



Michigan Online Advertisements Increase in October

According to The Conference Board's Help Wanted Online Data Series, Michigan's seasonally adjusted online advertised job postings for October 2016 increased, rising by 7,430 ads (+5.1 percent), bringing the total count in Michigan to 152,920. This is the biggest single month increase since January 2016, and the largest percentage growth achieved since May 2014. Over the year from October 2015, ads have decreased by about -35,200, or -18.7 percent. Because of the high achieved in January 2016, ads are also down -47,500 year to date, or -23.7 percent. This large uptick, however, brings Michigan's ad total to levels not seen since May 2016. (Figure 1, Page 2)

- In October 2016, the United States also saw an expansion in seasonally adjusted online advertisements, though smaller than Michigan's, where over the month, ad change was +2.5 percent. Over the year, online ads in the United States were down -10.2 percent.
- Across the Midwest, most states also experienced a similar increase in October, where each of Ohio, Indiana, Illinois and Wisconsin saw online advertisement growth. Wisconsin had the smallest uptick of +2.2 percent, while Ohio saw the largest, at +5.9 percent.
- Across the United States, many states saw similar changes to those in the Midwest – most states were increasing. Only five states had decreases: Alaska, Florida, Idaho, Kentucky and Maine.

Michigan Ad Rate Rises in October

This month, Michigan's ad rate, or the number of job ads per 100 labor force participants, rose to 3.17 (+0.15), a large increase after last month's unexpected drop. Michigan's ad rate also exceeded that of the United States (3.03), widening the distance between the national rate and Michigan's rate to 0.14. (Figure 4, Page 3)

Michigan's Supply/Demand (SD) rate, or the number of unemployed persons per job posting, declined to 1.44 in October 2016. This rate falls well below the national rate (1.64), but is still higher than recorded in October 2015 (1.29). October 2016 marks the 23rd consecutive month Michigan's rate has been under that of the United States. (Figure 3, Page 3)

