



Detroit Region plus Thumb

5,513,496

Population (2016)

Population grew by 3,639 over the last 5 years but is projected to decrease by 11,875 over the next 5 years.

2,546,218

Jobs (2016)

Jobs grew by 201,405 over the last 5 years and are projected to grow by 65,760 over the next 5 years.

\$64.0K

Avg. Earnings Per Job (2016)

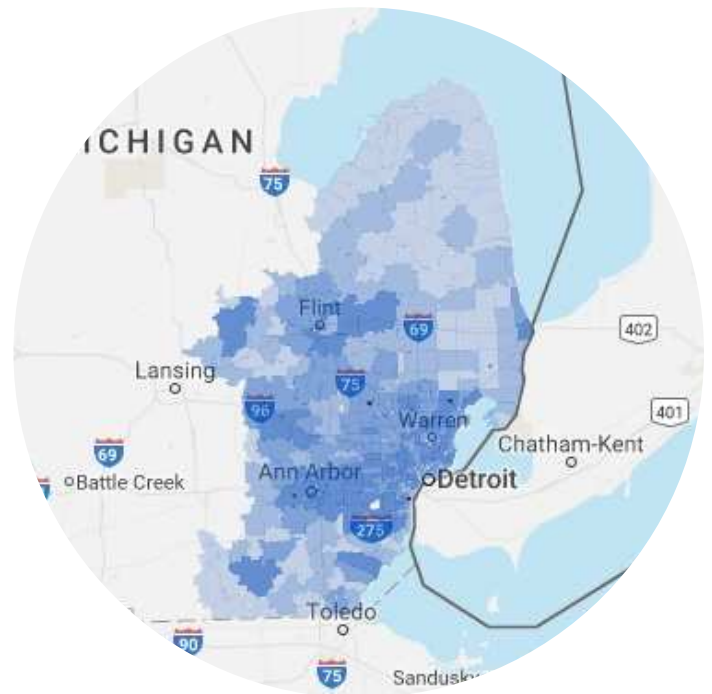
Regional average earnings per job are **\$1.9K above** the national average earnings of \$62.1K per job.

As of 2016 the region's population increased by 0.1% since 2011, growing by 3,639. Population is expected to decrease by 0.2% between 2016 and 2021, losing 11,875.

From 2011 to 2016, jobs increased by 8.6% in Detroit Region plus Thumb from 2,344,813 to 2,546,218. This change fell short of the national growth rate of 8.8% by 0.2%. As the number of jobs increased, the labor force participation rate increased from 57.6% to 59.0% between 2011 and 2016.

Concerning educational attainment, 17.1% of the selected regions' residents possess a Bachelor's Degree (1.3% below the national average), and 8.5% hold an Associate's Degree (0.6% above the national average).

The top three industries in 2016 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).



Contents

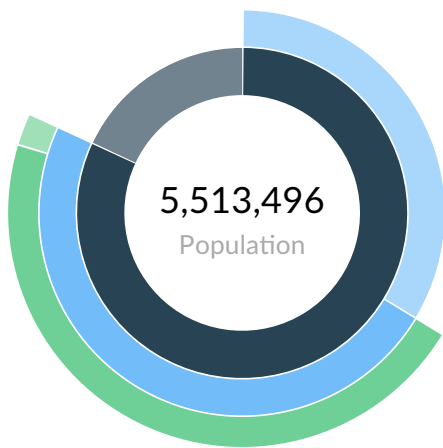
Economy Overview	1
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Workforce Characteristics	12
Educational Pipeline	15

Economy Overview - Cont.

	Population (2016)	Labor Force (2016)	Jobs (2016)	Cost of Living	GRP	Imports	Exports
Region	5,513,496	2,660,775	2,546,218	99.3	\$286.85B	\$298.71B	\$324.73B
I-69 Thumb Region	851,342	390,468	278,646	92.1	\$27.13B	\$49.49B	\$40.89B

Economy Overview - Cont.

2016 Labor Force Breakdown



	Population
Total Working Age Population	4,513,404
Not in Labor Force (15+)	1,852,629
Labor Force	2,660,775
Employed	2,538,131
Unemployed	122,644
Under 15	1,000,092

Educational Attainment

Concerning educational attainment, **17.1% of the selected regions' residents possess a Bachelor's Degree** (1.3% below the national average), and **8.5% hold an Associate's Degree** (0.6% above the national average).

