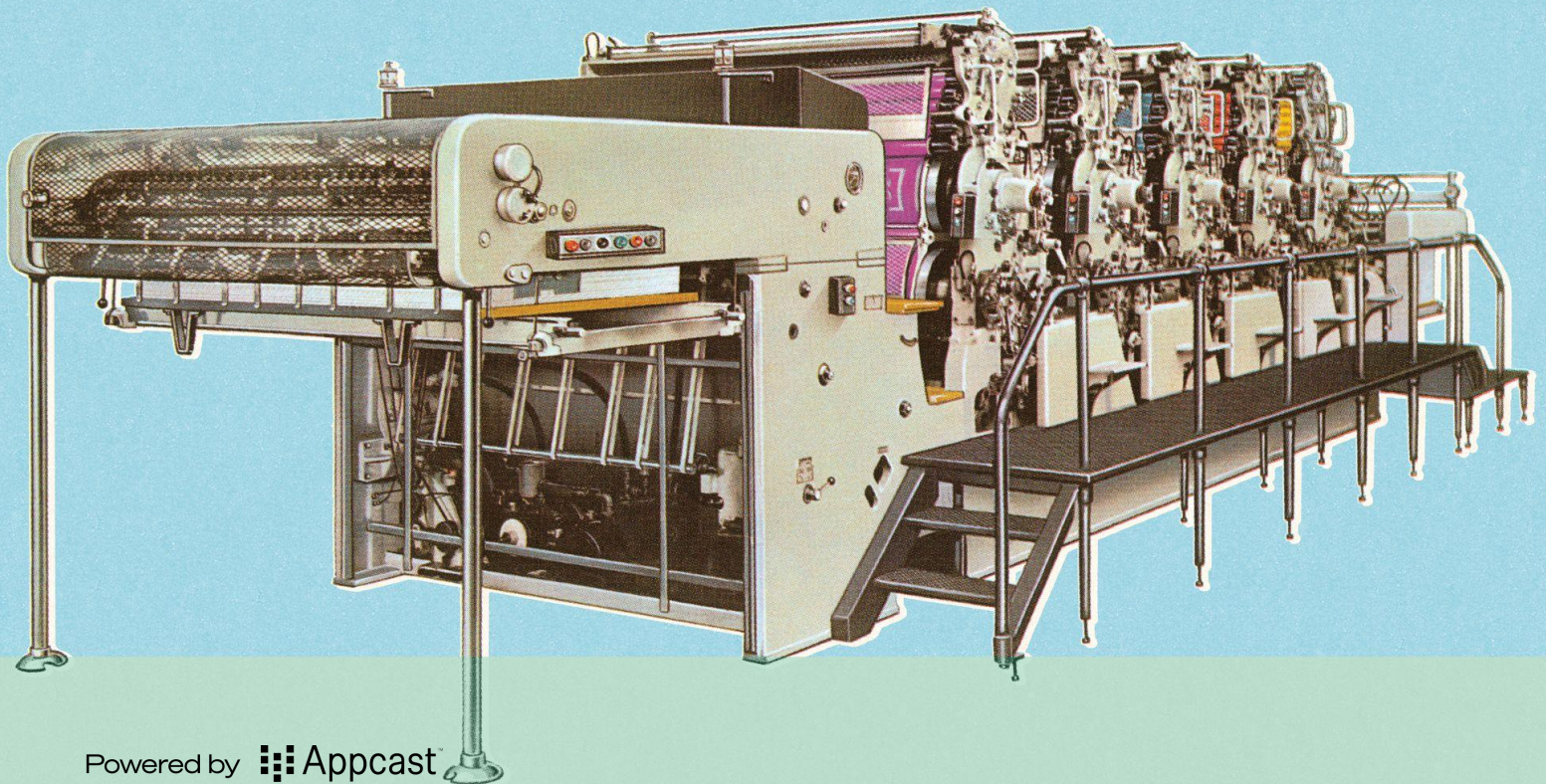


Appcast Manufacturing Snapshot

Solid Job Gains Despite Shifting Consumer Demand



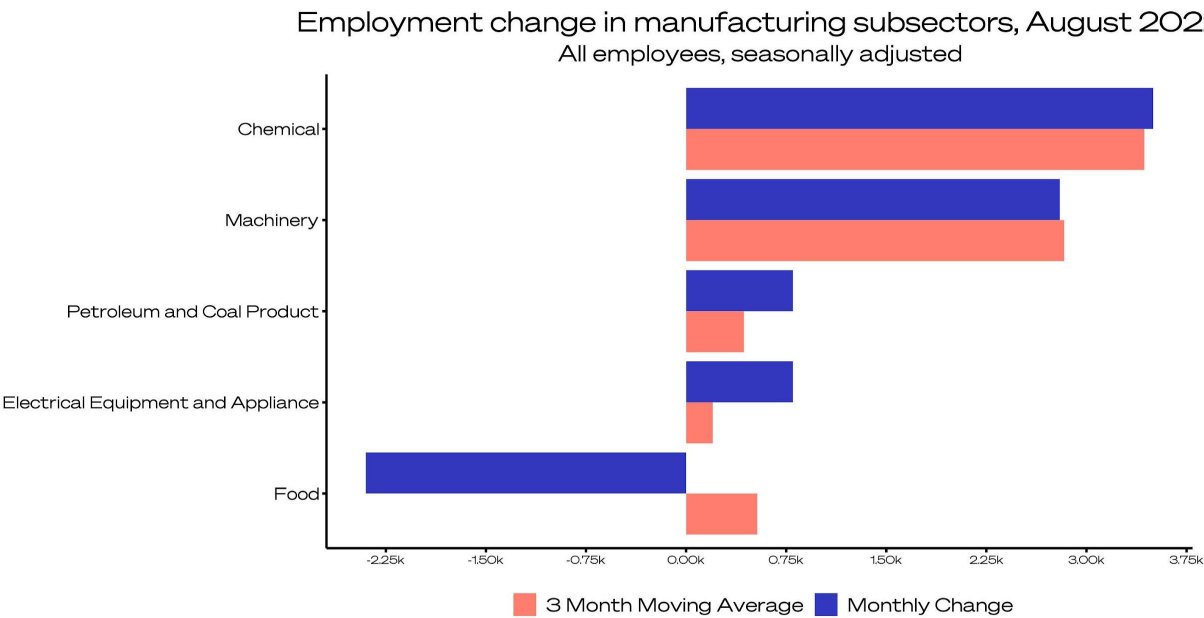
Economy-wide breakdown:

- The U.S. economy added 315,000 net new jobs in August 2022. The unemployment rate rose slightly to 3.7% from a historically low 3.5% – but for good reasons. Labor force participation among prime-age workers rose in August to its highest point since February 2020.
- The Fed should be thrilled with the August jobs report. In addition to strong hiring and a rise in the labor force, growth in average hourly earnings slowed, easing fears of a wage-price spiral. Its hope for a “soft-landing” remains alive.
- Every major industry posted job gains in August. Healthcare and Professional and Business Services were especially strong, reflecting the continued shift to services-providing employment from goods-providing. This month’s gains bring the three-month moving average to 400,000 – nowhere near a recession.
- [Read our economy-wide breakdown of the August numbers.](#)



Employment Trends in Manufacturing

Despite shifting consumer demand and rising interest rates, manufacturing gained 22,000 new net jobs in August, continuing a year-long run of employment gains. The durable goods subsector gained a respectable 19,000 jobs, while nondurable goods added 3,000. Job gains for nondurable goods were held back by losses in the food manufacturing subsector. Food manufacturing posted a loss of 1,900 in August, the first month of recorded losses in 2022. Among durable goods, motor vehicles and parts lost 1,900 jobs in August following two months of gains in a volatile year.



