



THE CONFERENCE BOARD

News Release

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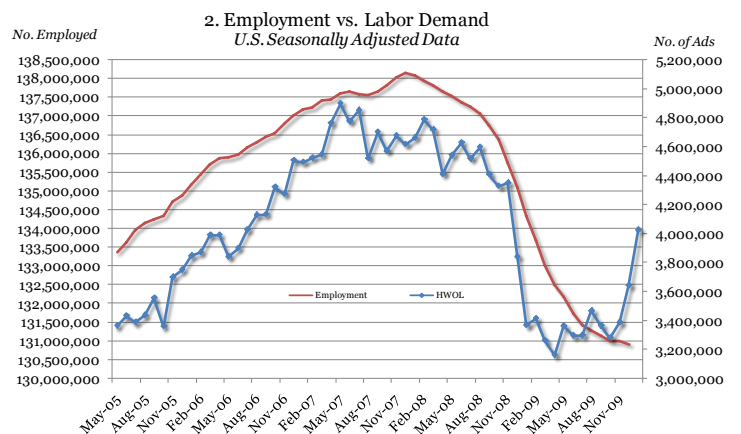
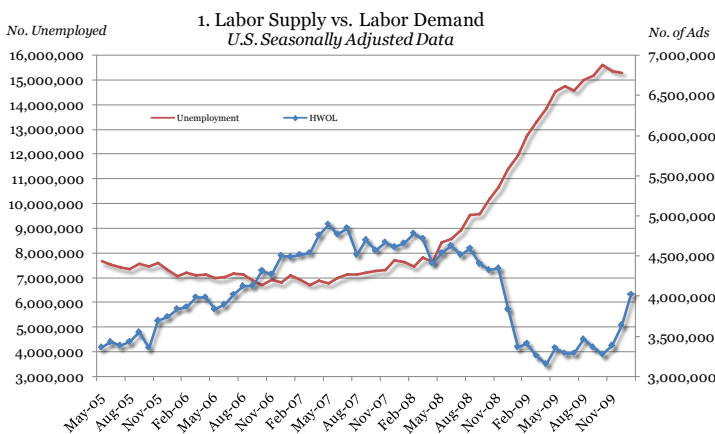
Release #5404

Online Job Demand Jumps 382,000 in January, The Conference Board Reports

- Job demand increases sharply by 382,000 in January following a large 362,000 rise in November and December 2009 and reflects the recent strength seen in Q4 GDP numbers
- January online advertised vacancies rise to over 4 million for the first time since November 2008
- Gains have been widespread across most of the States

NEW YORK, February 1, 2010...Online advertised vacancies rose by 382,000 to 4,024,000 in January, according to **The Conference Board Help Wanted OnLine™ (HWOL)** Data Series released today. The January rise follows a large 255,000 increase in December and a 107,000 rise in November (Chart 2). These increases now total almost 750,000 over the three-month period and have been widespread across the nation and are consistent with the recent strength in the GDP numbers for the 4th Quarter.

“The last three months have shown a sharp upturn in employer demand for workers,” said Gad Levanon, Associate Director, Macroeconomic Research at The Conference Board. “These increases have brought us back near the labor demand levels that existed in November 2008 just prior to the huge losses resulting from the financial turmoil in the last quarter of 2008. This is very good news since these seasonally adjusted increases come in two months when we normally see employers cut back on advertising for workers.”



The release schedule, national historic table and technical notes to this series are available at The Conference Board website, www.conference-board.org/economics/helpwantedOnline.cfm. The underlying data for The Conference Board HWOL are provided by **Wanted Technologies Corporation**.

The gap between the number of unemployed and the number of advertised vacancies in December 2009, the latest available month of unemployment numbers, stands at 11.6 million, with 4.2 unemployed for every online advertised vacancy. (Chart 1)

Regional and State Highlights

- **A number of states post their largest monthly gains since the HWOL series began in 2005: California – 67,600; Florida – 25,500; New York – 20,400; Ohio – 16,600; New Jersey – 13,600**

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads ¹ (Thousands) Jan-10	M-O-M Change (Thousands) Jan 10 - Dec 09	Supply/ Demand Rate ² Dec-09	Recent Trend ³
United States	4,023.5	381.8	4.19	→ 4/09
NORTHEAST	833.0	66.3	3.37	
Massachusetts	130.0	11.5	2.73	→ 4/09
New Jersey	145.6	13.6	3.47	↑ 1/09
New York	262.3	20.4	3.59	↑ 4/09
Pennsylvania	157.7	5.4	3.67	→ 4/09
SOUTH	1,425.4	112.7	4.02	
Florida	212.5	25.5	5.81	↑ 4/09
Georgia	107.4	10.3	4.99	↑ 1/09
Maryland	112.3	2.5	2.00	↑ 4/09
North Carolina	104.6	10.9	5.40	↑ 4/09
Texas	273.6	27.6	4.06	→ 4/09
Virginia	153.6	-4.0	1.80	↑ 4/09
MIDWEST	783.9	88.8	4.96	
Illinois	148.2	14.7	5.49	→ 4/09
Michigan	86.4	9.1	9.07	→ 7/09
Minnesota	75.5	8.9	3.27	→ 4/09
Missouri	80.6	12.1	4.16	→ 4/09
Ohio	131.6	16.6	5.57	→ 4/09
Wisconsin	72.7	8.3	4.09	→ 5/09
WEST	985.0	122.5	4.44	
Arizona	83.8	13.5	4.07	→ 4/09
California	461.8	67.6	5.72	→ 4/09
Colorado	84.1	14.3	2.84	→ 4/09
Washington	109.2	7.0	3.27	↑ 4/09

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

In the **West**, January online advertised vacancies rose by 122,500 in January with the gain of 67,600 in California. Colorado gained 14,300, its largest monthly gain since April 2007. Arizona rose 13,500, its largest gain to date. Washington rose 7,000 (Table A). Among the states with smaller populations, Nevada rose 4,100, New Mexico rose 2,800, and Hawaii was up 2,000 (Table 3).

In the **South**, the region with the second largest January gain, online advertised vacancies rose by 112,700, reflecting increases in all of the most populous Southern states but Virginia. Texas gained 27,600, its largest gain since November 2005, and Florida gained 25,500, its largest monthly gain to date. North Carolina posted a record monthly increase, up 10,900, while Georgia gained 10,300, its largest gain since September 2007. Maryland was up 2,500. Virginia dropped 4,000 after experiencing its largest gain ever in December (Table A). Among the less populous states in the South, in January Oklahoma increased by 6,900, Louisiana increased by 5,900, and advertised vacancies in Kentucky increased by 5,700 (Table 3).

The **Midwest** was up 88,800, reflecting gains for all of the largest states in the region. Ohio rose 16,600 and Missouri rose 12,100, both posting their largest monthly gains since the HWOL series began in 2005. Illinois gained 14,700, its largest gain since June 2008. Michigan was up 9,100, its largest gain since December 2006. Minnesota gained 8,900, its largest gain since April 2006. Wisconsin rose 8,300, its largest gain since June 2006.

Job demand in the **Northeast** was up 66,300. New York and New Jersey posted record monthly increases, up 20,400 and 13,600 respectively. Massachusetts increased by 11,500 to 130,000, and Pennsylvania rose by 5,400 to 157,700. Among the states with smaller populations, in January job demand in Connecticut increased by 8,700, Rhode Island was up by 2,400, Maine rose 2,100, New Hampshire was up by 2,000, and Vermont rose 900.

