



# News Release

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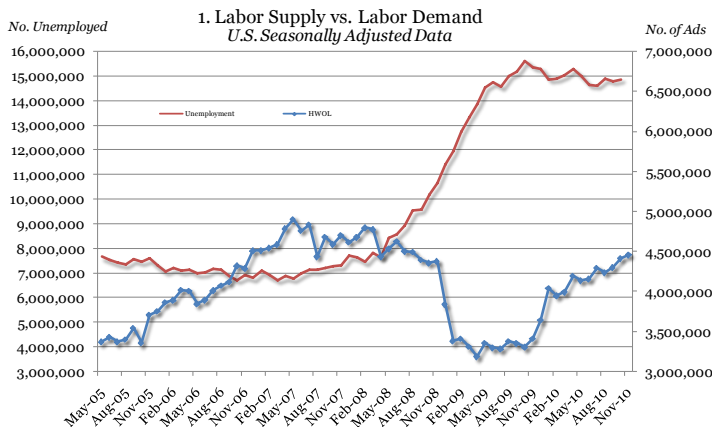
**For Immediate Release 10:00 AM ET, Wednesday, December 1, 2010**

## **Online Labor Demand Rises 47,400 in November, The Conference Board Reports**

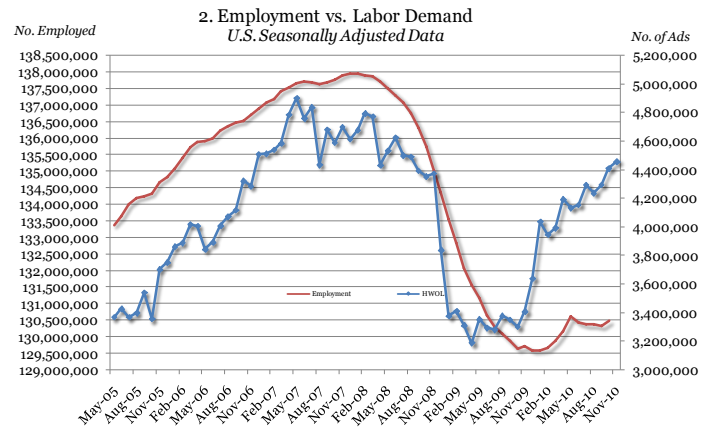
- Economy continues its moderate upward trend in online labor demand in November
- Demand up by 1.2 million since the official end of the recession (June 2009)
- Demand up for Healthcare Practitioners and Technical Workers in November while demand for Sales and Related Workers dips

NEW YORK, December 1, 2010...Online advertised vacancies rose a modest 47,400 in November to 4,457,200 following an increase of 113,700 in October, according to *The Conference Board Help Wanted OnLine™* (HWOL) Data Series released today. The nation’s Supply/Demand rate stood at 3.37 unemployed for every advertised vacancy in October (the last available unemployment data)—a figure that is down from a peak of 4.73 in October 2009. Nationally, there are 10.4 million more unemployed than advertised vacancies (Chart 1).

“In November, demand for workers continued to be positive, albeit moving at a disappointingly slow pace for the last few months,” said June Shelp, Vice President at The Conference Board. “November was a surprisingly quiet month throughout the nation, with most states posting small gains / losses in advertised vacancies (Table 3). In this weak U.S. economic recovery, office help, construction jobs, and positions in business and finance continue to show very sluggish growth.”



Source: The Conference Board, BLS



Source: The Conference Board, BLS

The release schedule, national historic table and technical notes to this series are available at 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

- November marked modest movement in labor demand in all States with gains / declines of less than 1,000 in many States.
- Gains strongest in the Western States (+ 20,000), led by California (+8,000)

Location	Total Ads <sup>1</sup> (Thousands)	M-O-M Change (Thousands)	Supply/ Demand Rate <sup>2</sup>	Recent Trend <sup>3</sup>
	Nov-10	Nov-Oct 10	Oct-10	
<b>United States</b>	<b>4,457.2</b>	<b>47.4</b>	<b>3.37</b>	↑ 10/09
<b>NORTHEAST</b>	<b>898.8</b>	<b>0.1</b>	<b>2.68</b>	
Massachusetts	143.7	1.7	1.99	↑ 10/09
New Jersey	156.1	-2.9	2.61	↑ 1/09
New York	284.8	-3.5	2.77	↑ 4/09
Pennsylvania	164.0	-0.2	3.41	↑ 10/09
<b>SOUTH</b>	<b>1,564.3</b>	<b>-5.6</b>	<b>3.21</b>	
Florida	235.8	0.3	4.66	↑ 4/09
Georgia	127.4	-4.4	3.48	↑ 1/09
Maryland	121.6	5.5	1.88	↑ 4/09
North Carolina	117.8	-1.8	3.57	↑ 4/09
Texas	304.7	2.2	3.25	↑ 10/09
Virginia	164.5	1.7	1.74	↑ 4/09
<b>MIDWEST</b>	<b>902.0</b>	<b>-2.3</b>	<b>3.52</b>	
Illinois	168.8	-3.2	3.77	↑ 10/09
Michigan	102.6	-5.0	5.75	↑ 11/09
Minnesota	94.3	0.5	2.24	↑ 11/09
Missouri	84.7	-0.4	3.29	↑ 10/09
Ohio	150.2	-1.4	3.88	↑ 10/09
Wisconsin	86.4	2.5	2.81	↑ 11/09
<b>WEST</b>	<b>1,061.8</b>	<b>20.0</b>	<b>3.72</b>	
Arizona	91.7	3.6	3.43	↑ 10/09
California	496.0	8.0	4.63	↑ 10/09
Colorado	91.6	-0.2	2.43	↑ 11/09
Washington	119.4	1.4	2.74	↑ 4/09

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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) .

For the second month in a row, the **West** experienced the largest gain of 20,000. California was the largest contributor with an increase of 8,000. Labor demand has risen 78,000 in the past five months in California. Office and Administrative Support occupations and Management occupations were two of the State's largest contributors to the rise. Arizona and Washington gained 3,600 and 1,400 respectively, while Colorado declined by 200 in November (Table A). Among the smaller States, Oregon rose 900, Nevada fell by 1,700, Hawaii declined by 600, and Alaska and New Mexico both held steady (Table 3).

The **Midwest** experienced a small decline, 2,300, this month. In November, Ohio declined by 1,400. Labor demand in Illinois declined 3,200. Michigan experienced the country's largest decline, 5,000. Michigan's Supply/Demand rate is now at 5.75, down from the high of 10.2 in July 2009. Wisconsin gained 2,500. Minnesota grew by 500 this month while Missouri fell by 400. Among the States with smaller populations, Indiana boosted its demand by 2,100, while North Dakota gained 200 (Table 3).

The **South** declined by 5,600 in November, but at the same time several large states showed signs of growth. Maryland rose by 5,500, and Virginia increased by 1,700 — the first gains for both states in several months. Texas continues to show steady slow growth with the addition of 2,200. Georgia had a significant decrease, 4,400. Florida was basically unchanged in November (+300). North Carolina fell by 1,800. Among the less populous states in the South, advertised vacancies in Oklahoma declined by 4,400, and Louisiana, Mississippi, and Kentucky remained basically unchanged (Table 3). While Mississippi has held steady, also note that its Supply/Demand rate is now below 6.00, down from its high of 9.2.

The **Northeast** held steady this month with a gain of 100. New York declined for the second month in a row by 3,500 from losses in Sales and Related occupations and Management occupations. New Jersey fell by 2,900. Pennsylvania remained steady in November. Massachusetts gained for the third month in a row (1,700). Among the smaller States, Connecticut gained 1,400, Maine rose 900, and New Hampshire rose 500. Vermont and Rhode Island declined 400 and 200 respectively.

