



# News Release

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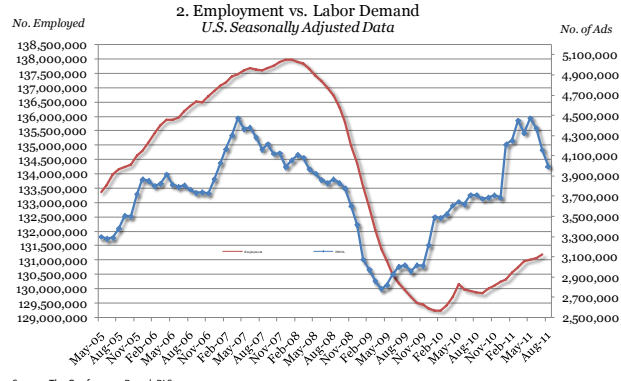
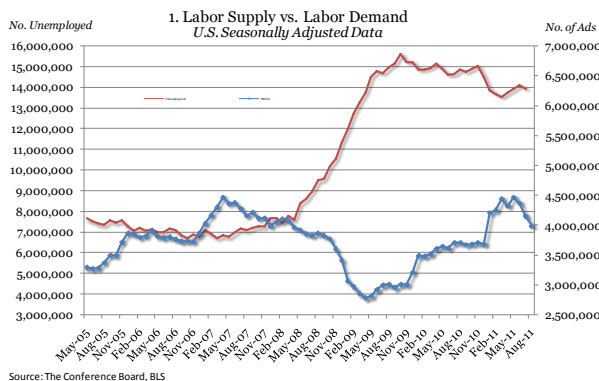
**For Immediate Release 10:00 AM ET, Wednesday August 31, 2011**

## Online Labor Demand Down 163,900 in August, The Conference Board Reports

- Following an impressive start in Q1, labor demand pulls back in Q2 and into Q3.
- Nationally, there are just under 10 million (9.8 million) more unemployed workers than advertised vacancies.

**NEW YORK, August 31, 2011...** Online advertised vacancies were down 163,900 in August to 3,990,600, according to *The Conference Board Help Wanted OnLine® (HWOL) Data Series* released today. The August drop follows a decline of 217,000 in July and a decrease of 100,000 in June. The Supply/Demand rate stands at 3.35, indicating there were just over 3 unemployed for every online advertised vacancy in July, the latest monthly data available for unemployment.

“Following a very strong 1<sup>st</sup> Quarter (+763,000), labor demand has fallen off in the 2<sup>nd</sup> Quarter and into the 3<sup>rd</sup> Quarter (-456,000), reducing the earlier gains,” said June Shelp, Vice President at The Conference Board (Chart 1). Overall, 2011 is still showing a 308,000 increase in labor demand, but the average monthly gain this year (+38,000) is less than last year’s average monthly gain at this point (+62,000). The slowdown in labor demand is not good news for job-seekers in a number of occupations. Labor demand has stalled over the last few months, both for construction workers, where there are almost 19 unemployed job-seekers for every advertised position, and for production workers, where there are 8 unemployed for every vacancy.



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 August:

- Like the U.S., many States now have flat or downward trends
- All 4 regions see large drops in August; South experiences largest drop

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads <sup>1</sup> (Thousands) Aug-11	M-O-M Change (Thousands) Aug-Jul 11	Supply/ Demand Rate <sup>2</sup> Jul-11	Recent Trend <sup>3</sup>
<b>United States</b>	<b>3,990.6</b>	<b>-163.9</b>	<b>3.35</b>	↓ 3/11
<b>NORTHEAST</b>	<b>790.4</b>	<b>-42.4</b>	<b>2.75</b>	
Massachusetts	120.7	-8.1	2.04	→ 3/11
New Jersey	133.2	-7.3	3.05	→ 3/11
New York	233.3	-20.9	2.98	↓ 3/11
Pennsylvania	179.2	6.3	2.85	→ 1/11
<b>SOUTH</b>	<b>1,328.7</b>	<b>-68.1</b>	<b>3.58</b>	
Florida	216.9	-14.7	4.26	↓ 3/11
Georgia	101.6	-8.1	4.33	→ 3/11
Maryland	95.4	-8.9	2.05	↓ 3/11
North Carolina	105.8	-4.4	4.13	↑ 12/10
Texas	268.9	-12.2	3.64	→ 1/11
Virginia	130.7	-6.4	1.87	→ 2/11
<b>MIDWEST</b>	<b>871.4</b>	<b>-36.0</b>	<b>3.21</b>	
Illinois	144.5	-11.5	4.02	→ 1/11
Michigan	111.8	-7.2	4.30	→ 3/11
Minnesota	98.2	-3.1	2.11	↑ 11/09
Missouri	82.0	1.1	3.24	→ 3/11
Ohio	157.4	-5.8	3.24	↑ 11/09
Wisconsin	87.0	-1.2	2.71	→ 1/11
<b>WEST</b>	<b>896.0</b>	<b>-37.9</b>	<b>3.99</b>	
Arizona	67.5	-4.8	4.10	↓ 4/11
California	440.4	-19.4	4.71	↓ 3/11
Colorado	69.5	-3.3	3.11	↓ 3/11
Washington	107.8	0.2	2.99	↑ 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 August, the **Midwest** posted the smallest decline, down 36,000, reflecting drops in all but one of its large States that were partially offset by increases in a number of the States with smaller populations. Missouri was the only large State to post an increase, up 1,100, after a combined decrease of 3,800 in June and July. Among the other large States, Illinois declined 11,500 in August following a similar drop in July. Next was Michigan with a drop of 7,200, more than twice its July decline. Ohio fell 5,800 after a drop of 6,400 in July. Minnesota was down 3,100, less than half of its July decline, while Wisconsin experienced a slight decline of 1,200. Among the less populous States in the region, Iowa rose 1,500 and Indiana dropped 4,400 to a total of 63,800. North Dakota and South Dakota posted August gains of 1,000 and 2,500 respectively (Table 3).

In August, labor demand in the **West** was down by 37,900. The largest monthly drop in online advertised vacancies was in California, down 19,400 to a total of 440,400. Arizona posted a decline of 4,800, and Colorado dropped 3,300. Washington State gained a mere 200. Other States in the West posting declines included Utah, down 2,900, Nevada, down 1,200, New Mexico, down 1,200, and Idaho, down 900 (See Table 3 for other States in the region).

The **Northeast** was down 42,400. Among the large States in the region, Pennsylvania experienced the only gain, up 6,300, to 179,200. New York experienced a large loss of 20,900 to 233,300 advertised vacancies. Massachusetts dropped 8,100, and New Jersey fell 7,300. Connecticut dropped by 3,700, New Hampshire fell 2,500, Rhode Island declined by 1,700, and Vermont lost 400 (See Table A and Table 3).

In August, the **South** posted the largest regional decline, 68,100, reflecting drops in all of the large States. Leading the decline was Florida with a drop of 14,700 to 216,900; this was in line with its June drop whereas its July drop was very slight (-600). Next was Texas, down 12,200 to 268,900, for a combined 3-month drop of 44,200. Maryland declined by 8,900 to 95,400; Georgia fell 8,100 to 101,600. Virginia lost 6,400, and North Carolina dropped 4,400. Among the smaller states in the South, Alabama fell by 2,900, Tennessee dropped 2,700, Oklahoma lost 1,800, and Arkansas dipped a mere 100.

The Supply/Demand rate for the U.S. in July (the latest month for which unemployment numbers are available) stood at 3.35, indicating that there are just over three unemployed workers for every online advertised vacancy. Nationally, there are 9.8 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 0.97. States with the next lowest rates included Nebraska (1.41), South Dakota (1.64), New Hampshire (1.65), Vermont (1.68), and Alaska (1.78) (Table 4). The State with the highest Supply/Demand rate is Mississippi (7.12), where there are over 7 unemployed workers for every online advertised vacancy. There are a few States in which there are at least five unemployed for every advertised vacancy. These include Kentucky (5.06), South Carolina (5.02), and Alabama (5.00).

