

Our mission



Labor Market Reports

Annual & Q4 2024

June 6, 2025

Data and Analysis

Each annual report includes analysis for:

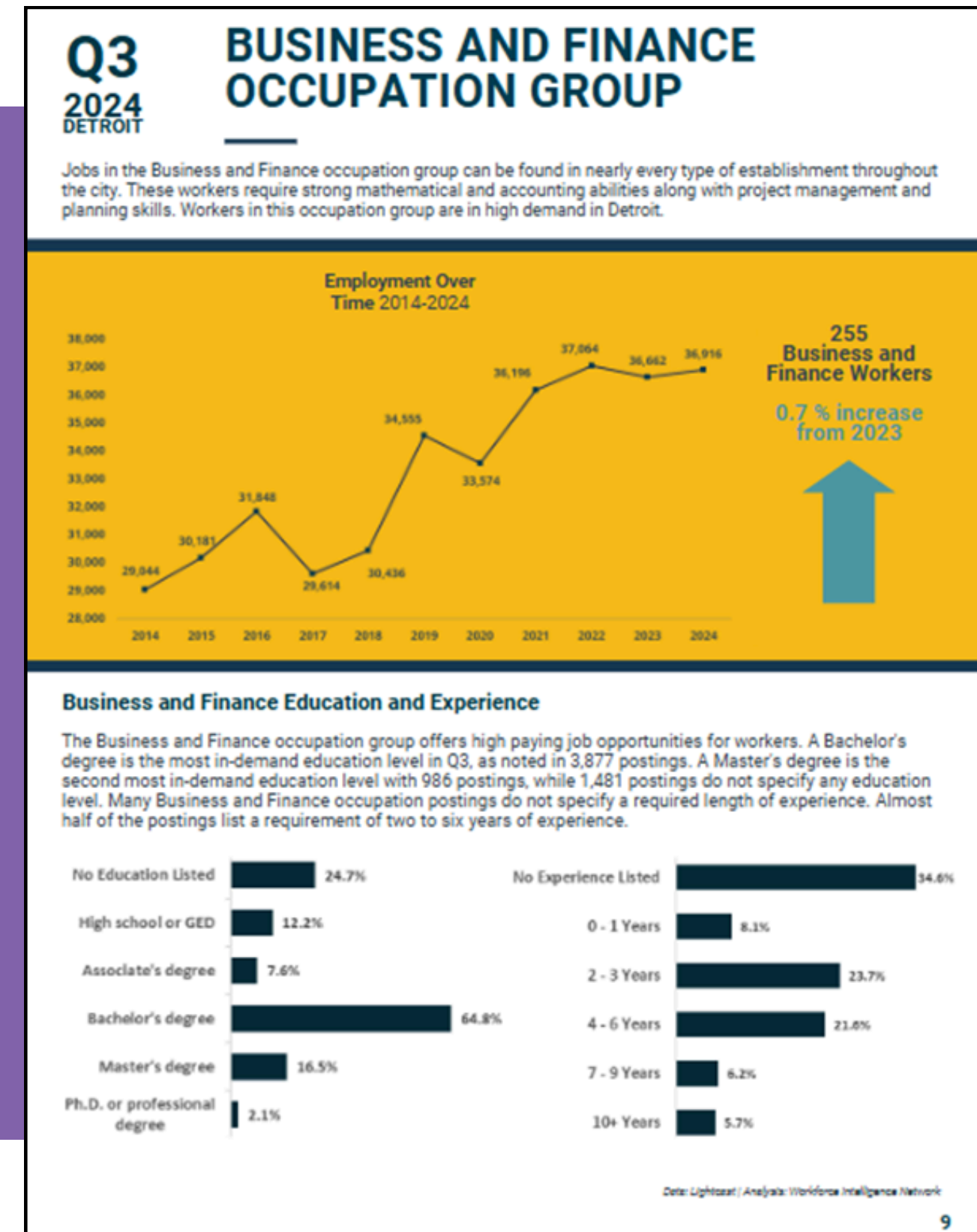
- Eleven (11) key occupation groups created with input from our board
- Nineteen (19) counties
- State of Michigan
- City of Detroit (Quarterly)
- WIN Region (Quarterly)



Findings

For each occupation group, we cover:

- Current employment
- Demographics
- Job postings
- In-demand skills
- Wages
- Required education



Annual Labor Market Highlights (2024)

Labor Force Growth: In 2024, the WIN region added **45,846** individuals to the labor force and **21,620** workers to employment. During the same period, the State of Michigan added **78,417** individuals to the labor force and **44,667** workers to employment.

Unemployment Rate: The unemployment rate stood at **4.5%** for both the WIN region and the State of Michigan—nearly matching pre-pandemic levels of 4.2% and 4.1%, respectively.

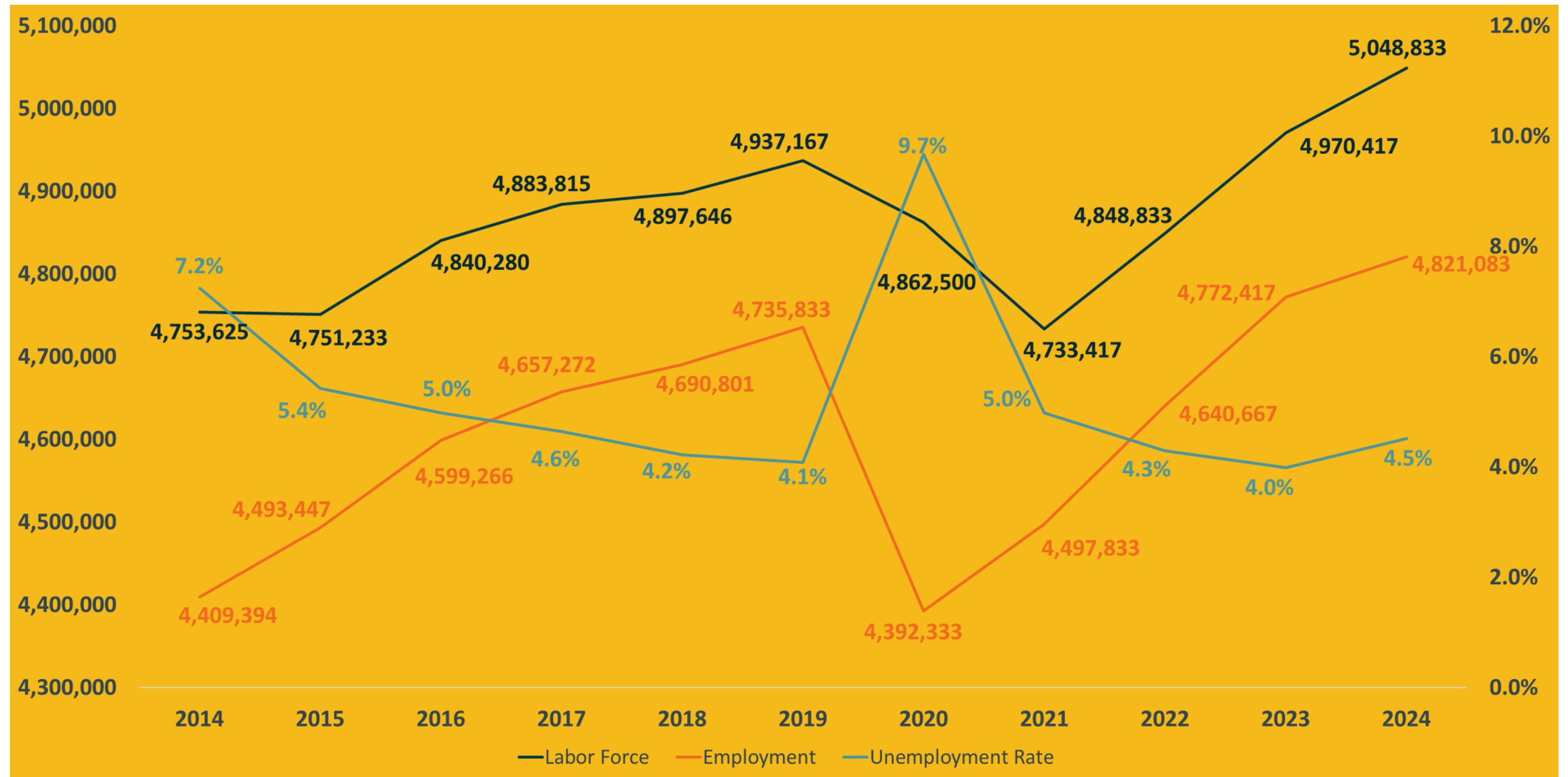
Job Postings: **Job postings declined** in 2024 compared to 2023.