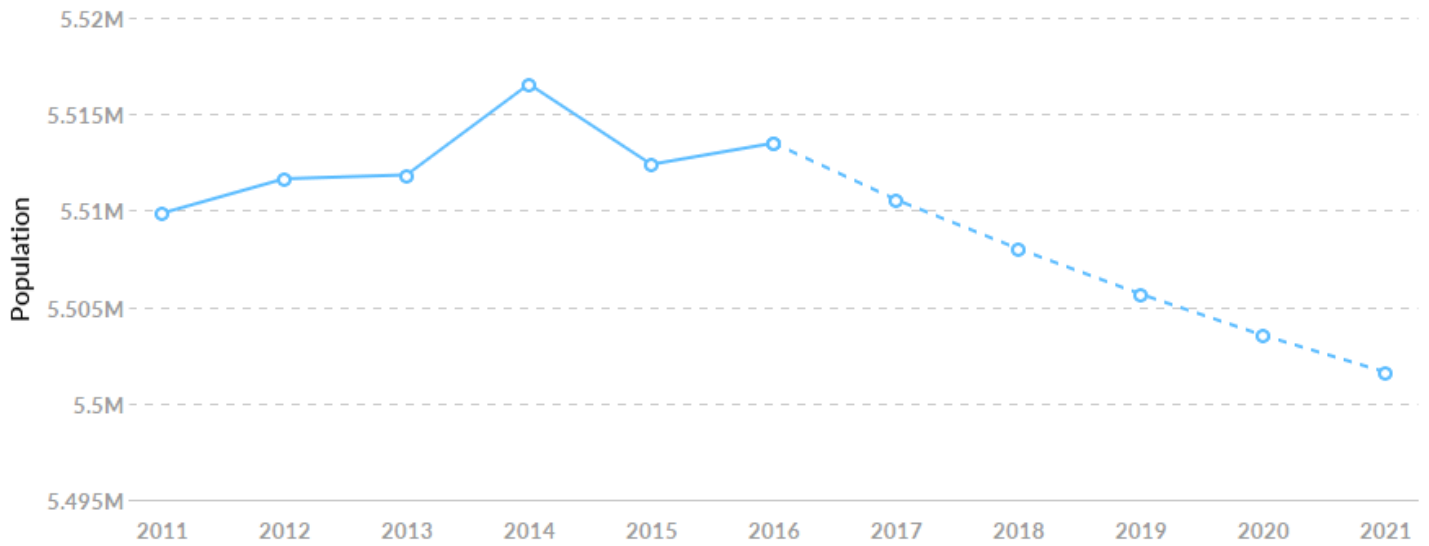


	% of Population	Population
Less Than 9th Grade	3.3%	124,800
9th Grade to 12th Grade	7.6%	287,603
High School Diploma	28.2%	1,065,559
Some College	23.6%	891,629
Associate's Degree	8.5%	321,196
Bachelor's Degree	17.1%	644,354
Graduate Degree and Higher	11.7%	441,872

Historic & Projected Trends

Population Trends

As of 2016 the region's population **increased by 0.1%** since 2011, growing by 3,639. Population is expected to **decrease by 0.2%** between 2016 and 2021, losing 11,875.

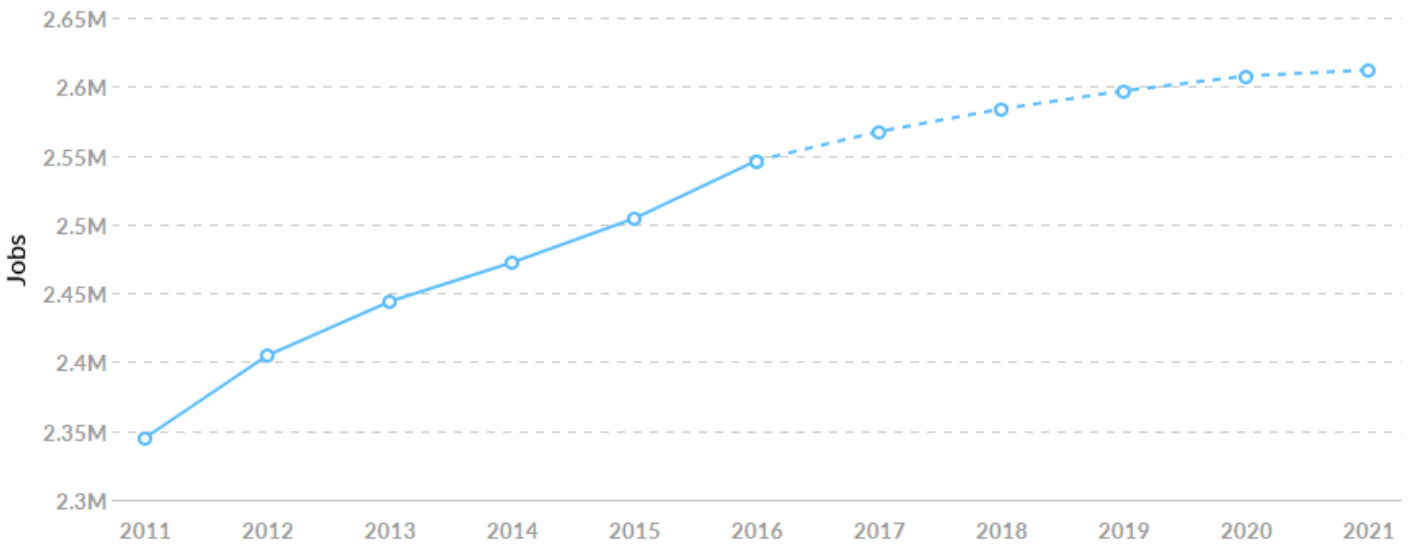


Timeframe	Population
2011	5,509,857
2012	5,511,645
2013	5,511,846
2014	5,516,555
2015	5,512,392
2016	5,513,496
2017	5,510,565
2018	5,508,016
2019	5,505,665
2020	5,503,529
2021	5,501,621

Historic & Projected Trends - Cont.

