



# MEDC Region 2 Northwest Michigan

Michigan Economic Development Corporation



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Lansing, Michigan 48913

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## Economy Overview

**304,921**

**Population (2018)**

Population **grew by 4,511** over the last 5 years and is projected to **grow by 3,790** over the next 5 years.

**136,791**

**Jobs (2018)**

Jobs **grew by 8,059** over the last 5 years and are projected to **grow by 7,409** over the next 5 years.

**\$48.9K**

**Avg. Earnings Per Job (2018)**

Regional average earnings per job are **\$16.3K below** the national average earnings of \$65.1K per job.

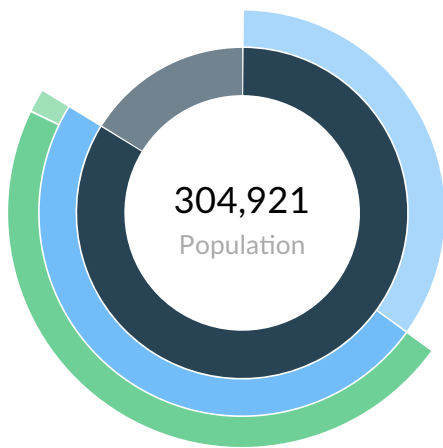
### Takeaways

- As of 2018 the region's population **increased by 1.5%** since 2013, growing by 4,511. Population is expected to **increase by 1.2%** between 2018 and 2023, adding 3,790.
- From 2013 to 2018, jobs **increased by 6.3%** in MEDC Region 2 Northwest Michigan from 128,732 to **136,791**. This change **fell short of the national growth rate of 7.8% by 1.5%**. As the number of jobs increased, the **labor force participation rate increased from 57.3% to 58.3% between 2013 and 2018**.
- Concerning educational attainment, **16.4% of the selected regions' residents possess a Bachelor's Degree** (2.2% below the national average), and **9.9% hold an Associate's Degree** (1.9% above the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	304,921	148,864	136,791	92.8	\$13.08B	\$16.11B	\$14.21B
MEDC Region 3 Northeast Michigan	202,318	81,412	66,091	88.7	\$5.81B	\$9.69B	\$7.21B
Michigan	9,970,606	4,907,170	4,729,239	90.6	\$523.93B	\$438.48B	\$520.05B
United States	328,038,851	162,722,799	162,139,168	100.0	\$19.94T	\$0	\$8.59T

## Economy Overview - Cont.

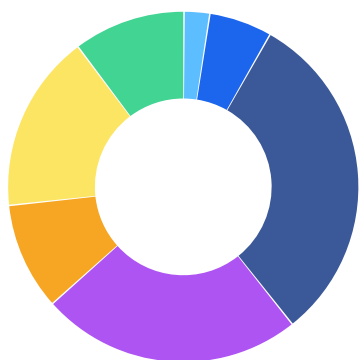
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	255,290
● Not in Labor Force (15+)	106,426
● Labor Force	148,864
● Employed	143,820
● Unemployed	5,044
● Under 15	49,631

### Educational Attainment

Concerning educational attainment, **16.4% of the selected regions' residents possess a Bachelor's Degree** (2.2% below the national average), and **9.9% hold an Associate's Degree** (1.9% above the national average).

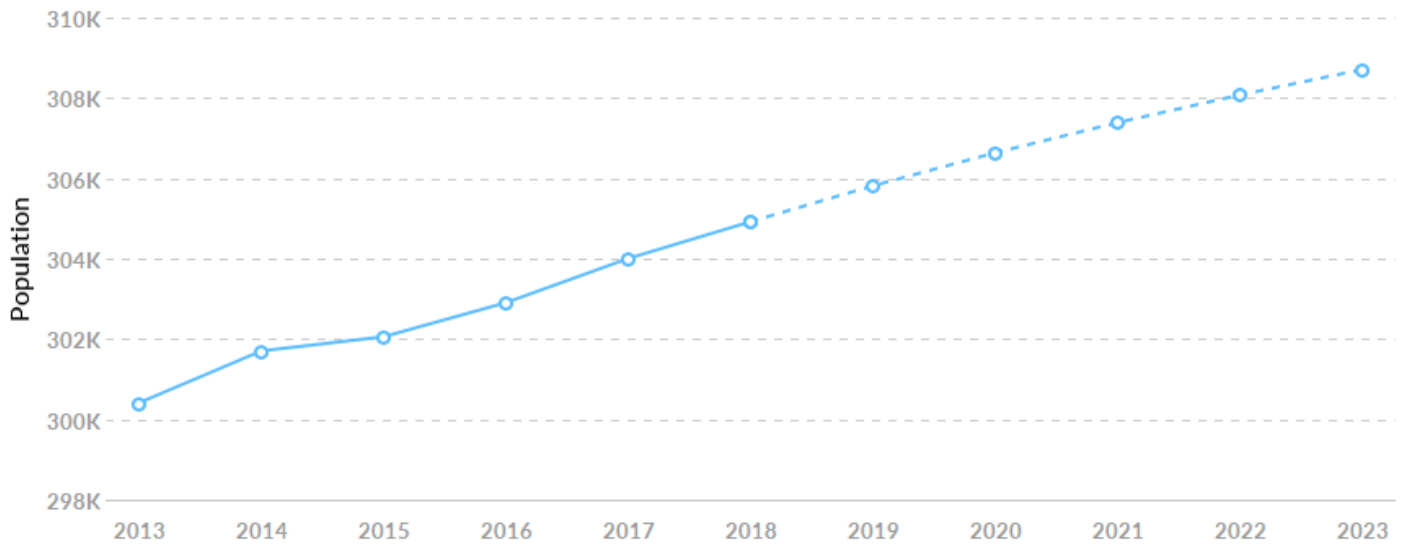


	% of Population	Population
● Less Than 9th Grade	2.4%	5,266
● 9th Grade to 12th Grade	5.8%	12,939
● High School Diploma	31.1%	69,228
● Some College	24.1%	53,650
● Associate's Degree	9.9%	22,065
● Bachelor's Degree	16.4%	36,626
● Graduate Degree and Higher	10.3%	23,002

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population increased by 1.5% since 2013, growing by 4,511. Population is expected to increase by 1.2% between 2018 and 2023, adding 3,790.

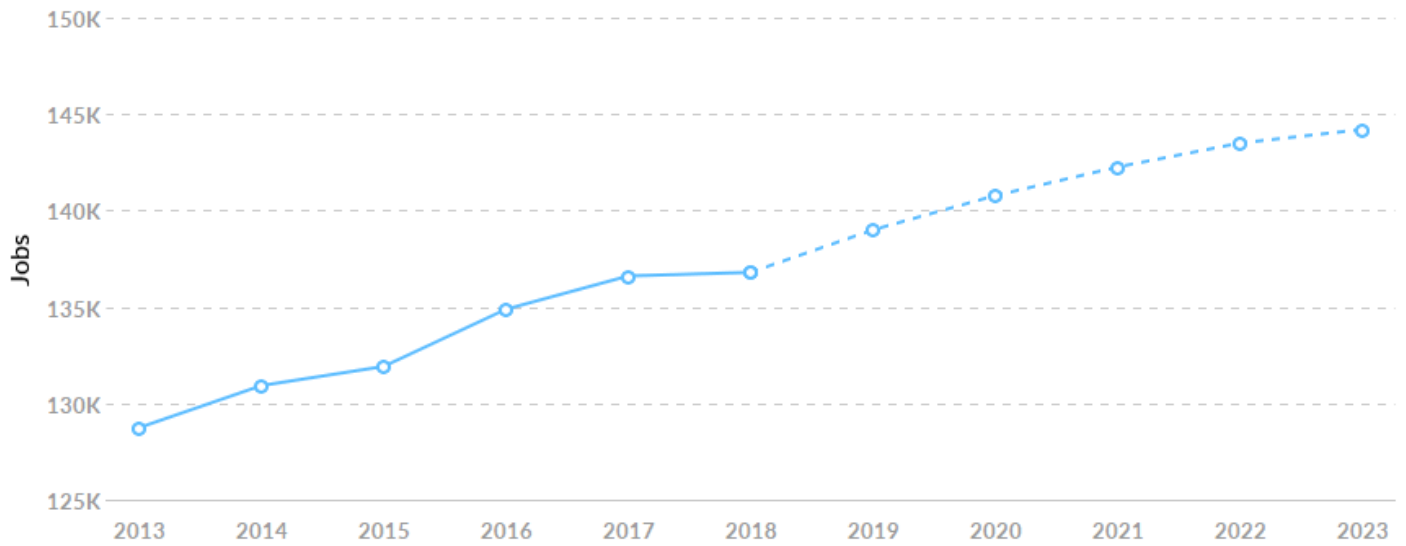


Timeframe	Population
2013	300,410
2014	301,704
2015	302,056
2016	302,905
2017	304,005
2018	304,921
2019	305,815
2020	306,638
2021	307,387
2022	308,076
2023	308,710

