

News Release

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For Immediate Release 10:00 AM ET, Wednesday, April 15, 2020

Release #6166

Online Labor Demand Declined in March

NEW YORK, April 15, 2020...*The Conference Board®-Burning Glass® Help Wanted OnLine™ (HWOL) Index* fell in March and now stands at 99.6 (July 2018=100), down from 101.2 in February. The Index declined 1.5 percent from the prior month and is down 5.5 percent from a year ago.

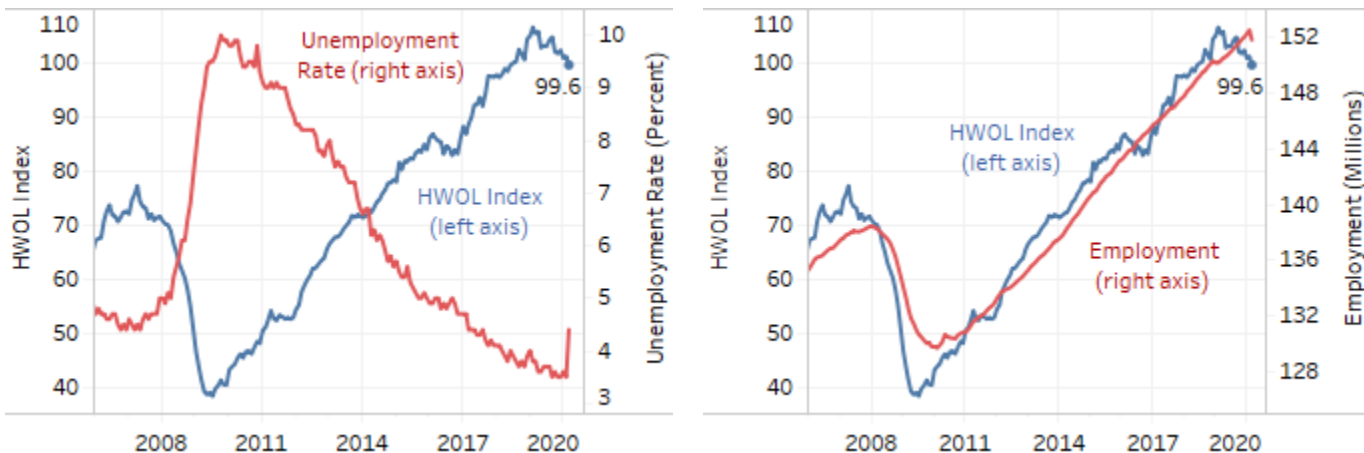
The March 2020 data does not capture the large decline due to COVID-19 as the data collection period covered February 14 to March 13. The COVID-19 related decline in online job ads will be reflected in the April HWOL release.

Burning Glass Technologies instituted system-wide changes to their data collection process to better reflect changes over short-term periods. Therefore, The Conference Board has revised the HWOL Index and Data Series for January 2020 and February 2020.

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, March 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, March 2020

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	6,116.9	South Atlantic	1,196.9
New England	292.3	East South Central	275.9
Middle Atlantic	640.9	West South Central	712.7
East North Central	870.1	Mountain	623.7
West North Central	405.8	Pacific	1,244.9

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, March 2020

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	51.2	Montana	13.6
Alaska	18.8	Nebraska	46.0
Arizona	187.6	Nevada	76.5
Arkansas	24.4	New Hampshire	21.7
California	859.6	New Jersey	149.4
Colorado	177.6	New Mexico	35.3
Connecticut	55.8	New York	272.8
Delaware	14.3	North Carolina	212.5
Florida	362.3	North Dakota	11.2
Georgia	168.2	Ohio	279.1
Hawaii	25.8	Oklahoma	66.8
Idaho	36.4	Oregon	105.1
Illinois	221.7	Pennsylvania	231.0
Indiana	113.2	Rhode Island	16.5
Iowa	40.3	South Carolina	57.4
Kansas	53.4	South Dakota	9.8
Kentucky	76.8	Tennessee	121.2
Louisiana	74.7	Texas	551.2
Maine	12.7	Utah	54.9
Maryland	115.8	Vermont	8.0
Massachusetts	191.1	Virginia	200.1
Michigan	156.9	Washington	171.2
Minnesota	138.2	West Virginia	11.7
Mississippi	23.4	Wisconsin	131.8
Missouri	107.5	Wyoming	6.1

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, March 2020

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	16.5	Kansas City, MO	60.6
Phoenix, AZ	141.3	St. Louis, MO	60.6
Tucson, AZ	24.8	Las Vegas, NV	56.2
Los Angeles, CA	274.9	Buffalo, NY	30.0
Riverside, CA	68.7	New York, NY	305.3
Sacramento, CA	51.2	Rochester, NY	14.6
San Diego, CA	88.5	Charlotte, NC	69.6
San Francisco, CA	171.1	Cincinnati, OH	63.2
San Jose, CA	77.0	Cleveland, OH	65.0
Denver, CO	114.1	Columbus, OH	67.2
Hartford, CT	22.1	Oklahoma City, OK	34.9
Washington, DC	171.4	Portland, OR	70.5
Jacksonville, FL	40.1	Philadelphia, PA	128.0
Miami, FL	114.8	Pittsburgh, PA	55.9
Orlando, FL	57.6	Providence, RI	19.0
Tampa, FL	78.4	Memphis, TN	33.5
Atlanta, GA	121.7	Nashville, TN	60.4
Honolulu, HI	26.8	Austin, TX	71.7
Chicago, IL	191.2	Dallas, TX	217.2
Indianapolis, IN	62.8	Houston, TX	107.1
Louisville, KY	37.6	San Antonio, TX	51.2
New Orleans, LA	32.5	Salt Lake City, UT	32.5
Baltimore, MD	71.5	Richmond, VA	48.5
Boston, MA	160.9	Virginia Beach, VA	56.7
Detroit, MI	94.0	Seattle-Tacoma, WA	118.9
Minneapolis, MN	110.4	Milwaukee, WI	56.1

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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