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Release #5543

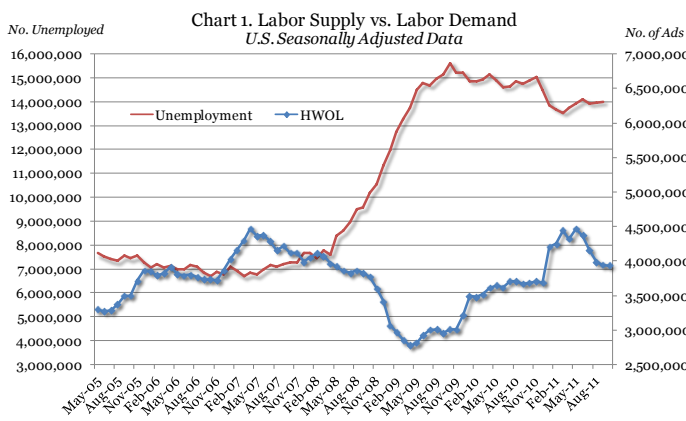
For Immediate Release 10:00 AM ET, Monday, October 31, 2011

Online Labor Demand Dips 13,600 in October, The Conference Board Reports

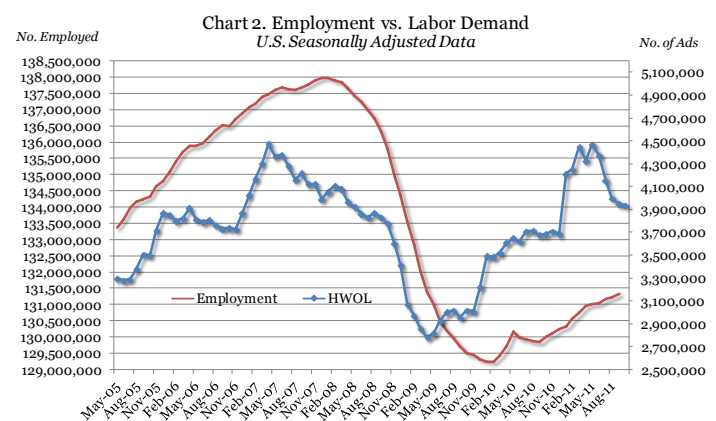
- Labor demand essentially unchanged in October following losses in the 2nd and 3rd Quarters
- Average gain for 2011 is a lackluster +25,000 per month
- Nationally, there are 10 million more unemployed than advertised vacancies

NEW YORK, October 31, 2011... Online advertised vacancies dipped slightly by 13,600 in October to 3,933,400, according to *The Conference Board Help Wanted OnLine® (HWOL)* Data Series released today. The October drop follows a decline of 44,000 in September and a decrease of 164,000 in August. The Supply/Demand rate stands at 3.54, indicating there were 3.5 unemployed for every online advertised vacancy in September, the latest monthly data available for unemployment.

“The good news is that labor demand did not deteriorate further in October, but at the same time we have no clear sign that demand is picking up,” said June Shelp, Vice President at The Conference Board. The drop of 513,000 in demand over the last seven months has largely offset the gain of 763,000 in early 2011 and narrowed the average monthly gain for 2011 to 25,000. In October, occupational categories that continued to decline in labor demand included both Legal and Management occupations. Office and administrative support occupations were brighter; they posted a gain of 47,000 over the last two months. (See occupational detail section.)



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 October:

- The Midwest and West dip while the Northeast and South hold steady
- Pennsylvania, among the 20 largest States, is flat while other States show an overall downward trend

Location	Total Ads ¹ (Thousands) Oct-11	M-O-M Change (Thousands) Oct-Sep 11	Supply/ Demand Rate ² Sep-11	Recent Trend ³
United States	3,933.4	-13.6	3.54	↓ 3/11
NORTHEAST	774.9	13.6	3.02	
Massachusetts	117.3	-0.2	2.17	↓ 3/11
New Jersey	133.4	3.3	3.21	↓ 5/11
New York	235.1	4.5	3.29	↓ 3/11
Pennsylvania	167.0	6.2	3.25	→ 1/11
SOUTH	1,342.3	4.7	3.79	
Florida	222.5	4.2	4.48	↓ 5/11
Georgia	102.8	2.7	4.87	↓ 5/11
Maryland	93.0	-2.8	2.30	↓ 3/11
North Carolina	107.7	1.6	4.47	↓ 5/11
Texas	272.7	2.6	3.87	↓ 5/11
Virginia	127.2	-1.0	2.13	↓ 5/11
MIDWEST	860.0	-14.5	3.40	
Illinois	137.8	-1.4	4.77	↓ 5/11
Michigan	110.8	-3.1	4.57	↓ 5/11
Minnesota	99.0	2.5	2.13	↓ 6/11
Missouri	79.0	-2.1	3.27	↓ 5/11
Ohio	157.6	-3.9	3.30	↓ 5/11
Wisconsin	85.4	-0.6	2.77	↓ 5/11
WEST	863.7	-13.9	4.21	
Arizona	67.9	0.1	4.24	↓ 4/11
California	425.5	1.9	5.08	↓ 3/11
Colorado	70.0	-0.6	3.15	↓ 3/11
Washington	93.5	-9.3	3.09	↓ 5/11

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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 October, the Midwest dipped 14,500, reflecting losses in 5 out of 6 of its largest States. Minnesota was the only one of the larger states posting a gain (+2,500) in October. This was the first monthly gain for Minnesota since June 2011. Ohio and Michigan experienced declines of 3,900 and 3,100 respectively in October while advertised vacancies in Missouri were down 2,100. Illinois and Wisconsin dropped 1,400 and 600 respectively, and both were states that have seen declines in advertised vacancies over the last few months. Among the less populous States in the region, Indiana and Iowa fell 1,900 and 1,300 respectively while North Dakota and South Dakota gained 500 and 200 respectively (Table 3).

Labor demand in the **West** was down slightly by 13,900 in October and was led by Washington State, which lost 9,300. California, the region's largest State, rose 1,900 after a combined loss of 59,000 for the previous four months. Arizona remained virtually unchanged with a slight gain of 100. Colorado and Oregon declined by 600 and 100, respectively. Over the past 5 months, Oregon has slipped by a total of 9,800. Among the small States in the West, Utah gained 500, New Mexico dropped 1,300, Idaho fell 500, and Nevada lost 400 (See Table 3 for other States in the region).

In October, the **Northeast** rose slightly by 13,600, reflecting gains in 3 of 4 of its large States. Pennsylvania experienced the largest increase, 6,200. New York gained 4,500 after a combined 6-month loss of 51,000. New Jersey rose 3,300, after two months of declines. Labor demand in Massachusetts was basically unchanged in October (-200). Over the last five months, advertised vacancies in Massachusetts have declined nearly 20,000. Among the smaller States in the region, Rhode Island, Vermont, and Connecticut gained 900, 500, and 200 respectively while New Hampshire dropped 500 (See Table A and Table 3).

The **South** also posted a modest increase of 4,700, reflecting slight gains in four out of six of its large States in October. Florida experienced the largest gain, 4,200. Next was Georgia with a gain of 2,700, partially offsetting a combined 4-month loss of 33,100. Texas gained 2,600, and North Carolina rose 1,600. Maryland dropped 2,800. Since May 2011, labor demand in Maryland has slipped by over 27,300. Virginia fell 1,000 for a combined 5-month drop of nearly 15,000. Among the smaller States in the South, Alabama dropped 1,300, Arkansas lost 1,000, and Oklahoma fell a mere 100 while Tennessee gained 1,000.