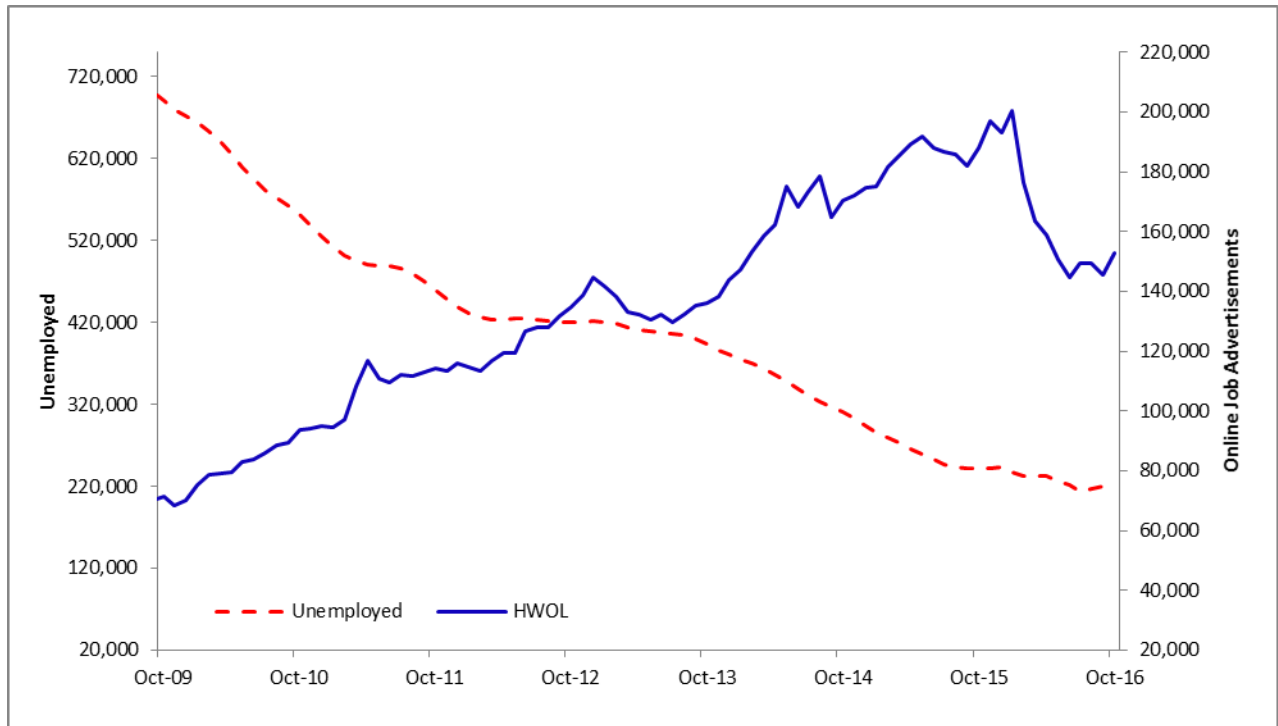
Occupational Ads Up in October

Michigan's non-seasonally adjusted online advertised job vacancies increased over the month, rising by 550 ads, or 0.4 percent, bringing the total to 157,200. Most major occupation groups experienced upticks (with the exception of *Healthcare, Service, Management and Farming, fishing and forestry*). Over the year, non-seasonally adjusted job ads registered a -18.9 percent decrease. (Table 1, Page 4)

- The largest gains were seen in *Sales* (+1,000 ads) and *Transportation* (+600) ads.
- Interestingly, over the year, the largest declines were also seen in *Transportation* (-32.6 percent) and *Sales* (-29.9 percent).
- Of Michigan's total job ads, 69,950 were newly-posted in October, +0.6 percent higher than September. Over the year, total new job ads were down -24.3 percent. (Table 2, Page 5)

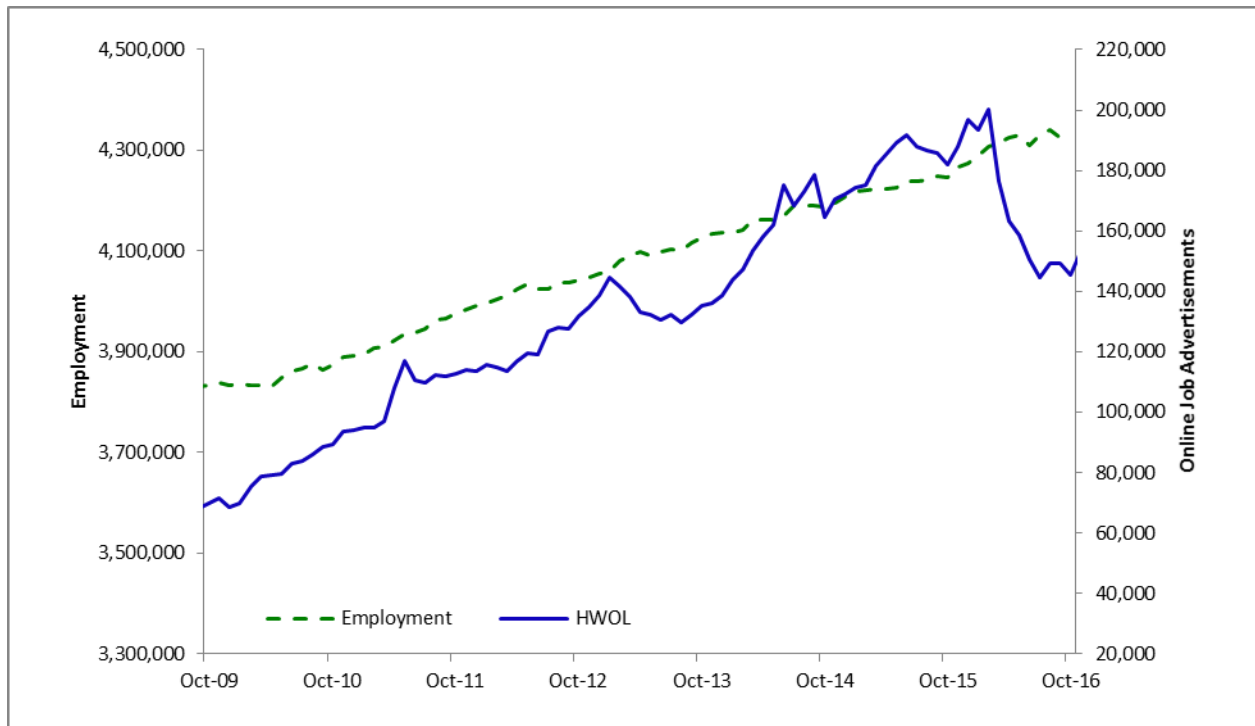
For more information on this report, please contact Michelle Wein at (517) 241-8272 or weinm@michigan.gov. For more information and technical notes on the Help Wanted Online Data Series, please visit the website at <http://www.conference-board.org/data/helpwantedonline.cfm>

