



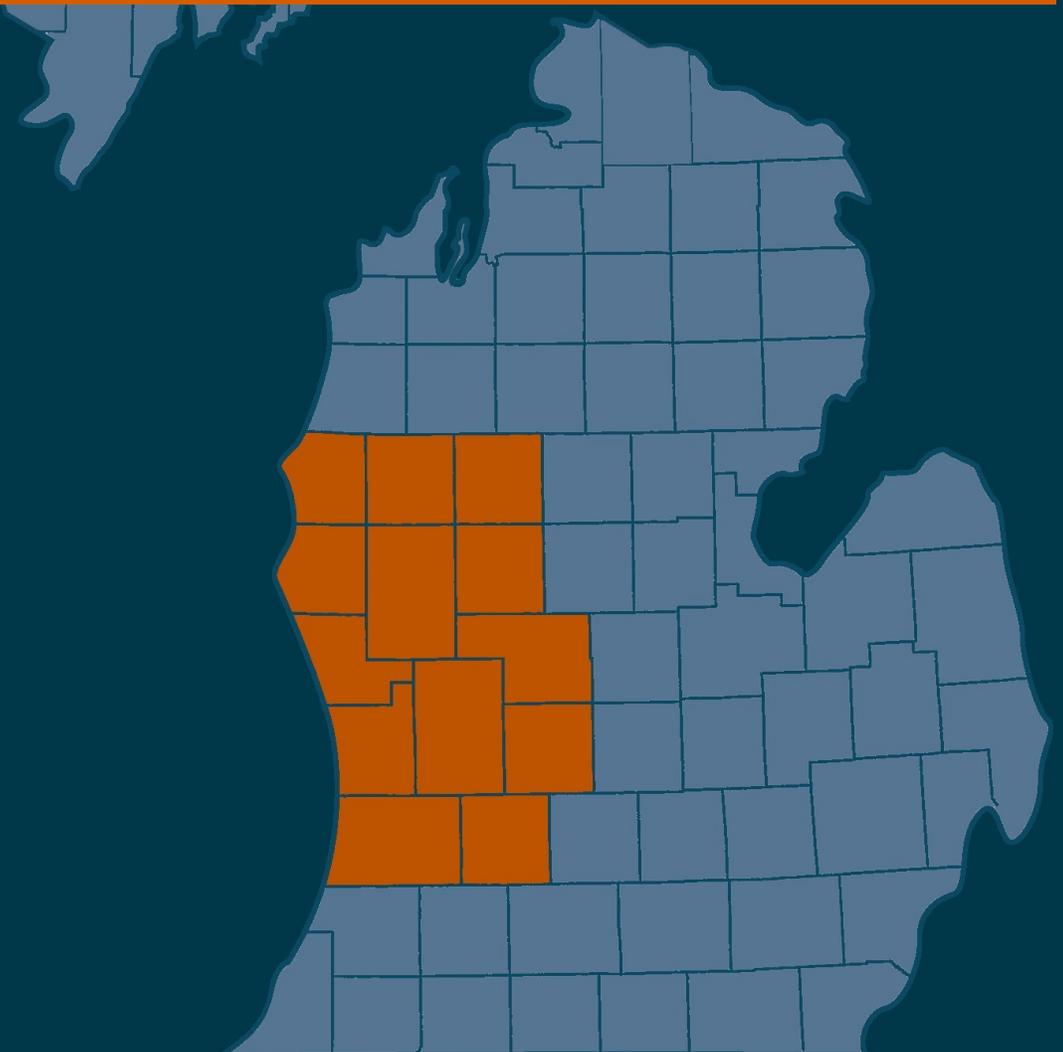
Q1 2021
January - March

West Michigan

13-County Talent Assessment

Quarterly Labor Market Report

Q1 2021





About Talent 2025

Talent 2025 is a catalyst for an integrated talent development system for West Michigan. Composed of 100 CEOs from the region's 13 counties, the organization strives to be a driving force for an ongoing supply of world-class talent by convening leaders and organizations who will help shape a thriving economy.

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INTRODUCTION AND PURPOSE

West Michigan community leader,

The labor market remains in a constant state of fluctuation as employers continue to respond and adapt to the COVID-19 pandemic, resulting in growing uncertainty among educators and jobseekers regarding in-demand occupations and competencies. Although our annual talent demand report remains a crucial component of Talent 2025's effort to catalyze and align the talent system in West Michigan, now more than ever, timely and reliable data and analysis on the current and forecasted talent needs of the regions' employers is critical to our goal. This is why we've forgone the annual version of our Talent Assessment and Outlook report in lieu of a more timely, quarterly report highlighting trends as they emerge in our regional labor market.

The current state of West Michigan's labor market and the demands of employers looks dramatically different from the release of the inaugural report in 2014. Today, regional unemployment stands at just over 4.7 percent, well below that of the state and nation. Although this remains higher than the historic low of 2.9 percent observed for the region before the onset of the pandemic, it is a significant improvement from the all-time high of 23.0 percent observed in April. **Despite a larger pool of available talent, a majority of employers still report difficulty finding talent to meet their needs and nearly half of jobseekers feel they lack the skills to qualify for available jobs — with low potential pay and childcare also frequently cited as barriers for those seeking work.**

Today, more than ever before, employers and education and training organizations need to work together to upskill and retrain the large volume of dislocated workers who find themselves out of work because they lack the knowledge and skills necessary to compete in the modern talent landscape. The ability of the region's talent system to meet the current and forecasted needs of the region's employers lies not in attracting new talent, but rather in elevating the skillsets of those who current live and work in West Michigan and helping dislocated workers transition into new occupations and industries.

Local employers have responded to these emerging challenges in efforts to mitigate talent attraction and retention issues through increased wages, sign-on and retention bonuses, emphasis on company culture and employee mental health, investments in the training and development of new and incumbent employees, redefining job skill requirements, and developing talent pipelines in collaboration with education and workforce organizations. Education and workforce organizations have also made efforts to establish new training programs for semi-skilled and skilled labor, to promote in-demand jobs and career pathing information to middle and high school students, and more.

We hope this report is beneficial to you and your organization, whether you are an employer, education or training institution, or community organization. We also hope it generates action on the part of every stakeholder across the region to work together to attract, retain, and develop the talent we need to make West Michigan a top region for talent.

Regards,



Kevin Stotts, President
Talent 2025

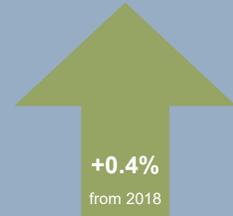
EXECUTIVE SUMMARY

- West Michigan experienced continued population growth from 2018 to 2019, **adding almost 6,000 new residents** to bring the population of the region to 1,613,924 — a 16.2 percent share of the statewide population — although this growth comes despite continued negative net migration to counties outside of the state of Michigan.
- Educational attainment in West Michigan continued to move in a positive direction, with **60.5 percent of adults possessing some form of education** beyond high school in 2019. According to these estimates, 9.1 percent of the adult population in West Michigan did not have a high school diploma or GED — accounting for over 96,000 adults. These individuals face enormous barriers to gaining and sustaining employment, which have only been exacerbated since the COVID-19 pandemic. Accelerated trends in remote work, e-commerce, and automation/AI are drastically shrinking the volume of low-skill jobs available across the nation, **accelerating the need to reskill workforces at scale** to cope with increasing demand for new technical and social-emotional skills and declining demand for activities requiring mainly physical, manual, and basic cognitive skills.
- In the first quarter of 2021 employment began to shrink in West Michigan as the region's **labor force contracted**, resulting in minimal improvements to the region's unemployment rate. The size of the unemployed population fell by 3.1 percent (1,406 jobseekers) from Q4 2020, resulting in 14,915 fewer labor force participants and 13,510 fewer employed. The **unemployment rate continued to fall**, though at a much lower rate than the previous quarter, rebounding by just 0.1 percent to stand at 5.5 percent in Q1 — identical to the statewide rate and below the national rate (6.5%). **Employer demand continued to gain momentum** over the quarter, with online job ads growing by 9.2 percent (4,278 ads) from Q4 and 16.8 percent year-over-year.
- Employment among Goods-producing industries shrunk by 1.1 percent (1,567 jobs) over the quarter, while Service-providing industries displaced an additional 933 jobs (-0.2%) — resulting in a **net loss of 2,500 jobs for the region over the quarter**. The largest quarterly gains were attributed to Education and Health Services (2.3%; 2,300), Manufacturing (1.5%; 1,767), Trade, Transportation and Utilities (0.9%; 1,000), and Leisure and Hospitality (0.9%; 367). Losses persisted for Mining, Logging and Construction (-11.3%; -3,333), Information (-6.1%; -367), and Other Services (-5.2%; -1,167).
- **Nonfarm employment fell by 7.2 percent year-over-year**, reflecting 45,233 fewer employed in Q1 2021. Although employment in Goods-producing industries shrunk by 8.2 percent since Q1 2020, **3 in 4 displaced jobs originated from Service-providing industries** — which employed 32,233 fewer workers in Q1 2021 compared to the previous year. The largest loss was attributed to Leisure and Hospitality, which employed 12,633 fewer workers in 2021 (-26.1%), trailed by Information (-14.2%) and Manufacturing (-10.9%).

2019 Population Overview

Population Demographics

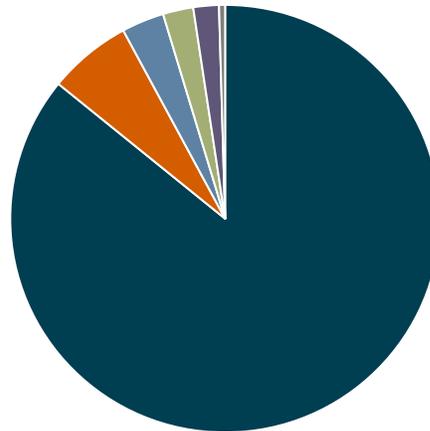
The population in West Michigan grew by over 0.4 percent from 2018 to 2019, with a total of 1,613,904 residents living within the 13-county region. The sex of the populace was nearly evenly distributed, with 49.8 percent of the population identifying as male and the remaining 50.2 percent identifying as female. The majority of the population identified as White (85.8%) with the second largest number of individuals identifying as Black or African American (6.3%). As a whole the region is facing an aging population, with 28.5 percent of residents aged 55 or beyond and just 37.9 percent of prime working-age (25-54).



1,613,904
West Michigan Residents

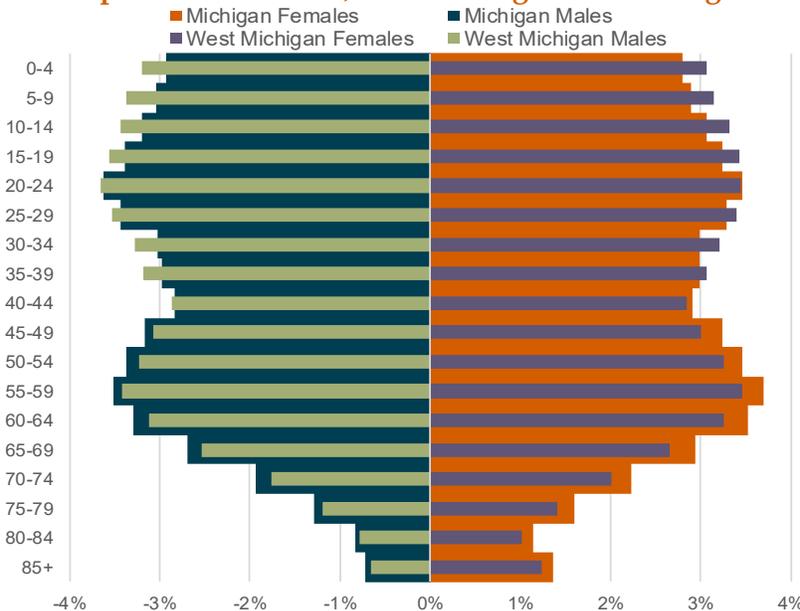
Population by Race/Ethnicity, West Michigan

- White: 85.8%
- Black/African American: 6.3%
- Two or More Races: 3.2%
- Some Other Race: 2.3%
- Asian: 1.9%
- Native American: 0.5%
- Hispanic or Latino: 8.3%



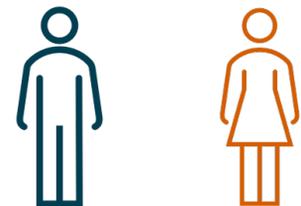
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

Population Structure, West Michigan and Michigan



U.S. Census Bureau, 2019 Population Estimates

Gender Distribution, West Michigan



49.8% Male 794,095 residents
50.2% Female 800,406 residents

2019 Labor Force Overview

Labor Force Overview

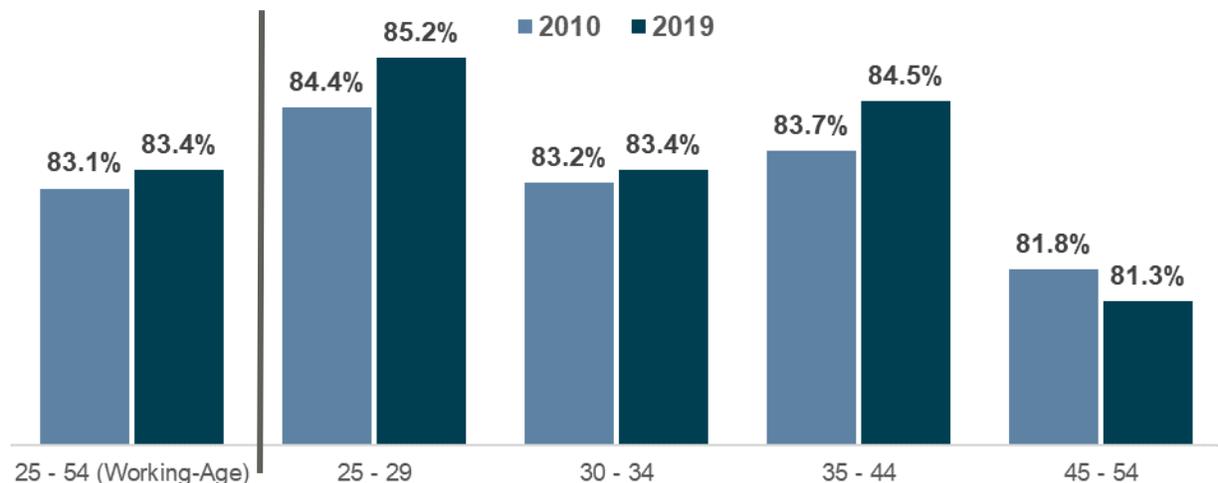
As recently as 2019, 64.6 percent of West Michigan residents ages 16 and older were either working or actively seeking work, slightly below the rate of 65.7 percent in 2010. Nearly half of the population, or about 777,220 individuals (48.2%) living in the region, were employed. The highest unemployment rate was associated with youth (ages 16-19), which was also the lowest labor force participation rate of any age group below 65. Black or African American jobseekers also faced difficulty finding employment, with an unemployment rate nearly 3 times higher than the average, at 12.3% percent.

Civilian Labor Force by Demographic Group, West Michigan

Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Labor Force Participation Rate	Unemployment Rate
Total (16+)	814,218	777,220	36,422	64.6%	4.5%
Age Bracket					
16-19	42,331	36,123	6,188	47.7%	14.6%
20-24	92,873	85,332	7,500	82.1%	8.1%
25-54	504,255	485,368	18,420	83.4%	3.7%
55-64	136,399	132,965	3,446	64.6%	2.5%
65+	38,494	37,525	1,015	15.8%	2.6%
Race					
White	672,698	647,129	25,243	64.1%	3.8%
Black/African American	45,588	39,991	5,588	60.5%	12.3%
Native American	3,363	3,272	91	57.1%	2.7%
Asian	17,534	16,933	598	70.4%	3.4%
Some Other Race	19,237	17,828	1,379	74.4%	7.2%
Two or More Races	18,085	16,430	1,649	67.4%	9.1%
Ethnicity					
Hispanic/Latino	62,537	58,575	3,920	72.6%	6.3%

U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

Labor Force Participation Rate by Age Group, West Michigan, 2010-2019



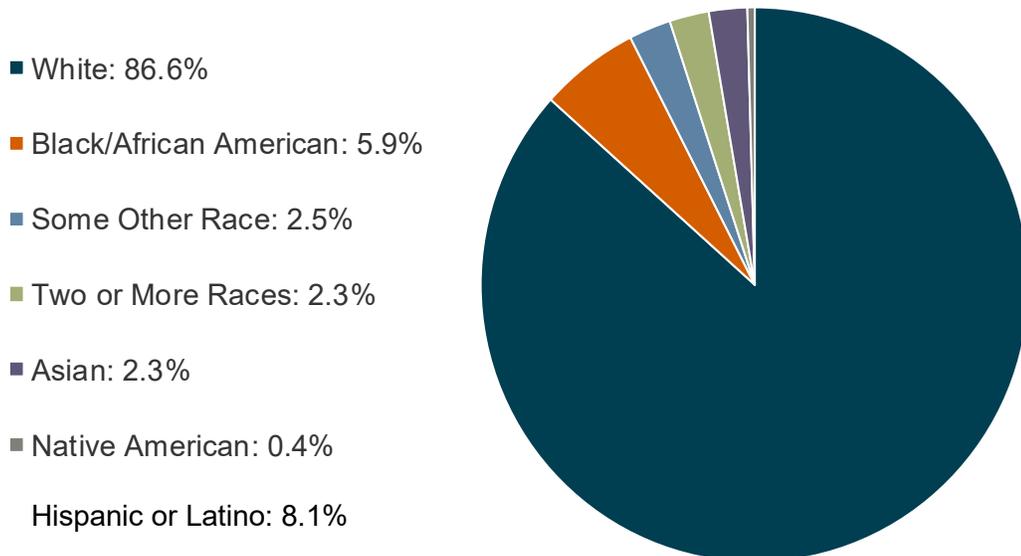
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

2019 Labor Force Overview

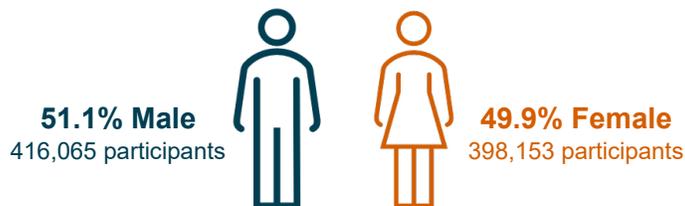
Labor Force Demographics

In 2019, there were a total of 814,218 individuals in the West Michigan labor force. A slight majority (51.1%; 416,065 participants) were male, while 48.9 percent (398,153 participants) were female. A majority of those working or looking for work in West Michigan identified as White, accounting for 86.6 percent of the labor force, while African American or Black participants accounted for just 5.9 percent of the labor force. Those identifying as Hispanic or Latino, of any race, accounted for 8.1 percent. Just 16.6 percent of the labor force was under the age of 25, while 21.5 percent were beyond the age of 55. Older workers (55+) have contributed a growing share to the labor force since 2010 and their labor force participation rates have only risen while unemployment rates have fallen, indicating that a growing volume of workers are beginning to delay retirement to remain employed.

