



MEDC Region 7 Central Michigan

Michigan Economic Development Corporation



300 N. Washington Square, Lower Level
Lansing, Michigan 48913

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Economy Overview

479,373

Population (2018)

Population **grew by 11,586** over the last 5 years and is projected to **grow by 8,902** over the next 5 years.

232,441

Jobs (2018)

Jobs **grew by 9,305** over the last 5 years and are projected to **grow by 8,292** over the next 5 years.

\$60.2K

Avg. Earnings Per Job (2018)

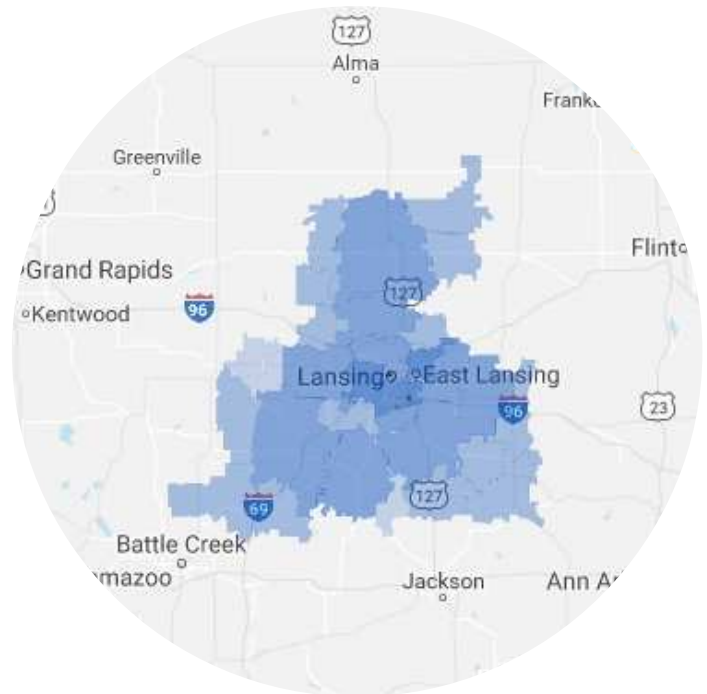
Regional average earnings per job are **\$4.6K below** the national average earnings of \$64.7K per job.

As of 2018 the region's population **increased by 2.5%** since 2013, growing by 11,586. Population is expected to **increase by 1.9%** between 2018 and 2023, adding 8,902.

From 2013 to 2018, jobs **increased by 4.2%** in MEDC Region 7 Central Michigan from 223,136 to **232,441**. This change **fell short of the national growth rate of 7.4% by 3.2%**. As the number of jobs increased, the **labor force participation rate increased from 60.7% to 62.2% between 2013 and 2018**.

Concerning educational attainment, **19.6% of the selected regions' residents possess a Bachelor's Degree** (0.9% above the national average), and **9.5% hold an Associate's Degree** (1.4% above the national average).

The top three industries in 2018 are Education and Hospitals (State Government), State Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

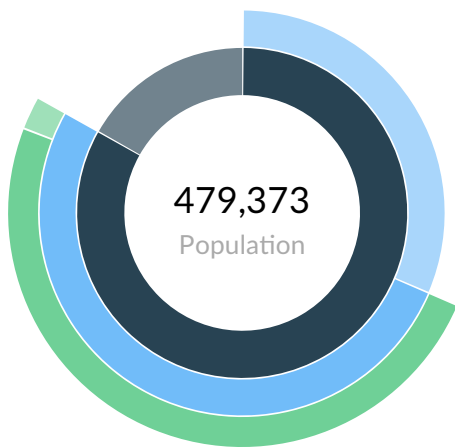


Economy Overview - Cont.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	479,373	248,019	232,441	91.0	\$25.58B	\$34.00B	\$44.49B
MEDC Region 6 Southwest Michigan	782,983	380,634	338,945	90.7	\$34.89B	\$45.88B	\$44.91B
MEDC Region 4 West Central Michigan	1,606,562	841,119	791,729	89.6	\$78.92B	\$83.97B	\$83.49B
MEDC Region 2 Northwest Michigan	304,921	161,864	136,330	92.8	\$12.50B	\$16.10B	\$13.80B
MEDC Region 1 UP	300,388	139,694	121,628	90.9	\$10.43B	\$15.33B	\$15.25B
Georgia	10,532,638	5,193,941	4,907,984	93.5	\$545.62B	\$418.47B	\$543.01B
Florida	21,296,813	10,318,376	9,527,121	101.5	\$966.27B	\$683.44B	\$648.21B

Economy Overview - Cont.

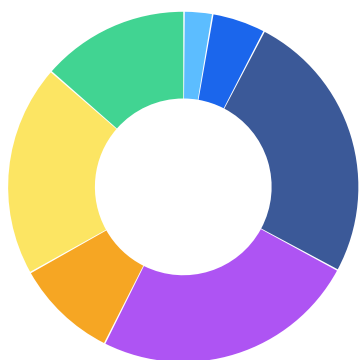
2018 Labor Force Breakdown



	Population
● Total Working Age Population	398,428
● Not in Labor Force (15+)	150,409
● Labor Force	248,019
● Employed	236,975
● Unemployed	11,044
● Under 15	80,945

Educational Attainment

Concerning educational attainment, **19.6% of the selected regions' residents possess a Bachelor's Degree** (0.9% above the national average), and **9.5% hold an Associate's Degree** (1.4% above the national average).

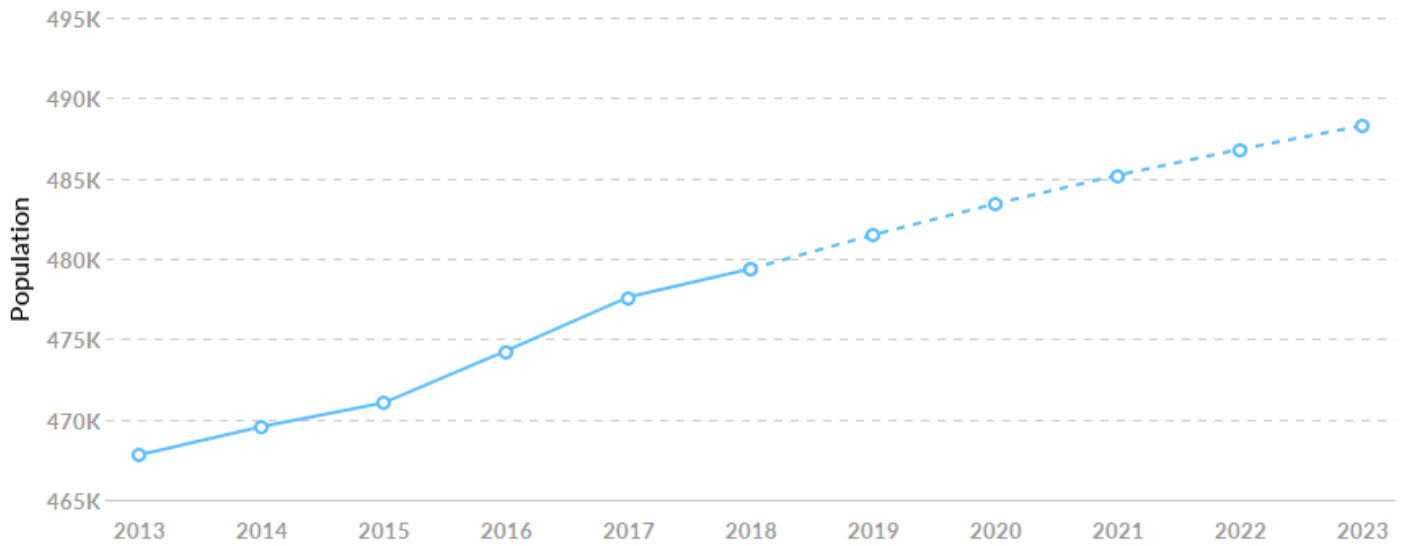


	% of Population	Population
● Less Than 9th Grade	2.6%	8,104
● 9th Grade to 12th Grade	4.9%	15,238
● High School Diploma	25.2%	77,918
● Some College	24.5%	75,722
● Associate's Degree	9.5%	29,210
● Bachelor's Degree	19.6%	60,352
● Graduate Degree and Higher	13.7%	42,144

Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 2.5%** since 2013, growing by 11,586. Population is expected to **increase by 1.9%** between 2018 and 2023, adding 8,902.

