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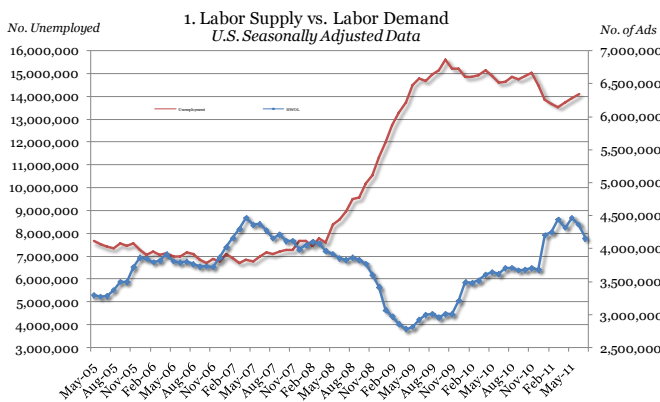
For Immediate Release 10:00 AM ET, Monday August 1, 2011

Online Labor Demand Down 217,000 in July, The Conference Board Reports

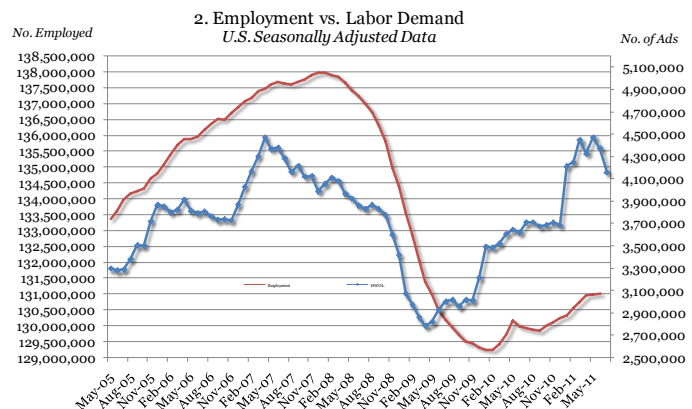
- Following a strong 1st quarter (+763,000) US labor demand stalled with losses of 292,000 since March
- North Carolina, Minnesota, Ohio, and Washington continue their upward trend, while many of the large States saw a flattening or downturn in demand beginning in the 2nd quarter (Table A)

NEW YORK, August 1, 2011... Online advertised vacancies were down 217,000 in July to 4,154,500, according to *The Conference Board Help Wanted OnLine® (HWOL)* Data Series released today. The July drop follows a decline of 100,000 in June after a basically flat period in April and May. The Supply/Demand rate stands at 3.22, indicating there were just over 3 unemployed for every online advertised vacancy in June, the latest monthly data available for unemployment.

“The national trend in labor demand, while positive in the first quarter of 2011, turned negative in the second quarter. And with the July loss, monthly labor demand is now 54,000 below the January level,” said June Shelp, Vice President at The Conference Board (Chart 1). Among the largest states, the pattern in job demand now varies from positive in North Carolina, Minnesota, Ohio, and Washington to steady in Texas, Illinois, and Michigan and down in California and New York (Table A). Occupations also present a mixed picture with the demand for workers in food services (typically lower-wage occupations) up since January. However, there are still 7 unemployed workers for every advertised vacancy in this profession. In contrast, the demand for healthcare professionals (generally a high-wage occupation) is down since January, but there are 2 advertised vacancies available for every job-seeker (Table B & Table 7).



Source: The Conference Board, BLS



Source: The Conference Board, BLS

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

REGIONAL AND STATE HIGHLIGHTS

In July:

- Like the U.S., many States now have flat or downward trends
- Northeast fairs best while other regions see large drops

Location	Total Ads ¹ (Thousands) Jul-11	M-O-M Change (Thousands) Jul-Jun 11	Supply/ Demand Rate ² Jun-11	Recent Trend ³
United States	4,154.5	-217.0	3.22	→ 1/11
NORTHEAST	832.8	-4.1	2.72	
Massachusetts	128.8	-5.2	1.97	→ 3/11
New Jersey	140.5	0.9	3.07	→ 3/11
New York	254.2	-5.8	2.93	↓ 3/11
Pennsylvania	173.0	6.7	2.88	→ 1/11
SOUTH	1,396.8	-49.8	3.43	
Florida	231.6	-0.6	4.23	↓ 3/11
Georgia	109.6	-16.5	3.71	→ 3/11
Maryland	104.3	-9.6	1.83	↓ 3/11
North Carolina	110.1	0.0	4.05	↑ 12/10
Texas	281.1	-10.3	3.44	→ 1/11
Virginia	137.1	-2.5	1.81	→ 2/11
MIDWEST	907.4	-33.7	3.03	
Illinois	156.0	-11.6	3.60	→ 1/11
Michigan	119.0	-3.5	4.05	→ 3/11
Minnesota	101.3	-7.8	1.83	↑ 11/09
Missouri	80.9	-0.8	3.28	→ 3/11
Ohio	163.2	-6.4	3.05	↑ 11/09
Wisconsin	88.2	-1.0	2.63	→ 1/11
WEST	933.9	-43.3	3.78	
Arizona	72.3	-5.3	3.81	↓ 4/11
California	459.9	-21.7	4.43	↓ 3/11
Colorado	72.8	-5.3	2.93	↓ 3/11
Washington	107.6	-2.0	2.93	↑ 12/10

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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 July, the **Northeast** posted the smallest decline, down 4,100. Among the large States in the region, Pennsylvania's gain of 6,700 to 173,000 and New Jersey's gain of 900 were offset by declines in other states including New York, down 5,800, and Massachusetts, down 5,200. Connecticut dropped by 3,200 and New Hampshire fell 300 while other New England States posted small gains: Rhode Island (+400) and Vermont (+800) (See Table A and Table 3).

The **South** was down 49,800 in July, reflecting drops in several of the large states. Georgia declined 16,500 to 109,600, and Texas was down 10,300 to 281,100. Maryland declined by 9,600, and Virginia fell by 2,500. Florida had a slight drop of 600 while North Carolina remained unchanged at 110,100. Among the smaller states in the South, Alabama and Arkansas fell by 2,700 and 900 respectively. States posting increases in advertised vacancies in July included Tennessee (+500) and Oklahoma (+800).

In July, the **West** declined by 43,300. The largest monthly drop in advertised vacancies was in California, down 21,700 to a total of 459,900. Arizona and Colorado both posted declines of 5,300 while Washington State fell by 2,000. Other States in the West posting declines included Nevada, down 4,600, Idaho, down 2,700, and Utah, down 900. With 22,600 advertised vacancies, New Mexico was one of the States with an increase in July (+600) (See Table 3 for other States in the region).

The **Midwest** dropped by 33,700 with declines in a number of its larger States including Illinois, which declined 11,600, Minnesota, down 7,800, and Wisconsin with a slight decline of 1,000. Other large States in the region with July declines included Ohio, down 6,400, and Michigan, which dipped by 3,500 to 119,000. However, since January 2011, labor demand in Ohio and Michigan is up 16,300 and 12,800 respectively. Among the less populous States in the region, Iowa fell 1,300 and Indiana rose by 1,800 to a total of 68,200. North Dakota and South Dakota fell 800 and 900 respectively (Table 3).

