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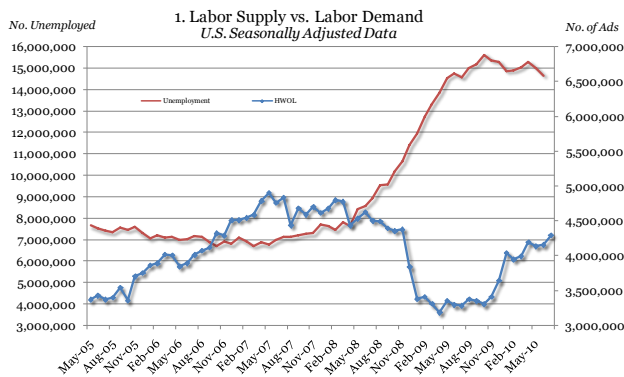
For Immediate Release 10:00 AM ET, Monday, August 2, 2010

Online Job Demand Up 139,200 in July, The Conference Board Reports

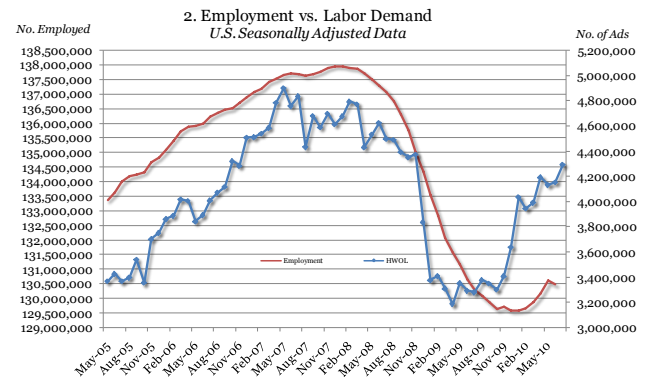
- Nation settles into a modest upward growth in job demand over past 6 months
- Strong growth evident in numerous East Coast states
- Demand for management workers up in July

NEW YORK, August 2, 2010...Online advertised vacancies rose 139,200 in July to 4,293,300 following a very small increase in June, 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 3.52 unemployed for every advertised vacancy in June (the last available unemployment data) but is down from its peak of 4.73 in October 2009. (Chart 1)

“After rising sharply in December and January, online job demand for the nation as a whole has settled into a more modest pattern over the last six months, with increases that have averaged about 43,000 per month,” said June Shelp, Vice President at The Conference Board. “The gains in job demand vary across the country with some East Coast states—New York, New Jersey, Pennsylvania, Virginia, Delaware and Maryland—posting steady and strong upward trends throughout this year. Steady but more modest improvement better characterizes online job demand in other states like Washington, Ohio, Oregon and Texas.”



Source: The Conference Board, BLS



Source: The Conference Board, BLS

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

- July job demand strong in the majority of the largest States

Location	Total Ads ¹ (Thousands) Jul-10	M-O-M Change (Thousands) Jul-Jun 10	Supply/ Demand Rate ² Jun-10	Recent Trend ³
United States	4,293.3	139.2	3.52	↑ 10/09
NORTHEAST	918.5	12.9	2.75	
Massachusetts	138.0	1.6	2.29	↑ 10/09
New Jersey	166.2	0.0	2.64	↑ 1/09
New York	293.5	6.8	2.79	↑ 4/09
Pennsylvania	167.7	-6.8	3.39	↑ 10/09
SOUTH	1,538.6	30.0	3.38	
Florida	221.5	7.6	4.93	↑ 4/09
Georgia	117.8	7.2	4.24	↑ 1/09
Maryland	127.0	5.3	1.73	↑ 4/09
North Carolina	116.6	5.6	4.09	↑ 4/09
Texas	286.5	-5.2	3.42	↑ 10/09
Virginia	171.0	-7.5	1.64	↑ 4/09
MIDWEST	845.5	42.8	4.09	
Illinois	166.2	16.8	4.64	↑ 10/09
Michigan	97.9	8.3	7.15	↑ 11/09
Minnesota	85.6	7.3	2.58	↑ 11/09
Missouri	80.0	6.3	3.69	↑ 10/09
Ohio	135.7	-1.6	4.55	↑ 10/09
Wisconsin	81.1	-5.0	2.80	↑ 11/09
WEST	993.1	56.6	4.11	
Arizona	82.9	7.9	4.05	↑ 10/09
California	452.8	34.8	5.37	↑ 10/09
Colorado	86.6	9.1	2.76	↑ 11/09
Washington	112.9	-2.4	2.74	↑ 4/09

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1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.
2. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
3. Recent trend is The Conference Board Economists' indication of the direction of the overall trend in online job demand from the date indicated (month/year) .

In the **West** labor demand increased by 56,600, bolstered by a rise of 34,800 in California, the region's most populous State. California experienced a spurt in labor demand in both computing & mathematical and office & administrative support positions. Colorado and Arizona experienced increases of 9,100 and 7,900 respectively (Table A) after experiencing declines in the previous two months. Colorado's level is at its highest since November 2008. Washington State fell 2,400. Among the smaller States, Hawaii rose 3,300, Alaska gained 2,300, Oregon increased by 1,200, and New Mexico rose 700 while Nevada dropped 2,100 (Table 3).

The **Midwest** rose this month by 42,800. After a combined loss of 12,000 in May and June, Illinois experienced the largest gain in the region (16,800) and reached its highest level since August 2008. Illinois' gain was largely due to a rise in ads for management positions. Michigan gained 8,300 after a 2-month loss of 5,000 and reached its all-time highest level, and Minnesota rose 7,300 to its highest level since November 2008. Missouri increased by 6,300 after losing 8,900 in the previous 2 months. After gains in June, Wisconsin and Ohio dropped 5,000 and 1,600 respectively. Among the States with smaller populations, Indiana gained 2,000 while North Dakota gained 1,000 (Table 3).

Online advertised vacancies in the **South** rose in July by 30,000, reflecting gains in four out of the six large States. With an increase in management positions, Florida led the way with a gain of 7,600. Georgia rose 7,200 after a 9,800 decline in the previous 2 months. North Carolina rose 5,600 and reached its highest level since the HWOL series began in 2005. Maryland rose 5,300 to its highest level since November 2008. Virginia and Texas lost 7,500 and 5,200 respectively (Table A). Among the less populous states in the South, advertised vacancies in Louisiana increased by 4,700, Oklahoma increased by 2,200, and Kentucky increased by 700 (Table 3).

The **Northeast** region grew at a slower pace this month; it gained 12,900 online advertised agencies. After a surge in June (23,775), New York rose 6,800 in July to its highest level since March 2008. Massachusetts gained 1,600. New Jersey held constant and remains at its highest level since March 2008 after gaining over 30,000 in the previous 3 months combined. Pennsylvania dropped 6,800 after a 4-month gain of 26,600. Among the smaller States, after a sluggish period in May and June, Connecticut and Maine gained 4,500 and 1,600 respectively. New Hampshire (1,700), Rhode Island (1,400), and Vermont (1,300) have maintained steady growth for the past 3 months.