The Supply/Demand rate for the U.S. in September (the latest month for which unemployment numbers are available) stood at 3.54, indicating that there are close to 4 unemployed workers for every online advertised vacancy. Nationally, there are 10 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 South Dakota (1.46), Nebraska (1.52), Vermont (1.71), Alaska (1.78), and New Hampshire (1.95) (Table 4). The State with the highest Supply/Demand rate is Mississippi (7.73), where there are close to 8 unemployed workers for every online advertised vacancy. There are a few other States in which there are at least five unemployed for every advertised vacancy. These include South Carolina (5.17), California (5.08), Kentucky (5.01), 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

In October:

- **Demand for Office and Administrative Support shows an upward bounce**
- **Ads for Production workers and Sales staff level off following several months of declines (Table 7)**

Occupation	Total Ads (Thousands) Oct-11	M-O-M Change (Thousands) Oct-Sep 11	Unemployed (Thousands) Sep-11	Supply/ Demand Rate¹ Sep-11	Average Hourly Wage²
Computer and mathematical science	515.1	-3.7	175.8	0.34	\$37.13
Sales and related	510.7	8.7	1,562.3	3.11	\$17.69
Healthcare practitioners and technical	506.6	-25.0	203.0	0.38	\$34.27
Office and administrative support	468.7	30.1	1,670.0	3.81	\$16.09
Management	371.8	-6.0	720.6	1.91	\$50.69
Business and financial operations	232.6	-2.4	371.0	1.58	\$32.54
Transportation and material moving	198.9	8.9	1,059.0	5.58	\$15.70
Installation, maintenance, and repair	145.5	0.3	438.9	3.02	\$20.58
Architecture and engineering	138.3	-2.9	152.2	1.08	\$36.32
Food preparation and serving related	119.9	-0.3	1,158.7	9.64	\$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 October

In October, twelve of the twenty-two Standard Occupational Classifications (SOC codes) that are reported separately declined while nine posted some gains and one, **Community and Social Services**, was unchanged. For most of the occupational categories the October change, whether up or down, was modest. (Table 7)

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, demand for **Office and Administrative Support** occupations rose 30,100 to 468,700. This followed a September rise of 17,000. Occupations that underwent increases in October included Receptionists and Information Clerks, Customer Service Representatives, and Executive Secretaries and Administrative Assistants. The number of unemployed in these occupations remains above the number of advertised vacancies with nearly 4 (3.81) unemployed for every advertised vacancy.

Healthcare Practitioners and Technical occupations, in contrast, posted the largest decrease, 25,000, to 506,600 (Table B). Largely responsible for the drop were decreased advertised vacancies for Registered Nurses and Family and General Practitioners. However, the number of advertised vacancies in this occupational category continues to outnumber job-seekers by 2.6 to one (0.38 S/D based on September data, the latest unemployment data available) (See Table 7 for the data for all of the 2-digit Standard Occupational Classifications).

Labor demand for **Management** workers also declined in October, down 6,000 to 371,800, led largely by a decrease in demand for Medical and Health Services Managers and Marketing Managers. Demand for workers in

this occupational category has fallen 96,000 since May. There are close to 2 unemployed for every advertised vacancy in this occupational category (S/D of 1.91).

Two occupations posting increases in October included Transportation and Material Moving and Sales and Related. Demand for **Transportation and Material Moving** workers rose 8,900 to 198,900. This increase was led by an increase in demand for Truck Drivers. The number of unemployed in this occupational category continues to outnumber the number of advertised vacancies by close to 6 to 1 (S/D of 5.58). Labor demand for **Sales and Related** workers rose 8,700 to 510,700. This increase, following a September drop of nearly 20,000, was led by an increase in demand for Retail Salespeople. The number of unemployed in this occupational category continues to outnumber the number of advertised vacancies by about 3 to 1 (S/D of 3.11).

Longer View of Labor Demand for Selected Occupations

“Looking at the 22 broad occupational categories over the ten months of 2011, the patterns for labor demand have been quite different, with some occupations easier to categorize in terms of their trend than others,” said Shelp. **Construction and Extraction**, for example, has had a very slow but relatively steady increase throughout 2011; it has risen an average of 2,000 a month to 76,600 in October. The demand for **Legal** occupations, on the other hand, after stalling in early 2010, has declined rather sharply in the last seven months; it has dropped an average of 946 ads/month to 21,200 advertised vacancies in October. Other occupations that have lost ground in the last few months and continue their slide in October include **Architecture and Engineering; Healthcare Support; Management; Life, Physical and Social Sciences; Community and Social Services** and **Computer and Mathematical**.

“For other occupations, we will need another few months to tell if demand is stabilizing,” said Shelp. For example, demand for **Production** workers, (117,000 advertised vacancies in October) is closely in line with the September level; it declined only 247, which is a hopeful sign that demand is stabilizing. “The increased demand for **Office and Administrative Support** in the last two months (+47,000) is positive note,” adds Shelp, “but the monthly average throughout 2011, at 456,000/month, is a level that is 117,600 fewer ads per month than in 2007.”

For the job-seeker, the difficulty of finding a job is a factor of the number of openings as well as the number of people seeking work in that profession. The broad occupational groups that can be termed “favorable,” where there are more advertised vacancies than unemployed people seeking positions, include **Computer and Math, Healthcare Practitioners and Technical**, and **Life, Physical and Social Sciences**. Occupations where finding a position is more challenging and where there are more unemployed than advertised vacancies include **Construction** (18.9 unemployed for every available opening); **Food Preparation and Serving** (9.6); and **Production Work and Personal Care**, both with over 8 unemployed for every available opening. (See Table 7 for S/D rate and average hourly earnings by broad occupational group.)

METRO AREA HIGHLIGHTS

- Washington, D.C., Oklahoma City, Boston, and Minneapolis-St. Paul 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	
	Oct-11		Oct-11	Aug-11	
New York, NY	247.47	Washington, DC	4.64	Washington, DC	1.30
Los Angeles, CA	157.97	San Jose, CA	4.56	Oklahoma City, OK	1.43
Washington, DC	143.16	San Francisco, CA	4.12	Boston, MA	1.64
Chicago, IL	112.55	Hartford, CT	4.07	Minneapolis-St. Paul, MN	1.79
Boston, MA	96.61	Charlotte, NC	3.95	Honolulu, HI	1.95
San Francisco, CA	91.83	Minneapolis-St. Paul, MN	3.95	San Jose, CA	2.07
Dallas, TX	85.16	Milwaukee, WI	3.93	Salt Lake City, UT	2.14
Philadelphia, PA	79.63	Cleveland, OH	3.89	Baltimore, MD	2.14
Minneapolis-St. Paul, MN	73.99	Boston, MA	3.77	Milwaukee, WI	2.17
Atlanta, GA	69.09	Baltimore, MD	3.72	Columbus, OH	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 October, 38 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 5,600, or 2.2 percent, from its October 2010 level and the Washington, DC metro area was down 3,600, or 2.5 percent, from last year. In contrast, the Los Angeles metro area was up 2,900, or 1.9 percent, from 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 (1.30) with about one advertised vacancy for every unemployed worker. Oklahoma City, Boston, Minneapolis- St. Paul, and Honolulu were metropolitan locations where there were 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 nearly nine unemployed people for every advertised vacancy (8.94) — Miami (5.84), Sacramento (5.14), Los Angeles (4.71), Detroit (4.67), and Las Vegas (4.63). Supply/Demand rate data are for August 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 September 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, Help Wanted Online Data Series