The Supply/Demand rate for the U.S. in October (the latest month for which unemployment numbers are available) was at 3.37, indicating that there were more than 3 unemployed workers for every online advertised vacancy. Nationally, there are 10.4 million more unemployed workers than advertised vacancies. The number of advertised vacancies exceeded the number of unemployed in only North Dakota, where the Supply/Demand rate was 0.90. States with the next lowest rates include South Dakota (1.24), Alaska (1.38), and Nebraska (1.40), where the Supply/Demand rates reflected the fact that there was just over one unemployed for every online advertised vacancy (Table 4). States with the highest Supply/Demand rates are Mississippi (5.91) and Michigan (5.75), where there are almost 6 unemployed people for every advertised vacancy. Although still among the highest in the nation, Michigan's S/D rate has improved significantly from the peak of 10.2 in July 2009, when there were just over 10 unemployed for every online advertised vacancy. Other states with high S/D rates are Indiana (4.97) and Florida (4.66).

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

### Demand in November for:

- **Healthcare practitioners and technical occupations up 12,400**
- **Transportation and material positions rise 9,600**
- **Sales and related workers slips by 32,100, and Management positions (largely for sales areas) down 10,900**

<b>Occupation</b>	<b>Total Ads</b>	<b>M-O-M Change</b>	<b>Unemployed</b>	<b>Supply/</b>	<b>Average</b>
	<b>(Thousands)</b>	<b>(Thousands)</b>	<b>(Thousands)</b>	<b>Demand Rate<sup>1</sup></b>	<b>Hourly</b>
	<b>Nov-10</b>	<b>Nov-Oct 10</b>	<b>Oct-10</b>	<b>Oct-10</b>	<b>Wage<sup>2</sup></b>
Computer and mathematical science	604.9	2.5	156.8	0.26	\$36.68
Management	586.6	-10.9	811.0	1.36	\$49.47
Healthcare practitioners and technical	555.5	12.4	206.2	0.38	\$33.51
Office and administrative support	451.7	8.1	1,788.1	4.03	\$15.86
Sales and related	449.6	-32.1	1,591.0	3.30	\$17.32
Business and financial operations	221.7	-7.3	403.3	1.76	\$31.68
Architecture and engineering	182.4	0.0	185.4	1.02	\$35.38
Transportation and material moving	159.4	9.6	1,095.6	7.31	\$15.47
Installation, maintenance, and repair	125.1	1.3	477.8	3.86	\$20.30
Food preparation and serving related	114.8	-0.9	1,092.6	9.44	\$10.04

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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, **Healthcare Practitioners and Technical** occupations posted the largest November increase, up 12,400 to 555,500 (Table B). The rise was largely due to increases in advertised vacancies for Family and General Practitioners. The number of advertised vacancies in this broad healthcare occupational category continues to outnumber job seekers by almost three to one. **Healthcare Support** remained steady. There were 2.4 unemployed for every advertised vacancy in healthcare support (Table 7).

**Management** occupations posted a November decrease of 10,900 to 586,600 following a rise of 20,200 in October and a drop of 11,500 in September. The November decline was largely due to decreases in demand for Sales Managers and Postsecondary Education Administrators. The ratio between the number of unemployed looking for work and advertised vacancies was slightly over one job-seeker for each advertised vacancy.

Demand for **Sales and Related** occupations declined by 32,100 to 449,600. The drop is largely due to a decline of 10,000 in the demand for First-Line Supervisors/Managers of Retail Sales Workers. There were 3.3 unemployed for every advertised vacancy in Sales and Related occupations.

Demand for **Transportation and Material Moving** occupations grew by 9,600 to 159,000 and was led by an increased demand for Truck Drivers, Light or Delivery Services. There still remain over 7 unemployed (7.3) looking for work in Transportation and Material Moving for every advertised opening (Table B).

Supply/Demand rates indicated that, among the occupations with the largest number of online advertised vacancies, there is a significant difference in the number of unemployed seeking positions in these occupations. Among the top ten occupations advertised online, there were more vacancies than unemployed people seeking positions for Computer and Mathematical Science (0.26), Healthcare Practitioners (0.38), and Life, Physical, and Social Science occupations (0.60). On the other hand, in Food Preparation and Serving-Related occupations, there were over 9 people seeking jobs in this field for every online advertised vacancy (9.4) and there were over 7 unemployed looking for work in Transportation and Material Moving positions for every advertised opening (7.3).

## METRO AREA HIGHLIGHTS

- Washington, D.C., Oklahoma City, Baltimore, and Honolulu have the lowest Supply/Demand rates; Washington, D.C. is the one area in which the number of advertised vacancies exceeds the number of unemployed
- Online advertised vacancies in all 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 <sup>1</sup>	
	Nov-10		Nov-10	Sep-10	
New York, NY	307.09	Washington, DC	6.01	Washington, DC	0.96
Los Angeles, CA	185.06	San Jose, CA	5.87	Oklahoma City, OK	1.36
Washington, DC	183.51	Baltimore, MD	5.25	Baltimore, MD	1.49
Chicago, IL	136.95	San Francisco, CA	5.2	Honolulu, HI	1.52
Boston, MA	118.32	Hartford, CT	4.71	Boston, MA	1.59
San Francisco, CA	116.32	Boston, MA	4.66	Salt Lake City, UT	1.65
Dallas, TX	105.76	Charlotte, NC	4.54	Minneapolis-St. Paul, MN	1.78
Philadelphia, PA	94.03	Milwaukee, WI	4.37	Austin, TX	1.78
Atlanta, GA	91.09	Seattle-Tacoma, WA	4.36	Hartford, CT	1.8
Seattle-Tacoma, WA	81.90	Oklahoma City, OK	4.22	Milwaukee, WI	1.8

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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 November, all of the 52 metropolitan areas for which data are reported separately posted over-the-year increases in the number of online advertised vacancies. Among the three metro areas with the largest numbers of advertised vacancies, the New York metro area was 22 percent above its November 2009 level, the Washington, D.C. metro area was 12 percent above its November 2009 level, and the Los Angeles metro area was 24 percent above last year's level (Table C & Table 5).

The number of unemployed exceeded the number of advertised vacancies in 51 of the 52 metro areas for which information is reported separately; Washington, D.C. was the exception. Oklahoma City, Baltimore, and Honolulu were the locations with the next most favorable supply/demand rates, where the number of unemployed looking for work was only slightly larger than the number of advertised vacancies (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 almost 10 unemployed people for every advertised vacancy (9.7) – Detroit (5.7), Miami (5.2), and Sacramento (4.9). Supply/Demand rate data are for September 2010, the latest month for which unemployment data for local areas are available (Table C & Table 6).

## PROGRAM NOTES

The Conference Board **Help Wanted OnLine™** Data Series measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job 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 November 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 November 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, but it is The Conference Board's intent to provide seasonally adjusted data for large metro areas in the future.

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 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](http://www.bls.gov).

### **The Conference Board**

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WANTED is a leading supplier of real-time sales and business intelligence solutions for the media classified and recruitment industries. Using its proprietary On-Demand data mining, lead generation and CRM (Customer Relationship Management) integrated technologies, WANTED aggregates real-time data from thousands of online job boards, real estate and newspaper sites, as well as corporate websites on a daily basis. WANTED's data is used to optimize sales and to implement marketing strategies within the classified ad departments of major media organizations, as well as by staffing firms, advertising agencies and human resources specialists. For more information, please visit: <http://www.wantedtech.com>.

