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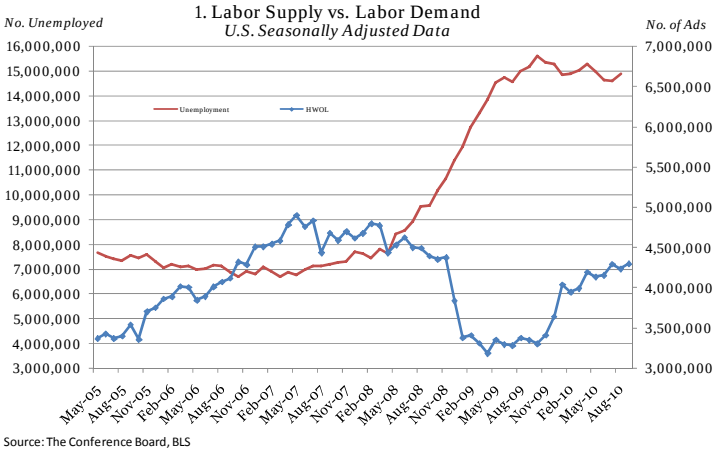
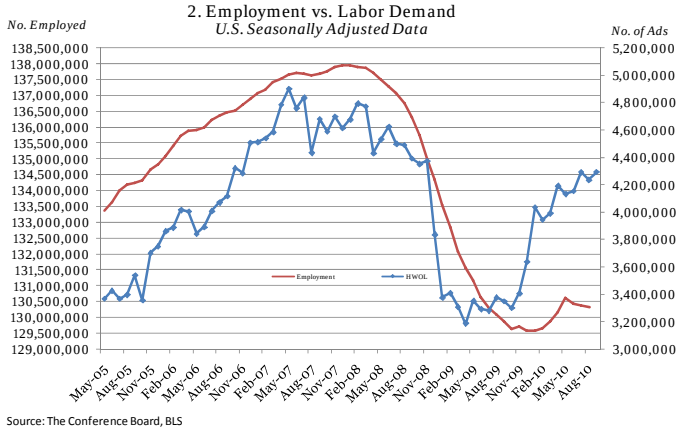
Online Job Demand Rises 59,900 in September, The Conference Board Reports

- **Online job demand increased by 1 million (30 percent) since the official end of the recession in June 2009**
- **September picture mixed across the U.S. with gains in Southern and Midwestern States, dips in labor demand in the Northeast and the West essentially flat**
- **September demand rose for workers in computer and mathematical science, transportation and material moving, and architecture and engineering while demand declined for sales and related workers and healthcare practitioners and technical jobs**

NEW YORK, September 29, 2010…Online advertised vacancies rose 59,900 in September to 4,296,100 following a decrease of 57,100 in August, according to ***The Conference Board Help Wanted OnLine*™ (HWOL)** Data Series released today. The gap between the number of unemployed and advertised vacancies (supply/demand rate) stood at 3.51 unemployed for every advertised vacancy in August (the last available unemployment data) but is down from its peak of 4.73 in October 2009. (Chart 1)

"Since the NBER June 2009 end of the recession, HWOL has increased by 1 million advertised vacancies," said June Shelp, Vice President at The Conference Board. "The HWOL series trough in April 2009 led the NBER official trough by about 2 months, reflecting a rather typical pattern where labor demand leads at economic turning points. Following the rapid HWOL rises in labor demand in the 4th quarter 2009 and 1st quarter 2010, labor demand has now settled into more modest growth, pointing to a moderate growth in employment through the end of 2010." (Chart 2).





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

- **Moderate gains in Southern and Midwestern States partially offset by declines in Northeast and West**

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads[1] (Thousands) Sep-10	M-O-M Change (Thousands) Sep-Aug 10	Supply/ Demand Rate[2] Aug-10	Recent Trend[3]
United States	**4,296.1**	**59.9**	**3.51**	↑ 10/09
NORTHEAST	**894.7**	**-4.6**	**2.76**	
Massachusetts	140.8	4.3	2.23	↑ 10/09
New Jersey	158.8	0.7	2.75	↑ 1/09
New York	291.3	0.7	2.76	↑ 4/09
Pennsylvania	161.0	-6.3	3.50	↑ 10/09
SOUTH	**1,550.0**	**25.4**	**3.33**	
Florida	234.6	5.3	4.72	↑ 4/09
Georgia	119.8	4.0	4.03	↑ 1/09
Maryland	118.9	-2.4	1.79	↑ 4/09
North Carolina	120.2	5.9	3.83	↑ 4/09
Texas	294.0	-0.5	3.41	↑ 10/09
Virginia	166.1	-1.7	1.73	↑ 4/09
MIDWEST	**863.1**	**11.8**	**3.80**	
Illinois	161.4	-7.7	3.97	↑ 10/09
Michigan	102.4	3.9	6.44	↑ 11/09
Minnesota	90.2	3.8	2.40	↑ 11/09
Missouri	83.0	3.9	3.48	↑ 10/09
Ohio	140.1	4.1	4.42	↑ 10/09
Wisconsin	79.7	-0.8	2.97	↑ 11/09
WEST	**994.0**	**-0.8**	**3.89**	
Arizona	83.5	1.3	3.76	↑ 10/09
California	455.9	1.7	4.98	↑ 10/09
Colorado	87.6	0.4	2.48	↑ 11/09
Washington	110.6	-3.5	2.77	↑ 4/09

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) .

The **South** rose 25,400 in September, reflecting gains in three out of the six large States. Florida increased by 5,300 for a combined 4-month increase of 20,700. Florida is at its highest level since July 2008. North Carolina rose 5,900 in September while Georgia gained 4,000 and reached its highest level since April. Maryland dropped 2,400 in September to its lowest level since March. Virginia fell 1,700 to its lowest level since April. Texas experienced a small drop of 500. Among the less populous states in the South, advertised vacancies in Kentucky increased by 1,500, Louisiana increased by 600, and Oklahoma increased by 100 (Table 3).

The **Midwest** rose 11,800 in September after having risen 5,800 in August with several large states (Michigan, Ohio and Minnesota) in the region continuing to post gains. In September, Michigan rose 3,900 to 102,400, the highest level since the HWOL series began in May 2005. Ohio was up 4,100 in September and reached its highest level since November 2008. Missouri rose 3,900, and Minnesota rose 3,800 to its highest level since October 2008. Illinois declined a fairly sharp 7,700 in September after an August rise that had led to its highest level since June 2008. The September drop in Illinois largely reflected losses in Healthcare practitioners, Sales & related, and Management occupations. Wisconsin lost 800 this month after having decreased 500 in August. Among the States with smaller populations, Indiana gained 2,000 while North Dakota gained 800 (Table 3).

The **Northeast** region dipped 4,600 this month after an August decline of 19,200. Pennsylvania declined 6,300 in September largely due to a decline in the Healthcare practitioner occupations. Massachusetts gained 4,300 and reached its highest level since September 2008. New Jersey and New York both gained 700 in September. Among the smaller States, Connecticut declined 2,600. Maine and Rhode Island both dropped 1,000. Vermont and New Hampshire gained 500 and 300 respectively.

In the **West** labor demand was basically unchanged (-800). Washington declined by 3,500 to its lowest level since March 2010. California gained a modest 1,700 in September. Since January the number of advertised vacancies in California has hovered around 450,000 per month. Arizona gained 1,300 in September while Colorado inched up 400 (Table A) and reached its highest level since November 2008. Among the smaller States, Nevada gained 1,100 and New Mexico gained a slim 100. Oregon, Alaska, and Hawaii dropped 900, 600, and 300 respectively (Table 3).

