



Michigan Online Advertisements Stable in August

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for August 2016 were essentially unchanged, up only 17 ads, bringing the total count in Michigan to 149,240. While last month was the first month of growth in 2016, this month maintains that level. Over the year from August 2015, ads have decreased by about -36,500, or -19.6 percent. Because of the high achieved in January 2016, ads are also down -51,200 year to date, or -25.5 percent. August 2016 ads are also below those recorded in August 2014, but above those recorded in August 2013 and 2012. (Figure 1, Page 2)

- In August 2016, the United States also experienced stability in seasonally adjusted online advertisements, mirroring Michigan's, where over the month, ad change was less than 0.1 percent. Over the year, online ads in the United States were down -10.3 percent.
- Across the Midwest, most states also experienced similar stability in August, where each of Ohio, Indiana, Illinois and Wisconsin saw online advertisement decreases of less than one percent, with the exception of Indiana, which had a dip of -1.4 percent.
- Across the United States, many states saw similar changes to those in the Midwest – most states were unchanged or decreasing. Only four states had substantial increases: Minnesota, Missouri, Pennsylvania and West Virginia.

Michigan Ad Rate Demonstrates No Change in August

This month, Michigan's ad rate, or the number of job ads per 100 labor force participants, remained at 3.10, maintaining some of the momentum from last month's increase. Michigan's ad rate still continues to exceed that of the United States (3.02), but remains as close to convergence as last month, when the two were separated by -0.08. (Figure 4, Page 3)

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, stayed at 1.43 in August 2016. This rate falls below the national rate (1.61), but is still higher than recorded in August 2015 (1.31). August 2016 marks the 21st consecutive month Michigan's rate has been under that of the United States. (Figure 3, Page 3)

