

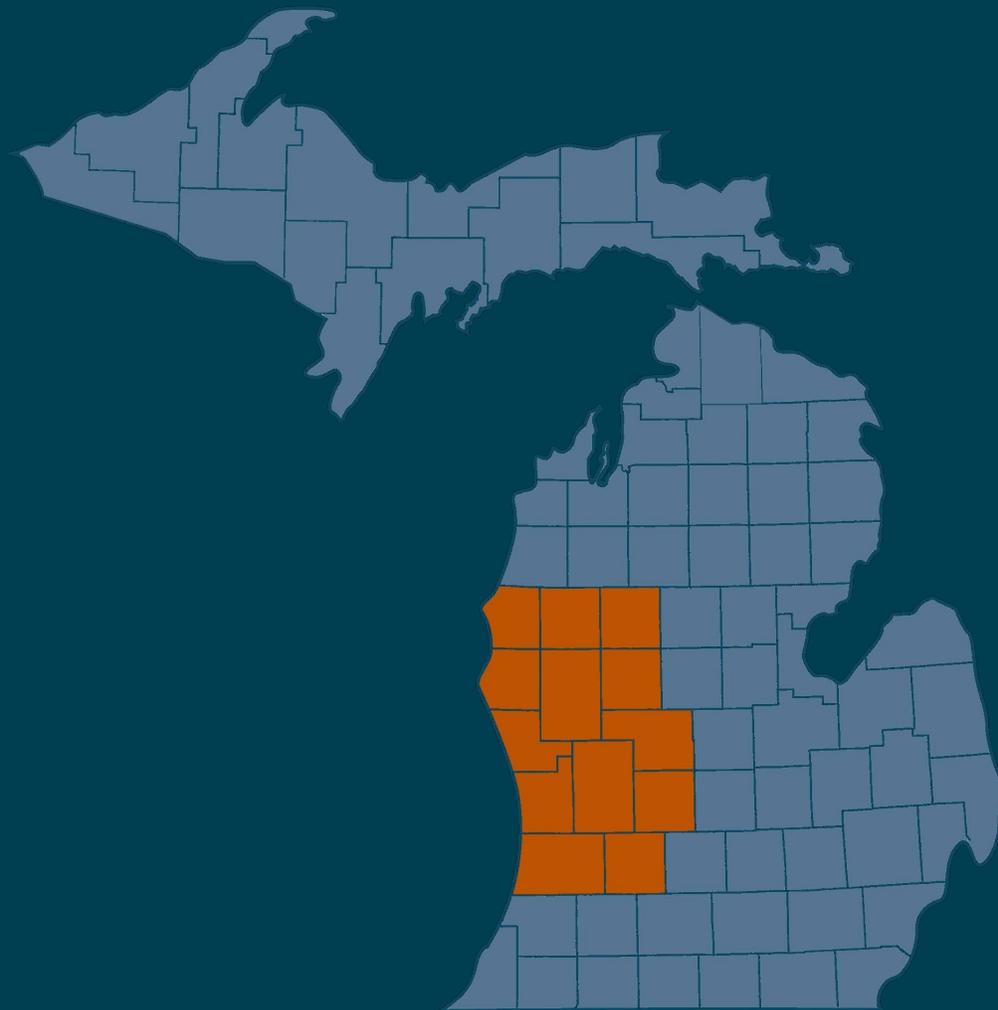
Q4 2021  
October - December

# West Michigan

## 13-County Talent Assessment

Quarterly Labor Market Report

Q4 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 fourth quarter of 2021, West Michigan's labor market and the demands of employers looked dramatically different from the release of the inaugural report in 2014. Regional unemployment stood at 4.1 percent, below the state and above 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 marks 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 current 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

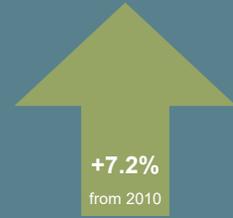
## EXECUTIVE SUMMARY

- West Michigan experienced continued population growth over the year, **adding almost 13,000 new residents** to bring the population of the region to 1,626,731 in 2020 — a 16.1 percent share of the statewide population — although this growth comes despite continued negative net migration to counties outside of the state of Michigan. **Aging of the residential population and out-migration of young, educated talent** continue to pose workforce challenges for the region and state. Kent and Ottawa were among just five counties in Michigan to see their prime-age (25-54) populations increase from 2010 to 2020.
- Educational attainment in West Michigan continued to move in a positive direction, with **61.3 percent of adults possessing some form of education** beyond high school in 2020. Almost 1 in 10 adults (8.5%) in the region lacked a high school diploma or GED, which reduced their likelihood of participating in the labor force. Despite continued growth, the postsecondary attainment rate in West Michigan still trails both Michigan (62.8%) and the nation (61.9%).
- In the fourth quarter of 2021 West Michigan's employment situation broke its 3-month growth trajectory as **more workers and jobseekers left the labor force**. The unemployed population shrunk by 15.1 percent (5,865 jobseekers) from Q3 2021 while the size of the employed population fell by 4,643 workers, resulting in **10,508 fewer residents working or actively looking for work**. The region's unemployment rate continued to fall, rebounding by 0.7 percent to stand at 4.1 percent in Q4 — lower than the statewide rate (4.4%) and slightly above the national rate (3.9%). **Employer demand continued to gain momentum** over the quarter with online job ads growing by 7.9 percent (4,227 ads), reflecting **1.7 job openings per jobseeker** in the final quarter of 2021.
- Employment among Goods-producing industries fell by 0.7 percent (1,067) in Q4 2021, while Service-providing industries recovered 9,600 jobs (2.1%) — resulting in a **net gain of 8,533 jobs (1.4%) for the region over the quarter** and 25,133 (4.3%) year-over-year. The largest quarterly gains were attributed to Government (9.2%; 4,733), Professional and Business Services (3.3%; 2,467), and Education and Health Services (2.6%; 2,700). **Losses persisted in half of the region's industries over the quarter**, primarily resulting from labor shortages, led by Leisure and Hospitality (-3.1%; -1,633), Mining, Logging, and Construction (-2.2%; -667), and Other Services (-0.7%; -167).
- 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.

# 2020 Population Overview

## Population Demographics

The population in West Michigan has grown by over 7.2 percent since 2010, with a total of 1,626,731 residents living within the 13-county region as recently as 2020. Nearly half of the population (49.9%) identified as male, while the remaining 50.1 percent were female. The majority of the population were White (80.3%), with the second largest number of individuals identifying with Two or More Races (6.8%). The region is facing an aging population, with 28.9 percent of residents aged 55 or older and just 37.9 percent of prime working-age (25-54), although the populace remains younger compared to the state as a whole.

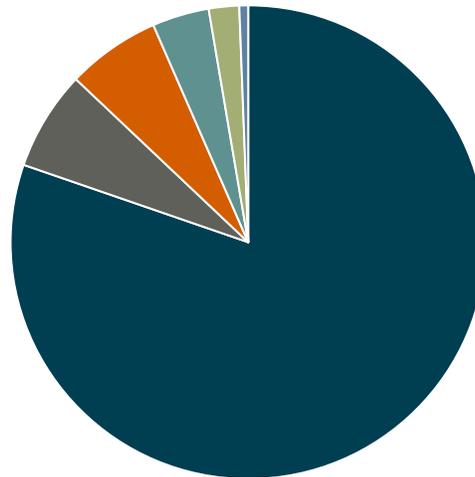


**1,626,731**

West Michigan Residents

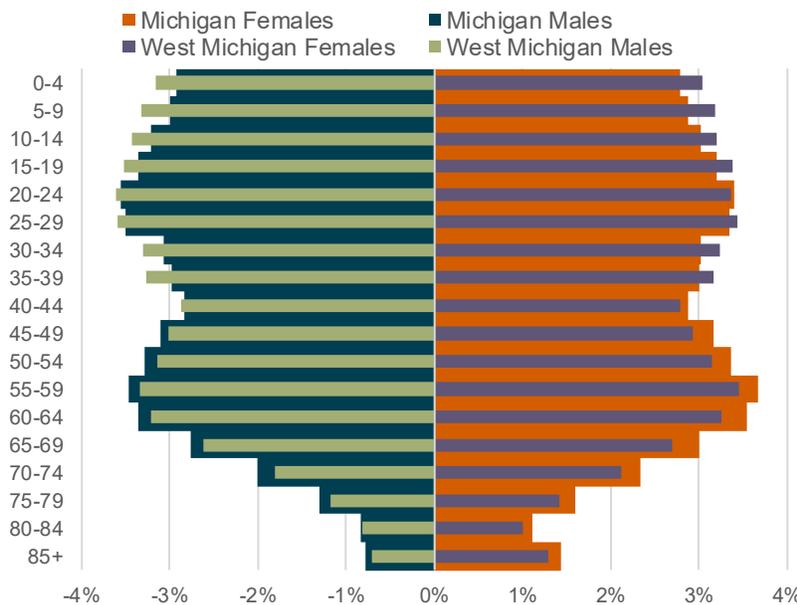
### Population by Race/Ethnicity, West Michigan

- White: 80.3%
- Two or More Races: 6.8%
- Black/African American: 6.4%
- Some Other Race: 3.9%
- Asian: 2.1%
- Native American: 0.6%
- Hispanic or Latino: 8.2%



U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)

### Population Structure, West Michigan and Michigan



U.S. Census Bureau, American Community Survey 5-Year Estimates (2016-2020)

### Gender Distribution, West Michigan



**49.9% Male**  
799,857 residents

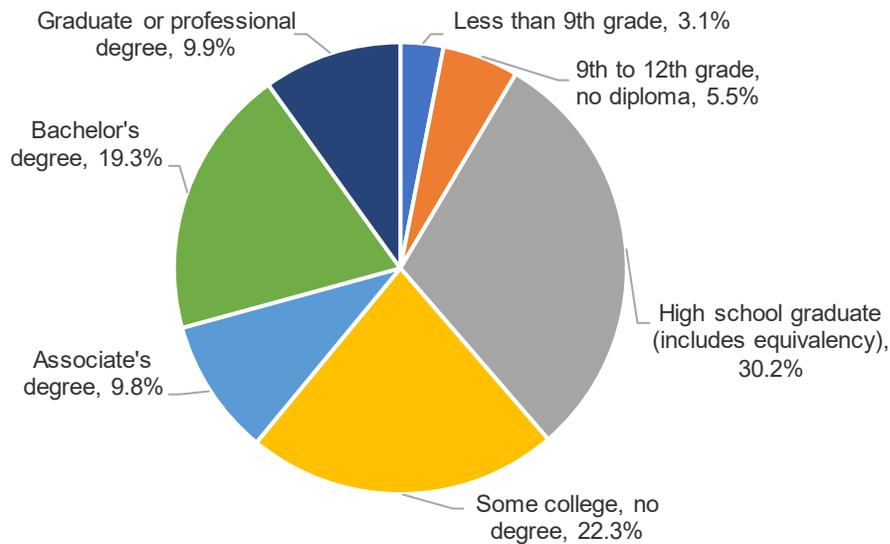
**50.1% Female**  
804,570 residents

# 2020 Population Overview

## Educational Attainment

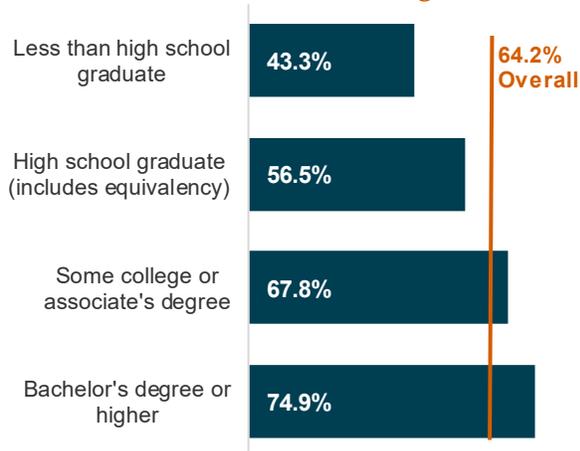
The educational attainment of the adult (25+) population in West Michigan continued to increase in 2020, with 61.3 percent of adults possessing some form of education beyond high school. This reflects a growth of 0.9 percentage points from 2019, equating to 8,830 adults who obtained a postsecondary credential over the year. Despite continued growth, the postsecondary attainment rate in West Michigan still trails the rates seen both statewide (62.8%) and nationally (61.9%). Labor force participation also varied drastically based upon educational attainment, with just 43.3 percent of West Michigan residents without a diploma/GED working or looking for work in 2020— compared to 64.2 percent for adults in the region overall and 74.9 percent for those with a bachelors or higher.

**Educational Attainment (25+), West Michigan, 2020**

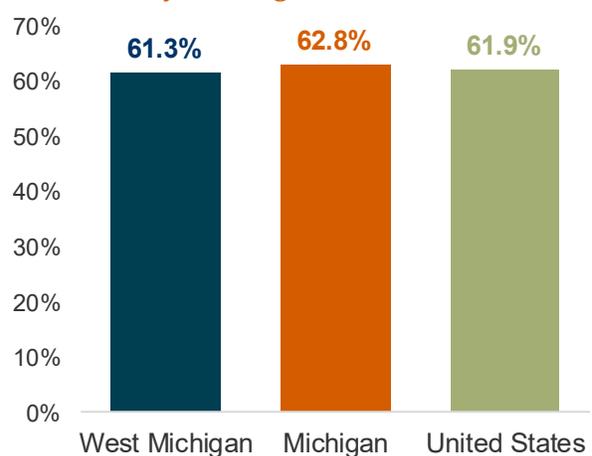


*U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)*

**Labor Force Participation Rate by Education (25+), West Michigan, 2020**



**Percent of Adults with Education Beyond High School, 2020**



*U.S. Census Bureau, American Community Survey 5-Year Estimates (2016-2020)*

## 2020 Labor Force Overview

### Labor Force Overview

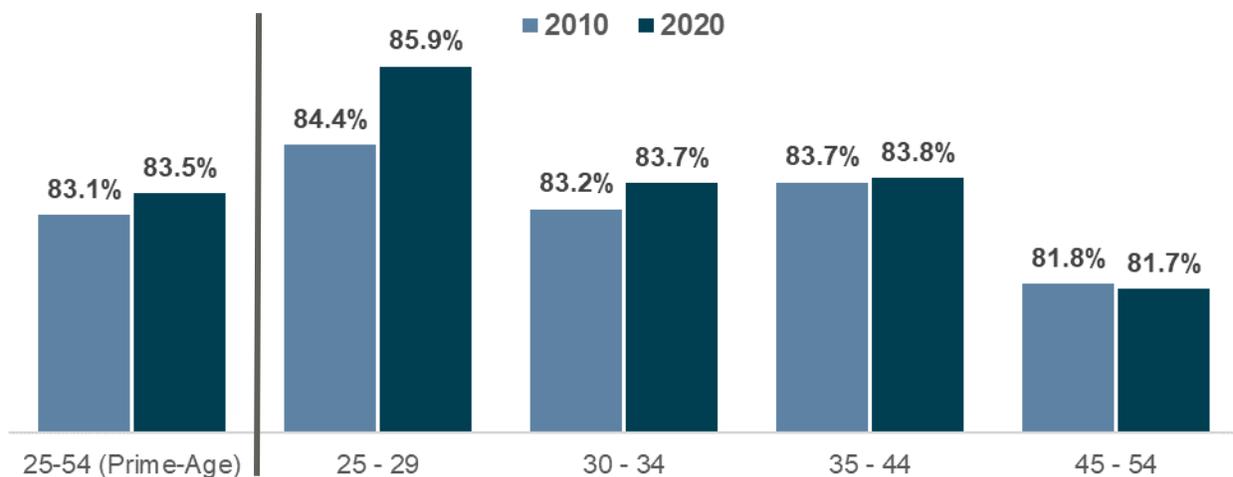
As recently as 2020, 64.4 percent of West Michigan residents ages 16 and older were either working or actively seeking work, a slight drop from the rate of 65.7 percent seen in 2010. Nearly two-thirds of the population, or about 779,436 individuals (61.2%), were employed. The highest unemployment rate was associated with youth ages 16-19 (17.4%), who also had the lowest labor force participation rate of any age group below 65 (47.7%). Black or African American jobseekers also faced difficulty finding employment, with an unemployment rate nearly 3 times higher than the average, at 12.2 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+)	819,471	779,436	39,364	64.4%	4.8%
<b>Age Bracket</b>					
16-19	42,480	35,054	7,410	47.7%	17.4%
20-24	89,266	82,592	6,579	79.8%	7.4%
25-54	507,319	487,058	19,908	83.5%	3.9%
55-64	138,761	134,583	4,156	65.3%	3.0%
65+	41,442	40,012	1,390	16.5%	3.4%
<b>Race</b>					
White	673,503	644,883	28,092	64.1%	4.2%
Black/African American	44,553	39,105	5,435	59.9%	12.2%
Native American	3,400	3,274	125	56.5%	3.7%
Asian	17,750	17,062	689	70.2%	3.9%
Some Other Race	17,527	16,417	1,102	65.6%	6.3%
Two or More Races	27,438	25,243	2,182	67.9%	8.0%
<b>Ethnicity</b>					
Hispanic/Latino	64,151	60,531	3,560	71.9%	5.5%

U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)

### Labor Force Participation Rate by Age Group, West Michigan, 2010-2020



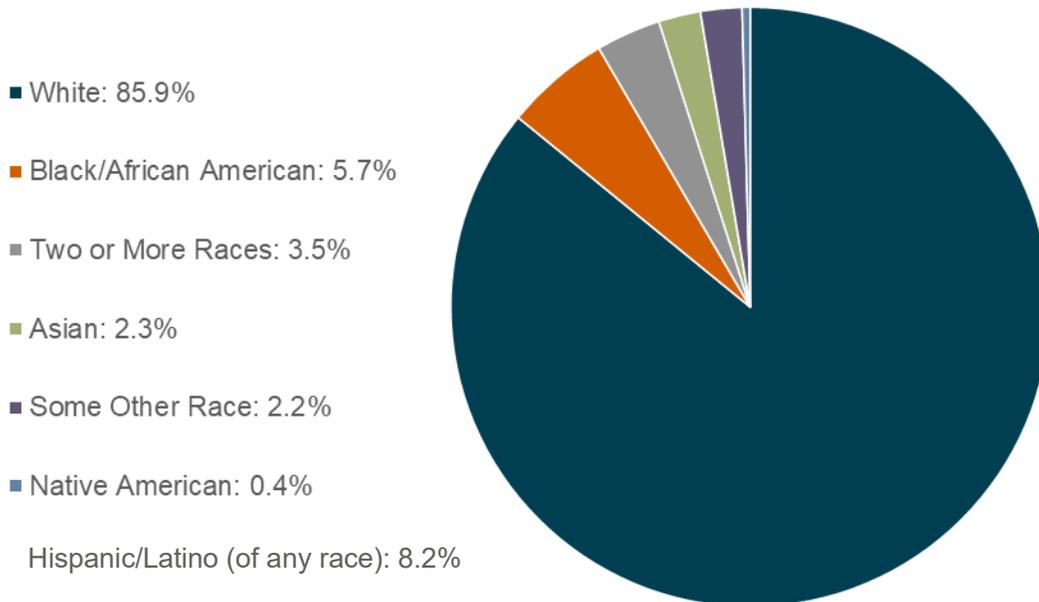
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)

# 2020 Labor Force Overview

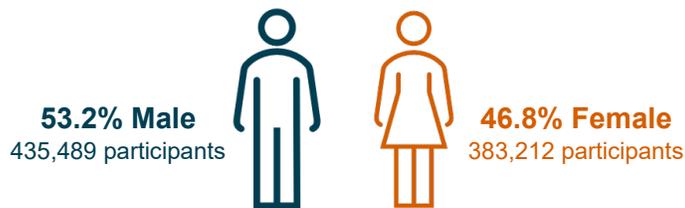
## Labor Force Demographics

There was a total of 819,471 individuals in the West Michigan labor force in 2020. The proportion who identified as male grew by 2.1 percentage points (19,424) from 2019, due primarily to an exodus of 14,491 females from the workforce over the year. A majority of those working or looking for work identified as White (85.9%), while African American or Black participants accounted for just 5.7 percent of the labor force. Those identifying as Hispanic or Latino, of any race, accounted for 8.2 percent. Just 16.1 percent of the labor force was younger than 25 in 2020, while 22.0 percent were 55 or older. Participation among older (55+) workers has grown since 2010, although amassing retirements in 2020 contributed to a diminished growth rate (0.5%) compared to previous years. The rate among prime-age workers (25-54) has grown similarly, but remained unchanged over the year.

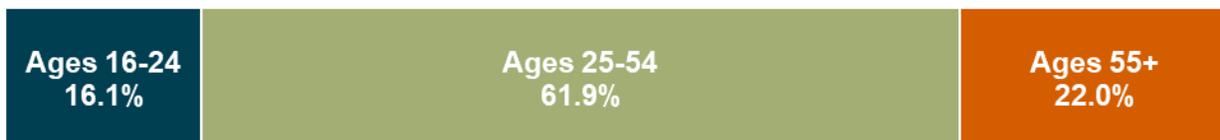
### Distribution of Labor Force by Race/Ethnicity, West Michigan



U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)



### Distribution of Labor Force by Age Bracket, West Michigan



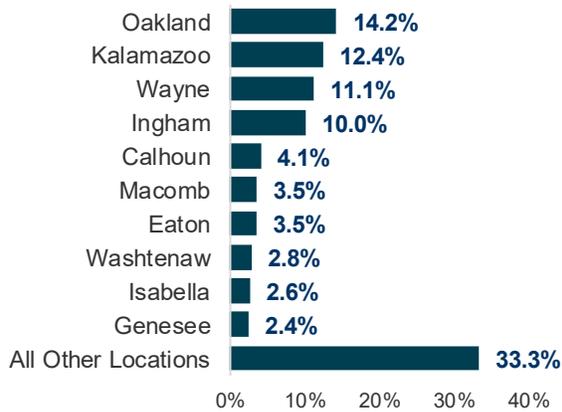
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)

# 2019 Commuting Patterns

## Commuting in West Michigan

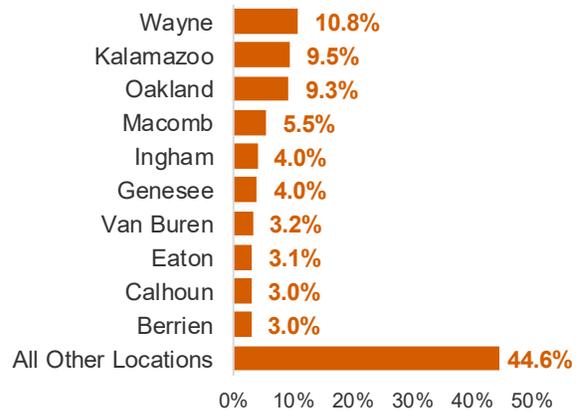
In 2019 there were 763,614 individuals employed across West Michigan, irrespective of their place of residence. Of this employed population, 620,636 individuals both lived and worked within the region, accounting for 81.3 percent of all workers. This was the third largest internal workforce of any Prosperity Region in the state, exceeded only by the Upper Peninsula (88.0%) and Detroit Metro (81.4%). Conversely, a total of 751,497 individuals were considered residents of West Michigan during the relevant year. Approximately 17.4 percent (130,861 residents) were employed beyond West Michigan and commuted outside of the region for work, which is the smallest share of external commuters seen for the region since 2007 and was only surpassed by Detroit Metro (14.3%).