The Supply/Demand rate for the U.S. in June (the latest month for which unemployment numbers are available) stood at 3.22, indicating that there are just over three unemployed workers for every online advertised vacancy. Nationally, there are 9.7 million more unemployed workers than advertised vacancies. The number of advertised vacancies exceeded the number of unemployed only in North Dakota, where the Supply/Demand rate was 0.89. States with the next lowest rates included Nebraska (1.42), New Hampshire (1.55), South Dakota (1.56), and Alaska (1.59) (Table 4). The State with the highest Supply/Demand rate is Mississippi (7.92), where there are nearly 8 unemployed workers for every online advertised vacancy. There are a number of States in which there are over four unemployed for every advertised vacancy. These include Kentucky (5.16), South Carolina (4.67), Alabama (4.66), West Virginia (4.53), and California (4.43).

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 workers in Construction and extraction up by about one third since January 2011, but there are 17 unemployed seeking work for every ad
- Demand for Food-service workers was also up by 33,000 since January, but there are still 7 unemployed for every vacancy

Occupation	Total Ads (Thousands)	M-O-M Change (Thousands)	Unemployed (Thousands)	Supply/ Demand Rate ¹	Average Hourly Wage ²
	Jul-11	Jul-Jun 11	Jun-11	Jun-11	
Computer and mathematical science	572.9	-28.1	135.0	0.22	\$37.13
Sales and related	569.7	-8.6	1,588.0	2.75	\$17.69
Healthcare practitioners and technical	487.5	-61.2	262.2	0.48	\$34.27
Office and administrative support	451.7	-4.4	1,717.0	3.76	\$16.09
Management	411.9	-41.1	724.0	1.60	\$50.69
Business and financial operations	243.8	-20.3	332.0	1.26	\$32.54
Transportation and material moving	192.8	-6.5	1,078.7	5.41	\$15.70
Architecture and engineering	160.2	-15.3	142.2	0.81	\$36.32
Installation, maintenance, and repair	150.0	-2.1	416.5	2.74	\$20.58
Food preparation and serving related	149.6	13.7	989.0	7.28	\$10.21

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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 2010 estimates.

Changes for the Month of July

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, **Food Preparation and Serving Related** occupations posted the only July increase in the number of advertised vacancies, up 13,700 to 149,600 (Table B). Since January 2011 this occupation group has posted a healthy gain of 32,900. However, unemployed workers in these occupations still outnumber advertised vacancies by 7.28 to one (based on June data, the latest unemployment data available) (See Table 7 for the data for all of the 2-digit Standard Occupational Classifications). **Healthcare Practitioners and Technical** occupations posted the largest decrease, 61,200, to 487,500 and were down 125,100 since January 2011. Occupations that experienced losses include Registered Nurses, Physical Therapists, and Occupational Therapists. The number of advertised vacancies in this occupational category continues to outnumber job-seekers by over two to one.

Demand for **Management** occupations fell by 41,100 to 411,900. Occupations that underwent declines include Branch or Department Financial Managers, Marketing Managers, Sales Managers, and Medical and Health Services Managers. The number of unemployed in Management occupations remains above the number of advertised vacancies with just under 2 (1.6) unemployed for every advertised vacancy.

In July, labor demand for **Computer and Mathematical Science** workers declined by 28,100 to 572,900, led by a decrease in demand for Computer Software Engineers (Applications), Computer Systems Analysts, and Computer Support Specialists. Job opportunities still remain favorable in this occupational category with 5 ads for every job-seeker (S/D of 0.22).

Supply/Demand for Selected Occupations

“Since January this year, the number of advertised vacancies has risen for workers in **Food preparation and service** jobs (+32,900) and **Sales** positions (+29,600), but there are still more unemployed seeking work in these professions than advertised vacancies,” said Shelp. The job market is still tough for workers seeking work in food preparation and service positions with 7 job-seekers for every advertised opening (June data, the latest unemployment data available). The situation is more favorable for those seeking sales jobs, where there are not quite 3 unemployed for every opening. Since January, labor demand is also up for **Construction** jobs (+17,600), but the number of unemployed outnumbers the vacancies by 20 to one.

Among high-paying occupations, **Computer and mathematical science** occupations were up a modest 6 percent (31,200) since January, while **Management** positions were down slightly (-13,800). **Community and social service** positions were down 13,300, a drop of just over 20 percent since January. Based on June data, there are about 2 unemployed for every advertised vacancy in Community and social service (2.1) and Management (1.6) while there are 5 openings for every unemployed job seeker in Computer and mathematical science (0.22).

METRO AREA HIGHLIGHTS

- Washington, D.C., Oklahoma City, Minneapolis-St. Paul, and Boston have the lowest Supply/Demand rates

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	
	Jul-11		Jul-11		May-11
New York, NY	247.93	San Jose, CA	4.97	Washington, DC	1.11
Los Angeles, CA	157.71	Washington, DC	4.66	Oklahoma City, OK	1.35
Washington, DC	143.28	San Francisco, CA	4.21	Minneapolis-St. Paul, MN	1.45
Chicago, IL	116.67	Boston, MA	3.92	Boston, MA	1.50
Boston, MA	98.92	Charlotte, NC	3.91	Honolulu, HI	1.54
San Francisco, CA	92.34	Hartford, CT	3.83	Baltimore, MD	1.66
Dallas, TX	87.23	Cleveland, OH	3.81	Salt Lake City, UT	1.73
Philadelphia, PA	78.86	Baltimore, MD	3.77	Milwaukee, WI	1.84
Atlanta, GA	69.89	Milwaukee, WI	3.76	San Jose, CA	1.86
Minneapolis-St. Paul, MN	68.69	Minneapolis-St. Paul, MN	3.72	Cleveland, OH	1.87

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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 5.4 percent above its July 2010 level, the Los Angeles metro area was 14.6 percent above last year's level, and the Washington, D.C. metro area was 1.5 percent above its July 2010 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, DC continues to have the most favorable Supply/Demand rate (1.11) with about one advertised vacancy for every unemployed worker. Oklahoma City, Minneapolis-St. Paul, Boston, Honolulu, Baltimore, and Salt Lake City were metropolitan locations where there were just fewer than two unemployed looking for work for every advertised vacancy (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 eight unemployed people for every advertised vacancy (8.27) — Sacramento (4.98), Miami (4.80), and Los Angeles (4.20). Supply/Demand rate data are for May 2011, 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 sites and smaller job sites that serve niche markets and smaller geographic areas.

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

With the December 1, 2008 release, HWOL began providing seasonally adjusted data for the U.S., the nine Census regions and the 50 States. Seasonally adjusted data for occupations were provided beginning with the December 2009 release. This data series, for which the earliest data are for June 2005, continues to publish not seasonally adjusted data for 52 large metropolitan areas.

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 and discussion of revisions to the series are available at: <http://www.conference-board.org/data/helpwantedonline.cfm>.

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

The Conference Board

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Publication Schedule, The Conference Board Help Wanted OnLine® Data Series

	Data for the Month		Release Date	
	August, 2011		August 31, 2011*	
	September, 2011		September 28, 2011*	
	October, 2011		October 31, 2011	
	November, 2011		November 30, 2011*	
	December, 2011		January 4, 2012*	

*Wednesday release due to holidays or data availability.

