



Superior Trade Zone

Lake Superior Community Partnership



501 S. Front Street
Marquette, Michigan 49855

Contents

Economy Overview	1
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	17
Workforce Characteristics	19
Educational Pipeline	26

Economy Overview

102,559

Population (2017)

Population **decreased by 2,084** over the last 5 years and is projected to **decrease by 1,478** over the next 5 years.

43,809

Jobs (2017)

Jobs **decreased by 724** over the last 5 years but are projected to **grow by 613** over the next 5 years.

\$48.9K

Avg. Earnings Per Job (2017)

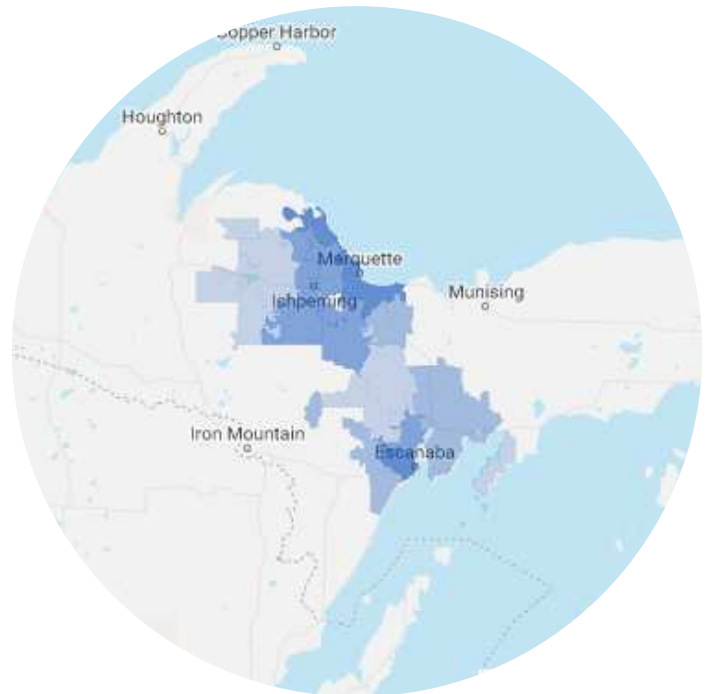
Regional average earnings per job are **\$15.3K below** the national average earnings of \$64.2K per job.

As of 2017 the region's population **declined by 2.0%** since 2012, falling by 2,084. Population is expected to **decrease by 1.4%** between 2017 and 2022, losing 1,478.

From 2012 to 2017, jobs **declined by 1.6%** in Superior Trade Zone from 44,533 to 43,809. This change **fell short of the national growth rate of 8.2% by 9.8%**. As the number of jobs declined, the **labor force participation rate decreased from 57.8% to 57.2% between 2012 and 2017**.

Concerning educational attainment, **17.6% of the selected regions' residents possess a Bachelor's Degree** (0.8% below the national average), and **9.7% hold an Associate's Degree** (1.8% above the national average).

The top three industries in 2017 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Local Government, Excluding Education and Hospitals.

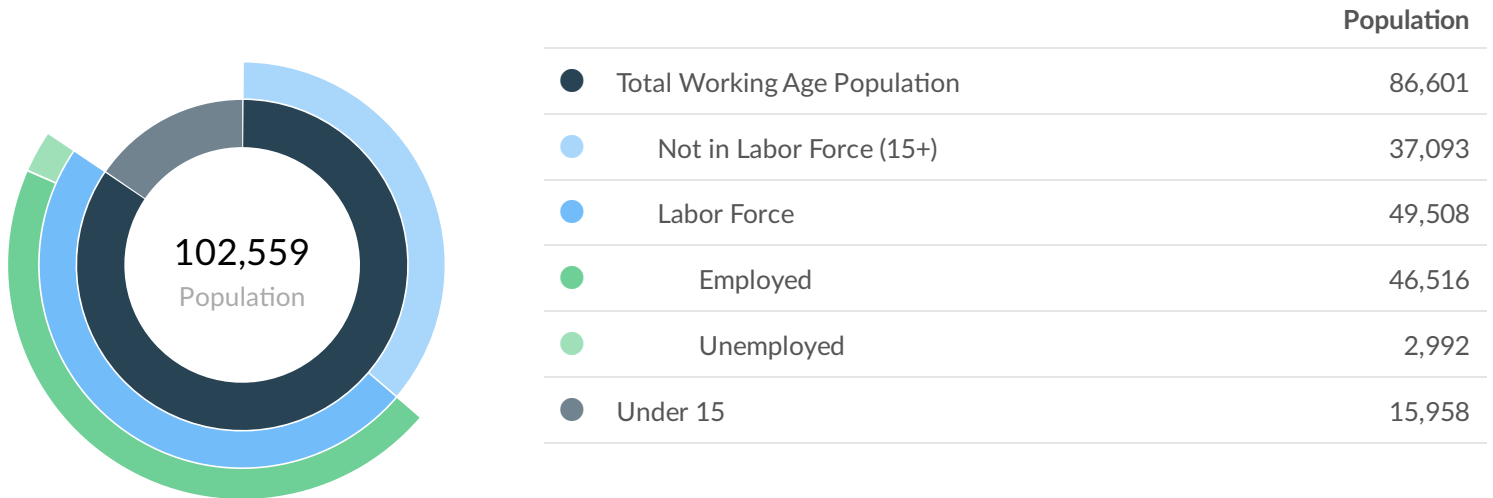


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	102,559	49,508	43,809	91.3	\$4.02B	\$4.95B	\$4.92B
State	9,934,360	4,875,551	4,692,346	91.3	\$506.59B	\$431.87B	\$494.25B

Economy Overview - Cont.

2017 Labor Force Breakdown



Educational Attainment

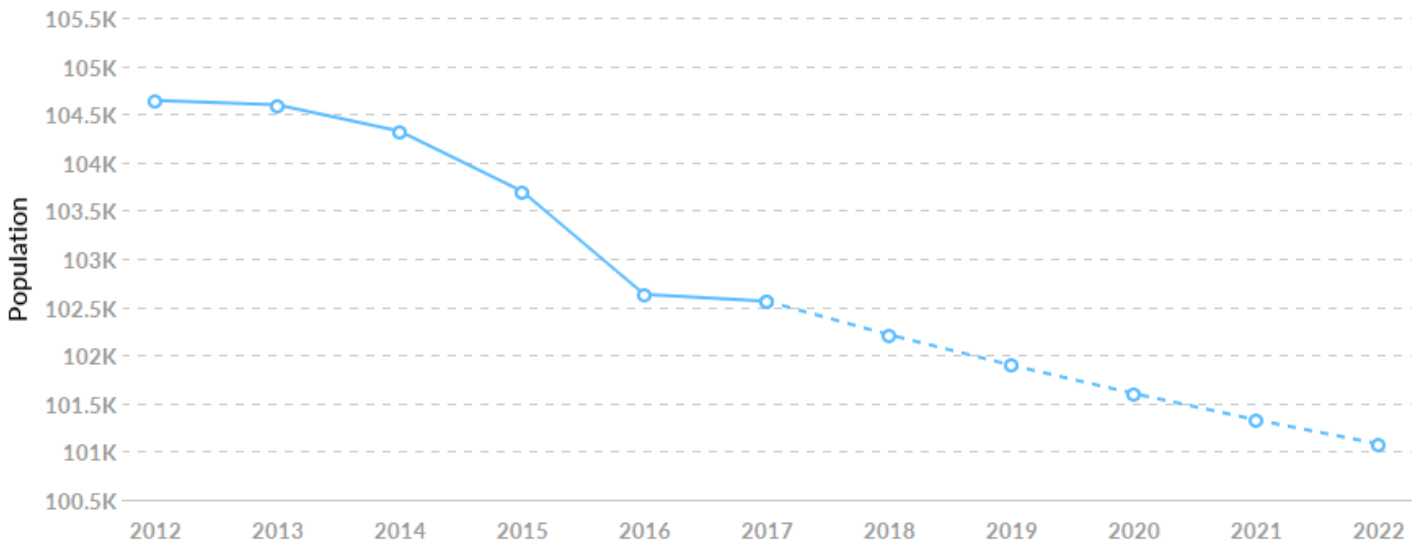
Concerning educational attainment, **17.6%** of the selected regions' residents possess a **Bachelor's Degree** (0.8% below the national average), and **9.7%** hold an **Associate's Degree** (1.8% above the national average).



Historic & Projected Trends

Population Trends

As of 2017 the region's population declined by 2.0% since 2012, falling by 2,084. Population is expected to decrease by 1.4% between 2017 and 2022, losing 1,478.

