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Release #5498

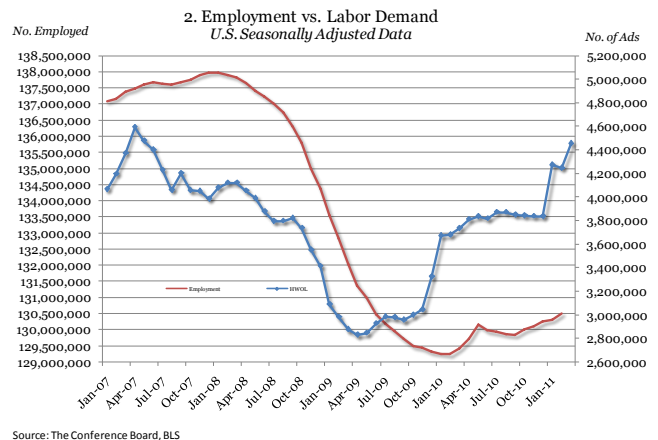
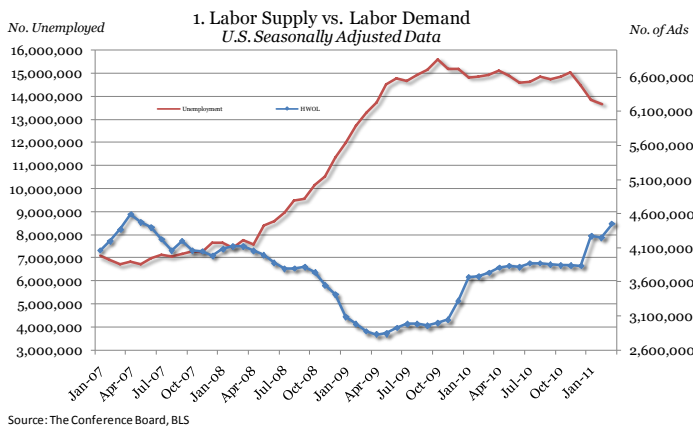
For Immediate Release 10:00 AM ET, Wednesday, March 30, 2011

Online Labor Demand Up 208,800 in March, The Conference Board Reports

- Labor demand up over 600,000 in Q1 2011
- March posts increases for a variety of occupations including food service workers, sales, office help, and building and grounds workers
- Labor Supply/Labor Demand (3.22) narrows slightly in February (last available unemployment data) with 9.4 million more unemployed workers than advertised vacancies (Chart 1)

NEW YORK, March 30, 2011... Online advertised vacancies rose 208,800 in March to 4,454,500 according to *The Conference Board Help Wanted OnLine™ (HWOL)* Data Series released today. The March rise follows a large January increase and a small change in February, and brings the gain in labor demand in the first quarter of 2011 to over 600,000.

“Thus far in 2011, labor demand is looking strong,” said June Shelp, Vice President at The Conference Board. “In the first quarter of 2011, the monthly increase in advertised vacancies has averaged about 200,000/month. That’s good news after the overall anemic growth in labor demand over the last 11 months of 2010 (Chart 2). In March, almost half of the advertised vacancies were new ads that were not there the previous month (new ads up 98,200). This is a further positive sign that employers are continuing to look for workers.”



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

- March posts gains in regions across the U.S. with the South showing the largest gain (86,100)
- Seven States post increases over 10 percent in March (West Virginia, Arizona, Indiana, Missouri, Nevada, Oklahoma, and Utah)

Location	Total Ads ¹ (Thousands) Mar-11	M-O-M Change (Thousands) Mar-Feb 11	Supply/ Demand Rate ² Feb-11	Recent Trend ³
United States	4,454.5	208.8	3.22	→ 5/10
NORTHEAST	876.5	23.6	2.75	
Massachusetts	137.7	2.9	2.14	→ 5/10
New Jersey	141.4	8.6	3.12	→ 5/10
New York	284.6	9.5	2.86	→ 8/10
Pennsylvania	171.3	2.5	3.03	→ 1/10
SOUTH	1,519.6	86.1	3.52	
Florida	245.9	10.6	4.54	→ 7/10
Georgia	126.5	6.7	3.99	↑ 9/10
Maryland	127.8	3.9	1.70	→ 5/10
North Carolina	115.0	9.1	4.11	→ 7/10
Texas	311.2	16.7	3.40	↑ 10/09
Virginia	143.1	3.7	1.91	→ 8/10
MIDWEST	925.3	43.7	3.28	
Illinois	168.5	0.2	3.50	→ 8/10
Michigan	121.7	8.1	4.35	↑ 11/09
Minnesota	98.2	1.2	2.04	↑ 11/09
Missouri	81.0	8.6	3.92	→ 1/10
Ohio	161.5	5.4	3.47	↑ 11/09
Wisconsin	91.6	5.9	2.65	↑ 11/09
WEST	1,040.5	33.0	3.82	
Arizona	99.9	10.7	3.41	↑ 9/09
California	510.6	1.7	4.33	↑ 10/09
Colorado	87.9	1.4	2.86	↑ 7/09
Washington	109.2	2.8	2.99	→ 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) .

Among the regions, the **South** posted the largest numeric gain in labor demand, up 86,100, in March. Among the larger States in the region, Texas led the region with a rise of 16,700 and Florida increased by 10,600. North Carolina followed closely behind with a gain of 9,100 while Georgia gained 6,700. Maryland and Virginia increased 3,900 and 3,700, respectively (Table A). Among the less populous States in the South, Tennessee gained 5,800. Oklahoma rose 5,500, which is a gain of 14 percent, to 45,600 advertised vacancies in March. Alabama was up by 4,100, and South Carolina gained 2,200 (Table 3).

In March, the **Midwest** rose 43,700. Missouri posted the largest increase with its gain of 8,600, a 12-percent increase, to 81,000 advertised vacancies. Indiana was up 11 percent (+6,400), and Michigan rose 8,100. Wisconsin and Ohio posted gains of 5,900 and 5,400 respectively while Illinois remained basically unchanged (an increase of 200). Among the States with smaller populations, Kansas increased by 2,300 and Iowa and Nebraska added 2,100 and 2,000 respectively (Table 3).

The **West** gained 33,000 this month and was led by the Mountain States. Arizona grew by 10,700, a gain of 12 percent, followed by Nevada, up 11 percent (+4,600), and Utah, also up 11 percent (+ 3,400). Colorado moved up by 1,400. Among the Pacific Coast States, Washington rose 2,800, Oregon increased 2,400, and California inched up by 1,700. Some of the less populous States posting increases included Idaho, New Mexico, and Alaska, rising by 1,700, 1,400, and 1,100, respectively. (See Table 3 for other States in the region.)

The **Northeast** was up 23,600 in March. New York rose by 9,500 and was closely followed by New Jersey's gain of 8,600. Massachusetts and Pennsylvania posted gains of 2,900 and 2,500 respectively. Among the smaller States in New England, New Hampshire, Maine, and Rhode Island were up 1,600, 1,000, and 600, respectively. Vermont remained unchanged while Connecticut dipped by 500.

