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For Immediate Release 10:00 AM ET, Wednesday, September 5, 2012

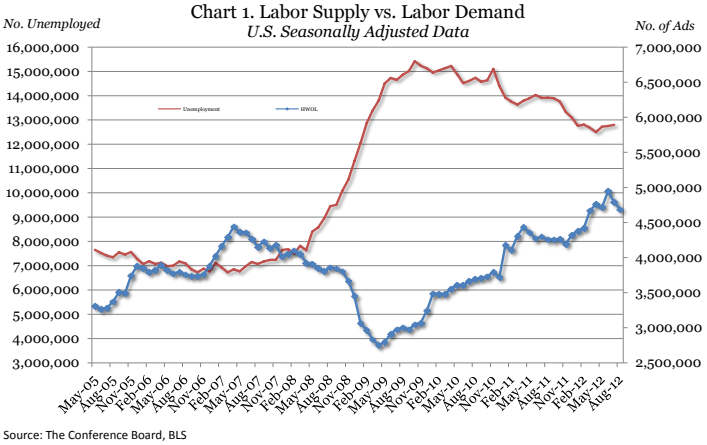
Online Labor Demand down 108,700 in August

- **Labor demand slowed significantly this summer, declining 262,000 in July and August; the average monthly increase for 2012 stands at 45,000 per month**
- **Sharp contrast between Professional and Services Occupations persists; supply/demand rate four times higher in Services, see page 7**
- **Haver Analytics: The HWOL press release time series (over 3,000 series) is available on Haver Analytics, see Program Notes page 9**

NEW YORK, September 5, 2012…Online advertised vacancies fell 108,700 in August to 4,684,800, according to ***The Conference Board Help Wanted OnLine*® (HWOL) Data Series** released today. The combined July and August losses of 262,000 bring HWOL basically back in line with the May 2012 level. The Supply/Demand rate stands at 2.7 unemployed for every vacancy. In July, the number of unemployed was 8 million above the number of advertised vacancies, down from 10 million in the fall of 2011.

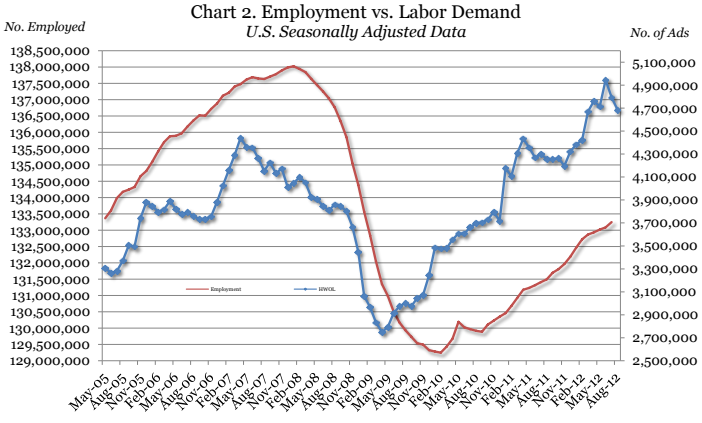
"So far, 2012 is shaping up to be a very slow-growth recovery for labor demand," said June Shelp, Vice President at The Conference Board. "August is a month when we normally expect to see employers gear up for the fall, but this year, labor demand was disappointingly below seasonal expectations." On the positive side, the U.S. has an average monthly increase of 45,000, and 45 of the 50 States are still showing gains for the year. (See section on **Performance of States**, page 4.)

Chart 1. Labor Supply vs. Labor Demand
U.S. Seasonally Adjusted Data



Source: The Conference Board, BLS

Chart 2. Employment vs. Labor Demand
U.S. Seasonally Adjusted Data



Source: The Conference Board, BLS

1 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 historical series for States and the 52 largest MSA is available from **Haver Analytics**. The underlying data for The Conference Board HWOL are scraped by **Wanted Technologies Corporation**.

REGIONAL AND STATE HIGHLIGHTS

Labor demand falls in 18 of the 20 largest States in August

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	**Total Ads[1] (Thousands)** Aug-12	**M-O-M Change (Thousands)** Aug-Jul 12	**Supply/ Demand Rate[2]** Jul-12	**Recent Trend[3]**
United States	**4,684.8**	**-108.7**	**2.67**	↑ **11/11**
NORTHEAST	**886.0**	**-44.8**	**2.56**	
Massachusetts	140.5	-4.1	1.46	↑ 11/11
New Jersey	152.8	-1.4	2.92	↑ 1/12
New York	275.6	-11.3	3.03	↑ 11/11
Pennsylvania	181.4	-11.7	2.63	↑ 1/12
SOUTH	**1,628.2**	**-12.9**	**2.73**	
Florida	264.3	-0.1	3.09	↑ 1/12
Georgia	126.1	-3.1	3.42	↑ 9/11
Maryland	113.3	-3.8	1.84	↑ 1/12
North Carolina	130.9	0.1	3.40	↑ 1/12
Texas	354.2	0.9	2.56	↑ 8/11
Virginia	155.0	-0.8	1.63	↑ 12/11
MIDWEST	**1,031.9**	**-29.0**	**2.40**	
Illinois	177.9	-4.4	3.22	↑ 9/11
Michigan	136.1	-3.2	3.02	↑ 1/12
Minnesota	120.9	-2.4	1.40	↑ 1/12
Missouri	87.9	-0.4	2.45	↑ 11/11
Ohio	182.5	-4.7	2.23	↑ 11/11
Wisconsin	98.1	-4.6	2.18	↑ 11/11
WEST	**1,055.2**	**-35.8**	**3.11**	
Arizona	86.4	-4.3	2.74	↑ 8/11
California	514.8	-13.3	3.71	↑ 11/11
Colorado	97.8	-4.7	2.22	↑ 8/11
Washington	111.5	-6.3	2.53	↑ 11/11

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) .

Changes for the Month of August

In August, online labor demand declined in 42 of the 50 States in the U.S. (Table 3). States that posted increases included Mississippi (+1,100), Texas (+900), Alaska (+800), North Dakota (+400), Montana (+300), West Virginia (+300), Delaware (+200), and North Carolina (+100). (For details of each State see Table 3.)

Online labor demand in the **Northeast** fell 44,800 in August. Pennsylvania declined 11,700 for a cumulative gain of 4,400, or 2.5 percent, so far this year. New York fell 11,300 in August for a cumulative gain of 22,600, or 8.9 percent, in 2012. Massachusetts fell 4,100 for a cumulative gain of 12,900, or 10.1 percent, in 2012. New Jersey dropped 1,400 for a cumulative gain of 10,100, or 7.1 percent, this year. Among the smaller States in the Northeast, August labor demand decreased by 800 in Rhode Island , 600 in Connecticut, 500 in New Hampshire, and 300 in Maine (Table 3).

In the **West** online labor demand fell 35,800 in August. California, the largest State, dropped 13,300 in August but was up 51,500, or 11.1 percent, in the first eight months of 2012. Washington dropped 6,300 in August and was up 7,800, or 7.5 percent, so far this year. Colorado fell 4,700 for a cumulative 2012 gain of 12,100, or 14.2 percent. Arizona dropped 4,300 for a cumulative gain of 6,900, or 8.7 percent. Among the smaller States, in August, Nevada decreased by 2,600, Oregon dropped 1,600, and Utah fell 1,000 (Table 3).

Online labor demand in the **Midwest** dropped 29,000 in August. Ohio experienced the largest decline, 4,700, while Wisconsin posted a drop of 4,600. The August decline in Ohio brought the eight-month total for 2012 to a gain of 13,400, or 7.9 percent. Wisconsin's cumulative gain was just 800, or 0.9 percent. Illinois was down 4,400 in August for a year-to-date gain of 19,700, or 12.4 percent. Michigan fell 3,200 for a cumulative gain of 12,300, or 9.9 percent. Minnesota was down 2,400 for a 2012 gain of 11,900, or 10.9 percent. Missouri dropped 400 for a cumulative gain of 3,100, or 3.6 percent. Among the smaller Midwest States, in August Indiana lost 1,700, Kansas dropped 1,400, South Dakota lost 300, and North Dakota gained 400.

Online labor demand in the **South** fell 12,900 in August (Table A) with Texas and North Carolina posting slight increases (900 and 100 respectively). Texas's cumulative 2012 increase was 45,900, or 14.9 percent; North Carolina's was 14,100, or 12.0 percent. Maryland dropped 3,800 in August for a year-to-date gain of 9,500, or 9.2 percent. Georgia lost 3,100 for an eight-month increase of 9,500, or 8.1 percent. Virginia dropped 800 for a cumulative increase of 18,100, or 13.3 percent. Florida lost a mere 100 for a cumulative gain of 23,400, or 9.7 percent. In August among the smaller States, Tennessee fell 600, South Carolina lost 300, and Arkansas and Louisiana both fell 100.

