



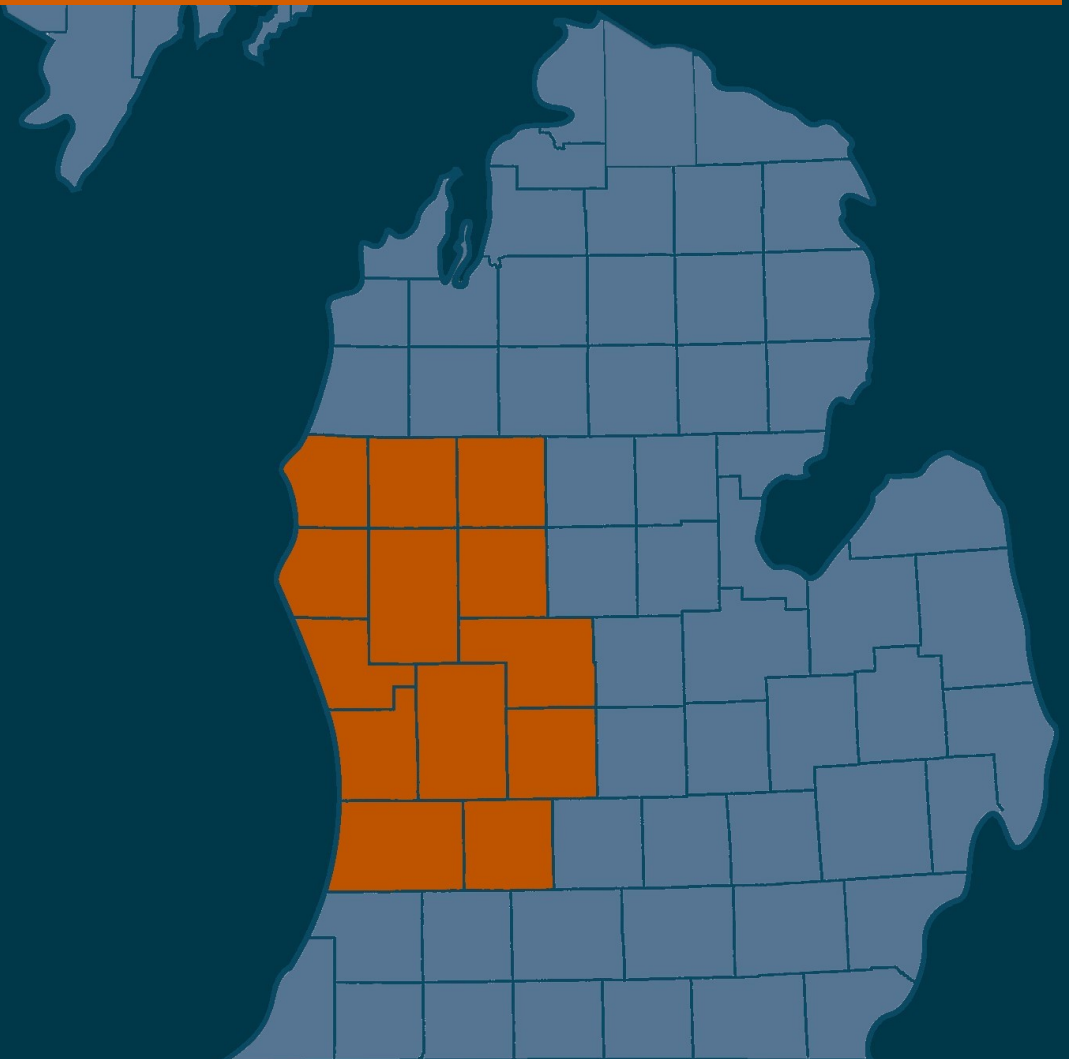
Q4 2020
October - December

West Michigan

13-County Talent Assessment

Quarterly Labor Market Report

Q4 2020





About Talent 2025

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

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INTRODUCTION AND PURPOSE

West Michigan community leader,

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

The current state of West Michigan's labor market and the demands of employers looks dramatically different from the release of the inaugural report in 2014. Today, regional unemployment stands at just over 5.6 percent, well below that of the state and nation. Although this remains higher than the historic low of 2.9 percent observed for the region before the onset of the pandemic, it is a significant improvement from the all-time high of 23.0 percent observed in April. **Despite a larger pool of available talent, a majority of employers still report difficulty finding talent to meet their needs and nearly half of jobseekers feel they lack the skills to qualify for available jobs.**

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

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

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

Regards,



Kevin Stotts, President
Talent 2025

EXECUTIVE SUMMARY

- West Michigan experienced continued population growth from 2018 to 2019, **adding almost 6,000 new residents** to bring the population of the region to 1,613,924 — a 16.2 percent share of the statewide population — although this growth comes despite continued negative net migration to counties outside of the state of Michigan.
- Educational attainment in West Michigan continued to move in a positive direction, with **60.5 percent of adults possessing some form of education** beyond high school in 2019. According to these estimates, 9.1 percent of the adult population in West Michigan did not have a high school diploma or GED — accounting for over 96,000 adults. These individuals face enormous barriers to gaining and sustaining employment, which have only been exacerbated since the COVID-19 pandemic. Accelerated trends in remote work, e-commerce, and automation/AI are drastically shrinking the volume of low-skill jobs available across the nation, **accelerating the need to reskill workforces at scale** to cope with increasing demand for new technical and social-emotional skills and declining demand for activities requiring mainly physical, manual, and basic cognitive skills.
- In the fourth quarter of 2020, West Michigan’s labor force and unemployment rate continued to shrink as employment showed the **first signs of recovery since the onset of the pandemic**. The size of the unemployed population fell by 14.5 percent (7,829 jobseekers) from Q3 2020, although unemployment remains 45 percent larger (24,251 jobseekers) than Q4 2019. The unemployment rate in the region continued to fall over the quarter to achieve a rate of 5.6 percent in Q4, which stood below both the statewide (7.6%) and national rates (6.5%). **Employer demand continued to gain momentum** across all major occupational groups over the quarter, with online job ads growing by 5.7 percent from Q3 and 1.1 percent year-over-year.
- Despite employment among Goods-producing industries shrinking by 0.5 percent (733 jobs) over-the-quarter, the addition of 11,067 jobs (2.6%) among Service-providing industries buoyed West Michigan to achieve a **net positive quarterly employment growth of 1.8 percent** (10,333). The largest gains from Q3 to Q4 were attributed to Government (7.5%), Professional and Business Services (6.1%), and Education and Health Services (5.1%), while losses persisted for Leisure and Hospitality (-9.7%), Mining, Logging and Construction (-5.9%), and Information (-1.6%).
- **Nonfarm employment fell by 8.4 percent year-over-year**, reflecting 53,467 fewer employed in Q4 2020. Although Goods-producing and Service-providing industries both lost 8.4 percent of their workforces over the year, **3 in 4 displaced jobs originated from Service-providing industries** — which employed 40,067 fewer workers in 2020. The largest loss was attributed to Leisure and Hospitality, which employed 14,800 fewer workers in 2020 (-26.1%), trailed by Information (-14.2%) and Manufacturing (-10.9%).

2019 Population Overview

Population Demographics

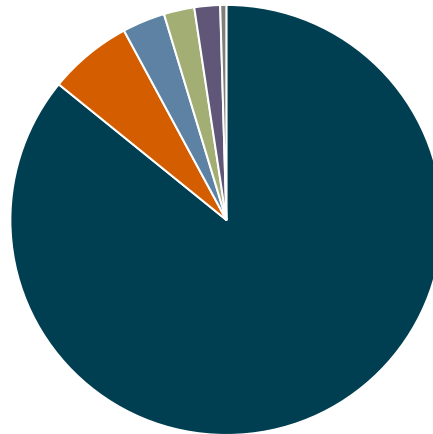
The population in West Michigan grew by over 0.4 percent from 2018 to 2019, with a total of 1,613,904 residents living within the 13-county region. The sex of the populace was nearly evenly distributed, with 49.8 percent of the population identifying as male and the remaining 50.2 percent identifying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



1,613,904
West Michigan Residents

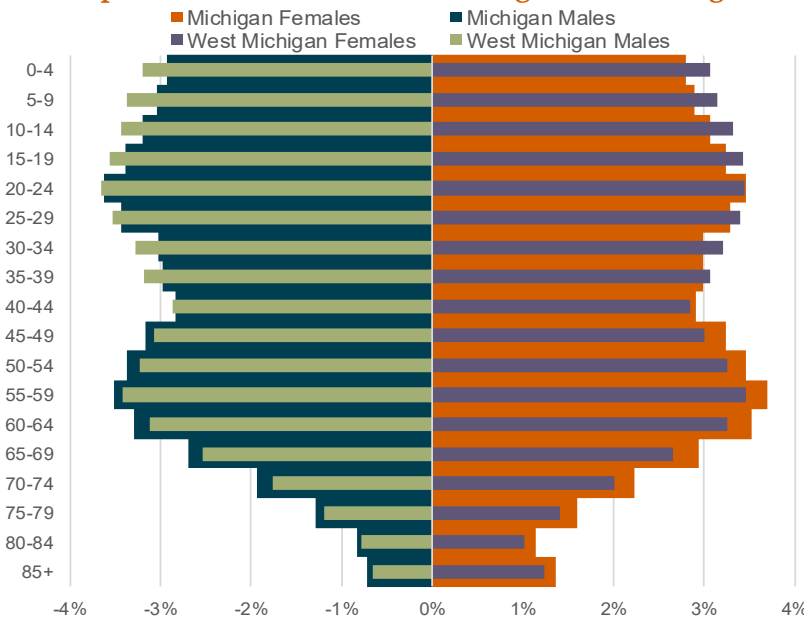
Population by Race/Ethnicity, West Michigan

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



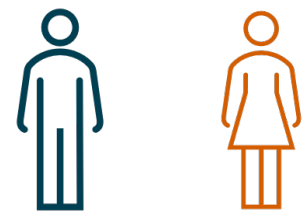
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

Population Structure, West Michigan and Michigan



U.S. Census Bureau, 2019 Population Estimates

Gender Distribution, West Michigan



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

2019 Labor Force Overview

Labor Force Overview

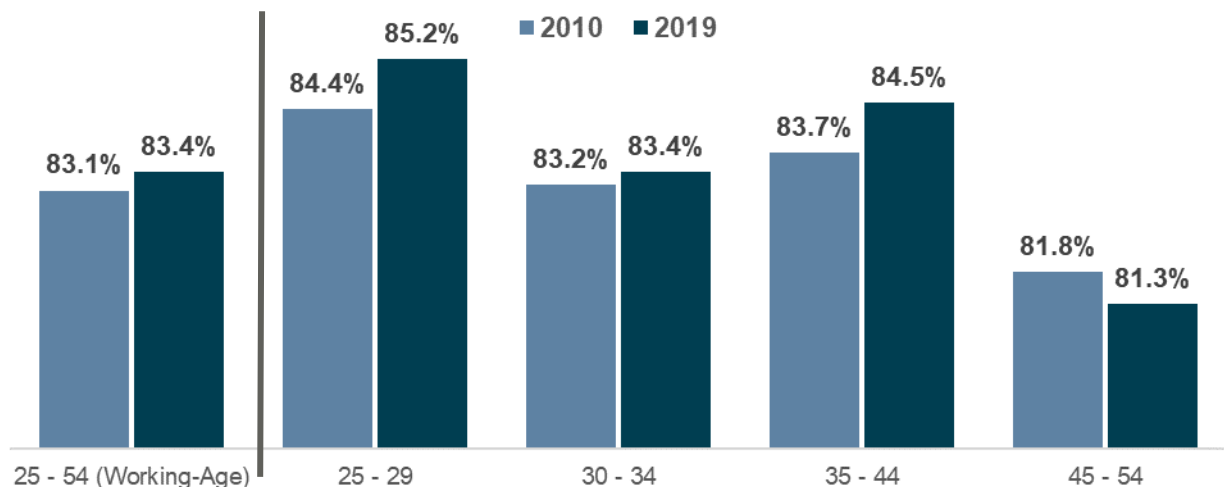
As recently as 2019, 64.6 percent of West Michigan residents ages 16 and older were either working or actively seeking work, slightly below the rate of 65.7 percent in 2010. Nearly half of the population, or about 777,220 individuals (48.2%) living in the region, were employed. The highest unemployment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

Civilian Labor Force by Demographic Group, West Michigan

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

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

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



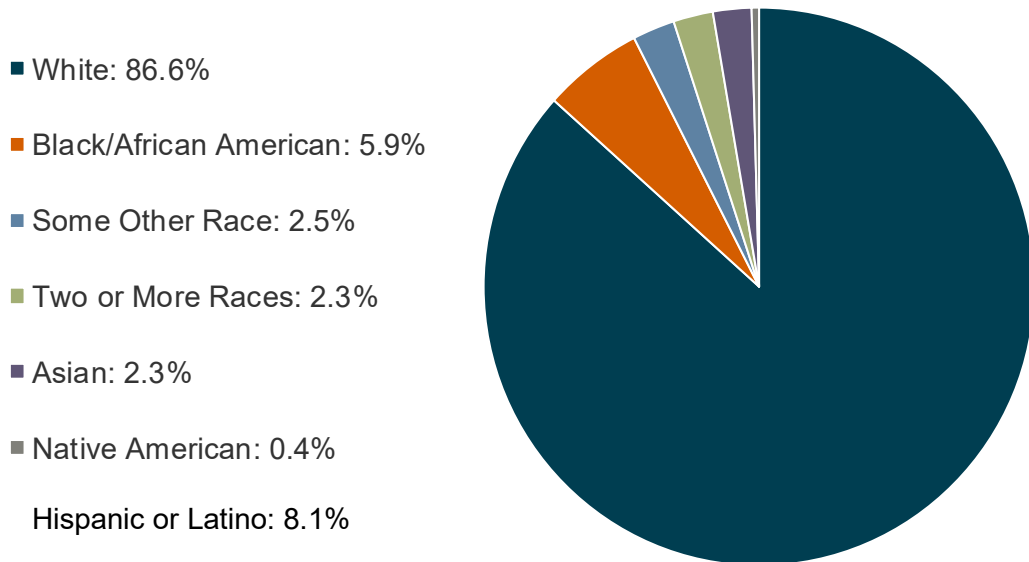
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

2019 Labor Force Overview

Labor Force Demographics

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

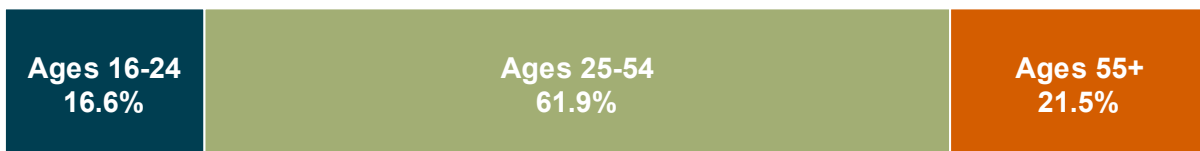
Distribution of Labor Force by Race/Ethnicity, West Michigan



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



Distribution of Labor Force by Age Bracket, West Michigan



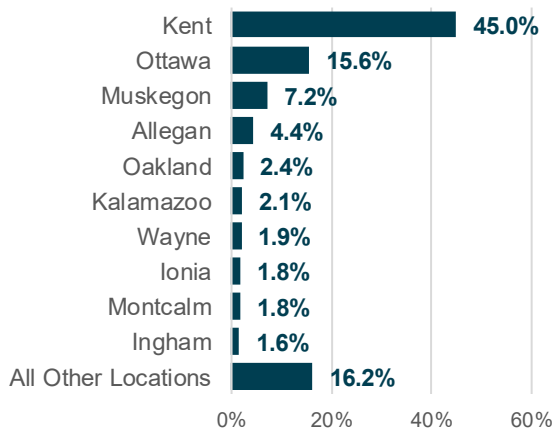
U.S. Census Bureau, American Community Survey, 5-Year Estimates (2015-2019)

2018 Commuting Patterns

Commuting in West Michigan

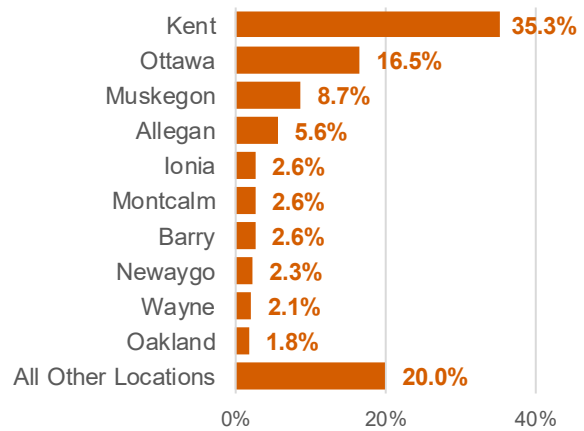
In 2018 there were 753,165 individuals employed across West Michigan, irrespective of their place of residence. Of this employed population, 611,547 individuals both lived and worked within the region, accounting for 81.2 percent of all employees. Thus, 141,618 employees lived beyond the boundaries of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