Table 1: National/Regional Total Ads and New Ads (Levels), Seasonally Adjusted								
Location ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Jul-10	Jun-11	Jul-11	Jul-Jun 11	Jul-10	Jun-11	Jul-11	Jul-Jun 11
United States	3,707.1	4,371.5	4,154.5	-217.0	2,249.4	2,736.6	2,623.5	-113.1
New England	243.2	270.6	261.5	-9.2	147.8	164.0	164.6	0.6
Middle Atlantic	520.4	566.3	571.3	4.9	319.8	358.7	370.7	12.1
South Atlantic	770.8	863.4	824.3	-39.1	472.1	531.4	519.5	-11.9
East North Central	487.4	617.5	596.5	-20.9	287.1	372.0	368.1	-3.9
East South Central	151.6	177.7	177.3	-0.3	87.8	112.8	111.7	-1.1
West North Central	261.7	323.6	310.9	-12.7	153.6	193.5	191.3	-2.2
West South Central	357.4	405.5	395.2	-10.3	209.4	244.2	247.9	3.6
Mountain	258.6	302.2	284.6	-17.6	163.4	188.6	186.8	-1.8
Pacific	565.4	675.0	649.3	-25.6	357.6	438.0	410.7	-27.3

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.
2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.
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-10	Jun-11	Jul-11	Jul-10	Jun-11	Jul-11
United States	2.41	2.85	2.71	1.46	1.78	1.71
New England	3.13	3.50	3.38	1.90	2.12	2.13
Middle Atlantic	2.55	2.78	2.80	1.56	1.76	1.82
South Atlantic	2.64	2.95	2.81	1.61	1.81	1.77
East North Central	2.07	2.64	2.55	1.22	1.59	1.57
East South Central	1.77	2.02	2.02	1.03	1.28	1.27
West North Central	2.40	2.94	2.83	1.41	1.76	1.74
West South Central	2.06	2.33	2.27	1.21	1.40	1.42
Mountain	2.34	2.74	2.58	1.48	1.71	1.69
Pacific	2.29	2.75	2.65	1.45	1.79	1.68

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-10	Jun-11	Jul-11	Jul-Jun 11	Jul-10	Jun-11	Jul-11	Jul-Jun 11
	United States	3,707.1	4,371.5	4,154.5	-217.0	2,249.4	2,736.6	2,623.5
Alabama	38.0	45.9	43.2	-2.7	22.4	29.0	27.6	-1.5
Alaska	16.2	17.3	15.8	-1.5	9.3	10.0	9.6	-0.4
Arizona	69.5	77.6	72.3	-5.3	44.0	47.6	45.5	-2.1
Arkansas	23.0	26.8	25.9	-0.9	13.3	16.7	15.9	-0.8
California	395.4	481.6	459.9	-21.7	249.0	313.0	286.9	-26.1
Colorado	70.2	78.1	72.8	-5.3	45.0	48.8	48.8	0.0
Connecticut	59.7	62.6	59.4	-3.2	34.6	35.7	35.9	0.2
Delaware	14.4	15.7	15.4	-0.3	8.6	10.2	9.9	-0.3
Florida	213.4	232.2	231.6	-0.6	140.2	155.3	156.0	0.6
Georgia	99.0	126.1	109.6	-16.5	57.6	70.6	65.6	-5.0
Hawaii	14.3	15.3	15.3	0.0	10.4	11.5	11.6	0.1
Idaho	15.6	22.8	20.1	-2.7	10.6	14.5	15.0	0.5
Illinois	149.5	167.6	156.0	-11.6	84.1	92.6	89.1	-3.5
Indiana	54.2	66.4	68.2	1.8	30.3	41.0	41.6	0.6
Iowa	36.4	42.0	40.7	-1.3	19.0	22.6	23.1	0.4
Kansas	30.1	34.9	33.8	-1.1	16.1	19.9	19.3	-0.6
Kentucky	34.4	39.3	39.6	0.3	20.0	24.2	24.6	0.4
Louisiana	39.3	42.4	42.5	0.1	24.0	27.5	27.0	-0.5
Maine	18.2	20.9	19.7	-1.2	9.8	11.7	10.8	-0.9
Maryland	94.8	113.9	104.3	-9.6	53.4	62.3	60.4	-1.9
Massachusetts	116.9	134.0	128.8	-5.2	71.4	79.7	81.0	1.3
Michigan	89.7	122.4	119.0	-3.5	56.5	77.2	77.8	0.6
Minnesota	75.7	109.0	101.3	-7.8	45.5	64.7	61.3	-3.4
Mississippi	17.1	17.6	19.6	2.0	9.4	11.2	11.8	0.5
Missouri	69.8	81.7	80.9	-0.8	43.0	52.6	52.4	-0.2
Montana	13.4	14.2	14.3	0.0	6.5	7.5	7.5	-0.1
Nebraska	27.1	28.8	29.0	0.1	16.7	19.2	19.5	0.3
Nevada	35.5	46.7	42.1	-4.6	24.6	30.3	30.0	-0.3
New Hampshire	20.2	23.6	23.3	-0.3	13.1	15.7	15.2	-0.5
New Jersey	132.3	139.6	140.5	0.9	83.9	92.8	93.4	0.7
New Mexico	21.7	22.0	22.6	0.6	13.3	14.7	15.3	0.6
New York	238.0	260.0	254.2	-5.8	149.5	164.8	162.0	-2.8
North Carolina	97.6	110.1	110.1	0.0	62.6	74.1	75.3	1.2
North Dakota	10.5	13.6	12.8	-0.8	5.7	7.2	7.4	0.3
Ohio	122.1	169.6	163.2	-6.4	75.7	108.8	108.6	-0.3
Oklahoma	38.8	44.1	44.9	0.8	24.2	29.0	29.9	0.9
Oregon	46.3	50.4	50.3	-0.2	30.1	33.3	33.7	0.4
Pennsylvania	147.0	166.3	173.0	6.7	85.7	100.3	114.0	13.7
Rhode Island	17.3	17.7	18.1	0.4	11.5	12.1	12.6	0.4
South Carolina	45.7	48.6	47.1	-1.5	26.5	31.7	29.5	-2.2
South Dakota	11.7	13.7	12.8	-0.9	5.7	6.7	6.3	-0.3
Tennessee	62.1	74.6	75.0	0.5	37.0	48.0	49.1	1.0
Texas	255.5	291.3	281.1	-10.3	146.5	170.6	173.4	2.7
Utah	25.7	33.8	32.8	-0.9	16.7	21.7	21.9	0.2
Vermont	11.0	11.4	12.2	0.8	6.7	7.4	8.2	0.8
Virginia	125.1	139.6	137.1	-2.5	71.8	82.5	79.0	-3.5
Washington	92.4	109.6	107.6	-2.0	59.5	70.1	69.9	-0.2
West Virginia	15.0	14.6	14.1	-0.5	8.7	8.6	8.1	-0.4
Wisconsin	70.5	89.2	88.2	-1.0	40.5	51.2	51.0	-0.1
Wyoming	7.0	7.8	7.4	-0.4	4.0	4.3	4.2	-0.1