Job Trends

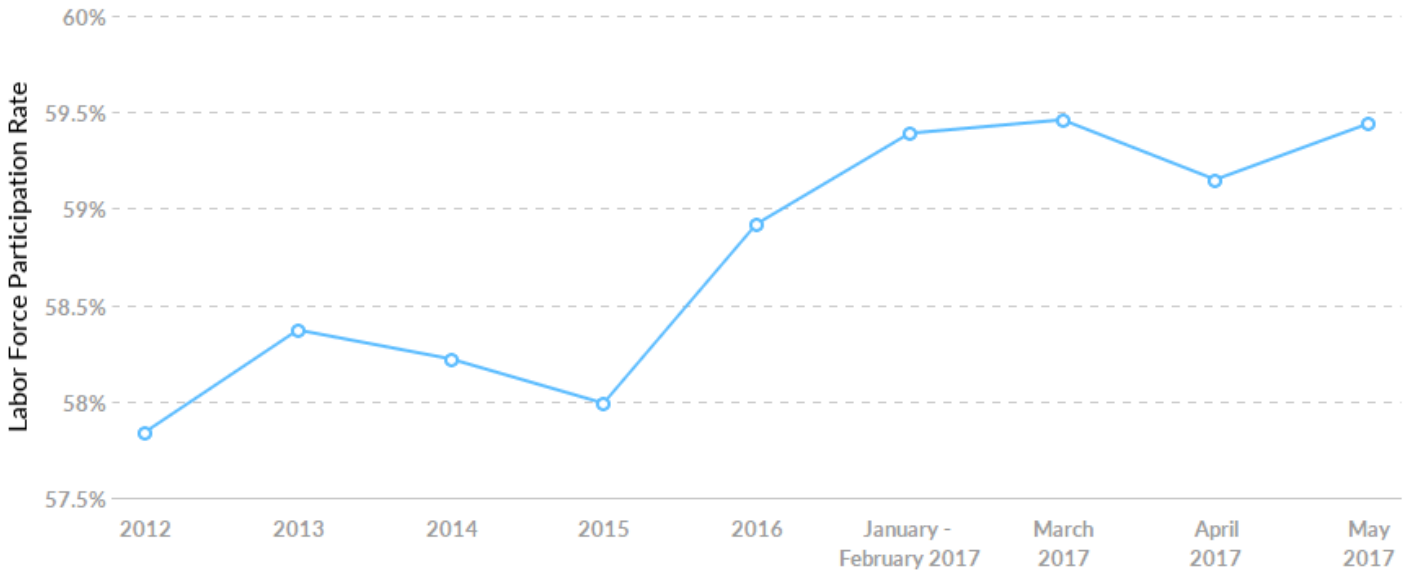
From 2011 to 2016, jobs increased by 8.6% in Detroit Region plus Thumb from 2,344,813 to 2,546,218. This change fell short of the national growth rate of 8.8% by 0.2%.



Timeframe	Jobs
2011	2,344,813
2012	2,404,692
2013	2,443,851
2014	2,472,191
2015	2,504,185
2016	2,546,218
2017	2,567,301
2018	2,583,718
2019	2,596,867
2020	2,607,687
2021	2,611,979

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

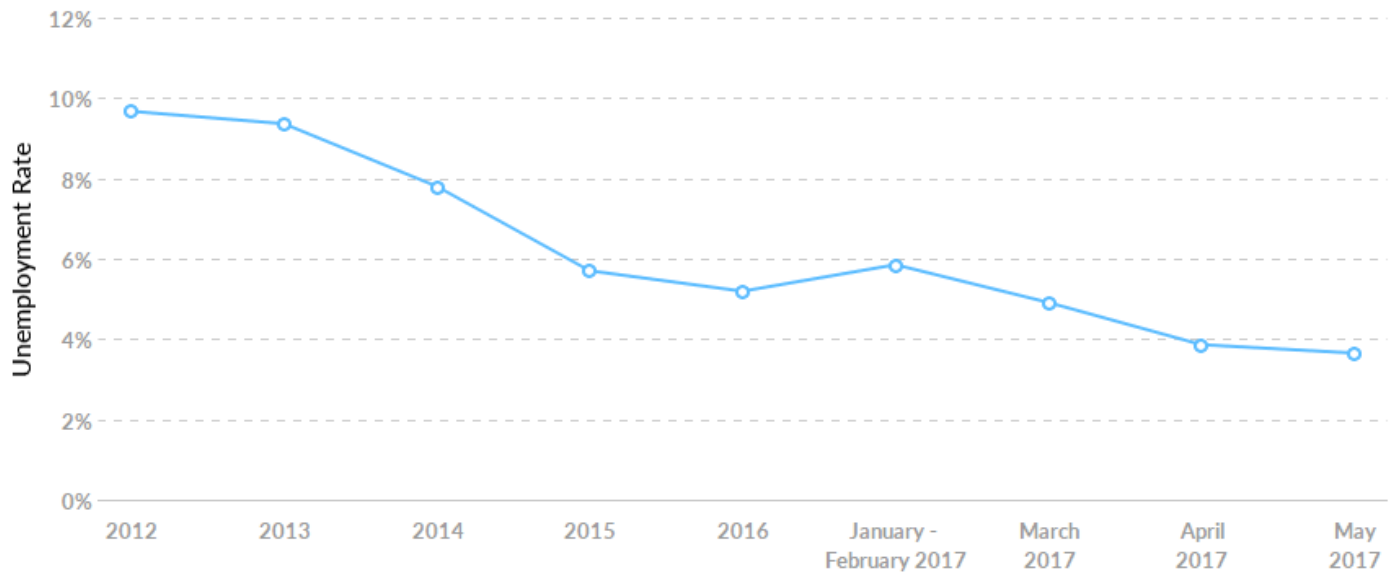


Timeframe	Labor Force Participation Rate
2012	57.84%
2013	58.37%
2014	58.22%
2015	57.99%
2016	58.92%
January - February 2017	59.39%
March 2017	59.46%
April 2017	59.15%
May 2017	59.44%

Historic & Projected Trends - Cont.

