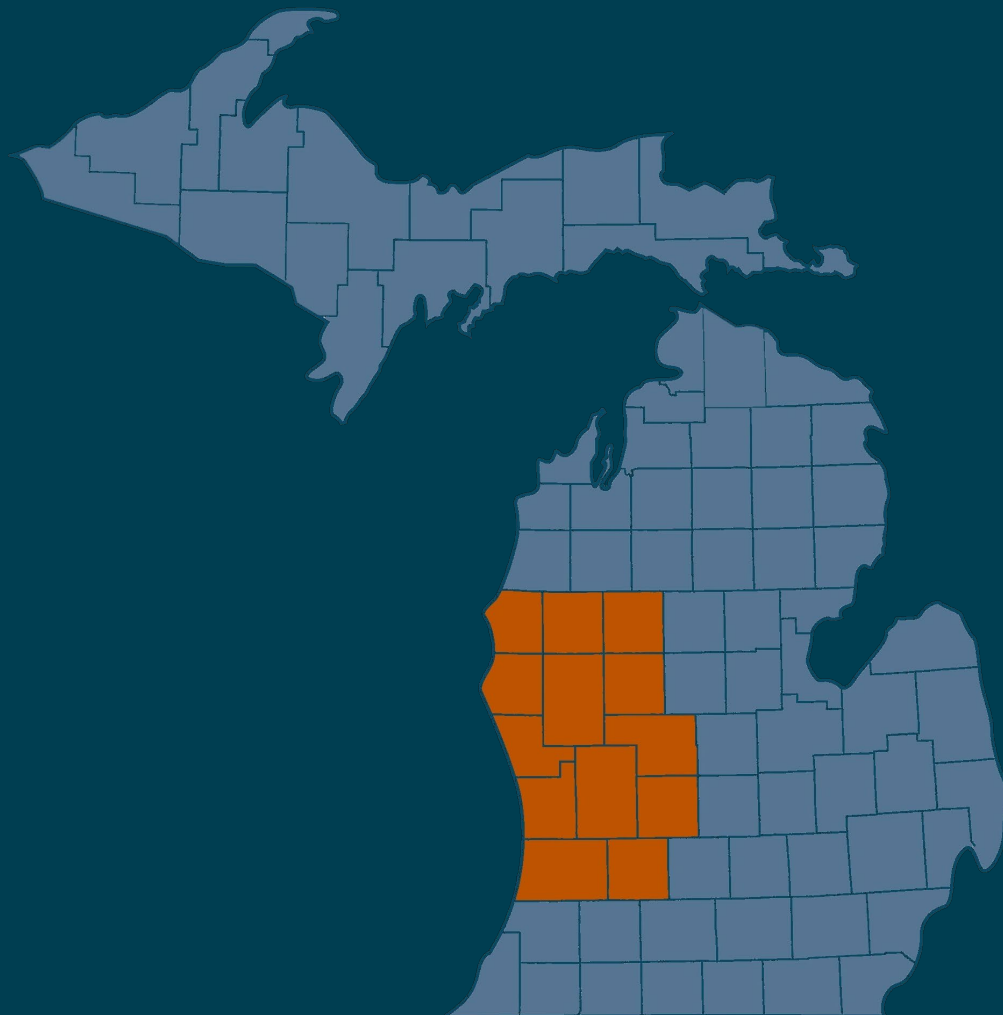


Talent Quarterly

Trends and insights on West Michigan's population, workforce, and labor market



About TalentFirst

TalentFirst (formerly Talent 2025) is an alliance of West Michigan business leaders providing leadership on today's complex talent challenges. We rely on data and expertise to illuminate gaps, evaluate strategies, and advocate for solutions to attract, retain, and develop the talent West Michigan employers need and to ensure all individuals and the region can thrive.

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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%).
- West Michigan's labor force demonstrated signs of continued recovery as more **jobseekers entered the labor force** in the first quarter of 2022. The unemployed population grew by 16.6 percent (4,762 jobseekers) from Q4 2021 while the size of the employed population fell by 281 workers, resulting in **4,480 additional residents working or actively looking for work** — the **largest quarterly increase since the start of the pandemic**. Although the unemployment rate increased to 4.1 percent over the quarter, it is a positive signal that residents are reentering the workforce. **Employer demand continued to reach historic highs** in Q1 with online job ads growing by 4.7 percent (8,181 ads), reflecting **1.8 job openings per jobseeker** in the first quarter of 2022.
- Employment among Goods-producing industries fell by 0.8 percent (1,233) in Q1 2022, while Service-providing industries shed 6,300 jobs (1.4%) — resulting in a **net loss of 7,533 jobs (1.2%) over the quarter** and a gain of 28,967 (5.0%) year-over-year. Information and Manufacturing were the only industries to experience positive growth in Q1, adding 33 (0.5%) and 300 (0.2%) jobs since Q4, respectively. Mining, Logging, and Construction (-5.2%; -1,533), Professional and Business Services (-3.4%; -2,633), and Leisure and Hospitality (-2.9%; -1,567) had the greatest losses over the quarter. **Despite negative quarterly growth, the region has shown tremendous recovery since the pandemic — employment stands just 11,200 (1.8%) below pre-pandemic counts.**
- Merchandising, auditing, nursing, marketing, and accounting were the **fastest growing specialized skills** of Q1 2022, accounting for nearly one-third of all job postings, while communications, customer service, management, attention to detail, and leadership were the hottest soft skills of the quarter.
- 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.

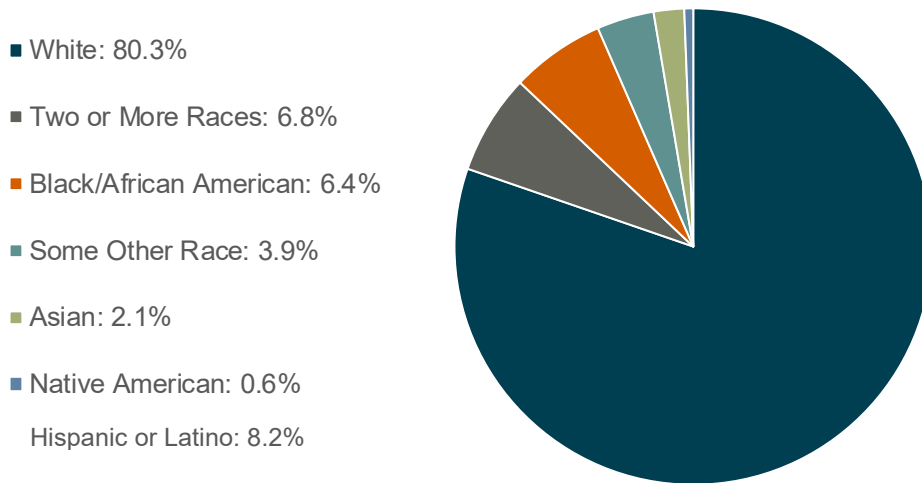
2020 Population Overview

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.

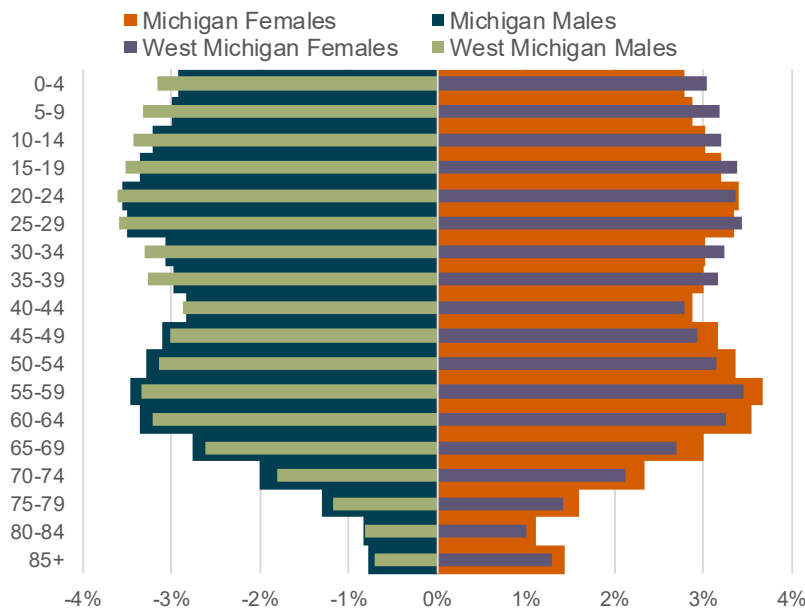


Population by Race/Ethnicity, West Michigan



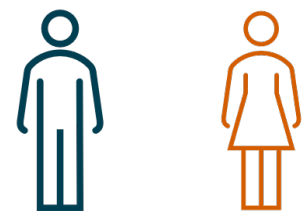
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)

Population Structure, West Michigan and Michigan



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

Gender Distribution, West Michigan



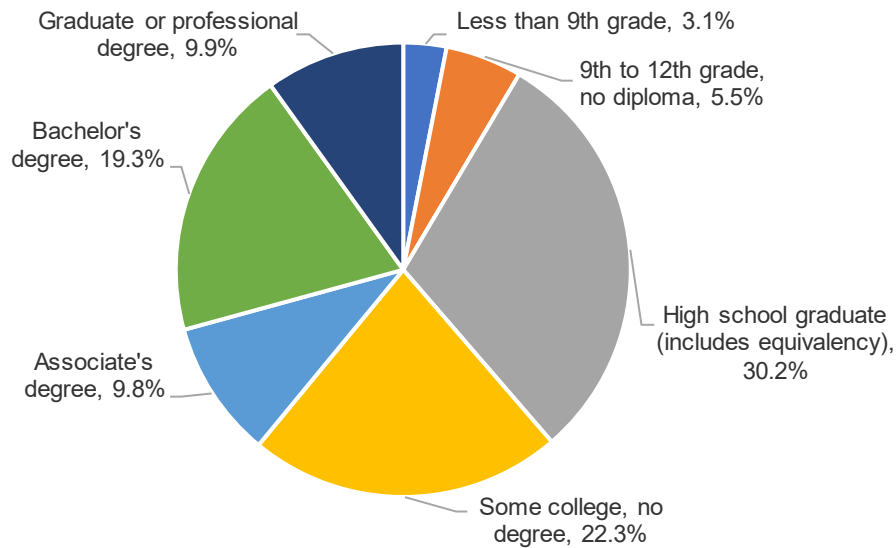
49.9% Male 799,857 residents
50.1% Female 804,570 residents

2020 Population Overview

Educational Attainment

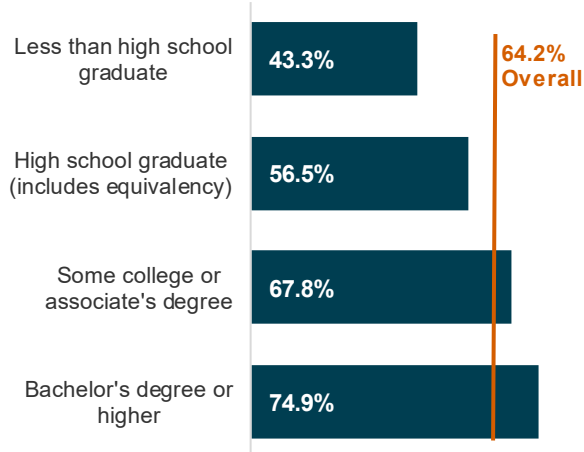
The educational attainment of the adult (25+) population in West Michigan continued to increase in 2020, with 61.3 percent of adults possessing some form of education beyond high school. This reflects a growth of 0.9 percentage points from 2019, equating to 8,830 adults who obtained a postsecondary credential 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

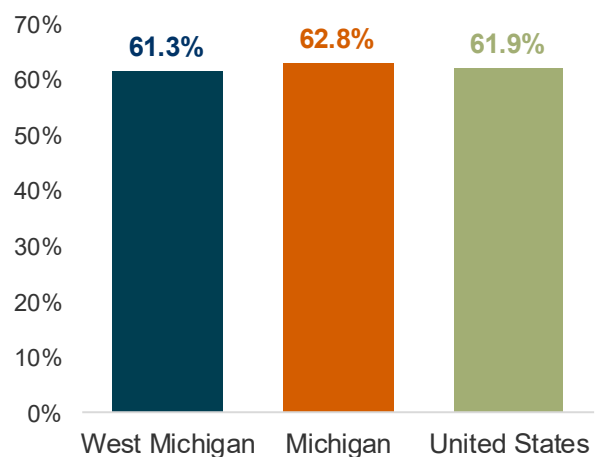


U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)

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

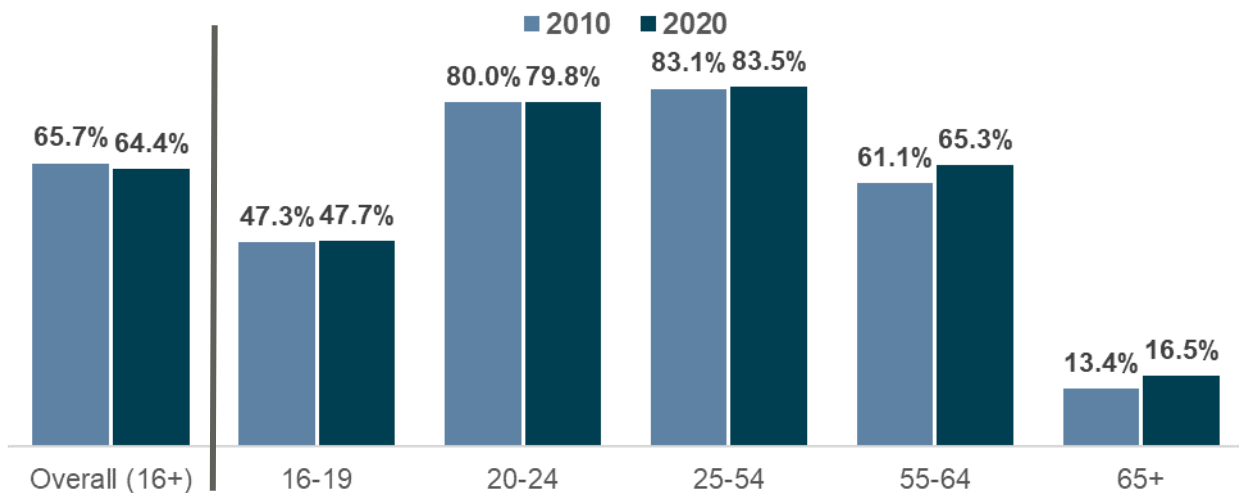
As recently as 2020, 64.4 percent of West Michigan residents ages 16 and older were either working or actively seeking work, a slight drop from the rate of 65.7 percent seen in 2010. Nearly two-thirds of the population, or about 779,436 individuals (61.2%), were employed. The highest unemployment rate 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%
Age Bracket					
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%
Race					
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%
Ethnicity					
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



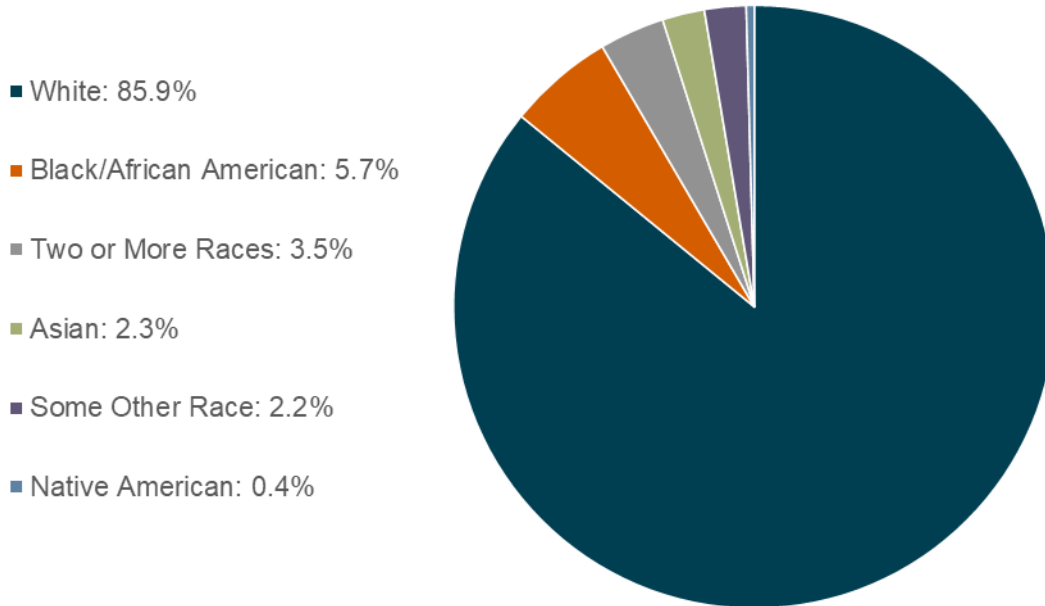
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)

2020 Labor Force Overview

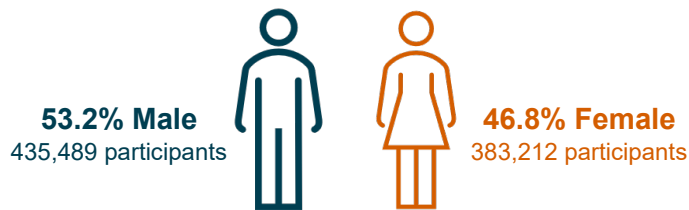
Labor Force Demographics

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.

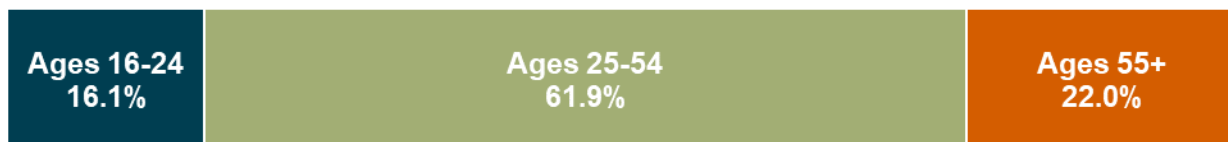
Distribution of Labor Force by Race/Ethnicity, West Michigan



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



Distribution of Labor Force by Age Bracket, West Michigan



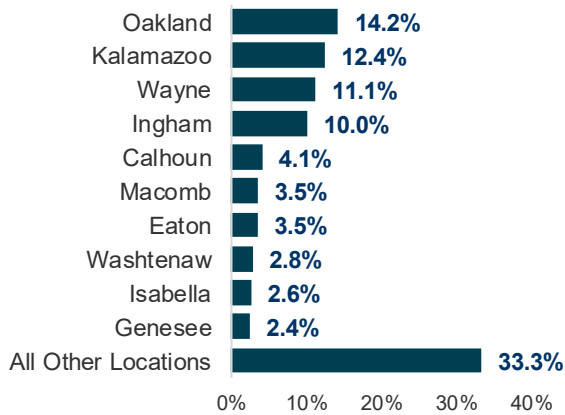
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2016-2020)

2019 Commuting Patterns

Commuting in West Michigan

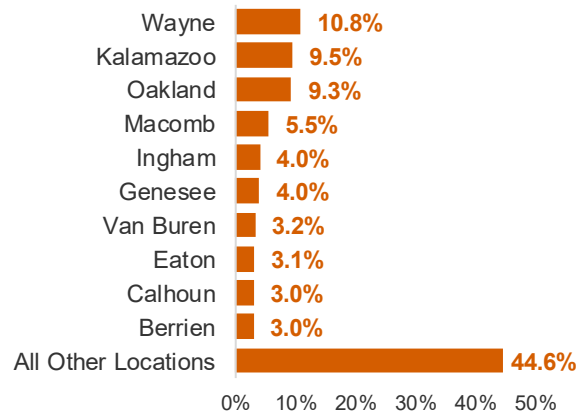
In 2019 there were 763,614 individuals employed across West Michigan, irrespective of their place of residence. Of this employed population, 620,636 individuals both lived and worked within the region, accounting for 81.3 percent of all workers. This was the third largest internal workforce of any Prosperity 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

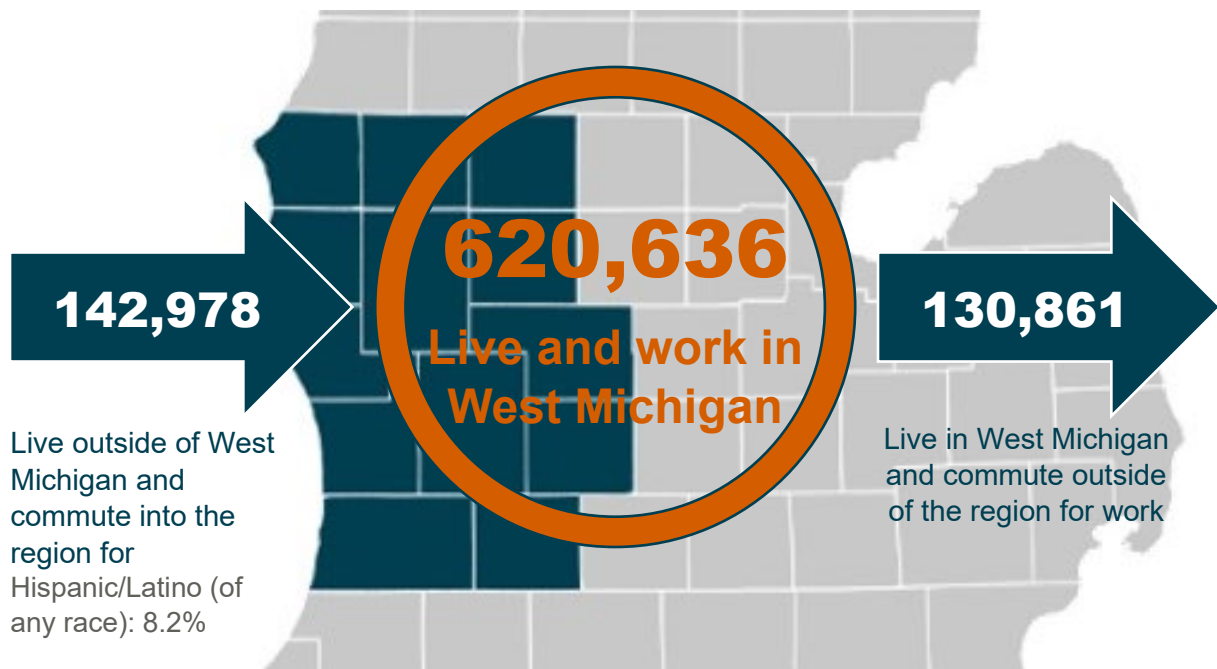


U.S. Census Bureau, OnTheMap, 2019

Where Employees Live, West Michigan



U.S. Census Bureau, OnTheMap, 2019



U.S. Census Bureau, OnTheMap, 2019

Labor Force, Employment, and Employer Demand | Q1 2022

Current State of the Labor Market in West Michigan

West Michigan's labor force demonstrated signs of continued recovery as more jobseekers entered the labor force in the first quarter of 2022. The unemployed population grew by 16.6 percent (4,762 jobseekers) from Q4 2021 while the size of the employed population fell by 281 workers, resulting in 4,480 additional residents working or actively looking for work — the largest quarterly increase since the start of the pandemic. Although the region's unemployment rate increased slightly over the quarter to 4.1 percent, it is a positive signal that residents are reentering the workforce. Employer demand continued to gain momentum over the quarter with online job ads growing by 4.7 percent (8,181 ads).