It should be noted that the Supply/Demand rate only provides a measure of relative tightness of the individual State labor markets and does not suggest that the occupations of the unemployed directly align with the occupations of the advertised vacancies (see Occupational Highlights section).

## OCCUPATIONAL HIGHLIGHTS

- Demand for workers in Sales and related and Computer and Mathematical Science drops in August
- Demand for Business occupations including Legal, Business and Finance Operations, and Office and Administrative continues to lag
- Demand for workers in Production and Construction jobs has leveled off over the last few months

Occupation	Total Ads (Thousands) Aug-11	M-O-M Change (Thousands) Aug-Jul 11	Unemployed (Thousands) Jul-11	Supply/ Demand Rate <sup>1</sup> Jul-11	Average Hourly Wage <sup>2</sup>
Computer and mathematical science	532.2	-40.7	190.5	0.33	\$34.27
Sales and related	521.9	-47.8	1,479.7	2.60	\$11.82
Healthcare practitioners and technical	513.7	26.3	197.7	0.41	\$20.58
Office and administrative support	421.7	-30.0	1,597.9	3.54	\$31.92
Management	395.6	-16.3	774.0	1.88	\$37.13
Business and financial operations	233.2	-10.6	303.7	1.25	\$17.69
Transportation and material moving	192.0	-0.9	1,049.1	5.44	\$11.70
Architecture and engineering	151.3	-8.9	144.9	0.90	\$16.09
Installation, maintenance, and repair	149.0	-1.1	393.8	2.62	\$20.43
Food preparation and serving related	127.4	-22.2	1,058.2	7.07	\$25.14

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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 August

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, **Healthcare Practitioners and Technical** occupations posted the only increase, 26,300, to 513,700 (Table B). This compensated for part of the July decrease (-61,200), but labor demand in these occupations were still down 98,800 since January 2011. Occupations that experienced August gains included Registered Nurses, Speech-Language Pathologists, Licensed Practical and Licensed Vocational Nurses, Family and General Practitioners, and Occupational Therapists. The number of advertised vacancies in this occupational category continues to outnumber job-seekers by over two to one (0.41 S/D based on July data, the latest unemployment data available) (See Table 7 for the data for all of the 2-digit Standard Occupational Classifications).

In August, labor demand for **Sales and Related** workers declined by 47,800 to 521,900, led by a decrease in demand for Financial Services Sales Agents, Wholesale and Manufacturing Sales Representatives, and Insurance Sales Agents. The decline was much larger than the July decrease (-8,600). The number of unemployed in this occupational category continues to outnumber the number of advertised vacancies by over 2 to 1 (S/D of 2.60).

Labor demand for **Computer and Mathematical Science** workers declined in August by 40,700 to 532,200, led largely by a decrease in demand for Computer Software Engineers (Applications). The combined July and August drop in advertised vacancies for this occupational category totals almost 70,000; however, job opportunities still remain favorable in this occupational category with 3 ads for every job-seeker (S/D of 0.33).

Demand for **Office and Administrative Support** occupations fell by 30,000 to 421,700. This followed only a slight July decline (-4,400). Occupations that underwent declines in August included Sales Floor Stock Clerks, First-Line Supervisors/Managers of Office and Administrative Support Workers, Customer Service Representatives, and Receptionists and Information Clerks. The number of unemployed in these occupations remains above the number of advertised vacancies with over 3 (3.54) unemployed for every advertised vacancy.

**Food Preparation and Serving Related** occupations posted an August drop of 22,200 after experiencing the only July increase (13,700). Responsible for the decline are First-Line Supervisors/Managers of Food Preparation and Serving Workers. Unemployed workers in these occupations outnumber advertised vacancies by 7 to 1.

### Supply/Demand for Selected Occupations

“The slowdown in labor demand is not good news for job-seekers in a number of professions,” said Shelp. “Over the last few months, the demand for workers in **Production** occupations and **Construction** has leveled off.” While demand is higher than it was at the beginning of the year, the job search is still not easy in these occupations with almost 19 unemployed for every advertised vacancy in construction and 8 job-seekers looking for work in production for every vacancy.

Also, although there is continued demand, the job market is still tough for workers seeking jobs in **Food Preparation and Service** positions with 7 job-seekers for every advertised opening (July 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, the number of advertised vacancies has risen for workers in Food preparation and service jobs (+10,800), but there are still more unemployed seeking work in these professions than advertised vacancies,” said Shelp.

Labor demand was down since January among a number of high-paying occupations. With the August declines, **Computer and Mathematical Science** occupations were down 2 percent (-9,500) since January while **Management** positions were down 7 percent (-30,200). **Community and Social Service** positions were down 14,000, a drop of 22 percent, since January. However, the job market was not as difficult for these job-seekers. Based on July data, there are about 2 unemployed for every advertised vacancy in Community and social service (2.5) and Management (1.9). In contrast, there are 3 openings for every unemployed job-seeker in Computer and mathematical science (0.33).

## 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 <sup>1</sup>	
	Aug-11		Aug-11	Jun-11	
New York, NY	248.61	San Jose, CA	4.87	Washington, DC	1.25
Los Angeles, CA	160.82	Washington, DC	4.69	Oklahoma City, OK	1.61
Washington, DC	145.38	San Francisco, CA	4.25	Minneapolis-St. Paul, MN	1.64
Chicago, IL	116.49	Boston, MA	3.89	Boston, MA	1.68
Boston, MA	100.00	Charlotte, NC	3.86	Honolulu, HI	1.82
San Francisco, CA	94.11	Hartford, CT	3.82	San Jose, CA	1.88
Dallas, TX	86.65	Minneapolis-St. Paul, MN	3.80	Baltimore, MD	1.94
Philadelphia, PA	81.40	Cleveland, OH	3.74	Cleveland, OH	2.00
Minneapolis-St. Paul, MN	70.39	Milwaukee, WI	3.69	Salt Lake City, UT	2.04
Atlanta, GA	68.92	Baltimore, MD	3.66	Milwaukee, WI	2.19

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

In August, 41 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 down 7,200 or 2.8 percent below its August 2010 level, and the Washington, DC metro area was down 4,500 or 3.0 percent from last year. In contrast, the Los Angeles metro area was up 9,300 or 6.2 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, DC continues to have the most favorable Supply/Demand rate (1.25) with about one advertised vacancy for every unemployed worker. Oklahoma City, Minneapolis-St. Paul, Boston, Honolulu, San Jose, and Baltimore 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 nine unemployed people for every advertised vacancy (9.37) — Miami (5.56), Sacramento (4.96), Los Angeles (4.37), Memphis (4.34), and Detroit (4.19). Supply/Demand rate data are for June 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**<sup>®</sup> 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 July 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](http://www.bls.gov).