- In Q4 2024, the WIN region averaged **133,682** postings per month, **down from 143,630 in Q3**.
- The State of Michigan averaged **200,547** postings per month in Q4 2024, **down from 213,667 in Q3**.

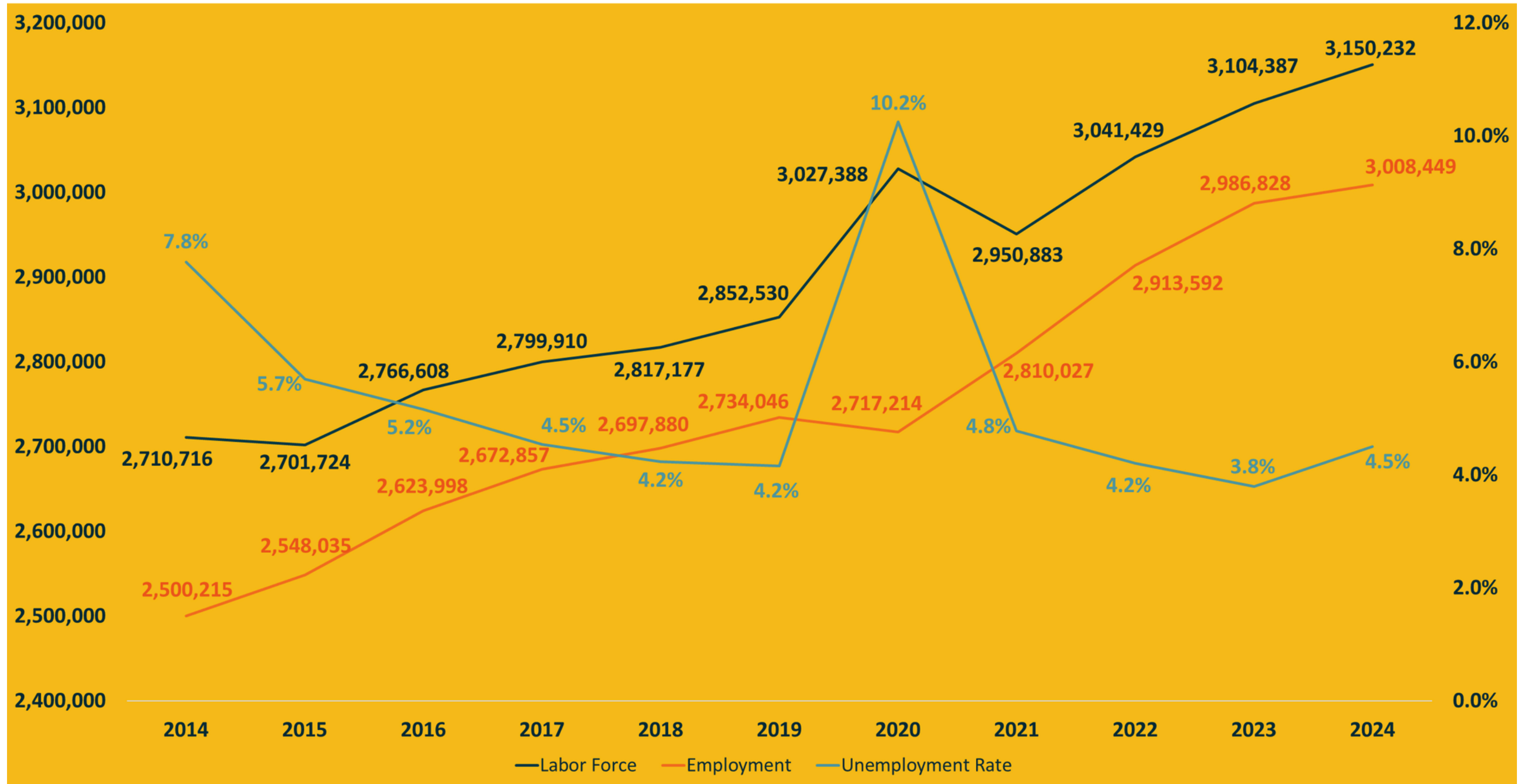
Top Occupational Demand: Among the 11 occupational groups analyzed, **Customer Service remained the highest-demand sector**, with **60,310** postings in Q4 2024 in the WIN region and **290,782** postings statewide across 2024.

Educational Demand Trends: In the WIN region, job postings **most frequently listed a Bachelor's degree** as the minimum requirement, while in the State of Michigan overall, **High School diplomas were most commonly required**. However, the demand for these two education levels remains relatively close in both regions.

Annual Labor Force, Employment, Unemployment Rate, State of Michigan (2014 - 2024)



Annual Labor Force, Employment, Unemployment Rate, WIN Region (2014 - 2024)