The Supply/Demand rate for the U.S. in July (the latest month for which the national unemployment number is available) stands at 2.67, indicating that there are between 2 and 3 unemployed workers for every online advertised vacancy. Nationally, there are 8 million more unemployed workers than advertised vacancies.

The Supply/Demand rates for the States are also for July 2012, the latest month available for unemployment data. The number of advertised vacancies exceeded the number of unemployed only in North Dakota, where the Supply/Demand rate was 0.68. The State with the highest Supply/Demand rate is Mississippi (5.57), where there were between five and six unemployed workers for every online advertised vacancy. Note 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).

Performance of States in 2012

Although labor demand was less than seasonally expected in July and August, eighteen States posted gains of 10 percent or more since December 2011. “The gains, while modest, indicate that employers are continuing to look for workers to replace staff members that have left and to hire additional staff,” said Shelp. These eighteen States are spread across the U.S. The **Midwest** and the **West** had the largest numbers of States, with six States in the Midwest (Nebraska, Kansas, Illinois, Minnesota, Indiana, and Michigan) and six in the West (Hawaii, Colorado, Alaska, Nevada, California, and Utah) with gains at or above 10 percent. The five States in the **South** that had increases of 10 percent or more included Oklahoma, Texas, Virginia, North Carolina, and Florida. In the **Northeast** only one State made the list—Massachusetts.

Table A1: States 10 Percent or More above December 2011 Levels, Seasonally Adjusted

Location	Total Ads[1] (Thousands) Dec-11	Total Ads[1] (Thousands) Aug-12	Change (Thousands) Dec 11 - Aug 12	% Change Dec 11 - Aug 12
NORTHEAST	**838.4**	**886.0**	**47.6**	**6%**
Massachusetts	127.6	140.5	12.9	10%
SOUTH	**1,462.4**	**1,628.2**	**165.8**	**11%**
Oklahoma	46.9	55.8	8.8	19%
Texas	308.2	354.2	45.9	15%
Virginia	136.9	155.0	18.1	13%
North Carolina	116.8	130.9	14.1	12%
Florida	240.9	264.3	23.4	10%
MIDWEST	**958.7**	**1,031.9**	**73.2**	**8%**
Nebraska	30.3	36.9	6.5	22%
Kansas	33.4	38.7	5.4	16%
Illinois	158.2	177.9	19.7	12%
Minnesota	109.0	120.9	11.9	11%
Indiana	70.5	78.1	7.6	11%
Michigan	123.8	136.1	12.3	10%
WEST	**972.2**	**1,055.2**	**83.0**	**9%**
Hawaii	16.1	18.5	2.4	15%
Colorado	85.6	97.8	12.1	14%
Alaska	17.0	19.4	2.4	14%
Nevada	40.4	46.0	5.6	14%
California	463.3	514.8	51.5	11%
Utah	33.5	36.7	3.2	10%

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.

METRO AREA HIGHLIGHTS

- **In August the largest metro areas posted drops in labor demand**
- **8 of the 20 largest metro areas have supply/demand rates below 2, indicating that there are fewer than two unemployed workers for every online advertised vacancy**

Table B: MSA Labor Demand, Selected MSA's, Seasonally Adjusted			
Location	**Total Ads[1] (Thousands)** Aug-12	**M-O-M Change (Thousands)** Aug-Jul 12	**Supply/ Demand Rate[2]** Jul-12
United States	**4,684.8**	**-108.7**	**2.67**
NORTHEAST	**886.0**	**-44.8**	**2.56**
Boston, MA	110.5	-4.4	1.21
New York, NY	272.8	-10.4	3.13
Philadelphia, PA	89.0	-5.1	2.74
SOUTH	**1,628.2**	**-12.9**	**2.73**
Atlanta, GA	81.1	-3.2	2.89
Baltimore, MD	58.8	-1.5	1.76
Dallas, TX	109.7	-3.1	2.07
Houston, TX	87.5	-0.3	2.45
Miami, FL	68.2	-0.6	3.68
Washington, DC	164.8	-4.2	1.03
MIDWEST	**1,031.9**	**-29.0**	**2.40**
Chicago, IL	136.9	-4.0	3.01
Cleveland, OH	43.7	-1.2	1.68
Detroit, MI	66.3	-1.0	3.01
Minneapolis-St. Paul, MN	86.5	-2.3	1.17
WEST	**1,055.2**	**-35.8**	**3.11**
Denver, CO	54.0	-2.9	2.03
Los Angeles, CA	180.4	-2.9	3.62
Phoenix, AZ	57.3	-3.6	2.40
San Diego, CA	44.2	-1.0	3.17
San Francisco, CA	109.0	-2.5	1.70
San Jose, CA	49.8	-2.4	1.55
Seattle-Tacoma, WA	74.0	-6.1	1.86

1. Total ads are all unduplicated ads appearing during the reference period. This 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.

In August, all of the largest MSAs and a total of 47 of the 52 metropolitan areas for which data are reported separately posted drops in the number of advertised vacancies (Table 5).

A number of the largest metro areas have shown strength in online advertised vacancies since the official end of the recession in June 2009. Ten have posted increases of at least 100 percent: Minneapolis-St. Paul (up 141%), Detroit (up 139%), Cleveland (up 129%), Milwaukee (up 117%), Nashville (up 117%), Columbus (up 114%), San Jose (up 107%), Indianapolis (up 107%), Charlotte (up 105%), and Louisville (up 100%).

Seventeen MSAs had Supply/Demand rates in July 2012 (the latest available data for unemployment) lower than 2, indicating there are fewer than two unemployed for every advertised vacancy (See Table 6). Washington, DC continues to have the most favorable Supply/Demand rate (1.03) with essentially one advertised vacancy for every unemployed worker. Oklahoma City (1.13), Minneapolis-St. Paul (1.17), Boston (1.21), Salt Lake City (1.46), and Columbus (1.47) had the next lowest Supply/Demand rates.

Metro areas in which the number of unemployed is substantially above the number of online advertised vacancies include Riverside, CA with over 7 unemployed workers for every advertised vacancy (7.59); Sacramento (4.09); Miami (3.68); Los Angeles (3.62); and Las Vegas (3.60). Supply/Demand rate data are for July 2012, the latest month for which unemployment data for local areas are available (Table B & Table 6).

OCCUPATIONAL HIGHLIGHTS

In August:

- **5 of the 22 major occupational groups in the Standard Occupational Classifications (SOC) posted gains while 17 declined (Table C and Table 7)**
- **Among the top 10 occupations for labor demand, Healthcare practitioners and technical occupations experienced the only increase, +16,300**

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

SOC[1]	Occupation	Total Ads (Thousands) Aug-12	M-O-M Change (Thousands) Aug-Jul 12	Unemployed (Thousands) Jul-12	Supply/ Demand Rate[2] Jul-12	Average Hourly Wage[3]
41	Sales and related	630.0	-36.6	1,305.5	1.96	$18.04
29	Healthcare practitioners and technical	606.9	16.3	257.1	0.44	$34.97
15	Computer and mathematical science	602.6	-26.8	123.2	0.20	$37.85
43	Office and administrative support	492.7	-11.3	1,391.1	2.76	$16.40
11	Management	456.2	-11.2	588.2	1.26	$51.64
13	Business and financial operations	278.4	-3.5	349.9	1.24	$33.05
53	Transportation and material moving	226.4	-7.7	1,030.0	4.40	$15.96
35	Food preparation and serving related	176.0	-17.0	884.8	4.58	$10.30
17	Architecture and engineering	168.1	-6.0	124.1	0.71	$37.08
49	Installation, maintenance, and repair	162.2	-1.2	325.4	1.99	$20.86

1. Standard Occupational Classification code (SOC)
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. BLS Occupational Employment Statistics - May 2011 estimates.

Occupational Changes for the Month of August

Among the largest occupational groups, **Healthcare Practitioners and Technical** occupations were the only ones that experienced an increase in August. Demand rose 16,300 to 606,900 (Table C) and was led by an

increase in demand for Registered Nurses, Occupational and Physical Therapists, Pharmacy Technicians, and Speech Pathologists.

Sales and Related occupations experienced by far the largest August drop, 36,600, to 630,000 followed by **Computer and Mathematical Science**, down 26,800 to 602,600. In the Sales category the drop was led by a decrease in demand for Retail Sales Workers, Wholesale and Manufacturing Sales Representatives, and Financial Services Sales Agents. **Management** occupations also fell 11,200 to 456,200, largely reflecting a decline for Sales Managers.