Figure 1: Labor Supply v. Labor Demand, Michigan



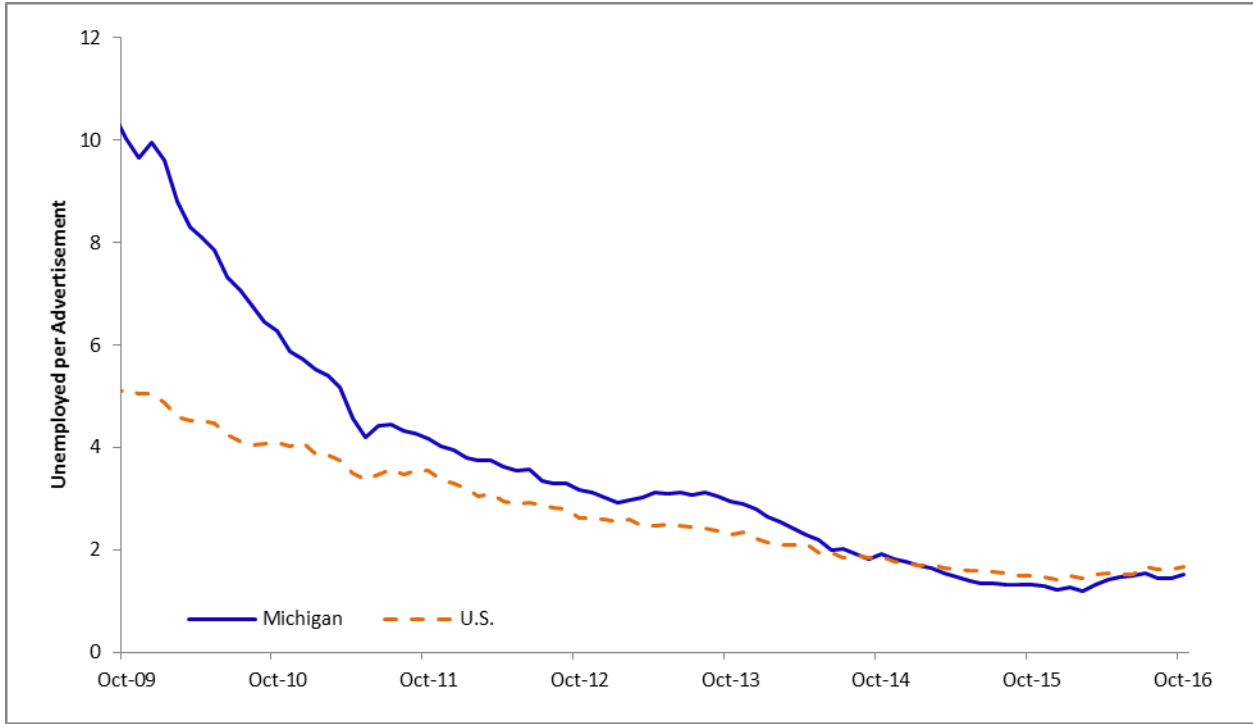
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Population Survey (CPS)