Where Residents Work, West Michigan

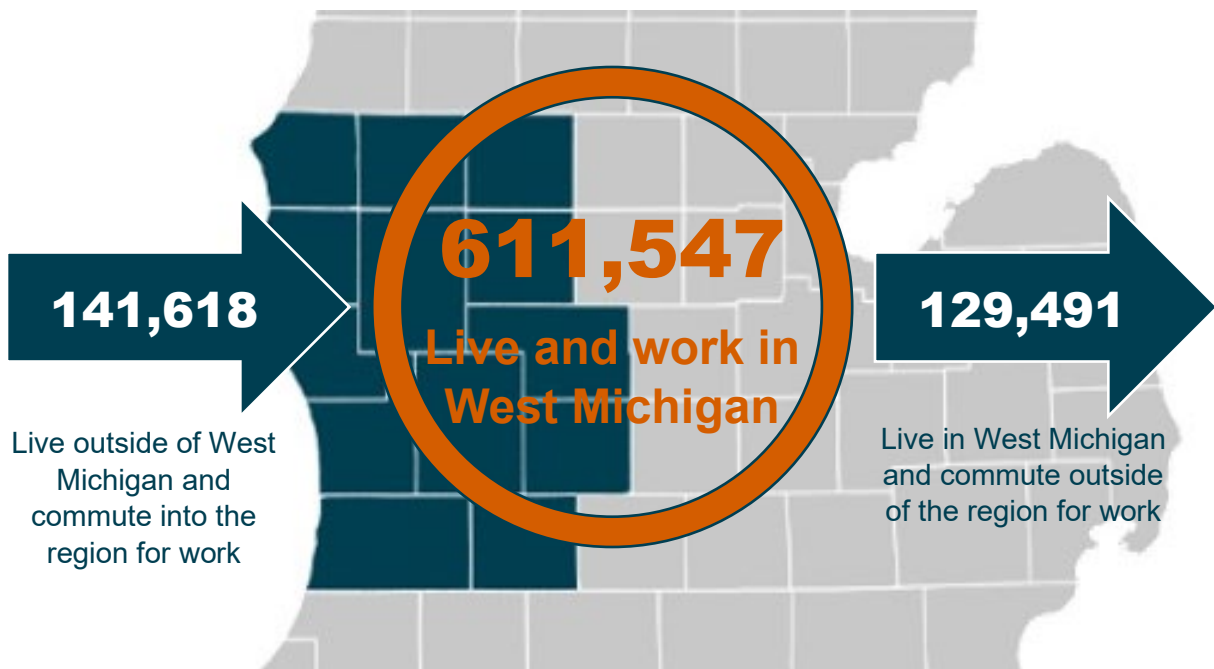


U.S. Census Bureau, OnTheMap, 2018

Where Employees Live, West Michigan



U.S. Census Bureau, OnTheMap, 2018



U.S. Census Bureau, OnTheMap, 2018

Labor Force, Employment, and Employer Demand | Q4 2020

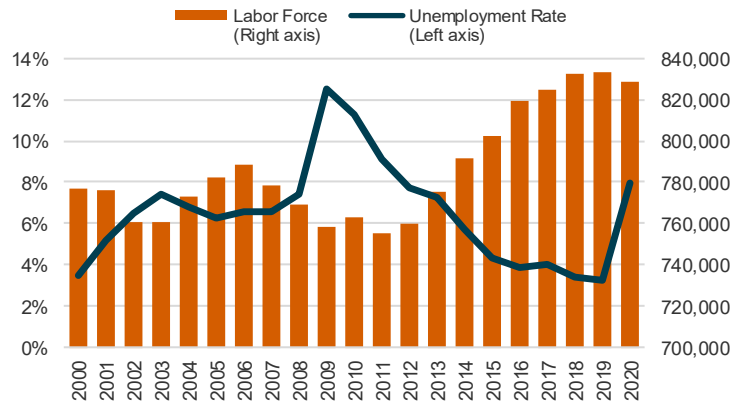
Current State of the Labor Market in West Michigan

In the fourth quarter of 2020, West Michigan's labor force and unemployment rate continued to shrink as employment showed the first signs of recovery since the onset of the pandemic. The size of the unemployed population fell by 14.5 percent (7,829 jobseekers) from Q3 2020, resulting in 2,895 fewer labor force participants and 4,935 more employed. The unemployment rate in the region continued to fall by 0.9 percent over the quarter to achieve a rate of 5.6 percent in Q4, which stood below both the statewide (7.6%) and national rates (6.5%). Employer demand continued to gain momentum across all major occupational groups over the quarter, with online job ads growing by 5.7 percent from Q3.

Annual Labor Market Overview

The labor force in West Michigan continued to decline from its peak in 2019, decreasing by 3,524 individuals between the fourth quarter of 2019 and Q4 of 2020 (-0.4%). Employment fell by an even greater amount, with 27,776 fewer workers in the fourth quarter of 2020 (-3.4%). The size of the unemployed population swelled by 45 percent from Q4 2019, with 24,251 more jobseekers in Q4 2020, for a total unemployed population of over 46,000. The combination of a shrinking labor force and growing unemployment resulted in a 3 percentage point increase to the unemployment rate, which stood at 5.6 percent in Q4 2020.

Labor Force and Unemployment in West Michigan 2000-2020

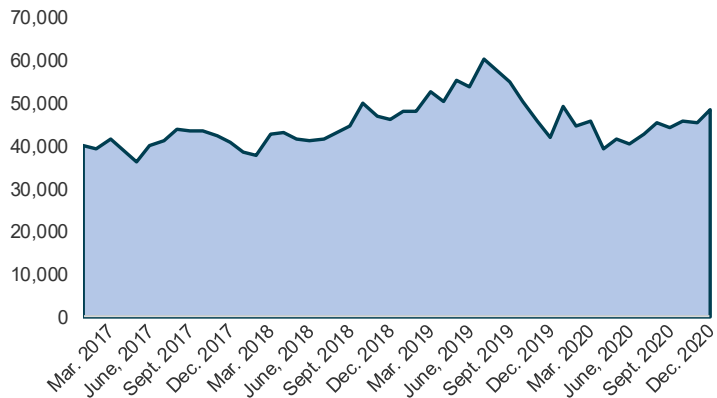


U.S. Census Bureau, Local Area Unemployment Statistics (LAUS)

Quarterly Demand Overview

Online job advertisements in West Michigan in the fourth quarter of 2020 demonstrated that employer demand has recovered from the uncertainty induced by the COVID-19 pandemic, with postings growing from the levels recorded in Q3 and even a slight uptick from Q4 of 2019. There were 46,454 online job ads posted in Q4, which reflect a growth of 5.7 percent from Q3 and a 1.4 percent increase year-over-year. An unsettling trend can be found in the rising number of hard-to-fill positions, with time-to-fill increasing for several critical roles — which may result from a skills gap or jobseeker unwillingness to return to work.

Active Online Job Postings in West Michigan 2017-2020



Economic Modeling Specialists International (EMSI)

Labor Force, Employment, and Employer Demand | Q4 2020

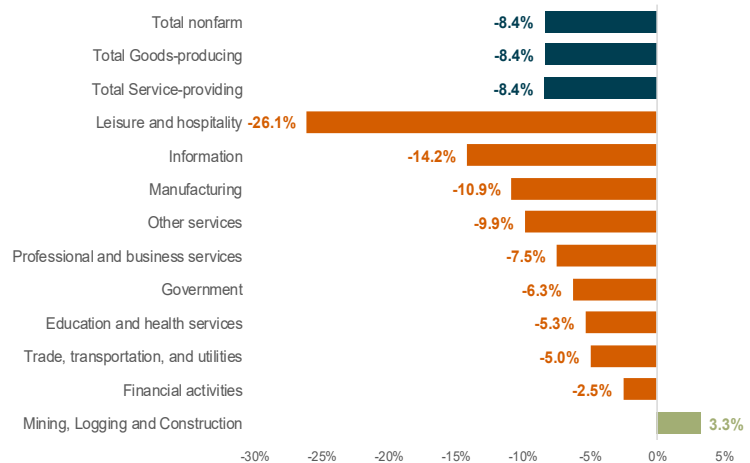
Trends across Industries and Counties

Despite employment among Goods-producing industries shrinking by 0.5 percent (733 jobs) from Q3 to Q4 2020, the addition of 11,067 jobs (2.6%) among Service-providing industries buoyed West Michigan to achieve a net positive quarterly employment growth of 1.8 percent (10,333). The largest gains from Q3 to Q4 were attributed to Government (7.5%; 3,800), Professional and Business Services (6.1%; 4,367), and Education and Health Services (5.1%; 4,933), while losses persisted for Leisure and Hospitality (-9.7%; -4,467), Mining, Logging and Construction (-5.9%; -1,867), and Information (-1.6%; -100). Kent, Ottawa, and Ionia counties experienced the greatest recovery to their unemployment rates over the quarter, which fell by 1.1, 0.9, and 0.9 percentage points, respectively.

Industry Overview

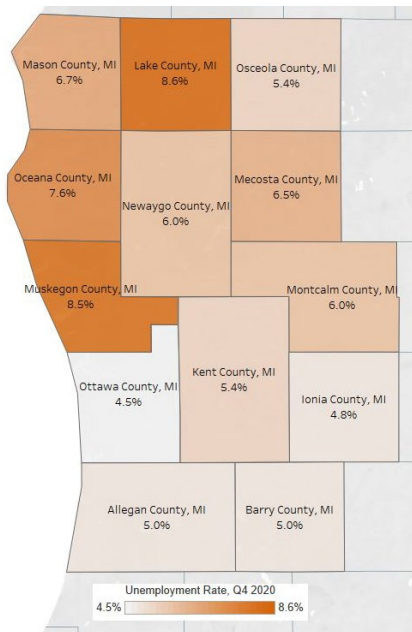
Nonfarm employment in West Michigan fell by 8.4 percent year over year, reflecting 53,467 fewer employed in Q4 2020. Although Goods-producing and Service-providing industries both lost 8.4 percent of their workforces over the year, 3 in 4 displaced jobs originated from Service-providing industries — which employed 40,067 fewer workers in 2020. The largest loss was attributed to Leisure and Hospitality, which employed 14,800 fewer workers in 2020 (-26.1%), trailed by Information (-14.2%) and Manufacturing (-10.9%).

Employment Growth by Industry, West Michigan Q4 2019 – Q4 2020



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

Unemployment Rate by County



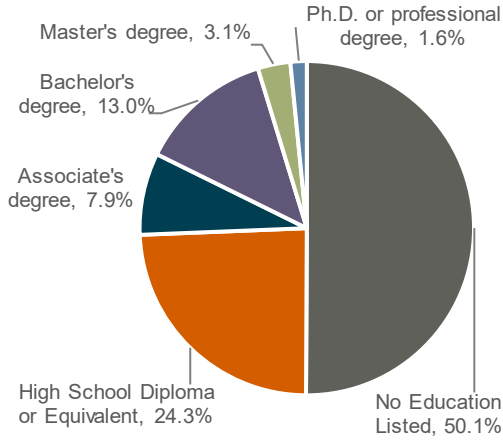
U.S. Census Bureau, Local Area Unemployment Statistics

County Overview

Although the aggregated unemployment rate in West Michigan rose by 3 percentage points from Q4 2019 to 2020, the largest year-over-year unemployment rate growth was associated with Muskegon (4.9%), Lake (3.5%), Oceana (2.9%), and Montcalm (2.9%) counties, while the smallest gains were associated with Ionia (2.2%), Ottawa (2.2%), and Osceola (2.2%) counties. Lake and Oceana were among just 5 counties in West Michigan to see their labor force grow over the year, at 4.5 percent and 1.4 percent, respectively. Ionia, Lake, Mecosta, Oceana, and Osceola counties each experienced positive labor force growth over-the-year as fewer jobseekers left the labor force due to the COVID-19 pandemic. Starkly contrasting the large volume of labor force separations that occurred in Ottawa or Montcalm, whose labor forces shrunk by 1.2 and 1.1 percent, respectively.

Real-Time Demand Overview | Q4 2020

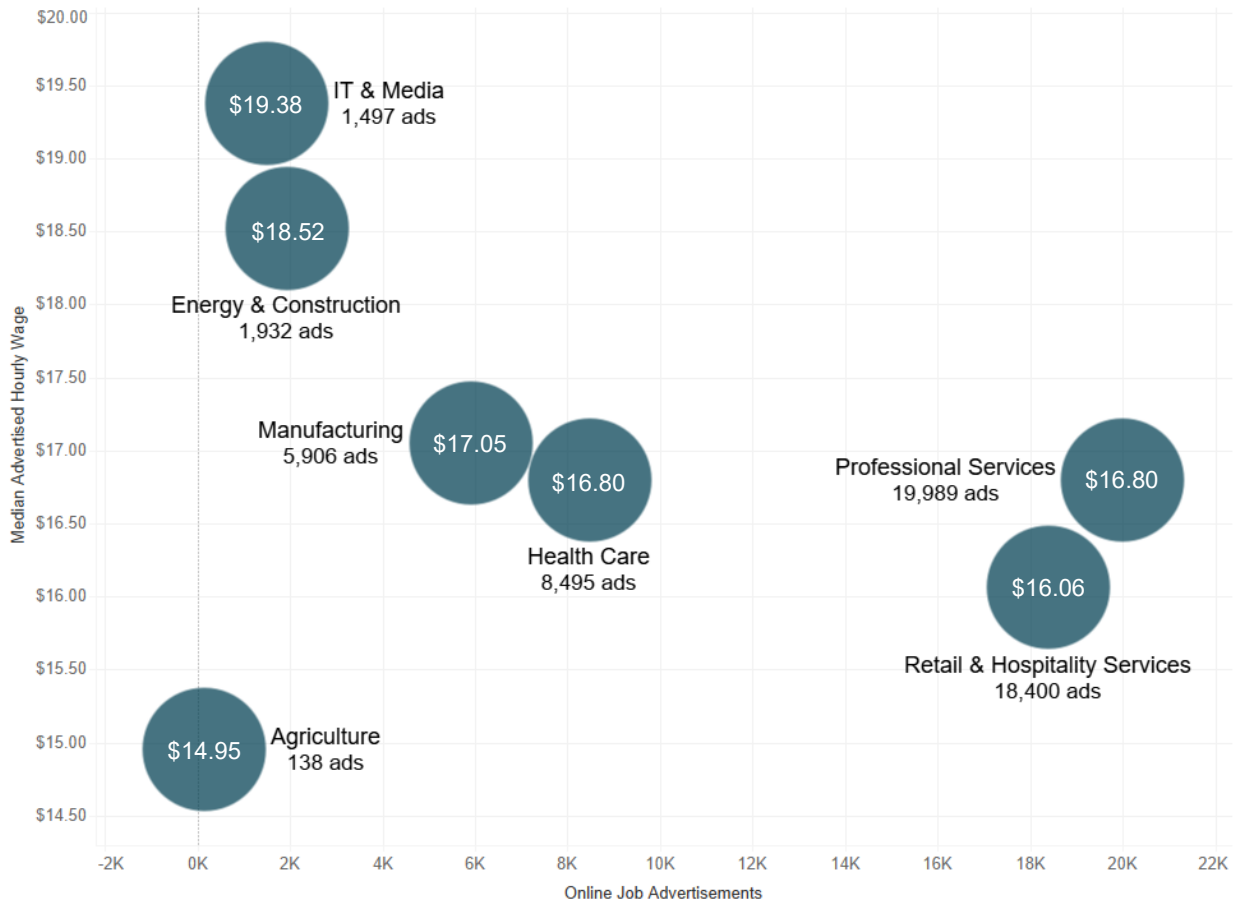
Job Ads by Education, West



There were a total of 78,838 unique job ads posted online in West Michigan in the fourth quarter of 2020, with an average median posting duration of 32 days and a median advertised wage of \$19.02 per hour — \$1.11 more than the previous quarter. Over half (50.1%) of postings listed no formal education requirement, with a median posting duration of 30 days and a median advertised wage of \$20.49 per hour, while nearly a quarter (24.3%) of ads required only a high school diploma and advertised a median wage of \$15.57 per hour. Conversely, 25.6 percent of job postings required some form of education beyond high school and just 17.7 percent required a Bachelor's degree or higher, with median advertised wages of \$23.94 and \$25.29 per hour, respectively.

