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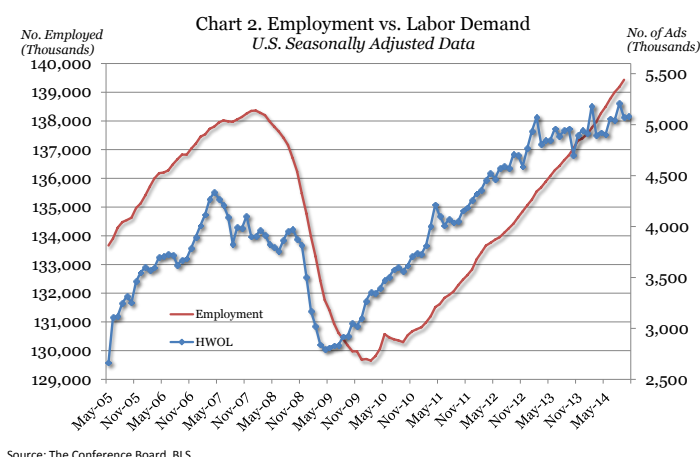
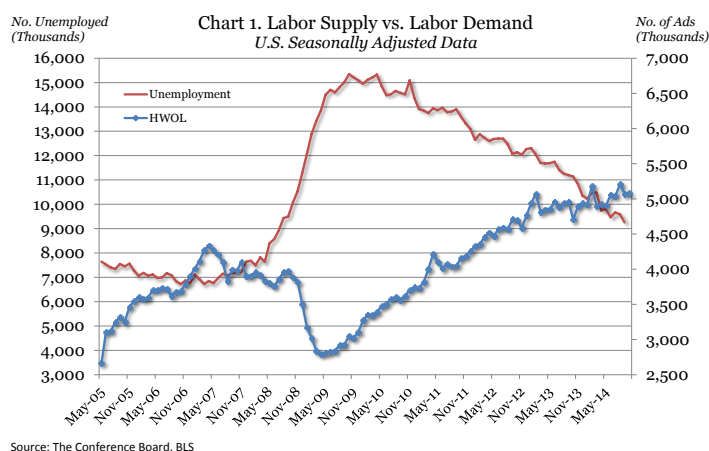
Online Labor Demand Edged Up 11,700 in October

- Online labor demand continues on a slow growth trend in 2014
- Most states and MSAs showed small gains in October

NEW YORK, November 5, 2014...Online advertised vacancies rose 11,700 to 5,083,600 in October, according to *The Conference Board Help Wanted OnLine® (HWOL) Data Series*, released today. The September Supply/Demand rate stands at 1.83 unemployed for each advertised vacancy, with a total of 4.2 million more unemployed workers than the number of advertised vacancies. The number of unemployed was 9.3 million in September.

“U.S. labor demand continues on a steady, slow growth trend, maintaining historically high demand levels with over 5 million ads each month,” said Gad Levanon, Director of Macroeconomics and Labor Markets at The Conference Board. “The data continue to indicate a strong U.S. labor market.”

In October, the Services/Production occupational category saw a gain, while the Professional category saw a small loss. Sales (22,100) and Transportation (23,800) bounced back from large September losses with most other occupational categories showing just small increases/decreases (See Table 7).



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 historical series for the States and the 52 largest MSAs is available from Haver Analytics. The underlying data for The Conference Board HWOL is collected by Wanted Technologies.

REGIONAL AND STATE HIGHLIGHTS

- Fifteen of the 20 largest States posted small gains in October
- Among the 50 States, 31 experienced gains and 16 declined while 3 (Mississippi, Oklahoma, and Montana) remained constant

Table A: State Labor Demand, Selected States, Seasonally Adjusted				
Location	Total Ads ¹ (Thousands) Oct-14	M-O-M Change (Thousands) Oct-Sep 14	Supply/ Demand Rate ² Sep-14	Recent Trend ³
United States	5,083.6	11.7	1.83	↑ 3/14
NORTHEAST	963.5	2.7	1.78	
Massachusetts	152.9	-2.6	1.37	↑ 10/13
New Jersey	142.2	-0.3	2.07	→ 10/13
New York	299.8	4.0	1.98	↑ 4/14
Pennsylvania	208.9	7.7	1.79	→ 1/13
SOUTH	1,689.6	15.1	2.11	
Florida	268.5	6.8	2.25	↑ 5/14
Georgia	144.8	0.6	2.62	↑ 10/13
Maryland	102.7	-1.3	1.87	↑ 12/13
North Carolina	132.4	2.0	2.38	→ 10/13
Texas	392.0	8.1	1.77	↑ 10/13
Virginia	145.6	-0.8	1.60	↑ 10/13
MIDWEST	1,149.9	6.1	1.72	
Illinois	211.9	-0.2	2.02	↑ 10/13
Michigan	164.4	2.3	2.11	↑ 10/13
Minnesota	121.1	1.2	1.02	↑ 10/13
Missouri	83.6	0.2	2.30	→ 4/12
Ohio	178.0	2.7	1.82	→ 2/13
Wisconsin	113.5	2.8	1.53	↑ 10/13
WEST	1,223.2	9.5	1.95	
Arizona	96.7	0.8	2.19	↑ 5/14
California	574.4	6.2	2.40	↑ 5/14
Colorado	128.5	0.6	1.03	↑ 4/14
Washington	124.3	4.8	1.66	→ 3/13

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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).

October Changes for States

In October, online labor demand was up in 31 States (see Table 3), down in 16, and unchanged in 3. All four regions experienced increases.

The **South** experienced the largest increase, 15,100, in October. Among larger States in the region, **Texas**' slim increase of 8,100 to 392,000 was the largest. **Florida** experienced an increase of 6,800 to 268,500 and was followed by **North Carolina** (up 2,000 to 132,400) and **Georgia** (up 600 to 144,800). **Maryland** dropped 1,300 to 102,700, and **Virginia** lost 800 to 145,600 (Table A). Among the smaller States, **Kentucky** rose 1,600 to 50,600, **Alabama** was up 700 to 51,100, and **West Virginia** was up 200 to 21,400. **South Carolina** was down 2,300 to 64,500, and **Mississippi** remained constant.

The **West** experienced a gain of 9,500, led by a slight increase of 6,200 in **California** to 574,400. **Washington** edged up by 4,800 to 124,300. **Arizona** and **Colorado** gained 800 and 600 respectively. Among the smaller States in the **West**, **Hawaii** rose 1,700 to 21,800, **New Mexico** gained 1,400 to 29,200, **Idaho** increased 1,000 to 25,900, and **Alaska** inched up 200 to 18,000. **Utah** dropped 2,600 to 55,600, and **Nevada** fell 400 to 45,800 (Table 3).

The **Midwest** experienced an October increase of 6,100. The largest addition occurred in **Wisconsin** (up 2,800 to 113,500). **Ohio** followed with a gain of 2,700 to 178,000. **Michigan** (up 2,300 to 164,400), **Minnesota** (up 1,200 to 121,100), and **Missouri** (up 200 to 83,600) also saw gains. **Illinois** dropped 200 to 211,900. Among the smaller States in the region, **Iowa** rose 1,800 to 68,200, **South Dakota** and **North Dakota** gained 300 and 200 respectively, and **Nebraska** edged up by 100 to 41,400. **Kansas** fell 800 to 45,000, and **Indiana** fell 700 to 83,800.

The **Northeast** gained 2,700, reflecting gains in **Pennsylvania** (up 7,700 to 208,900) and **New York** (up 4,000 to 299,800). **Massachusetts** fell 2,600 to 152,900, and **New Jersey** dropped 300 to 142,200. In the smaller States, **Connecticut** dropped 1,900 to 69,200, **New Hampshire** fell 200 to 29,800, and **Rhode Island** declined 200 to 19,800. **Vermont** slipped 200 while **Maine** gained 1,400.

