



Michigan Online Advertisements Decrease in November

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for October 2016 decreased, falling by 6,580 ads (-4.3 percent), bringing the total count in Michigan to 146,340. This is the sharpest single month drop since May 2016, and the fourth largest percentage decline throughout 2016. Over the year from November 2015, ads have decreased by about -50,670 or -25.7 percent. Because of the high achieved in January 2016, ads are also down -54,100 year to date, or -27 percent. (Figure 1, Page 2)

- In November 2016, the United States also saw a decrease in seasonally adjusted online advertisements, though smaller than Michigan's, where over the month, ad change was -2.4 percent. Over the year, online ads in the United States were down -14.9 percent.
- Across the Midwest, most states also experienced a similar drop in November, where each of Ohio, Indiana, Illinois and Wisconsin saw online advertisement declines. Indiana had the sharpest decrease of -5.7 percent, while Ohio saw the smallest, at -2.7 percent.
- Across the United States, many states saw similar changes to those in the Midwest – most states were decreasing. Only five states had increases: Alaska, Florida, Hawaii, Maine and New Hampshire.

Michigan SD Rate Rises in November

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, rose to 1.56 in November 2016. This rate falls well below the national rate (1.65), but is still higher than recorded in October 2016 (1.23). November 2016 marks the 24th 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, declined to 3.02 (-0.14), a large drop after last month's increase. While Michigan's ad rate still exceeded that of the United States (2.96), the distance between the national rate and Michigan's rate shrunk to 0.06. (Figure 4, Page 3)