Economic Modeling Specialists International (EMSI)

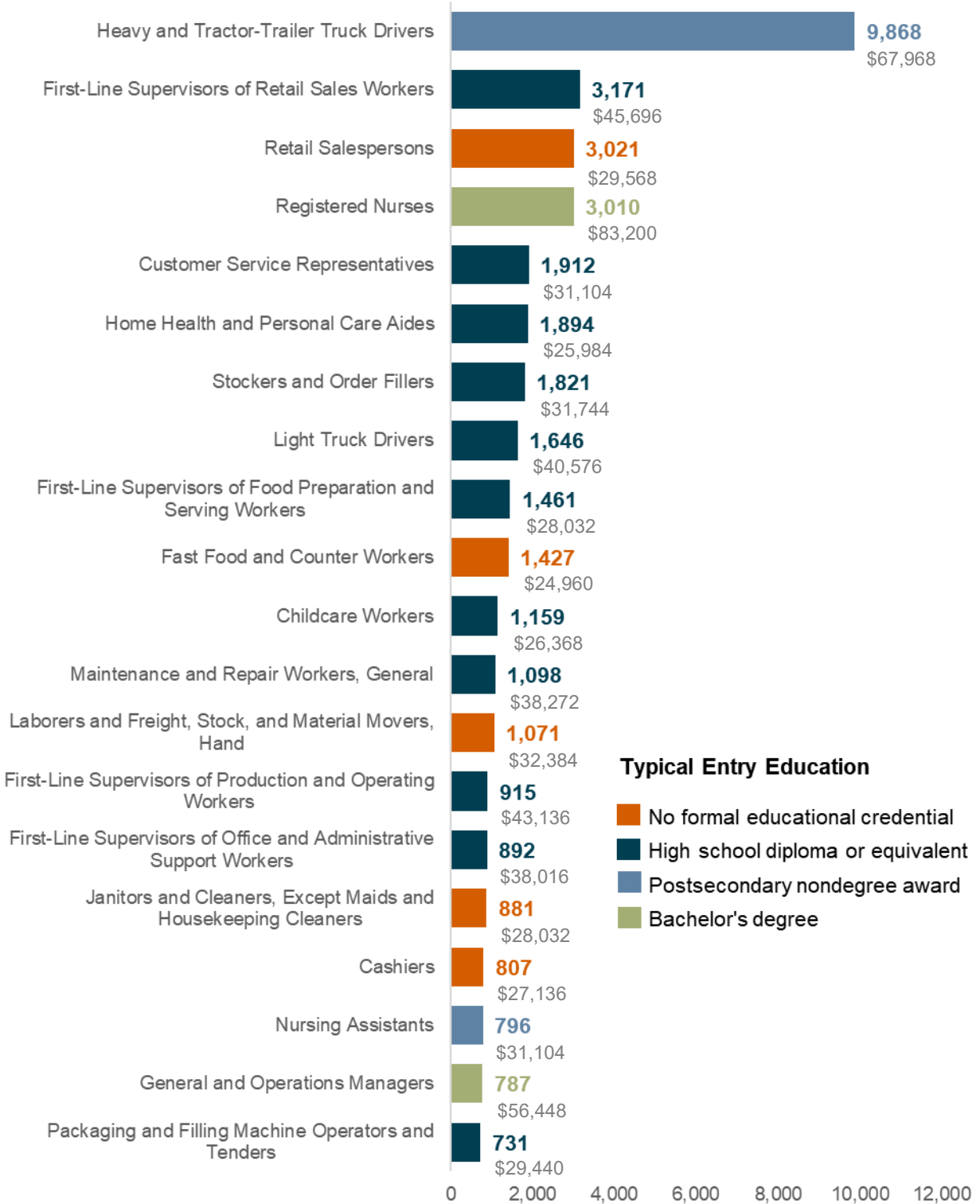
Online Job Ads and Median Advertised Wage by Industry Cluster, West Michigan



Economic Modeling Specialists International (EMSI)

Real-Time Demand | Top Posted Occupations | Q4 2020

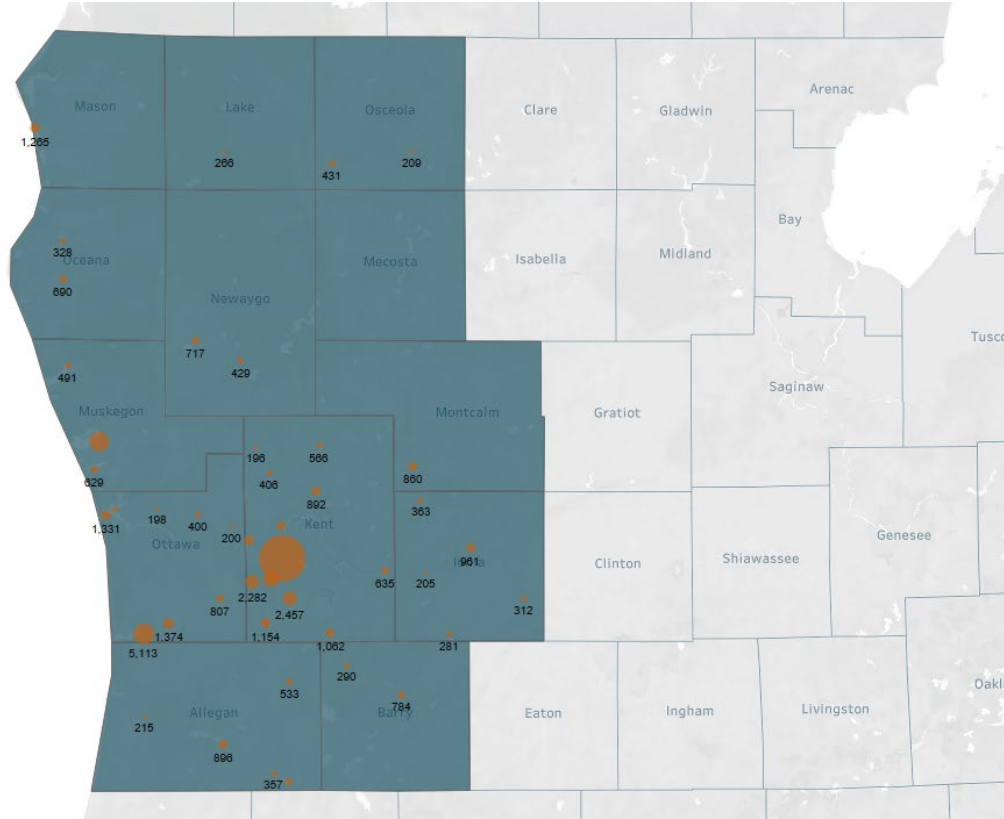
Top Posted Occupations and Median Advertised Salary, West Michigan



Economic Modeling Specialists International (EMSI)

Real-Time Demand | Top Locations and Skills | Q4 2020

Online Job Postings by City, West Michigan



Economic Modeling Specialists International (EMSI)

Top Posted Credentials	Top Posted Skills	Top Posting Employers
Commercial Driver's License (CDL)	Merchandising	Spectrum Health Ludington
Certified Nursing Assistant	Restaurant Operation	Dollar General Corporation
Licensed Practical Nurse	Warehousing	Wal-Mart, Inc.
Transportation Worker Identification Credential (TWIC) Card	Cash Register	C.R. England, Inc.
Master Of Business Administration ...	Selling Techniques	AutoZone, Inc.
Automotive Service Excellence ...	Nursing	Express Employment Professionals
Bachelor of Science in Nursing ...	Cash Handling	Pizza Hut, Inc.
Doubles Endorsement	Auditing	The Home Depot
Bachelor of Science in Business	Customer Experience	McDonald's Corporation
Nurse Practitioner	Accounting	Spartannash Company

Sector Focus

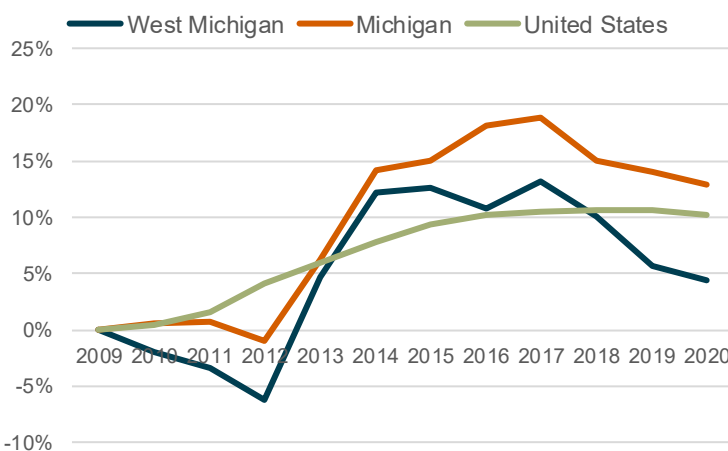


Agriculture

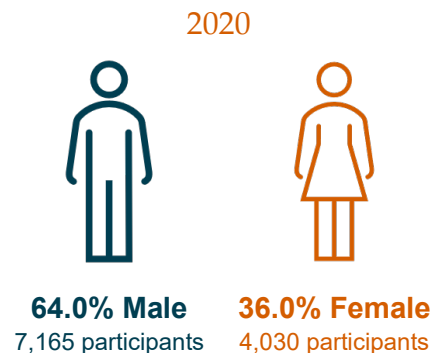
2020 Employment	Trend	Average Earnings	Total Wages
11,195	▼ (-1.2%)	\$44,173 Annual, 2020	\$494.5 million in 2020

The Agriculture and Food Processing industry cluster is an important component of the West Michigan economy, accounting for almost \$495 million in wages paid across the region in 2020. Agricultural employment across the region declined by 1.2 percent over-the-year, compared to a drop of 1.0 percent statewide and 0.3 percent nationwide. There are approximately 400 job openings in West Michigan each year, although the number of postings in Q4 of 2020 dropped by 3.4 percent from the previous quarter.

Industry Employment Growth, Indexed to 2009



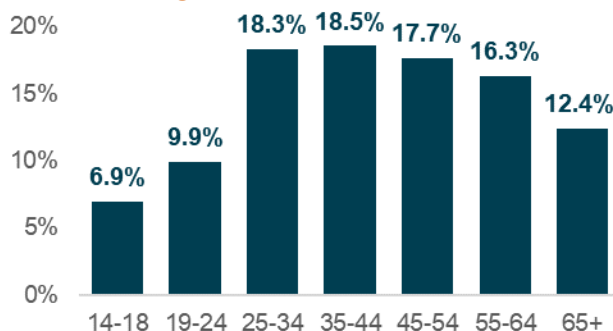
Gender Distribution



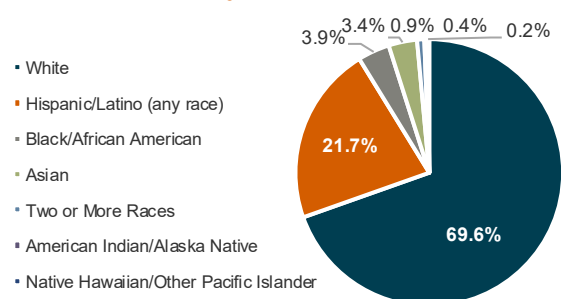
Industry Demographics

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

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

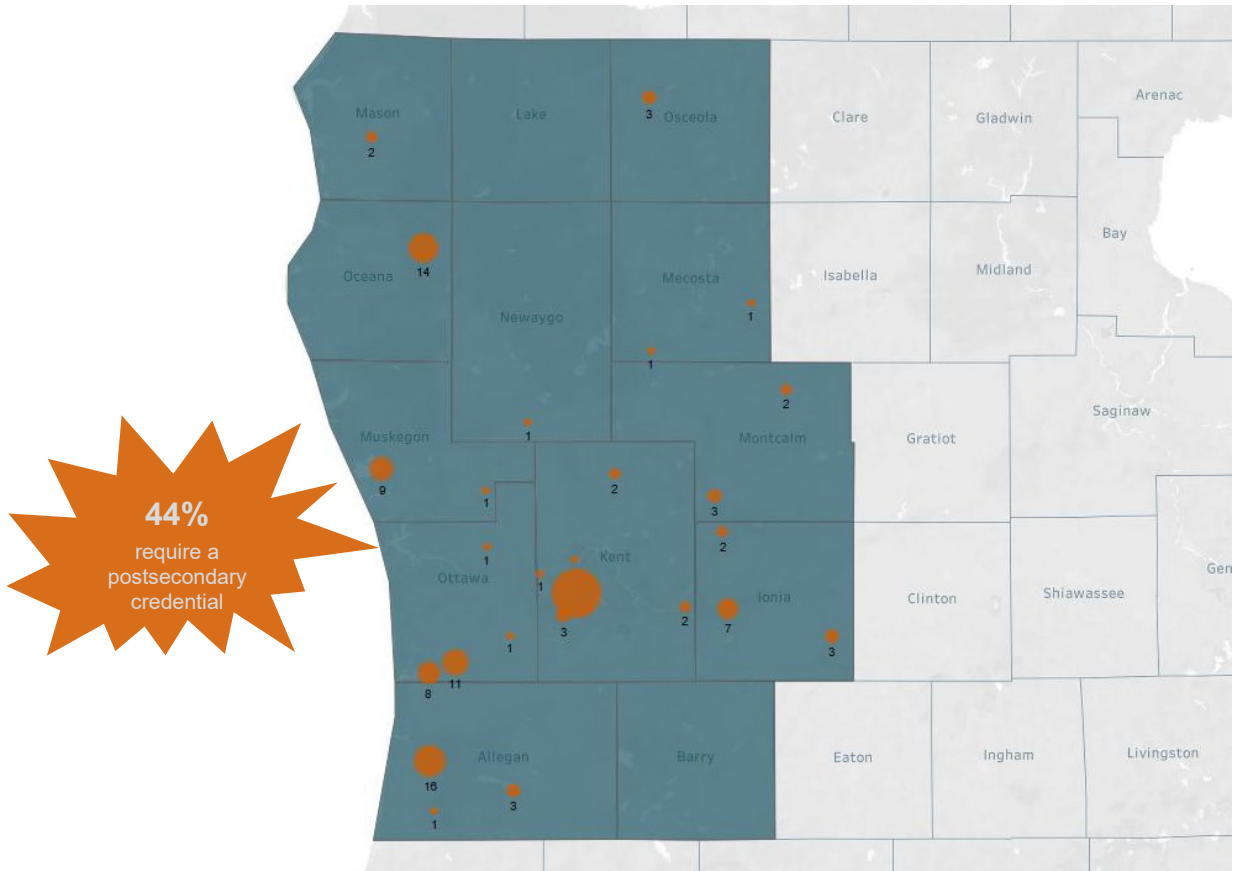


Industry Employment by Skill-level, 2020



Agriculture | Top Posting Locations | Q4 2020

Online Job Postings by City, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Top Posting Cities

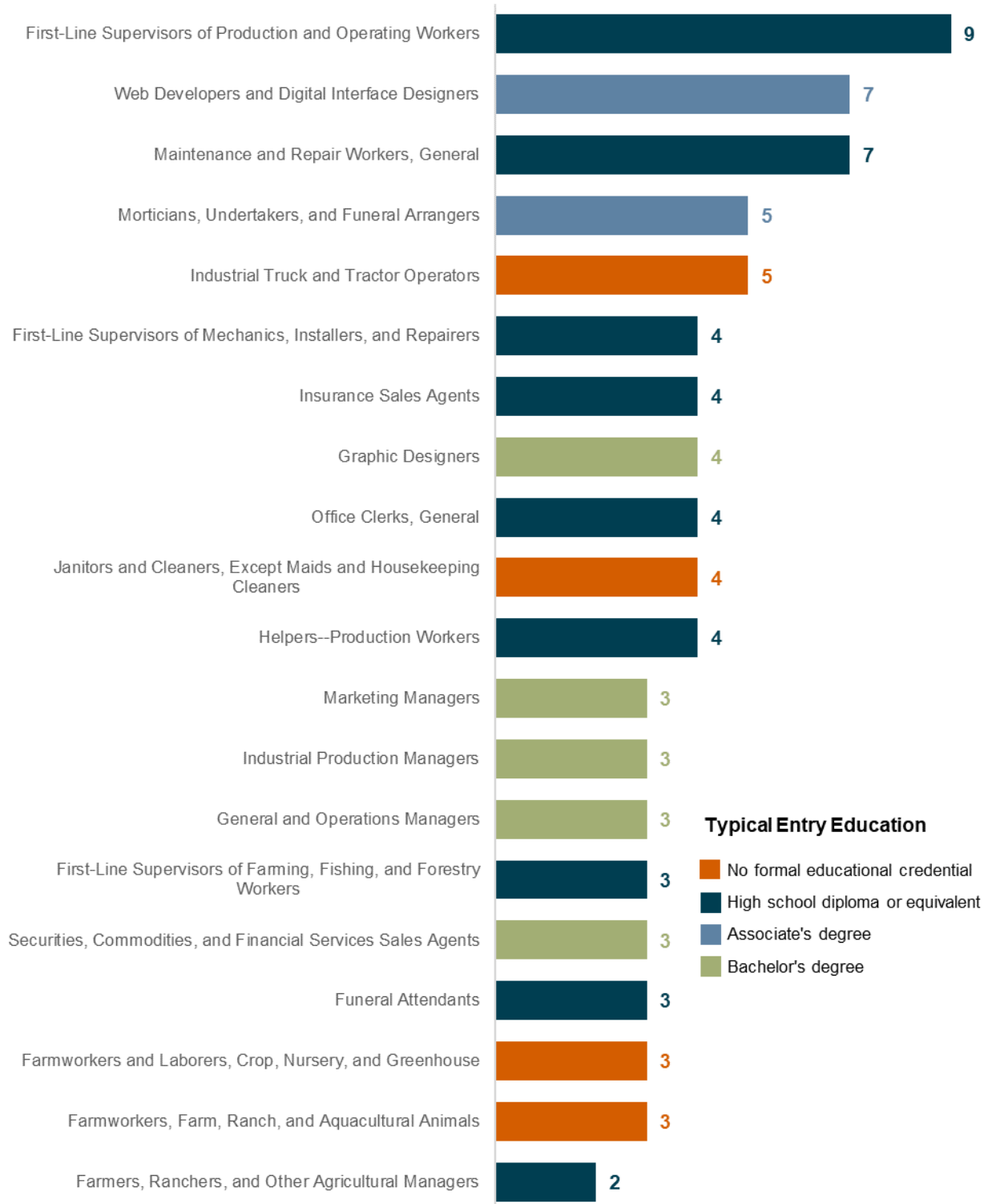
- Grand Rapids: 39 Ads (30 day median duration)
- Fennville: 16 Ads (37 day median)
- Walkerville: 14 Ads (32 day median)
- Zeeland: 11 Ads (30 day median)
- Muskegon: 9 Ads (65 day median)
- Holland: 8 Ads (48 day median)
- Saranac: 7 Ads (34 day median)
- Allegan: 3 Ads (11 day median)
- Greenville: 3 Ads (7 day median)
- Wyoming: 3 Ads (9 day median)

Top Posting Companies

- Conagra Brands, Inc: 16 Ads (62 days)
- Shared Resources: 16 Ads (65 days)
- Arbre Farms Corporation: 14 Ads (32 days)
- Cull: 10 Ads (66 days)
- Walters Gardens, Inc.: 9 Ads (30 days)
- Herbruck Poultry Ranch, Inc.: 8 Ads (34 days)
- Mason Frank: 7 Ads (30 days)
- Heffron Farms Market, LLC: 4 Ads (5 days)
- Fresh Thyme: 4 Ads (7 days)
- West Michigan Farms Inc: 3 Ads (11 days)

Agriculture | Top Posted Occupations | Q4 2020

Top Posted Agriculture Occupations, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Agriculture | Wages and In-demand Skills | Q4 2020

Overview of Agriculture Wages

Half of the top twenty most in-demand Agriculture-related jobs in West Michigan offered a median wage greater than \$25 per hour in 2020, according to the Bureau of Labor Statistics (BLS). Marketing Managers offered the highest median wage, at \$54.25 per hour, and were among the five occupations on the list that typically require a Bachelor's degree. Conversely, First-line Supervisors of Mechanics, Installers, and Repairers were the 5th highest paid in-demand Agriculture occupation in Q4, with a median hourly wage of \$34.30, and typically requires just a high school diploma. Industrial Truck and Tractor Operators were the highest paid occupation with no formal education requirement, earning a median hourly wage of \$16.34, and ranked in as the 15th highest paid in-demand Agriculture position.