### **The Conference Board**

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## Publication Schedule, Help Wanted Online Data Series

	<b>Data for the Month</b>		<b>Release Date</b>	
	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 <sup>3</sup>	Total Ads <sup>1</sup> (Thousands)			M-O-M Change (Thousands)	New Ads <sup>2</sup> (Thousands)			M-O-M Change (Thousands)
	Aug-10	Jul-11	Aug-11	Aug-Jul 11	Aug-10	Jul-11	Aug-11	Aug-Jul 11
<b>United States</b>	<b>3,711.3</b>	<b>4,154.5</b>	<b>3,990.6</b>	<b>-163.9</b>	<b>2,214.6</b>	<b>2,623.5</b>	<b>2,495.5</b>	<b>-128.0</b>
New England	241.8	261.5	244.5	-17.0	143.4	164.6	150.1	-14.5
Middle Atlantic	521.2	571.3	545.9	-25.4	320.2	370.7	331.7	-39.0
South Atlantic	761.6	824.3	780.0	-44.3	455.5	519.5	502.0	-17.5
East North Central	495.3	596.5	562.2	-34.4	288.7	368.1	346.3	-21.8
East South Central	152.2	177.3	170.8	-6.5	88.2	111.7	110.1	-1.6
West North Central	264.2	310.9	309.2	-1.7	150.9	191.3	187.0	-4.3
West South Central	360.9	395.2	377.9	-17.3	210.0	247.9	234.2	-13.6
Mountain	257.0	284.6	271.4	-13.2	160.9	186.8	177.7	-9.1
Pacific	572.1	649.3	624.6	-24.8	355.4	410.7	394.4	-16.3

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 <sup>2</sup>	Total Ads Rate <sup>1</sup> (Percent)			New Ads Rate <sup>1</sup> (Percent)		
	Aug-10	Jul-11	Aug-11	Aug-10	Jul-11	Aug-11
<b>United States</b>	<b>2.41</b>	<b>2.71</b>	<b>2.60</b>	<b>1.44</b>	<b>1.71</b>	<b>1.63</b>
New England	3.12	3.39	3.17	1.85	2.14	1.95
Middle Atlantic	2.55	2.81	2.69	1.57	1.83	1.63
South Atlantic	2.60	2.82	2.66	1.56	1.77	1.71
East North Central	2.11	2.56	2.41	1.23	1.58	1.49
East South Central	1.78	2.03	1.95	1.03	1.28	1.26
West North Central	2.42	2.84	2.82	1.38	1.74	1.71
West South Central	2.08	2.28	2.18	1.21	1.43	1.35
Mountain	2.32	2.59	2.47	1.46	1.70	1.62
Pacific	2.32	2.65	2.55	1.44	1.68	1.61

Source: The Conference Board

1. Ads rates are calculated as a percent of the most currently available BLS civilian labor force data. Ads rates represent the number of ads per 100 participants in the civilian labor force.
2. Regions are as defined by the U.S. Census Bureau.

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**Table 3: State Total Ads and New Ads (Levels), Seasonally Adjusted**

Location	Total Ads <sup>1</sup> (Thousands)			M-O-M Change (Thousands)	New Ads <sup>2</sup> (Thousands)			M-O-M Change (Thousands)
	Aug-10	Jul-11	Aug-11	Aug-Jul 11	Aug-10	Jul-11	Aug-11	Aug-Jul 11
	<b>United States</b>	<b>3,711.3</b>	<b>4,154.5</b>	<b>3,990.6</b>	<b>-163.9</b>	<b>2,214.6</b>	<b>2,623.5</b>	<b>2,495.5</b>
Alabama	38.0	43.2	40.3	-2.9	22.4	27.6	26.3	-1.2
Alaska	16.6	15.8	16.7	1.0	9.2	9.6	9.8	0.2
Arizona	68.6	72.3	67.5	-4.8	42.6	45.5	43.2	-2.3
Arkansas	23.3	25.9	25.9	-0.1	13.1	15.9	16.2	0.3
California	405.4	459.9	440.4	-19.4	251.8	286.9	272.6	-14.2
Colorado	69.4	72.8	69.5	-3.3	42.9	48.8	45.5	-3.3
Connecticut	59.2	59.4	55.7	-3.7	33.0	35.9	33.0	-2.9
Delaware	14.8	15.4	14.1	-1.3	8.6	9.9	8.9	-1.0
Florida	206.9	231.6	216.9	-14.7	132.5	156.0	153.1	-2.9
Georgia	99.0	109.6	101.6	-8.1	54.8	65.6	60.6	-5.0
Hawaii	14.9	15.3	13.9	-1.3	10.7	11.6	10.8	-0.9
Idaho	16.6	20.1	19.2	-0.9	11.3	15.0	13.6	-1.3
Illinois	156.3	156.0	144.5	-11.5	84.4	89.1	80.6	-8.5
Indiana	54.5	68.2	63.8	-4.4	29.3	41.6	38.3	-3.3
Iowa	36.8	40.7	42.2	1.5	19.1	23.1	24.3	1.2
Kansas	29.8	33.8	31.9	-2.0	15.9	19.3	18.2	-1.1
Kentucky	35.1	39.6	39.0	-0.6	20.1	24.6	24.9	0.3
Louisiana	41.0	42.5	40.5	-2.0	23.9	27.0	25.8	-1.2
Maine	17.8	19.7	19.2	-0.6	9.1	10.8	9.9	-1.0
Maryland	92.1	104.3	95.4	-8.9	53.6	60.4	58.1	-2.3
Massachusetts	115.5	128.8	120.7	-8.1	69.0	81.0	74.5	-6.5
Michigan	92.4	119.0	111.8	-7.2	57.8	77.8	72.5	-5.3
Minnesota	77.7	101.3	98.2	-3.1	46.6	61.3	60.2	-1.1
Mississippi	16.3	19.6	18.8	-0.8	8.9	11.8	11.6	-0.2
Missouri	69.6	80.9	82.0	1.1	41.1	52.4	52.1	-0.2
Montana	13.0	14.3	15.6	1.4	6.3	7.5	8.6	1.1
Nebraska	27.5	29.0	27.4	-1.6	16.9	19.5	17.4	-2.1
Nevada	36.0	42.1	40.9	-1.2	24.4	30.0	28.3	-1.7
New Hampshire	20.3	23.3	20.8	-2.5	12.8	15.2	13.5	-1.8
New Jersey	131.0	140.5	133.2	-7.3	81.7	93.4	86.1	-7.3
New Mexico	21.4	22.6	21.4	-1.2	13.1	15.3	13.9	-1.5
New York	244.2	254.2	233.3	-20.9	153.4	162.0	145.2	-16.8
North Carolina	98.3	110.1	105.8	-4.4	61.4	75.3	71.2	-4.1
North Dakota	11.3	12.8	13.8	1.0	5.5	7.4	7.2	-0.2
Ohio	122.9	163.2	157.4	-5.8	76.5	108.6	106.4	-2.2
Oklahoma	39.9	44.9	43.0	-1.8	24.7	29.9	28.0	-1.8
Oregon	45.2	50.3	47.9	-2.4	28.7	33.7	31.8	-1.9
Pennsylvania	146.1	173.0	179.2	6.3	85.9	114.0	101.1	-12.9
Rhode Island	18.4	18.1	16.4	-1.7	12.4	12.6	11.2	-1.3
South Carolina	45.7	47.1	45.2	-1.9	26.3	29.5	29.9	0.5
South Dakota	12.2	12.8	15.2	2.5	5.7	6.3	7.6	1.3
Tennessee	62.5	75.0	72.3	-2.7	36.9	49.1	47.3	-1.8
Texas	257.0	281.1	268.9	-12.2	148.4	173.4	164.2	-9.2
Utah	24.9	32.8	29.9	-2.9	16.3	21.9	20.1	-1.8
Vermont	10.8	12.2	11.9	-0.4	6.5	8.2	7.4	-0.8
Virginia	126.0	137.1	130.7	-6.4	72.7	79.0	77.7	-1.3
Washington	92.0	107.6	107.8	0.2	56.2	69.9	70.5	0.7
West Virginia	16.5	14.1	16.0	1.9	8.6	8.1	9.6	1.4
Wisconsin	70.5	88.2	87.0	-1.2	39.5	51.0	48.0	-3.0
Wyoming	6.8	7.4	7.0	-0.4	3.7	4.2	3.9	-0.3