# Historic & Projected Trends - Cont.

## Job Trends

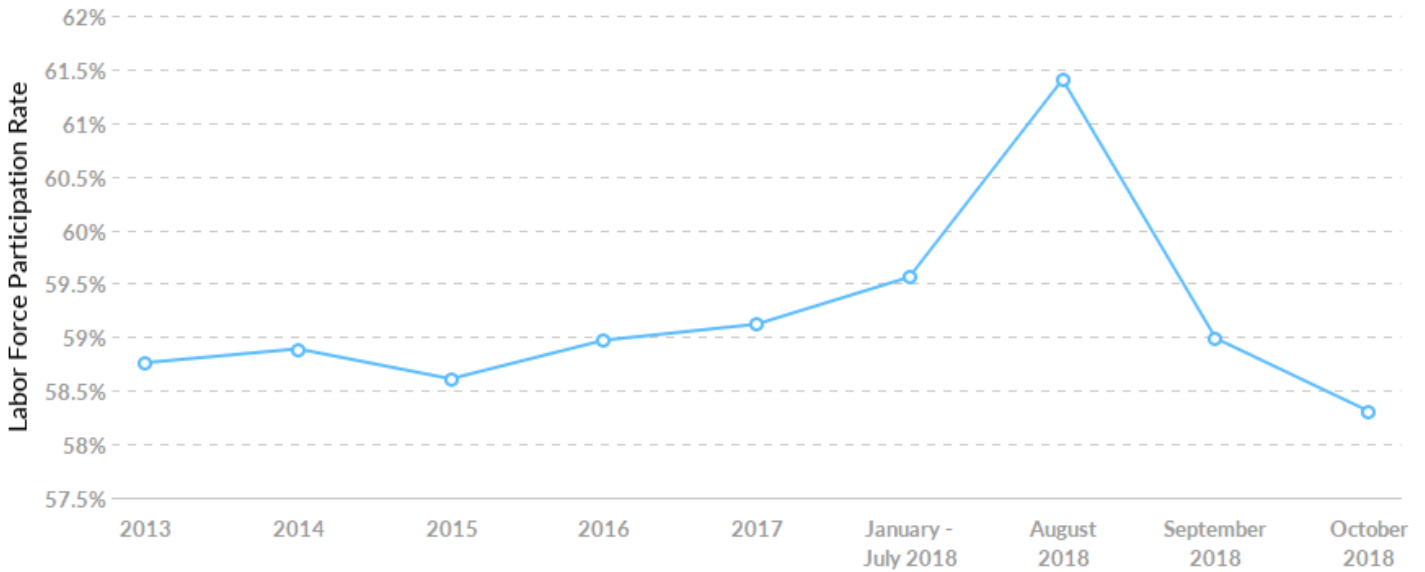
From 2013 to 2018, jobs increased by 6.3% in MEDC Region 2 Northwest Michigan from 128,732 to 136,791. This change fell short of the national growth rate of 7.8% by 1.5%.



Timeframe	Jobs
2013	128,732
2014	130,917
2015	131,910
2016	134,876
2017	136,604
2018	136,791
2019	138,994
2020	140,773
2021	142,255
2022	143,495
2023	144,200

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

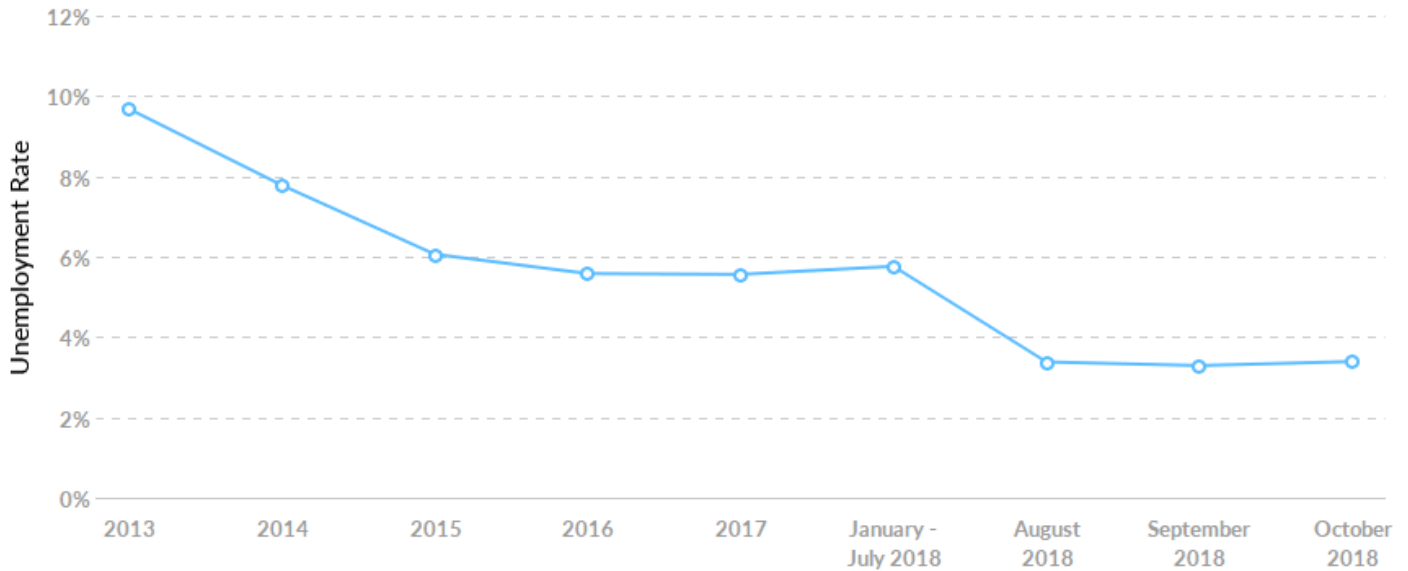


Timeframe	Labor Force Participation Rate
2013	58.76%
2014	58.89%
2015	58.61%
2016	58.97%
2017	59.12%
January - July 2018	59.56%
August 2018	61.40%
September 2018	58.99%
October 2018	58.31%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

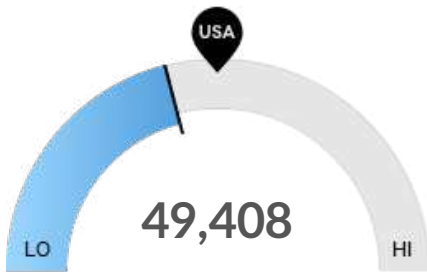
Your areas had an October 2018 unemployment rate of 3.39%, **decreasing from 9.68%** 5 years before.