Other categories with declines in labor demand included **Food Preparation and Serving Related**, down 17,000 to 176,000; and **Office and Administrative Support**, which was down 11,300 to 492,700, reflecting lower demand for Stock Clerks, Order Clerks, and Interviewers.

A Stark Contrast—Professional versus Services/Production-Related Occupations

By dividing the HWOL occupational data into two broad categories—**Professional occupations** and **Service/Production occupations**—the contrast between the two is quite glaring both in terms of labor supply (i.e. unemployed) and labor demand (i.e., ads) as well as wages. While the differences in wages and educational requirements have been well-documented, a critical issue is the stark differences in the Supply/Demand rates between the two groups where there is an under-supply of labor relative to the demand in most of the Professional occupations and a large over-supply of labor in the Services/Production occupations.

First, a bit of background: using the Federal government's Standard Occupational Classification (SOC) system codes, the Professional category is represented by SOC codes 11 through 29. The Services/Production-Related category is represented by SOC codes 31 through 53. (See Table 7, page 17 for the occupations in each category; for each of these occupations, Table 7 contains counts of the current online ads, unemployment, and the current average wage.)

Unemployment and Supply/Demand The national Supply/Demand rate of 2.7 (about 2.7 unemployed for each available ad) masks a deeper problem between the two occupational categories. While the number of advertised vacancies for the two groups are close to 50/50, the number of unemployed seeking these jobs are not. About 80 percent of the officially unemployed are in the Service/Production occupations while only 20% of the officially unemployed are in the Professional occupations. However, labor demand is split about 50/50 with demand for Professionals making up 53 percent of the ads while demand for Services/Production is at 47% of ads. Stated another way, Professional occupations as a group has an S/D rate of 1.0 (i.e. one unemployed worker for each ad) with many of the occupations showing a clear shortage of available workers while the S/D rate for the Services/Production occupations is at 4.0 (i.e. four unemployed for each ad) with a number of the individual occupations having a much higher rate.

“Based on the numbers alone, looking for work is a starkly different experience for the two groups and much easier for the unemployed in the professional category,” said Shelp.

Wages and Education As expected, wages and education are quite different in these two occupational groups. Based on the federal government’s average hourly wage data, the Professional occupations show average wages well above $20.00 per hour, ranging from $51 per hour for management to a low of $21 per hour for community and service occupations. The Service/Production occupations, on the other hand, average well less than $20 per

hour, ranging from $21 for construction to $13 for health care support occupations. Correspondingly, many of the Professional occupations have a Bachelor's or Associate's degree requirement while the Services/Production Related occupations generally range from a "less than high school" to "some college" educational requirement.

"Some of the more difficult challenges facing the economic recovery (and the unemployed) are finding alternative job opportunities for roughly one third of the unemployed that are in four Service/Production occupations," said Shelp. In spite of any recent gains, occupations where there are significant job challenges include the following:

- Construction (SOC 47) with 1,263,000 unemployed and an S/D rate of 14.5
- Building/grounds maintenance (SOC 37) with 766,000 unemployed and an S/D rate of 10.4
- Production (SOC 51) with 899,000 and an S/D rate of 6.2
- Transportation (SOC 53) with 1,030,000 unemployed and an S/D rate of 4.4.

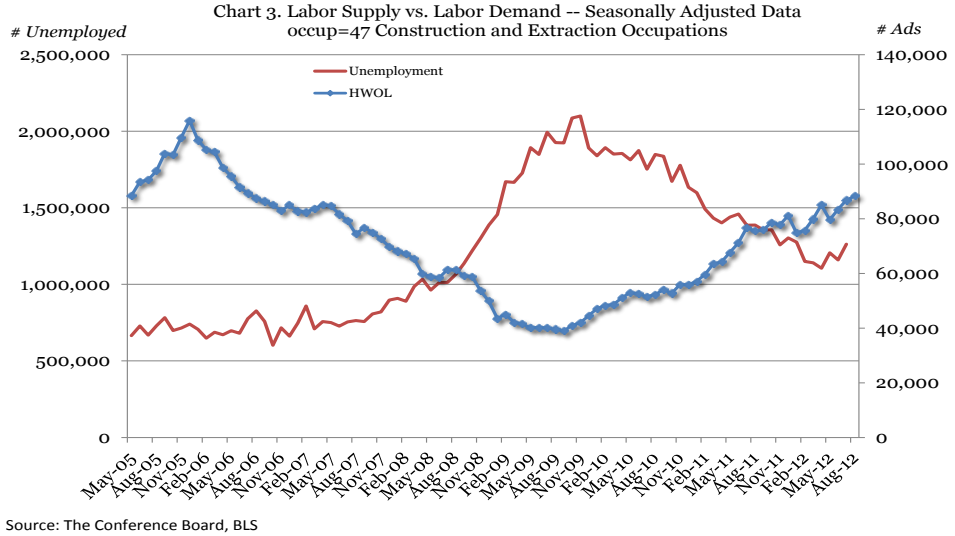
While there will be some cross-over opportunities from these occupations to the more readily-available jobs in the Professional category, in many cases the educational gap will prove to be too great. This will continue to leave many of the unemployed in a very challenging job-search environment with very few openings and a large number of job-seekers.

A Look at labor demand in Construction occupations

Construction (SOC 47) labor demand, which rose 1,500 in August to 88,300, has increased 7,100 this year. The 2012 increase has been a modest 8.8 percent. (See Chart 3)

The number of unemployed is just over 14 for every advertised vacancy, based on July data, which is the latest available data for unemployment. "For unemployed workers in construction, finding jobs may still be a challenge, but the situation is substantially better than the over 50 unemployed for every online advertised vacancy in October 2009," said Shelp.

Chart 3. Labor Supply vs. Labor Demand -- Seasonally Adjusted Data
occup=47 Construction and Extraction Occupations



Source: The Conference Board, BLS

PROGRAM NOTES

HWOL is now available on Haver Analytics

Over 3,000 of the key HWOL press release time series are exclusively available on Haver Analytics. The available time series include the geographic and occupational series for levels and rates for both Total Ads and New Ads; in addition to the seasonally adjusted series, many of the unadjusted series are also available. The geographic detail includes: U.S., 9 Regions, 50 States, 52 MSAs (largest metro areas); the occupational detail includes: U.S. (2-digit SOC), States (1-digit SOC) and MSAs (1-digit SOC).

For more information about the Help Wanted OnLine database delivered via Haver Analytics, please email sales@haver.com or navigate to http://www.haver.com/contact.html. For HWOL data for detailed geographic areas and occupations not in the press release, please contact June.Shelp@conference-board.org or Jeanne.Shu@conference-board.org.

The Conference Board Help Wanted OnLine® Data Series (HWOL) measures the number of new, first-time online jobs and jobs reposted from the previous month for over 16,000 Internet job boards, corporate boards 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 July 2008) the 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.

The HWOL data series began in May 2005. With the September 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 May 2009 release and seasonally adjusted data for the 52 largest metropolitan areas began with the February 2012 release.

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.

Additional information on the **Bureau of Labor Statistics** data used in this release can be found on the BLS website, www.bls.gov.

The Conference Board

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Publication Schedule, Help Wanted OnLine Data Series

Data for the Month	Release Date
September, 2012	October 3, 2012*
October, 2012	October 31, 2012*
November, 2012	December 3, 2012
December, 2012	January 2, 2013*

*Wednesday release due to holidays or data availability.

Table 1: National/Regional Total Ads and New Ads (Levels), Seasonally Adjusted								
	Total Ads[1] (Thousands)			M-O-M Change (Thousands)	New Ads[2] (Thousands)			M-O-M Change (Thousands)
Location[3]	Aug-11	Jul-12	Aug-12	Aug-Jul 12	Aug-11	Jul-12	Aug-12	Aug-Jul 12
United States	**4,258.1**	**4,793.5**	**4,684.8**	**-108.7**	**2,653.2**	**2,931.4**	**2,836.3**	**-95.1**
New England	261.7	288.0	280.6	-7.4	158.6	172.9	166.3	-6.6
Middle Atlantic	573.0	642.8	605.4	-37.4	348.0	391.8	369.1	-22.7
South Atlantic	837.9	949.1	939.6	-9.5	534.1	589.0	575.5	-13.5
East North Central	604.4	691.7	669.2	-22.5	371.8	413.1	402.9	-10.2
East South Central	183.4	203.1	199.2	-3.9	116.3	120.7	120.3	-0.4
West North Central	331.3	369.2	362.7	-6.5	198.6	217.8	214.5	-3.3
West South Central	406.6	488.9	489.4	0.5	248.8	301.4	294.7	-6.6
Mountain	293.8	352.1	338.7	-13.3	189.6	221.1	211.2	-9.9
Pacific	659.4	738.9	716.5	-22.4	416.9	472.1	449.5	-22.6

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						
	Total Ads Rate[1] (Percent)			New Ads Rate[1] (Percent)		
Location[2]	Aug-11	Jul-12	Aug-12	Aug-11	Jul-12	Aug-12
United States	**2.77**	**3.09**	**3.02**	**1.73**	**1.89**	**1.83**
New England	3.39	3.73	3.64	2.05	2.24	2.15
Middle Atlantic	2.81	3.11	2.93	1.70	1.90	1.79
South Atlantic	2.82	3.18	3.15	1.80	1.98	1.93
East North Central	2.60	2.98	2.88	1.60	1.78	1.73
East South Central	2.10	2.34	2.30	1.33	1.39	1.39
West North Central	3.01	3.37	3.31	1.80	1.99	1.96
West South Central	2.30	2.73	2.73	1.41	1.68	1.65
Mountain	2.68	3.21	3.09	1.73	2.01	1.92
Pacific	2.65	2.97	2.88	1.68	1.90	1.80

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.

