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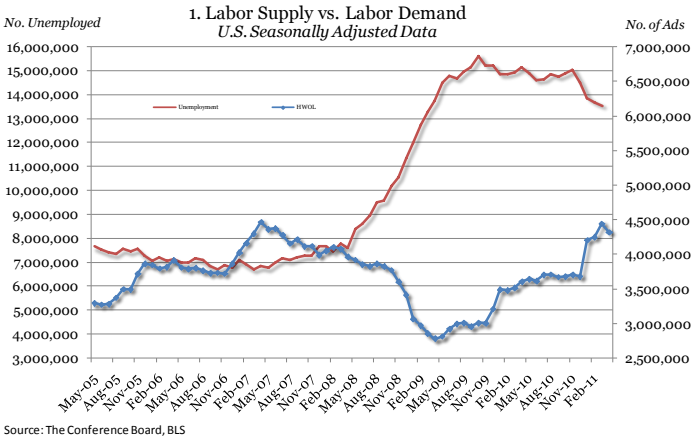
Online Labor Demand Dips 123,800 in April, The Conference Board Reports

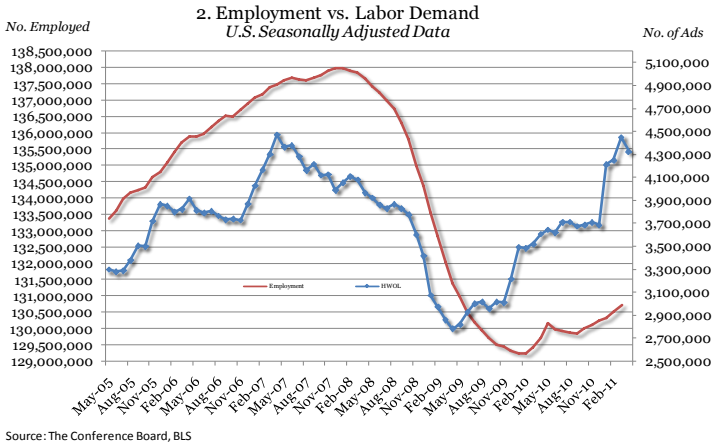
- **With gains in Q1, labor demand in April is in line with levels last seen four years ago before the start of the recession**
- **The number of advertised vacancies for architecture and engineering jobs now exceeds the number of unemployed in this field**
- **Note: Several updates to the HWOL historical series were implemented with this release (see Program Notes on page 7).**

NEW YORK, May 2, 2011… Online advertised vacancies slipped by 123,800 in April to 4,322,300 according to ***The Conference Board Help Wanted OnLine*™ (HWOL)** Data Series released today. The April decline follows a strong gain of 763,100 in the first quarter of 2011.

"Labor demand has risen to levels we last saw just before the official start of the recession four years ago," said June Shelp, Vice President at The Conference Board. "At the same time, the number of unemployed has doubled and now stands at 13.5 million (March unemployment data), and some professions have clearly fared better than others in job opportunities. At this stage, there are occupations where the supply/demand rate has fallen significantly and there are two or less unemployed for every advertised vacancy. However, other occupations are still experiencing relatively high supply/demand rates above 4.0, reflecting the fact that there are over four unemployed for every advertised vacancy." (See Occupational detail).



Source: The Conference Board, BLS



Source: The Conference Board, BLS

The release schedule, national historic table and technical notes to this series are available on The Conference Board website, http://www.conference-board.org/data/helpwantedonline.cfm. The underlying data for The Conference Board HWOL are provided by **Wanted Technologies Corporation**.

REGIONAL AND STATE HIGHLIGHTS

- **The April dip in labor demand reflects declines in slightly less than half of the States (23) which more than offset gains in the other 27 States**
- **The trend in labor demand turned up in 2011 in all of the 20 largest states (Table A)**

Table A: State Labor Demand, Selected States, Seasonally Adjusted

Location	Total Ads[1] (Thousands) Apr-11	M-O-M Change (Thousands) Apr-Mar 11	Supply/ Demand Rate[2] Mar-11	Recent Trend[3]
United States	**4,322.3**	**-123.8**	**3.05**	↑ 11/09
NORTHEAST	**840.5**	**-36.0**	**2.63**	
Massachusetts	128.2	-11.5	2.02	↑ 9/10
New Jersey	144.1	3.9	2.97	↑ 12/10
New York	274.3	-7.1	2.72	↑ 12/10
Pennsylvania	162.3	-8.2	2.91	↑ 11/09
SOUTH	**1,455.4**	**-57.7**	**3.29**	
Florida	239.9	-8.5	4.15	↑ 12/10
Georgia	120.1	-7.3	3.68	↑ 9/10
Maryland	105.8	-23.2	1.60	↑ 9/10
North Carolina	117.5	3.5	3.82	↑ 12/10
Texas	298.9	-9.3	3.23	↑ 10/09
Virginia	137.7	-4.3	1.85	↑ 5/10
MIDWEST	**923.6**	**-0.7**	**3.08**	
Illinois	165.8	-3.3	3.44	↑ 12/10
Michigan	118.4	-3.6	4.00	↑ 11/09
Minnesota	94.8	-3.7	2.00	↑ 11/09
Missouri	82.6	1.2	3.39	↑ 12/10
Ohio	161.0	0.9	3.29	↑ 11/09
Wisconsin	92.6	2.0	2.49	↑ 11/09
WEST	**992.5**	**-47.4**	**3.66**	
Arizona	101.6	1.5	3.03	↑ 9/09
California	474.2	-36.7	4.26	↑ 10/09
Colorado	79.4	-8.4	2.81	↑ 7/09
Washington	104.1	-4.2	2.96	↑ 12/10

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.

2. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

3. Recent trend is The Conference Board Economists' indication of the direction of the overall trend in online job demand from the date indicated (month/year) .

Among the regions, the **South** declined 57,700 in April. In addition to Maryland (-23,200), Texas, Florida and Georgia were down 9,300, 8,500, and 7,300, respectively and Virginia was down 4,300. Partially offsetting these losses was a gain in North Carolina, up 3,500. In the first four months of 2011, labor demand in North Carolina has risen 25 percent. Among the less populous States in the South, Tennessee gained 800 and Oklahoma rose 1,200 to 46,100 online advertised vacancies in April. Alabama was up by 500, while South Carolina lost 1,700 (Table 3).

In April, the **Midwest** held steady, with a slight dip of 700. Indiana, one of the smaller states in the region, posted the largest gain, up 3,400 to 70,300. Among the larger states, Wisconsin rose 2,000 and Missouri was up 1,200. States posting declines in April included Illinois, down 3,300 to 165,800 and Michigan, down 3,600. Ohio rose by 900 and has gained 36,500 (29 percent) in labor demand thus far in 2011. Among the States with smaller populations, Kansas increased by 1,400 and Iowa and Nebraska added 900 and 600, respectively (Table 3).

The **West** declined 47,400 this month with losses in some states offsetting gains in others. California had the largest loss with a decline of 36,700; Arizona posted the largest gain (up 1,500) in the region. Colorado and Washington declined 8,400 and 4,200, respectively, while Oregon was down 1,400 to 53,200. Utah declined by 1,600 but its overall increase this year is 6,200 (23 percent). Some of the less populous States posting increases are New Mexico and Idaho which rose 700 and 1,000, respectively. (See Table 3 for other States in the region.)

The **Northeast** was down by 36,000 in April. In addition to Massachusetts (down 11,500), Pennsylvania declined 8,200 and New York fell by 7,100. New Jersey posted the largest gain in the region with an increase of 3,900 to 144,100. Among the smaller States in New England, Connecticut fell by 11,300 while New Hampshire and Vermont were up by 1,600 and 800, respectively. Maine and Rhode Island remained virtually unchanged with slight gains of 200 each.

