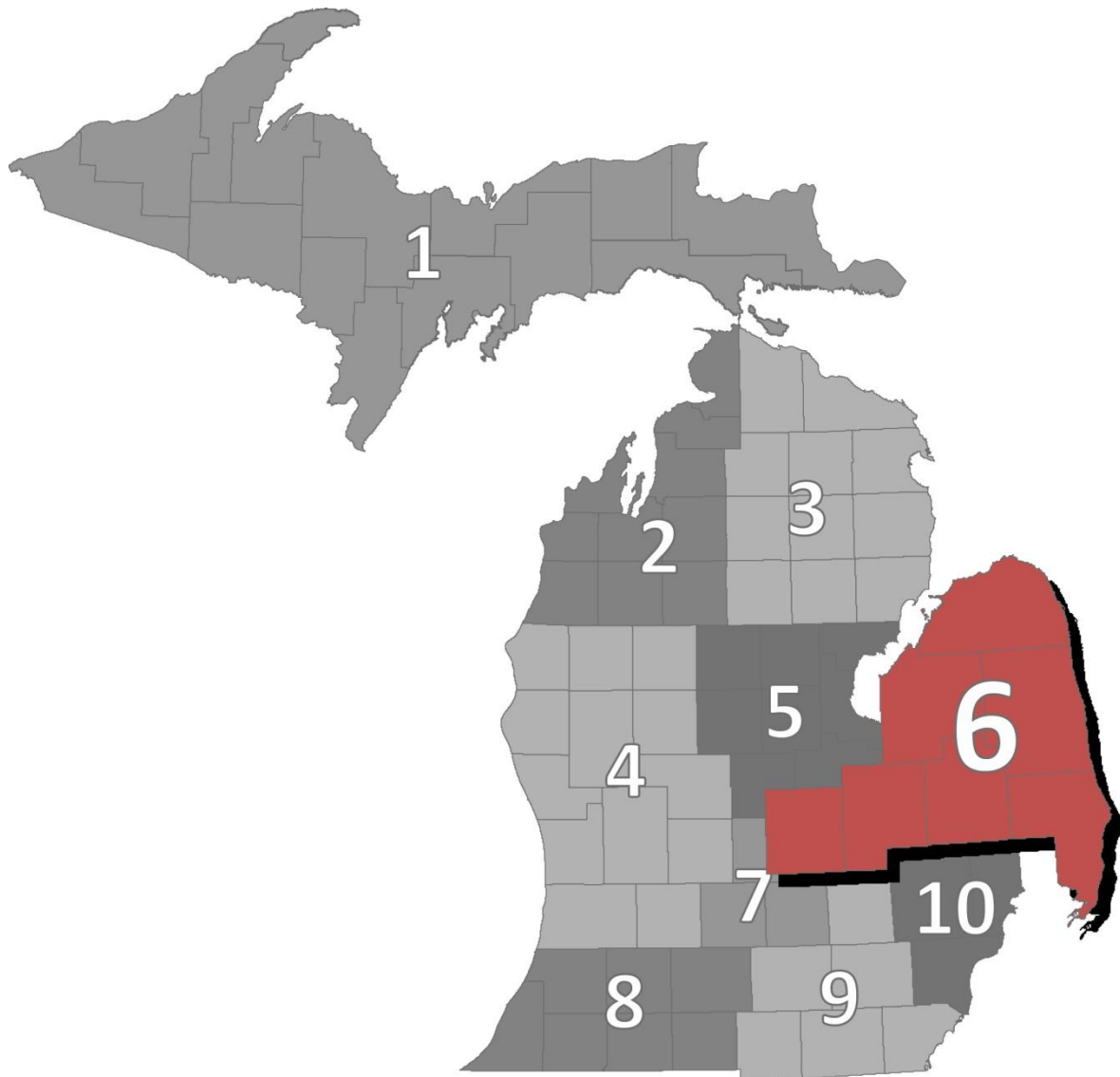


# Regional Prosperity Initiative: Labor Market Information Supplement



Prepared For:

