



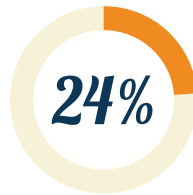
# MICHIGAN



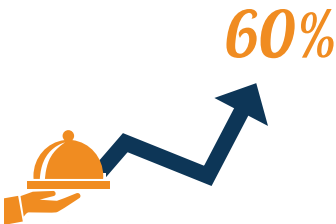
## 44% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



of online job ads are for STEM occupations – one of the highest shares in the nation



of online job ads are in consulting and business services



Fastest growing occupational cluster for college graduates: **food and personal service** (60% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **financial services, and consulting and business services** (each with 36% increase in employment between 2010 Q1 and 2013 Q2)

### TOP OCCUPATIONAL GROUPS

Rank	Occupational Group
1	Software developers, applications
2	Computer occupations, all other
3	Mechanical engineers
4	Sales representatives, wholesale and manufacturing, except technical and scientific products
5	Registered nurses
6	Computer systems analysts
7	Electrical engineers
8	Managers, all other
9	Medical and health services managers
10	Accountants and auditors

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

Rank	Employer	Job Ads
1	University of Michigan	818
2	General Motors	556
3	Ford Motor Company	429
4	Spectrum Health	426
5	Michigan State University	419
6	Henry Ford Health System	376
7	Detroit Medical Center	319
8	Deloitte Development LLC	272
9	Chrysler	259
10	Whirlpool Corporation	200

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

### DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

Occupational cluster	BA+ job ads	Share of BA+ job ads (%)	All job ads	Share of all job ads (%)
STEM	17,147	31	21,208	17
Managerial and professional office	15,666	29	21,203	17
Sales and office support	7,586	14	27,543	22
Healthcare professional and technical	5,597	10	10,890	9
Community services and arts	3,007	5	5,208	4
Education	2,729	5	3,348	3
Blue-collar	1,516	3	19,581	16
Food and personal service	1,168	2	11,676	9
Social science	204	<1	208	<1
Healthcare support	124	<1	3,131	3
<b>Grand total</b>	<b>54,744</b>	<b>100</b>	<b>123,996</b>	<b>100</b>

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.