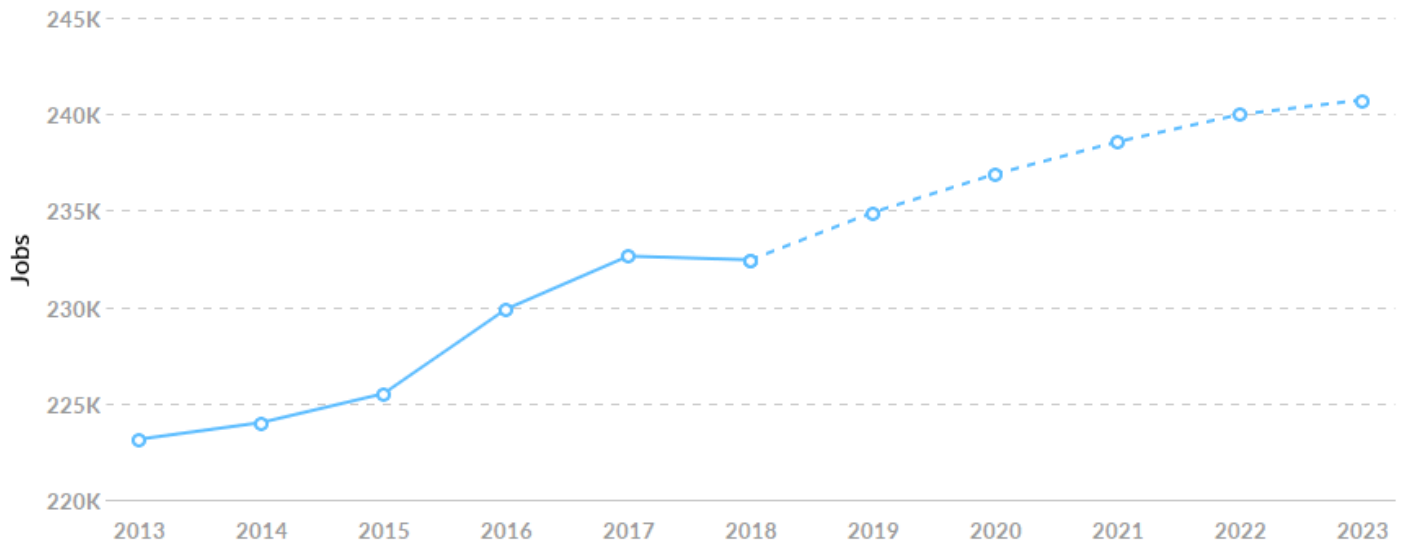


Timeframe	Population
2013	467,788
2014	469,542
2015	471,031
2016	474,263
2017	477,609
2018	479,373
2019	481,482
2020	483,418
2021	485,194
2022	486,808
2023	488,276

Historic & Projected Trends - Cont.

Job Trends

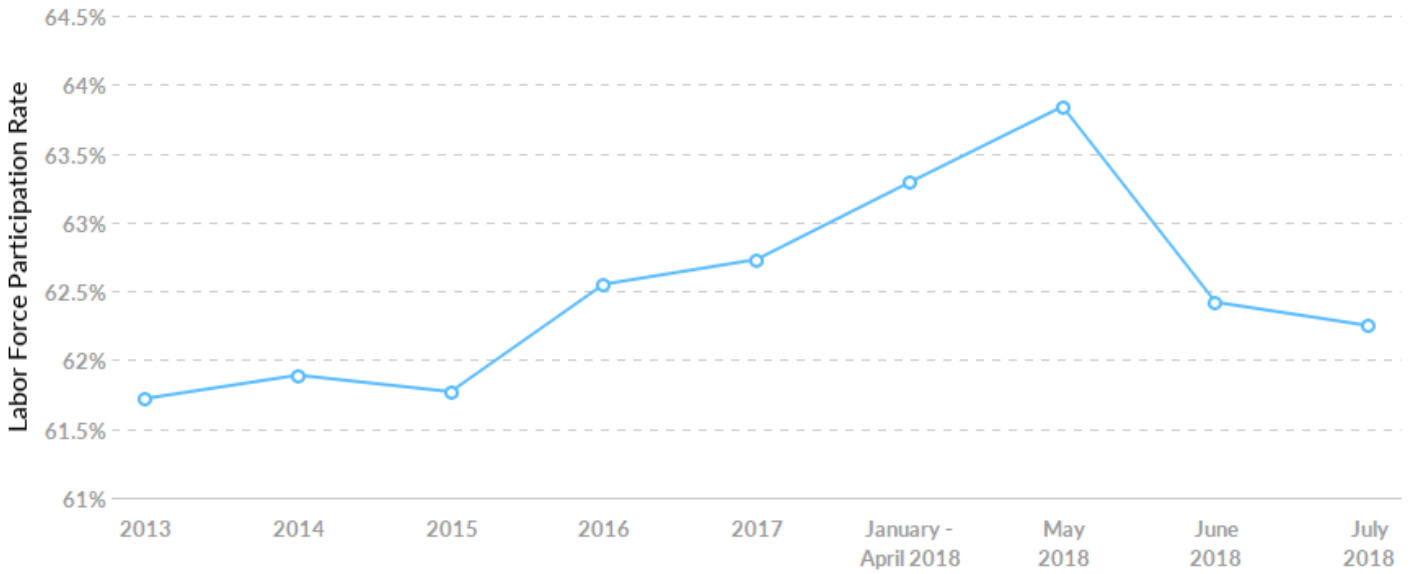
From 2013 to 2018, jobs increased by 4.2% in MEDC Region 7 Central Michigan from 223,136 to 232,441. This change fell short of the national growth rate of 7.4% by 3.2%.



Timeframe	Jobs
2013	223,136
2014	224,002
2015	225,503
2016	229,881
2017	232,633
2018	232,441
2019	234,903
2020	236,890
2021	238,565
2022	239,981
2023	240,733

