

News Release

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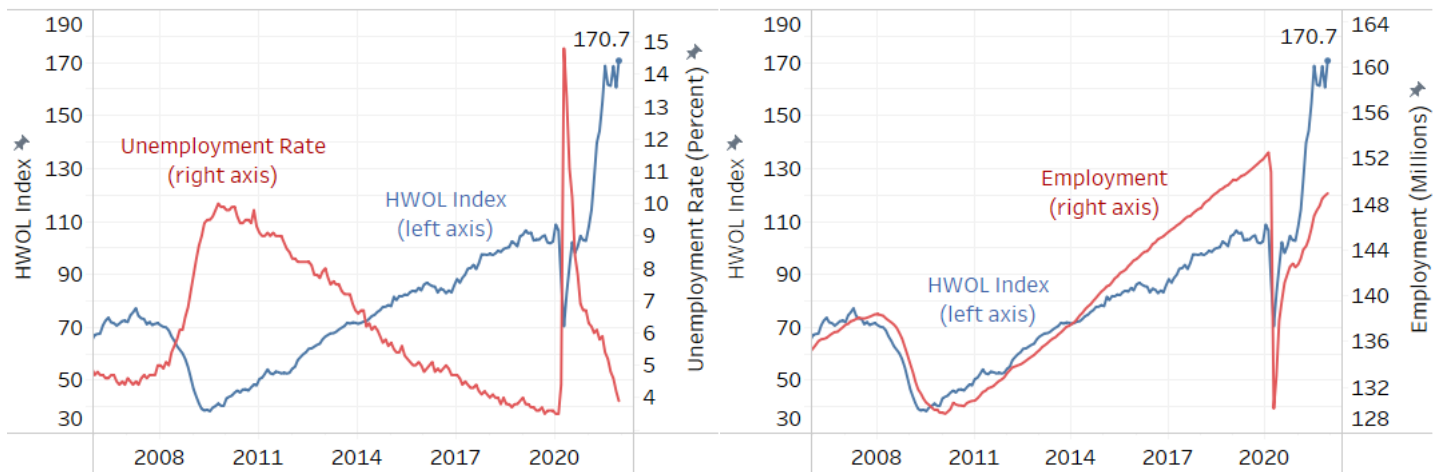
Online Labor Demand Rises in December

NEW YORK, January 12, 2021... *The Conference Board®–Burning Glass® Help Wanted OnLine® (HWOL) Index* rose in December and now stands at 170.7 (July 2018=100), up from 160.6 in November. The 6.3 percent increase between November and December follows a 4.8 percent decrease between October and November. Overall, the Index is up 66.2 percent from a year ago.

The Help Wanted OnLine® Index is produced in collaboration with Emsi Burning Glass, 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, December 2021

[July 2018=100]



Sources: The Conference Board, Emsi Burning Glass, 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 Emsi Burning Glass.

Table 1. HWOL Data Series: Total ads by Census Division, seasonally adjusted, December 2021

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	8,657.6	South Atlantic	1,684.4
New England	483.5	East South Central	428.4
Middle Atlantic	872.9	West South Central	1,019.4
East North Central	1,221.1	Mountain	812.6
West North Central	627.7	Pacific	1,507.9

Source: The Conference Board, Emsi Burning Glass

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, December 2021

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	106.5	Montana	28.1
Alaska	21.4	Nebraska	61.1
Arizona	217.0	Nevada	96.2
Arkansas	49.8	New Hampshire	41.6
California	1,067.5	New Jersey	215.3
Colorado	251.1	New Mexico	46.6
Connecticut	113.1	New York	395.8
Delaware	19.7	North Carolina	297.4
Florida	549.8	North Dakota	20.6
Georgia	271.6	Ohio	302.3
Hawaii	27.6	Oklahoma	92.0
Idaho	58.2	Oregon	142.2
Illinois	310.9	Pennsylvania	263.6
Indiana	163.2	Rhode Island	32.2
Iowa	93.8	South Carolina	109.5
Kansas	87.6	South Dakota	20.6
Kentucky	92.8	Tennessee	181.7
Louisiana	99.1	Texas	789.2
Maine	19.6	Utah	105.9
Maryland	126.7	Vermont	15.0
Massachusetts	259.7	Virginia	241.1
Michigan	280.1	Washington	250.6
Minnesota	179.4	West Virginia	18.0
Mississippi	47.4	Wisconsin	162.4
Missouri	162.6	Wyoming	9.0

Source: The Conference Board, Emsi Burning Glass

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, December 2021

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	32.4	Kansas City, MO	86.8
Phoenix, AZ	162.6	St. Louis, MO	77.1
Tucson, AZ	30.4	Las Vegas, NV	66.5
Los Angeles, CA	339.1	Buffalo, NY	33.7
Riverside, CA	88.1	New York, NY	417.4
Sacramento, CA	67.2	Rochester, NY	31.3
San Diego, CA	113.5	Charlotte, NC	82.3
San Francisco, CA	188.1	Cincinnati, OH	69.1
San Jose, CA	82.4	Cleveland, OH	56.7
Denver, CO	148.7	Columbus, OH	60.5
Hartford, CT	41.3	Oklahoma City, OK	41.8
Washington, DC	191.0	Portland, OR	98.4
Jacksonville, FL	49.5	Philadelphia, PA	149.4
Miami, FL	166.6	Pittsburgh, PA	64.5
Orlando, FL	72.1	Providence, RI	31.4
Tampa, FL	101.1	Memphis, TN	37.0
Atlanta, GA	163.5	Nashville, TN	78.8
Honolulu, HI	20.3	Austin, TX	98.9
Chicago, IL	246.4	Dallas, TX	294.3
Indianapolis, IN	59.8	Houston, TX	138.1
Louisville, KY	37.6	San Antonio, TX	63.3
New Orleans, LA	35.8	Salt Lake City, UT	57.5
Baltimore, MD	70.7	Richmond, VA	47.9
Boston, MA	195.9	Virginia Beach, VA	61.7
Detroit, MI	132.2	Seattle-Tacoma, WA	170.4
Minneapolis, MN	128.8	Milwaukee, WI	51.3

Source: The Conference Board, Emsi Burning Glass

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 Emsi Burning Glass, 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 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.conference-board.org.

About Emsi Burning Glass

Emsi Burning Glass is the world's leading authority on job skills, workforce talent, and labor market dynamics, providing expertise that empowers businesses, education providers, and governments to find the skills and talent they need and enables workers to unlock new career opportunities. Headquartered in Boston, Massachusetts, and Moscow, Idaho, Emsi Burning Glass is active in more than 30 countries and has offices in the United Kingdom, Italy, New Zealand, and India. The company is backed by global private equity leader KKR. www.burning-glass.com

Help Wanted OnLine® Publication Schedule

<u>Data for the Month</u>	<u>Release Date</u>
January 2022	February 9, 2022
February 2022	March 9, 2022
March 2022	April 6, 2022
April 2022	May 11, 2022
May 2022	June 8, 2022
June 2022	July 13, 2022
July 2022	August 10, 2022
August 2022	September 9, 2022
September 2022	October 12, 2022
October 2022	November 9, 2022
November 2022	December 7, 2022

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