

# Industry Cluster Identification

for 3 Michigan ZIPs

Emsi Q1 2021 Data Set

March 2021

Macomb County Department of Planning and Economic Development



1 South Main St. 7th Fl.  
Mt. Clemens, Michigan 48043  
586.469.5285

# Parameters

Regions:

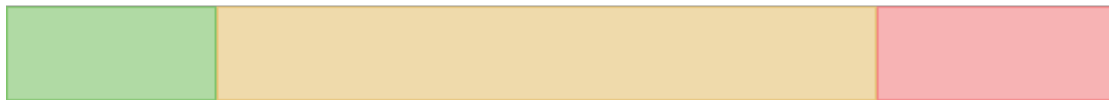
Code	Description	Code	Description
48035	Clinton Township, MI (in Macomb county)	48038	Clinton Township, MI (in Macomb county)
48036	Clinton Township, MI (in Macomb county)		

Datarun: 2021.1 – QCEW Employees, Non-QCEW Employees, and Self-Employed

## Executive Summary

- Your highest ranked cluster is Automotive, with a score of 80 (out of 100) points.
- Your average cluster score is 42 (out of 100) points. This is *not* a benchmark against other regions; it only compares the relative performance of your clusters to each other. Clusters ranked higher than 42 are above average for your region, while clusters ranked lower than 42 are below average.
- Top clusters must have a score of at least 51, while bottom clusters must have a score of 33 or less. These thresholds are determined by applying the average deviation (plus or minus 9) to the average cluster score 42.

■ 8 Top Clusters   ■ 25 Average Clusters   ■ 9 Bottom Clusters



## Cluster Rankings

### Automotive

80

You have 5 industries in this cluster:

NAICS	Industry	Jobs	Score
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	138	54
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	182	51
336370	Motor Vehicle Metal Stamping	802	100
336390	Other Motor Vehicle Parts Manufacturing	469	65
336992	Military Armored Vehicle, Tank, and Tank Component Manufacturing	13	50

### Local Utilities

73

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
221122	Electric Power Distribution	204	77
517911	Telecommunications Resellers	26	35

### Local Education and Training

63

You have 4 industries in this cluster:

NAICS	Industry	Jobs	Score
611110	Elementary and Secondary Schools	164	29
611610	Fine Arts Schools	11	28
624310	Vocational Rehabilitation Services	164	24
903611	Elementary and Secondary Schools (Local Government)	4,150	66

## Federal Government Services

60

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
901149	US Postal Service	147	40
901199	Federal Government, Civilian, Excluding Postal Service	783	70
901200	Federal Government, Military	213	33

## Financial Services

53

You have 6 industries in this cluster:

NAICS	Industry	Jobs	Score
522291	Consumer Lending	73	41
522292	Real Estate Credit	232	60
522298	All Other Nondepository Credit Intermediation	11	34
523120	Securities Brokerage	12	62
523920	Portfolio Management	10	44
523930	Investment Advice	39	41

## Printing Services

53

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
323111	Commercial Printing (except Screen and Books)	254	43
323117	Books Printing	141	70

## Downstream Metal Products

53

You have 4 industries in this cluster:

NAICS	Industry	Jobs	Score
332216	Saw Blade and Handtool Manufacturing	153	63
332311	Prefabricated Metal Building and Component Manufacturing	16	38
332312	Fabricated Structural Metal Manufacturing	11	38
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	105	40

## Metalworking Technology

51

You have 8 industries in this cluster:

NAICS	Industry	Jobs	Score
332313	Plate Work Manufacturing	25	40
332721	Precision Turned Product Manufacturing	24	38
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	192	45
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	15	36
333511	Industrial Mold Manufacturing	247	56
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	258	55
333515	Cutting Tool and Machine Tool Accessory Manufacturing	86	54
333517	Machine Tool Manufacturing	16	41

## Upstream Metal Manufacturing

51

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
332111	Iron and Steel Forging	71	54
332119	Metal Crown, Closure, and Other Metal Stamping (except Automotive)	15	36

