



# News Release

Follow The Conference Board  
[twitter](#) [facebook](#) [LinkedIn](#)

**For further information:**

Peter Tulupman 212-339-0231 / peter.tulupman@conference-board.org  
 Jonathan Liu 212-339-0257 / jonathan.liu@conference-board.org

Release #5656

**For Immediate Release 10:00 AM ET, Wednesday, March 6, 2013**

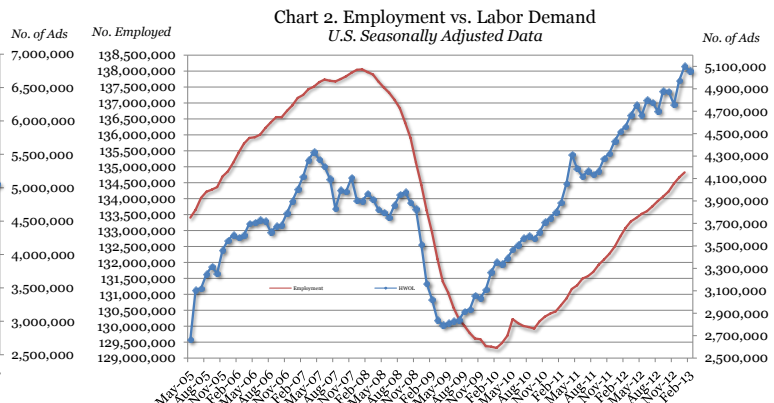
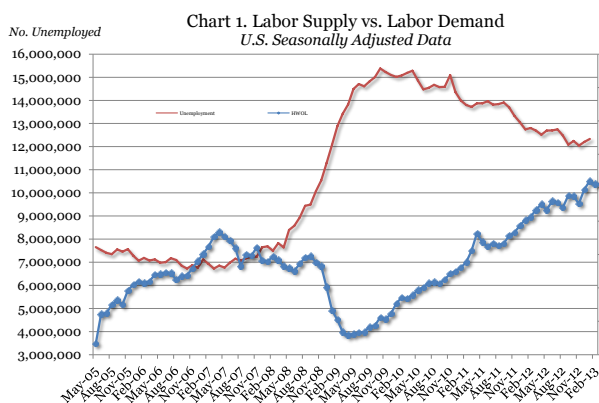
## Online Labor Demand dips 44,400 in February

- February labor demand little changed following two months of strong gains
- While professionals see little problem, challenges persist for Service/Production occupations with 4 unemployed for every advertised vacancy (see page 6)
- **NOTE:** February data incorporates this year’s annual revision (See Program Notes on page 8)

**NEW YORK, March 6, 2013...**Online advertised vacancies dipped 44,400 in February to 5,056,700 in *The Conference Board Help Wanted OnLine® (HWOL) Data Series* released today. The decline follows strong gains in December (215,000) and January (126,000). The Supply/Demand rate stands at 2.4 unemployed for every vacancy. In January, there were 7.2 million more unemployed than the number of advertised vacancies, down from 11.9 million at the end of the recession in June 2009.

“It’s a positive sign that employers are advertising to fill vacancies and workers are looking to find better jobs,” said June Shelp, Vice President at The Conference Board. “Indeed, with over five million online advertised vacancies, there is quite a bit of churn in the labor market as employers and job-seekers show their confidence in economic conditions.”

The recent trend for the U.S. is up (See Chart 1). Among the largest 20 States, 15 States are trending up, 5 are flat, and none are trending down. (See Table A, page 2).



Source: The Conference Board, BLS

Source: The Conference Board, BLS

1 The release schedule, national historic table and technical notes to this series are available 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 is collected by **Wanted Technologies Corporation**.

## REGIONAL AND STATE HIGHLIGHTS

- The recent trend is positive for 15 of the largest 20 States

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads <sup>1</sup> (Thousands)  Feb-13	M-O-M Change (Thousands)  Feb-Jan 13	Supply/ Demand Rate <sup>2</sup>  Jan-13 for U.S.; Dec-12 for Regions and States	Recent  Trend <sup>3</sup>
<b>United States</b>	<b>5,056.7</b>	<b>-44.4</b>	<b>2.42</b>	↑ 8/11
<b>NORTHEAST</b>	<b>956.2</b>	<b>-9.0</b>	<b>2.44</b>	
Massachusetts	150.1	-2.5	1.57	↑ 11/11
New Jersey	164.4	-2.1	2.74	↑ 9/11
New York	296.0	0.8	2.71	↑ 11/12
Pennsylvania	201.6	-0.9	2.60	→ 2/12
<b>SOUTH</b>	<b>1,719.7</b>	<b>-18.3</b>	<b>2.44</b>	
Florida	263.2	0.3	2.92	→ 9/12
Georgia	146.0	-8.4	2.96	↑ 9/11
Maryland	121.5	0.1	1.73	→ 3/12
North Carolina	144.2	-1.7	3.13	↑ 7/11
Texas	382.3	-2.9	2.10	↑ 8/11
Virginia	160.6	-3.3	1.49	↑ 9/11
<b>MIDWEST</b>	<b>1,110.4</b>	<b>-25.4</b>	<b>2.24</b>	
Illinois	200.0	-10.0	2.95	↑ 9/11
Michigan	142.6	-9.8	2.74	↑ 7/09
Minnesota	125.0	-2.3	1.35	↑ 6/09
Missouri	85.1	-1.5	2.47	→ 12/11
Ohio	196.3	-0.5	2.09	→ 6/12
Wisconsin	109.0	2.1	1.97	↑ 11/12
<b>WEST</b>	<b>1,167.0</b>	<b>-18.0</b>	<b>2.68</b>	
Arizona	93.9	-3.8	2.52	↑ 5/12
California	572.8	-5.2	3.17	↑ 8/12
Colorado	110.6	-5.8	1.86	↑ 6/11
Washington	132.9	-1.6	2.00	↑ 8/12

**The Conference Board - All rights reserved.**

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) .

## February Changes for States

In February, online labor demand dipped in 40 of the 50 States in the U.S. (Table 3). Forty-four of the 50 States are above February 2012's levels; the States that have declined since last year are Missouri, Pennsylvania, Arkansas, Vermont, West Virginia, and South Dakota.

Online labor demand in the **Midwest** dropped 25,400 in February. Illinois experienced the largest decrease, 10,000. Other states that declined include Michigan, by 9,800; Minnesota, by 2,300, Missouri, by 1,500; and Ohio, by 500. Wisconsin gained 2,100, reaching its series high of 109,000. Among the smaller Midwest States in February, Indiana fell 2,800, North Dakota lost 1,100, and Kansas dropped 900.

In the **South**, online labor demand fell 18,300 in February (Table A) with Georgia experiencing the largest decrease (-8,400). Virginia was down 3,300; Texas, down 2,900; and North Carolina, down 1,700. Florida was up 300 while Maryland gained 100 and reached its series high, 121,500. Among the smaller States, South Carolina increased by 700 and Arkansas increased by 100 while Louisiana lost 1,100 and Tennessee lost 100.

Online labor demand in the **West** decreased by 18,000 in February. Colorado led the decline with a decrease of 5,800. California, the region's largest State, fell 5,200. Arizona dropped 3,800, and Washington declined by 1,600. Among the smaller States in February, Nevada fell 1,300, Utah fell 300, and Oregon gained 1,800 (Table 3).

Online labor demand in the **Northeast** dipped 9,000 in February with Massachusetts down 2,500 and New Jersey down 2,100. Pennsylvania dropped 900. New York inched up 800 and reached its series high of 296,000. Among the smaller States in the Northeast, February labor demand decreased by 4,500 in Connecticut, 800 in Maine, 800 in New Hampshire, and 500 in Rhode Island (Table 3).

The Supply/Demand rates for the States are for December 2012, the latest month available for state unemployment data. The number of advertised vacancies exceeded the number of unemployed only in North Dakota, where the Supply/Demand rate was 0.63. The State with the highest Supply/Demand rate is Mississippi (4.81), where there were nearly five 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.

