



THE CONFERENCE BOARD

News Release

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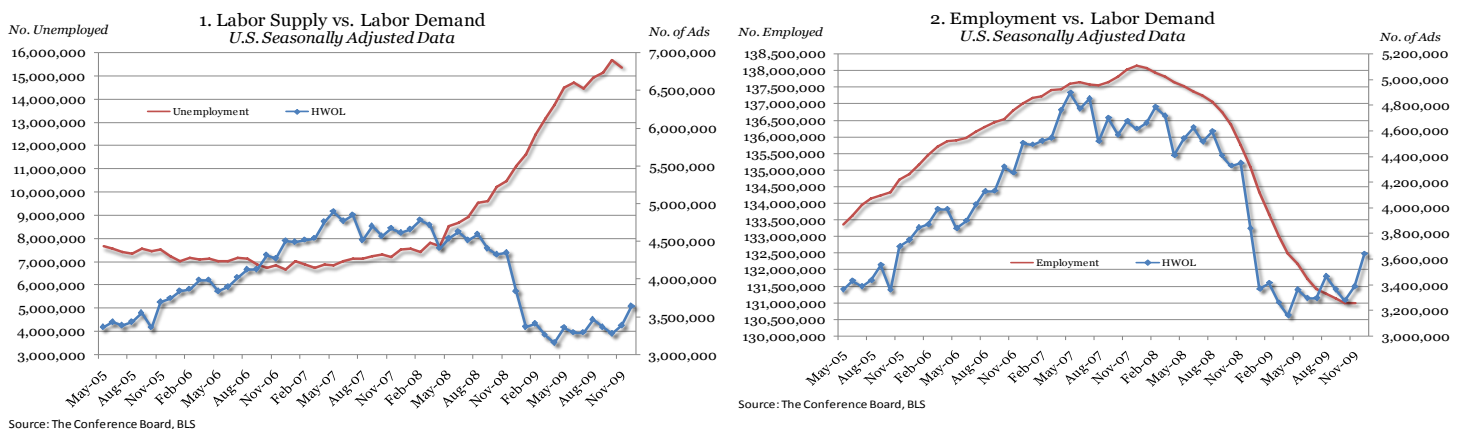
Online Job Demand Up 255,000 in December, The Conference Board Reports

2009 JOB DEMAND WRAP-UP:

- 2009 ends on a positive note, rising 255,000 in December
- Job demand averages +58,000/month in 2nd half of 2009 compared to -91,000/month in 1st half
- Gap between the number of unemployed and advertised vacancies stands at 12 million (Nov 2009) compared to 2.9 million in Dec 2007 at start of the recession

NEW YORK, January 6, 2010...Online advertised vacancies rose by 255,000 to 3,642,000 in December, according to **The Conference Board Help Wanted OnLine Data Series (HWOL)TM** released today. Nationally, growth in job demand has been mildly positive since the low point in April 2009, with an average monthly increase of less than 60,000. The 2009 annual average stands at 3,357,000, a figure that is 1.1 million below the 4,481,000 annual average for 2008 and 1.3 million below the average for 2007.

“Employers’ modest increase in demand for labor in the second half of 2009 is a nice way to end what has been a very challenging year,” said Gad Levanon, Senior Economist at The Conference Board. “The gap between the number of unemployed and the number of advertised vacancies is still very high, but the recent six months indicate that things are slowly moving in the right direction. The gap between the number of unemployed and the number of advertised vacancies is about 12 million, with 4.5 unemployed for every online advertised vacancy.” (Chart 1)



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**.

Regional and State Highlights

- December job demand is up in all of the most populous states
- Washington State posts its largest monthly gain (11,600) since HWOL series began in 2005
- Positive trend in labor demand in:
 - Connecticut, New York and New Jersey in the Northeast
 - Georgia, North Carolina, Virginia, and Delaware in the South

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads ¹ (Thousands) Dec-09	M-O-M Change (Thousands) Dec-Nov 09	Supply/ Demand Rate ² Nov-09	Recent Trend ³
United States	3,641.7	255.4	4.54	→ 4/09
NORTHEAST	766.7	48.0	3.43	
Massachusetts	118.6	0.2	2.56	→ 4/09
New Jersey	132.0	4.8	3.46	↑ 1/09
New York	241.8	9.6	3.59	↑ 4/09
Pennsylvania	152.3	23.8	4.20	→ 4/09
SOUTH	1,312.7	120.4	4.29	
Florida	187.0	13.0	6.07	→ 1/09
Georgia	97.1	1.7	5.03	↑ 1/09
Maryland	109.8	4.3	2.08	↑ 4/09
North Carolina	93.8	8.6	5.72	↑ 4/09
Texas	246.0	22.1	4.34	→ 4/09
Virginia	157.7	19.6	1.97	↑ 4/09
MIDWEST	695.1	54.5	5.30	
Illinois	133.5	6.7	5.71	→ 4/09
Michigan	77.3	8.4	10.34	→ 7/09
Minnesota	66.6	4.7	3.52	→ 4/09
Missouri	68.5	7.3	4.63	→ 4/09
Ohio	115.0	11.7	6.03	→ 4/09
Wisconsin	64.4	5.0	4.22	→ 5/09
WEST	862.5	45.0	4.63	
Arizona	70.3	3.5	4.19	→ 4/09
California	394.2	7.2	5.82	→ 4/09
Colorado	69.8	4.5	2.81	→ 4/09
Washington	102.2	11.6	3.58	→ 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 **South**, December online advertised vacancies rose by 120,400, reflecting increases in all of the most populous Southern states. Texas gained 22,100, over twice its November gain. Virginia gained 19,600, its first gain since August, and offset nearly three times its recent losses. Florida gained 13,000. North Carolina was up 8,600 in December and Maryland gained 4,300, its first gain since August while Georgia was up 1,700 (Table A). Among the less populous states in the South, in December Oklahoma increased by 8,200, Kentucky increased by 3,000, and advertised vacancies in Louisiana increased by 2,000 (Table 3).

The **Midwest**, the region with the second largest December gain, was up 54,500. Ohio gained 11,700, its largest gain since February 2008. Michigan gained 8,400 and Missouri was up 7,300, both posting their largest gains since December 2006. Wisconsin gained 5,000 and did not quite offset its November loss. Minnesota gained 4,700, its largest gain since August 2008, while Illinois was up 6,700.

Job demand in the **Northeast** was up 48,000, with advertised vacancies up in all of the larger states. Pennsylvania posted the largest increase, up 23,800 to 152,300, in December. New York increased by 9,600 to 241,800 while New Jersey rose by 4,800 to 132,000. Massachusetts increased by a modest 200. Among the states with smaller populations, in December job demand in Connecticut increased by 3,300, New Hampshire rose 2,200, Rhode Island was up by 1,500, and Maine and Vermont rose 1,100 and 1,000 respectively.