### Where Residents Work, West Michigan

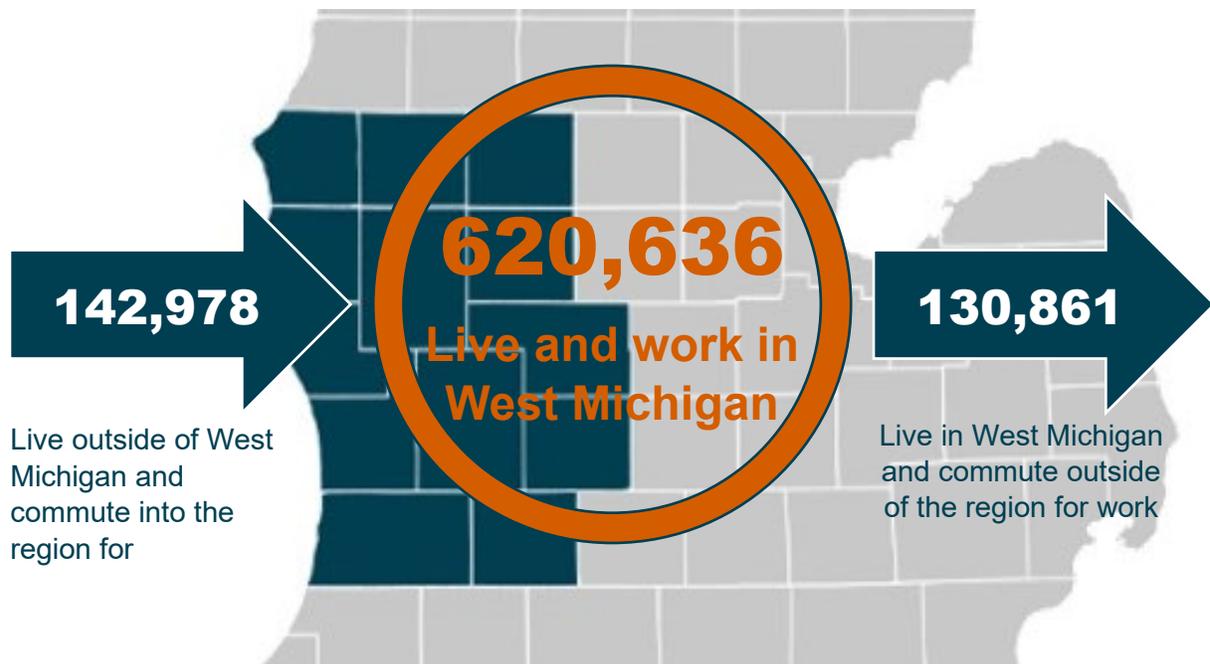


U.S. Census Bureau, OnTheMap, 2019

### Where Employees Live, West Michigan



U.S. Census Bureau, OnTheMap, 2019



U.S. Census Bureau, OnTheMap, 2019

# Labor Force, Employment, and Employer Demand | Q4 2021

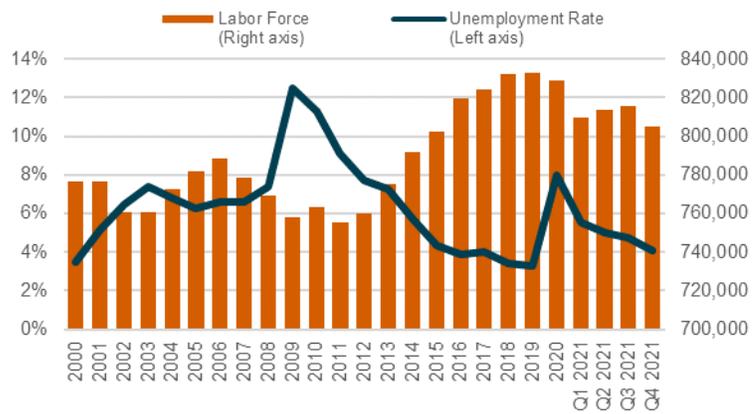
## Current State of the Labor Market in West Michigan

In the fourth quarter of 2021 West Michigan’s employment situation broke its 3-month growth trajectory as more workers and jobseekers left the labor force. The unemployed population shrunk by 15.1 percent (5,865 jobseekers) from Q3 2021 while the size of the employed population fell by 4,643 workers, resulting in 10,508 fewer residents working or actively looking for work. The region’s unemployment rate continued to fall, rebounding by 0.7 percent to stand at 4.1 percent in Q4 — lower than the statewide rate (4.4%) and slightly above the national rate (3.9%). Employer demand continued to gain momentum over the quarter with online job ads growing by 7.9 percent (4,227 ads).

### Annual Labor Market Overview

The labor force in West Michigan shrunk significantly during the fourth quarter of 2021 to resemble the size seen in 2015, with over 10,500 participants exiting the workforce over the quarter and nearly 20,000 since Q4 2020. A majority of the decline observed over the year can be attributed to jobseekers halting their searches for employment, considering the volume of people looking for work has fallen by 28.2 percent (12,992) from last year. The region has also seen a decline in the number of people working, with employment falling by 6,190 (-0.8%) over the year.

### Labor Force and Unemployment in West Michigan 2000-2021

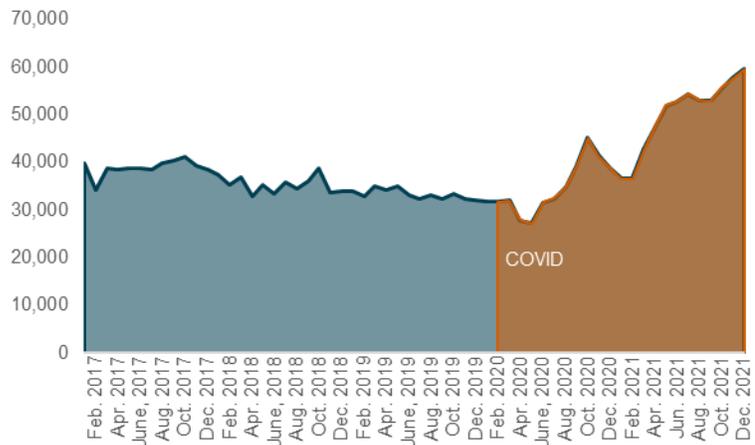


U.S. Census Bureau, Local Area Unemployment Statistics (LAUS)

### Quarterly Demand Overview

As the labor force shrunk, employer demand continued its historic rise into the fourth quarter of 2021. An average of 57,613 active job advertisements were posted online in West Michigan each month in Q4 2021, which means there were nearly 2 postings available for every 1 jobseeker. This equates to an increase of 4,227 (7.9%) postings from the previous quarter and a growth rate of 37.9 percent (15,831) year-over-year. The median advertised hourly wage rose by \$0.50 over the quarter to stand at \$17.05 in Q4 2021, which reflects a significant increase (14.0%) from the median rate of \$14.95 advertised in the fourth quarter of 2020.

### Active Online Job Postings in West Michigan 2017-2021



Emsi Burning Glass

# Labor Force, Employment, and Employer Demand | Q4 2021

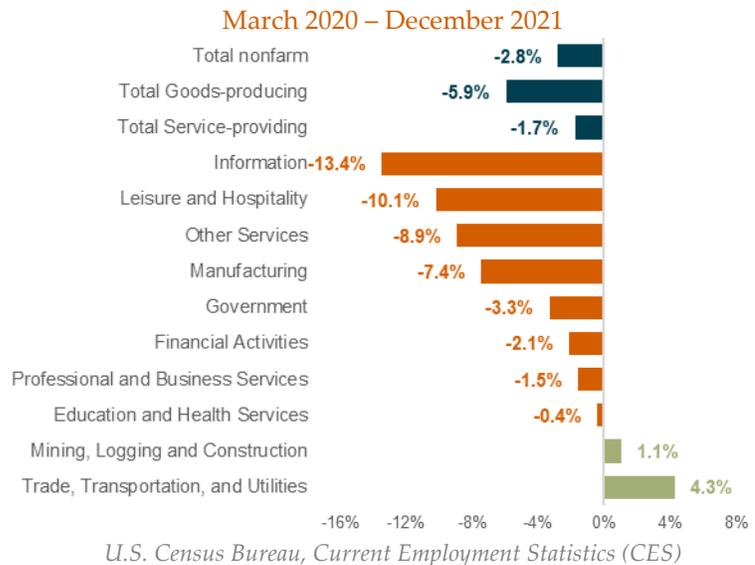
## Trends across Industries and Counties

Employment among Goods-producing industries in West Michigan fell by 0.7 percent (1,067) in Q4 2021, while Service-providing industries recovered 9,600 jobs (2.1%) — resulting in a net gain of 8,533 jobs (1.4%) over the quarter and 25,133 (4.3%) year-over-year. The largest quarterly gains were attributed to Government (9.2%; 4,733), Professional and Business Services (3.3%; 2,467), and Education and Health Services (2.6%; 2,700). Losses persisted in half of the region’s industries over the quarter, led by Leisure and Hospitality (-3.1%; -1,633), Mining, Logging, and Construction (-2.2%; -667), and Other Services (-0.7%; -167). Information (-3.9%; -233) and Mining, Logging, and Construction (-1.7%; -500) were the only sectors with negative growth year-over-year.

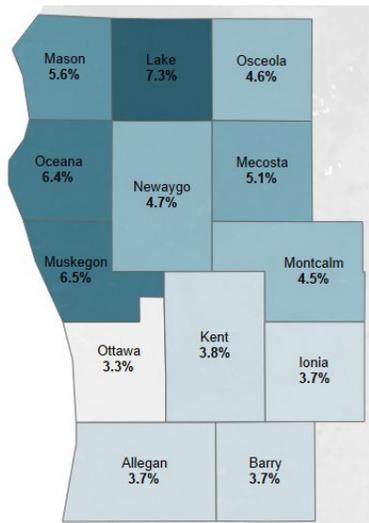
## Industry Overview

As recently as December 2021, nonfarm employment in West Michigan stood 17,500 (2.8%) below the levels seen at the onset of the pandemic in March 2020. Goods-producing industries employed 9,400 fewer workers (5.9%) at the end of 2021, while Service-providing industries remained 1.7 percent (8,100) shy of pre-pandemic counts. The only sectors in the region to employ more workers in December 2021 than March 2020 were Trade, Transportation, and Utilities (4.3%; 4,700) and Mining, Logging, and Construction (1.1%; 300), while Information (-13.4%; -900) and Leisure and Hospitality (-10.1%; -5,600) were the slowest to recover.

## Employment Growth by Industry, West Michigan



## Unemployment Rate by County



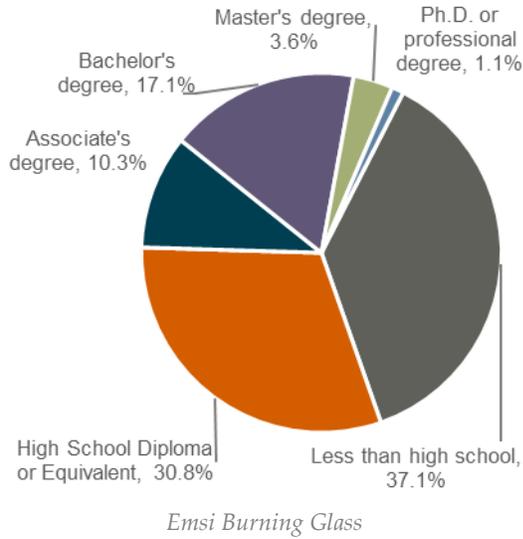
Local Area Unemployment Statistics

## County Overview

The aggregated unemployment rate in West Michigan fell by 1.5 percentage points year-over-year to stand at 4.1 percent in Q4 2021. The unemployment rate in each of the region’s 13 counties drastically improved from the fourth quarter of 2020, although each saw its labor force shrink accordingly. Muskegon (-1.9%), Kent (-1.6%), Montcalm (-1.5%), and Mecosta (-1.4%) counties saw the greatest year-over-year improvements to their unemployment rates, while Osceola (-0.9%), Mason (-1.1%), and Ionia (-1.1%) counties experienced the slowest recovery from Q4 2020. Muskegon (-4.2%), Lake (-3.6%), Osceola (-3.2%) and Ionia (-3.1%) counties experienced the large decline in labor force participation over the year, while the fewest jobseekers left the market in Mason (-1.1%), Ottawa (-1.7%), and Barry (-1.8%) counties — resulting in a net loss of 19,182 participants for the 13-county region year-over-year.

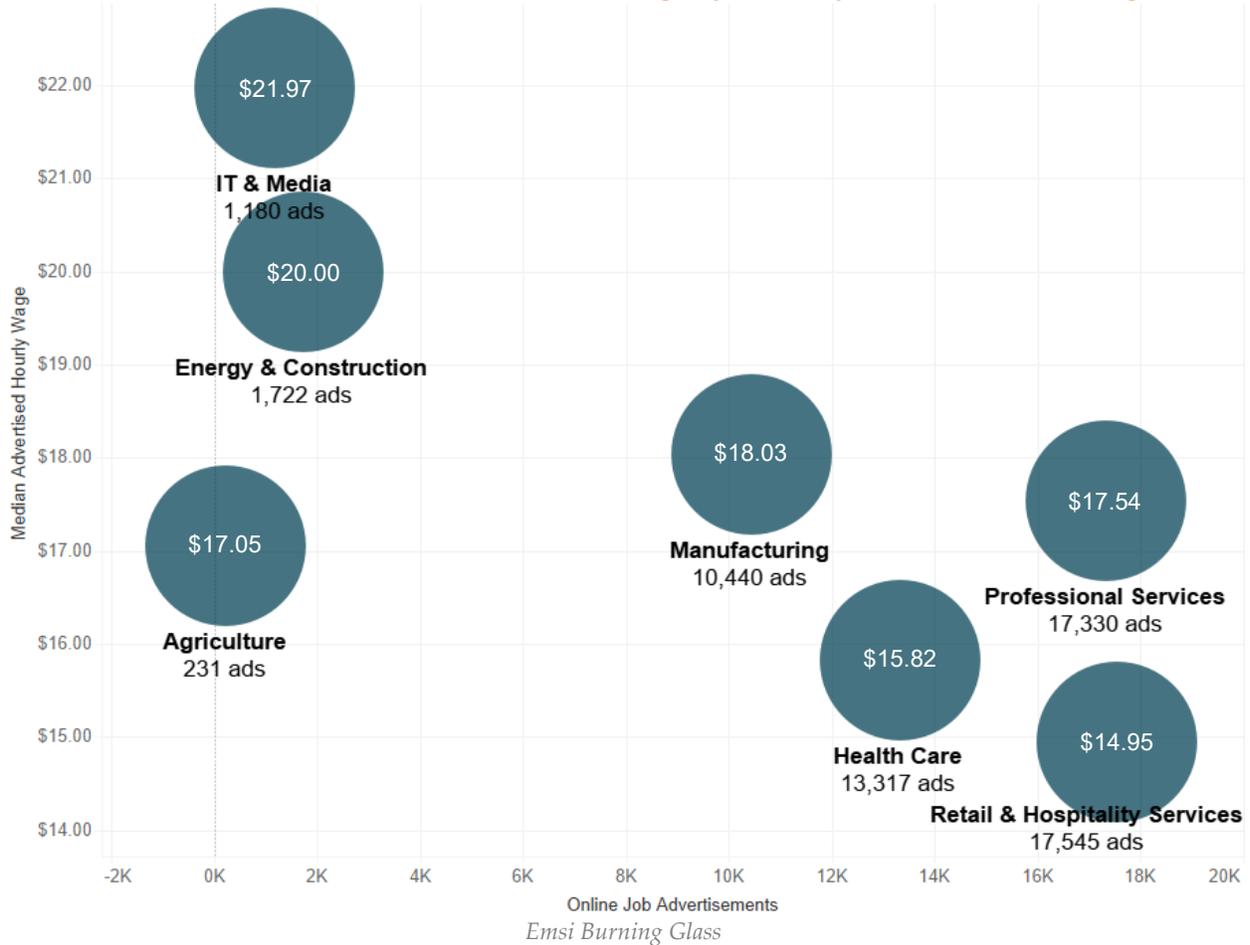
# Real-Time Demand Overview | Q4 2021

## Job Ads by Education, West Michigan



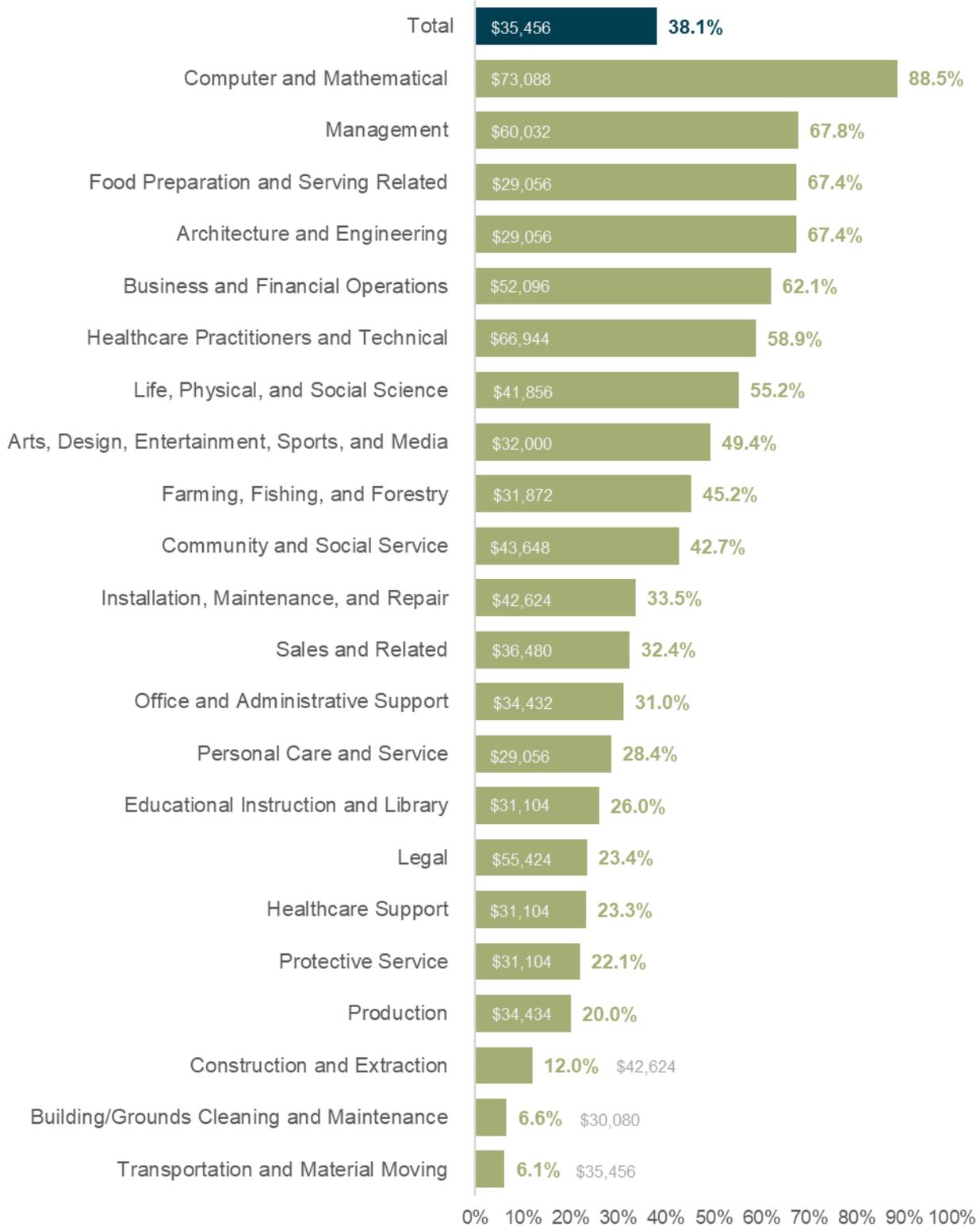
There was a total of 92,661 unique job ads posted online in West Michigan in the fourth quarter of 2021, with a median advertised wage of \$17.05 per hour — \$0.50 more than the previous quarter and \$2.10 more than Q4 2020. The share of postings with no formal education requirement fell from 41.1 percent in Q3 to 37.1 percent in Q4, while the median advertised wage of these jobs grew from \$16.43 to \$17.05 per hour. Nearly a third (30.8%) of ads required only a high school diploma and advertised a median wage of \$16.06 per hour, slightly more than Q3 (30.4%) with a higher median wage (\$15.45). The share of jobs requiring some form of education beyond high school grew from 28.5 percent to 32.0 percent, driven by an 18.7 percentage point increase in demand for associate degrees, with median advertised wages rising by \$1.23 per hour.