The Supply/Demand rate for the U.S. in December (the latest month for which unemployment numbers are available) was at 4.19, down slightly from 4.54 in November and indicating that there are now 4.19 unemployed workers for every online advertised vacancy. Among the states, the highest Supply/Demand rate continues to be in Michigan (9.07), where there are over 9 unemployed people for every advertised vacancy. Other states where there are over 6 unemployed for every advertised vacancy are Mississippi (7.92), Kentucky (6.88), and Indiana (6.19). States with some of the lowest rates include Nebraska (1.56), South Dakota (1.65), and Alaska (1.69) (Table 4).

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 for Office and Administrative Support occupations picks up**
- **Demand continues for Sales and Related occupations**
- **Jobs for Healthcare Support occupations remained high throughout the recession**

Among the top 10 occupation groups with the largest number of online advertised vacancies, **Office and Administrative Support** occupations posted the largest January gain, up 74,100. “Job demand in this

occupational group lay flat for all of 2009 but picked up in December and January,” said Levanon. The increases in the last two months reflect postings for a wide variety of administrative occupations including executive secretaries/administrative assistants, office clerks, and customer service representatives. “The upward trend in **Sales and Related** occupations, which was up 26,800 in January, began somewhat earlier and has been rising since October,” Levanon noted.

Advertised vacancies in **Management** occupations were up 54,500 in January to 427,400. Largely responsible for the increase were sales managers, computer and information systems managers, financial managers, and general and operations managers. The number of unemployed, however, continues to exceed the number of advertised vacancies, and in December there were over two unemployed (2.07) for every online advertised vacancy in the management field.

Computer and Mathematical Science professions rose 40,600 in January to 514,700. Largely responsible for the increase were computer software engineers (applications), computer systems analysts, computer specialists, and web developers.

Labor demand for **Healthcare Support** occupations rose 6,500 to 119,000. Demand for Healthcare Support workers has remained relatively steady throughout the recession although the number of unemployed seeking work in this field has remained relatively high. In December, the last month for which unemployment data are available, there were 2.3 unemployed for every advertised vacancy in healthcare support.

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 December, advertised vacancies for healthcare practitioners or technical occupations outnumbered the unemployed looking for work in this field by over 3 to 1, and the average wage in these occupations is \$32.64/hour. In sharp contrast, the average wage for healthcare support occupations is \$12.66/hour and there were over 2 unemployed looking for work in the field for every advertised vacancy. (Table B and Table 7).

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 Healthcare Practitioners (0.3) and Computer and Mathematical Science (0.4). On the other hand, in Sales and Related Occupations, there were over three people seeking jobs in this field for every online advertised vacancy (3.4) and there were almost five unemployed looking for work in Office and Administrative Support positions for every advertised opening (4.7).

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

Occupation	Total Ads (Thousands)	M-O-M Change (Thousands)	Unemployed (Thousands)	Supply/ Demand Rate ¹	Average Hourly Wage ²
	Jan-10	Jan 10 - Dec 09	Dec-09	Dec-09	
Healthcare practitioners and technical	567.8	24.5	163.1	0.30	\$32.64
Computer and mathematical science	514.7	40.6	169.8	0.36	\$35.82
Sales and related	501.9	26.8	1,614.3	3.40	\$17.35
Office and administrative support	448.0	74.1	1,772.4	4.74	\$15.49
Management	427.4	54.5	771.0	2.07	\$48.23
Business and financial operations	233.9	15.5	441.1	2.02	\$31.12
Architecture and engineering	136.3	10.6	244.5	1.94	\$34.34
Healthcare support	119.0	6.5	260.5	2.31	\$12.66
Transportation and material moving	107.8	4.4	1,173.5	11.35	\$15.12
Arts, design, entertainment, sports, and media	103.1	4.0	289.6	2.92	\$24.36

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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 2008 estimates.

METRO AREA HIGHLIGHTS

- **Washington, D.C., Salt Lake City, and Baltimore have the lowest Supply/Demand rates**
- **Online advertised vacancies in 51 of the 52 major metropolitan areas rose since last year (Milwaukee remained below last year's levels)**

Table C: MSA Ranked by Most Ads, Highest Rates and Lowest S/D Rates, Not Seasonally Adjusted

Total Ads (Thousands)		Total Ads Rate (Percent)		Supply/Demand Rate ¹	
	Jan-10		Jan-10		Nov-09
New York, NY	234.67	Washington, DC	5.04	Washington, DC	1.12
Washington, DC	151.84	Baltimore, MD	4.12	Salt Lake City, UT	1.63
Los Angeles, CA	138.4	San Jose, CA	3.64	Baltimore, MD	1.77
Chicago, IL	95.36	Hartford, CT	3.5	Boston, MA	2.02
Boston, MA	87.43	Salt Lake City, UT	3.47	Oklahoma City, OK	2.07
San Francisco, CA	77.9	Boston, MA	3.46	Honolulu, HI	2.18
Dallas, TX	73.82	San Francisco, CA	3.46	Austin, TX	2.36
Philadelphia, PA	71.24	Charlotte, NC	3.39	Hartford, CT	2.38
Atlanta, GA	61.23	Seattle-Tacoma, WA	3.18	Denver, CO	2.44
Seattle-Tacoma, WA	60.26	Oklahoma City, OK	3.13	San Antonio, TX	2.46

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

In January, 51 of the 52 metropolitan areas for which data are reported separately posted over-the-year increases in the number of online advertised vacancies. Among the three metro areas with the largest numbers of advertised vacancies, the New York metro area was about 42 percent above its January 2009 level, the Washington, D.C. metro area was about 20 percent above its January 2009 level, and the Los Angeles metro area was about 19 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., Salt Lake 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 nearly 11 unemployed people for every advertised vacancy (10.6), Detroit (9.6), Miami (5.9), Sacramento (5.9), Tampa (5.0), Los Angeles (5.0), and Memphis (5.0). Supply/Demand rate data are for November 2009, 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 December 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 may change for reasons not related to overall job demand.

With the January 1, 2008 release, HWOL began providing seasonally adjusted data for the U.S., the 9 Census regions and 50 States. Seasonally adjusted data for occupations was provided beginning with the July 1, 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 the economists listed at the top of this release with questions and comments. Background information and technical notes on this new series are available at: <http://www.conference-board.org/economics/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.