## **East Michigan Prosperity Region (Region 6)**

(Genesee, Huron, Lapeer, Sanilac, Shiawassee, St. Clair, and Tuscola)

Prepared By:

State of Michigan

**Department of Technology, Management, and Budget**

Bureau of Labor Market Information and Strategic Initiatives

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**POPULATION AND DEMOGRAPHICS**

- As of 2012, the East Michigan Prosperity Region (Region 6) had an estimated population of 865,850, representing 8.8 percent of the statewide population.
- Between 2000 and 2012, the Region’s population receded by 33,109 or 3.7 percent. In recent years, net migration has been responsible for most of the population decline. Over the same period, Michigan’s population remained relatively flat, inching lower by 55,500 residents or 0.6 percent.
- The age distribution of the Region 6 population closely mirrors the State. In 2012, nearly 30 percent of residents were at or nearing retirement age (55 or older) while under 24 percent were in the younger worker cohorts, including those 15 to 24 and those 25 to 34.
- In 2012, 12 percent of the Region’s population (25 years and over) had earned less than a high school diploma, right on par with the statewide average. At 17 percent, a smaller share of the Region’s population holds a Bachelor’s degree or higher, compared to the statewide average of 25 percent. At the same time, a slightly larger share of the Region 6 population reported Some College or an Associate’s Degree (35 percent compared to 32 percent).

**Population and Demographics**

**East Michigan Prosperity Region**

**865,850**

Total Population, 2012 Estimate

**8.8%**

Share of State

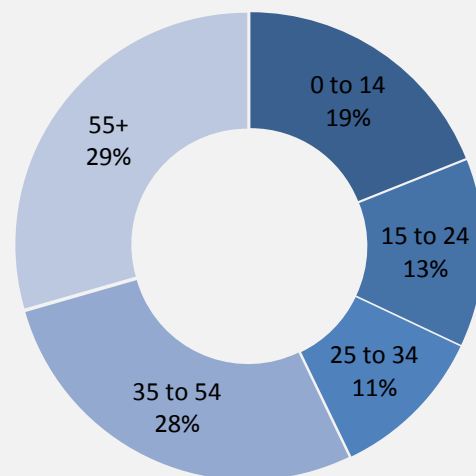
**-33,109**

Total Change in Residents, 2000-2012

**-3.7%**

Percent Change in Residents, 2000-2012

**Population by Age**



**Population by Gender**

**51%**

Female

**49%**

Male

**Educational Attainment of 25+ Population**

Less than High School Diploma

**12%** Share • **70,846** Residents

High School Graduate, GED or Alternative

**37%** Share • **217,708** Residents

Some College or Associate’s Degree

**35%** Share • **206,359** Residents

Bachelor’s Degree or Higher

**17%** Share • **99,686** Residents

Source: U.S. Census Bureau / DTMB, Center for Shared Solutions

**LABOR FORCE AND UNEMPLOYMENT**

- There are 396,140 labor market participants in the East Michigan Prosperity Region. Since 2009, the Region’s labor force has declined by 24,110 or 5.7 percent. Over the same period, labor force levels statewide have declined by 166,430 or 3.4 percent. In both, withdrawal has been due to increased retirements and enrollments as well as more discouragement among out-of-work jobseekers.
- Recently, labor force levels have rebounded somewhat both statewide and regionally. The Region 6 workforce has risen slightly from a recent low of 387,200, reached in September 2012.
- The Region’s labor force is comprised of 354,830 employed and 41,310 unemployed. The jobless rate measures 10.4 percent, up slightly from 2012, due primarily to an increase in the number of unemployed.
- With an unemployment rate of 10.4 percent, the rate in Region 6 is higher than the Michigan average of 9.1 percent.
- Unemployment rates statewide and in Region 6 have fallen significantly since the end of the “Great Recession.” Regionally, joblessness is lower by 5.2 percentage points since 2009, better than the 4.3 percentage point improvement posted in the Michigan unemployment rate.

