



Michigan Online Advertisements Drop in February

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for February 2016 registered a decrease of -22,803 ads, or -11.2 percent over the month, bringing the total count in Michigan to 180,560. This is the largest single month change in online advertisements for the state of Michigan since the data became available in May 2005. However, over the year from February 2015, there has been a gain of +724 ads, or +0.4 percent. This over the year stasis indicates that while the over the month decrease is larger than average, the absolute number of online advertisements recorded in February 2016 is on par with that of 2015. (Figure 1, Page 2)

- The United States also experienced a decrease in seasonally adjusted online advertisements, though it was much smaller than Michigan's, only about -3 percent.
- Across the Midwest, Ohio, Illinois and Indiana also experienced a decrease in online advertisements in February. These ranged from -10.3 percent in Ohio to -2.9 percent in Indiana. Wisconsin was the lone Midwestern neighbor to have an increase in online advertisements in February (+1.7 percent). Across the country, declines were relatively split, with 30 states experiencing online advertisement decreases and 20 states having gains.

Michigan Ad Rate Still Exceeds National Rate, But Drops over the Month

This month, Michigan's ad rate, or the number of job ads per 100 labor force participants, fell to 3.77, the lowest value since August 2015. However, Michigan's rate still exceeded that of the United States, which dropped to 3.37, its lowest value since July 2015. Indeed, since 2014, Michigan's ad rate has been above that of the United States, a better than average performance. Over the course of the time data has been available (May 2005) the ad rate of the United States was typically higher than Michigan by 0.42, so the last two years are an encouraging trend for the state. (Figure 4, Page 3)

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, increased to 1.36 in February 2016. This rate is the highest seen since August 2015, but still falls below the national rate (1.46). Even with the increase in the SD rate, February 2016 marks the 12th consecutive month Michigan's rate has been under that of the United States. (Figure 3, Page 3)

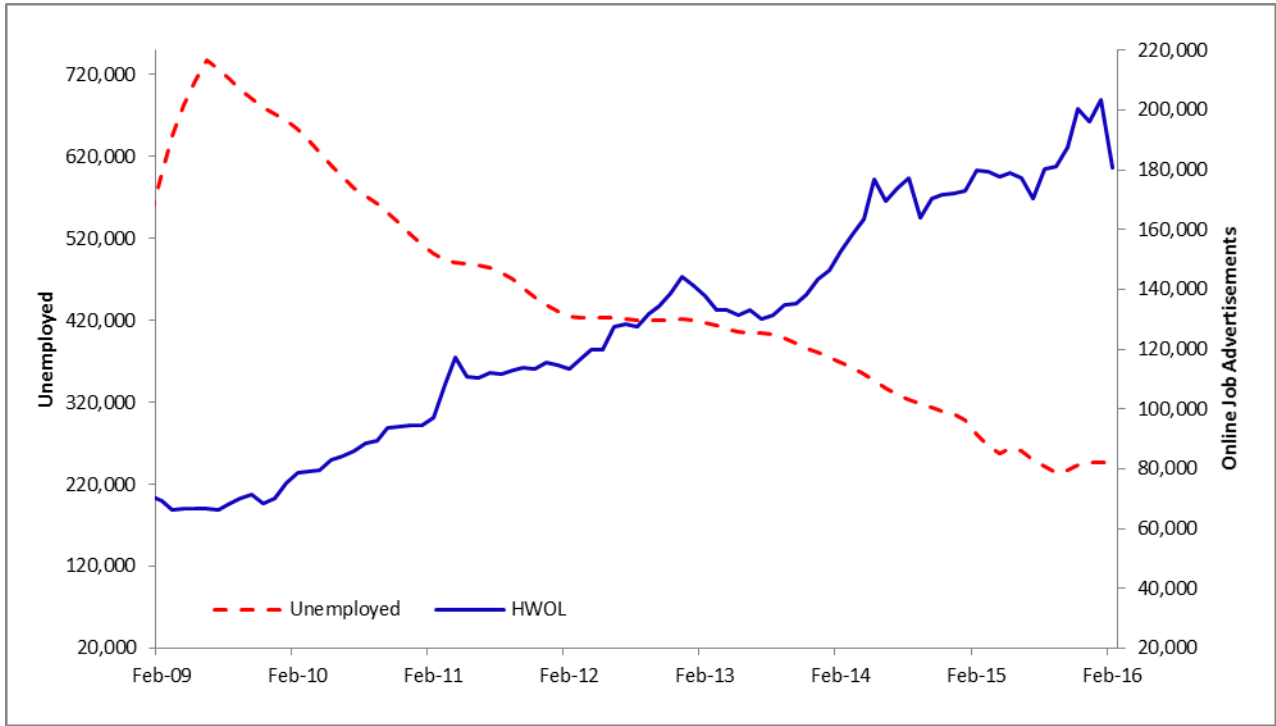
Increases in Total Ads for Nearly All Large Occupational Groups