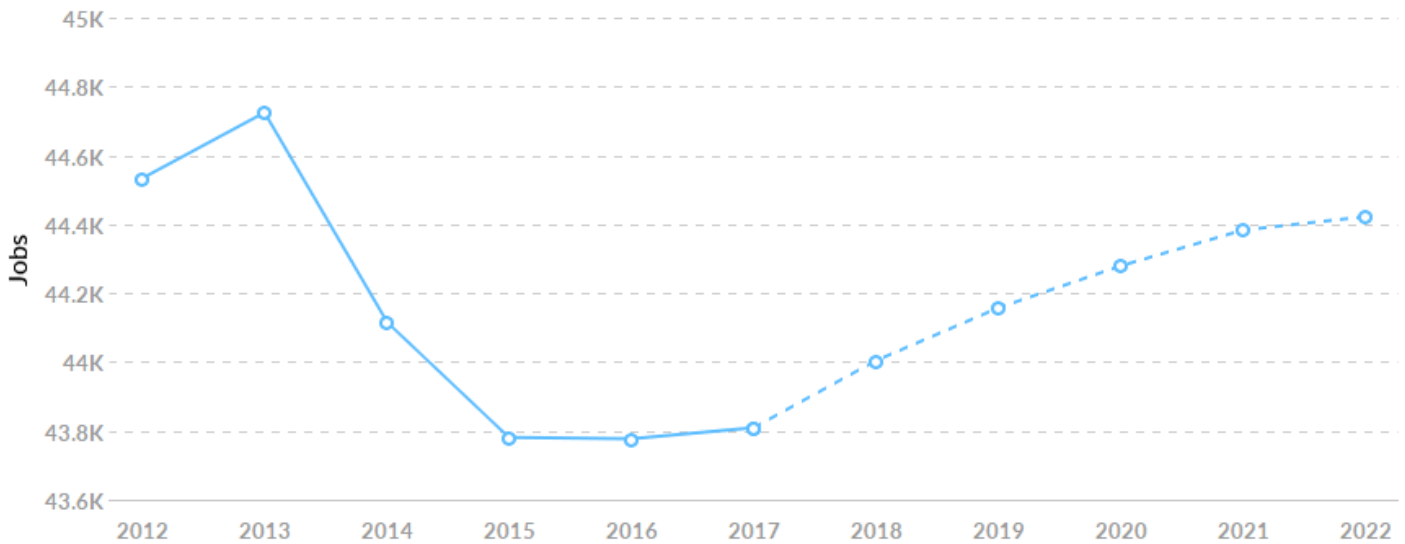


Timeframe	Population
2012	104,642
2013	104,596
2014	104,323
2015	103,701
2016	102,630
2017	102,559
2018	102,212
2019	101,896
2020	101,602
2021	101,329
2022	101,080

Historic & Projected Trends - Cont.

Job Trends

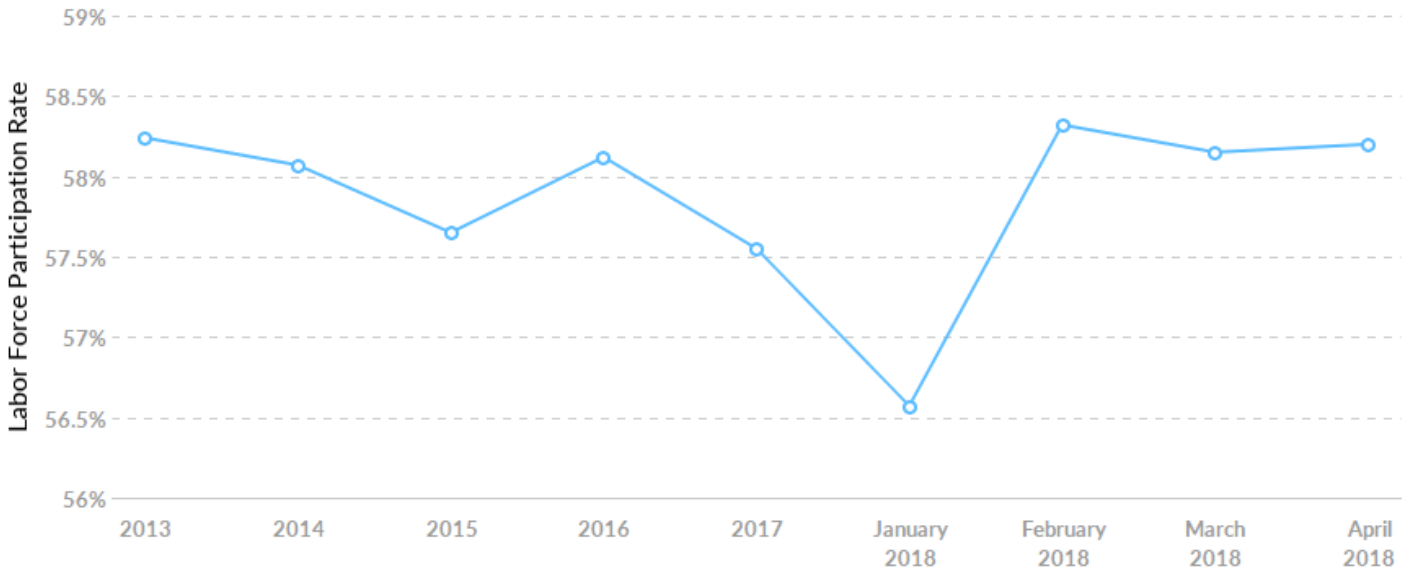
From 2012 to 2017, jobs declined by 1.6% in Superior Trade Zone from 44,533 to 43,809. This change fell short of the national growth rate of 8.2% by 9.8%.



Timeframe	Jobs
2012	44,533
2013	44,724
2014	44,117
2015	43,781
2016	43,777
2017	43,809
2018	44,004
2019	44,157
2020	44,279
2021	44,383
2022	44,422

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

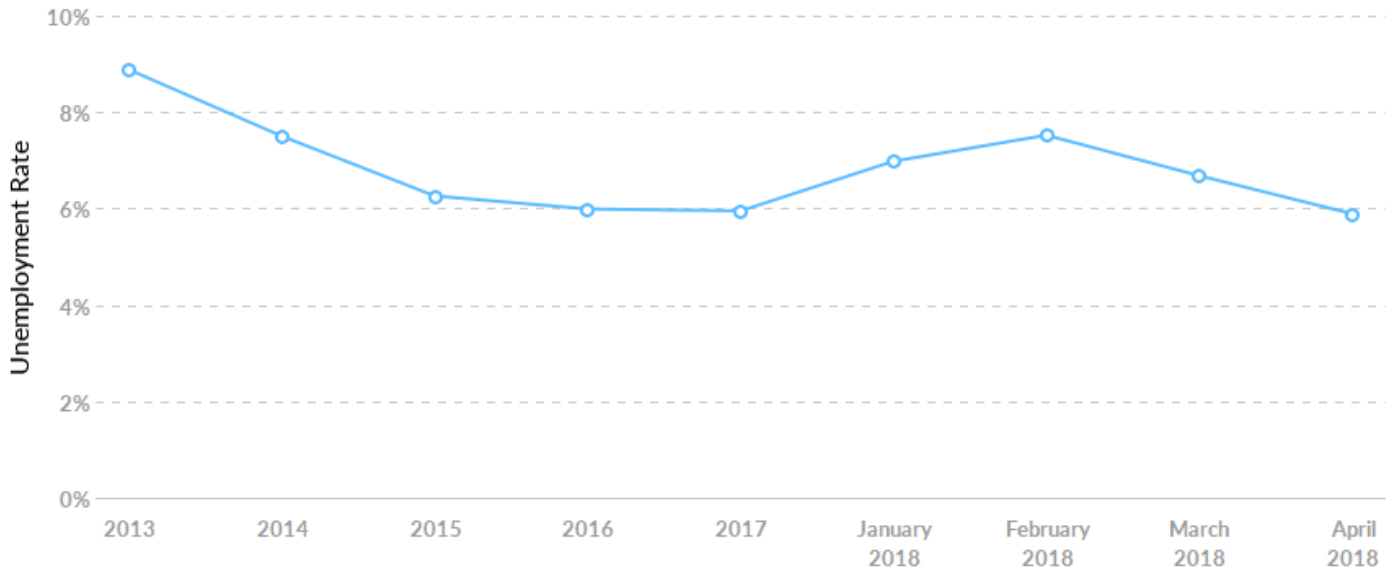


Timeframe	Labor Force Participation Rate
2013	58.24%
2014	58.07%
2015	57.65%
2016	58.12%
2017	57.55%
January 2018	56.57%
February 2018	58.32%
March 2018	58.15%
April 2018	58.20%

Historic & Projected Trends - Cont.