**Labor Force and Unemployment**

**East Michigan Prosperity Region**

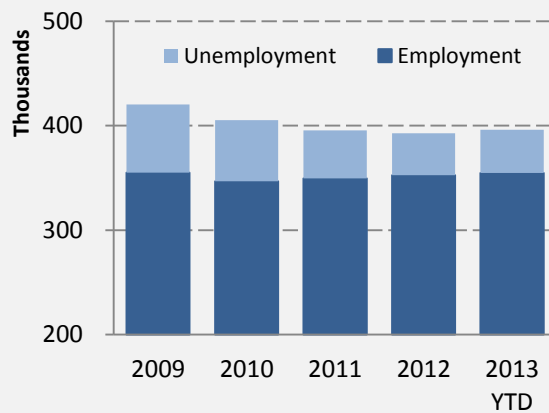
**396,140**

Labor Force Participants, 2013 YTD

**-5.7%**

Change in Labor Force, 2009-2013

**Labor Force, Employment, Unemployment**



**East Michigan Prosperity Region**

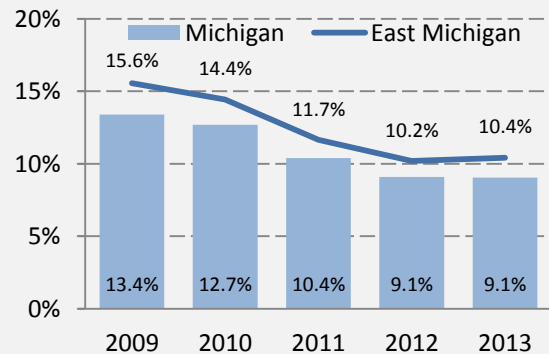
**10.4%**

Unemployment Rate, 2013 YTD

**-5.1**

Change in Unemployment Rate, 2009-2013

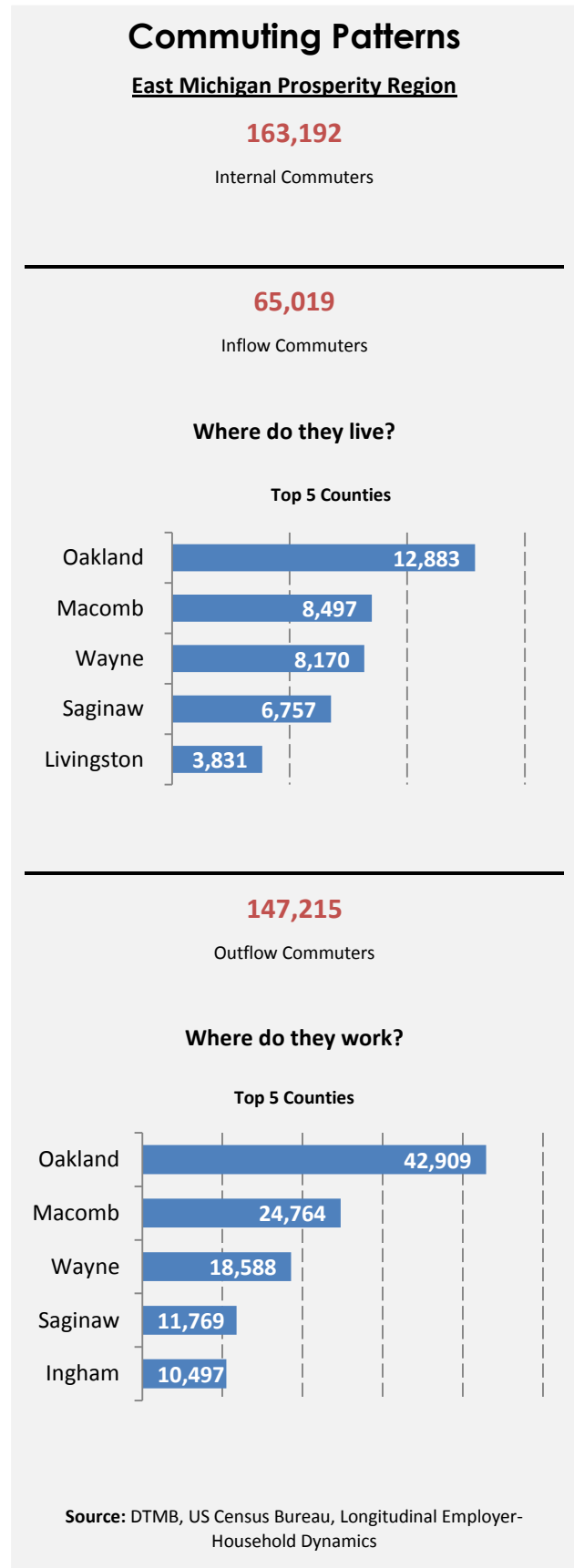
**Unemployment Rate**



Source: DTMB, Local Area Unemployment Statistics (LAUS)

**COMMUTING PATTERNS**

- About 71 percent of people working in the East Michigan Prosperity Region also live in the Region (internal commuters). Regionally, the share of internal commuters is slightly lower than the average of 77 percent for all Prosperity Regions.
- The top three counties providing inflow commuters are all in Region 10, the Metro Detroit Prosperity Region. Those who live in Region 10 account for 45 percent of all inflow commuters.
- Likewise, residents leaving Region 6 to work elsewhere (outflow commuters) primarily work in the three counties comprising Region 10, more than any other region. Outflow commuters leaving Region 6 to work in Oakland, Macomb, and Wayne counties account for nearly 60 percent of all outflow commuters.
- Net commuting in Region 6 is a rather dramatic -82,196, meaning far more people are leaving the Region to work than are coming to the Region for work. Net commuting to and from Region 10 accounts for -56,000 of this total, nearly 70 percent of the net outflow.
- The high number of outflow commuters is due to the presence of three large metropolitan areas (Detroit, Saginaw, and Lansing) just outside of the Region.



**INDUSTRY EMPLOYMENT**

- In 2012, the East Michigan Prosperity Region posted 244,575 payroll jobs, representing 6.2 percent of statewide payrolls.