Distribution of Labor Force by Race/Ethnicity, West Michigan



U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)



Distribution of Labor Force by Age Bracket, West Michigan



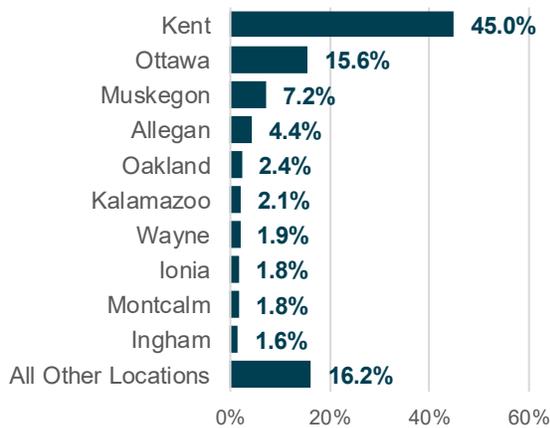
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

2018 Commuting Patterns

Commuting in West Michigan

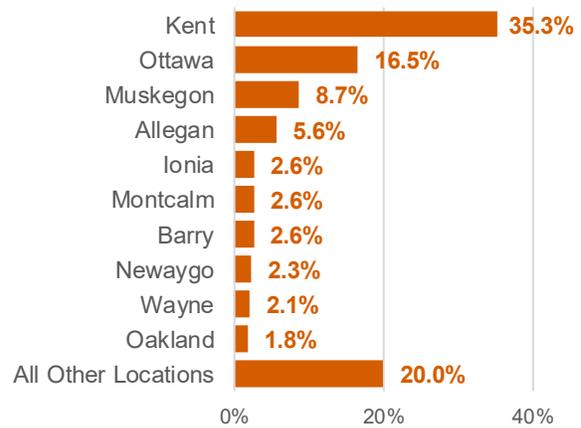
In 2018 there were 753,165 individuals employed across West Michigan, irrespective of their place of residence. Of this employed population, 611,547 individuals both lived and worked within the region, accounting for 81.2 percent of all employees. Thus, 141,618 employees lived beyond the boundaries of the thirteen counties and regularly commuted into the region for work. Conversely, a total of 741,038 individuals were considered residents of West Michigan during the relevant year. Approximately 17.5 percent, or 129,491 residents, were employed outside of the region and commuted beyond West Michigan for work. This was the smallest share of external commuters seen for the region since 2007, when 17 percent of residents worked somewhere outside of West Michigan.

Where Residents Work, West Michigan

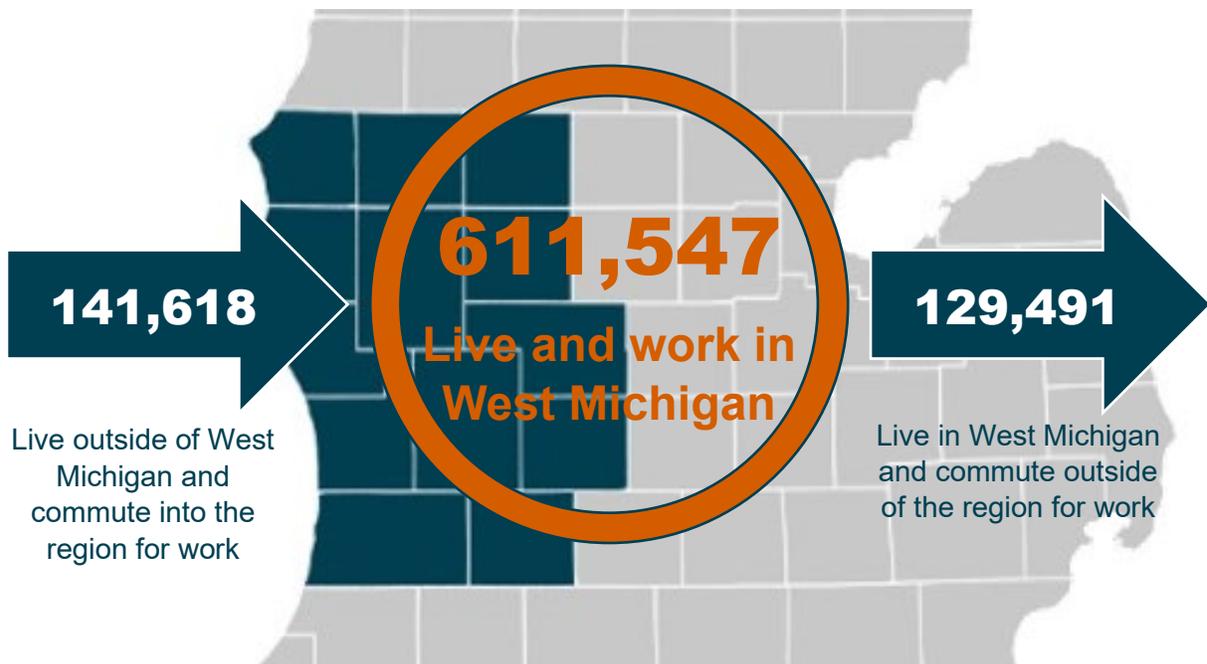


U.S. Census Bureau, OnTheMap, 2018

Where Employees Live, West Michigan



U.S. Census Bureau, OnTheMap, 2018



U.S. Census Bureau, OnTheMap, 2018

Labor Force, Employment, and Employer Demand | Q1 2021

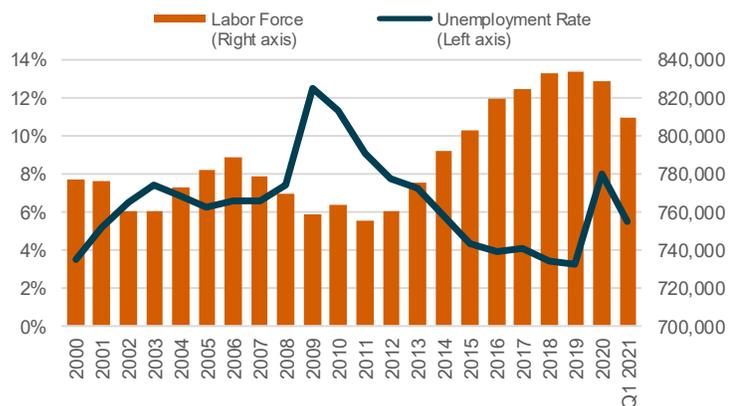
Current State of the Labor Market in West Michigan

In the first quarter of 2021 employment began to shrink in West Michigan as the region's labor force contracted, resulting in minimal improvements to the region's unemployment rate. The size of the unemployed population fell by 3.1 percent (1,406 jobseekers) from Q4 2020, resulting in 14,915 fewer labor force participants and 13,510 fewer employed. The unemployment rate continued to fall, though at a much lower rate than the previous quarter, rebounding by just 0.1 percent to stand at 5.5 percent in Q1 — identical to the statewide rate and below the national rate (6.5%). Employer demand continued to gain momentum over the quarter, with online job ads growing by 9.2 percent (4,278 ads).

Annual Labor Market Overview

The labor force in West Michigan continued to shrink from its peak in 2019, decreasing by 25,429 individuals between the first quarter of 2020 and Q1 2021 (-3.1%). Employment fell by an even greater amount over the year, with 43,703 fewer workers this quarter (-5.4%). The size of the unemployed population swelled by 69 percent from Q1 2020, with 18,274 more jobseekers in Q1 2021 for a total unemployed population of over 44,500. The combination of a shrinking labor force and growing unemployment resulted in a 2.4 percentage point increase to the unemployment rate over the year, which stood at 5.5 percent in Q1 2021.

Labor Force and Unemployment in West Michigan
2000- Q1 2021



U.S. Census Bureau, Local Area Unemployment Statistics (LAUS)

Quarterly Demand Overview

Online job advertisements in West Michigan in the first quarter of 2021 have shown that employer demand has quickly rebounded from the pandemic, with 9,276 more ads in Q1 2021 compared to Q4 2020. There were 86,199 online job ads posted this quarter, which reflect a growth of 11.9 percent from Q4 and 9.2 percent year-over-year. An unsettling trend can be found in the rising number of hard-to-fill positions, with time-to-fill increasing for several critical roles. Median hourly wages of job ads have also grown in conjunction with employer demand, rising 5.2 percent (\$0.98 on average) to stand at \$20.00 in Q1 2021.

Active Online Job Postings in West Michigan
2017- Q1 2021



Economic Modeling Specialists International (EMSI)

Labor Force, Employment, and Employer Demand | Q1 2021

Trends across Industries and Counties

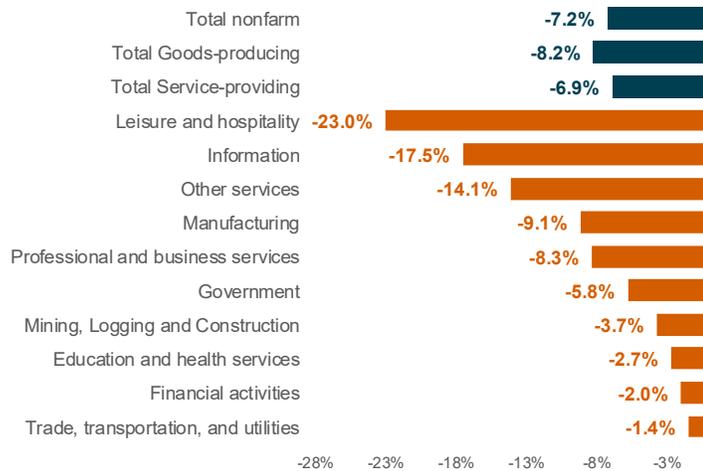
Employment among Goods-producing industries in West Michigan shrunk by 1.1 percent (-1,567 jobs) in Q1 2021, while Service-providing industries displaced 933 jobs (-0.2%) — resulting in a net loss of 2,500 jobs for the region over the quarter. The largest quarterly gains were attributed to Education and Health Services (2.3%; 2,300), Manufacturing (1.5%; 1,767), Trade, Transportation and Utilities (0.9%; 1,000), and Leisure and Hospitality (0.9%; 367). Losses persisted for Mining, Logging and Construction (-11.3%; -3,333), Information (-6.1%; -367), and Other Services (-5.2%; -1,167). Ottawa (4.4%), Ionia (5.0%), and Kent (5.1%) saw the lowest Q1 unemployment rates, while unemployment continued to climb in Oceana (+1.1%), Mecosta (+0.9%), and Osceola (+0.8%) over the quarter.

Industry Overview

Nonfarm employment in West Michigan fell by 7.2 percent year over year, reflecting 45,233 fewer employed in Q1 2021. Although employment in Goods-producing industries shrunk by 8.2 percent since Q1 2020, 3 in 4 displaced jobs originated from Service-providing industries — which employed 32,233 fewer workers in Q1 2021 compared to the previous year. The largest loss was attributed to Leisure and Hospitality, which employed 12,633 fewer workers in 2021 (-26.1%), trailed by Information (-14.2%) and Manufacturing (-10.9%).

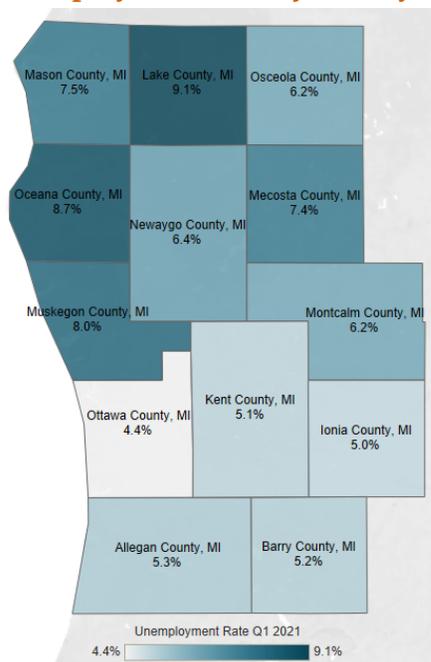
Employment Growth by Industry, West Michigan

Q1 2020 – Q1 2021



U.S. Census Bureau, Current Employment Statistics (CES)

Unemployment Rate by County



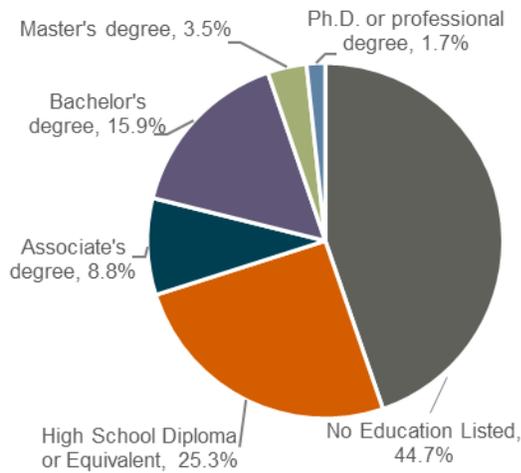
U.S. Census Bureau, Local Area Unemployment Statistics

County Overview

The aggregated unemployment rate in West Michigan grew by 2.3 percentage points year-over-year, yet no county has fully rebound from the effects of the pandemic. Each of the region's 13 counties had a larger unemployment rate in Q1 2021 than the first quarter of 2020, which ranged from an increase as low as 1.5 percentage points to a high of 3.8 percentage points. The largest year-over-year growths were associated with Muskegon (+3.8%), Lake (+2.8%), Mecosta (+2.5%), and Kent (+2.4%) counties, while the smallest gains were attributed to Oceana (+1.5%), Ionia (+1.7%), and Mason (+1.8%) counties. Oceana was the only county in West Michigan to see its labor force grow over the year, at 0.7 percent, while the largest labor force separations occurred in Mecosta (-5.3%), Barry (-3.7%), Ottawa (-3.7%) and Montcalm (-3.3%) counties — resulting in a net loss of 25,429 participants for the 13-county region year-over-year.

Real-Time Demand Overview | Q1 2021

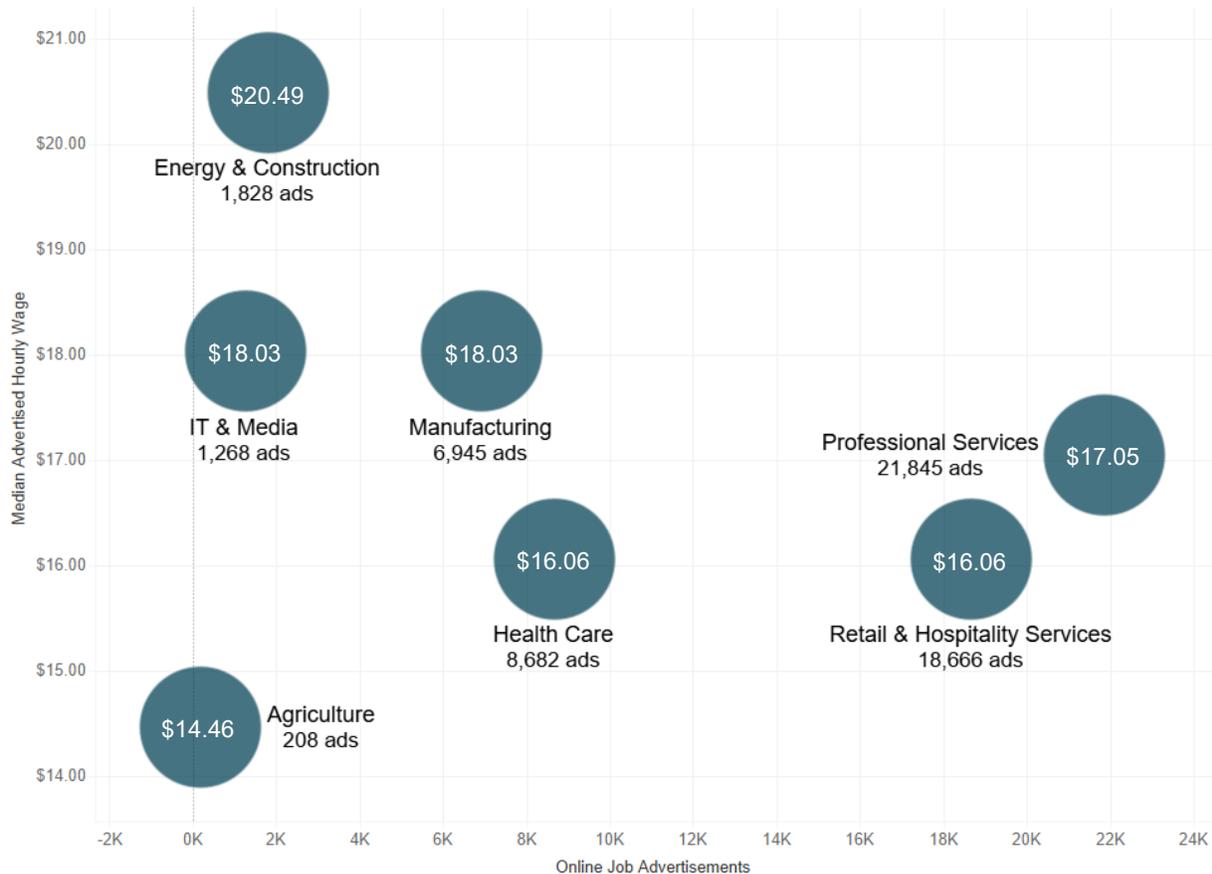
Job Ads by Education, West Michigan



There was a total of 86,199 unique job ads posted online in West Michigan in the first quarter of 2021, with a median advertised wage of \$20.00 per hour — \$0.98 more than the previous quarter. The share of postings with no formal education requirement dropped from 50.1 percent in Q4 to 44.7 percent in Q1, while the median advertised wage grew from \$20.49 to \$21.11 per hour. Over a quarter (25.3%) of ads required only a high school diploma and advertised a median wage of \$15.45 per hour, slightly more than Q4 with a slightly smaller median wage (-\$0.12). The share of jobs requiring some form of education beyond high school grew from 25.6 percent to 29.9 percent, with median advertised wages dropping from \$23.94 to \$23.82 per hour.