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

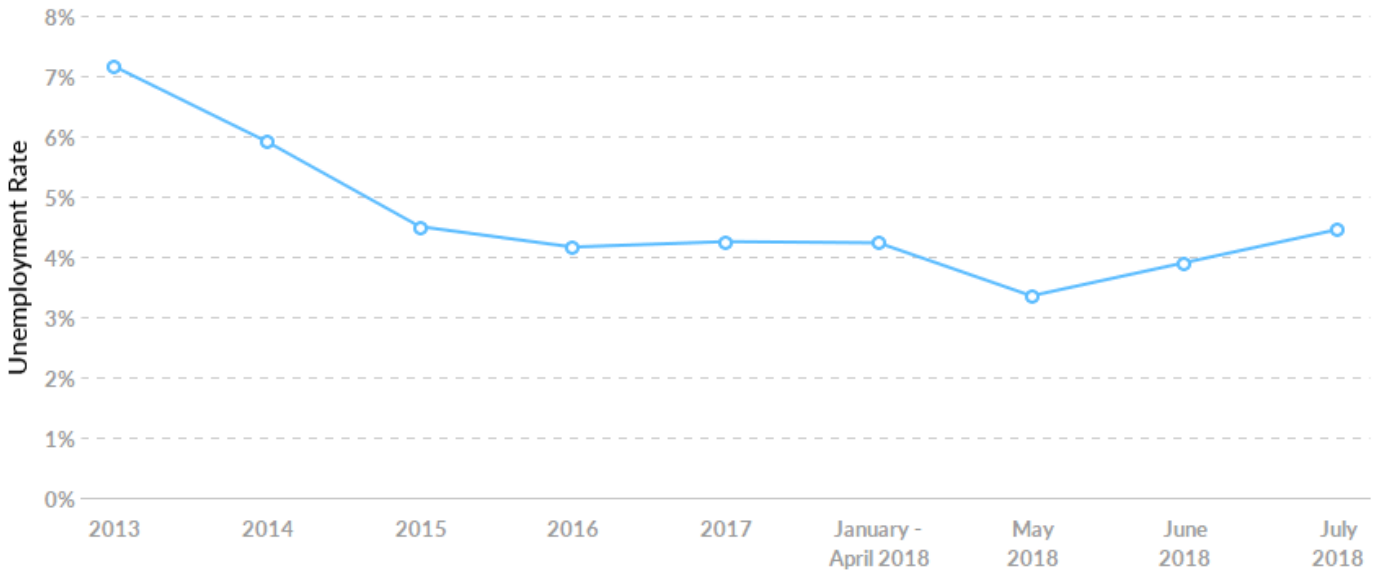


Timeframe	Labor Force Participation Rate
2013	61.72%
2014	61.89%
2015	61.77%
2016	62.55%
2017	62.73%
January - April 2018	63.29%
May 2018	63.84%
June 2018	62.42%
July 2018	62.25%

Historic & Projected Trends - Cont.

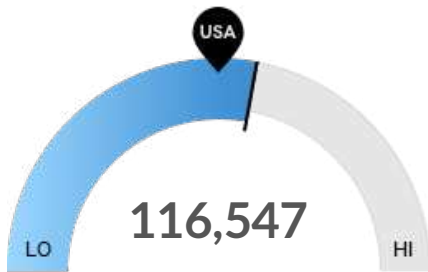
Unemployment Rate Trends

Your areas had a July 2018 unemployment rate of 4.45%, **decreasing from 7.16%** 5 years before.



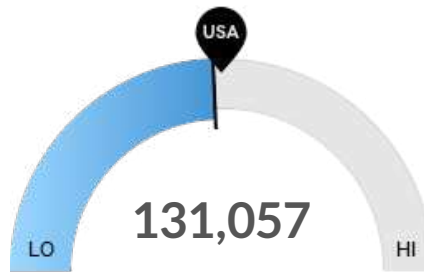
Timeframe	Unemployment Rate
2013	7.16%
2014	5.91%
2015	4.50%
2016	4.16%
2017	4.25%
January - April 2018	4.23%
May 2018	3.35%
June 2018	3.90%
July 2018	4.45%

Population Characteristics



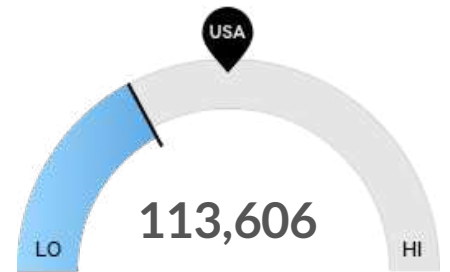
Millennials

Your area has 116,547 millennials (ages 20-34). The national average for an area this size is 98,920.



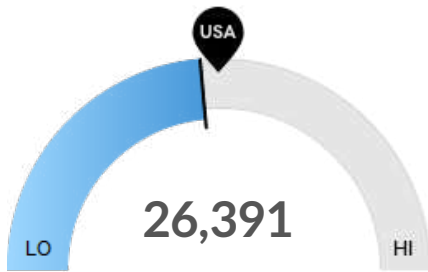
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 136,154 people 55 or older, while there are 131,057 here.



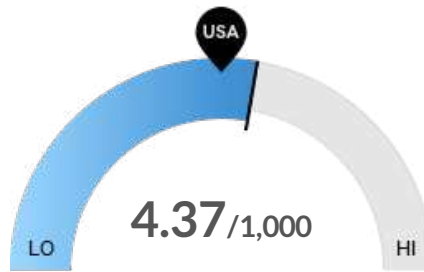
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 187,566 racially diverse people, while there are 113,606 here.



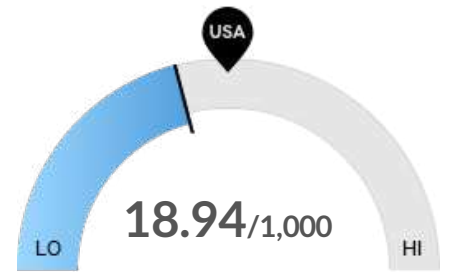
Veterans

Your area has 26,391 veterans. The national average for an area this size is 28,648.



Violent Crime

Your area has 4.37 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



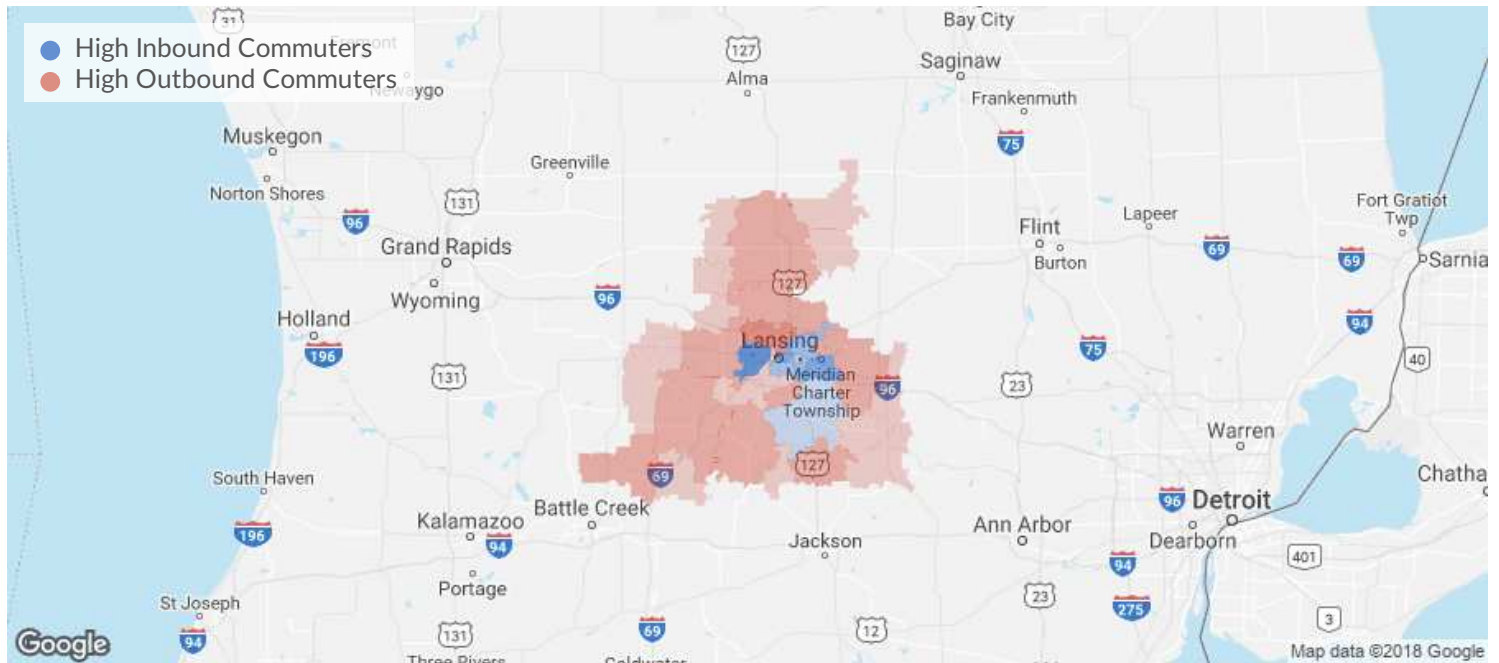
Property Crime

Your area has 18.94 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 #4 for resident workers. The top ZIP for resident workers is 48823.