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



# Real-Time Demand | Fastest Growing Occupations | Q4 2021

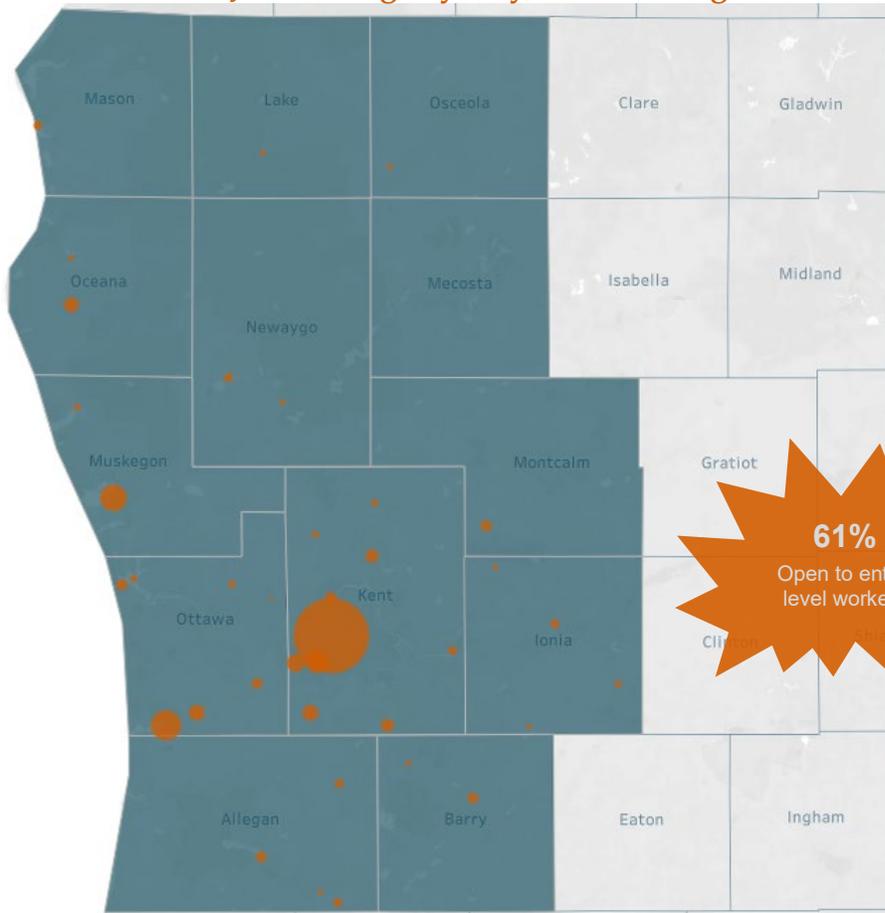
## Year-over-Year Growth and Median Advertised Salary, West Michigan



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# Real-Time Demand | Top Cities and Skills | Q4 2021

## Online Job Postings by City, West Michigan

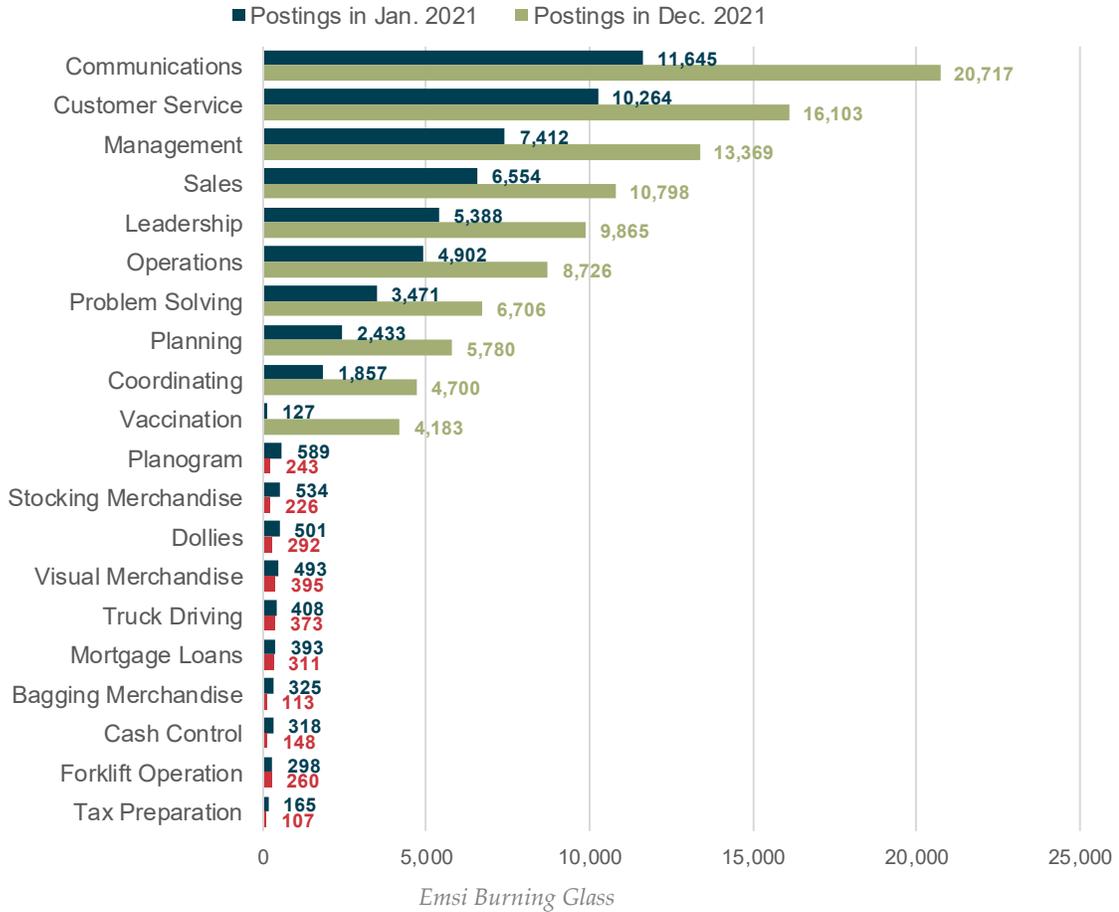


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Top Posted Credentials	Top Posted Skills	Top Posted Employers
Licensed Practical Nurse	Merchandising	Spectrum Health
Certified Nursing Assistant	Nursing	Lakeland Regional Health
Commercial Driver's License (CDL)	Auditing	Trinity Health
Bachelor Of Science in Nursing (BSN)	Warehousing	SpartanNash
Bachelor Of Science in Business	Vaccination	Meijer
American Medical Technologists	Basic Life Support	Mary Free Bed Rehabilitation Hospital
NHA Certified	Accounting	Robert Half
ServSafe Certification	Restaurant Operation	Walmart
Associate Degree In Nursing	Selling Techniques	ManpowerGroup
Certified Medical Assistant	Housekeeping	Amazon

# Real-Time Demand | Fastest Growing Skills | Q4 2021

## Hot and Cold Skills, West Michigan



High Growth Credentials	High Growth Soft Skills	High Growth Hard Skills
Certified Clinical Medical Assistant	Addressing Ethical Concerns	Vaccination
Barber License	Ethical Principles	Employee Assistance Programs
ANCC Certified	Cultural Sensitivity	Life Support
MRI Technologist	Mental Stamina	Customer Support
Operator Certification	Dynamic Personality	Discharge Planning
NIST Cybersecurity Framework (CSF)	Spatial Abilities	Patient Flow
CFC Refrigeration Certification	Delivery Focused	Code Of Federal Regulations
CIAC Certified Mgmt Consultant	Portuguese Language	Electroencephalography
Radiology Certification	Ethical Conduct	Business Valuation
Certified Information Privacy...	Diversity Awareness	Radiography

# Sector Focus

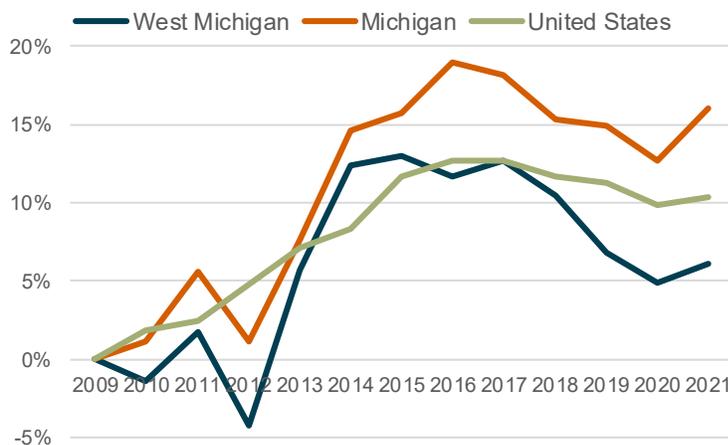


# Agriculture

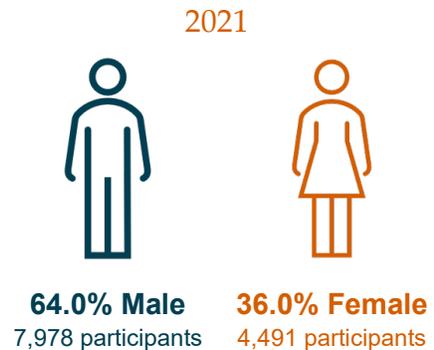
2021 Employment	Trend	Average Earnings	Total Wages
12,469	▲ (10.0%)	\$44,935 Annual, 2021	\$560.3 million in 2021

Agricultural employment across the region jumped by 10.0 percent year-over-year, compared to a growth of 3.0 percent statewide and 0.5 percent nationwide. There were approximately 231 job openings in West Michigan in the fourth quarter of 2021, with a median advertised hourly wage of \$17.05. This represents a 12.1 percent increase in job openings from Q3 2021, with median advertised hourly wages in this sector rising by 4.5 percent (\$0.74) from the previous quarter.

## Industry Employment Growth, Indexed to 2009



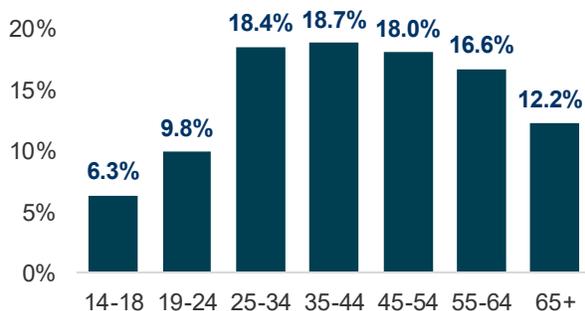
## Gender Distribution



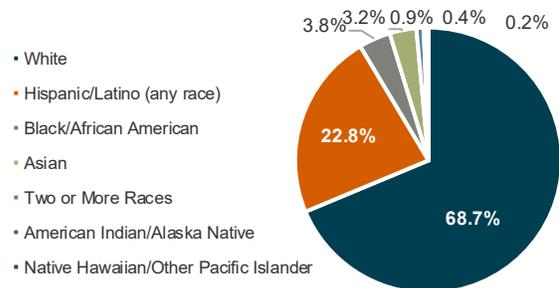
## Industry Demographics

As of 2021, Agriculture in West Michigan was among the most diverse industry clusters identified in this report. A majority of workers identified as *White*, comprising 68.7 percent of industry employment (8,565 workers), while those identifying as either *Black or African American* accounted for just 3.8 percent of employment (479 individuals). Regardless of racial identity, 22.8 percent of those employed within this industry were of *Hispanic or Latino* descent in 2021 (2,839 workers).

## Age Distribution, 2021



## Race/Ethnicity Distribution, 2021

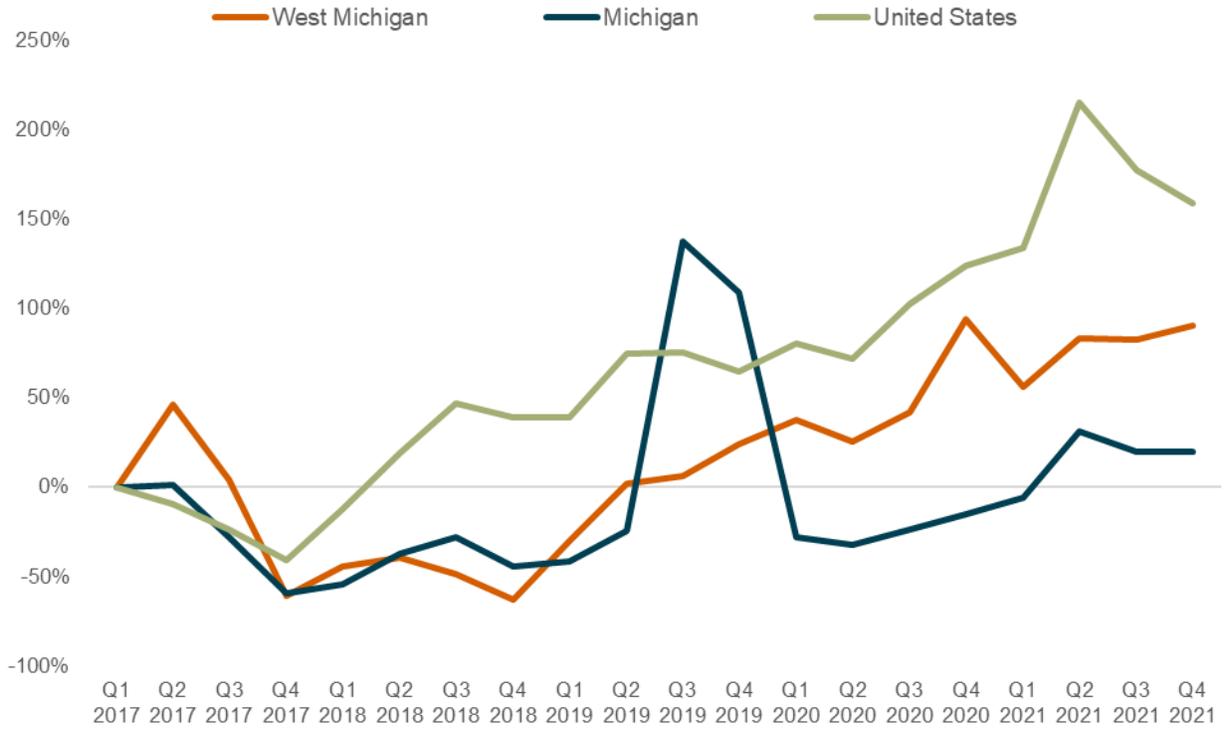


## Industry Employment by Skill-level, 2021



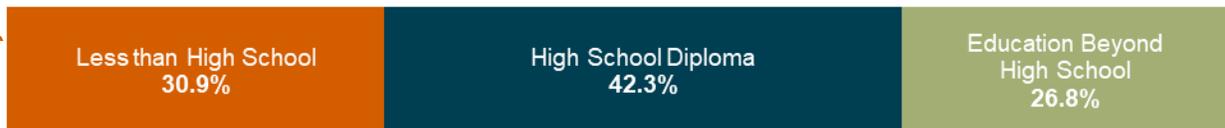
# Agriculture | Ads by Location and Education | Q4 2021

## Growth in Online Job Ads, Indexed to Q1 2017



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## Job Ads by Education Requirement, West Michigan (Q4 2021)



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### Top Posted Cities

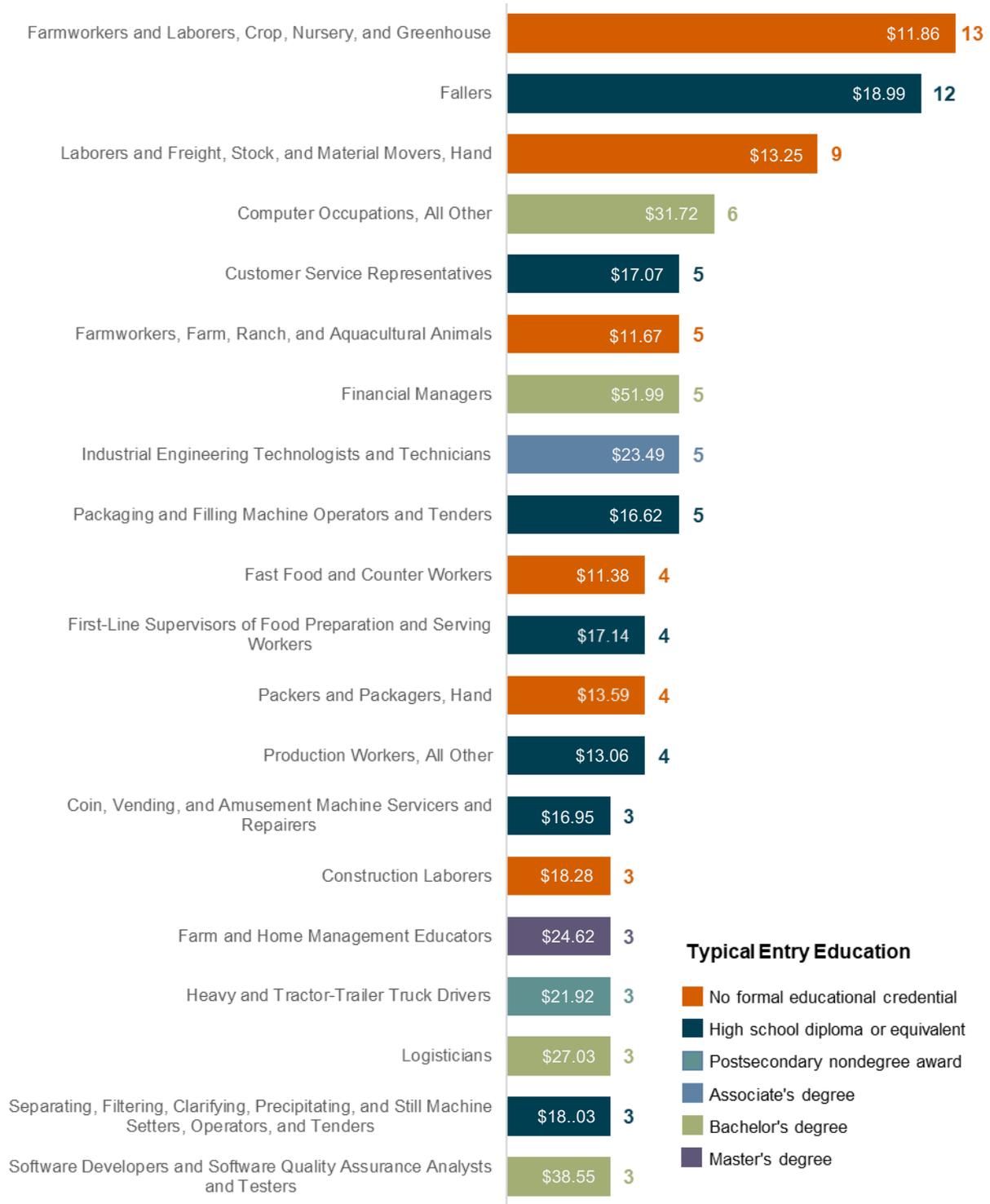
Muskegon: 64 Ads  
 Grand Rapids: 30 Ads  
 Coopersville: 29 Ads  
 Holland: 18 Ads  
 Spring Lake: 13 Ads  
 Grand Haven: 10 Ads  
 Byron Center: 8 Ads  
 Hudsonville: 8 Ads  
 Alto: 6 Ads  
 Shelby: 5 Ads

### Top Posted Companies

Knoll International Limited: 65 Ads  
 Fairlife, LLC: 28 Ads  
 Hortech: 16 Ads  
 Stow International: 16 Ads  
 Northstar: 10 Ads  
 Spring Meadow Nursery: 10 Ads  
 Sp: 8 Ads  
 Swisslane Farms: 6 Ads  
 Walters Gardens: 6 Ads  
 Smithfield Foods: 5 Ads

# Agriculture | Top Posted Occupations | Q4 2021

## Top Posted Agriculture Occupations, West Michigan (Q4 2021)



Emsi Burning Glass

# Agriculture | Wages and In-demand Skills | Q4 2021

## Overview of Agriculture Wages

Seven 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). Financial Managers offered the highest median wage at \$51.99 per hour, and were among four occupations on the list that typically require a Bachelor's degree for entry — each of these were the highest paid in-demand roles in the sector. Conversely, Fallers were the 8<sup>th</sup> highest paid in-demand occupation in Q4, with a median hourly wage of \$18.99, and typically requires a high school diploma. Construction Laborers were the highest paid occupation with no formal education requirement, earning a median hourly wage of \$18.28, and ranked in as the 9<sup>th</sup> highest paid in-demand Agriculture position.

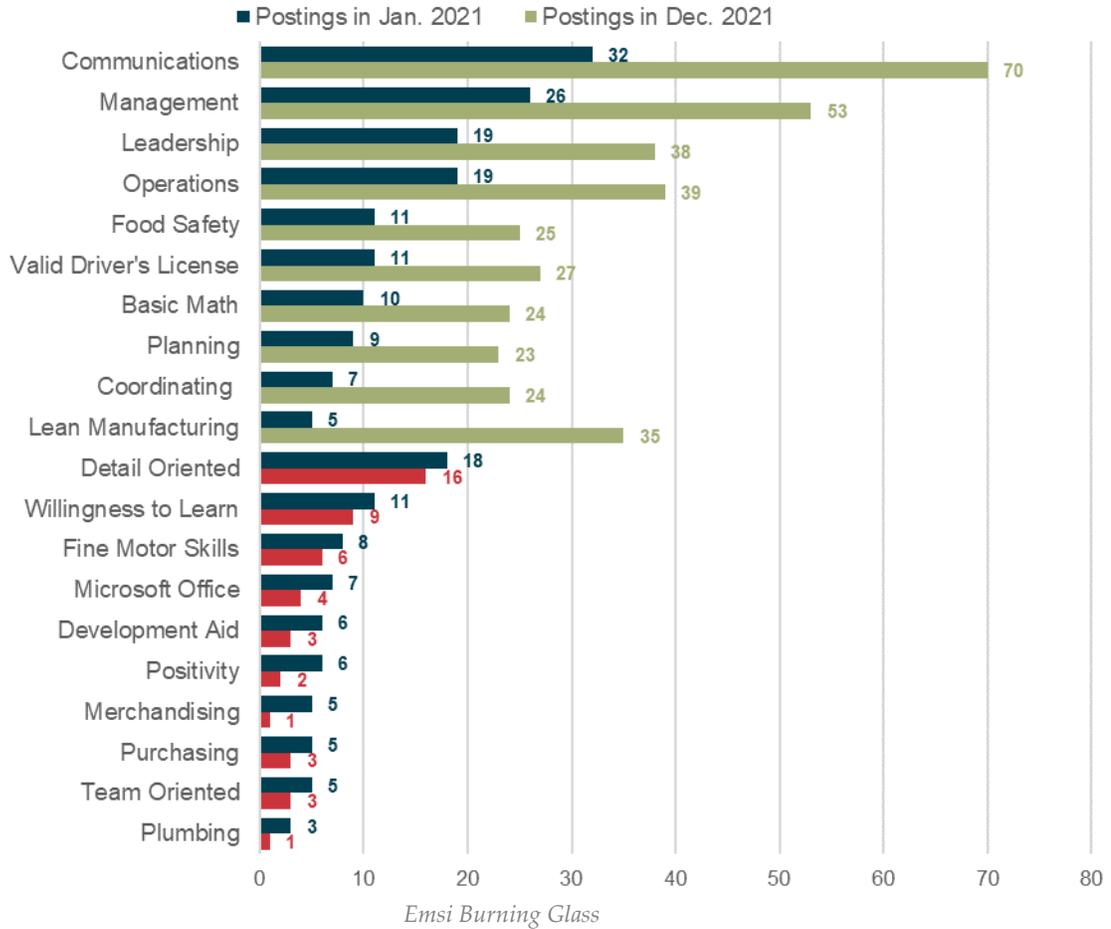
## Wages for Top 10 In-demand Agriculture Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 <sup>th</sup> Percentile Wages	25 <sup>th</sup> Percentile Wages	75 <sup>th</sup> Percentile Wages	90 <sup>th</sup> Percentile Wages
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	811	230	\$11.86	\$9.65	\$9.92	\$15.54
Fallers	1,298	2	\$18.99	\$12.94	\$15.31	\$28.37
Laborers and Freight, Stock, and Material Movers, Hand	723	3,268	\$13.25	\$10.34	\$11.28	\$17.09
Computer Occupations, All Other	594	75	\$31.72	\$17.41	\$23.09	\$44.22
Customer Service Representatives	246	1,576	\$17.07	\$11.45	\$13.74	\$21.59
Farmworkers, Farm, Ranch, and Aquacultural Animals	632	695	\$11.67	\$9.65	\$9.87	\$14.93
Financial Managers	1,108	224	\$51.99	\$33.60	\$40.40	\$68.01
Industrial Engineering Technologists and Technicians	56	54	\$23.49	\$16.68	\$19.58	\$27.80
Packaging and Filling Machine Operators and Tenders	206	475	\$16.62	\$11.43	\$13.35	\$19.83
Fast Food and Counter Workers	1,610	3,932	\$11.38	\$10.05	\$10.48	\$12.35

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Forklift Operator	Lean Manufacturing	Communications
Certified Public Accountant	Food Safety	Management
Certified Safety Professional	Auditing	Operations
Master Of Business Administration (MBA)	Strategic Planning	Leadership
Certified Pharmacy Technician	Product Quality (QA/QC)	Valid Driver's License
Commercial Driver's License (CDL)	Quality Management Systems	Problem Solving
Tanker Endorsement	Housekeeping	Basic Math
Associate Degree In Nursing	Good Manufacturing Practices	Customer Service
Certified First Responder	Balancing (Ledger/Billing)	Troubleshooting (Problem Solving)
Certified Internal Auditor	Job Rotation	Planning

# Agriculture | Fastest Growing Skills | Q4 2021

## Hot and Cold Skills, Agriculture, West Michigan



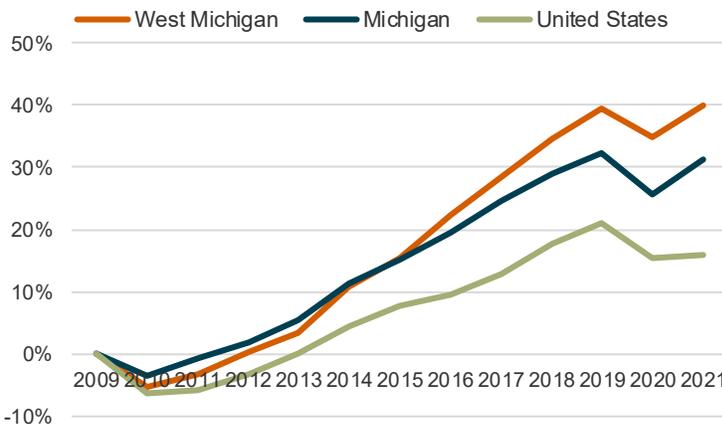
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Forklift Operator	Continuous Improvement Process	Quality Control
Certified Safety Professional	Lean Manufacturing	Teaching
Certified Pharmacy Technician	Vaccination	Cleanliness
Commercial Driver's License (CDL)	Oil And Gas	Critical Thinking
Tanker Endorsement	Safety Training	Quality Assurance
Associate Degree In Nursing	Blueprinting	Prioritization
Certified First Responder	Production Leveling	Coordinating
Certified Internal Auditor	Risk Analysis	Teamwork
Certified Public Accountant	Environment Health And Safety	Spreadsheets
Master Of Business Administration ...	Weed Control	Presentations

# Energy and Construction

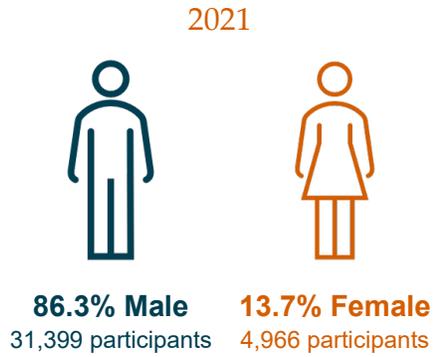
2021 Employment	Trend	Average Earnings	Total Wages
36,365	▲ (3.9%)	\$81,733 Annual, 2021	\$2.9 billion in 2021

Energy and Construction employment across the region recovered by 3.9 percent year-over-year to exceed pre-pandemic counts by 148 jobs. There were over 1,700 job openings in this sector in West Michigan during the fourth quarter of 2021, with a median advertised wage of \$20.00 per hour. The volume of job openings shrunk by 9 percent (170) from the previous quarter, while the median advertised hourly wage grew by \$0.98 (5.2%) from Q3.