Figure 2: Employment v. Labor Demand, Michigan



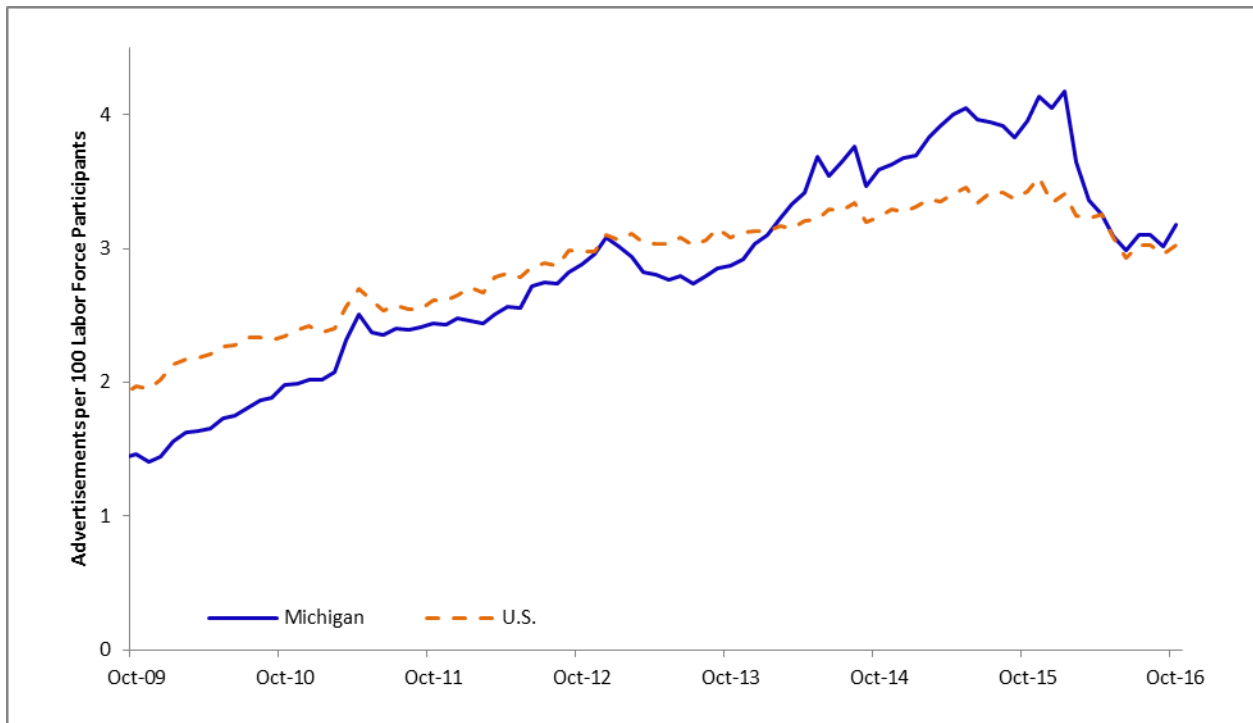
Source: The Conference Board, Help Wanted Online® (HWOL) and Bureau of Labor Statistics, Current Employment Statistics (CES)

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						
	October 2016	September 2016	October 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	157,200	156,650	193,850	550	0.4%	-36,650	-18.9%
Professional	48,400	48,250	55,000	150	0.3%	-6,600	-12.0%
Business and Financial Operations	8,500	8,350	10,350	150	1.8%	-1,850	-17.9%
Computer and Mathematical	15,550	15,100	16,100	450	3.0%	-550	-3.4%
Architecture and Engineering	10,650	10,300	15,000	350	3.4%	-4,350	-29.0%
Life, Physical, and Social Science	2,850	2,700	3,100	150	5.6%	-250	-8.1%
Community and Social Service	450	400	550	50	12.5%	-100	-18.2%
Legal	1,150	1,100	1,300	50	4.5%	-150	-11.5%
Education, Training, and Library	5,850	6,800	4,950	-950	-14.0%	900	18.2%
Arts, Design, Entertainment, Sports, and Media	3,500	3,450	3,650	50	1.4%	-150	-4.1%
Healthcare	21,850	22,550	25,150	-700	-3.1%	-3,300	-13.1%
Healthcare Practitioners and Technical	17,050	17,750	19,400	-700	-3.9%	-2,350	-12.1%
Healthcare Support	4,800	4,850	5,750	-50	-1.0%	-950	-16.5%
Sales	16,400	15,400	23,400	1,000	6.5%	-7,000	-29.9%
Administrative Support	15,300	15,050	19,600	250	1.7%	-4,300	-21.9%
Management	10,500	10,650	12,750	-150	-1.4%	-2,250	-17.6%
Service	14,700	15,750	16,400	-1,050	-6.7%	-1,700	-10.4%
Protective Service	1,800	1,800	1,900	0	0.0%	-100	-5.3%
Food Preparation and Serving Related	7,150	7,700	7,650	-550	-7.1%	-500	-6.5%
Building and Grounds Cleaning and Maintenance	3,750	4,250	4,600	-500	-11.8%	-850	-18.5%
Personal Care and Service	2,000	2,050	2,250	-50	-2.4%	-250	-11.1%
Construction and Repair	11,000	10,700	14,300	300	2.8%	-3,300	-23.1%
Construction and Extraction	4,100	4,050	5,350	50	1.2%	-1,250	-23.4%
Installation, Maintenance, and Repair	6,850	6,650	8,950	200	3.0%	-2,100	-23.5%
Production	7,600	7,350	10,350	250	3.4%	-2,750	-26.6%
Transportation	11,150	10,550	16,550	600	5.7%	-5,400	-32.6%
Farming, Fishing, and Forestry	300	400	350	-100	-25.0%	-50	-14.3%