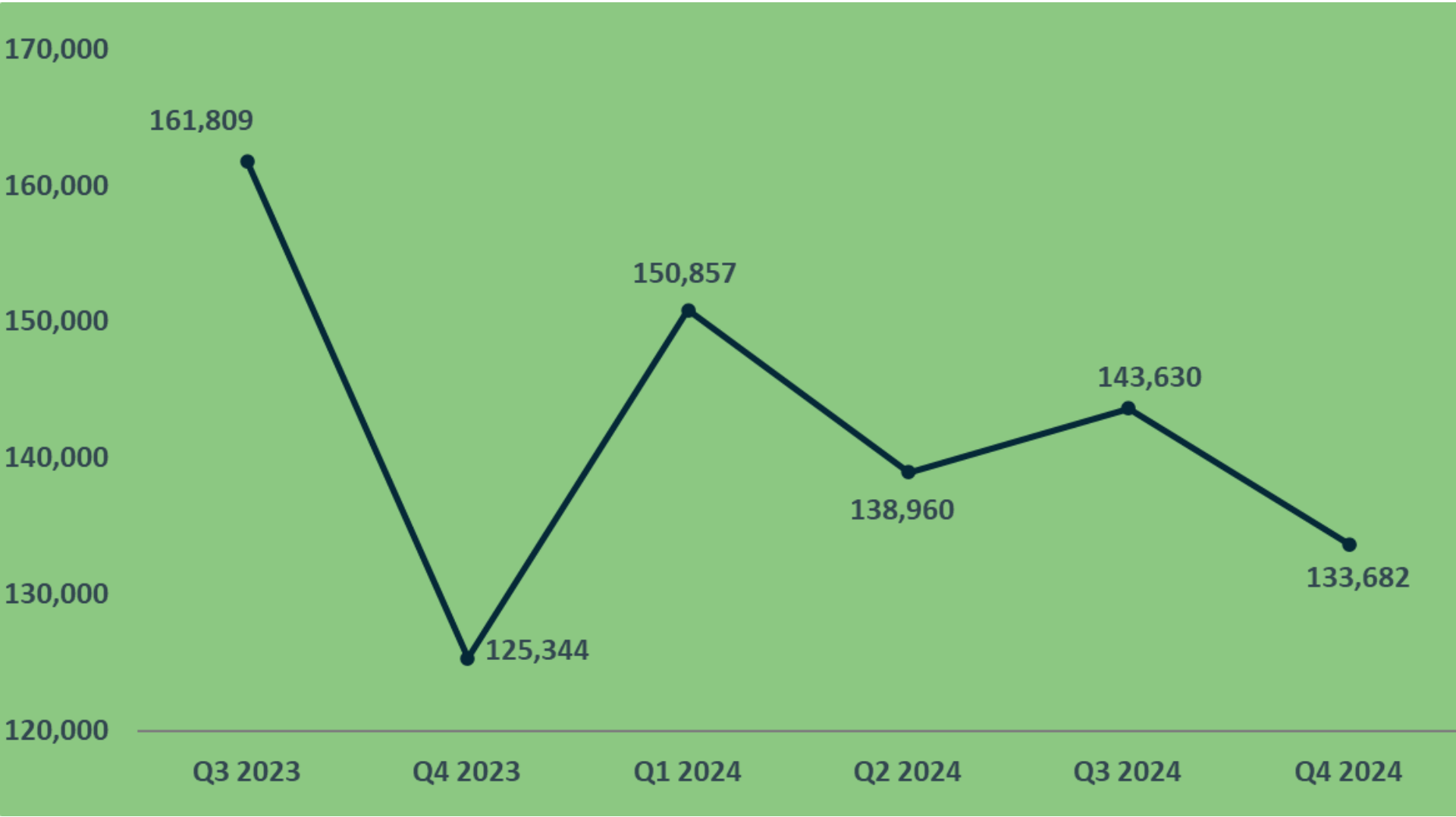


Average Quarterly Posting Analysis

State of Michigan

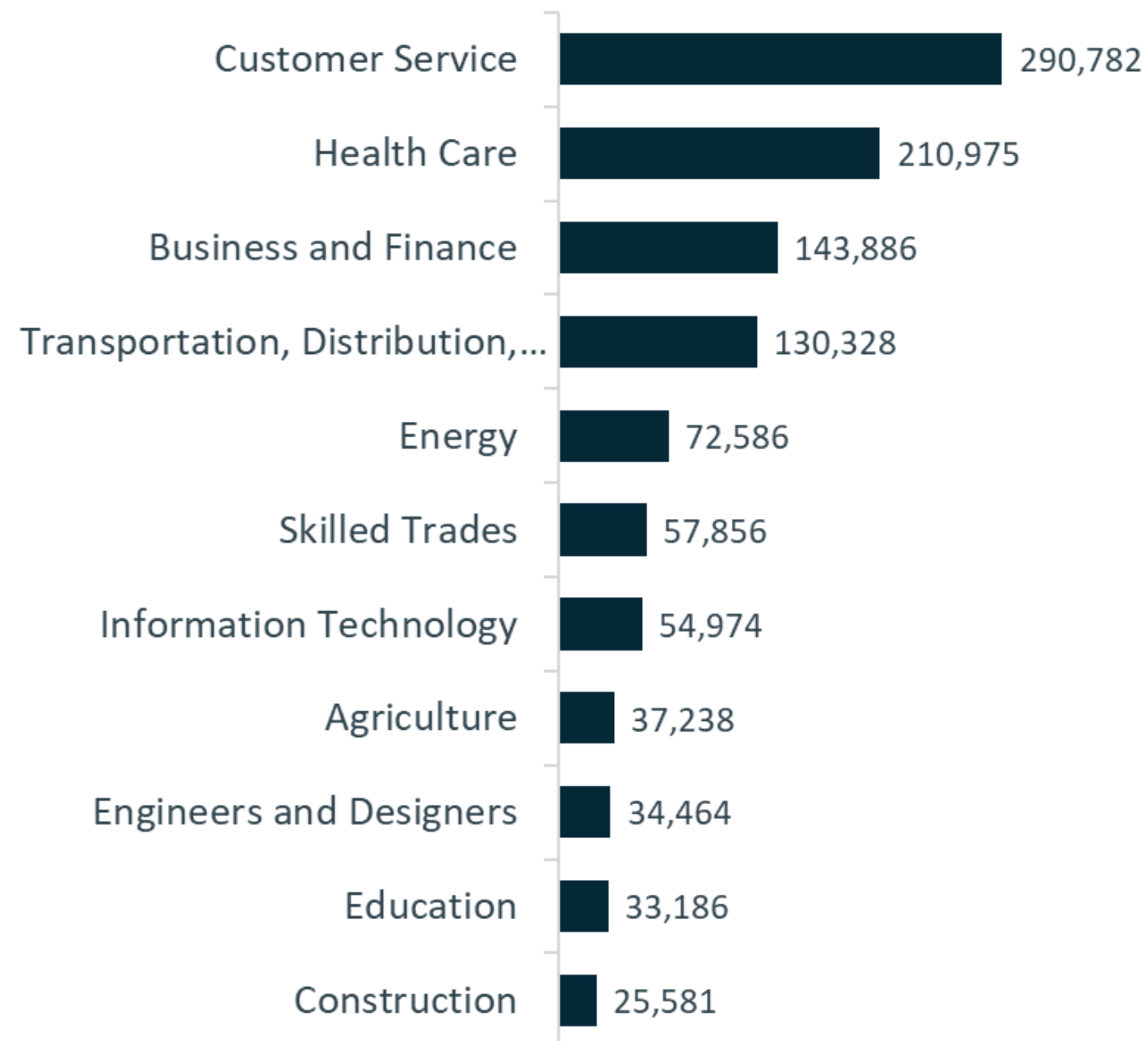


WIN Region

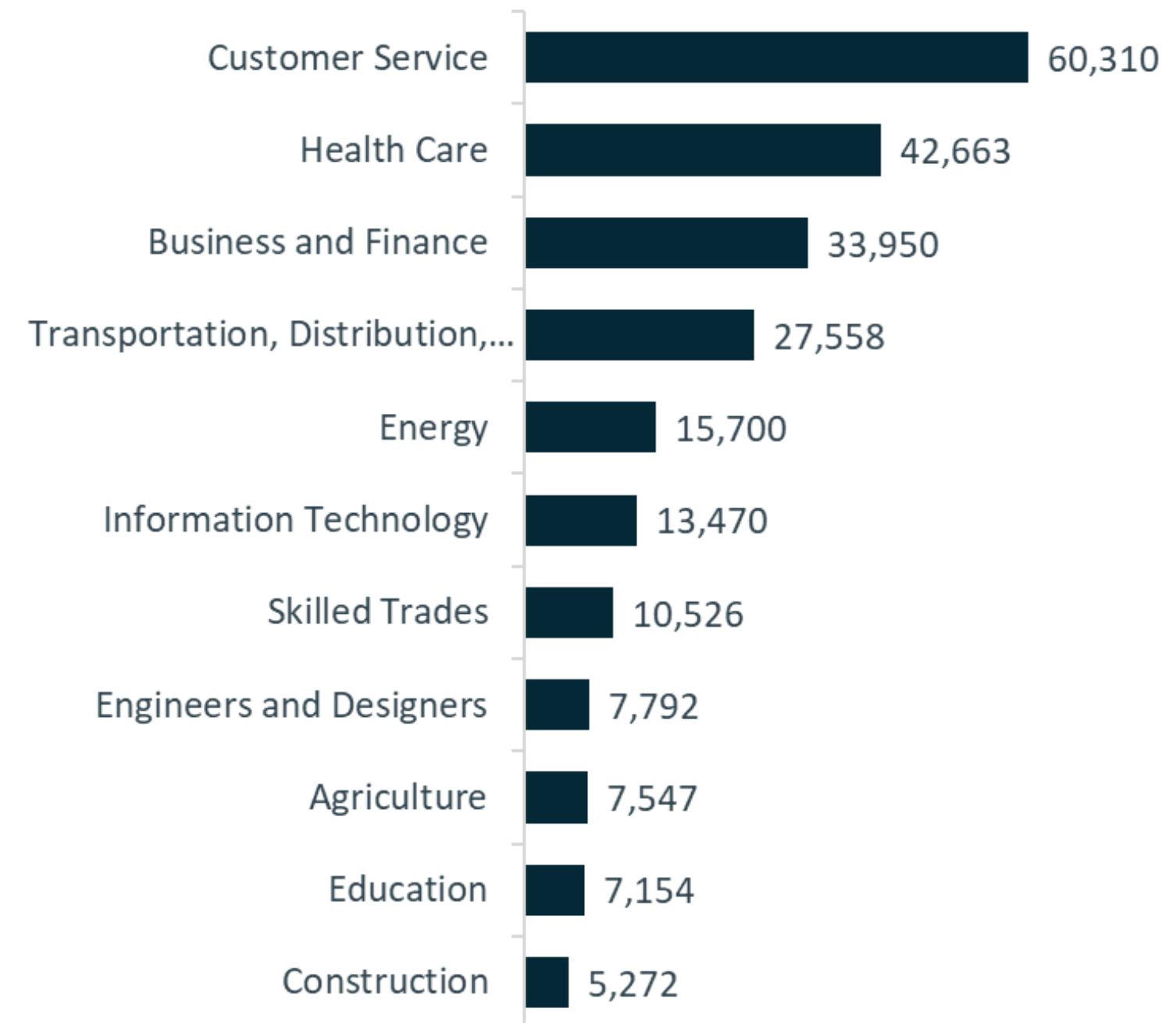


Top Posting Occupation Groups

State of Michigan

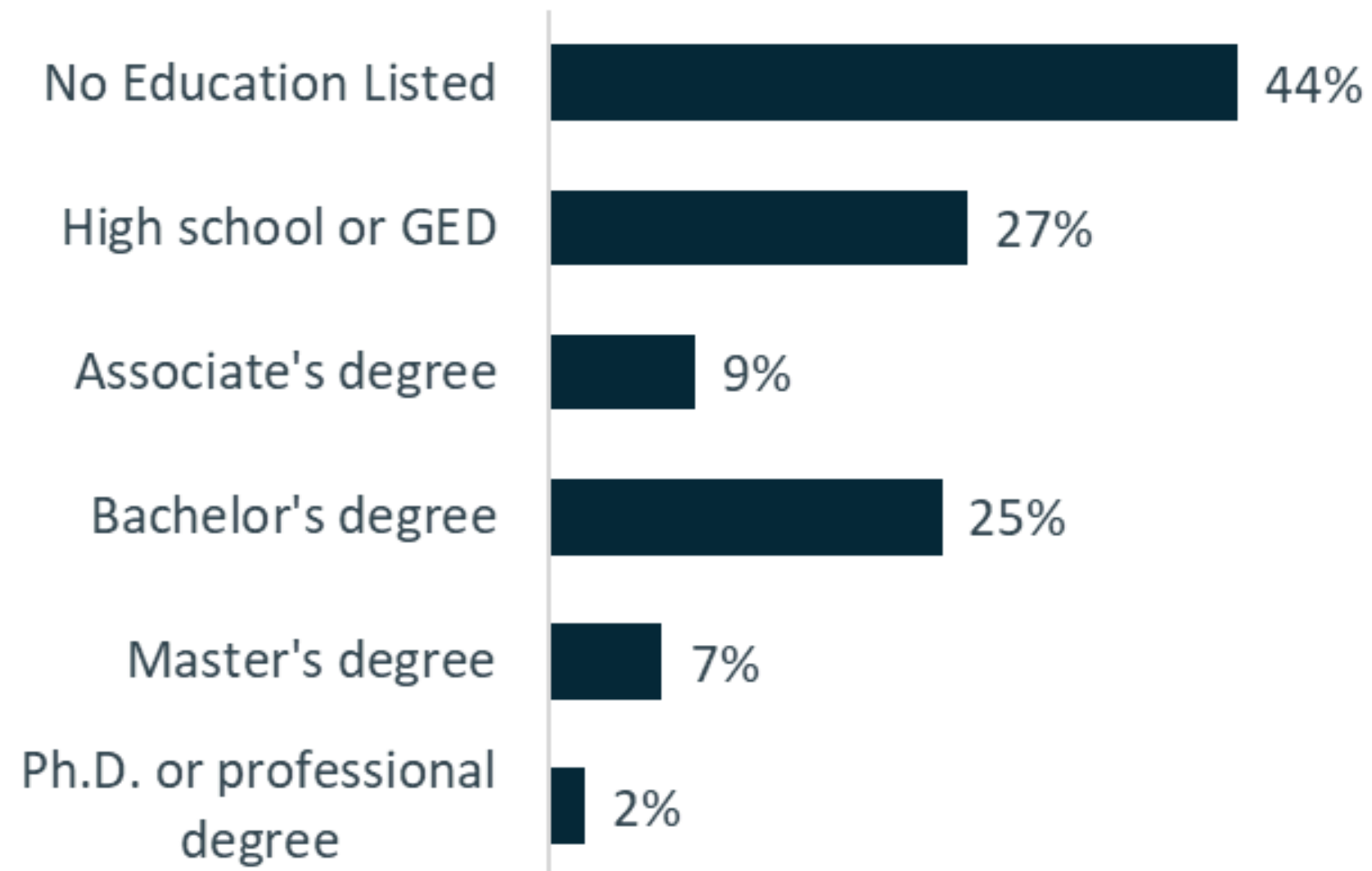


WIN Region

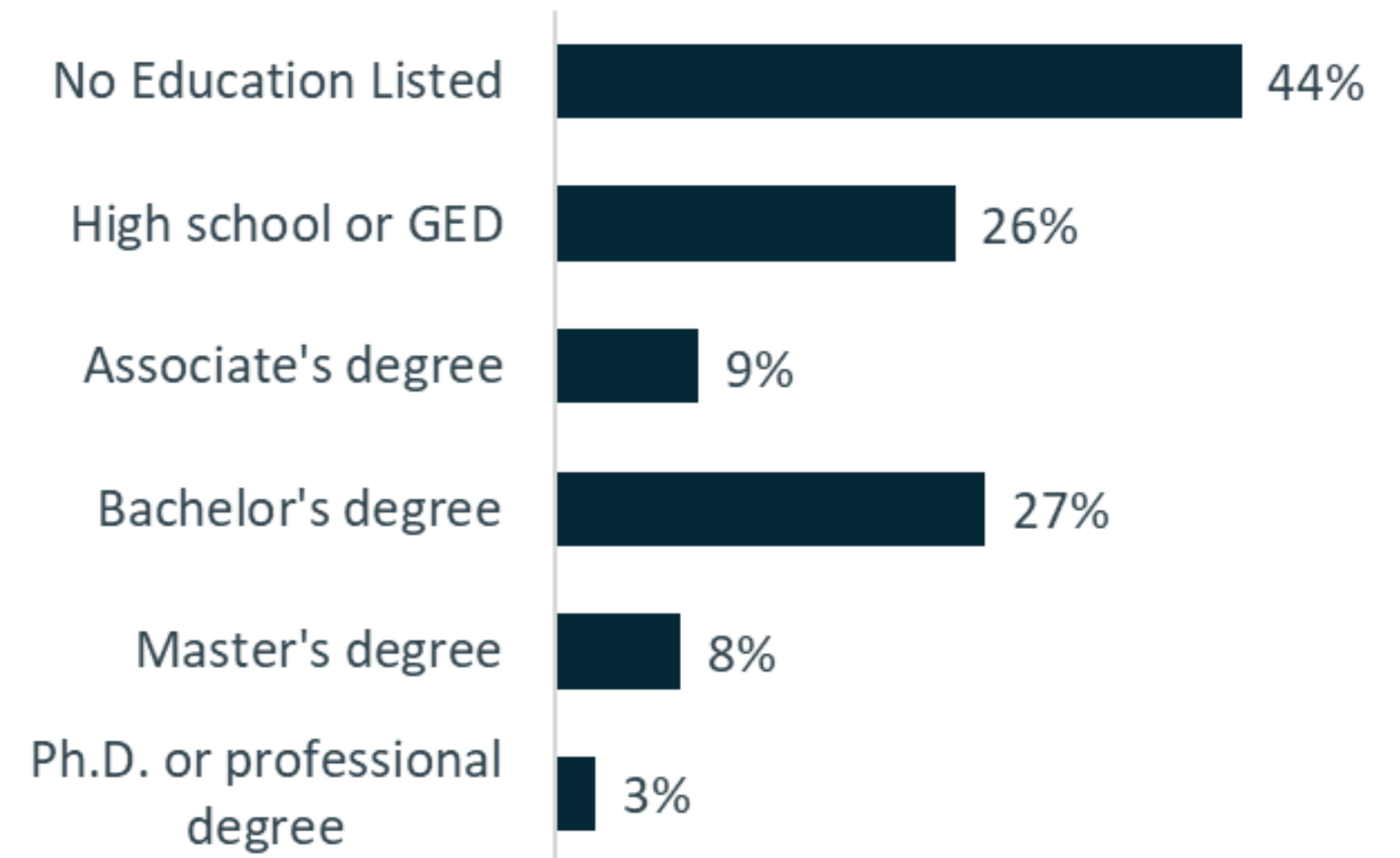


In-Demand Education Levels

State of Michigan



WIN Region



State of Michigan In-Demand Skills

Specialized Skills

1. Merchandising
2. Nursing
3. Marketing
4. Project Management
5. Auditing
6. Selling Techniques
7. Accounting
8. Restaurant Operation
9. Housekeeping
10. Continuous Improvement Process
11. Finance
12. Warehousing
13. Inventory Management
14. Medical Records
15. Food Safety And Sanitation

Common Skills

1. Communication
2. Customer Service
3. Management
4. Sales
5. Leadership
6. Operations
7. Detail Oriented
8. Problem Solving
9. Planning
10. Lifting Ability
11. Writing
12. Interpersonal Communications