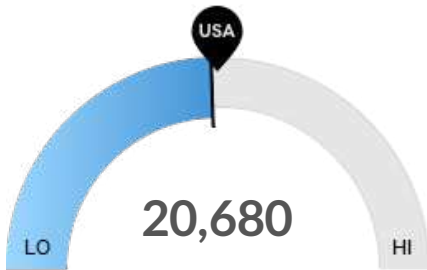
Unemployment Rate Trends

Your areas had an April 2018 unemployment rate of 5.89%, **decreasing from 8.88%** 5 years before.



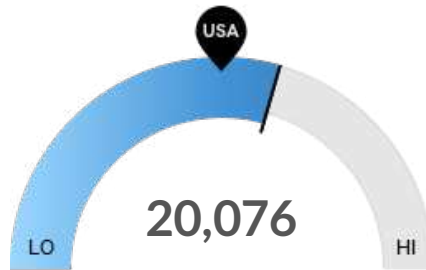
Timeframe	Unemployment Rate
2013	8.88%
2014	7.50%
2015	6.26%
2016	5.99%
2017	5.95%
January 2018	6.98%
February 2018	7.52%
March 2018	6.68%
April 2018	5.89%

Population Characteristics



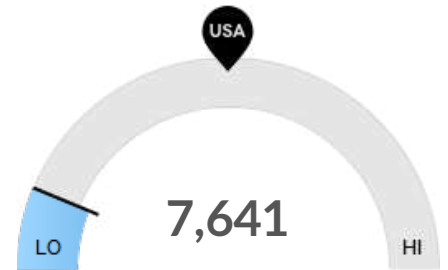
Millennials

Your area has 20,680 millennials (ages 20-34). The national average for an area this size is 21,299.



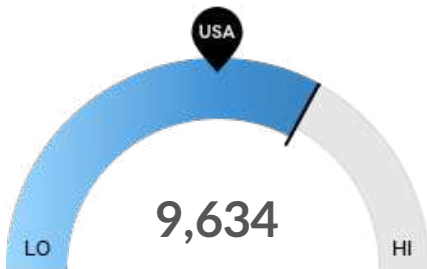
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 15,641 people 65 or older, while there are 20,076 here.



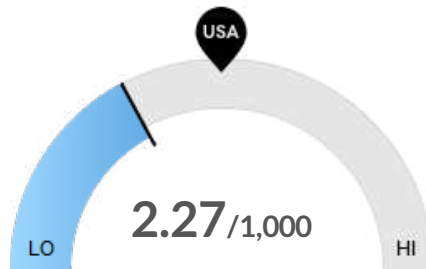
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 39,752 racially diverse people, while there are 7,641 here.



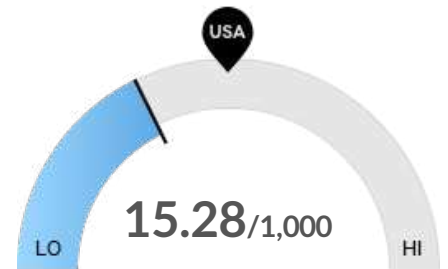
Veterans

Your area has 9,634 veterans. The national average for an area this size is 6,205.



Violent Crime

Your area has 2.27 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



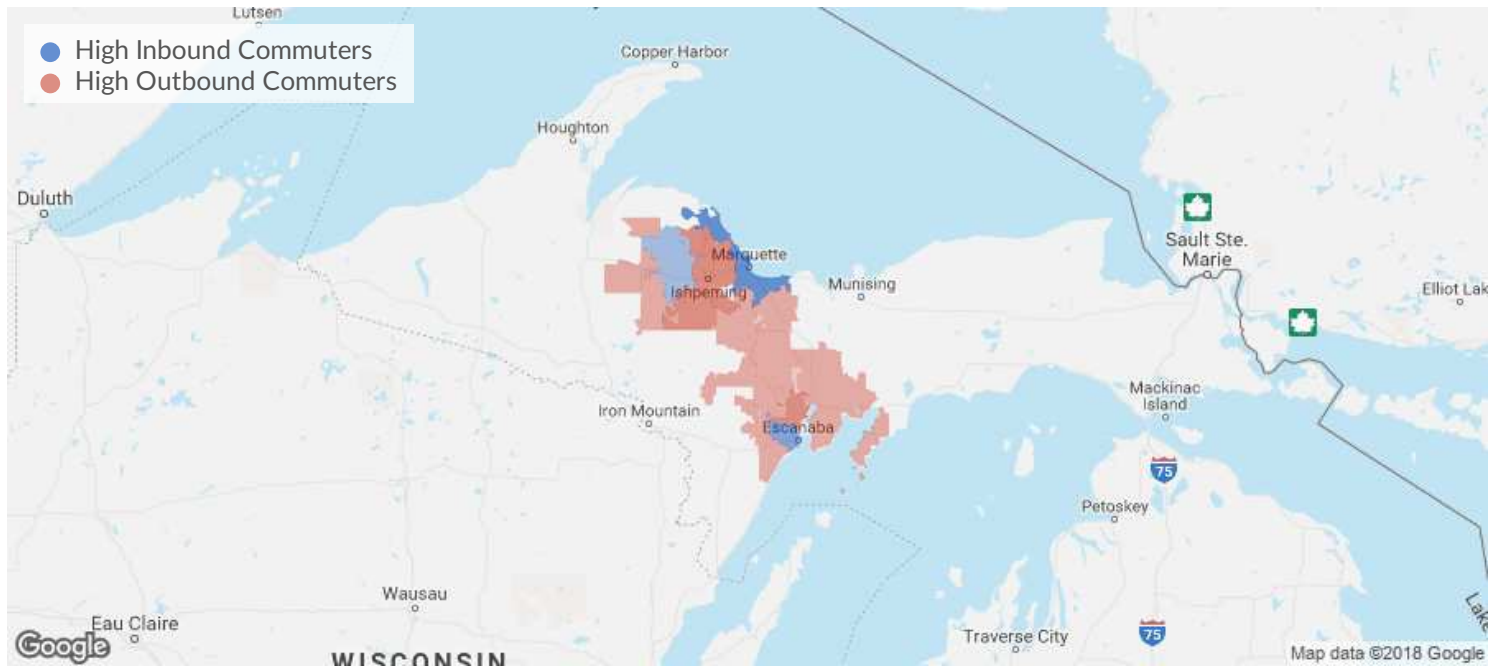
Property Crime

Your area has 15.28 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.