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

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
First-Line Supervisors of Production and Operating Workers	661	\$29.33	\$19.16	\$23.36	\$36.42	\$43.58
Maintenance and Repair Workers, General	634	\$17.43	\$10.97	\$13.41	\$22.78	\$27.91
Web Developers and Digital Interface Designers	27	\$27.58	\$14.53	\$20.79	\$35.12	\$49.64
Industrial Truck and Tractor Operators	631	\$16.34	\$12.91	\$14.26	\$19.22	\$22.47
Morticians, Undertakers, and Funeral Arrangers	14	\$30.44	\$19.61	\$25.62	\$38.47	\$49.25
First-Line Supervisors of Mechanics, Installers, and Repairers	215	\$34.30	\$20.48	\$26.39	\$43.39	\$52.01
Graphic Designers	111	\$23.44	\$12.43	\$17.35	\$28.80	\$34.55
Helpers--Production Workers	594	\$11.90	\$10.29	\$10.90	\$13.22	\$17.45
Insurance Sales Agents	205	\$27.20	\$16.79	\$20.34	\$38.61	\$49.76
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,572	\$12.47	\$9.96	\$10.88	\$14.99	\$18.68

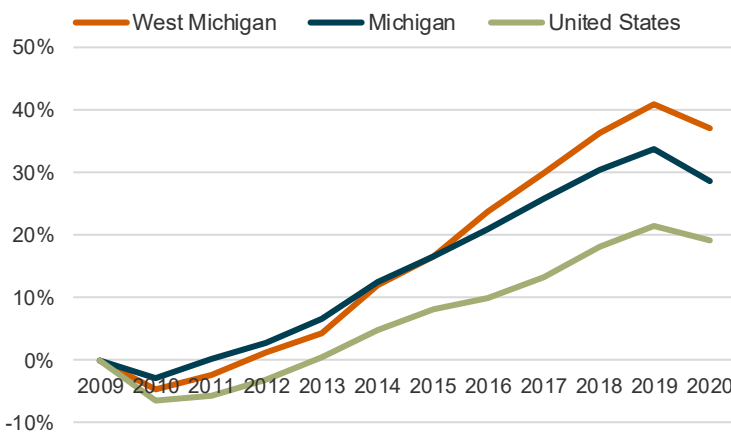
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Forklift Operator	Communications	Good Manufacturing Practices
Pesticide Applicator License	Management	Food Safety
Salesforce Certified Administrator	Detail Oriented	Packaging and Labeling
Certified Nursing Assistant	Customer Service	Funeral Services
Licensed Practical Nurse	Valid Driver's License	Oil and Gas
Commerical Driver's License (CDL)	Sales	Warehousing
Doctor of Veterinary Medicine...	Operations	Mortuary Science
Bachelor of Science in Business Admin	Leadership	Production Line
Salesforce Certification	Problem Solving	Standard Operating Procedure
Journeyman Electrician	Microsoft Office	Cremation

Energy and Construction

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

The Energy and Construction industry cluster is a modestly sized but integral component of the West Michigan economy, accounting for over \$2.7 billion in wages paid across the region in 2020. Industry employment across the region declined by 2.7 percent over-the-year, compared to a drop of 3.8 percent statewide and 1.8 percent nationwide. There are nearly 2,000 job openings in West Michigan each year, and the number of postings in Q4 of 2020 jumped by 25.6 percent from the previous quarter.

Industry Employment Growth, Indexed to 2009



Gender Distribution

2020

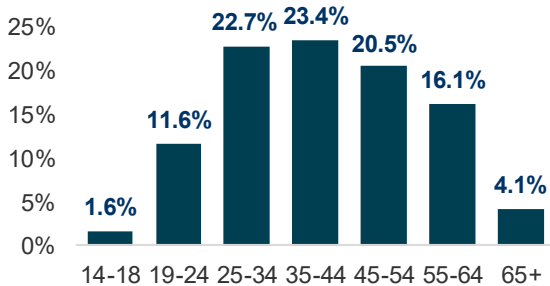


86.0% Male 29,609 participants
14.0% Female 4,804 participants

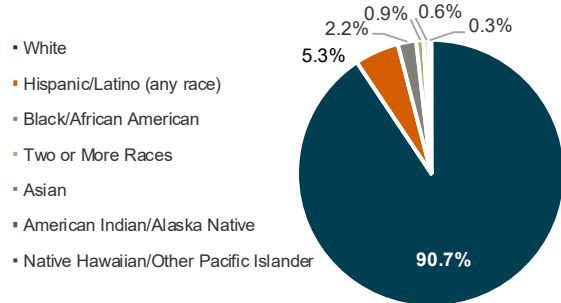
Industry Demographics

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

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

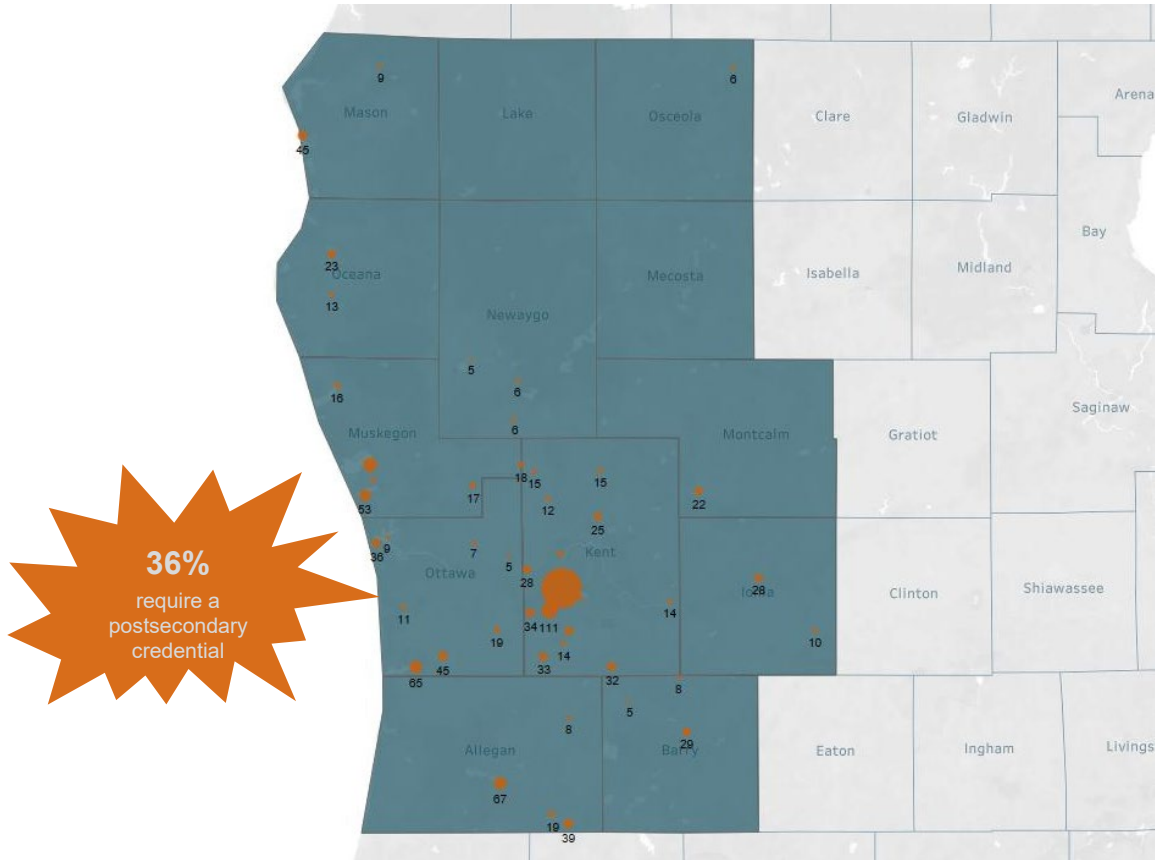


Industry Employment by Skill-level, 2020



Energy & Construction | Top Posting Locations | Q4 2020

Online Job Postings by City, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Top Posting Cities

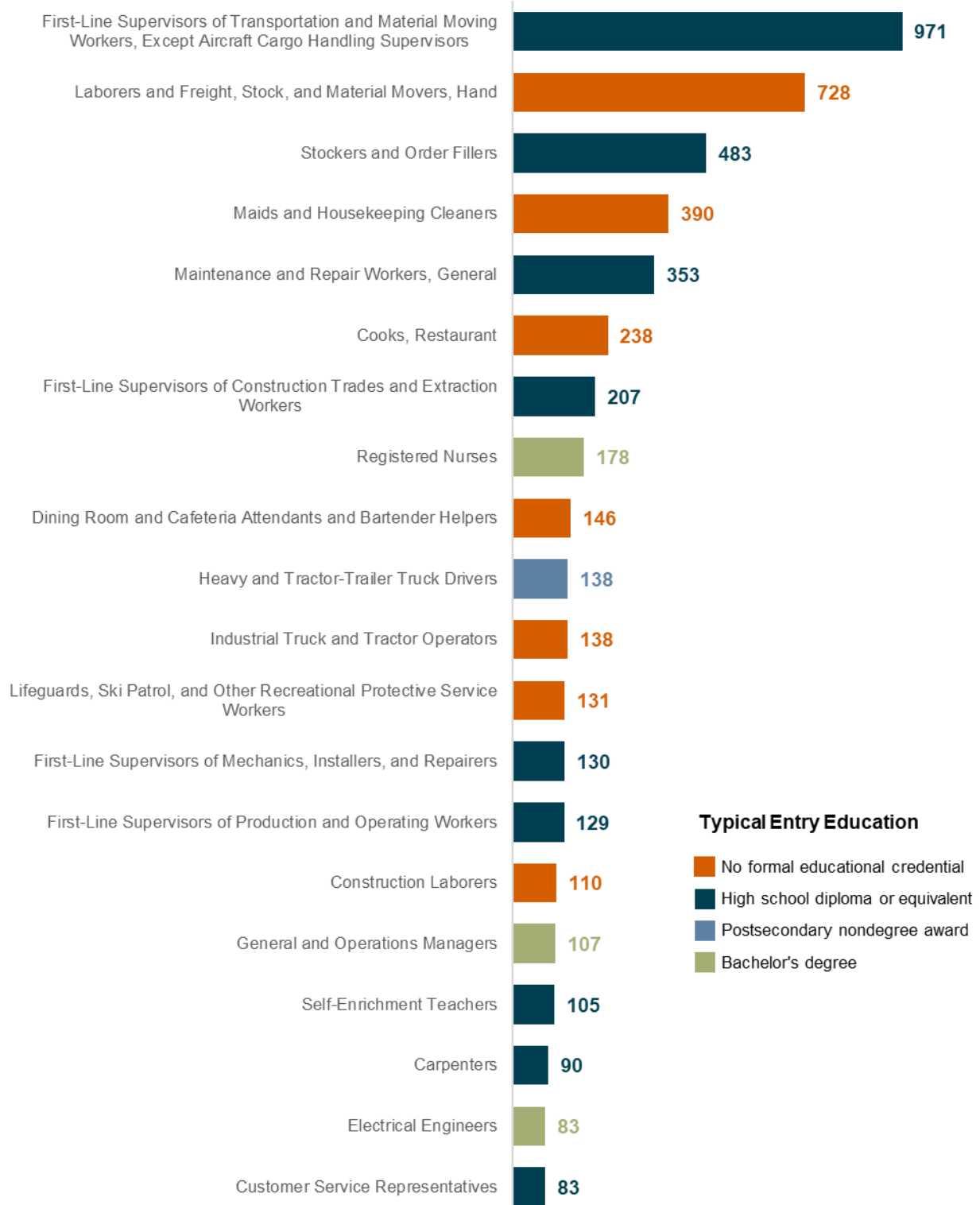
- Grand Rapids: 661 Ads (30 day median duration)
- Wyoming: 111 Ads (31 day median)
- Muskegon: 83 Ads (21 day median)
- Allegan: 67 Ads (11 day median)
- Holland: 65 Ads (15 day median)
- Norton Shores: 53 Ads (12 day median)
- Ludington: 45 Ads (34 day median)
- Zeeland: 45 Ads (24 day median)
- Plainwell: 39 Ads (43 day median)
- Grand Haven: 36 Ads (14 day median)

Top Posting Companies

- Bond Resorts, LLC: 369 Ads (14 days)
- Carematrix Corporation: 184 Ads (40 days)
- CMS Energy Corporation: 117 Ads (17 days)
- Amazon Fulfillment: 75 Ads (52 days)
- Royal Dutch Shell PLC: 35 Ads (40 days)
- DTE Energy Company: 33 Ads (34 days)
- Jbs: 31 Ads (46 days)
- Concrete Placement, Inc.: 30 Ads (37 days)
- Gray Construction, Inc.: 26 Ads (62 days)
- Rieth-Riley Construction Co.: 25 Ads (59 days)

Energy & Construction | Top Posted Occupations | Q4 2020

Top Posted Energy & Construction Occupations, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

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

Overview of Energy and Construction Wages


Seven of the top twenty most in-demand Energy and Construction jobs in West Michigan offered a median wage greater than \$25 per hour in 2020, according to the Bureau of Labor Statistics (BLS). General and Operations Managers offered the highest median wage, at \$45.22 per hour, and were among the three positions on the list that typically require a Bachelor's degree. Conversely, First-line Supervisors of Mechanics, Installers, and Repairers were the 3rd highest paid in-demand occupation in this industry, with a median hourly wage of \$34.30, and typically requires just a high school diploma. Construction Laborers were the highest paid occupation with no formal education requirement, earning a median hourly wage of \$17.78, and ranked in as the 11th highest paid in-demand position.

