



# THE CONFERENCE BOARD

## News Release

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**For Immediate Release 10:00 AM ET, Monday, November 2, 2009**

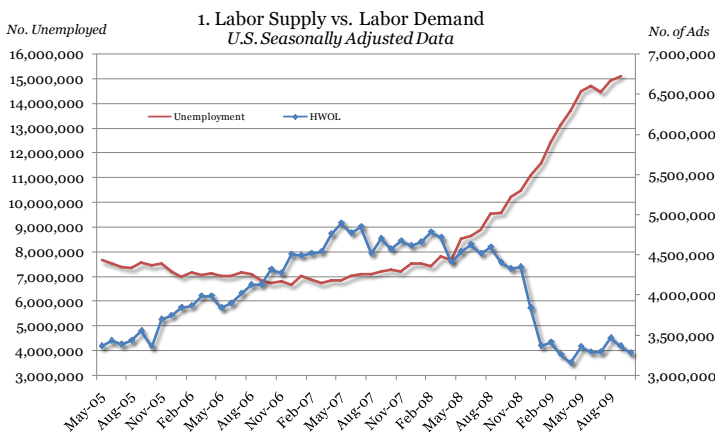
Release #5378

## **Online Job Demand Down 83,200 in October, The Conference Board Reports**

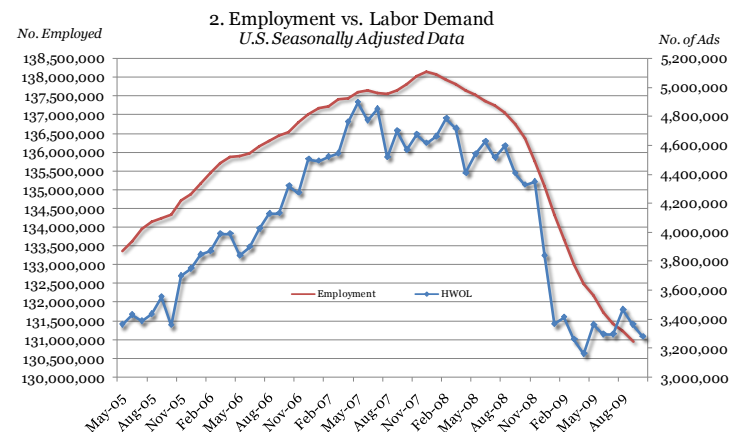
- September and October dips in job demand point to continued weakness in the labor market
- Nationally, job demand has averaged a modest rise of less than 20,000/month for the last six months
- Occupations: Sales occupations show a rise in October; legal professions continue to be in increasing demand

**NEW YORK, November 2, 2009...**Online advertised vacancies declined by 83,200 to 3,280,000 in October, according to **The Conference Board Help-Wanted OnLine Data Series (HWOL)<sup>TM</sup>** released today. Online labor demand has been relatively flat since the low point in April 2009, increasing a modest 117,000, or slightly less than 20,000/month. The October decline reflected dips in labor demand across much of the nation.

“The September and October numbers are a further indication that, thus far, the recovery is weak,” said Gad Levanon, Senior Economist at The Conference Board. “Labor demand is a leading indicator of employment, and the numbers indicate that employment is not likely to rise for the rest of this year.” While there are fewer layoffs and some states, like Maryland and New York, have a modestly upward trend, overall the labor market remains quite anemic. (Table A) “The gap between the number of unemployed and the number of advertised vacancies is about 11.8 million, with 4.5 unemployed for every online advertised vacancy,” said Levanon. (Chart 1)



Source: The Conference Board, BLS



Source: The Conference Board, BLS

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

## Regional and State Highlights

- New York and New Jersey both show a modest upward trend in job demand
- In the South, job trend is positive in Georgia, Maryland, North Carolina and Virginia
- Trend in job demand is basically flat in the largest states in the West

| Table A: State Labor Demand, Selected States, Seasonally Adjusted |   |  |   |                              |
|---|---|--|---|------------------------------|
| Location  | Total Ads <sup>1</sup><br>(Thousands)<br>Oct-09 | M-O-M<br>Change<br>(Thousands)<br>Oct-Sep 09 | Supply/<br>Demand Rate <sup>2</sup><br>Sep-09 | Recent<br>Trend <sup>3</sup> |
| <b>United States</b>  | <b>3,279.8</b>                                  | <b>-83.2</b>                                 | <b>4.50</b>                                   | → 4/09                       |
| <b>NORTHEAST</b>  | <b>687.0</b>                                    | <b>-6.0</b>                                  | <b>3.68</b>                                   |                              |
| Massachusetts   | 102.4   | -2.8   | 3.04  | → 4/09                       |
| New Jersey  | 126.2   | -4.7   | 3.40  | ↑ 1/09                       |
| New York  | 221.8   | -0.7   | 3.90  | ↑ 4/09                       |
| Pennsylvania  | 124.2   | -1.8   | 4.44  | → 4/09                       |
| <b>SOUTH</b>  | <b>1,186.2</b>                                  | <b>-28.5</b>                                 | <b>4.21</b>                                   |                              |
| Florida   | 163.7   | -8.3   | 5.88  | → 1/09                       |
| Georgia   | 91.3  | -1.7   | 5.16  | ↑ 1/09                       |
| Maryland  | 107.6   | -2.6   | 1.94  | ↑ 4/09                       |
| North Carolina  | 83.6  | -1.9   | 5.75  | ↑ 4/09                       |
| Texas   | 213.9   | -7.9   | 4.44  | → 4/09                       |
| Virginia  | 142.8   | -0.6   | 1.92  | ↑ 4/09                       |
| <b>MIDWEST</b>  | <b>632.8</b>                                    | <b>-21.2</b>                                 | <b>5.19</b>                                   |                              |
| Illinois  | 119.3   | -7.4   | 5.51  | → 4/09                       |
| Michigan  | 69.9  | 0.2  | 10.60   | → 7/09                       |
| Minnesota   | 62.2  | 2.7  | 3.64  | ↓ 2/08                       |
| Missouri  | 60.4  | -2.0   | 4.58  | → 4/09                       |
| Ohio  | 102.2   | -2.9   | 5.65  | → 4/09                       |
| Wisconsin   | 65.2  | 0.0  | 3.93  | → 5/09                       |
| <b>WEST</b>   | <b>787.5</b>                                    | <b>-21.2</b>                                 | <b>4.72</b>                                   |                              |
| Arizona   | 63.5  | -3.4   | 4.30  | → 4/09                       |
| California  | 362.4   | -3.7   | 6.14  | → 4/09                       |
| Colorado  | 67.8  | -0.5   | 2.74  | → 4/09                       |
| Washington  | 88.1  | -0.7   | 3.73  | → 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).

In the South, October online advertised vacancies fell by 28,500, following a 45,400 September loss. All of the most populous Southern states decreased. Texas dropped by 7,900 in October; its September

and October drops more than offset its August gain. Florida, which in September had dropped 9,400, dropped another 8,300 in October. With respect to the longer-term trends among the larger states in the South, Texas and Florida are basically flat while job demand in Georgia, Virginia, North Carolina and Maryland has turned up. (Table A). Since January 2009, advertised vacancies in Florida have been basically flat, rising less than 7,000. Among the less populous states in the South, in October Louisiana decreased by 1,700, Arkansas decreased by 1,200, Kentucky decreased by 1,000, Alabama and West Virginia increased modestly (400 and 100 respectively), and advertised vacancies in Oklahoma remained unchanged. (Table 3).

The Northeast was the region with the smallest decline in October, down 6,000, where dips in some of the larger states were partially offset by gains in the states with smaller populations. New Jersey showed the largest decrease, down 4,700 to 126,200, in October. Massachusetts decreased by 2,800 to 102,400. Online job demand in New York, which has shown relative strength in labor demand since April 2009, dipped by 700 in October. Pennsylvania decreased by 1,800 to 124,200. Among the states with smaller populations, in October Connecticut increased by 1,200, Rhode Island increased by 700, and Maine increased modestly (300). Vermont decreased modestly (300), and New Hampshire remained unchanged.

In the West, California fell by 3,700 in October (Table A). Arizona dropped 3,400 in October while Washington and Colorado dropped slightly (700 and 500 respectively). In spite of the October declines, the trend for all of the most populous states in the West is basically flat. Among the states with smaller populations, New Mexico and Nevada fell 2,200 and 600 respectively while Hawaii rose by 700.

In the Midwest, Illinois declined by 7,400 in October. Ohio, which lost 1,900 in September, lost another 2,900 in October. Missouri lost 2,000 and fell to its lowest level since April. Michigan gained a modest 200, and Wisconsin remained unchanged.

The Supply/Demand rate for the U.S. in September (the latest month for which unemployment numbers are available) was at 4.50, up slightly from 4.31 in August and indicating that there are now 4.5 unemployed workers for every online advertised vacancy. Among the states, the highest Supply/Demand rate continues to be in Michigan (10.60), where there are nearly 11 unemployed people for every advertised vacancy. Other states where there are over 6 unemployed for every advertised vacancy are Kentucky (7.32), Mississippi (6.56), California (6.14), and Indiana (6.11). States with some of the lowest rates include: Nebraska (1.62) and Alaska (1.63), Virginia (1.92) and Maryland (1.94) (Table 4).

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 for Sales professions and Business and Finance occupations rises in October**
- **Demand for both healthcare practitioners and healthcare support occupation drops in October**

Among the top 10 occupations in October with online advertised vacancies, Sales and Related occupations, which have remained relatively flat over the last six months, experienced the largest gain, rising 46,100 in October. Job demand was up in a wide variety of sales functions including retail sales workers, first-line supervisors of non-retail sales workers, and financial services sales agents. Business and Finance, which declined throughout this year, increased 21,800 in October, in large part reflecting an increased demand for management analysts. Computer and Mathematical Science occupations rose 7,200

to 409,200, with increased demand for computer systems engineers. An increase in online advertised vacancies for executive secretaries, administrative assistants, and medical secretaries contributed to the 3,200 increase in the Office and Administrative Support occupations.

Healthcare Practitioners and Technical occupations, the largest category in terms of volume, dropped 68,900 in October to 535,600. Labor demand for Healthcare Support occupations also declined in October, down 9,400 to 104,400. Healthcare is a broad field, and the relative tightness of the labor market varies substantially from the higher-paying practitioner and technical jobs to the lower-paying support occupations. In September, the last month for which unemployment data are available, for every unemployed person looking for work in a practitioner or technical occupation, there were 2.7 advertised vacancies and the average wage in these occupations is \$32.64/hour. In healthcare support occupations, where the average wage is \$12.66, there were over two unemployed for every advertised vacancy (Table B and Table 7).