- Sixty-five percent of the Region’s jobs are concentrated in five industries: *Health care and social assistance, Retail trade, Manufacturing, Educational services, and Accommodation and food services.*
- *Healthcare and social assistance* establishments are a major source of employment in the Region, responsible for 43,750 jobs, or 17.9 percent of the total.
- *Retail trade* and *Accommodation and food services* are also major sources of jobs in the Region. *Retail trade* jobs are most prevalent in *General merchandise stores*, followed by *Food and beverage stores* while *Accommodation and food service* jobs are concentrated in *Food service* establishments.
- *Manufacturing* is large and somewhat diversified within Region 6. The top subsector is *Transportation equipment manufacturing*, which accounts for almost 1 in 3 total jobs within the overall *Manufacturing* sector, followed closely by *Fabricated metal* and *Machinery manufacturing*. All three sectors are directly or closely related to the State’s auto industry and benefit from the Region’s proximity to other large metropolitan areas.

**Industry Employment**

**East Michigan Prosperity Region**

**244,575**

Total, All Industry Payroll Jobs

**\$732**

Total, All Industry Average Weekly Wage

**Top 10 Industries by Employment**

**Health Care and Social Assistance**

43,750 Jobs • 17.9% Share

**Retail Trade**

35,825 Jobs • 14.7% Share

**Manufacturing**

31,900 Jobs • 13.0% Share

**Educational Services**

24,150 Jobs • 9.9% Share

**Accommodation and Food Services**

21,950 Jobs • 9.0% Share

**Administrative and Waste Services**

15,200 Jobs • 6.2% Share

**Public Administration**

10,775 Jobs • 4.4% Share

**Wholesale Trade**

8,725 Jobs • 3.6% Share

**Construction**

7,925 Jobs • 3.2% Share

**Finance and Insurance**

7,700 Jobs • 3.1% Share

Source: DTMB, Quarterly Census of Employment and Wages (Customized Report)

