



Michigan Online Advertisements Continue to Drop in April

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for April 2016 registered a decrease of -4,700 ads, or -2.9 percent over the month, bringing the total count in Michigan to 158,700. This drop is about a third the size of the large decline seen in March 2016, and one sixth the size seen in February 2016. Over the year from April 2015, however, ads have decreased by about -30,600, or -16.5 percent. This over the year reduction indicates that while the over-the-month drop is recovering, especially into the summer hiring season, the absolute number of online advertisements recorded in April 2016 is on the decline from the prior year. (Figure 1, Page 2)

- The United States experienced a moderate increase in seasonally adjusted online advertisements, only about +0.8 percent. Over the year, online ads in the United States were down -3.3 percent.
- Across the Midwest, Ohio, Illinois and Wisconsin also experienced increases in online advertisements in April. These were +3.9 percent in Wisconsin, +2.8 percent in Illinois and +0.6 percent in Ohio. Indiana was the lone Midwestern neighbor to have a decrease in online advertisements, like Michigan, in April (-1.0 percent).
- Across the United States, Michigan was one of 19 states to experience ad decreases over the month.

Michigan Ad Rate Almost Equal to National Rate

This month, Michigan's ad rate, or the number of job ads per 100 labor force participants, fell to 3.27, the lowest value since February 2014. In addition, while Michigan's rate still exceeds that of the United States (3.25), this is the closest the two ad rates have been to converging since December 2012. At the previous low in February 2014, the two rates were also quite close to converging, only differing by -0.06. (Figure 4, Page 3)

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, increased to 1.46 in April 2016. This rate is the highest seen since March 2015, but still falls below the national rate (1.54). Even with the increase in the SD rate, April 2016 marks the 14th consecutive month Michigan's rate has been under that of the United States. This appears to be a product of decreasing ads, as the unemployment numbers have held steady in Michigan over the last few months, while ads fell more rapidly. (Figure 3, Page 3)

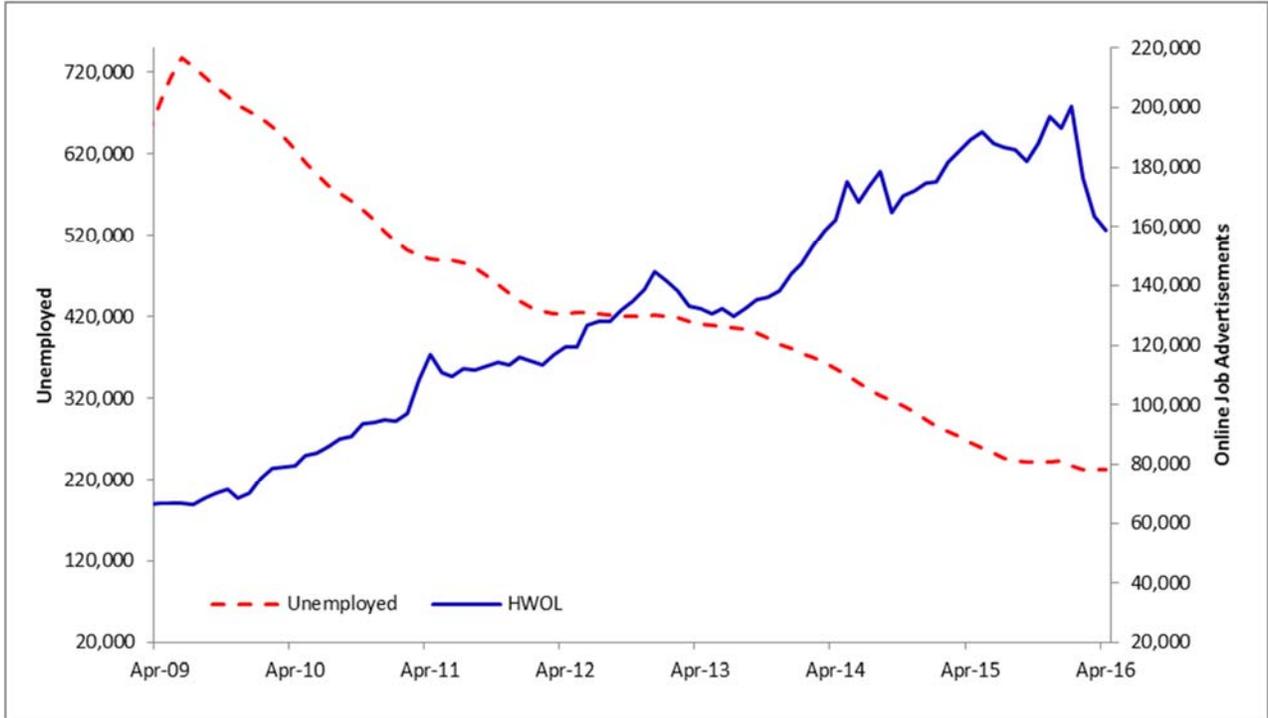
Increases in Total Ads for Nearly All Large Occupational Groups