Michigan's non-seasonally adjusted online advertised job vacancies increased by +6,450, or +3.9 percent over the month. Job ads were up over the month among all the large occupational groups, with the exception of *Healthcare*, which dropped by -200 ads, or -0.8 percent. The biggest gains were seen in *Farming, fishing and forestry* (+33.3 percent), *Production* (+10.9 percent), and *Service* (+9.7 percent). Over the year, non-seasonally adjusted job ads registered a +0.5 percent increase. (Table 1, Page 4)

- Within *Service*, the *Building and grounds cleaning and maintenance* and *Personal care and service* sub-categories experienced the largest increases, +22.8 percent and +21.9 percent, respectively.
- Of Michigan's total job ads, 76,150 were newly-posted in February, +16.8 percent higher than January. Over the year, total new job ads were down -15.4 percent. Newly-posted *Production* ads saw the biggest decline over the year (-32.4 percent). (Table 2, Page 5)

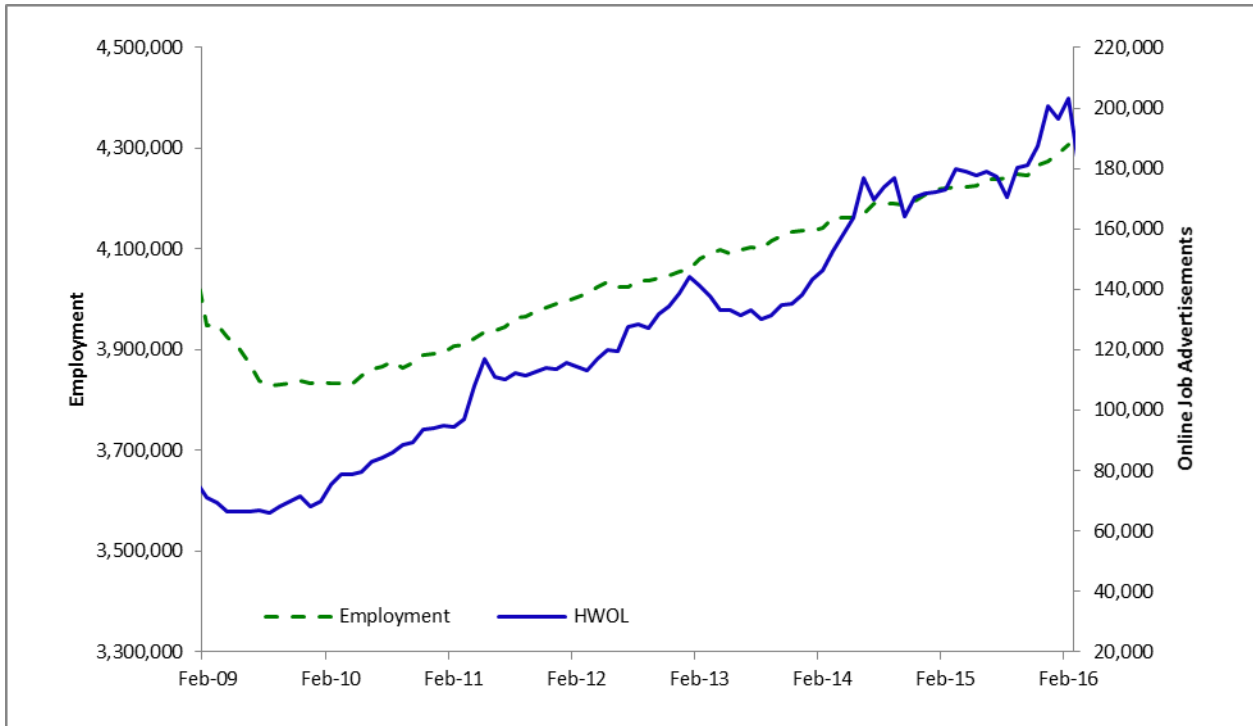
For more information on this report, please contact Michelle Wein at (517) 241-8272 or weinm@michigan.gov. For more information and technical notes on the Help Wanted Online Data Series, please visit the website at <http://www.conference-board.org/data/helpwantedonline.cfm>

