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For further information:
Carol Courter 212 339-0232 / courter@conference-board.org Release #5480

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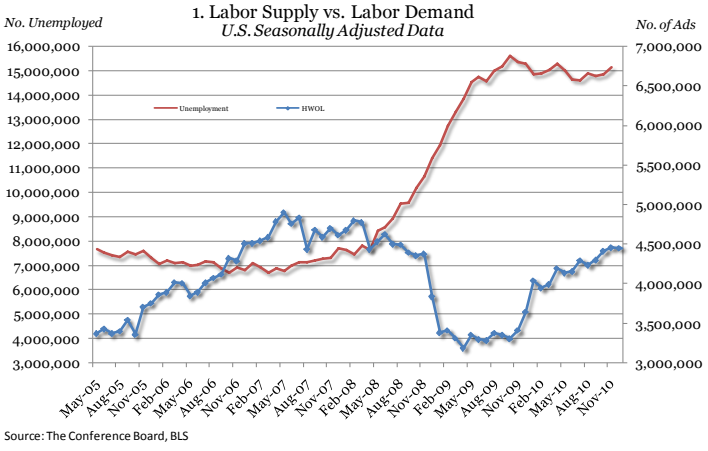
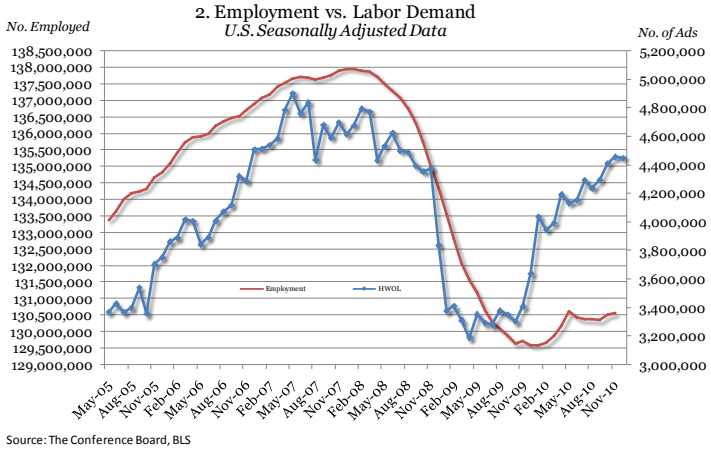
Online Labor Demand Essentially Unchanged in December, The Conference Board Reports

- **Labor demand dips 9,400 in December and continues a lackluster trend through 2nd half of 2010**
- **Note: As a part of the annual HWOL program revision, a number of updates to the historical time series from May 2005 will be implemented with the release of the January 2011 data on January 31, 2011 (see box below).**

NEW YORK, January 5, 2011…Online advertised vacancies were basically unchanged as they dipped 9,400 in December to 4,447,800, according to ***The Conference Board Help Wanted OnLine*™ (HWOL)** Data Series released today. The nation's Supply/Demand rate stood at 3.39 unemployed for every advertised vacancy in November (the last available unemployment data)—a figure that is down from a peak of 4.73 in October 2009. Nationally, there are 10.7 million more unemployed than advertised vacancies (Chart 1).

"The year 2010 ended with a continuation of the lackluster labor demand we have seen throughout the last half of this year," said June Shelp, Vice President at The Conference Board. "The strongest job demand was in the first quarter of the year, but the rest of the year failed to show that employers were significantly ramping up hiring across the economy (Chart 2). In the last half of 2010, advertised vacancies for workers in production, transportation, and construction and maintenance occupations increased, but demand for sales staff and workers in food preparation and serving, which rose in early 2010, moderated. After a promising start, 2010 ended with the overall job market relatively flat."





The revised HWOL series, available with the January 2011 data, includes the following: improvements to the unduplication methodology, implementation of the latest version of the occupational autocoder, elimination of invalid job ads, adjustments to the HWOL job board coverage and new seasonal adjustment factors. 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

- **December online job demand weakest in the Northeast**

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads[1] (Thousands) Dec-10	M-O-M Change (Thousands) Dec-Nov 10	Supply/ Demand Rate[2] Nov-10	Recent Trend[3]
United States	**4,447.8**	**-9.4**	**3.39**	↑ 10/09
NORTHEAST	**878.4**	**-20.4**	**2.66**	
Massachusetts	144.0	0.3	1.99	↑ 10/09
New Jersey	148.1	-7.9	2.64	↑ 1/09
New York	283.0	-1.8	2.81	↑ 4/09
Pennsylvania	170.7	6.7	3.33	↑ 10/09
SOUTH	**1,576.8**	**12.5**	**3.26**	
Florida	241.6	5.8	4.71	↑ 4/09
Georgia	134.7	7.3	3.69	↑ 1/09
Maryland	117.7	-3.9	1.81	↑ 4/09
North Carolina	114.0	-3.8	3.68	↑ 4/09
Texas	309.6	4.9	3.27	↑ 10/09
Virginia	165.3	0.8	1.72	↑ 4/09
MIDWEST	**912.6**	**10.6**	**3.48**	
Illinois	170.2	1.4	3.80	↑ 10/09
Michigan	105.1	2.5	5.82	↑ 11/09
Minnesota	97.5	3.3	2.21	↑ 11/09
Missouri	85.0	0.3	3.34	↑ 10/09
Ohio	146.0	-4.1	3.86	↑ 10/09
Wisconsin	94.0	7.6	2.68	↑ 11/09
WEST	**1,074.4**	**12.6**	**3.67**	
Arizona	95.3	3.6	3.26	↑ 10/09
California	501.9	5.9	4.57	↑ 10/09
Colorado	92.7	1.2	2.51	↑ 11/09
Washington	118.7	-0.8	2.74	↑ 4/09

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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) .

For the third month in a row, labor demand rose moderately in the **West,** up 12,600 in December. California was the largest contributor with an increase of 5,900. Arizona and Colorado gained 3,600 and 1,200 respectively while Washington slipped by 800 in December (Table A). Among the smaller States, Oregon rose for the third straight month, up 3,100 in December. Nevada and Hawaii also posted small gains—1,600 and 300 respectively. Alaska and New Mexico had small declines of 1,600 and 400, respectively (Table 3).

The **South** rose by 12,500 in December. Georgia regained its prior momentum from the fall and added 7,300. Florida also experienced a respectable gain of 5,800 for December. Texas posted 4,900 advertised vacancies in December. Maryland lost 3,900, while Virginia increased by 800. North Carolina fell by 3,800. Among the less populous states in the South, Delaware fell for the fourth straight month (1,200). Advertised vacancies in Oklahoma remained unchanged. Louisiana and Kentucky declined 1,300 and 2,100 respectively. (Table 3).

In December, the **Midwest** increased by 10,600. Wisconsin led the Midwest with its gain of 7,600. In the past quarter, Wisconsin has had a gain of 14,200. Ohio declined by 4,100. Labor demand in Michigan and Illinois had slight increases of 2,500 and 1,400 respectively. Over the past year Michigan continues to remain on a slow upward growth path. Minnesota grew by 3,300 this month while Ohio fell by 4,100. Among the States with smaller populations, Indiana and Missouri remained unchanged and North Dakota and Kansas experienced slight losses of 700 and 300 respectively (Table 3).