The Supply/Demand rate for the U.S. in August (the latest month for which unemployment numbers are available) was at 3.51, indicating that there were more than 3 unemployed workers for every online advertised vacancy. Nationally, there are 10.6 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 0.97. States with the next lowest rates include South Dakota (1.26), Alaska (1.33), and Nebraska (1.38), 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 Michigan (6.44) and Mississippi (6.30), where there are over 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 10.2 in September 2009 when there were just over 10 unemployed for every online advertised vacancy. Other states with high S/D rates are Indiana (5.26) and California (4.98).

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 for Computer and Mathematical Science workers rises 15,200 in September**
- **Demand for Sales and Related workers retreats 26,400 in September**
- **Demand for Healthcare Practitioners and Technical workers down for the third month in a row, but the number of advertised vacancies continues to exceed the unemployed by 2 to 1**

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

Occupation	Total Ads (Thousands) Sep-10	M-O-M Change (Thousands) Sep-Aug 10	Unemployed (Thousands) Aug-10	Supply/ Demand Rate[1] Aug-10	Average Hourly Wage[2]
Computer and mathematical science	587.9	15.2	176.7	0.31	$36.68
Management	577.3	-11.5	747.6	1.27	$49.47
Healthcare practitioners and technical	516.3	-26.2	221.5	0.41	$33.51
Sales and related	482.2	-26.4	1,571.0	3.09	$17.32
Office and administrative support	461.0	7.2	1,749.5	3.86	$15.86
Business and financial operations	222.2	-9.5	295.8	1.28	$31.68
Architecture and engineering	179.0	9.2	160.8	0.95	$35.38
Transportation and material moving	147.7	9.9	1,075.3	7.81	$15.47
Installation, maintenance, and repair	120.5	1.5	567.2	4.77	$20.30
Production	108.9	2.7	1,120.6	10.55	$16.01

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**, Computer and Mathematical Science** occupations posted the largest September increase, up 15,200 to 587,900, offsetting the 14,000 loss in August (Table B). The increase was largely due to rising demand for computer software engineers (systems software) and web developers. Advertised vacancies in this field are at their highest level since September 2008. Demand for workers in this occupational category exceeds the number of unemployed looking for work by just over 3 to 1.

Transportation and Material Moving occupations posted the second largest September increase, up 9,900 to 147,700. The September rise was largely due to increases in demand for truck drivers and laborers and freight, stock, and material movers (hand). Advertised vacancies in this field are at their highest level since April 2007. The ratio between the number of unemployed looking for work and advertised vacancies was nearly 8 job-seekers for each advertised vacancy.

Demand for **Architecture and Engineering** occupations rose 9,200 to 179,000. The September increase was largely due to increases in demand for industrial engineers, electronics engineers except computer, electrical engineers, and aerospace engineers. Advertised vacancies in this field are at their highest level since November 2008. Advertised vacancies in this field outnumbered the unemployed looking for work in this field by 1.1 to 1.

Demand for **Office and Administrative Support** rose by 7,200 to 461,000 and was led by an increased demand for a wide variety of office staff positions including general office clerks, customer service representatives, shipping, receiving, and traffic clerks, and executive secretaries and administrative assistants. Advertised vacancies in this field are at their highest level since November 2008. However, there still remain almost four unemployed (3.9) looking for work in Office and Administrative Support for every advertised opening (Table B).

Sales and Related occupations fell 26,400 in September to 482,200. This month's decline follows an upward trend in labor demand for sales workers that began in February 2009. The September decline was largely due to decreases in demand for first-line supervisors/managers of retail sales workers and sales representatives, wholesale and manufacturing, except technical and scientific products. The ratio between the number of unemployed looking for work and advertised vacancies was over 3 job-seekers for each advertised vacancy.

Labor demand for **Healthcare Practitioners and Technical** occupations dropped for the third month in a row and was down 26,200 in September to 516,300. The drop was largely due to decreases in advertised vacancies for registered nurses and physical and occupational therapists. Since January 2010 demand has dropped by a total of 51,100; however, the number of advertised vacancies continues to outnumber job seekers by over 2 to 1. **Healthcare Support** also dropped for the third straight month by 5,100 to 103,800, mainly due to the slide in physical and occupational therapist assistants. There were 2.8 unemployed for every advertised vacancy in healthcare support (Table 7).

Healthcare is a broad field, and the relative tightness of the labor market varies substantially from the higher-paying practitioner and technical jobs to the lower-paying support occupations. In August, the latest month for which unemployment data are available, advertised vacancies for healthcare practitioners or technical occupations outnumbered the unemployed looking for work in this field by over 2 to 1, and the average wage in these occupations is $33.51/hour. (Table B and Table 7**)** In sharp contrast, the average wage for healthcare support occupations is $12.84/hour and there were nearly 3 unemployed looking for work in the field for every advertised vacancy.

Management occupations posted a September decrease of 11,500 to 577,300 and followed a gain of 8,300 in August. The September drop was largely due to decreases in demand for marketing managers, medical and health services managers, and sales managers. 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 **Business and Financial Operations** fell 9,500 to 222,200. The September decrease was largely due to decreases in demand for financial analysts, insurance adjusters, and training and development specialists. Like Management occupations, the ratio between the number of unemployed looking for work and advertised vacancies was slightly over one job seeker for each advertised vacancy.

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 (0.31), Healthcare Practitioners (0.41), and Architecture and Engineering (0.95). On the other hand, in Production occupations, there were nearly 11 people seeking jobs in this field for every online advertised vacancy (10.6) and there were nearly eight unemployed looking for work in Transportation and Material Moving positions for every advertised opening (7.8).

METRO AREA HIGHLIGHTS

- **Washington, D.C., Oklahoma City, and Baltimore have the lowest Supply/Demand rates**
- **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[1]	
	Sep-10		Sep-10		Jul-10
New York, NY	312.72	Washington, DC	6.02	Washington, DC	1.05
Washington, DC	188.11	San Jose, CA	5.41	Baltimore, MD	1.58
Los Angeles, CA	177.57	Baltimore, MD	5.18	Oklahoma City, OK	1.58
Chicago, IL	134.41	Charlotte, NC	4.83	Honolulu, HI	1.66
Boston, MA	117.18	San Francisco, CA	4.81	Salt Lake City, UT	1.81
San Francisco, CA	108.14	Hartford, CT	4.79	Hartford, CT	1.98
Dallas, TX	101.64	Boston, MA	4.53	Boston, MA	2.02
Philadelphia, PA	92.67	Oklahoma City, OK	4.4	Austin, TX	2.04
Atlanta, GA	86.40	Seattle-Tacoma, WA	4.27	Seattle-Tacoma, WA	2.11
Houston, TX	81.37	Milwaukee, WI	4.21	Minneapolis-St. Paul, MN	2.12

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 September, 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 32 percent above its September 2009 level, the Washington, D.C. metro area was 14 percent above its September 2009 level, and the Los Angeles metro area was 26 percent above last year's level (Table C & Table 5).

The number of unemployed exceeded the number of advertised vacancies in all of the 52 metro areas for which information is reported separately. Washington, D.C., Oklahoma City, and Baltimore were the locations with the 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 over 10 unemployed people for every advertised vacancy (10.2) – Detroit (7.3), Miami (5.7), and Sacramento (5.0). Supply/Demand rate data are for July 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 August 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 September 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 September 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

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Publication Schedule, Help Wanted Online Data Series

Data for the Month	Release Date
October, 2010	November 1, 2010
November, 2010	December 1, 2010*
December, 2010	January 5, 2011*

*Wednesday release due to holidays or data availability.

