WIN
WORKFORCE INTELLIGENCE NETWORK
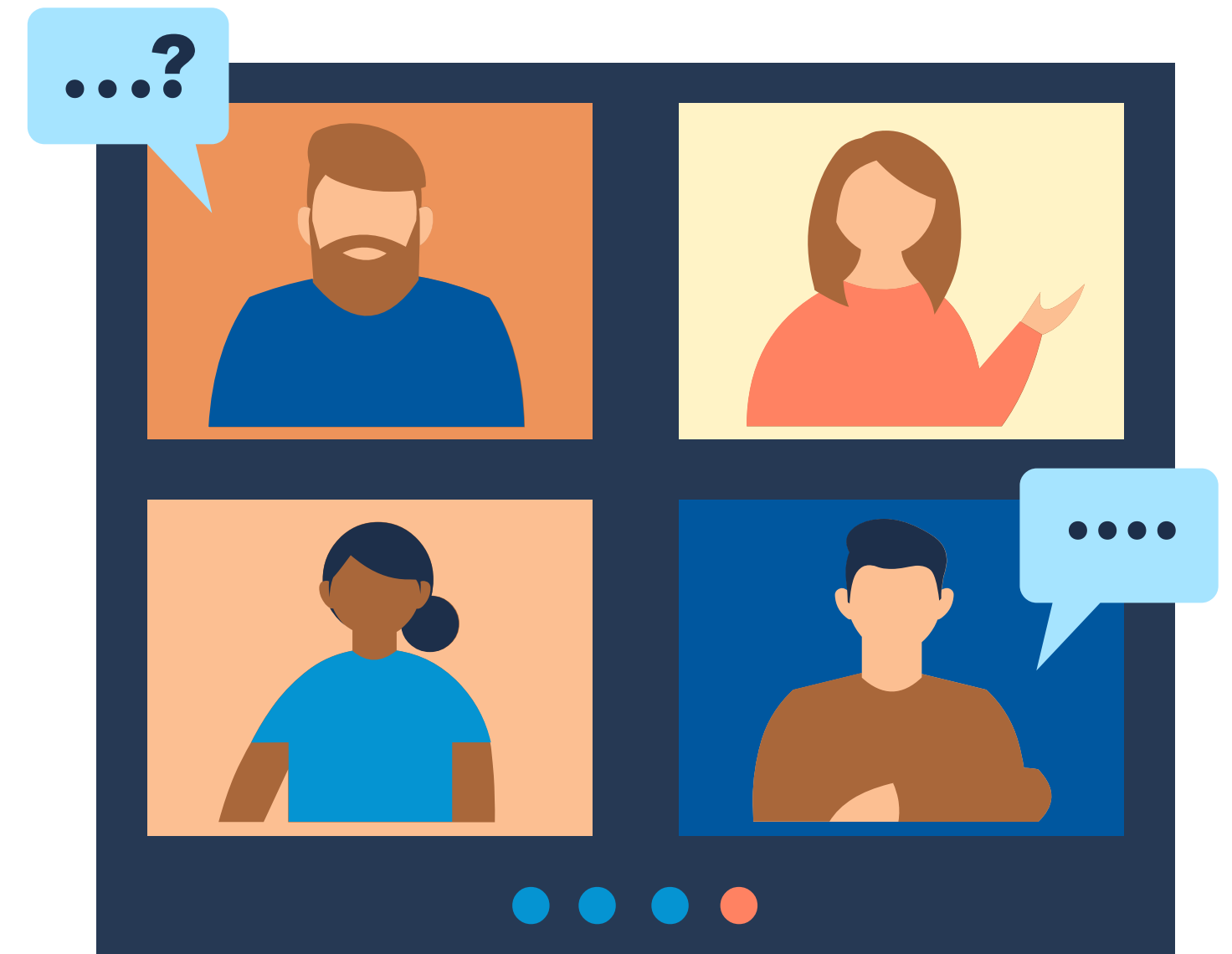
Labor Market Learning Series
Session 3
September 16, 2025

AGENDA

1. Introductions
2. Quarterly Comparisons
3. Using Labor Market Report Data
4. Scenarios
5. Data Requests
6. Questions

Enter Into the Chat

- Name
- Organization
- Role

Haley Porter

Assoc. Project Manager and Research Analyst

Kevin Cranick

Economic Research Manager

WORKFORCE INTELLIGENCE NETWORK

Recap Quiz from Sessions 1 & 2

2 regional LMRs are produced quarterly while the rest are produced annually.