The **Northeast** experienced the largest change with a decline of 20,400. New Jersey declined for the second month in a row (-7,900 in December), primarily from losses in openings for Office and Administrative Support Occupations, Computer and Mathematical Science Occupations, Sales and Related Occupations, and Management Occupations. New York dipped for the third straight month by 1,800 in December. Both New Jersey and New York have seen slowdowns in growth for the second half of the year. Pennsylvania gained 6,700 in December. Massachusetts held steady (300). Among the smaller States, Connecticut and Maine lost 2,300 and 800 respectively. Rhode Island and Vermont also experienced declines, 1,500 and 1,000 respectively.

The Supply/Demand rate for the U.S. in November (the latest month for which unemployment numbers are available) stands at 3.39, indicating that there were more than 3 unemployed workers for every online advertised vacancy. Nationally, there are 10.7 million more unemployed workers than advertised vacancies. The number of advertised vacancies exceeded the number of unemployed only in North Dakota, where the Supply/Demand rate was 0.89. States with the next lowest rates include South Dakota (1.34), Alaska (1.40), and Nebraska (1.44), 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 (6.11) and Michigan (5.82), where there are about 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 July 2009, when there were just over 10 unemployed for every online advertised vacancy. Other states with high S/D rates are Indiana (4.74) and Florida (4.71).

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

Labor demand in December for:

- **Sales and Related up 10,300**
- **Production rises 8,600**
- **Computer and Mathematical Science slips by 8,500**

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

Occupation	Total Ads (Thousands) Dec-10	M-O-M Change (Thousands) Dec-Nov 10	Unemployed (Thousands) Nov-10	Supply/ Demand Rate[1] Nov-10	Average Hourly Wage[2]
Computer and mathematical science	596.4	-8.5	215.5	0.36	$36.68
Management	591.1	4.5	808.8	1.38	$49.47
Healthcare practitioners and technical	557.0	1.6	185.6	0.33	$33.51
Sales and related	459.8	10.3	1,582.9	3.52	$17.32
Office and administrative support	452.7	1.0	1,775.5	3.93	$15.86
Business and financial operations	230.0	8.4	473.2	2.13	$31.68
Architecture and engineering	184.9	2.5	180.0	0.99	$35.38
Transportation and material moving	165.7	6.3	1,177.6	7.39	$15.47
Installation, maintenance, and repair	125.4	0.3	498.1	3.98	$20.30
Production	120.4	8.6	1,203.5	10.77	$16.01

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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, **Sales and Related** occupations posted the largest December increase in the number of advertised vacancies, up 10,300 to 459,800 (Table B) after three months of losses. However, unemployed workers in these occupations still outnumber advertised vacancies by 3.52 to one (based on November data, the latest unemployment data available) (See Table 7 for the data for all of the 2-digit Standard Occupational Classifications).

Computer and Mathematical Science occupations posted a December decrease of 8,500 to 596,400 following gains throughout the fall. The December decline was largely due to decreases in demand for computer systems analysts and computer software applications engineers. The number of advertised vacancies in this occupational category continues to outnumber job seekers by almost three to one.

Demand for **Production** occupations grew by 8,600 to 120,400 and was led by an increased demand for painting, coating, and decorating workers. There still remain almost 11 unemployed workers (10.77) looking for work in Production 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 Healthcare Practitioners (0.33), Computer and Mathematical Science (0.36), and Life, Physical, and Social Science occupations (0.81). On the other hand, in Food Preparation and Serving-Related occupations, there were over 9 people seeking jobs in this field for every online advertised vacancy (9.2) and there were over 7

unemployed looking for work in Transportation and Material Moving positions for every advertised opening (7.4).

METRO AREA HIGHLIGHTS

- **Washington, D.C., Oklahoma City, Baltimore, and Honolulu have the lowest Supply/Demand rates**
- **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)		Total Ads Rate (Percent)		Supply/Demand Rate[1]	
	Dec-10		Dec-10		Nov-10
New York, NY	268.45	Washington, DC	5.45	Washington, DC	1.00
Washington, DC	167.09	San Jose, CA	5.19	Oklahoma City, OK	1.48
Los Angeles, CA	160.14	San Francisco, CA	4.64	Honolulu, HI	1.50
Chicago, IL	119.45	Baltimore, MD	4.55	Baltimore, MD	1.50
San Francisco, CA	103.28	Milwaukee, WI	4.45	Boston, MA	1.59
Boston, MA	102.91	Hartford, CT	4.1	Salt Lake City, UT	1.70
Dallas, TX	93.82	Boston, MA	4.01	Minneapolis-St. Paul, MN	1.70
Philadelphia, PA	81.60	Charlotte, NC	3.99	Austin, TX	1.73
Atlanta, GA	81.49	Seattle-Tacoma, WA	3.82	Milwaukee, WI	1.74
Seattle-Tacoma, WA	72.04	Salt Lake City, UT	3.81	Hartford, CT	1.81

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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 December, 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 19.3 percent above its December 2009 level, the Washington, D.C. metro area was 5.4 percent above its December 2009 level, and the Los Angeles metro area was 25.6 percent above last year's level (Table C & Table 5).

The number of unemployed exceeded the number of advertised vacancies in all but one of the 52 metro areas for which information is reported separately (in Washington, D.C. there was one vacancy for every unemployed person). Oklahoma City, Baltimore, and Honolulu were the other metropolitan locations with the 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 9 unemployed people for every advertised vacancy (9.0) – Detroit (5.1), Miami (5.0), and Sacramento (4.6). Supply/Demand rate data are for November 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 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 both 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 9 Census regions and the 50 States. Seasonally adjusted data for occupations was provided beginning with the December 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 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.

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Publication Schedule, Help Wanted Online Data Series

Data for the Month	Release Date
January, 2011	January 31, 2011
February, 2011	March 2, 2011*
March, 2011	March 30, 2011*
April, 2011	May 2, 2011
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]	Dec-09	Nov-10	Dec-10	Dec-Nov 10	Dec-09	Nov-10	Dec-10	Dec-Nov 10
United States	**3,639.9**	**4,457.2**	**4,447.8**	**-9.4**	**2,210.9**	**2,575.0**	**2,639.0**	**64.0**
New England	239.3	288.5	283.1	-5.4	142.2	169.4	164.7	-4.7
Middle Atlantic	522.7	610.3	595.3	-15.0	337.6	364.1	362.4	-1.8
South Atlantic	805.4	947.0	944.9	-2.1	483.0	546.4	546.1	-0.3
East North Central	442.8	570.6	582.6	12.0	267.2	334.0	348.3	14.3
East South Central	155.9	192.0	192.4	0.4	87.2	102.6	105.1	2.5
West North Central	254.1	331.4	330.0	-1.4	146.0	186.6	185.8	-0.8
West South Central	350.8	425.3	439.5	14.2	206.1	240.7	256.6	15.9
Mountain	285.7	342.9	356.4	13.5	174.1	206.9	218.4	11.5
Pacific	577.9	718.9	718.0	-0.9	365.0	428.0	450.5	22.5

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]	Dec-09	Nov-10	Dec-10	Nov-09	Oct-10	Nov-10
United States	**2.38**	**2.89**	**2.89**	**1.44**	**1.67**	**1.71**
New England	3.09	3.72	3.65	1.84	2.19	2.12
Middle Atlantic	2.54	2.98	2.90	1.64	1.78	1.77
South Atlantic	2.75	3.24	3.24	1.65	1.87	1.87
East North Central	1.89	2.42	2.47	1.14	1.42	1.48
East South Central	1.86	2.23	2.24	1.04	1.19	1.22
West North Central	2.32	3.04	3.03	1.33	1.71	1.70
West South Central	2.03	2.45	2.53	1.19	1.38	1.48
Mountain	2.60	3.11	3.23	1.58	1.88	1.98
Pacific	2.36	2.90	2.90	1.49	1.73	1.82

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.

