



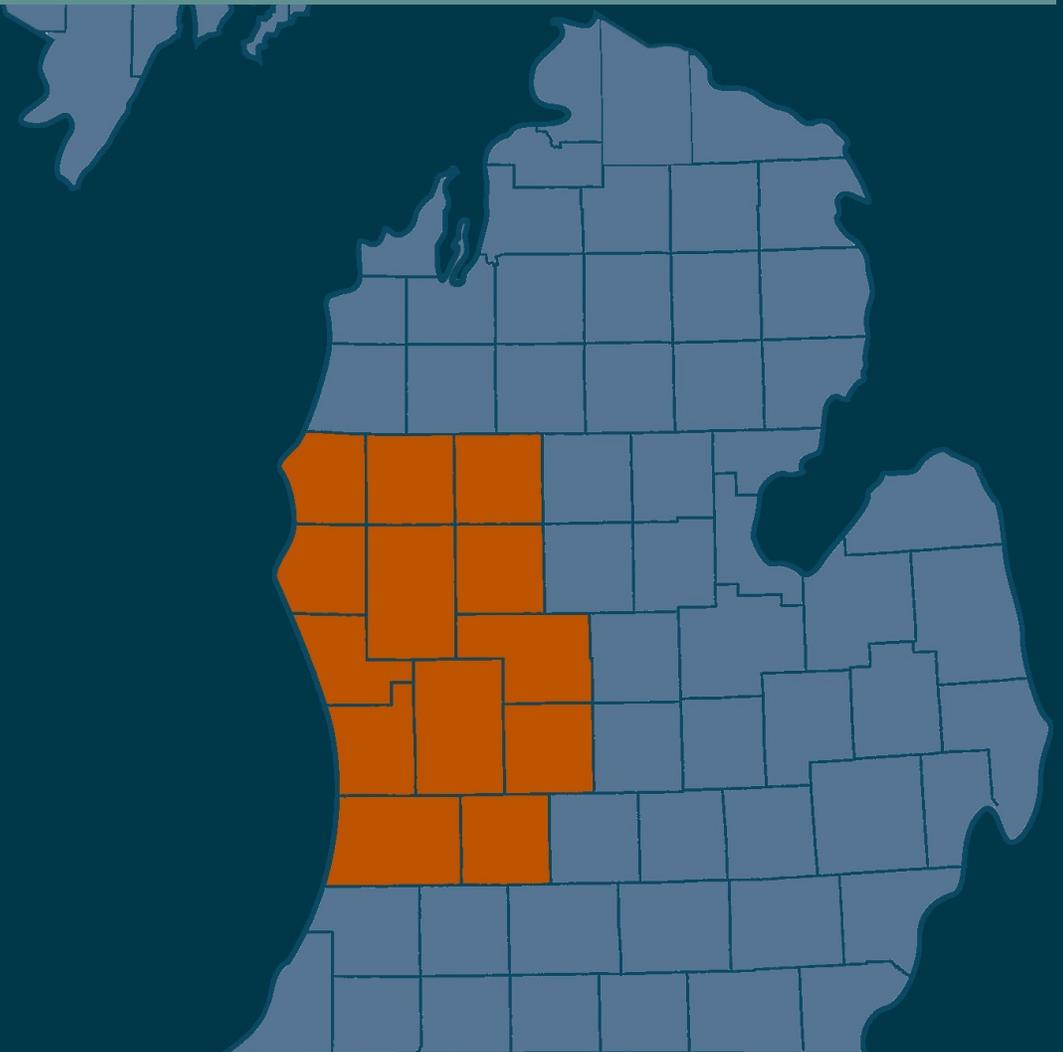
Q2 2021
April - June

West Michigan

13-County Talent Assessment

Quarterly Labor Market Report

Q2 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

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 for employers and leaders in education and workforce development. 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.

At the end of the second quarter of 2021, 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 5.0 percent, on par with the state and below the 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 2020.

Despite nearly twice as many jobseekers, a **majority of employers still report difficulty finding talent to meet their needs**. The 'skills gap' remains, but changing expectations among workers have also contributed to the difficulty finding talent — requiring [innovative strategies](#) for employers to adapt to the new talent landscape.

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 education and training providers 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

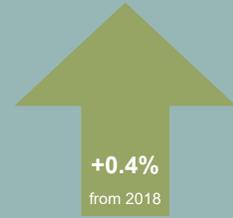
EXECUTIVE SUMMARY

- In the second quarter of 2021 West Michigan's employment situation began to improve as **more jobseekers entered the market** and found employment, resulting in slight improvements to the region's unemployment rate. The size of the unemployed population fell by 8.4 percent (3,756 jobseekers) from Q1 2021, resulting in a gain of 4,194 labor force participants and 7,950 more employees — a reversal from the decline in both labor force participation and employment observed at the start of 2021. The region's **unemployment rate continued to fall**, rebounding by 0.5 percent to stand at 5.0 percent in Q2 — identical to the statewide rate and below the national rate (5.8%). **Employer demand continued to gain momentum** over the quarter with online job ads growing by 3.7 percent (3,230 ads) from Q1 and 36 percent (23,652 ads) year-over-year.
- **Transportation and Material Moving occupations were the most in-demand** (16.5%; 14,717 ads), followed by Sales and Related occupations (11.9%; 10,668 ads), and Healthcare Practitioners and Technical occupations (9.3%; 8,288 ads). The **most in-demand credentials** of the second quarter included Commercial Driver's Licenses (CDL), Certified Nursing Assistants (CNA), and Licensed Practical Nurses (LPN), while the **highest-growing credentials** included Barbers Licenses, Certified Occupational Therapy Assistants, and HVAC Certifications.
- Employment among Goods-producing industries grew by 2.6 percent (3,800 jobs) in Q2 2021, while Service-providing industries recovered 10,367 jobs (2.4%) — resulting in a **net gain of 14,167 jobs for the region over the quarter**. The largest quarterly gains were attributed to Leisure and Hospitality (14.2%; 6,033), Mining, Logging and Construction (11.6%; 3,033), Other Services (3.3%; 700), and Professional and Business Services (2.4%; 1,733). Losses persisted for just two industries over the quarter: Government (-0.6%; -300) and Education and Health Services (-0.1%; -67). However, potential growth for all industries has been **significantly constrained by the availability of talent**.
- **Nonfarm employment recovered by 14.3 percent year-over-year**, reflecting 74,800 more employed in Q2 2021. Although Goods-producing industries gained back 19,733 jobs since Q2 2020, **3 in 4 recovered jobs originated from Service-providing industries** — which employed 55,067 more workers in Q2 2021 compared to the previous year. The largest numeric gain was attributed to Manufacturing (17,033), while Information was the only sector to employ fewer workers (-367) in 2021 compared to the previous year.
- Regional employment is **forecasted to grow by 2.6 percent from 2018 to 2028**, equating to a net employment increase of 20,520 workers over ten years. West Michigan is expected to be the highest-growth region in the state, accounting for **3 in 4 new jobs to emerge statewide** through 2028. Each year, the 13-county region is expected to see 2,050 job openings resulting from growth, 27,780 openings as a result of labor force separations, and 40,300 openings due to occupational transfers.

2019 Population Overview

Population Demographics

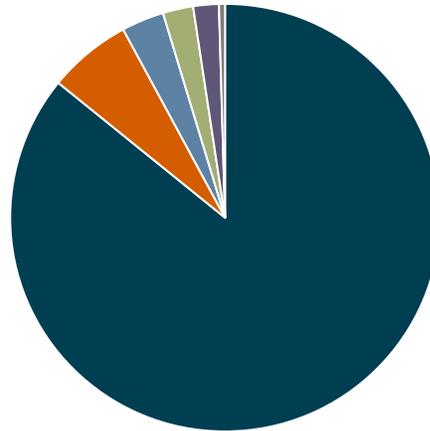
The population in West Michigan grew by over 0.4 percent from 2018 to 2019, with a total of 1,613,904 residents living within the 13-county region. The sex of the populace was nearly evenly distributed, with 49.8 percent of the population identifying as male and the remaining 50.2 percent identifying 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

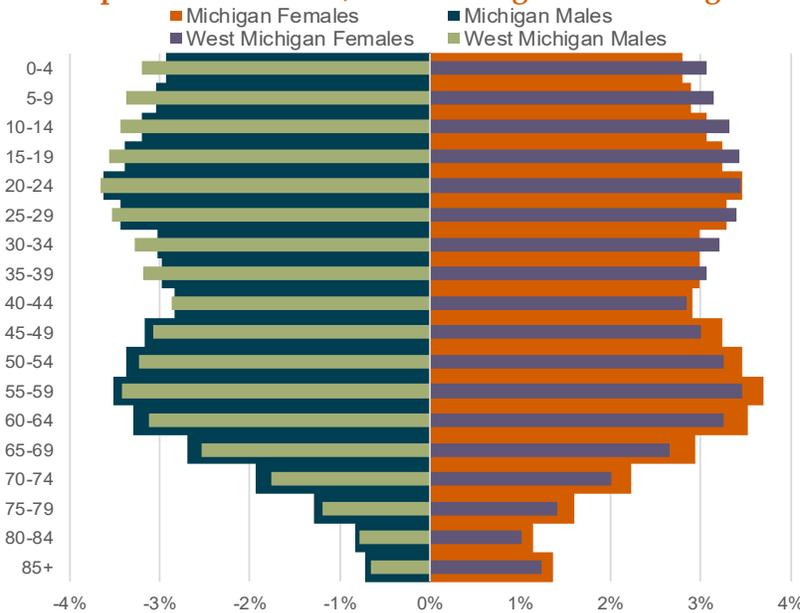
Population by Race/Ethnicity, West Michigan

- 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%



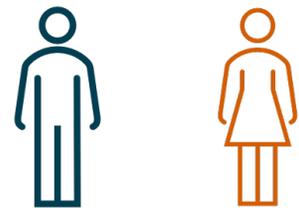
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

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

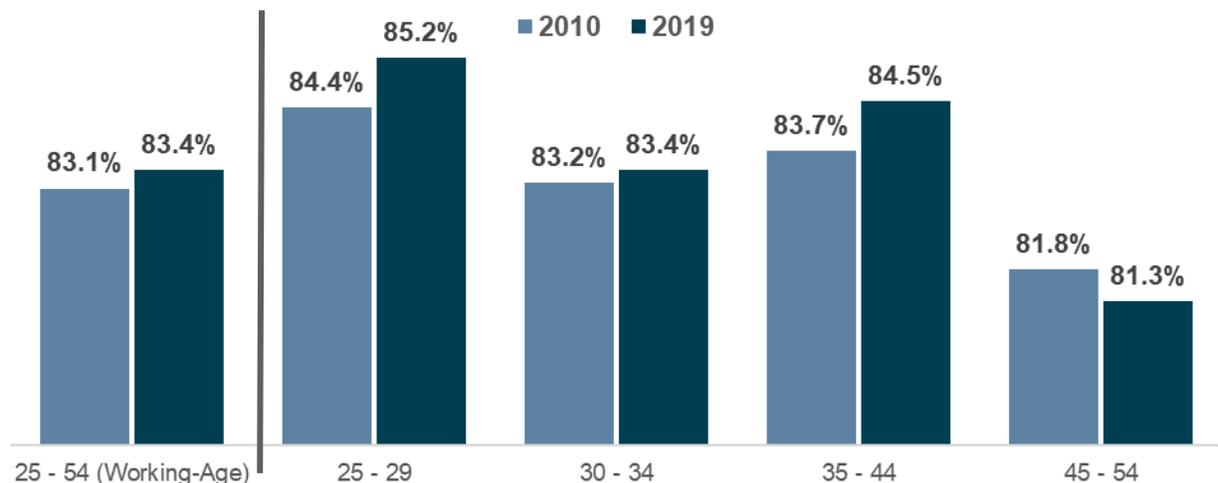
As recently as 2019, 64.6 percent of West Michigan residents ages 16 and older were either working or actively seeking work, slightly below the rate of 65.7 percent in 2010. Nearly half of the population, or about 777,220 individuals (48.2%) living in the region, were employed. The highest unemployment 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



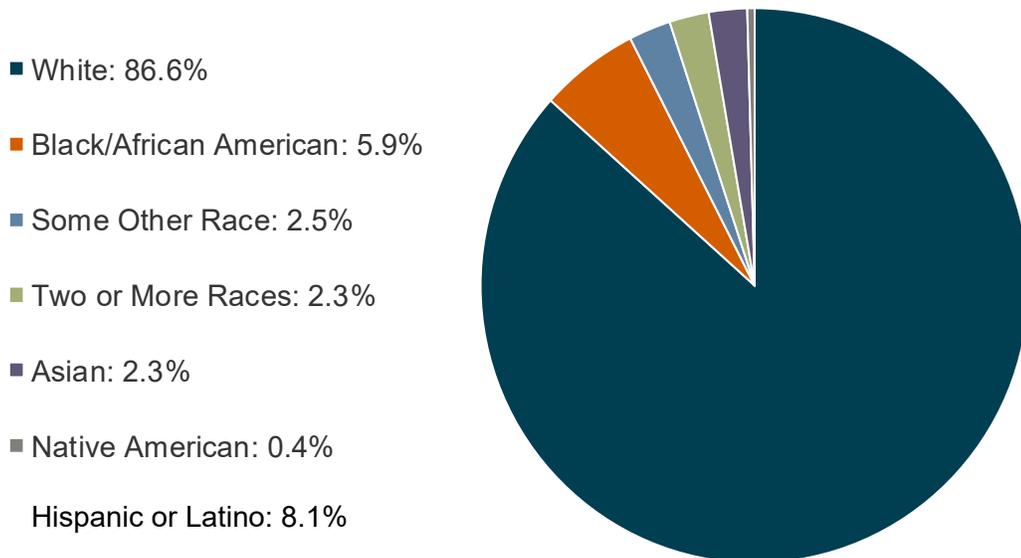
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

2019 Labor Force Overview

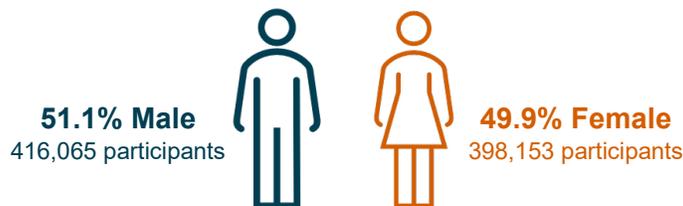
Labor Force Demographics

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



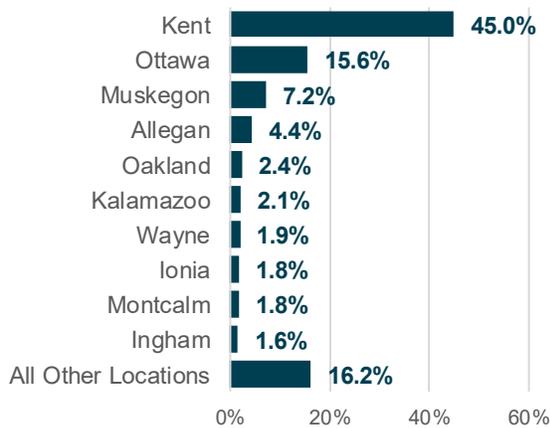
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

2018 Commuting Patterns

Commuting in West Michigan

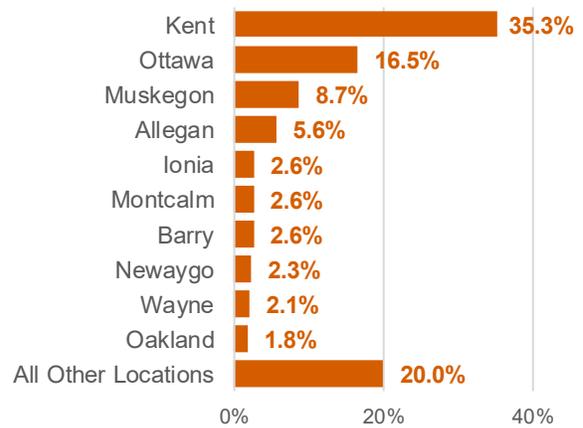
In 2018 there were 753,165 individuals employed across West Michigan, irrespective of their place of residence. Of this employed population, 611,547 individuals both lived and worked within the region, accounting for 81.2 percent of all employees. Thus, 141,618 employees lived beyond the boundaries of 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 | Q2 2021

Current State of the Labor Market in West Michigan

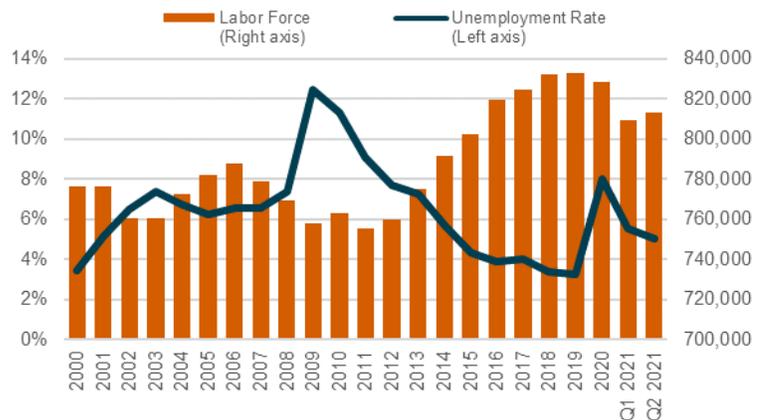
In the second quarter of 2021 West Michigan's employment situation began to improve as more jobseekers entered the market and found employment, resulting in slight improvements to the region's unemployment rate. The size of the unemployed population fell by 8.4 percent (3,756 jobseekers) from Q1 2021, resulting in a gain of 4,194 labor force participants and 7,950 more employees. The region's unemployment rate continued to fall, rebounding by 0.5 percent to stand at 5.0 percent in Q2 — identical to the statewide rate and below the national rate (5.8%). Employer demand continued to gain momentum over the quarter with online job ads growing by 3.7 percent (3,230 ads).

Annual Labor Market Overview

The labor force in West Michigan began to inch back from its trough during the second quarter of 2021, although nearly 14,300 participants have left the market since Q2 2020 (-1.7%). Employment grew over the year as fears of COVID-19 began to subside, with 83,489 more employed this quarter (12.1%) compared to 2020. The size of the unemployed population plummeted by 71 percent from Q2 2020, with 97,789 fewer jobseekers in Q2 2021 for a total unemployed population of over 40,800. Although the labor market has improved drastically from this time last year, the lack of available jobseekers has greatly constrained potential growth.

Labor Force and Unemployment in West Michigan

2000- Q2 2021



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

Quarterly Demand Overview

Online job advertisements in West Michigan continued to show evidence of recovery during the second quarter of 2021, with 3,230 more ads in Q2 2021 compared to the previous quarter. There were 89,429 job openings posted online in Q2, which reflects a growth of 3.7 percent from Q1 and 36 percent year-over-year. The average time to fill an opening fell from 31 days in Q1 to 24 days in Q2, while the median advertised hourly wage dropped by \$2.22 to stand at \$17.78 in Q2 2021. The share of low-skill job postings remained relatively constant over the quarter, hovering around 71 percent.

Active Online Job Postings in West Michigan

2017- Q2 2021



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Labor Force, Employment, and Employer Demand | Q2 2021

Trends across Industries and Counties

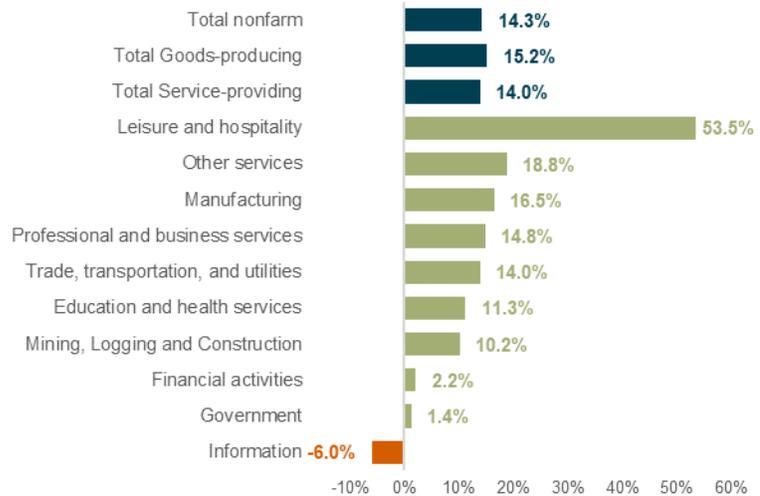
Employment among Goods-producing industries in West Michigan grew by 2.6 percent (3,800 jobs) in Q2 2021, while Service-providing industries recovered 10,367 jobs (2.4%) — resulting in a net gain of 14,167 jobs for the region over the quarter. The largest quarterly gains were attributed to Leisure and Hospitality (14.2%; 6,033), Mining, Logging and Construction (11.6%; 3,033), Other Services (3.3%; 700), and Professional and Business Services (2.4%; 1,733). Losses persisted for just two industries over the quarter: Government (-0.6%; -300) and Education and Health Services (-0.1%; -67). Ottawa (4.1%), Barry (4.5%), and Allegan (4.6%) experienced the lowest Q2 unemployment rates, while Oceana (-1.9%), Mason (-1.4%), and Lake (-1.1%) saw the greatest improvements over the quarter.

