

News Release

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Release #6159

Online Labor Demand Remains Flat in February

- February index unchanged, following a small decline in January
- Despite slight downward trend over the past year, HWOL Index remains at high level

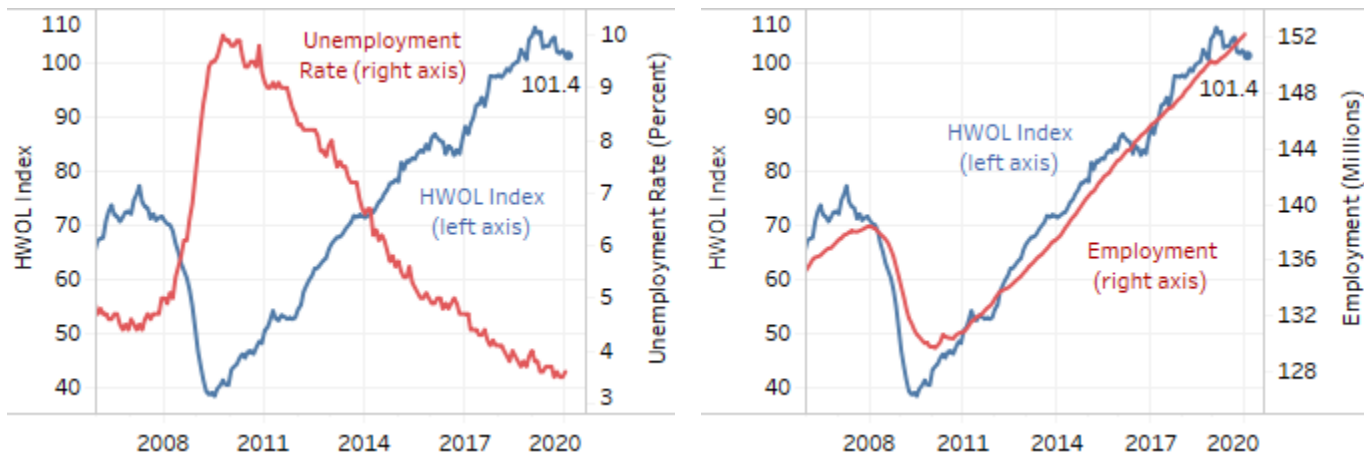
NEW YORK, March 11, 2020...*The Conference Board®-Burning Glass® Help Wanted OnLine™ (HWOL) Index* was unchanged in February and remains at 101.4 (July 2018=100). The Index declined 1.0 percent (from December to January) and is down 4.9 percent from a year ago.

Despite being on a slightly downward trend over the past year, the HWOL Index is still hovering at high levels. However, the COVID-19 outbreak will likely cause the number of online job ads to decline in the coming months.

The Help Wanted OnLine™ Index is produced in collaboration with Burning Glass Technologies, the global pioneer in real-time labor market data and analysis. This recent collaboration enhances the Help Wanted OnLine™ program by providing additional insights into important labor market trends.

Help Wanted OnLine™ (HWOL) Index: United States, seasonally adjusted, February 2020

[July 2018=100]



Sources: The Conference Board, Burning Glass Technologies, Bureau of Labor Statistics

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The release schedule, national historic table and technical note are available on The Conference Board website, <http://www.conference-board.org/data/helpwantedonline.cfm>. The underlying data for The Conference Board HWOL is collected by Burning Glass Technologies, Inc.

Table 1. HWOL Data Series: Total ads by Census Division, seasonally adjusted, February 2020

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	5,647.7	South Atlantic	1,109.1
New England	266.1	East South Central	251.3
Middle Atlantic	595.0	West South Central	656.6
East North Central	796.6	Mountain	556.2
West North Central	370.9	Pacific	1,123.4

Source: The Conference Board, Burning Glass Technologies

1. Census Divisions defined by the U.S. Census Bureau
2. Ad levels are seasonally adjusted and may not add up to the total US count

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Table 2. HWOL Data Series: Total ads by State, seasonally adjusted, February 2020

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	52.4	Montana	12.3
Alaska	18.0	Nebraska	42.9
Arizona	170.1	Nevada	71.5
Arkansas	23.3	New Hampshire	18.6
California	789.8	New Jersey	139.6
Colorado	161.3	New Mexico	33.5
Connecticut	53.3	New York	253.2
Delaware	13.7	North Carolina	202.0
Florida	340.8	North Dakota	10.2
Georgia	154.0	Ohio	244.1
Hawaii	25.6	Oklahoma	62.7
Idaho	34.9	Oregon	84.3
Illinois	204.1	Pennsylvania	209.1
Indiana	102.4	Rhode Island	15.7
Iowa	36.0	South Carolina	52.7
Kansas	50.4	South Dakota	8.9
Kentucky	69.6	Tennessee	111.0
Louisiana	65.9	Texas	503.2
Maine	11.1	Utah	47.9
Maryland	104.9	Vermont	6.9
Massachusetts	168.8	Virginia	183.9
Michigan	145.4	Washington	153.8
Minnesota	122.2	West Virginia	10.6
Mississippi	21.4	Wisconsin	113.3
Missouri	100.7	Wyoming	5.3