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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	Dec-09	Nov-10	Dec-10	Dec-Nov 10	Dec-09	Nov-10	Dec-10	Dec-Nov 10
United States	**3,639.9**	**4,457.2**	**4,447.8**	**-9.4**	**2,210.9**	**2,575.0**	**2,639.0**	**64.0**
Alabama	46.0	53.7	55.4	1.7	21.8	25.8	26.4	0.6
Alaska	18.4	20.9	19.3	-1.6	8.8	11.5	10.1	-1.4
Arizona	71.8	91.7	95.3	3.6	43.7	58.5	62.2	3.7
Arkansas	23.8	29.1	29.5	0.4	13.5	15.3	16.1	0.8
California	396.0	496.0	501.9	5.9	252.2	298.3	312.5	14.2
Colorado	71.2	91.6	92.7	1.2	44.2	56.0	57.2	1.2
Connecticut	56.1	67.9	65.5	-2.3	33.1	38.8	37.0	-1.7
Delaware	15.4	17.7	16.5	-1.2	8.9	9.7	9.1	-0.6
Florida	189.3	235.8	241.6	5.8	127.2	157.0	162.1	5.1
Georgia	98.8	127.4	134.7	7.3	57.8	71.0	77.8	6.8
Hawaii	15.6	20.2	20.6	0.3	10.7	14.0	14.5	0.5
Idaho	17.0	21.1	21.5	0.5	11.5	14.3	14.4	0.1
Illinois	134.4	168.8	170.2	1.4	76.5	91.5	96.1	4.6
Indiana	49.5	64.4	65.4	1.0	27.9	35.5	37.7	2.2
Iowa	38.2	51.7	50.0	-1.7	17.9	25.4	24.5	-0.8
Kansas	30.8	37.5	37.2	-0.3	16.3	20.9	21.0	0.1
Kentucky	32.2	46.1	44.1	-2.1	19.1	25.3	23.0	-2.3
Louisiana	36.6	49.9	48.7	-1.3	21.9	29.7	29.1	-0.6
Maine	17.5	20.8	20.0	-0.8	9.2	11.7	10.8	-0.9
Maryland	110.5	121.6	117.7	-3.9	61.2	63.8	60.1	-3.7
Massachusetts	119.3	143.7	144.0	0.3	71.4	82.0	83.7	1.6
Michigan	77.8	102.6	105.1	2.5	50.5	65.1	68.1	3.0
Minnesota	67.7	94.3	97.5	3.3	42.8	57.4	57.2	-0.1
Mississippi	17.5	21.3	21.9	0.6	9.3	11.7	11.9	0.2
Missouri	68.3	84.7	85.0	0.3	42.0	48.3	50.7	2.4
Montana	13.5	17.0	16.6	-0.4	6.6	8.0	8.0	0.0
Nebraska	29.3	30.8	30.2	-0.5	17.8	18.8	19.7	0.9
Nevada	43.0	49.1	50.7	1.6	29.0	32.8	34.1	1.3
New Hampshire	19.5	24.1	23.9	-0.2	11.9	14.5	14.7	0.3
New Jersey	132.7	156.1	148.1	-7.9	82.4	91.5	87.3	-4.2
New Mexico	24.5	28.2	27.8	-0.4	13.7	15.9	16.6	0.7
New York	243.2	284.8	283.0	-1.8	159.6	174.3	174.7	0.4
North Carolina	93.0	117.8	114.0	-3.8	59.8	70.3	69.6	-0.8
North Dakota	8.0	15.6	14.9	-0.7	4.5	7.6	6.3	-1.3
Ohio	115.3	150.2	146.0	-4.1	74.1	94.2	91.6	-2.6
Oklahoma	44.5	50.6	50.6	0.1	26.5	27.7	29.0	1.3
Oregon	49.2	57.3	60.4	3.1	30.3	36.0	38.9	2.9
Pennsylvania	152.7	164.0	170.7	6.7	98.8	98.4	103.7	5.4
Rhode Island	16.8	20.2	18.7	-1.5	10.9	13.4	12.1	-1.3
South Carolina	47.8	57.5	55.4	-2.2	26.0	31.6	30.6	-1.0
South Dakota	12.5	14.8	16.1	1.3	5.2	7.1	6.8	-0.4
Tennessee	59.5	71.7	70.1	-1.6	36.3	41.9	43.1	1.2
Texas	244.8	304.7	309.6	4.9	144.7	176.0	183.3	7.2
Utah	36.2	40.0	41.8	1.8	21.6	20.7	21.7	1.0
Vermont	10.4	12.6	11.6	-1.0	6.2	7.9	6.9	-1.0
Virginia	158.1	164.5	165.3	0.8	91.1	85.5	84.3	-1.1
Washington	101.0	119.4	118.7	-0.8	60.4	69.2	71.2	2.0
West Virginia	16.0	17.8	17.2	-0.6	8.8	9.0	8.9	-0.1
Wisconsin	64.5	86.4	94.0	7.6	37.7	49.5	54.0	4.5
Wyoming	7.5	8.8	8.7	-0.1	3.9	4.7	4.4	-0.2

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.

