2022 ANNUAL PLANNING INFORMATION AND WORKFORCE ANALYSIS REPORTS:

SOUTHWEST MICHIGAN

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DTMB
Technology, Management & Budget

POPULATION TRENDS

AND CHARACTERISTICS

TABLES 1—4

POPULATION CHANGE (2010–2020)

Southwest — 0.6%
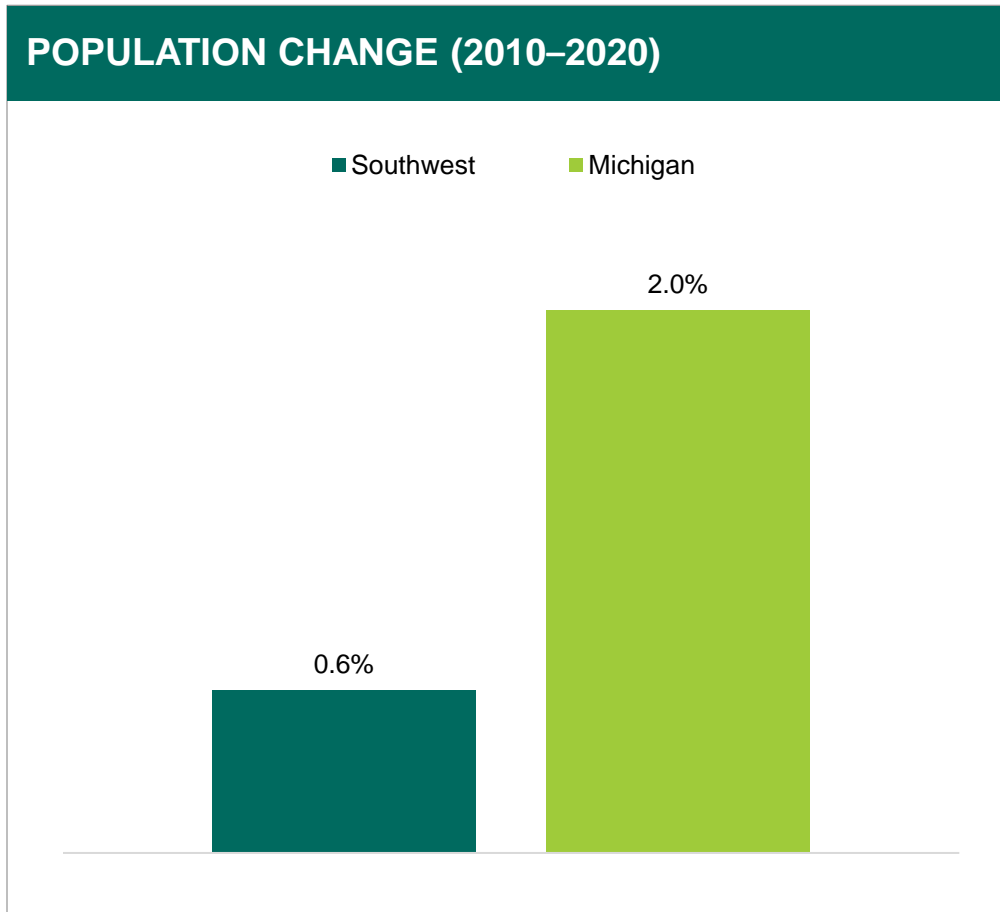Michigan — 2.0%

Regional population has grown by 0.6 percent between 2010 and 2020.

Southwest Michigan had a population of 783,300 individuals in 2020, an increase of 4,900 individuals (0.6 percent) since 2010. Of the seven counties that make up this region, only Kalamazoo experienced growth over the time period. The increase of 11,300 residents in Kalamazoo county offset the loss of 6,400 residents within the remaining six counties. **(Table 1)**

Michigan's population grew by 194,000 individuals, or 2.0 percent between 2010 and 2020. The national population grew by 7.4 percent (22.7 million). **(Table 1)**
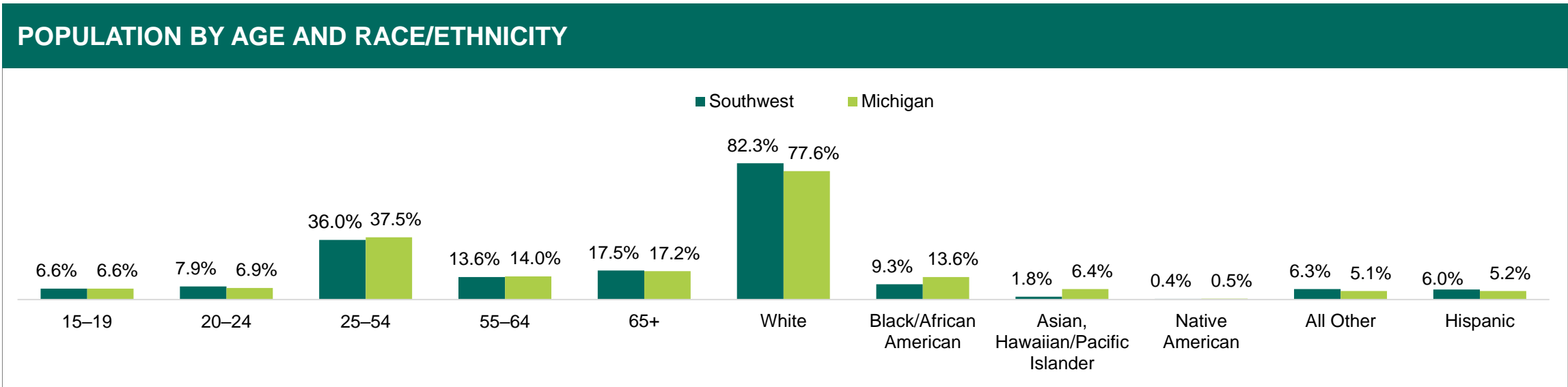
Southwest Michigan is nearly identical to the state in population by age.

The age distributions in Southwest Michigan were in near perfect alignment with the statewide makeup, with most of its population between the ages of 25 and 54. **(Table 2)**

The region does not come as close to the statewide average in its breakdown of population by race/ethnicity, specifically for three groups. Southwest Michigan's white residents made up 82.3 percent of its population, nearly 5 percentage points higher than the statewide average. The region's distribution of Black/African American and Asian, Hawaiian/Pacific Islander residents differed from the state by 4.3 and 4.6 percentage points lower, respectively.

POPULATION BY AGE AND RACE/ETHNICITY

■ Southwest ■ Michigan

Category	Southwest	Michigan
15–19	6.6%	6.6%
20–24	7.9%	6.9%
25–54	36.0%	37.5%
55–64	13.6%	14.0%
65+	17.5%	17.2%
White	82.3%	77.6%
Black/African American	9.3%	13.6%
Asian, Hawaiian/Pacific Islander	1.8%	6.4%
Native American	0.4%	0.5%
All Other	6.3%	5.1%
Hispanic	6.0%	5.2%

Source: 2016–2020 American Community Survey Five-Year Estimates, U.S. Census Bureau

EDUCATIONAL ATTAINMENT (25 YEARS AND OLDER)

Legend: ■ Southwest ■ Michigan

Category	Southwest	Michigan
Graduate or Professional Degree	10.5%	11.7%
Bachelor's Degree	17.1%	18.3%
Associate Degree	9.6%	9.6%
Some College	23.7%	23.2%
High School Diploma or GED	29.9%	28.5%
9th to 12th Grade	6.3%	6.0%
Less than 9th Grade	2.9%	2.7%

Southwest Michigan's residents typically have a lower level of educational attainment than statewide.

Similar to the state, about two-thirds of Southwest Michigan's residents had an educational attainment less than an associate degree. However, the region slightly outpaced the statewide average in every one of the four lower education areas. **(Table 3)**

Just 27.6 percent of individuals in the region held a bachelor's degree or higher, compared to 30.0 percent for Michigan.