Annual Labor Market Overview

Although the labor force in West Michigan expanded during the first quarter of 2022, growing by 0.5 percent from Q4 2021 and 1.1 percent year over year to hit nearly 813,600 participants, it's still well below pre-pandemic levels. The labor force today stands over 21,000 participants shy of the levels seen in Q1 2020, a decline of 2.5 percentage points, with almost 28,200 fewer employed (-3.5%) and 7,000 more unemployed (26.9%). All in all, we're headed in the right direction due to a small and steady trickle of jobseekers entering the workforce each month. However, there's still a sizeable portion that have yet to return.

Labor Force and Unemployment in West Michigan

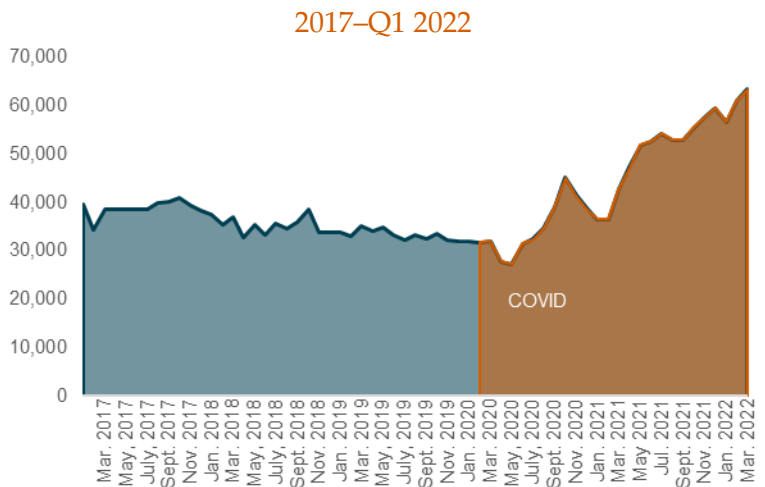


U.S. Census Bureau, Local Area Unemployment Statistics (LAUS)

Quarterly Demand Overview

As the labor force expanded slightly, employer demand continued its historic rise into the first quarter of 2022. An average of 60,340 active job advertisements were posted online in West Michigan each month in Q1 2022, which means there were 1.8 openings available for every jobseeker. This equates to an increase of 2,727 (4.7%) postings from the previous quarter and a growth rate of 44.4 percent (18,558) year-over-year. The median advertised hourly wage rose by \$0.49 over the quarter to stand at \$17.54 in Q1 2022, which reflects a sizeable increase (6.0%) from the median rate of \$16.55 advertised in the first quarter of 2020.

Active Online Job Postings in West Michigan



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Labor Force, Employment, and Employer Demand | Q1 2022

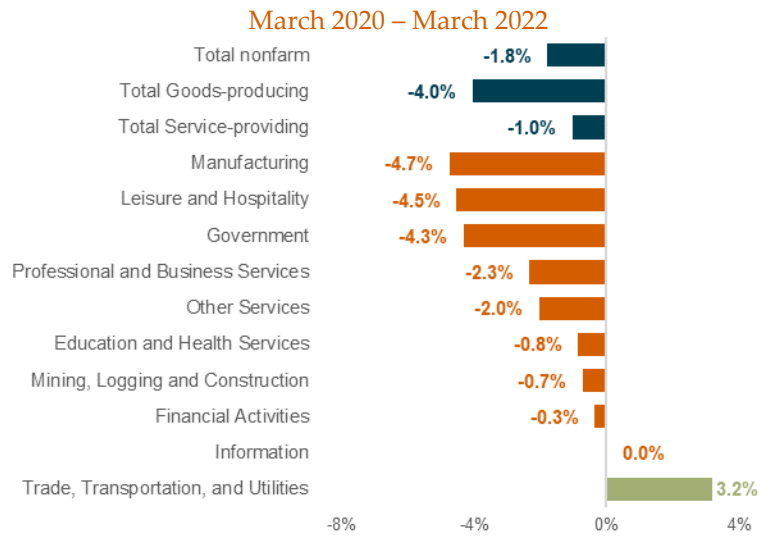
Trends across Industries and Counties

Employment among Goods-producing industries in West Michigan fell by 0.8 percent (1,233) in Q1 2022, while Service-providing industries shed 6,300 jobs (1.4%) — resulting in a net loss of 7,533 jobs (1.2%) over the quarter and a gain of 28,967 (5.0%) year-over-year. Information and Manufacturing were the only industries to experience positive growth in Q1, adding 33 (0.5%) and 300 (0.2%) jobs since Q4, respectively. Mining, Logging, and Construction (-5.2%; -1,533), Professional and Business Services (-3.4%; -2,633), and Leisure and Hospitality (-2.9%; -1,567) had the greatest losses over the quarter. Despite negative quarterly growth, the region has shown tremendous recovery since the pandemic. Nonfarm employment in Q1 2022 stood 11,200 (1.8%) below estimates from March 2020.

Industry Overview

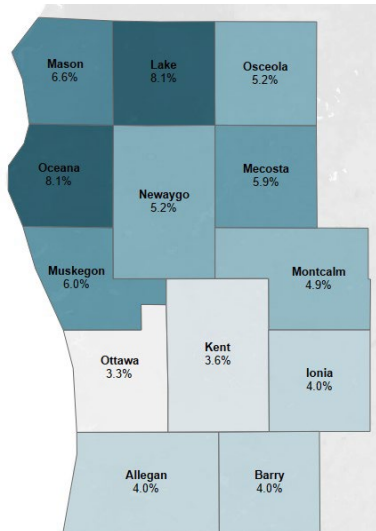
As recently as March 2022, nonfarm employment in West Michigan stood 11,200 (1.8%) below the levels seen at the onset of the pandemic two years earlier. Service-providing industries, which now stand 1.0 percent (4,800) shy of pre-pandemic counts, demonstrated the strongest recovery while goods-producing industries remain 6,400 jobs (4.0%) short of the estimates recorded in March 2020. Trade, Transportation, and Utilities (3.2%; 3,500) is the only major sector in the region employing more workers now compared to March 2020, while Manufacturing (-4.7%; -6,200) and Leisure and Hospitality (-4.5%; -2,500) have been the slowest to recover.

Employment Growth by Industry, West Michigan



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

Unemployment Rate by County



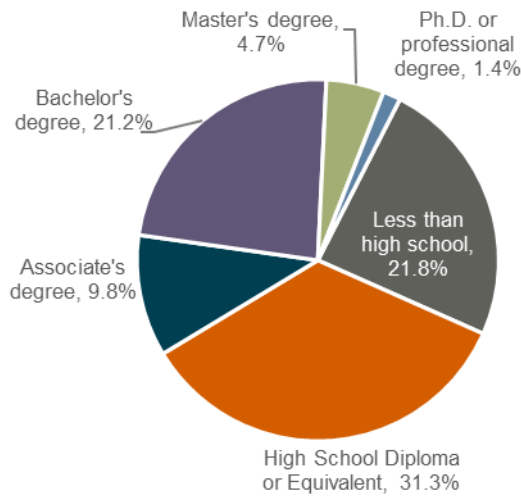
Local Area Unemployment Statistics

County Overview

The aggregated unemployment rate in West Michigan fell by 1.9 percentage points year-over-year to stand at 4.1 percent in Q1 2022. The unemployment rate in each of the region's 13 counties fell from the fourth quarter of 2020, while nearly every county saw its labor force grow accordingly. Muskegon (-2.6%), Mecosta (-2.2%), Kent (-2.0%), and Montcalm (-2.0%) counties saw the greatest year-over-year improvements to their unemployment rates, while Ionia (-1.5%), Ottawa (-1.6%), and Osceola (-1.6%) counties experienced the slowest recovery from Q1 2021. Mecosta (2.5%), Lake (2.5%), Muskegon (2.0%) and Allegan (1.5%) counties recovered the largest share of their labor forces over the year, while 33 participants (-0.1%) left the labor force in Ionia County — resulting in a net gain of 9,144 participants for the West Michigan labor force year-over-year.

Real-Time Demand Overview | Q1 2022

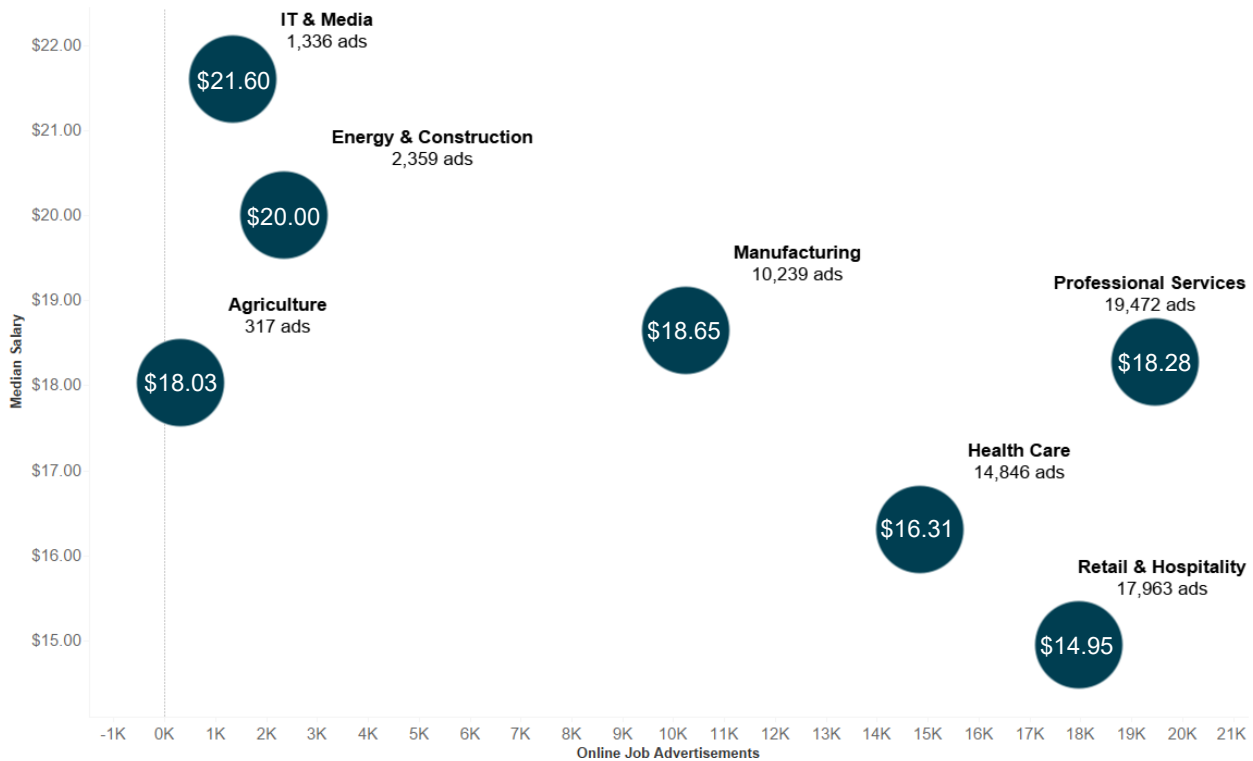
Job Ads by Education, West Michigan



Emsi Burning Glass

There was a total of 95,670 unique job ads posted online in West Michigan in the first quarter of 2022, with a median advertised wage of \$17.54 per hour — \$0.49 more than the previous quarter and \$1.48 more than Q1 2021. Nearly a third (31.3%) of ads required only a high school diploma and advertised a median wage of \$16.55 per hour, a smaller share of ads than Q4 (35.7%) with a higher median wage (\$16.06). The volume of job ads requiring some form of education beyond high school grew from 28,531 in Q4 2021 to 31,222 in Q1 2022, a growth rate of 9.4 percent, while median advertised wages rose from \$24.31 per hour to \$25.78. The largest quarterly growth rate was associated with jobs requiring a master's degree, which saw 618 more ads (14.8%) in Q1 2022 than the previous quarter, while the largest volume of new ads gained over the quarter required a Bachelor's degree (2,290 ads).

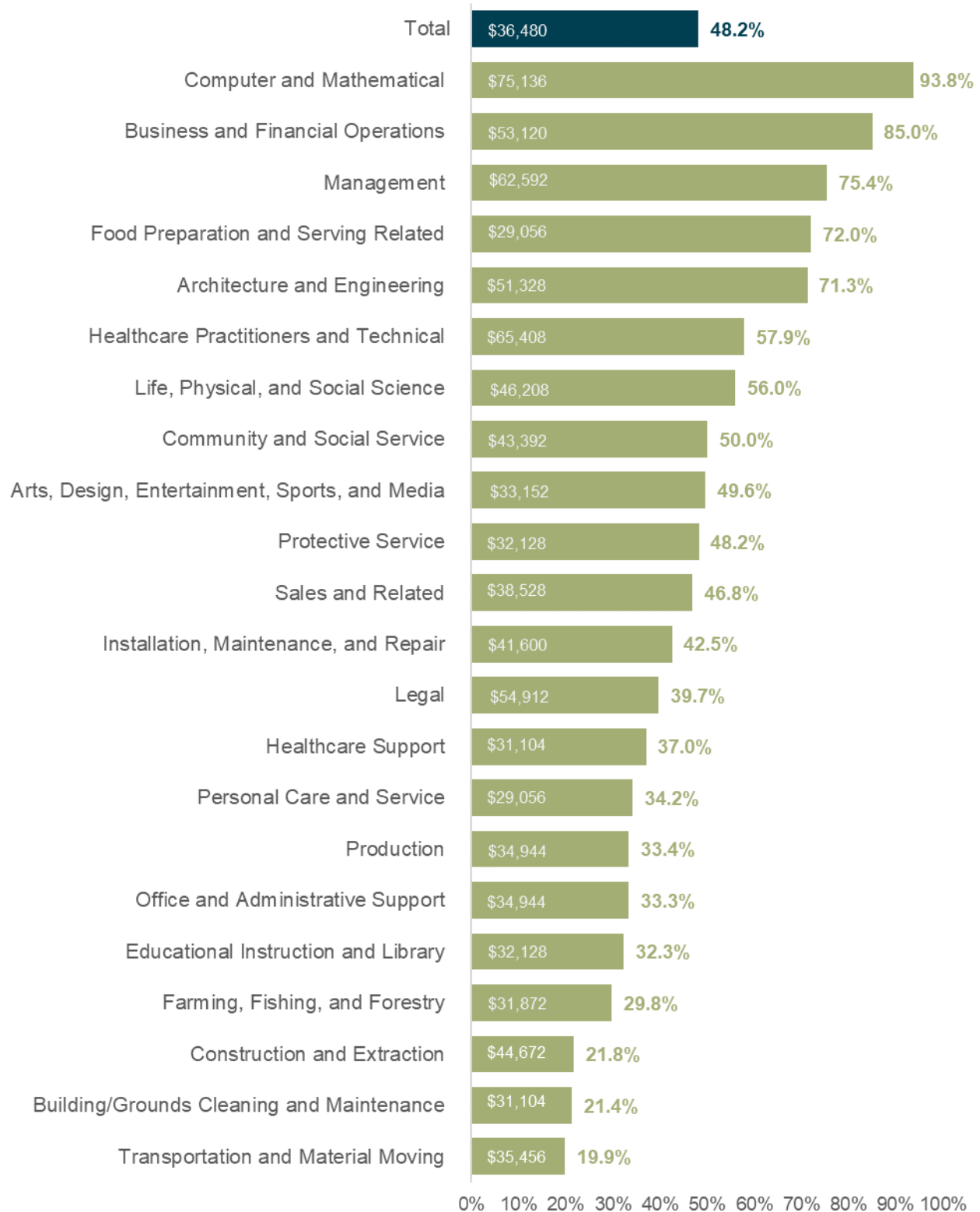
Online Job Ads and Median Advertised Wage by Industry Cluster, West Michigan



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Real-Time Demand | Fastest Growing Occupations | Q1 2022

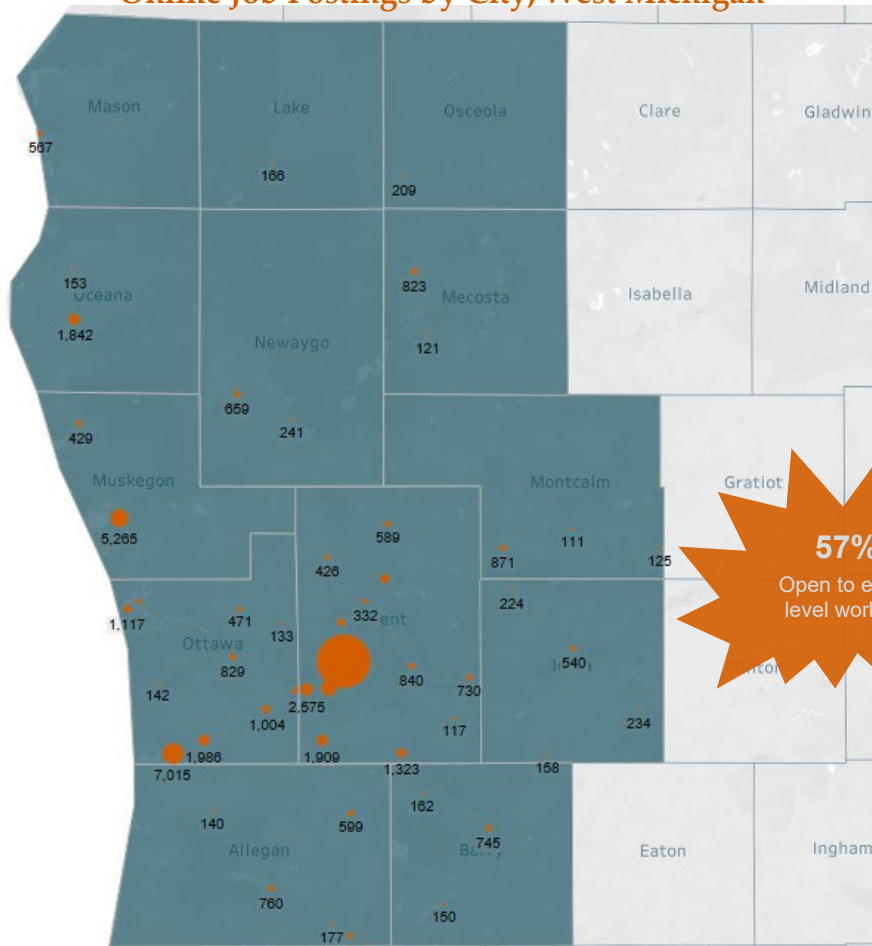
Year-over-Year Growth and Median Advertised Salary, West Michigan



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Real-Time Demand | Top Cities and Skills | Q1 2022