Table 3: State Total Ads and New Ads (Levels), Seasonally Adjusted								
	Total Ads[1] (Thousands)			M-O-M Change (Thousands)	New Ads[2] (Thousands)			M-O-M Change (Thousands)
Location	Aug-11	Jul-12	Aug-12	Aug-Jul 12	Aug-11	Jul-12	Aug-12	Aug-Jul 12
United States	**4,258.1**	**4,793.5**	**4,684.8**	**-108.7**	**2,653.2**	**2,931.4**	**2,836.3**	**-95.1**
Alabama	43.4	49.8	47.8	-2.0	27.9	30.0	28.1	-1.8
Alaska	17.6	18.6	19.4	0.8	10.4	10.6	11.0	0.4
Arizona	74.5	90.7	86.4	-4.3	46.7	55.9	52.8	-3.1
Arkansas	27.3	28.0	27.9	-0.1	16.7	15.4	16.4	1.0
California	465.8	528.1	514.8	-13.3	288.3	333.9	317.6	-16.3
Colorado	75.1	102.5	97.8	-4.7	49.2	64.8	60.3	-4.5
Connecticut	59.8	65.0	64.5	-0.6	35.7	37.2	36.7	-0.5
Delaware	15.3	15.9	16.1	0.2	9.5	9.2	9.7	0.6
Florida	230.9	264.4	264.3	-0.1	160.1	177.3	172.8	-4.5
Georgia	111.6	129.2	126.1	-3.1	66.7	74.5	72.1	-2.5
Hawaii	15.0	18.8	18.5	-0.3	11.3	14.1	13.7	-0.4
Idaho	20.4	23.8	23.5	-0.3	14.2	16.3	15.8	-0.5
Illinois	155.4	182.3	177.9	-4.4	87.2	105.5	99.6	-5.9
Indiana	69.5	79.9	78.1	-1.7	41.8	45.5	45.7	0.2
Iowa	44.8	48.5	47.0	-1.5	25.1	25.7	25.9	0.2
Kansas	34.9	40.1	38.7	-1.4	19.8	22.5	21.8	-0.6
Kentucky	42.5	48.0	45.9	-2.1	26.7	28.4	27.8	-0.5
Louisiana	44.1	51.4	51.2	-0.1	27.7	32.5	30.7	-1.8
Maine	20.9	21.2	20.9	-0.3	10.7	11.4	11.2	-0.2
Maryland	103.1	117.2	113.3	-3.8	62.2	67.8	66.2	-1.6
Massachusetts	128.7	144.6	140.5	-4.1	77.8	87.6	83.6	-4.0
Michigan	119.0	139.3	136.1	-3.2	77.3	89.1	87.0	-2.1
Minnesota	106.6	123.3	120.9	-2.4	65.1	74.2	72.3	-1.9
Mississippi	21.1	21.8	22.9	1.1	12.6	11.9	12.8	1.0
Missouri	86.8	88.3	87.9	-0.4	55.5	55.8	55.8	0.0
Montana	16.6	15.4	15.8	0.3	9.2	8.1	8.5	0.4
Nebraska	28.9	37.4	36.9	-0.5	18.4	23.1	23.3	0.2
Nevada	43.4	48.7	46.0	-2.6	29.9	33.8	31.4	-2.4
New Hampshire	22.7	25.6	25.1	-0.5	14.4	16.0	15.8	-0.2
New Jersey	140.0	154.2	152.8	-1.4	90.7	97.1	95.9	-1.3
New Mexico	23.2	25.2	24.3	-0.9	15.0	15.2	14.7	-0.5
New York	248.5	286.8	275.6	-11.3	155.0	181.0	170.9	-10.1
North Carolina	113.4	130.8	130.9	0.1	75.6	84.5	82.7	-1.8
North Dakota	15.1	17.1	17.4	0.4	7.8	9.2	9.3	0.1
Ohio	171.4	187.2	182.5	-4.7	114.2	118.2	116.4	-1.8
Oklahoma	45.8	55.9	55.8	-0.1	29.4	35.3	35.3	0.0
Oregon	51.6	57.3	55.7	-1.6	34.2	37.9	36.8	-1.0
Pennsylvania	188.0	193.1	181.4	-11.7	106.4	110.7	107.0	-3.7
Rhode Island	17.4	19.3	18.5	-0.8	12.0	12.7	12.1	-0.7
South Carolina	48.5	55.3	55.1	-0.3	32.2	33.8	34.4	0.6
South Dakota	15.9	16.2	15.8	-0.3	7.8	7.0	7.1	0.1
Tennessee	76.5	83.2	82.6	-0.6	49.5	51.2	51.7	0.5
Texas	288.8	353.3	354.2	0.9	175.4	217.9	212.8	-5.1
Utah	32.9	37.8	36.7	-1.0	21.4	23.7	23.5	-0.2
Vermont	12.7	12.1	11.6	-0.6	7.9	7.0	6.8	-0.2
Virginia	142.7	155.8	155.0	-0.8	83.7	91.2	89.2	-2.1
Washington	112.5	117.8	111.5	-6.3	73.0	76.5	70.9	-5.6
West Virginia	16.6	17.1	17.3	0.3	9.9	8.6	9.7	1.1
Wisconsin	92.0	102.7	98.1	-4.6	51.4	55.9	53.9	-1.9
Wyoming	7.7	8.5	8.1	-0.4	4.2	4.6	4.2	-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							
	Total Ads Rate[1] (Percent)			Unemployment Rate[2]	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate[3]
Location	Aug-11	Jul-12	Aug-12	Jul-12	Jul-12	Jul-12	Jul-12
United States	**2.77**	**3.09**	**3.02**	**8.3**	**12,794.00**	**4,793.5**	**2.67**
Alabama	1.98	2.31	2.22	8.3	179.54	49.8	3.60
Alaska	4.79	5.08	5.29	7.7	28.14	18.6	1.51
Arizona	2.46	3.02	2.88	8.3	248.89	90.7	2.74
Arkansas	2.00	2.02	2.02	7.3	100.66	28.0	3.60
California	2.53	2.87	2.80	10.7	1,961.70	528.1	3.71
Colorado	2.76	3.75	3.58	8.3	227.34	102.5	2.22
Connecticut	3.12	3.40	3.37	8.5	163.32	65.0	2.51
Delaware	3.48	3.61	3.66	6.8	30.00	15.9	1.89
Florida	2.50	2.85	2.85	8.8	816.06	264.4	3.09
Georgia	2.36	2.71	2.65	9.3	442.06	129.2	3.42
Hawaii	2.27	2.92	2.87	6.4	40.94	18.8	2.17
Idaho	2.64	3.05	3.02	7.5	58.64	23.8	2.47
Illinois	2.36	2.77	2.71	8.9	587.25	182.3	3.22
Indiana	2.18	2.53	2.47	8.2	259.60	79.9	3.25
Iowa	2.70	2.94	2.85	5.3	88.22	48.5	1.82
Kansas	2.32	2.69	2.60	6.3	93.26	40.1	2.32
Kentucky	2.06	2.32	2.22	8.3	170.78	48.0	3.56
Louisiana	2.15	2.47	2.46	7.6	157.94	51.4	3.07
Maine	2.97	2.99	2.95	7.6	53.80	21.2	2.54
Maryland	3.36	3.81	3.68	7.0	215.32	117.2	1.84
Massachusetts	3.73	4.19	4.07	6.1	210.96	144.6	1.46
Michigan	2.56	2.99	2.92	9.0	421.26	139.3	3.02
Minnesota	3.58	4.15	4.07	5.8	172.18	123.3	1.40
Mississippi	1.57	1.64	1.72	9.1	121.32	21.8	5.57
Missouri	2.85	2.94	2.93	7.2	216.51	88.3	2.45
Montana	3.29	3.02	3.09	6.4	32.47	15.4	2.11
Nebraska	2.88	3.68	3.63	4.0	40.59	37.4	1.09
Nevada	3.13	3.56	3.37	12.0	163.74	48.7	3.36
New Hampshire	3.07	3.46	3.40	5.4	40.14	25.6	1.57
New Jersey	3.07	3.36	3.33	9.8	450.52	154.2	2.92
New Mexico	2.51	2.73	2.63	6.6	60.94	25.2	2.42
New York	2.62	2.99	2.88	9.1	870.09	286.8	3.03
North Carolina	2.44	2.82	2.82	9.6	444.69	130.8	3.40
North Dakota	3.94	4.39	4.49	3.0	11.57	17.1	0.68
Ohio	2.96	3.24	3.16	7.2	417.94	187.2	2.23
Oklahoma	2.59	3.11	3.11	4.9	87.82	55.9	1.57
Oregon	2.59	2.89	2.81	8.7	173.24	57.3	3.02
Pennsylvania	2.95	2.98	2.80	7.9	508.58	193.1	2.63
Rhode Island	3.10	3.47	3.33	10.8	59.90	19.3	3.11
South Carolina	2.25	2.58	2.57	9.6	206.47	55.3	3.73
South Dakota	3.58	3.64	3.57	4.4	19.60	16.2	1.21
Tennessee	2.44	2.68	2.66	8.4	262.08	83.2	3.15
Texas	2.32	2.79	2.80	7.2	904.32	353.3	2.56
Utah	2.46	2.79	2.71	6.0	81.69	37.8	2.16
Vermont	3.54	3.40	3.25	5.0	17.95	12.1	1.48
Virginia	3.31	3.60	3.58	5.9	254.42	155.8	1.63
Washington	3.23	3.35	3.17	8.5	298.12	117.8	2.53
West Virginia	2.07	2.13	2.16	7.4	58.91	17.1	3.45
Wisconsin	3.01	3.35	3.20	7.3	224.20	102.7	2.18
Wyoming	2.53	2.76	2.63	5.6	17.28	8.5	2.04

