

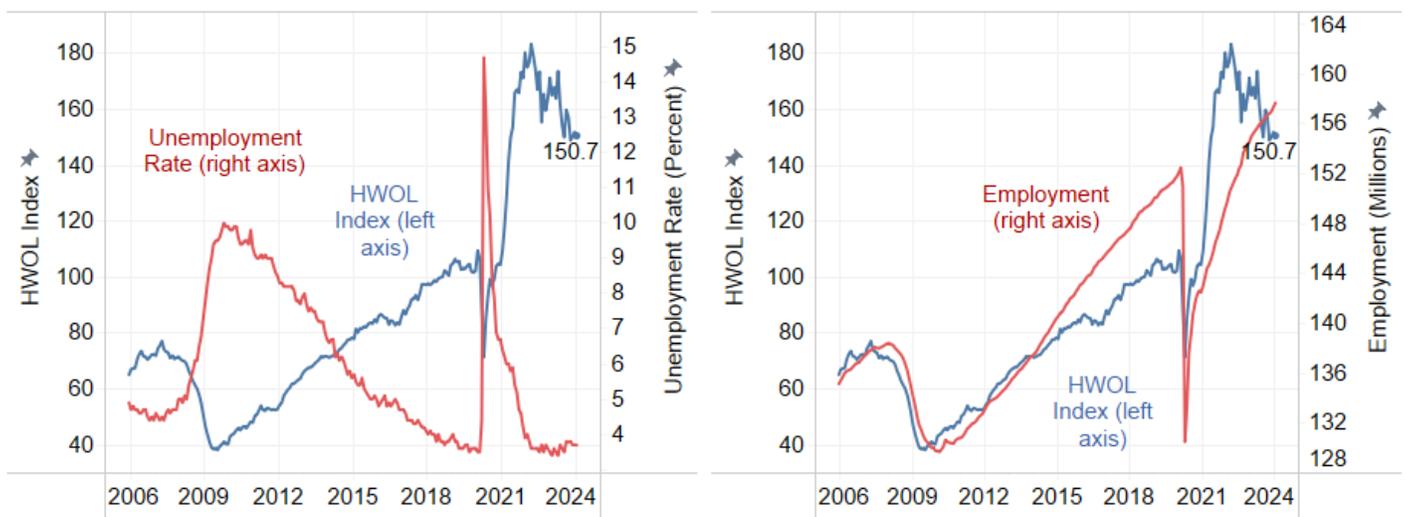
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## Online Labor Demand Decreases Slightly in January

NEW YORK, February 13, 2024...*The Conference Board–Lightcast Help Wanted OnLine® (HWOL) Index* fell in January 2024 to 150.7 (July 2018=100), down from an upwardly revised 152.0 in December. The 0.8 percent decrease between January and December followed a 1.1 percent increase between December and November. Overall, the Index is down 8.7 percent from one year ago.

The HWOL Index measures the change in advertised online job vacancies over time, reflecting monthly trends in employment opportunities across the US. The Help Wanted OnLine® Index is produced in collaboration with Lightcast, the global leader in real-time labor market data and analysis. This 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, January 2024



[July 2018=100]

Sources: The Conference Board, Lightcast, 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 Lightcast.

**Table 1. HWOL Data Series: Total ads by Census Division, seasonally adjusted, January 2024**

Area <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)	Area <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)
<b>United States</b>	6,468.4	South Atlantic	1,300.7
New England	408.7	East South Central	357.0
Middle Atlantic	636.0	West South Central	739.1
East North Central	912.3	Mountain	598.9
West North Central	508.3	Pacific	1,005.8

