



## Michigan Online Advertisements Continue to Drop in May

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for May 2016 registered a decrease of -8,100 ads, or -5.1 percent over the month, bringing the total count in Michigan to 150,600. This drop is larger than the decline seen in April 2016, but still smaller than the big declines seen at the beginning of the year in February and March. Over the year from May 2015, ads have decreased by about -41,000, or -21.4 percent. This is a somewhat larger over the year reduction than seen previously, indicating that 2016 ads might have peaked with the high seen in January, and are slowly returning down to a more sustainable level as the year progresses.

(Figure 1, Page 2)

- In May 2016, the United States also experienced a decrease in seasonally adjusted online advertisements, about -5.5 percent. Over the year, online ads in the United States were down -10.2 percent.
- Across the Midwest, every state also experienced drops in online advertisements in May. These were -15.7 percent in Wisconsin, -6.4 percent in Ohio, -6.1 percent in Illinois and -5.2 percent in Indiana. Michigan's over the month decrease then, seen in this context, is actually right on par with what the rest of the region is experiencing.
- Across the United States, Michigan was one of 49 states to have ad decreases over the month. The only state to see an increase was Washington.

## Michigan SD Rate Continues to Be Stronger than the United States

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, increased to 1.54 in May 2016. This rate is the highest seen since February 2015, but still falls below the national rate (1.62). Even with the increase in the SD rate, April 2016 marks the 15<sup>th</sup> 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 3.10, the lowest value since January 2014. In addition, while Michigan's rate still exceeds that of the United States (3.07), this is the closest the two ad rates have been to converging since December 2012. (Figure 4, Page 3)

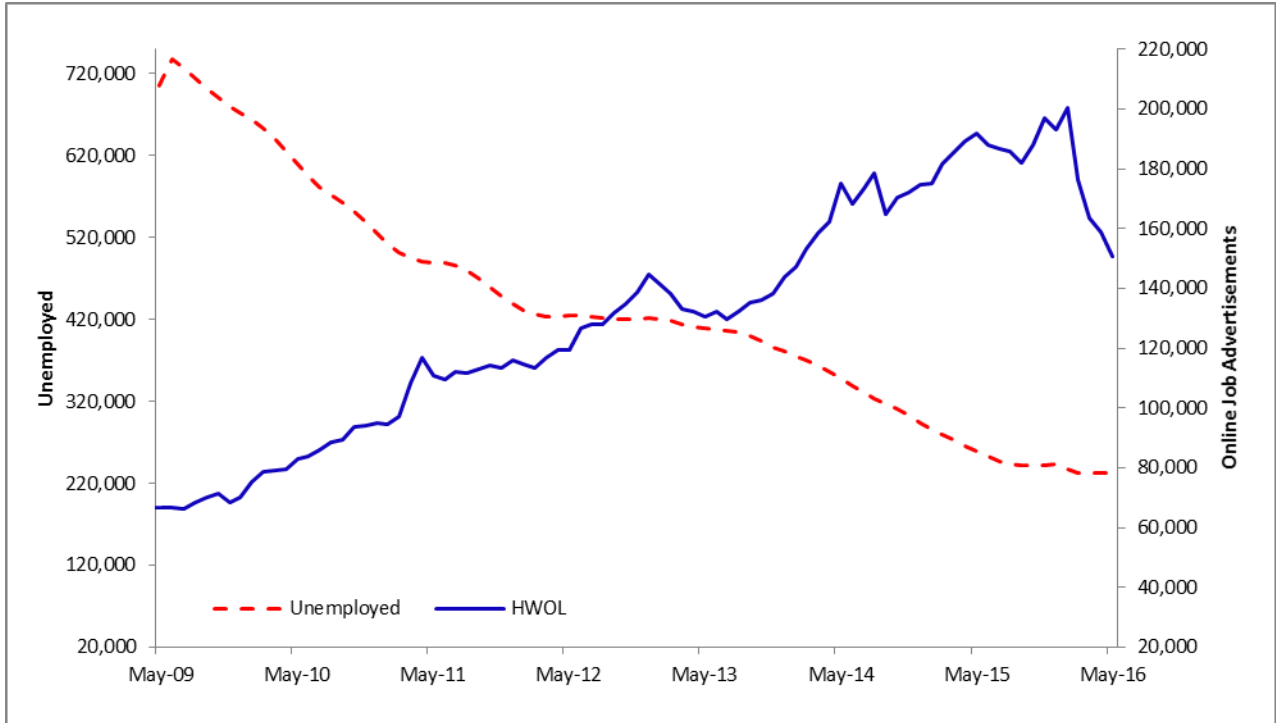
## Decreases in Total Ads for Nearly All Large Occupational Groups