Source: The Conference Board, Burning Glass Technologies

1. Ad levels are seasonally adjusted and may not add up to the total US count

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Table 3. HWOL Data Series: Total ads by selected MSAs, seasonally adjusted, February 2020

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	16.5	Kansas City, MO	57.9
Phoenix, AZ	134.1	St. Louis, MO	57.0
Tucson, AZ	24.4	Las Vegas, NV	52.0
Los Angeles, CA	252.0	Buffalo, NY	28.7
Riverside, CA	65.1	New York, NY	285.4
Sacramento, CA	49.5	Rochester, NY	13.1
San Diego, CA	83.1	Charlotte, NC	64.5
San Francisco, CA	156.0	Cincinnati, OH	53.1
San Jose, CA	70.6	Cleveland, OH	63.5
Denver, CO	104.0	Columbus, OH	57.2
Hartford, CT	20.2	Oklahoma City, OK	33.7
Washington, DC	156.3	Portland, OR	61.7
Jacksonville, FL	37.9	Philadelphia, PA	120.3
Miami, FL	109.9	Pittsburgh, PA	53.1
Orlando, FL	52.8	Providence, RI	18.2
Tampa, FL	73.9	Memphis, TN	32.1
Atlanta, GA	111.1	Nashville, TN	55.0
Honolulu, HI	24.5	Austin, TX	64.7
Chicago, IL	174.3	Dallas, TX	201.5
Indianapolis, IN	55.5	Houston, TX	98.9
Louisville, KY	35.0	San Antonio, TX	46.8
New Orleans, LA	29.1	Salt Lake City, UT	28.4
Baltimore, MD	65.2	Richmond, VA	43.3
Boston, MA	143.3	Virginia Beach, VA	54.3
Detroit, MI	87.2	Seattle-Tacoma, WA	109.5
Minneapolis, MN	100.8	Milwaukee, WI	49.1

Source: The Conference Board, Burning Glass Technologies

1. Metropolitan areas are based on 2013 OMB county-based Metropolitan Statistical Area (MSA) definitions
2. Ad levels are seasonally adjusted and may not add up to the total US count

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PROGRAM NOTES

HWOL available on Haver Analytics

A number of the key HWOL Data Series are exclusively available on Haver Analytics. The available HWOL Data Series include the geographic and occupational series for levels and rates for both Total Ads and New Ads. In addition to the seasonally adjusted series, many of the unadjusted series are also available. The geographic detail includes: U.S., 9 Regions, 50 States, 52 MSAs (largest metro areas). The occupational detail includes: U.S. (2-digit SOC), States (1-digit SOC) and MSAs (1-digit SOC).

For more information about the Help Wanted OnLine data series delivered via Haver Analytics, please email sales@haver.com or navigate to <http://www.haver.com/contact.html>. For HWOL data for detailed geographic areas and occupations not in the press release, please contact Jeanne.Shu@conference-board.org.

The Conference Board®-Burning Glass® Help Wanted OnLine™ (HWOL) Index measures changes over time in advertised online job vacancies, reflecting monthly trends in employment opportunities across the US. The HWOL Data Series aggregates the total number of ads available by month from the HWOL universe of online job ads. Ads in the HWOL universe are collected in real-time from over 50,000 online job domains including traditional job boards, corporate boards, social media sites, and smaller job sites that serve niche markets and smaller geographic areas.

Like The Conference Board's long-running Help Wanted Advertising Index of print ads (which was published for over 55 years and discontinued in July 2008), **Help Wanted OnLine™** measures help wanted advertising, i.e. labor demand. The HWOL Data Series began in May 2005 and was revised in December 2018. With the December 2018 revision, The Conference Board released the HWOL Index, improving upon the HWOL Data Series' ability to assess local labor market trends by reducing volatility and non-economic noise and improving correlation with local labor market conditions.

In 2019, the **Help Wanted OnLine™** program partnered with Burning Glass Technologies, Inc., the new sole provider of online job ad data for HWOL. With the partnership, the HWOL Data Series has been revised historically to reflect a new universe and methodology of online job advertisements and therefore cannot be used in conjunction with the pre-revised HWOL Data Series. The HWOL Data Series begins in January 2015 and the HWOL Index begins in December 2005. HWOL Index values prior to 2020 are based on job ads collected by CEB, Inc.

Those using this data are urged to review the information on the database and methodology available on The Conference Board website and contact us with questions and comments. Background information and technical notes and discussion of revisions to the series are available at: <http://www.conference-board.org/data/helpwantedonline.cfm>.

About The Conference Board

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About Burning Glass Technologies, Inc.

Burning Glass Technologies delivers job market analytics that empower employers, workers, and educators to make data-driven decisions. Powered by the world's largest and most sophisticated database of labor market data and talent, Burning Glass Technologies analyzes hundreds of millions of job postings and real-life career transitions to provide insight into labor market patterns. Users of our products include corporate human resources departments, market analysts and employment services firms as well as the federal, state and local labor market analysts that use HWOL. For more information, please visit: www.burning-glass.com

Publication Schedule, The Conference Board Help Wanted OnLine®

Data for the Month

Release Date

March 2020

April 15, 2020

April 2020

May 13, 2020

May 2020

June 10, 2020

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