	Data for the Month		Release Date	
	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)
	Oct-10	Sep-11	Oct-11	Oct-Sep 11	Oct-10	Sep-11	Oct-11	Oct-Sep 11
United States	3,683.4	3,947.1	3,933.4	-13.6	2,199.4	2,542.8	2,572.4	29.6
New England	243.4	240.6	242.3	1.7	141.0	154.0	154.9	0.9
Middle Atlantic	516.5	520.7	532.6	11.9	311.3	344.8	352.8	8.0
South Atlantic	751.2	778.9	783.6	4.7	446.6	502.7	509.0	6.3
East North Central	496.1	566.9	553.9	-13.0	292.9	363.5	353.9	-9.7
East South Central	151.1	173.4	171.3	-2.2	84.9	112.1	112.0	-0.1
West North Central	264.7	307.6	306.1	-1.5	150.9	192.4	192.5	0.0
West South Central	364.9	385.3	387.4	2.1	204.7	243.9	243.7	-0.2
Mountain	260.4	272.8	268.5	-4.4	162.2	182.7	178.9	-3.9
Pacific	575.2	604.8	595.2	-9.6	359.3	400.3	394.8	-5.5

Source: The Conference Board

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

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

Location ²	Total Ads Rate ¹ (Percent)			New Ads Rate ¹ (Percent)		
	Oct-10	Sep-11	Oct-11	Oct-10	Sep-11	Oct-11
United States	2.39	2.56	2.55	1.43	1.65	1.67
New England	3.13	3.12	3.14	1.81	2.00	2.01
Middle Atlantic	2.53	2.56	2.61	1.53	1.69	1.73
South Atlantic	2.57	2.65	2.67	1.53	1.71	1.73
East North Central	2.11	2.43	2.37	1.25	1.56	1.51
East South Central	1.76	1.99	1.96	0.99	1.29	1.28
West North Central	2.42	2.80	2.78	1.38	1.75	1.75
West South Central	2.10	2.21	2.22	1.18	1.40	1.40
Mountain	2.36	2.49	2.45	1.47	1.67	1.63
Pacific	2.33	2.47	2.43	1.46	1.63	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 ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Oct-10	Sep-11	Oct-11	Oct-Sep 11	Oct-10	Sep-11	Oct-11	Oct-Sep 11
	United States	3,683.4	3,947.1	3,933.4	-13.6	2,199.4	2,542.8	2,572.4
Alabama	37.2	42.2	40.9	-1.3	20.5	27.2	26.1	-1.1
Alaska	15.3	15.7	15.5	-0.1	8.3	10.0	9.6	-0.3
Arizona	71.7	67.8	67.9	0.1	44.2	42.6	44.0	1.4
Arkansas	22.6	25.9	24.9	-1.0	13.0	16.1	15.8	-0.3
California	412.3	423.6	425.5	1.9	256.3	279.8	283.3	3.5
Colorado	69.9	70.6	70.0	-0.6	43.3	47.4	46.6	-0.9
Connecticut	56.7	55.5	55.6	0.2	31.5	34.4	35.0	0.5
Delaware	13.8	14.8	13.6	-1.2	8.2	9.0	8.9	-0.1
Florida	209.8	218.3	222.5	4.2	132.1	152.5	154.6	2.1
Georgia	100.3	100.1	102.8	2.7	56.5	62.1	61.9	-0.2
Hawaii	14.8	15.0	15.3	0.3	10.7	11.3	11.6	0.2
Idaho	16.7	19.6	19.2	-0.5	11.2	14.7	14.3	-0.4
Illinois	148.8	139.2	137.8	-1.4	84.3	84.8	84.1	-0.7
Indiana	54.5	65.8	63.9	-1.9	29.1	40.2	40.4	0.2
Iowa	37.8	40.5	39.2	-1.3	19.7	24.2	23.6	-0.6
Kansas	30.0	31.8	30.8	-1.0	15.9	18.6	18.4	-0.2
Kentucky	35.7	40.5	39.2	-1.2	19.7	25.6	25.2	-0.4
Louisiana	40.4	43.4	44.6	1.2	23.2	28.6	28.9	0.3
Maine	17.3	18.6	17.9	-0.7	9.3	10.7	10.2	-0.6
Maryland	89.0	95.7	93.0	-2.8	50.4	59.2	57.3	-1.9
Massachusetts	118.9	117.5	117.3	-0.2	69.6	74.8	75.3	0.5
Michigan	96.6	113.8	110.8	-3.1	60.3	75.4	75.0	-0.4
Minnesota	78.5	96.5	99.0	2.5	45.6	59.5	60.5	1.0
Mississippi	16.5	18.5	18.2	-0.3	9.2	11.1	11.4	0.3
Missouri	70.2	81.1	79.0	-2.1	42.0	55.1	52.4	-2.7
Montana	13.0	14.5	14.0	-0.5	6.2	9.2	8.5	-0.7
Nebraska	25.4	27.6	29.9	2.3	16.0	19.1	21.2	2.1
Nevada	37.6	39.8	39.4	-0.4	25.7	27.9	28.5	0.6
New Hampshire	20.4	20.5	20.0	-0.5	12.7	13.7	13.4	-0.2
New Jersey	131.1	130.1	133.4	3.3	80.7	87.2	89.4	2.1
New Mexico	21.5	22.6	21.3	-1.3	13.4	15.2	14.1	-1.1
New York	236.6	230.6	235.1	4.5	144.9	154.6	155.9	1.3
North Carolina	96.9	106.0	107.7	1.6	59.9	73.0	75.0	2.0
North Dakota	11.5	14.7	15.2	0.5	5.7	8.0	8.5	0.4
Ohio	126.0	161.5	157.6	-3.9	79.7	112.5	106.3	-6.2
Oklahoma	40.0	44.5	44.4	-0.1	24.5	29.9	30.0	0.1
Oregon	44.5	47.0	46.8	-0.1	28.8	32.4	32.7	0.3
Pennsylvania	151.4	160.8	167.0	6.2	87.0	101.0	109.4	8.4
Rhode Island	17.7	16.5	17.3	0.9	11.5	11.7	12.8	1.1
South Carolina	43.5	46.0	47.5	1.5	26.2	31.5	33.8	2.3
South Dakota	12.4	14.2	14.4	0.2	5.6	7.6	7.6	0.0
Tennessee	62.0	72.2	73.2	1.0	35.4	48.7	49.3	0.6
Texas	261.2	270.0	272.7	2.6	144.1	168.9	169.2	0.3
Utah	24.8	30.5	31.0	0.5	15.9	20.7	20.9	0.1
Vermont	11.0	12.3	12.8	0.5	6.5	8.4	8.3	-0.1
Virginia	124.1	128.1	127.2	-1.0	69.5	74.5	75.7	1.2
Washington	89.7	102.8	93.5	-9.3	56.1	66.7	58.4	-8.3
West Virginia	14.3	15.7	15.4	-0.4	7.7	9.9	9.5	-0.4
Wisconsin	71.4	86.0	85.4	-0.6	41.2	49.2	50.0	0.8
Wyoming	6.5	6.9	6.8	-0.1	3.6	4.2	3.8	-0.4

