



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 #5660

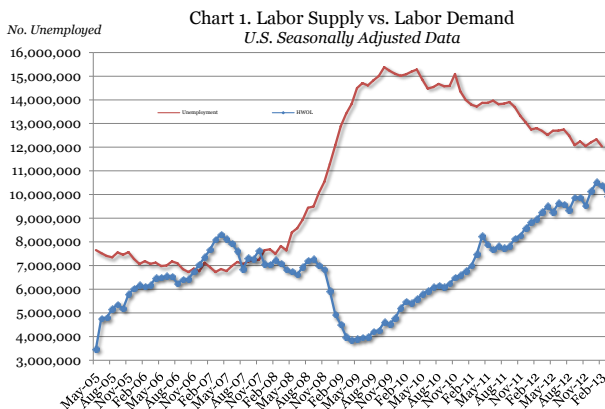
For Immediate Release 10:00 AM ET, Wednesday, April 3, 2013

Online Labor Demand down 158,000 in March

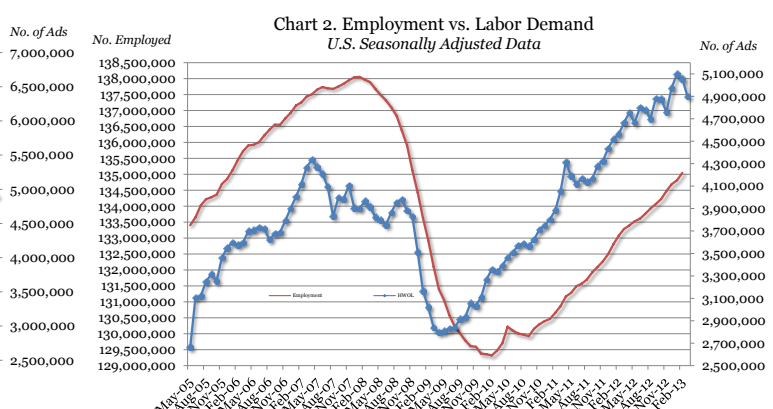
- Labor demand down 77,000 in Q1 of 2013
- Q1 '13 decline follows three years of strong Q1 growth since the end of the recession
- March is mixed with drops in Healthcare, Sales, and Office workers outstripping increases in Management, Business, and Computer workers

NEW YORK, April 3, 2013...Online advertised vacancies dropped 158,000 in March to 4,898,700 in *The Conference Board Help Wanted OnLine® (HWOL) Data Series* released today. The March drop follows a small dip in February (44,400); the two combined offset the January gain. The Supply/Demand rate stands at 2.4 unemployed for every vacancy. In February, there were 7 million more unemployed than the number of advertised vacancies, down from 11.9 million at the end of the recession in June 2009.

“Labor demand has been up and down for the last six months, leaving the new March level basically the same as it was in September 2012,” said June Shelp, Vice President at The Conference Board. Sequestration, along with the indecision in Washington, has most likely taken its toll with employers in many industries hesitating to aggressively look for new workers. The unevenness in labor demand continues with unemployed workers in healthcare professions and business professions like computers, business, and finance finding ample job opportunities. Competition is stiffer with anywhere from 2 to 4 unemployed for every available opening in many lower-paying occupations (sales workers, office workers, food workers, transportation workers) (Table 7, page 14).



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

- All 4 regions declined in March
- 19 of the 20 largest States (all but PA) declined

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads ¹ (Thousands) Mar-13	M-O-M Change (Thousands) Mar-Feb 13	Supply/ Demand Rate ² Feb-13	Recent Trend ³
United States	4,898.7	-158.0	2.38	↑ 8/11
NORTHEAST	949.7	-6.5	2.41	
Massachusetts	146.8	-3.3	1.51	↑ 11/11
New Jersey	162.1	-2.3	2.62	↑ 9/11
New York	295.7	-0.3	2.73	↑ 11/12
Pennsylvania	203.7	2.1	2.64	→ 2/12
SOUTH	1,653.3	-66.4	2.42	
Florida	248.0	-15.2	2.77	→ 9/12
Georgia	138.5	-7.5	2.86	↑ 9/11
Maryland	115.7	-5.8	1.71	→ 3/12
North Carolina	142.0	-2.3	3.10	↑ 7/11
Texas	372.7	-9.6	2.11	↑ 8/11
Virginia	152.7	-7.9	1.46	↑ 9/11
MIDWEST	1,069.2	-41.2	2.29	
Illinois	188.7	-11.3	3.15	↑ 9/11
Michigan	139.7	-2.9	2.88	↑ 7/09
Minnesota	120.6	-4.4	1.31	↑ 6/09
Missouri	79.5	-5.7	2.34	→ 12/11
Ohio	186.7	-9.6	2.04	→ 6/12
Wisconsin	107.2	-1.9	2.01	↑ 11/12
WEST	1,151.0	-16.0	2.63	
Arizona	89.4	-4.5	2.56	↑ 5/12
California	570.6	-2.1	3.13	↑ 8/12
Colorado	109.4	-1.2	1.80	↑ 6/11
Washington	124.1	-8.8	1.95	↑ 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) .

March Changes for States

In March, online labor demand dipped in 46 of the 50 States in the U.S. (Table 3). Nevada remained constant, and Pennsylvania, Oregon, and Montana increased. About 75 percent (37 of the 50 States) are above last year's March levels.

Online labor demand in the **South** dropped 66,400 in March (Table A) with Florida, among the large states, experiencing the largest decline (-15,200). Other large States with declines included Texas, down 9,600; Virginia, down 7,900; Georgia, down 7,500; Maryland, down 5,800; and North Carolina, down 2,300. Among the smaller States, Tennessee lost 4,400, South Carolina decreased by 3,800, Arkansas declined 1,000, and Louisiana dropped 900.

In the **Midwest** online labor demand fell 41,200 in March. Illinois and Ohio were down 11,300 and 9,600 respectively while Missouri fell 5,700. Other large States with March declines included Minnesota, which was down 4,400; Michigan, which decreased by 2,900; and Wisconsin, which lost 1,900. Among the smaller Midwest States in March, Indiana fell 4,800, Kansas dropped 3,400, and North Dakota lost 1,800.

Online labor demand in the **West** decreased by 16,000 in March. Washington led the decline with a decrease of 8,800. Arizona dropped 4,500, California decreased 2,100, and Colorado declined by 1,200. Among the smaller States in March, Oregon gained 1,200 while Nevada remained constant and Utah fell 1,100 (Table 3).

Online labor demand in the **Northeast** dipped 6,500 in March with Pennsylvania up 2,100 to 203,700, its series high. Pennsylvania was the only large State posting an increase. Other large States with lower labor demand included Massachusetts, down 3,300; New Jersey, down 2,300; and New York, down 300. Among the smaller States in the Northeast, March labor demand decreased by 900 in Rhode Island, 800 in Connecticut, 800 in New Hampshire, and 200 in Maine (Table 3).