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## Publication Schedule, Help Wanted Online Data Series

Data for the Month	Release Date
December, 2010	January 5, 2011*
January, 2011	January 31, 2011
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 <sup>3</sup>	Total Ads <sup>1</sup> (Thousands)			M-O-M Change (Thousands)	New Ads <sup>2</sup> (Thousands)			M-O-M Change (Thousands)
	Nov-09	Oct-10	Nov-10	Nov-Oct 10	Nov-09	Oct-10	Nov-10	Nov-Oct 10
<b>United States</b>	<b>3,407.5</b>	<b>4,409.8</b>	<b>4,457.2</b>	<b>47.4</b>	<b>1,988.1</b>	<b>2,642.5</b>	<b>2,575.0</b>	<b>-67.5</b>
New England	229.7	288.2	288.5	0.3	136.7	166.6	169.4	2.9
Middle Atlantic	489.2	610.5	610.3	-0.2	306.3	370.4	364.1	-6.2
South Atlantic	750.1	940.9	947.0	6.1	434.4	550.5	546.4	-4.1
East North Central	406.7	578.0	570.6	-7.4	235.2	353.8	334.0	-19.7
East South Central	139.9	194.9	192.0	-2.9	72.8	109.1	102.6	-6.5
West North Central	238.6	326.3	331.4	5.1	128.8	192.8	186.6	-6.2
West South Central	313.3	434.1	425.3	-8.8	177.6	252.8	240.7	-12.1
Mountain	261.0	341.4	342.9	1.5	156.0	209.9	206.9	-3.0
Pacific	557.1	700.4	718.9	18.4	344.5	428.6	428.0	-0.6

Source: The Conference Board

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

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

Location <sup>2</sup>	Total Ads Rate <sup>1</sup> (Percent)			New Ads Rate <sup>1</sup> (Percent)		
	Nov-09	Oct-10	Nov-10	Nov-09	Oct-10	Nov-10
<b>United States</b>	<b>2.22</b>	<b>2.87</b>	<b>2.90</b>	<b>1.29</b>	<b>1.72</b>	<b>1.67</b>
New England	2.97	3.73	3.73	1.77	2.15	2.19
Middle Atlantic	2.38	2.97	2.97	1.49	1.80	1.77
South Atlantic	2.56	3.23	3.25	1.48	1.89	1.87
East North Central	1.73	2.46	2.43	1.00	1.50	1.42
East South Central	1.66	2.27	2.24	0.86	1.27	1.20
West North Central	2.18	3.00	3.04	1.18	1.77	1.71
West South Central	1.82	2.50	2.45	1.03	1.46	1.39
Mountain	2.37	3.10	3.11	1.42	1.90	1.88
Pacific	2.27	2.83	2.91	1.40	1.73	1.73

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 <sup>1</sup> (Thousands)			M-O-M Change (Thousands)	New Ads <sup>2</sup> (Thousands)			M-O-M Change (Thousands)
	Nov-09	Oct-10	Nov-10	Nov-Oct 10	Nov-09	Oct-10	Nov-10	Nov-Oct 10
<b>United States</b>	<b>3,407.5</b>	<b>4,409.8</b>	<b>4,457.2</b>	<b>47.4</b>	<b>1,988.1</b>	<b>2,642.5</b>	<b>2,575.0</b>	<b>-67.5</b>
Alabama	42.4	53.1	53.7	0.6	19.1	26.5	25.8	-0.7
Alaska	18.0	20.9	20.9	0.0	9.0	11.1	11.5	0.3
Arizona	66.8	88.2	91.7	3.6	41.1	56.5	58.5	2.1
Arkansas	21.3	28.7	29.1	0.4	10.8	15.9	15.3	-0.6
California	385.1	488.0	496.0	8.0	246.2	303.5	298.3	-5.2
Colorado	65.3	91.8	91.6	-0.2	40.1	56.0	56.0	-0.1
Connecticut	53.0	66.5	67.9	1.4	30.8	37.8	38.8	0.9
Delaware	14.4	18.3	17.7	-0.7	8.0	10.1	9.7	-0.4
Florida	175.0	235.5	235.8	0.3	117.9	159.4	157.0	-2.3
Georgia	95.3	131.8	127.4	-4.4	56.4	74.6	71.0	-3.6
Hawaii	14.3	20.8	20.2	-0.6	9.3	14.1	14.0	-0.1
Idaho	14.7	22.5	21.1	-1.4	9.3	15.1	14.3	-0.8
Illinois	127.1	172.0	168.8	-3.2	70.5	99.1	91.5	-7.6
Indiana	46.5	62.3	64.4	2.1	25.2	35.4	35.5	0.1
Iowa	37.8	49.2	51.7	2.5	17.3	26.0	25.4	-0.6
Kansas	28.5	37.5	37.5	0.1	14.1	20.8	20.9	0.1
Kentucky	30.4	45.2	46.1	1.0	17.8	25.4	25.3	-0.1
Louisiana	35.2	49.7	49.9	0.2	20.7	30.1	29.7	-0.4
Maine	16.9	19.9	20.8	0.9	8.8	11.4	11.7	0.3
Maryland	106.4	116.1	121.6	5.5	55.1	61.0	63.8	2.8
Massachusetts	116.5	142.0	143.7	1.7	70.4	81.0	82.0	1.1
Michigan	70.1	107.6	102.6	-5.0	43.8	71.6	65.1	-6.6
Minnesota	62.0	93.8	94.3	0.5	36.9	57.3	57.4	0.0
Mississippi	14.5	21.4	21.3	-0.2	7.1	12.1	11.7	-0.5
Missouri	63.8	85.1	84.7	-0.4	35.8	52.8	48.3	-4.5
Montana	12.4	15.8	17.0	1.2	5.7	8.1	8.0	-0.1
Nebraska	28.3	32.3	30.8	-1.5	15.8	20.0	18.8	-1.2
Nevada	40.0	50.8	49.1	-1.7	26.2	35.0	32.8	-2.2
New Hampshire	18.4	23.5	24.1	0.5	10.6	14.9	14.5	-0.4
New Jersey	127.2	159.0	156.1	-2.9	77.4	95.2	91.5	-3.7
New Mexico	23.6	28.3	28.2	-0.1	12.8	17.3	15.9	-1.4
New York	231.2	288.4	284.8	-3.5	151.5	178.5	174.3	-4.1
North Carolina	86.2	119.6	117.8	-1.8	52.5	75.2	70.3	-4.9
North Dakota	6.5	15.4	15.6	0.2	3.5	7.7	7.6	-0.2
Ohio	102.6	151.6	150.2	-1.4	62.9	98.0	94.2	-3.8
Oklahoma	38.7	55.0	50.6	-4.4	21.5	32.1	27.7	-4.5
Oregon	44.2	56.4	57.3	0.9	27.1	36.3	36.0	-0.2
Pennsylvania	126.5	164.2	164.0	-0.2	77.5	99.1	98.4	-0.7
Rhode Island	15.5	20.4	20.2	-0.2	9.6	13.9	13.4	-0.5
South Carolina	45.0	57.1	57.5	0.4	23.6	33.0	31.6	-1.4
South Dakota	10.6	15.9	14.8	-1.2	4.6	7.7	7.1	-0.5
Tennessee	53.1	74.3	71.7	-2.7	30.2	45.3	41.9	-3.4
Texas	224.6	302.5	304.7	2.2	130.4	176.4	176.0	-0.4
Utah	35.0	40.2	40.0	-0.1	20.6	21.1	20.7	-0.4
Vermont	9.9	13.0	12.6	-0.4	5.6	8.3	7.9	-0.4
Virginia	137.9	162.8	164.5	1.7	72.0	83.3	85.5	2.1
Washington	91.7	118.0	119.4	1.4	53.6	68.6	69.2	0.7
West Virginia	13.7	18.5	17.8	-0.8	6.6	9.9	9.0	-0.9
Wisconsin	61.5	83.8	86.4	2.5	33.9	51.0	49.5	-1.5
Wyoming	6.7	8.6	8.8	0.3	3.3	4.4	4.7	0.3