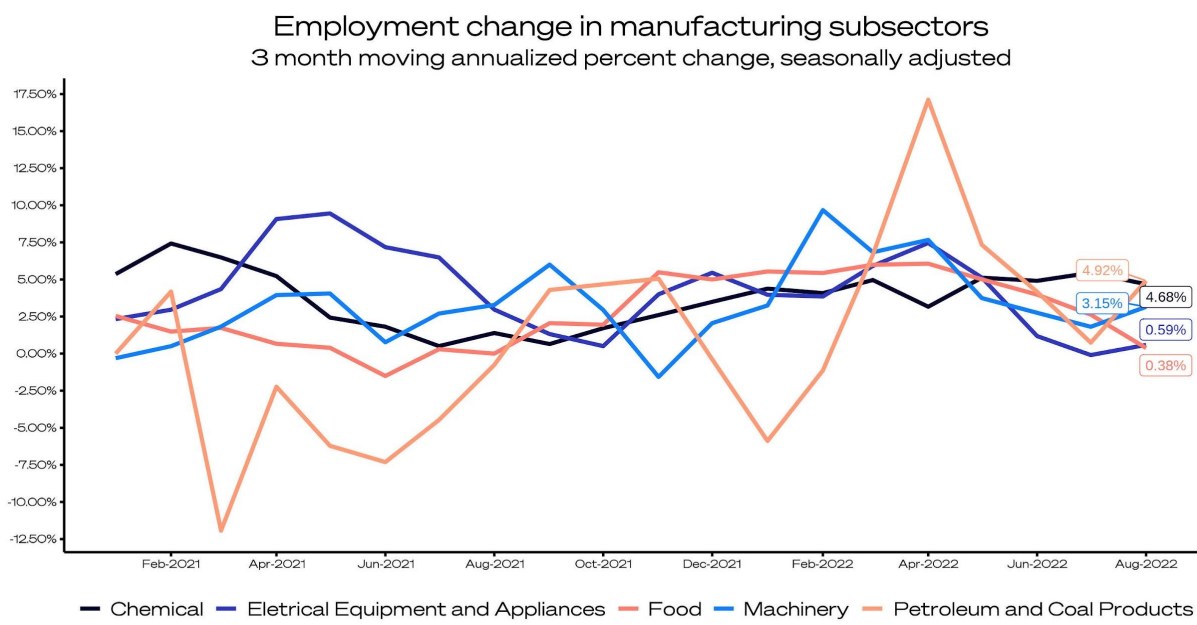
Source: Bureau of Labor Statistics; Created on Sep 07 2022



Food and Electrical Equipment and Appliances manufacturing have been gaining jobs at a slower pace than Chemical, Machinery, and Petroleum and Coal Products manufacturing. Petroleum and Coal Products manufacturing growth rates rebounded in August after several months of slowing.



