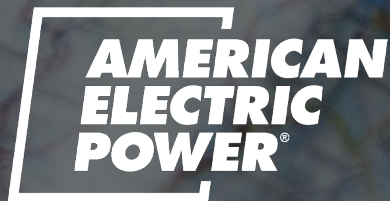




Indiana Michigan Power-Served Michigan Counties



1 Riverside Plaza, 12th Floor
Columbus, Ohio 43215

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	17
Business Characteristics	22
Workforce Characteristics	24
Educational Pipeline	30
In-Demand Skills	31

Report Parameters

5 Counties

26021 Berrien County, MI

26027 Cass County, MI

26077 Kalamazoo County, MI

26149 St. Joseph County, MI

26159 Van Buren County, MI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

601,584

Population (2023)

Population **decreased by 5,443** over the last 5 years and is projected to **decrease by 8,473** over the next 5 years.

260,040

Total Regional Employment

Jobs **decreased by 8,993** over the last 5 years but are projected to **grow by 9,540** over the next 5 years.

\$68.3K

Avg. Earnings Per Job (2023)

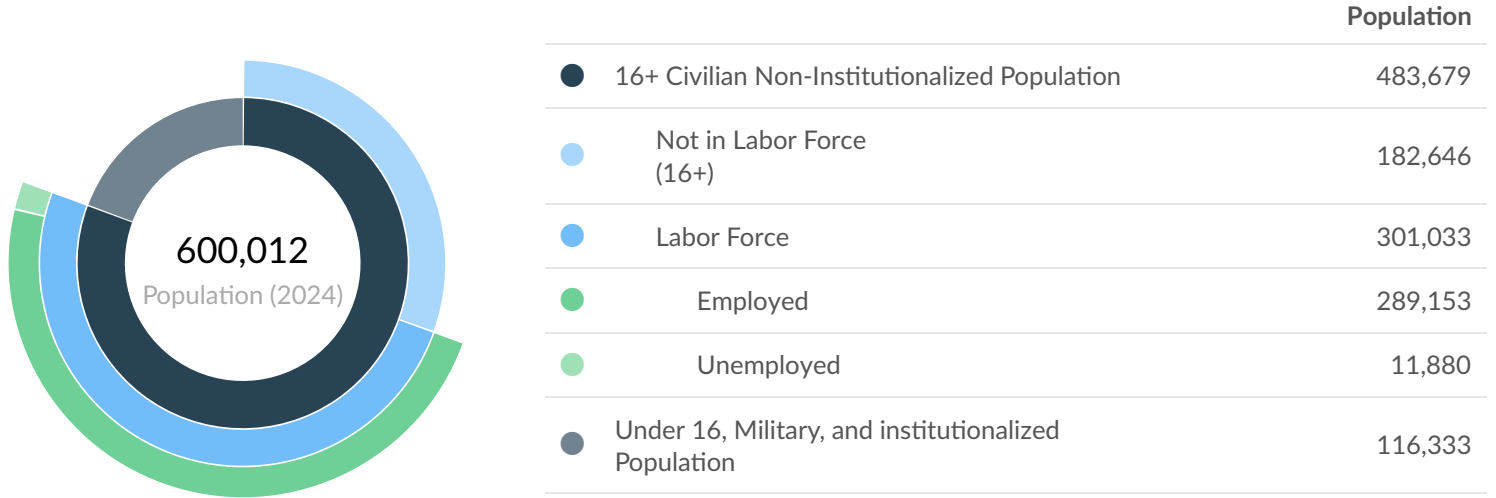
Regional average earnings per job are **\$15.1K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **declined by 0.9%** since 2018, falling by 5,443. Population is expected to **decrease by 1.4%** between 2023 and 2028, losing 8,473.
- From 2018 to 2023, jobs **declined by 3.3%** in Indiana Michigan Power-Served Michigan Counties from 269,033 to **260,040**. This change **fell short of the national growth rate of 4.3% by 7.6%**. As the number of jobs declined, the **labor force participation rate increased from 60.1% to 61.1% between 2018 and 2023**.
- Concerning educational attainment, **19.6% of the selected regions' residents possess a Bachelor's Degree** (1.6% below the national average), and **9.9% hold an Associate's Degree** (1.1% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

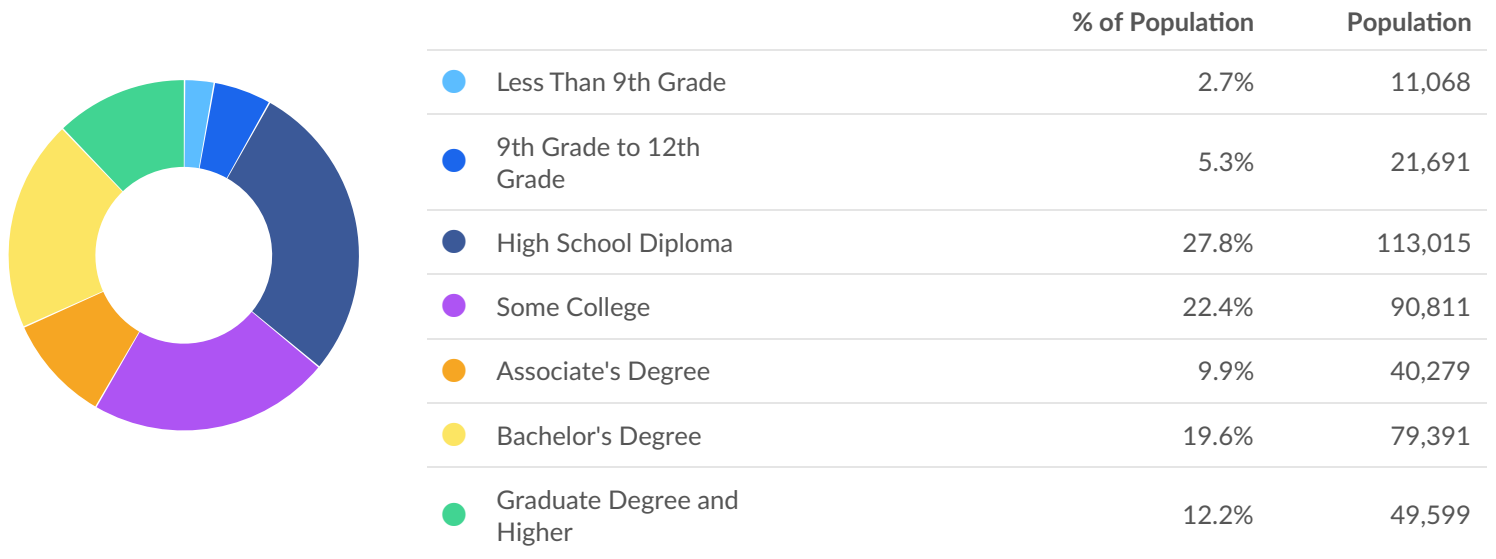
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	600,012	301,033	260,040	92.2	\$35.50B	\$42.96B	\$39.23B
State	10,071,824	5,056,055	4,833,149	91.1	\$663.48B	\$552.14B	\$632.10B

Mar 2024 Labor Force Breakdown



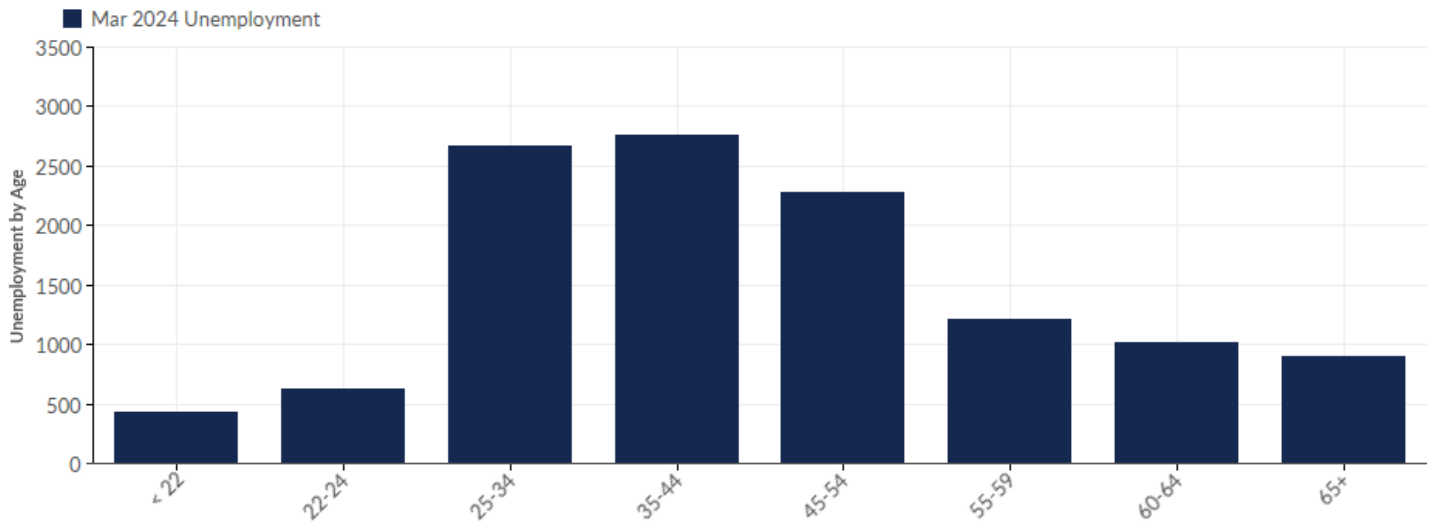
Educational Attainment

Concerning educational attainment, **19.6% of the selected regions' residents possess a Bachelor's Degree** (1.6% below the national average), and **9.9% hold an Associate's Degree** (1.1% above the national average).



