



2022 ANNUAL PLANNING INFORMATION AND WORKFORCE ANALYSIS REPORTS:

NORTHWEST MICHIGAN

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A photograph of a person's hand holding a cardboard box, overlaid with a teal color filter. The text is positioned on the left side of the image.

POPULATION TRENDS

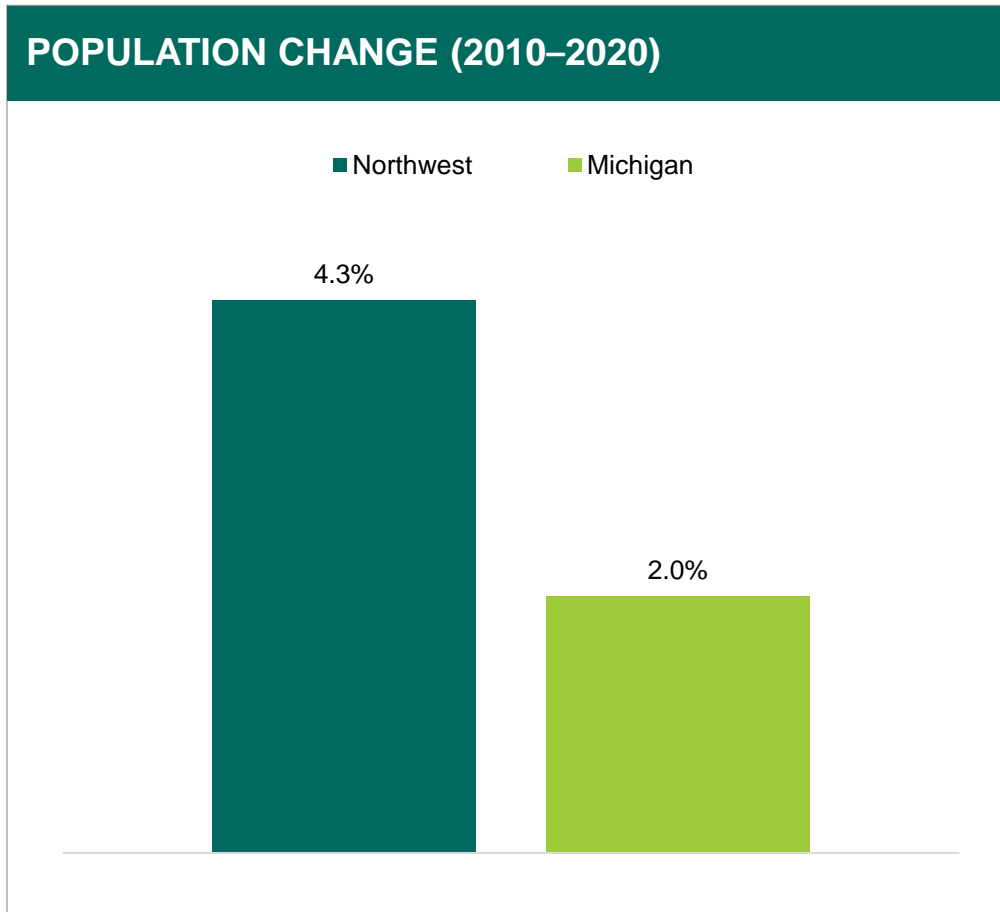
AND CHARACTERISTICS

TABLES 1–4

Regional population has grown by 4.3 percent between 2010 and 2020.

In 2020, according to the U.S. Census Bureau, the total population in the Northwest Michigan Prosperity Region was 310,800. This was an overall increase of 4.3 percent, or 12,900, since 2010 when the population was 297,900. Grand Traverse County saw the largest increase in population of any county in the region, growing by 8,300 (9.5 percent). [\(Table 1\)](#)

From 2010 to 2020, Michigan's population grew by just under 194,000 (2.0 percent). Over the decade, the population nationwide expanded by 7.4 percent (or about 22.7 million). [\(Table 1\)](#)

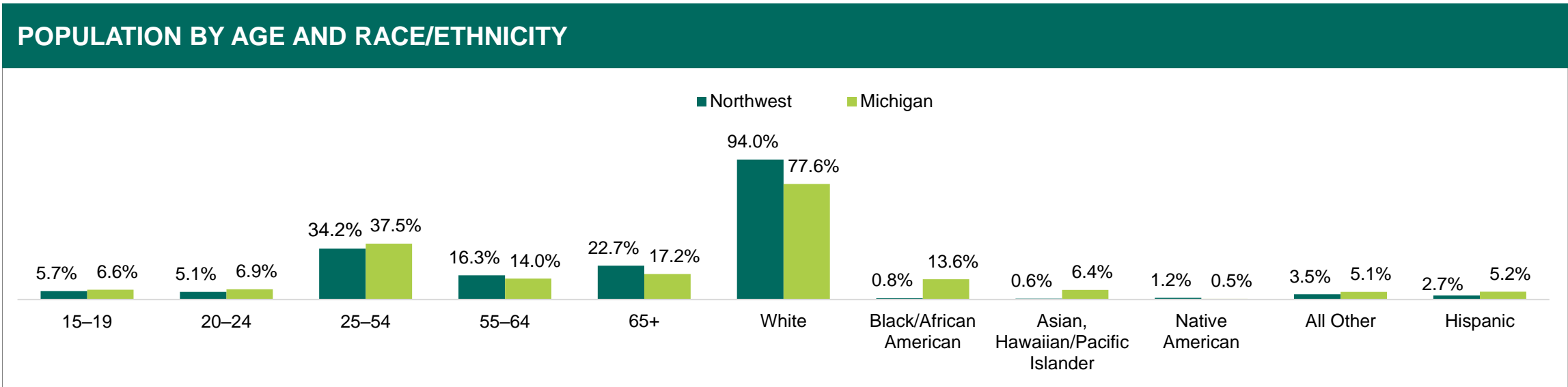


Source: Decennial Census, Annual Population Estimates, U.S. Census Bureau

Northwest Michigan is older and less diverse than the statewide population.

Most of the regional population is white (94.0 percent), significantly greater than the statewide average (77.6 percent). (Table 2)

The region is also home to a larger share of older residents compared to that of the state. Of the total regional population, 39.0 percent were age 55 or older. This is compared to 31.2 percent for the entire state.

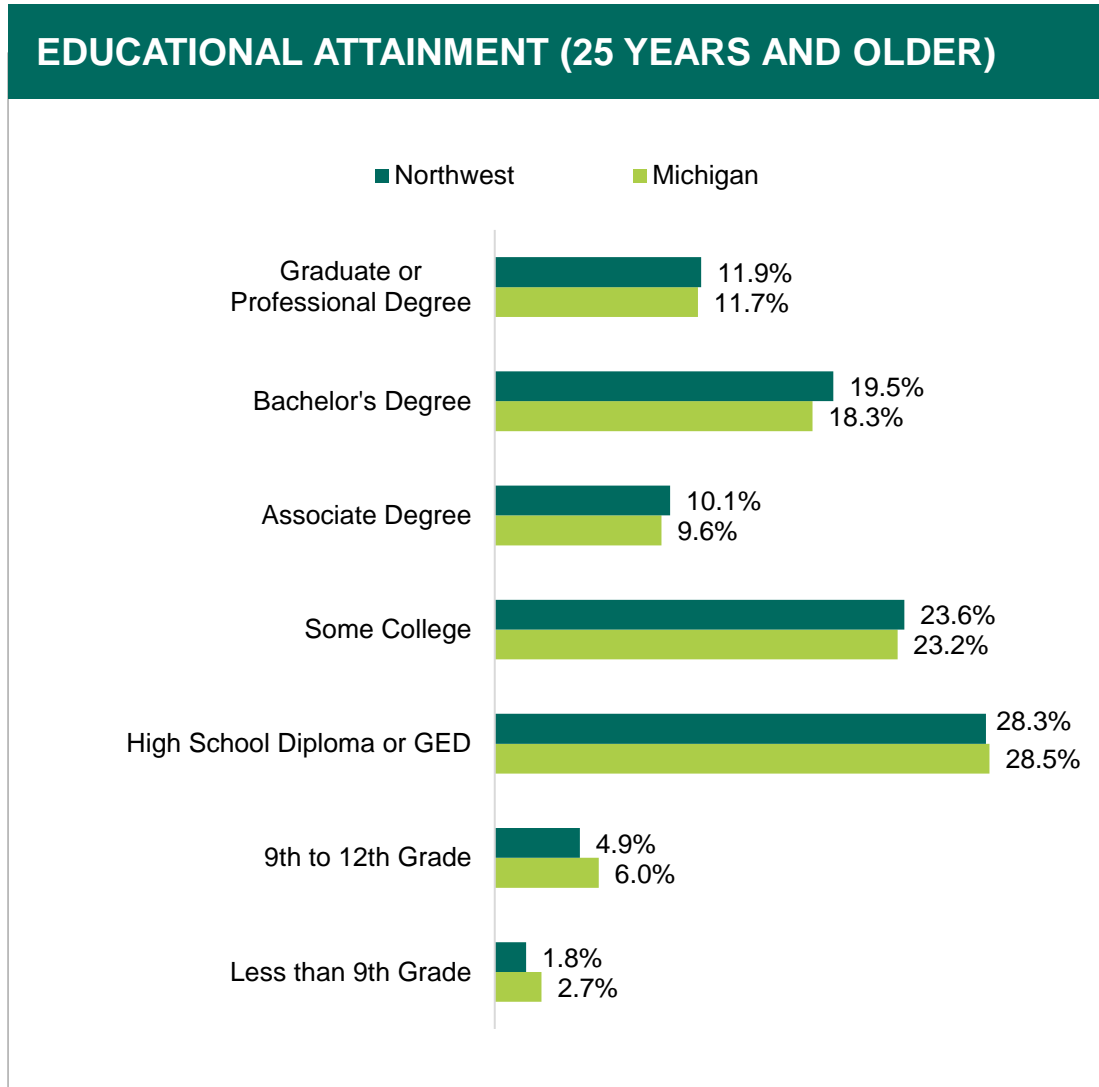


Source: 2016–2020 American Community Survey Five–Year Estimates, U.S. Census Bureau