**Source: The Conference Board, Lightcast**

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, January 2024**

State	Total Ads <sup>1</sup> (Thousands)	State	Total Ads <sup>1</sup> (Thousands)
Alabama	96.5	Montana	23.1
Alaska	30.4	Nebraska	53.9
Arizona	151.5	Nevada	83.4
Arkansas	42.6	New Hampshire	44.6
California	673.0	New Jersey	153.6
Colorado	165.6	New Mexico	55.0
Connecticut	89.5	New York	275.9
Delaware	15.3	North Carolina	224.0
Florida	423.8	North Dakota	27.0
Georgia	189.8	Ohio	231.5
Hawaii	38.1	Oklahoma	76.2
Idaho	38.1	Oregon	102.4
Illinois	232.5	Pennsylvania	206.9
Indiana	132.0	Rhode Island	35.9
Iowa	74.1	South Carolina	107.2
Kansas	72.2	South Dakota	23.4
Kentucky	75.1	Tennessee	147.0
Louisiana	78.1	Texas	542.8
Maine	18.8	Utah	71.5
Maryland	107.8	Vermont	16.3
Massachusetts	202.4	Virginia	181.8
Michigan	188.8	Washington	164.6
Minnesota	119.4	West Virginia	16.8
Mississippi	39.1	Wisconsin	127.2
Missouri	138.8	Wyoming	10.6

**Source: The Conference Board, Lightcast**

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, January 2024**

MSA <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)	MSA <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)
Birmingham, AL	26.8	Kansas City, MO	68.2
Phoenix, AZ	114.1	St. Louis, MO	61.7
Tucson, AZ	22.6	Las Vegas, NV	58.3
Los Angeles, CA	222.4	Buffalo, NY	25.5
Riverside, CA	58.7	New York, NY	277.1
Sacramento, CA	43.8	Rochester, NY	24.3
San Diego, CA	71.3	Charlotte, NC	65.7
San Francisco, CA	105.7	Cincinnati, OH	50.8
San Jose, CA	45.4	Cleveland, OH	47.0
Denver, CO	95.8	Columbus, OH	44.8
Hartford, CT	35.6	Oklahoma City, OK	34.3
Washington, DC	146.9	Portland, OR	69.4
Jacksonville, FL	38.7	Philadelphia, PA	112.3
Miami, FL	118.3	Pittsburgh, PA	55.0
Orlando, FL	55.9	Providence, RI	44.8
Tampa, FL	71.8	Memphis, TN	28.1
Atlanta, GA	111.3	Nashville, TN	60.1
Honolulu, HI	25.2	Austin, TX	66.5
Chicago, IL	175.7	Dallas, TX	170.8
Indianapolis, IN	45.8	Houston, TX	111.4
Louisville, KY	31.5	San Antonio, TX	45.1
New Orleans, LA	27.3	Salt Lake City, UT	36.1
Baltimore, MD	57.8	Richmond, VA	35.0
Boston, MA	152.6	Virginia Beach, VA	49.1
Detroit, MI	87.2	Seattle-Tacoma, WA	109.2
Minneapolis, MN	83.8	Milwaukee, WI	40.1

**Source: The Conference Board, Lightcast**

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-Lightcast 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, Lightcast (formerly Emsi Burning Glass) joined the **Help Wanted OnLine®** program as the new sole provider of online job ad data for HWOL. With this 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 note and discussion of revisions to the series are available at: <http://www.conference-board.org/data/helpwantedonline.cfm>.

### **About The Conference Board**

The Conference Board is the member-driven think tank that delivers Trusted Insights for What's Ahead™. Founded in 1916, we are a non-partisan, not-for-profit entity holding 501 (c) (3) tax-exempt status in the United States. [www.ConferenceBoard.org](http://www.ConferenceBoard.org).

### **About Lightcast**

As the global leader in labor market analytics, Lightcast illuminates the future of work with data-driven talent strategies. Formerly Emsi Burning Glass, Lightcast finds purpose in sharing the insights that build communities, educators, and companies, and takes pride in knowing our work helps others find fulfillment, too. Headquartered in Boston, Massachusetts, and Moscow, Idaho, Lightcast is active in more than 30 countries and has offices in the United Kingdom, Italy, New Zealand, and India. Lightcast is backed by global private equity leader KKR. <https://lightcast.io/>

### Help Wanted OnLine® Publication Schedule

<u>Data for the Month</u>	<u>Release Date</u>
February 2024	March 13, 2024
March 2024	April 10, 2024
April 2024	May 8, 2024
May 2024	June 12, 2024
June 2024	July 10, 2024
July 2024	August 7, 2024
August 2024	September 11, 2024
September 2024	October 9, 2024
October 2024	November 6, 2024
November 2024	December 11, 2024

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