Michigan's non-seasonally adjusted online advertised job vacancies increased by +5,700, or +3.6 percent over the month. Job ads were up over the month among all the large occupational groups, with the exception of *Sales and Management*, which decreased by, respectively, -1,400 ads (-7.8 percent) and -100 ads (-0.9 percent). The biggest increases were seen in *Service* (+17.1 percent), *Construction and Repair* (+16.3 percent) and *Transportation* (+9.5 percent). Over the year, non-seasonally adjusted job ads also registered a -16.1 percent decrease. (Table 1, Page 4)

- Within *Service*, the *Building and grounds cleaning and maintenance* and *Personal Care and Service* sub-categories experienced the largest increases, +27.7 percent and +15.4 percent, respectively.
- Of Michigan's total job ads, 81,050 were newly-posted in April, +22.9 percent higher than March. Over the year, total new job ads were down -14.9 percent. Newly-posted *Production* ads saw the biggest decline over the year (-27.4 percent). (Table 2, Page 5)

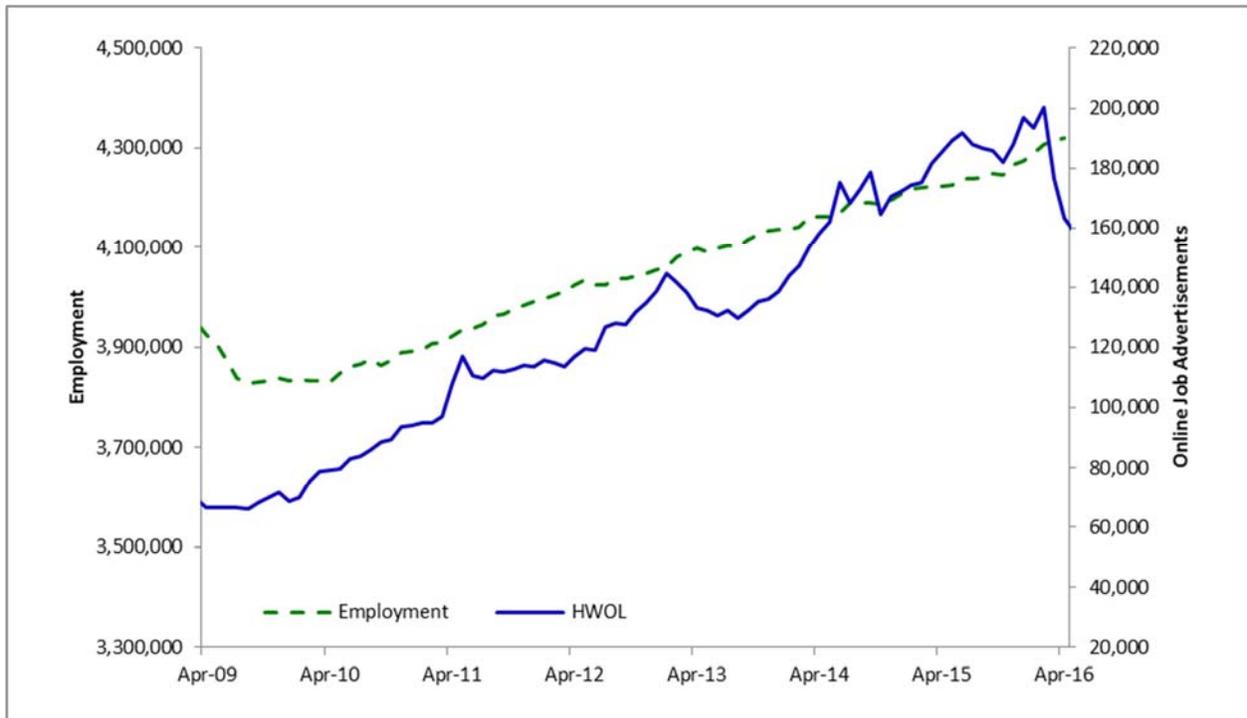
For more information on this report, please contact Michelle Wein at (517) 241-8272 or weinm@michigan.gov. For more information and technical notes on the Help Wanted Online Data Series, please visit the website at <http://www.conference-board.org/data/helpwantedonline.cfm>

