



2022 ANNUAL PLANNING INFORMATION AND WORKFORCE ANALYSIS REPORTS:

WEST MICHIGAN

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The background of the slide features a photograph of a person's arm and hand reaching for a large cardboard box. The person is wearing a light-colored long-sleeved shirt and a wristwatch. The entire image is covered with a semi-transparent teal overlay. The text is presented in white boxes on the left side of the image.

POPULATION TRENDS

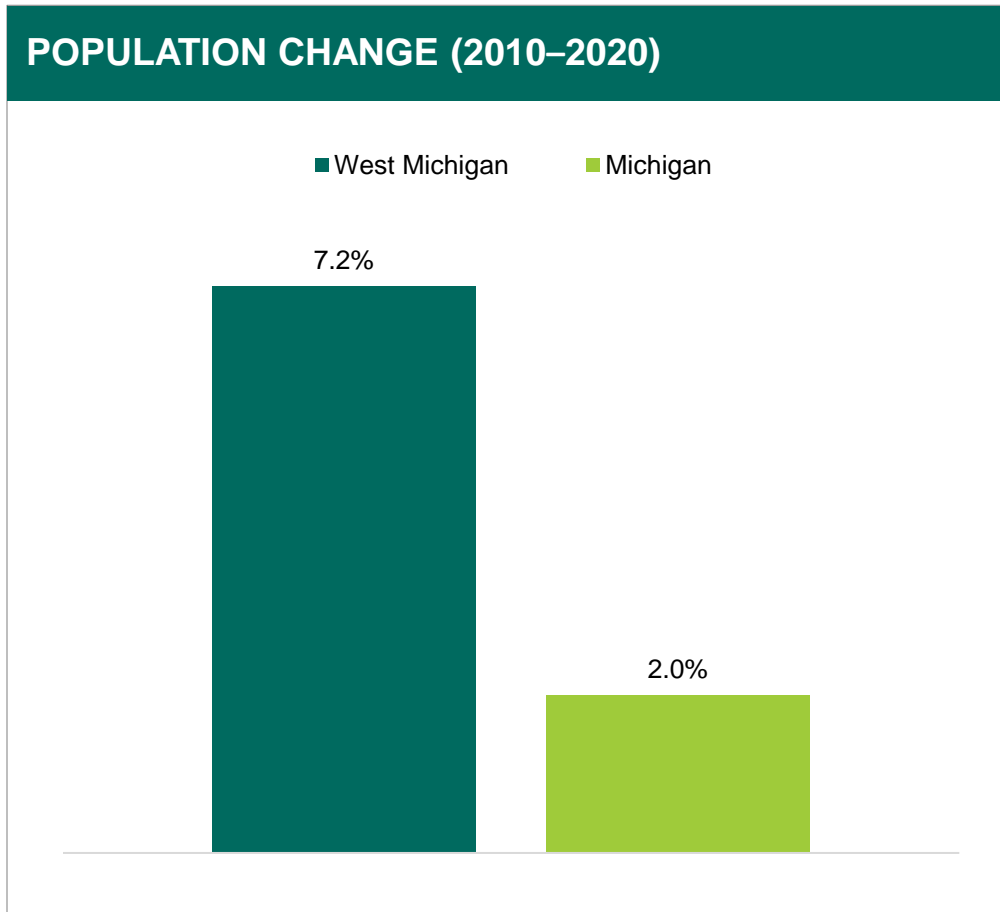
AND CHARACTERISTICS

TABLES 1–4

Regional population has grown by 7.2 percent between 2010 and 2020.

In 2020, according to the U.S. Census Bureau, the total population in West Michigan was 1,626,700. This was an overall increase of 7.2 percent, or 108,700, since 2010 when the population was 1,518,000. Only Mecosta and Osceola counties saw a decrease in population in the region over the period. **(Table 1)**

From 2010 to 2020, Michigan's population has increased by 2.0 percent, or 193,700, to 10,077,300. Nationally, there was a 7.4 percent increase in the population. **(Table 1)**

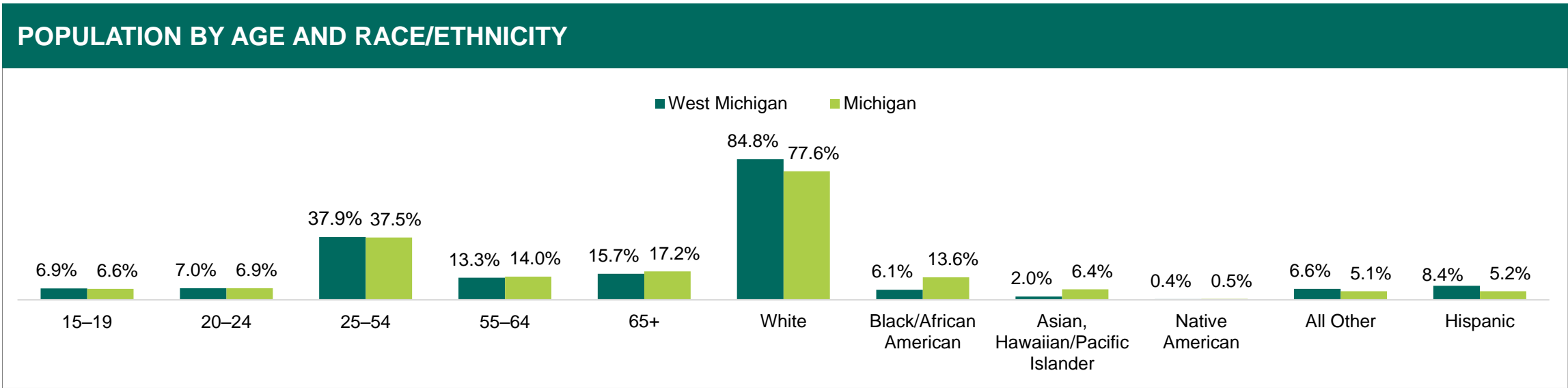


Source: Decennial Census, Annual Population Estimates, U.S. Census Bureau

West Michigan residents are slightly younger than that of the state.

Like the rest of the state, over a third of West Michigan’s population consists of people within the 25 to 54 age range. The region is comprised of a slightly younger population than the statewide average, with less individuals age 55 and up making up its population. **(Table 2)**

West Michigan’s white residents make up nearly 85 percent of the region’s population, which is about 7 percentage points higher than the statewide average.