Industry Overview

Nonfarm employment in West Michigan recovered by 14.3 percent year over year, reflecting 74,800 more employed in Q2 2021. Although Goods-producing industries gained back 19,733 jobs since Q2 2020, 3 in 4 recovered jobs originated from Service-providing industries — which employed 55,067 more workers in Q2 2021 compared to the previous year. The largest numeric gain was attributed to Manufacturing (17,033), while Information was the only sector to employ fewer workers (-367) in 2021 compared to the previous year.

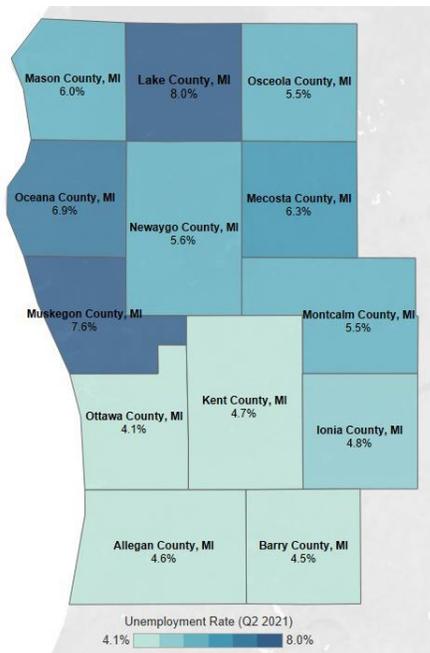
Employment Growth by Industry, West Michigan

Q2 2020 – Q2 2021



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

Unemployment Rate by County



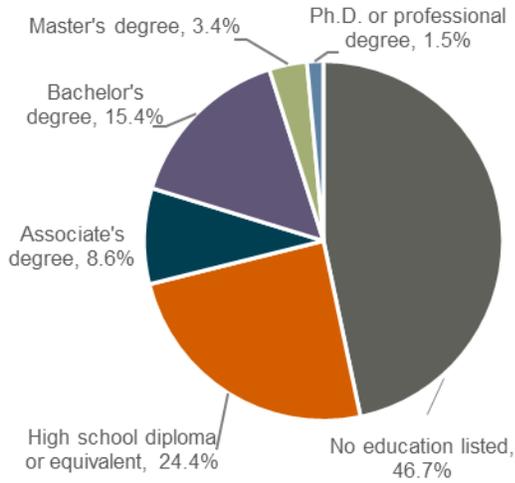
U.S. Census Bureau, Local Area Unemployment Statistics

County Overview

The aggregated unemployment rate in West Michigan fell by 11.7 percentage points year-over-year to stand at 5.0 percent in Q2 2021. The unemployment rate in each of the region's 13 counties drastically improved from the second quarter of 2020, though each saw its labor force shrink accordingly. Muskegon (-15.3%), Montcalm (-13.6%), Ionia (-13.0%), and Osceola (-12.4%) counties saw the greatest year-over-year improvements to their unemployment rates, while Allegan (-10.8%), Ottawa (-10.9%), and Barry (-11.0%) counties experienced the slowest recovery from Q2 2020. Muskegon (-6.3%), Oceana (-4.8%), Montcalm (-3.9%) and Allegan (-3.7%) counties experienced the large decline in labor force participation over the year, while the fewest jobseekers left the market in Ottawa (-0.4%), Barry (-0.6%), and Kent (-0.6%) counties — resulting in a net loss of 14,300 participants for the 13-county region year-over-year.

Real-Time Demand Overview | Q2 2021

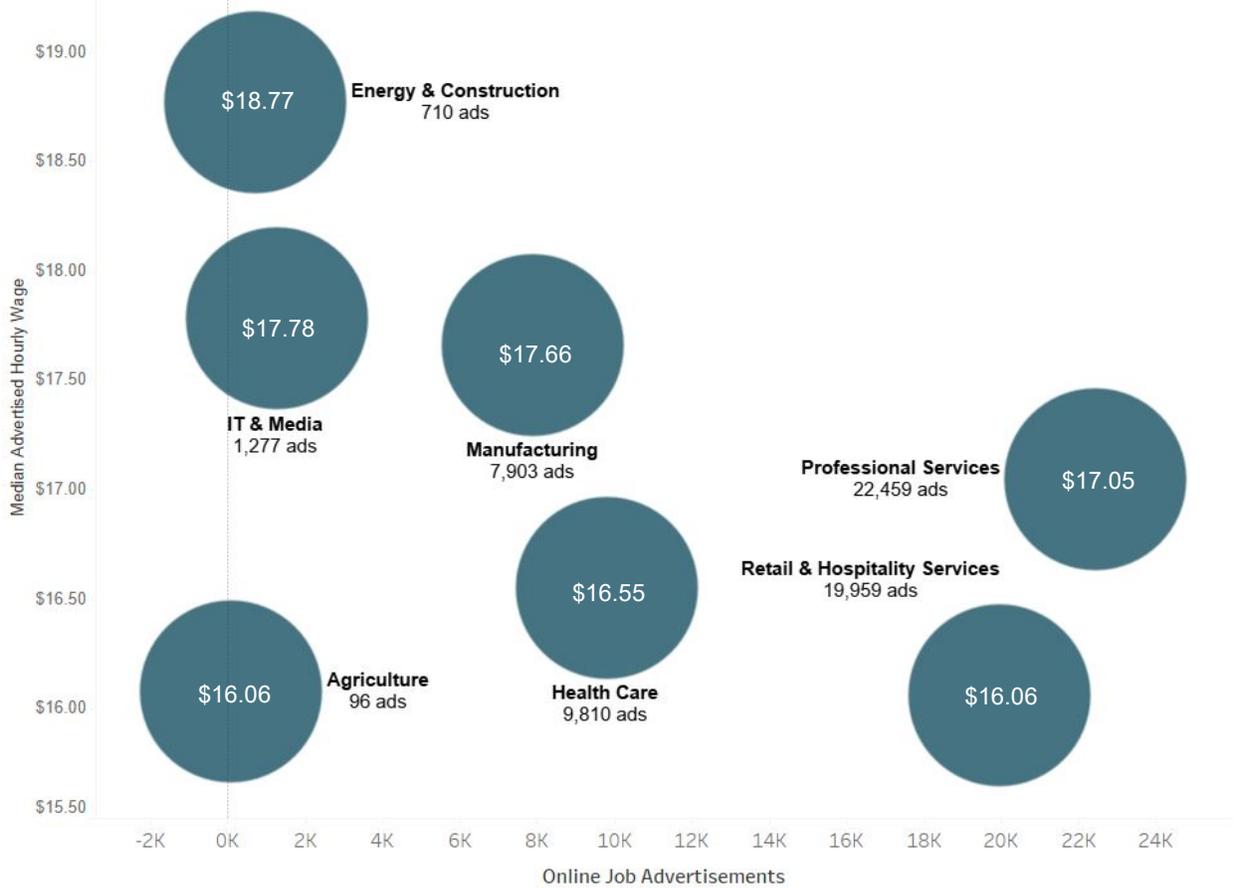
Job Ads by Education, West Michigan



Emsi Burning Glass

There was a total of 89,430 unique job ads posted online in West Michigan in the second quarter of 2021, with a median advertised wage of \$17.78 per hour — \$2.22 less than the previous quarter. The share of postings with no formal education requirement grew from 44.7 percent in Q1 to 46.7 percent in Q2, while the median advertised wage of these jobs fell from \$21.11 to \$17.78 per hour. Nearly a quarter (24.4%) of ads required only a high school diploma and advertised a median wage of \$16.06 per hour, slightly fewer than Q1 with a higher median wage (\$0.61). The share of jobs requiring some form of education beyond high school fell from 29.9 percent to 28.9 percent, with median advertised wages remaining constant at \$23.82 per hour.

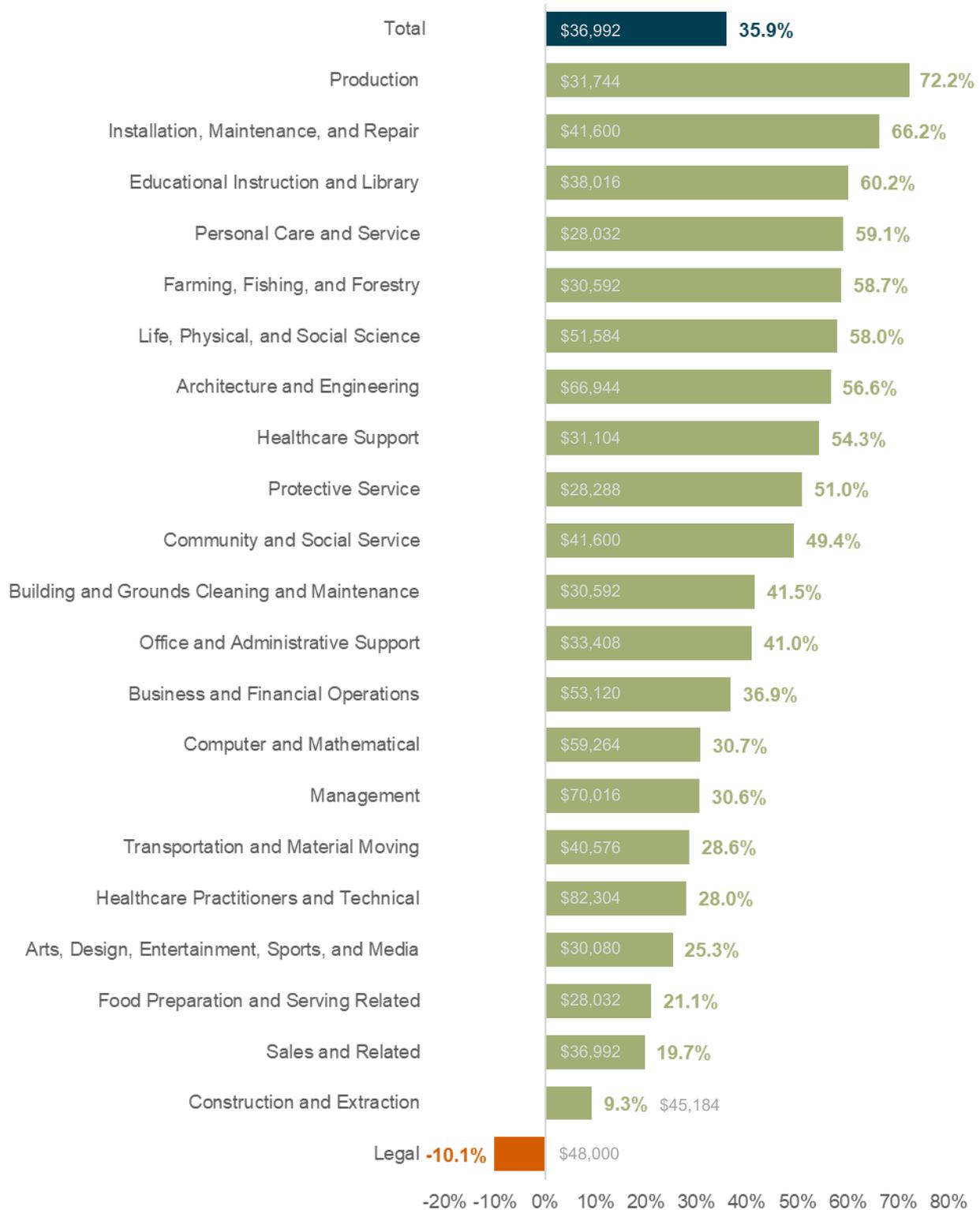
Online Job Ads and Median Advertised Wage by Industry Cluster, West Michigan



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Real-Time Demand | Fastest Growing Occupations | Q2 2021

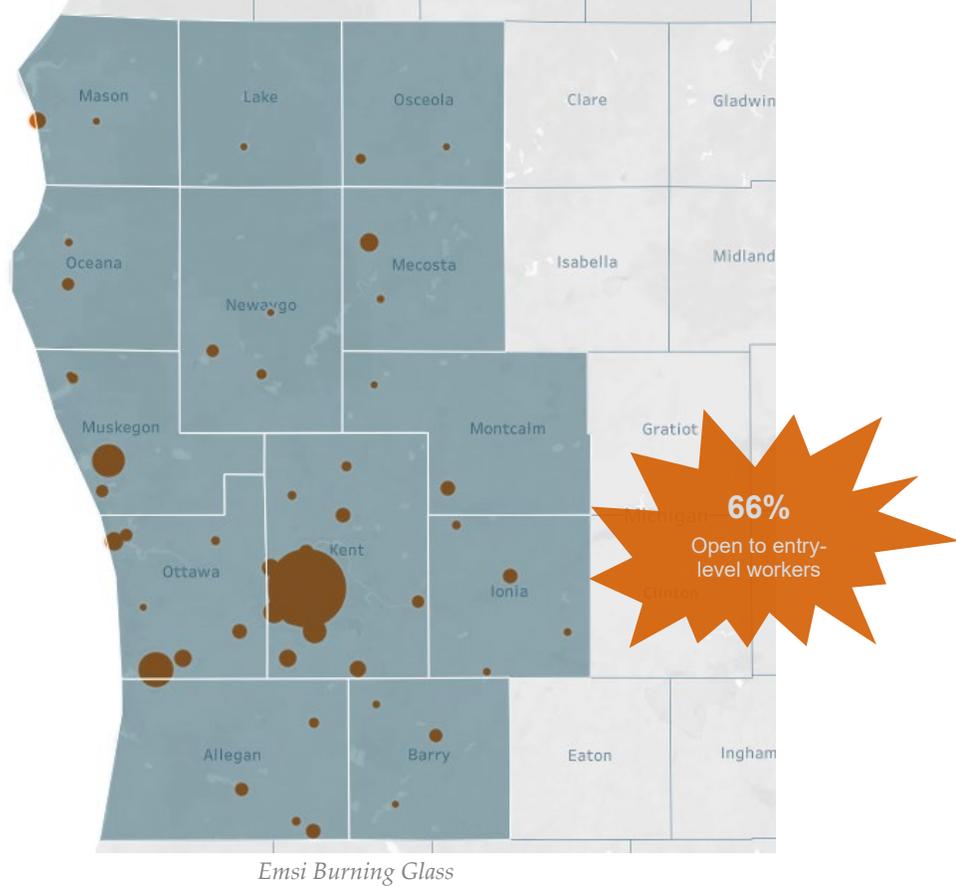
Year-over-Year Growth and Median Advertised Salary, West Michigan



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Real-Time Demand | Top Cities and Skills | Q2 2021

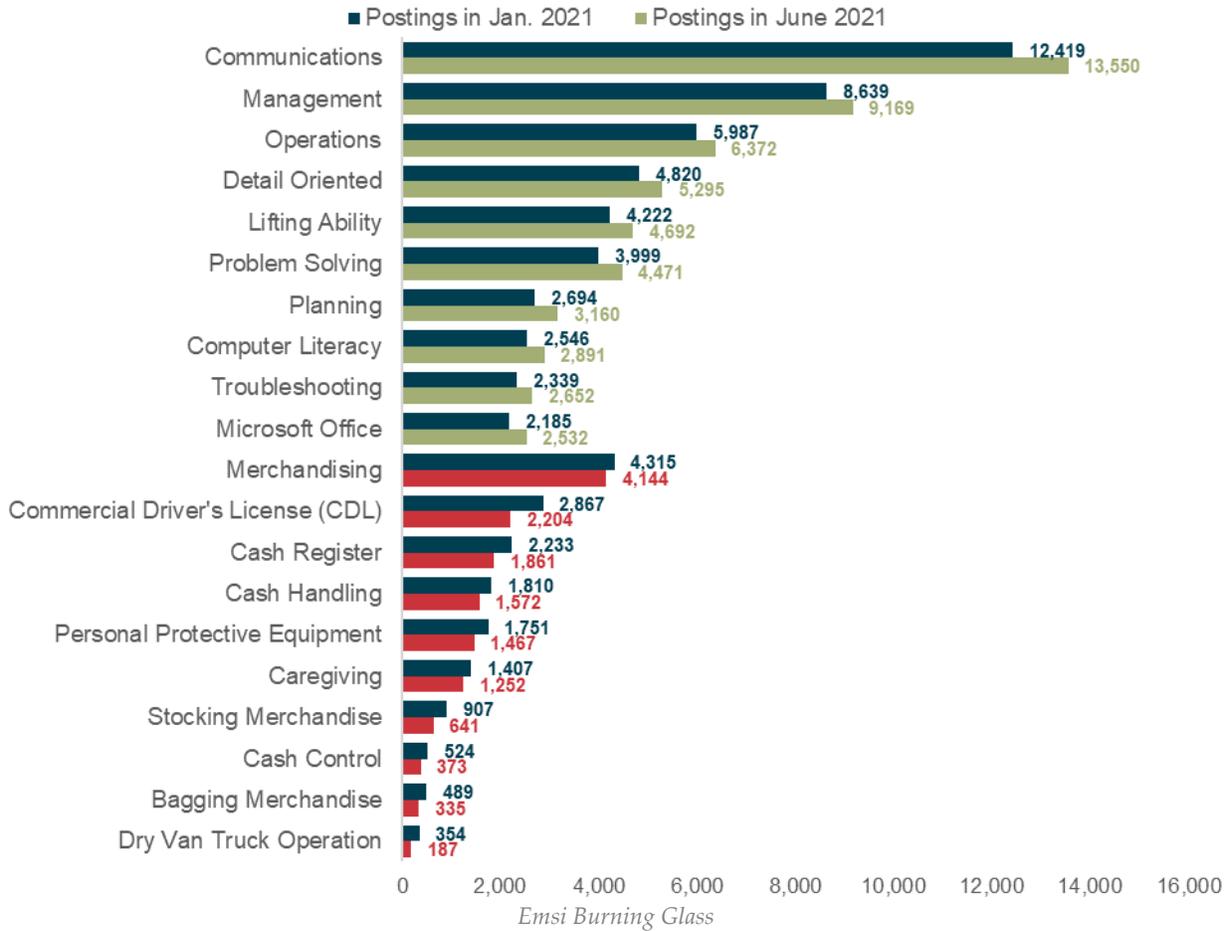
Online Job Postings by City, West Michigan



Top Posted Credentials	Top Posted Skills	Top Posted Employers
Commercial Driver's License (CDL)	Communications	Spectrum Health Ludington
Certified Nursing Assistant	Customer Service	Walmart, Inc.
Licensed Practical Nurse	Management	Dollar General Corporation
Bachelor of Science in Business	Sales	Express Employment Professionals
Automotive Service Excellence (ASE) Certification	Leadership	Meijer, Inc.
Bachelor of Science in Nursing ...	Operations	Great Clips, Inc.
Master of Business Administration ...	Detail Oriented	Lakeland Health
Certified Pharmacy Technician	Lifting Ability	The Home Depot
ServSafe Certification	Problem Solving	AutoZone, Inc.
Nurse Practitioner	Merchandising	Spartannash Company

Real-Time Demand | Fastest Growing Skills | Q2 2021

Hot and Cold Skills, West Michigan



High Growth Credentials	High Growth Soft Skills	High Growth Hard Skills
Barber License	Goal Setting	Machining
Certified Occupational Therapy Assistant	Adaptability	Machine Operation
HVAC Certification	Sourcing	Tooling
Registered Respiratory Therapist	Punctuality	SQL (Programming Language)
Certified Safety Professional	Microsoft PowerPoint	Mechanics
Registered Health Information Technician	Spanish Language	Advanced Cardiovascular Life Support (ACLS)
Registered Health Information Administrator	Consulting	Power Tool Operation
ASE Parts Specialist	Sorting	Good Manufacturing Practices
Esthetician License	Fine Motor Skills	Onboarding
Certified Coding Specialist	Influencing Skills	Mechanical Aptitude

Sector Focus

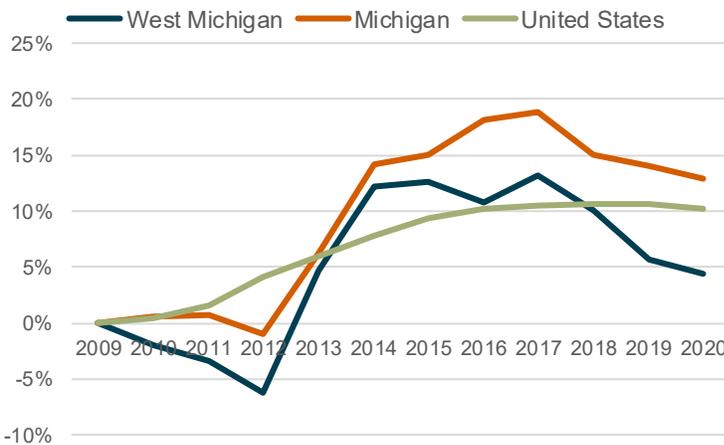


Agriculture

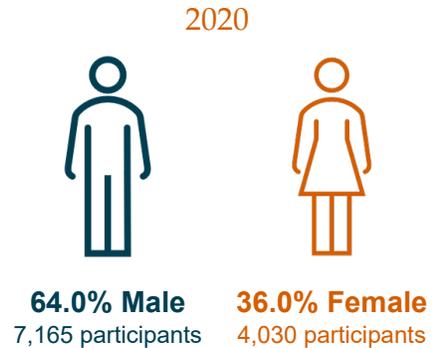
2020 Employment	Trend	Average Earnings	Total Wages
11,195	▼ (-1.2%)	\$44,173 Annual, 2020	\$494.5 million in 2020

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 96 job openings in West Michigan in the second quarter of 2021, with a median advertised hourly wage of \$16.06. This represents a 20 percent increase in job openings since Q1 2021, with median advertised wages in this sector skyrocketing by 15 percent (\$2.09) from the previous quarter.

