



Michigan Online Advertisements on the Upswing in July

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for July 2016 registered an increase of +4,600 ads, or +3.2 percent over the month, bringing the total count in Michigan to 149,650. This is the first month of growth since the beginning of the year, in January 2016. However, over the year from July 2015, ads have decreased by about -37,550, or -20.1 percent. Indeed, July 2016 ads are also below those registered in July 2014, by -24,000, but above those registered in 2012 and 2013, indicating that 2014 and 2015 might have been peak recovery years from the recession, and ads are now returning to a more sustainable and typical level. (Figure 1, Page 2)

- In July 2016, the United States also experienced an increase in seasonally adjusted online advertisements, mirroring Michigan's, at about +3.4 percent. Over the year, online ads in the United States were down -10.3 percent.
- Across the Midwest, every state also experienced growth in online advertisements in July, ranging from +2.4 percent in Ohio to +4.9 percent in Indiana.
- Across the United States, the trend in Midwest was typical – Michigan, Ohio, Indiana, Illinois and Wisconsin were five of 43 states to have ad increases over the month. Only Arkansas, Georgia, Idaho, Kansas, Louisiana, Utah and Wyoming had decreases.

Michigan SD Rate Drops after Five Months of Increases

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, fell to 1.49 in July 2016. This rate is still higher than recorded in July 2015 (1.32), but falls below the national rate (1.62). July 2016 marks the 20th 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, rose to 3.08, the first increase since January 2016. Michigan's ad rate still continues to exceed that of the United States (3.03), but remains as close to convergence as last month, when the two were separated by -0.05. (Figure 4, Page 3)

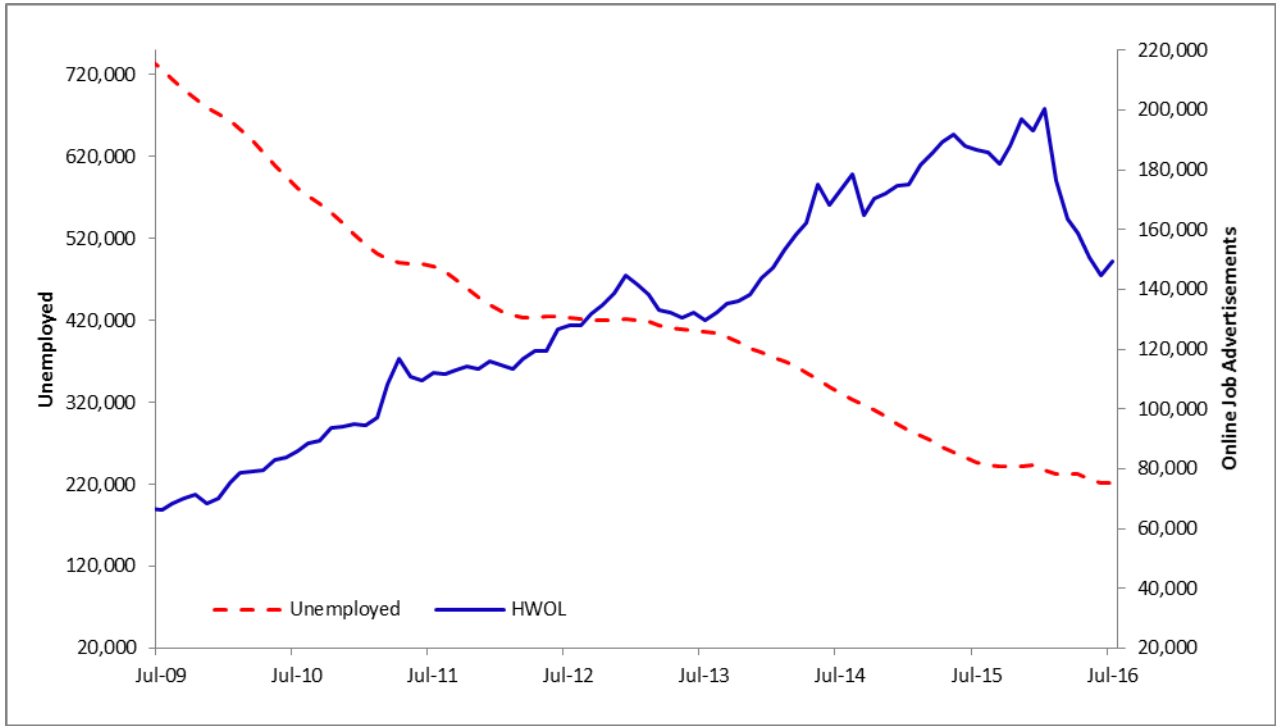
Occupational Ads Relatively Unchanged in July