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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	Dec-09	Nov-10	Dec-10	Nov-10	Nov-10	Nov-10	Nov-10
United States	**2.38**	**2.89**	**2.89**	**9.8**	**15,119.00**	**4,457.2**	**3.39**
Alabama	2.23	2.52	2.60	9.0	192.96	53.7	3.60
Alaska	5.08	5.74	5.31	8.0	29.20	20.9	1.40
Arizona	2.29	2.88	3.00	9.4	299.30	91.7	3.26
Arkansas	1.73	2.15	2.18	7.9	106.51	29.1	3.67
California	2.19	2.72	2.75	12.4	2,266.56	496.0	4.57
Colorado	2.69	3.44	3.48	8.6	229.93	91.6	2.51
Connecticut	2.97	3.58	3.46	9.0	169.88	67.9	2.50
Delaware	3.60	4.18	3.91	8.4	35.54	17.7	2.01
Florida	2.06	2.55	2.62	12.0	1,109.70	235.8	4.71
Georgia	2.10	2.73	2.89	10.1	469.70	127.4	3.69
Hawaii	2.47	3.20	3.25	6.4	40.73	20.2	2.01
Idaho	2.27	2.79	2.85	9.4	70.76	21.1	3.36
Illinois	2.04	2.53	2.55	9.6	641.02	168.8	3.80
Indiana	1.59	2.06	2.10	9.8	305.23	64.4	4.74
Iowa	2.28	3.09	2.99	6.6	110.52	51.7	2.14
Kansas	2.03	2.50	2.48	6.8	102.46	37.5	2.73
Kentucky	1.56	2.21	2.11	10.2	212.83	46.1	4.61
Louisiana	1.77	2.36	2.30	8.2	172.64	49.9	3.46
Maine	2.49	2.99	2.87	7.3	50.76	20.8	2.44
Maryland	3.74	4.09	3.96	7.4	219.58	121.6	1.81
Massachusetts	3.44	4.12	4.13	8.2	285.62	143.7	1.99
Michigan	1.61	2.14	2.19	12.4	596.85	102.6	5.82
Minnesota	2.28	3.19	3.30	7.1	208.44	94.3	2.21
Mississippi	1.35	1.62	1.67	9.9	129.98	21.3	6.11
Missouri	2.28	2.83	2.84	9.4	283.14	84.7	3.34
Montana	2.72	3.44	3.36	7.2	35.75	17.0	2.10
Nebraska	2.99	3.17	3.11	4.6	44.37	30.8	1.44
Nevada	3.13	3.68	3.80	14.3	190.81	49.1	3.88
New Hampshire	2.63	3.22	3.20	5.4	40.35	24.1	1.68
New Jersey	2.93	3.48	3.30	9.2	412.70	156.1	2.64
New Mexico	2.55	2.95	2.91	8.5	81.42	28.2	2.89
New York	2.52	2.95	2.93	8.3	799.49	284.8	2.81
North Carolina	2.06	2.64	2.55	9.7	433.24	117.8	3.68
North Dakota	2.19	4.24	4.05	3.8	13.84	15.6	0.89
Ohio	1.95	2.54	2.47	9.8	579.46	150.2	3.86
Oklahoma	2.51	2.88	2.88	6.9	120.70	50.6	2.39
Oregon	2.54	2.88	3.04	10.6	209.98	57.3	3.67
Pennsylvania	2.39	2.58	2.68	8.6	546.62	164.0	3.33
Rhode Island	2.93	3.53	3.26	11.6	66.11	20.2	3.27
South Carolina	2.20	2.67	2.57	10.6	228.77	57.5	3.98
South Dakota	2.80	3.33	3.62	4.5	19.83	14.8	1.34
Tennessee	1.99	2.34	2.29	9.4	289.50	71.7	4.04
Texas	2.03	2.50	2.54	8.2	996.96	304.7	3.27
Utah	2.70	2.95	3.08	7.5	102.18	40.0	2.55
Vermont	2.91	3.52	3.24	5.7	20.53	12.6	1.63
Virginia	3.82	3.94	3.96	6.8	282.28	164.5	1.72
Washington	2.88	3.36	3.34	9.2	326.83	119.4	2.74
West Virginia	2.04	2.29	2.21	9.3	72.60	17.8	4.08
Wisconsin	2.13	2.84	3.09	7.6	231.80	86.4	2.68
Wyoming	2.58	3.01	2.99	6.6	19.37	8.8	2.19

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.

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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]	Dec-09	Nov-10	Dec-10	Dec 09-10	Dec-09	Nov-10	Dec-10	Dec 09-10
Birmingham, AL	11.6	16.1	14.3	24.1%	5.7	8.7	7.4	28.5%
Phoenix, AZ	43.0	60.3	55.1	28.0%	25.6	38.5	34.6	35.2%
Tucson, AZ	11.0	14.5	12.9	16.6%	6.7	9.6	8.5	26.9%
Los Angeles, CA	127.5	185.1	160.1	25.6%	83.9	119.3	100.4	19.6%
Riverside, CA	20.6	28.2	23.2	12.9%	12.9	18.9	15.3	18.9%
Sacramento, CA	20.4	28.6	25.4	24.6%	11.9	18.0	16.2	35.8%
San Diego, CA	36.6	50.0	44.2	20.8%	22.8	31.5	27.6	21.3%
San Francisco, CA	73.1	116.3	103.3	41.2%	43.9	69.0	60.7	38.3%
San Jose, CA	30.3	53.4	46.8	54.3%	14.9	26.6	22.7	52.0%
Denver, CO	36.3	52.4	45.6	25.5%	21.2	30.8	26.0	22.3%
Hartford, CT	19.8	28.2	24.6	24.7%	11.9	16.0	13.5	13.5%
Washington, DC	158.5	183.5	167.1	5.4%	81.7	89.8	76.6	-6.2%
Jacksonville, FL	15.9	24.2	20.4	28.5%	10.3	15.6	12.6	22.3%
Miami, FL	47.5	70.6	65.0	36.7%	29.8	45.4	41.3	38.4%
Orlando, FL	26.6	37.6	33.6	26.1%	18.5	26.6	23.0	24.5%
Tampa, FL	29.5	44.1	39.2	32.7%	18.2	28.8	24.6	35.2%
Atlanta, GA	57.0	91.1	81.5	42.9%	32.4	52.1	45.6	40.7%
Honolulu, HI	11.7	16.2	14.9	26.9%	8.2	11.8	10.6	28.6%
Chicago, IL	92.5	136.9	119.4	29.2%	49.7	76.9	65.8	32.4%
Indianapolis, IN	20.3	28.5	26.5	30.2%	11.0	16.5	15.2	37.8%
Louisville, KY	12.7	19.2	16.6	30.9%	7.9	11.1	9.2	16.2%
New Orleans, LA	11.5	17.2	14.1	23.2%	6.9	10.8	8.8	28.2%
Baltimore, MD	55.2	72.8	63.3	14.8%	31.0	41.0	33.0	6.6%
Boston, MA	82.5	118.3	102.9	24.7%	46.8	67.8	57.3	22.4%
Detroit, MI	29.7	49.1	42.6	43.3%	19.1	32.0	26.9	40.9%
Minneapolis-St. Paul, MN	45.2	71.0	64.1	41.8%	27.5	43.7	36.8	33.6%
Kansas City, MO	24.1	35.4	30.4	26.0%	14.5	21.3	17.5	20.2%
St. Louis, MO	30.1	43.0	36.3	20.7%	18.1	26.4	20.9	15.8%
Las Vegas, NV	28.3	36.8	33.3	17.9%	19.1	25.8	22.7	18.9%
Buffalo, NY	12.9	17.4	14.8	14.9%	8.2	10.8	9.1	11.7%
New York, NY	225.1	307.1	268.5	19.3%	145.6	192.3	163.3	12.2%
Rochester, NY	11.1	15.2	12.6	13.0%	6.6	9.6	7.6	14.4%
Charlotte, NC	26.3	38.8	33.9	28.9%	16.4	22.8	19.1	16.6%
Cincinnati, OH	23.6	34.2	28.8	22.0%	13.5	20.3	16.4	21.6%
Cleveland, OH	26.3	41.0	35.5	35.0%	16.0	26.0	22.2	38.7%
Columbus, OH	23.2	37.0	31.1	34.2%	14.2	23.2	18.5	29.6%
Oklahoma City, OK	17.5	24.0	21.3	21.7%	10.1	14.7	13.0	28.8%
Portland, OR	27.3	39.4	34.2	25.6%	15.6	23.5	20.1	28.3%
Philadelphia, PA	69.6	94.0	81.6	17.3%	40.2	53.3	44.6	11.1%
Pittsburgh, PA	34.7	46.6	40.2	15.8%	22.9	30.1	24.8	8.2%
Providence, RI	16.9	23.5	19.9	17.3%	10.9	15.7	12.6	16.0%
Memphis, TN	12.4	16.5	15.0	21.1%	7.1	9.7	8.5	19.5%
Nashville, TN	20.1	26.5	23.1	15.2%	11.9	16.7	14.2	18.9%
Austin, TX	24.0	37.5	32.2	34.5%	14.1	23.2	19.3	37.3%
Dallas, TX	67.5	105.8	93.8	38.9%	36.7	60.1	52.8	43.8%
Houston, TX	53.1	81.6	70.2	32.2%	27.9	43.7	37.6	34.8%
San Antonio, TX	25.4	33.0	27.8	9.6%	15.7	21.1	17.2	9.7%
Salt Lake City, UT	19.6	25.0	22.9	17.0%	11.5	13.6	12.3	6.5%
Richmond, VA	16.2	22.2	19.6	21.0%	9.7	14.1	12.1	25.1%
Virginia Beach, VA	18.9	23.9	20.3	7.0%	11.8	15.2	12.4	5.3%
Seattle-Tacoma, WA	57.8	81.9	72.0	24.6%	32.1	46.4	40.9	27.6%
Milwaukee, WI	22.0	34.2	35.0	59.5%	12.6	20.7	19.1	51.0%