## Industry Employment Growth, Indexed to 2009



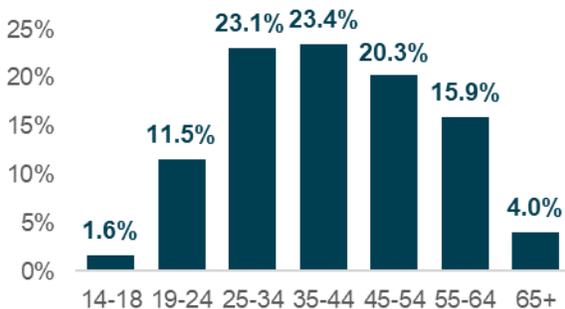
## Gender Distribution



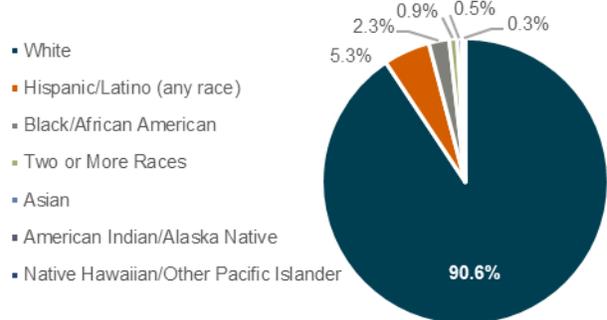
## Industry Demographics

As of 2021, a majority of Energy and Construction workers identified as *White*, composing 90.6 percent of industry employment (32,964 workers), while those identifying as *Black or African American* accounted for just 2.3 percent of employment (838 individuals). Regardless of racial identity, 5.3 percent of those employed within this industry were of *Hispanic or Latino* descent (1,910 workers). Over 20 percent of workers were over the age of 55, and nearly 80 percent held a high school diploma or below.

### Age Distribution, 2021



### Race/Ethnicity Distribution, 2021

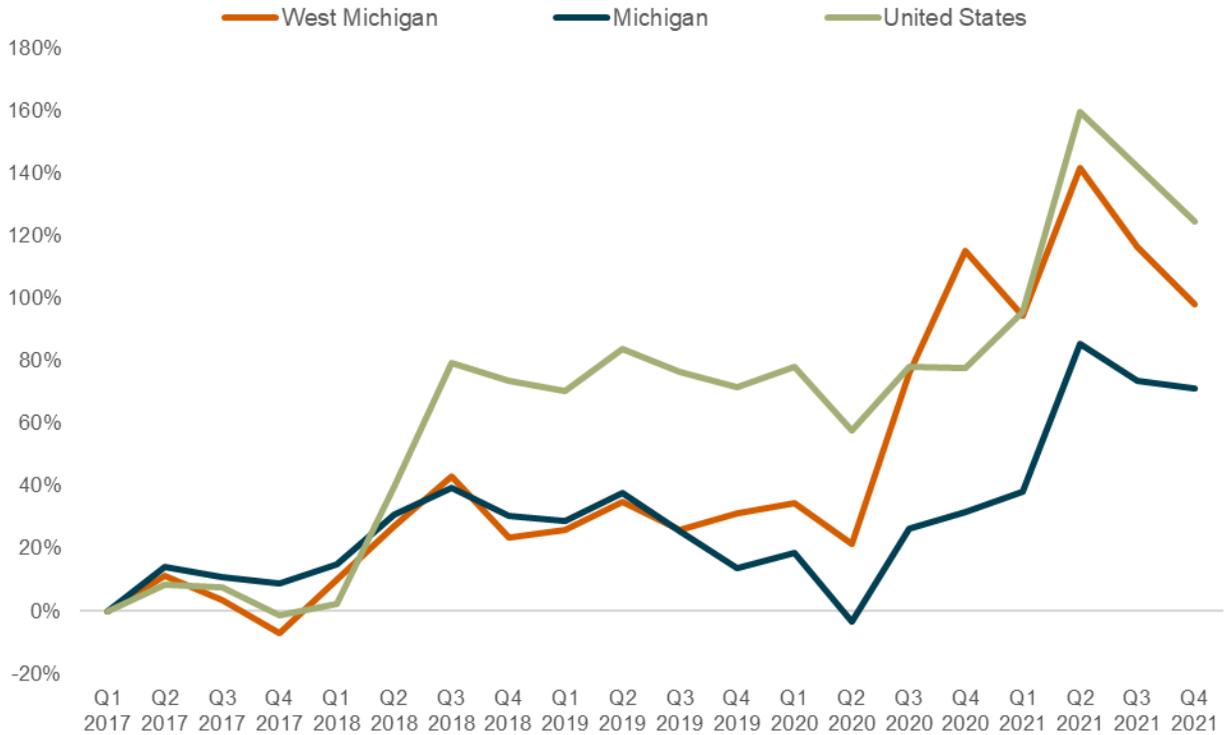


### Industry Employment by Skill-level, 2021



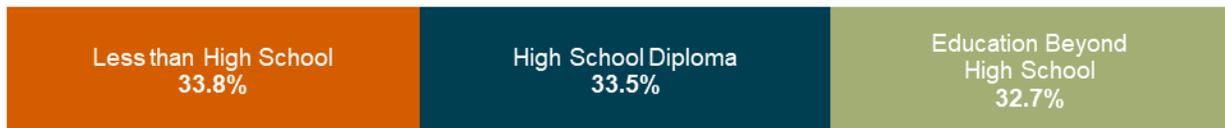
# Energy & Construction | Ads by Location and Education | Q4

## Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

## Job Ads by Education Requirement, West Michigan (Q4 2021)



Emsi Burning Glass

### Top Posted Cities

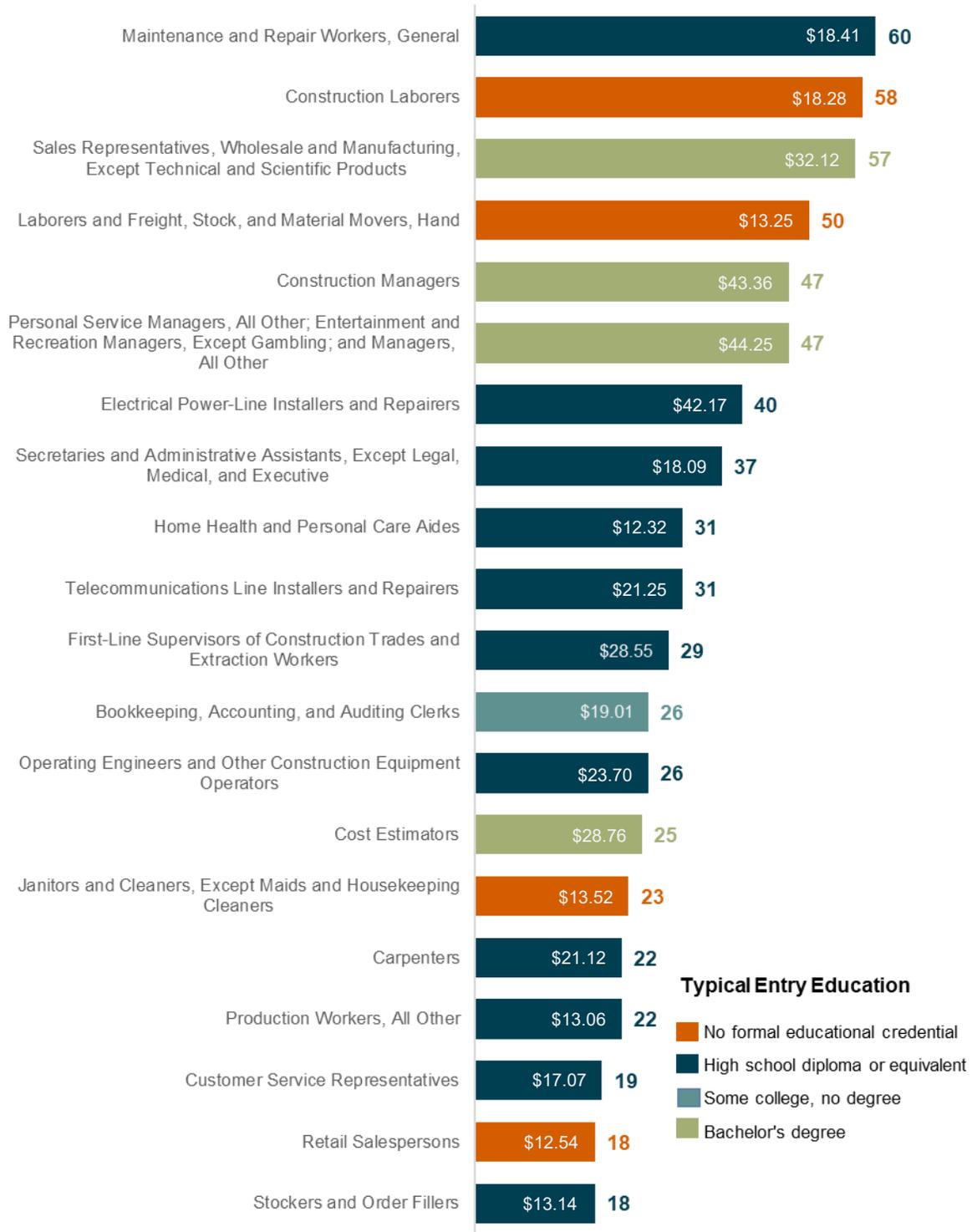
Grand Rapids: 980 Ads  
 Holland: 129 Ads  
 Muskegon: 55 Ads  
 Rockford: 49 Ads  
 Byron Center: 40 Ads  
 Wyoming: 39 Ads  
 Ludington: 35 Ads  
 Shelby: 32 Ads  
 Big Rapids: 28 Ads  
 Caledonia: 25 Ads

### Top Posted Companies

Consumers Energy: 92 Ads  
 Kent County: 68 Ads  
 Bissell: 63 Ads  
 MAGNA: 60 Ads  
 City of Grand Rapids: 59 Ads  
 Kanaan Communications: 52 Ads  
 Dj's Landscape Management: 40 Ads  
 DTE Energy: 37 Ads  
 Johnson Controls: 30 Ads  
 Byrne Electrical Specialists: 29 Ads

# Energy & Construction | Top Posted Occupations | Q4 2021

## Top Posted Energy & Construction Occupations, West Michigan (Q4 2021)



Emsi Burning Glass

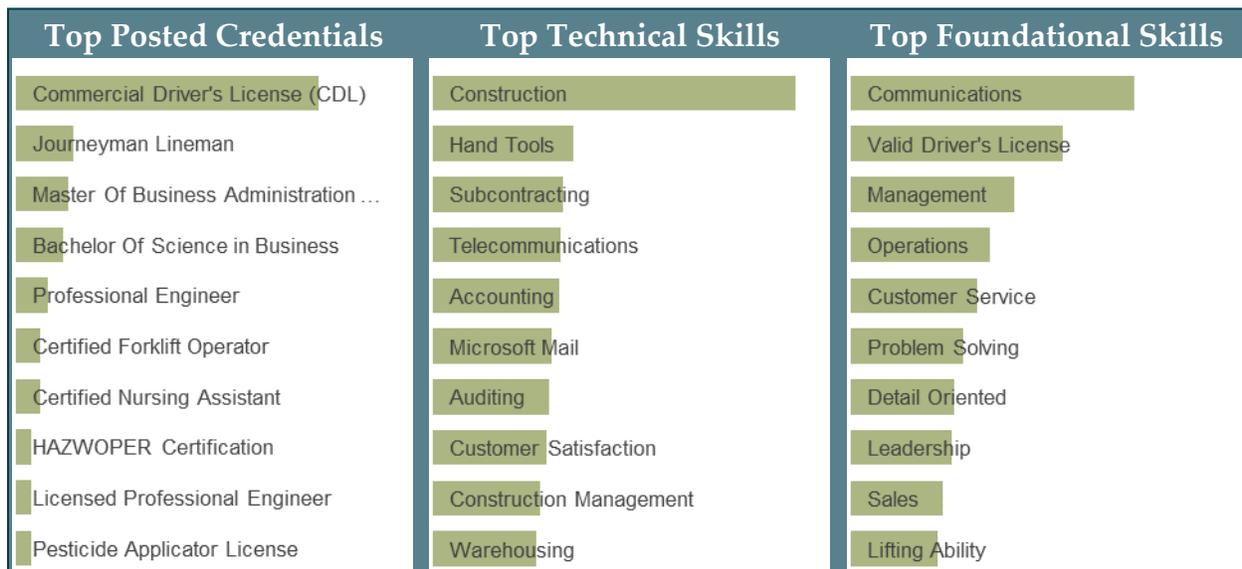
# Energy & Construction | Wages and In-demand Skills | Q4

## Overview of Energy and Construction Wages

Nine of the top twenty most in-demand Energy and Construction jobs in West Michigan offered a median wage greater than \$20 per hour in Q4, according to the Bureau of Labor Statistics (BLS). Personal Service and Recreation Managers offered the highest median wage, at \$44.25 per hour, and were among the four positions on the list that typically require a Bachelor's degree. Conversely, Electrical Power-Line Installers and Repairers were the 3<sup>rd</sup> highest paid in-demand occupation in this industry, with a median hourly wage of \$42.17, 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 \$18.28, and ranked in as the 12<sup>th</sup> highest paid position this quarter.

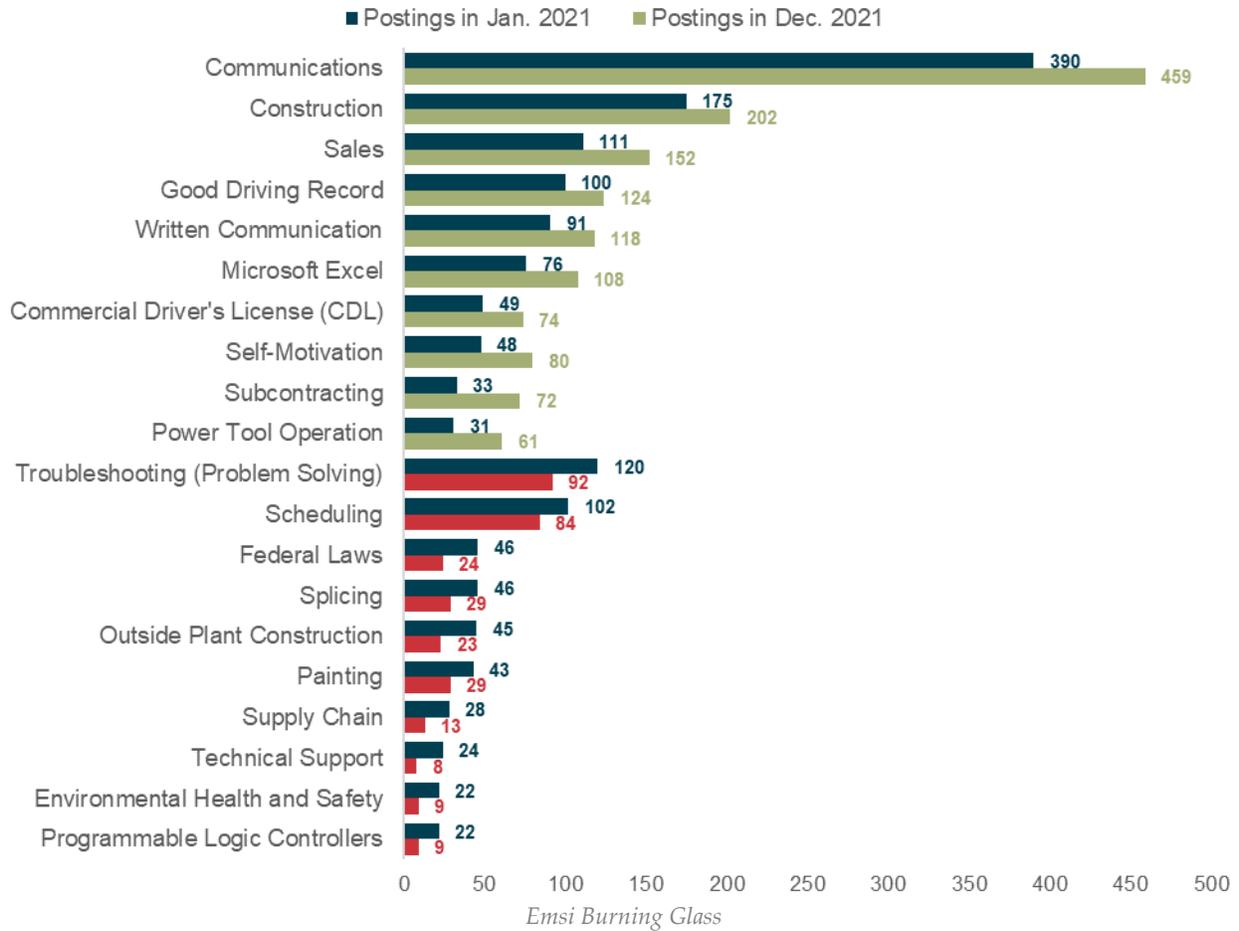
## Wages for Top 10 In-demand Energy & Construction Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 <sup>th</sup> Percentile Wages	25 <sup>th</sup> Percentile Wages	75 <sup>th</sup> Percentile Wages	90 <sup>th</sup> Percentile Wages
Maintenance and Repair Workers, General	634	\$18.41	\$11.36	\$13.97	\$23.85	\$28.92
Construction Laborers	524	\$18.28	\$12.82	\$15.05	\$22.13	\$25.78
Sales Representatives, Wholesale and Manufacturing	66	\$32.12	\$18.93	\$24.52	\$43.70	\$72.00
Laborers and Freight, Stock, and Material Movers, Hand	3,268	\$13.25	\$10.34	\$11.28	\$17.09	\$20.65
Construction Managers	116	\$43.36	\$27.67	\$33.54	\$56.47	\$75.32
Personal Service and Recreation Managers, Except Gambling	84	\$44.25	\$22.47	\$30.84	\$59.53	\$73.69
Electrical Power-Line Installers and Repairers	38	\$42.17	\$21.76	\$32.69	\$48.40	\$53.05
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	857	\$18.09	\$12.60	\$15.16	\$22.10	\$26.40
Home Health and Personal Care Aides	1,737	\$12.32	\$10.22	\$11.02	\$14.45	\$16.63
Telecommunications Line Installers and Repairers	49	\$21.25	\$15.16	\$17.52	\$25.56	\$30.00



# Energy & Construction | Fastest Growing Skills | Q4 2021

## Hot and Cold Skills, Energy & Construction, West Michigan



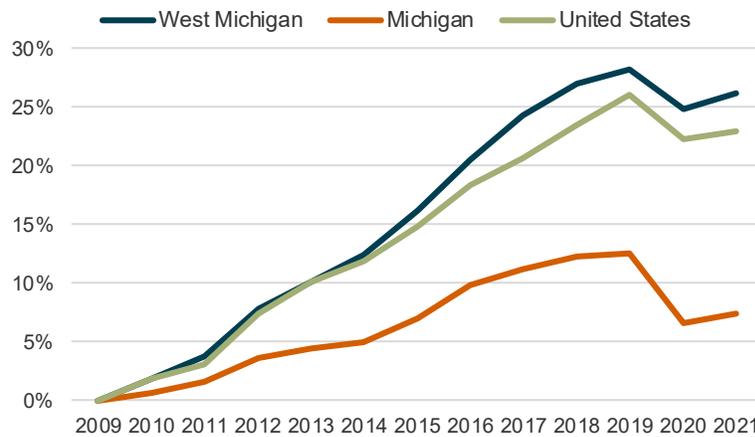
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Journeyman Lineman	Staging	Smartphone Operation
HAZWOPER Certification	Insulator	Composure
Master Of Business Administration ...	Onboarding	Real Estate
Certified Quality Auditor	Submittals (Construction)	Multilingualism
Professional Engineer	Commissioning	Physical Stamina
Commercial Driver's License (CDL)	Tape Measure	Grammar
Licensed Professional Engineer	Project Planning	First Aid
Certified Public Accountant	Cardiopulmonary Resuscitation (CPR)	Typing
Project Management Professional ...	Pipe (Fluid Conveyance)	Loading And Unloading
American Society For Quality (ASQ) ...	Voltage	Word Processing

# Health Care

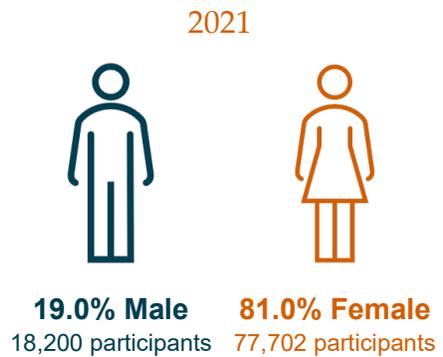
2021 Employment	Trend	Average Earnings	Total Wages
<b>95,902</b>	 (1.0%)	<b>\$68,964</b> Annual, 2021	<b>\$6.6 billion</b> in 2021

Health Care employment across the region grew by 1.0 percent year-over-year, but still stands nearly 1,500 below pre-pandemic counts. There were over 13,300 job openings in West Michigan’s Health Care industry in the fourth quarter of 2021, with a median advertised wage of \$15.82 per hour. Although it remains historically high, employer demand lost momentum over the course of the year. The quarterly rate of growth for online job ads dropped from 22.9 percent in Q1 to 6.4 percent in Q4.

## Industry Employment Growth, Indexed to 2009



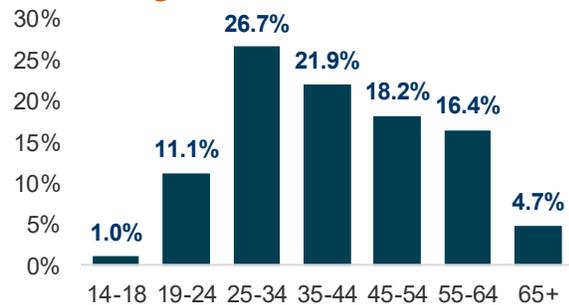
## Gender Distribution



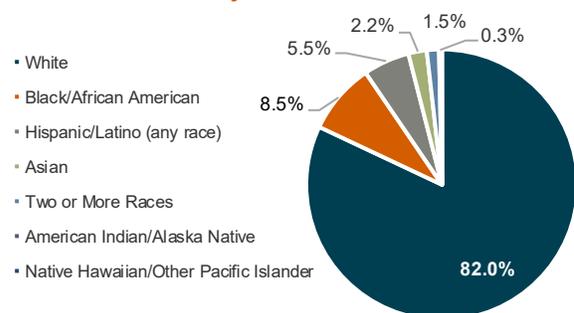
## Industry Demographics

Health Care in West Michigan was one of the most racially diverse industry clusters in 2021, and the least diverse with respect to gender. Although a majority of workers identified as *White*, comprising 82.0 percent of industry employment (78,660 workers), those identifying as *Black or African American* accounted for 8.5 percent of employment (8,128 individuals). At 26.7 percent (25,560 workers), the share of the workforce between the ages of 25 to 34 was the largest of any industry in West Michigan.