**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.

Table 4: State Labor Supply/Labor Demand Indicators, Seasonally Adjusted							
Location	Total Ads Rate <sup>1</sup> (Percent)			Unemployment Rate <sup>2</sup>	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate <sup>3</sup>
	Nov-09	Oct-10	Nov-10	Oct-10	Oct-10	Oct-10	Oct-10
<b>United States</b>	<b>2.22</b>	<b>2.87</b>	<b>2.90</b>	<b>9.6</b>	<b>14,843.00</b>	<b>4,409.8</b>	<b>3.37</b>
Alabama	2.05	2.50	2.52	8.9	189.36	53.1	3.56
Alaska	4.96	5.77	5.75	7.9	28.81	20.9	1.38
Arizona	2.13	2.77	2.88	9.5	302.83	88.2	3.43
Arkansas	1.55	2.13	2.16	7.8	104.83	28.7	3.65
California	2.12	2.68	2.72	12.4	2,258.24	488.0	4.63
Colorado	2.46	3.45	3.44	8.4	222.58	91.8	2.43
Connecticut	2.80	3.51	3.58	9.1	172.40	66.5	2.59
Delaware	3.36	4.34	4.18	8.3	35.06	18.3	1.91
Florida	1.90	2.55	2.55	11.9	1,096.17	235.5	4.66
Georgia	2.02	2.83	2.73	9.9	459.10	131.8	3.48
Hawaii	2.26	3.29	3.20	6.4	40.64	20.8	1.95
Idaho	1.96	2.98	2.79	9.1	69.08	22.5	3.07
Illinois	1.93	2.59	2.54	9.8	648.93	172.0	3.77
Indiana	1.49	2.00	2.07	9.9	309.64	62.3	4.97
Iowa	2.25	2.94	3.09	6.7	112.43	49.2	2.29
Kansas	1.88	2.51	2.51	6.7	100.20	37.5	2.67
Kentucky	1.47	2.17	2.21	10.0	208.66	45.2	4.62
Louisiana	1.71	2.35	2.36	8.1	170.54	49.7	3.43
Maine	2.40	2.87	3.00	7.4	51.07	19.9	2.57
Maryland	3.59	3.92	4.10	7.4	218.26	116.1	1.88
Massachusetts	3.36	4.08	4.13	8.1	282.90	142.0	1.99
Michigan	1.45	2.23	2.13	12.8	618.79	107.6	5.75
Minnesota	2.09	3.17	3.19	7.1	209.64	93.8	2.24
Mississippi	1.12	1.64	1.63	9.7	126.72	21.4	5.91
Missouri	2.12	2.84	2.83	9.4	279.88	85.1	3.29
Montana	2.49	3.19	3.43	7.3	36.28	15.8	2.30
Nebraska	2.89	3.32	3.17	4.7	45.30	32.3	1.40
Nevada	2.91	3.80	3.68	14.2	190.08	50.8	3.74
New Hampshire	2.48	3.16	3.23	5.4	40.23	23.5	1.71
New Jersey	2.81	3.54	3.47	9.2	415.44	159.0	2.61
New Mexico	2.46	2.96	2.95	8.4	80.77	28.3	2.85
New York	2.40	2.98	2.95	8.3	797.84	288.4	2.77
North Carolina	1.91	2.68	2.64	9.6	427.09	119.6	3.57
North Dakota	1.79	4.19	4.24	3.8	13.86	15.4	0.90
Ohio	1.74	2.56	2.54	9.9	587.64	151.6	3.88
Oklahoma	2.18	3.14	2.88	6.9	121.51	55.0	2.21
Oregon	2.28	2.85	2.90	10.5	207.68	56.4	3.68
Pennsylvania	1.98	2.58	2.58	8.8	560.12	164.2	3.41
Rhode Island	2.71	3.58	3.53	11.4	65.30	20.4	3.19
South Carolina	2.07	2.65	2.67	10.7	230.60	57.1	4.04
South Dakota	2.38	3.60	3.33	4.5	19.74	15.9	1.24
Tennessee	1.77	2.43	2.34	9.4	286.53	74.3	3.85
Texas	1.87	2.49	2.51	8.1	982.48	302.5	3.25
Utah	2.60	2.96	2.95	7.6	102.42	40.2	2.55
Vermont	2.76	3.64	3.53	5.7	20.43	13.0	1.58
Virginia	3.33	3.90	3.94	6.8	283.01	162.8	1.74
Washington	2.61	3.33	3.37	9.1	323.46	118.0	2.74
West Virginia	1.74	2.38	2.29	9.3	72.27	18.5	3.90
Wisconsin	2.03	2.76	2.85	7.8	235.95	83.8	2.81
Wyoming	2.28	2.93	3.02	6.7	19.64	8.6	2.29

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 <sup>3</sup>	Total Ads <sup>1</sup> (Thousands)			Percent Change Y-O-Y	New Ads <sup>2</sup> (Thousands)			Percent Change Y-O-Y
	Nov-09	Oct-10	Nov-10	Nov 09-10	Nov-09	Oct-10	Nov-10	Nov 09-10
Birmingham, AL	12.2	16.7	16.1	31.6%	6.1	8.9	8.7	41.6%
Phoenix, AZ	46.7	59.8	60.3	29.2%	29.5	38.3	38.5	30.2%
Tucson, AZ	11.4	14.5	14.5	27.6%	7.2	9.6	9.6	32.8%
Los Angeles, CA	149.5	185.8	185.1	23.8%	105.0	121.4	119.3	13.6%
Riverside, CA	24.1	28.2	28.2	17.1%	16.4	19.2	18.9	14.9%
Sacramento, CA	22.0	29.3	28.6	29.9%	13.9	19.0	18.0	29.1%
San Diego, CA	42.2	51.6	50.0	18.4%	27.4	33.2	31.5	14.9%
San Francisco, CA	83.4	117.4	116.3	39.5%	53.3	72.0	69.0	29.4%
San Jose, CA	33.3	53.5	53.4	60.4%	18.1	28.0	26.6	47.2%
Denver, CO	38.3	53.3	52.4	36.8%	23.3	31.6	30.8	32.5%
Hartford, CT	20.1	28.6	28.2	40.4%	12.3	15.9	16.0	30.0%
Washington, DC	163.6	185.9	183.5	12.2%	83.1	91.6	89.8	8.1%
Jacksonville, FL	16.9	24.2	24.2	43.1%	11.3	15.7	15.6	37.9%
Miami, FL	51.4	70.6	70.6	37.3%	33.6	45.4	45.4	35.2%
Orlando, FL	28.6	38.2	37.6	31.6%	20.4	26.9	26.6	30.6%
Tampa, FL	32.0	45.1	44.1	37.9%	21.3	29.6	28.8	34.9%
Atlanta, GA	66.5	92.4	91.1	37.0%	41.6	53.0	52.1	25.2%
Honolulu, HI	12.3	15.2	16.2	31.9%	8.7	11.0	11.8	35.6%
Chicago, IL	106.2	144.7	136.9	29.0%	61.0	83.3	76.9	26.1%
Indianapolis, IN	22.5	28.8	28.5	27.0%	12.4	17.0	16.5	33.0%
Louisville, KY	13.3	19.5	19.2	44.7%	8.2	11.7	11.1	35.2%
New Orleans, LA	12.8	17.8	17.2	34.6%	7.9	11.3	10.8	37.0%
Baltimore, MD	60.1	71.3	72.8	21.1%	33.5	40.1	41.0	22.3%
Boston, MA	96.4	120.8	118.3	22.8%	59.3	71.1	67.8	14.2%
Detroit, MI	33.5	52.8	49.1	46.4%	22.3	35.9	32.0	43.7%
Minneapolis-St. Paul, MN	48.2	71.4	71.0	47.2%	29.5	44.6	43.7	48.2%
Kansas City, MO	25.7	37.1	35.4	37.8%	15.5	23.0	21.3	37.8%
St. Louis, MO	32.9	43.3	43.0	30.6%	20.1	26.7	26.4	31.6%
Las Vegas, NV	30.0	37.2	36.8	22.5%	20.8	26.3	25.8	24.3%
Buffalo, NY	14.3	17.8	17.4	21.4%	9.2	11.4	10.8	18.0%
New York, NY	251.0	314.8	307.1	22.3%	169.2	201.3	192.3	13.6%
Rochester, NY	11.6	15.6	15.2	31.5%	7.5	9.9	9.6	28.4%
Charlotte, NC	27.6	41.4	38.8	40.6%	17.6	25.0	22.8	29.7%
Cincinnati, OH	24.7	34.6	34.2	38.5%	14.2	21.2	20.3	42.4%
Cleveland, OH	27.2	42.5	41.0	50.8%	16.3	27.7	26.0	59.4%
Columbus, OH	25.5	37.4	37.0	45.3%	16.2	24.0	23.2	42.6%
Oklahoma City, OK	17.8	25.4	24.0	34.8%	10.7	15.6	14.7	36.8%
Portland, OR	30.7	40.2	39.4	28.2%	18.5	24.2	23.5	27.0%
Philadelphia, PA	72.3	94.5	94.0	30.1%	42.8	54.1	53.3	24.5%
Pittsburgh, PA	36.3	47.1	46.6	28.6%	24.5	30.4	30.1	22.7%
Providence, RI	18.1	24.5	23.5	29.5%	12.2	16.7	15.7	29.4%
Memphis, TN	12.0	17.1	16.5	38.1%	7.0	10.3	9.7	38.2%
Nashville, TN	20.4	27.8	26.5	29.5%	12.5	17.7	16.7	33.4%
Austin, TX	26.5	36.3	37.5	41.8%	16.4	23.2	23.2	41.4%
Dallas, TX	73.8	104.2	105.8	43.3%	41.9	59.7	60.1	43.3%
Houston, TX	59.7	83.0	81.6	36.6%	33.8	46.3	43.7	29.4%
San Antonio, TX	26.8	33.8	33.0	23.3%	17.1	22.0	21.1	23.6%
Salt Lake City, UT	22.3	25.4	25.0	12.0%	13.6	13.8	13.6	0.0%
Richmond, VA	16.5	22.6	22.2	34.4%	10.1	14.4	14.1	39.6%
Virginia Beach, VA	19.8	24.3	23.9	20.4%	12.3	15.4	15.2	23.5%
Seattle-Tacoma, WA	61.3	83.7	81.9	33.5%	35.9	48.9	46.4	29.4%
Milwaukee, WI	23.8	36.0	34.2	43.6%	14.2	22.1	20.7	46.0%