Timeframe	Unemployment Rate
2013	9.68%
2014	7.78%
2015	6.06%
2016	5.58%
2017	5.56%
January - July 2018	5.76%
August 2018	3.38%
September 2018	3.29%
October 2018	3.39%

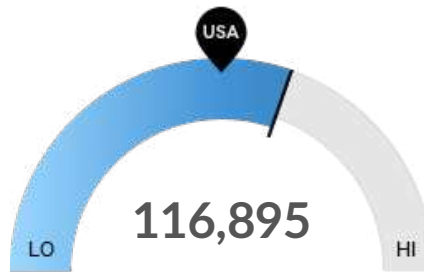


## Population Characteristics



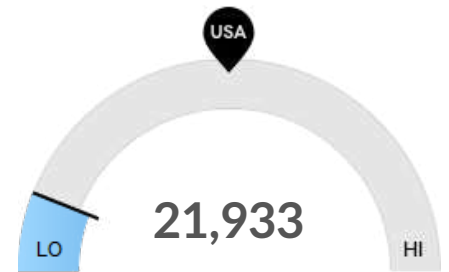
**Millennials**

Your area has 49,408 millennials (ages 20-34). The national average for an area this size is 62,964.



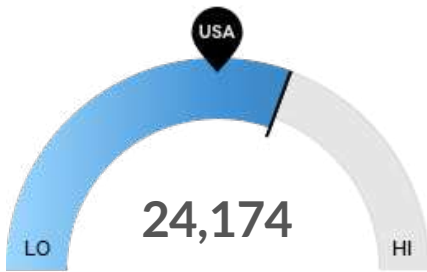
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 86,664 people 55 or older, while there are 116,895 here.



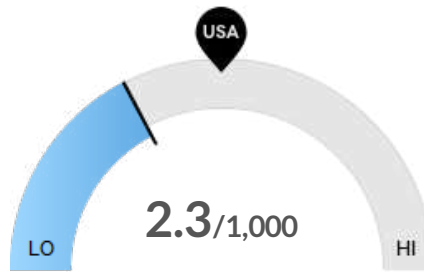
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 119,389 racially diverse people, while there are 21,933 here.



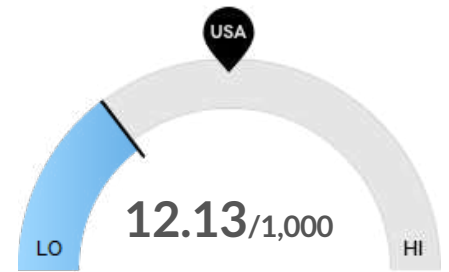
**Veterans**

Your area has 24,174 veterans. The national average for an area this size is 17,677.



**Violent Crime**

Your area has 2.3 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



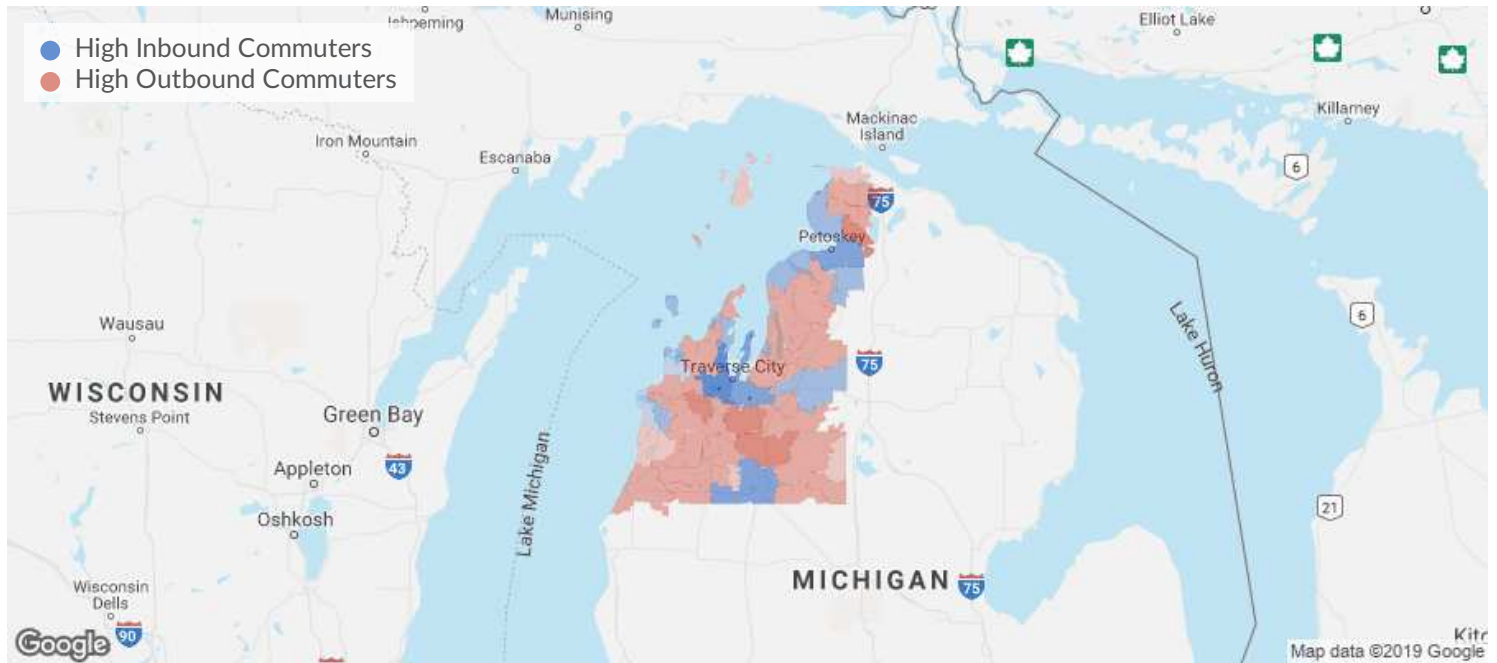
**Property Crime**

Your area has 12.13 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 49686.



### Where Talent Works

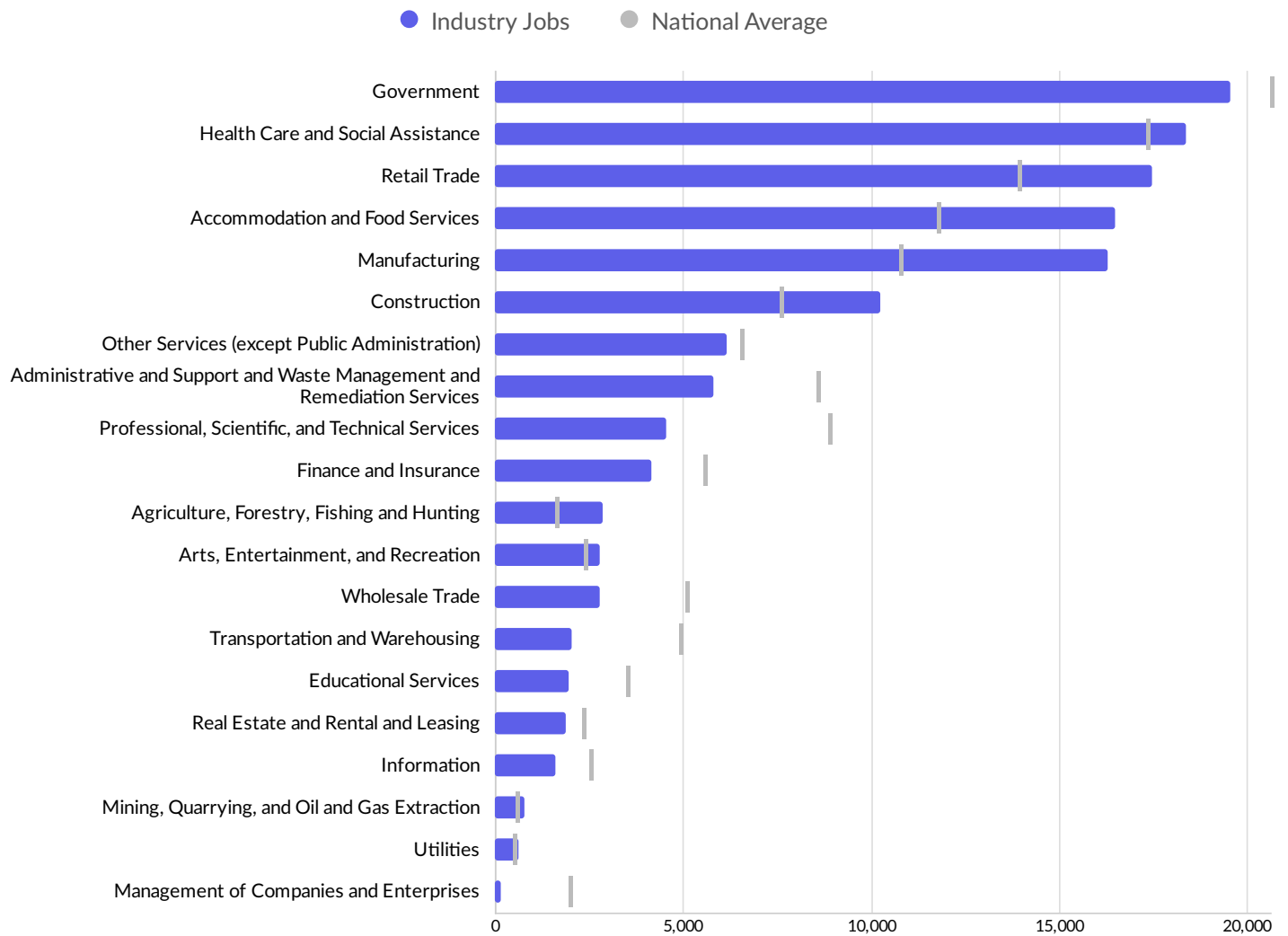
ZIP	Name	2018 Employment
49684	Traverse City, MI (in Gr...	28,233
49686	Traverse City, MI (in Gr...	16,918
49770	Petoskey, MI (in Emme...	13,270
49601	Cadillac, MI (in Wexfor...	12,526
49660	Manistee, MI (in Manis...	5,089

