



2022 ANNUAL PLANNING INFORMATION AND WORKFORCE ANALYSIS REPORTS:

SOUTH CENTRAL 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

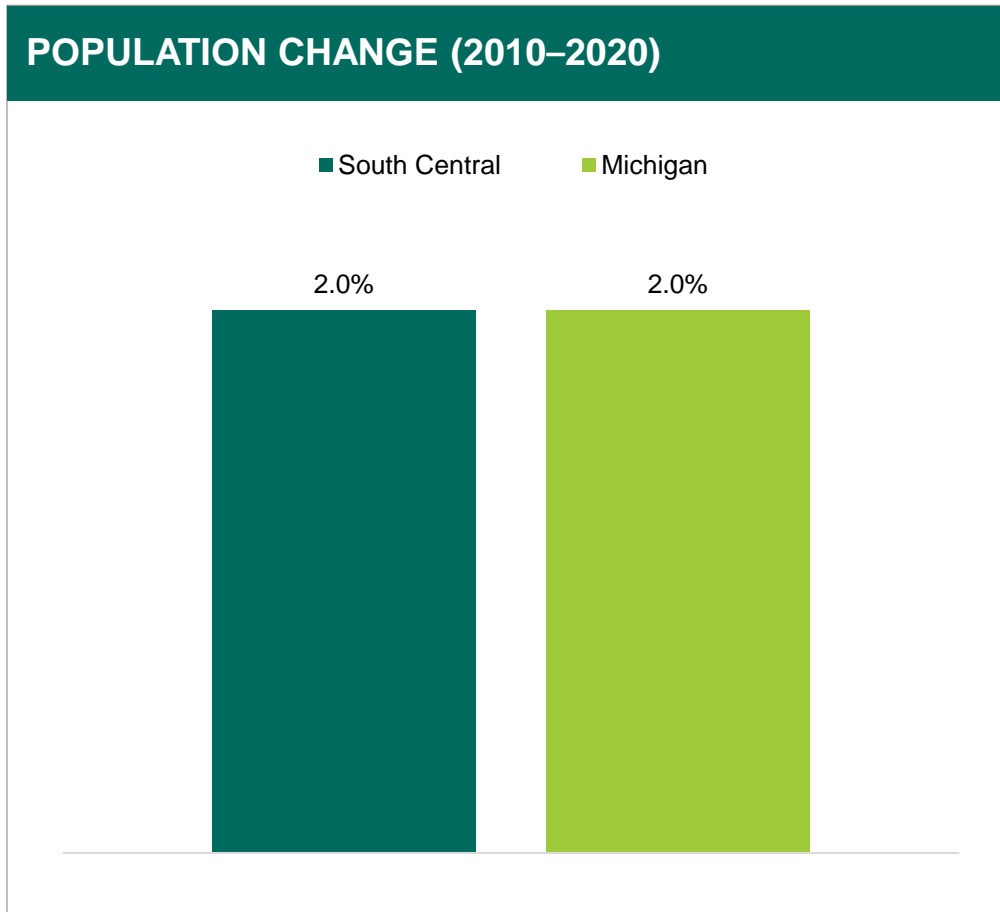
AND CHARACTERISTICS

TABLES 1–4

Regional population has grown by 2.0 percent between 2010 and 2020.

In 2020, according to the U.S. Census Bureau, the total population in the South Central Prosperity Region was 473,200. This was an overall increase of 2.0 percent, or 9,200, since 2010 when the population was 464,000. All three counties that make up the region saw increases in their populations between this time. **(Table 1)**

Michigan's population grew by 2.0 percent since 2010, adding nearly 193,700 residents by 2020. Nationwide, the population rose by more than seven percent (or about 22.7 million) over this period. **(Table 1)**

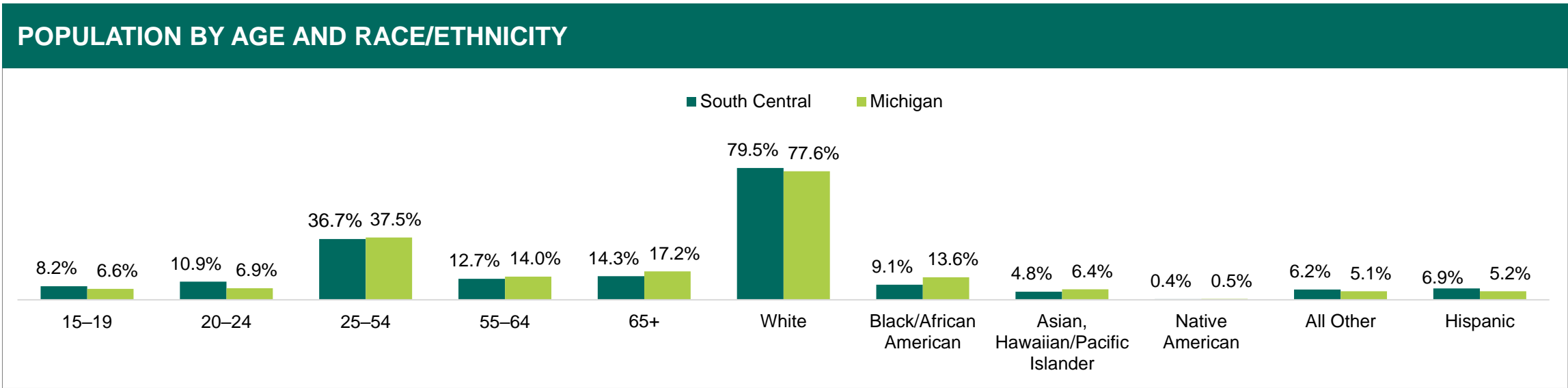


Source: Decennial Census, Annual Population Estimates, U.S. Census Bureau

South Central’s population demographics are nearly aligned with Michigan’s.

South Central Michigan had over one-third of its population within the 25 to 54 age range. The region was younger than the statewide average, with less individuals age 55 and older. (Table 2)

South Central Michigan’s white residents made up most of the the region’s population, which was nearly 2.0 percentage points higher than the statewide average.