Industry Employment Growth, Indexed to 2009



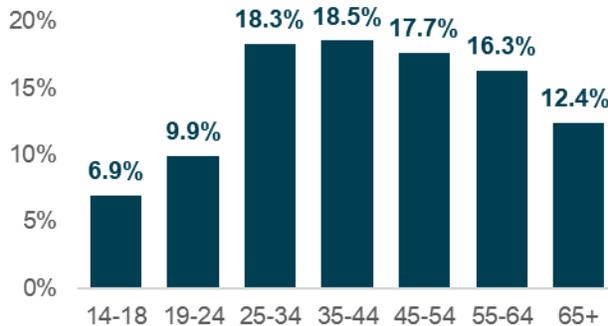
Gender Distribution



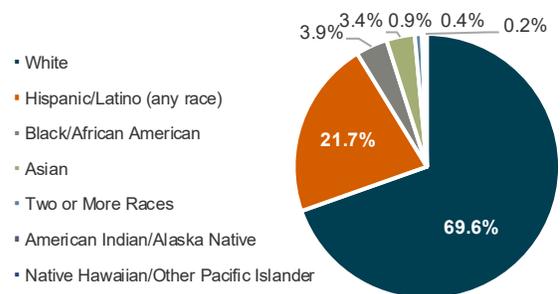
Industry Demographics

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

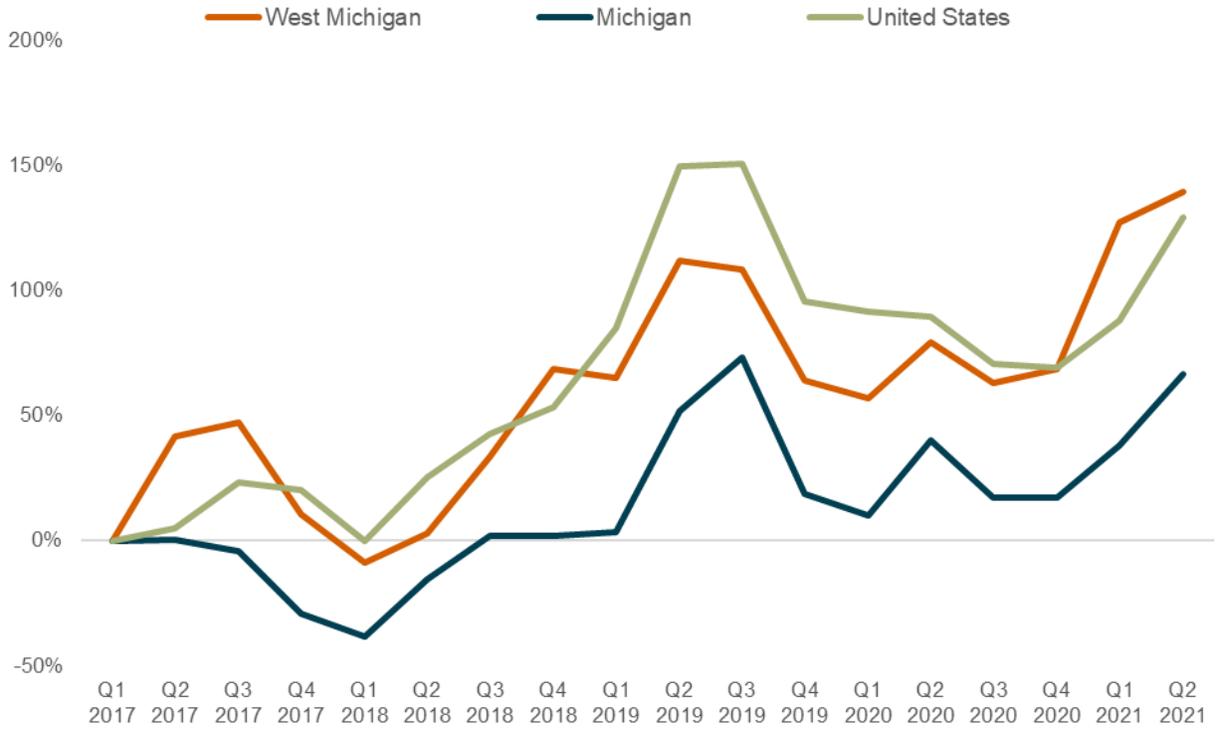


Industry Employment by Skill-level, 2020



Agriculture | Ads by Location and Education | Q2 2021

Growth in Online Job Ads, Indexed to Q1 2017



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Job Ads by Education Requirement, West Michigan (Q2 2021)



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Top Posted Cities

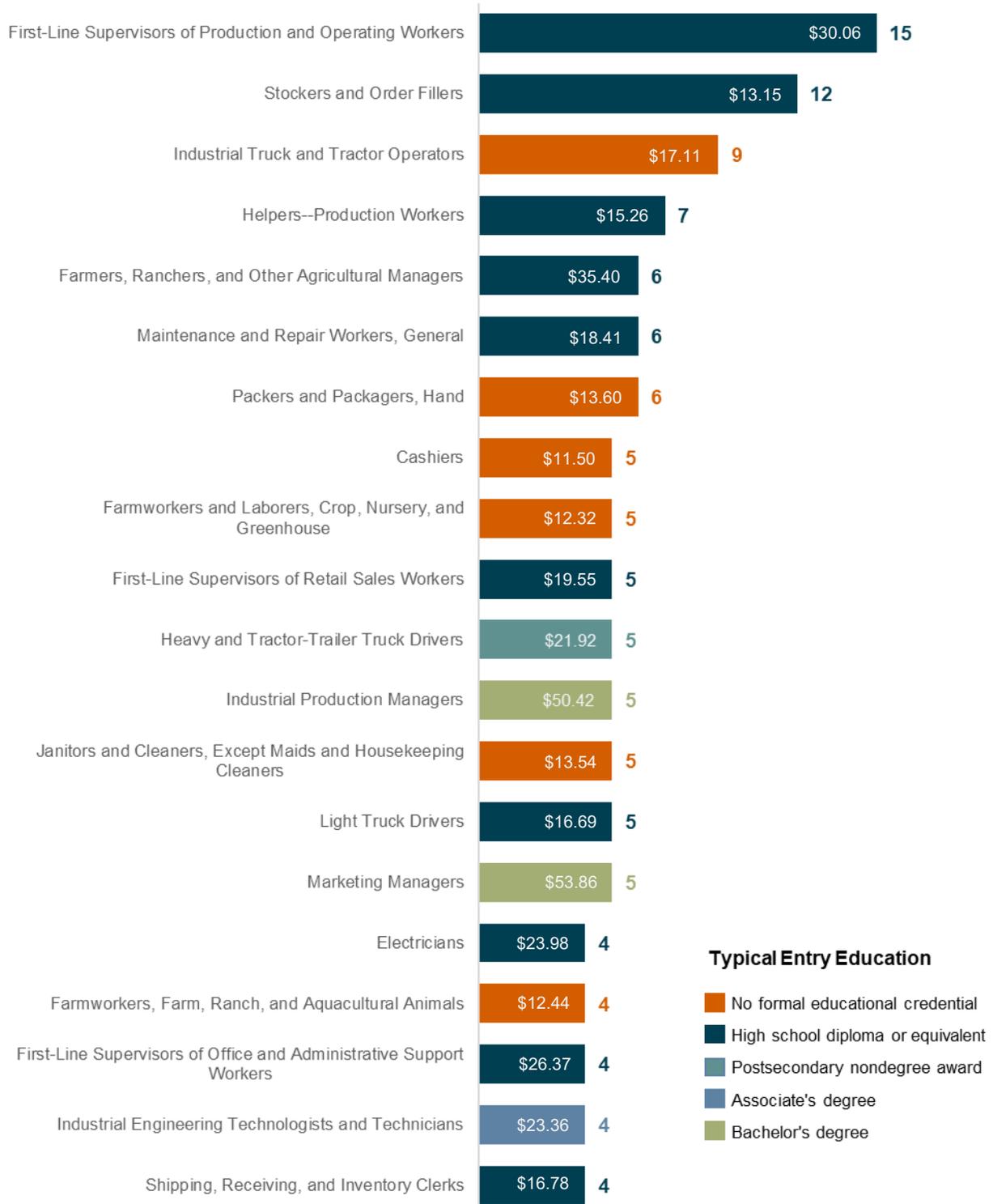
Grand Rapids: 18 Ads (9 day median duration)
 Walkerville: 11 Ads (50 day median)
 Zeeland: 10 Ads (10 day median)
 Fennville: 8 Ads (45 day median)
 Saranac: 7 Ads (4 day median)
 Hudsonville: 4 Ads (11 day median)
 Nunica: 4 Ads (9 day median)
 Portland: 4 Ads (51 day median)
 Evert: 3 Ads (4 day median)
 Holland: 3 Ads (9 day median)

Top Posted Companies

Arbre Farms Corporation: 11 Ads (50 days)
 Conagra Brands, Inc.: 7 Ads (59 days)
 Fresh Thyme: 7 Ads (5 days)
 Herbruck Poultry Ranch, Inc.: 7 Ads (4 days)
 Walters Gardens, Inc.: 7 Ads (11 days)
 Sawyer Nursery, Inc.: 4 Ads (11 days)
 HORTECH LIMITED: 4 Ads (9 days)
 Department of Agriculture: 4 Ads (10 days)
 Shared Resources: 4 Ads (45 days)
 Meadowridge, Inc.: 4 Ads (5 days)

Agriculture | Top Posted Occupations | Q2 2021

Top Posted Agriculture Occupations, West Michigan (Q2 2021)



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Agriculture | Wages and In-demand Skills | Q2 2021

Overview of Agriculture Wages

Eight 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 two occupations on the list that typically require a Bachelor's degree. Conversely, Farmers, Ranchers, and Other Agricultural Managers were the 3rd highest paid in-demand occupation in Q2, with a median hourly wage of \$35.40, 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 11th highest paid in-demand Agriculture position.

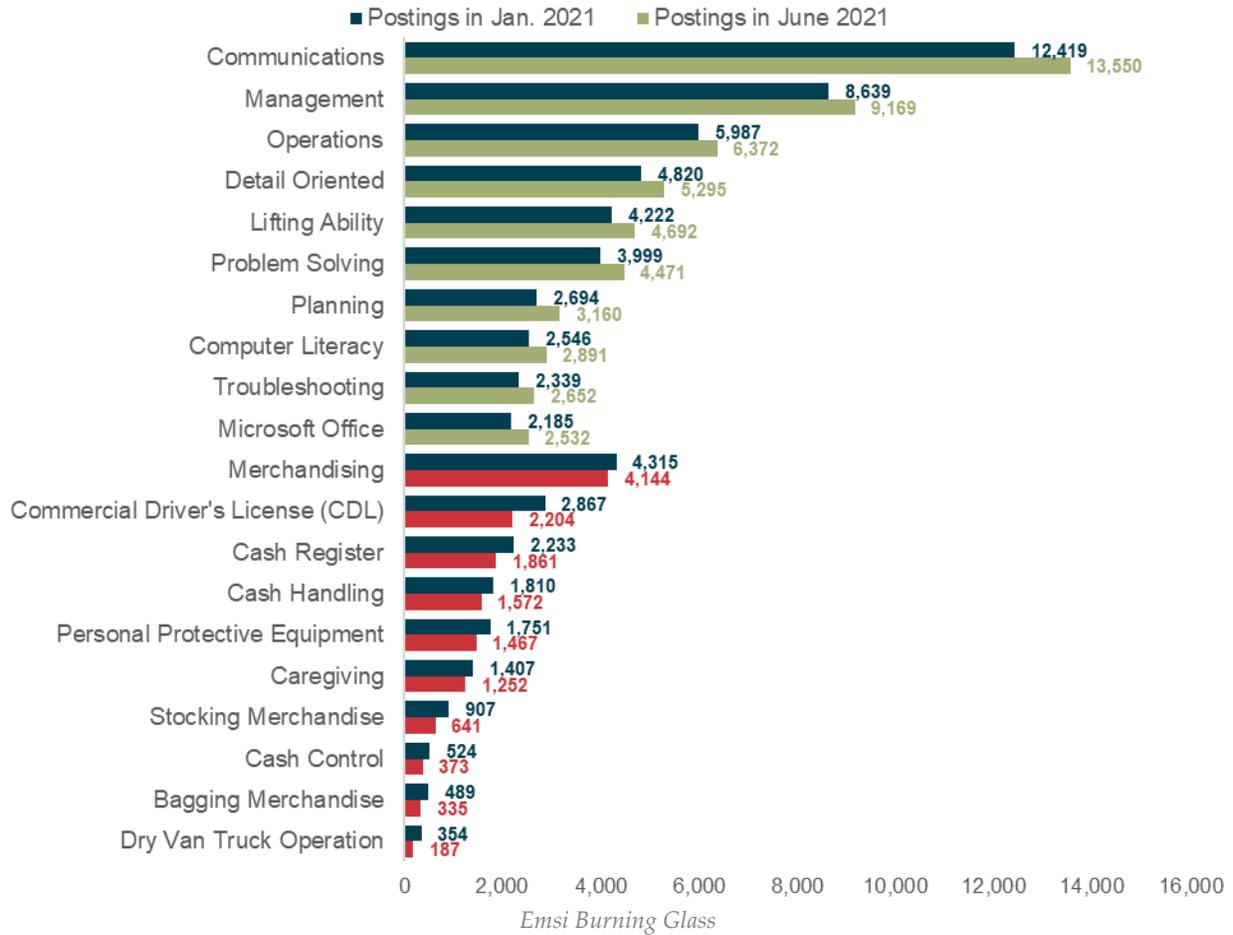
Wages for Top 10 In-demand Agriculture Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
First-Line Supervisors of Production and Operating Workers	811	\$30.06	\$19.81	\$24.14	\$37.30	\$44.67
Stockers and Order Fillers	1,298	\$13.15	\$10.40	\$11.38	\$15.71	\$19.46
Industrial Truck and Tractor Operators	723	\$17.11	\$12.61	\$14.49	\$19.74	\$22.89
Helpers--Production Workers	594	\$15.26	\$11.46	\$13.14	\$17.99	\$20.17
Farmers, Ranchers, and Other Agricultural Managers	246	\$35.40	\$18.63	\$25.53	\$45.26	\$52.40
Maintenance and Repair Workers, General	632	\$18.41	\$11.37	\$13.97	\$23.83	\$28.88
Packers and Packagers, Hand	1,108	\$13.60	\$10.54	\$11.91	\$15.29	\$17.89
Marketing Managers	56	\$53.86	\$33.99	\$42.07	\$70.09	\$91.36
Industrial Production Managers	206	\$50.42	\$33.76	\$41.55	\$63.72	\$81.36
Heavy and Tractor-Trailer Truck Drivers	1,610	\$21.92	\$14.83	\$18.27	\$25.17	\$29.93

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Forklift Operator	Good Manufacturing Practices	Communications
Commerical Driver's License (CDL)	Food Safety	Management
Pesticide Applicator License	Packaging and Labeling	Lifting Ability
Master of Business Administration (MBA)	Personal Protective Equipment	Customer Service
Doctor of Veterinary Medicine...	Palletizing	Detail Oriented
ServSafe Certification	Food Services	Multitasking
Google Analytics Certification	Machinery	Operations
Automotive Service Excellence ...	Production Line	Sales
Journeyman Electrician	Forklift Truck	Valid Driver's License
Engineer in Training	Merchandising	Leadership

Agriculture | Fastest Growing Skills | Q2 2021

Hot and Cold Skills, Agriculture, West Michigan



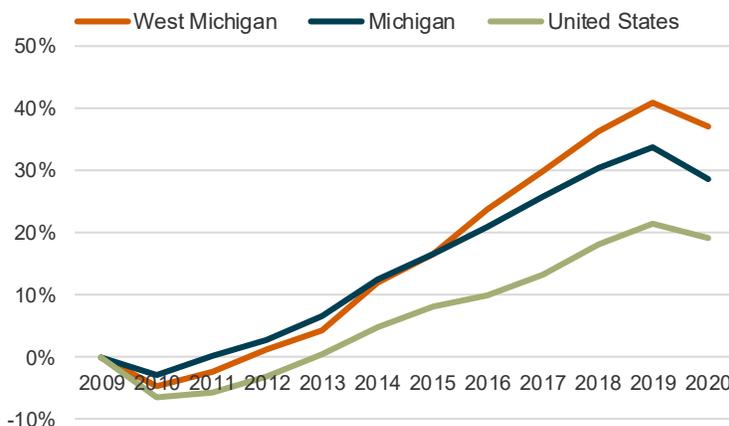
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Commercial Driver's License (CDL)	Food Manufacturing	Innovation
Pesticide Applicator License	Business Model	Willingness To Learn
Certified Forklift Operator	Safety Standards	Microsoft Outlook
ServSafe Certification	Academic Achievement	Positivity
SQF (Safe Quality Food) Practitioner	Auditing	Investigation
Professional Engineer	Agronomy	English Language
Operator Certification	Administrative Functions	Coordinating
Google Analytics Certification	Purchasing	Ability To Meet Deadlines
Engineer in Training	Selling Techniques	Decision Making
Automotive Service Excellence ...	Accounting	Professionalism

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 700 job openings in this sector in West Michigan during the second quarter of 2021, with a median advertised wage of \$18.77 per hour. The number of job opening grew by 2.8 percent from the previous quarter, while the median advertised hourly wage fell by 9.5 percent (-\$1.97) since Q1.

Industry Employment Growth, Indexed to 2009



Gender Distribution

2020



86.0% Male

14.0% Female

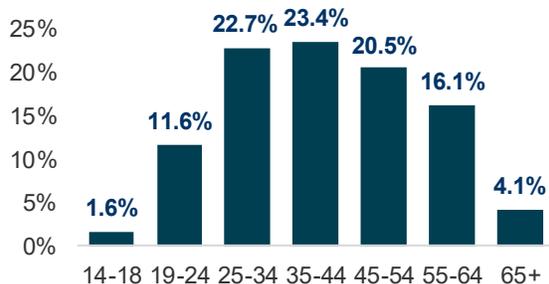
29,609 participants

4,804 participants

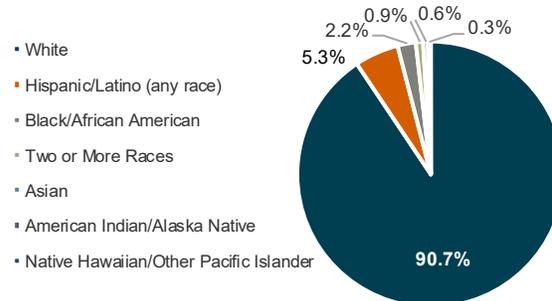
Industry Demographics

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

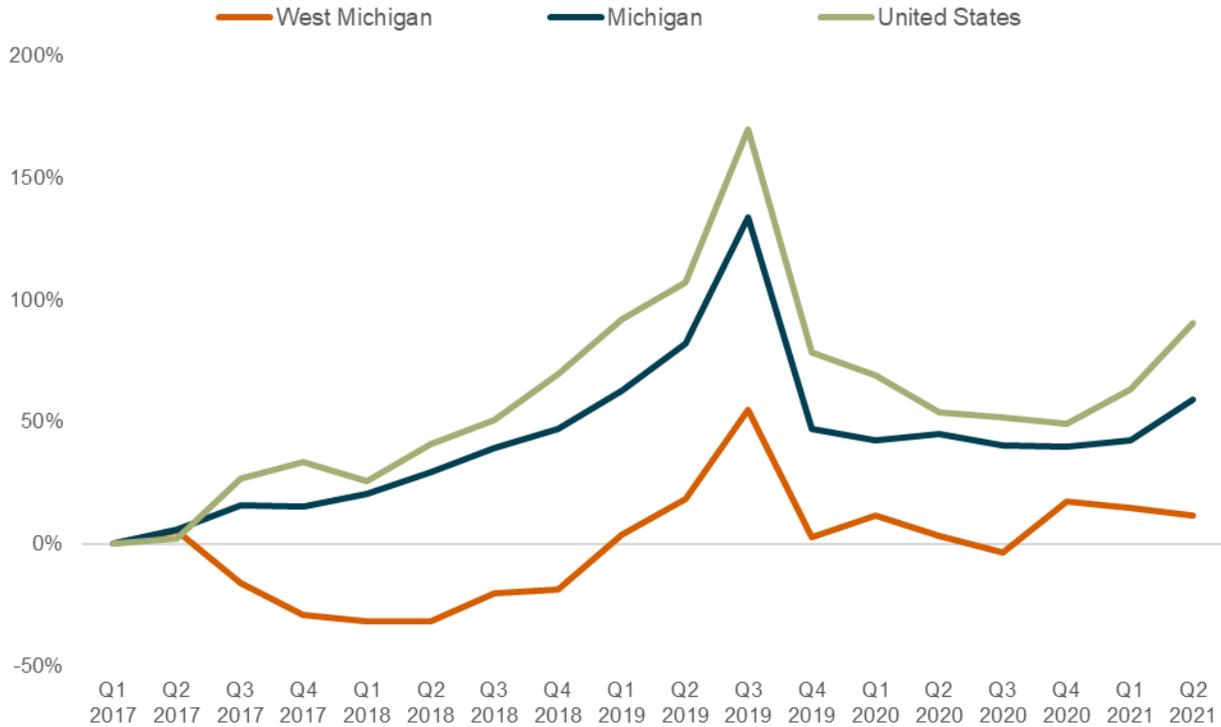


Industry Employment by Skill-level, 2020



Energy & Construction | Ads by Location and Education | Q2

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q2 2021)