The Supply/Demand rates for the States are for February 2013, 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 0.61. The State with the highest Supply/Demand rate is Mississippi (5.26), where there were over 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 March, 41 of the 52 largest metro areas posted decreases in labor demand while 11 posted increases**
- **Almost half of the largest metro areas (24) 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 Ads¹ (Thousands) Mar-13	M-O-M Change (Thousands) Mar-Feb 13	Supply/ Demand Rate² Feb-13 for U.S. and Regions; Jan-13 for MSA's
United States	4,898.7	-158.0	2.38
NORTHEAST	949.7	-6.5	2.41
Boston, MA	113.9	-1.7	1.33
New York, NY	299.3	3.5	2.84
Philadelphia, PA	96.9	-0.5	2.78
SOUTH	1,653.3	-66.4	2.42
Atlanta, GA	93.5	-3.8	2.38
Baltimore, MD	63.8	-2.9	1.64
Dallas, TX	117.7	0.3	1.73
Houston, TX	97.8	-0.2	1.95
Miami, FL	70.4	-2.7	3.25
Washington, DC	161.1	-5.3	1.05
MIDWEST	1,069.2	-41.2	2.29
Chicago, IL	145.2	-10.0	2.80
Cleveland, OH	42.2	-0.4	1.76
Detroit, MI	64.5	0.2	3.11
Minneapolis-St. Paul, MN	84.5	-2.0	1.16
WEST	1,151.0	-16.0	2.63
Denver, CO	62.8	0.4	1.62
Los Angeles, CA	177.7	-1.3	3.47
Phoenix, AZ	63.0	-0.6	2.15
San Diego, CA	49.3	0.1	2.73
San Francisco, CA	115.0	3.4	1.54
San Jose, CA	52.8	0.9	1.38
Seattle-Tacoma, WA	84.4	-5.6	1.39

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 March, 13 of the 20 largest MSAs and 41 of the 52 metropolitan areas for which data are reported separately posted decreases in the number of advertised vacancies (Table B and Table 5). Metro areas with March gains

were located across the U.S. with a large number in the **West**, including San Francisco, up 3,400; San Jose, up 900; Denver, up 400; and San Diego, up 100. In the other regions, the New York metro area in the **Northeast** posted a gain of 3,500 advertised vacancies; Dallas in the **South**, rose 300; and Detroit in the **Midwest**, was up 200. (Table B).

Twenty-four of the MSAs reported separately had Supply/Demand rates in January 2013 (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 (1.05) with about one advertised vacancy for every unemployed worker. Minneapolis-St. Paul (1.16), Oklahoma City (1.17), Salt Lake City (1.24), Boston (1.33), San Jose (1.38), Seattle-Tacoma (1.39), Austin (1.43), and Columbus (1.43) 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 (6.65); Las Vegas (3.69); Sacramento (3.55); and Los Angeles (3.47). (See Table 6)

Since the end of the recession in June 2009, a number of the large metro areas have posted gains in labor demand above 100 percent. The most notable of these are Charlotte (up 148 percent), Cleveland (up 143 percent), Columbus (up 140 percent), Denver (up 139 percent), Detroit (up 137 percent), Minneapolis-St. Paul (up 136 percent), Nashville (up 134 percent), Portland (up 132 percent), Milwaukee (up 125 percent), and Birmingham (up 119 percent).

OCCUPATIONAL HIGHLIGHTS

- **6 of the 22 major groups in the Standard Occupational Classifications (SOC) rose in March**
- **16 of the 22 major SOC groups declined (Table C and Table 7)**
- **March declines included Healthcare, Sales and Office workers**
- **Declines outstripped gains in Management, Business and Computer workers**
- **Note: Occupational data now based on 2010 SOC standards**

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

SOC ¹	Occupation	Total Ads (Thousands)	M-O-M Change (Thousands)	Unemployed (Thousands)	Supply/ Demand Rate ²	Average Hourly Wage ³
		Mar-13	Mar-Feb 13	Feb-13	Feb-13	
15	Computer and mathematical science	619.1	8.3	123.9	0.20	\$38.55
41	Sales and related	577.9	-24.8	1,331.8	2.21	\$18.26
29	Healthcare practitioners and technical	563.2	-25.8	213.5	0.36	\$35.35
43	Office and administrative support	525.6	-24.6	1,521.4	2.76	\$16.54
11	Management	474.0	3.5	622.0	1.32	\$52.20
13	Business and financial operations	310.1	4.2	278.4	0.91	\$33.44
53	Transportation and material moving	247.4	-5.9	888.2	3.51	\$16.15
35	Food preparation and serving related	232.7	-0.7	960.2	4.11	\$10.28
49	Installation, maintenance, and repair	186.8	-2.4	310.9	1.64	\$21.09
17	Architecture and engineering	176.9	3.1	114.0	0.66	\$37.98

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 2012 estimates.

Occupational Changes for the Month of March

In March, among the largest occupational groups, **Healthcare Practitioners and Technical** occupations fell 25,800 to 563,200, led by a decrease in demand for Registered Nurses, Pharmacy Technicians, and General Internists. **Sales and Related** occupations dropped 24,800 to 577,900, driven by decreased demand for First-Line Supervisors / Managers of Retail Sales Workers, Financial Services Sales Agents, Demonstrators and Product Promoters, and Telemarketers. **Office and Administrative Support** occupations fell 24,600 to 525,600, largely due to lower demand for First-Line Supervisors / Managers of Office and Administrative Support Workers, Receptionists and Information Clerks, Medical Secretaries, and General Office Clerks.

On the positive side were **Computer and Mathematical Science** occupations, up 8,300 to 619,100, led by an increase in demand for Applications Software Developers and Computer Systems Analysts. **Business and Financial Operations** occupations rose 4,200 to 310,100 due to higher demand for Market Research Analysts and Marketing Specialists, Accountants, Financial Analysts, and Employment, Recruitment, and Placement Specialists (Table C).

PROGRAM NOTES

HWOL 2013 Annual Revisions

The HWOL program incorporated its annual revision with the February release, 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 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 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.

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.

HAYER 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>.

Publication Schedule, Help Wanted OnLine Data Series			
	Data for the Month		Release Date
	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 ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Mar-12	Feb-13	Mar-13	Mar-Feb 13	Mar-12	Feb-13	Mar-13	Mar-Feb 13
United States	4,667.2	5,056.7	4,898.7	-158.0	2,395.8	2,532.1	2,376.3	-155.8
New England	281.4	294.3	287.9	-6.3	141.1	144.8	139.6	-5.2
Middle Atlantic	617.9	661.9	661.8	-0.1	325.7	347.1	338.6	-8.5
South Atlantic	898.1	983.3	940.4	-42.9	459.3	492.5	452.6	-39.9
East North Central	668.3	726.5	701.0	-25.5	329.7	355.5	326.4	-29.1
East South Central	201.3	215.7	205.3	-10.3	95.4	104.7	94.3	-10.4
West North Central	361.9	383.9	368.2	-15.7	176.5	175.5	158.6	-17.0
West South Central	466.7	520.7	507.6	-13.1	237.4	254.5	241.8	-12.7
Mountain	318.7	360.8	352.3	-8.5	168.5	186.3	177.1	-9.2
Pacific	751.0	806.2	798.7	-7.5	397.9	426.6	401.3	-25.3