Northwest Michigan residents have a similar level of educational attainment to the state.

Educational attainment is based on the number of residents 25 years and older for each level of education. The region slightly outperformed the state in terms of the share with an associate degree, a bachelor's degree, or a graduate or professional degree. **(Table 3)**

Northwest Michigan had a smaller share of its population with less than a high school diploma than the Michigan average.



Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

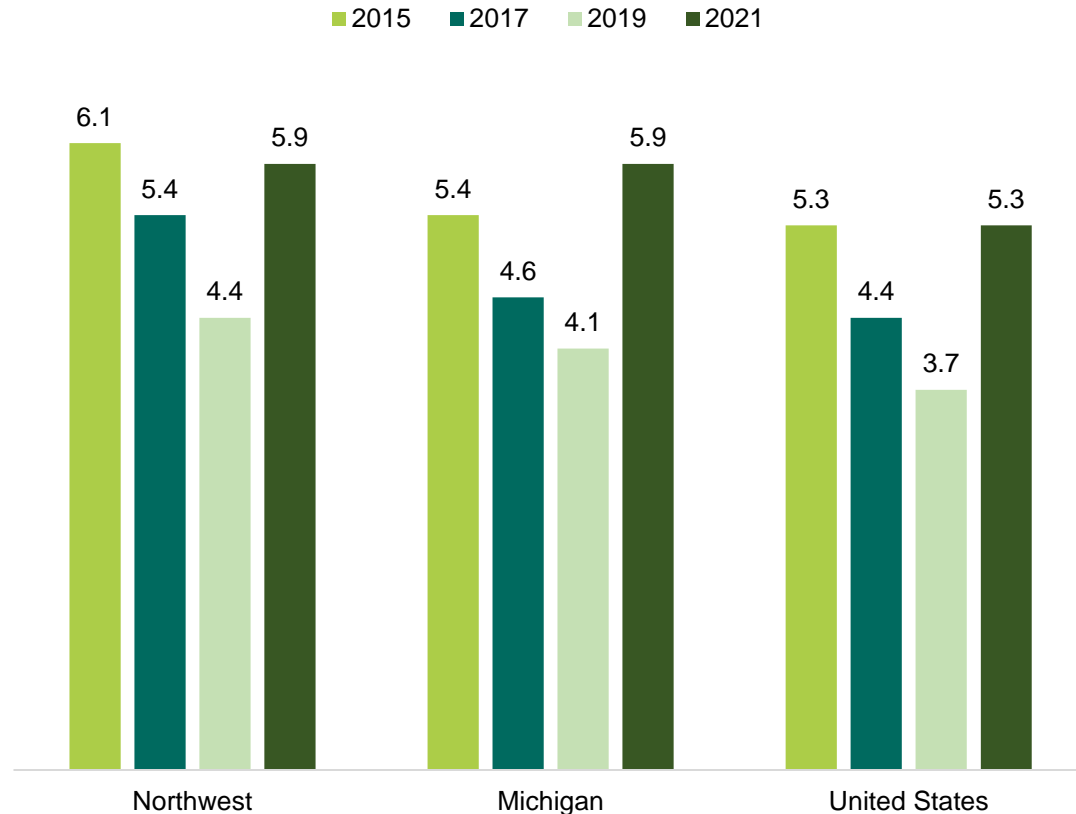
A close-up photograph of a person's hand wearing a heavy-duty yellow and grey safety glove. The hand is holding a black and red power drill, which is positioned vertically and appears to be drilling into a light-colored wooden surface. The background is blurred, showing more of the work area and the worker's clothing. The entire image has a teal-colored overlay.

LABOR FORCE AND EMPLOYMENT

TRENDS AND CHARACTERISTICS

TABLES 4–7, 12

UNEMPLOYMENT RATES



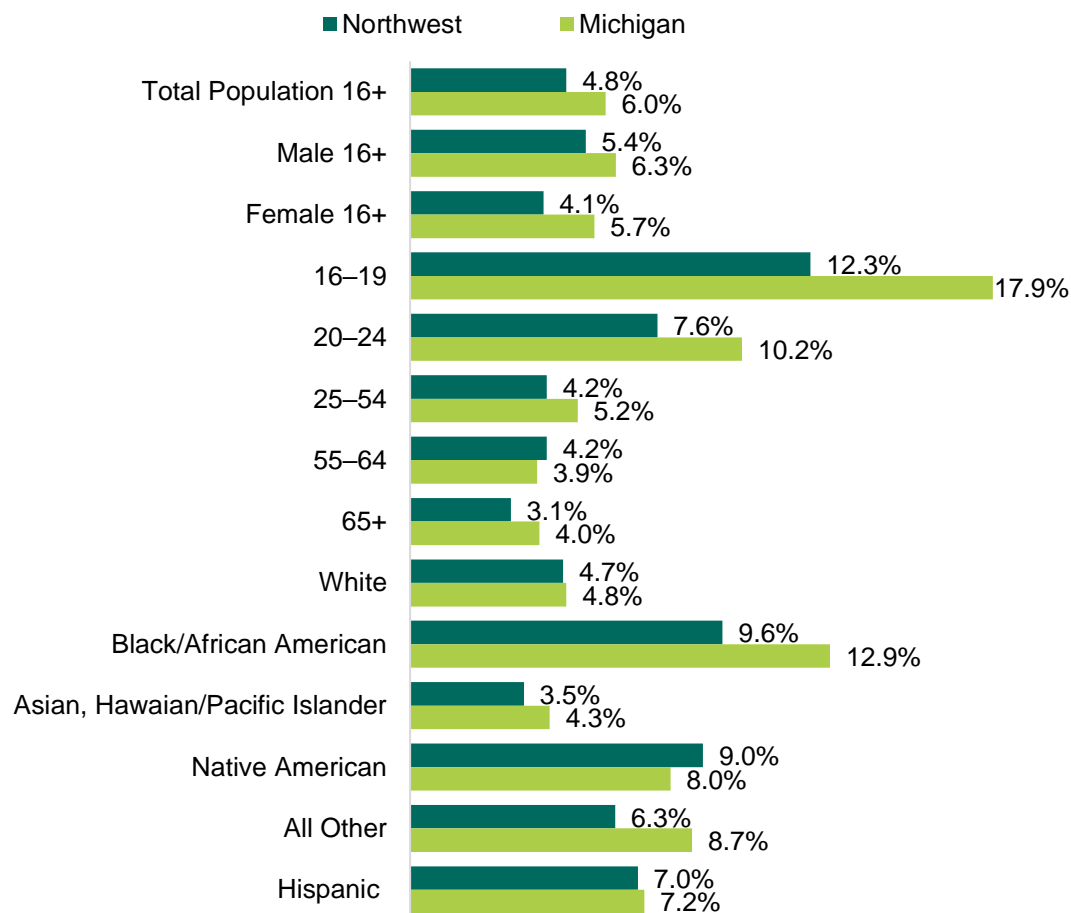
The jobless rate in Northwest Michigan has followed statewide and national trends.

The unemployment rate in the Northwest Prosperity Region has closely followed statewide and national trends. With the COVID-19 pandemic, the regional jobless rate in 2021 nearly returned to the 2015 rate. **(Table 6)**

From 2015 to 2019, there was a drop in unemployment by nearly 2,600 individuals in the region. In the two-year period from 2019 to 2021, unemployment increased by just under 1,900. **(Table 12)**

Source: Local Area Unemployment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management & Budget

UNEMPLOYMENT RATES BY GENDER, AGE, AND RACE/ETHNICITY



Regional jobless rates were lower for many demographic groups than the statewide rate.