Employment Trends in Manufacturing

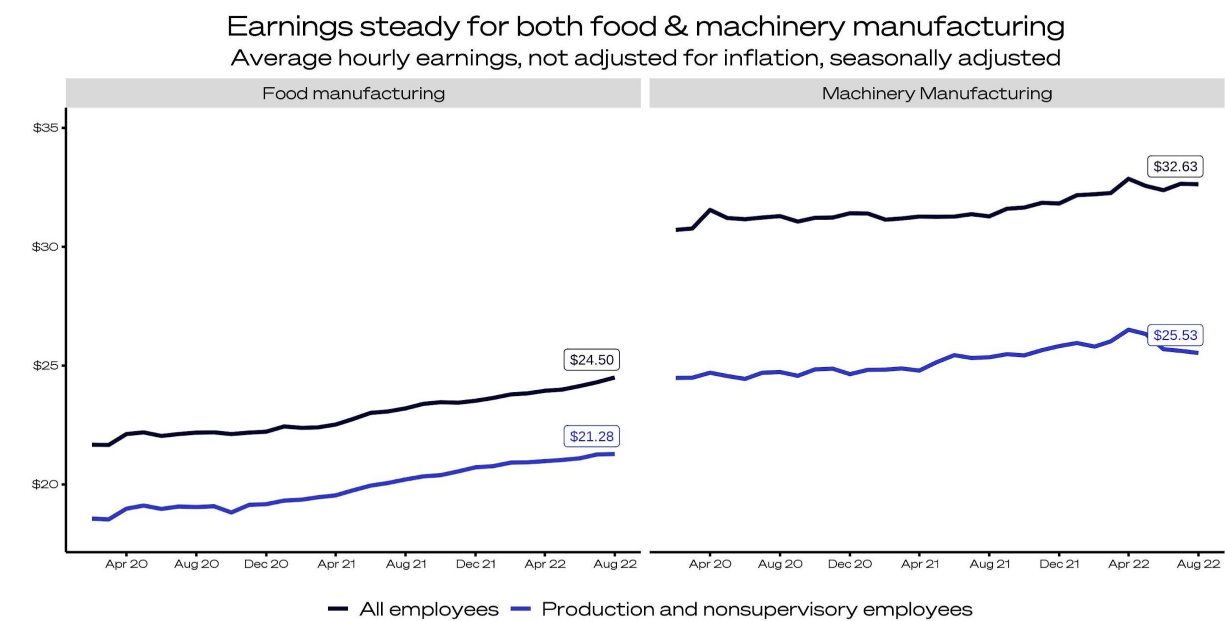


Source: Bureau of Labor Statistics; Created on Sep 08 2022



Wage Trends in Manufacturing

Nominal average hourly earnings are stabilizing for food manufacturing, while machinery manufacturing earnings continue to dip. For rank-and-file employees in food manufacturing, hourly wage growth is moderating at \$21.28. For the same cohort in machinery manufacturing, earnings dipped once more in August, to \$25.53. Workers in durable goods manufacturing continued to have higher hourly earnings than those in nondurable goods manufacturing.

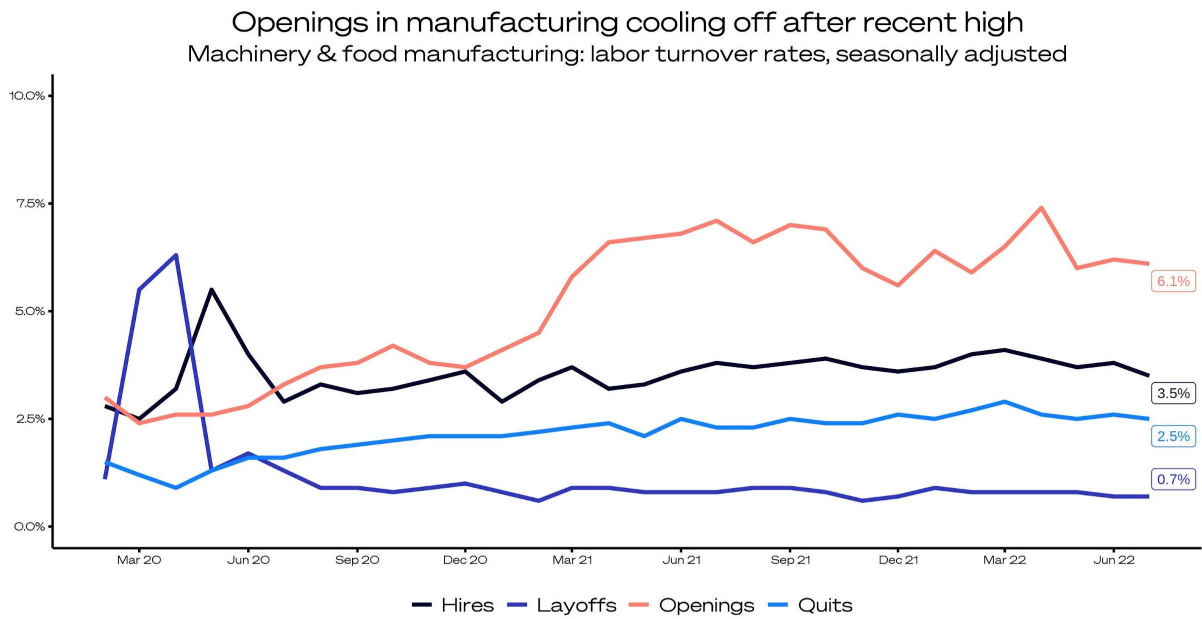


Source: Bureau of Labor Statistics; Created on Sep 08 2022



Openings and Turnover Trends in Manufacturing

Openings, hires, and quits all ticked down slightly in July, while layoffs remained steady. Openings remain elevated compared to hires (6.1% and 3.5% respectively) signaling that the market has yet to completely depressurize. Quits have been trending downward, but the rate is still high – at 2.5% – compared to pre-COVID levels.



