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For further information:

Frank Tortorici: 212 339-0231 / f.tortorici@conference-board.org

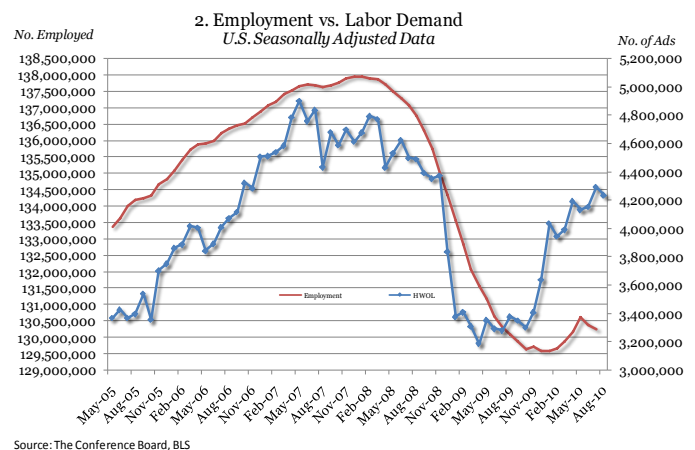
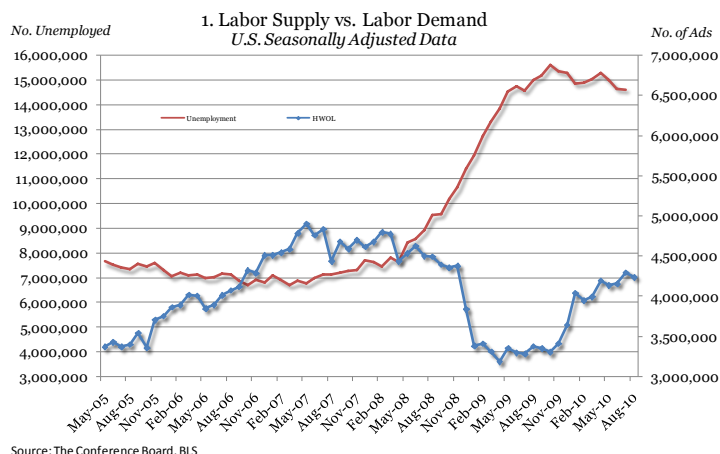
For Immediate Release 10:00 AM ET, Wednesday, September 1, 2010

Online Job Demand Dips 57,100 in August, The Conference Board Reports

- Online job demand dips in August after rising 139,200 in July
- August picture mixed across the U.S. with moderate gains in Midwestern and Western States and dips in labor demand in the Northeast and South
- Demand for management workers as well as service workers in sales, food preparation and serving, and personal care continues to rise

NEW YORK, September 1, 2010...Online advertised vacancies dropped 57,100 in August to 4,236,200, following an increase of 139,200 in July, according to *The Conference Board Help Wanted OnLine™* (HWOL) Data Series released today. The gap between the number of unemployed and advertised vacancies (supply/demand rate) stood at 3.40 unemployed for every advertised vacancy in July (the last available unemployment data) but is down from its peak of 4.73 in October 2009. (Chart 1)

“Labor demand continues to struggle to post gains month after month,” said June Shelp, Vice President at The Conference Board. “During the last few months, gains in online job demand one month have been partially offset by dips in the following month. But the good news is that overall job demand is still maintaining a modest upward trend for both the nation and most States (Chart 1).”



1 The release schedule, national historic table and technical notes to this series are available at The Conference Board website, <http://www.conference-board.org/data/helpwantedonline.cfm>. The underlying data for The Conference Board HWOL are provided by **Wanted Technologies Corporation**.

REGIONAL AND STATE HIGHLIGHTS

- Moderate gains in Midwestern and Western States offset by declines in Northeast and South

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads ¹ (Thousands) Aug-10	M-O-M Change (Thousands) Aug-Jul 10	Supply/ Demand Rate ² Jul-10	Recent Trend ³
United States	4,236.2	-57.1	3.40	↑ 10/09
NORTHEAST	899.3	-19.2	2.71	
Massachusetts	136.5	-1.5	2.26	↑ 10/09
New Jersey	158.1	-8.1	2.64	↑ 1/09
New York	290.6	-3.0	2.71	↑ 4/09
Pennsylvania	167.3	-0.4	3.53	↑ 10/09
SOUTH	1,524.6	-14.0	3.28	
Florida	229.4	7.8	4.76	↑ 4/09
Georgia	115.8	-2.0	3.92	↑ 1/09
Maryland	121.3	-5.7	1.66	↑ 4/09
North Carolina	114.2	-2.3	3.78	↑ 4/09
Texas	294.5	8.0	3.49	↑ 10/09
Virginia	167.8	-3.2	1.70	↑ 4/09
MIDWEST	851.3	5.8	3.85	
Illinois	169.2	2.9	4.11	↑ 10/09
Michigan	98.5	0.6	6.50	↑ 11/09
Minnesota	86.4	0.8	2.37	↑ 11/09
Missouri	79.1	-0.9	3.41	↑ 10/09
Ohio	136.0	0.3	4.53	↑ 10/09
Wisconsin	80.6	-0.5	2.93	↑ 11/09
WEST	994.8	1.7	3.88	
Arizona	82.2	-0.7	3.69	↑ 10/09
California	454.2	1.4	4.97	↑ 10/09
Colorado	87.3	0.6	2.46	↑ 11/09
Washington	114.2	1.3	2.78	↑ 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) .

The **Midwest** rose by a slim 5,800 in August after having risen 42,800 in July with several large states in the regions continuing to post gains. Illinois was up 2,900 in August after experiencing the largest gain in the region (16,800) in July and reached its highest level since June 2008. Minnesota rose just 800 to its highest level since October 2008. Michigan gained just 600 and continued up to its all-time highest level since the HWOL series began in May 2005. Ohio was up 300. Missouri dropped 900 in August after an increase of 6,300 in July. Wisconsin lost less this month (500) after having decreased 5,000 in July. Among the States with smaller populations, North Dakota gained 500 while Indiana gained 100 (Table 3).

In the **West** labor demand increased by 1,700. After experiencing a rise of 34,800 in July, California gained just 1,400 in August. Washington and Colorado experienced increases of 1,300 and 600 respectively (Table A). Colorado's level is at its highest since November 2008. Arizona dipped by 700 after a July gain of 7,900. Among the smaller States, Nevada gained 2,200 and Hawaii and Alaska rose 800 while Oregon dropped 2,800 and New Mexico declined 200 (Table 3).

The **Northeast** region declined by 19,200 this month and more than offset its July gain of 12,900 and reflected a pullback in labor demand in all of the largest states in the region. New Jersey lost 8,100 after gaining 30,200 in the previous four months. After a 2-month gain of 30,600, New York dipped 3,000 in August. Massachusetts was down 1,500, and Pennsylvania edged down 400. Among the smaller States, Connecticut and Vermont declined 2,800 and 900 respectively. Maine and New Hampshire were down modestly by 400 and 300 respectively. Rhode Island gained 800.

Online advertised vacancies in the **South** declined in August by 14,000, reflecting drops in four out of the six large States. The largest decline occurred in Maryland (-5,700). Next was Virginia with a decrease of 3,200. North Carolina declined 2,300 after a 2-month gain of 17,800 while Georgia fell by 2,000 in August. Texas experienced a gain of 8,000, due largely to gains in sales and related occupations, healthcare practitioners and technical occupations, and management occupations. Florida gained 7,800 in August (Table A) and, combined with its July gain, was up over 15,000 in the last two months. Florida's August gain reflected increases in office and administrative support and computer and mathematical science positions. Among the less populous states in the South, advertised vacancies in Kentucky increased by 2,900, Louisiana increased by 2,400, and Oklahoma increased by 1,100 (Table 3).

