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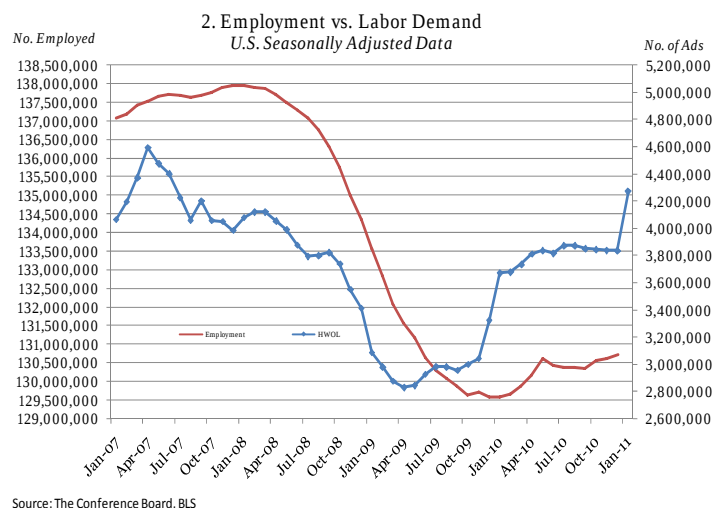
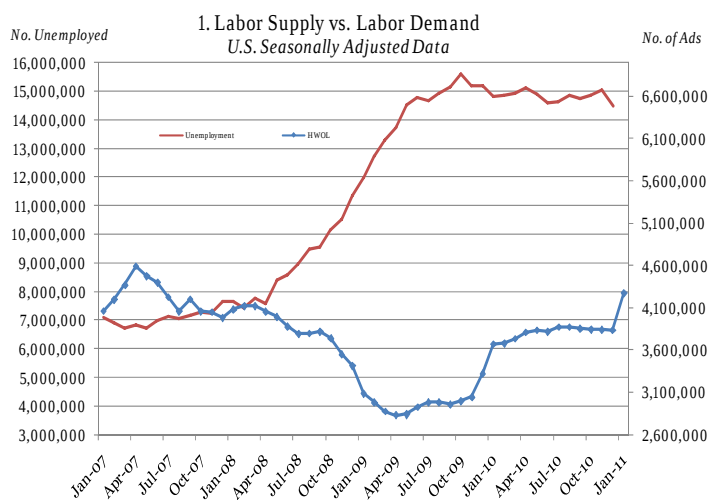
For Immediate Release 10:00 AM ET, Monday January 31, 2011

Online Labor Demand Jumps 438,000 in January, The Conference Board Reports

- Labor demand up sharply in January after being relatively flat during the last half of 2010
- 49 states post gains in January
- **Note:** As part of the annual HWOL program revision, a number of updates to the historical series were implemented with this release of the January 2011 data (see Program Notes on page 6)

NEW YORK, January 31, 2011...Online advertised vacancies rose 438,000 in January to 4,273,000 according to *The Conference Board Help Wanted OnLine™ (HWOL)* Data Series released today. With the January increase, labor demand has risen 1.44 million since the series low point in April 2009. This increase now offsets approximately 80 percent of the 1.76 million drop in ad volume during the 2-year downturn period from April 2007 through April 2009.

“The very strong seasonal gain to start 2011 is welcome news following seven months of essentially flat U.S. labor demand,” said June Shelp, Vice President at The Conference Board. “Last year, after a promising start (up about 350,000 in January 2010), labor demand fizzled, and the last half of 2010 was actually flat with no appreciable gains in job demand (Charts 1 & 2). Hopefully the January 2011 increase suggests that employers are seeing a pickup in their businesses and labor demand will continue to improve throughout this year.”



For information on the January 2011 revisions see the Program Notes on page 6. The release schedule, national historic table and technical notes to this series are available on The Conference Board website, <http://www.conference-board.org/data/helpwantedonline.cfm>. The underlying data for The Conference Board HWOL are provided by **Wanted Technologies Corporation**.

REGIONAL AND STATE HIGHLIGHTS

- Labor demand rises in January in 49 states and remains unchanged (-200) in Rhode Island
- Large states posting top gains in January include:
 - CA (56,800); TX (31,900); NY (29,400); IL (23,400) and FL (20,200)

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads ¹ (Thousands) Jan-11	M-O-M Change (Thousands) Jan 11 - Dec 10	Supply/ Demand Rate ² Dec-10	Recent Trend ³
United States	4,273.0	437.6	3.78	→ 5/10
NORTHEAST	863.5	85.0	3.05	
Massachusetts	132.1	9.5	2.35	→ 5/10
New Jersey	142.1	9.3	3.07	→ 5/10
New York	272.3	29.4	3.26	→ 8/10
Pennsylvania	170.8	18.1	3.53	→ 1/10
SOUTH	1,476.2	148.1	3.86	
Florida	236.5	20.2	5.12	→ 7/10
Georgia	117.5	7.9	4.37	↑ 9/10
Maryland	107.2	9.5	2.24	→ 5/10
North Carolina	106.6	10.1	4.55	→ 7/10
Texas	308.9	31.9	3.64	↑ 10/09
Virginia	147.4	17.0	2.14	→ 8/10
MIDWEST	902.6	112.9	3.86	
Illinois	175.4	23.4	4.08	→ 8/10
Michigan	107.7	9.4	5.65	↑ 11/09
Minnesota	94.5	11.6	2.48	↑ 11/09
Missouri	78.4	9.0	4.11	→ 1/10
Ohio	147.5	18.6	4.40	↑ 11/09
Wisconsin	90.4	11.7	2.89	↑ 11/09
WEST	1,020.3	105.5	4.27	
Arizona	89.3	8.8	3.69	↑ 9/09
California	502.5	56.8	5.09	↑ 10/09
Colorado	83.5	7.1	3.05	↑ 7/09
Washington	102.5	12.4	3.65	→ 4/10

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1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.
2. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
3. Recent trend is The Conference Board Economists' indication of the direction of the overall trend in online job demand from the date indicated (month/year) .

Labor demand rose by 148,100 in the **South** in January and reflected gains across all of the States. Among the larger States in the region, several states posted increases of 10 percent or more in January. Texas (up 31,900 in January) has shown modest but steady growth over the last year. Georgia (up 7,900) continues its upward trend from the last quarter of 2010. Other large states that posted January gains—Florida (+ 20,200), Virginia (+17,000), North Carolina (+10,100) and Maryland (+9,500)—had exhibited a relatively flat trend in labor demand during the last half of 2010 (Table A). Among the less populous states in the South, South Carolina rose 7,600 after dipping for 5 months, Oklahoma increased 5,200, West Virginia was up 2,900, and Delaware and Arkansas were both up by 2,200 (Table 3).

In January the **Midwest** increased by 112,900. The largest increase was in Illinois, up 23,400 to 175,400. After a slower second half of 2010, Ohio rose by 18,600, while Wisconsin and Minnesota are up by 11,700 and 11,600, respectively, and Michigan rose by 9,400 in January. Among the States with smaller populations, Missouri rose by 9,000 after a three month fall and Indiana increased by 6,900 while North Dakota and South Dakota rose 1,900 and 1,600, respectively (Table 3).

The **West** rose by 105,500, led by California's gain of 56,800. California has seen a slow yet steady upward growth since October 2009. Along the West Coast, Washington State rose 12,400 in January—its first noteworthy gain since January 2010 – and Oregon was up 8,000. Among the largest mountain states, Arizona and Colorado rose by 8,800 and 7,100, respectively. Other states in the region posting increases include Utah and New Mexico which gained 4,200 and 2,400 respectively. See Table 3 for other states in the region.

The **Northeast** rose 85,000 in January. New York was up 29,400, a welcome gain from its overall sluggish growth pattern in the past year. Pennsylvania gained 18,100 while Massachusetts and New Jersey posted increases of 9,500 and 9,300, respectively. Among the smaller States in New England, Connecticut rose by 9,200 while Maine, New Hampshire, and Vermont were up 1,900, 1,700, and 1,600, respectively. Rhode Island remained virtually unchanged (-200).