Where Talent Works

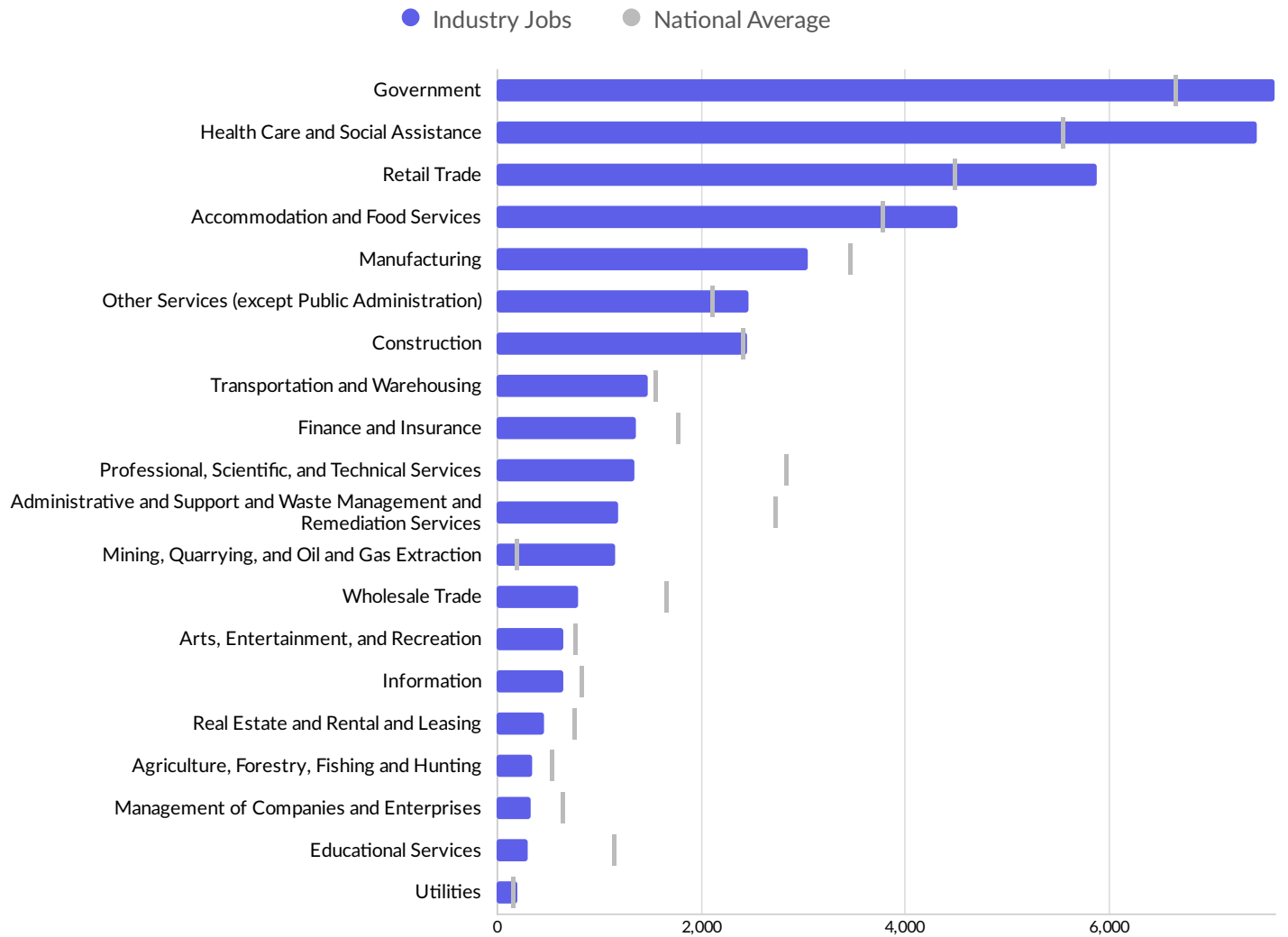
Where Talent Lives

ZIP	Name	2017 Employment
49855	Marquette, MI (in Marq...	19,865
49829	Escanaba, MI (in Delta ...	10,960
49849	Ishpeming, MI (in Marq...	3,716
49837	Gladstone, MI (in Delta...	2,249
49866	Negaunee, MI (in Marq...	2,141

ZIP	Name	2017 Workers
49855	Marquette, MI (in Marq...	14,352
49829	Escanaba, MI (in Delta ...	7,345
49849	Ishpeming, MI (in Marq...	5,435
49866	Negaunee, MI (in Marq...	4,019
49837	Gladstone, MI (in Delta...	4,001

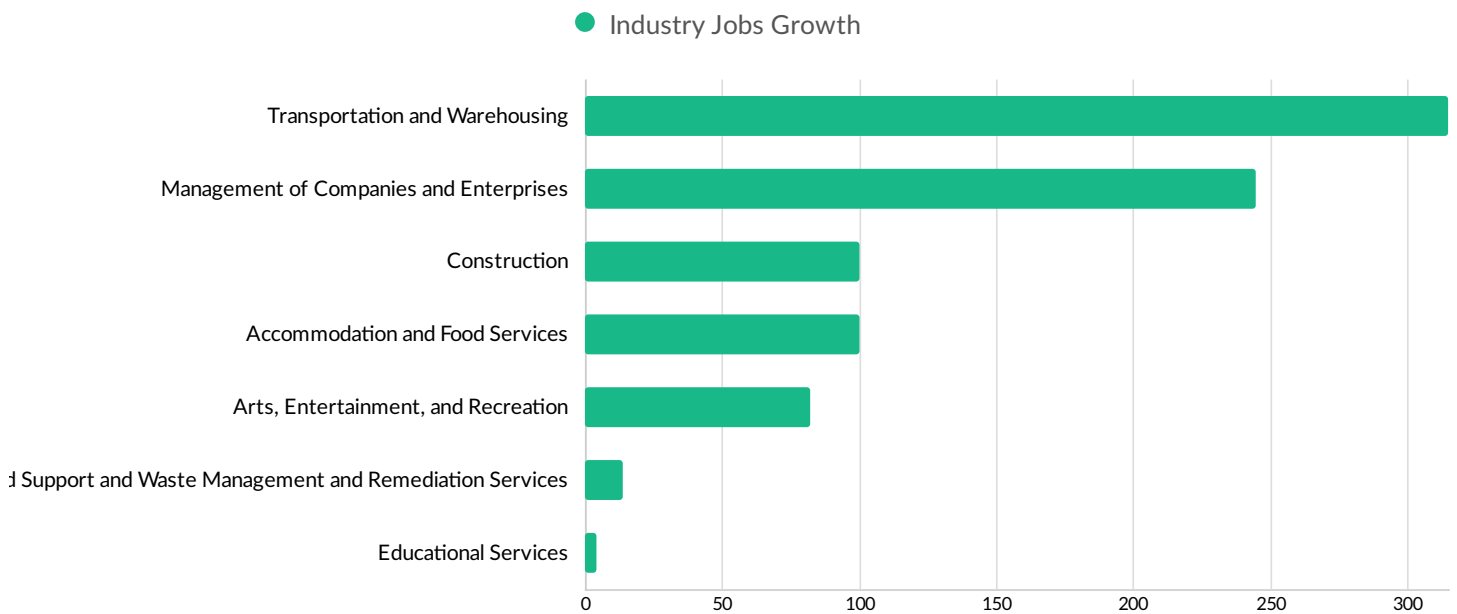
Industry Characteristics

Largest Industries



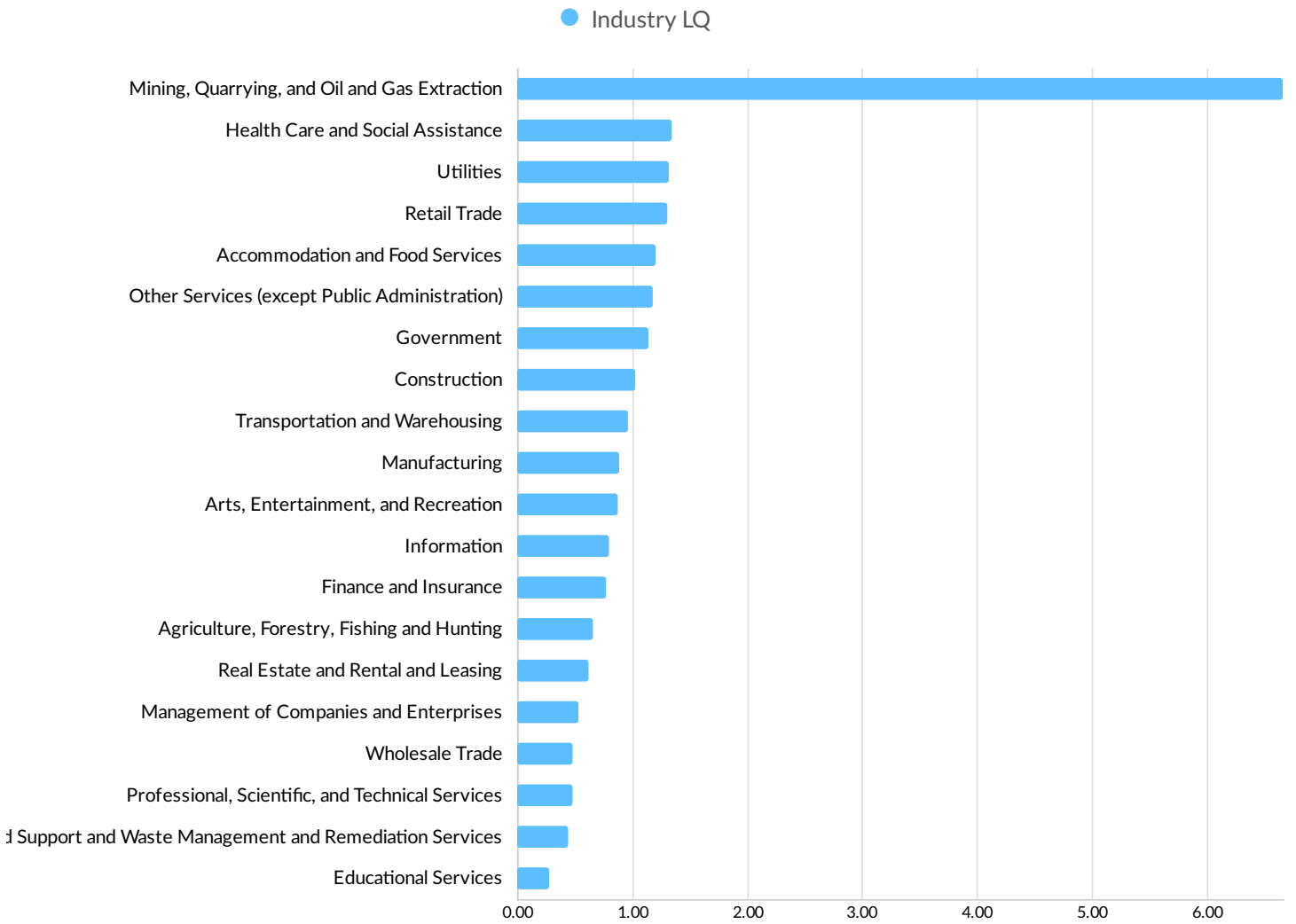
Industry Characteristics - Cont.