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
	Oct-10	Sep-11	Oct-11	Sep-11	Sep-11	Sep-11	Sep-11
United States	2.39	2.56	2.55	9.1	13,992.00	3,947.1	3.54
Alabama	1.76	1.95	1.89	9.8	211.08	42.2	5.00
Alaska	4.22	4.26	4.22	7.6	27.84	15.7	1.78
Arizona	2.26	2.15	2.15	9.1	287.29	67.8	4.24
Arkansas	1.67	1.92	1.84	8.3	112.39	25.9	4.33
California	2.27	2.34	2.35	11.9	2,151.82	423.6	5.08
Colorado	2.62	2.63	2.61	8.3	222.18	70.6	3.15
Connecticut	2.99	2.96	2.97	8.9	165.99	55.5	2.99
Delaware	3.28	3.47	3.19	8.1	34.58	14.8	2.34
Florida	2.27	2.37	2.41	10.6	976.84	218.3	4.48
Georgia	2.14	2.11	2.17	10.3	487.47	100.1	4.87
Hawaii	2.35	2.37	2.42	6.4	40.23	15.0	2.69
Idaho	2.20	2.59	2.53	9.0	68.14	19.6	3.47
Illinois	2.24	2.10	2.08	10.0	663.32	139.2	4.77
Indiana	1.74	2.10	2.04	8.9	277.61	65.8	4.22
Iowa	2.26	2.44	2.36	6.0	100.35	40.5	2.48
Kansas	2.00	2.12	2.05	6.7	100.49	31.8	3.16
Kentucky	1.71	1.93	1.87	9.7	202.72	40.5	5.01
Louisiana	1.93	2.13	2.19	6.9	141.18	43.4	3.25
Maine	2.49	2.67	2.57	7.5	51.90	18.6	2.80
Maryland	2.99	3.21	3.12	7.4	219.92	95.7	2.30
Massachusetts	3.40	3.38	3.37	7.3	255.13	117.5	2.17
Michigan	2.03	2.43	2.36	11.1	519.97	113.8	4.57
Minnesota	2.65	3.24	3.32	6.9	205.27	96.5	2.13
Mississippi	1.25	1.37	1.35	10.6	142.85	18.5	7.73
Missouri	2.34	2.67	2.60	8.7	264.88	81.1	3.27
Montana	2.62	2.89	2.79	7.7	38.70	14.5	2.66
Nebraska	2.60	2.77	3.01	4.2	41.94	27.6	1.52
Nevada	2.80	3.03	3.00	13.4	176.76	39.8	4.44
New Hampshire	2.74	2.76	2.69	5.4	39.92	20.5	1.95
New Jersey	2.93	2.88	2.95	9.2	417.98	130.1	3.21
New Mexico	2.26	2.43	2.29	6.6	61.56	22.6	2.72
New York	2.47	2.42	2.47	8.0	758.98	230.6	3.29
North Carolina	2.17	2.35	2.39	10.5	473.94	106.0	4.47
North Dakota	3.11	3.91	4.04	3.5	13.15	14.7	0.89
Ohio	2.14	2.76	2.69	9.1	533.57	161.5	3.30
Oklahoma	2.29	2.56	2.55	5.9	101.85	44.5	2.29
Oregon	2.24	2.35	2.34	9.6	191.36	47.0	4.08
Pennsylvania	2.39	2.54	2.64	8.3	523.09	160.8	3.25
Rhode Island	3.07	2.94	3.09	10.5	58.80	16.5	3.57
South Carolina	2.01	2.12	2.19	11.0	237.76	46.0	5.17
South Dakota	2.78	3.17	3.21	4.6	20.77	14.2	1.46
Tennessee	2.03	2.32	2.35	9.8	306.72	72.2	4.25
Texas	2.15	2.20	2.22	8.5	1,043.82	270.0	3.87
Utah	1.82	2.28	2.31	7.4	99.40	30.5	3.26
Vermont	3.06	3.40	3.53	5.8	21.12	12.3	1.71
Virginia	2.97	3.03	3.01	6.5	272.80	128.1	2.13
Washington	2.54	2.96	2.69	9.1	317.59	102.8	3.09
West Virginia	1.83	2.03	1.98	8.2	64.05	15.7	4.07
Wisconsin	2.35	2.81	2.79	7.8	238.56	86.0	2.77
Wyoming	2.21	2.36	2.33	5.8	16.81	6.9	2.44

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
	Oct-10	Sep-11	Oct-11	Oct 10-11	Oct-10	Sep-11	Oct-11	Oct 10-11
	Birmingham, AL	10.9	13.6	13.6	24.8%	6.4	9.2	9.3
Phoenix, AZ	49.2	46.8	46.5	-5.5%	30.5	29.2	30.0	-1.7%
Tucson, AZ	10.8	12.1	11.9	10.4%	7.2	8.7	8.6	18.6%
Los Angeles, CA	155.1	155.9	158.0	1.9%	98.3	105.9	109.1	11.0%
Riverside, CA	24.7	26.6	26.4	6.9%	15.7	18.4	18.4	16.8%
Sacramento, CA	22.7	23.4	22.6	-0.4%	14.2	15.2	14.6	3.0%
San Diego, CA	39.5	38.1	38.4	-2.8%	25.2	25.6	26.2	3.8%
San Francisco, CA	88.9	91.7	91.8	3.3%	58.2	61.7	62.2	7.0%
San Jose, CA	43.4	41.6	41.6	-4.2%	25.4	24.6	24.7	-2.9%
Denver, CO	41.7	41.4	39.5	-5.3%	25.4	27.5	25.9	1.8%
Hartford, CT	22.4	23.8	24.3	8.6%	12.7	15.5	15.8	24.8%
Washington, DC	146.8	144.3	143.2	-2.5%	85.6	86.0	85.3	-0.4%
Jacksonville, FL	18.2	20.1	20.2	11.1%	11.8	14.5	14.8	25.2%
Miami, FL	55.6	57.0	57.3	3.0%	33.8	36.9	36.4	7.6%
Orlando, FL	30.2	32.3	32.9	8.9%	20.2	24.0	24.9	23.1%
Tampa, FL	37.6	37.3	38.4	2.1%	24.1	26.1	27.2	13.1%
Atlanta, GA	69.5	68.0	69.1	-0.5%	40.2	42.1	42.1	4.7%
Honolulu, HI	11.3	12.8	12.8	12.7%	8.7	10.3	10.4	20.0%
Chicago, IL	123.2	113.6	112.5	-8.7%	70.6	68.3	68.1	-3.6%
Indianapolis, IN	22.4	28.7	29.5	31.3%	12.8	19.3	20.0	56.6%
Louisville, KY	15.1	17.6	17.6	16.3%	8.9	11.5	11.9	34.0%
New Orleans, LA	13.3	14.2	14.7	10.8%	8.6	10.3	10.9	26.3%
Baltimore, MD	48.4	52.0	52.2	7.9%	29.5	34.6	35.8	21.1%
Boston, MA	97.6	97.0	96.6	-1.0%	58.9	61.8	63.5	7.8%
Detroit, MI	49.0	58.9	57.9	18.2%	32.0	39.2	39.9	25.0%
Minneapolis-St. Paul, MN	61.3	72.5	74.0	20.7%	38.2	47.5	49.3	29.0%
Kansas City, MO	31.2	34.8	34.5	10.8%	19.1	24.0	23.4	22.2%
St. Louis, MO	35.0	37.6	37.2	6.4%	21.7	25.7	25.6	18.1%
Las Vegas, NV	27.6	29.4	29.2	5.8%	19.9	21.7	21.9	10.2%
Buffalo, NY	15.3	15.3	16.9	10.8%	8.9	10.9	11.9	34.0%
New York, NY	253.1	243.2	247.5	-2.2%	161.5	160.8	168.2	4.1%
Rochester, NY	12.7	13.2	13.1	3.2%	7.9	9.3	9.1	14.8%
Charlotte, NC	30.6	33.3	33.9	10.6%	19.0	23.1	23.9	25.6%
Cincinnati, OH	25.9	29.7	29.7	14.5%	15.5	19.8	20.2	29.9%
Cleveland, OH	33.9	42.9	43.1	27.0%	22.6	31.1	30.0	32.6%
Columbus, OH	28.9	35.6	35.7	23.5%	18.9	24.9	25.6	35.4%
Oklahoma City, OK	16.8	20.5	20.1	19.9%	11.0	14.7	14.2	28.9%
Portland, OR	30.8	32.3	32.4	5.4%	19.7	22.0	22.3	13.0%
Philadelphia, PA	81.0	78.1	79.6	-1.7%	46.2	48.7	50.9	10.2%
Pittsburgh, PA	36.6	40.7	41.8	14.2%	22.9	28.9	30.1	31.5%
Providence, RI	21.4	23.0	23.6	10.2%	14.1	16.6	17.3	22.2%
Memphis, TN	13.2	15.5	16.0	20.5%	7.3	10.2	10.9	49.7%
Nashville, TN	22.5	26.4	26.6	18.1%	13.6	18.5	18.4	35.4%
Austin, TX	27.9	27.4	26.5	-5.2%	17.3	18.8	17.8	2.9%
Dallas, TX	87.4	86.6	85.2	-2.6%	48.9	53.5	51.6	5.5%
Houston, TX	66.1	66.6	67.6	2.3%	35.6	41.1	40.6	14.0%
San Antonio, TX	26.7	28.5	28.2	5.7%	17.1	20.5	20.5	19.9%
Salt Lake City, UT	16.6	21.3	21.3	28.8%	10.8	14.5	14.8	37.0%
Richmond, VA	18.0	19.3	19.9	10.8%	11.3	13.4	13.9	23.0%
Virginia Beach, VA	19.8	20.5	21.3	7.6%	12.8	14.2	15.2	18.9%
Seattle-Tacoma, WA	63.2	60.0	61.3	-3.0%	40.2	40.0	41.8	4.0%
Milwaukee, WI	28.6	31.1	32.0	12.0%	18.0	19.3	20.1	11.5%