True

False

● Loading...

Recap Quiz from Sessions 1 & 2

A drop in job postings always signals an economic slowdown.

True

False

● Loading...

Recap Quiz from Sessions 1 & 2

If unemployment seems low, the job market must be strong for everyone.

True

False

● Loading...

Recap Quiz from Sessions 1 & 2

The WIN data team uses _____ years for entry-level jobs.

3-5

0-5

0-2

6-10

● Loading...

Recap Quiz from Sessions 1 & 2

Which of these is NOT an occupation group used for the LMRs?

Health Care

Agriculture

Energy

Teacher

Construction

● Loading…

Quarterly Comparisons

Labor Market Reports (LMR)

Annual Labor Force, Employment, Unemployment Rate

Detroit

	2nd Quarter 2024	3rd Quarter 2024	4th Quarter 2024	1st Quarter 2025	2nd Quarter 2025	Change from 1st Quarter 2025	Percent Change from 1st Quarter 2025	Change from 2nd Quarter 2024	Percent Change from 2nd Quarter 2024
Labor Force	254,365	258,913	253,617	266,333	261,288	-5,044	-1.9%	6,923	2.7%
Employment	231,418	231,513	227,307	237,184	238,899	1,714	0.7%	7,480	3.2%
Unemployment	22,947	27,400	26,311	29,148	22,390	-6,759	-23.2%	-557	-2.4%
nemployment Rate	9.0%	10.6%	10.4%	10.9%	8.6%	-2.4%	na	-0.5%	na

	2015 Annual	2016 Annual	2017 Annual	2018 Annual	2019 Annual	2020 Annual	2021 Annual	2022 Annual	2023 Annual	2024 Annual	2025 YTD	Change from 2024 to 2025	Percent Change from 2024 to 2025
Labor Force	241,467	246,326	248,070	248,928	251,966	262,129	241,955	248,659	249,915	255,268	263,811	8,543	3.3%
Employment	212,953	219,906	224,958	226,473	230,163	206,652	218,224	226,489	231,171	231,030	238,042	7,011	3.0%
Unemployment	28,514	26,420	23,112	22,454	21,804	55,477	23,731	22,170	18,743	24,238	25,769	1,531	6.3%
nemployment Rate	11.8%	10.7%	9.3%	9.0%	8.7%	21.2%	9.8%	8.9%	7.5%	9.5%	9.8%	0.3%	na