Figure 1: Labor Supply v. Labor Demand, Michigan



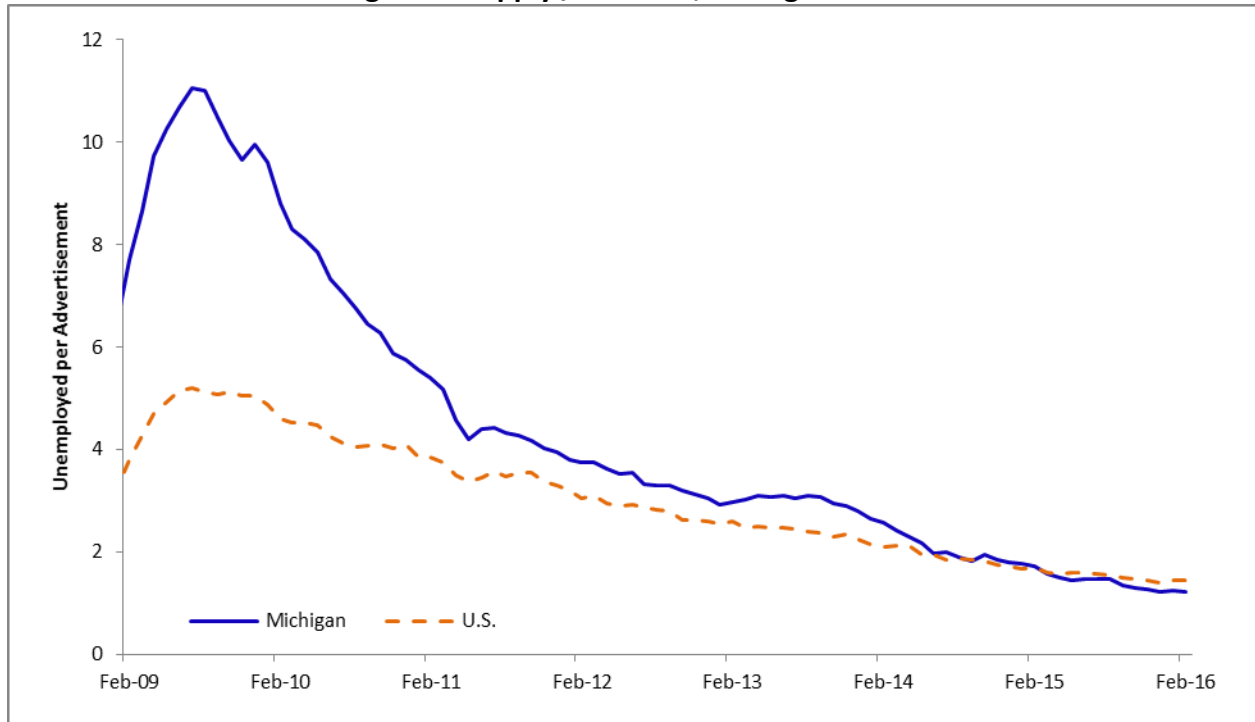
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Figure 2: Employment v. Labor Demand, Michigan



