



## Michigan Online Advertisements Decrease in September

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for September 2016 declined, dropping by 3,750 ads (-2.5 percent), bringing the total count in Michigan to 145,490. While July and August 2016 demonstrated the first months of growth in 2016, this month returns to levels seen earlier in the year. Over the year from September 2015, ads have decreased by about -36,300, or -20 percent. Because of the high achieved in January 2016, ads are also down -55,000 year to date, or -27.4 percent. September 2016 ads are also below those recorded in September 2014, but above those recorded in September 2013 and 2012. (Figure 1, Page 2)

- In September 2016, the United States also saw seasonally adjusted online advertisements decline by 1.9 percent, tracking with the drop in ads in Michigan. Over the year, online ads in the United States were down -10.6 percent.
- Across the Midwest, most states also experienced a similar drop in September, where each of Ohio, Indiana, Illinois and Wisconsin saw online advertisement decreases. Wisconsin had the smallest decline of -2.1 percent, while Ohio saw the largest, at -3.5 percent.
- Across the United States, many states saw similar changes to those in the Midwest – most states were decreasing. Only six states had increases: Idaho, Louisiana, North Carolina, North Dakota, Nevada and Oklahoma.

## Michigan SD Rate Rises in September

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, rose to 1.45 in September 2016. This rate falls below the national rate (1.66), but is still higher than recorded in September 2015 (1.33). September 2016 marks the 22<sup>nd</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, dropped to 3.03, the first decline since June 2016. Michigan's ad rate still continues to exceed that of the United States (2.96), but remains as close to the national rate as last month, when the two were separated by just -0.08. (Figure 4, Page 3)

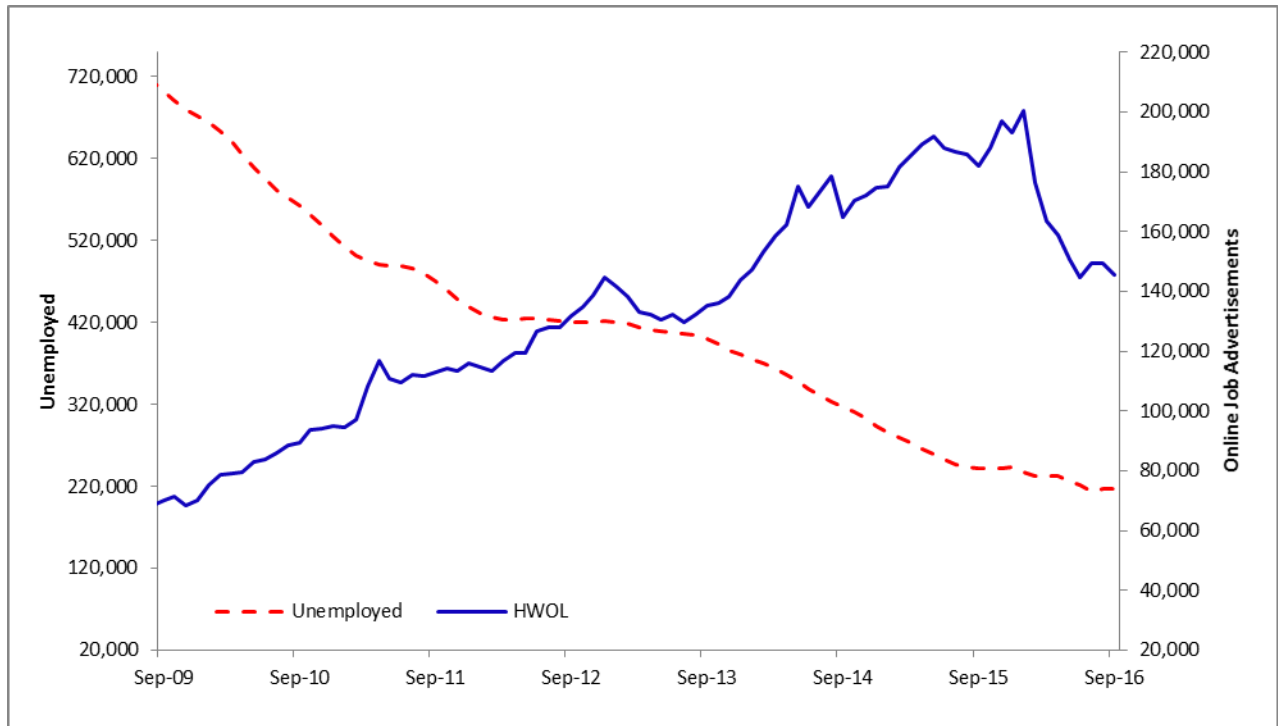
## Healthcare and Management Lead Decline in Online Advertising in September