Source: Bureau of Labor Statistics; Created on Sep 07 2022

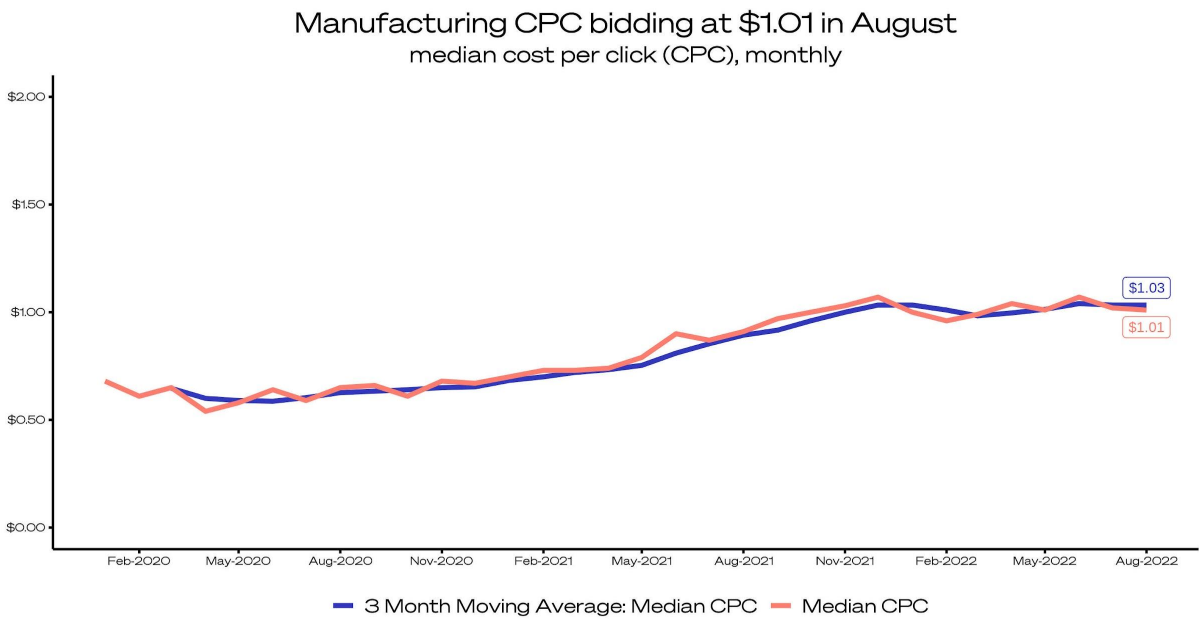


Recruitment Marketing Trends in Manufacturing

Recruitment marketing trends continue to moderate in August for manufacturing. While costs are elevated compared to February 2020, manufacturing has not experienced the dramatic rise in costs that other industries have.

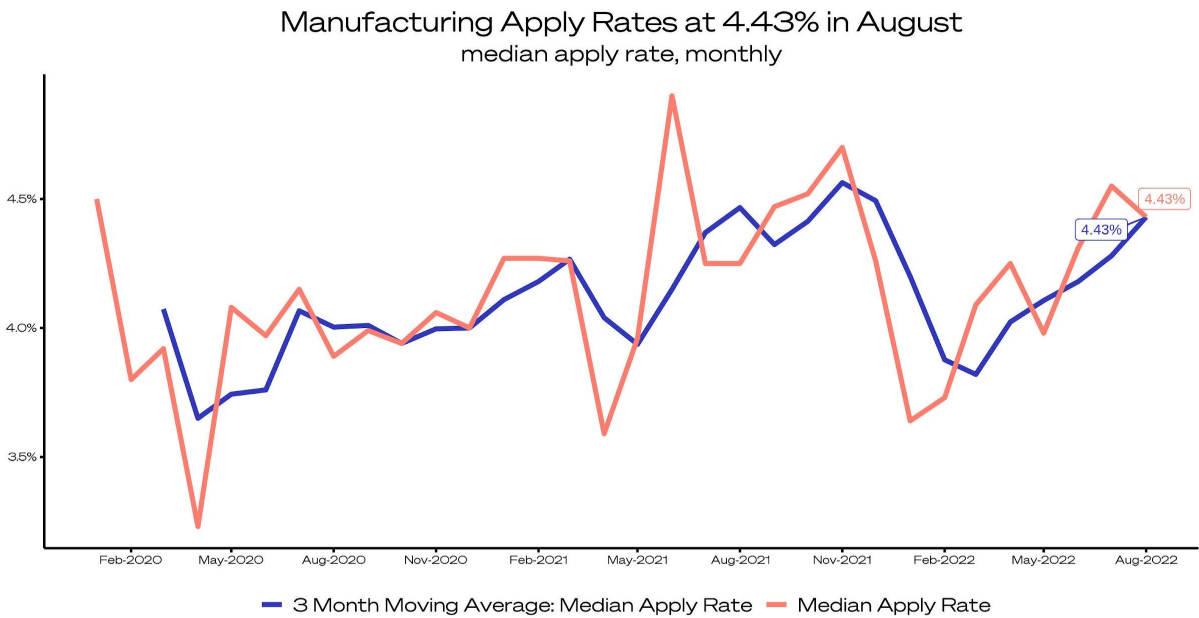
Median cost per click (CPC) was at \$1.01 in August, a stable point for much of 2022. Cost per application (CPA) is trending downwards; it may have already peaked in 2022. This month, CPA decreased to \$22.81.