The Supply/Demand rate for the U.S. in February (the latest month for which unemployment numbers are available) stands at 3.22, indicating that there are over 3 unemployed workers for every online advertised vacancy. Nationally, there are 9.4 million more unemployed workers than advertised vacancies. In February the States where there were fewer than two unemployed for every advertised vacancy included North Dakota and Nebraska (Supply/Demand rates of 1.11 and 1.55 respectively) as well as South Dakota and Maryland (both at 1.70) (Table 4). The State with the highest Supply/Demand rate is Mississippi (7.87), where there are almost 8 unemployed workers for every online advertised vacancy. There are a number of States in which there are over 4 unemployed for every advertised vacancy including Kentucky (5.94), Alabama (4.96), West Virginia (4.61), Indiana (4.59), Florida (4.54), and South Carolina (4.49).

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 March:

- Up for Food Preparation and Serving occupations
- Increases seen for Office and Administrative Support and Sales and Related workers
- Construction and Building and Grounds vacancies rise

Occupation	Total Ads (Thousands) Mar-11	M-O-M Change (Thousands) Mar-Feb 11	Unemployed (Thousands) Feb-11	Supply/ Demand Rate ¹ Feb-11	Average Hourly Wage ²
Healthcare practitioners and technical	603.8	3.7	190.6	0.32	\$33.51
Computer and mathematical science	595.1	10.3	151.8	0.26	\$36.68
Sales and related	589.3	28.3	1,456.4	2.60	\$17.32
Office and administrative support	485.3	35.8	1,589.6	3.54	\$15.86
Management	456.6	11.8	657.0	1.48	\$49.47
Business and financial operations	256.4	10.2	366.7	1.49	\$31.68
Transportation and material moving	204.5	15.4	1,097.6	5.80	\$15.47
Architecture and engineering	168.5	7.1	143.4	0.89	\$35.38
Food preparation and serving related	151.5	20.9	1,119.4	8.57	\$10.04
Installation, maintenance, and repair	146.3	10.1	341.0	2.50	\$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 **Office and Administrative Support** workers increased by 35,800 in March to 485,300 and was led by a demand for tellers, receptionists and information clerks, and hotel, motel, and resort desk clerks. Job opportunities still remain challenging in this occupational category with 3.5 unemployed workers for every advertised vacancy (February 2011 data, the latest available for unemployment).

Sales and Related occupations posted a gain of 28,300 to 589,300; this gain was led by a demand for first-line supervisors/managers of retail sales workers and telemarketers. The number of unemployed in sales occupations remains above the number of advertised vacancies with just under 3 (2.6) unemployed for every advertised vacancy (February data).

Management positions rose by 11,800 to 456,600 and included a gain for food service managers. At the same time, **Food Preparation and Serving Related** positions grew by 20,900 to 151,500 with a rise in demand for a variety of jobs including waiters and waitresses, first-line supervisors and managers of food preparation and serving workers, and restaurant cooks. However, there are still over 8 unemployed workers (8.57) for every advertised vacancy (February data).

Among other occupations showing gains in March were **Building and Grounds** workers, up 6,700 to 58,100, **Construction and Extraction** jobs, up 4,200 to 62,900, **Transportation and Material Moving** occupations, up 15,400, and **Production** jobs, up 8,300. Specific advertised vacancies showing increases included heavy truck and tractor-trailer drivers and laborers and hand freight, stock, and material movers.

METRO AREA HIGHLIGHTS

- Washington, D.C., Honolulu, and Minneapolis have the lowest Supply/Demand rates

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	
Mar-11		Mar-11		Jan-11	
New York, NY	266.80	San Jose, CA	5.38	Washington, DC	1.32
Los Angeles, CA	165.65	Washington, DC	4.99	Honolulu, HI	2.15
Washington, DC	152.50	Hartford, CT	4.54	Minneapolis-St. Paul, MN	2.24
Chicago, IL	124.55	San Francisco, CA	4.37	Boston, MA	2.34
Boston, MA	101.85	Baltimore, MD	4.03	Milwaukee, WI	2.35
Dallas, TX	97.94	Boston, MA	4.00	San Jose, CA	2.47
San Francisco, CA	96.75	Milwaukee, WI	3.92	Baltimore, MD	2.47
Atlanta, GA	79.67	Charlotte, NC	3.77	Oklahoma City, OK	2.49
Philadelphia, PA	78.54	Minneapolis-St. Paul, MN	3.70	Salt Lake City, UT	2.68
Seattle-Tacoma, WA	68.71	Seattle-Tacoma, WA	3.66	Austin, TX	2.74

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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 March, 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 20.7 percent above its March 2010 level, the Washington, D.C. metro area was 8.7 percent above its March 2010 level, and the Los Angeles metro area was 18.8 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, DC continues to have the most favorable Supply/Demand rate (1.32) with the number of unemployed slightly more than the number of advertised vacancies. Honolulu, Minneapolis-St. Paul, Boston, and Milwaukee were metropolitan locations where there were approximately 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 11 unemployed people for every advertised vacancy (11.39) — Sacramento (6.91), Miami (6.35), and Los Angeles (5.74). Supply/Demand rate data are for January 2011, the latest month for which unemployment data for local areas are available (Table C & Table 6).

PROGRAM NOTES

The HWOL time series extends back to May 2005; however, the current March 2011 release only includes data from January 2007 to the present. The earlier 2005 and 2006 data will be re-issued with the April 2011 release on May 2, 2011. This release will also include updated seasonally adjusted data along with a correction for a processing error affecting the January 2010 through January 2011 levels. The historical behavior and trend of the data series were not affected by the correction.

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 sites and smaller job sites that serve niche markets and smaller geographic areas.

Like The Conference Board's long-running Help Wanted Advertising Index of print ads (which was published for over 55 years and discontinued in 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 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 were provided beginning with the December 2009 release. This data series, for which the earliest data are for 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 and discussion of revisions to the 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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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 sites, 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>.

Publication Schedule, Help Wanted Online Data Series

Data for the Month	Release Date
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)
	Mar-10	Feb-11	Mar-11	Mar-Feb 11	Mar-10	Feb-11	Mar-11	Mar-Feb 11
United States	3,734.1	4,245.6	4,454.5	208.8	2,232.0	2,627.7	2,725.9	98.2
New England	243.9	276.4	281.7	5.3	140.0	168.3	161.8	-6.4
Middle Atlantic	502.6	576.5	594.8	18.3	319.8	361.8	377.1	15.4
South Atlantic	776.8	870.9	914.9	44.0	474.0	547.1	566.2	19.2
East North Central	480.3	581.9	611.6	29.8	278.9	339.6	369.5	29.9
East South Central	148.2	162.2	176.6	14.4	86.4	95.6	113.6	18.0
West North Central	262.7	299.7	313.7	14.0	149.0	171.8	190.8	19.0
West South Central	356.8	400.4	428.1	27.8	208.8	239.4	260.9	21.4
Mountain	273.0	307.5	332.7	25.1	168.9	203.5	210.1	6.6
Pacific	597.8	700.0	707.8	7.8	362.4	452.3	424.7	-27.6