Where Talent Works

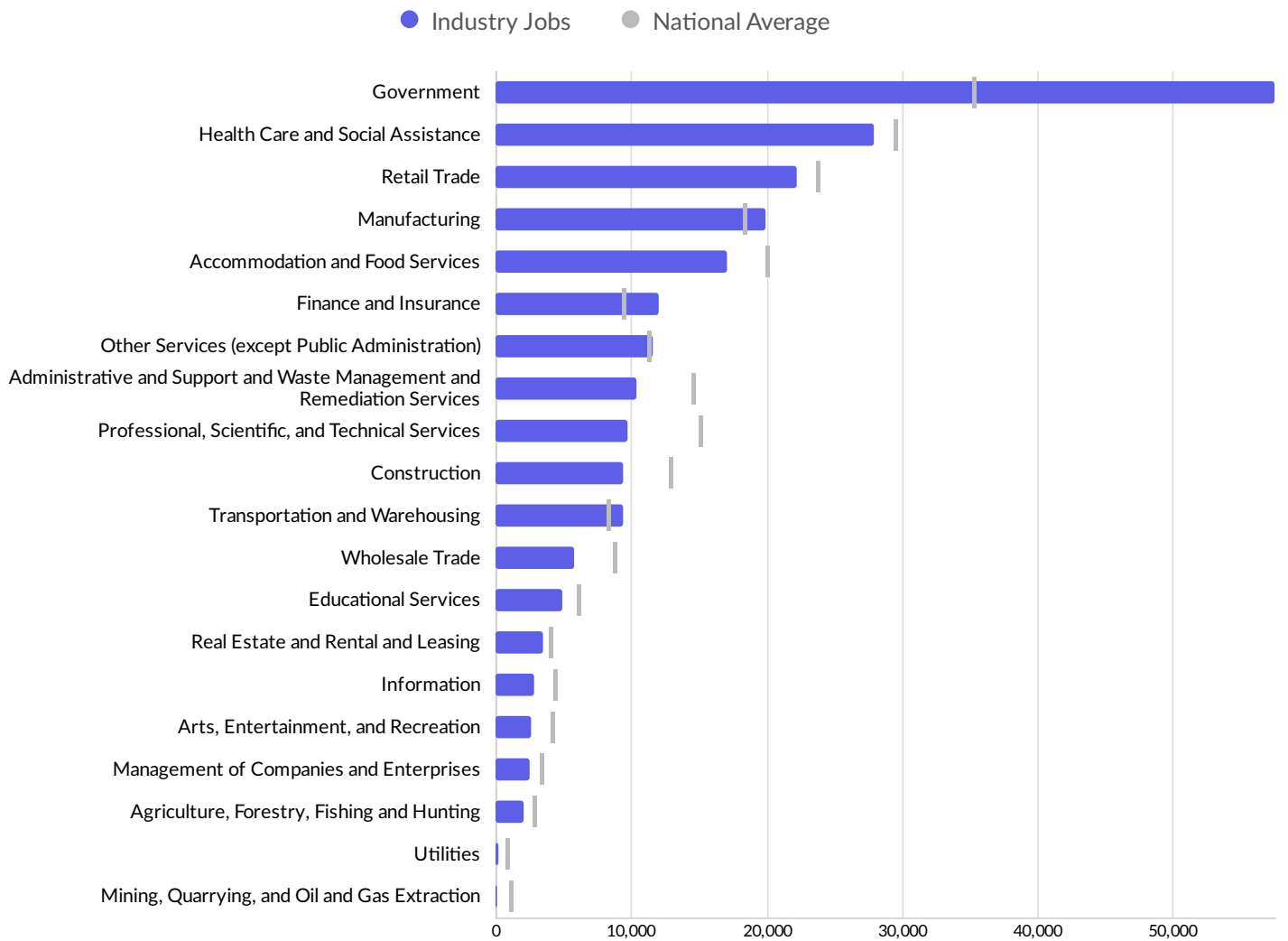
Where Talent Lives

ZIP	Name	2018 Employment
48917	Lansing, MI (in Eaton c...	27,197
48823	East Lansing, MI (in Ing...	24,320
48910	Lansing, MI (in Ingham ...	19,855
48824	East Lansing, MI (in Ing...	19,117
48912	Lansing, MI (in Ingham ...	18,768

ZIP	Name	2018 Workers
48823	East Lansing, MI (in Ing...	20,343
48911	Lansing, MI (in Ingham ...	17,836
48910	Lansing, MI (in Ingham ...	15,854
48917	Lansing, MI (in Eaton c...	15,374
48906	Lansing, MI (in Clinton ...	12,044

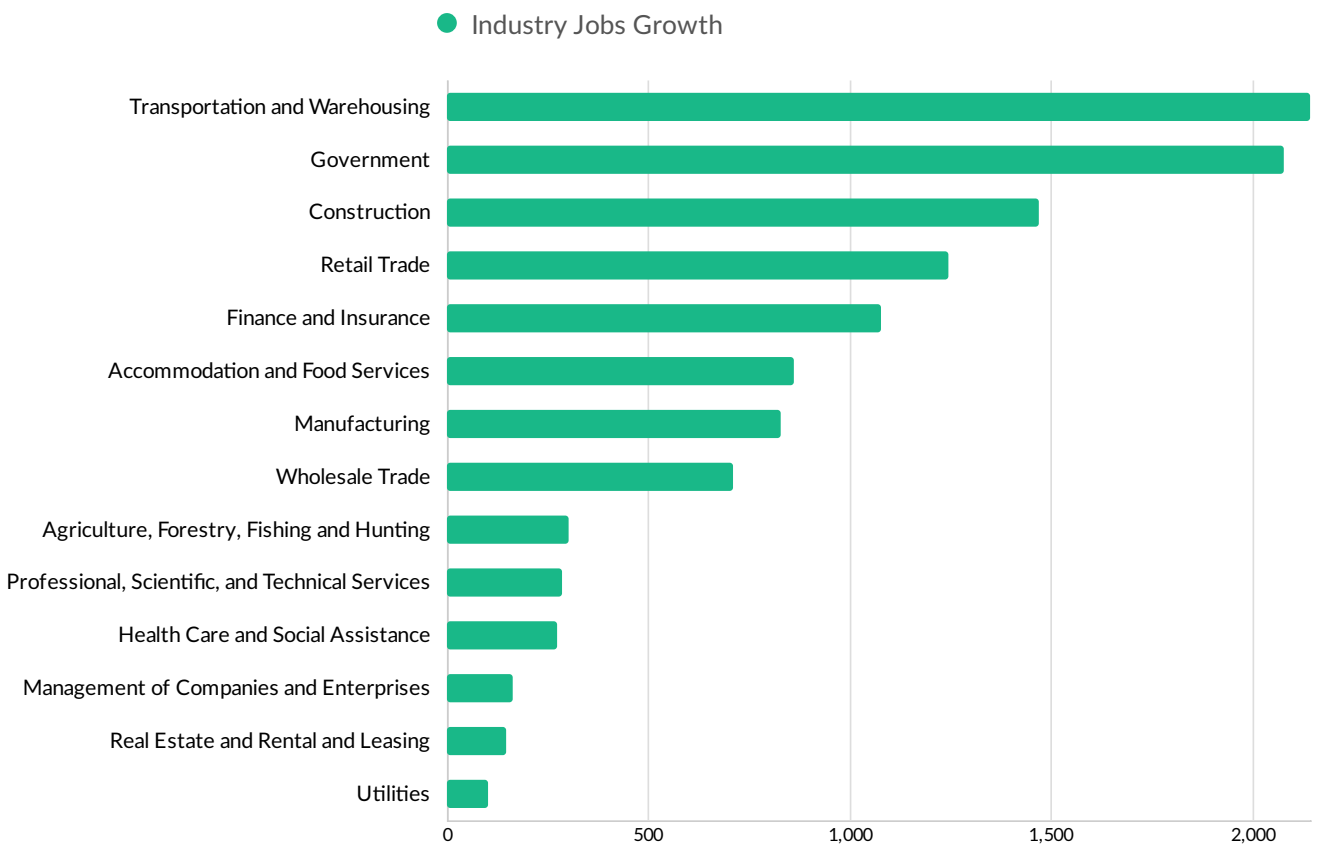
Industry Characteristics

Largest Industries



Industry Characteristics - Cont.