Michigan's non-seasonally adjusted online advertised job vacancies remained stagnant over the month, decreasing by only -800 ads, or -0.5 percent, bringing the total to 152,450. Several occupation groups experienced increases, while a few saw drops in July 2016. Over the year, non-seasonally adjusted job ads also registered a -20.1 percent decrease. (Table 1, Page 4)

- Job ads were up over the month in *Healthcare* (+5.3 percent), *Transportation* (+1.4 percent) and *Professional* (+0.8 percent).
- Meanwhile, over the month in July 2016, job ads were down in every other category. The largest decreases were seen in *Service* (-8.3 percent), *Construction and Repair* (-2.8 percent) and *Sales* (-2.7 percent).
- Of Michigan's total job ads, 149,150 were newly-posted in July, +3.1 percent higher than June. Over the year, total new job ads were down -20.0 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



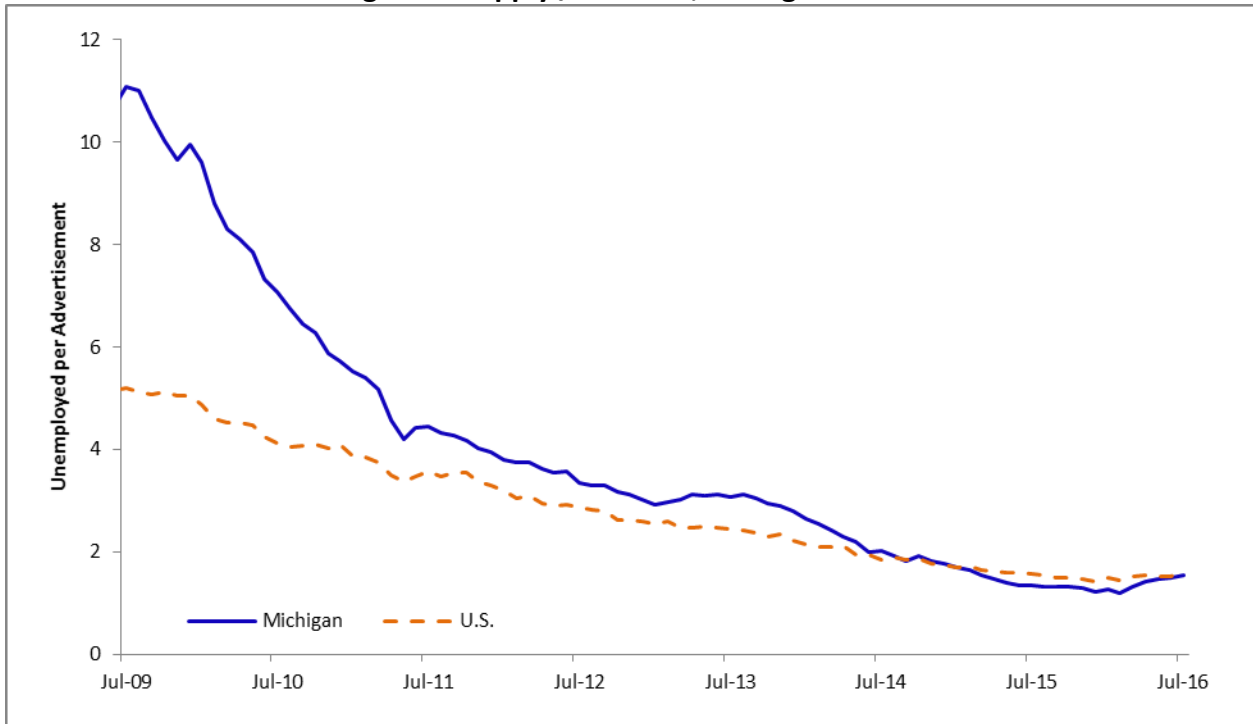
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Figure 2: Employment v. Labor Demand, Michigan