The Conference Board

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Publication Schedule, Help Wanted Online Data Series

	Data for the Month		Release Date	
	February, 2010		March 1, 2010	
	March, 2010		March 31, 2010*	
	April, 2010		May 3, 2010	
	May, 2010		June 2, 2010*	
	June, 2010		June 30, 2010*	
	July, 2010		August 2, 2010	
	August, 2010		September 1, 2010*	
	September, 2010		September 29, 2010*	
	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

Location ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Jan-09	Dec-09	Jan-10	Jan 10 - Dec 09	Jan-09	Dec-09	Jan-10	Jan 10 - Dec 09
United States	3,366.4	3,641.7	4,023.5	381.8	1,871.7	2,238.7	2,324.9	86.2
New England	228.8	239.9	267.2	27.3	119.8	144.9	149.1	4.2
Middle Atlantic	433.9	526.8	565.8	39.0	258.0	345.3	355.5	10.2
South Atlantic	700.6	803.8	859.8	56.0	389.4	490.6	492.5	1.9
East North Central	411.9	440.8	493.4	52.6	226.4	269.2	286.4	17.3
East South Central	144.1	156.6	172.2	15.6	74.0	89.9	91.5	1.5
West North Central	262.1	254.3	290.5	36.2	128.7	147.7	158.2	10.5
West South Central	335.5	352.3	393.4	41.1	184.8	209.2	219.1	9.9
Mountain	282.0	283.6	323.5	39.9	160.7	174.4	187.7	13.4
Pacific	572.8	578.9	661.5	82.6	335.0	365.4	390.1	24.7

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

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

Location ²	Total Ads Rate ¹ (Percent)			New Ads Rate ¹ (Percent)		
	Jan-09	Dec-09	Jan-10	Jan-09	Dec-09	Jan-10
United States	2.18	2.38	2.63	1.21	1.46	1.52
New England	2.98	3.12	3.48	1.56	1.89	1.94
Middle Atlantic	2.10	2.57	2.76	1.25	1.68	1.73
South Atlantic	2.37	2.76	2.95	1.32	1.68	1.69
East North Central	1.73	1.88	2.10	0.95	1.15	1.22
East South Central	1.68	1.87	2.05	0.86	1.07	1.09
West North Central	2.40	2.33	2.66	1.18	1.35	1.45
West South Central	1.97	2.04	2.28	1.08	1.21	1.27
Mountain	2.52	2.57	2.93	1.43	1.58	1.70
Pacific	2.28	2.35	2.68	1.34	1.48	1.58

Source: The Conference Board

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

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Table 3: State Total Ads and New Ads (Levels), Seasonally Adjusted

Location	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Jan-09	Dec-09	Jan-10	Jan 10 - Dec 09	Jan-09	Dec-09	Jan-10	Jan 10 - Dec 09
United States	3,366.4	3,641.7	4,023.5	381.8	1,871.7	2,238.7	2,324.9	86.2
Alabama	48.6	46.6	49.9	3.3	22.9	22.5	24.0	1.5
Alaska	21.9	18.7	21.7	3.0	10.7	8.9	10.2	1.3
Arkansas	23.7	23.2	26.4	3.2	11.7	13.7	13.4	-0.3
Arizona	68.3	70.3	83.8	13.5	39.4	43.4	47.0	3.6
California	401.6	394.2	461.8	67.6	238.0	252.5	272.2	19.7
Colorado	69.8	69.8	84.1	14.3	38.8	43.9	46.8	2.9
Connecticut	55.4	56.4	65.1	8.7	28.2	33.9	37.0	3.1
Delaware	14.8	15.5	17.8	2.4	7.3	9.1	9.2	0.1
Florida	156.8	187.0	212.5	25.5	101.9	126.8	138.8	11.9
Georgia	80.4	97.1	107.4	10.3	45.6	58.3	57.8	-0.5
Hawaii	15.8	15.6	17.6	2.0	10.4	10.9	11.7	0.9
Iowa	43.5	38.1	44.6	6.4	17.5	18.2	19.6	1.4
Idaho	18.5	16.8	20.0	3.2	9.5	11.5	12.3	0.8
Illinois	124.7	133.5	148.2	14.7	67.1	77.0	80.4	3.4
Indiana	46.1	49.6	56.4	6.8	23.4	27.5	30.3	2.7
Kansas	31.8	30.8	34.8	4.0	14.5	16.6	17.1	0.5
Kentucky	29.4	32.1	37.9	5.7	16.5	19.3	20.9	1.6
Louisiana	40.3	36.5	42.4	5.9	22.8	22.2	24.8	2.6
Massachusetts	108.0	118.6	130.0	11.5	59.2	72.2	73.3	1.1
Maryland	105.1	109.8	112.3	2.5	52.5	62.3	58.7	-3.6
Maine	16.2	17.2	19.3	2.1	7.5	9.2	9.3	0.1
Michigan	67.7	77.3	86.4	9.1	41.9	51.0	53.8	2.8
Minnesota	62.8	66.6	75.5	8.9	32.5	43.0	44.1	1.1
Missouri	64.0	68.5	80.6	12.1	36.1	41.9	47.4	5.5
Mississippi	18.4	17.4	19.1	1.7	8.4	9.6	9.4	-0.2
Montana	15.1	13.5	14.9	1.4	6.9	6.8	7.0	0.2
North Carolina	77.7	93.8	104.6	10.9	46.9	60.7	65.7	4.9
North Dakota	13.4	7.9	9.2	1.2	5.2	4.6	5.0	0.3
Nebraska	34.6	29.6	34.2	4.6	18.7	17.7	19.9	2.2
New Hampshire	20.7	19.7	21.7	2.0	10.7	11.9	12.5	0.6
New Jersey	110.4	132.0	145.6	13.6	65.2	84.5	89.2	4.7
New Mexico	25.4	24.3	27.1	2.8	14.1	13.4	14.9	1.4
Nevada	41.5	42.7	46.8	4.1	28.0	29.2	31.2	2.0
New York	195.2	241.8	262.3	20.4	118.9	161.6	168.9	7.3
Ohio	101.8	115.0	131.6	16.6	59.7	75.5	81.6	6.1
Oklahoma	43.0	45.6	52.5	6.9	23.2	27.3	30.8	3.5
Oregon	44.7	50.0	56.0	6.1	25.1	30.8	33.3	2.5
Pennsylvania	128.3	152.3	157.7	5.4	72.4	100.3	95.1	-5.2
Rhode Island	16.6	16.7	19.1	2.4	9.7	10.8	12.2	1.3
South Carolina	45.0	48.6	54.3	5.7	21.3	26.7	27.7	1.0
South Dakota	14.9	12.7	13.9	1.2	4.8	5.4	5.6	0.2
Tennessee	48.3	60.2	65.8	5.6	26.4	37.3	37.2	-0.1
Texas	229.7	246.0	273.6	27.6	127.2	147.4	150.6	3.2
Utah	36.4	36.5	41.7	5.3	19.8	21.8	25.0	3.2
Virginia	130.4	157.7	153.6	-4.0	66.4	91.9	79.1	-12.8
Vermont	11.8	10.6	11.5	0.9	5.9	6.4	6.6	0.2
Washington	93.0	102.2	109.2	7.0	51.5	61.5	63.7	2.2
Wisconsin	72.8	64.4	72.7	8.3	35.2	37.9	41.5	3.6
West Virginia	18.3	15.8	20.5	4.7	7.6	8.9	11.0	2.1
Wyoming	10.0	7.6	8.6	0.9	4.8	4.0	4.2	0.2