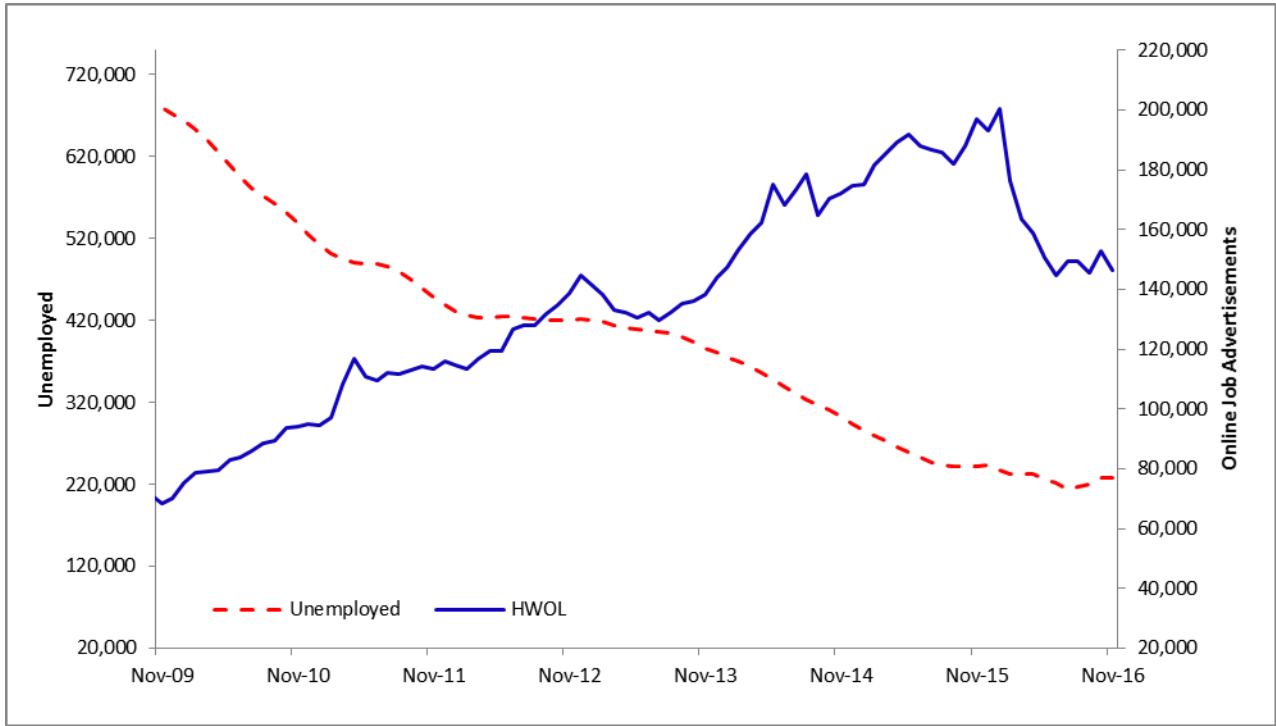
Occupational Ads Down in November

Michigan's non-seasonally adjusted online advertised job vacancies decreased over the month, falling by -5,100 ads, or -3.2 percent, bringing the total to 152,100. All major occupation groups experienced declines. Over the year, non-seasonally adjusted job ads registered a -25.7 percent decrease. (Table 1, Page 4)

- The largest decreases were seen in *Professional* (-1,350 ads), *Sales* (-1,000 ads), *Service* (-750 ads) and *Administrative Support* (-700) ads.
- Interestingly, over the year, the largest declines were also seen in *Sales* (-36.2 percent) as well as *Production* (-33.8 percent) and *Transportation* (-33.3 percent).
- Of Michigan's total job ads, 65,000 were newly-posted in November, -7.1 percent lower than October. Over the year, total new job ads were down -29.8 percent. (Table 2, Page 5)
- The biggest declines in total new job ads were seen in *Professional* (-1,700 ads) and *Sales* (-1,100 ads).

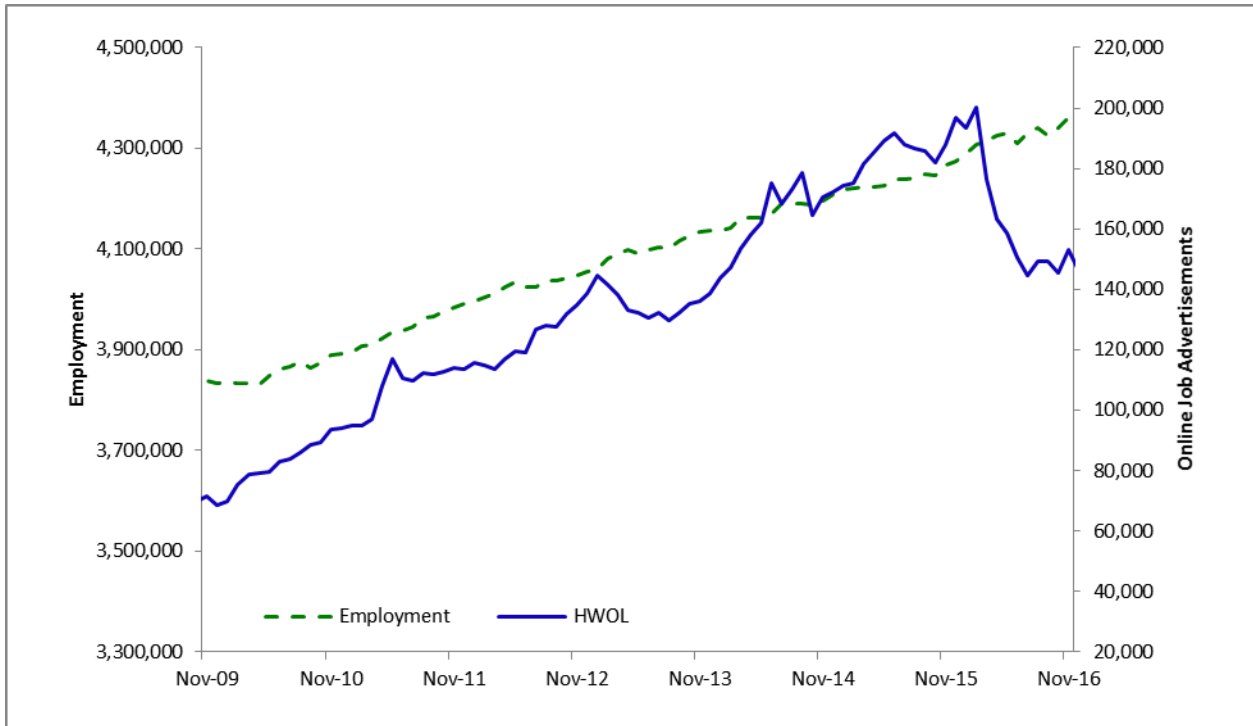
For more information on this report, please contact Michelle Wein at (517) 241-8272 or weinm@michigan.gov. For more information and technical notes on the Help Wanted Online Data Series, please visit the website at <http://www.conference-board.org/data/helpwantedonline.cfm>