The Supply/Demand rate for the U.S. in March (the latest month for which unemployment numbers are available) stands at 3.05, indicating that there are just over three unemployed workers for every online advertised vacancy. Nationally, there are 9.1 million more unemployed workers than advertised vacancies. In March, there were eight States where there were fewer than two unemployed for every advertised vacancy including North Dakota and Nebraska (Supply/Demand rates of 1.08 and 1.44 respectively) as well as Alaska and Maryland (both at 1.60), New Hampshire (1.68), South Dakota (1.75), Vermont (1.76) and Virginia (1.85) (Table 4). The State with the highest Supply/Demand rate is Mississippi (7.30), where there are more than 7 unemployed workers for every online advertised vacancy. There are a number of States in which there are over four unemployed for every advertised vacancy including Kentucky (5.45), Alabama (4.45), California (4.26), South Carolina (4.20), Florida (4.15), and Michigan (4.00).

It should be noted that the Supply/Demand rate only provides a measure of relative tightness of the individual State labor markets and does not suggest that the occupations of the unemployed directly align with the occupations of the advertised vacancies (see Occupational Highlights section).

OCCUPATIONAL HIGHLIGHTS

- **The recovery has been uneven across occupations although supply/demand rates have improved in all of the broad occupational categories since the height of the recession**

- **Computer and mathematical science is the only broad occupational group where the number of advertised vacancies remained above the number of unemployed throughout the recession**

Table B: U.S. Top Ten Demand Occupations and Pay Levels, Seasonally Adjusted

Occupation	Total Ads (Thousands) Apr-11	M-O-M Change (Thousands) Apr-Mar 11	Unemployed (Thousands) Mar-11	Supply/ Demand Rate[1] Mar-11	Average Hourly Wage[2]
Computer and mathematical science	583.1	-10.8	125.9	0.21	$36.68
Sales and related	578.8	-10.5	1,440.7	2.45	$17.32
Healthcare practitioners and technical	568.5	-28.6	222.9	0.37	$33.51
Office and administrative support	459.8	-14.0	1,636.2	3.45	$15.86
Management	443.3	-11.0	689.2	1.52	$49.47
Business and financial operations	247.0	-10.2	353.6	1.37	$31.68
Transportation and material moving	204.8	3.5	1,015.3	5.04	$15.47
Architecture and engineering	167.8	-1.7	138.1	0.81	$35.38
Installation, maintenance, and repair	148.0	2.8	476.1	3.28	$20.30
Food preparation and serving related	135.3	-14.4	1,166.3	7.79	$10.04

1. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
2. BLS Occupational Employment Statistics - May 2009 estimates.

Supply/Demand for Selected Occupations

The recession and the current recovery have not treated all occupations equally. How hard, or easy, it is to find job opportunities vary by occupation. Supply/demand rates provide a measure of how many advertised vacancies there are relative to the number of unemployed workers seeking employment in these occupations. In other words, they are an indication of the relative tightness of the labor market for various professions. Some high wage, high-tech occupations that faired best during the recession (**computer and mathematical science**, and h**ealthcare practitioners and technical workers**, for example) are still proving to have the most favorable supply/demand rates.

"While the number of ads relative to the number of unemployed in all of the major occupational categories deteriorated during the recession, for some relatively high-wage, high-tech categories there were always more advertised vacancies than unemployed looking for jobs," said Shelp. For **computer and math occupations,** the number of vacancies for unemployed job seekers deteriorated from around nine openings to under two openings as the recession deepened. By last month (March'11) the number of advertised openings was back up to five for every unemployed.

In contrast, in **office and administrative work**, and **food preparation and service**, the number of unemployed continues to exceed than the number of vacancies. In **food prep and service**, for example, there were almost eight unemployed for every advertised vacancy in March'11. "That is a significant improvement from the worst month (May'09) when there were 14 unemployed for every advertised vacancy," said Shelp, "but not a great comfort to those workers still seeking jobs in this field."

Nationally, the supply/demand rate for all occupationsin March'11 was 3.05, or three unemployed for every advertised opening. Job categories where there are relatively good opportunities (i.e., not more than two unemployed for every advertised vacancy) in addition to **computer and math** jobs, include occupations typically called high-tech —**life, physical, and social sciences** (1.0), **architecture and engineering** (0.8) — as well as **business and financial operations** (1.4), **management** (1.5), and **healthcare practitioners and technical** (0.37) and **healthcare support** occupations (1.7).

Occupations where there continue to be a large number of unemployed for every online advertised opening include **construction and extraction** (22 unemployed for every opening), production jobs (7.9), **building and grounds** work (11.1), **food preparation and service** related jobs (7.8), and **personal care and service** occupations (7.4) (Table 7). "There has been significant improvement in these occupations since the worst months of the recession, but we still have a long way to go to put all of these workers back into jobs," Shelp noted.

Changes for the Month of April

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, categories posting increases included **transportation and material moving,** up 3,500 to 204,800 and **installation, maintenance and repair**, up 2,800. **Construction and extraction** jobs rose 1,200. (Table B and Table 7)

Occupation that posted fewer vacancies in April included **healthcare practitioners and technical** occupations, down 28,600 to 568,500. This drop was led by declines in advertised vacancies for speech-language pathologists, occupational therapists, and physical therapists. At the same time, **healthcare support** occupations fell by 11,400 to 129,100. Similar to the decline in healthcare practitioners and technical positions, there were declines in openings for physical therapist assistants and occupational therapist assistants.

In April, **office and administrative support** vacancies decreased by 14,000 to 459,800. General office clerks, receptionists and information clerks were among the occupations which saw a decrease in advertised vacancies. In the first four months of 2011, office support occupations have gained 59,800. In spite of this increase, job opportunities still remain challenging in this occupational category with 3.45 unemployed workers for every advertised vacancy (March 2011 data, the latest available for unemployment).

Food preparation and serving related positions slipped by 14,400 to 135,300 with a drop in demand for a variety of jobs including dishwashers, cooks for institutions and cafeterias, and food preparation workers. There are still almost eight unemployed workers (7.79) for every advertised vacancy (March data). The overall gain in this occupational category since the end of last year has been 25,900 (24 percent).

METRO AREA HIGHLIGHTS

- **Washington, D.C., Oklahoma City, Honolulu and Boston have the lowest Supply/Demand rates**

Table C: MSA Ranked by Most Ads, Highest Rates and Lowest S/D Rates, Not Seasonally Adjusted

Total Ads (Thousands)		Total Ads Rate (Percent)		Supply/Demand Rate[1]	
	Apr-11		Apr-11		Mar-11
New York, NY	271.53	San Jose, CA	5.21	Washington, DC	1.17
Los Angeles, CA	160.42	Washington, DC	4.89	Oklahoma City, OK	1.62
Washington, DC	150.34	San Francisco, CA	4.28	Honolulu, HI	1.75
Chicago, IL	128.51	Milwaukee, WI	4.21	Boston, MA	1.76
Boston, MA	102.23	Charlotte, NC	4.12	Baltimore, MD	1.85
Dallas, TX	99.60	Hartford, CT	4.10	Minneapolis-St. Paul, MN	1.86
San Francisco, CA	94.72	Boston, MA	4.02	San Jose, CA	1.98
Philadelphia, PA	85.05	Baltimore, MD	3.90	Hartford, CT	2.07
Atlanta, GA	79.25	Minneapolis-St. Paul, M	3.79	Milwaukee, WI	2.10
Minneapolis-St. Paul, M	69.67	Cleveland, OH	3.77	Austin, TX	2.12

1. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

In April, all of the 52 metropolitan areas for which data are reported separately posted over-the-year increases in the number of online advertised vacancies. Among the three metro areas with the largest numbers of advertised vacancies, the New York metro area was 15.2 percent above its April 2010 level, the Los Angeles metro area was 13.8 percent above last year's level, and the Washington, D.C. metro area was 5.2 percent above its April 2010 level (Table C & Table 5).

The number of unemployed exceeded the number of advertised vacancies in all of the 52 metro areas for which information is reported separately. Washington, DC continues to have the most favorable Supply/Demand rate (1.17) with about one advertised vacancy for every unemployed worker. Oklahoma City, Honolulu, Boston, Baltimore and Minneapolis were metropolitan locations where there were just under two unemployed looking for work for every advertised vacancy (Table C). On the other hand, metro areas in which the respective number of unemployed is substantially above the number of online advertised vacancies include Riverside, CA — where there are over nine unemployed people for every advertised vacancy (9.07) — Sacramento (5.73), Miami (4.96), and Los Angeles (4.42). Supply/Demand rate data are for March 2011, the latest month for which unemployment data for local areas are available (Table C & Table 6).