Supply/ Demand Rates: Help Wanted OnLine calculates Supply/Demand rates for the 50 States (Table 4). The data are for September 2014, the latest month for which State unemployment figures are available. There were four States in which the number of advertised vacancies exceeded the number of unemployed: North Dakota (0.50), South Dakota (0.80), Utah (0.87), and Nebraska (0.88). The States with the highest Supply/Demand rates were Mississippi (3.71), where there were close to 4 unemployed workers for every job opening, and Alabama (2.79) and Kentucky (2.74), which had nearly 3 unemployed workers for every job opening.

Please note 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.

METRO AREA HIGHLIGHTS

- In October, among the 20 largest metro areas, 15 gained advertisements, 4 lost, and 1 (Boston) remained constant
- Of the 52 metro areas for which Help Wanted OnLine provides monthly data, 36 gained advertisements, 12 lost, and 4 (Boston, Buffalo, Providence, and Indianapolis) remained constant (Table 5)

Table B: MSA Labor Demand, Selected MSA's, Seasonally Adjusted			
	Total Ads¹ (Thousands)	M-O-M Change (Thousands)	Supply/ Demand Rate²
Location	Oct-14	Oct-Sep 14	Sep-14
United States	5,083.6	11.7	1.83
NORTHEAST	963.5	2.7	1.78
Boston, MA	120.1	0.0	1.15
New York, NY	281.4	11.9	2.18
Philadelphia, PA	99.1	2.1	1.83
SOUTH	1,689.6	15.1	2.11
Atlanta, GA	95.5	0.9	2.17
Baltimore, MD	52.7	-1.7	1.70
Dallas, TX	121.0	3.3	1.50
Houston, TX	93.0	1.4	1.75
Miami, FL	77.5	1.0	2.36
Washington, DC	145.7	-0.7	1.15
MIDWEST	1,149.9	6.1	1.72
Chicago, IL	163.8	-0.2	1.85
Cleveland, OH	33.7	0.3	2.12
Detroit, MI	72.6	1.6	2.35
Minneapolis-St. Paul, MN	81.7	1.4	0.90
WEST	1,223.2	9.5	1.95
Denver, CO	70.8	-0.2	0.94
Los Angeles, CA	170.9	0.8	2.77
Phoenix, AZ	64.9	0.6	1.87
San Diego, CA	46.0	1.3	2.10
San Francisco, CA	123.7	2.4	0.99
San Jose, CA	52.6	0.2	0.98
Seattle-Tacoma, WA	82.9	3.7	1.23

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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.

Metro Area Changes

In October, out of the largest 52 metro areas, online labor demand was up in 36 metro areas and down in 12 while 4 remained constant. The MSAs with the largest gains in each of the regions were: **New York** (+11,900) in the **Northeast**; **Seattle-Tacoma** (+3,700) and **San Francisco** (+2,400) in the **West**; **Dallas** (+3,300) in the **South**; and **Detroit** (+1,600) in the **Midwest** (See Table B and Table 5).

The **South** experienced the largest increase, 15,100, in October. **Dallas** rose 3,300 to 121,000. **Houston** followed with a gain of 1,400 to 93,000. **Miami** rose 1,000 to 77,500, **San Antonio** rose 1,000 to 30,800, and **Atlanta** inched up 900 to 95,500. **Baltimore** fell 1,700 to 52,700, **Orlando** dropped 1,100 to 31,300, and **Washington, DC** declined 700 to 145,700.

The **West** experienced a rise of 9,500, led by increases in **Seattle-Tacoma** (3,700 to 82,900) and **San Francisco** (2,400 to 123,700). **San Diego** rose 1,300 to 46,000. **Los Angeles** gained 800 to 170,900, **Phoenix** rose 600 to 64,900, **Sacramento** increased 300 to 28,400, **San Jose** rose 200 to 52,600, and **Portland** inched up 100. **Salt Lake City** dropped 900, and **Denver** fell 200.

The **Midwest** gained 6,100 in October. The largest increase was in **Detroit**, which rose 1,600 to 72,600, followed by **Minneapolis-St. Paul**'s increase of 1,400 to 81,700 and **Cleveland**'s gain of 300 to 33,700. **Chicago** fell 200 to 163,800. **St. Louis** increased by 800 to 40,000. **Cincinnati** gained 700, and **Columbus** rose 500. **Kansas City** fell 800 to 36,900. **Indianapolis** remained constant at 31,900.

The **Northeast** rose 2,700, reflecting an increase of 11,900 in **New York**. **Philadelphia** gained 2,100 to 99,100, and **Boston** remained constant. **Pittsburgh** rose 1,100 to 43,700 while **Hartford** fell 900 and stands at 26,500. **Rochester** rose 1,000 to 16,700. **Buffalo** and **Providence** both remained constant.

The number of postings does not, however, tell the entire story. A crucial factor is how many unemployed people are seeking jobs and how much competition there is for the jobs that are available. The Conference Board HWOL's Supply/Demand rate relates the number of unemployed workers to the number of advertised vacancies. Based on September data (the latest available unemployment data for metro areas), 5 major metro areas (Salt Lake City, Minneapolis-St. Paul, Denver, San Jose, and San Francisco) saw more job openings than unemployed workers (S/D rates of 0.63, 0.90, 0.94, 0.98, and 0.99 respectively) (Table 6). Other favorable markets for job-seekers included Austin (1.08), Oklahoma City (1.09), Washington, DC (1.15), and Boston (1.15).

In contrast, unemployed workers face great competition for each advertised position in Riverside (nearly 5 unemployed for every opening) as well as Memphis, Los Angeles, and Sacramento (nearly 3 unemployed for every opening). In 36 of the 52 metro areas, however, there are now fewer than 2 unemployed per advertised opening. (See Table 6 for complete metro area Supply/Demand rates.)

OCCUPATIONAL HIGHLIGHTS

- In October, of the 10 largest online job categories, 7 posted gains and 3 posted declines (Table C)

SOC ¹	Occupation	Total Ads (Thousands) Oct-14	M-O-M Change (Thousands) Oct-Sep 14	Unemployed (Thousands) Sep-14	Supply/ Demand Rate ² Sep-14	Average Hourly Wage ³
41	Sales and related	608.4	22.1	836.7	1.43	\$18.37
15	Computer and mathematical science	577.0	-13.0	119.3	0.20	\$39.43
29	Healthcare practitioners and technical	570.5	6.2	197.7	0.35	\$35.93
43	Office and administrative support	534.3	1.9	1,130.5	2.12	\$16.78
11	Management	452.0	-3.7	418.0	0.92	\$53.15
53	Transportation and material moving	336.8	23.8	761.5	2.43	\$16.28
13	Business and financial operations	319.4	8.2	190.5	0.61	\$34.14
49	Installation, maintenance, and repair	213.6	3.3	171.0	0.81	\$21.35
35	Food preparation and serving related	206.6	1.7	787.1	3.84	\$10.38
17	Architecture and engineering	170.3	-1.8	67.3	0.39	\$38.51

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1. Standard Occupational Classification code (SOC)

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. BLS Occupational Employment Statistics - May 2013 estimates.

Occupational Changes for the Month of October

The largest gain in October was in **Transportation** ads, which increased 23,800 in October to 336,800 as demand for heavy and tractor-trailer truck drivers increased. October's gain offsets the September loss of 22,900. **Sales** ads increased 22,100 to 608,400 largely due to a rise in demand for retail salespeople. This gain mostly offsets the September loss of 32,500.