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.

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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]	Dec-09	Nov-10	Dec-10	Nov-10	Nov-10	Nov-10	Nov-10
Birmingham, AL	2.33	3.12	2.78	8.6	44.4	16.1	2.76
Phoenix, AZ	2.05	2.83	2.58	8.5	181.2	60.3	3.00
Tucson, AZ	2.26	2.95	2.61	8.4	41.5	14.5	2.86
Los Angeles, CA	1.99	2.85	2.47	12.1	787.0	185.1	4.25
Riverside, CA	1.17	1.59	1.31	14.3	253.4	28.2	9.00
Sacramento, CA	1.95	2.75	2.44	12.6	131.1	28.6	4.58
San Diego, CA	2.37	3.19	2.82	10.4	163.4	50.0	3.27
San Francisco, CA	3.29	5.22	4.63	10.3	229.2	116.3	1.97
San Jose, CA	3.40	5.90	5.16	11.0	99.0	53.4	1.85
Denver, CO	2.69	3.82	3.32	8.7	120.1	52.4	2.29
Hartford, CT	3.32	4.70	4.10	8.5	51.0	28.2	1.81
Washington, DC	5.25	6.00	5.46	6.0	184.3	183.5	1.00
Jacksonville, FL	2.32	3.53	2.99	11.6	79.7	24.2	3.29
Miami, FL	1.66	2.44	2.24	12.1	350.0	70.6	4.96
Orlando, FL	2.39	3.34	2.98	11.9	134.1	37.6	3.56
Tampa, FL	2.26	3.38	3.01	12.6	165.2	44.1	3.75
Atlanta, GA	2.14	3.45	3.09	10.3	273.2	91.1	3.00
Honolulu, HI	2.65	3.68	3.38	5.4	24.2	16.2	1.50
Chicago, IL	1.92	2.83	2.47	9.0	440.6	136.9	3.22
Indianapolis, IN	2.36	3.25	3.02	8.7	76.5	28.5	2.68
Louisville, KY	2.01	3.07	2.65	9.9	62.5	19.2	3.26
New Orleans, LA	2.15	3.10	2.54	7.6	42.1	17.2	2.45
Baltimore, MD	4.01	5.23	4.55	7.8	109.1	72.8	1.50
Boston, MA	3.27	4.64	4.04	7.4	188.7	118.3	1.59
Detroit, MI	1.45	2.34	2.03	12.0	248.6	49.1	5.07
Minneapolis-St. Paul, MN	2.45	3.85	3.47	6.5	120.9	71.0	1.70
Kansas City, MO	2.34	3.48	2.98	9.1	92.9	35.4	2.62
St. Louis, MO	2.12	3.00	2.53	9.5	136.1	43.0	3.17
Las Vegas, NV	2.89	3.87	3.50	14.3	137.0	36.8	3.72
Buffalo, NY	2.23	2.97	2.54	8.0	46.5	17.4	2.68
New York, NY	2.39	3.25	2.84	8.5	797.7	307.1	2.60
Rochester, NY	2.11	2.85	2.36	7.7	40.7	15.2	2.68
Charlotte, NC	3.12	4.57	3.99	10.8	91.9	38.8	2.37
Cincinnati, OH	2.10	3.02	2.54	9.2	104.0	34.2	3.04
Cleveland, OH	2.51	3.80	3.29	8.5	92.5	41.0	2.26
Columbus, OH	2.41	3.83	3.22	8.0	77.9	37.0	2.10
Oklahoma City, OK	3.05	4.22	3.75	6.2	35.6	24.0	1.48
Portland, OR	2.35	3.33	2.89	10.1	121.2	39.4	3.08
Philadelphia, PA	2.33	3.17	2.75	8.6	255.3	94.0	2.71
Pittsburgh, PA	2.84	3.82	3.30	7.4	90.6	46.6	1.94
Providence, RI	2.39	3.31	2.81	11.1	78.8	23.5	3.36
Memphis, TN	2.05	2.68	2.43	9.7	60.0	16.5	3.63
Nashville, TN	2.54	3.25	2.84	8.5	68.5	26.5	2.59
Austin, TX	2.68	4.10	3.52	7.1	65.0	37.5	1.73
Dallas, TX	2.11	3.28	2.91	8.2	267.6	105.8	2.53
Houston, TX	1.85	2.82	2.43	8.6	249.5	81.6	3.06
San Antonio, TX	2.62	3.35	2.82	7.6	74.9	33.0	2.27
Salt Lake City, UT	3.29	4.17	3.83	7.1	42.5	25.0	1.70
Richmond, VA	2.52	3.43	3.03	7.6	49.5	22.2	2.23
Virginia Beach, VA	2.33	2.86	2.43	7.2	59.9	23.9	2.51
Seattle-Tacoma, WA	3.07	4.35	3.82	9.1	170.8	81.9	2.09
Milwaukee, WI	2.82	4.38	4.48	7.5	59.4	34.2	1.74

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.

