News Release

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Online Labor Demand Rose in August

- ▪ **HWOL Index rose slightly in August, following a slight decline in July**
- ▪ **Regions and States show little change**

NEW YORK, September 11, 2019…*The Conference Board Help Wanted OnLine® (HWOL)* **Index** rose in August and now stands at 103.6 (July 2018=100), up from 103.2 in July. The Index declined 1.2 percent from the prior month but is up 3.5 percent from a year ago.

In the Midwest, Iowa increased 2.9 percent and Ohio increased 2.5 percent. In the Northeast, Maine grew 3.3 percent and Connecticut increased 2.3 percent. In the South, Kentucky grew 3.0 percent and Texas increased 1.1 percent. In the West, Wyoming grew 2.6 percent and Nevada increased 2.0 percent.

The Professional occupational category experienced declines in Legal (-3.1 percent) and Education (-1.1 percent). The Services/Production occupational category showed increases in Protective Services (4.9 percent), Personal Care and Services (2.5 percent), and Sales (2.5 percent).

Help Wanted OnLine™ (HWOL) Index: United States, seasonally adjusted, August 2019
[July 2018=100]
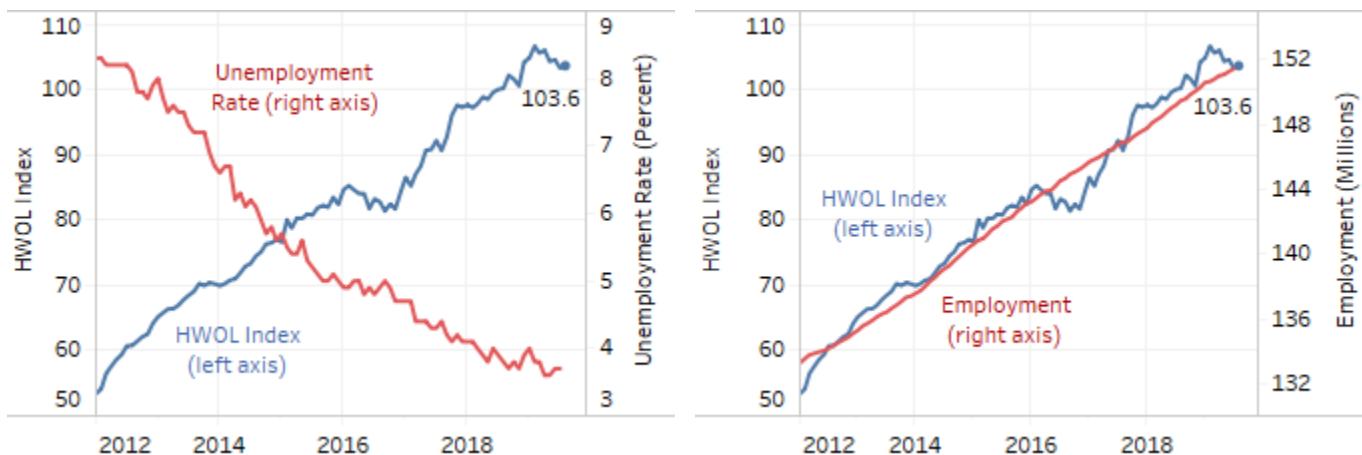
Sources: The Conference Board, Bureau of Labor Statistics
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The release schedule, national historic table and technical note are available on The Conference Board website, http://www.conference-board.org/data/helpwantedonline.cfm. The underlying data for The Conference Board HWOL is collected by CEB, Inc.

Table 1. HWOL Index: Selected areas, seasonally adjusted, August 2019

[July 2018=100]