The Supply/Demand rate for the U.S. in July (the latest month for which unemployment numbers are available) was at 3.40, indicating that there are just over 3 unemployed workers for every online advertised vacancy. Nationally, there are 10.3 million more unemployed workers than advertised vacancies. The number of advertised vacancies exceeded the number of unemployed in only North Dakota, where the Supply/Demand rate was .99. States with the next lowest rates include South Dakota (1.31), Alaska (1.38), and Nebraska (1.41), where the Supply/Demand rates reflected the fact that there was just over one unemployed for every online advertised vacancy (Table 4). States with the highest Supply/Demand rates are Mississippi (6.63) and Michigan (6.50), where there are over 6 unemployed people for every advertised vacancy. Although still among the highest in the nation, Michigan's S/D rate has improved significantly from the 10.2 in August 2009 when there were just over 10 unemployed for every online advertised vacancy. Other states where there are at least 5 unemployed for every advertised vacancy are Indiana (5.28) and Kentucky (5.00).

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 Management workers rises 8,300 in August
- Demand for Healthcare Practitioners and Technical workers down by 31,500 in August
- Computer and Mathematical Science advertised vacancies drop 14,000

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

Occupation	Total Ads (Thousands) Aug-10	M-O-M Change (Thousands) Aug-Jul 10	Unemployed (Thousands) Jul-10	Supply/ Demand Rate ¹ Jul-10	Average Hourly Wage ²
Management	588.8	8.3	703.7	1.21	\$49.47
Computer and mathematical science	572.7	-14.0	183.4	0.31	\$36.68
Healthcare practitioners and technical	542.5	-31.5	236.9	0.41	\$33.51
Sales and related	508.6	4.1	1,571.1	3.11	\$17.32
Office and administrative support	453.8	-0.8	1,646.6	3.62	\$15.86
Business and financial operations	231.8	1.2	323.0	1.40	\$31.68
Architecture and engineering	169.8	-0.2	155.3	0.91	\$35.38
Transportation and material moving	137.7	-1.4	1,047.8	7.53	\$15.47
Installation, maintenance, and repair	119.0	0.0	457.5	3.84	\$20.30
Food preparation and serving related	114.1	2.8	1,154.8	10.37	\$10.04

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1. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
2. BLS Occupational Employment Statistics - May 2009 estimates.

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, **Management** occupations posted the largest August increase, up 8,300 to 588,800 and followed a gain of 40,200 in July (Table B). The August rise was largely due to increases in demand for financial managers (branch or department), sales managers, marketing managers, postsecondary education administrators, and human resources managers. Advertised vacancies in this field are at their highest level since January 2008. The ratio between the number of unemployed looking for work and advertised vacancies was slightly over one job-seeker for each advertised vacancy.

Labor demand for **Healthcare Practitioners and Technical** occupations dropped for the second month in a row; demand was down 31,500 in August to 542,500. The drop was largely due to decreases in advertised vacancies for family and general practitioners, physicians and surgeons, general internists, and obstetricians and gynecologists. Correspondingly, **Healthcare Support** also dropped for the second straight month by 2,900 to 108,900, mainly due to the slide in Occupational Therapist Assistants and Physical Therapist Assistants. There were 2.6 unemployed for every advertised vacancy in healthcare support (Table 7).

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 July, 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 over 2 to 1, and the average wage in these occupations is \$33.51/hour. (Table B and Table 7) In sharp contrast, the average wage for healthcare support occupations is \$12.84/hour and there were over 2 unemployed looking for work in the field for every advertised vacancy.

Computer and Mathematical Science occupations were down 14,000 to 572,700 in August, offsetting part of the July gain when demand rose by 31,800. The decrease was largely due to decreases in demand for computer security specialists. Demand for workers in this occupational category exceeds the number of unemployed looking for work by just over 3 to 1.

Occupations in **Sales and Related** and **Food Preparation and Serving Related** have seen steady increases in labor demand and rose by 4,100 and 2,800 respectively in August. Both occupation groups have been rising consistently since the beginning of 2010. This month there were significant increases in First-Line Supervisors/Managers of Retail Sales Workers and Retail Salespersons in **Sales and Related** occupations and First-Line Supervisors/Managers of Food Preparation and Serving Workers and Waiters and Waitresses for **Food Preparation and Serving Related** occupations. **Food Preparation and Serving Related** has increased their number of vacancies from 96,700 in January 2010 to 114,100. The number of unemployed seeking work in this occupation however outnumbers the advertised job vacancies by 10 to 1, but this is an improvement from the beginning of the year where there were over 12 unemployed for every advertised vacancy. In Sales and Related occupations there were over 3 unemployed looking for work for every advertised vacancy in July.

Supply/Demand rates indicated that, among the occupations with the largest number of online advertised vacancies, there is a significant difference in the number of unemployed seeking positions in these occupations. Among the top ten occupations advertised online, there were more vacancies than unemployed people seeking positions for Computer and Mathematical Science (0.3), Healthcare Practitioners (0.4), and Architecture and Engineering (0.9). On the other hand, in Food Preparation and Serving-Related occupations, there were over 10 people seeking jobs in this field for every online advertised vacancy (10.4) and there were nearly eight unemployed looking for work in Transportation and Material Moving positions for every advertised opening (7.5).

METRO AREA HIGHLIGHTS

- Washington, D.C., Oklahoma City, and Baltimore have the lowest Supply/Demand rates
- Online advertised vacancies in all of the 52 largest metropolitan areas are above last year's levels

Table C: MSA Ranked by Most Ads, Highest Rates and Lowest S/D Rates, Not Seasonally Adjusted					
Total Ads (Thousands)		Total Ads Rate (Percent)		Supply/Demand Rate ¹	
Aug-10		Aug-10		Jun-10	
New York, NY	324.08	Washington, DC	6.38	Washington, DC	1.03
Washington, DC	196.55	San Jose, CA	5.45	Oklahoma City, OK	1.59
Los Angeles, CA	178.70	Baltimore, MD	5.22	Baltimore, MD	1.62
Chicago, IL	142.36	Hartford, CT	5.12	Salt Lake City, UT	1.71
Boston, MA	117.60	San Francisco, CA	5.02	Honolulu, HI	1.83
San Francisco, CA	112.25	Charlotte, NC	4.69	Boston, MA	1.87
Dallas, TX	102.49	Boston, MA	4.58	Austin, TX	1.92
Philadelphia, PA	97.04	Seattle-Tacoma, WA	4.41	Hartford, CT	1.93
Atlanta, GA	86.53	Oklahoma City, OK	4.38	Seattle-Tacoma, WA	2.02
Seattle-Tacoma, WA	83.37	Salt Lake City, UT	4.2	Milwaukee, WI	2.11

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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 August, all of the 52 metropolitan areas for which data are reported separately posted over-the-year increases in the number of online advertised vacancies. Among the three metro areas with the largest numbers of advertised vacancies, the New York metro area was 32 percent above its August 2009 level, the Washington, D.C. metro area was 18 percent above its August 2009 level, and the Los Angeles metro area was 15 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., Oklahoma 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 over 10 unemployed people for every advertised vacancy (10.4) – Detroit (7.3), Miami (5.5), and Sacramento (5.0). Supply/Demand rate data are for June 2010, the latest month for which unemployment data for local areas are available (Table C & Table 6).

PROGRAM NOTES

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

Like The Conference Board's long-running Help Wanted Advertising Index of print ads (which was published for over 55 years and discontinued in July 2008 but continues to be available for research), the new online series is not a direct measure of job vacancies. The level of ads in both print and online can change for reasons not related to overall job demand.