Business and Financial ads increased 8,200 to 319,400 due to higher demand for accountants, management analysts, and auditors. **Healthcare practitioners and technical** ads increased 6,200 in October to 570,500 as demand for registered nurses increased. The supply/demand rate for these occupations lies at 0.35, i.e. about 2.9 advertised available openings for every job-seeker. (See Table 7 for Supply/Demand rates for all of the SOC categories.)

Computer and mathematical science ads decreased 13,000 to 577,000 due to decreased demand for web developers and computer user support specialists. October's loss offsets the September gain of 9,600.

Management ads dropped 3,700 in October to 452,000 as demand for general and operations managers decreased.

PROGRAM NOTES

HWOL available on Haver Analytics

Over 3,000 of the key HWOL press release time series are exclusively available on Haver Analytics. The available time series include the geographic and occupational series for levels and rates for both Total Ads and New Ads. In addition to the seasonally adjusted series, many of the unadjusted series are also available. The geographic detail includes: U.S., 9 Regions, 50 States, 52 MSAs (largest metro areas). The occupational detail includes: U.S. (2-digit SOC), States (1-digit SOC) and MSAs (1-digit SOC).

For more information about the Help Wanted OnLine database delivered via Haver Analytics, please email sales@haver.com or navigate to <http://www.haver.com/contact.html>. For HWOL data for detailed geographic areas and occupations not in the press release, please contact Jeanne.Shu@conference-board.org.

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 for over 16,000 Internet job boards, corporate boards 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), the HWOL series measures help wanted advertising, i.e. labor 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 February 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>.

Additional information on the **Bureau of Labor Statistics** data used in this release can be found on the BLS website, www.bls.gov.

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Publication Schedule, Help Wanted OnLine Data Series			
	Data for the Month		Release Date
	November, 2014		December 3, 2014

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)
	Oct-13	Sep-14	Oct-14	Oct-Sep 14	Oct-13	Sep-14	Oct-14	Oct-Sep 14
United States	4,704.9	5,072.0	5,083.6	11.7	2,279.8	2,557.5	2,558.8	1.3
New England	282.2	319.0	314.6	-4.5	139.7	162.9	160.5	-2.4
Middle Atlantic	619.3	641.8	648.9	7.2	312.6	321.8	331.8	10.0
South Atlantic	871.6	936.7	941.2	4.5	424.4	473.4	473.4	-0.1
East North Central	665.3	744.9	750.3	5.4	321.2	363.8	375.8	12.0
East South Central	198.0	206.6	211.4	4.8	97.8	103.5	108.4	4.9
West North Central	355.7	398.9	399.6	0.7	155.1	187.5	185.2	-2.3
West South Central	490.9	531.2	537.0	5.8	236.4	266.0	270.3	4.3
Mountain	368.0	414.5	412.3	-2.1	182.0	214.7	212.1	-2.6
Pacific	744.6	799.2	810.9	11.7	378.3	436.5	446.2	9.7

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)		
	Oct-13	Sep-14	Oct-14	Oct-13	Sep-14	Oct-14
United States	3.04	3.25	3.26	1.47	1.64	1.64
New England	3.67	4.12	4.06	1.82	2.10	2.07
Middle Atlantic	3.01	3.15	3.18	1.52	1.58	1.63
South Atlantic	2.91	3.10	3.11	1.42	1.57	1.57
East North Central	2.86	3.20	3.22	1.38	1.56	1.61
East South Central	2.33	2.47	2.53	1.15	1.24	1.30
West North Central	3.23	3.59	3.60	1.41	1.69	1.67
West South Central	2.71	2.91	2.95	1.31	1.46	1.48
Mountain	3.32	3.71	3.69	1.64	1.92	1.90
Pacific	2.98	3.18	3.23	1.52	1.74	1.78

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)
	Oct-13	Sep-14	Oct-14	Oct-Sep 14		Oct-13	Sep-14	Oct-14	Oct-Sep 14
United States	4,704.9	5,072.0	5,083.6	11.7		2,279.8	2,557.5	2,558.8	1.3
Alabama	48.1	50.4	51.1	0.7		23.4	25.4	25.3	-0.2
Alaska	18.9	17.8	18.0	0.2		9.4	9.3	9.3	0.0
Arizona	92.2	95.9	96.7	0.8		45.5	49.5	50.3	0.7
Arkansas	27.9	31.1	30.6	-0.4		13.3	15.6	15.5	-0.2
California	525.3	568.2	574.4	6.2		261.3	309.8	310.3	0.4
Colorado	112.3	127.9	128.5	0.6		59.9	69.2	71.3	2.1
Connecticut	63.4	71.1	69.2	-1.9		29.4	35.3	33.3	-2.0
Delaware	18.5	18.1	18.8	0.6		8.5	8.8	9.2	0.3
Florida	247.0	261.7	268.5	6.8		131.3	143.6	149.6	6.0
Georgia	132.1	144.2	144.8	0.6		59.7	69.6	70.3	0.7
Hawaii	18.6	20.2	21.8	1.7		11.8	13.2	14.7	1.5
Idaho	23.2	24.9	25.9	1.0		12.8	14.4	15.0	0.5
Illinois	188.7	212.1	211.9	-0.2		84.9	97.9	101.2	3.3
Indiana	79.4	84.5	83.8	-0.7		38.1	40.5	41.0	0.4
Iowa	53.5	66.4	68.2	1.8		23.5	31.9	31.2	-0.7
Kansas	40.4	45.8	45.0	-0.8		18.1	21.1	21.4	0.3
Kentucky	46.1	49.0	50.6	1.6		22.3	24.2	26.0	1.8
Louisiana	53.4	58.7	58.6	-0.1		25.1	31.2	29.3	-1.9
Maine	21.5	29.1	30.5	1.4		9.7	13.7	14.5	0.7
Maryland	96.4	104.0	102.7	-1.3		43.6	47.0	45.2	-1.8
Massachusetts	143.2	155.5	152.9	-2.6		71.1	79.4	78.9	-0.5
Michigan	131.2	162.1	164.4	2.3		63.1	80.2	81.9	1.7
Minnesota	109.5	120.0	121.1	1.2		46.6	54.9	56.9	2.0
Mississippi	23.4	25.9	25.9	0.0		10.3	12.3	12.2	0.0
Missouri	77.0	83.4	83.6	0.2		37.2	41.2	41.9	0.7
Montana	18.6	22.1	22.0	0.0		8.8	10.7	11.2	0.4
Nebraska	39.7	41.3	41.4	0.1		17.8	20.4	19.5	-0.9
Nevada	37.5	46.2	45.8	-0.4		17.8	22.6	22.6	0.0
New Hampshire	25.8	29.9	29.8	-0.2		13.9	16.5	16.2	-0.3
New Jersey	142.4	142.5	142.2	-0.3		73.5	69.9	71.4	1.5
New Mexico	24.2	27.8	29.2	1.4		11.8	13.8	14.6	0.8
New York	283.4	295.8	299.8	4.0		147.0	156.0	158.8	2.9
North Carolina	123.8	130.3	132.4	2.0		65.2	69.3	69.6	0.3
North Dakota	20.0	23.0	23.2	0.2		8.7	10.5	10.8	0.4
Ohio	171.3	175.3	178.0	2.7		86.3	86.4	90.8	4.5
Oklahoma	56.3	57.2	57.2	0.0		29.4	31.1	30.2	-0.9
Oregon	63.4	70.9	72.1	1.3		34.5	40.1	42.0	1.9
Pennsylvania	195.2	201.2	208.9	7.7		91.3	93.7	101.0	7.3
Rhode Island	17.7	20.0	19.8	-0.2		10.4	11.5	12.0	0.5
South Carolina	57.0	66.9	64.5	-2.3		30.8	36.6	34.1	-2.6
South Dakota	17.9	19.5	19.8	0.3		7.0	8.0	8.3	0.3
Tennessee	80.4	81.1	83.8	2.7		41.7	41.8	44.8	3.0
Texas	354.5	383.9	392.0	8.1		170.2	187.2	197.3	10.1
Utah	53.1	58.2	55.6	-2.6		24.8	29.1	25.4	-3.7
Vermont	11.2	13.4	13.2	-0.2		6.0	7.1	6.6	-0.5
Virginia	136.5	146.3	145.6	-0.8		61.7	70.2	69.4	-0.8
Washington	117.8	119.6	124.3	4.8		60.4	62.6	68.7	6.1
West Virginia	19.4	21.3	21.4	0.2		8.2	9.5	9.6	0.1
Wisconsin	95.8	110.7	113.5	2.8		48.1	57.6	59.7	2.1
Wyoming	8.7	10.5	10.8	0.3		3.4	4.5	5.0	0.5

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.

