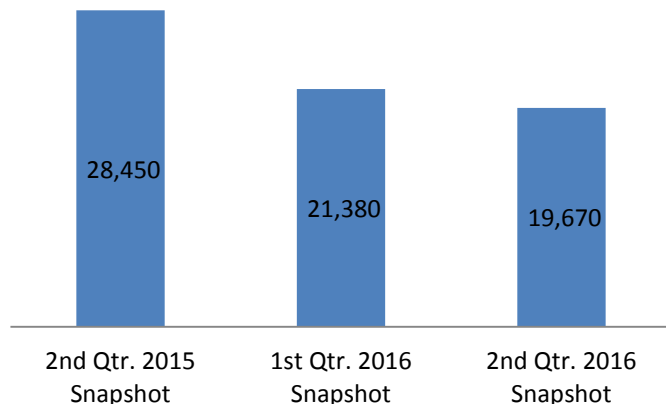


# West Michigan Works!

## Online Job Demand Measures – 2<sup>nd</sup> Quarter 2016 Snapshot

### Online Advertisements



### Highlights

- In the 2<sup>nd</sup> quarter of 2016, there were 19,670 online job advertisements in the West Michigan Works Area, an 8.0 percent decline over the prior quarter.
- Over half of all online job advertisements in the 2<sup>nd</sup> quarter of 2016 required a high school diploma.
- Over the quarter, *Farming, fishing and forestry* saw the biggest increase (66.7 percent), while over the year, *Transportation* ads saw the biggest numeric decline (1,310).
- The most ads were posted for 30 days or less (9,880), perhaps an indicator of high turnover.

### Top Occupations Advertised Online

- Truck Drivers (970 ads)
- Registered Nurses (790)
- Retail Salespersons (510)
- Retail Sales Supervisors (430)
- Production and Operating Supervisors (400)
- Customer Service Representatives (350)
- Food Service Supervisors (330)
- Industrial Engineers (320)
- General Maintenance and Repair Workers (310)
- Janitors and Cleaners, Except Maids and Housekeeping Cleaners (300)

### Industries Looking for Talent Online

- Elementary and Secondary Schools
- Medical and Diagnostic Laboratories
- Department Stores
- Offices of Physicians
- Depository Credit Intermediation
- Other Ambulatory Health Care Services

### Employers Looking for Talent Online

- Spectrum Health
- Grand Rapids Public Schools
- Meijer
- Spartan Nash
- Gordon Food Service

### Online Demand by Education

#### Bachelor's Degree or Higher (26.5% of total postings)

- Industrial Engineers
- Accountants
- Computer Systems Analysts
- Marketing Managers

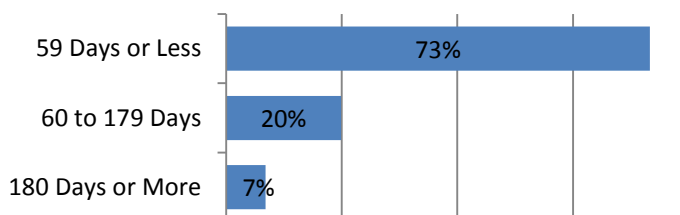
#### Associate's Degree or Vocational Training (19.3%)

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

#### High School Diploma or Equivalent and Less (54.2%)

- Retail Salespersons
- Retail Sales Supervisors
- Customer Service Representatives
- Food Service Supervisors
- General Maintenance and Repair Workers

### 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 West Michigan Works!**

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
<b>Total*</b>	<b>19,670</b>	<b>21,380</b>	<b>28,450</b>	<b>-1,710</b>	<b>-8.0%</b>	<b>-8,780</b>	<b>-30.9%</b>
<b>Professional</b>	<b>4,520</b>	<b>5,150</b>	<b>5,640</b>	<b>-630</b>	<b>-12.2%</b>	<b>-1,120</b>	<b>-19.9%</b>
Business and Financial Operations	890	1,000	1,040	-110	-11.0%	-150	-14.4%
Computer and Mathematical	1,100	1,350	1,330	-250	-18.5%	-230	-17.3%
Architecture and Engineering	750	1,100	1,340	-350	-31.8%	-590	-44.0%
Life, Physical, and Social Science	110	120	190	-10	-8.3%	-80	-42.1%
Community and Social Service	340	340	340	0	0.0%	0	0.0%
Legal	40	30	50	10	33.3%	-10	-20.0%
Education, Training, and Library	850	660	740	190	28.8%	110	14.9%
Arts, Design, Entertainment, Sports, and Media	440	550	610	-110	-20.0%	-170	-27.9%
<b>Healthcare</b>	<b>2,780</b>	<b>3,010</b>	<b>3,230</b>	<b>-230</b>	<b>-7.6%</b>	<b>-450</b>	<b>-13.9%</b>
Healthcare Practitioners and Technical	2,120	2,290	2,420	-170	-7.4%	-300	-12.4%
Healthcare Support	660	730	810	-70	-9.6%	-150	-18.5%
<b>Sales</b>	<b>2,160</b>	<b>2,650</b>	<b>3,160</b>	<b>-490</b>	<b>-18.5%</b>	<b>-1,000</b>	<b>-31.6%</b>
<b>Administrative Support</b>	<b>2,110</b>	<b>2,420</b>	<b>3,080</b>	<b>-310</b>	<b>-12.8%</b>	<b>-970</b>	<b>-31.5%</b>
<b>Management</b>	<b>1,270</b>	<b>1,350</b>	<b>1,650</b>	<b>-80</b>	<b>-5.9%</b>	<b>-380</b>	<b>-23.0%</b>
<b>Service</b>	<b>2,140</b>	<b>1,940</b>	<b>2,940</b>	<b>200</b>	<b>10.3%</b>	<b>-800</b>	<b>-27.2%</b>
Protective Service	220	250	260	-30	-12.0%	-40	-15.4%
Food Preparation and Serving Related	960	910	1,270	50	5.5%	-310	-24.4%
Building and Grounds Cleaning and Maintenance	730	570	1,030	160	28.1%	-300	-29.1%
Personal Care and Service	240	210	370	30	14.3%	-130	-35.1%
<b>Construction and Repair</b>	<b>1,520</b>	<b>1,640</b>	<b>2,750</b>	<b>-120</b>	<b>-7.3%</b>	<b>-1,230</b>	<b>-44.7%</b>
Construction and Extraction	590	530	1,170	60	11.3%	-580	-49.6%
Installation, Maintenance, and Repair	930	1,110	1,570	-180	-16.2%	-640	-40.8%
<b>Production</b>	<b>1,450</b>	<b>1,630</b>	<b>2,720</b>	<b>-180</b>	<b>-11.0%</b>	<b>-1,270</b>	<b>-46.7%</b>
<b>Transportation</b>	<b>1,830</b>	<b>1,940</b>	<b>3,140</b>	<b>-110</b>	<b>-5.7%</b>	<b>-1,310</b>	<b>-41.7%</b>
<b>Farming, Fishing, and Forestry</b>	<b>50</b>	<b>30</b>	<b>70</b>	<b>20</b>	<b>66.7%</b>	<b>-20</b>	<b>-28.6%</b>

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

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