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

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

The Conference Board

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Publication Schedule, Help Wanted Online Data Series

	Data for the Month		Release Date	
	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 ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Aug-09	Jul-10	Aug-10	Aug-Jul 10	Aug-09	Jul-10	Aug-10	Aug-Jul 10
United States	3,376.8	4,293.3	4,236.2	-57.1	2,169.8	2,580.8	2,653.8	73.0
New England	215.9	290.4	283.8	-6.5	133.6	171.1	171.0	-0.1
Middle Atlantic	476.4	628.1	615.5	-12.6	316.2	389.7	396.1	6.5
South Atlantic	751.3	938.1	919.6	-18.5	467.3	553.5	558.8	5.3
East North Central	415.0	539.4	544.2	4.9	265.9	325.9	338.8	12.9
East South Central	146.5	185.6	185.7	0.1	89.5	106.8	109.4	2.6
West North Central	239.7	306.1	307.1	1.0	146.8	177.2	188.8	11.6
West South Central	335.0	414.9	419.3	4.4	209.3	243.5	253.9	10.3
Mountain	274.0	327.2	331.2	4.0	171.8	203.4	206.4	3.0
Pacific	550.1	665.9	663.6	-2.3	365.9	413.0	426.1	13.1

Source: The Conference Board

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

Table 2: National/Regional Total Ads and New Ads Rates, Seasonally Adjusted						
Location ²	Total Ads Rate ¹ (Percent)			New Ads Rate ¹ (Percent)		
	Aug-09	Jul-10	Aug-10	Aug-09	Jul-10	Aug-10
United States	2.19	2.80	2.76	1.41	1.68	1.73
New England	2.79	3.76	3.68	1.73	2.22	2.22
Middle Atlantic	2.31	3.05	2.99	1.53	1.89	1.92
South Atlantic	2.56	3.22	3.15	1.59	1.90	1.92
East North Central	1.75	2.29	2.31	1.12	1.38	1.44
East South Central	1.73	2.19	2.19	1.05	1.26	1.29
West North Central	2.18	2.81	2.82	1.34	1.63	1.73
West South Central	1.95	2.39	2.42	1.22	1.40	1.46
Mountain	2.48	2.96	3.00	1.55	1.84	1.87
Pacific	2.23	2.69	2.68	1.48	1.67	1.72

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 ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Aug-09	Jul-10	Aug-10	Aug-Jul 10	Aug-09	Jul-10	Aug-10	Aug-Jul 10
United States	3,376.8	4,293.3	4,236.2	-57.1	2,169.8	2,580.8	2,653.8	73.0
Alabama	43.0	52.5	50.4	-2.2	24.8	26.4	27.5	1.1
Alaska	18.3	20.3	21.1	0.8	9.6	11.3	12.0	0.7
Arkansas	26.8	29.7	28.0	-1.7	15.7	17.7	16.0	-1.7
Arizona	66.3	82.9	82.2	-0.7	41.8	53.9	53.0	-0.8
California	386.5	452.8	454.2	1.4	263.0	284.5	295.0	10.5
Colorado	66.7	86.6	87.3	0.6	42.2	55.2	54.8	-0.4
Connecticut	49.3	71.3	68.5	-2.8	30.9	40.9	41.0	0.1
Delaware	13.4	19.2	19.8	0.5	7.9	10.9	11.5	0.5
Florida	181.1	221.5	229.4	7.8	126.8	149.1	154.3	5.2
Georgia	88.7	117.8	115.8	-2.0	55.3	67.6	68.0	0.4
Hawaii	15.2	19.6	20.5	0.8	10.0	13.0	13.7	0.6
Iowa	37.6	43.8	44.9	1.1	20.6	22.5	24.8	2.3
Idaho	16.3	19.0	21.2	2.1	10.7	12.5	14.6	2.1
Illinois	125.1	166.2	169.2	2.9	75.8	95.4	101.1	5.7
Indiana	46.1	60.3	60.4	0.1	28.3	34.7	35.5	0.8
Kansas	30.5	34.4	35.0	0.5	17.8	19.2	20.5	1.2
Kentucky	31.0	40.7	43.6	2.9	18.8	23.9	24.2	0.2
Louisiana	37.7	45.7	48.1	2.4	23.8	28.4	29.5	1.1
Massachusetts	106.4	138.0	136.5	-1.5	65.4	81.4	80.2	-1.2
Maryland	112.2	127.0	121.3	-5.7	61.3	68.6	65.7	-2.9
Maine	16.6	20.9	20.5	-0.4	9.1	11.7	11.3	-0.4
Michigan	70.8	97.9	98.5	0.6	49.6	63.5	66.4	2.9
Minnesota	62.0	85.6	86.4	0.8	38.7	52.3	54.5	2.2
Missouri	61.8	80.0	79.1	-0.9	39.9	50.2	50.6	0.4
Mississippi	16.9	21.1	20.5	-0.7	9.8	12.5	11.4	-1.1
Montana	12.5	15.9	16.0	0.1	6.2	7.9	8.8	0.8
North Carolina	84.0	116.6	114.2	-2.3	56.6	73.4	74.1	0.7
North Dakota	7.8	13.5	14.0	0.5	4.5	6.9	7.0	0.1
Nebraska	28.3	32.8	32.8	0.0	17.4	20.2	20.5	0.3
New Hampshire	17.8	24.7	24.3	-0.3	11.2	15.5	15.1	-0.4
New Jersey	123.5	166.2	158.1	-8.1	77.8	100.5	97.0	-3.5
New Mexico	25.7	28.0	27.8	-0.2	15.6	17.5	16.8	-0.8
Nevada	42.8	45.1	47.3	2.2	28.6	30.8	31.8	1.1
New York	221.2	293.5	290.6	-3.0	152.5	186.1	194.4	8.4
Ohio	105.9	135.7	136.0	0.3	70.9	85.8	86.8	1.0
Oklahoma	38.2	50.9	52.0	1.1	23.0	30.0	30.4	0.4
Oregon	44.5	58.6	55.8	-2.8	28.4	36.5	35.6	-0.8
Pennsylvania	132.0	167.7	167.3	-0.4	85.0	102.6	103.6	1.0
Rhode Island	15.4	20.8	21.6	0.8	10.1	13.6	14.7	1.1
South Carolina	44.1	57.4	56.3	-1.0	25.9	33.5	33.9	0.4
South Dakota	12.1	15.0	15.7	0.7	5.2	7.0	7.4	0.4
Tennessee	56.3	70.8	72.4	1.6	34.6	44.0	44.4	0.3
Texas	234.9	286.5	294.5	8.0	144.3	166.2	175.1	8.9
Utah	35.3	39.0	39.0	0.0	22.3	19.8	20.9	1.1
Virginia	142.4	171.0	167.8	-3.2	79.1	90.6	90.5	-0.1
Vermont	10.1	13.1	12.2	-0.9	6.2	8.1	7.8	-0.3
Washington	87.3	112.9	114.2	1.3	54.0	66.5	68.6	2.0
Wisconsin	67.5	81.1	80.6	-0.5	40.7	46.4	48.3	1.9
West Virginia	21.5	18.0	19.6	1.6	14.4	10.3	11.1	0.8
Wyoming	7.6	9.1	9.4	0.3	4.0	5.1	4.9	-0.1