## METRO AREA HIGHLIGHTS

- **In February, 32 of the 52 largest metro areas posted decreases in labor demand with 19 increasing and one (Salt Lake City) remaining constant**
- **23 of the 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 <sup>1</sup> (Thousands)  Feb-13	M-O-M Change (Thousands)  Feb-Jan 13	Supply/ Demand Rate <sup>2</sup>  Jan-13 for U.S.; Dec-12 for Regions and MSA's
<b>United States</b>	<b>5,056.7</b>	<b>-44.4</b>	<b>2.42</b>
<b>NORTHEAST</b>	<b>956.2</b>	<b>-9.0</b>	<b>2.44</b>
Boston, MA	115.6	-1.3	1.37
New York, NY	295.9	0.8	2.85
Philadelphia, PA	97.5	1.4	2.78
<b>SOUTH</b>	<b>1,719.7</b>	<b>-18.3</b>	<b>2.44</b>
Atlanta, GA	97.3	-0.1	2.54
Baltimore, MD	66.7	1.4	1.60
Dallas, TX	117.4	-2.1	1.76
Houston, TX	98.1	1.1	1.98
Miami, FL	73.1	-0.4	3.28
Washington, DC	166.4	-0.6	1.04
<b>MIDWEST</b>	<b>1,110.4</b>	<b>-25.4</b>	<b>2.24</b>
Chicago, IL	155.1	-4.9	2.86
Cleveland, OH	42.7	0.4	1.78
Detroit, MI	64.3	-4.4	3.21
Minneapolis-St. Paul, MN	86.5	-1.7	1.20
<b>WEST</b>	<b>1,167.0</b>	<b>-18.0</b>	<b>2.68</b>
Denver, CO	62.5	-1.3	1.73
Los Angeles, CA	179.0	1.0	3.50
Phoenix, AZ	63.6	-1.1	2.18
San Diego, CA	49.2	-0.1	2.75
San Francisco, CA	111.6	-3.1	1.57
San Jose, CA	51.9	-2.7	1.42
Seattle-Tacoma, WA	90.0	-0.9	1.47

**The Conference Board - All rights reserved.**

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.

## Metro Area Changes

In February, 14 of the 20 largest MSAs and 32 of the 52 metropolitan areas for which data are reported separately posted decreases in the number of advertised vacancies (Table B and Table 5). In the largest metro areas in February, Philadelphia in the Northeast posted a gain of 1,400 advertised vacancies. The other large metro areas

posting February gains included: New York in the **Northeast**, up 800; Cleveland in the **Midwest**, up 400; Baltimore, up 1,400, and Houston, up 1,100, in the **South**; and Los Angeles in the **West**, up 1,000 (Table B).

Twenty-three of the reported MSAs had Supply/Demand rates in December 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 (1.04) with about one advertised vacancy for every unemployed worker. Minneapolis-St. Paul (1.20), Oklahoma City (1.21), Salt Lake City (1.26), Boston (1.37), Columbus (1.40), San Jose (1.42), Austin (1.46), and Seattle-Tacoma (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 nearly seven unemployed workers for every advertised vacancy (6.83); Las Vegas (3.86); Sacramento (3.60); and Los Angeles (3.50). Supply/Demand rate data are for December 2012, the latest month for which unemployment data for local areas are available (Table B & Table 6).

In just over three and a half years since the end of the recession, a number of the large metro areas have posted gains in labor demand above 100 percent. The most notable of these are Columbus (up 153 percent), Nashville (up 147 percent), Cleveland (up 146 percent), Charlotte (up 144 percent), Minneapolis-St. Paul (up 142 percent), Denver (up 138 percent), Detroit (up 136 percent), Birmingham (up 134 percent), Milwaukee (up 133 percent), and Portland (up 121 percent).

## OCCUPATIONAL HIGHLIGHTS

- **Note: Occupational data now based on 2010 SOC standards**
- **12 of the 22 major occupational groups in the Standard Occupational Classifications (SOC) rose in February (Table C and Table 7)**
- **Office and Administrative Support occupations were up 20,100 while Sales and Related occupations posted a decline of 23,700 in February**

Table C: U.S. Top Ten Demand Occupations and Pay Levels, Seasonally Adjusted						
SOC <sup>1</sup>	Occupation	Total Ads (Thousands) Feb-13	M-O-M Change (Thousands) Feb-Jan 13	Unemployed (Thousands) Jan-13	Supply/ Demand Rate <sup>2</sup> Jan-13	Average Hourly Wage <sup>3</sup>
15	Computer and mathematical science	610.8	-10.7	143.2	0.23	\$37.85
41	Sales and related	602.7	-23.7	1,379.4	2.20	\$18.04
29	Healthcare practitioners and technical	589.1	-15.8	224.4	0.37	\$34.97
43	Office and administrative support	550.3	20.1	1,585.9	2.99	\$16.40
11	Management	470.5	-8.3	612.5	1.28	\$51.64
13	Business and financial operations	305.9	-15.7	286.9	0.89	\$33.05
53	Transportation and material moving	253.3	10.4	987.2	4.07	\$15.96
35	Food preparation and serving related	233.4	-12.1	904.3	3.68	\$10.30
49	Installation, maintenance, and repair	189.2	9.7	339.4	1.89	\$20.86
17	Architecture and engineering	173.7	-2.6	116.9	0.66	\$37.08

**The Conference Board - All rights reserved.**

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 February

In February, among the largest occupational groups, **Office and Administrative Support** occupations increased 20,100 to 550,300, largely due to higher demand for First-Line Supervisors/Managers of Office and Administrative Support Workers and Executive Secretaries and Administrative Assistants. Labor demand for **Transportation and Material Moving** was up 10,400 to 253,300, due to increased demand for Heavy and Tractor-Trailer Truck Drivers. Demand for **Installation, Maintenance, and Repair** was up 9,700 to 189,200 due to increased demand for General Maintenance and Repair Workers.

**Sales and Related** occupations fell 23,700 to 602,700, driven by decreased demand for Demonstrators and Product Promoters. **Healthcare Practitioners and Technical** occupations fell 15,800 to 589,100, led by a decrease in demand for Occupational Therapists, General Internists, and Family and General Practitioners. **Business and Financial Operations** occupations fell 15,700 to 305,900. In the Business and Financial category, the February decrease included lower demand for Tax Preparers. Demand for **Food Preparation and Serving-Related** occupations dropped 12,100 to 233,400 due to decreased demand for Combined Food Preparation and Serving Workers Including Fast Food (Table C).

### Analysis: Professional vs. Services/Production Occupations

While the number of ads is roughly equal between the Professional and Service/Production occupations, the number of unemployed looking for jobs in each category is not. The large number of unemployed pursuing Service/Production openings continues to challenge job-seekers in those fields.

By dividing the HWOL occupational data into two broad categories — **Professional occupations** and **Service/Production occupations** — a glaring contrast emerges both in terms of labor supply (i.e. unemployed) and labor demand (i.e. ads). The gap in wages and educational requirements have been well-documented, but less focus has been given to the stark differences in the job-search experience between the two groups.

HWOL uses the Federal government's Standard Occupational Classification (SOC) system codes. The Professional category includes SOC codes 11 through 29, while the Services/Production-Related category is represented by SOC codes 31 through 53. (See Table 7, page 15 for select occupations in each category, including current count of online ads, number of unemployed, and average hourly wage.)

**Unemployment and Supply/Demand.** The national Supply/Demand rate of 2.4 for all occupations (about 2.4 unemployed for each advertised opening) masks the significant challenges facing job-seekers in the Service/Production occupational categories.

Currently, around 80 percent of the officially unemployed are in Service/Production occupations, with only 20 percent of the officially unemployed in Professional occupations. However, labor demand is split about 50/50 with demand for Professionals making up 51 percent of the ads while demand for Services/Production is at 49 percent of ads. In other words, there is less than one unemployed Professional worker (S/D of 0.83) for each ad,

with many occupations in the category feeling a clear shortage of workers. On the other hand, there are close to four unemployed (S/D of 3.7) for every online advertised vacancy in Services/Production with the ratio much higher in a number of the individual occupations. (E.g, Production Works, with 6 unemployed for every job ad.)

“The numbers are clear,” said Shelp. “Even setting aside differences in salaries, savings, and support network, unemployed Service/Production workers are facing a much tougher road back to work than their Professional counterparts.”

**Wages and Education.** As expected, wages and education contrast sharply 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 \$52 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 under \$20 per hour, ranging from \$21 for construction to \$10 for food preparation and serving-related 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.

In spite of any recent gains, occupations where there are significant job challenges include the following:

- Construction (SOC 47) with 1,127,000 unemployed and an S/D rate of 11.2
- Building/grounds maintenance (SOC 37) with 745,000 unemployed and an S/D rate of 8.4
- Production (SOC 51) with 927,000 and an S/D rate of 6.3
- Personal care and service (SOC 39) with 503,000 unemployed and an S/D rate of 5.5.