The Supply/Demand rate for the U.S. in June (the latest month for which unemployment numbers are available) was at 3.52, indicating that there are just under 4 unemployed workers for every online advertised vacancy. Nationally, there are almost 10.5 million more unemployed workers than advertised vacancies. States with some of the lowest rates include North Dakota (1.05), South Dakota (1.33), Nebraska (1.54), and Alaska (1.60), where the Supply/Demand rates reflected the fact that there was just over one unemployed for every online advertised vacancy (Table 4). Among the States, the highest Supply/Demand rates are in Mississippi (7.90) and Michigan (7.15), where there are over 7 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 July 2009 when there were just over 10 unemployed for every online advertised vacancy. Other states where there are over 5 unemployed for every advertised vacancy are Indiana (5.41), California (5.37), and Kentucky (5.21).

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 Office and Administrative Support up sharply by 55,100**
- **In July, management workers advertised vacancies rise 40,200**
- **Demand for Healthcare Practitioners and Technical workers dips 18,400**

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, **Management** occupations posted the largest July increase, up 40,200 to 580,500. The July rise was largely due to increases in demand for marketing managers, computer and information systems managers, sales managers, and medical and health services managers. Advertised vacancies in this field are at their highest level since June 2008. The ratio between the number of unemployed looking for work and advertised vacancies was slightly over one job-seeker for each advertised vacancy.

Demand for **Office and Administrative Support** jumped by 55,100 and was led by an increased demand for a wide variety of office staff positions including secretaries, general office clerks, executive secretaries and administrative assistants, and HR assistants (except payroll and timekeeping). California, the state with the largest increase in total job demand, also had the largest increase in advertised vacancies in office and administrative support. There still remain over four unemployed (4.3) looking for work in Office and Administrative Support for every advertised opening (Table B).

Computer and Mathematical Science occupations were up 31,800 to 586,700 in July. The rise was largely due to increases in demand for computer systems analysts, computer software engineers (applications), and computer support specialists. Advertised vacancies in this field are at their highest level since September 2008. Demand for workers in this occupational category exceeds the number of unemployed looking for work by just under 3 to 1.

Demand for **Business and Financial Operations** rose 15,000 to 230,600. The July increase was largely due to increases in demand for wholesale and retail buyers and personal financial advisors. Advertised vacancies in this field are at their highest level since November 2008. Like Management occupations, the ratio between the number of unemployed looking for work and advertised vacancies was slightly over one job-seeker for each advertised vacancy.

Demand for **Architecture and Engineering** occupations rose 10,500 to 170,000. The July increase was largely due to increases in demand for industrial engineers and computer hardware engineers. Advertised vacancies in this field are at their highest level since November 2008. Advertised vacancies in this field outnumbered the unemployed looking for work in this field by 1.2 to 1.

Labor demand for **Healthcare Practitioners and Technical** occupations dropped 18,400 in July to 573,900. The drop was largely due to decreases in advertised vacancies for physical and occupational therapists, speech pathologists, pharmacists, and physicians and surgeons, all other.

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 June, 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. 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. (Table B and Table 7)

Table B: U.S. Top Ten Demand Occupations and Pay Levels, Seasonally Adjusted					
	Total Ads (Thousands)	M-O-M Change (Thousands)	Unemployed (Thousands)	Supply/ Demand Rate¹	Average Hourly Wage²
Occupation	Jul-10	Jul-Jun 10	Jun-10	Jun-10	
Computer and mathematical science	586.7	31.8	212.1	0.38	\$36.68
Management	580.5	40.2	732.9	1.36	\$49.47
Healthcare practitioners and technical	573.9	-18.4	277.2	0.47	\$33.51
Sales and related	504.4	7.8	1,550.8	3.12	\$17.32
Office and administrative support	454.6	55.1	1,706.1	4.27	\$15.86
Business and financial operations	230.6	15.0	314.9	1.46	\$31.68
Architecture and engineering	170.0	10.5	132.9	0.83	\$35.38
Transportation and material moving	139.1	4.1	1,123.8	8.32	\$15.47
Installation, maintenance, and repair	119.0	4.9	550.7	4.82	\$20.30
Healthcare support	111.8	-2.0	244.2	2.14	\$12.84

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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.

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 (0.4), Healthcare Practitioners (0.5), and Architecture and Engineering (0.8). On the other hand, in Transportation and Material Moving, there were over eight people seeking jobs in this field for every online advertised vacancy (8.3) and there were over four unemployed looking for work in Installation, Maintenance, and Repair positions for every advertised opening (4.8).

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 Rate¹	
	Jul-10		Jul-10		Jun-10
New York, NY	296.11	Washington, DC	6.09	Washington, DC	1.03
Washington, DC	187.65	Baltimore, MD	5.20	Oklahoma City, OK	1.59
Los Angeles, CA	165.23	San Jose, CA	5.18	Baltimore, MD	1.62
Chicago, IL	127.28	Hartford, CT	4.83	Salt Lake City, UT	1.71
Boston, MA	108.04	San Francisco, CA	4.62	Honolulu, HI	1.83
San Francisco, CA	103.24	Charlotte, NC	4.53	Boston, MA	1.87
Dallas, TX	93.33	Boston, MA	4.21	Austin, TX	1.92
Philadelphia, PA	90.55	Seattle-Tacoma, WA	4.05	Hartford, CT	1.93
Atlanta, GA	80.04	Oklahoma City, OK	4.03	Seattle-Tacoma, WA	2.02
Seattle-Tacoma, WA	76.54	Salt Lake City, UT	3.99	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 July, 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 40 percent above its July 2009 level, the Washington, D.C. metro area was 22 percent above its July 2009 level, and the Los Angeles metro area was 20 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 June 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 change for reasons not related to overall job demand.

With the July 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 July 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	
	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 ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Jul-09	Jun-10	Jul-10	Jul-Jun 10	Jul-09	Jun-10	Jul-10	Jul-Jun 10
United States	3,280.7	4,154.1	4,293.3	139.2	1,958.2	2,473.8	2,580.8	107.0
New England	208.4	277.1	290.4	13.3	121.4	165.9	171.1	5.2
Middle Atlantic	456.9	628.5	628.1	-0.4	292.8	382.1	389.7	7.6
South Atlantic	721.5	918.9	938.1	19.2	420.1	541.2	553.5	12.3
East North Central	393.6	519.7	539.4	19.7	238.3	309.9	325.9	16.0
East South Central	144.9	179.4	185.6	6.1	80.0	100.1	106.8	6.6
West North Central	239.5	283.0	306.1	23.1	132.4	161.9	177.2	15.3
West South Central	321.2	410.3	414.9	4.6	186.1	232.6	243.5	10.9
Mountain	270.2	310.0	327.2	17.2	161.6	188.3	203.4	15.1
Pacific	524.7	626.5	665.9	39.4	328.0	395.9	413.0	17.2