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 ²	Total Ads Rate ¹ (Percent)			New Ads Rate ¹ (Percent)		
	Mar-10	Feb-11	Mar-11	Mar-10	Feb-11	Mar-11
United States	2.43	2.77	2.91	1.45	1.71	1.78
New England	3.14	3.55	3.62	1.80	2.16	2.08
Middle Atlantic	2.44	2.83	2.92	1.55	1.77	1.85
South Atlantic	2.64	2.97	3.12	1.61	1.87	1.93
East North Central	2.03	2.48	2.61	1.18	1.45	1.58
East South Central	1.72	1.88	2.05	1.00	1.11	1.32
West North Central	2.40	2.74	2.87	1.36	1.57	1.74
West South Central	2.06	2.30	2.46	1.21	1.38	1.50
Mountain	2.45	2.79	3.02	1.52	1.85	1.91
Pacific	2.42	2.84	2.87	1.46	1.83	1.72

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)
	Mar-10	Feb-11	Mar-11	Mar-Feb 11	Mar-10	Feb-11	Mar-11	Mar-Feb 11
United States	3,734.1	4,245.6	4,454.5	208.8	2,232.0	2,627.7	2,725.9	98.2
Alabama	35.9	39.7	43.7	4.1	21.0	23.9	29.5	5.5
Alaska	17.4	15.8	16.9	1.1	9.1	8.9	10.0	1.1
Arizona	71.3	89.2	99.9	10.7	44.4	56.1	65.6	9.5
Arkansas	22.9	24.5	26.9	2.4	12.9	14.6	18.1	3.5
California	423.9	508.9	510.6	1.7	255.3	324.2	303.4	-20.7
Colorado	72.1	86.5	87.9	1.4	45.1	59.4	52.6	-6.9
Connecticut	58.1	72.6	72.1	-0.5	33.1	45.6	37.5	-8.1
Delaware	13.9	14.3	15.1	0.8	8.0	8.7	9.4	0.6
Florida	211.5	235.2	245.9	10.6	146.3	154.1	173.3	19.1
Georgia	102.9	119.8	126.5	6.7	60.0	72.0	75.7	3.7
Hawaii	15.7	16.7	16.8	0.2	11.0	11.8	12.1	0.3
Idaho	17.7	17.1	18.9	1.7	11.5	12.2	13.2	1.0
Illinois	153.7	168.3	168.5	0.2	82.8	94.0	93.7	-0.3
Indiana	53.8	60.1	66.5	6.4	29.6	32.4	41.4	9.0
Iowa	38.6	40.9	43.0	2.1	19.4	21.7	25.5	3.8
Kansas	30.2	33.7	36.0	2.3	15.7	17.5	21.3	3.8
Kentucky	34.6	36.8	39.7	2.9	19.5	20.9	24.2	3.3
Louisiana	36.6	40.5	43.5	3.1	22.4	24.3	27.6	3.3
Maine	18.7	19.1	20.1	1.0	9.2	9.4	11.5	2.1
Maryland	97.1	123.8	127.8	3.9	54.4	78.5	65.8	-12.7
Massachusetts	119.5	134.8	137.7	2.9	68.3	83.3	79.5	-3.8
Michigan	86.2	113.6	121.7	8.1	55.6	73.0	78.8	5.9
Minnesota	70.9	97.0	98.2	1.2	41.5	60.3	56.2	-4.2
Mississippi	17.0	17.2	18.7	1.5	9.2	10.0	11.7	1.7
Missouri	73.1	72.4	81.0	8.6	44.4	43.3	53.4	10.1
Montana	13.8	14.3	14.8	0.6	6.7	7.2	8.2	0.9
Nebraska	28.5	27.0	29.0	2.0	17.2	17.1	20.2	3.1
Nevada	36.8	41.4	46.0	4.6	25.0	28.3	30.1	1.8
New Hampshire	19.7	21.6	23.1	1.6	12.5	13.5	15.4	1.9
New Jersey	127.7	132.8	141.4	8.6	81.3	83.9	94.7	10.8
New Mexico	21.3	22.0	23.4	1.4	13.1	14.4	15.2	0.8
New York	231.0	275.0	284.6	9.5	146.6	171.3	170.4	-0.9
North Carolina	97.2	105.9	115.0	9.1	61.8	67.2	76.5	9.3
North Dakota	10.2	12.5	12.5	0.1	5.0	6.4	6.8	0.4
Ohio	116.1	156.1	161.5	5.4	73.4	95.8	107.1	11.2
Oklahoma	37.1	40.1	45.6	5.5	22.3	24.7	31.2	6.5
Oregon	46.5	52.6	55.0	2.4	30.3	36.3	35.4	-0.9
Pennsylvania	145.8	168.7	171.3	2.5	87.9	104.2	107.4	3.2
Rhode Island	17.1	16.5	17.1	0.6	11.2	10.6	11.7	1.0
South Carolina	45.1	48.7	50.9	2.2	25.3	30.0	33.2	3.2
South Dakota	10.6	12.6	12.7	0.1	5.0	6.0	6.4	0.3
Tennessee	60.7	68.8	74.6	5.8	36.1	40.8	47.4	6.6
Texas	259.3	294.5	311.2	16.7	150.7	174.6	183.5	8.9
Utah	33.9	31.0	34.4	3.4	20.1	20.4	21.6	1.3
Vermont	10.7	11.3	11.3	0.0	6.7	6.6	7.7	1.1
Virginia	127.8	139.4	143.1	3.7	72.3	80.1	84.9	4.8
Washington	95.3	106.3	109.2	2.8	59.2	72.3	66.4	-5.9
West Virginia	16.3	16.0	18.9	2.9	8.8	9.0	11.9	2.8
Wisconsin	69.1	85.7	91.6	5.9	40.4	46.6	53.1	6.5
Wyoming	7.0	6.7	7.2	0.6	3.9	3.6	4.1	0.5