Emsi Burning Glass

Top Posted Cities

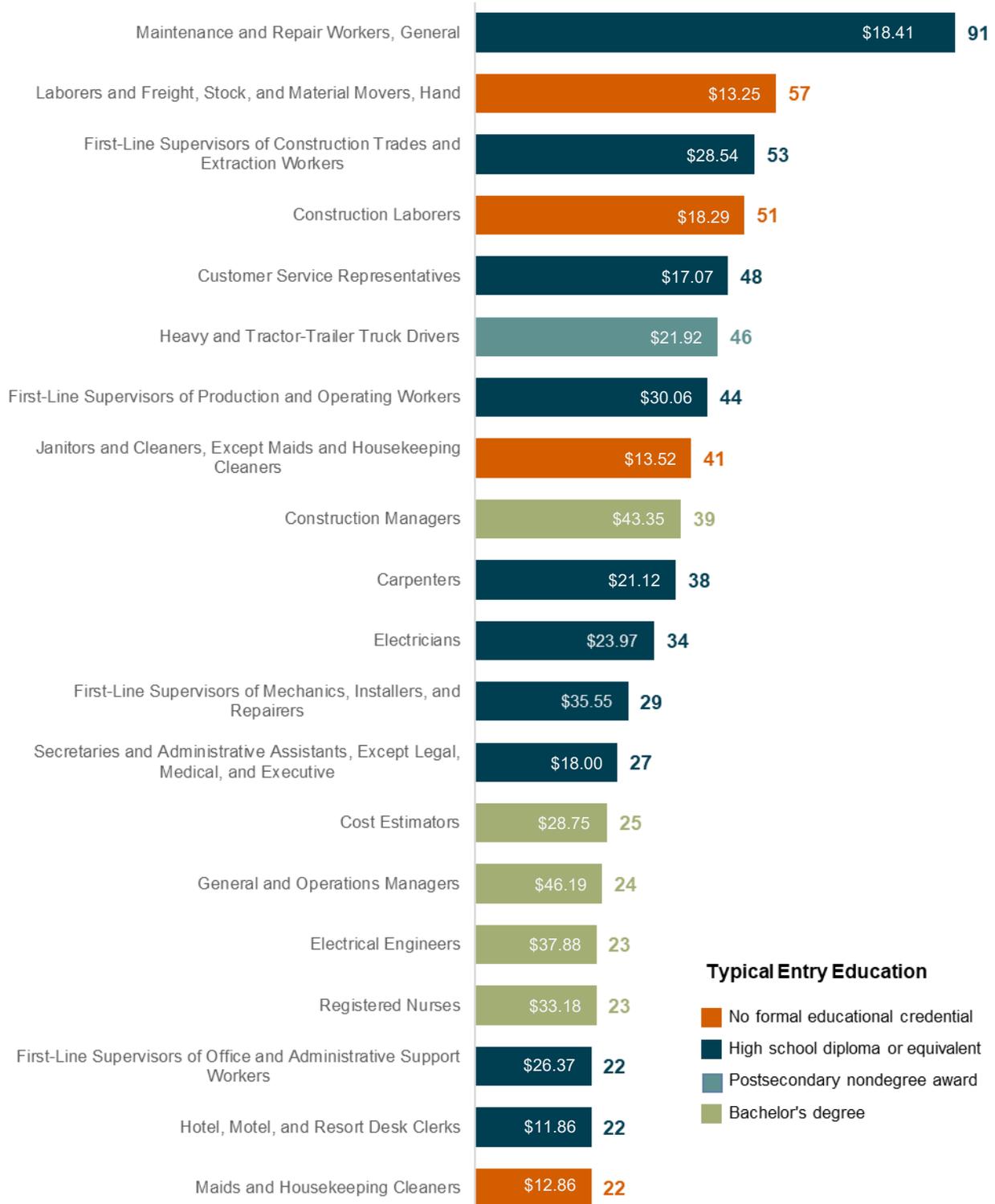
Grand Rapids: 261 Ads (20 day median duration)
 Muskegon: 44 Ads (17 day median)
 Holland: 37 Ads (22 day median)
 Wyoming: 34 Ads (27 day median)
 Rockford: 23 Ads (13 day median)
 Grand Haven: 22 Ads (12 day median)
 Ludington: 22 Ads (30 day median)
 Kentwood: 19 Ads (11 day median)
 Grandville: 44 Ads (11 day median)
 Plainwell: 16 Ads (30 day median)

Top Posted Companies

CMS Energy Corporation: 44 Ads (14 days)
 Carematrix Corporation: 35 Ads (66 days)
 Aimbridge Hospitality, LLC: 21 Ads (48 days)
 Rockford Construction Co.: 18 Ads (40 days)
 Amazon Fulfillment: 16 Ads (84 days)
 Jbs: 16 Ads (30 days)
 Padnos Leitelt, Inc.: 15 Ads (13 days)
 Fcs, Inc.: 13 Ads (5 days)
 Rockford Corporation: 11 Ads (22 days)
 The Mechanics Inc: 11 Ads (110 days)

Energy & Construction | Top Posted Occupations | Q2 2021

Top Posted Energy & Construction Occupations, West Michigan (Q2 2021)



Emsi Burning Glass

Energy & Construction | Wages and In-demand Skills | Q2

Overview of Energy and Construction Wages

Twelve of the top twenty most in-demand Energy and Construction jobs in West Michigan offered a median wage greater than \$20 per hour in Q2, according to the Bureau of Labor Statistics (BLS). General and Operations Managers offered the highest median wage, at \$46.19 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 3rd 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 \$18.29, and ranked in as the 14th highest paid position this quarter.

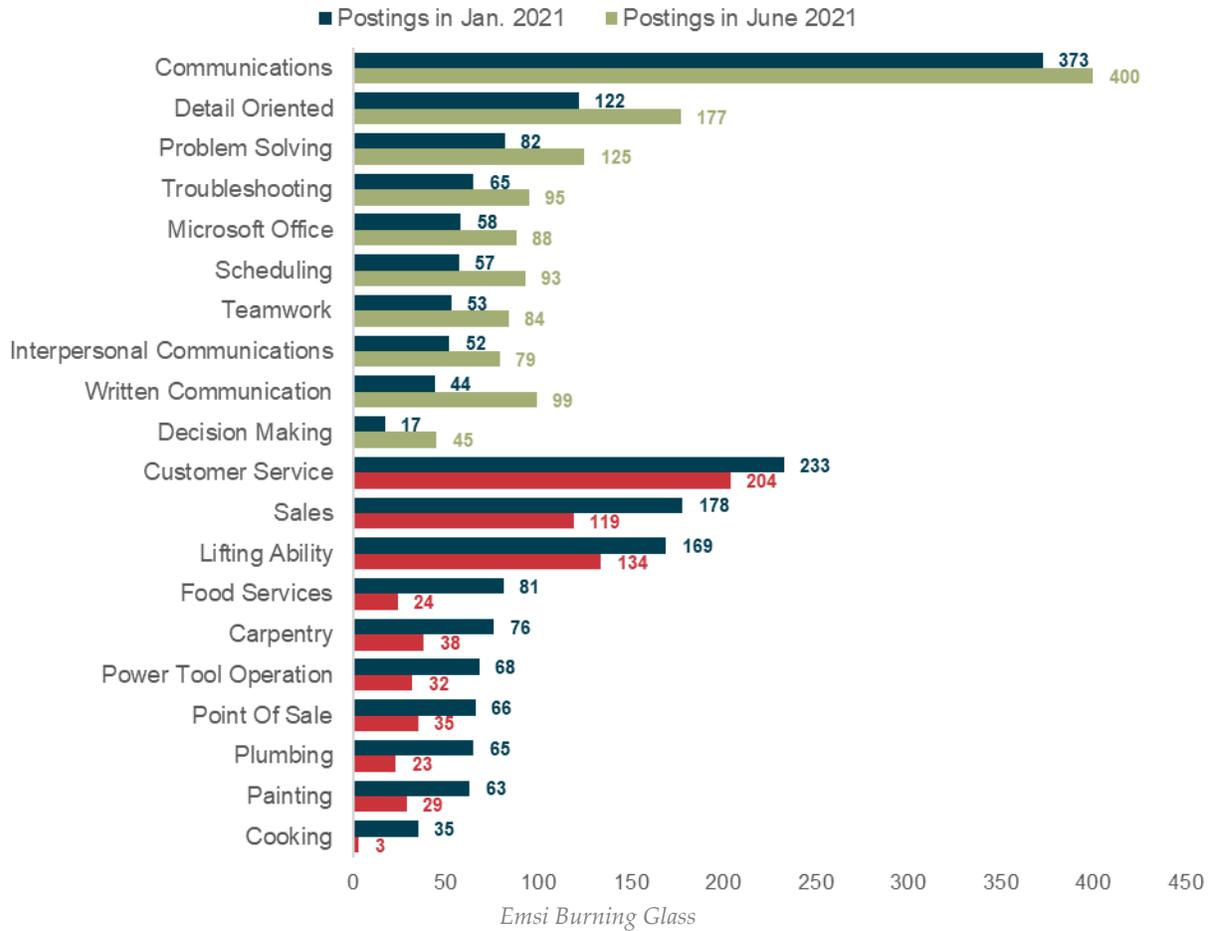
Wages for Top 10 In-demand Energy & Construction Occupations, West Michigan

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	632	\$18.41	\$11.37	\$13.97	\$23.83	\$28.88
Laborers and Freight, Stock, and Material Movers, Hand	3,872	\$13.25	\$10.34	\$11.28	\$17.09	\$20.64
First-Line Supervisors of Construction Trades and Extraction Workers	392	\$28.54	\$19.76	\$22.92	\$36.50	\$46.28
Construction Laborers	542	\$18.29	\$12.83	\$15.06	\$22.14	\$25.79
Customer Service Representatives	1,755	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90
Heavy and Tractor-Trailer Truck Drivers	1,610	\$21.92	\$14.83	\$18.27	\$25.17	\$29.93
First-Line Supervisors of Production and Operating Workers	811	\$30.06	\$19.81	\$24.14	\$37.30	\$44.67
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,858	\$13.52	\$10.34	\$11.52	\$15.74	\$19.58
Construction Managers	125	\$43.35	\$27.66	\$33.53	\$56.45	\$75.31
Carpenters	361	\$21.12	\$15.07	\$17.36	\$25.59	\$31.35

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commerical Driver's License (CDL)	Construction	Communications
Bachelor of Science in Business	Warehousing	Management
Certified Nursing Assistant	Carpentry	Customer Service
Journeyman Lineman	Accounting	Valid Driver's License
Licensed Practical Nurse	Plumbing	Operations
Project Management Professional...	HVAC	Detail Oriented
Master of Business Administration	Personal Protective Equipment	Leadership
Professional in Human Resources	Machinery	Sales
Food Handler's Card	Electric Power Distribution	Lifting Ability
Tanker Endorsement	Cardiopulmonary Resuscitation (CPR)	Planning

Energy & Construction | Fastest Growing Skills | Q2 2021

Hot and Cold Skills, Energy & Construction, West Michigan



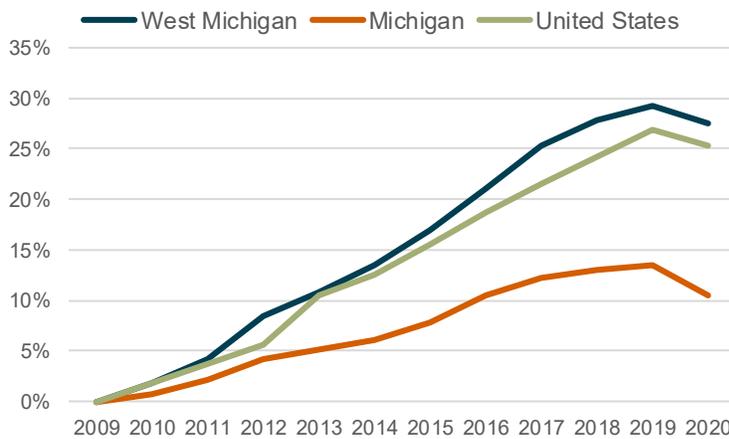
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Nursing Assistant	Diesel Engines	Service-Orientation
Bachelor of Science in Business ...	Front Office	Active Listening
Licensed Practical Nurse	Assisted Living	Reliability
CDL Class B License	Rain Gutters	Creative Thinking
Nurse Practitioner	Bidding	Quick Learning
EPA Universal Certification	Mechanics	Humility
Food Handler's Card	Microsoft Project	Punctuality
Bachelor of Science in Nursing (BSN)	Control Systems	Reservations
Project Management Professional ...	Machine Operation	Information Gathering
Bachelor of Science in Business	Blueprinting	Ingenuity

Health Care

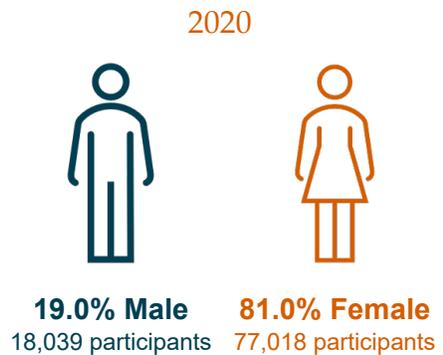
2020 Employment	Trend	Average Earnings	Total Wages
95,056	▼ (-1.4%)	\$65,134 Annual, 2020	\$6.2 billion in 2020

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 9,800 job openings in West Michigan's Health Care industry in the second quarter of 2021, with a median advertised salary of \$16.55 per hour. Reversing the trend from the first quarter, the number of online postings jumped 13.8 percent from Q1 2021 while the median advertised salary grew by 3.1 percent (\$0.49).

Industry Employment Growth, Indexed to 2009



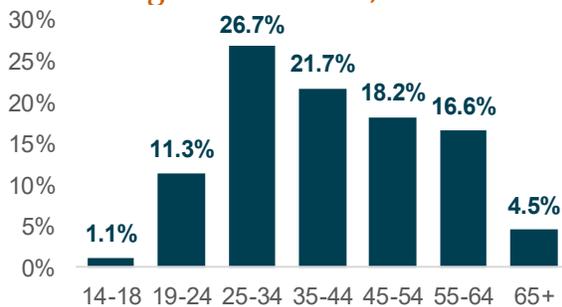
Gender Distribution



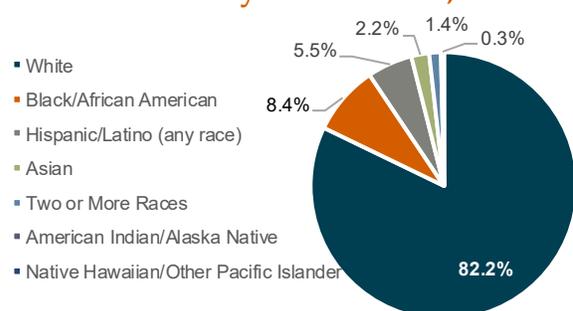
Industry Demographics

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



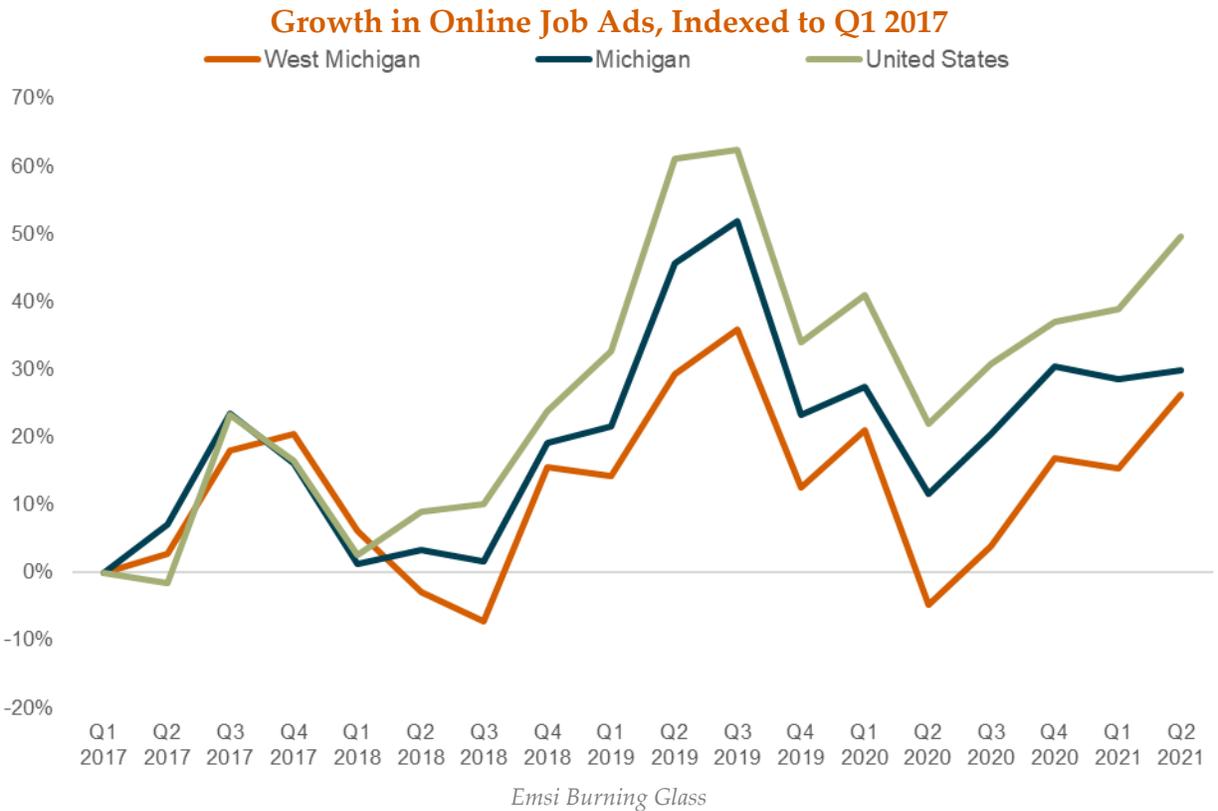
Race/Ethnicity Distribution, 2020



Industry Employment by Skill-level, 2020



Health Care | Ads by Location and Education | Q2 2021



Job Ads by Education Requirement, West Michigan (Q2 2021)



Top Posted Cities

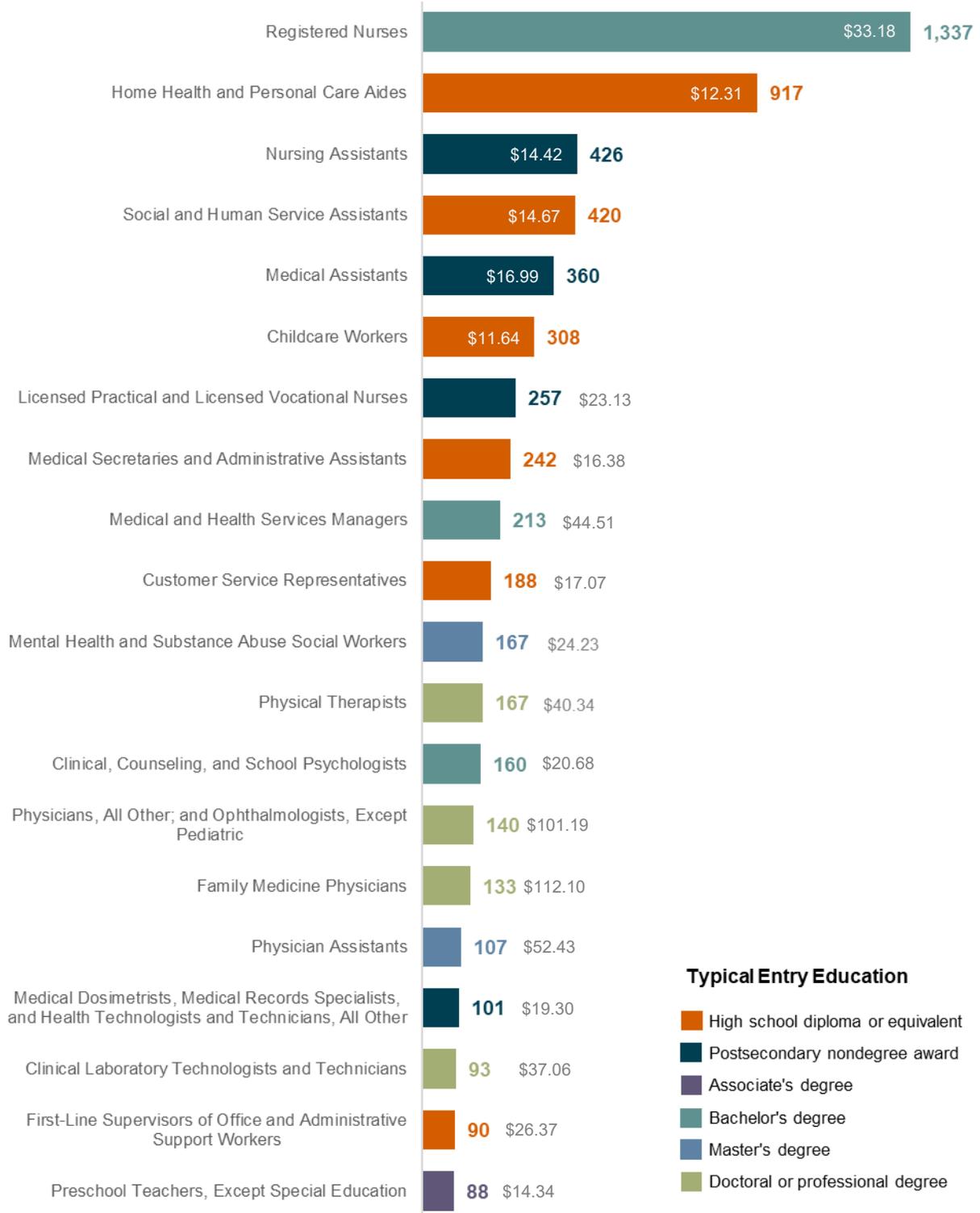
Grand Rapids: 4,263 Ads (31 day median)
 Holland: 623 Ads (21 day median)
 Muskegon: 566 Ads (19 day median)
 Wyoming: 323 Ads (27 day median)
 Big Rapids: 264 Ads (30 day median)
 Grand Haven: 253 Ads (34 day median)
 Ludington: 236 Ads (29 day median)
 Kentwood: 187 Ads (29 day median)
 Greenville: 170 Ads (27 day median)
 Hastings: 169 Ads (34 day median)

Top Posted Companies

Spectrum Health Ludington: 1,648 Ads
 Lakeland Health: 616 Ads
 Spectrum Health System: 418 Ads
 The City of Holland: 381 Ads
 The City of Grand Rapids: 373 Ads
 Mary Free Bed Rehabilitation Hospital: 309 Ads
 Hope Network: 262 Ads
 CareInHomes.com: 225 Ads
 Mercy Medical Center, Inc.: 218 Ads
 Addus Homecare Corporation: 197 Ads

Health Care | Top Posted Occupations | Q2 2021

Top Posted Health Care Occupations, West Michigan (Q2 2021)



Emsi Burning Glass

Health Care | Wages and In-demand Skills | Q2 2021

Overview of Health Care Wages

Eleven of the top twenty most in-demand Health Care jobs in West Michigan offered a median wage greater than \$20 per hour in the second quarter of 2021, according to the Bureau of Labor Statistics (BLS). Family Medicine Physicians offered the highest median wage, at \$112.10 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 10th highest paid in-demand occupation, with a median hourly wage of \$23.13, and typically requires a postsecondary certificate. First-line Supervisors of Office and Admin workers were the highest paid job requiring a high school diploma, with a median hourly wage of \$26.37, and ranked in as the 8th highest paid in-demand role of Q2.