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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
	Oct-13	Sep-14	Oct-14	Sep-14	Sep-14	Sep-14	Sep-14
United States	3.04	3.25	3.26	5.9	9,262.00	5,072.0	1.83
Alabama	2.27	2.38	2.41	6.6	140.67	50.4	2.79
Alaska	5.18	4.86	4.91	6.8	25.02	17.8	1.40
Arizona	3.07	3.16	3.19	6.9	209.88	95.9	2.19
Arkansas	2.11	2.39	2.36	6.2	81.01	31.1	2.61
California	2.83	3.04	3.08	7.3	1,361.18	568.2	2.40
Colorado	4.08	4.56	4.58	4.7	131.35	127.9	1.03
Connecticut	3.43	3.79	3.69	6.4	119.84	71.1	1.68
Delaware	4.19	4.00	4.14	6.5	29.38	18.1	1.62
Florida	2.62	2.72	2.79	6.1	589.65	261.7	2.25
Georgia	2.78	3.03	3.04	7.9	378.47	144.2	2.62
Hawaii	2.85	3.03	3.28	4.2	27.91	20.2	1.38
Idaho	2.99	3.20	3.34	4.5	34.75	24.9	1.40
Illinois	2.89	3.26	3.26	6.6	427.57	212.1	2.02
Indiana	2.50	2.61	2.59	5.7	184.55	84.5	2.18
Iowa	3.20	3.89	3.99	4.6	77.86	66.4	1.17
Kansas	2.73	3.06	3.01	4.8	71.14	45.8	1.55
Kentucky	2.25	2.45	2.53	6.7	134.13	49.0	2.74
Louisiana	2.55	2.73	2.73	6.0	129.72	58.7	2.21
Maine	3.03	4.13	4.33	5.8	40.66	29.1	1.40
Maryland	3.10	3.35	3.31	6.3	194.56	104.0	1.87
Massachusetts	4.11	4.40	4.33	6.0	213.21	155.5	1.37
Michigan	2.79	3.42	3.47	7.2	342.46	162.1	2.11
Minnesota	3.69	4.02	4.06	4.1	122.10	120.0	1.02
Mississippi	1.84	2.07	2.07	7.7	96.24	25.9	3.71
Missouri	2.55	2.74	2.74	6.3	192.06	83.4	2.30
Montana	3.63	4.24	4.24	4.6	23.92	22.1	1.08
Nebraska	3.89	4.05	4.06	3.6	36.30	41.3	0.88
Nevada	2.74	3.38	3.35	7.3	100.06	46.2	2.17
New Hampshire	3.48	4.05	4.03	4.3	32.15	29.9	1.07
New Jersey	3.16	3.16	3.16	6.5	294.39	142.5	2.07
New Mexico	2.62	3.03	3.18	6.6	60.70	27.8	2.18
New York	2.95	3.10	3.15	6.2	586.50	295.8	1.98
North Carolina	2.65	2.81	2.85	6.7	310.28	130.3	2.38
North Dakota	4.98	5.57	5.62	2.8	11.54	23.0	0.50
Ohio	2.97	3.06	3.11	5.6	318.60	175.3	1.82
Oklahoma	3.09	3.21	3.21	4.7	83.34	57.2	1.46
Oregon	3.30	3.64	3.70	7.1	137.37	70.9	1.94
Pennsylvania	3.04	3.17	3.29	5.7	360.37	201.2	1.79
Rhode Island	3.20	3.60	3.56	7.6	42.34	20.0	2.11
South Carolina	2.62	3.06	2.96	6.6	144.39	66.9	2.16
South Dakota	4.00	4.33	4.39	3.4	15.51	19.5	0.80
Tennessee	2.64	2.70	2.79	7.3	219.82	81.1	2.71
Texas	2.76	2.95	3.01	5.2	679.63	383.9	1.77
Utah	3.71	4.05	3.87	3.5	50.59	58.2	0.87
Vermont	3.20	3.82	3.77	4.4	15.36	13.4	1.15
Virginia	3.22	3.43	3.41	5.5	234.45	146.3	1.60
Washington	3.41	3.44	3.58	5.7	198.31	119.6	1.66
West Virginia	2.45	2.67	2.69	6.6	52.75	21.3	2.48
Wisconsin	3.12	3.59	3.68	5.5	169.40	110.7	1.53
Wyoming	2.86	3.37	3.47	4.7	14.53	10.5	1.39

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.