Online Job Postings by City, West Michigan



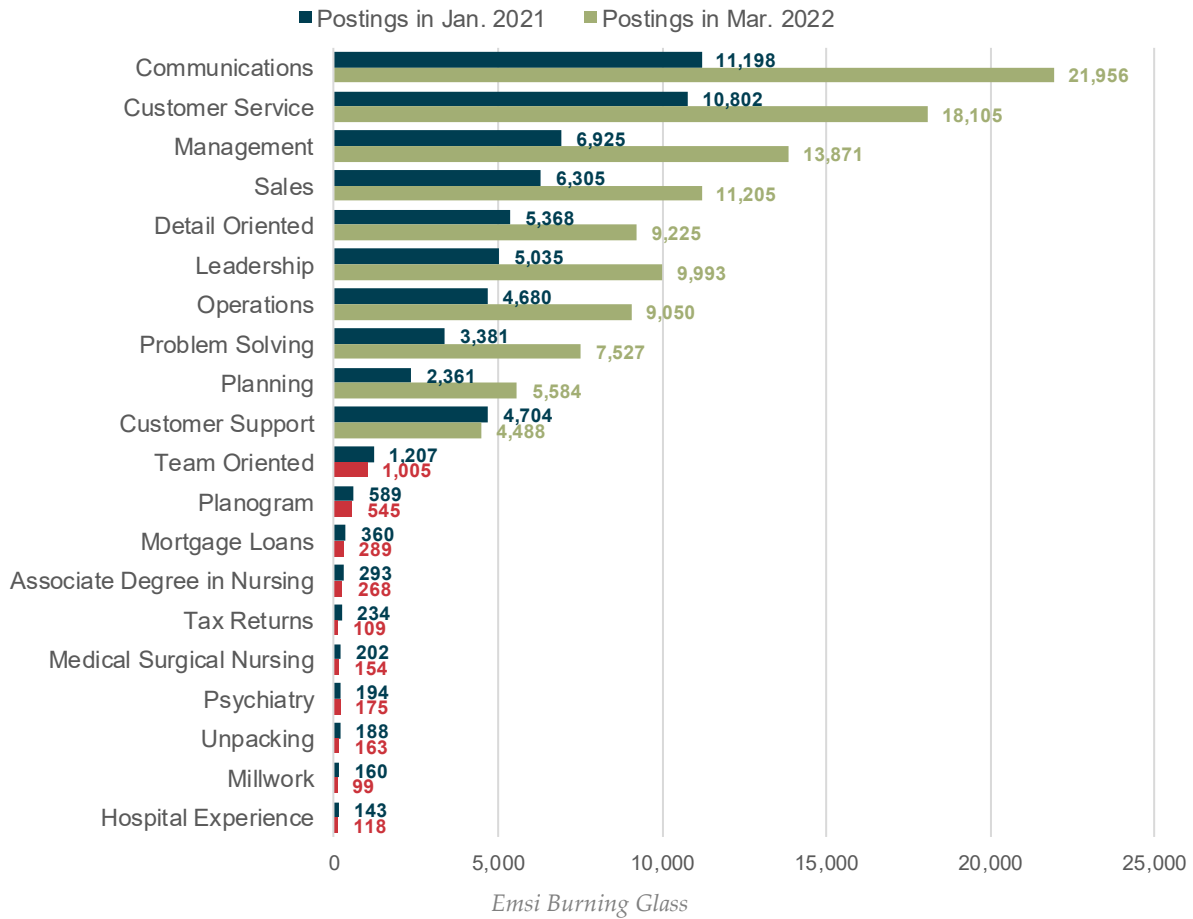
57%
Open to entry-level workers

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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)	Customer Support	Trinity Health
Bachelor of Science in Business	Auditing	SpartanNash
Bachelor Of Science in Nursing (BSN)	Marketing	Meijer
American Medical Technologists	Accounting	Fettig
Certified Medical Assistant	Warehousing	Mary Free Bed Rehabilitation Hospital
Master of Business Administration (MBA)	Selling Techniques	Walmart
NHA Certified	Restaurant Operation	Deloitte
Associate Degree in Nursing	Basic Life Support	Robert Half

Real-Time Demand | Fastest Growing Skills | Q1 2022

Hot and Cold Skills, West Michigan



High Growth Credentials	High Growth Soft Skills	High Growth Hard Skills
Certified Clinical Medical Assistant	Curiosity	DISC Assessments
Barber License	Consulting	Customer Support
Radiology Certification	Advocacy	Cascading Style Sheets (CSS)
ANCC Certified	Information Technology	Business Requirements
CIAC Certified Management Consultant	Business Administration	Agile Methodology
Certified Information Security Manager	Influencing Skills	Business Process
Chartered Financial Analyst	Adaptability	Computer Science
Certified Professional Coder	Microsoft PowerPoint	Data Analysis
Secret Clearance	Business Acumen	Procurement
Cisco Certified Security Professional	Innovation	Electronic Medical Record

Sector

Focus

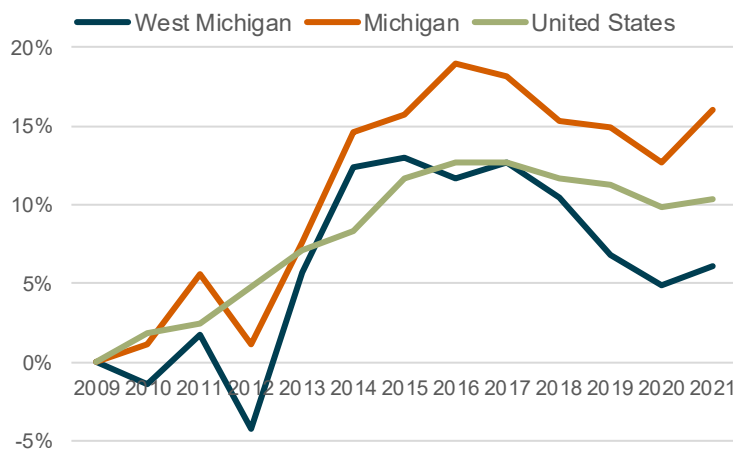


Agriculture

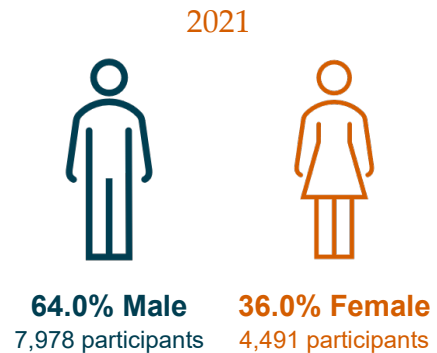
2021 Employment	Trend	Average Earnings	Total Wages
12,469	▲ (10.0%)	\$44,935 Annual, 2021	\$560.3 million in 2021

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 317 job openings in West Michigan in the first quarter of 2022, with a median advertised hourly wage of \$18.03. This represents a 13.2 percent increase in job openings from Q4 2021, with median advertised hourly wages in this sector remaining stagnant over the quarter.

Industry Employment Growth, Indexed to 2009



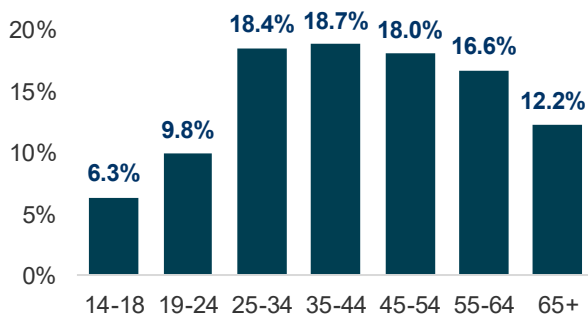
Gender Distribution



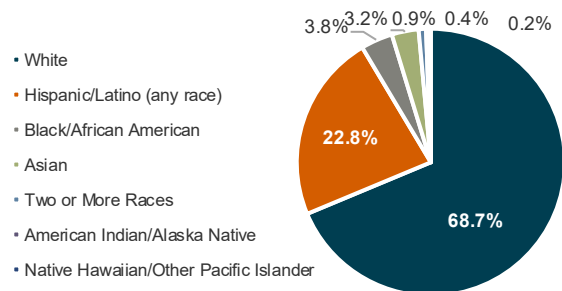
Industry Demographics

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

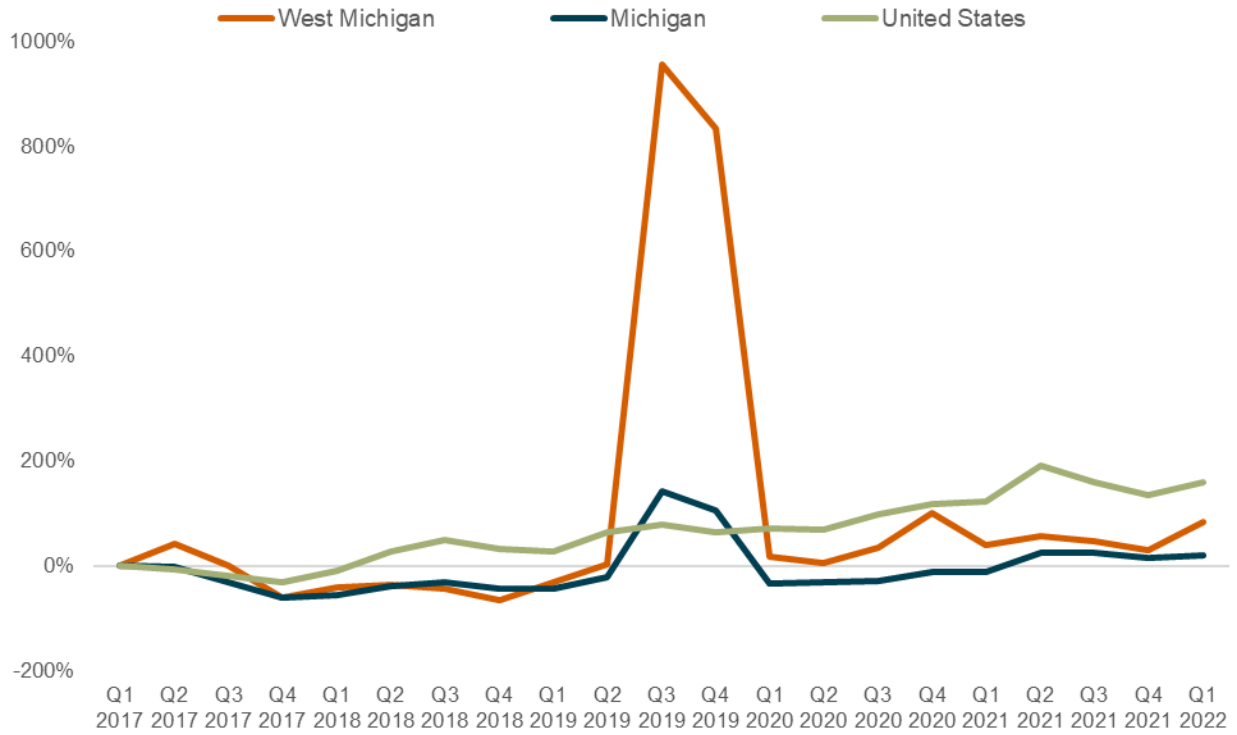


Industry Employment by Skill-level, 2021



Agriculture | Ads by Location and Education | Q1 2022

Growth in Online Job Ads, Indexed to Q1 2017



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Job Ads by Education Requirement, West Michigan (Q1 2022)



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Top Posted Cities

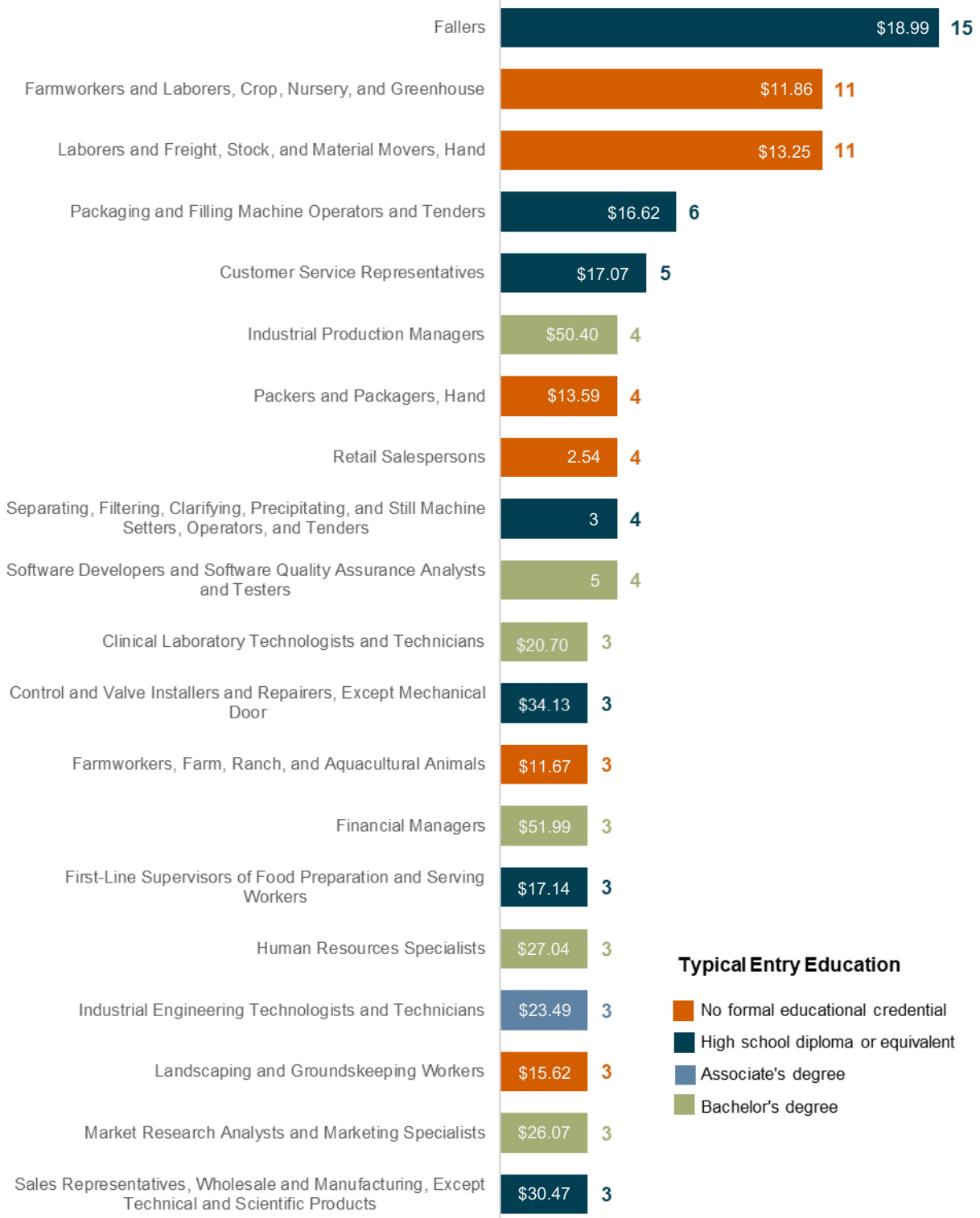
Grand Rapids: 37 Ads
 Coopersville: 31 Ads
 Holland: 29 Ads
 Shelby: 15 Ads
 Zeeland: 13 Ads
 Byron Center: 9 Ads
 Grand Haven: 8 Ads
 Hudsonville: 6 Ads
 Alto: 4 Ads
 Clarksville: 4 Ads

Top Posted Companies

Fairlife, LLC: 31 Ads
 Stow International: 26 Ads
 Bartlett: 17 Ads
 Wtw Corp: 12 Ads
 Green Arrow: 11 Ads
 Walters Gardens: 7 Ads
 Spring Meadow Nursery: 7 Ads
 Sawyer Nursery: 5 Ads
 Troy Peterson: 5 Ads
 Northwest Hardwoods: 4 Ads

Agriculture | Top Posted Occupations | Q1 2022

Top Posted Agriculture Occupations, West Michigan (Q1 2022)



Emsi Burning Glass

Agriculture | Wages and In-demand Skills | Q1 2022

Overview of Agriculture Wages

Nine of the top twenty most in-demand Agriculture-related jobs in West Michigan offered a median wage greater than \$20 per hour in 2022, according to the Bureau of Labor Statistics (BLS). Financial Managers offered the highest median wage at \$51.99 per hour and were among six occupations on the list that typically require a Bachelor's degree for entry. Conversely, Control and Valve Installers and Repairers were the 4th highest paid in-demand occupation in Q1, earning a median hourly wage of \$34.13, and typically requires a high school diploma. Landscaping and Groundskeeping Workers were the highest paid occupation with no formal education requirement, earning a median hourly wage of \$15.62, and ranked in as the 15th highest paid in-demand Agriculture position this quarter.

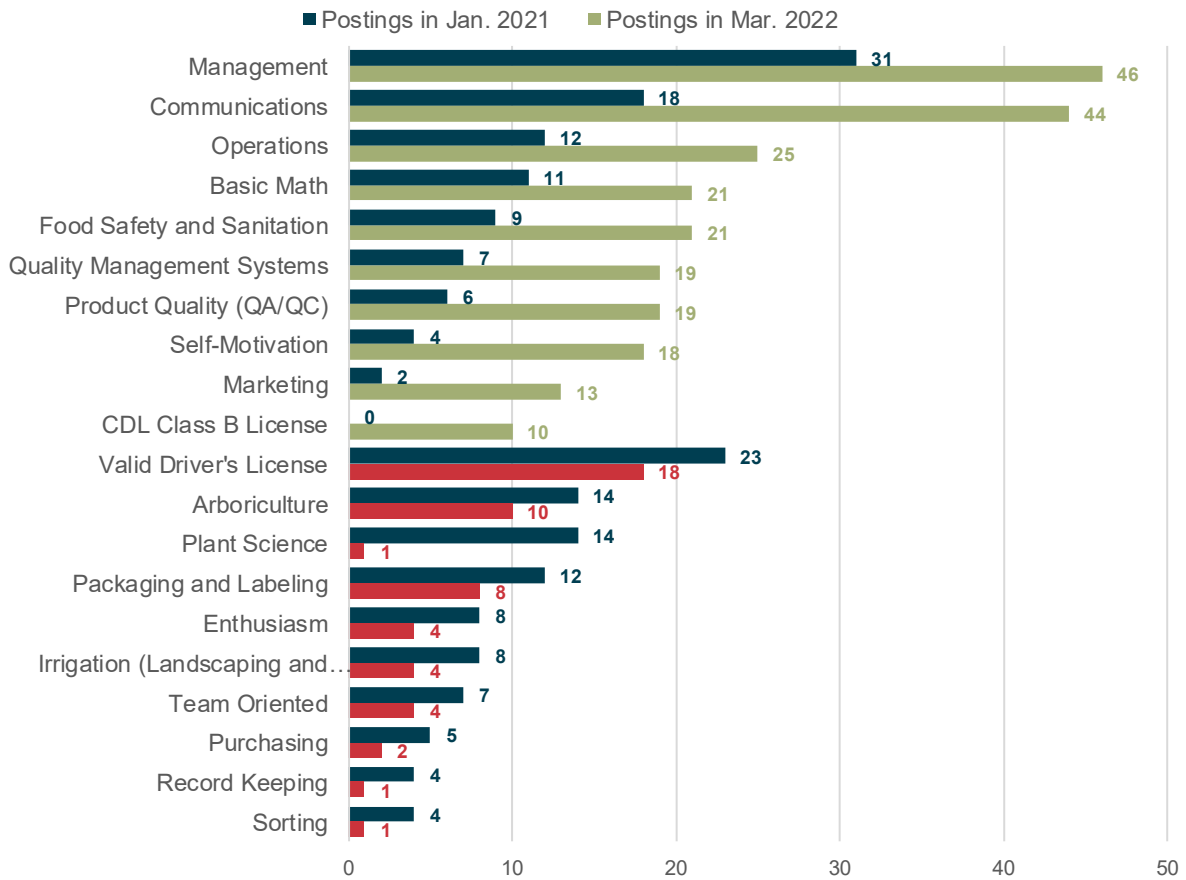
Wages for Top 10 In-demand Agriculture Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Fallers	2	\$18.99	\$12.94	\$15.31	\$28.37	\$35.42
Laborers and Freight, Stock, and Material Movers, Hand	3,339	\$13.25	\$10.34	\$11.28	\$17.09	\$20.65
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	220	\$11.86	\$9.65	\$9.92	\$15.54	\$20.46
Packaging and Filling Machine Operators and Tenders	465	\$16.62	\$11.43	\$13.35	\$19.83	\$23.70
Customer Service Representatives	1,537	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90
Industrial Production Managers	169	\$50.40	\$33.75	\$41.53	\$63.69	\$81.33
Software Developers and Software Quality Assurance Analysts and Testers	363	\$38.55	\$23.88	\$30.83	\$47.05	\$54.76
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	40	\$18.03	\$12.65	\$15.11	\$21.58	\$26.65
Packers and Packagers, Hand	779	\$13.59	\$10.54	\$11.90	\$15.29	\$17.88
Retail Salespersons	2,799	\$12.54	\$10.23	\$11.04	\$15.04	\$19.52

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
CDL Class B License	Food Safety and Sanitation	Management
Commercial Driver's License (CDL)	Quality Management Systems	Communications
Bachelor of Science in Business	Product Quality (QA/QC)	Operations
Certified Internal Auditor	Auditing	Basic Math
Professional in Human Resources	Good Manufacturing Practices	Troubleshooting (Problem Solving)
Certified in Logistics Transportation ...	Hand Tools	Valid Driver's License
Pesticide Applicator License	Warehousing	Detail Oriented
Certified Forklift Operator	Palletizing	Willingness to Learn
APICS Certified Supply Chain...	Arboriculture	Leadership
Senior Professional in Human ...	Marketing	Lifting Ability

Agriculture | Fastest Growing Skills | Q1 2022


Hot and Cold Skills, Agriculture, West Michigan



Emsi Burning Glass

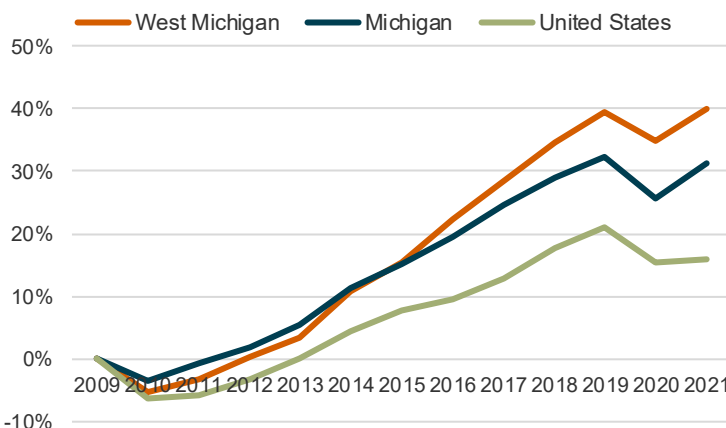
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
CDL Class B License	Marketing	Innovation
Commercial Driver's License (CDL)	Key Performance Indicators (KPIs)	Decision Making
Certified Internal Auditor	Weed Control	Self-Motivation
Bachelor Of Science in Business	SQL (Programming Language)	Training and Development
Certified In Logistics Transportation ...	Data Analysis	Self Starter
Certified International Property...	Product Quality (QA/QC)	Supervision
APICS Certified Supply Chain...	Dashboard	Quality Assurance
	Equipment Operation	Written Communication
	Laboratory Testing	Interpersonal Communications
	Landscaping	Editing

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 2,350 job openings in this sector in West Michigan during the first quarter of 2022, with a median advertised wage of \$20.00 per hour. The volume of job openings increased by 8.3 percent (180) from the previous quarter, while the median advertised hourly wage grew by \$0.62 (3.2%) from Q4.