Michigan's non-seasonally adjusted online advertised job vacancies decreased over the month, falling by 3,550 ads, or -2.2 percent, bringing the total to 156,650. Most major occupation groups experienced drops (with the exception of *Construction and Repair, Production and Farming, Fishing and Forestry*). Over the year, non-seasonally adjusted job ads also registered a -20.1 percent decrease. (Table 1, Page 4)

- The largest declines were seen in *Healthcare and Management*, where job ads were down over the month in both categories by -5.3 percent.
- The largest increase was in the sub-category of *Education, Training and Library*, where ads were up +5.4 percent.
- Of Michigan's total job ads, 69,500 were newly-posted in September, -5.9 percent lower than August. Over the year, total new job ads were down -25.8 percent. (Table 2, Page 5)

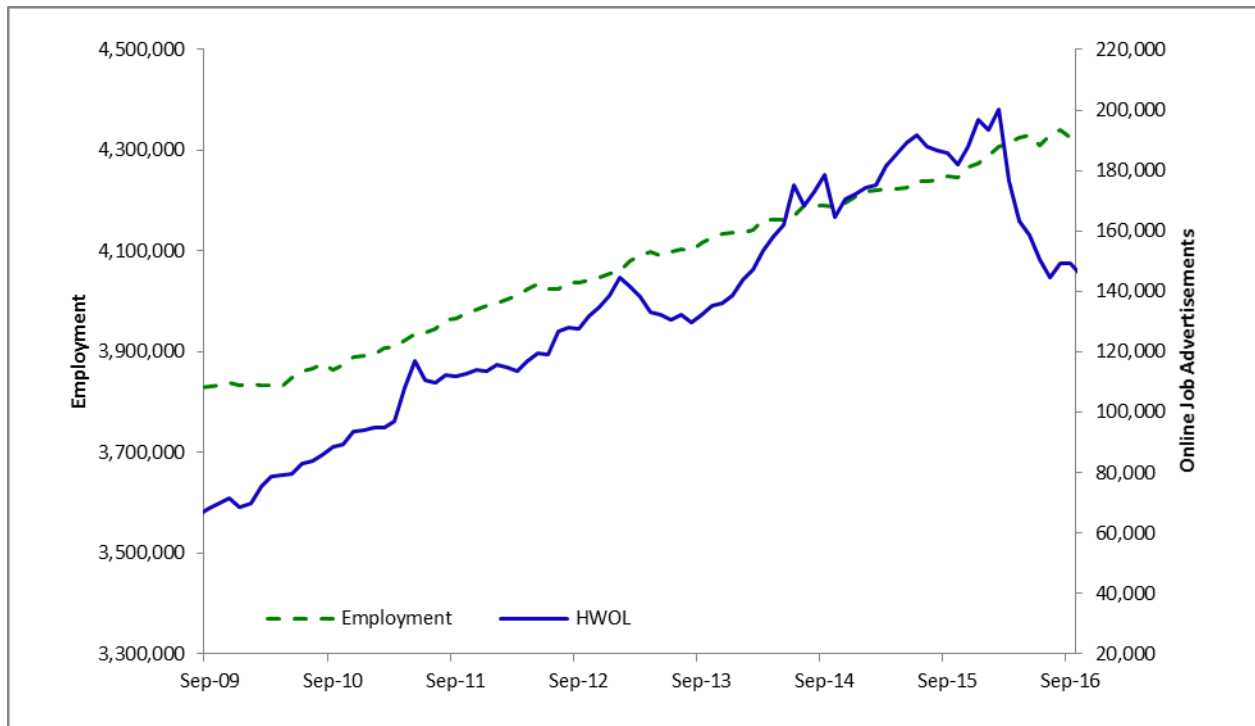
For more information on this report, please contact Michelle Wein at (517) 241-8272 or weinm@michigan.gov. For more information and technical notes on the Help Wanted Online Data Series, please visit the website at <http://www.conference-board.org/data/helpwantedonline.cfm>