Added Shelp, “Given the supply/demand unbalance, there would ideally be opportunities for Service/Production workers to cross over to the Professional openings. In many cases, however, the educational gap will prove to be too great.”

## PROGRAM NOTES

### HWOL 2013 Annual Revisions

With the 2013 press release, the HWOL program is incorporating its annual revision, which ensures the accuracy and consistency of the time series. This year's annual revisions include the introduction of the 2010 SOC occupational codes, several updates to the HWOL unduplication methodology, and the annual update of seasonal adjustment factors. To insure the consistency of the HWOL time series, data for the full time series from May 2005 to the present have been recalculated using the new standards. The annual revision has left most levels and trends relatively consistent with the prior series.

### 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](mailto: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](mailto:June.Shelp@conference-board.org) or [Jeanne.Shu@conference-board.org](mailto:Jeanne.Shu@conference-board.org).

---

*The Conference Board Help Wanted OnLine*<sup>®</sup> 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 HWOL series measures help wanted advertising, i.e. labor 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](http://www.bls.gov).



## The Conference Board

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: To provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c) (3) tax-exempt status in the United States.

## WANTED Technologies Corporation

WANTED is a leading supplier of real-time business intelligence solutions for the talent marketplace. Using technology to gather data from corporate career sites and online job boards, WANTED builds products to help our users make better human capital decisions faster. Users of our products include corporate human resources departments, market analysts and employment services firms as well as the federal, state and local labor market analysts that use HWOL. For more information, please visit: [www.wantedanalytics.com](http://www.wantedanalytics.com).

## HAVER ANALYTICS®

Haver Analytics is the premier provider of time series data for the Global Strategy and Research community. Haver Analytics was founded in 1978 as a consulting firm and today provides the highest quality data and software for industry professionals. Haver provides products and services to clients in financial services, government, academia and various industry groups from consulting to manufacturing. For more information please see: <http://www.haver.com/contact.html>.

<b>Publication Schedule, Help Wanted OnLine Data Series</b>			
	<b>Data for the Month</b>		<b>Release Date</b>
	March, 2013		April 3, 2013
	April, 2013		May 1, 2013
	May, 2013		June 5, 2013
	June, 2013		July 3, 2013
	July, 2013		July 31, 2013
	August, 2013		September 4, 2013
	September, 2013		October 2, 2013
	October, 2013		October 30, 2013
	November, 2013		December 4, 2013

Table 1: National/Regional Total Ads and New Ads (Levels), Seasonally Adjusted								
Location <sup>3</sup>	Total Ads <sup>1</sup> (Thousands)			M-O-M Change (Thousands)	New Ads <sup>2</sup> (Thousands)			M-O-M Change (Thousands)
	Feb-12	Jan-13	Feb-13	Feb-Jan 13	Feb-12	Jan-13	Feb-13	Feb-Jan 13
<b>United States</b>	<b>4,562.9</b>	<b>5,101.1</b>	<b>5,056.7</b>	<b>-44.4</b>	<b>2,256.5</b>	<b>2,433.0</b>	<b>2,532.1</b>	<b>99.1</b>
New England	276.0	304.1	294.3	-9.8	135.1	142.0	144.8	2.8
Middle Atlantic	606.6	661.1	661.9	0.8	310.6	323.6	347.1	23.5
South Atlantic	884.9	989.2	983.3	-5.9	439.9	477.8	492.5	14.6
East North Central	652.8	743.3	726.5	-16.8	317.6	340.2	355.5	15.3
East South Central	195.5	221.8	215.7	-6.1	91.6	106.5	104.7	-1.8
West North Central	353.4	392.5	383.9	-8.6	166.5	169.0	175.5	6.6
West South Central	453.1	527.0	520.7	-6.3	218.6	248.3	254.5	6.2
Mountain	313.4	371.3	360.8	-10.5	159.3	181.9	186.3	4.4
Pacific	714.8	813.7	806.2	-7.5	372.4	403.8	426.6	22.8

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. Regions are as defined by the U.S. Census Bureau.

Table 2: National/Regional Total Ads and New Ads Rates, Seasonally Adjusted						
Location <sup>2</sup>	Total Ads Rate <sup>1</sup> (Percent)			New Ads Rate <sup>1</sup> (Percent)		
	Feb-12	Jan-13	Feb-13	Feb-12	Jan-13	Feb-13
<b>United States</b>	<b>2.95</b>	<b>3.28</b>	<b>3.25</b>	<b>1.46</b>	<b>1.56</b>	<b>1.63</b>
New England	3.56	3.94	3.81	1.74	1.84	1.88
Middle Atlantic	2.96	3.18	3.19	1.52	1.56	1.67
South Atlantic	2.96	3.28	3.26	1.47	1.59	1.63
East North Central	2.80	3.19	3.12	1.36	1.46	1.53
East South Central	2.25	2.55	2.48	1.05	1.22	1.20
West North Central	3.20	3.57	3.50	1.51	1.54	1.60
West South Central	2.55	2.94	2.91	1.23	1.39	1.42
Mountain	2.86	3.38	3.28	1.45	1.66	1.70
Pacific	2.86	3.27	3.24	1.49	1.62	1.71

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.

© 2013 The Conference Board. All rights reserved.

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

Location	Total Ads <sup>1</sup> (Thousands)			M-O-M Change (Thousands)	New Ads <sup>2</sup> (Thousands)			M-O-M Change (Thousands)
	Feb-12	Jan-13	Feb-13	Feb-Jan 13	Feb-12	Jan-13	Feb-13	Feb-Jan 13
<b>United States</b>	<b>4,562.9</b>	<b>5,101.1</b>	<b>5,056.7</b>	<b>-44.4</b>	<b>2,256.5</b>	<b>2,433.0</b>	<b>2,532.1</b>	<b>99.1</b>
Alabama	46.0	54.1	52.5	-1.7	20.9	25.1	24.3	-0.8
Alaska	17.2	20.4	19.5	-0.9	8.2	9.7	9.5	-0.2
Arizona	80.3	97.7	93.9	-3.8	41.4	48.8	50.3	1.5
Arkansas	30.9	29.4	29.5	0.1	13.7	13.0	13.9	1.0
California	521.0	577.9	572.8	-5.2	273.1	286.3	304.2	17.9
Colorado	90.4	116.4	110.6	-5.8	47.4	58.5	59.2	0.7
Connecticut	65.6	70.4	65.9	-4.5	30.7	31.5	31.3	-0.2
Delaware	15.5	19.0	18.3	-0.7	7.2	8.4	8.5	0.1
Florida	241.9	263.0	263.2	0.3	134.3	137.1	143.7	6.6
Georgia	123.4	154.4	146.0	-8.4	55.0	69.6	65.6	-4.0
Hawaii	16.6	20.0	20.5	0.5	10.3	12.1	13.3	1.2
Idaho	18.9	22.7	22.9	0.2	9.4	12.5	11.9	-0.6
Illinois	176.7	210.0	200.0	-10.0	75.6	92.2	88.2	-4.0
Indiana	77.7	84.9	82.1	-2.8	36.1	38.0	38.8	0.8
Iowa	49.6	54.7	52.8	-1.9	21.6	23.6	23.4	-0.2
Kansas	40.1	46.7	45.8	-0.9	17.5	19.7	20.3	0.6
Kentucky	46.2	50.8	49.3	-1.6	20.8	23.7	22.9	-0.8
Louisiana	43.6	53.2	52.1	-1.1	20.7	26.6	25.5	-1.1
Maine	20.3	23.7	23.0	-0.8	9.1	10.3	10.5	0.2
Maryland	109.5	121.4	121.5	0.1	51.6	55.5	58.8	3.4
Massachusetts	136.6	152.6	150.1	-2.5	67.5	71.1	73.8	2.7
Michigan	123.9	152.4	142.6	-9.8	65.1	68.2	70.6	2.5
Minnesota	111.6	127.4	125.0	-2.3	54.1	55.0	56.6	1.6
Mississippi	22.3	26.3	24.3	-2.0	9.2	11.5	10.7	-0.7
Missouri	87.3	86.6	85.1	-1.5	43.9	39.3	40.5	1.2
Montana	16.8	18.5	18.6	0.0	7.5	8.3	8.8	0.5
Nebraska	31.4	38.3	37.5	-0.8	15.2	17.1	18.1	1.1
Nevada	38.7	40.1	38.8	-1.3	21.8	19.6	20.2	0.6
New Hampshire	23.0	25.3	24.4	-0.8	11.6	13.4	12.6	-0.7
New Jersey	144.4	166.5	164.4	-2.1	76.3	85.9	88.3	2.4
New Mexico	24.7	26.6	24.8	-1.8	11.5	13.3	11.8	-1.5
New York	259.0	295.2	296.0	0.8	133.8	146.0	156.8	10.8
North Carolina	123.8	145.9	144.2	-1.7	64.6	76.6	77.0	0.4
North Dakota	17.0	22.6	21.5	-1.1	6.0	8.7	8.2	-0.5
Ohio	179.4	196.9	196.3	-0.5	92.2	99.6	101.5	1.9
Oklahoma	50.3	58.6	57.5	-1.1	26.1	29.0	30.4	1.4
Oregon	52.5	61.4	63.2	1.8	28.2	32.2	35.1	2.9
Pennsylvania	203.4	202.5	201.6	-0.9	99.6	92.5	100.8	8.3
Rhode Island	18.0	19.7	19.3	-0.5	10.2	10.1	10.4	0.3
South Carolina	51.4	60.2	60.9	0.7	26.0	30.0	32.1	2.1
South Dakota	17.8	18.2	17.7	-0.6	6.5	6.3	6.5	0.1
Tennessee	81.2	89.9	89.8	-0.1	40.7	45.4	46.8	1.4
Texas	328.8	385.3	382.3	-2.9	157.5	180.9	183.8	2.9
Utah	35.5	43.0	42.8	-0.3	17.3	19.4	21.0	1.6
Vermont	12.8	12.5	12.2	-0.4	5.7	6.0	5.8	-0.1
Virginia	151.0	163.9	160.6	-3.3	68.8	73.0	73.1	0.1
Washington	109.4	134.5	132.9	-1.6	51.4	66.1	63.5	-2.6
West Virginia	20.2	21.0	19.8	-1.2	8.1	8.8	8.2	-0.6
Wisconsin	98.3	107.0	109.0	2.1	46.3	48.6	53.6	5.0
Wyoming	8.2	9.0	8.6	-0.4	3.2	4.1	3.5	-0.6