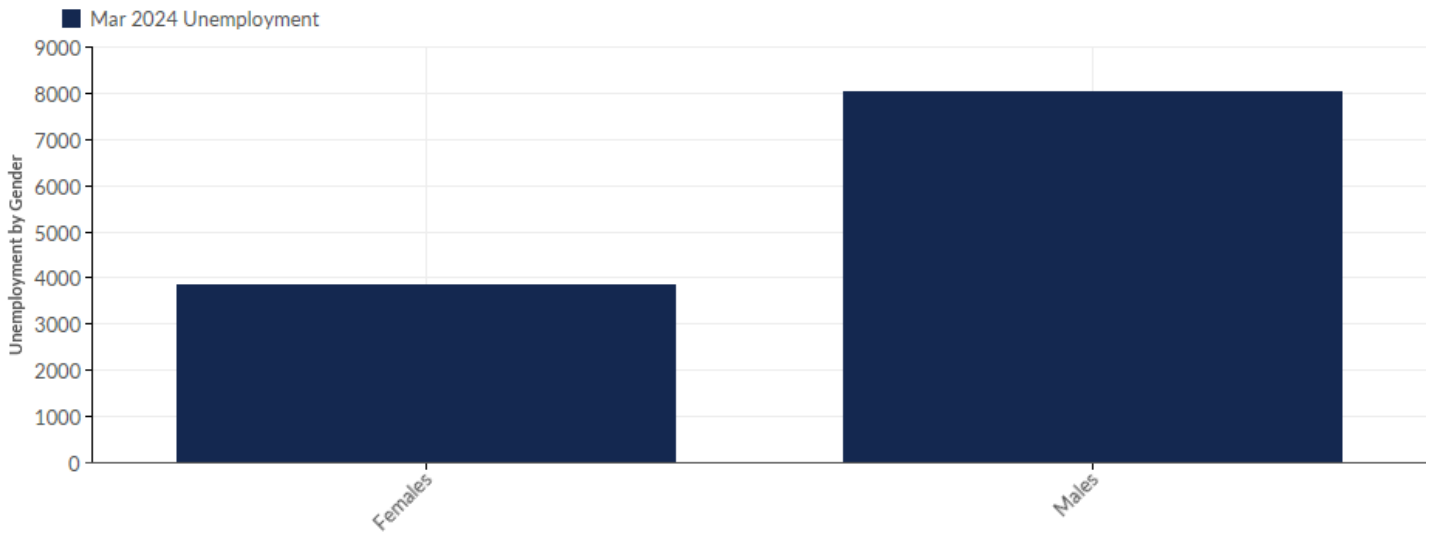
Unemployment by Demographics

Unemployment by Age



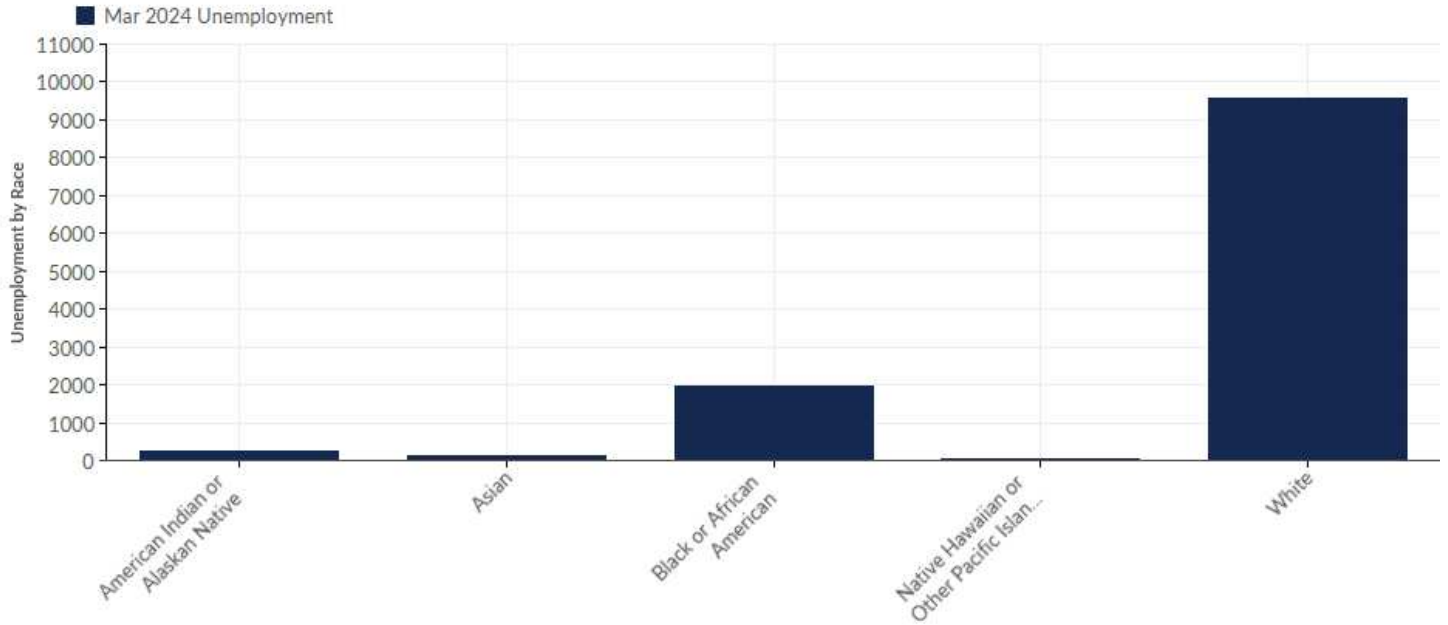
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	431	3.63%
22-24	624	5.25%
25-34	2,673	22.50%
35-44	2,758	23.22%
45-54	2,280	19.19%
55-59	1,205	10.14%
60-64	1,016	8.55%
65+	894	7.53%
Total	11,880	100.00%

Unemployment by Gender



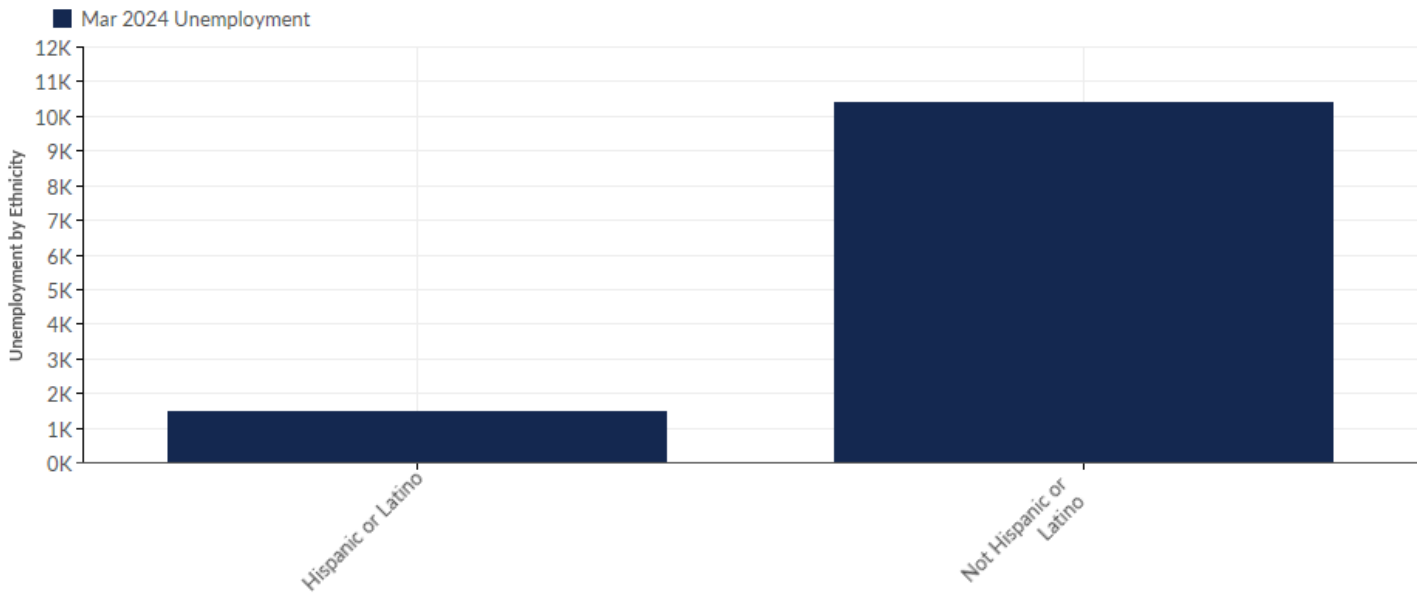
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	3,850	32.41%
Males	8,030	67.59%
Total	11,880	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	230	1.94%
Asian	107	0.90%
Black or African American	1,962	16.52%
Native Hawaiian or Other Pacific Islander	22	0.19%
White	9,559	80.46%
Total	11,880	100.00%