PROGRAM NOTES

Note: *The full HWOL time series from May 2005 forward is now available; the initial release of the HWOL annual series revision in January 2011 had been limited to time series data from January 2007 forward. The current April release also includes updated seasonally adjusted data along with a correction for a processing error affecting the November 2009 through January 2011 levels, but the trends for this time period have remained essentially unchanged.*

The Conference Board **Help Wanted OnLine™** Data Series measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job sites and smaller job sites that serve niche markets and smaller geographic areas.

Like The Conference Board's long-running Help Wanted Advertising Index of print ads (which was published for over 55 years and discontinued in October 2008 but continues to be available for research), the new online series is not a direct measure of job vacancies. The level of ads in print and online can change for reasons not related to overall job demand.

With the December 1, 2008 release, HWOL began providing seasonally adjusted data for the U.S., the nine Census regions and the 50 States. Seasonally adjusted data for occupations were provided beginning with the December 2009 release. This data series, for which the earliest data are for May 2005, continues to publish not seasonally adjusted data for 52 large metropolitan areas.

People using this data are urged to review the information on the database and methodology available on The Conference Board website and contact us with questions and comments. Background information and technical notes and discussion of revisions to the series are available at: http://www.conference-board.org/data/helpwantedonline.cfm.

The underlying online job listings data for this series is provided by **Wanted Technologies Corporation.** Additional information on the **Bureau of Labor Statistics** data used in this release can be found on the BLS website, www.bls.gov.

The Conference Board

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Publication Schedule, Help Wanted Online Data Series

Data for the Month	Release Date
May, 2011	June 1, 2011*
June, 2011	June 29, 2011*
July, 2011	August 1, 2011
August, 2011	August 31, 2011*
September, 2011	September 28, 2011*
October, 2011	October 31, 2011
November, 2011	November 30, 2011*
December, 2011	January 4, 2012*

*Wednesday release due to holidays or data availability.

Table 1: National/Regional Total Ads and New Ads (Levels), Seasonally Adjusted								
	Total Ads[1] (Thousands)			M-O-M Change (Thousands)	New Ads[2] (Thousands)			M-O-M Change (Thousands)
Location[3]	Apr-10	Mar-11	Apr-11	Apr-Mar 11	Apr-10	Mar-11	Apr-11	Apr-Mar 11
United States	**3,606.2**	**4,446.1**	**4,322.3**	**-123.8**	**2,205.2**	**2,707.1**	**2,702.3**	**-4.8**
New England	233.6	282.4	262.3	-20.1	143.2	160.4	159.9	-0.5
Middle Atlantic	497.8	594.1	578.2	-15.9	318.2	368.2	365.4	-2.7
South Atlantic	738.5	913.0	859.3	-53.6	456.4	555.2	540.6	-14.6
East North Central	461.4	611.0	606.5	-4.6	273.2	365.4	372.3	6.9
East South Central	140.5	176.0	178.8	2.7	81.2	111.5	110.3	-1.2
West North Central	247.8	313.3	317.1	3.9	145.4	189.3	189.6	0.4
West South Central	343.2	424.1	417.3	-6.8	199.5	256.2	255.6	-0.6
Mountain	262.7	332.4	326.4	-6.0	168.3	207.6	211.5	3.9
Pacific	571.6	707.5	666.1	-41.3	365.6	424.5	430.8	6.3

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.

2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.

3. Regions are as defined by the U.S. Census Bureau.

Table 2: National/Regional Total Ads and New Ads Rates, Seasonally Adjusted						
	Total Ads Rate[1] (Percent)			New Ads Rate[1] (Percent)		
Location[2]	Apr-10	Mar-11	Apr-11	Apr-10	Mar-11	Apr-11
United States	**2.33**	**2.90**	**2.82**	**1.43**	**1.76**	**1.76**
New England	3.00	3.63	3.37	1.84	2.06	2.05
Middle Atlantic	2.42	2.91	2.83	1.55	1.80	1.79
South Atlantic	2.52	3.12	2.93	1.55	1.90	1.85
East North Central	1.95	2.61	2.59	1.16	1.56	1.59
East South Central	1.63	2.03	2.06	0.94	1.28	1.27
West North Central	2.26	2.85	2.89	1.33	1.72	1.73
West South Central	1.98	2.43	2.40	1.15	1.47	1.47
Mountain	2.36	3.01	2.95	1.51	1.88	1.91
Pacific	2.31	2.88	2.71	1.48	1.73	1.75

Source: The Conference Board

1. Ads rates are calculated as a percent of the most currently available BLS civilian labor force data. Ads rates represent the number of ads per 100 participants in the civilian labor force.

2. Regions are as defined by the U.S. Census Bureau.

Table 3: State Total Ads and New Ads (Levels), Seasonally Adjusted								
	Total Ads[1] (Thousands)			M-O-M Change (Thousands)	New Ads[2] (Thousands)			M-O-M Change (Thousands)
Location	Apr-10	Mar-11	Apr-11	Apr-Mar 11	Apr-10	Mar-11	Apr-11	Apr-Mar 11
United States	**3,606.2**	**4,446.1**	**4,322.3**	**-123.8**	**2,205.2**	**2,707.1**	**2,702.3**	**-4.8**
Alabama	34.4	43.9	44.4	0.5	20.2	29.2	27.6	-1.6
Alaska	16.1	16.9	17.3	0.3	8.9	9.6	10.4	0.8
Arizona	68.6	100.1	101.6	1.5	43.8	64.2	63.2	-1.0
Arkansas	21.7	26.9	27.6	0.7	12.6	18.0	17.6	-0.4
California	403.2	511.0	474.2	-36.7	256.4	301.4	304.0	2.5
Colorado	67.3	87.8	79.4	-8.4	45.0	52.5	53.4	0.9
Connecticut	56.2	72.5	61.2	-11.3	33.9	37.2	36.4	-0.8
Delaware	12.7	15.2	15.9	0.8	7.7	9.3	9.9	0.6
Florida	203.8	248.4	239.9	-8.5	134.0	171.2	158.7	-12.5
Georgia	97.1	127.4	120.1	-7.3	56.0	73.1	72.2	-0.9
Hawaii	14.1	17.0	16.1	-0.9	10.3	12.2	11.8	-0.4
Idaho	16.5	18.8	19.8	1.0	11.1	13.2	14.1	0.9
Illinois	146.0	169.1	165.8	-3.3	78.7	92.3	98.5	6.2
Indiana	50.5	66.9	70.3	3.4	27.4	41.3	40.1	-1.1
Iowa	35.1	43.4	44.3	0.9	18.3	25.3	24.3	-1.0
Kansas	28.4	35.9	37.3	1.4	15.6	20.7	20.6	-0.1
Kentucky	33.1	39.3	40.7	1.3	18.7	24.1	24.8	0.7
Louisiana	35.0	43.8	44.3	0.6	21.9	27.8	28.1	0.2
Maine	17.9	20.1	20.3	0.2	9.2	11.4	10.7	-0.7
Maryland	92.0	129.0	105.8	-23.2	54.5	64.5	63.1	-1.4
Massachusetts	113.6	139.8	128.2	-11.5	70.1	78.6	78.0	-0.6
Michigan	83.8	122.0	118.4	-3.6	53.3	78.3	75.2	-3.1
Minnesota	65.4	98.5	94.8	-3.7	40.3	55.7	59.4	3.7
Mississippi	14.9	18.7	18.5	-0.2	8.0	11.5	11.1	-0.4
Missouri	69.3	81.4	82.6	1.2	43.2	52.7	51.4	-1.3
Montana	13.3	14.7	15.7	1.0	6.2	8.0	8.1	0.1
Nebraska	26.7	28.8	29.4	0.6	16.9	20.0	19.7	-0.3
Nevada	36.0	45.5	44.2	-1.3	24.7	30.0	30.2	0.2
New Hampshire	19.9	22.9	24.5	1.6	12.9	15.3	15.8	0.5
New Jersey	128.4	140.3	144.1	3.9	83.7	94.2	92.4	-1.8
New Mexico	20.1	23.1	23.8	0.7	12.8	15.0	15.8	0.8
New York	231.2	281.5	274.3	-7.1	148.3	168.3	170.8	2.5
North Carolina	94.9	114.0	117.5	3.5	61.0	75.5	76.8	1.3
North Dakota	9.7	12.3	11.6	-0.7	4.8	6.6	5.8	-0.8
Ohio	114.9	160.0	161.0	0.9	73.8	105.8	104.4	-1.4
Oklahoma	36.2	44.8	46.1	1.2	21.8	30.6	28.9	-1.7
Oregon	45.7	54.7	53.2	-1.4	30.6	35.1	35.6	0.5
Pennsylvania	140.6	170.5	162.3	-8.2	85.7	106.9	101.9	-5.0
Rhode Island	16.6	17.2	17.3	0.2	11.0	11.7	11.7	0.1
South Carolina	40.3	50.6	48.9	-1.7	24.8	32.8	32.9	0.1
South Dakota	10.8	12.6	13.5	0.9	5.1	6.3	6.8	0.5
Tennessee	57.7	73.9	74.7	0.8	33.9	46.6	46.2	-0.4
Texas	250.1	308.2	298.9	-9.3	143.1	180.3	180.7	0.4
Utah	33.0	34.0	32.4	-1.6	19.7	21.3	20.6	-0.6
Vermont	10.5	11.2	12.0	0.8	6.0	7.4	7.2	-0.2
Virginia	121.3	142.0	137.7	-4.3	69.0	82.3	81.5	-0.8
Washington	91.4	108.4	104.1	-4.2	59.1	65.6	68.5	2.9
West Virginia	14.3	18.7	18.6	-0.1	7.6	11.6	10.2	-1.4
Wisconsin	66.9	90.6	92.6	2.0	38.8	52.2	52.3	0.1
Wyoming	6.6	7.1	7.9	0.7	3.2	4.0	4.3	0.3