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

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

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

Location	Total Ads Rate <sup>1</sup> (Percent)			Unemployment Rate <sup>2</sup>	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate <sup>3</sup>
	Aug-10	Jul-11	Aug-11	Jul-11	Jul-11	Jul-11	Jul-11
<b>United States</b>	<b>2.41</b>	<b>2.71</b>	<b>2.60</b>	<b>9.1</b>	<b>13,931.00</b>	<b>4,154.5</b>	<b>3.35</b>
Alabama	1.80	2.00	1.86	10.0	215.90	43.2	5.00
Alaska	4.59	4.31	4.58	7.7	28.12	15.8	1.78
Arizona	2.16	2.28	2.13	9.4	296.51	72.3	4.10
Arkansas	1.72	1.92	1.92	8.2	110.81	25.9	4.28
California	2.23	2.55	2.44	12.0	2,167.14	459.9	4.71
Colorado	2.59	2.72	2.60	8.5	226.53	72.8	3.11
Connecticut	3.12	3.17	2.97	9.1	170.03	59.4	2.86
Delaware	3.50	3.62	3.32	8.1	34.46	15.4	2.24
Florida	2.24	2.51	2.35	10.7	987.01	231.6	4.26
Georgia	2.11	2.33	2.16	10.1	474.58	109.6	4.33
Hawaii	2.37	2.42	2.21	6.1	38.39	15.3	2.51
Idaho	2.18	2.63	2.52	9.4	71.28	20.1	3.55
Illinois	2.36	2.37	2.19	9.5	627.76	156.0	4.02
Indiana	1.74	2.19	2.05	8.5	263.65	68.2	3.87
Iowa	2.20	2.44	2.53	6.0	100.93	40.7	2.48
Kansas	1.99	2.26	2.13	6.5	97.83	33.8	2.89
Kentucky	1.69	1.88	1.85	9.5	200.33	39.6	5.06
Louisiana	1.97	2.08	1.99	7.6	154.28	42.5	3.63
Maine	2.56	2.84	2.76	7.7	53.16	19.7	2.70
Maryland	3.09	3.50	3.20	7.2	213.36	104.3	2.05
Massachusetts	3.31	3.71	3.48	7.6	263.38	128.8	2.04
Michigan	1.93	2.53	2.38	10.9	511.36	119.0	4.30
Minnesota	2.62	3.40	3.30	7.2	213.37	101.3	2.11
Mississippi	1.25	1.45	1.40	10.4	139.59	19.6	7.12
Missouri	2.32	2.68	2.71	8.7	262.52	80.9	3.24
Montana	2.61	2.84	3.12	7.7	38.65	14.3	2.71
Nebraska	2.82	2.94	2.78	4.1	40.85	29.0	1.41
Nevada	2.67	3.21	3.12	12.9	169.44	42.1	4.03
New Hampshire	2.73	3.15	2.81	5.2	38.29	23.3	1.65
New Jersey	2.92	3.12	2.96	9.5	427.83	140.5	3.05
New Mexico	2.24	2.42	2.30	6.7	62.47	22.6	2.76
New York	2.54	2.67	2.45	8.0	756.62	254.2	2.98
North Carolina	2.19	2.45	2.35	10.1	454.99	110.1	4.13
North Dakota	3.06	3.43	3.70	3.3	12.43	12.8	0.97
Ohio	2.09	2.78	2.68	9.0	528.52	163.2	3.24
Oklahoma	2.28	2.60	2.49	5.5	95.78	44.9	2.14
Oregon	2.28	2.52	2.40	9.5	188.83	50.3	3.76
Pennsylvania	2.31	2.74	2.84	7.8	493.68	173.0	2.85
Rhode Island	3.20	3.21	2.90	10.8	61.15	18.1	3.38
South Carolina	2.12	2.18	2.09	10.9	236.42	47.1	5.02
South Dakota	2.76	2.85	3.40	4.7	20.96	12.8	1.64
Tennessee	2.05	2.40	2.31	9.8	306.17	75.0	4.08
Texas	2.12	2.30	2.20	8.4	1,023.17	281.1	3.64
Utah	1.83	2.43	2.21	7.5	101.43	32.8	3.09
Vermont	3.00	3.39	3.29	5.7	20.50	12.2	1.68
Virginia	3.02	3.26	3.11	6.1	256.07	137.1	1.87
Washington	2.61	3.11	3.12	9.3	321.61	107.6	2.99
West Virginia	2.12	1.82	2.07	8.1	63.11	14.1	4.47
Wisconsin	2.31	2.88	2.84	7.8	238.99	88.2	2.71
Wyoming	2.33	2.55	2.40	5.8	16.79	7.4	2.26

**Source: The Conference Board**

1. Total ads rate is calculated as a percent of the most currently available BLS civilian labor force data. Ad rates represent the number of ads per 100 persons in the civilian labor force.

2. Unemployment data are from the Bureau of Labor Statistics Current Population Statistics and Local Area Unemployment Statistics programs.