Michigan's non-seasonally adjusted online advertised job vacancies decreased by -6,150, or -3.8 percent over the month, bringing the total to 157,550. Job ads were down over the month among all the large occupational groups, including *Farming, fishing, and forestry* (-14.3 percent), *Transportation* (-10.3 percent), and *Administrative Support* (-5.3 percent). Over the year, non-seasonally adjusted job ads also registered a -21.3 percent decrease. (Table 1, Page 4)

- Over the month in May 2016, the three lone increases were in subcategories. Within *Service*, the *Protective Service* sub-category experienced an increase of +8.8 percent. Within *Professional*, the *Education, training and library* and *Community and social service* sub-categories saw increases of +12.8 percent and +11.1 percent, respectively.
- Of Michigan's total job ads, 73,350 were newly-posted in May, -9.5 percent lower than April. Over the year, total new job ads were down -26.3 percent. Newly-posted *Production* ads saw the biggest decline over the year (-37.7 percent). (Table 2, Page 5)

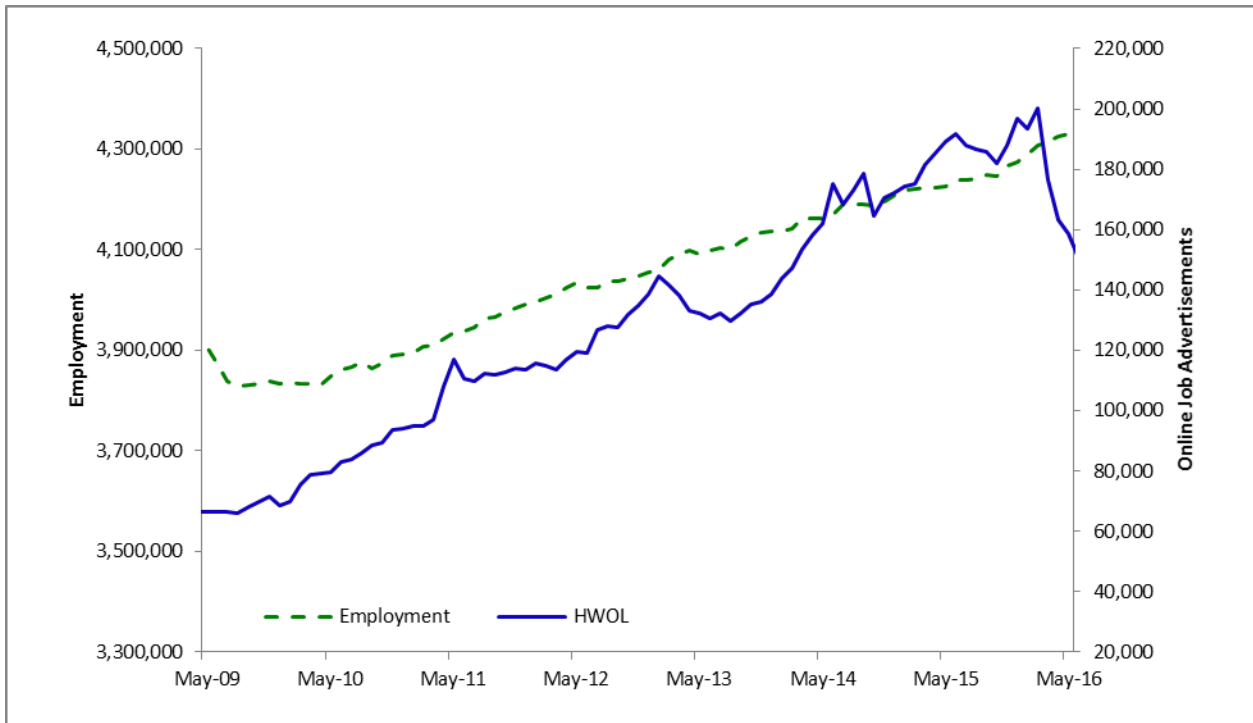
For more information on this report, please contact Michelle Wein at (517) 241-8272 or [weinm@michigan.gov](mailto:weinm@michigan.gov). For more information and technical notes on the Help Wanted Online Data Series, please visit the website at <http://www.conference-board.org/data/helpwantedonline.cfm>