Source: The Conference Board

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

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

Table 4: State Labor Supply/Labor Demand Indicators, Seasonally Adjusted							
Location	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Aug-09	Jul-10	Aug-10	Jul-10	Jul-10	Jul-10	Jul-10
United States	2.19	2.80	2.76	9.5	14,599.00	4,293.3	3.40
Alabama	2.05	2.51	2.40	9.7	202.54	52.5	3.85
Alaska	5.07	5.59	5.80	7.7	28.08	20.3	1.38
Arkansas	1.96	2.21	2.08	7.4	99.12	29.7	3.34
Arizona	2.11	2.61	2.59	9.6	305.94	82.9	3.69
California	2.12	2.48	2.49	12.3	2,251.24	452.8	4.97
Colorado	2.48	3.26	3.29	8.0	213.30	86.6	2.46
Connecticut	2.61	3.80	3.65	8.9	167.26	71.3	2.35
Delaware	3.09	4.55	4.68	8.4	35.51	19.2	1.85
Florida	1.97	2.40	2.49	11.5	1,055.18	221.5	4.76
Georgia	1.87	2.52	2.48	9.9	462.37	117.8	3.92
Hawaii	2.39	3.09	3.22	6.3	40.26	19.6	2.05
Iowa	2.24	2.61	2.68	6.8	113.76	43.8	2.60
Idaho	2.17	2.51	2.80	8.8	66.87	19.0	3.52
Illinois	1.89	2.51	2.55	10.3	683.68	166.2	4.11
Indiana	1.46	1.93	1.93	10.2	318.00	60.3	5.28
Kansas	2.00	2.31	2.34	6.5	97.04	34.4	2.82
Kentucky	1.49	1.97	2.11	9.9	203.30	40.7	5.00
Louisiana	1.83	2.18	2.30	7.2	150.45	45.7	3.29
Massachusetts	3.06	3.97	3.92	9.0	312.27	138.0	2.26
Maryland	3.77	4.31	4.11	7.1	210.69	127.0	1.66
Maine	2.36	3.01	2.95	8.1	56.15	20.9	2.69
Michigan	1.45	2.02	2.03	13.1	636.87	97.9	6.50
Minnesota	2.09	2.89	2.92	6.8	202.56	85.6	2.37
Missouri	2.04	2.68	2.65	9.2	273.09	80.0	3.41
Mississippi	1.31	1.63	1.58	10.8	140.12	21.1	6.63
Montana	2.51	3.19	3.22	7.3	36.55	15.9	2.30
North Carolina	1.86	2.58	2.53	9.8	440.39	116.6	3.78
North Dakota	2.15	3.67	3.81	3.6	13.37	13.5	0.99
Nebraska	2.88	3.35	3.35	4.7	46.09	32.8	1.41
New Hampshire	2.40	3.34	3.29	5.8	42.77	24.7	1.73
New Jersey	2.72	3.67	3.49	9.7	439.37	166.2	2.64
New Mexico	2.69	2.93	2.91	8.2	78.39	28.0	2.80
Nevada	3.12	3.31	3.48	14.3	194.94	45.1	4.33
New York	2.28	3.04	3.01	8.2	796.71	293.5	2.71
Ohio	1.78	2.28	2.29	10.3	614.15	135.7	4.53
Oklahoma	2.15	2.89	2.95	6.9	121.28	50.9	2.38
Oregon	2.28	2.99	2.84	10.6	208.06	58.6	3.55
Pennsylvania	2.06	2.62	2.62	9.3	592.35	167.7	3.53
Rhode Island	2.71	3.63	3.76	11.9	68.28	20.8	3.28
South Carolina	2.02	2.68	2.63	10.8	230.84	57.4	4.02
South Dakota	2.71	3.39	3.56	4.4	19.62	15.0	1.31
Tennessee	1.87	2.34	2.39	9.8	295.47	70.8	4.17
Texas	1.96	2.36	2.43	8.2	999.26	286.5	3.49
Utah	2.59	2.88	2.88	7.2	97.89	39.0	2.51
Virginia	3.42	4.10	4.02	7.0	291.52	171.0	1.70
Vermont	2.82	3.67	3.43	6.0	21.28	13.1	1.63
Washington	2.47	3.19	3.23	8.9	313.73	112.9	2.78
Wisconsin	2.20	2.68	2.66	7.8	237.58	81.1	2.93
West Virginia	2.70	2.32	2.53	8.6	66.68	18.0	3.71
Wyoming	2.59	3.13	3.24	6.7	19.57	9.1	2.15

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 ³	Total Ads ¹ (Thousands)			Percent Change Y-O-Y	New Ads ² (Thousands)			Percent Change Y-O-Y
	Aug-09	Jul-10	Aug-10	Aug 09-10	Aug-09	Jul-10	Aug-10	Aug 09-10
Birmingham, AL	13.4	15.4	16.7	24.0%	7.1	8.1	9.0	26.5%
Phoenix, AZ	46.7	54.3	58.7	25.8%	29.9	34.4	38.1	27.3%
Tucson, AZ	12.0	14.4	14.7	22.9%	7.8	9.5	9.6	23.3%
Los Angeles, CA	156.0	165.2	178.7	14.5%	110.5	108.0	119.9	8.5%
Riverside, CA	25.8	26.3	27.1	5.0%	17.7	16.7	18.0	1.5%
Sacramento, CA	23.8	27.0	27.1	14.0%	15.4	16.7	17.5	13.8%
San Diego, CA	45.2	44.9	49.3	9.0%	29.8	28.7	32.8	10.0%
San Francisco, CA	85.2	103.2	112.3	31.7%	55.9	62.0	69.7	24.7%
San Jose, CA	31.6	46.9	49.3	56.1%	16.9	23.7	26.1	54.6%
Denver, CO	40.3	48.7	53.4	32.8%	25.4	29.1	33.3	31.2%
Hartford, CT	20.3	29.0	30.8	51.9%	12.7	16.7	17.9	40.7%
Washington, DC	167.3	187.6	196.6	17.5%	88.1	93.2	102.4	16.2%
Jacksonville, FL	18.9	22.9	24.5	29.8%	13.1	14.6	16.1	23.1%
Miami, FL	49.1	61.2	64.9	32.1%	32.3	38.3	41.5	28.3%
Orlando, FL	30.9	35.3	36.5	17.9%	22.7	24.7	25.8	14.1%
Tampa, FL	34.4	40.1	41.1	19.5%	23.7	25.6	27.1	14.4%
Atlanta, GA	62.2	80.0	86.5	39.1%	39.7	45.4	51.8	30.4%
Honolulu, HI	12.9	15.6	15.7	21.9%	9.3	10.8	11.4	22.8%
Chicago, IL	104.4	127.3	142.4	36.4%	62.3	71.6	85.4	37.1%
Indianapolis, IN	22.7	26.0	27.8	22.3%	13.7	14.7	16.6	20.9%
Louisville, KY	13.3	18.0	19.1	43.1%	8.8	10.4	11.5	31.1%
New Orleans, LA	14.3	15.4	17.3	21.3%	9.1	9.5	11.4	24.7%
Baltimore, MD	66.8	72.4	72.7	8.9%	38.1	41.5	41.6	9.2%
Boston, MA	89.7	108.0	117.6	31.1%	56.7	62.6	70.8	24.9%
Detroit, MI	31.8	43.9	47.9	50.9%	22.7	28.9	32.3	42.7%
Minneapolis-St. Paul, MN	47.6	60.9	66.6	39.9%	29.6	36.5	42.3	42.6%
Kansas City, MO	26.8	32.4	34.9	30.1%	17.2	19.8	21.8	27.0%
St. Louis, MO	33.9	39.8	43.6	28.4%	21.3	24.7	28.0	31.5%
Las Vegas, NV	32.6	32.5	35.4	8.7%	22.2	22.0	24.5	10.3%
Buffalo, NY	15.3	16.5	19.3	26.8%	10.4	10.3	12.9	23.4%
New York, NY	244.7	296.1	324.1	32.4%	166.2	187.4	212.4	27.8%
Rochester, NY	11.9	14.3	16.5	38.7%	8.3	8.9	11.0	33.2%
Charlotte, NC	26.9	39.0	40.3	50.0%	17.9	23.5	24.3	36.1%
Cincinnati, OH	23.6	28.0	31.1	31.7%	14.7	16.0	18.8	28.5%
Cleveland, OH	27.4	35.5	39.2	43.0%	17.3	22.6	25.6	48.2%
Columbus, OH	24.5	32.3	34.0	38.7%	16.1	19.5	21.0	30.1%
Oklahoma City, OK	19.0	23.4	25.4	33.3%	11.8	13.9	15.3	29.6%
Portland, OR	31.2	38.3	41.6	33.2%	19.6	22.8	25.9	32.1%
Philadelphia, PA	72.9	90.6	97.0	33.2%	45.5	51.7	58.0	27.6%
Pittsburgh, PA	37.0	42.8	48.0	30.0%	25.1	27.7	32.2	27.9%
Providence, RI	20.4	23.1	24.7	20.8%	14.6	15.2	17.0	16.2%
Memphis, TN	13.6	16.0	17.0	24.7%	8.4	9.4	10.4	24.3%
Nashville, TN	21.3	24.9	28.1	32.0%	13.5	15.4	18.4	35.9%
Austin, TX	28.2	32.9	34.3	21.7%	18.8	19.9	21.7	15.7%
Dallas, TX	73.6	93.3	102.5	39.2%	43.6	52.1	59.9	37.4%
Houston, TX	60.5	73.5	80.7	33.3%	35.2	39.2	45.6	29.5%
San Antonio, TX	29.1	32.3	33.8	16.2%	19.1	20.7	22.2	16.3%
Salt Lake City, UT	23.6	23.9	25.2	6.8%	14.7	12.9	13.7	-7.2%
Richmond, VA	17.9	22.6	24.1	34.8%	11.9	14.4	15.5	30.4%
Virginia Beach, VA	21.1	25.2	26.5	25.2%	13.5	15.7	16.7	23.4%
Seattle-Tacoma, WA	62.7	76.5	83.4	32.9%	38.9	44.3	49.5	27.2%
Milwaukee, WI	24.9	30.4	31.8	27.9%	14.5	17.5	19.7	36.1%