Top Growing Industries



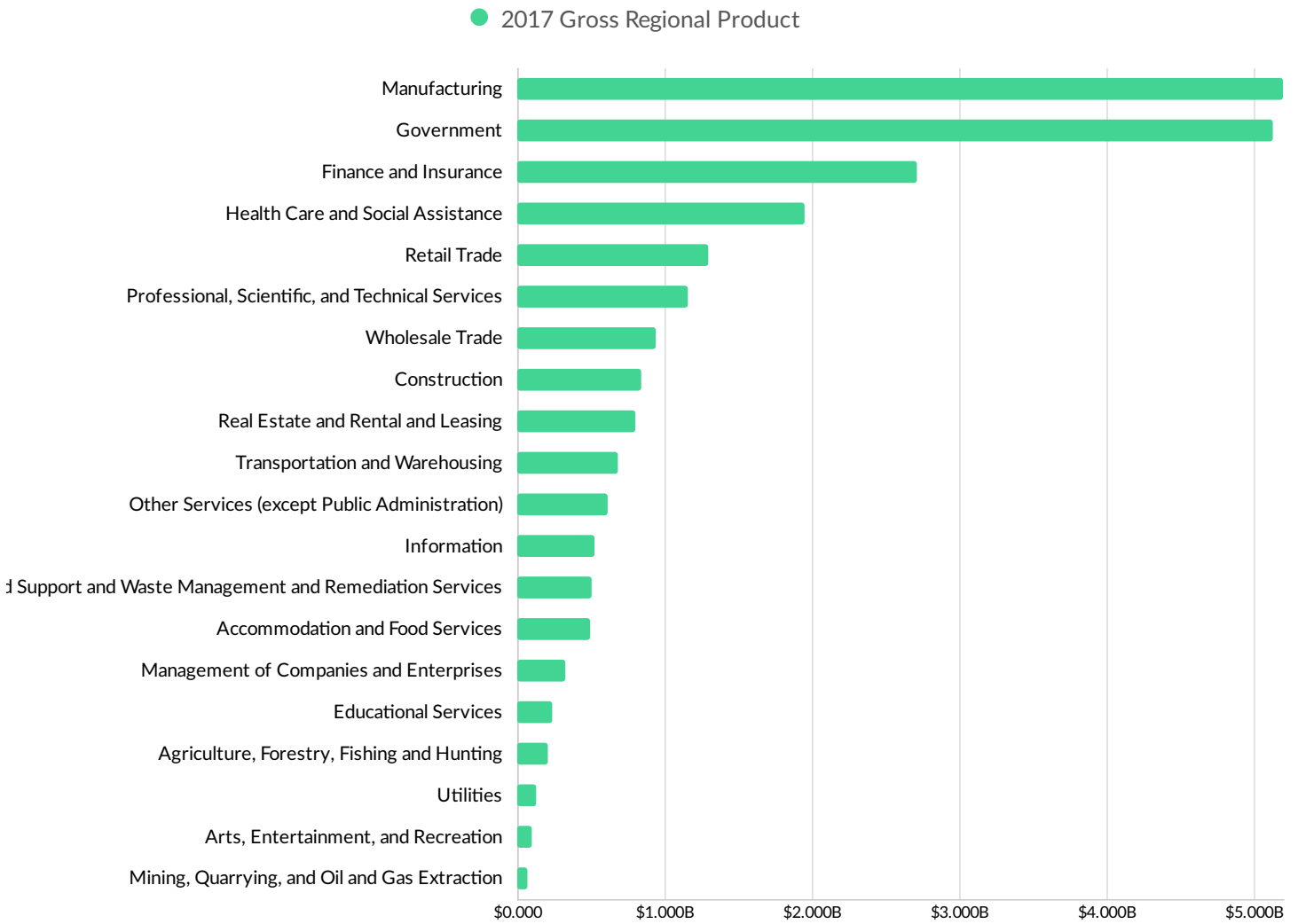
Industry Characteristics - Cont.

