



## THE CONFERENCE BOARD

### News Release

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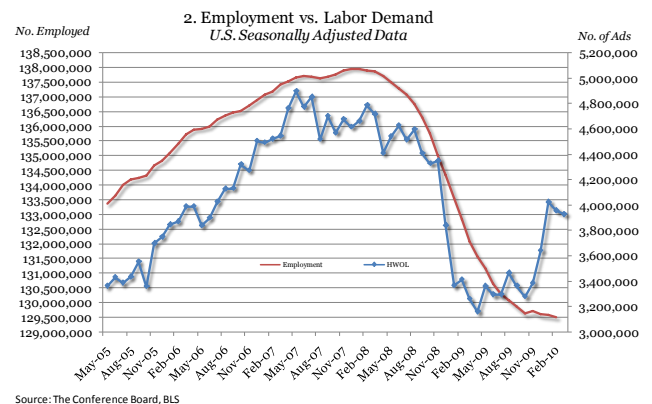
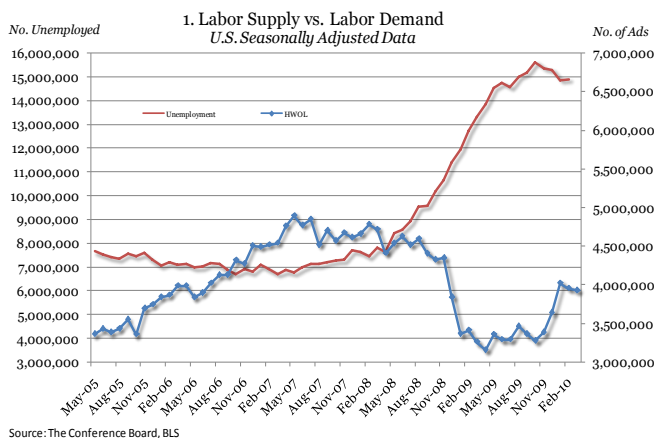
Release #5418

### **Online Job Demand Essentially Unchanged in March, The Conference Board Reports**

- Labor demand was essentially unchanged (-29,600) in March
- Online job demand also unchanged in most states, but Florida (+21,900) and Illinois (+10,500) posted gains, while New York (-21,600) posted a loss
- Demand for Healthcare Practitioners and Technical positions rises in March, while demand for Office and Administrative Support jobs dips

**NEW YORK, March 31, 2010...**Online advertised vacancies slipped 29,600 to 3,927,000 in March, according to *The Conference Board Help Wanted OnLine™* (HWOL) Data Series released today. Following three months of large increases, totaling about 750,000 advertised vacancies, February and March have shown a small combined decline of 97,000. In February, the latest month of unemployment numbers, there were 10.9 million, or 3.76 unemployed for every online advertised vacancy (Chart 1).

“The upturn in labor demand over the last five months (+ 647,000) is a clear signal that the labor market is beginning to recover from the recession,” said June Shelp, vice president at The Conference Board. “However, the recent February and March data suggests that employers may still be somewhat cautious about significantly expanding their workforce as we are preparing to enter the Spring hiring season.”



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**

- **Florida and Illinois are among the few States to post larger gains in March**
- **Labor demand in California holds steady in March**

<b>Table A: State Labor Demand, Selected States, Seasonally Adjusted</b>				
Location	Total Ads <sup>1</sup> (Thousands) Mar-10	M-O-M Change (Thousands) Mar-Feb 10	Supply/ Demand Rate <sup>2</sup> Feb-10	Recent Trend <sup>3</sup>
<b>United States</b>	<b>3,927.0</b>	<b>-29.6</b>	<b>3.76</b>	→ 4/09
<b>NORTHEAST</b>	<b>787.5</b>	<b>-15.6</b>	<b>3.22</b>	
Massachusetts	128.5	1.8	2.61	→ 4/09
New Jersey	133.2	-3.7	3.28	↑ 1/09
New York	239.1	-21.6	3.24	↑ 4/09
Pennsylvania	151.0	2.8	3.89	→ 4/09
<b>SOUTH</b>	<b>1,410.8</b>	<b>4.9</b>	<b>3.84</b>	
Florida	232.2	21.9	5.35	↑ 4/09
Georgia	110.7	-1.8	4.41	↑ 1/09
Maryland	114.4	2.8	2.04	↑ 4/09
North Carolina	101.0	-4.1	4.86	↑ 4/09
Texas	249.1	-13.7	3.81	→ 4/09
Virginia	152.3	-4.1	1.90	↑ 4/09
<b>MIDWEST</b>	<b>777.4</b>	<b>-21.8</b>	<b>4.34</b>	
Illinois	158.6	10.5	5.12	→ 4/09
Michigan	91.3	1.1	7.58	→ 7/09
Minnesota	73.3	-5.2	2.76	→ 4/09
Missouri	78.6	-0.8	3.53	→ 4/09
Ohio	124.1	-10.7	4.80	→ 4/09
Wisconsin	69.0	-3.0	3.67	→ 5/09
<b>WEST</b>	<b>953.5</b>	<b>-3.5</b>	<b>4.07</b>	
Arizona	81.6	3.9	3.85	→ 4/09
California	450.7	8.2	5.14	→ 4/09
Colorado	79.2	1.2	2.60	→ 4/09
Washington	106.9	-4.8	2.97	↑ 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) .

Labor demand in the **South** was practically unchanged in March, rising a modest 4,900. Florida posted the largest gain in the region, up 21,900 to 232,200 in March. Among the largest States in the region, Maryland gained a modest 2,800. Partially offsetting these gains were dips in Texas, down 13,700, North Carolina and Virginia, both down 4,100, and Georgia, down 1,800 (Table A). Among the less populous states in the South, in March, Oklahoma decreased by 2,800, Louisiana increased by 1,700, and advertised vacancies in Kentucky increased by 700 (Table 3).

The **Midwest** dipped 21,800, reflecting, in part, drops in 4 of the 6 largest states in the region that more than offset the gains in States like Illinois (+10,500) and Michigan (+1,100). Ohio was down 10,700 after a February rise of 3,200, and Minnesota dropped 5,200 after a February gain of 2,900. Wisconsin dipped 3,000. Among the smaller states in the region, North Dakota dropped 1,700 while Indiana was up 1,300 (Table 3).

The **Northeast** region was down 15,600 in March. New York was down 21,600, and New Jersey dropped 3,700. Partially offsetting these declines were increases in the demand for labor in two of the larger States as well as a number of States with smaller populations. Pennsylvania rose 2,800, and Massachusetts gained 1,800. Among the smaller States, March job demand in Connecticut increased by 4,000, Vermont rose 600, New Hampshire was up by 400, and Maine rose 100. Rhode Island dipped 1,100.

In the **West**, March online advertised vacancies were practically unchanged, posting a modest drop of 3,500. In the West, several of the large states posted small gains, including California, up 8,200, Arizona, up 3,900, and Colorado, up 1,200 (Table A). Washington State posted a loss of 4,800, and Alaska and Oregon were down 2,500 and 1,600 respectively. In many of the States in the region with smaller populations, labor demand was practically unchanged in March: Nevada dropped 200 while New Mexico rose 300 and Hawaii inched up 100 (Table 3).

