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Release #5576

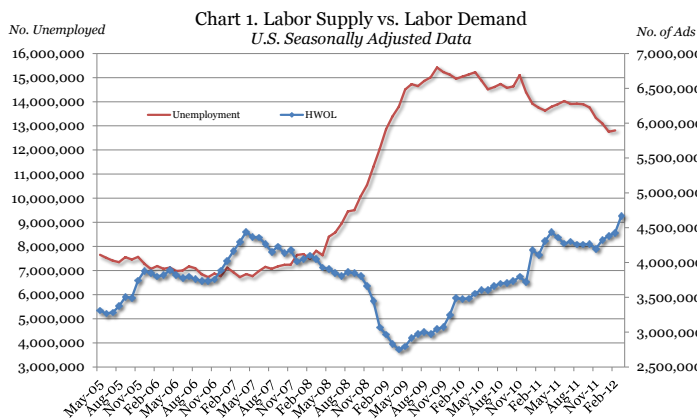
For Immediate Release 10:00 AM ET, Monday, April 2, 2012

Online Labor Demand Rises 246,300 in March, The Conference Board Reports

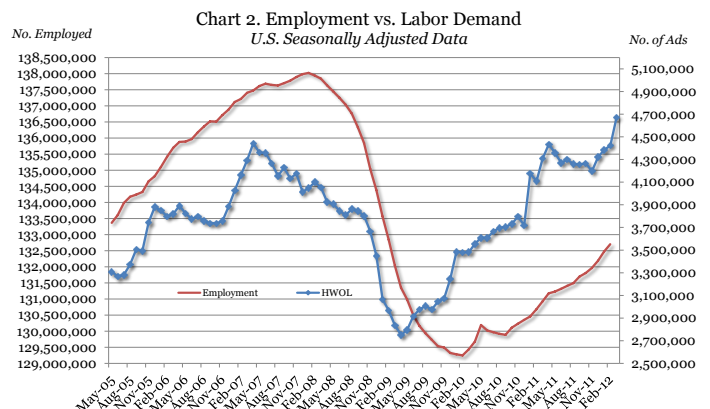
- Labor demand up 473,100 over the last 4 months
- 1.8 million gain in labor demand since the official end of the recession (June 2009)
- Sales and Related occupations see a large increase in March

NEW YORK, April 2, 2012... Online advertised vacancies rose 246,300 in March to 4,669,600, according to *The Conference Board Help Wanted OnLine® (HWOL) Data Series* released today. The March rise is the fourth consecutive monthly rise. The Supply/Demand rate stands at 2.9 unemployed for every vacancy; however, nationally there are still 8.4 million more unemployed than advertised vacancies.

“The March sharp rise in labor demand continued to narrow the gap between the unemployed and available job opportunities,” said June Shelp, Vice President at The Conference Board (Chart 1). Nationally advertised vacancies are 60 percent above their levels in June 2009, the official end of the great recession. However, that increase has varied greatly among the States with some Midwestern States exceeding the national average, including Minnesota (+ 121%); Ohio (+ 102%); Wisconsin (+ 95%); Indiana (+ 92%); and Michigan (+86%). Some states where the housing market tank — including Nevada (+ 21%) and New Mexico (+ 24%) — remain well below the national average while other States like Florida (+50%), where the housing market was also an issue, showed more resiliency.



Source: The Conference Board, BLS



Source: The Conference Board, BLS

1 The release schedule, national historic table and technical notes to this series are available on The Conference Board website, <http://www.conference-board.org/data/helpwantedonline.cfm>. The underlying data for The Conference Board HWOL are provided by **Wanted Technologies Corporation**.

REGIONAL AND STATE HIGHLIGHTS

- In March all of the largest States except Pennsylvania post gains
- 12 of the 20 largest States are on an upward trend in job demand

Location	Total Ads ¹	M-O-M Change	Supply/ Demand Rate ²	Recent Trend ³
	(Thousands) Mar-12	(Thousands) Mar-Feb 12	Feb-12	
United States	4,669.6	246.3	2.90	↑ 11/11
NORTHEAST	873.9	23.1	2.65	
Massachusetts	133.8	4.9	1.85	↑ 11/11
New Jersey	146.6	7.1	2.97	→ 9/11
New York	264.0	9.3	3.16	↑ 11/11
Pennsylvania	187.4	-1.7	2.55	→ 9/11
SOUTH	1,553.9	74.7	3.04	
Florida	236.7	2.4	3.71	→ 8/11
Georgia	120.1	4.8	3.75	↑ 9/11
Maryland	108.2	5.8	1.97	→ 3/11
North Carolina	123.2	6.7	3.98	→ 7/11
Texas	332.6	19.0	2.84	↑ 8/11
Virginia	151.2	9.2	1.76	↑ 12/11
MIDWEST	1,003.2	48.8	2.70	
Illinois	167.6	1.6	3.61	↑ 9/11
Michigan	124.2	5.2	3.43	→ 5/11
Minnesota	112.6	6.7	1.60	→ 7/11
Missouri	90.4	5.6	2.65	↑ 11/11
Ohio	181.9	8.7	2.56	↑ 11/11
Wisconsin	99.9	4.7	2.20	↑ 11/11
WEST	1,063.5	61.7	3.43	
Arizona	79.2	0.5	3.31	→ 12/11
California	531.9	23.3	3.96	↑ 11/11
Colorado	95.7	4.4	2.33	↑ 8/11
Washington	112.5	9.6	2.80	↑ 11/11

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1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.

2. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

3. Recent trend is The Conference Board Economists' indication of the direction of the overall trend in online job demand from the date indicated (month/year) .

In March the **South** gained 74,700 advertised vacancies, with gains in all six of its largest States. Texas was up 19,000, reflecting increases of 11%+ over the last four months for labor demand in the metro areas of Austin, Dallas, and Houston. Virginia gained 9,200 for a combined three-month gain of 14,300. North Carolina rose 6,700 bringing its two-month increase to 8,500. Maryland gained 5,800 for a combined two-month gain of 9,600. Georgia was up 4,800 in March. Florida rose 2,400. Among the less populous States in the South, Tennessee rose 7,800, South Carolina increased by 1,600, Louisiana gained 1,200, and Arkansas gained 900.

The **West** gained 61,700 advertised vacancies, reflecting gains in all four of its largest States. California had by far the largest increase, 23,300. Over the past four months, labor demand in California was up 80,200 with gains in all of its larger metro areas, led by notable increases of 21.7 percent in San Diego and 20.6 percent in Sacramento. Washington State gained 9,600. Colorado rose 4,400 while Arizona gained a mere 500. Among the less populous States in the region, Oregon rose 4,300; Nevada gained 2,600; and Utah rose 1,500 (Table 3).

The **Midwest** region gained 48,800 vacancies in March. Ohio experienced the largest gain — 8,700 — and, at 181,900 advertised vacancies, reached its highest level since the HWOL series began in May 2005. Minnesota rose 6,700. Missouri rose 5,600 for a combined two-month gain of 8,200. Michigan gained 5,200 for a two-month gain of 6,500. Wisconsin rose 4,700. Illinois gained 1,600. Among the less populous States in the Midwest, Indiana gained 5,100, Kansas rose 1,800, South Dakota gained 1,300, and North Dakota rose 600.

Labor demand in March in the **Northeast** rose 23,100, which included a rise of 9,300 in New York. New York is up 17,700 over the last four months with the New York metro area up 14.8 percent and Rochester up 12.2 percent. New Jersey rose 7,100 while Massachusetts gained 4,900 for a combined four-month gain of 11,500. Pennsylvania was down 1,700 in March. Among the smaller States in the Northeast, the number of advertised vacancies in Connecticut fell by 300. Maine rose 1,000 in March while New Hampshire gained 1,400 and Rhode Island gained 300 (See Table 3 for other States in the region).

The Supply/Demand rate for the U.S. in February (the latest month for which the national unemployment number is available) stood at 2.90, indicating that there are just under 3 unemployed workers for every online advertised vacancy. Nationally, there are 8.4 million more unemployed workers than advertised vacancies.

The Supply/Demand rates for the states are for February 2012, the latest month available for unemployment data. The number of advertised vacancies exceeded the number of unemployed only in North Dakota, where the Supply/Demand rate was 0.88. States with the next lowest rates included South Dakota (1.23), Nebraska (1.28), Vermont (1.41), Alaska (1.56), Minnesota (1.60), and New Hampshire (1.68) (Table 4). The State with the highest Supply/Demand rate is Mississippi (5.97), where there are nearly 6 unemployed workers for every online advertised vacancy. Other States where there were more than 4 unemployed workers for every advertised vacancy included Nevada (4.42) and Kentucky (4.13).