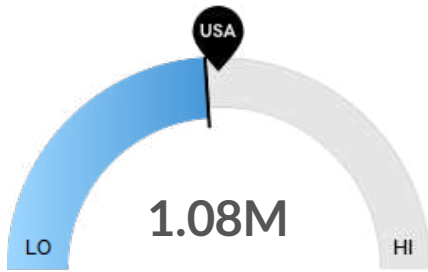
Unemployment Rate Trends

Your areas had a May 2017 unemployment rate of 3.65%, decreasing from 9.67% 5 years before.



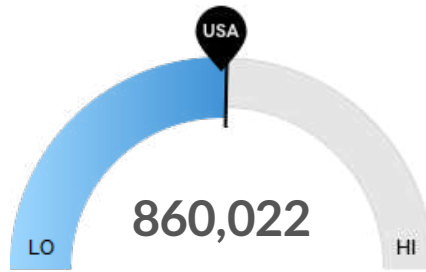
Timeframe	Unemployment Rate
2012	9.67%
2013	9.36%
2014	7.80%
2015	5.70%
2016	5.19%
January - February 2017	5.85%
March 2017	4.91%
April 2017	3.86%
May 2017	3.65%

Population Characteristics



Millennials

Your area has 1,076,515 millennials (ages 20-34). The national average for an area this size is 1,144,210.



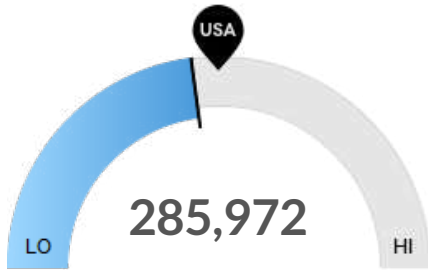
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 840,249 people 65 or older, while there are 860,022 here.



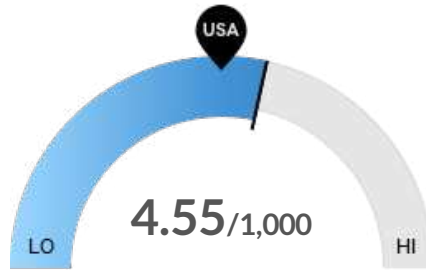
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 2,135,558 racially diverse people, while there are 1,683,692 here.



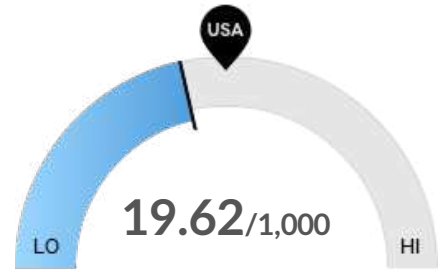
Veterans

Your area has 285,972 veterans. The national average for an area this size is 323,471.