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

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
First-Line Supervisors of Transportation and Material Moving Workers	191	\$25.49	\$15.37	\$18.78	\$31.51	\$38.39
Laborers and Freight, Stock, and Material Movers, Hand	2,167	\$14.51	\$10.53	\$12.03	\$17.69	\$20.73
Stockers and Order Fillers	1,108	\$12.44	\$10.08	\$10.93	\$15.14	\$19.06
Maids and Housekeeping Cleaners	611	\$12.23	\$10.00	\$10.88	\$13.86	\$15.11
Maintenance and Repair Workers, General	634	\$17.43	\$10.97	\$13.41	\$22.78	\$27.91
Cooks, Restaurant	827	\$12.73	\$10.04	\$11.10	\$14.56	\$16.20
First-Line Supervisors of Construction Trades and Extraction Workers	259	\$28.02	\$20.19	\$22.97	\$34.99	\$43.09
Registered Nurses	955	\$32.42	\$25.76	\$28.30	\$36.84	\$40.34
Dining Room and Cafeteria Attendants and Bartender Helpers	256	\$11.16	\$9.86	\$10.14	\$12.91	\$14.53
Heavy and Tractor-Trailer Truck Drivers	1,378	\$21.12	\$13.78	\$17.02	\$24.77	\$29.35

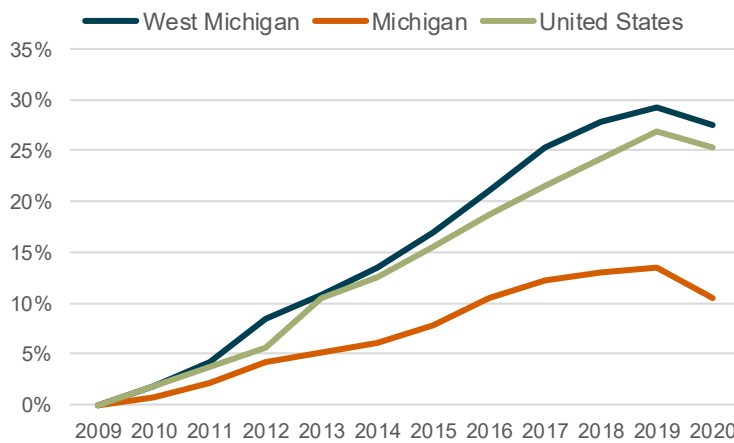
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commerical Driver's License (CDL)	Good Manufacturing Practices	Communications
ServSafe Certification	Food Safety	Management
Certified Nursing Assistant	Packaging and Labeling	Valid Driver's License
Bachelor of Science in Business	Funeral Services	Customer Service
Licensed Practical Nurse	Oil and Gas	Operations
Master of Business Administration ...	Warehousing	Leadership
Journeyman Lineman	Mortuary Science	Detail Oriented
Professional Engineer	Production Line	Construction
Certified Forklift Operator	Standard Operating Procedure	Planning
Tanker Endorsement	Cremation	Presentations

Health Care

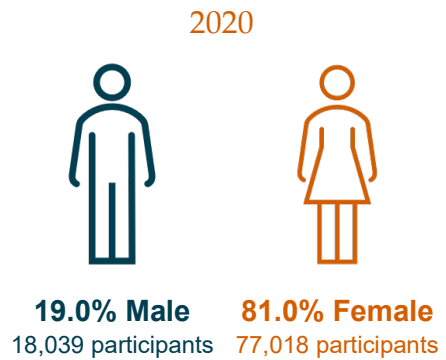
2020 Employment	Trend	Average Earnings	Total Wages
95,056	 (-1.4%)	\$65,134 Annual, 2020	\$6.2 billion in 2020

Bucking a 10-year trend, 2020 marked the first year that Health Care employment declined in West Michigan since 2009. Employment across the region declined by 1.4 percent over-the-year, compared to a drop of 2.6 percent statewide and 1.3 percent nationwide. There are over 22,000 job openings in West Michigan for this industry each year, although the number of online postings in Q4 of 2020 increased by 10.2 percent from the previous quarter to stand at almost 8,500 job postings.

Industry Employment Growth, Indexed to 2009



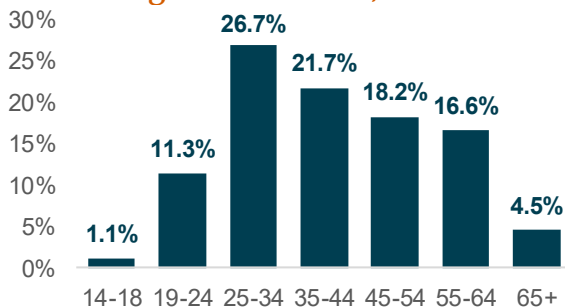
Gender Distribution



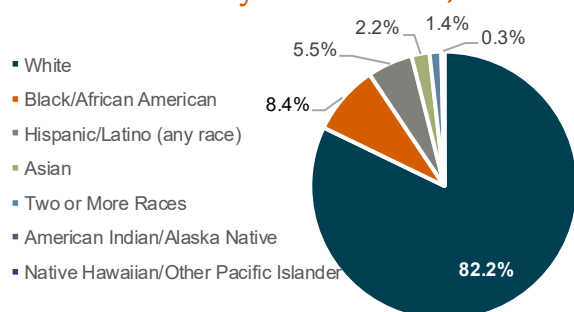
Industry Demographics

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

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

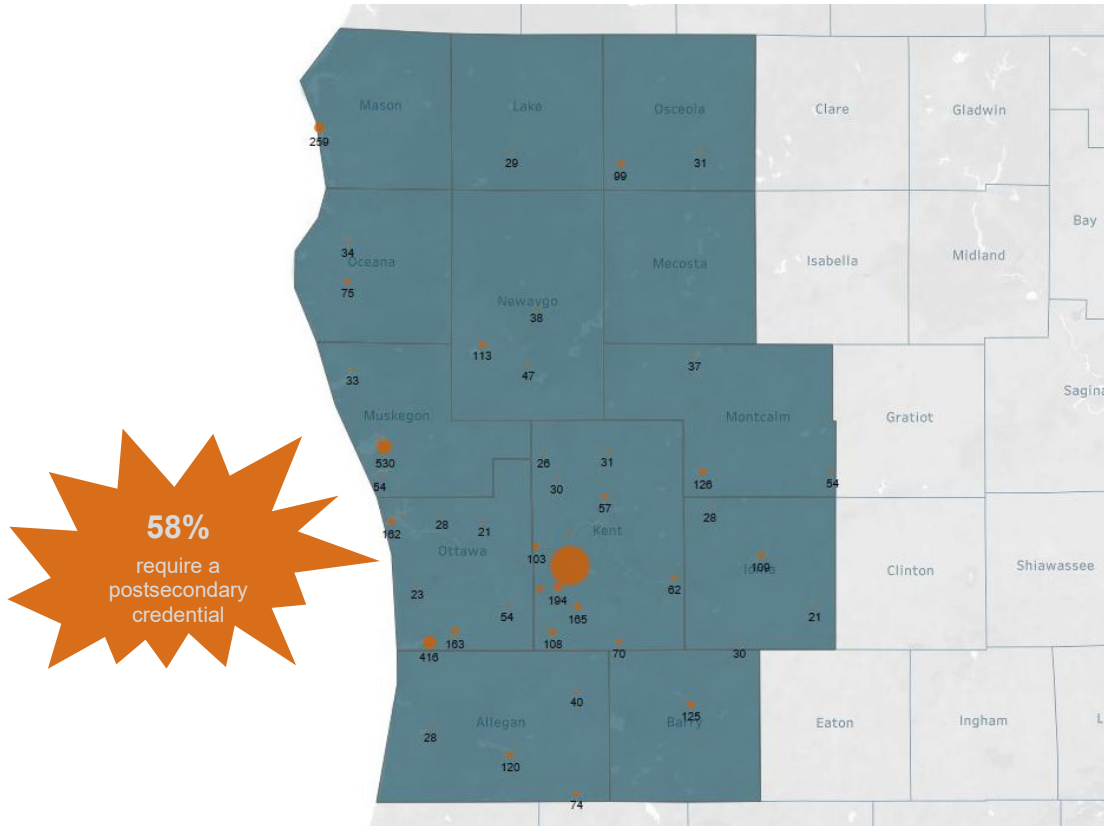


Industry Employment by Skill-level, 2020



Health Care | Top Posting Locations | Q4 2020

Online Job Postings by City, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Top Posting Cities

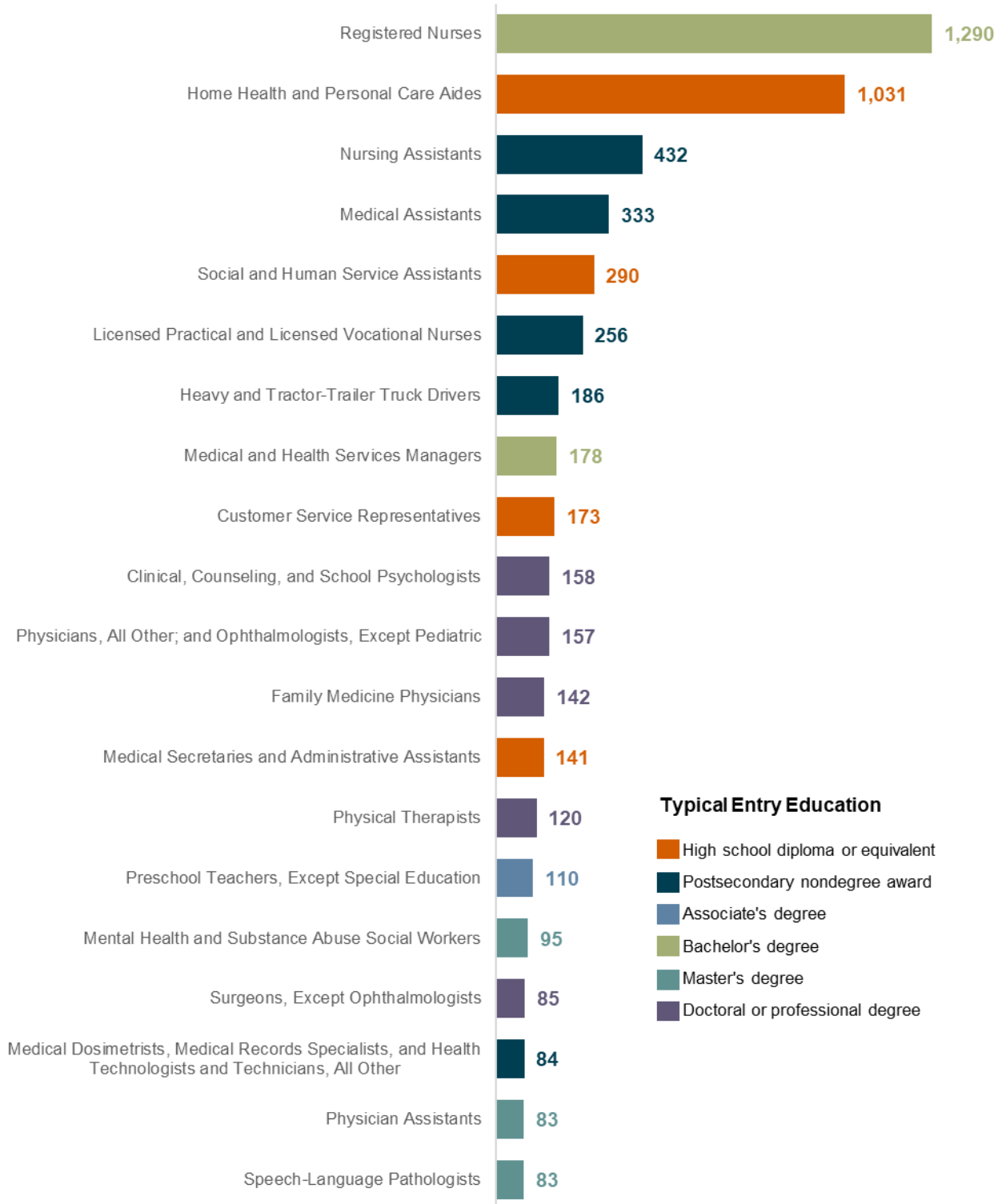
- Grand Rapids: 3,747 Ads (36 day median)
- Muskegon: 530 Ads (24 day median)
- Holland: 416 Ads (33 day median)
- Ludington: 259 Ads (44 day median)
- Wyoming: 194 Ads (29 day median)
- Kentwood: 165 Ads (35 day median)
- Grand Haven: 162 Ads (27 day median)
- Zeeland: 162 Ads (34 day median)
- Greenville: 126 Ads (38 day median)
- Hastings: 125 Ads (42 day median)

Top Posting Companies

- Spectrum Health Ludington: 1,200 Ads
- CareInHomes.com: 469 Ads
- Mary Free Bed Rehabilitation Hospital: 350 Ads
- Spectrum Health Systems: 340 Ads
- Newaygo General Hospital Association: 298 Ads
- Hope Network: 253 Ads
- Mercy Medical Center, Inc.: 247 Ads
- Reed City Hospital Corporation: 218 Ads
- Sunbelt Staffing, LLC: 205 Ads
- Holland Hospital: 190 Ads

Health Care | Top Posted Occupations | Q4 2020

Top Posted Health Care Occupations, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Health Care | Wages and In-demand Skills | Q4 2020

Overview of Health Care Wages

Nine of the top twenty most in-demand Health Care jobs in West Michigan offered a median wage greater than \$25 per hour in 2020, according to the Bureau of Labor Statistics (BLS). Family Medical Physicians offered the highest median wage, at \$119.50 per hour, and were among the five jobs on the list that typically require a Doctoral or professional degree. Conversely, Licensed Practical and Licensed Vocational Nurses were the 11th highest paid in-demand Health Care occupation in Q4, with a median hourly wage of \$22.35, and typically requires a postsecondary certificate. Customer Service Representatives were the highest paid occupation requiring a high school diploma, earning a median hourly wage of \$16.69, and ranked in as the 14th highest paid in-demand Health Care role of Q4.

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

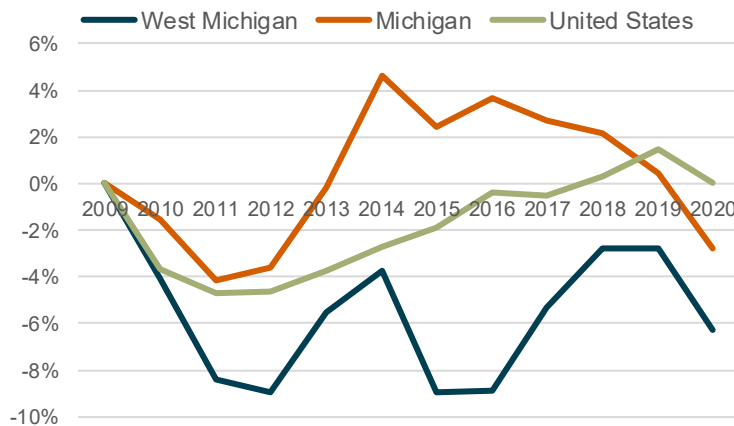
Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Registered Nurses	955	\$32.42	\$25.76	\$28.30	\$36.84	\$40.34
Home Health and Personal Care Aides	1,334	\$12.00	\$10.00	\$10.74	\$13.88	\$15.91
Nursing Assistants	1,111	\$14.09	\$11.23	\$12.57	\$15.86	\$18.22
Medical Assistants	377	\$16.66	\$12.97	\$14.58	\$18.55	\$20.30
Social and Human Service Assistants	184	\$13.80	\$10.06	\$11.50	\$16.46	\$19.22
Licensed Practical and Licensed Vocational Nurses	185	\$22.35	\$18.83	\$20.31	\$24.46	\$27.47
Heavy and Tractor-Trailer Truck Drivers	1,378	\$21.12	\$13.78	\$17.02	\$24.77	\$29.35
Medical and Health Services Managers	162	\$43.26	\$28.63	\$34.38	\$54.23	\$71.03
Customer Service Representatives	1,604	\$16.69	\$10.88	\$13.16	\$20.80	\$27.08
Clinical, Counseling, and School Psychologists	31	\$37.06	\$24.67	\$29.67	\$45.24	\$52.45

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

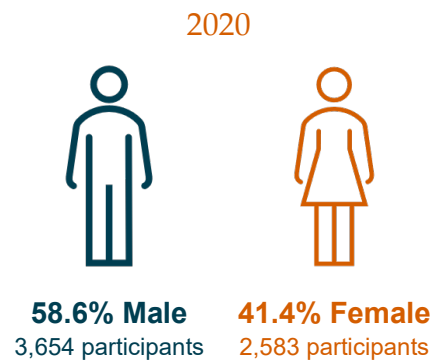
Information Technology and Media

2020 Employment	Trend	Average Earnings	Total Wages
6,236	▼ (-3.6%)	\$74,7901 Annual, 2020	\$466 million in 2020
<p>The IT & Media industry cluster is a modestly sized, yet vital component of the West Michigan economy, accounting for over \$466 million in wages paid across the region in 2020. Industry employment in West Michigan declined by 3.6 percent over-the-year, compared to a drop of 3.3 percent statewide and 1.4 percent nationwide. There are nearly 4,000 IT & Media job openings in West Michigan each year, and the number of postings in Q4 of 2020 jumped by 9.7 percent from the previous quarter.</p>			