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.

2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.

Table 4: State Labor Supply/Labor Demand Indicators, Seasonally Adjusted							
	Total Ads Rate[1] (Percent)			Unemployment Rate[2]	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate[3]
Location	Apr-10	Mar-11	Apr-11	Mar-11	Mar-11	Mar-11	Mar-11
United States	**2.33**	**2.90**	**2.82**	**8.8**	**13,542.00**	**4,446.1**	**3.05**
Alabama	1.61	2.06	2.08	9.2	195.37	43.9	4.45
Alaska	4.46	4.65	4.74	7.4	27.10	16.9	1.60
Arizona	2.16	3.15	3.20	9.5	303.27	100.1	3.03
Arkansas	1.60	1.96	2.01	7.8	106.18	26.9	3.95
California	2.21	2.83	2.62	12.0	2,176.33	511.0	4.26
Colorado	2.49	3.27	2.96	9.2	246.43	87.8	2.81
Connecticut	2.96	3.82	3.22	9.1	171.93	72.5	2.37
Delaware	2.98	3.57	3.75	8.4	35.52	15.2	2.34
Florida	2.21	2.69	2.59	11.1	1,029.66	248.4	4.15
Georgia	2.06	2.72	2.57	10.0	469.10	127.4	3.68
Hawaii	2.24	2.68	2.54	6.3	39.94	17.0	2.36
Idaho	2.17	2.47	2.60	9.7	74.00	18.8	3.93
Illinois	2.20	2.56	2.51	8.8	582.10	169.1	3.44
Indiana	1.60	2.14	2.25	8.5	264.79	66.9	3.96
Iowa	2.10	2.58	2.63	6.1	102.75	43.4	2.37
Kansas	1.89	2.38	2.47	6.8	103.17	35.9	2.88
Kentucky	1.59	1.86	1.93	10.2	214.28	39.3	5.45
Louisiana	1.69	2.11	2.14	8.1	168.77	43.8	3.85
Maine	2.56	2.88	2.91	7.6	52.80	20.1	2.63
Maryland	3.08	4.32	3.55	6.9	206.95	129.0	1.60
Massachusetts	3.25	3.99	3.66	8.0	281.84	139.8	2.02
Michigan	1.74	2.57	2.49	10.3	487.40	122.0	4.00
Minnesota	2.20	3.32	3.20	6.6	196.80	98.5	2.00
Mississippi	1.13	1.40	1.39	10.2	136.54	18.7	7.30
Missouri	2.29	2.70	2.74	9.1	275.70	81.4	3.39
Montana	2.67	2.94	3.14	7.4	36.82	14.7	2.51
Nebraska	2.72	2.93	2.99	4.2	41.66	28.8	1.44
Nevada	2.64	3.45	3.35	13.2	173.85	45.5	3.82
New Hampshire	2.68	3.08	3.30	5.2	38.39	22.9	1.68
New Jersey	2.84	3.12	3.21	9.3	417.16	140.3	2.97
New Mexico	2.10	2.42	2.50	8.1	77.53	23.1	3.36
New York	2.39	2.94	2.86	8.0	767.00	281.5	2.72
North Carolina	2.08	2.55	2.62	9.7	435.00	114.0	3.82
North Dakota	2.63	3.30	3.12	3.6	13.29	12.3	1.08
Ohio	1.94	2.71	2.73	8.9	526.39	160.0	3.29
Oklahoma	2.06	2.58	2.65	6.1	105.76	44.8	2.36
Oregon	2.30	2.74	2.66	10.0	198.84	54.7	3.64
Pennsylvania	2.21	2.68	2.55	7.8	495.46	170.5	2.91
Rhode Island	2.88	3.01	3.03	11.0	63.01	17.2	3.67
South Carolina	1.86	2.35	2.27	9.9	212.44	50.6	4.20
South Dakota	2.43	2.81	3.01	4.9	22.07	12.6	1.75
Tennessee	1.89	2.38	2.41	9.5	293.61	73.9	3.98
Texas	2.06	2.52	2.44	8.1	995.76	308.2	3.23
Utah	2.40	2.50	2.38	7.6	102.92	34.0	3.03
Vermont	2.89	3.08	3.31	5.4	19.81	11.2	1.76
Virginia	2.89	3.39	3.28	6.3	262.18	142.0	1.85
Washington	2.58	3.10	2.98	9.2	320.38	108.4	2.96
West Virginia	1.82	2.39	2.38	9.1	71.55	18.7	3.83
Wisconsin	2.18	2.96	3.03	7.4	225.62	90.6	2.49
Wyoming	2.22	2.43	2.69	6.2	17.97	7.1	2.53

Source: The Conference Board

1. Total ads rate is calculated as a percent of the most currently available BLS civilian labor force data. Ad rates represent the number of ads per 100 persons in the civilian labor force.

2. Unemployment data are from the Bureau of Labor Statistics Current Population Statistics and Local Area Unemployment Statistics programs.

3. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

Table 5: MSA Total Ads and New Ads (Levels), Not Seasonally Adjusted								
	Total Ads[1] (Thousands)			Percent Change Y-O-Y	New Ads[2] (Thousands)			Percent Change Y-O-Y
Location[3]	Apr-10	Mar-11	Apr-11	Apr 10-11	Apr-10	Mar-11	Apr-11	Apr 10-11
Birmingham, AL	9.7	12.5	13.4	38.2%	6.1	8.5	8.9	44.3%
Phoenix, AZ	46.0	58.3	56.2	22.3%	29.8	33.3	36.7	23.0%
Tucson, AZ	10.2	13.0	14.3	39.7%	7.0	9.5	10.5	50.0%
Los Angeles, CA	140.9	165.7	160.4	13.8%	93.7	97.0	106.4	13.5%
Riverside, CA	22.0	26.9	27.6	25.4%	14.8	17.2	18.1	22.2%
Sacramento, CA	19.7	22.7	21.8	10.7%	12.5	13.0	14.1	12.3%
San Diego, CA	38.5	44.7	44.2	14.8%	25.8	27.9	32.3	25.4%
San Francisco, CA	81.7	96.8	94.7	15.9%	54.7	57.4	63.5	16.0%
San Jose, CA	37.5	48.3	46.8	25.0%	22.6	25.5	27.3	20.9%
Denver, CO	37.9	45.6	43.1	13.7%	23.9	24.9	27.3	14.2%
Hartford, CT	20.0	27.0	24.7	23.4%	12.7	14.0	14.8	16.1%
Washington, DC	142.9	152.5	150.3	5.2%	85.4	81.7	87.5	2.4%
Jacksonville, FL	16.9	20.2	21.9	29.4%	11.7	14.2	15.4	31.6%
Miami, FL	54.7	63.4	63.8	16.6%	34.1	37.6	39.3	15.4%
Orlando, FL	31.6	35.9	36.2	14.5%	22.5	23.7	26.2	16.2%
Tampa, FL	35.8	42.1	43.5	21.7%	24.1	27.7	29.6	22.9%
Atlanta, GA	61.7	79.7	79.2	28.5%	35.7	42.9	46.8	31.0%
Honolulu, HI	11.8	12.9	13.5	13.7%	9.5	9.6	10.6	12.6%
Chicago, IL	114.5	124.6	128.5	12.3%	60.3	65.7	73.8	22.3%
Indianapolis, IN	20.5	24.3	27.7	35.1%	12.5	14.7	17.1	37.7%
Louisville, KY	13.3	15.5	17.0	27.3%	8.2	9.8	10.5	28.8%
New Orleans, LA	11.7	13.2	14.7	25.6%	7.9	9.1	10.4	30.9%
Baltimore, MD	47.0	55.7	54.2	15.4%	30.8	33.0	35.4	15.0%
Boston, MA	92.3	101.9	102.2	10.7%	58.4	55.3	63.1	7.9%
Detroit, MI	37.7	54.9	57.1	51.3%	25.0	34.4	37.3	49.5%
Minneapolis-St. Paul, MN	50.6	67.4	69.7	37.6%	32.1	37.5	44.6	38.8%
Kansas City, MO	27.5	29.8	33.4	21.7%	17.9	19.0	21.4	19.8%
St. Louis, MO	32.8	36.4	39.2	19.7%	21.8	23.7	25.7	18.0%
Las Vegas, NV	26.7	31.9	32.2	20.7%	19.4	21.2	23.1	19.2%
Buffalo, NY	14.2	15.4	16.7	17.4%	9.0	9.9	10.8	20.2%
New York, NY	235.7	266.8	271.5	15.2%	158.1	158.9	173.5	9.7%
Rochester, NY	11.6	13.4	14.6	25.8%	7.7	8.3	10.0	30.0%
Charlotte, NC	27.7	32.0	35.1	26.5%	18.3	20.6	23.2	27.0%
Cincinnati, OH	23.1	28.3	30.9	33.7%	14.2	18.3	19.7	38.5%
Cleveland, OH	27.0	37.7	40.5	49.6%	18.1	24.9	27.6	52.1%
Columbus, OH	26.2	33.3	35.1	34.0%	17.6	21.2	23.1	31.5%
Oklahoma City, OK	14.8	18.0	19.9	34.7%	10.4	12.5	13.9	33.8%
Portland, OR	28.5	33.2	32.9	15.3%	19.4	19.4	21.7	11.6%
Philadelphia, PA	74.7	78.5	85.1	13.8%	45.1	47.2	50.7	12.5%
Pittsburgh, PA	34.5	35.5	38.5	11.7%	23.5	24.3	26.6	13.2%
Providence, RI	20.3	22.0	23.6	16.3%	14.1	14.5	16.6	17.4%
Memphis, TN	12.5	14.5	15.9	27.9%	7.3	9.0	10.0	36.8%
Nashville, TN	20.7	23.8	25.9	24.7%	13.4	15.4	16.9	25.7%
Austin, TX	25.6	29.4	28.8	12.3%	16.3	16.8	19.1	17.0%
Dallas, TX	77.6	97.9	99.6	28.3%	44.3	52.6	59.1	33.3%
Houston, TX	56.8	67.9	65.7	15.6%	31.3	34.5	38.2	22.2%
San Antonio, TX	26.9	29.7	30.4	13.3%	17.8	20.1	21.7	22.0%
Salt Lake City, UT	20.3	20.3	20.8	2.8%	13.0	12.0	13.9	6.9%
Richmond, VA	16.0	19.5	20.0	24.8%	10.2	12.3	13.5	31.4%
Virginia Beach, VA	19.8	21.3	22.7	14.7%	13.1	14.4	15.9	20.6%
Seattle-Tacoma, WA	59.4	68.7	69.3	16.7%	39.8	40.7	45.5	14.2%
Milwaukee, WI	24.3	31.0	33.8	39.5%	15.3	18.2	20.5	33.6%

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.

2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.

3. Metropolitan areas use the 2005 OMB county-based MSA definitions.

Table 6: MSA Labor Supply /Labor Demand Indicators, Not Seasonally Adjusted							
	Total Ads Rate[1] (Percent)			Unemployment Rate[2]	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate[3]
Location[4]	Apr-10	Mar-11	Apr-11	Mar-11	Mar-11	Mar-11	Mar-11
Birmingham, AL	1.87	2.43	2.61	8.4	43.5	12.5	3.48
Phoenix, AZ	2.16	2.74	2.64	8.7	185.4	58.3	3.18
Tucson, AZ	2.07	2.67	2.94	8.5	41.9	13.0	3.22
Los Angeles, CA	2.18	2.57	2.48	11.4	732.8	165.7	4.42
Riverside, CA	1.24	1.54	1.58	13.9	243.6	26.9	9.07
Sacramento, CA	1.89	2.22	2.13	12.7	129.7	22.7	5.73
San Diego, CA	2.48	2.87	2.85	10.2	159.0	44.7	3.56
San Francisco, CA	3.65	4.38	4.28	10.0	221.3	96.8	2.29
San Jose, CA	4.15	5.39	5.22	10.6	95.5	48.3	1.98
Denver, CO	2.73	3.33	3.15	9.3	127.6	45.6	2.80
Hartford, CT	3.33	4.53	4.13	9.3	56.0	27.0	2.07
Washington, DC	4.68	5.00	4.93	5.8	178.2	152.5	1.17
Jacksonville, FL	2.48	2.98	3.23	10.2	69.1	20.2	3.42
Miami, FL	1.91	2.20	2.22	10.9	314.6	63.4	4.96
Orlando, FL	2.83	3.21	3.23	10.4	116.6	35.9	3.25
Tampa, FL	2.76	3.26	3.37	11.0	142.7	42.1	3.39
Atlanta, GA	2.32	3.01	2.99	9.8	260.3	79.7	3.27
Honolulu, HI	2.69	2.91	3.03	5.1	22.5	12.9	1.75
Chicago, IL	2.35	2.60	2.68	8.9	429.1	124.6	3.45
Indianapolis, IN	2.30	2.80	3.19	8.1	71.1	24.3	2.93
Louisville, KY	2.10	2.44	2.67	10.2	65.3	15.5	4.21
New Orleans, LA	2.15	2.46	2.74	7.9	42.5	13.2	3.22
Baltimore, MD	3.37	4.05	3.94	7.4	103.0	55.7	1.85
Boston, MA	3.63	4.02	4.03	7.1	179.5	101.9	1.76
Detroit, MI	1.82	2.74	2.84	11.8	238.8	54.9	4.35
Minneapolis-St. Paul, MN	2.74	3.67	3.79	6.8	125.2	67.4	1.86
Kansas City, MO	2.64	2.88	3.24	8.9	91.7	29.8	3.08
St. Louis, MO	2.28	2.55	2.75	9.3	134.0	36.4	3.68
Las Vegas, NV	2.72	3.37	3.40	13.3	127.1	31.9	3.98
Buffalo, NY	2.46	2.70	2.92	8.1	46.3	15.4	3.00
New York, NY	2.48	2.83	2.88	8.4	788.0	266.8	2.95
Rochester, NY	2.21	2.55	2.79	7.7	40.2	13.4	3.01
Charlotte, NC	3.18	3.78	4.14	10.4	88.4	32.0	2.76
Cincinnati, OH	2.06	2.56	2.79	8.9	99.2	28.3	3.51
Cleveland, OH	2.53	3.50	3.76	8.2	88.5	37.7	2.35
Columbus, OH	2.72	3.48	3.66	7.6	73.0	33.3	2.19
Oklahoma City, OK	2.59	3.21	3.56	5.2	29.0	18.0	1.62
Portland, OR	2.39	2.79	2.77	9.6	114.9	33.2	3.46
Philadelphia, PA	2.53	2.67	2.89	8.5	250.8	78.5	3.19
Pittsburgh, PA	2.87	2.94	3.20	7.4	89.4	35.5	2.52
Providence, RI	2.86	3.11	3.34	11.9	84.4	22.0	3.83
Memphis, TN	2.04	2.39	2.61	9.9	60.7	14.5	4.18
Nashville, TN	2.56	2.88	3.14	8.3	69.0	23.8	2.90
Austin, TX	2.81	3.24	3.17	6.8	62.5	29.4	2.12
Dallas, TX	2.42	3.04	3.09	8.1	261.6	97.9	2.67
Houston, TX	1.97	2.34	2.26	8.3	241.8	67.9	3.56
San Antonio, TX	2.71	3.02	3.09	7.3	72.8	29.7	2.45
Salt Lake City, UT	3.32	3.37	3.45	7.3	43.7	20.3	2.15
Richmond, VA	2.44	3.02	3.09	7.0	46.0	19.5	2.35
Virginia Beach, VA	2.40	2.62	2.80	7.0	57.6	21.3	2.71
Seattle-Tacoma, WA	3.12	3.64	3.67	9.2	173.9	68.7	2.53
Milwaukee, WI	3.08	3.89	4.26	8.1	64.9	31.0	2.10

