

News Release

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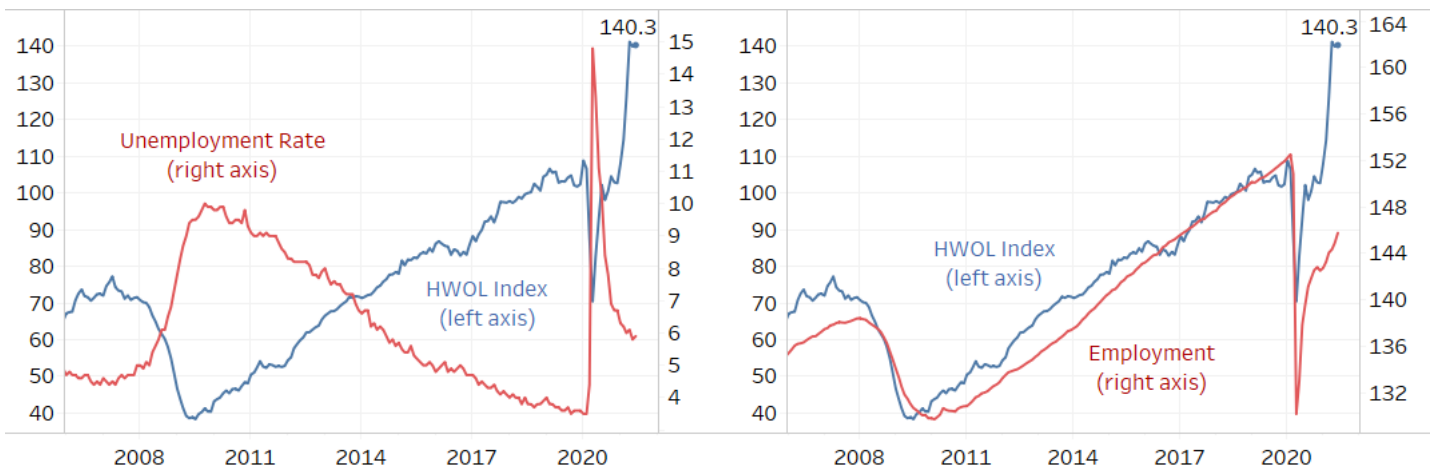
For Immediate Release 10:00 AM ET, Wednesday July 7, 2021

Online Labor Demand Rises Slightly in June

NEW YORK, July 7, 2021... *The Conference Board®-Burning Glass® Help Wanted OnLine® (HWOL) Index* rose slightly in June and now stands at 140.3 (July 2018=100), up from 139.9 in May. The 0.3 percent gain between May and June follows a 0.9 percent decline between April and May. Overall, the Index is up 51 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, June 2021
[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, June 2021

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	7,775.5	South Atlantic	1,556.2
New England	368.7	East South Central	380.9
Middle Atlantic	774.7	West South Central	909.5
East North Central	1,090.4	Mountain	744.2
West North Central	564.0	Pacific	1,376.8

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, June 2021

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	85.1	Montana	24.3
Alaska	20.7	Nebraska	60.5
Arizona	209.5	Nevada	90.8
Arkansas	39.4	New Hampshire	29.5
California	998.9	New Jersey	182.8
Colorado	228.0	New Mexico	43.0
Connecticut	78.8	New York	353.7
Delaware	16.9	North Carolina	272.0
Florida	528.3	North Dakota	17.9
Georgia	242.2	Ohio	295.8
Hawaii	29.0	Oklahoma	87.8
Idaho	49.2	Oregon	116.1
Illinois	261.5	Pennsylvania	237.8
Indiana	149.2	Rhode Island	21.4
Iowa	75.7	South Carolina	88.3
Kansas	78.0	South Dakota	18.2
Kentucky	90.1	Tennessee	162.6
Louisiana	94.1	Texas	688.0
Maine	18.5	Utah	90.8
Maryland	118.9	Vermont	11.9
Massachusetts	209.5	Virginia	223.1
Michigan	220.0	Washington	211.4
Minnesota	170.1	West Virginia	15.6
Mississippi	42.9	Wisconsin	162.9
Missouri	141.6	Wyoming	8.7

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, June 2021

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	25.7	Kansas City, MO	78.6
Phoenix, AZ	153.4	St. Louis, MO	69.0
Tucson, AZ	28.9	Las Vegas, NV	60.9
Los Angeles, CA	324.3	Buffalo, NY	33.9
Riverside, CA	87.8	New York, NY	362.0
Sacramento, CA	60.3	Rochester, NY	26.0
San Diego, CA	101.5	Charlotte, NC	76.1
San Francisco, CA	165.3	Cincinnati, OH	66.0
San Jose, CA	76.0	Cleveland, OH	60.4
Denver, CO	132.5	Columbus, OH	59.1
Hartford, CT	31.8	Oklahoma City, OK	37.1
Washington, DC	170.1	Portland, OR	85.0
Jacksonville, FL	47.2	Philadelphia, PA	130.4
Miami, FL	169.7	Pittsburgh, PA	64.1
Orlando, FL	68.9	Providence, RI	25.9
Tampa, FL	94.5	Memphis, TN	39.7
Atlanta, GA	151.1	Nashville, TN	68.9
Honolulu, HI	20.1	Austin, TX	83.4
Chicago, IL	210.1	Dallas, TX	251.4
Indianapolis, IN	57.1	Houston, TX	120.5
Louisville, KY	39.6	San Antonio, TX	56.8
New Orleans, LA	36.7	Salt Lake City, UT	48.7
Baltimore, MD	69.2	Richmond, VA	43.9
Boston, MA	158.1	Virginia Beach, VA	61.4
Detroit, MI	111.8	Seattle-Tacoma, WA	144.7
Minneapolis, MN	119.9	Milwaukee, WI	56.2

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.

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

Help Wanted OnLine® Publication Schedule

<u>Data for the Month</u>	<u>Release Date</u>
July 2021	August 11, 2021
August 2021	September 08, 2021
September 2021	October 13, 2021
October 2021	November 10, 2021
November 2021	December 08, 2021

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