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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)
	Oct-13	Sep-14	Oct-14	Oct-Sep 14	Oct-13	Sep-14	Oct-14	Oct-Sep 14
Birmingham, AL	16.0	15.6	15.9	0.3	7.9	8.0	7.9	-0.1
Phoenix, AZ	61.7	64.3	64.9	0.6	30.4	33.0	34.0	1.0
Tucson, AZ	13.3	13.5	13.7	0.2	7.3	7.7	7.5	-0.2
Los Angeles, CA	161.0	170.0	170.9	0.8	82.0	93.4	96.2	2.8
Riverside, CA	29.6	31.3	32.8	1.4	15.4	16.8	17.8	1.1
Sacramento, CA	25.9	28.1	28.4	0.3	13.0	15.8	15.8	0.1
San Diego, CA	42.7	44.6	46.0	1.3	21.8	25.9	26.1	0.2
San Francisco, CA	107.3	121.3	123.7	2.4	53.3	65.0	64.5	-0.5
San Jose, CA	48.6	52.4	52.6	0.2	19.5	25.0	23.6	-1.4
Denver, CO	61.0	71.0	70.8	-0.2	29.7	37.8	36.5	-1.4
Hartford, CT	24.4	27.4	26.5	-0.9	11.6	13.3	13.0	-0.3
Washington, DC	134.8	146.3	145.7	-0.7	56.5	65.9	63.9	-1.9
Jacksonville, FL	19.7	18.6	18.9	0.3	11.0	9.5	9.6	0.1
Miami, FL	69.1	76.5	77.5	1.0	36.2	40.4	41.8	1.4
Orlando, FL	31.5	32.4	31.3	-1.1	14.6	16.0	15.0	-0.9
Tampa, FL	37.7	41.4	42.7	1.3	18.3	20.8	22.2	1.4
Atlanta, GA	88.2	94.6	95.5	0.9	38.7	44.6	45.4	0.8
Honolulu, HI	13.9	14.9	16.4	1.6	9.1	10.0	11.3	1.3
Chicago, IL	145.0	164.0	163.8	-0.2	64.0	73.8	76.5	2.7
Indianapolis, IN	30.1	32.0	31.9	0.0	15.1	16.3	16.7	0.4
Louisville, KY	19.5	21.7	22.4	0.7	9.5	10.9	11.7	0.8
New Orleans, LA	18.1	19.6	20.2	0.5	9.2	11.6	10.8	-0.8
Baltimore, MD	50.5	54.4	52.7	-1.7	23.8	24.8	22.9	-1.9
Boston, MA	108.8	120.1	120.1	0.0	52.6	60.4	59.9	-0.5
Detroit, MI	59.4	71.0	72.6	1.6	26.6	32.6	33.7	1.0
Minneapolis-St. Paul, MN	73.7	80.2	81.7	1.4	31.3	36.9	38.5	1.6
Kansas City, MO	32.4	37.7	36.9	-0.8	14.0	17.3	16.8	-0.5
St. Louis, MO	37.0	39.2	40.0	0.8	16.4	18.2	18.7	0.5
Las Vegas, NV	24.5	30.3	30.6	0.3	11.2	14.2	14.8	0.6
Buffalo, NY	17.0	20.3	20.3	0.0	9.3	11.2	11.4	0.3
New York, NY	271.0	269.5	281.4	11.9	137.2	129.1	141.8	12.7
Rochester, NY	14.0	15.8	16.7	1.0	8.0	9.3	9.9	0.6
Charlotte, NC	32.5	36.7	36.3	-0.3	16.4	17.9	17.3	-0.7
Cincinnati, OH	30.9	31.8	32.5	0.7	15.0	15.4	15.2	-0.2
Cleveland, OH	33.6	33.4	33.7	0.3	15.6	15.2	15.4	0.2
Columbus, OH	37.2	35.7	36.2	0.5	18.5	17.2	17.5	0.2
Oklahoma City, OK	23.7	23.5	23.3	-0.2	13.5	13.1	12.9	-0.2
Portland, OR	40.4	44.4	44.4	0.1	21.1	24.5	25.2	0.7
Philadelphia, PA	91.8	97.0	99.1	2.1	43.2	46.5	49.6	3.1
Pittsburgh, PA	42.0	42.6	43.7	1.1	19.6	18.5	19.1	0.5
Providence, RI	23.7	26.8	26.7	0.0	13.4	15.7	15.7	0.0
Memphis, TN	16.5	16.3	16.8	0.5	7.9	8.2	8.7	0.5
Nashville, TN	29.3	30.0	30.6	0.7	14.6	14.3	14.7	0.4
Austin, TX	35.1	40.2	40.9	0.7	18.9	21.7	22.4	0.6
Dallas, TX	111.6	117.7	121.0	3.3	52.1	55.6	58.9	3.3
Houston, TX	84.9	91.7	93.0	1.4	38.2	43.0	44.3	1.3
San Antonio, TX	26.9	29.7	30.8	1.0	12.8	14.4	15.6	1.2
Salt Lake City, UT	30.8	33.6	32.8	-0.9	14.4	16.5	14.7	-1.8
Richmond, VA	21.9	23.2	22.8	-0.4	11.7	12.5	12.2	-0.2
Virginia Beach, VA	22.7	25.3	25.1	-0.2	12.3	14.2	14.2	0.0
Seattle-Tacoma, WA	81.1	79.2	82.9	3.7	38.6	41.1	43.2	2.1
Milwaukee, WI	30.1	34.9	35.0	0.1	14.8	17.9	18.0	0.2

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.

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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
	Oct-13	Sep-14	Oct-14	Sep-14	Sep-14	Sep-14	Sep-14
Birmingham, AL	3.05	2.99	3.04	5.7	29.7	15.6	1.91
Phoenix, AZ	3.02	3.10	3.13	5.8	120.1	64.3	1.87
Tucson, AZ	2.98	2.99	3.04	6.0	27.1	13.5	2.00
Los Angeles, CA	2.45	2.56	2.58	7.1	471.6	170.0	2.77
Riverside, CA	1.63	1.72	1.80	8.1	146.9	31.3	4.69
Sacramento, CA	2.48	2.69	2.72	6.8	70.8	28.1	2.52
San Diego, CA	2.69	2.79	2.88	5.9	93.5	44.6	2.10
San Francisco, CA	4.56	5.09	5.19	5.1	120.7	121.3	0.99
San Jose, CA	5.10	5.42	5.45	5.3	51.4	52.4	0.98
Denver, CO	4.25	4.86	4.84	4.5	66.5	71.0	0.94
Hartford, CT	4.17	4.64	4.49	6.3	37.0	27.4	1.35
Washington, DC	4.20	4.54	4.52	5.2	167.8	146.3	1.15
Jacksonville, FL	2.80	2.55	2.59	5.9	42.9	18.6	2.31
Miami, FL	2.33	2.51	2.55	5.9	180.3	76.5	2.36
Orlando, FL	2.70	2.68	2.59	5.7	68.7	32.4	2.12
Tampa, FL	2.83	3.05	3.14	6.2	84.0	41.4	2.03
Atlanta, GA	3.24	3.46	3.49	7.5	205.2	94.6	2.17
Honolulu, HI	3.02	3.18	3.51	3.9	18.0	14.9	1.21
Chicago, IL	2.96	3.37	3.37	6.2	303.7	164.0	1.85
Indianapolis, IN	3.26	3.39	3.39	5.1	48.3	32.0	1.51
Louisville, KY	3.06	3.45	3.56	6.1	38.4	21.7	1.77
New Orleans, LA	3.25	3.45	3.54	5.6	31.8	19.6	1.62
Baltimore, MD	3.44	3.69	3.57	6.3	92.5	54.4	1.70
Boston, MA	4.25	4.62	4.62	5.3	138.4	120.1	1.15
Detroit, MI	2.92	3.54	3.62	8.3	167.2	71.0	2.35
Minneapolis-St. Paul, MN	3.96	4.26	4.34	3.8	72.4	80.2	0.90
Kansas City, MO	3.13	3.63	3.55	6.0	62.3	37.7	1.65
St. Louis, MO	2.63	2.76	2.81	6.5	92.8	39.2	2.37
Las Vegas, NV	2.48	3.06	3.09	7.2	71.4	30.3	2.36
Buffalo, NY	2.98	3.63	3.63	6.2	34.7	20.3	1.71
New York, NY	2.83	2.81	2.94	6.1	587.5	269.5	2.18
Rochester, NY	2.70	3.10	3.28	5.8	29.7	15.8	1.89
Charlotte, NC	3.52	3.95	3.92	6.5	60.0	36.7	1.64
Cincinnati, OH	2.81	2.91	2.97	5.0	54.7	31.8	1.72
Cleveland, OH	3.20	3.16	3.19	6.7	70.8	33.4	2.12
Columbus, OH	3.80	3.64	3.69	4.4	42.8	35.7	1.20
Oklahoma City, OK	3.89	3.89	3.86	4.3	25.7	23.5	1.09
Portland, OR	3.46	3.71	3.72	6.2	74.3	44.4	1.68
Philadelphia, PA	3.07	3.26	3.33	6.0	177.8	97.0	1.83
Pittsburgh, PA	3.39	3.45	3.54	5.2	64.4	42.6	1.51
Providence, RI	3.44	3.86	3.86	7.6	53.0	26.8	1.98
Memphis, TN	2.76	2.78	2.87	8.2	48.1	16.3	2.95
Nashville, TN	3.47	3.54	3.62	5.6	47.8	30.0	1.60
Austin, TX	3.47	3.90	3.96	4.2	43.5	40.2	1.08
Dallas, TX	3.27	3.39	3.48	5.1	176.3	117.7	1.50
Houston, TX	2.72	2.87	2.92	5.0	160.2	91.7	1.75
San Antonio, TX	2.56	2.81	2.91	4.7	49.8	29.7	1.67
Salt Lake City, UT	4.83	5.23	5.10	3.3	21.2	33.6	0.63
Richmond, VA	3.25	3.38	3.33	5.6	38.5	23.2	1.66
Virginia Beach, VA	2.74	3.02	2.99	5.7	48.1	25.3	1.90
Seattle-Tacoma, WA	4.24	4.09	4.28	5.0	97.7	79.2	1.23
Milwaukee, WI	3.78	4.33	4.34	5.9	47.4	34.9	1.36