Unemployment by Ethnicity

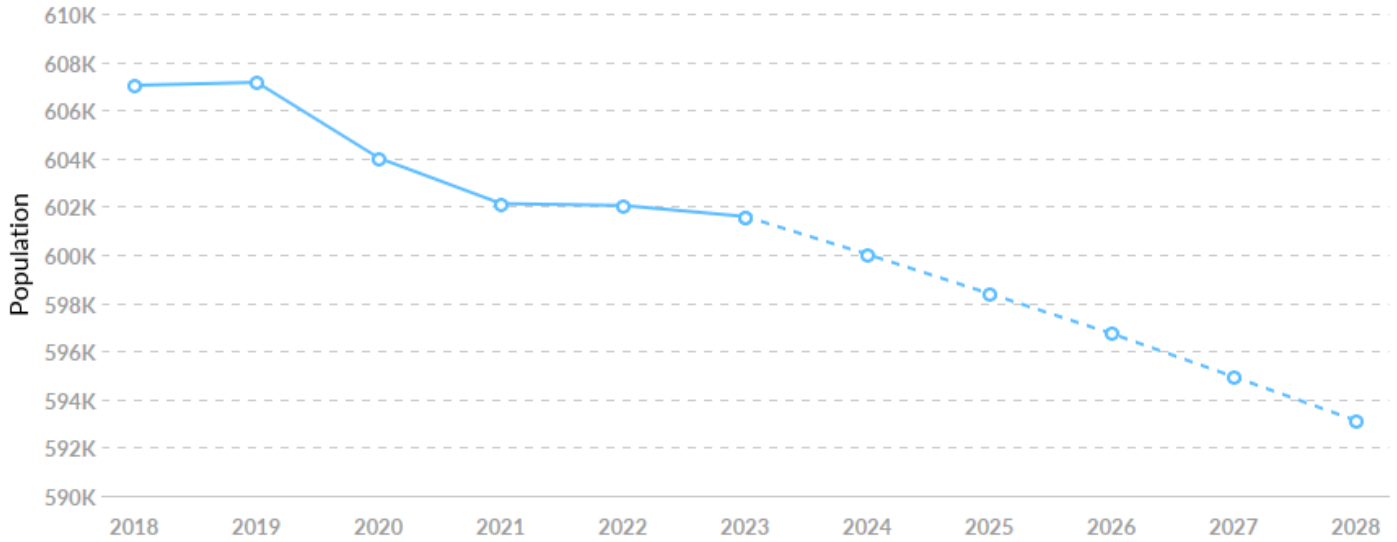


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	1,488	12.53%
Not Hispanic or Latino	10,392	87.47%
Total	11,880	100.00%

Historic & Projected Trends

Population Trends

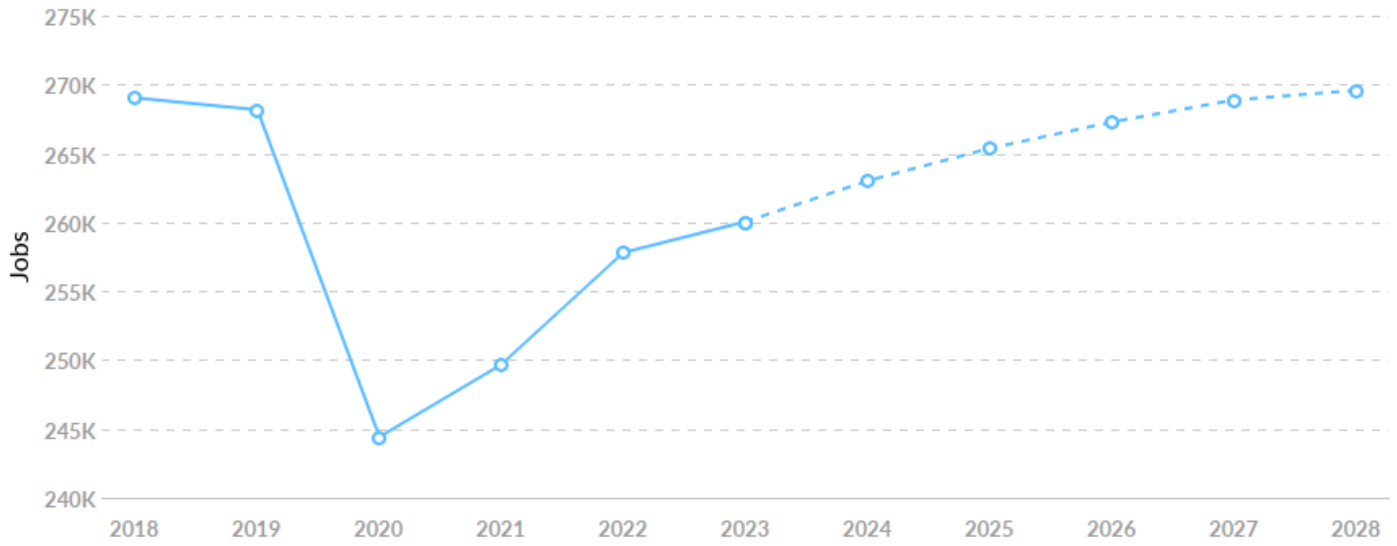
As of 2023 the region's population **declined by 0.9%** since 2018, falling by 5,443. Population is expected to **decrease by 1.4%** between 2023 and 2028, losing 8,473.



Timeframe	Population
2018	607,027
2019	607,150
2020	604,007
2021	602,119
2022	602,042
2023	601,584
2024	600,012
2025	598,378
2026	596,723
2027	594,929
2028	593,112

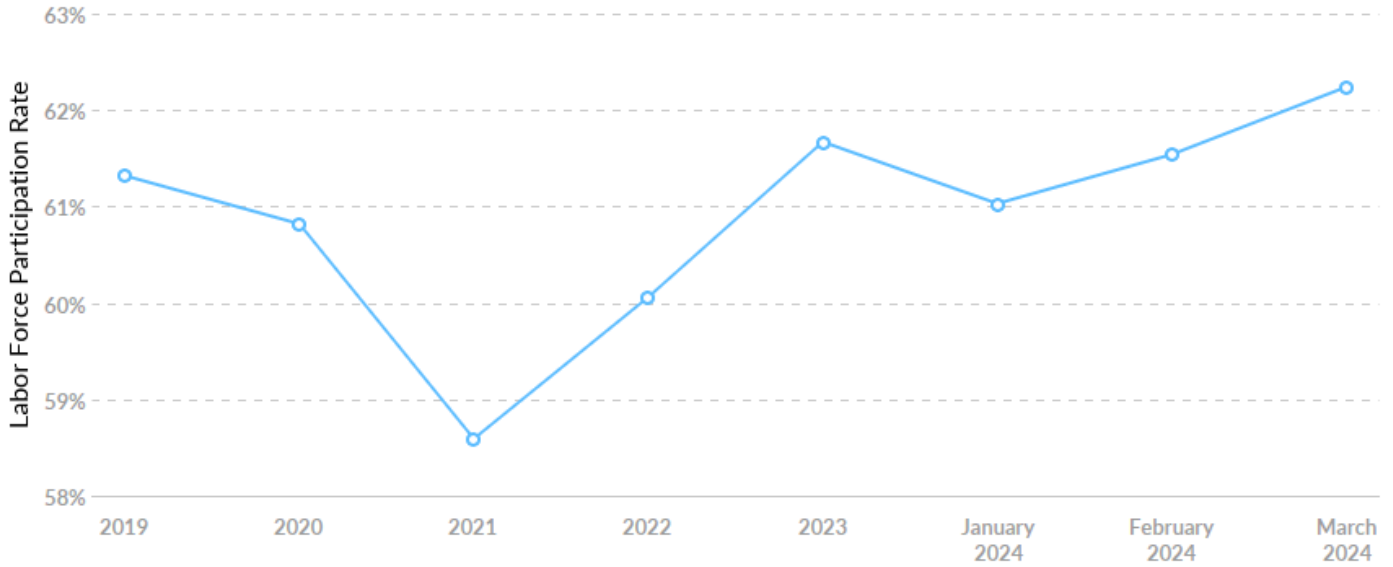
Job Trends

From 2018 to 2023, jobs **declined by 3.3%** in Indiana Michigan Power-Served Michigan Counties from 269,033 to **260,040**. This change **fell short of the national growth rate of 4.3%** by 7.6%.



Timeframe	Jobs
2018	269,033
2019	268,169
2020	244,398
2021	249,663
2022	257,797
2023	260,040
2024	263,011
2025	265,364
2026	267,281
2027	268,881
2028	269,581

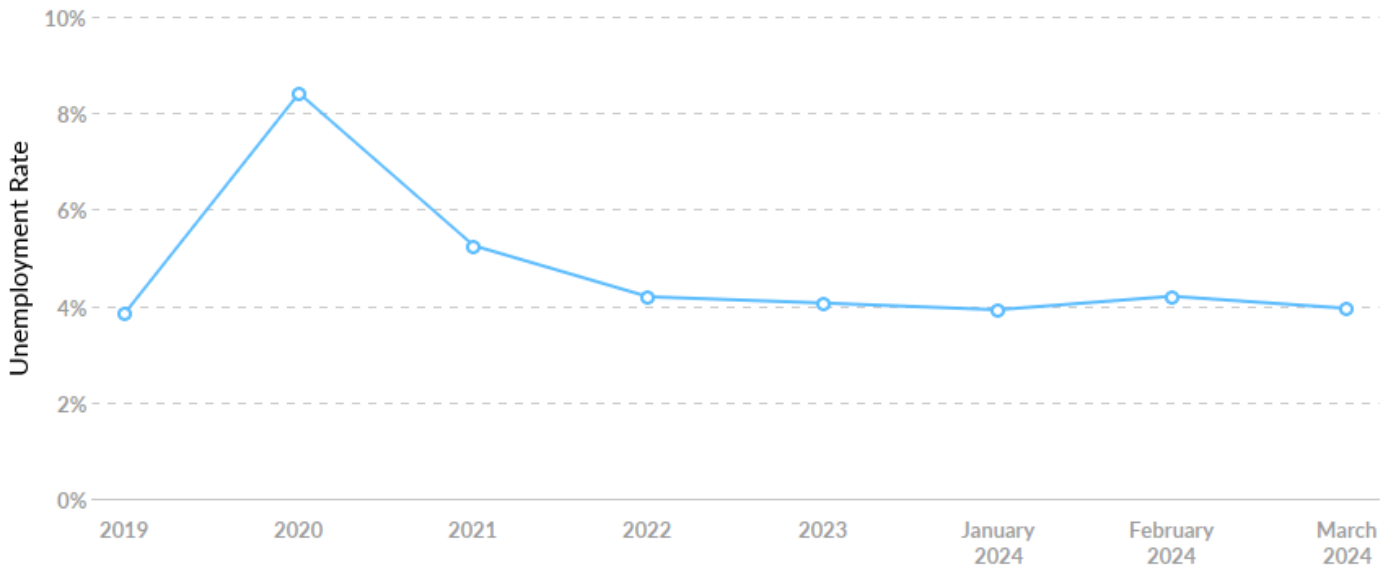
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	61.32%
2020	60.82%
2021	58.59%
2022	60.06%
2023	61.67%
January 2024	61.03%
February 2024	61.54%
March 2024	62.24%

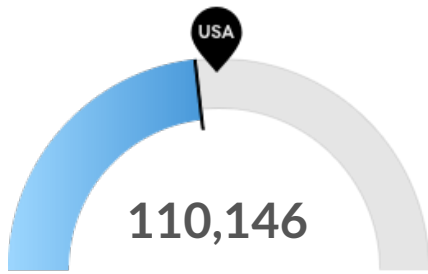
Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 3.95%, increasing from 3.84% 5 years before.



