

General Managers*

in Marquette, MI

*Job titles used in government data sources are slightly different from the one you've chosen. This report uses data from the closest matching official classifications (listed below) as a proxy for General Managers data.

General and Operations Managers

Lake Superior Community Partnership



501 S. Front Street
Marquette, Michigan 49855

Contents

What is Emsi Data?	1
Report Parameters	2
Workforce Map	3
Executive Summary	4
Supply (Jobs)	5
Demographic Details	9
Compensation	11
Demand	12
Graduate Pipeline	16

What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

The logo for The Atlantic, featuring the word "The" in a small, italicized serif font above the word "Atlantic" in a larger, italicized serif font.The logo for Forbes, featuring the word "Forbes" in a bold, black, serif font.The logo for Harvard Business Review, featuring the words "Harvard Business Review" in a bold, black, sans-serif font, stacked in three lines.The logo for The New York Times, featuring the words "The New York Times" in a black, serif font, stacked in three lines.The logo for The Wall Street Journal, featuring the letters "WSJ" in a large, black, serif font.The logo for USA Today, featuring a solid black circle to the left of the words "USA TODAY" in a bold, black, sans-serif font.

Report Parameters

1 Job Title

General Managers

1 MSA

32100 Marquette, MI

Class of Worker

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

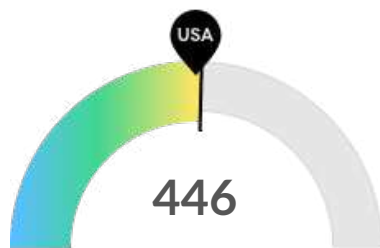
The information in this report pertains to the chosen job title and geographical area.

Workforce Map



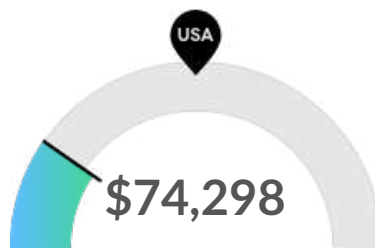
Executive Summary

Light Hiring Competition Over an Average Supply of Regional Talent



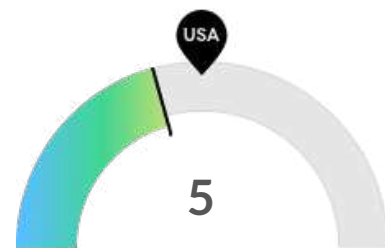
Supply (Jobs)

Marquette, MI is about average for this kind of talent. The national average for an area this size is 434* employees, while there are 446 here.



Compensation

The cost for talent is low in Marquette, MI. The national median salary for General Managers is \$100,328, while you'll pay \$74,298 here.



Demand (Job Postings)