Source: The Conference Board

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

Table 2: National/Regional Total Ads and New Ads Rates, Seasonally Adjusted						
Location ²	Total Ads Rate ¹ (Percent)			New Ads Rate ¹ (Percent)		
	Mar-12	Feb-13	Mar-13	Mar-12	Feb-13	Mar-13
United States	3.02	3.25	3.15	1.55	1.63	1.53
New England	3.64	3.82	3.74	1.82	1.88	1.81
Middle Atlantic	3.00	3.18	3.18	1.58	1.67	1.63
South Atlantic	3.00	3.25	3.11	1.53	1.63	1.50
East North Central	2.88	3.12	3.01	1.42	1.53	1.40
East South Central	2.32	2.48	2.36	1.10	1.20	1.08
West North Central	3.30	3.49	3.35	1.61	1.60	1.44
West South Central	2.62	2.90	2.83	1.33	1.42	1.35
Mountain	2.89	3.26	3.18	1.53	1.68	1.60
Pacific	3.01	3.22	3.19	1.59	1.70	1.60

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 ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Mar-12	Feb-13	Mar-13	Mar-Feb 13	Mar-12	Feb-13	Mar-13	Mar-Feb 13
United States	4,667.2	5,056.7	4,898.7	-158.0	2,395.8	2,532.1	2,376.3	-155.8
Alabama	46.6	52.5	48.9	-3.6	22.0	24.3	22.4	-1.9
Alaska	18.5	19.5	18.9	-0.6	9.0	9.5	8.9	-0.6
Arizona	78.9	93.9	89.4	-4.5	40.9	50.3	44.5	-5.8
Arkansas	31.2	29.5	28.5	-1.0	14.0	13.9	13.4	-0.5
California	543.9	572.8	570.6	-2.1	289.7	304.2	287.5	-16.8
Colorado	92.9	110.6	109.4	-1.2	50.4	59.2	57.4	-1.8
Connecticut	65.9	65.9	65.0	-0.8	31.2	31.3	31.2	-0.1
Delaware	15.6	18.3	18.1	-0.2	7.3	8.5	8.1	-0.4
Florida	241.6	263.2	248.0	-15.2	137.8	143.7	128.1	-15.6
Georgia	124.9	146.0	138.5	-7.5	59.6	65.6	63.4	-2.3
Hawaii	16.2	20.5	18.6	-1.9	10.2	13.3	11.7	-1.5
Idaho	19.5	22.9	22.0	-0.8	10.6	11.9	11.7	-0.2
Illinois	176.9	200.0	188.7	-11.3	78.7	88.2	79.9	-8.3
Indiana	78.8	82.1	77.3	-4.8	37.5	38.8	35.1	-3.6
Iowa	51.1	52.8	50.7	-2.1	22.7	23.4	21.1	-2.3
Kansas	40.7	45.8	42.3	-3.4	19.1	20.3	17.3	-3.0
Kentucky	46.9	49.3	46.7	-2.5	21.6	22.9	20.5	-2.3
Louisiana	44.0	52.1	51.2	-0.9	21.6	25.5	24.9	-0.7
Maine	20.8	23.0	22.8	-0.2	9.6	10.5	9.8	-0.7
Maryland	112.3	121.5	115.7	-5.8	54.2	58.8	51.9	-6.9
Massachusetts	139.8	150.1	146.8	-3.3	70.6	73.8	69.7	-4.1
Michigan	126.8	142.6	139.7	-2.9	68.4	70.6	66.5	-4.1
Minnesota	114.4	125.0	120.6	-4.4	59.8	56.6	54.0	-2.6
Mississippi	22.7	24.3	23.6	-0.7	9.7	10.7	9.9	-0.8
Missouri	87.1	85.1	79.5	-5.7	47.0	40.5	36.4	-4.1
Montana	18.3	18.6	18.7	0.2	8.6	8.8	8.8	0.0
Nebraska	33.2	37.5	36.8	-0.7	16.2	18.1	17.1	-1.1
Nevada	40.5	38.8	38.8	0.0	23.5	20.2	19.0	-1.2
New Hampshire	24.2	24.4	23.6	-0.8	12.9	12.6	12.6	0.0
New Jersey	149.4	164.4	162.1	-2.3	80.8	88.3	85.8	-2.5
New Mexico	25.1	24.8	23.9	-0.9	11.8	11.8	10.9	-0.9
New York	266.6	296.0	295.7	-0.3	145.3	156.8	154.5	-2.4
North Carolina	125.4	144.2	142.0	-2.3	68.0	77.0	75.7	-1.3
North Dakota	15.7	21.5	19.7	-1.8	6.8	8.2	8.4	0.2
Ohio	184.3	196.3	186.7	-9.6	98.2	101.5	94.9	-6.6
Oklahoma	52.2	57.5	55.8	-1.7	26.7	30.4	28.8	-1.6
Oregon	56.0	63.2	64.4	1.2	30.8	35.1	34.7	-0.3
Pennsylvania	201.6	201.6	203.7	2.1	100.3	100.8	99.0	-1.9
Rhode Island	17.9	19.3	18.3	-0.9	10.1	10.4	10.3	-0.1
South Carolina	52.9	60.9	57.1	-3.8	27.0	32.1	28.3	-3.9
South Dakota	18.2	17.7	17.0	-0.7	7.5	6.5	6.7	0.2
Tennessee	84.3	89.8	85.4	-4.4	42.3	46.8	41.8	-5.0
Texas	339.8	382.3	372.7	-9.6	172.4	183.8	171.8	-12.0
Utah	36.0	42.8	41.7	-1.1	18.4	21.0	20.3	-0.8
Vermont	13.1	12.2	11.8	-0.4	6.4	5.8	5.7	-0.1
Virginia	155.2	160.6	152.7	-7.9	71.7	73.1	66.1	-7.0
Washington	114.7	132.9	124.1	-8.8	59.5	63.5	59.9	-3.6
West Virginia	20.4	19.8	19.1	-0.7	8.4	8.2	7.6	-0.6
Wisconsin	100.3	109.0	107.2	-1.9	47.5	53.6	50.4	-3.2
Wyoming	7.9	8.6	8.5	-0.2	3.1	3.5	3.3	-0.1