It should be noted that the Supply/Demand rate only provides a measure of relative tightness of the individual State labor markets and does not suggest that the occupations of the unemployed directly align with the occupations of the advertised vacancies (see Occupational Highlights section).

METRO AREA HIGHLIGHTS

- 19 of the 20 largest metro areas posted gains in labor demand in March
- San Francisco up 7 percent in March (Table C).

Table C: MSA Labor Demand, Selected MSA's, Seasonally Adjusted			
Location	Total Ads¹ (Thousands) Mar-12	M-O-M Change (Thousands) Mar-Feb 12	Supply/ Demand Rate² Feb-12 for U.S. and Regions; Jan-12 for MSA's
United States	4,669.6	246.3	2.90
NORTHEAST	873.9	23.1	2.65
Boston, MA	106.2	3.0	1.54
New York, NY	269.3	12.6	3.18
Philadelphia, PA	91.6	2.0	2.91
SOUTH	1,553.9	74.7	3.04
Atlanta, GA	80.5	3.4	3.26
Baltimore, MD	53.0	2.7	2.01
Dallas, TX	100.1	3.5	2.47
Houston, TX	80.9	4.6	3.08
Miami, FL	62.1	-0.2	4.53
Washington, DC	163.5	9.0	1.21
MIDWEST	1,003.2	48.8	2.70
Chicago, IL	128.7	1.8	3.59
Cleveland, OH	46.1	3.7	1.92
Detroit, MI	59.8	2.5	3.57
Minneapolis-St. Paul, MN	80.2	5.0	1.36
WEST	1,063.5	61.7	3.43
Denver, CO	54.9	2.6	2.27
Los Angeles, CA	183.6	8.0	4.19
Phoenix, AZ	56.1	1.8	3.06
San Diego, CA	47.7	2.6	3.40
San Francisco, CA	109.3	7.7	1.97
San Jose, CA	51.0	1.8	1.75
Seattle-Tacoma, WA	74.5	4.4	2.11

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1. Total ads are all unduplicated ads appearing during the reference period. This includes ads from the previous months that have been reposted as well as new ads.
2. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

In March, 19 of the 20 large MSAs posted increases in the number of online advertised vacancies. Overall 47 of the 52 metropolitan areas for which data are reported separately also showed increases in March (Table 5).

A number of the largest metro areas have shown real strength since the official end of the recession in June 2009. Four have posted increases of over 100 percent since then: Cleveland, up 142%; Minneapolis-St. Paul, up 124%; Detroit, up 116%; and San Jose, up 112%.

Six MSAs had Supply/Demand rates in January 2012 (the latest available data for unemployment) below 2, indicating there fewer than two unemployed for every advertised vacancy (See Table C). Washington, DC continues to have the most favorable Supply/Demand rate (1.21) with about one advertised vacancy for every unemployed worker. Minneapolis-St. Paul (1.36), Boston (1.54), Oklahoma City (1.63), and Salt Lake City (1.67) were metropolitan locations with the next lowest Supply/Demand rates.

Metro areas where the number of unemployed is substantially above the number of online advertised vacancies include Riverside, CA — with over 8 unemployed workers for every advertised vacancy (8.23) — Sacramento (4.56), Miami (4.53), Las Vegas (4.47), Los Angeles (4.19), and Memphis (4.04). Supply/Demand rate data are for January 2012, the latest month for which unemployment data for local areas are available (Table C & Table 6).

OCCUPATIONAL HIGHLIGHTS

- **Supply/Demand rates range widely for the 22 major occupational categories (See Table 7)**
- **Labor demand for retail sales help rises in March (Table B and text)**
- **Demand for Healthcare practitioners dipped in March but job opportunities continue to outnumber unemployed looking for jobs**

Table B: U.S. Top Ten Demand Occupations and Pay Levels, Seasonally Adjusted					
Occupation	Total Ads (Thousands) Mar-12	M-O-M Change (Thousands) Mar-Feb 12	Unemployed (Thousands) Feb-12	Supply/ Demand Rate¹ Feb-12	Average Hourly Wage²
Computer and mathematical science	620.7	25.8	164.6	0.28	\$37.85
Sales and related	596.5	35.9	1,288.7	2.30	\$18.04
Healthcare practitioners and technical	578.1	-18.8	246.5	0.41	\$34.97
Office and administrative support	476.9	22.7	1,535.5	3.38	\$16.40
Management	461.2	25.7	604.4	1.39	\$51.64
Business and financial operations	268.1	17.1	391.3	1.56	\$33.05
Transportation and material moving	239.0	-0.1	975.3	4.08	\$15.96
Food preparation and serving related	210.1	27.2	971.4	5.31	\$10.30
Architecture and engineering	179.7	10.8	134.7	0.80	\$37.08
Installation, maintenance, and repair	158.9	6.5	300.1	1.97	\$20.86

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1. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

2. BLS Occupational Employment Statistics - May 2011 estimates.

Changes for the Month of March

In March, nineteen of the 22 Standard Occupational Classifications (SOC codes) that are reported separately posted gains and three declined (Table 7).

Among the top 10 occupation groups with the largest numbers of online advertised vacancies, demand for **Sales and Related** workers rose 35,900 to 596,500 (Table B) and was led by an increase in demand for Retail Salespeople and First-Line Supervisors/Managers of Retail Sales Workers. The number of unemployed in this occupational category continues to outnumber the number of advertised vacancies by over 2 to 1 (S/D of 2.30) but is substantially below the slightly over four unemployed for every available advertised vacancy in April and May 2009.

Labor demand for **Computer and Mathematical Science** workers rose 25,800 to 620,700. Over the past four months, labor demand has increased by 77,100. The higher demand included increases for Computer Systems Analysts and Applications Computer Software Engineers. The number of advertised vacancies in this occupational category continues to outnumber job-seekers by over 3 to 1 (0.28 S/D based on February data, the latest unemployment data available).

Demand for **Management** occupations rose 25,700 to 461,200 for a combined four-month increase of 56,600. Responsible for the rise was higher demand for Marketing Managers and General and Operations Managers. The number of unemployed in these occupations was just over one (1.39) unemployed for every advertised vacancy in March and significantly below the almost three (2.9) unemployed for every advertised vacancy at the HWOL series high in October 2009.

Labor demand for **Office and Administrative Support** occupations rose 22,700 to 476,900 for a gain of 50,100 since January, but the March level is still slightly below the level of demand in late 2011. Largely responsible for the March increase was higher demand for Customer Service Representatives and Executive Secretaries and Administrative Assistants. The number of unemployed in these occupations remains above the number of advertised vacancies with close to 3.6 unemployed for every advertised vacancy.

Business and Financial Operations positions increased by 17,100 to 268,100 advertised vacancies in March. Accountants, Training and Development Specialists, and Financial Analysts were among the advertised vacancies that showed increases. In this field there are 1.56 unemployed workers for every advertised vacancy.

Healthcare Practitioners and Technical occupations fell 18,800 in March to 578,100. Largely responsible for the drop were decreased advertised vacancies for Registered Nurses, Occupational Therapists, Speech Pathologists, and Physical Therapists. The number of advertised vacancies in this occupational category continues to be quite favorable and outnumbers job-seekers by 2.4 to 1 (0.41 S/D).