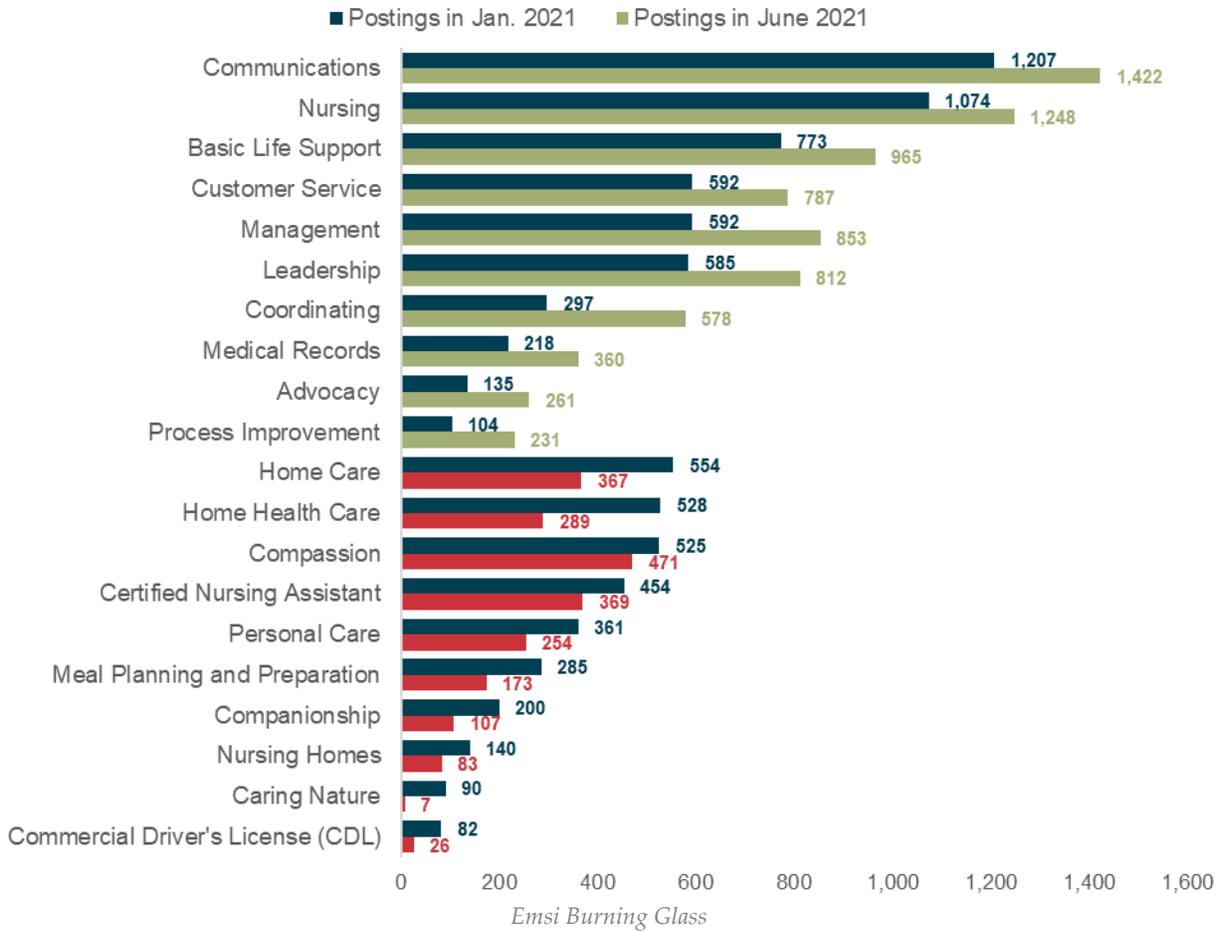
Wages for Top 10 In-demand Health Care Occupations, West Michigan

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	1,485	\$33.18	\$26.32	\$28.91	\$37.90	\$41.71
Home Health and Personal Care Aides	1,395	\$12.31	\$10.23	\$11.01	\$14.44	\$16.60
Nursing Assistants	1,203	\$14.42	\$11.98	\$13.01	\$16.06	\$18.34
Social and Human Service Assistants	192	\$14.67	\$11.52	\$12.77	\$17.34	\$19.53
Medical Assistants	457	\$16.99	\$13.13	\$14.86	\$18.94	\$20.43
Childcare Workers	522	\$11.64	\$10.16	\$10.77	\$12.79	\$14.45
Licensed Practical and Licensed Vocational Nurses	204	\$23.13	\$19.72	\$21.04	\$25.63	\$29.16
Medical Secretaries and Administrative Assistants	583	\$16.38	\$12.90	\$14.24	\$18.67	\$20.50
Medical and Health Services Managers	157	\$44.51	\$28.06	\$34.51	\$56.30	\$73.37
Customer Service Representatives	1,755	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Licensed Practical Nurse	Nursing	Communications
Certified Nursing Assistant	Basic Life Support	Valid Driver's License
Bachelor of Science in Nursing (BSN)	Caregiving	Customer Service
Associate Degree in Nursing	Home Care	Management
Licensed Master Social Worker	Home Health Care	Leadership
Licensed Professional Counselor (LPC)	Rehabilitation	Compassion
American Medical Technologist	Cardiopulmonary Resuscitation (CPR)	Lifting Ability
Nurse Practitioner	Meal Planning and Preparation	Scheduling
(LMFT) Licensed Marriage and...	Personal Care	Operations
Certified Medical Assistant	Companionship	Planning

Health Care | Fastest Growing Skills | Q2 2021

Hot and Cold Skills, Health Care, West Michigan



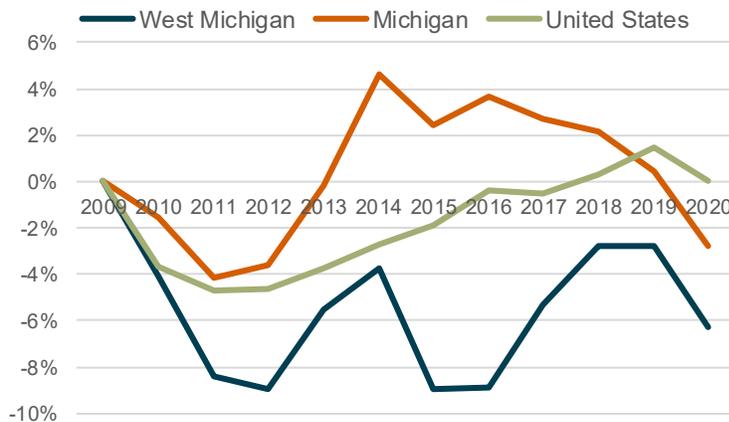
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Athletic Trainer	Patient Flow	Ethical Principles
NHA Certified	Administrative Functions	Curiosity
Bachelor Of Science in Business...	Process Improvement	Cultural Sensitivity
MRI Technologist	Packaging And Labeling	Ethical Conduct
(CHPN) Certified Hospice And...	Discharge Planning	Cooperation
Certified Pharmacy Technician	Patient Safety	Business Administration
Family Nurse Practitioner	Phlebotomy	Basic Math
CDL Class B License	Laboratory Testing	Telephone Skills
Certified Healthcare Financial...	Health Administration	Influencing Skills
(CRNA) Certified Registered Nurse...	Care Coordination	Self-Discipline

Information Technology and Media

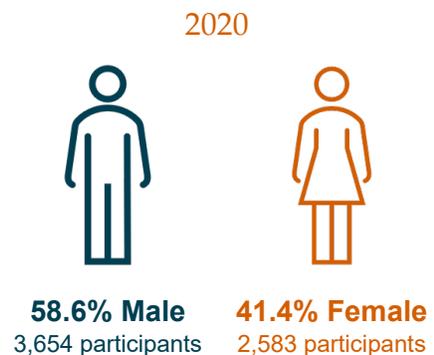
2020 Employment	Trend	Average Earnings	Total Wages
6,236	▼ (-3.6%)	\$74,7901 Annual, 2020	\$466 million in 2020

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 1,277 job openings in West Michigan in the second quarter of 2021, with a median advertised wage of \$17.78 per hour. The number of postings grew by just 0.7 percent from the previous quarter, while the median advertised salary fell by 1.4 percent (-\$0.25) — the lowest quarter-on-quarter growth in job postings of any industry cluster.

Industry Employment Growth, Indexed to 2009



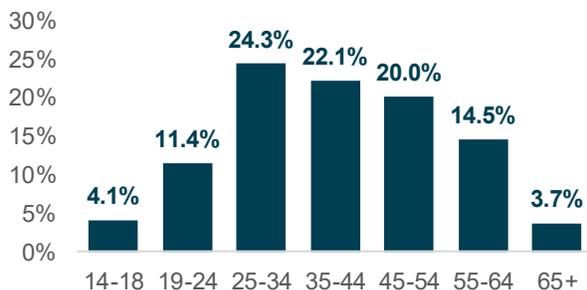
Gender Distribution



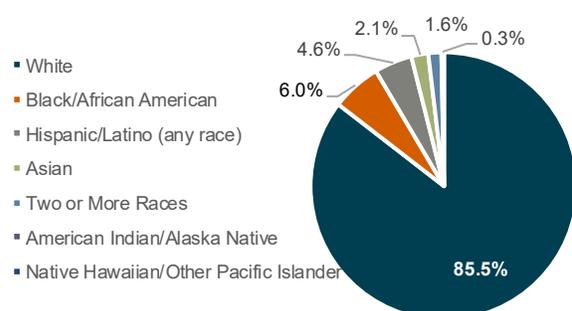
Industry Demographics

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

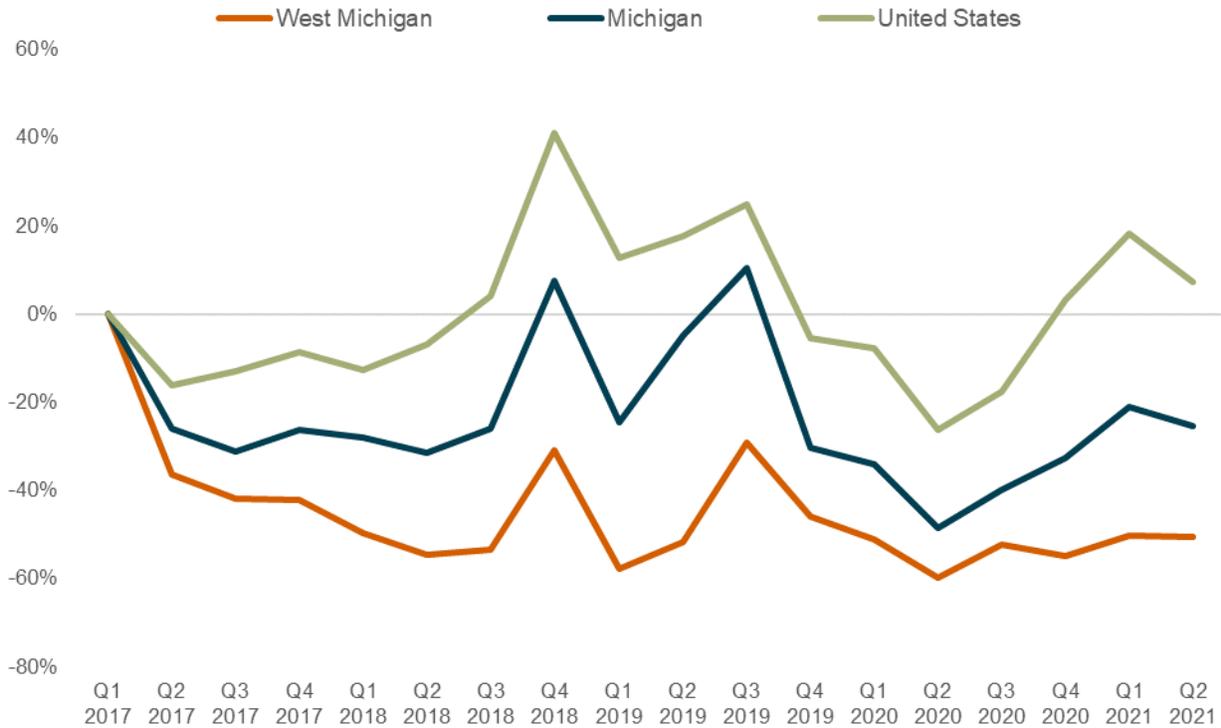


Industry Employment by Skill-level, 2020



IT & Media | Ads by Location and Education | Q2 2021

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q2 2021)



Emsi Burning Glass

Top Posted Cities

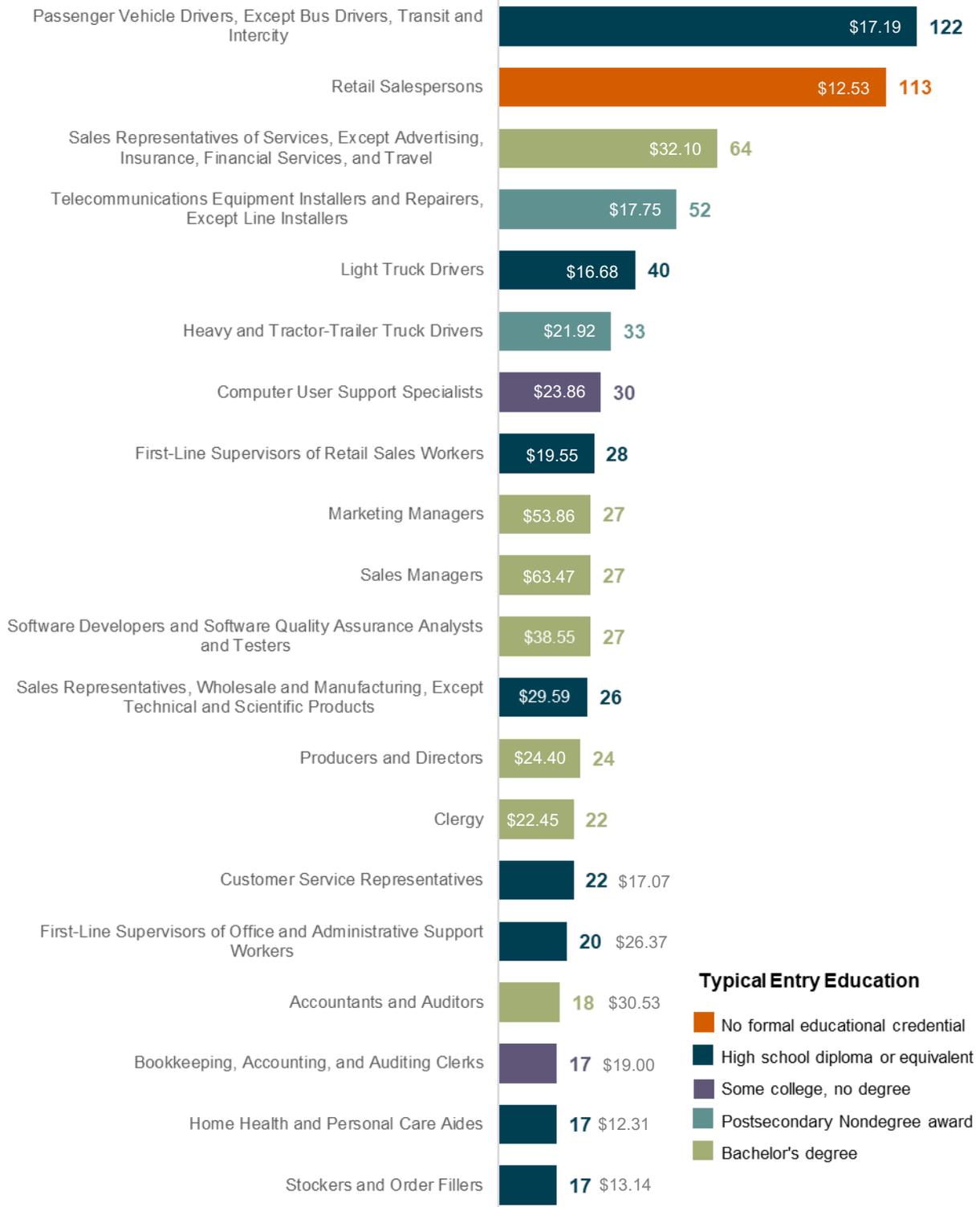
Grand Rapids: 528 Ads (34 day median duration)
 Holland: 79 Ads (26 day median)
 Muskegon: 59 Ads (22 day median)
 Wyoming: 45 Ads (18 day median)
 Walker: 34 Ads (25 day median)
 Zeeland: 29 Ads (34 day median)
 Big Rapids: 28 Ads (46 day median)
 Kentwood: 28 Ads (17 day median)
 Comstock Park: 27 Ads (19 day median)
 Grandville: 26 Ads (26 day median)

Top Posted Companies

Uber Technologies, Inc.: 124 Ads (10 days)
 AT&T Inc.: 85 Ads (33 days)
 Charter Communications: 83 Ads (28 days)
 Verizon Communications, Inc.: 57 Ads (18 days)
 Salem Media Group, Inc.: 44 Ads (30 days)
 Spectrum: 42 Ads (34 days)
 Caviar, Inc.: 37 Ads (33 days)
 Intelycare, Inc: 29 Ads (12 days)
 Harpercollins Publishers L.L.C.: 29 Ads (39 days)
 The E.W. Scripps Company: 26 Ads (46 days)

IT & Media | Top Posted Occupations | Q2 2021

Top Posted IT and Media Occupations, West Michigan (Q2 2021)



Emsi Burning Glass

IT & Media | Wages and In-demand Skills | Q2 2021

Overview of Information Technology and Media Wages

Eleven of the top twenty most in-demand IT & Media jobs in West Michigan offered a median wage greater than \$20 per hour in the second quarter of 2021, according to the Bureau of Labor Statistics (BLS). Sales Managers offered the highest median wage, at \$63.47 per hour, and were among seven occupations on the list that typically require a Bachelor's degree. Sales Representatives (Wholesale and Manufacturing) were the 6th highest paid in-demand occupation in this industry, with a median hourly wage of \$29.59, and typically requires a high school diploma. Although Retail Salespersons was the 2nd most sought position in this industry in Q2, it offered the 2nd lowest median wage of the top 20 in-demand roles, at \$12.53 per hour, and was the only job with no education requirement.