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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]	Dec-09	Nov-10	Dec-10	Dec-Nov 10	Nov-10	Nov-10	
Total	3,639.9	4,457.2	4,447.8	-9.4	15,119.0	3.4	$20.90
Management	377.8	586.6	591.1	4.5	808.8	1.4	$49.47
Business and financial operations	216.1	221.7	230.0	8.4	473.2	2.1	$31.68
Computer and mathematical science	468.4	604.9	596.4	-8.5	215.5	0.4	$36.68
Architecture and engineering	125.6	182.4	184.9	2.5	180.0	1.0	$35.38
Life, physical, and social science	71.6	94.9	100.5	5.6	76.7	0.8	$31.57
Community and social services	43.8	49.5	52.3	2.8	113.7	2.3	$20.55
Legal	25.4	26.4	23.8	-2.5	40.3	1.5	$46.07
Education, training, and library	75.6	92.1	92.0	-0.2	397.2	4.3	$23.81
Arts, design, entertainment, sports, and media	99.6	105.3	108.8	3.5	277.2	2.6	$24.87
Healthcare practitioners and technical	546.5	555.5	557.0	1.6	185.6	0.3	$33.51
Healthcare support	113.2	112.2	115.9	3.7	296.0	2.6	$12.84
Protective service	26.5	33.2	35.5	2.3	264.2	8.0	$20.07
Food preparation and serving related	88.2	114.8	111.1	-3.6	1,050.6	9.2	$10.04
Building and grounds cleaning and maintenance	39.1	53.0	54.3	1.4	749.4	14.1	$12.00
Personal care and service	64.3	89.2	69.3	-19.9	492.1	5.5	$11.87
Sales and related	470.6	449.6	459.8	10.3	1,582.9	3.5	$17.32
Office and administrative support	375.2	451.7	452.7	1.0	1,775.5	3.9	$15.86
Farming, fishing, and forestry	4.7	6.4	6.5	0.1	181.3	28.4	$11.53
Construction and extraction	47.9	62.3	62.6	0.4	1,846.1	29.7	$20.84
Installation, maintenance, and repair	92.3	125.1	125.4	0.3	498.1	4.0	$20.30
Production	75.9	111.7	120.4	8.6	1,203.5	10.8	$16.01
Transportation and material moving	103.0	159.4	165.7	6.3	1,177.6	7.4	$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.

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Table 8: State Occupational Demand and Pay[1], Not Seasonally Adjusted						
	Management and Business/Financial		Professional & Related		Service	
Location	Total Ads Dec-10	Average Hourly Wage[2]	Total Ads Dec-10	Average Hourly Wage[2]	Total Ads Dec-10	Average Hourly Wage[2]
United States	**751,872**	**$40.61**	**1,593,186**	**$29.97**	**323,003**	**$12.25**
Alabama	6,703	$37.52	17,391	$26.96	4,677	$10.45
Alaska	2,256	$36.69	7,723	$31.60	1,688	$14.58
Arizona	14,171	$35.89	33,881	$28.00	7,616	$12.50
Arkansas	4,257	$32.34	9,709	$24.22	2,197	$10.01
California	94,910	$45.67	188,809	$34.85	29,958	$13.67
Colorado	14,244	$39.69	33,478	$31.35	6,737	$12.66
Connecticut	13,871	$46.18	24,615	$32.22	3,781	$14.13
Delaware	3,095	$42.45	6,679	$32.28	946	$12.63
Florida	34,769	$36.23	75,660	$28.03	25,085	$11.88
Georgia	24,139	$41.11	50,471	$27.59	7,775	$11.07
Hawaii	2,710	$35.85	5,736	$28.58	2,707	$13.72
Idaho	2,194	$31.76	6,100	$25.57	2,052	$11.08
Illinois	35,677	$40.23	59,614	$31.06	10,015	$12.94
Indiana	9,601	$36.35	22,575	$25.80	4,666	$11.08
Iowa	6,182	$33.40	15,921	$24.20	4,357	$11.00
Kansas	5,272	$35.34	13,535	$25.19	3,044	$10.90
Kentucky	6,052	$33.70	14,732	$25.64	3,472	$10.57
Louisiana	6,230	$33.92	13,895	$25.24	4,467	$10.56
Maine	2,565	$33.30	7,108	$26.20	1,924	$11.67
Maryland	19,744	$43.38	51,372	$33.82	8,045	$13.08
Massachusetts	29,295	$47.19	54,820	$34.16	8,370	$14.49
Michigan	15,894	$38.76	37,467	$29.30	7,485	$12.01
Minnesota	17,614	$38.48	35,628	$30.04	6,162	$12.22
Mississippi	2,676	$31.91	7,186	$23.36	1,674	$9.98
Missouri	12,407	$35.79	28,494	$26.25	6,609	$10.91
Montana	1,664	$29.54	5,215	$22.55	1,693	$10.73
Nebraska	4,114	$33.99	9,981	$24.81	2,513	$10.78
Nevada	6,340	$38.17	14,508	$29.69	6,186	$12.94
New Hampshire	3,314	$40.38	8,082	$28.86	1,883	$12.53
New Jersey	29,938	$47.46	54,510	$33.23	10,982	$14.41
New Mexico	3,513	$36.04	11,067	$28.01	2,132	$11.03
New York	61,252	$49.57	97,488	$33.04	19,790	$14.18
North Carolina	18,501	$39.58	42,638	$26.90	8,432	$10.98
North Dakota	1,324	$33.39	4,132	$23.36	1,302	$10.66
Ohio	24,281	$37.53	49,809	$28.20	9,874	$11.50
Oklahoma	6,367	$31.71	15,351	$24.23	4,185	$10.38
Oregon	8,724	$36.97	21,520	$28.73	4,631	$12.67
Pennsylvania	28,527	$38.84	56,539	$28.89	12,421	$12.19
Rhode Island	2,827	$41.74	5,926	$31.11	1,593	$12.97
South Carolina	6,199	$36.52	19,401	$25.97	4,980	$10.69
South Dakota	1,806	$30.90	4,829	$22.66	1,706	$10.24
Tennessee	9,943	$34.94	23,762	$25.52	5,566	$10.82
Texas	51,400	$39.87	110,557	$29.25	20,370	$10.96
Utah	5,418	$34.69	13,226	$26.59	3,726	$11.27
Vermont	1,552	$35.87	3,865	$26.60	1,181	$12.68
Virginia	32,332	$42.31	73,673	$32.52	9,398	$12.11
Washington	20,801	$41.40	46,033	$32.03	8,395	$14.10
West Virginia	1,792	$30.72	5,807	$23.58	1,688	$9.99
Wisconsin	13,984	$35.87	33,672	$28.01	7,465	$11.60
Wyoming	865	$33.78	3,280	$25.64	670	$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.