Violent Crime

Your area has 4.55 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



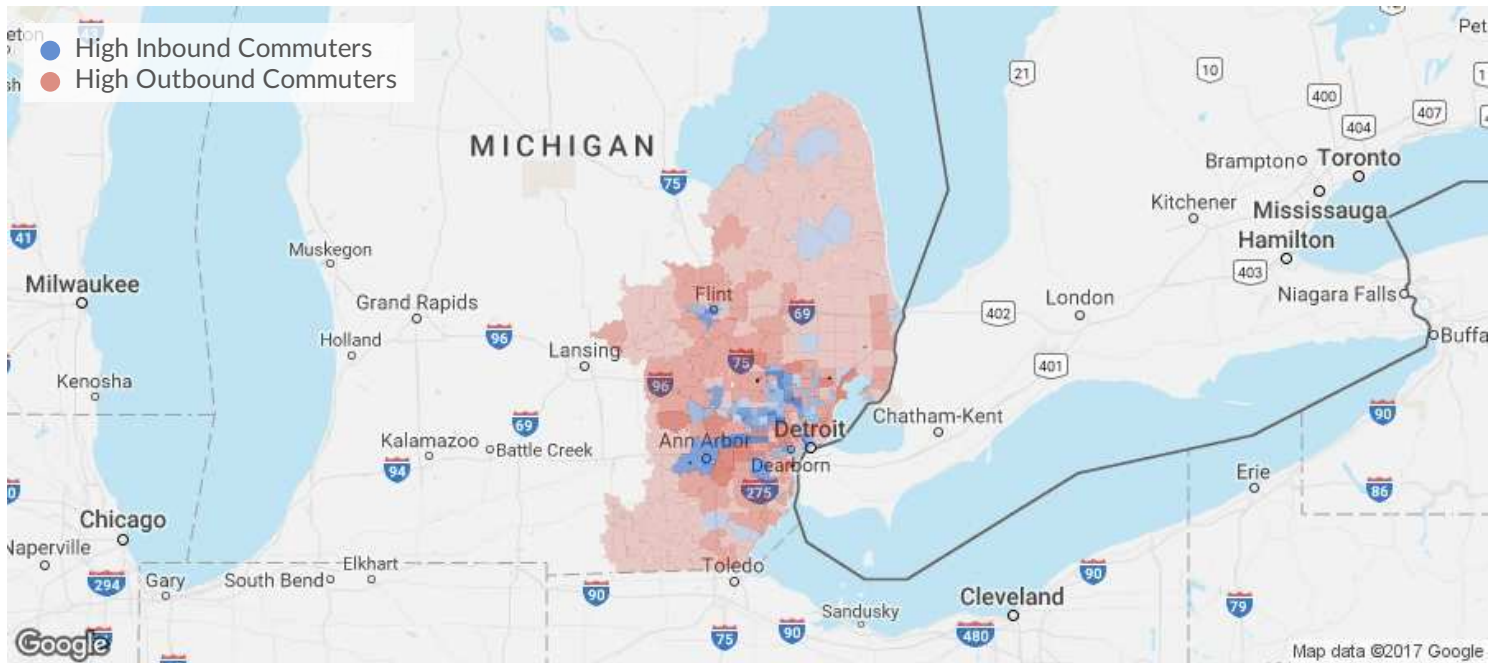
Property Crime

Your area has 19.62 property crimes per 1,000 people. The national rate is 24.22 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 #380 for resident workers. The top ZIP for resident workers is 48197.



Where Talent Works

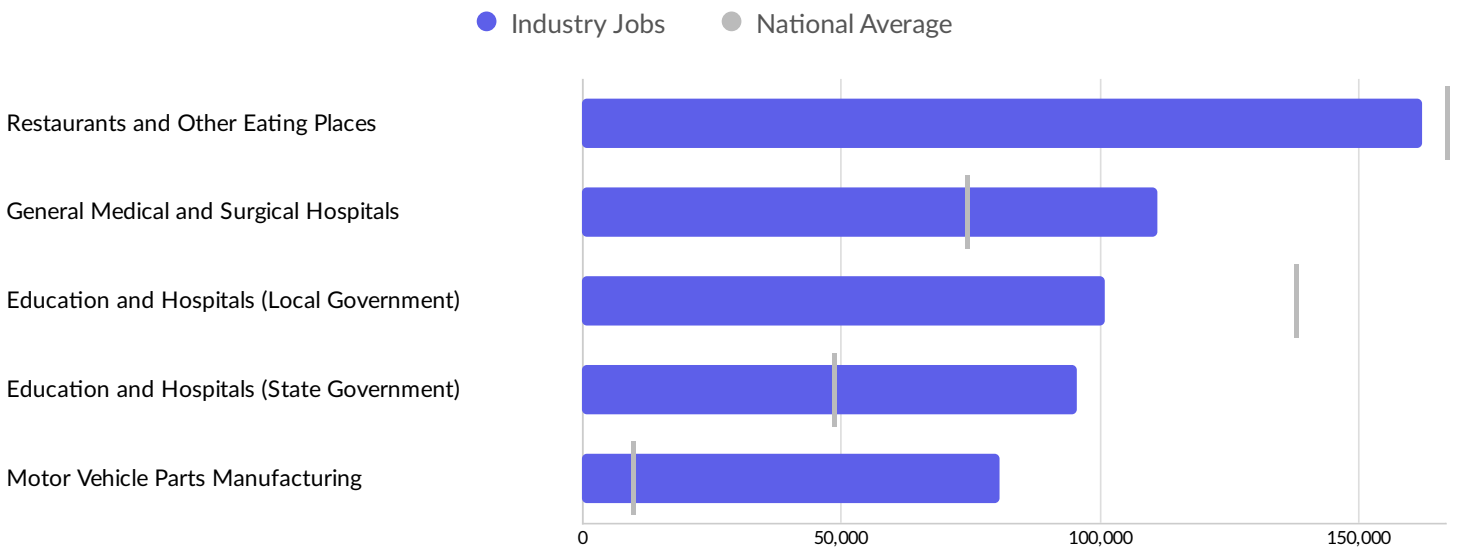
ZIP	Name	2016 Employment
48109	Ann Arbor, MI (in Wash...	59,083
48084	Troy, MI (in Oakland co...	47,162
48170	Plymouth, MI (in Wayn...	46,300
48083	Troy, MI (in Oakland co...	43,222
48226	Detroit, MI (in Wayne ...	43,202

Where Talent Lives

ZIP	Name	2016 Workers
48197	Ypsilanti, MI (in Washt...	32,535
48180	Taylor, MI (in Wayne co...	31,688
48187	Canton, MI (in Wayne ...	28,609
48103	Ann Arbor, MI (in Wash...	25,998
48044	Macomb, MI (in Maco...	25,312

