



# I-69 Thumb Region

**851,342**

Population (2016)

Population **decreased by 20,862** over the last 5 years and is projected to **decrease by 15,272** over the next 5 years.

**278,646**

Jobs (2016)

Jobs **grew by 7,603** over the last 5 years and are projected to **grow by 4,193** over the next 5 years.

**\$48.6K**

Avg. Earnings Per Job (2016)

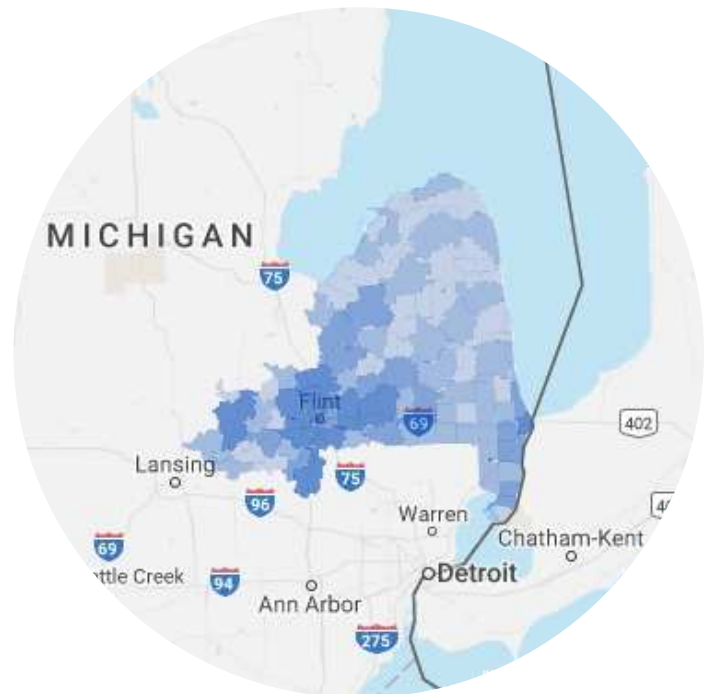
Regional average earnings per job are **\$13.5K below** the national average earnings of \$62.1K per job.

As of 2016 the region's population **declined by 2.4%** since 2011, falling by 20,862. Population is expected to **decrease by 1.8%** between 2016 and 2021, losing 15,272.

From 2011 to 2016, jobs **increased by 2.8%** in I-69 Thumb Region from 271,043 to **278,646**. This change **fell short of the national growth rate of 8.8% by 6.0%**. As the number of jobs increased, the **labor force participation rate increased from 55.5% to 55.9% between 2011 and 2016**.

Concerning educational attainment, **11.4% of the selected regions' residents possess a Bachelor's Degree** (7.0% below the national average), and **9.9% hold an Associate's Degree** (2.0% above the national average).

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



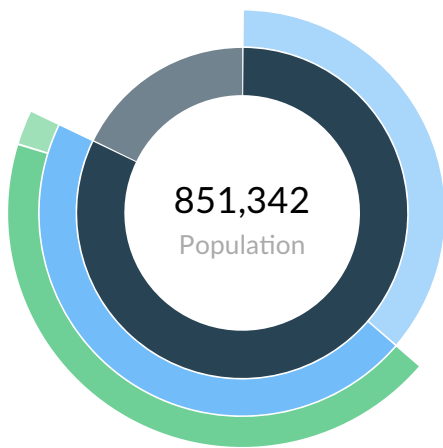
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## Economy Overview - Cont.

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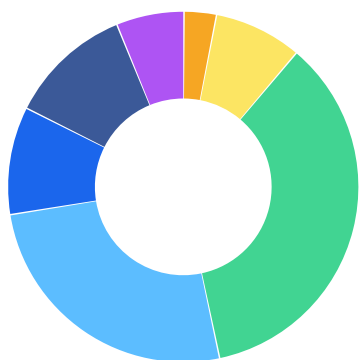
### 2016 Labor Force Breakdown



	Population
● Total Working Age Population	699,005
● Not in Labor Force (15+)	308,537
● Labor Force	390,468
● Employed	369,727
● Unemployed	20,741
● Under 15	152,337

### Educational Attainment

Concerning educational attainment, **11.4%** of the selected regions' residents possess a **Bachelor's Degree** (7.0% below the national average), and **9.9%** hold an **Associate's Degree** (2.0% above the national average).