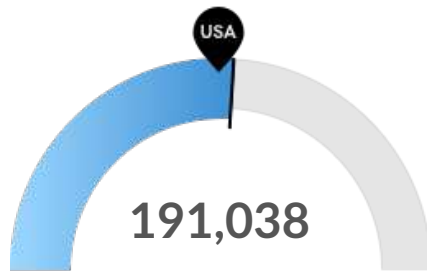
Timeframe	Unemployment Rate
2019	3.84%
2020	8.41%
2021	5.25%
2022	4.19%
2023	4.06%
January 2024	3.92%
February 2024	4.20%
March 2024	3.95%

Population Characteristics



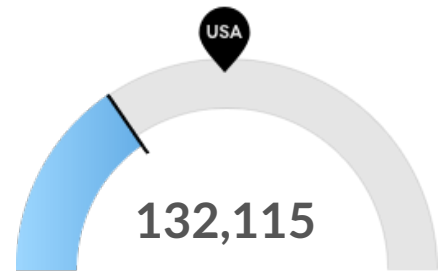
Millennials

Your area has 110,146 millennials (ages 25-39). The national average for an area this size is 122,417.



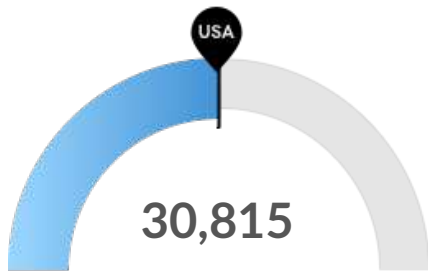
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 180,421 people 55 or older, while there are 191,038 here.



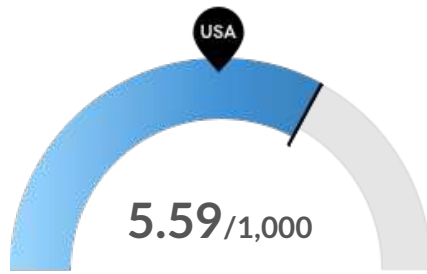
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 247,585 racially diverse people, while there are 132,115 here.



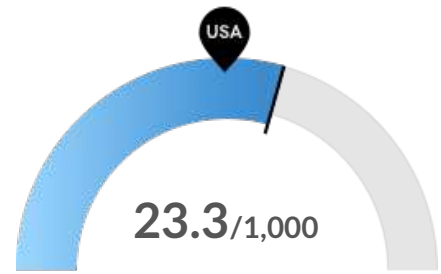
Veterans

Your area has 30,815 veterans. The national average for an area this size is 30,778.



Violent Crime

Your area has 5.59 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

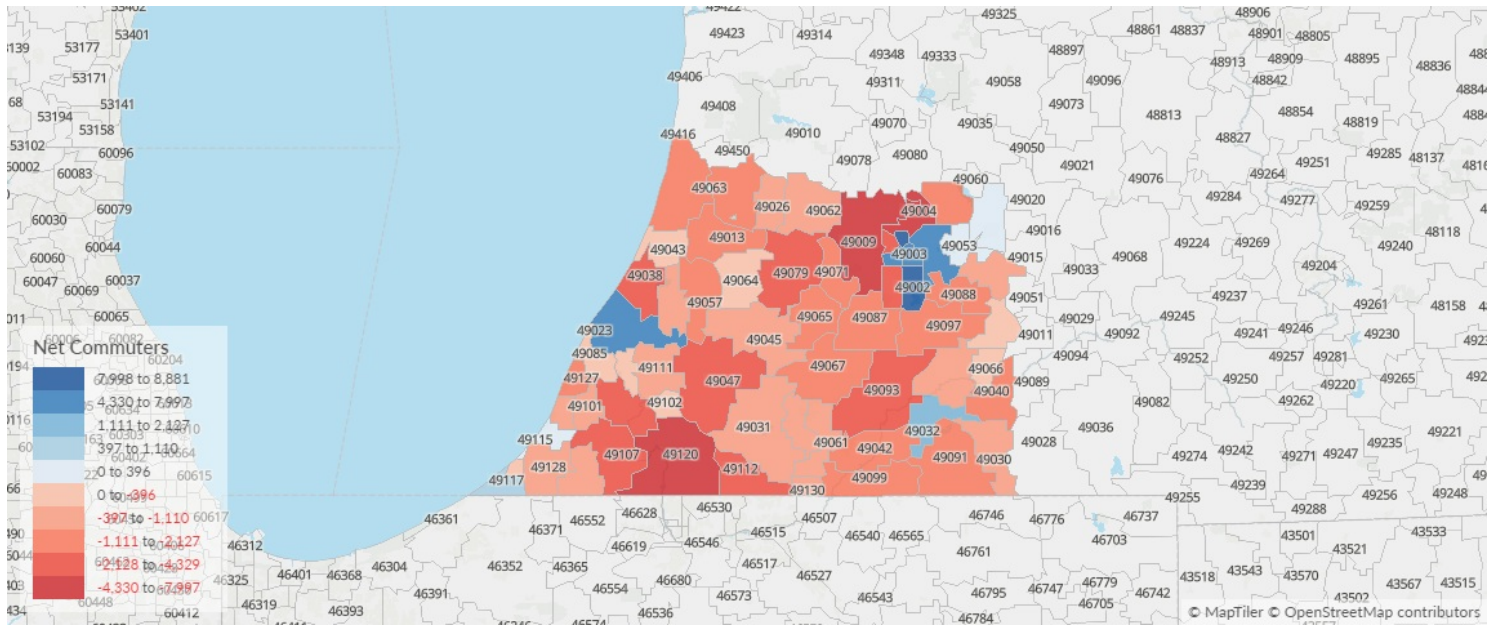


Property Crime

Your area has 23.3 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

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 #10 for resident workers. The top ZIP for resident workers is 49009.



Where Talent Works

Where Talent Lives

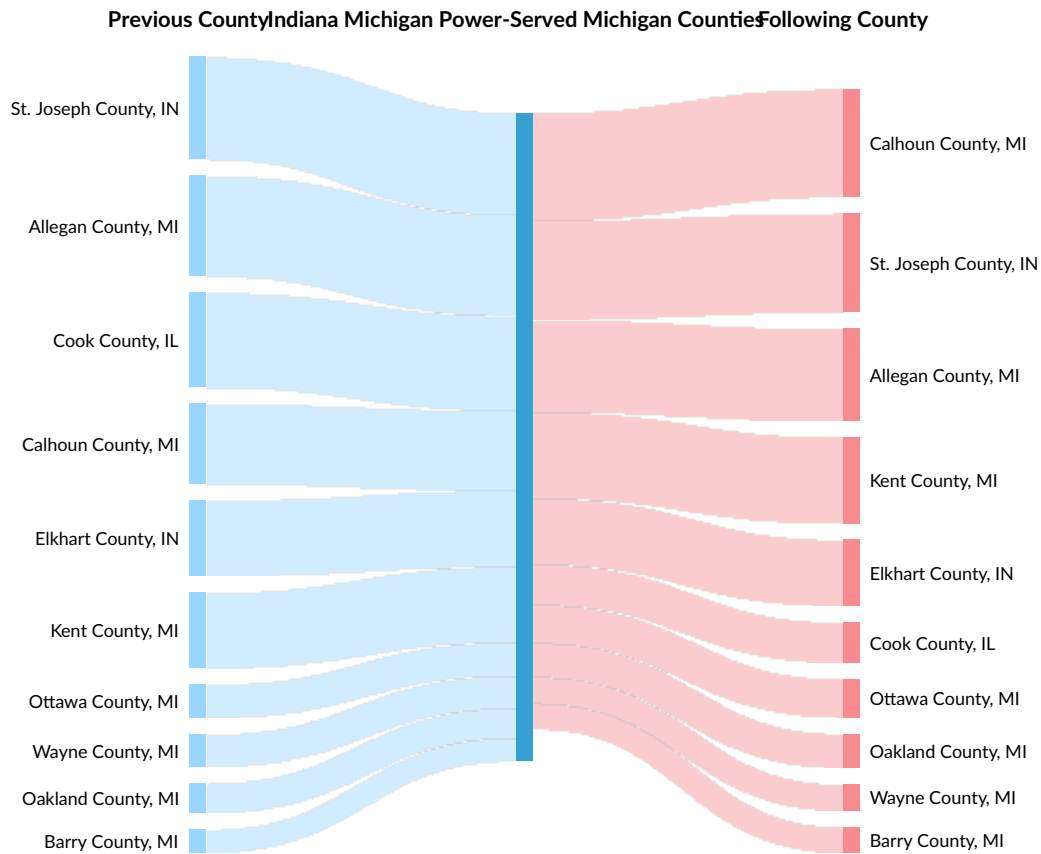
ZIP	Name	2023 Employment
49002	Portage, MI (in Kalamazoo, MI)	17,590
49022	Benton Harbor, MI (in Berrien county, MI)	17,424
49048	Kalamazoo, MI (in Kalamazoo, MI)	17,238
49009	Kalamazoo, MI (in Kalamazoo, MI)	16,803
49001	Kalamazoo, MI (in Kalamazoo, MI)	15,003

ZIP	Name	2023 Workers
49009	Kalamazoo, MI (in Kalamazoo, MI)	21,852
49120	Niles, MI (in Berrien county, MI)	18,466
49024	Portage, MI (in Kalamazoo, MI)	13,820
49022	Benton Harbor, MI (in Berrien county, MI)	12,982
49085	Saint Joseph, MI (in Berrien county, MI)	12,329

Inbound and Outbound Migration

The table below analyzes past and current residents of Indiana Michigan Power-Served Michigan Counties. The left column shows residents of other counties migrating to Indiana Michigan Power-Served Michigan Counties. The right column shows residents migrating from Indiana Michigan Power-Served Michigan Counties to other counties.