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. 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)		
	Jul-09	Jun-10	Jul-10	Jul-09	Jun-10	Jul-10
United States	2.13	2.70	2.79	1.27	1.61	1.68
New England	2.69	3.58	3.75	1.57	2.14	2.21
Middle Atlantic	2.21	3.04	3.04	1.42	1.85	1.88
South Atlantic	2.45	3.14	3.20	1.43	1.85	1.89
East North Central	1.66	2.20	2.28	1.00	1.31	1.38
East South Central	1.70	2.11	2.18	0.94	1.18	1.26
West North Central	2.18	2.59	2.80	1.20	1.48	1.62
West South Central	1.87	2.36	2.38	1.08	1.34	1.40
Mountain	2.44	2.80	2.96	1.46	1.70	1.84
Pacific	2.12	2.52	2.68	1.33	1.59	1.66

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)
	Jul-09	Jun-10	Jul-10	Jul-Jun 10	Jul-09	Jun-10	Jul-10	Jul-Jun 10
United States	3,280.7	4,154.1	4,293.3	139.2	1,958.2	2,473.8	2,580.8	107.0
Alabama	42.7	49.6	52.5	2.9	21.3	24.4	26.4	2.0
Alaska	18.9	18.0	20.3	2.3	9.3	10.2	11.3	1.1
Arkansas	26.2	27.0	29.7	2.6	14.3	15.8	17.7	1.9
Arizona	65.2	75.0	82.9	7.9	39.5	48.9	53.9	4.9
California	361.2	418.0	452.8	34.8	233.3	275.9	284.5	8.6
Colorado	65.3	77.5	86.6	9.1	39.9	51.0	55.2	4.2
Connecticut	47.0	66.8	71.3	4.5	27.0	39.8	40.9	1.1
Delaware	13.5	18.5	19.2	0.7	7.4	10.4	10.9	0.6
Florida	163.7	213.9	221.5	7.6	108.7	147.7	149.1	1.4
Georgia	86.6	110.6	117.8	7.2	51.2	64.9	67.6	2.7
Hawaii	15.6	16.3	19.6	3.3	9.8	10.7	13.0	2.3
Iowa	36.6	39.2	43.8	4.6	17.6	20.0	22.5	2.5
Idaho	16.5	17.5	19.0	1.5	10.1	11.4	12.5	1.1
Illinois	120.3	149.4	166.2	16.8	68.3	86.9	95.4	8.4
Indiana	44.8	58.2	60.3	2.0	25.3	34.5	34.7	0.2
Kansas	31.3	34.4	34.4	0.1	15.9	19.5	19.2	-0.3
Kentucky	30.0	39.9	40.7	0.7	18.0	23.6	23.9	0.3
Louisiana	36.5	41.0	45.7	4.7	22.0	25.4	28.4	3.0
Massachusetts	100.4	136.4	138.0	1.6	59.4	83.0	81.4	-1.6
Maryland	109.9	121.7	127.0	5.3	57.3	66.4	68.6	2.2
Maine	16.3	19.3	20.9	1.6	8.7	10.4	11.7	1.2
Michigan	67.7	89.6	97.9	8.3	45.2	59.9	63.5	3.6
Minnesota	59.2	78.3	85.6	7.3	35.9	48.5	52.3	3.8
Missouri	61.1	73.7	80.0	6.3	37.3	45.9	50.2	4.3
Mississippi	17.9	18.0	21.1	3.1	8.7	10.5	12.5	2.0
Montana	13.2	16.1	15.9	-0.2	6.1	7.2	7.9	0.7
North Carolina	79.6	110.9	116.6	5.6	50.8	70.4	73.4	3.0
North Dakota	10.0	12.6	13.5	1.0	4.7	5.2	6.9	1.7
Nebraska	28.2	30.9	32.8	1.9	16.7	18.4	20.2	1.8
New Hampshire	18.1	23.0	24.7	1.7	11.0	13.8	15.5	1.7
New Jersey	118.1	166.2	166.2	0.0	74.0	97.9	100.5	2.6
New Mexico	25.9	27.4	28.0	0.7	15.3	16.3	17.5	1.3
Nevada	41.8	47.1	45.1	-2.1	27.2	30.1	30.8	0.6
New York	214.7	286.7	293.5	6.8	140.9	180.2	186.1	5.8
Ohio	100.0	137.3	135.7	-1.6	63.8	82.1	85.8	3.7
Oklahoma	39.6	48.7	50.9	2.2	22.5	27.4	30.0	2.6
Oregon	44.1	57.4	58.6	1.2	26.6	33.3	36.5	3.2
Pennsylvania	123.6	174.5	167.7	-6.8	77.5	103.2	102.6	-0.7
Rhode Island	15.4	19.5	20.8	1.4	9.9	11.8	13.6	1.7
South Carolina	41.5	56.4	57.4	1.0	22.9	30.9	33.5	2.5
South Dakota	11.7	14.8	15.0	0.2	5.0	5.7	7.0	1.3
Tennessee	53.9	71.6	70.8	-0.8	32.0	42.2	44.0	1.8
Texas	217.2	291.7	286.5	-5.2	126.5	163.2	166.2	3.0
Utah	33.1	38.4	39.0	0.6	18.9	18.9	19.8	0.9
Virginia	136.1	178.5	171.0	-7.5	72.7	91.1	90.6	-0.5
Vermont	10.0	11.7	13.1	1.3	5.6	6.9	8.1	1.2
Washington	83.6	115.3	112.9	-2.4	48.1	64.8	66.5	1.7
Wisconsin	62.2	86.1	81.1	-5.0	35.5	45.9	46.4	0.5
West Virginia	21.5	18.8	18.0	-0.8	13.3	8.8	10.3	1.4
Wyoming	7.6	8.3	9.1	0.8	3.8	4.0	5.1	1.0