## Local Logistical Services

51

You have 5 industries in this cluster:

NAICS	Industry	Jobs	Score
484110	General Freight Trucking, Local	603	51
492110	Couriers and Express Delivery Services	391	53
531130	Lessors of Miniwarehouses and Self-Storage Units	31	36
562111	Solid Waste Collection	333	55
621910	Ambulance Services	328	47

## Insurance Services

50

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
524113	Direct Life Insurance Carriers	33	36
524291	Claims Adjusting	121	54

## Construction Products and Services

48

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
236210	Industrial Building Construction	39	48

## Local Health Services

48

You have 25 industries in this cluster:

NAICS	Industry	Jobs	Score
339116	Dental Laboratories	74	41
446110	Pharmacies and Drug Stores	214	34
446130	Optical Goods Stores	39	37
621111	Offices of Physicians (except Mental Health Specialists)	1,389	58
621210	Offices of Dentists	451	35
621310	Offices of Chiropractors	65	33
621320	Offices of Optometrists	75	39
621330	Offices of Mental Health Practitioners (except Physicians)	30	35
621340	Offices of Physical, Occupational and Speech Therapists, and Audiologists	143	35
621391	Offices of Podiatrists	22	37
621420	Outpatient Mental Health and Substance Abuse Centers	152	35
621492	Kidney Dialysis Centers	329	51
621493	Freestanding Ambulatory Surgical and Emergency Centers	15	36
621498	All Other Outpatient Care Centers	36	36
621511	Medical Laboratories	23	31
621610	Home Health Care Services	349	32
621999	All Other Miscellaneous Ambulatory Health Care Services	21	37
622110	General Medical and Surgical Hospitals	2,555	54
623110	Nursing Care Facilities (Skilled Nursing Facilities)	463	41
623210	Residential Intellectual and Developmental Disability Facilities	126	30
623220	Residential Mental Health and Substance Abuse Facilities	16	32
623312	Assisted Living Facilities for the Elderly	126	32
623990	Other Residential Care Facilities	123	35
812210	Funeral Homes and Funeral Services	17	34
812220	Cemeteries and Crematories	60	45



## Local Government Services

46

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
903999	Local Government, Excluding Education and Hospitals	866	46

## Production Technology and Heavy Machinery

45

You have 4 industries in this cluster:

NAICS	Industry	Jobs	Score
333249	Other Industrial Machinery Manufacturing	60	41
333922	Conveyor and Conveying Equipment Manufacturing	48	43
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	58	51
333996	Fluid Power Pump and Motor Manufacturing	30	44

## Business Services

43

You have 11 industries in this cluster:

NAICS	Industry	Jobs	Score
518210	Data Processing, Hosting, and Related Services	114	49
541199	All Other Legal Services	46	43
541310	Architectural Services	17	39
541330	Engineering Services	217	56
541511	Custom Computer Programming Services	87	46
541512	Computer Systems Design Services	57	40
541519	Other Computer Related Services	160	1
541611	Administrative Management and General Management Consulting Services	56	42
541990	All Other Professional, Scientific, and Technical Services	32	34
551114	Corporate, Subsidiary, and Regional Managing Offices	344	54
561311	Employment Placement Agencies	44	35

## Local Financial Services

42



You have 4 industries in this cluster:

NAICS	Industry	Jobs	Score
522110	Commercial Banking	210	40
522130	Credit Unions	235	44
524210	Insurance Agencies and Brokerages	322	45
541213	Tax Preparation Services	113	34

## Distribution and Electronic Commerce

42

You have 10 industries in this cluster:

NAICS	Industry	Jobs	Score
423450	Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	23	41
423830	Industrial Machinery and Equipment Merchant Wholesalers	168	42
423910	Sporting and Recreational Goods and Supplies Merchant Wholesalers	92	45
424480	Fresh Fruit and Vegetable Merchant Wholesalers	59	38
424610	Plastics Materials and Basic Forms and Shapes Merchant Wholesalers	74	48
424940	Tobacco and Tobacco Product Merchant Wholesalers	27	38
425120	Wholesale Trade Agents and Brokers	78	40
454110	Electronic Shopping and Mail-Order Houses	69	34
561499	All Other Business Support Services	134	44
561910	Packaging and Labeling Services	39	39