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.
2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.
3. Metropolitan areas use the 2005 OMB county-based MSA definitions.

Table 6: MSA Labor Supply /Labor Demand Indicators, Not Seasonally Adjusted							
Location ⁴	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Aug-09	Jul-10	Aug-10	Jun-10	Jun-10	Jun-10	Jun-10
Birmingham, AL	2.61	3.02	3.28	10.0	50.6	15.5	3.28
Phoenix, AZ	2.23	2.56	2.76	9.0	190.6	52.4	3.63
Tucson, AZ	2.43	2.94	3.00	9.0	44.1	13.2	3.33
Los Angeles, CA	2.40	2.56	2.77	11.6	747.1	157.5	4.74
Riverside, CA	1.45	1.48	1.52	14.4	256.4	24.6	10.44
Sacramento, CA	2.23	2.55	2.57	12.4	130.8	26.4	4.95
San Diego, CA	2.88	2.86	3.13	10.5	164.9	44.8	3.68
San Francisco, CA	3.76	4.62	5.02	10.5	234.8	99.4	2.36
San Jose, CA	3.48	5.18	5.45	11.4	103.1	44.0	2.35
Denver, CO	2.92	3.56	3.91	8.4	114.5	47.5	2.41
Hartford, CT	3.35	4.83	5.12	9.1	54.5	28.3	1.93
Washington, DC	5.44	6.09	6.38	6.4	195.7	190.8	1.03
Jacksonville, FL	2.73	3.31	3.54	11.2	77.4	22.4	3.45
Miami, FL	1.71	2.12	2.25	11.7	335.9	61.4	5.47
Orlando, FL	2.74	3.13	3.24	11.4	128.4	36.7	3.50
Tampa, FL	2.61	3.05	3.12	12.0	158.4	40.5	3.92
Atlanta, GA	2.31	3.02	3.26	10.3	273.4	78.5	3.48
Honolulu, HI	2.93	3.48	3.50	5.8	26.0	14.2	1.83
Chicago, IL	2.14	2.60	2.90	10.6	519.4	117.3	4.43
Indianapolis, IN	2.52	2.94	3.14	9.3	82.1	26.4	3.11
Louisville, KY	2.09	2.80	2.97	9.8	63.1	17.1	3.70
New Orleans, LA	2.65	2.78	3.12	8.2	45.3	14.7	3.07
Baltimore, MD	4.76	5.20	5.22	7.9	109.5	67.8	1.62
Boston, MA	3.52	4.21	4.58	8.2	209.3	111.9	1.87
Detroit, MI	1.49	2.09	2.28	14.3	301.2	41.5	7.26
Minneapolis-St. Paul, MN	2.55	3.25	3.55	6.8	127.4	58.7	2.17
Kansas City, MO	2.54	3.11	3.35	8.5	88.1	30.9	2.86
St. Louis, MO	2.34	2.74	3.00	9.9	143.7	38.0	3.78
Las Vegas, NV	3.32	3.33	3.63	14.5	141.5	36.8	3.84
Buffalo, NY	2.57	2.79	3.27	7.7	45.4	17.4	2.62
New York, NY	2.55	3.10	3.39	8.8	841.2	306.9	2.74
Rochester, NY	2.20	2.67	3.09	7.5	40.2	14.2	2.83
Charlotte, NC	3.15	4.53	4.69	11.1	95.7	38.4	2.49
Cincinnati, OH	2.06	2.45	2.72	10.0	114.2	30.4	3.75
Cleveland, OH	2.50	3.26	3.59	9.3	101.1	36.0	2.81
Columbus, OH	2.48	3.31	3.49	9.2	89.4	34.1	2.62
Oklahoma City, OK	3.32	4.03	4.38	6.7	38.8	24.4	1.59
Portland, OR	2.65	3.29	3.56	10.2	118.8	41.1	2.89
Philadelphia, PA	2.42	3.02	3.24	9.5	283.2	96.5	2.93
Pittsburgh, PA	2.98	3.44	3.86	8.5	105.3	46.8	2.25
Providence, RI	2.88	3.25	3.48	11.5	81.7	24.7	3.31
Memphis, TN	2.22	2.60	2.76	10.4	64.1	17.3	3.71
Nashville, TN	2.68	3.08	3.49	9.0	72.6	26.3	2.76
Austin, TX	3.17	3.61	3.76	7.4	67.5	35.2	1.92
Dallas, TX	2.31	2.88	3.16	8.5	276.3	100.2	2.76
Houston, TX	2.11	2.54	2.79	8.8	255.2	77.4	3.29
San Antonio, TX	2.99	3.28	3.44	7.7	75.5	33.4	2.26
Salt Lake City, UT	3.91	3.99	4.20	7.1	42.6	24.8	1.71
Richmond, VA	2.72	3.43	3.67	7.9	52.2	24.0	2.18
Virginia Beach, VA	2.51	3.01	3.15	7.6	64.0	27.2	2.35
Seattle-Tacoma, WA	3.33	4.05	4.41	8.6	163.3	80.8	2.02
Milwaukee, WI	3.10	3.84	4.02	8.7	68.7	32.5	2.11

Source: The Conference Board

1. Total ads rate is calculated as a percent of the most currently available BLS civilian labor force data.

2. Unemployment data are from the Bureau of Labor Statistics CPS and LAUS programs.

3. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

4. The Conference Board uses the OMB county-based MSA definitions for its data whereas the Bureau of Labor Statistics uses the OMB alternative NECTA (New England City and Town Areas) MSA definition. This will result in small comparison differences for some metropolitan areas in New England states.