Advertised vacancies in Management occupations were down 56,000 in October to 353,700. Individual occupations showing the largest decreases included managers in a variety of areas, including sales managers and managers for computer and information systems, human resources, medical and health services, and postsecondary education administrators. The number of unemployed exceeds the number of advertised vacancies, and in September there were over two unemployed (2.04) for every online advertised vacancy in the management field.

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 (0.4) and Computer and Mathematical Science (0.6). On the other hand, in Sales and Related Occupations, there were four people seeking jobs in this field for every online advertised vacancy (3.99) and there were nearly six unemployed looking for work in Office and Administrative Support positions for every advertised opening (5.6).

| Occupation                                     | Total Ads<br>(Thousands) | M-O-M<br>Change<br>(Thousands) | Unemployed<br>(Thousands) | Supply/<br>Demand Rate <sup>1</sup> | Average<br>Hourly<br>Wage <sup>2</sup> |
|--|--------------------------|--------------------------------|---------------------------|-------------------------------------|--|
|  | Oct-09                   | Oct-Sep09                      | Sep-09                    | Sep-09                              |  |
| Healthcare practitioners and technical         | 535.6                    | -68.9                          | 221.3                     | 0.37                                | \$32.64                                |
| Sales and related                              | 413.1                    | 46.1                           | 1,463.0                   | 3.99                                | \$17.35                                |
| Computer and mathematical science              | 409.2                    | 7.2                            | 236.1                     | 0.59                                | \$35.82                                |
| Management                                     | 353.7                    | -56.0                          | 836.4                     | 2.04                                | \$48.23                                |
| Office and administrative support              | 335.6                    | 3.2                            | 1,856.8                   | 5.59                                | \$15.49                                |
| Business and financial operations              | 188.2                    | 21.8                           | 398.3                     | 2.39                                | \$31.12                                |
| Architecture and engineering                   | 113.3                    | -0.9                           | 233.2                     | 2.04                                | \$34.34                                |
| Healthcare support                             | 104.4                    | -9.4                           | 260.3                     | 2.29                                | \$12.66                                |
| Arts, design, entertainment, sports, and media | 96.7                     | 9.4                            | 293.7                     | 3.36                                | \$24.36                                |
| Transportation and material moving             | 83.9                     | 2.9                            | 1,137.7                   | 14.03                               | \$15.12                                |

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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 2008 estimates.

## METRO AREA HIGHLIGHTS

- **Washington, DC, Salt Lake City, and Baltimore have the lowest Supply/Demand rates**
- **Online advertised vacancies in Washington, DC are at 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 <sup>1</sup> |        |
|-----------------------|--------|--------------------------|--------|---------------------------------|--------|
|                       | Oct-09 |                          | Oct-09 |                                 | Sep-09 |
| New York, NY          | 239.12 | Washington, DC           | 5.42   | Washington, DC                  | 1.13   |
| Washington, DC        | 164.5  | Baltimore, MD            | 4.34   | Salt Lake City, UT              | 1.66   |
| Los Angeles, CA       | 139.27 | Salt Lake City, UT       | 3.62   | Baltimore, MD                   | 1.68   |
| Chicago, IL           | 98.98  | San Francisco, CA        | 3.52   | Oklahoma City, OK               | 1.93   |
| Boston, MA            | 84.2   | San Jose, CA             | 3.39   | Honolulu, HI                    | 2.26   |
| San Francisco, CA     | 80.25  | Boston, MA               | 3.32   | Hartford, CT                    | 2.5    |
| Philadelphia, PA      | 69.54  | Milwaukee, WI            | 3.21   | Denver, CO                      | 2.54   |
| Dallas, TX            | 69.31  | Hartford, CT             | 3.17   | Pittsburgh, PA                  | 2.56   |
| Baltimore, MD         | 60.29  | Seattle-Tacoma, WA       | 3.12   | Boston, MA                      | 2.56   |
| Seattle-Tacoma, WA    | 59.75  | Charlotte, NC            | 3.00   | San Antonio, TX                 | 2.57   |

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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 October, all of the 52 metropolitan areas for which data are reported separately posted over-the-year decreases 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 10 percent below its October 2008 level and the Los Angeles metro area was about 22 percent below its October 2008 level. Washington, D.C. was down 200, roughly in line with last year's level (Table C & Table 5).

The number of unemployed exceeded the number of advertised vacancies in all of the 52 metro areas for which information is reported separately. Washington, D.C., Salt Lake City, and Baltimore were the 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 Detroit, MI, where there are nearly 12 unemployed people for every advertised vacancy (11.9), Riverside (10.3), Miami (6.5), Los Angeles (5.5), Sacramento (5.5), Louisville (5.1), and Memphis (5.1). Supply/Demand rate data are for September 2009, 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 may change for reasons not related to overall job demand.

With the October 1, 2008 release, HWOL began providing seasonally adjusted data for the U.S., the 9 Census regions and 50 States. Seasonally adjusted data for occupations was provided beginning with the July 1, 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 the economists listed at the top of this release with questions and comments. Background information and technical notes on this new series are available at: <http://www.conference-board.org/economics/helpwantedOnline.cfm>.

The underlying data for this series is provided by **Wanted Technologies Corporation**. Additional information on the **Bureau of Labor Statistics** data used in this release can be found on the BLS website, [www.bls.gov](http://www.bls.gov).

### **The Conference Board**

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

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

### **Publication Schedule, Help Wanted Online Data Series**

|  | <b>Data for the Month</b> |  | <b>Release Date</b> |  |
|--|---------------------------|--|---------------------|--|
|  | November, 2009            |  | December 2, 2009*   |  |
|  | December, 2009            |  | January 6, 2010*    |  |

\*Wednesday release due to holidays or data availability.

**Table 1: National/Regional Total Ads and New Ads (Levels), Seasonally Adjusted**

| Location <sup>3</sup> | Total Ads <sup>1</sup> (Thousands) |                |                | M-O-M Change (Thousands) | New Ads <sup>2</sup> (Thousands) |                |                | M-O-M Change (Thousands) |
|-----------------------|------------------------------------|----------------|----------------|--------------------------|----------------------------------|----------------|----------------|--------------------------|
|                       | Oct-08                             | Sep-09         | Oct-09         | Oct-Sep 09               | Oct-08                           | Sep-09         | Oct-09         | Oct-Sep 09               |
| <b>United States</b>  | <b>4,327.4</b>                     | <b>3,363.0</b> | <b>3,279.8</b> | <b>-83.2</b>             | <b>2,644.4</b>                   | <b>2,018.4</b> | <b>1,994.4</b> | <b>-24.1</b>             |
| New England           | 284.5                              | 215.4          | 215.5          | 0.1                      | 161.6                            | 127.5          | 126.2          | -1.3                     |
| Middle Atlantic       | 590.0                              | 477.6          | 471.5          | -6.1                     | 371.1                            | 307.2          | 300.5          | -6.8                     |
| South Atlantic        | 867.8                              | 744.7          | 731.1          | -13.6                    | 522.0                            | 432.7          | 434.0          | 1.3                      |
| East North Central    | 531.8                              | 414.8          | 400.4          | -14.4                    | 316.7                            | 251.5          | 243.5          | -8.0                     |
| East South Central    | 178.6                              | 146.0          | 143.7          | -2.3                     | 106.9                            | 80.2           | 79.0           | -1.3                     |
| West North Central    | 340.0                              | 239.2          | 232.4          | -6.8                     | 189.9                            | 135.6          | 133.7          | -1.9                     |
| West South Central    | 459.3                              | 324.0          | 311.4          | -12.6                    | 293.3                            | 186.8          | 182.8          | -4.0                     |
| Mountain              | 380.3                              | 278.2          | 265.8          | -12.4                    | 245.1                            | 168.6          | 166.3          | -2.2                     |
| Pacific               | 710.8                              | 530.5          | 521.7          | -8.8                     | 435.9                            | 332.6          | 327.1          | -5.4                     |

**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**

| Location <sup>2</sup> | Total Ads Rate <sup>1</sup> (Percent) |             |             | New Ads Rate <sup>1</sup> (Percent) |             |             |
|-----------------------|---------------------------------------|-------------|-------------|-------------------------------------|-------------|-------------|
|                       | Oct-08                                | Sep-09      | Oct-09      | Oct-08                              | Sep-09      | Oct-09      |
| <b>United States</b>  | <b>2.79</b>                           | <b>2.18</b> | <b>2.13</b> | <b>1.71</b>                         | <b>1.31</b> | <b>1.29</b> |
| New England           | 3.70                                  | 2.80        | 2.80        | 2.10                                | 1.66        | 1.64        |
| Middle Atlantic       | 2.86                                  | 2.31        | 2.29        | 1.80                                | 1.49        | 1.46        |
| South Atlantic        | 2.93                                  | 2.54        | 2.50        | 1.76                                | 1.48        | 1.48        |
| East North Central    | 2.23                                  | 1.76        | 1.70        | 1.33                                | 1.07        | 1.03        |
| East South Central    | 2.09                                  | 1.73        | 1.70        | 1.25                                | 0.95        | 0.94        |
| West North Central    | 3.10                                  | 2.18        | 2.12        | 1.73                                | 1.24        | 1.22        |
| West South Central    | 2.69                                  | 1.88        | 1.80        | 1.72                                | 1.08        | 1.06        |
| Mountain              | 3.39                                  | 2.51        | 2.40        | 2.18                                | 1.52        | 1.50        |
| Pacific               | 2.84                                  | 2.13        | 2.09        | 1.74                                | 1.34        | 1.31        |