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



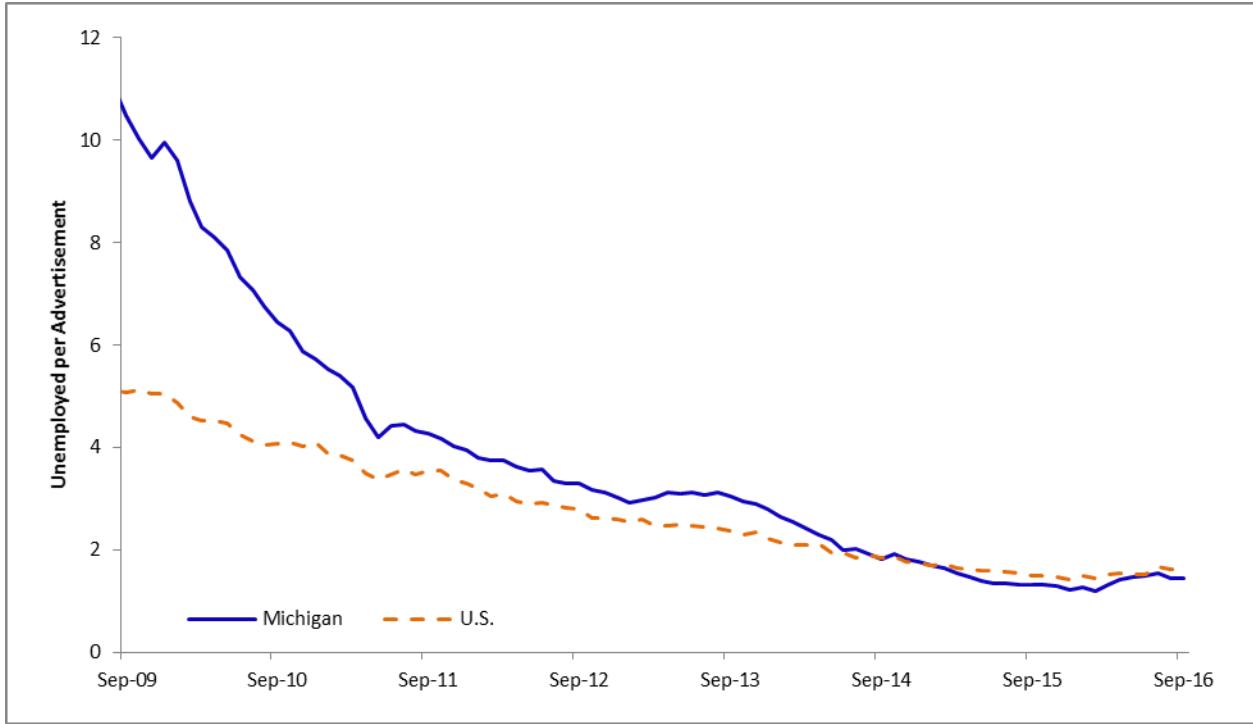
**Source:** The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

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



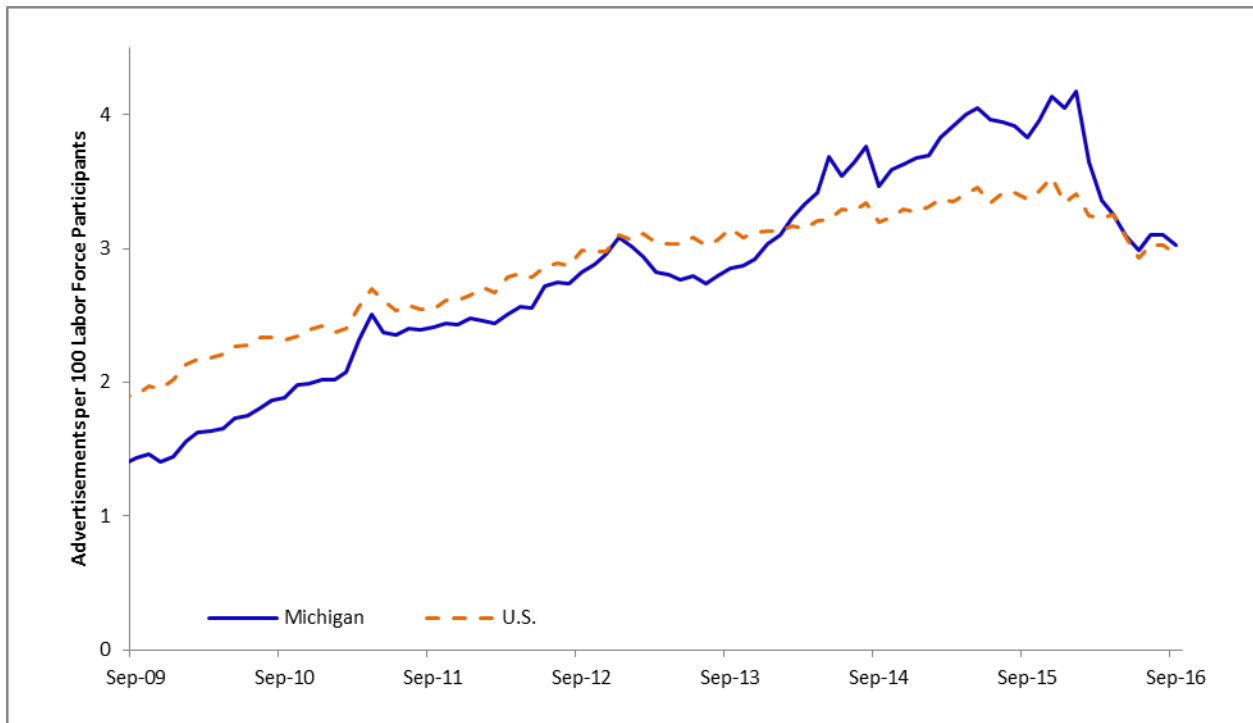
**Source:** The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