The overall jobless rate of the population 16 years and older in Northwest Michigan was 1.2 percentage points lower than the state rate for the 2016–2020 period. **(Table 7)**

During the same time period, there were more males (78,200) than females (70,900) in the region's labor force. Females faced a lower unemployment rate than males, however, both were lower than the state jobless rates. **(Table 7)**

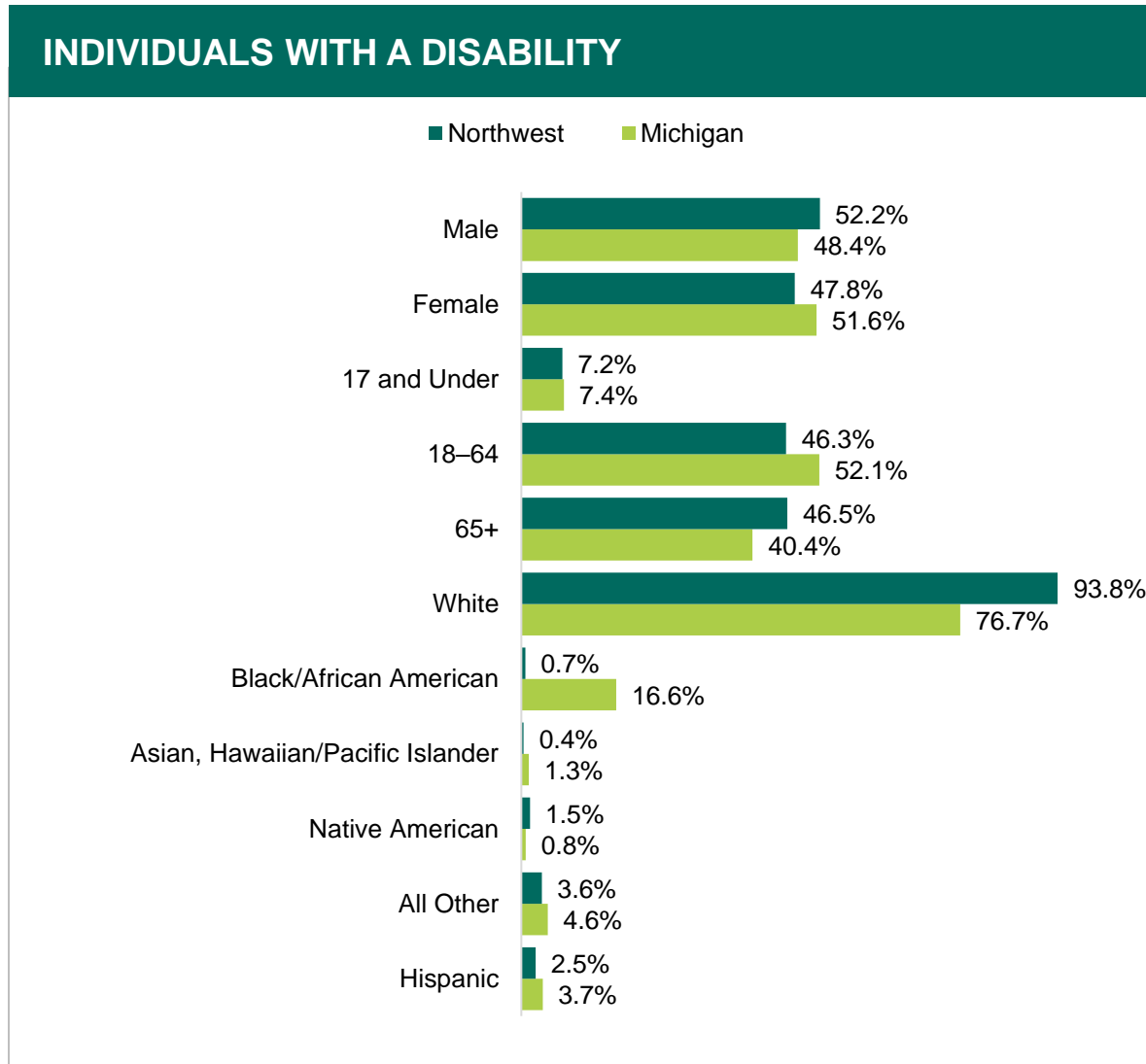


INDIVIDUALS WITH

BARRIERS TO EMPLOYMENT

TABLES 28–36

The share of white people with a disability was much higher regionally than the state.



Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

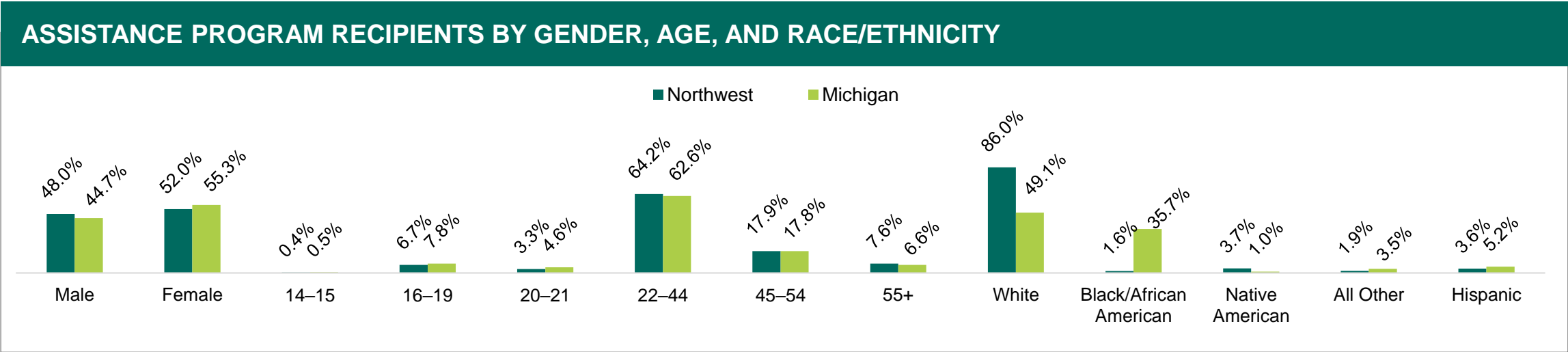
Disability is one of several factors that can lead to poverty and other forms of economic distress. Disability increases with age. According to the U.S. Census Bureau, about 44,000 people in Northwest Michigan reported a disability during the 2016–2020 period. **(Table 28)**

In contrast to the state, those with a disability in the region were more likely to be male (52.2 percent). Like the population spread, nearly 94 percent of people with a disability were white. **(Table 28)**

Those who are working age and white had the highest share of assistance program recipients.

As of December 2021, the Michigan Department of Health and Human Services reported just over 7,300 assistance program recipients in Northwest Michigan. (Table 30)

Most of these program recipients were white and of working age (22–54). Females also made up 52 percent of recipients, but their share was 2.3 percentage points lower than the Michigan average. (Table 30)

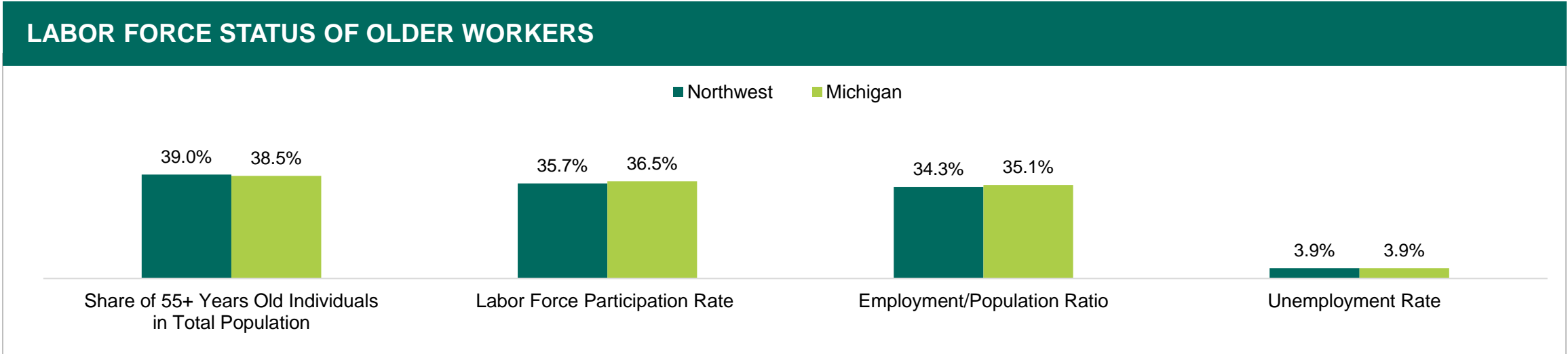


Source: Michigan Department of Health and Human Services

Older workers in Northwest Michigan had a similar jobless rate to that of the state.