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

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

Table 4: State Labor Supply/Labor Demand Indicators, Seasonally Adjusted							
Location	Total Ads Rate <sup>1</sup> (Percent)			Unemployment Rate <sup>2</sup>	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate <sup>3</sup>
	Feb-12	Jan-13	Feb-13	Jan-13 for U.S.; Dec-12 for States	Jan-13 for U.S.; Dec-12 for States	Jan-13 for U.S.; Dec-12 for States	Jan-13 for U.S.; Dec-12 for States
<b>United States</b>	<b>2.95</b>	<b>3.28</b>	<b>3.25</b>	<b>7.9</b>	<b>12,332.00</b>	<b>5,101.1</b>	<b>2.42</b>
Alabama	2.14	2.51	2.43	7.1	152.64	50.0	3.05
Alaska	4.68	5.61	5.37	6.6	24.15	19.2	1.26
Arizona	2.67	3.23	3.11	7.9	238.34	94.5	2.52
Arkansas	2.23	2.17	2.18	7.1	96.17	27.7	3.47
California	2.82	3.13	3.10	9.8	1,804.92	569.3	3.17
Colorado	3.31	4.27	4.06	7.6	208.18	111.8	1.86
Connecticut	3.43	3.76	3.52	8.6	160.47	66.6	2.41
Delaware	3.53	4.30	4.14	6.9	30.50	17.6	1.73
Florida	2.60	2.81	2.82	8.0	748.87	256.5	2.92
Georgia	2.60	3.21	3.04	8.6	413.94	139.7	2.96
Hawaii	2.51	3.10	3.17	5.2	33.52	19.8	1.70
Idaho	2.43	2.92	2.95	6.6	50.85	21.6	2.36
Illinois	2.68	3.16	3.01	8.7	576.61	195.6	2.95
Indiana	2.42	2.69	2.60	8.2	259.77	80.5	3.23
Iowa	2.98	3.34	3.22	4.9	79.96	51.1	1.57
Kansas	2.66	3.13	3.07	5.4	80.40	43.7	1.84
Kentucky	2.24	2.43	2.36	8.1	169.75	47.9	3.54
Louisiana	2.12	2.56	2.50	5.5	114.84	51.9	2.21
Maine	2.86	3.35	3.25	7.3	51.40	22.7	2.27
Maryland	3.55	3.90	3.90	6.6	206.72	119.3	1.73
Massachusetts	3.95	4.39	4.32	6.7	234.30	149.4	1.57
Michigan	2.67	3.28	3.07	8.9	412.58	150.5	2.74
Minnesota	3.75	4.28	4.20	5.5	164.84	122.5	1.35
Mississippi	1.66	1.97	1.82	8.6	115.41	24.0	4.81
Missouri	2.88	2.88	2.83	6.7	200.90	81.2	2.47
Montana	3.32	3.63	3.64	5.7	29.24	17.6	1.66
Nebraska	3.10	3.72	3.65	3.7	38.54	38.3	1.01
Nevada	2.82	2.95	2.86	10.2	138.77	40.6	3.42
New Hampshire	3.10	3.41	3.30	5.7	42.03	25.0	1.68
New Jersey	3.16	3.60	3.56	9.6	443.80	162.3	2.74
New Mexico	2.65	2.85	2.65	6.4	59.56	24.5	2.43
New York	2.72	3.08	3.09	8.2	786.80	290.1	2.71
North Carolina	2.64	3.07	3.03	9.2	438.86	140.0	3.13
North Dakota	4.36	5.76	5.49	3.2	12.65	20.2	0.63
Ohio	3.10	3.41	3.41	6.7	387.67	185.6	2.09
Oklahoma	2.82	3.21	3.15	5.1	93.32	54.8	1.70
Oregon	2.64	3.14	3.23	8.4	163.97	60.2	2.72
Pennsylvania	3.18	3.09	3.07	7.9	516.66	198.6	2.60
Rhode Island	3.22	3.49	3.40	10.2	57.80	19.1	3.03
South Carolina	2.38	2.80	2.83	8.4	180.03	57.0	3.16
South Dakota	3.96	4.08	3.96	4.4	19.49	17.2	1.13
Tennessee	2.60	2.89	2.88	7.6	235.68	89.1	2.64
Texas	2.63	3.05	3.03	6.1	771.29	368.1	2.10
Utah	2.66	3.16	3.14	5.2	70.98	40.9	1.73
Vermont	3.54	3.51	3.41	5.1	18.04	12.3	1.47
Virginia	3.48	3.77	3.69	5.5	238.16	159.5	1.49
Washington	3.13	3.88	3.84	7.6	262.48	131.5	2.00
West Virginia	2.51	2.63	2.48	7.5	59.71	20.4	2.93
Wisconsin	3.21	3.49	3.56	6.6	202.17	102.5	1.97
Wyoming	2.65	2.96	2.84	4.9	14.89	8.5	1.76

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.

© 2013 The Conference Board. All rights reserved.