The **West** was up 45,000 in December. Washington rose 11,600 (Table A), its largest monthly gain since the HWOL series began in mid-2005. California rose by 7,200, and Colorado gained 4,500 in December to more than offset its September through November losses. Arizona gained 3,500, slightly more than its November gain. Among the states with smaller populations, Nevada rose 2,700, Hawaii rose 1,900, and New Mexico was up 1,300.

The Supply/Demand rate for the U.S. in November (the latest month for which unemployment numbers are available) was at 4.54, down slightly from 4.79 in October and indicating that there are now 4.54 unemployed workers for every online advertised vacancy. Among the states, the highest Supply/Demand rate continues to be in Michigan (10.34), where there are over 10 unemployed people for every advertised vacancy. Other states where there are over 6 unemployed for every advertised vacancy are Mississippi (9.06), Kentucky (7.50), Indiana (6.50), Florida (6.07), South Carolina (6.05), and Ohio (6.03). States with some of the lowest rates include Nebraska (1.73), Alaska (1.83), and Virginia (1.97) (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 Healthcare Practitioners and Technical occupations, Office and Administrative Support occupations, and Sales and Related occupations rises in December**
- **Jobs for Healthcare Support occupations remained high throughout the recession**

Among the top 10 occupation groups, Healthcare Practitioners and Technical occupations, the largest category in terms of volume, posted the largest December gain, 45,100. Job demand was up in a wide variety of these healthcare occupations including registered nurses and physical and occupational therapists.

Labor demand for Healthcare Support occupations rose 9,200 to 111,900. 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 November, the last month for which unemployment data are available, there were 2.7 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 November, advertised vacancies for healthcare practitioners or technical occupations outnumbered the unemployed looking for work in this field by almost 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 almost 3 unemployed looking for work in the field for every advertised vacancy. (Table B and Table 7).

Office and Administrative Support professions rose 41,800 in December. Job demand was up in a wide variety of administrative functions including customer service representatives and executive secretaries/administrative assistants. Sales and Related occupations increased 41,300 in December and in large part reflected an increased demand for retail salespeople and first-line supervisors/managers of retail sales workers.

Advertised vacancies in Management occupations were up 16,400 in December to 370,000. Largely responsible for the increase were medical and health services managers and marketing managers. The number of unemployed, however, continues to exceed the number of advertised vacancies, and in November there were over two unemployed (2.48) for every online advertised vacancy in the management field.

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 nearly four people seeking jobs in this field for every online advertised vacancy (3.8) and there were over five unemployed looking for work in Office and Administrative Support positions for every advertised opening (5.2).

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
	Dec-09	Dec-Nov 09	Nov-09	Nov-09	
Healthcare practitioners and technical	541.4	45.1	169.5	0.34	\$32.64
Sales and related	474.2	41.3	1,640.2	3.79	\$17.35
Computer and mathematical science	467.9	23.4	177.5	0.40	\$35.82
Office and administrative support	373.3	41.8	1,729.3	5.22	\$15.49
Management	370.0	16.4	878.1	2.48	\$48.23
Business and financial operations	219.2	19.4	423.7	2.12	\$31.12
Architecture and engineering	126.2	9.1	220.5	1.88	\$34.34
Healthcare support	111.9	9.2	279.7	2.72	\$12.66
Transportation and material moving	103.9	12.8	1,195.0	13.11	\$15.12
Arts, design, entertainment, sports, and media	98.2	3.8	235.6	2.50	\$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 26 of the 52 major metropolitan areas rose since last year**

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	
	Dec-09		Dec-09		Nov-09
New York, NY	225.09	Washington, DC	5.26	Washington, DC	1.12
Washington, DC	158.5	Baltimore, MD	4.01	Salt Lake City, UT	1.63
Los Angeles, CA	127.52	San Jose, CA	3.34	Baltimore, MD	1.77
Chicago, IL	92.47	Hartford, CT	3.3	Boston, MA	2.02
Boston, MA	82.5	Boston, MA	3.27	Oklahoma City, OK	2.07
San Francisco, CA	73.15	Salt Lake City, UT	3.26	Honolulu, HI	2.18
Philadelphia, PA	69.56	San Francisco, CA	3.25	Austin, TX	2.36
Dallas, TX	67.53	Charlotte, NC	3.07	Hartford, CT	2.38
Seattle-Tacoma, WA	57.83	Seattle-Tacoma, WA	3.05	Denver, CO	2.44
Atlanta, GA	57.03	Oklahoma City, OK	3.04	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 December, 26 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 13 percent above its December 2008 level and the Washington, D.C. metro area was about 15 percent above its December 2008 level. The Los Angeles metro area was about 6 percent below 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), and Detroit (9.6), Miami (5.9), Sacramento (5.9), Tampa (5.0), Los Angeles (5.0), and Memphis (5.0). Riverside has just surpassed Detroit, which since July had maintained the highest supply/demand rate. 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**TM 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 November 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 December 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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WANTED is a leading supplier of real-time sales and business intelligence solutions for the media classified and recruitment industries. Using its proprietary On-Demand data mining, lead generation and CRM (Customer Relationship Management) integrated technologies, WANTED aggregates real-time data from thousands of online job boards, real estate and newspaper sites, as well as corporate Web sites on a daily basis.

WANTED's data is used to optimize sales and to implement marketing strategies within the classified ad departments of major media organizations, as well as by staffing firms, advertising agencies and human resources specialists. For more information, please visit: <http://www.wantedtech.com>.

Publication Schedule, Help Wanted Online Data Series

	Data for the Month		Release Date	
	January, 2010		February 1, 2010	
	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)
	Dec-08	Nov-09	Dec-09	Dec-Nov 09	Dec-08	Nov-09	Dec-09	Dec-Nov 09
United States	3,839.7	3,386.3	3,641.7	255.4	2,389.5	1,978.3	2,238.7	260.4
New England	249.1	230.0	239.9	9.9	147.4	136.8	144.9	8.1
Middle Atlantic	499.9	488.7	526.8	38.1	324.8	307.0	345.3	38.3
South Atlantic	783.3	745.9	803.8	57.9	480.0	435.4	490.6	55.2
East North Central	481.1	408.7	440.8	32.1	294.0	233.9	269.2	35.3
East South Central	171.2	134.6	156.6	22.0	110.7	71.1	89.9	18.8
West North Central	303.6	231.9	254.3	22.4	174.0	126.8	147.7	20.9
West South Central	392.5	311.8	352.3	40.5	250.5	176.8	209.2	32.4
Mountain	317.5	262.6	283.6	21.0	199.0	155.4	174.4	19.0
Pacific	637.9	554.9	578.9	24.1	408.1	342.5	365.4	22.9

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)		
	Dec-08	Nov-09	Dec-09	Dec-08	Nov-09	Dec-09
United States	2.49	2.20	2.37	1.55	1.29	1.45
New England	3.23	2.98	3.11	1.91	1.77	1.88
Middle Atlantic	2.41	2.38	2.56	1.57	1.49	1.68
South Atlantic	2.64	2.55	2.75	1.62	1.49	1.68
East North Central	2.02	1.74	1.87	1.23	0.99	1.14
East South Central	2.00	1.60	1.87	1.29	0.85	1.07
West North Central	2.77	2.12	2.32	1.59	1.16	1.35
West South Central	2.29	1.80	2.04	1.46	1.02	1.21
Mountain	2.82	2.38	2.57	1.77	1.41	1.58
Pacific	2.54	2.24	2.34	1.62	1.38	1.47