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

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

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

Location	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Mar-12	Feb-13	Mar-13	Feb-13	Feb-13	Feb-13	Feb-13
United States	3.02	3.25	3.15	7.7	12,032.00	5,056.7	2.38
Alabama	2.16	2.43	2.26	7.2	154.89	52.5	2.95
Alaska	5.03	5.33	5.18	6.5	23.76	19.5	1.22
Arizona	2.60	3.09	2.94	7.9	239.85	93.9	2.56
Arkansas	2.29	2.21	2.13	7.2	95.93	29.5	3.25
California	2.94	3.07	3.06	9.6	1,792.33	572.8	3.13
Colorado	3.38	4.01	3.96	7.2	199.18	110.6	1.80
Connecticut	3.50	3.55	3.50	8.0	149.28	65.9	2.27
Delaware	3.52	4.10	4.05	7.2	32.03	18.3	1.75
Florida	2.58	2.79	2.63	7.7	729.40	263.2	2.77
Georgia	2.60	3.02	2.86	8.6	417.41	146.0	2.86
Hawaii	2.48	3.15	2.86	5.2	33.77	20.5	1.64
Idaho	2.53	2.95	2.85	6.2	48.23	22.9	2.11
Illinois	2.68	3.01	2.84	9.5	629.38	200.0	3.15
Indiana	2.50	2.59	2.44	8.7	276.48	82.1	3.37
Iowa	3.10	3.23	3.10	5.0	82.61	52.8	1.56
Kansas	2.73	3.07	2.84	5.5	82.55	45.8	1.80
Kentucky	2.27	2.36	2.24	7.9	163.81	49.3	3.32
Louisiana	2.11	2.49	2.44	6.0	126.72	52.1	2.43
Maine	2.94	3.26	3.23	7.3	51.66	23.0	2.25
Maryland	3.61	3.87	3.68	6.6	208.38	121.5	1.71
Massachusetts	4.02	4.32	4.22	6.5	226.71	150.1	1.51
Michigan	2.72	3.06	3.00	8.8	410.64	142.6	2.88
Minnesota	3.85	4.19	4.04	5.5	164.21	125.0	1.31
Mississippi	1.71	1.82	1.77	9.6	127.80	24.3	5.26
Missouri	2.90	2.84	2.65	6.7	199.53	85.1	2.34
Montana	3.62	3.64	3.68	5.6	28.73	18.6	1.55
Nebraska	3.26	3.63	3.57	3.8	39.53	37.5	1.05
Nevada	2.92	2.83	2.83	9.6	131.94	38.8	3.40
New Hampshire	3.26	3.28	3.17	5.8	43.00	24.4	1.76
New Jersey	3.26	3.55	3.50	9.3	431.34	164.4	2.62
New Mexico	2.68	2.63	2.54	6.8	63.79	24.8	2.57
New York	2.78	3.08	3.07	8.4	807.24	296.0	2.73
North Carolina	2.66	3.03	2.98	9.4	446.84	144.2	3.10
North Dakota	4.01	5.42	4.97	3.3	13.12	21.5	0.61
Ohio	3.19	3.42	3.25	7.0	400.74	196.3	2.04
Oklahoma	2.90	3.16	3.07	5.0	90.99	57.5	1.58
Oregon	2.84	3.24	3.30	8.4	163.29	63.2	2.58
Pennsylvania	3.12	3.08	3.11	8.1	531.53	201.6	2.64
Rhode Island	3.21	3.43	3.27	9.4	53.02	19.3	2.75
South Carolina	2.44	2.80	2.62	8.6	187.67	60.9	3.08
South Dakota	4.07	3.95	3.80	4.4	19.54	17.7	1.11
Tennessee	2.71	2.87	2.73	7.8	243.74	89.8	2.71
Texas	2.70	3.01	2.93	6.4	808.52	382.3	2.11
Utah	2.66	3.13	3.05	5.2	71.63	42.8	1.67
Vermont	3.68	3.45	3.34	4.4	15.65	12.2	1.28
Virginia	3.69	3.80	3.61	5.6	235.14	160.6	1.46
Washington	3.28	3.83	3.58	7.5	259.10	132.9	1.95
West Virginia	2.54	2.45	2.37	7.3	58.80	19.8	2.96
Wisconsin	3.28	3.57	3.51	7.2	218.69	109.0	2.01
Wyoming	2.59	2.80	2.75	4.9	15.02	8.6	1.74

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

Location ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Mar-12	Feb-13	Mar-13	Mar-Feb 13	Mar-12	Feb-13	Mar-13	Mar-Feb 13
Birmingham, AL	14.4	17.6	16.5	-1.2	7.3	8.9	7.8	-1.1
Phoenix, AZ	55.9	63.6	63.0	-0.6	29.1	33.7	31.4	-2.3
Tucson, AZ	11.4	14.1	13.1	-1.0	6.5	8.4	7.0	-1.4
Los Angeles, CA	175.4	179.0	177.7	-1.3	94.3	96.7	90.0	-6.7
Riverside, CA	32.3	33.0	30.4	-2.5	19.7	18.8	15.5	-3.3
Sacramento, CA	25.4	28.8	28.0	-0.8	13.2	15.0	14.0	-1.0
San Diego, CA	47.2	49.2	49.3	0.1	25.7	26.8	25.4	-1.4
San Francisco, CA	108.4	111.6	115.0	3.4	57.6	57.9	58.7	0.8
San Jose, CA	52.6	51.9	52.8	0.9	23.5	22.8	22.6	-0.2
Denver, CO	53.3	62.5	62.8	0.4	28.1	32.6	31.3	-1.2
Hartford, CT	25.8	25.5	25.4	-0.1	12.5	12.2	12.3	0.1
Washington, DC	164.3	166.4	161.1	-5.3	75.2	74.4	67.8	-6.6
Jacksonville, FL	19.9	23.1	21.2	-1.9	11.5	14.0	12.5	-1.5
Miami, FL	63.7	73.1	70.4	-2.7	34.2	38.7	35.8	-2.9
Orlando, FL	33.4	32.9	31.8	-1.0	20.3	16.8	15.3	-1.5
Tampa, FL	46.0	40.5	38.8	-1.7	27.9	20.9	18.3	-2.6
Atlanta, GA	83.1	97.3	93.5	-3.8	38.7	44.0	41.4	-2.6
Honolulu, HI	11.8	14.4	13.2	-1.2	7.8	10.1	8.8	-1.2
Chicago, IL	138.5	155.1	145.2	-10.0	61.8	68.1	61.1	-7.0
Indianapolis, IN	30.9	33.0	31.2	-1.8	15.8	17.2	15.6	-1.6
Louisville, KY	19.4	21.2	20.3	-1.0	9.7	10.1	9.7	-0.5
New Orleans, LA	14.4	17.9	18.3	0.4	8.2	10.0	10.5	0.5
Baltimore, MD	60.4	66.7	63.8	-2.9	30.0	34.8	30.8	-4.1
Boston, MA	108.0	115.6	113.9	-1.7	53.8	56.6	53.2	-3.3
Detroit, MI	61.9	64.3	64.5	0.2	34.2	31.1	28.9	-2.3
Minneapolis-St. Paul, MN	83.3	86.5	84.5	-2.0	44.3	40.5	37.5	-3.0
Kansas City, MO	37.7	37.2	35.1	-2.1	19.2	17.1	14.0	-3.1
St. Louis, MO	40.7	39.1	36.8	-2.3	22.3	17.8	15.9	-1.9
Las Vegas, NV	27.8	25.8	25.6	-0.2	17.3	12.8	12.4	-0.5
Buffalo, NY	15.7	17.5	17.4	-0.1	8.6	9.4	9.2	-0.2
New York, NY	270.7	295.9	299.3	3.5	145.3	159.9	155.8	-4.1
Rochester, NY	13.3	14.9	14.6	-0.3	7.6	8.1	8.0	0.0
Charlotte, NC	34.4	40.6	41.2	0.6	18.4	22.2	21.9	-0.3
Cincinnati, OH	32.3	35.7	34.0	-1.8	16.4	18.1	16.4	-1.7
Cleveland, OH	45.7	42.7	42.2	-0.4	23.2	21.5	20.6	-0.9
Columbus, OH	36.5	42.0	39.8	-2.1	19.7	22.8	20.4	-2.4
Oklahoma City, OK	21.2	23.9	23.8	-0.1	11.4	13.1	13.0	-0.1
Portland, OR	36.7	40.3	42.2	1.9	20.1	22.0	22.2	0.2
Philadelphia, PA	92.0	97.5	96.9	-0.5	44.3	46.7	44.2	-2.5
Pittsburgh, PA	43.8	42.4	42.1	-0.3	23.4	23.2	21.8	-1.4
Providence, RI	22.8	24.5	23.5	-1.0	12.8	13.4	13.0	-0.5
Memphis, TN	16.8	17.7	17.1	-0.5	8.1	9.0	8.2	-0.8
Nashville, TN	28.0	34.6	32.9	-1.8	15.2	19.2	16.6	-2.6
Austin, TX	31.1	37.5	38.3	0.8	17.4	21.1	20.1	-1.0
Dallas, TX	103.6	117.4	117.7	0.3	50.6	55.9	54.6	-1.3
Houston, TX	82.7	98.1	97.8	-0.2	39.7	45.5	42.4	-3.0
San Antonio, TX	30.0	29.4	28.3	-1.1	17.8	14.6	13.3	-1.4
Salt Lake City, UT	22.6	25.6	25.3	-0.3	11.7	13.0	12.3	-0.7
Richmond, VA	21.2	23.3	22.7	-0.6	11.2	12.3	11.6	-0.7
Virginia Beach, VA	23.7	25.8	23.9	-1.9	12.5	13.3	12.1	-1.2
Seattle-Tacoma, WA	78.1	90.0	84.4	-5.6	40.1	42.9	39.9	-3.0
Milwaukee, WI	36.9	40.0	38.6	-1.4	17.5	19.5	18.3	-1.1