### Age Distribution, 2021



### Race/Ethnicity Distribution, 2021

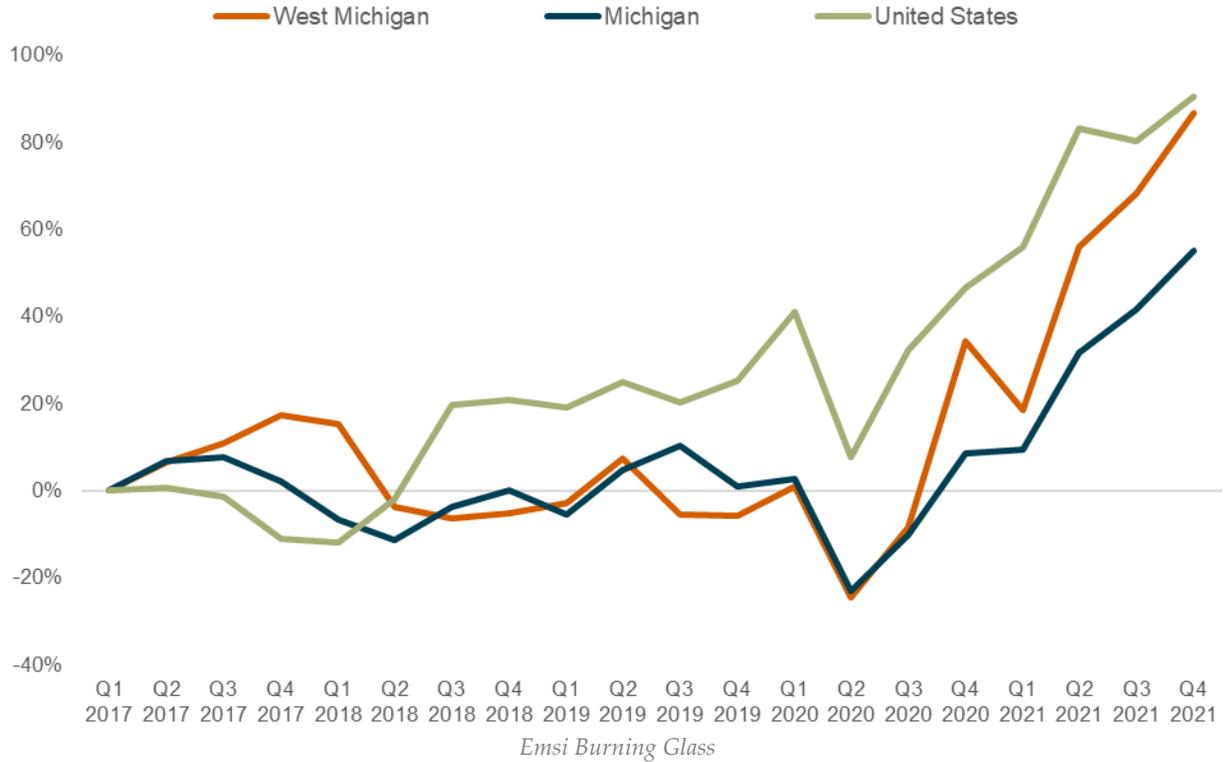


## Industry Employment by Skill-level, 2021



# Health Care | Ads by Location and Education | Q2 2021

## Growth in Online Job Ads, Indexed to Q1 2017



## Job Ads by Education Requirement, West Michigan (Q4 2021)



### Top Posted Cities

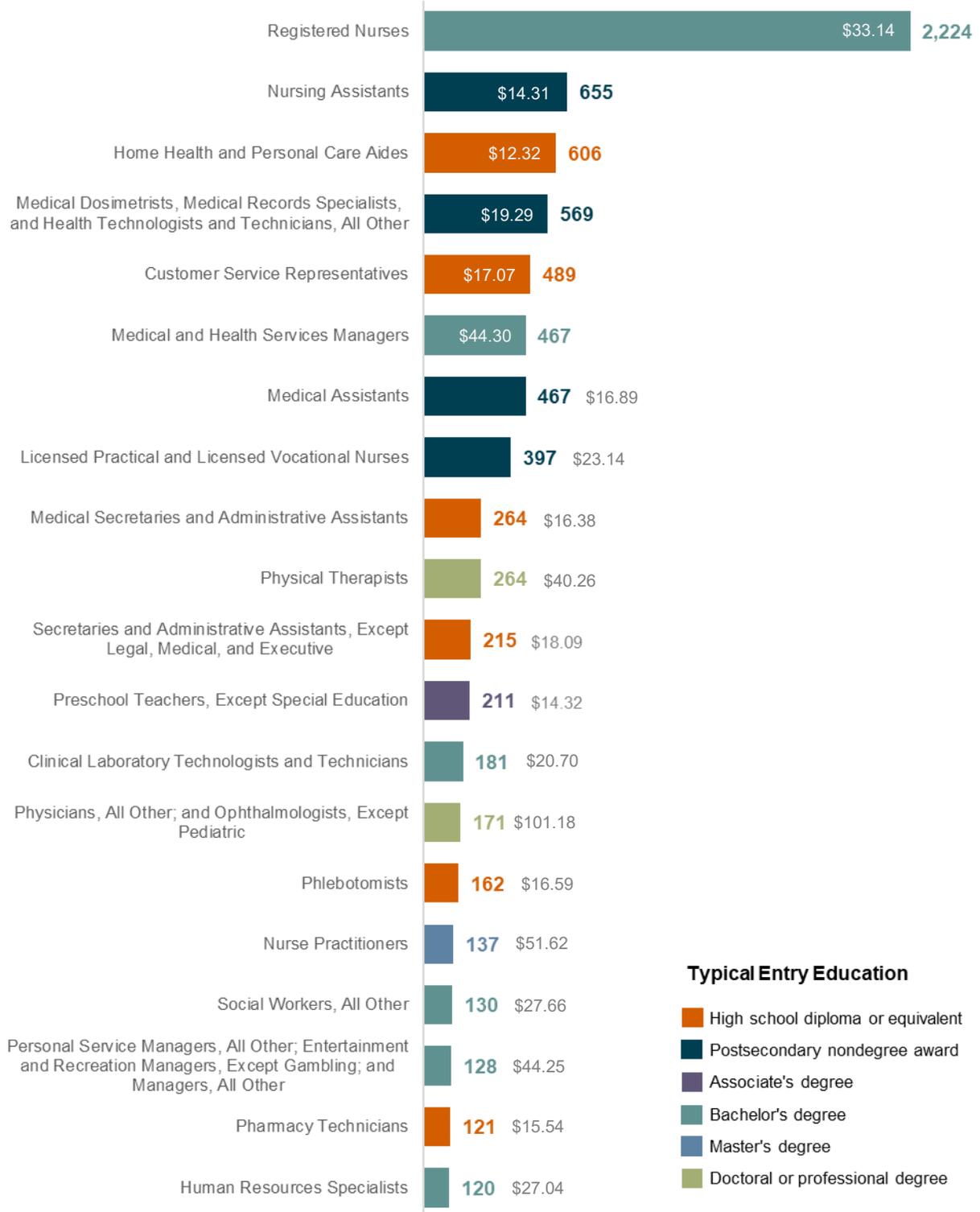
Grand Rapids: 7,464 Ads  
 Holland: 1,566 Ads  
 Muskegon: 622 Ads  
 Wyoming: 273 Ads  
 Big Rapids: 247 Ads  
 Grand Haven: 185 Ads  
 Ludington: 165 Ads  
 Kentwood: 163 Ads  
 Greenville: 161 Ads  
 Hastings: 158 Ads

### Top Posted Companies

Spectrum Health: 3,773 Ads  
 Trinity Health: 1,616 Ads  
 Mary Free Bed Rehabilitation Hospital: 697 Ads  
 Mercy Health: 377 Ads  
 Interim HealthCare: 305 Ads  
 Mercy Medical Center Clinton: 276 Ads  
 Pine Rest Christian Mental Health Services: 261 Ads  
 Holland Hospital: 216 Ads  
 Samaritas.: 213 Ads  
 Hope Network: 197 Ads

# Health Care | Top Posted Occupations | Q4 2021

## Top Posted Health Care Occupations, West Michigan (Q4 2021)



Emsi Burning Glass

# Health Care | Wages and In-demand Skills | Q4 2021

## Overview of Health Care Wages

Ten of the top twenty most in-demand Health Care jobs in West Michigan offered a median wage greater than \$20 per hour in the fourth quarter of 2021, according to the Bureau of Labor Statistics (BLS). Physicians and Ophthalmologists offered the highest median wage, at \$101.18 per hour, and were among just two jobs on the list that typically require a Doctoral or professional degree. Licensed Practical and Licensed Vocational Nurses were the 9<sup>th</sup> highest paid in-demand occupation, with a median hourly wage of \$23.14, and typically requires a postsecondary certificate. Secretaries and Administrative Assistants were the highest paid position on the list requiring a high school diploma, with a median hourly wage of \$18.09, and ranked in as the 12<sup>th</sup> highest paid in-demand role of Q4.

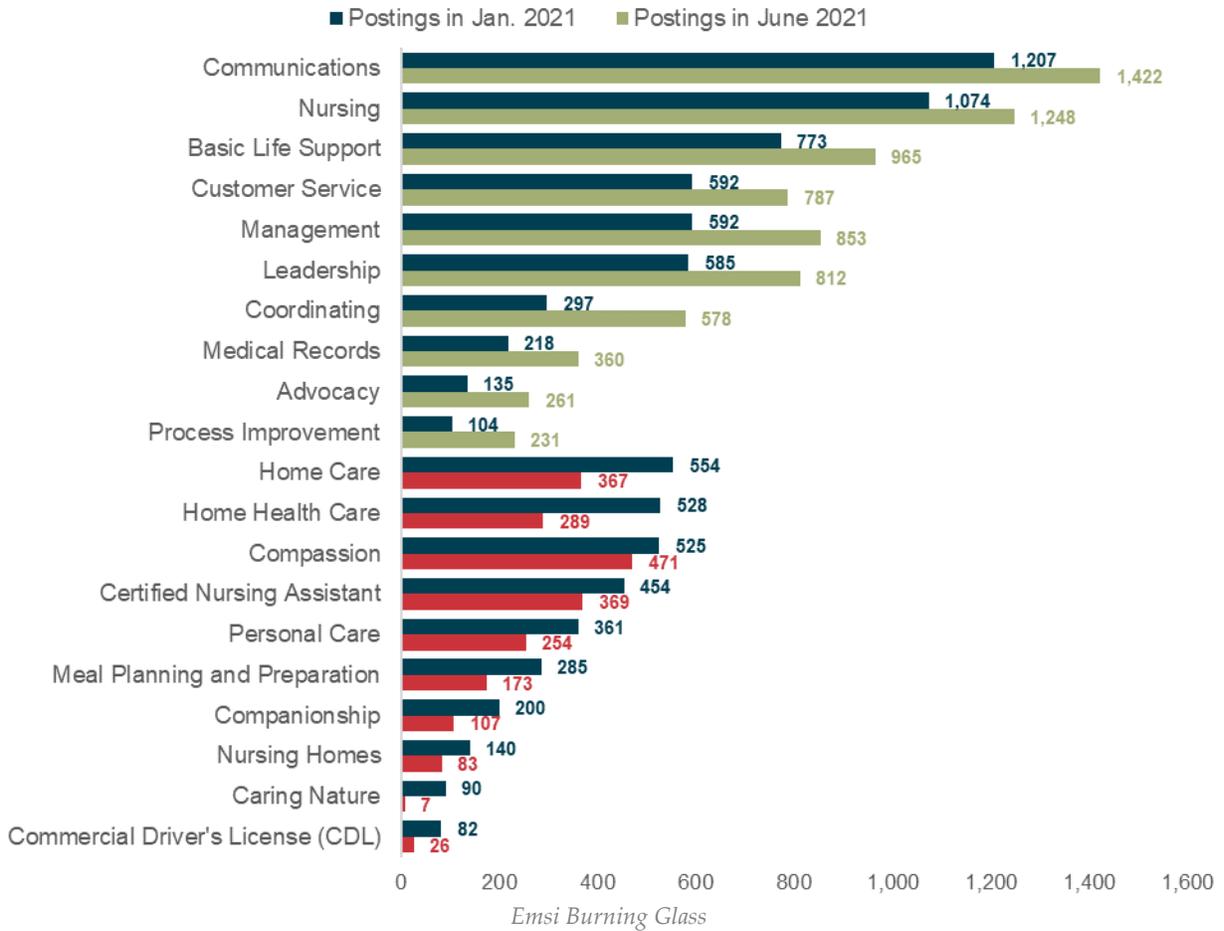
## Wages for Top 10 In-demand Health Care Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 <sup>th</sup> Percentile Wages	25 <sup>th</sup> Percentile Wages	75 <sup>th</sup> Percentile Wages	90 <sup>th</sup> Percentile Wages
Registered Nurses	1,261	\$33.14	\$26.29	\$28.88	\$37.86	\$41.67
Nursing Assistants	1,169	\$14.31	\$11.92	\$12.92	\$15.94	\$18.09
Home Health and Personal Care Aides	1,737	\$12.32	\$10.22	\$11.02	\$14.45	\$16.63
Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians	104	\$19.29	\$13.94	\$16.26	\$24.27	\$29.82
Customer Service Representatives	1,576	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90
Medical and Health Services Managers	201	\$44.30	\$27.96	\$34.41	\$56.15	\$73.34
Medical Assistants	475	\$16.89	\$13.00	\$14.75	\$18.88	\$20.40
Licensed Practical and Licensed Vocational Nurses	200	\$23.14	\$19.70	\$21.04	\$25.65	\$29.17
Medical Secretaries and Administrative Assistants	483	\$16.38	\$12.90	\$14.24	\$18.67	\$20.51
Physical Therapists	80	\$40.26	\$31.28	\$34.69	\$45.94	\$49.71

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Licensed Practical Nurse	Nursing	Communications
Certified Nursing Assistant	Vaccination	Leadership
Bachelor Of Science in Nursing (BSN)	Basic Life Support	Management
American Medical Technologists	Medical Records	Innovation
Associate Degree In Nursing	Cardiopulmonary Resuscitation (CPR)	Customer Service
Certified Medical Assistant	Rehabilitation	Coordinating
National Affordable Housing ...	Quality Improvement	Planning
Certified Clinical Medical Assistant	Electronic Medical Record	Valid Driver's License
Nurse Practitioner	Medical Assistance	Operations
Licensed Master Social Worker	Caregiving	Teaching

# Health Care | Fastest Growing Skills | Q4 2021

## Hot and Cold Skills, Health Care, West Michigan



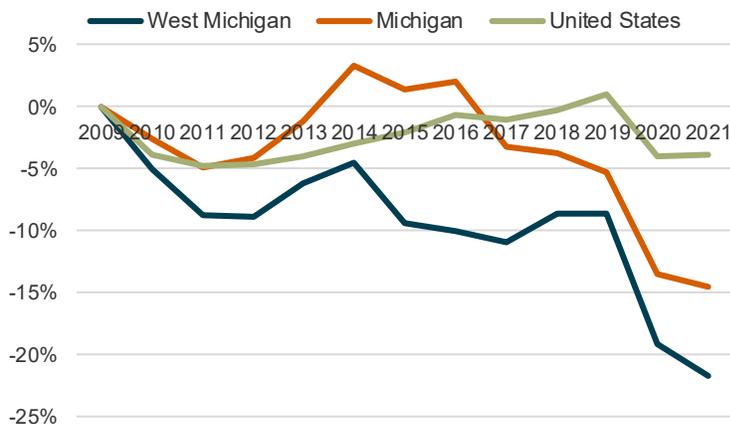
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Clinical Medical Assistant	Vaccination	Ethical Principles
ANCC Certified	Operational Efficiency	Ethical Conduct
Lifeguard Certification	Point-Of-Care Testing	Cultural Sensitivity
Psychiatric-Mental Health Nurse...	Quality Monitoring	Advocacy
NHA Certified	Life Support	Packaging And Labeling
Magnetic Resonance Imaging ...	Discharge Planning	Adaptability
SHRM-CP (Society for Human ...	Bloodborne Pathogens	Order Entry
Bachelor Of Science in Business ...	Care Coordination	Relationship Building
Radiology Certification	Inventory Management	Consulting
Chartered Financial Analyst	Patient Flow	Influencing Skills

# Information Technology and Media

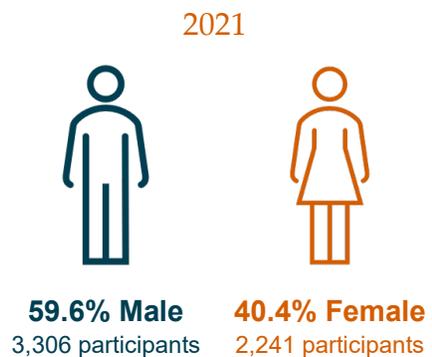
2021 Employment	Trend	Average Earnings	Total Wages
5,547	▼ (-3.1%)	\$80,062 Annual, 2021	\$444.1 million in 2021

IT & Media employment in West Michigan declined by 3.1 percent year-over-year, compared to a drop of 1.2 percent statewide and a growth of 0.1 percent nationwide. There were over 1,180 job openings in West Michigan in the fourth quarter of 2021, with a median advertised wage of \$21.97 per hour. The number of postings swelled by 44.3 percent (362) from the previous quarter, while the median advertised salary grew by \$3.20 (17.0%) — the largest quarterly growth in job postings of any industry cluster.

## Industry Employment Growth, Indexed to 2009



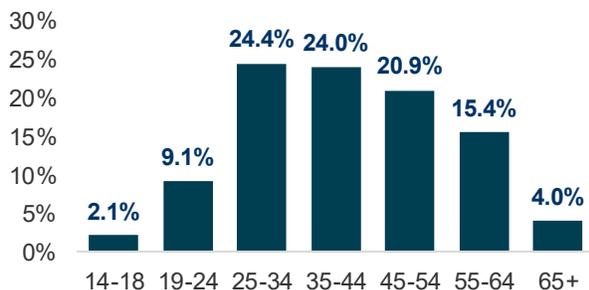
## Gender Distribution



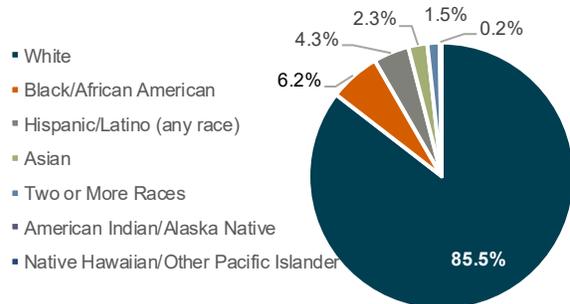
## Industry Demographics

As of 2021, a majority of IT & Media workers identified as *White*, comprising 85.5 percent of industry employment (4,740 workers), while those identifying as *Black or African American* accounted for 6.2 percent of employment (343 individuals) and 4.3 percent were of *Hispanic or Latino* origin (240 workers). Over half of all jobs in this sector required some form of education beyond high school, with 44.4 percent typically requiring a bachelor's or above for entry.

## Age Distribution, 2021



## Race/Ethnicity Distribution, 2021

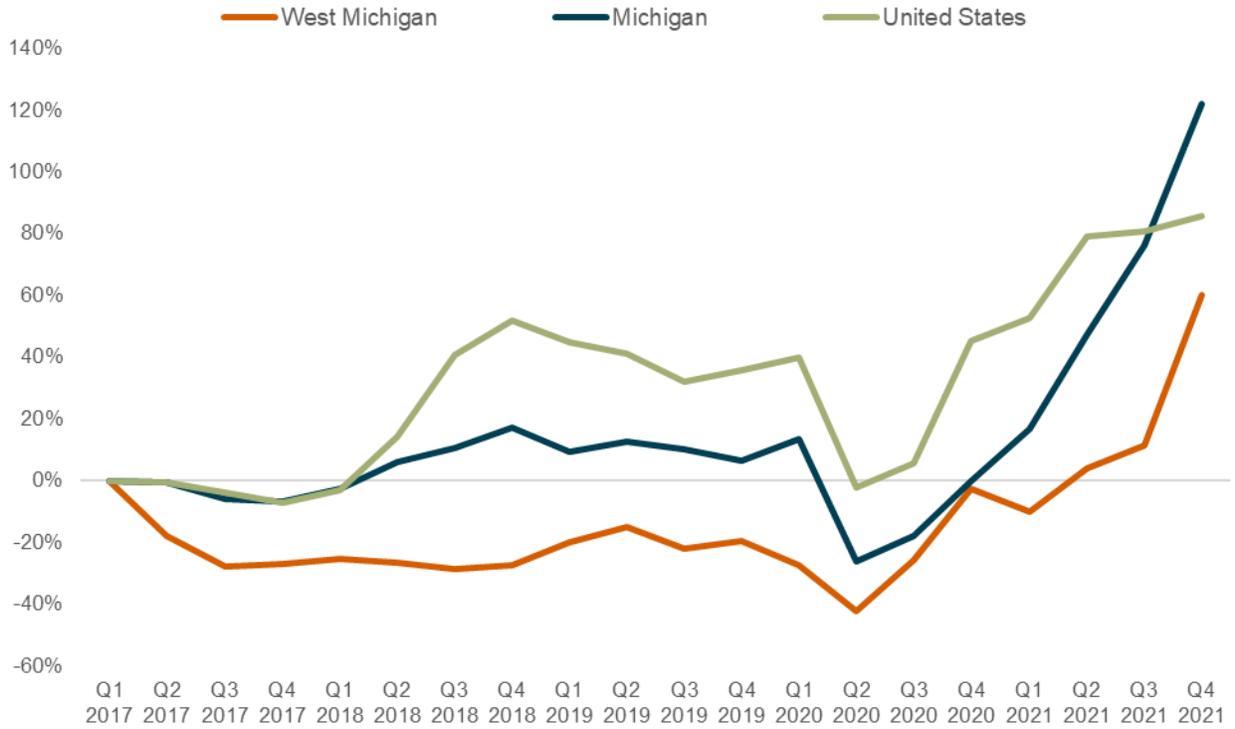


## Industry Employment by Skill-level, 2021



# IT & Media | Ads by Location and Education | Q4 2021

## Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

## Job Ads by Education Requirement, West Michigan (Q4 2021)



Emsi Burning Glass

### Top Posted Cities

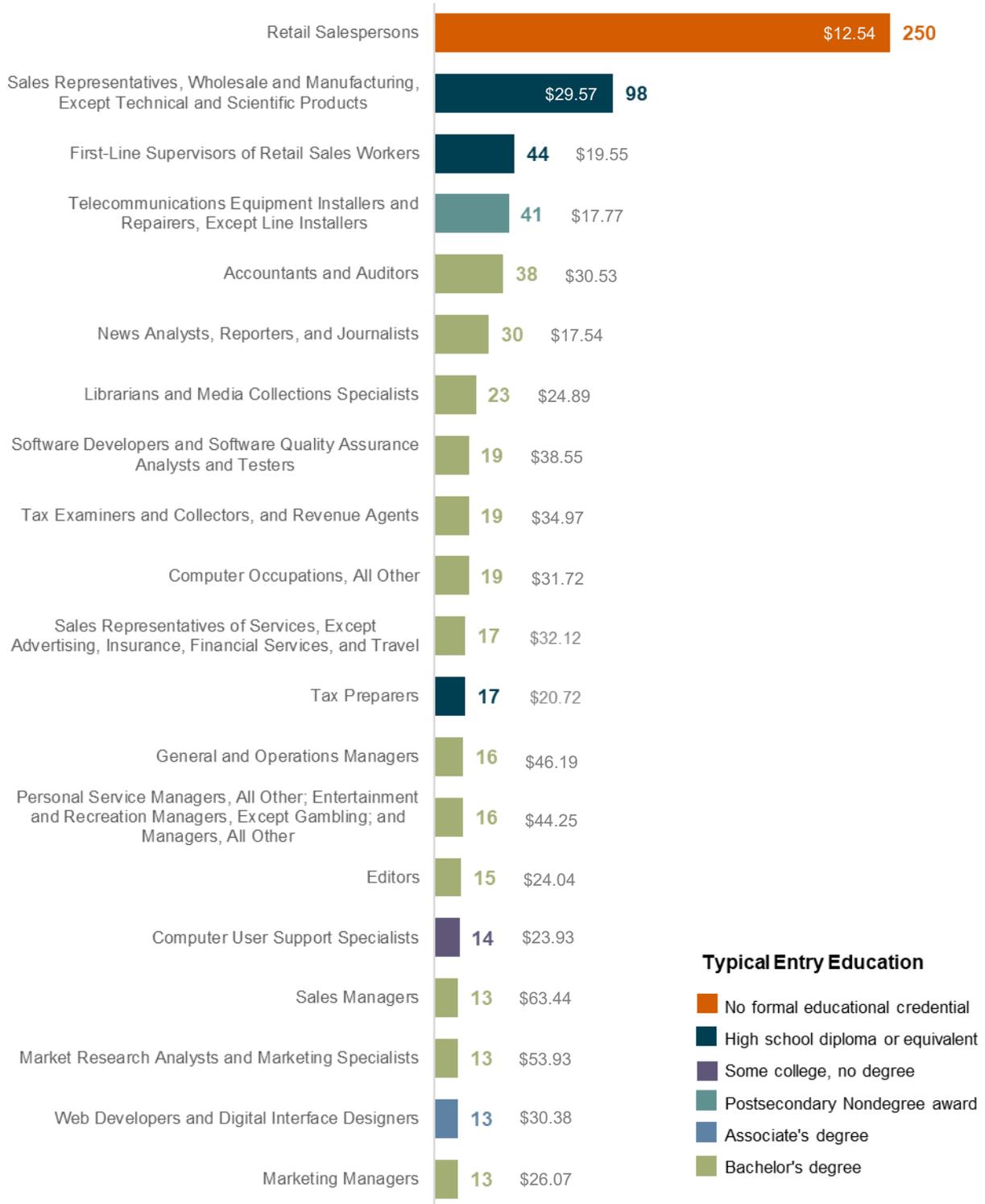
- Grand Rapids: 591 Ads
- Holland: 88 Ads
- Muskegon: 46 Ads
- Ada: 42 Ads
- Wyoming: 38 Ads
- Montague: 33 Ads
- Comstock Park: 25 Ads
- Grandville: 25 Ads
- Shelby: 23 Ads
- Ludington: 18 Ads