## State Government Services

42

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
902999	State Government, Excluding Education and Hospitals	194	42

## Recreational and Small Electric Goods

41

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
339920	Sporting and Athletic Goods Manufacturing	12	35
339930	Doll, Toy, and Game Manufacturing	11	36
339999	All Other Miscellaneous Manufacturing	60	44

## Transportation and Logistics

41

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
482110	Rail transportation	11	41
484121	General Freight Trucking, Long-Distance, Truckload	103	41

## Local Food and Beverage Processing and Distribution

40

You have 11 industries in this cluster:

NAICS	Industry	Jobs	Score
311811	Retail Bakeries	18	29
424450	Confectionery Merchant Wholesalers	47	37
424490	Other Grocery and Related Products Merchant Wholesalers	77	35
424810	Beer and Ale Merchant Wholesalers	86	37
445110	Supermarkets and Other Grocery (except Convenience) Stores	763	44
445120	Convenience Stores	63	29
445292	Confectionery and Nut Stores	11	31
445299	All Other Specialty Food Stores	67	34
445310	Beer, Wine, and Liquor Stores	64	30
453991	Tobacco Stores	14	30
454390	Other Direct Selling Establishments	66	34

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
337127	Institutional Furniture Manufacturing	38	39

 Local Real Estate, Construction, and Development

You have 34 industries in this cluster:

NAICS	Industry	Jobs	Score
236115	New Single-Family Housing Construction (except For-Sale Builders)	11	33
236116	New Multifamily Housing Construction (except For-Sale Builders)	26	35
236118	Residential Remodelers	224	38
236220	Commercial and Institutional Building Construction	142	40
237210	Land Subdivision	16	39
237310	Highway, Street, and Bridge Construction	27	45
238110	Poured Concrete Foundation and Structure Contractors	28	37
238120	Structural Steel and Precast Concrete Contractors	21	38
238130	Framing Contractors	49	35
238140	Masonry Contractors	27	34
238150	Glass and Glazing Contractors	33	37
238160	Roofing Contractors	70	41
238210	Electrical Contractors and Other Wiring Installation Contractors	208	43
238220	Plumbing, Heating, and Air-Conditioning Contractors	344	43
238290	Other Building Equipment Contractors	15	43
238310	Drywall and Insulation Contractors	61	33
238320	Painting and Wall Covering Contractors	57	33
238330	Flooring Contractors	35	34
238340	Tile and Terrazzo Contractors	25	35
238350	Finish Carpentry Contractors	164	36

238910	Site Preparation Contractors	144	32
238990	All Other Specialty Trade Contractors	49	36
332322	Sheet Metal Work Manufacturing	22	40
337212	Custom Architectural Woodwork and Millwork Manufacturing	14	37
444110	Home Centers	311	32
444190	Other Building Material Dealers	44	38
531110	Lessors of Residential Buildings and Dwellings	152	39
531190	Lessors of Other Real Estate Property	26	35
531210	Offices of Real Estate Agents and Brokers	171	40
531311	Residential Property Managers	37	34
531312	Nonresidential Property Managers	173	47
531320	Offices of Real Estate Appraisers	37	41
531390	Other Activities Related to Real Estate	40	39
541191	Title Abstract and Settlement Offices	26	40

## Local Motor Vehicle Products and Services

38

You have 15 industries in this cluster:

NAICS	Industry	Jobs	Score
441110	New Car Dealers	421	46
441120	Used Car Dealers	96	38
441222	Boat Dealers	11	42
441228	Motorcycle, ATV, and All Other Motor Vehicle Dealers	66	36
441310	Automotive Parts and Accessories Stores	62	31
441320	Tire Dealers	15	33
447110	Gasoline Stations with Convenience Stores	160	32
488410	Motor Vehicle Towing	22	36
811111	General Automotive Repair	117	34