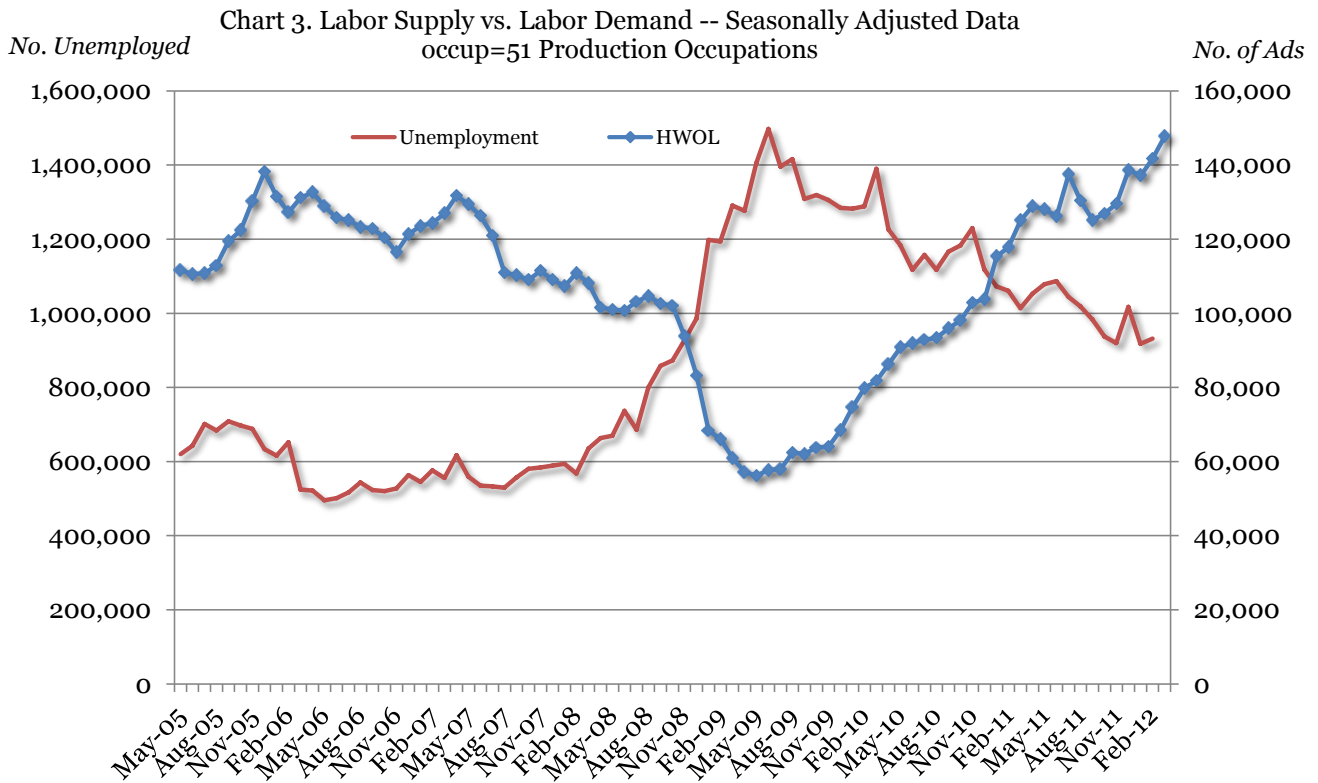
The Trend in Production Occupations

In March the demand for production workers reached a series high of 148,000 — 6,000 above last month's number and 10,000 above the previous series high of 138,000 in December 2005. Production jobs, or the jobs typically associated with manufacturing, declined sharply from early 2007 and bottomed in May 2009 at 56,000.

“Labor demand for production workers, which was not consistently strong in 2011, has risen over the last few months and hopefully will remain strong throughout 2012,” said Shelp (Chart 3).

There were still over six unemployed workers for every advertised vacancy in production jobs, but it is significantly improved from the situation in June 2009, when there were over 25 unemployed for every vacancy, (See Table 7).

Nationally the production jobs in highest demand included First-Line Supervisors and Managers, Machinists, and Helpers. Line Supervisors and Managers were in high demand in several states including California, Ohio, and Texas. In California, in addition to supervisors, online advertised jobs included Testers, Sorters, Samplers and Weighers, and Machinists. In Ohio the openings are in First-Line Supervisors / Managers of Production and Operating Workers, Helpers – Production Workers, and Machinists. High-demand opening in Texas include First-Line Supervisors / Managers of Production and Operating Workers, Welders, Cutters, and Welder Fitters, and Machinists.



Source: The Conference Board, BLS

PROGRAM NOTES

The Conference Board Help Wanted OnLine[®] Data Series (HWOL) measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,000 major Internet job 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 February 2008) the online series is not a direct measure of job vacancies. The level of ads in print and online can change for reasons not related to overall job demand.

The HWOL data series began in May 2005. With the September, 2008 release, HWOL began providing seasonally adjusted data for the U.S., the nine Census regions and the 50 States. Seasonally adjusted data for occupations were provided beginning with the May 2009 release and seasonally adjusted data for the 52 largest metropolitan areas began with the March 2012 release. .

People 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>.

The underlying online job listings data for this series is provided by **Wanted Technologies Corporation**. Additional information on the **Bureau of Labor Statistics** data used in this release can be found on the BLS website, www.bls.gov.

The Conference Board

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Publication Schedule, Help Wanted Online Data Series

Data for the Month	Release Date	
April, 2012	April 30, 2012	
May, 2012	May 30, 2012*	
June, 2012	July 2, 2012	
July, 2012	August 1, 2012*	
August, 2012	September 5, 2012*	
September, 2012	October 3, 2012*	
October, 2012	October 31, 2012*	
November, 2012	December 3, 2012	
December, 2012	January 2, 2013*	

*Wednesday release due to holidays or data availability.

Table 1: National/Regional Total Ads and New Ads (Levels), Seasonally Adjusted								
Location ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Mar-11	Feb-12	Mar-12	Mar-Feb 12	Mar-11	Feb-12	Mar-12	Mar-Feb 12
United States	4,307.5	4,423.3	4,669.6	246.3	2,704.5	2,748.2	3,138.1	389.9
New England	267.7	266.7	274.1	7.4	162.6	164.8	178.8	14.0
Middle Atlantic	582.6	584.1	599.8	15.7	373.3	363.8	408.8	45.0
South Atlantic	875.3	855.4	890.3	34.9	551.3	538.2	598.0	59.7
East North Central	600.7	621.7	647.5	25.7	367.2	371.5	426.3	54.8
East South Central	184.2	183.1	199.9	16.8	111.6	113.0	127.1	14.1
West North Central	319.4	332.7	355.7	23.1	190.3	197.6	230.7	33.1
West South Central	415.1	440.7	463.7	23.0	260.1	266.9	311.4	44.5
Mountain	313.5	306.6	321.8	15.2	200.6	199.3	222.3	23.0
Pacific	667.6	695.2	741.7	46.5	415.9	446.2	498.8	52.5

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.
2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.
3. Regions are as defined by the U.S. Census Bureau.

Table 2: National/Regional Total Ads and New Ads Rates, Seasonally Adjusted						
Location ²	Total Ads Rate ¹ (Percent)			New Ads Rate ¹ (Percent)		
	Mar-11	Feb-12	Mar-12	Mar-11	Feb-12	Mar-12
United States	2.81	2.86	3.02	1.76	1.77	2.03
New England	3.45	3.44	3.54	2.10	2.13	2.31
Middle Atlantic	2.85	2.85	2.93	1.82	1.78	2.00
South Atlantic	2.95	2.86	2.98	1.86	1.80	2.00
East North Central	2.58	2.67	2.78	1.58	1.60	1.83
East South Central	2.11	2.10	2.30	1.28	1.30	1.46
West North Central	2.90	3.01	3.22	1.73	1.79	2.09
West South Central	2.35	2.48	2.61	1.48	1.50	1.76
Mountain	2.84	2.80	2.94	1.82	1.82	2.03
Pacific	2.68	2.78	2.97	1.67	1.79	2.00

Source: The Conference Board

1. Ads rates are calculated as a percent of the most currently available BLS civilian labor force data. Ads rates represent the number of ads per 100 participants in the civilian labor force.
2. Regions are as defined by the U.S. Census Bureau.

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Table 3: State Total Ads and New Ads (Levels), Seasonally Adjusted