Table 1: National/Regional Total Ads and New Ads (Levels), Seasonally Adjusted								
	Total Ads[1] (Thousands)			M-O-M Change (Thousands)	New Ads[2] (Thousands)			M-O-M Change (Thousands)
Location[3]	Sep-09	Aug-10	Sep-10	Sep-Aug 10	Sep-09	Aug-10	Sep-10	Sep-Aug 10
United States	**3,351.5**	**4,236.2**	**4,296.1**	**59.9**	**2,003.2**	**2,653.8**	**2,584.2**	**-69.7**
New England	216.1	283.8	283.9	0.1	127.3	171.0	169.2	-1.8
Middle Atlantic	474.5	615.5	610.8	-4.7	303.7	396.1	368.1	-28.0
South Atlantic	741.9	919.6	931.9	12.4	431.3	558.8	554.5	-4.3
East North Central	411.6	544.2	544.7	0.5	247.9	338.8	332.5	-6.3
East South Central	146.4	185.7	192.6	6.9	79.9	109.4	108.8	-0.6
West North Central	237.9	307.1	318.4	11.3	134.0	188.8	187.8	-0.9
West South Central	321.5	419.3	425.5	6.2	186.4	253.9	250.4	-3.5
Mountain	275.8	331.2	331.9	0.6	166.6	206.4	204.7	-1.7
Pacific	530.5	663.6	662.1	-1.5	334.1	426.1	418.1	-8.0

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

Table 2: National/Regional Total Ads and New Ads Rates, Seasonally Adjusted						
	Total Ads Rate[1] (Percent)			New Ads Rate[1] (Percent)		
Location[2]	Sep-09	Aug-10	Sep-10	Sep-09	Aug-10	Sep-10
United States	**2.18**	**2.75**	**2.79**	**1.30**	**1.72**	**1.68**
New England	2.79	3.68	3.68	1.65	2.22	2.19
Middle Atlantic	2.30	3.00	2.98	1.47	1.93	1.79
South Atlantic	2.53	3.15	3.20	1.47	1.92	1.90
East North Central	1.74	2.31	2.32	1.05	1.44	1.41
East South Central	1.73	2.18	2.26	0.94	1.29	1.28
West North Central	2.17	2.82	2.93	1.22	1.74	1.73
West South Central	1.87	2.42	2.46	1.08	1.46	1.44
Mountain	2.50	3.00	3.01	1.51	1.87	1.86
Pacific	2.15	2.68	2.68	1.36	1.72	1.69

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.

Table 3: State Total Ads and New Ads (Levels), Seasonally Adjusted								
	Total Ads[1] (Thousands)			M-O-M Change (Thousands)	New Ads[2] (Thousands)			M-O-M Change (Thousands)
Location	Sep-09	Aug-10	Sep-10	Sep-Aug 10	Sep-09	Aug-10	Sep-10	Sep-Aug 10
United States	**3,351.5**	**4,236.2**	**4,296.1**	**59.9**	**2,003.2**	**2,653.8**	**2,584.2**	**-69.7**
Alabama	42.6	50.4	53.4	3.0	20.8	27.5	27.2	-0.3
Alaska	18.4	21.1	20.5	-0.6	9.2	12.0	11.4	-0.6
Arkansas	26.4	28.0	27.7	-0.2	14.8	16.0	15.4	-0.6
Arizona	65.5	82.2	83.5	1.3	39.0	53.0	53.4	0.4
California	365.8	454.2	455.9	1.7	238.7	295.0	297.4	2.5
Colorado	66.8	87.3	87.6	0.4	42.0	54.8	54.2	-0.6
Connecticut	49.9	68.5	66.0	-2.6	29.0	41.0	37.9	-3.2
Delaware	13.6	19.8	19.6	-0.2	7.4	11.5	11.1	-0.3
Florida	170.9	229.4	234.6	5.3	114.0	154.3	159.5	5.1
Georgia	91.6	115.8	119.8	4.0	54.7	68.0	68.4	0.4
Hawaii	15.7	20.5	20.2	-0.3	9.9	13.7	13.5	-0.2
Iowa	36.6	44.9	47.1	2.2	18.3	24.8	25.1	0.3
Idaho	20.0	21.2	21.0	-0.2	13.5	14.6	14.3	-0.3
Illinois	125.4	169.2	161.4	-7.7	71.7	101.1	91.1	-10.0
Indiana	48.3	60.4	62.4	2.0	27.8	35.5	35.9	0.4
Kansas	30.8	35.0	36.0	1.1	16.2	20.5	20.6	0.1
Kentucky	30.9	43.6	45.1	1.5	17.9	24.2	25.4	1.2
Louisiana	36.3	48.1	48.7	0.6	21.3	29.5	28.8	-0.6
Massachusetts	106.0	136.5	140.8	4.3	62.9	80.2	81.5	1.3
Maryland	109.0	121.3	118.9	-2.4	56.4	65.7	64.3	-1.4
Maine	16.6	20.5	19.5	-1.0	8.8	11.3	11.4	0.1
Michigan	70.0	98.5	102.4	3.9	45.7	66.4	68.5	2.1
Minnesota	59.4	86.4	90.2	3.8	35.5	54.5	56.1	1.6
Missouri	62.1	79.1	83.0	3.9	37.7	50.6	52.0	1.4
Mississippi	17.6	20.5	20.5	0.0	9.8	11.4	11.7	0.3
Montana	12.8	16.0	15.6	-0.4	6.2	8.8	8.3	-0.5
North Carolina	84.5	114.2	120.2	5.9	53.4	74.1	76.4	2.3
North Dakota	8.2	14.0	14.9	0.8	4.4	7.0	7.1	0.0
Nebraska	28.7	32.8	32.2	-0.6	17.1	20.5	19.4	-1.2
New Hampshire	18.1	24.3	24.6	0.3	11.1	15.1	16.1	0.9
New Jersey	127.3	158.1	158.8	0.7	79.9	97.0	95.8	-1.2
New Mexico	26.3	27.8	27.9	0.1	15.2	16.8	16.7	0.0
Nevada	41.7	47.3	48.4	1.1	26.4	31.8	32.7	0.9
New York	221.2	290.6	291.3	0.7	144.8	194.4	174.4	-20.0
Ohio	104.4	136.0	140.1	4.1	65.3	86.8	89.6	2.8
Oklahoma	37.9	52.0	52.1	0.1	22.1	30.4	30.7	0.3
Oregon	42.2	55.8	54.9	-0.9	25.2	35.6	33.5	-2.1
Pennsylvania	126.2	167.3	161.0	-6.3	78.6	103.6	97.4	-6.2
Rhode Island	15.4	21.6	20.6	-1.0	9.8	14.7	14.1	-0.6
South Carolina	44.1	56.3	56.8	0.4	24.4	33.9	32.9	-1.0
South Dakota	12.2	15.7	15.5	-0.3	5.0	7.4	7.7	0.3
Tennessee	55.4	72.4	73.8	1.3	32.4	44.4	45.8	1.5
Texas	218.7	294.5	294.0	-0.5	126.6	175.1	173.7	-1.4
Utah	34.0	39.0	39.6	0.6	19.9	20.9	21.1	0.2
Virginia	141.3	167.8	166.1	-1.7	74.9	90.5	87.5	-3.0
Vermont	10.2	12.2	12.7	0.5	5.7	7.8	8.2	0.5
Washington	88.4	114.2	110.6	-3.5	50.6	68.6	61.8	-6.8
Wisconsin	64.3	80.6	79.7	-0.8	37.6	48.3	47.9	-0.4
West Virginia	17.0	19.6	17.3	-2.3	8.8	11.1	8.7	-2.3
Wyoming	8.3	9.4	8.0	-1.4	4.7	4.9	4.2	-0.7