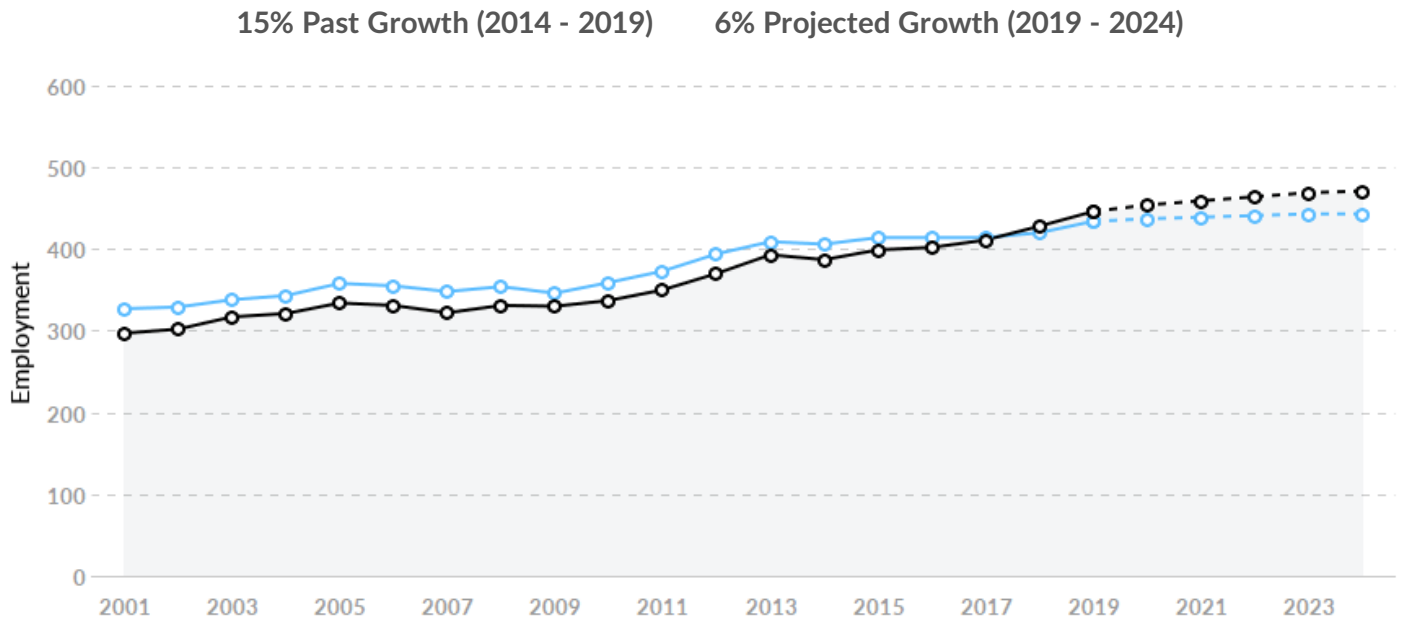
Competition from online job postings is low in Marquette, MI. The national average for an area this size is 7* job postings/mo, while there are 5 here.

*National average values are derived by taking the national value for General Managers and scaling it down to account for the difference in overall workforce size between the nation and Marquette, MI. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

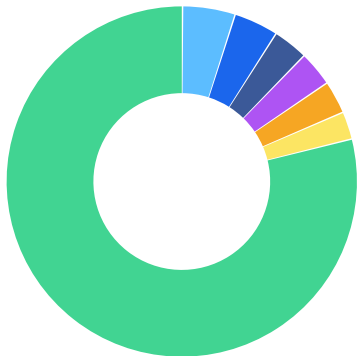
Supply Is About Equal to the National Average

The regional vs. national average employment helps you understand if the supply of General Managers is a strength or weakness for Marquette, MI, and how it is changing relative to the nation. An average area of this size would have 434* employees, while there are 446 here. The gap between expected and actual employment is expected to increase over the next 5 years.



*National average values are derived by taking the national value for General Managers and scaling it down to account for the difference in overall workforce size between the nation and Marquette, MI. In other words, the values represent the national average adjusted for region size.