Industry Employment Growth, Indexed to 2009



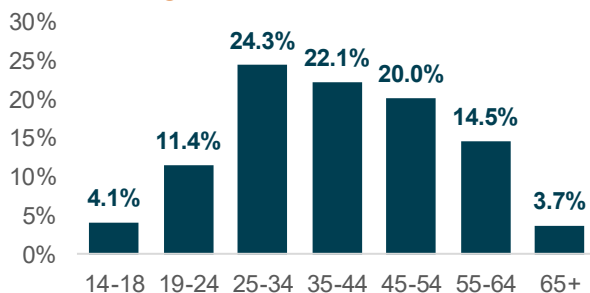
Gender Distribution



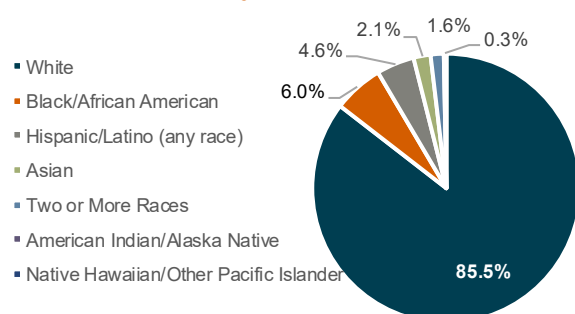
Industry Demographics

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

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

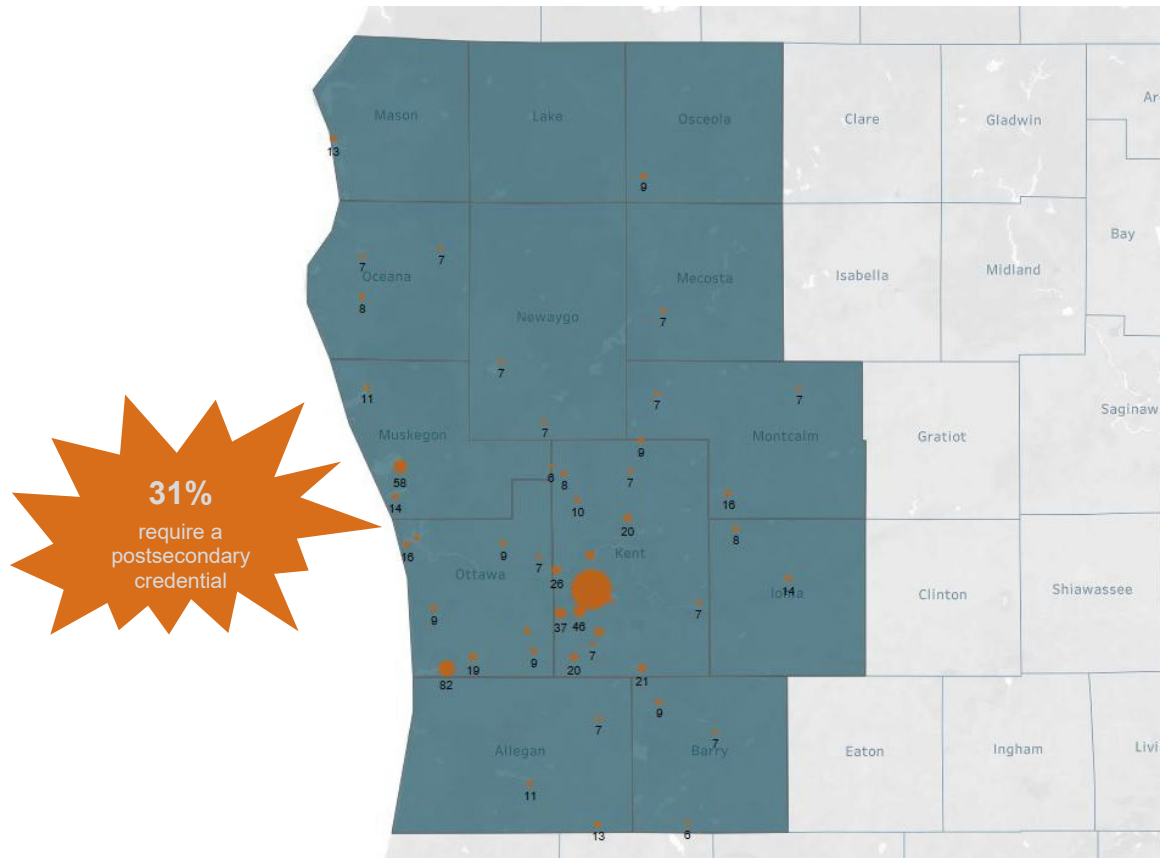


Industry Employment by Skill-level, 2020



IT & Media | Top Posting Locations | Q4 2020

Online Job Postings by City, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Top Posting Cities

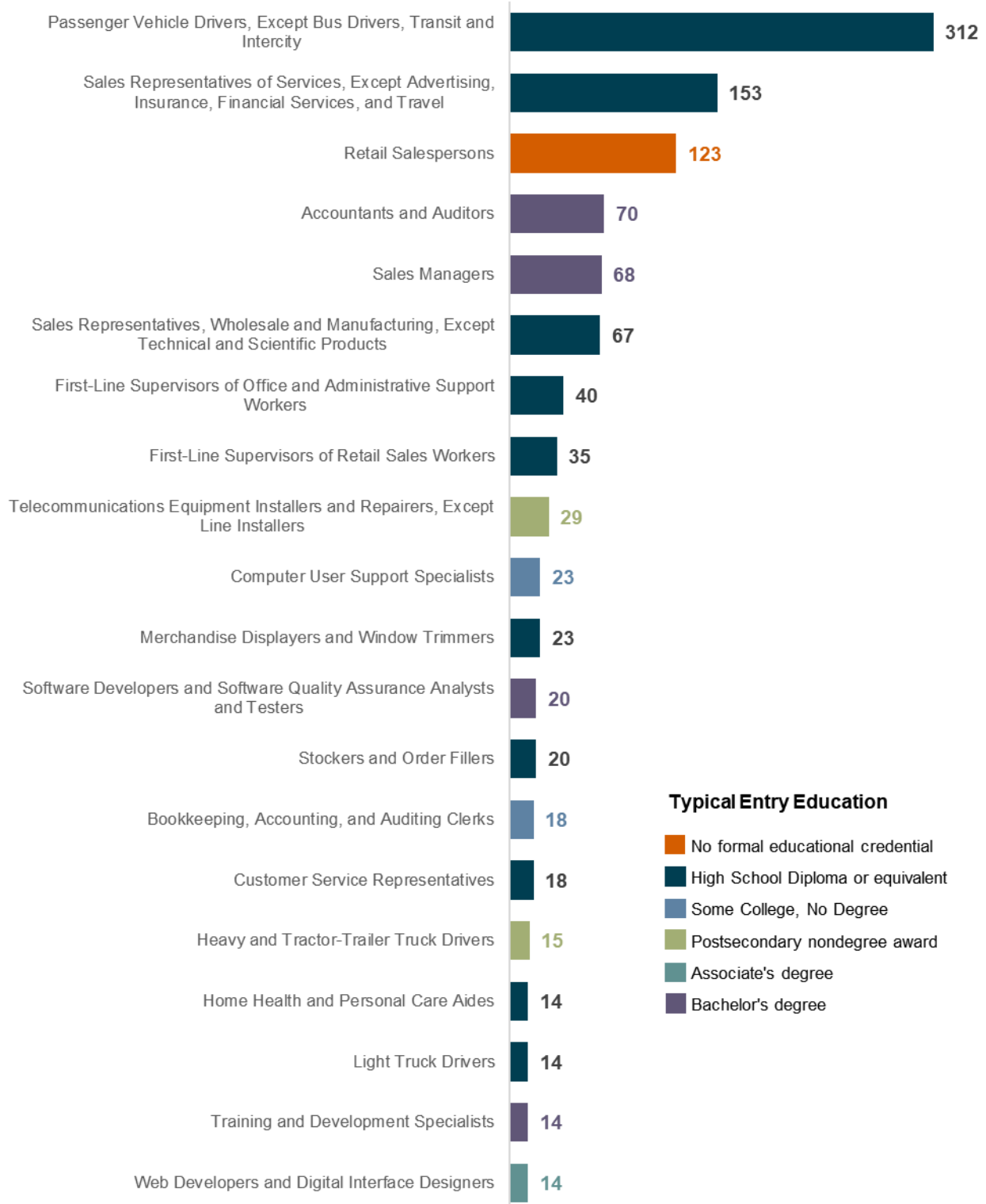
Grand Rapids: 513 Ads (35 day median duration)
 Holland: 82 Ads (32 day median)
 Muskegon: 58 Ads (34 day median)
 Wyoming: 46 Ads (49 day median)
 Grandville: 37 Ads (47 day median)
 Walker: 26 Ads (33 day median)
 Comstock Park: 25 Ads (13 day median)
 Kentwood: 25 Ads (48 day median)
 Caledonia: 21 Ads (29 day median)
 Byron Center: 20 Ads (16 day median)

Top Posting Companies

Uber Technologies, Inc.: 329 Ads (31 days)
 Spectrum: 204 Ads (13 days)
 Charter Communications, Inc.: 104 Ads (8 days)
 Intuit Inc.: 88 Ads (16 days)
 AT&T Inc.: 67 Ads (31 days)
 Kanaan Communications, LLC: 47 Ads (57 days)
 Hcpro, Inc.: 33 Ads (50 days)
 Comcast Corporation: 32 Ads (35 days)
 Hallmark Cards, Incorporated: 29 Ads (55 days)
 T-Mobile US, Inc. 27 Ads (41 days)

IT & Media | Top Posted Occupations | Q4 2020

Top Posted IT and Media Occupations, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

IT & Media | Wages and In-demand Skills | Q4 2020

Overview of Information Technology and Media Wages


Seven of the top twenty most in-demand IT and Media jobs in West Michigan offered a median wage greater than \$25 per hour in 2020, according to the Bureau of Labor Statistics (BLS). Sales Managers offered the highest median wage, at \$61.48 per hour, and were among the four occupations 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 \$28.91, and typically requires a high school diploma. Although Retail Salespersons had the 3rd largest volume of job postings in this industry in Q4, it offered the lowest median wage of the top 20 in-demand occupations, at \$11.73 per hour, and was the only role with no education requirement.

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

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Passenger Vehicle Drivers, Except Bus Drivers, Transit and Intercity	287	\$16.84	\$11.26	\$13.91	\$19.38	\$22.14
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	384	\$27.05	\$15.30	\$19.13	\$37.10	\$57.43
Retail Salespersons	2,696	\$11.73	\$9.82	\$10.46	\$14.37	\$18.85
Accountants and Auditors	424	\$29.76	\$20.18	\$24.29	\$38.39	\$48.68
Sales Managers	120	\$61.48	\$31.41	\$43.78	\$78.25	\$106.90
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	925	\$28.91	\$15.00	\$20.03	\$41.18	\$59.43
First-Line Supervisors of Office and Administrative Support Workers	509	\$25.82	\$16.46	\$20.31	\$31.91	\$38.73
First-Line Supervisors of Retail Sales Workers	522	\$19.52	\$12.75	\$15.30	\$26.38	\$33.16
Telecommunications Equipment Installers and Repairers, Except Line Installers	59	\$22.20	\$13.67	\$17.62	\$26.10	\$31.85
Computer User Support Specialists	165	\$23.32	\$15.47	\$18.72	\$29.40	\$36.24

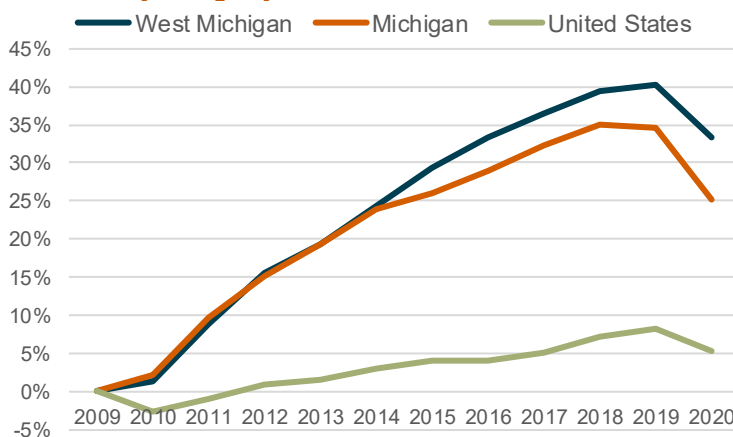
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Public Accountant (CPA)	Food Services	Valid Driver's License
Commercial Driver's License (CDL)	Food Delivery	Sales
Bachelor of Science in Business	Selling Techniques	Communications
Cisco Certified Network Associate	Telecommunications	Customer Service
Master of Business Administration ...	Billing	Good Driving Record
Certified Nursing Assistant	Customer Experience	Operations
Bachelor of Science in Business Admin	Accounting	Leadership
Certified Plant Engineer	Virtual Classroom	Problem Solving
Licensed Practical Nurse	Bilingual (Spanish/English)	Self-Motivation
Doctor of Dental Surgery	Cold Calling	Management

Manufacturing

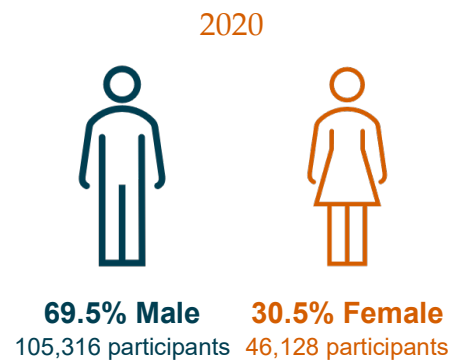
2020 Employment	Trend	Average Earnings	Total Wages
151,444	 (-5.0%)	\$77,277 Annual, 2020	\$11.7 billion in 2020

Manufacturing remains the largest industry in West Michigan, accounting for nearly 1 in 4 workers in 2020, and yields the second highest average earnings of any sector following Energy and Construction. Industry employment across the region declined by 5.0 percent over-the-year, compared to a drop of 7.0 percent statewide and 2.6 percent nationwide. There are nearly 15,500 job openings in West Michigan each year and the number of postings in Q4 of 2020 grew by 10.7 percent from the previous quarter.

Industry Employment Growth, Indexed to 2009



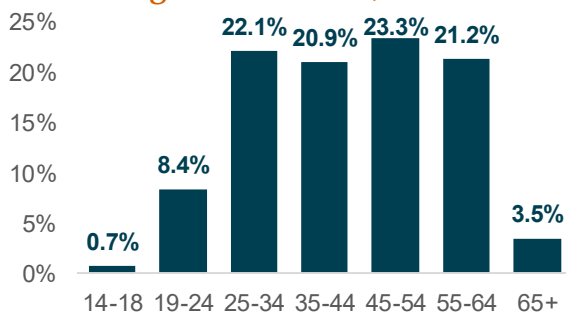
Gender Distribution



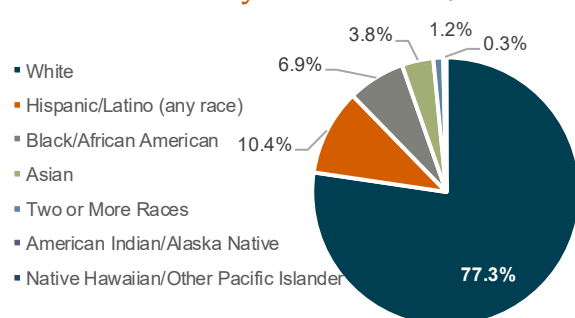
Industry Demographics

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

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

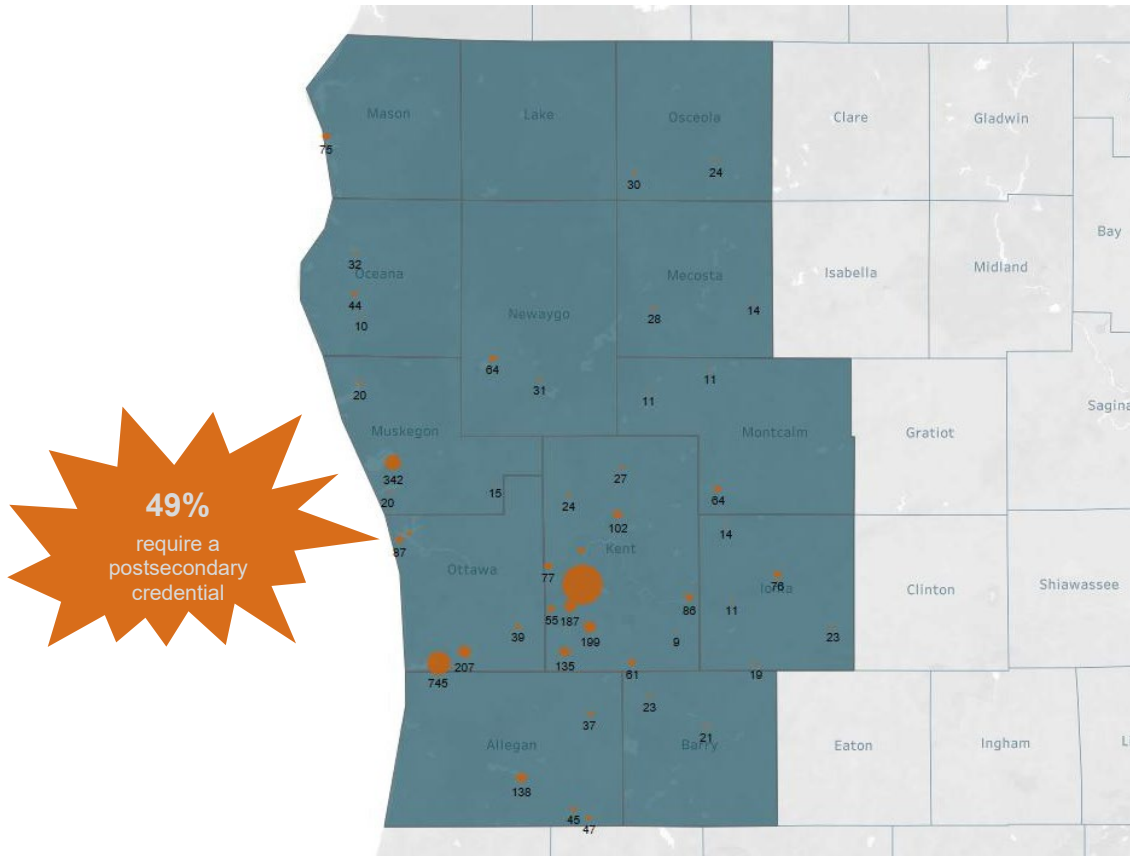


Industry Employment by Skill-level, 2020



Manufacturing | Top Posting Locations | Q4 2020

Online Job Postings by City, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Top Posting Cities