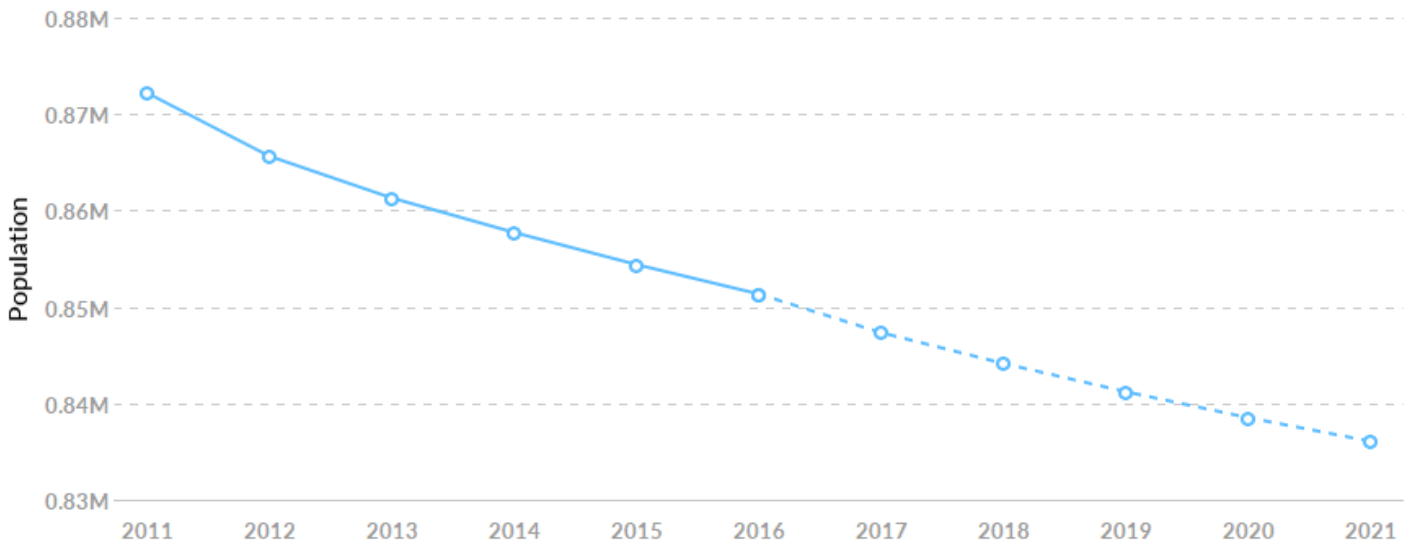


	% of Population	Population
● Less Than 9th Grade	3.0%	17,636
● 9th Grade to 12th Grade	8.1%	48,040
● High School Diploma	35.5%	210,144
● Some College	25.8%	152,681
● Associate's Degree	9.9%	58,874
● Bachelor's Degree	11.4%	67,551
● Graduate Degree and Higher	6.3%	37,012

# Historic & Projected Trends

## Population Trends

As of 2016 the region's population declined by 2.4% since 2011, falling by 20,862. Population is expected to decrease by 1.8% between 2016 and 2021, losing 15,272.

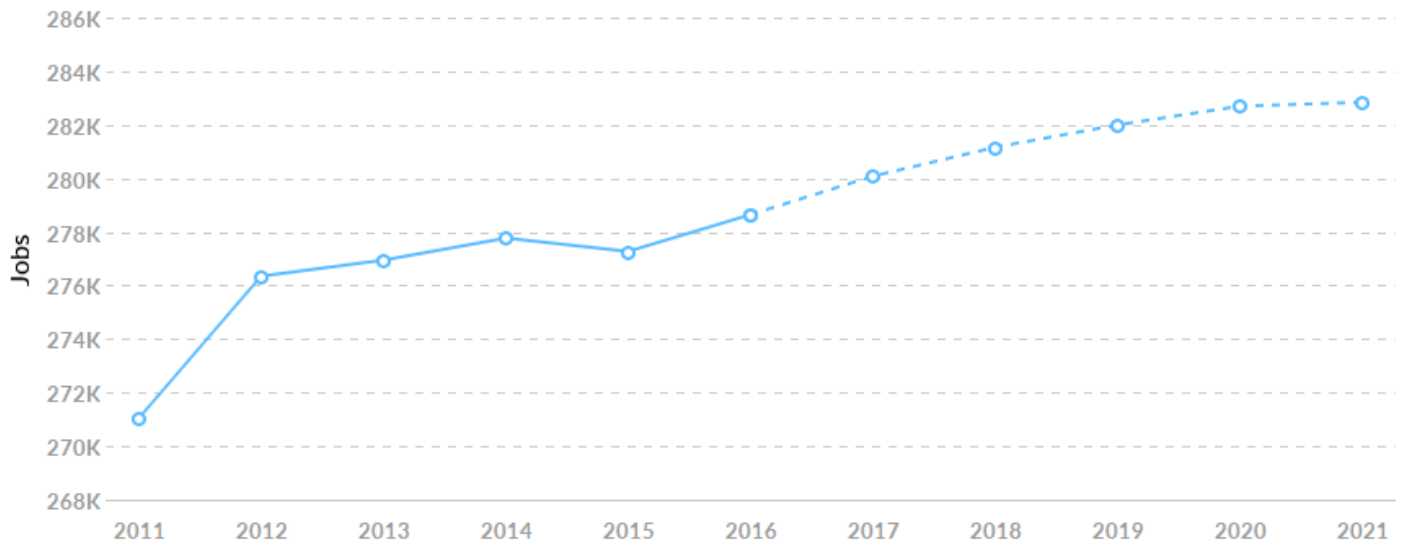


Timeframe	Population
2011	872,204
2012	865,639
2013	861,304
2014	857,726
2015	854,400
2016	851,342
2017	847,334
2018	844,139
2019	841,205
2020	838,516
2021	836,070