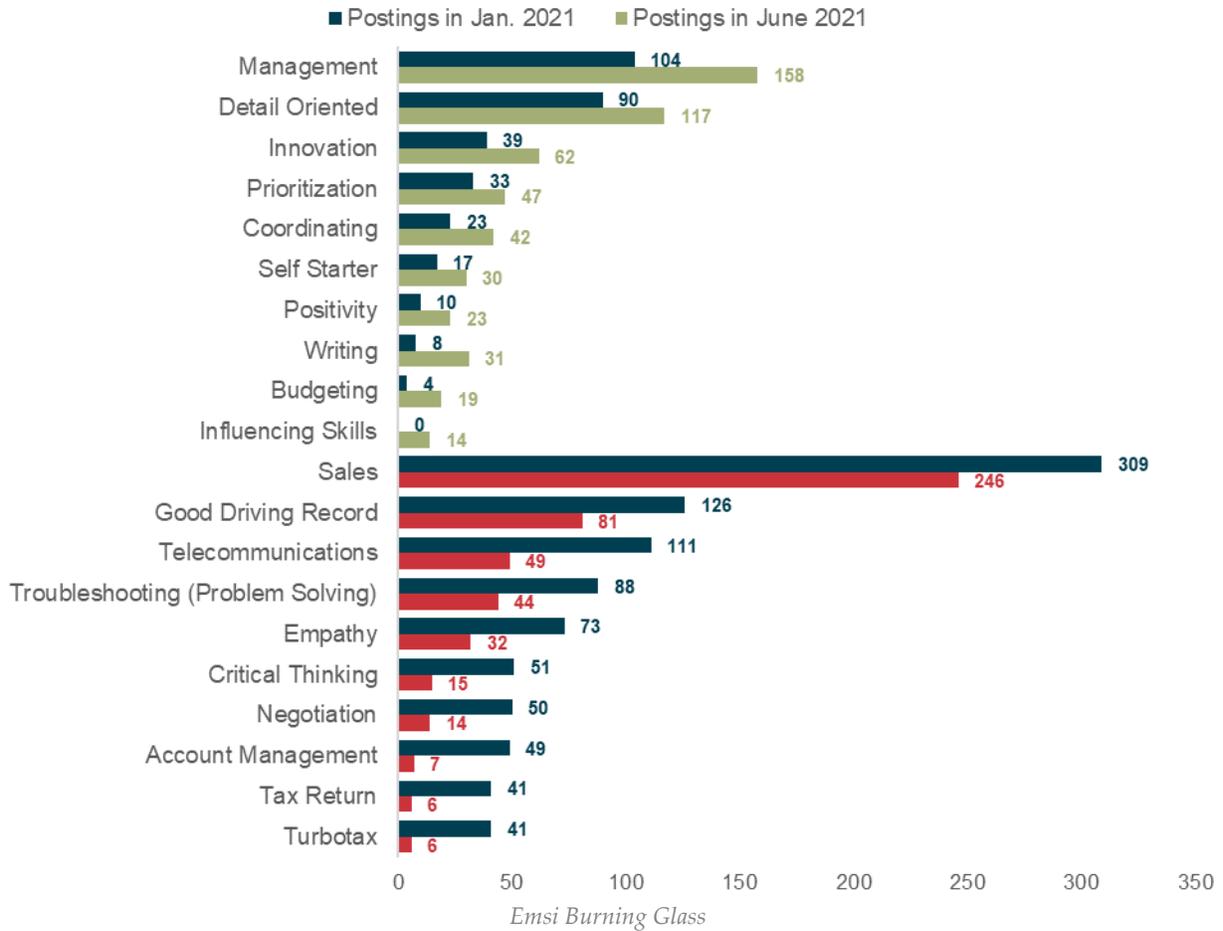
Wages for Top 10 In-demand IT & Media Occupations, West Michigan

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	303	\$17.19	\$11.87	\$14.25	\$19.63	\$22.48
Retail Salespersons	3,001	\$12.53	\$10.23	\$11.04	\$15.04	\$19.52
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	105	\$32.10	\$18.91	\$24.51	\$43.59	\$72.00
Telecommunications Equipment Installers and Repairers, Except Line Installers	77	\$17.75	\$12.15	\$13.90	\$26.91	\$32.28
Light Truck Drivers	631	\$16.68	\$10.71	\$12.27	\$23.30	\$31.24
Heavy and Tractor-Trailer Truck Drivers	1,393	\$21.92	\$14.83	\$18.27	\$25.17	\$29.93
Computer User Support Specialists	201	\$23.86	\$16.02	\$19.41	\$29.36	\$35.55
First-Line Supervisors of Retail Sales Workers	592	\$19.55	\$13.01	\$15.52	\$26.83	\$32.16
Marketing Managers	55	\$53.86	\$34.00	\$42.07	\$70.09	\$91.36
Sales Managers	131	\$63.47	\$31.29	\$44.17	\$79.36	\$106.45

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Selling Techniques	Sales
Bachelor of Science in Business	Telecommunications	Communications
Licensed Practical Nurse	Customer Experience	Customer Service
Certified Nursing Assistant	Billing	Valid Driver's License
Cisco Certified Network Associate	Sales Training	Retail Sales
Master of Business Administration ...	Accounting	Management
Certified Public Accountant	Bilingual (Spanish/English)	Operations
Hazmat Endorsement	Merchandising	Self-Motivation
Certified Plant Engineer	Auditing	Good Driving Record
CDL Class B License	Customer Satisfaction	Problem Solving

IT & Media | Fastest Growing Skills | Q2 2021

Hot and Cold Skills, IT & Media, West Michigan



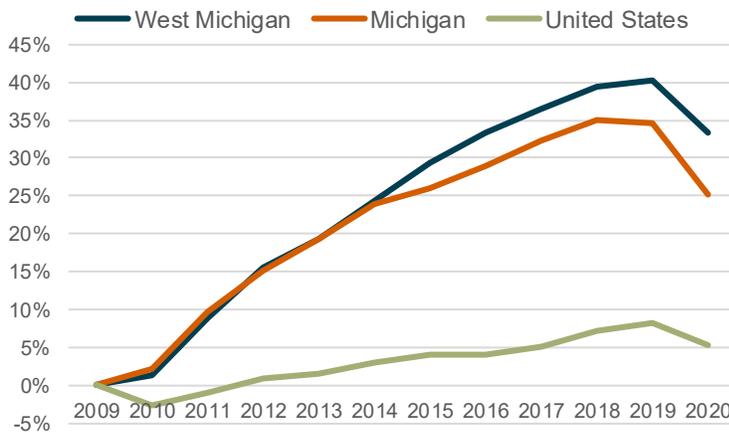
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Master Of Business Administration ...	Financial Statements	Influencing Skills
Certified Registered Nurse...	Market Trend	Compassion
Automotive Service Excellence ...	Content Creation	Service-Orientation
Cisco Certified Network Associate	Accounts Receivable	Virtual Teams
Certified Plant Engineer	Process Improvement	Writing
Microsoft Certified Systems Engineer	Product Management	Leadership Development
Licensed Professional Counselor (LPC)	Budgeting	Visionary
Doctor Of Medicine (MD)	Storytelling	Resilience
NHA Certified	Mopping	Spreadsheets
Certified Landscape Professional	Wavelength-Division Multiplexing	Goal Setting

Manufacturing

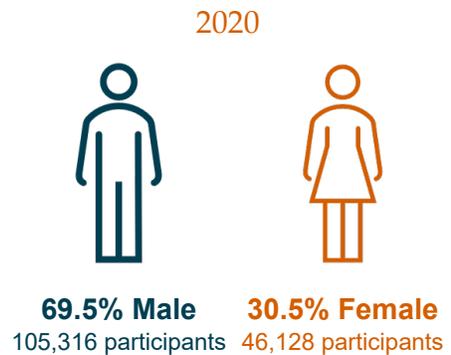
2020 Employment	Trend	Average Earnings	Total Wages
151,444	▼ (-5.0%)	\$77,277 Annual, 2020	\$11.7 billion in 2020

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 7,903 job openings in this sector in West Michigan during the second quarter of 2021, with a median advertised hourly wage of \$17.66. Job postings grew by 13.2 percent from the previous quarter, while the median advertised wage fell by 2.1 percent (-\$0.37). The share of postings requiring only a high school diploma rose by 1.1 percent.

Industry Employment Growth, Indexed to 2009



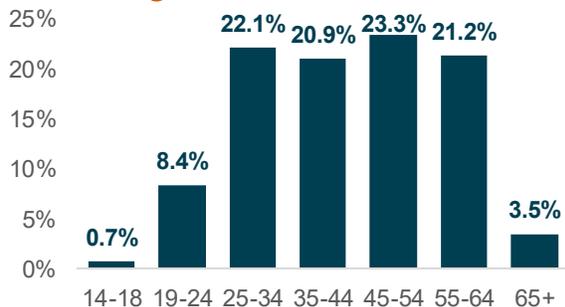
Gender Distribution



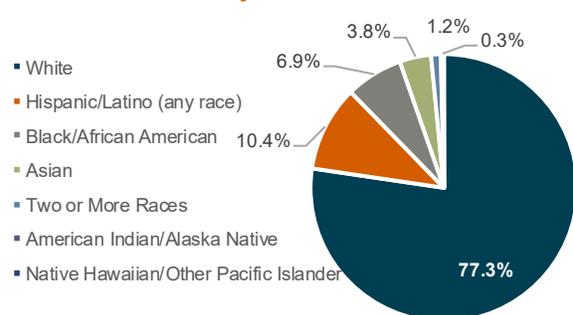
Industry Demographics

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

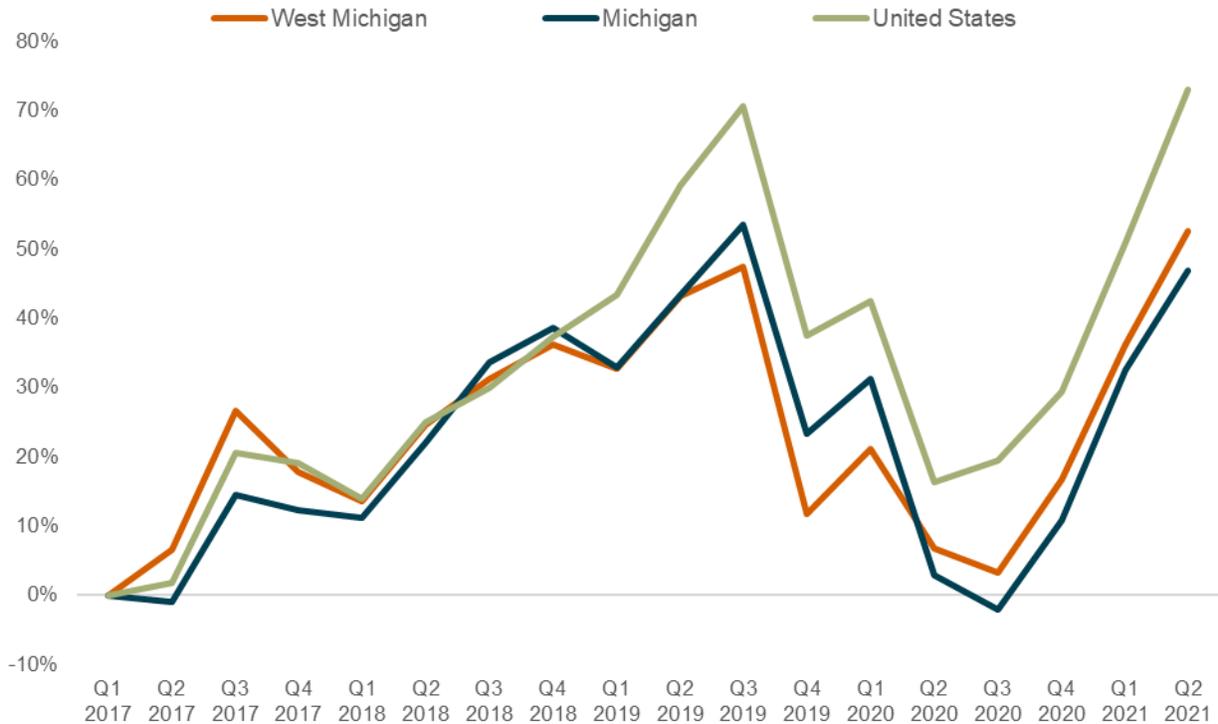


Industry Employment by Skill-level, 2020



Manufacturing | Ads by Location and Education | Q2 2021

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q2 2021)



Emsi Burning Glass

Top Posted Cities

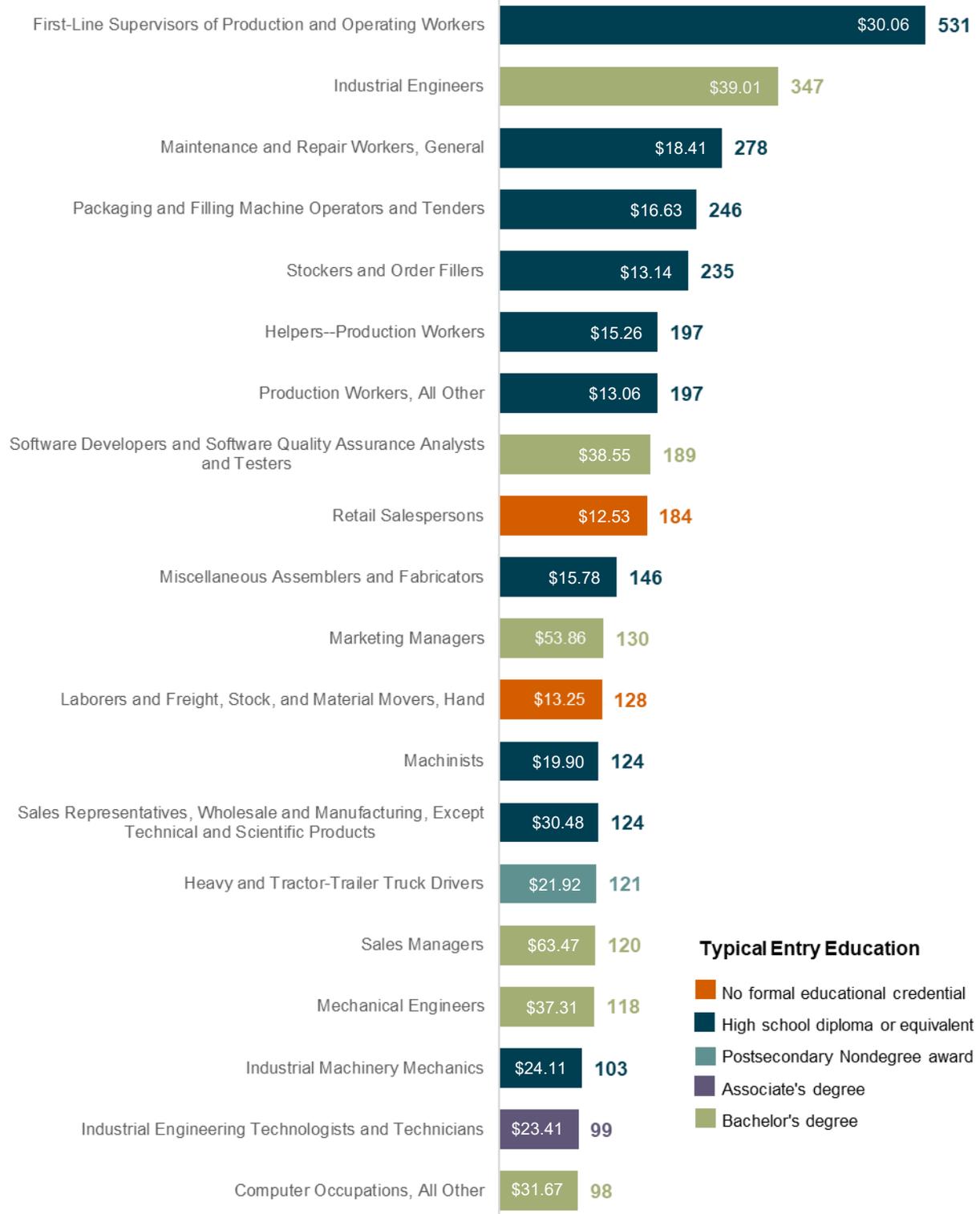
Grand Rapids: 2,975 Ads (35 day median)
 Holland: 829 Ads (33 day median)
 Muskegon: 391 Ads (35 day median)
 Zeeland: 358 Ads (34 day median)
 Kentwood: 223 Ads (30 day median)
 Wyoming: 206 Ads (32 day median)
 Grand Haven: 149 Ads (15 day median)
 Walker: 139 Ads (31 day median)
 Allegan: 131 Ads (30 day median)
 Rockford: 129 Ads (31 day median)

Top Posted Companies

Dematic Corp.: 274 Ads (35 days)
 Flex-N-Gate Corporation: 164 Ads (51 days)
 Perrigo Company: 148 Ads (35 days)
 Herman Miller, Inc.: 147 Ads (43 days)
 Haworth, Inc.: 137 Ads (35 days)
 Bissell Inc.: 129 Ads (42 days)
 Steelcase Inc.: 121 Ads (35 days)
 Menard, Inc.: 112 Ads (47 days)
 Parker-Hannifin Corp.: 105 Ads (34 days)
 Hearthside Food Solutions: 98 Ads (48 days)

Manufacturing | Top Posted Occupations | Q2 2021

Top Posted Manufacturing Occupations, West Michigan (Q2 2021)



Emsi Burning Glass

Manufacturing | Wages and In-demand Skills | Q2 2021

Overview of Manufacturing Wages

Eleven of the top twenty most in-demand Manufacturing jobs in West Michigan offered a median wage greater than \$20 per hour in the second 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 \$63.47 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 \$30.48, 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 \$13.25, and ranked in as the 17th highest paid in-demand position.

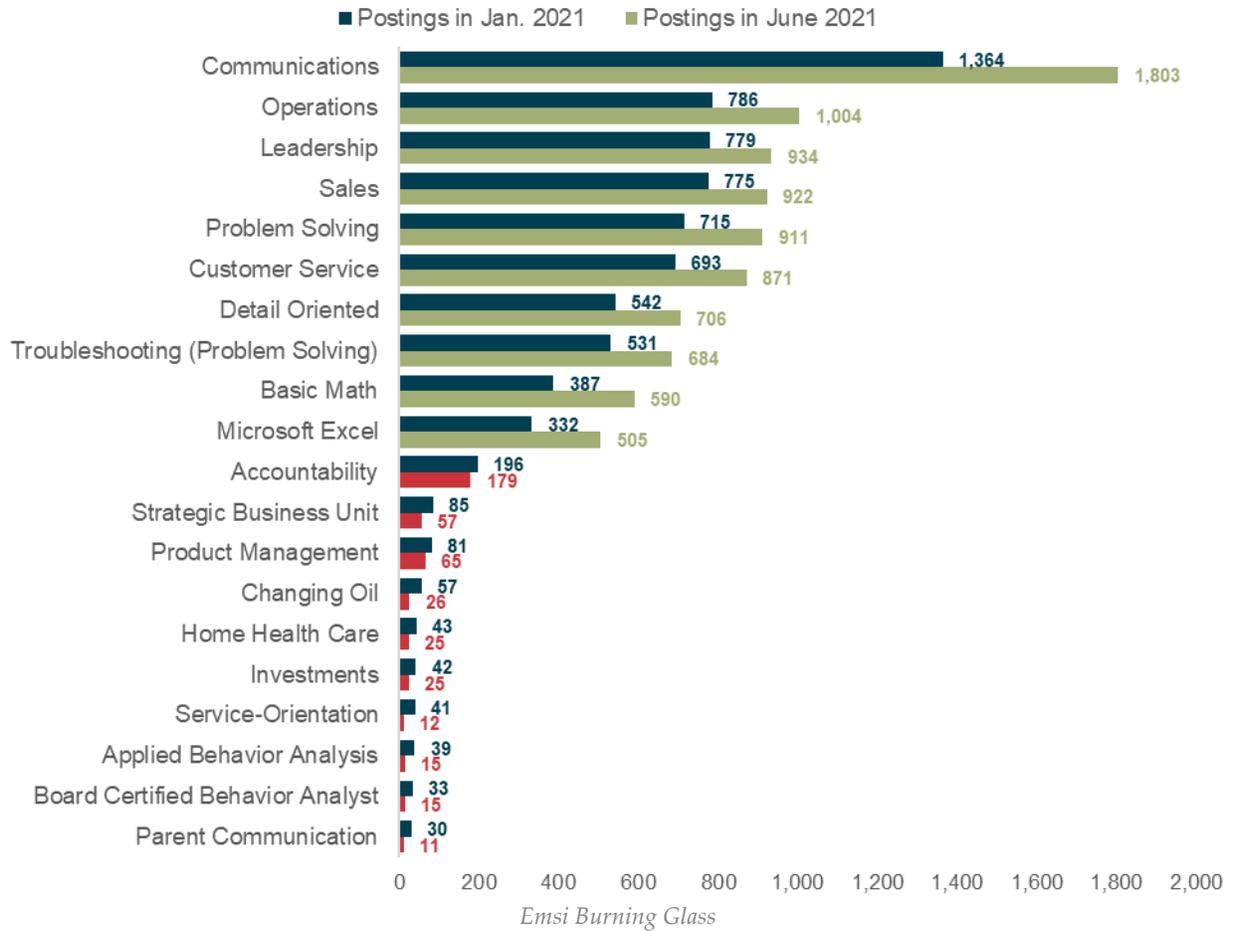
Wages for Top 10 In-demand Manufacturing Occupations, West Michigan

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	678	\$30.06	\$19.81	\$24.14	\$37.30	\$44.67
Industrial Engineers	314	\$39.01	\$25.93	\$32.47	\$47.25	\$56.14
Maintenance and Repair Workers, General	642	\$18.41	\$11.37	\$13.97	\$23.83	\$28.88
Packaging and Filling Machine Operators and Tenders	718	\$16.63	\$11.43	\$13.35	\$19.84	\$23.71
Stockers and Order Fillers	1,155	\$13.14	\$10.38	\$11.37	\$15.71	\$19.45
Helpers--Production Workers	715	\$15.26	\$11.46	\$13.14	\$17.99	\$20.17
Production Workers, All Other	400	\$13.06	\$10.30	\$11.26	\$15.32	\$18.10
Software Developers and Software Quality Assurance Analysts and Testers	231	\$38.55	\$23.88	\$30.84	\$47.04	\$54.73
Retail Salespersons	3,001	\$12.53	\$10.23	\$11.04	\$15.04	\$19.52
Miscellaneous Assemblers and Fabricators	2,541	\$15.78	\$12.09	\$13.50	\$18.79	\$23.34



Manufacturing | Fastest Growing Skills | Q2 2021

Hot and Cold Skills, Manufacturing, West Michigan



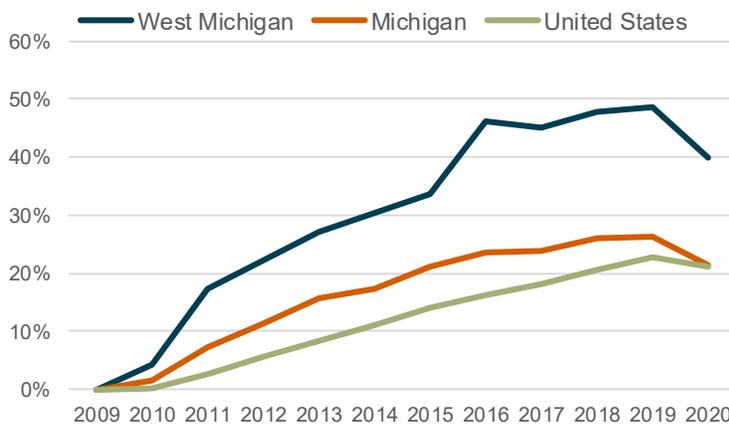
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Financial Planner	Predictive Analytics	Aesthetics
Associate Safety Professional	Systems Integration	Personal Computers
Certified Trust And Financial Advisor	Aviation	Virtual Teams
Master Of Laws	User Interface	Computer Terminals
Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)	Graphic Design	Real Estate
Certified Safety Professional	Technology Solutions	Spanish Language
Automotive Service Excellence (ASE) Certification	Organizational Development	Discussion Facilitation
Associate Degree In Nursing	Pipe (Fluid Conveyance)	Evaluate Information
Tanker Endorsement	Engineering Change Order	Dishwashers
CDL Class B License	Machinery Design	Business Savvy

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 22,459 job openings in West Michigan across this sector during the second quarter of 2021, with a median advertised wage of \$17.05 per hour. Job postings grew by 2.8 percent from the previous quarter, reflecting an additional 606 job ads in Q2, while the median advertised wage has remained unchanged since the fourth quarter of 2020.