LABOR FORCE AND EMPLOYMENT
TRENDS AND CHARACTERISTICS

TABLES 4–7, 12

UNEMPLOYMENT RATES

Legend: 2015, 2017, 2019, 2021

Southwest: 5.0, 4.5, 3.8, 5.5
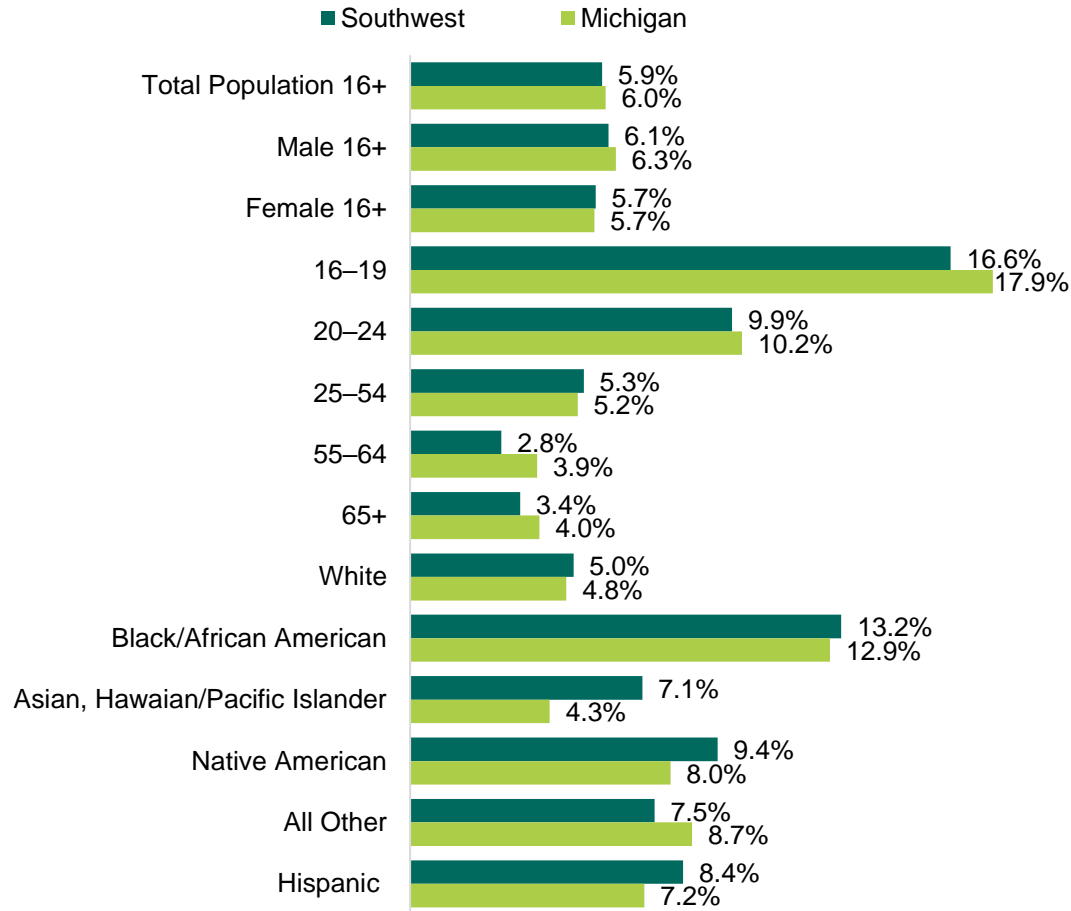Michigan: 5.4, 4.6, 4.1, 5.9
United States: 5.3, 4.4, 3.7, 5.3
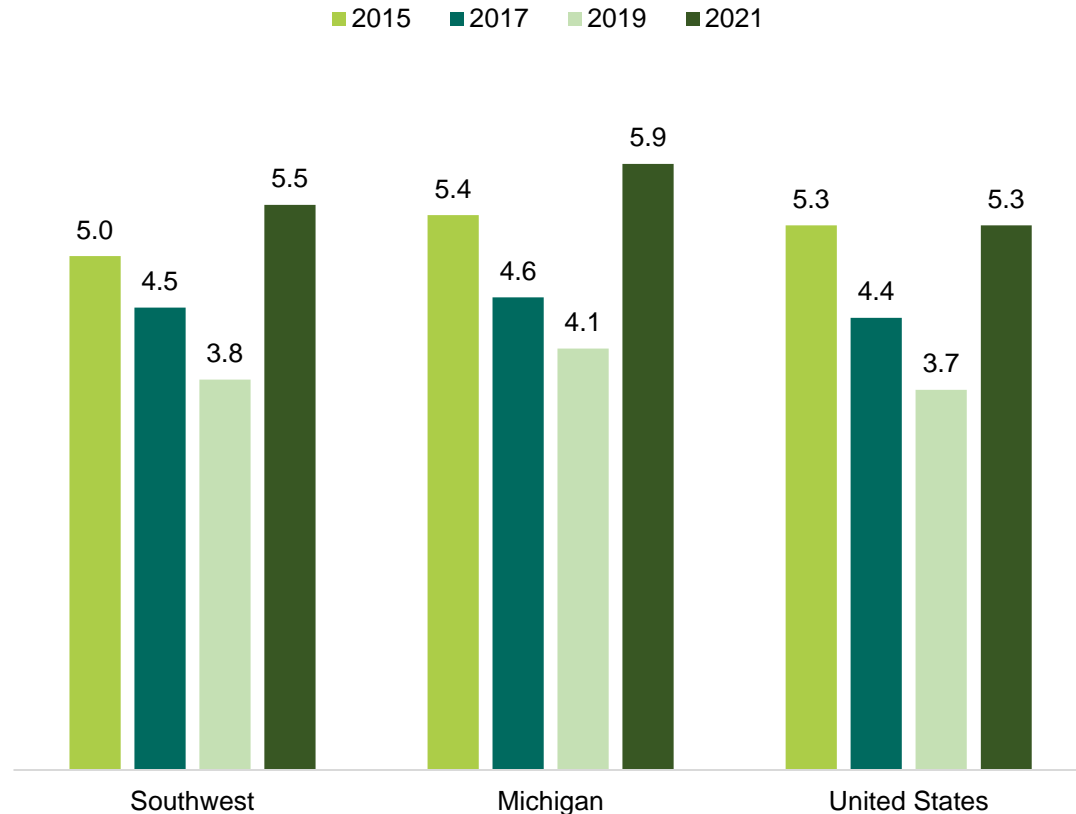
The region's unemployment rate remains high compared to pre-pandemic rates.

Southwest Michigan's jobless rate was higher in 2021 than it was in the years leading up to the COVID-19 pandemic, similar to statewide and national trends. **(Table 6)**

Since 2019, the number of unemployed individuals increased by nearly 5,800, equivalent to an increase of about 40 percent. **(Table 12)**

Source: Local Area Unemployment Statistics, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management & Budget

UNEMPLOYMENT RATES BY GENDER, AGE, AND RACE/ETHNICITY

Legend: ■ Southwest ■ Michigan

Category	Southwest	Michigan
Total Population 16+	5.9%	6.0%
Male 16+	6.1%	6.3%
Female 16+	5.7%	5.7%
16–19	16.6%	17.9%
20–24	9.9%	10.2%
25–54	5.3%	5.2%
55–64	2.8%	3.9%
65+	3.4%	4.0%
White	5.0%	4.8%
Black/African American	13.2%	12.9%
Asian, Hawaian/Pacific Islander	7.1%	4.3%
Native American	9.4%	8.0%
All Other	7.5%	8.7%
Hispanic	8.4%	7.2%

Unemployment rates surpass the statewide average for most groups by race/ethnicity.

Southwest Michigan's unemployment rates by race/ethnicity breakdowns exceed the statewide average for every group except for All Other, which is a combination of those with some other or two or more races. Like the state, the region's Black/African American residents had the highest unemployment rate. **(Table 7)**

During the 2016–2020 survey period by the U.S. Census Bureau, there were about 204,000 males age 16 and over participating in the civilian labor force in the region and about 188,000 females. Southwest Michigan's males also had a slightly higher unemployment rate by 0.4 percentage points. **(Table 7)**

INDIVIDUALS WITH BARRIERS TO EMPLOYMENT

TABLES 28–36

INDIVIDUALS WITH A DISABILITY

■ Southwest　　■ Michigan

Category	Southwest	Michigan
Male	48.9%	48.4%
Female	51.1%	51.6%
17 and Under	8.5%	7.4%
18–64	51.8%	52.1%
65+	39.7%	40.4%
White	82.5%	76.7%
Black/African American	10.9%	16.6%
Asian, Hawaiian/Pacific Islander	0.5%	1.3%
Native American	0.5%	0.8%
All Other	5.7%	4.6%
Hispanic	4.1%	3.7%

Southwest Michigan's distribution of individuals with a disability by race/ethnicity is similar to its population.

In Southwest Michigan, there were 113,000 individuals (14.5 percent) reported to have a disability during the 2016–2020 U.S. Census Bureau survey period. **(Table 28)**