The Supply/Demand rate for the U.S. in February (the latest month for which unemployment numbers are available) was at 3.76, indicating that there are not quite 4 unemployed workers for every online advertised vacancy. Among the States, the highest Supply/Demand rate is in Mississippi (7.74), where there are almost 8 unemployed people for every advertised vacancy. Mississippi has surpassed Michigan, which has long held this position and now stands at 7.58 after having reached its peak of 10.83 in July 2009. Other states where there are over 5 unemployed for every advertised vacancy are Kentucky (6.07), South Carolina (5.39), Florida (5.35), Indiana (5.22), Tennessee (5.15), California (5.14), and Illinois (5.12). States with some of the lowest rates include North Dakota (1.39), Nebraska (1.40), and Alaska (1.48) (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**

- **Demand for Healthcare Practitioners and Technical positions up in March**
- **Demand for Office and Administrative Support occupations down, while vacancies in Management positions increases**

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, **Healthcare Practitioners and Technical** occupations experienced the largest March gain, up 88,100 to 627,300. The gain reflects increases in demand for physical and occupational therapists, registered

nurses, and speech pathologists. Labor demand for **Healthcare Support** occupations rose 13,800 to 125,400. Contributing to this month's increase were more advertised vacancies for physical and occupational therapist assistants, mirroring the increases in the demand for practitioners in these areas.

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 February, the latest month for which unemployment data are available, advertised vacancies for healthcare practitioners or technical occupations outnumbered the unemployed looking for work in this field by almost 3 to 1, and the average wage in these occupations is \$32.64/hour. In sharp contrast, the average wage for healthcare support occupations is \$12.66/hour and there were almost 3 unemployed looking for work in the field for every advertised vacancy (Table B and Table 7).

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

Occupation	Total Ads (Thousands)	M-O-M Change (Thousands)	Unemployed (Thousands)	Supply/ Demand Rate <sup>1</sup>	Average Hourly Wage <sup>2</sup>
	Mar-10	Mar-Feb 10	Feb-10	Feb-10	
Healthcare practitioners and technical	627.3	88.1	201.7	0.37	\$32.64
Computer and mathematical science	510.1	2.7	183.0	0.36	\$35.82
Management	509.6	21.6	703.5	1.44	\$48.23
Sales and related	467.5	-10.5	1,635.6	3.42	\$17.35
Office and administrative support	376.1	-47.6	1,681.0	3.97	\$15.49
Business and financial operations	200.3	-9.6	365.8	1.74	\$31.12
Architecture and engineering	137.6	2.1	201.2	1.49	\$34.34
Healthcare support	125.4	13.8	316.1	2.83	\$12.66
Transportation and material moving	109.0	1.6	1,194.5	11.12	\$15.12
Arts, design, entertainment, sports, and media	102.3	3.5	330.6	3.35	\$24.36

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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.

**Management** occupations rose 21,600 to 509,600 in March. Job demand in this occupational group lay flat for all of 2009, but has picked up in the first quarter of 2010. The increase reflects postings for a wide variety of occupations including computer and information systems managers, storage and distribution managers, and sales managers.

Advertised vacancies in **Office and Administrative Support** occupations were down 47,600 in March to 376,100. The decline largely reflected fewer advertised vacancies for executive secretaries and administrative assistants, general office clerks, and customer service representatives. The number of unemployed exceeds the number of advertised vacancies, and in February there were nearly 4 unemployed (3.97) for every online advertised vacancy in this field.

**Sales and Related** professions dropped 10,500 in March to 467,500. Largely responsible for the decrease were first-line supervisors/managers of retail sales workers, all other services sales representatives, and financial services sales agents. The number of unemployed exceeds the number of advertised vacancies, and in February there were over 3 unemployed (3.42) for every online advertised vacancy in this field.

**Business and Financial Operations** professions dropped 9,600 in March to 200,300. In March, there were fewer advertised openings for management analysts and accountants. The number of unemployed exceeds the number of advertised vacancies, and in February there were almost 2 unemployed (1.74) for every online advertised vacancy in this 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 (0.4). On the other hand, in Sales and Related Occupations, there were over three people seeking jobs in this field for every online advertised vacancy (3.4) and there were four unemployed looking for work in Office and Administrative Support positions for every advertised opening (4.0).

## **METRO AREA HIGHLIGHTS**

- **Washington, D.C., Salt Lake City, and Baltimore have the lowest Supply/Demand rates**
- **Online advertised vacancies in all major metropolitan areas but Salt Lake City are above last year's levels**

<b>Table C: MSA Ranked by Most Ads, Highest Rates and Lowest S/D Rates, Not Seasonally Adjusted</b>					
<b>Total Ads (Thousands)</b>		<b>Total Ads Rate (Percent)</b>		<b>Supply/Demand Rate<sup>1</sup></b>	
	<b>Mar-10</b>		<b>Mar-10</b>		<b>Jan-10</b>
New York, NY	242.26	Washington, DC	5.36	Washington, DC	1.39
Washington, DC	163.14	Baltimore, MD	4.48	Salt Lake City, UT	2.01
Los Angeles, CA	155.95	San Jose, CA	4.26	Baltimore, MD	2.11
Chicago, IL	116.03	San Francisco, CA	4.08	Oklahoma City, OK	2.13
Boston, MA	96.7	Boston, MA	3.82	Honolulu, HI	2.14
San Francisco, CA	91.04	Hartford, CT	3.75	Austin, TX	2.67
Dallas, TX	76.74	Charlotte, NC	3.62	Boston, MA	2.68
Philadelphia, PA	74.34	Seattle-Tacoma, WA	3.57	San Antonio, TX	2.8
Atlanta, GA	69.7	Oklahoma City, OK	3.45	Denver, CO	2.84
Seattle-Tacoma, WA	67.45	Pittsburgh, PA	3.38	Hartford, CT	2.85

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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 March, 51 of the 52 metropolitan areas for which data are reported separately posted over-the-year increases in the number of online advertised vacancies; Salt Lake City declined very slightly. Among the three metro areas with the largest numbers of advertised vacancies, the New York metro area was 37 percent above its March 2009 level, the Washington, D.C. metro area was 27 percent above its March 2009 level, and the Los Angeles metro area was 24 percent above 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 Riverside, CA, where there are nearly 12 unemployed people for every advertised vacancy (11.7), Detroit (10.5), Sacramento (6.5), and Miami (6.3). Supply/Demand rate data are for January 2010, the latest month for which unemployment data for local areas are available (Table C & Table 6).

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## PROGRAM NOTES

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

Like The Conference Board's long-running Help Wanted Advertising Index of print ads (which was published for over 55 years and discontinued in February 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 March 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 Technologies Corporation.**

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

the classified ad departments of major media organizations, as well as by staffing firms, advertising agencies and human resources specialists. For more information, please visit: <http://www.wantedtech.com>.

## Publication Schedule, Help Wanted Online Data Series

	Data for the Month		Release Date	
	April, 2010		May 3, 2010	
	May, 2010		June 2, 2010*	
	June, 2010		June 30, 2010*	
	July, 2010		August 2, 2010	
	August, 2010		September 1, 2010*	
	September, 2010		September 29, 2010*	
	October, 2010		November 1, 2010	
	November, 2010		December 1, 2010*	
	December, 2010		January 5, 2011*	

\*Wednesday release due to holidays or data availability.