Source: The Conference Board

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

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

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
	Jul-09	Jun-10	Jul-10	Jun-10	Jun-10	Jun-10	Jun-10
United States	2.13	2.70	2.79	9.5	14,623.00	4,154.1	3.52
Alabama	2.02	2.37	2.50	10.3	215.81	49.6	4.35
Alaska	5.23	4.95	5.58	7.9	28.87	18.0	1.60
Arkansas	1.92	2.00	2.19	7.5	100.94	27.0	3.73
Arizona	2.07	2.36	2.61	9.6	303.93	75.0	4.05
California	1.98	2.28	2.47	12.3	2,244.45	418.0	5.37
Colorado	2.41	2.91	3.25	8.0	214.13	77.5	2.76
Connecticut	2.48	3.54	3.78	8.8	165.90	66.8	2.48
Delaware	3.11	4.36	4.53	8.5	36.28	18.5	1.96
Florida	1.78	2.32	2.40	11.4	1,055.76	213.9	4.93
Georgia	1.82	2.35	2.51	10.0	469.02	110.6	4.24
Hawaii	2.44	2.56	3.08	6.3	40.37	16.3	2.48
Iowa	2.19	2.33	2.60	6.8	113.64	39.2	2.90
Idaho	2.20	2.31	2.51	8.8	66.62	17.5	3.80
Illinois	1.82	2.24	2.50	10.4	693.90	149.4	4.64
Indiana	1.41	1.86	1.92	10.1	315.16	58.2	5.41
Kansas	2.05	2.29	2.30	6.5	97.58	34.4	2.84
Kentucky	1.44	1.93	1.96	10.0	207.78	39.9	5.21
Louisiana	1.77	1.96	2.18	7.0	147.44	41.0	3.60
Massachusetts	2.89	3.92	3.97	9.0	312.34	136.4	2.29
Maryland	3.68	4.11	4.29	7.1	211.10	121.7	1.73
Maine	2.32	2.77	2.99	8.0	55.55	19.3	2.87
Michigan	1.39	1.84	2.01	13.2	640.53	89.6	7.15
Minnesota	1.99	2.63	2.88	6.8	202.13	78.3	2.58
Missouri	2.01	2.47	2.68	9.1	272.00	73.7	3.69
Mississippi	1.39	1.39	1.63	11.0	142.42	18.0	7.90
Montana	2.65	3.23	3.18	7.3	36.30	16.1	2.25
North Carolina	1.76	2.44	2.57	10.0	454.16	110.9	4.09
North Dakota	2.74	3.40	3.66	3.6	13.21	12.6	1.05
Nebraska	2.87	3.14	3.33	4.8	47.69	30.9	1.54
New Hampshire	2.45	3.10	3.33	5.9	44.02	23.0	1.92
New Jersey	2.60	3.65	3.65	9.6	438.20	166.2	2.64
New Mexico	2.72	2.85	2.92	8.2	78.27	27.4	2.86
Nevada	3.05	3.45	3.30	14.2	193.63	47.1	4.11
New York	2.21	2.96	3.03	8.2	798.65	286.7	2.79
Ohio	1.67	2.30	2.27	10.5	625.14	137.3	4.55
Oklahoma	2.23	2.75	2.88	6.8	120.35	48.7	2.47
Oregon	2.24	2.92	2.98	10.5	206.34	57.4	3.60
Pennsylvania	1.93	2.71	2.60	9.2	590.88	174.5	3.39
Rhode Island	2.72	3.38	3.62	12.0	69.31	19.5	3.56
South Carolina	1.90	2.62	2.67	10.7	230.20	56.4	4.08
South Dakota	2.63	3.35	3.38	4.5	19.74	14.8	1.33
Tennessee	1.79	2.36	2.33	10.1	305.37	71.6	4.26
Texas	1.82	2.40	2.35	8.2	998.84	291.7	3.42
Utah	2.42	2.84	2.88	7.2	97.52	38.4	2.54
Virginia	3.26	4.26	4.09	7.0	293.55	178.5	1.64
Vermont	2.79	3.27	3.65	6.0	21.58	11.7	1.84
Washington	2.37	3.25	3.18	8.9	316.39	115.3	2.74
Wisconsin	2.01	2.83	2.67	7.9	240.69	86.1	2.80
West Virginia	2.68	2.40	2.30	8.5	66.81	18.8	3.56
Wyoming	2.58	2.86	3.12	6.8	19.78	8.3	2.37

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
	Jul-09	Jun-10	Jul-10	Jul 09-10	Jul-09	Jun-10	Jul-10	Jul 09-10
Birmingham, AL	12.4	15.5	15.4	23.4%	6.3	8.4	8.1	28.1%
Phoenix, AZ	42.7	52.4	54.3	27.2%	25.8	34.5	34.4	32.9%
Tucson, AZ	11.1	13.2	14.4	29.4%	6.7	8.8	9.5	40.8%
Los Angeles, CA	137.6	157.5	165.2	20.0%	92.8	109.0	108.0	16.3%
Riverside, CA	23.4	24.6	26.3	12.4%	15.4	16.8	16.7	8.4%
Sacramento, CA	21.4	26.4	27.0	26.0%	13.0	17.0	16.7	28.2%
San Diego, CA	41.0	44.8	44.9	9.4%	25.4	30.8	28.7	13.0%
San Francisco, CA	74.3	99.4	103.2	39.0%	46.2	64.8	62.0	34.1%
San Jose, CA	28.2	44.0	46.9	66.4%	14.6	24.1	23.7	62.7%
Denver, CO	37.1	47.5	48.7	31.2%	21.5	30.2	29.1	35.1%
Hartford, CT	18.4	28.3	29.0	57.3%	10.8	17.0	16.7	54.0%
Washington, DC	154.0	190.8	187.6	21.9%	75.2	95.1	93.2	23.9%
Jacksonville, FL	18.0	22.4	22.9	27.5%	11.7	15.0	14.6	24.9%
Miami, FL	45.1	61.4	61.2	35.7%	28.0	40.5	38.3	36.7%
Orlando, FL	28.9	36.7	35.3	22.0%	19.8	26.8	24.7	24.6%
Tampa, FL	32.0	40.5	40.1	25.3%	20.4	26.9	25.6	25.8%
Atlanta, GA	56.7	78.5	80.0	41.1%	33.6	47.0	45.4	35.1%
Honolulu, HI	12.5	14.2	15.6	25.1%	8.5	10.3	10.8	27.9%
Chicago, IL	92.6	117.3	127.3	37.5%	51.3	68.1	71.6	39.6%
Indianapolis, IN	20.6	26.4	26.0	26.1%	11.6	15.7	14.7	27.0%
Louisville, KY	13.3	17.1	18.0	34.8%	8.2	10.2	10.4	26.2%
New Orleans, LA	13.5	14.7	15.4	14.3%	8.0	9.3	9.5	19.0%
Baltimore, MD	62.2	67.8	72.4	16.4%	33.7	39.5	41.5	23.2%
Boston, MA	78.3	111.9	108.0	38.0%	45.3	68.7	62.6	38.0%
Detroit, MI	29.0	41.5	43.9	51.2%	19.9	28.6	28.9	44.7%
Minneapolis-St. Paul, MN	42.0	58.7	60.9	44.9%	25.5	37.1	36.5	43.3%
Kansas City, MO	25.9	30.9	32.4	25.2%	15.3	19.4	19.8	29.8%
St. Louis, MO	32.6	38.0	39.8	22.1%	19.4	24.3	24.7	27.5%
Las Vegas, NV	31.5	36.8	32.5	2.9%	20.2	24.7	22.0	9.0%
Buffalo, NY	14.0	17.4	16.5	17.6%	9.1	10.9	10.3	13.8%
New York, NY	211.1	306.9	296.1	40.3%	139.8	195.6	187.4	34.1%
Rochester, NY	10.2	14.2	14.3	39.8%	6.8	8.7	8.9	31.4%
Charlotte, NC	23.8	38.4	39.0	63.8%	15.3	23.5	23.5	53.8%
Cincinnati, OH	22.3	30.4	28.0	25.3%	12.9	17.7	16.0	23.6%
Cleveland, OH	25.3	36.0	35.5	40.5%	15.1	22.7	22.6	49.4%
Columbus, OH	23.0	34.1	32.3	40.3%	14.7	20.0	19.5	32.5%
Oklahoma City, OK	17.8	24.4	23.4	31.5%	10.5	14.4	13.9	32.2%
Portland, OR	27.8	41.1	38.3	37.6%	16.4	23.8	22.8	39.5%
Philadelphia, PA	64.1	96.5	90.6	41.3%	37.8	55.1	51.7	36.7%
Pittsburgh, PA	31.9	46.8	42.8	34.4%	21.2	30.2	27.7	30.4%
Providence, RI	18.0	24.7	23.1	28.0%	12.1	16.4	15.2	26.0%
Memphis, TN	13.3	17.3	16.0	20.2%	7.8	10.1	9.4	20.8%
Nashville, TN	19.7	26.3	24.9	26.4%	11.7	16.2	15.4	32.1%
Austin, TX	25.5	35.2	32.9	29.0%	15.7	21.1	19.9	26.7%
Dallas, TX	67.3	100.2	93.3	38.7%	37.8	55.6	52.1	37.8%
Houston, TX	53.5	77.4	73.5	37.4%	29.5	42.3	39.2	32.9%
San Antonio, TX	25.7	33.4	32.3	25.6%	15.6	21.0	20.7	33.0%
Salt Lake City, UT	20.7	24.8	23.9	15.5%	12.2	13.3	12.9	5.8%
Richmond, VA	15.4	24.0	22.6	46.3%	9.6	14.6	14.4	50.4%
Virginia Beach, VA	19.7	27.2	25.2	27.9%	12.2	16.6	15.7	28.7%
Seattle-Tacoma, WA	56.4	80.8	76.5	35.7%	32.2	45.6	44.3	37.5%
Milwaukee, WI	22.3	32.5	30.4	36.2%	13.1	18.5	17.5	33.8%