**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**

| Location             | Total Ads <sup>1</sup> (Thousands) |                |                | M-O-M Change (Thousands) | New Ads <sup>2</sup> (Thousands) |                |                | M-O-M Change (Thousands) |
|----------------------|------------------------------------|----------------|----------------|--------------------------|----------------------------------|----------------|----------------|--------------------------|
|                      | Oct-08                             | Sep-09         | Oct-09         | Oct-Sep 09               | Oct-08                           | Sep-09         | Oct-09         | Oct-Sep 09               |
| <b>United States</b> | <b>4,327.4</b>                     | <b>3,363.0</b> | <b>3,279.8</b> | <b>-83.2</b>             | <b>2,644.4</b>                   | <b>2,018.4</b> | <b>1,994.4</b> | <b>-24.1</b>             |
| Alabama              | 59.4                               | 42.1           | 42.5           | 0.4                      | 33.2                             | 20.7           | 20.4           | -0.4                     |
| Alaska               | 24.0                               | 18.5           | 17.6           | -0.9                     | 13.0                             | 9.4            | 9.0            | -0.3                     |
| Arkansas             | 29.9                               | 26.7           | 25.5           | -1.2                     | 17.9                             | 14.8           | 14.0           | -0.9                     |
| Arizona              | 99.8                               | 66.9           | 63.5           | -3.4                     | 67.4                             | 39.7           | 39.6           | 0.0                      |
| California           | 491.4                              | 366.1          | 362.4          | -3.7                     | 304.8                            | 239.5          | 233.4          | -6.0                     |
| Colorado             | 107.0                              | 68.3           | 67.8           | -0.5                     | 71.0                             | 43.4           | 43.0           | -0.4                     |
| Connecticut          | 68.2                               | 50.0           | 51.1           | 1.2                      | 37.9                             | 29.2           | 29.9           | 0.7                      |
| Delaware             | 18.8                               | 13.6           | 14.3           | 0.7                      | 10.5                             | 7.3            | 8.3            | 0.9                      |
| Florida              | 211.8                              | 172.0          | 163.7          | -8.3                     | 143.2                            | 114.7          | 111.3          | -3.4                     |
| Georgia              | 121.8                              | 93.0           | 91.3           | -1.7                     | 76.9                             | 55.9           | 54.5           | -1.4                     |
| Hawaii               | 20.9                               | 15.7           | 16.5           | 0.7                      | 13.8                             | 9.8            | 10.1           | 0.3                      |
| Iowa                 | 51.1                               | 36.8           | 36.0           | -0.8                     | 25.9                             | 18.7           | 18.0           | -0.7                     |
| Idaho                | 23.7                               | 20.3           | 19.9           | -0.4                     | 14.3                             | 13.9           | 13.5           | -0.5                     |
| Illinois             | 158.5                              | 126.7          | 119.3          | -7.4                     | 86.0                             | 73.2           | 66.4           | -6.8                     |
| Indiana              | 60.5                               | 49.5           | 47.7           | -1.8                     | 36.6                             | 28.4           | 28.9           | 0.5                      |
| Kansas               | 40.0                               | 31.3           | 27.9           | -3.4                     | 21.8                             | 16.7           | 14.7           | -2.0                     |
| Kentucky             | 34.9                               | 30.8           | 29.7           | -1.0                     | 22.5                             | 17.6           | 18.0           | 0.4                      |
| Louisiana            | 48.6                               | 36.3           | 34.6           | -1.7                     | 31.2                             | 21.2           | 20.6           | -0.6                     |
| Massachusetts        | 140.4                              | 105.1          | 102.4          | -2.8                     | 79.4                             | 63.0           | 59.5           | -3.5                     |
| Maryland             | 121.7                              | 110.2          | 107.6          | -2.6                     | 66.5                             | 56.7           | 58.1           | 1.4                      |
| Maine                | 20.6                               | 16.9           | 17.2           | 0.3                      | 10.7                             | 8.9            | 9.1            | 0.1                      |
| Michigan             | 87.4                               | 69.8           | 69.9           | 0.2                      | 57.4                             | 46.0           | 46.2           | 0.2                      |
| Minnesota            | 97.1                               | 59.5           | 62.2           | 2.7                      | 52.9                             | 36.1           | 37.9           | 1.8                      |
| Missouri             | 83.0                               | 62.4           | 60.4           | -2.0                     | 51.1                             | 38.2           | 36.5           | -1.7                     |
| Mississippi          | 21.5                               | 17.9           | 16.3           | -1.6                     | 11.6                             | 10.1           | 9.1            | -1.0                     |
| Montana              | 17.6                               | 13.0           | 12.0           | -1.0                     | 8.3                              | 6.2            | 6.0            | -0.2                     |
| North Carolina       | 103.4                              | 85.6           | 83.6           | -1.9                     | 65.8                             | 53.9           | 53.0           | -0.8                     |
| North Dakota         | 16.0                               | 7.8            | 7.7            | -0.1                     | 7.7                              | 4.3            | 4.5            | 0.2                      |
| Nebraska             | 39.0                               | 29.5           | 28.5           | -1.0                     | 23.4                             | 17.5           | 16.8           | -0.7                     |
| New Hampshire        | 23.8                               | 18.2           | 18.1           | 0.0                      | 14.4                             | 11.1           | 11.2           | 0.2                      |
| New Jersey           | 146.7                              | 130.9          | 126.2          | -4.7                     | 91.9                             | 82.8           | 79.2           | -3.7                     |
| New Mexico           | 31.2                               | 26.8           | 24.5           | -2.2                     | 19.3                             | 15.4           | 14.7           | -0.8                     |
| Nevada               | 46.2                               | 41.4           | 40.8           | -0.6                     | 30.9                             | 26.1           | 26.8           | 0.7                      |
| New York             | 262.7                              | 222.5          | 221.8          | -0.7                     | 164.3                            | 145.9          | 145.0          | -0.9                     |
| Ohio                 | 135.5                              | 105.1          | 102.2          | -2.9                     | 86.9                             | 65.6           | 65.5           | -0.1                     |
| Oklahoma             | 50.7                               | 37.3           | 37.3           | 0.0                      | 29.8                             | 22.2           | 21.6           | -0.6                     |
| Oregon               | 54.2                               | 41.6           | 41.2           | -0.4                     | 33.9                             | 24.9           | 25.8           | 0.9                      |
| Pennsylvania         | 181.3                              | 126.0          | 124.2          | -1.8                     | 116.7                            | 78.8           | 77.8           | -0.9                     |
| Rhode Island         | 18.3                               | 15.4           | 16.1           | 0.7                      | 11.2                             | 9.9            | 10.1           | 0.2                      |
| South Carolina       | 54.0                               | 44.5           | 44.1           | -0.4                     | 28.9                             | 24.7           | 24.7           | -0.1                     |
| South Dakota         | 17.3                               | 12.1           | 12.1           | 0.0                      | 7.0                              | 5.0            | 5.4            | 0.4                      |
| Tennessee            | 61.0                               | 55.5           | 53.8           | -1.7                     | 39.4                             | 32.2           | 31.6           | -0.6                     |
| Texas                | 329.9                              | 221.8          | 213.9          | -7.9                     | 212.7                            | 128.2          | 125.6          | -2.7                     |
| Utah                 | 50.5                               | 34.0           | 34.7           | 0.6                      | 31.7                             | 20.0           | 20.6           | 0.6                      |
| Virginia             | 147.4                              | 143.4          | 142.8          | -0.6                     | 79.8                             | 76.7           | 78.5           | 1.8                      |
| Vermont              | 12.3                               | 10.3           | 10.0           | -0.3                     | 7.0                              | 5.8            | 5.7            | -0.2                     |
| Washington           | 125.8                              | 88.7           | 88.1           | -0.7                     | 73.9                             | 51.1           | 51.5           | 0.4                      |
| Wisconsin            | 95.0                               | 65.1           | 65.2           | 0.0                      | 50.9                             | 38.6           | 37.2           | -1.4                     |
| West Virginia        | 19.3                               | 16.7           | 16.7           | 0.1                      | 11.6                             | 9.0            | 9.3            | 0.3                      |
| Wyoming              | 11.8                               | 8.5            | 8.2            | -0.3                     | 5.2                              | 4.8            | 4.4            | -0.4                     |