# Historic & Projected Trends - Cont.

## Job Trends

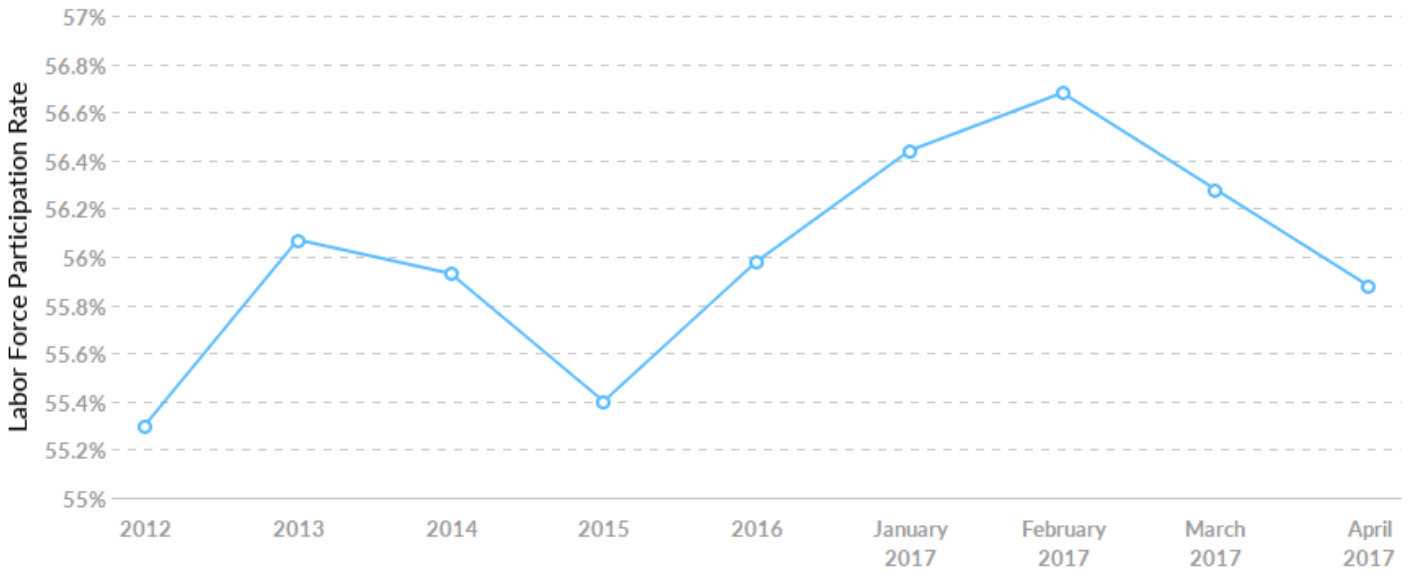
From 2011 to 2016, jobs increased by 2.8% in I-69 Thumb Region from 271,043 to 278,646. This change fell short of the national growth rate of 8.8% by 6.0%.



Timeframe	Jobs
2011	271,043
2012	276,348
2013	276,947
2014	277,769
2015	277,271
2016	278,646
2017	280,080
2018	281,161
2019	281,995
2020	282,696
2021	282,839