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

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)
	Mar-09	Feb-10	Mar-10	Mar-Feb 10	Mar-09	Feb-10	Mar-10	Mar-Feb 10
<b>United States</b>	<b>3,259.8</b>	<b>3,956.5</b>	<b>3,927.0</b>	<b>-29.6</b>	<b>1,961.1</b>	<b>2,361.2</b>	<b>2,383.5</b>	<b>22.4</b>
New England	212.3	256.9	264.3	7.4	123.6	147.5	155.1	7.6
Middle Atlantic	418.5	546.2	523.2	-23.0	269.0	344.9	338.2	-6.7
South Atlantic	695.9	860.4	875.9	15.4	413.1	503.8	520.6	16.8
East North Central	410.8	508.1	499.1	-9.0	240.9	303.1	303.8	0.6
East South Central	147.1	169.9	173.5	3.6	83.0	92.9	97.3	4.4
West North Central	251.1	291.1	278.3	-12.8	139.0	163.2	158.7	-4.5
West South Central	323.1	375.6	361.4	-14.1	198.1	220.8	219.0	-1.7
Mountain	266.5	309.3	306.6	-2.6	160.7	185.1	188.8	3.7
Pacific	536.8	647.7	646.9	-0.8	331.7	395.0	399.5	4.5

**Source: The Conference Board**

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.
2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.
3. Regions are as defined by the U.S. Census Bureau.

**Table 2: National/Regional Total Ads and New Ads Rates, Seasonally Adjusted**

Location <sup>2</sup>	Total Ads Rate <sup>1</sup> (Percent)			New Ads Rate <sup>1</sup> (Percent)		
	Mar-09	Feb-10	Mar-10	Mar-09	Feb-10	Mar-10
<b>United States</b>	<b>2.11</b>	<b>2.58</b>	<b>2.56</b>	<b>1.27</b>	<b>1.54</b>	<b>1.55</b>
New England	2.74	3.31	3.41	1.60	1.90	2.00
Middle Atlantic	2.02	2.65	2.54	1.30	1.68	1.64
South Atlantic	2.36	2.94	2.99	1.40	1.72	1.78
East North Central	1.72	2.16	2.12	1.01	1.29	1.29
East South Central	1.72	2.02	2.06	0.97	1.10	1.16
West North Central	2.28	2.66	2.54	1.26	1.49	1.45
West South Central	1.89	2.17	2.09	1.16	1.27	1.26
Mountain	2.40	2.81	2.79	1.44	1.68	1.72
Pacific	2.16	2.64	2.63	1.33	1.61	1.63

**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)
	Mar-09	Feb-10	Mar-10	Mar-Feb 10	Mar-09	Feb-10	Mar-10	Mar-Feb 10
<b>United States</b>	<b>3,259.8</b>	<b>3,956.5</b>	<b>3,927.0</b>	<b>-29.6</b>	<b>1,961.1</b>	<b>2,361.2</b>	<b>2,383.5</b>	<b>22.4</b>
Alabama	48.9	50.3	52.0	1.7	25.1	24.4	24.7	0.3
Alaska	18.7	20.9	18.4	-2.5	9.8	10.0	9.2	-0.9
Arkansas	25.7	25.8	26.3	0.5	15.0	13.9	14.6	0.7
Arizona	63.3	77.7	81.6	3.9	38.7	45.0	50.1	5.1
California	373.5	442.5	450.7	8.2	235.6	272.7	278.6	5.9
Colorado	64.2	77.9	79.2	1.2	39.5	45.5	48.2	2.7
Connecticut	50.6	60.7	64.7	4.0	28.8	34.3	36.9	2.5
Delaware	12.8	16.7	17.0	0.3	7.3	9.3	9.8	0.5
Florida	166.7	210.3	232.2	21.9	112.4	140.4	158.4	18.0
Georgia	84.0	112.5	110.7	-1.8	50.7	63.9	64.1	0.1
Hawaii	16.1	18.9	19.0	0.1	10.7	12.9	12.7	-0.2
Iowa	40.7	43.1	43.2	0.2	19.8	20.9	21.4	0.5
Idaho	16.4	19.8	20.1	0.3	10.1	12.7	12.8	0.1
Illinois	126.8	148.1	158.6	10.5	70.0	85.1	89.5	4.4
Indiana	46.2	58.5	59.8	1.3	25.8	33.5	33.4	-0.1
Kansas	29.6	32.2	33.1	0.8	15.3	16.9	17.0	0.1
Kentucky	29.3	37.2	37.9	0.7	17.7	21.6	21.9	0.3
Louisiana	40.4	40.8	42.5	1.7	26.3	25.2	26.6	1.4
Massachusetts	100.7	126.7	128.5	1.8	60.3	73.1	74.8	1.7
Maryland	102.9	111.5	114.4	2.8	53.5	57.6	58.5	0.9
Maine	16.8	19.4	19.5	0.1	8.8	9.4	10.2	0.7
Michigan	71.1	90.2	91.3	1.1	47.3	58.9	60.4	1.5
Minnesota	64.5	78.4	73.3	-5.2	37.9	45.7	44.1	-1.5
Missouri	61.3	79.4	78.6	-0.8	37.3	47.3	49.0	1.7
Mississippi	18.0	19.2	20.7	1.5	9.2	10.0	11.3	1.4
Montana	14.1	15.6	14.0	-1.6	6.3	7.6	6.7	-0.9
North Carolina	75.4	105.1	101.0	-4.1	48.9	67.4	67.4	0.0
North Dakota	11.7	10.8	9.1	-1.7	5.5	6.3	4.7	-1.6
Nebraska	30.8	33.7	31.0	-2.8	17.8	20.6	18.9	-1.7
New Hampshire	19.0	21.1	21.5	0.4	11.3	12.6	14.2	1.5
New Jersey	110.7	136.8	133.2	-3.7	71.6	85.9	85.4	-0.5
New Mexico	25.9	25.9	26.1	0.3	15.5	15.0	15.5	0.5
Nevada	38.0	44.5	44.2	-0.2	24.7	30.4	30.9	0.6
New York	187.5	260.7	239.1	-21.6	123.2	169.0	157.6	-11.4
Ohio	101.8	134.8	124.1	-10.7	62.9	84.1	79.2	-4.8
Oklahoma	40.8	47.0	44.2	-2.8	23.9	27.4	25.5	-1.9
Oregon	42.8	53.3	51.7	-1.6	26.6	32.8	33.2	0.4
Pennsylvania	120.3	148.2	151.0	2.8	74.5	90.3	95.5	5.2
Rhode Island	14.4	19.0	17.9	-1.1	9.3	12.4	12.3	-0.1
South Carolina	41.4	50.3	49.0	-1.3	22.5	27.3	28.3	1.0
South Dakota	14.1	13.4	11.2	-2.2	6.5	5.8	4.6	-1.2
Tennessee	50.6	62.4	62.6	0.2	31.0	36.9	39.4	2.4
Texas	217.1	262.8	249.1	-13.7	133.1	154.9	152.3	-2.6
Utah	35.4	41.8	32.4	-9.4	21.0	25.4	19.7	-5.8
Virginia	123.0	156.4	152.3	-4.1	66.8	80.0	77.3	-2.7
Vermont	10.8	11.4	11.9	0.6	5.7	6.7	7.5	0.8
Washington	85.8	111.7	106.9	-4.8	48.9	66.6	65.6	-1.0
Wisconsin	67.8	72.0	69.0	-3.0	35.1	43.0	41.6	-1.3
West Virginia	19.2	18.3	17.5	-0.9	9.9	10.1	9.1	-1.0
Wyoming	8.7	7.6	7.6	-0.1	4.4	3.8	4.0	0.3