Annual Labor Force, Employment, Unemployment Rate

Detroit

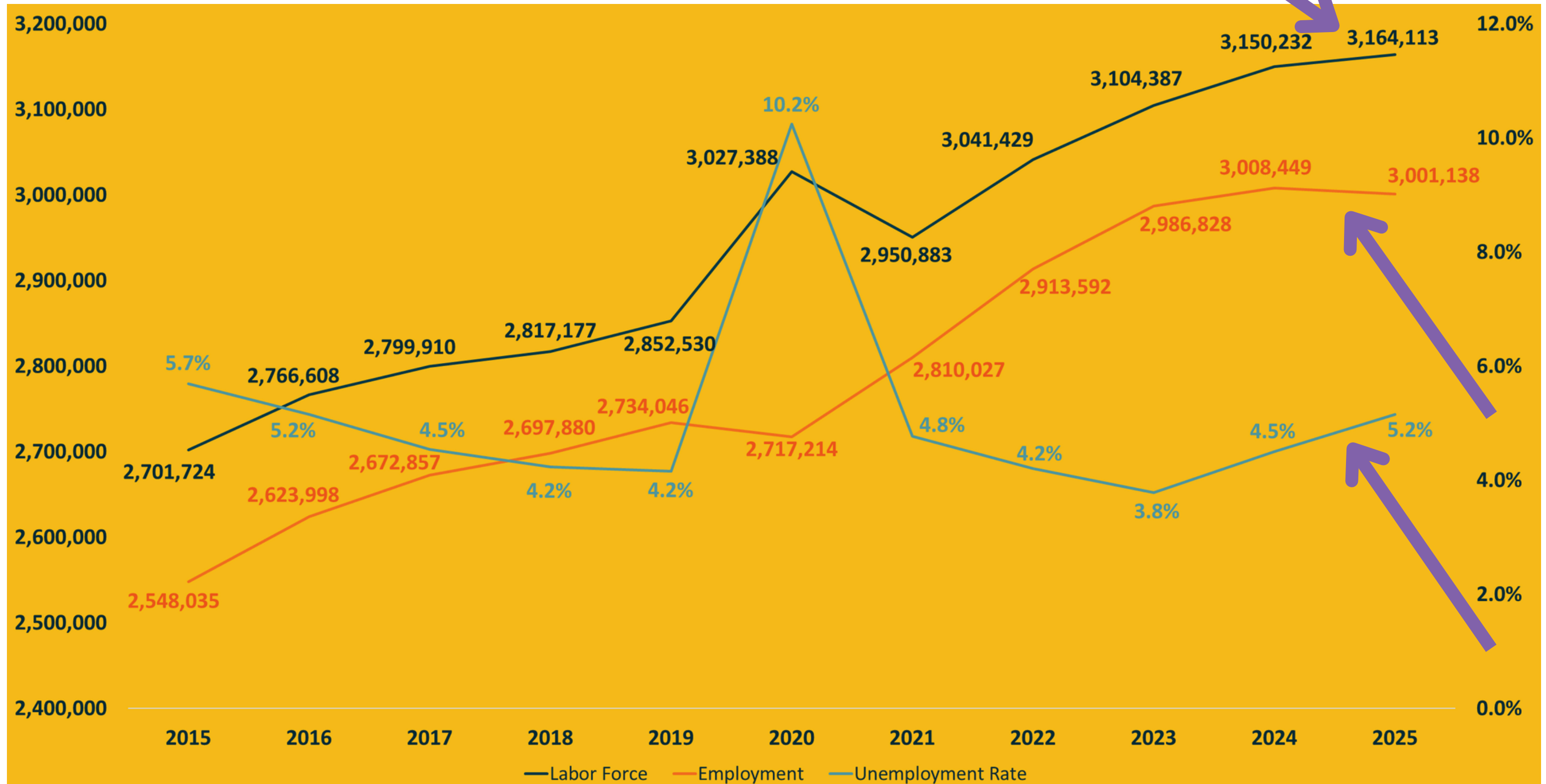# Annual Labor Force, Employment, Unemployment Rate

WIN Region

	2nd Quarter 2024	3rd Quarter 2024	4th Quarter 2024	1st Quarter 2025	2nd Quarter 2025	Change from 1st Quarter 2025	Percent Change from 1st Quarter 2025	Change from 2nd Quarter 2024	Percent Change from 2nd Quarter 2024
Labor Force	3,153,019	3,168,227	3,133,295	3,168,013	3,160,213	-7,800	-0.2%	7,194	0.2%
Employment	3,016,775	3,012,040	2,981,394	2,991,095	3,011,181	20,086	0.7%	-5,594	-0.2%
Unemployment	136,244	156,187	151,900	176,918	149,032	-27,886	-15.8%	12,789	9.4%
Unemployment Rate	4.3%	4.9%	4.8%	5.6%	4.7%	-0.9%	na	0.4%	na

	2015 Annual	2016 Annual	2017 Annual	2018 Annual	2019 Annual	2020 Annual	2021 Annual	2022 Annual	2023 Annual	2024 Annual	2025 YTD	Change from 2024 to 2025	Percent Change from 2024 to 2025
Labor Force	2,701,724	2,766,608	2,799,910	2,817,177	2,852,530	3,027,388	2,950,883	3,041,429	3,104,387	3,150,232	3,164,113	13,881	0.4%
Employment	2,548,035	2,623,998	2,672,857	2,697,880	2,734,046	2,717,214	2,810,027	2,913,592	2,986,828	3,008,449	3,001,138	-7,311	-0.2%
Unemployment	153,690	142,610	127,053	119,297	118,484	310,174	140,856	127,837	117,558	141,784	162,975	21,192	14.9%
Unemployment Rate	5.7%	5.2%	4.5%	4.2%	4.2%	10.2%	4.8%	4.2%	3.8%	4.5%	5.2%	0.7%	na