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



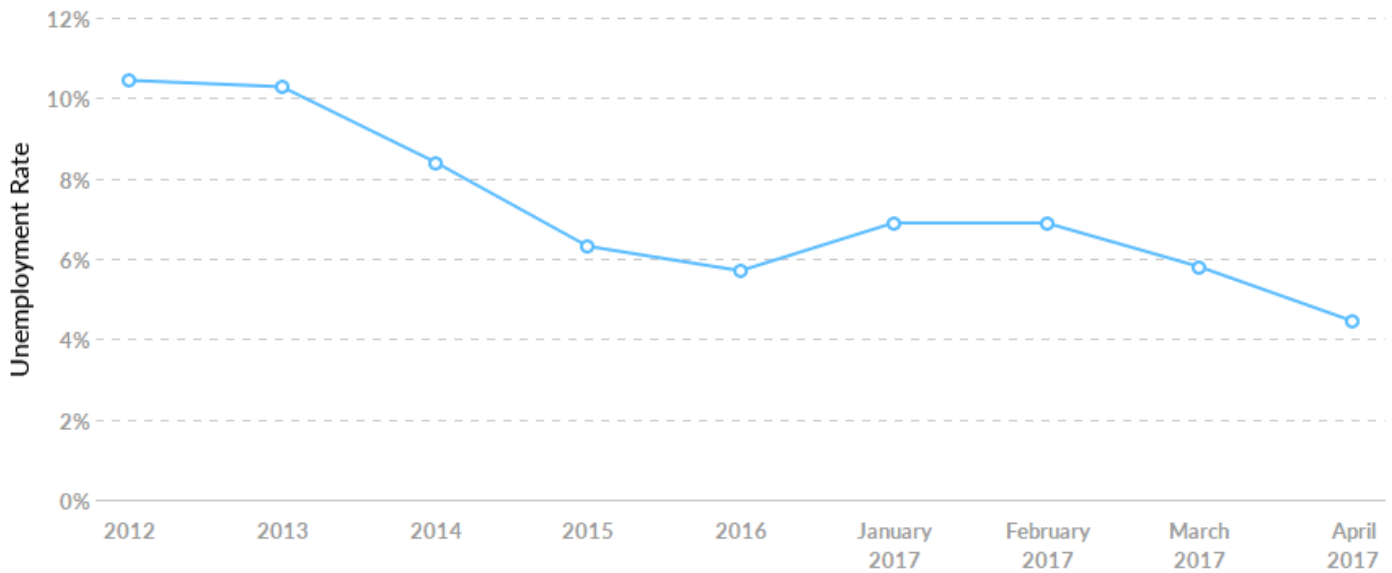
Timeframe	Labor Force Participation Rate
2012	55.30%
2013	56.07%
2014	55.93%
2015	55.40%
2016	55.98%
January 2017	56.44%
February 2017	56.68%
March 2017	56.28%
April 2017	55.88%



## Historic & Projected Trends - Cont.

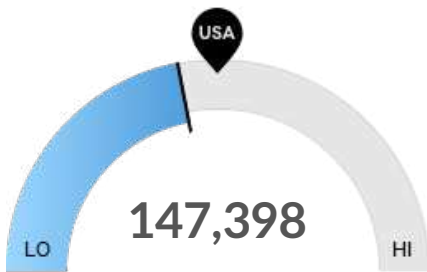
### Unemployment Rate Trends

Your areas had an April 2017 unemployment rate of 4.45%, **decreasing from 10.44%** 5 years before.



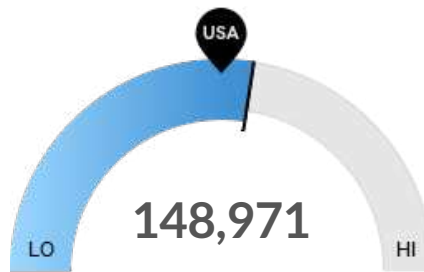
Timeframe	Unemployment Rate
2012	10.44%
2013	10.28%
2014	8.41%
2015	6.31%
2016	5.70%
January 2017	6.89%
February 2017	6.89%
March 2017	5.80%
April 2017	4.45%

## Population Characteristics



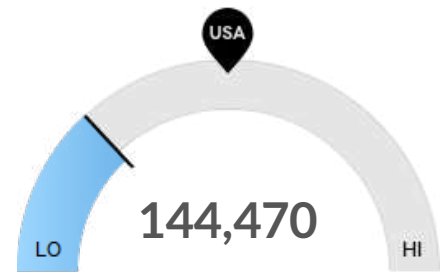
**Millennials**

Your area has 147,398 millennials (ages 20-34). The national average for an area this size is 176,678.



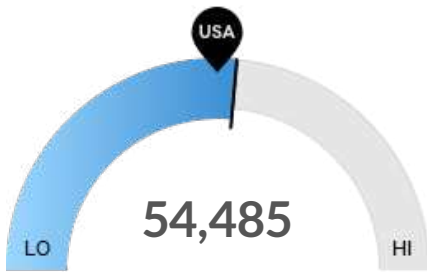
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 129,743 people 65 or older, while there are 148,971 here.



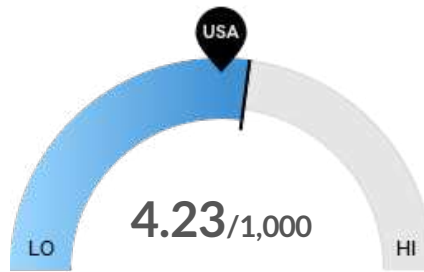
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 329,753 racially diverse people, while there are 144,470 here.



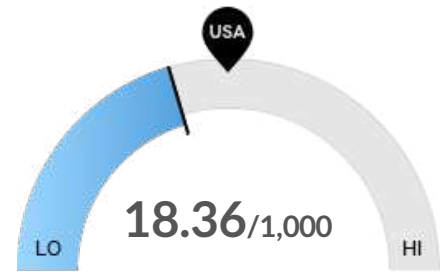
**Veterans**

Your area has 54,485 veterans. The national average for an area this size is 50,137.