Source: The Conference Board

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

Table 6: MSA Labor Supply /Labor Demand Indicators, Not Seasonally Adjusted							
Location ⁴	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Oct-10	Sep-11	Oct-11	Aug-11	Aug-11	Aug-11	Aug-11
Birmingham, AL	2.11	2.57	2.57	9.0	47.5	13.6	3.50
Phoenix, AZ	2.31	2.21	2.20	8.4	178.6	46.4	3.85
Tucson, AZ	2.21	2.49	2.47	8.4	40.9	11.6	3.53
Los Angeles, CA	2.40	2.42	2.45	11.8	757.3	160.8	4.71
Riverside, CA	1.41	1.53	1.52	14.1	245.3	27.4	8.94
Sacramento, CA	2.20	2.26	2.19	11.9	122.7	23.9	5.14
San Diego, CA	2.54	2.43	2.44	10.2	159.6	40.1	3.98
San Francisco, CA	3.98	4.11	4.12	9.7	216.3	94.1	2.30
San Jose, CA	4.83	4.57	4.56	10.0	91.1	43.9	2.07
Denver, CO	3.03	3.01	2.88	8.5	116.8	41.5	2.82
Hartford, CT	3.73	3.99	4.07	9.1	54.3	22.9	2.37
Washington, DC	4.80	4.68	4.64	6.1	188.4	145.4	1.30
Jacksonville, FL	2.63	2.90	2.92	10.4	72.0	20.3	3.55
Miami, FL	1.92	1.96	1.96	11.2	325.8	55.8	5.84
Orlando, FL	2.67	2.87	2.93	10.3	116.4	32.1	3.62
Tampa, FL	2.89	2.84	2.93	11.0	144.6	37.2	3.88
Atlanta, GA	2.62	2.55	2.59	10.4	277.4	68.9	4.02
Honolulu, HI	2.59	2.89	2.88	5.5	24.5	12.6	1.95
Chicago, IL	2.54	2.33	2.30	10.2	497.5	116.5	4.27
Indianapolis, IN	2.52	3.21	3.30	8.3	73.8	27.5	2.69
Louisville, KY	2.39	2.72	2.72	9.2	59.3	17.2	3.46
New Orleans, LA	2.41	2.63	2.72	7.3	39.5	13.6	2.90
Baltimore, MD	3.48	3.70	3.72	7.9	110.7	51.7	2.14
Boston, MA	3.84	3.78	3.77	6.4	164.4	100.0	1.64
Detroit, MI	2.37	2.86	2.81	12.9	265.3	56.8	4.67
Minneapolis-St. Paul, MN	3.32	3.87	3.95	6.7	125.7	70.4	1.79
Kansas City, MO	3.03	3.35	3.32	8.7	90.6	34.2	2.65
St. Louis, MO	2.44	2.58	2.55	9.1	132.3	39.3	3.37
Las Vegas, NV	2.88	3.08	3.06	14.2	135.7	29.3	4.63
Buffalo, NY	2.65	2.65	2.92	7.3	42.1	14.1	2.99
New York, NY	2.69	2.56	2.60	8.3	785.0	248.6	3.16
Rochester, NY	2.43	2.49	2.48	7.1	37.5	12.9	2.91
Charlotte, NC	3.59	3.89	3.95	11.1	95.5	33.0	2.89
Cincinnati, OH	2.32	2.63	2.63	8.7	98.7	29.4	3.35
Cleveland, OH	3.15	3.88	3.89	8.1	89.2	40.7	2.19
Columbus, OH	2.97	3.70	3.70	7.8	74.9	34.2	2.19
Oklahoma City, OK	2.94	3.66	3.59	5.0	28.1	19.7	1.43
Portland, OR	2.58	2.69	2.70	9.0	107.5	33.8	3.18
Philadelphia, PA	2.76	2.63	2.69	9.1	269.6	81.4	3.31
Pittsburgh, PA	3.04	3.27	3.36	7.8	96.7	43.8	2.21
Providence, RI	3.00	3.28	3.36	10.4	72.6	23.5	3.09
Memphis, TN	2.19	2.48	2.55	10.3	64.4	15.5	4.16
Nashville, TN	2.73	3.14	3.16	8.5	71.4	25.7	2.78
Austin, TX	3.07	2.97	2.87	7.3	67.9	27.7	2.45
Dallas, TX	2.71	2.66	2.61	8.4	273.2	86.7	3.15
Houston, TX	2.28	2.25	2.29	8.6	254.2	64.3	3.95
San Antonio, TX	2.70	2.84	2.80	7.8	78.8	28.4	2.78
Salt Lake City, UT	2.75	3.57	3.58	7.4	44.4	20.8	2.14
Richmond, VA	2.76	2.95	3.04	7.4	48.2	19.5	2.47
Virginia Beach, VA	2.42	2.43	2.53	7.3	61.8	21.0	2.94
Seattle-Tacoma, WA	3.35	3.21	3.28	8.7	161.6	61.3	2.64
Milwaukee, WI	3.60	3.82	3.93	8.0	65.2	30.1	2.17