Annual Labor Force, Employment, Unemployment Rate

WIN Region

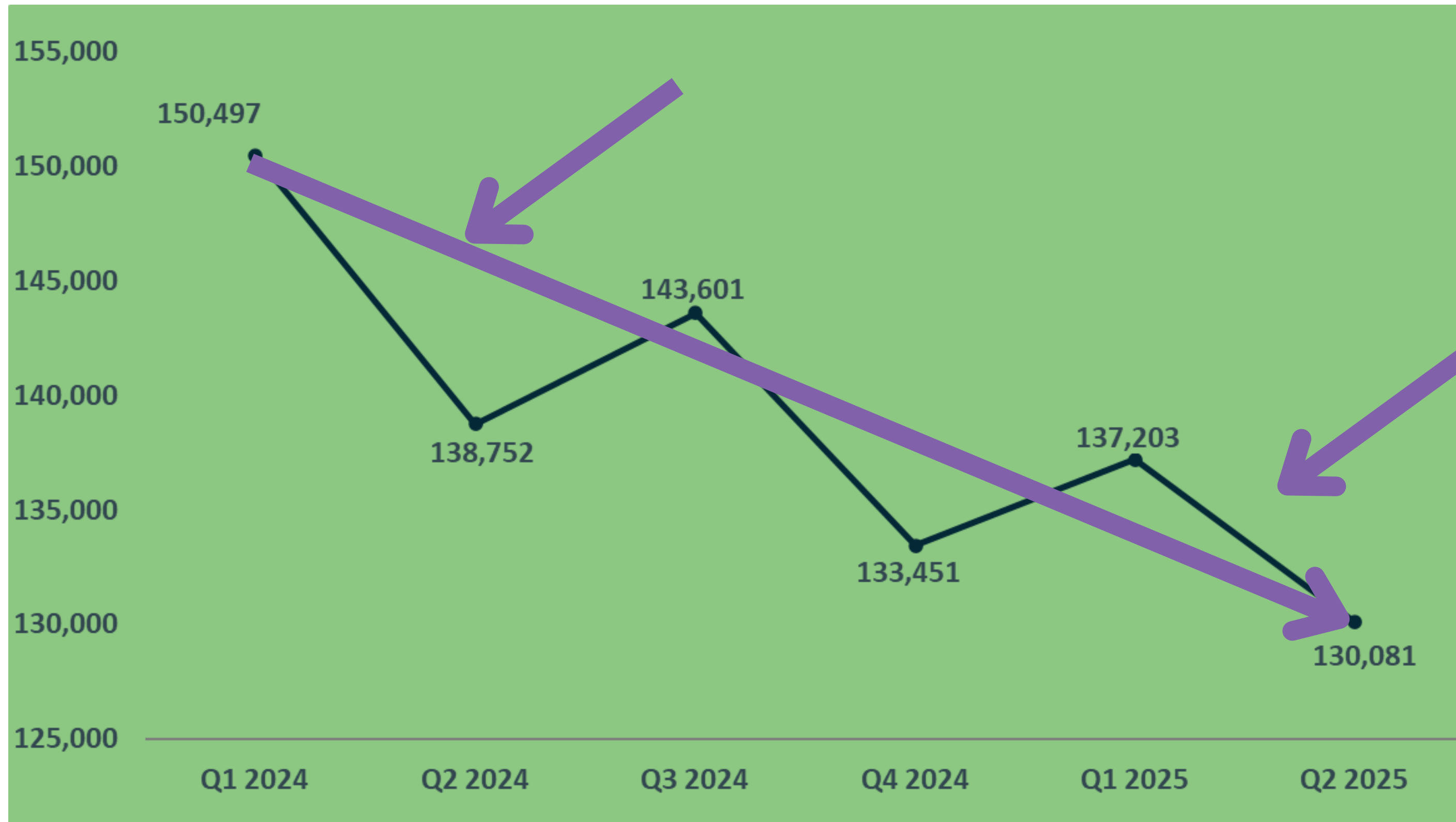| Year	Labor Force	Employment	Unemployment Rate
2015	2,701,724	2,548,035	5.7%
2016	2,766,608	2,623,998	5.2%
2017	2,799,910	2,672,857	4.5%
2018	2,817,177	2,697,880	4.2%
2019	2,852,530	2,734,046	4.2%
2020	3,027,388	2,717,214	10.2%
2021	2,950,883	2,810,027	4.8%
2022	3,041,429	2,913,592	4.2%
2023	3,104,387	2,986,828	3.8%
2024	3,150,232	3,008,449	4.5%
2025	3,164,113	3,001,138	5.2%