Source: The Conference Board

1. Total ads rate is calculated as a percent of the most currently available BLS civilian labor force data.
2. Unemployment data are from the Bureau of Labor Statistics CPS and LAUS programs.
3. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
4. The Conference Board uses the OMB county-based MSA definitions for its data whereas the Bureau of Labor Statistics uses the OMB alternative NECTA (New England City and Town Areas) MSA definition. This will result in small comparison differences for some metropolitan areas in New England states.

Table 7: National Labor Supply/Labor Demand by Occupation[1], Seasonally Adjusted							
	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed[3] (Thousands)	Supply/ Demand Rate[4]	Average Hourly Wage[5]
Occupation[2]	Apr-10	Mar-11	Apr-11	Apr-Mar 11	Mar-11	Mar-11	
Total	3,606.2	4,446.1	4,322.3	-123.8	13,542.0	3.0	$20.90
Management	374.2	454.3	443.3	-11.0	689.2	1.5	$49.47
Business and financial operations	208.4	257.2	247.0	-10.2	353.6	1.4	$31.68
Computer and mathematical science	461.2	593.9	583.1	-10.8	125.9	0.2	$36.68
Architecture and engineering	115.0	169.5	167.8	-1.7	138.1	0.8	$35.38
Life, physical, and social science	62.5	69.5	67.9	-1.6	69.0	1.0	$31.57
Community and social services	50.6	62.4	58.6	-3.8	115.1	1.8	$20.55
Legal	25.8	27.8	24.6	-3.2	80.8	2.9	$46.07
Education, training, and library	87.2	97.3	95.7	-1.5	442.7	4.6	$23.81
Arts, design, entertainment, sports, and media	93.9	102.6	100.3	-2.3	275.7	2.7	$24.87
Healthcare practitioners and technical	521.5	597.1	568.5	-28.6	222.9	0.4	$33.51
Healthcare support	116.0	140.5	129.1	-11.4	240.1	1.7	$12.84
Protective service	30.1	35.5	35.2	-0.3	190.1	5.4	$20.07
Food preparation and serving related	108.6	149.7	135.3	-14.4	1,166.3	7.8	$10.04
Building and grounds cleaning and maintenance	45.8	58.5	54.3	-4.2	651.6	11.1	$12.00
Personal care and service	59.7	68.6	66.7	-1.9	505.7	7.4	$11.87
Sales and related	504.7	589.2	578.8	-10.5	1,440.7	2.4	$17.32
Office and administrative support	377.6	473.8	459.8	-14.0	1,636.2	3.5	$15.86
Farming, fishing, and forestry	4.5	4.4	4.2	-0.2	174.2	39.2	$11.53
Construction and extraction	51.7	62.0	63.2	1.2	1,391.1	22.4	$20.84
Installation, maintenance, and repair	114.7	145.2	148.0	2.8	476.1	3.3	$20.30
Production	88.4	126.2	126.4	0.2	997.8	7.9	$16.01
Transportation and material moving	129.5	201.3	204.8	3.5	1,015.3	5.0	$15.47

Source: The Conference Board

1. Approximately 95% of all ads are coded to the 6-digit SOC level.
2. Occupational categories use the 2000 OMB Standard Occupational Classification system (SOC definitions).

3. Unemployment data are from the Bureau of Labor Statistics' Current Population Survey and seasonally adjusted by The Conference Board.

4. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
5. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2009 estimates.

Table 8: State Occupational Demand and Pay[1], Not Seasonally Adjusted						
	Management and Business/Financial		Professional & Related		Service	
Location	Total Ads Apr-11	Average Hourly Wage[2]	Total Ads Apr-11	Average Hourly Wage[2]	Total Ads Apr-11	Average Hourly Wage[2]
United States	**702,425**	**$40.61**	**1,690,583**	**$29.97**	**454,764**	**$12.25**
Alabama	4,791	$37.52	17,048	$26.96	4,139	$10.45
Alaska	2,211	$36.69	6,923	$31.60	2,104	$14.58
Arizona	17,548	$35.89	38,452	$28.00	10,542	$12.50
Arkansas	3,561	$32.34	10,006	$24.22	2,707	$10.01
California	88,411	$45.67	198,536	$34.85	39,672	$13.67
Colorado	12,213	$39.69	31,432	$31.35	8,702	$12.66
Connecticut	11,989	$46.18	24,485	$32.22	5,505	$14.13
Delaware	3,004	$42.45	6,867	$32.28	1,653	$12.63
Florida	32,576	$36.23	85,230	$28.03	36,628	$11.88
Georgia	20,486	$41.11	51,307	$27.59	10,226	$11.07
Hawaii	2,143	$35.85	4,489	$28.58	2,859	$13.72
Idaho	2,277	$31.76	6,447	$25.57	3,031	$11.08
Illinois	32,724	$40.23	68,920	$31.06	14,144	$12.94
Indiana	10,002	$36.35	24,717	$25.80	6,912	$11.08
Iowa	4,762	$33.40	16,501	$24.20	4,854	$11.00
Kansas	5,283	$35.34	14,031	$25.19	3,679	$10.90
Kentucky	5,532	$33.70	16,001	$25.64	4,154	$10.57
Louisiana	5,497	$33.92	13,880	$25.24	5,644	$10.56
Maine	2,339	$33.30	8,279	$26.20	3,222	$11.67
Maryland	16,560	$43.38	46,249	$33.82	11,065	$13.08
Massachusetts	24,876	$47.19	55,263	$34.16	13,490	$14.49
Michigan	15,628	$38.76	44,798	$29.30	12,885	$12.01
Minnesota	15,965	$38.48	37,677	$30.04	9,368	$12.22
Mississippi	2,139	$31.91	7,010	$23.36	1,809	$9.98
Missouri	10,535	$35.79	28,468	$26.25	10,170	$10.91
Montana	1,496	$29.54	5,576	$22.55	2,280	$10.73
Nebraska	3,687	$33.99	10,888	$24.81	3,729	$10.78
Nevada	5,366	$38.17	14,228	$29.69	7,822	$12.94
New Hampshire	3,196	$40.38	9,345	$28.86	3,059	$12.53
New Jersey	26,394	$47.46	56,282	$33.23	15,982	$14.41
New Mexico	2,929	$36.04	10,198	$28.01	2,692	$11.03
New York	58,988	$49.57	103,534	$33.04	27,084	$14.18
North Carolina	16,397	$39.58	46,846	$26.90	13,478	$10.98
North Dakota	1,280	$33.39	3,800	$23.36	1,193	$10.66
Ohio	22,680	$37.53	56,867	$28.20	16,793	$11.50
Oklahoma	5,014	$31.71	14,792	$24.23	5,664	$10.38
Oregon	7,155	$36.97	21,013	$28.73	6,060	$12.67
Pennsylvania	24,662	$38.84	60,241	$28.89	20,455	$12.19
Rhode Island	2,330	$41.74	6,426	$31.11	2,765	$12.97
South Carolina	5,629	$36.52	19,048	$25.97	7,123	$10.69
South Dakota	1,373	$30.90	4,632	$22.66	1,713	$10.24
Tennessee	9,854	$34.94	26,690	$25.52	8,248	$10.82
Texas	48,767	$39.87	114,714	$29.25	28,277	$10.96
Utah	4,432	$34.69	11,527	$26.59	3,647	$11.27
Vermont	1,474	$35.87	4,897	$26.60	1,760	$12.68
Virginia	24,093	$42.31	65,758	$32.52	13,294	$12.11
Washington	18,161	$41.40	46,708	$32.03	10,413	$14.10
West Virginia	1,778	$30.72	6,134	$23.58	1,850	$9.99
Wisconsin	13,096	$35.87	33,378	$28.01	9,571	$11.60
Wyoming	752	$33.78	3,079	$25.64	761	$11.87

Source: The Conference Board

1. The six occupational categories in tables 8 and 9 are the SOC manual's Intermediate and High-Level Aggregations.

2. Wage data are from the BLS Occupational Employment Statistics program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 8: State Occupational Demand and Pay, Not Seasonally Adjusted - continued						
	Sales and Office		Construction and Maintenance		Production and Transportation	
Location	Total Ads Apr-11	Average Hourly Wage[1]	Total Ads Apr-11	Average Hourly Wage[1]	Total Ads Apr-11	Average Hourly Wage[1]
United States	**1,048,988**	**$16.42**	**220,385**	**$20.25**	**322,961**	**$15.74**
Alabama	11,801	$14.10	2,894	$17.54	4,886	$14.68
Alaska	4,109	$16.99	1,146	$27.37	970	$20.51
Arizona	27,841	$16.01	5,143	$18.54	5,067	$15.69
Arkansas	6,982	$13.66	1,746	$16.65	3,072	$13.82
California	115,817	$18.02	16,748	$21.55	23,888	$15.85
Colorado	20,207	$17.60	4,536	$20.39	5,053	$16.31
Connecticut	14,873	$19.36	2,917	$23.70	4,771	$17.16
Delaware	3,417	$16.77	743	$21.19	1,144	$15.74
Florida	72,802	$15.80	14,079	$17.67	13,533	$14.95
Georgia	26,510	$15.81	5,779	$18.21	8,410	$14.70
Hawaii	5,114	$16.00	1,049	$25.48	981	$16.55
Idaho	5,478	$14.80	1,406	$17.88	1,665	$14.29
Illinois	38,507	$17.12	5,902	$24.63	12,759	$16.05
Indiana	17,783	$15.19	3,954	$20.50	9,049	$15.98
Iowa	9,919	$14.83	3,370	$18.59	5,898	$15.33
Kansas	9,135	$14.96	2,284	$19.15	3,190	$15.47
Kentucky	10,213	$14.44	2,368	$18.56	4,548	$15.82
Louisiana	12,932	$13.56	3,637	$18.18	4,753	$16.50
Maine	4,588	$14.85	986	$18.34	1,415	$15.39
Maryland	24,706	$17.07	5,002	$21.00	5,519	$16.78
Massachusetts	28,342	$19.01	5,058	$24.33	7,766	$16.99
Michigan	28,162	$16.23	6,966	$21.55	12,305	$17.13
Minnesota	22,025	$17.14	4,986	$22.53	9,587	$16.39
Mississippi	4,861	$13.27	1,132	$16.40	1,965	$13.93
Missouri	21,848	$15.43	5,237	$20.77	8,256	$15.37
Montana	3,510	$13.88	1,272	$18.83	1,314	$15.72
Nebraska	7,057	$14.43	2,044	$18.25	2,627	$15.70
Nevada	13,550	$15.74	2,360	$23.63	2,403	$15.81
New Hampshire	5,656	$16.45	1,343	$20.15	2,234	$15.90
New Jersey	34,517	$18.42	5,918	$24.04	9,104	$16.25
New Mexico	5,718	$13.94	1,468	$17.45	1,386	$15.44
New York	66,839	$18.88	10,501	$24.18	14,293	$17.04
North Carolina	26,999	$15.37	6,661	$17.76	9,125	$14.46
North Dakota	2,829	$14.02	1,307	$19.75	1,600	$15.81
Ohio	40,177	$15.66	9,587	$20.38	19,277	$15.69
Oklahoma	12,171	$13.65	4,215	$17.54	5,992	$14.83
Oregon	12,659	$16.63	2,481	$20.91	3,739	$15.83
Pennsylvania	40,561	$16.33	9,030	$20.44	15,757	$15.95
Rhode Island	4,188	$16.58	906	$21.51	1,350	$15.29
South Carolina	13,355	$14.35	3,614	$17.39	4,922	$14.96
South Dakota	3,031	$13.42	1,326	$16.56	1,604	$13.65
Tennessee	19,844	$14.74	4,591	$17.80	8,293	$14.78
Texas	74,139	$15.81	18,412	$17.68	23,049	$15.04
Utah	10,277	$14.87	1,568	$19.01	1,998	$15.35
Vermont	2,296	$15.66	756	$18.81	1,040	$15.78
Virginia	27,753	$16.44	6,243	$19.49	6,708	$15.73
Washington	22,136	$17.62	4,212	$23.12	5,642	$17.92
West Virginia	4,254	$13.04	1,270	$18.74	2,069	$15.07
Wisconsin	20,416	$15.65	4,709	$21.23	11,754	$16.04
Wyoming	1,446	$14.33	685	$21.26	750	$18.47