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 <sup>4</sup>	Total Ads Rate <sup>1</sup>			Unemployment	Unemployed	Total Ads	Supply/
	(Percent)			Rate <sup>2</sup>	(Thousands)	(Thousands)	Demand Rate <sup>3</sup>
	Nov-09	Oct-10	Nov-10	Sep-10	Sep-10	Sep-10	Sep-10
Birmingham, AL	2.44	3.24	3.13	8.8	45.1	17.0	2.66
Phoenix, AZ	2.22	2.79	2.81	8.9	191.0	57.7	3.31
Tucson, AZ	2.31	2.90	2.91	8.8	43.7	14.4	3.03
Los Angeles, CA	2.32	2.85	2.84	11.8	766.6	177.6	4.32
Riverside, CA	1.36	1.60	1.59	14.8	261.4	27.0	9.68
Sacramento, CA	2.10	2.80	2.73	12.5	131.0	27.0	4.85
San Diego, CA	2.72	3.29	3.18	10.6	167.1	47.0	3.55
San Francisco, CA	3.73	5.25	5.20	10.5	235.6	108.1	2.18
San Jose, CA	3.73	5.88	5.87	11.2	101.6	49.3	2.06
Denver, CO	2.82	3.86	3.79	8.1	112.1	52.5	2.14
Hartford, CT	3.34	4.76	4.71	8.7	52.3	29.0	1.80
Washington, DC	5.39	6.09	6.01	5.9	181.2	188.1	0.96
Jacksonville, FL	2.45	3.51	3.50	11.5	79.4	24.0	3.31
Miami, FL	1.80	2.43	2.43	12.1	350.0	67.7	5.17
Orlando, FL	2.55	3.38	3.33	11.8	133.6	37.4	3.57
Tampa, FL	2.44	3.41	3.33	12.4	163.8	42.6	3.85
Atlanta, GA	2.49	3.49	3.44	10.0	265.3	86.4	3.07
Honolulu, HI	2.76	3.45	3.67	5.3	23.5	15.5	1.52
Chicago, IL	2.19	2.98	2.82	9.4	458.5	134.4	3.41
Indianapolis, IN	2.57	3.29	3.26	8.7	76.4	27.8	2.75
Louisville, KY	2.09	3.07	3.02	9.8	62.3	19.2	3.25
New Orleans, LA	2.38	3.23	3.12	7.8	43.0	16.9	2.54
Baltimore, MD	4.33	5.14	5.25	7.8	108.3	72.5	1.49
Boston, MA	3.80	4.76	4.66	7.3	186.3	117.2	1.59
Detroit, MI	1.61	2.51	2.33	13.4	281.8	49.5	5.69
Minneapolis-St. Paul, MN	2.59	3.83	3.81	6.7	125.4	70.6	1.78
Kansas City, MO	2.48	3.64	3.47	8.6	87.8	35.2	2.49
St. Louis, MO	2.30	3.01	2.99	9.5	136.1	43.0	3.16
Las Vegas, NV	3.06	3.83	3.79	15.0	145.4	36.1	4.03
Buffalo, NY	2.46	3.07	2.99	7.5	43.7	19.0	2.30
New York, NY	2.65	3.34	3.26	8.5	804.6	312.7	2.57
Rochester, NY	2.17	2.96	2.88	7.4	39.0	16.2	2.41
Charlotte, NC	3.25	4.84	4.54	10.4	89.1	41.3	2.16
Cincinnati, OH	2.19	3.06	3.03	9.2	104.4	32.1	3.26
Cleveland, OH	2.55	3.91	3.76	9.4	102.6	39.0	2.63
Columbus, OH	2.62	3.89	3.85	8.2	79.3	34.9	2.27
Oklahoma City, OK	3.07	4.47	4.22	6.0	34.4	25.3	1.36
Portland, OR	2.63	3.42	3.34	9.8	115.7	39.0	2.96
Philadelphia, PA	2.41	3.20	3.19	8.7	256.8	92.7	2.77
Pittsburgh, PA	2.95	3.85	3.80	7.4	90.4	46.7	1.94
Providence, RI	2.55	3.48	3.34	10.7	75.3	24.6	3.06
Memphis, TN	1.97	2.78	2.68	9.5	58.8	16.8	3.50
Nashville, TN	2.57	3.43	3.26	8.4	68.4	28.0	2.44
Austin, TX	2.95	3.96	4.09	6.8	61.9	34.7	1.78
Dallas, TX	2.31	3.23	3.28	7.9	255.3	101.6	2.51
Houston, TX	2.08	2.87	2.83	8.2	235.6	81.4	2.90
San Antonio, TX	2.75	3.43	3.35	7.2	70.6	35.7	1.98
Salt Lake City, UT	3.74	4.24	4.18	7.0	41.7	25.2	1.65
Richmond, VA	2.56	3.47	3.42	7.5	48.8	22.6	2.16
Virginia Beach, VA	2.43	2.91	2.86	7.0	58.3	25.1	2.33
Seattle-Tacoma, WA	3.26	4.45	4.36	8.7	164.2	80.5	2.04
Milwaukee, WI	3.03	4.59	4.37	7.7	60.2	33.4	1.80