Labor Force ─── Employment ─── Unemployment Rate

Average Quarterly Posting Analysis

Detroit

Average Quarterly Posting Analysis

WIN Region
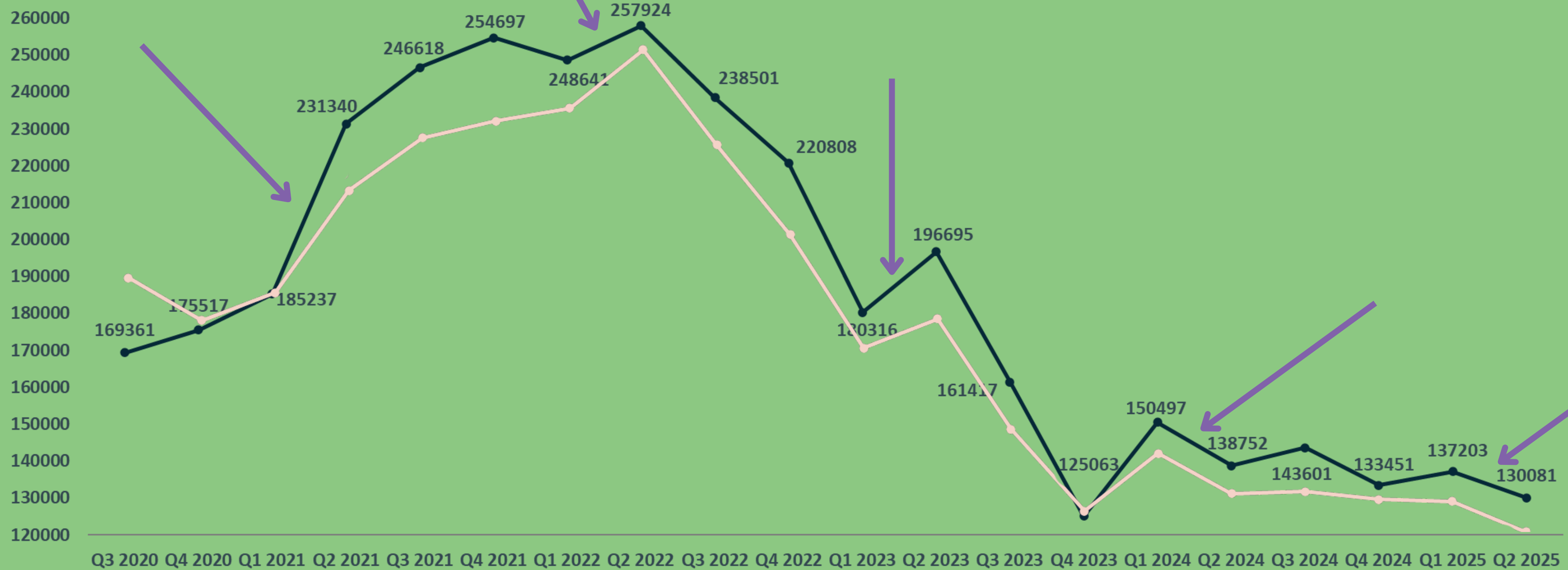
Average Quarterly Posting Analysis

WIN Region

Quarter	Value
Q3 2020	169361
Q4 2020	175517
Q1 2021	185237
Q2 2021	231340
Q3 2021	246618
Q4 2021	254697
Q1 2022	248641
Q2 2022	257924
Q3 2022	238501
Q4 2022	220808
Q1 2023	180316
Q2 2023	196695
Q3 2023	161417
Q4 2023	125063
Q1 2024	150497
Q2 2024	138752
Q3 2024	143601
Q4 2024	133451
Q1 2025	137203
Q2 2025	130081

Other Quarterly Changes

Not many changes in:

- Demographics
- Top Jobs
- Wages
- Education
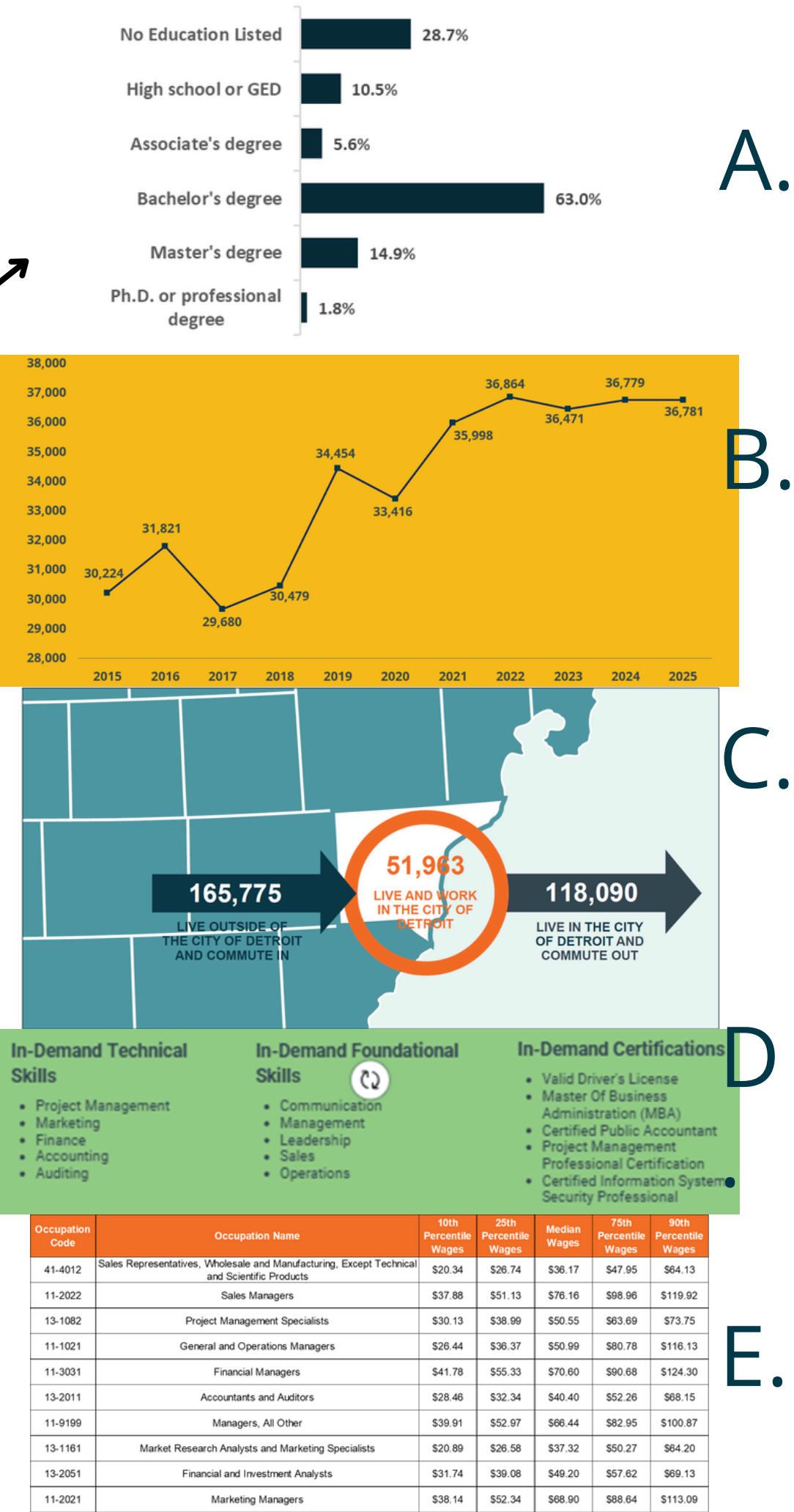- Top Requested Skills from Employers
- Etc
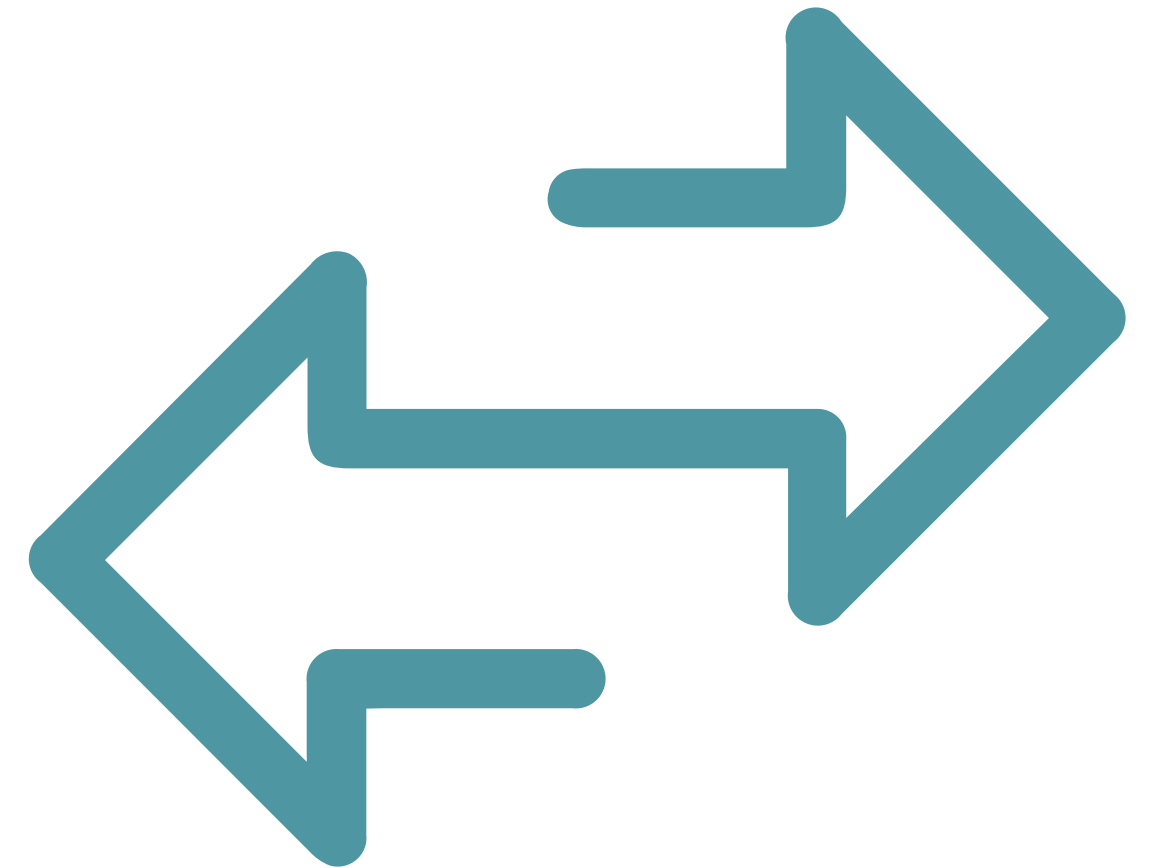
Using Labor Market Report Data