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 Occupation¹, Seasonally Adjusted								
SOC²	Occupation³	Total Ads (Thousands)			M-O-M Change (Thousands)	Unemployed⁴ (Thousands)	Supply/ Demand Rate⁵	Average Hourly Wage⁶
		Oct-13	Sep-14	Oct-14	Oct-Sep 14	Sep-14	Sep-14	
	Total	4,704.9	5,072.0	5,083.6	11.6	9,262.0	1.83	\$22.33
11	Management	443.8	455.7	452.0	-3.7	418.0	0.92	\$53.15
13	Business and financial operations	289.8	311.2	319.4	8.2	190.5	0.61	\$34.14
15	Computer and mathematical science	552.4	590.1	577.0	-13.0	119.3	0.20	\$39.43
17	Architecture and engineering	166.3	172.0	170.3	-1.8	67.3	0.39	\$38.51
19	Life, physical, and social science	45.7	52.2	49.9	-2.3	39.6	0.76	\$33.37
21	Community and social services	74.2	92.3	88.6	-3.7	73.6	0.80	\$21.50
23	Legal	26.1	25.7	24.3	-1.4	39.2	1.52	\$47.89
25	Education, training, and library	117.5	149.0	149.3	0.4	289.2	1.94	\$24.76
27	Arts, design, entertainment, sports, and media	125.8	133.6	132.8	-0.7	185.8	1.39	\$26.72
29	Healthcare practitioners and technical	503.0	564.3	570.5	6.2	197.7	0.35	\$35.93
31	Healthcare support	116.9	121.3	124.0	2.7	166.3	1.37	\$13.61
33	Protective service	41.6	50.1	47.9	-2.3	172.3	3.44	\$20.92
35	Food preparation and serving related	197.7	204.8	206.6	1.7	787.1	3.84	\$10.38
37	Building and grounds cleaning and maintenance	87.9	103.3	109.6	6.3	519.2	5.03	\$12.51
39	Personal care and service	71.6	72.1	73.5	1.4	409.0	5.67	\$11.88
41	Sales and related	629.3	586.3	608.4	22.1	836.7	1.43	\$18.37
43	Office and administrative support	494.7	532.4	534.3	1.9	1,130.5	2.12	\$16.78
45	Farming, fishing, and forestry	7.5	9.1	8.8	-0.3	173.8	19.13	\$11.70
47	Construction and extraction	107.1	131.1	137.9	6.8	748.5	5.71	\$21.94
49	Installation, maintenance, and repair	190.5	210.3	213.6	3.3	171.0	0.81	\$21.35
51	Production	141.4	154.8	159.3	4.5	589.5	3.81	\$16.79
53	Transportation and material moving	279.7	313.0	336.8	23.8	761.5	2.43	\$16.28

Source: The Conference Board

1. All ads are coded to the 6-digit SOC level.
2. Standard Occupational Classification code (SOC)
3. Occupational categories use the 2010 OMB Standard Occupational Classification system (SOC definitions).
4. Unemployment data are from the Bureau of Labor Statistics' Current Population Survey and seasonally adjusted by The Conference Board.
5. 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.
6. Wage data are from the BLS Occupational Employment Statistics (OES) program's May 2013 estimates.

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Table 8: State Occupational Demand and Pay ¹ , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Oct-14	Wage ²	Oct-14	Wage ²	Oct-14	Wage ²
United States	791,955	\$43.56	1,806,582	\$32.05	565,313	\$12.65
Alabama	5,685	\$41.56	15,133	\$28.34	4,776	\$11.05
Alaska	1,775	\$43.44	6,837	\$28.85	2,483	\$15.12
Arizona	12,936	\$39.48	35,233	\$30.42	12,009	\$12.98
Arkansas	3,577	\$35.98	8,738	\$26.26	2,878	\$10.32
California	102,172	\$48.52	227,729	\$33.40	61,518	\$14.03
Colorado	17,021	\$42.84	42,408	\$33.11	17,475	\$13.00
Connecticut	13,549	\$50.60	27,136	\$34.38	6,460	\$14.42
Delaware	3,468	\$47.67	7,069	\$34.25	1,524	\$12.79
Florida	36,656	\$39.12	83,339	\$29.56	37,951	\$12.23
Georgia	25,342	\$42.72	53,907	\$29.86	12,669	\$11.26
Hawaii	2,431	\$37.52	5,008	\$30.79	4,042	\$14.35
Idaho	2,586	\$34.04	7,763	\$25.86	3,783	\$11.38
Illinois	41,811	\$42.97	75,977	\$31.20	18,242	\$13.23
Indiana	10,776	\$37.81	25,066	\$27.92	9,143	\$11.37
Iowa	7,842	\$35.69	21,439	\$26.77	7,755	\$11.51
Kansas	5,908	\$38.72	15,140	\$27.11	4,587	\$11.43
Kentucky	5,947	\$36.12	14,864	\$27.27	5,500	\$10.95
Louisiana	6,792	\$37.06	16,997	\$27.23	7,353	\$11.08
Maine	3,124	\$36.30	10,489	\$28.17	4,865	\$12.10
Maryland	16,223	\$46.66	44,343	\$36.03	9,686	\$13.47
Massachusetts	30,192	\$49.37	60,829	\$36.06	15,668	\$14.89
Michigan	21,398	\$40.82	58,557	\$30.48	19,040	\$12.09
Minnesota	18,773	\$41.93	43,182	\$31.40	14,155	\$8.25
Mississippi	2,827	\$35.09	6,946	\$24.87	2,705	\$10.46
Missouri	11,982	\$38.30	29,054	\$28.31	8,933	\$11.35
Montana	1,957	\$32.45	6,228	\$25.50	3,681	\$11.63
Nebraska	5,143	\$37.41	13,426	\$26.81	5,048	\$11.47
Nevada	6,273	\$39.76	14,071	\$32.04	8,521	\$13.40
New Hampshire	3,192	\$42.80	9,779	\$31.06	3,891	\$12.90
New Jersey	28,411	\$50.42	56,160	\$35.26	14,107	\$14.70
New Mexico	3,277	\$37.10	12,855	\$29.24	3,048	\$11.75
New York	64,929	\$52.63	104,017	\$35.68	32,498	\$14.71
North Carolina	20,370	\$43.61	48,376	\$29.21	14,468	\$11.30
North Dakota	2,486	\$37.35	6,106	\$26.66	2,312	\$12.25
Ohio	25,689	\$39.20	54,326	\$30.27	18,098	\$11.84
Oklahoma	6,130	\$36.20	17,520	\$26.88	6,184	\$10.97
Oregon	8,979	\$38.91	25,911	\$31.52	9,945	\$13.07
Pennsylvania	31,221	\$42.76	66,315	\$23.43	24,203	\$12.43
Rhode Island	3,336	\$46.53	6,921	\$32.45	2,597	\$13.42
South Carolina	6,761	\$37.52	21,610	\$27.57	7,479	\$10.95
South Dakota	2,068	\$34.38	5,045	\$24.66	2,805	\$10.86
Tennessee	11,202	\$37.75	24,815	\$27.65	9,396	\$11.13
Texas	59,948	\$43.64	138,830	\$31.70	38,838	\$11.54
Utah	6,290	\$37.32	15,591	\$28.45	8,146	\$11.79
Vermont	1,514	\$37.40	4,708	\$27.92	2,035	\$13.56
Virginia	24,184	\$46.77	60,597	\$33.17	14,705	\$12.75
Washington	19,013	\$43.94	51,056	\$34.98	14,705	\$14.56
West Virginia	2,029	\$33.56	6,832	\$19.62	2,466	\$10.58
Wisconsin	14,494	\$37.80	33,429	\$29.27	13,405	\$11.88
Wyoming	1,185	\$37.14	3,358	\$24.15	1,034	\$12.44