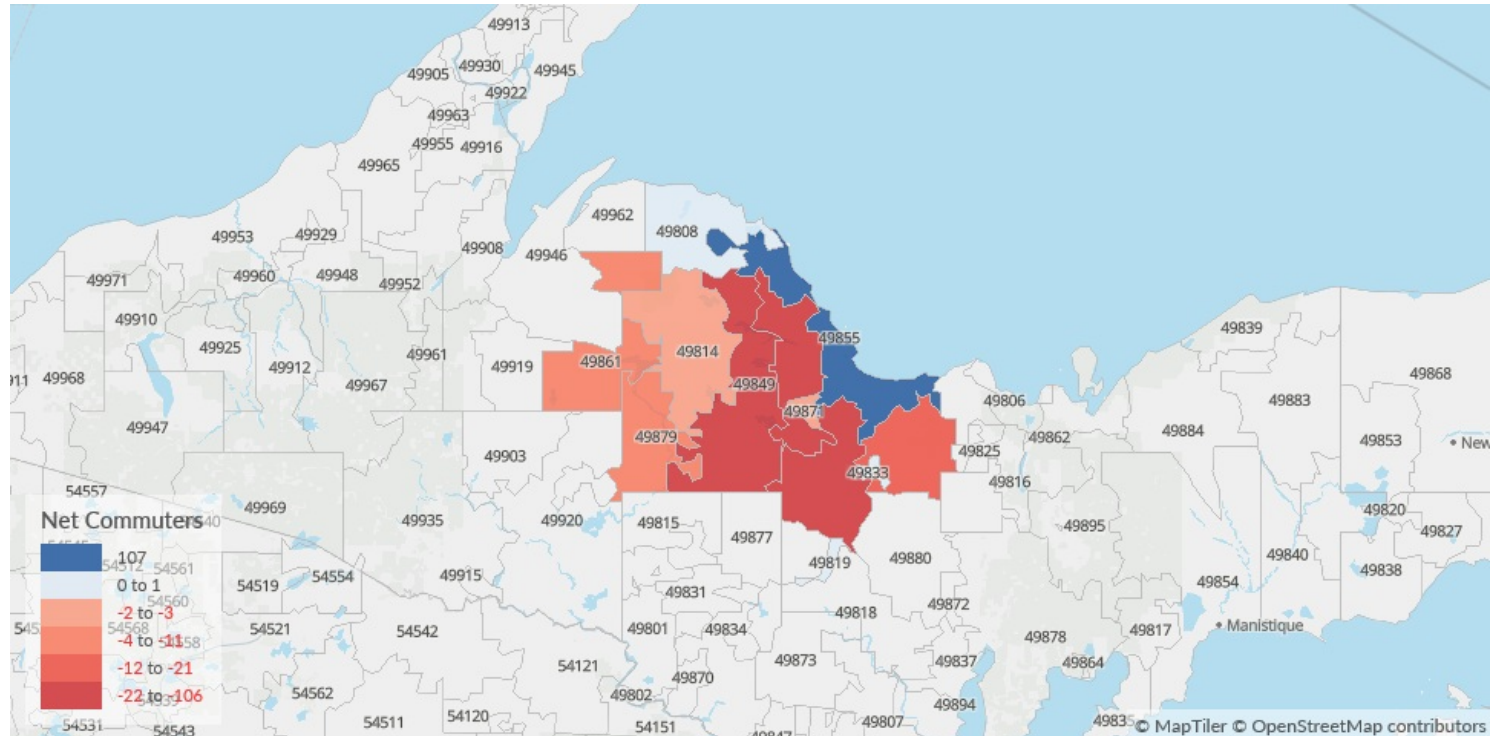
Most Jobs are Found in the Local Government, Excluding Education and Hospitals Industry Sector



Industry	% of Occupation in Industry (2019)
Local Government, Excluding Education and Hospitals	4.9%
Management of Companies and Enterprises	4.1%
Other Professional, Scientific, and Technical Services	3.2%
Restaurants and Other Eating Places	3.2%
Individual and Family Services	3.0%
Metal Ore Mining	2.6%
Other	79.0%

Place of Work vs Place of Residence

Understanding where talent in Marquette, MI currently works compared to where talent lives can help you optimize site decisions.



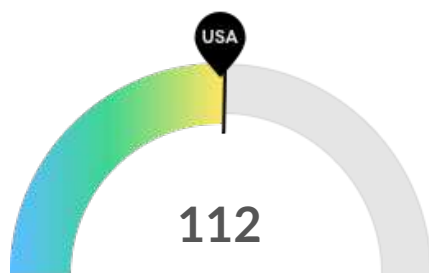
Where Talent Works

ZIP	Name	2019 Employment
49855	Marquette, MI (in Marq...	304
49849	Ishpeming, MI (in Marq...	62
49866	Negaunee, MI (in Marq...	41
49841	Gwinn, MI (in Marquett...	18
49871	Palmer, MI (in Marquett...	<10