Economic Modeling Specialists International (EMSI)

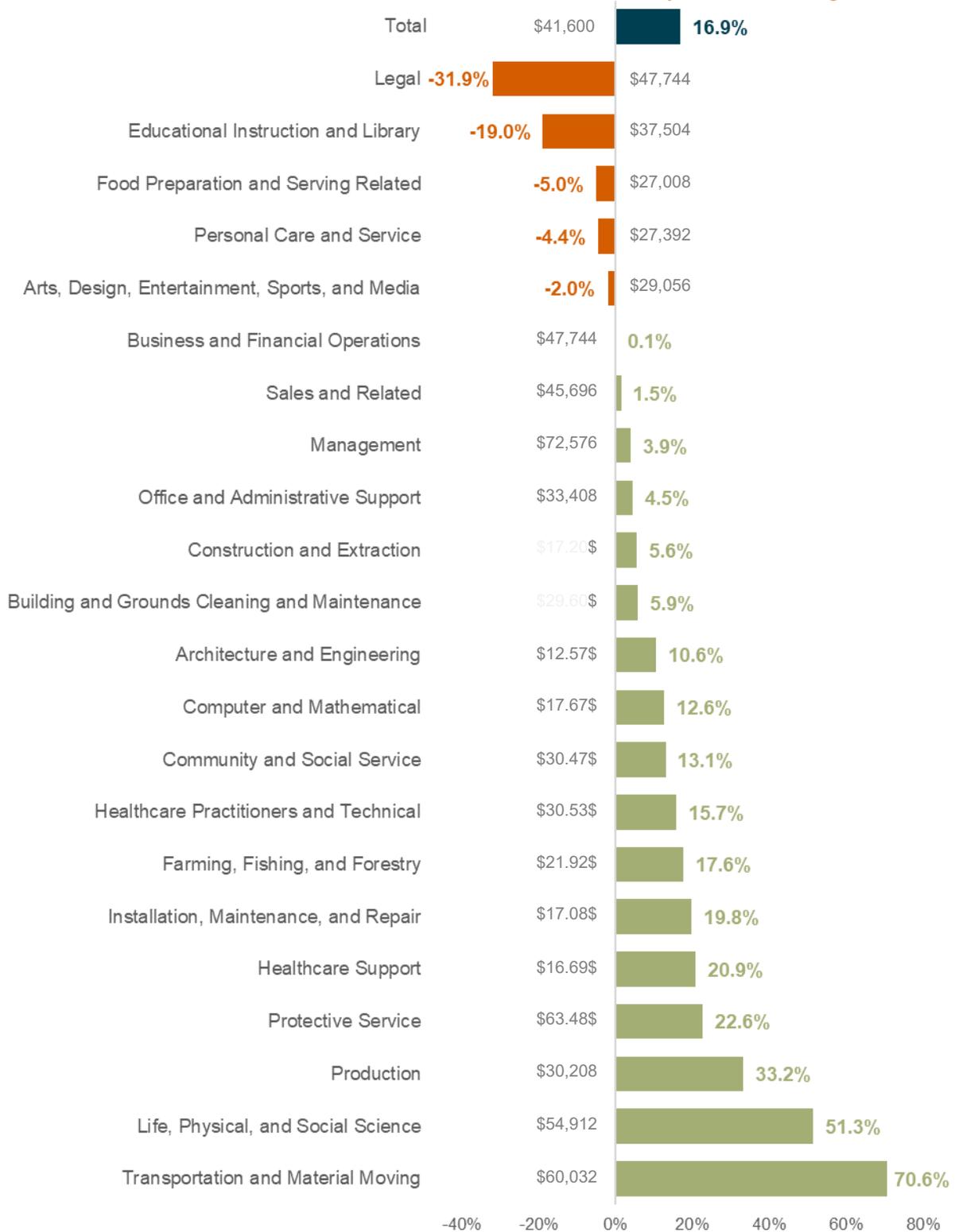
Online Job Ads and Median Advertised Wage by Industry Cluster, West Michigan



Economic Modeling Specialists International (EMSI)

Real-Time Demand | Fastest Growing Occupations | Q1 2021

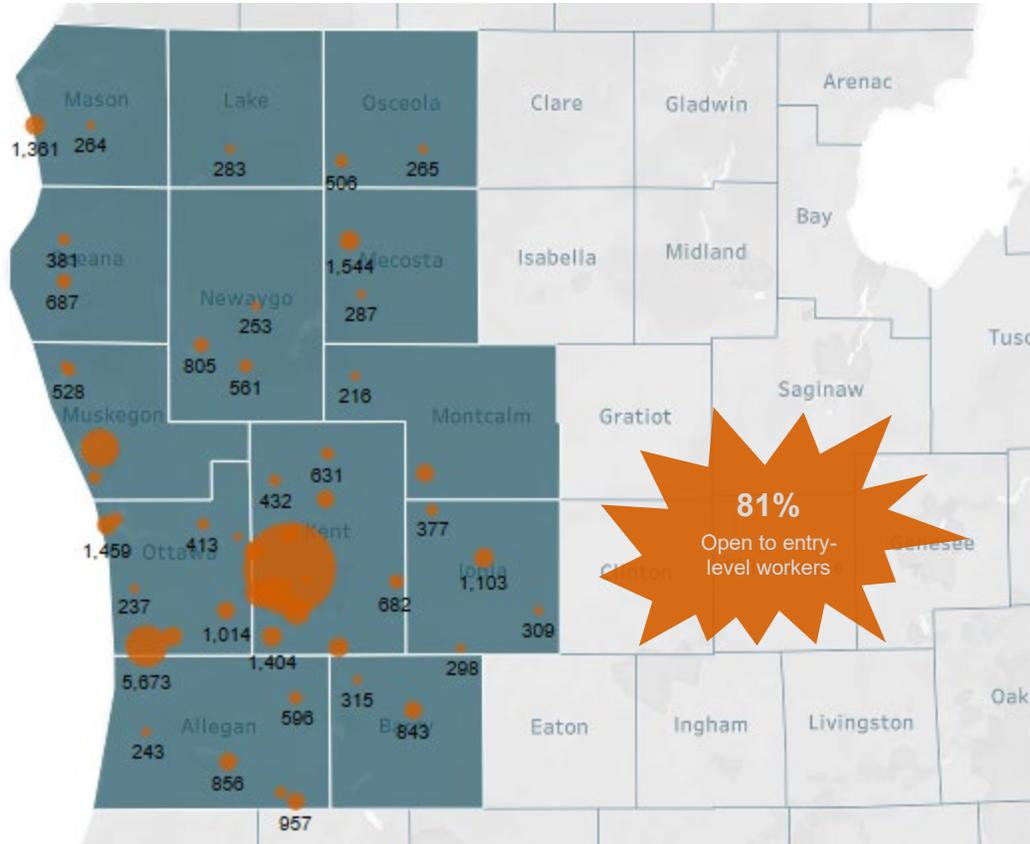
Year-over-Year Growth and Median Advertised Salary, West Michigan



Economic Modeling Specialists International (EMSI)

Real-Time Demand | Top Cities and Skills | Q1 2021

Online Job Postings by City, West Michigan



Economic Modeling Specialists International (EMSI)

Top Posted Credentials	Top Posted Skills	Top Posted Employers
Commercial Driver's License (CDL)	Merchandising	Spectrum Health Ludington
Certified Nursing Assistant	Restaurant Operation	Dollar General Corporation
Licensed Practical Nurse	Cash Register	U.S. Xpress, Inc.
Doubles Endorsement	Nursing	C.R. England, Inc.
Hazmat Endorsement	Warehousing	Express Employment Professionals
Transportation Worker Identification Credential (TWIC) Card	Selling Techniques	Wal-Mart, Inc.
Automotive Service Excellence (ASE) Certification	Auditing	AutoZone, Inc.
Master of Business Administration ...	Cash Handling	Uber Technologies, Inc.
Bachelor of Science in Business	Personal Protective Equipment	Pizza Hut, Inc.
Bachelor of Science in Nursing ...	Accounting	Care.com, Inc.

Sector Focus

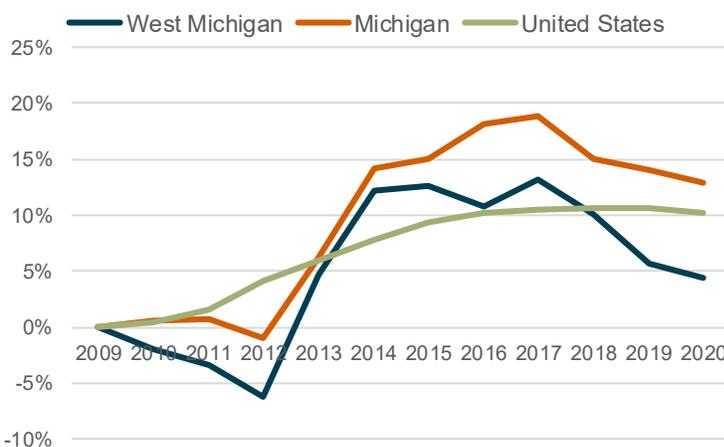


Agriculture

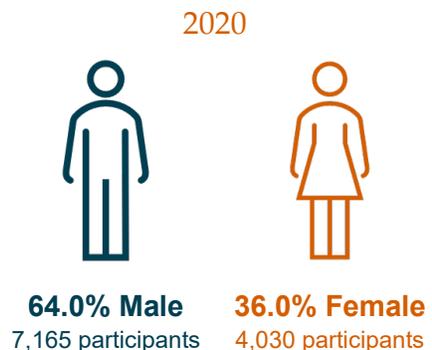
2020 Employment	Trend	Average Earnings	Total Wages
11,195	 (-1.2%)	\$44,173 Annual, 2020	\$494.5 million in 2020

Agricultural employment across the region declined by 1.2 percent year-over-year, compared to a drop of 1.0 percent statewide and 0.3 percent nationwide. There were approximately 208 job openings in West Michigan in the first quarter of 2021, with a median advertised hourly wage of \$14.46. This represents a 54.1 percent increase in job openings since Q4 2020, although median advertised wages in this sector have dropped by 3.3 percent (-\$0.49) from the previous quarter.

Industry Employment Growth, Indexed to 2009



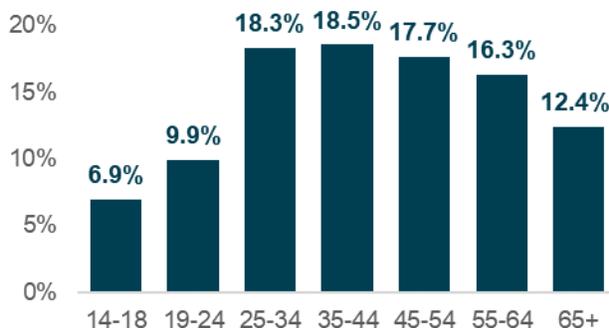
Gender Distribution



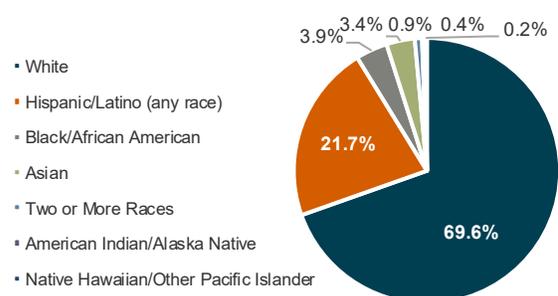
Industry Demographics

As of 2020, Agriculture in West Michigan was among the least diverse industry clusters identified in this report. A majority of workers identified as *White*, composing 69.6 percent of industry employment (7,789 workers), while those identifying as either *Black or African American* accounted for just 3.9 percent of employment (432 individuals). Regardless of racial identity, 21.7 percent of those employed within this industry were of *Hispanic or Latino* descent in 2020 (2,425 workers).

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

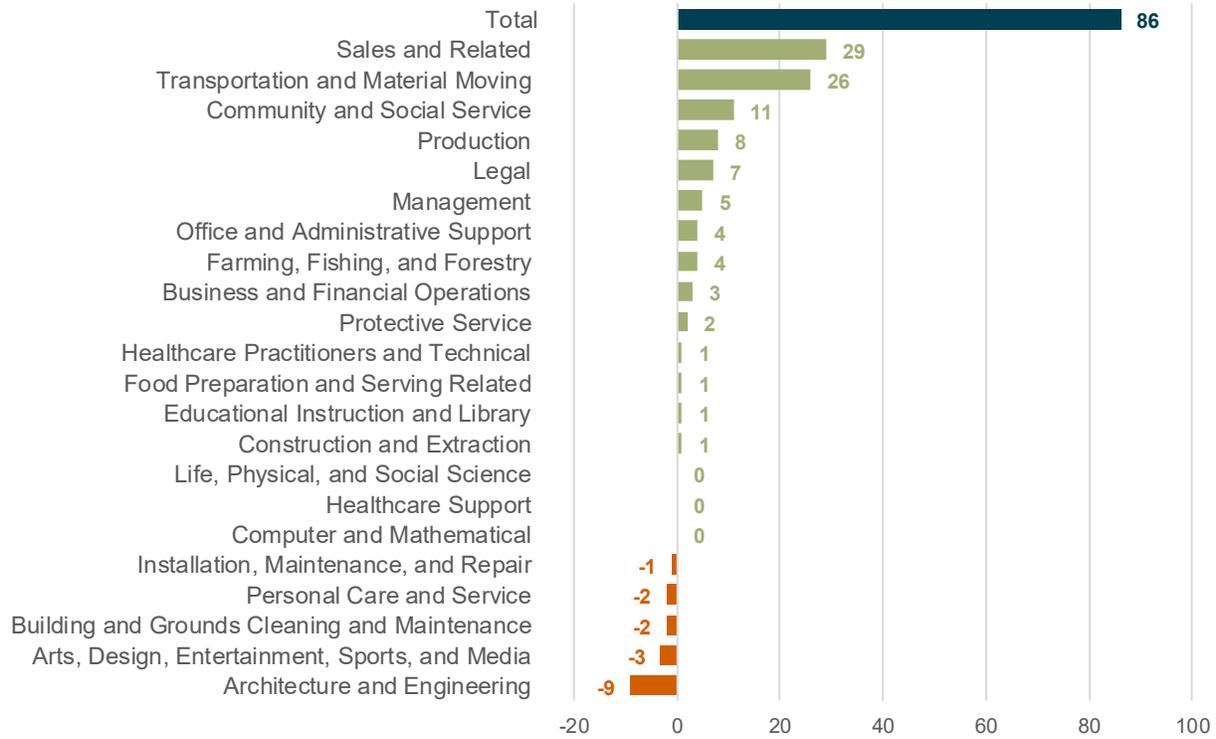


Industry Employment by Skill-level, 2020



Agriculture | Ads by Location and Education | Q1 2021

Year-over-Year Growth in Job Ads by Occupation Group, West Michigan



Economic Modeling Specialists International (EMSI)

Job Ads by Education Requirement, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Top Posted Cities

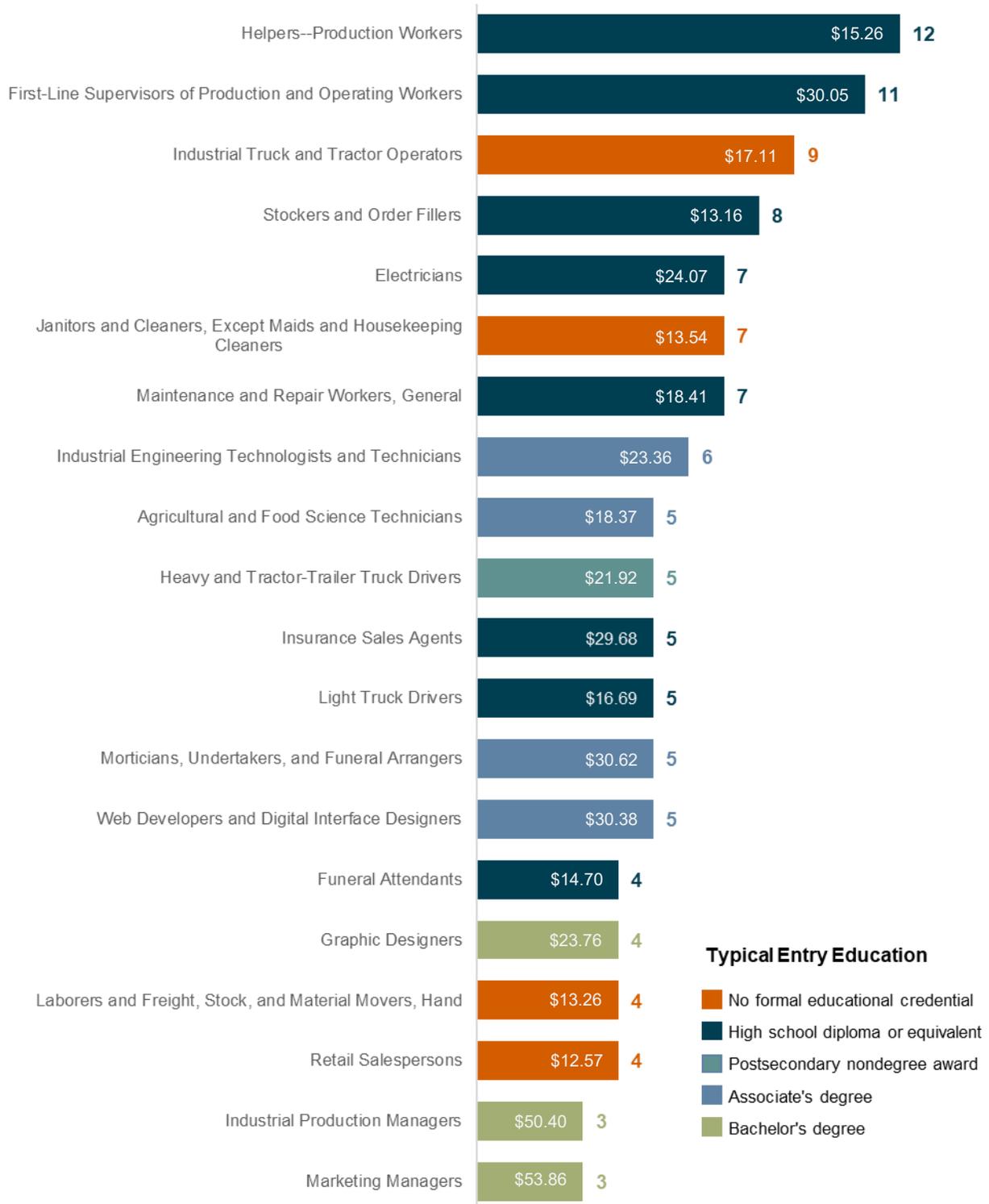
Grand Rapids: 44 Ads (21 day median duration)
 Walkerville: 43 Ads (24 day median)
 Saranac: 20 Ads (8 day median)
 Fennville: 16 Ads (58 day median)
 Zeeland: 9 Ads (7 day median)
 Muskegon: 8 Ads (62 day median)
 Holland: 6 Ads (52 day median)
 Nunica: 6 Ads (32 day median)
 Portland: 6 Ads (57 day median)
 Hudsonville: 5 Ads (17 day median)

Top Posted Companies

Arbre Farms Corporation: 43 Ads (24 days)
 Herbruck Poultry Ranch, Inc.: 22 Ads (8 days)
 Conagra Brands, Inc.: 16 Ads (58 days)
 Shared Resources: 15 Ads (62 days)
 Cull: 10 Ads (55 days)
 Walters Gardens, Inc.: 7 Ads (7 days)
 HORTECH LIMITED: 6 Ads (32 days)
 Department of Agriculture: 6 Ads (52 days)
 Archer Daniels Midland Co.: 6 Ads (57 days)
 Sawyer Nursery, Inc.: 4 Ads (6 days)

Agriculture | Top Posted Occupations | Q1 2021

Top Posted Agriculture Occupations, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Agriculture | Wages and In-demand Skills | Q1 2021

Overview of Agriculture Wages

Half of the top twenty most in-demand Agriculture-related jobs in West Michigan offered a median wage greater than \$20 per hour in 2021, according to the Bureau of Labor Statistics (BLS). Marketing Managers offered the highest median wage at \$53.86 per hour, and were among just three occupations on the list that typically require a Bachelor's degree. Conversely, First-line Supervisors of Production and Operating Workers were the 5th highest paid in-demand occupation in Q1, with a median hourly wage of \$30.05, and typically requires a high school diploma. Industrial Truck and Tractor Operators were the highest paid occupation with no formal education requirement, earning a median hourly wage of \$17.11, and ranked in as the 13th highest paid in-demand Agriculture position.

Wages for Top 10 In-demand Agriculture Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Helpers--Production Workers	218	\$15.26	\$11.46	\$13.14	\$17.98	\$20.16
First-Line Supervisors of Production and Operating Workers	641	\$30.05	\$19.80	\$24.13	\$37.28	\$44.64
Industrial Truck and Tractor Operators	602	\$17.11	\$12.61	\$14.49	\$19.74	\$22.89
Stockers and Order Fillers	1,196	\$13.16	\$10.41	\$11.39	\$15.73	\$19.47
Electricians	446	\$24.07	\$15.08	\$18.42	\$30.51	\$34.85
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,681	\$13.54	\$10.35	\$11.55	\$15.75	\$19.59
Maintenance and Repair Workers, General	567	\$18.41	\$11.37	\$13.97	\$23.83	\$28.88
Industrial Engineering Technologists and Technicians	53	\$23.36	\$16.60	\$19.48	\$27.65	\$31.61
Agricultural and Food Science Technicians	12	\$18.37	\$13.84	\$15.79	\$21.83	\$24.50
Heavy and Tractor-Trailer Truck Drivers	1,388	\$21.92	\$14.83	\$18.26	\$25.17	\$29.93

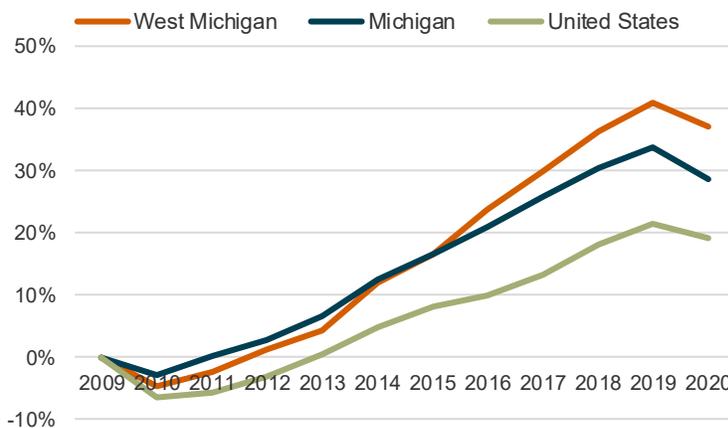
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Forklift Operator	Food Safety	Communications
Commerical Driver's License (CDL)	Good Manufacturing Practices	Management
Master of Business Administration ...	Personal Protective Equipment	Detail Oriented
Doctor of Veterinary Medicine (DVM/VMD)	Warehousing	Customer Service
Pesticide Applicator License	Food Services	Sales
Journeyman Electrician	Packaging and Labeling	Valid Driver's License
CDL Class B License	Poultry	Operations
Professional in Human Resources	Production Line	Problem Solving
ServSafe Certification	Oil and Gas	Leadership
Google Analytics Certification	Forklift Truck	Microsoft Office

Energy and Construction

2020 Employment	Trend	Average Earnings	Total Wages
34,413	▼ (-2.7%)	\$78,331 Annual, 2020	\$2.7 billion in 2020

Energy and Construction employment across the region declined by 2.7 percent year-over-year, compared to a drop of 3.8 percent statewide and 1.8 percent nationwide. There were over 1,820 job openings in this sector in West Michigan during the first quarter of 2021, with a median advertised wage of \$20.49 per hour. The number of job opening fell by 5.2 percent from the previous quarter, while the median advertised hourly wage grew by 7.7 percent (\$1.47) since Q4.