**Violent Crime**

Your area has 4.23 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



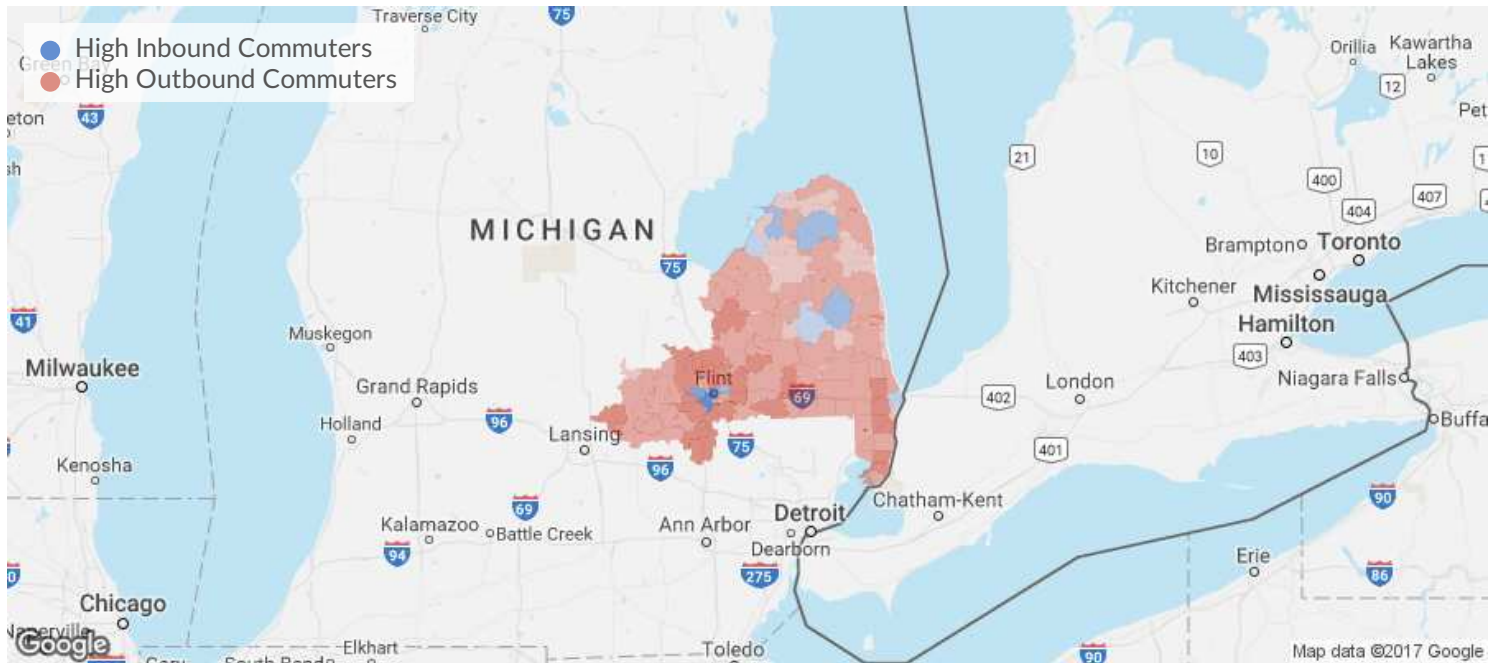
**Property Crime**

Your area has 18.36 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 #7 for resident workers. The top ZIP for resident workers is 48439.



### Where Talent Works

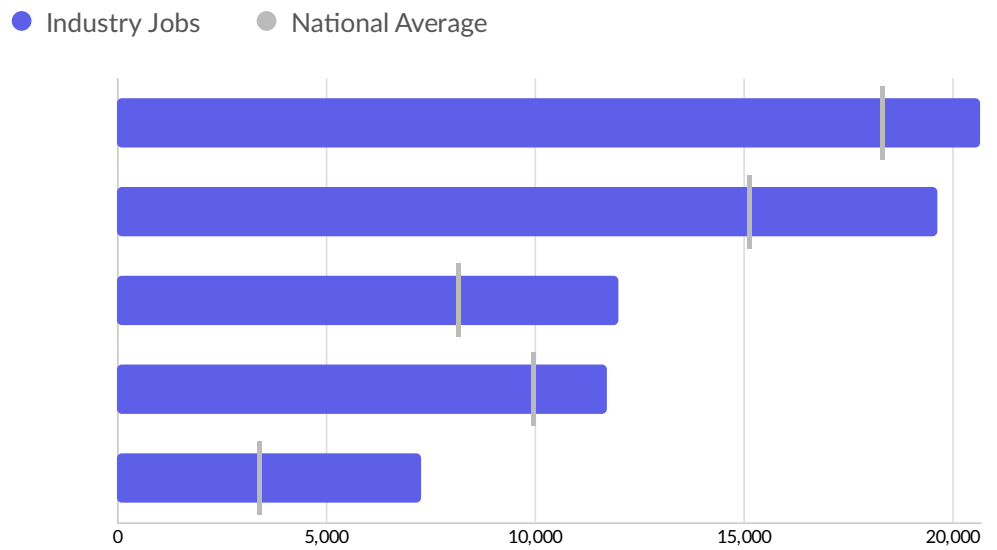
ZIP	Name	2016 Employment
48507	Flint, MI (in Genesee c...	25,063
48060	Port Huron, MI (in St. ...	18,106
48439	Grand Blanc, MI (in Ge...	16,432
48503	Flint, MI (in Genesee c...	14,873
48430	Fenton, MI (in Genesee...	13,351