### Where Talent Lives

ZIP	Name	2018 Workers
49686	Traverse City, MI (in Gr...	11,834
49684	Traverse City, MI (in Gr...	11,190
49685	Traverse City, MI (in Gr...	9,415
49601	Cadillac, MI (in Wexfor...	8,720
49770	Petoskey, MI (in Emme...	8,574

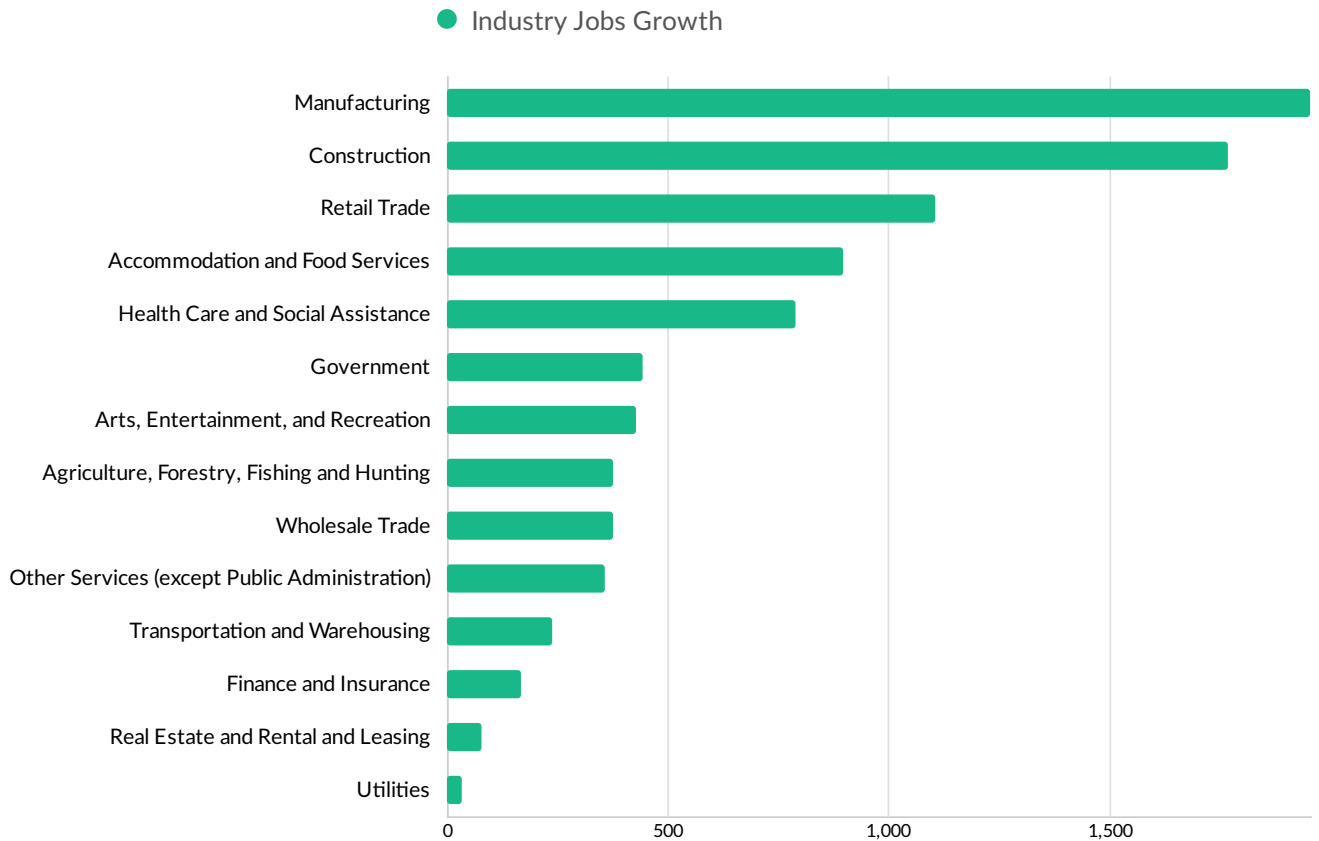
# Industry Characteristics

## Largest Industries



# Industry Characteristics - Cont.

## Top Growing Industries



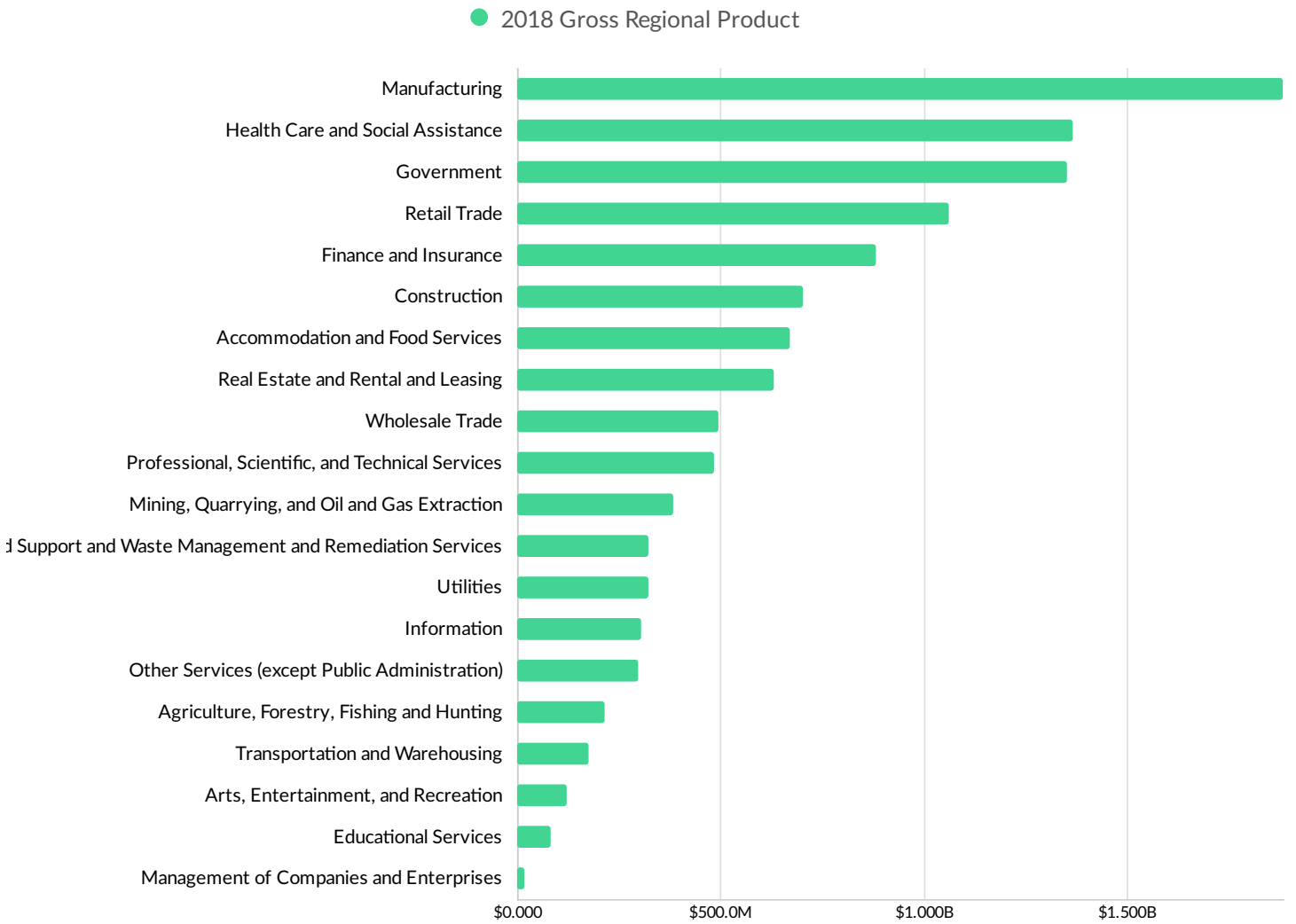
## Industry Characteristics - Cont.