13. Microsoft Office
14. Organizational Skills
15. Coordinating

Credentials

1. Valid Driver's License
2. Registered Nurse (RN)
3. Basic Life Support (BLS) Certification
4. Cardiopulmonary Resuscitation (CPR) Certification
5. Licensed Practical Nurse (LPN)
6. Advanced Cardiovascular Life Support (ACLS) Certification
7. American Red Cross (ARC) Certification
8. Certified Nursing Assistant (CNA)
9. First Aid Certification
10. Commercial Driver's License (CDL)
11. Teaching Certificate
12. Nurse Practitioner (APRN-CNP)
13. ServSafe Certification
14. Master Of Business Administration (MBA)
15. American Registry Of Radiologic Technologists (ARRT) Certified

WIN Region In-Demand Skills

Specialized Skills

1. Merchandising
2. Project Management
3. Nursing
4. Marketing
5. Auditing
6. Selling Techniques
7. Accounting
8. Restaurant Operation
9. Finance
10. Workflow Management
11. Continuous Improvement Process
12. Inventory Management
13. Product Knowledge
14. Food Safety And Sanitation
15. Housekeeping

Common Skills

1. Communication
2. Customer Service
3. Management
4. Sales
5. Leadership
6. Operations
7. Detail Oriented
8. Problem Solving
9. Writing
10. Planning
11. Interpersonal Communications
12. Microsoft Office
13. Lifting Ability
14. Organizational Skills
15. Microsoft Excel

Credentials

1. Valid Driver's License
2. Registered Nurse (RN)
3. Basic Life Support (BLS) Certification
4. Cardiopulmonary Resuscitation (CPR) Certification
5. Licensed Practical Nurse (LPN)
6. Advanced Cardiovascular Life Support (ACLS) Certification
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8. American Red Cross (ARC) Certification
9. First Aid Certification
10. Commercial Driver's License (CDL)
11. Teaching Certificate
12. Nurse Practitioner (APRN-CNP)
13. Master Of Business Administration (MBA)
14. Emergency Medical Technician (EMT)
15. American Registry Of Radiologic Technologists (ARRT) Certified

Census 2023 Labor Force Demographics, Michigan

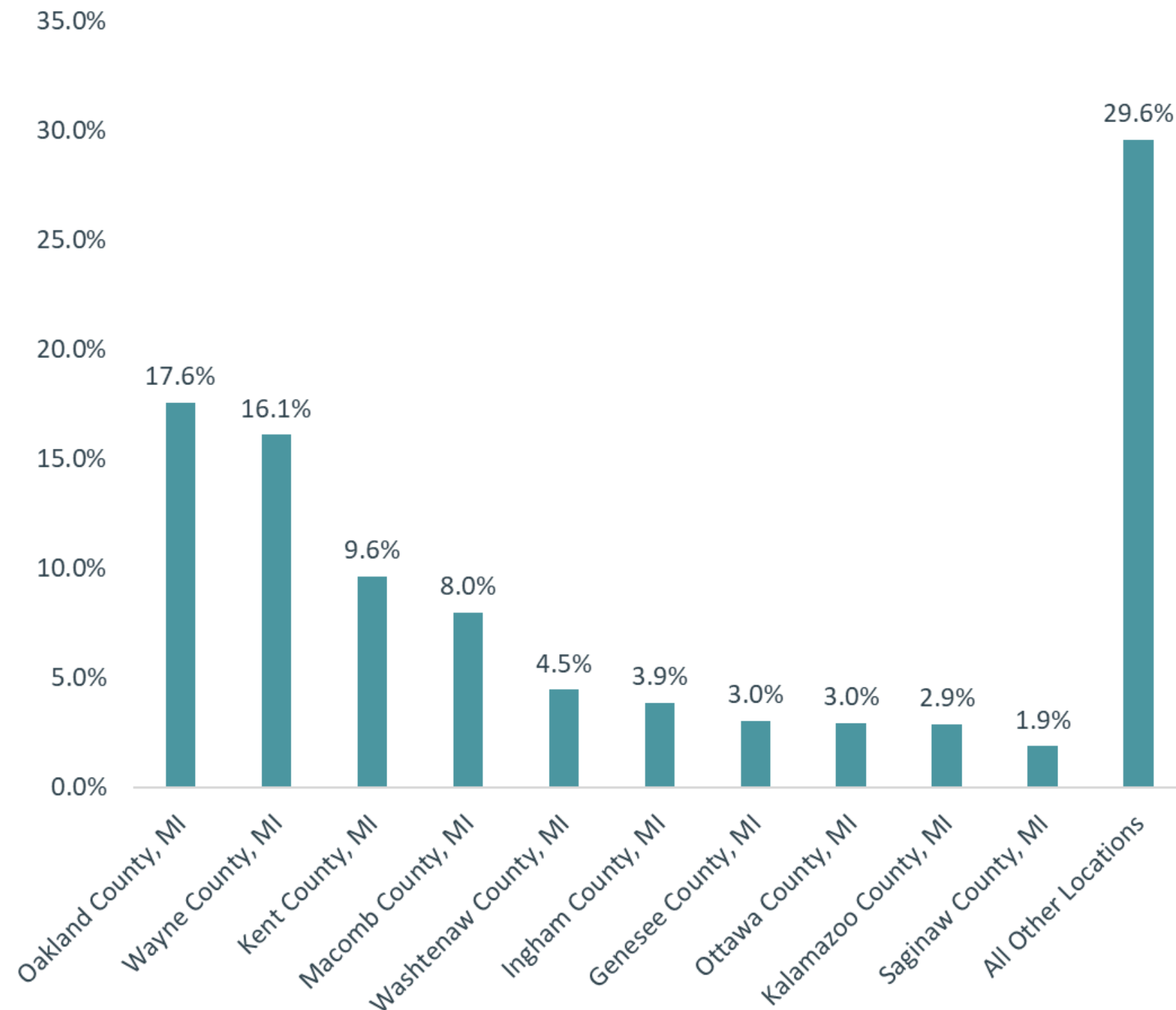
Civilian Labor Force by Demographic Group				
Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total Population 16 +	5,002,850	4,712,135	290,715	5.8%
Sex				
Male 16+	2,626,546	2,470,674	155,872	5.9%
16-19	112,446	94,381	18,065	16.1%
20-24	260,069	233,747	26,322	10.1%
25-54	1,631,261	1,546,764	84,497	5.2%
55-64	460,432	440,267	20,165	4.4%
65 Plus	162,338	155,515	6,823	4.2%
Female 16+	2,376,304	2,241,461	134,843	5.7%
16-19	122,359	106,374	15,985	13.1%
20-24	253,947	229,720	24,227	9.5%
25-54	1,453,599	1,379,753	73,846	5.1%
55-64	411,210	396,148	15,062	3.7%
65 Plus	135,189	129,466	5,723	4.2%
Race				
White	3,816,018	3,636,665	179,353	4.7%
Black / African American	623,051	546,416	76,635	12.3%
Native American	20,606	19,060	1,545	7.5%
Asian	180,467	173,429	7,038	3.9%
Native Hawaiian / Pacific Islander	1,239	1,108	131	10.6%
Some Other Race	84,256	78,190	6,066	7.2%
Two or More Races	283,101	261,869	21,233	7.5%
Ethnicity				
Hispanic	280,075	260,189	19,885	7.1%

Census 2023 Labor Force Demographics, WIN Region

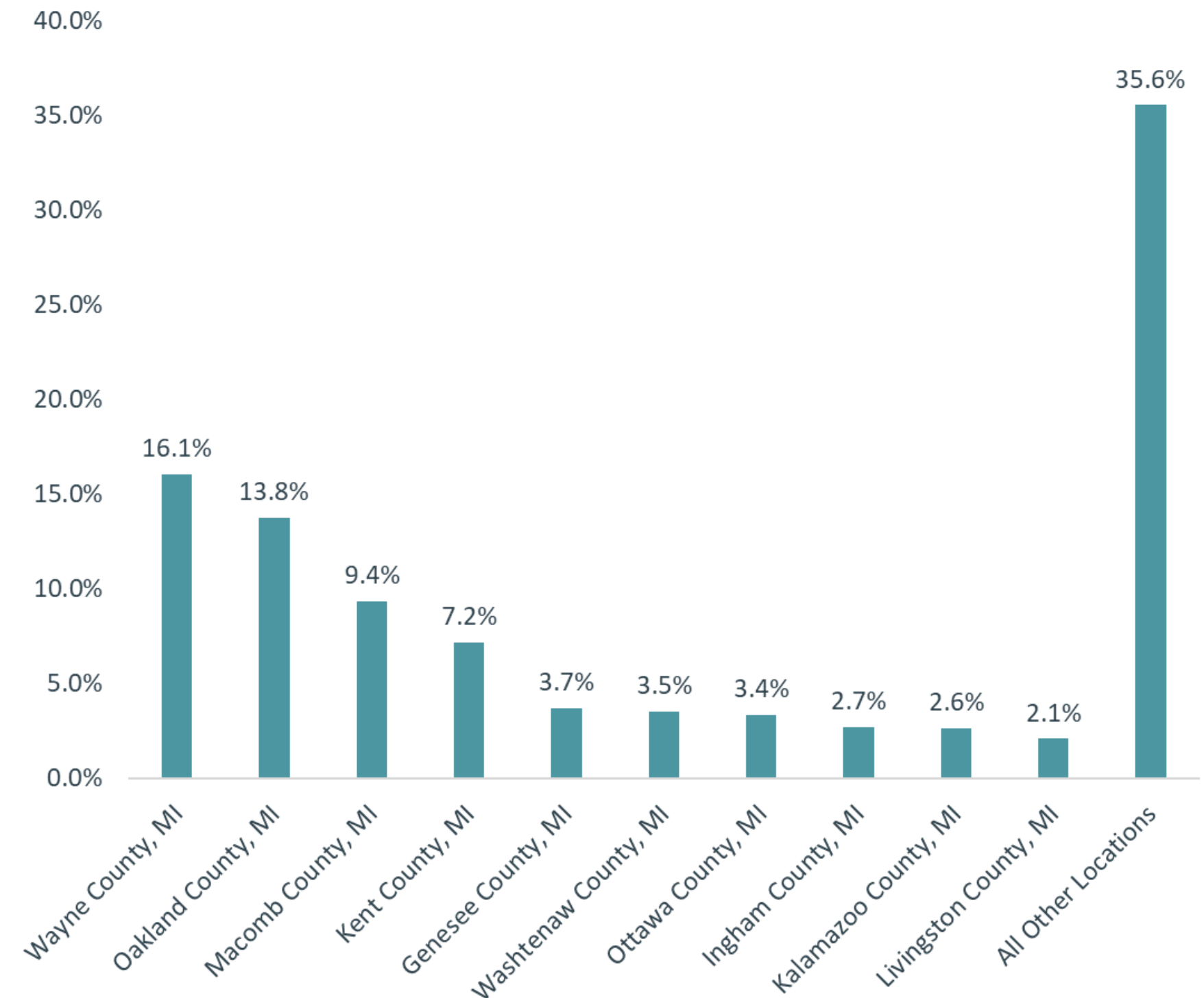
Civilian Labor Force by Demographic Group				
Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total Population 16 +	3,156,821	2,954,128	202,693	6.4%
Sex				
Male 16+	1,646,664	1,542,602	104,062	6.3%
16-19	66,385	54,480	11,905	17.9%
20-24	156,252	138,769	17,483	11.2%
25-54	1,033,669	977,093	56,576	5.5%
55-64	289,560	276,054	13,506	4.7%
65 Plus	100,798	96,206	4,592	4.6%
Female 16+	1,500,685	1,408,031	92,654	6.2%
16-19	71,398	61,363	10,035	14.1%
20-24	155,472	138,335	17,137	11.0%
25-54	927,865	876,558	51,307	5.5%
55-64	260,479	250,193	10,286	3.9%
65 Plus	85,471	81,582	3,889	4.6%
Race				
White	2,248,953	2,085,339	112,224	5.0%
Black / African American	524,944	457,858	65,140	12.4%
Native American	7,429	6,873	2,100	28.3%
Asian	146,785	140,912	5,839	4.0%
Native Hawaiian / Pacific Islander	633	555	93	14.7%
Some Other Race	49,169	44,337	4,172	8.5%
Two or More Races	172,612	156,656	13,513	7.8%
Ethnicity				
Hispanic	160,463	146,417	12,045	7.5%