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
	Oct-10	Sep-11	Oct-11	Oct-Sep 11	Sep-11	Sep-11	
Total	3,683.4	3,947.1	3,933.4	-13.7	13,992.0	3.5	\$21.35
Management	378.9	377.9	371.8	-6.0	720.6	1.9	\$50.69
Business and financial operations	219.8	235.1	232.6	-2.4	371.0	1.6	\$32.54
Computer and mathematical science	490.9	518.8	515.1	-3.7	175.8	0.3	\$37.13
Architecture and engineering	133.8	141.2	138.3	-2.9	152.2	1.1	\$36.32
Life, physical, and social science	60.6	61.6	60.2	-1.4	45.6	0.7	\$31.92
Community and social services	54.6	48.1	48.2	0.0	117.6	2.4	\$20.76
Legal	26.6	21.6	21.2	-0.4	82.4	3.8	\$46.60
Education, training, and library	82.1	89.6	93.4	3.8	376.3	4.2	\$24.25
Arts, design, entertainment, sports, and media	86.8	94.3	92.9	-1.4	238.3	2.5	\$25.14
Healthcare practitioners and technical	529.7	531.6	506.6	-25.0	203.0	0.4	\$34.27
Healthcare support	116.2	115.8	114.1	-1.7	299.6	2.6	\$12.94
Protective service	37.1	30.3	32.0	1.7	209.8	6.9	\$20.43
Food preparation and serving related	100.2	120.2	119.9	-0.3	1,158.7	9.6	\$10.21
Building and grounds cleaning and maintenance	44.3	57.7	56.9	-0.8	764.6	13.3	\$12.16
Personal care and service	55.4	63.1	63.6	0.4	507.9	8.0	\$11.82
Sales and related	500.4	502.0	510.7	8.7	1,562.3	3.1	\$17.69
Office and administrative support	401.0	438.6	468.7	30.1	1,670.0	3.8	\$16.09
Farming, fishing, and forestry	4.0	5.1	5.3	0.2	180.2	35.0	\$11.70
Construction and extraction	52.3	73.9	76.6	2.7	1,399.4	18.9	\$21.09
Installation, maintenance, and repair	123.4	145.2	145.5	0.3	438.9	3.0	\$20.58
Production	95.8	117.1	116.8	-0.2	986.4	8.4	\$16.24
Transportation and material moving	149.2	190.0	198.9	8.9	1,059.0	5.6	\$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
	Oct-11	Wage ²	Oct-11	Wage ²	Oct-11	Wage ²
United States	635,422	\$41.56	1,558,591	\$30.49	408,769	\$12.42
Alabama	4,734	\$38.77	14,356	\$27.47	3,664	\$10.81
Alaska	1,825	\$38.63	6,538	\$33.02	1,838	\$14.68
Arizona	10,229	\$37.11	27,601	\$29.16	7,601	\$12.65
Arkansas	3,235	\$33.62	8,593	\$24.51	2,432	\$10.36
California	80,210	\$46.79	185,941	\$35.75	37,931	\$13.78
Colorado	10,338	\$40.53	28,458	\$31.71	7,391	\$12.78
Connecticut	10,531	\$47.26	21,669	\$30.64	4,844	\$14.27
Delaware	2,359	\$43.68	5,727	\$32.78	1,186	\$12.53
Florida	29,535	\$36.88	74,779	\$28.83	29,083	\$11.97
Georgia	18,140	\$42.02	46,076	\$27.94	8,821	\$11.26
Hawaii	1,890	\$37.04	4,012	\$29.01	2,623	\$13.78
Idaho	2,094	\$32.68	6,272	\$25.75	2,835	\$11.23
Illinois	28,869	\$40.22	56,987	\$31.17	11,267	\$13.02
Indiana	9,494	\$36.74	20,558	\$26.25	5,906	\$11.34
Iowa	4,747	\$20.64	13,771	\$24.77	4,443	\$11.16
Kansas	4,491	\$14.65	12,598	\$25.84	2,865	\$11.13
Kentucky	5,050	\$34.54	13,253	\$26.01	3,907	\$10.79
Louisiana	5,423	\$35.30	13,576	\$26.15	4,968	\$10.94
Maine	2,030	\$33.87	7,180	\$26.91	2,871	\$11.77
Maryland	14,213	\$44.13	41,914	\$33.04	8,967	\$13.45
Massachusetts	23,154	\$47.86	49,372	\$34.34	11,428	\$14.71
Michigan	14,806	\$39.36	38,654	\$29.72	12,715	\$7.66
Minnesota	16,660	\$39.60	37,146	\$30.07	9,967	\$12.30
Mississippi	2,204	\$32.42	5,899	\$23.13	1,792	\$10.25
Missouri	10,749	\$36.46	27,513	\$29.17	9,184	\$11.04
Montana	1,513	\$30.33	5,017	\$23.42	2,125	\$11.07
Nebraska	4,122	\$35.36	10,817	\$25.50	3,538	\$11.08
Nevada	4,799	\$39.05	12,223	\$30.68	5,735	\$13.18
New Hampshire	2,533	\$28.04	7,885	\$29.12	2,386	\$12.66
New Jersey	22,663	\$48.29	50,731	\$33.63	14,728	\$14.42
New Mexico	2,483	\$36.83	9,546	\$28.60	2,317	\$11.31
New York	48,727	\$50.55	86,701	\$24.69	25,359	\$14.32
North Carolina	14,791	\$40.64	42,929	\$27.70	11,538	\$11.20
North Dakota	1,518	\$33.91	4,218	\$23.88	1,755	\$11.11
Ohio	22,251	\$38.09	55,772	\$28.45	15,847	\$11.63
Oklahoma	5,352	\$32.80	13,739	\$24.85	5,000	\$10.81
Oregon	6,843	\$37.86	19,525	\$29.64	5,709	\$12.86
Pennsylvania	24,520	\$40.05	57,142	\$29.47	19,111	\$12.40
Rhode Island	2,392	\$43.60	5,828	\$31.80	2,291	\$13.17
South Carolina	4,976	\$37.26	16,812	\$26.50	5,346	\$10.95
South Dakota	1,614	\$31.95	4,369	\$23.27	1,937	\$10.60
Tennessee	9,162	\$36.06	23,663	\$26.01	7,790	\$11.03
Texas	45,784	\$40.99	105,624	\$29.71	23,718	\$11.28
Utah	3,998	\$35.46	10,638	\$26.76	3,515	\$11.52
Vermont	1,458	\$36.75	4,848	\$27.18	1,790	\$12.86
Virginia	22,864	\$43.99	60,147	\$33.02	11,312	\$12.38
Washington	17,325	\$42.92	42,497	\$32.35	9,572	\$14.20
West Virginia	1,696	\$31.67	5,517	\$24.17	1,654	\$10.24
Wisconsin	11,742	\$36.73	30,298	\$28.44	9,644	\$11.66
Wyoming	856	\$35.20	2,695	\$26.22	704	\$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