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

Location ⁴	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Mar-12	Feb-13	Mar-13	Jan-13	Jan-13	Jan-13	Jan-13
Birmingham, AL	2.78	3.37	3.15	6.5	33.8	17.7	1.91
Phoenix, AZ	2.76	3.11	3.08	6.8	139.0	64.8	2.15
Tucson, AZ	2.48	3.08	2.86	7.0	31.9	13.8	2.31
Los Angeles, CA	2.69	2.76	2.74	9.5	618.5	178.0	3.47
Riverside, CA	1.78	1.82	1.68	11.4	207.1	31.1	6.65
Sacramento, CA	2.46	2.77	2.69	9.9	103.1	29.0	3.55
San Diego, CA	2.97	3.07	3.07	8.4	134.9	49.4	2.73
San Francisco, CA	4.74	4.79	4.94	7.6	176.5	114.7	1.54
San Jose, CA	5.61	5.46	5.55	7.9	75.2	54.6	1.38
Denver, CO	3.79	4.41	4.43	7.3	103.6	63.8	1.62
Hartford, CT	4.26	4.30	4.29	8.3	49.4	27.4	1.80
Washington, DC	5.13	5.14	4.98	5.4	174.7	167.0	1.05
Jacksonville, FL	2.87	3.30	3.04	7.4	51.8	22.2	2.33
Miami, FL	2.19	2.49	2.39	8.1	238.9	73.5	3.25
Orlando, FL	2.99	2.87	2.78	7.5	86.4	32.7	2.64
Tampa, FL	3.51	3.03	2.91	7.8	104.1	41.5	2.51
Atlanta, GA	3.07	3.53	3.39	8.4	231.4	97.4	2.38
Honolulu, HI	2.55	3.17	2.90	4.8	21.7	13.6	1.59
Chicago, IL	2.86	3.15	2.95	9.1	448.8	160.0	2.80
Indianapolis, IN	3.41	3.66	3.46	8.1	72.8	32.6	2.23
Louisville, KY	3.04	3.30	3.16	7.8	49.8	21.6	2.31
New Orleans, LA	2.65	3.30	3.38	6.2	33.4	18.5	1.80
Baltimore, MD	4.17	4.52	4.33	7.3	107.0	65.3	1.64
Boston, MA	4.28	4.53	4.46	6.1	155.6	117.0	1.33
Detroit, MI	3.09	3.19	3.21	10.6	213.4	68.6	3.11
Minneapolis-St. Paul, MN	4.48	4.63	4.52	5.5	102.7	88.2	1.16
Kansas City, MO	3.58	3.58	3.37	6.4	66.8	37.7	1.77
St. Louis, MO	2.82	2.74	2.58	7.3	104.3	40.5	2.58
Las Vegas, NV	2.83	2.64	2.62	10.1	98.9	26.8	3.69
Buffalo, NY	2.76	3.06	3.04	8.4	48.1	18.1	2.66
New York, NY	2.86	3.09	3.12	8.7	838.6	295.1	2.84
Rochester, NY	2.53	2.83	2.78	8.0	42.2	15.4	2.74
Charlotte, NC	3.85	4.38	4.45	9.4	87.5	40.2	2.18
Cincinnati, OH	2.93	3.24	3.08	6.9	75.5	35.9	2.10
Cleveland, OH	4.33	4.04	4.00	7.0	74.1	42.2	1.76
Columbus, OH	3.80	4.33	4.11	6.1	58.6	41.1	1.43
Oklahoma City, OK	3.65	3.95	3.93	4.7	28.4	24.3	1.17
Portland, OR	3.06	3.43	3.60	7.9	92.4	39.4	2.35
Philadelphia, PA	3.10	3.21	3.19	8.8	267.1	96.0	2.78
Pittsburgh, PA	3.54	3.34	3.32	7.5	95.2	42.3	2.25
Providence, RI	3.29	3.51	3.36	9.9	69.4	24.7	2.81
Memphis, TN	2.69	2.86	2.77	8.8	54.2	18.0	3.01
Nashville, TN	3.35	4.09	3.88	6.2	52.5	32.4	1.62
Austin, TX	3.28	3.84	3.92	5.3	51.3	36.0	1.43
Dallas, TX	3.13	3.49	3.50	6.1	206.6	119.5	1.73
Houston, TX	2.74	3.20	3.19	6.2	189.1	96.9	1.95
San Antonio, TX	2.95	2.88	2.77	6.0	61.3	30.6	2.01
Salt Lake City, UT	3.77	4.18	4.13	5.2	31.7	25.6	1.24
Richmond, VA	3.11	3.47	3.38	6.2	41.6	23.5	1.77
Virginia Beach, VA	2.79	3.05	2.83	6.2	52.3	26.4	1.98
Seattle-Tacoma, WA	4.15	4.78	4.48	6.7	126.0	90.9	1.39
Milwaukee, WI	4.64	5.04	4.86	7.5	59.8	38.1	1.57