Manufacturing apply rates dipped slightly in August to 4.43% but are trending upwards. Job seekers in manufacturing are becoming more engaged. If this trend continues, recruitment pressures may continue to ease in the industry.

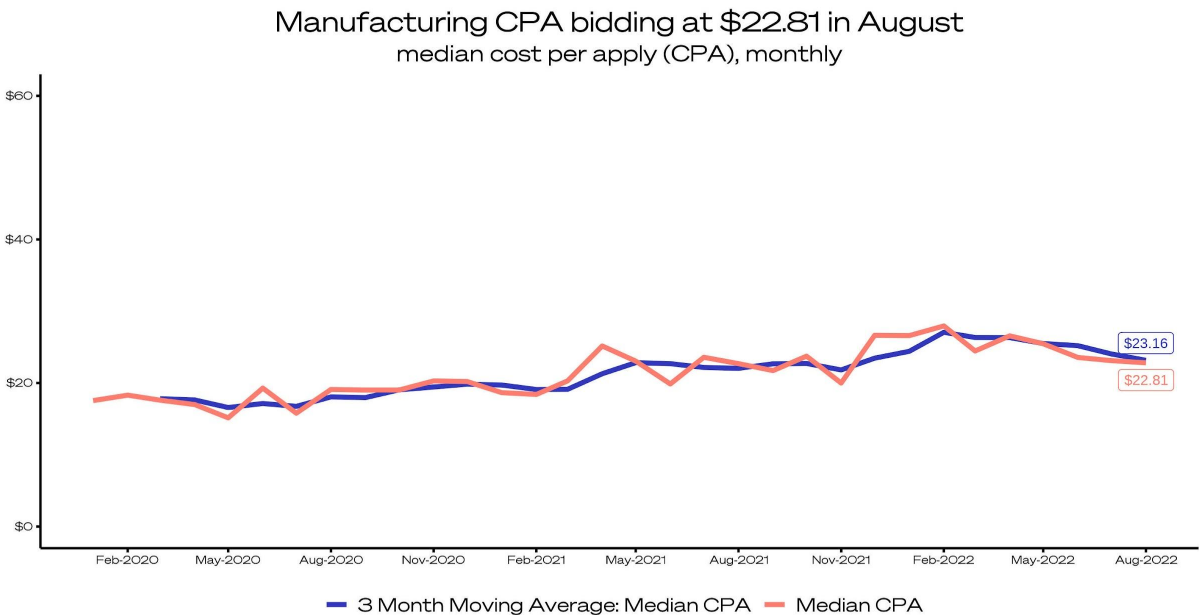


Source: Appcast; Created on Sep 06 2022





Source: Appcast; Created on Sep 07 2022



Source: Appcast; Created on Sep 07 2022



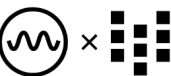
What does this mean for Manufacturing?

Manufacturing continued to record impressive job gains in August. Despite shifting consumer demand from goods to services, employment growth in durable goods manufacturing has yet to slow. A stubbornly tight labor market shows signs of depressurization in August, but conditions are still difficult to navigate. Recruiting costs are moderating, and average CPA is beginning to decline. Increasing apply rates may indicate shifting job-seeker sentiment which could ease recruiting pressures. Rising interest rates could impact manufacturing employment in the medium term, but durable goods employment has so far held steady.



Thank you

Why Recruitonomics?



Recruitonomics is a hub for data-driven research, powered by Appcast, that aims to make sense of our evolving world of work. Combining labor economics and recruitment best practices, Recruitonomics seeks to bring clarity to the chaos of a changing economic landscape.

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