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-10	Jun-11	Jul-11	Jun-11	Jun-11	Jun-11	Jun-11
United States	2.41	2.85	2.71	9.2	14,087.00	4,371.5	3.22
Alabama	1.79	2.12	1.99	9.9	213.98	45.9	4.66
Alaska	4.51	4.74	4.32	7.5	27.53	17.3	1.59
Arizona	2.19	2.44	2.28	9.3	295.54	77.6	3.81
Arkansas	1.71	1.98	1.91	8.1	109.35	26.8	4.08
California	2.18	2.67	2.55	11.8	2,133.62	481.6	4.43
Colorado	2.62	2.91	2.71	8.5	228.44	78.1	2.93
Connecticut	3.15	3.32	3.15	9.1	171.56	62.6	2.74
Delaware	3.39	3.69	3.61	8.0	33.95	15.7	2.16
Florida	2.31	2.51	2.51	10.6	981.98	232.2	4.23
Georgia	2.12	2.68	2.33	9.9	467.45	126.1	3.71
Hawaii	2.27	2.41	2.41	6.0	38.17	15.3	2.50
Idaho	2.06	2.98	2.63	9.4	72.17	22.8	3.17
Illinois	2.25	2.54	2.36	9.2	603.66	167.6	3.60
Indiana	1.73	2.13	2.19	8.3	257.51	66.4	3.88
Iowa	2.18	2.51	2.43	6.0	100.89	42.0	2.40
Kansas	2.01	2.33	2.25	6.6	99.14	34.9	2.84
Kentucky	1.66	1.86	1.87	9.6	202.65	39.3	5.16
Louisiana	1.88	2.07	2.08	7.8	160.42	42.4	3.79
Maine	2.63	2.99	2.83	7.8	54.06	20.9	2.59
Maryland	3.18	3.81	3.49	7.0	208.34	113.9	1.83
Massachusetts	3.35	3.84	3.69	7.6	263.83	134.0	1.97
Michigan	1.87	2.60	2.52	10.5	496.24	122.4	4.05
Minnesota	2.56	3.67	3.41	6.7	199.80	109.0	1.83
Mississippi	1.31	1.30	1.45	10.3	139.71	17.6	7.92
Missouri	2.32	2.69	2.67	8.8	267.64	81.7	3.28
Montana	2.69	2.84	2.84	7.5	37.83	14.2	2.66
Nebraska	2.78	2.92	2.93	4.1	40.78	28.8	1.42
Nevada	2.63	3.56	3.21	12.4	162.86	46.7	3.49
New Hampshire	2.73	3.18	3.14	4.9	36.55	23.6	1.55
New Jersey	2.94	3.10	3.12	9.5	428.44	139.6	3.07
New Mexico	2.27	2.35	2.41	6.8	63.98	22.0	2.91
New York	2.47	2.72	2.66	8.0	760.51	260.0	2.93
North Carolina	2.17	2.45	2.45	9.9	446.38	110.1	4.05
North Dakota	2.83	3.64	3.43	3.2	12.05	13.6	0.89
Ohio	2.07	2.88	2.78	8.8	516.73	169.6	3.05
Oklahoma	2.22	2.55	2.59	5.3	92.49	44.1	2.10
Oregon	2.34	2.53	2.52	9.4	187.41	50.4	3.72
Pennsylvania	2.32	2.63	2.73	7.6	478.96	166.3	2.88
Rhode Island	3.00	3.13	3.19	10.8	61.30	17.7	3.46
South Carolina	2.12	2.25	2.18	10.5	226.77	48.6	4.67
South Dakota	2.63	3.05	2.85	4.8	21.29	13.7	1.56
Tennessee	2.04	2.37	2.39	9.8	309.37	74.6	4.15
Texas	2.11	2.38	2.29	8.2	1,002.90	291.3	3.44
Utah	1.88	2.49	2.42	7.4	100.07	33.8	2.96
Vermont	3.04	3.14	3.38	5.5	19.90	11.4	1.75
Virginia	2.99	3.32	3.26	6.0	253.42	139.6	1.81
Washington	2.62	3.15	3.10	9.2	321.14	109.6	2.93
West Virginia	1.92	1.87	1.81	8.5	66.22	14.6	4.53
Wisconsin	2.31	2.91	2.88	7.6	234.44	89.2	2.63
Wyoming	2.39	2.66	2.54	5.9	17.23	7.8	2.21

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-10	Jun-11	Jul-11	Jul 10-11	Jul-10	Jun-11	Jul-11	Jul 10-11
Birmingham, AL	10.0	14.9	13.7	37.4%	6.0	9.6	9.3	53.6%
Phoenix, AZ	44.6	51.1	45.6	2.4%	28.0	31.1	28.0	0.0%
Tucson, AZ	10.5	12.7	11.7	12.2%	7.0	8.9	8.6	22.5%
Los Angeles, CA	137.6	170.3	157.7	14.6%	90.1	111.3	102.0	13.2%
Riverside, CA	21.6	26.5	25.9	19.7%	14.0	17.9	17.4	23.7%
Sacramento, CA	19.6	25.6	22.6	15.1%	12.5	17.0	14.4	15.7%
San Diego, CA	36.6	47.8	39.2	7.0%	23.8	32.8	25.6	7.2%
San Francisco, CA	80.3	99.8	92.3	15.0%	52.3	67.3	59.5	13.8%
San Jose, CA	39.1	50.1	44.3	13.5%	22.3	31.0	24.7	10.4%
Denver, CO	39.4	46.2	39.7	0.6%	24.6	27.0	25.7	4.4%
Hartford, CT	21.4	24.9	22.8	6.3%	12.7	14.2	14.2	12.1%
Washington, DC	141.1	154.7	143.3	1.5%	83.6	84.8	82.9	-0.8%
Jacksonville, FL	17.2	21.5	20.7	19.8%	11.8	15.1	14.5	23.7%
Miami, FL	52.5	61.9	53.4	1.7%	32.5	34.1	32.3	-0.5%
Orlando, FL	29.3	33.8	32.0	9.0%	20.3	24.0	23.1	13.9%
Tampa, FL	34.0	41.1	38.3	12.7%	21.9	27.4	25.4	15.6%
Atlanta, GA	63.3	88.4	69.9	10.3%	37.8	48.5	42.0	11.0%
Honolulu, HI	11.0	13.9	12.9	16.7%	8.5	11.2	10.4	22.4%
Chicago, IL	112.7	131.6	116.7	3.5%	64.6	68.9	66.4	2.8%
Indianapolis, IN	20.9	27.8	28.0	34.2%	12.0	17.6	18.1	50.8%
Louisville, KY	13.8	17.3	17.2	24.5%	8.3	11.0	11.1	34.7%
New Orleans, LA	11.7	14.7	13.8	17.6%	7.7	10.3	9.7	26.1%
Baltimore, MD	44.6	57.2	52.6	18.0%	28.1	34.6	34.9	24.1%
Boston, MA	89.7	108.5	98.9	10.3%	54.4	63.6	61.3	12.7%
Detroit, MI	40.7	60.5	55.2	35.7%	26.3	37.9	36.8	39.9%
Minneapolis-St. Paul, MN	52.5	78.2	68.7	30.9%	32.1	47.3	43.5	35.7%
Kansas City, MO	28.2	34.7	33.4	18.5%	17.4	22.6	22.3	27.9%
St. Louis, MO	32.8	40.0	38.3	16.7%	21.0	25.9	25.4	21.0%
Las Vegas, NV	24.4	36.4	30.7	25.8%	17.0	23.7	22.0	29.2%
Buffalo, NY	13.5	14.6	13.8	1.6%	8.0	9.6	9.2	14.5%
New York, NY	235.2	263.4	247.9	5.4%	150.4	168.4	160.1	6.4%
Rochester, NY	11.1	13.6	12.7	15.4%	7.0	9.1	8.7	24.9%
Charlotte, NC	29.3	35.7	33.5	14.5%	18.7	23.9	22.4	20.0%
Cincinnati, OH	22.9	31.2	29.3	27.8%	13.4	20.4	19.1	42.8%
Cleveland, OH	29.8	45.3	41.1	38.0%	19.6	29.3	27.9	42.4%
Columbus, OH	25.9	35.5	33.2	28.0%	16.3	23.6	22.1	35.5%
Oklahoma City, OK	16.0	20.1	20.3	27.4%	10.5	13.8	14.4	36.5%
Portland, OR	30.0	34.0	33.3	11.2%	19.6	22.4	22.3	13.9%
Philadelphia, PA	74.9	84.6	78.9	5.3%	43.5	48.7	48.6	11.7%
Pittsburgh, PA	32.8	37.8	38.5	17.4%	20.9	26.0	28.2	34.8%
Providence, RI	20.0	24.5	22.9	14.5%	13.2	16.6	16.3	23.7%
Memphis, TN	12.7	15.8	15.8	24.7%	7.2	10.1	10.3	42.4%
Nashville, TN	20.8	27.6	26.1	25.5%	12.7	18.0	17.5	37.4%
Austin, TX	25.8	29.6	27.2	5.5%	16.0	18.2	17.8	11.0%
Dallas, TX	80.4	96.2	87.2	8.5%	46.1	54.1	51.6	12.0%
Houston, TX	60.0	73.9	64.5	7.5%	33.3	37.9	37.7	13.3%
San Antonio, TX	25.0	30.3	28.3	13.2%	16.3	21.4	20.2	23.4%
Salt Lake City, UT	15.8	22.1	20.9	32.3%	10.6	14.3	14.5	36.7%
Richmond, VA	17.0	20.2	19.8	16.4%	10.8	13.5	13.5	24.9%
Virginia Beach, VA	18.7	23.5	21.5	15.5%	11.9	15.6	14.7	23.0%
Seattle-Tacoma, WA	59.4	67.6	62.7	5.6%	38.9	42.7	41.0	5.3%
Milwaukee, WI	25.4	32.5	30.1	18.2%	15.5	19.5	18.2	17.4%