**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**

| Location             | Total Ads Rate <sup>1</sup><br>(Percent) |             |             | Unemployment<br>Rate <sup>2</sup> | Unemployed<br>(Thousands) | Total Ads<br>(Thousands) | Supply/<br>Demand Rate <sup>3</sup> |
|----------------------|--|-------------|-------------|-----------------------------------|---------------------------|--------------------------|-------------------------------------|
|                      | Oct-08                                   | Sep-09      | Oct-09      | Sep-09                            | Sep-09                    | Sep-09                   | Sep-09                              |
| <b>United States</b> | <b>2.79</b>                              | <b>2.18</b> | <b>2.13</b> | <b>9.80</b>                       | <b>15,142.00</b>          | <b>3,363.0</b>           | <b>4.50</b>                         |
| Alabama              | 2.75                                     | 2.02        | 2.04        | 10.70                             | 223.17                    | 42.1                     | 5.30                                |
| Alaska               | 6.69                                     | 5.16        | 4.91        | 8.40                              | 30.17                     | 18.5                     | 1.63                                |
| Arkansas             | 2.17                                     | 1.95        | 1.87        | 7.10                              | 97.07                     | 26.7                     | 3.64                                |
| Arizona              | 3.15                                     | 2.12        | 2.01        | 9.10                              | 287.31                    | 66.9                     | 4.30                                |
| California           | 2.65                                     | 1.99        | 1.97        | 12.20                             | 2,246.60                  | 366.1                    | 6.14                                |
| Colorado             | 3.91                                     | 2.56        | 2.54        | 7.00                              | 187.37                    | 68.3                     | 2.74                                |
| Connecticut          | 3.62                                     | 2.65        | 2.71        | 8.40                              | 158.78                    | 50.0                     | 3.18                                |
| Delaware             | 4.22                                     | 3.15        | 3.32        | 8.30                              | 35.91                     | 13.6                     | 2.64                                |
| Florida              | 2.27                                     | 1.87        | 1.78        | 11.00                             | 1,011.67                  | 172.0                    | 5.88                                |
| Georgia              | 2.51                                     | 1.96        | 1.93        | 10.10                             | 480.12                    | 93.0                     | 5.16                                |
| Hawaii               | 3.18                                     | 2.43        | 2.55        | 7.20                              | 46.89                     | 15.7                     | 2.98                                |
| Iowa                 | 3.05                                     | 2.17        | 2.12        | 6.70                              | 113.08                    | 36.8                     | 3.07                                |
| Idaho                | 3.12                                     | 2.70        | 2.65        | 8.80                              | 66.21                     | 20.3                     | 3.26                                |
| Illinois             | 2.38                                     | 1.91        | 1.80        | 10.50                             | 698.37                    | 126.7                    | 5.51                                |
| Indiana              | 1.87                                     | 1.57        | 1.52        | 9.60                              | 302.56                    | 49.5                     | 6.11                                |
| Kansas               | 2.66                                     | 2.04        | 1.82        | 6.90                              | 106.21                    | 31.3                     | 3.39                                |
| Kentucky             | 1.70                                     | 1.49        | 1.44        | 10.90                             | 225.21                    | 30.8                     | 7.32                                |
| Louisiana            | 2.31                                     | 1.76        | 1.68        | 7.40                              | 152.98                    | 36.3                     | 4.21                                |
| Massachusetts        | 4.10                                     | 3.05        | 2.97        | 9.30                              | 319.69                    | 105.1                    | 3.04                                |
| Maryland             | 4.05                                     | 3.73        | 3.65        | 7.20                              | 213.77                    | 110.2                    | 1.94                                |
| Maine                | 2.92                                     | 2.41        | 2.45        | 8.50                              | 59.58                     | 16.9                     | 3.53                                |
| Michigan             | 1.78                                     | 1.44        | 1.45        | 15.30                             | 739.70                    | 69.8                     | 10.60                               |
| Minnesota            | 3.29                                     | 2.01        | 2.10        | 7.30                              | 216.79                    | 59.5                     | 3.64                                |
| Missouri             | 2.76                                     | 2.07        | 2.00        | 9.50                              | 285.79                    | 62.4                     | 4.58                                |
| Mississippi          | 1.64                                     | 1.40        | 1.27        | 9.20                              | 117.71                    | 17.9                     | 6.56                                |
| Montana              | 3.46                                     | 2.60        | 2.40        | 6.70                              | 33.26                     | 13.0                     | 2.56                                |
| North Carolina       | 2.26                                     | 1.89        | 1.84        | 10.80                             | 491.77                    | 85.6                     | 5.75                                |
| North Dakota         | 4.32                                     | 2.14        | 2.11        | 4.20                              | 15.11                     | 7.8                      | 1.95                                |
| Nebraska             | 3.90                                     | 3.00        | 2.90        | 4.90                              | 47.80                     | 29.5                     | 1.62                                |
| New Hampshire        | 3.22                                     | 2.46        | 2.46        | 7.20                              | 53.33                     | 18.2                     | 2.93                                |
| New Jersey           | 3.25                                     | 2.89        | 2.78        | 9.80                              | 444.92                    | 130.9                    | 3.40                                |
| New Mexico           | 3.24                                     | 2.79        | 2.56        | 7.70                              | 73.56                     | 26.8                     | 2.75                                |
| Nevada               | 3.32                                     | 2.96        | 2.91        | 13.30                             | 186.91                    | 41.4                     | 4.51                                |
| New York             | 2.70                                     | 2.29        | 2.28        | 8.90                              | 868.10                    | 222.5                    | 3.90                                |
| Ohio                 | 2.27                                     | 1.79        | 1.74        | 10.10                             | 594.09                    | 105.1                    | 5.65                                |
| Oklahoma             | 2.88                                     | 2.09        | 2.09        | 6.70                              | 119.44                    | 37.3                     | 3.20                                |
| Oregon               | 2.75                                     | 2.12        | 2.10        | 11.50                             | 225.07                    | 41.6                     | 5.42                                |
| Pennsylvania         | 2.82                                     | 1.98        | 1.95        | 8.80                              | 559.37                    | 126.0                    | 4.44                                |
| Rhode Island         | 3.23                                     | 2.70        | 2.82        | 13.00                             | 74.04                     | 15.4                     | 4.80                                |
| South Carolina       | 2.49                                     | 2.05        | 2.03        | 11.60                             | 251.98                    | 44.5                     | 5.66                                |
| South Dakota         | 3.87                                     | 2.72        | 2.72        | 4.80                              | 21.36                     | 12.1                     | 1.76                                |
| Tennessee            | 2.00                                     | 1.85        | 1.79        | 10.50                             | 316.92                    | 55.5                     | 5.71                                |
| Texas                | 2.80                                     | 1.84        | 1.77        | 8.20                              | 985.21                    | 221.8                    | 4.44                                |
| Utah                 | 3.64                                     | 2.49        | 2.54        | 6.20                              | 84.33                     | 34.0                     | 2.48                                |
| Virginia             | 3.55                                     | 3.46        | 3.45        | 6.70                              | 275.87                    | 143.4                    | 1.92                                |
| Vermont              | 3.44                                     | 2.88        | 2.80        | 6.70                              | 23.81                     | 10.3                     | 2.32                                |
| Washington           | 3.59                                     | 2.48        | 2.47        | 9.30                              | 330.79                    | 88.7                     | 3.73                                |
| Wisconsin            | 3.08                                     | 2.13        | 2.13        | 8.30                              | 255.95                    | 65.1                     | 3.93                                |
| West Virginia        | 2.39                                     | 2.10        | 2.11        | 8.90                              | 70.83                     | 16.7                     | 4.25                                |
| Wyoming              | 4.02                                     | 2.89        | 2.80        | 6.80                              | 19.97                     | 8.5                      | 2.36                                |

**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**

| Location <sup>3</sup>    | Total Ads <sup>1</sup> (Thousands) |        |        | Percent Change Y-O-Y | New Ads <sup>2</sup> (Thousands) |        |        | Percent Change Y-O-Y |
|--------------------------|------------------------------------|--------|--------|----------------------|----------------------------------|--------|--------|----------------------|
|                          | Oct-08                             | Sep-09 | Oct-09 | Oct 08-09            | Oct-08                           | Sep-09 | Oct-09 | Oct 08-09            |
| Birmingham, AL           | 16.9                               | 12.4   | 12.1   | -28.5%               | 9.8                              | 6.3    | 6.1    | -37.8%               |
| Phoenix, AZ              | 70.6                               | 45.4   | 44.3   | -37.2%               | 47.1                             | 28     | 28.3   | -40.0%               |
| Tucson, AZ               | 16.5                               | 11.6   | 11.2   | -31.9%               | 10.3                             | 7.2    | 7.3    | -28.9%               |
| Los Angeles, CA          | 177.9                              | 141.2  | 139.3  | -21.7%               | 113.8                            | 96.2   | 95.9   | -15.7%               |
| Riverside, CA            | 24.2                               | 24.5   | 24.1   | -0.6%                | 15.3                             | 16.1   | 16.4   | 6.9%                 |
| Sacramento, CA           | 27.9                               | 22.7   | 21.2   | -24.0%               | 16.7                             | 14.1   | 13.3   | -20.2%               |
| San Diego, CA            | 51.3                               | 41.2   | 40.4   | -21.3%               | 31.2                             | 26.1   | 26.3   | -15.7%               |
| San Francisco, CA        | 111.6                              | 81.2   | 80.3   | -28.1%               | 66.3                             | 51.7   | 51.7   | -22.0%               |
| San Jose, CA             | 47.8                               | 29.6   | 31.3   | -34.6%               | 24.2                             | 15.5   | 16.8   | -30.5%               |
| Denver, CO               | 65.8                               | 37.9   | 37.1   | -43.6%               | 43.7                             | 23.4   | 22.9   | -47.7%               |
| Hartford, CT             | 27.4                               | 19.5   | 19     | -30.7%               | 15.7                             | 12.1   | 11.7   | -25.7%               |
| Washington, DC           | 164.9                              | 164.7  | 164.5  | -0.2%                | 85.1                             | 83.3   | 85.2   | 0.1%                 |
| Jacksonville, FL         | 19.7                               | 17.1   | 16.1   | -18.3%               | 12.9                             | 11.6   | 10.8   | -16.1%               |
| Miami, FL                | 73.6                               | 47.7   | 48     | -34.8%               | 52                               | 30.4   | 31.3   | -39.7%               |
| Orlando, FL              | 28.7                               | 27.5   | 26.7   | -7.2%                | 19.3                             | 19.3   | 19     | -1.5%                |
| Tampa, FL                | 33.2                               | 32     | 30.9   | -7.0%                | 19.1                             | 20.8   | 20.8   | 8.8%                 |
| Atlanta, GA              | 81                                 | 61.6   | 59.1   | -27.1%               | 50.8                             | 38.6   | 36.7   | -27.6%               |
| Honolulu, HI             | 15.4                               | 12.5   | 11.8   | -23.4%               | 11.1                             | 8.9    | 8.3    | -25.8%               |
| Chicago, IL              | 123.5                              | 104.3  | 99     | -19.9%               | 64.9                             | 60.9   | 56.2   | -13.4%               |
| Indianapolis, IN         | 27.3                               | 21.9   | 21.8   | -20.2%               | 16.9                             | 12.4   | 12.8   | -23.9%               |
| Louisville, KY           | 15.3                               | 12.5   | 13.1   | -14.4%               | 9.8                              | 7.7    | 8.3    | -15.7%               |
| New Orleans, LA          | 19.1                               | 13.2   | 12.3   | -35.4%               | 12.1                             | 7.9    | 7.5    | -38.6%               |
| Baltimore, MD            | 67.5                               | 61.9   | 60.3   | -10.7%               | 39.3                             | 33.7   | 34.2   | -13.0%               |
| Boston, MA               | 113.5                              | 85.7   | 84.2   | -25.8%               | 65.8                             | 53.1   | 51.5   | -21.7%               |
| Detroit, MI              | 38                                 | 30.3   | 31.6   | -17.0%               | 24.6                             | 20.9   | 21.7   | -11.8%               |
| Minneapolis-St. Paul, MN | 73.1                               | 45.7   | 47     | -35.6%               | 40.6                             | 28.2   | 29     | -28.6%               |
| Kansas City, MO          | 35.8                               | 24.7   | 24.3   | -32.1%               | 21.5                             | 14.8   | 14.7   | -31.8%               |
| St. Louis, MO            | 42.5                               | 32.4   | 31.9   | -25.0%               | 25.4                             | 20.2   | 19.8   | -21.9%               |
| Las Vegas, NV            | 32.3                               | 30.3   | 29.3   | -9.1%                | 21.8                             | 19.9   | 19.9   | -8.8%                |
| Buffalo, NY              | 17.2                               | 14.9   | 14.3   | -17.2%               | 11.2                             | 9.9    | 9.5    | -15.4%               |
| New York, NY             | 265.3                              | 236.6  | 239.1  | -9.9%                | 170.3                            | 159.5  | 162    | -4.8%                |
| Rochester, NY            | 13.7                               | 11.1   | 10.5   | -23.1%               | 9                                | 7.4    | 6.9    | -23.8%               |
| Charlotte, NC            | 30.2                               | 25.4   | 25.6   | -15.2%               | 18.2                             | 16.5   | 17     | -6.9%                |
| Cincinnati, OH           | 32.3                               | 23.1   | 23.4   | -27.7%               | 18.9                             | 13.8   | 14     | -26.2%               |
| Cleveland, OH            | 40.4                               | 26.1   | 27     | -33.2%               | 23.1                             | 15.6   | 16.4   | -29.0%               |
| Columbus, OH             | 30.5                               | 25.3   | 25.2   | -17.2%               | 18.9                             | 16.3   | 16.5   | -12.6%               |
| Oklahoma City, OK        | 20.3                               | 17.6   | 16.9   | -16.8%               | 12.7                             | 10.5   | 10.3   | -18.9%               |
| Portland, OR             | 36.2                               | 28.7   | 28.5   | -21.4%               | 21.4                             | 17.6   | 17.4   | -18.6%               |
| Philadelphia, PA         | 103                                | 70.2   | 69.5   | -32.5%               | 64.5                             | 42.6   | 42.7   | -33.8%               |
| Pittsburgh, PA           | 44.6                               | 35.7   | 34.2   | -23.3%               | 30.3                             | 24.3   | 23     | -24.0%               |
| Providence, RI           | 21.3                               | 19.3   | 18.1   | -15.2%               | 14                               | 13.5   | 12.3   | -12.2%               |
| Memphis, TN              | 17.7                               | 12.1   | 11.9   | -32.7%               | 11.9                             | 6.9    | 7.2    | -39.2%               |
| Nashville, TN            | 20.2                               | 20.2   | 19.8   | -2.2%                | 12.5                             | 12.3   | 12.2   | -2.0%                |
| Austin, TX               | 41.9                               | 24.9   | 25.1   | -40.1%               | 29.4                             | 15.5   | 16     | -45.5%               |
| Dallas, TX               | 111.2                              | 70.8   | 69.3   | -37.7%               | 71.1                             | 41     | 39.7   | -44.2%               |
| Houston, TX              | 91.3                               | 56.6   | 55.8   | -38.9%               | 55.3                             | 30.9   | 31.4   | -43.3%               |
| San Antonio, TX          | 30.1                               | 27.1   | 26     | -13.5%               | 18.3                             | 17     | 16.7   | -8.7%                |
| Salt Lake City, UT       | 31.1                               | 21.8   | 22     | -29.1%               | 19.7                             | 13     | 13.2   | -33.1%               |
| Richmond, VA             | 20.1                               | 17     | 16.9   | -15.8%               | 12.1                             | 10.8   | 11     | -9.6%                |
| Virginia Beach, VA       | 21                                 | 20     | 20     | -4.4%                | 12                               | 12.6   | 13     | 8.7%                 |
| Seattle-Tacoma, WA       | 87.3                               | 61.4   | 59.8   | -31.6%               | 50.9                             | 36.8   | 35.8   | -29.7%               |
| Milwaukee, WI            | 41.5                               | 24.1   | 25.4   | -38.8%               | 20.9                             | 13.5   | 14.2   | -32.2%               |