Industry Characteristics

Largest Industries

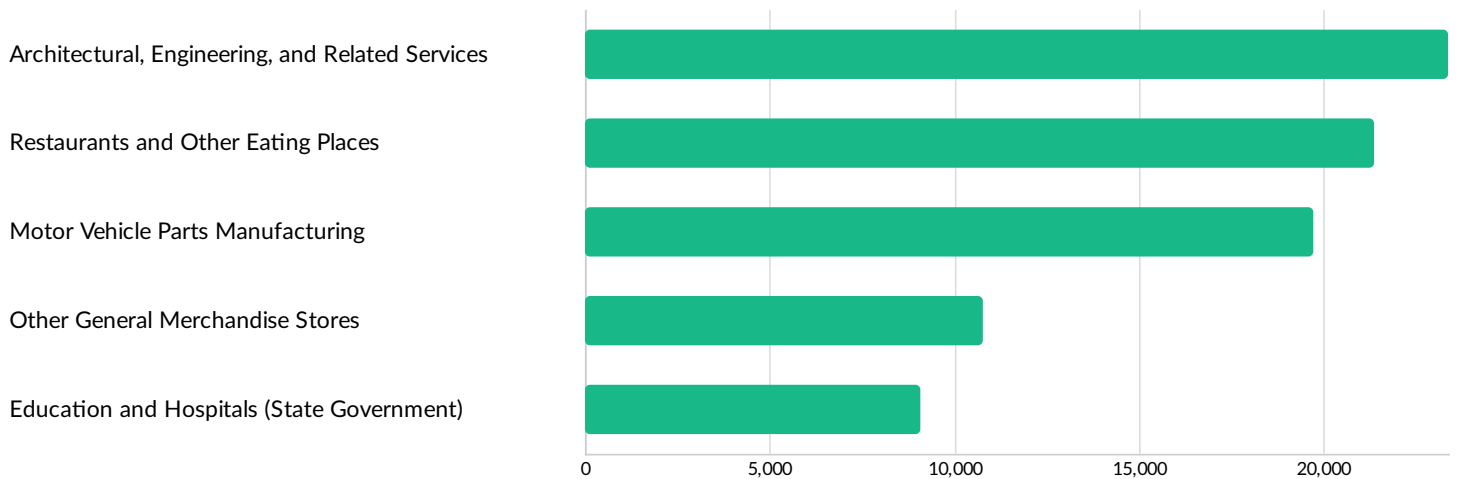


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Restaurants and Other Eating Places	141,060	162,444	21,384	+15%	\$18,947
General Medical and Surgical Hospitals	109,887	111,158	1,271	+1%	\$74,452
Education and Hospitals (Local Government)	114,897	101,110	-13,787	-12%	\$67,474
Education and Hospitals (State Government)	86,687	95,771	9,084	+10%	\$66,291
Motor Vehicle Parts Manufacturing	61,057	80,766	19,709	+32%	\$95,888

Industry Characteristics - Cont

Top Growing Industries

● Industry Jobs Change

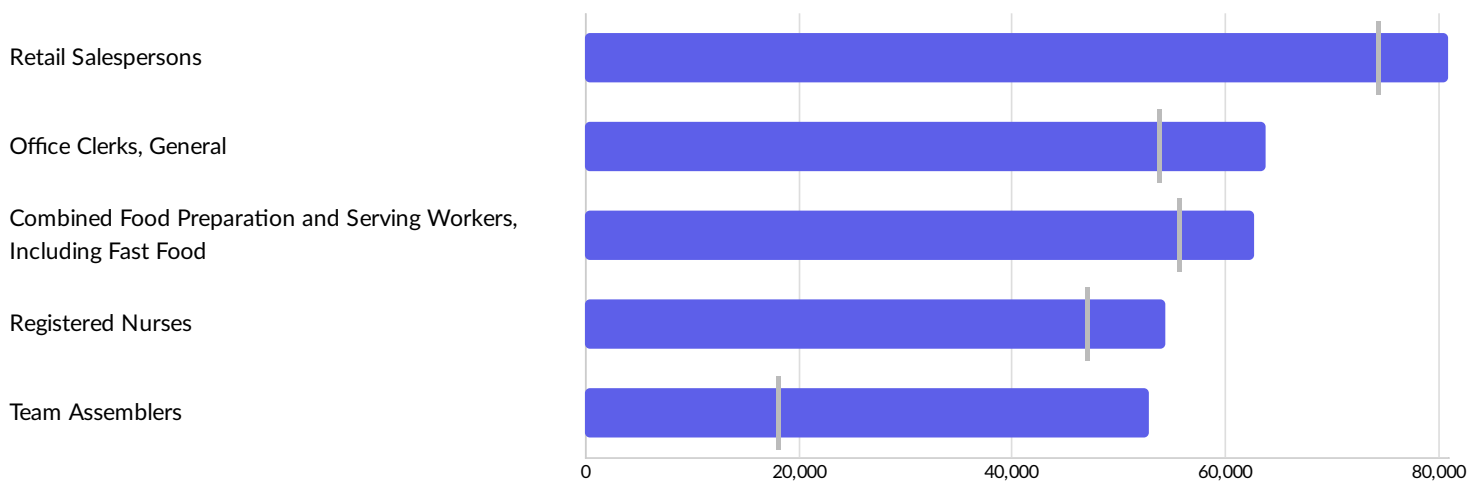


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Architectural, Engineering, and Related Services	54,409	77,787	23,378	+43%	\$100,183
Restaurants and Other Eating Places	141,060	162,444	21,384	+15%	\$18,947
Motor Vehicle Parts Manufacturing	61,057	80,766	19,709	+32%	\$95,888
Other General Merchandise Stores	25,516	36,312	10,796	+42%	\$29,366
Education and Hospitals (State Government)	86,687	95,771	9,084	+10%	\$66,291