The distribution of those with disabilities by gender and age were nearly identical to the statewide average. The region differs slightly from the state in racial and ethnic breakdowns, however, the distribution closely mimics the region's population distribution. **(Table 28)**
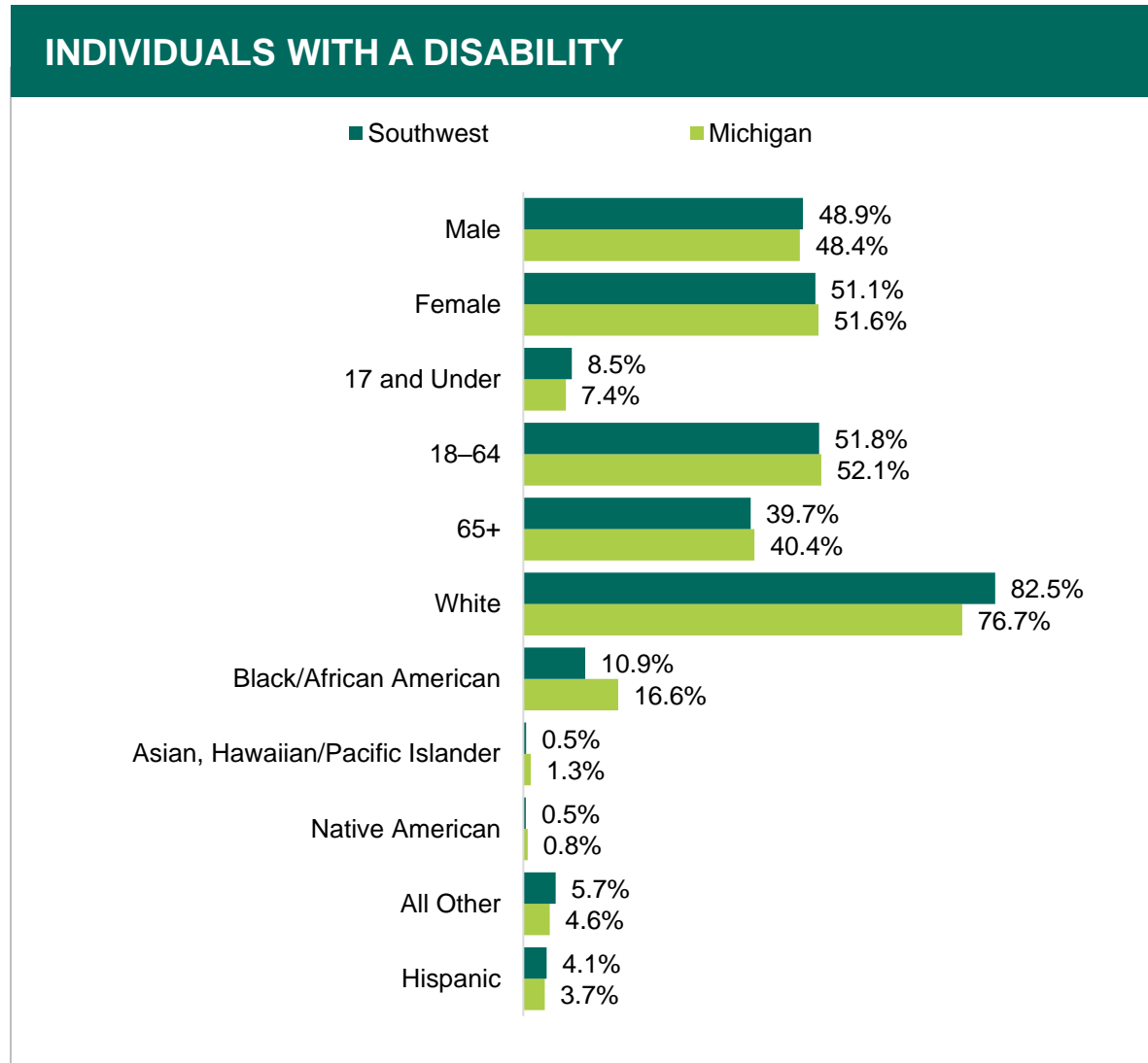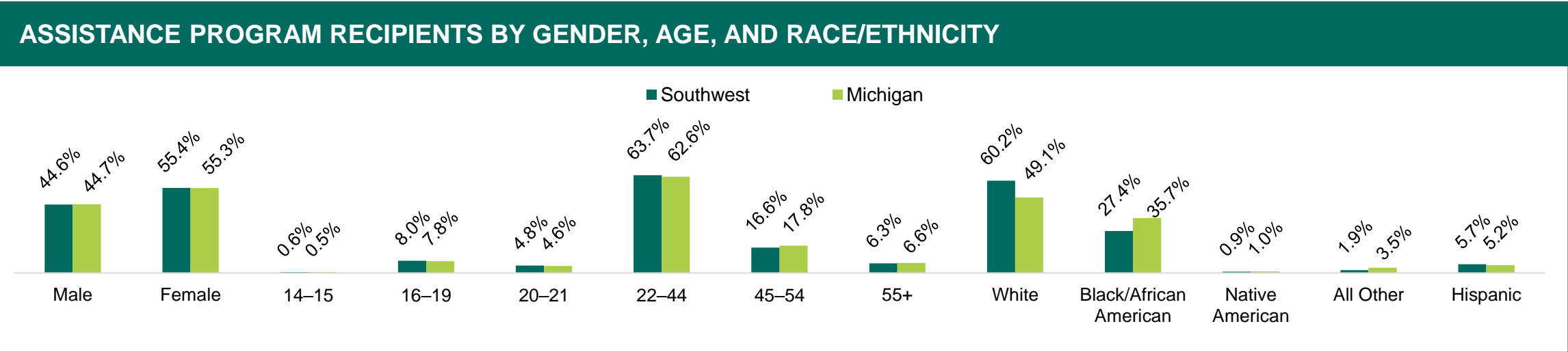
The number of assistance program recipients has increased from 2019 to 2021.

In December 2019, there were about 21,800 assistance program recipients in Southwest Michigan. By December 2021, this number increased by 34 percent to 29,300 recipients. **(Table 30)**

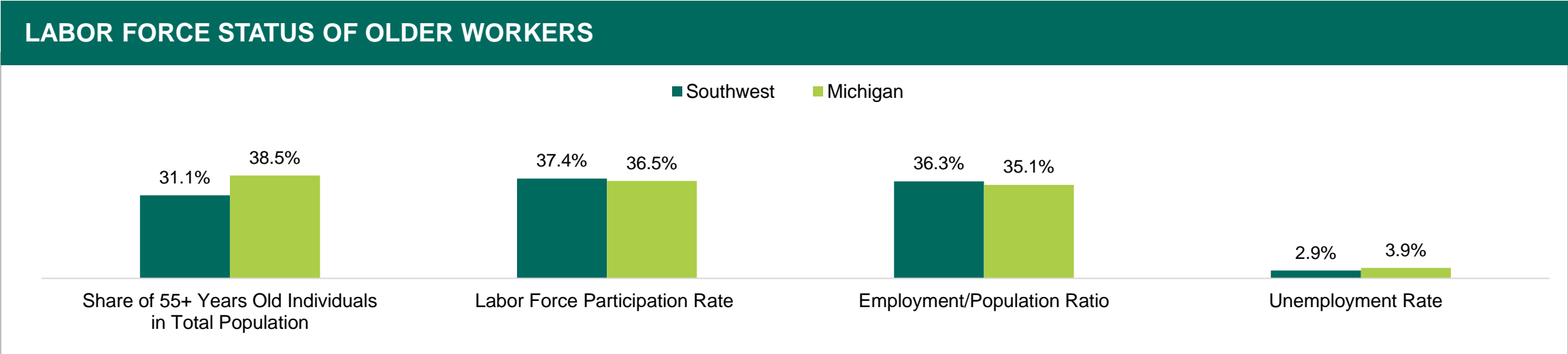The distribution of program recipients by gender and age are like what is seen at the statewide level. **(Table 30)**

ASSISTANCE PROGRAM RECIPIENTS BY GENDER, AGE, AND RACE/ETHNICITY

Legend: ■ Southwest ■ Michigan

Category	Southwest	Michigan
Male	44.6%	44.7%
Female	55.4%	55.3%
14–15	0.6%	0.5%
16–19	8.0%	7.8%
20–21	4.8%	4.6%
22–44	63.7%	62.6%
45–54	16.6%	17.8%
55+	6.3%	6.6%
White	60.2%	49.1%
Black/African American	27.4%	35.7%
Native American	0.9%	1.0%
All Other	1.9%	3.5%
Hispanic	5.7%	5.2%

The Southwest region is younger than the state overall.

The Southwest region had noticeably less of its population in the 55 and older age group than Michigan during the 2016 to 2020 period. Both the region and the state had just under 40 percent of their total population within the 55 years and older age group. **(Table 35)**

The unemployment rate among the older workers in the region was 1.0 percentage points below the statewide rate. **(Table 35)**

LABEL FORCE STATUS OF OLDER WORKERS

LABOR FORCE STATUS OF OLDER WORKERS

- ■ Southwest
- ■ Michigan

	Southwest	Michigan
Share of 55+ Years Old Individuals in Total Population	31.1%	38.5%
Labor Force Participation Rate	37.4%	36.5%
Employment/Population Ratio	36.3%	35.1%
Unemployment Rate	2.9%	3.9%

POVERTY BY GENDER AND RACE/ETHNICITY

■ Southwest   ■ Michigan

Female
16.1%
14.8%

Male
14.0%
12.6%

White
12.6%
10.9%

Black/African American
33.3%
27.5%

Asian, Hawaiian/Pacific Islander
16.9%
12.8%

Native American
25.0%
21.3%

All Other Race(s)
20.9%
20.0%

Hispanic
23.7%
20.7%

Southwest Michigan's poverty rate exceeds the statewide rate.

