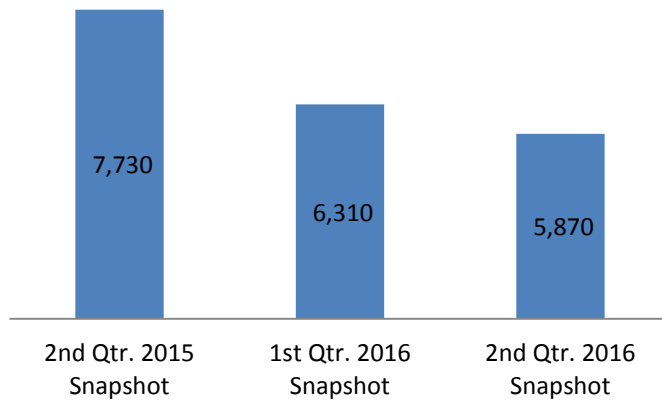


Great Lakes Bay Michigan Works!

Online Job Demand Measures – 2nd Quarter 2016 Snapshot

Online Advertisements



Top Occupations Advertised Online

- Truck Drivers (310 ads)
- Registered Nurses (280)
- Retail Salespersons (250)
- Retail Sales Supervisors (130)
- Landscaping and Groundskeeping Workers (110)
- Customer Service Representatives (100)
- Food Service Supervisors (100)
- General Maintenance and Repair Workers (90)
- Medical Assistants (90)
- Nursing Assistants (90)

Industries Looking for Talent Online

- Offices of Physicians
- Elementary and Secondary Schools
- Department Stores
- Colleges, Universities and Professional Schools
- Employment Services

Employers Looking for Talent Online

- Covenant HealthCare
- Central Michigan University
- MidMichigan Health
- McLaren Health
- Meijer

Highlights

- In the 2nd quarter of 2016, there were 5,870 online job advertisements in the Great Lakes Bay MWA, a 7 percent decrease from the previous quarter.
- *Service, Construction and repair, and Production* occupations were the only major groups to gain ads from the first quarter. These changes were mostly seasonal.
- 4 in 5 job ads in the area required less than a Bachelor's degree. This category was led by *Truck drivers* and *Registered nurses*.
- 1 in 4 job ads in the area have been posted for at least 60 days, slightly lower than the state average.

Online Demand by Education

Bachelor's Degree or Higher (19.9% of total postings)

- Medical and Health Services Managers
- Physical Therapists
- Industrial Engineers
- Pharmacists
- Sales Representatives

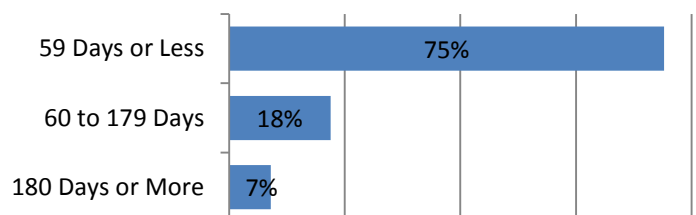
Associate's Degree or Vocational Training (22.3%)

- Truck Drivers
- Registered Nurses
- Medical Assistants
- Nursing Assistants
- Production and Operating Supervisors

High School Diploma or Equivalent and Less (57.8%)

- Retail Salespersons
- Retail Sales Supervisors
- Landscaping and Groundskeeping Workers
- Customer Service Representatives
- Food Service Supervisors

Advertisements by Days Active



Source: MI Bureau of Labor Market Information & Strategic Initiatives / The Conference Board, Help Wanted Online

Note: The quarterly snapshot reflects the online job demand taken mid-quarter.

Table 1: Occupation Detail for the Great Lakes Bay Michigan Works!

Occupation Categories	Total Available Ads						
	2nd Qtr. 2016 Snapshot	1st Qtr. 2016 Snapshot	2nd Qtr. 2015 Snapshot	# Change Qtr.	% Change Qtr.	# Change Year	% Change Year
Total*	5,870	6,310	7,730	-440	-7.0%	-1,860	-24.1%
Professional	900	1,220	1,290	-320	-26.2%	-390	-30.2%
Business and Financial Operations	130	200	220	-70	-35.0%	-90	-40.9%
Computer and Mathematical	160	220	250	-60	-27.3%	-90	-36.0%
Architecture and Engineering	160	270	280	-110	-40.7%	-120	-42.9%
Life, Physical, and Social Science	50	40	60	10	25.0%	-10	-16.7%
Community and Social Service	130	140	140	-10	-7.1%	-10	-7.1%
Legal	10	0	10	10	--	0	0.0%
Education, Training, and Library	180	210	190	-30	-14.3%	-10	-5.3%
Arts, Design, Entertainment, Sports, and Media	80	140	140	-60	-42.9%	-60	-42.9%
Healthcare	1,100	1,120	1,130	-20	-1.8%	-30	-2.7%
Healthcare Practitioners and Technical	810	830	800	-20	-2.4%	10	1.3%
Healthcare Support	280	290	330	-10	-3.4%	-50	-15.2%
Sales	740	850	1,120	-110	-12.9%	-380	-33.9%
Administrative Support	570	670	780	-100	-14.9%	-210	-26.9%
Management	290	380	390	-90	-23.7%	-100	-25.6%
Service	800	710	890	90	12.7%	-90	-10.1%
Protective Service	60	80	50	-20	-25.0%	10	20.0%
Food Preparation and Serving Related	350	320	430	30	9.4%	-80	-18.6%
Building and Grounds Cleaning and Maintenance	260	170	280	90	52.9%	-20	-7.1%
Personal Care and Service	120	140	130	-20	-14.3%	-10	-7.7%
Construction and Repair	590	450	680	140	31.1%	-90	-13.2%
Construction and Extraction	290	160	260	130	81.3%	30	11.5%
Installation, Maintenance, and Repair	300	290	420	10	3.4%	-120	-28.6%
Production	290	220	360	70	31.8%	-70	-19.4%
Transportation	670	670	890	0	0.0%	-220	-24.7%
Farming, Fishing, and Forestry	20	10	20	10	100.0%	0	0.0%

Source: MI Bureau of Labor Market Information & Strategic Initiatives / The Conference Board, Help Wanted Online

*Note: Due to rounding and unclassified advertisements, Total is not a summation of the occupational categories

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