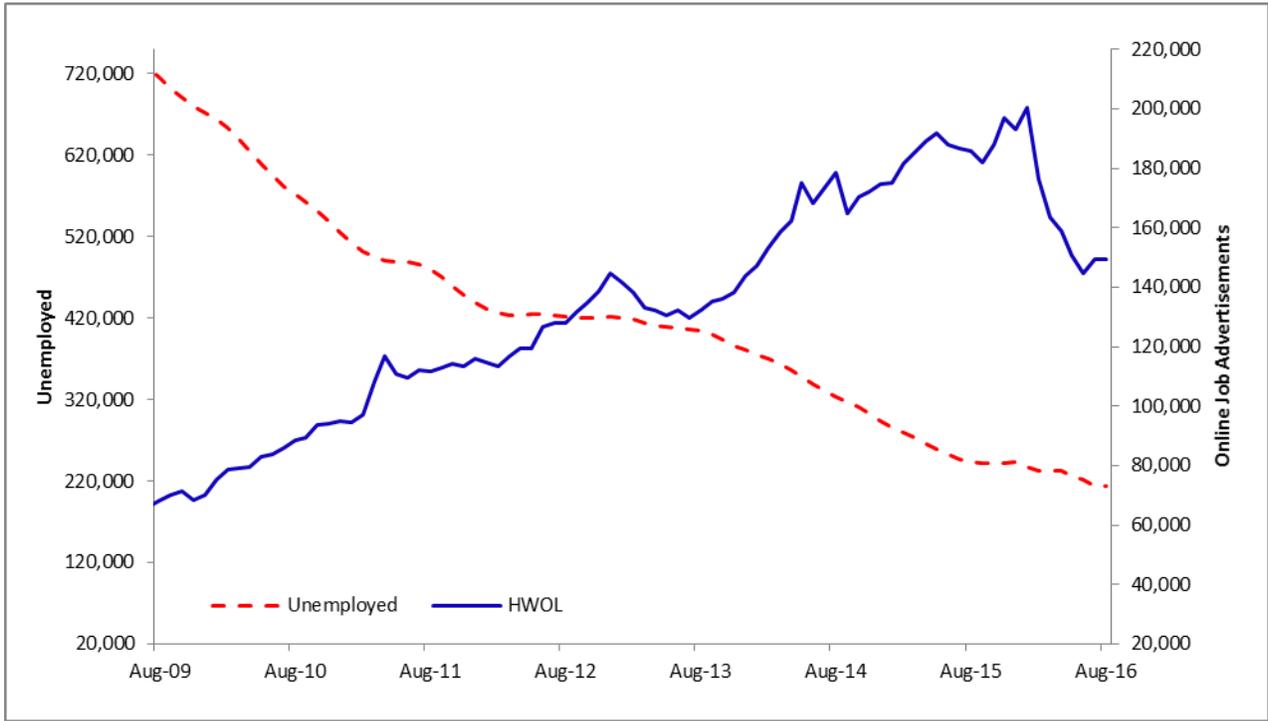
Occupational Ads Up in August

Michigan's non-seasonally adjusted online advertised job vacancies increased over the month, rising by 7,750 ads, or +5.1 percent, bringing the total to 160,200. All major occupation groups experienced increases. Over the year, non-seasonally adjusted job ads also registered a -19.6 percent decrease. (Table 1, Page 4)

- Job ads were up over the month in *Service* (+8.0 percent), *Administrative Support* (+7.0 percent) and *Sales* (+6.8 percent).
- The only category to see a small decrease was the sub-category of *Architecture and Engineering*, which was down -0.5 percent over the month.
- Of Michigan's total job ads, 148,900 were newly-posted in August, -0.2 percent lower than July. Over the year, total new job ads were down -19.6 percent. (Table 2, Page 5)

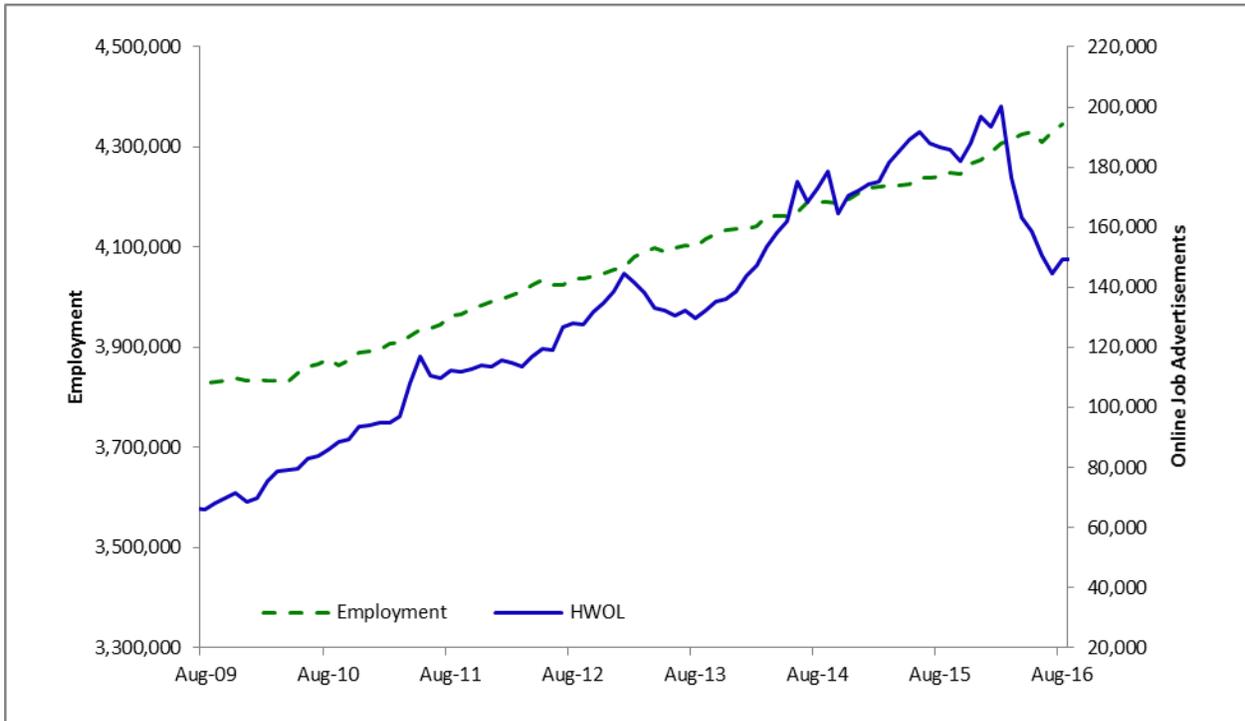
For more information on this report, please contact Michelle Wein at (517) 241-8272 or weinm@michigan.gov. For more information and technical notes on the Help Wanted Online Data Series, please visit the website at <http://www.conference-board.org/data/helpwantedonline.cfm>