### Top Industry LQ



# Industry Characteristics - Cont.

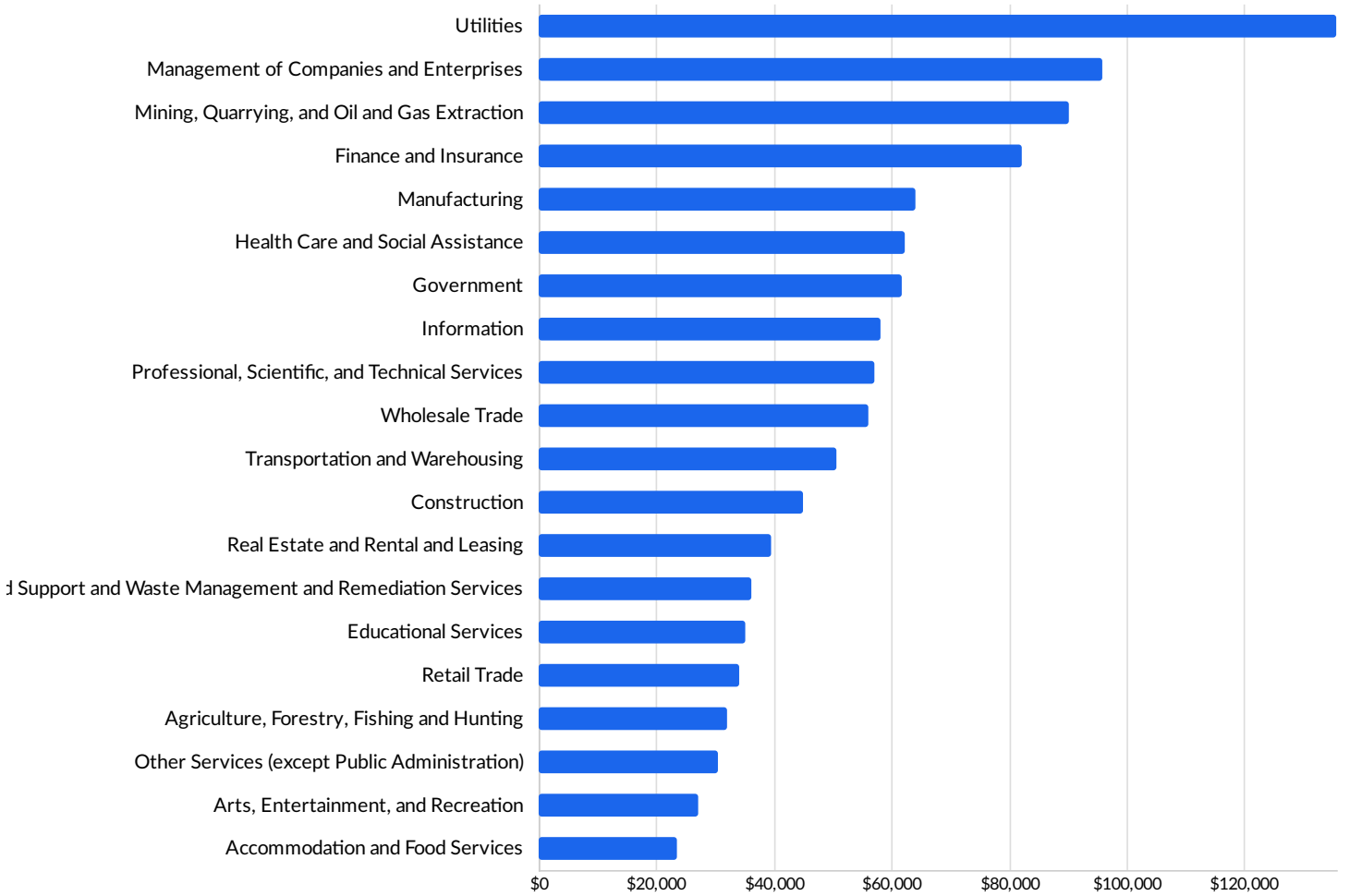
## Top Industry GRP



# Industry Characteristics - Cont.

## Top Industry Earnings

● 2018 Earnings Per Worker



## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Government	19,123	19,566	443	+2%	0.95	\$61,814	\$1.35B
Health Care and Social Assistance	17,579	18,369	790	+4%	1.06	\$62,292	\$1.37B
Retail Trade	16,360	17,467	1,107	+7%	1.26	\$34,105	\$1.06B
Accommodation and Food Services	15,609	16,507	898	+6%	1.40	\$23,623	\$670.25M
Manufacturing	14,334	16,290	1,956	+14%	1.51	\$63,999	\$1.88B
Construction	8,464	10,234	1,770	+21%	1.35	\$44,925	\$701.92M
Other Services (except Public Administration)	5,810	6,166	356	+6%	0.95	\$30,394	\$298.60M
Administrative and Support and Waste Management and Remediation Services	6,063	5,813	-250	-4%	0.68	\$36,163	\$323.45M
Professional, Scientific, and Technical Services	4,680	4,542	-138	-3%	0.51	\$57,043	\$485.55M
Finance and Insurance	3,985	4,154	169	+4%	0.75	\$82,188	\$881.60M
Agriculture, Forestry, Fishing and Hunting	2,495	2,871	376	+15%	1.78	\$32,091	\$215.91M
Arts, Entertainment, and Recreation	2,363	2,791	428	+18%	1.18	\$27,043	\$123.33M
Wholesale Trade	2,407	2,783	376	+16%	0.55	\$56,036	\$496.29M
Transportation and Warehousing	1,806	2,046	240	+13%	0.42	\$50,743	\$175.52M
Educational Services	2,198	1,961	-237	-11%	0.56	\$35,255	\$81.96M
Real Estate and Rental and Leasing	1,786	1,866	80	+4%	0.81	\$39,456	\$629.71M
Information	1,698	1,613	-85	-5%	0.64	\$58,072	\$303.19M
Mining, Quarrying, and Oil and Gas Extraction	961	791	-170	-18%	1.41	\$90,305	\$384.88M
Utilities	600	634	34	+6%	1.34	\$135,678	\$321.29M























## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Management of Companies and Enterprises	193	158	-35	-18%	0.08	\$95,824	\$17.50M