The Supply/Demand rate for the U.S. in December (the latest month for which unemployment numbers are available) stands at 3.78, indicating that there are close to 4 unemployed workers for every online advertised vacancy. Nationally, there are 10.6 million more unemployed workers than advertised vacancies. The States where there were fewer than two unemployed for every advertised vacancy included North Dakota and South Dakota (Supply/Demand rates of 1.14 and 1.66 respectively) as well as Nebraska (1.77) and Alaska (1.96) (Table 4). The state with the highest Supply/Demand rate is Mississippi (7.84), where there are almost 8 unemployed workers for every online advertised vacancy. There are a number of states where there are over five unemployed for every advertised vacancy including Kentucky (5.84), Michigan (5.65), Indiana (5.30), South Carolina (5.19), Alabama (5.17), Florida (5.12), and California and Nevada (both with Supply/Demand rates of 5.09).

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

OCCUPATIONAL HIGHLIGHTS

Labor demand in January:

- **Healthcare practitioners up 78,500 and healthcare support up 16,600**
- **Production jobs rise 12,000**

Occupation	Total Ads (Thousands) Jan-11	M-O-M Change (Thousands) Jan 11 - Dec 10	Unemployed (Thousands) Dec-10	Supply/ Demand Rate¹ Dec-10	Average Hourly Wage²
Healthcare practitioners and technical	604.4	78.5	181.7	0.35	\$33.51
Computer and mathematical science	575.2	60.2	225.5	0.44	\$36.68
Sales and related	554.2	64.4	1,482.4	3.03	\$17.32
Office and administrative support	448.0	38.5	1,712.1	4.18	\$15.86
Management	439.8	49.0	767.5	1.96	\$49.47
Business and financial operations	252.6	24.1	430.0	1.88	\$31.68
Transportation and material moving	182.6	10.0	1,170.9	6.78	\$15.47
Architecture and engineering	166.6	21.2	177.5	1.22	\$35.38
Healthcare support	143.3	16.6	297.8	2.35	\$12.84
Installation, maintenance, and repair	134.5	4.0	372.0	2.85	\$20.30

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1. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
2. BLS Occupational Employment Statistics - May 2009 estimates.

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, labor demand for **Healthcare practitioners and technical** workers increased by 78,500 in January to 604,400, led by a demand for registered nurses, and family and general practitioners. **Healthcare support** occupations posted a gain of 16,600 to 143,300. Healthcare support saw an increase in many areas including home health aides, nursing aides, orderlies, and attendants. However, there are over two workers seeking positions in healthcare support for every advertised vacancy (Supply/Demand rate of 2.4) compared to the more favorable market for healthcare practitioners where there are about 3 ads for every job-seeker (S/D of 0.35).

In January, occupations in a variety of office positions posted gains. **Management** positions rose by 49,000. Management positions that had the largest increase in advertised vacancies included marketing managers, medical and health services managers, and sales managers. **Office and administrative support** positions were up 38,500. **Business and financial** occupations rose by 24,100. The seasonal increase in these occupations is a welcome sign since businesses typically do not increase their advertising for workers in these fields in January.

Sales and related positions advanced by 64,400 in January and continue to show strength. Sales representatives, wholesale and manufacturing sales workers (except technical and scientific products), first-line supervisors/managers of retail sales workers, and sales agents in financial services were among the top advertised vacancies in this occupation area. Advertised vacancies in **Food preparation and serving** jobs rose 10,700. In both areas, however, there are more unemployed workers than advertised vacancies. In food preparation there are almost 9 (8.9) unemployed workers for every advertised vacancy. The S/D rate in sales is somewhat better with 3 unemployed for every advertised vacancy.

Architectural and engineering positions increased 21,200 in January and is now at 166,600. **Production** work posted an increase of 12,000 to 120,800. There are still 10.6 unemployed for every advertised vacancy in this field. (See Table 7 for the data for all of the 2-digit Standard Occupational Classifications).

METRO AREA HIGHLIGHTS

- **Washington, D.C., has the lowest Supply/Demand rate**
- **Online advertised vacancies in all but one of the 52 largest metropolitan areas are above last year's levels**

Table C: MSA Ranked by Most Ads, Highest Rates and Lowest S/D Rates, Not Seasonally Adjusted					
Total Ads (Thousands)		Total Ads Rate (Percent)		Supply/Demand Rate ¹	
Jan-11		Jan-11		Nov-10	
New York, NY	221.52	Washington, DC	4.60	Washington, DC	1.16
Washington, DC	140.87	San Jose, CA	4.37	Boston, MA	1.84
Los Angeles, CA	137.25	San Francisco, CA	3.54	Minneapolis-St. Paul, MN	1.86
Chicago, IL	104.22	Milwaukee, WI	3.50	Milwaukee, WI	1.91
Boston, MA	85.15	Hartford, CT	3.37	Honolulu, HI	1.95
San Francisco, CA	78.81	Boston, MA	3.32	Baltimore, MD	2.04
Dallas, TX	78.00	Baltimore, MD	3.19	Oklahoma City, OK	2.06
Philadelphia, PA	72.26	Minneapolis-St. Paul, MN	3.07	Hartford, CT	2.11
Atlanta, GA	60.87	Charlotte, NC	3.01	San Jose, CA	2.14
Minneapolis-St. Paul, MN	57.11	Cleveland, OH	2.90	Salt Lake City, UT	2.20

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

In January, 51 of the 52 metropolitan areas for which data are reported separately posted over-the-year increases in the number of online advertised vacancies. Salt Lake City, Utah dipped by 300 to 17,400. Among the three metro areas with the largest numbers of advertised vacancies, the New York metro area was 18 percent above its January 2010 level, the Washington, D.C. metro area was 15.4 percent above its January 2010 level, and the Los Angeles metro area was 21.9 percent above last year's level (Table C & Table 5).

The number of unemployed exceeded the number of advertised vacancies in all of the 52 metro areas for which information is reported separately. Washington, D.C., Boston, Minneapolis-St. Paul, Milwaukee, and Honolulu were the metropolitan locations with the most favorable supply/demand rates, where there were less than two unemployed looking for work for every advertised vacancy (Table C). On the other hand, metro areas in which the respective number of unemployed is substantially above the number of online advertised vacancies include Riverside, CA—where there are over 9 unemployed people for every advertised vacancy (9.83)—Miami (5.95), Sacramento (5.72), and Detroit (5.06). Supply/Demand rate data are for November 2010, the latest month for which unemployment data for local areas are available (Table C & Table 6).

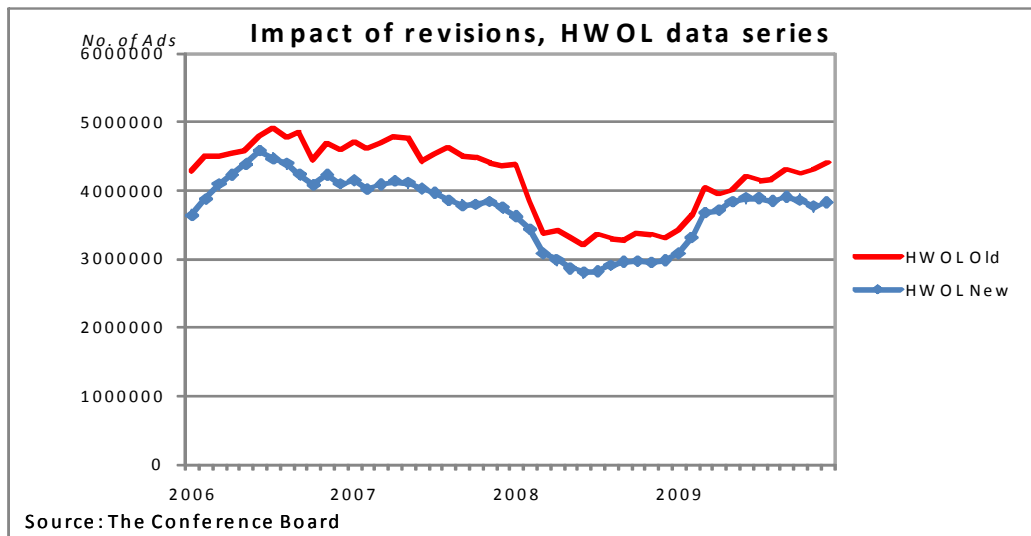
PROGRAM NOTES

Revisions to the HWOL Time Series:

As a part of the annual HWOL program revision, a number of updates to the historical series were implemented with the release of the January 2011 data. To ensure the consistency and continuity of the time series data, all of the updates described below will be applied across the full HWOL time series history, from May 2005 through the current time period. With the January release, revised HWOL time series history from January 2007 forward are being released; the full time series history from May 2005 will be available with the February release on March 2, 2011. This year's revision included: adjustments to the HWOL job board coverage, elimination of "invalid" job ads, improvements to the unduplication methodology, improvements to the occupational coding software, and annual updates to the seasonal adjustment factors.