Southwest Michigan had 115,310 individuals reported below the poverty line during the 2016–2020 survey period. This amounted to 15.1 percent of its population for whom poverty was determined, compared to 13.7 percent statewide. **(Table 36)**

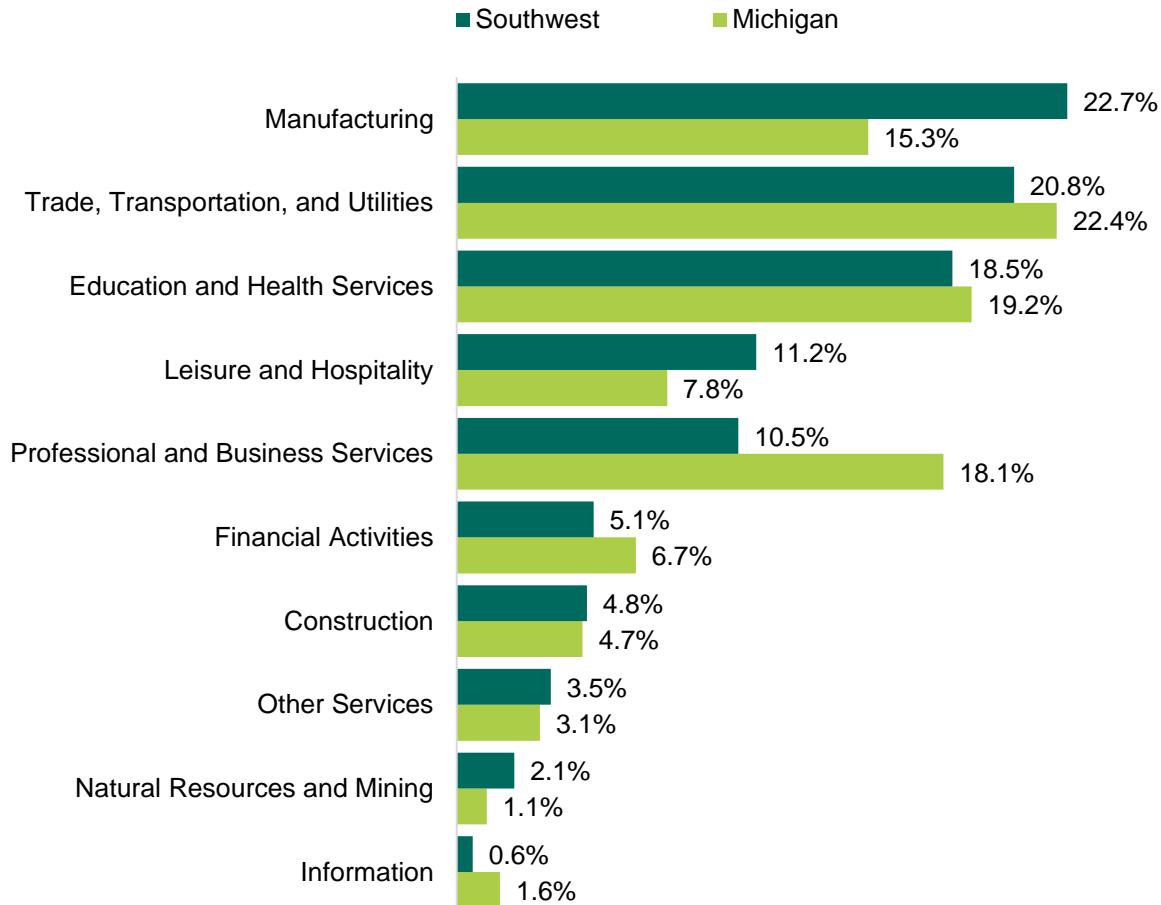In both gender and race/ethnicity categories, the region noticeably exceeded the statewide averages for every group. **(Table 36)**
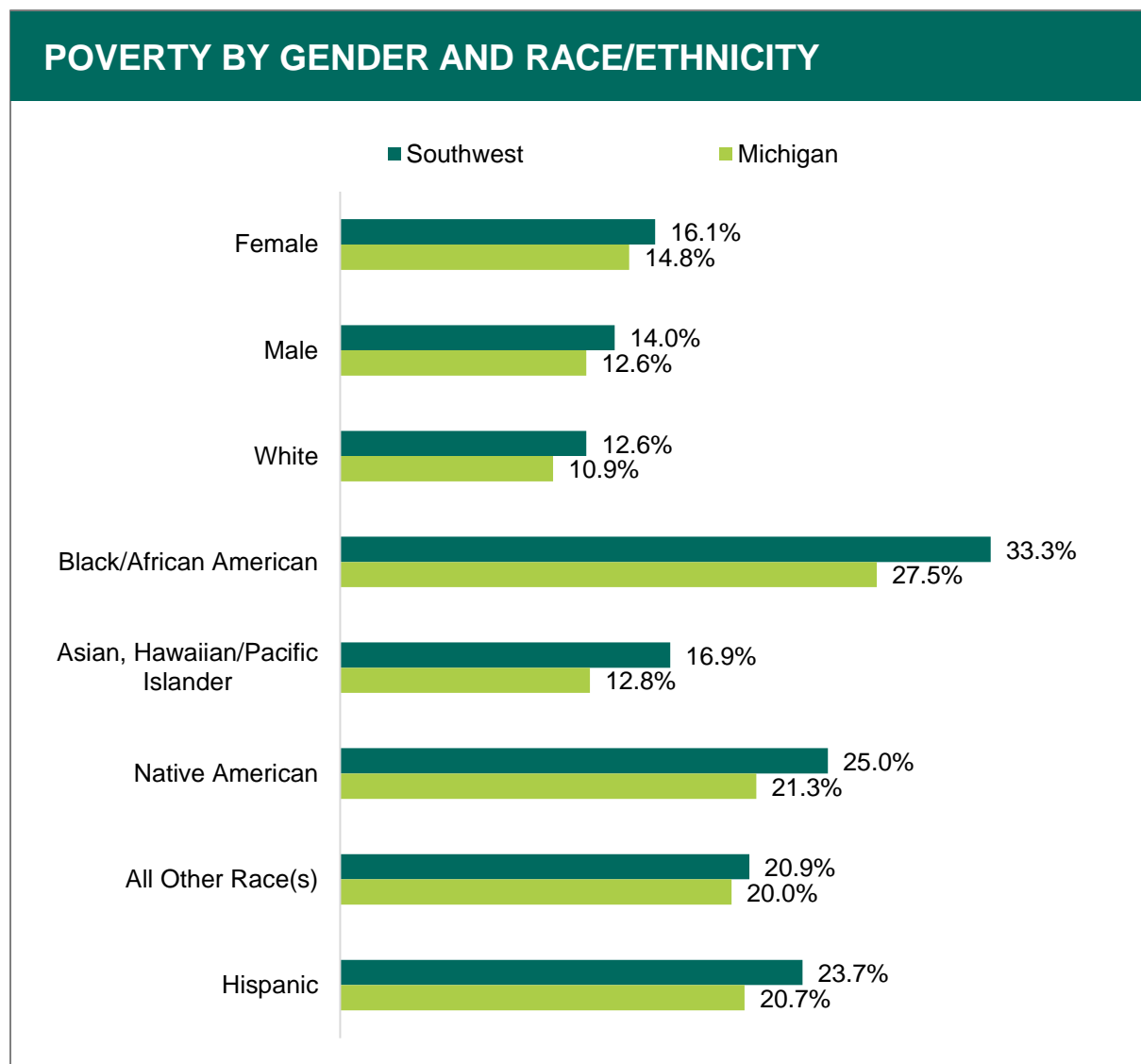
IN-DEMAND INDUSTRY SECTORS AND OCCUPATIONS