Table 7: National Labor Supply/Labor Demand by Occupation¹, Seasonally Adjusted							
Occupation ²	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed ³ (Thousands)	Supply/ Demand Rate ⁴	Average Hourly Wage ⁵
	Aug-09	Jul-10	Aug-10	Aug-Jul 10	Jul-10	Jul-10	
Total	3,376.8	4,293.3	4,236.2	-57.1	14,599.0	3.4	\$20.90
Management	428.5	580.5	588.8	8.3	703.7	1.2	\$49.47
Business and financial operations	177.0	230.6	231.8	1.2	323.0	1.4	\$31.68
Computer and mathematical science	407.1	586.7	572.7	-14.0	183.4	0.3	\$36.68
Architecture and engineering	118.0	170.0	169.8	-0.2	155.3	0.9	\$35.38
Life, physical, and social science	70.9	89.5	92.3	2.8	78.6	0.9	\$31.57
Community and social services	41.2	48.7	48.6	-0.1	107.3	2.2	\$20.55
Legal	21.9	27.6	26.5	-1.1	70.1	2.5	\$46.07
Education, training, and library	67.1	82.8	83.5	0.7	298.9	3.6	\$23.81
Arts, design, entertainment, sports, and media	98.6	109.9	109.9	0.0	213.4	1.9	\$24.87
Healthcare practitioners and technical	569.7	573.9	542.5	-31.5	236.9	0.4	\$33.51
Healthcare support	117.6	111.8	108.9	-2.9	291.3	2.6	\$12.84
Protective service	26.4	29.5	28.1	-1.3	174.0	5.9	\$20.07
Food preparation and serving related	82.3	111.3	114.1	2.8	1,154.8	10.4	\$10.04
Building and grounds cleaning and maintenance	36.2	47.1	47.2	0.1	825.2	17.5	\$12.00
Personal care and service	57.2	67.1	68.3	1.3	454.4	6.8	\$11.87
Sales and related	384.1	504.4	508.6	4.1	1,571.1	3.1	\$17.32
Office and administrative support	344.9	454.6	453.8	-0.8	1,646.6	3.6	\$15.86
Farming, fishing, and forestry	5.0	6.2	6.7	0.5	193.4	31.0	\$11.53
Construction and extraction	43.3	59.9	58.4	-1.5	1,713.1	28.6	\$20.84
Installation, maintenance, and repair	86.7	119.0	119.0	0.0	457.5	3.8	\$20.30
Production	69.6	106.1	106.2	0.1	1,172.1	11.1	\$16.01
Transportation and material moving	81.3	139.1	137.7	-1.4	1,047.8	7.5	\$15.47

Source: The Conference Board

1. Approximately 95% of all ads are coded to the 6-digit SOC level.

2. Occupational categories use the 2000 OMB Standard Occupational Classification system (SOC definitions).

3. Unemployment data are from the Bureau of Labor Statistics' Current Population Survey and seasonally adjusted by The Conference Board.

4. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

5. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2009 estimates.

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Table 8: State Occupational Demand and Pay¹, Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Aug-10	Wage ²	Aug-10	Wage ²	Aug-10	Wage ²
United States	836,265	\$40.61	1,747,190	\$29.97	400,535	\$12.25
Alabama	7,615	\$37.52	18,718	\$26.96	5,448	\$10.45
Alaska	3,139	\$36.69	8,803	\$31.60	2,196	\$14.58
Arizona	14,228	\$35.89	34,549	\$28.00	7,528	\$12.50
Arkansas	4,063	\$32.34	10,684	\$24.22	2,869	\$10.01
California	100,598	\$45.67	200,274	\$34.85	34,891	\$13.67
Colorado	15,765	\$39.69	35,375	\$31.35	8,923	\$12.66
Connecticut	16,280	\$46.18	29,243	\$32.22	5,425	\$14.13
Delaware	4,353	\$42.45	8,125	\$32.28	1,563	\$12.63
Florida	36,470	\$36.23	78,673	\$28.03	23,704	\$11.88
Georgia	24,058	\$41.11	51,951	\$27.59	8,735	\$11.07
Hawaii	3,201	\$35.85	6,272	\$28.58	2,406	\$13.72
Idaho	3,003	\$31.76	7,176	\$25.57	2,985	\$11.08
Illinois	41,085	\$40.23	68,591	\$31.06	13,108	\$12.94
Indiana	10,655	\$36.35	22,585	\$25.80	5,398	\$11.08
Iowa	6,783	\$33.40	16,628	\$24.20	5,007	\$11.00
Kansas	5,913	\$35.34	14,517	\$25.19	3,511	\$10.90
Kentucky	6,708	\$33.70	15,079	\$25.64	4,190	\$10.57
Louisiana	7,271	\$33.92	15,847	\$25.24	5,085	\$10.56
Maine	2,914	\$33.30	8,159	\$26.20	2,943	\$11.67
Maryland	23,016	\$43.38	59,344	\$33.82	9,476	\$13.08
Massachusetts	31,521	\$47.19	60,324	\$34.16	12,125	\$14.49
Michigan	16,809	\$38.76	37,928	\$29.30	10,836	\$12.01
Minnesota	17,694	\$38.48	35,098	\$30.04	7,432	\$12.22
Mississippi	3,205	\$31.91	7,679	\$23.36	1,945	\$9.98
Missouri	13,380	\$35.79	30,773	\$26.25	9,301	\$10.91
Montana	2,361	\$29.54	5,832	\$22.55	2,432	\$10.73
Nebraska	5,163	\$33.99	11,997	\$24.81	4,078	\$10.78
Nevada	6,828	\$38.17	15,921	\$29.69	6,149	\$12.94
New Hampshire	3,855	\$40.38	9,332	\$28.86	2,760	\$12.53
New Jersey	34,878	\$47.46	62,779	\$33.23	14,841	\$14.41
New Mexico	4,311	\$36.04	12,661	\$28.01	2,892	\$11.03
New York	71,146	\$49.57	113,724	\$33.04	26,916	\$14.18
North Carolina	21,083	\$39.58	47,568	\$26.90	11,140	\$10.98
North Dakota	1,751	\$33.39	4,362	\$23.36	1,559	\$10.66
Ohio	26,579	\$37.53	52,130	\$28.20	11,954	\$11.50
Oklahoma	7,483	\$31.71	18,605	\$24.23	5,840	\$10.38
Oregon	9,559	\$36.97	23,619	\$28.73	6,473	\$12.67
Pennsylvania	33,122	\$38.84	63,876	\$28.89	17,008	\$12.19
Rhode Island	4,088	\$41.74	7,677	\$31.11	2,795	\$12.97
South Carolina	7,324	\$36.52	21,755	\$25.97	7,019	\$10.69
South Dakota	2,206	\$30.90	5,337	\$22.66	2,076	\$10.24
Tennessee	11,725	\$34.94	26,979	\$25.52	7,296	\$10.82
Texas	55,218	\$39.87	119,916	\$29.25	24,431	\$10.96
Utah	6,406	\$34.69	14,047	\$26.59	4,170	\$11.27
Vermont	2,053	\$35.87	5,122	\$26.60	1,810	\$12.68
Virginia	38,023	\$42.31	83,974	\$32.52	11,813	\$12.11
Washington	22,777	\$41.40	54,789	\$32.03	11,448	\$14.10
West Virginia	2,551	\$30.72	7,278	\$23.58	2,174	\$9.99
Wisconsin	13,183	\$35.87	31,806	\$28.01	8,249	\$11.60
Wyoming	1,268	\$33.78	3,968	\$25.64	849	\$11.87

Source: The Conference Board

1. The six occupational categories in tables 8 and 9 are the SOC manual's Intermediate and High-Level Aggregations.
2. Wage data are from the BLS Occupational Employment Statistics program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 8: State Occupational Demand and Pay, Not Seasonally Adjusted - continued