As of 2021, **1,058** people have migrated from St. Joseph County, IN to Indiana Michigan Power-Served Michigan Counties. In the same year, **1,115** people left Indiana Michigan Power-Served Michigan Counties migrating to Calhoun County, MI. The total Net Migration for Indiana Michigan Power-Served Michigan Counties in 2021 was **-404**.



Top Previous Counties	Migrations
St. Joseph County, IN	1,058
Allegan County, MI	1,040
Cook County, IL	980
Calhoun County, MI	828
Elkhart County, IN	785

Top Previous Counties	Migrations
Kent County, MI	782
Ottawa County, MI	345
Wayne County, MI	335
Oakland County, MI	308
Barry County, MI	240
Branch County, MI	209
Ingham County, MI	201
DuPage County, IL	195
Lagrange County, IN	160
Washtenaw County, MI	146
Top Following Counties	Migrations
Calhoun County, MI	1,115
St. Joseph County, IN	1,024
Allegan County, MI	954
Kent County, MI	890
Elkhart County, IN	685
Cook County, IL	417
Ottawa County, MI	396
Oakland County, MI	352
Wayne County, MI	273
Barry County, MI	265
Ingham County, MI	226
Branch County, MI	202
Washtenaw County, MI	187
Maricopa County, AZ	172