**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						
	September 2016	August 2016	September 2015	# Change Month	% Change Month	# Change Year	% Change Year
<b>Total</b>	<b>156,650</b>	<b>160,200</b>	<b>196,000</b>	<b>-3,550</b>	<b>-2.2%</b>	<b>-39,350</b>	<b>-20.1%</b>
<b>Professional</b>	<b>48,250</b>	<b>48,850</b>	<b>56,400</b>	<b>-600</b>	<b>-1.2%</b>	<b>-8,150</b>	<b>-14.5%</b>
Business and Financial Operations	8,350	8,450	10,250	-100	-1.2%	-1,900	-18.5%
Computer and Mathematical	15,100	15,700	16,150	-600	-3.8%	-1,050	-6.5%
Architecture and Engineering	10,300	10,550	15,400	-250	-2.4%	-5,100	-33.1%
Life, Physical, and Social Science	2,700	2,650	3,200	50	1.9%	-500	-15.6%
Community and Social Service	400	500	550	-100	-20.0%	-150	-27.3%
Legal	1,100	1,150	1,350	-50	-4.3%	-250	-18.5%
Education, Training, and Library	6,800	6,450	5,750	350	5.4%	1,050	18.3%
Arts, Design, Entertainment, Sports, and Media	3,450	3,400	3,800	50	1.5%	-350	-9.2%
<b>Healthcare</b>	<b>22,550</b>	<b>23,800</b>	<b>25,400</b>	<b>-1,250</b>	<b>-5.3%</b>	<b>-2,850</b>	<b>-11.2%</b>
Healthcare Practitioners and Technical	17,750	18,850	19,650	-1,100	-5.8%	-1,900	-9.7%
Healthcare Support	4,850	4,950	5,700	-100	-2.0%	-850	-14.9%
<b>Sales</b>	<b>15,400</b>	<b>15,600</b>	<b>22,650</b>	<b>-200</b>	<b>-1.3%</b>	<b>-7,250</b>	<b>-32.0%</b>
<b>Administrative Support</b>	<b>15,050</b>	<b>15,300</b>	<b>19,600</b>	<b>-250</b>	<b>-1.6%</b>	<b>-4,550</b>	<b>-23.2%</b>
<b>Management</b>	<b>10,650</b>	<b>11,250</b>	<b>13,200</b>	<b>-600</b>	<b>-5.3%</b>	<b>-2,550</b>	<b>-19.3%</b>
<b>Service</b>	<b>15,750</b>	<b>16,200</b>	<b>17,300</b>	<b>-450</b>	<b>-2.8%</b>	<b>-1,550</b>	<b>-9.0%</b>
Protective Service	1,800	1,900	1,950	-100	-5.3%	-150	-7.7%
Food Preparation and Serving Related	7,700	8,050	8,000	-350	-4.3%	-300	-3.8%
Building and Grounds Cleaning and Maintenance	4,250	4,050	5,150	200	4.9%	-900	-17.5%
Personal Care and Service	2,050	2,150	2,200	-100	-4.7%	-150	-6.8%
<b>Construction and Repair</b>	<b>10,700</b>	<b>10,700</b>	<b>14,300</b>	<b>0</b>	<b>0.0%</b>	<b>-3,600</b>	<b>-25.2%</b>
Construction and Extraction	4,050	4,000	5,250	50	1.3%	-1,200	-22.9%
Installation, Maintenance, and Repair	6,650	6,700	9,100	-50	-0.7%	-2,450	-26.9%
<b>Production</b>	<b>7,350</b>	<b>7,200</b>	<b>10,750</b>	<b>150</b>	<b>2.1%</b>	<b>-3,400</b>	<b>-31.6%</b>
<b>Transportation</b>	<b>10,550</b>	<b>10,950</b>	<b>16,000</b>	<b>-400</b>	<b>-3.7%</b>	<b>-5,450</b>	<b>-34.1%</b>
<b>Farming, Fishing, and Forestry</b>	<b>400</b>	<b>350</b>	<b>400</b>	<b>50</b>	<b>14.3%</b>	<b>0</b>	<b>0.0%</b>