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
	Jul-09	Jun-10	Jul-10	Jun-10	Jun-10	Jun-10	Jun-10
Birmingham, AL	2.40	3.06	3.04	10.0	50.6	15.5	3.28
Phoenix, AZ	2.03	2.47	2.56	9.0	190.6	52.4	3.63
Tucson, AZ	2.26	2.69	2.92	9.0	44.1	13.2	3.33
Los Angeles, CA	2.11	2.44	2.56	11.6	747.1	157.5	4.74
Riverside, CA	1.31	1.39	1.48	14.4	256.4	24.6	10.44
Sacramento, CA	2.00	2.50	2.56	12.4	130.8	26.4	4.95
San Diego, CA	2.62	2.86	2.87	10.5	164.9	44.8	3.68
San Francisco, CA	3.26	4.46	4.63	10.5	234.8	99.4	2.36
San Jose, CA	3.09	4.89	5.22	11.4	103.1	44.0	2.35
Denver, CO	2.65	3.50	3.58	8.4	114.5	47.5	2.41
Hartford, CT	3.02	4.73	4.85	9.1	54.5	28.3	1.93
Washington, DC	4.93	6.23	6.13	6.4	195.7	190.8	1.03
Jacksonville, FL	2.57	3.25	3.32	11.2	77.4	22.4	3.45
Miami, FL	1.56	2.13	2.12	11.7	335.9	61.4	5.47
Orlando, FL	2.55	3.28	3.15	11.4	128.4	36.7	3.50
Tampa, FL	2.42	3.09	3.07	12.0	158.4	40.5	3.92
Atlanta, GA	2.08	2.95	3.01	10.3	273.4	78.5	3.48
Honolulu, HI	2.80	3.17	3.49	5.8	26.0	14.2	1.83
Chicago, IL	1.87	2.41	2.61	10.6	519.4	117.3	4.43
Indianapolis, IN	2.26	3.00	2.96	9.3	82.1	26.4	3.11
Louisville, KY	2.06	2.68	2.83	9.8	63.1	17.1	3.70
New Orleans, LA	2.49	2.71	2.84	8.2	45.3	14.7	3.07
Baltimore, MD	4.37	4.89	5.23	7.9	109.5	67.8	1.62
Boston, MA	3.06	4.43	4.27	8.2	209.3	111.9	1.87
Detroit, MI	1.35	1.98	2.09	14.3	301.4	41.5	7.26
Minneapolis-St. Paul, MN	2.23	3.16	3.27	6.8	127.4	58.7	2.17
Kansas City, MO	2.41	3.00	3.15	8.5	88.1	30.9	2.86
St. Louis, MO	2.23	2.65	2.78	9.9	143.7	38.0	3.78
Las Vegas, NV	3.20	3.76	3.31	14.5	141.5	36.8	3.84
Buffalo, NY	2.35	2.99	2.83	7.7	45.4	17.4	2.62
New York, NY	2.18	3.24	3.13	8.8	841.2	306.9	2.74
Rochester, NY	1.88	2.70	2.70	7.5	40.2	14.2	2.83
Charlotte, NC	2.79	4.45	4.53	11.1	95.7	38.4	2.49
Cincinnati, OH	1.94	2.68	2.47	10.0	114.2	30.4	3.75
Cleveland, OH	2.29	3.35	3.31	9.3	101.1	36.0	2.81
Columbus, OH	2.31	3.51	3.32	9.2	89.4	34.1	2.62
Oklahoma City, OK	3.07	4.21	4.03	6.7	38.8	24.4	1.59
Portland, OR	2.36	3.53	3.29	10.2	118.8	41.1	2.89
Philadelphia, PA	2.11	3.23	3.03	9.5	283.2	96.5	2.93
Pittsburgh, PA	2.55	3.81	3.49	8.5	105.3	46.8	2.25
Providence, RI	2.54	3.49	3.26	11.5	81.7	24.7	3.31
Memphis, TN	2.14	2.85	2.65	10.4	64.1	17.3	3.71
Nashville, TN	2.45	3.30	3.11	9.0	72.6	26.3	2.76
Austin, TX	2.87	3.87	3.62	7.4	67.5	35.2	1.92
Dallas, TX	2.10	3.10	2.89	8.5	276.3	100.2	2.76
Houston, TX	1.85	2.67	2.54	8.8	255.2	77.4	3.29
San Antonio, TX	2.63	3.41	3.30	7.7	75.5	33.4	2.26
Salt Lake City, UT	3.40	4.18	4.02	7.1	42.6	24.8	1.71
Richmond, VA	2.32	3.65	3.44	7.9	52.2	24.0	2.18
Virginia Beach, VA	2.33	3.26	3.02	7.6	64.0	27.2	2.35
Seattle-Tacoma, WA	2.98	4.28	4.05	8.6	163.3	80.8	2.02
Milwaukee, WI	2.75	4.17	3.90	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
	Jul-09	Jun-10	Jul-10	Jul-Jun 10	Jun-10	Jun-10	
Total	3,280.7	4,154.1	4,293.3	139.2	14,623.0	3.5	\$20.90
Management	405.5	540.3	580.5	40.2	732.9	1.4	\$49.47
Business and financial operations	178.9	215.6	230.6	15.0	314.9	1.5	\$31.68
Computer and mathematical science	401.1	554.9	586.7	31.8	212.1	0.4	\$36.68
Architecture and engineering	117.9	159.5	170.0	10.5	132.9	0.8	\$35.38
Life, physical, and social science	67.0	87.8	89.5	1.8	60.9	0.7	\$31.57
Community and social services	41.6	47.4	48.7	1.3	127.7	2.7	\$20.55
Legal	21.2	26.3	27.6	1.3	57.0	2.2	\$46.07
Education, training, and library	69.2	80.1	82.8	2.7	347.8	4.3	\$23.81
Arts, design, entertainment, sports, and media	99.9	104.3	109.9	5.6	198.8	1.9	\$24.87
Healthcare practitioners and technical	521.3	592.3	573.9	-18.4	277.2	0.5	\$33.51
Healthcare support	100.7	113.9	111.8	-2.0	244.2	2.1	\$12.84
Protective service	26.1	29.6	29.5	-0.1	159.8	5.4	\$20.07
Food preparation and serving related	78.2	109.5	111.3	1.8	971.9	8.9	\$10.04
Building and grounds cleaning and maintenance	36.0	48.4	47.1	-1.2	764.7	15.8	\$12.00
Personal care and service	57.6	65.5	67.1	1.5	447.8	6.8	\$11.87
Sales and related	378.6	496.7	504.4	7.8	1,550.8	3.1	\$17.32
Office and administrative support	337.6	399.5	454.6	55.1	1,706.1	4.3	\$15.86
Farming, fishing, and forestry	5.3	6.2	6.2	0.1	223.1	36.2	\$11.53
Construction and extraction	44.3	59.2	59.9	0.7	1,964.4	33.2	\$20.84
Installation, maintenance, and repair	85.7	114.2	119.0	4.9	550.7	4.8	\$20.30
Production	67.6	103.0	106.1	3.1	1,148.8	11.2	\$16.01
Transportation and material moving	78.6	135.0	139.1	4.1	1,123.8	8.3	\$15.47