Figure 1: Labor Supply v. Labor Demand, Michigan



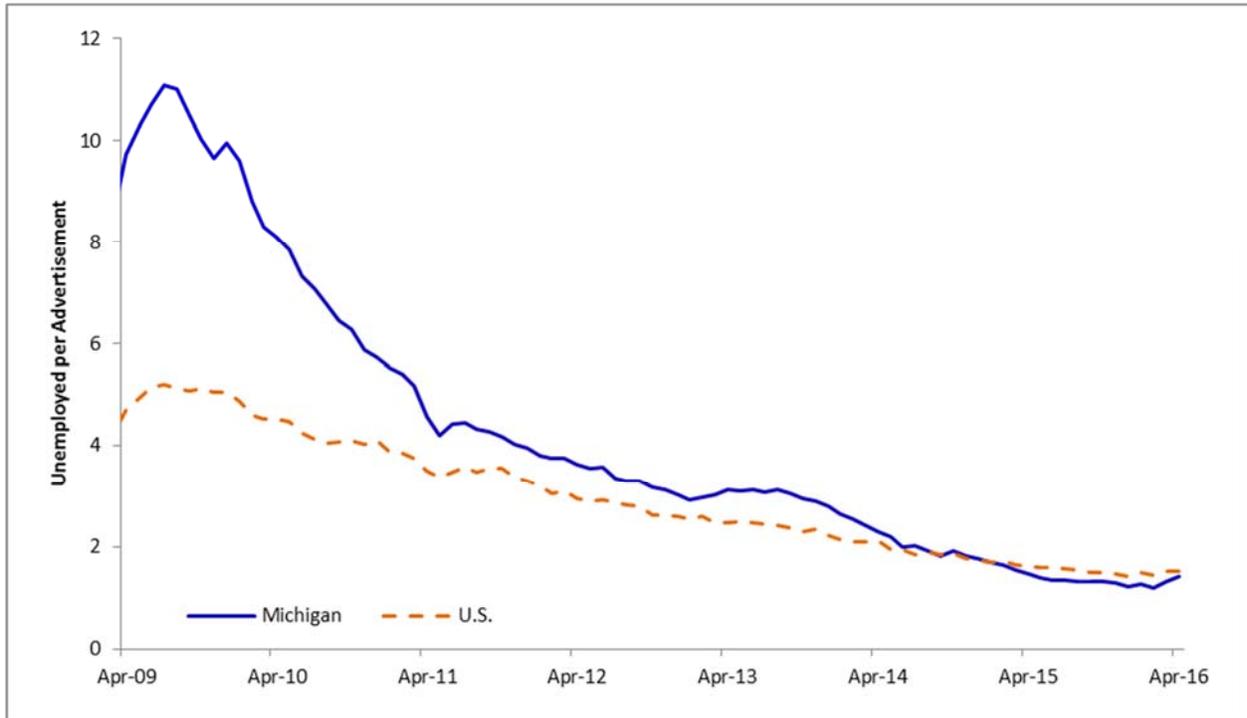
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Figure 2: Employment v. Labor Demand, Michigan