Where Talent Lives

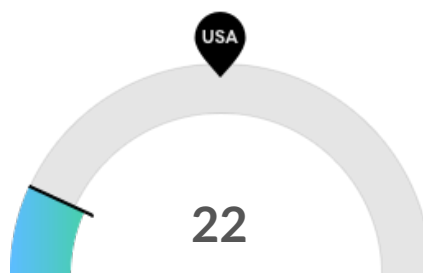
ZIP	Name	2019 Workers
49855	Marquette, MI (in Marq...	197
49849	Ishpeming, MI (in Marq...	86
49866	Negaunee, MI (in Marq...	63
49841	Gwinn, MI (in Marquett...	40
49885	Skandia, MI (in Marquet...	15

Retirement Risk Is About Average, While Overall Diversity Is Low



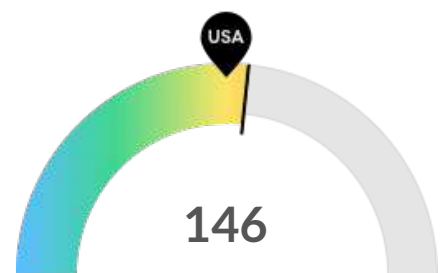
Retiring Soon

Retirement risk is about average in Marquette, MI. The national average for an area this size is 110* employees 55 or older, while there are 112 here.



Racial Diversity

Racial diversity is low in Marquette, MI. The national average for an area this size is 104* racially diverse employees, while there are 22 here.



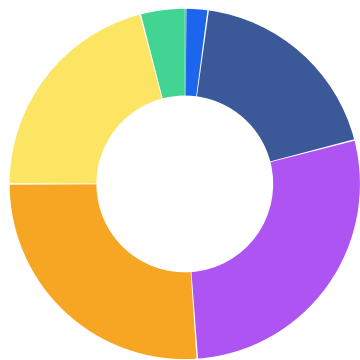
Gender Diversity

Gender diversity is high in Marquette, MI. The national average for an area this size is 133* female employees, while there are 146 here.

*National average values are derived by taking the national value for General Managers and scaling it down to account for the difference in overall workforce size between the nation and Marquette, MI. In other words, the values represent the national average adjusted for region size.

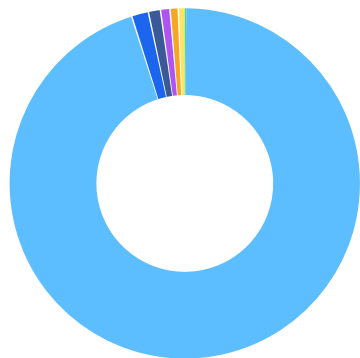
Demographic Details

Occupation Age Breakdown



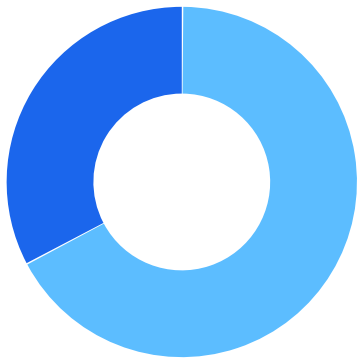
	% of Jobs	Jobs
14-18	0.0%	0
19-24	2.0%	9
25-34	18.8%	84
35-44	27.9%	124
45-54	26.1%	117
55-64	20.9%	93
65+	4.2%	19

Occupation Race/Ethnicity Breakdown



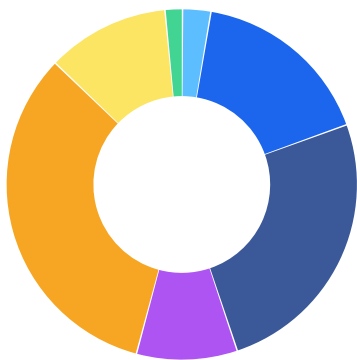
	% of Jobs	Jobs
White	95.0%	424
Black or African American	1.6%	7
Two or More Races	1.1%	5
Hispanic or Latino	0.9%	4
American Indian or Alaska Native	0.8%	3
Asian	0.7%	3
Native Hawaiian or Other Pacific Islander	0.0%	0

Occupation Gender Breakdown



	% of Jobs	Jobs
● Males	67.2%	300
● Females	32.8%	146

National Educational Attainment

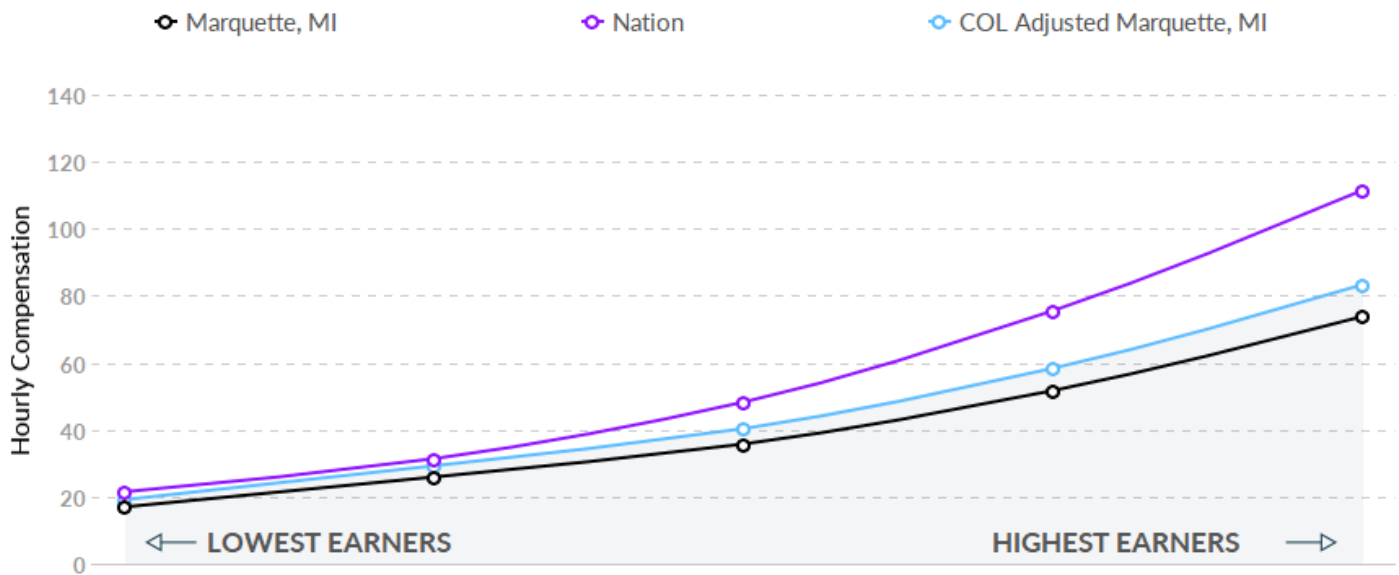


	% of Jobs
● Less than high school diploma	2.6%
● High school diploma or equivalent	16.8%
● Some college, no degree	25.4%
● Associate's degree	9.3%
● Bachelor's degree	33.0%
● Master's degree	11.3%
● Doctoral or professional degree	1.6%

Compensation

Talent Is 26% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2019, the median compensation for General Managers in Marquette, MI is \$35.72/hr. Based on the national median wage of \$48.23/hr for this position, this means you will spend about 26% less to employ General Managers here. However, their actual purchasing power will be 16% less than the national median when we adjust for regional cost of living (which is 11% lower than average). This may make it harder to attract talent to the region at this price.



Demand



41 Employers Competing

All employers in the region who posted for this job over the last 12 months.