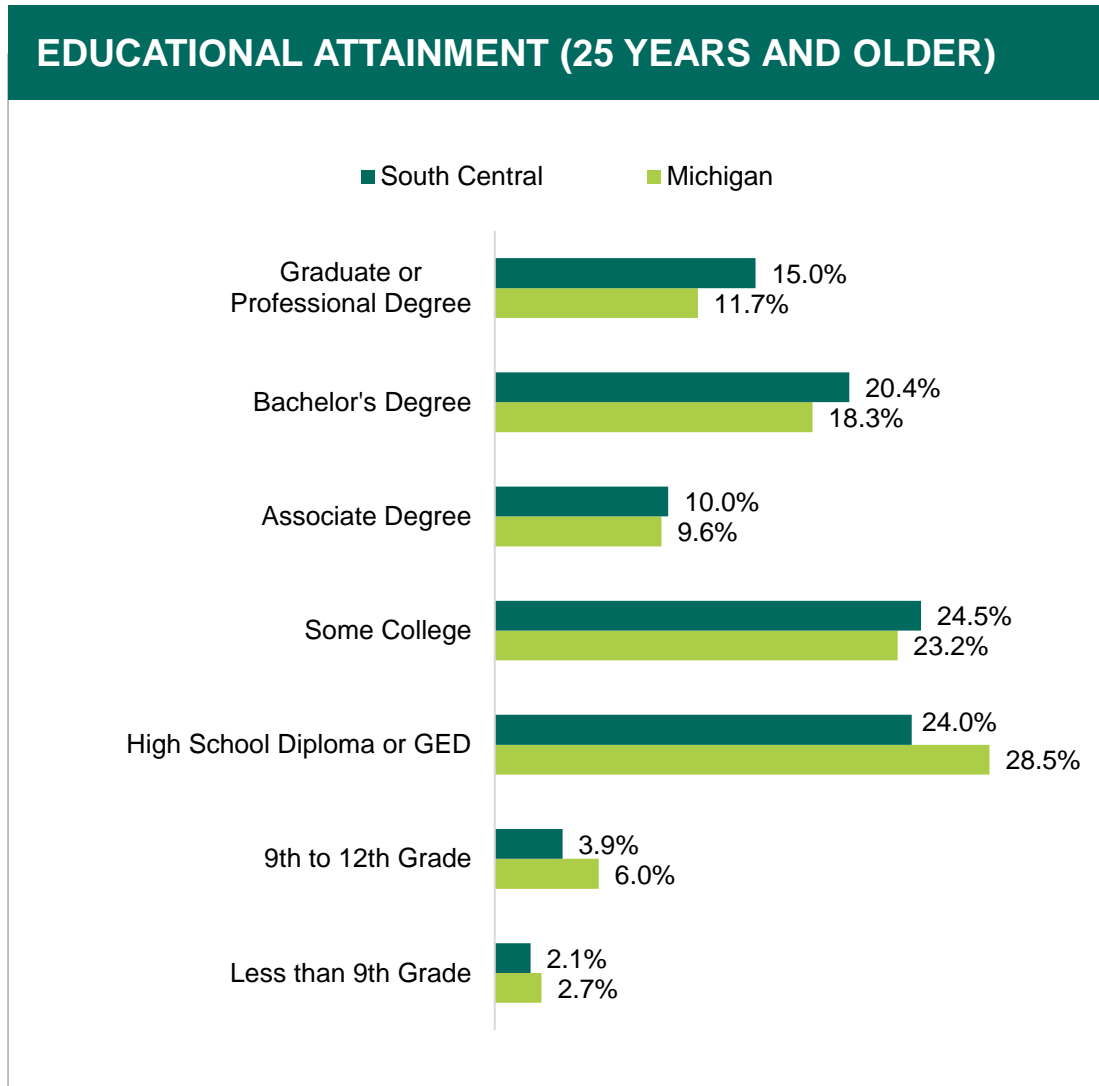


Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

South Central Michigan's residents hold a higher level of educational attainment, on average, than statewide.

Over one-third of South Central Michigan's residents age 25 and older obtained a bachelor's degree or higher (35.4 percent). That level of educational attainment outpaces the statewide average (30.0 percent), by just over 5 percentage points. **(Table 3)**

South Central had less residents than the statewide average with only a high school diploma or GED, or below. Just 24.0 percent of the region's residents had a high school diploma or GED as their highest level of educational attainment, nearly 5 percentage points less than the statewide average.



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



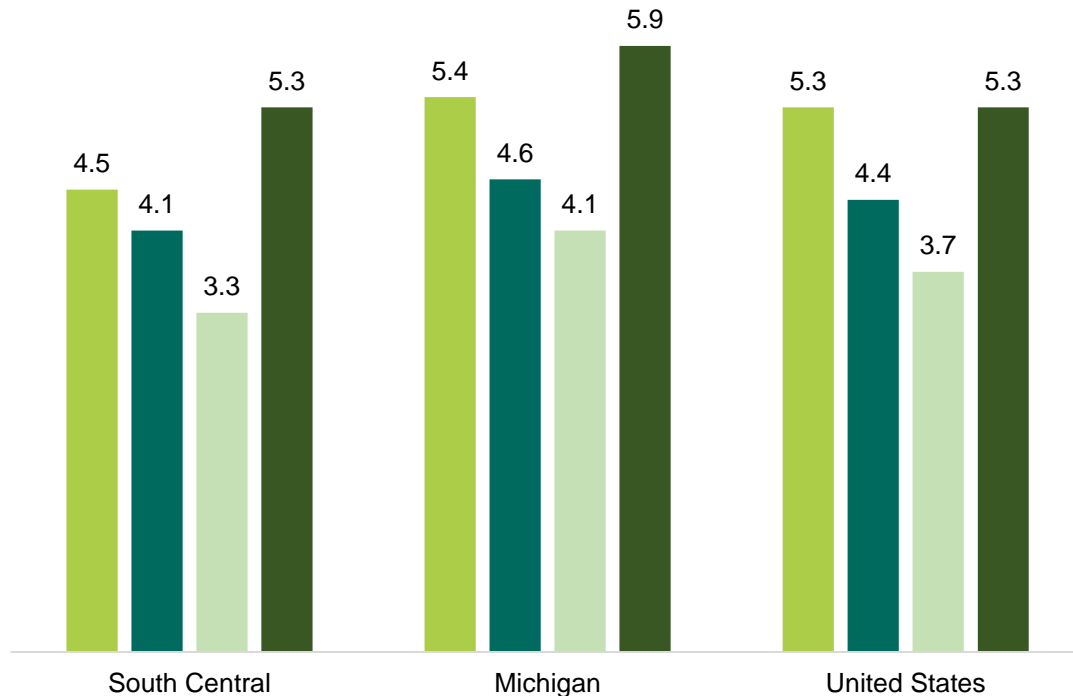
LABOR FORCE AND EMPLOYMENT

TRENDS AND CHARACTERISTICS

TABLES 4–7, 12

UNEMPLOYMENT RATES

■ 2015 ■ 2017 ■ 2019 ■ 2021



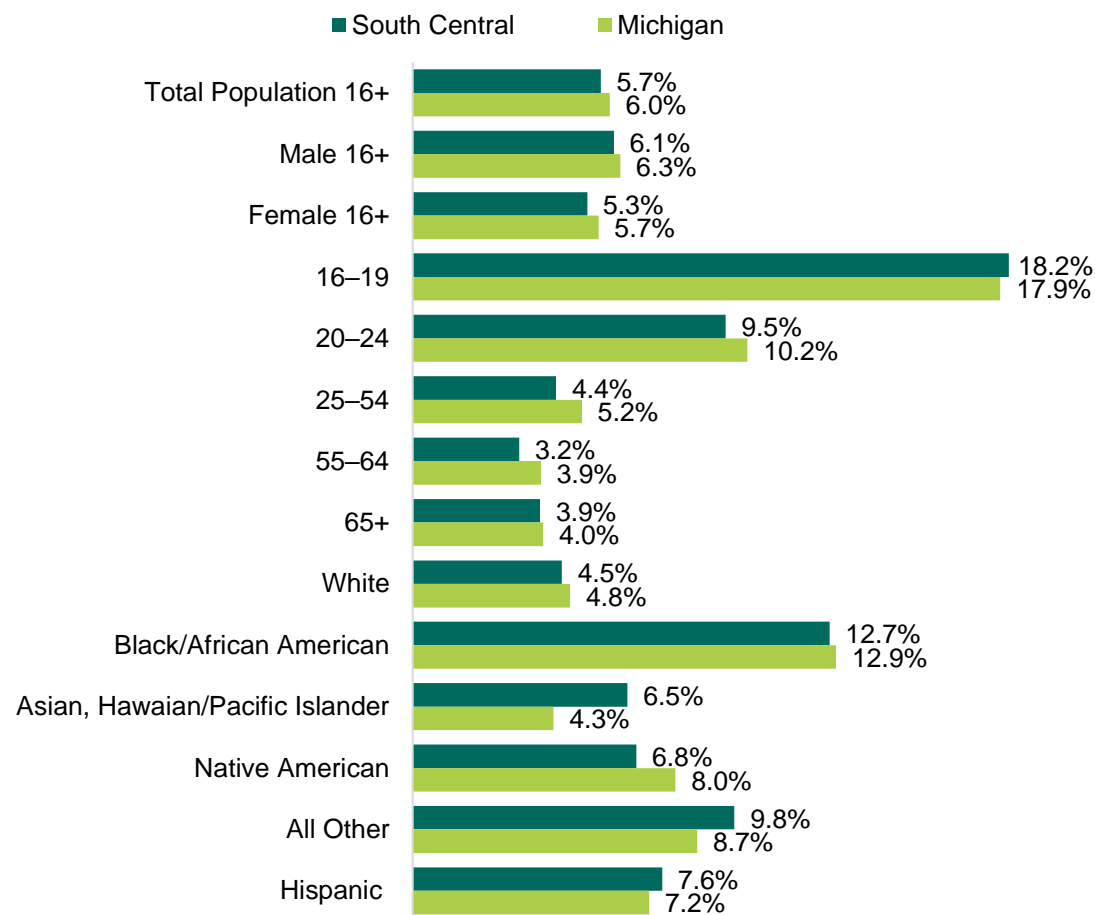
The region's 2021 jobless rate was elevated since prior to the pandemic.

Like national and statewide trends, South Central Michigan's jobless rate remained elevated since prior to the COVID-19 pandemic. From 2019 to 2021, South Central's jobless rate increased by 2.0 percentage points, slightly more than both Michigan and the U.S. **(Table 6)**

Since 2019, the number of unemployed in the region increased by 50 percent, equivalent to an increase of 4,200 individuals. **(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



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

Unemployment rates for demographic groups in the region are similar to statewide rates.

