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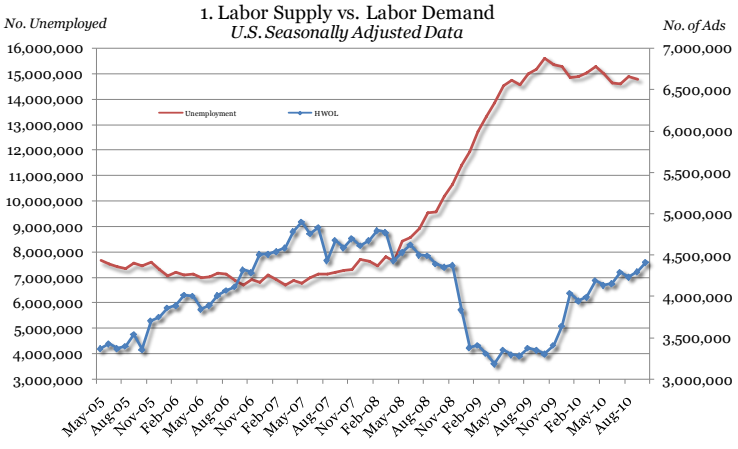
Online Job Demand Rises 113,700 in October, The Conference Board Reports

- **Economy continues its moderate upward trend in labor demand with online vacancies up by 1.1 million since the official end of the recession (June 2009)**
- **40 out of 50 States post gains in online job demand in October**
- **October demand up for healthcare practitioners and technical workers, management workers, and computer and mathematical science workers**

NEW YORK, November 1, 2010…Online advertised vacancies rose 113,700 in October to 4,409,800, following an increase of 59,900 in September, according to ***The Conference Board Help Wanted OnLine*™ (HWOL)** Data Series released today. The nation's Supply/Demand rate stood at 3.44 unemployed for every advertised vacancy in September (the last available unemployment data), a figure that is down from a peak of 4.73 in October 2009. Nationally, there are 10.5 million more unemployed than advertised vacancies. (Chart 1).

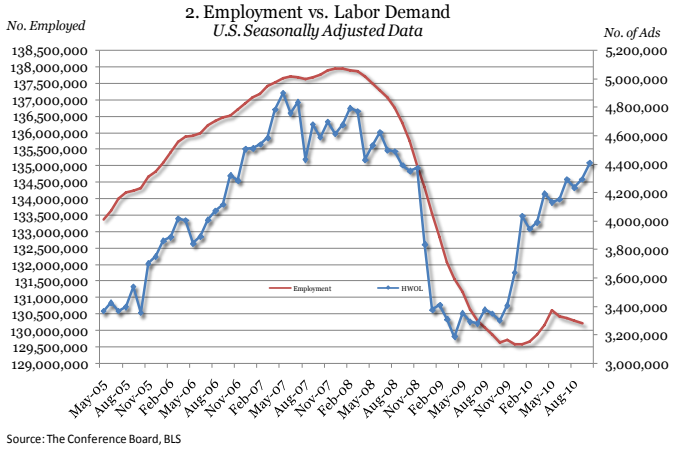
"In this slow economic recovery, the October rise is welcome news that the trend in labor demand continues to move in a positive direction, albeit at a very moderate pace," said June Shelp, Vice President at The Conference Board. "The October increase reflected a moderate rise in a range of occupations and geographically across the nation. The slow but steady upward trend of the last seven months points to modest growth in employment through the end of 2010." Note: the current declines in employment (Chart 2) reflect the closing out of the decennial Census.

1. Labor Supply vs. Labor Demand
U.S. Seasonally Adjusted Data



Source: The Conference Board, BLS

2. Employment vs. Labor Demand
U.S. Seasonally Adjusted Data



Source: The Conference Board, BLS

The release schedule, national historic table and technical notes to this series are available at 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

- **Modest gains in October experienced in all 4 regions and all but 4 of the largest States**

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads[1] (Thousands) Oct-10	M-O-M Change (Thousands) Oct-Sep 10	Supply/ Demand Rate[2] Sep-10	Recent Trend[3]
United States	**4,409.8**	**113.7**	**3.44**	↑ 10/09
NORTHEAST	**898.7**	**4.0**	**2.72**	
Massachusetts	142.0	1.2	2.08	↑ 10/09
New Jersey	159.0	0.1	2.66	↑ 1/09
New York	288.4	-2.9	2.74	↑ 4/09
Pennsylvania	164.2	3.3	3.54	↑ 10/09
SOUTH	**1,569.9**	**19.9**	**3.27**	
Florida	235.5	0.8	4.69	↑ 4/09
Georgia	131.8	11.9	3.89	↑ 1/09
Maryland	116.1	-2.8	1.86	↑ 4/09
North Carolina	119.6	-0.6	3.58	↑ 4/09
Texas	302.5	8.5	3.36	↑ 10/09
Virginia	162.8	-3.4	1.71	↑ 4/09
MIDWEST	**904.3**	**41.2**	**3.71**	
Illinois	172.0	10.6	4.09	↑ 10/09
Michigan	107.6	5.2	6.11	↑ 11/09
Minnesota	93.8	3.6	2.30	↑ 11/09
Missouri	85.1	2.1	3.35	↑ 10/09
Ohio	151.6	11.5	4.22	↑ 10/09
Wisconsin	83.8	4.1	2.95	↑ 11/09
WEST	**1,041.8**	**47.8**	**3.91**	
Arizona	88.2	4.7	3.70	↑ 10/09
California	488.0	32.1	4.98	↑ 10/09
Colorado	91.8	4.1	2.50	↑ 11/09
Washington	118.0	7.4	2.89	↑ 4/09

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.

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) .

The **West** experienced the largest October gain, 47,800. California was the largest contributor with an increase of 32,100. California's gain was largely due to increases in demand for computer and math jobs and management jobs. Washington bounced back from last month's loss and gained 7,400. Arizona and Colorado gained 4,700 and 4,100 respectively in October (Table A). Among the smaller States, Nevada gained 2,400 in October and experienced its third consecutive month of increases. Oregon rose 1,500, Hawaii gained 700, Alaska rose 500, and New Mexico gained 400 (Table 3).

The **Midwest** experienced the second largest gain for this month, 41,200. In October, Ohio rose 11,500 to 151,600. Ohio has shown solid gains since December 2009. This month's gains are largely due to increases in demand for healthcare practitioners and technical workers and computer and math jobs. Labor demand in Illinois rose 10,600, largely due to increases in demand for management jobs, computer and math jobs, and healthcare practitioners and technical workers. Michigan continues to show slow and steady improvement and rose 5,200 to 107,600. Wisconsin gained 4,100. Minnesota continues to grow and rose 3,600 this month. Missouri rose 2,100. Among the States with smaller populations, North Dakota gained 500 while Indiana lost a slim 100 (Table 3).

The **South** increased by 19,900 in October, reflecting gains in three out of the six large States. Georgia had the most significant gain in the South with an increase of 11,900, largely reflecting increases in demand for management jobs and healthcare practitioners and technical workers. Texas increased by 8,500 largely due to job demand in computer and math occupations. Florida was about unchanged in October (+800). Virginia dropped 3,400, continuing its decline of the last three months. Maryland dropped for the third month and was down 2,800 in October. North Carolina fell 600. Among the less populous states in the South, advertised vacancies in Oklahoma increased by 2,900, Louisiana increased by 1,000, and Kentucky remained unchanged (Table 3).

The **Northeast** region gained 4,000 this month and offset the September decline of 4,600. Pennsylvania gained 3,300 in October after a September decline of 6,300. Massachusetts gained 1,200. New Jersey was unchanged (+ 100). New York fell by 2,900. Among the smaller States, Connecticut gained 500, Maine rose 400, and Vermont gained 200. New Hampshire dropped 1,100, and Rhode Island dropped 100.

The Supply/Demand rate for the U.S. in September (the latest month for which unemployment numbers are available) was at 3.44, indicating that there were more than 3 unemployed workers for every online advertised vacancy. Nationally, there are 10.5 million more unemployed workers than advertised vacancies. The number of advertised vacancies exceeded the number of unemployed in only North Dakota, where the Supply/Demand rate was 0.92. States with the next lowest rates include South Dakota (1.27), Alaska (1.38), and Nebraska (1.40), where the Supply/Demand rates reflected the fact that there was just over one unemployed for every online advertised vacancy (Table 4). States with the highest Supply/Demand rates are Mississippi (6.22) and Michigan (6.11), where there are over 6 unemployed people for every advertised vacancy. Although still among the highest in the nation, Michigan's S/D rate has improved significantly from the peak of 10.2 in October 2009, when there were just over 10 unemployed for every online advertised vacancy. Other states with high S/D rates are Indiana (5.06) and California (4.98).

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

Demand in October for:

- **Healthcare Practitioners and Technical workers rises 26,800**
- **Management workers up 20,200**
- **Computer and Mathematical Science workers rises 14,500**
- **Demand slips 17,400 for Office and Administrative Support workers in October**

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

Occupation	Total Ads (Thousands) Oct-10	M-O-M Change (Thousands) Oct-Sep 10	Unemployed (Thousands) Sep-10	Supply/ Demand Rate[1] Sep-10	Average Hourly Wage[2]
Computer and mathematical science	602.4	14.5	155.8	0.27	$36.68
Management	597.5	20.2	728.0	1.26	$49.47
Healthcare practitioners and technical	543.1	26.8	236.4	0.46	$33.51
Sales and related	481.7	-0.5	1,553.0	3.22	$17.32
Office and administrative support	443.6	-17.4	1,805.3	3.92	$15.86
Business and financial operations	229.0	6.7	265.9	1.20	$31.68
Architecture and engineering	182.5	3.5	144.2	0.81	$35.38
Transportation and material moving	149.9	2.2	972.6	6.59	$15.47
Installation, maintenance, and repair	123.8	3.3	545.8	4.53	$20.30
Food preparation and serving related	115.7	8.7	1,225.3	11.46	$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.

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, **Healthcare Practitioners and Technical** occupations posted the largest October increase, up 26,800 to 543,100 (Table B). The rise was largely due to increases in advertised vacancies for registered nurses and occupational and physical therapists. The number of advertised vacancies in this broad healthcare occupational category continues to outnumber job seekers by over 2 to 1. **Healthcare Support** rose 7,800 to 111,600, primarily reflecting an increase in demand for occupational and physical therapist assistants. There were 2.3 unemployed for every advertised vacancy in healthcare support (Table 7).

Management occupations posted an October increase of 20,200 to 597,500 and, following a drop of 11,500 in September, reached their highest level since January 2008. The October rise was largely due to increases in demand for medical and health services managers, computer and information systems managers, marketing managers, and branch or department financial managers. The ratio between the number of unemployed looking for work and advertised vacancies was slightly over one job-seeker for each advertised vacancy.

Demand for **Computer and Mathematical Science** occupations rose 14,500 to 602,400. The increase was largely due to rising demand for computer systems analysts, computer software engineers (applications), and web

developers. Advertised vacancies in this field are at their highest level since August 2008. Demand for workers in this occupational category exceeds the number of unemployed looking for work by close to 4 to 1.

Demand for **Office and Administrative Support** fell 17,400 to 443,600 and was led by a decreased demand for a wide variety of office staff positions including customer service representatives and shipping, receiving, and traffic clerks. Advertised vacancies in this field are at their highest level since October 2009. There still remains almost four unemployed (3.9) looking for work in Office and Administrative Support for every advertised opening (Table B).

Supply/Demand rates indicated that, among the occupations with the largest number of online advertised vacancies, there is a significant difference in the number of unemployed seeking positions in these occupations. Among the top ten occupations advertised online, there were more vacancies than unemployed people seeking positions for Computer and Mathematical Science (0.27), Healthcare Practitioners (0.46), and Architecture and Engineering (0.81). On the other hand, in Food Preparation and Serving-Related occupations, there were nearly 12 people seeking jobs in this field for every online advertised vacancy (11.5) and there were nearly seven unemployed looking for work in Transportation and Material Moving positions for every advertised opening (6.6).

METRO AREA HIGHLIGHTS

- **Washington, D.C., Oklahoma City, Baltimore, and Honolulu have the lowest Supply/Demand rates; Washington, D.C. is the one area in which the number of advertised vacancies exceeds the number of unemployed**
- **Online advertised vacancies in all of the 52 largest metropolitan areas are above last year's levels**

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

Total Ads (Thousands)	Oct-10	Total Ads Rate (Percent)	Oct-10	Supply/Demand Rate[1]	Aug-10
New York, NY	314.83	Washington, DC	6.05	Washington, DC	0.97
Washington, DC	185.86	San Jose, CA	5.88	Oklahoma City, OK	1.43
Los Angeles, CA	185.77	San Francisco, CA	5.24	Baltimore, MD	1.57
Chicago, IL	144.72	Baltimore, MD	5.12	Honolulu, HI	1.59
Boston, MA	120.84	Charlotte, NC	4.8	Boston, MA	1.66
San Francisco, CA	117.35	Hartford, CT	4.74	Salt Lake City, UT	1.81
Dallas, TX	104.16	Boston, MA	4.7	Hartford, CT	1.84
Philadelphia, PA	94.47	Milwaukee, WI	4.52	Austin, TX	1.93
Atlanta, GA	92.44	Seattle-Tacoma, WA	4.45	Seattle-Tacoma, WA	1.93
Seattle-Tacoma, WA	83.69	Oklahoma City, OK	4.44	Minneapolis-St. Paul, MN	1.98

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 October, 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 32 percent above its October 2009 level, the Washington, D.C. metro area was 13 percent above its October 2009 level, and the Los Angeles metro area was 33 percent above last year's level (Table C & Table 5).

The number of unemployed exceeded the number of advertised vacancies in 51 of the 52 metro areas for which information is reported separately; Washington, D.C. was the exception. Oklahoma City, Baltimore, and Honolulu were the locations with the next most favorable supply/demand rates, where the number of unemployed looking for work was only slightly larger than the number of advertised vacancies (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 almost 10 unemployed people for every advertised vacancy (9.7) – Detroit (6.4), Miami (5.8), and Sacramento (4.8). Supply/Demand rate data are for August 2010, the latest month for which unemployment data for local areas are available (Table C & Table 6).

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 September 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 both print and online can 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 the 50 States. Seasonally adjusted data for occupations was provided beginning with the October 2009 release. This data series, for which the earliest data is May 2005, continues to publish not seasonally adjusted data for 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 us with questions and comments. Background information and technical notes on this new series are available at: http://www.conference-board.org/data/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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Publication Schedule, Help Wanted Online Data Series

	Data for the Month		Release Date	
	November, 2010		December 1, 2010*	
	December, 2010		January 5, 2011*	
*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]	Oct-09	Sep-10	Oct-10	Oct-Sep 10	Oct-09	Sep-10	Oct-10	Oct-Sep 10
United States	**3,302.6**	**4,296.1**	**4,409.8**	**113.7**	**1,987.5**	**2,584.2**	**2,642.5**	**58.3**
New England	215.3	283.9	288.2	4.4	124.4	169.2	166.6	-2.6
Middle Atlantic	467.5	610.8	610.5	-0.3	296.0	368.1	370.4	2.3
South Atlantic	738.5	931.9	940.9	9.0	434.8	554.5	550.5	-4.0
East North Central	403.1	544.7	578.0	33.3	242.6	332.5	353.8	21.2
East South Central	144.1	192.6	194.9	2.3	79.2	108.8	109.1	0.3
West North Central	233.9	318.4	326.3	7.9	133.9	187.8	192.8	5.0
West South Central	315.9	425.5	434.1	8.6	183.2	250.4	252.8	2.4
Mountain	267.2	331.9	341.4	9.5	164.2	204.7	209.9	5.2
Pacific	521.8	662.1	700.4	38.3	323.5	418.1	428.6	10.5

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]	Oct-09	Sep-10	Oct-10	Oct-09	Sep-10	Oct-10
United States	**2.15**	**2.79**	**2.86**	**1.29**	**1.68**	**1.71**
New England	2.78	3.68	3.73	1.61	2.19	2.16
Middle Atlantic	2.27	2.97	2.97	1.44	1.79	1.80
South Atlantic	2.52	3.19	3.22	1.48	1.90	1.89
East North Central	1.71	2.31	2.46	1.03	1.41	1.50
East South Central	1.71	2.25	2.28	0.94	1.27	1.28
West North Central	2.13	2.92	3.00	1.22	1.73	1.77
West South Central	1.83	2.45	2.50	1.06	1.44	1.46
Mountain	2.42	3.01	3.09	1.49	1.85	1.90
Pacific	2.12	2.68	2.83	1.31	1.69	1.73

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	Oct-09	Sep-10	Oct-10	Oct-Sep 10	Oct-09	Sep-10	Oct-10	Oct-Sep 10
United States	**3,302.6**	**4,296.1**	**4,409.8**	**113.7**	**1,987.5**	**2,584.2**	**2,642.5**	**58.3**
Alabama	42.6	53.4	53.1	-0.2	20.6	27.2	26.5	-0.8
Alaska	17.5	20.5	20.9	0.5	8.9	11.4	11.1	-0.2
Arizona	64.0	83.5	88.2	4.7	39.4	53.4	56.5	3.1
Arkansas	25.2	27.7	28.7	0.9	14.0	15.4	15.9	0.5
California	361.7	455.9	488.0	32.1	231.2	297.4	303.5	6.1
Colorado	66.9	87.6	91.8	4.1	42.1	54.2	56.0	1.8
Connecticut	50.7	66.0	66.5	0.5	29.6	37.9	37.8	-0.1
Delaware	14.2	19.6	18.3	-1.2	8.1	11.1	10.1	-1.0
Florida	163.1	234.6	235.5	0.8	112.0	159.5	159.4	-0.1
Georgia	91.0	119.8	131.8	11.9	54.3	68.4	74.6	6.2
Hawaii	16.0	20.2	20.8	0.7	10.1	13.5	14.1	0.6
Idaho	19.4	21.0	22.5	1.5	13.1	14.3	15.1	0.8
Illinois	118.8	161.4	172.0	10.6	67.6	91.1	99.1	8.0
Indiana	47.1	62.4	62.3	-0.1	27.8	35.9	35.4	-0.5
Iowa	36.0	47.1	49.2	2.1	17.8	25.1	26.0	0.9
Kansas	28.3	36.0	37.5	1.4	14.6	20.6	20.8	0.2
Kentucky	30.0	45.1	45.2	0.0	17.7	25.4	25.4	0.0
Louisiana	35.3	48.7	49.7	1.0	20.9	28.8	30.1	1.3
Maine	17.0	19.5	19.9	0.4	9.0	11.4	11.4	0.0
Maryland	108.2	118.9	116.1	-2.8	57.4	64.3	61.0	-3.3
Massachusetts	101.1	140.8	142.0	1.2	59.3	81.5	81.0	-0.6
Michigan	70.1	102.4	107.6	5.2	46.1	68.5	71.6	3.1
Minnesota	62.1	90.2	93.8	3.6	37.4	56.1	57.3	1.2
Mississippi	16.5	20.5	21.4	1.0	9.1	11.7	12.1	0.4
Missouri	61.0	83.0	85.1	2.1	36.9	52.0	52.8	0.8
Montana	12.2	15.6	15.8	0.2	6.1	8.3	8.1	-0.2
Nebraska	28.5	32.2	32.3	0.1	17.0	19.4	20.0	0.7
Nevada	41.1	48.4	50.8	2.4	27.1	32.7	35.0	2.3
New Hampshire	18.2	24.6	23.5	-1.1	11.2	16.1	14.9	-1.2
New Jersey	125.5	158.8	159.0	0.1	78.5	95.8	95.2	-0.6
New Mexico	24.5	27.9	28.3	0.4	14.6	16.7	17.3	0.6
New York	220.5	291.3	288.4	-2.9	142.7	174.4	178.5	4.0
North Carolina	83.0	120.2	119.6	-0.6	53.2	76.4	75.2	-1.2
North Dakota	7.8	14.9	15.4	0.5	4.4	7.1	7.7	0.7
Ohio	103.1	140.1	151.6	11.5	65.2	89.6	98.0	8.3
Oklahoma	37.9	52.1	55.0	2.9	21.9	30.7	32.1	1.5
Oregon	41.3	54.9	56.4	1.5	25.8	33.5	36.3	2.8
Pennsylvania	122.4	161.0	164.2	3.3	76.6	97.4	99.1	1.7
Rhode Island	16.0	20.6	20.4	-0.1	10.1	14.1	13.9	-0.2
South Carolina	44.1	56.8	57.1	0.3	24.7	32.9	33.0	0.1
South Dakota	12.1	15.5	15.9	0.4	5.3	7.7	7.7	-0.1
Tennessee	54.4	73.8	74.3	0.6	31.9	45.8	45.3	-0.5
Texas	218.7	294.0	302.5	8.5	127.6	173.7	176.4	2.7
Utah	34.6	39.6	40.2	0.6	20.4	21.1	21.1	-0.1
Vermont	10.2	12.7	13.0	0.2	5.7	8.2	8.3	0.0
Virginia	142.0	166.1	162.8	-3.4	77.3	87.5	83.3	-4.1
Washington	88.3	110.6	118.0	7.4	51.2	61.8	68.6	6.8
West Virginia	17.0	17.3	18.5	1.2	9.4	8.7	9.9	1.1
Wisconsin	63.4	79.7	83.8	4.1	36.7	47.9	51.0	3.1
Wyoming	8.1	8.0	8.6	0.6	4.3	4.2	4.4	0.1

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	Oct-09	Sep-10	Oct-10	Sep-10	Sep-10	Sep-10	Sep-10
United States	**2.15**	**2.79**	**2.86**	**9.6**	**14,767.00**	**4,296.1**	**3.44**
Alabama	2.05	2.52	2.51	8.9	188.64	53.4	3.54
Alaska	4.83	5.64	5.76	7.8	28.23	20.5	1.38
Arizona	2.04	2.62	2.77	9.7	309.12	83.5	3.70
Arkansas	1.83	2.07	2.14	7.7	102.84	27.7	3.71
California	1.99	2.50	2.67	12.4	2,269.95	455.9	4.98
Colorado	2.51	3.29	3.45	8.2	218.95	87.6	2.50
Connecticut	2.68	3.49	3.52	9.1	172.63	66.0	2.62
Delaware	3.30	4.63	4.34	8.4	35.31	19.6	1.81
Florida	1.77	2.54	2.55	11.9	1,099.79	234.6	4.69
Georgia	1.93	2.57	2.82	10.0	466.23	119.8	3.89
Hawaii	2.52	3.18	3.28	6.3	40.20	20.2	1.99
Idaho	2.58	2.77	2.97	9.0	67.88	21.0	3.24
Illinois	1.80	2.43	2.59	9.9	659.52	161.4	4.09
Indiana	1.50	2.00	2.00	10.1	315.66	62.4	5.06
Iowa	2.14	2.81	2.94	6.8	113.25	47.1	2.41
Kansas	1.86	2.41	2.51	6.6	98.60	36.0	2.74
Kentucky	1.45	2.17	2.17	10.1	209.48	45.1	4.64
Louisiana	1.71	2.31	2.36	7.8	163.81	48.7	3.36
Maine	2.41	2.81	2.87	7.7	53.09	19.5	2.72
Maryland	3.65	4.02	3.93	7.5	220.59	118.9	1.86
Massachusetts	2.91	4.05	4.08	8.4	292.28	140.8	2.08
Michigan	1.44	2.12	2.23	13.0	625.21	102.4	6.11
Minnesota	2.09	3.05	3.17	7.0	207.72	90.2	2.30
Mississippi	1.28	1.57	1.65	9.8	127.16	20.5	6.22
Missouri	2.02	2.78	2.85	9.3	277.60	83.0	3.35
Montana	2.46	3.14	3.18	7.4	36.65	15.6	2.35
Nebraska	2.91	3.30	3.31	4.6	45.16	32.2	1.40
Nevada	2.99	3.60	3.78	14.4	193.43	48.4	4.00
New Hampshire	2.46	3.31	3.17	5.5	41.07	24.6	1.67
New Jersey	2.77	3.53	3.53	9.4	423.13	158.8	2.66
New Mexico	2.56	2.92	2.96	8.2	78.75	27.9	2.83
New York	2.28	3.01	2.98	8.3	798.91	291.3	2.74
North Carolina	1.84	2.68	2.67	9.6	430.28	120.2	3.58
North Dakota	2.14	4.04	4.19	3.7	13.71	14.9	0.92
Ohio	1.74	2.37	2.56	10.0	590.81	140.1	4.22
Oklahoma	2.13	2.97	3.13	6.9	121.81	52.1	2.34
Oregon	2.12	2.79	2.86	10.6	208.07	54.9	3.79
Pennsylvania	1.92	2.53	2.58	9.0	570.28	161.0	3.54
Rhode Island	2.80	3.60	3.58	11.5	65.85	20.6	3.20
South Carolina	2.03	2.64	2.65	11.0	236.90	56.8	4.17
South Dakota	2.71	3.50	3.60	4.4	19.63	15.5	1.27
Tennessee	1.81	2.42	2.44	9.4	287.86	73.8	3.90
Texas	1.82	2.42	2.49	8.1	987.15	294.0	3.36
Utah	2.56	2.92	2.97	7.5	101.04	39.6	2.55
Vermont	2.83	3.57	3.64	5.8	20.70	12.7	1.63
Virginia	3.42	3.98	3.90	6.8	284.73	166.1	1.71
Washington	2.51	3.13	3.34	9.0	319.43	110.6	2.89
West Virginia	2.16	2.23	2.39	9.2	71.04	17.3	4.10
Wisconsin	2.08	2.63	2.77	7.8	235.56	79.7	2.95
Wyoming	2.75	2.74	2.93	6.8	19.84	8.0	2.48

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]	Oct-09	Sep-10	Oct-10	Oct 09-10	Oct-09	Sep-10	Oct-10	Oct 09-10
Birmingham, AL	12.1	17.0	16.7	38.1%	6.1	9.4	8.9	46.4%
Phoenix, AZ	44.3	57.7	59.8	35.0%	28.3	37.1	38.3	35.5%
Tucson, AZ	11.2	14.4	14.5	28.7%	7.3	9.5	9.6	32.1%
Los Angeles, CA	139.3	177.6	185.8	33.4%	95.9	119.0	121.4	26.6%
Riverside, CA	24.1	27.0	28.2	17.3%	16.4	18.9	19.2	16.8%
Sacramento, CA	21.2	27.0	29.3	38.3%	13.3	17.9	19.0	42.7%
San Diego, CA	40.4	47.0	51.6	27.8%	26.3	30.8	33.2	26.4%
San Francisco, CA	80.3	108.1	117.4	46.2%	51.7	66.7	72.0	39.1%
San Jose, CA	31.3	49.3	53.5	71.0%	16.8	26.1	28.0	66.5%
Denver, CO	37.1	52.5	53.3	43.4%	22.9	31.9	31.6	38.4%
Hartford, CT	19.0	29.0	28.6	50.6%	11.7	16.7	15.9	36.7%
Washington, DC	164.5	188.1	185.9	13.0%	85.2	96.2	91.6	7.5%
Jacksonville, FL	16.1	24.0	24.2	50.8%	10.8	15.7	15.7	45.1%
Miami, FL	48.0	67.7	70.6	47.1%	31.3	43.3	45.4	44.7%
Orlando, FL	26.7	37.4	38.2	43.4%	19.0	26.5	26.9	42.0%
Tampa, FL	30.9	42.6	45.1	46.0%	20.8	27.9	29.6	42.1%
Atlanta, GA	59.1	86.4	92.4	56.5%	36.7	50.3	53.0	44.3%
Honolulu, HI	11.8	15.5	15.2	29.3%	8.3	11.2	11.0	33.4%
Chicago, IL	99.0	134.4	144.7	46.2%	56.2	77.5	83.3	48.3%
Indianapolis, IN	21.8	27.8	28.8	32.6%	12.8	16.6	17.0	32.8%
Louisville, KY	13.1	19.2	19.5	49.0%	8.3	11.3	11.7	40.9%
New Orleans, LA	12.3	16.9	17.8	44.2%	7.5	10.8	11.3	51.3%
Baltimore, MD	60.3	72.5	71.3	18.3%	34.2	41.4	40.1	17.3%
Boston, MA	84.2	117.2	120.8	43.5%	51.5	70.4	71.1	38.0%
Detroit, MI	31.6	49.5	52.8	67.3%	21.7	33.8	35.9	65.6%
Minneapolis-St. Paul, MN	47.0	70.6	71.4	51.8%	29.0	45.4	44.6	54.0%
Kansas City, MO	24.3	35.2	37.1	52.8%	14.7	21.9	23.0	56.3%
St. Louis, MO	31.9	43.0	43.3	35.6%	19.8	27.0	26.7	34.4%
Las Vegas, NV	29.3	36.1	37.2	26.7%	19.9	25.2	26.3	32.1%
Buffalo, NY	14.3	19.0	17.8	25.0%	9.5	11.4	11.4	20.8%
New York, NY	239.1	312.7	314.8	31.7%	162.0	194.0	201.3	24.2%
Rochester, NY	10.5	16.2	15.6	48.8%	6.9	10.2	9.9	43.5%
Charlotte, NC	25.6	41.3	41.4	61.5%	17.0	25.0	25.0	47.0%
Cincinnati, OH	23.4	32.1	34.6	48.1%	14.0	19.4	21.2	51.6%
Cleveland, OH	27.0	39.0	42.5	57.8%	16.4	25.4	27.7	68.9%
Columbus, OH	25.2	34.9	37.4	48.0%	16.5	21.7	24.0	45.0%
Oklahoma City, OK	16.9	25.3	25.4	50.9%	10.3	15.2	15.6	51.8%
Portland, OR	28.5	39.0	40.2	41.3%	17.4	23.0	24.2	38.6%
Philadelphia, PA	69.5	92.7	94.5	35.8%	42.7	53.9	54.1	26.7%
Pittsburgh, PA	34.2	46.7	47.1	37.8%	23.0	30.6	30.4	31.9%
Providence, RI	18.1	24.6	24.5	35.5%	12.3	16.9	16.7	35.9%
Memphis, TN	11.9	16.8	17.1	43.6%	7.2	10.1	10.3	42.8%
Nashville, TN	19.8	28.0	27.8	40.6%	12.2	18.2	17.7	44.7%
Austin, TX	25.1	34.7	36.3	44.5%	16.0	21.7	23.2	44.6%
Dallas, TX	69.3	101.6	104.2	50.3%	39.7	58.5	59.7	50.6%
Houston, TX	55.8	81.4	83.0	48.7%	31.4	45.5	46.3	47.7%
San Antonio, TX	26.0	35.7	33.8	29.9%	16.7	23.7	22.0	31.7%
Salt Lake City, UT	22.0	25.2	25.4	15.0%	13.2	13.9	13.8	4.9%
Richmond, VA	16.9	22.6	22.6	33.1%	11.0	14.1	14.4	30.8%
Virginia Beach, VA	20.0	25.1	24.3	21.2%	13.0	15.4	15.4	18.5%
Seattle-Tacoma, WA	59.8	80.5	83.7	40.1%	35.8	46.2	48.9	36.6%
Milwaukee, WI	25.4	33.4	36.0	41.6%	14.2	20.8	22.1	56.3%

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. 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]	Oct-09	Sep-10	Oct-10	Aug-10	Aug-10	Aug-10	Aug-10
Birmingham, AL	2.39	3.32	3.26	8.9	45.6	16.7	2.74
Phoenix, AZ	2.11	2.71	2.81	9.1	194.4	58.7	3.31
Tucson, AZ	2.29	2.91	2.91	9.0	44.5	14.7	3.03
Los Angeles, CA	2.16	2.72	2.85	12.1	791.9	178.7	4.43
Riverside, CA	1.36	1.52	1.59	14.8	261.8	27.1	9.67
Sacramento, CA	2.01	2.57	2.78	12.4	130.8	27.1	4.82
San Diego, CA	2.61	2.99	3.28	10.6	167.2	49.3	3.39
San Francisco, CA	3.58	4.82	5.24	10.6	237.0	112.3	2.11
San Jose, CA	3.47	5.42	5.88	11.2	102.3	49.3	2.07
Denver, CO	2.73	3.80	3.86	8.1	112.2	53.4	2.10
Hartford, CT	3.16	4.81	4.74	9.4	56.6	30.8	1.84
Washington, DC	5.41	6.12	6.05	6.2	190.1	196.6	0.97
Jacksonville, FL	2.34	3.45	3.48	11.9	82.9	24.5	3.38
Miami, FL	1.68	2.32	2.41	12.8	373.6	64.9	5.76
Orlando, FL	2.37	3.30	3.37	11.9	135.4	36.5	3.71
Tampa, FL	2.35	3.21	3.41	12.6	166.5	41.1	4.06
Atlanta, GA	2.21	3.25	3.48	10.4	275.2	86.5	3.18
Honolulu, HI	2.67	3.48	3.43	5.6	24.9	15.7	1.59
Chicago, IL	2.05	2.77	2.98	9.8	475.4	142.4	3.34
Indianapolis, IN	2.48	3.14	3.26	9.1	80.2	27.8	2.89
Louisville, KY	2.07	3.01	3.05	10.0	63.6	19.1	3.34
New Orleans, LA	2.29	3.07	3.23	8.1	44.8	17.3	2.59
Baltimore, MD	4.34	5.20	5.12	8.2	114.2	72.7	1.57
Boston, MA	3.34	4.56	4.70	7.6	195.0	117.6	1.66
Detroit, MI	1.50	2.33	2.48	14.4	305.8	47.9	6.38
Minneapolis-St. Paul, MN	2.53	3.74	3.79	7.0	131.5	66.6	1.98
Kansas City, MO	2.34	3.44	3.62	8.8	90.3	34.9	2.59
St. Louis, MO	2.23	2.97	2.99	9.9	142.8	43.6	3.28
Las Vegas, NV	2.98	3.72	3.84	14.7	142.1	35.4	4.02
Buffalo, NY	2.45	3.20	3.01	7.6	45.3	19.3	2.34
New York, NY	2.53	3.27	3.29	8.8	846.5	324.1	2.61
Rochester, NY	1.98	3.03	2.93	7.5	40.1	16.5	2.43
Charlotte, NC	3.01	4.80	4.80	11.0	94.7	40.3	2.35
Cincinnati, OH	2.08	2.80	3.02	9.3	107.1	31.1	3.44
Cleveland, OH	2.53	3.53	3.85	9.6	106.5	39.2	2.72
Columbus, OH	2.60	3.57	3.83	8.3	80.9	34.0	2.38
Oklahoma City, OK	2.92	4.42	4.44	6.3	36.2	25.4	1.43
Portland, OR	2.45	3.30	3.40	10.2	121.2	41.6	2.92
Philadelphia, PA	2.33	3.11	3.17	9.4	278.8	97.0	2.87
Pittsburgh, PA	2.80	3.78	3.81	8.2	101.7	48.0	2.12
Providence, RI	2.56	3.46	3.44	11.8	83.7	24.7	3.39
Memphis, TN	1.96	2.73	2.79	9.6	59.4	17.0	3.49
Nashville, TN	2.49	3.44	3.43	8.8	71.7	28.1	2.55
Austin, TX	2.81	3.78	3.95	7.2	66.0	34.3	1.93
Dallas, TX	2.17	3.13	3.21	8.4	272.0	102.5	2.65
Houston, TX	1.94	2.80	2.86	8.7	251.0	80.7	3.11
San Antonio, TX	2.68	3.62	3.43	7.6	75.1	33.8	2.22
Salt Lake City, UT	3.71	4.18	4.19	7.5	45.6	25.2	1.81
Richmond, VA	2.61	3.44	3.43	7.9	52.0	24.1	2.16
Virginia Beach, VA	2.45	2.96	2.87	7.4	62.7	26.5	2.37
Seattle-Tacoma, WA	3.17	4.28	4.45	8.5	160.6	83.4	1.93
Milwaukee, WI	3.21	4.20	4.52	8.5	67.2	31.8	2.11

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]	Oct-09	Sep-10	Oct-10	Oct-Sep 10	Sep-10	Sep-10	
Total	3,302.6	4,296.1	4,409.8	113.7	14,767.0	3.4	$20.90
Management	351.4	577.3	597.5	20.2	728.0	1.3	$49.47
Business and financial operations	189.0	222.2	229.0	6.7	265.9	1.2	$31.68
Computer and mathematical science	412.9	587.9	602.4	14.5	155.8	0.3	$36.68
Architecture and engineering	115.0	179.0	182.5	3.5	144.2	0.8	$35.38
Life, physical, and social science	68.5	87.5	95.0	7.5	60.5	0.7	$31.57
Community and social services	41.4	46.9	50.2	3.2	87.5	1.9	$20.55
Legal	23.3	25.6	26.5	0.9	31.6	1.2	$46.07
Education, training, and library	68.5	84.8	92.0	7.2	430.9	5.1	$23.81
Arts, design, entertainment, sports, and media	97.3	107.5	114.3	6.7	212.9	2.0	$24.87
Healthcare practitioners and technical	526.0	516.3	543.1	26.8	236.4	0.5	$33.51
Healthcare support	103.7	103.8	111.6	7.8	243.1	2.3	$12.84
Protective service	26.1	32.4	33.0	0.6	216.7	6.7	$20.07
Food preparation and serving related	77.5	107.0	115.7	8.7	1,225.3	11.5	$10.04
Building and grounds cleaning and maintenance	35.1	50.1	50.8	0.7	855.3	17.1	$12.00
Personal care and service	54.5	81.8	81.7	-0.1	471.1	5.8	$11.87
Sales and related	414.6	482.2	481.7	-0.5	1,553.0	3.2	$17.32
Office and administrative support	338.8	461.0	443.6	-17.4	1,805.3	3.9	$15.86
Farming, fishing, and forestry	4.6	6.6	6.9	0.3	192.3	29.0	$11.53
Construction and extraction	41.8	58.7	61.8	3.1	1,883.1	32.1	$20.84
Installation, maintenance, and repair	84.9	120.5	123.8	3.3	545.8	4.5	$20.30
Production	67.6	108.9	112.0	3.1	1,168.6	10.7	$16.01
Transportation and material moving	85.4	147.7	149.9	2.2	972.6	6.6	$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 Oct-10	Average Hourly Wage[2]	Total Ads Oct-10	Average Hourly Wage[2]	Total Ads Oct-10	Average Hourly Wage[2]
United States	**850,428**	**$40.61**	**1,785,974**	**$29.97**	**409,968**	**$12.25**
Alabama	7,687	$37.52	19,354	$26.96	5,153	$10.45
Alaska	3,084	$36.69	9,176	$31.60	2,134	$14.58
Arizona	16,093	$35.89	35,775	$28.00	8,479	$12.50
Arkansas	4,368	$32.34	10,805	$24.22	3,003	$10.01
California	104,596	$45.67	211,915	$34.85	37,489	$13.67
Colorado	16,558	$39.69	37,072	$31.35	8,945	$12.66
Connecticut	15,328	$46.18	28,125	$32.22	5,311	$14.13
Delaware	4,030	$42.45	7,862	$32.28	1,344	$12.63
Florida	38,591	$36.23	84,061	$28.03	27,635	$11.88
Georgia	26,524	$41.11	55,772	$27.59	9,308	$11.07
Hawaii	3,021	$35.85	6,271	$28.58	2,586	$13.72
Idaho	2,967	$31.76	7,498	$25.57	2,884	$11.08
Illinois	41,972	$40.23	71,027	$31.06	13,350	$12.94
Indiana	10,879	$36.35	23,597	$25.80	5,739	$11.08
Iowa	7,410	$33.40	17,850	$24.20	5,272	$11.00
Kansas	6,076	$35.34	15,023	$25.19	3,852	$10.90
Kentucky	7,042	$33.70	15,968	$25.64	4,357	$10.57
Louisiana	7,582	$33.92	16,055	$25.24	5,515	$10.56
Maine	2,869	$33.30	7,976	$26.20	2,612	$11.67
Maryland	21,295	$43.38	56,220	$33.82	9,629	$13.08
Massachusetts	32,050	$47.19	63,533	$34.16	12,578	$14.49
Michigan	18,845	$38.76	41,674	$29.30	11,517	$12.01
Minnesota	19,014	$38.48	36,860	$30.04	7,923	$12.22
Mississippi	3,196	$31.91	8,150	$23.36	2,036	$9.98
Missouri	14,362	$35.79	31,687	$26.25	8,937	$10.91
Montana	2,183	$29.54	5,794	$22.55	2,137	$10.73
Nebraska	5,083	$33.99	11,536	$24.81	3,559	$10.78
Nevada	7,349	$38.17	16,027	$29.69	6,836	$12.94
New Hampshire	3,832	$40.38	9,445	$28.86	2,428	$12.53
New Jersey	33,770	$47.46	64,097	$33.23	15,206	$14.41
New Mexico	4,292	$36.04	12,610	$28.01	2,730	$11.03
New York	68,199	$49.57	111,123	$33.04	26,404	$14.18
North Carolina	21,500	$39.58	47,624	$26.90	11,282	$10.98
North Dakota	1,763	$33.39	4,631	$23.36	1,663	$10.66
Ohio	28,639	$37.53	57,118	$28.20	13,454	$11.50
Oklahoma	7,800	$31.71	19,406	$24.23	5,772	$10.38
Oregon	9,722	$36.97	23,942	$28.73	6,164	$12.67
Pennsylvania	32,030	$38.84	63,235	$28.89	16,798	$12.19
Rhode Island	3,603	$41.74	7,514	$31.11	2,277	$12.97
South Carolina	7,552	$36.52	20,975	$25.97	6,402	$10.69
South Dakota	2,230	$30.90	5,464	$22.66	2,035	$10.24
Tennessee	11,650	$34.94	26,232	$25.52	7,413	$10.82
Texas	58,070	$39.87	120,770	$29.25	24,744	$10.96
Utah	6,479	$34.69	14,399	$26.59	4,188	$11.27
Vermont	1,975	$35.87	5,308	$26.60	1,658	$12.68
Virginia	35,031	$42.31	80,573	$32.52	11,361	$12.11
Washington	23,104	$41.40	54,000	$32.03	11,045	$14.10
West Virginia	2,318	$30.72	7,163	$23.58	1,937	$9.99
Wisconsin	14,518	$35.87	34,307	$28.01	8,847	$11.60
Wyoming	1,216	$33.78	3,888	$25.64	792	$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 Oct-10	Average Hourly Wage[1]	Total Ads Oct-10	Average Hourly Wage[1]	Total Ads Oct-10	Average Hourly Wage[1]
United States	**980,201**	**$16.42**	**200,190**	**$20.25**	**284,061**	**$15.74**
Alabama	12,572	$14.10	3,901	$17.54	5,238	$14.68
Alaska	4,348	$16.99	1,080	$27.37	1,003	$20.51
Arizona	22,101	$16.01	3,631	$18.54	4,400	$15.69
Arkansas	6,772	$13.66	1,893	$16.65	3,028	$13.82
California	107,146	$18.02	15,553	$21.55	23,745	$15.85
Colorado	20,294	$17.60	4,016	$20.39	4,762	$16.31
Connecticut	14,090	$19.36	2,130	$23.70	3,775	$17.16
Delaware	3,923	$16.77	652	$21.19	1,049	$15.74
Florida	63,549	$15.80	11,217	$17.67	11,122	$14.95
Georgia	25,599	$15.81	5,316	$18.21	7,222	$14.70
Hawaii	5,799	$16.00	947	$25.48	993	$16.55
Idaho	5,954	$14.80	1,525	$17.88	1,865	$14.29
Illinois	37,149	$17.12	6,078	$24.63	11,794	$16.05
Indiana	15,107	$15.19	3,190	$20.50	6,083	$15.98
Iowa	11,404	$14.83	3,807	$18.59	5,650	$15.33
Kansas	9,125	$14.96	2,063	$19.15	3,034	$15.47
Kentucky	11,074	$14.44	2,870	$18.56	4,334	$15.82
Louisiana	12,251	$13.56	3,693	$18.18	4,473	$16.50
Maine	4,888	$14.85	941	$18.34	1,360	$15.39
Maryland	22,201	$17.07	4,886	$21.00	5,395	$16.78
Massachusetts	27,575	$19.01	4,589	$24.33	7,354	$16.99
Michigan	24,360	$16.23	5,589	$21.55	8,652	$17.13
Minnesota	20,324	$17.14	4,062	$22.53	7,977	$16.39
Mississippi	5,395	$13.27	1,201	$16.40	1,814	$13.93
Missouri	20,051	$15.43	4,594	$20.77	7,035	$15.37
Montana	3,975	$13.88	1,530	$18.83	1,389	$15.72
Nebraska	7,821	$14.43	2,229	$18.25	2,932	$15.70
Nevada	13,504	$15.74	2,359	$23.63	2,774	$15.81
New Hampshire	5,788	$16.45	1,200	$20.15	1,892	$15.90
New Jersey	34,670	$18.42	5,300	$24.04	8,761	$16.25
New Mexico	6,469	$13.94	1,264	$17.45	1,630	$15.44
New York	63,003	$18.88	9,655	$24.18	14,222	$17.04
North Carolina	24,782	$15.37	6,150	$17.76	7,501	$14.46
North Dakota	3,774	$14.02	1,778	$19.75	1,980	$15.81
Ohio	35,230	$15.66	8,022	$20.38	14,440	$15.69
Oklahoma	12,374	$13.65	3,760	$17.54	5,095	$14.83
Oregon	13,996	$16.63	2,623	$20.91	3,979	$15.83
Pennsylvania	37,470	$16.33	7,807	$20.44	12,328	$15.95
Rhode Island	4,753	$16.58	806	$21.51	1,405	$15.29
South Carolina	12,456	$14.35	3,845	$17.39	4,952	$14.96
South Dakota	3,872	$13.42	1,555	$16.56	1,630	$13.65
Tennessee	17,898	$14.74	4,030	$17.80	6,547	$14.78
Texas	65,479	$15.81	15,262	$17.68	18,561	$15.04
Utah	11,333	$14.87	1,989	$19.01	2,784	$15.35
Vermont	2,591	$15.66	671	$18.81	915	$15.78
Virginia	26,371	$16.44	6,023	$19.49	6,000	$15.73
Washington	23,050	$17.62	4,572	$23.12	5,881	$17.92
West Virginia	4,471	$13.04	1,285	$18.74	1,633	$15.07
Wisconsin	18,175	$15.65	4,245	$21.23	8,907	$16.04
Wyoming	1,979	$14.33	620	$21.26	732	$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 Oct-10	Average Hourly Wage[2]	Total Ads Oct-10	Average Hourly Wage[2]	Total Ads Oct-10	Average Hourly Wage[2]
United States	**850,428**	**$40.61**	**1,785,974**	**$29.97**	**409,968**	**$12.25**
Birmingham, AL	2,640	$39.26	5,051	$27.46	1,552	$10.98
Phoenix, AZ	11,234	$36.56	22,767	$28.66	5,150	$12.58
Tucson, AZ	2,108	$35.56	5,268	$28.71	1,764	$12.30
Los Angeles, CA	38,567	$45.91	69,765	$34.38	13,325	$13.38
Riverside, CA	4,175	$39.19	8,425	$30.59	3,314	$13.04
Sacramento, CA	5,375	$38.87	11,190	$32.92	2,330	$13.66
San Diego, CA	8,970	$43.69	20,560	$34.68	4,574	$12.97
San Francisco, CA	29,279	$50.82	52,067	$38.00	7,403	$14.65
San Jose, CA	11,768	$56.88	30,174	$44.43	1,855	$14.44
Denver, CO	10,701	$41.06	21,062	$33.07	4,399	$12.70
Hartford, CT	6,327	$42.75	11,498	$32.52	1,987	$14.11
Washington, DC	46,038	$48.01	93,408	$39.06	10,064	$14.07
Jacksonville, FL	4,182	$35.31	8,267	$27.45	2,212	$11.56
Miami, FL	12,671	$39.01	22,632	$28.72	7,555	$12.47
Orlando, FL	5,953	$36.17	11,994	$27.88	4,413	$11.37
Tampa, FL	7,539	$35.96	17,117	$28.79	4,405	$11.75
Atlanta, GA	21,095	$43.23	39,594	$29.65	5,675	$11.54
Honolulu, HI	2,262	$36.22	4,477	$28.80	2,060	$13.43
Chicago, IL	36,077	$42.09	54,881	$32.56	10,162	$13.25
Indianapolis, IN	5,375	$37.52	9,434	$27.84	2,392	$11.69
Louisville, KY	3,318	$36.39	6,455	$26.91	1,789	$10.84
New Orleans, LA	2,562	$34.98	5,091	$27.46	2,362	$11.21
Baltimore, MD	11,887	$41.80	32,365	$33.08	6,021	$13.30
Boston, MA	27,095	$48.62	51,654	$35.52	9,581	$14.76
Detroit, MI	9,425	$41.38	19,104	$31.52	5,567	$12.35
Minneapolis-St. Paul, MN	15,086	$40.71	26,345	$31.78	5,644	$12.70
Kansas City, MO	6,288	$37.52	12,828	$28.34	3,384	$11.80
St. Louis, MO	7,653	$38.26	15,886	$28.27	4,204	$11.42
Las Vegas, NV	5,347	$38.90	11,245	$29.51	5,472	$13.13