Figure 1: Labor Supply v. Labor Demand, Michigan



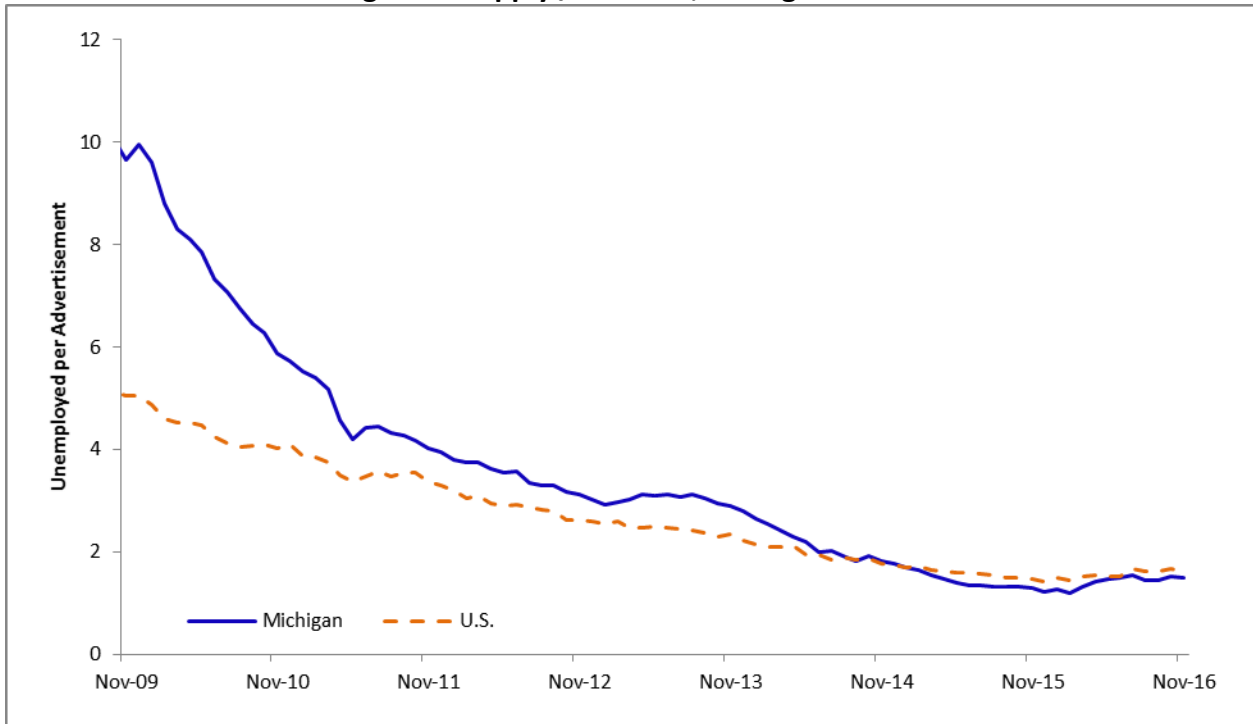
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Figure 2: Employment v. Labor Demand, Michigan