Source: The Conference Board

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

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

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

Location	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Jan-09	Dec-09	Jan-10	Dec-09	Dec-09	Dec-09	Dec-09
United States	2.18	2.38	2.63	10.0	15,267.00	3,641.7	4.19
Alabama	2.26	2.26	2.42	11.0	225.60	46.6	4.84
Alaska	6.10	5.21	6.06	8.8	31.55	18.7	1.69
Arkansas	1.73	1.70	1.93	7.7	105.41	23.2	4.54
Arizona	2.16	2.24	2.67	9.1	285.72	70.3	4.07
California	2.17	2.16	2.53	12.4	2,254.38	394.2	5.72
Colorado	2.55	2.63	3.17	7.5	198.45	69.8	2.84
Connecticut	2.93	2.99	3.46	8.9	167.91	56.4	2.98
Delaware	3.36	3.63	4.18	9.0	38.19	15.5	2.47
Florida	1.69	2.04	2.32	11.8	1,087.14	187.0	5.81
Georgia	1.67	2.07	2.28	10.3	485.10	97.1	4.99
Hawaii	2.43	2.45	2.76	6.9	44.30	15.6	2.83
Iowa	2.60	2.26	2.65	6.6	110.78	38.1	2.90
Idaho	2.46	2.23	2.65	9.1	68.76	16.8	4.09
Illinois	1.89	2.02	2.24	11.1	733.25	133.5	5.49
Indiana	1.42	1.60	1.82	9.9	306.85	49.6	6.19
Kansas	2.11	2.03	2.29	6.6	100.89	30.8	3.27
Kentucky	1.42	1.56	1.84	10.7	221.05	32.1	6.88
Louisiana	1.93	1.78	2.07	7.5	154.24	36.5	4.23
Massachusetts	3.15	3.45	3.79	9.4	323.21	118.6	2.73
Maryland	3.53	3.74	3.83	7.5	219.89	109.8	2.00
Maine	2.28	2.45	2.75	8.3	58.35	17.2	3.38
Michigan	1.39	1.61	1.79	14.6	701.00	77.3	9.07
Minnesota	2.13	2.25	2.56	7.4	217.71	66.6	3.27
Missouri	2.13	2.30	2.70	9.6	284.75	68.5	4.16
Mississippi	1.39	1.34	1.48	10.6	137.48	17.4	7.92
Montana	2.99	2.73	3.01	6.7	33.22	13.5	2.45
North Carolina	1.71	2.07	2.31	11.2	505.94	93.8	5.40
North Dakota	3.61	2.19	2.52	4.4	15.97	7.9	2.01
Nebraska	3.50	3.01	3.48	4.7	46.30	29.6	1.56
New Hampshire	2.80	2.67	2.95	7.0	51.63	19.7	2.62
New Jersey	2.45	2.91	3.21	10.1	458.34	132.0	3.47
New Mexico	2.66	2.52	2.81	8.3	79.78	24.3	3.29
Nevada	2.96	3.11	3.41	13.0	178.48	42.7	4.18
New York	2.01	2.50	2.71	9.0	868.55	241.8	3.59
Ohio	1.71	1.95	2.23	10.9	640.68	115.0	5.57
Oklahoma	2.44	2.57	2.96	6.6	117.80	45.6	2.58
Oregon	2.25	2.56	2.87	11.0	214.70	50.0	4.30
Pennsylvania	1.99	2.41	2.50	8.9	559.55	152.3	3.67
Rhode Island	2.94	2.93	3.35	12.9	73.51	16.7	4.40
South Carolina	2.06	2.24	2.50	12.6	273.18	48.6	5.62
South Dakota	3.35	2.87	3.14	4.7	21.04	12.7	1.65
Tennessee	1.59	2.02	2.20	10.9	325.70	60.2	5.41
Texas	1.94	2.03	2.26	8.3	998.99	246.0	4.06
Utah	2.62	2.69	3.08	6.7	91.23	36.5	2.50
Virginia	3.15	3.82	3.72	6.9	284.34	157.7	1.80
Vermont	3.30	2.95	3.22	6.9	24.71	10.6	2.34
Washington	2.64	2.91	3.11	9.5	334.77	102.2	3.27
Wisconsin	2.35	2.13	2.40	8.7	263.29	64.4	4.09
West Virginia	2.29	2.00	2.61	9.1	71.64	15.8	4.54
Wyoming	3.41	2.61	2.93	7.5	21.81	7.6	2.86

Source: The Conference Board

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

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

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

Table 5: MSA Total Ads and New Ads (Levels), Not Seasonally Adjusted

Location ³	Total Ads ¹ (Thousands)			Percent Change Y-O-Y	New Ads ² (Thousands)			Percent Change Y-O-Y
	Jan-09	Dec-09	Jan-10	Jan 09-10	Jan-09	Dec-09	Jan-10	Jan 09-10
Birmingham, AL	11.1	11.6	11.9	7.8%	5.4	5.7	5.9	8.9%
Phoenix, AZ	35.5	43.0	47.2	32.7%	19.7	25.6	26.8	36.0%
Tucson, AZ	9.8	11.0	11.8	19.8%	6.0	6.7	6.8	12.7%
Los Angeles, CA	116.2	127.5	138.4	19.1%	69.7	83.9	85.6	22.8%
Riverside, CA	15.9	20.6	22.6	41.8%	9.5	12.9	13.8	44.8%
Sacramento, CA	18.9	20.4	21.4	13.6%	10.7	11.9	11.9	11.9%
San Diego, CA	34.6	36.6	39.2	13.1%	20.1	22.8	22.9	14.0%
San Francisco, CA	66.6	73.1	77.9	17.0%	36.2	43.9	44.9	24.1%
San Jose, CA	26.6	30.3	33.0	23.8%	11.7	14.9	15.3	31.5%
Denver, CO	31.8	36.3	39.3	23.7%	16.9	21.2	21.1	24.9%
Hartford, CT	17.0	19.8	20.9	23.0%	8.3	11.9	11.8	41.2%
Washington, DC	126.4	158.5	151.8	20.2%	59.4	81.7	71.8	20.8%
Jacksonville, FL	13.1	15.9	17.8	35.9%	8.0	10.3	11.3	41.8%
Miami, FL	39.3	47.5	51.1	30.0%	23.6	29.8	30.5	29.0%
Orlando, FL	19.4	26.6	29.3	50.6%	12.6	18.5	20.1	59.7%
Tampa, FL	23.2	29.5	32.2	39.2%	13.6	18.2	19.3	41.5%
Atlanta, GA	44.6	57.0	61.2	37.2%	24.3	32.4	31.5	29.6%
Honolulu, HI	9.9	11.7	12.4	24.5%	6.8	8.2	8.6	25.7%
Chicago, IL	76.1	92.5	95.4	25.4%	36.4	49.7	47.9	31.5%
Indianapolis, IN	16.5	20.3	21.9	32.9%	8.5	11.0	11.7	38.2%
Louisville, KY	10.5	12.7	13.6	29.3%	6.1	7.9	7.8	27.9%
New Orleans, LA	12.1	11.5	12.2	0.8%	6.6	6.9	7.4	11.9%
Baltimore, MD	49.0	55.2	56.7	15.8%	24.8	31.0	30.6	23.4%
Boston, MA	70.4	82.5	87.4	24.2%	35.2	46.8	46.9	33.3%
Detroit, MI	23.5	29.7	30.6	30.3%	14.3	19.1	18.9	32.0%
Minneapolis-St. Paul, MN	38.8	45.2	48.9	25.9%	19.8	27.5	27.8	40.9%
Kansas City, MO	20.2	24.1	26.0	28.4%	10.7	14.5	15.0	39.4%
St. Louis, MO	25.6	30.1	33.2	29.4%	13.9	18.1	19.3	38.5%
Las Vegas, NV	24.8	28.3	29.7	19.8%	16.2	19.1	19.6	21.4%
Buffalo, NY	10.5	12.9	13.8	31.7%	6.3	8.2	8.9	41.8%
New York, NY	165.7	225.1	234.7	41.6%	97.6	145.6	147.8	51.4%
Rochester, NY	8.6	11.1	10.8	25.4%	5.1	6.6	6.4	26.5%
Charlotte, NC	19.2	26.3	29.0	50.9%	10.8	16.4	17.8	64.5%
Cincinnati, OH	19.8	23.6	25.0	26.6%	10.1	13.5	13.8	37.3%
Cleveland, OH	22.7	26.3	28.1	23.8%	11.3	16.0	16.6	47.2%
Columbus, OH	19.7	23.2	25.1	27.6%	11.5	14.2	15.3	33.3%
Oklahoma City, OK	14.1	17.5	18.1	27.9%	8.0	10.1	10.2	27.4%
Portland, OR	20.9	27.3	28.7	37.1%	11.1	15.6	16.2	46.1%
Philadelphia, PA	56.5	69.6	71.2	26.1%	28.1	40.2	38.7	37.8%
Pittsburgh, PA	26.3	34.7	33.8	28.6%	15.8	22.9	21.6	36.5%
Providence, RI	13.9	16.9	17.6	26.3%	8.2	10.9	11.0	34.9%
Memphis, TN	9.9	12.4	13.3	35.1%	5.5	7.1	7.8	40.9%
Nashville, TN	14.1	20.1	20.1	42.4%	7.6	11.9	11.6	51.6%
Austin, TX	19.2	24.0	25.6	33.3%	10.9	14.1	14.7	35.4%
Dallas, TX	58.3	67.5	73.8	26.5%	29.9	36.7	38.0	27.2%
Houston, TX	54.0	53.1	58.3	8.0%	26.9	27.9	28.7	6.4%
San Antonio, TX	19.6	25.4	26.9	37.0%	11.6	15.7	16.5	42.6%
Salt Lake City, UT	17.5	19.6	20.9	19.2%	9.6	11.5	12.6	32.1%
Richmond, VA	13.5	16.2	16.0	18.8%	7.6	9.7	9.3	22.6%
Virginia Beach, VA	15.5	18.9	19.7	27.1%	8.5	11.8	12.0	41.4%
Seattle-Tacoma, WA	50.1	57.8	60.3	20.3%	24.8	32.1	32.0	29.3%
Milwaukee, WI	25.2	22.0	23.9	-5.3%	10.7	12.6	13.8	29.1%