**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.

<b>Table 7: National Labor Supply/Labor Demand by Occupation<sup>1</sup>, Seasonally Adjusted</b>							
Occupation <sup>2</sup>	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed <sup>3</sup> (Thousands)	Supply/ Demand Rate <sup>4</sup>	Average Hourly Wage <sup>5</sup>
	Nov-09	Oct-10	Nov-10	Nov-Oct 10	Oct-10	Oct-10	
Total	3,407.5	4,409.8	4,457.2	47.4	14,843.0	3.4	\$20.90
Management	356.5	597.5	586.6	-10.9	811.0	1.4	\$49.47
Business and financial operations	200.1	229.0	221.7	-7.3	403.3	1.8	\$31.68
Computer and mathematical science	448.4	602.4	604.9	2.5	156.8	0.3	\$36.68
Architecture and engineering	119.0	182.5	182.4	0.0	185.4	1.0	\$35.38
Life, physical, and social science	67.4	95.0	94.9	-0.1	57.1	0.6	\$31.57
Community and social services	42.0	50.2	49.5	-0.6	68.7	1.4	\$20.55
Legal	23.1	26.5	26.4	-0.1	42.0	1.6	\$46.07
Education, training, and library	69.9	92.0	92.1	0.1	394.5	4.3	\$23.81
Arts, design, entertainment, sports, and media	94.3	114.3	105.3	-9.0	267.5	2.3	\$24.87
Healthcare practitioners and technical	504.1	543.1	555.5	12.4	206.2	0.4	\$33.51
Healthcare support	103.0	111.6	112.2	0.6	266.2	2.4	\$12.84
Protective service	24.6	33.0	33.2	0.2	197.2	6.0	\$20.07
Food preparation and serving related	81.9	115.7	114.8	-0.9	1,092.6	9.4	\$10.04
Building and grounds cleaning and maintenance	36.1	50.8	53.0	2.2	796.4	15.7	\$12.00
Personal care and service	60.4	81.7	89.2	7.5	512.0	6.3	\$11.87
Sales and related	431.8	481.7	449.6	-32.1	1,591.0	3.3	\$17.32
Office and administrative support	331.0	443.6	451.7	8.1	1,788.1	4.0	\$15.86
Farming, fishing, and forestry	4.6	6.9	6.4	-0.5	219.9	32.0	\$11.53
Construction and extraction	45.0	61.8	62.3	0.5	1,711.1	27.7	\$20.84
Installation, maintenance, and repair	88.6	123.8	125.1	1.3	477.8	3.9	\$20.30
Production	69.3	112.0	111.7	-0.2	1,175.8	10.5	\$16.01
Transportation and material moving	92.5	149.9	159.4	9.6	1,095.6	7.3	\$15.47

**Source: The Conference Board**

1. Approximately 95% of all ads are coded to the 6-digit SOC level.
2. Occupational categories use the 2000 OMB Standard Occupational Classification system (SOC definitions).
3. Unemployment data are from the Bureau of Labor Statistics' Current Population Survey and seasonally adjusted by The Conference Board.
4. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
5. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2009 estimates.