### Where Talent Lives

ZIP	Name	2016 Workers
48439	Grand Blanc, MI (in Ge...	20,713
48430	Fenton, MI (in Genesee...	18,253
48060	Port Huron, MI (in St. ...	18,074
48423	Davison, MI (in Genese...	14,639
48446	Lapeer, MI (in Lapeer c...	13,809

# Industry Characteristics

## Largest Industries

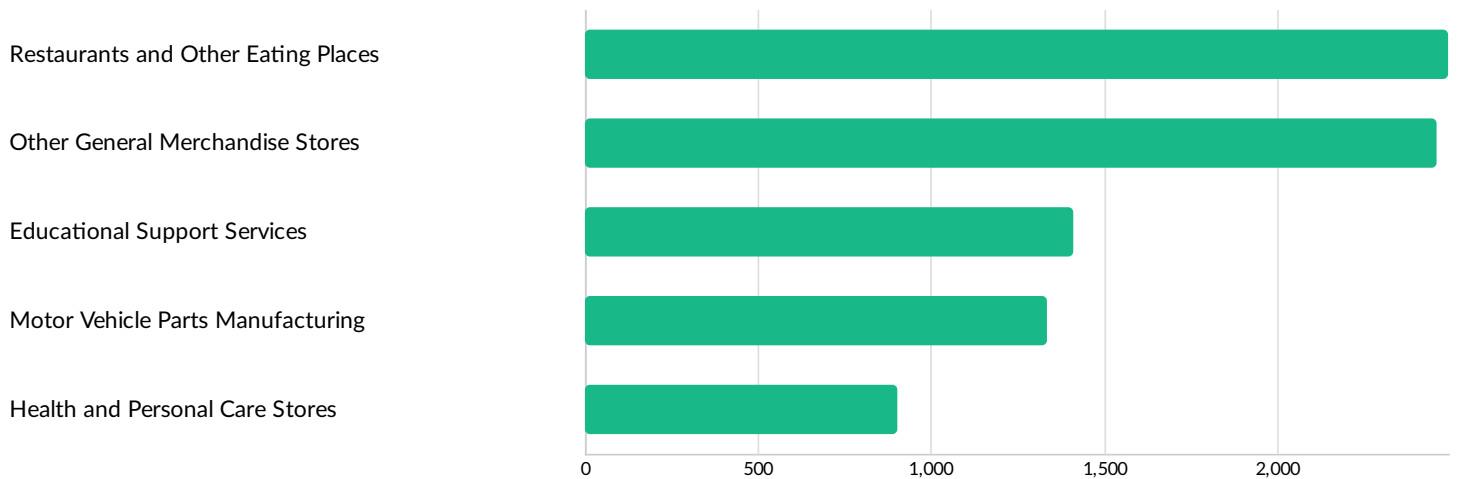


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Restaurants and Other Eating Places	18,155	20,651	2,496	+14%	\$16,307
Education and Hospitals (Local Government)	23,482	19,638	-3,844	-16%	\$64,590
General Medical and Surgical Hospitals	11,776	12,000	224	+2%	\$68,211
Local Government, Excluding Education and Hospitals	11,567	11,733	166	+1%	\$54,493
Other General Merchandise Stores	4,816	7,280	2,464	+51%	\$28,273