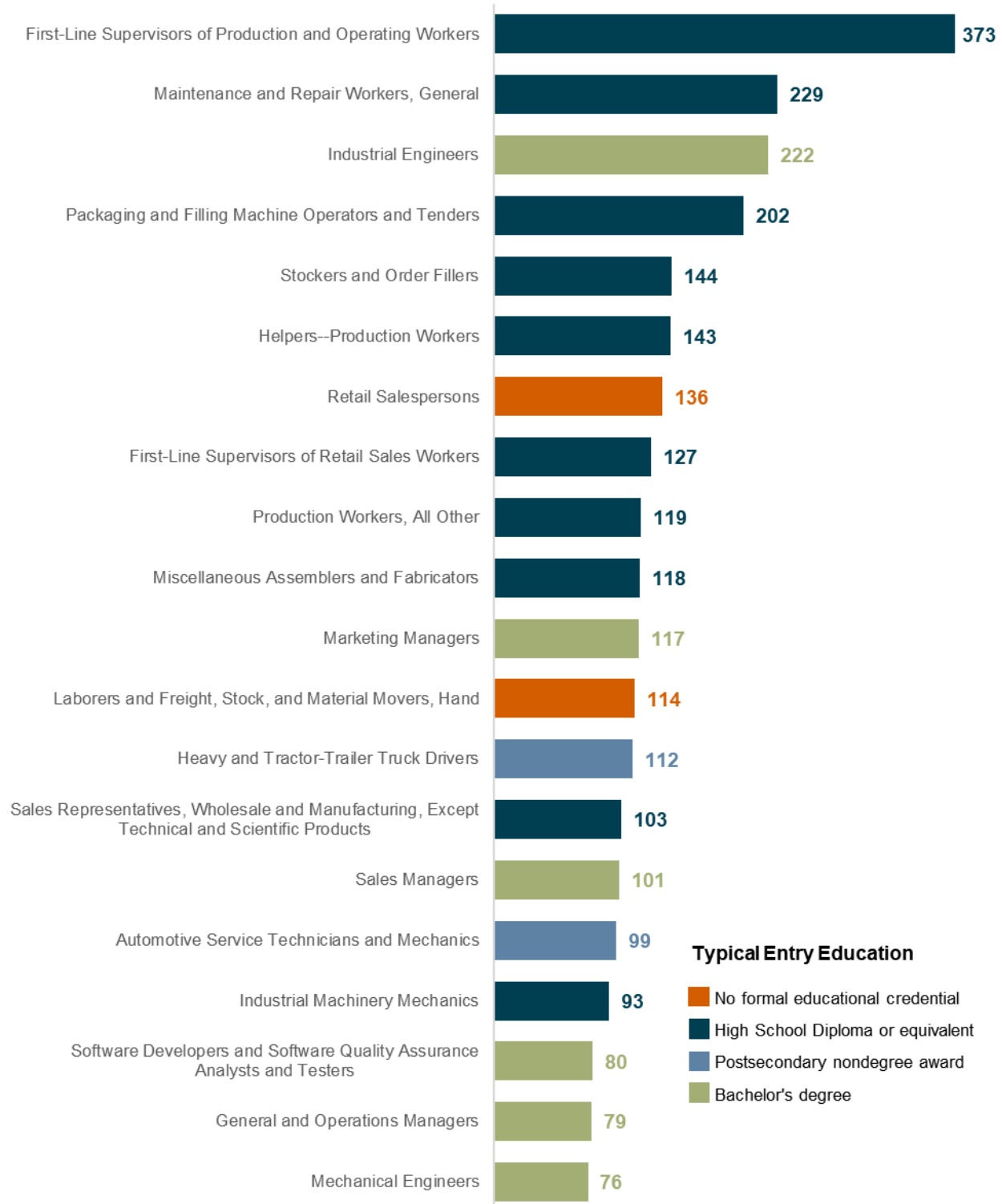
- Grand Rapids: 2,211 Ads (40 day median)
- Holland: 745 Ads (37 day median)
- Muskegon: 342 Ads (45 day median)
- Zeeland: 207 Ads (34 day median)
- Kentwood: 199 Ads (46 day median)
- Wyoming: 187 Ads (42 day median)
- Allegan: 138 Ads (48 day median)
- Byron Center: 135 Ads (46 day median)
- Rockford: 102 Ads (50 day median)
- Grand Haven: 87 Ads (13 day median)

Top Posting Companies

- Dematic Corp.: 256 Ads (46 days)
- Perrigo Company: 206 Ads (50 days)
- Menard, Inc.: 126 Ads (33 days)
- Cintas Corporation: 120 Ads (57 days)
- Flex-N-Gate Corporation: 115 Ads (48 days)
- Herman Miller, Inc.: 114 Ads (37 days)
- Haworth, Inc.: 112 Ads (43 days)
- Wolverine World Wide, Inc.: 91 Ads (49 days)
- Valvoline, Inc.: 84 Ads (51 days)
- Magna International, Inc.: 81 Ads (39 days)

Manufacturing | Top Posted Occupations | Q4 2020

Top Posted Manufacturing Occupations, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Manufacturing | Wages and In-demand Skills | Q4 2020

Overview of Manufacturing Wages


Eight of the top twenty most in-demand Manufacturing jobs in West Michigan offered a median wage greater than \$25 per hour in 2020, according to the Bureau of Labor Statistics (BLS), and the top six each typically require a Bachelor's degree for entry. Sales Managers offered the highest median wage, at \$63.48 per hour, while Sales Representatives (Wholesale and Manufacturing) were the 7th highest paid in-demand occupation in this industry, with a median hourly wage of \$30.47, and typically requires just a high school diploma. Laborers and Freight, Stock and Material Movers were the highest paid occupation with no formal education requirement, earning a median hourly wage of \$13.26, and ranked in as the 17th highest paid in-demand position.

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

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
First-Line Supervisors of Production and Operating Workers	668	\$30.05	\$19.80	\$24.13	\$37.28	\$44.64
Maintenance and Repair Workers, General	579	\$18.41	\$11.37	\$13.97	\$23.83	\$28.88
Industrial Engineers	266	\$38.98	\$25.91	\$32.45	\$47.21	\$56.08
Packaging and Filling Machine Operators and Tenders	507	\$16.61	\$11.42	\$13.33	\$19.81	\$23.66
Stockers and Order Fillers	1,341	\$13.16	\$10.41	\$11.39	\$15.73	\$19.47
Helpers--Production Workers	298	\$15.26	\$11.46	\$13.14	\$17.98	\$20.16
Retail Salespersons	2,642	\$12.57	\$10.26	\$11.08	\$15.08	\$19.58
First-Line Supervisors of Retail Sales Workers	528	\$19.58	\$13.03	\$15.55	\$26.88	\$32.21
Production Workers, All Other	332	\$13.12	\$10.32	\$11.28	\$15.36	\$18.17
Miscellaneous Assemblers and Fabricators	2,059	\$15.77	\$12.08	\$13.48	\$18.77	\$23.32

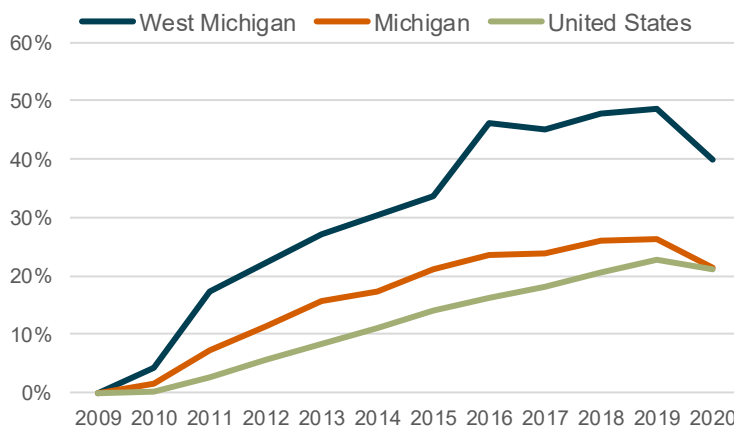
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Auditing	Communications
Bachelor of Science in Business	Packaging and Labeling	Management
Master of Business Administration ...	Warehousing	Leadership
Certified Forklift Operator	Lean Manufacturing	Sales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

Professional Services

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

The Professional Services industry sector consists of five industries: *Administrative and Support and Waste Management and Remediation Services*; *Professional, Scientific, and Technical Services*; *Finance and Insurance*; *Real Estate and Rental and Leasing*; and *Management of Companies and Enterprises*. Employment across the region declined by 6.0 percent over-the-year, compared to a drop of 5.4 percent statewide and 2.7 percent nationwide. There are nearly 58,000 job openings in West Michigan for this sector each year, and online job postings grew by 5.1 percent from Q3 to Q4.

Industry Employment Growth, Indexed to 2009



Gender Distribution

2020



46.7% Male

57,818 participants

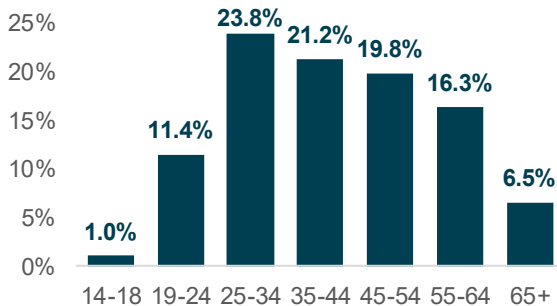
53.3% Female

66,006 participants

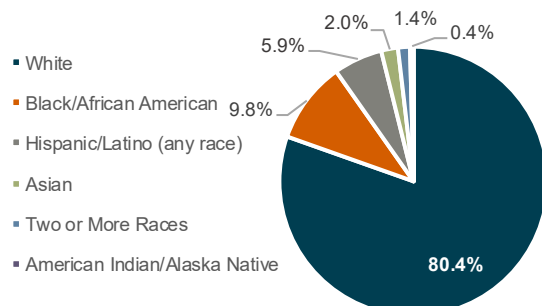
Industry Demographics

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

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

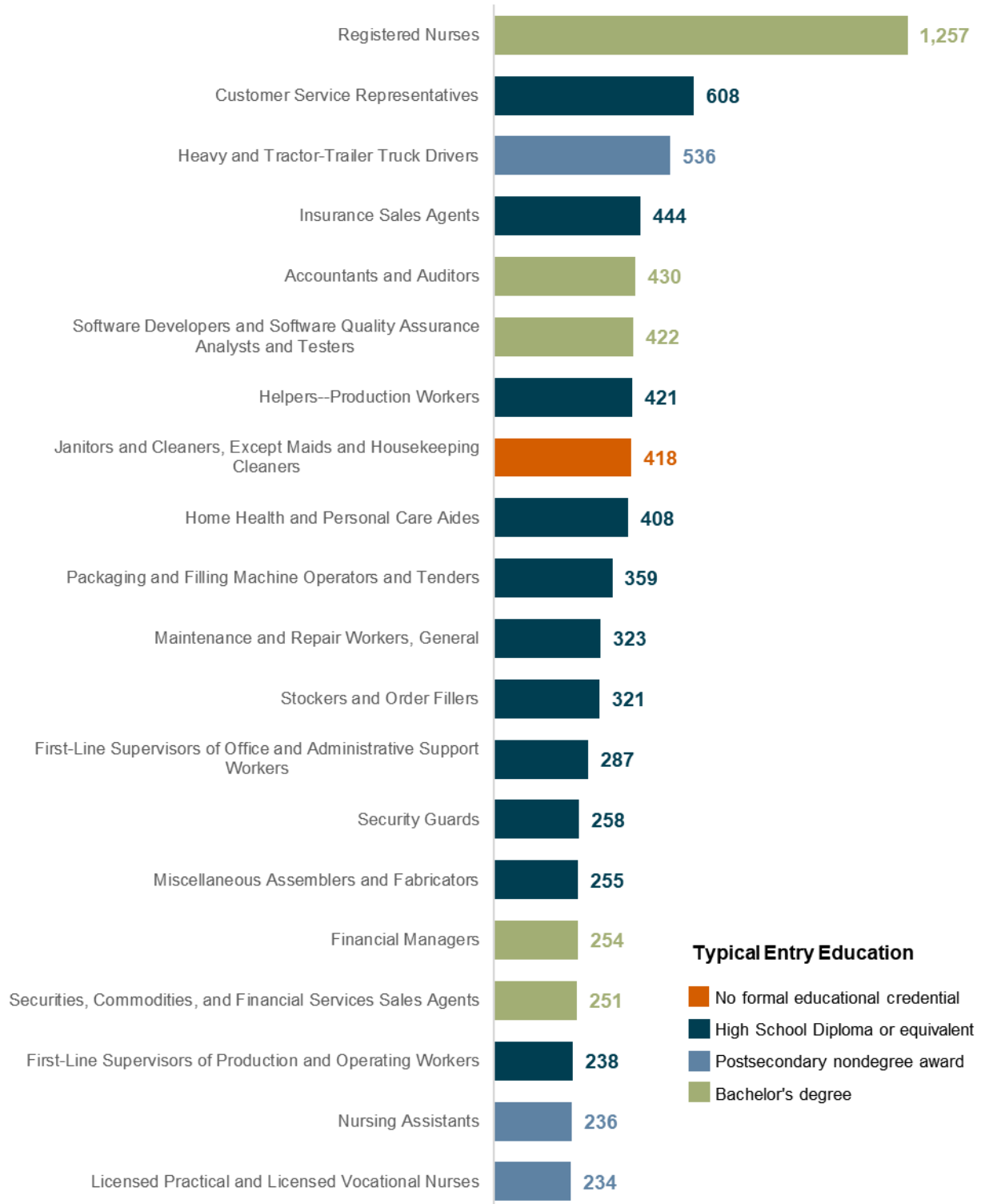


Industry Employment by Skill-level, 2020



Professional Services | Top Posted Occupations | Q4 2020

Top Posted Professional Services Occupations, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Professional Services | Wages and In-demand Skills | Q4

Overview of Professional Services Wages

Seven of the top twenty most in-demand Professional Service jobs in West Michigan offered a median wage greater than \$25 per hour in 2020, according to the Bureau of Labor Statistics (BLS). Financial Managers offered the highest median wage, at \$51.95 per hour, and were among the five jobs on the list that typically require a Bachelor's degree. Licensed Practical and Licensed Vocational Nurses were the 8th highest paid in-demand Professional Services occupation in Q4, with a median hourly wage of \$23.14, and typically requires a postsecondary certificate. First-Line Supervisors of Production and Operating Workers were the highest paid occupation requiring a high school diploma, earning a median hourly wage of \$30.05, and ranked in as the 5th highest paid in-demand role of Q4.

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

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
Registered Nurses	1,194	\$33.15	\$26.29	\$28.88	\$37.86	\$41.66
Customer Service Representatives	1,553	\$17.08	\$11.46	\$13.74	\$21.60	\$27.92
Heavy and Tractor-Trailer Truck Drivers	1,372	\$21.92	\$14.83	\$18.26	\$25.17	\$29.93
Insurance Sales Agents	205	\$29.68	\$19.27	\$22.18	\$43.41	\$62.84
Accountants and Auditors	423	\$30.53	\$20.52	\$24.71	\$39.76	\$50.98
Software Developers and Software Quality Assurance Analysts and Testers	351	\$38.55	\$23.88	\$30.84	\$47.04	\$54.74
Helpers--Production Workers	298	\$15.26	\$11.46	\$13.14	\$17.98	\$20.16
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,707	\$13.54	\$10.35	\$11.55	\$15.75	\$19.59
Home Health and Personal Care Aides	1,534	\$12.35	\$10.31	\$11.07	\$14.49	\$16.65
Packaging and Filling Machine Operators and Tenders	507	\$16.61	\$11.42	\$13.33	\$19.81	\$23.66

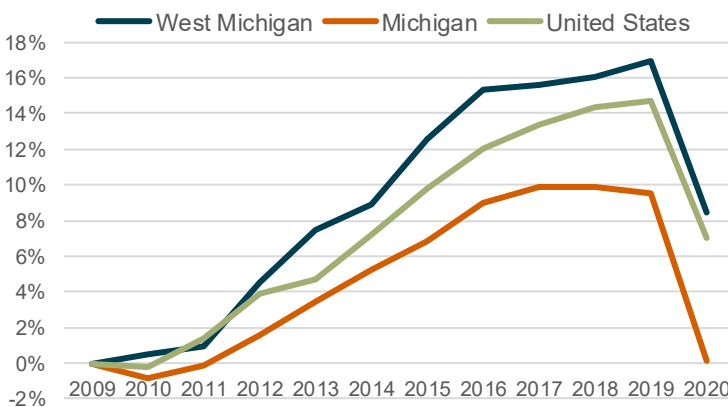
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Certified Nursing Assistant	Accounting	Communications
Commercial Driver's License (CDL)	Auditing	Customer Service
Licensed Practical Nurse	Nursing	Management
Master of Business Administration ...	Loans	Sales
Nurse Practitioner	Warehousing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

Retail and Hospitality Services

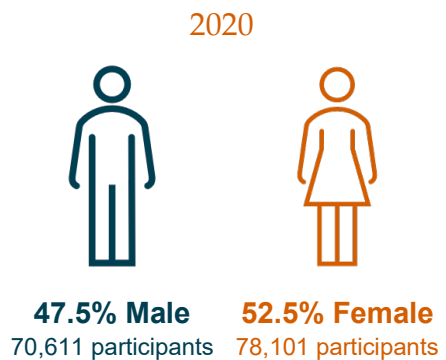
2020 Employment	Trend	Average Earnings	Total Wages
148,712	▼ (-7.3%)	\$33,221 Annual, 2020	\$4.9 billion in 2020

Retail and Hospitality Services is a broad sector composed of four major industries: *Retail Trade*; *Accommodation and Food Services*; *Other Services*; and *Arts, Entertainment and Recreation*. This sector lost the largest volume of jobs due to the pandemic, shrinking by 7.3 percent in West Michigan, compared to a drop of 12.8 percent statewide and 10.7 percent nationwide. There are nearly 46,000 job openings in the region each year, although online job postings fell by 0.2 percent from Q3 to Q4.