Industry Employment Growth, Indexed to 2009



Gender Distribution

2020



86.0% Male

29,609 participants

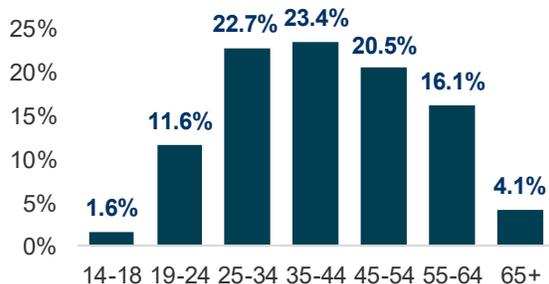
14.0% Female

4,804 participants

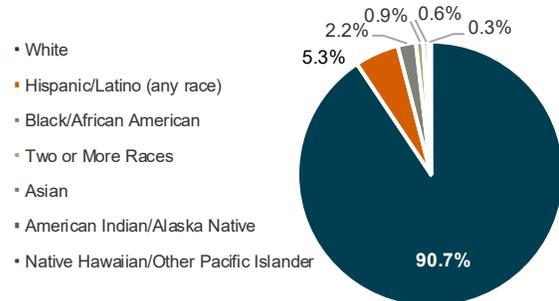
Industry Demographics

As of 2020, a majority of Energy and Construction workers identified as *White*, composing 90.7 percent of industry employment (31,197 workers), while those identifying as *Black or African American* accounted for just 2.2 percent of employment (760 individuals). Regardless of racial identity, 5.3 percent of those employed within this industry were of *Hispanic or Latino* descent (1,837 workers). Over 20 percent of workers were over the age of 55, and nearly 79 percent held a high school diploma or below.

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

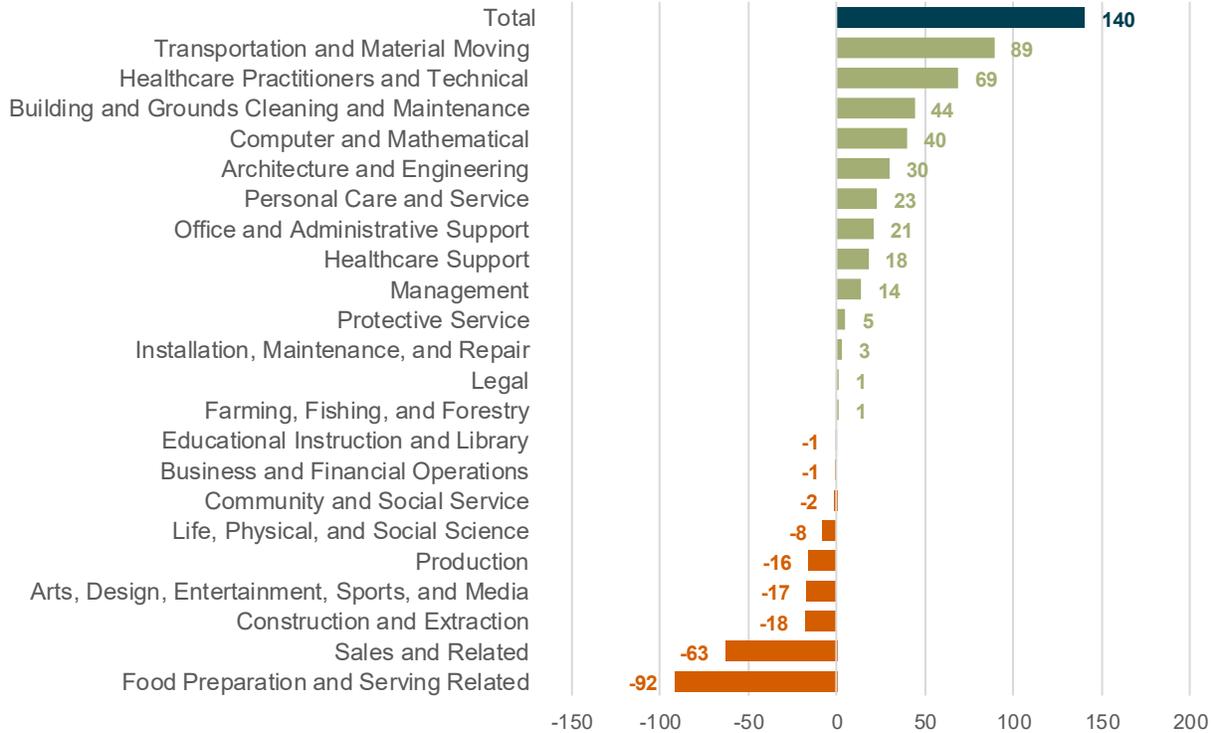


Industry Employment by Skill-level, 2020



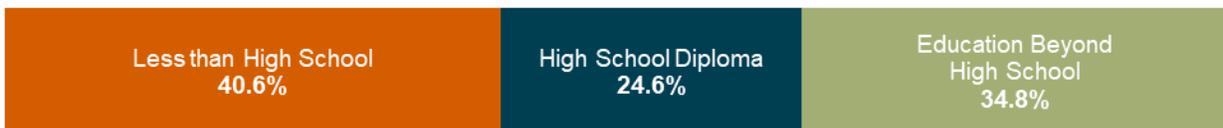
Energy & Construction | Ads by Location and Education | Q1

Year-over-Year Growth in Job Ads by Occupation, West Michigan



Economic Modeling Specialists International (EMSI)

Job Ads by Education Requirement, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Top Posted Cities

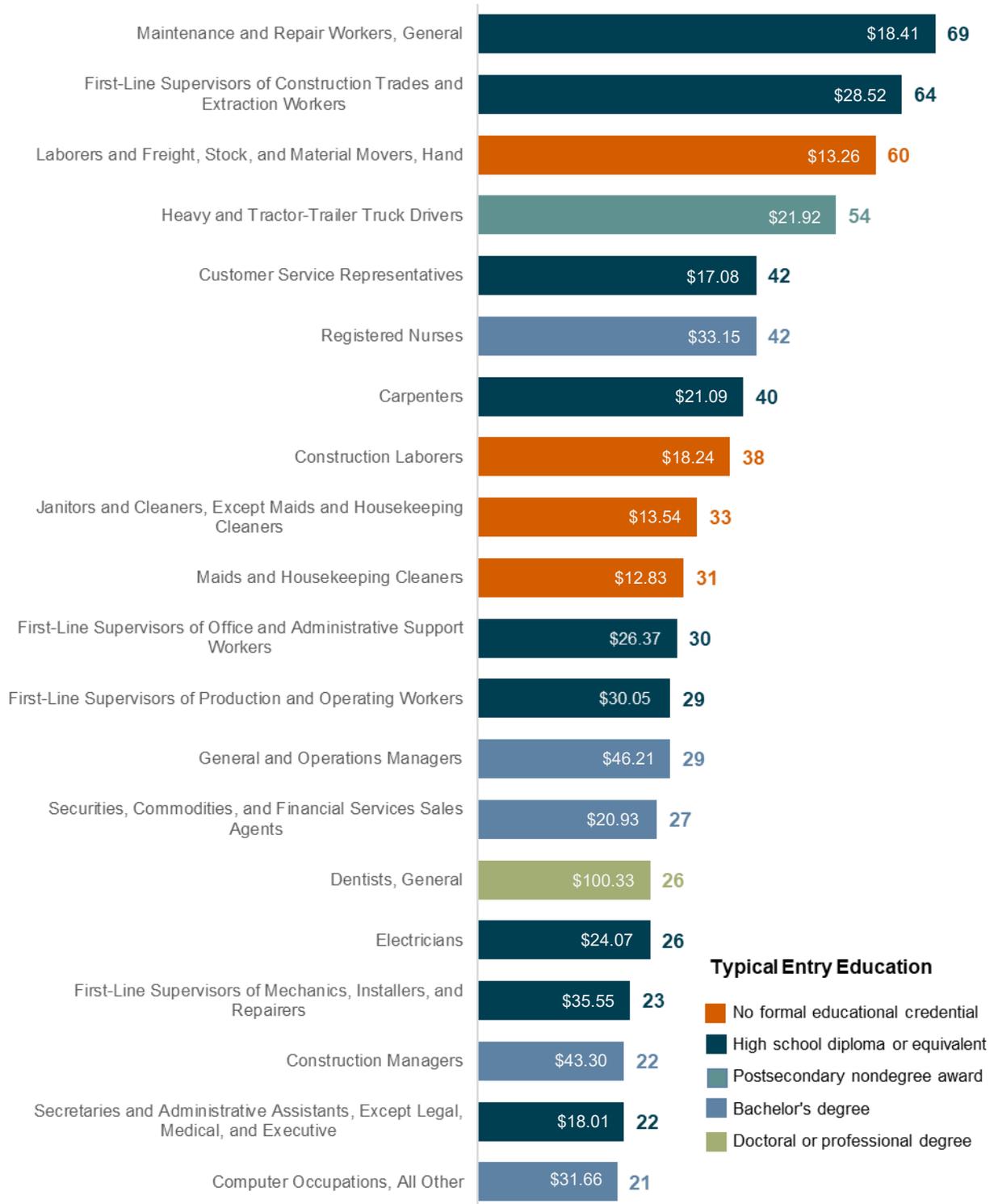
Grand Rapids: 652 Ads (36 day median duration)
 Wyoming: 109 Ads (46 day median)
 Muskegon: 96 Ads (31 day median)
 Holland: 88 Ads (15 day median)
 Norton Shores: 58 Ads (13 day median)
 Ludington: 54 Ads (31 day median)
 Grand Haven: 45 Ads (20 day median)
 Kentwood: 44 Ads (28 day median)
 Zeeland: 44 Ads (13 day median)
 Big Rapids: 38 Ads (9 day median)

Top Posted Companies

Carematrix Corporation: 240 Ads (61 days)
 CMS Energy Corporation: 136 Ads (18 days)
 Amazon Fulfillment: 58 Ads (37 days)
 Aimbridge Hospitality, LLC: 49 Ads (40 days)
 Rockford Construction Co.: 39 Ads (38 days)
 Bond Resorts, LLC: 38 Ads (22 days)
 DTE Energy Company: 35 Ads (44 days)
 ROYAL DUTCH SHELL PLC: 33 Ads (78 days)
 Jbs: 30 Ads (42 days)
 Concrete Placement, Inc.: 30 Ads (11 days)

Energy & Construction | Top Posted Occupations | Q1 2021

Top Posted Energy & Construction Occupations, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

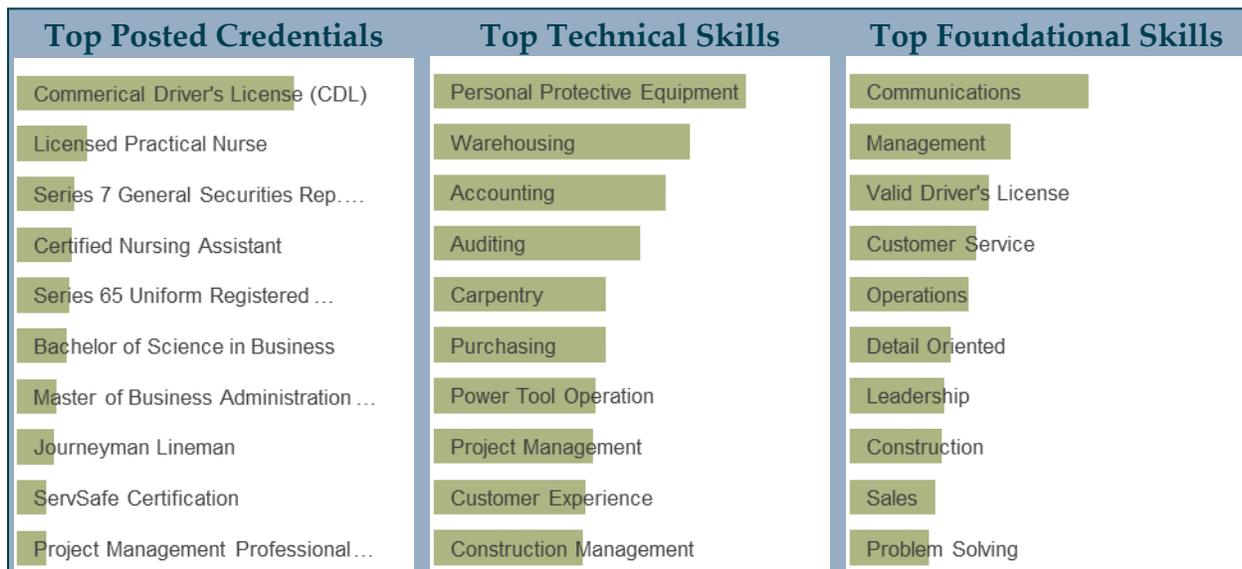
Energy & Construction | Wages and In-demand Skills | Q1

Overview of Energy and Construction Wages

Thirteen of the top twenty most in-demand Energy and Construction jobs in West Michigan offered a median wage greater than \$20 per hour in Q1, according to the Bureau of Labor Statistics (BLS). General and Operations Managers offered the second highest median wage, at \$46.21 per hour, and were among the five positions on the list that typically require a Bachelor's degree. Conversely, First-line Supervisors of Mechanics, Installers, and Repairers were the 4th highest paid in-demand occupation in this industry, with a median hourly wage of \$35.55, and typically requires just a high school diploma. Construction Laborers were the highest paid in-demand job with no formal education requirement, earning a median hourly wage of \$18.24, and ranked in as the 15th highest paid position.

Wages for Top 10 In-demand Energy & Construction Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Maintenance and Repair Workers, General	567	\$18.41	\$11.37	\$13.97	\$23.83	\$28.88
First-Line Supervisors of Construction Trades and Extraction Workers	296	\$28.52	\$19.74	\$22.89	\$36.48	\$46.24
Laborers and Freight, Stock, and Material Movers, Hand	3,173	\$13.26	\$10.36	\$11.29	\$17.10	\$20.65
Heavy and Tractor-Trailer Truck Drivers	1,388	\$21.92	\$14.83	\$18.26	\$25.17	\$29.93
Customer Service Representatives	1,126	\$33.15	\$26.29	\$28.88	\$37.86	\$41.66
Registered Nurses	1,535	\$17.08	\$11.46	\$13.74	\$21.60	\$27.92
Carpenters	305	\$21.09	\$15.05	\$17.33	\$25.57	\$31.32
Construction Laborers	477	\$18.24	\$12.80	\$15.02	\$22.08	\$25.72
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,681	\$13.54	\$10.35	\$11.55	\$15.75	\$19.59
Maids and Housekeeping Cleaners	537	\$12.83	\$10.14	\$11.26	\$14.43	\$15.59

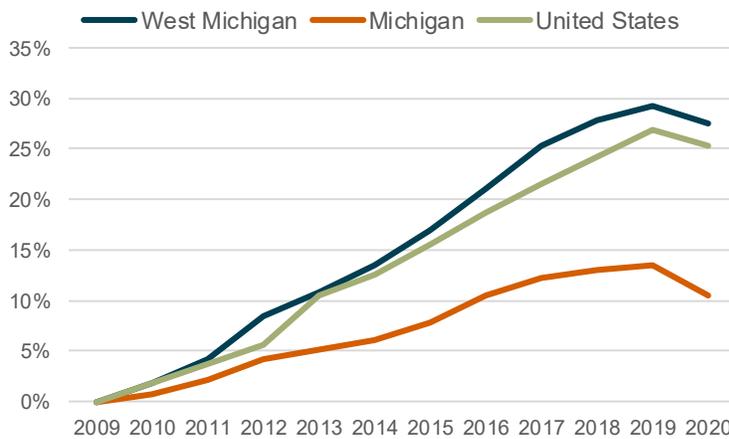


Health Care

2020 Employment	Trend	Average Earnings	Total Wages
95,056	 (-1.4%)	\$65,134 Annual, 2020	\$6.2 billion in 2020

Health Care employment across the region declined by 1.4 percent year-over-year, compared to a drop of 2.6 percent statewide and 1.3 percent nationwide. There were over 8,680 job openings in West Michigan's Health Care industry in the first quarter of 2021, with a median advertised salary of \$16.06 per hour. The number of online postings grew by 5.4 percent from the previous quarter, while the median advertised salary shrunk by 4.4 percent (-\$0.74).

Industry Employment Growth, Indexed to 2009



Gender Distribution

2020



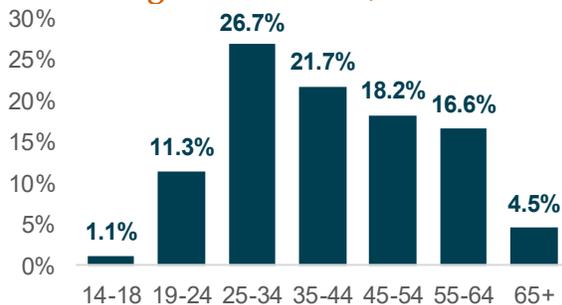
19.0% Male
18,039 participants

81.0% Female
77,018 participants

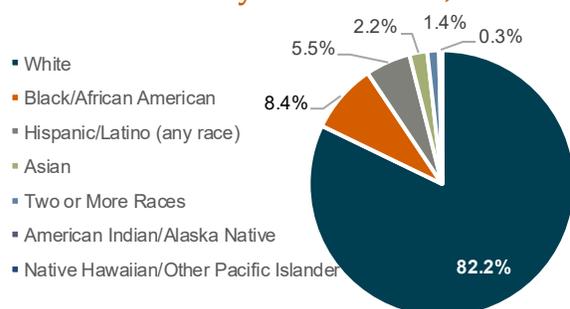
Industry Demographics

Health Care in West Michigan was among the most diverse industry clusters identified in this report as recently as 2020. Although a majority of workers identified as *White*, comprising 82.2 percent of industry employment (78,095 workers), those identifying as *Black or African American* accounted for 8.4 percent of employment (8,005 individuals). At 26.7 percent (25,411 workers), the share of the workforce between the ages of 25 to 34 was the largest of any industry in West Michigan.