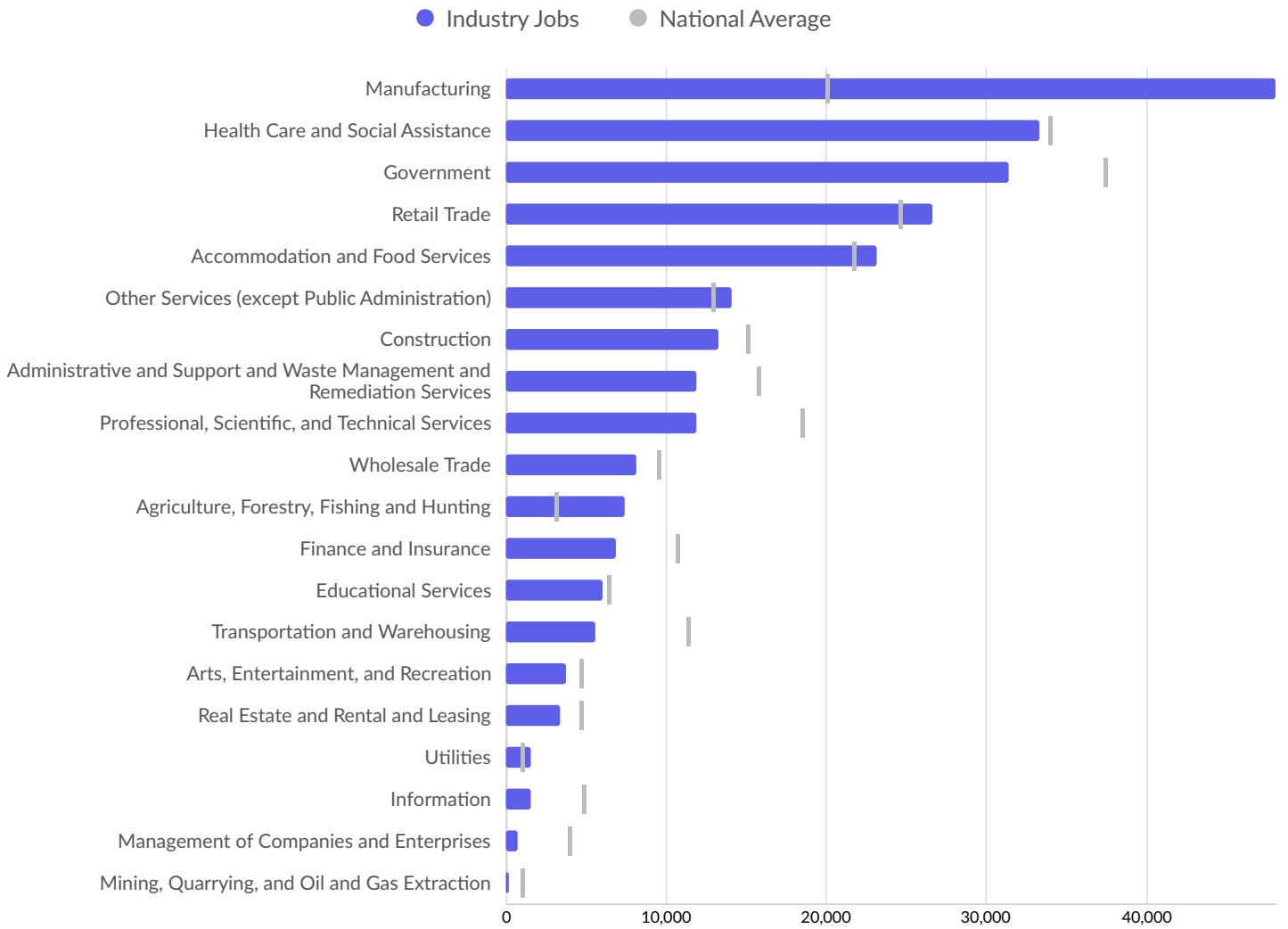
Top Following Counties**Migrations**

Macomb County, MI

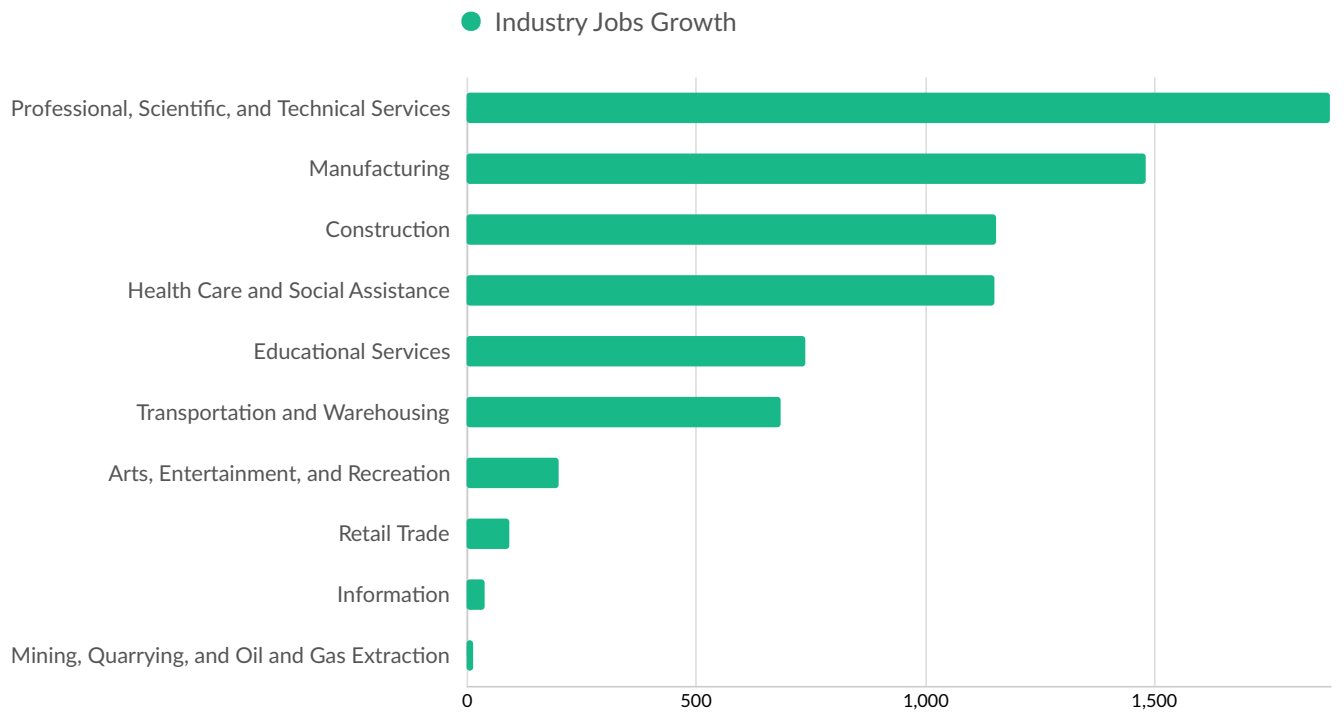
143

Industry Characteristics

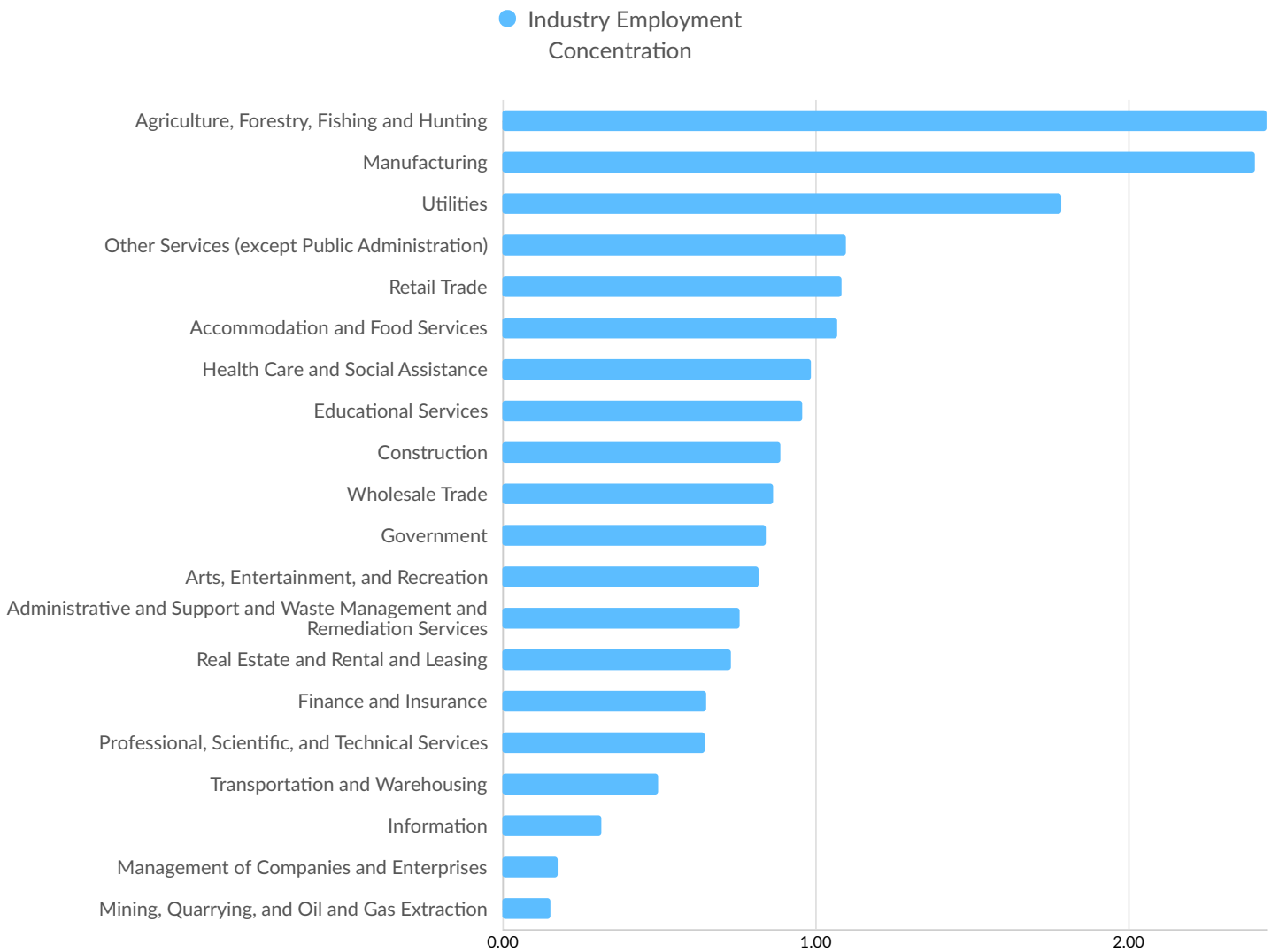
Largest Industries



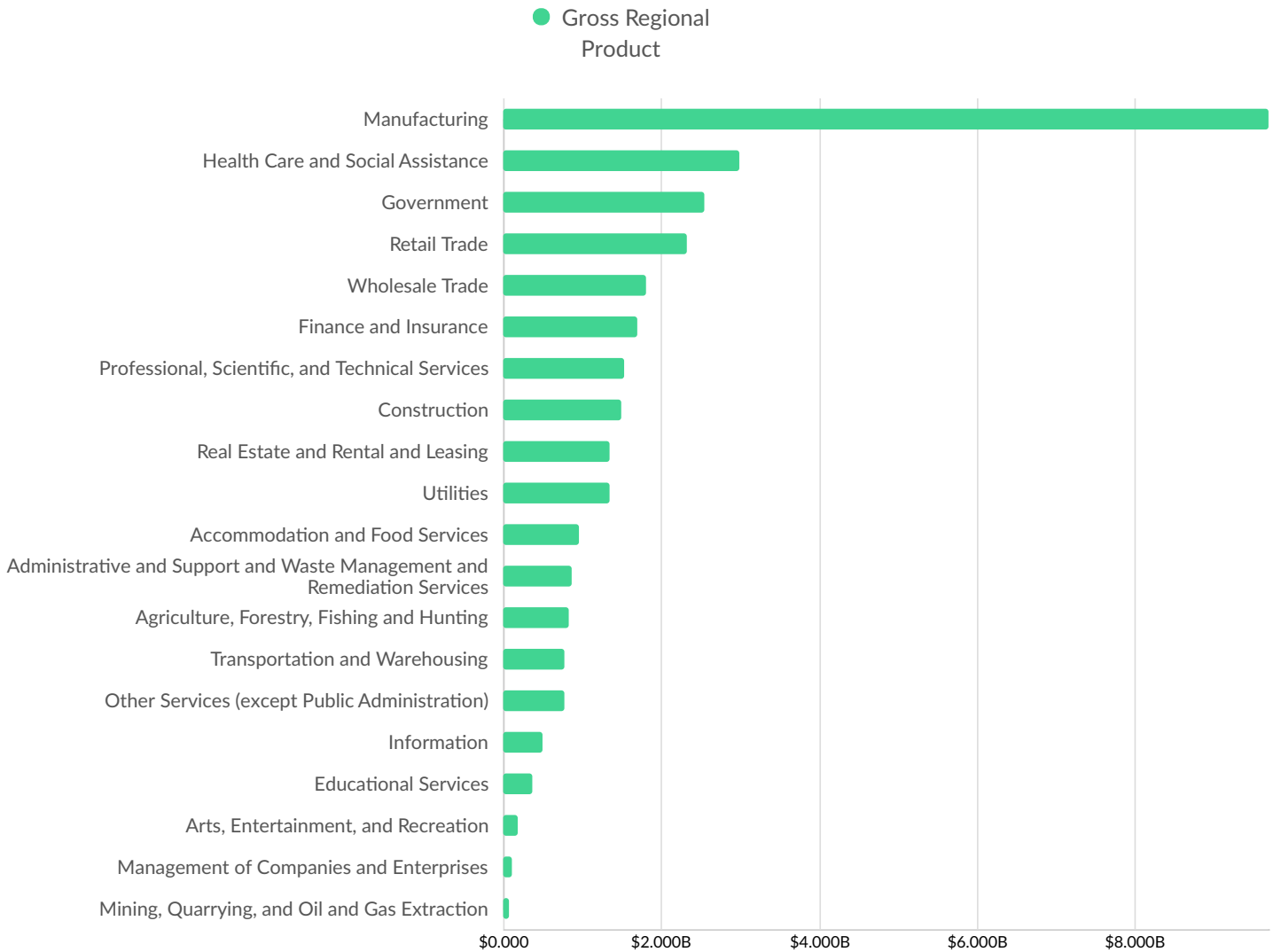
Top Growing Industries



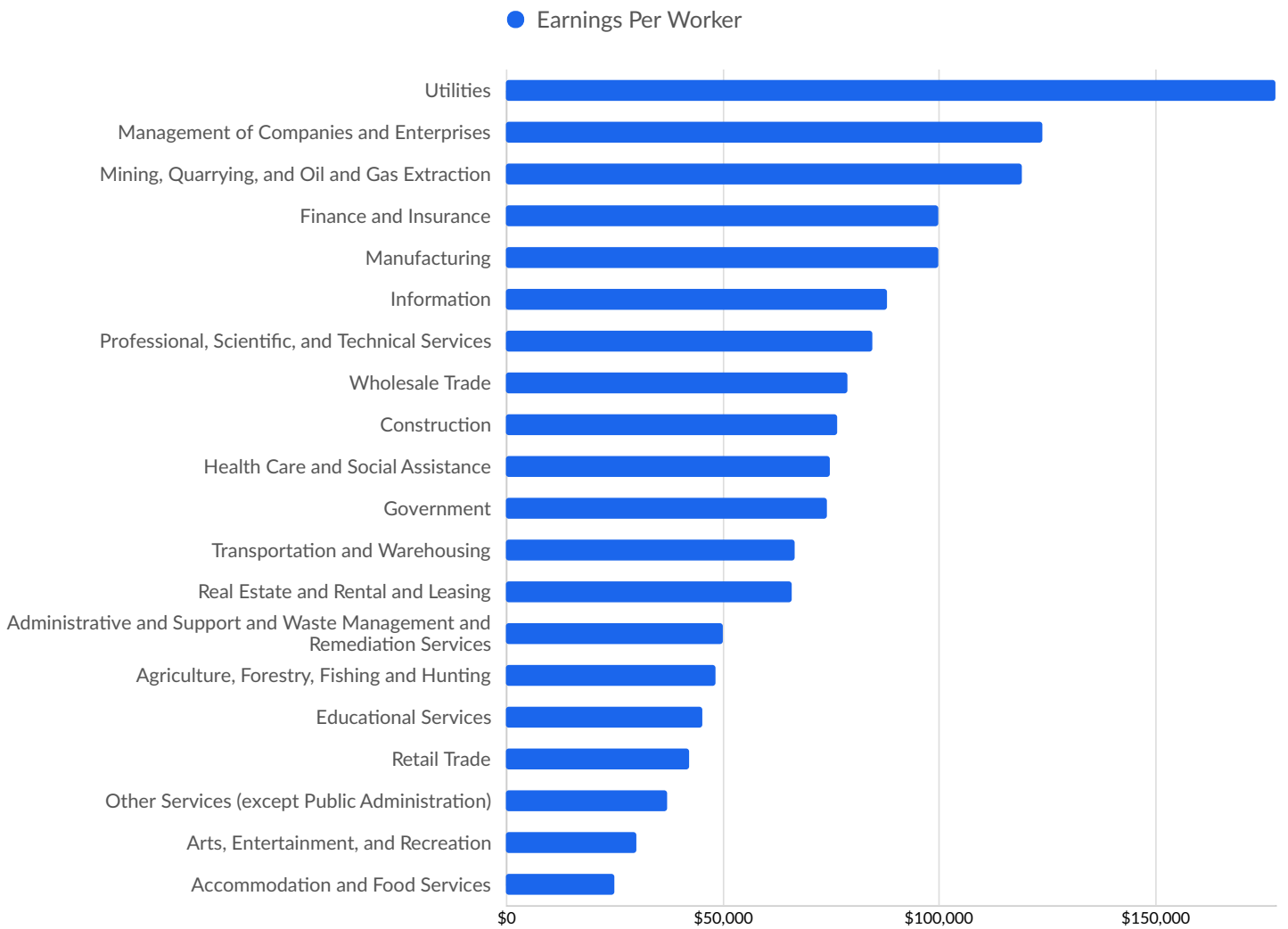
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