Like Michigan, South Central's unemployment rate was highest for those age 16 to 19. For the total population 16 years and older, South Central's unemployment rate was marginally lower than Michigan. **(Table 7)**

During the 2016–2020 period, there were less females than males in the region participating in the labor force. Both groups held unemployment rates lower than the statewide average. **(Table 7)**

A background image showing a handshake over a document, with a teal overlay. The handshake is the central focus, with one hand in a grey shirt sleeve and the other in a light blue shirt sleeve. Below the hands, a document with some text is visible. The entire image has a teal color overlay.

INDIVIDUALS WITH

BARRIERS TO EMPLOYMENT

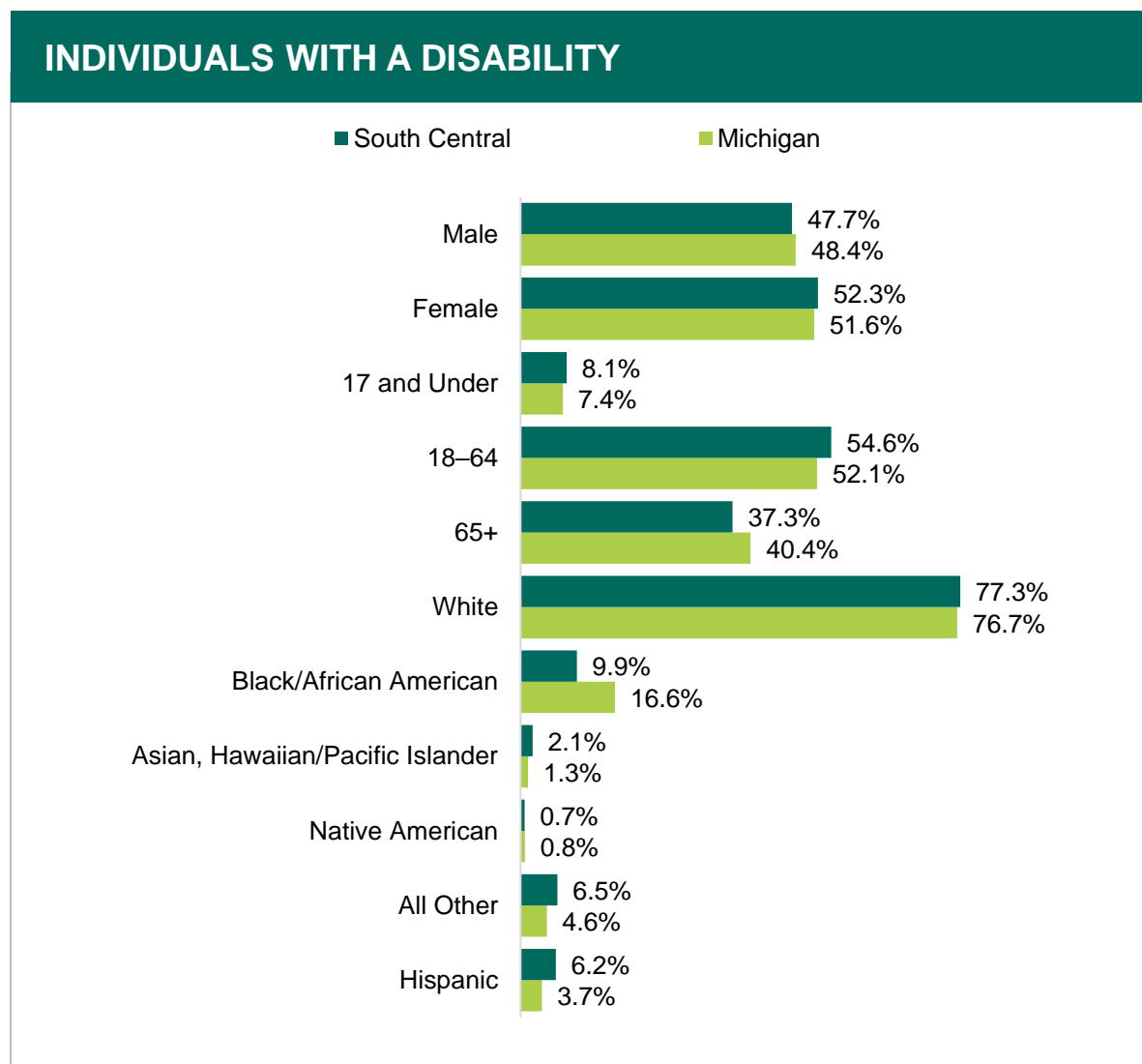
TABLES 28–36

South Central Michigan had 13.7 percent of its population reported to have a disability.

Based on the 2016–2020 estimates from the U.S. Census Bureau, 65,500 people or 13.7 percent of the population in South Central Michigan were reported to have a disability. **(Table 28)**

The distribution of disabilities by age group within the region was nearly identical to Michigan's average. Females in the region were reported to have a higher share of individuals with disabilities than males by nearly 5 percentage points. **(Table 28)**

The regional distribution of individuals with disabilities by race/ethnicity groups closely aligned with total population distributions.

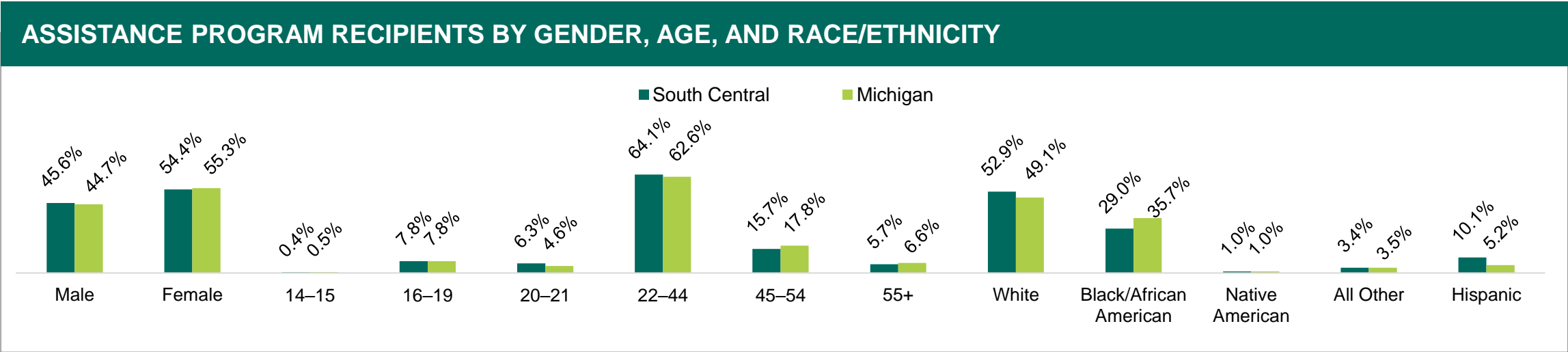


Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

The region’s white individuals made up more than half of the region’s assistance program recipients.

In December 2021, the region had just under 16,600 assistance program recipients. Of these individuals almost two-thirds were within the 22–44 age group, nearly equal to the statewide average. (Table 30)

Females made up a larger share of assistance program recipients than males by nearly 10 percentage points. (Table 30)

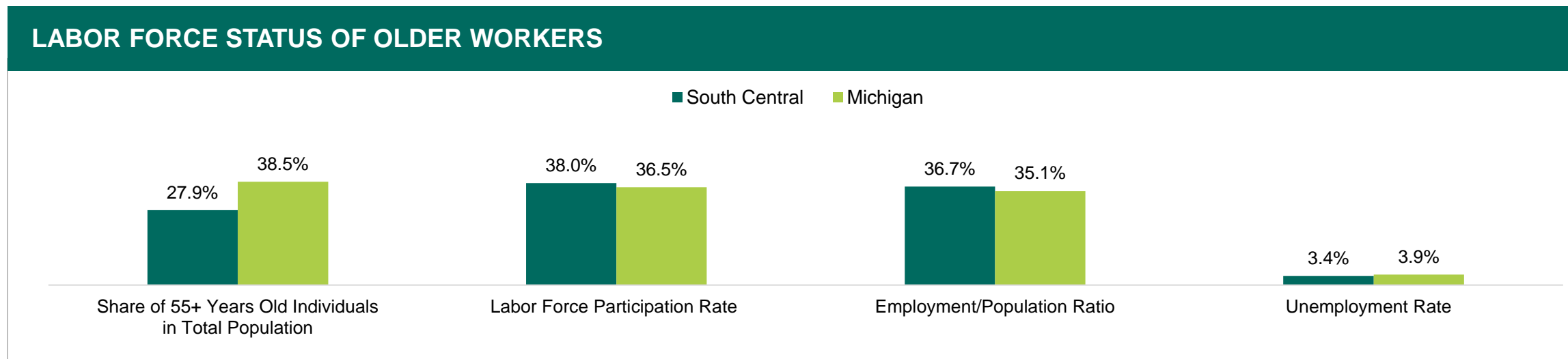


Source: Michigan Department of Health and Human Services

The share of older individuals in South Central is less than the statewide average.