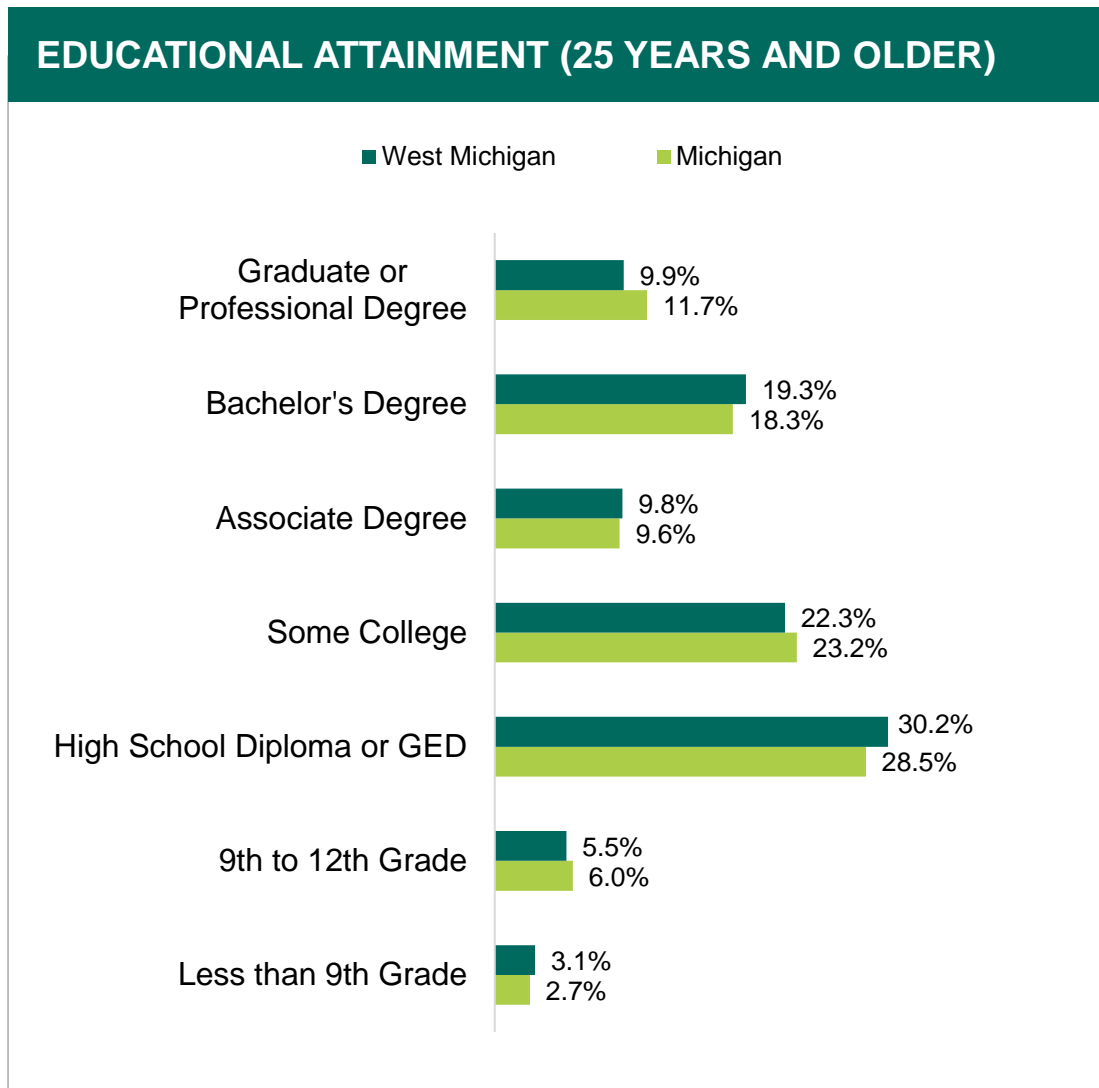


Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

Educational attainment of West Michigan residents is similar to that of the state.

Of West Michigan residents age 25 and older, over 29 percent have obtained a bachelor's degree or higher. That level of educational attainment is slightly lower than the statewide share of 30.0 percent.
(Table 3)

The share of West Michigan residents age 25 and older with a high school diploma or GED was 30.2 percent, outpacing the statewide share by 1.7 percentage points.



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

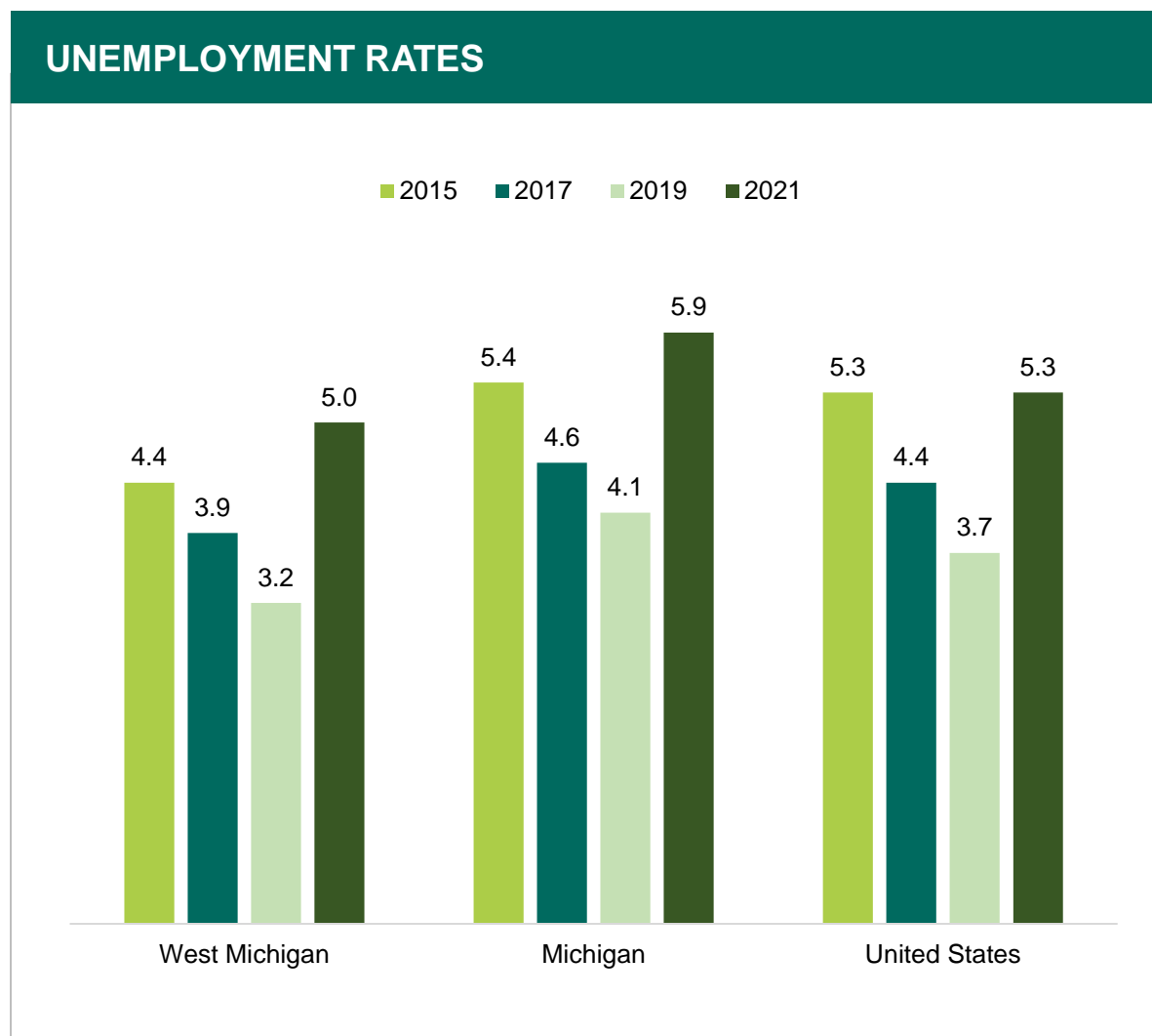
A close-up photograph of a worker's hand wearing a yellow and grey safety glove, operating a power drill on a wooden surface. The image is overlaid with a teal gradient and contains text boxes.

LABOR FORCE AND EMPLOYMENT

TRENDS AND CHARACTERISTICS

TABLES 4–7, 12

West Michigan's jobless rate has followed statewide and national trends.

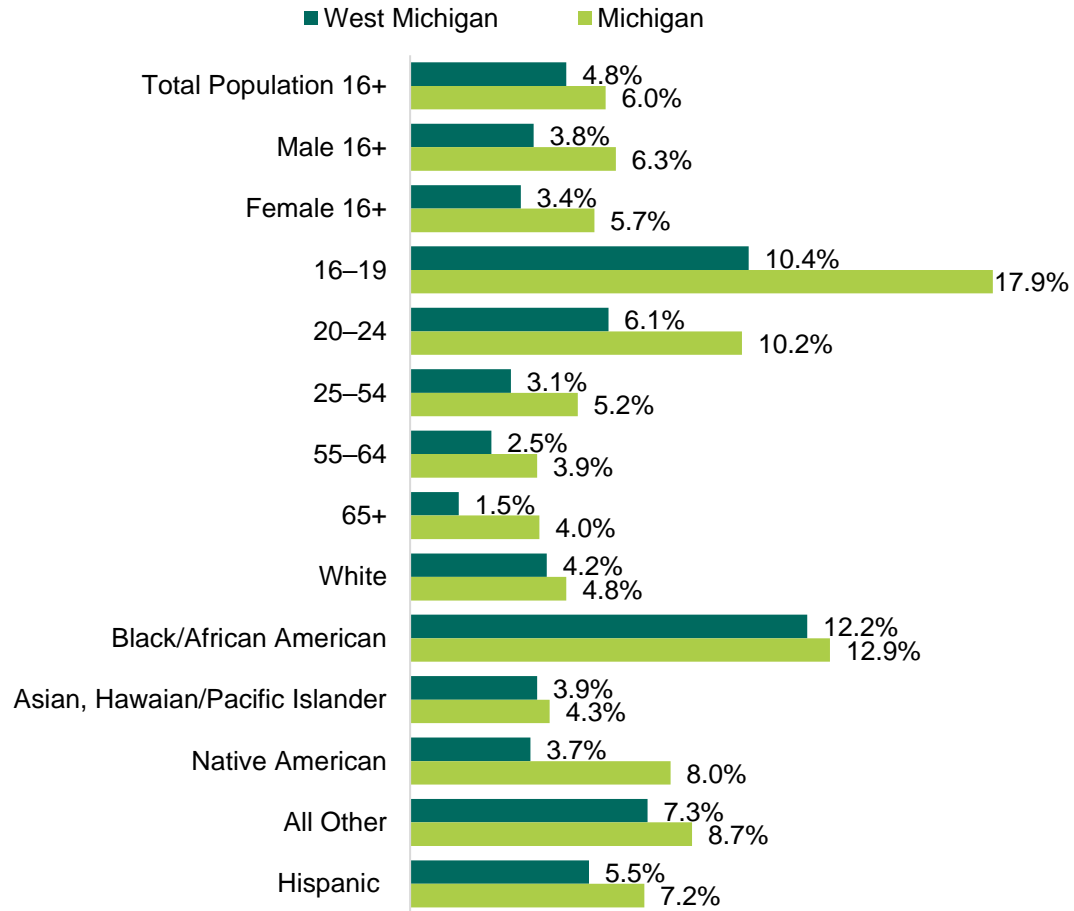


Like national and statewide trends, West Michigan's jobless rate fell from 2015 to 2019 before increasing in 2021 through the COVID-19 pandemic. In each year, the rate was lower than both the statewide and national rates. [\(Table 6\)](#)