TABLES 8–11, 17–26

DISTRIBUTION OF INDUSTRY JOBS, SECOND QUARTER 2021

■ Southwest   ■ Michigan

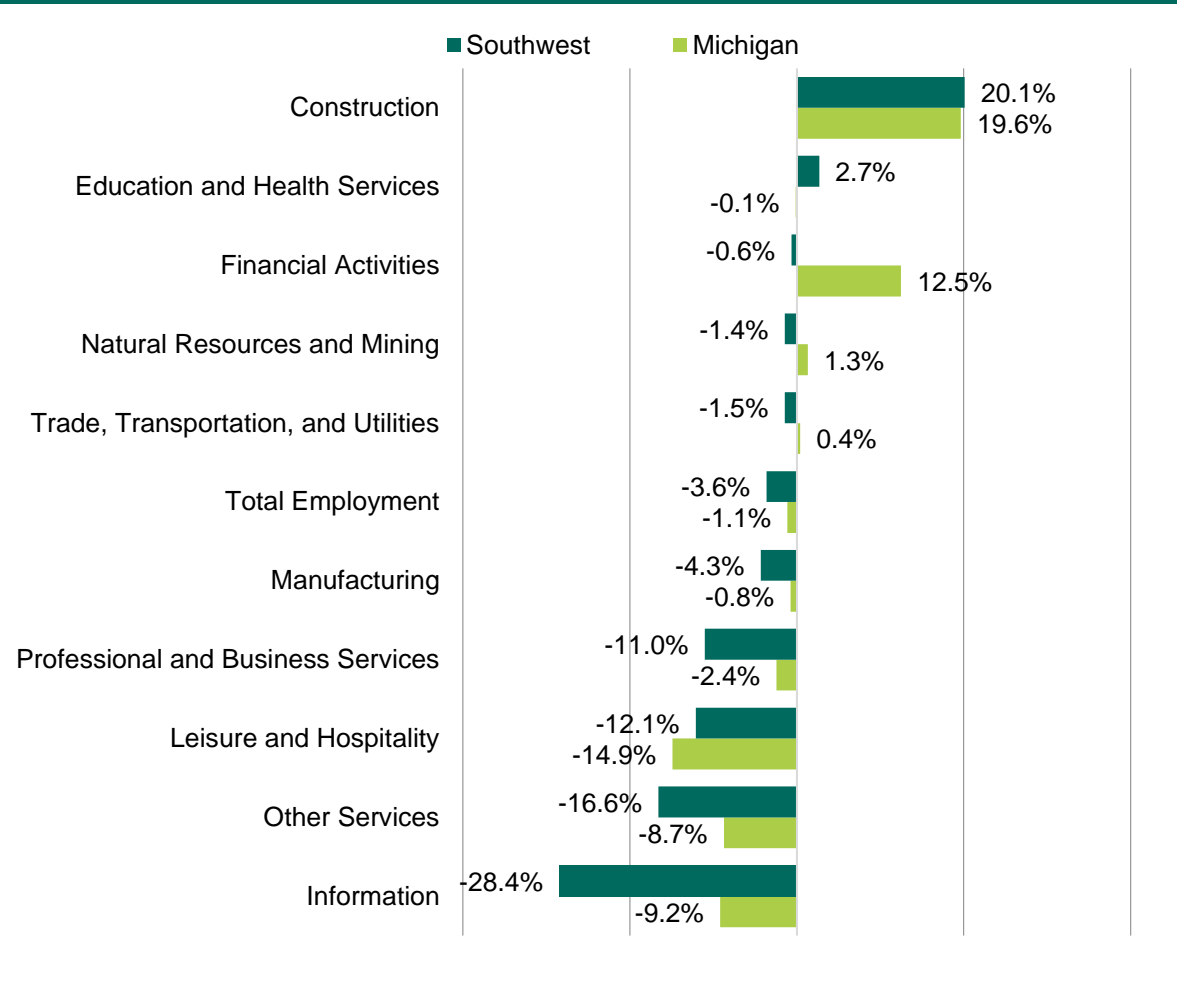| Industry	Southwest	Michigan
Manufacturing	22.7%	15.3%
Trade, Transportation, and Utilities	20.8%	22.4%
Education and Health Services	18.5%	19.2%
Leisure and Hospitality	11.2%	7.8%
Professional and Business Services	10.5%	18.1%
Financial Activities	5.1%	6.7%
Construction	4.8%	4.7%
Other Services	3.5%	3.1%
Natural Resources and Mining	2.1%	1.1%
Information	0.6%	1.6%

Manufacturing was the most prominent industry in Southwest Michigan during the second quarter of 2021.

Manufacturing is a top industry in the state but is even more prominent in the Southwest region. During the second quarter of 2021, the region had just under 56,000 jobs (22.7 percent) within *Manufacturing*, surpassing the statewide average by 7.4 percentage points.

The one industry in the Southwest region that was noticeably less than the statewide distribution was *Professional and business services*. This industry group had 10.5 percent of the distribution during the second quarter of 2021, 7.6 percentage points below Michigan's average. **(Table 8)**

PRIVATE SECTOR JOB TRENDS, SECOND QUARTER 2015–2021

Southwest / Michigan

Sector	Southwest	Michigan
Construction	20.1%	19.6%
Education and Health Services	2.7%	-0.1%
Financial Activities	-0.6%	12.5%
Natural Resources and Mining	-1.4%	1.3%
Trade, Transportation, and Utilities	-1.5%	0.4%
Total Employment	-3.6%	-1.1%
Manufacturing	-4.3%	-0.8%
Professional and Business Services	-11.0%	-2.4%
Leisure and Hospitality	-12.1%	-14.9%
Other Services	-16.6%	-8.7%
Information	-28.4%	-9.2%

Nearly all Southwest industry sectors experienced a loss in jobs since 2015.

Total private employment fell by 3.6 percent (-9,300 jobs) between 2015 and 2021 in Southwest Michigan. Nearly all industry sectors in the region followed this trend with losses ranging from 0.6 percent in *Financial activities* to 28.4 percent in *Information*. **(Table 8)**

The only two industry sectors to show growth were *Construction* (2,000 jobs) and *Education and health services* (1,200 jobs). **(Table 8)**

ONLINE ADVERTISED JOB POSTINGS, SOUTHWEST

JOB TITLE	NUMBER
Registered Nurses	4,000
Retail Salespersons	2,358
First-Line Supervisors of Retail Sales Workers	1,834
Customer Service Representatives	1,762
Janitors and Cleaners, Except Housekeepers	1,483
Heavy and Tractor-Trailer Truck Drivers	1,472
Fast Food and Counter Workers	1,352
Personal Service & Entertainment Mangers, All Other	1,225
Nursing Assistants	1,185
Laborers and Freight, Stock and Material Movers	1,141

Online job postings reached 68,100 during 2021.

Throughout 2021, Southwest Michigan had approximately 68,100 total available online job advertisements. Of these, nearly 10 percent (6,500) were within the *Management* occupation group. **(Table 17)**

Just like the state, *Registered nurses* and *Retail salespersons* were the top two most posted occupation titles during 2021. In the Southwest region, these two occupations accounted for 9.3 percent of the total online postings for the year. **(Table 18)**

PROJECTED 2028 DISTRIBUTION OF JOBS BY BROAD OCCUPATIONAL GROUPS
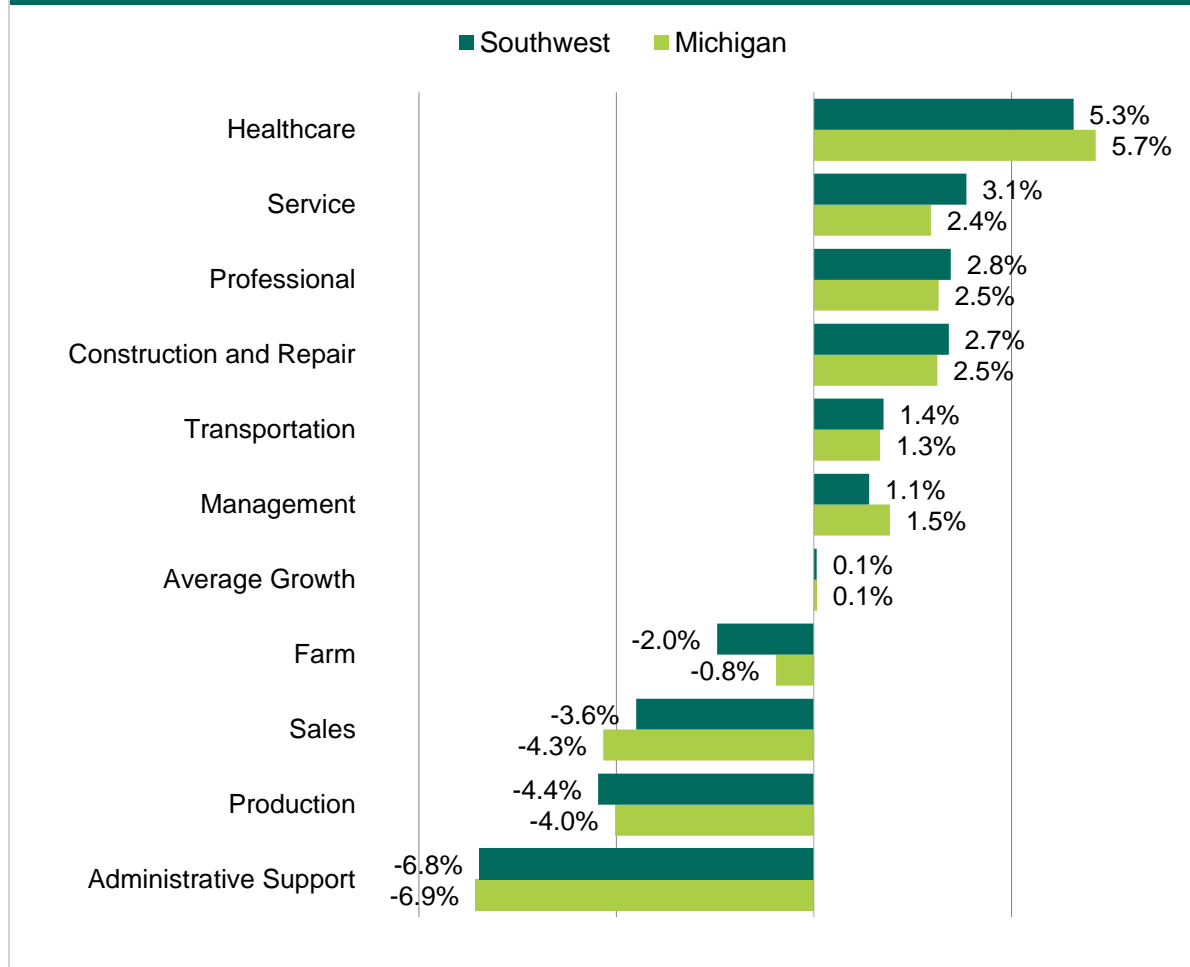
Legend: ■ Southwest ■ Michigan