Source: The Conference Board, Help Wanted Online®

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

Occupation Categories	Total New Ads						
	September 2016	August 2016	September 2015	# Change Month	% Change Month	# Change Year	% Change Year
<b>Total</b>	<b>69,500</b>	<b>73,850</b>	<b>93,650</b>	<b>-4,350</b>	<b>-5.9%</b>	<b>-24,150</b>	<b>-25.8%</b>
<b>Professional</b>	<b>19,250</b>	<b>20,700</b>	<b>22,850</b>	<b>-1,450</b>	<b>-7.0%</b>	<b>-3,600</b>	<b>-15.8%</b>
Business and Financial Operations	3,200	3,650	4,250	-450	-12.3%	-1,050	-24.7%
Computer and Mathematical	6,350	6,850	6,650	-500	-7.3%	-300	-4.5%
Architecture and Engineering	3,600	3,650	5,550	-50	-1.4%	-1,950	-35.1%
Life, Physical, and Social Science	1,100	1,200	1,300	-100	-8.3%	-200	-15.4%
Community and Social Service	200	250	300	-50	-20.0%	-100	-33.3%
Legal	400	550	550	-150	-27.3%	-150	-27.3%
Education, Training, and Library	2,650	2,950	2,500	-300	-10.2%	150	6.0%
Arts, Design, Entertainment, Sports, and Media	1,700	1,600	1,750	100	6.3%	-50	-2.9%
<b>Healthcare</b>	<b>7,300</b>	<b>8,050</b>	<b>9,900</b>	<b>-750</b>	<b>-9.3%</b>	<b>-2,600</b>	<b>-26.3%</b>
Healthcare Practitioners and Technical	5,250	5,800	7,050	-550	-9.5%	-1,800	-25.5%
Healthcare Support	2,100	2,200	2,850	-100	-4.5%	-750	-26.3%
<b>Sales</b>	<b>6,650</b>	<b>7,050</b>	<b>11,150</b>	<b>-400</b>	<b>-5.7%</b>	<b>-4,500</b>	<b>-40.4%</b>
<b>Administrative Support</b>	<b>7,200</b>	<b>7,700</b>	<b>10,100</b>	<b>-500</b>	<b>-6.5%</b>	<b>-2,900</b>	<b>-28.7%</b>
<b>Management</b>	<b>4,000</b>	<b>4,600</b>	<b>5,200</b>	<b>-600</b>	<b>-13.0%</b>	<b>-1,200</b>	<b>-23.1%</b>
<b>Service</b>	<b>8,450</b>	<b>9,350</b>	<b>10,850</b>	<b>-900</b>	<b>-9.6%</b>	<b>-2,400</b>	<b>-22.1%</b>
Protective Service	700	900	850	-200	-22.2%	-150	-17.6%
Food Preparation and Serving Related	3,900	4,650	5,250	-750	-16.1%	-1,350	-25.7%
Building and Grounds Cleaning and Maintenance	2,700	2,600	3,300	100	3.8%	-600	-18.2%
Personal Care and Service	1,200	1,200	1,450	0	0.0%	-250	-17.2%
<b>Construction and Repair</b>	<b>6,700</b>	<b>6,650</b>	<b>8,900</b>	<b>50</b>	<b>0.8%</b>	<b>-2,200</b>	<b>-24.7%</b>
Construction and Extraction	3,150	3,100	4,000	50	1.6%	-850	-21.3%
Installation, Maintenance, and Repair	3,550	3,550	4,900	0	0.0%	-1,350	-27.6%
<b>Production</b>	<b>3,550</b>	<b>3,600</b>	<b>5,550</b>	<b>-50</b>	<b>-1.4%</b>	<b>-2,000</b>	<b>-36.0%</b>
<b>Transportation</b>	<b>6,100</b>	<b>5,900</b>	<b>8,900</b>	<b>200</b>	<b>3.4%</b>	<b>-2,800</b>	<b>-31.5%</b>
<b>Farming, Fishing, and Forestry</b>	<b>300</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®