From 2015 to 2019, unemployment fell by nearly 9,000. In 2021, the number of unemployed has increased by just under 14,000 compared to 2019. [\(Table 12\)](#)

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



Jobless rates are lower in West Michigan across all demographic groups compared to the state.

The jobless rate in West Michigan was 1.2 percentage points lower than that of Michigan. Males in the region had a jobless rate 0.4 percentage points greater than that of females in the region. [\(Table 7\)](#)

Individuals who are Black/African American had a jobless rate of 12.2 percent. This rate was 0.7 percentage points lower than that of the state. [\(Table 7\)](#)



INDIVIDUALS WITH

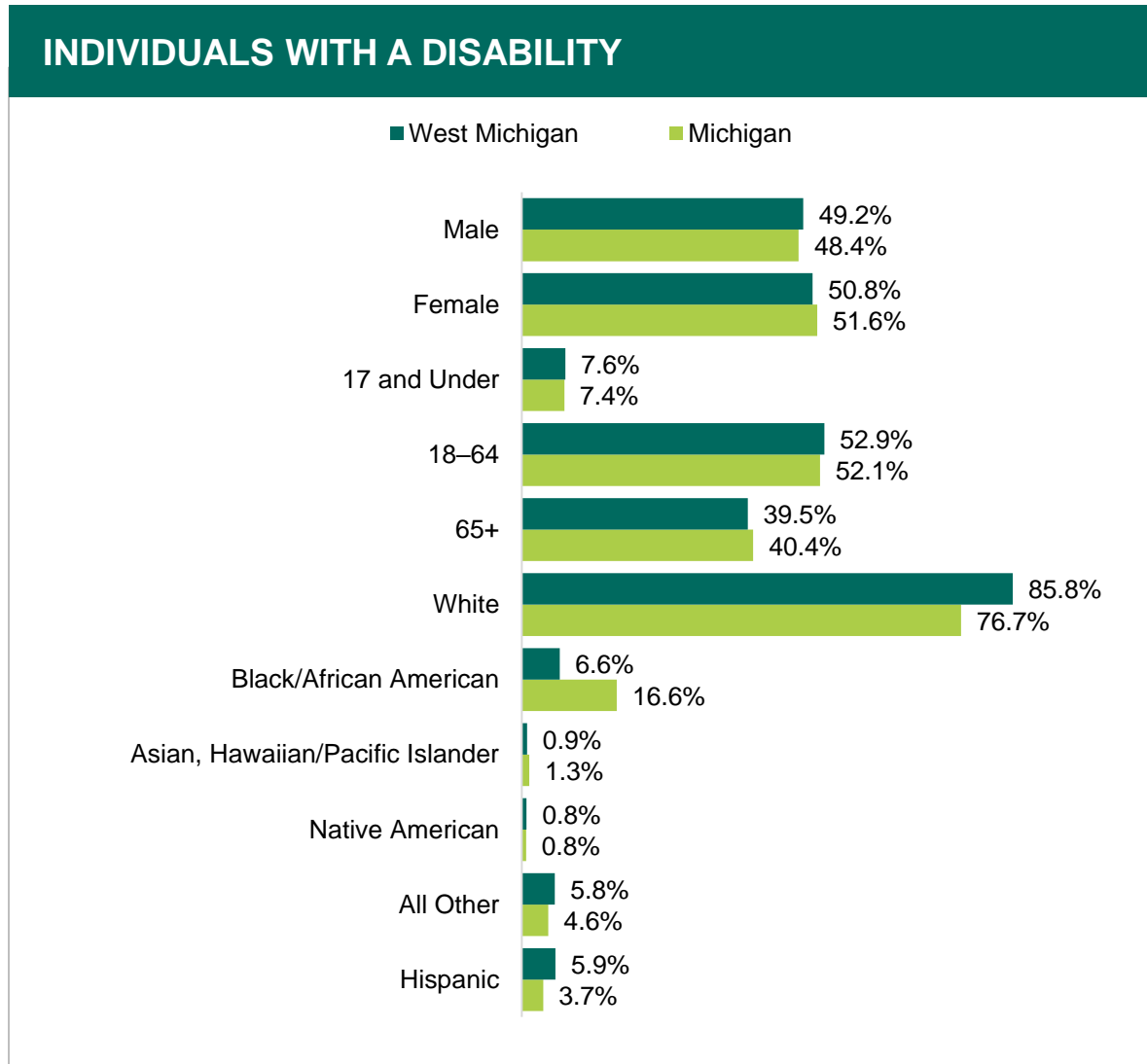
BARRIERS TO EMPLOYMENT

TABLES 28–36

Just over 12 percent of West Michigan's population has a disability.

According to the U.S. Census Bureau, just under 195,000 people, or 12.2 percent, of the population in West Michigan were reported to have a disability. The number of individuals with a disability by race/ethnicity aligns closely to their share of total population in the region. **(Table 28)**

The distribution of males and females with a disability in the region is nearly equal to the statewide average. Just under 40 percent of those with a disability in the region were age 65 or older, slightly lower than the statewide distribution. **(Table 28)**

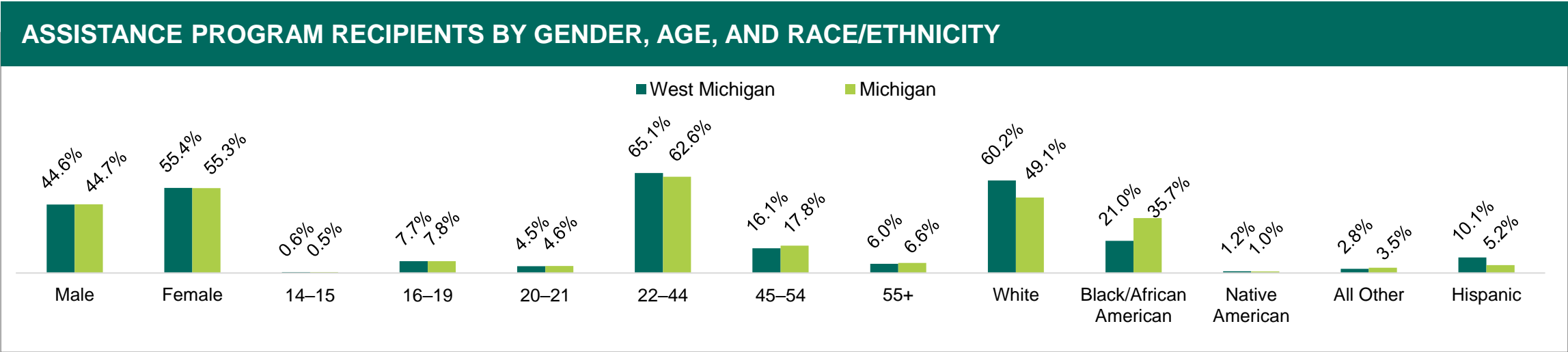


Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

Regional assistance program recipients are concentrated in the white and working age demographics.