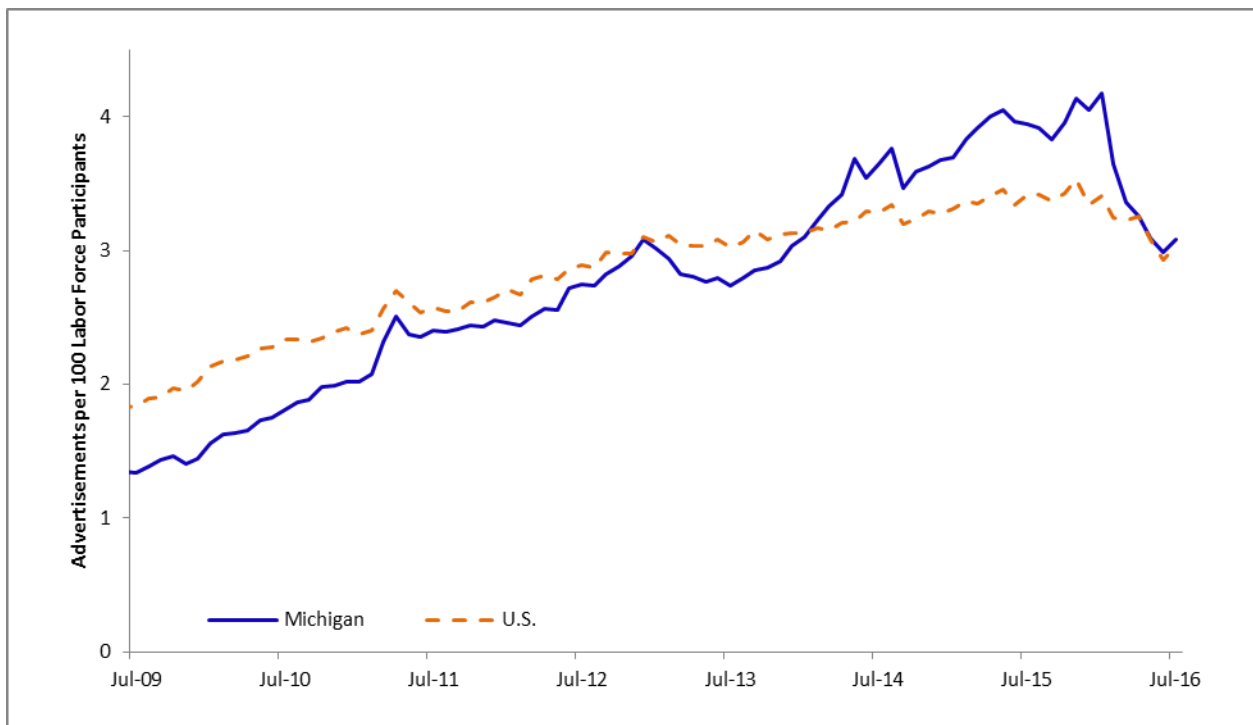
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