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.
2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.
3. 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	Unemployed	Total Ads	Supply/ Demand Rate ³
	Jul-10	Jun-11	Jul-11	Rate ²	(Thousands)	(Thousands)	
				May-11	May-11	May-11	May-11
Birmingham, AL	1.93	2.85	2.62	8.8	45.9	14.4	3.19
Phoenix, AZ	2.10	2.40	2.15	8.0	170.4	56.9	3.00
Tucson, AZ	2.14	2.57	2.38	7.8	38.4	14.4	2.67
Los Angeles, CA	2.12	2.65	2.46	11.1	710.0	168.9	4.20
Riverside, CA	1.22	1.53	1.50	13.2	228.2	27.6	8.27
Sacramento, CA	1.87	2.52	2.22	11.7	118.9	23.9	4.98
San Diego, CA	2.33	3.07	2.52	9.6	149.5	47.6	3.14
San Francisco, CA	3.56	4.54	4.21	9.3	204.7	96.5	2.12
San Jose, CA	4.33	5.62	4.97	9.9	88.3	47.4	1.86
Denver, CO	2.84	3.37	2.89	8.5	116.7	50.0	2.34
Hartford, CT	3.53	4.18	3.83	9.1	54.1	26.4	2.05
Washington, DC	4.52	5.03	4.66	5.7	175.8	158.2	1.11
Jacksonville, FL	2.47	3.13	3.01	9.7	66.7	21.9	3.05
Miami, FL	1.81	2.11	1.82	11.4	332.9	69.3	4.80
Orlando, FL	2.58	3.02	2.85	9.9	111.3	36.8	3.02
Tampa, FL	2.58	3.16	2.95	10.5	136.9	43.0	3.19
Atlanta, GA	2.37	3.32	2.62	9.7	259.5	91.4	2.84
Honolulu, HI	2.51	3.14	2.91	4.9	21.8	14.2	1.54
Chicago, IL	2.28	2.73	2.42	9.5	459.5	138.1	3.33
Indianapolis, IN	2.31	3.15	3.17	7.8	68.7	28.1	2.45
Louisville, KY	2.15	2.66	2.64	9.5	61.4	17.1	3.60
New Orleans, LA	2.13	2.72	2.55	8.0	43.2	15.0	2.87
Baltimore, MD	3.16	4.10	3.77	7.3	101.9	61.2	1.66
Boston, MA	3.49	4.29	3.92	6.6	167.6	111.7	1.50
Detroit, MI	1.94	3.00	2.74	11.6	233.5	62.0	3.77
Minneapolis-St. Paul, MN	2.81	4.24	3.72	6.3	116.0	80.0	1.45
Kansas City, MO	2.67	3.35	3.22	8.4	87.2	35.4	2.47
St. Louis, MO	2.27	2.76	2.64	8.6	125.1	42.4	2.95
Las Vegas, NV	2.51	3.87	3.26	12.4	116.3	38.0	3.06
Buffalo, NY	2.32	2.56	2.40	7.5	42.8	15.0	2.85
New York, NY	2.45	2.80	2.63	8.3	782.0	273.2	2.86
Rochester, NY	2.07	2.57	2.41	7.1	37.8	14.1	2.67
Charlotte, NC	3.40	4.17	3.91	10.4	89.4	35.7	2.50
Cincinnati, OH	2.03	2.77	2.61	8.5	95.7	30.9	3.09
Cleveland, OH	2.71	4.19	3.81	7.7	83.6	44.7	1.87
Columbus, OH	2.66	3.66	3.42	7.4	71.9	35.9	2.00
Oklahoma City, OK	2.81	3.57	3.62	4.9	27.5	20.4	1.35
Portland, OR	2.53	2.86	2.81	8.6	101.6	36.4	2.79
Philadelphia, PA	2.51	2.88	2.68	8.4	245.8	87.2	2.82
Pittsburgh, PA	2.66	3.12	3.18	6.9	83.8	40.7	2.06
Providence, RI	2.79	3.49	3.27	11.1	77.8	25.3	3.08
Memphis, TN	2.07	2.54	2.54	10.1	63.1	16.0	3.94
Nashville, TN	2.53	3.29	3.11	8.5	71.1	29.6	2.41
Austin, TX	2.83	3.23	2.97	6.7	61.9	32.2	1.92
Dallas, TX	2.49	2.96	2.68	7.9	256.8	102.2	2.51
Houston, TX	2.06	2.52	2.20	8.2	240.6	78.6	3.06
San Antonio, TX	2.52	3.03	2.83	7.3	72.7	31.9	2.28
Salt Lake City, UT	2.58	3.70	3.49	7.2	43.3	25.1	1.73
Richmond, VA	2.56	3.11	3.04	6.7	43.5	21.1	2.06
Virginia Beach, VA	2.22	2.83	2.60	6.6	55.1	24.3	2.27
Seattle-Tacoma, WA	3.15	3.63	3.37	8.5	158.9	74.6	2.13
Milwaukee, WI	3.17	4.06	3.76	8.0	63.8	34.7	1.84