In December of 2019, the Michigan Department of Health and Human Services reported that there were nearly 47,900 assistance program recipients in West Michigan. (Table 30)

In West Michigan, 55.4 percent of recipients were female, similar to the distribution observed in the state. The region had a much lower share of recipients who were Black/African American than that of the state. (Table 30)

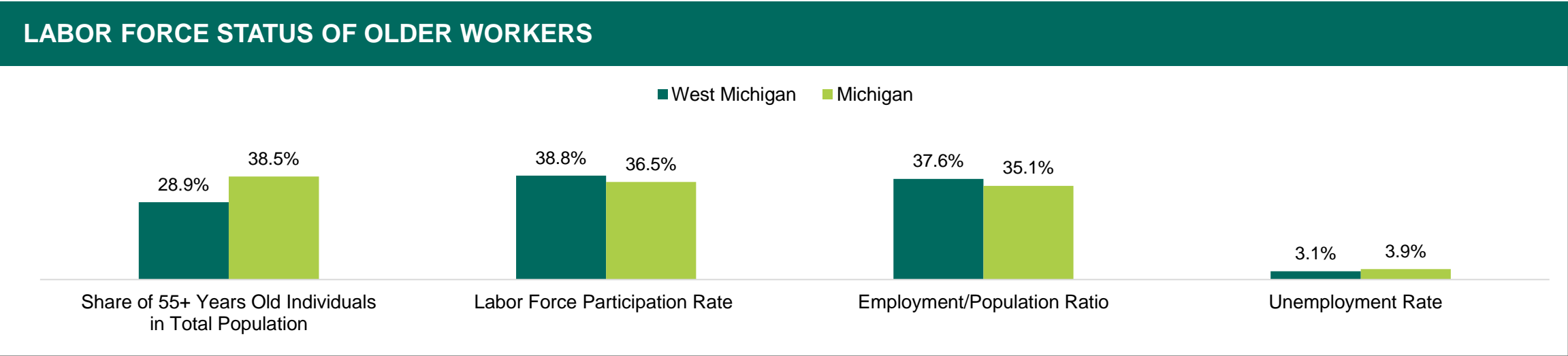


Source: Michigan Department of Health and Human Services

Older workers in West Michigan have a higher participation rate than the rest of the state.

West Michigan’s older workers, those age 55 and older, accounted for nearly 29 percent of the total population, much lower than the statewide average of 38.5 percent. Older workers in the region had a labor force participation rate over two percentage points higher than Michigan’s. (Table 35)

Unemployment rates among older works are lower in the region (3.1 percent) than at the statewide level (3.9 percent). (Table 35)



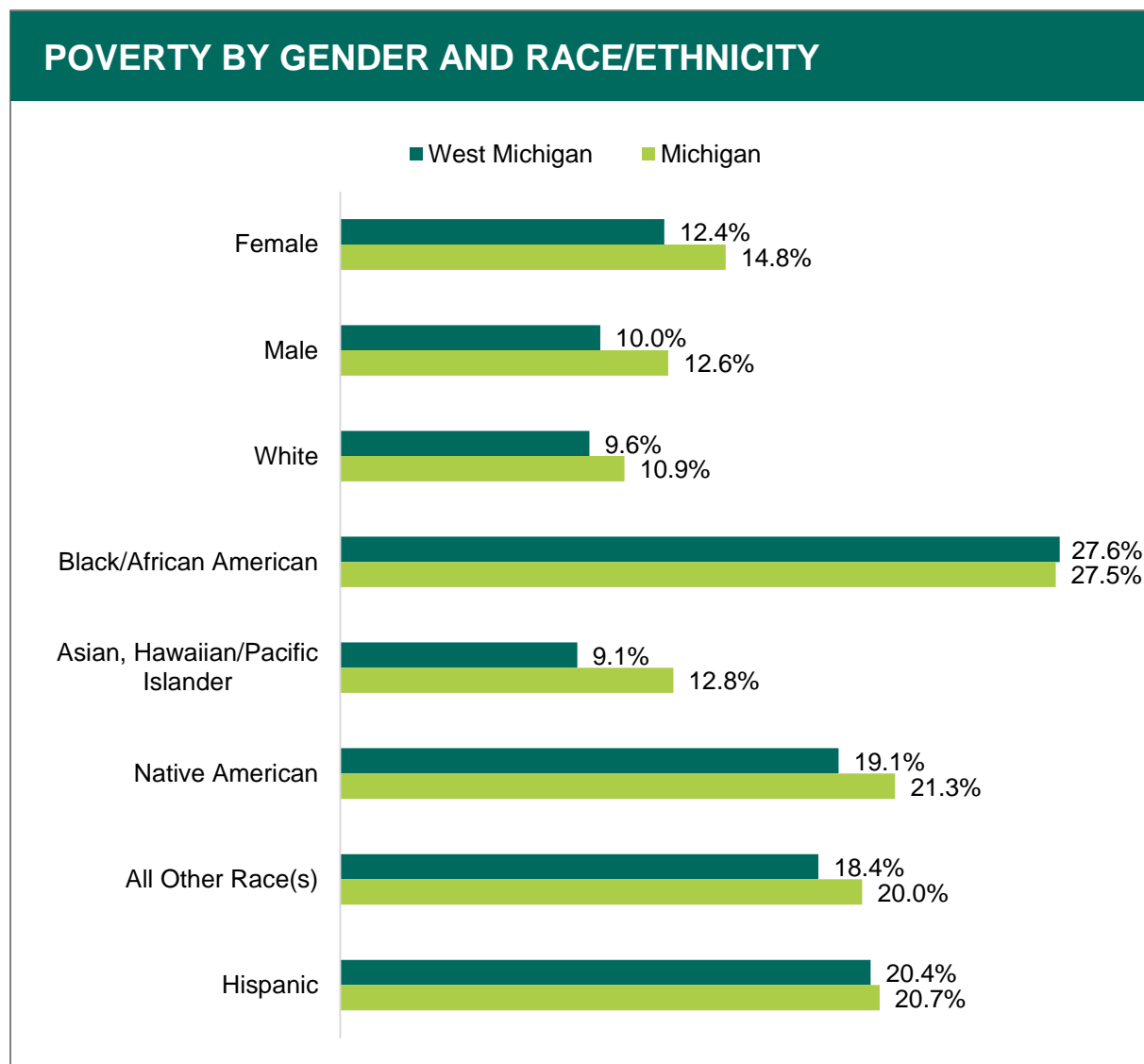
Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

West Michigan's poverty rate is below that of the state.

According to 2016–2020 five-year estimates from the U.S. Census Bureau, 11.2 percent (or 175,500) of West Michigan's population lives below the poverty line. Statewide, 13.7 percent of the population lives below the poverty line.

(Table 36)

Those who are Black/African American have the highest poverty rate of those living in West Michigan at 27.6 percent. This was 0.1 percentage points greater than the comparable rate for the state. **(Table 36)**