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							
	Total Ads Rate[1] (Percent)			Unemployment Rate[2]	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate[3]
Location	Sep-09	Aug-10	Sep-10	Aug-10	Aug-10	Aug-10	Aug-10
United States	**2.18**	**2.75**	**2.79**	**9.6**	**14,860.00**	**4,236.2**	**3.51**
Alabama	2.04	2.40	2.54	9.2	192.83	50.4	3.83
Alaska	5.10	5.81	5.65	7.7	28.00	21.1	1.33
Arkansas	1.93	2.09	2.07	7.5	100.97	28.0	3.61
Arizona	2.08	2.59	2.63	9.7	309.02	82.2	3.76
California	2.01	2.49	2.50	12.4	2,261.45	454.2	4.98
Colorado	2.50	3.28	3.30	8.2	216.51	87.3	2.48
Connecticut	2.64	3.65	3.51	9.1	171.39	68.5	2.50
Delaware	3.16	4.68	4.63	8.4	35.30	19.8	1.79
Florida	1.86	2.49	2.54	11.7	1,083.72	229.4	4.72
Georgia	1.93	2.48	2.57	10.0	466.93	115.8	4.03
Hawaii	2.47	3.22	3.18	6.4	40.92	20.5	2.00
Iowa	2.19	2.68	2.81	6.8	114.24	44.9	2.55
Idaho	2.67	2.80	2.77	8.9	67.29	21.2	3.18
Illinois	1.90	2.55	2.44	10.1	671.41	169.2	3.97
Indiana	1.54	1.94	2.00	10.2	317.72	60.4	5.26
Kansas	2.02	2.34	2.42	6.6	97.90	35.0	2.80
Kentucky	1.49	2.11	2.18	10.0	205.94	43.6	4.72
Louisiana	1.76	2.29	2.32	7.6	158.91	48.1	3.30
Massachusetts	3.05	3.93	4.05	8.8	304.44	136.5	2.23
Maryland	3.67	4.11	4.03	7.3	216.59	121.3	1.79
Maine	2.37	2.96	2.81	8.0	55.44	20.5	2.70
Michigan	1.44	2.04	2.12	13.1	634.42	98.5	6.44
Minnesota	2.00	2.92	3.05	7.0	207.48	86.4	2.40
Missouri	2.05	2.66	2.79	9.3	275.54	79.1	3.48
Mississippi	1.36	1.58	1.58	10.0	129.11	20.5	6.30
Montana	2.57	3.23	3.14	7.4	36.76	16.0	2.29
North Carolina	1.87	2.54	2.67	9.7	437.63	114.2	3.83
North Dakota	2.25	3.81	4.05	3.7	13.61	14.0	0.97
Nebraska	2.92	3.36	3.30	4.6	45.26	32.8	1.38
New Hampshire	2.44	3.29	3.33	5.7	42.29	24.3	1.74
New Jersey	2.81	3.51	3.52	9.6	434.57	158.1	2.75
New Mexico	2.75	2.91	2.92	8.3	78.78	27.8	2.83
Nevada	3.04	3.50	3.58	14.4	194.68	47.3	4.12
New York	2.28	3.01	3.02	8.3	801.44	290.6	2.76
Ohio	1.76	2.30	2.36	10.1	601.33	136.0	4.42
Oklahoma	2.13	2.96	2.97	7.0	122.48	52.0	2.36
Oregon	2.17	2.84	2.79	10.6	208.70	55.8	3.74
Pennsylvania	1.97	2.63	2.53	9.2	584.90	167.3	3.50
Rhode Island	2.70	3.77	3.60	11.8	67.47	21.6	3.13
South Carolina	2.03	2.62	2.64	11.0	236.65	56.3	4.20
South Dakota	2.75	3.56	3.50	4.5	19.80	15.7	1.26
Tennessee	1.85	2.38	2.43	9.6	291.31	72.4	4.02
Texas	1.82	2.43	2.42	8.3	1,004.39	294.5	3.41
Utah	2.51	2.88	2.93	7.4	100.50	39.0	2.58
Virginia	3.40	4.03	3.98	7.0	289.87	167.8	1.73
Vermont	2.86	3.44	3.58	6.0	21.30	12.2	1.74
Washington	2.51	3.23	3.13	8.9	315.79	114.2	2.77
Wisconsin	2.10	2.66	2.63	7.9	239.15	80.6	2.97
West Virginia	2.14	2.53	2.24	8.8	68.24	19.6	3.48
Wyoming	2.83	3.24	2.75	6.8	19.82	9.4	2.10