**Figure 1: Labor Supply v. Labor Demand, Michigan**



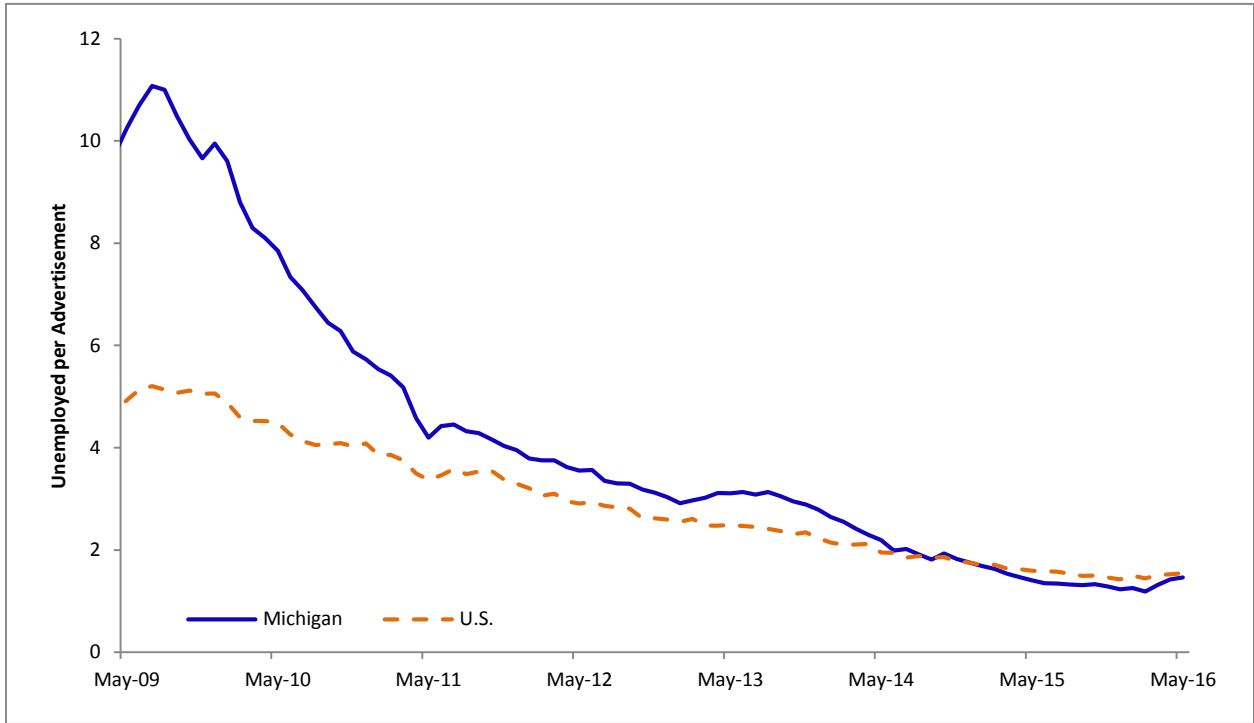
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