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), Seasonally Adjusted								
	Total Ads[1] (Thousands)			M-O-M Change (Thousands)	New Ads[2] (Thousands)			M-O-M Change (Thousands)
Location[3]	Aug-11	Jul-12	Aug-12	Aug-Jul 12	Aug-11	Jul-12	Aug-12	Aug-Jul 12
Birmingham, AL	13.4	15.4	15.0	-0.4	9.1	9.6	9.5	-0.2
Phoenix, AZ	47.5	60.9	57.3	-3.6	29.6	37.2	35.1	-2.1
Tucson, AZ	11.7	14.0	13.7	-0.3	8.1	9.5	9.1	-0.4
Los Angeles, CA	158.4	183.3	180.4	-2.9	102.5	119.8	117.8	-1.9
Riverside, CA	26.9	29.0	28.8	-0.2	17.8	20.0	19.2	-0.8
Sacramento, CA	23.4	27.1	26.5	-0.6	14.8	17.0	16.2	-0.8
San Diego, CA	39.0	45.2	44.2	-1.0	24.8	30.5	28.8	-1.7
San Francisco, CA	90.0	111.5	109.0	-2.5	57.7	72.7	69.0	-3.7
San Jose, CA	44.1	52.1	49.8	-2.4	25.1	30.7	27.5	-3.2
Denver, CO	40.0	56.9	54.0	-2.9	25.7	36.0	32.9	-3.1
Hartford, CT	23.0	24.9	25.1	0.3	14.2	15.1	15.2	0.2
Washington, DC	147.3	169.0	164.8	-4.2	85.9	98.9	95.1	-3.7
Jacksonville, FL	20.0	22.3	21.9	-0.4	13.9	15.4	15.1	-0.3
Miami, FL	57.6	68.9	68.2	-0.6	36.9	43.5	41.6	-1.9
Orlando, FL	32.7	39.3	39.1	-0.2	24.3	27.7	28.0	0.3
Tampa, FL	38.1	45.2	46.0	0.8	25.7	29.2	29.0	-0.2
Atlanta, GA	68.9	84.3	81.1	-3.2	40.7	49.6	46.2	-3.4
Honolulu, HI	12.4	15.6	15.0	-0.5	9.9	12.4	11.9	-0.6
Chicago, IL	116.7	140.9	136.9	-4.0	64.8	81.2	76.3	-5.0
Indianapolis, IN	28.3	32.3	32.0	-0.3	17.8	20.1	19.9	-0.2
Louisville, KY	17.7	21.5	20.3	-1.2	11.4	13.4	12.8	-0.6
New Orleans, LA	13.8	16.6	16.1	-0.6	9.6	11.5	10.8	-0.7
Baltimore, MD	53.4	60.3	58.8	-1.5	35.0	37.3	37.3	0.0
Boston, MA	98.3	114.9	110.5	-4.4	60.9	71.3	67.8	-3.5
Detroit, MI	57.2	67.3	66.3	-1.0	37.8	43.9	43.4	-0.5
Minneapolis-St. Paul, MN	73.8	88.8	86.5	-2.3	46.9	56.0	53.4	-2.7
Kansas City, MO	34.5	38.9	38.5	-0.4	22.7	24.1	24.5	0.4
St. Louis, MO	38.6	42.9	42.3	-0.6	25.4	28.4	27.4	-1.0
Las Vegas, NV	30.1	32.9	31.8	-1.1	21.9	24.0	23.0	-1.0
Buffalo, NY	14.4	18.5	17.9	-0.6	8.7	12.0	10.6	-1.5
New York, NY	246.0	283.2	272.8	-10.4	156.3	180.4	170.4	-10.1
Rochester, NY	12.5	15.0	14.2	-0.8	8.0	9.8	9.0	-0.9
Charlotte, NC	33.0	37.5	37.2	-0.3	22.4	24.6	24.6	0.0
Cincinnati, OH	30.5	35.1	34.3	-0.8	20.0	22.0	21.4	-0.7
Cleveland, OH	43.2	44.9	43.7	-1.2	30.1	29.5	28.8	-0.7
Columbus, OH	34.8	39.5	39.4	-0.1	23.4	26.1	26.5	0.5
Oklahoma City, OK	19.2	23.4	23.2	-0.2	12.8	15.7	15.4	-0.3
Portland, OR	32.7	37.3	36.0	-1.4	21.3	24.5	23.7	-0.8
Philadelphia, PA	80.6	94.0	89.0	-5.1	47.3	54.0	51.5	-2.5
Pittsburgh, PA	42.7	42.2	39.9	-2.3	26.3	27.2	26.1	-1.1
Providence, RI	22.9	25.8	24.3	-1.5	15.8	17.2	16.0	-1.2
Memphis, TN	15.6	17.5	16.8	-0.7	9.8	10.4	9.9	-0.5
Nashville, TN	25.7	30.9	31.4	0.5	16.9	20.3	20.2	-0.1
Austin, TX	27.0	34.0	33.2	-0.8	17.4	22.7	21.6	-1.1
Dallas, TX	87.3	112.8	109.7	-3.1	51.2	67.3	63.8	-3.5
Houston, TX	65.7	87.8	87.5	-0.3	37.3	52.7	50.3	-2.4
San Antonio, TX	28.4	34.7	34.6	-0.1	19.9	24.9	23.7	-1.2
Salt Lake City, UT	20.7	23.9	23.5	-0.4	14.1	15.5	15.8	0.3
Richmond, VA	19.6	22.8	23.2	0.4	13.3	15.4	15.2	-0.2
Virginia Beach, VA	23.1	26.0	26.4	0.5	15.8	17.2	17.7	0.4
Seattle-Tacoma, WA	62.5	80.2	74.0	-6.1	41.2	52.2	47.1	-5.1
Milwaukee, WI	30.8	37.7	36.6	-1.2	18.3	21.6	20.7	-0.8