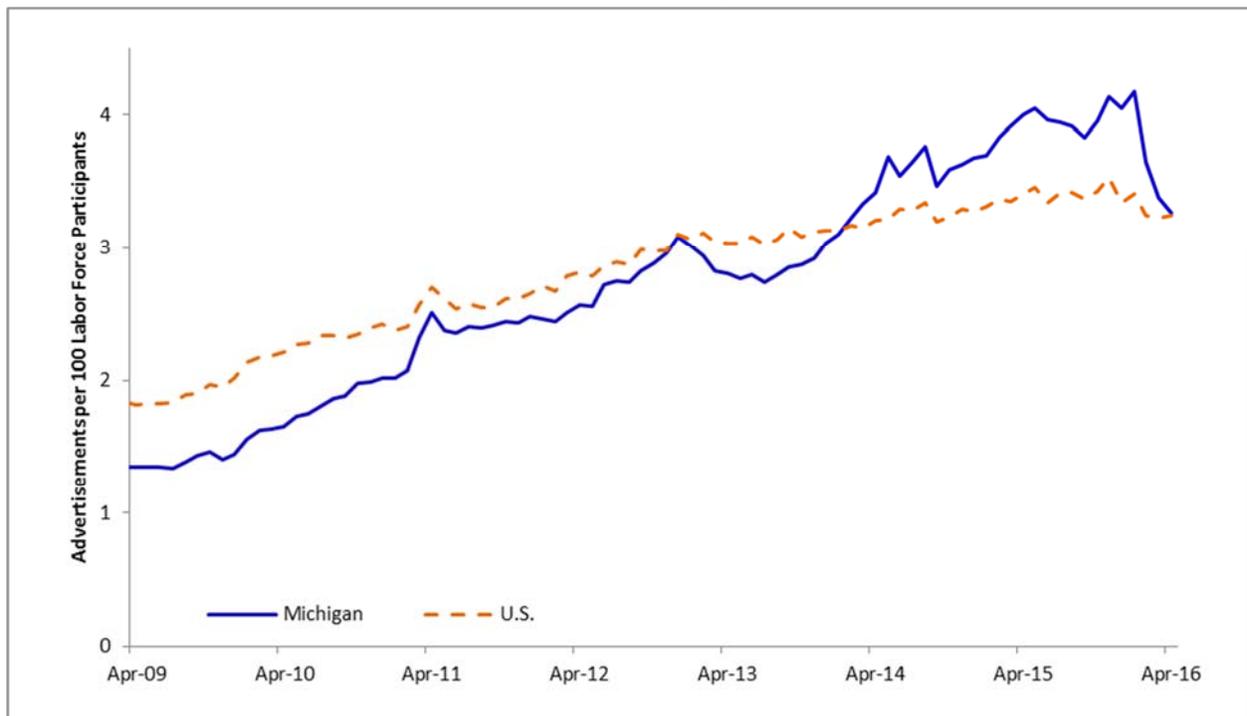
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

Figure 3: Supply / Demand, Michigan v. U.S.



Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Figure 4: Ad Rate, Michigan v. U.S.



Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Table 1: Total Available Online Job Advertisements by Occupational Category