**INDUSTRY JOB TRENDS**

- Between 2009 and 2012, payroll jobs in the East Michigan Prosperity Region have grown by 8,300 or 3.5 percent, just under the 4.0 percent growth in payrolls statewide.
- Fueled by a rebound in the national and State economy, *Manufacturing* tops the list of the Region’s high-growth industries. Since 2009, the *Manufacturing* industry has added almost 8,300 jobs and grown by 35 percent, outpacing the industry’s gains statewide.
- Significant growth was also seen in *Administrative and waste services*. Due primarily to job gains at staffing firms, employment in the industry was up by 3,475 or 28.6 percent.
- The *Health care and social assistance* industry continues to post gains in the Region. Since 2009, employment rose in three subsectors (*Ambulatory health care services, Hospitals, and Social assistance*) and was lower in just one (*Nursing and residential care facilities*).
- Two *Leisure* industries (*Accommodation and food services* and *Art, entertainment, and recreation*) have both reported job losses since 2009. Both industries employ a large number of youth and part-time workers.
- Reflecting continued effects from the economic downturn, the *Finance and insurance* industry has posted job losses over the period.

**Industry Job Trends**

**East Michigan Prosperity Region**

**+8,300**

Change in Payroll Jobs, 2<sup>nd</sup> Qtr. 2009 – 2<sup>nd</sup> Qtr. 2012

**+3.5%**

Percent Change in Payroll Jobs, 2<sup>nd</sup> Qtr. 2009 – 2<sup>nd</sup> Qtr. 2012

**High Growth Industries**

**Manufacturing**

**+8,300 Jobs • +35.3% Percent**

**Administrative and Waste Services**

**+3,475 Jobs • +28.6% Percent**

**Health Care and Social Assistance**

**+900 Jobs • +2.1% Percent**

**Wholesale Trade**

**+800 Jobs • +10.1% Percent**

**Agriculture, Forestry, Fishing and Hunting**

**+350 Jobs • +21.1% Percent**

**Declining Industries**

**Educational Services**

**-3,950 Jobs • -13.6% Percent**

**Public Administration**

**-1,525 Jobs • -12.2% Percent**

**Arts, Entertainment, and Recreation**

**-600 Jobs • -16.7% Percent**

**Finance and Insurance**

**-475 Jobs • -5.7% Percent**

**Accommodation and Food Services**

**-125 Jobs • -0.5% Percent**

**Source:** DTMB, Quarterly Census of Employment and Wages (Customized Report)

## **EMPLOYMENT CONCENTRATION INDUSTRIES**

- A location quotient (LQ) is a ratio that compares the concentration of employment in a defined area to that of a larger area. Here, a LQ greater than 1 suggests a higher concentration of industry employment locally than statewide while a LQ of less than one suggests a weaker concentration of industry employment. A LQ equal to 1 suggests the same concentration of industry employment Regionally and statewide.
- The East Michigan Prosperity Region has a higher location quotient, and therefore a Regional advantage, in industries such as *Telecommunications, Plastics and rubber products manufacturing, Gasoline stations, Health and personal care stores, and Utilities.*
- *Management of companies and enterprises*, a high wage industry, has a lower concentration of employment in Region 6 when compared to the State. The industry has also seen a decline in overall jobs.
- High wage industries that account for a higher proportion of employment in Region 6 include *Telecommunications and Utilities.* Others, like *Computer and electronic product manufacturing and Management of companies and enterprises* have less employment concentration regionally.