Source: The Conference Board

1. Approximately 95% of all ads are coded to the 6-digit SOC level.
2. Occupational categories use the 2000 OMB Standard Occupational Classification system (SOC definitions).
3. Unemployment data are from the Bureau of Labor Statistics' Current Population Survey and seasonally adjusted by The Conference Board.
4. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
5. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2009 estimates.

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Table 8: State Occupational Demand and Pay ¹ , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jul-10	Wage ²	Jul-10	Wage ²	Jul-10	Wage ²
United States	801,849	\$40.61	1,679,286	\$29.97	362,199	\$12.25
Alabama	7,405	\$37.52	18,827	\$26.96	5,163	\$10.45
Alaska	3,121	\$36.69	8,653	\$31.60	2,060	\$14.58
Arizona	13,773	\$35.89	34,095	\$28.00	6,451	\$12.50
Arkansas	4,255	\$32.34	10,806	\$24.22	2,597	\$10.01
California	95,275	\$45.67	190,021	\$34.85	32,140	\$13.67
Colorado	15,023	\$39.69	33,108	\$31.35	7,686	\$12.66
Connecticut	16,381	\$46.18	28,924	\$32.22	4,872	\$14.13
Delaware	4,215	\$42.45	7,896	\$32.28	1,321	\$12.63
Florida	35,427	\$36.23	78,667	\$28.03	23,440	\$11.88
Georgia	22,865	\$41.11	49,275	\$27.59	8,115	\$11.07
Hawaii	3,121	\$35.85	6,268	\$28.58	2,388	\$13.72
Idaho	2,852	\$31.76	6,566	\$25.57	2,485	\$11.08
Illinois	37,072	\$40.23	62,650	\$31.06	11,708	\$12.94
Indiana	10,227	\$36.35	21,467	\$25.80	4,590	\$11.08
Iowa	6,640	\$33.40	16,149	\$24.20	4,639	\$11.00
Kansas	5,713	\$35.34	14,019	\$25.19	3,280	\$10.90
Kentucky	6,537	\$33.70	15,290	\$25.64	3,769	\$10.57
Louisiana	6,852	\$33.92	14,876	\$25.24	4,438	\$10.56
Maine	2,995	\$33.30	8,484	\$26.20	2,485	\$11.67
Maryland	23,315	\$43.38	58,309	\$33.82	9,162	\$13.08
Massachusetts	30,643	\$47.19	56,919	\$34.16	10,472	\$14.49
Michigan	15,978	\$38.76	35,444	\$29.30	9,375	\$12.01
Minnesota	17,302	\$38.48	33,034	\$30.04	6,161	\$12.22
Mississippi	3,366	\$31.91	8,515	\$23.36	1,898	\$9.98
Missouri	12,834	\$35.79	30,209	\$26.25	8,496	\$10.91
Montana	2,192	\$29.54	6,154	\$22.55	2,096	\$10.73
Nebraska	5,170	\$33.99	11,873	\$24.81	3,523	\$10.78
Nevada	6,514	\$38.17	14,975	\$29.69	5,988	\$12.94
New Hampshire	3,668	\$40.38	9,332	\$28.86	2,514	\$12.53
New Jersey	34,297	\$47.46	61,535	\$33.23	13,472	\$14.41
New Mexico	4,298	\$36.04	12,253	\$28.01	2,702	\$11.03
New York	66,459	\$49.57	103,277	\$33.04	22,699	\$14.18
North Carolina	20,354	\$39.58	47,773	\$26.90	10,126	\$10.98
North Dakota	1,673	\$33.39	4,265	\$23.36	1,467	\$10.66
Ohio	24,941	\$37.53	48,964	\$28.20	10,970	\$11.50
Oklahoma	6,991	\$31.71	17,635	\$24.23	4,952	\$10.38
Oregon	9,478	\$36.97	22,713	\$28.73	6,142	\$12.67
Pennsylvania	31,407	\$38.84	61,308	\$28.89	15,133	\$12.19
Rhode Island	3,740	\$41.74	7,521	\$31.11	2,364	\$12.97
South Carolina	7,184	\$36.52	22,409	\$25.97	6,679	\$10.69
South Dakota	2,088	\$30.90	5,205	\$22.66	1,921	\$10.24
Tennessee	10,929	\$34.94	25,735	\$25.52	6,540	\$10.82
Texas	52,150	\$39.87	113,422	\$29.25	22,206	\$10.96
Utah	6,102	\$34.69	13,823	\$26.59	3,716	\$11.27
Vermont	1,992	\$35.87	5,192	\$26.60	1,486	\$12.68
Virginia	37,024	\$42.31	82,040	\$32.52	10,899	\$12.11
Washington	21,234	\$41.40	50,955	\$32.03	10,428	\$14.10
West Virginia	2,443	\$30.72	7,149	\$23.58	1,758	\$9.99
Wisconsin	13,168	\$35.87	30,757	\$28.01	7,322	\$11.60
Wyoming	1,193	\$33.78	3,998	\$25.64	727	\$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
	Jul-10	Wage ¹	Jul-10	Wage ¹	Jul-10	Wage ¹
United States	916,903	\$16.42	198,810	\$20.25	254,514	\$15.74
Alabama	11,721	\$14.10	4,321	\$17.54	5,457	\$14.68
Alaska	4,475	\$16.99	1,373	\$27.37	1,222	\$20.51
Arizona	19,602	\$16.01	3,481	\$18.54	3,285	\$15.69
Arkansas	6,839	\$13.66	2,125	\$16.65	2,955	\$13.82
California	98,512	\$18.02	13,594	\$21.55	18,855	\$15.85
Colorado	19,702	\$17.60	4,547	\$20.39	4,573	\$16.31
Connecticut	14,727	\$19.36	2,483	\$23.70	3,530	\$17.16
Delaware	4,002	\$16.77	810	\$21.19	966	\$15.74
Florida	57,367	\$15.80	12,015	\$17.67	9,976	\$14.95
Georgia	24,303	\$15.81	5,264	\$18.21	7,119	\$14.70
Hawaii	6,127	\$16.00	946	\$25.48	958	\$16.55
Idaho	5,172	\$14.80	1,274	\$17.88	1,322	\$14.29
Illinois	33,561	\$17.12	5,354	\$24.63	10,600	\$16.05
Indiana	14,203	\$15.19	2,995	\$20.50	5,721	\$15.98
Iowa	9,851	\$14.83	3,033	\$18.59	4,821	\$15.33
Kansas	7,463	\$14.96	1,929	\$19.15	2,563	\$15.47
Kentucky	10,027	\$14.44	2,610	\$18.56	4,036	\$15.82
Louisiana	11,709	\$13.56	3,582	\$18.18	3,830	\$16.50
Maine	4,759	\$14.85	898	\$18.34	1,437	\$15.39
Maryland	22,905	\$17.07	5,066	\$21.00	5,324	\$16.78
Massachusetts	25,803	\$19.01	4,447	\$24.33	6,436	\$16.99
Michigan	21,990	\$16.23	5,285	\$21.55	7,527	\$17.13
Minnesota	16,372	\$17.14	3,243	\$22.53	6,200	\$16.39
Mississippi	4,796	\$13.27	1,319	\$16.40	1,786	\$13.93
Missouri	18,412	\$15.43	4,520	\$20.77	6,446	\$15.37
Montana	3,827	\$13.88	1,400	\$18.83	1,166	\$15.72
Nebraska	7,259	\$14.43	2,477	\$18.25	3,032	\$15.70
Nevada	12,631	\$15.74	2,305	\$23.63	2,213	\$15.81
New Hampshire	5,644	\$16.45	1,271	\$20.15	1,832	\$15.90
New Jersey	33,883	\$18.42	6,290	\$24.04	8,362	\$16.25
New Mexico	6,023	\$13.94	1,513	\$17.45	1,608	\$15.44
New York	59,993	\$18.88	9,694	\$24.18	12,743	\$17.04
North Carolina	23,537	\$15.37	6,375	\$17.76	6,985	\$14.46
North Dakota	3,315	\$14.02	1,553	\$19.75	1,571	\$15.81
Ohio	29,599	\$15.66	6,850	\$20.38	11,302	\$15.69
Oklahoma	12,068	\$13.65	4,116	\$17.54	4,560	\$14.83
Oregon	13,626	\$16.63	2,887	\$20.91	3,900	\$15.83
Pennsylvania	35,013	\$16.33	7,801	\$20.44	11,365	\$15.95
Rhode Island	4,671	\$16.58	1,011	\$21.51	1,316	\$15.29
South Carolina	13,253	\$14.35	3,974	\$17.39	4,853	\$14.96
South Dakota	3,444	\$13.42	1,417	\$16.56	1,525	\$13.65
Tennessee	16,027	\$14.74	4,293	\$17.80	6,294	\$14.78
Texas	60,321	\$15.81	15,400	\$17.68	17,306	\$15.04
Utah	10,966	\$14.87	1,979	\$19.01	2,435	\$15.35
Vermont	2,785	\$15.66	689	\$18.81	767	\$15.78
Virginia	27,627	\$16.44	6,673	\$19.49	6,207	\$15.73
Washington	21,814	\$17.62	4,237	\$23.12	5,071	\$17.92
West Virginia	4,543	\$13.04	1,199	\$18.74	1,468	\$15.07
Wisconsin	16,119	\$15.65	3,688	\$21.23	7,083	\$16.04
Wyoming	2,034	\$14.33	655	\$21.26	572	\$18.47