Area	HWOL Index[1]			Percent Change		
				1-month		12-month
	Jun. 2019[r]	Jul. 2019[r]	Aug. 2019[p]	Jun. 2019-Jul. 2019	Jul. 2019-Aug. 2019	Aug. 2018-Aug. 2019
United States..................................	104.5	103.2	103.6	-1.2	0.4	3.5
Census Divisions[2]						
New England..............................	108.5	106.9	107.6	-1.4	0.6	6.7
Middle Atlantic	104.7	102.7	103.4	-1.9	0.7	3.7
East North Central	102.3	101.9	102.4	-0.4	0.5	2.9
West North Central....................	104.7	103.4	103.1	-1.3	-0.3	3.0
South Atlantic	107.1	106.0	106.4	-1.0	0.4	6.3
East South Central	104.3	103.3	104.1	-0.9	0.8	3.9
West South Central....................	102.4	100.4	101.3	-1.9	0.9	1.4
Mountain...................................	104.7	102.7	103.4	-1.9	0.7	3.7
Pacific..	102.9	101.9	102.0	-1.0	0.1	2.2
States and MSAs[3]						
Alabama	107.7	106.8	106.3	-0.9	-0.4	5.9
Birmingham..........................	108.1	106.4	105.5	-1.6	-0.8	4.4
Alaska..	105.2	104.1	101.5	-1.1	-2.5	-0.6
Arizona	105.0	102.9	103.6	-2.0	0.7	3.5
Phoenix	107.7	106.0	106.7	-1.6	0.7	5.7
Tucson...................................	103.7	100.0	98.3	-3.6	-1.7	-1.0
Arkansas	94.9	95.3	95.6	0.4	0.4	-4.7
California	99.4	98.4	98.5	-1.0	0.1	-0.9
Los Angeles	101.1	99.6	99.5	-1.5	-0.1	-0.2
Riverside	95.2	93.5	93.0	-1.8	-0.5	-6.7
Sacramento	98.9	99.2	101.6	0.4	2.4	0.7
San Diego	102.3	102.0	101.9	-0.3	0.0	2.2
San Francisco........................	98.9	97.5	98.2	-1.4	0.7	-1.5
San Jose................................	102.0	101.8	102.0	-0.2	0.2	2.1
Colorado....................................	109.4	107.8	108.1	-1.5	0.3	7.0
Denver	109.2	107.5	108.0	-1.5	0.5	6.7
Connecticut	110.3	109.4	111.9	-0.9	2.3	11.0
Hartford	111.5	110.2	112.2	-1.2	1.9	10.8
Washington, DC.........................	110.1	108.5	106.8	-1.4	-1.6	7.2
Delaware	95.1	95.7	96.5	0.6	0.9	-4.3
Florida	104.5	103.9	104.4	-0.6	0.5	4.3
Jacksonville	107.6	106.6	108.2	-0.9	1.5	8.6
Miami....................................	102.6	101.8	104.0	-0.8	2.2	5.0
Orlando	108.5	108.6	108.8	0.1	0.2	6.4
Tampa	104.0	103.8	103.9	-0.3	0.1	4.1
Georgia......................................	107.2	106.5	107.9	-0.7	1.3	7.0
Atlanta	104.1	103.5	104.9	-0.6	1.3	4.2
Hawaii	103.0	102.1	104.6	-0.9	2.4	5.4
Honolulu	105.2	104.7	106.3	-0.4	1.6	7.8
Idaho	103.2	102.4	104.4	-0.7	1.9	5.5