Top Industry LQ



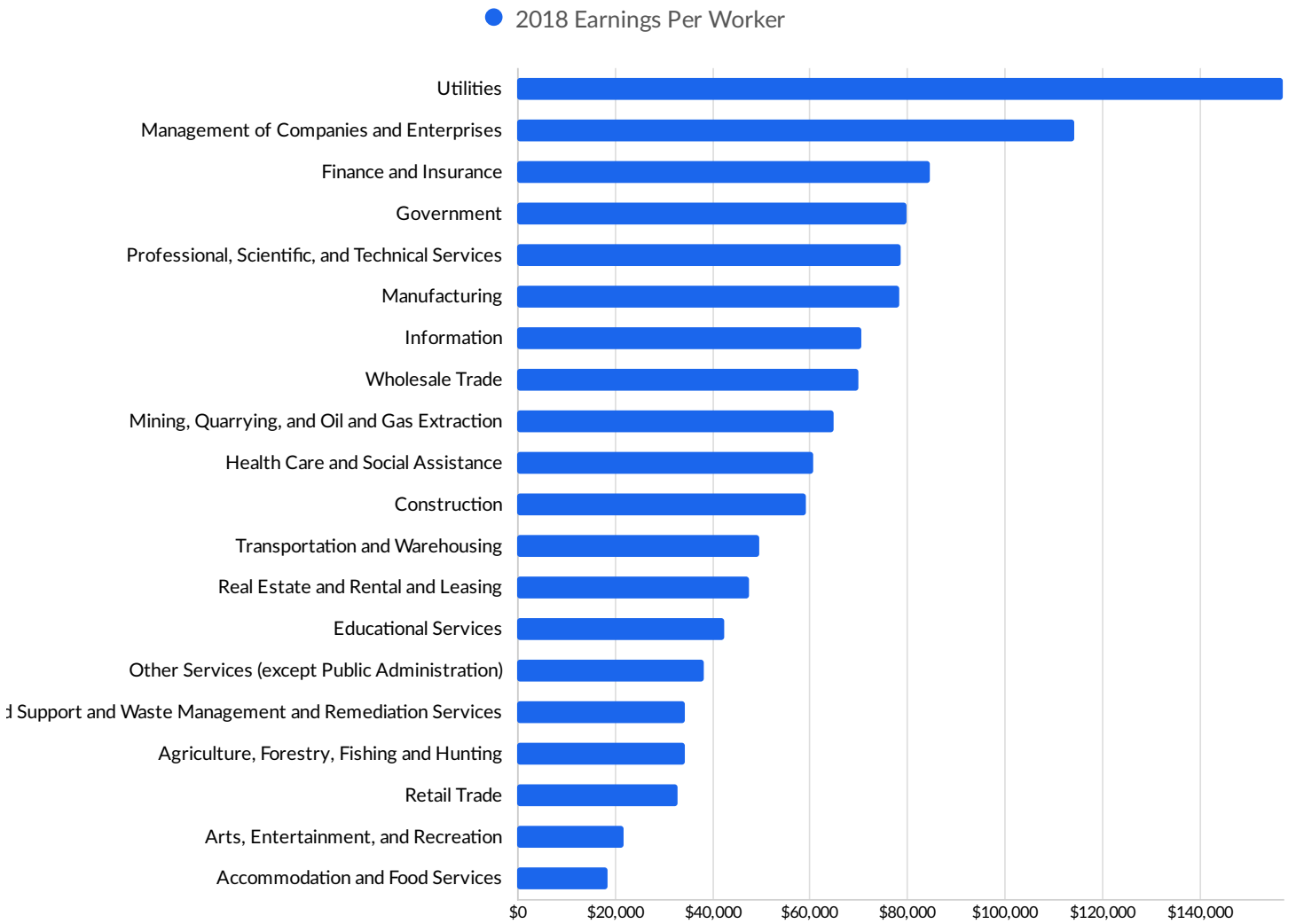
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Government	55,428	57,506	2,078	+4%	1.64	\$79,807	\$5.13B
Health Care and Social Assistance	27,693	27,968	275	+1%	0.95	\$60,705	\$1.95B
Retail Trade	21,001	22,247	1,246	+6%	0.94	\$32,902	\$1.30B
Manufacturing	19,107	19,937	830	+4%	1.09	\$78,508	\$5.19B
Accommodation and Food Services	16,223	17,084	861	+5%	0.86	\$18,638	\$495.84M
Finance and Insurance	10,949	12,028	1,079	+10%	1.29	\$84,743	\$2.71B
Other Services (except Public Administration)	11,737	11,643	-94	-1%	1.04	\$38,375	\$616.52M
Administrative and Support and Waste Management and Remediation Services	11,328	10,395	-933	-8%	0.72	\$34,540	\$509.32M
Professional, Scientific, and Technical Services	9,432	9,716	284	+3%	0.65	\$78,794	\$1.16B
Construction	7,984	9,453	1,469	+18%	0.74	\$59,259	\$843.08M
Transportation and Warehousing	7,242	9,385	2,143	+30%	1.14	\$49,656	\$681.06M
Wholesale Trade	5,142	5,853	711	+14%	0.68	\$70,170	\$935.09M
Educational Services	5,431	4,926	-505	-9%	0.81	\$42,528	\$238.79M
Real Estate and Rental and Leasing	3,395	3,542	147	+4%	0.90	\$47,584	\$797.79M
Information	3,168	2,888	-280	-9%	0.68	\$70,500	\$526.55M
Arts, Entertainment, and Recreation	2,885	2,672	-213	-7%	0.67	\$21,886	\$100.71M
Management of Companies and Enterprises	2,406	2,568	162	+7%	0.78	\$114,455	\$328.44M
Agriculture, Forestry, Fishing and Hunting	1,805	2,107	302	+17%	0.76	\$34,494	\$204.70M
Utilities	79	182	103	+130%	0.23	\$157,146	\$131.31M





















Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	312	136	-176	-56%	0.15	\$65,008	\$72.42M

Business Characteristics

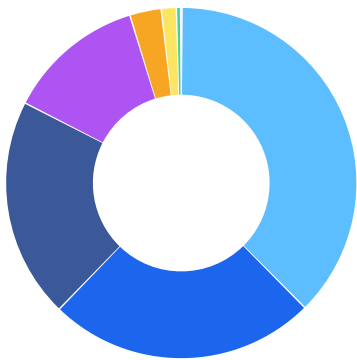
29,855 Companies Employ Your Workers

Online profiles for your workers mention 29,855 companies as employers, with the top 10 appearing below. In the last 12 months, 7,224 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Michigan State University	9,541 	Michigan State University	3,003 
State of Michigan	3,311 	State of Michigan	2,732 
Sparrow Health System	2,120 	CRST International, Inc.	1,960 
United States Dept of Treasury	2,089 	General Electric Company	1,625 
General Motors Company	1,025 	U.S. Bancorp	1,443 
Lansing Community College	948 	Spectrum Health System	1,372 
Dart Container Corporation	786 	Lyft, Inc.	1,177 
Meijer, Inc.	674 	Hire It People, LLC	1,172 
McLaren Greater Lansing	659 	Sparrow Health System	919 
Auto-Owners Insurance	637 	Meijer, Inc.	866 

Business Characteristics - Cont.

Business Size

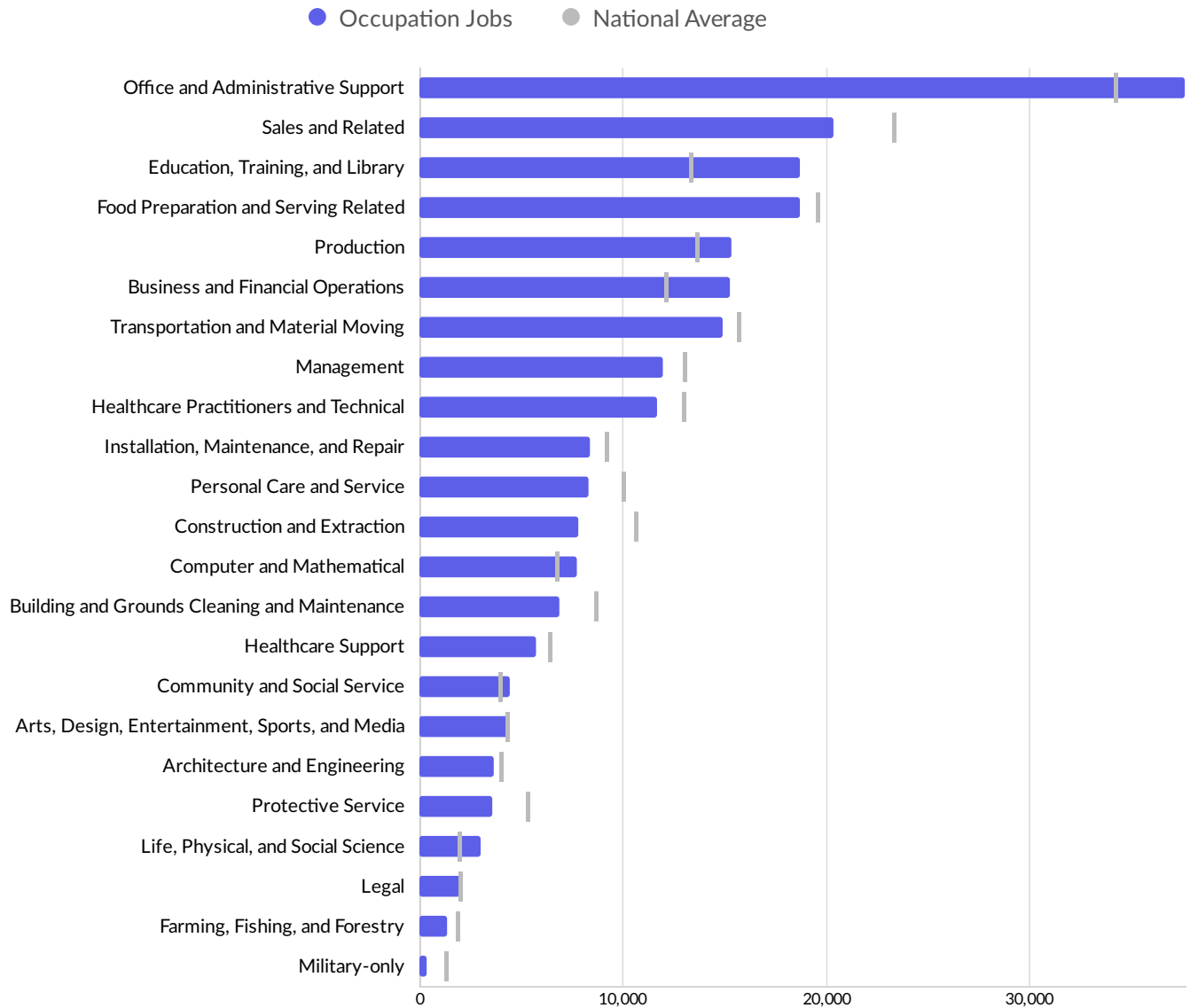


	Percentage	Business Count
● 1 to 4 employees	37.5%	5,958
● 5 to 9 employees	24.7%	3,921
● 10 to 19 employees	20.3%	3,225
● 20 to 49 employees	12.7%	2,023
● 50 to 99 employees	2.9%	461
● 100 to 249 employees	1.4%	220
● 250 to 499 employees	0.4%	61
● 500+ employees	0.1%	21