Top Growing Industries



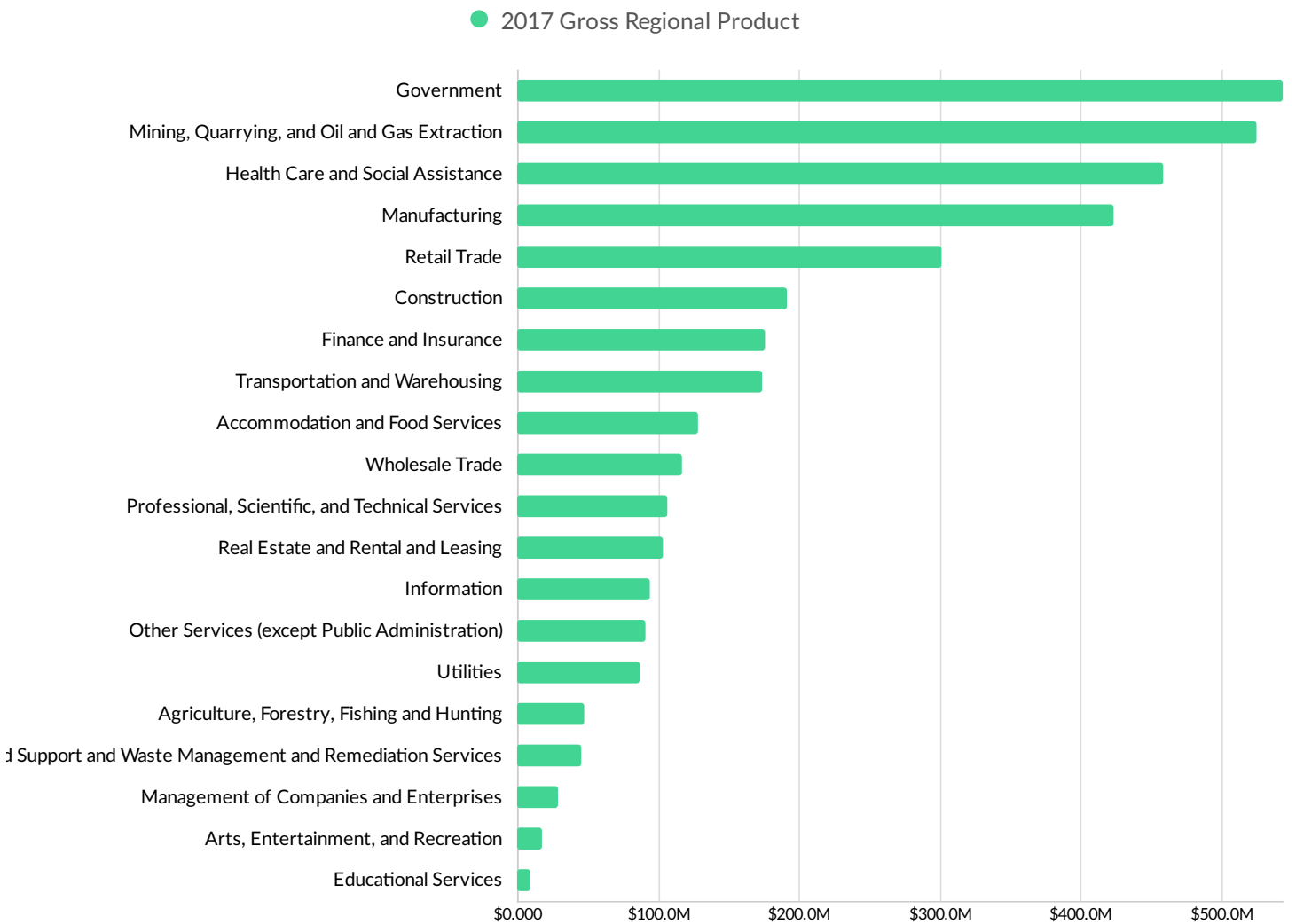
Industry Characteristics - Cont.

Top Industry LQ



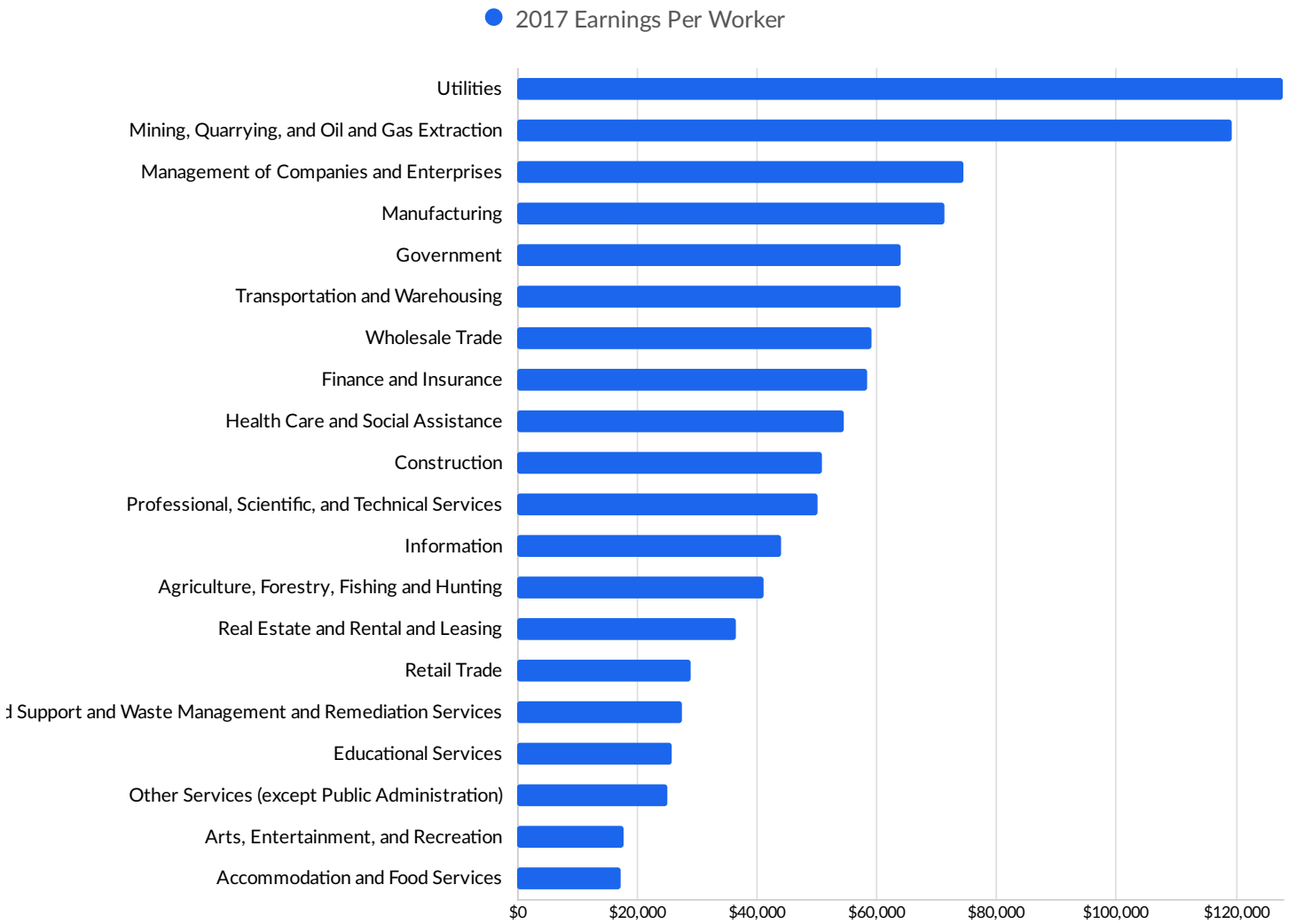
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Government	7,803	7,632	-171	-2%	1.15	\$64,128	\$543.98M
Health Care and Social Assistance	7,606	7,454	-152	-2%	1.35	\$54,532	\$458.56M
Retail Trade	5,903	5,883	-20	0%	1.31	\$28,928	\$301.28M
Accommodation and Food Services	4,423	4,523	100	+2%	1.20	\$17,326	\$128.18M
Manufacturing	3,152	3,050	-102	-3%	0.89	\$71,468	\$423.71M
Other Services (except Public Administration)	2,517	2,472	-45	-2%	1.18	\$25,040	\$91.47M
Construction	2,361	2,461	100	+4%	1.03	\$51,013	\$191.36M
Transportation and Warehousing	1,173	1,488	315	+27%	0.97	\$63,975	\$173.83M
Finance and Insurance	1,449	1,364	-85	-6%	0.78	\$58,518	\$175.94M
Professional, Scientific, and Technical Services	1,551	1,355	-196	-13%	0.48	\$50,254	\$106.42M
Administrative and Support and Waste Management and Remediation Services	1,180	1,194	14	+1%	0.44	\$27,549	\$45.51M
Mining, Quarrying, and Oil and Gas Extraction	1,587	1,157	-430	-27%	6.67	\$119,343	\$525.27M
Wholesale Trade	868	796	-72	-8%	0.48	\$59,188	\$116.68M
Arts, Entertainment, and Recreation	577	659	82	+14%	0.88	\$17,755	\$17.58M
Information	772	648	-124	-16%	0.80	\$44,094	\$94.78M





















Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Real Estate and Rental and Leasing	492	459	-33	-7%	0.62	\$36,602	\$103.76M
Agriculture, Forestry, Fishing and Hunting	379	347	-32	-8%	0.66	\$41,214	\$47.34M
Management of Companies and Enterprises	84	329	245	+292%	0.53	\$74,647	\$28.57M
Educational Services	306	310	4	+1%	0.27	\$25,778	\$9.79M
Utilities	311	201	-110	-35%	1.32	\$127,916	\$86.59M

Business Characteristics

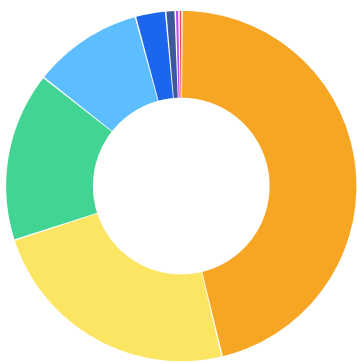
1,246 Companies Employ Your Workers

Online profiles for your workers mention 1,246 companies as employers, with the top 10 appearing below. In the last 12 months, 1,931 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Northern Michigan University	71 	Lifepoint Health, Inc.	448 
Marquette General Hospital, Inc.	27 	C.R. England, Inc.	264 
University of Arkansas For Med...	12 	Barr-Nunn Transportation, Inc.	186 
Cliffs Natural Resources Inc.	11 	Osf Healthcare	186 
State Farm Insurance	10 	Shopko Stores Operating Co., L...	158 
Wal-Mart Stores, Inc.	10 	Lifepoint, Inc.	152 
Up Health Systems	9 	State of Michigan	139 
St. Francis Hospital, Inc.	8 	Michigan Works Service Cente...	115 
Txc Technology, Inc.	8 	Meijer, Inc.	110 
Newpage Corporation	7 	Northern Michigan University	103 

Business Characteristics - Cont.

Business Size

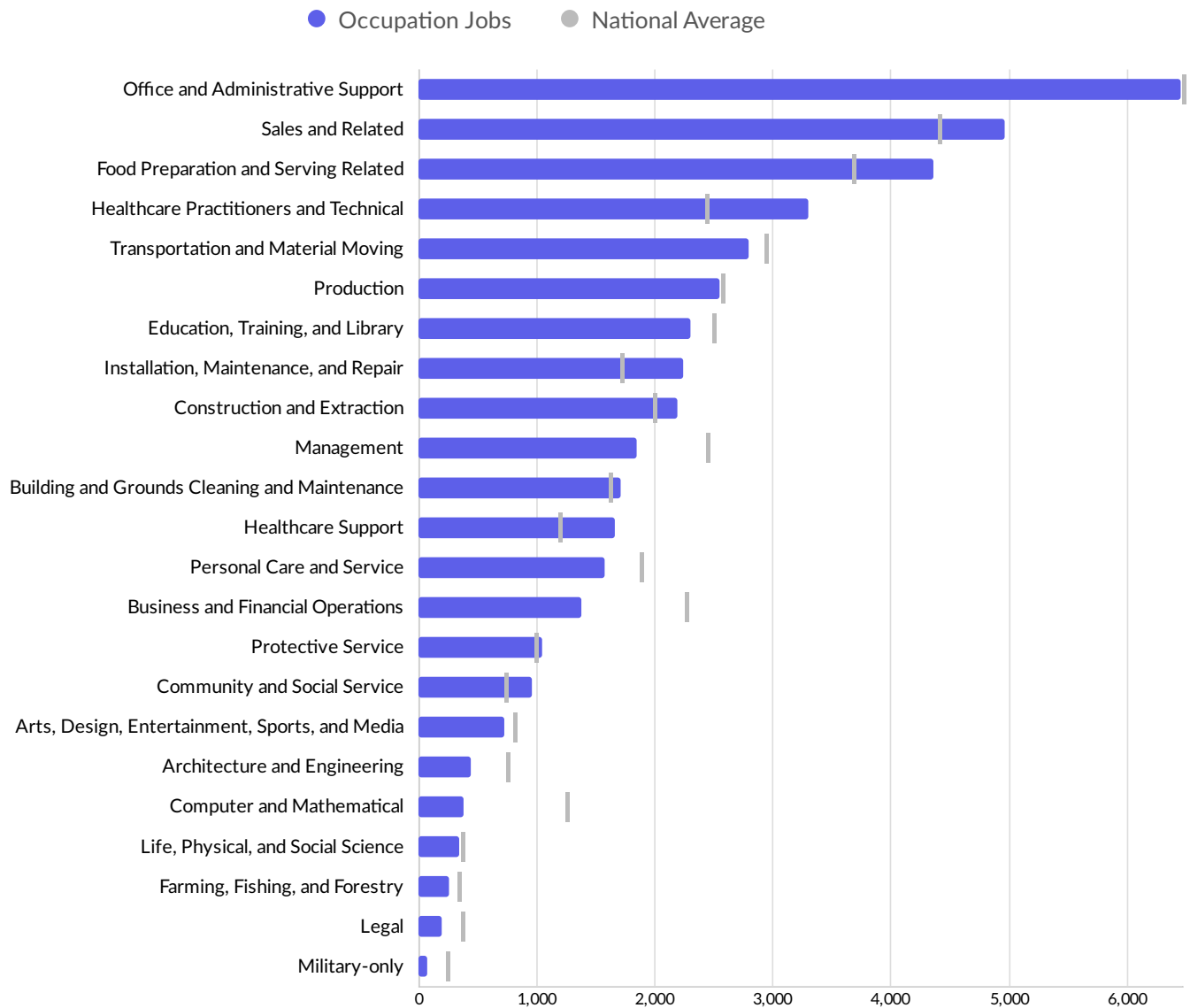


	Percentage	Business Count
1 to 4 employees	46.2%	2,136
5 to 9 employees	23.8%	1,099
10 to 19 employees	15.6%	722
20 to 49 employees	10.2%	470
50 to 99 employees	2.8%	129
100 to 249 employees	0.9%	40
250 to 499 employees	0.3%	16
500+ employees	0.3%	13