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
	Mar-10	Feb-11	Mar-11	Feb-11	Feb-11	Feb-11	Feb-11
United States	2.43	2.77	2.91	8.9	13,673.00	4,245.6	3.22
Alabama	1.68	1.87	2.07	9.3	197.06	39.7	4.96
Alaska	4.81	4.36	4.66	7.6	27.57	15.8	1.74
Arizona	2.24	2.81	3.15	9.6	304.22	89.2	3.41
Arkansas	1.70	1.80	1.97	7.8	106.15	24.5	4.34
California	2.33	2.80	2.81	12.2	2,201.54	508.9	4.33
Colorado	2.67	3.24	3.29	9.3	247.83	86.5	2.86
Connecticut	3.06	3.83	3.80	9.0	171.29	72.6	2.36
Delaware	3.23	3.39	3.57	8.5	36.18	14.3	2.52
Florida	2.30	2.54	2.65	11.5	1,068.11	235.2	4.54
Georgia	2.18	2.56	2.70	10.2	478.10	119.8	3.99
Hawaii	2.49	2.64	2.67	6.3	39.77	16.7	2.38
Idaho	2.34	2.26	2.49	9.7	74.04	17.1	4.32
Illinois	2.31	2.53	2.53	8.9	588.49	168.3	3.50
Indiana	1.71	1.93	2.13	8.8	275.72	60.1	4.59
Iowa	2.31	2.44	2.56	6.1	102.15	40.9	2.50
Kansas	2.00	2.25	2.40	6.8	102.93	33.7	3.05
Kentucky	1.66	1.75	1.89	10.4	218.29	36.8	5.94
Louisiana	1.76	1.94	2.08	7.9	164.96	40.5	4.08
Maine	2.67	2.73	2.88	7.5	52.35	19.1	2.74
Maryland	3.25	4.16	4.29	7.1	210.12	123.8	1.70
Massachusetts	3.42	3.85	3.93	8.2	288.21	134.8	2.14
Michigan	1.79	2.40	2.57	10.4	494.52	113.6	4.35
Minnesota	2.39	3.28	3.32	6.7	197.84	97.0	2.04
Mississippi	1.30	1.30	1.41	10.2	135.32	17.2	7.87
Missouri	2.41	2.41	2.69	9.4	283.49	72.4	3.92
Montana	2.78	2.86	2.98	7.4	36.99	14.3	2.59
Nebraska	2.90	2.76	2.97	4.3	41.72	27.0	1.55
Nevada	2.70	3.12	3.47	13.6	179.24	41.4	4.33
New Hampshire	2.65	2.90	3.11	5.4	40.55	21.6	1.88
New Jersey	2.82	2.97	3.16	9.2	413.90	132.8	3.12
New Mexico	2.23	2.30	2.45	8.7	82.79	22.0	3.77
New York	2.39	2.87	2.97	8.2	787.35	275.0	2.86
North Carolina	2.13	2.37	2.58	9.7	435.30	105.9	4.11
North Dakota	2.75	3.36	3.38	3.7	13.80	12.5	1.11
Ohio	1.96	2.65	2.74	9.2	542.17	156.1	3.47
Oklahoma	2.11	2.30	2.62	6.5	113.12	40.1	2.82
Oregon	2.34	2.64	2.76	10.2	204.17	52.6	3.88
Pennsylvania	2.29	2.66	2.70	8.0	511.21	168.7	3.03
Rhode Island	2.97	2.86	2.97	11.2	64.06	16.5	3.88
South Carolina	2.08	2.26	2.36	10.2	218.94	48.7	4.49
South Dakota	2.39	2.83	2.86	4.8	21.50	12.6	1.70
Tennessee	1.98	2.24	2.43	9.6	295.26	68.8	4.29
Texas	2.14	2.41	2.55	8.2	1,001.77	294.5	3.40
Utah	2.46	2.29	2.54	7.7	104.04	31.0	3.36
Vermont	2.97	3.12	3.13	5.6	20.32	11.3	1.79
Virginia	3.05	3.33	3.42	6.4	266.98	139.4	1.91
Washington	2.69	3.03	3.11	9.1	317.61	106.3	2.99
West Virginia	2.08	2.05	2.42	9.4	73.67	16.0	4.61
Wisconsin	2.24	2.82	3.01	7.4	226.92	85.7	2.65
Wyoming	2.36	2.29	2.49	6.2	18.18	6.7	2.73

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
	Mar-10	Feb-11	Mar-11	Mar 10-11	Mar-10	Feb-11	Mar-11	Mar 10-11
	Birmingham, AL	9.6	11.4	12.5	30.4%	5.6	7.6	8.5
Phoenix, AZ	45.6	56.6	58.3	27.6%	26.7	38.9	33.3	24.7%
Tucson, AZ	10.4	11.7	13.0	25.5%	6.7	8.5	9.5	42.3%
Los Angeles, CA	139.5	165.5	165.7	18.8%	86.8	112.9	97.0	11.8%
Riverside, CA	22.3	26.1	26.9	20.6%	14.1	17.4	17.2	21.8%
Sacramento, CA	19.8	22.6	22.7	14.3%	11.7	14.9	13.0	10.8%
San Diego, CA	38.4	44.2	44.7	16.3%	23.4	33.2	27.9	19.2%
San Francisco, CA	77.9	95.8	96.8	24.1%	47.4	66.9	57.4	21.1%
San Jose, CA	36.5	47.4	48.3	32.4%	19.2	30.1	25.5	32.7%
Denver, CO	36.8	45.1	45.6	23.7%	21.5	30.6	24.9	16.0%
Hartford, CT	19.1	25.6	27.0	41.5%	10.9	17.5	14.0	28.4%
Washington, DC	140.3	151.5	152.5	8.7%	76.2	92.9	81.7	7.2%
Jacksonville, FL	17.1	18.4	20.2	17.8%	11.5	12.7	14.2	23.3%
Miami, FL	53.7	60.7	63.4	18.1%	31.9	39.9	37.6	17.8%
Orlando, FL	31.0	33.6	35.9	15.9%	21.7	24.5	23.7	8.9%
Tampa, FL	34.9	39.0	42.1	20.5%	22.6	26.4	27.7	22.7%
Atlanta, GA	60.9	74.6	79.7	30.7%	33.2	48.2	42.9	29.2%
Honolulu, HI	11.7	12.4	12.9	10.4%	8.7	10.0	9.6	10.2%
Chicago, IL	114.3	116.4	124.6	9.0%	60.3	69.9	65.7	8.9%
Indianapolis, IN	21.0	21.5	24.3	15.9%	11.9	13.0	14.7	23.8%
Louisville, KY	12.7	14.0	15.5	22.4%	7.4	8.4	9.8	32.9%
New Orleans, LA	11.3	12.5	13.2	16.6%	7.4	8.7	9.1	22.7%
Baltimore, MD	46.3	52.3	55.7	20.1%	28.0	35.0	33.0	18.0%
Boston, MA	88.6	99.9	101.9	14.9%	49.2	64.8	55.3	12.5%
Detroit, MI	36.5	49.7	54.9	50.3%	22.7	34.0	34.4	51.4%
Minneapolis-St. Paul, MN	50.4	65.3	67.4	33.9%	29.4	42.5	37.5	27.6%
Kansas City, MO	26.8	27.2	29.8	10.9%	15.9	16.7	19.0	19.7%
St. Louis, MO	33.0	32.7	36.4	10.2%	20.2	20.8	23.7	17.5%
Las Vegas, NV	25.0	30.3	31.9	27.6%	17.7	22.4	21.2	19.9%
Buffalo, NY	13.2	14.7	15.4	16.6%	8.3	9.7	9.9	19.0%
New York, NY	221.1	258.9	266.8	20.7%	138.9	172.5	158.9	14.4%
Rochester, NY	10.8	12.8	13.4	23.6%	6.8	8.8	8.3	23.3%
Charlotte, NC	26.3	29.5	32.0	21.8%	16.7	19.4	20.6	23.7%
Cincinnati, OH	23.2	25.8	28.3	22.2%	13.9	16.2	18.3	30.9%
Cleveland, OH	26.1	35.8	37.7	44.5%	16.1	24.3	24.9	54.4%
Columbus, OH	24.3	30.7	33.3	37.3%	15.4	20.5	21.2	37.8%
Oklahoma City, OK	13.7	15.4	18.0	31.1%	8.8	10.6	12.5	42.9%
Portland, OR	27.0	32.5	33.2	23.2%	16.8	22.8	19.4	15.1%
Philadelphia, PA	71.9	76.3	78.5	9.3%	41.1	45.7	47.2	14.7%
Pittsburgh, PA	32.8	34.4	35.5	8.1%	21.7	23.5	24.3	11.9%
Providence, RI	18.9	20.1	22.0	16.7%	12.6	14.2	14.5	15.0%
Memphis, TN	12.4	13.5	14.5	17.5%	7.2	8.4	9.0	23.9%
Nashville, TN	20.0	21.3	23.8	19.0%	12.7	13.6	15.4	21.2%
Austin, TX	24.9	29.6	29.4	18.0%	15.1	20.3	16.8	10.8%
Dallas, TX	75.2	91.0	97.9	30.2%	41.0	56.3	52.6	28.4%
Houston, TX	57.0	66.6	67.9	19.1%	29.8	42.1	34.5	15.9%
San Antonio, TX	26.3	26.4	29.7	13.2%	17.7	18.5	20.1	13.6%
Salt Lake City, UT	19.0	19.3	20.3	7.2%	11.2	13.7	12.0	7.1%
Richmond, VA	15.9	18.8	19.5	23.3%	10.2	12.9	12.3	20.0%
Virginia Beach, VA	19.5	19.9	21.3	9.0%	12.3	13.6	14.4	17.8%
Seattle-Tacoma, WA	56.7	65.8	68.7	21.2%	35.5	46.4	40.7	14.7%
Milwaukee, WI	23.4	28.7	31.0	32.2%	14.3	16.6	18.2	27.4%

