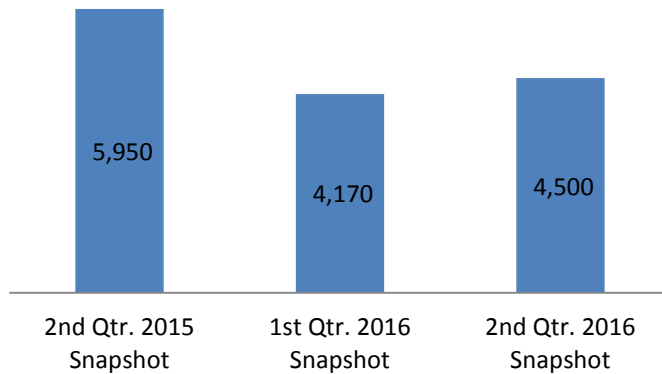


Networks Northwest

Online Job Demand Measures – 2nd Quarter 2016 Snapshot

Online Advertisements



Top Occupations Advertised Online

- Registered Nurses (210 ads)
- Truck Drivers (160)
- Retail Salespersons (160)
- Retail Sales Supervisors (120)
- Food Service Supervisors (100)
- Landscaping and Groundskeeping Workers (100)
- Cooks, Restaurant (90)
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners (90)
- Maids and Housekeeping Cleaners (80)
- Waiters and Waitresses (80)

Industries Looking for Talent Online

- Offices of Physicians
- Department Stores
- Elementary and Secondary Schools
- Traveler Accommodation
- Child Day Care Services

Employers Looking for Talent Online

- Munson Healthcare
- Traverse City Area Public Schools
- McLaren Health System
- Blarney Castle Oil co.
- Pizza Hut

Highlights

- In the 2nd quarter of 2016, there were 4,500 online job advertisements in the Northwest Michigan Works Area, a 7.9 percent increase over the prior quarter.
- More than two-thirds of the online job advertisements in the 2nd quarter of 2016 required a high school diploma (68.5 percent).
- Over the quarter, *Service and Farming, fishing and forestry* saw the biggest increase (50 percent), while over the year *Farming, fishing and forestry* saw the biggest decline (40 percent).

Online Demand by Education

Bachelor's Degree or Higher (15.9% of total postings)

- Physician Assistants
- Physical Therapists
- Industrial Engineers
- Family and General Practitioners

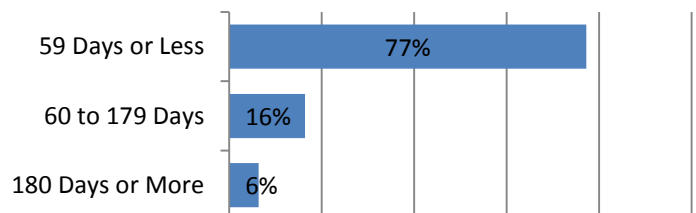
Associate's Degree or Vocational Training (15.6%)

- Registered Nurses
- Truck Drivers
- Licensed Practical & Licensed Vocational Nurses
- Production and Operating Supervisors
- Medical Assistants

High School Diploma or Equivalent and Less (68.5%)

- Retail Salespersons
- Retail Sales Supervisors
- Food Service Supervisors
- Landscaping and Groundskeeping Workers
- Restaurant Cooks
- Janitors and Cleaners

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 Networks Northwest

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*	4,500	4,170	5,950	330	7.9%	-1,450	-24.4%
Professional	520	540	630	-20	-3.7%	-110	-17.5%
Business and Financial Operations	80	90	90	-10	-11.1%	-10	-11.1%
Computer and Mathematical	50	60	70	-10	-16.7%	-20	-28.6%
Architecture and Engineering	80	70	90	10	14.3%	-10	-11.1%
Life, Physical, and Social Science	20	40	40	-20	-50.0%	-20	-50.0%
Community and Social Service	100	80	100	20	25.0%	0	0.0%
Legal	0	10	0	-10	-100.0%	0	--
Education, Training, and Library	120	90	100	30	33.3%	20	20.0%
Arts, Design, Entertainment, Sports, and Media	90	110	140	-20	-18.2%	-50	-35.7%
Healthcare	800	960	990	-160	-16.7%	-190	-19.2%
Healthcare Practitioners and Technical	640	770	770	-130	-16.9%	-130	-16.9%
Healthcare Support	150	190	220	-40	-21.1%	-70	-31.8%
Sales	520	530	650	-10	-1.9%	-130	-20.0%
Administrative Support	470	380	730	90	23.7%	-260	-35.6%
Management	180	200	180	-20	-10.0%	0	0.0%
Service	990	660	1,340	330	50.0%	-350	-26.1%
Protective Service	60	40	50	20	50.0%	10	20.0%
Food Preparation and Serving Related	500	320	730	180	56.3%	-230	-31.5%
Building and Grounds Cleaning and Maintenance	310	180	390	130	72.2%	-80	-20.5%
Personal Care and Service	120	120	170	0	0.0%	-50	-29.4%
Construction and Repair	460	310	580	150	48.4%	-120	-20.7%
Construction and Extraction	280	140	310	140	100.0%	-30	-9.7%
Installation, Maintenance, and Repair	180	170	270	10	5.9%	-90	-33.3%
Production	220	200	270	20	10.0%	-50	-18.5%
Transportation	400	300	470	100	33.3%	-70	-14.9%
Farming, Fishing, and Forestry	30	20	50	10	50.0%	-20	-40.0%

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

For more information on Help Wanted Online or regional labor market information, please contact Michelle Wein, Economic Analyst at 517-241-8272 or weinm@michigan.gov.