Table 5: MSA Total Ads and New Ads (Levels), Seasonally Adjusted								
Location <sup>3</sup>	Total Ads <sup>1</sup> (Thousands)			M-O-M Change (Thousands)	New Ads <sup>2</sup> (Thousands)			M-O-M Change (Thousands)
	Feb-12	Jan-13	Feb-13	Feb-Jan 13	Feb-12	Jan-13	Feb-13	Feb-Jan 13
Birmingham, AL	14.1	17.7	17.6	-0.1	7.0	8.4	8.9	0.6
Phoenix, AZ	55.3	64.8	63.6	-1.1	28.4	32.0	33.7	1.8
Tucson, AZ	11.4	13.8	14.1	0.3	6.6	7.6	8.4	0.8
Los Angeles, CA	167.5	178.0	179.0	1.0	89.9	92.7	96.7	4.0
Riverside, CA	31.1	31.1	33.0	1.8	18.8	15.3	18.8	3.5
Sacramento, CA	25.6	29.0	28.8	-0.2	13.1	14.2	15.0	0.8
San Diego, CA	45.8	49.4	49.2	-0.1	24.1	25.1	26.8	1.6
San Francisco, CA	100.9	114.7	111.6	-3.1	51.7	55.3	57.9	2.6
San Jose, CA	51.6	54.6	51.9	-2.7	22.8	23.1	22.8	-0.3
Denver, CO	51.5	63.8	62.5	-1.3	26.5	30.5	32.6	2.1
Hartford, CT	25.8	27.4	25.5	-1.9	12.3	12.1	12.2	0.1
Washington, DC	161.7	167.0	166.4	-0.6	72.8	73.1	74.4	1.3
Jacksonville, FL	19.9	22.2	23.1	0.9	11.4	12.9	14.0	1.1
Miami, FL	63.9	73.5	73.1	-0.4	33.1	38.3	38.7	0.4
Orlando, FL	33.4	32.7	32.9	0.2	19.4	15.9	16.8	1.0
Tampa, FL	45.8	41.5	40.5	-1.0	27.2	20.1	20.9	0.8
Atlanta, GA	82.5	97.4	97.3	-0.1	37.3	44.9	44.0	-1.0
Honolulu, HI	12.0	13.6	14.4	0.7	7.9	8.7	10.1	1.4
Chicago, IL	140.3	160.0	155.1	-4.9	59.9	68.2	68.1	-0.1
Indianapolis, IN	30.4	32.6	33.0	0.3	15.1	15.6	17.2	1.6
Louisville, KY	18.7	21.6	21.2	-0.4	8.6	10.1	10.1	0.1
New Orleans, LA	14.3	18.5	17.9	-0.7	8.1	10.3	10.0	-0.3
Baltimore, MD	59.2	65.3	66.7	1.4	29.1	31.2	34.8	3.7
Boston, MA	105.7	117.0	115.6	-1.3	51.7	53.5	56.6	3.0
Detroit, MI	59.9	68.6	64.3	-4.4	33.0	28.3	31.1	2.8
Minneapolis-St. Paul, MN	81.0	88.2	86.5	-1.7	41.3	37.6	40.5	2.9
Kansas City, MO	37.6	37.7	37.2	-0.5	18.1	15.7	17.1	1.4
St. Louis, MO	40.3	40.5	39.1	-1.4	20.9	17.2	17.8	0.6
Las Vegas, NV	26.6	26.8	25.8	-0.9	15.4	12.7	12.8	0.2
Buffalo, NY	15.2	18.1	17.5	-0.6	8.2	9.3	9.4	0.2
New York, NY	262.1	295.1	295.9	0.8	138.7	147.9	159.9	12.0
Rochester, NY	12.7	15.4	14.9	-0.5	6.8	7.9	8.1	0.1
Charlotte, NC	33.2	40.2	40.6	0.4	17.1	21.4	22.2	0.8
Cincinnati, OH	31.4	35.9	35.7	-0.2	15.7	17.5	18.1	0.6
Cleveland, OH	43.0	42.2	42.7	0.4	21.6	20.2	21.5	1.3
Columbus, OH	35.4	41.1	42.0	0.9	19.0	21.6	22.8	1.3
Oklahoma City, OK	20.6	24.3	23.9	-0.4	11.0	12.3	13.1	0.8
Portland, OR	33.7	39.4	40.3	0.9	18.3	20.3	22.0	1.7
Philadelphia, PA	91.8	96.0	97.5	1.4	44.5	43.0	46.7	3.7
Pittsburgh, PA	44.9	42.3	42.4	0.1	24.0	20.2	23.2	3.0
Providence, RI	22.4	24.7	24.5	-0.3	12.8	12.8	13.4	0.6
Memphis, TN	15.8	18.0	17.7	-0.3	7.7	9.3	9.0	-0.2
Nashville, TN	26.9	32.4	34.6	2.2	14.4	16.9	19.2	2.3
Austin, TX	29.5	36.0	37.5	1.5	16.1	19.3	21.1	1.8
Dallas, TX	101.7	119.5	117.4	-2.1	47.1	57.0	55.9	-1.1
Houston, TX	79.8	96.9	98.1	1.1	37.3	43.2	45.5	2.2
San Antonio, TX	29.2	30.6	29.4	-1.1	17.0	14.9	14.6	-0.3
Salt Lake City, UT	22.0	25.6	25.6	0.0	11.1	11.6	13.0	1.4
Richmond, VA	20.6	23.5	23.3	-0.1	10.8	12.1	12.3	0.2
Virginia Beach, VA	23.2	26.4	25.8	-0.6	11.9	13.7	13.3	-0.4
Seattle-Tacoma, WA	74.7	90.9	90.0	-0.9	35.3	44.0	42.9	-1.1
Milwaukee, WI	37.0	38.1	40.0	1.9	17.2	17.9	19.5	1.6

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. Metropolitan areas use the 2005 OMB county-based MSA definitions.

© 2013 The Conference Board. All rights reserved.

**Table 6: MSA Labor Supply /Labor Demand Indicators, Seasonally Adjusted**

Location <sup>4</sup>	Total Ads Rate <sup>1</sup> (Percent)			Unemployment Rate <sup>2</sup>	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate <sup>3</sup>
	Feb-12	Jan-13	Feb-13	Dec-12	Dec-12	Dec-12	Dec-12
Birmingham, AL	2.71	3.40	3.39	6.5	33.8	16.2	2.09
Phoenix, AZ	2.73	3.17	3.12	6.7	137.2	62.9	2.18
Tucson, AZ	2.47	3.04	3.10	6.9	31.4	13.2	2.37
Los Angeles, CA	2.57	2.76	2.77	9.4	609.1	174.2	3.50
Riverside, CA	1.72	1.73	1.83	11.4	206.1	30.2	6.83
Sacramento, CA	2.48	2.79	2.78	9.9	103.2	28.7	3.60
San Diego, CA	2.88	3.08	3.07	8.4	135.1	49.1	2.75
San Francisco, CA	4.43	4.95	4.82	7.7	177.3	113.1	1.57
San Jose, CA	5.53	5.74	5.45	7.9	75.5	53.3	1.42
Denver, CO	3.66	4.51	4.42	7.6	107.0	61.7	1.73
Hartford, CT	4.24	4.61	4.29	8.6	51.1	25.8	1.98
Washington, DC	5.06	5.14	5.12	5.3	172.0	165.1	1.04
Jacksonville, FL	2.86	3.19	3.32	7.6	52.9	20.8	2.54
Miami, FL	2.20	2.52	2.51	8.1	234.7	71.5	3.28
Orlando, FL	2.98	2.86	2.87	7.7	88.3	31.2	2.83
Tampa, FL	3.49	3.12	3.04	8.0	106.4	40.6	2.62
Atlanta, GA	3.05	3.55	3.54	8.3	227.0	89.3	2.54
Honolulu, HI	2.60	3.01	3.18	4.7	21.4	13.8	1.56
Chicago, IL	2.89	3.26	3.16	8.8	430.7	150.4	2.86
Indianapolis, IN	3.35	3.66	3.70	7.8	69.5	31.8	2.19
Louisville, KY	2.93	3.36	3.30	7.8	50.4	21.3	2.37
New Orleans, LA	2.66	3.44	3.32	6.0	32.1	18.9	1.70
Baltimore, MD	4.09	4.47	4.56	7.2	104.9	65.5	1.60
Boston, MA	4.18	4.59	4.54	6.1	156.2	114.0	1.37
Detroit, MI	2.98	3.42	3.21	10.8	216.8	67.5	3.21
Minneapolis-St. Paul, MN	4.36	4.74	4.65	5.4	100.7	83.9	1.20
Kansas City, MO	3.57	3.63	3.58	6.4	66.4	35.3	1.88
St. Louis, MO	2.78	2.83	2.73	7.2	103.4	38.8	2.67
Las Vegas, NV	2.71	2.75	2.65	10.4	101.7	26.3	3.86
Buffalo, NY	2.68	3.16	3.06	8.6	49.2	17.4	2.83
New York, NY	2.77	3.10	3.10	8.6	822.9	288.9	2.85
Rochester, NY	2.43	2.92	2.83	7.9	41.8	15.3	2.74
Charlotte, NC	3.70	4.38	4.42	9.3	85.3	38.7	2.20
Cincinnati, OH	2.86	3.25	3.23	6.6	72.8	34.1	2.13
Cleveland, OH	3.96	3.99	4.03	6.9	72.8	40.9	1.78
Columbus, OH	3.69	4.27	4.36	5.8	55.5	39.5	1.40
Oklahoma City, OK	3.53	4.02	3.96	4.7	28.3	23.3	1.21
Portland, OR	2.81	3.34	3.42	7.8	91.6	39.2	2.34
Philadelphia, PA	3.10	3.17	3.22	8.7	262.0	94.2	2.78
Pittsburgh, PA	3.64	3.34	3.34	7.3	92.0	42.4	2.17
Providence, RI	3.24	3.53	3.49	10.2	71.3	23.7	3.00
Memphis, TN	2.52	2.90	2.84	8.5	52.7	17.7	2.98
Nashville, TN	3.21	3.88	4.14	6.2	51.9	33.6	1.54
Austin, TX	3.12	3.69	3.85	5.1	49.9	34.2	1.46
Dallas, TX	3.08	3.58	3.51	6.0	200.8	113.9	1.76
Houston, TX	2.65	3.17	3.21	6.0	184.5	93.1	1.98
San Antonio, TX	2.88	2.99	2.88	5.9	60.2	30.6	1.97
Salt Lake City, UT	3.68	4.16	4.17	5.1	31.1	24.6	1.26
Richmond, VA	3.03	3.47	3.45	6.1	41.0	23.4	1.75
Virginia Beach, VA	2.72	3.10	3.03	6.1	52.1	25.8	2.02
Seattle-Tacoma, WA	3.97	4.84	4.79	6.9	128.7	87.8	1.47
Milwaukee, WI	4.65	4.81	5.05	7.3	57.4	36.0	1.60

**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.

© 2013 The Conference Board. All rights reserved.