Source: The Conference Board

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

Table 9: MSA Occupational Demand and Pay ¹ , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jul-10	Wage ²	Jul-10	Wage ²	Jul-10	Wage ²
United States	801,849	\$40.61	1,679,286	\$29.97	362,199	\$12.25
Birmingham, AL	2,558	\$39.26	4,625	\$27.46	1,416	\$10.98
Phoenix, AZ	9,777	\$36.56	21,437	\$28.66	3,772	\$12.58
Tucson, AZ	2,109	\$35.56	5,224	\$28.71	1,571	\$12.30
Los Angeles, CA	33,933	\$45.91	61,060	\$34.38	11,987	\$13.38
Riverside, CA	3,773	\$39.19	8,781	\$30.59	2,852	\$13.04
Sacramento, CA	4,675	\$38.87	10,563	\$32.92	2,136	\$13.66
San Diego, CA	7,934	\$43.69	17,596	\$34.68	3,857	\$12.97
San Francisco, CA	26,638	\$50.82	45,753	\$38.00	5,811	\$14.65
San Jose, CA	11,029	\$56.88	26,236	\$44.43	1,270	\$14.44
Denver, CO	9,574	\$41.06	18,100	\$33.07	3,827	\$12.70
Hartford, CT	6,626	\$42.75	11,292	\$32.52	1,935	\$14.11
Washington, DC	46,739	\$48.01	93,859	\$39.06	9,130	\$14.07
Jacksonville, FL	4,109	\$35.31	7,326	\$27.45	2,251	\$11.56
Miami, FL	11,520	\$39.01	20,593	\$28.72	5,482	\$12.47
Orlando, FL	5,393	\$36.17	10,623	\$27.88	4,075	\$11.37
Tampa, FL	6,769	\$35.96	15,048	\$28.79	3,815	\$11.75
Atlanta, GA	17,565	\$43.23	33,506	\$29.65	4,617	\$11.54
Honolulu, HI	2,311	\$36.22	4,507	\$28.80	2,007	\$13.43
Chicago, IL	31,746	\$42.09	47,609	\$32.56	8,598	\$13.25
Indianapolis, IN	4,965	\$37.52	8,227	\$27.84	1,891	\$11.69
Louisville, KY	3,034	\$36.39	5,898	\$26.91	1,664	\$10.84
New Orleans, LA	2,289	\$34.98	4,522	\$27.46	1,811	\$11.21
Baltimore, MD	12,772	\$41.80	32,780	\$33.08	5,657	\$13.30
Boston, MA	25,645	\$48.62	44,770	\$35.52	7,799	\$14.76
Detroit, MI	7,342	\$41.38	15,389	\$31.52	4,419	\$12.35
Minneapolis-St. Paul, MN	13,563	\$40.71	23,480	\$31.78	4,335	\$12.70
Kansas City, MO	5,638	\$37.52	10,847	\$28.34	3,059	\$11.80
St. Louis, MO	6,949	\$38.26	14,461	\$28.27	3,720	\$11.42
Las Vegas, NV	4,456	\$38.90	9,816	\$29.51	4,351	\$13.13
Buffalo, NY	2,753	\$38.02	4,246	\$27.37	1,722	\$12.04
New York, NY	74,265	\$52.18	111,741	\$35.34	22,215	\$14.89
Rochester, NY	2,150	\$40.73	4,254	\$27.43	1,505	\$12.29
Charlotte, NC	8,664	\$42.12	15,209	\$28.72	2,839	\$11.74
Cincinnati, OH	5,525	\$38.86	8,887	\$29.11	2,246	\$11.74
Cleveland, OH	6,888	\$38.61	13,109	\$28.56	3,067	\$12.09
Columbus, OH	6,209	\$37.54	11,267	\$30.17	2,536	\$11.94
Oklahoma City, OK	3,096	\$32.66	7,343	\$26.53	2,175	\$10.64
Portland, OR	6,690	\$39.67	14,687	\$30.85	3,313	\$13.11
Philadelphia, PA	19,639	\$43.75	35,234	\$31.82	7,595	\$13.34
Pittsburgh, PA	8,482	\$37.29	13,300	\$28.97	4,637	\$11.72
Providence, RI	3,823	\$41.48	7,766	\$30.20	2,873	\$13.04
Memphis, TN	2,606	\$37.93	5,745	\$27.41	1,226	\$11.43
Nashville, TN	4,515	\$36.47	8,320	\$26.11	2,227	\$11.15
Austin, TX	5,844	\$39.97	13,918	\$31.01	2,616	\$11.39
Dallas, TX	20,011	\$42.06	37,477	\$31.37	6,027	\$11.50
Houston, TX	14,992	\$43.40	26,869	\$32.07	5,178	\$11.23
San Antonio, TX	4,700	\$35.68	11,362	\$27.80	3,733	\$10.77
Salt Lake City, UT	3,957	\$35.69	8,480	\$28.61	2,155	\$11.71
Richmond, VA	4,628	\$38.49	8,090	\$28.84	1,916	\$11.85
Virginia Beach, VA	3,615	\$36.08	8,712	\$28.07	2,840	\$11.32
Seattle-Tacoma, WA	15,769	\$43.56	34,834	\$34.48	5,668	\$14.56