Figure 1: Labor Supply v. Labor Demand, Michigan



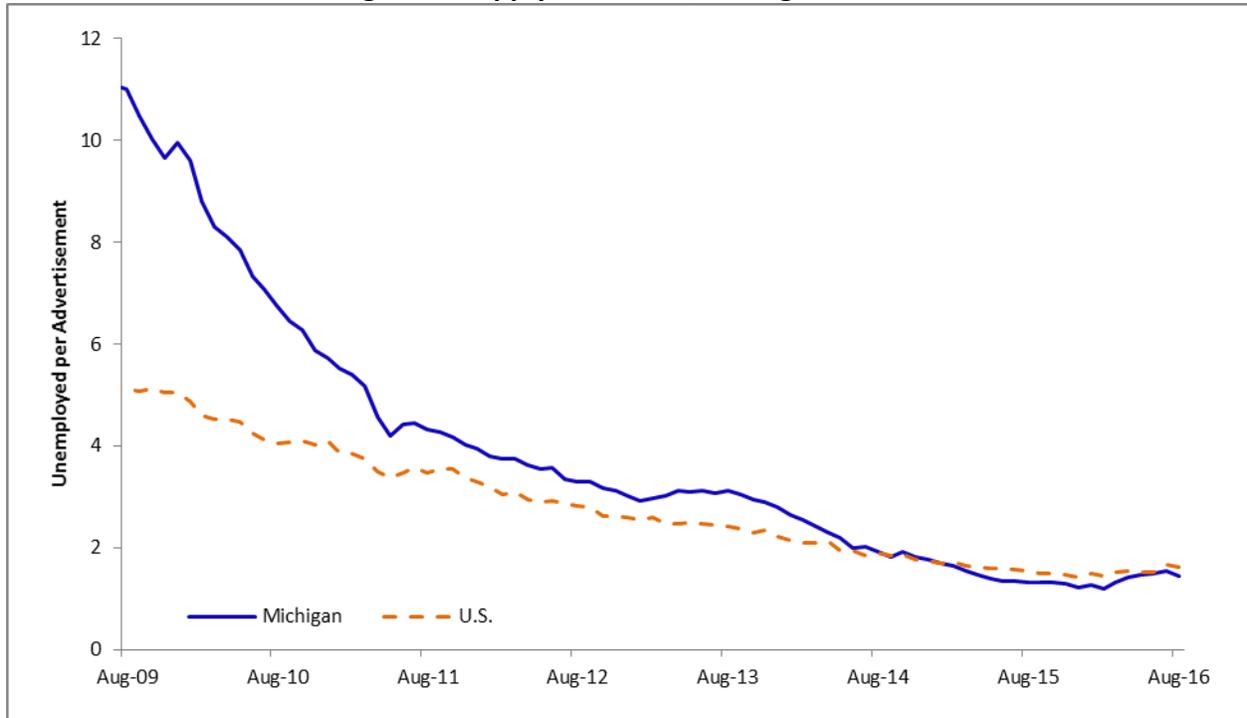
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Figure 2: Employment v. Labor Demand, Michigan