	Oct-11	Wage ¹	Oct-11	Wage ¹	Oct-11	Wage ¹
United States	1,059,501	\$16.71	242,340	\$20.48	353,924	\$15.96
Alabama	12,631	\$14.47	3,014	\$18.05	5,350	\$15.05
Alaska	3,947	\$17.58	1,242	\$27.74	1,007	\$20.77
Arizona	18,716	\$16.30	4,199	\$18.74	4,549	\$16.06
Arkansas	7,170	\$14.09	1,799	\$16.80	3,535	\$6.78
California	116,401	\$18.32	18,517	\$21.78	25,980	\$16.11
Colorado	18,712	\$17.80	5,042	\$20.66	5,583	\$16.53
Connecticut	15,106	\$19.71	2,981	\$24.00	5,051	\$17.37
Delaware	3,742	\$17.07	752	\$21.31	1,007	\$15.73
Florida	70,884	\$16.01	13,805	\$17.86	13,389	\$15.07
Georgia	25,297	\$15.97	5,427	\$18.66	8,324	\$14.99
Hawaii	4,858	\$16.27	1,037	\$26.00	910	\$17.85
Idaho	5,742	\$15.05	1,813	\$18.15	2,088	\$14.64
Illinois	36,313	\$17.45	5,895	\$24.16	12,537	\$16.42
Indiana	19,053	\$15.50	4,535	\$20.67	9,702	\$15.85
Iowa	10,615	\$15.03	3,258	\$18.83	6,137	\$15.34
Kansas	8,644	\$15.27	2,177	\$19.33	3,304	\$8.91
Kentucky	11,078	\$14.61	2,632	\$18.51	5,617	\$16.13
Louisiana	13,644	\$14.08	3,824	\$18.44	5,126	\$17.14
Maine	4,764	\$14.96	1,143	\$18.72	1,514	\$15.67
Maryland	24,918	\$17.43	4,999	\$21.59	5,345	\$16.98
Massachusetts	28,134	\$19.41	5,512	\$24.68	7,983	\$17.08
Michigan	30,866	\$16.29	8,494	\$21.15	14,305	\$17.06
Minnesota	25,420	\$17.34	6,349	\$22.64	11,630	\$16.51
Mississippi	5,719	\$13.40	1,583	\$16.72	2,563	\$14.04
Missouri	22,315	\$15.45	5,768	\$20.93	8,982	\$15.42
Montana	3,882	\$14.18	1,518	\$19.09	1,645	\$15.90
Nebraska	8,566	\$14.89	2,654	\$18.57	3,294	\$15.61
Nevada	13,182	\$15.90	2,583	\$24.10	2,692	\$16.43
New Hampshire	5,628	\$16.70	1,389	\$9.28	2,100	\$16.17
New Jersey	37,508	\$18.57	6,788	\$24.78	10,170	\$9.71
New Mexico	5,658	\$14.38	1,397	\$17.86	1,557	\$16.08
New York	65,131	\$19.24	11,927	\$24.42	15,954	\$17.29
North Carolina	28,864	\$15.81	7,485	\$18.05	9,014	\$14.68
North Dakota	3,830	\$14.36	2,271	\$20.01	2,605	\$16.38
Ohio	43,828	\$15.85	12,483	\$20.29	22,219	\$15.68
Oklahoma	12,803	\$13.97	4,190	\$17.77	5,982	\$15.04
Oregon	12,141	\$16.74	2,913	\$21.18	4,219	\$16.01
Pennsylvania	45,646	\$16.70	11,984	\$20.55	19,802	\$16.24
Rhode Island	5,339	\$17.39	1,075	\$21.75	1,565	\$15.61
South Carolina	13,424	\$14.72	3,482	\$17.66	4,940	\$15.23
South Dakota	3,746	\$13.79	1,873	\$16.97	2,075	\$13.94
Tennessee	22,246	\$15.14	5,222	\$18.20	8,982	\$14.87
Texas	71,245	\$16.19	18,281	\$18.08	25,246	\$15.51
Utah	11,121	\$15.23	1,913	\$19.37	2,585	\$15.84
Vermont	2,982	\$15.97	1,059	\$19.06	1,411	\$15.54
Virginia	27,861	\$16.79	6,465	\$19.70	7,128	\$15.93
Washington	21,659	\$17.89	4,959	\$13.48	6,423	\$18.13
West Virginia	4,655	\$13.25	1,448	\$18.95	2,164	\$15.19
Wisconsin	22,896	\$15.93	6,270	\$21.29	13,521	\$16.21
Wyoming	1,794	\$14.91	829	\$21.97	990	\$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
	Oct-11	Wage ²	Oct-11	Wage ²	Oct-11	Wage ²
United States	635,422	\$41.56	1,558,591	\$30.49	408,769	\$12.42
Birmingham, AL	1,684	\$14.45	3,882	\$28.30	1,305	\$11.40
Phoenix, AZ	7,245	\$37.84	17,566	\$29.89	4,748	\$12.65
Tucson, AZ	1,341	\$36.40	4,106	\$29.39	1,481	\$12.48
Los Angeles, CA	28,540	\$46.93	57,754	\$35.26	13,132	\$13.46
Riverside, CA	2,844	\$40.21	7,498	\$31.90	3,455	\$13.11
Sacramento, CA	3,749	\$41.02	9,140	\$28.63	1,927	\$13.91
San Diego, CA	5,975	\$44.85	16,438	\$33.99	3,592	\$10.41
San Francisco, CA	20,117	\$51.88	41,578	\$39.06	6,855	\$14.87
San Jose, CA	8,231	\$57.78	24,583	\$45.50	1,489	\$14.70
Denver, CO	6,825	\$42.13	15,666	\$33.65	3,265	\$12.85
Hartford, CT	4,209	\$44.15	8,751	\$32.92	1,814	\$14.18
Washington, DC	29,044	\$49.38	69,065	\$39.80	11,692	\$10.73
Jacksonville, FL	2,867	\$36.62	6,343	\$28.92	2,037	\$11.58
Miami, FL	8,994	\$39.82	18,871	\$29.89	7,058	\$12.67
Orlando, FL	4,101	\$19.84	9,299	\$28.18	4,219	\$9.58
Tampa, FL	5,635	\$36.80	13,842	\$29.90	4,248	\$11.90
Atlanta, GA	13,639	\$44.11	31,630	\$29.90	4,680	\$11.69
Honolulu, HI	1,574	\$37.40	3,017	\$29.25	2,266	\$13.49
Chicago, IL	24,161	\$41.95	42,483	\$32.53	8,491	\$13.33
Indianapolis, IN	4,823	\$37.42	8,135	\$28.17	2,495	\$11.95
Louisville, KY	2,295	\$36.93	5,380	\$27.22	1,741	\$9.81
New Orleans, LA	1,746	\$36.66	3,684	\$26.25	2,205	\$11.50
Baltimore, MD	7,073	\$42.48	19,092	\$33.45	5,327	\$13.66
Boston, MA	19,288	\$49.25	39,538	\$35.64	8,730	\$14.97
Detroit, MI	8,004	\$42.06	19,393	\$31.81	6,075	\$12.36
Minneapolis-St. Paul, MN	12,252	\$41.64	26,249	\$31.68	6,464	\$12.75
Kansas City, MO	4,591	\$38.35	11,282	\$28.28	3,524	\$9.80
St. Louis, MO	5,488	\$39.36	12,824	\$28.60	3,869	\$11.57