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 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
		Mar-12	Feb-13	Mar-13	Mar-Feb 13	Feb-13	Feb-13	
	Total	4,667.2	5,056.7	4,898.7	-158.0	12,032.0	2.4	\$22.01
11	Management	466.9	470.5	474.0	3.5	622.0	1.3	\$52.20
13	Business and financial operations	294.2	305.9	310.1	4.2	278.4	0.9	\$33.44
15	Computer and mathematical science	598.6	610.8	619.1	8.3	123.9	0.2	\$38.55
17	Architecture and engineering	184.7	173.7	176.9	3.1	114.0	0.7	\$37.98
19	Life, physical, and social science	47.6	50.5	50.1	-0.4	57.0	1.1	\$32.87
21	Community and social services	72.3	76.6	75.5	-1.1	92.6	1.2	\$21.27
23	Legal	27.3	32.6	39.4	6.8	53.4	1.6	\$47.39
25	Education, training, and library	112.2	120.9	121.2	0.3	475.8	3.9	\$24.62
27	Arts, design, entertainment, sports, and media	121.9	135.1	134.1	-1.1	231.0	1.7	\$26.20
29	Healthcare practitioners and technical	570.1	589.1	563.2	-25.8	213.5	0.4	\$35.35
31	Healthcare support	129.3	127.0	117.0	-10.0	250.7	2.0	\$13.36
33	Protective service	41.7	47.5	46.5	-1.0	141.2	3.0	\$20.70
35	Food preparation and serving related	196.6	233.4	232.7	-0.7	960.2	4.1	\$10.28
37	Building and grounds cleaning and maintenance	76.6	96.6	91.5	-5.1	721.4	7.5	\$12.34
39	Personal care and service	79.1	86.8	78.7	-8.1	576.4	6.6	\$11.80
41	Sales and related	563.2	602.7	577.9	-24.8	1,331.8	2.2	\$18.26
43	Office and administrative support	484.5	550.3	525.6	-24.6	1,521.4	2.8	\$16.54
45	Farming, fishing, and forestry	5.6	6.8	6.6	-0.3	121.3	17.7	\$11.65
47	Construction and extraction	85.7	111.6	107.7	-4.0	1,003.5	9.0	\$21.61
49	Installation, maintenance, and repair	165.6	189.2	186.8	-2.4	310.9	1.6	\$21.09
51	Production	145.5	148.1	143.0	-5.2	764.8	5.2	\$16.59
53	Transportation and material moving	215.6	253.3	247.4	-5.9	888.2	3.5	\$16.15

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 2012 estimates.

© 2013 The Conference Board. All rights reserved.

Table 8: State Occupational Demand and Pay ¹ , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Mar-13	Wage ²	Mar-13	Wage ²	Mar-13	Wage ²
United States	783,703	\$42.80	1,741,502	\$31.56	553,569	\$12.53
Alabama	6,033	\$40.53	15,670	\$28.04	5,411	\$10.90
Alaska	2,044	\$42.16	7,256	\$33.66	2,491	\$15.08
Arizona	12,882	\$38.82	33,666	\$30.14	12,902	\$12.84
Arkansas	3,329	\$35.61	8,333	\$25.70	3,497	\$10.28
California	105,770	\$47.77	211,406	\$37.12	54,328	\$13.90
Colorado	17,086	\$41.86	40,050	\$32.78	13,249	\$12.85
Connecticut	12,579	\$49.43	24,089	\$33.80	6,099	\$14.38
Delaware	3,664	\$46.19	7,460	\$33.83	1,650	\$12.50
Florida	35,681	\$38.21	79,123	\$29.47	38,879	\$12.09
Georgia	24,008	\$42.44	52,994	\$28.37	13,781	\$11.23
Hawaii	1,993	\$37.12	4,804	\$29.94	3,680	\$14.00
Idaho	2,078	\$33.74	6,691	\$25.57	3,342	\$11.24
Illinois	39,744	\$42.41	68,894	\$31.20	16,629	\$12.94
Indiana	10,001	\$37.43	23,383	\$27.60	8,808	\$11.38
Iowa	5,809	\$35.12	16,748	\$26.38	5,758	\$11.39
Kansas	6,609	\$38.30	14,365	\$20.29	4,666	\$11.22
Kentucky	6,257	\$35.83	13,985	\$26.94	5,606	\$10.86
Louisiana	6,126	\$36.71	13,556	\$26.99	6,966	\$11.03
Maine	2,378	\$35.09	7,637	\$27.72	3,457	\$11.97
Maryland	16,722	\$45.65	47,016	\$35.45	12,397	\$13.42
Massachusetts	28,023	\$48.66	58,710	\$35.29	13,403	\$14.88
Michigan	19,756	\$39.85	50,134	\$30.08	15,088	\$12.05
Minnesota	20,422	\$41.44	43,031	\$30.88	11,264	\$12.15
Mississippi	2,995	\$34.32	6,244	\$24.24	3,064	\$6.47
Missouri	12,340	\$37.24	26,639	\$27.60	8,964	\$11.22
Montana	1,584	\$31.80	5,410	\$24.63	2,945	\$11.56
Nebraska	4,707	\$36.70	12,068	\$26.54	4,381	\$11.33
Nevada	5,064	\$39.03	11,634	\$31.90	6,450	\$13.30
New Hampshire	2,790	\$42.22	7,705	\$30.17	2,953	\$12.79
New Jersey	28,618	\$49.32	55,960	\$34.58	19,577	\$14.47
New Mexico	2,761	\$36.63	9,279	\$29.55	2,879	\$11.66
New York	62,911	\$51.61	100,315	\$35.02	30,782	\$14.58
North Carolina	19,378	\$42.23	51,520	\$28.70	17,642	\$11.25
North Dakota	2,116	\$35.79	5,397	\$26.21	1,856	\$11.83
Ohio	26,496	\$38.74	57,944	\$29.85	22,619	\$11.82
Oklahoma	6,313	\$35.14	16,138	\$26.57	7,144	\$10.91
Oregon	8,176	\$38.45	23,771	\$31.06	8,040	\$13.06
Pennsylvania	29,698	\$41.77	65,525	\$30.55	25,726	\$12.38
Rhode Island	2,825	\$45.64	6,193	\$33.59	2,569	\$13.15
South Carolina	6,059	\$37.41	18,759	\$27.36	8,787	\$10.91
South Dakota	1,643	\$15.72	4,727	\$24.47	2,200	\$10.80
Tennessee	11,593	\$37.32	26,092	\$26.89	11,208	\$11.02
Texas	59,122	\$42.58	128,477	\$31.04	38,401	\$11.38
Utah	5,134	\$37.25	12,216	\$27.69	5,319	\$11.70
Vermont	1,470	\$37.26	4,193	\$25.23	1,578	\$13.12
Virginia	25,589	\$45.95	63,725	\$34.23	16,521	\$12.56
Washington	20,811	\$43.88	51,535	\$33.77	12,683	\$14.42
West Virginia	1,820	\$32.97	6,052	\$25.54	2,439	\$10.38
Wisconsin	14,392	\$37.34	32,995	\$29.20	12,022	\$11.79
Wyoming	836	\$36.03	3,144	\$27.23	1,029	\$12.39