Time Series Summary

The levels in the revised series (see Chart below) are, on average, about 460,000 per month lower than the levels in the prior series; approximately 200,000 of this is due to the elimination of invalid job ads with the remainder attributable to adjustments to the job board coverage and improvements in the unduplication methodology. As can be seen in the chart, the series turning points and the trends have remained essentially unchanged (with the exception on the trend in the last half of 2010). Additionally, the overall losses of 1.7 million job ads during the series downturn (April 2007 through April 2009) and the gains of 1.0 million job ads during the series early recovery (April 2009 through April 2010) also remained essentially unchanged. Specific details of the revision changes are outlined below.



Job Board Coverage

The HWOL program collects data on a daily basis from over 1,200 online job board sources. Each year, new sources are added as they emerge while some existing sources may be dropped, if it is determined that they

primarily aggregate their data from other job board sources. This year, a more extensive job board review and analysis was performed for identifying any remaining aggregator job boards; this review has resulted in the elimination of several job boards. In combination with the unduplication improvements, these changes resulted in lowering the series levels by about 260,000 ads per month.

Occupational Coding

The HWOL program uses Standard Occupation Classification (SOC) autocoder software which codes over 99 percent of all ads to the 6-digit SOC and 8-digit O'Net level. The latest version of the autocoder incorporated a new feature for identifying and classifying "invalid" job ads into a new Miscellaneous category. This category contains jobs which would generally not be included in the official government employment and job openings data series and are now being classified as "invalid" job ads by the HWOL program. These ads include such categories as: adult ads, get-rich-quick ads, human donors wanted ads, human test participants wanted, products/services-offered ads, job fair ads, and other various types of ads. The Miscellaneous category has now been dropped from the HWOL time series and this change has resulted in lowering the series levels by an average of about 200,000 ads per month.

Seasonal Adjustment

The HWOL program is initiating a new practice of calculating and publishing new seasonally adjusted series with the release of each year's January data. New seasonal factors are calculated using historical data from May 2005 through the most current December data.

Description of The Conference Board Help Wanted OnLine™ Data Series:

The Conference Board **Help Wanted OnLine™** Data Series measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas.

Like The Conference Board's long-running Help Wanted Advertising Index of print ads (which was published for over 55 years and discontinued in October 2008 but continues to be available for research), the new online series is not a direct measure of job vacancies. The level of ads in both print and online can change for reasons not related to overall job demand.

With the December 1, 2008 release, HWOL began providing seasonally adjusted data for the U.S., the 9 Census regions and the 50 States. Seasonally adjusted data for occupations was provided beginning with the December 2009 release. This data series, for which the earliest data is May 2005, continues to publish not seasonally adjusted data for 52 large metropolitan areas.

People using this data are urged to review the information on the database and methodology available on The Conference Board website and contact us with questions and comments. Background information and technical notes on this new series are available at: <http://www.conference-board.org/data/helpwantedonline.cfm>.

The underlying online job listings data for this series is provided by **Wanted Technologies Corporation**. Additional information on the **Bureau of Labor Statistics** data used in this release can be found on the BLS website, www.bls.gov.

The Conference Board

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Publication Schedule, Help Wanted Online Data Series			
	Data for the Month		Release Date
	February, 2011		March 2, 2011*
	March, 2011		March 30, 2011*
	April, 2011		May 2, 2011
	May, 2011		June 1, 2011*
	June, 2011		June 29, 2011*
	July, 2011		August 1, 2011
	August, 2011		August 31, 2011*
	September, 2011		September 28, 2011*
	October, 2011		October 31, 2011
	November, 2011		November 30, 2011*
	December, 2011		January 4, 2012*
*Wednesday release due to holidays or data availability.			

Table 1: National/Regional Total Ads and New Ads (Levels), Seasonally Adjusted								
Location ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Jan-10	Dec-10	Jan-11	Jan 11 - Dec 10	Jan-10	Dec-10	Jan-11	Jan 11 - Dec 10
United States	3,670.9	3,835.4	4,273.0	437.6	2,266.2	2,188.8	2,541.5	352.7
New England	235.3	244.3	269.8	25.5	134.3	135.9	150.0	14.1
Middle Atlantic	517.5	526.9	583.8	56.9	322.8	302.6	340.5	37.9
South Atlantic	757.3	782.9	858.1	75.2	457.5	446.4	497.7	51.3
East North Central	459.8	510.3	585.0	74.7	279.1	290.4	342.0	51.6
East South Central	147.4	152.8	168.1	15.3	88.1	81.6	91.6	10.0
West North Central	256.1	271.0	307.4	36.4	150.2	147.4	172.6	25.2
West South Central	366.1	377.6	423.6	46.0	218.5	203.5	237.7	34.2
Mountain	273.3	283.4	312.7	29.3	176.2	170.1	192.9	22.8
Pacific	581.2	618.8	692.4	73.6	376.6	370.8	437.2	66.4

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)		
	Jan-10	Dec-10	Jan-11	Jan-10	Dec-10	Jan-11
United States	2.39	2.50	2.78	1.48	1.42	1.65
New England	3.03	3.14	3.47	1.73	1.75	1.93
Middle Atlantic	2.51	2.57	2.85	1.57	1.48	1.66
South Atlantic	2.58	2.68	2.94	1.56	1.53	1.70
East North Central	1.96	2.17	2.48	1.19	1.23	1.45
East South Central	1.75	1.78	1.95	1.05	0.95	1.06
West North Central	2.34	2.48	2.82	1.37	1.35	1.58
West South Central	2.11	2.17	2.43	1.26	1.17	1.36
Mountain	2.48	2.57	2.84	1.60	1.54	1.75
Pacific	2.37	2.50	2.80	1.53	1.50	1.77