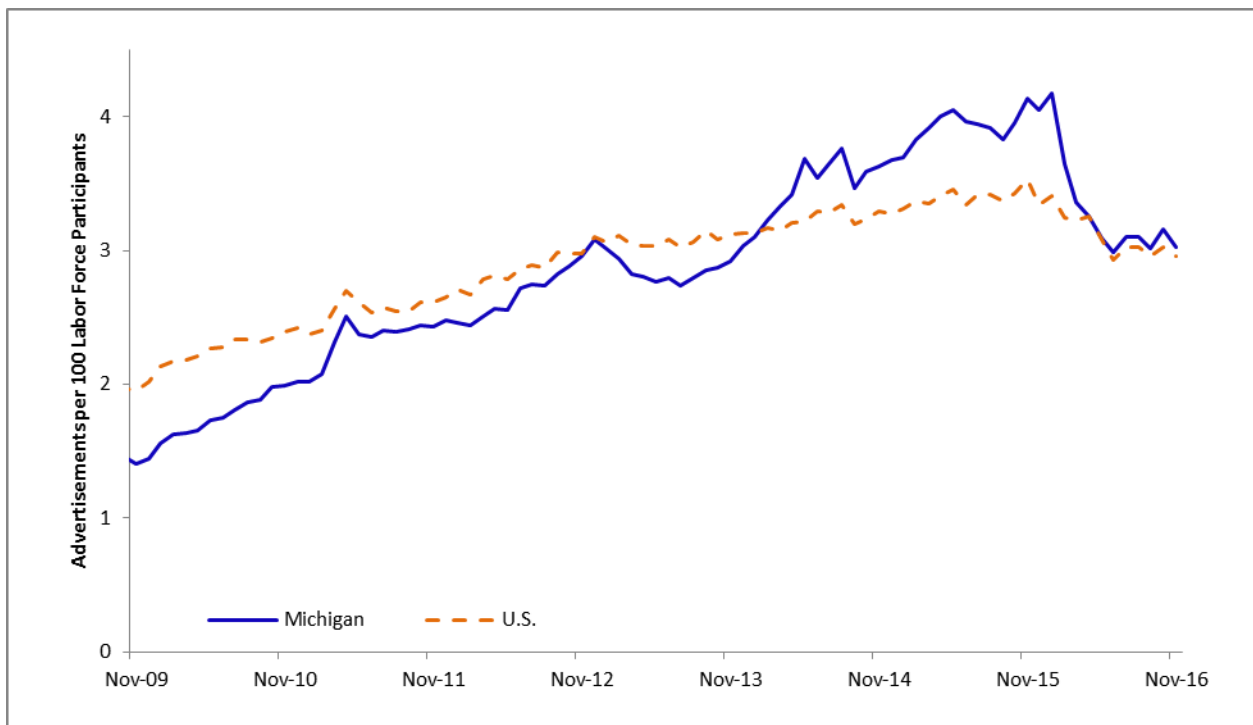
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