Las Vegas, NV	3,506	\$39.79	8,325	\$30.67	4,314	\$13.34
Buffalo, NY	1,832	\$38.91	4,161	\$27.78	2,025	\$12.50
New York, NY	51,404	\$53.19	92,171	\$34.12	24,604	\$14.91
Rochester, NY	1,362	\$41.51	3,784	\$27.96	1,546	\$12.46
Charlotte, NC	5,657	\$43.31	12,550	\$29.03	2,710	\$11.83
Cincinnati, OH	4,834	\$39.40	8,903	\$29.17	2,402	\$11.74
Cleveland, OH	6,003	\$39.12	15,473	\$28.96	4,138	\$12.34
Columbus, OH	5,053	\$38.61	11,695	\$30.34	3,325	\$12.09
Oklahoma City, OK	2,403	\$33.84	5,353	\$27.14	2,230	\$11.03
Portland, OR	4,959	\$40.68	12,901	\$31.59	3,176	\$13.24
Philadelphia, PA	14,451	\$44.67	30,212	\$29.69	7,488	\$13.50
Pittsburgh, PA	5,594	\$38.67	11,711	\$29.29	5,231	\$11.97
Providence, RI	2,896	\$42.82	7,081	\$29.59	3,027	\$13.22
Memphis, TN	1,899	\$38.50	4,781	\$27.61	1,429	\$11.59
Nashville, TN	3,978	\$37.46	7,902	\$26.80	2,565	\$11.17
Austin, TX	4,264	\$52.04	11,086	\$31.56	2,279	\$11.65
Dallas, TX	15,926	\$42.75	34,094	\$31.75	6,099	\$11.77
Houston, TX	13,618	\$44.91	25,720	\$32.90	4,257	\$11.41
San Antonio, TX	3,422	\$37.08	8,763	\$28.73	3,527	\$11.00
Salt Lake City, UT	2,798	\$37.06	6,781	\$28.69	2,138	\$11.94
Richmond, VA	3,263	\$39.55	6,970	\$29.01	1,926	\$12.11
Virginia Beach, VA	2,313	\$37.40	6,796	\$29.01	2,433	\$11.53
Seattle-Tacoma, WA	11,267	\$45.03	27,802	\$34.74	5,196	\$14.65
Milwaukee, WI	4,414	\$40.00	10,055	\$30.97	3,305	\$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
	Oct-11	Wage ¹	Oct-11	Wage ¹	Oct-11	Wage ¹
United States	1,059,501	\$16.71	242,340	\$20.48	353,924	\$15.96
Birmingham, AL	4,437	\$16.03	1,036	\$18.79	1,400	\$15.06
Phoenix, AZ	12,407	\$16.93	2,534	\$9.56	2,849	\$16.31
Tucson, AZ	3,381	\$14.98	955	\$18.74	805	\$15.11
Los Angeles, CA	45,527	\$18.27	5,930	\$23.18	9,233	\$15.33
Riverside, CA	8,714	\$16.11	1,570	\$22.03	2,598	\$15.37
Sacramento, CA	5,597	\$17.91	1,168	\$22.85	1,345	\$16.73
San Diego, CA	9,423	\$17.93	1,614	\$22.97	1,988	\$15.81
San Francisco, CA	18,399	\$21.27	3,039	\$27.46	3,332	\$18.80
San Jose, CA	5,974	\$22.01	889	\$26.87	1,132	\$17.75
Denver, CO	9,486	\$19.00	2,487	\$20.98	2,471	\$16.85
Hartford, CT	6,582	\$18.75	1,263	\$24.06	2,004	\$17.61
Washington, DC	26,742	\$19.24	5,209	\$22.48	4,087	\$17.57
Jacksonville, FL	6,448	\$16.32	1,240	\$18.77	1,559	\$15.98
Miami, FL	17,856	\$16.92	2,773	\$18.76	2,498	\$15.38
Orlando, FL	11,672	\$15.47	2,143	\$18.13	1,872	\$15.31
Tampa, FL	11,086	\$16.30	2,160	\$17.90	2,039	\$14.11
Atlanta, GA	14,280	\$17.33	2,768	\$19.76	3,564	\$15.83
Honolulu, HI	4,328	\$16.47	909	\$27.08	797	\$18.48
Chicago, IL	27,658	\$18.23	3,979	\$25.35	8,042	\$16.64
Indianapolis, IN	9,244	\$9.67	1,975	\$21.41	3,244	\$15.80
Louisville, KY	5,123	\$6.59	1,176	\$19.02	2,098	\$17.34
New Orleans, LA	4,745	\$15.13	1,179	\$19.11	1,300	\$17.64
Baltimore, MD	14,848	\$17.67	3,241	\$21.36	3,251	\$17.42
Boston, MA	21,406	\$20.24	3,862	\$25.50	5,309	\$17.42
Detroit, MI	14,486	\$17.55	4,228	\$22.70	6,141	\$18.49
Minneapolis-St. Paul, MN	18,658	\$18.65	4,246	\$24.64	7,355	\$17.21
Kansas City, MO	9,866	\$16.89	2,404	\$22.03	3,282	\$16.24
St. Louis, MO	10,327	\$16.66	2,100	\$23.47	3,114	\$16.60
Las Vegas, NV	10,139	\$15.92	1,664	\$24.66	1,583	\$16.23
Buffalo, NY	5,675	\$16.12	1,319	\$21.16	2,060	\$16.21
New York, NY	61,565	\$20.28	8,848	\$26.14	12,293	\$17.36
Rochester, NY	3,789	\$16.07	1,142	\$20.17	1,671	\$15.62
Charlotte, NC	9,118	\$17.43	1,921	\$19.32	2,367	\$15.83
Cincinnati, OH	8,802	\$16.74	1,974	\$20.31	3,302	\$16.41
Cleveland, OH	10,430	\$16.81	2,954	\$21.76	4,778	\$16.22
Columbus, OH	9,517	\$16.49	2,396	\$20.45	4,265	\$15.45
Oklahoma City, OK	6,279	\$14.43	1,968	\$18.41	2,156	\$14.85
Portland, OR	7,520	\$17.90	1,783	\$22.76	2,574	\$16.73
Philadelphia, PA	19,527	\$18.50	4,057	\$23.26	5,172	\$17.20
Pittsburgh, PA	11,816	\$16.17	3,420	\$20.29	4,562	\$16.31
Providence, RI	7,015	\$16.97	1,522	\$21.76	2,222	\$15.56
Memphis, TN	5,167	\$15.83	1,044	\$19.21	1,844	\$15.41
Nashville, TN	8,492	\$16.05	1,576	\$18.80	2,416	\$15.46
Austin, TX	6,362	\$17.48	1,364	\$17.80	1,537	\$14.39
Dallas, TX	20,332	\$17.66	4,247	\$18.58	5,903	\$15.51
Houston, TX	15,624	\$17.27	3,947	\$19.33	5,588	\$17.19
San Antonio, TX	7,951	\$15.17	2,125	\$16.58	2,721	\$13.82
Salt Lake City, UT	7,144	\$16.32	1,167	\$19.33	1,560	\$16.05
Richmond, VA	5,043	\$17.27	1,419	\$19.78	1,520	\$15.58
Virginia Beach, VA	6,190	\$15.17	1,986	\$19.18	1,782	\$16.37
Seattle-Tacoma, WA	12,757	\$19.20	2,353	\$25.10	3,230	\$19.28
Milwaukee, WI	8,418	\$17.71	2,036	\$23.21	4,230	\$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.