Source: The Conference Board

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

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Table 3: State Total Ads and New Ads (Levels), Seasonally Adjusted								
Location	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Jan-10	Dec-10	Jan-11		Jan-10	Dec-10	Jan-11	
United States	3,670.9	3,835.4	4,273.0	437.6	2,266.2	2,188.8	2,541.5	352.7
Alabama	37.1	37.6	41.7	4.1	21.3	20.2	21.4	1.2
Alaska	16.9	15.0	16.3	1.3	8.9	7.7	8.7	1.0
Arizona	68.9	80.5	89.3	8.8	43.8	49.6	56.2	6.6
Arkansas	23.5	23.9	26.1	2.2	13.2	12.5	14.2	1.7
California	408.3	445.7	502.5	56.8	264.1	266.1	314.6	48.5
Colorado	67.1	76.4	83.5	7.1	44.8	46.5	54.1	7.6
Connecticut	55.9	58.3	67.5	9.2	32.5	31.1	36.9	5.8
Delaware	13.4	12.4	14.6	2.2	7.4	6.8	8.3	1.5
Florida	201.9	216.3	236.5	20.2	136.7	132.9	148.5	15.6
Georgia	94.8	109.6	117.5	7.9	54.4	58.8	61.2	2.4
Hawaii	15.3	14.8	16.6	1.8	10.4	10.5	11.4	0.9
Idaho	17.8	17.1	17.6	0.5	12.1	10.8	11.1	0.3
Illinois	144.9	152.0	175.4	23.4	77.3	81.7	96.7	15.0
Indiana	50.0	56.0	62.9	6.9	29.1	29.1	33.3	4.2
Iowa	36.6	40.0	44.7	4.7	18.3	19.5	21.5	2.0
Kansas	31.5	30.7	35.5	4.8	16.5	16.3	19.0	2.7
Kentucky	33.7	36.7	40.5	3.8	20.7	18.4	21.3	2.9
Louisiana	36.8	41.0	43.2	2.2	23.1	22.5	23.8	1.3
Maine	18.5	17.8	19.7	1.9	8.9	8.8	10.0	1.2
Maryland	96.8	97.7	107.2	9.5	52.2	52.3	58.7	6.4
Massachusetts	114.8	122.6	132.1	9.5	66.1	68.3	75.0	6.7
Michigan	79.3	98.3	107.7	9.4	50.3	59.3	64.9	5.6
Minnesota	66.8	82.9	94.5	11.6	40.2	46.7	55.4	8.7
Mississippi	17.2	17.1	18.2	1.1	9.3	9.2	9.6	0.4
Missouri	71.8	69.4	78.4	9.0	45.5	39.8	45.9	6.1
Montana	13.9	13.9	15.6	1.7	6.6	6.1	6.9	0.8
Nebraska	29.4	24.4	26.9	2.5	17.4	15.4	16.1	0.7
Nevada	37.7	37.9	40.3	2.4	25.9	25.2	26.5	1.3
New Hampshire	18.6	20.1	21.8	1.7	11.9	11.8	13.4	1.6
New Jersey	130.2	132.8	142.1	9.3	81.0	78.2	83.2	5.0
New Mexico	22.8	21.1	23.5	2.4	14.2	12.7	14.3	1.6
New York	233.4	242.9	272.3	29.4	149.5	140.9	158.7	17.8
North Carolina	95.9	96.5	106.6	10.1	62.5	56.6	63.8	7.2
North Dakota	8.8	12.3	14.2	1.9	4.9	4.9	6.2	1.3
Ohio	117.7	128.9	147.5	18.6	74.6	77.2	88.9	11.7
Oklahoma	41.0	38.9	44.1	5.2	25.4	22.0	24.5	2.5
Oregon	48.0	46.8	54.8	8.0	32.1	30.0	34.7	4.7
Pennsylvania	155.2	152.7	170.8	18.1	91.3	88.3	97.7	9.4
Rhode Island	16.3	16.5	16.3	-0.2	10.8	10.3	10.3	0.0
South Carolina	47.6	44.7	52.3	7.6	26.7	24.3	29.1	4.8
South Dakota	12.4	12.3	13.9	1.6	5.8	5.2	6.1	0.9
Tennessee	60.8	60.9	69.3	8.4	35.6	33.1	38.0	4.9
Texas	263.9	277.0	308.9	31.9	153.8	149.4	172.0	22.6
Utah	36.7	30.1	34.3	4.2	22.6	16.4	18.3	1.9
Vermont	10.8	10.1	11.7	1.6	6.2	5.5	6.6	1.1
Virginia	135.4	130.4	147.4	17.0	70.8	70.7	80.2	9.5
Washington	92.9	90.1	102.5	12.4	58.8	54.0	65.1	11.1
West Virginia	19.1	15.1	18.0	2.9	11.6	7.2	9.0	1.8
Wisconsin	67.3	78.7	90.4	11.7	41.5	43.3	50.6	7.3
Wyoming	7.0	6.5	7.2	0.7	3.8	3.3	3.4	0.1

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.

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
	Jan-10	Dec-10	Jan-11	Dec-10	Dec-10	Dec-10	Dec-10
United States	2.39	2.50	2.78	9.4	14,485.00	3,835.4	3.78
Alabama	1.81	1.77	1.96	9.1	194.69	37.6	5.17
Alaska	4.64	4.12	4.49	8.1	29.27	15.0	1.96
Arizona	2.20	2.54	2.81	9.4	296.79	80.5	3.69
Arkansas	1.70	1.76	1.92	7.9	107.76	23.9	4.51
California	2.25	2.45	2.76	12.5	2,269.29	445.7	5.09
Colorado	2.54	2.87	3.13	8.8	233.32	76.4	3.05
Connecticut	2.94	3.07	3.56	9.0	169.88	58.3	2.91
Delaware	3.13	2.93	3.46	8.5	35.86	12.4	2.89
Florida	2.19	2.34	2.56	12.0	1,108.31	216.3	5.12
Georgia	2.02	2.35	2.51	10.2	478.83	109.6	4.37
Hawaii	2.42	2.34	2.62	6.4	40.26	14.8	2.71
Idaho	2.36	2.27	2.33	9.5	71.92	17.1	4.20
Illinois	2.19	2.27	2.62	9.3	620.61	152.0	4.08
Indiana	1.61	1.79	2.01	9.5	296.71	56.0	5.30
Iowa	2.18	2.39	2.67	6.3	105.98	40.0	2.65
Kansas	2.07	2.04	2.37	6.8	102.56	30.7	3.34
Kentucky	1.63	1.76	1.94	10.3	214.46	36.7	5.84
Louisiana	1.77	1.95	2.05	8.0	168.01	41.0	4.10
Maine	2.63	2.55	2.83	7.3	51.18	17.8	2.88
Maryland	3.27	3.28	3.60	7.4	219.01	97.7	2.24
Massachusetts	3.31	3.50	3.78	8.2	288.34	122.6	2.35
Michigan	1.64	2.06	2.26	11.7	555.31	98.3	5.65
Minnesota	2.25	2.81	3.20	7.0	205.77	82.9	2.48
Mississippi	1.33	1.29	1.38	10.1	133.87	17.1	7.84
Missouri	2.40	2.31	2.61	9.5	285.12	69.4	4.11
Montana	2.80	2.80	3.15	7.2	35.75	13.9	2.58
Nebraska	2.98	2.51	2.76	4.4	43.20	24.4	1.77
Nevada	2.75	2.84	3.03	14.5	192.53	37.9	5.09
New Hampshire	2.50	2.69	2.92	5.5	40.76	20.1	2.03
New Jersey	2.87	2.96	3.17	9.1	407.77	132.8	3.07
New Mexico	2.37	2.20	2.45	8.5	81.62	21.1	3.87
New York	2.42	2.52	2.83	8.2	792.76	242.9	3.26
North Carolina	2.11	2.16	2.39	9.8	439.17	96.5	4.55
North Dakota	2.41	3.34	3.84	3.8	14.00	12.3	1.14
Ohio	1.99	2.18	2.50	9.6	566.56	128.9	4.40
Oklahoma	2.31	2.22	2.51	6.8	119.93	38.9	3.08
Oregon	2.47	2.35	2.75	10.6	210.65	46.8	4.51
Pennsylvania	2.42	2.40	2.69	8.5	538.33	152.7	3.53
Rhode Island	2.82	2.87	2.85	11.5	66.04	16.5	4.01
South Carolina	2.19	2.07	2.42	10.7	232.01	44.7	5.19
South Dakota	2.78	2.78	3.13	4.6	20.45	12.3	1.66
Tennessee	2.03	1.99	2.26	9.4	289.59	60.9	4.75
Texas	2.18	2.27	2.53	8.3	1,008.08	277.0	3.64
Utah	2.73	2.22	2.53	7.5	101.66	30.1	3.37
Vermont	2.99	2.82	3.26	5.8	20.70	10.1	2.05
Virginia	3.26	3.12	3.52	6.7	278.57	130.4	2.14
Washington	2.64	2.55	2.89	9.3	328.62	90.1	3.65
West Virginia	2.42	1.93	2.31	9.6	74.74	15.1	4.96
Wisconsin	2.22	2.58	2.97	7.5	227.68	78.7	2.89
Wyoming	2.40	2.23	2.47	6.4	18.77	6.5	2.87