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Aug-10	Wage ¹	Aug-10	Wage ¹	Aug-10	Wage ¹
United States	1,005,401	\$16.42	210,090	\$20.25	272,986	\$15.74
Alabama	12,688	\$14.10	4,587	\$17.54	5,655	\$14.68
Alaska	4,944	\$16.99	1,362	\$27.37	1,074	\$20.51
Arizona	21,528	\$16.01	3,581	\$18.54	3,745	\$15.69
Arkansas	7,167	\$13.66	2,050	\$16.65	2,891	\$13.82
California	107,561	\$18.02	15,315	\$21.55	21,303	\$15.85
Colorado	21,672	\$17.60	4,545	\$20.39	4,712	\$16.31
Connecticut	15,998	\$19.36	2,519	\$23.70	3,893	\$17.16
Delaware	4,501	\$16.77	833	\$21.19	1,051	\$15.74
Florida	62,052	\$15.80	11,583	\$17.67	10,562	\$14.95
Georgia	26,183	\$15.81	5,546	\$18.21	7,233	\$14.70
Hawaii	6,467	\$16.00	1,077	\$25.48	1,024	\$16.55
Idaho	6,077	\$14.80	1,396	\$17.88	1,475	\$14.29
Illinois	37,481	\$17.12	6,232	\$24.63	11,721	\$16.05
Indiana	15,443	\$15.19	3,245	\$20.50	5,971	\$15.98
Iowa	10,773	\$14.83	3,488	\$18.59	5,166	\$15.33
Kansas	8,557	\$14.96	1,913	\$19.15	2,739	\$15.47
Kentucky	11,472	\$14.44	2,725	\$18.56	4,138	\$15.82
Louisiana	12,899	\$13.56	3,898	\$18.18	4,170	\$16.50
Maine	5,353	\$14.85	895	\$18.34	1,425	\$15.39
Maryland	23,651	\$17.07	5,170	\$21.00	5,427	\$16.78
Massachusetts	28,341	\$19.01	4,679	\$24.33	6,936	\$16.99
Michigan	24,584	\$16.23	5,503	\$21.55	7,894	\$17.13
Minnesota	18,731	\$17.14	3,698	\$22.53	6,895	\$16.39
Mississippi	5,279	\$13.27	1,213	\$16.40	1,679	\$13.93
Missouri	20,373	\$15.43	4,671	\$20.77	6,683	\$15.37
Montana	4,402	\$13.88	1,536	\$18.83	1,271	\$15.72
Nebraska	8,283	\$14.43	2,678	\$18.25	3,297	\$15.70
Nevada	13,471	\$15.74	2,425	\$23.63	2,395	\$15.81
New Hampshire	6,546	\$16.45	1,242	\$20.15	1,850	\$15.90
New Jersey	36,887	\$18.42	6,481	\$24.04	9,095	\$16.25
New Mexico	6,805	\$13.94	1,458	\$17.45	1,427	\$15.44
New York	68,166	\$18.88	11,518	\$24.18	14,837	\$17.04
North Carolina	25,423	\$15.37	6,494	\$17.76	7,416	\$14.46
North Dakota	3,751	\$14.02	1,653	\$19.75	1,657	\$15.81
Ohio	32,003	\$15.66	6,875	\$20.38	12,069	\$15.69
Oklahoma	13,299	\$13.65	4,641	\$17.54	5,354	\$14.83
Oregon	14,575	\$16.63	2,838	\$20.91	3,993	\$15.83
Pennsylvania	39,717	\$16.33	8,436	\$20.44	12,416	\$15.95
Rhode Island	5,515	\$16.58	964	\$21.51	1,431	\$15.29
South Carolina	13,734	\$14.35	4,115	\$17.39	5,017	\$14.96
South Dakota	4,037	\$13.42	1,474	\$16.56	1,640	\$13.65
Tennessee	17,808	\$14.74	4,292	\$17.80	6,613	\$14.78
Texas	65,270	\$15.81	16,460	\$17.68	18,112	\$15.04
Utah	12,116	\$14.87	2,010	\$19.01	2,537	\$15.35
Vermont	3,115	\$15.66	671	\$18.81	872	\$15.78
Virginia	29,355	\$16.44	6,855	\$19.49	6,450	\$15.73
Washington	24,093	\$17.62	4,699	\$23.12	5,388	\$17.92
West Virginia	5,182	\$13.04	1,354	\$18.74	1,684	\$15.07
Wisconsin	17,671	\$15.65	4,039	\$21.23	8,096	\$16.04
Wyoming	2,353	\$14.33	643	\$21.26	687	\$18.47

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 9: MSA Occupational Demand and Pay¹, Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads Aug-10	Average Hourly Wage ²	Total Ads Aug-10	Average Hourly Wage ²	Total Ads Aug-10	Average Hourly Wage ²
United States	836,265	\$40.61	1,747,190	\$29.97	400,535	\$12.25
Birmingham, AL	2,688	\$39.26	4,909	\$27.46	1,609	\$10.98
Phoenix, AZ	10,175	\$36.56	22,309	\$28.66	4,598	\$12.58
Tucson, AZ	2,104	\$35.56	5,275	\$28.71	1,750	\$12.30
Los Angeles, CA	36,543	\$45.91	65,613	\$34.38	12,949	\$13.38
Riverside, CA	3,948	\$39.19	8,032	\$30.59	2,893	\$13.04
Sacramento, CA	4,826	\$38.87	10,280	\$32.92	1,957	\$13.66
San Diego, CA	8,512	\$43.69	18,735	\$34.68	4,401	\$12.97
San Francisco, CA	28,078	\$50.82	49,829	\$38.00	6,720	\$14.65
San Jose, CA	11,030	\$56.88	28,029	\$44.43	1,445	\$14.44
Denver, CO	10,262	\$41.06	19,877	\$33.07	4,686	\$12.70
Hartford, CT	6,564	\$42.75	12,112	\$32.52	2,152	\$14.11
Washington, DC	48,580	\$48.01	97,200	\$39.06	10,246	\$14.07
Jacksonville, FL	4,166	\$35.31	7,927	\$27.45	2,286	\$11.56
Miami, FL	11,843	\$39.01	21,260	\$28.72	5,891	\$12.47
Orlando, FL	5,728	\$36.17	11,031	\$27.88	4,146	\$11.37
Tampa, FL	6,775	\$35.96	15,250	\$28.79	3,715	\$11.75
Atlanta, GA	18,886	\$43.23	36,454	\$29.65	5,149	\$11.54
Honolulu, HI	2,304	\$36.22	4,534	\$28.80	2,053	\$13.43
Chicago, IL	35,285	\$42.09	52,809	\$32.56	9,821	\$13.25
Indianapolis, IN	5,255	\$37.52	8,713	\$27.84	2,212	\$11.69
Louisville, KY	3,196	\$36.39	5,986	\$26.91	1,810	\$10.84
New Orleans, LA	2,575	\$34.98	4,955	\$27.46	2,084	\$11.21
Baltimore, MD	12,527	\$41.80	33,257	\$33.08	5,688	\$13.30
Boston, MA	26,720	\$48.62	48,847	\$35.52	9,270	\$14.76
Detroit, MI	7,817	\$41.38	16,809	\$31.52	5,182	\$12.35
Minneapolis-St. Paul, MN	14,195	\$40.71	25,062	\$31.78	5,233	\$12.70
Kansas City, MO	5,799	\$37.52	11,775	\$28.34	3,172	\$11.80
St. Louis, MO	7,312	\$38.26	15,347	\$28.27	4,452	\$11.42
Las Vegas, NV	4,894	\$38.90	11,005	\$29.51	4,726	\$13.13
Buffalo, NY	3,064	\$38.02	5,107	\$27.37	2,181	\$12.04
New York, NY	79,541	\$52.18	120,924	\$35.34	25,741	\$14.89
Rochester, NY	2,278	\$40.73	4,920	\$27.43	1,794	\$12.29
Charlotte, NC	9,049	\$42.12	15,716	\$28.72	3,088	\$11.74
Cincinnati, OH	5,998	\$38.86	10,094	\$29.11	2,543	\$11.74
Cleveland, OH	7,526	\$38.61	14,543	\$28.56	3,442	\$12.09
Columbus, OH	6,541	\$37.54	11,694	\$30.17	2,705	\$11.94
Oklahoma City, OK	3,352	\$32.66	7,766	\$26.53	2,706	\$10.64
Portland, OR	6,983	\$39.67	15,960	\$30.85	3,718	\$13.11
Philadelphia, PA	20,741	\$43.75	36,594	\$31.82	8,355	\$13.34
Pittsburgh, PA	8,993	\$37.29	14,463	\$28.97	5,732	\$11.72
Providence, RI	3,877	\$41.48	7,838	\$30.20	3,430	\$13.04
Memphis, TN	2,854	\$37.93	5,911	\$27.41	1,367	\$11.43
Nashville, TN	4,989	\$36.47	9,588	\$26.11	2,545	\$11.15
Austin, TX	5,722	\$39.97	14,616	\$31.01	2,828	\$11.39
Dallas, TX	21,501	\$42.06	41,419	\$31.37	6,766	\$11.50
Houston, TX	16,290	\$43.40	30,072	\$32.07	5,698	\$11.23
San Antonio, TX	5,069	\$35.68	12,141	\$27.80	3,990	\$10.77
Salt Lake City, UT	4,085	\$35.69	8,544	\$28.61	2,494	\$11.71
Richmond, VA	4,949	\$38.49	8,635	\$28.84	2,111	\$11.85
Virginia Beach, VA	3,716	\$36.08	9,303	\$28.07	3,045	\$11.32
Seattle-Tacoma, WA	16,911	\$43.56	38,197	\$34.48	6,150	\$14.56
Milwaukee, WI	5,557	\$39.08	11,572	\$30.34	3,185	\$12.00