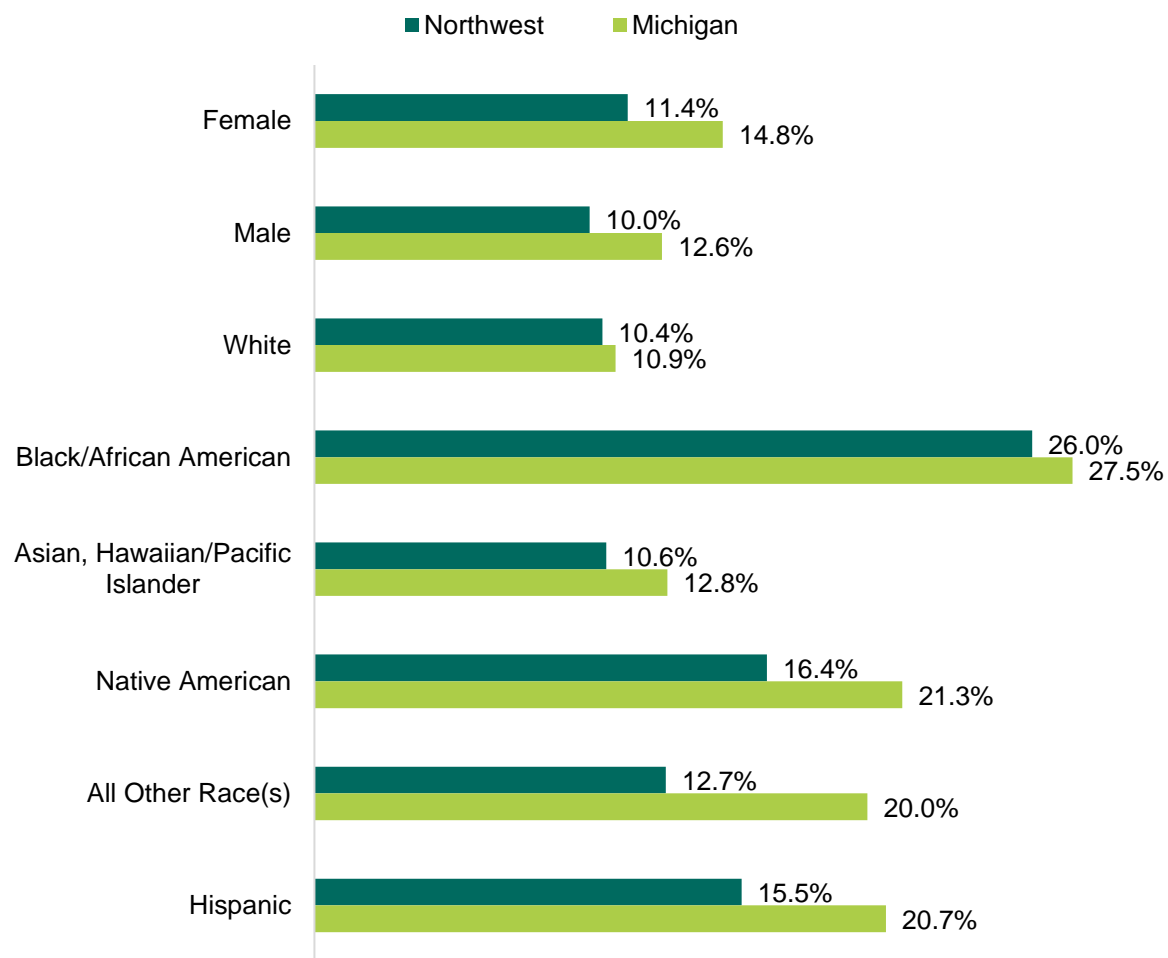
Over the 2016–2020 period, 39.0 percent of the population 16 years and older in Northwest Michigan was considered part of the older workers group (age 55 years or more). (Table 35)

Participation rates among older workers were slightly lower in the region (35.7 percent) than at the statewide level (36.5 percent). (Table 35)



Source: 2016–2020 American Community Survey Five–Year Estimates, U.S. Census Bureau

POVERTY BY GENDER AND RACE/ETHNICITY



Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

The poverty rate in Northwest Michigan is 10.7 percent.

According to 2016–2020 five-year estimates from the U.S. Census Bureau, 10.7 percent (or 32,000) of Northwest Michigan's population lives below the poverty line. Statewide, 13.7 percent of the population lives below the poverty line. **(Table 36)**

Black/African American individuals have the highest poverty rate in the region at 26.0 percent. For every demographic category, the poverty rate is lower in the region than that of the state. **(Table 36)**



IN-DEMAND INDUSTRY SECTORS

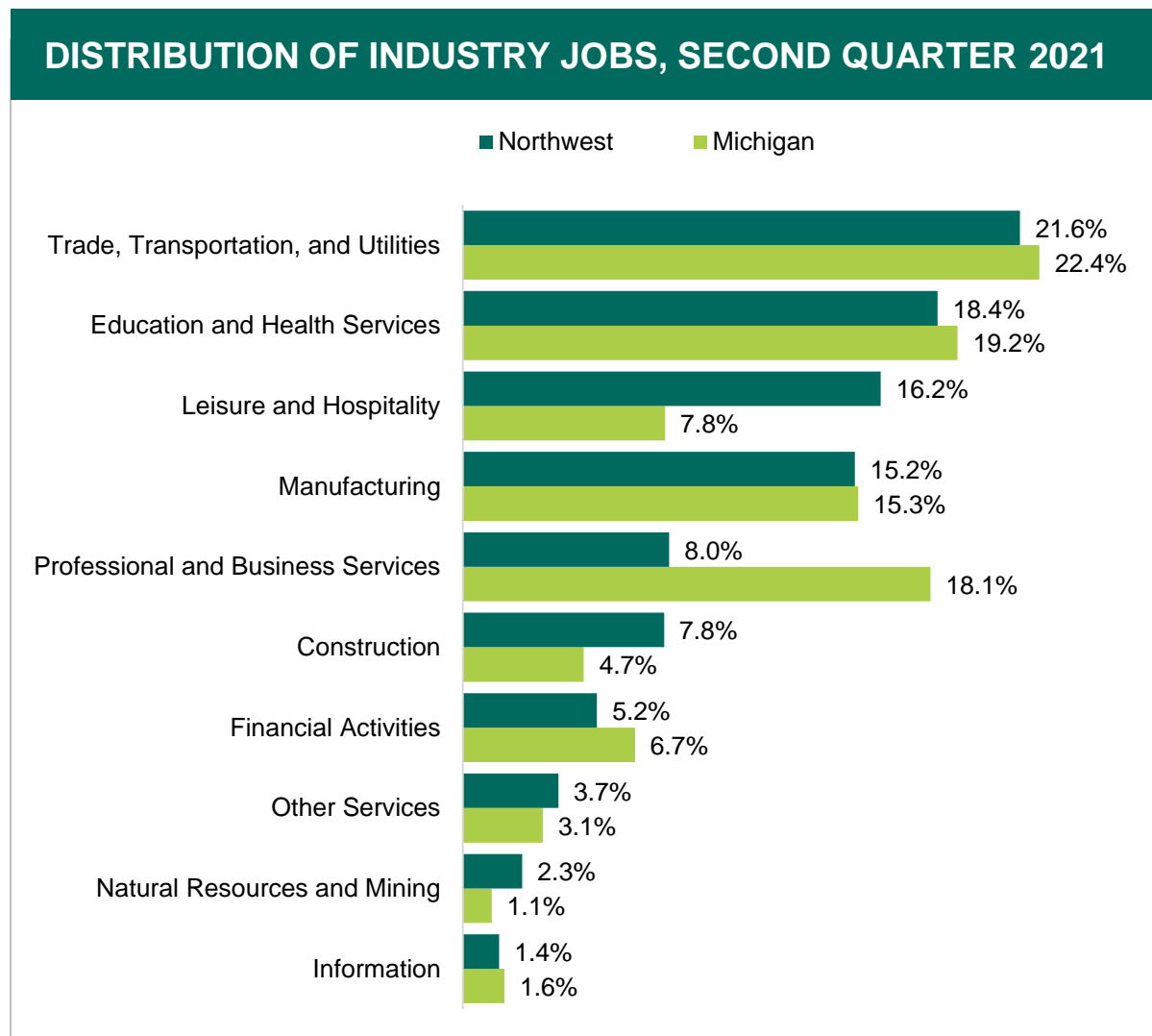
AND OCCUPATIONS

TABLES 8–11, 17–26

40.0 percent of regional employment was concentrated in the top two industries.