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.
2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.
3. Metropolitan areas use the 2005 OMB county-based MSA definitions.

Table 6: MSA Labor Supply /Labor Demand Indicators, Not Seasonally Adjusted

Location ⁴	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Jan-09	Dec-09	Jan-10	Nov-09	Nov-09	Nov-09	Nov-09
Birmingham, AL	2.13	2.28	2.35	9.5	48.0	12.2	3.92
Phoenix, AZ	1.67	2.03	2.23	8.1	172.1	46.7	3.69
Tucson, AZ	2.02	2.24	2.40	7.8	38.4	11.4	3.38
Los Angeles, CA	1.76	1.95	2.12	11.5	751.3	149.5	5.03
Riverside, CA	0.88	1.15	1.26	14.2	254.2	24.1	10.57
Sacramento, CA	1.77	1.95	2.05	12.4	129.3	22.0	5.88
San Diego, CA	2.19	2.34	2.50	10.3	161.5	42.2	3.83
San Francisco, CA	2.92	3.25	3.46	10.3	232.8	83.4	2.79
San Jose, CA	2.89	3.34	3.64	11.8	106.7	33.3	3.20
Denver, CO	2.29	2.66	2.88	6.8	93.5	38.3	2.44
Hartford, CT	2.89	3.30	3.50	8.0	47.9	20.1	2.38
Washington, DC	4.21	5.26	5.04	6.1	183.3	163.6	1.12
Jacksonville, FL	1.92	2.33	2.59	11.2	76.8	16.9	4.54
Miami, FL	1.39	1.66	1.79	10.6	302.9	51.4	5.89
Orlando, FL	1.75	2.40	2.64	11.8	131.4	28.6	4.59
Tampa, FL	1.75	2.25	2.45	12.3	161.1	32.0	5.04
Atlanta, GA	1.65	2.14	2.30	10.1	267.8	66.5	4.03
Honolulu, HI	2.21	2.60	2.74	5.9	26.7	12.3	2.18
Chicago, IL	1.57	1.89	1.95	10.3	501.4	106.2	4.72
Indianapolis, IN	1.85	2.35	2.53	8.2	70.7	22.5	3.15
Louisville, KY	1.67	2.01	2.16	9.8	61.9	13.3	4.67
New Orleans, LA	2.27	2.17	2.30	6.1	32.1	12.8	2.51
Baltimore, MD	3.54	4.01	4.12	7.7	106.7	60.1	1.77
Boston, MA	2.82	3.27	3.46	7.7	194.9	96.4	2.02
Detroit, MI	1.14	1.43	1.48	15.4	320.0	33.5	9.55
Minneapolis-St. Paul, MN	2.14	2.44	2.63	7.0	129.7	48.2	2.69
Kansas City, MO	1.95	2.30	2.48	8.3	86.9	25.7	3.38
St. Louis, MO	1.80	2.12	2.33	9.9	140.6	32.9	4.27
Las Vegas, NV	2.44	2.87	3.01	12.1	119.0	30.0	3.96
Buffalo, NY	1.80	2.22	2.38	8.0	46.5	14.3	3.25
New York, NY	1.76	2.36	2.46	8.9	849.2	251.0	3.38
Rochester, NY	1.61	2.08	2.02	7.6	40.7	11.6	3.52
Charlotte, NC	2.26	3.07	3.39	11.8	100.8	27.6	3.66
Cincinnati, OH	1.78	2.13	2.25	9.5	105.7	24.7	4.28
Cleveland, OH	2.17	2.47	2.64	9.0	95.9	27.2	3.53
Columbus, OH	2.08	2.40	2.60	8.5	81.7	25.5	3.21
Oklahoma City, OK	2.51	3.04	3.13	6.4	36.9	17.8	2.07
Portland, OR	1.76	2.32	2.44	10.8	126.5	30.7	4.12
Philadelphia, PA	1.89	2.35	2.41	8.5	253.0	72.3	3.50
Pittsburgh, PA	2.16	2.88	2.80	7.5	90.9	36.3	2.51
Providence, RI	1.99	2.40	2.49	11.8	83.5	18.1	4.61
Memphis, TN	1.62	2.02	2.18	9.8	59.8	12.0	5.00
Nashville, TN	1.80	2.57	2.57	9.0	70.1	20.4	3.43
Austin, TX	2.20	2.65	2.83	6.9	62.4	26.5	2.36
Dallas, TX	1.85	2.09	2.28	7.9	257.2	73.8	3.49
Houston, TX	1.92	1.87	2.05	8.2	234.1	59.7	3.92
San Antonio, TX	2.08	2.60	2.75	6.8	65.9	26.8	2.46
Salt Lake City, UT	2.85	3.26	3.47	6.1	36.4	22.3	1.63
Richmond, VA	2.09	2.52	2.49	7.5	48.4	16.5	2.93
Virginia Beach, VA	1.88	2.29	2.38	6.6	54.4	19.8	2.74
Seattle-Tacoma, WA	2.68	3.05	3.18	8.8	166.0	61.3	2.71
Milwaukee, WI	3.18	2.83	3.07	8.4	65.0	23.8	2.73