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

**Table 5: MSA Total Ads and New Ads (Levels), Not Seasonally Adjusted**

Location <sup>3</sup>	Total Ads <sup>1</sup> (Thousands)			Percent Change Y-O-Y	New Ads <sup>2</sup> (Thousands)			Percent Change Y-O-Y
	Aug-10	Jul-11	Aug-11	Aug 10-11	Aug-10	Jul-11	Aug-11	Aug 10-11
Birmingham, AL	10.8	13.7	13.6	25.7%	6.7	9.3	9.4	41.4%
Phoenix, AZ	48.1	45.6	46.4	-3.5%	30.7	28.0	30.5	-0.8%
Tucson, AZ	11.0	11.7	11.6	4.9%	7.5	8.6	8.4	12.9%
Los Angeles, CA	151.5	157.7	160.8	6.2%	102.1	102.0	108.8	6.5%
Riverside, CA	23.6	25.9	27.4	16.4%	15.8	17.4	18.8	18.8%
Sacramento, CA	21.3	22.6	23.9	12.2%	14.1	14.4	15.9	12.6%
San Diego, CA	40.1	39.2	40.1	0.1%	27.1	25.6	26.8	-1.1%
San Francisco, CA	88.4	92.3	94.1	6.5%	60.1	59.5	63.2	5.1%
San Jose, CA	42.4	44.3	43.9	3.6%	25.5	24.7	26.2	2.7%
Denver, CO	42.6	39.7	41.5	-2.6%	27.5	25.7	28.4	3.1%
Hartford, CT	23.0	22.8	22.9	-0.3%	13.9	14.2	14.8	7.1%
Washington, DC	149.9	143.3	145.4	-3.0%	91.6	82.9	89.2	-2.6%
Jacksonville, FL	18.6	20.7	20.3	9.0%	12.5	14.5	14.6	16.3%
Miami, FL	54.7	53.4	55.8	1.9%	33.8	32.3	37.3	10.2%
Orlando, FL	30.3	32.0	32.1	6.1%	20.8	23.1	24.3	16.7%
Tampa, FL	35.6	38.3	37.2	4.6%	23.1	25.4	26.2	13.8%
Atlanta, GA	68.7	69.9	68.9	0.3%	41.2	42.0	43.2	4.9%
Honolulu, HI	12.2	12.9	12.6	3.3%	9.4	10.4	10.4	10.3%
Chicago, IL	129.5	116.7	116.5	-10.1%	76.3	66.4	70.0	-8.3%
Indianapolis, IN	22.2	28.0	27.5	23.6%	13.2	18.1	18.3	38.6%
Louisville, KY	14.8	17.2	17.2	16.3%	8.8	11.1	11.5	30.4%
New Orleans, LA	12.9	13.8	13.6	5.4%	8.6	9.7	9.9	15.4%
Baltimore, MD	46.8	52.6	51.7	10.5%	29.7	34.9	34.7	16.8%
Boston, MA	96.8	98.9	100.0	3.3%	61.1	61.3	65.2	6.7%
Detroit, MI	45.3	55.2	56.8	25.5%	30.5	36.8	39.2	28.4%
Minneapolis-St. Paul, MN	58.0	68.7	70.4	21.3%	37.9	43.5	48.1	26.9%
Kansas City, MO	30.1	33.4	34.2	13.6%	19.0	22.3	23.5	23.6%
St. Louis, MO	35.4	38.3	39.3	11.0%	22.9	25.4	27.1	18.3%
Las Vegas, NV	25.5	30.7	29.3	15.0%	18.3	22.0	21.6	17.8%
Buffalo, NY	15.9	13.8	14.1	-11.4%	10.3	9.2	9.7	-6.4%
New York, NY	255.8	247.9	248.6	-2.8%	171.6	160.1	165.7	-3.4%
Rochester, NY	13.0	12.7	12.9	-1.0%	9.0	8.7	9.1	1.3%
Charlotte, NC	30.4	33.5	33.0	8.5%	19.3	22.4	23.3	20.9%
Cincinnati, OH	24.8	29.3	29.4	18.5%	15.3	19.1	20.3	32.5%
Cleveland, OH	32.9	41.1	40.7	23.7%	22.4	27.9	29.1	30.2%
Columbus, OH	27.6	33.2	34.2	24.2%	17.9	22.1	24.1	34.8%
Oklahoma City, OK	17.2	20.3	19.7	14.5%	11.8	14.4	13.9	17.6%
Portland, OR	31.7	33.3	33.8	6.7%	21.1	22.3	23.3	10.4%
Philadelphia, PA	80.4	78.9	81.4	1.3%	49.3	48.6	50.1	1.7%
Pittsburgh, PA	35.8	38.5	43.8	22.5%	23.9	28.2	28.4	18.7%
Providence, RI	22.0	22.9	23.5	6.9%	15.1	16.3	16.9	12.4%
Memphis, TN	13.2	15.8	15.5	17.5%	7.8	10.3	10.3	32.2%
Nashville, TN	22.9	26.1	25.7	12.3%	14.8	17.5	17.7	19.5%
Austin, TX	27.4	27.2	27.7	1.2%	17.6	17.8	18.7	6.2%
Dallas, TX	86.7	87.2	86.7	0.0%	52.2	51.6	53.4	2.1%
Houston, TX	64.8	64.5	64.3	-0.8%	38.0	37.7	38.8	2.0%
San Antonio, TX	26.7	28.3	28.4	6.2%	18.2	20.2	20.8	14.5%
Salt Lake City, UT	16.7	20.9	20.8	24.4%	11.1	14.5	14.5	30.2%
Richmond, VA	18.4	19.8	19.5	6.2%	12.0	13.5	13.7	13.8%
Virginia Beach, VA	19.9	21.5	21.0	5.8%	12.9	14.7	15.0	16.2%
Seattle-Tacoma, WA	63.8	62.7	61.3	-3.9%	42.3	41.0	42.9	1.4%
Milwaukee, WI	26.4	30.1	30.1	14.1%	17.1	18.2	18.8	9.8%

**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 <sup>4</sup>	Total Ads Rate <sup>1</sup> (Percent)			Unemployment Rate <sup>2</sup>	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate <sup>3</sup>
	Aug-10	Jul-11	Aug-11	Jun-11	Jun-11	Jun-11	Jun-11
Birmingham, AL	2.10	2.58	2.56	9.8	51.8	14.9	3.49
Phoenix, AZ	2.26	2.15	2.18	9.0	191.8	51.1	3.76
Tucson, AZ	2.25	2.41	2.38	9.1	44.5	12.7	3.51
Los Angeles, CA	2.33	2.46	2.51	11.6	744.2	170.3	4.37
Riverside, CA	1.33	1.48	1.57	14.2	248.0	26.5	9.37
Sacramento, CA	2.04	2.19	2.31	12.3	127.2	25.6	4.96
San Diego, CA	2.55	2.50	2.56	10.4	162.1	47.8	3.39
San Francisco, CA	3.93	4.17	4.25	10.0	221.1	99.8	2.22
San Jose, CA	4.71	4.92	4.87	10.5	94.3	50.1	1.88
Denver, CO	3.07	2.87	3.01	8.7	120.6	46.2	2.61
Hartford, CT	3.80	3.80	3.82	9.2	55.1	24.9	2.22
Washington, DC	4.87	4.62	4.69	6.2	193.1	154.7	1.25
Jacksonville, FL	2.67	2.97	2.91	10.3	71.6	21.5	3.33
Miami, FL	1.88	1.83	1.91	11.8	344.4	61.9	5.56
Orlando, FL	2.66	2.84	2.85	10.4	117.2	33.8	3.47
Tampa, FL	2.70	2.94	2.86	11.1	144.8	41.1	3.53
Atlanta, GA	2.58	2.62	2.58	10.5	280.6	88.4	3.17
Honolulu, HI	2.79	2.88	2.81	5.7	25.3	13.9	1.82
Chicago, IL	2.66	2.37	2.37	10.2	499.0	131.6	3.79
Indianapolis, IN	2.47	3.15	3.09	8.0	71.7	27.8	2.57
Louisville, KY	2.31	2.61	2.61	9.5	62.6	17.3	3.62
New Orleans, LA	2.36	2.54	2.51	8.0	43.4	14.7	2.95
Baltimore, MD	3.33	3.73	3.66	7.9	111.2	57.2	1.94
Boston, MA	3.77	3.85	3.89	7.1	181.7	108.5	1.68
Detroit, MI	2.16	2.72	2.80	12.5	253.3	60.5	4.19
Minneapolis-St. Paul, MN	3.11	3.71	3.80	6.9	128.5	78.2	1.64
Kansas City, MO	2.89	3.17	3.25	8.5	89.5	34.7	2.58
St. Louis, MO	2.45	2.60	2.67	9.0	132.3	40.0	3.31
Las Vegas, NV	2.64	3.25	3.11	13.8	130.3	36.4	3.58
Buffalo, NY	2.72	2.37	2.42	7.7	45.0	14.6	3.07
New York, NY	2.68	2.62	2.63	8.6	813.7	263.4	3.09
Rochester, NY	2.44	2.38	2.41	7.5	40.0	13.6	2.95
Charlotte, NC	3.53	3.92	3.86	11.2	96.0	35.7	2.69
Cincinnati, OH	2.20	2.58	2.59	9.2	104.5	31.2	3.35
Cleveland, OH	2.99	3.78	3.74	8.3	90.4	45.3	2.00
Columbus, OH	2.83	3.42	3.52	8.2	79.5	35.5	2.24
Oklahoma City, OK	3.03	3.58	3.48	5.7	32.3	20.1	1.61
Portland, OR	2.65	2.80	2.84	9.2	109.5	34.0	3.22
Philadelphia, PA	2.71	2.67	2.75	8.9	262.0	84.6	3.10
Pittsburgh, PA	2.91	3.12	3.55	7.4	91.0	37.8	2.41
Providence, RI	3.05	3.26	3.35	10.4	73.5	24.5	3.00
Memphis, TN	2.17	2.51	2.46	10.9	68.7	15.8	4.34
Nashville, TN	2.80	3.07	3.02	9.0	76.4	27.6	2.76
Austin, TX	3.00	2.97	3.02	7.6	69.8	29.6	2.35
Dallas, TX	2.69	2.67	2.65	8.7	284.0	96.2	2.95
Houston, TX	2.23	2.18	2.18	9.0	264.8	73.9	3.59
San Antonio, TX	2.69	2.80	2.81	8.1	82.1	30.3	2.71
Salt Lake City, UT	2.74	3.52	3.50	7.6	45.2	22.1	2.04
Richmond, VA	2.79	3.03	2.99	7.1	46.1	20.2	2.28
Virginia Beach, VA	2.38	2.57	2.51	7.0	58.8	23.5	2.50
Seattle-Tacoma, WA	3.40	3.35	3.28	9.3	173.1	67.6	2.56
Milwaukee, WI	3.29	3.69	3.69	8.7	71.0	32.5	2.19