Occupational Group	Southwest	Michigan
Service	19.4%	17.4%
Professional	17.4%	20.9%
Administrative Support	12.6%	12.7%
Production	12.3%	9.8%
Healthcare	9.3%	9.9%
Sales	8.6%	9.0%
Construction and Repair	7.6%	7.7%
Transportation	6.0%	6.6%
Management	5.7%	5.5%
Farm	1.0%	0.5%
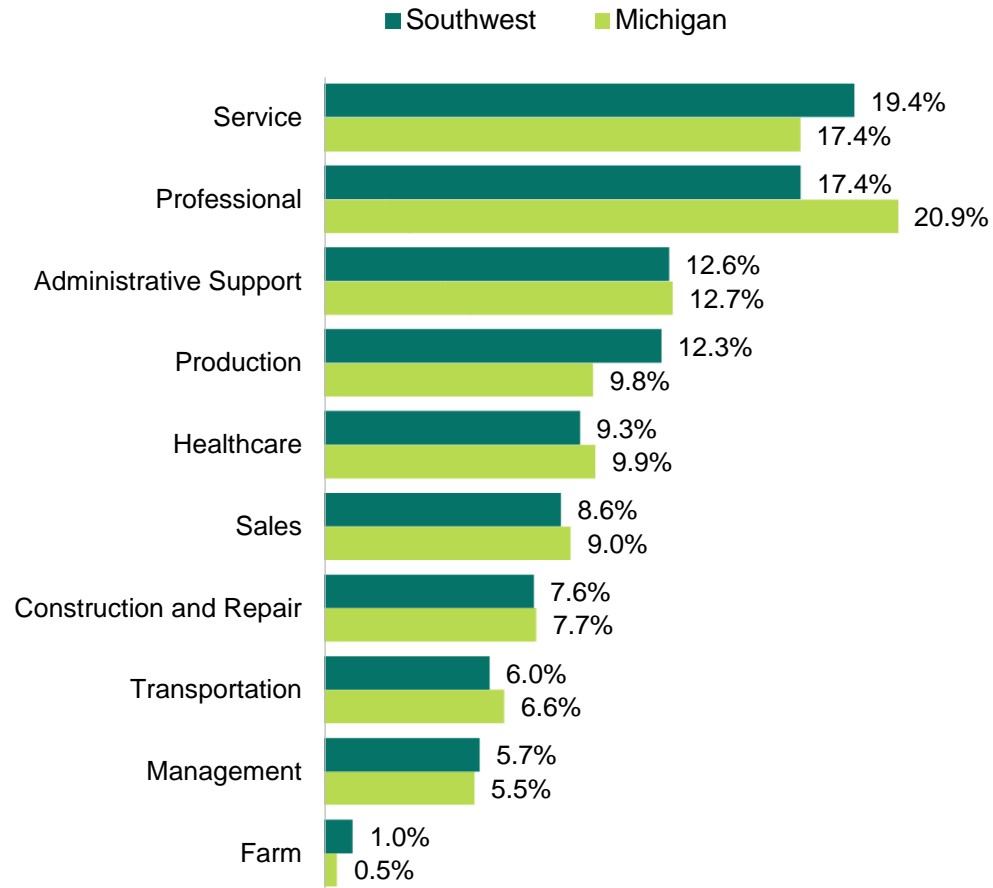
Service will hold the largest number of jobs in the region by 2028.

Service is projected to hold the largest distribution of jobs by 2028 in Southwest Michigan, exactly 2.0 percentage points greater than the statewide average. The share of 19.4 percent will amount to 64,800 jobs out of the 334,700 total for the region in 2028. **(Table 19)**

PROJECTED PERCENT GROWTH BY BROAD OCCUPATIONAL GROUPS (2018–2028)

■ Southwest ■ Michigan

Occupational Group	Southwest	Michigan
Healthcare	5.3%	5.7%
Service	3.1%	2.4%
Professional	2.8%	2.5%
Construction and Repair	2.7%	2.5%
Transportation	1.4%	1.3%
Management	1.1%	1.5%
Average Growth	0.1%	0.1%
Farm	-2.0%	-0.8%
Sales	-3.6%	-4.3%
Production	-4.4%	-4.0%
Administrative Support	-6.8%	-6.9%

Healthcare **is projected to have the most growth for both Southwest and Michigan.**

The Southwest region is projected to grow by 0.1 percent in total jobs by 2028. While some of the region's occupational groups will experience loss, *Healthcare* is projected to grow by 5.3 percent (1,600 jobs).

The greatest loss in the region and at the statewide level will come from *Administrative support*. A loss of 6.8 percent in Southwest Michigan equates to a decrease by 3,100 jobs. **(Table 19)**

PROJECTED ANNUAL OPENINGS BY BROAD OCCUPATIONAL GROUPS (2018–2028)

Occupational Group	Projected Annual Openings
Service	9,960
Professional	5,395
Administrative Support	4,825
Production	4,630
Sales	4,075
Construction and Repair	2,665
Transportation	2,535
Healthcare	2,445
Management	1,610
Farm	565
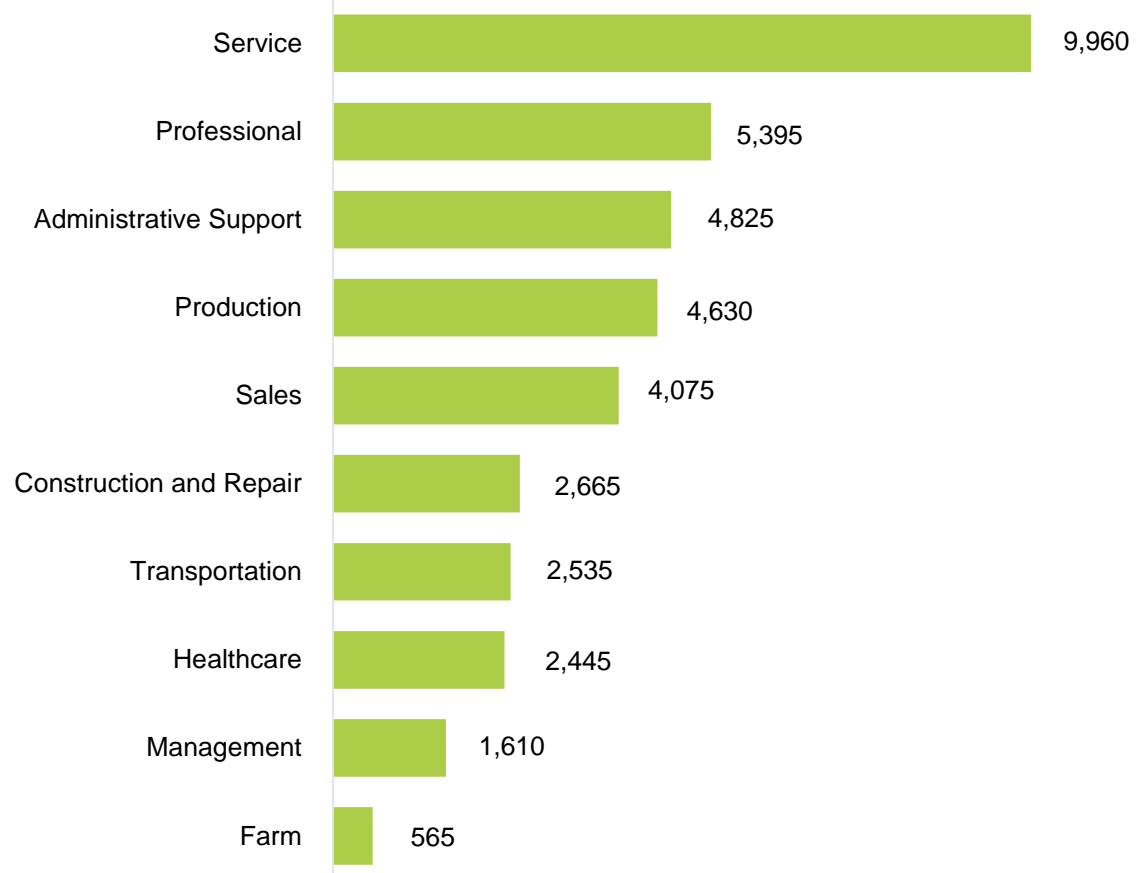
Occupations with the largest employment shares will have the most annual openings from 2018 to 2028.

Due to their large employment base in 2018, the occupational groups that are projected to hold the largest shares of employment by 2028 will have the most annual openings for the time period.