Milwaukee, WI	5,759	\$39.08	11,100	\$30.34	2,911	\$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
	Jul-10	Wage ¹	Jul-10	Wage ¹	Jul-10	Wage ¹
United States	916,903	\$16.42	198,810	\$20.25	254,514	\$15.74
Birmingham, AL	3,893	\$15.61	1,067	\$18.20	1,530	\$14.72
Phoenix, AZ	13,939	\$16.64	2,124	\$19.02	2,171	\$15.92
Tucson, AZ	3,432	\$14.72	921	\$18.26	754	\$14.67
Los Angeles, CA	40,881	\$17.95	4,606	\$22.71	7,543	\$15.07
Riverside, CA	7,009	\$15.90	1,391	\$21.47	1,864	\$15.37
Sacramento, CA	6,524	\$17.83	1,143	\$22.82	1,330	\$16.28
San Diego, CA	10,872	\$17.49	1,455	\$22.67	2,058	\$15.62
San Francisco, CA	17,892	\$20.78	2,333	\$27.17	2,891	\$18.35
San Jose, CA	5,966	\$21.95	768	\$26.30	1,155	\$17.40
Denver, CO	11,186	\$18.82	2,467	\$20.73	2,475	\$16.55
Hartford, CT	6,117	\$18.65	1,074	\$23.83	1,553	\$17.54
Washington, DC	26,035	\$18.90	4,748	\$22.18	4,019	\$17.37
Jacksonville, FL	5,914	\$15.97	1,405	\$18.28	1,308	\$15.40
Miami, FL	17,497	\$16.67	2,240	\$18.60	2,261	\$15.50
Orlando, FL	10,220	\$15.23	2,010	\$18.00	1,723	\$14.68
Tampa, FL	9,619	\$16.08	2,089	\$17.53	1,860	\$14.17
Atlanta, GA	15,878	\$17.23	2,771	\$19.39	3,750	\$15.43
Honolulu, HI	4,718	\$15.99	753	\$26.26	811	\$16.71
Chicago, IL	26,336	\$17.83	3,459	\$26.04	7,312	\$16.31
Indianapolis, IN	6,714	\$16.86	1,301	\$20.90	2,271	\$15.76
Louisville, KY	4,263	\$15.73	1,033	\$19.29	1,695	\$17.24
New Orleans, LA	4,086	\$14.54	1,131	\$18.71	1,129	\$17.29
Baltimore, MD	13,511	\$17.21	3,080	\$20.65	3,296	\$17.26
Boston, MA	20,222	\$19.88	3,196	\$25.03	4,540	\$17.25
Detroit, MI	10,024	\$17.46	2,535	\$23.37	3,132	\$18.52
Minneapolis-St. Paul, MN	11,919	\$18.49	2,238	\$24.55	4,054	\$17.17
Kansas City, MO	7,545	\$16.72	1,912	\$22.05	2,593	\$16.16
St. Louis, MO	9,157	\$16.73	1,771	\$23.50	2,842	\$16.41
Las Vegas, NV	9,644	\$15.74	1,515	\$24.16	1,458	\$15.63
Buffalo, NY	4,706	\$15.80	1,025	\$20.63	1,656	\$16.10
New York, NY	61,226	\$19.96	8,458	\$25.74	10,971	\$17.27
Rochester, NY	3,418	\$15.97	1,034	\$19.88	1,683	\$15.20
Charlotte, NC	7,763	\$17.10	1,687	\$18.80	2,024	\$15.59
Cincinnati, OH	6,981	\$16.84	1,346	\$20.29	2,391	\$15.97
Cleveland, OH	7,155	\$16.51	1,605	\$22.08	3,007	\$16.22
Columbus, OH	7,485	\$16.19	1,640	\$20.19	2,412	\$15.46
Oklahoma City, OK	5,909	\$14.12	2,173	\$18.07	2,027	\$14.35
Portland, OR	8,538	\$17.78	1,700	\$22.64	2,583	\$16.60
Philadelphia, PA	18,281	\$18.17	3,519	\$23.11	4,666	\$16.90
Pittsburgh, PA	9,596	\$15.70	2,496	\$20.30	3,274	\$15.93
Providence, RI	5,155	\$16.30	1,209	\$21.42	1,735	\$15.29
Memphis, TN	3,503	\$15.64	908	\$18.90	1,654	\$15.07
Nashville, TN	5,846	\$15.55	1,464	\$18.50	1,849	\$15.76
Austin, TX	6,668	\$16.94	1,416	\$17.18	1,684	\$14.12
Dallas, TX	19,539	\$17.44	3,733	\$18.08	4,689	\$15.13
Houston, TX	15,751	\$16.91	3,921	\$18.99	4,635	\$16.47
San Antonio, TX	7,644	\$14.69	2,084	\$16.34	2,094	\$13.35
Salt Lake City, UT	6,335	\$15.92	1,103	\$19.05	1,444	\$15.56
Richmond, VA	4,905	\$17.15	1,325	\$19.71	1,298	\$15.28
Virginia Beach, VA	5,883	\$14.79	1,984	\$18.72	1,636	\$16.09
Seattle-Tacoma, WA	14,074	\$18.84	2,185	\$24.73	2,814	\$19.06
Milwaukee, WI	6,058	\$17.29	1,309	\$23.13	2,703	\$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.