Source: The Conference Board

- Total ads rate is calculated as a percent of the most currently available BLS civilian labor force data.
- Unemployment data are from the Bureau of Labor Statistics CPS and LAUS programs.
- 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.
- 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
	Jan-09	Dec-09	Jan-10	Jan 10 - Dec 09	Dec-09	Dec-09	
Total	3,366.4	3,641.7	4,023.5	381.8	15,267.0	4.2	\$20.32
Management	396.0	372.9	427.4	54.5	771.0	2.1	\$48.23
Business and financial operations	191.3	218.4	233.9	15.5	441.1	2.0	\$31.12
Computer and mathematical science	448.1	474.1	514.7	40.6	169.8	0.4	\$35.82
Architecture and engineering	152.3	125.7	136.3	10.6	244.5	1.9	\$34.34
Life, physical, and social science	67.2	71.1	75.0	4.0	101.4	1.4	\$30.90
Community and social services	38.3	43.7	46.5	2.9	117.7	2.7	\$20.09
Legal	20.9	25.2	28.2	2.9	47.3	1.9	\$44.36
Education, training, and library	65.4	75.3	86.0	10.7	437.2	5.8	\$23.30
Arts, design, entertainment, sports, and media	82.7	99.1	103.1	4.0	289.6	2.9	\$24.36
Healthcare practitioners and technical	531.7	543.3	567.8	24.5	163.1	0.3	\$32.64
Healthcare support	92.6	112.6	119.0	6.5	260.5	2.3	\$12.66
Protective service	24.0	26.3	28.9	2.6	189.1	7.2	\$19.33
Food preparation and serving related	72.4	88.1	96.8	8.7	1,106.9	12.6	\$9.72
Building and grounds cleaning and maintenance	32.9	39.0	41.4	2.4	738.0	18.9	\$11.72
Personal care and service	50.5	64.4	68.0	3.6	475.2	7.4	\$11.59
Sales and related	307.5	475.0	501.9	26.8	1,614.3	3.4	\$17.35
Office and administrative support	318.4	373.9	448.0	74.1	1,772.4	4.7	\$15.49
Farming, fishing, and forestry	5.4	4.6	5.3	0.7	194.1	42.2	\$11.32
Construction and extraction	46.8	48.3	50.5	2.2	1,942.0	40.2	\$20.36
Installation, maintenance, and repair	85.6	92.4	101.5	9.2	498.4	5.4	\$19.82
Production	77.6	75.6	83.8	8.2	1,273.7	16.8	\$15.54
Transportation and material moving	81.5	103.4	107.8	4.4	1,173.5	11.3	\$15.12

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 2008 estimates.

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Table 8: State Occupational Demand and Pay¹, Not Seasonally Adjusted

Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jan-10	Wage ²	Jan-10	Wage ²	Jan-10	Wage ²
United States	584,172	\$39.69	1,376,088	\$29.24	285,554	\$11.87
Alabama	5,364	\$36.51	14,419	\$25.85	4,104	\$9.92
Alaska	2,144	\$35.32	8,028	\$29.55	1,569	\$14.22
Arizona	10,136	\$35.17	30,845	\$27.31	6,224	\$11.87
Arkansas	2,684	\$32.01	8,338	\$23.68	2,023	\$9.79
California	71,825	\$44.56	153,443	\$33.79	25,435	\$13.12
Colorado	11,154	\$39.29	27,864	\$30.45	5,781	\$12.30
Connecticut	10,757	\$35.10	21,765	\$31.55	3,829	\$13.79
Delaware	2,887	\$41.13	6,373	\$31.64	962	\$12.38
Florida	26,354	\$35.96	64,342	\$27.41	21,050	\$11.52
Georgia	17,238	\$39.55	39,257	\$27.08	6,484	\$10.77
Hawaii	2,195	\$35.11	4,864	\$27.86	1,770	\$13.31
Idaho	2,057	\$32.31	5,604	\$25.45	1,894	\$10.93
Illinois	26,835	\$39.85	47,895	\$30.61	8,208	\$12.65
Indiana	7,313	\$35.76	17,610	\$25.62	3,983	\$10.75
Iowa	4,526	\$32.14	13,261	\$23.45	3,503	\$10.68
Kansas	3,837	\$34.55	12,003	\$24.52	2,989	\$10.59
Kentucky	4,178	\$33.56	12,634	\$25.00	2,702	\$10.30
Louisiana	4,715	\$32.90	11,707	\$24.48	3,741	\$10.05
Maine	1,986	\$33.02	6,662	\$25.13	2,113	\$11.40
Maryland	16,918	\$42.22	50,078	\$32.68	6,664	\$12.85
Massachusetts	23,277	\$45.51	47,426	\$33.25	7,558	\$13.97
Michigan	11,084	\$38.47	26,226	\$29.59	6,821	\$11.74
Minnesota	12,878	\$38.01	26,148	\$29.21	4,797	\$12.08
Mississippi	1,989	\$32.09	6,450	\$23.34	1,608	\$9.75
Missouri	9,980	\$35.89	24,840	\$25.95	6,687	\$10.73
Montana	1,425	\$28.99	4,552	\$21.97	1,391	\$10.44
Nebraska	3,662	\$26.68	9,589	\$24.27	2,976	\$10.37
Nevada	5,189	\$37.54	14,588	\$28.53	5,233	\$12.34
New Hampshire	2,289	\$39.79	7,355	\$27.97	1,770	\$12.18
New Jersey	23,972	\$45.79	49,254	\$32.61	11,176	\$14.27
New Mexico	2,842	\$34.70	10,352	\$26.99	2,165	\$10.45
New York	46,896	\$48.34	86,299	\$32.30	17,574	\$13.90
North Carolina	14,864	\$38.43	35,914	\$26.03	7,759	\$10.68
North Dakota	966	\$32.90	2,473	\$22.94	515	\$10.34
Ohio	18,190	\$36.98	42,852	\$27.99	8,948	\$11.30
Oklahoma	4,824	\$31.01	17,132	\$23.60	4,385	\$10.06
Oregon	6,775	\$36.17	18,500	\$28.09	4,171	\$12.23
Pennsylvania	23,002	\$36.95	51,314	\$27.96	11,864	\$11.75
Rhode Island	2,524	\$40.79	5,605	\$30.33	1,473	\$12.63
South Carolina	5,177	\$35.79	18,048	\$25.39	4,805	\$10.29
South Dakota	1,226	\$30.43	4,339	\$22.38	1,478	\$10.01
Tennessee	8,189	\$34.33	22,190	\$25.13	5,040	\$10.42
Texas	40,172	\$38.80	95,503	\$27.99	17,834	\$10.37
Utah	4,585	\$27.74	11,981	\$25.93	3,558	\$10.87
Vermont	1,260	\$27.79	3,898	\$25.70	1,110	\$12.31
Virginia	27,455	\$33.86	66,554	\$31.75	8,144	\$11.81
Washington	15,362	\$31.95	42,374	\$31.29	7,574	\$13.61
West Virginia	1,798	\$29.93	7,137	\$23.03	1,546	\$9.57
Wisconsin	9,245	\$34.96	24,866	\$27.48	6,285	\$11.54
Wyoming	814	\$32.73	3,166	\$24.41	618	\$11.24

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 2008 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 8: State Occupational Demand and Pay, Not Seasonally Adjusted - continued