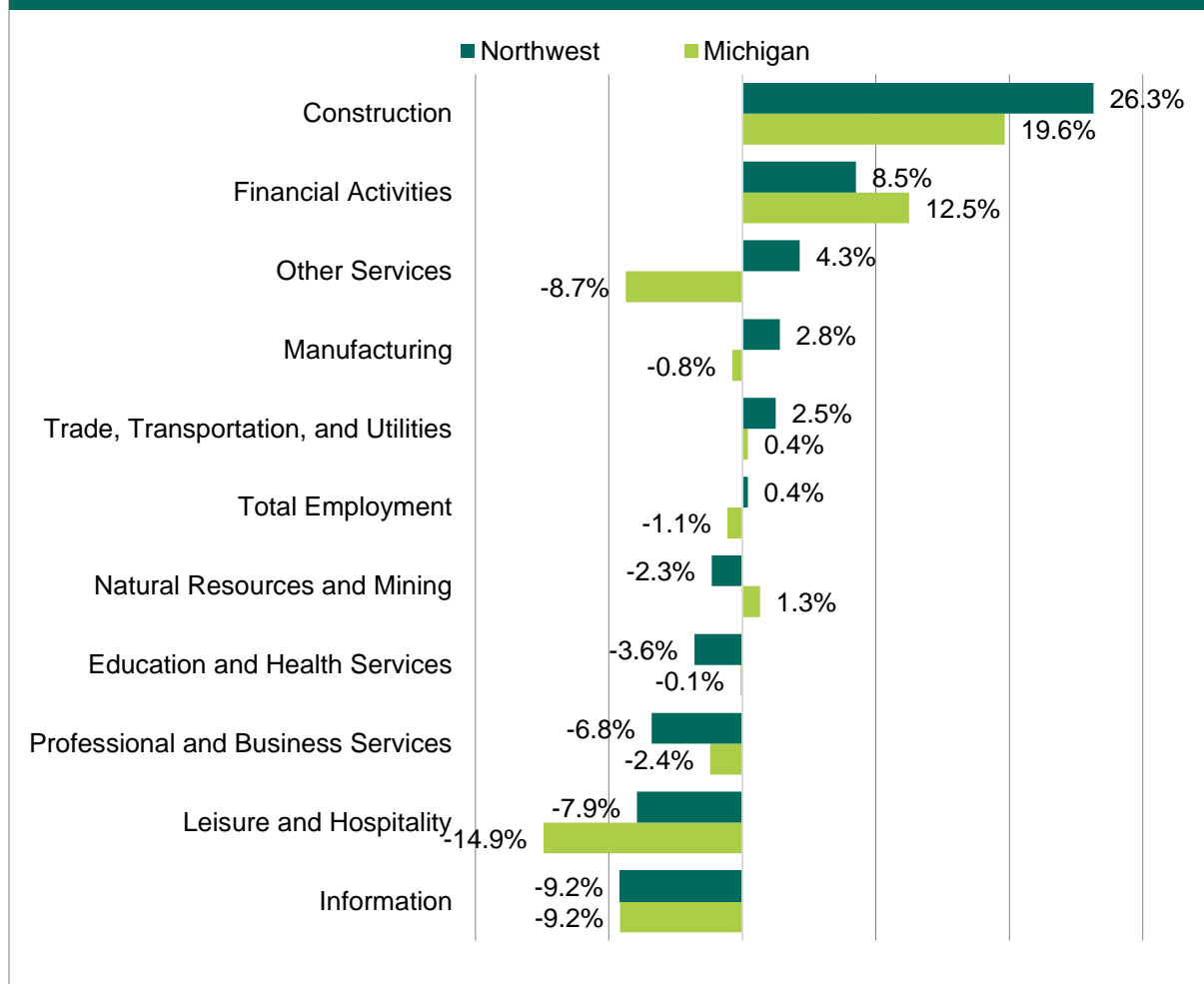
In the second quarter of 2021, *Trade, transportation, and utilities* was the region's largest private industry, employing roughly one in five workers. This was similar to the statewide share.

Leisure and hospitality employed just over 16 percent of workers in Northwest Michigan in the second quarter of 2021, reflecting the heavy influence of tourism in the region. This was just over 8 percentage points greater than Michigan. **(Table 8)**



Source: Quarterly Census of Employment and Wages, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management & Budget

PRIVATE SECTOR JOB TRENDS, SECOND QUARTER 2015–2021



Total employment increased slightly during the 2015–2021 period.

Private sector jobs in Northwest Michigan have grown by 0.4 percent. This contrasts with the negative growth (-1.1 percent) that the state has seen over the period. **(Table 8)**

Construction recorded the largest job expansion, followed by *Financial activities*, and *Other services*. Employment in *Construction* and *Other services* outpaced the industry growth statewide. *Information* and *Leisure and hospitality* each saw significant declines in employment over the period in the region. **(Table 8)**

Source: Quarterly Census of Employment and Wages, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management & Budget

ONLINE ADVERTISED JOB POSTINGS, NORTHWEST

JOB TITLE	NUMBER
Retail Salespersons	1,052
Registered Nurses	746
First-Line Supervisors of Retail Sales Workers	725
Customer Service Representatives	536
Cooks, Restaurant	411
Merchandise Displayers and Window Trimmers	377
Fast Food and Counter Workers	361
Sales Reps., Except Tech. and Scientific Products	345
Heavy and Tractor-Trailer Truck Drivers	344
Stockers and Order Fillers	329

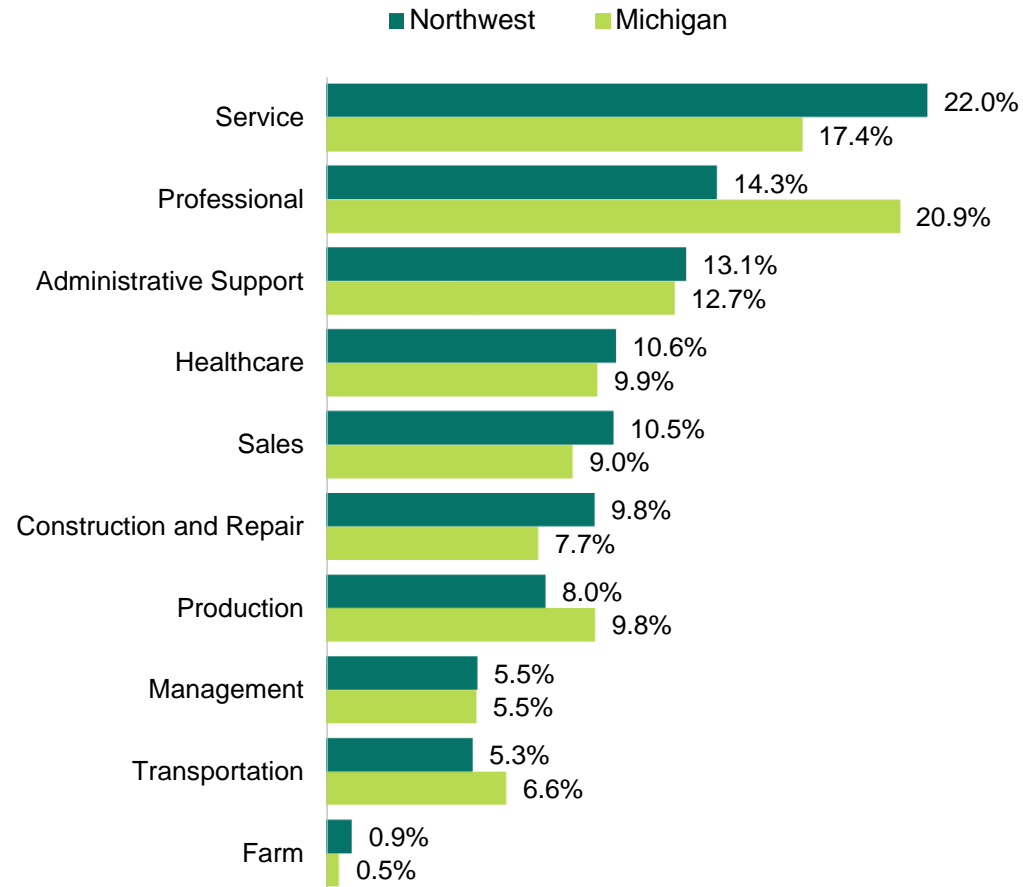
Source: The Conference Board, Help Wanted Online, Burning Glass Technologies

Online job postings totaled just over 17,800 in 2021.