811118	Other Automotive Mechanical and Electrical Repair and Maintenance	18	35
811121	Automotive Body, Paint, and Interior Repair and Maintenance	112	35
811122	Automotive Glass Replacement Shops	18	32
811191	Automotive Oil Change and Lubrication Shops	41	33
811192	Car Washes	103	29
812930	Parking Lots and Garages	29	29

## Wood Products

37

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
321918	Other Millwork (including Flooring)	31	40
321920	Wood Container and Pallet Manufacturing	13	33

## Lighting and Electrical Equipment

36

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
335312	Motor and Generator Manufacturing	14	36

## Local Entertainment and Media

36

You have 6 industries in this cluster:

NAICS	Industry	Jobs	Score
443142	Electronics Stores	279	40
451110	Sporting Goods Stores	101	31
451211	Book Stores	23	30
511110	Newspaper Publishers	13	33

512131	Motion Picture Theaters (except Drive-Ins)	26	29
515120	Television Broadcasting	15	32

## Marketing, Design, and Publishing

36

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
541430	Graphic Design Services	48	35
541613	Marketing Consulting Services	65	37

## Food Processing and Manufacturing

36

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
311513	Cheese Manufacturing	50	35
311942	Spice and Extract Manufacturing	25	37

## Local Commercial Services

35

You have 14 industries in this cluster:

NAICS	Industry	Jobs	Score
339950	Sign Manufacturing	33	38
453210	Office Supplies and Stationery Stores	10	30
541110	Offices of Lawyers	207	40
541211	Offices of Certified Public Accountants	271	36
541219	Other Accounting Services	165	44
541380	Testing Laboratories	32	43
561110	Office Administrative Services	31	36

561320	Temporary Help Services	240	24
561612	Security Guards and Patrol Services	50	32
561621	Security Systems Services (except Locksmiths)	37	37
561710	Exterminating and Pest Control Services	16	35
561720	Janitorial Services	123	29
811310	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance	121	39
811412	Appliance Repair and Maintenance	22	35

## Local Household Goods and Services

34

You have 7 industries in this cluster:

NAICS	Industry	Jobs	Score
442110	Furniture Stores	66	38
442210	Floor Covering Stores	29	36
442299	All Other Home Furnishings Stores	11	29
444130	Hardware Stores	62	31
444210	Outdoor Power Equipment Stores	29	37
453110	Florists	19	30
561730	Landscaping Services	293	33

## Local Industrial Products and Services

33

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
332710	Machine Shops	247	33
811219	Other Electronic and Precision Equipment Repair and Maintenance	38	39

## Agricultural Inputs and Services

33

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
111000	Crop Production	163	33
115115	Farm Labor Contractors and Crew Leaders	22	30

## Local Personal Services (Non-Medical)

32

You have 14 industries in this cluster:

NAICS	Industry	Jobs	Score
446120	Cosmetics, Beauty Supplies, and Perfume Stores	66	30
446199	All Other Health and Personal Care Stores	36	35
453910	Pet and Pet Supplies Stores	34	30
453998	All Other Miscellaneous Store Retailers (except Tobacco Stores)	105	36
532289	All Other Consumer Goods Rental	20	33
541921	Photography Studios, Portrait	10	30
541940	Veterinary Services	220	37
624410	Child Day Care Services	187	30
811490	Other Personal and Household Goods Repair and Maintenance	18	33
812112	Beauty Salons	186	29
812199	Other Personal Care Services	42	30
812310	Coin-Operated Laundries and Drycleaners	19	30
812910	Pet Care (except Veterinary) Services	55	31
812990	All Other Personal Services	59	32

## Textile Manufacturing

32

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
314120	Curtain and Linen Mills	10	32



You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
561510	Travel Agencies	29	32
713120	Amusement Arcades	20	32
713990	All Other Amusement and Recreation Industries	39	30

 Local Retailing of Clothing and General Merchandise

You have 10 industries in this cluster:

NAICS	Industry	Jobs	Score
448120	Women's Clothing Stores	38	24
448140	Family Clothing Stores	164	34
448150	Clothing Accessories Stores	44	21
448190	Other Clothing Stores	49	30
448210	Shoe Stores	36	29
448310	Jewelry Stores	60	33
452210	Department Stores	345	25
452311	Warehouse Clubs and Supercenters	609	34
452319	All Other General Merchandise Stores	145	32
453310	Used Merchandise Stores	57	31

 Performing Arts

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
711110	Theater Companies and Dinner Theaters	15	28
711120	Dance Companies	29	33

711510	Independent Artists, Writers, and Performers	38	30
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## Local Community and Civic Organizations

29

You have 8 industries in this cluster:

NAICS	Industry	Jobs	Score
624120	Services for the Elderly and Persons with Disabilities	557	27
624190	Other Individual and Family Services	38	33
813110	Religious Organizations	210	30
813212	Voluntary Health Organizations	25	40
813311	Human Rights Organizations	10	30
813410	Civic and Social Organizations	43	27
813930	Labor Unions and Similar Labor Organizations	24	29
813990	Other Similar Organizations (except Business, Professional, Labor, and Political Organizations)	29	32

## Local Hospitality Establishments

26

You have 11 industries in this cluster:

NAICS	Industry	Jobs	Score
453220	Gift, Novelty, and Souvenir Stores	41	29
611620	Sports and Recreation Instruction	45	29
713940	Fitness and Recreational Sports Centers	61	29
713950	Bowling Centers	44	31
722310	Food Service Contractors	79	34
722320	Caterers	92	29
722410	Drinking Places (Alcoholic Beverages)	32	29
722511	Full-Service Restaurants	1,352	12
722513	Limited-Service Restaurants	1,186	39

722514	Cafeterias, Grill Buffets, and Buffets	70	33
722515	Snack and Nonalcoholic Beverage Bars	130	26














## Education and Knowledge Creation
















21

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
611310	Colleges, Universities, and Professional Schools	256	17
611691	Exam Preparation and Tutoring	64	32
611699	All Other Miscellaneous Schools and Instruction	33	32

## Clusters That Don't Appear in Your Region

-  Vulcanized and Fired Materials
-  Video Production and Distribution
-  Water Transportation
-  Upstream Chemical Products
-  Coal Mining
-  Trailers, Motor Homes, and Appliances
-  Tobacco
-  Communications Equipment and Services
-  Biopharmaceuticals
-  Apparel
-  Plastics
-  Information Technology and Analytical Instruments
-  Downstream Chemical Products

-  Electric Power Generation and Transmission
-  Environmental Services
-  Fishing and Fishing Products
-  Footwear
-  Forestry
-  Jewelry and Precious Metals
-  Paper and Packaging
-  Leather and Related Products
-  Livestock Processing
-  Medical Devices
-  Metal Mining
-  Music and Sound Recording
-  Nonmetal Mining
-  Oil and Gas Production and Transportation
-  Aerospace Vehicles and Defense



The clusters in this analysis are defined according to the methodology of Harvard Business School's U.S. Cluster Mapping Project. Cluster icons used with permission of the U.S. Cluster Mapping Project (<http://clustermapping.us>).

*Source: U.S. Cluster Mapping (<http://clustermapping.us>), Institute for Strategy and Competitiveness, Harvard Business School. Copyright © 2014 President and Fellows of Harvard College. All rights reserved. Research funded in part by the U.S. Department of Commerce, Economic Development Administration.*

Emsi has made modifications to the Harvard clusters in order to integrate our additional data.

# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

## Shift Share

Shift share is a standard regional analysis method that attempts to determine how much of regional job growth can be attributed to national trends and how much is due to unique regional factors.

## ZIP Code Data Disclaimer

Due to a lack of source data at the ZIP code level, Emsi's ZIP-level estimates can be less accurate when looking at a small number of ZIP codes. This is especially likely to occur in rural areas.

## State Data Sources

This report uses state data from the following agencies: Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives