



Michigan Online Advertisements Drop in March

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for March 2016 registered a decrease of -12,900 ads, or -7.3 percent over the month, bringing the total count in Michigan to 163,400. This drop is much smaller than the large drop seen in February 2016, however, over the year from March 2015, there has also been a decrease of -21,950 ads, or -11.8 percent. This over the year reduction indicates that while the over-the-month drop is slightly recovered from February, the absolute number of online advertisements recorded in March 2016 has declined from the prior year. (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 -0.6 percent. Over the year, online ads in the United States were down -2.5 percent.
- Across the Midwest, Ohio, Illinois and Indiana also experienced a decrease in online advertisements in March. These ranged from -3.5 percent in Indiana to -1.7 percent in Ohio. Wisconsin was the lone Midwestern neighbor to have an increase in online advertisements in March (+7.7 percent).

Michigan SD Rate Still Below National Rate, But Increases over the Month

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, increased to 1.43 in March 2016. This rate is the highest seen since a year ago in March 2015, but still falls below the national rate (1.52). Even with the increase in the SD rate, March 2016 marks the 13th consecutive month Michigan's rate has been under that of the United States. (Figure 3, Page 3)

This month, Michigan's ad rate, or the number of job ads per 100 labor force participants, fell to 3.38, the lowest value since March 2014. However, Michigan's rate still exceeded that of the United States, which dropped to 3.23, its lowest value since October 2014. This is the closest the two ad rates have been to converging since February 2014. (Figure 4, Page 3)

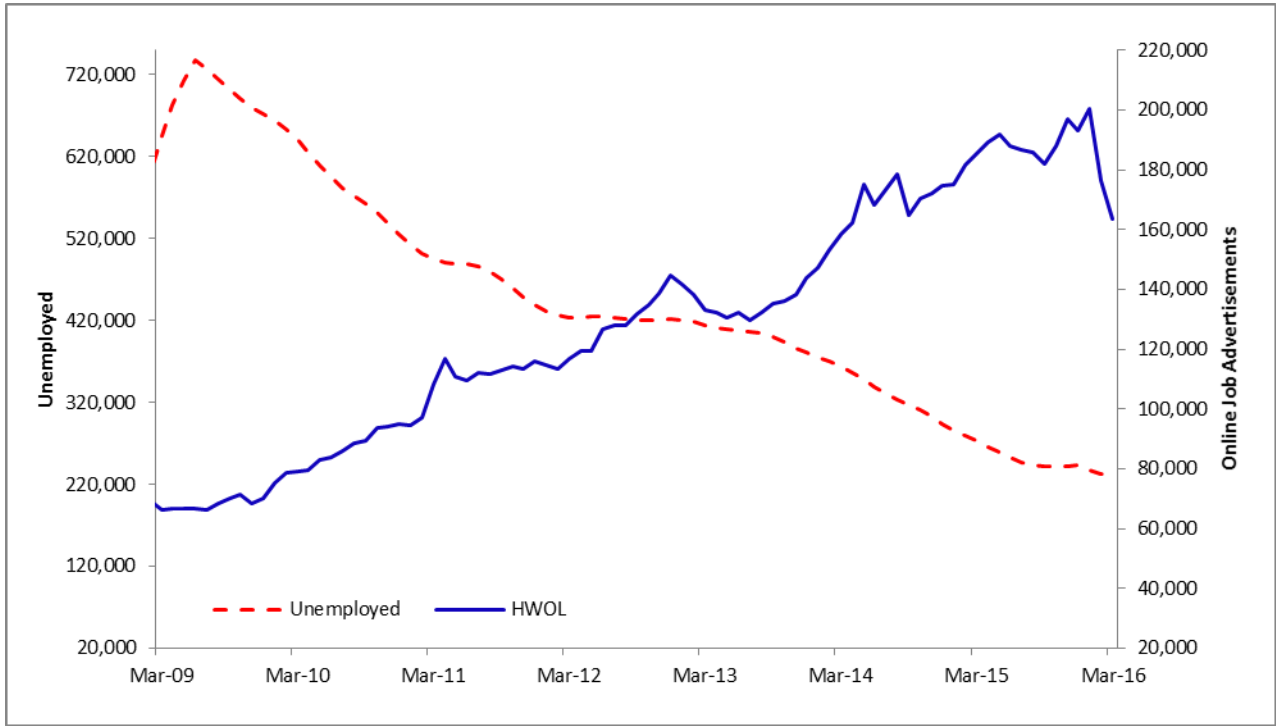
Decreases in Total Ads for Nearly All Large Occupational Groups

Michigan's non-seasonally adjusted online advertised job vacancies decreased by -8,850, or -5.3 percent over the month. Job ads were down over the month among all the large occupational groups, with the exception of *Service* and *Farming, Fishing and Forestry*, which increased by, respectively, +950 ads (+7.0 percent), and +50 (+25.0 percent). The biggest drops were seen in *Sales* (-8.7 percent), *Healthcare* (-8.5 percent) and *Professional* (-6.7 percent). Over the year, non-seasonally adjusted job ads also registered a -11.9 percent decrease. (Table 1, Page 4)

- Within *Service*, the *Building and grounds cleaning and maintenance* and *Food Preparation and Serving Related* sub-categories experienced the largest increases, +18.6 percent and +7.0 percent, respectively.
- Of Michigan's total job ads, 65,950 were newly-posted in March, -11.4 percent lower than February. Over the year, total new job ads were down -27.6 percent. Newly-posted *Production* ads saw the biggest decline over the year (-37.5 percent). (Table 2, Page 5)

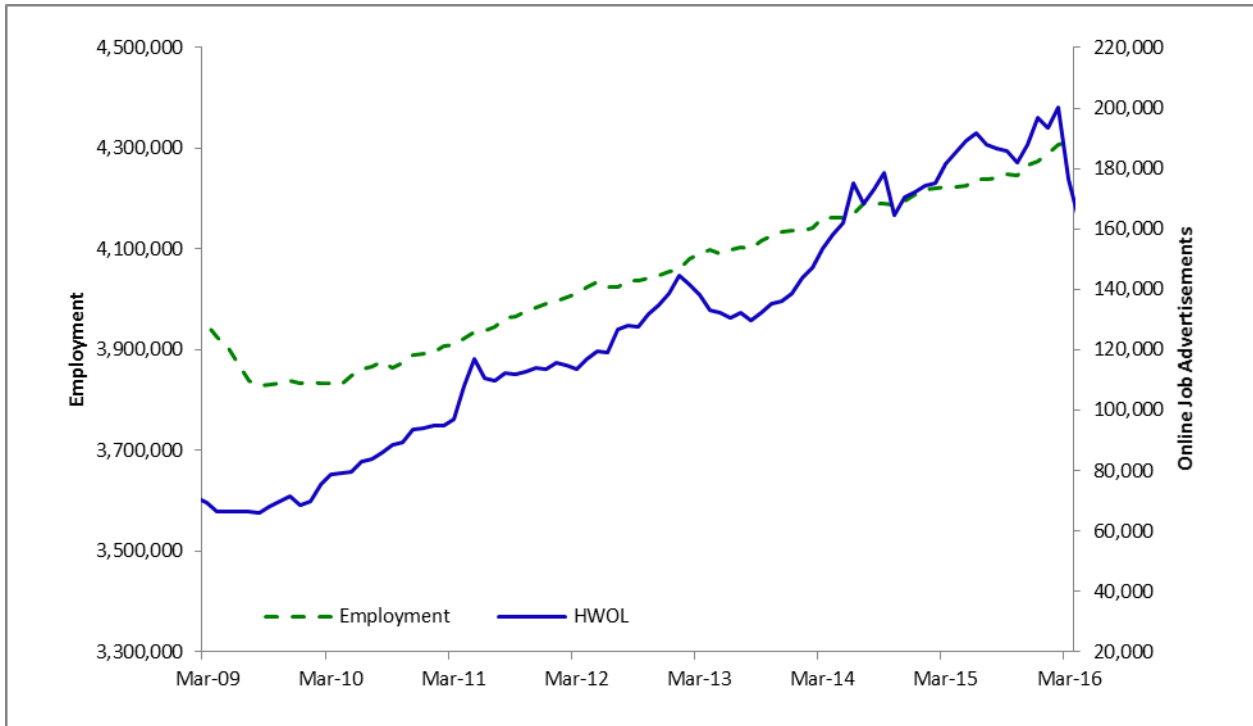
For more information on this report, please contact Michelle Wein at (517) 241-8272 or weinm@michigan.gov. For more information and technical notes on the Help Wanted Online Data Series, please visit the website at <http://www.conference-board.org/data/helpwantedonline.cfm>

Figure 1: Labor Supply v. Labor Demand, Michigan



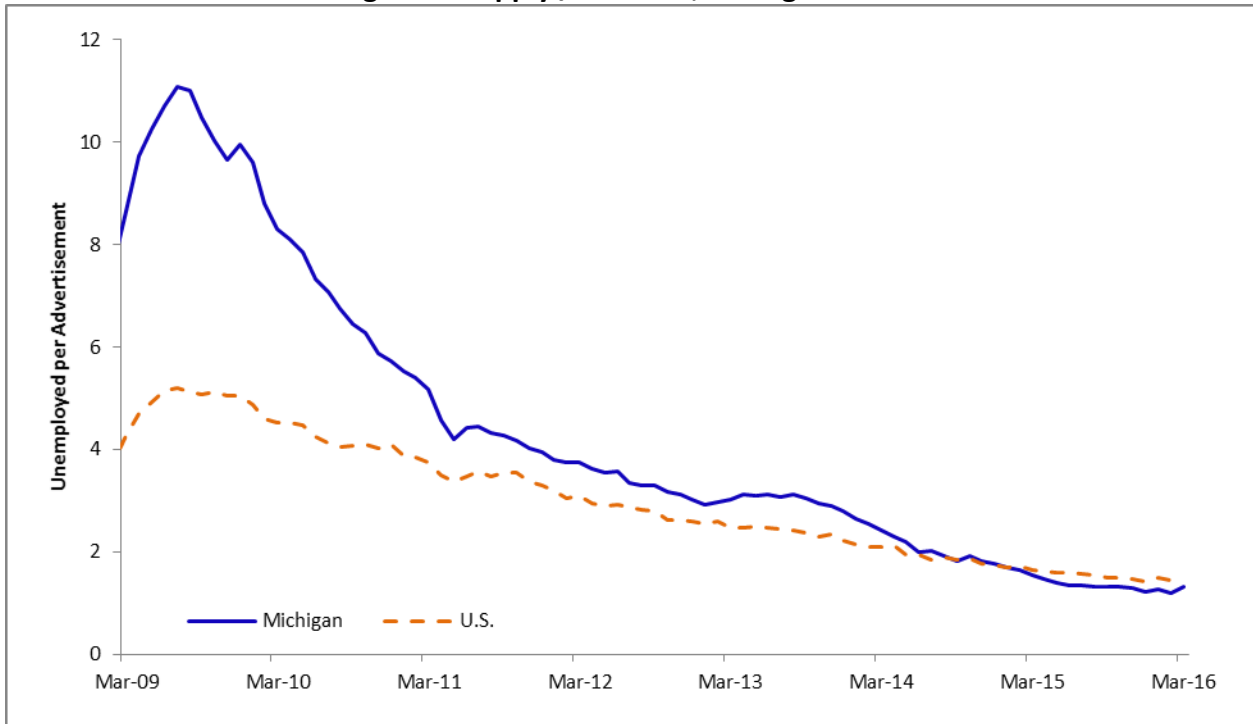
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Figure 2: Employment v. Labor Demand, Michigan



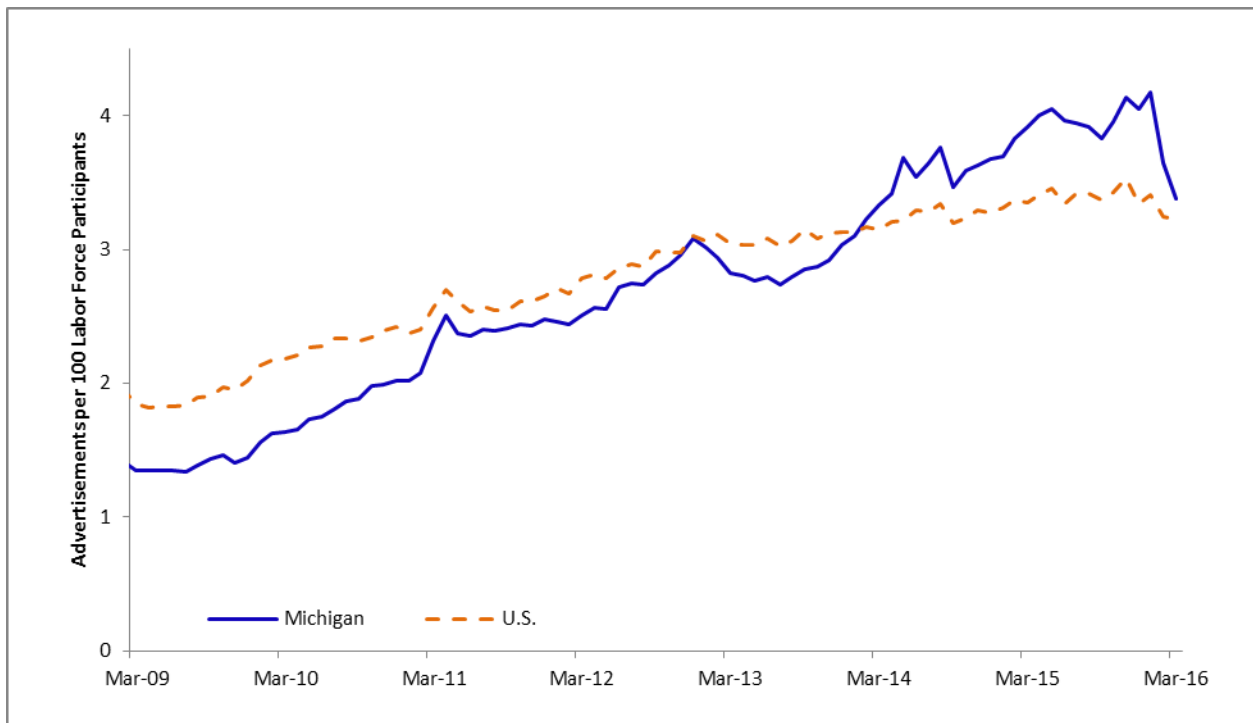
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

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						
	March 2016	February 2016	March 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	158,000	166,850	179,250	-8,850	-5.3%	-21,250	-11.9%
Professional	46,300	49,650	51,750	-3,350	-6.7%	-5,450	-10.5%
Business and Financial Operations	8,300	9,100	9,300	-800	-8.8%	-1,000	-10.8%
Computer and Mathematical	14,600	15,100	14,850	-500	-3.3%	-250	-1.7%
Architecture and Engineering	11,650	12,750	14,450	-1,100	-8.6%	-2,800	-19.4%
Life, Physical, and Social Science	1,350	1,350	1,350	0	0.0%	0	0.0%
Community and Social Service	2,700	2,750	2,900	-50	-1.8%	-200	-6.9%
Legal	450	500	500	-50	-10.0%	-50	-10.0%
Education, Training, and Library	4,050	4,450	4,650	-400	-9.0%	-600	-12.9%
Arts, Design, Entertainment, Sports, and Media	3,250	3,550	3,750	-300	-8.5%	-500	-13.3%
Healthcare	22,750	24,850	23,300	-2,100	-8.5%	-550	-2.4%
Healthcare Practitioners and Technical	18,150	19,700	17,900	-1,550	-7.9%	250	1.4%
Healthcare Support	4,600	5,100	5,450	-500	-9.8%	-850	-15.6%
Sales	17,900	19,600	18,300	-1,700	-8.7%	-400	-2.2%
Administrative Support	15,600	16,500	18,550	-900	-5.5%	-2,950	-15.9%
Management	11,700	12,350	12,850	-650	-5.3%	-1,150	-8.9%
Service	14,600	13,650	16,100	950	7.0%	-1,500	-9.3%
Protective Service	1,650	1,750	1,450	-100	-5.7%	200	13.8%
Food Preparation and Serving Related	6,900	6,450	7,750	450	7.0%	-850	-11.0%
Building and Grounds Cleaning and Maintenance	4,150	3,500	4,600	650	18.6%	-450	-9.8%
Personal Care and Service	1,950	1,950	2,300	0	0.0%	-350	-15.2%
Construction and Repair	10,100	10,300	13,350	-200	-1.9%	-3,250	-24.3%
Construction and Extraction	3,450	3,050	4,300	400	13.1%	-850	-19.8%
Installation, Maintenance, and Repair	6,650	7,250	9,050	-600	-8.3%	-2,400	-26.5%
Production	7,250	7,550	10,050	-300	-4.0%	-2,800	-27.9%
Transportation	11,550	12,200	14,650	-650	-5.3%	-3,100	-21.2%
Farming, Fishing, and Forestry	250	200	350	50	25.0%	-100	-28.6%

Source: The Conference Board, Help Wanted Online®

Table 2: New Online Job Advertisements by Occupational Category

Occupation Categories	Total New Ads						
	March 2016	February 2016	March 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	65,950	74,400	91,050	-8,450	-11.4%	-25,100	-27.6%
Professional	17,050	20,550	22,100	-3,500	-17.0%	-5,050	-22.9%
Business and Financial Operations	2,950	3,750	4,100	-800	-21.3%	-1,150	-28.0%
Computer and Mathematical	6,000	6,900	6,350	-900	-13.0%	-350	-5.5%
Architecture and Engineering	3,850	4,650	5,950	-800	-17.2%	-2,100	-35.3%
Life, Physical, and Social Science	500	650	600	-150	-23.1%	-100	-16.7%
Community and Social Service	1,000	1,200	1,400	-200	-16.7%	-400	-28.6%
Legal	200	250	250	-50	-20.0%	-50	-20.0%
Education, Training, and Library	1,200	1,550	1,650	-350	-22.6%	-450	-27.3%
Arts, Design, Entertainment, Sports, and Media	1,350	1,600	1,800	-250	-15.6%	-450	-25.0%
Healthcare	7,350	9,050	10,350	-1,700	-18.8%	-3,000	-29.0%
Healthcare Practitioners and Technical	5,350	6,700	7,350	-1,350	-20.1%	-2,000	-27.2%
Healthcare Support	2,000	2,350	3,000	-350	-14.9%	-1,000	-33.3%
Sales	6,300	7,850	9,400	-1,550	-19.7%	-3,100	-33.0%
Administrative Support	7,250	8,450	10,550	-1,200	-14.2%	-3,300	-31.3%
Management	4,250	5,300	5,900	-1,050	-19.8%	-1,650	-28.0%
Service	8,200	7,100	10,600	1,100	15.5%	-2,400	-22.6%
Protective Service	650	700	750	-50	-7.1%	-100	-13.3%
Food Preparation and Serving Related	3,700	3,000	4,950	700	23.3%	-1,250	-25.3%
Building and Grounds Cleaning and Maintenance	2,650	2,150	3,250	500	23.3%	-600	-18.5%
Personal Care and Service	1,150	1,300	1,650	-150	-11.5%	-500	-30.3%
Construction and Repair	5,800	6,100	8,050	-300	-4.9%	-2,250	-28.0%
Construction and Extraction	2,550	2,250	3,150	300	13.3%	-600	-19.0%
Installation, Maintenance, and Repair	3,250	3,850	4,900	-600	-15.6%	-1,650	-33.7%
Production	3,250	3,600	5,200	-350	-9.7%	-1,950	-37.5%
Transportation	6,300	6,250	8,650	50	0.8%	-2,350	-27.2%
Farming, Fishing, and Forestry	200	150	250	50	33.3%	-50	-20.0%

Source: The Conference Board, Help Wanted Online®