Source: The Conference Board

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

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

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

Table 5: MSA Total Ads and New Ads (Levels), Not Seasonally Adjusted								
Location ³	Total Ads ¹ (Thousands)			Percent Change Y-O-Y	New Ads ² (Thousands)			Percent Change Y-O-Y
	Jan-10	Dec-10	Jan-11	Jan 10-11	Jan-10	Dec-10	Jan-11	Jan 10-11
Birmingham, AL	7.8	9.4	9.6	21.9%	4.7	5.4	5.4	15.8%
Phoenix, AZ	37.4	46.7	46.5	24.1%	22.7	28.0	27.7	22.4%
Tucson, AZ	8.4	10.2	10.3	21.7%	5.6	6.5	6.7	21.0%
Los Angeles, CA	112.6	140.6	137.2	21.9%	71.9	81.3	80.8	12.4%
Riverside, CA	19.0	22.0	21.9	15.2%	12.1	13.0	13.4	11.5%
Sacramento, CA	16.1	19.5	19.2	19.1%	9.6	11.2	11.0	14.9%
San Diego, CA	31.2	34.3	34.1	9.4%	19.7	20.1	20.6	4.7%
San Francisco, CA	62.1	79.3	78.8	26.9%	39.1	46.5	48.4	23.9%
San Jose, CA	27.9	39.8	39.4	41.4%	15.2	19.9	21.4	41.1%
Denver, CO	29.6	37.2	37.3	26.1%	17.5	20.8	21.3	21.8%
Hartford, CT	15.6	20.6	20.3	29.8%	8.9	10.2	10.3	15.3%
Washington, DC	122.1	140.7	140.9	15.4%	63.9	74.0	72.9	14.1%
Jacksonville, FL	13.8	15.1	15.6	12.6%	9.4	8.9	9.5	0.9%
Miami, FL	42.9	52.2	52.2	21.7%	26.4	29.5	29.5	11.6%
Orlando, FL	24.4	27.3	27.5	12.6%	17.2	17.7	17.5	1.3%
Tampa, FL	27.8	32.5	33.2	19.4%	17.7	19.0	20.0	13.1%
Atlanta, GA	45.8	64.3	60.9	33.0%	25.1	33.6	31.0	23.7%
Honolulu, HI	9.9	11.2	11.0	11.1%	7.4	8.4	8.2	10.0%
Chicago, IL	86.4	106.6	104.2	20.7%	42.1	53.9	52.1	23.9%
Indianapolis, IN	16.9	20.0	20.0	18.4%	10.1	10.6	10.7	6.1%
Louisville, KY	10.9	13.5	13.2	22.0%	6.6	7.3	7.0	6.4%
New Orleans, LA	9.7	11.2	11.0	13.6%	6.3	6.7	6.7	5.2%
Baltimore, MD	38.7	45.3	44.4	14.8%	23.2	25.3	24.8	6.9%
Boston, MA	73.0	87.0	85.2	16.7%	40.5	45.9	46.0	13.6%
Detroit, MI	27.8	40.9	41.9	50.4%	17.4	23.7	24.7	41.7%
Minneapolis-St. Paul, MN	40.7	55.7	57.1	40.2%	24.3	30.7	32.2	32.5%
Kansas City, MO	23.0	26.3	25.9	12.7%	13.6	14.2	14.1	3.9%
St. Louis, MO	27.2	30.2	29.9	10.2%	17.0	16.7	17.0	-0.2%
Las Vegas, NV	22.1	24.3	24.5	10.9%	15.5	16.2	16.5	6.7%
Buffalo, NY	11.6	12.7	12.6	8.7%	7.5	6.9	6.9	-7.4%
New York, NY	187.8	224.6	221.5	18.0%	117.0	127.4	126.2	7.9%
Rochester, NY	9.1	10.9	10.6	16.7%	5.4	6.1	5.9	9.1%
Charlotte, NC	22.2	25.3	25.6	15.0%	14.3	14.1	14.3	-0.3%
Cincinnati, OH	19.4	23.1	22.9	18.4%	11.5	12.1	12.0	4.8%
Cleveland, OH	22.6	30.7	31.4	39.2%	13.8	18.6	19.1	38.3%
Columbus, OH	20.4	25.5	25.8	26.4%	12.6	14.4	14.7	16.6%
Oklahoma City, OK	12.3	14.7	14.2	15.5%	8.0	8.8	8.5	5.7%
Portland, OR	22.5	27.1	26.8	19.2%	14.1	16.1	15.7	11.7%
Philadelphia, PA	61.7	72.6	72.3	17.0%	33.5	37.9	37.7	12.8%
Pittsburgh, PA	27.3	31.1	31.1	13.7%	17.5	18.4	18.6	6.0%
Providence, RI	15.2	17.6	16.8	10.6%	9.9	10.7	10.2	2.4%
Memphis, TN	10.7	11.2	11.4	6.9%	6.7	5.8	5.9	-12.0%
Nashville, TN	16.5	19.2	19.2	16.4%	10.0	10.6	10.7	6.8%
Austin, TX	20.8	24.8	24.0	15.7%	12.4	14.0	13.7	9.8%
Dallas, TX	61.6	81.5	78.0	26.6%	32.6	42.3	39.4	20.9%
Houston, TX	48.3	57.8	57.0	18.0%	24.9	27.5	27.9	12.0%
San Antonio, TX	21.6	21.9	22.7	5.3%	14.1	13.0	14.0	-0.3%
Salt Lake City, UT	17.7	17.1	17.4	-1.7%	11.0	9.3	9.5	-14.1%
Richmond, VA	12.6	15.5	15.7	24.8%	7.7	9.1	9.2	20.4%
Virginia Beach, VA	16.8	17.3	17.2	2.5%	10.3	10.1	10.3	0.8%
Seattle-Tacoma, WA	46.1	55.1	54.3	17.8%	27.8	32.2	31.5	13.6%
Milwaukee, WI	19.8	28.5	27.6	39.2%	12.3	15.6	14.1	14.8%

Source: The Conference Board

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

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

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

Table 6: MSA Labor Supply /Labor Demand Indicators, Not Seasonally Adjusted							
Location ⁴	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Jan-10	Dec-10	Jan-11	Nov-10	Nov-10	Nov-10	Nov-10
Birmingham, AL	1.59	1.83	1.85	8.6	44.4	11.3	3.94
Phoenix, AZ	1.78	2.19	2.18	8.5	181.2	52.1	3.48
Tucson, AZ	1.72	2.07	2.09	8.4	41.5	11.4	3.64
Los Angeles, CA	1.76	2.16	2.11	12.1	787.0	164.1	4.80
Riverside, CA	1.07	1.24	1.23	14.3	253.4	25.8	9.83
Sacramento, CA	1.52	1.87	1.84	12.6	131.1	22.9	5.72
San Diego, CA	2.01	2.19	2.17	10.4	163.4	40.5	4.03
San Francisco, CA	2.79	3.56	3.54	10.3	229.2	92.6	2.48
San Jose, CA	3.10	4.41	4.37	11.0	99.0	46.2	2.14
Denver, CO	2.19	2.71	2.72	8.7	120.1	43.3	2.77
Hartford, CT	2.61	3.43	3.37	8.5	51.0	24.2	2.11
Washington, DC	4.01	4.59	4.60	6.0	184.3	158.9	1.16
Jacksonville, FL	2.02	2.20	2.27	11.6	79.7	18.7	4.26
Miami, FL	1.50	1.81	1.80	12.1	350.0	58.8	5.95
Orlando, FL	2.19	2.43	2.44	11.9	134.1	31.1	4.32
Tampa, FL	2.12	2.49	2.54	12.6	165.2	38.5	4.30
Atlanta, GA	1.72	2.42	2.29	10.3	273.2	74.1	3.69
Honolulu, HI	2.24	2.52	2.47	5.4	24.2	12.5	1.95
Chicago, IL	1.79	2.18	2.13	9.0	440.6	124.4	3.54
Indianapolis, IN	1.96	2.28	2.27	8.7	76.5	23.4	3.27
Louisville, KY	1.73	2.13	2.09	9.9	62.5	15.9	3.92
New Orleans, LA	1.80	2.03	2.00	7.6	42.1	13.6	3.09
Baltimore, MD	2.81	3.25	3.19	7.8	109.1	53.5	2.04
Boston, MA	2.88	3.39	3.32	7.4	188.7	102.7	1.84
Detroit, MI	1.35	1.98	2.03	12.0	248.5	49.1	5.06
Minneapolis-St. Paul, MN	2.21	2.99	3.07	6.5	120.9	64.9	1.86
Kansas City, MO	2.23	2.58	2.54	9.1	92.9	31.9	2.91
St. Louis, MO	1.91	2.09	2.08	9.5	136.1	36.6	3.72
Las Vegas, NV	2.24	2.54	2.56	14.3	137.0	28.5	4.81
Buffalo, NY	1.99	2.18	2.16	8.0	46.5	15.3	3.03
New York, NY	1.99	2.39	2.35	8.5	797.7	264.7	3.01
Rochester, NY	1.72	2.06	2.00	7.7	40.7	13.4	3.03
Charlotte, NC	2.60	2.99	3.01	10.8	91.9	30.3	3.03
Cincinnati, OH	1.74	2.04	2.03	9.2	104.0	27.1	3.84
Cleveland, OH	2.13	2.83	2.90	8.5	92.5	35.0	2.64
Columbus, OH	2.14	2.64	2.66	8.0	77.9	30.5	2.55
Oklahoma City, OK	2.14	2.58	2.48	6.2	35.6	17.3	2.06
Portland, OR	1.93	2.26	2.24	10.1	121.2	32.0	3.79
Philadelphia, PA	2.06	2.45	2.44	8.6	255.3	85.9	2.97
Pittsburgh, PA	2.22	2.55	2.55	7.4	90.6	37.4	2.42
Providence, RI	2.13	2.48	2.37	11.1	78.8	21.4	3.68
Memphis, TN	1.78	1.81	1.86	9.7	60.0	13.3	4.51
Nashville, TN	2.11	2.37	2.37	8.5	68.5	22.8	3.01
Austin, TX	2.30	2.70	2.62	7.1	65.0	29.2	2.23
Dallas, TX	1.92	2.51	2.40	8.2	267.6	91.9	2.91
Houston, TX	1.68	1.99	1.96	8.6	249.5	68.6	3.64
San Antonio, TX	2.22	2.21	2.30	7.6	74.9	26.5	2.82
Salt Lake City, UT	2.97	2.84	2.89	7.1	42.5	19.3	2.20
Richmond, VA	1.94	2.40	2.42	7.6	49.5	18.5	2.67
Virginia Beach, VA	2.05	2.09	2.07	7.2	59.9	20.7	2.89
Seattle-Tacoma, WA	2.44	2.92	2.88	9.1	170.8	64.4	2.65
Milwaukee, WI	2.53	3.62	3.50	7.5	59.4	31.0	1.91