**Figure 2: Employment v. Labor Demand, Michigan**



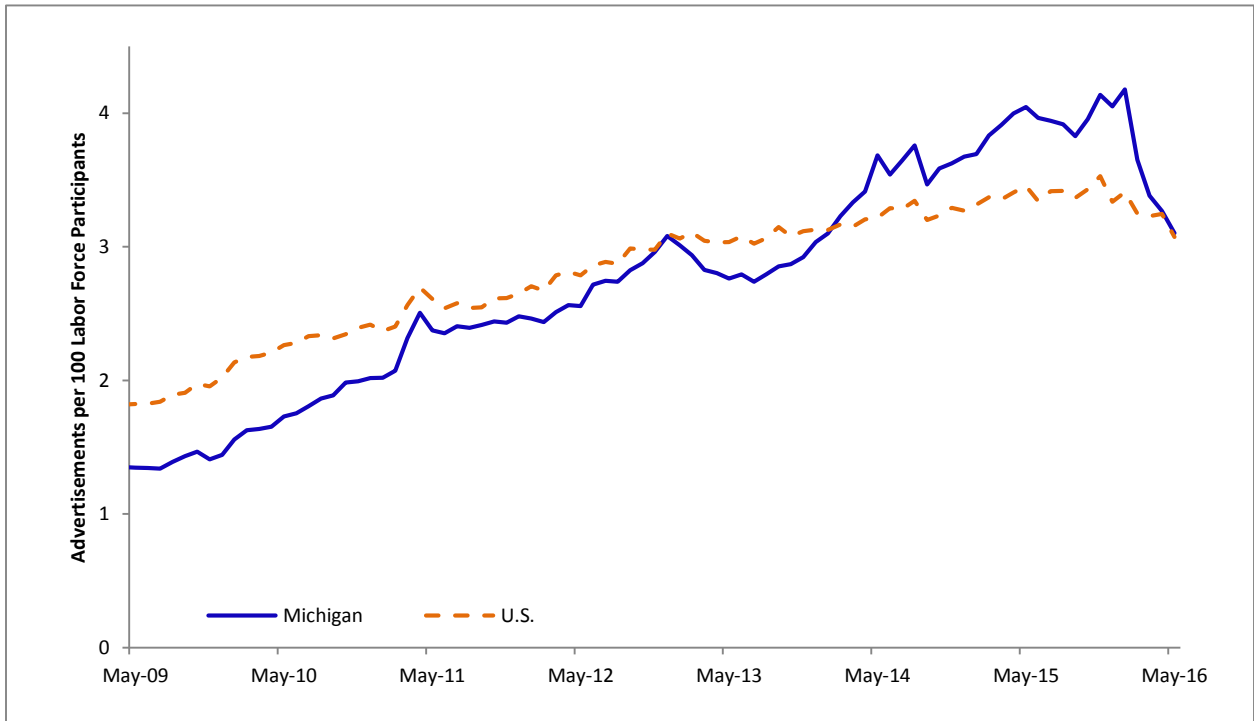
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