Industry Employment Growth, Indexed to 2009



Gender Distribution

2020



46.7% Male

57,818 participants

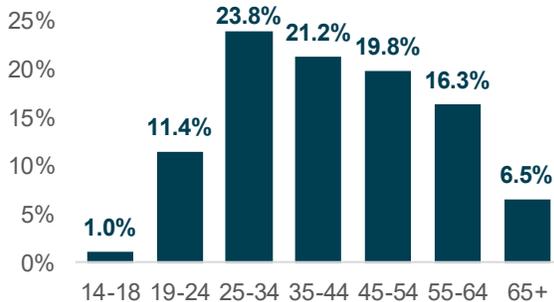
53.3% Female

66,006 participants

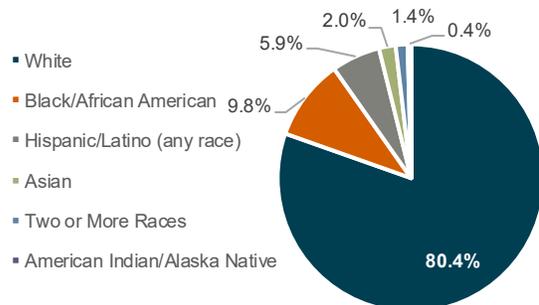
Industry Demographics

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

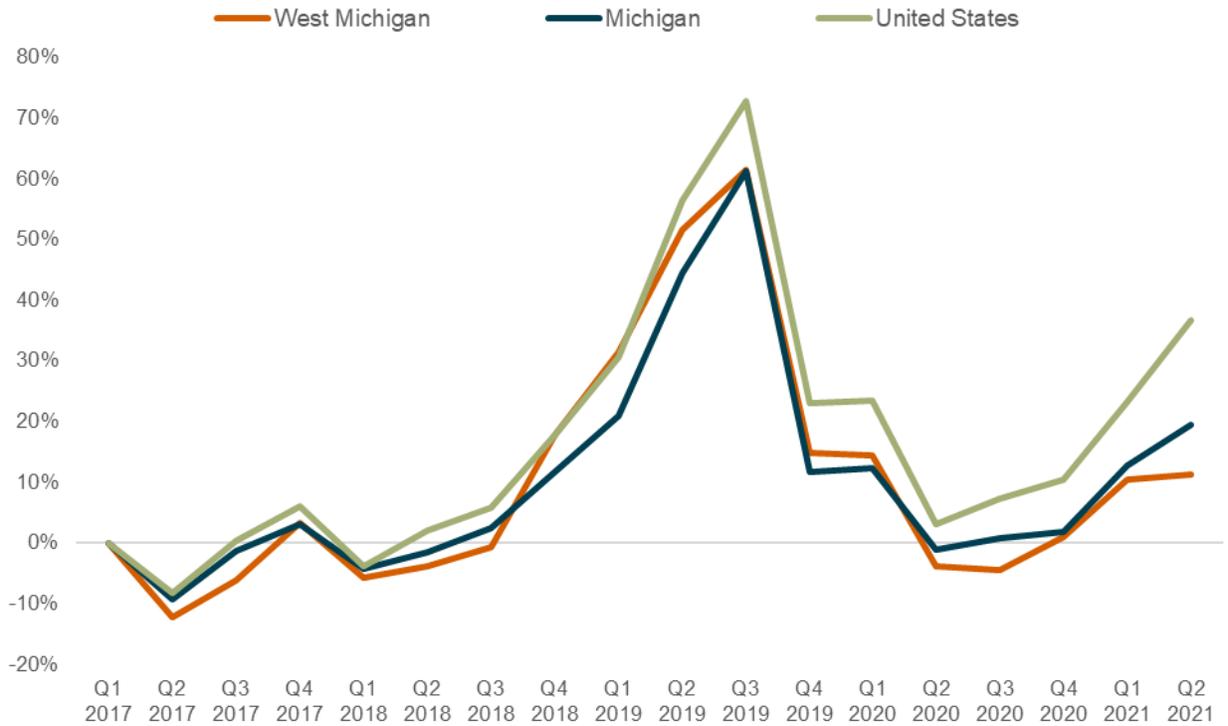


Industry Employment by Skill-level, 2020



Professional Services | Ads by Location and Education | Q2

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q2 2021)



Emsi Burning Glass

Top Posted Cities

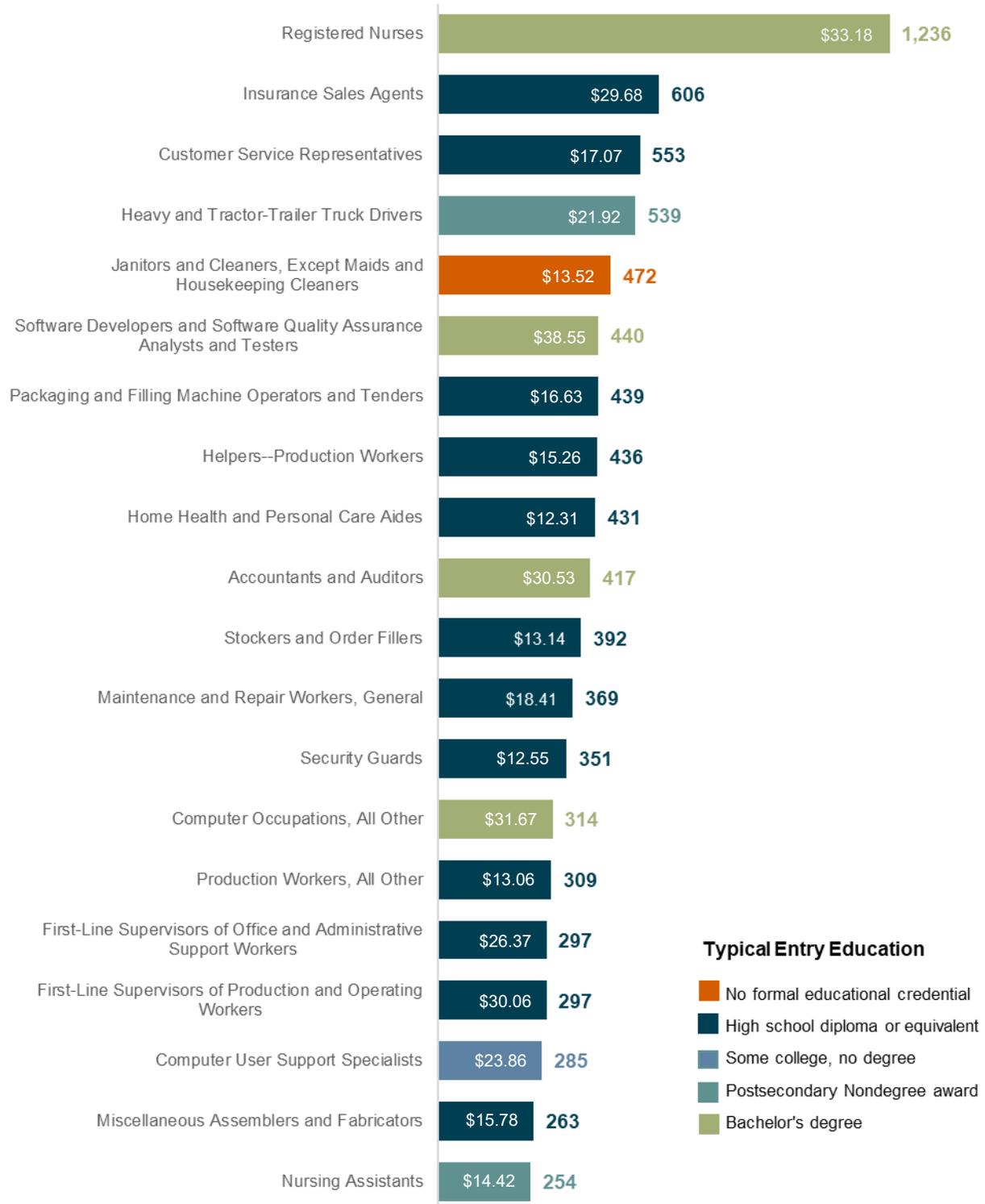
Grand Rapids: 9,795 Ads (30 day median)
 Holland: 1,637 Ads (30 day median)
 Muskegon: 1,285 Ads (30 day median)
 Wyoming: 794 Ads (24 day median)
 Kentwood: 721 Ads (26 day median)
 Caledonia: 398 Ads (19 day median)
 Grandville: 393 Ads (19 day median)
 Zeeland: 377 Ads (27 day median)
 Byron Center: 337 Ads (23 day median)
 Grand Haven: 334 Ads (18 day median)

Top Posted Companies

Express Employment Professionals: 792 Ads
 Manpower Group Global: 462 Ads
 Robert Half International Inc.: 440 Ads
 The Adecco Group: 402 Ads
 Workbox Staffing Inc: 383 Ads
 Michigan Works! Service Center: 334 Ads
 Care.com, Inc.: 320 Ads
 Soliant Health, Inc: 298 Ads
 Trinity Health Corporation: 282 Ads
 Interim Healthcare Inc.: 277 Ads

Professional Services | Top Posted Occupations | Q2 2021

Top Posted Professional Services Occupations, West Michigan (Q2 2021)



Emsi Burning Glass

Professional Services | Wages and In-demand Skills | Q2

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 second 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 Q2, with a median hourly wage of \$21.92, and typically requires a postsecondary certificate. First-line Supervisors of Production and Operating Workers were the highest paid job requiring a high school diploma, earning a median wage of \$30.06, and were the 5th highest paid in-demand role this quarter.

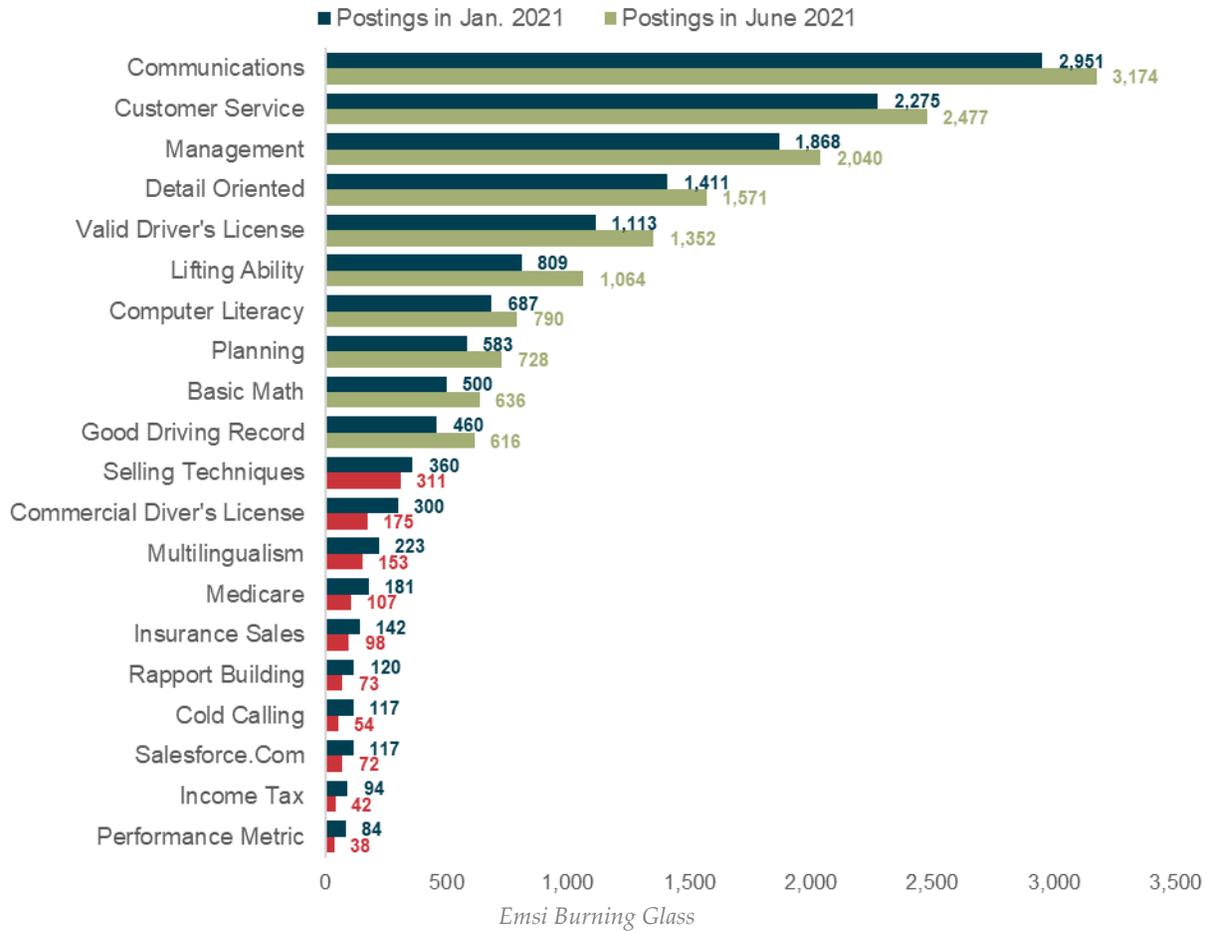
Wages for Top 10 In-demand Professional Services Occupations, West Michigan

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	1,186	\$33.18	\$26.32	\$28.91	\$37.90	\$41.71
Insurance Sales Agents	201	\$29.68	\$19.24	\$22.21	\$43.43	\$62.78
Customer Service Representatives	1,536	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90
Heavy and Tractor-Trailer Truck Drivers	1,394	\$21.92	\$14.83	\$18.27	\$25.17	\$29.93
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,657	\$13.52	\$10.34	\$11.52	\$15.74	\$19.58
Software Developers and Software Quality Assurance Analysts and Testers	330	\$38.55	\$23.88	\$30.84	\$47.04	\$54.73
Packaging and Filling Machine Operators and Tenders	448	\$16.63	\$11.43	\$13.35	\$19.84	\$23.71
Helpers--Production Workers	207	\$15.26	\$11.46	\$13.14	\$17.99	\$20.17
Home Health and Personal Care Aides	1,501	\$12.31	\$10.23	\$11.01	\$14.44	\$16.60
Accountants and Auditors	430	\$30.53	\$20.52	\$24.71	\$39.76	\$50.99



Professional Services | Fastest Growing Skills | Q2 2021

Hot and Cold Skills, Professional Services, West Michigan



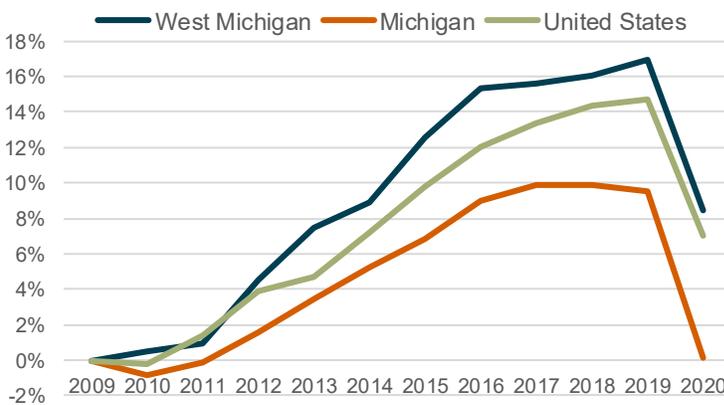
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Ethical Hacker	Vehicle Inspection	Basic Writing
Operator Certification	Employee Assistance Programs	Intellectual Curiosity
Adult Nurse Practitioner	Upselling	Professional Networking
Certified Scrum Master	Performance Improvement	Learning Agility
Psychiatric-Mental Health Nurse...	Metal Inert Gas (MIG) Welding	Email Etiquette
Offensive Security Certified...	Analytics	Dynamic Personality
Certified Dietary Manager (CDM)	Cyber Security	Korean Language
VMware Certified Professional (VCP)	Anesthesiology	Personal Integrity
CompTIA Certification	Applicant Tracking Systems	Stress Management
Registered Vascular Technologist	Demonstration Skills	Concision

Retail and Hospitality Services

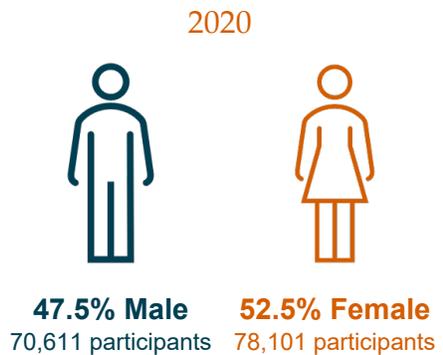
2020 Employment	Trend	Average Earnings	Total Wages
148,712	▼ (-7.3%)	\$33,221 Annual, 2020	\$4.9 billion in 2020

The four major industries comprising Retail and Hospitality Services — *Retail Trade; Accommodation and Food Services; Other Services; and Arts, Entertainment and Recreation* — 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 19,959 job openings in the region during the second quarter of 2021, growing 7.2 percent from Q1, with a median advertised hourly wage of \$16.06.