## **Location Quotient (LQ)**

### **Higher LQ Industries**

**Telecommunications**  
2.67 Location Quotient \$955 Average Weekly Wage

**Plastics and Rubber Products Manufacturing**  
1.82 Location Quotient \$725 Average Weekly Wage

**Gasoline Stations**  
1.82 Location Quotient \$335 Average Weekly Wage

**Health and Personal Care Stores**  
1.56 Location Quotient \$677 Average Weekly Wage

**Utilities**  
1.43 Location Quotient \$1,993 Average Weekly Wage

### **Lower LQ Industries**

**Management of Companies and Enterprises**  
0.11 Location Quotient \$1,688 Average Weekly Wage

**Computer and Electronic Product Manufacturing**  
0.27 Location Quotient \$1,072 Average Weekly Wage

**Accommodation**  
0.37 Location Quotient \$251 Average Weekly Wage

**Furniture and Related Product Manufacturing**  
0.41 Location Quotient \$729 Average Weekly Wage

**Professional, Scientific, and Technical Services**  
0.47 Location Quotient \$849 Average Weekly Wage

Source: DTMB, Quarterly Census of Employment and Wages

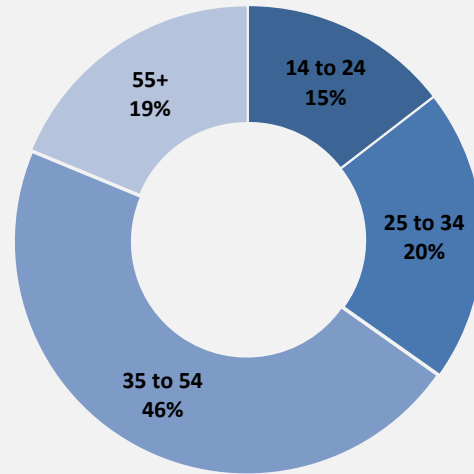


**DEMOGRAPHICS / INDUSTRY EMPLOYMENT**

- In the East Michigan Prosperity Region, 19 percent of jobs are held by workers 55 years of age or older, on par with the 20 percent of jobs statewide. Similarly, workers in the 25 to 34 and the 35 to 54 category were nearly equal in Region 6 and statewide.
- Among the Region’s older industries are *Government, Education and health services,* and *Financial activities*. One in four employees in the *Government* and about one in five employees in *Education and health services* and *Financial activities* are over the age of 55.
- Importantly, *Education and health services* registers the highest number of older employees (ages 55+). While this is due to the fact that the industry is the largest source of jobs in the Region, the industry may nevertheless be susceptible to talent shortages resulting from future retirements.
- Among the Region’s industries with the lowest share of older workers were *Leisure and hospitality, Information,* and *Construction*. In many cases, employment in these industries can represent opportunities for young and part-time workers; in others, like *Construction*, workers are likely to find solid employment opportunities in skilled trades and related occupations.

**Industry Employment by Age**

**Industry Employment by Age**



**Lower Share of Older Workers**

- Leisure and Hospitality  
8% over 55
- Information  
13% over 55
- Construction  
15% over 55
- Professional and Business Services  
18% over 55

**Higher Share of Older Workers**

- Government  
25% over 55
- Other Services  
25% over 55
- Education and Health Services  
22% over 55
- Financial Activities  
21% over 55

Source: DTMB, Local Employment Dynamics

## OCCUPATIONAL EMPLOYMENT AND WAGES

- Occupational employment in the East Michigan Prosperity Region reached 248,560 in 2012. Employment is in a wide mix of job titles ranging from those seen in the large *Office and administrative support* and *Sales and related* categories to those in the smaller, emerging categories like *Architecture and engineering* and *Computer and mathematical*.
- Reflecting the diverse mix of job titles in Region 6, the occupational wage range is quite large, spanning from \$8.43 /hour at the 10th percentile to \$34.46 /hour at the 90th percentile. The median wage in the Region was \$15.06 /hour in 2012.
- The occupational categories with the most employment in Region 6 include *Office and administrative support*, *Sales and related*, and *Food preparation and serving*. In addition, categories like *Management*, *Architecture and engineering*, and *Healthcare practitioner and technical* all report a mix of decent employment and solid wages in Region 6.
- As expected, the highest paying occupations in the Region are also the ones that require the largest investments in education and training. The highest paying job titles are concentrated in *Healthcare practitioner and technical* occupations, *Management* occupations, and *Architecture and engineering* occupations.