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



IN-DEMAND INDUSTRY SECTORS

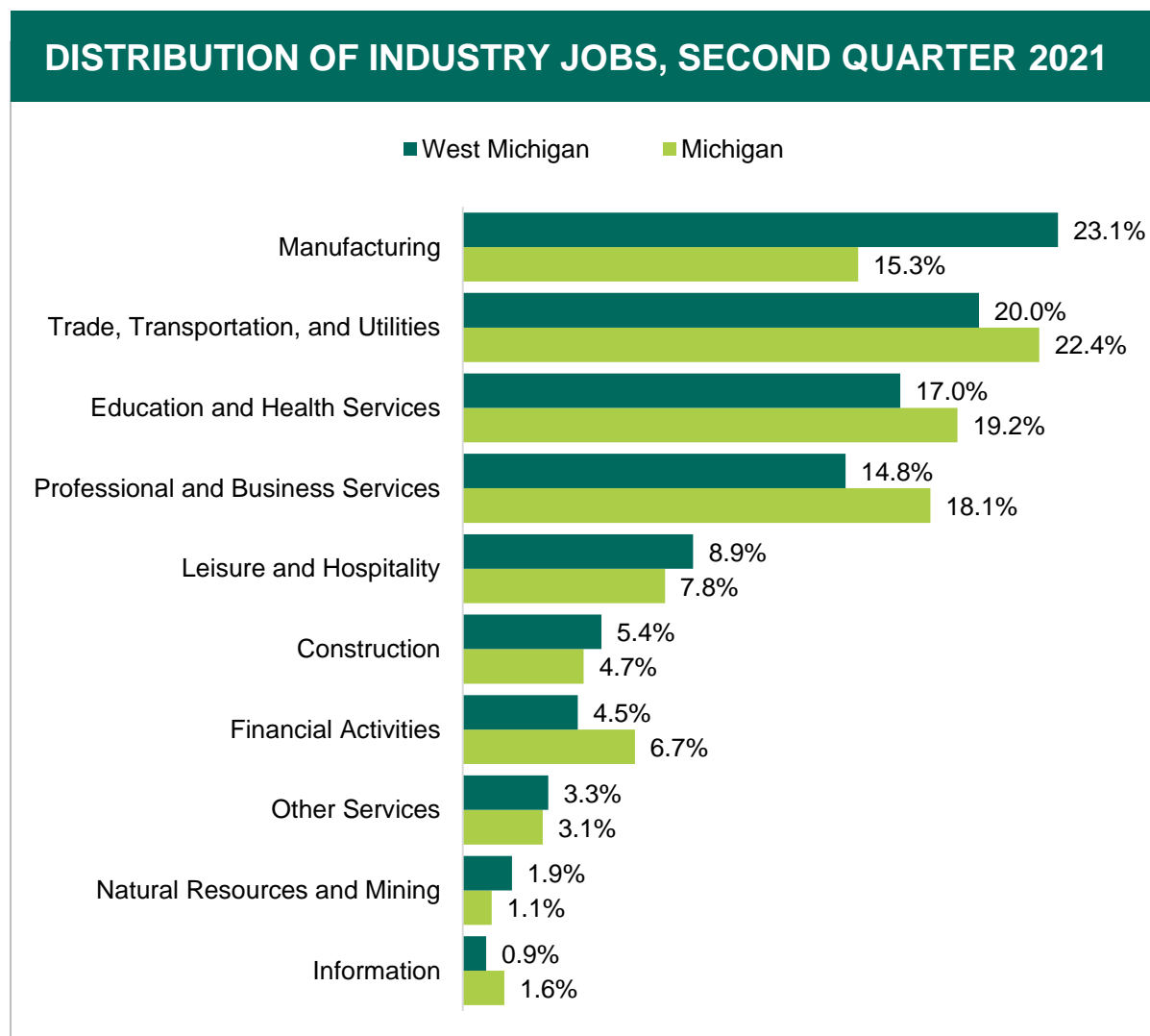
AND OCCUPATIONS

TABLES 8–11, 17–26

About three-quarters of the region's employment is concentrated in four industries.

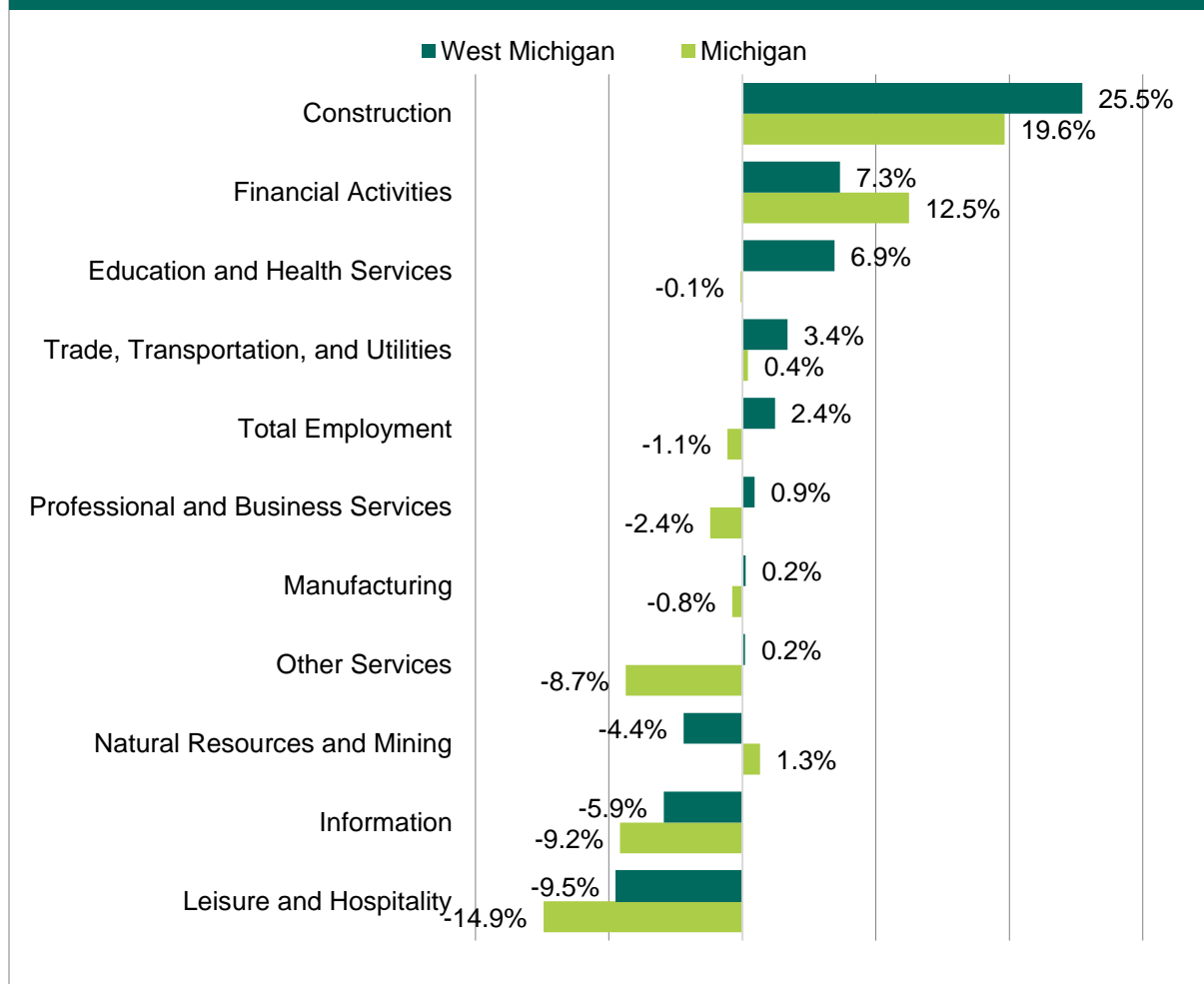
In second quarter 2021, *Manufacturing* was the top industry in West Michigan. The share of employment in the industry was nearly 8 percentage points greater than the statewide share. **(Table 8)**

Trade, transportation, and utilities and *Education and health services* were the next largest industries in the region. This was followed by *Professional and business services*. **(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



Private sector jobs in West Michigan have edged up by 2.4 percent since 2015.

Total private sector employment increased in West Michigan by 2.4 percent (+15,100) from 2015 to 2021. Comparatively, the state saw private employment decrease by 1.1 percent. **(Table 8)**

Construction employment increased by 25.5 percent in the region over the period. This was nearly 6 percentage points greater than that of the state. **(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, WEST MICHIGAN	
JOB TITLE	NUMBER
Registered Nurses	6,459
Retail Salespersons	6,377
Customer Service Representatives	4,826
First-Line Supervisors of Retail Sales Workers	4,700
Laborers and Freight, Stock and Material Movers	3,726
Sales Reps., Except Tech. and Scientific Products	3,645
Fast Food and Counter Workers	3,383
Janitors and Cleaners, Except Housekeepers	3,282
Heavy and Tractor-Trailer Truck Drivers	2,860
Personal Service & Entertainment Mangers, All Other	2,742

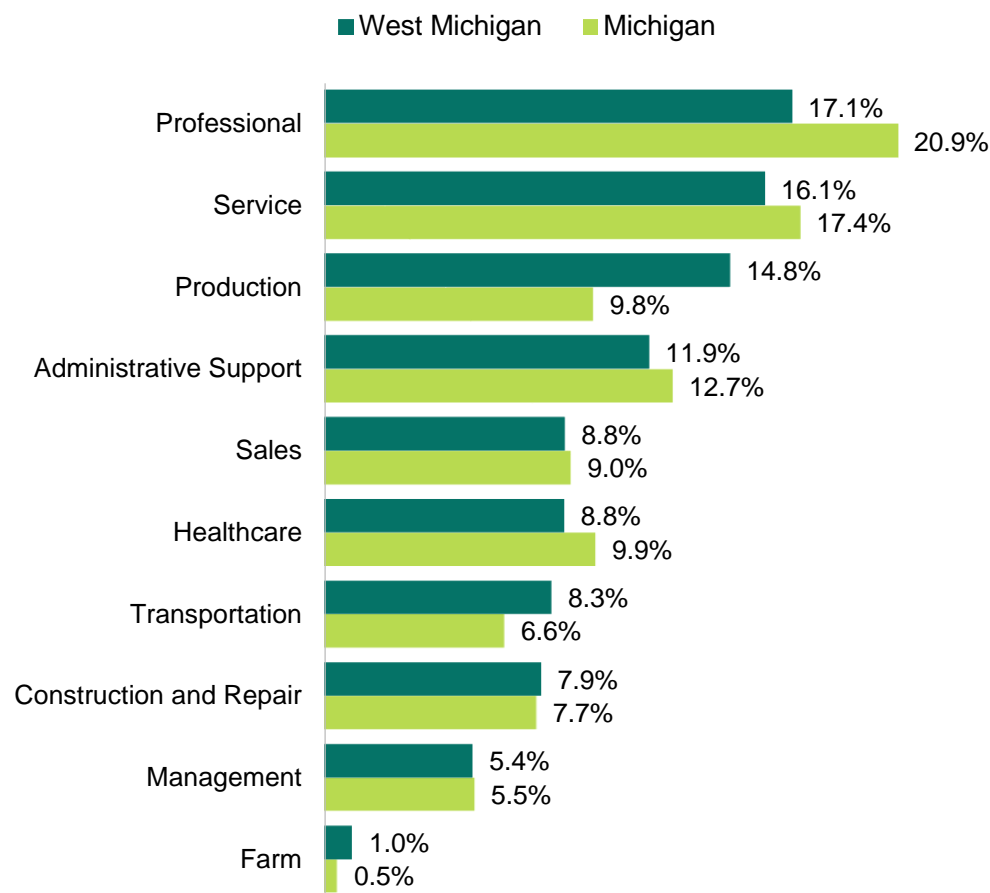
Source: The Conference Board, Help Wanted Online, Burning Glass Technologies