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

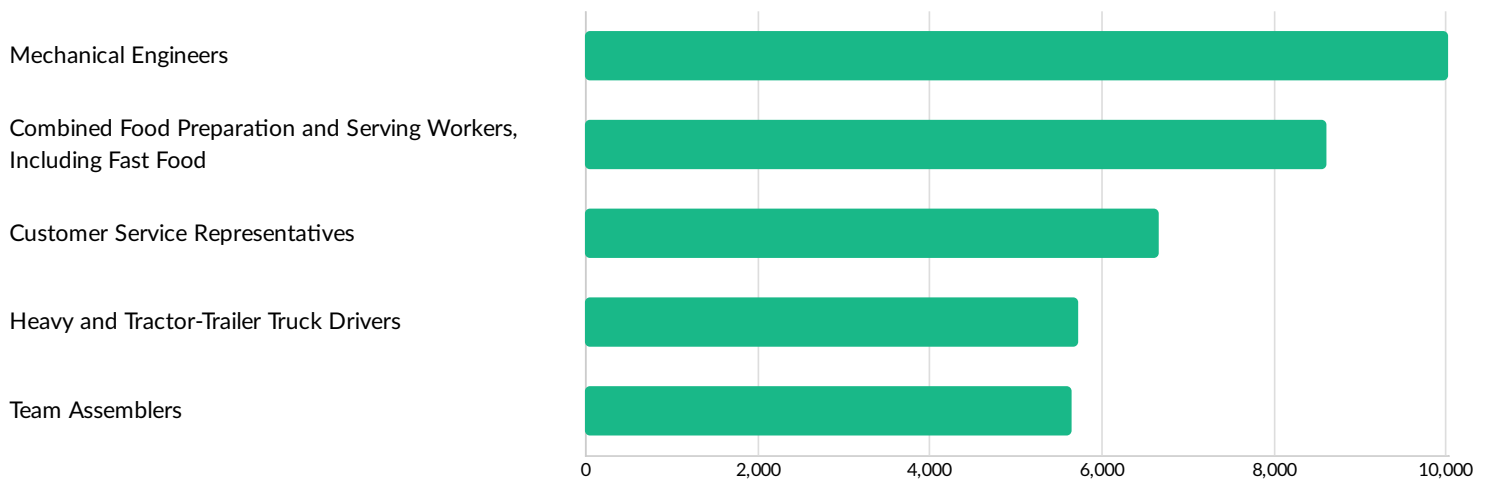


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Retail Salespersons	77,621	80,989	3,368	+4%	\$12.79
Office Clerks, General	58,908	63,845	4,937	+8%	\$16.73
Combined Food Preparation and Serving Workers, Including Fast Food	54,099	62,724	8,625	+16%	\$9.84
Registered Nurses	51,847	54,476	2,629	+5%	\$35.02
Team Assemblers	47,204	52,867	5,663	+12%	\$18.78

Workforce Characteristics - Cont

Top Growing Occupations

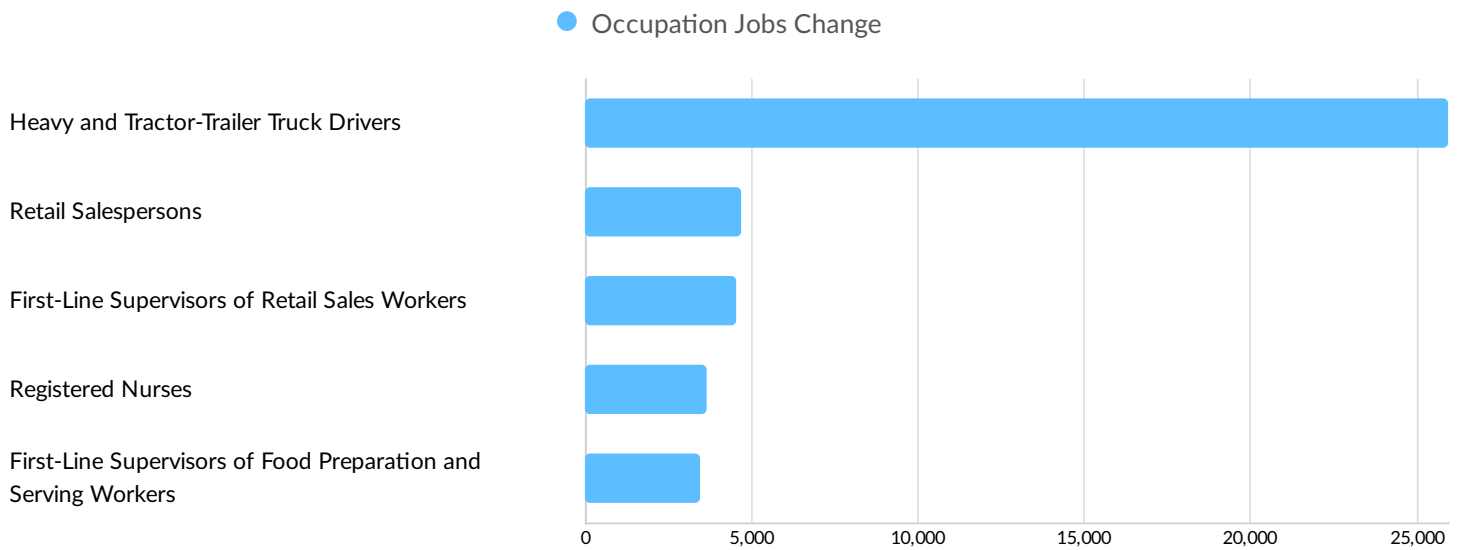
● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Mechanical Engineers	22,290	32,324	10,034	+45%	\$44.02
Combined Food Preparation and Serving Workers, Including Fast Food	54,099	62,724	8,625	+16%	\$9.84
Customer Service Representatives	44,400	51,070	6,670	+15%	\$16.99
Heavy and Tractor-Trailer Truck Drivers	23,160	28,894	5,734	+25%	\$20.38
Team Assemblers	47,204	52,867	5,663	+12%	\$18.78