Industry Employment Growth, Indexed to 2009



Gender Distribution

2021



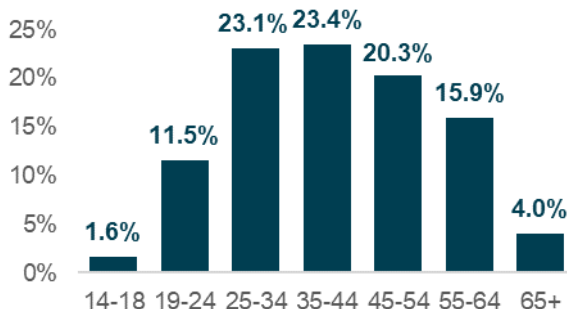
86.3% Male
31,399 participants

13.7% Female
4,966 participants

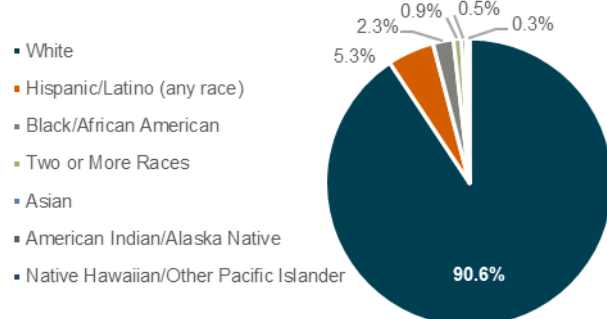
Industry Demographics

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

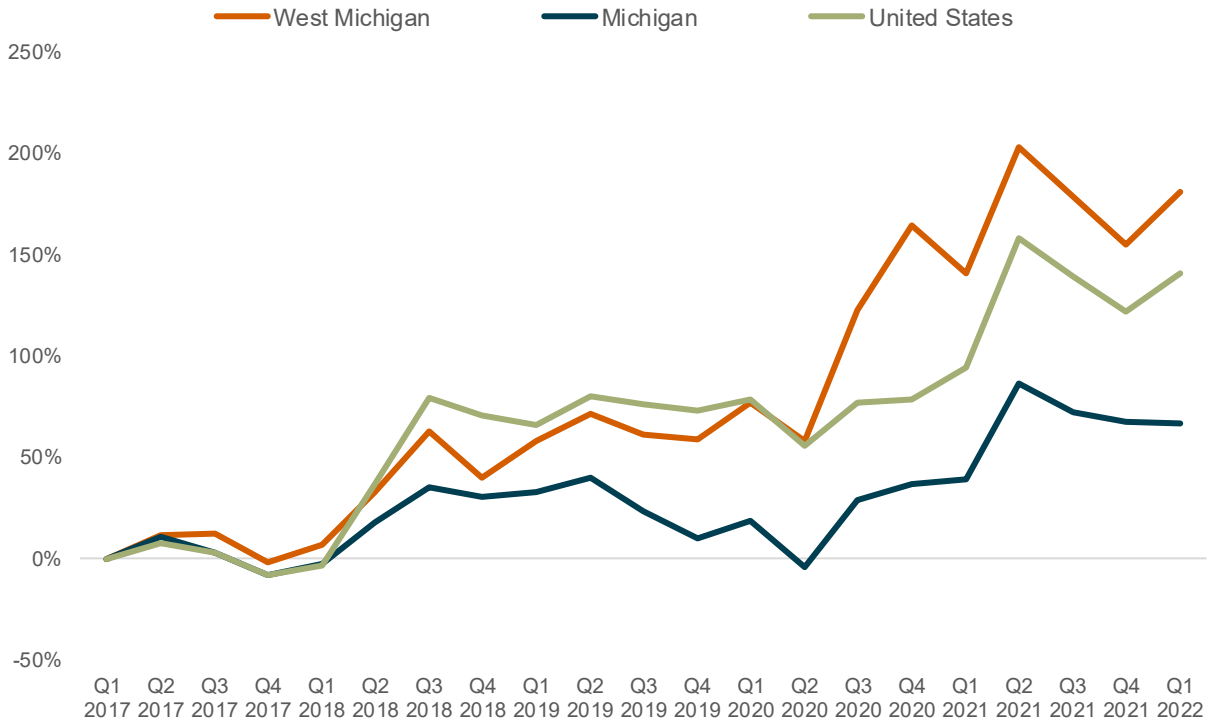


Industry Employment by Skill-level, 2021



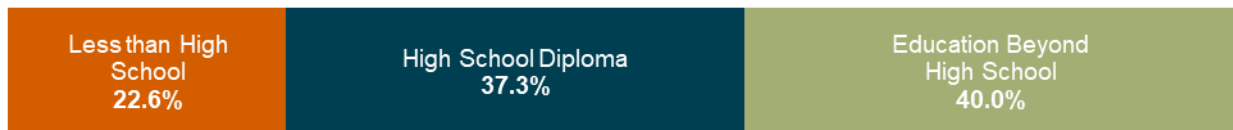
Energy & Construction | Ads by Location and Education | Q1

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q1 2022)



Emsi Burning Glass

Top Posted Cities

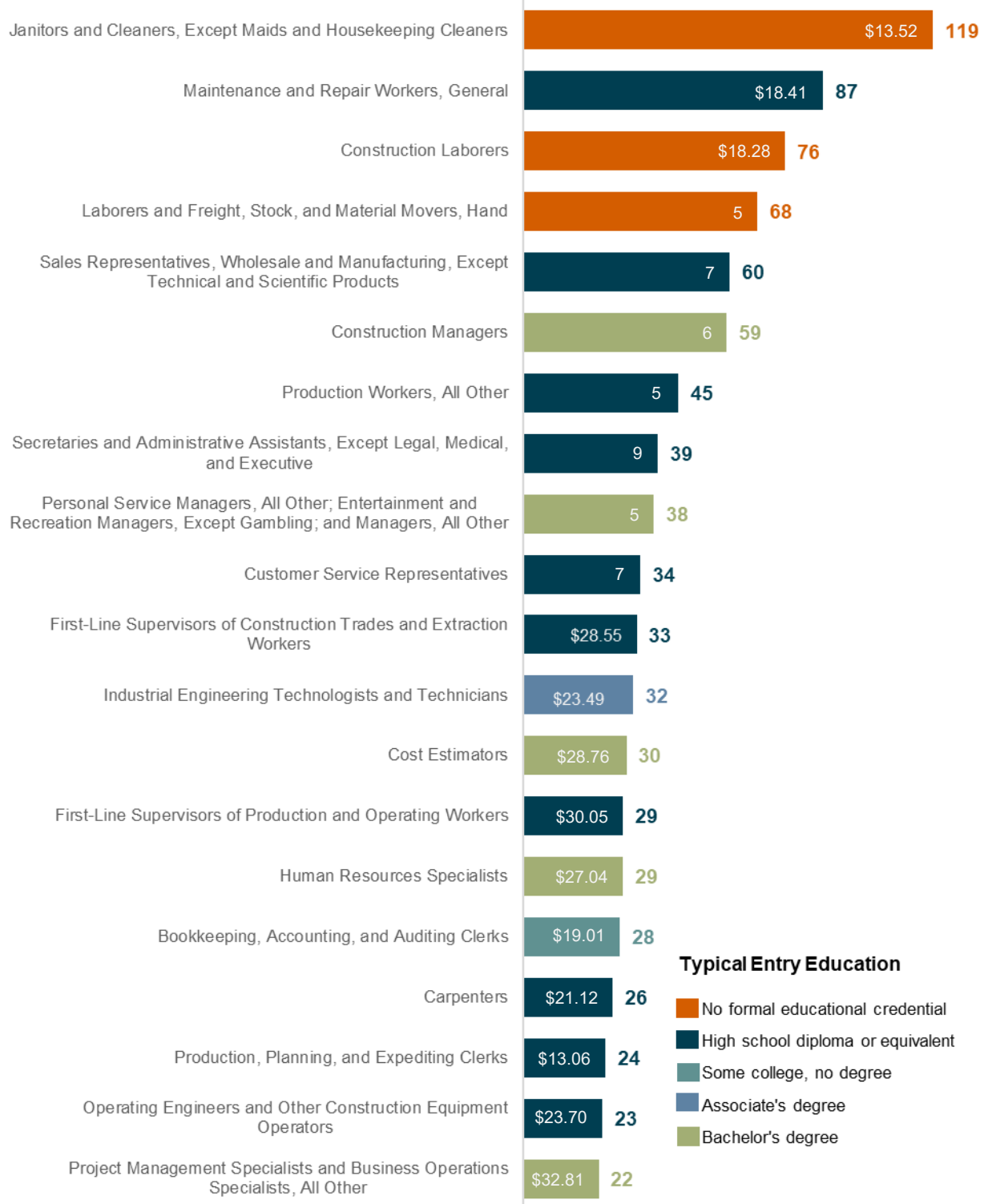
Grand Rapids: 1,172 Ads
 Holland: 374 Ads
 Muskegon: 77 Ads
 Ludington: 61 Ads
 Wyoming: 58 Ads
 Grandville: 56 Ads
 Big Rapids: 49 Ads
 Zeeland: 49 Ads
 Hudsonville: 33 Ads
 Jenison: 33 Ads

Top Posted Companies

Haworth: 240 Ads
 Suburban Inns: 138 Ads
 Enviro-Clean: 113 Ads
 Bissell: 96 Ads
 Consumers Energy: 81 Ads
 Reyes Holdings: 59 Ads
 Kent County: 56 Ads
 City of Grand Rapids: 55 Ads
 DTE Energy: 40 Ads
 Infinity Home Improvement: 33 Ads

Energy & Construction | Top Posted Occupations | Q1 2022

Top Posted Energy & Construction Occupations, West Michigan (Q1 2022)



Emsi Burning Glass

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

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 Q1 2022, according to the Bureau of Labor Statistics (BLS). Personal Service Managers offered the highest median wage, at \$44.25 per hour, and were among the five positions on the list that typically require a Bachelor's degree. Conversely, Sales Representatives, Wholesale and Manufacturing were the 4th highest paid in-demand occupation in this industry, with a median hourly wage of \$30.47, 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 15th highest paid position this quarter.

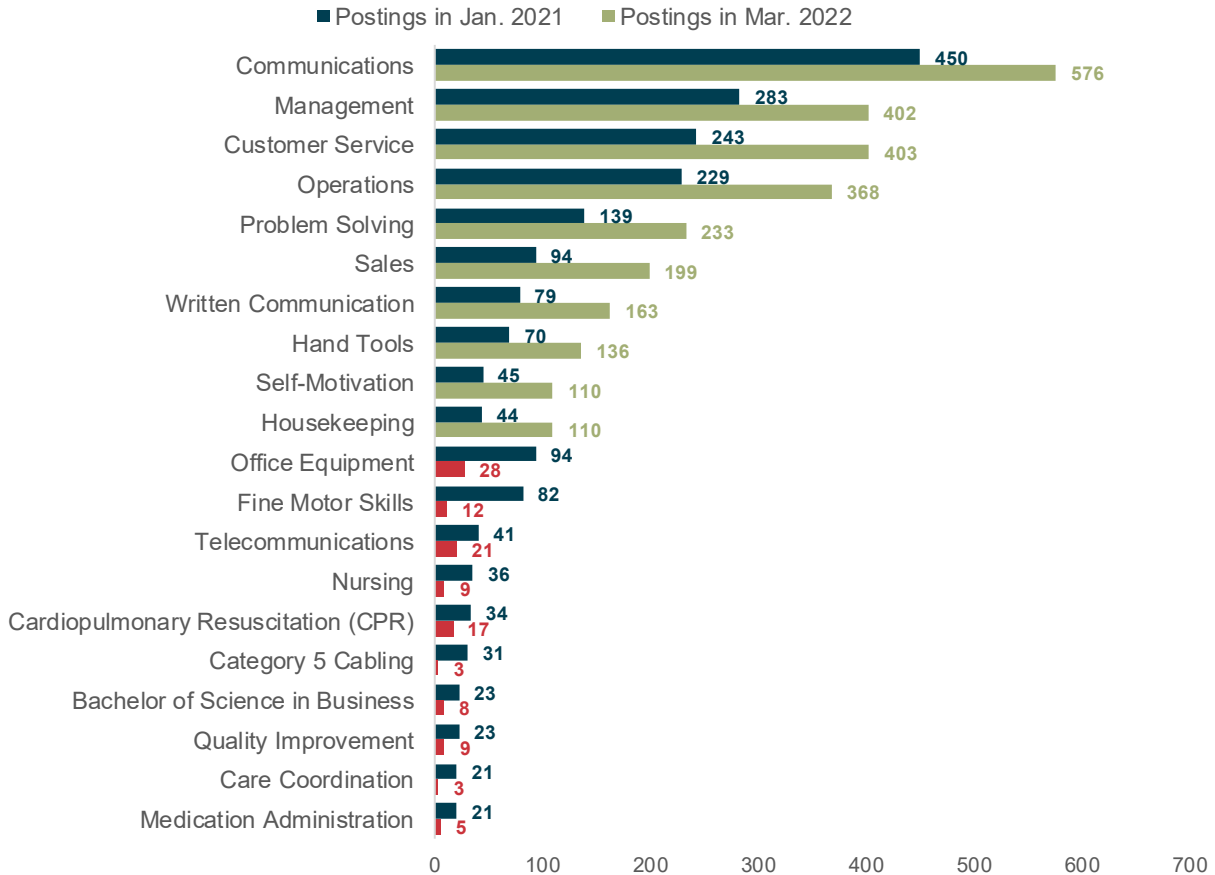
Wages for Top 10 In-demand Energy & Construction Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,935	\$13.52	\$10.34	\$11.52	\$15.76	\$19.58
Maintenance and Repair Workers, General	647	\$18.41	\$11.36	\$13.97	\$23.85	\$28.92
Construction Laborers	519	\$18.28	\$12.82	\$15.05	\$22.13	\$25.78
Laborers and Freight, Stock, and Material Movers, Hand	3,339	\$13.25	\$10.34	\$11.28	\$17.09	\$20.65
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,041	\$30.47	\$16.24	\$21.16	\$42.75	\$59.37
Construction Managers	110	\$43.36	\$27.67	\$33.54	\$56.47	\$75.32
Production Workers, All Other	229	\$22.45	\$15.33	\$17.90	\$27.84	\$31.44
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	830	\$18.09	\$12.60	\$15.16	\$22.10	\$26.40
Personal Service and Recreation Managers	88	\$44.25	\$22.47	\$30.84	\$59.53	\$73.69
Customer Service Representatives	1,537	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Construction	Communications
Bachelor Of Science in Business Administration	Microsoft Office	Management
ServSafe Certification	Microsoft Excel	Customer Service
Journeyman Lineman	Hand Tools	Valid Driver's License
Pallet Jack Certification	Marketing	Operations
Certified Forklift Operator	Warehousing	Lifting Ability
Alcohol Certification	Accounting	Problem Solving
Bachelor Of Science in Business	Mechanics	Detail Oriented
Project Management Professional...	Subcontracting	Leadership
Pesticide Applicator License	Materials Transport	Sales

Energy & Construction | Fastest Growing Skills | Q1 2022


Hot and Cold Skills, Energy & Construction, West Michigan



Emsi Burning Glass

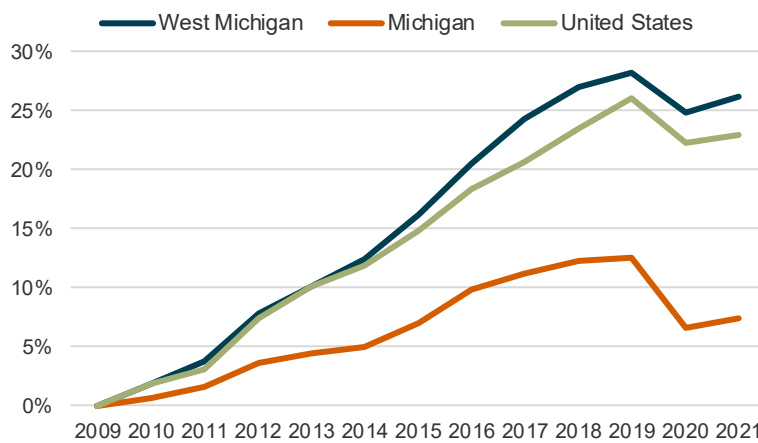
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Journeyman Lineman	Cascading Style Sheets (CSS)	Listening Skills
NICET Level II Certification	Microsoft Access	Project Design
Certified Quality Engineer	Procore	Diplomacy
Certified Forklift Operator	Adobe Photoshop	Retail Sales
Bachelor Of Science in Business...	WebKit	Ideation
ServSafe Certification	Management Information Systems	Trustworthiness
Tanker Endorsement	Product Quality (QA/QC)	Dollies
Operator Certification	Fabrication	Tape Measure
Bachelor Of Science in Nursing (BSN)	Adobe Illustrator	Business Ethics
CDL Class B License	Product Lining	Dealing With Ambiguity

Health Care

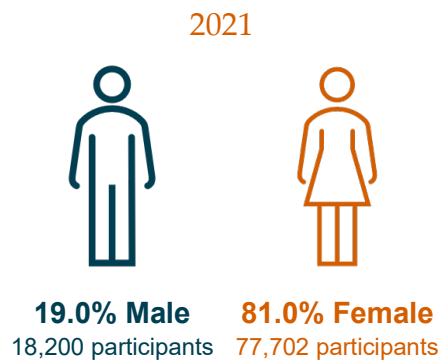
2021 Employment	Trend	Average Earnings	Total Wages
95,902	 (1.0%)	\$68,964 Annual, 2021	\$6.6 billion in 2021

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 14,800 job openings in West Michigan's Health Care industry in the first quarter of 2022, with a median advertised wage of \$16.31 per hour. Employer demand has grown slightly from Q4, with 389 (2.7%) more advertisements this quarter, while advertised wages have grown 6.0% (\$0.93) to achieve a median rate of \$16.31 per hour.

Industry Employment Growth, Indexed to 2009



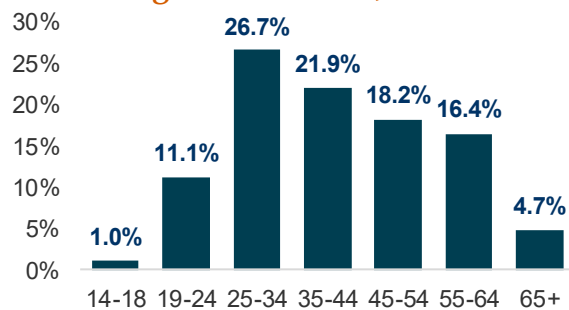
Gender Distribution



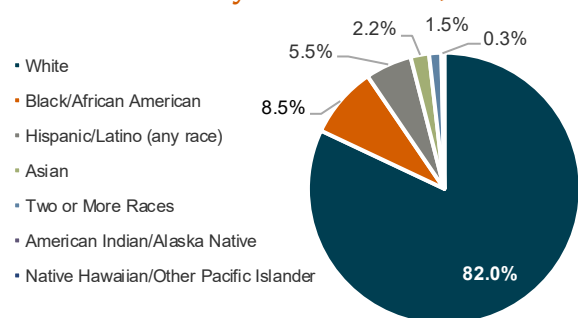
Industry Demographics

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.