In 2021, online job postings totaled just under 161,700 in West Michigan.

According to the Conference Board's Help Wanted Online database, in 2021 there were roughly 161,700 online job postings in West Michigan. **(Table 18)**

About one-third of job postings were in the occupational groups of *Sales and related* (12.5 percent), *Office and administrative support* (11.4 percent), and *Healthcare practitioners and technical* (10.7 percent). **(Table 17)**

PROJECTED 2028 DISTRIBUTION OF JOBS BY BROAD OCCUPATIONAL GROUPS

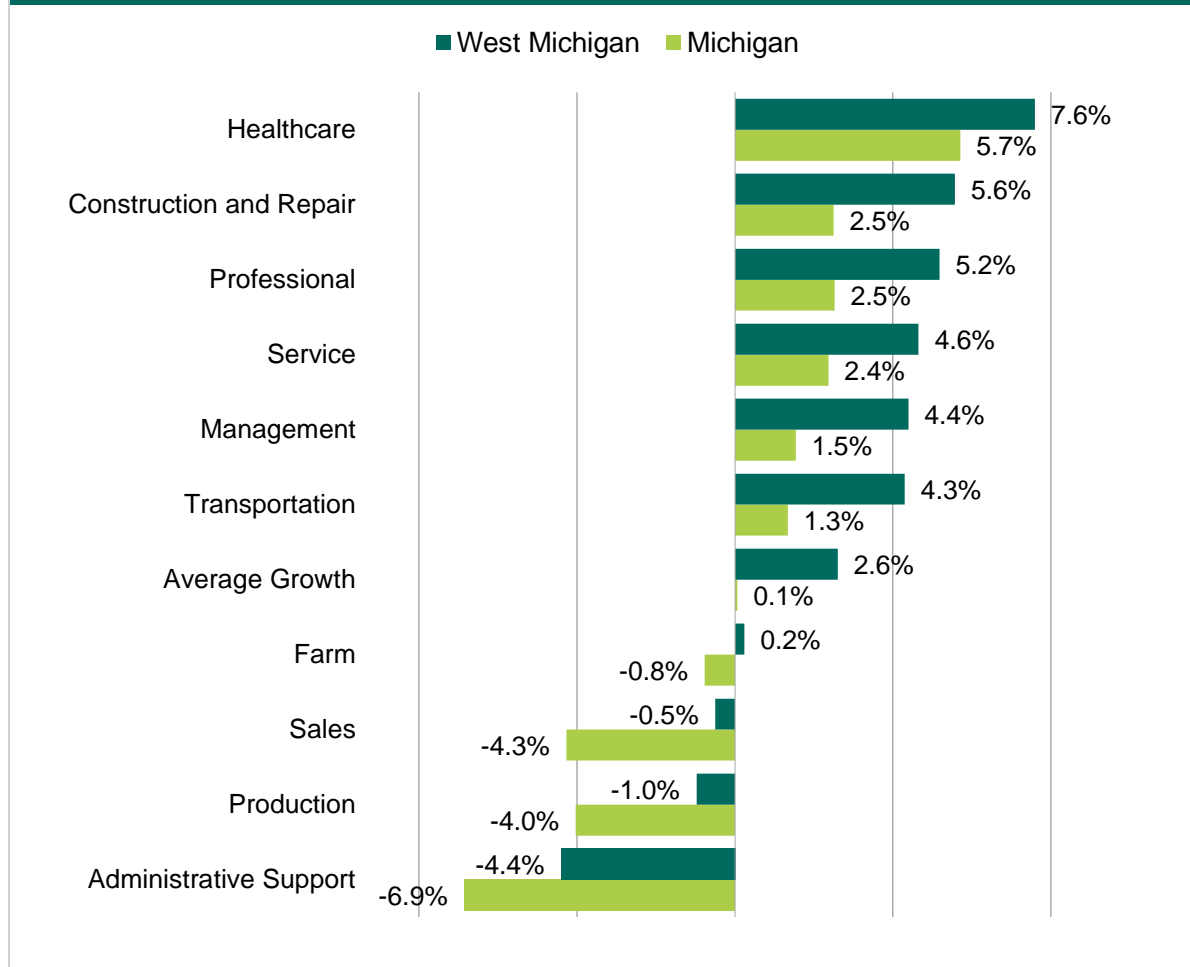


Nearly 60 percent of jobs in 2028 are projected to be in four occupational groups.

The *Professional* occupational group is the largest occupational group in the region, contributing 17.1 percent of all jobs by 2028. *Production* jobs are projected to account for 14.8 percent of 2028 employment. This is 5 percentage points greater than the statewide share. **(Table 19)**

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

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



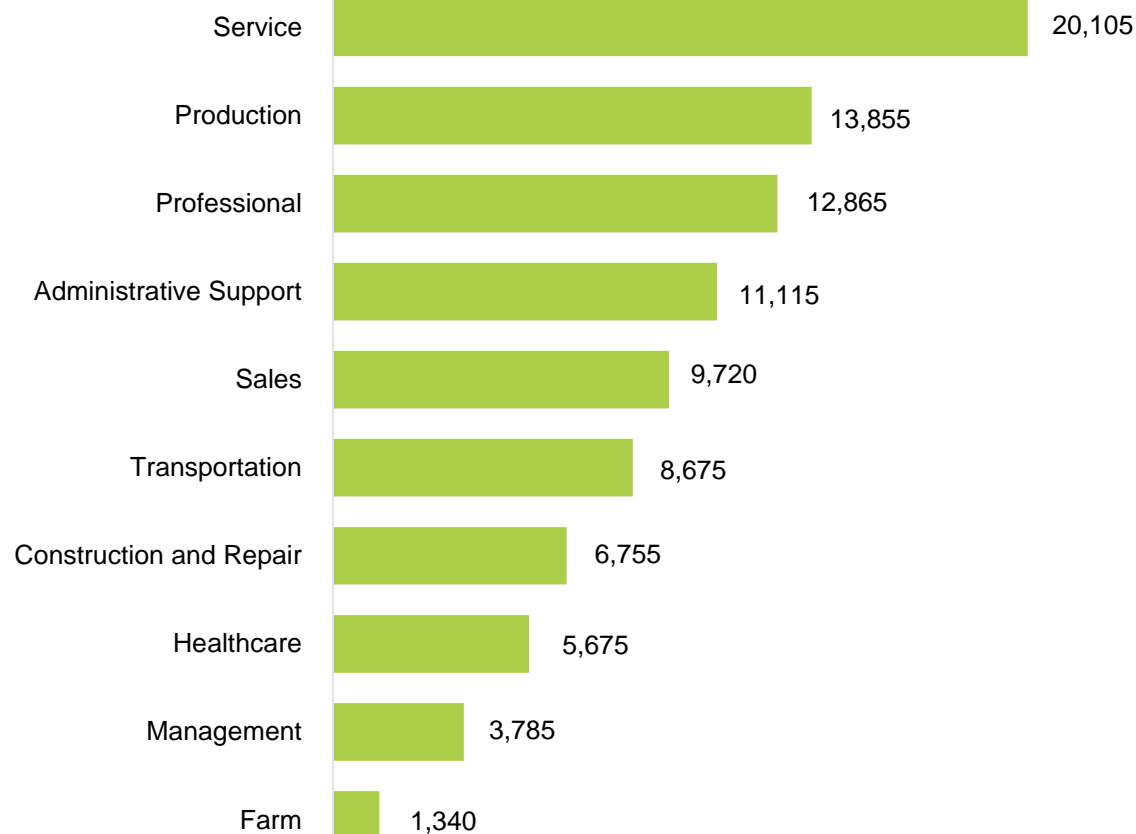
Healthcare and Construction and repair are projected to have the highest projected growth in the region.