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

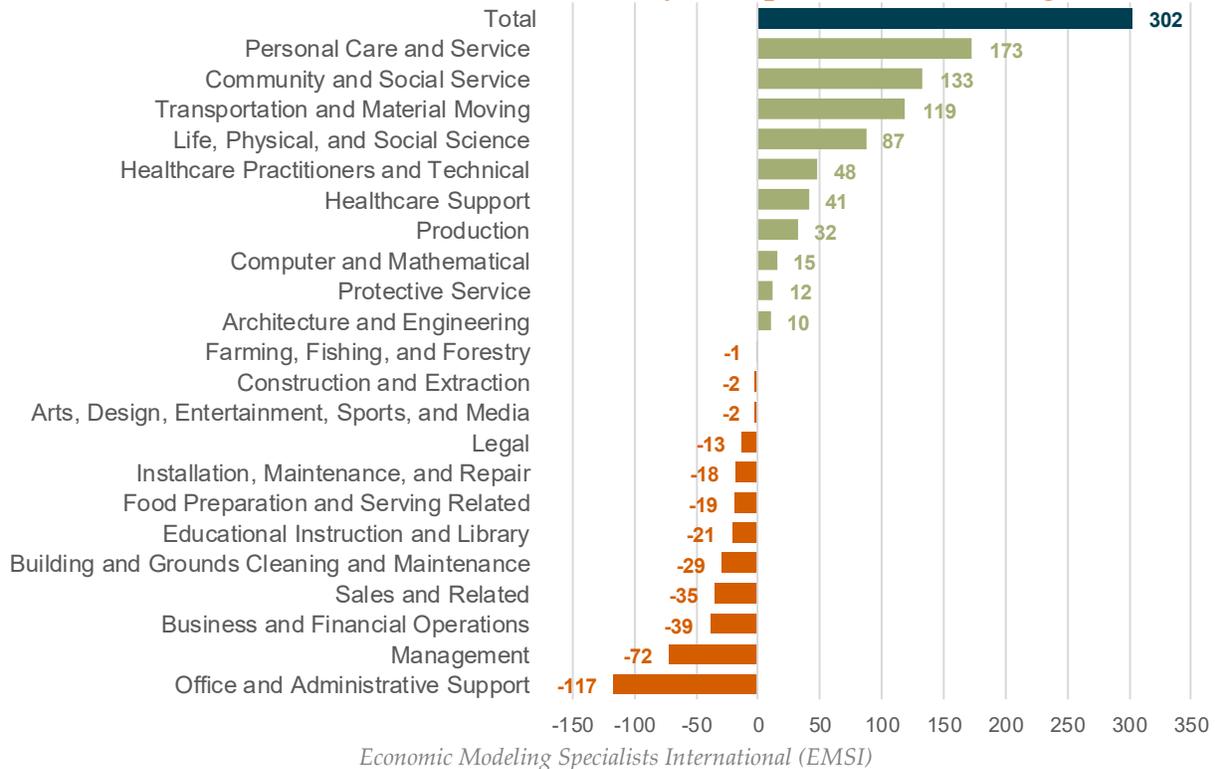


Industry Employment by Skill-level, 2020



Health Care | Ads by Location and Education | Q1 2021

Year-over-Year Growth in Job Ads by Occupation, West Michigan



Job Ads by Education Requirement, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Top Posted Cities

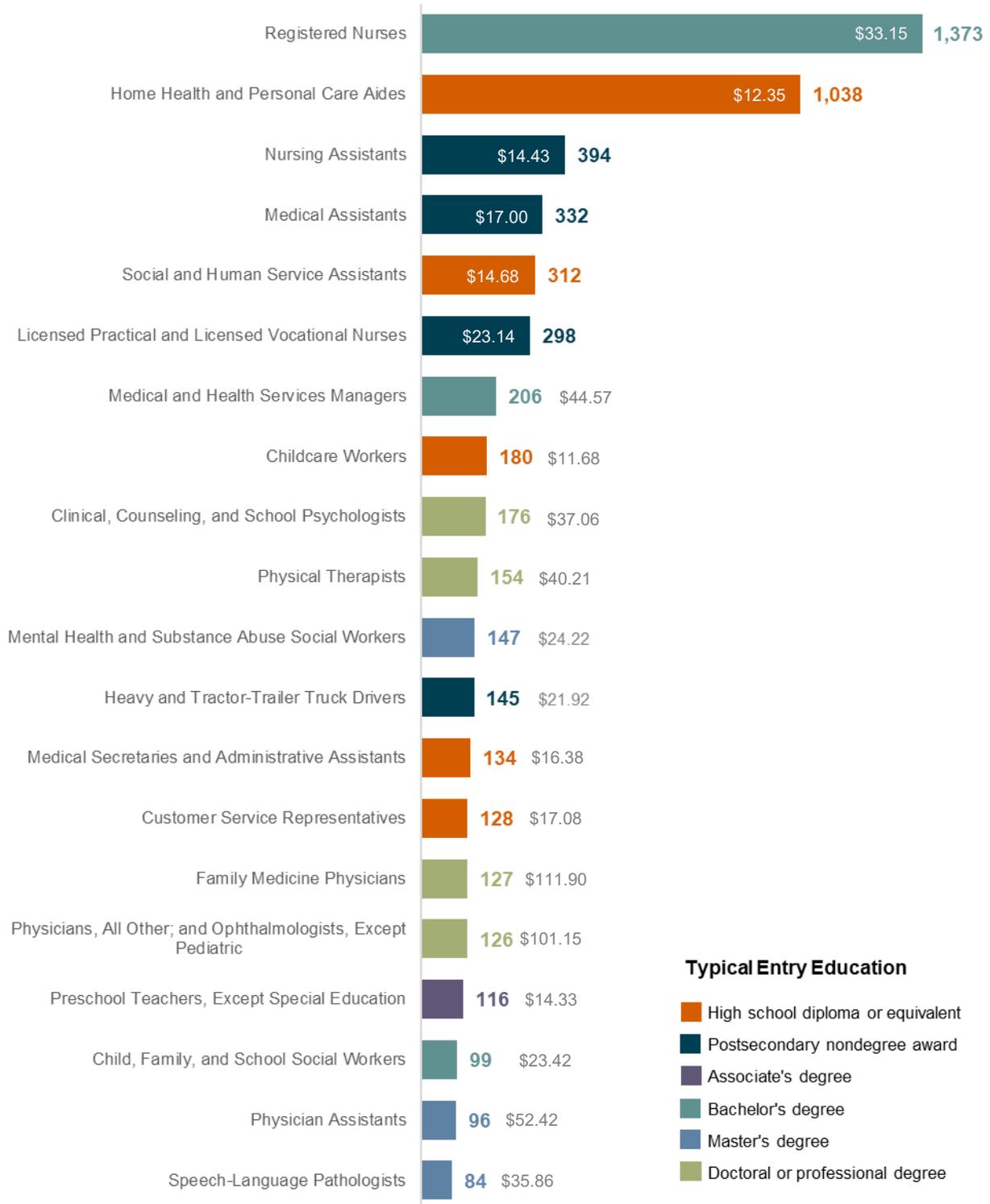
Grand Rapids: 3,819 Ads (40 day median)
 Holland: 474 Ads (28 day median)
 Muskegon: 425 Ads (34 day median)
 Wyoming: 237 Ads (32 day median)
 Ludington: 225 Ads (48 day median)
 Big Rapids: 221 Ads (38 day median)
 Grand Haven: 119 Ads (31 day median)
 Kentwood: 165 Ads (33 day median)
 Hastings: 139 Ads (57 day median)
 Allegan: 133 Ads (36 day median)

Top Posted Companies

Spectrum Health Ludington: 1,562 Ads
 Spectrum Health System: 360 Ads
 Mary Free Bed Rehabilitation Hospital: 311 Ads
 The City of Holland: 243 Ads
 The City of Grand Rapids: 233 Ads
 Hope Network: 214 Ads
 Sunbelt Staffing, LLC: 202 Ads
 Addus Homecare Corporation: 195 Ads
 CareInHomes.com: 180 Ads
 Lakeland Health: 157 Ads

Health Care | Top Posted Occupations | Q1 2021

Top Posted Health Care Occupations, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Health Care | Wages and In-demand Skills | Q1 2021

Overview of Health Care Wages

Twelve of the top twenty most in-demand Health Care jobs in West Michigan offered a median wage greater than \$20 per hour in the first quarter of 2021, according to the Bureau of Labor Statistics (BLS). Family Medicine Physicians offered the highest median wage, at \$111.90 per hour, and were among the four jobs on the list that typically require a Doctoral or professional degree. Licensed Practical and Licensed Vocational Nurses were the 11th highest paid in-demand occupation, with a median hourly wage of \$23.14, and typically requires a postsecondary certificate. Customer Service Representatives were the highest paid occupation requiring a high school diploma, with a median hourly wage of \$17.08, and ranked in as the 13th highest paid in-demand Health Care role of Q1.

Wages for Top 10 In-demand Health Care Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Registered Nurses	1,126	\$33.15	\$26.29	\$28.88	\$37.86	\$41.66
Home Health and Personal Care Aides	1,513	\$12.35	\$10.31	\$11.07	\$14.49	\$16.65
Nursing Assistants	1,036	\$14.43	\$11.98	\$13.02	\$16.04	\$18.34
Medical Assistants	422	\$17.00	\$13.14	\$14.87	\$18.94	\$20.44
Social and Human Service Assistants	185	\$14.68	\$11.54	\$12.78	\$17.35	\$19.54
Licensed Practical and Licensed Vocational Nurses	197	\$23.14	\$19.72	\$21.04	\$25.62	\$29.16
Medical and Health Services Managers	185	\$44.57	\$28.09	\$34.53	\$56.37	\$73.35
Childcare Workers	481	\$11.68	\$10.27	\$10.84	\$12.79	\$14.54
Clinical, Counseling, and School Psychologists	33	\$37.06	\$24.12	\$29.31	\$46.41	\$55.29
Physical Therapists	69	\$40.21	\$31.21	\$34.63	\$45.89	\$49.67

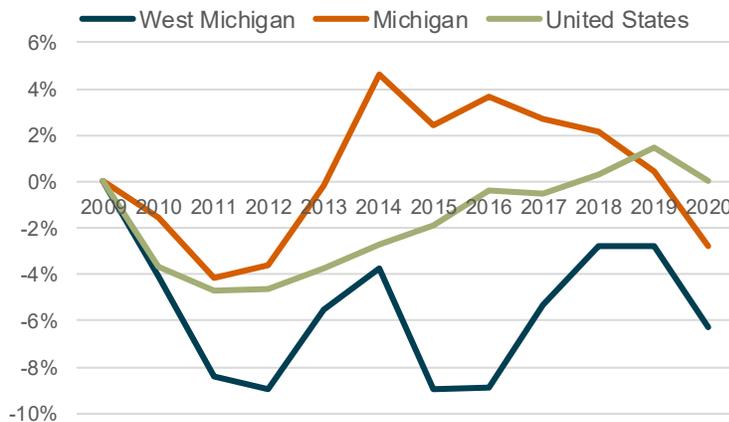
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Nursing Assistant	Nursing	Communications
Licensed Practical Nurse	Basic Life Support	Valid Driver's License
Bachelor of Science in Nursing (BSN)	Home Care	Customer Service
Associate's Degree in Nursing	Caregiving	Management
American Medical Technologists	Rehabilitation	Leadership
Licensed Master Social Worker	Cardiopulmonary Resuscitation (CPR)	Compassion
Licensed Professional Counselor (LPC)	Personal Care	Operations
Commercial Driver's License (CDL)	Psychology	Planning
Nurse Practitioner	Nursing Care	Scheduling
Doctor of Medicine (MD)	Meal Planning and Preparation	Coordinating

Information Technology and Media

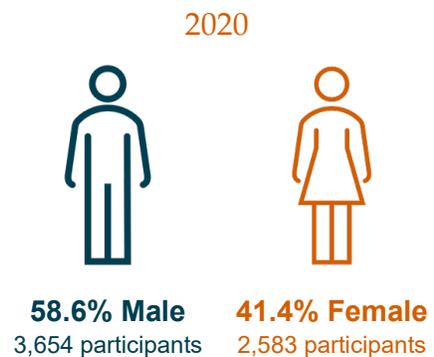
2020 Employment	Trend	Average Earnings	Total Wages
6,236	▼ (-3.6%)	\$74,7901 Annual, 2020	\$466 million in 2020

IT & Media employment in West Michigan declined by 3.6 percent year-over-year, compared to a drop of 3.3 percent statewide and 1.4 percent nationwide. There were over 1,260 job openings in West Michigan in the first quarter of 2021, with a median advertised wage of \$18.03 per hour. The number of postings jumped by 12.7 percent from the previous quarter, while the median advertised salary fell by 9.9 percent (-\$1.97) — the largest quarter-on-quarter decline in advertised wages of any industry cluster.

Industry Employment Growth, Indexed to 2009



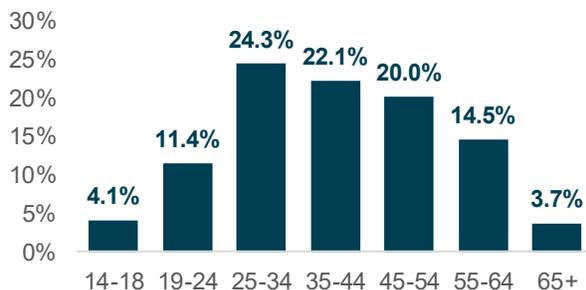
Gender Distribution



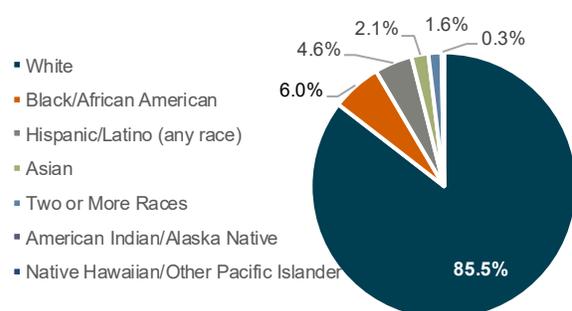
Industry Demographics

As of 2020, a majority of IT & Media workers identified as *White*, comprising 85.5 percent of industry employment (5,331 workers), while those identifying as *Black or African American* accounted for 6.0 percent of employment (376 individuals) and 4.6 percent were of *Hispanic or Latino* origin (285 workers). Over half of all jobs in this sector required some form of education beyond high school, with 40.9 percent typically requiring a bachelor's or above for entry.

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

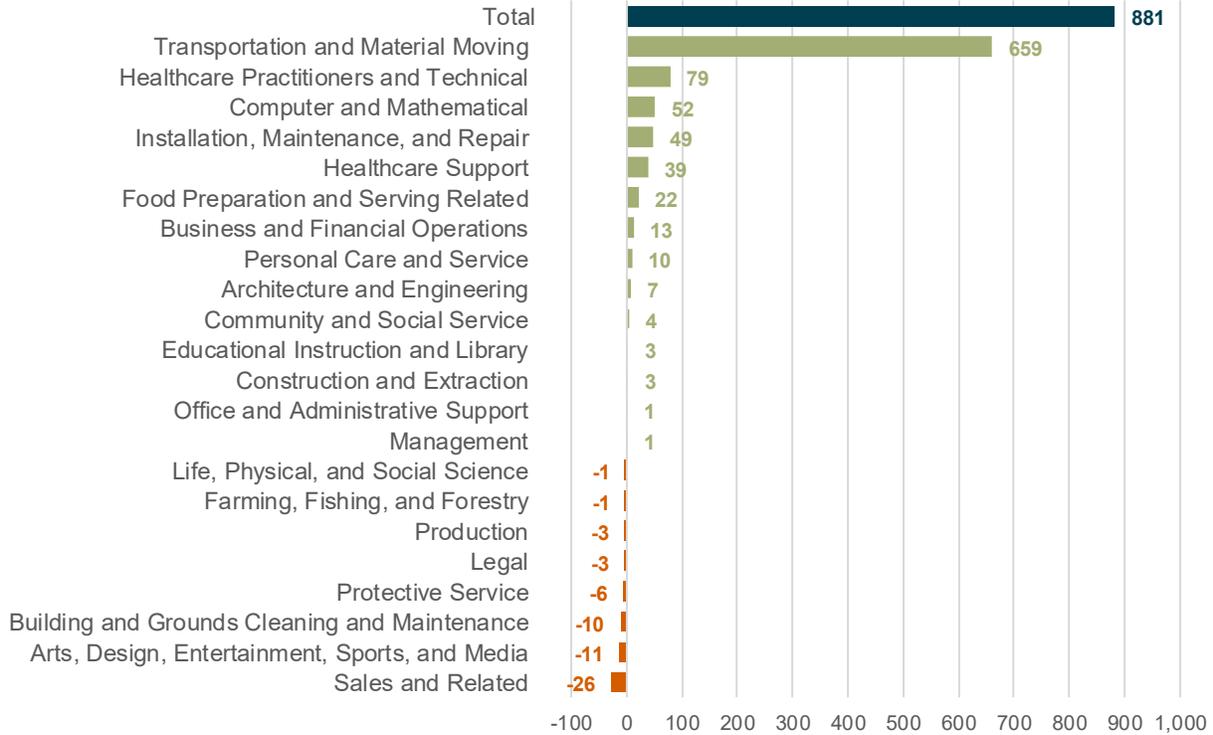


Industry Employment by Skill-level, 2020



IT & Media | Ads by Location and Education | Q1 2021

Year-over-Year Growth in Job Ads by Occupation, West Michigan



Economic Modeling Specialists International (EMSI)

Job Ads by Education Requirement, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Top Posted Cities

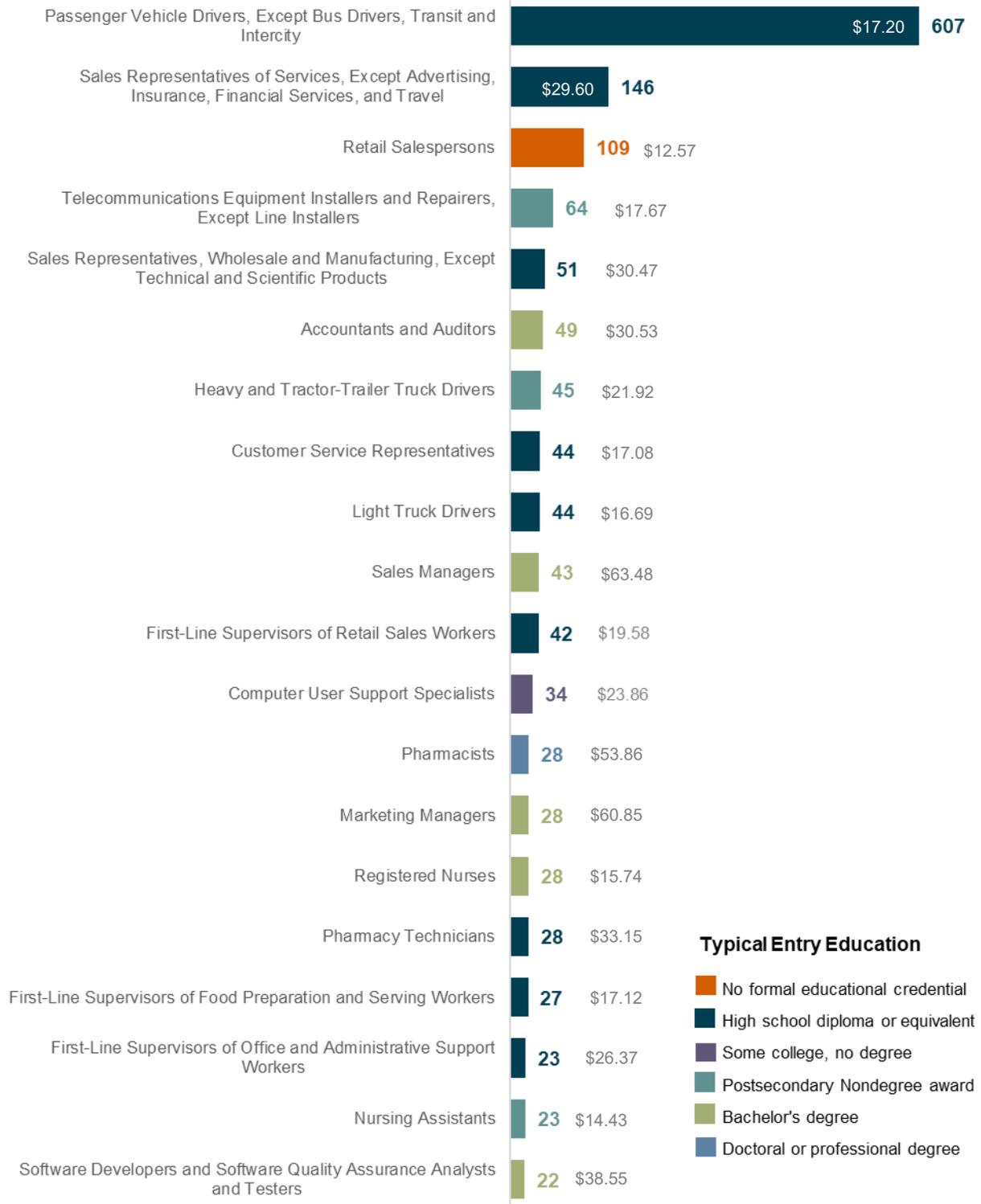
Grand Rapids: 496 Ads (36 day median duration)
 Holland: 105 Ads (21 day median)
 Wyoming: 57 Ads (32 day median)
 Muskegon: 52 Ads (39 day median)
 Walker: 34 Ads (62 day median)
 Big Rapids: 24 Ads (25 day median)
 Comstock Park: 23 Ads (17 day median)
 Grand Haven: 21 Ads (14 day median)
 Grandville: 21 Ads (35 day median)
 Zeeland: 19 Ads (10 day median)

Top Posted Companies

Charter Communications, Inc.: 153 Ads (9 days)
 AT&T Inc.: 118 Ads (10 days)
 Spectrum: 85 Ads (11 days)
 Kanaan Communications, LLC: 81 Ads (40 days)
 Intuit Inc.: 62 Ads (47 days)
 Intelycare, Inc: 50 Ads (30 days)
 Harpercollins Publishers LLC: 32 Ads (55 days)
 Verizon Communications Inc.: 26 Ads (8 days)
 Salem Media Group, Inc.: 26 Ads (30 days)
 Hcpro, Inc.: 23 Ads (34 days)

IT & Media | Top Posted Occupations | Q1 2021

Top Posted IT and Media Occupations, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

IT & Media | Wages and In-demand Skills | Q1 2021

Overview of Information Technology and Media Wages

Six of the top twenty most in-demand IT & Media jobs in West Michigan offered a median wage greater than \$20 per hour in the first quarter of 2021, according to the Bureau of Labor Statistics (BLS). Sales Managers offered the highest median wage, at \$63.48 per hour, and were among five occupations on the list that typically require a Bachelor's degree. Sales Representatives (Wholesale and Manufacturing) were the 7th highest paid in-demand occupation in this industry, with a median hourly wage of \$30.47, and typically requires a high school diploma. Although Retail Salespersons was the 3rd most sought position in this industry in Q1, it offered the lowest median wage of the top 20 in-demand occupations, at \$12.57 per hour, and was the only role with no education requirement.