### Top Posted Companies

- Verizon Communications: 143 Ads
- Spectrum: 98 Ads
- Intuit: 73 Ads
- Nexstar Media Group: 61 Ads
- Comcast: 57 Ads
- Dish: 45 Ads
- AT&T: 39 Ads
- Us Signal: 37 Ads
- IDX: 35 Ads
- Russell Cellular: 34 Ads

# IT & Media | Top Posted Occupations | Q4 2021

## Top Posted IT and Media Occupations, West Michigan (Q4 2021)



Emsi Burning Glass

# IT & Media | Wages and In-demand Skills | Q4 2021

## Overview of Information Technology and Media Wages

Nearly all the top twenty most in-demand IT & Media jobs in West Michigan offered a median wage greater than \$20 per hour in the fourth quarter of 2021, according to the Bureau of Labor Statistics (BLS). Sales Managers offered the highest median wage, at \$63.44 per hour, and were among 13 occupations on the list that typically require a Bachelor's degree. Sales Representatives (Wholesale and Manufacturing) were the 11<sup>th</sup> highest paid in-demand occupation in this industry, with a median hourly wage of \$29.57, and typically requires a high school diploma. Although Retail Salespersons was the most sought position in this industry in Q4, it offered the lowest median wage of the top 20 in-demand roles, at \$12.54 per hour, and was the only job with no education requirement for entry.

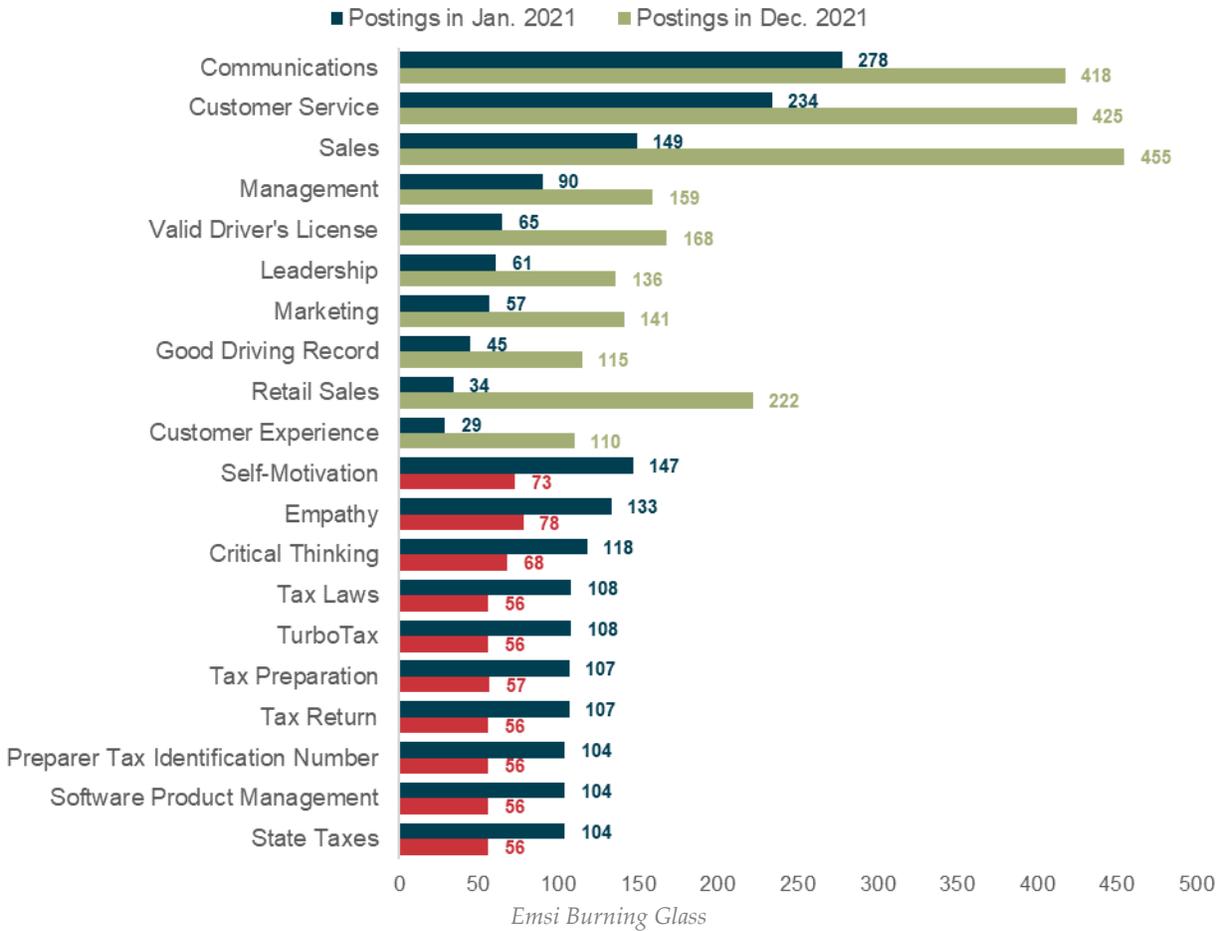
### Wages for Top 10 In-demand IT & Media Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 <sup>th</sup> Percentile Wages	25 <sup>th</sup> Percentile Wages	75 <sup>th</sup> Percentile Wages	90 <sup>th</sup> Percentile Wages
Retail Salespersons	2,777	\$12.54	\$10.23	\$11.04	\$15.04	\$19.52
Sales Representatives, Wholesale and Manufacturing	428	\$29.57	\$16.84	\$22.00	\$39.77	\$59.41
First-Line Supervisors of Retail Sales Workers	568	\$19.55	\$13.01	\$15.53	\$26.84	\$32.17
Telecommunications Equipment Installers and Repairers	39	\$17.77	\$12.17	\$13.93	\$26.94	\$32.35
Accountants and Auditors	477	\$30.53	\$20.52	\$24.71	\$39.76	\$50.99
News Analysts, Reporters, and Journalists	12	\$17.54	\$11.42	\$13.34	\$26.48	\$40.72
Librarians and Media Collections Specialists	46	\$24.89	\$15.69	\$18.84	\$31.26	\$37.87
Software Developers, Quality Assurance Analysts and Testers	365	\$38.55	\$23.88	\$30.83	\$47.05	\$54.76
Tax Examiners and Collectors, and Revenue Agents	6	\$34.97	\$25.31	\$27.70	\$47.87	\$54.72
Computer Occupations, All Other	75	\$31.72	\$17.41	\$23.09	\$44.22	\$54.65

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Public Accountant	Customer Experience	Sales
Bachelor Of Science in Business	Accounting	Communications
Cisco Certified Network Associate	Office Equipment	Customer Service
Master Of Business Administration (MBA)	Selling Techniques	Retail Sales
Certified Plant Engineer	Telecommunications	Management
Project Management Professional ...	Auditing	Valid Driver's License
Certified Forklift Operator	Bilingual (Spanish/English)	Operations
Cisco Certified Internetwork Expert	Journalism	Problem Solving
Commercial Driver's License (CDL)	Tax Preparation	Marketing
Cisco Certified Network Professional	Tax Laws	Troubleshooting

# IT & Media | Fastest Growing Skills | Q4 2021

## Hot and Cold Skills, IT & Media, West Michigan



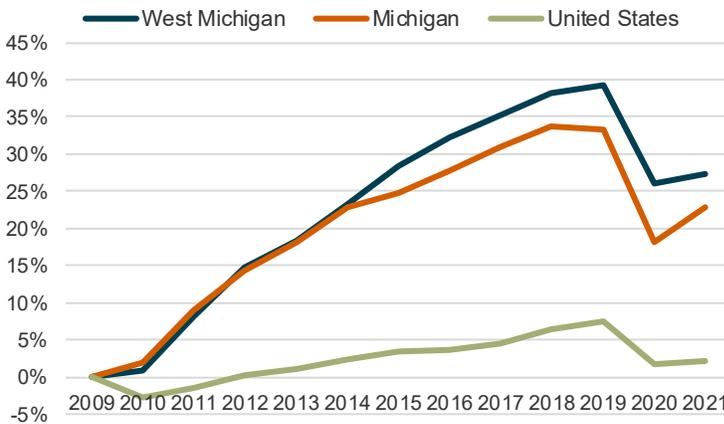
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Master Of Business Administration (MBA)	Multicasting	Decision Making
Project Management Professional Certification	Search Engine Optimization	Training And Development
Bachelor Of Science in Business	Project Management	Safety Assurance
Cisco Certified Network Associate	Analytics	Cleanliness
Certified Plant Engineer	Sales Training	Cooperation
Microsoft Certified Systems Engineer	Ethernet	Resilience
Commercial Driver's License (CDL)	Sales Excellence	Accountability
Cisco Certified Network Professional	Customer Support	Social Media
Certified Associate In Project Management	Power Tool Operation	Willingness To Learn
Microsoft Certified Solutions Associate	Broadcasting	Friendliness

# Manufacturing

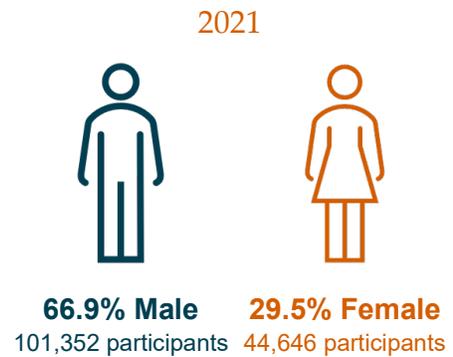
2021 Employment	Trend	Average Earnings	Total Wages
145,998	▲ (1.0%)	\$80,146 Annual, 2021	\$11.7 billion in 2021

Manufacturing employment across the region grew by 1.0 percent year-over-year, compared to a growth of 3.9 percent statewide and 0.4 percent nationwide. There were 10,440 job openings in this sector in West Michigan during the fourth quarter of 2021, with a median advertised hourly wage of \$18.03. Job postings grew by 2.3 percent (237) from the previous quarter, while the median advertised wage rose by \$0.98 (5.7%). The share of postings requiring only a high school diploma rose by 1.5 percent.

## Industry Employment Growth, Indexed to 2009



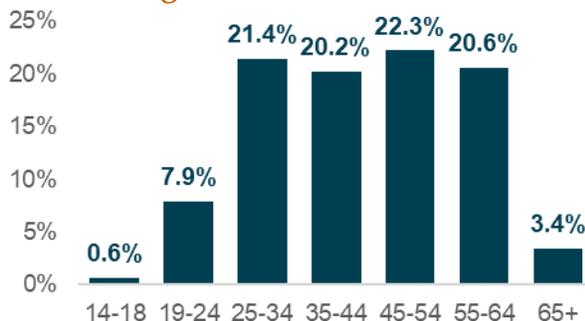
## Gender Distribution



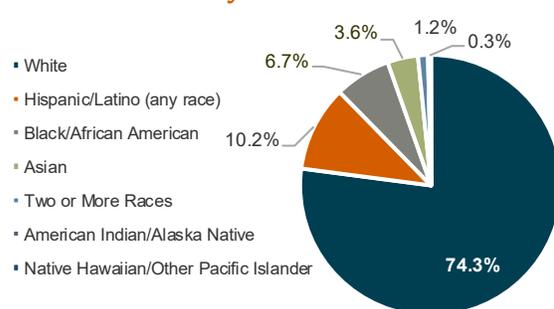
## Industry Demographics

As of 2021, Manufacturing was the second-most diverse industry cluster in West Michigan with 74.3 percent of the workforce identifying as *White* (112,529 workers), 6.7 percent as *Black or African American* (10,120 individuals), and 3.6 percent as *Asian* (5,503 workers). Regardless of racial identity, 10.2 percent of the workforce in this industry were of *Hispanic or Latino* descent (15,494 workers). Comprising 3.4 percent of the workforce, the share of Manufacturing workers 65 and over was the lowest of any industry.

## Age Distribution, 2021



## Race/Ethnicity Distribution, 2021

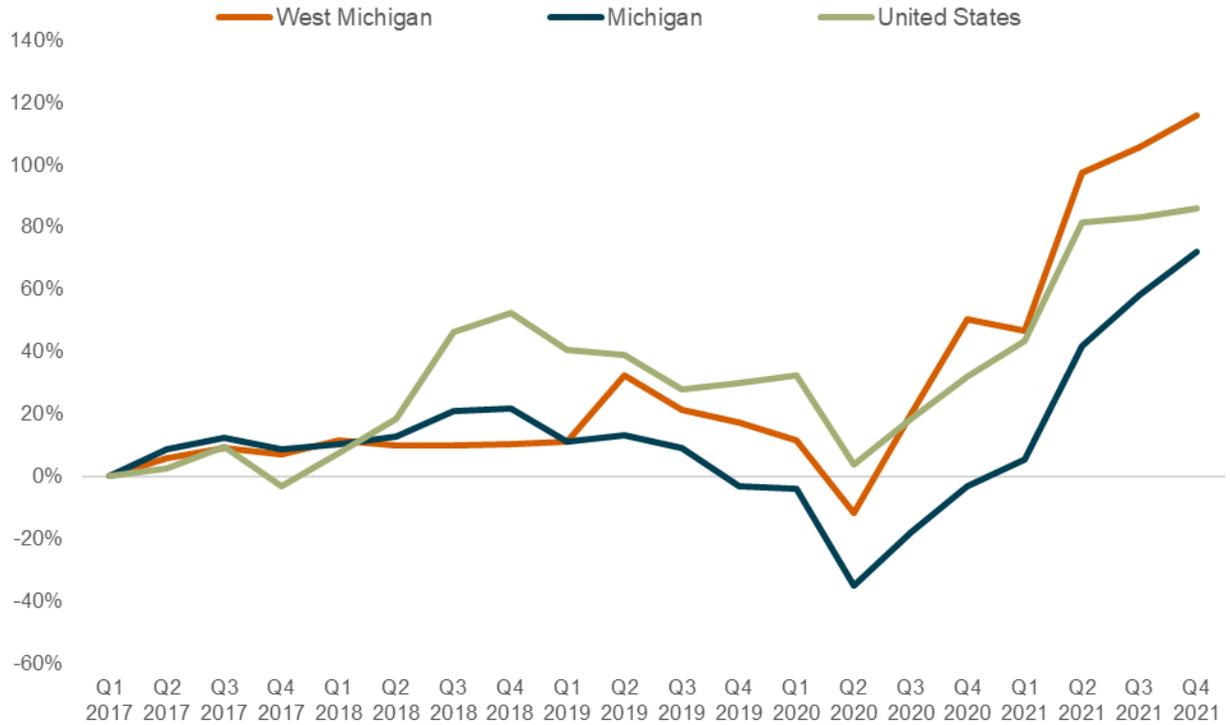


## Industry Employment by Skill-level, 2021



# Manufacturing | Ads by Location and Education | Q4 2021

## Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

## Job Ads by Education Requirement, West Michigan (Q4 2021)



Emsi Burning Glass

### Top Posted Cities

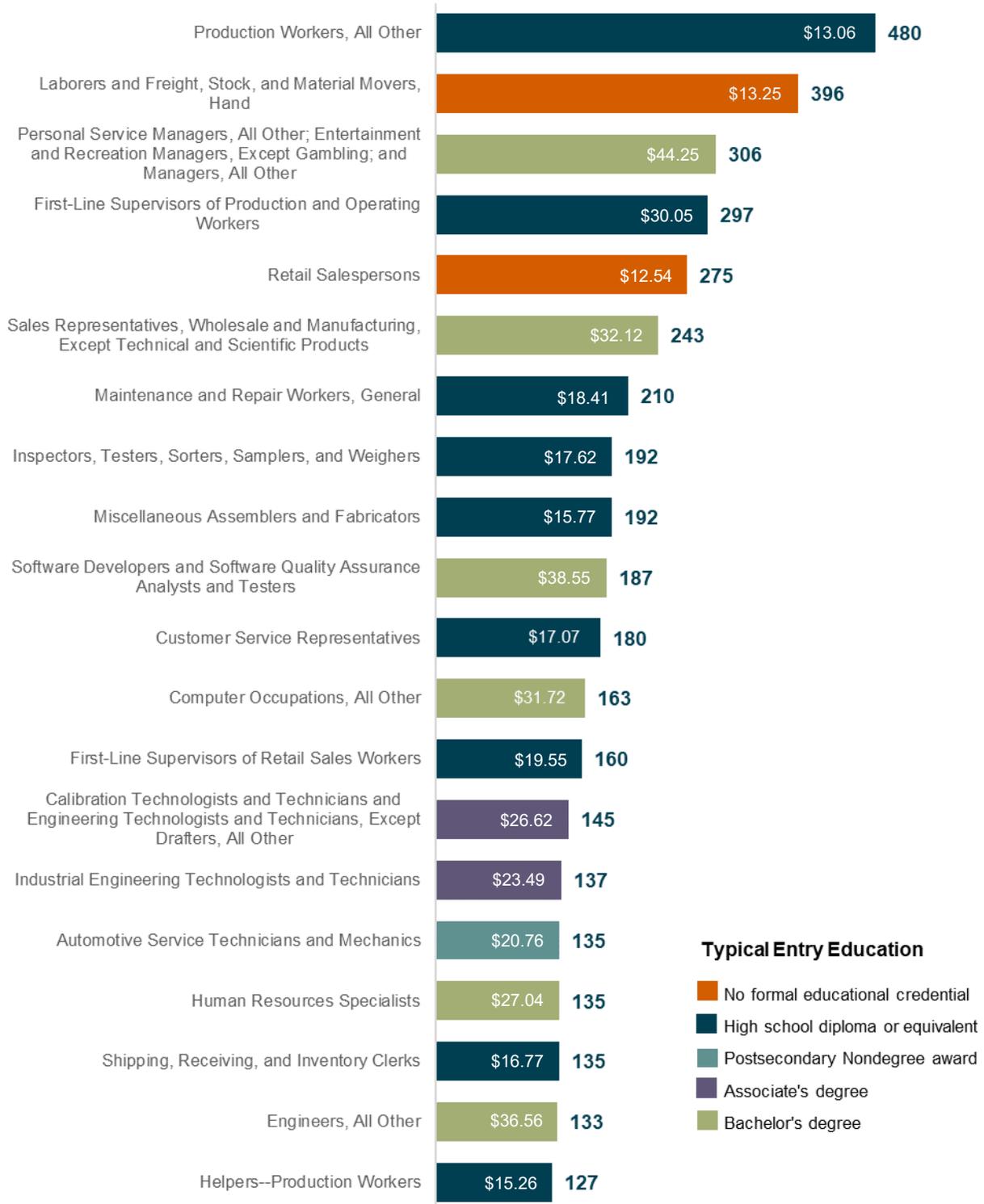
- Grand Rapids: 4,265 Ads
- Holland: 1,339 Ads
- Zeeland: 775 Ads
- Muskegon: 529 Ads
- Wyoming: 400 Ads
- Rockford: 249 Ads
- Grandville: 221 Ads
- Shelby: 186 Ads
- Allegan: 185 Ads
- Byron Center: 179 Ads

### Top Posted Companies

- Herman Miller: 407 Ads
- Dematic: 378 Ads
- Challenge Manufacturing Company: 264 Ads
- Perrigo Company: 236 Ads
- Wolverine Worldwide: 233 Ads
- Steelcase: 205 Ads
- Kellogg: 157 Ads
- Cargill: 126 Ads
- Haworth: 124 Ads
- Gentex Corporation: 121 Ads

# Manufacturing | Top Posted Occupations | Q4 2021

## Top Posted Manufacturing Occupations, West Michigan (Q4 2021)



Emsi Burning Glass

# Manufacturing | Wages and In-demand Skills | Q4 2021

## Overview of Manufacturing Wages

Ten of the top twenty most in-demand Manufacturing jobs in West Michigan offered a median wage greater than \$20 per hour in the fourth quarter of 2021, according to the Bureau of Labor Statistics (BLS), and the top five all typically require a Bachelor's degree for entry. Personal Service Managers offered the highest median wage, at \$44.25 per hour, while First-Line Supervisors of Production and Operating Workers were the 6<sup>th</sup> highest paid in-demand occupation in this industry, with a median hourly wage of \$30.05, and typically only requires 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 18<sup>th</sup> highest paid in-demand position.