Table 7: National Labor Supply/Labor Demand by Occupation <sup>1</sup> , Seasonally Adjusted								
SOC <sup>2</sup>	Occupation <sup>3</sup>	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed <sup>4</sup> (Thousands)	Supply/ Demand Rate <sup>5</sup>	Average Hourly Wage <sup>6</sup>
		Feb-12	Jan-13	Feb-13	Feb-Jan 13	Jan-13	Jan-13	
	Total	4,562.9	5,101.1	5,056.7	-44.4	12,332.0	2.4	\$21.74
11	Management	455.0	478.8	470.5	-8.3	612.5	1.3	\$51.64
13	Business and financial operations	285.7	321.6	305.9	-15.7	286.9	0.9	\$33.05
15	Computer and mathematical science	590.0	621.5	610.8	-10.7	143.2	0.2	\$37.85
17	Architecture and engineering	178.8	176.3	173.7	-2.6	116.9	0.7	\$37.08
19	Life, physical, and social science	46.5	51.9	50.5	-1.4	45.1	0.9	\$32.44
21	Community and social services	69.5	74.3	76.6	2.3	67.9	0.9	\$21.07
23	Legal	25.9	29.3	32.6	3.3	43.0	1.5	\$47.30
25	Education, training, and library	112.3	119.7	120.9	1.2	397.8	3.3	\$24.46
27	Arts, design, entertainment, sports, and media	113.7	131.8	135.1	3.3	221.6	1.7	\$25.89
29	Healthcare practitioners and technical	577.5	604.9	589.1	-15.8	224.4	0.4	\$34.97
31	Healthcare support	134.4	123.2	127.0	3.8	289.8	2.4	\$13.16
33	Protective service	39.6	46.7	47.5	0.8	173.8	3.7	\$20.54
35	Food preparation and serving related	178.2	245.5	233.4	-12.1	904.3	3.7	\$10.30
37	Building and grounds cleaning and maintenance	73.3	88.2	96.6	8.4	745.2	8.4	\$12.29
39	Personal care and service	75.5	91.0	86.8	-4.2	503.4	5.5	\$11.84
41	Sales and related	551.0	626.4	602.7	-23.7	1,379.4	2.2	\$18.04
43	Office and administrative support	471.2	530.2	550.3	20.1	1,585.9	3.0	\$16.40
45	Farming, fishing, and forestry	5.5	6.8	6.8	0.0	131.4	19.3	\$11.68
47	Construction and extraction	83.9	101.1	111.6	10.6	1,126.9	11.2	\$21.46
49	Installation, maintenance, and repair	164.6	179.4	189.2	9.7	339.4	1.9	\$20.86
51	Production	142.8	146.6	148.1	1.5	926.5	6.3	\$16.45
53	Transportation and material moving	216.5	242.8	253.3	10.4	987.2	4.1	\$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.

© 2013 The Conference Board. All rights reserved.

<b>Table 8: State Occupational Demand and Pay<sup>1</sup>, Not Seasonally Adjusted</b>						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads Feb-13	Average Hourly Wage <sup>2</sup>	Total Ads Feb-13	Average Hourly Wage <sup>2</sup>	Total Ads Feb-13	Average Hourly Wage <sup>2</sup>
<b>United States</b>	<b>759,131</b>	<b>\$42.35</b>	<b>1,726,776</b>	<b>\$31.09</b>	<b>529,988</b>	<b>\$12.52</b>
Alabama	6,221	\$39.94	16,390	\$27.72	5,199	\$10.98
Alaska	2,021	\$40.79	7,537	\$33.86	2,366	\$14.93
Arizona	12,550	\$38.41	33,578	\$29.84	12,227	\$12.90
Arkansas	3,366	\$34.80	8,616	\$25.24	3,269	\$10.38
California	100,432	\$47.65	206,757	\$36.77	52,617	\$13.93
Colorado	15,919	\$41.41	38,304	\$32.12	12,420	\$12.75
Connecticut	11,762	\$48.46	23,257	\$33.14	5,640	\$14.33
Delaware	3,412	\$44.91	7,126	\$33.10	1,478	\$12.53
Florida	35,568	\$37.59	80,662	\$29.34	38,954	\$12.00
Georgia	23,245	\$42.61	53,711	\$28.39	13,534	\$11.35
Hawaii	2,009	\$37.74	4,946	\$29.93	3,926	\$13.83
Idaho	2,033	\$32.99	6,544	\$25.38	3,015	\$11.32
Illinois	38,671	\$40.83	67,114	\$30.97	15,911	\$12.93
Indiana	9,804	\$37.40	23,294	\$26.92	8,493	\$11.35
Iowa	5,674	\$34.92	16,570	\$25.76	5,645	\$11.34
Kansas	6,423	\$37.56	14,364	\$26.55	4,542	\$11.22
Kentucky	6,007	\$35.36	13,886	\$26.64	5,230	\$10.87
Louisiana	6,123	\$36.49	13,432	\$26.64	6,672	\$11.05
Maine	2,224	\$34.23	7,924	\$27.34	2,993	\$11.97
Maryland	16,649	\$44.76	48,121	\$35.21	11,837	\$13.48
Massachusetts	26,827	\$48.42	57,521	\$35.05	12,392	\$14.78
Michigan	19,338	\$39.95	48,547	\$29.54	14,319	\$12.10
Minnesota	19,996	\$40.82	43,149	\$30.64	10,957	\$12.23
Mississippi	2,831	\$33.43	6,114	\$23.87	3,085	\$10.32
Missouri	12,089	\$36.55	26,653	\$27.19	8,687	\$11.12
Montana	1,590	\$31.18	5,462	\$23.95	2,495	\$11.21
Nebraska	4,684	\$36.48	11,694	\$26.07	4,056	\$9.89
Nevada	4,946	\$39.54	11,838	\$31.81	6,090	\$13.27
New Hampshire	2,742	\$42.24	7,826	\$29.86	2,699	\$12.79
New Jersey	27,278	\$49.09	56,119	\$34.11	19,186	\$14.46
New Mexico	2,774	\$36.07	9,578	\$28.95	2,673	\$11.55
New York	58,722	\$51.35	97,724	\$31.63	28,951	\$14.46
North Carolina	18,670	\$15.53	50,403	\$23.90	16,740	\$11.30
North Dakota	2,047	\$35.31	5,456	\$24.81	1,890	\$11.50
Ohio	26,141	\$38.64	58,287	\$29.06	21,337	\$11.71
Oklahoma	6,393	\$34.10	16,311	\$25.70	6,719	\$10.85
Oregon	7,864	\$38.10	22,644	\$26.29	7,211	\$12.97
Pennsylvania	28,655	\$41.05	63,338	\$29.09	24,284	\$12.52
Rhode Island	2,705	\$45.08	6,331	\$32.85	2,080	\$13.30
South Carolina	6,065	\$37.37	19,090	\$27.19	8,188	\$10.97
South Dakota	1,608	\$32.93	4,875	\$23.84	2,171	\$10.86
Tennessee	11,613	\$36.93	25,602	\$25.48	10,920	\$11.04
Texas	57,103	\$41.89	127,017	\$30.34	37,950	\$11.39
Utah	4,972	\$36.47	12,166	\$26.86	5,156	\$7.26
Vermont	1,465	\$37.37	4,181	\$26.87	1,417	\$13.05
Virginia	26,276	\$45.17	64,968	\$33.70	15,849	\$12.53
Washington	21,598	\$25.74	51,766	\$33.17	11,989	\$14.44
West Virginia	1,884	\$32.21	6,203	\$24.64	2,484	\$10.43
Wisconsin	13,769	\$36.84	32,438	\$28.68	11,604	\$11.69
Wyoming	843	\$35.34	3,124	\$26.75	994	\$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**