Service, Professional, and *Administrative support* are projected to account for 52 percent of the 38,700 total annual openings in the region for 2018 through 2028. **(Table 20)**

PROJECTED 2028 OCCUPATIONAL EMPLOYMENT BY EDUCATION (SHARE OF TOTAL)

Southwest   Michigan

High School Diploma and Short-term OJT: Southwest 43.1%, Michigan 38.5%
Moderate OJT - Postsecondary Certificate: Southwest 24.5%, Michigan 25.7%
Associate Degree/Long-term Training/Apprenticeship: Southwest 7.7%, Michigan 7.8%
Bachelor's Degree or More: Southwest 24.7%, Michigan 28.0%
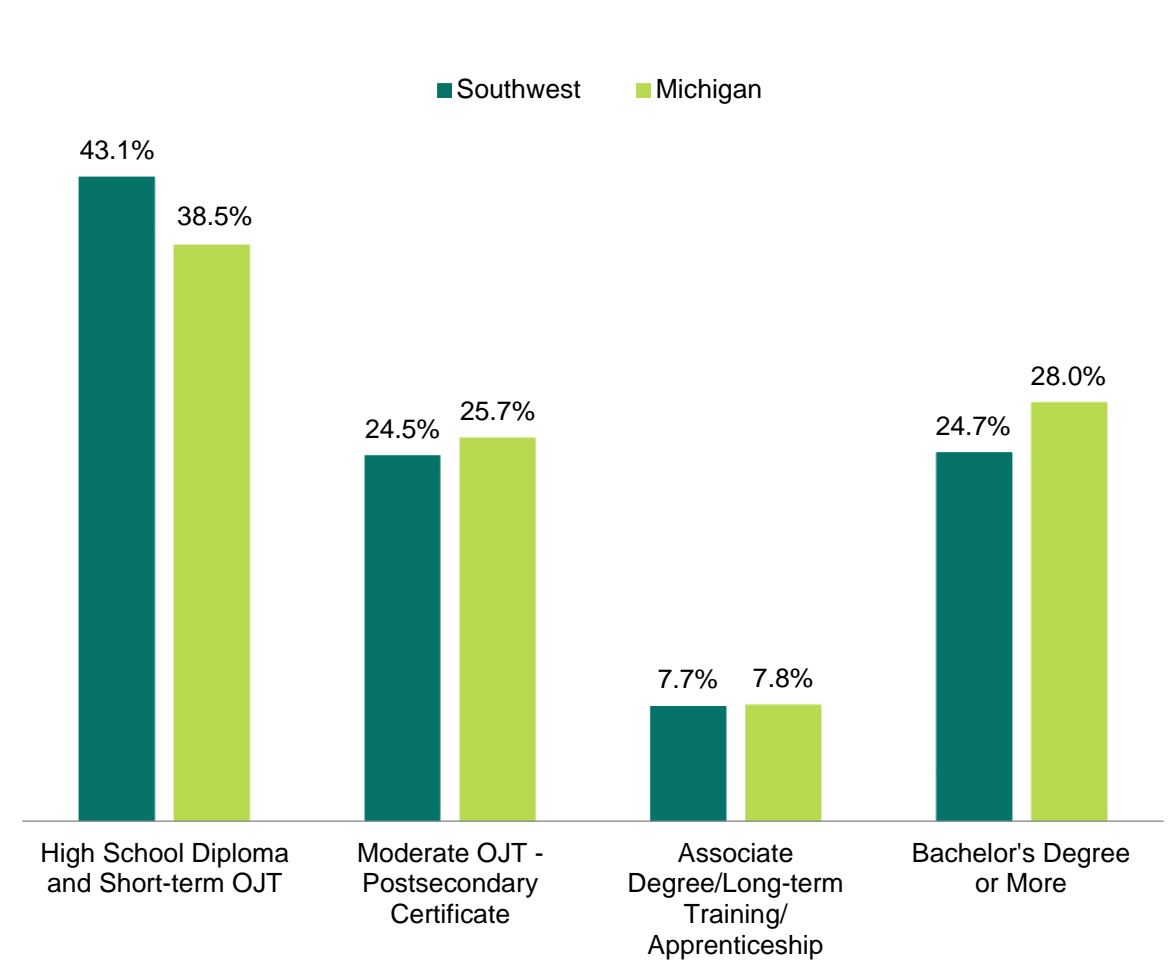
The region is projected to require at least a high school diploma at a higher rate than the state.

Southwest Michigan is projected to require a high school diploma and short-term on-the-job training (OJT) by 4.6 percentage points higher than the state.

Other than high school diplomas, the most notable difference between the region and the state in projected educational requirements through 2028 is for bachelor's degree or more. Southwest Michigan is projected to require bachelor's degrees or more at a rate over 3 percentage points less than the state.

PROJECTED 2028 OCCUPATIONAL GROWTH BY EDUCATION

■ Southwest ■ Michigan

Education Category	Southwest	Michigan
Bachelor's Degree or More	3.4%	3.4%
Associate Degree/Long-term Training/Apprenticeship	2.8%	2.1%
Moderate OJT - Postsecondary Certificate	-1.3%	-1.8%
High School and Short-term OJT	-1.3%	-1.1%
Average Growth	0.1%	0.1%

Growth rates in all education categories will be similar to statewide expectations.
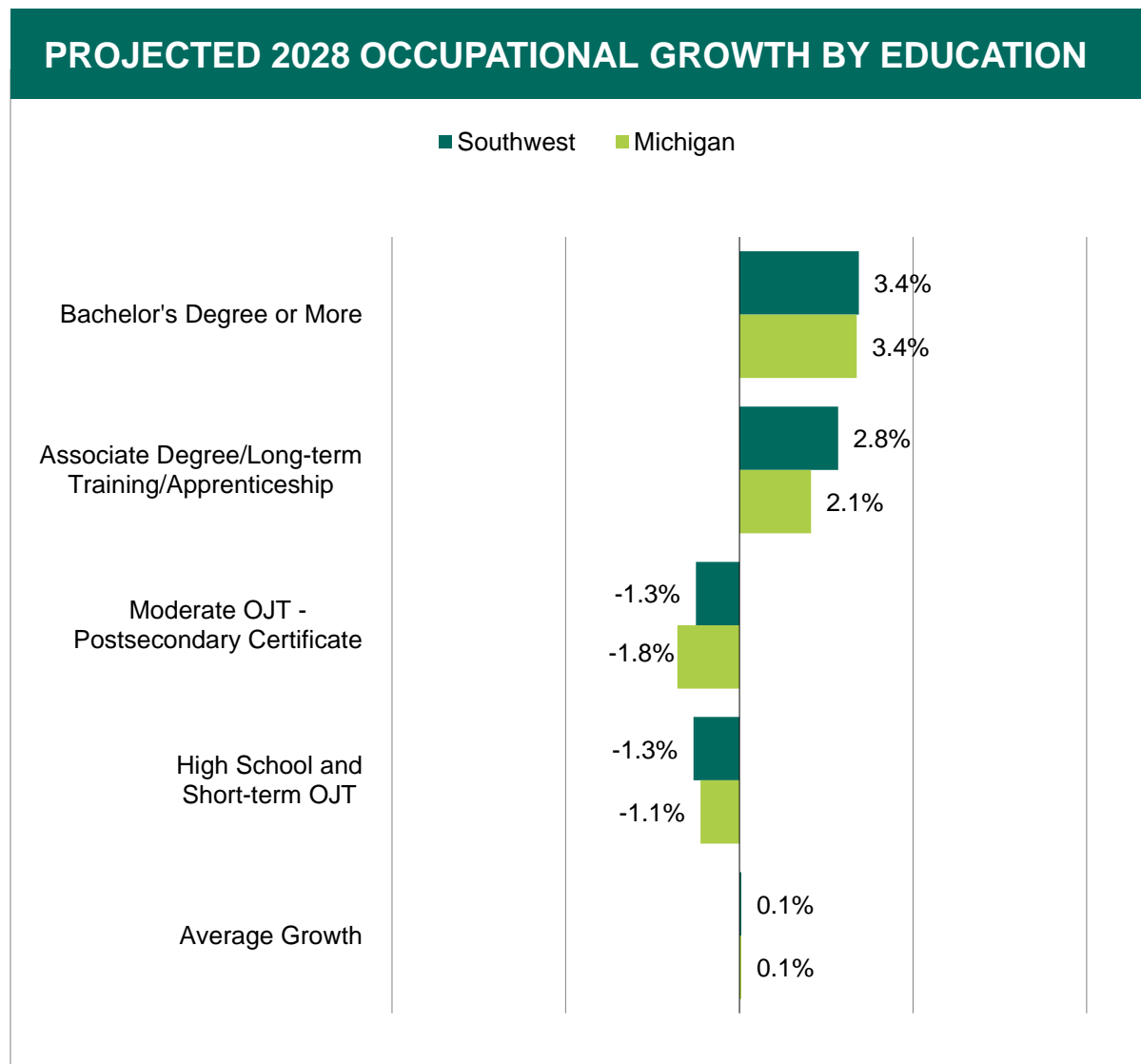
Southwest Michigan is expected to grow or decline at similar rates to Michigan for all education breakdowns. The most notable difference will be for occupations requiring at least an associate degree or equivalent. This education group will grow by 2.8 percent for the region, equivalent to an increase of 590 jobs.