**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.

<b>Table 7: National Labor Supply/Labor Demand by Occupation<sup>1</sup>, Seasonally Adjusted</b>							
Occupation <sup>2</sup>	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed <sup>3</sup> (Thousands)	Supply/ Demand Rate <sup>4</sup>	Average Hourly Wage <sup>5</sup>
	Aug-10	Jul-11	Aug-11	Aug-Jul 11	Jul-11	Jul-11	
Total	3,711.3	4,154.5	3,990.6	-163.9	13,931.0	3.4	\$21.35
Management	393.7	411.9	395.6	-16.3	774.0	1.9	\$50.69
Business and financial operations	224.5	243.8	233.2	-10.6	303.7	1.2	\$32.54
Computer and mathematical science	483.0	572.9	532.2	-40.7	190.5	0.3	\$37.13
Architecture and engineering	135.2	160.2	151.3	-8.9	144.9	0.9	\$36.32
Life, physical, and social science	62.3	62.8	62.5	-0.3	42.5	0.7	\$31.92
Community and social services	50.2	50.1	49.3	-0.7	123.6	2.5	\$20.76
Legal	26.1	22.8	22.1	-0.7	66.5	2.9	\$46.60
Education, training, and library	80.0	93.4	90.6	-2.8	365.9	3.9	\$24.25
Arts, design, entertainment, sports, and media	90.6	99.3	93.0	-6.3	199.8	2.0	\$25.14
Healthcare practitioners and technical	521.7	487.5	513.7	26.3	197.7	0.4	\$34.27
Healthcare support	111.7	116.5	116.0	-0.5	301.1	2.6	\$12.94
Protective service	31.6	34.0	33.1	-0.9	169.5	5.0	\$20.43
Food preparation and serving related	102.6	149.6	127.4	-22.2	1,058.2	7.1	\$10.21
Building and grounds cleaning and maintenance	43.7	56.9	56.0	-0.9	756.3	13.3	\$12.16
Personal care and service	55.4	69.0	67.1	-1.9	442.5	6.4	\$11.82
Sales and related	522.1	569.7	521.9	-47.8	1,479.7	2.6	\$17.69
Office and administrative support	407.9	451.7	421.7	-30.0	1,597.9	3.5	\$16.09
Farming, fishing, and forestry	4.3	4.7	5.2	0.5	206.8	44.2	\$11.70
Construction and extraction	52.3	74.2	74.3	0.1	1,396.3	18.8	\$21.09
Installation, maintenance, and repair	123.5	150.0	149.0	-1.1	393.8	2.6	\$20.58
Production	94.8	130.5	125.7	-4.8	1,045.5	8.0	\$16.24
Transportation and material moving	139.9	192.8	192.0	-0.9	1,049.1	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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<b>Table 8: State Occupational Demand and Pay<sup>1</sup>, Not Seasonally Adjusted</b>						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Aug-11	Wage <sup>2</sup>	Aug-11	Wage <sup>2</sup>	Aug-11	Wage <sup>2</sup>
<b>United States</b>	<b>645,936</b>	<b>\$41.56</b>	<b>1,597,417</b>	<b>\$30.49</b>	<b>438,552</b>	<b>\$12.42</b>
Alabama	4,716	\$38.77	14,442	\$27.47	4,013	\$10.81
Alaska	2,146	\$38.63	6,992	\$33.02	2,293	\$14.68
Arizona	10,455	\$37.11	28,100	\$29.16	7,512	\$12.65
Arkansas	3,057	\$33.62	9,051	\$24.51	2,883	\$10.36
California	84,527	\$46.79	194,380	\$35.75	40,540	\$13.78
Colorado	10,473	\$40.53	29,215	\$31.71	8,534	\$12.78
Connecticut	10,685	\$47.26	22,481	\$30.64	5,399	\$14.27
Delaware	2,642	\$43.68	5,960	\$32.78	1,274	\$12.53
Florida	29,799	\$36.88	74,876	\$28.83	29,007	\$11.97
Georgia	17,570	\$42.02	45,587	\$27.94	9,446	\$11.26
Hawaii	1,937	\$37.04	4,132	\$29.01	2,893	\$13.78
Idaho	2,094	\$32.68	6,645	\$25.75	3,235	\$11.23
Illinois	29,445	\$40.22	59,313	\$31.17	13,038	\$13.02
Indiana	9,222	\$36.74	21,272	\$26.25	6,328	\$11.34
Iowa	5,082	\$20.64	15,423	\$24.77	4,946	\$11.16
Kansas	4,509	\$14.65	12,872	\$25.84	3,161	\$11.13
Kentucky	5,263	\$34.54	13,746	\$26.01	3,882	\$10.79
Louisiana	5,089	\$35.30	12,907	\$26.15	4,793	\$10.94
Maine	2,271	\$33.87	7,607	\$26.91	3,566	\$11.77
Maryland	15,527	\$44.13	43,399	\$33.04	9,441	\$13.45
Massachusetts	24,327	\$47.86	53,165	\$34.34	12,769	\$14.71
Michigan	14,812	\$39.36	41,591	\$29.72	13,292	\$7.66
Minnesota	15,845	\$39.60	37,264	\$30.07	10,129	\$12.30
Mississippi	2,327	\$32.42	6,058	\$23.13	2,143	\$10.25
Missouri	10,688	\$36.46	28,228	\$29.17	10,652	\$11.04
Montana	1,729	\$30.33	5,482	\$23.42	2,875	\$11.07
Nebraska	3,381	\$35.36	10,128	\$25.50	3,726	\$11.08
Nevada	5,222	\$39.05	13,186	\$30.68	6,690	\$13.18
New Hampshire	2,688	\$28.04	8,367	\$29.12	2,906	\$12.66
New Jersey	23,675	\$48.29	53,262	\$33.63	15,307	\$14.42
New Mexico	2,484	\$36.83	9,950	\$28.60	2,743	\$11.31
New York	49,790	\$50.55	88,585	\$24.69	25,989	\$14.32
North Carolina	15,137	\$40.64	42,632	\$27.70	12,563	\$11.20
North Dakota	1,410	\$33.91	4,207	\$23.88	1,580	\$11.11
Ohio	22,048	\$38.09	56,221	\$28.45	16,335	\$11.63
Oklahoma	5,074	\$32.80	13,672	\$24.85	5,014	\$10.81
Oregon	7,110	\$37.86	20,473	\$29.64	6,396	\$12.86
Pennsylvania	25,730	\$40.05	62,170	\$29.47	22,521	\$12.40
Rhode Island	2,396	\$43.60	6,186	\$31.80	2,629	\$13.17
South Carolina	5,048	\$37.26	16,825	\$26.50	6,156	\$10.95
South Dakota	1,666	\$31.95	5,053	\$23.27	2,330	\$10.60
Tennessee	9,073	\$36.06	24,142	\$26.01	8,453	\$11.03
Texas	44,900	\$40.99	106,809	\$29.71	24,825	\$11.28
Utah	4,073	\$35.46	10,781	\$26.76	3,773	\$11.52
Vermont	1,522	\$36.75	4,949	\$27.18	2,087	\$12.86