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jan-10	Wage ¹	Jan-10	Wage ¹	Jan-10	Wage ¹
United States	819,875	\$16.20	120,688	\$19.80	148,620	\$15.33
Alabama	10,997	\$13.79	2,386	\$17.12	3,202	\$14.25
Alaska	3,439	\$16.72	895	\$26.46	667	\$19.99
Arizona	17,083	\$15.41	2,080	\$17.80	2,202	\$15.09
Arkansas	5,887	\$13.46	1,268	\$16.60	1,552	\$13.79
California	92,654	\$17.91	10,354	\$21.18	13,367	\$15.37
Colorado	16,432	\$17.38	2,481	\$19.76	2,484	\$15.94
Connecticut	12,445	\$19.02	1,657	\$23.04	2,222	\$16.68
Delaware	3,149	\$16.44	492	\$20.65	539	\$15.70
Florida	53,581	\$15.62	7,640	\$17.33	6,729	\$14.40
Georgia	21,236	\$15.63	3,441	\$17.79	4,073	\$14.42
Hawaii	4,635	\$15.83	686	\$24.71	717	\$16.27
Idaho	4,328	\$14.33	725	\$17.26	833	\$14.18
Illinois	29,252	\$17.04	3,347	\$24.47	5,732	\$15.75
Indiana	13,038	\$15.08	1,618	\$20.27	2,770	\$15.75
Iowa	8,822	\$14.61	1,879	\$18.19	2,862	\$14.94
Kansas	6,781	\$14.80	1,152	\$18.78	1,575	\$15.23
Kentucky	8,219	\$14.18	1,250	\$18.15	1,737	\$15.38
Louisiana	10,612	\$13.39	1,840	\$17.91	2,090	\$15.93
Maine	3,744	\$14.75	642	\$17.91	928	\$15.03
Maryland	19,624	\$16.91	3,066	\$20.55	3,154	\$16.33
Massachusetts	23,263	\$18.69	3,003	\$23.80	3,896	\$16.52
Michigan	19,540	\$16.16	2,698	\$21.78	3,950	\$17.04
Minnesota	15,278	\$17.00	2,089	\$22.39	3,317	\$16.20
Mississippi	3,824	\$13.23	688	\$16.07	946	\$13.62
Missouri	17,200	\$15.31	2,626	\$20.41	3,369	\$14.99
Montana	3,053	\$13.57	740	\$18.35	608	\$15.31
Nebraska	7,429	\$14.09	1,409	\$17.85	1,655	\$15.12
Nevada	11,184	\$15.54	1,628	\$22.52	1,517	\$15.02
New Hampshire	4,284	\$16.36	762	\$19.83	998	\$15.57
New Jersey	30,365	\$18.30	3,974	\$23.36	5,607	\$15.84
New Mexico	5,079	\$13.71	929	\$17.14	864	\$14.96
New York	55,452	\$18.49	6,097	\$23.70	8,264	\$16.57
North Carolina	21,433	\$15.16	3,721	\$17.31	3,846	\$14.09
North Dakota	1,916	\$13.65	523	\$18.71	457	\$15.58
Ohio	29,684	\$15.60	3,904	\$20.16	5,828	\$15.52
Oklahoma	10,281	\$13.44	2,048	\$17.23	2,318	\$14.15
Oregon	10,767	\$16.45	1,605	\$20.44	2,088	\$15.39
Pennsylvania	32,602	\$15.99	4,778	\$20.12	6,665	\$15.50
Rhode Island	3,834	\$16.37	602	\$21.39	696	\$14.89
South Carolina	11,058	\$14.18	2,270	\$16.82	2,632	\$14.45
South Dakota	2,523	\$13.42	758	\$16.11	704	\$13.31
Tennessee	14,399	\$14.58	2,301	\$17.42	3,043	\$14.42
Texas	55,161	\$15.28	8,930	\$16.78	10,358	\$14.53
Utah	10,634	\$14.77	1,496	\$18.39	1,809	\$14.78
Vermont	1,959	\$15.45	411	\$18.38	488	\$15.35
Virginia	22,389	\$16.26	3,769	\$19.10	3,587	\$15.24
Washington	17,972	\$17.57	2,880	\$22.75	2,957	\$17.40
West Virginia	4,492	\$12.82	892	\$18.14	879	\$14.43
Wisconsin	15,076	\$15.57	2,273	\$20.95	4,403	\$15.59
Wyoming	1,472	\$13.86	373	\$20.53	288	\$17.63

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2008 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

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Table 9: MSA Occupational Demand and Pay¹, Not Seasonally Adjusted

Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jan-10	Wage ²	Jan-10	Wage ²	Jan-10	Wage ²
United States	584,172	\$39.69	1,376,088	\$29.24	285,554	\$11.87
Birmingham, AL	1,773	\$38.72	3,780	\$26.20	1,271	\$10.41
Phoenix, AZ	7,018	\$35.75	20,319	\$27.84	4,035	\$11.90
Tucson, AZ	1,529	\$35.26	4,671	\$28.28	1,379	\$11.87
Los Angeles, CA	26,536	\$44.75	51,010	\$33.52	9,633	\$12.80
Riverside, CA	3,191	\$39.08	7,076	\$29.74	2,451	\$12.50
Sacramento, CA	3,733	\$38.34	8,023	\$34.29	1,727	\$13.18
San Diego, CA	6,566	\$42.67	16,428	\$33.26	2,801	\$12.44
San Francisco, CA	18,484	\$49.63	34,235	\$36.87	4,426	\$14.47
San Jose, CA	6,902	\$54.66	18,717	\$42.71	1,099	\$13.50
Denver, CO	7,371	\$40.69	16,134	\$31.98	2,849	\$12.39
Hartford, CT	4,061	\$41.57	8,281	\$32.15	1,453	\$13.78
Washington, DC	37,015	\$37.90	78,298	\$37.79	7,029	\$13.75
Jacksonville, FL	2,583	\$35.85	6,217	\$26.93	1,783	\$11.29
Miami, FL	8,256	\$38.42	17,520	\$30.75	5,362	\$12.39
Orlando, FL	4,390	\$35.74	8,491	\$26.75	3,181	\$11.08
Tampa, FL	4,787	\$35.91	12,432	\$28.00	3,322	\$11.22
Atlanta, GA	13,334	\$41.46	26,341	\$29.11	3,494	\$11.31
Honolulu, HI	1,783	\$35.57	3,651	\$31.89	1,531	\$12.95
Chicago, IL	23,075	\$41.85	36,539	\$33.84	6,110	\$12.93
Indianapolis, IN	3,824	\$36.93	7,452	\$27.90	1,789	\$11.41
Louisville, KY	1,902	\$35.91	5,343	\$26.23	1,225	\$10.66
New Orleans, LA	1,666	\$34.56	3,860	\$26.65	1,624	\$10.65
Baltimore, MD	8,573	\$40.99	27,897	\$32.10	3,972	\$13.08
Boston, MA	19,634	\$46.83	37,769	\$34.01	5,751	\$14.20
Detroit, MI	5,053	\$41.01	10,536	\$30.71	3,051	\$12.05
Minneapolis-St. Paul, MN	10,499	\$40.37	19,390	\$30.92	3,459	\$12.61
Kansas City, MO	4,078	\$37.34	9,446	\$27.75	2,566	\$11.54
St. Louis, MO	5,737	\$37.90	12,815	\$28.05	3,153	\$11.28
Las Vegas, NV	3,768	\$38.00	9,877	\$28.36	4,032	\$12.53
Buffalo, NY	2,098	\$37.29	3,794	\$26.82	1,389	\$11.88
New York, NY	51,314	\$50.57	91,736	\$34.55	18,044	\$14.63
Rochester, NY	1,556	\$39.79	3,667	\$27.57	1,083	\$11.93
Charlotte, NC	5,883	\$41.05	11,244	\$27.63	2,246	\$11.19
Cincinnati, OH	4,644	\$37.96	8,687	\$28.68	1,939	\$11.54
Cleveland, OH	4,805	\$38.86	10,813	\$28.77	2,510	\$11.82
Columbus, OH	4,528	\$36.74	9,453	\$30.01	1,938	\$11.88
Oklahoma City, OK	2,124	\$31.56	6,756	\$25.50	1,800	\$10.45
Portland, OR	4,825	\$38.56	11,851	\$30.44	2,292	\$12.71
Philadelphia, PA	14,205	\$41.65	29,265	\$30.97	5,992	\$12.88
Pittsburgh, PA	6,292	\$35.14	11,441	\$27.88	3,632	\$11.25
Providence, RI	2,644	\$40.64	6,267	\$29.42	1,886	\$12.67
Memphis, TN	1,910	\$36.94	5,005	\$26.55	1,127	\$10.83
Nashville, TN	3,424	\$36.16	7,825	\$25.90	1,619	\$10.81
Austin, TX	4,353	\$38.67	11,868	\$29.23	1,853	\$10.85
Dallas, TX	15,372	\$41.10	30,176	\$30.11	4,450	\$10.99
Houston, TX	11,500	\$51.06	23,778	\$30.74	4,177	\$10.45
San Antonio, TX	3,808	\$34.42	11,160	\$26.14	3,322	\$10.16
Salt Lake City, UT	3,030	\$35.61	7,452	\$28.39	2,079	\$11.36
Richmond, VA	2,758	\$30.49	6,230	\$28.73	1,485	\$11.56
Virginia Beach, VA	2,555	\$35.50	7,265	\$27.36	2,047	\$11.12
Seattle-Tacoma, WA	11,288	\$43.11	29,441	\$33.75	4,326	\$14.09
Milwaukee, WI	3,875	\$38.01	8,861	\$29.80	2,364	\$12.08