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						
	July 2016	June 2016	July 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	152,450	153,250	190,900	-800	-0.5%	-38,450	-20.1%
Professional	45,850	45,500	54,000	350	0.8%	-8,150	-15.1%
Business and Financial Operations	7,800	7,550	9,550	250	3.3%	-1,750	-18.3%
Computer and Mathematical	14,950	14,650	15,550	300	2.0%	-600	-3.9%
Architecture and Engineering	10,600	10,850	15,250	-250	-2.3%	-4,650	-30.5%
Life, Physical, and Social Science	2,500	2,450	3,150	50	2.0%	-650	-20.6%
Community and Social Service	450	500	500	-50	-10.0%	-50	-10.0%
Legal	1,000	1,050	1,350	-50	-4.8%	-350	-25.9%
Education, Training, and Library	5,250	5,150	4,650	100	1.9%	600	12.9%
Arts, Design, Entertainment, Sports, and Media	3,300	3,250	4,000	50	1.5%	-700	-17.5%
Healthcare	23,650	22,450	24,800	1,200	5.3%	-1,150	-4.6%
Healthcare Practitioners and Technical	18,800	17,750	19,500	1,050	5.9%	-700	-3.6%
Healthcare Support	4,850	4,700	5,300	150	3.2%	-450	-8.5%
Sales	14,600	15,000	19,450	-400	-2.7%	-4,850	-24.9%
Administrative Support	14,300	14,500	19,650	-200	-1.4%	-5,350	-27.2%
Management	10,750	10,900	13,500	-150	-1.4%	-2,750	-20.4%
Service	15,000	16,350	17,650	-1,350	-8.3%	-2,650	-15.0%
Protective Service	1,700	1,750	1,800	-50	-2.9%	-100	-5.6%
Food Preparation and Serving Related	7,250	7,850	8,400	-600	-7.6%	-1,150	-13.7%
Building and Grounds Cleaning and Maintenance	3,950	4,600	5,100	-650	-14.1%	-1,150	-22.5%
Personal Care and Service	2,100	2,150	2,350	-50	-2.3%	-250	-10.6%
Construction and Repair	10,300	10,600	14,200	-300	-2.8%	-3,900	-27.5%
Construction and Extraction	3,850	4,200	5,050	-350	-8.3%	-1,200	-23.8%
Installation, Maintenance, and Repair	6,450	6,400	9,150	50	0.8%	-2,700	-29.5%
Production	6,750	6,850	10,200	-100	-1.5%	-3,450	-33.8%
Transportation	10,950	10,800	17,100	150	1.4%	-6,150	-36.0%
Farming, Fishing, and Forestry	300	300	350	0	0.0%	-50	-14.3%

Source: The Conference Board, Help Wanted Online®

Table 2: New Online Job Advertisements by Occupational Category

Occupation Categories	Total New Ads						
	July 2016	June 2016	July 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	149,150	144,650	186,450	4,500	3.1%	-37,300	-20.0%
Professional	45,300	44,000	53,350	1,300	3.0%	-8,050	-15.1%
Business and Financial Operations	7,700	7,300	9,450	400	5.5%	-1,750	-18.5%
Computer and Mathematical	14,800	14,050	15,400	750	5.3%	-600	-3.9%
Architecture and Engineering	10,550	10,450	15,150	100	1.0%	-4,600	-30.4%
Life, Physical, and Social Science	2,350	2,350	3,000	0	0.0%	-650	-21.7%
Community and Social Service	450	450	500	0	0.0%	-50	-10.0%
Legal	1,000	1,050	1,400	-50	-4.8%	-400	-28.6%
Education, Training, and Library	5,300	5,200	4,650	100	1.9%	650	14.0%
Arts, Design, Entertainment, Sports, and Media	3,100	3,050	3,750	50	1.6%	-650	-17.3%
Healthcare	23,300	21,300	24,450	2,000	9.4%	-1,150	-4.7%
Healthcare Practitioners and Technical	18,400	16,750	19,100	1,650	9.9%	-700	-3.7%
Healthcare Support	4,900	4,500	5,300	400	8.9%	-400	-7.5%
Sales	14,900	14,600	19,800	300	2.1%	-4,900	-24.7%
Administrative Support	13,950	13,900	19,200	50	0.4%	-5,250	-27.3%
Management	10,350	10,350	13,050	0	0.0%	-2,700	-20.7%
Service	14,400	14,800	16,900	-400	-2.7%	-2,500	-14.8%
Protective Service	1,600	1,650	1,700	-50	-3.0%	-100	-5.9%
Food Preparation and Serving Related	7,150	7,450	8,250	-300	-4.0%	-1,100	-13.3%
Building and Grounds Cleaning and Maintenance	3,550	3,650	4,600	-100	-2.7%	-1,050	-22.8%
Personal Care and Service	2,100	2,050	2,350	50	2.4%	-250	-10.6%
Construction and Repair	9,550	9,250	13,150	300	3.2%	-3,600	-27.4%
Construction and Extraction	3,400	3,350	4,400	50	1.5%	-1,000	-22.7%
Installation, Maintenance, and Repair	6,150	5,900	8,750	250	4.2%	-2,600	-29.7%
Production	6,650	6,400	9,950	250	3.9%	-3,300	-33.2%
Transportation	10,450	9,800	16,250	650	6.6%	-5,800	-35.7%
Farming, Fishing, and Forestry	300	250	350	50	20.0%	-50	-14.3%

Source: The Conference Board, Help Wanted Online®