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Area	HWOL Index[1]			Percent Change		
				1-month		12-month
	Jun. 2019[r]	Jul. 2019[r]	Aug. 2019[p]	Jun. 2019-Jul. 2019	Jul. 2019-Aug. 2019	Aug. 2018-Aug. 2019
Illinois..	103.1	101.6	101.8	-1.5	0.2	2.2
Chicago..................................	103.3	102.1	102.5	-1.2	0.4	3.0
Indiana	98.9	97.7	99.8	-1.2	2.2	1.0
Indianapolis..........................	100.2	98.9	100.7	-1.3	1.8	1.6
Iowa	101.2	100.2	103.1	-1.0	2.9	3.1
Kansas	101.5	100.3	100.1	-1.2	-0.2	1.1
Kentucky....................................	102.7	102.2	105.3	-0.5	3.0	5.8
Louisville	101.0	99.1	102.3	-1.9	3.2	3.6
Louisiana	104.8	104.6	105.1	-0.2	0.5	5.8
New Orleans.........................	108.2	106.4	107.1	-1.7	0.7	8.3
Maine...	112.2	111.9	115.6	-0.3	3.3	13.1
Maryland....................................	104.5	104.2	104.0	-0.3	-0.2	4.3
Baltimore	103.2	104.1	104.6	0.9	0.5	5.3
Massachusetts...........................	106.8	105.0	105.0	-1.7	0.0	4.5
Boston..................................	107.4	105.4	105.9	-1.8	0.5	5.2
Michigan....................................	98.1	98.2	96.7	0.1	-1.5	-2.2
Detroit.................................	95.4	95.9	94.8	0.6	-1.2	-4.0
Minnesota	105.3	103.4	102.6	-1.8	-0.8	2.6
Minneapolis-St. Paul.............	104.7	103.2	102.5	-1.4	-0.7	1.1
Mississippi	99.9	98.5	99.6	-1.3	1.1	0.5
Missouri.....................................	107.8	106.8	107.6	-0.9	0.7	7.0
Kansas City	103.5	102.4	104.1	-1.0	1.6	5.1
St. Louis................................	105.6	106.0	107.1	0.4	1.1	7.0
Montana....................................	93.1	90.4	91.6	-2.9	1.3	-9.6
Nebraska	99.6	98.4	98.8	-1.2	0.4	0.0
Nevada	100.9	98.7	100.6	-2.2	2.0	-3.4
Las Vegas..............................	105.3	103.2	105.1	-2.0	1.8	1.0
New Hampshire	108.8	107.0	106.5	-1.7	-0.5	4.2
New Jersey	103.5	102.6	103.6	-0.9	1.0	3.8
New Mexico...............................	107.7	107.5	106.9	-0.2	-0.6	6.3
New York	103.3	101.2	101.5	-2.1	0.3	1.9
Buffalo.................................	98.7	97.4	98.6	-1.3	1.2	-0.4
New York...............................	102.8	100.6	100.8	-2.2	0.2	1.0
Rochester	110.0	111.3	114.1	1.2	2.5	15.9
North Carolina	109.3	107.6	108.2	-1.5	0.5	8.1
Charlotte	114.7	113.0	113.9	-1.4	0.8	12.2
North Dakota.............................	106.4	106.1	98.6	-0.3	-7.1	-0.9
Ohio...	102.0	103.1	105.7	1.1	2.5	6.8
Cincinnati	104.2	104.1	105.6	-0.1	1.4	6.6
Cleveland..............................	100.4	100.5	104.4	0.1	3.9	4.9
Columbus	100.9	102.7	106.1	1.8	3.3	7.0
Oklahoma...................................	94.0	92.5	92.0	-1.7	-0.5	-7.5
Oklahoma City.......................	90.6	88.9	89.2	-1.9	0.4	-9.6
Oregon	101.9	99.6	100.4	-2.3	0.8	-0.3

Area	HWOL Index[1]			Percent Change		
				1-month		12-month
	Jun. 2019[r]	Jul. 2019[r]	Aug. 2019[p]	Jun. 2019- Jul. 2019	Jul. 2019- Aug. 2019	Aug. 2018- Aug. 2019
Portland	100.8	99.4	101.0	-1.4	1.6	-0.3
Pennsylvania............................	106.1	103.3	105.0	-2.6	1.6	5.2
Philadelphia.........................	108.1	106.6	107.0	-1.4	0.4	7.4
Pittsburgh............................	101.3	97.8	99.7	-3.5	2.0	0.6
Rhode Island............................	102.0	100.0	100.8	-1.9	0.9	-1.1
Providence	106.3	104.4	104.6	-1.8	0.2	3.9
South Carolina	104.3	102.1	102.7	-2.1	0.6	3.3
South Dakota............................	99.3	98.7	97.0	-0.6	-1.7	-3.4
Tennessee	104.9	103.5	104.1	-1.3	0.6	3.3
Memphis..............................	102.3	101.7	101.3	-0.6	-0.4	1.1
Nashville..............................	105.4	103.5	103.8	-1.8	0.2	3.5
Texas	104.1	101.7	102.9	-2.3	1.1	2.9
Austin....................................	106.6	103.8	104.2	-2.7	0.4	4.1
Dallas	106.2	105.2	106.2	-0.9	0.9	6.1
Houston	106.9	104.8	107.0	-2.0	2.1	5.9
San Antonio.........................	105.4	103.8	104.3	-1.5	0.5	4.6
Utah	102.9	101.0	102.7	-1.9	1.7	2.9
Salt Lake City	105.6	104.6	106.8	-0.9	2.0	7.3
Vermont	116.3	114.7	122.9	-1.4	7.1	21.3
Virginia	110.4	108.9	108.5	-1.4	-0.4	8.4
Richmond	106.4	103.7	104.7	-2.6	0.9	4.5
Virginia Beach......................	106.6	106.0	104.9	-0.6	-1.0	5.7
Washington	113.7	113.4	113.0	-0.3	-0.3	13.2
Seattle-Tacoma	119.0	119.4	118.8	0.3	-0.5	18.3
West Virginia	105.3	105.7	107.9	0.4	2.1	10.1
Wisconsin	107.1	106.1	105.1	-1.0	-0.9	5.4
Milwaukee............................	102.5	99.0	98.7	-3.4	-0.3	-0.5
Wyoming	95.2	94.6	97.1	-0.6	2.6	-3.1