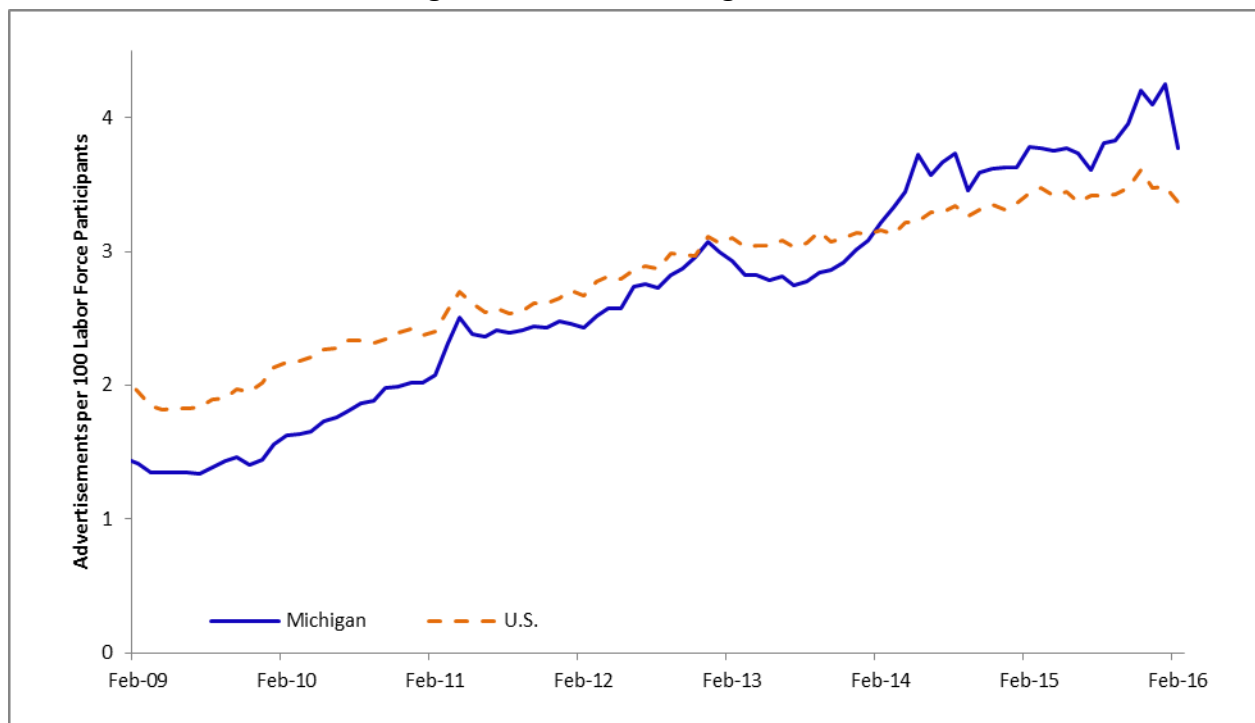
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