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 2013 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
	Oct-14	Wage ¹	Oct-14	Wage ¹	Oct-14	Wage ¹
United States	1,227,406	\$17.41	376,738	\$21.24	521,674	\$16.53
Alabama	14,060	\$15.22	4,918	\$19.09	8,154	\$15.47
Alaska	4,191	\$18.55	1,641	\$28.40	1,115	\$23.64
Arizona	24,045	\$16.77	6,064	\$19.80	6,615	\$16.60
Arkansas	8,218	\$14.44	2,848	\$17.53	5,086	\$14.64
California	140,707	\$19.10	29,020	\$22.24	38,009	\$16.53
Colorado	29,578	\$18.40	12,715	\$21.41	12,354	\$17.40
Connecticut	15,706	\$20.40	4,083	\$24.65	5,333	\$18.24
Delaware	4,149	\$17.74	1,142	\$22.05	1,544	\$16.11
Florida	75,578	\$16.10	24,009	\$18.01	18,935	\$15.23
Georgia	33,662	\$16.54	10,069	\$19.23	15,554	\$15.90
Hawaii	7,195	\$16.68	1,880	\$26.55	1,539	\$18.14
Idaho	6,639	\$15.05	2,831	\$18.49	3,298	\$15.33
Illinois	49,053	\$18.14	10,941	\$24.88	23,228	\$16.85
Indiana	21,159	\$16.01	7,061	\$21.91	14,588	\$16.12
Iowa	15,589	\$15.78	6,998	\$19.73	10,587	\$15.98
Kansas	11,178	\$16.21	3,836	\$20.10	5,971	\$16.77
Kentucky	13,271	\$15.36	4,077	\$19.79	8,502	\$16.33
Louisiana	15,303	\$14.76	6,584	\$19.31	7,204	\$18.36
Maine	7,429	\$15.42	2,234	\$19.50	2,953	\$16.67
Maryland	23,077	\$18.15	5,955	\$22.02	7,420	\$17.28
Massachusetts	33,344	\$20.23	8,257	\$25.80	10,545	\$17.82
Michigan	37,481	\$16.64	14,569	\$21.39	24,225	\$17.07
Minnesota	28,368	\$17.96	9,425	\$23.06	16,074	\$17.22
Mississippi	7,100	\$14.13	2,791	\$17.63	4,589	\$14.88
Missouri	20,687	\$16.02	6,295	\$21.32	10,618	\$15.92
Montana	5,740	\$15.23	3,051	\$20.69	2,553	\$17.20
Nebraska	10,453	\$15.60	4,327	\$19.11	4,868	\$15.90
Nevada	12,438	\$16.24	3,410	\$23.82	3,545	\$17.00
New Hampshire	7,628	\$17.58	2,462	\$21.25	3,717	\$16.84
New Jersey	33,161	\$19.18	7,529	\$25.27	9,986	\$16.51
New Mexico	6,491	\$14.87	2,307	\$19.33	2,457	\$16.38
New York	72,370	\$20.57	15,306	\$25.89	20,455	\$18.17
North Carolina	29,466	\$16.50	10,534	\$18.72	13,713	\$15.30
North Dakota	5,774	\$15.99	3,819	\$22.57	3,865	\$19.01
Ohio	46,315	\$16.50	15,212	\$20.81	29,163	\$16.03
Oklahoma	14,113	\$15.41	6,214	\$18.85	8,633	\$16.48
Oregon	17,009	\$17.29	5,529	\$21.96	6,744	\$16.52
Pennsylvania	51,852	\$17.44	15,338	\$21.36	27,608	\$16.89
Rhode Island	5,306	\$18.26	1,263	\$22.56	1,798	\$16.13
South Carolina	15,244	\$15.00	6,308	\$18.69	7,681	\$15.81
South Dakota	5,157	\$14.61	2,684	\$17.94	2,955	\$14.63
Tennessee	22,384	\$15.83	6,580	\$18.89	12,141	\$15.51
Texas	93,885	\$17.10	32,471	\$19.18	39,817	\$16.27
Utah	16,758	\$9.60	5,213	\$20.38	6,670	\$16.74
Vermont	3,001	\$16.78	890	\$19.75	1,388	\$16.91
Virginia	31,125	\$17.36	9,279	\$20.59	10,779	\$16.54
Washington	27,378	\$18.70	8,733	\$24.35	9,283	\$19.04
West Virginia	5,650	\$13.52	1,985	\$20.05	3,225	\$16.28
Wisconsin	27,104	\$16.78	11,018	\$21.91	19,008	\$16.29
Wyoming	2,474	\$15.83	1,772	\$23.00	1,619	\$21.37