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								
	Total Ads[1] (Thousands)			Percent Change Y-O-Y	New Ads[2] (Thousands)			Percent Change Y-O-Y
Location[3]	Sep-09	Aug-10	Sep-10	Sep 09-10	Sep-09	Aug-10	Sep-10	Sep 09-10
Birmingham, AL	12.4	16.7	17.0	36.7%	6.3	9.0	9.4	49.4%
Phoenix, AZ	45.4	58.7	57.7	27.1%	28.0	38.1	37.1	32.3%
Tucson, AZ	11.6	14.7	14.4	23.8%	7.2	9.6	9.5	31.7%
Los Angeles, CA	141.2	178.7	177.6	25.8%	96.2	119.9	119.0	23.8%
Riverside, CA	24.5	27.1	27.0	10.3%	16.1	18.0	18.9	17.2%
Sacramento, CA	22.7	27.1	27.0	19.2%	14.1	17.5	17.9	26.4%
San Diego, CA	41.2	49.3	47.0	14.2%	26.1	32.8	30.8	18.1%
San Francisco, CA	81.2	112.3	108.1	33.2%	51.7	69.7	66.7	29.0%
San Jose, CA	29.6	49.3	49.3	66.8%	15.5	26.1	26.1	68.6%
Denver, CO	37.9	53.4	52.5	38.6%	23.4	33.3	31.9	36.0%
Hartford, CT	19.5	30.8	29.0	48.9%	12.1	17.9	16.7	38.3%
Washington, DC	164.7	196.6	188.1	14.2%	83.3	102.4	96.2	15.4%
Jacksonville, FL	17.1	24.5	24.0	40.2%	11.6	16.1	15.7	35.3%
Miami, FL	47.7	64.9	67.7	42.1%	30.4	41.5	43.3	42.4%
Orlando, FL	27.5	36.5	37.4	36.0%	19.3	25.8	26.5	37.5%
Tampa, FL	32.0	41.1	42.6	33.1%	20.8	27.1	27.9	34.4%
Atlanta, GA	61.6	86.5	86.4	40.3%	38.6	51.8	50.3	30.4%
Honolulu, HI	12.5	15.7	15.5	23.9%	8.9	11.4	11.2	26.4%
Chicago, IL	104.3	142.4	134.4	28.9%	60.9	85.4	77.5	27.3%
Indianapolis, IN	21.9	27.8	27.8	27.0%	12.4	16.6	16.6	34.0%
Louisville, KY	12.5	19.1	19.2	53.6%	7.7	11.5	11.3	45.8%
New Orleans, LA	13.2	17.3	16.9	28.6%	7.9	11.4	10.8	36.8%
Baltimore, MD	61.9	72.7	72.5	17.2%	33.7	41.6	41.4	23.0%
Boston, MA	85.7	117.6	117.2	36.8%	53.1	70.8	70.4	32.5%
Detroit, MI	30.3	47.9	49.5	63.2%	20.9	32.3	33.8	61.6%
Minneapolis-St. Paul, MN	45.7	66.6	70.6	54.6%	28.2	42.3	45.4	60.6%
Kansas City, MO	24.7	34.9	35.2	42.6%	14.8	21.8	21.9	47.9%
St. Louis, MO	32.4	43.6	43.0	32.9%	20.2	28.0	27.0	33.8%
Las Vegas, NV	30.3	35.4	36.1	19.0%	19.9	24.5	25.2	26.8%
Buffalo, NY	14.9	19.3	19.0	27.7%	9.9	12.9	11.4	15.8%
New York, NY	236.6	324.1	312.7	32.2%	159.5	212.4	194.0	21.6%
Rochester, NY	11.1	16.5	16.2	46.0%	7.4	11.0	10.2	38.8%
Charlotte, NC	25.4	40.3	41.3	62.8%	16.5	24.3	25.0	51.9%
Cincinnati, OH	23.1	31.1	32.1	38.6%	13.8	18.8	19.4	41.1%
Cleveland, OH	26.1	39.2	39.0	49.2%	15.6	25.6	25.4	63.1%
Columbus, OH	25.3	34.0	34.9	38.1%	16.3	21.0	21.7	32.9%
Oklahoma City, OK	17.6	25.4	25.3	43.7%	10.5	15.3	15.2	44.2%
Portland, OR	28.7	41.6	39.0	36.1%	17.6	25.9	23.0	31.2%
Philadelphia, PA	70.2	97.0	92.7	32.1%	42.6	58.0	53.9	26.7%
Pittsburgh, PA	35.7	48.0	46.7	30.8%	24.3	32.2	30.6	25.8%
Providence, RI	19.3	24.7	24.6	27.3%	13.5	17.0	16.9	25.2%
Memphis, TN	12.1	17.0	16.8	39.4%	6.9	10.4	10.1	47.0%
Nashville, TN	20.2	28.1	28.0	38.4%	12.3	18.4	18.2	47.8%
Austin, TX	24.9	34.3	34.7	39.1%	15.5	21.7	21.7	40.4%
Dallas, TX	70.8	102.5	101.6	43.5%	41.0	59.9	58.5	42.7%
Houston, TX	56.6	80.7	81.4	43.6%	30.9	45.6	45.5	47.2%
San Antonio, TX	27.1	33.8	35.7	32.0%	17.0	22.2	23.7	39.4%
Salt Lake City, UT	21.8	25.2	25.2	16.0%	13.0	13.7	13.9	6.9%
Richmond, VA	17.0	24.1	22.6	32.5%	10.8	15.5	14.1	30.7%
Virginia Beach, VA	20.0	26.5	25.1	25.5%	12.6	16.7	15.4	21.8%
Seattle-Tacoma, WA	61.4	83.4	80.5	31.1%	36.8	49.5	46.2	25.5%
Milwaukee, WI	24.1	31.8	33.4	38.5%	13.5	19.7	20.8	53.7%

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							
	Total Ads Rate[1] (Percent)			Unemployment Rate[2]	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate[3]
Location[4]	Sep-09	Aug-10	Sep-10	Jul-10	Jul-10	Jul-10	Jul-10
Birmingham, AL	2.44	3.27	3.34	9.0	45.8	15.4	2.98
Phoenix, AZ	2.16	2.76	2.71	9.1	194.6	54.3	3.58
Tucson, AZ	2.37	3.00	2.95	9.3	45.4	14.4	3.16
Los Angeles, CA	2.19	2.74	2.72	12.5	814.3	165.2	4.93
Riverside, CA	1.39	1.52	1.52	15.1	268.2	26.3	10.19
Sacramento, CA	2.15	2.55	2.54	12.7	134.9	27.0	5.00
San Diego, CA	2.66	3.12	2.98	10.8	171.4	44.9	3.82
San Francisco, CA	3.62	4.99	4.81	10.8	242.4	103.2	2.35
San Jose, CA	3.29	5.41	5.41	11.5	105.0	46.9	2.24
Denver, CO	2.78	3.88	3.81	8.1	111.7	48.7	2.30
Hartford, CT	3.26	5.09	4.79	9.5	57.4	29.0	1.98
Washington, DC	5.43	6.29	6.02	6.3	196.7	187.6	1.05
Jacksonville, FL	2.49	3.52	3.45	11.7	81.2	22.9	3.54
Miami, FL	1.67	2.23	2.33	12.1	350.7	61.2	5.73
Orlando, FL	2.44	3.23	3.31	11.7	132.4	35.3	3.75
Tampa, FL	2.42	3.10	3.22	12.3	162.5	40.1	4.05
Atlanta, GA	2.30	3.25	3.25	10.2	271.1	80.0	3.39
Honolulu, HI	2.83	3.50	3.45	5.8	25.9	15.6	1.66
Chicago, IL	2.16	2.90	2.73	10.5	516.8	127.3	4.06
Indianapolis, IN	2.47	3.12	3.12	9.2	81.7	26.0	3.15
Louisville, KY	1.96	2.98	3.00	9.7	62.1	18.0	3.45
New Orleans, LA	2.47	3.11	3.04	7.5	41.8	15.4	2.71
Baltimore, MD	4.46	5.19	5.18	8.2	114.5	72.4	1.58
Boston, MA	3.41	4.55	4.53	8.4	217.8	108.0	2.02
Detroit, MI	1.44	2.26	2.33	15.2	322.0	43.9	7.34
Minneapolis-St. Paul, MN	2.46	3.52	3.73	6.8	128.9	60.9	2.12
Kansas City, MO	2.37	3.34	3.38	8.8	91.8	32.4	2.83
St. Louis, MO	2.26	3.00	2.96	10.1	147.0	39.8	3.69
Las Vegas, NV	3.07	3.62	3.69	14.8	144.5	32.5	4.45
Buffalo, NY	2.55	3.27	3.21	8.0	47.5	16.5	2.88
New York, NY	2.51	3.37	3.26	9.1	878.6	296.1	2.97
Rochester, NY	2.10	3.09	3.03	7.8	41.5	14.3	2.91
Charlotte, NC	3.00	4.72	4.83	11.2	95.8	39.0	2.46
Cincinnati, OH	2.05	2.70	2.78	9.8	113.1	28.0	4.04
Cleveland, OH	2.43	3.55	3.53	9.3	102.4	35.5	2.88
Columbus, OH	2.62	3.49	3.57	9.0	88.2	32.3	2.73
Oklahoma City, OK	3.06	4.41	4.40	6.4	37.0	23.4	1.58
Portland, OR	2.47	3.54	3.33	10.4	122.4	38.3	3.20
Philadelphia, PA	2.36	3.23	3.09	9.7	291.2	90.6	3.22
Pittsburgh, PA	2.92	3.86	3.75	8.5	106.2	42.8	2.48
Providence, RI	2.75	3.47	3.46	12.0	85.5	23.1	3.71
Memphis, TN	1.98	2.75	2.72	10.1	62.2	16.0	3.88
Nashville, TN	2.54	3.48	3.46	8.8	70.8	24.9	2.85
Austin, TX	2.79	3.74	3.78	7.3	67.1	32.9	2.04
Dallas, TX	2.23	3.15	3.12	8.5	277.0	93.3	2.97
Houston, TX	1.98	2.78	2.80	8.8	255.3	73.5	3.47
San Antonio, TX	2.79	3.43	3.62	7.7	76.3	32.3	2.36
Salt Lake City, UT	3.66	4.16	4.17	7.2	43.3	23.9	1.81
Richmond, VA	2.61	3.66	3.43	8.0	52.8	22.6	2.34
Virginia Beach, VA	2.42	3.12	2.96	7.6	64.2	25.2	2.54
Seattle-Tacoma, WA	3.26	4.42	4.27	8.6	161.3	76.5	2.11
Milwaukee, WI	3.04	4.01	4.21	8.6	68.1	30.4	2.24