## Employment and Wages

### East Michigan Prosperity Region

**248,560**

Occupational Employment

**\$15.06**

Median Occupational Wage

### High Employment / High Wage Categories

#### Management

9,540 Employed • \$18.79 - \$69.56 Wage Range

#### Architecture and Engineering

3,590 Employed • \$17.43 - \$47.12 Wage Range

#### Healthcare Practitioner and Technical

19,600 Employed • \$13.55 - \$57.91 Wage Range

#### Business and Financial Operations

8,050 Employed • \$14.71 - \$44.57 Wage Range

#### Production

23,340 Employed • \$8.83 - \$30.23 Wage Range

### High Employment / High Wage Occupations

#### General and Operations Managers

2,540 Employed • \$38.17 Median Wage

#### Registered Nurses

6,550 Employed • \$31.65 Median Wage

#### Pharmacists

700 Employed • \$53.76 Median Wage

#### Medical and Health Services Managers

840 Employed • \$39.52 Median Wage

#### Industrial Engineers

640 Employed • \$39.19 Median Wage

Source: DTMB, Occupational Employment Statistics  
(Unpublished Data)

## OCCUPATIONAL OUTLOOK

- According to long-term occupational projections, employment around the East Michigan Prosperity Region is expected to grow by 7,300 or 2.9 percent through 2018.
- Annual openings in the Region are estimated at 7,000, with 1,300 coming from growing occupations and 5,700 coming from the need to replace existing workers.
- Detailed occupations expected to see the largest growth rates in the Region are *Network systems and data communication analysts, Home health aides, physical therapists, and Dental assistants*.
- Despite modest (or even negative) growth, some occupations will still provide many opportunities due to the need to replace existing workers. Typically large occupations, examples include *Cashiers, Retail salespersons, Waiters and waitresses, and Office clerks*.
- Many of the Region's high-growth occupations also boast a relatively high wage. Typically, these occupations require significant investment in education or training. Among them are *Registered nurses, Physical therapists, Pharmacists, Accountants and auditors, and Management analysts*. All five occupations pay a median wage higher than the Region's overall median occupational wage of \$15.06.

## Occupational Outlook

### East Michigan Prosperity Region\*

**+7,300**

Projected Employment Growth, 2008-2018

**+2.9%**

Projected Change in Employment, 2008-2018

### High-Growth / High-Demand Occupations

#### Home Health Aides

34.7% Growth • 104 Annual Openings

#### Registered Nurses

20.3% Growth • 168 Annual Openings

#### Medical Assistants

23.0% Growth • 44 Annual Openings

#### Dental Assistants

25.5% Growth • 32 Annual Openings

#### Network Systems & Data Com. Analysts

37.5% Growth • 24 Annual Openings

### High-Growth / High-Wage Occupations

#### Registered Nurses

20.3% Growth • \$24.41 – \$36.34 Wage Range

#### Physical Therapists

21.3% Growth • \$26.49 – \$45.60 Wage Range

#### Pharmacists

13.6% Growth • \$40.44 – \$68.48 Wage Range

#### Accountants and Auditors

13.8% Growth • \$17.81 – \$45.23 Wage Range

#### Management Analysts

15.3% Growth • \$12.12 - \$72.82 Wage Range

Source: DTMB, Occupational Projections

\*Note: Includes the Thumb Area and Flint Economic Forecast Regions (EFR)

**REAL-TIME DEMAND OCCUPATIONS**

- There were 6,850 online advertised job vacancies in the East Michigan Prosperity Region during the 3<sup>rd</sup> Quarter of 2013.
- Over half of all Regional vacancies were concentrated in five broad occupational categories: *Sales and related, Healthcare practitioners and technical, Office and administrative support, Transport and material moving, and Food preparation and serving.*
- The top 5 in-demand detailed job titles were responsible for 20 percent of total postings in the Region. The top 5 in-demand occupations in the Region matches closely with the top 5 statewide. Hotly demanded careers in Region 6 include *Truck drivers* and *Registered nurses* as well as several job titles in the *Sales and Service* categories.
- Just over 10 percent of the job ads for East Michigan were greater than 120 days old, signaling that employers may be having difficulty filling the vacancies. Statewide, 11.9 percent of advertised vacancies are active for 120 days or longer.
- As expected, a significant number of the Region’s vacancies were found in its cities. Flint alone generated nearly half of the Region’s total vacancies. Other cities with a significant number of postings include Port Huron, Grand Blanc, Lapeer, and Fenton.