**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						
	May 2016	April 2016	May 2015	# Change Month	% Change Month	# Change Year	% Change Year
<b>Total</b>	<b>157,550</b>	<b>163,700</b>	<b>200,150</b>	<b>-6,150</b>	<b>-3.8%</b>	<b>-42,600</b>	<b>-21.3%</b>
<b>Professional</b>	<b>46,000</b>	<b>46,800</b>	<b>54,650</b>	<b>-800</b>	<b>-1.7%</b>	<b>-8,650</b>	<b>-15.8%</b>
Business and Financial Operations	7,800	8,300	10,000	-500	-6.0%	-2,200	-22.0%
Computer and Mathematical	15,100	15,150	15,700	-50	-0.3%	-600	-3.8%
Architecture and Engineering	11,050	11,450	15,300	-400	-3.5%	-4,250	-27.8%
Life, Physical, and Social Science	2,550	2,600	3,050	-50	-1.9%	-500	-16.4%
Community and Social Service	500	450	500	50	11.1%	0	0.0%
Legal	1,150	1,350	1,450	-200	-14.8%	-300	-20.7%
Education, Training, and Library	4,850	4,300	4,750	550	12.8%	100	2.1%
Arts, Design, Entertainment, Sports, and Media	3,000	3,200	3,900	-200	-6.3%	-900	-23.1%
<b>Healthcare</b>	<b>23,000</b>	<b>23,500</b>	<b>26,250</b>	<b>-500</b>	<b>-2.1%</b>	<b>-3,250</b>	<b>-12.4%</b>
Healthcare Practitioners and Technical	18,300	18,600	20,400	-300	-1.6%	-2,100	-10.3%
Healthcare Support	4,700	4,900	5,850	-200	-4.1%	-1,150	-19.7%
<b>Sales</b>	<b>15,650</b>	<b>16,500</b>	<b>20,350</b>	<b>-850</b>	<b>-5.2%</b>	<b>-4,700</b>	<b>-23.1%</b>
<b>Administrative Support</b>	<b>15,100</b>	<b>15,950</b>	<b>20,100</b>	<b>-850</b>	<b>-5.3%</b>	<b>-5,000</b>	<b>-24.9%</b>
<b>Management</b>	<b>11,250</b>	<b>11,600</b>	<b>13,550</b>	<b>-350</b>	<b>-3.0%</b>	<b>-2,300</b>	<b>-17.0%</b>
<b>Service</b>	<b>16,600</b>	<b>17,100</b>	<b>19,750</b>	<b>-500</b>	<b>-2.9%</b>	<b>-3,150</b>	<b>-15.9%</b>
Protective Service	1,850	1,700	1,700	150	8.8%	150	8.8%
Food Preparation and Serving Related	7,500	7,900	9,000	-400	-5.1%	-1,500	-16.7%
Building and Grounds Cleaning and Maintenance	5,200	5,300	6,600	-100	-1.9%	-1,400	-21.2%
Personal Care and Service	2,050	2,250	2,450	-200	-8.9%	-400	-16.3%
<b>Construction and Repair</b>	<b>11,150</b>	<b>11,750</b>	<b>16,250</b>	<b>-600</b>	<b>-5.1%</b>	<b>-5,100</b>	<b>-31.4%</b>
Construction and Extraction	4,350	4,400	6,350	-50	-1.1%	-2,000	-31.5%
Installation, Maintenance, and Repair	6,800	7,400	9,900	-600	-8.1%	-3,100	-31.3%
<b>Production</b>	<b>7,150</b>	<b>7,500</b>	<b>11,000</b>	<b>-350</b>	<b>-4.7%</b>	<b>-3,850</b>	<b>-35.0%</b>
<b>Transportation</b>	<b>11,350</b>	<b>12,650</b>	<b>17,850</b>	<b>-1,300</b>	<b>-10.3%</b>	<b>-6,500</b>	<b>-36.4%</b>
<b>Farming, Fishing, and Forestry</b>	<b>300</b>	<b>350</b>	<b>400</b>	<b>-50</b>	<b>-14.3%</b>	<b>-100</b>	<b>-25.0%</b>