In 2021, there were just over 17,800 online advertised job postings in Northwest Michigan, according to the Conference Board's Help Wanted Online Database. **(Table 18)**

Nearly half of all online job postings during this time were within four major occupational categories: *Sales and related* (15.9 percent), *Healthcare practitioners and technical* (11.2 percent), *Office and administrative support* (11.0 percent), and *Food preparation and serving related* (10.7 percent). **(Table 17)**

PROJECTED 2028 DISTRIBUTION OF JOBS BY BROAD OCCUPATIONAL GROUPS



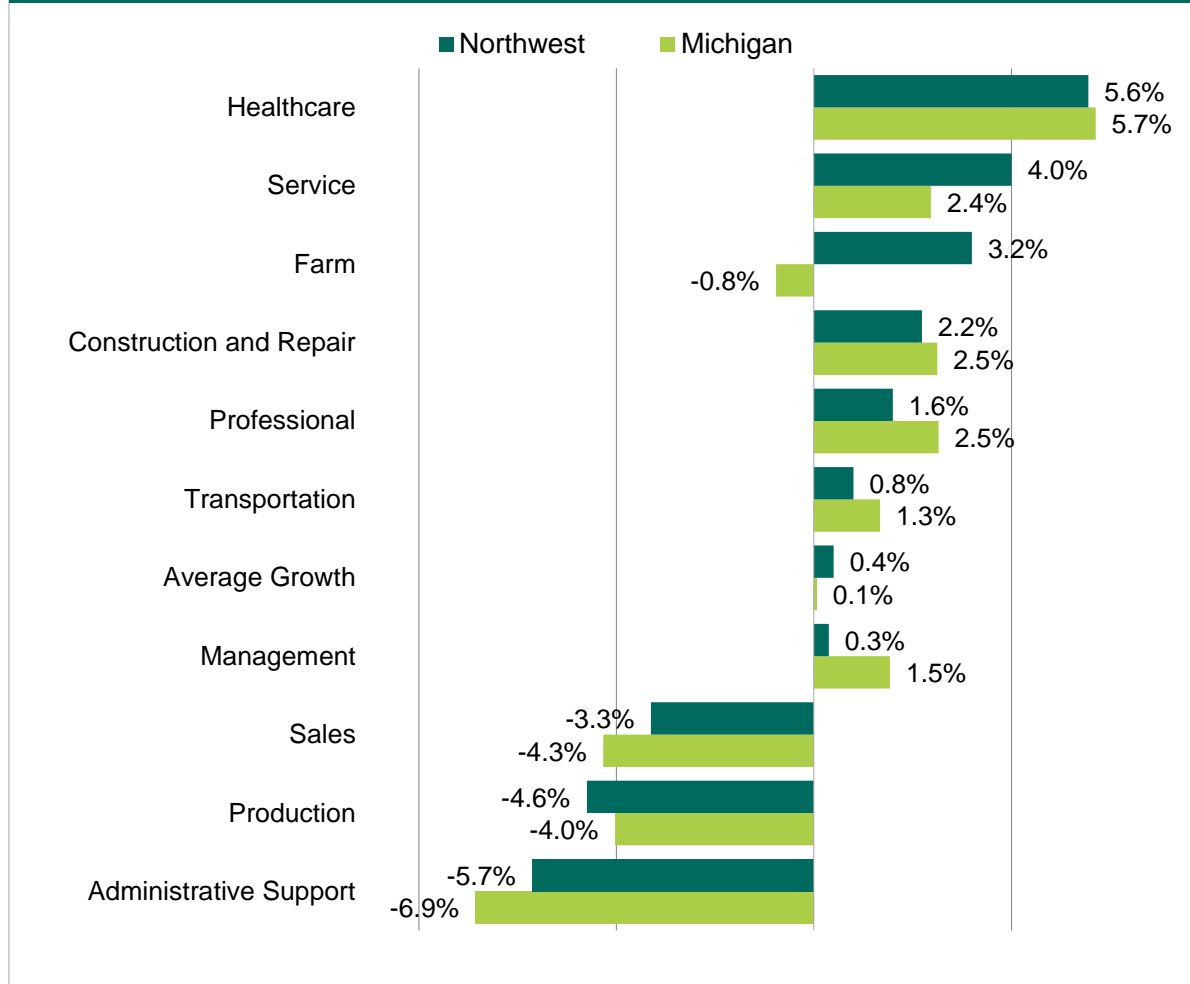
Nearly half of Northwest Michigan jobs are projected to be in three job groups by 2028.

Overall, employment in Northwest Michigan is expected to increase marginally, adding 550 (0.4 percent) jobs between 2018 and 2028. **(Table 19)**

Service is the largest occupational group in terms of projected total jobs by 2028 and is expected to outpace statewide growth in the group by 5.6 percentage points.

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

PROJECTED PERCENT GROWTH BY BROAD OCCUPATIONAL GROUPS (2018–2028)

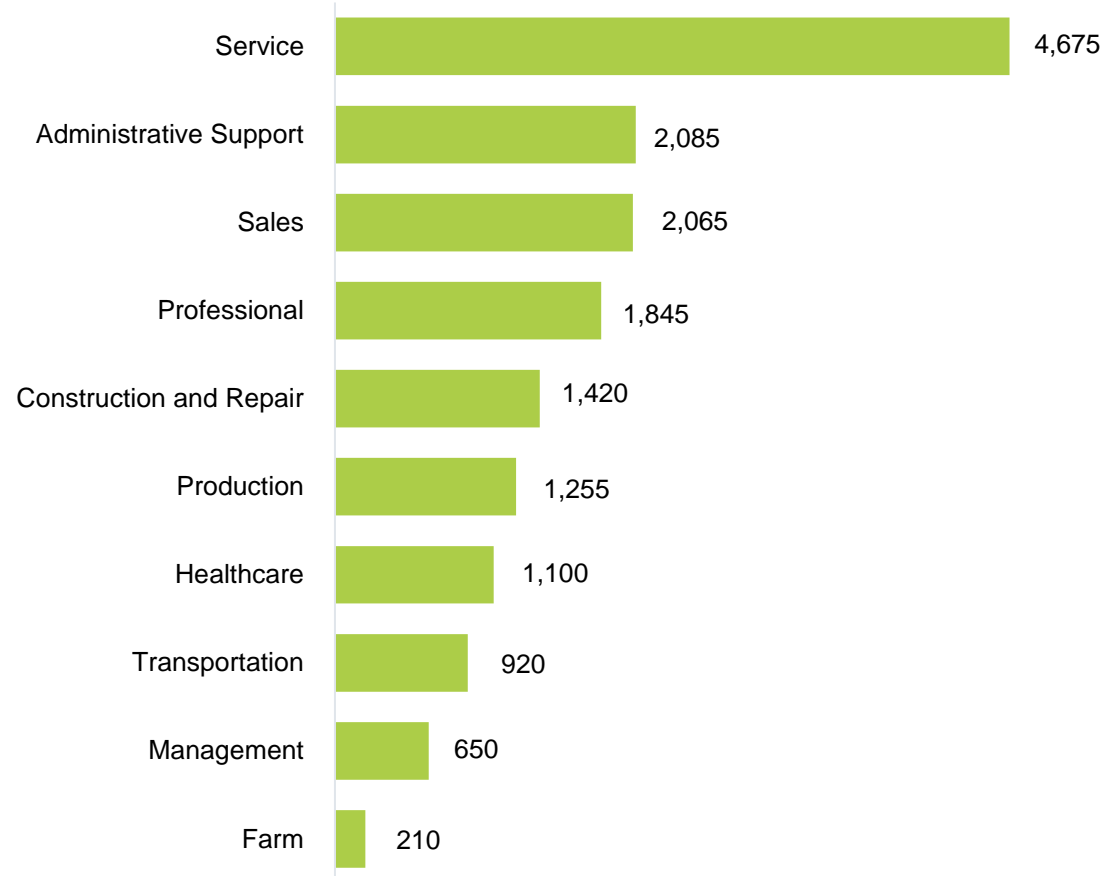


Healthcare and Service occupations are projected to have the highest percent growth through 2028.

Northwest Michigan's total employment is projected to grow 0.4 percent from 2018 through 2028, which translates to 550 additional jobs. *Administrative support* occupations are projected to contract by 5.7 percent which is compared to 6.9 percent statewide for the group. **(Table 19)**

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

PROJECTED ANNUAL OPENINGS BY BROAD OCCUPATIONAL GROUPS (2018–2028)