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. 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
	Mar-10	Feb-11	Mar-11	Jan-11	Jan-11	Jan-11	Jan-11
Birmingham, AL	1.92	2.22	2.45	9.1	46.5	9.6	4.86
Phoenix, AZ	2.15	2.66	2.74	9.3	197.6	46.5	4.25
Tucson, AZ	2.11	2.41	2.67	9.1	44.6	10.3	4.34
Los Angeles, CA	2.15	2.55	2.55	12.2	788.2	137.2	5.74
Riverside, CA	1.24	1.49	1.53	14.2	249.2	21.9	11.39
Sacramento, CA	1.86	2.20	2.21	12.9	132.4	19.2	6.91
San Diego, CA	2.45	2.84	2.87	10.3	161.0	34.1	4.72
San Francisco, CA	3.47	4.33	4.37	10.2	225.0	78.8	2.85
San Jose, CA	4.03	5.28	5.38	10.8	97.1	39.4	2.47
Denver, CO	2.72	3.28	3.32	9.9	135.7	37.3	3.64
Hartford, CT	3.18	4.31	4.54	9.6	57.3	20.3	2.83
Washington, DC	4.59	4.96	4.99	6.1	186.4	140.9	1.32
Jacksonville, FL	2.48	2.71	2.97	11.5	78.1	15.6	5.01
Miami, FL	1.87	2.11	2.20	11.5	331.2	52.2	6.35
Orlando, FL	2.77	3.01	3.21	11.7	130.9	27.5	4.77
Tampa, FL	2.65	3.02	3.26	12.4	160.8	33.2	4.85
Atlanta, GA	2.29	2.82	3.02	10.4	275.7	60.9	4.53
Honolulu, HI	2.61	2.81	2.93	5.4	23.7	11.0	2.15
Chicago, IL	2.35	2.43	2.59	9.5	456.2	104.2	4.38
Indianapolis, IN	2.44	2.49	2.81	8.7	75.0	20.0	3.75
Louisville, KY	2.01	2.21	2.45	11.1	70.3	13.2	5.31
New Orleans, LA	2.10	2.31	2.44	8.4	45.5	11.0	4.13
Baltimore, MD	3.36	3.79	4.03	7.9	109.7	44.4	2.47
Boston, MA	3.49	3.92	4.00	7.8	199.7	85.2	2.34
Detroit, MI	1.76	2.47	2.73	11.7	235.7	41.9	5.63
Minneapolis-St. Paul, MN	2.72	3.58	3.70	7.0	127.9	57.1	2.24
Kansas City, MO	2.62	2.64	2.88	9.7	99.9	25.9	3.85
St. Louis, MO	2.32	2.30	2.55	10.0	143.1	29.9	4.78
Las Vegas, NV	2.53	3.23	3.40	13.7	128.3	24.5	5.25
Buffalo, NY	2.28	2.57	2.69	9.1	52.4	12.6	4.16
New York, NY	2.33	2.75	2.84	9.0	851.1	221.5	3.84
Rochester, NY	2.05	2.44	2.55	8.7	45.4	10.6	4.27
Charlotte, NC	3.04	3.47	3.77	11.1	94.3	25.6	3.68
Cincinnati, OH	2.07	2.34	2.57	10.0	109.6	22.9	4.78
Cleveland, OH	2.45	3.35	3.53	9.3	98.8	31.4	3.14
Columbus, OH	2.54	3.21	3.48	8.5	81.0	25.8	3.14
Oklahoma City, OK	2.39	2.76	3.22	6.3	35.2	14.2	2.49
Portland, OR	2.30	2.74	2.80	10.0	118.9	26.8	4.44
Philadelphia, PA	2.41	2.59	2.67	9.0	265.7	72.3	3.68
Pittsburgh, PA	2.69	2.84	2.92	8.0	97.0	31.1	3.12
Providence, RI	2.66	2.82	3.10	12.0	85.7	16.8	5.11
Memphis, TN	2.06	2.23	2.41	10.4	62.5	11.4	5.46
Nashville, TN	2.53	2.60	2.90	8.8	71.9	19.2	3.73
Austin, TX	2.74	3.28	3.26	7.3	65.8	24.0	2.74
Dallas, TX	2.34	2.83	3.04	8.5	272.7	78.0	3.50
Houston, TX	1.98	2.29	2.34	8.8	254.5	57.0	4.46
San Antonio, TX	2.69	2.69	3.03	7.8	76.8	22.7	3.38
Salt Lake City, UT	3.19	3.18	3.35	7.7	46.5	17.4	2.68
Richmond, VA	2.42	2.91	3.02	7.7	49.7	15.7	3.16
Virginia Beach, VA	2.36	2.45	2.62	7.6	61.9	17.2	3.60
Seattle-Tacoma, WA	2.99	3.51	3.66	9.1	171.5	54.3	3.16
Milwaukee, WI	3.00	3.64	3.92	8.2	64.8	27.6	2.35