Virginia	23,247	\$43.99	62,703	\$33.02	12,137	\$12.38
Washington	20,442	\$42.92	50,587	\$32.35	10,952	\$14.20
West Virginia	1,734	\$31.67	5,659	\$24.17	1,738	\$10.24
Wisconsin	12,089	\$36.73	30,875	\$28.44	10,159	\$11.66
Wyoming	891	\$35.20	2,898	\$26.22	784	\$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
	Aug-11	Wage <sup>1</sup>	Aug-11	Wage <sup>1</sup>	Aug-11	Wage <sup>1</sup>
<b>United States</b>	<b>998,751</b>	<b>\$16.71</b>	<b>260,213</b>	<b>\$20.48</b>	<b>361,720</b>	<b>\$15.96</b>
Alabama	11,471	\$14.47	3,418	\$18.05	5,397	\$15.05
Alaska	4,255	\$17.58	1,325	\$27.74	1,034	\$20.77
Arizona	17,907	\$16.30	4,627	\$18.74	4,561	\$16.06
Arkansas	6,757	\$14.09	2,130	\$16.80	3,869	\$6.78
California	113,397	\$18.32	19,959	\$21.78	27,867	\$16.11
Colorado	18,962	\$17.80	5,371	\$20.66	5,593	\$16.53
Connecticut	13,246	\$19.71	3,141	\$24.00	4,676	\$17.37
Delaware	3,360	\$17.07	753	\$21.31	1,003	\$15.73
Florida	64,623	\$16.01	15,063	\$17.86	13,349	\$15.07
Georgia	23,741	\$15.97	6,214	\$18.66	8,792	\$14.99
Hawaii	4,453	\$16.27	937	\$26.00	892	\$17.85
Idaho	5,416	\$15.05	1,842	\$18.15	2,151	\$14.64
Illinois	36,133	\$17.45	6,352	\$24.16	13,351	\$16.42
Indiana	16,978	\$15.50	5,059	\$20.67	9,614	\$15.85
Iowa	10,335	\$15.03	3,924	\$18.83	6,738	\$15.34
Kansas	8,444	\$15.27	2,301	\$19.33	3,675	\$8.91
Kentucky	10,081	\$14.61	2,997	\$18.51	5,294	\$16.13
Louisiana	11,449	\$14.08	3,775	\$18.44	4,944	\$17.14
Maine	4,867	\$14.96	1,381	\$18.72	1,734	\$15.67
Maryland	22,137	\$17.43	5,082	\$21.59	5,549	\$16.98
Massachusetts	27,551	\$19.41	5,761	\$24.68	8,173	\$17.08
Michigan	27,528	\$16.29	8,937	\$21.15	14,169	\$17.06
Minnesota	22,431	\$17.34	6,273	\$22.64	10,982	\$16.51
Mississippi	5,392	\$13.40	1,789	\$16.72	2,890	\$14.04
Missouri	22,707	\$15.45	6,949	\$20.93	9,683	\$15.42
Montana	4,340	\$14.18	2,014	\$19.09	1,897	\$15.90
Nebraska	7,254	\$14.89	2,501	\$18.57	3,279	\$15.61
Nevada	12,447	\$15.90	2,793	\$24.10	2,652	\$16.43
New Hampshire	5,366	\$16.70	1,482	\$9.28	2,238	\$16.17
New Jersey	33,486	\$18.57	6,487	\$24.78	9,559	\$9.71
New Mexico	5,293	\$14.38	1,551	\$17.86	1,627	\$16.08
New York	60,507	\$19.24	11,277	\$24.42	14,933	\$17.29
North Carolina	26,063	\$15.81	8,076	\$18.05	9,301	\$14.68
North Dakota	3,318	\$14.36	1,984	\$20.01	2,329	\$16.38
Ohio	39,532	\$15.85	12,833	\$20.29	21,766	\$15.68
Oklahoma	11,885	\$13.97	4,678	\$17.77	6,423	\$15.04
Oregon	12,003	\$16.74	3,161	\$21.18	4,500	\$16.01
Pennsylvania	45,759	\$16.70	14,353	\$20.55	23,588	\$16.24
Rhode Island	4,331	\$17.39	1,028	\$21.75	1,431	\$15.61
South Carolina	12,049	\$14.72	3,944	\$17.66	5,105	\$15.23
South Dakota	3,825	\$13.79	1,895	\$16.97	2,277	\$13.94
Tennessee	19,935	\$15.14	6,544	\$18.20	9,669	\$14.87
Texas	70,127	\$16.19	20,062	\$18.08	25,039	\$15.51
Utah	10,006	\$15.23	1,960	\$19.37	2,538	\$15.84
Vermont	2,840	\$15.97	945	\$19.06	1,186	\$15.54
Virginia	26,717	\$16.79	7,118	\$19.70	7,276	\$15.93
Washington	23,597	\$17.89	5,687	\$13.48	7,071	\$18.13
West Virginia	4,155	\$13.25	1,552	\$18.95	2,383	\$15.19
Wisconsin	20,749	\$15.93	6,297	\$21.29	13,064	\$16.21
Wyoming	1,824	\$14.91	716	\$21.97	923	\$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 <sup>1</sup> , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Aug-11	Wage <sup>2</sup>	Aug-11	Wage <sup>2</sup>	Aug-11	Wage <sup>2</sup>
<b>United States</b>	<b>645,936</b>	<b>\$41.56</b>	<b>1,597,417</b>	<b>\$30.49</b>	<b>438,552</b>	<b>\$12.42</b>
Birmingham, AL	1,735	\$14.45	4,051	\$28.30	1,370	\$11.40
Phoenix, AZ	7,327	\$37.84	17,595	\$29.89	4,438	\$12.65
Tucson, AZ	1,330	\$36.40	4,147	\$29.39	1,608	\$12.48
Los Angeles, CA	28,984	\$46.93	60,152	\$35.26	13,975	\$13.46
Riverside, CA	2,996	\$40.21	8,203	\$31.90	3,196	\$13.11
Sacramento, CA	3,837	\$41.02	9,541	\$28.63	2,082	\$13.91
San Diego, CA	6,465	\$44.85	16,424	\$33.99	4,219	\$10.41
San Francisco, CA	21,096	\$51.88	42,232	\$39.06	7,277	\$14.87
San Jose, CA	8,776	\$57.78	26,114	\$45.50	1,527	\$14.70
Denver, CO	6,763	\$42.13	16,127	\$33.65	3,859	\$12.85
Hartford, CT	4,121	\$44.15	8,580	\$32.92	1,961	\$14.18
Washington, DC	29,678	\$49.38	70,180	\$39.80	12,238	\$10.73
Jacksonville, FL	3,081	\$36.62	6,592	\$28.92	2,342	\$11.58
Miami, FL	9,041	\$39.82	18,341	\$29.89	6,309	\$12.67
Orlando, FL	4,054	\$19.84	9,766	\$28.18	4,294	\$9.58
Tampa, FL	5,555	\$36.80	13,460	\$29.90	4,218	\$11.90
Atlanta, GA	13,191	\$44.11	31,152	\$29.90	5,059	\$11.69
Honolulu, HI	1,586	\$37.40	3,207	\$29.25	2,454	\$13.49
Chicago, IL	24,143	\$41.95	44,157	\$32.53	9,933	\$13.33
Indianapolis, IN	4,480	\$37.42	8,063	\$28.17	2,482	\$11.95
Louisville, KY	2,368	\$36.93	5,329	\$27.22	1,853	\$9.81
New Orleans, LA	1,692	\$36.66	3,530	\$26.25	2,104	\$11.50
Baltimore, MD	7,658	\$42.48	20,059	\$33.45	5,556	\$13.66
Boston, MA	19,904	\$49.25	41,892	\$35.64	9,486	\$14.97
Detroit, MI	7,748	\$42.06	20,591	\$31.81	6,045	\$12.36