Source: The Conference Board

1. Total ads rate is calculated as a percent of the most currently available BLS civilian labor force data.
2. Unemployment data are from the Bureau of Labor Statistics CPS and LAUS programs.
3. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
4. The Conference Board uses the OMB county-based MSA definitions for its data whereas the Bureau of Labor Statistics uses the OMB alternative NECTA (New England City and Town Areas) MSA definition. This will result in small comparison differences for some metropolitan areas in New England states.

Table 7: National Labor Supply/Labor Demand by Occupation ¹ , Seasonally Adjusted							
Occupation ²	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed ³ (Thousands)	Supply/ Demand Rate ⁴	Average Hourly Wage ⁵
	Jan-10	Dec-10	Jan-11	Jan 11 - Dec 10	Dec-10	Dec-10	
Total	3,670.9	3,835.4	4,273.0	437.6	14,485.0	3.8	\$20.90
Management	368.7	390.8	439.8	49.0	767.5	2.0	\$49.47
Business and financial operations	216.2	228.5	252.6	24.1	430.0	1.9	\$31.68
Computer and mathematical science	457.4	515.0	575.2	60.2	225.5	0.4	\$36.68
Architecture and engineering	114.6	145.4	166.6	21.2	177.5	1.2	\$35.38
Life, physical, and social science	64.5	63.2	69.9	6.8	63.8	1.0	\$31.57
Community and social services	52.6	64.2	64.2	0.0	113.9	1.8	\$20.55
Legal	26.6	25.5	27.5	2.0	59.2	2.3	\$46.07
Education, training, and library	93.1	90.3	102.2	11.9	357.4	4.0	\$23.81
Arts, design, entertainment, sports, and media	97.2	89.8	101.7	11.9	284.0	3.2	\$24.87
Healthcare practitioners and technical	545.4	525.9	604.4	78.5	181.7	0.3	\$33.51
Healthcare support	128.8	126.6	143.3	16.6	297.8	2.4	\$12.84
Protective service	31.1	37.9	35.9	-1.9	211.5	5.6	\$20.07
Food preparation and serving related	111.5	113.0	123.8	10.7	1,006.3	8.9	\$10.04
Building and grounds cleaning and maintenance	42.5	48.5	52.1	3.6	755.7	15.6	\$12.00
Personal care and service	64.0	55.3	65.2	9.9	520.4	9.4	\$11.87
Sales and related	497.9	489.8	554.2	64.4	1,482.4	3.0	\$17.32
Office and administrative support	441.3	409.5	448.0	38.5	1,712.1	4.2	\$15.86
Farming, fishing, and forestry	4.2	4.4	4.9	0.4	216.1	48.7	\$11.53
Construction and extraction	48.7	59.1	59.2	0.1	1,662.7	28.1	\$20.84
Installation, maintenance, and repair	105.2	130.6	134.5	4.0	372.0	2.8	\$20.30
Production	80.5	108.8	120.8	12.0	1,155.7	10.6	\$16.01
Transportation and material moving	115.6	172.7	182.6	10.0	1,170.9	6.8	\$15.47

Source: The Conference Board

1. Approximately 99% of all ads are coded to the 6-digit SOC level.
2. Occupational categories use the 2000 OMB Standard Occupational Classification system (SOC definitions).
3. Unemployment data are from the Bureau of Labor Statistics' Current Population Survey and seasonally adjusted by The Conference Board.
4. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which
5. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2009 estimates.

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Table 8: State Occupational Demand and Pay¹, Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jan-11	Wage ²	Jan-11	Wage ²	Jan-11	Wage ²
United States	590,645	\$40.61	1,437,150	\$29.97	320,571	\$12.25
Alabama	4,199	\$37.52	13,804	\$26.96	2,827	\$10.45
Alaska	1,678	\$36.69	6,388	\$31.60	1,498	\$14.58
Arizona	10,646	\$35.89	29,299	\$28.00	7,667	\$12.50
Arkansas	2,664	\$32.34	8,041	\$24.22	1,944	\$10.01
California	78,421	\$45.67	167,139	\$34.85	30,772	\$13.67
Colorado	10,507	\$39.69	27,479	\$31.35	6,408	\$12.66
Connecticut	10,819	\$46.18	22,081	\$32.22	4,031	\$14.13
Delaware	2,165	\$42.45	5,275	\$32.28	967	\$12.63
Florida	27,237	\$36.23	72,381	\$28.03	27,231	\$11.88
Georgia	16,303	\$41.11	41,261	\$27.59	7,792	\$11.07
Hawaii	1,762	\$35.85	3,893	\$28.58	2,329	\$13.72
Idaho	1,592	\$31.76	4,830	\$25.57	1,837	\$11.08
Illinois	28,237	\$40.23	56,478	\$31.06	9,871	\$12.94
Indiana	7,082	\$36.35	19,887	\$25.80	4,664	\$11.08
Iowa	4,262	\$33.40	13,497	\$24.20	3,528	\$11.00
Kansas	4,094	\$35.34	11,577	\$25.19	2,551	\$10.90
Kentucky	4,306	\$33.70	12,419	\$25.64	3,009	\$10.57
Louisiana	4,389	\$33.92	11,658	\$25.24	3,999	\$10.56
Maine	1,918	\$33.30	6,732	\$26.20	2,126	\$11.67
Maryland	14,694	\$43.38	41,816	\$33.82	8,490	\$13.08
Massachusetts	22,087	\$47.19	47,988	\$34.16	8,331	\$14.49
Michigan	12,816	\$38.76	35,330	\$29.30	7,959	\$12.01
Minnesota	13,277	\$38.48	32,761	\$30.04	6,588	\$12.22
Mississippi	1,732	\$31.91	5,713	\$23.36	1,314	\$9.98
Missouri	9,045	\$35.79	24,295	\$26.25	6,312	\$10.91
Montana	1,320	\$29.54	4,516	\$22.55	1,454	\$10.73
Nebraska	3,003	\$33.99	8,712	\$24.81	2,342	\$10.78
Nevada	4,198	\$38.17	11,172	\$29.69	5,235	\$12.94
New Hampshire	2,387	\$40.38	7,366	\$28.86	1,616	\$12.53
New Jersey	21,786	\$47.46	46,956	\$33.23	10,981	\$14.41
New Mexico	2,256	\$36.04	8,665	\$28.01	1,852	\$11.03
New York	49,095	\$49.57	86,604	\$33.04	18,199	\$14.18
North Carolina	13,683	\$39.58	36,218	\$26.90	8,192	\$10.98
North Dakota	1,053	\$33.39	3,627	\$23.36	1,188	\$10.66
Ohio	19,436	\$37.53	46,964	\$28.20	10,196	\$11.50
Oklahoma	4,291	\$31.71	12,364	\$24.23	3,708	\$10.38
Oregon	6,014	\$36.97	17,884	\$28.73	4,162	\$12.67
Pennsylvania	22,487	\$38.84	52,970	\$28.89	14,495	\$12.19
Rhode Island	1,989	\$41.74	5,088	\$31.11	1,404	\$12.97
South Carolina	4,695	\$36.52	16,486	\$25.97	4,289	\$10.69
South Dakota	1,216	\$30.90	3,907	\$22.66	1,305	\$10.24
Tennessee	7,848	\$34.94	21,656	\$25.52	5,466	\$10.82
Texas	42,254	\$39.87	100,870	\$29.25	21,136	\$10.96
Utah	3,912	\$34.69	10,064	\$26.59	3,042	\$11.27
Vermont	1,271	\$35.87	3,779	\$26.60	1,127	\$12.68
Virginia	23,283	\$42.31	59,682	\$32.52	9,598	\$12.11
Washington	14,271	\$41.40	37,977	\$32.03	7,169	\$14.10
West Virginia	1,342	\$30.72	5,442	\$23.58	1,437	\$9.99
Wisconsin	10,597	\$35.87	29,249	\$28.01	7,079	\$11.60
Wyoming	636	\$33.78	2,608	\$25.64	588	\$11.87