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 Occupation¹, Seasonally Adjusted							
Occupation ²	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed ³ (Thousands)	Supply/ Demand Rate ⁴	Average Hourly Wage ⁵
	Mar-10	Feb-11	Mar-11	Mar-Feb 11	Feb-11	Feb-11	
Total	3,734.1	4,245.6	4,454.5	208.9	13,673.0	3.2	\$20.90
Management	396.6	444.8	456.6	11.8	657.0	1.5	\$49.47
Business and financial operations	223.4	246.2	256.4	10.2	366.7	1.5	\$31.68
Computer and mathematical science	471.7	584.8	595.1	10.3	151.8	0.3	\$36.68
Architecture and engineering	121.0	161.4	168.5	7.1	143.4	0.9	\$35.38
Life, physical, and social science	64.8	67.8	69.6	1.8	49.8	0.7	\$31.57
Community and social services	53.2	60.4	62.7	2.4	157.4	2.6	\$20.55
Legal	26.1	26.6	27.9	1.3	96.1	3.6	\$46.07
Education, training, and library	93.2	95.6	98.4	2.8	482.8	5.0	\$23.81
Arts, design, entertainment, sports, and media	99.2	101.2	102.6	1.4	226.4	2.2	\$24.87
Healthcare practitioners and technical	548.3	600.1	603.8	3.7	190.6	0.3	\$33.51
Healthcare support	128.2	139.0	143.5	4.4	269.1	1.9	\$12.84
Protective service	32.0	35.9	35.3	-0.6	205.3	5.7	\$20.07
Food preparation and serving related	110.1	130.6	151.5	20.9	1,119.4	8.6	\$10.04
Building and grounds cleaning and maintenance	45.8	51.4	58.1	6.7	628.0	12.2	\$12.00
Personal care and service	61.1	63.0	69.4	6.3	513.0	8.1	\$11.87
Sales and related	524.4	561.0	589.3	28.3	1,456.4	2.6	\$17.32
Office and administrative support	397.9	449.5	485.3	35.8	1,589.6	3.5	\$15.86
Farming, fishing, and forestry	4.9	4.7	4.5	-0.3	184.2	38.9	\$11.53
Construction and extraction	50.8	58.7	62.9	4.2	1,457.9	24.8	\$20.84
Installation, maintenance, and repair	113.2	136.1	146.3	10.1	341.0	2.5	\$20.30
Production	88.3	118.9	127.2	8.3	1,043.1	8.8	\$16.01
Transportation and material moving	121.3	189.2	204.5	15.4	1,097.6	5.8	\$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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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
	Mar-11	Wage ²	Mar-11	Wage ²	Mar-11	Wage ²
United States	696,621	\$40.61	1,679,405	\$29.97	432,379	\$12.25
Alabama	4,758	\$37.52	16,081	\$26.96	4,182	\$10.45
Alaska	1,959	\$36.69	6,458	\$31.60	1,695	\$14.58
Arizona	16,356	\$35.89	37,673	\$28.00	10,307	\$12.50
Arkansas	3,336	\$32.34	8,981	\$24.22	2,517	\$10.01
California	91,061	\$45.67	201,550	\$34.85	39,831	\$13.67
Colorado	12,784	\$39.69	32,201	\$31.35	8,737	\$12.66
Connecticut	13,046	\$46.18	27,599	\$32.22	5,514	\$14.13
Delaware	2,657	\$42.45	6,162	\$32.28	1,493	\$12.63
Florida	32,418	\$36.23	84,678	\$28.03	37,116	\$11.88
Georgia	20,653	\$41.11	50,727	\$27.59	10,569	\$11.07
Hawaii	2,024	\$35.85	4,460	\$28.58	2,704	\$13.72
Idaho	2,057	\$31.76	5,786	\$25.57	2,611	\$11.08
Illinois	32,870	\$40.23	66,240	\$31.06	12,999	\$12.94
Indiana	8,627	\$36.35	22,371	\$25.80	6,302	\$11.08
Iowa	4,387	\$33.40	14,288	\$24.20	4,370	\$11.00
Kansas	4,799	\$35.34	13,021	\$25.19	3,252	\$10.90
Kentucky	4,954	\$33.70	14,030	\$25.64	3,885	\$10.57
Louisiana	5,058	\$33.92	12,756	\$25.24	5,205	\$10.56
Maine	2,141	\$33.30	7,357	\$26.20	2,599	\$11.67
Maryland	19,727	\$43.38	56,078	\$33.82	12,544	\$13.08
Massachusetts	25,031	\$47.19	56,837	\$34.16	12,146	\$14.49
Michigan	15,960	\$38.76	44,335	\$29.30	11,856	\$12.01
Minnesota	15,175	\$38.48	38,000	\$30.04	8,151	\$12.22
Mississippi	2,034	\$31.91	6,528	\$23.36	1,778	\$9.98
Missouri	9,761	\$35.79	26,326	\$26.25	9,170	\$10.91
Montana	1,357	\$29.54	4,855	\$22.55	1,825	\$10.73
Nebraska	3,359	\$33.99	9,887	\$24.81	3,394	\$10.78
Nevada	5,093	\$38.17	14,515	\$29.69	7,118	\$12.94
New Hampshire	2,769	\$40.38	8,497	\$28.86	2,316	\$12.53
New Jersey	23,978	\$47.46	53,893	\$33.23	14,726	\$14.41
New Mexico	2,692	\$36.04	9,626	\$28.01	2,383	\$11.03
New York	59,287	\$49.57	104,570	\$33.04	24,110	\$14.18
North Carolina	15,387	\$39.58	43,045	\$26.90	12,424	\$10.98
North Dakota	1,264	\$33.39	3,665	\$23.36	1,238	\$10.66
Ohio	22,383	\$37.53	54,885	\$28.20	15,524	\$11.50
Oklahoma	4,735	\$31.71	13,796	\$24.23	4,995	\$10.38
Oregon	7,086	\$36.97	20,851	\$28.73	5,603	\$12.67
Pennsylvania	25,017	\$38.84	61,681	\$28.89	19,521	\$12.19
Rhode Island	2,396	\$41.74	6,140	\$31.11	2,296	\$12.97
South Carolina	5,222	\$36.52	17,835	\$25.97	6,286	\$10.69
South Dakota	1,311	\$30.90	4,059	\$22.66	1,505	\$10.24
Tennessee	9,355	\$34.94	24,992	\$25.52	7,582	\$10.82
Texas	50,084	\$39.87	115,601	\$29.25	28,009	\$10.96
Utah	4,368	\$34.69	11,184	\$26.59	3,507	\$11.27
Vermont	1,438	\$35.87	4,259	\$26.60	1,387	\$12.68
Virginia	23,386	\$42.31	65,401	\$32.52	12,790	\$12.11
Washington	17,886	\$41.40	46,786	\$32.03	9,551	\$14.10