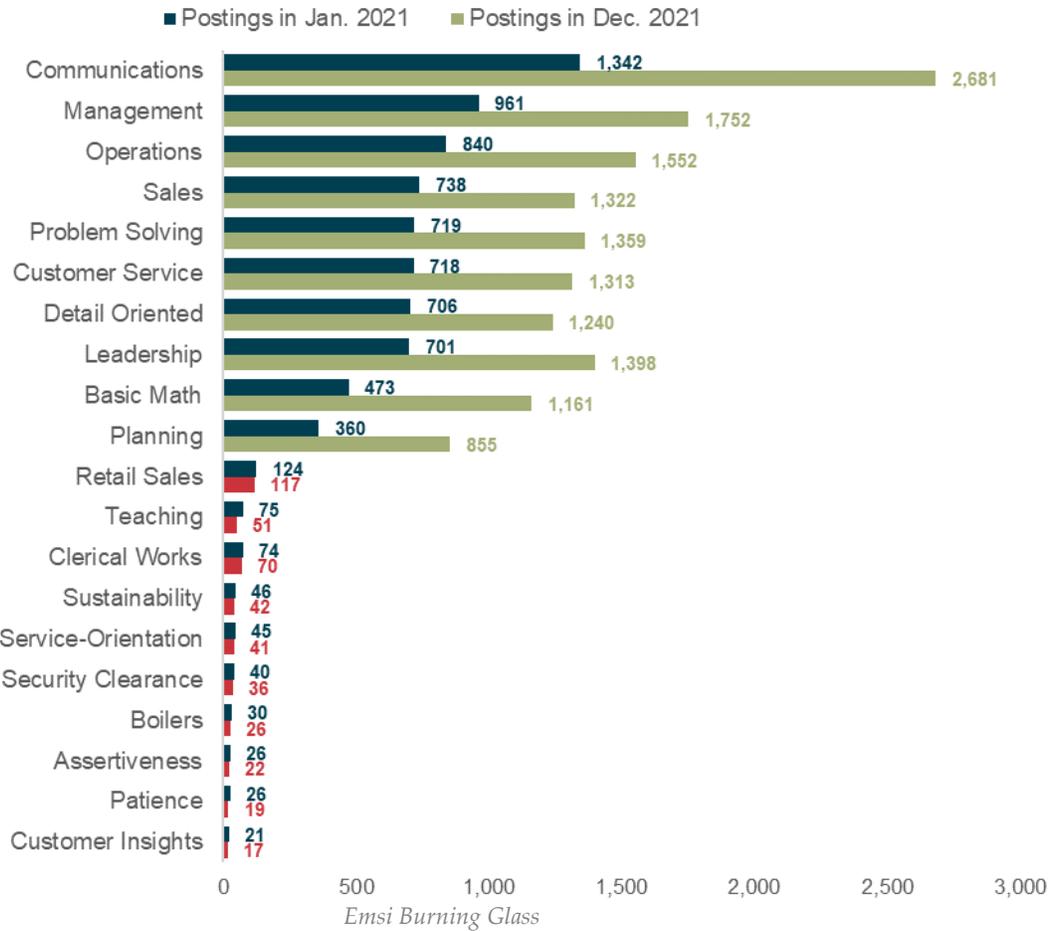
## Wages for Top 10 In-demand Manufacturing Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 <sup>th</sup> Percentile Wages	25 <sup>th</sup> Percentile Wages	75 <sup>th</sup> Percentile Wages	90 <sup>th</sup> Percentile Wages
Production Workers, All Other	291	\$13.06	\$10.30	\$11.26	\$15.31	\$18.08
Laborers and Freight, Stock, and Material Movers, Hand	3,268	\$13.25	\$10.34	\$11.28	\$17.09	\$20.65
Personal Service, Entertainment and Recreation Managers	84	\$44.25	\$22.47	\$30.84	\$59.53	\$73.69
First-Line Supervisors of Production and Operating Workers	698	\$30.05	\$19.80	\$24.13	\$37.29	\$44.65
Retail Salespersons	2,777	\$12.54	\$10.23	\$11.04	\$15.04	\$19.52
Sales Representatives, Wholesale and Manufacturing	66	\$32.12	\$18.93	\$24.52	\$43.70	\$72.00
Maintenance and Repair Workers	634	\$18.41	\$11.36	\$13.97	\$23.85	\$28.92
Inspectors, Testers, Sorters, Samplers, and Weighers	705	\$17.62	\$12.47	\$14.44	\$21.51	\$26.40
Miscellaneous Assemblers and Fabricators	2,043	\$15.77	\$12.08	\$13.49	\$18.77	\$23.32
Software Developers, Quality Assurance Analysts and Testers	365	\$38.55	\$23.88	\$30.83	\$47.05	\$54.76

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Bachelor Of Science in Business	Auditing	Communications
Commercial Driver's License (CDL)	Warehousing	Management
Certified Forklift Operator	Machinery	Operations
Master Of Business Administration (MBA)	Housekeeping	Leadership
Security Clearance	Good Manufacturing Practices	Problem Solving
Project Management Professional Certification	Lean Manufacturing	Sales
Certified Public Accountant	Forklift Truck	Customer Service
Professional in Human Resources	Continuous Improvement Process	Detail Oriented
Bachelor Of Science in Business Administration	New Product Development	Basic Math
Pallet Jack Certification	Strategic Planning	Lifting Ability

# Manufacturing | Fastest Growing Skills | Q4 2021

## Hot and Cold Skills, Manufacturing, West Michigan



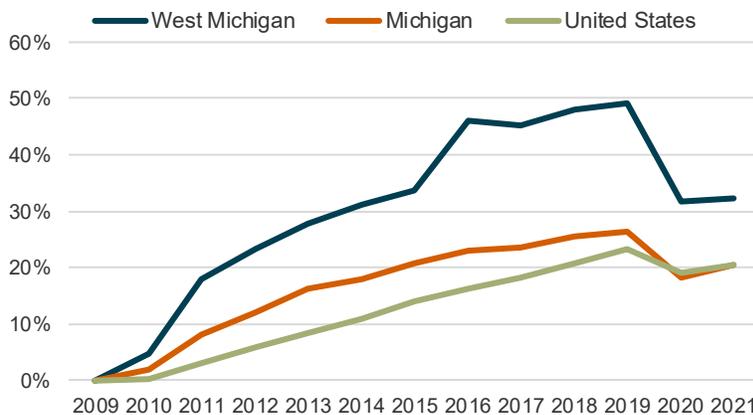
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
SHRM-CP (Society for Human Resource Management Certified...)	Career Development	Reliability
Juris Doctor	Customer Support	Information Technology
Certified Professional In Supply Management	Operations Management	Tactfulness
Wastewater Operator Certification	Production Equipment	Team Building
Registered Dietitian (RD/RDN)	Food Manufacturing	Punctuality
Nurse Practitioner	Construction	Sourcing
Certified Purchasing Manager	Bill of Materials	Integration
Bachelor Of Science in Nursing (BSN)	Agile Methodology	Collaboration
Project Management Professional Certification	Laboratory Equipment	Collections
ServSafe Certification	Procurement	Consulting

# Professional Services

2021 Employment	Trend	Average Earnings	Total Wages
119,378	▲ (0.5%)	\$65,816 Annual, 2021	\$7.8 billion in 2021

Employment across the 5 industries that comprise Professional Services grew by 0.5 percent in West Michigan year-over-year, but remains nearly 15,200 below pre-pandemic counts. The statewide workforce grew by 2.0 percent from 2020, while the national growth rate stood at 1.2 percent. There were 17,330 job openings in West Michigan across this sector during the fourth quarter of 2021, with a median advertised wage of \$17.54 per hour. Job postings grew by 0.3 percent from the previous quarter, while the median advertised hourly wage rose by \$0.99 (6.0%).

## Industry Employment Growth, Indexed to 2009



## Gender Distribution

2021

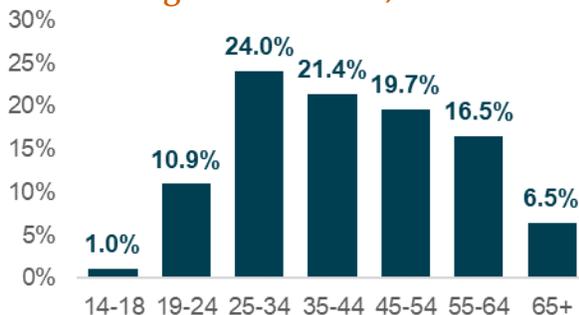


**46.7% Male** 55,714 participants  
**53.3% Female** 63,664 participants

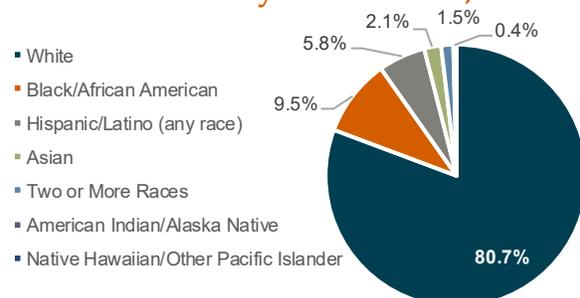
## Industry Demographics

Professional Services in West Michigan was the third most diverse industry cluster identified in this report as recently as 2021. Although a majority of workers identified as *White*, comprising 80.7 percent of industry employment (96,327 workers), those identifying as *Black or African American* accounted for 9.5 percent of employment (11,358 individuals). The gender distribution of the workforce was almost evenly split between males and females, and a majority of workers (65.1%) were between the ages of 25 to 54.

### Age Distribution, 2021



### Race/Ethnicity Distribution, 2021

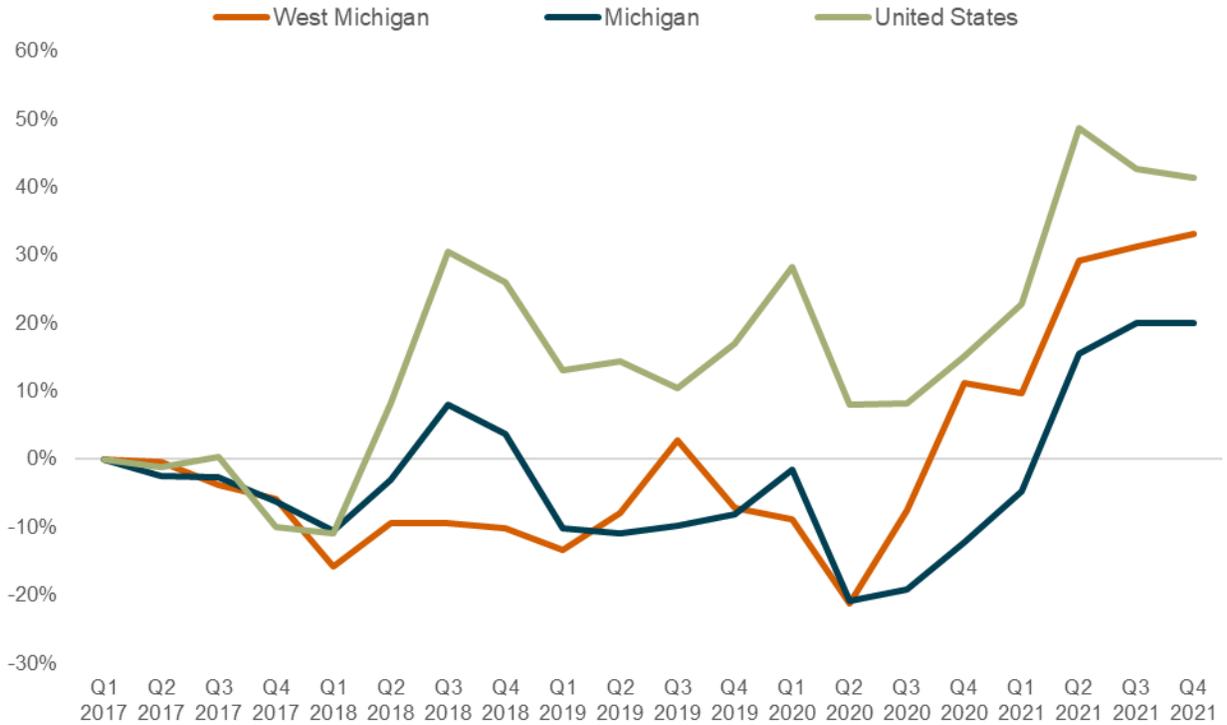


### Industry Employment by Skill-level, 2021



# Professional Services | Ads by Location and Education | Q4

## Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

## Job Ads by Education Requirement, West Michigan (Q4 2021)



Emsi Burning Glass

### Top Posted Cities

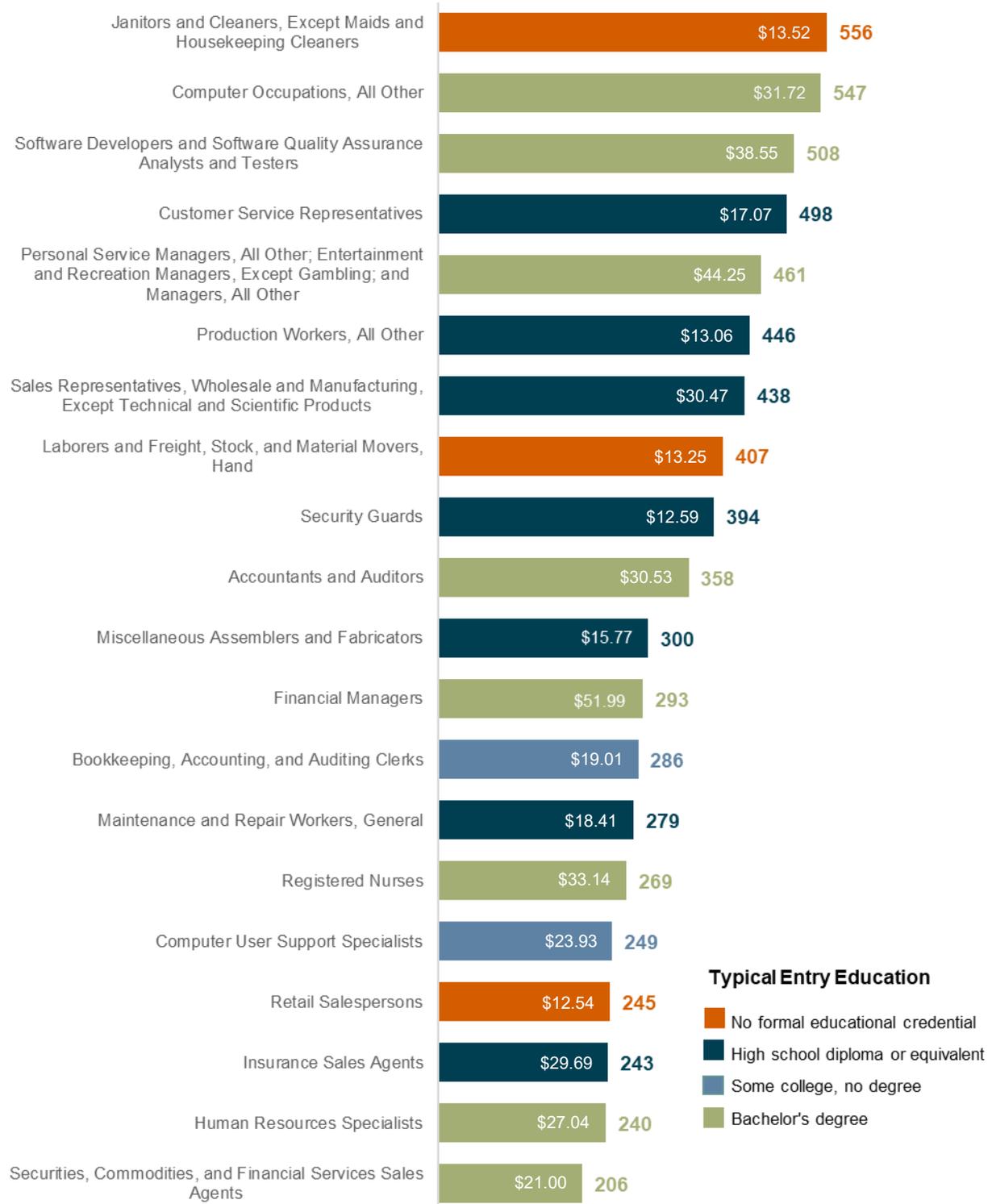
- Grand Rapids: 9,742 Ads
- Holland: 1,293 Ads
- Wyoming: 749 Ads
- Muskegon: 632 Ads
- Grandville: 388 Ads
- Caledonia: 342 Ads
- Zeeland: 332 Ads
- Ada: 280 Ads
- Rockford: 271 Ads
- Byron Center: 264 Ads

### Top Posted Companies

- Robert Half: 514 Ads
- Manpower Group: 496 Ads
- Deloitte: 426 Ads
- Fettig: 414 Ads
- Aerotek: 393 Ads
- Adecco: 343 Ads
- GPAC: 343 Ads
- Randstad: 311 Ads
- Crowe: 296 Ads
- Creative Financial Staffing: 234 Ads

# Professional Services | Top Posted Occupations | Q4 2021

## Top Posted Professional Services Occupations, West Michigan (Q4 2021)



Emsi Burning Glass

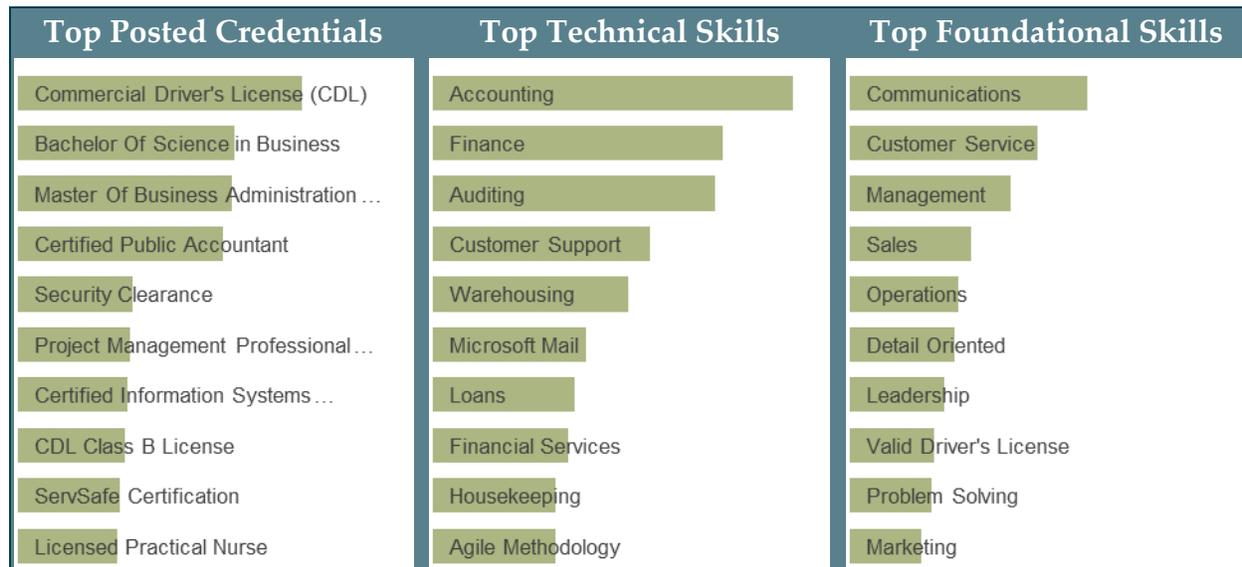
# Professional Services | Wages and In-demand Skills | Q4

## Overview of Professional Services Wages

Eleven of the top twenty most in-demand Professional Service jobs in West Michigan offered a median wage greater than \$20 per hour in the fourth quarter of 2021, according to the Bureau of Labor Statistics (BLS). Financial Managers earned the highest median wage, at \$51.99 per hour, and were among the eight jobs on the list that typically require a Bachelor's degree. Sales Representatives (wholesale and manufacturing) were the 7<sup>th</sup> highest paid in-demand Professional Services occupation in Q4, with a median hourly wage of \$30.47, and typically requires a high school diploma. Janitors and Cleaners were the highest paid job with no formal educational requirement, earning a median wage of \$13.52, and were the 16<sup>th</sup> highest paid in-demand role this quarter.

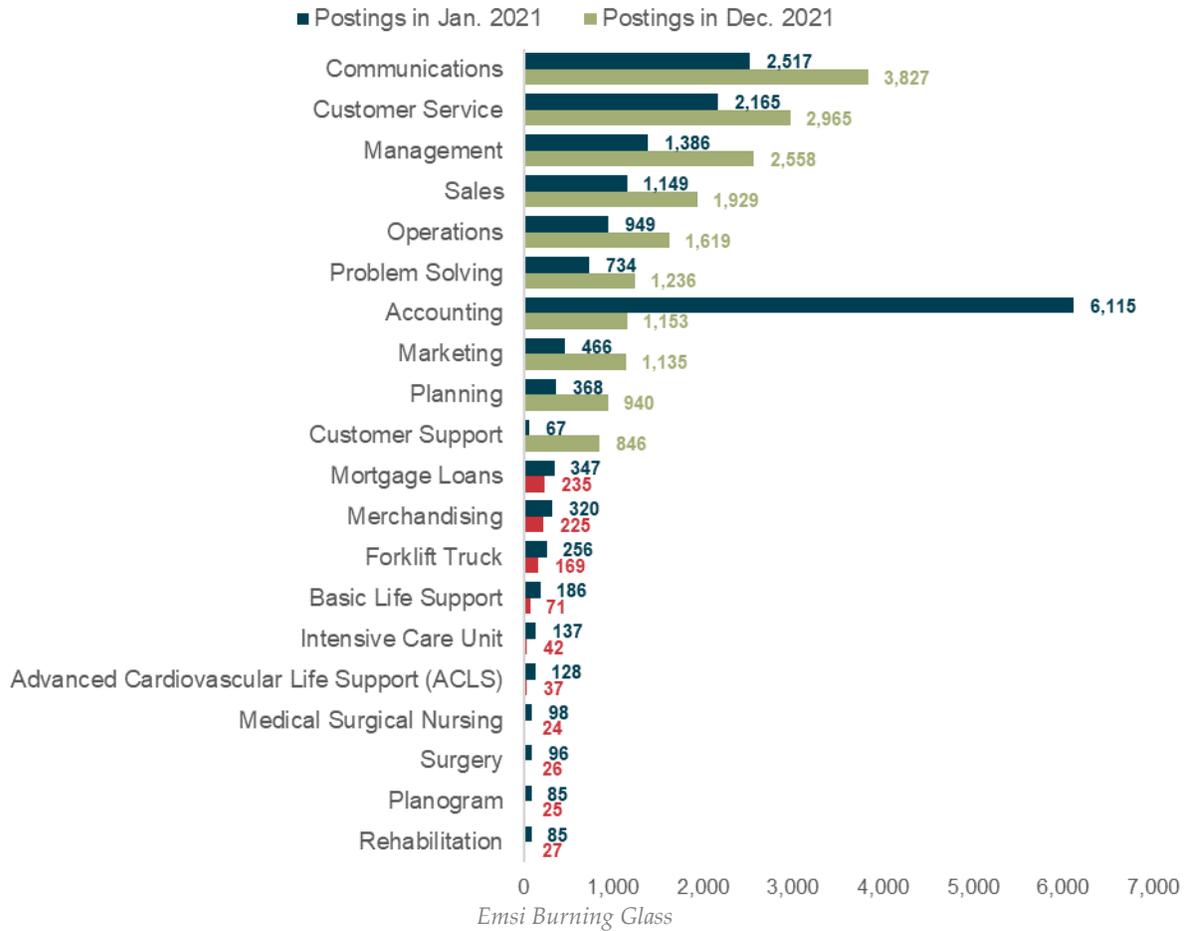
## Wages for Top 10 In-demand Professional Services Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 <sup>th</sup> Percentile Wages	25 <sup>th</sup> Percentile Wages	75 <sup>th</sup> Percentile Wages	90 <sup>th</sup> Percentile Wages
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,914	\$13.52	\$10.34	\$11.52	\$15.76	\$19.58
Computer Occupations, All Other	75	\$31.72	\$17.41	\$23.09	\$44.22	\$54.65
Software Developers, Quality Assurance Analysts and Testers	365	\$38.55	\$23.88	\$30.83	\$47.05	\$54.76
Customer Service Representatives	1,576	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90
Personal Service, Entertainment and Recreation Managers	84	\$44.25	\$22.47	\$30.84	\$59.53	\$73.69
Production Workers, All Other	291	\$13.06	\$10.30	\$11.26	\$15.31	\$18.08
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,015	\$30.47	\$16.24	\$21.16	\$42.75	\$59.37
Laborers and Freight, Stock, and Material Movers, Hand	3,268	\$13.25	\$10.34	\$11.28	\$17.09	\$20.65
Security Guards	421	\$12.59	\$10.16	\$11.01	\$17.08	\$20.04
Accountants and Auditors	477	\$30.53	\$20.52	\$24.71	\$39.76	\$50.99



# Professional Services | Fastest Growing Skills | Q4 2021

## Hot and Cold Skills, Professional Services, West Michigan



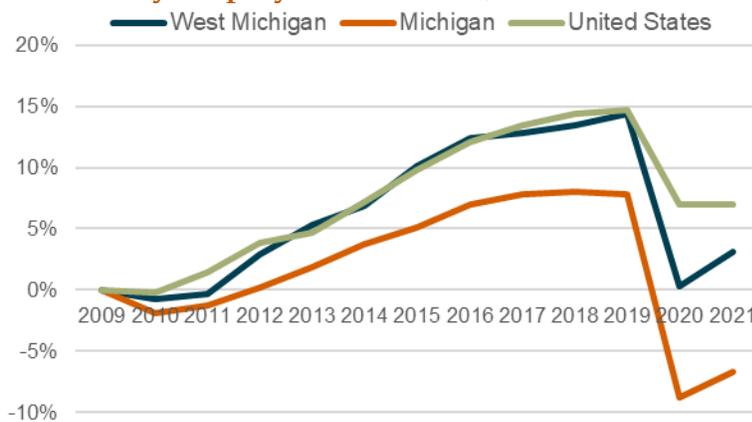
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
CFC Refrigeration Certification	Customer Support	Governance
ITIL Certifications	Business Valuation	Business Acumen
Certified In Risk And Information Systems Control	Data Analysis	Timelines
Certified Information Privacy Professional	Professional Services	Consulting
Chartered Financial Analyst	Python (Programming Language)	Infrastructure
Certified Dental Technician	Supply Chain	Team Building
Offensive Security Certified Professional	Thought Leadership	Influencing Skills
Certified Plant Engineer	New Product Development	Business Administration
Registered Investment Advisor	Blueprinting	Integration
Salesforce Certified Administrator	Scripting	Program Management

# Retail and Hospitality Services

2021 Employment	Trend	Average Earnings	Total Wages
155,257	▲ (2.8%)	\$35,577 Annual, 2021	\$5.5 billion in 2021

The four major industries comprising Retail and Hospitality Services — *Retail Trade; Accommodation and Food Services; Other Services; and Arts, Entertainment and Recreation* — gained the third largest share of jobs since the pandemic, growing by 2.8 percent year-over-year. There were over 17,545 job openings in the region during the fourth quarter of 2021, a growth rate of 6.3 percent from Q3, with a median advertised hourly wage of \$14.95 — \$0.95 higher than the previous quarter.