Location	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Mar-11	Feb-12	Mar-12	Mar-Feb 12	Mar-11	Feb-12	Mar-12	Mar-Feb 12
United States	4,307.5	4,423.3	4,669.6	246.3	2,704.5	2,748.2	3,138.1	389.9
Alabama	45.5	42.3	45.7	3.3	29.7	27.0	30.3	3.3
Alaska	18.1	16.6	25.8	9.2	9.8	10.2	18.0	7.8
Arizona	89.7	78.7	79.2	0.5	59.3	52.9	54.8	2.0
Arkansas	28.0	31.6	32.5	0.9	18.3	19.4	21.3	2.0
California	477.9	508.5	531.9	23.3	294.7	323.6	351.8	28.2
Colorado	80.6	91.3	95.7	4.4	50.1	62.2	66.8	4.7
Connecticut	63.0	64.8	64.5	-0.3	37.8	40.2	40.9	0.6
Delaware	15.7	15.7	16.4	0.7	9.3	10.0	10.6	0.7
Florida	241.8	234.3	236.7	2.4	169.3	156.7	173.8	17.1
Georgia	121.0	115.3	120.1	4.8	72.9	67.4	77.7	10.3
Hawaii	16.4	16.2	16.3	0.0	11.9	12.0	12.5	0.5
Idaho	19.5	19.4	21.4	2.0	13.1	12.7	15.4	2.7
Illinois	164.0	165.9	167.6	1.6	91.8	93.9	103.9	10.0
Indiana	69.4	70.1	75.2	5.1	41.4	41.7	49.9	8.1
Iowa	45.5	46.8	50.2	3.4	25.4	25.3	31.2	5.9
Kansas	37.3	35.4	37.2	1.8	21.0	19.8	23.0	3.2
Kentucky	41.0	43.3	45.1	1.8	24.2	25.6	28.0	2.5
Louisiana	45.7	46.1	47.3	1.2	27.4	28.0	30.2	2.2
Maine	21.4	20.3	21.3	1.0	11.6	10.9	12.5	1.7
Maryland	108.2	102.4	108.2	5.8	63.8	60.5	69.6	9.1
Massachusetts	131.5	128.9	133.8	4.9	79.8	80.1	87.2	7.1
Michigan	116.7	119.1	124.2	5.2	78.0	76.5	85.0	8.5
Minnesota	95.9	105.9	112.6	6.7	56.7	64.6	72.8	8.2
Mississippi	19.3	21.4	23.0	1.5	11.7	12.1	14.2	2.1
Missouri	84.6	84.8	90.4	5.6	53.1	53.4	60.2	6.8
Montana	15.9	15.7	17.9	2.2	8.0	8.1	10.6	2.5
Nebraska	29.5	31.8	34.8	2.9	20.1	20.8	24.8	4.0
Nevada	44.0	38.1	40.6	2.6	30.2	25.7	29.8	4.1
New Hampshire	23.8	22.8	24.2	1.4	15.3	14.7	17.1	2.5
New Jersey	144.5	139.5	146.6	7.1	95.6	89.2	102.8	13.7
New Mexico	23.5	23.5	24.8	1.2	14.5	14.5	15.9	1.4
New York	268.5	254.7	264.0	9.3	169.4	158.7	180.0	21.3
North Carolina	117.5	116.5	123.2	6.7	75.7	75.8	83.9	8.1
North Dakota	13.3	13.7	14.4	0.6	6.8	7.4	8.9	1.6
Ohio	160.1	173.2	181.9	8.7	106.8	111.9	130.8	18.9
Oklahoma	46.8	49.9	51.7	1.8	31.0	31.5	35.9	4.4
Oregon	52.2	51.7	55.9	4.3	34.8	34.7	40.2	5.5
Pennsylvania	168.2	189.1	187.4	-1.7	107.9	115.2	125.6	10.4
Rhode Island	17.1	17.5	17.8	0.3	11.5	11.2	12.5	1.3
South Carolina	52.4	50.9	52.5	1.6	32.8	31.9	34.6	2.7
South Dakota	14.0	15.7	17.0	1.3	6.5	7.4	9.2	1.8
Tennessee	76.9	76.9	84.7	7.8	46.2	48.2	54.6	6.4
Texas	294.8	313.6	332.6	19.0	182.4	188.3	222.7	34.4
Utah	32.0	32.5	34.1	1.5	21.5	19.9	25.0	5.0
Vermont	11.8	12.6	13.6	1.0	7.3	7.2	9.3	2.1
Virginia	141.4	142.0	151.2	9.2	82.1	86.0	95.4	9.4
Washington	103.4	102.9	112.5	9.6	65.7	65.8	77.7	11.9
West Virginia	19.0	18.3	19.6	1.2	11.8	9.9	12.3	2.4
Wisconsin	91.6	95.3	99.9	4.7	50.3	52.6	58.4	5.9
Wyoming	7.6	8.3	8.4	0.1	4.1	4.5	4.9	0.4

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.

2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.

Table 4: State Labor Supply/Labor Demand Indicators, Seasonally Adjusted							
Location	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Mar-11	Feb-12	Mar-12	Feb-12	Feb-12	Feb-12	Feb-12
United States	2.81	2.86	3.02	8.3	12,806.00	4,423.3	2.90
Alabama	2.07	1.97	2.12	7.6	162.94	42.3	3.85
Alaska	4.93	4.52	7.01	7.1	25.96	16.6	1.56
Arizona	2.94	2.62	2.64	8.7	260.44	78.7	3.31
Arkansas	2.05	2.28	2.34	7.6	105.28	31.6	3.34
California	2.60	2.75	2.88	10.9	2,012.60	508.5	3.96
Colorado	2.96	3.34	3.50	7.8	212.60	91.3	2.33
Connecticut	3.28	3.39	3.37	7.8	148.48	64.8	2.29
Delaware	3.59	3.56	3.73	7.0	30.61	15.7	1.95
Florida	2.62	2.52	2.55	9.4	869.28	234.3	3.71
Georgia	2.56	2.43	2.53	9.1	432.49	115.3	3.75
Hawaii	2.47	2.46	2.47	6.4	42.09	16.2	2.59
Idaho	2.53	2.49	2.75	8.0	62.48	19.4	3.22
Illinois	2.50	2.52	2.54	9.1	598.59	165.9	3.61
Indiana	2.19	2.18	2.34	8.4	269.87	70.1	3.85
Iowa	2.73	2.81	3.02	5.3	88.51	46.8	1.89
Kansas	2.48	2.35	2.47	6.1	91.79	35.4	2.59
Kentucky	1.98	2.10	2.19	8.7	178.82	43.3	4.13
Louisiana	2.21	2.24	2.30	7.0	144.37	46.1	3.13
Maine	3.05	2.87	3.01	7.1	50.14	20.3	2.46
Maryland	3.52	3.32	3.51	6.5	201.74	102.4	1.97
Massachusetts	3.80	3.73	3.87	6.9	238.19	128.9	1.85
Michigan	2.50	2.56	2.67	8.8	408.94	119.1	3.43
Minnesota	3.22	3.56	3.79	5.7	169.73	105.9	1.60
Mississippi	1.44	1.60	1.71	9.5	127.97	21.4	5.97
Missouri	2.77	2.80	2.98	7.4	224.92	84.8	2.65
Montana	3.15	3.11	3.54	6.2	31.60	15.7	2.01
Nebraska	2.95	3.14	3.43	4.0	40.88	31.8	1.28
Nevada	3.17	2.78	2.96	12.3	168.02	38.1	4.42
New Hampshire	3.23	3.07	3.26	5.2	38.28	22.8	1.68
New Jersey	3.18	3.05	3.20	9.0	413.87	139.5	2.97
New Mexico	2.52	2.53	2.66	7.2	66.80	23.5	2.84
New York	2.82	2.68	2.77	8.5	805.77	254.7	3.16
North Carolina	2.53	2.48	2.63	9.9	463.98	116.5	3.98
North Dakota	3.49	3.52	3.69	3.1	12.06	13.7	0.88
Ohio	2.75	2.99	3.14	7.6	442.87	173.2	2.56
Oklahoma	2.65	2.79	2.89	6.0	106.57	49.9	2.14
Oregon	2.62	2.59	2.81	8.8	174.82	51.7	3.38
Pennsylvania	2.63	2.96	2.93	7.6	482.91	189.1	2.55
Rhode Island	3.04	3.13	3.19	11.0	61.66	17.5	3.52
South Carolina	2.43	2.36	2.43	9.1	196.75	50.9	3.87
South Dakota	3.14	3.49	3.78	4.3	19.26	15.7	1.23
Tennessee	2.45	2.46	2.71	8.0	250.89	76.9	3.26
Texas	2.37	2.51	2.66	7.1	891.60	313.6	2.84
Utah	2.38	2.44	2.55	5.7	76.38	32.5	2.35
Vermont	3.29	3.50	3.78	4.9	17.80	12.6	1.41
Virginia	3.30	3.27	3.48	5.7	249.23	142.0	1.76
Washington	2.96	2.94	3.22	8.2	288.48	102.9	2.80
West Virginia	2.38	2.28	2.43	7.2	57.74	18.3	3.15
Wisconsin	2.98	3.11	3.27	6.9	209.76	95.3	2.20
Wyoming	2.50	2.70	2.74	5.4	16.44	8.3	1.98

Source: The Conference Board

1. Total ads rate is calculated as a percent of the most currently available BLS civilian labor force data. Ad rates represent the number of ads per 100 persons in the civilian labor force.

2. Unemployment data are from the Bureau of Labor Statistics Current Population Statistics and Local Area Unemployment Statistics programs.

3. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

Table 5: MSA Total Ads and New Ads (Levels), Seasonally Adjusted

Location ³	Total Ads ¹ (Thousands)			M-O-M Change (Thousands)	New Ads ² (Thousands)			M-O-M Change (Thousands)
	Mar-11	Feb-12	Mar-12	Mar-Feb 12	Mar-11	Feb-12	Mar-12	Mar-Feb 12
Birmingham, AL	13.7	13.5	14.8	1.3	9.0	9.5	10.1	0.5
Phoenix, AZ	51.1	54.4	56.1	1.8	31.6	36.9	39.6	2.7
Tucson, AZ	13.0	12.1	12.4	0.3	9.3	8.7	8.9	0.2
Los Angeles, CA	159.8	175.6	183.6	8.0	102.0	117.6	128.4	10.8
Riverside, CA	27.7	28.4	29.5	1.1	17.8	19.1	20.3	1.2
Sacramento, CA	22.0	26.0	26.2	0.2	13.5	16.6	17.3	0.6
San Diego, CA	39.9	45.1	47.7	2.6	25.3	30.2	33.7	3.5
San Francisco, CA	94.7	101.6	109.3	7.7	61.3	66.2	74.6	8.4
San Jose, CA	47.6	49.1	51.0	1.8	27.5	29.1	32.4	3.3
Denver, CO	43.3	52.2	54.9	2.6	26.0	36.2	38.6	2.4
Hartford, CT	24.9	26.2	26.2	-0.1	15.7	16.9	17.3	0.4
Washington, DC	150.8	154.4	163.5	9.0	85.9	95.2	106.0	10.8
Jacksonville, FL	20.9	19.9	20.6	0.6	14.7	13.6	15.1	1.4
Miami, FL	59.6	62.3	62.1	-0.2	37.7	40.2	43.0	2.8
Orlando, FL	33.2	34.0	34.9	0.9	23.8	23.5	26.6	3.1
Tampa, FL	40.9	41.5	41.9	0.4	27.9	28.3	30.0	1.8
Atlanta, GA	77.6	77.2	80.5	3.4	45.7	46.0	52.5	6.4
Honolulu, HI	13.1	13.3	13.0	-0.3	10.2	10.7	10.5	-0.2
Chicago, IL	122.3	127.0	128.7	1.8	67.8	73.4	81.7	8.3
Indianapolis, IN	26.3	28.6	30.6	2.0	15.6	18.2	21.1	2.9
Louisville, KY	16.8	17.7	19.0	1.3	10.9	10.9	13.2	2.3
New Orleans, LA	14.2	14.0	14.4	0.4	9.4	9.6	10.1	0.5
Baltimore, MD	53.2	50.3	53.0	2.7	33.5	32.5	36.4	3.9
Boston, MA	100.9	103.2	106.2	3.0	60.6	65.3	70.3	5.1
Detroit, MI	54.4	57.3	59.8	2.5	37.0	37.3	42.1	4.8
Minneapolis-St. Paul, MN	67.6	75.3	80.2	5.0	41.7	48.4	55.1	6.7
Kansas City, MO	33.3	35.1	36.8	1.7	21.1	22.6	25.3	2.6
St. Louis, MO	38.5	39.0	41.4	2.4	25.0	26.2	29.2	3.0
Las Vegas, NV	31.5	26.7	28.9	2.3	22.3	18.8	21.9	3.1
Buffalo, NY	16.7	14.9	15.9	1.0	10.6	9.4	10.5	1.1
New York, NY	268.1	256.8	269.3	12.6	171.4	165.9	186.2	20.3
Rochester, NY	13.9	12.3	13.2	0.8	8.9	8.3	9.4	1.1
Charlotte, NC	34.3	32.6	35.5	2.9	22.0	21.8	25.1	3.3
Cincinnati, OH	30.2	30.3	32.3	2.1	19.1	19.4	21.9	2.5
Cleveland, OH	39.2	42.4	46.1	3.7	26.7	28.5	33.9	5.4
Columbus, OH	33.2	35.4	36.7	1.3	22.4	23.4	27.0	3.6
Oklahoma City, OK	19.5	21.6	21.5	-0.1	13.9	14.6	15.8	1.2
Portland, OR	33.0	33.4	36.0	2.7	21.5	22.8	26.1	3.4
Philadelphia, PA	84.3	89.6	91.6	2.0	49.7	56.4	58.9	2.5
Pittsburgh, PA	37.1	42.3	41.2	-1.1	25.2	28.2	29.2	0.9
Providence, RI	22.5	22.5	22.9	0.4	15.2	15.0	16.0	1.0
Memphis, TN	15.5	14.7	16.8	2.1	9.8	9.2	11.6	2.4
Nashville, TN	25.4	26.3	28.0	1.7	15.6	17.4	19.1	1.7
Austin, TX	27.9	30.1	32.3	2.2	18.1	20.2	23.1	2.9
Dallas, TX	92.5	96.6	100.1	3.5	56.6	58.3	67.0	8.7
Houston, TX	65.1	76.3	80.9	4.6	37.9	46.0	52.9	6.9
San Antonio, TX	28.5	29.3	31.2	1.9	19.9	20.1	22.6	2.5
Salt Lake City, UT	20.1	20.7	21.9	1.2	13.5	13.3	16.0	2.6
Richmond, VA	19.4	21.7	22.6	0.9	12.4	14.5	15.2	0.7
Virginia Beach, VA	21.5	22.2	23.8	1.6	14.5	14.8	16.8	1.9
Seattle-Tacoma, WA	65.5	70.2	74.5	4.4	42.9	45.1	53.4	8.3
Milwaukee, WI	32.1	33.0	33.7	0.7	18.4	18.9	20.3	1.4

Source: The Conference Board

1. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads.

2. New ads are all unduplicated ads which did not appear during the previous reference period. An online help wanted ad is counted as "New" only in the month it first appears.

3. Metropolitan areas use the 2005 OMB county-based MSA definitions.

Table 6: MSA Labor Supply /Labor Demand Indicators, Seasonally Adjusted

Location ⁴	Total Ads Rate ¹ (Percent)			Unemployment Rate ²	Unemployed (Thousands)	Total Ads (Thousands)	Supply/ Demand Rate ³
	Mar-11	Feb-12	Mar-12	Jan-12	Jan-12	Jan-12	Jan-12
Birmingham, AL	2.65	2.60	2.86	7.4	38.6	12.6	3.07
Phoenix, AZ	2.40	2.61	2.70	7.7	161.0	52.5	3.06
Tucson, AZ	2.66	2.53	2.59	7.7	36.9	11.3	3.27
Los Angeles, CA	2.48	2.71	2.83	10.7	696.0	166.0	4.19
Riverside, CA	1.59	1.59	1.65	12.5	223.7	27.2	8.23
Sacramento, CA	2.16	2.52	2.54	10.9	112.6	24.7	4.56
San Diego, CA	2.56	2.84	3.01	9.1	145.1	42.7	3.40
San Francisco, CA	4.28	4.50	4.84	8.6	195.0	99.0	1.97
San Jose, CA	5.30	5.32	5.52	9.1	83.6	47.7	1.75
Denver, CO	3.14	3.72	3.91	8.0	112.0	49.4	2.27
Hartford, CT	4.15	4.34	4.33	8.1	48.9	25.0	1.96
Washington, DC	4.90	4.92	5.21	5.6	176.0	145.5	1.21
Jacksonville, FL	3.04	2.89	2.98	9.0	62.3	19.2	3.24
Miami, FL	2.06	2.14	2.13	9.5	275.4	60.8	4.53
Orlando, FL	2.94	3.05	3.13	9.3	103.4	32.3	3.20
Tampa, FL	3.15	3.18	3.21	9.7	126.9	40.3	3.15
Atlanta, GA	2.93	2.86	2.98	9.3	249.6	76.6	3.26
Honolulu, HI	2.95	2.94	2.87	5.7	25.8	12.4	2.08
Chicago, IL	2.54	2.62	2.66	9.6	466.4	130.0	3.59
Indianapolis, IN	3.00	3.18	3.40	8.4	75.3	27.5	2.74
Louisville, KY	2.61	2.74	2.94	9.1	58.4	17.1	3.41
New Orleans, LA	2.59	2.60	2.68	7.0	37.7	13.5	2.78
Baltimore, MD	3.83	3.54	3.73	6.9	98.8	49.2	2.01
Boston, MA	3.96	4.06	4.17	6.2	157.0	101.8	1.54
Detroit, MI	2.69	2.86	2.98	10.1	201.6	56.5	3.57
Minneapolis-St. Paul, MN	3.67	4.08	4.35	5.5	101.0	74.2	1.36
Kansas City, MO	3.21	3.35	3.51	7.3	76.9	33.7	2.28
St. Louis, MO	2.68	2.68	2.85	8.3	120.9	37.1	3.26
Las Vegas, NV	3.33	2.78	3.02	12.5	120.0	26.9	4.47
Buffalo, NY	2.92	2.62	2.80	7.8	44.5	14.9	2.99
New York, NY	2.84	2.71	2.85	8.6	817.1	257.3	3.18
Rochester, NY	2.65	2.34	2.50	7.5	39.4	12.5	3.16
Charlotte, NC	4.04	3.75	4.08	10.3	89.2	31.2	2.86
Cincinnati, OH	2.71	2.74	2.93	7.9	87.6	28.2	3.11
Cleveland, OH	3.64	3.90	4.24	7.3	78.9	41.1	1.92
Columbus, OH	3.44	3.72	3.86	6.9	65.5	33.6	1.95
Oklahoma City, OK	3.45	3.75	3.73	5.7	32.6	20.0	1.63
Portland, OR	2.77	2.79	3.02	8.2	98.0	34.5	2.84
Philadelphia, PA	2.86	3.03	3.10	8.4	246.9	84.8	2.91
Pittsburgh, PA	3.06	3.43	3.35	6.8	83.9	38.0	2.21
Providence, RI	3.17	3.22	3.29	10.8	75.1	22.4	3.35
Memphis, TN	2.53	2.33	2.67	9.2	57.8	14.3	4.04
Nashville, TN	3.06	3.14	3.34	7.1	59.8	25.1	2.38
Austin, TX	3.06	3.23	3.47	6.4	60.1	29.4	2.04
Dallas, TX	2.85	2.95	3.05	7.3	240.7	97.5	2.47
Houston, TX	2.23	2.55	2.70	7.5	225.9	73.4	3.08
San Antonio, TX	2.88	2.92	3.11	7.0	70.7	29.2	2.42
Salt Lake City, UT	3.33	3.47	3.67	5.6	33.3	20.0	1.67
Richmond, VA	2.98	3.26	3.40	6.6	44.0	20.4	2.15
Virginia Beach, VA	2.61	2.65	2.84	6.8	57.3	21.1	2.72
Seattle-Tacoma, WA	3.49	3.72	3.95	7.9	148.5	70.5	2.11
Milwaukee, WI	4.01	4.14	4.22	7.5	59.9	30.9	1.94