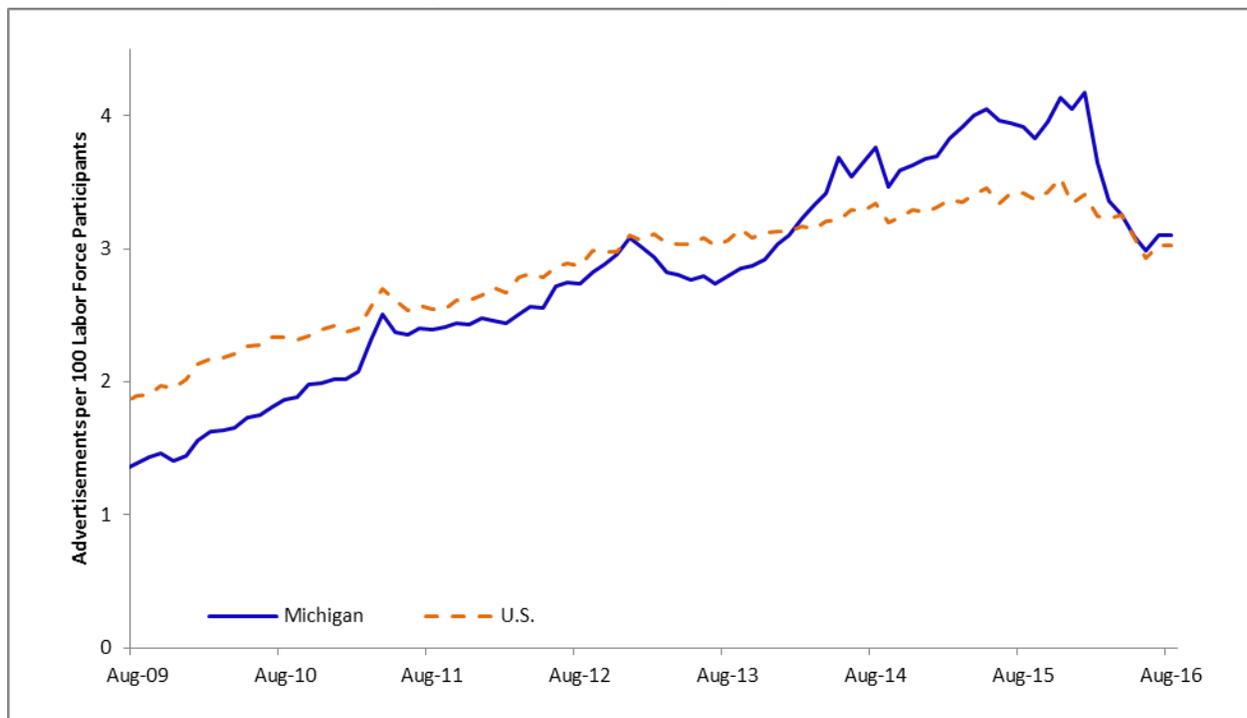
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

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						
	August 2016	July 2016	August 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	160,200	152,450	199,150	7,750	5.1%	-38,950	-19.6%
Professional	48,850	45,850	56,900	3,000	6.5%	-8,050	-14.1%
Business and Financial Operations	8,450	7,800	9,950	650	8.3%	-1,500	-15.1%
Computer and Mathematical	15,700	14,950	16,350	750	5.0%	-650	-4.0%
Architecture and Engineering	10,550	10,600	15,550	-50	-0.5%	-5,000	-32.2%
Life, Physical, and Social Science	2,650	2,500	3,250	150	6.0%	-600	-18.5%
Community and Social Service	500	450	550	50	11.1%	-50	-9.1%
Legal	1,150	1,000	1,450	150	15.0%	-300	-20.7%
Education, Training, and Library	6,450	5,250	5,550	1,200	22.9%	900	16.2%
Arts, Design, Entertainment, Sports, and Media	3,400	3,300	4,200	100	3.0%	-800	-19.0%
Healthcare	23,800	23,650	25,400	150	0.6%	-1,600	-6.3%
Healthcare Practitioners and Technical	18,850	18,800	19,850	50	0.3%	-1,000	-5.0%
Healthcare Support	4,950	4,850	5,550	100	2.1%	-600	-10.8%
Sales	15,600	14,600	21,350	1,000	6.8%	-5,750	-26.9%
Administrative Support	15,300	14,300	19,850	1,000	7.0%	-4,550	-22.9%
Management	11,250	10,750	13,900	500	4.7%	-2,650	-19.1%
Service	16,200	15,000	18,750	1,200	8.0%	-2,550	-13.6%
Protective Service	1,900	1,700	1,900	200	11.8%	0	0.0%
Food Preparation and Serving Related	8,050	7,250	9,000	800	11.0%	-950	-10.6%
Building and Grounds Cleaning and Maintenance	4,050	3,950	5,300	100	2.5%	-1,250	-23.6%
Personal Care and Service	2,150	2,100	2,550	50	2.4%	-400	-15.7%
Construction and Repair	10,700	10,300	15,250	400	3.9%	-4,550	-29.8%
Construction and Extraction	4,000	3,850	5,550	150	3.9%	-1,550	-27.9%
Installation, Maintenance, and Repair	6,700	6,450	9,750	250	3.9%	-3,050	-31.3%
Production	7,200	6,750	10,750	450	6.7%	-3,550	-33.0%
Transportation	10,950	10,950	16,550	0	0.0%	-5,600	-33.8%
Farming, Fishing, and Forestry	350	300	450	50	16.7%	-100	-22.2%