Source: The Conference Board

1. Wage data are from the BLS Occupational Employment Statistics program's May 2013 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 Pay ¹ , Not Seasonally Adjusted						
Location	Management and Business/Financial		Professional & Related		Service	
	Total Ads	Average Hourly	Total Ads	Average Hourly	Total Ads	Average Hourly
	Oct-14	Wage ^{2*}	Oct-14	Wage ^{2*}	Oct-14	Wage ^{2*}
United States	791,955	\$43.56	1,806,582	\$32.05	565,313	\$12.65
Birmingham, AL	2,044	\$43.39	4,871	\$28.81	1,619	\$11.55
Phoenix, AZ	9,917	\$40.50	23,261	\$31.37	7,656	\$11.10
Tucson, AZ	1,615	\$36.72	5,034	\$29.22	2,285	\$10.88
Los Angeles, CA	33,465	\$48.13	62,893	\$37.73	17,389	\$13.72
Riverside, CA	3,808	\$42.30	10,847	\$31.45	4,494	\$13.06
Sacramento, CA	4,579	\$41.12	11,079	\$36.84	2,905	\$14.05
San Diego, CA	7,276	\$46.08	17,583	\$36.28	5,427	\$13.38
San Francisco, CA	27,470	\$54.59	49,279	\$41.92	12,076	\$15.69
San Jose, CA	11,155	\$60.68	28,433	\$46.19	3,091	\$14.37
Denver, CO	11,745	\$44.47	24,360	\$35.08	8,224	\$13.18
Hartford, CT	5,276	\$47.35	10,647	\$34.48	2,318	\$14.14
Washington, DC	31,128	\$51.34	68,101	\$41.81	13,066	\$14.80
Jacksonville, FL	2,935	\$38.49	5,922	\$30.76	1,981	\$11.77
Miami, FL	12,908	\$41.81	23,891	\$30.79	10,293	\$12.98
Orlando, FL	4,900	\$38.38	10,065	\$29.02	4,098	\$11.70
Tampa, FL	6,753	\$39.28	15,356	\$29.28	5,129	\$11.88
Atlanta, GA	19,732	\$44.98	37,625	\$31.94	7,527	\$11.56
Honolulu, HI	1,909	\$38.12	3,715	\$31.40	2,986	\$13.87
Chicago, IL	36,157	\$44.53	57,843	\$32.18	14,169	\$13.33
Indianapolis, IN	5,190	\$39.44	9,463	\$30.25	3,493	\$11.78
Louisville, KY	3,031	\$37.48	6,609	\$28.78	2,718	\$11.45
New Orleans, LA	2,539	\$38.49	5,972	\$29.66	3,649	\$11.56
Baltimore, MD	8,472	\$45.66	23,291	\$34.86	4,885	\$13.46
Boston, MA	26,108	\$50.88	48,646	\$37.19	11,666	\$15.07
Detroit, MI	11,596	\$43.55	30,011	\$33.12	6,837	\$10.00
Minneapolis-St. Paul, MN	15,002	\$54.80	29,784	\$33.26	8,409	\$12.67
Kansas City, MO	5,949	\$40.39	13,700	\$30.67	3,628	\$12.01
St. Louis, MO	6,780	\$41.55	15,278	\$29.95	3,731	\$11.88
Las Vegas, NV	4,508	\$40.34	8,996	\$32.62	6,356	\$13.68
Buffalo, NY	2,611	\$16.77	5,674	\$28.39	2,685	\$12.61
New York, NY	70,724	\$55.34	106,864	\$38.03	26,006	\$15.25
Rochester, NY	1,934	\$42.02	4,968	\$29.02	2,484	\$12.70
Charlotte, NC	7,902	\$46.08	14,272	\$31.25	3,166	\$11.68
Cincinnati, OH	6,106	.	9,809	.	2,915	.
Cleveland, OH	5,737	.	11,148	.	3,326	.
Columbus, OH	6,203	.	12,038	.	3,399	.
Oklahoma City, OK	2,806	.	6,879	.	2,665	.
Portland, OR	6,395	.	16,988	.	5,455	.
Philadelphia, PA	19,123	\$47.62	36,762	\$34.11	9,761	\$13.35
Pittsburgh, PA	6,803	.	13,365	.	5,520	.
Providence, RI	3,958	\$41.59	8,830	\$30.75	3,430	\$13.61
Memphis, TN	2,459	.	5,000	.	1,626	.
Nashville, TN	5,128	.	9,645	.	3,433	.
Austin, TX	6,102	.	16,213	.	4,427	.
Dallas, TX	21,507	\$44.50	44,193	\$32.76	10,107	\$9.95
Houston, TX	17,820	.	33,897	.	8,611	.
San Antonio, TX	4,438	.	10,909	.	3,738	.
Salt Lake City, UT	4,196	.	9,458	.	4,799	.
Richmond, VA	3,702	.	8,731	.	2,554	.
Virginia Beach, VA	3,099	.	8,211	.	2,885	.
Seattle-Tacoma, WA	14,512	\$46.30	34,665	\$37.98	8,634	\$15.12
Milwaukee, WI	5,685	.	11,250	.	3,878	.

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 2013 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
	Oct-14	Wage ^{2*}	Oct-14	Wage ^{2*}	Oct-14	Wage ^{2*}
United States	1,227,406	\$17.41	376,738	\$21.24	521,674	\$16.53
Birmingham, AL	4,655	\$9.45	1,313	\$19.69	2,083	\$15.91
Phoenix, AZ	17,026	\$17.43	3,916	\$20.45	4,248	\$16.87
Tucson, AZ	3,255	\$15.34	945	\$19.67	945	\$15.23
Los Angeles, CA	46,169	\$19.00	7,282	\$24.52	10,531	\$7.94
Riverside, CA	9,684	\$16.53	2,260	\$23.03	3,854	\$15.95
Sacramento, CA	7,383	\$18.57	1,914	\$23.38	1,910	\$16.89
San Diego, CA	11,774	\$18.55	2,573	\$24.07	2,433	\$16.33
San Francisco, CA	26,014	\$22.32	4,790	\$28.32	6,734	\$19.59
San Jose, CA	7,931	\$23.36	1,467	\$26.48	1,540	\$18.08
Denver, CO	16,569	\$19.62	6,040	\$21.92	5,940	\$17.78
Hartford, CT	5,967	\$19.95	1,621	\$24.19	2,159	\$18.34
Washington, DC	27,410	\$19.87	5,980	\$23.31	5,695	\$18.08
Jacksonville, FL	4,953	\$16.31	1,786	\$18.56	1,745	\$16.22
Miami, FL	23,425	\$16.91	5,110	\$19.08	4,171	\$15.39
Orlando, FL	8,644	\$15.39	2,459	\$18.10	1,987	\$14.98
Tampa, FL	11,287	\$16.77	3,577	\$17.56	2,634	\$15.13
Atlanta, GA	21,056	\$17.90	5,445	\$20.30	7,480	\$16.98
Honolulu, HI	5,449	\$16.85	1,420	\$27.59	1,204	\$18.64
Chicago, IL	37,897	\$18.85	7,681	\$26.23	15,728	\$16.97
Indianapolis, IN	8,667	\$17.67	2,777	\$22.22	4,393	\$16.07
Louisville, KY	6,012	\$16.87	1,721	\$20.76	3,367	\$17.63
New Orleans, LA	5,068	\$16.02	1,970	\$20.19	1,711	\$19.09
Baltimore, MD	12,123	\$18.30	3,174	\$21.57	3,919	\$17.47
Boston, MA	25,966	\$21.11	5,639	\$26.41	7,292	\$18.04
Detroit, MI	15,287	\$17.80	5,656	\$23.07	8,469	\$18.21
Minneapolis-St. Paul, MN	19,656	\$19.25	5,451	\$24.56	9,794	\$17.91
Kansas City, MO	9,525	\$17.74	2,687	\$22.37	4,150	\$16.85
St. Louis, MO	9,563	\$17.23	2,360	\$23.76	3,741	\$16.93
Las Vegas, NV	8,550	\$9.62	1,932	\$24.05	1,787	\$16.75
Buffalo, NY	6,407	\$16.45	1,601	\$21.67	2,591	\$16.90
New York, NY	63,064	\$21.57	10,237	\$27.45	13,544	\$18.09
Rochester, NY	4,358	\$16.88	1,610	\$21.01	2,160	\$15.95
Charlotte, NC	7,422	\$18.18	2,309	\$19.51	3,087	\$16.55
Cincinnati, OH	8,593	.	2,368	\$13.66	4,243	.
Cleveland, OH	8,775	.	2,538	\$13.33	4,302	.
Columbus, OH	8,977	.	2,661	\$14.65	4,815	.
Oklahoma City, OK	6,134	.	2,672	\$17.03	2,898	.
Portland, OR	10,368	.	3,102	.	3,927	.
Philadelphia, PA	23,580	\$19.29	5,542	\$23.86	7,398	\$17.33
Pittsburgh, PA	11,735	.	3,197	\$13.61	4,917	.
Providence, RI	7,251	\$16.94	1,927	\$22.14	2,747	\$15.64
Memphis, TN	4,287	.	1,459	\$12.48	2,738	.
Nashville, TN	8,233	.	2,027	\$13.30	3,522	.
Austin, TX	9,141	.	2,817	\$11.96	2,358	.
Dallas, TX	28,694	\$18.25	7,410	\$19.09	10,634	\$15.62
Houston, TX	21,921	.	7,348	.	8,778	.
San Antonio, TX	7,650	.	2,742	\$11.43	2,887	.
Salt Lake City, UT	10,043	.	2,623	\$13.94	3,464	.
Richmond, VA	5,041	.	1,728	\$14.76	2,006	.
Virginia Beach, VA	6,414	.	2,706	\$12.21	2,390	.
Seattle-Tacoma, WA	17,210	\$20.06	4,853	\$26.12	5,123	\$20.28
Milwaukee, WI	8,356	.	2,842	\$17.27	4,568	.

Source: The Conference Board

1. Wage data are from the BLS OES program's May 2013 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

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