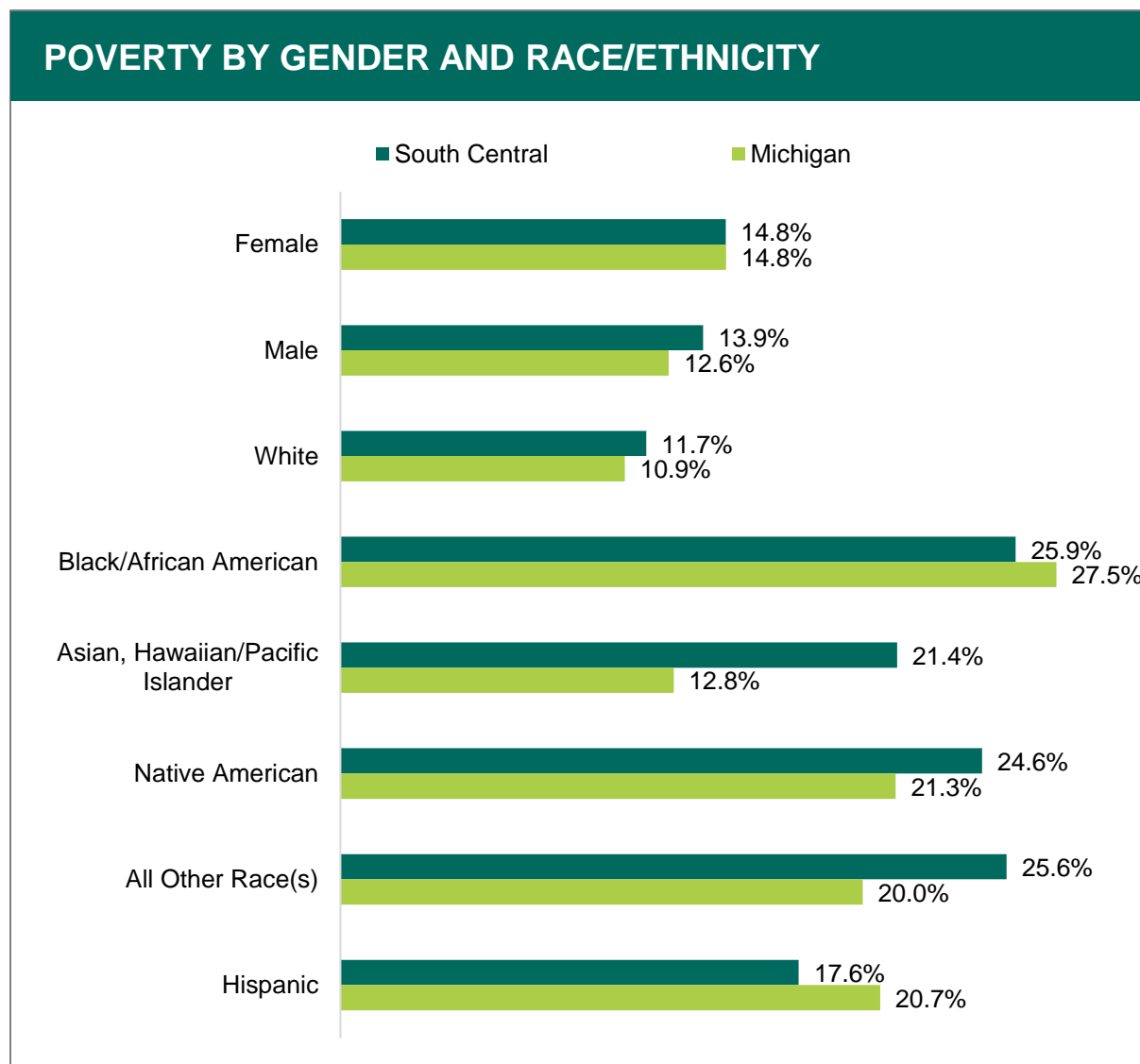
The share of individuals 55 years and older in South Central was over 10 percentage points lower than that of the state. However, these individuals participated in the labor force at a slightly higher rate than the statewide average. [\(Table 35\)](#)

Unemployment rates among older workers in the region (3.4 percent) were marginally lower than the state (3.9 percent). [\(Table 35\)](#)



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

South Central Michigan's poverty rate outpaces the statewide rate.



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

South Central's poverty rates exceeded the statewide average for nearly every group by race/ethnicity except for Black/African American individuals and Hispanic individuals. The breakdown of poverty rates by gender was nearly identical to the statewide average. **(Table 36)**

The region had a higher share of its total population below the poverty level (14.4 percent) than Michigan (13.7 percent). **(Table 36)**

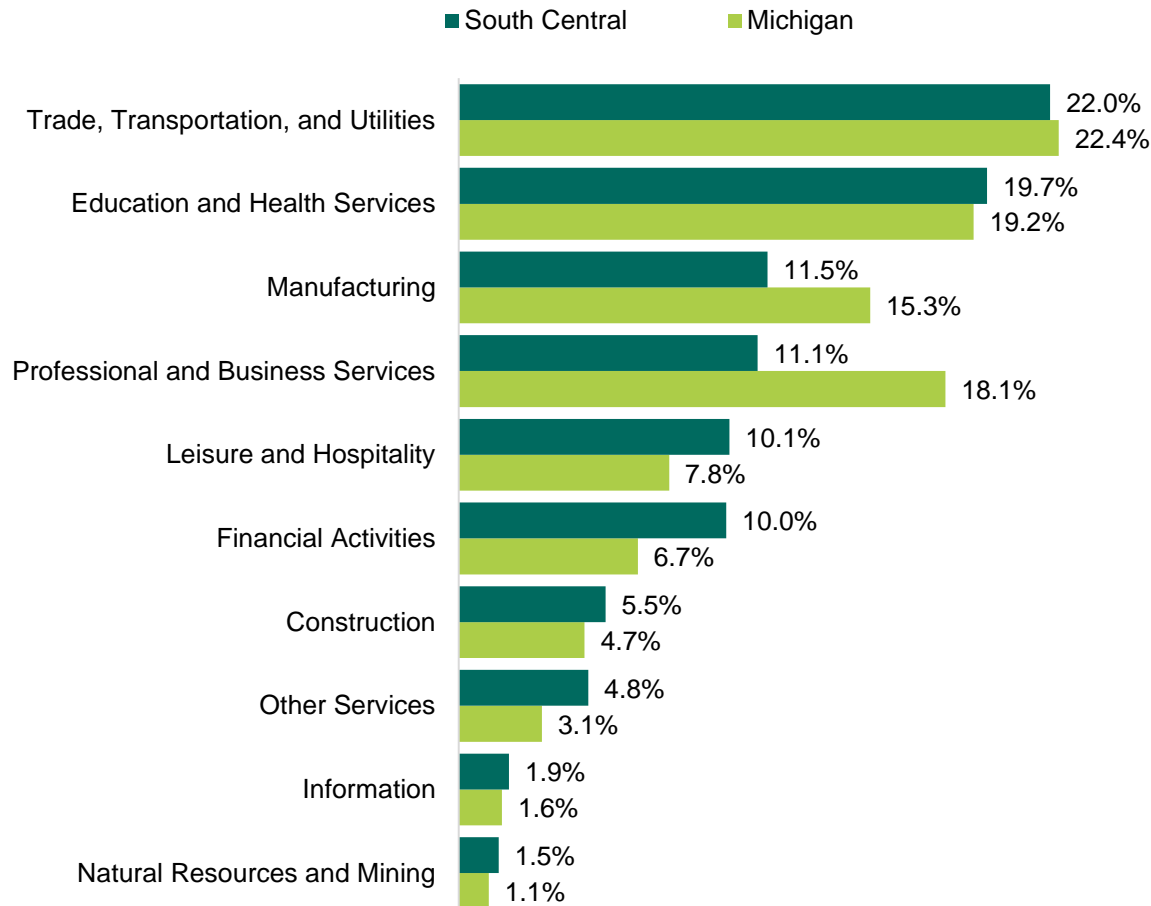


IN-DEMAND INDUSTRY SECTORS

AND OCCUPATIONS

TABLES 8–11, 17–26

DISTRIBUTION OF INDUSTRY JOBS, SECOND QUARTER 2021



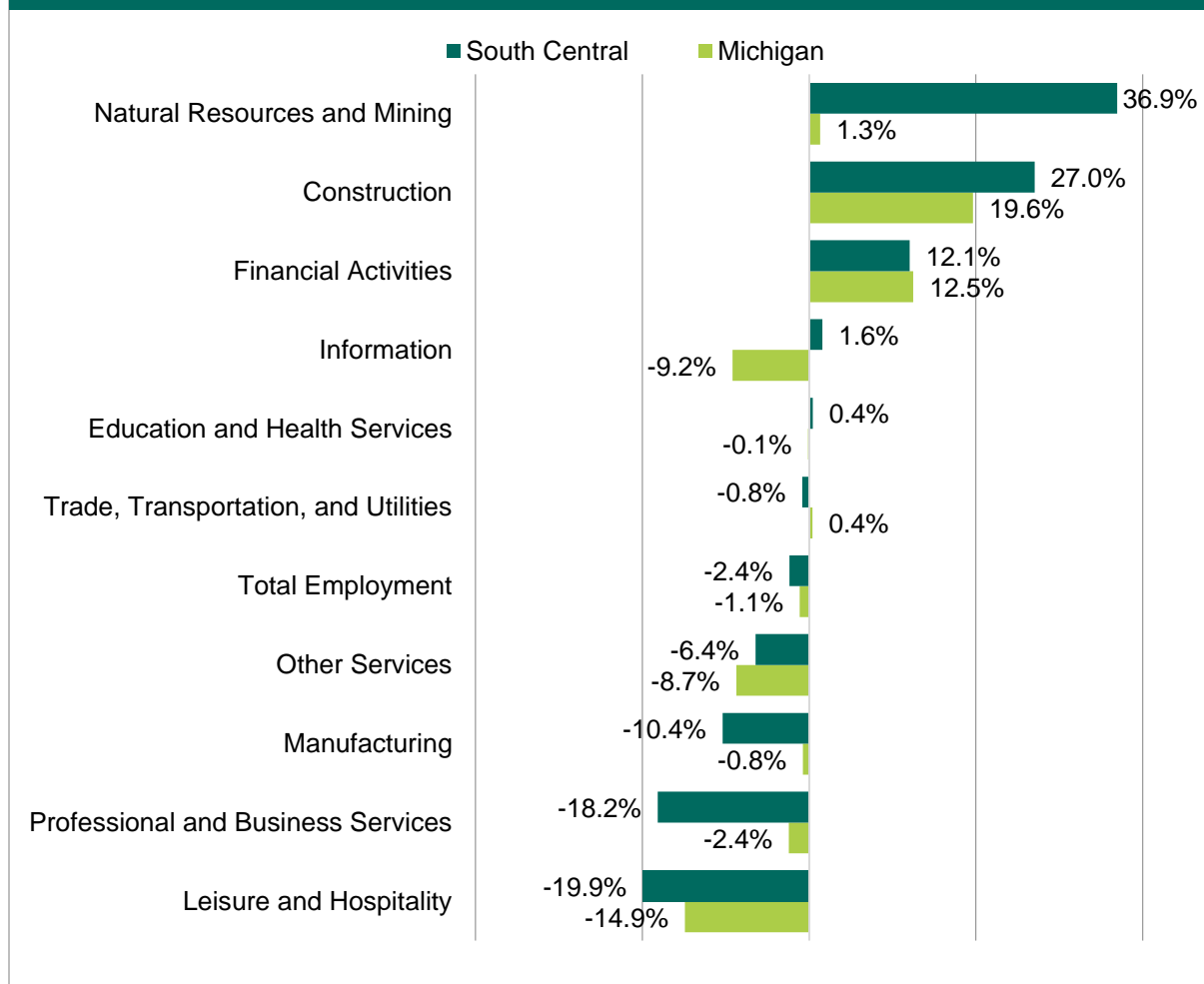
Source: Quarterly Census of Employment and Wages, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management & Budget

Over half of South Central's jobs are within its top three industries.

Similar to Michigan, South Central held more than 50 percent of its industry jobs within *Trade, transportation, and utilities*; *Education and health services*; and *Manufacturing*. *Manufacturing* is, however, more pronounced at the statewide level, making up over 15 percent of total jobs compared to just over 11 percent of the region's jobs.

In its smaller industries, beginning with *Leisure and hospitality*, South Central had slightly higher shares than the statewide average. **(Table 8)**

PRIVATE SECTOR JOB TRENDS, SECOND QUARTER 2015–2021



Many industry sectors are down since 2015.

Total private sector jobs in South Central Michigan were down by 2.4 percent (-3,700 jobs) since 2015, slightly more than the statewide decrease of 1.1 percent over the time period. For both the region and the state, *Leisure and hospitality* had the most noticeable loss. **(Table 8)**

Only five industries in the region increased over the time period. The most notable were *Natural resources and mining*, *Construction*, and *Financial activities*. *Natural resources and mining* outpaced the state by over 35 percentage points. **(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, SOUTH CENTRAL | |
|--|--------|
| JOB TITLE | NUMBER |
| Software Developers and Quality Assurance Analysts | 2,483 |
| Computer Occupations, All Other | 2,429 |
| Personal Service and Entertainment Managers, All Other | 1,863 |
| Retail Salespersons | 1,827 |
| Sales Reps., Except Tech. and Scientific Products | 1,577 |
| Customer Service Representatives | 1,410 |
| Registered Nurses | 1,243 |
| First-Line Supervisors of Retail Sales Workers | 1,200 |
| Management Analysts | 934 |
| Laborers and Freight, Stock and Material Movers | 917 |

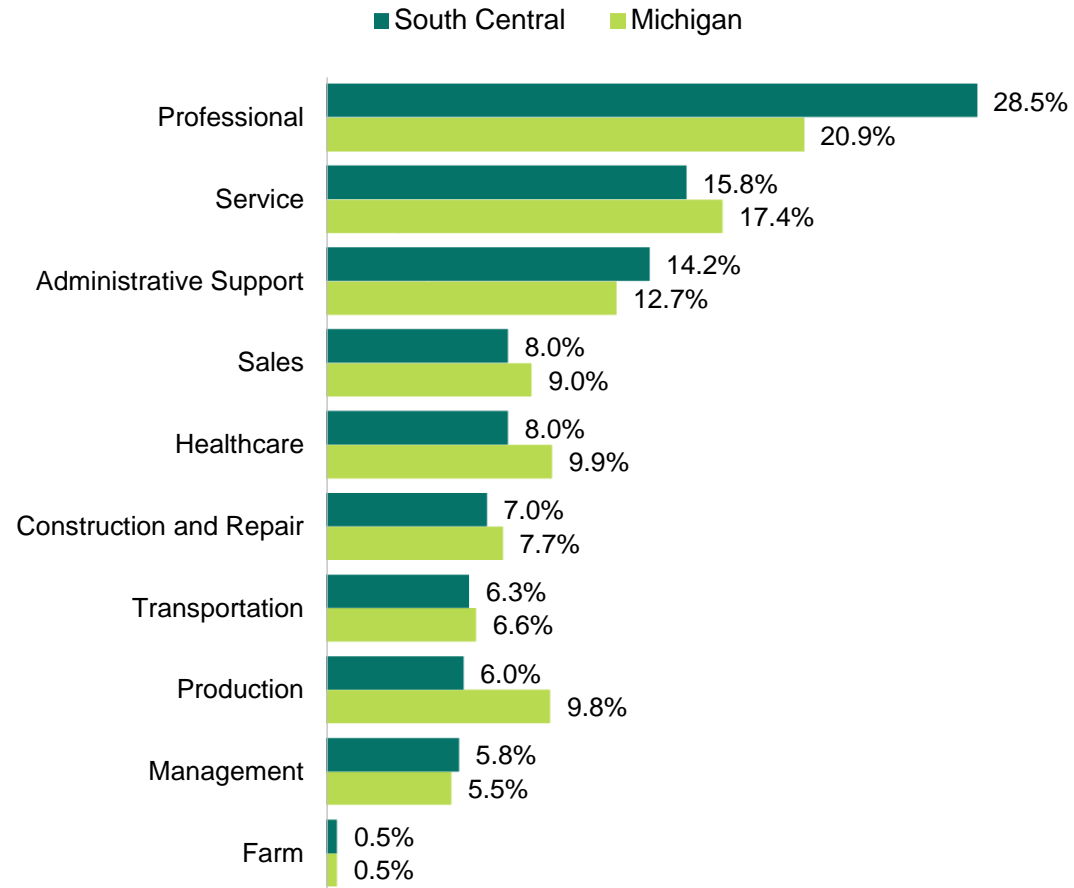
Source: The Conference Board, Help Wanted Online, Burning Glass Technologies

There were 60,500 online job postings in the region during 2021.

According to Burning Glass Technologies, Help Wanted Online, there were 60,500 available job advertisements in the region throughout 2021. **(Table 17)**

Over 10 percent of the available online job advertisements were within three occupations. *Software developers and quality assurance analysts* held the largest share at 4.1 percent. Following behind were *Computer occupations, all other* (4.0 percent), and *Personal service and entertainment managers, all other* (3.1 percent). **(Table 18)**

PROJECTED 2028 DISTRIBUTION OF JOBS BY BROAD OCCUPATIONAL GROUPS

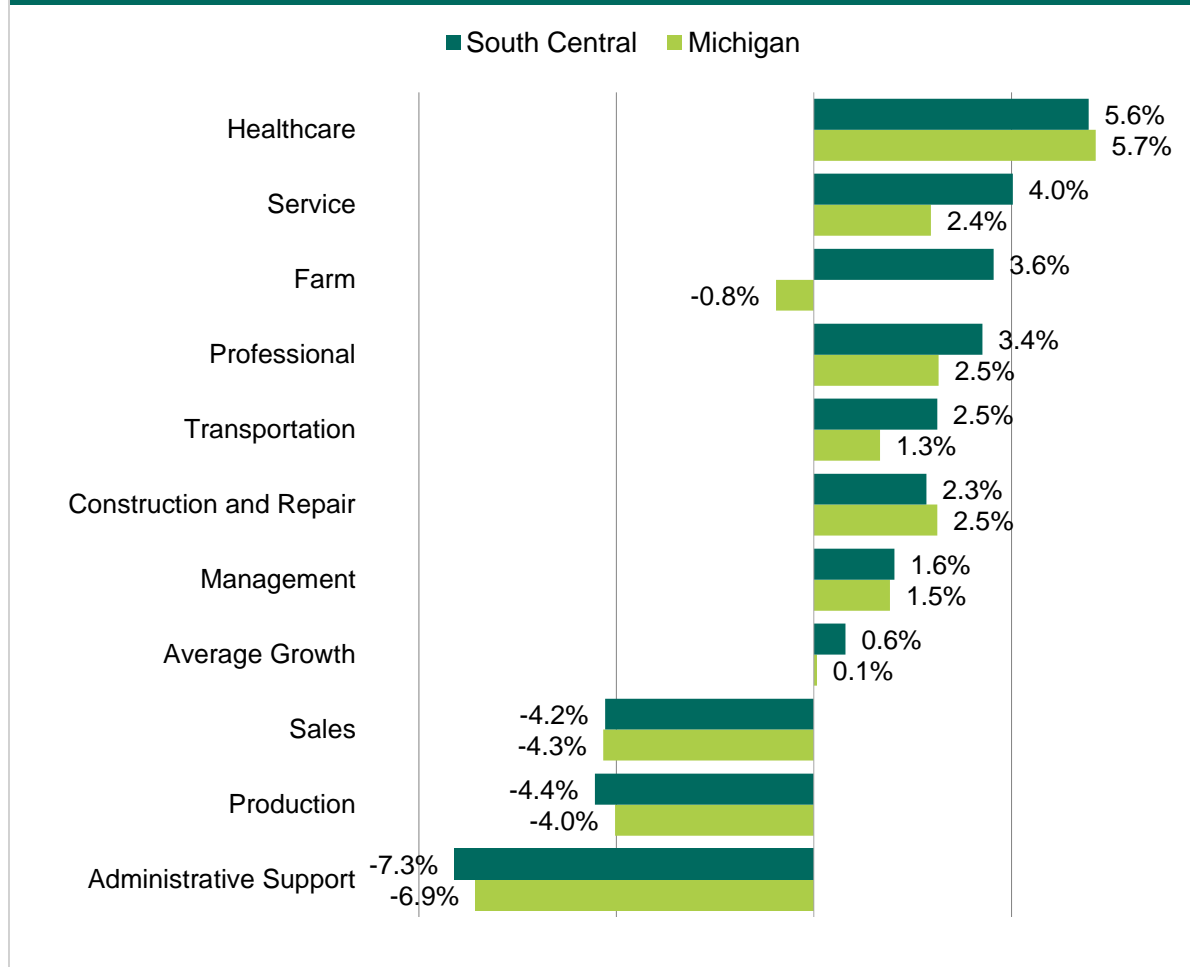


Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

Employment is projected to grow by just 0.6 percent in the region.

The region had a slightly higher projected growth rate through 2028 than Michigan's projected 0.1 percent employment growth. The *Professional* occupational group is expected to make up the majority of 2028 employment at 28.5 percent, far outpacing the statewide projected distribution. **(Table 19)**

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

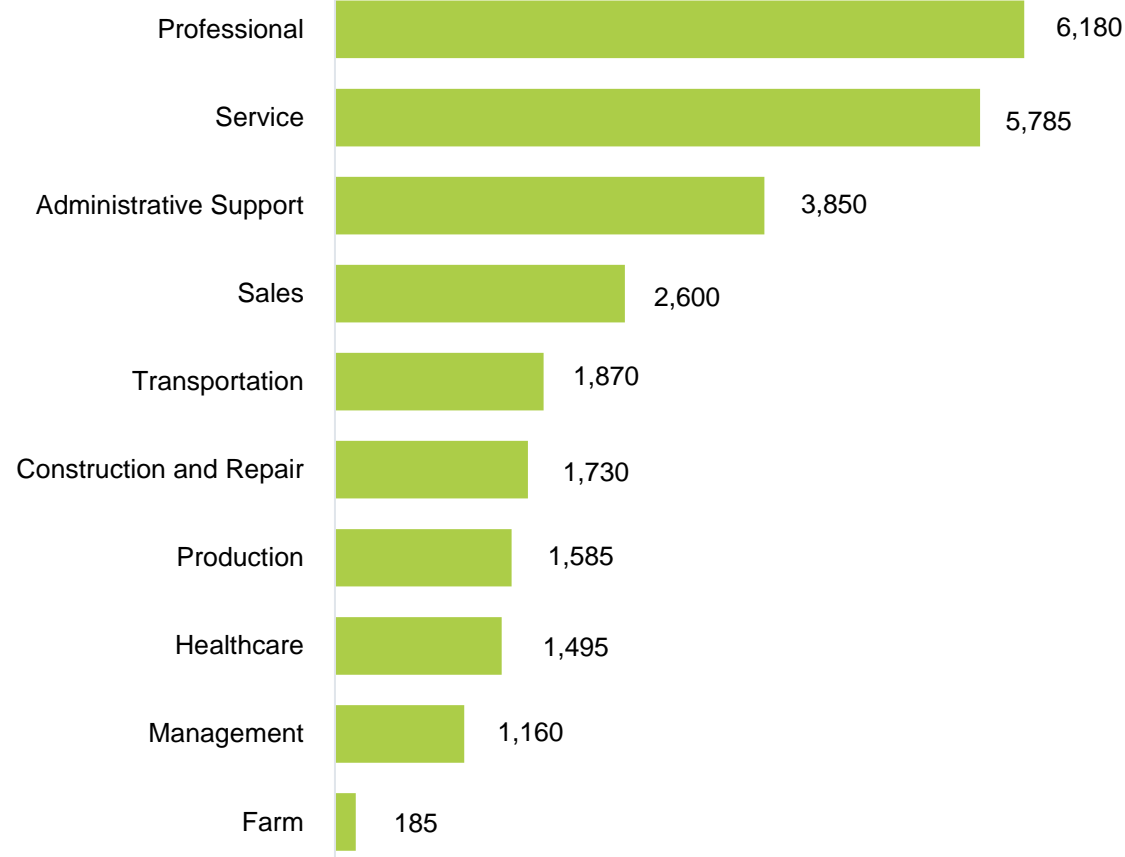


***Healthcare, Service, and Farm* occupation groups are expected to grow the most.**

South Central's projected growth rate of 0.6 percent equates to an additional 1,500 jobs from 2018–2028. Most occupational groups in the region have similar expected growth rates to that of Michigan. However, *Farm* stands out as it is expected to decrease by 0.8 percent at the state level yet is one of South Central's top three expected growths. **(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)



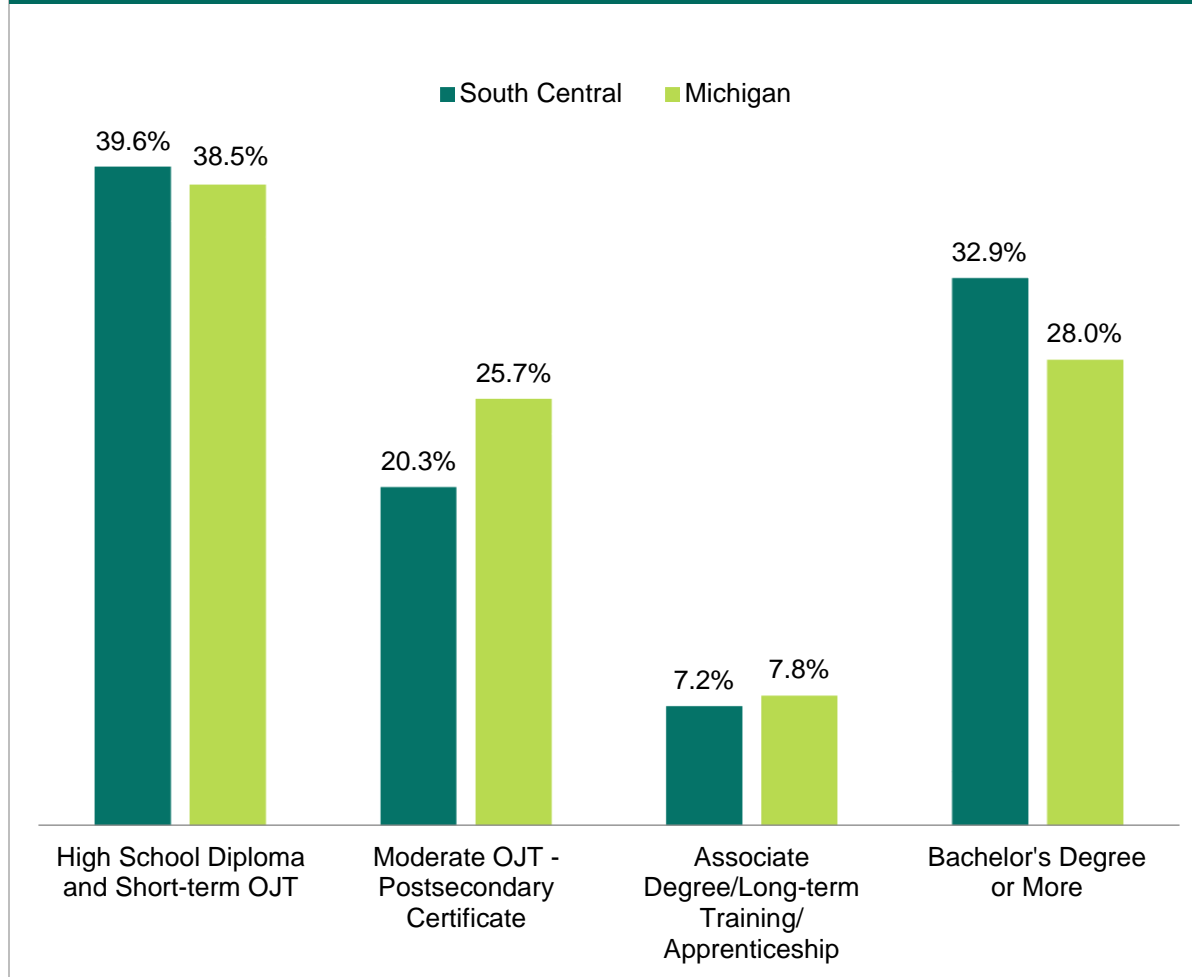
Occupations with the largest share of jobs are projected to have the most annual openings.

As seen previously, *Professional*, *Service*, and *Administrative support* are projected to not only have the highest distribution of jobs in 2028, but also have the largest projected annual openings for the region.

Of the projected 26,400 total annual openings for South Central, 60 percent (15,800 openings) will be within the top three occupational groups. **(Table 20)**

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

PROJECTED 2028 OCCUPATIONAL EMPLOYMENT BY EDUCATION (SHARE OF TOTAL)



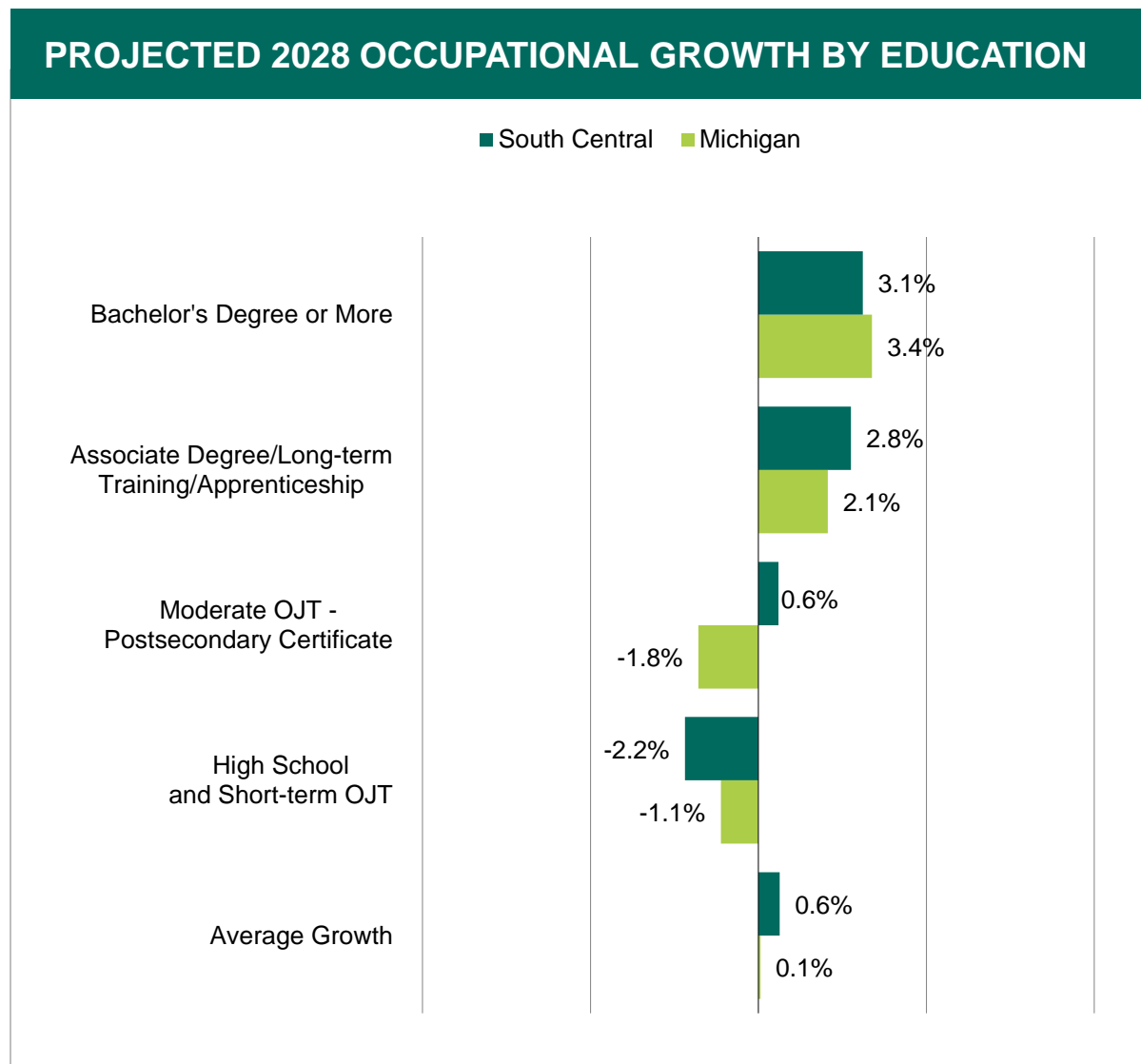
Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

The region is projected to have a higher share of jobs requiring a bachelor's degree or more.

South Central Michigan is projected to have a higher share of jobs requiring a bachelor's degree or more than the statewide average by nearly 5 percentage points.

The region is also projected to have a slightly higher share of jobs requiring a high school diploma and short-term on-the-job training (OJT) by 2028 than Michigan.

Growth rates by education are closely aligned with the state.



South Central's occupations requiring a bachelor's degree or more are expected to grow the most by 2028. However, this category's growth rate is marginally lower than the statewide average.

Occupations requiring moderate on-the-job training or postsecondary certificate are expected to decrease at the state level but projected to grow slightly in the region.

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 AT LEAST A BACHELOR'S DEGREE



Dotted lines mark the average projected growth rate (0.6 percent) and the median hourly wage (\$21.46) for the region.

| | | | |
|----------|--|----------|-----------------------------------|
| A | Education Administrators, Postsecondary | F | Management Analysts |
| B | Educational, Guidance, and School Counselors | G | Marketing Specialists |
| C | Financial Managers | H | Mechanical Engineers |
| D | General and Operations Managers | I | Registered Nurses |
| E | Industrial Engineers | J | Software Developers, Applications |

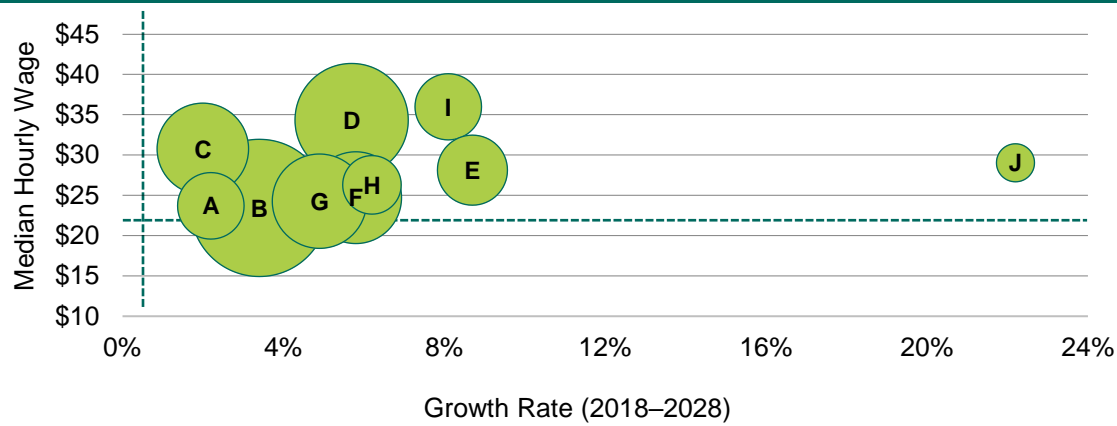
Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and Budget

Jobs requiring a bachelor's degree 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 AN ASSOCIATE DEGREE, LONG-TERM TRAINING, OR AN APPRENTICESHIP



Dotted lines mark the average projected growth rate (0.6 percent) and the median hourly wage (\$21.46) for the region.

| | | | |
|----------|---|----------|---|
| A | Bus and Truck Mechanics and Diesel Engine Specialists | F | Industrial Machinery Mechanics |
| B | Carpenters | G | Machinists |
| C | Claims Adjusters, Examiners, and Investigators | H | Paralegals and Legal Assistants |
| D | Electricians | I | Plumbers, Pipefitters, and Steamfitters |
| E | HVAC and Refrigeration Mechanics and Installers | J | Respiratory Therapists |

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

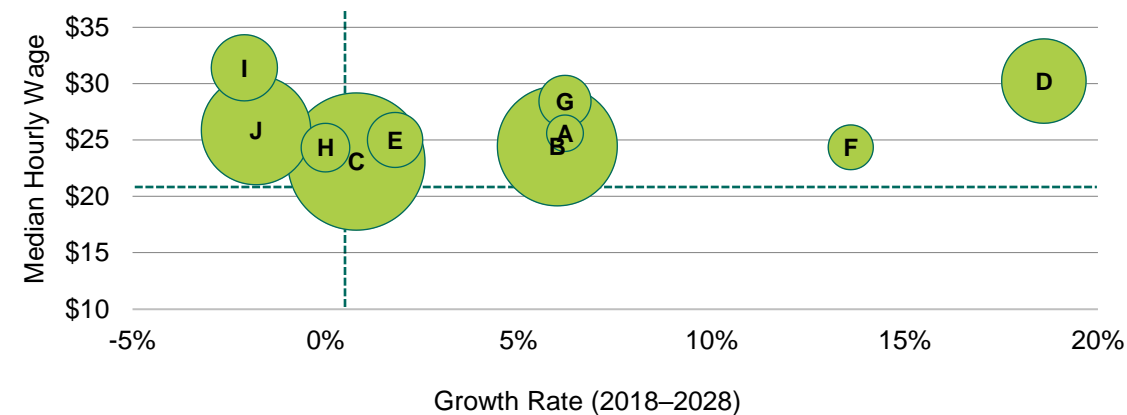
Jobs that typically require an associate degree, long-term training, or an apprenticeship met the criteria for being high-demand and high-wage in the region.

Occupations typically requiring this level of educational attainment while still being high-demand and high-wage in the region include *Carpenters, HVAC and refrigeration mechanics and installers, or Respiratory therapists.* (Table 24)

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management and 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 (0.6 percent) and the median hourly wage (\$21.46) for the region.

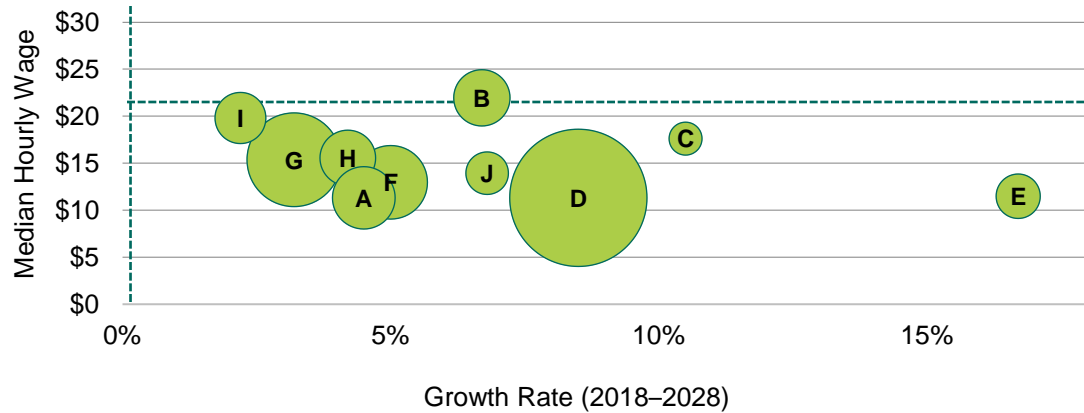
| | | | |
|----------|---|----------|--|
| A | Cement Masons and Concrete Finishers | F | Massage Therapists |
| B | Computer User Support Specialists | G | Operating Engineers |
| C | Heavy and Tractor-Trailer Truck Drivers | H | Painters, Construction and Maintenance |
| D | Insurance Sales Agents | I | Police and Sheriff's Patrol Officers |
| 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 *Computer user support specialists*, *Licensed practical and licensed vocational nurses*, and *Police and sheriff's patrol officers*. (Table 25)

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



Dotted lines mark the average projected growth rate (0.6 percent) and the median hourly wage (\$21.46) for the region.

| | | | |
|----------|---|----------|--|
| A | Childcare Workers | F | Janitors and Cleaners, Except Housekeepers |
| B | Construction Laborers | G | Laborers and Freight, Stock, and Material Movers, Hand |
| C | Farmworkers, Farm, Ranch, and Aquacultural Animals | H | Landscaping and Groundskeeping Workers |
| D | Food Prep. and Serving Workers, Including Fast Food | I | Light Truck or Delivery Services Drivers |
| E | Home Health Aides | J | Social and Human Service Assistants |

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)