**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.*

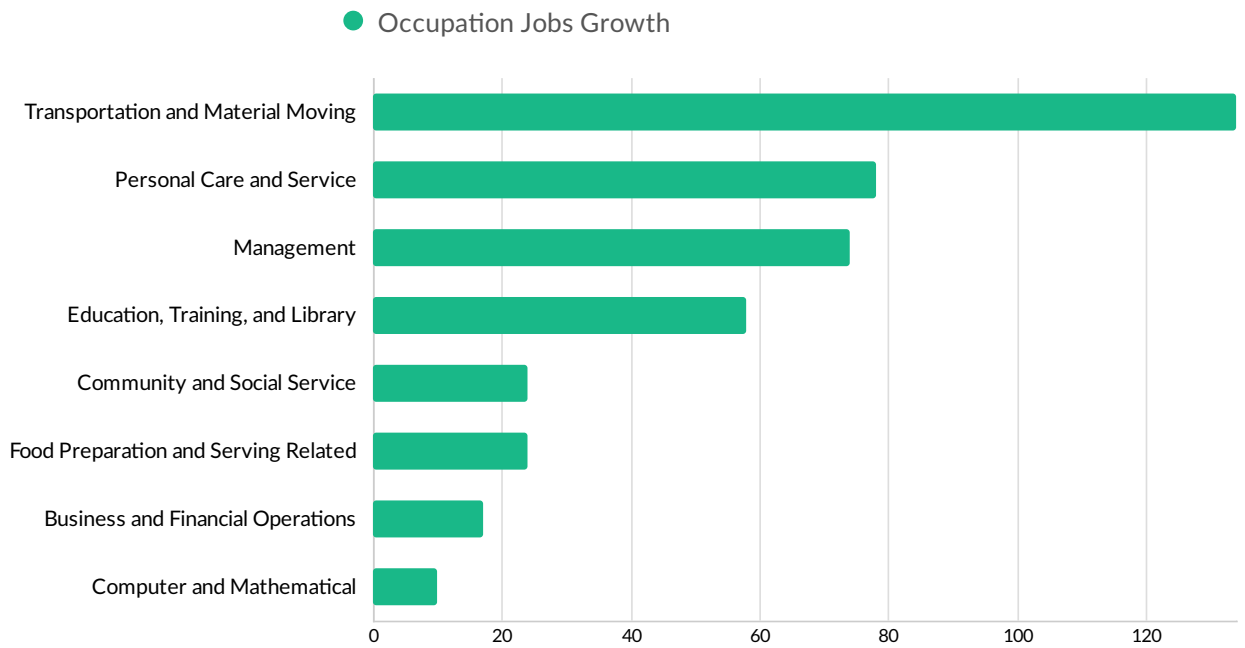
Workforce Characteristics

Largest Occupations



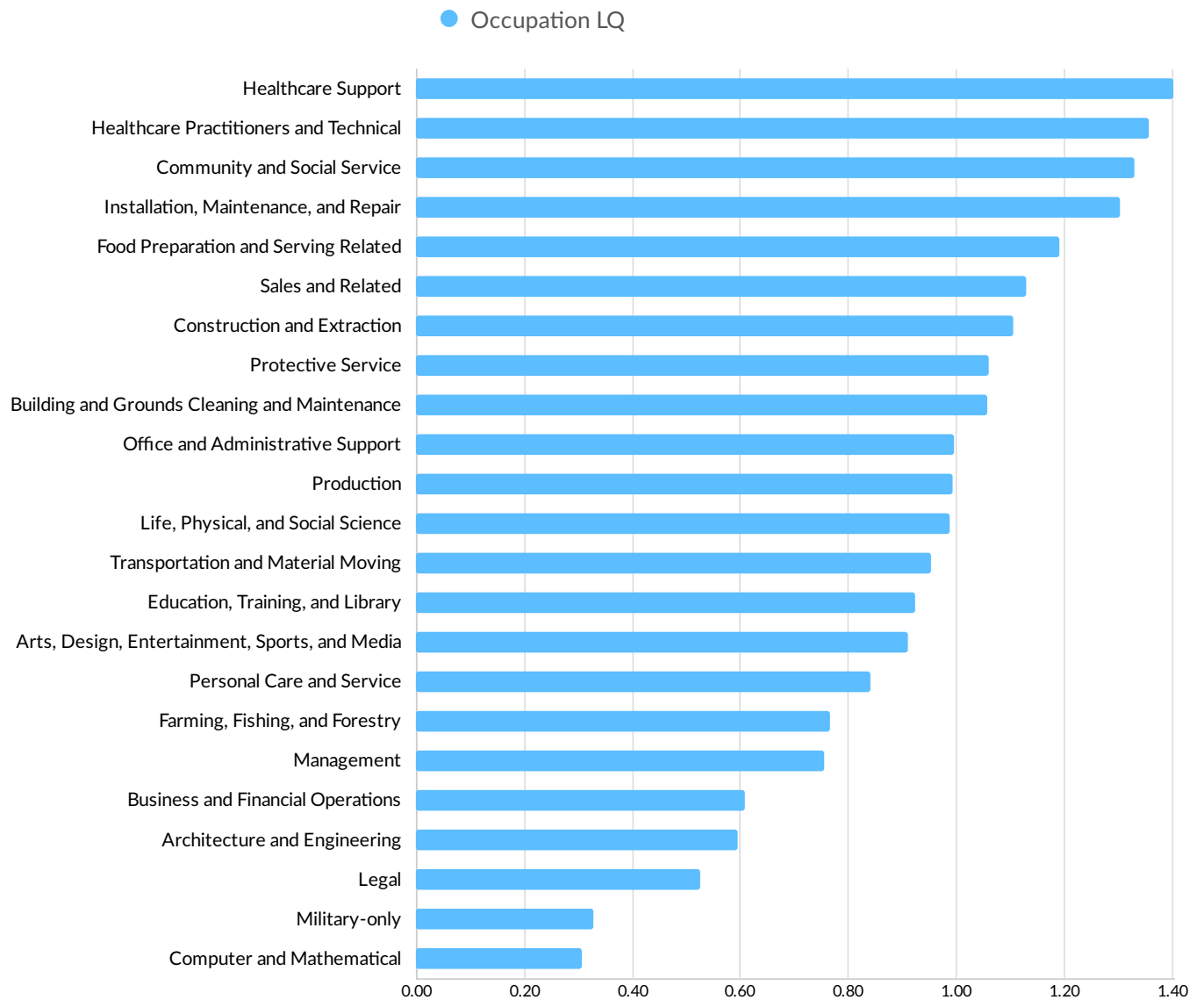
Workforce Characteristics - Cont.

Top Growing Occupations



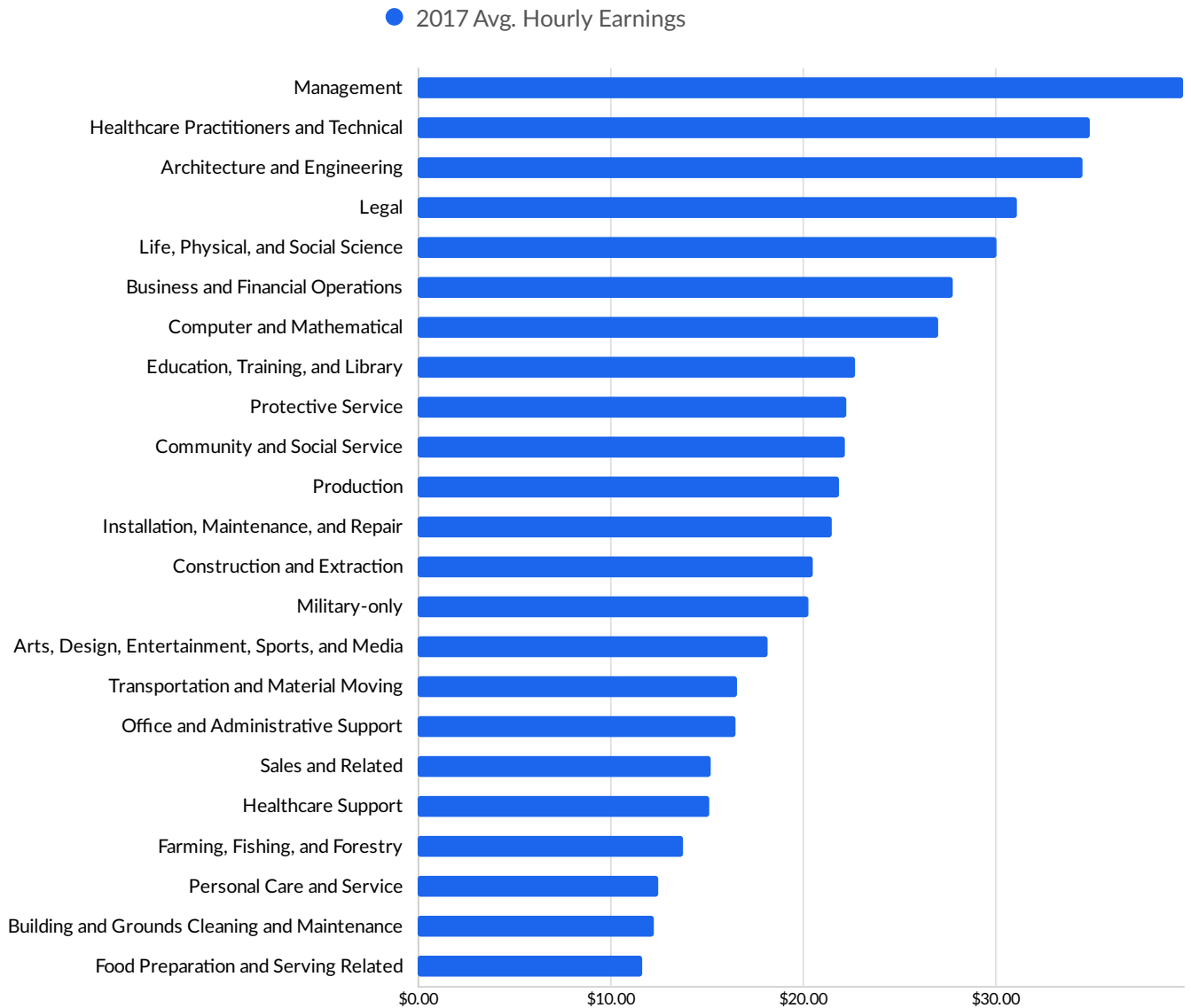
Workforce Characteristics - Cont.