**Online Advertised Vacancies**

**East Michigan Prosperity Region**

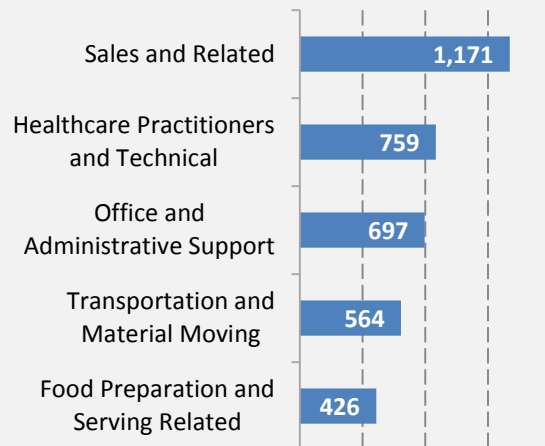
**6,850**

Total Online Advertised Vacancies, 3<sup>rd</sup> Quarter 2013

**+0.5%**

Change in Online Advertised Vacancies, 3<sup>rd</sup> Quarter 2012 - 3<sup>rd</sup> Quarter 2013

**Top Advertised Categories**



**Top Advertised Job Titles**

**Heavy and Tractor-Trailer Truck Drivers**

352 Postings • +8.0% Change

**Retail Salespersons**

310 Postings • +34.2% Change

**Registered Nurses**

299 Postings • -2.0% Change

**Supervisors of Retail Sales Workers**

175 Postings • +10.1% Change

**Supervisors of Food Prep. / Serving Workers**

170 Postings • +30.8% Change

**Customer Service Representatives**

150 Postings • +9.5% Change

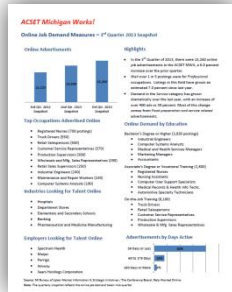
**Cashiers**

113 Postings • +117.3% Change

Source: The Conference Board, Help Wanted Online

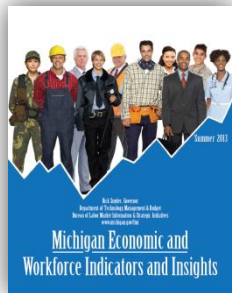
## **ADDITIONAL RESOURCES**

The Bureau of Labor Market Information and Strategic Initiatives is committed to producing timely, accurate, and reliable labor market information and insights as well as other economic intelligence. Below are a few of our key regional products. These and other resources are available on our website at: [www.michigan.gov/lmi](http://www.michigan.gov/lmi).



### **Regional Online Job Demand Profiles**

Using The Conference Board Help Wanted OnLine (HWOL) Data Series, these profiles are intended to supplement existing labor market information by providing local planners with information on real-time job demand. Produced quarterly, these reports are available for each of the state’s 25 Michigan Works! Agencies (MWAs).



### **Michigan Economic and Workforce Indicators and Insights**

This biannual report tracks Michigan labor market and economic trends on a series of indicators related to the workforce, knowledge-based jobs, innovation, education, and the economy. Written for an executive audience, this report provides a concise analysis of recent trends in these indicators as well as national and regional comparisons.

## **Coming Soon: Online Advertised Job Demand for Michigan's Prosperity Regions**

### **Regional Prosperity Initiative: Online Job Demand Analysis**

In support of the Regional Prosperity Initiative, these profiles provide a quick reference for those interested in identifying the characteristics of current job vacancies in the regional labor market. Using The Conference Board’s Help Wanted Online (HWOL) Data Series, these profiles will be produced monthly for Michigan’s 10 Prosperity Regions and released alongside the Michigan Online Job Demand Analysis.