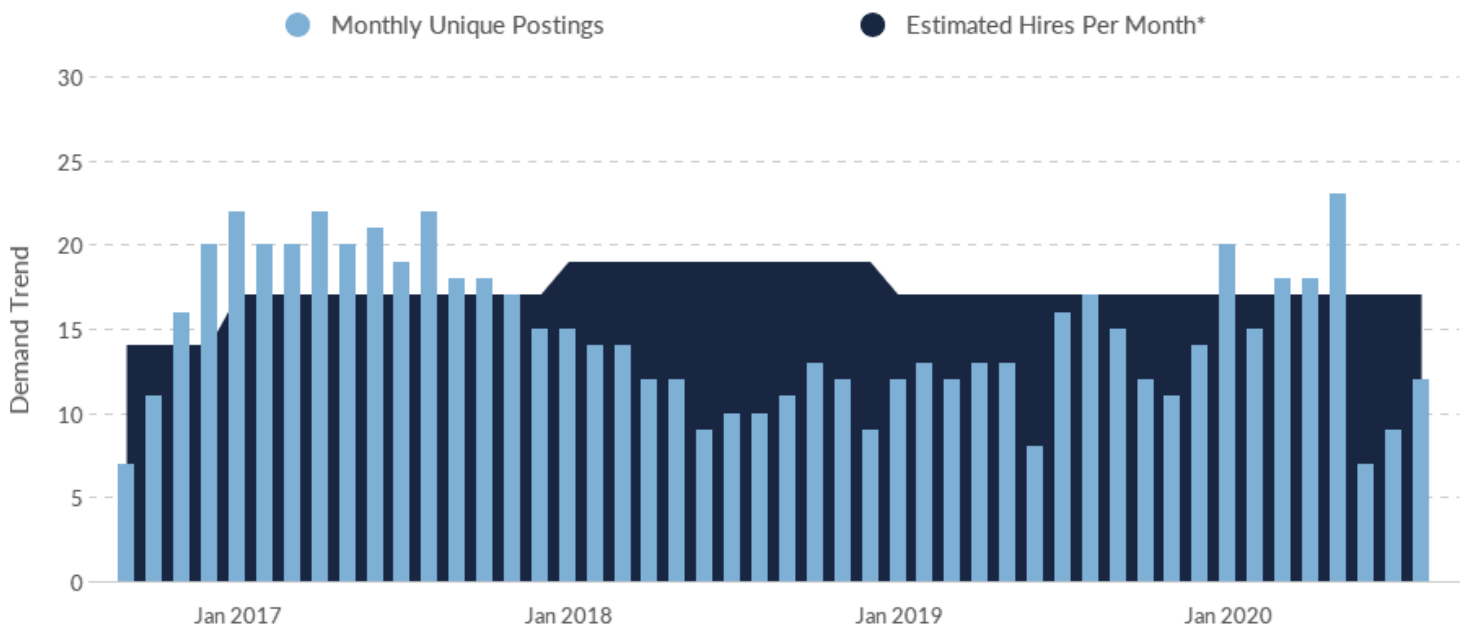
62 Unique Job Postings

The number of unique postings for this job over the last 12 months.



43 Day Median Duration

Posting duration is 9 days longer than what's typical in the region.