Buffalo, NY	2,723	$38.02	4,961	$27.37	2,070	$12.04
New York, NY	75,945	$52.18	120,152	$35.34	26,634	$14.89
Rochester, NY	2,226	$40.73	4,691	$27.43	1,659	$12.29
Charlotte, NC	9,188	$42.12	15,903	$28.72	3,349	$11.74
Cincinnati, OH	6,638	$38.86	11,703	$29.11	2,784	$11.74
Cleveland, OH	8,393	$38.61	15,102	$28.56	3,692	$12.09
Columbus, OH	6,744	$37.54	12,828	$30.17	3,069	$11.94
Oklahoma City, OK	3,558	$32.66	8,219	$26.53	2,678	$10.64
Portland, OR	6,898	$39.67	15,805	$30.85	3,520	$13.11
Philadelphia, PA	20,713	$43.75	36,748	$31.82	8,213	$13.34
Pittsburgh, PA	8,462	$37.29	14,772	$28.97	5,739	$11.72
Providence, RI	3,966	$41.48	8,399	$30.20	2,954	$13.04
Memphis, TN	2,799	$37.93	5,717	$27.41	1,415	$11.43
Nashville, TN	4,892	$36.47	9,460	$26.11	2,651	$11.15
Austin, TX	6,509	$39.97	15,266	$31.01	2,924	$11.39
Dallas, TX	23,100	$42.06	42,233	$31.37	6,869	$11.50
Houston, TX	17,284	$43.40	31,342	$32.07	5,779	$11.23
San Antonio, TX	5,201	$35.68	12,037	$27.80	4,044	$10.77
Salt Lake City, UT	4,306	$35.69	8,613	$28.61	2,495	$11.71
Richmond, VA	4,286	$38.49	8,394	$28.84	2,175	$11.85
Virginia Beach, VA	3,290	$36.08	8,868	$28.07	2,788	$11.32
Seattle-Tacoma, WA	17,597	$43.56	38,329	$34.48	6,002	$14.56
Milwaukee, WI	6,450	$39.08	13,647	$30.34	3,476	$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 Oct-10	Average Hourly Wage[1]		Total Ads Oct-10	Average Hourly Wage[1]		Total Ads Oct-10	Average Hourly Wage[1]
United States	**980,201**	**$16.42**		**200,190**	**$20.25**		**284,061**	**$15.74**
Birmingham, AL	4,662	$15.61		985	$18.20		1,485	$14.72
Phoenix, AZ	14,788	$16.64		2,055	$19.02		2,734	$15.92
Tucson, AZ	3,345	$14.72		821	$18.26		825	$14.67
Los Angeles, CA	43,873	$17.95		5,200	$22.71		9,240	$15.07
Riverside, CA	7,915	$15.90		1,402	$21.47		2,320	$15.37
Sacramento, CA	7,111	$17.83		1,229	$22.82		1,464	$16.28
San Diego, CA	11,883	$17.49		1,666	$22.67		2,640	$15.62
San Francisco, CA	20,107	$20.78		2,787	$27.17		3,616	$18.35
San Jose, CA	6,880	$21.95		817	$26.30		1,415	$17.40
Denver, CO	11,525	$18.82		2,210	$20.73		2,389	$16.55
Hartford, CT	5,807	$18.65		915	$23.83		1,610	$17.54
Washington, DC	25,386	$18.90		4,340	$22.18		3,908	$17.37
Jacksonville, FL	6,205	$15.97		1,343	$18.28		1,397	$15.40
Miami, FL	20,250	$16.67		2,472	$18.60		2,882	$15.50
Orlando, FL	10,928	$15.23		1,829	$18.00		1,776	$14.68
Tampa, FL	11,198	$16.08		1,879	$17.53		1,927	$14.17
Atlanta, GA	17,351	$17.23		2,766	$19.39		3,853	$15.43
Honolulu, HI	4,400	$15.99		778	$26.26		753	$16.71
Chicago, IL	29,263	$17.83		3,962	$26.04		8,020	$16.31
Indianapolis, IN	7,131	$16.86		1,316	$20.90		2,518	$15.76
Louisville, KY	4,710	$15.73		1,092	$19.29		1,725	$17.24
New Orleans, LA	4,386	$14.54		1,359	$18.71		1,499	$17.29
Baltimore, MD	13,326	$17.21		3,065	$20.65		3,347	$17.26
Boston, MA	21,963	$19.88		3,340	$25.03		5,258	$17.25
Detroit, MI	11,168	$17.46		2,637	$23.37		3,673	$18.52
Minneapolis-St. Paul, MN	14,616	$18.49		2,822	$24.55		5,533	$17.17
Kansas City, MO	8,810	$16.72		1,851	$22.05		2,966	$16.16
St. Louis, MO	9,949	$16.73		2,035	$23.50		2,721	$16.41
Las Vegas, NV	10,455	$15.74		1,603	$24.16		1,778	$15.63
Buffalo, NY	4,696	$15.80		1,117	$20.63		1,803	$16.10
New York, NY	64,495	$19.96		7,524	$25.74		12,096	$17.27
Rochester, NY	3,785	$15.97		1,026	$19.88		1,872	$15.20
Charlotte, NC	8,359	$17.10		1,504	$18.80		2,248	$15.59
Cincinnati, OH	8,400	$16.84		1,678	$20.29		2,744	$15.97
Cleveland, OH	8,697	$16.51		1,910	$22.08		3,952	$16.22
Columbus, OH	9,080	$16.19		1,817	$20.19		3,102	$15.46
Oklahoma City, OK	6,352	$14.12		1,848	$18.07		2,164	$14.35
Portland, OR	8,918	$17.78		1,593	$22.64		2,815	$16.60
Philadelphia, PA	18,951	$18.17		3,161	$23.11		4,967	$16.90
Pittsburgh, PA	10,882	$15.70		2,552	$20.30		3,620	$15.93
Providence, RI	5,645	$16.30		1,108	$21.42		1,872	$15.29
Memphis, TN	4,139	$15.64		987	$18.90		1,720	$15.07
Nashville, TN	6,874	$15.55		1,293	$18.50		2,031	$15.76
Austin, TX	7,628	$16.94		1,278	$17.18		1,784	$14.12
Dallas, TX	21,262	$17.44		3,769	$18.08		5,158	$15.13
Houston, TX	17,696	$16.91		3,889	$18.99		4,925	$16.47
San Antonio, TX	7,882	$14.69		1,869	$16.34		2,008	$13.35
Salt Lake City, UT	6,647	$15.92		1,131	$19.05		1,670	$15.56
Richmond, VA	4,821	$17.15		1,177	$19.71		1,289	$15.28
Virginia Beach, VA	5,274	$14.79		1,716	$18.72		1,714	$16.09
Seattle-Tacoma, WA	14,941	$18.84		2,372	$24.73		3,260	$19.06
Milwaukee, WI	6,937	$17.29		1,512	$23.13		3,341	$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.