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)
	Dec-08	Nov-09	Dec-09	Dec-Nov 09	Dec-08	Nov-09	Dec-09	Dec-Nov 09
United States	3,839.7	3,386.3	3,641.7	255.4	2,389.5	1,978.3	2,238.7	260.4
Alabama	56.5	41.3	46.6	5.3	35.1	19.0	22.5	3.6
Alaska	23.5	17.1	18.7	1.6	13.0	9.0	8.9	0.0
Arkansas	29.2	20.7	23.2	2.6	20.4	10.5	13.7	3.2
Arizona	73.3	66.7	70.3	3.5	46.5	41.1	43.4	2.3
California	436.7	387.0	394.2	7.2	280.8	247.2	252.5	5.3
Colorado	75.6	65.2	69.8	4.5	48.4	39.9	43.9	4.0
Connecticut	60.2	53.1	56.4	3.3	35.1	30.8	33.9	3.1
Delaware	16.5	14.3	15.5	1.2	10.1	7.7	9.1	1.4
Florida	180.4	174.0	187.0	13.0	125.3	117.2	126.8	9.6
Georgia	95.1	95.5	97.1	1.7	60.4	57.1	58.3	1.2
Hawaii	19.8	13.8	15.6	1.9	15.0	9.3	10.9	1.6
Iowa	49.2	35.7	38.1	2.4	25.5	16.2	18.2	2.0
Idaho	20.2	14.3	16.8	2.5	11.9	9.3	11.5	2.3
Illinois	140.9	126.8	133.5	6.7	79.9	69.9	77.0	7.1
Indiana	55.2	45.9	49.6	3.7	32.6	25.2	27.5	2.3
Kansas	36.9	28.0	30.8	2.8	20.3	13.9	16.6	2.6
Kentucky	33.6	29.1	32.1	3.0	21.8	17.2	19.3	2.1
Louisiana	48.0	34.5	36.5	2.0	32.1	20.3	22.2	2.0
Massachusetts	118.4	118.3	118.6	0.2	69.7	71.7	72.2	0.5
Maryland	114.7	105.5	109.8	4.3	64.4	54.8	62.3	7.5
Maine	18.3	16.2	17.2	1.1	10.9	8.4	9.2	0.9
Michigan	80.7	68.9	77.3	8.4	56.0	43.1	51.0	7.9
Minnesota	73.4	61.9	66.6	4.7	43.0	37.1	43.0	5.9
Missouri	74.6	61.2	68.5	7.3	46.7	35.7	41.9	6.2
Mississippi	20.5	13.5	17.4	3.9	11.8	6.5	9.6	3.1
Montana	16.8	12.0	13.5	1.5	8.2	5.6	6.8	1.2
North Carolina	91.4	85.2	93.8	8.6	61.3	52.8	60.7	7.9
North Dakota	14.6	6.4	7.9	1.6	7.5	3.2	4.6	1.4
Nebraska	38.5	25.8	29.6	3.9	24.1	15.4	17.7	2.3
New Hampshire	21.4	17.5	19.7	2.2	12.5	10.4	11.9	1.6
New Jersey	128.3	127.2	132.0	4.8	84.6	77.5	84.5	7.0
New Mexico	28.8	23.0	24.3	1.3	18.4	12.9	13.4	0.6
Nevada	43.3	40.0	42.7	2.7	30.2	26.4	29.2	2.8
New York	224.5	232.2	241.8	9.6	149.2	151.6	161.6	10.0
Ohio	120.5	103.3	115.0	11.7	78.7	63.1	75.5	12.4
Oklahoma	48.4	37.4	45.6	8.2	29.1	21.0	27.3	6.4
Oregon	49.8	43.7	50.0	6.3	30.9	26.4	30.8	4.5
Pennsylvania	146.3	128.5	152.3	23.8	92.0	78.6	100.3	21.7
Rhode Island	17.3	15.2	16.7	1.5	10.9	9.5	10.8	1.4
South Carolina	50.3	44.1	48.6	4.5	28.2	23.4	26.7	3.3
South Dakota	16.7	10.1	12.7	2.6	6.8	4.4	5.4	1.0
Tennessee	60.5	52.4	60.2	7.8	40.6	29.8	37.3	7.4
Texas	265.3	223.9	246.0	22.1	170.1	129.7	147.4	17.7
Utah	46.2	34.7	36.5	1.8	28.3	20.4	21.8	1.4
Virginia	134.8	138.1	157.7	19.6	74.8	73.2	91.9	18.8
Vermont	12.7	9.6	10.6	1.0	7.8	5.3	6.4	1.1
Washington	109.7	90.7	102.2	11.6	67.4	53.1	61.5	8.4
Wisconsin	82.4	59.4	64.4	5.0	46.3	34.0	37.9	3.8
West Virginia	21.5	12.1	15.8	3.7	12.7	6.1	8.9	2.8
Wyoming	11.5	6.8	7.6	0.9	6.7	3.1	4.0	0.9