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-10	Jun-11	Jul-11	Jul-Jun 11	Jun-11	Jun-11	
Total	3,707.1	4,371.5	4,154.5	-217.0	14,087.0	3.2	\$21.35
Management	389.4	453.1	411.9	-41.1	724.0	1.6	\$50.69
Business and financial operations	220.8	264.1	243.8	-20.3	332.0	1.3	\$32.54
Computer and mathematical science	479.6	601.0	572.9	-28.1	135.0	0.2	\$37.13
Architecture and engineering	126.5	175.5	160.2	-15.3	142.2	0.8	\$36.32
Life, physical, and social science	59.2	67.1	62.8	-4.3	48.9	0.7	\$31.92
Community and social services	49.4	53.2	50.1	-3.2	111.3	2.1	\$20.76
Legal	25.3	24.1	22.8	-1.3	90.2	3.7	\$46.60
Education, training, and library	81.6	99.3	93.4	-5.9	409.2	4.1	\$24.25
Arts, design, entertainment, sports, and media	92.8	107.0	99.3	-7.7	195.0	1.8	\$25.14
Healthcare practitioners and technical	530.8	548.7	487.5	-61.2	262.2	0.5	\$34.27
Healthcare support	114.5	128.5	116.5	-11.9	262.2	2.0	\$12.94
Protective service	29.7	36.4	34.0	-2.4	189.3	5.2	\$20.43
Food preparation and serving related	103.1	135.8	149.6	13.7	989.0	7.3	\$10.21
Building and grounds cleaning and maintenance	43.6	59.4	56.9	-2.5	733.4	12.3	\$12.16
Personal care and service	56.6	71.4	69.0	-2.4	470.4	6.6	\$11.82
Sales and related	507.5	578.3	569.7	-8.6	1,588.0	2.7	\$17.69
Office and administrative support	397.6	456.1	451.7	-4.4	1,717.0	3.8	\$16.09
Farming, fishing, and forestry	3.7	4.9	4.7	-0.2	160.0	32.7	\$11.70
Construction and extraction	51.7	72.8	74.2	1.4	1,487.5	20.4	\$21.09
Installation, maintenance, and repair	121.7	152.2	150.0	-2.1	416.5	2.7	\$20.58
Production	93.1	127.0	130.5	3.5	1,108.6	8.7	\$16.24
Transportation and material moving	141.4	199.3	192.8	-6.5	1,078.7	5.4	\$15.70

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 2010 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
	Jul-11	Wage ²	Jul-11	Wage ²	Jul-11	Wage ²
United States	652,413	\$41.56	1,564,394	\$30.49	421,802	\$12.42
Alabama	4,895	\$38.77	14,854	\$27.47	4,204	\$10.81
Alaska	1,977	\$38.63	6,344	\$33.02	2,034	\$14.68
Arizona	10,739	\$37.11	27,617	\$29.16	7,482	\$12.65
Arkansas	3,179	\$33.62	8,864	\$24.51	2,679	\$10.36
California	84,439	\$46.79	189,485	\$35.75	40,155	\$13.78
Colorado	10,539	\$40.53	28,287	\$31.71	8,249	\$12.78
Connecticut	11,087	\$47.26	23,327	\$30.64	5,212	\$14.27
Delaware	2,734	\$43.68	6,274	\$32.78	1,297	\$12.53
Florida	30,781	\$36.88	74,761	\$28.83	28,875	\$11.97
Georgia	18,132	\$42.02	46,066	\$27.94	9,746	\$11.26
Hawaii	1,989	\$37.04	4,256	\$29.01	2,802	\$13.78
Idaho	2,296	\$32.68	6,634	\$25.75	3,086	\$11.23
Illinois	30,308	\$40.22	58,577	\$31.17	13,143	\$13.02
Indiana	9,261	\$36.74	21,751	\$26.25	6,510	\$11.34
Iowa	4,762	\$20.64	14,653	\$24.77	4,338	\$11.16
Kansas	4,704	\$14.65	12,991	\$25.84	3,195	\$11.13
Kentucky	5,274	\$34.54	13,879	\$26.01	3,893	\$10.79
Louisiana	5,254	\$35.30	12,380	\$26.15	5,152	\$10.94
Maine	2,312	\$33.87	8,108	\$26.91	3,335	\$11.77
Maryland	15,719	\$44.13	44,827	\$33.04	9,483	\$13.45
Massachusetts	24,371	\$47.86	54,058	\$34.34	12,005	\$14.71
Michigan	15,377	\$39.36	42,855	\$29.72	12,827	\$7.66
Minnesota	16,384	\$39.60	36,698	\$30.07	8,552	\$12.30
Mississippi	2,314	\$32.42	6,475	\$23.13	2,047	\$10.25
Missouri	10,324	\$36.46	27,067	\$29.17	9,572	\$11.04
Montana	1,544	\$30.33	5,083	\$23.42	2,270	\$11.07
Nebraska	3,525	\$35.36	10,261	\$25.50	3,710	\$11.08
Nevada	4,959	\$39.05	12,866	\$30.68	7,345	\$13.18
New Hampshire	2,931	\$28.04	9,237	\$29.12	2,618	\$12.66
New Jersey	24,157	\$48.29	53,184	\$33.63	15,013	\$14.42
New Mexico	2,588	\$36.83	9,642	\$28.60	2,746	\$11.31
New York	52,581	\$50.55	88,554	\$24.69	24,885	\$14.32
North Carolina	15,326	\$40.64	41,935	\$27.70	12,328	\$11.20
North Dakota	1,369	\$33.91	3,925	\$23.88	1,283	\$11.11
Ohio	22,249	\$38.09	54,240	\$28.45	16,108	\$11.63
Oklahoma	5,057	\$32.80	13,335	\$24.85	5,072	\$10.81
Oregon	7,133	\$37.86	20,374	\$29.64	6,644	\$12.86
Pennsylvania	24,692	\$40.05	57,700	\$29.47	18,938	\$12.40
Rhode Island	2,576	\$43.60	6,499	\$31.80	2,536	\$13.17
South Carolina	5,049	\$37.26	16,934	\$26.50	6,230	\$10.95
South Dakota	1,354	\$31.95	4,322	\$23.27	1,678	\$10.60
Tennessee	9,277	\$36.06	24,692	\$26.01	7,903	\$11.03
Texas	45,637	\$40.99	105,394	\$29.71	25,140	\$11.28
Utah	4,248	\$35.46	11,062	\$26.76	3,566	\$11.52
Vermont	1,430	\$36.75	5,061	\$27.18	1,794	\$12.86
Virginia	23,928	\$43.99	63,553	\$33.02	12,267	\$12.38
Washington	19,719	\$42.92	49,011	\$32.35	10,593	\$14.20
West Virginia	1,730	\$31.67	5,233	\$24.17	1,682	\$10.24
Wisconsin	11,993	\$36.73	30,318	\$28.44	9,451	\$11.66
Wyoming	880	\$35.20	2,973	\$26.22	710	\$12.24