Wages for Top 10 In-demand IT & Media Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Passenger Vehicle Drivers, Except Bus Drivers, Transit and Intercity	283	\$17.20	\$11.88	\$14.26	\$19.64	\$22.49
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	418	\$29.60	\$16.84	\$22.03	\$39.80	\$59.57
Retail Salespersons	2,520	\$12.57	\$10.26	\$11.08	\$15.08	\$19.58
Telecommunications Equipment Installers and Repairers, Except Line Installers	37	\$17.67	\$12.01	\$13.78	\$26.73	\$32.08
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	962	\$30.47	\$16.24	\$21.16	\$42.76	\$59.37
Accountants and Auditors	434	\$30.53	\$20.52	\$24.71	\$39.76	\$50.98
Heavy and Tractor-Trailer Truck Drivers	1,388	\$21.92	\$14.83	\$18.26	\$25.17	\$29.93
Customer Service Representatives	1,535	\$17.08	\$11.46	\$13.74	\$21.60	\$27.92
Light Truck Drivers	586	\$16.69	\$10.77	\$12.30	\$23.31	\$31.26
Sales Managers	131	\$63.48	\$31.30	\$44.19	\$79.38	\$106.52

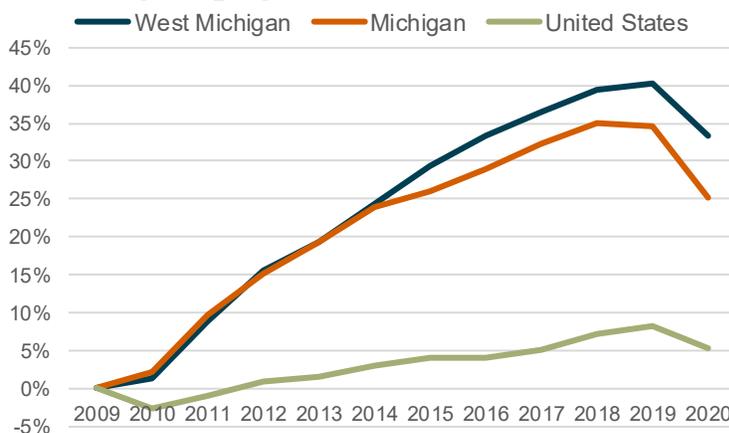
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Customer Experience	Valid Driver's License
Bachelor of Science in Business	Selling Techniques	Communications
Certified Pharmacy Technician	Telecommunications	Sales
Certified Public Accountant	Merchandising	Customer Service
Licensed Practical Nurse	Accounting	Operations
Certified Nursing Assistant	Auditing	Management
Cisco Certified Network Associate	Asset Protection	Leadership
Microsoft Certified Systems Engineer	Bilingual (Spanish/English)	Good Driving Record
Master of Business Administration ...	Broadband	Problem Solving
Certified Plant Engineer	Cash Register	Detail Oriented

Manufacturing

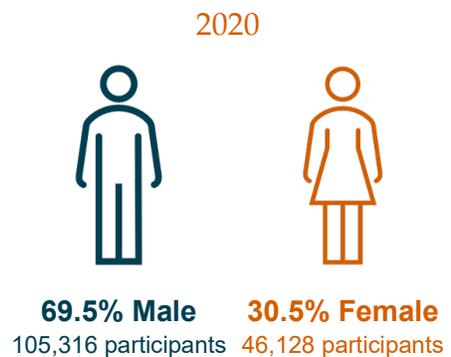
2020 Employment	Trend	Average Earnings	Total Wages
151,444	 (-5.0%)	\$77,277 Annual, 2020	\$11.7 billion in 2020

Manufacturing employment across the region declined by 5.0 percent year-over-year, compared to a drop of 7.0 percent statewide and 2.6 percent nationwide. There were 6,945 job openings in this sector in West Michigan during the first quarter of 2021, with a median advertised hourly wage of \$18.03. Job postings grew by 21.9 percent from the previous quarter, while the median advertised wage grew by 7.3 percent (\$1.23) — the largest growth in postings and median wages of any industry cluster in Q1.

Industry Employment Growth, Indexed to 2009



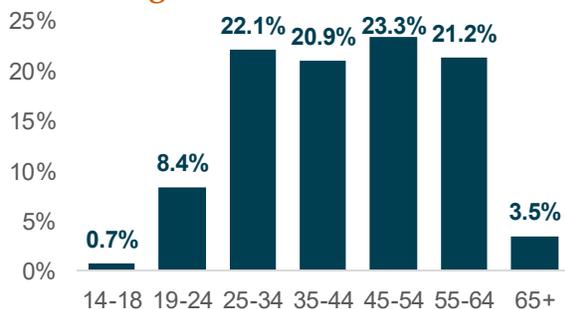
Gender Distribution



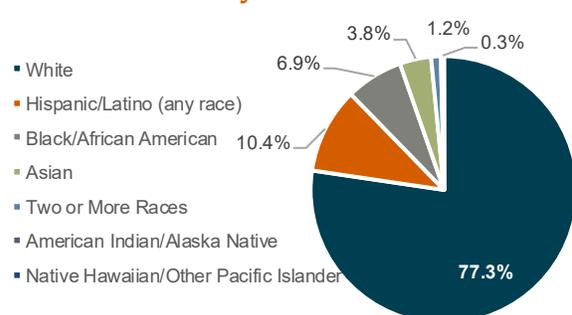
Industry Demographics

As of 2020, Manufacturing was the most diverse industry cluster in West Michigan with 77.3 percent of the workforce identifying as *White* (117,105 workers), 6.9 percent as *Black or African American* (10,507 individuals), and 3.8 percent as *Asian* (5,761 workers). Regardless of racial identity, 10.4 percent of those employed within this industry were of *Hispanic or Latino* descent (15,709 workers). Comprising 3.5 percent of the workforce, the share of Manufacturing workers 65 and over was the lowest of any industry.

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

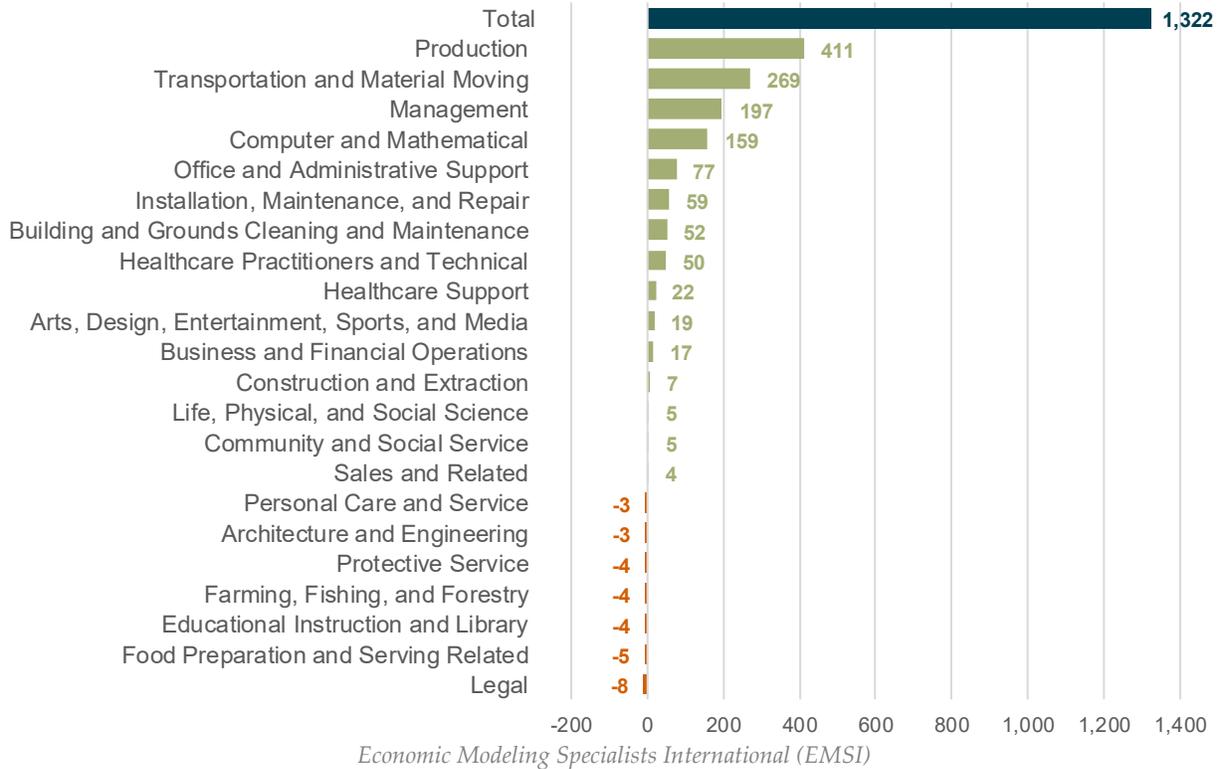


Industry Employment by Skill-level, 2020



Manufacturing | Ads by Location and Education | Q1 2021

Year-over-Year Growth in Job Ads by Occupation, West Michigan



Job Ads by Education Requirement, West Michigan (Q1 2021)



Top Posted Cities

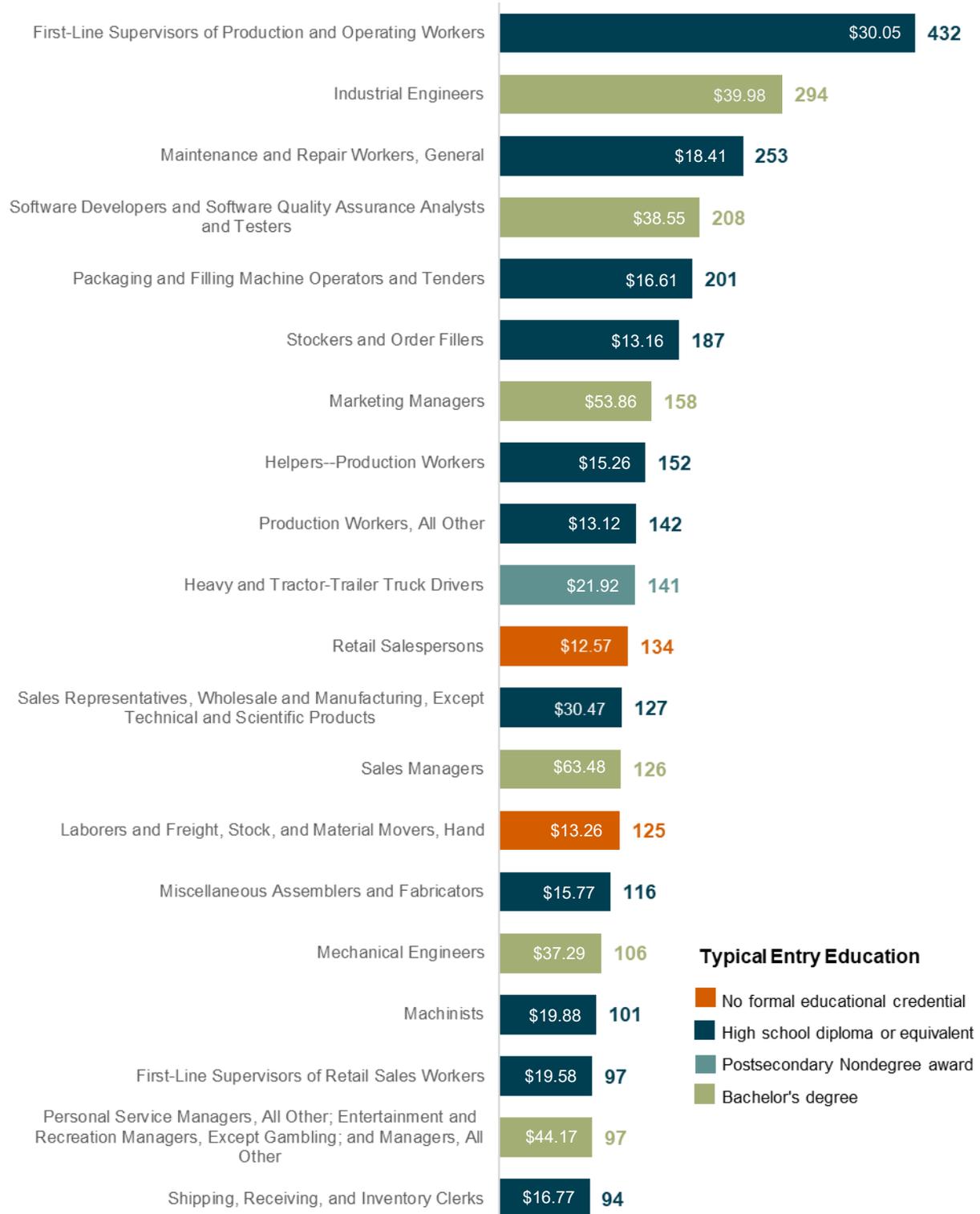
Grand Rapids: 2,794 Ads (37 day median)
 Holland: 731 Ads (35 day median)
 Muskegon: 329 Ads (39 day median)
 Zeeland: 275 Ads (32 day median)
 Wyoming: 204 Ads (35 day median)
 Kentwood: 188 Ads (35 day median)
 Rockford: 149 Ads (47 day median)
 Byron Center: 131 Ads (53 day median)
 Walker: 121 Ads (14 day median)
 Grand Haven: 107 Ads (29 day median)

Top Posted Companies

Dematic Corp.: 274 Ads (49 days)
 Perrigo Company: 151 Ads (38 days)
 Flex-N-Gate Corporation: 139 Ads (50 days)
 Bissell Inc.: 133 Ads (32 days)
 Cintas Corporation: 125 Ads (55 days)
 Menard, Inc.: 122 Ads (57 days)
 Wolverine World Wide, Inc.: 114 Ads (56 days)
 Pdma Corporation: 113 Ads (9 days)
 Herman Miller, Inc.: 108 Ads (52 days)
 Cisco Systems, Inc.: 106 Ads (26 days)

Manufacturing | Top Posted Occupations | Q1 2021

Top Posted Manufacturing Occupations, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Manufacturing | Wages and In-demand Skills | Q1 2021

Overview of Manufacturing Wages

Nine of the top twenty most in-demand Manufacturing jobs in West Michigan offered a median wage greater than \$20 per hour in the first quarter of 2021, according to the Bureau of Labor Statistics (BLS), and the top six all typically require a Bachelor's degree for entry. Sales Managers offered the highest median wage, at \$63.48 per hour, while Sales Representatives (Wholesale and Manufacturing) were the 7th highest paid in-demand occupation in this industry, with a median hourly wage of \$30.47, and typically requires just a high school diploma. Laborers and Freight, Stock and Material Movers were the highest paid occupation with no formal education requirement, earning a median hourly wage of \$13.26, and ranked in as the 17th highest paid in-demand position.

Wages for Top 10 In-demand Manufacturing Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
First-Line Supervisors of Production and Operating Workers	647	\$30.05	\$19.80	\$24.13	\$37.28	\$44.64
Industrial Engineers	287	\$38.98	\$25.91	\$32.45	\$47.21	\$56.08
Maintenance and Repair Workers, General	571	\$18.41	\$11.37	\$13.97	\$23.83	\$28.88
Software Developers and Software Quality Assurance Analysts and Testers	332	\$38.55	\$23.88	\$30.84	\$47.04	\$54.74
Packaging and Filling Machine Operators and Tenders	457	\$16.61	\$11.42	\$13.33	\$19.81	\$23.66
Stockers and Order Fillers	1,201	\$13.16	\$10.41	\$11.39	\$15.73	\$19.47
Marketing Managers	62	\$53.86	\$33.98	\$42.07	\$70.11	\$91.37
Helpers--Production Workers	219	\$15.26	\$11.46	\$13.14	\$17.98	\$20.16
Production Workers, All Other	290	\$13.12	\$10.32	\$11.28	\$15.36	\$18.17
Heavy and Tractor-Trailer Truck Drivers	1,411	\$21.92	\$14.83	\$18.26	\$25.17	\$29.93

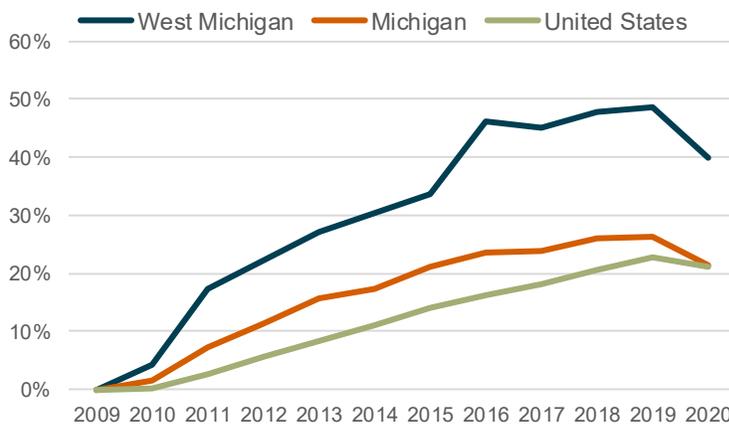
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Auditing	Communications
Bachelor of Science in Business	Packaging and Labeling	Management
Master of Business Administration ...	New Product Development	Operations
Certified Forklift Operator	Warehousing	Sales
Certified Nursing Assistant	Personal Protective Equipment	Leadership
Certified Public Accountant	Continuous Improvement Process	Problem Solving
American Society for Quality (ASQ)...	Lean Manufacturing	Customer Service
Project Management Professional ...	Automation	Detail Oriented
Six Sigma Black Belt Certification	Material Handling	Troubleshooting (Problem Solving)
CDL Class B License	Good Manufacturing Practices	Basic Math

Professional Services

2020 Employment	Trend	Average Earnings	Total Wages
123,823	▼ (-6.0%)	\$59,014 Annual, 2020	\$7.3 billion in 2020

Employment across the 5 industries that comprise Professional Services declined by 6.0 percent in West Michigan year-over-year, compared to a drop of 5.4 percent statewide and 2.7 percent nationwide. There were 21,845 job openings in West Michigan across this sector during the first quarter of 2021, with a median advertised wage of \$17.05 per hour. Job postings grew by 11.8 percent from the previous quarter, reflecting an additional 2,310 job ads in Q1, while the median advertised wage remained unchanged quarter-on-quarter.