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
	Dec-08	Nov-09	Dec-09	Nov-09	Nov-09	Nov-09	Nov-09
United States	2.49	2.20	2.37	10.0	15,375.00	3,386.3	4.54
Alabama	2.61	2.00	2.26	10.5	217.35	41.3	5.26
Alaska	6.55	4.75	5.20	8.7	31.28	17.1	1.83
Arkansas	2.13	1.50	1.69	7.4	101.56	20.7	4.92
Arizona	2.30	2.12	2.23	8.9	279.72	66.7	4.19
California	2.35	2.11	2.15	12.3	2,253.83	387.0	5.82
Colorado	2.75	2.45	2.62	6.9	183.48	65.2	2.81
Connecticut	3.18	2.80	2.97	8.2	155.38	53.1	2.93
Delaware	3.70	3.36	3.63	8.5	36.33	14.3	2.53
Florida	1.93	1.89	2.03	11.5	1,055.99	174.0	6.07
Georgia	1.95	2.02	2.06	10.2	480.31	95.5	5.03
Hawaii	3.02	2.13	2.43	7.0	44.96	13.8	3.27
Iowa	2.93	2.12	2.27	6.7	113.15	35.7	3.17
Idaho	2.66	1.89	2.22	9.1	68.90	14.3	4.83
Illinois	2.12	1.91	2.01	10.9	723.14	126.8	5.71
Indiana	1.70	1.48	1.60	9.6	298.00	45.9	6.50
Kansas	2.44	1.84	2.03	6.3	95.46	28.0	3.41
Kentucky	1.63	1.41	1.56	10.6	218.67	29.1	7.50
Louisiana	2.28	1.68	1.78	6.7	138.07	34.5	4.00
Massachusetts	3.45	3.43	3.43	8.8	302.44	118.3	2.56
Maryland	3.81	3.58	3.72	7.4	219.21	105.5	2.08
Maine	2.57	2.31	2.46	8.0	56.20	16.2	3.47
Michigan	1.65	1.42	1.60	14.7	712.61	68.9	10.34
Minnesota	2.49	2.09	2.25	7.4	218.02	61.9	3.52
Missouri	2.47	2.05	2.29	9.5	283.51	61.2	4.63
Mississippi	1.55	1.05	1.36	9.6	122.42	13.5	9.06
Montana	3.31	2.42	2.72	6.4	32.09	12.0	2.67
North Carolina	2.00	1.88	2.07	10.8	487.63	85.2	5.72
North Dakota	3.93	1.76	2.19	4.1	15.04	6.4	2.36
Nebraska	3.85	2.63	3.02	4.5	44.47	25.8	1.73
New Hampshire	2.89	2.37	2.67	6.7	49.72	17.5	2.83
New Jersey	2.84	2.80	2.91	9.7	440.52	127.2	3.46
New Mexico	2.99	2.38	2.52	7.8	75.18	23.0	3.28
Nevada	3.08	2.90	3.10	12.3	169.29	40.0	4.23
New York	2.31	2.39	2.49	8.6	833.95	232.2	3.59
Ohio	2.02	1.75	1.95	10.6	623.16	103.3	6.03
Oklahoma	2.74	2.10	2.56	7.0	125.30	37.4	3.35
Oregon	2.51	2.23	2.56	11.1	216.30	43.7	4.95
Pennsylvania	2.27	2.03	2.41	8.5	539.84	128.5	4.20
Rhode Island	3.06	2.66	2.93	12.7	72.36	15.2	4.76
South Carolina	2.29	2.03	2.24	12.3	266.33	44.1	6.05
South Dakota	3.74	2.27	2.86	5.0	22.16	10.1	2.19
Tennessee	1.99	1.76	2.02	10.3	306.01	52.4	5.84
Texas	2.24	1.85	2.03	8.0	972.20	223.9	4.34
Utah	3.30	2.54	2.68	6.3	86.19	34.7	2.49
Virginia	3.22	3.34	3.81	6.6	271.46	138.1	1.97
Vermont	3.56	2.67	2.94	6.4	23.07	9.6	2.40
Washington	3.11	2.57	2.90	9.2	324.17	90.7	3.58
Wisconsin	2.65	1.95	2.12	8.2	250.29	59.4	4.22
West Virginia	2.67	1.52	1.99	8.4	66.80	12.1	5.54
Wyoming	3.89	2.32	2.61	7.2	20.88	6.8	3.09

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
	Dec-08	Nov-09	Dec-09	Dec 08-09	Dec-08	Nov-09	Dec-09	Dec 08-09
Birmingham, AL	13.3	12.2	11.6	-12.9%	7.8	6.1	5.7	-26.5%
Phoenix, AZ	40.5	46.7	43.0	6.3%	23.2	29.5	25.6	10.0%
Tucson, AZ	12.5	11.4	11.0	-11.6%	8.0	7.2	6.7	-16.2%
Los Angeles, CA	136.0	149.5	127.5	-6.2%	85.2	105.0	83.9	-1.4%
Riverside, CA	19.0	24.1	20.6	8.4%	11.9	16.4	12.9	8.0%
Sacramento, CA	21.7	22.0	20.4	-6.3%	12.7	13.9	11.9	-6.5%
San Diego, CA	38.9	42.2	36.6	-5.9%	22.9	27.4	22.8	-0.8%
San Francisco, CA	78.7	83.4	73.1	-7.1%	44.8	53.3	43.9	-2.2%
San Jose, CA	31.8	33.3	30.3	-4.6%	15.0	18.1	14.9	-0.3%
Denver, CO	35.8	38.3	36.3	1.6%	19.7	23.3	21.2	7.9%
Hartford, CT	20.1	20.1	19.8	-1.5%	11.3	12.3	11.9	4.5%
Washington, DC	138.0	163.6	158.5	14.8%	68.7	83.1	81.7	19.0%
Jacksonville, FL	16.3	16.9	15.9	-2.7%	10.9	11.3	10.3	-5.6%
Miami, FL	44.7	51.4	47.5	6.3%	27.5	33.6	29.8	8.5%
Orlando, FL	23.9	28.6	26.6	11.5%	16.6	20.4	18.5	11.3%
Tampa, FL	25.5	32.0	29.5	15.8%	15.3	21.3	18.2	19.3%
Atlanta, GA	50.6	66.5	57.0	12.6%	28.3	41.6	32.4	14.6%
Honolulu, HI	14.2	12.3	11.7	-17.3%	10.6	8.7	8.2	-22.1%
Chicago, IL	89.6	106.2	92.5	3.2%	44.3	61.0	49.7	12.2%
Indianapolis, IN	21.0	22.5	20.3	-3.0%	12.3	12.4	11.0	-10.1%
Louisville, KY	13.3	13.3	12.7	-4.7%	8.7	8.2	7.9	-8.6%
New Orleans, LA	15.4	12.8	11.5	-25.3%	9.3	7.9	6.9	-26.1%
Baltimore, MD	55.9	60.1	55.2	-1.3%	31.3	33.5	31.0	-1.2%
Boston, MA	80.3	96.4	82.5	2.8%	43.3	59.3	46.8	8.2%
Detroit, MI	27.4	33.5	29.7	8.3%	17.3	22.3	19.1	10.2%
Minneapolis-St. Paul, MN	49.3	48.2	45.2	-8.3%	27.3	29.5	27.5	1.0%
Kansas City, MO	27.1	25.7	24.1	-11.0%	15.8	15.5	14.5	-7.8%
St. Louis, MO	30.8	32.9	30.1	-2.5%	17.9	20.1	18.1	0.8%
Las Vegas, NV	26.0	30.0	28.3	9.0%	17.1	20.8	19.1	11.8%
Buffalo, NY	13.3	14.3	12.9	-3.1%	8.9	9.2	8.2	-7.8%
New York, NY	199.8	251.0	225.1	12.7%	127.6	169.2	145.6	14.1%
Rochester, NY	10.2	11.6	11.1	8.8%	6.2	7.5	6.6	6.5%
Charlotte, NC	22.9	27.6	26.3	14.6%	13.7	17.6	16.4	19.1%
Cincinnati, OH	25.9	24.7	23.6	-8.9%	15.0	14.2	13.5	-10.4%
Cleveland, OH	29.3	27.2	26.3	-10.4%	15.7	16.3	16.0	2.2%
Columbus, OH	23.3	25.5	23.2	-0.3%	14.0	16.2	14.2	1.8%
Oklahoma City, OK	17.0	17.8	17.5	3.2%	10.4	10.7	10.1	-3.2%
Portland, OR	24.7	30.7	27.3	10.3%	13.6	18.5	15.6	15.0%
Philadelphia, PA	65.3	72.3	69.6	6.5%	34.6	42.8	40.2	16.3%
Pittsburgh, PA	30.7	36.3	34.7	13.3%	19.9	24.5	22.9	15.1%
Providence, RI	16.4	18.1	16.9	3.1%	10.5	12.2	10.9	3.2%
Memphis, TN	14.5	12.0	12.4	-14.6%	9.7	7.0	7.1	-26.9%
Nashville, TN	16.7	20.4	20.1	20.2%	9.9	12.5	11.9	20.3%
Austin, TX	21.7	26.5	24.0	10.3%	13.0	16.4	14.1	8.1%
Dallas, TX	66.2	73.8	67.5	2.0%	36.1	41.9	36.7	1.7%
Houston, TX	61.4	59.7	53.1	-13.5%	33.5	33.8	27.9	-16.7%
San Antonio, TX	22.3	26.8	25.4	13.9%	14.1	17.1	15.7	11.7%
Salt Lake City, UT	23.7	22.3	19.6	-17.1%	13.9	13.6	11.5	-17.2%
Richmond, VA	15.1	16.5	16.2	7.3%	8.8	10.1	9.7	10.8%
Virginia Beach, VA	16.8	19.8	18.9	12.8%	9.9	12.3	11.8	19.5%
Seattle-Tacoma, WA	62.5	61.3	57.8	-7.4%	34.4	35.9	32.1	-6.9%
Milwaukee, WI	30.4	23.8	22.0	-27.8%	15.8	14.2	12.6	-19.7%