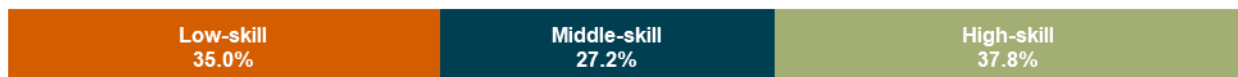
Age Distribution, 2021



Race/Ethnicity Distribution, 2021

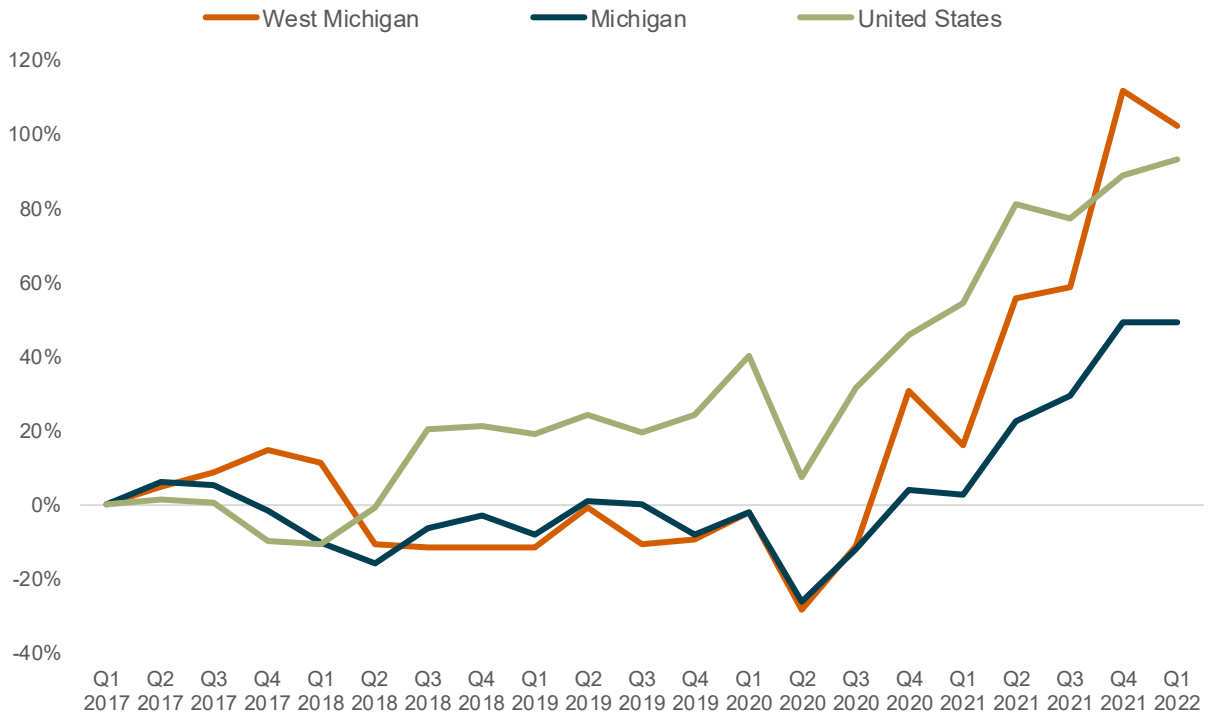


Industry Employment by Skill-level, 2021



Health Care | Ads by Location and Education | Q1 2022

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q1 2022)



Emsi Burning Glass

Top Posted Cities

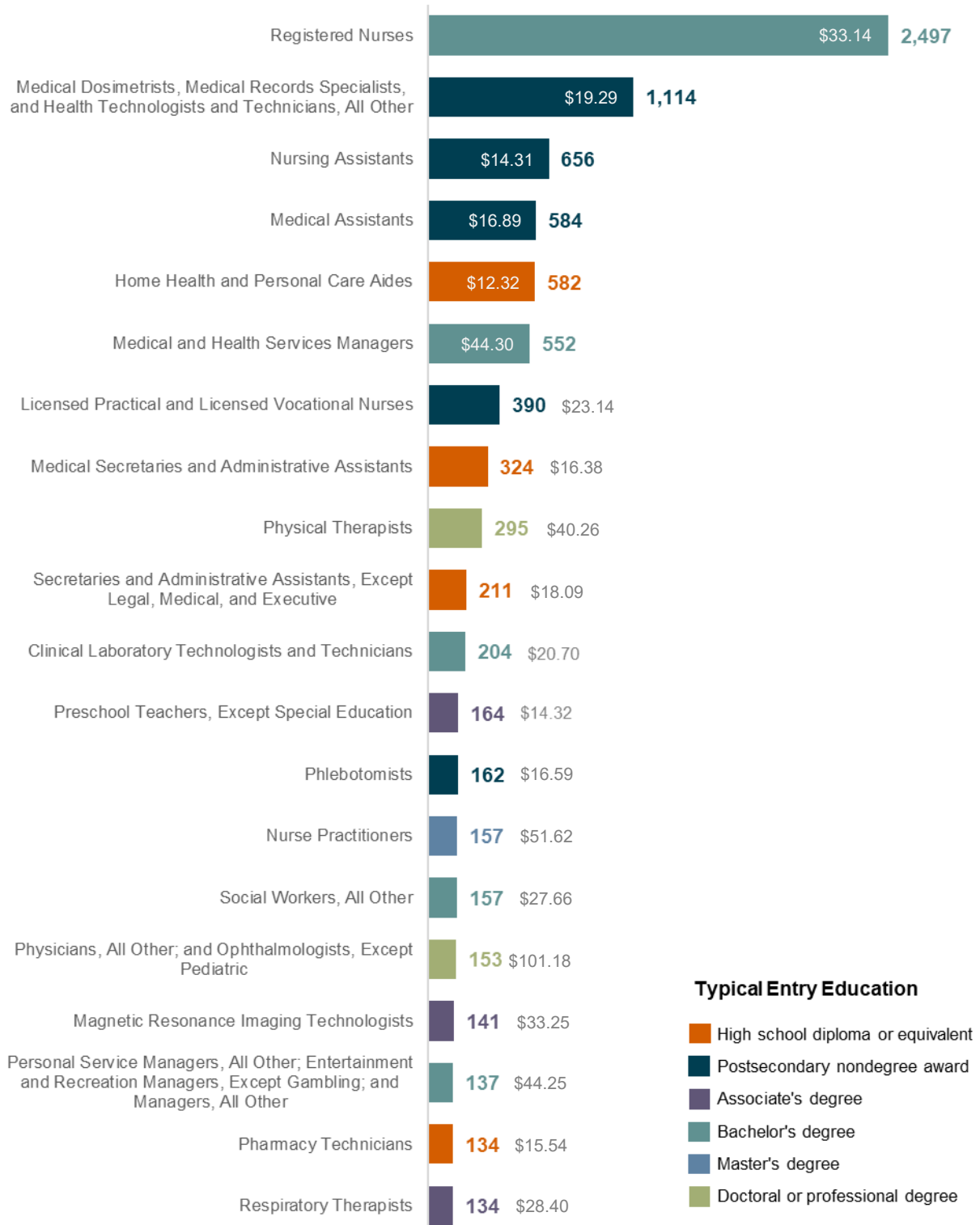
Grand Rapids: 8,281 Ads
 Muskegon: 1,650 Ads
 Holland: 589 Ads
 Wyoming: 360 Ads
 Zeeland: 238 Ads
 Shelby: 236 Ads
 Hastings: 227 Ads
 Fremont: 214 Ads
 Greenville: 202 Ads
 Big Rapids: 186 Ads

Top Posted Companies

Spectrum Health: 3,372 Ads
 Lakeland Regional Health: 1,721 Ads
 Trinity Health: 1,631 Ads
 Mary Free Bed Rehabilitation Hospital: 660 Ads
 Mercy Health: 512 Ads
 Holy Cross Hospital: 446 Ads
 St. Francis Medical Center: 364 Ads
 Ascension: 217 Ads
 CareInHomes.: 207 Ads
 Samaritas: 203 Ads

Health Care | Top Posted Occupations | Q1 2022

Top Posted Health Care Occupations, West Michigan (Q1 2022)



Emsi Burning Glass

Health Care | Wages and In-demand Skills | Q1 2022

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 first quarter of 2022, 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 10th 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 13th highest paid in-demand role of Q1.

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

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Registered Nurses	1,188	\$33.14	\$26.29	\$28.88	\$37.85	\$41.67
Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians	100	\$19.29	\$13.94	\$16.26	\$24.27	\$29.82
Nursing Assistants	1,167	\$14.31	\$11.92	\$12.92	\$15.94	\$18.09
Medical Assistants	477	\$16.89	\$13.00	\$14.75	\$18.88	\$20.40
Home Health and Personal Care Aides	1,813	\$12.32	\$10.22	\$11.02	\$14.45	\$16.63
Medical and Health Services Managers	205	\$44.30	\$27.96	\$34.41	\$56.15	\$73.34
Licensed Practical and Licensed Vocational Nurses	199	\$23.14	\$19.70	\$21.04	\$25.65	\$29.17
Medical Secretaries and Administrative Assistants	480	\$16.38	\$12.90	\$14.24	\$18.67	\$20.51
Physical Therapists	75	\$40.26	\$31.28	\$34.69	\$45.94	\$49.71
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	830	\$18.09	\$12.60	\$15.16	\$22.10	\$26.40

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Licensed Practical Nurse	Nursing	Communications
Certified Nursing Assistant	Basic Life Support	Leadership
Bachelor Of Science in Nursing (BSN)	Medical Records	Management
American Medical Technologists	Nursing Care	Customer Service
Certified Medical Assistant	Quality Improvement	Coordinating
National Affordable Housing ...	Electronic Medical Record	Planning
Certified Clinical Medical Assistant	Cardiopulmonary Resuscitation (CPR)	Advocacy
NHA Certified	Rehabilitation	Teaching
Associate Degree in Nursing	Medical Assistance	Research
American Registry of Radiologic ...	Vital Signs	Operations

Health Care | Fastest Growing Skills | Q1 2022

Hot and Cold Skills, Health Care, West Michigan



Emsi Burning Glass

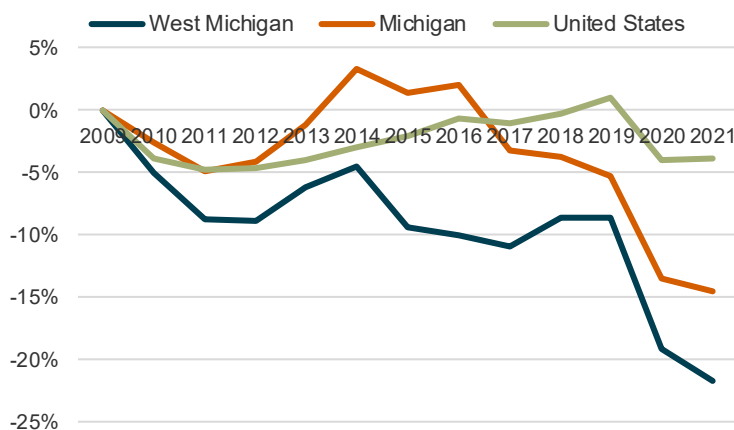
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Clinical Medical Assistant	Cascading Style Sheets (CSS)	Ethical Principles
ANCC Certified	Grills	Addressing Ethical Concerns
NHA Certified	Point-Of-Care Testing	Ethical Conduct
Certified Professional Coder	Customer Support	Persistence
Magnetic Resonance Imaging Technologist	Operational Efficiency	Aesthetics
Registered Health Information Administrator	Health Information Management	Self-Sufficiency
Certified Loss Control Specialist	Quality Monitoring	Cultural Sensitivity
Certified Coding Specialist	Workday (Software)	Growth Mindedness
Registered Health Information Technician	Claims Resolution	Team Performance Management
Psychiatric-Mental Health Nurse Practitioner	Medical Software	Information Organization

Information Technology and Media

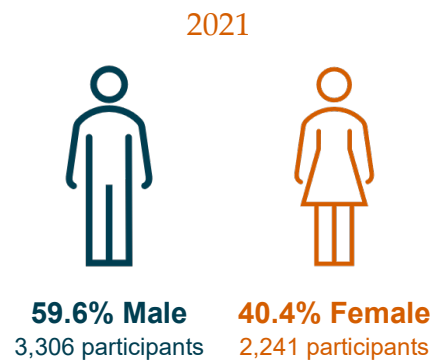
2021 Employment	Trend	Average Earnings	Total Wages
5,547	▼ (-3.1%)	\$80,062 Annual, 2021	\$444.1 million in 2021

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 1,300 job openings in West Michigan in the first quarter of 2022, with a median advertised wage of \$21.60 per hour. The volume of postings grew by 13.3 percent (157) from the previous quarter, while the median advertised wage remained stagnant at \$21.60 per hour — the highest posted wage of any industry.

Industry Employment Growth, Indexed to 2009



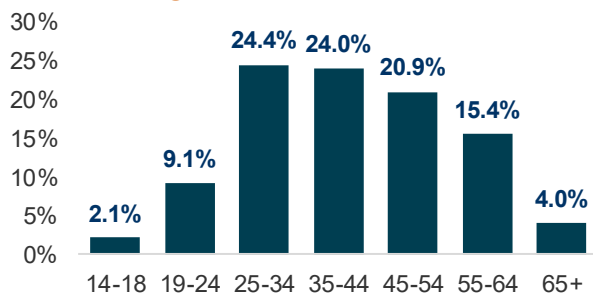
Gender Distribution



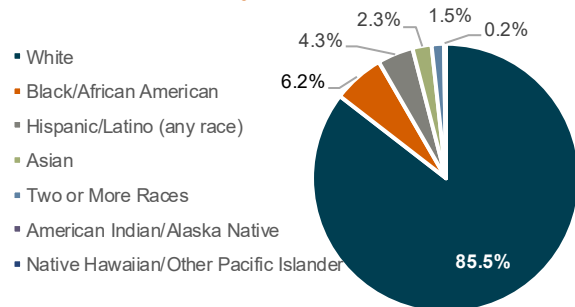
Industry Demographics

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.

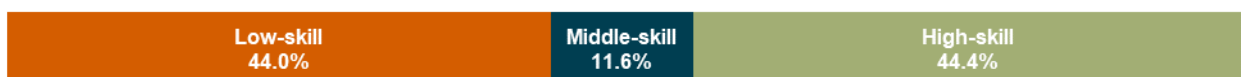
Age Distribution, 2021



Race/Ethnicity Distribution, 2021

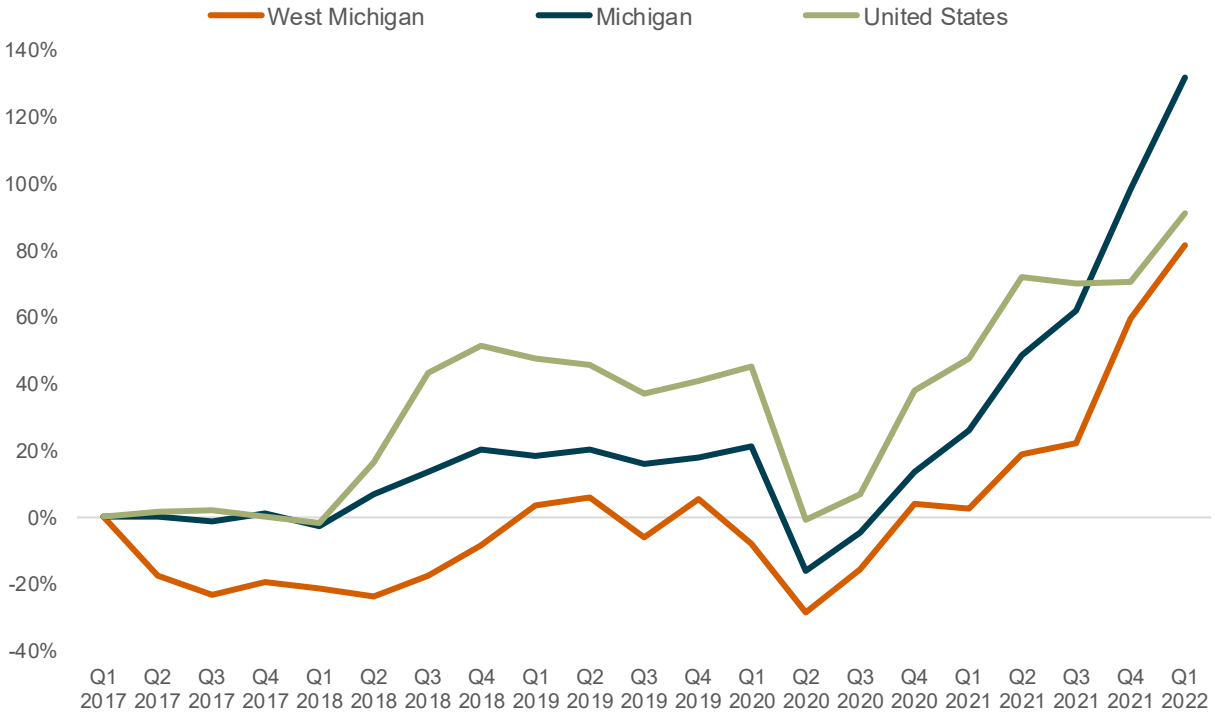


Industry Employment by Skill-level, 2021



IT & Media | Ads by Location and Education | Q1 2022

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q1 2022)



Emsi Burning Glass

Top Posted Cities

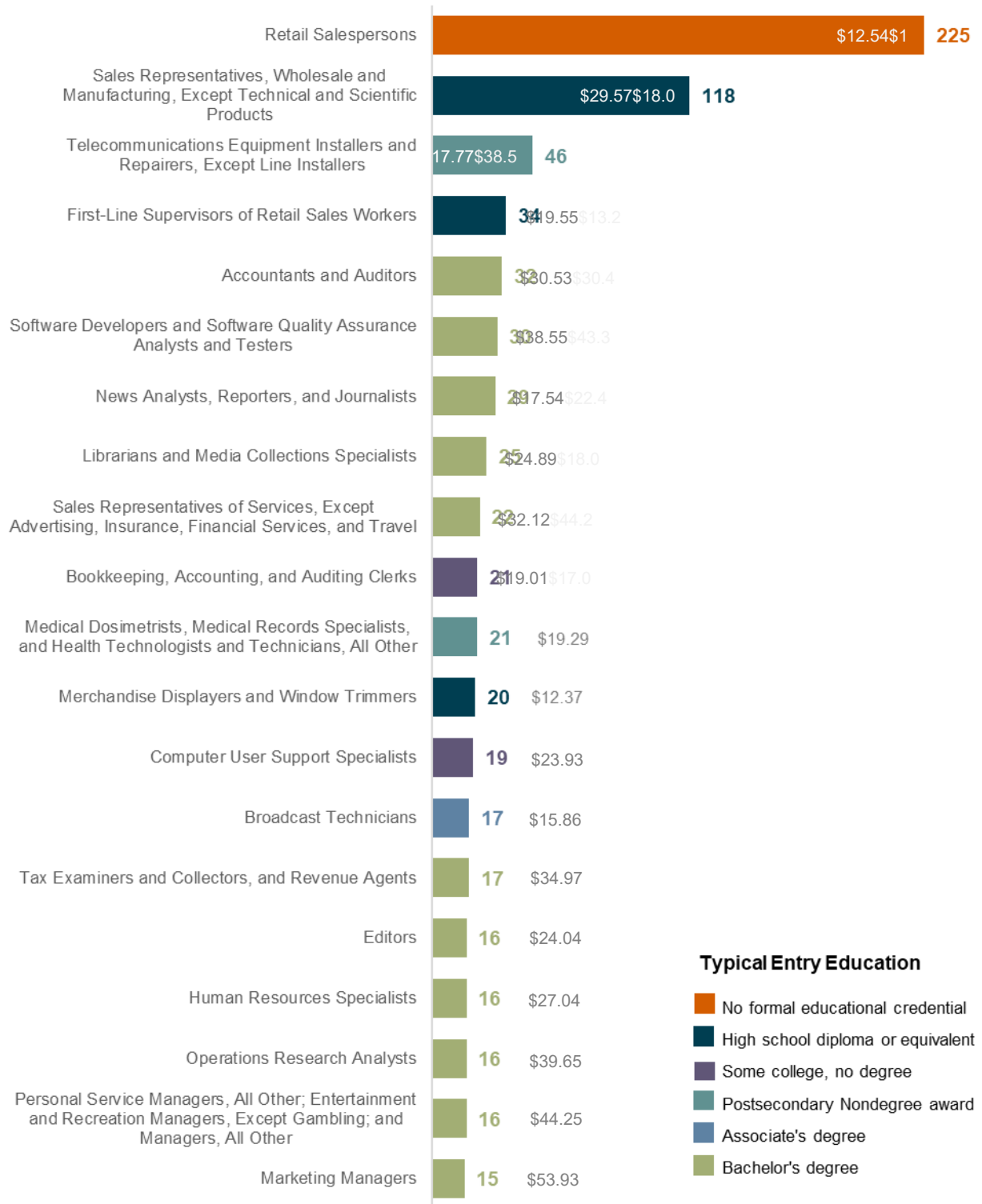
Grand Rapids: 723 Ads
 Holland: 94 Ads
 Ada: 53 Ads
 Muskegon: 50 Ads
 Wyoming: 50 Ads
 Grandville: 30 Ads
 Comstock Park: 23 Ads
 Shelby: 22 Ads
 Byron Center: 21 Ads
 Greenville: 20 Ads

Top Posted Companies

Verizon Communications: 167 Ads
 The Hatcher Agency: 139 Ads
 Spectrum: 107 Ads
 Dish: 64 Ads
 Comcast: 64 Ads
 Intuit: 58 Ads
 Nexstar Media Group: 57 Ads
 Tribune Company: 41 Ads
 Kent District Library: 39 Ads
 Us Signal: 36 Ads

IT & Media | Top Posted Occupations | Q1 2022

Top Posted IT and Media Occupations, West Michigan (Q1 2022)



Emsi Burning Glass

IT & Media | Wages and In-demand Skills | Q1 2022

Overview of Information Technology and Media Wages

Twelve of the top twenty most in-demand IT & Media jobs in West Michigan offered a median wage greater than \$20 per hour in the first quarter of 2022, according to the Bureau of Labor Statistics (BLS). Marketing Managers offered the highest median wage, at \$53.93 per hour, and were among 11 occupations on the list that typically require a Bachelor's degree. Sales Representatives (wholesale and manufacturing) were the 8th 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 Q1, it offered the second lowest median wage of the top 20 in-demand roles, at \$12.54 per hour, and was the only job with no education requirement.