Source: The Conference Board, Help Wanted Online®

**Table 2: New Online Job Advertisements by Occupational Category**

Occupation Categories	Total New Ads						
	May 2016	April 2016	May 2015	# Change Month	% Change Month	# Change Year	% Change Year
<b>Total</b>	<b>73,350</b>	<b>81,050</b>	<b>99,550</b>	<b>-7,700</b>	<b>-9.5%</b>	<b>-26,200</b>	<b>-26.3%</b>
<b>Professional</b>	<b>19,100</b>	<b>20,100</b>	<b>22,100</b>	<b>-1,000</b>	<b>-5.0%</b>	<b>-3,000</b>	<b>-13.6%</b>
Business and Financial Operations	3,150	3,550	4,100	-400	-11.3%	-950	-23.2%
Computer and Mathematical	6,800	7,000	6,500	-200	-2.9%	300	4.6%
Architecture and Engineering	3,950	4,450	5,450	-500	-11.2%	-1,500	-27.5%
Life, Physical, and Social Science	1,100	1,150	1,250	-50	-4.3%	-150	-12.0%
Community and Social Service	250	250	250	0	0.0%	0	0.0%
Legal	450	550	600	-100	-18.2%	-150	-25.0%
Education, Training, and Library	2,000	1,500	1,950	500	33.3%	50	2.6%
Arts, Design, Entertainment, Sports, and Media	1,400	1,550	1,950	-150	-9.7%	-550	-28.2%
<b>Healthcare</b>	<b>8,050</b>	<b>9,550</b>	<b>10,700</b>	<b>-1,500</b>	<b>-15.7%</b>	<b>-2,650</b>	<b>-24.8%</b>
Healthcare Practitioners and Technical	5,850	6,950	7,800	-1,100	-15.8%	-1,950	-25.0%
Healthcare Support	2,200	2,600	2,950	-400	-15.4%	-750	-25.4%
<b>Sales</b>	<b>6,500</b>	<b>7,400</b>	<b>9,950</b>	<b>-900</b>	<b>-12.2%</b>	<b>-3,450</b>	<b>-34.7%</b>
<b>Administrative Support</b>	<b>7,600</b>	<b>8,700</b>	<b>11,300</b>	<b>-1,100</b>	<b>-12.6%</b>	<b>-3,700</b>	<b>-32.7%</b>
<b>Management</b>	<b>4,450</b>	<b>5,050</b>	<b>5,700</b>	<b>-600</b>	<b>-11.9%</b>	<b>-1,250</b>	<b>-21.9%</b>
<b>Service</b>	<b>9,900</b>	<b>10,550</b>	<b>12,550</b>	<b>-650</b>	<b>-6.2%</b>	<b>-2,650</b>	<b>-21.1%</b>
Protective Service	900	750	750	150	20.0%	150	20.0%
Food Preparation and Serving Related	4,200	4,650	5,500	-450	-9.7%	-1,300	-23.6%
Building and Grounds Cleaning and Maintenance	3,450	3,700	4,650	-250	-6.8%	-1,200	-25.8%
Personal Care and Service	1,250	1,450	1,650	-200	-13.8%	-400	-24.2%
<b>Construction and Repair</b>	<b>6,950</b>	<b>7,750</b>	<b>10,350</b>	<b>-800</b>	<b>-10.3%</b>	<b>-3,400</b>	<b>-32.9%</b>
Construction and Extraction	3,350	3,500	4,950	-150	-4.3%	-1,600	-32.3%
Installation, Maintenance, and Repair	3,600	4,250	5,400	-650	-15.3%	-1,800	-33.3%
<b>Production</b>	<b>3,550</b>	<b>3,850</b>	<b>5,700</b>	<b>-300</b>	<b>-7.8%</b>	<b>-2,150</b>	<b>-37.7%</b>
<b>Transportation</b>	<b>7,050</b>	<b>7,850</b>	<b>10,950</b>	<b>-800</b>	<b>-10.2%</b>	<b>-3,900</b>	<b>-35.6%</b>
<b>Farming, Fishing, and Forestry</b>	<b>200</b>	<b>250</b>	<b>250</b>	<b>-50</b>	<b>-20.0%</b>	<b>-50</b>	<b>-20.0%</b>

Source: The Conference Board, Help Wanted Online®