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 2012 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
	Mar-13	Wage ¹	Mar-13	Wage ¹	Mar-13	Wage ¹
United States	1,082,620	\$17.22	276,723	\$20.95	360,867	\$16.37
Alabama	12,648	\$14.95	3,647	\$18.74	5,029	\$15.20
Alaska	3,767	\$18.27	1,291	\$28.16	1,063	\$22.57
Arizona	22,365	\$16.52	5,509	\$19.46	5,118	\$16.47
Arkansas	7,049	\$14.47	2,291	\$17.19	3,405	\$14.64
California	123,181	\$18.88	23,519	\$22.02	28,494	\$16.46
Colorado	24,121	\$18.13	7,140	\$21.25	6,644	\$17.16
Connecticut	13,958	\$20.47	2,822	\$24.61	4,470	\$18.09
Delaware	3,523	\$17.21	812	\$21.75	975	\$16.11
Florida	68,715	\$16.10	17,092	\$17.97	14,696	\$15.22
Georgia	28,902	\$16.39	7,435	\$19.12	10,224	\$15.81
Hawaii	5,234	\$6.63	1,225	\$26.26	1,009	\$18.28
Idaho	4,822	\$14.83	1,788	\$18.19	2,024	\$15.18
Illinois	41,418	\$18.00	7,177	\$24.03	13,326	\$16.73
Indiana	18,979	\$15.84	5,169	\$21.57	10,001	\$16.04
Iowa	10,329	\$15.56	3,817	\$19.38	5,692	\$15.81
Kansas	9,254	\$16.04	2,723	\$19.79	3,571	\$16.41
Kentucky	11,585	\$15.10	3,152	\$19.05	5,142	\$16.14
Louisiana	13,115	\$14.74	5,120	\$19.02	5,376	\$18.10
Maine	4,651	\$15.40	1,236	\$19.27	1,471	\$16.20
Maryland	25,784	\$18.13	5,293	\$21.95	5,518	\$17.32
Massachusetts	28,222	\$20.02	4,969	\$12.42	7,471	\$17.62
Michigan	29,368	\$16.45	8,163	\$21.18	13,438	\$16.97
Minnesota	23,830	\$17.79	6,081	\$22.95	10,684	\$17.01
Mississippi	5,904	\$13.90	2,159	\$17.40	2,991	\$14.50
Missouri	18,723	\$15.80	4,616	\$21.21	7,104	\$15.66
Montana	3,648	\$14.98	1,718	\$20.27	1,531	\$16.70
Nebraska	7,999	\$15.39	3,051	\$18.96	3,260	\$15.73
Nevada	10,050	\$16.18	2,351	\$24.22	2,359	\$17.09
New Hampshire	5,490	\$17.41	1,367	\$21.08	2,023	\$16.63
New Jersey	34,710	\$19.15	7,601	\$25.25	9,057	\$16.43
New Mexico	4,901	\$14.73	1,608	\$18.88	1,511	\$16.53
New York	66,173	\$20.27	11,999	\$25.35	14,310	\$17.97
North Carolina	32,373	\$16.35	8,771	\$18.55	10,308	\$15.10
North Dakota	4,204	\$15.38	2,841	\$21.79	2,651	\$18.35
Ohio	42,885	\$16.39	11,872	\$20.64	21,845	\$15.93
Oklahoma	13,447	\$14.90	5,120	\$18.64	6,448	\$15.80
Oregon	12,557	\$17.17	3,286	\$21.75	4,509	\$16.44
Pennsylvania	44,787	\$17.32	11,788	\$20.97	18,586	\$16.65
Rhode Island	3,993	\$18.54	918	\$22.71	1,167	\$16.09
South Carolina	13,376	\$14.92	4,697	\$18.29	5,473	\$15.70
South Dakota	3,571	\$14.50	1,601	\$17.66	1,699	\$14.46
Tennessee	20,725	\$15.57	5,903	\$18.46	9,035	\$15.16
Texas	84,476	\$16.73	24,814	\$18.70	29,374	\$16.00
Utah	11,562	\$16.06	2,637	\$19.99	2,789	\$16.52
Vermont	2,070	\$16.59	561	\$19.47	983	\$16.38
Virginia	28,505	\$17.13	7,283	\$20.28	7,458	\$16.35
Washington	22,868	\$18.59	5,939	\$24.06	6,646	\$18.80
West Virginia	4,538	\$13.40	1,405	\$20.10	1,894	\$15.98
Wisconsin	23,185	\$16.48	7,170	\$21.76	14,349	\$16.24
Wyoming	1,434	\$15.68	985	\$22.62	841	\$21.05