Source: The Conference Board

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

Table 7: National Labor Supply/Labor Demand by Occupation[1], Seasonally Adjusted							
	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed[3] (Thousands)	Supply/ Demand Rate[4]	Average Hourly Wage[5]
Occupation[2]	Sep-09	Aug-10	Sep-10	Sep-Aug 10	Aug-10	Aug-10	
Total	3,351.5	4,236.2	4,296.1	59.9	14,860.0	3.5	$20.90
Management	414.1	588.8	577.3	-11.5	747.6	1.3	$49.47
Business and financial operations	167.4	231.8	222.2	-9.5	295.8	1.3	$31.68
Computer and mathematical science	404.7	572.7	587.9	15.2	176.7	0.3	$36.68
Architecture and engineering	114.8	169.8	179.0	9.2	160.8	0.9	$35.38
Life, physical, and social science	69.1	92.3	87.5	-4.8	64.7	0.7	$31.57
Community and social services	40.9	48.6	46.9	-1.6	102.5	2.1	$20.55
Legal	22.7	26.5	25.6	-0.9	35.6	1.3	$46.07
Education, training, and library	64.2	83.5	84.8	1.4	393.9	4.7	$23.81
Arts, design, entertainment, sports, and media	87.8	109.9	107.5	-2.4	256.2	2.3	$24.87
Healthcare practitioners and technical	606.1	542.5	516.3	-26.2	221.5	0.4	$33.51
Healthcare support	112.7	108.9	103.8	-5.1	304.4	2.8	$12.84
Protective service	25.5	28.1	32.4	4.3	258.8	9.2	$20.07
Food preparation and serving related	76.1	114.1	107.0	-7.1	1,083.3	9.5	$10.04
Building and grounds cleaning and maintenance	34.4	47.2	50.1	2.9	850.2	18.0	$12.00
Personal care and service	51.6	68.3	81.8	13.5	447.5	6.5	$11.87
Sales and related	368.0	508.6	482.2	-26.4	1,571.0	3.1	$17.32
Office and administrative support	336.2	453.8	461.0	7.2	1,749.5	3.9	$15.86
Farming, fishing, and forestry	4.9	6.7	6.6	-0.1	145.7	21.7	$11.53
Construction and extraction	41.1	58.4	58.7	0.3	1,893.9	32.4	$20.84
Installation, maintenance, and repair	82.9	119.0	120.5	1.5	567.2	4.8	$20.30
Production	67.1	106.2	108.9	2.7	1,120.6	10.6	$16.01
Transportation and material moving	81.7	137.7	147.7	9.9	1,075.3	7.8	$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.