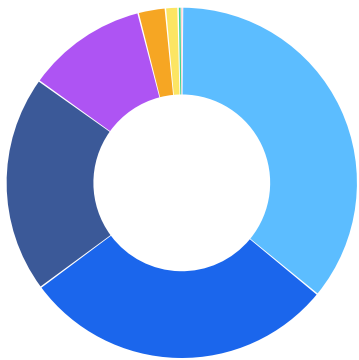
Business Characteristics

34,445 Companies Employ Your Workers

Online profiles for your workers mention 34,445 companies as employers, with the top 10 appearing below. In the last 12 months, 5,162 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Western Michigan University	3,875 	Corewell Health	2,616 
Whirlpool	3,113 	Bronson Healthcare	1,163 
Bronson Healthcare	2,789 	Stryker	1,075 
Stryker	2,763 	Ascension	770 
Pfizer	2,123 	Meijer	503 
Borgess Health	1,059 	Pfizer	432 
PNC	975 	Walmart	432 
Zoetis	900 	Actalent	367 
State of Michigan	892 	Western Michigan University	360 
Lakeland Health	821 	Aerotek	313 

Business Size

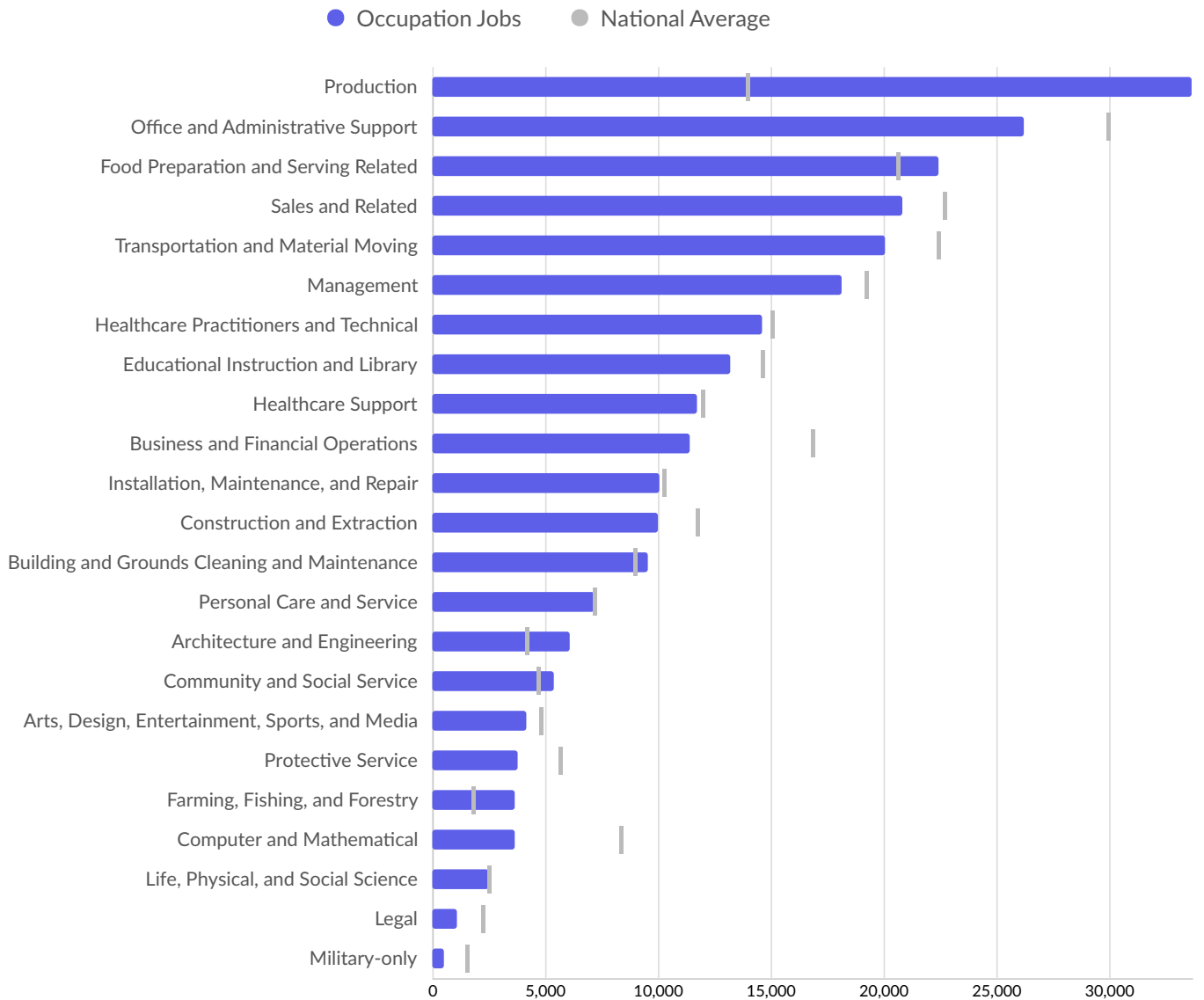


	Percentage	Business Count
● 1 to 4 employees	35.9%	8,680
● 5 to 9 employees	28.9%	6,995
● 10 to 19 employees	20.0%	4,843
● 20 to 49 employees	11.1%	2,690
● 50 to 99 employees	2.5%	608
● 100 to 249 employees	1.2%	280
● 250 to 499 employees	0.3%	73
● 500+ employees	0.1%	26

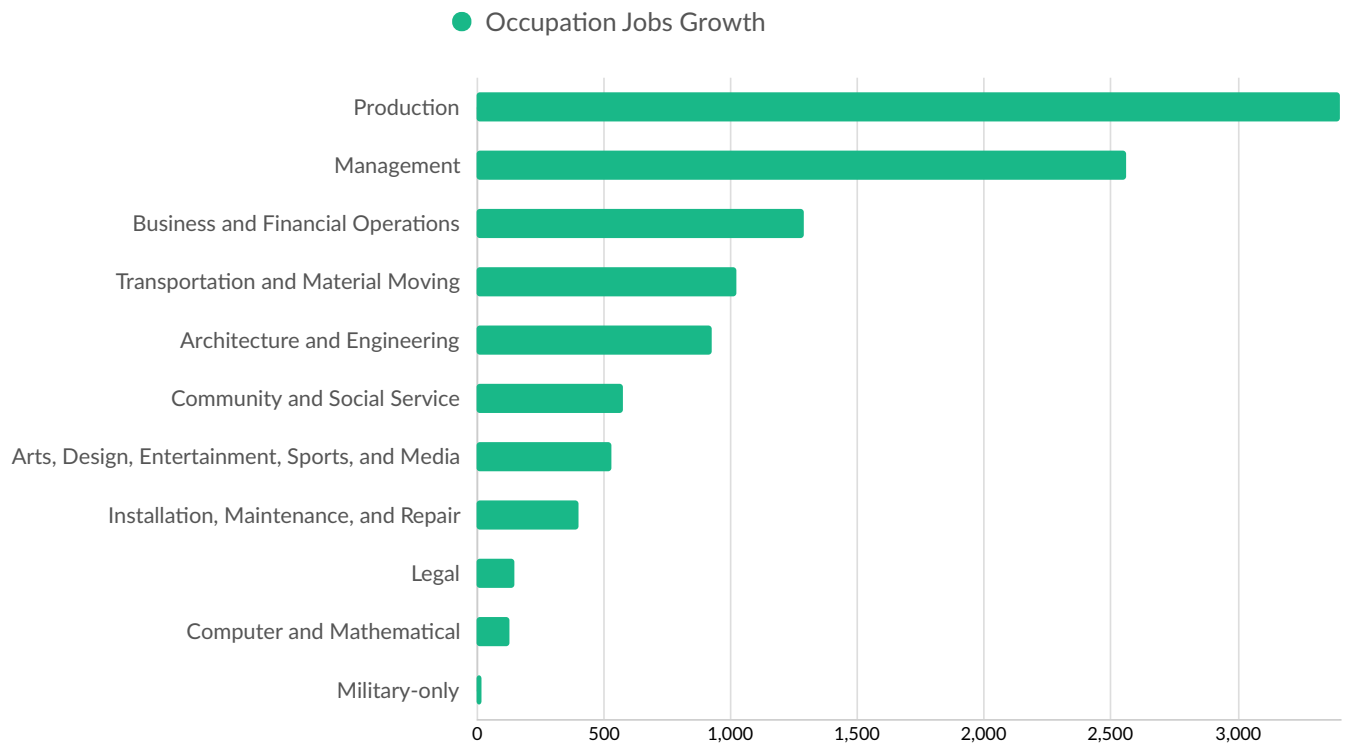
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