West Virginia	1,701	\$30.72	6,178	\$23.58	1,873	\$9.99
Wisconsin	11,887	\$35.87	31,711	\$28.01	8,876	\$11.60
Wyoming	714	\$33.78	2,642	\$25.64	706	\$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
	Mar-11	Wage ¹	Mar-11	Wage ¹	Mar-11	Wage ¹
United States	1,025,937	\$16.42	195,912	\$20.25	293,193	\$15.74
Alabama	11,470	\$14.10	2,655	\$17.54	4,313	\$14.68
Alaska	3,469	\$16.99	1,034	\$27.37	768	\$20.51
Arizona	26,481	\$16.01	4,522	\$18.54	4,548	\$15.69
Arkansas	6,484	\$13.66	1,471	\$16.65	2,611	\$13.82
California	121,052	\$18.02	15,647	\$21.55	22,596	\$15.85
Colorado	20,397	\$17.60	4,618	\$20.39	4,958	\$16.31
Connecticut	16,389	\$19.36	2,695	\$23.70	4,931	\$17.16
Delaware	3,049	\$16.77	666	\$21.19	939	\$15.74
Florida	72,922	\$15.80	12,539	\$17.67	12,174	\$14.95
Georgia	27,890	\$15.81	5,639	\$18.21	8,028	\$14.70
Hawaii	4,825	\$16.00	888	\$25.48	841	\$16.55
Idaho	4,748	\$14.80	1,036	\$17.88	1,303	\$14.29
Illinois	37,340	\$17.12	5,678	\$24.63	12,214	\$16.05
Indiana	15,756	\$15.19	3,394	\$20.50	7,907	\$15.98
Iowa	9,078	\$14.83	2,623	\$18.59	5,045	\$15.33
Kansas	8,039	\$14.96	1,824	\$19.15	2,803	\$15.47
Kentucky	9,598	\$14.44	1,984	\$18.56	4,147	\$15.82
Louisiana	12,198	\$13.56	3,273	\$18.18	4,244	\$16.50
Maine	3,889	\$14.85	769	\$18.34	1,192	\$15.39
Maryland	27,134	\$17.07	4,817	\$21.00	5,202	\$16.78
Massachusetts	27,833	\$19.01	4,082	\$24.33	7,101	\$16.99
Michigan	28,764	\$16.23	5,964	\$21.55	11,549	\$17.13
Minnesota	21,130	\$17.14	4,215	\$22.53	8,392	\$16.39
Mississippi	4,672	\$13.27	993	\$16.40	1,822	\$13.93
Missouri	20,350	\$15.43	4,350	\$20.77	7,219	\$15.37
Montana	2,971	\$13.88	1,066	\$18.83	1,035	\$15.72
Nebraska	6,610	\$14.43	1,646	\$18.25	2,378	\$15.70
Nevada	13,203	\$15.74	2,177	\$23.63	2,163	\$15.81
New Hampshire	4,914	\$16.45	957	\$20.15	1,884	\$15.90
New Jersey	31,592	\$18.42	5,305	\$24.04	8,403	\$16.25
New Mexico	5,205	\$13.94	1,222	\$17.45	1,153	\$15.44
New York	65,674	\$18.88	8,956	\$24.18	13,246	\$17.04
North Carolina	25,428	\$15.37	6,269	\$17.76	7,914	\$14.46
North Dakota	2,909	\$14.02	1,369	\$19.75	1,529	\$15.81
Ohio	38,394	\$15.66	8,433	\$20.38	17,751	\$15.69
Oklahoma	11,538	\$13.65	3,561	\$17.54	5,003	\$14.83
Oregon	12,256	\$16.63	2,262	\$20.91	3,368	\$15.83
Pennsylvania	39,004	\$16.33	7,889	\$20.44	14,179	\$15.95
Rhode Island	3,986	\$16.58	693	\$21.51	1,192	\$15.29
South Carolina	13,005	\$14.35	3,305	\$17.39	4,403	\$14.96
South Dakota	2,684	\$13.42	1,019	\$16.56	1,329	\$13.65
Tennessee	18,530	\$14.74	4,043	\$17.80	7,328	\$14.78
Texas	72,890	\$15.81	16,779	\$17.68	20,834	\$15.04
Utah	9,914	\$14.87	1,398	\$19.01	1,825	\$15.35
Vermont	1,961	\$15.66	589	\$18.81	740	\$15.78
Virginia	27,402	\$16.44	5,696	\$19.49	6,052	\$15.73
Washington	21,626	\$17.62	3,714	\$23.12	5,043	\$17.92
West Virginia	4,137	\$13.04	1,199	\$18.74	1,957	\$15.07
Wisconsin	19,104	\$15.65	4,028	\$21.23	10,543	\$16.04
Wyoming	1,336	\$14.33	629	\$21.26	597	\$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 Mar-11	Average Hourly Wage ²	Total Ads Mar-11	Average Hourly Wage ²	Total Ads Mar-11	Average Hourly Wage ²
United States	696,621	\$40.61	1,679,405	\$29.97	432,379	\$12.25
Birmingham, AL	1,520	\$39.26	3,916	\$27.46	1,172	\$10.98
Phoenix, AZ	9,155	\$36.56	21,570	\$28.66	6,201	\$12.58
Tucson, AZ	1,547	\$35.56	4,556	\$28.71	1,934	\$12.30
Los Angeles, CA	32,053	\$45.91	62,064	\$34.38	13,798	\$13.38
Riverside, CA	3,270	\$39.19	7,457	\$30.59	3,600	\$13.04
Sacramento, CA	3,634	\$38.87	9,011	\$32.92	2,028	\$13.66
San Diego, CA	7,168	\$43.69	18,745	\$34.68	4,317	\$12.97
San Francisco, CA	22,496	\$50.82	43,795	\$38.00	6,431	\$14.65
San Jose, CA	10,248	\$56.88	28,727	\$44.43	1,470	\$14.44
Denver, CO	8,411	\$41.06	17,559	\$33.07	3,982	\$12.70
Hartford, CT	5,102	\$42.75	10,602	\$32.52	2,005	\$14.11
Washington, DC	31,360	\$48.01	74,114	\$39.06	13,020	\$14.07
Jacksonville, FL	2,862	\$35.31	6,644	\$27.45	2,471	\$11.56
Miami, FL	10,098	\$39.01	19,743	\$28.72	8,074	\$12.47
Orlando, FL	4,737	\$36.17	10,910	\$27.88	5,549	\$11.37
Tampa, FL	6,026	\$35.96	15,464	\$28.79	5,547	\$11.75
Atlanta, GA	16,326	\$43.23	34,593	\$29.65	5,658	\$11.54
Honolulu, HI	1,658	\$36.22	3,315	\$28.80	2,337	\$13.43
Chicago, IL	27,711	\$42.09	49,260	\$32.56	9,425	\$13.25
Indianapolis, IN	3,818	\$37.52	7,432	\$27.84	2,426	\$11.69
Louisville, KY	2,290	\$36.39	5,245	\$26.91	1,657	\$10.84
New Orleans, LA	1,655	\$34.98	3,312	\$27.46	2,221	\$11.21
Baltimore, MD	8,156	\$41.80	21,902	\$33.08	6,259	\$13.30
Boston, MA	20,706	\$48.62	44,242	\$35.52	8,900	\$14.76
Detroit, MI	8,154	\$41.38	21,165	\$31.52	5,614	\$12.35
Minneapolis-St. Paul, MN	11,927	\$40.71	26,478	\$31.78	5,515	\$12.70