## Business Characteristics

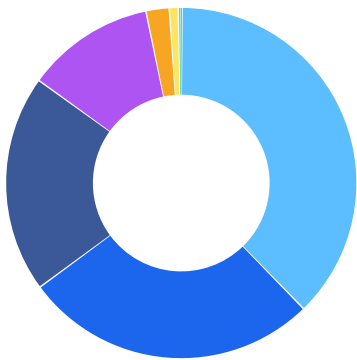
### 11,862 Companies Employ Your Workers

Online profiles for your workers mention 11,862 companies as employers, with the top 10 appearing below. In the last 12 months, 3,417 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Munson Medical Center	1,119 	Munson Medical Center	2,129 
McLaren Northern Michigan	415 	C.R. England, Inc.	1,137 
Northwestern Michigan College	245 	Uber Technologies, Inc.	1,035 
Traverse City Area Public Scho...	235 	Dollar General Corporation	925 
Hagerty Inc	154 	Tutree, Inc.	658 
Grand Traverse Resort and Spa,...	147 	United Parcel Service, Inc.	596 
State of Michigan	129 	Grand Traverse Resort and Spa,...	499 
Interlochen Center For The Arts	120 	McDonald's Corporation	452 
Mercy Hospital	112 	Blarney Castle Oil Co.	403 
United States Dept of Treasury	98 	Teach For America, Inc.	379 

## Business Characteristics - Cont.

### Business Size

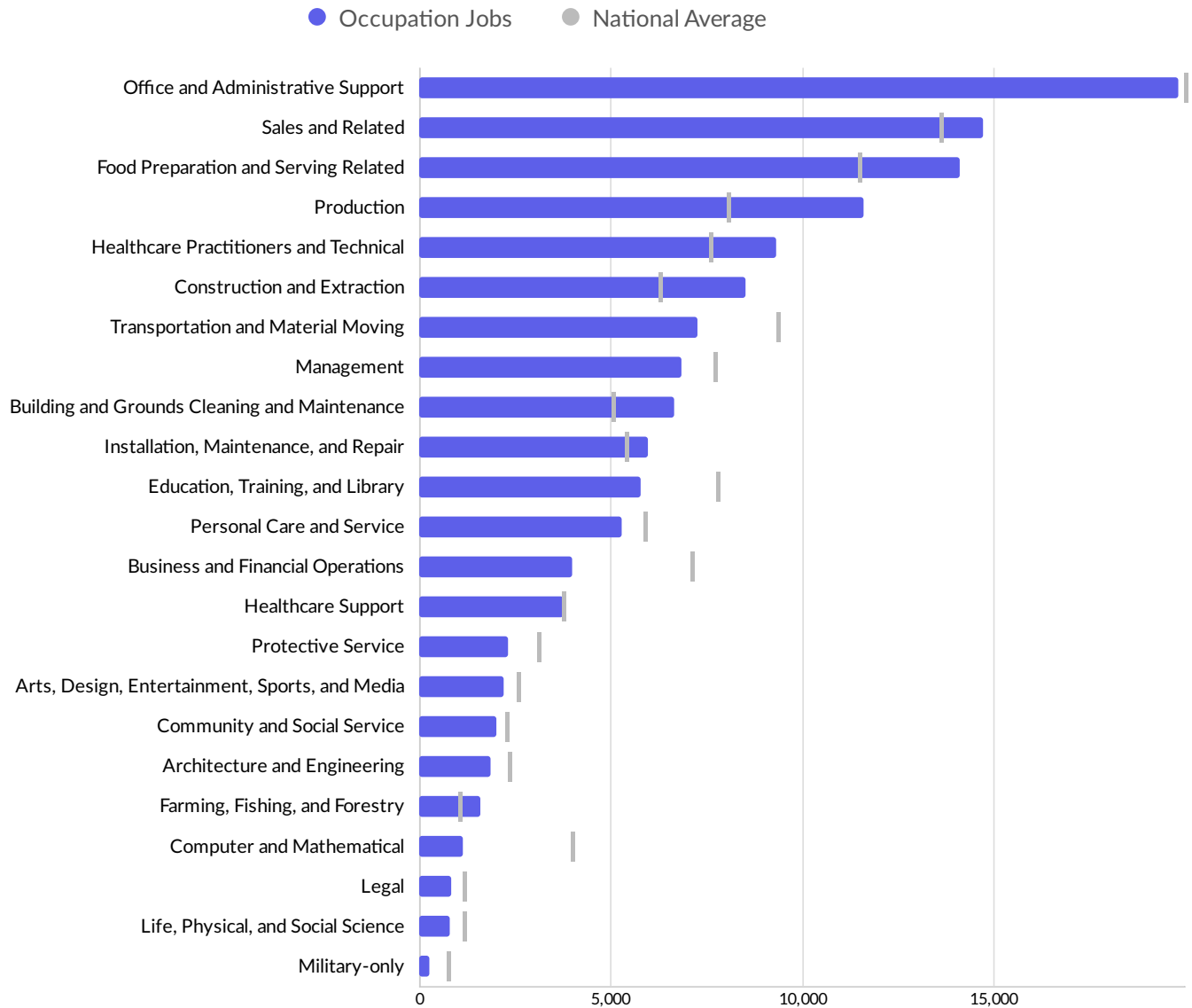


	Percentage	Business Count
1 to 4 employees	37.6%	6,269
5 to 9 employees	27.2%	4,526
10 to 19 employees	20.0%	3,337
20 to 49 employees	11.8%	1,970
50 to 99 employees	2.1%	356
100 to 249 employees	0.8%	138
250 to 499 employees	0.3%	43
500+ employees	0.1%	13