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, Seasonally Adjusted							
	Total Ads Rate[1] (Percent)			Unemployment Rate[2]	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate[3]
Location[4]	Aug-11	Jul-12	Aug-12	Jul-12	Jul-12	Jul-12	Jul-12
Birmingham, AL	2.53	2.94	2.87	7.2	37.5	15.4	2.44
Phoenix, AZ	2.34	3.01	2.83	7.2	146.1	60.9	2.40
Tucson, AZ	2.53	3.08	3.01	7.3	33.3	14.0	2.37
Los Angeles, CA	2.43	2.83	2.79	10.2	662.9	183.3	3.62
Riverside, CA	1.50	1.61	1.60	12.2	219.9	29.0	7.59
Sacramento, CA	2.26	2.60	2.54	10.6	110.7	27.1	4.09
San Diego, CA	2.46	2.82	2.76	9.0	143.3	45.2	3.17
San Francisco, CA	3.97	4.84	4.74	8.2	189.6	111.5	1.70
San Jose, CA	4.77	5.52	5.27	8.5	80.6	52.1	1.55
Denver, CO	2.86	4.04	3.84	8.2	115.3	56.9	2.03
Hartford, CT	3.78	4.09	4.14	8.5	51.4	24.9	2.07
Washington, DC	4.64	5.27	5.13	5.4	173.4	169.0	1.03
Jacksonville, FL	2.89	3.22	3.16	8.3	57.7	22.3	2.59
Miami, FL	2.00	2.37	2.34	8.7	253.7	68.9	3.68
Orlando, FL	2.91	3.48	3.46	8.6	97.2	39.3	2.47
Tampa, FL	2.91	3.43	3.49	8.9	117.0	45.2	2.59
Atlanta, GA	2.56	3.10	2.98	9.0	244.0	84.3	2.89
Honolulu, HI	2.69	3.45	3.33	5.7	25.6	15.6	1.65
Chicago, IL	2.41	2.90	2.82	8.7	424.6	140.9	3.01
Indianapolis, IN	3.12	3.60	3.57	7.7	69.2	32.3	2.14
Louisville, KY	2.80	3.36	3.18	8.2	52.5	21.5	2.45
New Orleans, LA	2.55	3.07	2.97	7.5	40.8	16.6	2.45
Baltimore, MD	3.71	4.18	4.07	7.4	106.1	60.3	1.76
Boston, MA	3.90	4.53	4.36	5.5	138.9	114.9	1.21
Detroit, MI	2.83	3.39	3.34	10.2	202.9	67.3	3.01
Minneapolis-St. Paul, MN	3.99	4.77	4.64	5.6	104.3	88.8	1.17
Kansas City, MO	3.26	3.71	3.68	7.1	73.8	38.9	1.90
St. Louis, MO	2.66	3.00	2.96	7.8	110.9	42.9	2.58
Las Vegas, NV	3.03	3.35	3.24	12.1	118.7	32.9	3.60
Buffalo, NY	2.52	3.21	3.11	9.0	51.9	18.5	2.81
New York, NY	2.60	2.97	2.86	9.3	886.5	283.2	3.13
Rochester, NY	2.41	2.82	2.68	8.4	44.8	15.0	2.99
Charlotte, NC	3.67	4.18	4.15	9.6	86.5	37.5	2.31
Cincinnati, OH	2.77	3.18	3.11	7.0	77.6	35.1	2.21
Cleveland, OH	3.98	4.18	4.07	7.0	75.4	44.9	1.68
Columbus, OH	3.64	4.12	4.10	6.1	58.2	39.5	1.47
Oklahoma City, OK	3.31	3.96	3.93	4.5	26.4	23.4	1.13
Portland, OR	2.73	3.10	2.99	8.1	97.2	37.3	2.60
Philadelphia, PA	2.71	3.13	2.96	8.6	257.3	94.0	2.74
Pittsburgh, PA	3.46	3.37	3.19	7.1	89.4	42.2	2.12
Providence, RI	3.27	3.74	3.52	10.5	72.2	25.8	2.80
Memphis, TN	2.49	2.80	2.69	9.2	57.1	17.5	3.27
Nashville, TN	3.05	3.69	3.75	7.0	58.3	30.9	1.89
Austin, TX	2.87	3.53	3.45	6.0	58.0	34.0	1.71
Dallas, TX	2.65	3.38	3.29	7.0	233.5	112.8	2.07
Houston, TX	2.20	2.87	2.86	7.0	215.3	87.8	2.45
San Antonio, TX	2.81	3.38	3.37	6.8	69.7	34.7	2.01
Salt Lake City, UT	3.48	3.96	3.90	5.8	34.7	23.9	1.46
Richmond, VA	2.90	3.36	3.43	6.5	43.7	22.8	1.92
Virginia Beach, VA	2.72	3.05	3.11	6.6	55.9	26.0	2.15
Seattle-Tacoma, WA	3.32	4.20	3.88	7.8	149.0	80.2	1.86
Milwaukee, WI	3.86	4.73	4.58	7.8	62.0	37.7	1.64

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 Occupation[1], Seasonally Adjusted

SOC[2]	Occupation[3]	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed[4] (Thousands)	Supply/ Demand Rate[5]	Average Hourly Wage[6]
		Aug-11	Jul-12	Aug-12	Aug-Jul 12	Jul-12	Jul-12	
	Total	4,258.1	4,793.5	4,684.8	-108.7	12,794.0	2.7	$21.74
11	Management	414.2	467.4	456.2	-11.2	588.2	1.3	$51.64
13	Business and financial operations	250.6	282.0	278.4	-3.5	349.9	1.2	$33.05
15	Computer and mathematical science	566.1	629.4	602.6	-26.8	123.2	0.2	$37.85
17	Architecture and engineering	160.8	174.0	168.1	-6.0	124.1	0.7	$37.08
19	Life, physical, and social science	65.5	71.9	70.3	-1.7	51.1	0.7	$32.44
21	Community and social services	51.7	59.5	58.6	-0.9	112.4	1.9	$21.07
23	Legal	22.9	30.0	27.5	-2.4	42.7	1.4	$47.30
25	Education, training, and library	94.1	110.6	106.8	-3.7	445.5	4.0	$24.46
27	Arts, design, entertainment, sports, and media	96.1	120.8	116.5	-4.3	221.9	1.8	$25.89
29	Healthcare practitioners and technical	574.5	590.6	606.9	16.3	257.1	0.4	$34.97
31	Healthcare support	125.5	133.8	134.5	0.7	337.7	2.5	$13.16
33	Protective service	35.6	36.3	36.5	0.2	209.0	5.8	$20.54
35	Food preparation and serving related	153.3	193.0	176.0	-17.0	884.8	4.6	$10.30
37	Building and grounds cleaning and maintenance	59.1	73.4	72.1	-1.3	765.8	10.4	$12.29
39	Personal care and service	69.5	91.8	85.2	-6.6	443.3	4.8	$11.84
41	Sales and related	554.7	666.6	630.0	-36.6	1,305.5	2.0	$18.04
43	Office and administrative support	446.3	504.0	492.7	-11.3	1,391.1	2.8	$16.40
45	Farming, fishing, and forestry	5.2	5.7	5.8	0.1	172.9	30.4	$11.68
47	Construction and extraction	75.6	86.8	88.3	1.5	1,262.6	14.5	$21.46
49	Installation, maintenance, and repair	153.9	163.4	162.2	-1.2	325.4	2.0	$20.86
51	Production	130.4	145.8	137.2	-8.6	899.0	6.2	$16.45
53	Transportation and material moving	201.0	234.1	226.4	-7.7	1,030.0	4.4	$15.96

Source: The Conference Board

1. Approximately 95% of all ads are coded to the 6-digit SOC level.
2. Standard Occupational Classification code (SOC)
3. Occupational categories use the 2000 OMB Standard Occupational Classification system (SOC definitions).
4. Unemployment data are from the Bureau of Labor Statistics' Current Population Survey and seasonally adjusted by The Conference Board.
5. 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.
6. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2011 estimates.