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AT LEAST A BACHELOR'S DEGREE
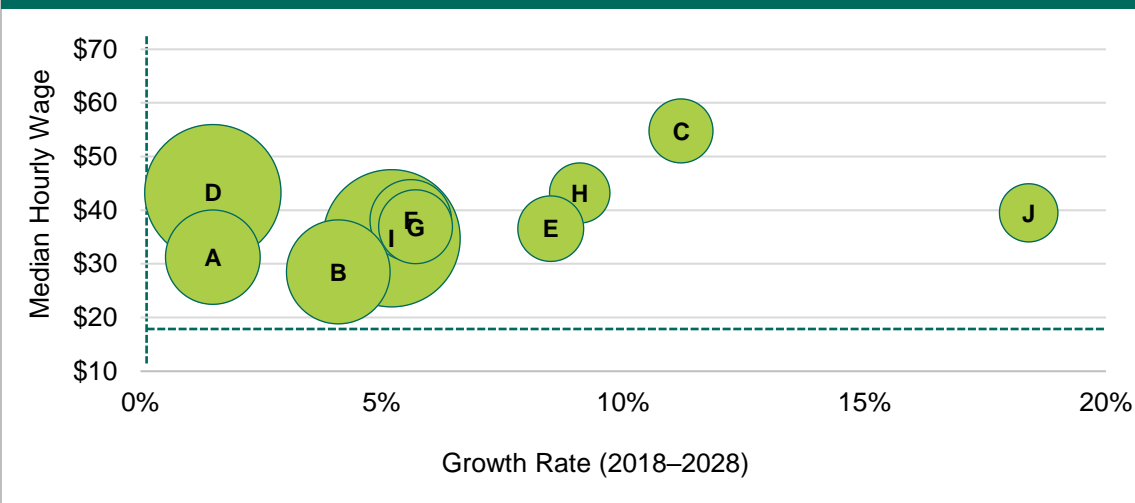
Dotted lines mark the average projected growth rate (0.1 percent) and the median hourly wage ($18.59) for the region.

A	Accountants and Auditors	**F**	Management Analysts
B	Elementary School Teachers, Except Special Education	**G**	Mechanical Engineers
C	Financial Managers	**H**	Medical and Health Services Managers
D	General and Operations Managers	**I**	Registered Nurses
E	Industrial Engineers	**J**	Software Developers, Applications

Jobs requiring a bachelor's degree or higher are often faster growing and high-wage.

High-demand, high-wage occupations are careers that show a favorable mix of long-term job growth, projected annual openings, and median wages through 2028.

Occupations requiring a bachelor's degree or higher, which have the highest level of required education/training, are often among the fastest growing and those with the highest wage.

Occupations at this level for the region include *Accountants and auditors*, *Management analysts*, and *Registered nurses*. **(Table 23)**

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING AN ASSOCIATE DEGREE, LONG-TERM TRAINING, OR AN APPRENTICESHIP

Dotted lines mark the average projected growth rate (0.1 percent) and the median hourly wage ($18.59) for the region.

A	Carpenters	**F**	Machinists
B	Dental Hygienists	**G**	Physical Therapist Assistants
C	Electricians	**H**	Plumbers, Pipefitters, and Steamfitters
D	HVAC and Refrigeration Mechanics and Installers	**I**	Respiratory Therapists
E	Industrial Machinery Mechanics	**J**	Sheet Metal Workers

Jobs requiring an associate degree, long-term training, or an apprenticeship are often in high demand.

Jobs that typically require an associate degree, long-term training, or an apprenticeship met the criteria for being high-demand and high-wage in the region.

Occupations typically requiring this level of educational attainment while still being high-demand and high-wage in the region include *Electricians, Industrial machinery mechanics,* and *Respiratory therapists*. **(Table 24)**

HIGH-DEMAND, HIGH-WAGE OCCUPATIONS REQUIRING A POSTSECONDARY CERTIFICATE OR MODERATE-TERM TRAINING
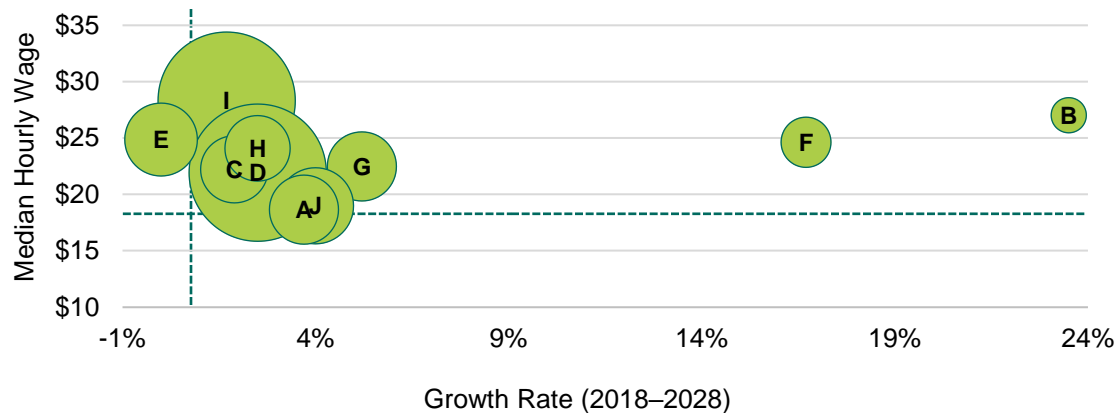
Median Hourly Wage
$35
$30
$25
$20
$15
$10

Growth Rate (2018–2028)
-1% 4% 9% 14% 19% 24%

Dotted lines mark the average projected growth rate (0.1 percent) and the median hourly wage ($18.59) for the region.

A	Billing and Posting Clerks	**F**	Massage Therapists
B	CNC Tool Programmers	**G**	Operating Engineers
C	Computer User Support Specialists	**H**	Production, Planning, and Expediting Clerks
D	Heavy and Tractor-Trailer Truck Drivers	**I**	Sales Reps., Except Tech. and Scientific Products
E	Licensed Practical and Licensed Vocational Nurses	**J**	Welders, Cutters, Solderers, and Brazers

Source: 2018–2028 Employment Projections, Bureau of Labor Market Information and Strategic Initiatives, Michigan Department of Technology, Management & Budget
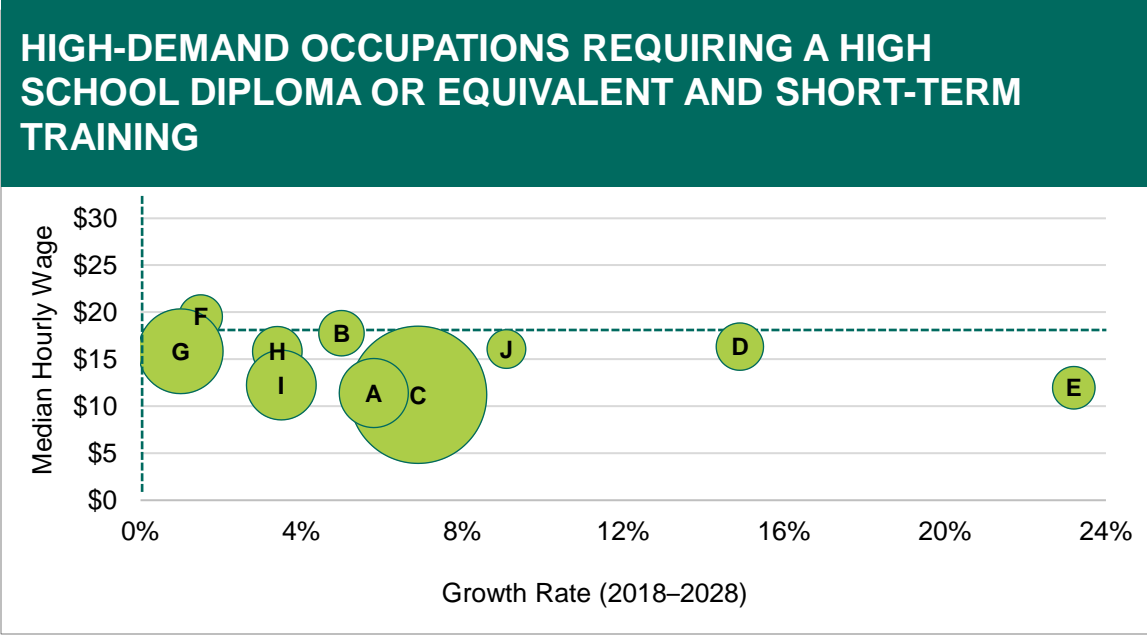
Many skilled trades jobs requiring postsecondary education are among the region's high-demand, high-wage occupations.

Occupations that require a postsecondary certificate or moderate-term training can typically be achieved in less than a year, but longer than a month. These occupations meet the criteria of being high-demand and high-wage.

Some of the occupations within these guidelines include *Computer user support specialists, Licensed practical and licensed vocational nurses,* and *Operating engineers*. **(Table 25)**

HIGH-DEMAND OCCUPATIONS REQUIRING A HIGH SCHOOL DIPLOMA OR EQUIVALENT AND SHORT-TERM TRAINING

Dotted lines mark the average projected growth rate (0.1 percent) and the median hourly wage ($18.59) for the region.

A	Childcare Workers	**F**	Industrial Truck and Tractor Operators
B	Construction Laborers	**G**	Laborers and Freight, Stock and Material Movers
C	Food Prep. and Serving Workers, Including Fast Food	**H**	Light Truck or Delivery Services Drivers
D	Helpers--Production Workers	**I**	Maids and Housekeeping Cleaners
E	Home Health Aides	**J**	Social and Human Service Assistants

Occupations requiring a high school diploma and short-term training often have lower wages but are in high-demand.

Occupations requiring a high school diploma or equivalent and short-term training are in high-demand, but typically have lower wages, and therefore can not be considered high-wage.

These occupations can provide opportunities for individuals that may be seeking entry-level positions. Some examples for the region are *Childcare workers, Home health aides,* and *Light truck or delivery services drivers.* **(Table 26)**