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						
	February 2016	January 2016	February 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	171,650	165,200	170,800	6,450	3.9%	850	0.5%
Professional	51,900	51,050	50,950	850	1.7%	950	1.9%
Business and Financial Operations	9,600	9,500	9,150	100	1.1%	450	4.9%
Computer and Mathematical	16,100	15,600	15,400	500	3.2%	700	4.5%
Architecture and Engineering	13,200	13,500	12,950	-300	-2.2%	250	1.9%
Life, Physical, and Social Science	1,350	1,250	1,400	100	8.0%	-50	-3.6%
Community and Social Service	2,800	2,750	2,800	50	1.8%	0	0.0%
Legal	550	500	450	50	10.0%	100	22.2%
Education, Training, and Library	4,550	4,450	4,950	100	2.2%	-400	-8.1%
Arts, Design, Entertainment, Sports, and Media	3,700	3,500	3,850	200	5.7%	-150	-3.9%
Healthcare	25,000	25,200	21,350	-200	-0.8%	3,650	17.1%
Healthcare Practitioners and Technical	19,900	20,100	16,450	-200	-1.0%	3,450	21.0%
Healthcare Support	5,150	5,100	4,900	50	1.0%	250	5.1%
Sales	20,500	20,000	18,100	500	2.5%	2,400	13.3%
Administrative Support	16,800	15,350	17,900	1,450	9.4%	-1,100	-6.1%
Management	13,400	12,850	12,500	550	4.3%	900	7.2%
Service	13,600	12,400	13,700	1,200	9.7%	-100	-0.7%
Protective Service	1,750	1,750	1,350	0	0.0%	400	29.6%
Food Preparation and Serving Related	6,450	6,150	6,200	300	4.9%	250	4.0%
Building and Grounds Cleaning and Maintenance	3,500	2,850	3,850	650	22.8%	-350	-9.1%
Personal Care and Service	1,950	1,600	2,300	350	21.9%	-350	-15.2%
Construction and Repair	10,350	9,550	12,500	800	8.4%	-2,150	-17.2%
Construction and Extraction	3,100	2,750	3,950	350	12.7%	-850	-21.5%
Installation, Maintenance, and Repair	7,250	6,800	8,550	450	6.6%	-1,300	-15.2%
Production	7,600	6,850	9,250	750	10.9%	-1,650	-17.8%
Transportation	12,300	11,800	14,300	500	4.2%	-2,000	-14.0%
Farming, Fishing, and Forestry	200	150	250	50	33.3%	-50	-20.0%

Source: The Conference Board, Help Wanted Online®

Table 2: New Online Job Advertisements by Occupational Category

Occupation Categories	Total New Ads						
	February 2016	January 2016	February 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	76,150	65,200	90,050	10,950	16.8%	-13,900	-15.4%
Professional	21,350	18,350	22,600	3,000	16.3%	-1,250	-5.5%
Business and Financial Operations	3,950	3,450	4,150	500	14.5%	-200	-4.8%
Computer and Mathematical	7,200	6,300	7,000	900	14.3%	200	2.9%
Architecture and Engineering	4,850	4,100	5,450	750	18.3%	-600	-11.0%
Life, Physical, and Social Science	650	450	700	200	44.4%	-50	-7.1%
Community and Social Service	1,200	1,000	1,350	200	20.0%	-150	-11.1%
Legal	250	200	200	50	25.0%	50	25.0%
Education, Training, and Library	1,600	1,300	1,900	300	23.1%	-300	-15.8%
Arts, Design, Entertainment, Sports, and Media	1,650	1,500	1,850	150	10.0%	-200	-10.8%
Healthcare	9,100	8,600	9,200	500	5.8%	-100	-1.1%
Healthcare Practitioners and Technical	6,750	6,350	6,400	400	6.3%	350	5.5%
Healthcare Support	2,350	2,250	2,850	100	4.4%	-500	-17.5%
Sales	8,100	7,600	9,450	500	6.6%	-1,350	-14.3%
Administrative Support	8,550	7,300	10,900	1,250	17.1%	-2,350	-21.6%
Management	5,650	4,550	5,900	1,100	24.2%	-250	-4.2%
Service	7,100	5,800	9,200	1,300	22.4%	-2,100	-22.8%
Protective Service	700	800	600	-100	-12.5%	100	16.7%
Food Preparation and Serving Related	2,950	2,550	4,100	400	15.7%	-1,150	-28.0%
Building and Grounds Cleaning and Maintenance	2,150	1,550	2,800	600	38.7%	-650	-23.2%
Personal Care and Service	1,300	900	1,700	400	44.4%	-400	-23.5%
Construction and Repair	6,150	4,850	8,150	1,300	26.8%	-2,000	-24.5%
Construction and Extraction	2,250	1,800	3,050	450	25.0%	-800	-26.2%
Installation, Maintenance, and Repair	3,900	3,050	5,100	850	27.9%	-1,200	-23.5%
Production	3,650	2,650	5,400	1,000	37.7%	-1,750	-32.4%
Transportation	6,350	5,350	9,050	1,000	18.7%	-2,700	-29.8%
Farming, Fishing, and Forestry	150	150	200	0	0.0%	-50	-25.0%

Source: The Conference Board, Help Wanted Online®