Table 8: State Occupational Demand and Pay[1], Not Seasonally Adjusted						
	Management and Business/Financial		Professional & Related		Service	
Location	Total Ads Aug-12	Average Hourly Wage[2]	Total Ads Aug-12	Average Hourly Wage[2]	Total Ads Aug-12	Average Hourly Wage[2]
United States	**765,286**	**$42.35**	**1,856,591**	**$31.09**	**559,418**	**$12.52**
Alabama	6,186	$39.94	17,352	$27.72	5,287	$10.98
Alaska	2,355	$40.79	8,421	$33.86	2,899	$14.93
Arizona	12,592	$38.41	35,482	$29.84	10,620	$12.90
Arkansas	3,564	$34.80	9,626	$25.24	3,711	$10.38
California	99,313	$47.65	225,296	$36.77	51,880	$13.93
Colorado	15,227	$41.41	39,403	$32.12	13,381	$12.75
Connecticut	12,666	$48.46	26,111	$33.14	6,324	$14.33
Delaware	2,745	$44.91	6,920	$33.10	1,707	$12.53
Florida	36,497	$37.59	88,675	$29.34	36,508	$12.00
Georgia	21,914	$42.61	55,688	$28.39	12,501	$11.35
Hawaii	2,380	$37.74	5,702	$29.93	3,602	$13.83
Idaho	2,523	$32.99	7,656	$25.38	4,248	$11.32
Illinois	36,295	$40.83	72,546	$30.97	17,318	$12.93
Indiana	10,282	$37.40	25,951	$26.92	9,093	$11.35
Iowa	5,769	$34.92	16,937	$25.76	6,324	$11.34
Kansas	6,027	$37.56	15,296	$26.55	4,232	$11.22
Kentucky	6,256	$35.36	14,899	$26.64	5,245	$10.87
Louisiana	6,834	$36.49	15,804	$26.64	6,492	$11.05
Maine	2,448	$34.23	8,035	$27.34	3,949	$11.97
Maryland	17,868	$44.76	51,078	$35.21	12,820	$13.48
Massachusetts	28,076	$48.42	63,260	$35.05	14,244	$14.78
Michigan	19,646	$39.95	50,191	$29.54	17,596	$12.10
Minnesota	19,800	$40.82	46,133	$30.64	14,647	$12.23
Mississippi	3,126	$33.43	7,113	$23.87	2,711	$10.32
Missouri	12,654	$36.55	30,603	$27.19	12,186	$11.12
Montana	1,859	$31.18	6,224	$23.95	2,940	$11.21
Nebraska	4,762	$36.48	13,469	$26.07	5,243	$9.89
Nevada	5,688	$39.54	14,820	$31.81	7,514	$13.27
New Hampshire	3,169	$42.24	9,450	$29.86	3,716	$12.79
New Jersey	27,682	$49.09	60,900	$34.11	18,588	$14.46
New Mexico	3,022	$36.07	11,643	$28.95	3,146	$11.55
New York	58,143	$51.35	105,167	$31.63	31,715	$14.46
North Carolina	18,629	$15.53	51,313	$23.90	17,498	$11.30
North Dakota	2,000	$35.31	5,307	$24.81	2,035	$11.50
Ohio	25,636	$38.64	62,790	$29.06	22,080	$11.71
Oklahoma	6,520	$34.10	17,814	$25.70	7,289	$10.85
Oregon	8,009	$38.10	22,793	$26.29	8,210	$12.97
Pennsylvania	28,568	$41.05	66,254	$29.09	24,365	$12.52
Rhode Island	2,893	$45.08	7,364	$32.85	2,808	$13.30
South Carolina	6,555	$37.37	20,579	$27.19	7,998	$10.97
South Dakota	1,813	$32.93	5,798	$23.84	2,624	$10.86
Tennessee	11,561	$36.93	26,781	$25.48	10,776	$11.04
Texas	59,191	$41.89	140,232	$30.34	37,813	$11.39
Utah	4,871	$36.47	12,449	$26.86	4,921	$7.26
Vermont	1,662	$37.37	4,975	$26.87	2,036	$13.05
Virginia	27,940	$45.17	72,198	$33.70	16,620	$12.53
Washington	19,652	$25.74	51,779	$33.17	13,237	$14.44
West Virginia	1,999	$32.21	6,733	$24.64	2,454	$10.43
Wisconsin	13,465	$36.84	34,336	$28.68	12,723	$11.69
Wyoming	895	$35.34	3,841	$26.75	1,008	$12.47

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 2011 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						
	Sales and Office		Construction and Maintenance		Production and Transportation	
Location	Total Ads Aug-12	Average Hourly Wage[1]	Total Ads Aug-12	Average Hourly Wage[1]	Total Ads Aug-12	Average Hourly Wage[1]
United States	**1,198,842**	**$17.04**	**294,070**	**$20.78**	**415,422**	**$16.20**
Alabama	14,427	$14.77	3,364	$18.55	6,048	$15.12
Alaska	4,554	$17.93	1,802	$28.20	1,351	$7.88
Arizona	22,483	$16.73	5,983	$19.44	5,855	$16.13
Arkansas	7,920	$14.23	2,109	$17.07	3,837	$14.48
California	131,857	$18.77	22,725	$21.93	31,459	$16.34
Colorado	25,222	$18.10	8,234	$21.09	8,156	$16.82
Connecticut	16,316	$20.22	2,997	$24.37	4,999	$17.63
Delaware	3,553	$17.30	905	$21.58	1,290	$15.67
Florida	77,080	$16.13	19,625	$17.93	16,959	$15.16
Georgia	29,969	$16.10	6,971	$18.92	10,495	$15.26
Hawaii	5,985	$6.44	1,273	$26.33	1,230	$18.16
Idaho	6,472	$15.12	2,553	$18.32	2,856	$14.97
Illinois	45,860	$17.73	7,435	$23.89	15,283	$16.63
Indiana	21,414	$15.66	5,445	$21.10	11,754	$15.97
Iowa	12,563	$15.31	3,762	$19.17	6,978	$15.59
Kansas	10,062	$15.68	2,533	$19.56	4,221	$15.93
Kentucky	12,831	$15.00	3,464	$18.64	6,389	$16.17
Louisiana	14,887	$14.55	4,909	$18.72	5,858	$17.70
Maine	5,441	$15.14	1,342	$18.88	1,881	$15.93
Maryland	26,818	$17.83	5,836	$21.85	6,295	$17.02
Massachusetts	32,968	$19.82	5,778	$25.38	8,584	$17.33
Michigan	34,367	$16.47	10,307	$21.25	16,444	$17.18
Minnesota	27,701	$17.58	7,572	$22.76	13,244	$16.74
Mississippi	7,066	$13.71	1,963	$17.10	3,268	$14.25
Missouri	24,709	$15.64	6,347	$21.13	9,703	$15.65
Montana	4,107	$14.61	1,653	$19.61	1,690	$16.04
Nebraska	9,838	$15.34	3,428	$18.69	4,318	$15.96
Nevada	14,079	$16.12	3,323	$24.37	3,076	$16.78
New Hampshire	6,913	$17.08	1,741	$20.89	2,505	$16.56
New Jersey	39,570	$18.97	6,917	$25.16	10,364	$16.38
New Mexico	6,000	$14.68	1,635	$18.61	1,766	$16.48
New York	72,292	$19.77	12,328	$13.93	17,022	$17.71
North Carolina	33,514	$16.16	9,097	$18.29	11,764	$14.82
North Dakota	4,468	$14.87	2,656	$20.91	2,738	$17.28
Ohio	47,027	$16.10	13,531	$20.38	25,005	$15.80
Oklahoma	15,072	$14.60	6,003	$18.23	8,134	$15.55
Oregon	13,983	$16.97	3,989	$20.23	5,316	$16.19
Pennsylvania	48,624	$17.20	11,182	$20.91	20,118	$16.52
Rhode Island	4,814	$17.87	1,019	$22.16	1,368	$16.04
South Carolina	15,082	$14.92	4,470	$18.14	5,893	$15.44
South Dakota	4,100	$14.15	1,721	$17.40	2,069	$14.30
Tennessee	23,801	$15.46	6,313	$18.37	10,933	$15.12
Texas	90,352	$16.59	26,008	$18.46	32,354	$15.80
Utah	11,567	$15.62	2,520	$19.89	3,292	$16.35
Vermont	2,661	$16.18	695	$19.26	998	$16.22
Virginia	32,471	$16.98	8,029	$20.02	8,675	$16.19
Washington	24,356	$18.26	6,543	$23.87	7,955	$18.65
West Virginia	5,046	$13.39	1,392	$19.53	2,379	$15.74
Wisconsin	24,139	$16.24	6,838	$21.61	15,359	$16.23
Wyoming	1,844	$15.30	880	$22.54	879	$20.44