Industry Employment Growth, Indexed to 2009



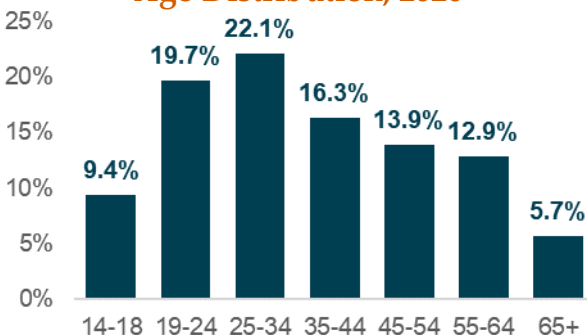
Gender Distribution



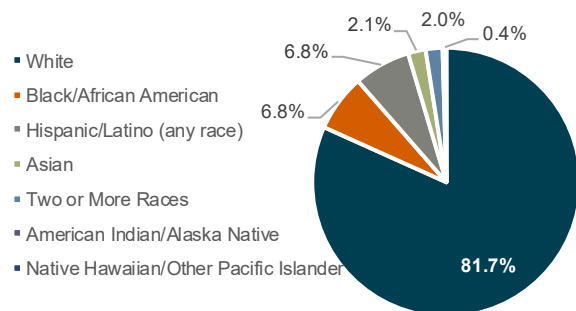
Industry Demographics

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

Age Distribution, 2020



Race/Ethnicity Distribution, 2020

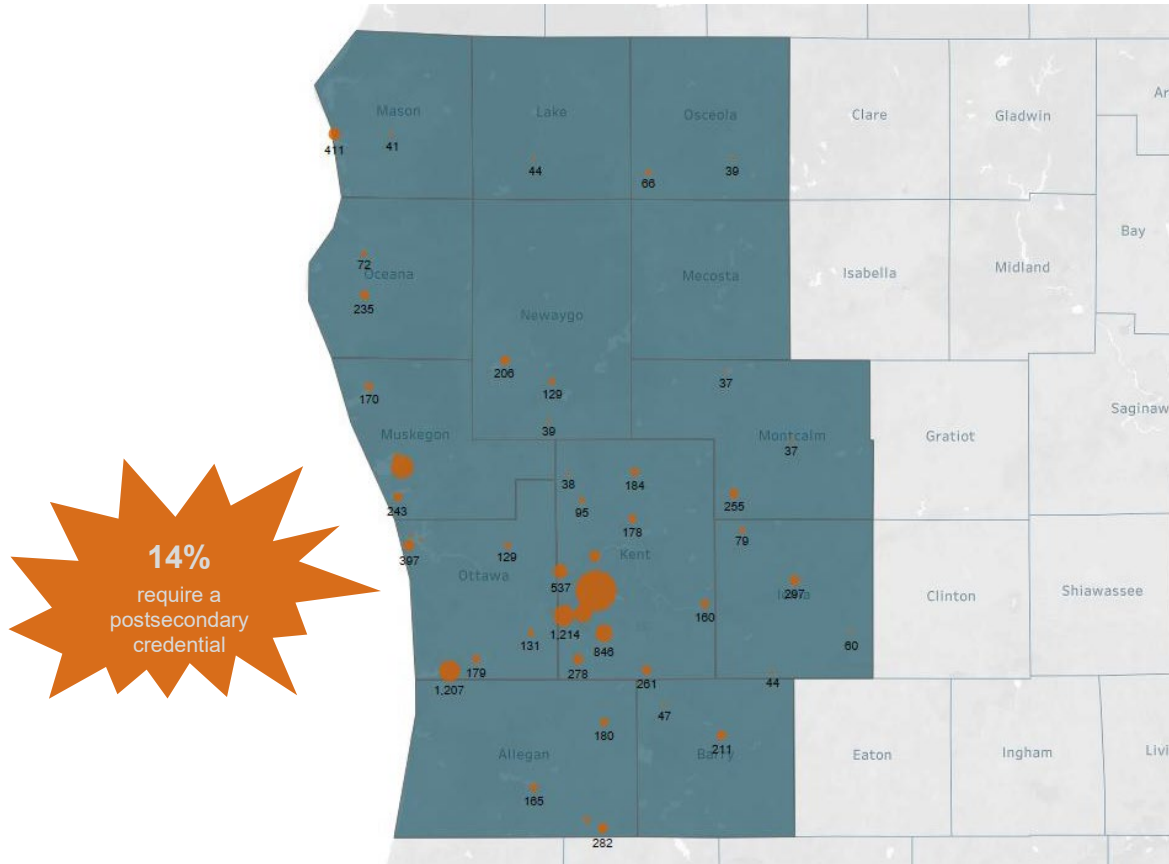


Industry Employment by Skill-level, 2020



Retail & Hospitality | Top Posting Locations | Q4 2020

Online Job Postings by City, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Top Posting Cities

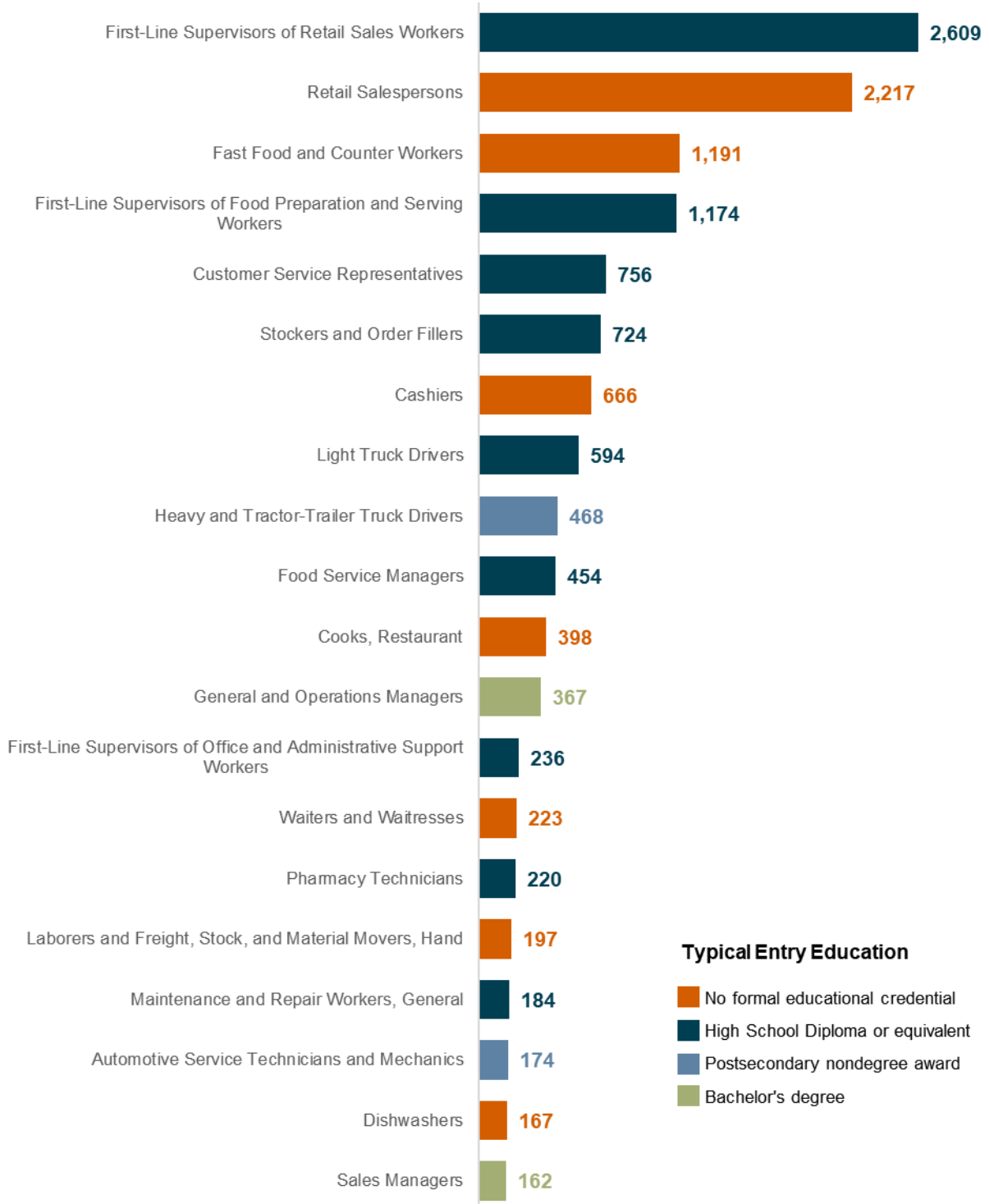
- Grand Rapids: 3,924 Ads (40 day median)
- Muskegon: 1,314 Ads (53 day median)
- Grandville: 1,176 Ads (48 day median)
- Holland: 1,140 Ads (48 day median)
- Kentwood: 801 Ads (48 day median)
- Wyoming: 787 Ads (52 day median)
- Walker: 529 Ads (53 day median)
- Ludington: 394 Ads (61 day median)
- Grand Haven: 381 Ads (55 day median)
- Comstock Park: 313 Ads (45 day median)

Top Posting Companies

- Dollar General Corporation: 928 Ads
- Walmart Inc.: 810 Ads
- AutoZone: 679 Ads
- Pizza Hut, Inc.: 591 Ads
- The Home Depot: 567 Ads
- McDonald's Corporation: 537 Ads
- Burger King Corporation: 432 Ads
- Taco Bell Corporation: 413 Ads
- Meijer, Inc.: 391 Ads
- Amazon.com, Inc.: 361 Ads

Retail & Hospitality | Top Posted Occupations | Q4 2020

Top Posted Retail & Hospitality Services Occupations, West Michigan (Q4 2020)



Economic Modeling Specialists International (EMSI)

Retail & Hospitality | Wages and In-demand Skills | Q4 2020

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 \$25 per hour in 2020, according to the Bureau of Labor Statistics (BLS). Sales Managers offered the highest median wage, at \$63.48 per hour, and were among just two jobs on the list that typically require a Bachelor's degree for entry. Heavy and Tractor-Trailer Truck Drivers were the 5th highest paid in-demand Retail and Hospitality occupation in Q4, with a median hourly wage of \$21.92, and the highest paying role that requires a postsecondary certificate. Food Service Managers were the highest paid occupation requiring a high school diploma, earning a median hourly wage of \$29.17, and ranked in as the 3rd highest paid in-demand role of Q4.

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

Occupational Category	Avg. Annual Openings	Median Hourly Earnings	10 th Percentile Wages	25 th Percentile Wages	75 th Percentile Wages	90 th Percentile Wages
First-Line Supervisors of Retail Sales Workers	1,194	528	\$19.58	\$13.03	\$15.55	\$26.88
Retail Salespersons	1,553	2,642	\$12.57	\$10.26	\$11.08	\$15.08
Fast Food and Counter Workers	1,372	3,636	\$11.38	\$10.07	\$10.50	\$12.32
First-Line Supervisors of Food Preparation and Serving Workers	205	582	\$17.12	\$11.99	\$13.96	\$21.00
Customer Service Representatives	423	1,553	\$17.08	\$11.46	\$13.74	\$21.60
Stockers and Order Fillers	351	1,341	\$13.16	\$10.41	\$11.39	\$15.73
Cashiers	298	2,293	\$11.51	\$10.13	\$10.66	\$12.54
Light Truck Drivers	1,707	578	\$16.69	\$10.77	\$12.30	\$23.31
Heavy and Tractor-Trailer Truck Drivers	1,534	1,372	\$21.92	\$14.83	\$18.26	\$25.17
Food Service Managers	507	65	\$29.17	\$21.12	\$24.72	\$35.82

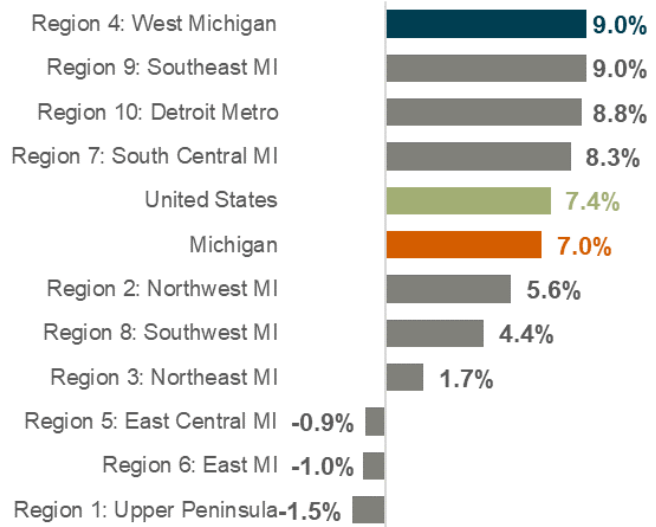
Top Posted Credentials	Top Technical Skills	Top Foundational Skills
Commercial Driver's License (CDL)	Merchandising	Customer Service
Automotive Service Excellence ...	Restaurant Operation	Sales
Certified Pharmacy Technician	Cash Register	Communications
ServSafe Certification	Cash Handling	Management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

Occupational Outlook | Projected Demand from 2016-2026

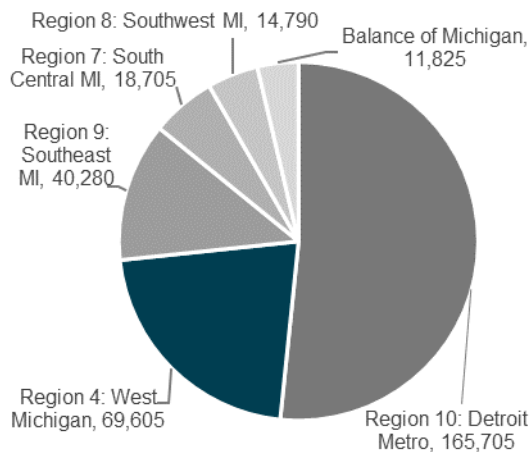
The Bureau of Labor Market Information and Strategic Initiatives produces Long-Term Occupational Outlook forecasts for regions throughout the state every two years. This year, the most up-to-date information available for Michigan's ten Prosperity Regions covers the period from 2016 to 2026. The bureau's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

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

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



Employment Growth by Prosperity Region, 2016 - 2026



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

Occupational Outlook | Occupations and Areas of Growth

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

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

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

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

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

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

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

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

Occupational Outlook | Forecasting Competencies

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

Knowledge

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

Skills

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

Skills (non-Basic)

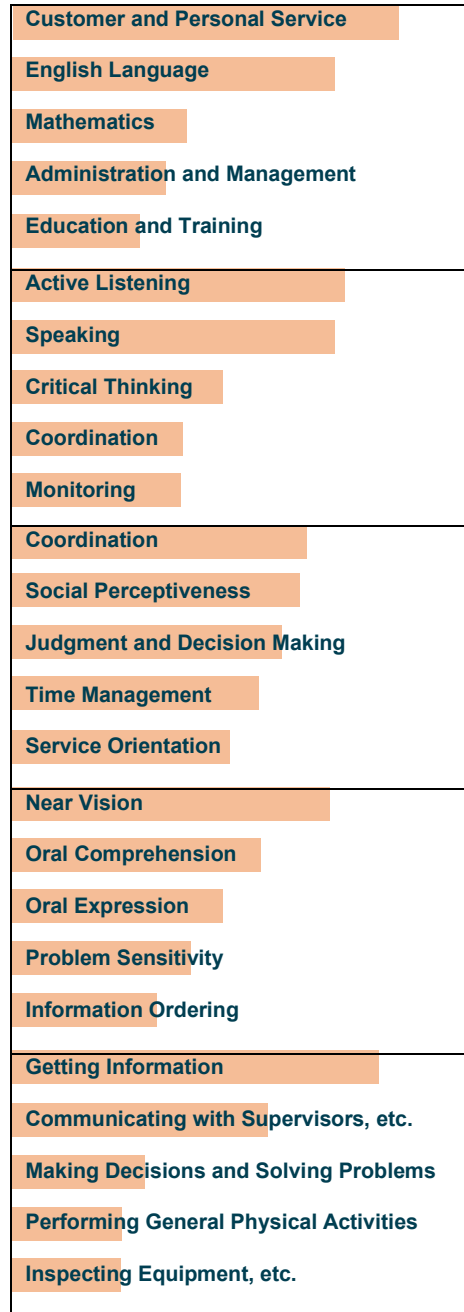
Considering the top Skills tend to fall under the classification of Basic Skills, we have also assessed how non-Basic skills correlate with employment projections. Here, we see that Coordination (64.7 percent), Social Perceptiveness (63.0 percent), and Judgment and Decision Making (59.4 percent) lead.

Abilities

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

Work Activities

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



Sources

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

Appendix 1

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

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

Appendix 2

The four competency areas are defined as follows:


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

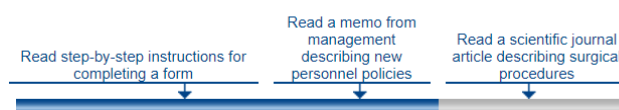
Using the Talxcellenz© online tool, we generate O*Net Online database competency scores for the combined top occupations within the given sectors, both for Importance and Level. Importance and Level scores are the result of extensive, statistically random surveys of businesses about occupations at the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

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

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

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

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



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



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