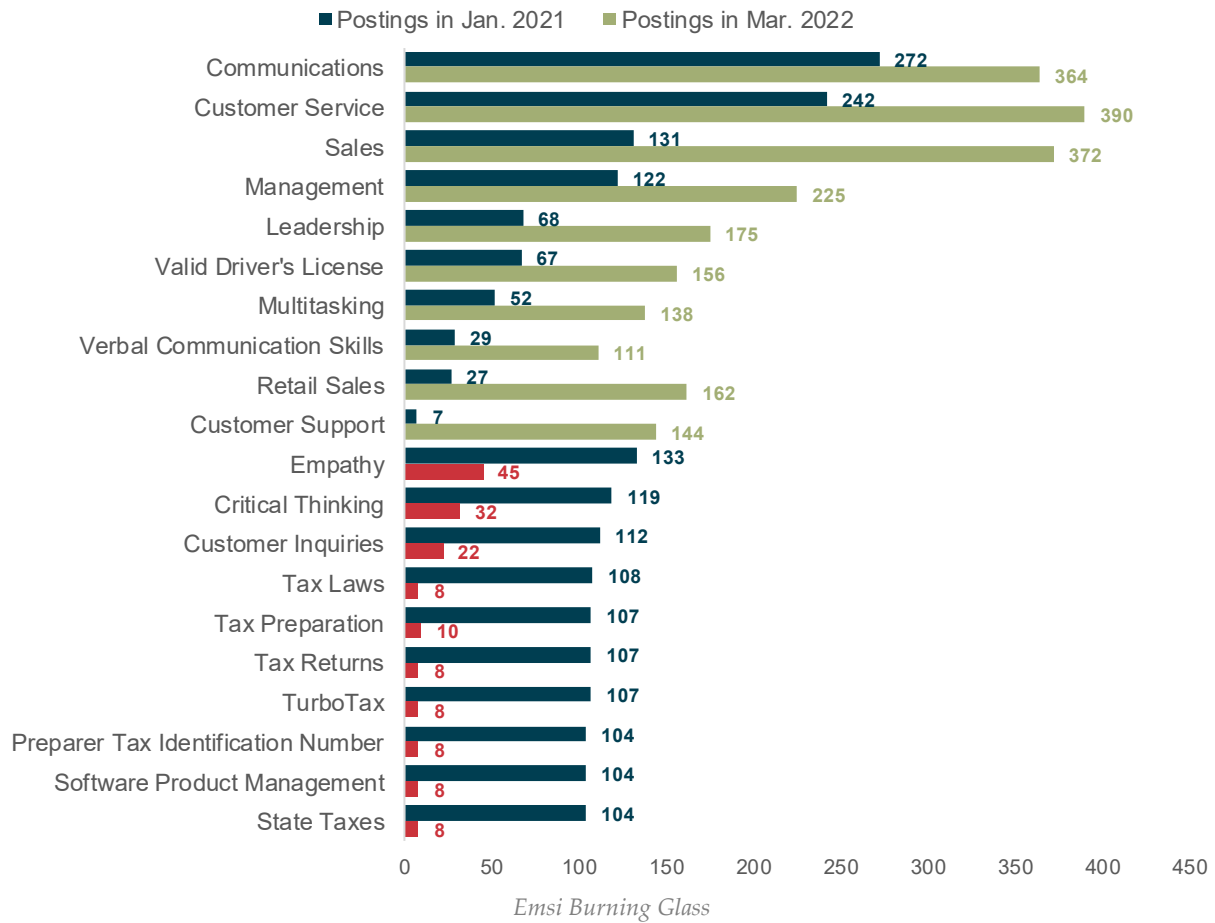
Wages for Top 10 In-demand IT & Media Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Retail Salespersons	2,799	\$12.54	\$10.23	\$11.04	\$15.04	\$19.52
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	443	\$29.57	\$16.84	\$22.00	\$39.77	\$59.41
Telecommunications Equipment Installers and Repairers	40	\$17.77	\$12.17	\$13.93	\$26.94	\$32.35
First-Line Supervisors of Retail Sales Workers	564	\$19.55	\$13.01	\$15.53	\$26.84	\$32.17
Accountants and Auditors	477	\$30.53	\$20.52	\$24.71	\$39.76	\$50.99
Software Developers, Quality Assurance Analysts and Testers	363	\$38.55	\$23.88	\$30.83	\$47.05	\$54.76
News Analysts, Reporters, and Journalists	10	\$17.54	\$11.42	\$13.34	\$26.48	\$40.72
Librarians and Media Collections Specialists	45	\$24.89	\$15.69	\$18.84	\$31.26	\$37.87
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	70	\$32.12	\$18.93	\$24.52	\$43.70	\$72.00
Bookkeeping, Accounting, and Auditing Clerks	680	\$19.01	\$13.08	\$16.01	\$22.81	\$26.08

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Public Accountant	Customer Support	Customer Service
Cisco Certified Network Associate	Accounting	Communications
Bachelor of Science in Business	Marketing	Sales
Project Management Professional Certification	Office Equipment	Management
Commercial Driver's License (CDL)	Telecommunications	Detail Oriented
Microsoft Certified Professional	Bilingual (Spanish/English)	Valid Driver's License
Microsoft Certified Systems Engineer	Auditing	Leadership
Insurance License	Selling Techniques	Problem Solving
CompTIA Certification	Business Requirements	Operations
PMI Agile Certified Practitioner	Finance	Retail Sales

IT & Media | Fastest Growing Skills | Q1 2022

Hot and Cold Skills, IT & Media, West Michigan



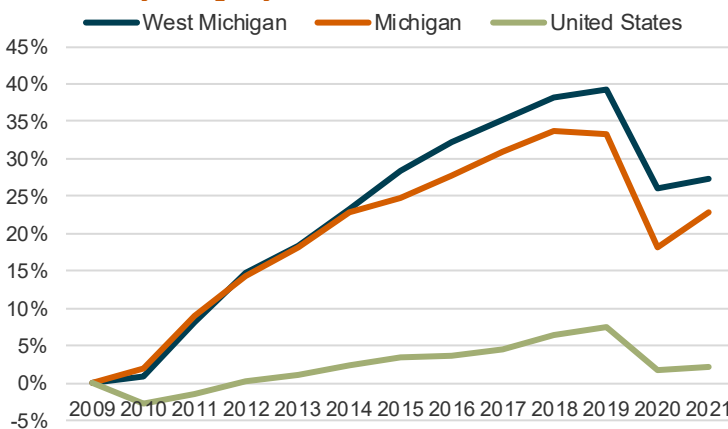
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Bachelor Of Science in Business	Broadcasting	Decision Making
Cisco Certified Network Associate	Multicasting	Accountability
Commercial Driver's License (CDL)	Business Requirements	Innovation
Project Management Professional Certification	Brokerage	Smartphone Operation
Basic Life Support	Customer Support	Mobile Devices
Microsoft Certified Systems Engineer	Project Management	Computer Terminals
Professional in Human Resources	Power BI	Training And Development
Senior Professional In Human Resources	Power Tool Operation	Collaboration
NIST Cybersecurity Framework (CSF)	Digital Marketing	Resilience
Certified Safety Professional	Reconciliation	Influencing Skills

Manufacturing

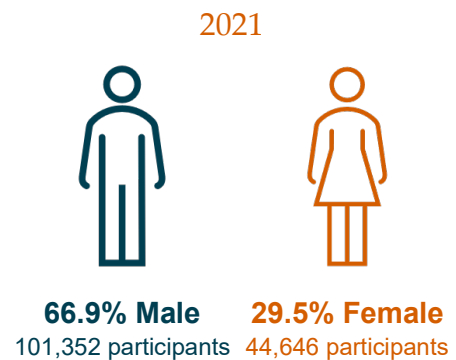
2021 Employment	Trend	Average Earnings	Total Wages
145,998	▲ (1.0%)	\$80,146 Annual, 2021	\$11.7 billion in 2021

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 10,239 job openings in this sector in West Michigan during the first quarter of 2022, with a median advertised hourly wage of \$18.65. Job postings grew by 4.0 percent (394) from the previous quarter, while the median advertised wage rose by \$0.62 (3.4%). The share of postings requiring education beyond high school diploma rose by 5 percent.

Industry Employment Growth, Indexed to 2009



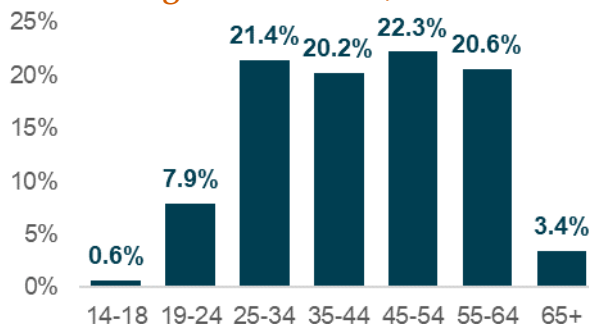
Gender Distribution



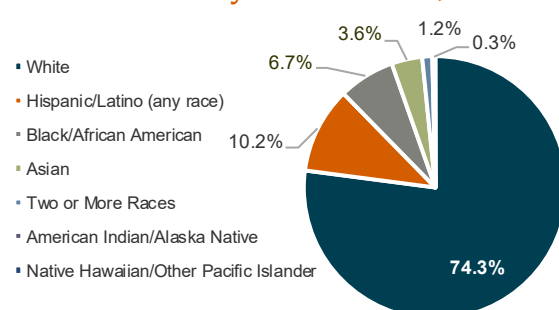
Industry Demographics

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

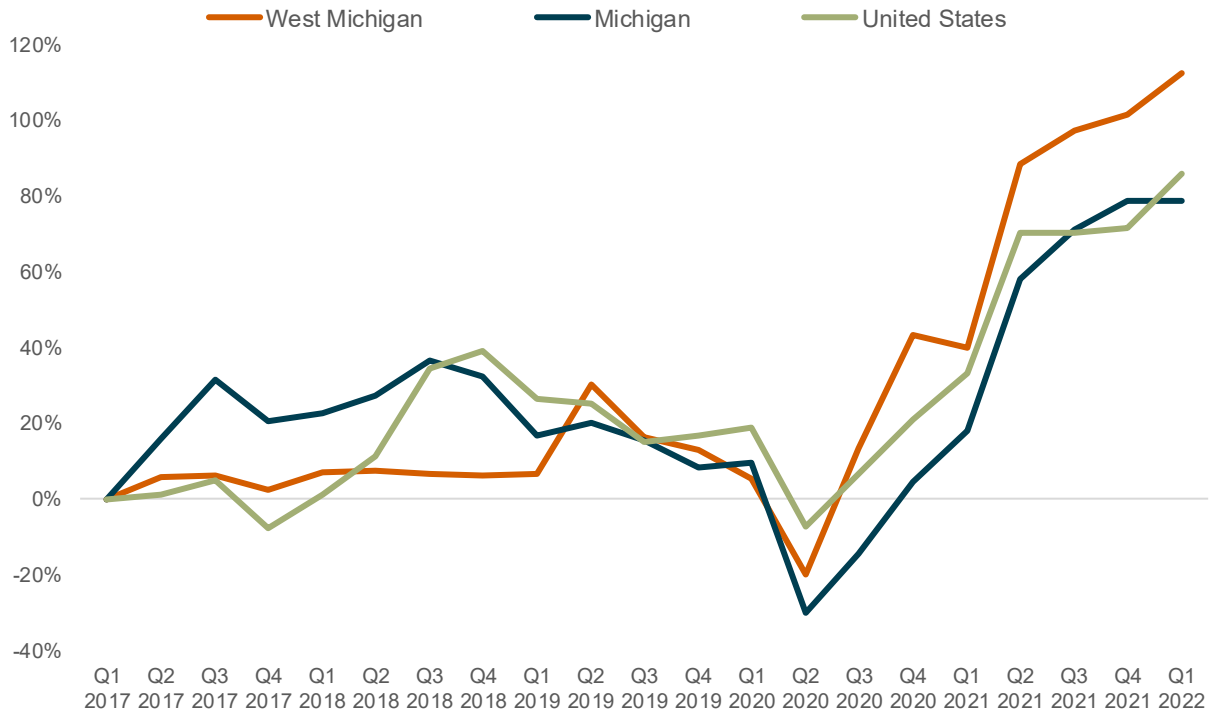


Industry Employment by Skill-level, 2021



Manufacturing | Ads by Location and Education | Q1 2022

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q1 2022)



Emsi Burning Glass

Top Posted Cities

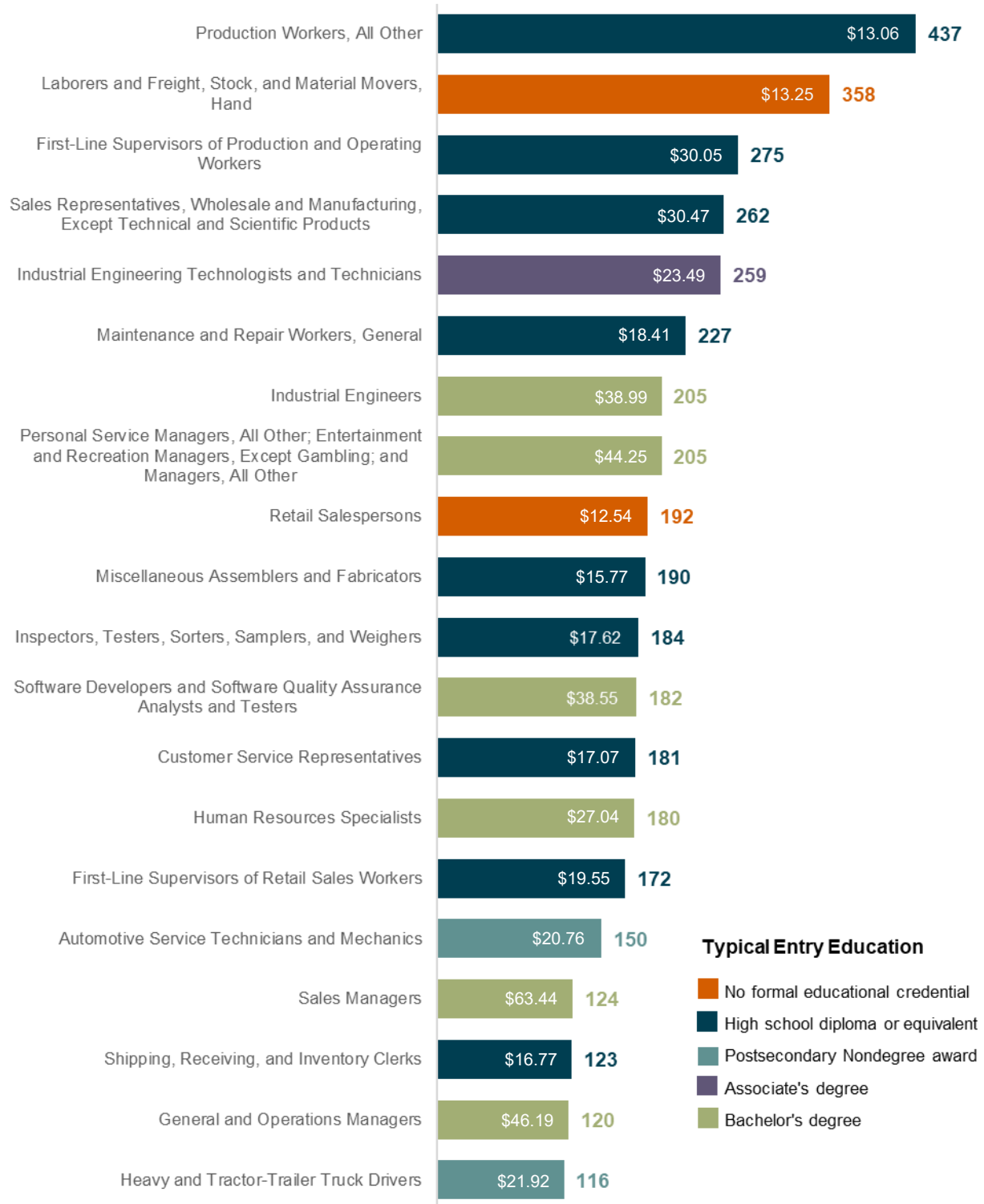
- Grand Rapids: 4,131 Ads
- Holland: 1,199 Ads
- Zeeland: 826 Ads
- Muskegon: 443 Ads
- Wyoming: 490 Ads
- Rockford: 323 Ads
- Grandville: 273 Ads
- Shelby: 198 Ads
- Allegan: 161 Ads
- Byron Center: 158 Ads

Top Posted Companies

- Herman Miller: 479 Ads
- Dematic: 401 Ads
- Wolverine Worldwide: 266 Ads
- Challenge Manufacturing: 223 Ads
- Alcoa: 154 Ads
- L3Harris Technologies: 145 Ads
- Steelcase: 139 Ads
- Sysco: 131 Ads
- Sherwin-Williams: 127 Ads
- General Electric: 127 Ads

Manufacturing | Top Posted Occupations | Q1 2022

Top Posted Manufacturing Occupations, West Michigan (Q1 2022)



Emsi Burning Glass

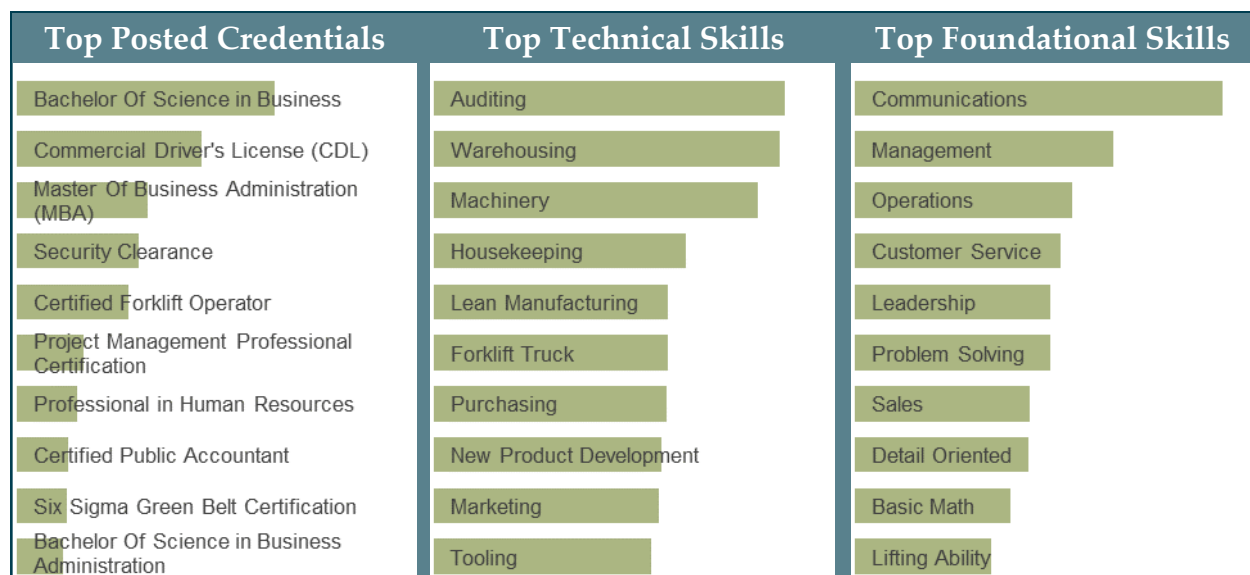
Manufacturing | Wages and In-demand Skills | Q1 2022

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 first quarter of 2022, according to the Bureau of Labor Statistics (BLS), and the top five all typically require a Bachelor's degree for entry. Sales Managers offered the highest median wage, at \$63.44 per hour, while Sales Representatives (wholesale and manufacturing) were the 6th highest paid in-demand occupation in this industry, with a median hourly wage of \$30.47, 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 18th highest paid in-demand position.