*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

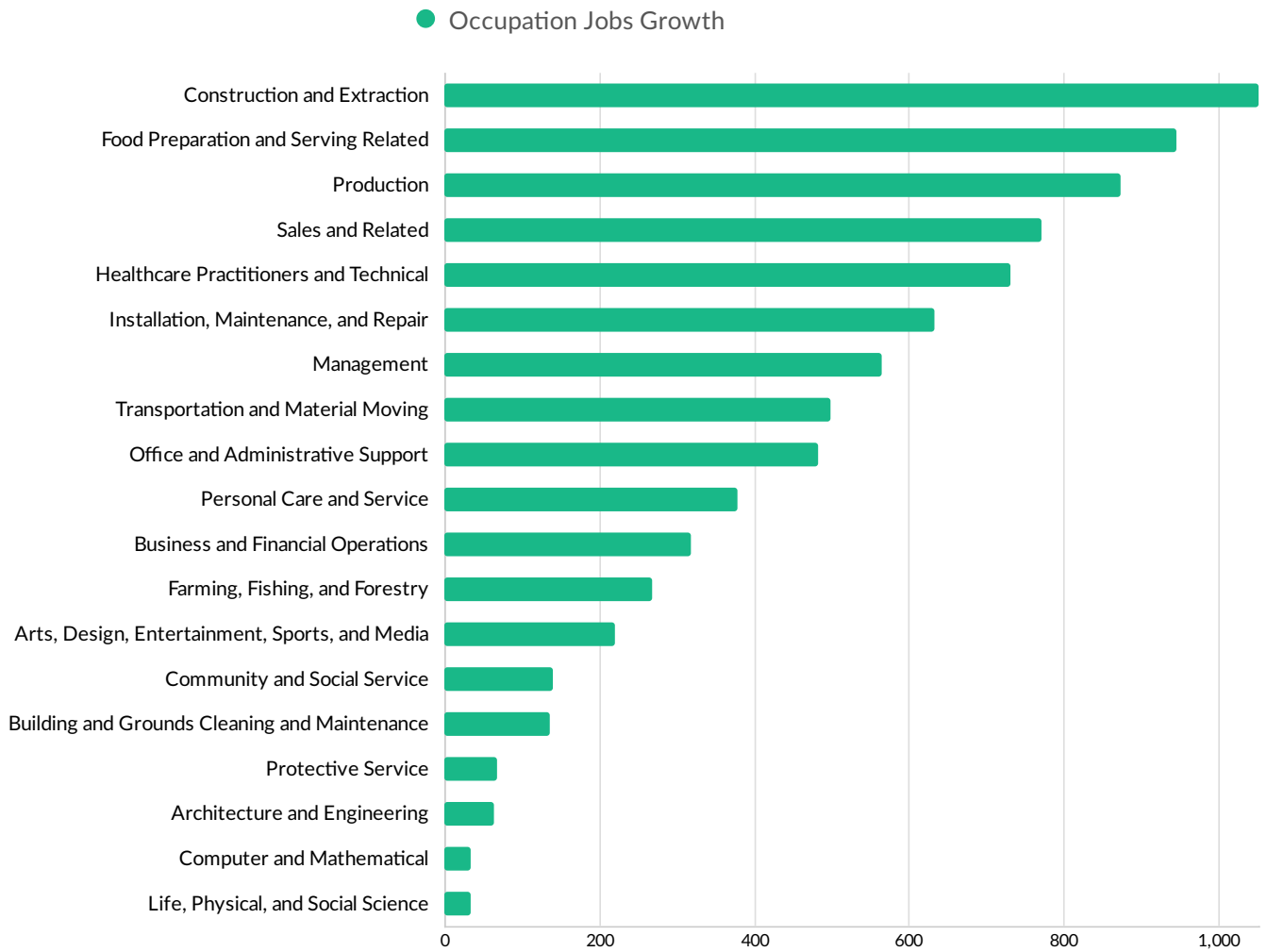
# Workforce Characteristics

## Largest Occupations



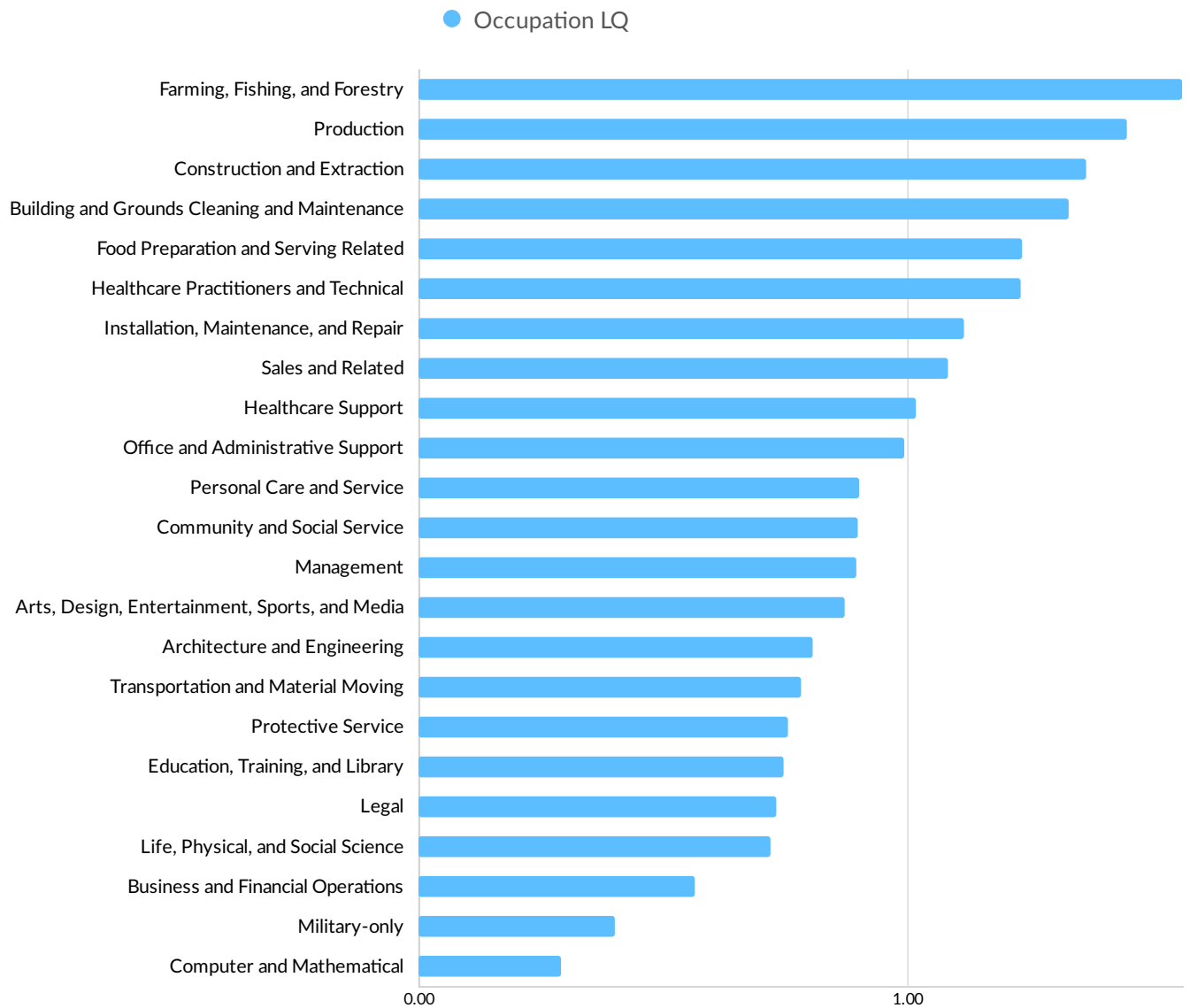
# Workforce Characteristics - Cont.

## Top Growing Occupations



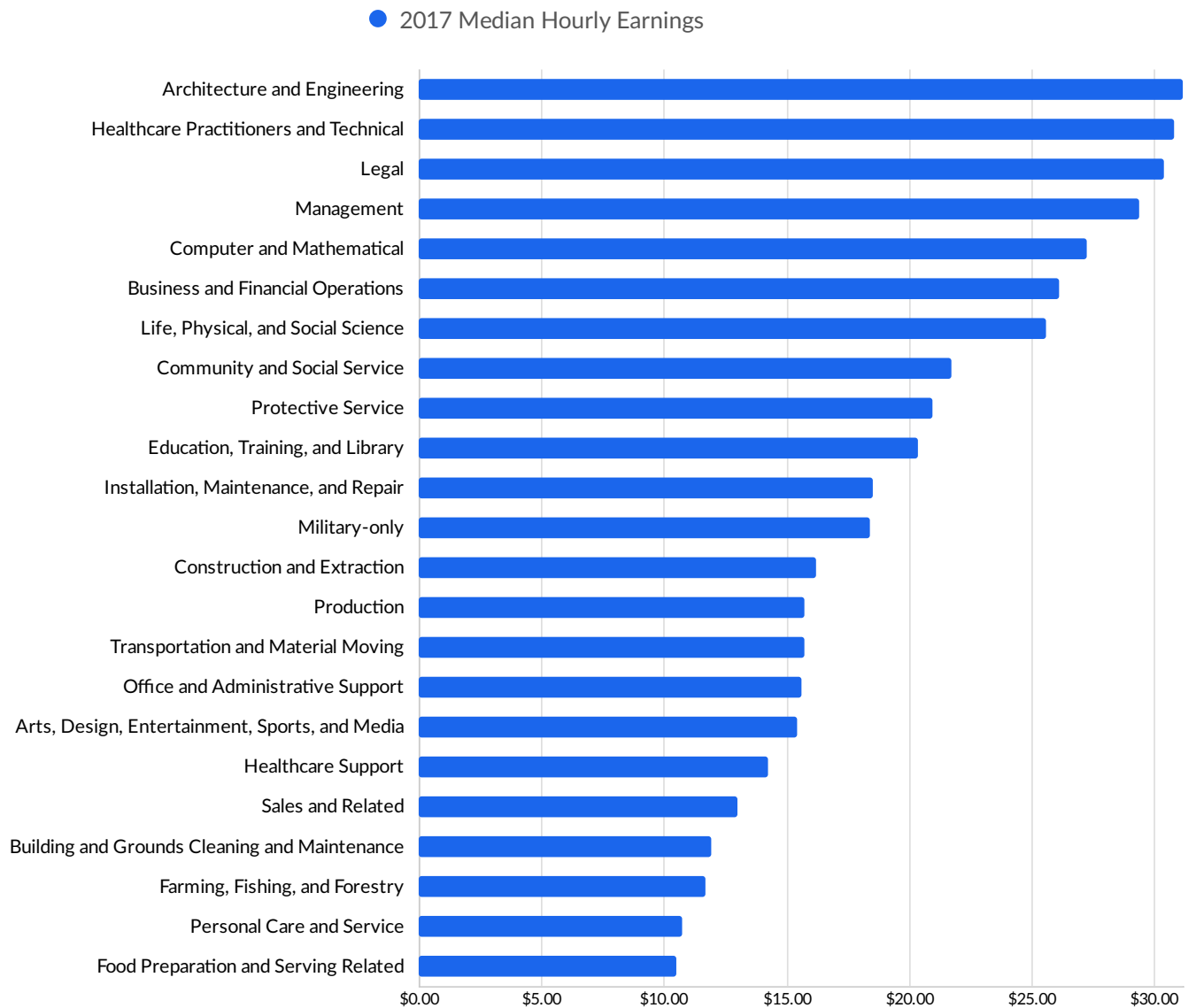
# Workforce Characteristics - Cont.