Source: The Conference Board

p=Preliminary
r=Revised
1. Data are preliminary and subject to monthly revisions
2. Census Divisions defined by the U.S. Census Bureau
3. Metropolitan areas are based on 2005 OMB county-based MSA definitions

Table 2. HWOL Index: Occupations, seasonally adjusted, August 2019

[July 2018=100]

SOC[2]	Occupation[3]	HWOL Index[1]			Percent Change		
					1-month		12-month
		Jun. 2019[r]	Jul. 2019[r]	Aug. 2019[p]	Jun. 2019-Jul. 2019	Jul. 2019-Aug. 2019	Aug. 2018-Aug. 2019
	Total	104.5	103.2	103.6	-1.2	0.4	3.5
11	Management..	103.3	101.5	101.4	-1.8	-0.1	0.9
13	Business and financial operations.................	103.1	100.6	101.3	-2.4	0.6	1.4
15	Computer and mathematical science	110.9	109.7	110.5	-1.1	0.8	8.9
17	Architecture and engineering	105.7	103.0	102.1	-2.5	-0.9	1.0
19	Life, physical, and social science	106.5	103.0	104.0	-3.3	1.0	3.3
21	Community and social services....................	106.4	104.3	104.4	-2.0	0.1	4.5
23	Legal	107.3	105.7	102.4	-1.5	-3.1	2.3
25	Education, training, and library	104.2	103.1	102.0	-1.0	-1.1	2.8
27	Arts, design, entertainment, sports, and media..	99.0	98.0	98.8	-1.0	0.8	-0.7
29	Healthcare practitioners and technical	107.0	105.9	106.3	-1.0	0.4	6.9
31	Healthcare support	111.7	108.9	109.0	-2.6	0.1	8.9
33	Protective service..	102.0	97.1	101.8	-4.8	4.9	4.3
35	Food preparation and serving related	105.3	106.3	107.3	0.9	1.0	6.0
37	Building and grounds cleaning and maintenance	100.2	99.4	98.8	-0.8	-0.6	-1.0
39	Personal care and service	98.4	96.6	99.0	-1.9	2.5	0.0
41	Sales and related...	100.4	100.1	102.6	-0.3	2.5	2.5
43	Office and administrative support	104.5	102.6	101.5	-1.8	-1.0	2.3
45	Farming, fishing, and forestry......................	104.1	103.8	89.8	-0.3	-13.5	-14.5
47	Construction and extraction	102.6	102.2	99.9	-0.4	-2.2	-0.5
49	Installation, maintenance, and repair	101.5	100.8	99.4	-0.7	-1.3	0.2
51	Production	96.8	95.4	93.9	-1.4	-1.6	-6.0
53	Transportation and material moving	94.4	94.5	94.5	0.1	0.1	-5.5

Source: The Conference Board

p=Preliminary

r=Revised

1. Data are preliminary and subject to monthly revisions.

2. Ads are coded to the 6-digit Standard Occupational Classification code (SOC) level

3. Occupational categories are based on 2010 OMB Standard Occupational Classification system (SOC definitions)

Table 3. HWOL Data Series: Total ads by Census Division, seasonally adjusted, August 2019

Area[1]	Total Ads[2] (Thousands)	Area[1]	Total Ads[2] (Thousands)
United States	5,211.2	South Atlantic	1,077.5
New England	297.8	East South Central	239.0
Middle Atlantic	643.0	West South Central	512.2
East North Central	731.1	Mountain	410.5
West North Central	390.9	Pacific	826.9

Source: The Conference Board

1. Census Divisions defined by the U.S. Census Bureau
2. Ad levels are seasonally adjusted and may not add up to the total US count