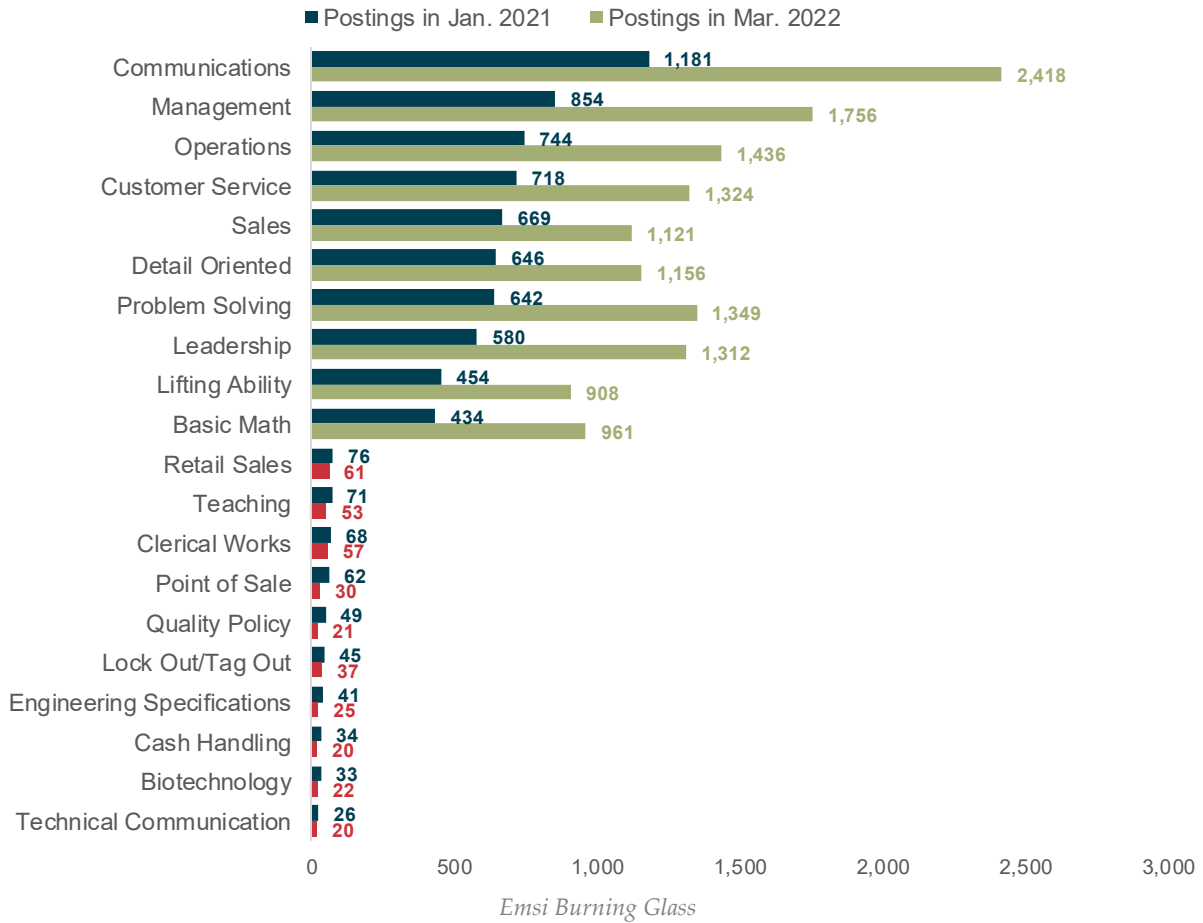
Wages for Top 10 In-demand Manufacturing Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Production Workers, All Other	290	\$13.06	\$10.30	\$11.26	\$15.31	\$18.08
Laborers and Freight, Stock, and Material Movers, Hand	3,339	\$13.25	\$10.34	\$11.28	\$17.09	\$20.65
First-Line Supervisors of Production and Operating Workers	686	\$30.05	\$19.80	\$24.13	\$37.29	\$44.65
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,041	\$30.47	\$16.24	\$21.16	\$42.75	\$59.37
Industrial Engineering Technologists and Technicians	55	\$23.49	\$16.68	\$19.58	\$27.80	\$31.79
Maintenance and Repair Workers, General	647	\$18.41	\$11.36	\$13.97	\$23.85	\$28.92
Industrial Engineers	272	\$38.99	\$25.91	\$32.46	\$47.23	\$56.11
Personal Service and Recreation Managers	88	\$44.25	\$22.47	\$30.84	\$59.53	\$73.69
Retail Salespersons	2,799	\$12.54	\$10.23	\$11.04	\$15.04	\$19.52
Miscellaneous Assemblers and Fabricators	1,897	\$15.77	\$12.08	\$13.49	\$18.77	\$23.32



Manufacturing | Fastest Growing Skills | Q1 2022

Hot and Cold Skills, Manufacturing, West Michigan



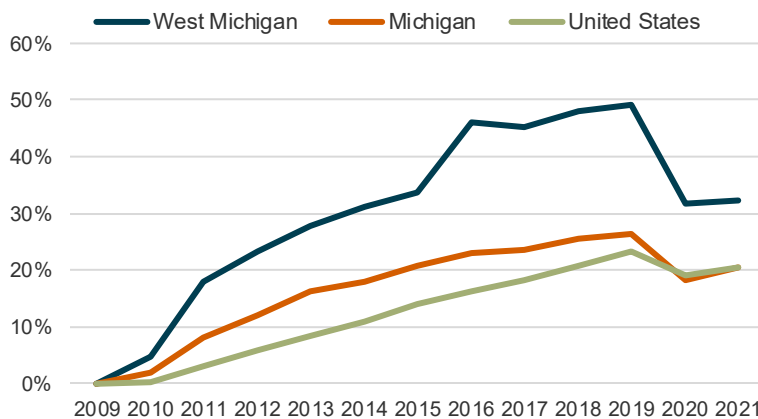
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
DO-178B/C (Software Considerations in Airborne Systems and Equipment ...)	WebKit	Dealing With Ambiguity
SHRM-CP (Society for Human ...)	Cascading Style Sheets (CSS)	Stress Management
Certified Purchasing Manager	Microsoft Azure	Professional Networking
Professional in Human Resources	Avionics	Advising
Nurse Practitioner	Customer Support	Foreign Language
Bachelor Of Science in Nursing (BSN)	Accounting Software	Relationship Management
Lean Six Sigma Black Belt	Applicant Tracking Systems	Learning Agility
Certified Professional In Supply...	Computer Engineering	Microsoft Software
Associate Degree In Nursing	Microsoft Teams	Optimism
Project Management Professional...	Aviation	Following Directions

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 19,472 job openings in West Michigan across this sector during the first quarter of 2022, with a median advertised wage of \$18.28 per hour. Job postings grew by 11.5 percent from the previous quarter, while the median advertised hourly wage rose by \$0.25 (1.4%).

Industry Employment Growth, Indexed to 2009



Gender Distribution

2021

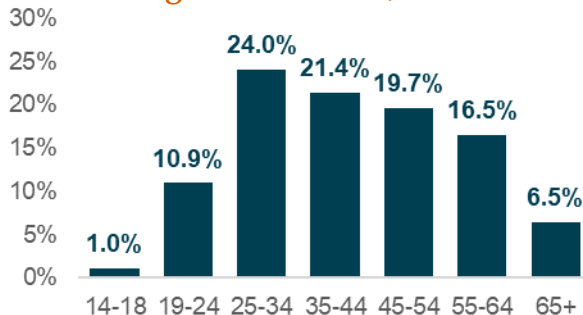


46.7% Male 55,714 participants
53.3% Female 63,664 participants

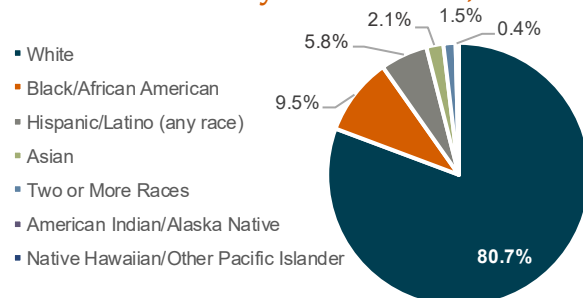
Industry Demographics

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

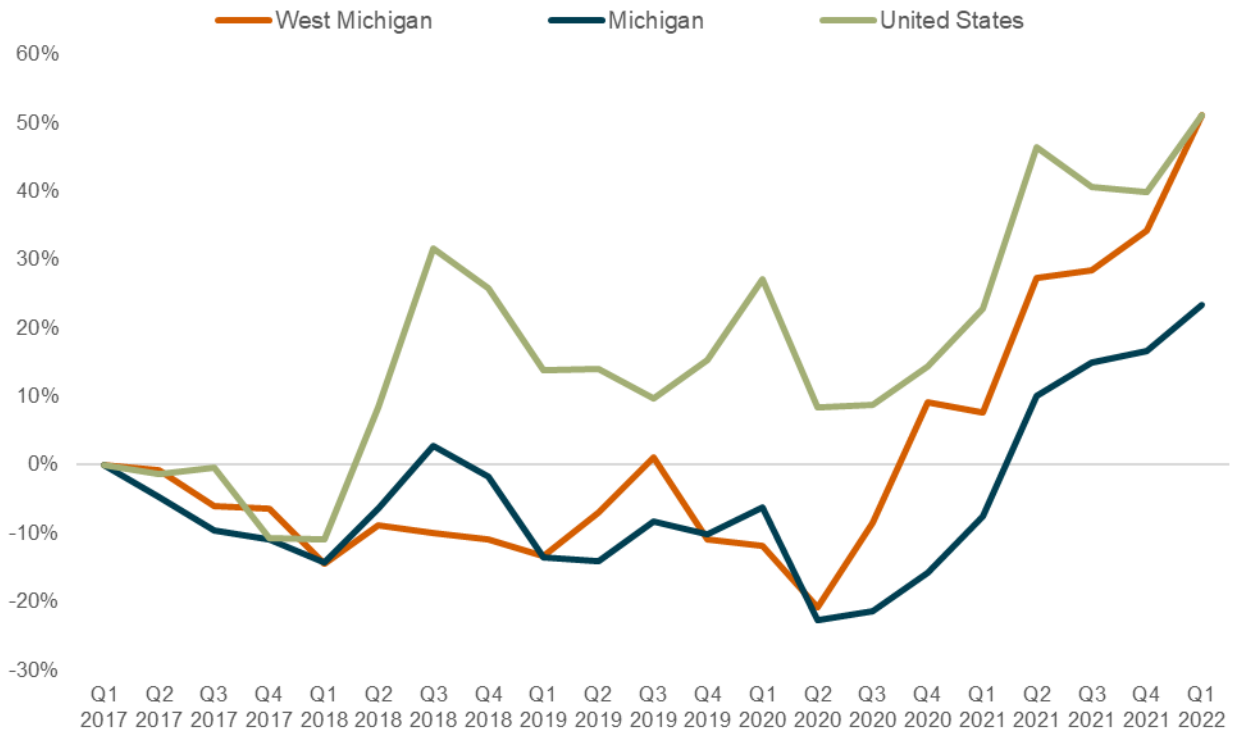


Industry Employment by Skill-level, 2021



Professional Services | Ads by Location and Education | Q1

Growth in Online Job Ads, Indexed to Q1 2017



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Job Ads by Education Requirement, West Michigan (Q1 2022)



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Top Posted Cities

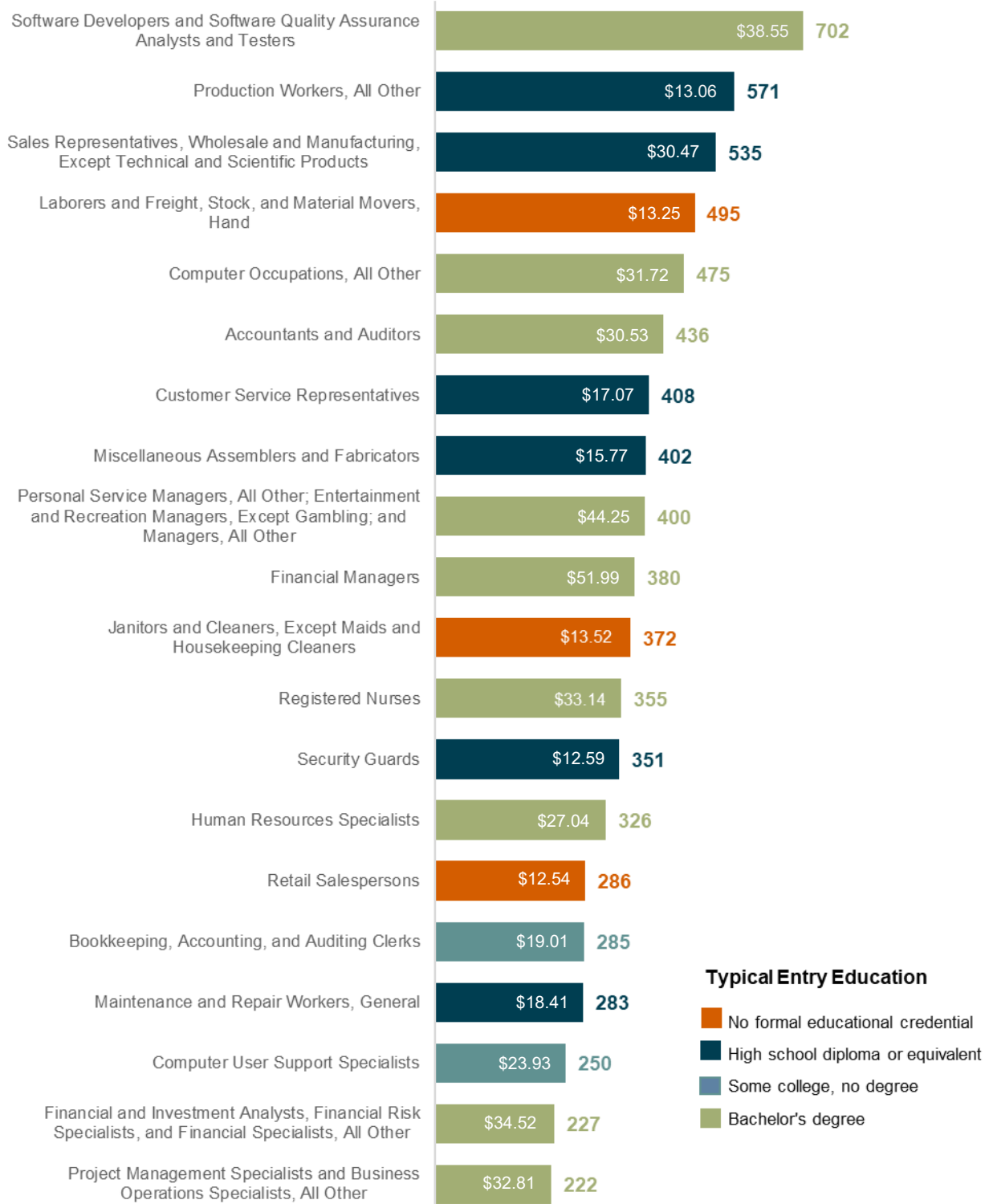
- Grand Rapids: 11,706 Ads
- Holland: 1,168 Ads
- Wyoming: 704 Ads
- Muskegon: 492 Ads
- Grandville: 381 Ads
- Caledonia: 360 Ads
- Ada: 329 Ads
- Rockford: 310 Ads
- Byron Center: 284 Ads
- Allegan: 254 Ads

Top Posted Companies

- Fettig: 885 Ads
- Deloitte: 577 Ads
- Robert Half: 518 Ads
- ManpowerGroup: 451 Ads
- Aerotek: 419 Ads
- Randstad: 384 Ads
- PricewaterhouseCoopers: 358 Ads
- KPMG: 352 Ads
- Crowe: 337 Ads
- GPAC: 291 Ads

Professional Services | Top Posted Occupations | Q1 2021

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



Emsi Burning Glass

Professional Services | Wages and In-demand Skills | Q1

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 first quarter of 2022, according to the Bureau of Labor Statistics (BLS). Financial Managers earned the highest median wage, at \$51.99 per hour, and were among nine jobs on the list that typically require a Bachelor's degree. Sales Representatives (wholesale and manufacturing) were the 10th highest paid in-demand Professional Services occupation in Q1, 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 16th highest paid in-demand role this quarter.

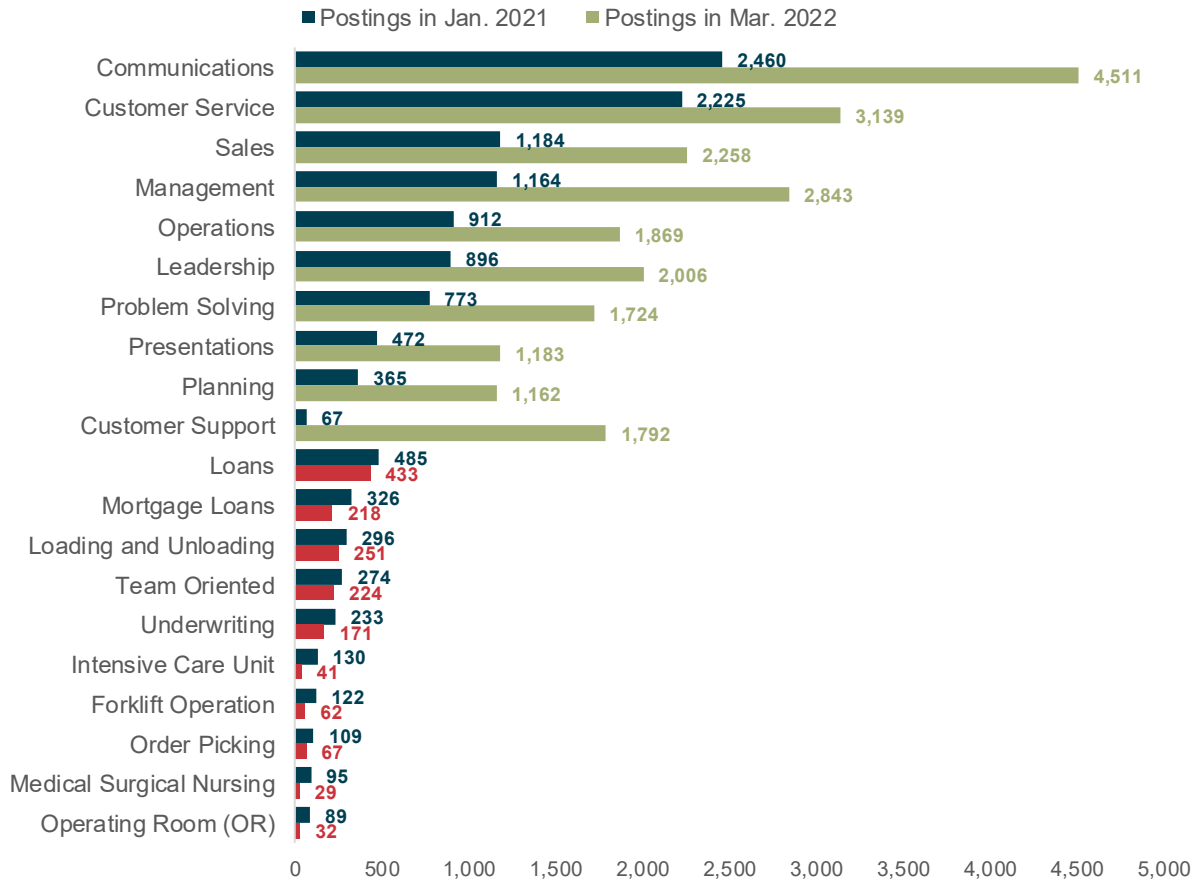
Wages for Top 10 In-demand Professional Services Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Financial Managers	224	\$51.99	\$33.60	\$40.40	\$68.01	\$86.46
Personal and Recreation Managers	88	\$44.25	\$22.47	\$30.84	\$59.53	\$73.69
Software Developers, Quality Assurance Analysts and Testers	363	\$38.55	\$23.88	\$30.83	\$47.05	\$54.76
Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other	97	\$34.52	\$19.28	\$26.38	\$43.83	\$54.25
Registered Nurses	1,188	\$33.14	\$26.29	\$28.88	\$37.85	\$41.67
Project Management Specialists and Business Operations Specialists, All Other	499	\$32.81	\$20.01	\$25.19	\$41.85	\$51.85
Computer Occupations, All Other	73	\$31.72	\$17.41	\$23.09	\$44.22	\$54.65
Accountants and Auditors	477	\$30.53	\$20.52	\$24.71	\$39.76	\$50.99
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,041	\$30.47	\$16.24	\$21.16	\$42.75	\$59.37
Human Resources Specialists	275	\$27.04	\$17.52	\$21.33	\$33.73	\$40.24

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Accounting	Communications
Bachelor Of Science in Business	Finance	Customer Service
Master Of Business Administration (MBA)	Auditing	Management
Certified Public Accountant	Customer Support	Sales
Security Clearance	Warehousing	Operations
Project Management Professional...	Microsoft Mail	Detail Oriented
Certified Information Systems Security Professional	Loans	Leadership
CDL Class B License	Financial Services	Valid Driver's License
ServSafe Certification	Housekeeping	Problem Solving
Licensed Practical Nurse	Agile Methodology	Marketing

Professional Services | Fastest Growing Skills | Q1 2022

Hot and Cold Skills, Professional Services, West Michigan



Emsi Burning Glass

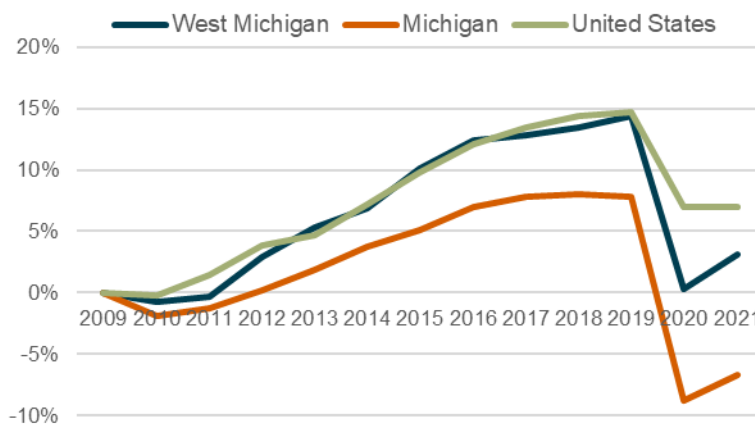
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Certified Information Security Manager	Bash (Scripting Language)	Virtual Teams
CFC Refrigeration Certification	Customer Support	Visionary
Secret Clearance	Windows PowerShell	Map Reading
Certified In Risk And Information Systems Control	Cloud Infrastructure	Ideation
Offensive Security Certified...	Operational Databases	Open Mindset
Senior Professional In Human Resources	Computer Engineering	Discussion Facilitation
ITIL Certifications	Microservices	Intellectual Curiosity
ITIL Foundation Certification	Ansible	Virtual Collaboration
Chartered Financial Analyst	Cyber Security	Portuguese Language
SHRM-CP (Society for Human ...)	Platform As A Service (PaaS)	Editing

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 17,963 job openings in the region during the first quarter of 2022, a decline of 6.9 percent from Q4, with a median advertised hourly wage of \$14.95. Although there were fewer postings, wages remained unchanged.