## Top Occupation LQ



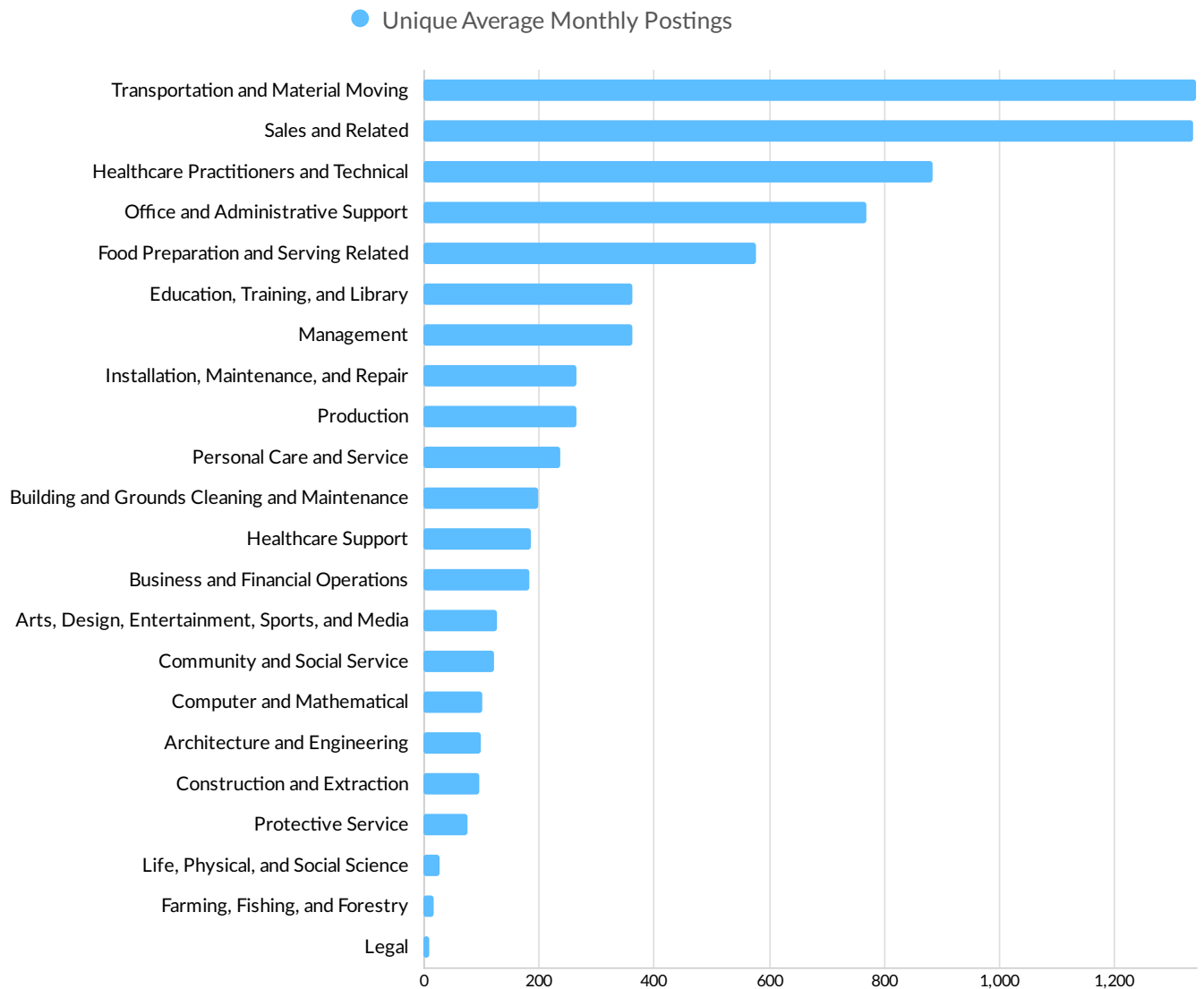
## Workforce Characteristics - Cont.

### Top Occupation Earnings



# Workforce Characteristics - Cont.

## Top Posted Occupations





## Workforce Characteristics - Cont.

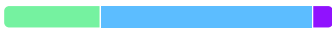






Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Office and Administrative Support	19,349	19,832	483	+2%	0.99	\$15.63	770
Sales and Related	13,938	14,709	771	+6%	1.08	\$12.98	1,338
Food Preparation and Serving Related	13,164	14,110	946	+7%	1.23	\$10.50	577
Production	10,729	11,603	874	+8%	1.45	\$15.75	266
Healthcare Practitioners and Technical	8,599	9,331	732	+9%	1.23	\$30.85	885
Construction and Extraction	7,466	8,518	1,052	+14%	1.37	\$16.20	96
Transportation and Material Moving	6,766	7,265	499	+7%	0.78	\$15.73	1,342
Management	6,302	6,867	565	+9%	0.90	\$29.41	363
Building and Grounds Cleaning and Maintenance	6,537	6,674	137	+2%	1.33	\$11.96	199
Installation, Maintenance, and Repair	5,331	5,964	633	+12%	1.11	\$18.54	266
Education, Training, and Library	5,853	5,782	-71	-1%	0.74	\$20.35	363
Personal Care and Service	4,909	5,287	378	+8%	0.90	\$10.73	237
Business and Financial Operations	3,668	3,987	319	+9%	0.56	\$26.14	183
Healthcare Support	3,849	3,768	-81	-2%	1.02	\$14.27	187
Protective Service	2,245	2,313	68	+3%	0.75	\$20.95	76
Arts, Design, Entertainment, Sports, and Media	1,979	2,200	221	+11%	0.87	\$15.44	127

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Community and Social Service	1,884	2,025	141	+7%	0.90	\$21.72	123
Architecture and Engineering	1,805	1,869	64	+4%	0.80	\$31.18	99
Farming, Fishing, and Forestry	1,347	1,616	269	+20%	1.56	\$11.70	19
Computer and Mathematical	1,110	1,145	35	+3%	0.29	\$27.25	102
Legal	837	828	-9	-1%	0.73	\$30.43	10
Life, Physical, and Social Science	779	813	34	+4%	0.72	\$25.57	28
Military-only	287	285	-2	-1%	0.40	\$18.42	0

## Educational Pipeline

In 2017, there were 1,207 graduates in MEDC Region 2 Northwest Michigan. This pipeline has shrunk by 26% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, General Studies, and Registered Nursing/Registered Nurse.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Northwestern Michigan College	852 	
North Central Michigan College	347 	
Cadillac Institute of Cosmetology	8 	
Baker College of Cadillac	0	

● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● Master's or Higher