**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.*

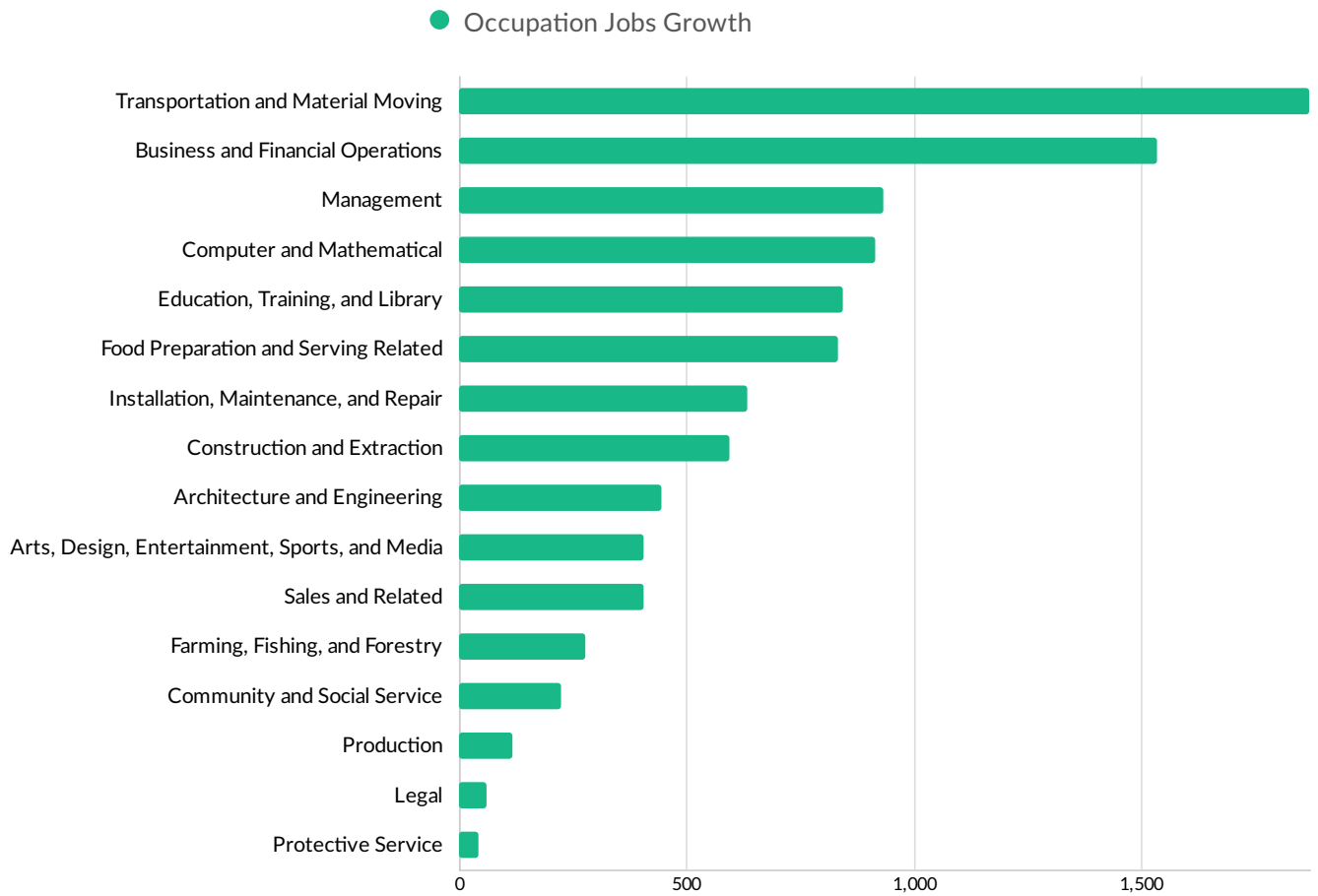
Workforce Characteristics

Largest Occupations



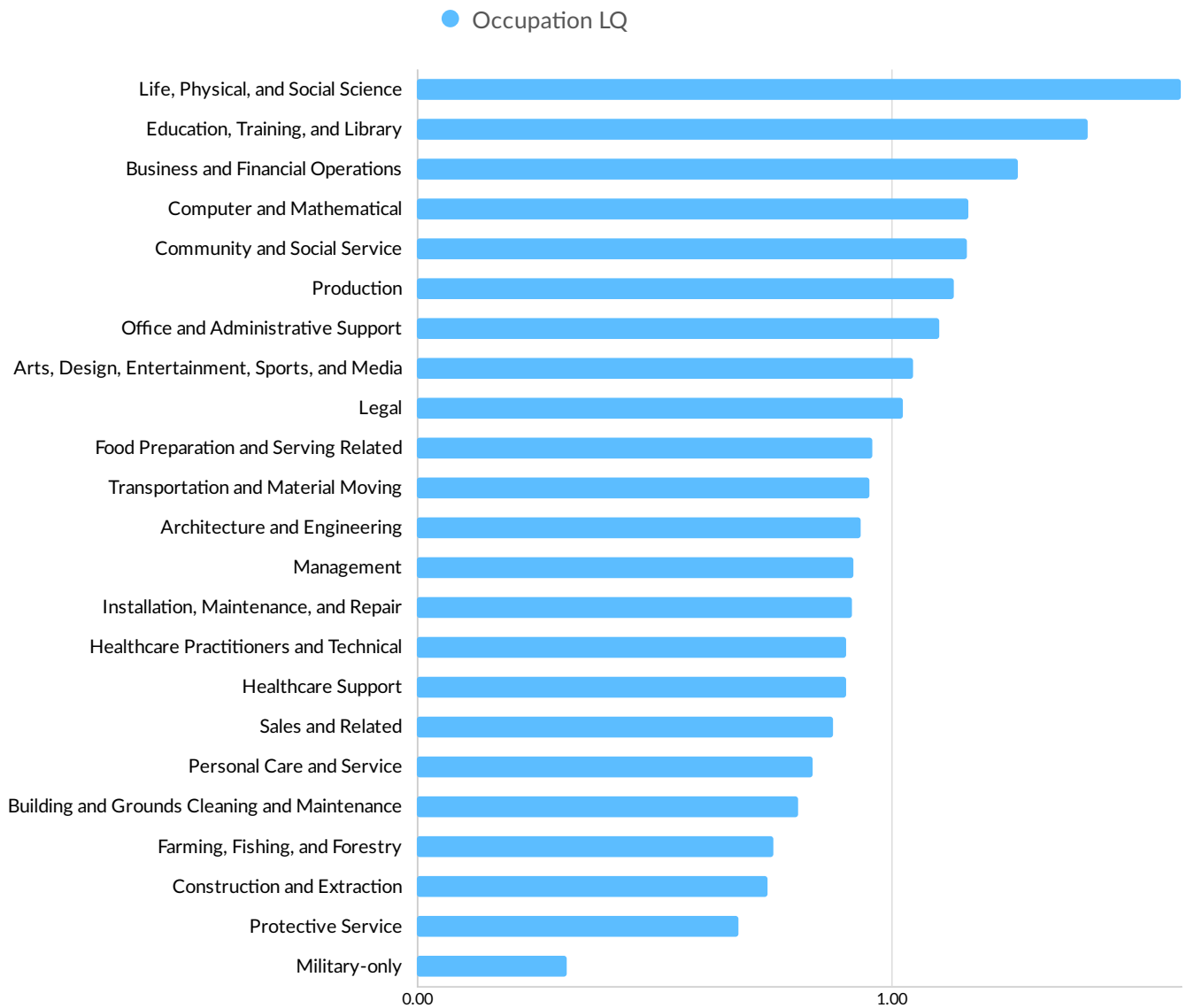
Workforce Characteristics - Cont.