Source: The Conference Board

1. Total ads rate is calculated as a percent of the most currently available BLS civilian labor force data.
2. Unemployment data are from the Bureau of Labor Statistics CPS and LAUS programs.
3. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
4. The Conference Board uses the OMB county-based MSA definitions for its data whereas the Bureau of Labor Statistics uses the OMB alternative NECTA (New England City and Town Areas) MSA definition. This will result in small comparison differences for some metropolitan areas in New England states.

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Table 7: National Labor Supply/Labor Demand by Occupation ¹ , Seasonally Adjusted							
Occupation ²	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed ³ (Thousands)	Supply/ Demand Rate ⁴	Average Hourly Wage ⁵
	Mar-11	Feb-12	Mar-12	Mar-Feb 12	Feb-12	Feb-12	
Total	4,307.5	4,423.3	4,669.6	246.3	12,806.0	2.9	\$21.74
Management	432.5	435.4	461.2	25.7	604.4	1.4	\$51.64
Business and financial operations	241.7	251.0	268.1	17.1	391.3	1.6	\$33.05
Computer and mathematical science	561.7	594.9	620.7	25.8	164.6	0.3	\$37.85
Architecture and engineering	163.6	168.8	179.7	10.8	134.7	0.8	\$37.08
Life, physical, and social science	66.9	65.4	73.4	8.1	36.2	0.6	\$32.44
Community and social services	53.7	53.8	57.9	4.1	127.0	2.4	\$21.07
Legal	26.5	23.3	25.1	1.8	46.0	2.0	\$47.30
Education, training, and library	94.5	107.9	109.8	1.9	386.0	3.6	\$24.46
Arts, design, entertainment, sports, and media	97.8	107.1	123.2	16.1	279.0	2.6	\$25.89
Healthcare practitioners and technical	595.2	596.9	578.1	-18.8	246.5	0.4	\$34.97
Healthcare support	136.7	138.1	137.5	-0.6	273.7	2.0	\$13.16
Protective service	35.2	34.4	40.0	5.6	263.7	7.7	\$20.54
Food preparation and serving related	146.6	182.9	210.1	27.2	971.4	5.3	\$10.30
Building and grounds cleaning and maintenance	57.7	66.2	71.7	5.5	714.5	10.8	\$12.29
Personal care and service	66.4	76.3	85.8	9.4	495.3	6.5	\$11.84
Sales and related	578.7	560.7	596.5	35.9	1,288.7	2.3	\$18.04
Office and administrative support	458.8	454.2	476.9	22.7	1,535.5	3.4	\$16.40
Farming, fishing, and forestry	4.5	5.2	5.4	0.2	161.5	31.2	\$11.68
Construction and extraction	63.5	75.8	79.9	4.1	1,149.9	15.2	\$21.46
Installation, maintenance, and repair	146.8	152.4	158.9	6.5	300.1	2.0	\$20.86
Production	125.1	141.7	147.8	6.1	932.2	6.6	\$16.45
Transportation and material moving	203.2	239.1	239.0	-0.1	975.3	4.1	\$15.96

Source: The Conference Board

1. Approximately 95% of all ads are coded to the 6-digit SOC level.
2. Occupational categories use the 2000 OMB Standard Occupational Classification system (SOC definitions).
3. Unemployment data are from the Bureau of Labor Statistics' Current Population Survey and seasonally adjusted by The Conference Board.
4. Supply/Demand rate is the number of Unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.
5. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2011 estimates.

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Table 8: State Occupational Demand and Pay¹, Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Mar-12	Wage ²	Mar-12	Wage ²	Mar-12	Wage ²
United States	717,898	\$42.35	1,734,725	\$31.09	527,317	\$12.52
Alabama	5,205	\$39.94	16,590	\$27.72	5,174	\$10.98
Alaska	3,128	\$40.79	11,140	\$33.86	2,557	\$14.93
Arizona	11,473	\$38.41	30,001	\$29.84	11,235	\$12.90
Arkansas	3,588	\$34.80	10,852	\$25.24	4,182	\$10.38
California	93,848	\$47.65	206,117	\$36.77	49,262	\$13.93
Colorado	13,870	\$41.41	35,243	\$32.12	11,304	\$12.75
Connecticut	12,296	\$48.46	24,137	\$33.14	5,793	\$14.33
Delaware	2,792	\$44.91	6,694	\$33.10	1,741	\$12.53
Florida	31,712	\$37.59	76,653	\$29.34	38,507	\$12.00
Georgia	19,708	\$42.61	48,468	\$28.39	11,945	\$11.35
Hawaii	1,913	\$37.74	4,232	\$29.93	2,893	\$13.83
Idaho	1,980	\$32.99	6,596	\$25.38	3,306	\$11.32
Illinois	32,554	\$40.83	64,392	\$30.97	15,793	\$12.93
Indiana	9,459	\$37.40	23,420	\$26.92	8,870	\$11.35
Iowa	5,423	\$34.92	16,832	\$25.76	5,884	\$11.34
Kansas	4,655	\$37.56	13,628	\$26.55	3,770	\$11.22
Kentucky	5,519	\$35.36	15,004	\$26.64	5,418	\$10.87
Louisiana	5,431	\$36.49	14,047	\$26.64	6,630	\$11.05
Maine	2,249	\$34.23	6,834	\$27.34	3,267	\$11.97
Maryland	16,300	\$44.76	46,809	\$35.21	11,868	\$13.48
Massachusetts	25,108	\$48.42	53,734	\$35.05	12,610	\$14.78
Michigan	15,425	\$39.95	42,484	\$29.54	15,222	\$12.10
Minnesota	17,360	\$40.82	42,201	\$30.64	11,767	\$12.23
Mississippi	2,231	\$33.43	7,137	\$23.87	2,812	\$10.32
Missouri	11,209	\$36.55	29,184	\$27.19	11,640	\$11.12
Montana	1,587	\$31.18	5,666	\$23.95	2,589	\$11.21
Nebraska	4,127	\$36.48	11,451	\$26.07	4,327	\$9.89
Nevada	4,790	\$39.54	12,712	\$31.81	6,236	\$13.27
New Hampshire	2,886	\$42.24	8,588	\$29.86	2,748	\$12.79
New Jersey	24,775	\$49.09	55,519	\$34.11	16,772	\$14.46
New Mexico	2,579	\$36.07	10,298	\$28.95	3,152	\$11.55
New York	53,105	\$51.35	93,012	\$31.63	26,581	\$14.46
North Carolina	16,496	\$15.53	45,984	\$23.90	16,257	\$11.30
North Dakota	1,560	\$35.31	4,596	\$24.81	1,607	\$11.50
Ohio	23,910	\$38.64	61,040	\$29.06	22,313	\$11.71
Oklahoma	5,352	\$34.10	15,408	\$25.70	6,677	\$10.85
Oregon	7,189	\$38.10	20,376	\$26.29	7,280	\$12.97
Pennsylvania	26,776	\$41.05	64,850	\$29.09	23,181	\$12.52
Rhode Island	2,586	\$45.08	6,485	\$32.85	2,619	\$13.30
South Carolina	5,386	\$37.37	18,437	\$27.19	8,194	\$10.97
South Dakota	1,607	\$32.93	5,345	\$23.84	2,087	\$10.86
Tennessee	10,023	\$36.93	26,961	\$25.48	10,545	\$11.04
Texas	52,409	\$41.89	120,737	\$30.34	35,589	\$11.39
Utah	4,104	\$36.47	11,327	\$26.86	4,092	\$7.26
Vermont	1,637	\$37.37	5,058	\$26.87	1,694	\$13.05
Virginia	26,322	\$45.17	66,969	\$33.70	15,941	\$12.53
Washington	18,657	\$25.74	47,953	\$33.17	11,572	\$14.44
West Virginia	1,789	\$32.21	6,747	\$24.64	2,598	\$10.43
Wisconsin	12,371	\$36.84	33,916	\$28.68	11,577	\$11.69
Wyoming	734	\$35.34	3,028	\$26.75	977	\$12.47