Michigan Commuting Patterns

Where State of Michigan Residents Work

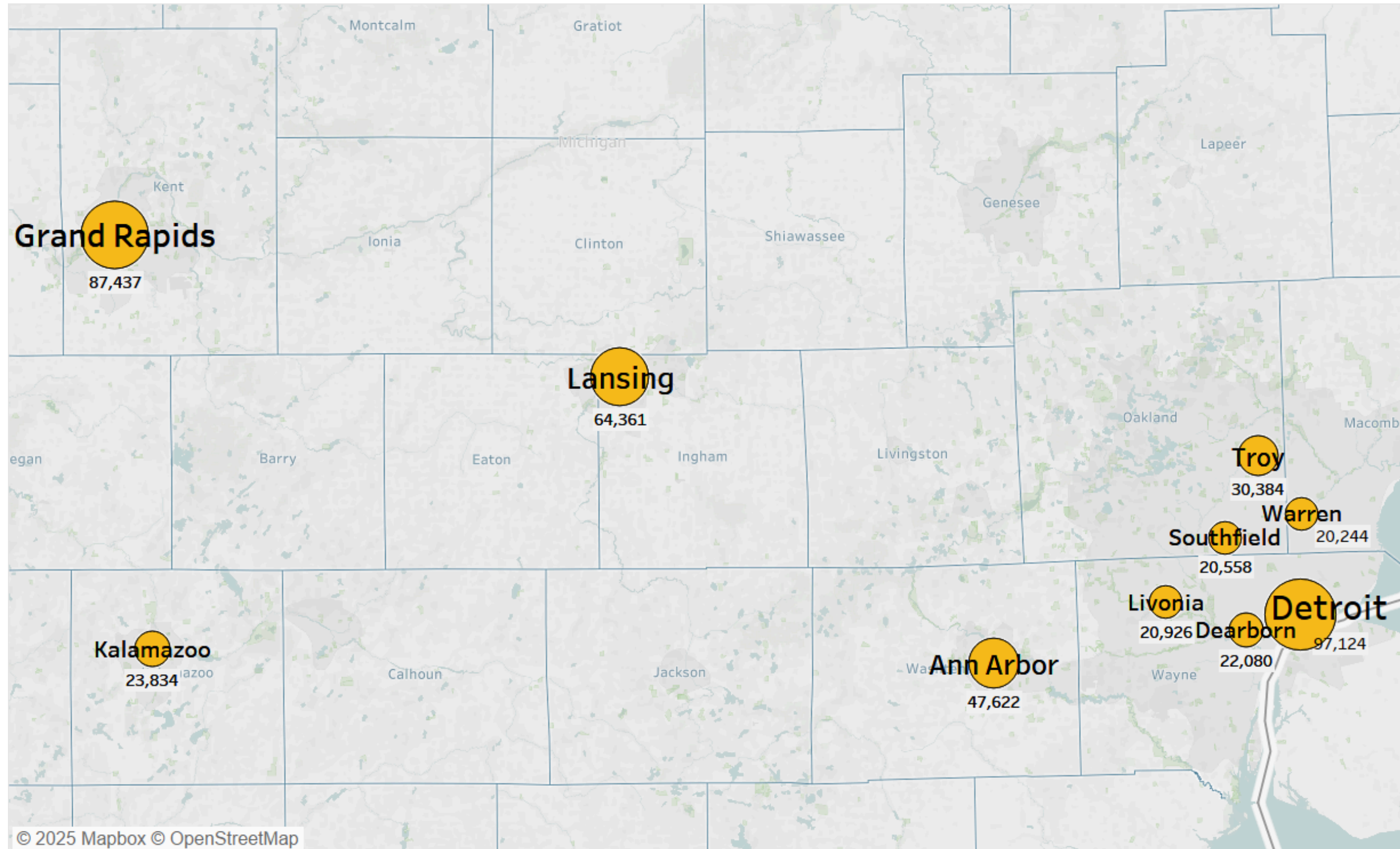


Where State of Michigan Workers Live



Michigan Commuting Patterns

Job Postings by City



Detroit: 97,124 Postings

Grand Rapids: 87,437 Postings

Lansing: 64,361 Postings

Ann Arbor: 47,622 Postings

Troy: 30,384 Postings

Kalamazoo: 23,834 Postings

Dearborn: 22,080 Postings

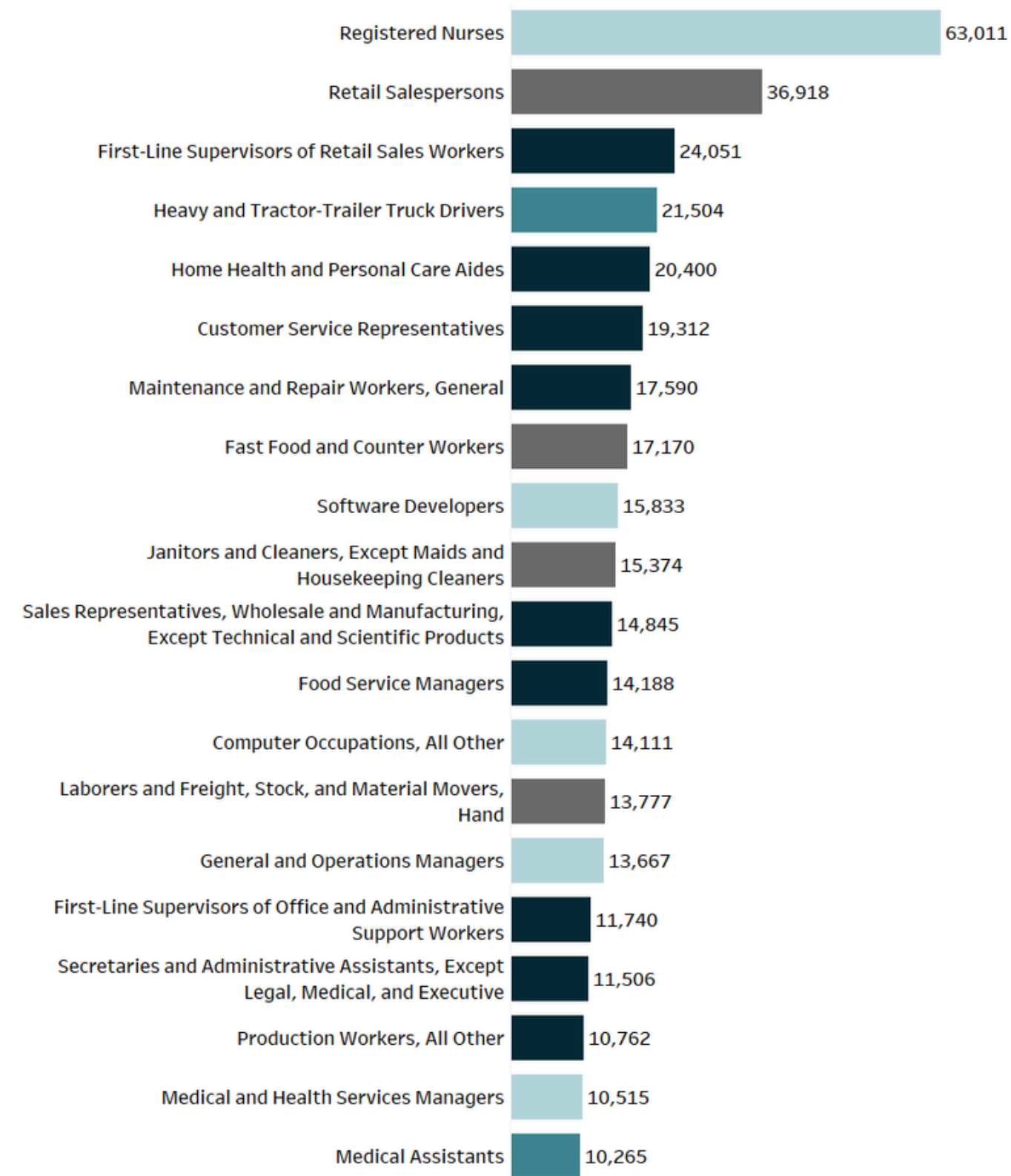
Livonia: 20,926 Postings

Southfield: 20,558 Postings

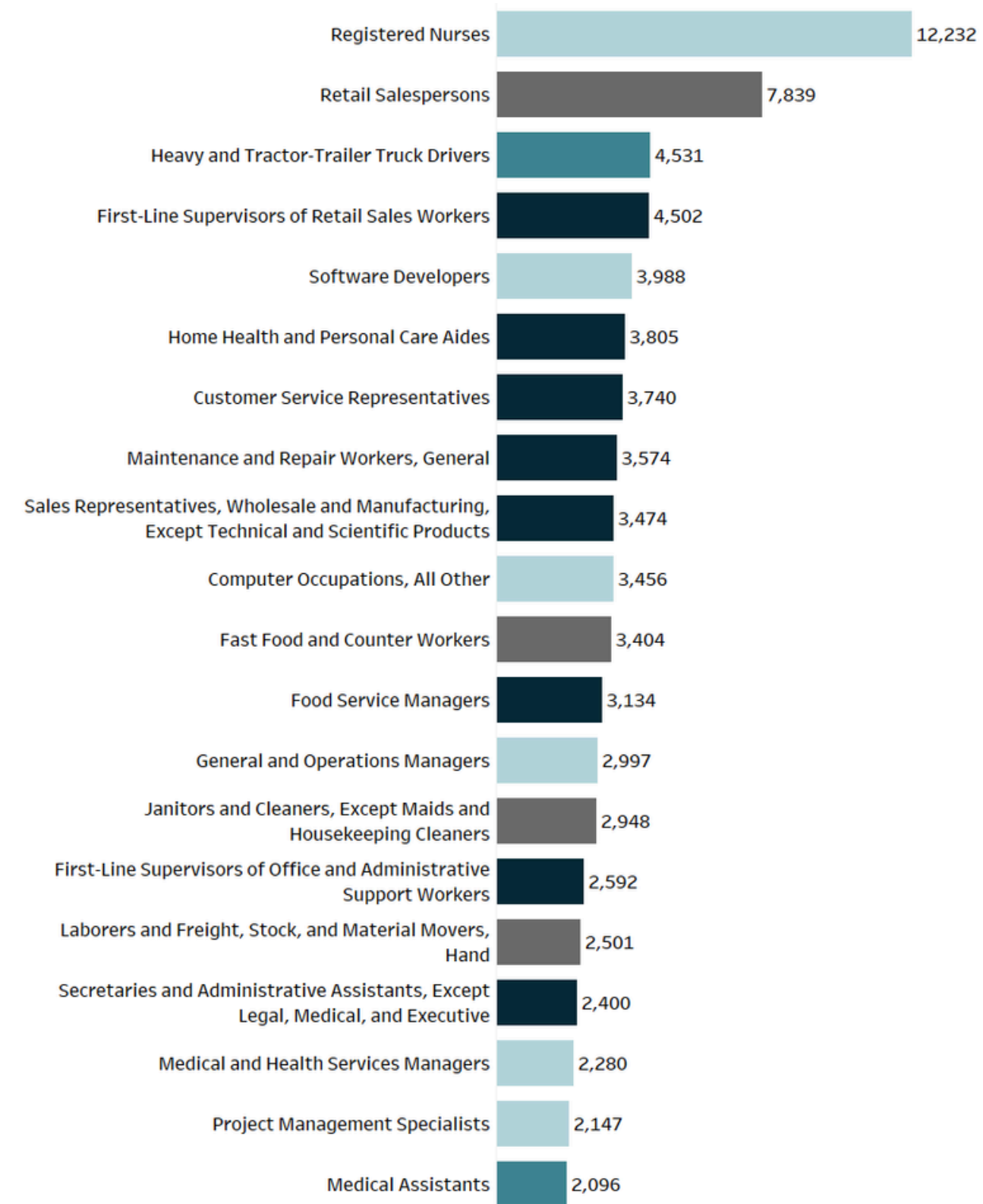
Warren: 20,244 Postings

Top Posted Jobs

State of Michigan



WIN Region



Typical Entry Education

- No formal educational credential
- High school diploma or equivalent
- Postsecondary nondegree award
- Bachelor's degree

Michigan Occupation Groups, 2024

Number of Workers Increased

- Agriculture
- Business and Finance
- Construction
- Customer Service
- Education
- Energy
- Health Care
- Information Technology (went up by 5)
- Transportation, Distribution, and Logistics Workers

Number of Workers Decreased

- Engineers and Designers
- Skilled Trades and Technicians

Presentation Request Form

Invite WIN to present the LMR information to your group.

https://winintelligence.org/about_win/presentation_request_form.php