Top Growing Occupations



Workforce Characteristics - Cont.

Top Occupation LQ



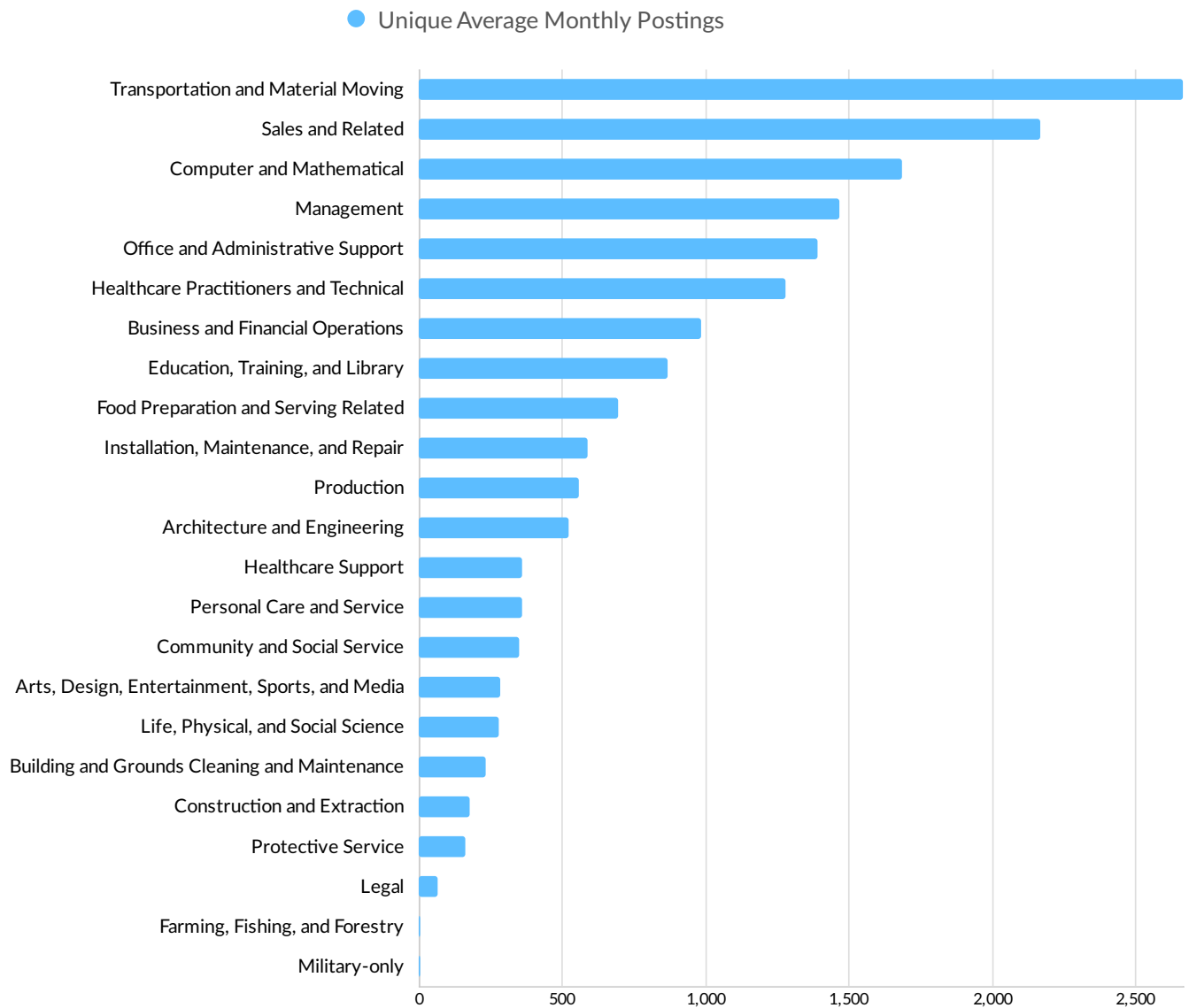
Workforce Characteristics - Cont.

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 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Office and Administrative Support	37,675	37,655	-20	0%	1.10	\$18.15	1,390
Sales and Related	19,994	20,400	406	+2%	0.88	\$17.26	2,170
Education, Training, and Library	17,894	18,738	844	+5%	1.42	\$27.02	870
Food Preparation and Serving Related	17,889	18,724	835	+5%	0.96	\$11.17	698
Production	15,223	15,341	118	+1%	1.13	\$19.77	561
Business and Financial Operations	13,732	15,267	1,535	+11%	1.27	\$30.99	984
Transportation and Material Moving	13,029	14,900	1,871	+14%	0.95	\$16.23	2,667
Management	11,022	11,955	933	+8%	0.92	\$47.41	1,469
Healthcare Practitioners and Technical	11,720	11,707	-13	0%	0.91	\$40.36	1,279
Installation, Maintenance, and Repair	7,724	8,360	636	+8%	0.92	\$21.49	590
Personal Care and Service	8,381	8,335	-46	-1%	0.83	\$11.90	361
Construction and Extraction	7,206	7,800	594	+8%	0.74	\$21.93	178
Computer and Mathematical	6,852	7,769	917	+13%	1.16	\$32.99	1,685
Building and Grounds Cleaning and Maintenance	7,146	6,899	-247	-3%	0.80	\$12.79	231
Healthcare Support	6,121	5,721	-400	-7%	0.91	\$15.18	363
Community and Social Service	4,249	4,472	223	+5%	1.16	\$22.08	351

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	4,047	4,455	408	+10%	1.05	\$25.94	282
Architecture and Engineering	3,225	3,669	444	+14%	0.94	\$35.34	522
Protective Service	3,525	3,568	43	+1%	0.68	\$21.75	162
Life, Physical, and Social Science	3,120	3,011	-109	-3%	1.61	\$29.83	281
Legal	1,918	1,980	62	+3%	1.03	\$39.54	65
Farming, Fishing, and Forestry	1,056	1,335	279	+26%	0.75	\$13.43	7
Military-only	386	382	-4	-1%	0.32	\$23.46	3

Educational Pipeline

In 2017, there were 17,908 graduates in MEDC Region 7 Central Michigan. This pipeline has shrunk by 3% over the last 5 years. The highest share of these graduates come from Law, Liberal Arts and Sciences/Liberal Studies, and "Cosmetology/Cosmetologist, General".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Michigan State University	12,828 	
Lansing Community College	2,870 	
Douglas J Aveda Institute	613 	
Western Michigan University-Thomas M. Cooley Law School	394 	
Career Quest Learning Centers-Lansing	321 	
Michigan State University-College of Law	281 	
Olivet College	220 	
Career Quest Learning Centers-Jackson	110 	
Ross Medical Education Center-Lansing	108 	
Dorsey Business Schools-Lansing	63 	

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