Occupation Categories	Total Available Ads						
	April 2016	March 2016	April 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	163,700	158,000	195,050	5,700	3.6%	-31,350	-16.1%
Professional	46,800	46,300	54,050	500	1.1%	-7,250	-13.4%
Business and Financial Operations	8,300	8,300	9,950	0	0.0%	-1,650	-16.6%
Computer and Mathematical	15,150	14,600	15,550	550	3.8%	-400	-2.6%
Architecture and Engineering	11,450	11,650	15,300	-200	-1.7%	-3,850	-25.2%
Life, Physical, and Social Science	1,350	1,350	1,450	0	0.0%	-100	-6.9%
Community and Social Service	2,600	2,700	3,150	-100	-3.7%	-550	-17.5%
Legal	450	450	500	0	0.0%	-50	-10.0%
Education, Training, and Library	4,300	4,050	4,400	250	6.2%	-100	-2.3%
Arts, Design, Entertainment, Sports, and Media	3,200	3,250	3,750	-50	-1.5%	-550	-14.7%
Healthcare	23,500	22,750	25,400	750	3.3%	-1,900	-7.5%
Healthcare Practitioners and Technical	18,600	18,150	19,500	450	2.5%	-900	-4.6%
Healthcare Support	4,900	4,600	5,900	300	6.5%	-1,000	-16.9%
Sales	16,500	17,900	19,800	-1,400	-7.8%	-3,300	-16.7%
Administrative Support	15,950	15,600	19,900	350	2.2%	-3,950	-19.8%
Management	11,600	11,700	13,450	-100	-0.9%	-1,850	-13.8%
Service	17,100	14,600	19,100	2,500	17.1%	-2,000	-10.5%
Protective Service	1,700	1,650	1,650	50	3.0%	50	3.0%
Food Preparation and Serving Related	7,900	6,900	8,800	1,000	14.5%	-900	-10.2%
Building and Grounds Cleaning and Maintenance	5,300	4,150	6,050	1,150	27.7%	-750	-12.4%
Personal Care and Service	2,250	1,950	2,600	300	15.4%	-350	-13.5%
Construction and Repair	11,750	10,100	15,350	1,650	16.3%	-3,600	-23.5%
Construction and Extraction	4,400	3,450	5,400	950	27.5%	-1,000	-18.5%
Installation, Maintenance, and Repair	7,400	6,650	9,950	750	11.3%	-2,550	-25.6%
Production	7,500	7,250	10,700	250	3.4%	-3,200	-29.9%
Transportation	12,650	11,550	16,850	1,100	9.5%	-4,200	-24.9%
Farming, Fishing, and Forestry	350	250	450	100	40.0%	-100	-22.2%

Source: The Conference Board, Help Wanted Online®

Table 2: New Online Job Advertisements by Occupational Category

Occupation Categories	Total New Ads						
	April 2016	March 2016	April 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	81,050	65,950	95,250	15,100	22.9%	-14,200	-14.9%
Professional	20,100	17,050	21,900	3,050	17.9%	-1,800	-8.2%
Business and Financial Operations	3,550	2,950	4,150	600	20.3%	-600	-14.5%
Computer and Mathematical	7,000	6,000	6,500	1,000	16.7%	500	7.7%
Architecture and Engineering	4,450	3,850	5,500	600	15.6%	-1,050	-19.1%
Life, Physical, and Social Science	550	500	600	50	10.0%	-50	-8.3%
Community and Social Service	1,150	1,000	1,450	150	15.0%	-300	-20.7%
Legal	250	200	250	50	25.0%	0	0.0%
Education, Training, and Library	1,500	1,200	1,650	300	25.0%	-150	-9.1%
Arts, Design, Entertainment, Sports, and Media	1,550	1,350	1,800	200	14.8%	-250	-13.9%
Healthcare	9,550	7,350	10,150	2,200	29.9%	-600	-5.9%
Healthcare Practitioners and Technical	6,950	5,350	7,250	1,600	29.9%	-300	-4.1%
Healthcare Support	2,600	2,000	2,900	600	30.0%	-300	-10.3%
Sales	7,400	6,300	9,250	1,100	17.5%	-1,850	-20.0%
Administrative Support	8,700	7,250	10,850	1,450	20.0%	-2,150	-19.8%
Management	5,050	4,250	5,700	800	18.8%	-650	-11.4%
Service	10,550	8,200	12,150	2,350	28.7%	-1,600	-13.2%
Protective Service	750	650	800	100	15.4%	-50	-6.3%
Food Preparation and Serving Related	4,650	3,700	5,250	950	25.7%	-600	-11.4%
Building and Grounds Cleaning and Maintenance	3,700	2,650	4,300	1,050	39.6%	-600	-14.0%
Personal Care and Service	1,450	1,150	1,800	300	26.1%	-350	-19.4%
Construction and Repair	7,750	5,800	9,650	1,950	33.6%	-1,900	-19.7%
Construction and Extraction	3,500	2,550	4,150	950	37.3%	-650	-15.7%
Installation, Maintenance, and Repair	4,250	3,250	5,500	1,000	30.8%	-1,250	-22.7%
Production	3,850	3,250	5,300	600	18.5%	-1,450	-27.4%
Transportation	7,850	6,300	10,000	1,550	24.6%	-2,150	-21.5%
Farming, Fishing, and Forestry	250	200	300	50	25.0%	-50	-16.7%

Source: The Conference Board, Help Wanted Online®