Industry Employment Growth, Indexed to 2009



Gender Distribution

2020



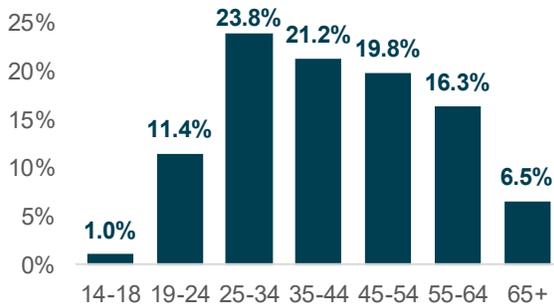
46.7% Male
57,818 participants

53.3% Female
66,006 participants

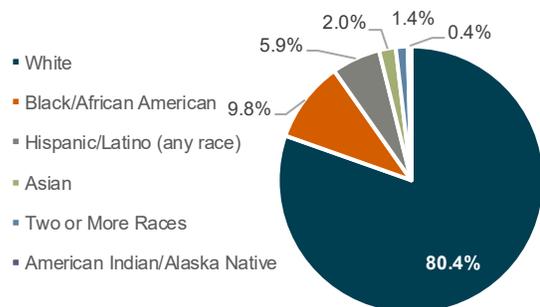
Industry Demographics

Professional Services in West Michigan was the second most diverse industry cluster identified in this report as recently as 2020. Although a majority of workers identified as *White*, comprising 80.4 percent of industry employment (99,552 workers), those identifying as *Black or African American* accounted for 9.8 percent of employment (12,153 individuals). The gender distribution of the workforce was almost evenly split between males and females, and a majority of workers (64.7%) were between the ages of 25 to 54.

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

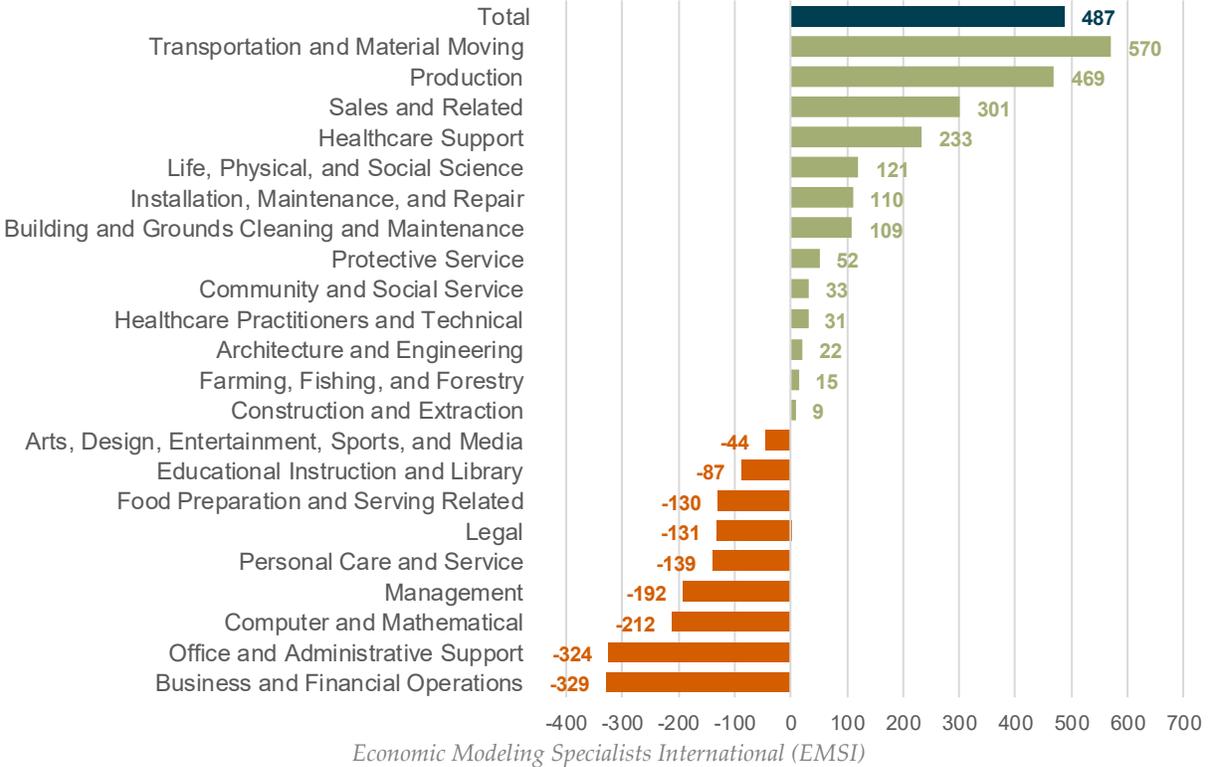


Industry Employment by Skill-level, 2020



Professional Services | Ads by Location and Education | Q1

Year-over-Year Growth in Job Ads by Occupation, West Michigan



Job Ads by Education Requirement, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Top Posted Cities

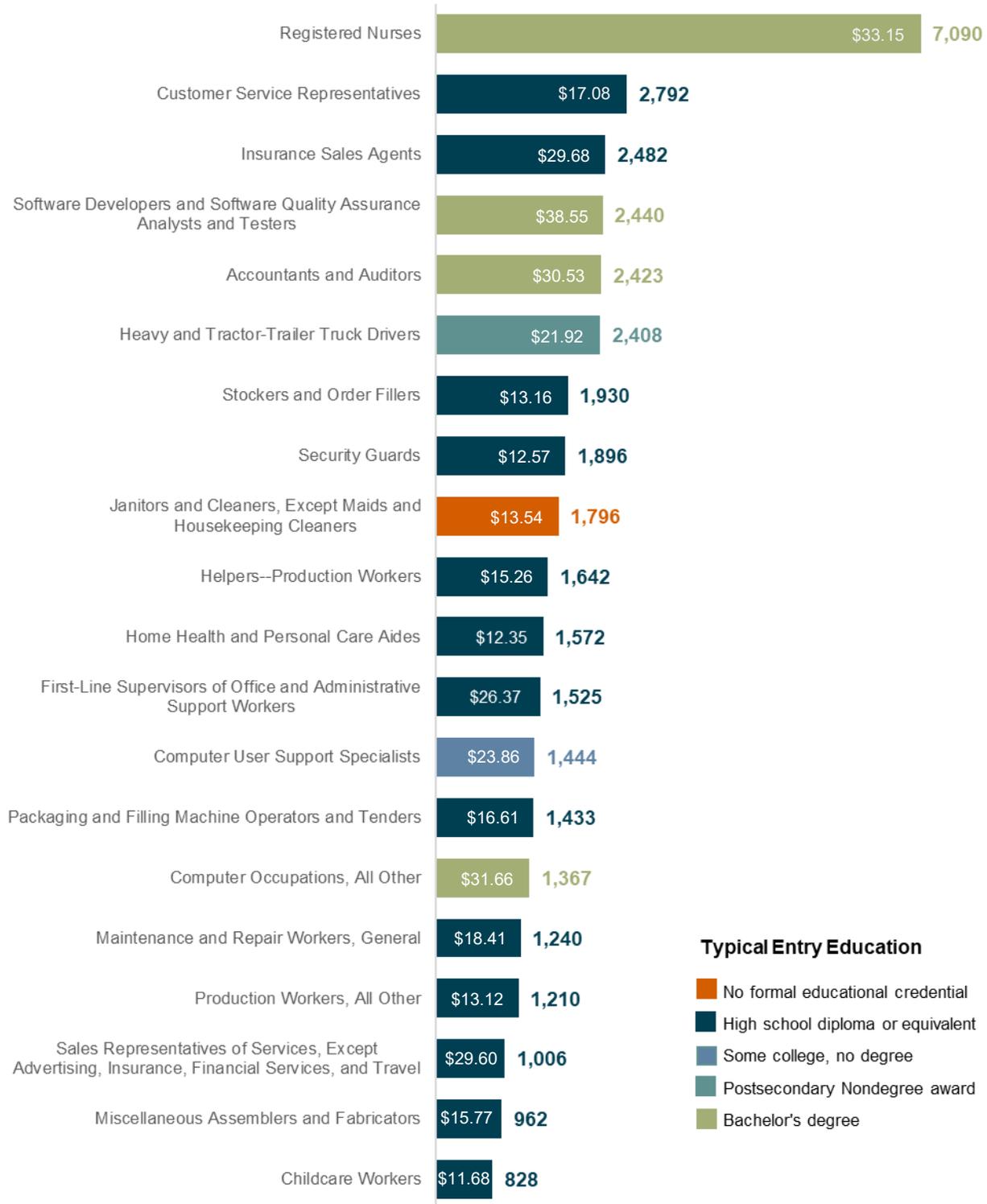
Grand Rapids: 9,193 Ads (33 day median)
 Holland: 1,644 Ads (27 day median)
 Muskegon: 1,426 Ads (31 day median)
 Kentwood: 736 Ads (30 day median)
 Wyoming: 714 Ads (30 day median)
 Grandville: 450 Ads (31 day median)
 Zeeland: 416 Ads (27 day median)
 Caledonia: 350 Ads (24 day median)
 Byron Center: 298 Ads (23 day median)
 Grand Haven: 288 Ads (24 day median)

Top Posted Companies

Express Employment Professionals: 813 Ads
 Care.com, Inc.: 613 Ads
 Robert Half International Inc.: 410 Ads
 Manpower Group Global: 382 Ads
 The Adecco Group: 369 Ads
 Soliant Health, Inc: 362 Ads
 Michigan Works! Service Center: 309 Ads
 H&R Block, Inc.: 287 Ads
 Aerotek, Inc.: 270 Ads
 Randstad N.V.: 255 Ads

Professional Services | Top Posted Occupations | Q1 2021

Top Posted Professional Services Occupations, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Professional Services | Wages and In-demand Skills | Q1

Overview of Professional Services Wages

Nine of the top twenty most in-demand Professional Service jobs in West Michigan offered a median wage greater than \$20 per hour in the first quarter of 2021, according to the Bureau of Labor Statistics (BLS). Software Developers earned the highest median wage, at \$38.55 per hour, and were among the four jobs on the list that typically require a Bachelor's degree. Heavy and Tractor-Trailer Truck Drivers were the 9th highest paid in-demand Professional Services occupation in Q1, with a median hourly wage of \$21.92, and typically requires a postsecondary certificate. Insurance Sales Agents were the highest paid occupation requiring a high school diploma, earning a median hourly wage of \$29.68, and ranked in as the 5th highest paid in-demand role of the first quarter.

Wages for Top 10 In-demand Professional Services Occupations, West Michigan

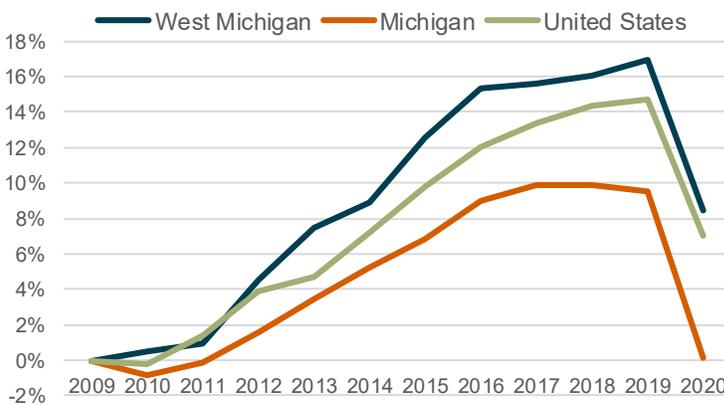
Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Registered Nurses	1,194	\$33.15	\$26.29	\$28.88	\$37.86	\$41.66
Customer Service Representatives	1,553	\$17.08	\$11.46	\$13.74	\$21.60	\$27.92
Insurance Sales Agents	205	\$29.68	\$19.27	\$22.18	\$43.41	\$62.84
Software Developers and Software Quality Assurance Analysts and Testers	351	\$38.55	\$23.88	\$30.84	\$47.04	\$54.74
Accountants and Auditors	423	\$30.53	\$20.52	\$24.71	\$39.76	\$50.98
Heavy and Tractor-Trailer Truck Drivers	1,372	\$21.92	\$14.83	\$18.26	\$25.17	\$29.93
Stockers and Order Fillers	1,341	\$13.16	\$10.41	\$11.39	\$15.73	\$19.47
Security Guards	408	\$12.57	\$10.19	\$11.01	\$17.07	\$20.00
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,707	\$13.54	\$10.35	\$11.55	\$15.75	\$19.59
Helpers--Production Workers	298	\$15.26	\$11.46	\$13.14	\$17.98	\$20.16

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Auditing	Communications
Certified Nursing Assistant	Accounting	Customer Service
Licensed Practical Nurse	Warehousing	Management
Master of Business Administration (MBA)	Nursing	Sales
Bachelor of Science in Nursing (BSN)	Loans	Detail Oriented
Nurse Practitioner	Basic Life Support	Operations
Certified Public Accountant	Selling Techniques	Leadership
Critical Care Registered Nurse (CCRN)	Cardiopulmonary Resuscitation (CPR)	Valid Driver's License
Licensed Insurance Producer	Customer Experience	Problem Solving
Licensed Vocational Nurse	Financial Services	Computer Literacy

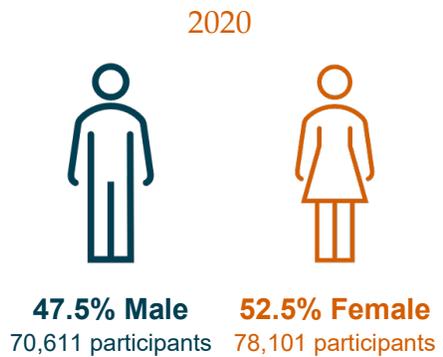
Retail and Hospitality Services

2020 Employment	Trend	Average Earnings	Total Wages
148,712	▼ (-7.3%)	\$33,221 Annual, 2020	\$4.9 billion in 2020
<p>The four major industries comprising Retail and Hospitality Services — <i>Retail Trade; Accommodation and Food Services; Other Services; and Arts, Entertainment and Recreation</i> — lost the largest volume of jobs due to the pandemic, shrinking by 7.3 percent in 2020, compared to a drop of 12.8 percent statewide and 10.7 percent nationwide. There were over 18,600 job openings in the region during the first quarter of 2021, growing 4.1 percent from Q4, with a median advertised wage of \$16.06 per hour.</p>			

Industry Employment Growth, Indexed to 2009



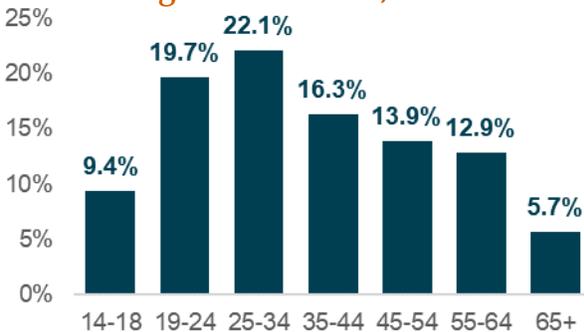
Gender Distribution



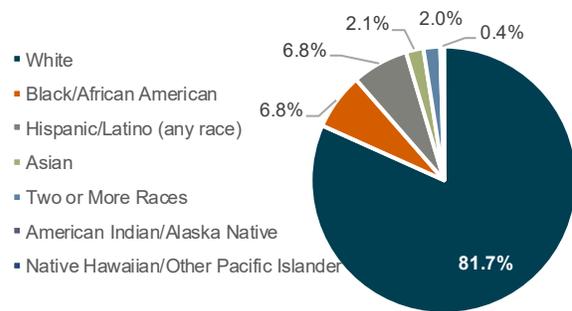
Industry Demographics

Retail and Hospitality Services was the third most diverse industry cluster in West Michigan as recently as 2020. Although 81.7 percent of workers identified as *White* (121,511 workers), those identifying as *Black or African American* accounted for 6.8 percent of employment (10,182 individuals) and 6.8 percent were *Hispanic or Latino* (10,167 workers). Compared to any industry, this sector employed the largest share of workers between the ages of 14 to 18 (9.4%), and the third largest share of workers 65 and over (5.7%).

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

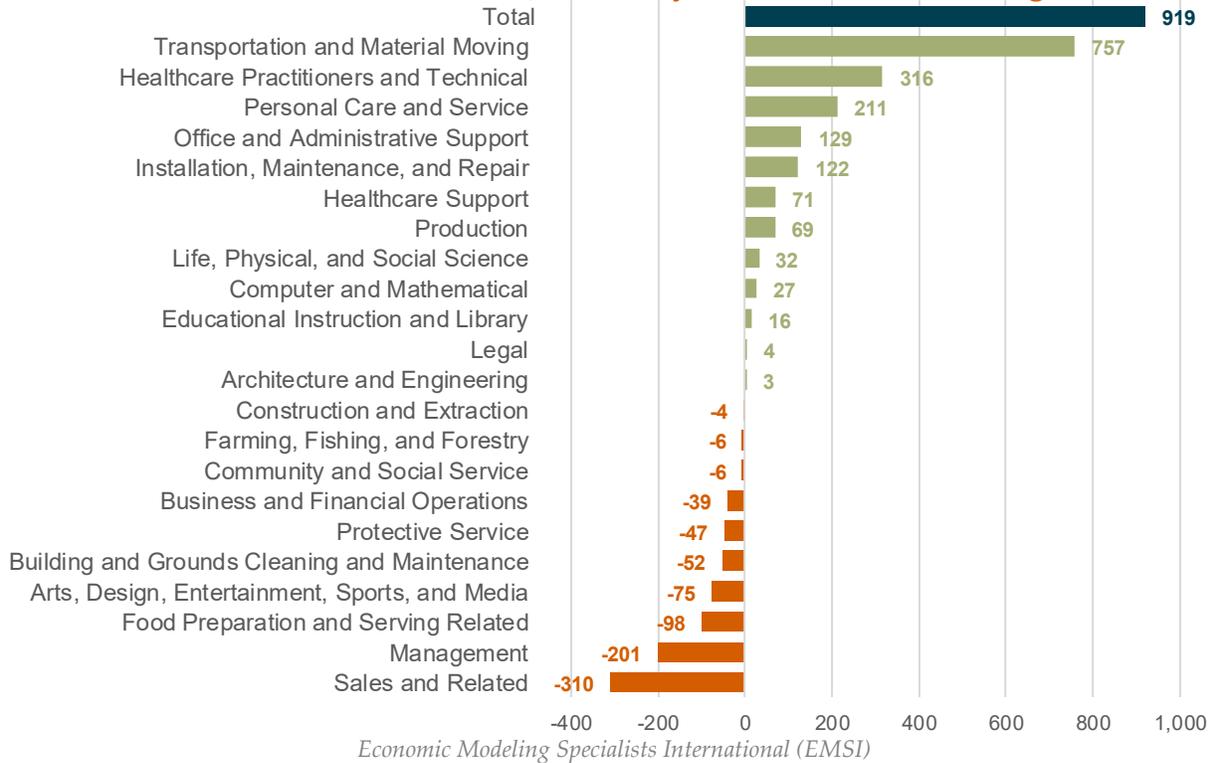


Industry Employment by Skill-level, 2020



Retail & Hospitality | Ads by Location and Education | Q1

Year-over-Year Growth in Job Ads by Education, West Michigan



Job Ads by Education Requirement, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Top Posted Cities

