



THE CONFERENCE BOARD

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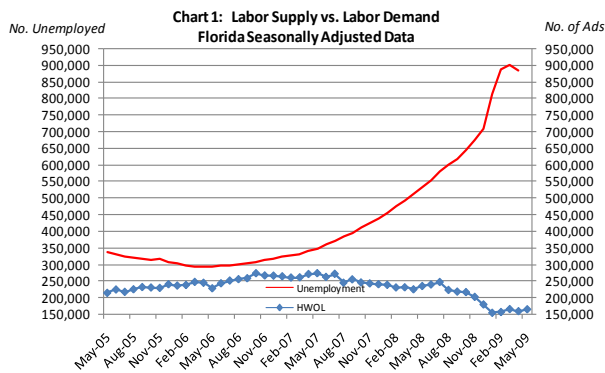
Florida's Online Job Demand Up 5,700 in May, The Conference Board Reports

- Florida's labor demand continues to show improvement, increasing 10,500 since January.
- Florida is among a handful of states showing improvement.
- All Florida metro areas show small improvements.

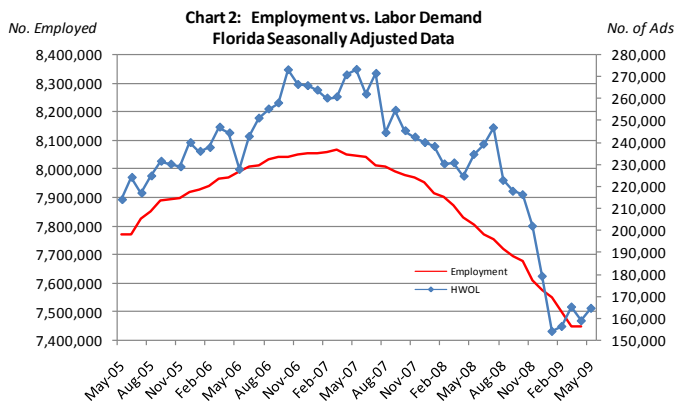
NEW YORK, June 9, 2009...Florida's online job demand rose 5,700 in May to 164,500, and over the last four months is up by 10,500, according to **The Conference Board Help Wanted OnLine Data Series (HWOL)**TM. At the national level, job demand continued to drop through April, but in May was up by 250,000, marking the first increase in six months and the largest monthly increase in two years.

"Florida continues to show small improvements, and this is a welcome sign," said June Shelp, Vice President of The Conference Board. Florida is one of a handful of states where labor demand has shown some small but positive gains since January. Other states with positive upward trends in advertised vacancies since January include New Jersey, Hawaii, Georgia, Arkansas and West Virginia. Labor demand typically leads the trends in both unemployment and employment, and the recently released Florida unemployment and employment data for April seem to reflect some of the 4-month improvement which has been seen in Florida's labor demand. While there are some continued positive signs for labor demand across the nation, the likely outlook for the nation is for unemployment to continue to rise and employment to fall at more modest levels throughout the summer.

The gap between Florida's unemployed and the available jobs remains wide, and in April (the latest month for which unemployment data are available) there were over five unemployed individuals for every advertised vacancy (Chart 1).



Source: The Conference Board, BLS



The National **HWOL** release schedule, historic table and technical notes are available on The Conference Board website, www.conference-board.org/economics/helpwantedOnline.cfm. The underlying data for The Conference Board **HWOL** are provided by **Wanted Technologies Corporation**.

This is in sharp contrast to the situation in Florida before the economic downturn. In October 2006, the Supply/Demand rate for Florida was 1.1, meaning there was basically one unemployed individual for each advertised vacancy. The April Supply/Demand rate of 5.6 in Florida remains above the national rate of 4.4. “Even with the increase in advertised vacancies, the challenge will be to quickly align the unemployed with the new job opportunities.” (Table A).

State/MSA Highlights

Most of Florida’s metro areas continued to experience growth in labor demand over the past four months after steep losses in December 2008 and January 2009 during the financial market turmoil. A number of metro areas in Florida are now

Location	Total Ads ¹ (Thousands)	Total Ads ¹ (Thousands)	Total Ads ¹ (Thousands)	Y-O-Y Change (Thousands)		Total Unemployed (Thousands)	Supply/ Demand Rate ²	Recent Trend ³
	May-08	Apr-09	May-09	Change	% Change	Apr-09	Apr-09	
<i>(seasonally adjusted)</i>								
United States	4,518.9	3,117.3	3,367.3	-1,151.6	-25.5%	13,724.00	4.40	↓ 5/07
Florida	234.7	158.8	164.5	-70.2	-29.9%	884.53	5.57	→ 1/09
<i>(not seasonally adjusted)</i>								
Bradenton-Sarasota-Venice	7.0	5.9	6.5	-0.5	-7.1%	33.99	6.66	→ 1/09
Cape Coral - Fort Myers	6.2	7.6	7.7	1.5	24.2%	34.15	5.02	↑ 1/09
Deltona - Daytona - Ormond	5.2	5.1	5.4	0.2	3.8%	26.65	5.92	↑ 1/09
Fort Walton - Crestview - Destin	2.9	3.9	4.1	1.2	41.4%	6.74	2.17	↑ 1/09
Gainesville	5.3	4.5	4.2	-1.1	-20.8%	8.53	2.19	↑ 2/09
Jacksonville	22.9	16.5	18.3	-4.6	-20.1%	63.6	4.13	→ 1/09
Lakeland - Winter Haven	6.0	4.6	4.9	-1.1	-18.3%	28.75	7.37	↑ 2/09
Miami	90.3	45.7	49.1	-41.2	-45.6%	239.7	5.55	↓ 4/07
Naples	3.6	3.3	3.1	-0.5	-13.9%	14.13	4.71	↑ 2/09
Ocala	3.6	3.2	3.3	-0.3	-8.3%	17.09	6.10	→ 1/09
Orlando	34.7	26.0	29.1	-5.6	-16.1%	110.2	4.59	↑ 1/09
Palm Bay - Melbourne - Titusville	5.2	4.7	5.3	0.1	1.9%	26.82	6.71	↑ 1/09
Panama City - Lynn Haven	3.2	2.8	3.0	-0.2	-6.3%	8.02	3.08	→ 1/09
Pensacola - Ferry Pass - Brent	5.3	5.3	6.0	0.7	13.2%	19.18	4.26	↑ 1/09
Port St. Lucie	3.1	2.6	2.7	-0.4	-12.9%	22.35	9.72	→ 1/09
Punta Gorda	1.2	1.5	1.4	0.2	16.7%	8.17	6.28	↑ 1/09
Sabastian - Vero Beach	1.5	1.3	1.4	-0.1	-6.7%	7.40	6.73	↑ 2/09
Tallahassee	8.8	6.3	6.5	-2.3	-26.1%	12.97	2.45	↑ 1/09
Tampa	33.3	27.2	32.0	-1.3	-3.9%	136.9	5.35	→ 1/09

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 -- April 2009 for U.S. and Florida and March 2009 for MSA's.

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).

Footnote: Florida data are seasonally adjusted; MSA data are not seasonally adjusted.

showing over-the-year increases in labor demand, including Cape Coral, Fort Walton, Pensacola and Punta Gorda. Areas that continue to run below year-ago levels include Miami with 49,000 online advertised vacancies in May, a level

that is 46 percent below year-ago levels. Tallahassee (-26.1 percent), Gainesville (-20.8 percent) and Jacksonville (-20.1 percent) are also below year-ago levels.

Florida's MSAs also show a great degree of variation in their supply/demand rates, which provide an indication of the degree of difficulty an unemployed individual will experience in finding employment opportunities. Metro areas in the best shape with low S/D rates around 2.0 – indicating there are about 2 unemployed individuals for each advertised vacancy – include Tallahassee (2.45), Gainesville (2.19) and Fort Walton (2.17). MSAs having the highest S/D rates include Port St. Lucie (9.72) and Lakeland (7.37). The S/D rate for the Miami metro area was 5.55, indicating there were over 5 unemployed for every online advertised vacancy. (Table A)

Occupational Highlights

Labor Demand continues to remain well below year-ago levels for most occupations.

In Florida, the most widely advertised occupations are Healthcare Practitioner & Technical jobs and Sales and Related positions. These occupations account for 18 percent and 16 percent of the online classified ads respectively. Healthcare Practitioners and Technical occupations are in high demand in Miami and Tampa.

Table B: Florida Occupations¹ and Pay Levels, Not Seasonally Adjusted						
Occupation ²	Total Ads (Thousands)			Y-O-Y Change (Thousands)		Average Hourly Wage ³
	May-08	Apr-09	May-09	Change	% Change	
Total	242.8	160.8	171.5	-71.3	-29.4%	\$17.91
Management	27.7	16.4	17.0	-10.7	-38.8%	\$47.43
Business and financial operations	15.1	8.7	9.0	-6.1	-40.4%	\$27.68
Computer and mathematical	20.6	13.1	12.7	-7.9	-38.2%	\$29.80
Architecture and engineering	8.1	4.5	4.5	-3.6	-44.5%	\$29.34
Life, physical, and social science	3.1	2.0	2.2	-0.9	-30.2%	\$26.30
Community and social services	1.8	1.4	1.5	-0.2	-13.1%	\$18.77
Legal	2.0	1.3	1.3	-0.7	-33.9%	\$38.04
Education, training, and library	3.5	2.8	2.8	-0.7	-18.7%	\$22.27
Arts, design, entertainment, sports, and media	4.7	4.1	4.5	-0.1	-2.9%	\$21.02
Healthcare practitioners and technical	43.3	29.2	30.9	-12.4	-28.6%	\$30.06
Healthcare support	6.7	5.6	6.5	-0.2	-3.1%	\$12.01
Protective service	1.6	1.4	1.4	-0.2	-14.3%	\$17.23
Food preparation and serving related	6.5	4.6	4.8	-1.7	-26.5%	\$9.65
Building and grounds cleaning and maintenance	2.7	2.1	2.6	-0.1	-3.5%	\$10.50
Personal care and service	4.0	3.6	4.0	0.0	-0.8%	\$11.53
Sales and related	28.3	25.8	27.6	-0.7	-2.5%	\$17.11
Office and administrative support	28.6	16.2	17.5	-11.1	-39.0%	\$13.87
Farming, fishing, and forestry	0.1	0.1	0.2	0.1	62.6%	\$10.01
Construction and extraction	3.1	2.2	2.8	-0.3	-10.4%	\$16.50
Installation, maintenance, and repair	6.0	4.3	4.8	-1.2	-20.5%	\$17.39
Production	4.1	2.9	3.1	-1.0	-24.1%	\$13.84
Transportation and material moving	5.1	3.0	3.4	-1.7	-33.4%	\$13.93
Other/Uncoded	16.2	5.5	6.5	-9.7	-60.0%	N/A

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. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2007 estimates.

Highlights of the National Picture

Nationally, online advertised vacancies were 3,367,300 in May – a rise of 250,000 and the first monthly increase since the modest gain of 21,000 in October 2008 and the largest since October 2006. May increases were widespread across the nation with 43 of the 50 states posting gains.

The full national release with geographic detail for the nation, the 9 Census regions, 50 States and 52 large metropolitan areas as well as occupational detail is available on The Conference Board website at www.conference-board.org/economics/helpwantedOnline.cfm.

Table C: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads¹ (Thousands) May-09	M-O-M Change (Thousands) May-Apr 09	Supply/ Demand Rate² Apr-09	Recent Trend³
United States	3,367.3	250.0	4.40	↓ 5/07
NORTHEAST	664.0	49.6	3.66	
Massachusetts	104.3	10.0	2.91	↓ 8/08
New Jersey	120.7	6.0	3.34	→ 1/09
New York	208.7	20.3	3.99	↓ 8/08
Pennsylvania	122.6	7.9	4.36	↓ 2/08
SOUTH	1,212.3	76.8	4.08	
Florida	164.5	5.7	5.57	→ 1/09
Georgia	88.4	9.4	5.65	→ 1/09
Maryland	112.6	11.2	1.98	→ 1/09
North Carolina	80.0	5.1	6.58	↓ 8/08
Texas	222.4	11.3	3.76	↓ 8/08
Virginia	136.8	11.8	2.27	↓ 5/07
MIDWEST	653.2	36.2	5.16	
Illinois	123.9	8.4	5.36	↓ 8/08
Michigan	68.5	-2.1	8.88	↓ 11/08
Minnesota	61.6	5.3	4.24	↓ 2/08
Missouri	61.6	2.6	4.12	↓ 8/08
Ohio	99.5	0.8	6.16	→ 1/09
Wisconsin	64.8	-1.8	4.03	↓ 3/08
WEST	830.1	75.3	4.65	
Arizona	68.2	9.1	4.09	↓ 5/07
California	384.5	30.7	5.81	↓ 6/07
Colorado	68.7	11.6	3.53	↓ 8/08
Washington	87.2	7.0	4.02	↓ 8/08

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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.
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PROGRAM NOTES

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 boards and smaller job boards 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 July 2008 and continues to be available for research), the new online series is not a direct measure of job vacancies. The level of ads in both print and online may change for reasons not related to overall job demand.

With the October 1, 2008 release, HWOL began providing seasonally adjusted data for the U.S., the 9 Census regions and 50 States. Seasonally adjusted data for occupations is provided beginning with the June 1, 2009 release. This data series, for which the earliest data is May 2005, continues to publish not seasonally adjusted data for the 52 large metropolitan areas, but it is The Conference Board's intent to provide seasonally adjusted data for large metro areas in the future.

People using this data are urged to review the information on the database and methodology available on The Conference Board website and contact the economists listed at the top of this release with questions and comments. Background information and technical notes on this new series are available at: <http://www.conference-board.org/economics/helpwantedOnline.cfm>.

The underlying 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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WANTED Technologies Corporation.

WANTED is a leading supplier of real-time sales and business intelligence solutions for the media classified and recruitment industries. Using its proprietary On-Demand data mining, lead generation and CRM (Customer Relationship Management) integrated technologies, WANTED aggregates real-time data from thousands of online job boards, real estate and newspaper sites, as well as corporate Web sites on a daily basis.

WANTED's data is used to optimize sales and to implement marketing strategies within the classified ad departments of major media organizations, as well as by staffing firms, advertising agencies and human resources specialists. For more information, please visit: <http://www.wantedtech.com>.

Publication Schedule, Help Wanted Online Data Series

<u>Data for the Month</u>	<u>Release Date</u>
June, 2009	June 29, 2009
July, 2009	August 3, 2009
August, 2009	August 31, 2009
September, 2009	September 28, 2009
October, 2009	November 2, 2009
November, 2009	December 2, 2009*
December, 2009	January 6, 2010*

*Wednesday release due to holidays or data availability.