West Michigan is expected to add over 20,500 (2.6 percent) jobs between 2018 and 2028. Comparatively, the state is projected minimal growth at just 0.1 percent. **(Table 19)**

Among groups expected to increase employment, each are projected to outpace growth of that of the state.

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

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



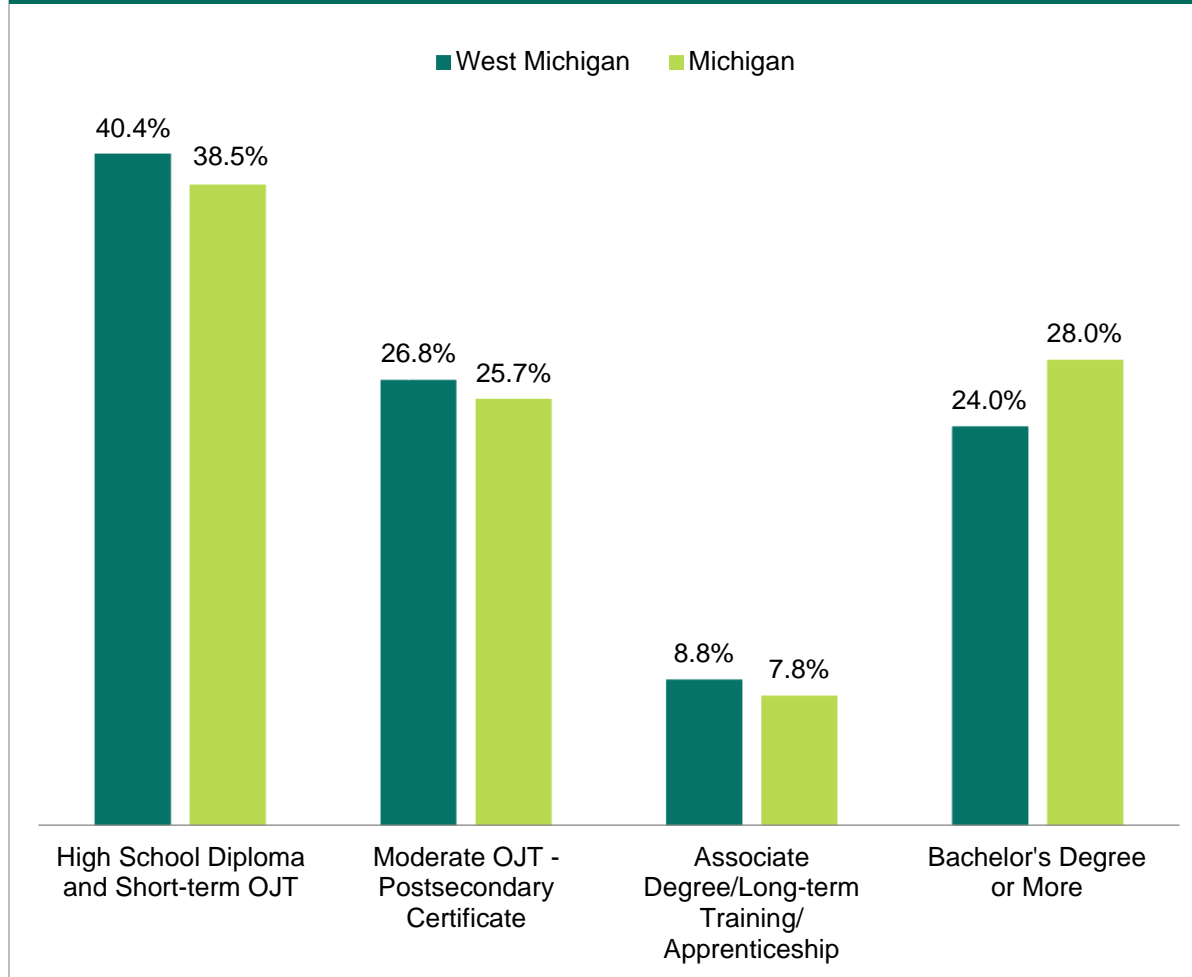
Occupations with a large employment base will continue to create more openings out of a need to replace workers.

Because of a 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, Production, and Professional occupations are projected to account for just under half of all annual openings in the region. **(Table 20)**

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

PROJECTED 2028 OCCUPATIONAL EMPLOYMENT BY EDUCATION (SHARE OF TOTAL)



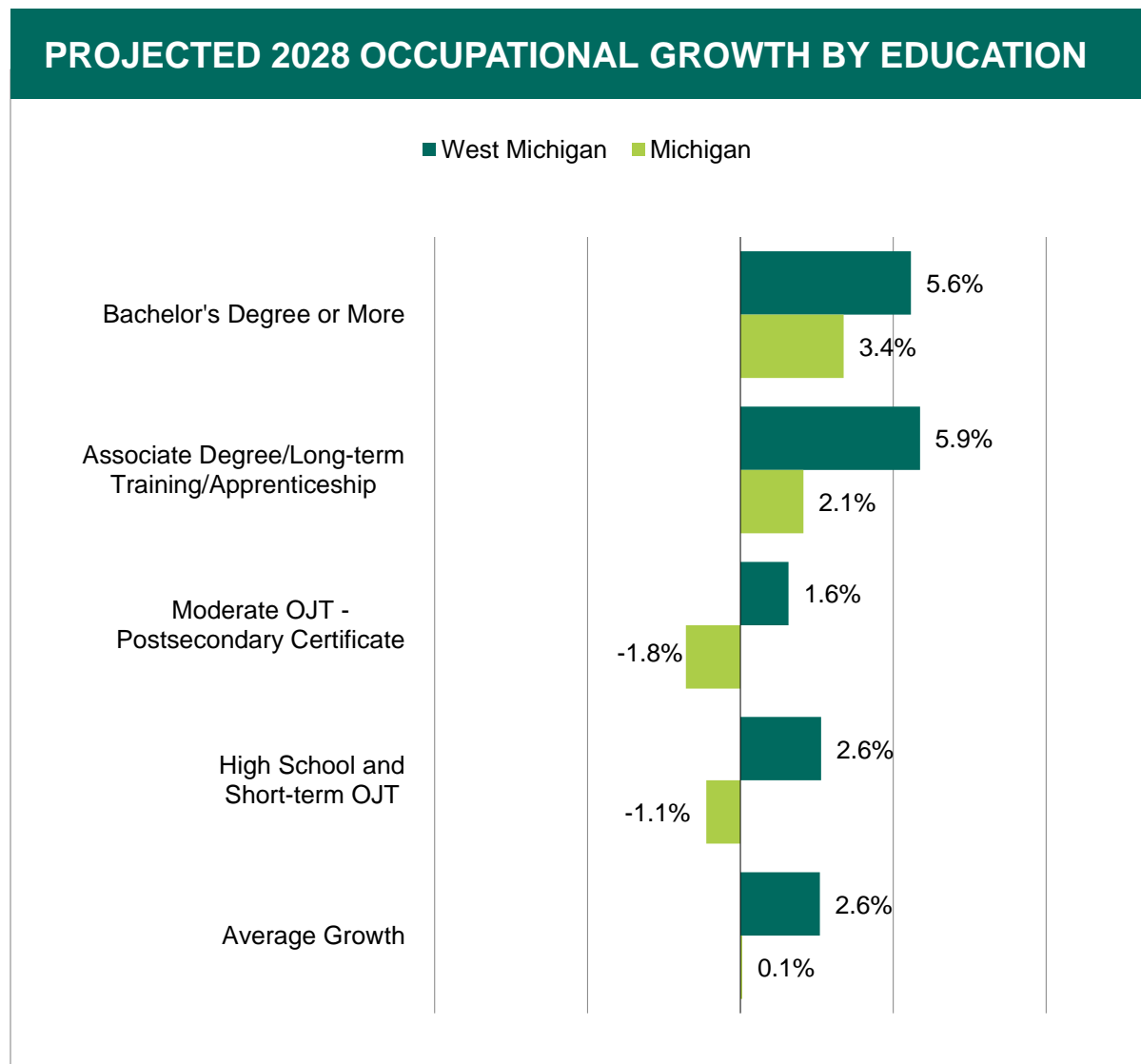
In 2028, West Michigan jobs will require similar education and training to that of the state.