Source: The Conference Board, Help Wanted Online®

Table 2: New Online Job Advertisements by Occupational Category

Occupation Categories	Total New Ads						
	August 2016	July 2016	August 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	148,900	149,150	185,300	-250	-0.2%	-36,400	-19.6%
Professional	45,650	45,300	53,500	350	0.8%	-7,850	-14.7%
Business and Financial Operations	8,050	7,700	9,500	350	4.5%	-1,450	-15.3%
Computer and Mathematical	14,850	14,800	15,500	50	0.3%	-650	-4.2%
Architecture and Engineering	10,350	10,550	15,300	-200	-1.9%	-4,950	-32.4%
Life, Physical, and Social Science	2,450	2,350	3,000	100	4.3%	-550	-18.3%
Community and Social Service	500	450	500	50	11.1%	0	0.0%
Legal	1,150	1,000	1,450	150	15.0%	-300	-20.7%
Education, Training, and Library	5,350	5,300	4,600	50	0.9%	750	16.3%
Arts, Design, Entertainment, Sports, and Media	3,000	3,100	3,700	-100	-3.2%	-700	-18.9%
Healthcare	23,150	23,300	24,650	-150	-0.6%	-1,500	-6.1%
Healthcare Practitioners and Technical	18,400	18,400	19,350	0	0.0%	-950	-4.9%
Healthcare Support	4,750	4,900	5,300	-150	-3.1%	-550	-10.4%
Sales	14,750	14,900	20,250	-150	-1.0%	-5,500	-27.2%
Administrative Support	14,150	13,950	18,400	200	1.4%	-4,250	-23.1%
Management	10,650	10,350	13,150	300	2.9%	-2,500	-19.0%
Service	14,200	14,400	16,450	-200	-1.4%	-2,250	-13.7%
Protective Service	1,750	1,600	1,750	150	9.4%	0	0.0%
Food Preparation and Serving Related	6,950	7,150	7,800	-200	-2.8%	-850	-10.9%
Building and Grounds Cleaning and Maintenance	3,600	3,550	4,700	50	1.4%	-1,100	-23.4%
Personal Care and Service	1,900	2,100	2,250	-200	-9.5%	-350	-15.6%
Construction and Repair	9,300	9,550	13,250	-250	-2.6%	-3,950	-29.8%
Construction and Extraction	3,300	3,400	4,550	-100	-2.9%	-1,250	-27.5%
Installation, Maintenance, and Repair	6,000	6,150	8,700	-150	-2.4%	-2,700	-31.0%
Production	6,600	6,650	9,900	-50	-0.8%	-3,300	-33.3%
Transportation	10,200	10,450	15,400	-250	-2.4%	-5,200	-33.8%
Farming, Fishing, and Forestry	250	300	350	-50	-16.7%	-100	-28.6%

Source: The Conference Board, Help Wanted Online®