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

**Table 6: MSA Labor Supply /Labor Demand Indicators, Not Seasonally Adjusted**

| Location <sup>4</sup>    | Total Ads Rate <sup>1</sup><br>(Percent) |        |        | Unemployment<br>Rate <sup>2</sup> | Unemployed<br>(Thousands) | Total Ads<br>(Thousands) | Supply/<br>Demand Rate <sup>3</sup> |
|--------------------------|--|--------|--------|-----------------------------------|---------------------------|--------------------------|-------------------------------------|
|                          | Oct-08                                   | Sep-09 | Oct-09 | Sep-09                            | Sep-09                    | Sep-09                   | Sep-09                              |
| Birmingham, AL           | 3.19                                     | 2.42   | 2.35   | 10.2                              | 51.7                      | 12.4                     | 4.16                                |
| Phoenix, AZ              | 3.29                                     | 2.14   | 2.09   | 8.6                               | 182.9                     | 45.4                     | 4.03                                |
| Tucson, AZ               | 3.36                                     | 2.36   | 2.28   | 8.4                               | 40.9                      | 11.6                     | 3.51                                |
| Los Angeles, CA          | 2.67                                     | 2.14   | 2.12   | 11.9                              | 778.2                     | 141.2                    | 5.51                                |
| Riverside, CA            | 1.34                                     | 1.37   | 1.34   | 14.2                              | 252.6                     | 24.5                     | 10.32                               |
| Sacramento, CA           | 2.61                                     | 2.14   | 2      | 11.8                              | 124.4                     | 22.7                     | 5.48                                |
| San Diego, CA            | 3.24                                     | 2.62   | 2.56   | 10.2                              | 159.8                     | 41.2                     | 3.88                                |
| San Francisco, CA        | 4.88                                     | 3.56   | 3.52   | 10.4                              | 235.2                     | 81.2                     | 2.90                                |
| San Jose, CA             | 5.2                                      | 3.21   | 3.39   | 11.8                              | 107.5                     | 29.6                     | 3.63                                |
| Denver, CO               | 4.67                                     | 2.75   | 2.7    | 7.1                               | 96.3                      | 37.9                     | 2.54                                |
| Hartford, CT             | 4.59                                     | 3.25   | 3.17   | 8.3                               | 48.7                      | 19.5                     | 2.50                                |
| Washington, DC           | 5.44                                     | 5.43   | 5.42   | 6.2                               | 185.4                     | 164.7                    | 1.13                                |
| Jacksonville, FL         | 2.84                                     | 2.49   | 2.33   | 10.7                              | 73.2                      | 17.1                     | 4.27                                |
| Miami, FL                | 2.56                                     | 1.65   | 1.66   | 10.9                              | 311.7                     | 47.7                     | 6.54                                |
| Orlando, FL              | 2.55                                     | 2.46   | 2.38   | 11.5                              | 128.2                     | 27.5                     | 4.66                                |
| Tampa, FL                | 2.48                                     | 2.42   | 2.33   | 11.7                              | 154.3                     | 32                       | 4.82                                |
| Atlanta, GA              | 2.96                                     | 2.31   | 2.22   | 10.5                              | 277.8                     | 61.6                     | 4.51                                |
| Honolulu, HI             | 3.39                                     | 2.8    | 2.65   | 6.3                               | 28.2                      | 12.5                     | 2.26                                |
| Chicago, IL              | 2.54                                     | 2.14   | 2.03   | 10                                | 487.1                     | 104.3                    | 4.67                                |
| Indianapolis, IN         | 3  | 2.45   | 2.44   | 7.7                               | 68.6                      | 21.9                     | 3.14                                |
| Louisville, KY           | 2.44                                     | 1.97   | 2.06   | 10                                | 63.5                      | 12.5                     | 5.09                                |
| New Orleans, LA          | 3.51                                     | 2.48   | 2.33   | 7.3                               | 38.1                      | 13.2                     | 2.90                                |
| Baltimore, MD            | 4.8                                      | 4.45   | 4.34   | 7.6                               | 104                       | 61.9                     | 1.68                                |
| Boston, MA               | 4.54                                     | 3.38   | 3.32   | 8.8                               | 219.3                     | 85.7                     | 2.56                                |
| Detroit, MI              | 1.8                                      | 1.43   | 1.49   | 17.3                              | 361.1                     | 30.3                     | 11.91                               |
| Minneapolis-St. Paul, MN | 3.93                                     | 2.46   | 2.53   | 7.3                               | 135.1                     | 45.7                     | 2.96                                |
| Kansas City, MO          | 3.45                                     | 2.33   | 2.29   | 8.9                               | 93.9                      | 24.7                     | 3.80                                |
| St. Louis, MO            | 2.96                                     | 2.26   | 2.23   | 9.9                               | 141.8                     | 32.4                     | 4.38                                |
| Las Vegas, NV            | 3.22                                     | 3.01   | 2.91   | 13.9                              | 141                       | 30.3                     | 4.65                                |
| Buffalo, NY              | 2.94                                     | 2.51   | 2.41   | 8.4                               | 48.7                      | 14.9                     | 3.28                                |
| New York, NY             | 2.8                                      | 2.45   | 2.47   | 9.3                               | 882.8                     | 236.6                    | 3.73                                |
| Rochester, NY            | 2.55                                     | 2.05   | 1.94   | 8                                 | 42.8                      | 11.1                     | 3.87                                |
| Charlotte, NC            | 3.45                                     | 2.97   | 3      | 11.6                              | 99.1                      | 25.4                     | 3.91                                |
| Cincinnati, OH           | 2.87                                     | 2.05   | 2.08   | 9.2                               | 102.2                     | 23.1                     | 4.42                                |
| Cleveland, OH            | 3.77                                     | 2.42   | 2.5    | 8.3                               | 88.1                      | 26.1                     | 3.37                                |
| Columbus, OH             | 3.13                                     | 2.59   | 2.59   | 8.2                               | 78.2                      | 25.3                     | 3.09                                |
| Oklahoma City, OK        | 3.53                                     | 3.07   | 2.94   | 5.9                               | 33.9                      | 17.6                     | 1.93                                |
| Portland, OR             | 3.07                                     | 2.42   | 2.4    | 10.9                              | 127.4                     | 28.7                     | 4.44                                |
| Philadelphia, PA         | 3.42                                     | 2.35   | 2.33   | 8.8                               | 259.2                     | 70.2                     | 3.69                                |
| Pittsburgh, PA           | 3.64                                     | 2.91   | 2.79   | 7.6                               | 91.3                      | 35.7                     | 2.56                                |
| Providence, RI           | 3.04                                     | 2.71   | 2.53   | 12.4                              | 87                        | 19.3                     | 4.50                                |
| Memphis, TN              | 2.86                                     | 1.95   | 1.93   | 9.9                               | 61                        | 12.1                     | 5.06                                |
| Nashville, TN            | 2.52                                     | 2.56   | 2.51   | 9.3                               | 72.6                      | 20.2                     | 3.59                                |
| Austin, TX               | 4.78                                     | 2.78   | 2.8    | 7.2                               | 65.1                      | 24.9                     | 2.61                                |
| Dallas, TX               | 3.52                                     | 2.19   | 2.15   | 8.3                               | 269.6                     | 70.8                     | 3.81                                |
| Houston, TX              | 3.25                                     | 2      | 1.97   | 8.5                               | 241.5                     | 56.6                     | 4.26                                |
| San Antonio, TX          | 3.15                                     | 2.77   | 2.67   | 7.1                               | 69.5                      | 27.1                     | 2.57                                |
| Salt Lake City, UT       | 5.08                                     | 3.58   | 3.62   | 6                                 | 36.1                      | 21.8                     | 1.66                                |
| Richmond, VA             | 3.12                                     | 2.63   | 2.62   | 7.7                               | 49.8                      | 17                       | 2.92                                |
| Virginia Beach, VA       | 2.54                                     | 2.37   | 2.38   | 6.7                               | 55.8                      | 20                       | 2.79                                |
| Seattle-Tacoma, WA       | 4.69                                     | 3.21   | 3.12   | 9.1                               | 173.6                     | 61.4                     | 2.83                                |
| Milwaukee, WI            | 5.14                                     | 3.04   | 3.21   | 8.5                               | 66.4                      | 24.1                     | 2.76                                |

**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<sup>1</sup>, Seasonally Adjusted**

| Occupation <sup>2</sup>                        | Total Ads<br>(Thousands) |         |         | M-O-M Change<br>(Thousands) | Unemployed <sup>3</sup><br>(Thousands) | Supply/<br>Demand Rate <sup>4</sup> | Average<br>Hourly<br>Wage <sup>5</sup> |
|--|--------------------------|---------|---------|-----------------------------|--|-------------------------------------|--|
|  | Oct-08                   | Sep-09  | Oct-09  | Oct-Sep 09                  | Sep-09                                 | Sep-09                              |  |
| Total  | 4,327.4                  | 3,363.0 | 3,279.8 | -83.2                       | 15,142.0                               | 4.5                                 | \$20.32                                |
| Management                                     | 539.4                    | 409.7   | 353.7   | -56.0                       | 836.4                                  | 2.0                                 | \$48.23                                |
| Business and financial operations              | 262.1                    | 166.4   | 188.2   | 21.8                        | 398.3                                  | 2.4                                 | \$31.12                                |
| Computer and mathematical science              | 569.3                    | 402.0   | 409.2   | 7.2                         | 236.1                                  | 0.6                                 | \$35.82                                |
| Architecture and engineering                   | 195.0                    | 114.2   | 113.3   | -0.9                        | 233.2                                  | 2.0                                 | \$34.34                                |
| Life, physical, and social science             | 85.6                     | 70.3    | 69.2    | -1.1                        | 71.5                                   | 1.0                                 | \$30.90                                |
| Community and social services                  | 46.1                     | 40.6    | 40.9    | 0.3                         | 73.3                                   | 1.8                                 | \$20.09                                |
| Legal  | 26.1                     | 22.9    | 23.5    | 0.6                         | 54.3                                   | 2.4                                 | \$44.36                                |
| Education, training, and library               | 75.0                     | 62.9    | 67.3    | 4.4                         | 442.3                                  | 7.0                                 | \$23.30                                |
| Arts, design, entertainment, sports, and media | 93.7                     | 87.3    | 96.7    | 9.4                         | 293.7                                  | 3.4                                 | \$24.36                                |
| Healthcare practitioners and technical         | 613.9                    | 604.4   | 535.6   | -68.9                       | 221.3                                  | 0.4                                 | \$32.64                                |
| Healthcare support                             | 106.8                    | 113.7   | 104.4   | -9.4                        | 260.3                                  | 2.3                                 | \$12.66                                |
| Protective service                             | 30.0                     | 25.2    | 26.0    | 0.8                         | 164.0                                  | 6.5                                 | \$19.33                                |
| Food preparation and serving related           | 97.7                     | 75.2    | 76.2    | 1.0                         | 1,025.4                                | 13.6                                | \$9.72                                 |
| Building and grounds cleaning and maintenance  | 43.4                     | 34.0    | 34.1    | 0.2                         | 799.4                                  | 23.5                                | \$11.72                                |
| Personal care and service                      | 58.1                     | 51.0    | 53.3    | 2.2                         | 420.2                                  | 8.2                                 | \$11.59                                |
| Sales and related                              | 401.3                    | 367.0   | 413.1   | 46.1                        | 1,463.0                                | 4.0                                 | \$17.35                                |
| Office and administrative support              | 489.9                    | 332.4   | 335.6   | 3.2                         | 1,856.8                                | 5.6                                 | \$15.49                                |
| Farming, fishing, and forestry                 | 6.1                      | 4.8     | 4.4     | -0.3                        | 225.2                                  | 47.2                                | \$11.32                                |
| Construction and extraction                    | 59.4                     | 40.4    | 40.7    | 0.3                         | 2,001.1                                | 49.6                                | \$20.36                                |
| Installation, maintenance, and repair          | 105.1                    | 81.1    | 83.7    | 2.6                         | 469.5                                  | 5.8                                 | \$19.82                                |
| Production                                     | 111.7                    | 66.6    | 67.0    | 0.4                         | 1,294.7                                | 19.4                                | \$15.54                                |
| Transportation and material moving             | 112.8                    | 81.1    | 83.9    | 2.9                         | 1,137.7                                | 14.0                                | \$15.12                                |

**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 2008 estimates.

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**Table 8: State Occupational Demand and Pay<sup>1</sup>, Not Seasonally Adjusted**

| Location             | Management and Business/Financial |                   | Professional & Related |                   | Service        |                   |
|----------------------|-----------------------------------|-------------------|------------------------|-------------------|----------------|-------------------|
|                      | Total Ads                         | Average Hourly    | Total Ads              | Average Hourly    | Total Ads      | Average Hourly    |
|                      | Oct-09                            | Wage <sup>2</sup> | Oct-09                 | Wage <sup>2</sup> | Oct-09         | Wage <sup>2</sup> |
| <b>United States</b> | <b>557,403</b>                    | <b>\$39.69</b>    | <b>1,414,139</b>       | <b>\$29.24</b>    | <b>309,640</b> | <b>\$11.87</b>    |
| Alabama              | 5,018                             | \$36.51           | 14,766                 | \$25.85           | 4,639          | \$9.92            |
| Alaska               | 2,222                             | \$35.32           | 8,210                  | \$29.55           | 1,859          | \$14.22           |
| Arizona              | 9,602                             | \$35.17           | 30,006                 | \$27.31           | 5,698          | \$11.87           |
| Arkansas             | 3,118                             | \$32.01           | 10,394                 | \$23.68           | 2,716          | \$9.79            |
| California           | 67,875                            | \$44.56           | 157,337                | \$33.79           | 27,554         | \$13.12           |
| Colorado             | 10,564                            | \$39.29           | 28,082                 | \$30.45           | 6,177          | \$12.30           |
| Connecticut          | 10,141                            | \$35.10           | 21,787                 | \$31.55           | 4,228          | \$13.79           |
| Delaware             | 2,523                             | \$41.13           | 6,672                  | \$31.64           | 1,153          | \$12.38           |
| Florida              | 23,398                            | \$35.96           | 61,327                 | \$27.41           | 18,415         | \$11.52           |
| Georgia              | 15,920                            | \$39.55           | 39,281                 | \$27.08           | 7,154          | \$10.77           |
| Hawaii               | 2,080                             | \$35.11           | 5,491                  | \$27.86           | 1,769          | \$13.31           |
| Idaho                | 2,189                             | \$32.31           | 6,655                  | \$25.45           | 2,672          | \$10.93           |
| Illinois             | 26,624                            | \$39.85           | 49,565                 | \$30.61           | 9,202          | \$12.65           |
| Indiana              | 7,295                             | \$35.76           | 19,393                 | \$25.62           | 4,430          | \$10.75           |
| Iowa                 | 4,485                             | \$32.14           | 14,610                 | \$23.45           | 4,298          | \$10.68           |
| Kansas               | 3,783                             | \$34.55           | 12,743                 | \$24.52           | 3,044          | \$10.59           |
| Kentucky             | 4,113                             | \$33.56           | 12,482                 | \$25.00           | 2,751          | \$10.30           |
| Louisiana            | 4,731                             | \$32.90           | 12,731                 | \$24.48           | 3,654          | \$10.05           |
| Maine                | 1,932                             | \$33.02           | 7,657                  | \$25.13           | 2,333          | \$11.40           |
| Maryland             | 18,319                            | \$42.22           | 57,510                 | \$32.68           | 7,859          | \$12.85           |
| Massachusetts        | 21,056                            | \$45.51           | 45,397                 | \$33.25           | 8,776          | \$13.97           |
| Michigan             | 10,515                            | \$38.47           | 27,119                 | \$29.59           | 7,792          | \$11.74           |
| Minnesota            | 11,514                            | \$38.01           | 25,919                 | \$29.21           | 5,585          | \$12.08           |
| Mississippi          | 2,000                             | \$32.09           | 7,479                  | \$23.34           | 1,566          | \$9.75            |
| Missouri             | 8,912                             | \$35.89           | 24,722                 | \$25.95           | 7,126          | \$10.73           |
| Montana              | 1,388                             | \$28.99           | 5,364                  | \$21.97           | 1,578          | \$10.44           |
| Nebraska             | 3,775                             | \$26.68           | 11,458                 | \$24.27           | 3,435          | \$10.37           |
| Nevada               | 5,067                             | \$37.54           | 14,267                 | \$28.53           | 5,693          | \$12.34           |
| New Hampshire        | 2,355                             | \$39.79           | 7,983                  | \$27.97           | 2,099          | \$12.18           |
| New Jersey           | 23,495                            | \$45.79           | 50,720                 | \$32.61           | 12,142         | \$14.27           |
| New Mexico           | 3,002                             | \$34.70           | 12,096                 | \$26.99           | 2,534          | \$10.45           |
| New York             | 44,306                            | \$48.34           | 86,035                 | \$32.30           | 19,680         | \$13.90           |
| North Carolina       | 12,406                            | \$38.43           | 34,621                 | \$26.03           | 8,293          | \$10.68           |
| North Dakota         | 871                               | \$32.90           | 3,036                  | \$22.94           | 637            | \$10.34           |
| Ohio                 | 17,486                            | \$36.98           | 42,080                 | \$27.99           | 9,900          | \$11.30           |
| Oklahoma             | 4,920                             | \$31.01           | 13,988                 | \$23.60           | 3,939          | \$10.06           |
| Oregon               | 6,231                             | \$36.17           | 18,133                 | \$28.09           | 4,666          | \$12.23           |
| Pennsylvania         | 21,104                            | \$36.95           | 49,659                 | \$27.96           | 12,921         | \$11.75           |
| Rhode Island         | 2,361                             | \$40.79           | 6,147                  | \$30.33           | 2,055          | \$12.63           |
| South Carolina       | 5,068                             | \$35.79           | 18,083                 | \$25.39           | 5,199          | \$10.29           |
| South Dakota         | 1,260                             | \$30.43           | 4,609                  | \$22.38           | 1,829          | \$10.01           |
| Tennessee            | 7,546                             | \$34.33           | 21,997                 | \$25.13           | 5,350          | \$10.42           |
| Texas                | 37,232                            | \$38.80           | 93,881                 | \$27.99           | 17,850         | \$10.37           |
| Utah                 | 4,494                             | \$27.74           | 13,958                 | \$25.93           | 3,533          | \$10.87           |
| Vermont              | 1,193                             | \$27.79           | 4,400                  | \$25.70           | 1,264          | \$12.31           |
| Virginia             | 28,064                            | \$33.86           | 75,891                 | \$31.75           | 8,823          | \$11.81           |
| Washington           | 14,047                            | \$31.95           | 41,243                 | \$31.29           | 8,885          | \$13.61           |
| West Virginia        | 1,658                             | \$29.93           | 7,428                  | \$23.03           | 2,015          | \$9.57            |
| Wisconsin            | 9,313                             | \$34.96           | 26,819                 | \$27.48           | 7,433          | \$11.54           |
| Wyoming              | 897                               | \$32.73           | 3,884                  | \$24.41           | 821            | \$11.24           |