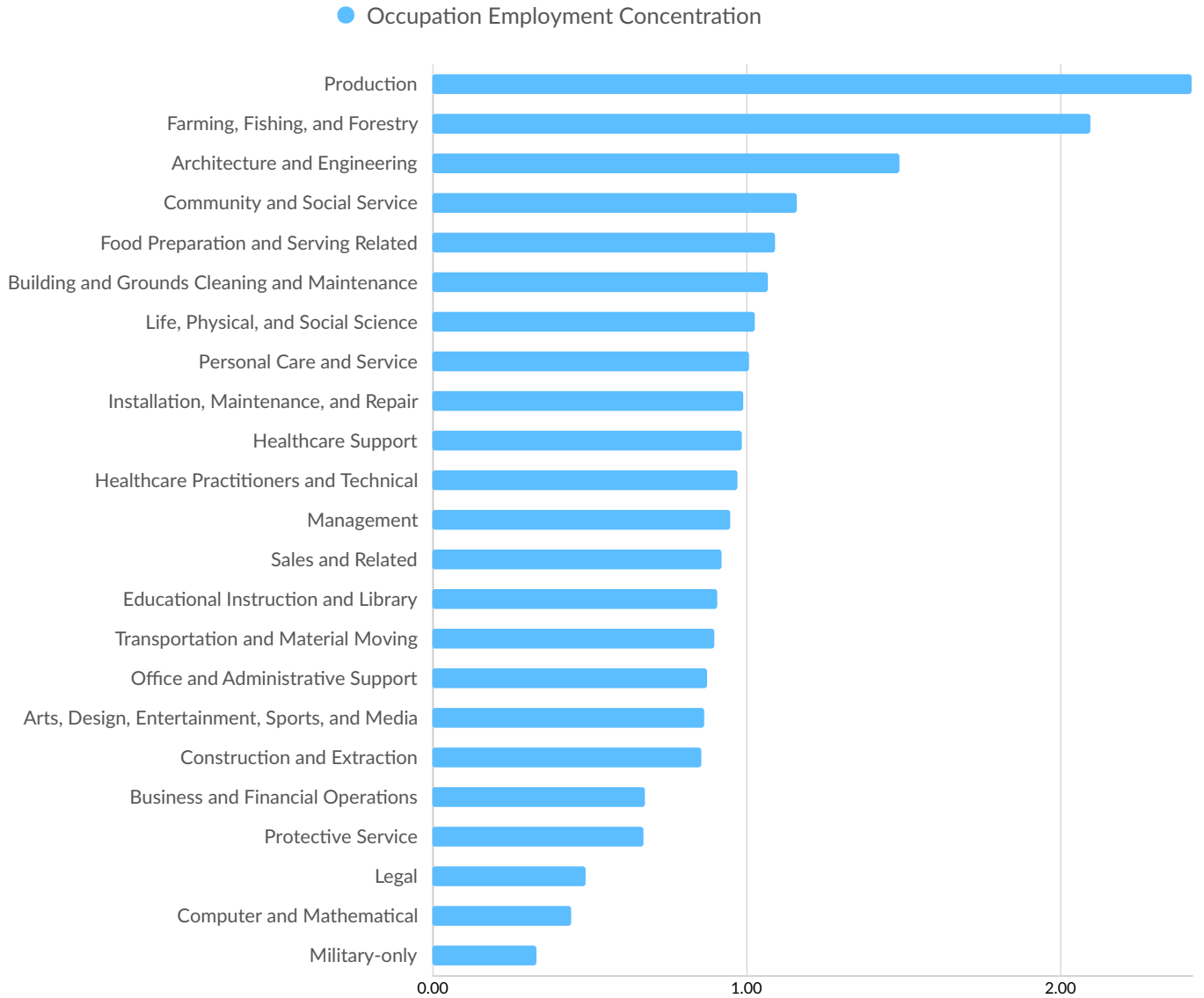
Largest Occupations



Top Growing Occupations



Top Occupation Employment Concentration



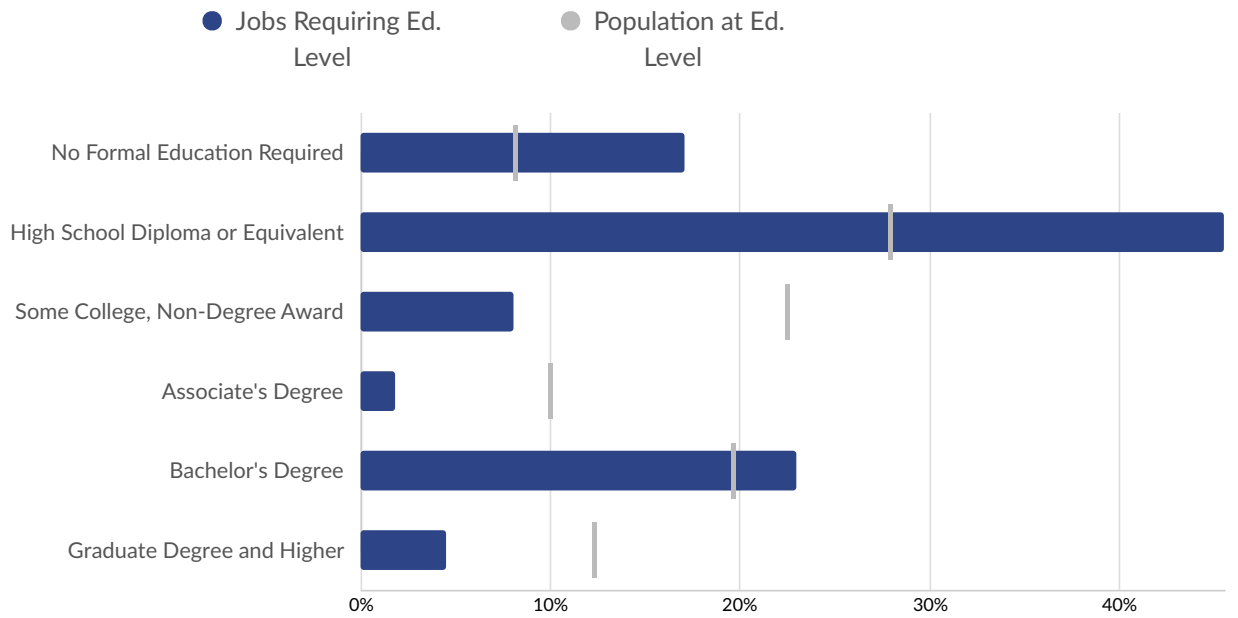
Top Occupation Earnings



Top Posted Occupations

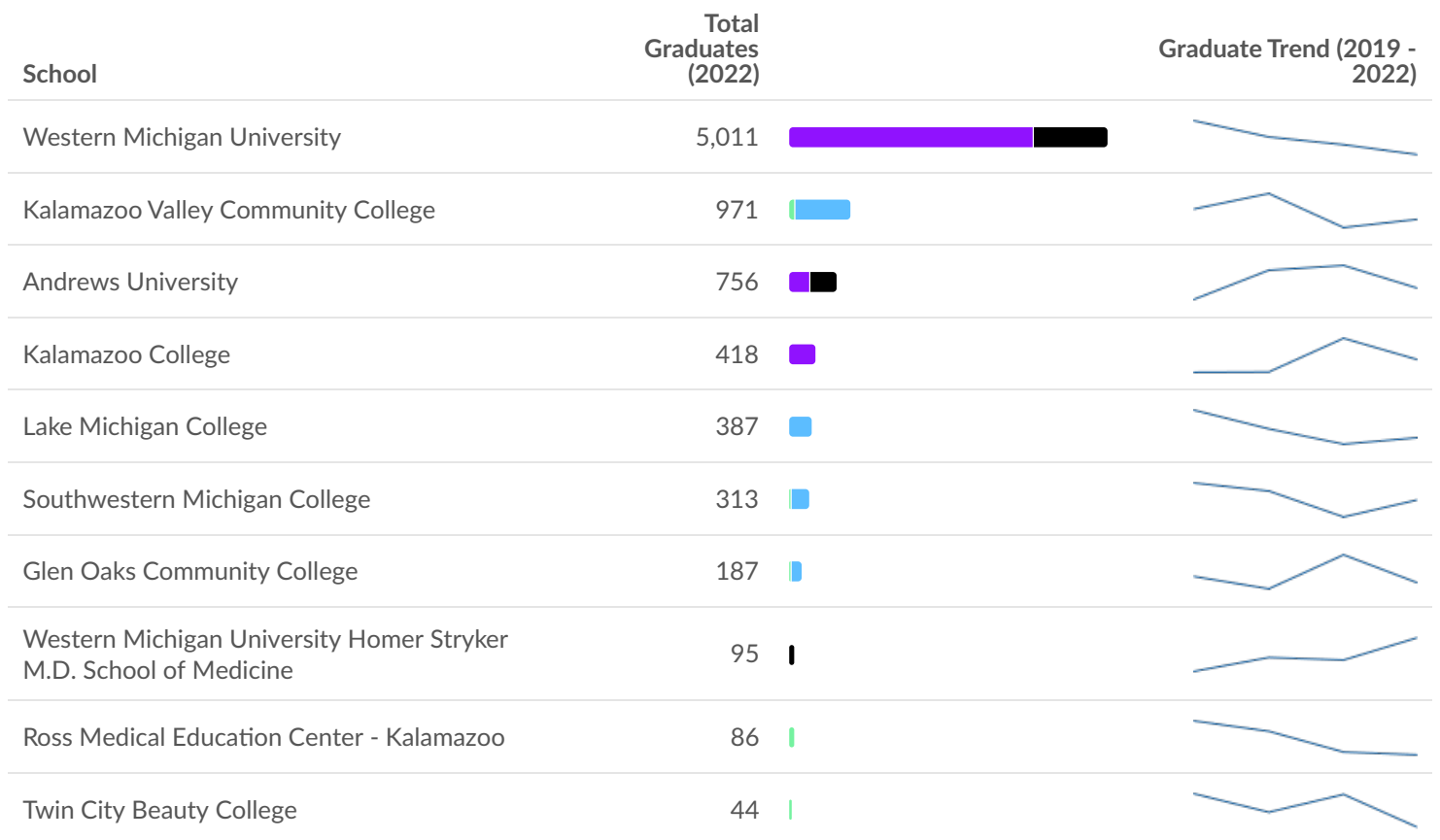


Underemployment



Educational Pipeline

In 2022, there were 8,292 graduates in Indiana Michigan Power-Served Michigan Counties. This pipeline has shrunk by 5% over the last 4 years. The highest share of these graduates come from "General Studies" (Associate's), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Multi-/Interdisciplinary Studies, Other" (Bachelor's).



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

In-Demand Skills