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Feb-13	Wage <sup>1</sup>	Feb-13	Wage <sup>1</sup>	Feb-13	Wage <sup>1</sup>
<b>United States</b>	<b>1,094,822</b>	<b>\$17.04</b>	<b>264,953</b>	<b>\$20.78</b>	<b>345,314</b>	<b>\$16.20</b>
Alabama	13,450	\$14.77	3,459	\$18.55	4,901	\$15.12
Alaska	3,924	\$17.93	1,307	\$28.20	1,032	\$7.88
Arizona	22,158	\$16.73	5,352	\$19.44	4,948	\$16.13
Arkansas	7,056	\$14.23	2,096	\$17.07	3,075	\$14.48
California	126,864	\$18.77	23,388	\$21.93	28,486	\$16.34
Colorado	23,956	\$18.10	6,793	\$21.09	6,217	\$16.82
Connecticut	13,949	\$20.22	2,924	\$24.37	4,038	\$17.63
Delaware	3,380	\$17.30	834	\$21.58	882	\$15.67
Florida	70,498	\$16.13	16,891	\$17.93	14,619	\$15.16
Georgia	29,828	\$16.10	6,904	\$18.92	9,680	\$15.26
Hawaii	5,772	\$6.44	1,252	\$26.33	1,116	\$18.16
Idaho	4,853	\$15.12	1,578	\$18.32	1,811	\$14.97
Illinois	42,544	\$17.73	6,841	\$23.89	13,247	\$16.63
Indiana	19,052	\$15.66	4,815	\$21.10	9,611	\$15.97
Iowa	10,680	\$15.31	3,522	\$19.17	5,761	\$15.59
Kansas	9,386	\$15.68	2,524	\$19.56	3,576	\$15.93
Kentucky	11,705	\$15.00	2,793	\$18.64	4,923	\$16.17
Louisiana	13,279	\$14.55	4,795	\$18.72	4,969	\$17.70
Maine	4,489	\$15.14	1,121	\$18.88	1,346	\$15.93
Maryland	25,679	\$17.83	5,098	\$21.85	5,109	\$17.02
Massachusetts	27,743	\$19.82	4,796	\$25.38	7,035	\$17.33
Michigan	29,523	\$16.47	7,416	\$21.25	12,604	\$17.18
Minnesota	24,100	\$17.58	5,612	\$22.76	10,013	\$16.74
Mississippi	5,994	\$13.71	2,012	\$17.10	2,719	\$14.25
Missouri	18,732	\$15.64	4,318	\$21.13	6,819	\$15.65
Montana	3,412	\$14.61	1,591	\$19.61	1,406	\$16.04
Nebraska	7,989	\$15.34	2,970	\$18.69	3,217	\$15.96
Nevada	10,186	\$16.12	2,306	\$24.37	2,293	\$16.78
New Hampshire	5,578	\$17.08	1,380	\$20.89	1,912	\$16.56
New Jersey	35,218	\$18.97	7,137	\$25.16	8,736	\$16.38
New Mexico	4,949	\$14.68	1,566	\$18.61	1,395	\$16.48
New York	66,677	\$19.77	11,643	\$13.93	13,952	\$17.71
North Carolina	31,096	\$16.16	8,589	\$18.29	9,923	\$14.82
North Dakota	4,185	\$14.87	2,740	\$20.91	2,487	\$17.28
Ohio	43,270	\$16.10	11,173	\$20.38	19,955	\$15.80
Oklahoma	13,462	\$14.60	5,227	\$18.23	6,255	\$15.55
Oregon	12,596	\$16.97	3,202	\$20.23	4,223	\$16.19
Pennsylvania	45,283	\$17.20	10,869	\$20.91	17,589	\$16.52
Rhode Island	3,974	\$17.87	870	\$22.16	1,113	\$16.04
South Carolina	13,890	\$14.92	4,554	\$18.14	5,236	\$15.44
South Dakota	3,676	\$14.15	1,504	\$17.40	1,576	\$14.30
Tennessee	21,588	\$15.46	5,738	\$18.37	8,547	\$15.12
Texas	84,719	\$16.59	23,928	\$18.46	27,832	\$15.80
Utah	11,390	\$15.62	2,436	\$19.89	2,575	\$16.35
Vermont	2,208	\$16.18	587	\$19.26	950	\$16.22
Virginia	29,585	\$16.98	7,212	\$20.02	7,501	\$16.19
Washington	22,958	\$18.26	5,683	\$23.87	6,513	\$18.65
West Virginia	4,633	\$13.39	1,338	\$19.53	1,820	\$15.74
Wisconsin	23,358	\$16.24	6,494	\$21.61	13,533	\$16.23
Wyoming	1,447	\$15.30	976	\$22.54	760	\$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.

© 2013 The Conference Board. All rights reserved.

Table 9: MSA Occupational Demand and Pay <sup>1</sup> , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Feb-13	Wage <sup>2*</sup>	Feb-13	Wage <sup>2*</sup>	Feb-13	Wage <sup>2*</sup>
<b>United States</b>	<b>759,131</b>	<b>\$42.35</b>	<b>1,726,776</b>	<b>\$31.09</b>	<b>529,988</b>	<b>\$12.52</b>
Birmingham, AL	2,187	\$41.72	5,389	\$17.00	1,790	\$11.34
Phoenix, AZ	9,249	\$39.40	21,965	\$26.75	7,992	\$12.94
Tucson, AZ	1,501	\$36.57	4,781	\$29.93	2,046	\$10.46
Los Angeles, CA	33,362	\$47.57	60,253	\$36.58	16,180	\$13.67
Riverside, CA	4,280	\$41.25	9,270	\$32.59	4,405	\$13.04
Sacramento, CA	4,739	\$42.26	9,822	\$35.72	2,538	\$13.95
San Diego, CA	7,725	\$45.39	18,741	\$35.33	5,084	\$13.19
San Francisco, CA	25,327	\$52.92	42,500	\$40.31	8,493	\$15.16
San Jose, CA	9,965	\$59.31	27,697	\$45.67	2,324	\$14.87
Denver, CO	10,808	\$42.99	22,483	\$34.11	5,624	\$12.82
Hartford, CT	4,850	\$45.10	9,009	\$33.02	1,915	\$14.21
Washington, DC	32,488	\$50.22	73,855	\$40.60	13,768	\$14.71
Jacksonville, FL	3,384	\$36.55	6,241	\$29.77	2,890	\$11.53
Miami, FL	11,932	\$40.39	20,920	\$30.40	10,040	\$12.58
Orlando, FL	4,824	\$36.47	9,067	\$28.98	5,037	\$11.60
Tampa, FL	5,992	\$37.50	13,941	\$29.95	5,019	\$7.36
Atlanta, GA	18,392	\$44.72	37,219	\$30.34	7,666	\$11.75
Honolulu, HI	1,472	\$38.09	3,258	\$28.89	2,538	\$13.51
Chicago, IL	32,543	\$42.39	50,703	\$32.26	11,584	\$13.13
Indianapolis, IN	4,609	\$38.57	8,989	\$29.10	3,208	\$11.82
Louisville, KY	2,765	.	5,883	.	2,303	.
New Orleans, LA	2,100	.	4,436	.	3,217	.
Baltimore, MD	8,826	.	25,794	.	6,583	.
Boston, MA	22,584	\$49.89	45,256	\$36.34	8,838	\$15.01
Detroit, MI	9,435	\$42.63	23,629	\$32.04	5,408	\$12.46
Minneapolis-St. Paul, MN	15,576	.	30,159	.	6,525	.
Kansas City, MO	5,674	.	12,133	.	3,221	.
St. Louis, MO	6,422	.	13,405	.	3,488	.
Las Vegas, NV	3,380	.	7,753	.	4,261	.
Buffalo, NY	2,142	.	4,872	.	2,078	.
New York, NY	63,229	\$54.02	102,496	\$36.83	29,019	\$14.97
Rochester, NY	1,717	.	4,603	.	1,737	.
Charlotte, NC	6,746	.	13,625	.	4,061	.
Cincinnati, OH	5,813	\$40.66	10,706	\$29.80	3,514	\$11.73
Cleveland, OH	5,924	\$39.75	13,224	\$30.06	4,697	\$12.42
Columbus, OH	6,489	\$39.25	12,709	\$30.85	4,423	\$12.07
Oklahoma City, OK	2,740	\$35.59	6,461	\$27.69	2,842	\$10.88
Portland, OR	5,984	\$40.81	15,009	\$31.68	3,847	\$13.34
Philadelphia, PA	17,477	\$45.43	34,453	\$32.31	9,867	\$13.59
Pittsburgh, PA	6,027	\$40.17	11,644	\$29.77	5,703	\$12.01
Providence, RI	3,192	\$43.90	7,597	\$31.93	2,832	\$13.27
Memphis, TN	2,441	\$38.97	5,208	\$24.81	1,904	\$11.62
Nashville, TN	5,025	\$38.10	9,683	\$27.16	4,067	\$11.24
Austin, TX	4,861	\$41.77	14,750	\$32.40	3,858	\$11.78
Dallas, TX	21,135	\$43.22	41,233	\$32.13	10,175	\$11.87
Houston, TX	17,364	\$46.51	32,431	\$33.74	8,756	\$11.45
San Antonio, TX	4,364	\$37.84	9,033	\$29.64	3,709	\$11.15
Salt Lake City, UT	3,456	\$38.14	7,493	\$29.09	2,994	\$10.79
Richmond, VA	3,822	\$40.20	8,356	\$29.82	2,594	\$12.23
Virginia Beach, VA	3,112	\$38.70	8,223	\$29.50	3,374	\$11.73
Seattle-Tacoma, WA	16,951	\$45.79	37,594	\$35.63	6,983	\$15.01
Milwaukee, WI	5,548	\$40.26	11,931	\$30.58	4,008	\$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**