Source: The Conference Board

1. The six occupational categories in tables 8 and 9 are the SOC manual's Intermediate and High-Level Aggregations.
2. Wage data are from the BLS Occupational Employment Statistics program's May 2011 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

Table 8: State Occupational Demand and Pay, Not Seasonally Adjusted - continued

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Mar-12	Wage ¹	Mar-12	Wage ¹	Mar-12	Wage ¹
United States	1,049,027	\$17.04	225,362	\$20.78	350,336	\$16.20
Alabama	11,312	\$14.77	2,759	\$18.55	4,944	\$15.12
Alaska	4,253	\$17.93	1,395	\$28.20	1,106	\$7.88
Arizona	20,020	\$16.73	4,327	\$19.44	4,878	\$16.13
Arkansas	7,232	\$14.23	1,892	\$17.07	3,446	\$14.48
California	118,270	\$18.77	18,198	\$21.93	28,714	\$16.34
Colorado	21,512	\$18.10	5,446	\$21.09	6,030	\$16.82
Connecticut	14,235	\$20.22	2,432	\$24.37	4,331	\$17.63
Delaware	3,343	\$17.30	709	\$21.58	925	\$15.67
Florida	69,528	\$16.13	14,858	\$17.93	14,498	\$15.16
Georgia	25,511	\$16.10	5,446	\$18.92	8,671	\$15.26
Hawaii	4,543	\$6.44	1,011	\$26.33	947	\$18.16
Idaho	5,133	\$15.12	1,493	\$18.32	1,753	\$14.97
Illinois	37,585	\$17.73	5,550	\$23.89	12,341	\$16.63
Indiana	18,091	\$15.66	4,408	\$21.10	9,542	\$15.97
Iowa	10,461	\$15.31	2,925	\$19.17	5,617	\$15.59
Kansas	8,356	\$15.68	2,100	\$19.56	3,314	\$15.93
Kentucky	11,114	\$15.00	2,413	\$18.64	5,179	\$16.17
Louisiana	12,135	\$14.55	3,554	\$18.72	5,069	\$17.70
Maine	4,727	\$15.14	903	\$18.88	1,338	\$15.93
Maryland	22,425	\$17.83	4,507	\$21.85	4,991	\$17.02
Massachusetts	26,433	\$19.82	4,272	\$25.38	6,966	\$17.33
Michigan	28,731	\$16.47	7,010	\$21.25	13,233	\$17.18
Minnesota	23,245	\$17.58	5,129	\$22.76	9,723	\$16.74
Mississippi	5,745	\$13.71	1,466	\$17.10	2,901	\$14.25
Missouri	20,934	\$15.64	4,940	\$21.13	8,468	\$15.65
Montana	3,721	\$14.61	1,216	\$19.61	1,419	\$16.04
Nebraska	7,615	\$15.34	2,356	\$18.69	3,408	\$15.96
Nevada	11,746	\$16.12	2,237	\$24.37	2,313	\$16.78
New Hampshire	5,779	\$17.08	1,089	\$20.89	1,891	\$16.56
New Jersey	33,089	\$18.97	5,601	\$25.16	8,529	\$16.38
New Mexico	5,090	\$14.68	1,236	\$18.61	1,438	\$16.48
New York	62,649	\$19.77	9,520	\$13.93	13,519	\$17.71
North Carolina	26,847	\$16.16	6,552	\$18.29	9,532	\$14.82
North Dakota	3,110	\$14.87	1,513	\$20.91	1,767	\$17.28
Ohio	41,484	\$16.10	10,726	\$20.38	21,861	\$15.80
Oklahoma	12,174	\$14.60	4,043	\$18.23	6,561	\$15.55
Oregon	12,113	\$16.97	2,555	\$20.23	3,970	\$16.19
Pennsylvania	43,124	\$17.20	9,687	\$20.91	17,577	\$16.52
Rhode Island	3,919	\$17.87	729	\$22.16	1,269	\$16.04
South Carolina	12,212	\$14.92	3,370	\$18.14	5,116	\$15.44
South Dakota	3,453	\$14.15	1,408	\$17.40	1,793	\$14.30
Tennessee	20,703	\$15.46	5,007	\$18.37	9,503	\$15.12
Texas	75,943	\$16.59	19,869	\$18.46	26,718	\$15.80
Utah	10,090	\$15.62	1,634	\$19.89	2,295	\$16.35
Vermont	2,739	\$16.18	586	\$19.26	886	\$16.22
Virginia	28,183	\$16.98	6,224	\$20.02	7,284	\$16.19
Washington	20,691	\$18.26	4,234	\$23.87	5,749	\$18.65
West Virginia	4,380	\$13.39	1,119	\$19.53	1,995	\$15.74
Wisconsin	20,735	\$16.24	4,898	\$21.61	13,128	\$16.23
Wyoming	1,588	\$15.30	734	\$22.54	744	\$20.44

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2011 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

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Table 9: MSA Occupational Demand and Pay¹, Not Seasonally Adjusted

Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Mar-12	Wage ^{2*}	Mar-12	Wage ^{2*}	Mar-12	Wage ^{2*}
United States	717,898	\$42.35	1,734,725	\$31.09	527,317	\$12.52
Birmingham, AL	1,848	\$14.45	4,682	\$17.00	1,666	\$11.34
Phoenix, AZ	8,403	\$37.84	19,990	\$26.75	7,127	\$12.94
Tucson, AZ	1,395	\$36.40	4,024	\$29.93	2,110	\$10.46
Los Angeles, CA	32,296	\$46.93	63,364	\$36.58	16,859	\$13.67
Riverside, CA	3,231	\$40.21	8,072	\$32.59	4,274	\$13.04
Sacramento, CA	4,298	\$41.02	9,694	\$35.72	2,641	\$13.95
San Diego, CA	7,142	\$44.85	18,706	\$35.33	5,225	\$13.19
San Francisco, CA	24,184	\$51.88	45,540	\$40.31	8,532	\$15.16
San Jose, CA	10,879	\$57.78	28,798	\$45.67	1,913	\$14.87
Denver, CO	9,473	\$42.13	20,200	\$34.11	5,500	\$12.82
Hartford, CT	4,962	\$44.15	9,734	\$33.02	2,184	\$14.21
Washington, DC	33,559	\$49.38	74,874	\$40.60	14,847	\$14.71
Jacksonville, FL	3,033	\$36.62	6,561	\$29.77	2,842	\$11.53
Miami, FL	9,843	\$39.82	18,979	\$30.40	8,479	\$12.58
Orlando, FL	4,639	\$19.84	9,964	\$28.98	6,058	\$11.60
Tampa, FL	6,195	\$36.80	14,578	\$29.95	5,970	\$7.36
Atlanta, GA	15,259	\$44.11	33,156	\$30.34	6,714	\$11.75
Honolulu, HI	1,499	\$37.40	3,082	\$28.89	2,516	\$13.51
Chicago, IL	27,306	\$41.95	48,932	\$32.26	11,972	\$13.13
Indianapolis, IN	4,631	\$37.42	8,721	\$29.10	3,546	\$11.82
Louisville, KY	2,620	\$36.93	6,080	.	2,276	.
New Orleans, LA	1,775	\$36.66	3,538	.	2,718	.
Baltimore, MD	7,827	\$42.48	21,131	.	6,572	.
Boston, MA	21,086	\$49.25	43,038	\$36.34	9,389	\$15.01
Detroit, MI	8,355	\$42.06	20,898	\$32.04	7,328	\$12.46
Minneapolis-St. Paul, MN	13,525	\$41.64	29,269	.	7,921	.
Kansas City, MO	4,726	\$38.35	11,476	.	4,329	.
St. Louis, MO	6,270	\$39.36	14,164	.	5,266	.
Las Vegas, NV	3,430	\$39.79	8,357	.	4,551	.
Buffalo, NY	1,901	\$38.91	4,406	.	1,971	.
New York, NY	56,405	\$53.19	100,384	\$36.83	26,469	\$14.97
Rochester, NY	1,388	\$41.51	4,022	.	1,694	.
Charlotte, NC	6,404	\$43.31	12,408	.	4,088	.
Cincinnati, OH	4,985	\$39.40	9,967	\$29.80	3,832	\$11.73
Cleveland, OH	6,710	\$39.12	16,496	\$30.06	5,108	\$12.42
Columbus, OH	5,498	\$38.61	12,566	\$30.85	4,578	\$12.07
Oklahoma City, OK	2,405	\$33.84	5,705	\$27.69	2,839	\$10.88
Portland, OR	5,276	\$40.68	13,187	\$31.68	3,994	\$13.34
Philadelphia, PA	16,533	\$44.67	34,530	\$32.31	10,309	\$13.59
Pittsburgh, PA	5,634	\$38.67	12,430	\$29.77	5,824	\$12.01
Providence, RI	3,092	\$42.82	7,868	\$31.93	3,492	\$13.27
Memphis, TN	2,443	\$38.50	5,390	\$24.81	1,719	\$11.62
Nashville, TN	3,955	\$37.46	8,261	\$27.16	3,321	\$11.24
Austin, TX	4,677	\$52.04	12,549	\$32.40	3,694	\$11.78
Dallas, TX	19,032	\$42.75	36,836	\$32.13	9,287	\$11.87
Houston, TX	14,961	\$44.91	28,540	\$33.74	6,827	\$11.45
San Antonio, TX	4,004	\$37.08	9,463	\$29.64	5,038	\$11.15
Salt Lake City, UT	2,830	\$37.06	7,321	\$29.09	2,439	\$10.79
Richmond, VA	3,775	\$39.55	8,716	\$29.82	2,774	\$12.23
Virginia Beach, VA	2,960	\$37.40	9,023	\$29.50	3,477	\$11.73
Seattle-Tacoma, WA	14,093	\$45.03	34,259	\$35.63	6,236	\$15.01
Milwaukee, WI	4,880	\$40.00	11,301	\$30.58	3,963	\$11.88

Source: The Conference Board

1.The six occupational categories in tables 8 and 9 are the SOC manual's Intermediate and High-Level Aggregations.

2. Wage data are from the BLS OES program's May 2011 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

* indicates that a wage estimate either is not available or is greater than \$90.00 per hour or \$187,200 per year

Table 9: MSA Occupational Demand and Pay, Not Seasonally Adjusted - continued

Location	Sales and Office		Construction and Maintenance		Production and Transportation	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Mar-12	Wage ^{2*}	Mar-12	Wage ^{2*}	Mar-12	Wage ^{2*}
United States	1,049,027	\$17.04	225,362	\$20.78	350,336	\$16.20
Birmingham, AL	3,957	\$16.29	922	\$19.05	1,326	\$15.15
Phoenix, AZ	14,461	\$17.45	2,829	\$20.05	3,162	\$16.34
Tucson, AZ	2,870	\$15.16	928	\$19.67	948	\$15.20
Los Angeles, CA	47,640	\$18.73	6,128	\$23.73	11,174	\$15.60
Riverside, CA	8,340	\$16.37	1,658	\$22.62	3,065	\$15.69
Sacramento, CA	6,294	\$18.33	1,041	\$23.41	1,316	\$17.01
San Diego, CA	10,744	\$18.07	1,615	\$23.22	2,357	\$16.00
San Francisco, CA	20,299	\$21.86	2,762	\$27.45	3,403	\$19.06
San Jose, CA	6,189	\$22.96	892	\$26.96	1,244	\$17.94
Denver, CO	12,540	\$19.41	2,688	\$21.15	2,942	\$17.21
Hartford, CT	5,839	\$19.39	1,068	\$24.14	1,709	\$10.78
Washington, DC	28,747	\$19.40	4,858	\$22.86	4,183	\$17.87
Jacksonville, FL	5,493	\$16.31	1,446	\$10.95	1,558	\$16.11
Miami, FL	20,203	\$17.06	2,862	\$18.97	2,766	\$15.42
Orlando, FL	10,755	\$15.53	2,414	\$18.02	2,203	\$15.22
Tampa, FL	11,258	\$16.39	2,345	\$17.75	2,326	\$14.79
Atlanta, GA	16,544	\$17.40	2,997	\$19.98	4,099	\$16.05
Honolulu, HI	3,877	\$16.73	850	\$27.38	817	\$18.64
Chicago, IL	29,358	\$18.52	3,706	\$24.72	8,052	\$16.81
Indianapolis, IN	8,259	\$17.30	1,943	\$21.84	3,177	\$16.04
Louisville, KY	4,576	.	1,102	\$11.42	2,052	.
New Orleans, LA	3,886	.	1,022	\$16.51	1,222	.
Baltimore, MD	12,369	.	2,677	.	2,892	.
Boston, MA	20,924	\$20.67	3,022	\$26.08	4,691	\$17.59
Detroit, MI	13,620	\$17.76	3,341	\$22.95	5,648	\$18.54
Minneapolis-St. Paul, MN	17,182	.	3,159	.	6,258	.
Kansas City, MO	9,198	.	2,068	\$13.85	3,211	.
St. Louis, MO	10,258	.	1,971	.	3,086	.
Las Vegas, NV	9,135	.	1,469	\$18.54	1,350	.
Buffalo, NY	4,454	.	1,084	\$13.75	1,777	.
New York, NY	60,484	\$20.84	7,306	\$26.84	10,501	\$17.77
Rochester, NY	3,196	.	956	\$11.37	1,431	.
Charlotte, NC	7,822	.	1,847	\$14.26	2,525	.
Cincinnati, OH	8,414	\$16.90	1,738	\$11.39	3,191	\$16.41
Cleveland, OH	9,875	\$17.10	2,229	\$21.47	4,832	\$16.33
Columbus, OH	9,036	\$16.88	2,235	\$20.51	3,673	\$14.97
Oklahoma City, OK	5,456	\$15.27	1,863	\$18.83	2,484	\$15.41
Portland, OR	7,857	\$18.26	1,609	\$23.01	2,507	\$16.90
Philadelphia, PA	20,436	\$19.03	3,528	\$23.63	4,842	\$17.48
Pittsburgh, PA	10,518	\$16.81	2,579	\$20.98	4,135	\$16.67
Providence, RI	5,332	\$17.52	1,048	\$22.29	1,860	\$15.96
Memphis, TN	4,166	\$16.14	1,014	\$19.36	1,860	\$15.65
Nashville, TN	7,723	\$16.41	1,599	\$18.79	2,765	\$15.73
Austin, TX	7,318	\$18.08	1,665	\$18.18	1,744	\$14.57
Dallas, TX	23,610	\$18.01	4,749	\$18.79	6,534	\$15.81
Houston, TX	17,899	\$17.73	4,288	\$19.86	6,294	\$17.65
San Antonio, TX	7,580	\$15.76	2,626	\$17.16	3,174	\$13.87
Salt Lake City, UT	6,283	\$16.79	983	\$20.20	1,399	\$16.75
Richmond, VA	4,703	\$17.49	1,253	\$19.93	1,486	\$16.03
Virginia Beach, VA	5,354	\$15.41	1,966	\$19.65	1,944	\$16.39
Seattle-Tacoma, WA	13,259	\$19.58	2,255	\$25.55	3,290	\$19.94
Milwaukee, WI	7,042	\$18.06	1,417	\$23.64	4,157	\$16.64

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2011 estimates. The OES major occupational group wage data has been weighted to form the higher level aggregates.

* indicates that a wage estimate either is not available or is greater than \$90.00 per hour or \$187,200 per year