Industry Employment Growth, Indexed to 2009



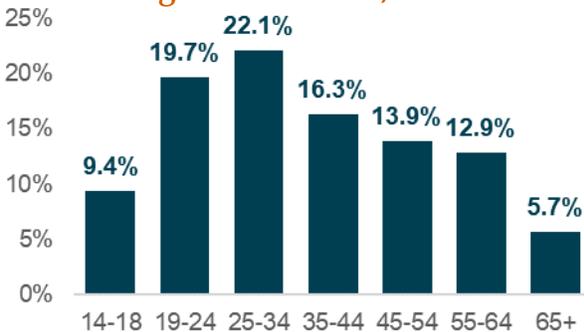
Gender Distribution



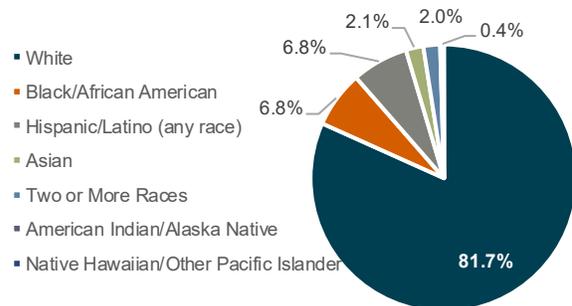
Industry Demographics

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

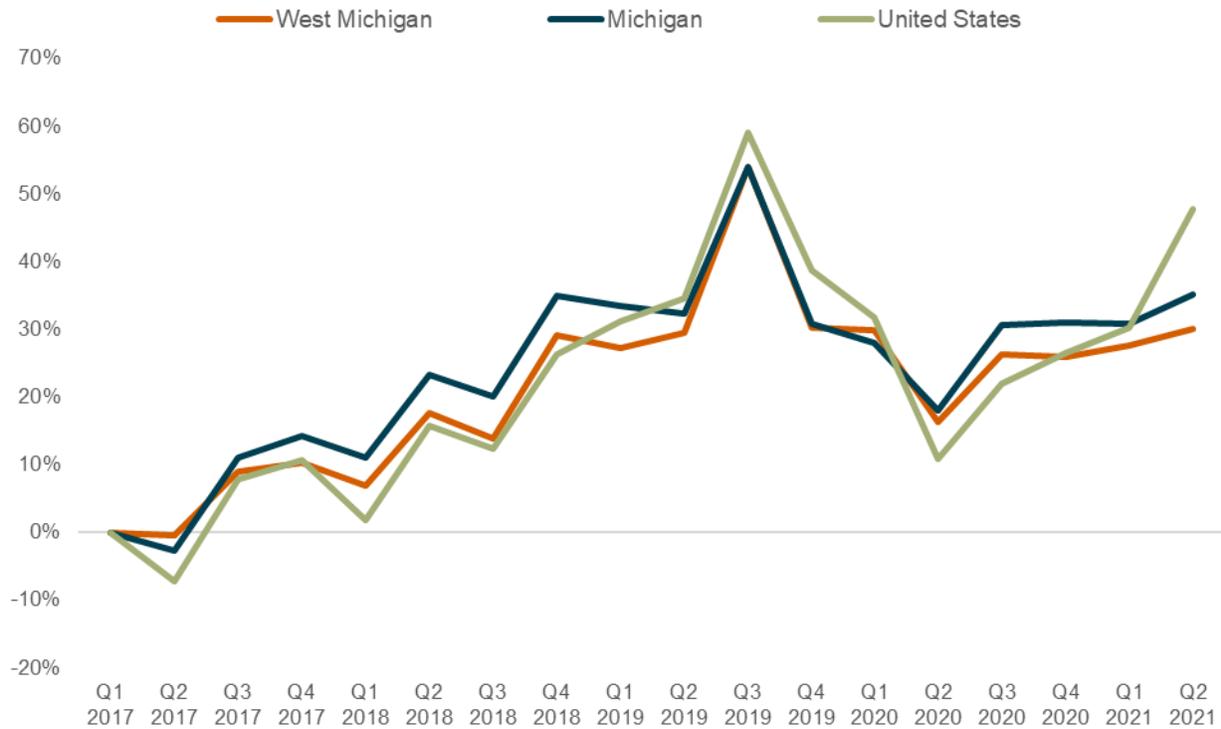


Industry Employment by Skill-level, 2020



Retail & Hospitality | Ads by Location and Education | Q2

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q2 2021)



Emsi Burning Glass

Top Posted Cities

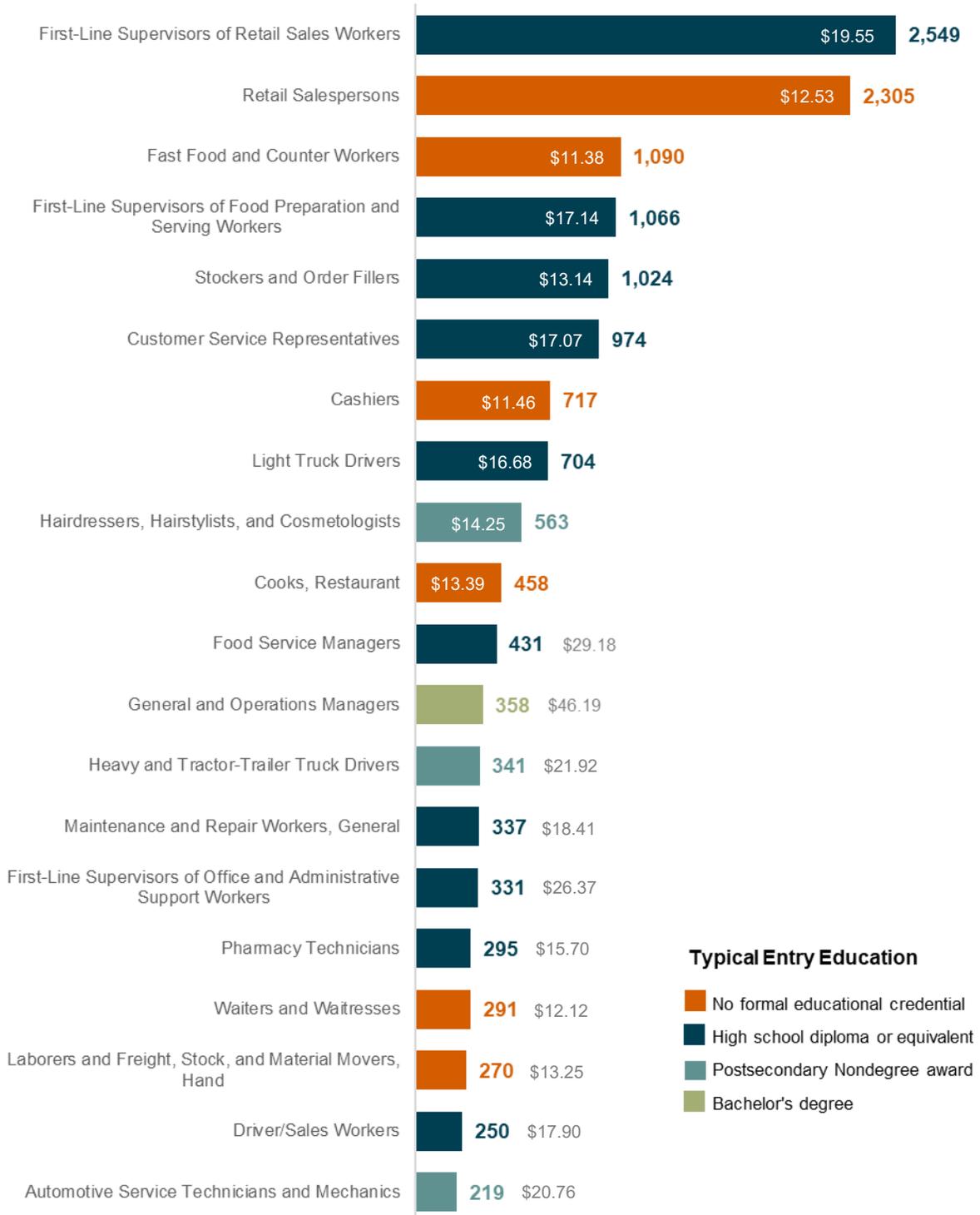
Grand Rapids: 4,634 Ads (29 day median)
 Muskegon: 1,507 Ads (32 day median)
 Holland: 1,285 Ads (29 day median)
 Grandville: 1,077 Ads (37 day median)
 Wyoming: 933 Ads (34 day median)
 Kentwood: 901 Ads (35 day median)
 Big Rapids: 505 Ads (39 day median)
 Walker: 480 Ads (23 day median)
 Grand Haven: 448 Ads (29 day median)
 Ludington: 419 Ads (40 day median)

Top Posted Companies

Walmart, Inc.: 876 Ads
 Dollar General Corporation: 826 Ads
 Meijer, Inc: 701 Ads
 Great Clips, Inc.: 642 Ads
 The Home Depot: 536 Ads
 AutoZone, Inc.: 498 Ads
 McDonald's Corporation: 415 Ads
 Pizza Hut, Inc.: 366 Ads
 Lowe's Companies, Inc.: 304 Ads
 Amazon.com, Inc.: 283 Ads

Retail & Hospitality | Top Posted Occupations | Q2 2021

Top Posted Retail & Hospitality Services Occupations, West Michigan (Q2 2021)



Emsi Burning Glass

Retail & Hospitality | Wages and In-demand Skills | Q2 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 second quarter of 2021, according to the Bureau of Labor Statistics (BLS). General and Operations Managers offered the highest median wage, at \$46.19 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 occupation in Q2, with a median hourly wage of \$21.92, and the highest paying role requiring a postsecondary certificate. First-line Supervisors of Retail Sales Workers were the highest paid job requiring a high school diploma, earning a median hourly wage of \$19.55, and were the 6th highest paid in-demand role this quarter.

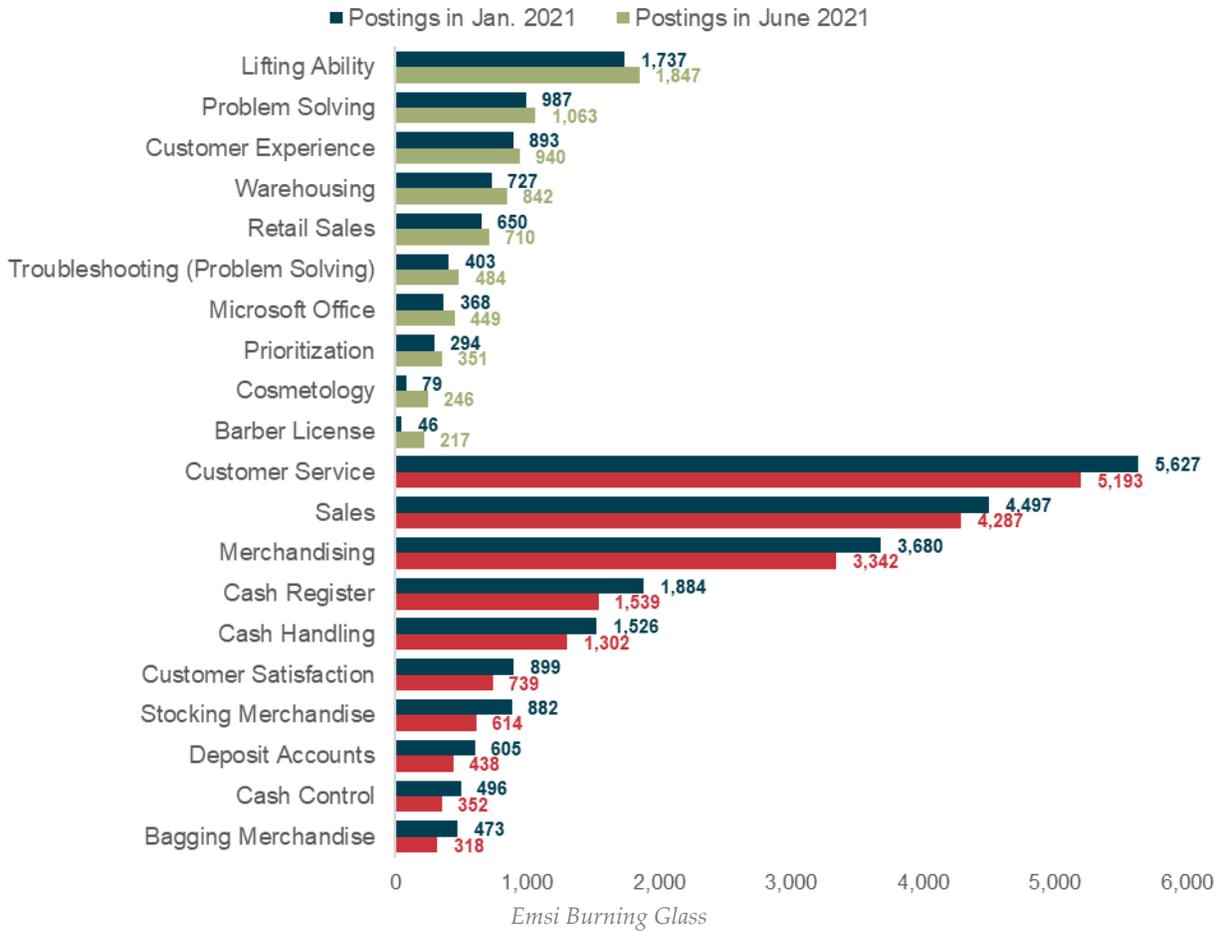
Wages for Top 10 In-demand Retail & Hospitality Occupations, West Michigan

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	592	\$19.55	\$13.01	\$15.52	\$26.83	\$32.16
Retail Salespersons	3,001	\$12.53	\$10.23	\$11.04	\$15.04	\$19.52
Fast Food and Counter Workers	3,190	\$11.38	\$10.05	\$10.48	\$12.35	\$14.18
First-Line Supervisors of Food Preparation and Serving Workers	623	\$17.14	\$12.00	\$13.98	\$21.02	\$26.27
Stockers and Order Fillers	1,155	\$13.14	\$10.38	\$11.37	\$15.71	\$19.45
Customer Service Representatives	1,621	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90
Cashiers	2,483	\$11.46	\$10.02	\$10.59	\$12.50	\$14.36
Light Truck Drivers	631	\$16.68	\$10.71	\$12.27	\$23.30	\$31.24
Hairdressers, Hairstylists, and Cosmetologists	214	\$14.25	\$10.24	\$11.38	\$19.84	\$24.91
Cooks, Restaurant	774	\$13.39	\$10.50	\$11.69	\$15.14	\$16.95

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
Barber License	Cash Handling	Management
ServSafe Certification	Selling Techniques	Leadership
Bachelor of Science in Business	Customer Satisfaction	Basic Math
Certified Forklift Operator	Customer Experience	Operations
Bachelor of Science in Pharmacy	Inventory Management	Lifting Ability
CDL Class B License	Warehousing	Detail Oriented
Doctor of Pharmacy (PharmD)	Stocking Merchandise	Valid Driver's License

Retail & Hospitality | Fastest Growing Skills | Q2 2021

Hot and Cold Skills, Retail & Hospitality, West Michigan



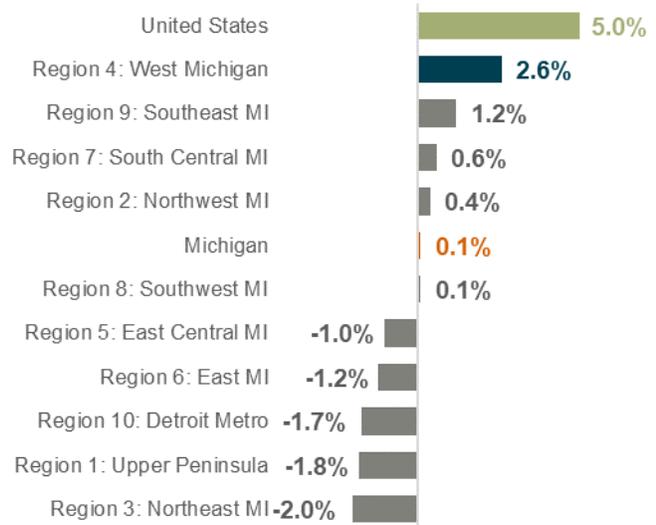
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Public Accountant	Meal Planning And Preparation	Ideation
Barber License	Employee Retention	Mobile Devices
Microsoft Certified Professional	Tape Measure	Stress Management
Licensed Marriage And Family ...	Blueprint Reading	Concision
Licensed Clinical Social Worker (LCSW)	Caregiving	Ingenuity
Licensed Professional Counselor (LPC)	Leadership Styles	Active Listening
Professional in Human Resources	Sales Operations	Time Constraints
Six Sigma Black Belt Certification	Cosmetology	Arabic Language
Personal Trainer Certification	Brand Management	Engagement Skills
VMware Certified Professional (VCP)	Culinary Arts	Solutions Focused

Occupational Outlook | Projected Demand from 2018-2028

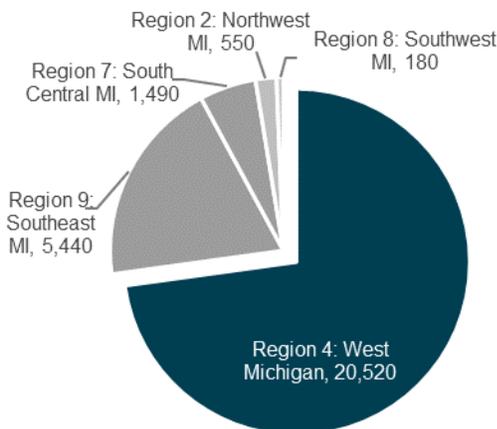
The Bureau of Labor Market Information and Strategic Initiatives produces Long-Term Occupational Outlook forecasts for regions throughout the state every two years. This year marked the release of the most up-to-date information available for Michigan’s ten Prosperity Regions covering the period from 2018 to 2028. 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 70,120 job openings each year over the relevant ten-year period, with 57.5 percent of annual openings expected to emerge because an employee has separated from their previous role in pursuit of a different occupation, 39.6 percent resulting from people leaving the labor force altogether, and just 2.9 percent from growth — new employment opportunities that didn’t exist before the 2018 to 2028 period.

West Michigan’s occupational employment is expected to grow by 2.6 percent over the ten-year forecasting period, equating to a net employment increase of 20,520 workers by the year 2028 — 72.8 percent of the statewide total. Each year, the 13-county region is expected to see 2,050 job openings resulting from growth alone, with these potential openings resulting from business expansion, business relocation, or newly emerging occupations. Furthermore, 27,780 openings are anticipated each year as a result of labor force separations, 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 40,300 job openings across the region, annually.

Percent Employment Growth by Region, State, and Nation, 2018 - 2028



Employment Growth by Prosperity Region, 2018 - 2028



In comparison to the nine remaining Prosperity Regions across Michigan, West Michigan’s 10-year projected employment growth rate of 2.6 percent would rank first, more than doubling the rate of the next closest region — Southeast Michigan — estimated at 1.2 percent. The impact of the COVID-19 pandemic on Michigan’s labor market is evident in the latest set of projections, as the statewide 10-year forecasted growth rate plummeted from 7.0 percent (estimated in the 2016-2028 projections) to just 0.1 percent. Although anticipated growth in West Michigan fell from 9.0 percent to 2.6 percent in the 2018-2028 projections, the region remained extremely resilient in comparison to other areas across the state and maintained its status as the top region for growth.

Occupational Outlook | Occupations and Areas of Growth

Of the 20,520 estimated jobs to emerge in West Michigan through 2028, nearly 55 percent are anticipated in just four occupational groups: *Healthcare Practitioners and Technical*, *Transportation and Materials Moving*, *Healthcare Support*, and *Personal Care and Service* occupations.

Top Occupational Groups by Growth Rate, West Michigan, 2018 - 2028

Occupation	Growth		Total Annual Openings
	#	%	
Total, All Occupations	20,520	2.6%	70,120
Healthcare Practitioners and Technical Occupations	3,140	7.0%	2,340
Transportation and Material Moving Occupations	2,790	4.3%	7,050
Healthcare Support Occupations	2,700	13.2%	1,140
Personal Care and Service Occupations	2,640	11.1%	2,630

The occupational group with the largest expected numeric growth over the 2018 to 2028 period is associated with *Healthcare Practitioners and Technical* occupations, with a projected net gain of 3,140 jobs over the 10-year duration (7.0 percent growth). Employment change in this major occupational category consists of 1,010 annual openings due to labor force exits, accounting for 43.2 percent of total openings in this occupational group each year, with a similar share resulting from occupational transfers (1,020 annual openings). This group is expected to see the largest number of openings due to growth alone, at 320 per year, driven largely by the aging population, the current state of public health, and the continued advancement of medical technology.

Transportation and Material Moving occupations are projected to gain 2,790 jobs over the 10-year period, a proportional growth rate of 4.3 percent. This occupational category is anticipated to create 7,050 job openings each year. However, 59.3 percent of expected annual openings will be replacements for current employees (4,180 openings), while over 2,600 openings each year will be new vacancies caused by current workers separating from the local labor force entirely. *Laborers and Freight, Stock, and Material Movers, Hand*, already the largest occupation within the category, is projected to add 930 jobs over the forecasting period, which translates to 5.2 percent growth. The second largest occupation in the category, *Heavy and Tractor-Trailer Truck Drivers*, is predicted to grow by 6.4 percent through 2028, an additional 770 jobs.

Other occupations that are not as high-volume, but are expecting the largest percentage growth in West Michigan include: *Dental Laboratory Technicians* (33.3 percent growth, 30 annual openings), *Film and Video Editors* (33.3 percent, 10 openings), *Home Health Aides* (31.5 percent, 400 openings), *Veterinary Technologists and Technicians* (28.2 percent, 45 openings), and *Software Developers, Applications* (33.8 percent, 100 openings).

Top Occupations by Growth Rate, West Michigan, 2018 - 2028

Occupation	Growth Rate	Annual Openings
Dental Laboratory Technicians	33.3%	30
Film and Video Editors	33.3%	10
Home Health Aides	31.5%	400
Veterinary Technologists and Technicians	28.2%	45
Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	26.7%	85

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 2028. 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." English Language is the top knowledge area (important for 68.8 percent of annual growth openings) and Customer and Personal Service (59.3 percent). Education and Training was also in demand, important among 55.9 percent of annual openings, followed by Public Safety and Security (49.2 percent) and Mathematics (48.6 percent).

Skills

Skills are defined as "Developed capacities that facilitate learning or the more rapid acquisition of knowledge." Three of the top five skills identified as important for growing jobs are defined as "Basic Skills." These are led by Critical Thinking (75.0 percent) and Judgement and Decision Making (71.9 percent).

Work Styles

In our latest report, [The Future of Work](#), we referred to the O*NETs work styles as soft skills. These are defined as "personal characteristics that can affect how well someone performs a job." Here, we see that Concern for Others (74.2 percent), Adaptability/Flexibility (73.6 percent), and Attention to Detail (73.6 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 Problem Sensitivity (76.4 percent), Near Vision (73.6 percent) and Oral Comprehension (70.5 percent).

Work Activities

Work Activities are "General types of job behaviors occurring on multiple jobs." The most common activity expected to emerge among new jobs in West Michigan is Inspecting Equipment, Structures, or Material (78.4 percent of openings). Identifying Objects, Actions, and Events closely trails, prominent among 76.4 percent of annual growth openings, tied with Making Decisions and Solving Problems (76.4 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	U.S. Census Bureau, OnTheMap Application, Longitudinal-Employer Household Dynamics, 2018 data
11-12	Emsi Burning Glass 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
13-16	Emsi Burning Glass
17-52	Emsi Burning Glass 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)
53-54	DTMB, Bureau of Labor Market Information and Strategic Initiatives, Occupational Long-Term Forecast (2018-2028)
55	DTMB, Bureau of Labor Market Information and Strategic Initiatives, Occupational Long-Term Forecast (2018-2028) 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.

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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