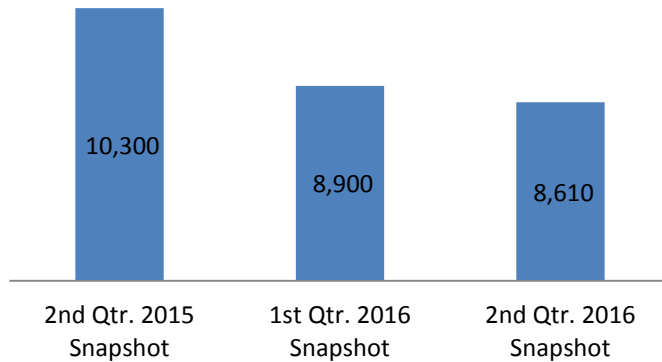


Michigan Works! Southwest

Online Job Demand Measures – 2nd Quarter 2016 Snapshot

Online Advertisements



Top Occupations Advertised Online

- Truck Drivers (830 ads)
- Registered Nurses (300)
- Industrial Engineers (210)
- Retail Salespersons (200)
- General Maintenance and Repair Workers (180)
- Retail Sales Supervisors (170)
- Production and Operating Supervisors (160)
- Customer Service Representatives (130)
- Food Service Supervisors (130)
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners (130)

Industries Looking for Talent Online

- Medical Equipment and Supplies Manufacturing
- Department Stores
- Elementary and Secondary Schools
- Pharmaceutical and Medicine Manufacturing
- General Freight Trucking

Employers Looking for Talent Online

- Stryker Corporation
- Borgess
- Pfizer
- Pizza Hut
- Kellogg Company

Highlights

- In the 2nd quarter of 2016, there were 8,610 online job advertisements in the Southwest MWA, a 3.3 percent decline over the prior quarter.
- Postings for *Professional* careers represented about 22% of the total ads; the share of *Transportation* job ads was 13% (flat over last quarter). *Health* job ads were third at 12%. Both *Professional* and *Health Care* job ads decreased over last quarter.
- Over half (52.4%) of all job postings online in the area required a High School Diploma or less, 26.6% required a BA or more, and 21.0% demanded an Associate’s degree or vocational training.

Online Demand by Education

Bachelor’s Degree or Higher (26.6% of total postings)

- Industrial Engineers
- Accountants
- Physical Therapists
- Marketing Managers

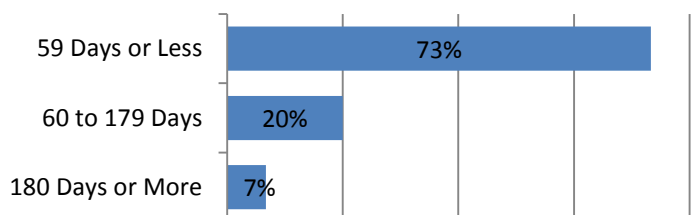
Associate’s Degree or Vocational Training (21.0%)

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

High School Diploma or Equivalent and Less (52.4%)

- Retail Salespersons
- General Maintenance and Repair Workers
- Retail Sales Supervisors
- Food Service Supervisors
- Customer Service Representatives
- 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 Michigan Works! Southwest

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*	8,610	8,900	10,300	-290	-3.3%	-1,690	-16.4%
Professional	1,910	2,100	2,050	-190	-9.0%	-140	-6.8%
Business and Financial Operations	400	440	390	-40	-9.1%	10	2.6%
Computer and Mathematical	420	420	440	0	0.0%	-20	-4.5%
Architecture and Engineering	390	480	560	-90	-18.8%	-170	-30.4%
Life, Physical, and Social Science	120	160	80	-40	-25.0%	40	50.0%
Community and Social Service	150	140	150	10	7.1%	0	0.0%
Legal	20	20	20	0	0.0%	0	0.0%
Education, Training, and Library	250	280	220	-30	-10.7%	30	13.6%
Arts, Design, Entertainment, Sports, and Media	170	170	190	0	0.0%	-20	-10.5%
Healthcare	1,040	1,110	1,250	-70	-6.3%	-210	-16.8%
Healthcare Practitioners and Technical	850	890	910	-40	-4.5%	-60	-6.6%
Healthcare Support	200	220	340	-20	-9.1%	-140	-41.2%
Sales	860	1,150	1,190	-290	-25.2%	-330	-27.7%
Administrative Support	890	850	1,090	40	4.7%	-200	-18.3%
Management	630	630	610	0	0.0%	20	3.3%
Service	970	790	960	180	22.8%	10	1.0%
Protective Service	100	90	80	10	11.1%	20	25.0%
Food Preparation and Serving Related	420	360	420	60	16.7%	0	0.0%
Building and Grounds Cleaning and Maintenance	310	220	360	90	40.9%	-50	-13.9%
Personal Care and Service	130	120	90	10	8.3%	40	44.4%
Construction and Repair	740	730	990	10	1.4%	-250	-25.3%
Construction and Extraction	270	250	400	20	8.0%	-130	-32.5%
Installation, Maintenance, and Repair	470	490	590	-20	-4.1%	-120	-20.3%
Production	480	540	670	-60	-11.1%	-190	-28.4%
Transportation	1,170	1,160	1,410	10	0.9%	-240	-17.0%
Farming, Fishing, and Forestry	30	30	50	0	0.0%	-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, please contact Michelle Wein, Economic Analyst at 517-241-8272 or weinm@michigan.gov. For regional labor market information, please contact Leonidas Murembya, Economic Specialist at 517-241-6574 or murembyal@michigan.gov.