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 2009 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
	Jan-11	Wage ¹	Jan-11	Wage ¹	Jan-11	Wage ¹
United States	827,189	\$16.42	153,370	\$20.25	229,135	\$15.74
Alabama	9,114	\$14.10	1,867	\$17.54	3,020	\$14.68
Alaska	2,769	\$16.99	771	\$27.37	652	\$20.51
Arizona	19,122	\$16.01	3,497	\$18.54	3,559	\$15.69
Arkansas	4,897	\$13.66	1,309	\$16.65	2,321	\$13.82
California	99,389	\$18.02	13,218	\$21.55	18,127	\$15.85
Colorado	16,371	\$17.60	3,036	\$20.39	3,645	\$16.31
Connecticut	11,878	\$19.36	1,917	\$23.70	3,962	\$17.16
Delaware	2,539	\$16.77	540	\$21.19	697	\$15.74
Florida	56,779	\$15.80	9,303	\$17.67	8,918	\$14.95
Georgia	21,421	\$15.81	3,845	\$18.21	5,758	\$14.70
Hawaii	4,233	\$16.00	789	\$25.48	793	\$16.55
Idaho	3,516	\$14.80	713	\$17.88	986	\$14.29
Illinois	31,982	\$17.12	4,539	\$24.63	10,271	\$16.05
Indiana	12,985	\$15.19	2,548	\$20.50	5,650	\$15.98
Iowa	8,191	\$14.83	2,375	\$18.59	4,414	\$15.33
Kansas	6,441	\$14.96	1,621	\$19.15	2,464	\$15.47
Kentucky	8,325	\$14.44	1,969	\$18.56	3,466	\$15.82
Louisiana	10,012	\$13.56	2,795	\$18.18	3,554	\$16.50
Maine	3,626	\$14.85	720	\$18.34	1,199	\$15.39
Maryland	20,099	\$17.07	3,883	\$21.00	4,351	\$16.78
Massachusetts	23,221	\$19.01	3,276	\$24.33	5,682	\$16.99
Michigan	20,747	\$16.23	4,313	\$21.55	7,840	\$17.13
Minnesota	17,513	\$17.14	3,511	\$22.53	7,208	\$16.39
Mississippi	3,718	\$13.27	773	\$16.40	1,297	\$13.93
Missouri	15,531	\$15.43	3,130	\$20.77	5,303	\$15.37
Montana	2,731	\$13.88	960	\$18.83	1,038	\$15.72
Nebraska	5,457	\$14.43	1,245	\$18.25	1,804	\$15.70
Nevada	10,558	\$15.74	1,808	\$23.63	1,921	\$15.81
New Hampshire	4,059	\$16.45	797	\$20.15	1,563	\$15.90
New Jersey	27,686	\$18.42	4,159	\$24.04	6,675	\$16.25
New Mexico	4,084	\$13.94	968	\$17.45	942	\$15.44
New York	54,286	\$18.88	7,197	\$24.18	10,587	\$17.04
North Carolina	20,421	\$15.37	4,505	\$17.76	6,029	\$14.46
North Dakota	2,570	\$14.02	1,284	\$19.75	1,436	\$15.81
Ohio	29,711	\$15.66	5,823	\$20.38	11,915	\$15.69
Oklahoma	9,479	\$13.65	2,654	\$17.54	3,751	\$14.83
Oregon	9,886	\$16.63	1,934	\$20.91	2,764	\$15.83
Pennsylvania	33,100	\$16.33	6,469	\$20.44	10,837	\$15.95
Rhode Island	3,265	\$16.58	515	\$21.51	847	\$15.29
South Carolina	10,121	\$14.35	2,779	\$17.39	3,683	\$14.96
South Dakota	2,549	\$13.42	882	\$16.56	1,018	\$13.65
Tennessee	14,124	\$14.74	2,948	\$17.80	5,180	\$14.78
Texas	58,105	\$15.81	12,454	\$17.68	16,151	\$15.04
Utah	8,349	\$14.87	1,404	\$19.01	1,961	\$15.35
Vermont	1,846	\$15.66	449	\$18.81	739	\$15.78
Virginia	23,357	\$16.44	4,702	\$19.49	4,900	\$15.73
Washington	17,776	\$17.62	3,105	\$23.12	4,218	\$17.92
West Virginia	3,229	\$13.04	888	\$18.74	1,474	\$15.07
Wisconsin	16,214	\$15.65	3,480	\$21.23	8,921	\$16.04
Wyoming	1,226	\$14.33	448	\$21.26	484	\$18.47