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Table 8: State Occupational Demand and Pay, Not Seasonally Adjusted - continued						
	Sales and Office		Construction and Maintenance		Production and Transportation	
Location	Total Ads Dec-10	Average Hourly Wage[1]	Total Ads Dec-10	Average Hourly Wage[1]	Total Ads Dec-10	Average Hourly Wage[1]
United States	**821,949**	**$16.42**	**158,539**	**$20.25**	**244,386**	**$15.74**
Alabama	11,251	$14.10	3,446	$17.54	4,975	$14.68
Alaska	3,229	$16.99	795	$27.37	841	$20.51
Arizona	20,533	$16.01	3,467	$18.54	4,237	$15.69
Arkansas	5,847	$13.66	1,550	$16.65	2,557	$13.82
California	88,506	$18.02	12,149	$21.55	19,306	$15.85
Colorado	17,542	$17.60	3,196	$20.39	4,231	$16.31
Connecticut	11,375	$19.36	1,690	$23.70	3,329	$17.16
Delaware	2,720	$16.77	545	$21.19	870	$15.74
Florida	54,211	$15.80	8,981	$17.67	9,974	$14.95
Georgia	22,335	$15.81	4,305	$18.21	6,472	$14.70
Hawaii	5,429	$16.00	906	$25.48	1,095	$16.55
Idaho	4,480	$14.80	949	$17.88	1,378	$14.29
Illinois	29,664	$17.12	4,665	$24.63	9,667	$16.05
Indiana	13,822	$15.19	2,628	$20.50	5,511	$15.98
Iowa	9,688	$14.83	2,767	$18.59	4,881	$15.33
Kansas	7,402	$14.96	1,546	$19.15	2,819	$15.47
Kentucky	9,678	$14.44	2,436	$18.56	3,804	$15.82
Louisiana	10,881	$13.56	2,993	$18.18	3,923	$16.50
Maine	3,926	$14.85	701	$18.34	1,246	$15.39
Maryland	19,659	$17.07	4,172	$21.00	5,005	$16.78
Massachusetts	23,316	$19.01	3,577	$24.33	5,929	$16.99
Michigan	18,382	$16.23	4,246	$21.55	6,980	$17.13
Minnesota	17,282	$17.14	3,250	$22.53	6,732	$16.39
Mississippi	4,855	$13.27	958	$16.40	1,762	$13.93
Missouri	16,798	$15.43	3,426	$20.77	5,662	$15.37
Montana	3,030	$13.88	1,188	$18.83	1,272	$15.72
Nebraska	6,076	$14.43	1,308	$18.25	2,143	$15.70
Nevada	12,112	$15.74	2,008	$23.63	2,580	$15.81
New Hampshire	4,915	$16.45	987	$20.15	1,675	$15.90
New Jersey	27,431	$18.42	4,151	$24.04	7,000	$16.25
New Mexico	5,188	$13.94	1,140	$17.45	1,411	$15.44
New York	51,880	$18.88	7,606	$24.18	11,309	$17.04
North Carolina	19,644	$15.37	4,516	$17.76	5,927	$14.46
North Dakota	2,923	$14.02	1,428	$19.75	1,651	$15.81
Ohio	28,392	$15.66	6,063	$20.38	11,451	$15.69
Oklahoma	10,658	$13.65	3,075	$17.54	4,497	$14.83
Oregon	11,162	$16.63	2,182	$20.91	3,472	$15.83
Pennsylvania	32,022	$16.33	6,161	$20.44	10,673	$15.95
Rhode Island	3,634	$16.58	673	$21.51	1,042	$15.29
South Carolina	10,450	$14.35	2,876	$17.39	4,126	$14.96
South Dakota	3,111	$13.42	1,173	$16.56	1,353	$13.65
Tennessee	14,560	$14.74	3,038	$17.80	5,606	$14.78
Texas	54,743	$15.81	12,107	$17.68	16,888	$15.04
Utah	9,799	$14.87	1,733	$19.01	2,582	$15.35
Vermont	1,926	$15.66	455	$18.81	819	$15.78
Virginia	23,186	$16.44	4,906	$19.49	5,530	$15.73
Washington	19,152	$17.62	3,408	$23.12	4,864	$17.92
West Virginia	3,708	$13.04	956	$18.74	1,527	$15.07
Wisconsin	16,342	$15.65	3,754	$21.23	9,160	$16.04
Wyoming	1,488	$14.33	514	$21.26	726	$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.

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Table 9: MSA Occupational Demand and Pay[1], Not Seasonally Adjusted						
	Management and Business/Financial		Professional & Related		Service	
Location	Total Ads Dec-10	Average Hourly Wage[2]	Total Ads Dec-10	Average Hourly Wage[2]	Total Ads Dec-10	Average Hourly Wage[2]
United States	**751,872**	**$40.61**	**1,593,186**	**$29.97**	**323,003**	**$12.25**
Birmingham, AL	2,312	$39.26	4,445	$27.46	1,298	$10.98
Phoenix, AZ	9,800	$36.56	21,110	$28.66	4,677	$12.58
Tucson, AZ	1,719	$35.56	4,916	$28.71	1,469	$12.30
Los Angeles, CA	34,876	$45.91	61,118	$34.38	11,232	$13.38
Riverside, CA	3,500	$39.19	7,203	$30.59	2,552	$13.04
Sacramento, CA	4,819	$38.87	10,020	$32.92	1,932	$13.66
San Diego, CA	7,261	$43.69	17,946	$34.68	3,691	$12.97
San Francisco, CA	26,838	$50.82	46,531	$38.00	5,730	$14.65
San Jose, CA	10,190	$56.88	26,957	$44.43	1,355	$14.44
Denver, CO	9,500	$41.06	18,821	$33.07	3,026	$12.70
Hartford, CT	5,767	$42.75	10,223	$32.52	1,413	$14.11
Washington, DC	42,149	$48.01	83,702	$39.06	8,513	$14.07
Jacksonville, FL	3,660	$35.31	6,997	$27.45	1,941	$11.56
Miami, FL	11,635	$39.01	20,074	$28.72	7,506	$12.47
Orlando, FL	5,332	$36.17	11,205	$27.88	4,054	$11.37
Tampa, FL	6,774	$35.96	14,941	$28.79	3,649	$11.75
Atlanta, GA	19,287	$43.23	34,939	$29.65	4,466	$11.54
Honolulu, HI	2,205	$36.22	4,292	$28.80	2,044	$13.43
Chicago, IL	30,816	$42.09	45,488	$32.56	7,586	$13.25
Indianapolis, IN	4,990	$37.52	9,039	$27.84	1,846	$11.69
Louisville, KY	2,816	$36.39	5,720	$26.91	1,397	$10.84
New Orleans, LA	2,115	$34.98	3,933	$27.46	1,873	$11.21
Baltimore, MD	10,663	$41.80	29,423	$33.08	4,866	$13.30
Boston, MA	25,055	$48.62	44,655	$35.52	6,142	$14.76
Detroit, MI	7,990	$41.38	17,112	$31.52	3,272	$12.35
Minneapolis-St. Paul, MN	13,859	$40.71	25,546	$31.78	4,182	$12.70
Kansas City, MO	5,477	$37.52	10,822	$28.34	2,387	$11.80
St. Louis, MO	6,769	$38.26	14,110	$28.27	2,890	$11.42
Las Vegas, NV	4,795	$38.90	10,302	$29.51	4,750	$13.13
Buffalo, NY	2,241	$38.02	4,425	$27.37	1,619	$12.04
New York, NY	68,800	$52.18	103,914	$35.34	20,330	$14.89
Rochester, NY	1,798	$40.73	4,435	$27.43	1,072	$12.29
Charlotte, NC	7,903	$42.12	13,572	$28.72	2,401	$11.74
Cincinnati, OH	5,672	$38.86	9,866	$29.11	2,136	$11.74
Cleveland, OH	7,226	$38.61	13,252	$28.56	2,783	$12.09
Columbus, OH	5,808	$37.54	11,518	$30.17	2,253	$11.94
Oklahoma City, OK	2,951	$32.66	6,560	$26.53	1,873	$10.64
Portland, OR	6,250	$39.67	14,276	$30.85	2,493	$13.11
Philadelphia, PA	18,546	$43.75	32,490	$31.82	5,876	$13.34
Pittsburgh, PA	7,453	$37.29	13,480	$28.97	4,094	$11.72
Providence, RI	3,282	$41.48	7,155	$30.20	2,047	$13.04
Memphis, TN	2,464	$37.93	5,242	$27.41	1,049	$11.43
Nashville, TN	4,101	$36.47	8,201	$26.11	1,853	$11.15
Austin, TX	5,559	$39.97	14,588	$31.01	2,363	$11.39
Dallas, TX	20,638	$42.06	39,048	$31.37	6,069	$11.50
Houston, TX	15,097	$43.40	26,440	$32.07	4,417	$11.23
San Antonio, TX	4,368	$35.68	10,104	$27.80	3,048	$10.77
Salt Lake City, UT	3,644	$35.69	8,004	$28.61	2,303	$11.71
Richmond, VA	3,653	$38.49	7,409	$28.84	1,684	$11.85
Virginia Beach, VA	2,839	$36.08	7,545	$28.07	2,046	$11.32
Seattle-Tacoma, WA	15,908	$43.56	32,436	$34.48	4,795	$14.56
Milwaukee, WI	6,194	$39.08	13,849	$30.34	2,999	$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.