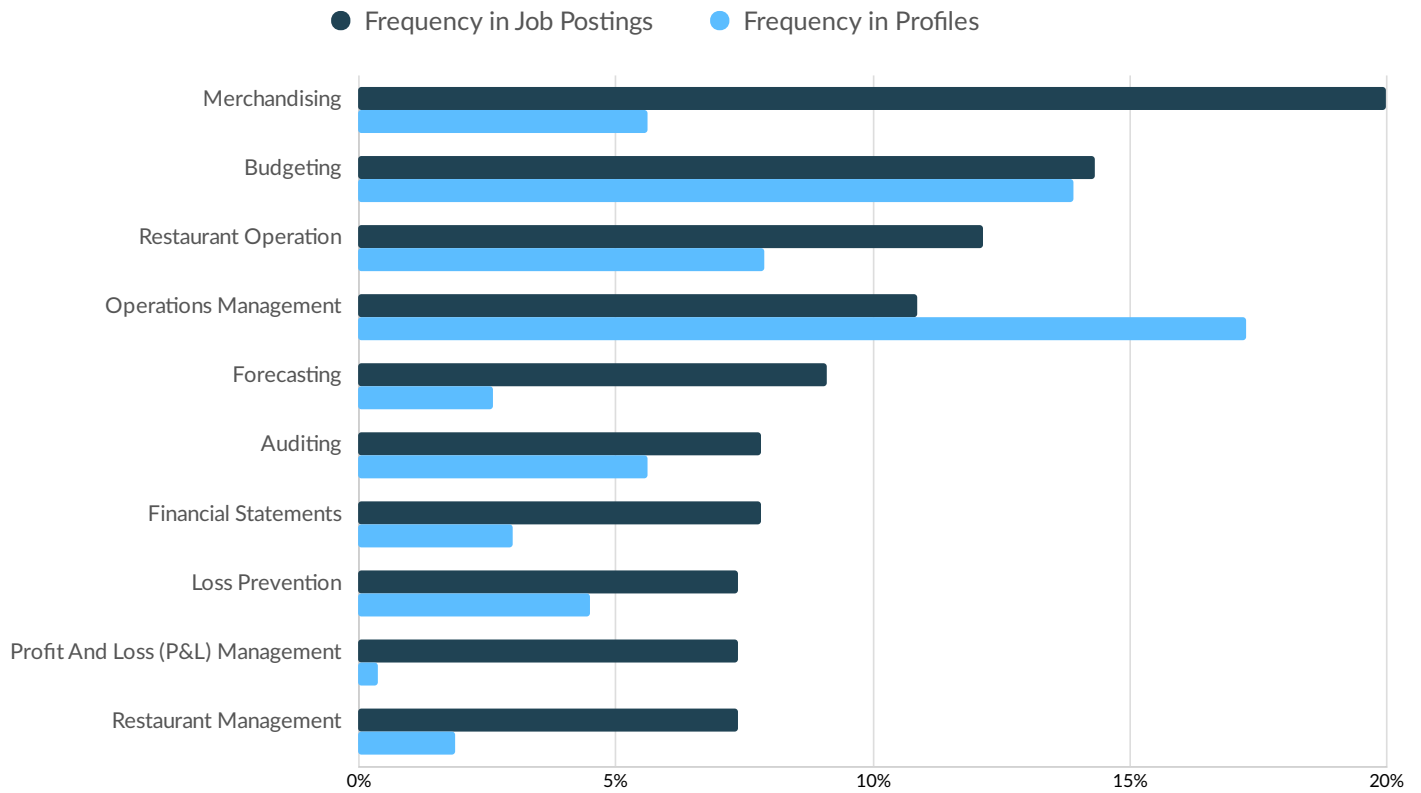


Occupation	Avg Monthly Postings (Sep 2019 - Aug 2020)	Avg Monthly Hires (Sep 2019 - Aug 2020)
General and Operations Managers	15	17

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi hires are calculated using a combination of Emsi jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