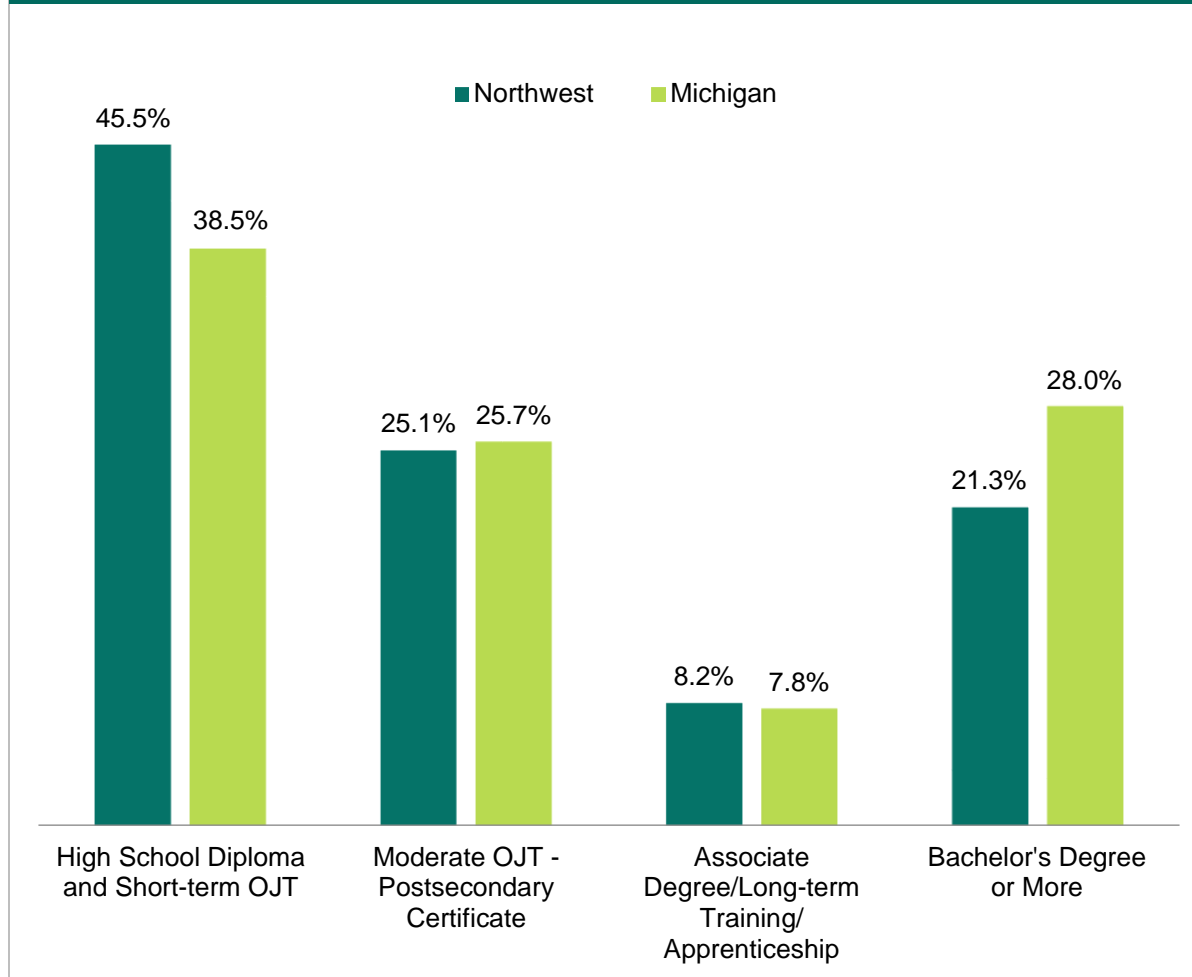
Service and Administrative support jobs are projected to have the largest number of annual openings.

Because of the need to replace workers who are retiring or otherwise leaving the occupation in the area, the largest groups are projected to see the most annual openings through 2028.

Service occupations, the largest occupational group in the region, are expected to see the highest number of annual openings.

Administrative support occupations are projected to have the second most, followed closely by *Sales*. **(Table 20)**

PROJECTED 2028 OCCUPATIONAL EMPLOYMENT BY EDUCATION (SHARE OF TOTAL)



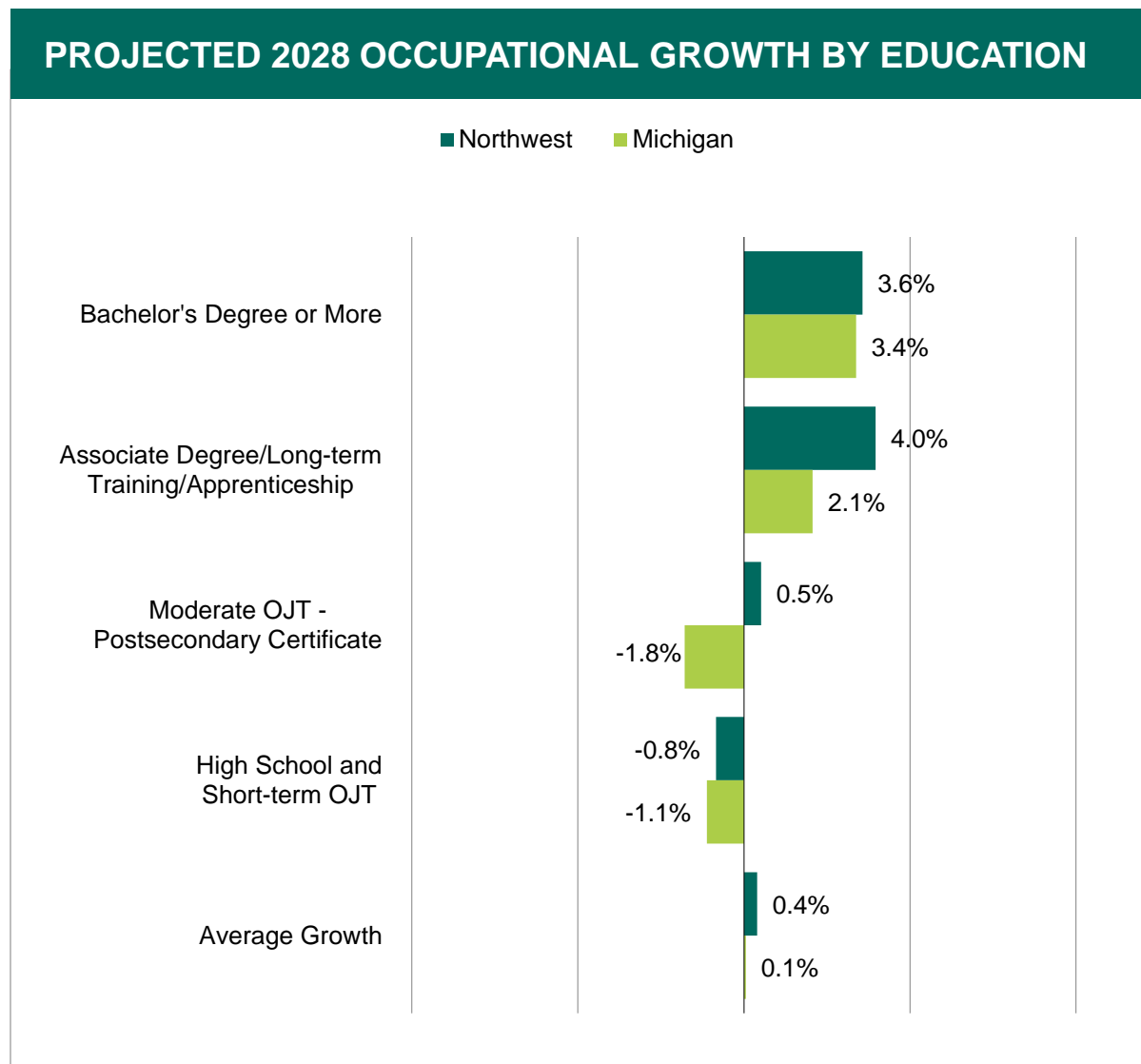
Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

Nearly half of the jobs in Northwest Michigan will require a high school diploma and minimal training.

By 2028, over 45 percent of jobs in Northwest Michigan will require only a high school diploma and short-term on-the-job training (OJT). About 25 percent of the region's jobs will require moderate OJT or a postsecondary certificate.

Northwest Michigan is projected to see a lower share of its jobs requiring a higher level of education like a bachelor's degree or more (21.3 percent) than the statewide average (28.0 percent).

Growth rates in all education categories will exceed the state average.



Northwest Michigan is projected to see higher growth rates in its education categories than the Michigan average. Occupations that require an associate degree, long-term training, or apprenticeship are expected to expand by 4.0 percent, nearly 2 percentage points greater than the statewide average.

The average growth rate among all educational categories is projected to slightly outpace Michigan's growth rate by 0.3 percentage points.

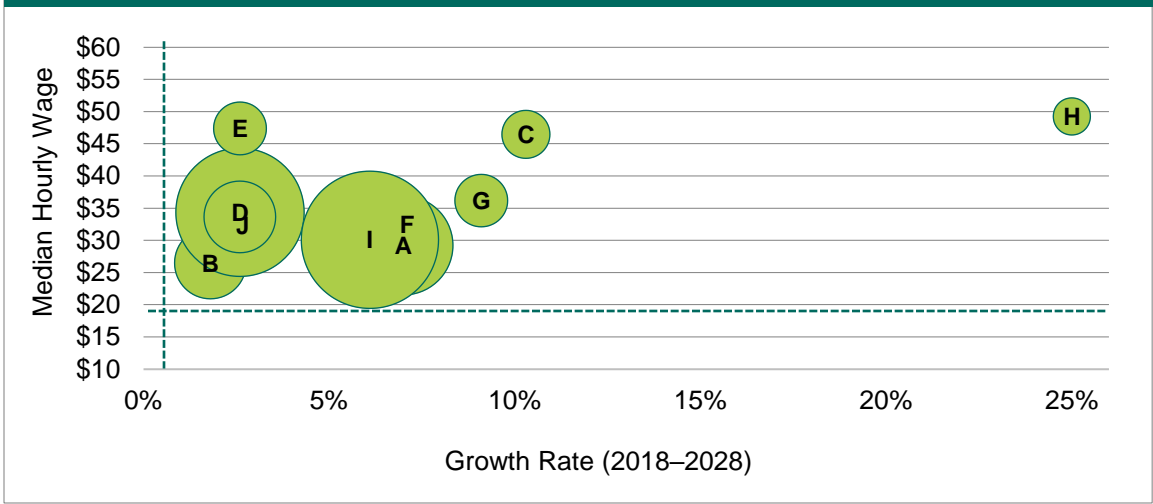
Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

Jobs requiring a bachelor's degree or higher are often faster growing and high-wage.