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

Location ⁴	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Dec-08	Nov-09	Dec-09	Nov-09	Nov-09	Nov-09	Nov-09
	Birmingham, AL	2.53	2.40	2.26	9.5	48.0	12.2
Phoenix, AZ	1.89	2.21	2.03	8.1	172.1	46.7	3.69
Tucson, AZ	2.55	2.32	2.25	7.8	38.4	11.4	3.38
Los Angeles, CA	2.05	2.29	1.95	11.5	751.3	149.5	5.03
Riverside, CA	1.05	1.34	1.15	14.2	254.2	24.1	10.57
Sacramento, CA	2.04	2.10	1.94	12.4	129.3	22.0	5.88
San Diego, CA	2.45	2.70	2.34	10.3	161.5	42.2	3.83
San Francisco, CA	3.43	3.69	3.24	10.3	232.8	83.4	2.79
San Jose, CA	3.46	3.65	3.32	11.8	106.7	33.3	3.20
Denver, CO	2.56	2.81	2.67	6.8	93.5	38.3	2.44
Hartford, CT	3.39	3.35	3.29	8.0	47.9	20.1	2.38
Washington, DC	4.59	5.45	5.28	6.1	183.3	163.6	1.12
Jacksonville, FL	2.39	2.48	2.33	11.2	76.8	16.9	4.54
Miami, FL	1.56	1.79	1.66	10.6	302.9	51.4	5.89
Orlando, FL	2.13	2.57	2.40	11.8	131.4	28.6	4.59
Tampa, FL	1.92	2.44	2.25	12.3	161.1	32.0	5.04
Atlanta, GA	1.85	2.50	2.15	10.1	267.8	66.5	4.03
Honolulu, HI	3.11	2.74	2.62	5.9	26.7	12.3	2.18
Chicago, IL	1.85	2.18	1.90	10.3	501.4	106.2	4.72
Indianapolis, IN	2.34	2.59	2.35	8.2	70.7	22.5	3.15
Louisville, KY	2.12	2.11	2.01	9.8	61.9	13.3	4.67
New Orleans, LA	2.86	2.41	2.16	6.1	32.1	12.8	2.51
Baltimore, MD	4.01	4.37	4.01	7.7	106.7	60.1	1.77
Boston, MA	3.22	3.85	3.29	7.7	194.9	96.4	2.02
Detroit, MI	1.32	1.60	1.42	15.4	320.1	33.5	9.55
Minneapolis-St. Paul, MN	2.69	2.62	2.45	7.0	129.7	48.2	2.69
Kansas City, MO	2.62	2.45	2.29	8.3	86.9	25.7	3.38
St. Louis, MO	2.16	2.31	2.11	9.9	140.6	32.9	4.27
Las Vegas, NV	2.58	3.02	2.84	12.1	119.0	30.0	3.96
Buffalo, NY	2.28	2.46	2.22	8.0	46.5	14.3	3.25
New York, NY	2.10	2.63	2.36	8.9	849.2	251.0	3.38
Rochester, NY	1.91	2.15	2.07	7.6	40.7	11.6	3.52
Charlotte, NC	2.67	3.20	3.05	11.8	100.8	27.6	3.66
Cincinnati, OH	2.30	2.24	2.14	9.5	105.7	24.7	4.28
Cleveland, OH	2.78	2.56	2.48	9.0	95.7	27.2	3.52
Columbus, OH	2.41	2.65	2.42	8.5	81.7	25.5	3.21
Oklahoma City, OK	2.98	3.11	3.05	6.4	36.9	17.8	2.07
Portland, OR	2.08	2.62	2.33	10.8	126.5	30.7	4.12
Philadelphia, PA	2.18	2.45	2.35	8.5	253.0	72.3	3.50
Pittsburgh, PA	2.51	3.01	2.88	7.5	90.9	36.3	2.51
Providence, RI	2.35	2.58	2.41	11.8	83.5	18.1	4.61
Memphis, TN	2.34	1.96	2.02	9.8	59.8	12.0	5.00
Nashville, TN	2.10	2.62	2.57	9.0	70.1	20.4	3.43
Austin, TX	2.49	2.92	2.64	6.9	62.4	26.5	2.36
Dallas, TX	2.10	2.29	2.09	7.9	257.2	73.8	3.49
Houston, TX	2.19	2.10	1.87	8.2	234.1	59.7	3.92
San Antonio, TX	2.35	2.75	2.60	6.8	65.9	26.8	2.46
Salt Lake City, UT	3.83	3.73	3.27	6.1	36.4	22.3	1.63
Richmond, VA	2.34	2.57	2.52	7.5	48.4	16.5	2.93
Virginia Beach, VA	2.04	2.39	2.28	6.6	54.4	19.8	2.74
Seattle-Tacoma, WA	3.33	3.22	3.04	8.8	166.0	61.3	2.71
Milwaukee, WI	3.80	3.05	2.81	8.4	65.0	23.8	2.73