Minneapolis-St. Paul, MN	11,281	\$41.64	25,750	\$31.68	6,926	\$12.75
Kansas City, MO	4,625	\$38.35	11,127	\$28.28	3,563	\$9.80
St. Louis, MO	5,483	\$39.36	13,414	\$28.60	4,505	\$11.57
Las Vegas, NV	3,502	\$39.79	8,685	\$30.67	4,923	\$13.34
Buffalo, NY	1,527	\$38.91	3,546	\$27.78	2,029	\$12.50
New York, NY	53,025	\$53.19	95,894	\$34.12	24,896	\$14.91
Rochester, NY	1,545	\$41.51	3,719	\$27.96	1,663	\$12.46
Charlotte, NC	5,674	\$43.31	12,478	\$29.03	3,136	\$11.83
Cincinnati, OH	4,646	\$39.40	9,302	\$29.17	2,598	\$11.74
Cleveland, OH	5,678	\$39.12	14,670	\$28.96	3,899	\$12.34
Columbus, OH	5,122	\$38.61	11,764	\$30.34	3,463	\$12.09
Oklahoma City, OK	2,144	\$33.84	5,509	\$27.14	2,243	\$11.03
Portland, OR	5,156	\$40.68	13,512	\$31.59	3,455	\$13.24
Philadelphia, PA	14,877	\$44.67	31,547	\$29.69	7,829	\$13.50
Pittsburgh, PA	5,268	\$38.67	12,499	\$29.29	6,013	\$11.97
Providence, RI	2,990	\$42.82	7,817	\$29.59	3,533	\$13.22
Memphis, TN	1,930	\$38.50	5,152	\$27.61	1,454	\$11.59
Nashville, TN	3,726	\$37.46	7,584	\$26.80	2,803	\$11.17
Austin, TX	4,140	\$52.04	11,688	\$31.56	2,468	\$11.65
Dallas, TX	16,070	\$42.75	34,234	\$31.75	6,199	\$11.77
Houston, TX	12,373	\$44.91	24,224	\$32.90	4,293	\$11.41
San Antonio, TX	3,508	\$37.08	8,877	\$28.73	3,900	\$11.00
Salt Lake City, UT	2,782	\$37.06	6,993	\$28.69	2,329	\$11.94
Richmond, VA	2,960	\$39.55	7,374	\$29.01	1,962	\$12.11
Virginia Beach, VA	2,447	\$37.40	6,753	\$29.01	2,751	\$11.53
Seattle-Tacoma, WA	10,601	\$45.03	28,303	\$34.74	5,356	\$14.65
Milwaukee, WI	4,510	\$40.00	9,788	\$30.97	3,406	\$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
	Aug-11	Wage <sup>1</sup>	Aug-11	Wage <sup>1</sup>	Aug-11	Wage <sup>1</sup>
<b>United States</b>	<b>998,751</b>	<b>\$16.71</b>	<b>260,213</b>	<b>\$20.48</b>	<b>361,720</b>	<b>\$15.96</b>
Birmingham, AL	4,009	\$16.03	1,172	\$18.79	1,425	\$15.06
Phoenix, AZ	12,124	\$16.93	2,939	\$9.56	2,782	\$16.31
Tucson, AZ	2,837	\$14.98	957	\$18.74	838	\$15.11
Los Angeles, CA	43,718	\$18.27	6,348	\$23.18	9,945	\$15.33
Riverside, CA	8,525	\$16.11	1,850	\$22.03	2,923	\$15.37
Sacramento, CA	5,986	\$17.91	1,349	\$22.85	1,456	\$16.73
San Diego, CA	9,655	\$17.93	1,851	\$22.97	2,081	\$15.81
San Francisco, CA	18,539	\$21.27	3,076	\$27.46	3,419	\$18.80
San Jose, CA	6,021	\$22.01	959	\$26.87	1,224	\$17.75
Denver, CO	9,915	\$19.00	2,886	\$20.98	2,599	\$16.85
Hartford, CT	5,475	\$18.75	1,289	\$24.06	1,777	\$17.61
Washington, DC	26,513	\$19.24	5,487	\$22.48	4,167	\$17.57
Jacksonville, FL	5,367	\$16.32	1,533	\$18.77	1,613	\$15.98
Miami, FL	17,770	\$16.92	2,816	\$18.76	2,295	\$15.38
Orlando, FL	10,086	\$15.47	2,405	\$18.13	1,913	\$15.31
Tampa, FL	10,013	\$16.30	2,360	\$17.90	2,115	\$14.11
Atlanta, GA	13,916	\$17.33	3,116	\$19.76	3,864	\$15.83
Honolulu, HI	3,882	\$16.47	800	\$27.08	776	\$18.48
Chicago, IL	27,595	\$18.23	4,205	\$25.35	8,756	\$16.64
Indianapolis, IN	7,693	\$9.67	2,114	\$21.41	3,072	\$15.80
Louisville, KY	4,488	\$6.59	1,351	\$19.02	2,103	\$17.34
New Orleans, LA	3,945	\$15.13	1,247	\$19.11	1,271	\$17.64
Baltimore, MD	12,662	\$17.67	3,181	\$21.36	3,304	\$17.42
Boston, MA	21,038	\$20.24	3,969	\$25.50	5,363	\$17.42
Detroit, MI	12,710	\$17.55	4,355	\$22.70	5,988	\$18.49
Minneapolis-St. Paul, MN	16,128	\$18.65	4,259	\$24.64	7,220	\$17.21
Kansas City, MO	9,401	\$16.89	2,616	\$22.03	3,360	\$16.24
St. Louis, MO	10,230	\$16.66	2,717	\$23.47	3,458	\$16.60
Las Vegas, NV	9,348	\$15.92	1,780	\$24.66	1,407	\$16.23
Buffalo, NY	4,127	\$16.12	1,184	\$21.16	1,793	\$16.21
New York, NY	58,577	\$20.28	8,580	\$26.14	11,441	\$17.36
Rochester, NY	3,175	\$16.07	1,254	\$20.17	1,658	\$15.62
Charlotte, NC	7,551	\$17.43	2,266	\$19.32	2,414	\$15.83
Cincinnati, OH	7,847	\$16.74	2,089	\$20.31	3,421	\$16.41
Cleveland, OH	9,287	\$16.81	2,986	\$21.76	4,808	\$16.22
Columbus, OH	8,206	\$16.49	2,490	\$20.45	3,720	\$15.45
Oklahoma City, OK	5,557	\$14.43	2,267	\$18.41	2,322	\$14.85
Portland, OR	7,439	\$17.90	1,885	\$22.76	2,832	\$16.73
Philadelphia, PA	19,048	\$18.50	4,183	\$23.26	5,342	\$17.20
Pittsburgh, PA	11,255	\$16.17	3,833	\$20.29	5,437	\$16.31
Providence, RI	5,856	\$16.97	1,478	\$21.76	2,071	\$15.56
Memphis, TN	4,052	\$15.83	1,166	\$19.21	1,943	\$15.41
Nashville, TN	7,387	\$16.05	1,962	\$18.80	2,583	\$15.46
Austin, TX	6,548	\$17.48	1,569	\$17.80	1,727	\$14.39
Dallas, TX	20,532	\$17.66	5,314	\$18.58	5,857	\$15.51
Houston, TX	15,248	\$17.27	3,927	\$19.33	5,279	\$17.19
San Antonio, TX	7,455	\$15.17	2,295	\$16.58	2,680	\$13.82
Salt Lake City, UT	6,186	\$16.32	1,245	\$19.33	1,573	\$16.05
Richmond, VA	4,531	\$17.27	1,495	\$19.78	1,484	\$15.58
Virginia Beach, VA	5,267	\$15.17	2,126	\$19.18	1,902	\$16.37
Seattle-Tacoma, WA	12,416	\$19.20	2,616	\$25.10	3,333	\$19.28
Milwaukee, WI	6,960	\$17.71	1,872	\$23.21	3,961	\$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.