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Table 9: MSA Occupational Demand and Pay, Not Seasonally Adjusted - continued							
	Sales and Office		Construction and Maintenance		Production and Transportation		
Location	Total Ads Dec-10	Average Hourly Wage[1]	Total Ads Dec-10	Average Hourly Wage[1]	Total Ads Dec-10	Average Hourly Wage[1]	
United States	**821,949**	**$16.42**	**158,539**	**$20.25**	**244,386**	**$15.74**	
Birmingham, AL	3,810	$15.61	844	$18.20	1,367	$14.72	
Phoenix, AZ	13,787	$16.64	2,126	$19.02	2,579	$15.92	
Tucson, AZ	2,992	$14.72	726	$18.26	751	$14.67	
Los Angeles, CA	35,945	$17.95	4,387	$22.71	7,665	$15.07	
Riverside, CA	6,375	$15.90	1,128	$21.47	1,905	$15.37	
Sacramento, CA	5,792	$17.83	913	$22.82	1,295	$16.28	
San Diego, CA	9,941	$17.49	1,475	$22.67	2,239	$15.62	
San Francisco, CA	17,209	$20.78	2,056	$27.17	2,936	$18.35	
San Jose, CA	5,785	$21.95	645	$26.30	1,233	$17.40	
Denver, CO	9,650	$18.82	1,682	$20.73	2,102	$16.55	
Hartford, CT	4,733	$18.65	749	$23.83	1,375	$17.54	
Washington, DC	23,139	$18.90	3,718	$22.18	3,645	$17.37	
Jacksonville, FL	5,050	$15.97	993	$18.28	1,234	$15.40	
Miami, FL	18,318	$16.67	2,205	$18.60	2,901	$15.50	
Orlando, FL	8,947	$15.23	1,342	$18.00	1,528	$14.68	
Tampa, FL	9,519	$16.08	1,537	$17.53	1,752	$14.17	
Atlanta, GA	14,884	$17.23	2,287	$19.39	3,639	$15.43	
Honolulu, HI	4,231	$15.99	722	$26.26	856	$16.71	
Chicago, IL	23,423	$17.83	3,147	$26.04	6,830	$16.31	
Indianapolis, IN	6,591	$16.86	1,137	$20.90	2,184	$15.76	
Louisville, KY	3,987	$15.73	880	$19.29	1,449	$17.24	
New Orleans, LA	3,672	$14.54	989	$18.71	1,182	$17.29	
Baltimore, MD	11,616	$17.21	2,521	$20.65	3,098	$17.26	
Boston, MA	18,472	$19.88	2,653	$25.03	4,193	$17.25	
Detroit, MI	7,998	$17.46	2,142	$23.37	3,067	$18.52	
Minneapolis-St. Paul, MN	12,255	$18.49	2,259	$24.55	4,742	$17.17	
Kansas City, MO	7,045	$16.72	1,329	$22.05	2,467	$16.16	
St. Louis, MO	8,018	$16.73	1,534	$23.50	2,275	$16.41	
Las Vegas, NV	9,171	$15.74	1,325	$24.16	1,617	$15.63	
Buffalo, NY	3,889	$15.80	767	$20.63	1,486	$16.10	
New York, NY	52,845	$19.96	6,217	$25.74	9,809	$17.27	
Rochester, NY	2,936	$15.97	678	$19.88	1,338	$15.20	
Charlotte, NC	6,459	$17.10	1,104	$18.80	1,706	$15.59	
Cincinnati, OH	6,989	$16.84	1,122	$20.29	2,318	$15.97	
Cleveland, OH	6,956	$16.51	1,597	$22.08	2,923	$16.22	
Columbus, OH	6,976	$16.19	1,308	$20.19	2,541	$15.46	
Oklahoma City, OK	5,650	$14.12	1,547	$18.07	2,020	$14.35	
Portland, OR	7,024	$17.78	1,343	$22.64	2,283	$16.60	
Philadelphia, PA	16,283	$18.17	2,595	$23.11	4,251	$16.90	
Pittsburgh, PA	9,283	$15.70	1,921	$20.30	3,037	$15.93	
Providence, RI	4,564	$16.30	898	$21.42	1,418	$15.29	
Memphis, TN	3,463	$15.64	753	$18.90	1,640	$15.07	
Nashville, TN	5,629	$15.55	950	$18.50	1,731	$15.76	
Austin, TX	6,280	$16.94	975	$17.18	1,609	$14.12	
Dallas, TX	18,323	$17.44	3,088	$18.08	4,640	$15.13	
Houston, TX	14,455	$16.91	3,305	$18.99	4,597	$16.47	
San Antonio, TX	6,465	$14.69	1,328	$16.34	1,800	$13.35	
Salt Lake City, UT	5,972	$15.92	961	$19.05	1,522	$15.56	
Richmond, VA	4,278	$17.15	938	$19.71	1,146	$15.28	
Virginia Beach, VA	4,452	$14.79	1,302	$18.72	1,478	$16.09	
Seattle-Tacoma, WA	12,862	$18.84	1,842	$24.73	2,914	$19.06	
Milwaukee, WI	6,405	$17.29	1,308	$23.13	3,667	$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.

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