Table 8: State Occupational Demand and Pay[1], Not Seasonally Adjusted						
	Management and Business/Financial		Professional & Related		Service	
Location	Total Ads Sep-10	Average Hourly Wage[2]	Total Ads Sep-10	Average Hourly Wage[2]	Total Ads Sep-10	Average Hourly Wage[2]
United States	**819,047**	**$40.61**	**1,695,278**	**$29.97**	**420,573**	**$12.25**
Alabama	7,641	$37.52	18,521	$26.96	5,374	$10.45
Alaska	3,100	$36.69	8,462	$31.60	2,252	$14.58
Arizona	14,651	$35.89	34,488	$28.00	8,343	$12.50
Arkansas	3,913	$32.34	10,313	$24.22	2,906	$10.01
California	98,874	$45.67	196,010	$34.85	35,952	$13.67
Colorado	15,749	$39.69	35,745	$31.35	9,651	$12.66
Connecticut	14,994	$46.18	27,070	$32.22	5,765	$14.13
Delaware	4,009	$42.45	8,029	$32.28	1,509	$12.63
Florida	37,046	$36.23	79,443	$28.03	26,196	$11.88
Georgia	24,301	$41.11	51,614	$27.59	9,356	$11.07
Hawaii	3,089	$35.85	5,846	$28.58	2,574	$13.72
Idaho	2,819	$31.76	7,349	$25.57	3,195	$11.08
Illinois	38,338	$40.23	64,699	$31.06	13,397	$12.94
Indiana	10,689	$36.35	22,235	$25.80	5,903	$11.08
Iowa	7,274	$33.40	16,844	$24.20	5,160	$11.00
Kansas	6,068	$35.34	14,161	$25.19	3,709	$10.90
Kentucky	6,889	$33.70	14,828	$25.64	4,398	$10.57
Louisiana	7,236	$33.92	15,529	$25.24	5,267	$10.56
Maine	2,821	$33.30	7,464	$26.20	3,066	$11.67
Maryland	21,728	$43.38	56,763	$33.82	10,310	$13.08
Massachusetts	30,713	$47.19	59,113	$34.16	13,585	$14.49
Michigan	17,435	$38.76	38,252	$29.30	11,594	$12.01
Minnesota	18,641	$38.48	35,576	$30.04	8,647	$12.22
Mississippi	3,064	$31.91	7,506	$23.36	2,006	$9.98
Missouri	13,759	$35.79	29,853	$26.25	9,180	$10.91
Montana	2,177	$29.54	5,527	$22.55	2,308	$10.73
Nebraska	4,891	$33.99	10,997	$24.81	3,819	$10.78
Nevada	7,003	$38.17	14,788	$29.69	6,596	$12.94
New Hampshire	3,882	$40.38	9,338	$28.86	3,093	$12.53
New Jersey	32,509	$47.46	60,800	$33.23	16,547	$14.41
New Mexico	3,988	$36.04	11,561	$28.01	2,753	$11.03
New York	67,473	$49.57	110,235	$33.04	28,132	$14.18
North Carolina	21,442	$39.58	47,131	$26.90	11,929	$10.98
North Dakota	1,708	$33.39	4,032	$23.36	1,691	$10.66
Ohio	26,619	$37.53	50,905	$28.20	12,765	$11.50
Oklahoma	7,449	$31.71	18,431	$24.23	5,626	$10.38
Oregon	9,096	$36.97	22,482	$28.73	6,338	$12.67
Pennsylvania	31,602	$38.84	59,716	$28.89	17,602	$12.19
Rhode Island	3,811	$41.74	7,451	$31.11	2,686	$12.97
South Carolina	7,628	$36.52	20,561	$25.97	6,677	$10.69
South Dakota	2,151	$30.90	5,080	$22.66	2,111	$10.24
Tennessee	11,719	$34.94	25,600	$25.52	7,474	$10.82
Texas	55,908	$39.87	117,301	$29.25	25,725	$10.96
Utah	6,236	$34.69	13,584	$26.59	4,287	$11.27
Vermont	2,033	$35.87	4,751	$26.60	1,886	$12.68
Virginia	36,134	$42.31	79,897	$32.52	12,294	$12.11
Washington	21,711	$41.40	49,908	$32.03	11,461	$14.10
West Virginia	2,254	$30.72	6,583	$23.58	2,017	$9.99
Wisconsin	13,631	$35.87	31,330	$28.01	9,238	$11.60
Wyoming	1,164	$33.78	3,556	$25.64	722	$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						
	Sales and Office		Construction and Maintenance		Production and Transportation	
Location	Total Ads Sep-10	Average Hourly Wage[1]	Total Ads Sep-10	Average Hourly Wage[1]	Total Ads Sep-10	Average Hourly Wage[1]
United States	**989,037**	**$16.42**	**203,168**	**$20.25**	**283,701**	**$15.74**
Alabama	12,771	$14.10	4,310	$17.54	5,528	$14.68
Alaska	4,630	$16.99	1,250	$27.37	1,025	$20.51
Arizona	21,483	$16.01	3,556	$18.54	4,191	$15.69
Arkansas	6,837	$13.66	2,045	$16.65	3,145	$13.82
California	104,339	$18.02	14,658	$21.55	21,875	$15.85
Colorado	21,035	$17.60	4,114	$20.39	4,774	$16.31
Connecticut	14,428	$19.36	2,378	$23.70	4,032	$17.16
Delaware	4,023	$16.77	787	$21.19	1,046	$15.74
Florida	63,952	$15.80	11,628	$17.67	10,888	$14.95
Georgia	25,307	$15.81	5,459	$18.21	7,374	$14.70
Hawaii	6,038	$16.00	972	$25.48	1,014	$16.55
Idaho	5,715	$14.80	1,362	$17.88	1,803	$14.29
Illinois	35,714	$17.12	5,816	$24.63	11,671	$16.05
Indiana	15,239	$15.19	3,319	$20.50	6,536	$15.98
Iowa	11,208	$14.83	3,614	$18.59	5,507	$15.33
Kansas	8,725	$14.96	1,970	$19.15	2,925	$15.47
Kentucky	11,359	$14.44	2,818	$18.56	4,394	$15.82
Louisiana	12,322	$13.56	3,804	$18.18	4,586	$16.50
Maine	5,227	$14.85	1,012	$18.34	1,516	$15.39
Maryland	23,039	$17.07	4,988	$21.00	5,715	$16.78
Massachusetts	28,172	$19.01	4,649	$24.33	7,343	$16.99
Michigan	24,097	$16.23	5,350	$21.55	8,546	$17.13
Minnesota	20,080	$17.14	3,858	$22.53	7,666	$16.39
Mississippi	5,160	$13.27	1,138	$16.40	1,757	$13.93
Missouri	20,175	$15.43	4,536	$20.77	6,897	$15.37
Montana	4,301	$13.88	1,499	$18.83	1,334	$15.72
Nebraska	8,323	$14.43	2,530	$18.25	3,224	$15.70
Nevada	14,062	$15.74	2,156	$23.63	2,514	$15.81
New Hampshire	6,298	$16.45	1,367	$20.15	2,055	$15.90
New Jersey	35,197	$18.42	5,657	$24.04	9,107	$16.25
New Mexico	6,512	$13.94	1,470	$17.45	1,581	$15.44
New York	64,184	$18.88	10,548	$24.18	14,763	$17.04
North Carolina	25,712	$15.37	6,338	$17.76	7,785	$14.46
North Dakota	3,650	$14.02	1,736	$19.75	1,860	$15.81
Ohio	33,305	$15.66	7,219	$20.38	13,245	$15.69
Oklahoma	12,977	$13.65	3,916	$17.54	5,160	$14.83
Oregon	14,208	$16.63	2,645	$20.91	4,012	$15.83
Pennsylvania	38,135	$16.33	8,191	$20.44	12,398	$15.95
Rhode Island	5,128	$16.58	892	$21.51	1,473	$15.29
South Carolina	13,348	$14.35	3,760	$17.39	4,959	$14.96
South Dakota	3,787	$13.42	1,499	$16.56	1,666	$13.65
Tennessee	18,146	$14.74	4,288	$17.80	7,071	$14.78
Texas	67,627	$15.81	16,018	$17.68	19,146	$15.04
Utah	11,850	$14.87	1,967	$19.01	2,782	$15.35
Vermont	2,938	$15.66	651	$18.81	924	$15.78
Virginia	27,822	$16.44	6,396	$19.49	6,334	$15.73
Washington	23,522	$17.62	4,482	$23.12	5,524	$17.92
West Virginia	4,675	$13.04	1,281	$18.74	1,665	$15.07
Wisconsin	18,221	$15.65	4,301	$21.23	8,573	$16.04
Wyoming	2,117	$14.33	596	$21.26	696	$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[1], Not Seasonally Adjusted						
	Management and Business/Financial		Professional & Related		Service	
Location	Total Ads Sep-10	Average Hourly Wage[2]	Total Ads Sep-10	Average Hourly Wage[2]	Total Ads Sep-10	Average Hourly Wage[2]
United States	**819,047**	**$40.61**	**1,695,278**	**$29.97**	**420,573**	**$12.25**
Birmingham, AL	2,710	$39.26	4,888	$27.46	1,666	$10.98