Source: The Conference Board, Help Wanted Online®

Table 2: New Online Job Advertisements by Occupational Category

Occupation Categories	Total New Ads						
	October 2016	September 2016	October 2015	# Change Month	% Change Month	# Change Year	% Change Year
Total	69,950	69,500	92,400	450	0.6%	-22,450	-24.3%
Professional	19,550	19,250	22,650	300	1.6%	-3,100	-13.7%
Business and Financial Operations	3,250	3,200	4,350	50	1.6%	-1,100	-25.3%
Computer and Mathematical	6,900	6,350	6,900	550	8.7%	0	0.0%
Architecture and Engineering	3,700	3,600	5,600	100	2.8%	-1,900	-33.9%
Life, Physical, and Social Science	1,300	1,100	1,200	200	18.2%	100	8.3%
Community and Social Service	200	200	300	0	0.0%	-100	-33.3%
Legal	500	400	500	100	25.0%	0	0.0%
Education, Training, and Library	2,150	2,650	1,900	-500	-18.9%	250	13.2%
Arts, Design, Entertainment, Sports, and Media	1,600	1,700	1,850	-100	-5.9%	-250	-13.5%
Healthcare	7,350	7,300	9,700	50	0.7%	-2,350	-24.2%
Healthcare Practitioners and Technical	5,200	5,250	6,900	-50	-1.0%	-1,700	-24.6%
Healthcare Support	2,150	2,100	2,800	50	2.4%	-650	-23.2%
Sales	7,000	6,650	10,600	350	5.3%	-3,600	-34.0%
Administrative Support	7,150	7,200	10,450	-50	-0.7%	-3,300	-31.6%
Management	4,100	4,000	5,400	100	2.5%	-1,300	-24.1%
Service	7,650	8,450	10,200	-800	-9.5%	-2,550	-25.0%
Protective Service	700	700	850	0	0.0%	-150	-17.6%
Food Preparation and Serving Related	3,500	3,900	4,900	-400	-10.3%	-1,400	-28.6%
Building and Grounds Cleaning and Maintenance	2,300	2,700	2,900	-400	-14.8%	-600	-20.7%
Personal Care and Service	1,150	1,200	1,550	-50	-4.2%	-400	-25.8%
Construction and Repair	6,800	6,700	9,150	100	1.5%	-2,350	-25.7%
Construction and Extraction	3,100	3,150	4,200	-50	-1.6%	-1,100	-26.2%
Installation, Maintenance, and Repair	3,700	3,550	4,950	150	4.2%	-1,250	-25.3%
Production	3,700	3,550	5,050	150	4.2%	-1,350	-26.7%
Transportation	6,500	6,100	8,950	400	6.6%	-2,450	-27.4%
Farming, Fishing, and Forestry	150	300	250	-150	-50.0%	-100	-40.0%

Source: The Conference Board, Help Wanted Online®