Source: The Conference Board

1. The six occupational categories in tables 8 and 9 are the SOC manual's Intermediate and High-Level Aggregations.
2. Wage data are from the BLS Occupational Employment Statistics program's May 2010 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-11	Wage ¹	Jul-11	Wage ¹	Jul-11	Wage ¹
United States	985,199	\$16.71	249,412	\$20.48	339,927	\$15.96
Alabama	11,837	\$14.47	3,265	\$18.05	5,410	\$15.05
Alaska	3,873	\$17.58	1,263	\$27.74	938	\$20.77
Arizona	17,740	\$16.30	4,606	\$18.74	4,442	\$16.06
Arkansas	7,167	\$14.09	2,252	\$16.80	3,598	\$6.78
California	110,923	\$18.32	19,646	\$21.78	26,409	\$16.11
Colorado	18,503	\$17.80	4,990	\$20.66	5,327	\$16.53
Connecticut	13,375	\$19.71	3,078	\$24.00	4,410	\$17.37
Delaware	3,515	\$17.07	788	\$21.31	1,006	\$15.73
Florida	64,790	\$16.01	14,715	\$17.86	12,723	\$15.07
Georgia	23,960	\$15.97	6,139	\$18.66	8,752	\$14.99
Hawaii	4,737	\$16.27	978	\$26.00	965	\$17.85
Idaho	5,632	\$15.05	1,734	\$18.15	2,033	\$14.64
Illinois	36,208	\$17.45	6,346	\$24.16	13,228	\$16.42
Indiana	17,403	\$15.50	4,900	\$20.67	9,408	\$15.85
Iowa	9,876	\$15.03	3,360	\$18.83	5,877	\$15.34
Kansas	8,583	\$15.27	2,397	\$19.33	3,445	\$8.91
Kentucky	10,089	\$14.61	2,845	\$18.51	5,249	\$16.13
Louisiana	11,860	\$14.08	3,783	\$18.44	4,715	\$17.14
Maine	4,658	\$14.96	1,253	\$18.72	1,570	\$15.67
Maryland	22,208	\$17.43	5,213	\$21.59	5,488	\$16.98
Massachusetts	26,661	\$19.41	5,593	\$24.68	7,760	\$17.08
Michigan	27,541	\$16.29	8,781	\$21.15	13,255	\$17.06
Minnesota	22,463	\$17.34	5,810	\$22.64	9,734	\$16.51
Mississippi	5,541	\$13.40	1,680	\$16.72	2,542	\$14.04
Missouri	21,800	\$15.45	6,710	\$20.93	8,973	\$15.42
Montana	3,718	\$14.18	1,601	\$19.09	1,525	\$15.90
Nebraska	7,348	\$14.89	2,400	\$18.57	3,139	\$15.61
Nevada	12,785	\$15.90	2,774	\$24.10	2,456	\$16.43
New Hampshire	5,494	\$16.70	1,594	\$9.28	2,189	\$16.17
New Jersey	33,920	\$18.57	6,635	\$24.78	9,064	\$9.71
New Mexico	5,558	\$14.38	1,637	\$17.86	1,539	\$16.08
New York	58,235	\$19.24	11,179	\$24.42	14,395	\$17.29
North Carolina	26,936	\$15.81	7,945	\$18.05	9,076	\$14.68
North Dakota	3,252	\$14.36	1,696	\$20.01	2,198	\$16.38
Ohio	39,597	\$15.85	12,003	\$20.29	20,694	\$15.68
Oklahoma	12,311	\$13.97	4,740	\$17.77	6,333	\$15.04
Oregon	11,824	\$16.74	3,078	\$21.18	4,076	\$16.01
Pennsylvania	39,977	\$16.70	11,900	\$20.55	19,309	\$16.24
Rhode Island	4,368	\$17.39	1,008	\$21.75	1,427	\$15.61
South Carolina	12,523	\$14.72	4,082	\$17.66	5,193	\$15.23
South Dakota	3,251	\$13.79	1,468	\$16.97	1,731	\$13.94
Tennessee	20,168	\$15.14	5,852	\$18.20	9,124	\$14.87
Texas	69,916	\$16.19	19,633	\$18.08	24,348	\$15.51
Utah	9,901	\$15.23	1,944	\$19.37	2,537	\$15.84
Vermont	2,602	\$15.97	880	\$19.06	988	\$15.54
Virginia	26,503	\$16.79	6,736	\$19.70	6,879	\$15.93
Washington	21,364	\$17.89	4,855	\$13.48	5,855	\$18.13
West Virginia	3,967	\$13.25	1,362	\$18.95	2,093	\$15.19
Wisconsin	20,231	\$15.93	5,966	\$21.29	12,297	\$16.21
Wyoming	1,805	\$14.91	669	\$21.97	819	\$19.58

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2010 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-11	Wage ²	Jul-11	Wage ²	Jul-11	Wage ²
United States	652,413	\$41.56	1,564,394	\$30.49	421,802	\$12.42
Birmingham, AL	1,713	\$14.45	3,914	\$28.30	1,361	\$11.40
Phoenix, AZ	7,416	\$37.84	17,211	\$29.89	4,425	\$12.65
Tucson, AZ	1,408	\$36.40	3,981	\$29.39	1,628	\$12.48
Los Angeles, CA	28,885	\$46.93	58,757	\$35.26	13,965	\$13.46
Riverside, CA	2,947	\$40.21	7,605	\$31.90	3,115	\$13.11
Sacramento, CA	3,849	\$41.02	8,988	\$28.63	1,953	\$13.91
San Diego, CA	6,261	\$44.85	15,959	\$33.99	4,194	\$10.41
San Francisco, CA	21,138	\$51.88	41,395	\$39.06	6,975	\$14.87
San Jose, CA	9,014	\$57.78	26,405	\$45.50	1,555	\$14.70
Denver, CO	6,749	\$42.13	15,262	\$33.65	3,699	\$12.85
Hartford, CT	4,086	\$44.15	8,641	\$32.92	1,836	\$14.18
Washington, DC	29,664	\$49.38	69,701	\$39.80	11,849	\$10.73
Jacksonville, FL	3,089	\$36.62	6,713	\$28.92	2,440	\$11.58
Miami, FL	8,976	\$39.82	17,385	\$29.89	6,022	\$12.67
Orlando, FL	4,197	\$19.84	9,567	\$28.18	4,349	\$9.58
Tampa, FL	5,650	\$36.80	14,143	\$29.90	4,316	\$11.90
Atlanta, GA	13,674	\$44.11	31,026	\$29.90	5,358	\$11.69
Honolulu, HI	1,661	\$37.40	3,236	\$29.25	2,295	\$13.49
Chicago, IL	25,215	\$41.95	43,510	\$32.53	9,909	\$13.33
Indianapolis, IN	4,468	\$37.42	8,282	\$28.17	2,700	\$11.95
Louisville, KY	2,460	\$36.93	5,321	\$27.22	1,751	\$9.81
New Orleans, LA	1,728	\$36.66	3,520	\$26.25	2,111	\$11.50
Baltimore, MD	7,772	\$42.48	20,423	\$33.45	5,514	\$13.66
Boston, MA	19,976	\$49.25	42,456	\$35.64	8,823	\$14.97
Detroit, MI	7,598	\$42.06	19,818	\$31.81	6,008	\$12.36
Minneapolis-St. Paul, MN	11,728	\$41.64	25,281	\$31.68	5,847	\$12.75
Kansas City, MO	4,503	\$38.35	10,573	\$28.28	3,479	\$9.80
St. Louis, MO	5,417	\$39.36	13,284	\$28.60	4,199	\$11.57
Las Vegas, NV	3,570	\$39.79	8,771	\$30.67	5,643	\$13.34
Buffalo, NY	1,527	\$38.91	3,401	\$27.78	1,796	\$12.50
New York, NY	55,299	\$53.19	95,526	\$34.12	24,095	\$14.91
Rochester, NY	1,578	\$41.51	3,690	\$27.96	1,502	\$12.46
Charlotte, NC	5,847	\$43.31	12,473	\$29.03	3,143	\$11.83
Cincinnati, OH	4,645	\$39.40	9,091	\$29.17	2,782	\$11.74
Cleveland, OH	5,865	\$39.12	14,747	\$28.96	4,002	\$12.34
Columbus, OH	5,180	\$38.61	11,043	\$30.34	3,322	\$12.09
Oklahoma City, OK	2,199	\$33.84	5,469	\$27.14	2,338	\$11.03
Portland, OR	5,084	\$40.68	13,452	\$31.59	3,608	\$13.24
Philadelphia, PA	14,604	\$44.67	30,764	\$29.69	7,751	\$13.50
Pittsburgh, PA	4,967	\$38.67	11,270	\$29.29	5,138	\$11.97
Providence, RI	3,056	\$42.82	7,502	\$29.59	3,249	\$13.22
Memphis, TN	2,062	\$38.50	5,188	\$27.61	1,402	\$11.59
Nashville, TN	3,885	\$37.46	7,959	\$26.80	2,714	\$11.17
Austin, TX	4,103	\$52.04	11,806	\$31.56	2,439	\$11.65
Dallas, TX	16,609	\$42.75	33,914	\$31.75	6,319	\$11.77
Houston, TX	12,800	\$44.91	23,965	\$32.90	4,528	\$11.41
San Antonio, TX	3,438	\$37.08	8,695	\$28.73	3,699	\$11.00
Salt Lake City, UT	2,832	\$37.06	7,151	\$28.69	2,192	\$11.94
Richmond, VA	3,064	\$39.55	7,375	\$29.01	2,088	\$12.11
Virginia Beach, VA	2,667	\$37.40	7,247	\$29.01	2,699	\$11.53
Seattle-Tacoma, WA	11,631	\$45.03	29,614	\$34.74	5,567	\$14.65
Milwaukee, WI	4,705	\$40.00	9,772	\$30.97	3,261	\$11.78