Phoenix, AZ	10,327	$36.56	21,941	$28.66	4,931	$12.58
Tucson, AZ	1,971	$35.56	5,140	$28.71	1,793	$12.30
Los Angeles, CA	36,808	$45.91	65,888	$34.38	13,021	$13.38
Riverside, CA	4,128	$39.19	7,768	$30.59	3,163	$13.04
Sacramento, CA	4,825	$38.87	10,092	$32.92	2,182	$13.66
San Diego, CA	8,061	$43.69	18,005	$34.68	4,410	$12.97
San Francisco, CA	26,938	$50.82	47,752	$38.00	6,884	$14.65
San Jose, CA	10,818	$56.88	27,897	$44.43	1,616	$14.44
Denver, CO	10,005	$41.06	20,086	$33.07	4,876	$12.70
Hartford, CT	6,231	$42.75	11,061	$32.52	2,218	$14.11
Washington, DC	46,063	$48.01	92,949	$39.06	10,752	$14.07
Jacksonville, FL	4,020	$35.31	7,853	$27.45	2,396	$11.56
Miami, FL	11,980	$39.01	21,574	$28.72	7,006	$12.47
Orlando, FL	5,888	$36.17	11,034	$27.88	4,277	$11.37
Tampa, FL	7,217	$35.96	15,498	$28.79	3,977	$11.75
Atlanta, GA	18,888	$43.23	36,424	$29.65	5,659	$11.54
Honolulu, HI	2,332	$36.22	4,243	$28.80	2,142	$13.43
Chicago, IL	32,836	$42.09	49,232	$32.56	9,880	$13.25
Indianapolis, IN	5,163	$37.52	8,533	$27.84	2,457	$11.69
Louisville, KY	3,196	$36.39	5,963	$26.91	1,902	$10.84
New Orleans, LA	2,500	$34.98	4,822	$27.46	2,140	$11.21
Baltimore, MD	12,199	$41.80	32,403	$33.08	6,350	$13.30
Boston, MA	25,994	$48.62	48,091	$35.52	10,383	$14.76
Detroit, MI	8,525	$41.38	17,166	$31.52	5,520	$12.35
Minneapolis-St. Paul, MN	14,888	$40.71	25,381	$31.78	6,218	$12.70
Kansas City, MO	6,072	$37.52	11,636	$28.34	3,308	$11.80
St. Louis, MO	7,449	$38.26	15,171	$28.27	4,443	$11.42
Las Vegas, NV	5,113	$38.90	10,596	$29.51	5,141	$13.13
Buffalo, NY	2,910	$38.02	5,057	$27.37	2,295	$12.04
New York, NY	74,651	$52.18	116,323	$35.34	28,077	$14.89
Rochester, NY	2,225	$40.73	4,768	$27.43	1,980	$12.29
Charlotte, NC	9,395	$42.12	15,540	$28.72	3,330	$11.74
Cincinnati, OH	6,337	$38.86	10,005	$29.11	2,706	$11.74
Cleveland, OH	7,526	$38.61	13,589	$28.56	3,549	$12.09
Columbus, OH	6,513	$37.54	11,607	$30.17	3,036	$11.94
Oklahoma City, OK	3,299	$32.66	7,948	$26.53	2,630	$10.64
Portland, OR	6,450	$39.67	14,782	$30.85	3,553	$13.11
Philadelphia, PA	19,915	$43.75	34,744	$31.82	8,794	$13.34
Pittsburgh, PA	8,481	$37.29	13,760	$28.97	5,972	$11.72
Providence, RI	3,854	$41.48	7,865	$30.20	3,427	$13.04
Memphis, TN	2,903	$37.93	5,399	$27.41	1,428	$11.43
Nashville, TN	4,909	$36.47	9,060	$26.11	2,738	$11.15
Austin, TX	5,861	$39.97	14,588	$31.01	3,026	$11.39
Dallas, TX	21,635	$42.06	39,529	$31.37	7,103	$11.50
Houston, TX	16,667	$43.40	29,715	$32.07	5,957	$11.23
San Antonio, TX	5,314	$35.68	12,370	$27.80	4,291	$10.77
Salt Lake City, UT	4,054	$35.69	8,127	$28.61	2,650	$11.71
Richmond, VA	4,461	$38.49	7,751	$28.84	2,323	$11.85
Virginia Beach, VA	3,435	$36.08	8,580	$28.07	2,938	$11.32
Seattle-Tacoma, WA	16,383	$43.56	35,931	$34.48	6,441	$14.56
Milwaukee, WI	6,050	$39.08	11,971	$30.34	3,521	$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								
	Sales and Office			Construction and Maintenance			Production and Transportation	
Location	Total Ads Sep-10	Average Hourly Wage[1]		Total Ads Sep-10	Average Hourly Wage[1]		Total Ads Sep-10	Average Hourly Wage[1]
United States	**989,037**	**$16.42**		**203,168**	**$20.25**		**283,701**	**$15.74**
Birmingham, AL	4,685	$15.61		1,165	$18.20		1,598	$14.72
Phoenix, AZ	14,666	$16.64		2,092	$19.02		2,647	$15.92
Tucson, AZ	3,479	$14.72		888	$18.26		829	$14.67
Los Angeles, CA	42,908	$17.95		4,804	$22.71		8,846	$15.07
Riverside, CA	7,813	$15.90		1,361	$21.47		2,137	$15.37
Sacramento, CA	6,786	$17.83		1,181	$22.82		1,426	$16.28
San Diego, CA	11,583	$17.49		1,521	$22.67		2,336	$15.62
San Francisco, CA	18,797	$20.78		2,516	$27.17		3,355	$18.35
San Jose, CA	6,432	$21.95		733	$26.30		1,396	$17.40
Denver, CO	11,917	$18.82		2,105	$20.73		2,523	$16.55
Hartford, CT	6,154	$18.65		1,034	$23.83		1,850	$17.54
Washington, DC	26,518	$18.90		4,742	$22.18		4,382	$17.37
Jacksonville, FL	6,289	$15.97		1,414	$18.28		1,464	$15.40
Miami, FL	20,053	$16.67		2,438	$18.60		2,768	$15.50
Orlando, FL	11,244	$15.23		1,809	$18.00		1,831	$14.68
Tampa, FL	11,091	$16.08		1,956	$17.53		1,865	$14.17
Atlanta, GA	16,824	$17.23		2,837	$19.39		3,816	$15.43
Honolulu, HI	4,660	$15.99		813	$26.26		791	$16.71
Chicago, IL	28,352	$17.83		3,766	$26.04		8,049	$16.31
Indianapolis, IN	7,135	$16.86		1,389	$20.90		2,512	$15.76
Louisville, KY	4,816	$15.73		1,077	$19.29		1,811	$17.24
New Orleans, LA	4,447	$14.54		1,196	$18.71		1,349	$17.29
Baltimore, MD	13,899	$17.21		2,980	$20.65		3,507	$17.26
Boston, MA	22,237	$19.88		3,369	$25.03		5,268	$17.25
Detroit, MI	11,141	$17.46		2,465	$23.37		3,550	$18.52
Minneapolis-St. Paul, MN	14,650	$18.49		2,706	$24.55		5,394	$17.17
Kansas City, MO	8,842	$16.72		1,826	$22.05		2,871	$16.16
St. Louis, MO	10,210	$16.73		1,935	$23.50		2,961	$16.41
Las Vegas, NV	10,771	$15.74		1,447	$24.16		1,650	$15.63
Buffalo, NY	5,074	$15.80		1,243	$20.63		2,004	$16.10
New York, NY	65,433	$19.96		8,222	$25.74		12,518	$17.27
Rochester, NY	3,948	$15.97		1,109	$19.88		1,813	$15.20
Charlotte, NC	8,377	$17.10		1,592	$18.80		2,309	$15.59
Cincinnati, OH	8,151	$16.84		1,494	$20.29		2,775	$15.97
Cleveland, OH	8,171	$16.51		1,797	$22.08		3,595	$16.22
Columbus, OH	8,547	$16.19		1,620	$20.19		2,889	$15.46
Oklahoma City, OK	6,602	$14.12		1,960	$18.07		2,256	$14.35
Portland, OR	9,186	$17.78		1,574	$22.64		2,793	$16.60
Philadelphia, PA	19,332	$18.17		3,320	$23.11		4,926	$16.90
Pittsburgh, PA	10,917	$15.70		2,730	$20.30		3,712	$15.93
Providence, RI	5,759	$16.30		1,201	$21.42		1,980	$15.29
Memphis, TN	3,838	$15.64		1,014	$18.90		1,855	$15.07
Nashville, TN	7,081	$15.55		1,403	$18.50		2,178	$15.76
Austin, TX	7,462	$16.94		1,290	$17.18		1,747	$14.12
Dallas, TX	22,480	$17.44		3,800	$18.08		5,395	$15.13
Houston, TX	17,684	$16.91		4,154	$18.99		5,208	$16.47
San Antonio, TX	8,632	$14.69		2,113	$16.34		2,171	$13.35
Salt Lake City, UT	7,107	$15.92		1,150	$19.05		1,684	$15.56
Richmond, VA	5,101	$17.15		1,259	$19.71		1,263	$15.28
Virginia Beach, VA	5,943	$14.79		1,858	$18.72		1,773	$16.09
Seattle-Tacoma, WA	15,147	$18.84		2,321	$24.73		3,131	$19.06
Milwaukee, WI	6,681	$17.29		1,555	$23.13		3,094	$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.