High-demand, high-wage occupations are careers that show a favorable mix of long-term job growth, projected annual openings, and median wages through 2028.

Occupations requiring a bachelor's degree or higher, which have the highest level of required education/training, are often among the fastest growing and those with the highest wage. **(Table 23)**

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST A BACHELOR'S DEGREE

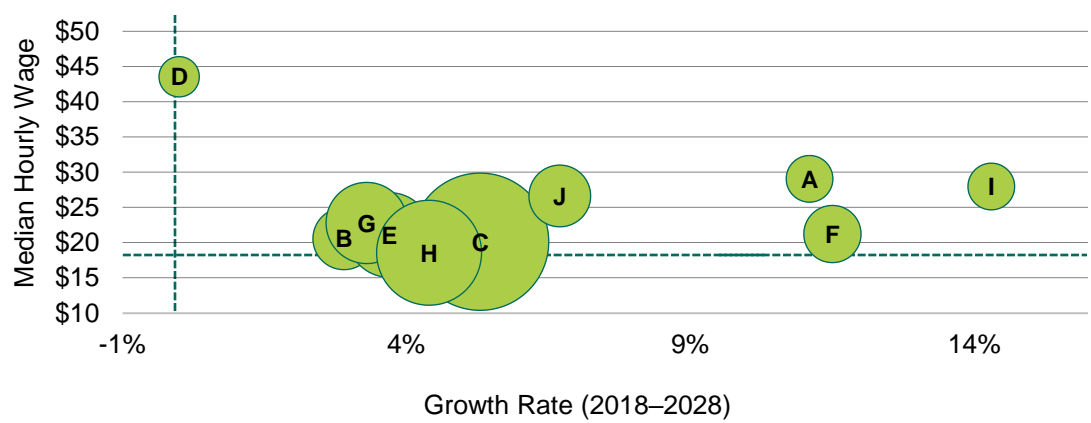


Dotted lines mark the average projected growth rate (0.4 percent) and the median hourly wage (\$17.91) for the region.

A	Accountants and Auditors	F	Management Analysts
B	Child, Family, and School Social Workers	G	Medical and Health Services Managers
C	Financial Managers	H	Physician Assistants
D	General and Operations Managers	I	Registered Nurses
E	Industrial Production Managers	J	Secondary School Teachers

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AN ASSOCIATE DEGREE, LONG-TERM TRAINING, OR AN APPRENTICESHIP



Dotted lines mark the average projected growth rate (0.4 percent) and the median hourly wage (\$17.91) for the region.

A	Brickmasons and Blockmasons	F	HVAC and Refrigeration Mechanics and Installers
B	Bus and Truck Mech. And Diesel Engine Specialists	G	Industrial Machinery Mechanics
C	Carpenters	H	Machinists
D	Electrical Power-Line Installers and Repairers	I	Physical Therapist Assistants
E	Electricians	J	Plumbers, Pipefitters, and Steamfitters

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

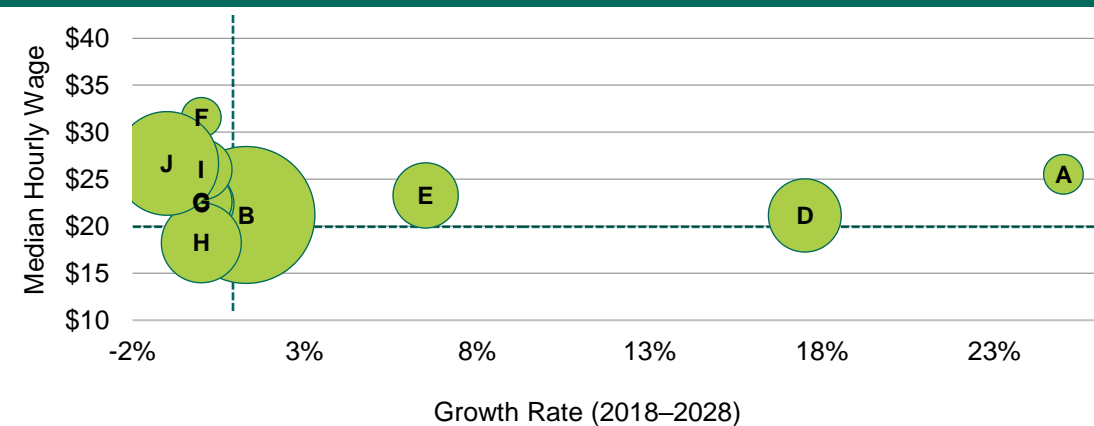
Jobs requiring an associate degree, long-term training, or an apprenticeship are often in high demand.

Jobs that typically require an associate degree, long-term training, or an apprenticeship met the criteria for being high-demand and high-wage in the region.

Occupations typically requiring this level of educational attainment while still being high-demand and high-wage in the region include *Carpenters*, *Electricians*, or *Machinists*. (Table 24)

Many skilled trades jobs requiring postsecondary education are among the region's high-demand, high-wage occupations.

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING A POSTSECONDARY CERTIFICATE OR MODERATE-TERM TRAINING



Dotted lines mark the average projected growth rate (0.4 percent) and the median hourly wage (\$17.91) for the region.

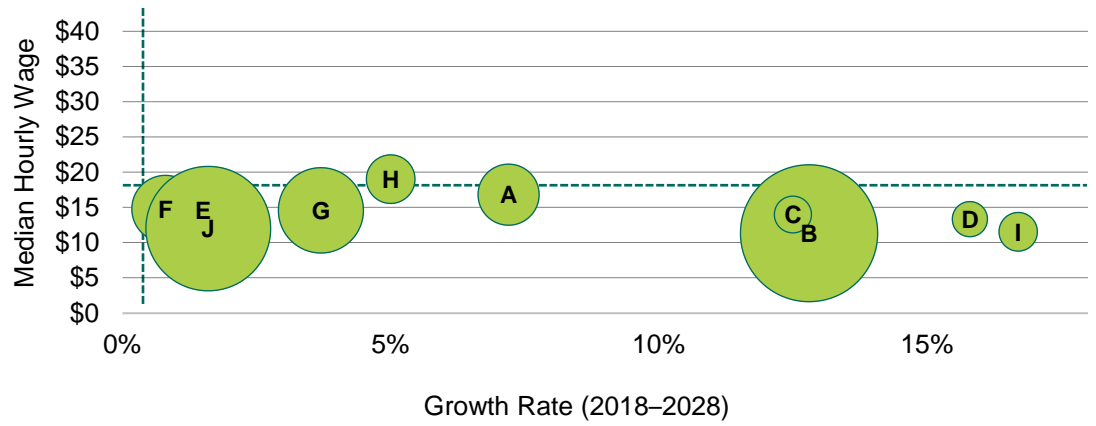
A	CNC Tool Programmers	F	Massage Therapists
B	Heavy and Tractor-Trailer Truck Drivers	G	Operating Engineers
C	Highway Maintenance Workers	H	Painters, Construction and Maintenance
D	Insurance Sales Agents	I	Real Estate Sales Agents
E	Licensed Practical and Licensed - Vocational Nurses	J	Sales Reps., Except Tech. and Scientific Products

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

Occupations that require a postsecondary certificate or moderate-term training can typically be achieved in less than a year, but longer than a month. These occupations meet the criteria of being high-demand and high-wage.

Some of the occupations within these guidelines include *CNC tool programmers*, *Insurance sales agents*, and *Operating engineers*. (Table 25)

HIGH-DEMAND OCCUPATIONS REQUIRING A HIGH SCHOOL DIPLOMA OR EQUIVALENT AND SHORT-TERM TRAINING



Dotted lines mark the average projected growth rate (0.4 percent) and the median hourly wage (\$17.91) for the region.

A	Construction Laborers	F	Laborers and Freight, Stock and Material Movers
B	Food Prep. and Serving Workers, Including Fast Food	G	Landscaping and Groundskeeping Workers
C	Helpers–Production Workers	H	Light Truck or Delivery Services Drivers
D	Home Health Aides	I	Nonfarm Animal Caretakers
E	Janitors and Cleaners, Except Housekeepers	J	Waiters and Waitresses

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

Occupations requiring a high school diploma and short-term training often have lower wages but are in high-demand.

Occupations requiring a high school diploma or equivalent and short-term training are in high-demand, but typically have lower wages, and therefore can not be considered high-wage. These occupations can provide opportunities for individuals that may be seeking entry-level positions. (Table 26)