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<b>Table 8: State Occupational Demand and Pay<sup>1</sup>, Not Seasonally Adjusted</b>						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Nov-10	Wage <sup>2</sup>	Nov-10	Wage <sup>2</sup>	Nov-10	Wage <sup>2</sup>
<b>United States</b>	<b>845,495</b>	<b>\$40.61</b>	<b>1,768,391</b>	<b>\$29.97</b>	<b>400,882</b>	<b>\$12.25</b>
Alabama	7,330	\$37.52	19,077	\$26.96	5,229	\$10.45
Alaska	2,872	\$36.69	9,047	\$31.60	2,112	\$14.58
Arizona	16,041	\$35.89	36,566	\$28.00	9,022	\$12.50
Arkansas	4,595	\$32.34	10,787	\$24.22	2,826	\$10.01
California	107,203	\$45.67	211,301	\$34.85	36,674	\$13.67
Colorado	16,228	\$39.69	37,590	\$31.35	8,635	\$12.66
Connecticut	15,256	\$46.18	27,453	\$32.22	5,097	\$14.13
Delaware	3,787	\$42.45	7,575	\$32.28	1,347	\$12.63
Florida	38,948	\$36.23	81,274	\$28.03	28,870	\$11.88
Georgia	26,058	\$41.11	53,735	\$27.59	9,201	\$11.07
Hawaii	3,158	\$35.85	6,513	\$28.58	2,850	\$13.72
Idaho	2,887	\$31.76	7,335	\$25.57	2,652	\$11.08
Illinois	40,131	\$40.23	68,430	\$31.06	12,959	\$12.94
Indiana	10,893	\$36.35	23,532	\$25.80	5,913	\$11.08
Iowa	7,170	\$33.40	17,868	\$24.20	5,355	\$11.00
Kansas	5,940	\$35.34	15,007	\$25.19	3,489	\$10.90
Kentucky	7,200	\$33.70	15,591	\$25.64	4,223	\$10.57
Louisiana	7,199	\$33.92	15,541	\$25.24	5,493	\$10.56
Maine	3,039	\$33.30	7,844	\$26.20	2,413	\$11.67
Maryland	21,839	\$43.38	56,050	\$33.82	9,818	\$13.08
Massachusetts	32,518	\$47.19	62,133	\$34.16	11,706	\$14.49
Michigan	18,380	\$38.76	41,623	\$29.30	10,320	\$12.01
Minnesota	19,324	\$38.48	36,912	\$30.04	7,691	\$12.22
Mississippi	3,126	\$31.91	8,150	\$23.36	1,990	\$9.98
Missouri	14,191	\$35.79	31,529	\$26.25	8,458	\$10.91
Montana	2,142	\$29.54	5,767	\$22.55	2,059	\$10.73
Nebraska	4,849	\$33.99	11,086	\$24.81	2,890	\$10.78
Nevada	7,322	\$38.17	15,684	\$29.69	7,236	\$12.94
New Hampshire	3,774	\$40.38	9,310	\$28.86	2,329	\$12.53
New Jersey	33,246	\$47.46	62,583	\$33.23	14,506	\$14.41
New Mexico	4,086	\$36.04	12,300	\$28.01	2,490	\$11.03
New York	66,866	\$49.57	111,142	\$33.04	25,527	\$14.18
North Carolina	20,806	\$39.58	47,151	\$26.90	10,716	\$10.98
North Dakota	1,857	\$33.39	4,915	\$23.36	1,702	\$10.66
Ohio	28,150	\$37.53	56,417	\$28.20	13,148	\$11.50
Oklahoma	7,254	\$31.71	17,565	\$24.23	5,142	\$10.38
Oregon	9,503	\$36.97	24,052	\$28.73	5,941	\$12.67
Pennsylvania	31,990	\$38.84	63,232	\$28.89	16,125	\$12.19
Rhode Island	3,602	\$41.74	7,414	\$31.11	2,086	\$12.97
South Carolina	7,424	\$36.52	21,534	\$25.97	6,054	\$10.69
South Dakota	2,155	\$30.90	5,452	\$22.66	1,951	\$10.24
Tennessee	11,464	\$34.94	26,393	\$25.52	7,201	\$10.82
Texas	58,511	\$39.87	124,082	\$29.25	25,001	\$10.96
Utah	6,099	\$34.69	14,300	\$26.59	4,245	\$11.27
Vermont	2,063	\$35.87	4,847	\$26.60	1,518	\$12.68
Virginia	35,608	\$42.31	80,048	\$32.52	11,677	\$12.11
Washington	23,663	\$41.40	52,176	\$32.03	10,504	\$14.10
West Virginia	2,263	\$30.72	6,833	\$23.58	1,937	\$9.99
Wisconsin	14,082	\$35.87	33,283	\$28.01	8,467	\$11.60
Wyoming	1,239	\$33.78	3,775	\$25.64	741	\$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
	Nov-10	Wage <sup>1</sup>	Nov-10	Wage <sup>1</sup>	Nov-10	Wage <sup>1</sup>
<b>United States</b>	<b>957,717</b>	<b>\$16.42</b>	<b>191,698</b>	<b>\$20.25</b>	<b>281,800</b>	<b>\$15.74</b>
Alabama	12,240	\$14.10	3,580	\$17.54	5,135	\$14.68
Alaska	4,054	\$16.99	1,002	\$27.37	957	\$20.51
Arizona	21,644	\$16.01	4,028	\$18.54	4,605	\$15.69
Arkansas	6,729	\$13.66	1,917	\$16.65	2,995	\$13.82
California	106,104	\$18.02	14,940	\$21.55	22,544	\$15.85
Colorado	19,433	\$17.60	3,835	\$20.39	4,851	\$16.31
Connecticut	13,834	\$19.36	2,204	\$23.70	4,013	\$17.16
Delaware	3,573	\$16.77	653	\$21.19	1,001	\$15.74
Florida	63,142	\$15.80	10,747	\$17.67	11,080	\$14.95
Georgia	25,550	\$15.81	5,109	\$18.21	7,086	\$14.70
Hawaii	6,181	\$16.00	1,021	\$25.48	1,076	\$16.55
Idaho	5,580	\$14.80	1,152	\$17.88	1,653	\$14.29
Illinois	34,995	\$17.12	5,765	\$24.63	11,565	\$16.05
Indiana	15,262	\$15.19	3,097	\$20.50	6,136	\$15.98
Iowa	11,232	\$14.83	3,449	\$18.59	5,725	\$15.33
Kansas	8,681	\$14.96	1,960	\$19.15	2,998	\$15.47
Kentucky	11,401	\$14.44	2,732	\$18.56	4,588	\$15.82
Louisiana	11,965	\$13.56	3,462	\$18.18	4,605	\$16.50
Maine	4,940	\$14.85	843	\$18.34	1,461	\$15.39
Maryland	23,122	\$17.07	5,030	\$21.00	5,728	\$16.78
Massachusetts	27,401	\$19.01	4,520	\$24.33	6,975	\$16.99
Michigan	22,540	\$16.23	5,144	\$21.55	8,336	\$17.13
Minnesota	20,079	\$17.14	4,272	\$22.53	8,004	\$16.39
Mississippi	5,070	\$13.27	1,097	\$16.40	1,883	\$13.93
Missouri	19,514	\$15.43	4,234	\$20.77	6,671	\$15.37
Montana	3,884	\$13.88	1,412	\$18.83	1,493	\$15.72
Nebraska	6,926	\$14.43	1,623	\$18.25	2,493	\$15.70
Nevada	13,630	\$15.74	2,382	\$23.63	2,831	\$15.81
New Hampshire	5,580	\$16.45	1,230	\$20.15	1,852	\$15.90
New Jersey	33,899	\$18.42	5,345	\$24.04	8,555	\$16.25
New Mexico	6,139	\$13.94	1,259	\$17.45	1,534	\$15.44
New York	61,058	\$18.88	9,268	\$24.18	13,997	\$17.04
North Carolina	23,077	\$15.37	5,680	\$17.76	7,077	\$14.46
North Dakota	3,806	\$14.02	1,731	\$19.75	1,963	\$15.81
Ohio	35,104	\$15.66	7,588	\$20.38	14,439	\$15.69
Oklahoma	12,127	\$13.65	3,647	\$17.54	4,960	\$14.83
Oregon	12,929	\$16.63	2,643	\$20.91	3,916	\$15.83
Pennsylvania	37,003	\$16.33	7,808	\$20.44	12,128	\$15.95
Rhode Island	4,674	\$16.58	781	\$21.51	1,398	\$15.29
South Carolina	11,860	\$14.35	3,539	\$17.39	4,763	\$14.96
South Dakota	3,688	\$13.42	1,475	\$16.56	1,642	\$13.65
Tennessee	16,851	\$14.74	3,654	\$17.80	6,359	\$14.78
Texas	63,960	\$15.81	14,616	\$17.68	19,206	\$15.04
Utah	10,614	\$14.87	1,823	\$19.01	2,917	\$15.35
Vermont	2,438	\$15.66	635	\$18.81	1,010	\$15.78
Virginia	26,415	\$16.44	5,906	\$19.49	6,194	\$15.73
Washington	21,719	\$17.62	4,079	\$23.12	5,733	\$17.92
West Virginia	4,140	\$13.04	1,203	\$18.74	1,754	\$15.07
Wisconsin	17,660	\$15.65	4,030	\$21.23	9,146	\$16.04
Wyoming	1,802	\$14.33	527	\$21.26	789	\$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 Pay <sup>1</sup> , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Nov-10	Wage <sup>2</sup>	Nov-10	Wage <sup>2</sup>	Nov-10	Wage <sup>2</sup>
<b>United States</b>	<b>845,495</b>	<b>\$40.61</b>	<b>1,768,391</b>	<b>\$29.97</b>	<b>400,882</b>	<b>\$12.25</b>