**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 2008 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**

| Location             | Sales and Office |                   | Construction and Maintenance |                   | Production and Transportation |                   |
|----------------------|------------------|-------------------|------------------------------|-------------------|-------------------------------|-------------------|
|                      | Total Ads        | Average Hourly    | Total Ads                    | Average Hourly    | Total Ads                     | Average Hourly    |
|                      | Oct-09           | Wage <sup>1</sup> | Oct-09                       | Wage <sup>1</sup> | Oct-09                        | Wage <sup>1</sup> |
| <b>United States</b> | <b>797,936</b>   | <b>\$16.20</b>    | <b>136,558</b>               | <b>\$19.80</b>    | <b>166,013</b>                | <b>\$15.33</b>    |
| Alabama              | 11,173           | \$13.79           | 3,127                        | \$17.12           | 4,476                         | \$14.25           |
| Alaska               | 3,318            | \$16.72           | 1,054                        | \$26.46           | 773                           | \$19.99           |
| Arizona              | 16,044           | \$15.41           | 2,129                        | \$17.80           | 2,145                         | \$15.09           |
| Arkansas             | 6,938            | \$13.46           | 1,344                        | \$16.60           | 1,713                         | \$13.79           |
| California           | 90,585           | \$17.91           | 11,922                       | \$21.18           | 15,650                        | \$15.37           |
| Colorado             | 15,555           | \$17.38           | 3,059                        | \$19.76           | 3,284                         | \$15.94           |
| Connecticut          | 12,112           | \$19.02           | 1,779                        | \$23.04           | 2,271                         | \$16.68           |
| Delaware             | 3,093            | \$16.44           | 531                          | \$20.65           | 569                           | \$15.70           |
| Florida              | 46,729           | \$15.62           | 7,497                        | \$17.33           | 6,930                         | \$14.40           |
| Georgia              | 19,077           | \$15.63           | 3,853                        | \$17.79           | 4,219                         | \$14.42           |
| Hawaii               | 4,211            | \$15.83           | 784                          | \$24.71           | 676                           | \$16.27           |
| Idaho                | 5,500            | \$14.33           | 1,263                        | \$17.26           | 1,264                         | \$14.18           |
| Illinois             | 29,937           | \$17.04           | 3,786                        | \$24.47           | 6,171                         | \$15.75           |
| Indiana              | 12,674           | \$15.08           | 1,946                        | \$20.27           | 3,009                         | \$15.75           |
| Iowa                 | 8,852            | \$14.61           | 2,376                        | \$18.19           | 2,874                         | \$14.94           |
| Kansas               | 6,939            | \$14.80           | 1,392                        | \$18.78           | 1,751                         | \$15.23           |
| Kentucky             | 7,728            | \$14.18           | 1,379                        | \$18.15           | 1,894                         | \$15.38           |
| Louisiana            | 10,160           | \$13.39           | 1,889                        | \$17.91           | 2,214                         | \$15.93           |
| Maine                | 3,895            | \$14.75           | 735                          | \$17.91           | 1,068                         | \$15.03           |
| Maryland             | 20,272           | \$16.91           | 3,827                        | \$20.55           | 3,616                         | \$16.33           |
| Massachusetts        | 22,350           | \$18.69           | 3,278                        | \$23.80           | 4,137                         | \$16.52           |
| Michigan             | 18,486           | \$16.16           | 3,375                        | \$21.78           | 4,922                         | \$17.04           |
| Minnesota            | 14,789           | \$17.00           | 2,184                        | \$22.39           | 3,779                         | \$16.20           |
| Mississippi          | 3,873            | \$13.23           | 768                          | \$16.07           | 1,078                         | \$13.62           |
| Missouri             | 15,105           | \$15.31           | 2,885                        | \$20.41           | 3,680                         | \$14.99           |
| Montana              | 3,123            | \$13.57           | 879                          | \$18.35           | 784                           | \$15.31           |
| Nebraska             | 7,376            | \$14.09           | 1,697                        | \$17.85           | 1,764                         | \$15.12           |
| Nevada               | 11,402           | \$15.54           | 1,715                        | \$22.52           | 1,562                         | \$15.02           |
| New Hampshire        | 4,577            | \$16.36           | 907                          | \$19.83           | 1,138                         | \$15.57           |
| New Jersey           | 31,075           | \$18.30           | 4,291                        | \$23.36           | 6,042                         | \$15.84           |
| New Mexico           | 5,533            | \$13.71           | 1,105                        | \$17.14           | 922                           | \$14.96           |
| New York             | 56,578           | \$18.49           | 7,580                        | \$23.70           | 9,562                         | \$16.57           |
| North Carolina       | 19,394           | \$15.16           | 3,953                        | \$17.31           | 3,941                         | \$14.09           |
| North Dakota         | 2,063            | \$13.65           | 587                          | \$18.71           | 593                           | \$15.58           |
| Ohio                 | 26,474           | \$15.60           | 4,248                        | \$20.16           | 6,538                         | \$15.52           |
| Oklahoma             | 9,786            | \$13.44           | 2,336                        | \$17.23           | 2,301                         | \$14.15           |
| Oregon               | 10,894           | \$16.45           | 2,036                        | \$20.44           | 2,380                         | \$15.39           |
| Pennsylvania         | 30,683           | \$15.99           | 5,194                        | \$20.12           | 7,287                         | \$15.50           |
| Rhode Island         | 3,831            | \$16.37           | 595                          | \$21.39           | 812                           | \$14.89           |
| South Carolina       | 10,260           | \$14.18           | 2,295                        | \$16.82           | 2,624                         | \$14.45           |
| South Dakota         | 3,026            | \$13.42           | 994                          | \$16.11           | 908                           | \$13.31           |
| Tennessee            | 13,186           | \$14.58           | 2,351                        | \$17.42           | 3,502                         | \$14.42           |
| Texas                | 50,886           | \$15.28           | 9,594                        | \$16.78           | 10,502                        | \$14.53           |
| Utah                 | 10,025           | \$14.77           | 1,559                        | \$18.39           | 1,943                         | \$14.78           |
| Vermont              | 2,250            | \$15.45           | 520                          | \$18.38           | 655                           | \$15.35           |
| Virginia             | 23,210           | \$16.26           | 4,285                        | \$19.10           | 4,035                         | \$15.24           |
| Washington           | 19,682           | \$17.57           | 3,434                        | \$22.75           | 3,785                         | \$17.40           |
| West Virginia        | 4,303            | \$12.82           | 959                          | \$18.14           | 933                           | \$14.43           |
| Wisconsin            | 15,372           | \$15.57           | 2,947                        | \$20.95           | 5,484                         | \$15.59           |
| Wyoming              | 2,078            | \$13.86           | 507                          | \$20.53           | 468                           | \$17.63           |

**Source: The Conference Board**

1. Wage data are from the BLS Occupational Employment Statistics program's May 2008 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<sup>1</sup>, Not Seasonally Adjusted**

| Location                 | Management and Business/Financial |                   | Professional & Related |                   | Service        |                   |
|--------------------------|-----------------------------------|-------------------|------------------------|-------------------|----------------|-------------------|
|                          | Total Ads                         | Average Hourly    | Total Ads              | Average Hourly    | Total Ads      | Average Hourly    |
|                          | Oct-09                            | Wage <sup>2</sup> | Oct-09                 | Wage <sup>2</sup> | Oct-09         | Wage <sup>2</sup> |
| <b>United States</b>     | <b>557,403</b>                    | <b>\$39.69</b>    | <b>1,414,139</b>       | <b>\$29.24</b>    | <b>309,640</b> | <b>\$11.87</b>    |
| Birmingham, AL           | 1,504                             | \$38.72           | 3,835                  | \$26.20           | 1,346          | \$10.41           |
| Phoenix, AZ              | 6,523                             | \$35.75           | 19,006                 | \$27.84           | 3,595          | \$11.90           |
| Tucson, AZ               | 1,461                             | \$35.26           | 4,592                  | \$28.28           | 1,267          | \$11.87           |
| Los Angeles, CA          | 25,298                            | \$44.75           | 51,762                 | \$33.52           | 10,315         | \$12.80           |
| Riverside, CA            | 2,929                             | \$39.08           | 7,367                  | \$29.74           | 2,766          | \$12.50           |
| Sacramento, CA           | 3,450                             | \$38.34           | 8,465                  | \$34.29           | 1,664          | \$13.18           |
| San Diego, CA            | 6,455                             | \$42.67           | 16,557                 | \$33.26           | 3,209          | \$12.44           |
| San Francisco, CA        | 17,755                            | \$49.63           | 34,750                 | \$36.87           | 5,176          | \$14.47           |
| San Jose, CA             | 6,297                             | \$54.66           | 17,104                 | \$42.71           | 1,204          | \$13.50           |
| Denver, CO               | 6,763                             | \$40.69           | 14,691                 | \$31.98           | 2,938          | \$12.39           |
| Hartford, CT             | 3,476                             | \$41.57           | 7,502                  | \$32.15           | 1,494          | \$13.78           |
| Washington, DC           | 37,955                            | \$37.90           | 86,392                 | \$37.79           | 7,899          | \$13.75           |
| Jacksonville, FL         | 2,357                             | \$35.85           | 5,461                  | \$26.93           | 1,686          | \$11.29           |
| Miami, FL                | 7,452                             | \$38.42           | 16,964                 | \$30.75           | 4,678          | \$12.39           |
| Orlando, FL              | 3,914                             | \$35.74           | 8,323                  | \$26.75           | 2,884          | \$11.08           |
| Tampa, FL                | 4,379                             | \$35.91           | 12,524                 | \$28.00           | 3,112          | \$11.22           |
| Atlanta, GA              | 11,951                            | \$41.46           | 25,537                 | \$29.11           | 4,169          | \$11.31           |
| Honolulu, HI             | 1,631                             | \$35.57           | 3,818                  | \$31.89           | 1,375          | \$12.95           |
| Chicago, IL              | 22,807                            | \$41.85           | 37,326                 | \$33.84           | 7,064          | \$12.93           |
| Indianapolis, IN         | 3,766                             | \$36.93           | 7,829                  | \$27.90           | 1,767          | \$11.41           |
| Louisville, KY           | 1,877                             | \$35.91           | 4,902                  | \$26.23           | 1,245          | \$10.66           |
| New Orleans, LA          | 1,721                             | \$34.56           | 4,028                  | \$26.65           | 1,589          | \$10.65           |
| Baltimore, MD            | 8,868                             | \$40.99           | 29,704                 | \$32.10           | 4,616          | \$13.08           |
| Boston, MA               | 17,587                            | \$46.83           | 35,529                 | \$34.01           | 6,667          | \$14.20           |
| Detroit, MI              | 4,962                             | \$41.01           | 10,946                 | \$30.71           | 3,477          | \$12.05           |
| Minneapolis-St. Paul, MN | 9,299                             | \$40.37           | 18,600                 | \$30.92           | 3,837          | \$12.61           |
| Kansas City, MO          | 3,569                             | \$37.34           | 8,645                  | \$27.75           | 2,735          | \$11.54           |
| St. Louis, MO            | 5,255                             | \$37.90           | 12,406                 | \$28.05           | 3,294          | \$11.28           |
| Las Vegas, NV            | 3,640                             | \$38.00           | 9,379                  | \$28.36           | 4,338          | \$12.53           |
| Buffalo, NY              | 2,002                             | \$37.29           | 3,914                  | \$26.82           | 1,540          | \$11.88           |
| New York, NY             | 48,780                            | \$50.57           | 91,474                 | \$34.55           | 19,906         | \$14.63           |
| Rochester, NY            | 1,536                             | \$39.79           | 3,313                  | \$27.57           | 1,256          | \$11.93           |
| Charlotte, NC            | 4,875                             | \$41.05           | 9,685                  | \$27.63           | 2,358          | \$11.19           |
| Cincinnati, OH           | 4,231                             | \$37.96           | 7,919                  | \$28.68           | 2,123          | \$11.54           |
| Cleveland, OH            | 4,675                             | \$38.86           | 10,506                 | \$28.77           | 2,803          | \$11.82           |
| Columbus, OH             | 4,282                             | \$36.74           | 9,185                  | \$30.01           | 2,293          | \$11.88           |
| Oklahoma City, OK        | 2,364                             | \$31.56           | 5,556                  | \$25.50           | 1,708          | \$10.45           |
| Portland, OR             | 4,236                             | \$38.56           | 11,330                 | \$30.44           | 2,622          | \$12.71           |
| Philadelphia, PA         | 12,543                            | \$41.65           | 27,811                 | \$30.97           | 6,469          | \$12.88           |
| Pittsburgh, PA           | 6,047                             | \$35.14           | 10,745                 | \$27.88           | 4,001          | \$11.25           |
| Providence, RI           | 2,443                             | \$40.64           | 6,336                  | \$29.42           | 2,412          | \$12.67           |
| Memphis, TN              | 1,862                             | \$36.94           | 4,328                  | \$26.55           | 1,022          | \$10.83           |
| Nashville, TN            | 3,059                             | \$36.16           | 7,635                  | \$25.90           | 1,834          | \$10.81           |
| Austin, TX               | 3,924                             | \$38.67           | 11,212                 | \$29.23           | 2,122          | \$10.85           |
| Dallas, TX               | 14,090                            | \$41.10           | 28,444                 | \$30.11           | 4,591          | \$10.99           |
| Houston, TX              | 10,511                            | \$51.06           | 22,260                 | \$30.74           | 4,199          | \$10.45           |
| San Antonio, TX          | 3,633                             | \$34.42           | 11,349                 | \$26.14           | 2,966          | \$10.16           |
| Salt Lake City, UT       | 2,918                             | \$35.61           | 8,354                  | \$28.39           | 2,123          | \$11.36           |
| Richmond, VA             | 2,694                             | \$30.49           | 6,888                  | \$28.73           | 1,622          | \$11.56           |
| Virginia Beach, VA       | 2,666                             | \$35.50           | 7,497                  | \$27.36           | 2,247          | \$11.12           |
| Seattle-Tacoma, WA       | 10,235                            | \$43.11           | 27,531                 | \$33.75           | 4,959          | \$14.09           |
| Milwaukee, WI            | 3,929                             | \$38.01           | 9,288                  | \$29.80           | 2,798          | \$12.08           |