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 9: MSA Occupational Demand and Pay¹, Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jan-11	Wage ²	Jan-11	Wage ²	Jan-11	Wage ²
United States	590,645	\$40.61	1,437,150	\$29.97	320,571	\$12.25
Birmingham, AL	1,312	\$39.26	3,040	\$27.46	857	\$10.98
Phoenix, AZ	7,368	\$36.56	17,533	\$28.66	4,761	\$12.58
Tucson, AZ	1,223	\$35.56	3,851	\$28.71	1,410	\$12.30
Los Angeles, CA	27,661	\$45.91	51,939	\$34.38	10,600	\$13.38
Riverside, CA	2,858	\$39.19	6,284	\$30.59	2,678	\$13.04
Sacramento, CA	3,199	\$38.87	7,836	\$32.92	1,626	\$13.66
San Diego, CA	5,621	\$43.69	13,887	\$34.68	3,074	\$12.97
San Francisco, CA	19,088	\$50.82	35,309	\$38.00	5,092	\$14.65
San Jose, CA	8,467	\$56.88	23,283	\$44.43	1,212	\$14.44
Denver, CO	6,939	\$41.06	15,129	\$33.07	2,959	\$12.70
Hartford, CT	4,044	\$42.75	8,257	\$32.52	1,387	\$14.11
Washington, DC	31,657	\$48.01	69,019	\$39.06	10,410	\$14.07
Jacksonville, FL	2,642	\$35.31	5,275	\$27.45	1,586	\$11.56
Miami, FL	8,444	\$39.01	16,836	\$28.72	6,596	\$12.47
Orlando, FL	3,850	\$36.17	8,731	\$27.88	3,783	\$11.37
Tampa, FL	5,154	\$35.96	12,800	\$28.79	3,806	\$11.75
Atlanta, GA	12,701	\$43.23	26,569	\$29.65	3,996	\$11.54
Honolulu, HI	1,458	\$36.22	2,809	\$28.80	1,946	\$13.43
Chicago, IL	23,956	\$42.09	40,909	\$32.56	7,228	\$13.25
Indianapolis, IN	3,444	\$37.52	6,485	\$27.84	1,687	\$11.69
Louisville, KY	2,032	\$36.39	4,558	\$26.91	1,280	\$10.84
New Orleans, LA	1,431	\$34.98	2,976	\$27.46	1,646	\$11.21
Baltimore, MD	7,002	\$41.80	18,019	\$33.08	4,526	\$13.30
Boston, MA	18,495	\$48.62	37,785	\$35.52	6,106	\$14.76
Detroit, MI	6,871	\$41.38	16,585	\$31.52	3,703	\$12.35
Minneapolis-St. Paul, MN	10,596	\$40.71	22,648	\$31.78	4,328	\$12.70
Kansas City, MO	4,248	\$37.52	9,374	\$28.34	2,361	\$11.80
St. Louis, MO	4,848	\$38.26	11,416	\$28.27	2,835	\$11.42
Las Vegas, NV	3,053	\$38.90	7,268	\$29.51	4,011	\$13.13
Buffalo, NY	1,713	\$38.02	3,660	\$27.37	1,388	\$12.04
New York, NY	52,541	\$52.18	89,036	\$35.34	17,643	\$14.89
Rochester, NY	1,354	\$40.73	3,758	\$27.43	1,018	\$12.29
Charlotte, NC	5,221	\$42.12	10,377	\$28.72	2,239	\$11.74
Cincinnati, OH	4,369	\$38.86	8,195	\$29.11	1,676	\$11.74
Cleveland, OH	5,604	\$38.61	12,404	\$28.56	2,660	\$12.09
Columbus, OH	4,297	\$37.54	9,814	\$30.17	2,175	\$11.94
Oklahoma City, OK	1,673	\$32.66	4,161	\$26.53	1,461	\$10.64
Portland, OR	4,318	\$39.67	11,162	\$30.85	2,339	\$13.11
Philadelphia, PA	14,466	\$43.75	29,575	\$31.82	6,028	\$13.34
Pittsburgh, PA	4,624	\$37.29	9,614	\$28.97	4,793	\$11.72
Providence, RI	2,423	\$41.48	6,239	\$30.20	1,815	\$13.04
Memphis, TN	1,785	\$37.93	4,154	\$27.41	865	\$11.43
Nashville, TN	3,282	\$36.47	6,805	\$26.11	1,792	\$11.15
Austin, TX	4,019	\$39.97	11,031	\$31.01	1,950	\$11.39
Dallas, TX	15,644	\$42.06	32,670	\$31.37	5,488	\$11.50
Houston, TX	11,841	\$43.40	22,018	\$32.07	3,946	\$11.23
San Antonio, TX	3,224	\$35.68	7,965	\$27.80	2,785	\$10.77
Salt Lake City, UT	2,688	\$35.69	6,033	\$28.61	1,820	\$11.71
Richmond, VA	2,645	\$38.49	6,239	\$28.84	1,438	\$11.85
Virginia Beach, VA	2,318	\$36.08	6,355	\$28.07	1,834	\$11.32
Seattle-Tacoma, WA	10,315	\$43.56	25,712	\$34.48	3,818	\$14.56
Milwaukee, WI	4,535	\$39.08	10,536	\$30.34	2,609	\$12.00

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 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 9: MSA Occupational Demand and Pay, Not Seasonally Adjusted - continued

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jan-11	Wage ¹	Jan-11	Wage ¹	Jan-11	Wage ¹
United States	827,189	\$16.42	153,370	\$20.25	229,135	\$15.74
Birmingham, AL	3,110	\$15.61	558	\$18.20	800	\$14.72
Phoenix, AZ	13,193	\$16.64	2,184	\$19.02	2,209	\$15.92
Tucson, AZ	2,636	\$14.72	662	\$18.26	588	\$14.67
Los Angeles, CA	38,114	\$17.95	4,447	\$22.71	6,733	\$15.07
Riverside, CA	7,261	\$15.90	1,194	\$21.47	1,863	\$15.37
Sacramento, CA	5,067	\$17.83	859	\$22.82	925	\$16.28
San Diego, CA	9,146	\$17.49	1,370	\$22.67	1,572	\$15.62
San Francisco, CA	16,754	\$20.78	1,940	\$27.17	2,266	\$18.35
San Jose, CA	5,886	\$21.95	614	\$26.30	870	\$17.40
Denver, CO	9,450	\$18.82	1,655	\$20.73	1,806	\$16.55
Hartford, CT	4,628	\$18.65	769	\$23.83	1,446	\$17.54
Washington, DC	25,676	\$18.90	3,895	\$22.18	3,276	\$17.37
Jacksonville, FL	4,400	\$15.97	918	\$18.28	942	\$15.40
Miami, FL	17,048	\$16.67	2,013	\$18.60	1,896	\$15.50
Orlando, FL	8,772	\$15.23	1,404	\$18.00	1,224	\$14.68
Tampa, FL	8,809	\$16.08	1,598	\$17.53	1,444	\$14.17
Atlanta, GA	13,842	\$17.23	1,986	\$19.39	2,854	\$15.43
Honolulu, HI	3,594	\$15.99	676	\$26.26	681	\$16.71
Chicago, IL	24,504	\$17.83	2,925	\$26.04	6,546	\$16.31
Indianapolis, IN	5,835	\$16.86	1,041	\$20.90	1,804	\$15.76
Louisville, KY	3,560	\$15.73	792	\$19.29	1,204	\$17.24
New Orleans, LA	3,337	\$14.54	869	\$18.71	850	\$17.29
Baltimore, MD	10,940	\$17.21	2,254	\$20.65	2,391	\$17.26
Boston, MA	18,069	\$19.88	2,306	\$25.03	3,810	\$17.25
Detroit, MI	9,595	\$17.46	2,185	\$23.37	3,388	\$18.52
Minneapolis-St. Paul, MN	12,944	\$18.49	2,488	\$24.55	4,840	\$17.17
Kansas City, MO	6,755	\$16.72	1,411	\$22.05	2,122	\$16.16
St. Louis, MO	7,845	\$16.73	1,340	\$23.50	2,027	\$16.41
Las Vegas, NV	8,126	\$15.74	1,134	\$24.16	1,168	\$15.63
Buffalo, NY	3,965	\$15.80	794	\$20.63	1,217	\$16.10
New York, NY	51,688	\$19.96	5,588	\$25.74	8,315	\$17.27
Rochester, NY	2,798	\$15.97	632	\$19.88	1,197	\$15.20
Charlotte, NC	5,712	\$17.10	1,114	\$18.80	1,400	\$15.59
Cincinnati, OH	6,184	\$16.84	953	\$20.29	1,939	\$15.97
Cleveland, OH	7,064	\$16.51	1,392	\$22.08	2,849	\$16.22
Columbus, OH	6,553	\$16.19	1,199	\$20.19	2,027	\$15.46
Oklahoma City, OK	4,422	\$14.12	1,261	\$18.07	1,362	\$14.35
Portland, OR	6,431	\$17.78	1,186	\$22.64	1,790	\$16.60
Philadelphia, PA	16,964	\$18.17	2,821	\$23.11	3,662	\$16.90
Pittsburgh, PA	8,145	\$15.70	1,683	\$20.30	2,546	\$15.93
Providence, RI	4,375	\$16.30	784	\$21.42	1,247	\$15.29
Memphis, TN	2,887	\$15.64	705	\$18.90	1,209	\$15.07
Nashville, TN	5,348	\$15.55	887	\$18.50	1,349	\$15.76
Austin, TX	5,380	\$16.94	904	\$17.18	1,094	\$14.12
Dallas, TX	18,522	\$17.44	2,896	\$18.08	4,077	\$15.13
Houston, TX	13,201	\$16.91	3,010	\$18.99	3,863	\$16.47
San Antonio, TX	6,119	\$14.69	1,411	\$16.34	1,460	\$13.35
Salt Lake City, UT	5,048	\$15.92	825	\$19.05	1,172	\$15.56
Richmond, VA	3,729	\$17.15	961	\$19.71	957	\$15.28
Virginia Beach, VA	4,342	\$14.79	1,346	\$18.72	1,208	\$16.09
Seattle-Tacoma, WA	11,555	\$18.84	1,675	\$24.73	2,394	\$19.06
Milwaukee, WI	5,901	\$17.29	1,166	\$23.13	3,174	\$16.58

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2009 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.