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 9: MSA Occupational Demand and Pay[1], Not Seasonally Adjusted						
	Management and Business/Financial		Professional & Related		Service	
Location	Total Ads Apr-11	Average Hourly Wage[2]	Total Ads Apr-11	Average Hourly Wage[2]	Total Ads Apr-11	Average Hourly Wage[2]
United States	**702,425**	**$40.61**	**1,690,583**	**$29.97**	**454,764**	**$12.25**
Birmingham, AL	1,661	$39.26	4,173	$27.46	1,287	$10.98
Phoenix, AZ	9,054	$36.56	20,186	$28.66	6,012	$12.58
Tucson, AZ	1,714	$35.56	4,780	$28.71	2,152	$12.30
Los Angeles, CA	30,276	$45.91	60,927	$34.38	13,631	$13.38
Riverside, CA	3,172	$39.19	7,482	$30.59	3,789	$13.04
Sacramento, CA	3,742	$38.87	8,550	$32.92	1,855	$13.66
San Diego, CA	7,131	$43.69	18,203	$34.68	4,496	$12.97
San Francisco, CA	22,083	$50.82	42,957	$38.00	6,815	$14.65
San Jose, CA	9,623	$56.88	28,150	$44.43	1,414	$14.44
Denver, CO	7,731	$41.06	16,435	$33.07	3,922	$12.70
Hartford, CT	4,493	$42.75	9,220	$32.52	2,134	$14.11
Washington, DC	31,144	$48.01	71,072	$39.06	13,406	$14.07
Jacksonville, FL	3,121	$35.31	6,664	$27.45	2,922	$11.56
Miami, FL	9,936	$39.01	20,368	$28.72	8,079	$12.47
Orlando, FL	4,616	$36.17	10,076	$27.88	5,915	$11.37
Tampa, FL	6,050	$35.96	15,652	$28.79	5,682	$11.75
Atlanta, GA	16,262	$43.23	35,217	$29.65	5,432	$11.54
Honolulu, HI	1,732	$36.22	3,250	$28.80	2,438	$13.43
Chicago, IL	27,550	$42.09	50,860	$32.56	10,502	$13.25
Indianapolis, IN	4,377	$37.52	8,276	$27.84	2,808	$11.69
Louisville, KY	2,549	$36.39	5,838	$26.91	1,746	$10.84
New Orleans, LA	1,799	$34.98	3,641	$27.46	2,578	$11.21
Baltimore, MD	8,013	$41.80	20,363	$33.08	6,233	$13.30
Boston, MA	20,284	$48.62	42,758	$35.52	9,972	$14.76
Detroit, MI	7,958	$41.38	21,746	$31.52	6,217	$12.35
Minneapolis-St. Paul, MN	12,112	$40.71	25,976	$31.78	6,467	$12.70
Kansas City, MO	4,864	$37.52	10,531	$28.34	3,689	$11.80
St. Louis, MO	5,655	$38.26	13,553	$28.27	4,791	$11.42
Las Vegas, NV	3,805	$38.90	9,177	$29.51	6,050	$13.13
Buffalo, NY	2,087	$38.02	4,291	$27.37	2,328	$12.04
New York, NY	60,558	$52.18	106,887	$35.34	25,666	$14.89
Rochester, NY	1,725	$40.73	4,441	$27.43	1,902	$12.29
Charlotte, NC	6,321	$42.12	13,133	$28.72	3,689	$11.74
Cincinnati, OH	4,950	$38.86	9,980	$29.11	2,980	$11.74
Cleveland, OH	5,790	$38.61	14,933	$28.56	4,407	$12.09
Columbus, OH	5,698	$37.54	11,709	$30.17	3,669	$11.94
Oklahoma City, OK	2,168	$32.66	5,386	$26.53	2,503	$10.64
Portland, OR	4,955	$39.67	13,345	$30.85	3,155	$13.11
Philadelphia, PA	15,435	$43.75	33,693	$31.82	8,923	$13.34
Pittsburgh, PA	5,047	$37.29	11,362	$28.97	6,142	$11.72
Providence, RI	2,894	$41.48	7,952	$30.20	3,696	$13.04
Memphis, TN	2,246	$37.93	5,319	$27.41	1,505	$11.43
Nashville, TN	4,105	$36.47	8,111	$26.11	2,813	$11.15
Austin, TX	4,139	$39.97	12,412	$31.01	2,959	$11.39
Dallas, TX	19,539	$42.06	38,926	$31.37	7,465	$11.50
Houston, TX	12,605	$43.40	24,407	$32.07	4,868	$11.23
San Antonio, TX	3,828	$35.68	9,018	$27.80	4,454	$10.77
Salt Lake City, UT	3,029	$35.69	7,260	$28.61	2,191	$11.71
Richmond, VA	3,126	$38.49	7,795	$28.84	2,122	$11.85
Virginia Beach, VA	2,600	$36.08	7,425	$28.07	3,258	$11.32
Seattle-Tacoma, WA	13,486	$43.56	32,837	$34.48	5,549	$14.56
Milwaukee, WI	5,719	$39.08	11,895	$30.34	3,570	$12.00

Source: The Conference Board

1.The six occupational categories in tables 8 and 9 are the SOC manual's Intermediate and High-Level Aggregations.

2. Wage data are from the BLS OES program' s May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 9: MSA Occupational Demand and Pay, Not Seasonally Adjusted - continued								
	Sales and Office			Construction and Maintenance			Production and Transportation	
Location	Total Ads Apr-11	Average Hourly Wage[1]		Total Ads Apr-11	Average Hourly Wage[1]		Total Ads Apr-11	Average Hourly Wage[1]
United States	**1,048,988**	**$16.42**		**220,385**	**$20.25**		**322,961**	**$15.74**
Birmingham, AL	4,098	$15.61		965	$18.20		1,364	$14.72
Phoenix, AZ	15,638	$16.64		3,168	$19.02		3,049	$15.92
Tucson, AZ	3,789	$14.72		1,104	$18.26		891	$14.67
Los Angeles, CA	43,889	$17.95		5,380	$22.71		8,489	$15.07
Riverside, CA	9,243	$15.90		1,663	$21.47		2,579	$15.37
Sacramento, CA	5,656	$17.83		1,047	$22.82		1,236	$16.28
San Diego, CA	11,426	$17.49		1,681	$22.67		2,168	$15.62
San Francisco, CA	18,911	$20.78		2,510	$27.17		3,039	$18.35
San Jose, CA	6,549	$21.95		814	$26.30		1,116	$17.40
Denver, CO	10,860	$18.82		2,313	$20.73		2,501	$16.55
Hartford, CT	6,004	$18.65		1,293	$23.83		1,839	$17.54
Washington, DC	28,680	$18.90		4,866	$22.18		4,038	$17.37
Jacksonville, FL	6,161	$15.97		1,518	$18.28		1,684	$15.40
Miami, FL	20,897	$16.67		2,732	$18.60		2,448	$15.50
Orlando, FL	11,724	$15.23		2,213	$18.00		1,994	$14.68
Tampa, FL	11,870	$16.08		2,494	$17.53		2,275	$14.17
Atlanta, GA	16,636	$17.23		2,994	$19.39		3,809	$15.43
Honolulu, HI	4,433	$15.99		920	$26.26		873	$16.71
Chicago, IL	29,388	$17.83		3,844	$26.04		8,252	$16.31
Indianapolis, IN	8,000	$16.86		1,676	$20.90		2,902	$15.76
Louisville, KY	4,422	$15.73		1,011	$19.29		1,769	$17.24
New Orleans, LA	4,409	$14.54		1,169	$18.71		1,246	$17.29
Baltimore, MD	13,962	$17.21		3,102	$20.65		3,267	$17.26
Boston, MA	21,803	$19.88		3,501	$25.03		5,253	$17.25
Detroit, MI	13,010	$17.46		3,527	$23.37		5,207	$18.52
Minneapolis-St. Paul, MN	16,074	$18.49		3,400	$24.55		6,543	$17.17
Kansas City, MO	9,515	$16.72		2,163	$22.05		3,092	$16.16
St. Louis, MO	10,450	$16.73		2,127	$23.50		3,107	$16.41
Las Vegas, NV	10,611	$15.74		1,458	$24.16		1,397	$15.63
Buffalo, NY	5,069	$15.80		1,210	$20.63		1,866	$16.10
New York, NY	63,319	$19.96		7,816	$25.74		10,892	$17.27
Rochester, NY	3,757	$15.97		1,097	$19.88		1,886	$15.20
Charlotte, NC	7,993	$17.10		1,875	$18.80		2,487	$15.59
Cincinnati, OH	8,620	$16.84		1,655	$20.29		3,128	$15.97
Cleveland, OH	8,976	$16.51		2,242	$22.08		4,703	$16.22
Columbus, OH	9,262	$16.19		2,006	$20.19		3,204	$15.46
Oklahoma City, OK	5,849	$14.12		2,041	$18.07		2,213	$14.35
Portland, OR	8,013	$17.78		1,508	$22.64		2,322	$16.60
Philadelphia, PA	19,473	$18.17		3,766	$23.11		4,971	$16.90
Pittsburgh, PA	10,065	$15.70		2,564	$20.30		3,808	$15.93
Providence, RI	5,911	$16.30		1,360	$21.42		2,012	$15.29
Memphis, TN	4,180	$15.64		1,054	$18.90		1,824	$15.07
Nashville, TN	7,345	$15.55		1,517	$18.50		2,266	$15.76
Austin, TX	6,687	$16.94		1,471	$17.18		1,511	$14.12
Dallas, TX	24,313	$17.44		4,694	$18.08		6,017	$15.13
Houston, TX	16,054	$16.91		3,804	$18.99		4,819	$16.47
San Antonio, TX	8,322	$14.69		2,474	$16.34		2,605	$13.35
Salt Lake City, UT	6,359	$15.92		998	$19.05		1,269	$15.56
Richmond, VA	4,677	$17.15		1,217	$19.71		1,368	$15.28
Virginia Beach, VA	5,940	$14.79		1,976	$18.72		1,773	$16.09
Seattle-Tacoma, WA	13,764	$18.84		2,118	$24.73		2,960	$19.06
Milwaukee, WI	7,465	$17.29		1,610	$23.13		3,978	$16.58

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.