## Industry Characteristics - Cont

### Top Growing Industries

● Industry Jobs Change

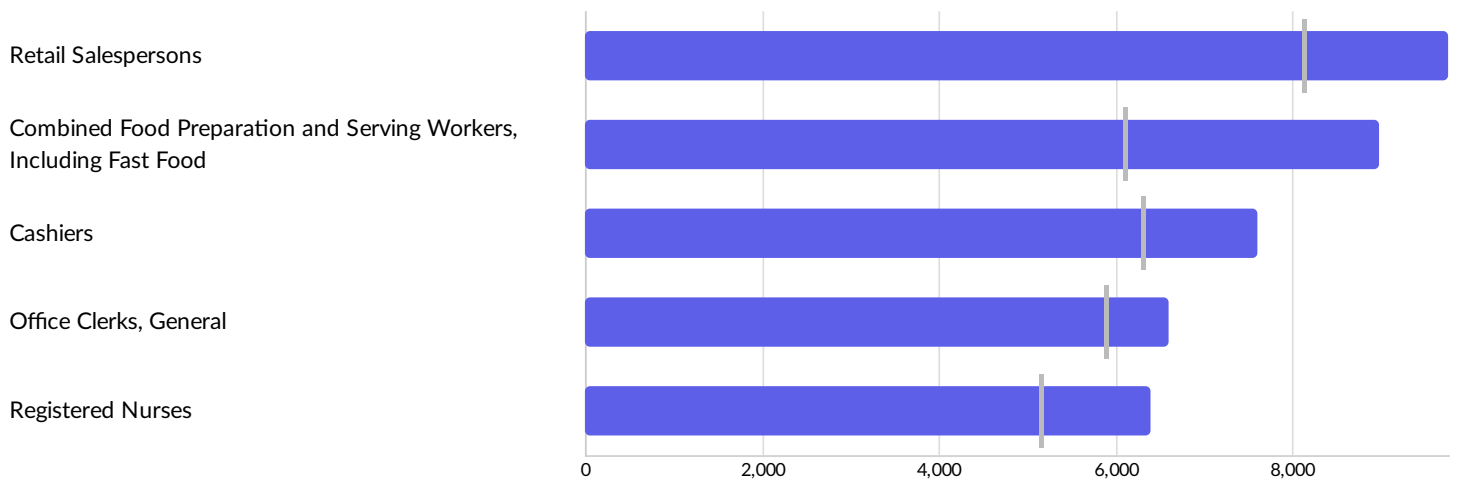


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Restaurants and Other Eating Places	18,155	20,651	2,496	+14%	\$16,307
Other General Merchandise Stores	4,816	7,280	2,464	+51%	\$28,273
Educational Support Services	106	1,517	1,411	+1,331%	\$19,559
Motor Vehicle Parts Manufacturing	5,806	7,140	1,334	+23%	\$77,669
Health and Personal Care Stores	2,820	3,725	905	+32%	\$50,819

# Workforce Characteristics

## Largest Occupations

● Occupation Jobs ● National Average

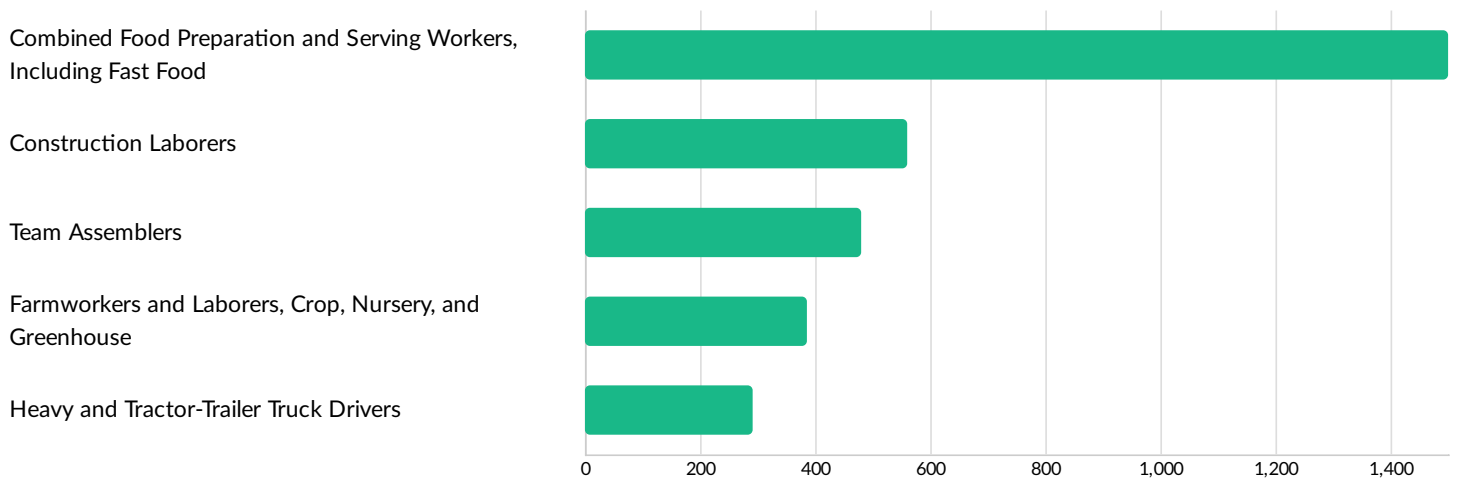


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Retail Salespersons	9,659	9,760	101	+1%	\$11.82
Combined Food Preparation and Serving Workers, Including Fast Food	7,486	8,987	1,501	+20%	\$9.66
Cashiers	7,723	7,595	-128	-2%	\$10.34
Office Clerks, General	6,308	6,598	290	+5%	\$15.70
Registered Nurses	6,281	6,404	123	+2%	\$33.43