**Source: The Conference Board**

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

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

**Table 4: State Labor Supply/Labor Demand Indicators, Seasonally Adjusted**

Location	Total Ads Rate <sup>1</sup> (Percent)			Unemployment Rate <sup>2</sup>	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate <sup>3</sup>
	Mar-09	Feb-10	Mar-10	Feb-10	Feb-10	Feb-10	Feb-10
<b>United States</b>	<b>2.11</b>	<b>2.58</b>	<b>2.56</b>	<b>9.7</b>	<b>14,871.00</b>	<b>3,956.5</b>	<b>3.76</b>
Alabama	2.28	2.45	2.53	11.1	227.72	50.3	4.53
Alaska	5.18	5.76	5.08	8.5	30.95	20.9	1.48
Arkansas	1.88	1.87	1.91	7.7	106.45	25.8	4.13
Arizona	2.01	2.48	2.60	9.5	298.88	77.7	3.85
California	2.04	2.44	2.49	12.5	2,274.29	442.5	5.14
Colorado	2.35	2.95	2.99	7.7	202.88	77.9	2.60
Connecticut	2.68	3.20	3.41	9.1	173.95	60.7	2.86
Delaware	2.91	3.90	3.98	9.2	39.32	16.7	2.35
Florida	1.81	2.28	2.52	12.2	1,125.96	210.3	5.35
Georgia	1.75	2.39	2.35	10.5	496.03	112.5	4.41
Hawaii	2.51	2.99	3.00	6.9	43.58	18.9	2.30
Iowa	2.43	2.56	2.57	6.7	112.51	43.1	2.61
Idaho	2.18	2.62	2.66	9.5	71.56	19.8	3.62
Illinois	1.92	2.24	2.40	11.4	758.05	148.1	5.12
Indiana	1.43	1.88	1.92	9.8	305.23	58.5	5.22
Kansas	1.95	2.13	2.18	6.5	98.35	32.2	3.05
Kentucky	1.41	1.80	1.83	10.9	225.89	37.2	6.07
Louisiana	1.95	1.97	2.05	7.3	151.25	40.8	3.71
Massachusetts	2.90	3.65	3.70	9.5	330.65	126.7	2.61
Maryland	3.42	3.77	3.87	7.7	227.52	111.5	2.04
Maine	2.38	2.75	2.77	8.3	58.57	19.4	3.02
Michigan	1.44	1.86	1.89	14.1	683.95	90.2	7.58
Minnesota	2.17	2.64	2.47	7.3	216.59	78.4	2.76
Missouri	2.01	2.65	2.63	9.4	280.18	79.4	3.53
Mississippi	1.39	1.48	1.60	11.4	148.77	19.2	7.74
Montana	2.81	3.15	2.82	6.9	34.52	15.6	2.21
North Carolina	1.65	2.32	2.23	11.2	510.77	105.1	4.86
North Dakota	3.18	2.95	2.50	4.1	14.96	10.8	1.39
Nebraska	3.12	3.43	3.15	4.8	47.22	33.7	1.40
New Hampshire	2.56	2.84	2.90	7.1	52.88	21.1	2.50
New Jersey	2.44	3.02	2.94	9.8	448.51	136.8	3.28
New Mexico	2.71	2.69	2.72	8.7	83.48	25.9	3.23
Nevada	2.78	3.24	3.22	13.2	180.91	44.5	4.07
New York	1.93	2.71	2.48	8.8	845.09	260.7	3.24
Ohio	1.69	2.28	2.10	10.9	647.46	134.8	4.80
Oklahoma	2.31	2.64	2.49	6.7	119.73	47.0	2.55
Oregon	2.16	2.75	2.66	10.5	204.96	53.3	3.85
Pennsylvania	1.87	2.31	2.35	8.9	576.52	148.2	3.89
Rhode Island	2.57	3.30	3.10	12.7	73.17	19.0	3.84
South Carolina	1.90	2.31	2.25	12.5	271.14	50.3	5.39
South Dakota	3.15	3.01	2.51	4.8	21.32	13.4	1.59
Tennessee	1.66	2.08	2.09	10.7	321.16	62.4	5.15
Texas	1.83	2.17	2.06	8.2	1,000.59	262.8	3.81
Utah	2.57	3.11	2.41	7.1	95.34	41.8	2.28
Virginia	2.93	3.77	3.67	7.2	297.90	156.4	1.90
Vermont	2.98	3.16	3.31	6.6	23.91	11.4	2.11
Washington	2.42	3.18	3.04	9.5	331.96	111.7	2.97
Wisconsin	2.18	2.38	2.28	8.7	264.67	72.0	3.67
West Virginia	2.38	2.33	2.22	9.5	74.75	18.3	4.08
Wyoming	2.97	2.61	2.59	7.5	21.92	7.6	2.87

**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
	Mar-09	Feb-10	Mar-10	Mar 09-10	Mar-09	Feb-10	Mar-10	Mar 09-10
Birmingham, AL	11.5	14.5	13.8	20.5%	6.2	7.4	7.1	14.0%
Phoenix, AZ	37.6	52.5	51.1	35.9%	23.4	32.4	31.8	36.0%
Tucson, AZ	10.3	12.9	13.3	29.6%	6.5	8	8.3	27.9%
Los Angeles, CA	126.3	160.7	155.9	23.5%	84.9	107.4	102.8	21.0%
Riverside, CA	20.9	25.1	25.1	20.3%	13.5	16.3	16.3	21.0%
Sacramento, CA	19.4	23.5	22.7	17.4%	12.1	14.6	14.2	17.3%
San Diego, CA	36.2	44.5	43.1	19.1%	23.1	27.9	26.9	16.3%
San Francisco, CA	65.1	93.4	91	39.8%	40.3	58.3	55.6	38.1%
San Jose, CA	25.9	38.6	38.2	47.5%	13.8	19.9	19	37.2%
Denver, CO	34.4	43.5	43.4	26.1%	21	25	25.5	21.8%
Hartford, CT	17.6	23.1	22.5	27.3%	10.5	13.7	13.4	27.5%
Washington, DC	128.3	175.2	163.1	27.2%	66.9	88.4	78.5	17.4%
Jacksonville, FL	15.4	20.2	21.4	39.1%	10.2	13.4	14	37.7%
Miami, FL	43.2	59.1	58.3	35.1%	27.9	37.6	36.9	32.5%
Orlando, FL	24	34.4	35.5	47.8%	16.9	25.1	25.6	51.5%
Tampa, FL	25.6	37.3	40	56.1%	15.5	23.9	25.8	66.5%
Atlanta, GA	47.7	72.8	69.7	46.2%	28.6	41.5	39.1	36.7%
Honolulu, HI	10.4	14.7	13.9	33.6%	7.4	10.5	9.9	34.4%
Chicago, IL	83.5	112.5	116	39.0%	46.5	64.1	65.6	41.2%
Indianapolis, IN	18.2	25.7	25.5	39.5%	10.6	15.3	14.5	37.0%
Louisville, KY	11.1	15.6	15	34.6%	6.9	9.7	8.8	27.5%
New Orleans, LA	13	14.5	13.8	5.8%	8.1	9.4	8.6	6.0%
Baltimore, MD	51.2	63.8	61.8	20.7%	28.5	36.2	34.2	20.0%
Boston, MA	71	99.5	96.7	36.2%	41.4	57.8	55.6	34.3%
Detroit, MI	27.4	36.9	36.9	34.4%	18.3	24.6	24.4	33.6%
Minneapolis-St. Paul, MN	38.1	55.3	52.8	38.4%	23.7	32.7	31.6	33.5%
Kansas City, MO	21.2	28.4	28.1	32.6%	12.7	17.2	17.1	34.3%
St. Louis, MO	27.9	37.8	35.9	28.6%	17.3	23.2	22.5	30.2%
Las Vegas, NV	26.7	34.2	32.3	21.1%	17.1	24.2	22.7	33.1%
Buffalo, NY	11.5	15.8	14.1	22.4%	7.5	10.8	9.4	25.6%
New York, NY	176.4	272.2	242.3	37.3%	116.1	184.1	162.1	39.6%
Rochester, NY	8.8	12.5	11.3	28.0%	5.7	8.1	7.3	26.8%
Charlotte, NC	20.1	33.3	31	53.9%	12.5	21.4	20.1	60.9%
Cincinnati, OH	21.2	28	25.8	21.6%	12.7	17.2	15.9	25.2%
Cleveland, OH	23.3	32.7	30	28.7%	13.4	21.3	19.3	44.4%
Columbus, OH	21.5	29.4	26.8	24.4%	14.1	19.3	17.6	24.4%
Oklahoma City, OK	16.5	20.9	19.8	20.0%	10.2	12.8	11.8	15.3%
Portland, OR	22.6	32.2	29.4	30.3%	14	19.8	18.7	33.7%
Philadelphia, PA	56.6	77.2	74.3	31.4%	32.8	45.5	44.5	35.9%
Pittsburgh, PA	29.8	37.9	41.7	39.7%	20.1	25.4	28.8	43.2%
Providence, RI	15.4	19.8	20	30.3%	9.9	13.4	14	41.8%
Memphis, TN	11.6	15	13.8	19.3%	7.1	9.3	8.4	19.2%
Nashville, TN	16.4	21.4	21.6	31.9%	10.2	13.5	14.4	41.5%
Austin, TX	21.9	29.9	27.8	26.7%	14.1	18.7	17.8	26.4%
Dallas, TX	63.7	82.7	76.7	20.4%	37.7	48.3	44.5	18.1%
Houston, TX	53.6	63.5	58.4	9.0%	30.7	36	32.8	6.8%
San Antonio, TX	22.2	30.6	29.8	33.9%	14.2	20.8	20.4	43.7%
Salt Lake City, UT	19	24	18.8	-0.7%	11.6	15.7	12	3.7%
Richmond, VA	14	19.1	18.2	30.3%	8.5	12.1	11.7	36.6%
Virginia Beach, VA	18.3	22.6	21.5	17.9%	11.1	14.6	13.9	24.7%
Seattle-Tacoma, WA	48.8	73.2	67.4	38.2%	26.6	44	40.7	52.7%
Milwaukee, WI	17.5	27.6	24.9	42.4%	10.9	17.2	15.6	43.2%

**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> (Percent)			Unemployment Rate <sup>2</sup>	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate <sup>3</sup>
	Mar-09	Feb-10	Mar-10	Jan-10	Jan-10	Jan-10	Jan-10
Birmingham, AL	2.22	2.93	2.78	11.0	54.6	11.9	4.58
Phoenix, AZ	1.78	2.5	2.43	9.2	193.1	47.2	4.10
Tucson, AZ	2.12	2.63	2.72	8.9	43.7	11.8	3.71
Los Angeles, CA	1.91	2.5	2.43	12.4	797.0	138.4	5.76
Riverside, CA	1.15	1.42	1.42	15.0	264.9	22.6	11.73
Sacramento, CA	1.81	2.21	2.14	13.1	138.8	21.4	6.47
San Diego, CA	2.28	2.87	2.78	11.0	170.9	39.2	4.36
San Francisco, CA	2.84	4.19	4.08	11.1	246.6	77.9	3.17
San Jose, CA	2.8	4.3	4.26	12.4	111.2	33.0	3.37
Denver, CO	2.49	3.22	3.22	8.3	111.6	39.3	2.84
Hartford, CT	2.98	3.85	3.75	10.0	59.8	20.9	2.85
Washington, DC	4.28	5.75	5.36	6.9	211.4	151.8	1.39
Jacksonville, FL	2.26	2.96	3.13	12.1	82.3	17.8	4.64
Miami, FL	1.53	2.07	2.05	11.2	319.8	51.1	6.26
Orlando, FL	2.17	3.1	3.2	12.4	138.3	29.3	4.72
Tampa, FL	1.94	2.86	3.06	13.1	171.5	32.2	5.32
Atlanta, GA	1.78	2.73	2.61	10.8	289.6	61.2	4.73
Honolulu, HI	2.33	3.33	3.14	6.0	26.4	12.4	2.14
Chicago, IL	1.73	2.33	2.4	11.7	563.7	95.4	5.91
Indianapolis, IN	2.06	2.98	2.96	9.3	79.8	21.9	3.64
Louisville, KY	1.77	2.49	2.39	11.2	70.4	13.6	5.18
New Orleans, LA	2.47	2.71	2.57	7.9	42.4	12.2	3.49
Baltimore, MD	3.71	4.63	4.48	8.7	119.6	56.7	2.11
Boston, MA	2.86	3.93	3.82	9.3	234.6	87.4	2.68
Detroit, MI	1.31	1.79	1.78	15.6	321.7	30.6	10.51
Minneapolis-St. Paul, MN	2.09	3	2.86	7.7	142.4	48.9	2.91
Kansas City, MO	2.03	2.75	2.72	9.1	93.8	26.0	3.61
St. Louis, MO	1.97	2.66	2.52	10.7	152.8	33.2	4.61
Las Vegas, NV	2.66	3.47	3.27	13.8	135.9	29.7	4.58
Buffalo, NY	1.97	2.72	2.42	9.2	53.4	13.8	3.86
New York, NY	1.85	2.88	2.57	9.7	915.1	234.7	3.90
Rochester, NY	1.64	2.35	2.13	8.7	46.4	10.8	4.29
Charlotte, NC	2.38	3.89	3.62	12.8	109.8	29.0	3.79
Cincinnati, OH	1.91	2.52	2.32	10.8	120.2	25.0	4.81
Cleveland, OH	2.17	3.09	2.84	10.3	108.9	28.1	3.87
Columbus, OH	2.27	3.1	2.82	9.8	92.8	25.1	3.70
Oklahoma City, OK	2.9	3.65	3.45	6.7	38.5	18.1	2.13
Portland, OR	1.89	2.77	2.53	11.3	131.9	28.7	4.60
Philadelphia, PA	1.9	2.58	2.49	9.5	282.6	71.2	3.97
Pittsburgh, PA	2.46	3.08	3.38	8.9	109.3	33.8	3.23
Providence, RI	2.21	2.78	2.81	13.6	97.1	17.6	5.52
Memphis, TN	1.89	2.49	2.29	11.3	67.7	13.3	5.07
Nashville, TN	2.09	2.73	2.76	10.0	78.3	20.1	3.90
Austin, TX	2.49	3.32	3.08	7.6	68.3	25.6	2.67
Dallas, TX	2.03	2.58	2.39	8.7	278.2	73.8	3.77
Houston, TX	1.91	2.2	2.03	8.8	254.9	58.3	4.38
San Antonio, TX	2.33	3.14	3.06	7.7	75.2	26.9	2.80
Salt Lake City, UT	3.11	4.04	3.16	7.1	42.0	20.9	2.01
Richmond, VA	2.16	2.94	2.81	8.5	55.0	16.0	3.44
Virginia Beach, VA	2.21	2.76	2.63	8.0	65.1	19.7	3.31
Seattle-Tacoma, WA	2.57	3.87	3.57	9.6	180.9	60.3	3.00
Milwaukee, WI	2.22	3.53	3.18	9.6	74.8	23.9	3.13

**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 (Thousands)			M-O-M Change (Thousands)	Unemployed <sup>3</sup> (Thousands)	Supply/ Demand Rate <sup>4</sup>	Average Hourly Wage <sup>5</sup>
	Mar-09	Feb-10	Mar-10	Mar-Feb 10	Feb-10	Feb-10	
Total	3,259.8	3,956.5	3,927.0	-29.5	14,871.0	3.8	\$20.32
Management	385.1	488.0	509.6	21.6	703.5	1.4	\$48.23
Business and financial operations	187.8	209.9	200.3	-9.6	365.8	1.7	\$31.12
Computer and mathematical science	407.4	507.4	510.1	2.7	183.0	0.4	\$35.82
Architecture and engineering	134.9	135.5	137.6	2.1	201.2	1.5	\$34.34
Life, physical, and social science	66.7	79.4	80.2	0.8	88.8	1.1	\$30.90
Community and social services	38.9	45.4	45.3	-0.1	134.7	3.0	\$20.09
Legal	19.4	26.0	25.6	-0.4	44.5	1.7	\$44.36
Education, training, and library	65.0	82.8	81.7	-1.1	457.7	5.5	\$23.30
Arts, design, entertainment, sports, and media	82.2	98.8	102.3	3.5	330.6	3.3	\$24.36
Healthcare practitioners and technical	528.2	539.2	627.3	88.1	201.7	0.4	\$32.64
Healthcare support	98.3	111.7	125.4	13.8	316.1	2.8	\$12.66
Protective service	26.4	29.8	28.5	-1.3	211.7	7.1	\$19.33
Food preparation and serving related	71.0	98.3	100.5	2.2	1,004.2	10.2	\$9.72
Building and grounds cleaning and maintenance	33.9	42.4	41.3	-1.1	816.3	19.2	\$11.72
Personal care and service	53.0	65.0	65.4	0.4	439.4	6.8	\$11.59
Sales and related	389.5	478.0	467.5	-10.5	1,635.6	3.4	\$17.35
Office and administrative support	327.9	423.7	376.1	-47.6	1,681.0	4.0	\$15.49
Farming, fishing, and forestry	5.7	6.0	5.5	-0.5	181.2	30.2	\$11.32
Construction and extraction	44.6	49.1	48.5	-0.6	1,845.4	37.6	\$20.36
Installation, maintenance, and repair	83.5	100.8	101.9	1.1	499.9	5.0	\$19.82
Production	72.5	87.1	86.3	-0.9	1,252.9	14.4	\$15.54
Transportation and material moving	78.9	107.4	109.0	1.6	1,194.5	11.1	\$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
	Mar-10	Wage <sup>2</sup>	Mar-10	Wage <sup>2</sup>	Mar-10	Wage <sup>2</sup>
<b>United States</b>	<b>671607</b>	<b>\$39.69</b>	<b>1512207</b>	<b>\$29.24</b>	<b>342651</b>	<b>\$11.87</b>
Alabama	6,424	\$36.51	17,383	\$25.85	5,139	\$9.92
Alaska	2,357	\$35.32	7,876	\$29.55	1,563	\$14.22
Arizona	12,628	\$35.17	33,941	\$27.31	7,823	\$11.87
Arkansas	3,315	\$32.01	9,212	\$23.68	2,502	\$9.79
California	86,124	\$44.56	178,989	\$33.79	29,370	\$13.12
Colorado	12,833	\$39.29	31,615	\$30.45	7,058	\$12.30
Connecticut	12,915	\$35.10	24,132	\$31.55	4,744	\$13.79
Delaware	3,453	\$41.13	6,787	\$31.64	1,436	\$12.38
Florida	33,370	\$35.96	79,391	\$27.41	27,388	\$11.52
Georgia	20,243	\$39.55	46,422	\$27.08	8,029	\$10.77
Hawaii	2,724	\$35.11	5,447	\$27.86	2,039	\$13.31
Idaho	2,504	\$32.31	6,369	\$25.45	2,321	\$10.93
Illinois	34,776	\$39.85	59,113	\$30.61	10,572	\$12.65
Indiana	9,009	\$35.76	20,210	\$25.62	5,276	\$10.75
Iowa	5,191	\$32.14	14,803	\$23.45	3,845	\$10.68
Kansas	4,270	\$34.55	12,888	\$24.52	3,194	\$10.59
Kentucky	5,032	\$33.56	13,998	\$25.00	3,356	\$10.30
Louisiana	6,058	\$32.90	13,773	\$24.48	4,563	\$10.05
Maine	2,209	\$33.02	7,162	\$25.13	2,125	\$11.40
Maryland	19,928	\$42.22	52,613	\$32.68	8,005	\$12.85
Massachusetts	26,701	\$45.51	52,272	\$33.25	9,608	\$13.97
Michigan	13,539	\$38.47	31,682	\$29.59	8,971	\$11.74
Minnesota	14,365	\$38.01	27,557	\$29.21	5,644	\$12.08
Mississippi	2,615	\$32.09	8,285	\$23.34	1,906	\$9.75
Missouri	11,441	\$35.89	26,845	\$25.95	8,176	\$10.73
Montana	1,443	\$28.99	4,993	\$21.97	1,283	\$10.44
Nebraska	4,049	\$26.68	10,331	\$24.27	3,054	\$10.37
Nevada	6,094	\$37.54	15,778	\$28.53	5,729	\$12.34
New Hampshire	2,687	\$39.79	8,259	\$27.97	2,073	\$12.18
New Jersey	25,516	\$45.79	49,534	\$32.61	13,019	\$14.27
New Mexico	3,519	\$34.70	11,107	\$26.99	2,355	\$10.45
New York	50,184	\$48.34	87,668	\$32.30	20,191	\$13.90
North Carolina	16,043	\$38.43	39,093	\$26.03	9,925	\$10.68
North Dakota	996	\$32.90	2,936	\$22.94	742	\$10.34
Ohio	19,729	\$36.98	43,414	\$27.99	11,103	\$11.30
Oklahoma	5,515	\$31.01	16,157	\$23.60	4,712	\$10.06
Oregon	7,362	\$36.17	18,767	\$28.09	5,125	\$12.23
Pennsylvania	24,765	\$36.95	56,341	\$27.96	16,126	\$11.75
Rhode Island	2,906	\$40.79	6,170	\$30.33	2,131	\$12.63
South Carolina	5,955	\$35.79	18,647	\$25.39	5,882	\$10.29
South Dakota	1,270	\$30.43	3,716	\$22.38	1,147	\$10.01
Tennessee	9,379	\$34.33	23,202	\$25.13	5,979	\$10.42
Texas	42,717	\$38.80	101,471	\$27.99	20,541	\$10.37
Utah	4,392	\$27.74	10,761	\$25.93	2,691	\$10.87
Vermont	1,439	\$27.79	4,612	\$25.70	1,165	\$12.31
Virginia	30,090	\$33.86	71,498	\$31.75	9,969	\$11.81
Washington	18,243	\$31.95	47,253	\$31.29	9,372	\$13.61
West Virginia	1,802	\$29.93	7,014	\$23.03	1,508	\$9.57
Wisconsin	10,700	\$34.96	25,236	\$27.48	6,791	\$11.54
Wyoming	908	\$32.73	3,278	\$24.41	609	\$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
	Mar-10	Wage <sup>1</sup>	Mar-10	Wage <sup>1</sup>	Mar-10	Wage <sup>1</sup>
<b>United States</b>	<b>797694</b>	<b>\$16.20</b>	<b>142958</b>	<b>\$19.80</b>	<b>176576</b>	<b>\$15.33</b>
Alabama	10,571	\$13.79	3,507	\$17.12	4,209	\$14.25
Alaska	3,062	\$16.72	902	\$26.46	736	\$19.99
Arizona	17,785	\$15.41	2,605	\$17.80	2,534	\$15.09
Arkansas	5,336	\$13.46	1,407	\$16.60	1,786	\$13.79
California	93,221	\$17.91	12,014	\$21.18	15,390	\$15.37
Colorado	17,279	\$17.38	3,437	\$19.76	3,360	\$15.94
Connecticut	11,907	\$19.02	1,809	\$23.04	2,617	\$16.68
Delaware	3,293	\$16.44	613	\$20.65	751	\$15.70
Florida	58,455	\$15.62	9,889	\$17.33	8,751	\$14.40
Georgia	20,912	\$15.63	4,323	\$17.79	4,675	\$14.42
Hawaii	5,006	\$15.83	794	\$24.71	803	\$16.27
Idaho	4,517	\$14.33	1,029	\$17.26	1,073	\$14.18
Illinois	30,576	\$17.04	3,831	\$24.47	6,939	\$15.75
Indiana	13,347	\$15.08	2,148	\$20.27	4,059	\$15.75
Iowa	8,060	\$14.61	1,952	\$18.19	2,998	\$14.94
Kansas	6,527	\$14.80	1,447	\$18.78	1,753	\$15.23
Kentucky	8,194	\$14.18	1,737	\$18.15	2,225	\$15.38
Louisiana	10,242	\$13.39	2,227	\$17.91	2,505	\$15.93
Maine	3,658	\$14.75	669	\$17.91	986	\$15.03
Maryland	19,471	\$16.91	3,750	\$20.55	4,026	\$16.33
Massachusetts	22,847	\$18.69	3,310	\$23.80	4,639	\$16.52
Michigan	20,425	\$16.16	3,567	\$21.78	5,478	\$17.04
Minnesota	15,005	\$17.00	2,228	\$22.39	3,709	\$16.20
Mississippi	3,893	\$13.23	964	\$16.07	1,263	\$13.62
Missouri	16,726	\$15.31	3,288	\$20.41	4,516	\$14.99
Montana	2,612	\$13.57	792	\$18.35	614	\$15.31
Nebraska	5,829	\$14.09	1,517	\$17.85	1,755	\$15.12
Nevada	10,920	\$15.54	1,718	\$22.52	1,651	\$15.02
New Hampshire	4,330	\$16.36	803	\$19.83	1,233	\$15.57
New Jersey	28,022	\$18.30	4,177	\$23.36	5,806	\$15.84
New Mexico	4,791	\$13.71	996	\$17.14	858	\$14.96
New York	50,961	\$18.49	6,733	\$23.70	9,052	\$16.57
North Carolina	19,995	\$15.16	4,586	\$17.31	4,678	\$14.09
North Dakota	1,900	\$13.65	901	\$18.71	732	\$15.58
Ohio	26,297	\$15.60	4,944	\$20.16	7,958	\$15.52
Oklahoma	9,238	\$13.44	2,457	\$17.23	2,868	\$14.15
Oregon	10,402	\$16.45	2,030	\$20.44	2,366	\$15.39
Pennsylvania	30,627	\$15.99	5,659	\$20.12	8,039	\$15.50
Rhode Island	3,963	\$16.37	669	\$21.39	910	\$14.89
South Carolina	10,534	\$14.18	2,577	\$16.82	3,008	\$14.45
South Dakota	2,062	\$13.42	726	\$16.11	633	\$13.31
Tennessee	13,949	\$14.58	2,753	\$17.42	3,762	\$14.42
Texas	50,988	\$15.28	10,360	\$16.78	11,491	\$14.53
Utah	8,729	\$14.77	1,326	\$18.39	1,489	\$14.78
Vermont	1,918	\$15.45	473	\$18.38	540	\$15.35
Virginia	21,836	\$16.26	4,619	\$19.10	4,299	\$15.24
Washington	18,171	\$17.57	3,095	\$22.75	3,231	\$17.40
West Virginia	3,512	\$12.82	839	\$18.14	919	\$14.43
Wisconsin	13,484	\$15.57	2,454	\$20.95	4,948	\$15.59
Wyoming	1,217	\$13.86	376	\$20.53	337	\$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
	Mar-10	Wage <sup>2</sup>	Mar-10	Wage <sup>2</sup>	Mar-10	Wage <sup>2</sup>
<b>United States</b>	<b>671,607</b>	<b>\$39.69</b>	<b>1,512,207</b>	<b>\$29.24</b>	<b>342,651</b>	<b>\$11.87</b>
Birmingham, AL	2,173	\$38.72	4,262	\$26.20	1,519	\$10.41
Phoenix, AZ	8,499	\$35.75	20,892	\$27.84	4,538	\$11.90
Tucson, AZ	1,941	\$35.26	4,970	\$28.28	1,819	\$11.87
Los Angeles, CA	31,349	\$44.75	58,020	\$33.52	11,121	\$12.80
Riverside, CA	3,662	\$39.08	8,163	\$29.74	2,826	\$12.50
Sacramento, CA	4,259	\$38.34	8,665	\$34.29	1,806	\$13.18
San Diego, CA	7,773	\$42.67	17,675	\$33.26	3,254	\$12.44
San Francisco, CA	22,533	\$49.63	41,054	\$36.87	4,991	\$14.47
San Jose, CA	8,469	\$54.66	21,938	\$42.71	1,215	\$13.50
Denver, CO	8,198	\$40.69	17,062	\$31.98	3,549	\$12.39
Hartford, CT	4,769	\$41.57	8,776	\$32.15	1,775	\$13.78
Washington, DC	40,797	\$37.90	82,321	\$37.79	8,014	\$13.75
Jacksonville, FL	3,199	\$35.85	7,425	\$26.93	2,436	\$11.29
Miami, FL	10,421	\$38.42	19,519	\$30.75	6,185	\$12.39
Orlando, FL	5,274	\$35.74	10,572	\$26.75	4,270	\$11.08
Tampa, FL	5,941	\$35.91	16,007	\$28.00	4,530	\$11.22
Atlanta, GA	15,427	\$41.46	30,356	\$29.11	4,220	\$11.31
Honolulu, HI	2,200	\$35.57	4,067	\$31.89	1,737	\$12.95
Chicago, IL	29,744	\$41.85	45,251	\$33.84	7,751	\$12.93
Indianapolis, IN	4,592	\$36.93	8,345	\$27.90	2,472	\$11.41
Louisville, KY	2,301	\$35.91	5,700	\$26.23	1,497	\$10.66
New Orleans, LA	2,179	\$34.56	4,206	\$26.65	2,080	\$10.65
Baltimore, MD	10,388	\$40.99	29,083	\$32.10	4,933	\$13.08
Boston, MA	22,454	\$46.83	41,699	\$34.01	7,332	\$14.20
Detroit, MI	6,174	\$41.01	12,690	\$30.71	4,165	\$12.05
Minneapolis-St. Paul, MN	11,681	\$40.37	20,473	\$30.92	4,193	\$12.61
Kansas City, MO	4,515	\$37.34	10,065	\$27.75	2,950	\$11.54
St. Louis, MO	6,285	\$37.90	12,955	\$28.05	4,046	\$11.28
Las Vegas, NV	4,432	\$38.00	10,990	\$28.36	4,497	\$12.53
Buffalo, NY	2,135	\$37.29	3,817	\$26.82	1,581	\$11.88
New York, NY	54,525	\$50.57	93,919	\$34.55	21,126	\$14.63
Rochester, NY	1,694	\$39.79	3,716	\$27.57	1,316	\$11.93
Charlotte, NC	6,527	\$41.05	12,216	\$27.63	2,797	\$11.19
Cincinnati, OH	4,630	\$37.96	8,489	\$28.68	2,657	\$11.54
Cleveland, OH	5,469	\$38.86	11,327	\$28.77	2,911	\$11.82
Columbus, OH	4,791	\$36.74	9,695	\$30.01	2,368	\$11.88
Oklahoma City, OK	2,607	\$31.56	7,229	\$25.50	2,205	\$10.45
Portland, OR	5,049	\$38.56	11,745	\$30.44	2,671	\$12.71
Philadelphia, PA	15,010	\$41.65	29,460	\$30.97	7,451	\$12.88
Pittsburgh, PA	6,546	\$35.14	14,188	\$27.88	5,824	\$11.25
Providence, RI	3,036	\$40.64	6,920	\$29.42	2,587	\$12.67
Memphis, TN	2,318	\$36.94	5,031	\$26.55	1,223	\$10.83
Nashville, TN	3,725	\$36.16	7,747	\$25.90	2,101	\$10.81
Austin, TX	4,571	\$38.67	12,348	\$29.23	2,438	\$10.85
Dallas, TX	15,919	\$41.10	31,030	\$30.11	5,493	\$10.99
Houston, TX	11,672	\$51.06	23,072	\$30.74	4,320	\$10.45
San Antonio, TX	4,220	\$34.42	12,013	\$26.14	3,710	\$10.16
Salt Lake City, UT	2,901	\$35.61	6,843	\$28.39	1,720	\$11.36
Richmond, VA	3,259	\$30.49	7,201	\$28.73	1,839	\$11.56
Virginia Beach, VA	2,840	\$35.50	7,606	\$27.36	2,743	\$11.12
Seattle-Tacoma, WA	13,612	\$43.11	32,790	\$33.75	4,918	\$14.09
Milwaukee, WI	4,509	\$38.01	8,831	\$29.80	2,760	\$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
	Mar-10	Wage <sup>1</sup>	Mar-10	Wage <sup>1</sup>	Mar-10	Wage <sup>1</sup>
<b>United States</b>	<b>797,694</b>	<b>\$16.20</b>	<b>142,958</b>	<b>\$19.80</b>	<b>176,576</b>	<b>\$15.33</b>
Birmingham, AL	3,599	\$15.36	873	\$18.14	1,099	\$14.58
Phoenix, AZ	12,886	\$15.93	1,569	\$18.20	1,591	\$15.22
Tucson, AZ	3,095	\$14.24	635	\$17.76	567	\$14.31
Los Angeles, CA	39,517	\$17.84	4,240	\$22.21	6,284	\$14.54
Riverside, CA	7,172	\$15.73	1,186	\$20.68	1,444	\$14.90
Sacramento, CA	5,673	\$17.51	933	\$22.36	911	\$16.07
San Diego, CA	10,321	\$17.33	1,427	\$22.03	1,638	\$15.25
San Francisco, CA	16,448	\$20.71	1,830	\$26.88	2,319	\$17.93
San Jose, CA	4,797	\$22.31	546	\$25.00	774	\$16.83
Denver, CO	9,799	\$18.60	1,975	\$20.27	1,876	\$16.16
Hartford, CT	4,874	\$18.55	741	\$23.10	1,055	\$17.18
Washington, DC	22,006	\$18.69	3,402	\$21.75	3,057	\$17.08
Jacksonville, FL	5,678	\$16.05	1,083	\$18.05	976	\$15.26
Miami, FL	16,445	\$16.41	2,045	\$18.57	1,942	\$14.80
Orlando, FL	10,799	\$15.27	1,703	\$17.73	1,509	\$14.19
Tampa, FL	9,716	\$15.82	1,520	\$17.05	1,440	\$13.76
Atlanta, GA	13,490	\$17.03	2,212	\$19.12	2,389	\$15.43
Honolulu, HI	4,202	\$15.84	646	\$25.30	683	\$16.47
Chicago, IL	23,899	\$17.82	2,494	\$25.82	4,784	\$16.05
Indianapolis, IN	6,687	\$16.73	1,021	\$20.73	1,697	\$15.70
Louisville, KY	3,571	\$15.36	707	\$19.19	888	\$17.01
New Orleans, LA	3,457	\$14.42	704	\$18.33	756	\$16.28
Baltimore, MD	11,316	\$17.09	2,332	\$20.31	2,466	\$16.62
Boston, MA	17,949	\$19.45	2,267	\$24.51	3,366	\$16.81
Detroit, MI	9,172	\$17.33	1,619	\$23.81	2,196	\$18.60
Minneapolis-St. Paul, MN	11,328	\$18.36	1,503	\$24.38	2,660	\$17.04
Kansas City, MO	6,935	\$16.69	1,280	\$21.53	1,685	\$15.92
St. Louis, MO	8,527	\$16.49	1,435	\$23.13	1,861	\$16.31
Las Vegas, NV	8,768	\$15.58	1,221	\$22.85	1,125	\$14.72
Buffalo, NY	4,363	\$15.66	707	\$20.51	1,123	\$16.16
New York, NY	52,667	\$19.58	5,590	\$25.16	8,031	\$16.78
Rochester, NY	2,822	\$15.97	661	\$19.41	910	\$14.84
Charlotte, NC	6,144	\$16.88	1,266	\$18.45	1,370	\$15.16
Cincinnati, OH	6,757	\$16.85	1,067	\$20.05	1,586	\$15.54
Cleveland, OH	6,437	\$16.27	1,193	\$21.89	2,036	\$16.04
Columbus, OH	6,577	\$16.34	1,070	\$20.15	1,679	\$15.29
Oklahoma City, OK	4,767	\$13.86	1,274	\$17.99	1,247	\$13.76
Portland, OR	6,585	\$17.58	1,191	\$22.11	1,477	\$16.17
Philadelphia, PA	15,215	\$17.64	2,514	\$22.64	3,230	\$16.35
Pittsburgh, PA	9,281	\$15.49	1,866	\$19.06	2,524	\$15.54
Providence, RI	4,870	\$16.10	865	\$21.48	1,201	\$14.79
Memphis, TN	3,158	\$15.32	651	\$18.07	1,052	\$14.51
Nashville, TN	5,434	\$15.55	911	\$18.14	1,159	\$15.53
Austin, TX	5,680	\$16.09	1,012	\$18.02	953	\$13.64
Dallas, TX	16,821	\$16.83	2,651	\$17.41	3,266	\$14.76
Houston, TX	12,668	\$16.46	2,379	\$17.70	2,672	\$15.71
San Antonio, TX	6,171	\$14.10	1,508	\$15.69	1,429	\$13.14
Salt Lake City, UT	5,344	\$15.87	729	\$18.70	908	\$15.10
Richmond, VA	3,909	\$16.90	805	\$19.27	820	\$14.97
Virginia Beach, VA	5,077	\$14.63	1,518	\$18.19	1,210	\$15.50
Seattle-Tacoma, WA	11,778	\$18.87	1,583	\$24.27	1,699	\$18.38
Milwaukee, WI	5,598	\$17.14	891	\$23.03	1,889	\$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.

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