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						
	November 2016	October 2016	November 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	152,100	157,200	204,700	-5,100	-3.2%	-52,600	-25.7%
Professional	47,050	48,400	59,100	-1,350	-2.8%	-12,050	-20.4%
Business and Financial Operations	8,100	8,500	11,100	-400	-4.7%	-3,000	-27.0%
Computer and Mathematical	14,950	15,550	17,350	-600	-3.9%	-2,400	-13.8%
Architecture and Engineering	10,350	10,650	16,200	-300	-2.8%	-5,850	-36.1%
Life, Physical, and Social Science	2,900	2,850	3,350	50	1.8%	-450	-13.4%
Community and Social Service	400	450	550	-50	-11.1%	-150	-27.3%
Legal	1,100	1,150	1,500	-50	-4.3%	-400	-26.7%
Education, Training, and Library	5,750	5,850	5,100	-100	-1.7%	650	12.7%
Arts, Design, Entertainment, Sports, and Media	3,500	3,500	3,900	0	0.0%	-400	-10.3%
Healthcare	21,600	21,850	27,650	-250	-1.1%	-6,050	-21.9%
Healthcare Practitioners and Technical	16,850	17,050	21,550	-200	-1.2%	-4,700	-21.8%
Healthcare Support	4,750	4,800	6,100	-50	-1.0%	-1,350	-22.1%
Sales	15,400	16,400	24,150	-1,000	-6.1%	-8,750	-36.2%
Administrative Support	14,600	15,300	21,000	-700	-4.6%	-6,400	-30.5%
Management	10,200	10,500	13,700	-300	-2.9%	-3,500	-25.5%
Service	13,950	14,700	17,050	-750	-5.1%	-3,100	-18.2%
Protective Service	1,800	1,800	2,000	0	0.0%	-200	-10.0%
Food Preparation and Serving Related	6,850	7,150	8,200	-300	-4.2%	-1,350	-16.5%
Building and Grounds Cleaning and Maintenance	3,400	3,750	4,500	-350	-9.3%	-1,100	-24.4%
Personal Care and Service	1,900	2,000	2,350	-100	-5.0%	-450	-19.1%
Construction and Repair	10,950	11,000	14,500	-50	-0.5%	-3,550	-24.5%
Construction and Extraction	4,100	4,100	5,250	0	0.0%	-1,150	-21.9%
Installation, Maintenance, and Repair	6,850	6,850	9,250	0	0.0%	-2,400	-25.9%
Production	7,150	7,600	10,800	-450	-5.9%	-3,650	-33.8%
Transportation	11,000	11,150	16,500	-150	-1.3%	-5,500	-33.3%
Farming, Fishing, and Forestry	200	300	250	-100	-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						
	November 2016	October 2016	November 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	65,000	69,950	92,550	-4,950	-7.1%	-27,550	-29.8%
Professional	17,850	19,550	23,850	-1,700	-8.7%	-6,000	-25.2%
Business and Financial Operations	2,950	3,250	4,300	-300	-9.2%	-1,350	-31.4%
Computer and Mathematical	6,250	6,900	7,550	-650	-9.4%	-1,300	-17.2%
Architecture and Engineering	3,400	3,700	5,750	-300	-8.1%	-2,350	-40.9%
Life, Physical, and Social Science	1,150	1,300	1,400	-150	-11.5%	-250	-17.9%
Community and Social Service	200	200	300	0	0.0%	-100	-33.3%
Legal	400	500	650	-100	-20.0%	-250	-38.5%
Education, Training, and Library	1,900	2,150	2,000	-250	-11.6%	-100	-5.0%
Arts, Design, Entertainment, Sports, and Media	1,550	1,600	1,900	-50	-3.1%	-350	-18.4%
Healthcare	7,300	7,350	10,850	-50	-0.7%	-3,550	-32.7%
Healthcare Practitioners and Technical	5,150	5,200	7,950	-50	-1.0%	-2,800	-35.2%
Healthcare Support	2,100	2,150	2,950	-50	-2.3%	-850	-28.8%
Sales	5,900	7,000	9,500	-1,100	-15.7%	-3,600	-37.9%
Administrative Support	6,650	7,150	10,500	-500	-7.0%	-3,850	-36.7%
Management	3,850	4,100	5,500	-250	-6.1%	-1,650	-30.0%
Service	7,000	7,650	10,100	-650	-8.5%	-3,100	-30.7%
Protective Service	700	700	850	0	0.0%	-150	-17.6%
Food Preparation and Serving Related	3,250	3,500	5,000	-250	-7.1%	-1,750	-35.0%
Building and Grounds Cleaning and Maintenance	2,000	2,300	2,650	-300	-13.0%	-650	-24.5%
Personal Care and Service	1,100	1,150	1,600	-50	-4.3%	-500	-31.3%
Construction and Repair	6,700	6,800	8,700	-100	-1.5%	-2,000	-23.0%
Construction and Extraction	3,050	3,100	3,850	-50	-1.6%	-800	-20.8%
Installation, Maintenance, and Repair	3,650	3,700	4,850	-50	-1.4%	-1,200	-24.7%
Production	3,050	3,700	4,950	-650	-17.6%	-1,900	-38.4%
Transportation	6,550	6,500	8,450	50	0.8%	-1,900	-22.5%
Farming, Fishing, and Forestry	150	150	150	0	0.0%	0	0.0%

Source: The Conference Board, Help Wanted Online®