**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 2008 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**

| Location                 | Sales and Office |                   | Construction and Maintenance |                   | Production and Transportation |                   |
|--------------------------|------------------|-------------------|------------------------------|-------------------|-------------------------------|-------------------|
|                          | Total Ads        | Average Hourly    | Total Ads                    | Average Hourly    | Total Ads                     | Average Hourly    |
|                          | Oct-09           | Wage <sup>1</sup> | Oct-09                       | Wage <sup>1</sup> | Oct-09                        | Wage <sup>1</sup> |
| <b>United States</b>     | <b>797,936</b>   | <b>\$16.20</b>    | <b>136,558</b>               | <b>\$19.80</b>    | <b>166,013</b>                | <b>\$15.33</b>    |
| Birmingham, AL           | 3,397            | \$15.36           | 748                          | \$18.14           | 1,007                         | \$14.58           |
| Phoenix, AZ              | 11,561           | \$15.93           | 1,282                        | \$18.20           | 1,384                         | \$15.22           |
| Tucson, AZ               | 2,614            | \$14.24           | 480                          | \$17.76           | 465                           | \$14.31           |
| Los Angeles, CA          | 37,496           | \$17.84           | 3,955                        | \$22.21           | 5,983                         | \$14.54           |
| Riverside, CA            | 7,431            | \$15.73           | 1,269                        | \$20.68           | 1,588                         | \$14.90           |
| Sacramento, CA           | 5,348            | \$17.51           | 852                          | \$22.36           | 894                           | \$16.07           |
| San Diego, CA            | 10,272           | \$17.33           | 1,389                        | \$22.03           | 1,489                         | \$15.25           |
| San Francisco, CA        | 16,561           | \$20.71           | 2,024                        | \$26.88           | 2,378                         | \$17.93           |
| San Jose, CA             | 4,752            | \$22.31           | 610                          | \$25.00           | 741                           | \$16.83           |
| Denver, CO               | 8,790            | \$18.60           | 1,586                        | \$20.27           | 1,469                         | \$16.16           |
| Hartford, CT             | 4,522            | \$18.55           | 691                          | \$23.10           | 895                           | \$17.18           |
| Washington, DC           | 23,698           | \$18.69           | 3,326                        | \$21.75           | 2,804                         | \$17.08           |
| Jacksonville, FL         | 4,447            | \$16.05           | 860                          | \$18.05           | 781                           | \$15.26           |
| Miami, FL                | 14,485           | \$16.41           | 1,497                        | \$18.57           | 1,615                         | \$14.80           |
| Orlando, FL              | 8,435            | \$15.27           | 1,140                        | \$17.73           | 1,132                         | \$14.19           |
| Tampa, FL                | 7,890            | \$15.82           | 1,217                        | \$17.05           | 1,107                         | \$13.76           |
| Atlanta, GA              | 11,895           | \$17.03           | 1,838                        | \$19.12           | 2,208                         | \$15.43           |
| Honolulu, HI             | 3,366            | \$15.84           | 595                          | \$25.30           | 529                           | \$16.47           |
| Chicago, IL              | 22,920           | \$17.82           | 2,519                        | \$25.82           | 4,529                         | \$16.05           |
| Indianapolis, IN         | 5,855            | \$16.73           | 842                          | \$20.73           | 1,258                         | \$15.70           |
| Louisville, KY           | 3,417            | \$15.36           | 615                          | \$19.19           | 753                           | \$17.01           |
| New Orleans, LA          | 3,399            | \$14.42           | 646                          | \$18.33           | 633                           | \$16.28           |
| Baltimore, MD            | 11,558           | \$17.09           | 2,249                        | \$20.31           | 2,074                         | \$16.62           |
| Boston, MA               | 17,617           | \$19.45           | 2,301                        | \$24.51           | 2,972                         | \$16.81           |
| Detroit, MI              | 8,048            | \$17.33           | 1,517                        | \$23.81           | 1,851                         | \$18.60           |
| Minneapolis-St. Paul, MN | 10,610           | \$18.36           | 1,413                        | \$24.38           | 2,442                         | \$17.04           |
| Kansas City, MO          | 6,266            | \$16.69           | 1,104                        | \$21.53           | 1,445                         | \$15.92           |
| St. Louis, MO            | 7,499            | \$16.49           | 1,225                        | \$23.13           | 1,560                         | \$16.31           |
| Las Vegas, NV            | 8,990            | \$15.58           | 1,165                        | \$22.85           | 984                           | \$14.72           |
| Buffalo, NY              | 4,591            | \$15.66           | 828                          | \$20.51           | 1,100                         | \$16.16           |
| New York, NY             | 57,991           | \$19.58           | 6,091                        | \$25.16           | 8,496                         | \$16.78           |
| Rochester, NY            | 2,731            | \$15.97           | 622                          | \$19.41           | 862                           | \$14.84           |
| Charlotte, NC            | 6,028            | \$16.88           | 1,084                        | \$18.45           | 1,048                         | \$15.16           |
| Cincinnati, OH           | 6,297            | \$16.85           | 878                          | \$20.05           | 1,440                         | \$15.54           |
| Cleveland, OH            | 5,904            | \$16.27           | 985                          | \$21.89           | 1,570                         | \$16.04           |
| Columbus, OH             | 6,517            | \$16.34           | 925                          | \$20.15           | 1,433                         | \$15.29           |
| Oklahoma City, OK        | 4,735            | \$13.86           | 1,111                        | \$17.99           | 945                           | \$13.76           |
| Portland, OR             | 6,947            | \$17.58           | 1,153                        | \$22.11           | 1,583                         | \$16.17           |
| Philadelphia, PA         | 15,917           | \$17.64           | 2,382                        | \$22.64           | 3,194                         | \$16.35           |
| Pittsburgh, PA           | 8,900            | \$15.49           | 1,595                        | \$19.06           | 2,180                         | \$15.54           |
| Providence, RI           | 4,540            | \$16.10           | 811                          | \$21.48           | 1,025                         | \$14.79           |
| Memphis, TN              | 2,979            | \$15.32           | 567                          | \$18.07           | 889                           | \$14.51           |
| Nashville, TN            | 5,012            | \$15.55           | 717                          | \$18.14           | 1,044                         | \$15.53           |
| Austin, TX               | 5,464            | \$16.09           | 846                          | \$18.02           | 907                           | \$13.64           |
| Dallas, TX               | 16,000           | \$16.83           | 2,256                        | \$17.41           | 2,847                         | \$14.76           |
| Houston, TX              | 12,736           | \$16.46           | 2,454                        | \$17.70           | 2,622                         | \$15.71           |
| San Antonio, TX          | 5,418            | \$14.10           | 1,108                        | \$15.69           | 1,024                         | \$13.14           |
| Salt Lake City, UT       | 6,125            | \$15.87           | 875                          | \$18.70           | 1,212                         | \$15.10           |
| Richmond, VA             | 3,998            | \$16.90           | 708                          | \$19.27           | 716                           | \$14.97           |
| Virginia Beach, VA       | 4,723            | \$14.63           | 1,249                        | \$18.19           | 1,133                         | \$15.50           |
| Seattle-Tacoma, WA       | 12,394           | \$18.87           | 1,756                        | \$24.27           | 1,939                         | \$18.38           |
| Milwaukee, WI            | 5,949            | \$17.14           | 1,039                        | \$23.03           | 1,958                         | \$16.02           |

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2008 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.