Workforce Characteristics

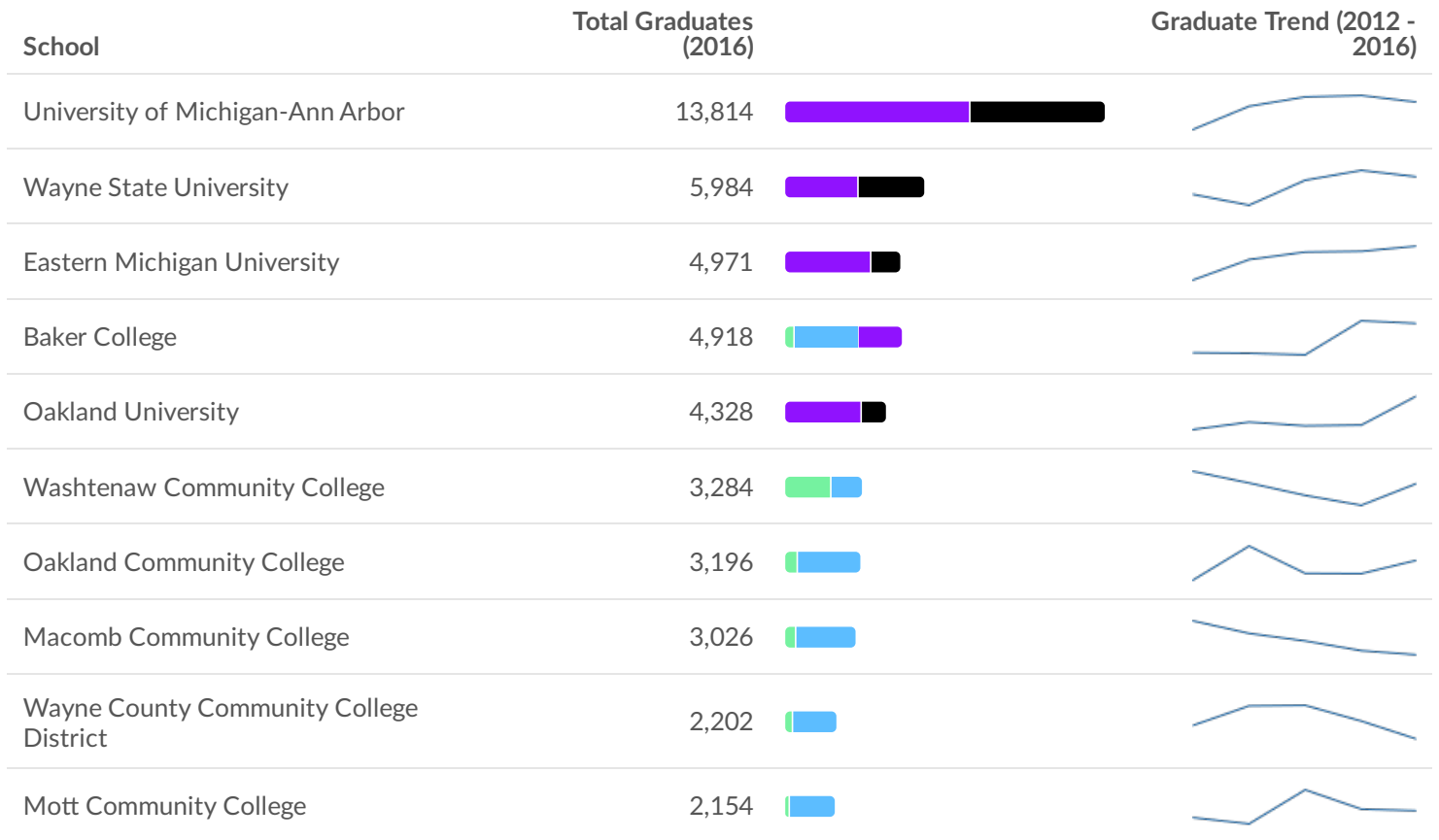
Top Posted Occupations



Occupation	Nov 2016 Unique Postings	Oct 2017 Unique Postings	Nov 2016 - Oct 2017 Avg. Unique	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	23,539	25,959	23,390	\$20.38
Retail Salespersons	4,897	4,680	4,550	\$12.79
First-Line Supervisors of Retail Sales Workers	4,565	4,558	4,503	\$20.47
Registered Nurses	4,977	3,653	4,585	\$35.02
First-Line Supervisors of Food Preparation and Serving Workers	2,621	3,465	3,316	\$16.49

Educational Pipeline

In 2016, there were 70,238 graduates in Detroit Region plus Thumb. This pipeline has shrunk by 6% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, General Studies, and "Business Administration and Management, General".



● Certificate
 ● Associate
 ● Bachelor
 ● Masters or Higher