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 2010 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-11	Wage ¹	Jul-11	Wage ¹	Jul-11	Wage ¹
United States	985,199	\$16.71	249,412	\$20.48	339,927	\$15.96
Birmingham, AL	4,191	\$16.03	1,100	\$18.79	1,565	\$15.06
Phoenix, AZ	11,728	\$16.93	2,987	\$9.56	2,704	\$16.31
Tucson, AZ	3,023	\$14.98	993	\$18.74	840	\$15.11
Los Angeles, CA	42,550	\$18.27	6,268	\$23.18	9,580	\$15.33
Riverside, CA	8,041	\$16.11	1,820	\$22.03	2,609	\$15.37
Sacramento, CA	5,531	\$17.91	1,262	\$22.85	1,411	\$16.73
San Diego, CA	9,557	\$17.93	1,781	\$22.97	2,034	\$15.81
San Francisco, CA	18,010	\$21.27	3,066	\$27.46	3,356	\$18.80
San Jose, CA	5,921	\$22.01	938	\$26.87	1,199	\$17.75
Denver, CO	9,505	\$19.00	2,590	\$20.98	2,537	\$16.85
Hartford, CT	5,517	\$18.75	1,268	\$24.06	1,734	\$17.61
Washington, DC	25,500	\$19.24	5,317	\$22.48	4,025	\$17.57
Jacksonville, FL	5,632	\$16.32	1,458	\$18.77	1,580	\$15.98
Miami, FL	17,014	\$16.92	2,722	\$18.76	2,077	\$15.38
Orlando, FL	10,106	\$15.47	2,333	\$18.13	1,787	\$15.31
Tampa, FL	10,194	\$16.30	2,477	\$17.90	2,049	\$14.11
Atlanta, GA	14,054	\$17.33	3,085	\$19.76	3,893	\$15.83
Honolulu, HI	4,137	\$16.47	849	\$27.08	859	\$18.48
Chicago, IL	27,292	\$18.23	4,169	\$25.35	8,668	\$16.64
Indianapolis, IN	7,885	\$9.67	2,066	\$21.41	3,009	\$15.80
Louisville, KY	4,603	\$6.59	1,256	\$19.02	2,093	\$17.34
New Orleans, LA	4,094	\$15.13	1,271	\$19.11	1,233	\$17.64
Baltimore, MD	13,072	\$17.67	3,240	\$21.36	3,256	\$17.42
Boston, MA	20,258	\$20.24	3,885	\$25.50	5,085	\$17.42
Detroit, MI	12,500	\$17.55	4,297	\$22.70	5,613	\$18.49
Minneapolis-St. Paul, MN	16,098	\$18.65	4,123	\$24.64	6,534	\$17.21
Kansas City, MO	9,389	\$16.89	2,549	\$22.03	3,334	\$16.24
St. Louis, MO	10,002	\$16.66	2,630	\$23.47	3,223	\$16.60
Las Vegas, NV	9,773	\$15.92	1,828	\$24.66	1,449	\$16.23
Buffalo, NY	4,224	\$16.12	1,158	\$21.16	1,759	\$16.21
New York, NY	57,047	\$20.28	8,563	\$26.14	11,002	\$17.36
Rochester, NY	3,101	\$16.07	1,255	\$20.17	1,764	\$15.62
Charlotte, NC	7,861	\$17.43	2,245	\$19.32	2,448	\$15.83
Cincinnati, OH	7,930	\$16.74	2,003	\$20.31	3,312	\$16.41
Cleveland, OH	9,487	\$16.81	2,788	\$21.76	4,781	\$16.22
Columbus, OH	8,345	\$16.49	2,353	\$20.45	3,418	\$15.45
Oklahoma City, OK	6,010	\$14.43	2,210	\$18.41	2,374	\$14.85
Portland, OR	7,197	\$17.90	1,836	\$22.76	2,622	\$16.73
Philadelphia, PA	18,016	\$18.50	4,085	\$23.26	4,944	\$17.20
Pittsburgh, PA	9,887	\$16.17	3,289	\$20.29	4,462	\$16.31
Providence, RI	5,808	\$16.97	1,418	\$21.76	2,078	\$15.56
Memphis, TN	4,293	\$15.83	1,103	\$19.21	2,005	\$15.41
Nashville, TN	7,481	\$16.05	1,877	\$18.80	2,516	\$15.46
Austin, TX	6,247	\$17.48	1,555	\$17.80	1,547	\$14.39
Dallas, TX	20,891	\$17.66	5,126	\$18.58	5,915	\$15.51
Houston, TX	15,219	\$17.27	3,791	\$19.33	5,267	\$17.19
San Antonio, TX	7,826	\$15.17	2,338	\$16.58	2,598	\$13.82
Salt Lake City, UT	6,141	\$16.32	1,273	\$19.33	1,584	\$16.05
Richmond, VA	4,573	\$17.27	1,450	\$19.78	1,543	\$15.58
Virginia Beach, VA	5,463	\$15.17	1,971	\$19.18	1,686	\$16.37
Seattle-Tacoma, WA	11,867	\$19.20	2,397	\$25.10	2,875	\$19.28
Milwaukee, WI	6,832	\$17.71	1,834	\$23.21	4,030	\$16.57

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2010 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.