By 2028, 40.4 percent of jobs will require a high school diploma and minimal training. This is slightly higher than the Michigan share.

Occupations requiring a bachelor's degree or more are expected to account for 24.0 percent of jobs by 2028. This is 4.0 percentage points less than the statewide share.

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

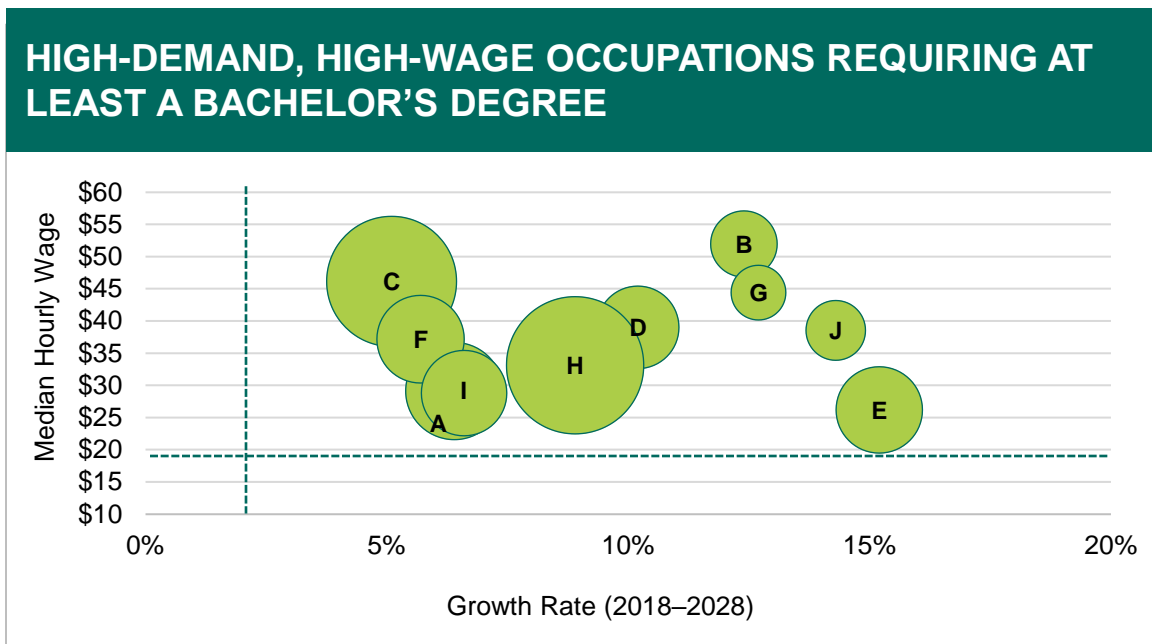
Growth rates in all education categories will exceed the state average.



West Michigan is projected to see higher growth rates in its education categories than the Michigan average. Occupations that require a bachelor's degree or more are expected to grow 5.6 percent, over 2 percentage points greater than the state.

The average growth rate among all educational categories is projected to outpace Michigan's growth rate by over 1.0 percentage point.

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



Dotted lines mark the average projected growth rate (2.6 percent) and the median hourly wage (\$18.68) for the region.

A	Elementary School Teachers, Except Special Education	F	Mechanical Engineers
B	Financial Managers	G	Medical and Health Services Managers
C	General and Operations Managers	H	Registered Nurses
D	Industrial Engineers	I	Secondary School Teachers
E	Market Research Analysts and Marketing Specialists	J	Software Developers, Applications

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 AN ASSOCIATE DEGREE, LONG-TERM TRAINING, OR AN APPRENTICESHIP



Dotted lines mark the average projected growth rate (2.6 percent) and the median hourly wage (\$18.68) for the region.

A	Bus and Truck Mech. And Diesel Engine Specialists	F	Machinists
B	Carpenters	G	Paralegals and Legal Assistants
C	Electricians	H	Physical Therapist Assistants
D	HVAC and Refrigeration Mechanics and Installers	I	Plumbers, Pipefitters, and Steamfitters
E	Industrial Machinery Mechanics	J	Respiratory Therapists

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

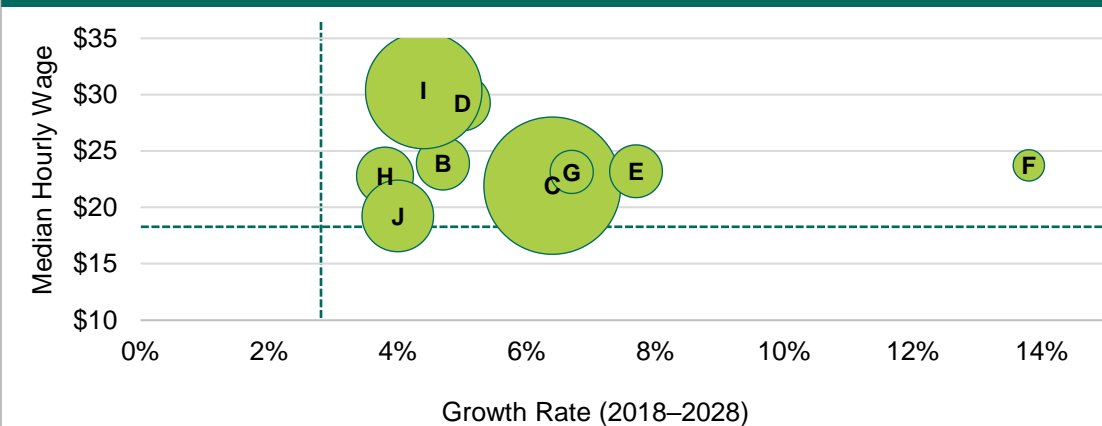
Jobs that typically require an associate degree, long-term training, or an apprenticeship met the criteria for being high-demand and high-wage in the region.

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)

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

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 (2.6 percent) and the median hourly wage (\$18.68) for the region.

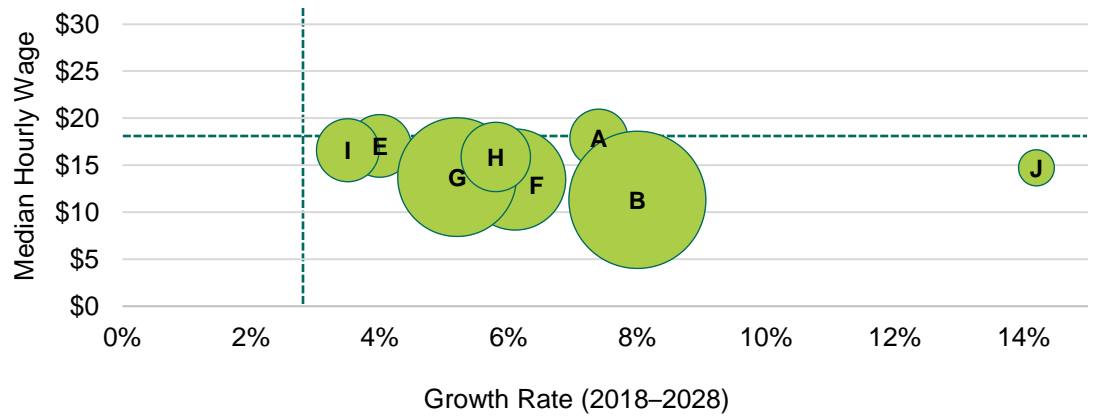
A	CNC Tool Programmers	F	Massage Therapists
B	Computer User Support Specialists	G	Operating Engineers
C	Heavy and Tractor-Trailer Truck Drivers	H	Production, Planning, and Expediting Clerks
D	Insurance Sales Agents	I	Sales Reps., Except Tech. and Scientific Products
E	Licensed Practical and Licensed Vocational Nurses	J	Welders, Cutters, Solderers, and Brazers

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management & 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 *Computer user support specialists*, *Heavy and tractor-trailer truck drivers*, 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 (2.6 percent) and the median hourly wage (\$18.68) for the region.

A	Construction Laborers	F	Janitors and Cleaners, Except Housekeepers
B	Food Prep. and Serving Workers, Including Fast Food	G	Laborers and Freight, Stock and Material Movers
C	Helpers--Production Workers	H	Landscaping and Groundskeeping Workers
D	Home Health Aides	I	Light Truck or Delivery Services Drivers
E	Industrial Truck and Tractor Operators	J	Social and Human Service Assistants

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)

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