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 2008 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

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

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Jan-10	Wage ¹	Jan-10	Wage ¹	Jan-10	Wage ¹
United States	819,875	\$16.20	120,688	\$19.80	148,620	\$15.33
Birmingham, AL	3,466	\$15.36	554	\$18.14	834	\$14.58
Phoenix, AZ	12,248	\$15.93	1,237	\$18.20	1,410	\$15.22
Tucson, AZ	3,027	\$14.24	464	\$17.76	457	\$14.31
Los Angeles, CA	38,252	\$17.84	3,536	\$22.21	5,056	\$14.54
Riverside, CA	6,980	\$15.73	1,016	\$20.68	1,291	\$14.90
Sacramento, CA	5,861	\$17.51	822	\$22.36	839	\$16.07
San Diego, CA	10,058	\$17.33	1,178	\$22.03	1,332	\$15.25
San Francisco, CA	15,748	\$20.71	1,665	\$26.88	1,991	\$17.93
San Jose, CA	4,785	\$22.31	488	\$25.00	653	\$16.83
Denver, CO	9,645	\$18.60	1,362	\$20.27	1,354	\$16.16
Hartford, CT	5,278	\$18.55	666	\$23.10	853	\$17.18
Washington, DC	21,960	\$18.69	2,987	\$21.75	2,597	\$17.08
Jacksonville, FL	5,127	\$16.05	876	\$18.05	722	\$15.26
Miami, FL	15,528	\$16.41	1,645	\$18.57	1,480	\$14.80
Orlando, FL	9,869	\$15.27	1,258	\$17.73	1,118	\$14.19
Tampa, FL	8,596	\$15.82	1,298	\$17.05	1,174	\$13.76
Atlanta, GA	13,087	\$17.03	1,700	\$19.12	2,046	\$15.43
Honolulu, HI	3,864	\$15.84	545	\$25.30	626	\$16.47
Chicago, IL	21,919	\$17.82	2,139	\$25.82	3,983	\$16.05
Indianapolis, IN	6,471	\$16.73	755	\$20.73	1,119	\$15.70
Louisville, KY	3,700	\$15.36	560	\$19.19	608	\$17.01
New Orleans, LA	3,542	\$14.42	616	\$18.33	552	\$16.28
Baltimore, MD	11,560	\$17.09	1,802	\$20.31	1,861	\$16.62
Boston, MA	18,145	\$19.45	2,042	\$24.51	2,816	\$16.81
Detroit, MI	8,481	\$17.33	1,216	\$23.81	1,552	\$18.60
Minneapolis-St. Paul, MN	11,070	\$18.36	1,434	\$24.38	2,267	\$17.04
Kansas City, MO	7,173	\$16.69	961	\$21.53	1,253	\$15.92
St. Louis, MO	8,365	\$16.49	1,127	\$23.13	1,366	\$16.31
Las Vegas, NV	8,909	\$15.58	1,128	\$22.85	954	\$14.72
Buffalo, NY	4,795	\$15.66	552	\$20.51	950	\$16.16
New York, NY	55,347	\$19.58	5,232	\$25.16	7,457	\$16.78
Rochester, NY	2,998	\$15.97	562	\$19.41	774	\$14.84
Charlotte, NC	6,903	\$16.88	1,003	\$18.45	1,147	\$15.16
Cincinnati, OH	7,216	\$16.85	833	\$20.05	1,166	\$15.54
Cleveland, OH	7,067	\$16.27	961	\$21.89	1,430	\$16.04
Columbus, OH	6,587	\$16.34	822	\$20.15	1,159	\$15.29
Oklahoma City, OK	5,016	\$13.86	1,029	\$17.99	986	\$13.76
Portland, OR	6,781	\$17.58	987	\$22.11	1,397	\$16.17
Philadelphia, PA	15,585	\$17.64	2,334	\$22.64	2,783	\$16.35
Pittsburgh, PA	8,629	\$15.49	1,387	\$19.06	1,816	\$15.54
Providence, RI	4,735	\$16.10	735	\$21.48	938	\$14.79
Memphis, TN	3,688	\$15.32	581	\$18.07	781	\$14.51
Nashville, TN	5,313	\$15.55	703	\$18.14	806	\$15.53
Austin, TX	5,464	\$16.09	717	\$18.02	812	\$13.64
Dallas, TX	17,710	\$16.83	2,178	\$17.41	2,839	\$14.76
Houston, TX	13,059	\$16.46	2,136	\$17.70	2,619	\$15.71
San Antonio, TX	6,016	\$14.10	1,032	\$15.69	1,003	\$13.14
Salt Lake City, UT	6,059	\$15.87	796	\$18.70	1,077	\$15.10
Richmond, VA	3,970	\$16.90	647	\$19.27	646	\$14.97
Virginia Beach, VA	5,128	\$14.63	1,224	\$18.19	1,033	\$15.50
Seattle-Tacoma, WA	11,439	\$18.87	1,486	\$24.27	1,495	\$18.38
Milwaukee, WI	6,046	\$17.14	772	\$23.03	1,534	\$16.02

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2008 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.