Top Occupation LQ



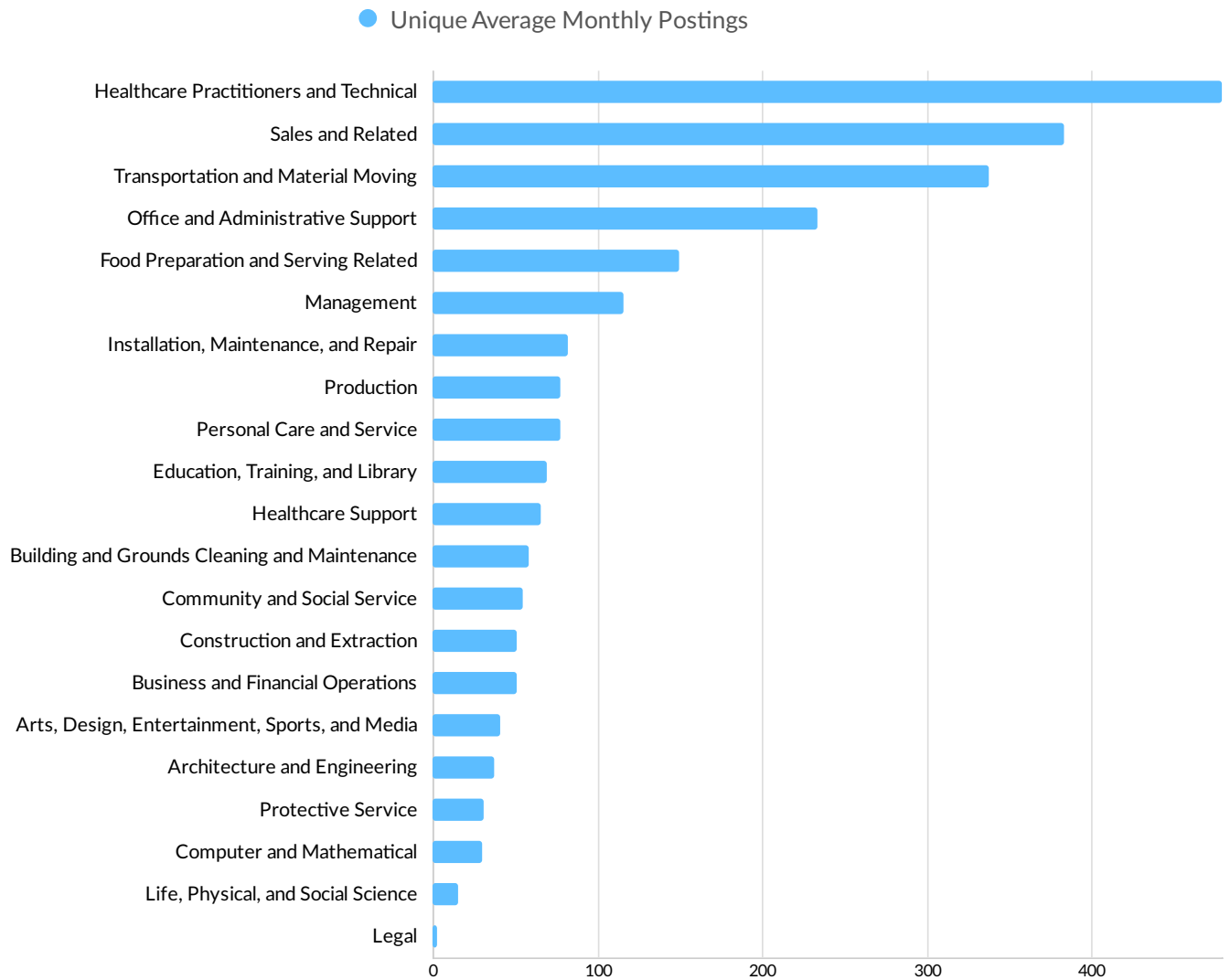
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

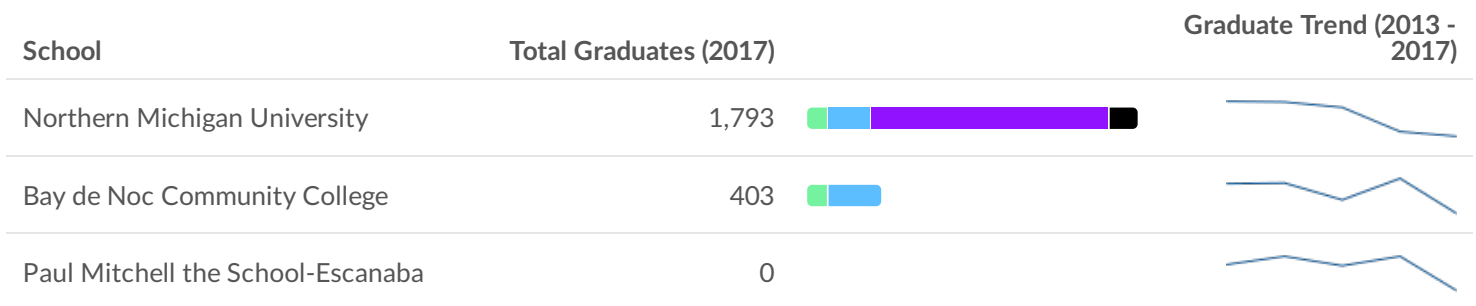
Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Jul 2017 - Jun 2018 Unique Average Monthly Postings
Office and Administrative Support	6,677	6,457	-220	-3%	1.00	\$16.49	234
Sales and Related	5,103	4,967	-136	-3%	1.13	\$15.19	383
Food Preparation and Serving Related	4,347	4,371	24	+1%	1.19	\$11.67	150
Healthcare Practitioners and Technical	3,385	3,309	-76	-2%	1.36	\$34.91	479
Transportation and Material Moving	2,669	2,803	134	+5%	0.96	\$16.61	338
Production	2,767	2,549	-218	-8%	1.00	\$21.89	78
Education, Training, and Library	2,246	2,304	58	+3%	0.92	\$22.74	70
Installation, Maintenance, and Repair	2,310	2,238	-72	-3%	1.30	\$21.53	82
Construction and Extraction	2,324	2,196	-128	-6%	1.11	\$20.52	51
Management	1,771	1,845	74	+4%	0.76	\$39.76	116
Building and Grounds Cleaning and Maintenance	1,859	1,709	-150	-8%	1.06	\$12.27	59
Healthcare Support	1,697	1,665	-32	-2%	1.40	\$15.13	66
Personal Care and Service	1,501	1,579	78	+5%	0.84	\$12.53	77
Business and Financial Operations	1,363	1,380	17	+1%	0.61	\$27.82	51
Protective Service	1,059	1,053	-6	-1%	1.06	\$22.24	31

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Jul 2017 - Jun 2018 Unique Average Monthly Postings
Community and Social Service	939	963	24	+3%	1.33	\$22.20	55
Arts, Design, Entertainment, Sports, and Media	762	729	-33	-4%	0.91	\$18.17	41
Architecture and Engineering	466	438	-28	-6%	0.60	\$34.55	38
Computer and Mathematical	373	383	10	+3%	0.31	\$27.04	31
Life, Physical, and Social Science	365	348	-17	-5%	0.99	\$30.08	16
Farming, Fishing, and Forestry	259	256	-3	-1%	0.77	\$13.77	1
Legal	207	191	-16	-8%	0.53	\$31.15	2
Military-only	86	76	-10	-12%	0.33	\$20.28	0

Educational Pipeline

In 2017, there were 2,196 graduates in Superior Trade Zone. This pipeline has shrunk by 7% over the last 5 years. The highest share of these graduates come from "Art/Art Studies, General", Nursing Administration, and Liberal Arts and Sciences/Liberal Studies.



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