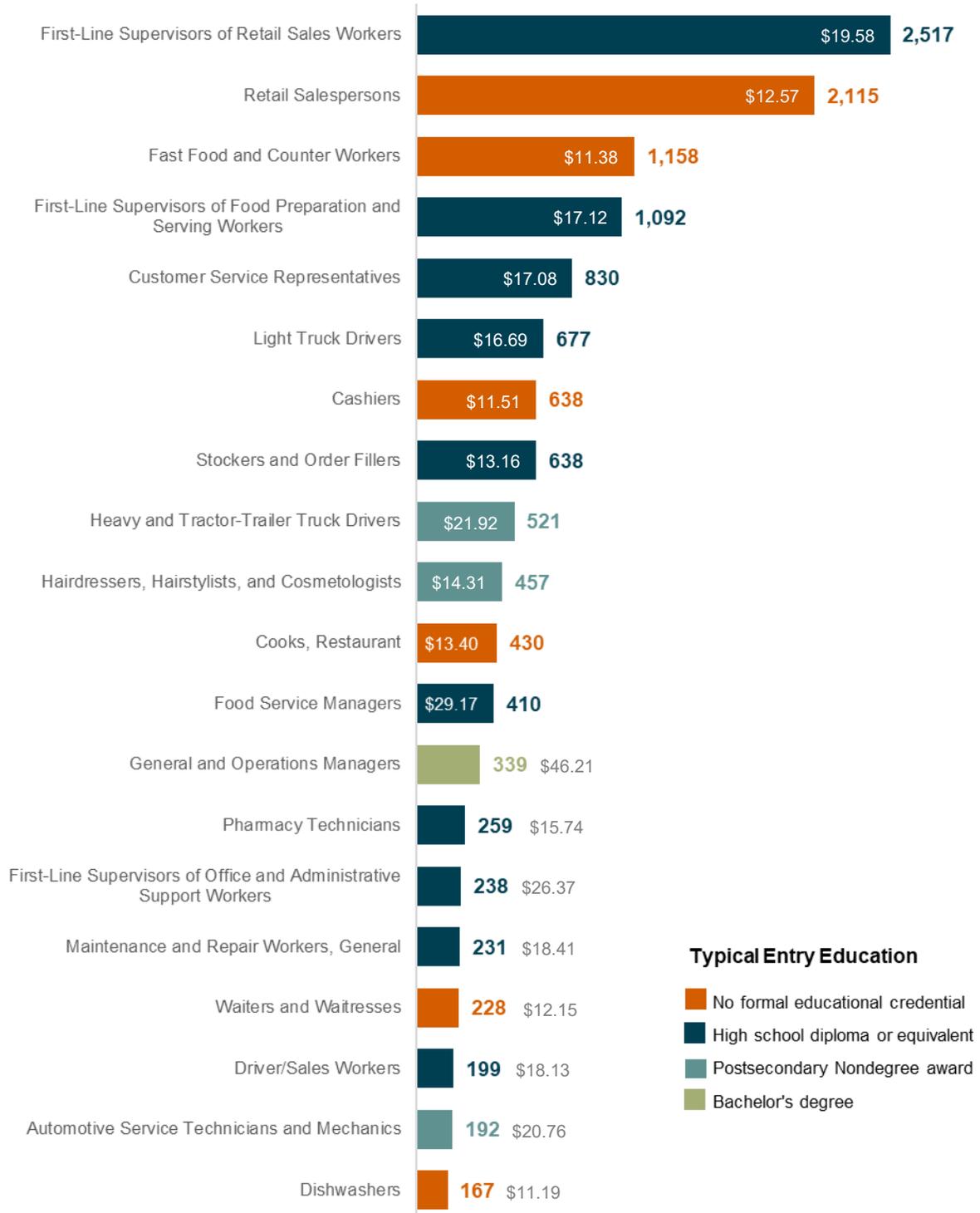
Grand Rapids: 4,150 Ads (40 day median)
 Muskegon: 1,315 Ads (49 day median)
 Grandville: 1,197 Ads (43 day median)
 Holland: 1,022 Ads (49 day median)
 Kentwood: 855 Ads (49 day median)
 Wyoming: 778 Ads (46 day median)
 Walker: 498 Ads (49 day median)
 Ludington: 436 Ads (52 day median)
 Grand Haven: 433 Ads (53 day median)
 Comstock Park: 396 Ads (42 day median)

Top Posted Companies

Dollar General Corporation: 987 Ads
 Walmart, Inc.: 817 Ads
 AutoZone, Inc.: 712 Ads
 Pizza Hut, Inc.: 630 Ads
 McDonald's Corporation: 541 Ads
 The Home Depot: 516 Ads
 Meijer, Inc.: 445 Ads
 Great Clips, Inc.: 409 Ads
 Taco Bell Corp: 400 Ads
 Walgreens Company: 385 Ads

Retail & Hospitality | Top Posted Occupations | Q1 2021

Top Posted Retail & Hospitality Services Occupations, West Michigan (Q1 2021)



Economic Modeling Specialists International (EMSI)

Retail & Hospitality | Wages and In-demand Skills | Q1 2021

Overview of Retail and Hospitality Wages

Five of the top twenty most in-demand Retail and Hospitality Service jobs in West Michigan offered a median wage greater than \$20 per hour in the first quarter of 2021, according to the Bureau of Labor Statistics (BLS). General and Operations Managers offered the highest median wage, at \$46.21 per hour, and were the only job on the list that typically requires a Bachelor's degree for entry. Heavy and Tractor-Trailer Truck Drivers were the 4th highest paid in-demand Retail and Hospitality occupation in Q1, with a median hourly wage of \$21.92, and the highest paying role that requires a postsecondary certificate. Food Service Managers were the highest paid occupation requiring a high school diploma, earning a median hourly wage of \$29.17, and ranked in as the 2nd highest paid in-demand role of Q1.

Wages for Top 10 In-demand Retail & Hospitality Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
First-Line Supervisors of Retail Sales Workers	528	\$19.58	\$13.03	\$15.55	\$26.88	\$32.21
Retail Salespersons	2,642	\$12.57	\$10.26	\$11.08	\$15.08	\$19.58
Fast Food and Counter Workers	3,636	\$11.38	\$10.07	\$10.50	\$12.32	\$14.17
First-Line Supervisors of Food Preparation and Serving Workers	582	\$17.12	\$11.99	\$13.96	\$21.00	\$26.23
Customer Service Representatives	1,553	\$17.08	\$11.46	\$13.74	\$21.60	\$27.92
Light Truck Drivers	578	\$16.69	\$10.77	\$12.30	\$23.31	\$31.26
Cashiers	2,293	\$11.51	\$10.13	\$10.66	\$12.54	\$14.44
Stockers and Order Fillers	1,341	\$13.16	\$10.41	\$11.39	\$15.73	\$19.47
Heavy and Tractor-Trailer Truck Drivers	1,372	\$21.92	\$14.83	\$18.26	\$25.17	\$29.93
Hairdressers, Hairstylists, and Cosmetologists	174	\$14.31	\$10.27	\$11.47	\$19.92	\$24.95

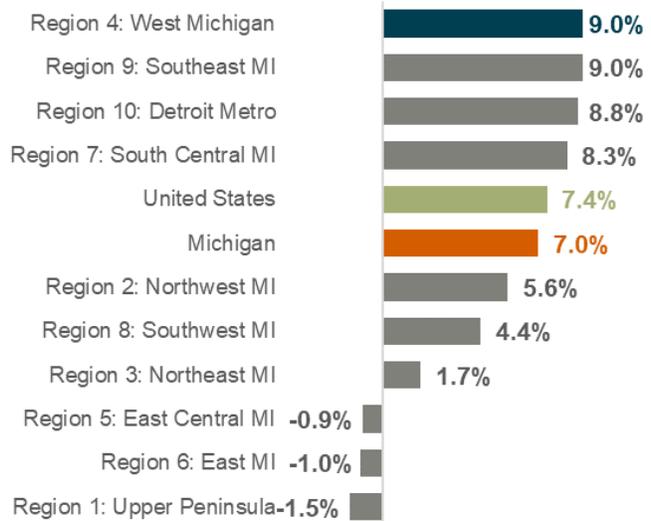
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Merchandising	Customer Service
Automotive Service Excellence (ASE) Certification	Restaurant Operation	Sales
Certified Pharmacy Technician	Cash Register	Communications
ServSafe Certification	Cash Handling	Management
Bachelor of Science in Pharmacy	Selling Techniques	Leadership
Barber License	Customer Satisfaction	Operations
Bachelor of Science in Business	Customer Experience	Basic Math
Doctor of Pharmacy (PharmD)	Franchising	Detail Oriented
Certified Forklift Operator	Visual Merchandising	Valid Driver's License
CDL Class B License	Loss Prevention	Cleanliness

Occupational Outlook | Projected Demand from 2016-2026

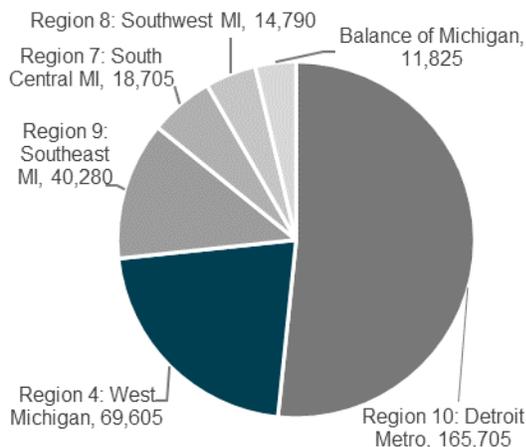
The Bureau of Labor Market Information and Strategic Initiatives produces Long-Term Occupational Outlook forecasts for regions throughout the state every two years. This year, the most up-to-date information available for Michigan's ten Prosperity Regions covers the period from 2016 to 2026. The bureau's latest occupational projections include a new "separations methodology" intended to distinguish between the number of annual openings expected to result from three sources: growth, labor force separations, and occupational transfers. These projections indicate that West Michigan will experience a total of 96,265 job openings each year over the relevant ten-year period, with 92.8 percent of annual openings expected to emerge because an employee has separated from their previous role — either in pursuit of a different occupation or exiting the local labor force entirely — while just 7.2 percent of projected annual openings are associated with employment opportunities that didn't exist before the 2016 to 2026 period.

West Michigan's occupational employment is expected to grow by 9.0 percent over the ten-year forecasting period, equating to a net employment increase of 69,605 workers by the year 2026. Each year, the 13-county region is expected to see 6,960 job openings resulting from growth alone, with these potential openings resulting from business expansion, business relocation, or newly emerging occupations. Furthermore, 37,505 openings are anticipated each year as a result of labor force separations throughout the region, reflecting the predicted number of newly vacant positions caused by retirement, migration, death, or other reasons one might separate from the local labor force entirely. In contrast, individuals who change their occupational classification but remain in the local labor force account for an estimated 51,800 job openings across the region, annually.

Percent Employment Growth by Region, State, and Nation, 2016 - 2026



Employment Growth by Prosperity Region, 2016 - 2026



In comparison to the nine remaining Prosperity Regions across Michigan, West Michigan's 10-year projected employment growth of 9.0 percent would rank first in conjunction with Prosperity Region 9: Southeast Michigan, which is also anticipated to grow by 9.0 percent through 2026 (a net gain of 40,280 workers). In terms of future numeric job growth, West Michigan's net growth of 69,605 workers would only trail Prosperity Region 10: Detroit Metro, which is expected to gain 165,705 additional employees over the 10-year period (8.8 percent growth). As such, employment growth in West Michigan accounts for 21.7 percent of total employment growth anticipated statewide through 2026.

Occupational Outlook | Occupations and Areas of Growth

Of the 69,605 estimated jobs to emerge in West Michigan through 2026, just under half are anticipated in four occupational groups: *Transportation and Material Moving*, *Food Preparation and Serving Related*, *Healthcare Practitioners and Technical*, and *Education, Training, and Library* occupations.

Top Occupational Groups by Growth Rate, West Michigan, 2016 - 2026

Occupation	Growth		Total Annual Openings
	#	%	
Total, All Occupations	69,605	9.0%	96,265
Transportation and Material Moving	6,770	10.5%	9,005
Food Preparation and Serving Related	6,765	11.5%	11,325
Healthcare Practitioners and Technical	6,045	14.5%	2,915
Education, Training, and Library	5,630	13.4%	4,445

The occupational group with the largest expected numeric growth over the 2016 to 2026 period is associated with *Transportation and Material Moving* occupations, with a projected net gain of 6,770 employees over the 10-year duration (10.5 percent growth). Employment change in this major occupational category consists of 3,315 annual openings due to labor force exits, accounting for 36.8 percent of total openings in this occupational group each year, with over half of total annual openings arising as a result of occupational transfers (5,015 annual openings). A majority of this change is driven by the occupational category's largest occupation, *Laborers and Freight, Stock, and Material Movers*, which is projected to add a total of 2,285 jobs, resulting in 11.9 percent growth and 2,965 average annual openings. The next largest occupation in this category with respect to numeric growth is *Heavy and Tractor-Trailer Truck Drivers*, which is expected to add 1,415 total jobs, a 10.6 percent growth.

Food Preparation and Serving Related occupations is projected to add 6,765 jobs over the 10-year period, a proportional growth rate of 11.5 percent. This occupational category is anticipated to create 11,325 job openings each year. However, 94.0 percent of these expected annual openings will be replacements for current employees (10,650 openings), while over 41.3 percent of total openings each year will be new vacancies caused by current workers separating from the local labor force entirely (4,680 openings). *Combined Food Preparation and Serving Workers*, already the largest occupation within the category, is projected to add 3,155 jobs over the forecasting period, which translates to 18.3 percent growth. This more than doubles the numeric growth expected for *Waiters and Waitresses*, the second largest occupation in the category, which is predicted to grow by 9.0 percent through 2026, an additional 1,160 jobs.

Other occupations that are not as high-volume, but are expecting the largest percentage growth in West Michigan include: *Statisticians* (47.6 percent growth, 10 annual openings), *Home Health Aides* (40.3 percent, 350 openings), *Information Security Analysts* (34.6 percent, 10 openings), *Physician Assistants* (33.9 percent, 55 openings), and *Software Developers, Applications* (33.8 percent, 100 openings).

Top Occupations by Growth Rate, West Michigan, 2016 - 2026

Occupation	Growth Rate	Annual Openings
Statisticians	47.6%	10
Home Health Aides	40.3%	350
Information Security Analysts	34.6%	10
Physician Assistants	33.9%	55
Software Developers, Applications	33.8%	100

Occupational Outlook | Forecasting Competencies

Using the Long-Term Occupational Forecasts, the Bureau of Labor Market Information and Strategic Initiatives is able to crosswalk core competencies from the Department of Labor's O*Net Online tool with job projections to gain an understanding of the knowledge, skills, abilities, and work activities that will be in demand through 2026. Although the competencies identified in the Sector Focus section apply to the top occupations within a respective industry cluster, the following areas of importance apply to all jobs throughout West Michigan and illustrate which competencies are expected to be most in-demand, based upon the volume of anticipated job openings where the corresponding attribute was deemed important.

Knowledge

Knowledge areas are "Organized sets of principles and facts applying in general domains." Two of the top knowledge areas for growing occupations are Customer and Personal Service (important among 74.1 percent of annual growth openings) and English Language (73.7 percent). The former fits into the Essential Skills Framework, a pilot program at Northview High School to help better prepare high schoolers for their transition into the workforce.

Skills

Skills are defined as "Developed capacities that facilitate learning or the more rapid acquisition of knowledge." Four of the top five skills identified as important for growing jobs are defined as "Basic Skills." These are led by Active Listening (84.3 percent) and Speaking (71.9 percent).

Skills (non-Basic)

Considering the top Skills tend to fall under the classification of Basic Skills, we have also assessed how non-Basic skills correlate with employment projections. Here, we see that Coordination (64.7 percent), Social Perceptiveness (63.0 percent), and Judgment and Decision Making (59.4 percent) lead.

Abilities

Abilities are "Enduring attributes of the individual that influence performance." Cognitive abilities encompass four of the five abilities that are most common and important among projected job openings due to growth. The most prominent abilities identified as important for growing jobs include Near Vision (79.3 percent), Oral Comprehension (77.2 percent) and Oral Expression (72.1 percent).

Work Activities

Work Activities are "General types of job behaviors occurring on multiple jobs." The most common activity, Getting Information, is deemed as important among 80.2 percent of anticipated growth openings across West Michigan. Communicating with Supervisors, Peers, or Subordinates closely trails, prominent among 56.1 percent of annual growth openings, followed by Making Decisions and Solving Problems (29.5 percent).



Sources

Page	Source
7	U.S. Census Bureau, Population Estimates, 2019 Population Estimates U.S. Census Bureau, Population Estimates, 2000-2010 Intercensal Estimates U.S. Census Bureau, American Community Survey, 2015-2019 5-Year Estimates
8-9	U.S. Census Bureau, American Community Survey, 2015-2019 5-Year Estimates
10-11	Economic Modeling Specialists International (EMSI) U.S. Bureau of Labor Statistics, Current Employment Statistics (CES) U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS) U.S. Census Bureau, American Community Survey, 2015-2019 5-Year Estimates
12	U.S. Census Bureau, OnTheMap Application, Longitudinal-Employer Household Dynamics, 2018 data
13-15	Economic Modeling Specialist International (EMSI)
17-44	Economic Modeling Specialists International (EMSI) U.S. Bureau of Labor Statistics, Current Employment Statistics (CES) U.S. Bureau of Labor Statistics, Occupational Employment Statistics (OES) U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW)
45-46	DTMB, Bureau of Labor Market Information and Strategic Initiatives, Occupational Long-Term Forecast (2016-2026)
47	DTMB, Bureau of Labor Market Information and Strategic Initiatives, Occupational Long-Term Forecast (2016-2026) O*Net Online Database

Appendix 1

The following NAICS industry assignments are made to create sector definitions:

NAICS	NAICS Industry Name	Sector
11	Agriculture, Forestry, Fishing and Hunting	Agriculture
21	Mining, Quarrying, and Oil and Gas Extraction	Energy and Construction
22	Utilities	
23	Construction	
62	Health Care and Social Assistance	Health Care
51	Information	IT and Media
31-33	Manufacturing	Manufacturing
52	Finance and Insurance	Professional Services
53	Real Estate and Rental and Leasing	
54	Professional, Scientific, and Technical Services	
55	Management of Companies and Enterprises	
56	Administrative and Support and Waste Management and Remediation Services	
44-45	Retail Trade	Retail and Hospitality Services
71	Arts, Entertainment, and Recreation	
72	Accommodation and Food Services	
81	Other Services (except Public Administration)	

Appendix 2

The four competency areas are defined as follows:

- Knowledge - Organized sets of principles and facts applying in general domains.
- Skills - Developed capacities that facilitate learning or the more rapid acquisition of knowledge.
- Abilities - Enduring attributes of the individual that influence performance.
- Work Activities - General types of job behaviors occurring on multiple jobs.

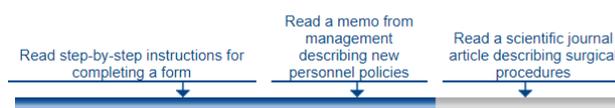
Using the Talxcellenz© online tool, we generate O*Net Online database competency scores for the combined top occupations within the given sectors, both for Importance and Level. Importance and Level scores are the result of extensive, statistically random surveys of businesses about occupations at the O*Net code level.

Importance score: This rating indicates the degree of importance a particular descriptor is to the occupation. The possible ratings range from "Not Important" (1) to "Extremely Important" (5). It is then standardized on a scale of 0 to 100.

Level score: This rating indicates the degree, or point along a continuum, to which a particular descriptor is required or needed to perform the occupation.

Each level score can be further investigated on the O*Net Online database, with specific scales for each occupation. For the skill Reading Comprehension, the following example level scale is for Lawyers (23-1011):

70  **Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.



More information can be found on the [O*Net Online database](#).



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