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2012 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 ¹ , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly Wage ^{2*}	Total Ads	Average Hourly Wage ^{2*}	Total Ads	Average Hourly Wage ^{2*}
	Mar-13		Mar-13		Mar-13	
United States	783,703	\$42.80	1,741,502	\$31.56	553,569	\$12.53
Birmingham, AL	2,184	\$42.01	5,216	\$27.95	1,821	\$11.27
Phoenix, AZ	9,530	\$39.88	22,346	\$24.88	8,384	\$12.78
Tucson, AZ	1,571	\$36.11	4,631	\$30.08	2,110	\$12.63
Los Angeles, CA	34,521	\$47.62	59,681	\$37.13	16,541	\$13.55
Riverside, CA	3,509	\$42.25	8,511	\$32.92	4,520	\$13.00
Sacramento, CA	4,744	\$40.98	9,803	\$36.28	2,714	\$13.87
San Diego, CA	8,075	\$45.18	18,968	\$35.38	5,372	\$13.10
San Francisco, CA	27,416	\$53.31	45,188	\$41.14	8,473	\$15.61
San Jose, CA	11,087	\$59.11	29,487	\$45.16	2,338	\$14.30
Denver, CO	11,527	\$43.36	23,775	\$34.66	6,090	\$12.95
Hartford, CT	5,278	\$46.34	9,395	\$33.98	2,126	\$14.18
Washington, DC	32,938	\$50.76	73,084	\$41.23	14,519	\$14.65
Jacksonville, FL	3,099	\$37.54	6,092	\$24.25	3,076	\$11.72
Miami, FL	12,049	\$40.70	20,873	\$30.51	9,799	\$12.70
Orlando, FL	4,983	\$37.49	9,255	\$28.89	5,382	\$11.68
Tampa, FL	6,040	\$38.37	14,014	\$29.87	5,107	\$11.81
Atlanta, GA	19,221	\$44.65	37,400	\$31.00	7,882	\$11.57
Honolulu, HI	1,443	\$37.47	3,139	\$30.53	2,410	\$13.56
Chicago, IL	33,700	\$43.94	52,260	\$30.98	12,152	\$13.13
Indianapolis, IN	4,672	\$38.93	9,028	\$29.91	3,300	\$11.88
Louisville, KY	2,932	.	5,951	.	2,435	.
New Orleans, LA	2,136	.	4,573	.	3,427	.
Baltimore, MD	8,712	.	25,182	.	6,890	.
Boston, MA	23,601	\$50.15	46,413	\$36.52	9,609	\$15.09
Detroit, MI	9,977	\$42.44	25,056	\$32.64	5,800	\$12.36
Minneapolis-St. Paul, MN	15,887	.	30,338	.	6,942	.
Kansas City, MO	5,795	.	12,273	.	3,216	.
St. Louis, MO	6,667	.	13,632	.	3,652	.
Las Vegas, NV	3,515	.	7,638	.	4,473	.
Buffalo, NY	2,195	.	4,874	.	2,227	.
New York, NY	67,751	\$54.25	104,731	\$37.30	30,212	\$15.06
Rochester, NY	1,741	.	4,691	.	1,910	.
Charlotte, NC	6,884	.	14,282	.	4,414	.
Cincinnati, OH	5,728	.	10,517	.	3,836	.
Cleveland, OH	5,950	.	13,234	.	5,011	.
Columbus, OH	6,911	.	12,724	.	4,732	.
Oklahoma City, OK	2,640	.	6,710	.	3,164	.
Portland, OR	6,145	.	15,866	.	4,192	.
Philadelphia, PA	18,389	\$46.34	35,659	\$33.40	10,381	\$13.33
Pittsburgh, PA	6,070	.	12,082	.	5,844	.
Providence, RI	3,271	.	7,400	\$30.70	3,305	.
Memphis, TN	2,457	.	5,381	.	1,898	.
Nashville, TN	5,190	.	9,896	.	4,184	.
Austin, TX	5,364	.	14,919	.	4,245	.
Dallas, TX	22,094	\$43.48	42,286	\$32.37	10,620	\$11.84
Houston, TX	18,005	.	33,493	.	8,460	.
San Antonio, TX	4,324	.	9,213	.	3,795	.
Salt Lake City, UT	3,490	.	7,404	.	3,133	.
Richmond, VA	3,867	.	8,311	.	2,760	.
Virginia Beach, VA	3,021	.	8,099	.	3,433	.
Seattle-Tacoma, WA	16,066	\$46.04	37,202	\$36.39	7,184	\$14.91
Milwaukee, WI	5,685	.	12,150	.	4,004	.

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 2012 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
	Mar-13	Wage ^{2*}	Mar-13	Wage ^{2*}	Mar-13	Wage ^{2*}
United States	1,082,620	\$17.22	276,723	\$20.95	360,867	\$16.37
Birmingham, AL	4,770	\$16.47	1,106	\$19.67	1,422	\$7.74
Phoenix, AZ	16,055	\$17.20	3,540	\$20.05	3,338	\$16.79
Tucson, AZ	3,235	\$14.91	977	\$19.36	772	\$15.26
Los Angeles, CA	43,278	\$18.81	5,976	\$24.26	9,059	\$15.68
Riverside, CA	8,206	\$16.32	2,060	\$22.66	2,730	\$15.81
Sacramento, CA	6,664	\$18.29	1,420	\$23.72	1,483	\$16.93
San Diego, CA	11,107	\$18.29	1,993	\$23.79	2,137	\$16.25
San Francisco, CA	21,186	\$22.22	3,664	\$27.73	3,667	\$19.43
San Jose, CA	6,500	\$23.22	1,152	\$26.51	1,171	\$18.08
Denver, CO	13,925	\$19.36	3,487	\$21.68	3,095	\$17.48
Hartford, CT	5,393	\$19.82	1,102	\$24.25	1,723	\$18.13
Washington, DC	27,011	\$19.65	5,108	\$23.19	4,020	\$17.92
Jacksonville, FL	5,574	\$16.39	1,945	\$18.88	1,625	\$16.38
Miami, FL	21,667	\$16.99	3,771	\$18.95	3,092	\$15.42
Orlando, FL	8,990	\$15.48	1,976	\$18.00	1,750	\$15.00
Tampa, FL	10,239	\$16.48	2,423	\$17.69	2,149	\$14.83
Atlanta, GA	18,647	\$17.74	3,901	\$20.20	4,876	\$16.92
Honolulu, HI	3,998	\$16.75	853	\$27.24	773	\$18.82
Chicago, IL	32,517	\$18.76	4,853	\$25.05	8,882	\$16.95
Indianapolis, IN	8,555	\$17.59	2,054	\$22.51	3,171	\$16.06
Louisville, KY	5,245	.	1,333	\$11.64	1,998	.
New Orleans, LA	4,644	.	1,626	\$18.76	1,488	.
Baltimore, MD	15,076	.	3,096	\$16.07	3,091	.
Boston, MA	21,647	\$20.89	3,237	\$26.18	4,685	\$17.90
Detroit, MI	13,349	\$17.69	3,358	\$22.80	5,047	\$18.16
Minneapolis-St. Paul, MN	17,292	.	3,396	\$14.13	6,520	.
Kansas City, MO	8,080	.	1,882	\$14.29	2,615	.
St. Louis, MO	8,689	.	1,644	.	2,625	.
Las Vegas, NV	7,207	.	1,301	\$15.94	1,149	.
Buffalo, NY	4,928	.	1,104	\$14.54	1,632	.
New York, NY	63,296	\$21.32	10,271	\$27.06	11,760	\$17.96
Rochester, NY	3,407	.	976	\$11.83	1,414	.
Charlotte, NC	10,038	.	2,055	\$13.59	2,712	.
Cincinnati, OH	8,432	.	1,962	\$12.93	3,304	.
Cleveland, OH	9,626	.	2,341	\$13.63	4,362	.
Columbus, OH	9,107	.	2,417	\$14.05	3,613	.
Oklahoma City, OK	6,168	.	2,301	\$17.38	2,394	.
Portland, OR	8,269	.	1,936	.	2,822	.
Philadelphia, PA	20,965	\$19.13	4,006	\$23.42	5,095	\$17.43
Pittsburgh, PA	10,312	.	2,683	\$13.32	3,734	.
Providence, RI	5,357	.	1,273	\$14.05	1,788	.
Memphis, TN	4,190	.	1,165	\$12.27	1,848	.
Nashville, TN	8,205	.	1,950	\$13.29	2,788	.
Austin, TX	8,247	.	2,053	\$11.58	1,872	.
Dallas, TX	26,399	\$17.92	6,078	\$18.82	7,543	\$15.49
Houston, TX	20,927	.	5,889	.	6,862	.
San Antonio, TX	7,115	.	2,072	\$11.27	2,209	.
Salt Lake City, UT	6,939	.	1,549	\$14.56	1,625	.
Richmond, VA	4,884	.	1,337	\$16.19	1,496	.
Virginia Beach, VA	5,502	.	2,097	\$12.23	1,843	.
Seattle-Tacoma, WA	14,943	\$20.02	3,286	\$25.77	3,734	\$20.09
Milwaukee, WI	8,447	.	2,429	\$16.30	5,266	.

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2012 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. 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.