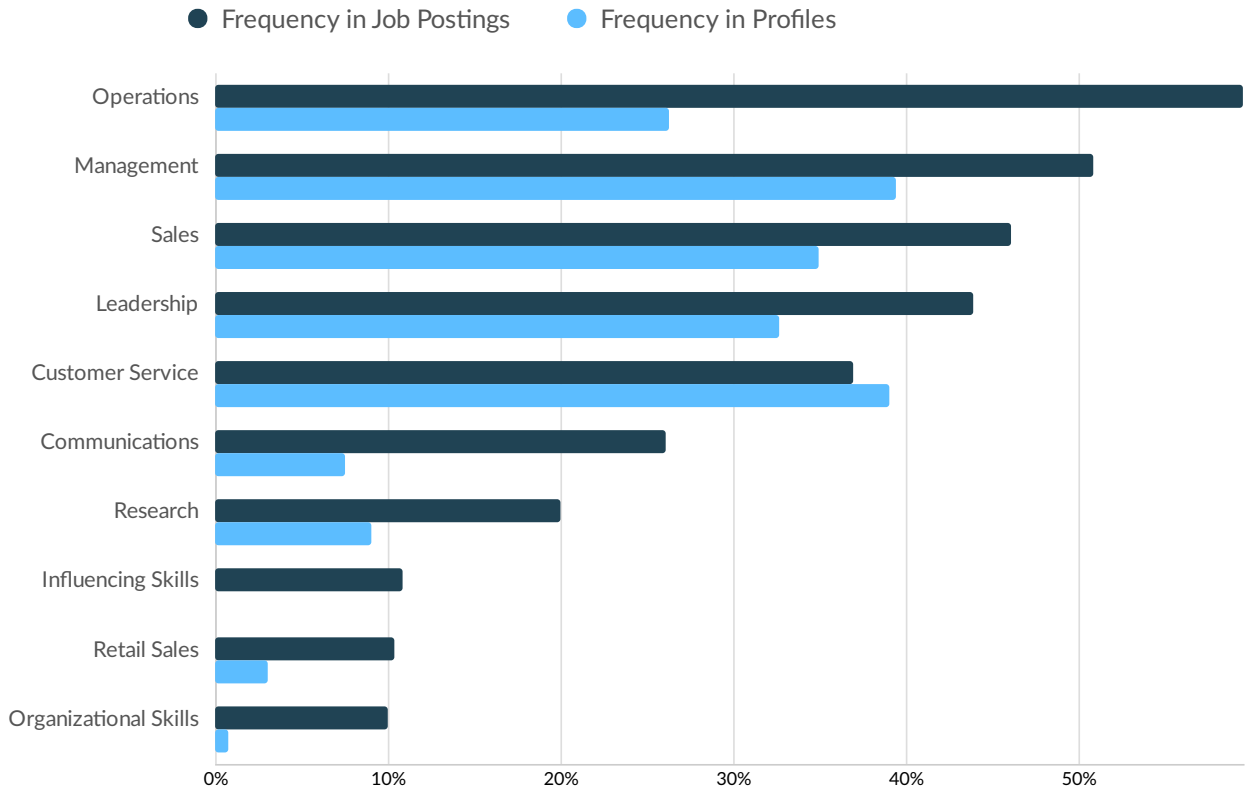
Top Companies	Unique Postings	Top Job Titles	Unique Postings
Dyno Nobel Inc.	4 	General Managers	15 
Advance Auto Parts, Inc.	3 	Operations Managers	7 
Meijer, Inc.	3 	Store Managers	7 
Ulta Salon, Cosmetics & Fragan...	3 	Branch Managers	4 
Boy Scouts of America	2 	Business Finance Managers	4 

Top Hard Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Merchandising	46	20%	15	6%
Budgeting	33	14%	37	14%
Restaurant Operation	28	12%	21	8%
Operations Management	25	11%	46	17%
Forecasting	21	9%	7	3%
Auditing	18	8%	15	6%
Financial Statements	18	8%	8	3%
Loss Prevention	17	7%	12	5%
Profit And Loss (P&L) Management	17	7%	1	0%
Restaurant Management	17	7%	5	2%

Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Operations	137	60%	70	26%
Management	117	51%	105	39%
Sales	106	46%	93	35%
Leadership	101	44%	87	33%
Customer Service	85	37%	104	39%
Communications	60	26%	20	8%
Research	46	20%	24	9%
Influencing Skills	25	11%	0	0%
Retail Sales	24	10%	8	3%
Organizational Skills	23	10%	2	1%

Graduate Pipeline



5 Programs

9 programs can train for this job, while only 5 programs have produced completers in this region.



81 Completions (2019)

The completions from all regional institutions for all degree types.



46 Openings (2019)

The average number of openings for an occupation in the region is 5.

Top Programs		Completions (2019)		Top Schools		Completions (2019)	
Business Administration and Ma...	47	<div></div>		Northern Michigan University	81	<div></div>	
Public Administration	19	<div></div>					
Entrepreneurship/Entrepreneur...	10	<div></div>					
Business/Commerce, General	5	<div></div>					