Source: The Conference Board

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

Table 7: National Labor Supply/Labor Demand by Occupation¹, Seasonally Adjusted

Occupation ²	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed ³ (Thousands)	Supply/ Demand Rate ⁴	Average Hourly Wage ⁵
	Dec-08	Nov-09	Dec-09	Dec-Nov 09	Nov-09	Nov-09	
Total	3,839.7	3,386.3	3,641.7	255.4	15,375.0	4.5	\$20.32
Management	443.4	353.6	370.0	16.4	878.1	2.5	\$48.23
Business and financial operations	225.9	199.8	219.2	19.4	423.7	2.1	\$31.12
Computer and mathematical science	473.4	444.6	467.9	23.4	177.5	0.4	\$35.82
Architecture and engineering	165.1	117.0	126.2	9.1	220.5	1.9	\$34.34
Life, physical, and social science	74.1	66.6	70.9	4.3	80.7	1.2	\$30.90
Community and social services	41.7	41.7	43.4	1.8	106.8	2.6	\$20.09
Legal	23.4	23.1	24.5	1.4	59.9	2.6	\$44.36
Education, training, and library	70.9	69.0	75.0	6.0	451.6	6.5	\$23.30
Arts, design, entertainment, sports, and media	95.9	94.4	98.2	3.8	235.6	2.5	\$24.36
Healthcare practitioners and technical	562.0	496.3	541.4	45.1	169.5	0.3	\$32.64
Healthcare support	98.4	102.7	111.9	9.2	279.7	2.7	\$12.66
Protective service	27.5	24.7	26.2	1.5	192.9	7.8	\$19.33
Food preparation and serving related	79.6	80.5	88.0	7.5	970.6	12.1	\$9.72
Building and grounds cleaning and maintenance	36.9	35.4	39.1	3.7	741.1	20.9	\$11.72
Personal care and service	55.5	59.5	64.5	5.0	425.4	7.2	\$11.59
Sales and related	377.1	432.9	474.2	41.3	1,640.2	3.8	\$17.35
Office and administrative support	433.6	331.5	373.3	41.8	1,729.3	5.2	\$15.49
Farming, fishing, and forestry	5.6	4.5	4.5	0.0	116.6	25.9	\$11.32
Construction and extraction	51.9	44.1	48.4	4.3	2,214.4	50.2	\$20.36
Installation, maintenance, and repair	92.1	87.7	92.3	4.5	476.2	5.4	\$19.82
Production	90.7	68.0	75.8	7.8	1,300.3	19.1	\$15.54
Transportation and material moving	97.0	91.1	103.9	12.8	1,195.0	13.1	\$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
	Dec-09	Wage ²	Dec-09	Wage ²	Dec-09	Wage ²
United States	545,984	\$39.69	1,351,141	\$29.24	278,000	\$11.87
Alabama	5,012	\$36.51	14,274	\$25.85	4,418	\$9.92
Alaska	2,002	\$35.32	7,712	\$29.55	1,438	\$14.22
Arizona	9,137	\$35.17	29,193	\$27.31	5,590	\$11.87
Arkansas	2,546	\$32.01	8,163	\$23.68	2,029	\$9.79
California	63,622	\$44.56	148,036	\$33.79	25,128	\$13.12
Colorado	10,102	\$39.29	26,364	\$30.45	5,587	\$12.30
Connecticut	9,934	\$35.10	20,698	\$31.55	3,774	\$13.79
Delaware	2,816	\$41.13	6,033	\$31.64	908	\$12.38
Florida	23,370	\$35.96	60,282	\$27.41	19,601	\$11.52
Georgia	15,886	\$39.55	37,156	\$27.08	5,960	\$10.77
Hawaii	1,996	\$35.11	4,779	\$27.86	1,765	\$13.31
Idaho	1,743	\$32.31	5,078	\$25.45	1,650	\$10.93
Illinois	25,517	\$39.85	47,594	\$30.61	8,247	\$12.65
Indiana	6,852	\$35.76	17,468	\$25.62	3,849	\$10.75
Iowa	4,096	\$32.14	13,347	\$23.45	3,540	\$10.68
Kansas	3,627	\$34.55	12,177	\$24.52	3,051	\$10.59
Kentucky	3,993	\$33.56	11,984	\$25.00	2,487	\$10.30
Louisiana	4,432	\$32.90	11,297	\$24.48	3,317	\$10.05
Maine	1,723	\$33.02	6,360	\$25.13	2,109	\$11.40
Maryland	16,937	\$42.22	52,288	\$32.68	6,884	\$12.85
Massachusetts	21,812	\$45.51	45,791	\$33.25	7,373	\$13.97
Michigan	10,332	\$38.47	25,797	\$29.59	6,485	\$11.74
Minnesota	11,924	\$38.01	24,599	\$29.21	4,524	\$12.08
Mississippi	2,041	\$32.09	6,714	\$23.34	1,445	\$9.75
Missouri	9,020	\$35.89	23,206	\$25.95	6,063	\$10.73
Montana	1,260	\$28.99	4,442	\$21.97	1,330	\$10.44
Nebraska	3,425	\$26.68	9,442	\$24.27	2,955	\$10.37
Nevada	4,639	\$37.54	13,762	\$28.53	5,565	\$12.34
New Hampshire	2,202	\$39.79	6,987	\$27.97	1,779	\$12.18
New Jersey	22,377	\$45.79	48,110	\$32.61	10,755	\$14.27
New Mexico	2,725	\$34.70	10,418	\$26.99	2,036	\$10.45
New York	43,954	\$48.34	85,273	\$32.30	17,706	\$13.90
North Carolina	13,287	\$38.43	34,228	\$26.03	7,522	\$10.68
North Dakota	878	\$32.90	2,552	\$22.94	588	\$10.34
Ohio	17,179	\$36.98	41,548	\$27.99	8,865	\$11.30
Oklahoma	4,702	\$31.01	16,243	\$23.60	4,283	\$10.06
Oregon	6,169	\$36.17	18,328	\$28.09	4,182	\$12.23
Pennsylvania	22,817	\$36.95	52,217	\$27.96	11,992	\$11.75
Rhode Island	2,194	\$40.79	5,507	\$30.33	1,489	\$12.63
South Carolina	4,856	\$35.79	17,160	\$25.39	4,669	\$10.29
South Dakota	1,144	\$30.43	3,974	\$22.38	1,472	\$10.01
Tennessee	7,839	\$34.33	21,941	\$25.13	5,035	\$10.42
Texas	37,248	\$38.80	91,548	\$27.99	16,796	\$10.37
Utah	4,066	\$27.74	11,987	\$25.93	3,357	\$10.87
Vermont	1,159	\$27.79	3,798	\$25.70	1,116	\$12.31
Virginia	28,792	\$33.86	75,898	\$31.75	8,213	\$11.81
Washington	14,629	\$31.95	42,528	\$31.29	7,447	\$13.61