Birmingham, AL	2,484	\$39.26	4,929	\$27.46	1,572	\$10.98
Phoenix, AZ	11,119	\$36.56	22,730	\$28.66	5,421	\$12.58
Tucson, AZ	2,054	\$35.56	5,251	\$28.71	1,821	\$12.30
Los Angeles, CA	39,032	\$45.91	70,027	\$34.38	13,467	\$13.38
Riverside, CA	4,295	\$39.19	8,458	\$30.59	3,167	\$13.04
Sacramento, CA	5,482	\$38.87	10,602	\$32.92	2,287	\$13.66
San Diego, CA	8,584	\$43.69	19,899	\$34.68	4,174	\$12.97
San Francisco, CA	30,114	\$50.82	51,422	\$38.00	6,843	\$14.65
San Jose, CA	11,699	\$56.88	30,379	\$44.43	1,710	\$14.44
Denver, CO	10,780	\$41.06	21,340	\$33.07	4,051	\$12.70
Hartford, CT	6,414	\$42.75	11,147	\$32.52	1,934	\$14.11
Washington, DC	45,774	\$48.01	90,964	\$39.06	10,228	\$14.07
Jacksonville, FL	4,125	\$35.31	8,279	\$27.45	2,403	\$11.56
Miami, FL	12,999	\$39.01	21,807	\$28.72	7,791	\$12.47
Orlando, FL	6,022	\$36.17	11,314	\$27.88	4,662	\$11.37
Tampa, FL	7,405	\$35.96	16,297	\$28.79	4,469	\$11.75
Atlanta, GA	20,742	\$43.23	38,894	\$29.65	5,711	\$11.54
Honolulu, HI	2,362	\$36.22	4,669	\$28.80	2,269	\$13.43
Chicago, IL	34,175	\$42.09	51,827	\$32.56	9,608	\$13.25
Indianapolis, IN	5,398	\$37.52	9,333	\$27.84	2,314	\$11.69
Louisville, KY	3,289	\$36.39	6,336	\$26.91	1,635	\$10.84
New Orleans, LA	2,515	\$34.98	4,840	\$27.46	2,463	\$11.21
Baltimore, MD	12,033	\$41.80	32,547	\$33.08	6,046	\$13.30
Boston, MA	27,528	\$48.62	50,392	\$35.52	8,854	\$14.76
Detroit, MI	8,996	\$41.38	18,747	\$31.52	4,604	\$12.35
Minneapolis-St. Paul, MN	15,162	\$40.71	26,146	\$31.78	5,344	\$12.70
Kansas City, MO	6,231	\$37.52	12,485	\$28.34	3,098	\$11.80
St. Louis, MO	7,668	\$38.26	16,018	\$28.27	4,010	\$11.42
Las Vegas, NV	5,281	\$38.90	10,757	\$29.51	5,693	\$13.13
Buffalo, NY	2,573	\$38.02	4,977	\$27.37	2,014	\$12.04
New York, NY	74,641	\$52.18	118,009	\$35.34	25,553	\$14.89
Rochester, NY	2,212	\$40.73	5,010	\$27.43	1,505	\$12.29
Charlotte, NC	8,626	\$42.12	15,320	\$28.72	2,984	\$11.74
Cincinnati, OH	6,577	\$38.86	11,374	\$29.11	2,760	\$11.74
Cleveland, OH	7,920	\$38.61	14,752	\$28.56	3,475	\$12.09
Columbus, OH	6,706	\$37.54	12,943	\$30.17	2,925	\$11.94
Oklahoma City, OK	3,304	\$32.66	7,345	\$26.53	2,318	\$10.64
Portland, OR	6,695	\$39.67	16,064	\$30.85	3,334	\$13.11
Philadelphia, PA	20,648	\$43.75	36,818	\$31.82	7,830	\$13.34
Pittsburgh, PA	8,010	\$37.29	14,958	\$28.97	5,626	\$11.72
Providence, RI	3,808	\$41.48	8,043	\$30.20	2,669	\$13.04
Memphis, TN	2,783	\$37.93	5,422	\$27.41	1,308	\$11.43
Nashville, TN	4,713	\$36.47	9,076	\$26.11	2,483	\$11.15
Austin, TX	6,673	\$39.97	16,143	\$31.01	2,968	\$11.39
Dallas, TX	23,310	\$42.06	43,116	\$31.37	7,273	\$11.50
Houston, TX	17,101	\$43.40	31,169	\$32.07	5,570	\$11.23
San Antonio, TX	5,164	\$35.68	11,673	\$27.80	3,844	\$10.77
Salt Lake City, UT	4,006	\$35.69	8,655	\$28.61	2,570	\$11.71
Richmond, VA	4,118	\$38.49	8,452	\$28.84	2,141	\$11.85
Virginia Beach, VA	3,246	\$36.08	8,728	\$28.07	2,755	\$11.32
Seattle-Tacoma, WA	18,134	\$43.56	37,163	\$34.48	5,794	\$14.56
Milwaukee, WI	6,129	\$39.08	12,789	\$30.34	3,214	\$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
	Nov-10	Wage <sup>1</sup>	Nov-10	Wage <sup>1</sup>	Nov-10	Wage <sup>1</sup>
<b>United States</b>	<b>957,717</b>	<b>\$16.42</b>	<b>191,698</b>	<b>\$20.25</b>	<b>281,800</b>	<b>\$15.74</b>
Birmingham, AL	4,342	\$15.61	935	\$18.20	1,508	\$14.72
Phoenix, AZ	14,535	\$16.64	2,395	\$19.02	2,963	\$15.92
Tucson, AZ	3,330	\$14.72	820	\$18.26	844	\$14.67
Los Angeles, CA	43,161	\$17.95	5,029	\$22.71	8,922	\$15.07
Riverside, CA	8,034	\$15.90	1,309	\$21.47	2,221	\$15.37
Sacramento, CA	6,943	\$17.83	1,164	\$22.82	1,465	\$16.28
San Diego, CA	11,623	\$17.49	1,684	\$22.67	2,475	\$15.62
San Francisco, CA	19,768	\$20.78	2,579	\$27.17	3,513	\$18.35
San Jose, CA	6,807	\$21.95	737	\$26.30	1,435	\$17.40
Denver, CO	10,768	\$18.82	2,029	\$20.73	2,427	\$16.55
Hartford, CT	5,656	\$18.65	946	\$23.83	1,715	\$17.54
Washington, DC	25,654	\$18.90	4,193	\$22.18	4,069	\$17.37
Jacksonville, FL	6,049	\$15.97	1,277	\$18.28	1,427	\$15.40
Miami, FL	20,260	\$16.67	2,532	\$18.60	3,020	\$15.50
Orlando, FL	10,906	\$15.23	1,633	\$18.00	1,801	\$14.68
Tampa, FL	11,083	\$16.08	1,746	\$17.53	1,982	\$14.17
Atlanta, GA	17,133	\$17.23	2,641	\$19.39	3,896	\$15.43
Honolulu, HI	4,641	\$15.99	862	\$26.26	851	\$16.71
Chicago, IL	27,345	\$17.83	3,719	\$26.04	7,896	\$16.31
Indianapolis, IN	7,178	\$16.86	1,222	\$20.90	2,402	\$15.76
Louisville, KY	4,755	\$15.73	1,017	\$19.29	1,751	\$17.24
New Orleans, LA	4,321	\$14.54	1,122	\$18.71	1,462	\$17.29
Baltimore, MD	14,009	\$17.21	3,214	\$20.65	3,613	\$17.26
Boston, MA	21,457	\$19.88	3,317	\$25.03	4,926	\$17.25
Detroit, MI	9,625	\$17.46	2,487	\$23.37	3,517	\$18.52
Minneapolis-St. Paul, MN	14,433	\$18.49	2,975	\$24.55	5,540	\$17.17
Kansas City, MO	8,176	\$16.72	1,734	\$22.05	2,806	\$16.16
St. Louis, MO	9,755	\$16.73	1,963	\$23.50	2,727	\$16.41
Las Vegas, NV	10,462	\$15.74	1,554	\$24.16	1,764	\$15.63
Buffalo, NY	4,623	\$15.80	943	\$20.63	1,753	\$16.10
New York, NY	62,267	\$19.96	7,540	\$25.74	11,630	\$17.27
Rochester, NY	3,374	\$15.97	902	\$19.88	1,815	\$15.20
Charlotte, NC	7,551	\$17.10	1,408	\$18.80	2,050	\$15.59
Cincinnati, OH	8,424	\$16.84	1,439	\$20.29	2,923	\$15.97
Cleveland, OH	8,415	\$16.51	1,889	\$22.08	3,778	\$16.22
Columbus, OH	8,614	\$16.19	1,671	\$20.19	3,303	\$15.46
Oklahoma City, OK	6,308	\$14.12	1,873	\$18.07	2,145	\$14.35
Portland, OR	8,296	\$17.78	1,616	\$22.64	2,653	\$16.60
Philadelphia, PA	18,869	\$18.17	3,174	\$23.11	4,878	\$16.90
Pittsburgh, PA	10,749	\$15.70	2,507	\$20.30	3,587	\$15.93
Providence, RI	5,436	\$16.30	1,127	\$21.42	1,805	\$15.29
Memphis, TN	3,902	\$15.64	914	\$18.90	1,786	\$15.07
Nashville, TN	6,435	\$15.55	1,139	\$18.50	1,979	\$15.76
Austin, TX	7,683	\$16.94	1,213	\$17.18	1,825	\$14.12
Dallas, TX	21,242	\$17.44	3,561	\$18.08	5,322	\$15.13
Houston, TX	16,755	\$16.91	3,813	\$18.99	5,176	\$16.47
San Antonio, TX	7,780	\$14.69	1,695	\$16.34	2,075	\$13.35
Salt Lake City, UT	6,516	\$15.92	1,013	\$19.05	1,702	\$15.56
Richmond, VA	4,557	\$17.15	1,138	\$19.71	1,306	\$15.28
Virginia Beach, VA	5,082	\$14.79	1,671	\$18.72	1,697	\$16.09
Seattle-Tacoma, WA	14,121	\$18.84	2,123	\$24.73	3,251	\$19.06
Milwaukee, WI	6,612	\$17.29	1,490	\$23.13	3,391	\$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.