

# News Release

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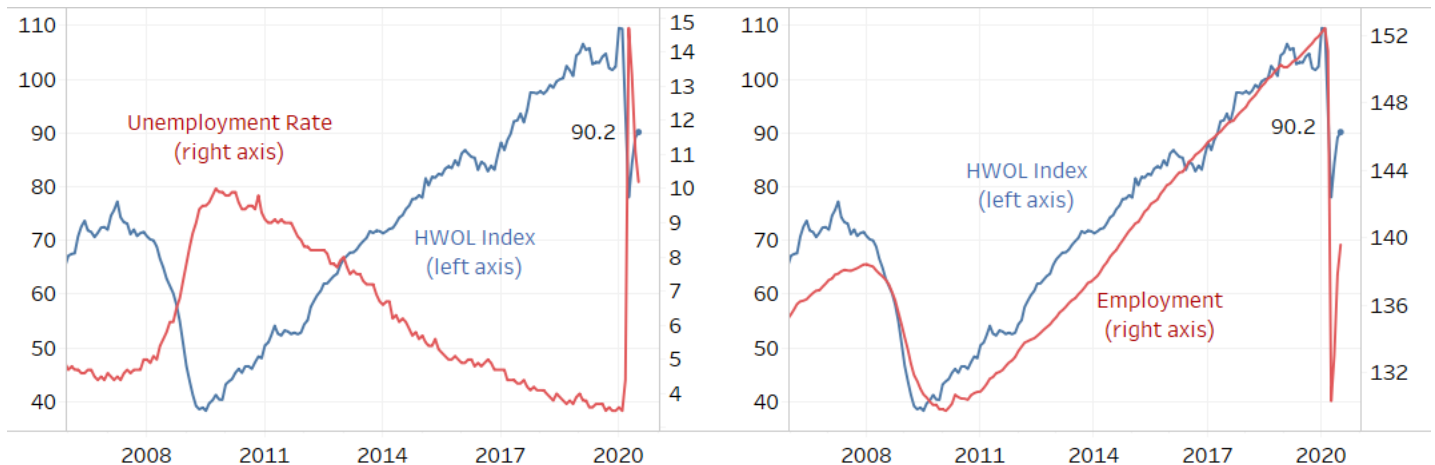
## Online Labor Demand Rises in July

**NEW YORK, August 11, 2020...***The Conference Board®-Burning Glass® Help Wanted OnLine™ (HWOL) Index* rose in July and now stands at 90.2 (July 2018=100), up from 89.2 in June. The Index rose 5.7 percent from May to June and is down 12.5 percent from a year ago.

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, July 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, July 2020**

Area <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)	Area <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)
<b>United States</b>	4,379.4	South Atlantic	895.7
New England	203.1	East South Central	219.2
Middle Atlantic	454.2	West South Central	533.4
East North Central	635.1	Mountain	407.0
West North Central	314.2	Pacific	723.6

**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, July 2020**

State	Total Ads <sup>1</sup> (Thousands)	State	Total Ads <sup>1</sup> (Thousands)
Alabama	44.8	Montana	10.4
Alaska	12.5	Nebraska	36.2
Arizona	125.4	Nevada	51.7
Arkansas	19.1	New Hampshire	18.5
California	546.3	New Jersey	115.0
Colorado	122.2	New Mexico	26.9
Connecticut	39.1	New York	177.9
Delaware	9.7	North Carolina	163.7
Florida	266.4	North Dakota	8.2
Georgia	124.3	Ohio	180.8
Hawaii	14.9	Oklahoma	53.8
Idaho	27.1	Oregon	53.6
Illinois	148.5	Pennsylvania	161.3
Indiana	91.4	Rhode Island	12.0
Iowa	34.1	South Carolina	45.3
Kansas	41.2	South Dakota	9.2
Kentucky	62.0	Tennessee	90.9
Louisiana	63.1	Texas	398.1
Maine	9.4	Utah	39.9
Maryland	89.2	Vermont	4.5
Massachusetts	120.1	Virginia	150.0
Michigan	127.0	Washington	96.7
Minnesota	97.7	West Virginia	9.4
Mississippi	22.0	Wisconsin	87.7
Missouri	87.0	Wyoming	4.5

**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, July 2020**

MSA <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)	MSA <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)
Birmingham, AL	12.6	Kansas City, MO	44.5
Phoenix, AZ	99.4	St. Louis, MO	46.4
Tucson, AZ	17.6	Las Vegas, NV	35.3
Los Angeles, CA	164.5	Buffalo, NY	20.9
Riverside, CA	51.2	New York, NY	199.4
Sacramento, CA	37.8	Rochester, NY	11.8
San Diego, CA	55.2	Charlotte, NC	48.4
San Francisco, CA	97.6	Cincinnati, OH	41.7
San Jose, CA	48.3	Cleveland, OH	39.8
Denver, CO	77.3	Columbus, OH	44.5
Hartford, CT	15.0	Oklahoma City, OK	27.3
Washington, DC	128.7	Portland, OR	41.3
Jacksonville, FL	30.3	Philadelphia, PA	93.3
Miami, FL	77.1	Pittsburgh, PA	44.3
Orlando, FL	37.0	Providence, RI	15.0
Tampa, FL	56.0	Memphis, TN	25.9
Atlanta, GA	84.8	Nashville, TN	41.3
Honolulu, HI	13.5	Austin, TX	51.3
Chicago, IL	124.4	Dallas, TX	149.7
Indianapolis, IN	42.6	Houston, TX	72.4
Louisville, KY	29.1	San Antonio, TX	39.0
New Orleans, LA	26.0	Salt Lake City, UT	19.7
Baltimore, MD	54.0	Richmond, VA	29.8
Boston, MA	93.9	Virginia Beach, VA	42.2
Detroit, MI	69.5	Seattle-Tacoma, WA	70.8
Minneapolis, MN	76.0	Milwaukee, WI	34.0

**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

Prior to 2020, The Conference Board constructed the HWOL Index based solely on online job ads over time. Using a methodology designed to reduce non-economic volatility contributed by online job sources, the HWOL Index served an effective measure of changes in labor demand over time.

Beginning January 2020, the HWOL Index was refined as an estimate of change in job openings (based on BLS JOLTS), using a series of econometric models which incorporate job ads with other macroeconomic indicators such as employment and aggregate hours worked. By adopting a modeled approach which combines other data sources with data on online job ads, the HWOL Index more accurately tracks important movements in the labor market.

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**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>.

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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](http://www.burning-glass.com)

**Publication Schedule, Help Wanted OnLine™**

**Data for the Month**

**Release Date**

August 2020

September 11, 2020

September 2020

October 5, 2020

October 2020

November 10, 2020

November 2020

December 9, 2020

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