West Virginia	1,453	\$29.93	6,296	\$23.03	1,492	\$9.57
Wisconsin	8,449	\$34.96	23,654	\$27.48	5,864	\$11.54
Wyoming	711	\$32.73	3,110	\$24.41	584	\$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
	Dec-09	Wage ¹	Dec-09	Wage ¹	Dec-09	Wage ¹
United States	761,988	\$16.20	118,067	\$19.80	152,825	\$15.33
Alabama	9,959	\$13.79	2,869	\$17.12	3,936	\$14.25
Alaska	3,147	\$16.72	864	\$26.46	675	\$19.99
Arizona	15,422	\$15.41	2,029	\$17.80	2,170	\$15.09
Arkansas	5,699	\$13.46	1,185	\$16.60	1,549	\$13.79
California	84,175	\$17.91	9,760	\$21.18	13,395	\$15.37
Colorado	14,442	\$17.38	2,461	\$19.76	2,614	\$15.94
Connecticut	12,087	\$19.02	1,577	\$23.04	2,340	\$16.68
Delaware	3,057	\$16.44	496	\$20.65	576	\$15.70
Florida	48,202	\$15.62	6,960	\$17.33	6,658	\$14.40
Georgia	18,937	\$15.63	3,322	\$17.79	3,982	\$14.42
Hawaii	4,337	\$15.83	669	\$24.71	700	\$16.27
Idaho	3,782	\$14.33	666	\$17.26	770	\$14.18
Illinois	27,804	\$17.04	3,430	\$24.47	5,879	\$15.75
Indiana	11,839	\$15.08	1,655	\$20.27	3,021	\$15.75
Iowa	7,970	\$14.61	1,944	\$18.19	2,752	\$14.94
Kansas	6,409	\$14.80	1,165	\$18.78	1,657	\$15.23
Kentucky	7,736	\$14.18	1,254	\$18.15	2,005	\$15.38
Louisiana	9,408	\$13.39	1,613	\$17.91	2,141	\$15.93
Maine	3,535	\$14.75	636	\$17.91	1,006	\$15.03
Maryland	19,163	\$16.91	3,301	\$20.55	3,311	\$16.33
Massachusetts	22,337	\$18.69	2,889	\$23.80	4,018	\$16.52
Michigan	17,738	\$16.16	2,822	\$21.78	4,139	\$17.04
Minnesota	14,201	\$17.00	1,934	\$22.39	3,268	\$16.20
Mississippi	3,434	\$13.23	660	\$16.07	1,061	\$13.62
Missouri	15,307	\$15.31	2,532	\$20.41	3,476	\$14.99
Montana	2,916	\$13.57	742	\$18.35	707	\$15.31
Nebraska	6,678	\$14.09	1,396	\$17.85	1,637	\$15.12
Nevada	10,501	\$15.54	1,589	\$22.52	1,510	\$15.02
New Hampshire	4,238	\$16.36	831	\$19.83	1,024	\$15.57
New Jersey	29,865	\$18.30	3,900	\$23.36	5,758	\$15.84
New Mexico	4,861	\$13.71	838	\$17.14	855	\$14.96
New York	53,761	\$18.49	6,219	\$23.70	8,709	\$16.57
North Carolina	19,528	\$15.16	3,470	\$17.31	3,944	\$14.09
North Dakota	1,862	\$13.65	444	\$18.71	515	\$15.58
Ohio	25,891	\$15.60	3,778	\$20.16	6,006	\$15.52
Oklahoma	9,710	\$13.44	2,033	\$17.23	2,241	\$14.15
Oregon	10,214	\$16.45	1,595	\$20.44	2,076	\$15.39
Pennsylvania	32,802	\$15.99	4,813	\$20.12	7,248	\$15.50
Rhode Island	3,820	\$16.37	558	\$21.39	678	\$14.89
South Carolina	10,262	\$14.18	2,161	\$16.82	2,623	\$14.45
South Dakota	2,657	\$13.42	839	\$16.11	819	\$13.31
Tennessee	13,189	\$14.58	2,129	\$17.42	3,365	\$14.42
Texas	48,699	\$15.28	8,545	\$16.78	9,786	\$14.53
Utah	9,246	\$14.77	1,374	\$18.39	1,752	\$14.78
Vermont	1,884	\$15.45	369	\$18.38	569	\$15.35
Virginia	22,981	\$16.26	3,981	\$19.10	3,851	\$15.24
Washington	17,488	\$17.57	2,794	\$22.75	3,223	\$17.40
West Virginia	3,745	\$12.82	762	\$18.14	858	\$14.43
Wisconsin	13,482	\$15.57	2,332	\$20.95	4,423	\$15.59
Wyoming	1,446	\$13.86	304	\$20.53	361	\$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
	Dec-09	Wage ²	Dec-09	Wage ²	Dec-09	Wage ²
United States	545,984	\$39.69	1,351,141	\$29.24	278,000	\$11.87
Birmingham, AL	1,605	\$38.72	3,664	\$26.20	1,273	\$10.41
Phoenix, AZ	6,164	\$35.75	18,828	\$27.84	3,596	\$11.90
Tucson, AZ	1,419	\$35.26	4,531	\$28.28	1,283	\$11.87
Los Angeles, CA	22,830	\$44.75	48,311	\$33.52	9,448	\$12.80
Riverside, CA	2,565	\$39.08	6,729	\$29.74	2,295	\$12.50
Sacramento, CA	3,442	\$38.34	7,706	\$34.29	1,651	\$13.18
San Diego, CA	5,745	\$42.67	15,641	\$33.26	2,777	\$12.44
San Francisco, CA	16,416	\$49.63	32,931	\$36.87	4,359	\$14.47
San Jose, CA	6,161	\$54.66	17,470	\$42.71	1,070	\$13.50
Denver, CO	6,752	\$40.69	14,912	\$31.98	2,819	\$12.39
Hartford, CT	3,593	\$41.57	7,642	\$32.15	1,555	\$13.78
Washington, DC	37,544	\$37.90	83,690	\$37.79	7,050	\$13.75
Jacksonville, FL	2,186	\$35.85	5,543	\$26.93	1,677	\$11.29
Miami, FL	7,485	\$38.42	16,783	\$30.75	5,107	\$12.39
Orlando, FL	3,827	\$35.74	7,956	\$26.75	2,846	\$11.08
Tampa, FL	4,219	\$35.91	11,810	\$28.00	2,986	\$11.22
Atlanta, GA	12,206	\$41.46	24,950	\$29.11	3,291	\$11.31
Honolulu, HI	1,593	\$35.57	3,573	\$31.89	1,507	\$12.95
Chicago, IL	21,691	\$41.85	36,015	\$33.84	6,170	\$12.93
Indianapolis, IN	3,495	\$36.93	7,191	\$27.90	1,672	\$11.41
Louisville, KY	1,723	\$35.91	4,876	\$26.23	1,097	\$10.66
New Orleans, LA	1,677	\$34.56	3,751	\$26.65	1,415	\$10.65
Baltimore, MD	8,206	\$40.99	27,476	\$32.10	4,042	\$13.08
Boston, MA	17,813	\$46.83	35,882	\$34.01	5,695	\$14.20
Detroit, MI	4,737	\$41.01	10,592	\$30.71	2,974	\$12.05
Minneapolis-St. Paul, MN	9,706	\$40.37	17,855	\$30.92	3,243	\$12.61