Words

Grant Applications

Narrative or Needs Statement:

1. Focusing on # of people in the occupation

2. Focusing on education needed

3. Focusing on training needed

4. Focusing on livable wages

5. Focusing on housing

A.

B.

C.

D.

E.

Wage Data for the Pre-Apprenticeship Program

Do the Math

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
11-9021	Construction Managers	$32.74	$41.25	$51.59	$64.36	$80.52
13-1051	Cost Estimators	$22.06	$29.27	$37.65	$48.89	$60.31
47-2061	Construction Laborers	$17.59	$20.63	$24.27	$29.07	$33.83
47-2111	Electricians	$21.01	$27.45	$37.80	$43.91	$49.35
47-2152	Plumbers, Pipefitters, and Steamfitters	$21.52	$27.05	$38.77	$46.47	$50.59
47-2181	Roofers	$21.85	$23.94	$28.18	$36.20	$39.14
47-2141	Painters, Construction and Maintenance	$17.76	$22.04	$26.37	$31.38	$35.78
47-2031	Carpenters	$21.40	$24.53	$30.31	$35.66	$40.16
47-4011	Construction and Building Inspectors	$23.64	$29.16	$34.86	$39.56	$46.39
47-2073	Operating Engineers and Other Construction Equipment Operators	$22.94	$25.74	$30.82	$38.18	$43.46

Comparing to National Data

Energy Postings 2024

Detroit	United States
6,657 Unique Postings	2.47M Unique Postings
$39.82/hr Median Salary	$36.15/hr Median Salary
Bachelor's Degree - highest requested education	Bachelor's Degree - highest requested education
Top posted occupation - General and Operations Manager	Top posted occupation - General and Operations Manager
Top posted specialized skills - Project Management	Top posted specialized skills - Project Management

Talent Pipeline

IT Detroit Q2

What would be the top skill, certification or education you would have someone who wants to go into IT focus on gaining/improving?