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2011 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						
	Management and Business/Financial		Professional & Related		Service	
Location	Total Ads Aug-12	Average Hourly Wage[2*]	Total Ads Aug-12	Average Hourly Wage[2*]	Total Ads Aug-12	Average Hourly Wage[2*]
United States	**765,286**	**$42.35**	**1,856,591**	**$31.09**	**559,418**	**$12.52**
Birmingham, AL	2,099	$41.72	5,139	$17.00	1,686	$11.34
Phoenix, AZ	9,312	$39.40	23,238	$26.75	6,475	$12.94
Tucson, AZ	1,593	$36.57	5,115	$29.93	2,185	$10.46
Los Angeles, CA	36,166	$47.57	70,128	$36.58	17,602	$13.67
Riverside, CA	3,472	$41.25	9,018	$32.59	4,063	$13.04
Sacramento, CA	4,570	$42.26	11,033	$35.72	2,947	$13.95
San Diego, CA	7,675	$45.39	19,733	$35.33	5,398	$13.19
San Francisco, CA	26,871	$52.92	53,579	$40.31	9,457	$15.16
San Jose, CA	10,716	$59.31	31,990	$45.67	2,275	$14.87
Denver, CO	10,297	$42.99	22,495	$34.11	6,145	$12.82
Hartford, CT	5,118	$45.10	9,907	$33.02	2,392	$14.21
Washington, DC	35,459	$50.22	81,707	$40.60	16,464	$14.71
Jacksonville, FL	3,544	$36.55	6,811	$29.77	2,854	$11.53
Miami, FL	11,723	$40.39	23,181	$30.40	7,986	$12.58
Orlando, FL	5,281	$36.47	11,527	$28.98	5,991	$11.60
Tampa, FL	6,819	$37.50	17,067	$29.95	5,798	$7.36
Atlanta, GA	16,829	$44.72	38,266	$30.34	7,340	$11.75
Honolulu, HI	1,849	$38.09	4,009	$28.89	3,085	$13.51
Chicago, IL	30,576	$42.39	55,459	$32.26	13,349	$13.13
Indianapolis, IN	4,899	$38.57	10,340	$29.10	3,681	$11.82
Louisville, KY	2,898	.	6,125	.	2,507	.
New Orleans, LA	2,259	.	4,543	.	2,686	.
Baltimore, MD	9,115	.	23,680	.	7,309	.
Boston, MA	23,831	$49.89	50,923	$36.34	10,724	$15.01
Detroit, MI	10,446	$42.63	24,850	$32.04	8,229	$12.46
Minneapolis-St. Paul, MN	15,496	.	32,787	.	9,796	.
Kansas City, MO	5,981	.	13,626	.	4,729	.
St. Louis, MO	6,854	.	15,676	.	5,470	.
Las Vegas, NV	3,895	.	9,672	.	5,207	.
Buffalo, NY	2,460	.	4,980	.	2,603	.
New York, NY	61,721	$54.02	111,931	$36.83	29,617	$14.97
Rochester, NY	1,922	.	4,652	.	2,163	.
Charlotte, NC	7,086	.	13,341	.	4,344	.
Cincinnati, OH	5,602	$40.66	10,967	$29.80	3,875	$11.73
Cleveland, OH	6,852	$39.75	16,364	$30.06	5,324	$12.42
Columbus, OH	5,782	$39.25	13,301	$30.85	4,651	$12.07
Oklahoma City, OK	2,954	$35.59	6,949	$27.69	3,229	$10.88
Portland, OR	6,048	$40.81	15,273	$31.68	4,511	$13.34
Philadelphia, PA	17,022	$45.43	36,708	$32.31	10,407	$13.59
Pittsburgh, PA	6,053	$40.17	12,293	$29.77	6,281	$12.01
Providence, RI	3,570	$43.90	9,077	$31.93	3,746	$13.27
Memphis, TN	2,633	$38.97	5,611	$24.81	1,904	$11.62
Nashville, TN	5,036	$38.10	9,706	$27.16	4,079	$11.24
Austin, TX	5,181	$41.77	15,154	$32.40	3,811	$11.78
Dallas, TX	21,967	$43.22	45,871	$32.13	10,028	$11.87
Houston, TX	17,605	$46.51	35,727	$33.74	7,519	$11.45
San Antonio, TX	4,865	$37.84	11,286	$29.64	5,041	$11.15
Salt Lake City, UT	3,348	$38.14	8,066	$29.09	3,029	$10.79
Richmond, VA	3,966	$40.20	9,367	$29.82	2,821	$12.23
Virginia Beach, VA	3,582	$38.70	9,641	$29.50	3,652	$11.73
Seattle-Tacoma, WA	14,709	$45.79	37,201	$35.63	7,340	$15.01
Milwaukee, WI	5,398	$40.26	12,482	$30.58	4,540	$11.88

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 2011 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

* indicates that a wage estimate either is not available or is greater than $90.00 per hour or $187,200 per year

Table 9: MSA Occupational Demand and Pay, Not Seasonally Adjusted - continued						
	Sales and Office		Construction and Maintenance		Production and Transportation	
Location	Total Ads Aug-12	Average Hourly Wage[2*]	Total Ads Aug-12	Average Hourly Wage[2*]	Total Ads Aug-12	Average Hourly Wage[2*]
United States	**1,198,842**	**$17.04**	**294,070**	**$20.78**	**415,422**	**$16.20**
Birmingham, AL	4,925	$16.29	1,074	$19.05	1,591	$15.15
Phoenix, AZ	15,776	$17.45	3,979	$20.05	3,791	$16.34
Tucson, AZ	3,527	$15.16	1,222	$19.67	1,150	$15.20
Los Angeles, CA	52,418	$18.73	7,380	$23.73	11,887	$15.60
Riverside, CA	9,740	$16.37	2,093	$22.62	3,253	$15.69
Sacramento, CA	7,090	$18.33	1,605	$23.41	1,735	$17.01
San Diego, CA	11,757	$18.07	2,227	$23.22	2,251	$16.00
San Francisco, CA	23,095	$21.86	3,707	$27.45	4,050	$19.06
San Jose, CA	7,123	$22.96	1,031	$26.96	1,337	$17.94
Denver, CO	14,044	$19.41	4,304	$21.15	3,874	$17.21
Hartford, CT	6,702	$19.39	1,302	$24.14	2,001	$10.78
Washington, DC	32,949	$19.40	6,503	$22.86	5,216	$17.87
Jacksonville, FL	6,710	$16.31	2,118	$10.95	1,839	$16.11
Miami, FL	21,784	$17.06	3,718	$18.97	3,156	$15.42
Orlando, FL	12,331	$15.53	3,151	$18.02	2,628	$15.22
Tampa, FL	12,674	$16.39	3,151	$17.75	2,683	$14.79
Atlanta, GA	18,713	$17.40	3,848	$19.98	4,841	$16.05
Honolulu, HI	5,146	$16.73	1,096	$27.38	1,067	$18.64
Chicago, IL	35,602	$18.52	5,132	$24.72	10,338	$16.81
Indianapolis, IN	9,392	$17.30	2,195	$21.84	3,784	$16.04
Louisville, KY	5,726	.	1,809	$11.42	2,704	.
New Orleans, LA	4,986	.	1,450	$16.51	1,437	.
Baltimore, MD	14,897	.	3,551	.	3,684	.
Boston, MA	25,634	$20.67	4,189	$26.08	6,048	$17.59
Detroit, MI	16,366	$17.76	5,143	$22.95	6,956	$18.54
Minneapolis-St. Paul, MN	20,799	.	5,159	.	8,597	.
Kansas City, MO	11,031	.	2,599	$13.85	3,765	.
St. Louis, MO	12,109	.	2,739	.	3,727	.
Las Vegas, NV	10,471	.	2,114	$18.54	1,728	.
Buffalo, NY	5,614	.	1,267	$13.75	2,061	.
New York, NY	70,698	$20.84	9,484	$26.84	12,955	$17.77
Rochester, NY	3,987	.	1,170	$11.37	1,934	.
Charlotte, NC	9,822	.	2,535	$14.26	3,194	.
Cincinnati, OH	9,505	$16.90	2,155	$11.39	4,149	$16.41
Cleveland, OH	11,083	$17.10	2,905	$21.47	5,461	$16.33
Columbus, OH	10,572	$16.88	3,040	$20.51	4,294	$14.97
Oklahoma City, OK	6,746	$15.27	2,886	$18.83	3,053	$15.41
Portland, OR	8,998	$18.26	2,469	$23.01	3,368	$16.90
Philadelphia, PA	23,439	$19.03	4,181	$23.63	5,760	$17.48
Pittsburgh, PA	11,260	$16.81	2,995	$20.98	4,606	$16.67
Providence, RI	6,722	$17.52	1,490	$22.29	2,143	$15.96
Memphis, TN	4,526	$16.14	1,265	$19.36	2,160	$15.65
Nashville, TN	9,528	$16.41	2,250	$18.79	3,357	$15.73
Austin, TX	8,276	$18.08	2,353	$18.18	2,051	$14.57
Dallas, TX	27,789	$18.01	6,264	$18.79	8,073	$15.81
Houston, TX	21,329	$17.73	5,587	$19.86	7,349	$17.65
San Antonio, TX	9,010	$15.76	3,397	$17.16	3,389	$13.87
Salt Lake City, UT	7,356	$16.79	1,602	$20.20	2,103	$16.75
Richmond, VA	5,697	$17.49	1,783	$19.93	1,806	$16.03
Virginia Beach, VA	6,239	$15.41	2,372	$19.65	2,210	$16.39
Seattle-Tacoma, WA	15,532	$19.58	3,484	$25.55	4,426	$19.94
Milwaukee, WI	8,817	$18.06	2,225	$23.64	5,156	$16.64

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2011 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

* indicates that a wage estimate either is not available or is greater than $90.00 per hour or $187,200 per year