Kansas City, MO	3,698	\$37.34	9,004	\$27.75	2,445	\$11.54
St. Louis, MO	5,050	\$37.90	11,756	\$28.05	2,687	\$11.28
Las Vegas, NV	3,272	\$38.00	9,344	\$28.36	4,404	\$12.53
Buffalo, NY	1,835	\$37.29	3,652	\$26.82	1,359	\$11.88
New York, NY	47,266	\$50.57	87,591	\$34.55	18,141	\$14.63
Rochester, NY	1,532	\$39.79	4,019	\$27.57	1,109	\$11.93
Charlotte, NC	5,198	\$41.05	10,030	\$27.63	2,249	\$11.19
Cincinnati, OH	4,385	\$37.96	8,587	\$28.68	1,881	\$11.54
Cleveland, OH	4,567	\$38.86	10,374	\$28.77	2,520	\$11.82
Columbus, OH	4,073	\$36.74	8,835	\$30.01	1,914	\$11.88
Oklahoma City, OK	2,101	\$31.56	6,585	\$25.50	1,795	\$10.45
Portland, OR	4,319	\$38.56	11,653	\$30.44	2,236	\$12.71
Philadelphia, PA	13,560	\$41.65	28,650	\$30.97	5,758	\$12.88
Pittsburgh, PA	6,142	\$35.14	11,657	\$27.88	3,699	\$11.25
Providence, RI	2,210	\$40.64	6,131	\$29.42	1,905	\$12.67
Memphis, TN	1,767	\$36.94	4,736	\$26.55	987	\$10.83
Nashville, TN	3,433	\$36.16	8,114	\$25.90	1,736	\$10.81
Austin, TX	3,719	\$38.67	11,375	\$29.23	1,713	\$10.85
Dallas, TX	14,066	\$41.10	28,400	\$30.11	4,229	\$10.99
Houston, TX	10,430	\$51.06	21,847	\$30.74	3,847	\$10.45
San Antonio, TX	3,419	\$34.42	11,096	\$26.14	2,956	\$10.16
Salt Lake City, UT	2,617	\$35.61	7,500	\$28.39	1,966	\$11.36
Richmond, VA	2,696	\$30.49	6,272	\$28.73	1,481	\$11.56
Virginia Beach, VA	2,571	\$35.50	7,343	\$27.36	2,005	\$11.12
Seattle-Tacoma, WA	10,497	\$43.11	28,201	\$33.75	4,174	\$14.09
Milwaukee, WI	3,491	\$38.01	8,252	\$29.80	2,215	\$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
	Dec-09	Wage ¹	Dec-09	Wage ¹	Dec-09	Wage ¹
United States	761,988	\$16.20	118,067	\$19.80	152,825	\$15.33
Birmingham, AL	3,194	\$15.36	650	\$18.14	974	\$14.58
Phoenix, AZ	10,989	\$15.93	1,234	\$18.20	1,402	\$15.22
Tucson, AZ	2,608	\$14.24	421	\$17.76	479	\$14.31
Los Angeles, CA	34,541	\$17.84	3,294	\$22.21	5,213	\$14.54
Riverside, CA	6,190	\$15.73	977	\$20.68	1,254	\$14.90
Sacramento, CA	5,491	\$17.51	778	\$22.36	868	\$16.07
San Diego, CA	9,244	\$17.33	1,111	\$22.03	1,331	\$15.25
San Francisco, CA	14,642	\$20.71	1,652	\$26.88	2,055	\$17.93
San Jose, CA	4,172	\$22.31	498	\$25.00	662	\$16.83
Denver, CO	8,585	\$18.60	1,358	\$20.27	1,393	\$16.16
Hartford, CT	5,020	\$18.55	679	\$23.10	942	\$17.18
Washington, DC	22,698	\$18.69	3,064	\$21.75	2,749	\$17.08
Jacksonville, FL	4,531	\$16.05	767	\$18.05	759	\$15.26
Miami, FL	14,007	\$16.41	1,447	\$18.57	1,565	\$14.80
Orlando, FL	8,964	\$15.27	1,182	\$17.73	1,085	\$14.19
Tampa, FL	7,746	\$15.82	1,095	\$17.05	1,124	\$13.76
Atlanta, GA	11,839	\$17.03	1,694	\$19.12	2,070	\$15.43
Honolulu, HI	3,581	\$15.84	544	\$25.30	598	\$16.47
Chicago, IL	20,953	\$17.82	2,228	\$25.82	4,091	\$16.05
Indianapolis, IN	5,638	\$16.73	739	\$20.73	1,246	\$15.70
Louisville, KY	3,470	\$15.36	545	\$19.19	734	\$17.01
New Orleans, LA	3,141	\$14.42	583	\$18.33	611	\$16.28
Baltimore, MD	10,830	\$17.09	1,971	\$20.31	1,864	\$16.62
Boston, MA	17,114	\$19.45	2,070	\$24.51	2,830	\$16.81
Detroit, MI	7,837	\$17.33	1,354	\$23.81	1,621	\$18.60
Minneapolis-St. Paul, MN	10,190	\$18.36	1,312	\$24.38	2,222	\$17.04
Kansas City, MO	6,242	\$16.69	970	\$21.53	1,321	\$15.92
St. Louis, MO	7,612	\$16.49	1,079	\$23.13	1,385	\$16.31
Las Vegas, NV	8,294	\$15.58	1,145	\$22.85	985	\$14.72
Buffalo, NY	4,209	\$15.66	600	\$20.51	993	\$16.16
New York, NY	54,264	\$19.58	5,148	\$25.16	7,972	\$16.78
Rochester, NY	2,928	\$15.97	587	\$19.41	793	\$14.84
Charlotte, NC	6,298	\$16.88	933	\$18.45	1,099	\$15.16
Cincinnati, OH	6,156	\$16.85	830	\$20.05	1,291	\$15.54
Cleveland, OH	6,014	\$16.27	945	\$21.89	1,420	\$16.04
Columbus, OH	5,865	\$16.34	801	\$20.15	1,242	\$15.29
Oklahoma City, OK	4,693	\$13.86	1,100	\$17.99	880	\$13.76
Portland, OR	6,327	\$17.58	948	\$22.11	1,344	\$16.17
Philadelphia, PA	15,401	\$17.64	2,196	\$22.64	3,013	\$16.35
Pittsburgh, PA	9,008	\$15.49	1,505	\$19.06	2,127	\$15.54
Providence, RI	4,704	\$16.10	753	\$21.48	885	\$14.79
Memphis, TN	3,203	\$15.32	523	\$18.07	847	\$14.51
Nashville, TN	4,802	\$15.55	671	\$18.14	969	\$15.53
Austin, TX	5,200	\$16.09	657	\$18.02	846	\$13.64
Dallas, TX	15,309	\$16.83	1,955	\$17.41	2,613	\$14.76
Houston, TX	11,790	\$16.46	2,006	\$17.70	2,433	\$15.71
San Antonio, TX	5,457	\$14.10	1,031	\$15.69	1,031	\$13.14
Salt Lake City, UT	5,447	\$15.87	744	\$18.70	1,026	\$15.10
Richmond, VA	4,085	\$16.90	699	\$19.27	677	\$14.97
Virginia Beach, VA	4,452	\$14.63	1,184	\$18.19	1,045	\$15.50
Seattle-Tacoma, WA	11,101	\$18.87	1,453	\$24.27	1,742	\$18.38
Milwaukee, WI	5,286	\$17.14	832	\$23.03	1,504	\$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.