Kansas City, MO	4,421	\$37.52	9,614	\$28.34	3,143	\$11.80
St. Louis, MO	5,401	\$38.26	12,500	\$28.27	4,356	\$11.42
Las Vegas, NV	3,726	\$38.90	9,739	\$29.51	5,596	\$13.13
Buffalo, NY	1,899	\$38.02	4,323	\$27.37	1,861	\$12.04
New York, NY	60,937	\$52.18	107,101	\$35.34	23,221	\$14.89
Rochester, NY	1,630	\$40.73	4,360	\$27.43	1,535	\$12.29
Charlotte, NC	5,798	\$42.12	12,166	\$28.72	3,291	\$11.74
Cincinnati, OH	4,604	\$38.86	9,082	\$29.11	2,808	\$11.74
Cleveland, OH	5,661	\$38.61	14,142	\$28.56	3,838	\$12.09
Columbus, OH	5,468	\$37.54	11,570	\$30.17	3,272	\$11.94
Oklahoma City, OK	2,096	\$32.66	4,884	\$26.53	2,122	\$10.64
Portland, OR	5,180	\$39.67	13,576	\$30.85	3,008	\$13.11
Philadelphia, PA	14,330	\$43.75	31,915	\$31.82	8,096	\$13.34
Pittsburgh, PA	4,612	\$37.29	10,616	\$28.97	5,802	\$11.72
Providence, RI	2,906	\$41.48	7,801	\$30.20	2,999	\$13.04
Memphis, TN	2,184	\$37.93	4,923	\$27.41	1,287	\$11.43
Nashville, TN	3,872	\$36.47	7,616	\$26.11	2,527	\$11.15
Austin, TX	4,331	\$39.97	12,882	\$31.01	2,955	\$11.39
Dallas, TX	19,981	\$42.06	38,836	\$31.37	7,250	\$11.50
Houston, TX	13,626	\$43.40	25,984	\$32.07	4,755	\$11.23
San Antonio, TX	3,940	\$35.68	8,767	\$27.80	4,413	\$10.77
Salt Lake City, UT	3,034	\$35.69	7,089	\$28.61	2,159	\$11.71
Richmond, VA	3,177	\$38.49	7,522	\$28.84	2,099	\$11.85
Virginia Beach, VA	2,442	\$36.08	6,934	\$28.07	2,819	\$11.32
Seattle-Tacoma, WA	13,436	\$43.56	33,221	\$34.48	5,005	\$14.56
Milwaukee, WI	4,979	\$39.08	11,136	\$30.34	3,320	\$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
	Mar-11	Wage ¹	Mar-11	Wage ¹	Mar-11	Wage ¹
United States	1,025,937	\$16.42	195,912	\$20.25	293,193	\$15.74
Birmingham, AL	4,010	\$15.61	854	\$18.20	1,152	\$14.72
Phoenix, AZ	16,451	\$16.64	2,807	\$19.02	2,903	\$15.92
Tucson, AZ	3,460	\$14.72	940	\$18.26	703	\$14.67
Los Angeles, CA	46,574	\$17.95	5,034	\$22.71	8,175	\$15.07
Riverside, CA	8,948	\$15.90	1,418	\$21.47	2,444	\$15.37
Sacramento, CA	6,035	\$17.83	1,018	\$22.82	1,204	\$16.28
San Diego, CA	11,523	\$17.49	1,622	\$22.67	2,088	\$15.62
San Francisco, CA	20,189	\$20.78	2,480	\$27.17	2,936	\$18.35
San Jose, CA	6,835	\$21.95	772	\$26.30	1,174	\$17.40
Denver, CO	11,528	\$18.82	2,388	\$20.73	2,385	\$16.55
Hartford, CT	6,580	\$18.65	1,128	\$23.83	1,887	\$17.54
Washington, DC	28,518	\$18.90	4,532	\$22.18	3,575	\$17.37
Jacksonville, FL	5,746	\$15.97	1,257	\$18.28	1,373	\$15.40
Miami, FL	21,329	\$16.67	2,479	\$18.60	2,310	\$15.50
Orlando, FL	11,268	\$15.23	1,933	\$18.00	1,840	\$14.68
Tampa, FL	11,544	\$16.08	2,006	\$17.53	1,932	\$14.17
Atlanta, GA	17,204	\$17.23	3,040	\$19.39	3,842	\$15.43
Honolulu, HI	4,222	\$15.99	777	\$26.26	755	\$16.71
Chicago, IL	28,376	\$17.83	3,665	\$26.04	7,986	\$16.31
Indianapolis, IN	7,008	\$16.86	1,443	\$20.90	2,488	\$15.76
Louisville, KY	4,064	\$15.73	886	\$19.29	1,656	\$17.24
New Orleans, LA	3,989	\$14.54	1,016	\$18.71	1,130	\$17.29
Baltimore, MD	14,215	\$17.21	2,824	\$20.65	2,957	\$17.26
Boston, MA	21,394	\$19.88	2,957	\$25.03	4,903	\$17.25
Detroit, MI	13,157	\$17.46	2,831	\$23.37	4,499	\$18.52
Minneapolis-St. Paul, MN	15,611	\$18.49	2,872	\$24.55	5,735	\$17.17
Kansas City, MO	8,450	\$16.72	1,734	\$22.05	2,744	\$16.16
St. Louis, MO	9,956	\$16.73	1,817	\$23.50	2,720	\$16.41
Las Vegas, NV	10,396	\$15.74	1,395	\$24.16	1,332	\$15.63
Buffalo, NY	4,875	\$15.80	923	\$20.63	1,700	\$16.10
New York, NY	61,654	\$19.96	7,017	\$25.74	10,005	\$17.27
Rochester, NY	3,415	\$15.97	872	\$19.88	1,655	\$15.20
Charlotte, NC	7,247	\$17.10	1,783	\$18.80	2,136	\$15.59
Cincinnati, OH	7,928	\$16.84	1,411	\$20.29	2,877	\$15.97
Cleveland, OH	8,239	\$16.51	1,968	\$22.08	4,287	\$16.22
Columbus, OH	8,674	\$16.19	1,780	\$20.19	2,934	\$15.46
Oklahoma City, OK	5,530	\$14.12	1,725	\$18.07	1,819	\$14.35
Portland, OR	8,218	\$17.78	1,399	\$22.64	2,220	\$16.60
Philadelphia, PA	17,442	\$18.17	3,382	\$23.11	4,481	\$16.90
Pittsburgh, PA	9,197	\$15.70	2,150	\$20.30	3,412	\$15.93
Providence, RI	5,694	\$16.30	983	\$21.42	1,793	\$15.29
Memphis, TN	3,788	\$15.64	955	\$18.90	1,575	\$15.07
Nashville, TN	6,779	\$15.55	1,232	\$18.50	1,977	\$15.76
Austin, TX	6,865	\$16.94	1,329	\$17.18	1,456	\$14.12
Dallas, TX	23,552	\$17.44	4,214	\$18.08	5,428	\$15.13
Houston, TX	16,167	\$16.91	3,538	\$18.99	4,680	\$16.47
San Antonio, TX	8,371	\$14.69	2,194	\$16.34	2,307	\$13.35
Salt Lake City, UT	6,249	\$15.92	876	\$19.05	1,156	\$15.56
Richmond, VA	4,576	\$17.15	1,190	\$19.71	1,233	\$15.28
Virginia Beach, VA	5,764	\$14.79	1,859	\$18.72	1,663	\$16.09
Seattle-Tacoma, WA	13,651	\$18.84	1,904	\$24.73	2,751	\$19.06
Milwaukee, WI	6,814	\$17.29	1,314	\$23.13	3,707	\$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.