Industry Employment Growth, Indexed to 2009



Gender Distribution

2021



46.7% Male

72,475 participants

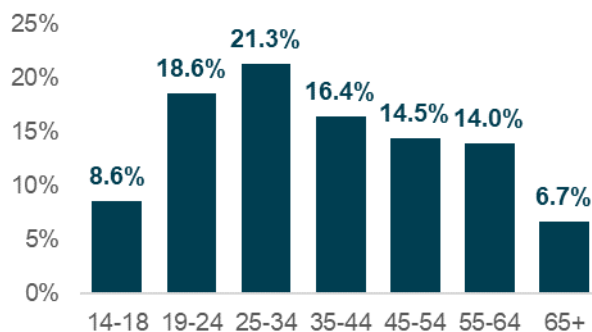
53.3% Female

82,782 participants

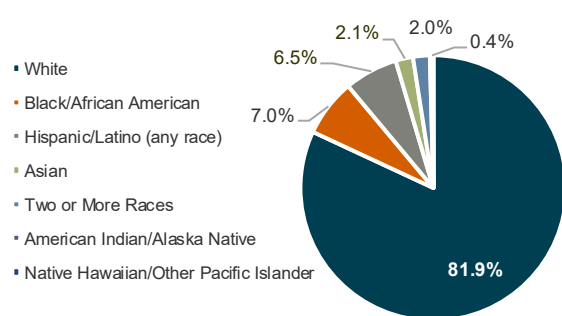
Industry Demographics

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%).

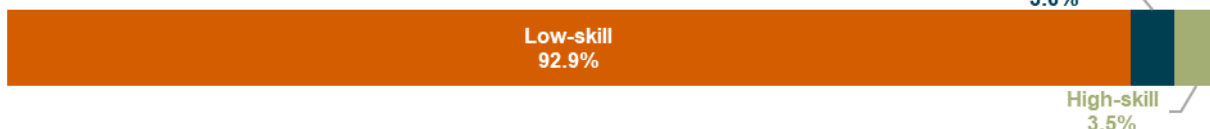
Age Distribution, 2021



Race/Ethnicity Distribution, 2021

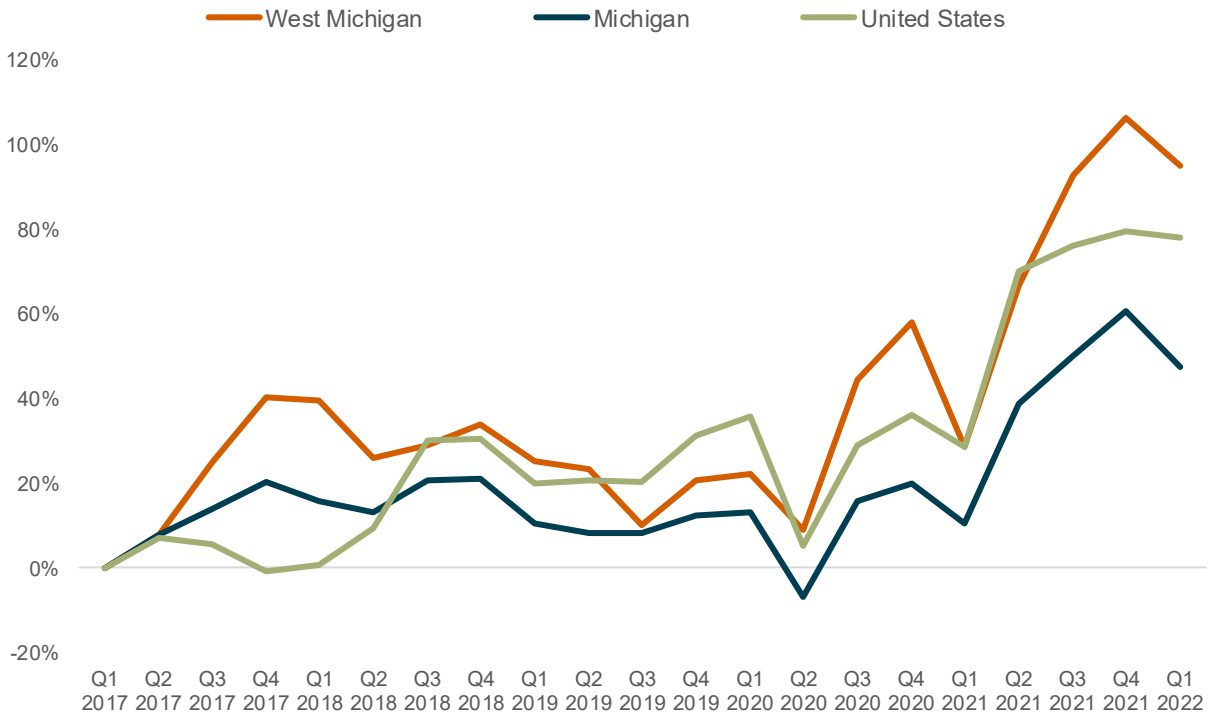


Industry Employment by Skill-level, 2021



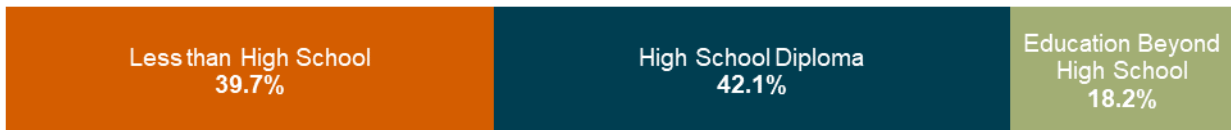
Retail & Hospitality | Ads by Location and Education | Q1

Growth in Online Job Ads, Indexed to Q1 2017



Emsi Burning Glass

Job Ads by Education Requirement, West Michigan (Q1 2022)



Emsi Burning Glass

Top Posted Cities

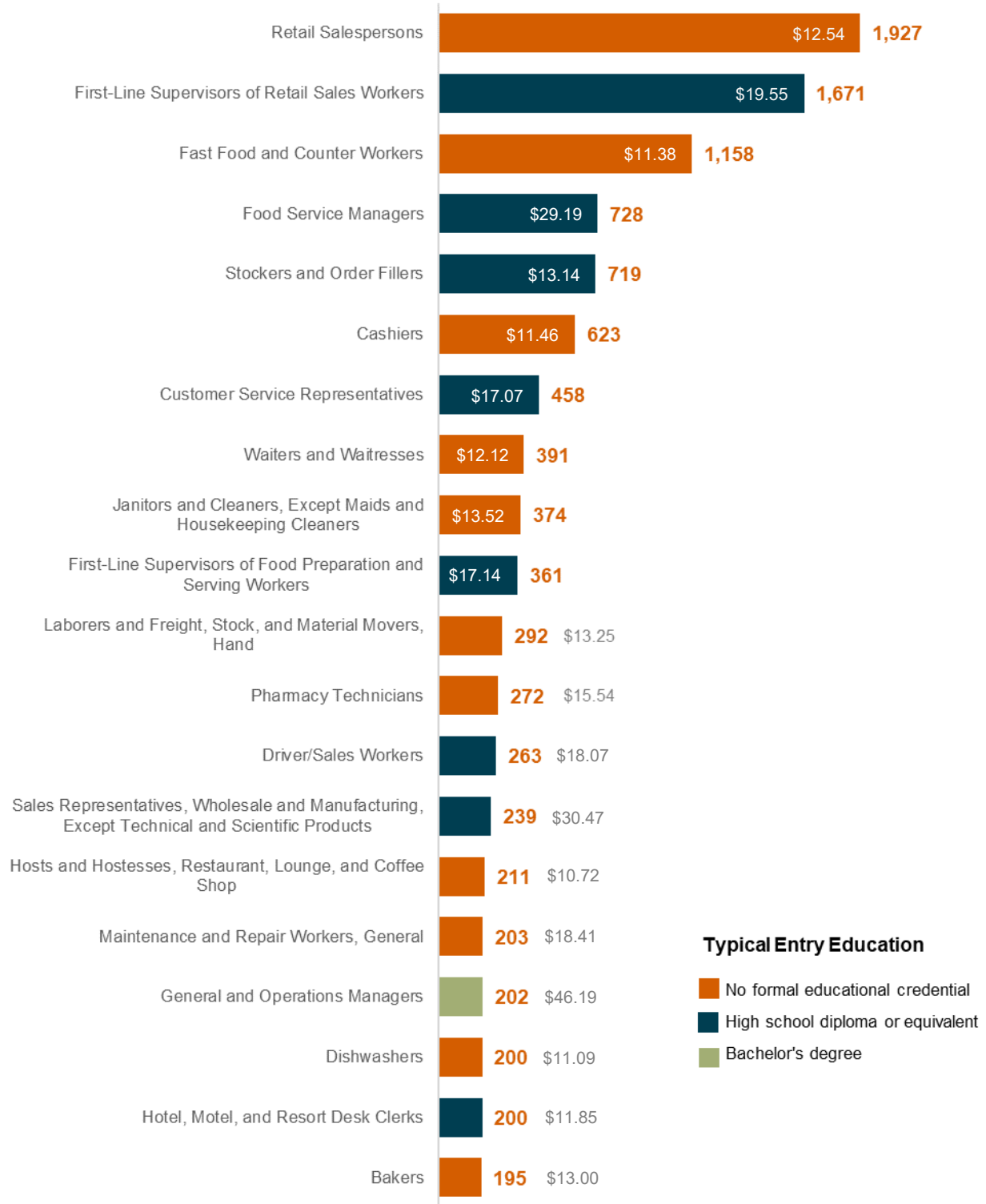
Grand Rapids: 6,735 Ads
 Holland: 1,470 Ads
 Grandville: 1,066 Ads
 Wyoming: 961 Ads
 Muskegon: 944 Ads
 Byron Center: 665 Ads
 Shelby: 490 Ads
 Comstock Park: 377 Ads
 Caledonia: 363 Ads
 Grand Haven: 297 Ads

Top Posted Companies

SpartanNash: 1,299 Ads
 Meijer: 1,185 Ads
 Walmart: 618 Ads
 Dollar General: 407 Ads
 McDonald's: 320 Ads
 Lowe's: 317 Ads
 GPM Investments: 281 Ads
 Family Fare: 250 Ads
 Walgreens: 249 Ads
 Applebee's: 220 Ads

Retail & Hospitality | Top Posted Occupations | Q1 2022

Top Posted Retail & Hospitality Services Occupations, West Michigan (Q1 2022)



Emsi Burning Glass

Retail & Hospitality | Wages and In-demand Skills | Q1 2022

Overview of Retail and Hospitality Wages

Three of the top twenty most in-demand Retail and Hospitality Service jobs in West Michigan offered a median wage greater than \$20 per hour in the first quarter of 2022, 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. Sales Representatives (wholesale and manufacturing) were the 2nd 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. Janitors and Cleaners were the 10th highest paid in-demand job in Q1 and the highest paid role on the list with no educational requirement, earning a median hourly wage of \$13.52.

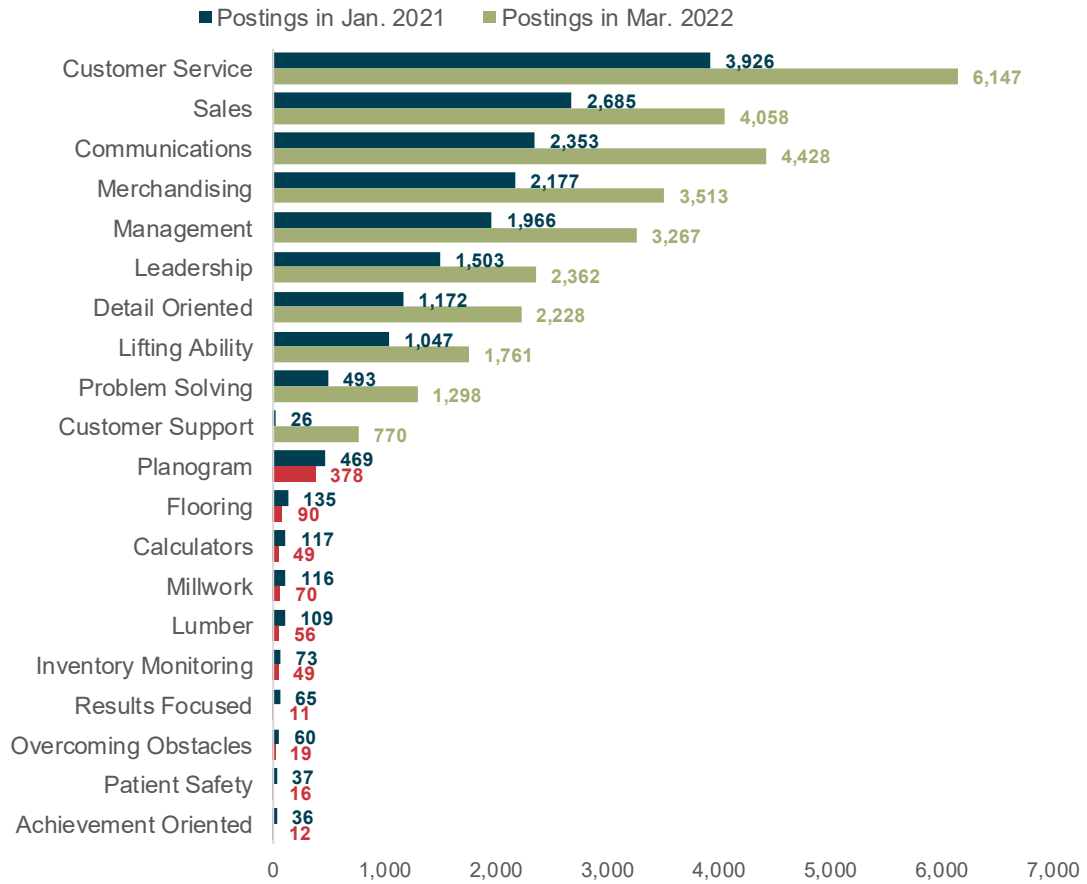
Wages for Top 10 In-demand Retail & Hospitality Occupations, West Michigan

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Retail Salespersons	2,799	\$12.54	\$10.23	\$11.04	\$15.04	\$19.52
First-Line Supervisors of Retail Sales Workers	564	\$19.55	\$13.01	\$15.53	\$26.84	\$32.17
Fast Food and Counter Workers	4,121	\$11.38	\$10.05	\$10.48	\$12.35	\$14.17
Food Service Managers	79	\$29.19	\$21.13	\$24.73	\$35.85	\$45.99
Stockers and Order Fillers	1,610	\$13.14	\$10.38	\$11.37	\$15.71	\$19.45
Cashiers	2,339	\$11.46	\$10.02	\$10.59	\$12.51	\$14.36
Customer Service Representatives	1,537	\$17.07	\$11.45	\$13.74	\$21.59	\$27.90
Waiters and Waitresses	1,684	\$12.12	\$10.04	\$10.77	\$15.85	\$20.85
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,935	\$13.52	\$10.34	\$11.52	\$15.76	\$19.58
First-Line Supervisors of Food Preparation and Serving Workers	630	\$17.14	\$12.00	\$13.98	\$21.02	\$26.27

Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Pharmacy Technician	Merchandising	Customer Service
Automotive Service Excellence (ASE) Certification	Restaurant Operation	Communications
Bachelor of Science in Business	Cash Register	Sales
ServSafe Certification	Selling Techniques	Management
Commercial Driver's License (CDL)	Cash Handling	Leadership
Certified Forklift Operator	Product Knowledge	Detail Oriented
Food Handler's Card	Greeting Customers	Operations
Bachelor Of Science In Pharmacy	Inventory Management	Lifting Ability
Barber License	Food Safety and Sanitation	Basic Math
Food Safety Certification	Customer Support	Cleanliness

Retail & Hospitality | Fastest Growing Skills | Q1 2022

Hot and Cold Skills, Retail & Hospitality, West Michigan



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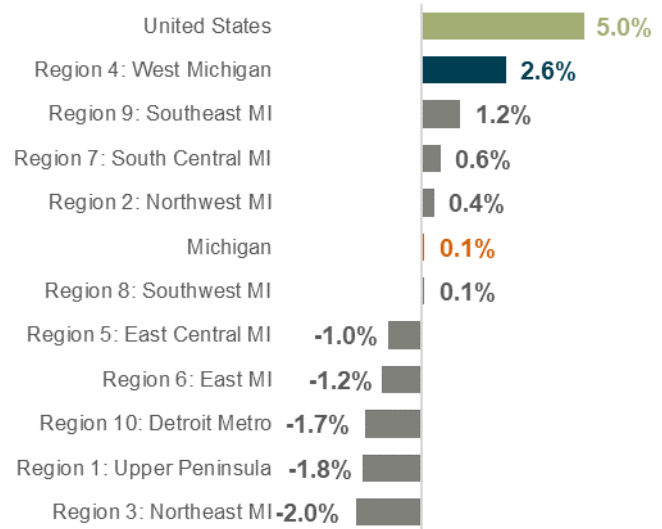
High-Growth Credentials	High-Growth Hard Skills	High-Growth Soft Skills
Barber License	Cascading Style Sheets (CSS)	Tablets
Doctor Of Pharmacy (PharmD)	Animations	Mental Stamina
Certified Safety Professional	Customer Support	Decisiveness
Loss Prevention Certified	Microsoft Azure	Web Browsers
Board Certified Behavior Analyst	Web Browsers	Diversity Awareness
Food Safety Certification	Cold Chain	Ideation
Certified Information Systems Security Professional	Applicant Tracking Systems	Curiosity
Certified Information System Auditor (CISA)	Business Software	Typewriters
Certified Internal Auditor	Cosmetology	Data Reporting
Bachelor Of Science in Nursing (BSN)	Application Programming Interface...	Humility

Occupational Outlook | Projected Demand from 2018-2028

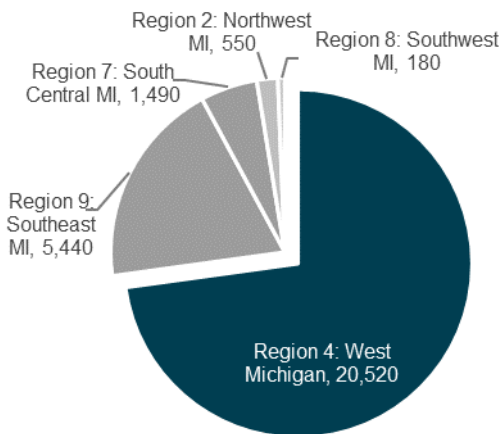
The Bureau of Labor Market Information and Strategic Initiatives produces Long-Term Occupational Outlook forecasts for regions throughout the state every two years. This year marked the release of the most up-to-date information available for Michigan’s ten Prosperity Regions covering the period from 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

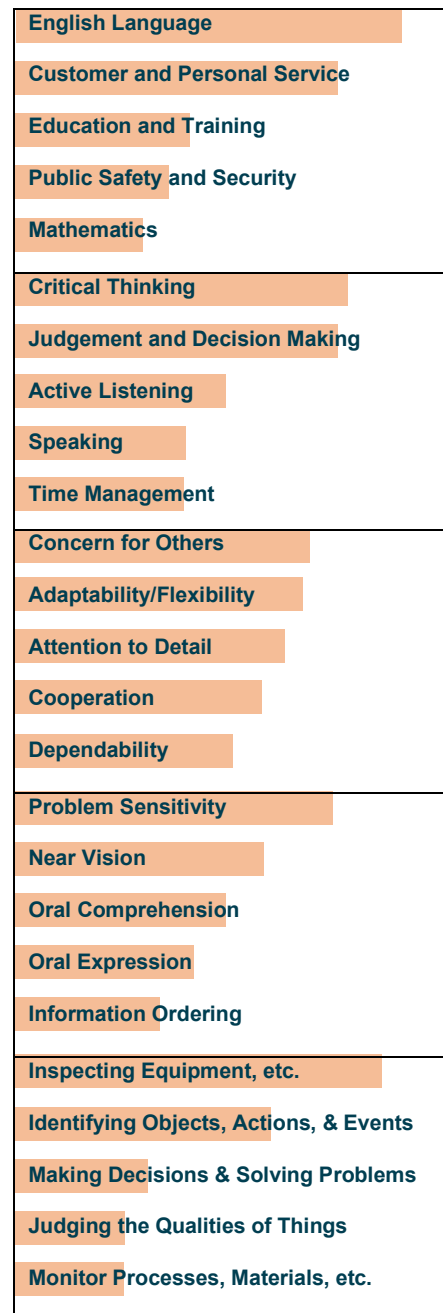
In our latest report, [The Future of Work](#), we referred to the O*NETs work styles as soft skills. These are defined as "personal characteristics that can affect how well someone performs a job." Here, we see that Concern for Others (74.2 percent), Adaptability/Flexibility (73.6 percent), and Attention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

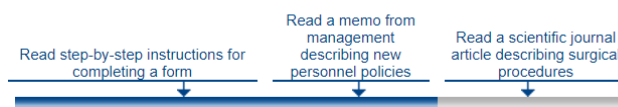
- Knowledge - Organized sets of principles and facts applying in general domains.
- Skills - Developed capacities that facilitate learning or the more rapid acquisition of knowledge.
- Abilities - Enduring attributes of the individual that influence performance.
- Work Activities - General types of job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