## Industry Employment Growth, Indexed to 2009



## Gender Distribution

2021



**46.7% Male**

72,475 participants

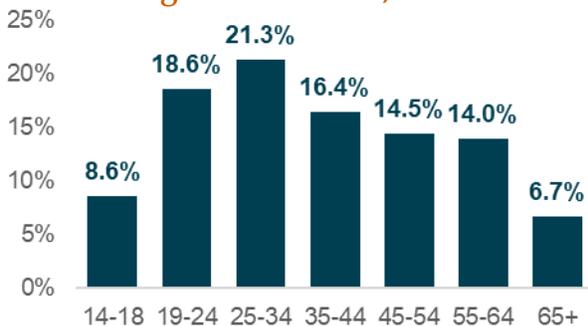
**53.3% Female**

82,782 participants

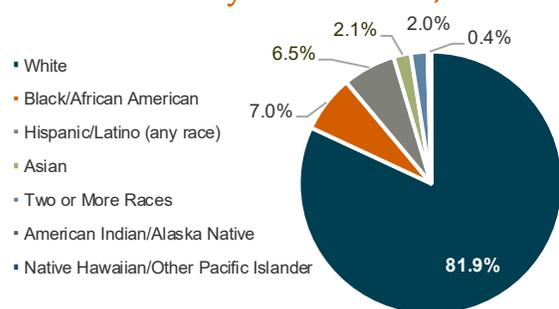
## Industry Demographics

Retail and Hospitality Services was the third most diverse industry cluster in West Michigan as recently as 2021. Although 81.9 percent of workers identified as *White* (127,223 workers), those identifying as *Black or African American* accounted for 7.0 percent of employment (10,850 individuals) and 6.5 percent were *Hispanic or Latino* (10,073 workers). This sector employed the largest share of workers between the ages of 14 to 18 (8.6%) and the second largest share of workers 65 and over (6.7%).

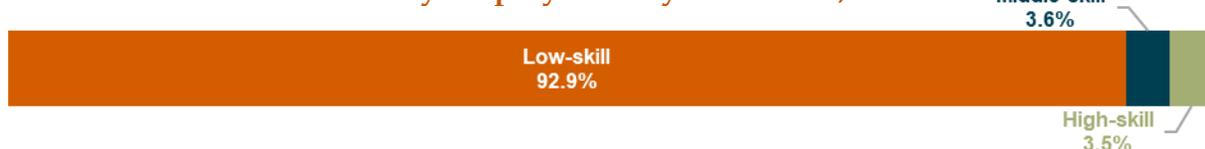
### Age Distribution, 2021



### Race/Ethnicity Distribution, 2021

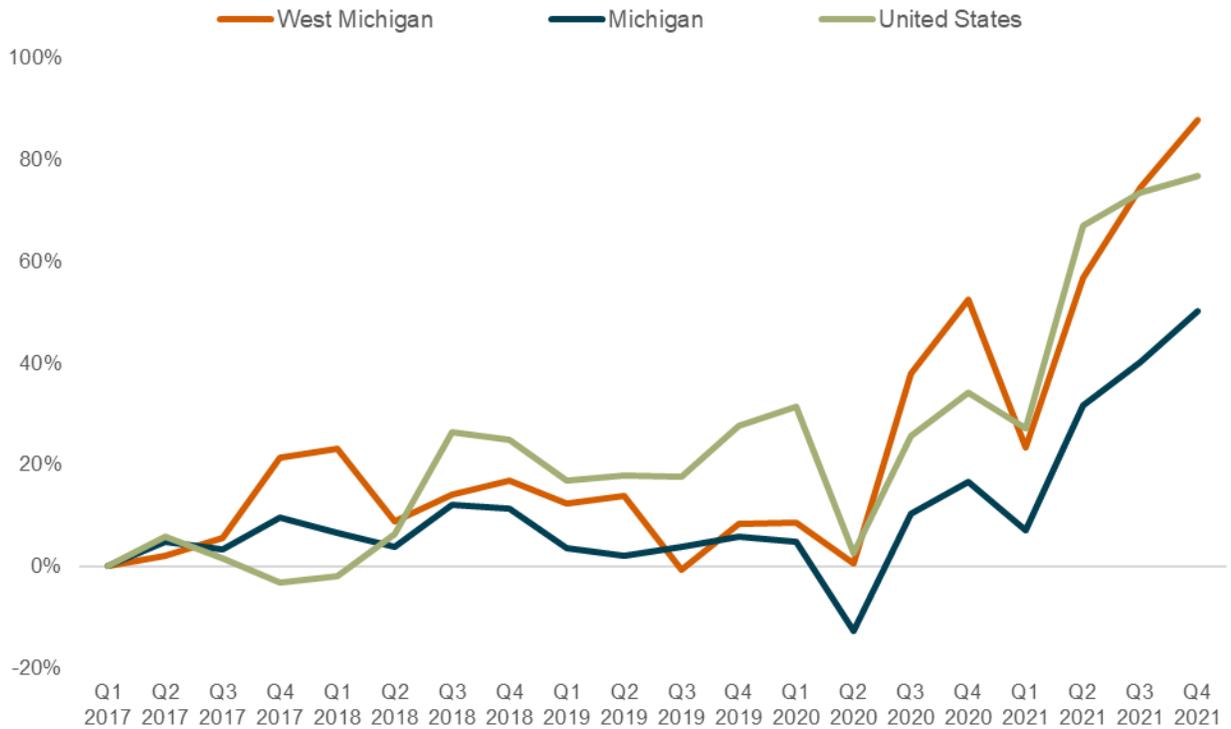


### Industry Employment by Skill-level, 2021



# Retail & Hospitality | Ads by Location and Education | Q4

## Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

## Job Ads by Education Requirement, West Michigan (Q4 2021)



Emsi Burning Glass

### Top Posted Cities

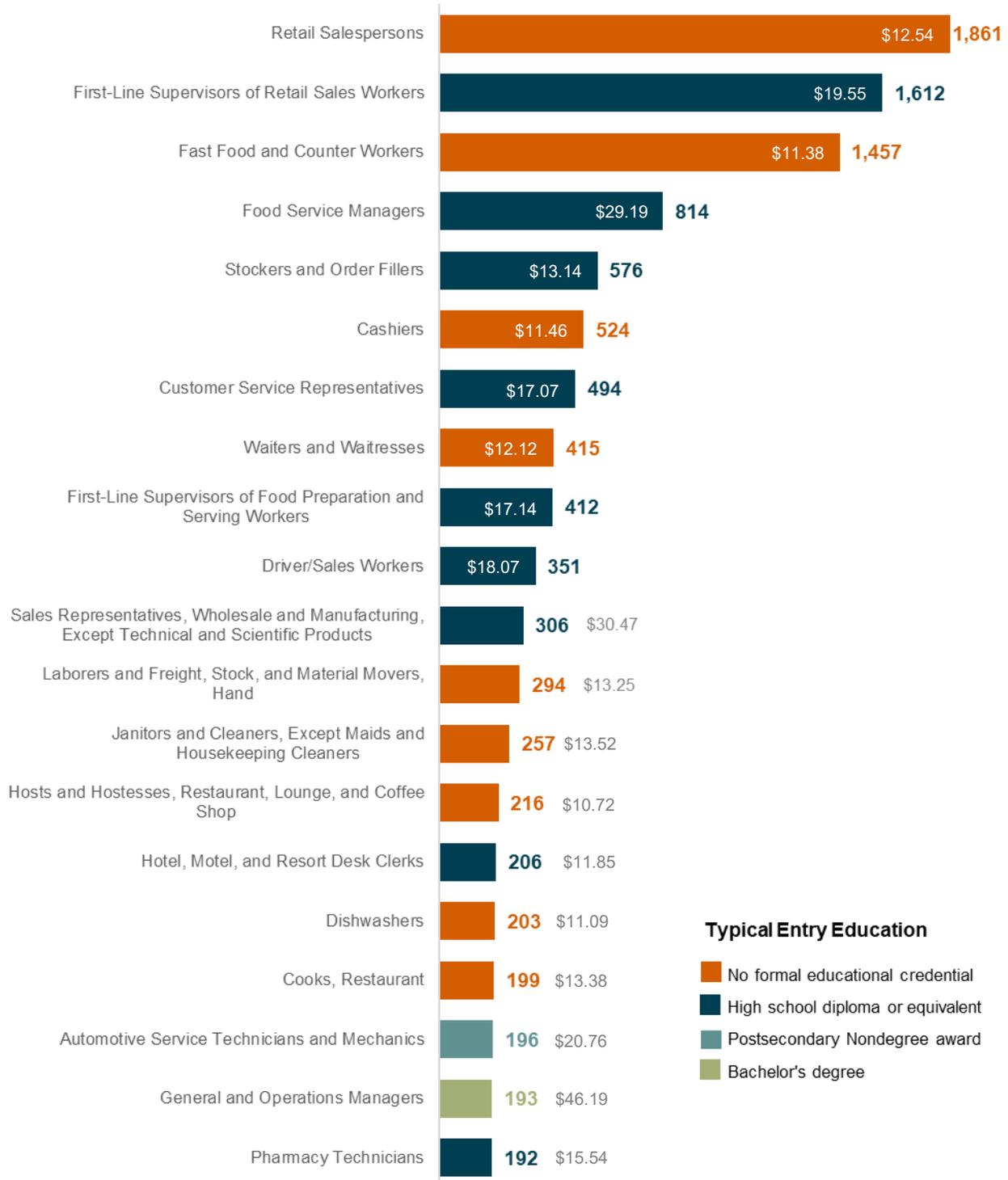
- Grand Rapids: 6,184 Ads
- Holland: 1,550 Ads
- Grandville: 1,086 Ads
- Wyoming: 973 Ads
- Muskegon: 933 Ads
- Byron Center: 698 Ads
- Shelby: 528 Ads
- Comstock Park: 381 Ads
- Caledonia: 353 Ads
- Grand Hvaen: 313 Ads

### Top Posted Companies

- SpartanNash: 1,233 Ads
- Walmart: 499 Ads
- Amazon: 433 Ads
- Starbucks: 415 Ads
- GPM Investments: 382 Ads
- Lowe's: 366 Ads
- Border Foods: 297 Ads
- Family Fare.: 291 Ads
- Walgreens: 281 Ads
- Pizza Hut: 270 Ads

# Retail & Hospitality | Top Posted Occupations | Q4 2021

## Top Posted Retail & Hospitality Services Occupations, West Michigan (Q4 2021)



Emsi Burning Glass

# Retail & Hospitality | Wages and In-demand Skills | Q4 2021

## Overview of Retail and Hospitality Wages

Four 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 fourth 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. Automotive Service Technicians and Mechanics were the 4<sup>th</sup> highest paid in-demand job in Q4, with a median hourly wage of \$20.76, and the only role to require a postsecondary certificate. Sales Representatives (Wholesale and Manufacturing) were the 2<sup>nd</sup> highest paid in-demand job, earning a median hourly wage of \$30.47, and the highest paid job on the list to require a high school diploma.

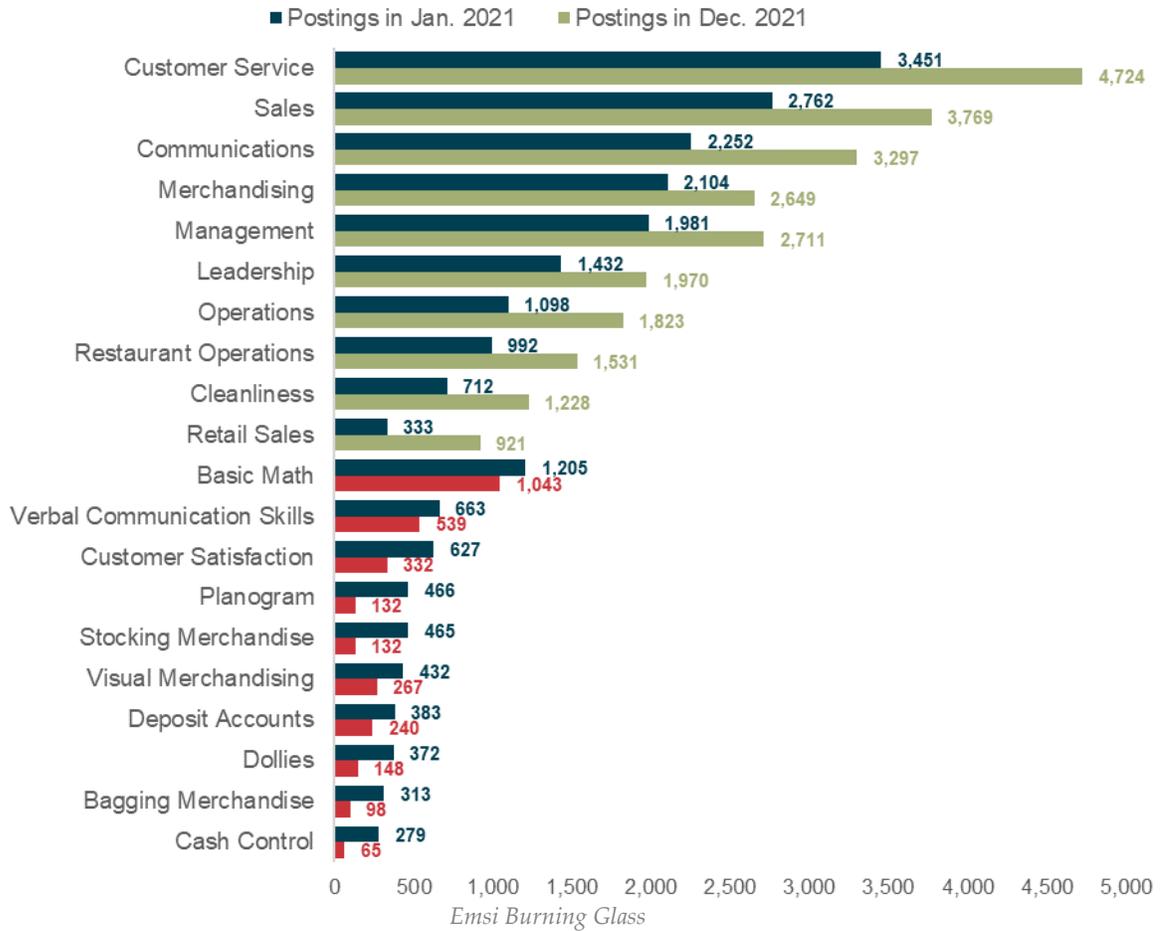
## Wages for Top 10 In-demand Retail & Hospitality Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 <sup>th</sup> Percentile Wages	25 <sup>th</sup> Percentile Wages	75 <sup>th</sup> Percentile Wages	90 <sup>th</sup> Percentile Wages
Retail Salespersons	2,777	\$12.54	\$10.23	\$11.04	\$15.04	\$19.52
First-Line Supervisors of Retail Sales Workers	568	\$19.55	\$13.01	\$15.53	\$26.84	\$32.17
Fast Food and Counter Workers	3,932	\$11.38	\$10.05	\$10.48	\$12.35	\$14.17
Food Service Managers	71	\$29.19	\$21.13	\$24.73	\$35.85	\$45.99
Stockers and Order Fillers	1,618	\$13.14	\$10.38	\$11.37	\$15.71	\$19.45
Cashiers	2,426	\$11.46	\$10.02	\$10.59	\$12.51	\$14.36
Customer Service Representatives	1,576	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90
Waiters and Waitresses	1,615	\$12.12	\$10.04	\$10.77	\$15.85	\$20.85
First-Line Supervisors of Food Preparation and Serving Workers	584	\$17.14	\$12.00	\$13.98	\$21.02	\$26.27
Driver/Sales Workers	109	\$18.07	\$10.45	\$12.19	\$22.89	\$27.73

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Automotive Service Excellence (ASE) Certification	Merchandising	Customer Service
Certified Pharmacy Technician	Restaurant Operation	Sales
Commercial Driver's License (CDL)	Cash Register	Communications
ServSafe Certification	Selling Techniques	Management
Bachelor Of Science in Business	Cash Handling	Operations
Barber License	Customer Experience	Leadership
Food Handler's Card	Product Knowledge	Lifting Ability
Alcohol Certification	Inventory Management	Detail Oriented
Bachelor Of Science In Pharmacy	Retail Operations	Valid Driver's License
Cosmetology License	Warehousing	Cleanliness

# Retail & Hospitality | Fastest Growing Skills | Q4 2021

## Hot and Cold Skills, Retail & Hospitality, West Michigan



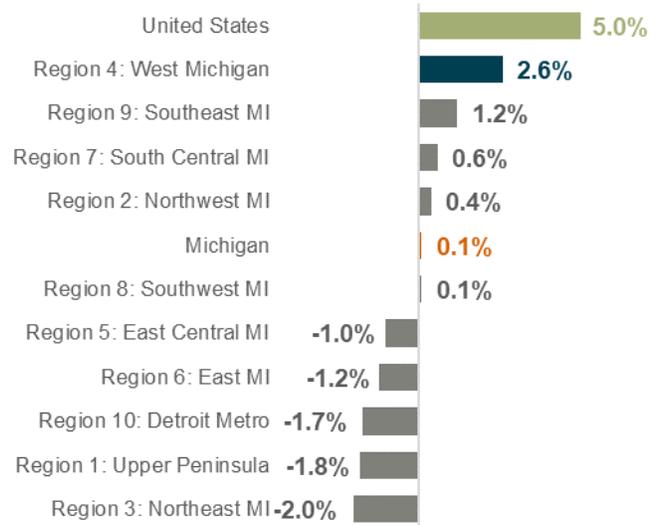
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Barber License	Employee Assistance Programs	Decisiveness
Chartered Life Underwriter	Tablets	Mental Stamina
Food Safety Certification	Global Project Management	Calmness Under Pressure
Bachelor Of Science in Business ...	SQL (Programming Language)	Real Estate
Loss Prevention Certified	Referral Marketing	Infrastructure
Food Handler's Card	Application Development	Growth Mindedness
Hazmat Endorsement	Social Justice	Social Skills
Bachelor Of Science in Business	Operations Management	French Language
Radiology Certified Coder	HyperText Markup Language (HTML)	Typewriters
Licensed Master Social Worker	Amazon Web Services	Diversity Awareness

# Occupational Outlook | Projected Demand from 2018-2028

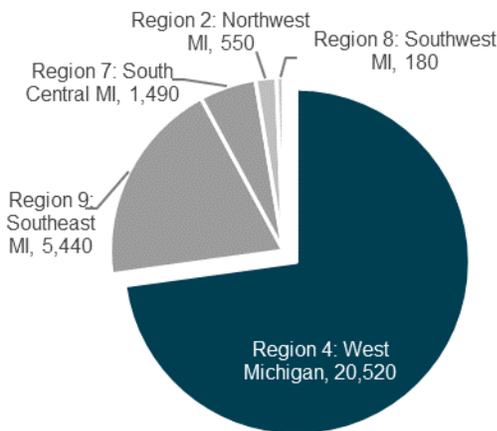
The Bureau of Labor Market Information and Strategic Initiatives produces Long-Term Occupational Outlook forecasts for regions throughout the state every two years. This year marked the release of the most up-to-date information available for Michigan’s ten Prosperity Regions covering the period from 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
	#	%	
<b>Total, All Occupations</b>	<b>20,520</b>	<b>2.6%</b>	<b>70,120</b>
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
6-7	U.S. Census Bureau, Population Estimates, 2000-2010 Intercensal Estimates U.S. Census Bureau, 2020 Census Redistricting Data (Public Law 94-171) U.S. Census Bureau, American Community Survey, 2016-2020 5-Year Estimates
8-9	U.S. Census Bureau, American Community Survey, 2016-2020 5-Year Estimates
10	U.S. Census Bureau, OnTheMap Application, Longitudinal-Employer Household Dynamics, 2019 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, 2016-2020 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:

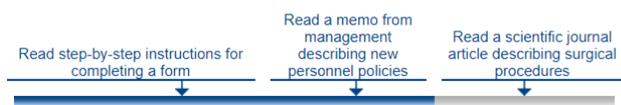
- Knowledge - Organized sets of principles and facts applying in general domains.
- Skills - Developed capacities that facilitate learning or the more rapid acquisition of knowledge.
- Abilities - Enduring attributes of the individual that influence performance.
- Work Activities - General types of job 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 at the [O\\*Net Online database](#).



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