In-Demand Technical Skills

- Computer Science
- Project Management
- Agile Methodology
- Automation
- SQL (Programming Language)

In-Demand Foundational Skills

- Communication
- Management
- Problem Solving
- Troubleshooting
- Leadership

In-Demand Certifications

- Certified Information Systems Security Professional
- Certified Information System Auditor (CISA)
- Certified Information Security Manager
- Valid Driver's License
- CompTIA A+

In-Demand Education Level*

- High School Diploma: 6.8%
- Associate Degree: 9.9%
- Bachelor's Degree: 61.4%
- Master's Degree: 16.8%
- Ph.D. Or professional Degree: 1.3%

In-Demand Technical Skills

- Computer Science
- Project Management
- Agile Methodology
- Automation
- SQL (Programming Language)

In-Demand Foundational Skills

- Communication
- Management
- Problem Solving
- Troubleshooting
- Leadership

In-Demand Certifications

- Certified Information Systems Security Professional
- Certified Information System Auditor (CISA)
- Certified Information Security Manager
- Valid Driver's License
- CompTIA A+

In-Demand Education Level*

- High School Diploma: 6.8%
- Associate Degree: 9.9%
- Bachelor's Degree: 61.4%
- Master's Degree: 16.8%
- Ph.D. Or professional Degree: 1.3%

Top Posting Employers

- Deloitte
- Accenture
- Henry Ford Health
- PricewaterhouseCoopers
- Ensono
- Strategic Staffing Solutions
- R1 RCM
- Anywhere Real Estate
- Huntington Bancshares
- KPMG

*Not all job postings indicate the required educational attainment level; the percentages indicated may not equal 100 percent.

Enter into the chat other ways you have used Labor Market Report data.

Scenarios

Challenge 1: Choosing an Industry for Reskilling

Context: Detroit's labor force grew to 263,811 in Q2 2025, but unemployment also rose by 6.3% year-over-year. Health Care remains the most in-demand sector with 6,470 postings in Q2 — 1,338 more than Business & Finance — and Registered Nurses alone had 2,469 postings.
Challenge:
 Your workforce board has limited training funds to support reskilling programs for displaced workers. You must decide which sector to focus on.
Discussion Questions for Participants:
- Which occupation group offers the best opportunity for immediate reemployment?
- How would you weigh volume of job postings vs. education requirements (Bachelor's vs. short-term credentials)?
- What additional data would you want before deciding (e.g., wage growth trends, projected demand)?

Challenge 2: Employer Engagement Priorities

Context: Top posting employers in Detroit include Henry Ford Health, DMC Sinai Grace, DTE Energy, Deloitte, and Huntington Bancshares. The Business & Finance group shows strong demand for Sales Representatives, Project Managers, and Financial Managers, while Energy demand centers on General & Operations Managers and Engineers.
Challenge:
 You are leading an employer engagement initiative and can only target three large employers this quarter.
Discussion Questions:
- Which employers would you prioritize and why?
- How would you align training programs with the specific skills mentioned in postings (e.g., project management, accounting, AutoCAD, HVAC)?
- What metrics would you track to measure success (e.g., job

Challenge 3: Designing a Talent Pipeline for IT

Context: Detroit had 1,769 IT job postings in Q2 2025, with Software Developers (514 postings) and Computer Occupations, All Other (418 postings) leading demand. 61% of postings required a Bachelor's degree, and 330 postings targeted workers with 2–3 years of experience.

Challenge:
 Your task is to propose a talent pipeline strategy that can prepare entry-level candidates for IT roles over the next 18 months.

Discussion Questions:
- How would you design an on-ramp for candidates without a Bachelor's degree (e.g., apprenticeships, bootcamps)?
- Which employers would you approach first for co-designing curriculum?
- How would you use wage data (median wage for Software Developers = $62.50/hour) to motivate participants and funders?

Challenge 4: Retention & Upskilling in Skilled Trades

Context: The Skilled Trades group saw a 1.0% decline in employment from 2024, yet Maintenance & Repair Workers remain the top posted job (358 postings) with a median wage of $23.29/hr, above the state median.

Challenge:
A major manufacturer reports high turnover among entry-level maintenance workers. You've been asked to recommend retention strategies.

Discussion Questions:
- Would you focus on wage adjustments, career ladders, or training programs to improve retention?
- How would you use this labor market data to justify your proposal to company leadership?
- What partnerships (e.g., technical schools, unions) could help implement your solution?

Data Requests

LOOKING FOR CUSTOMIZED DATA?

- The WIN Data & Research team **can provide in-depth analyses and data matched to SOC codes, including:**
  - Soft skills/Technical Skills
  - In-Demand Qualifications
  - Job Posting volume and demand forecasts

- Help guide your resource or programmatic decisions with current data

- Request custom data on winIntelligence.org
  winintelligence.org/private-data-request-form

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QUESTIONS?
& THANK YOU!

WEBSITE
winintelligence.org

CONTACT/DATA REQUESTS
info@winintelligence.org

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