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Feb-13	Wage <sup>2*</sup>	Feb-13	Wage <sup>2*</sup>	Feb-13	Wage <sup>2*</sup>
<b>United States</b>	<b>1,094,822</b>	<b>\$17.04</b>	<b>264,953</b>	<b>\$20.78</b>	<b>345,314</b>	<b>\$16.20</b>
Birmingham, AL	5,006	\$16.29	1,129	\$19.05	1,389	\$15.15
Phoenix, AZ	15,737	\$17.45	3,500	\$20.05	3,092	\$16.34
Tucson, AZ	3,358	\$15.16	954	\$19.67	925	\$15.20
Los Angeles, CA	45,087	\$18.73	5,984	\$23.73	9,132	\$15.60
Riverside, CA	8,917	\$16.37	2,130	\$22.62	2,823	\$15.69
Sacramento, CA	6,919	\$18.33	1,439	\$23.41	1,454	\$17.01
San Diego, CA	11,373	\$18.07	2,109	\$23.22	2,215	\$16.00
San Francisco, CA	21,216	\$21.86	3,702	\$27.45	3,606	\$19.06
San Jose, CA	6,411	\$22.96	1,148	\$26.96	1,238	\$17.94
Denver, CO	13,677	\$19.41	3,336	\$21.15	2,882	\$17.21
Hartford, CT	5,451	\$19.39	1,218	\$24.14	1,567	\$10.78
Washington, DC	27,575	\$19.40	5,142	\$22.86	4,032	\$17.87
Jacksonville, FL	6,225	\$16.31	1,772	\$10.95	1,647	\$16.11
Miami, FL	21,963	\$17.06	3,872	\$18.97	3,014	\$15.42
Orlando, FL	8,593	\$15.53	1,884	\$18.02	1,762	\$15.22
Tampa, FL	10,444	\$16.39	2,398	\$17.75	2,107	\$14.79
Atlanta, GA	19,019	\$17.40	3,435	\$19.98	4,434	\$16.05
Honolulu, HI	4,439	\$16.73	885	\$27.38	852	\$18.64
Chicago, IL	33,315	\$18.52	4,590	\$24.72	8,772	\$16.81
Indianapolis, IN	8,317	\$17.30	1,924	\$21.84	2,982	\$16.04
Louisville, KY	5,315	.	1,270	\$11.42	1,976	.
New Orleans, LA	4,624	.	1,483	\$16.51	1,368	.
Baltimore, MD	15,046	.	2,927	.	2,919	.
Boston, MA	21,346	\$20.67	3,220	\$26.08	4,435	\$17.59
Detroit, MI	13,021	\$17.76	3,111	\$22.95	4,676	\$18.54
Minneapolis-St. Paul, MN	17,480	.	3,150	.	6,210	.
Kansas City, MO	8,398	.	1,781	\$13.85	2,645	.
St. Louis, MO	8,732	.	1,541	.	2,459	.
Las Vegas, NV	7,260	.	1,290	\$18.54	1,155	.
Buffalo, NY	5,035	.	982	\$13.75	1,555	.
New York, NY	64,399	\$20.84	10,173	\$26.84	11,410	\$17.77
Rochester, NY	3,509	.	844	\$11.37	1,393	.
Charlotte, NC	9,627	.	1,958	\$14.26	2,485	.
Cincinnati, OH	8,511	\$16.90	1,836	\$11.39	3,087	\$16.41
Cleveland, OH	9,555	\$17.10	2,282	\$21.47	3,873	\$16.33
Columbus, OH	9,408	\$16.88	2,320	\$20.51	3,412	\$14.97
Oklahoma City, OK	6,203	\$15.27	2,355	\$18.83	2,295	\$15.41
Portland, OR	8,266	\$18.26	1,876	\$23.01	2,634	\$16.90
Philadelphia, PA	20,837	\$19.03	3,864	\$23.63	4,930	\$17.48
Pittsburgh, PA	10,541	\$16.81	2,511	\$20.98	3,596	\$16.67
Providence, RI	5,384	\$17.52	1,223	\$22.29	1,701	\$15.96
Memphis, TN	4,439	\$16.14	1,153	\$19.36	1,745	\$15.65
Nashville, TN	8,274	\$16.41	1,943	\$18.79	2,670	\$15.73
Austin, TX	8,152	\$18.08	1,943	\$18.18	1,815	\$14.57
Dallas, TX	26,374	\$18.01	5,798	\$18.79	7,118	\$15.81
Houston, TX	21,176	\$17.73	5,664	\$19.86	6,550	\$17.65
San Antonio, TX	6,742	\$15.76	1,938	\$17.16	2,071	\$13.87
Salt Lake City, UT	6,937	\$16.79	1,464	\$20.20	1,560	\$16.75
Richmond, VA	4,957	\$17.49	1,299	\$19.93	1,424	\$16.03
Virginia Beach, VA	5,742	\$15.41	2,021	\$19.65	1,844	\$16.39
Seattle-Tacoma, WA	14,845	\$19.58	3,153	\$25.55	3,723	\$19.94
Milwaukee, WI	8,647	\$18.06	2,198	\$23.64	4,913	\$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

© The Conference Board 2012. All data contained in this press release are protected by United States and international copyright laws. The data displayed are provided for informational purposes only and may only be accessed, reviewed, and/or used in accordance with, and the permission of, The Conference Board consistent with a subscriber or license agreement and the Terms of Use displayed on our website at [www.conference-board.org](http://www.conference-board.org). The data and analysis contained herein may not be used, redistributed, published, or posted by any means without express written permission from The Conference Board.

**COPYRIGHT TERMS OF USE.** All material in this press release and on Our Sites are protected by United States and international copyright laws. You must abide by all copyright notices and restrictions contained in Our Sites. You may not reproduce, distribute (in any form including over any local area or other network or service), display, perform, create derivative works of, sell, license, extract for use in a database, or otherwise use any materials (including computer programs and other code) in this press release or on Our Sites (collectively, "Site Material"), except that you may download Site Material in the form of one machine-readable copy that you will use only for personal, noncommercial purposes, and only if you do not alter Site Material or remove any trademark, copyright or other notice displayed on the Site Material. If you are a subscriber to any of the services offered on Our Sites, you may be permitted to use Site Material, according to the terms of your subscription agreement.

**TRADEMARKS.** "THE CONFERENCE BOARD", the TORCH LOGO, "THE CONFERENCE BOARD HELP WANTED ONLINE", and any other logos, indicia and trademarks featured in this press release or on Our Sites are trademarks owned by The Conference Board, Inc. in the United States and other countries ("Our Trademarks"). You may not use Our Trademarks in connection with any product or service that does not belong to us nor in any manner that is likely to cause confusion among users about whether The Conference Board is the source, sponsor, or endorser of the product or service, nor in any manner that disparages or discredits us.