Source: The Conference Board

1.The six occupational categories in tables 8 and 9 are the SOC manual's Intermediate and High-Level Aggregations.

2. Wage data are from the BLS OES program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 9: MSA Occupational Demand and Pay, Not Seasonally Adjusted - continued

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Aug-10	Wage ¹	Aug-10	Wage ¹	Aug-10	Wage ¹
United States	1,005,401	\$16.42	210,090	\$20.25	272,986	\$15.74
Birmingham, AL	4,456	\$15.61	1,179	\$18.20	1,529	\$14.72
Phoenix, AZ	15,668	\$16.64	2,246	\$19.02	2,567	\$15.92
Tucson, AZ	3,620	\$14.72	843	\$18.26	760	\$14.67
Los Angeles, CA	44,090	\$17.95	5,211	\$22.71	8,730	\$15.07
Riverside, CA	8,004	\$15.90	1,446	\$21.47	2,133	\$15.37
Sacramento, CA	6,899	\$17.83	1,301	\$22.82	1,384	\$16.28
San Diego, CA	12,322	\$17.49	1,695	\$22.67	2,352	\$15.62
San Francisco, CA	19,657	\$20.78	2,614	\$27.17	3,313	\$18.35
San Jose, CA	6,272	\$21.95	826	\$26.30	1,279	\$17.40
Denver, CO	12,500	\$18.82	2,509	\$20.73	2,588	\$16.55
Hartford, CT	6,613	\$18.65	1,145	\$23.83	1,734	\$17.54
Washington, DC	28,207	\$18.90	5,161	\$22.18	4,300	\$17.37
Jacksonville, FL	6,613	\$15.97	1,472	\$18.28	1,479	\$15.40
Miami, FL	19,376	\$16.67	2,255	\$18.60	2,510	\$15.50
Orlando, FL	10,749	\$15.23	1,818	\$18.00	1,791	\$14.68
Tampa, FL	10,508	\$16.08	1,996	\$17.53	1,881	\$14.17
Atlanta, GA	17,359	\$17.23	2,839	\$19.39	3,870	\$15.43
Honolulu, HI	4,664	\$15.99	880	\$26.26	810	\$16.71
Chicago, IL	29,732	\$17.83	4,062	\$26.04	8,214	\$16.31
Indianapolis, IN	7,340	\$16.86	1,347	\$20.90	2,333	\$15.76
Louisville, KY	4,911	\$15.73	1,053	\$19.29	1,730	\$17.24
New Orleans, LA	4,818	\$14.54	1,214	\$18.71	1,187	\$17.29
Baltimore, MD	13,690	\$17.21	3,067	\$20.65	3,233	\$17.26
Boston, MA	22,528	\$19.88	3,402	\$25.03	4,912	\$17.25
Detroit, MI	11,127	\$17.46	2,692	\$23.37	3,330	\$18.52
Minneapolis-St. Paul, MN	13,613	\$18.49	2,521	\$24.55	4,792	\$17.17
Kansas City, MO	8,759	\$16.72	1,869	\$22.05	2,687	\$16.16
St. Louis, MO	10,520	\$16.73	1,941	\$23.50	3,053	\$16.41
Las Vegas, NV	10,266	\$15.74	1,635	\$24.16	1,590	\$15.63
Buffalo, NY	5,405	\$15.80	1,344	\$20.63	1,912	\$16.10
New York, NY	68,805	\$19.96	9,223	\$25.74	12,289	\$17.27
Rochester, NY	4,167	\$15.97	1,113	\$19.88	1,945	\$15.20
Charlotte, NC	8,024	\$17.10	1,625	\$18.80	2,179	\$15.59
Cincinnati, OH	7,879	\$16.84	1,385	\$20.29	2,613	\$15.97
Cleveland, OH	7,923	\$16.51	1,744	\$22.08	3,201	\$16.22
Columbus, OH	8,214	\$16.19	1,597	\$20.19	2,636	\$15.46
Oklahoma City, OK	6,447	\$14.12	2,308	\$18.07	2,120	\$14.35
Portland, OR	9,659	\$17.78	1,737	\$22.64	2,749	\$16.60
Philadelphia, PA	20,803	\$18.17	3,716	\$23.11	5,111	\$16.90
Pittsburgh, PA	11,289	\$15.70	2,752	\$20.30	3,754	\$15.93
Providence, RI	5,968	\$16.30	1,205	\$21.42	1,862	\$15.29
Memphis, TN	3,903	\$15.64	945	\$18.90	1,682	\$15.07
Nashville, TN	6,915	\$15.55	1,450	\$18.50	2,053	\$15.76
Austin, TX	7,394	\$16.94	1,412	\$17.18	1,537	\$14.12
Dallas, TX	21,715	\$17.44	4,109	\$18.08	5,141	\$15.13
Houston, TX	17,173	\$16.91	4,186	\$18.99	4,992	\$16.47
San Antonio, TX	7,889	\$14.69	2,044	\$16.34	1,992	\$13.35
Salt Lake City, UT	6,965	\$15.92	1,148	\$19.05	1,512	\$15.56
Richmond, VA	5,422	\$17.15	1,342	\$19.71	1,284	\$15.28
Virginia Beach, VA	6,098	\$14.79	1,976	\$18.72	1,709	\$16.09
Seattle-Tacoma, WA	15,397	\$18.84	2,445	\$24.73	3,017	\$19.06
Milwaukee, WI	6,522	\$17.29	1,409	\$23.13	3,079	\$16.58

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.