## Workforce Characteristics - Cont

### Top Growing Occupations

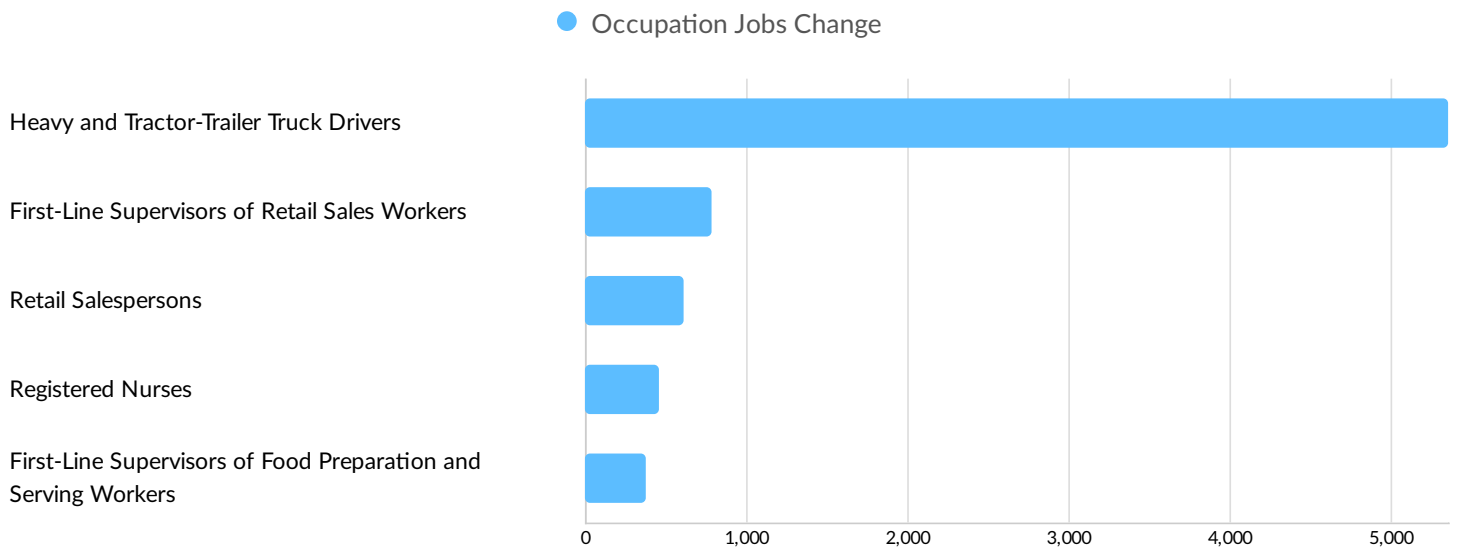
● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Combined Food Preparation and Serving Workers, Including Fast Food	7,486	8,987	1,501	+20%	\$9.66
Construction Laborers	2,265	2,826	561	+25%	\$15.54
Team Assemblers	5,595	6,074	479	+9%	\$18.26
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	1,219	1,604	385	+32%	\$12.05
Heavy and Tractor-Trailer Truck Drivers	3,140	3,432	292	+9%	\$18.15

# Workforce Characteristics

## Top Posted Occupations

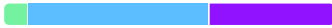

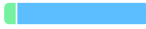



















Occupation	Nov 2016 Unique Postings	Oct 2017 Unique Postings	Nov 2016 - Oct 2017 Avg. Unique	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	4,051	5,358	4,532	\$18.15
First-Line Supervisors of Retail Sales Workers	712	790	755	\$18.86
Retail Salespersons	681	616	600	\$11.82
Registered Nurses	701	458	609	\$33.43
First-Line Supervisors of Food Preparation and Serving Workers	316	380	362	\$14.68



## Educational Pipeline

In 2016, there were 10,728 graduates in I-69 Thumb Region. This pipeline has grown by 19% over the last 5 years. The highest share of these graduates come from General Studies, Liberal Arts and Sciences/Liberal Studies, and Registered Nursing/Registered Nurse.

School	Total Graduates (2016)	Graduate Trend (2012 - 2016)
Baker College	4,918 	
Mott Community College	2,154 	
University of Michigan-Flint	1,887 	
St Clair County Community College	701 	
Kettering University	497 	
Ross Medical Education Center-Flint	237 	
Ross Medical Education Center-Davison	146 	
Ross Medical Education Center-Port Huron	60 	
Paul Mitchell the School-Great Lakes	53 	
Flint Institute of Barbering Inc	27 	

● Certificate    
 ● Associate    
 ● Bachelor    
 ● Masters or Higher