Table 4. HWOL Data Series: Total ads by State, seasonally adjusted, August 2019

State	Total Ads[1] (Thousands)	State	Total Ads[1] (Thousands)
Alabama	59.8	Montana	18.7
Alaska	14.6	Nebraska	29.9
Arizona	101.1	Nevada	45.4
Arkansas	31.0	New Hampshire	26.1
California	570.4	New Jersey	145.3
Colorado	132.6	New Mexico	30.6
Connecticut	60.5	New York	262.0
Delaware	17.5	North Carolina	155.7
Florida	285.5	North Dakota	17.5
Georgia	178.4	Ohio	188.0
Hawaii	22.5	Oklahoma	42.1
Idaho	22.7	Oregon	68.3
Illinois	200.1	Pennsylvania	236.3
Indiana	91.3	Rhode Island	15.4
Iowa	49.3	South Carolina	67.7
Kansas	42.3	South Dakota	15.5
Kentucky	57.2	Tennessee	92.1
Louisiana	52.1	Texas	386.7
Maine	23.4	Utah	50.3
Maryland	116.9	Vermont	13.7
Massachusetts	158.0	Virginia	181.2
Michigan	142.5	Washington	150.6
Minnesota	141.5	West Virginia	27.7
Mississippi	30.5	Wisconsin	109.6
Missouri	95.3	Wyoming	9.3

Source: The Conference Board

1. Ad levels are seasonally adjusted and may not add up to the total US count

Table 5. HWOL Data Series: Total ads by selected MSAs, seasonally adjusted, August 2019

MSA[1]	Total Ads[2] (Thousands)	MSA[1]	Total Ads[2] (Thousands)
Birmingham, AL	16.6	Kansas City, MO	40.6
Phoenix, AZ	69.9	St. Louis, MO	50.2
Tucson, AZ	12.9	Las Vegas, NV	29.5
Los Angeles, CA	166.9	Buffalo, NY	14.8
Riverside, CA	34.8	New York, NY	269.2
Sacramento, CA	28.1	Rochester, NY	13.0
San Diego, CA	53.1	Charlotte, NC	46.5
San Francisco, CA	115.5	Cincinnati, OH	39.1
San Jose, CA	62.7	Cleveland, OH	34.5
Denver, CO	76.9	Columbus, OH	40.3
Hartford, CT	24.8	Oklahoma City, OK	17.8
Washington, DC	176.4	Portland, OR	41.5
Jacksonville, FL	21.2	Philadelphia, PA	115.3
Miami, FL	76.8	Pittsburgh, PA	45.9
Orlando, FL	42.3	Providence, RI	22.0
Tampa, FL	45.5	Memphis, TN	18.8
Atlanta, GA	113.9	Nashville, TN	37.1
Honolulu, HI	15.4	Austin, TX	43.8
Chicago, IL	158.8	Dallas, TX	119.7
Indianapolis, IN	32.8	Houston, TX	85.4
Louisville, KY	20.4	San Antonio, TX	31.2
New Orleans, LA	19.3	Salt Lake City, UT	26.0
Baltimore, MD	62.2	Richmond, VA	23.2
Boston, MA	124.1	Virginia Beach, VA	26.1
Detroit, MI	65.2	Seattle-Tacoma, WA	103.8
Minneapolis, MN	95.1	Milwaukee, WI	32.7

Source: The Conference Board

1. Metropolitan areas are based on 2005 OMB county-based Metropolitan Statistical Area (MSA) definitions
2. Ad levels are seasonally adjusted and may not add up to the total US count

PROGRAM NOTES

HWOL available on Haver Analytics
A number of the key HWOL Data Series are exclusively available on Haver Analytics. The available HWOL Data 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 data series 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® (HWOL)* Index measures changes over time in advertised online job vacancies, reflecting monthly trends in employment opportunities across the US. The HWOL Data Series aggregates the total number of ads available by month from the HWOL universe of online job ads. Ads in the HWOL universe are collected in real-time from over 28,000 different online job boards including traditional job boards, corporate boards, social media sites, and smaller job sites that serve niche markets and smaller geographic areas.

Like The Conference Board's long-running Help Wanted Advertising Index of print ads (which was published for over 55 years and discontinued in July 2008), *Help Wanted OnLine™* measures help wanted advertising, i.e. labor demand. The HWOL Data Series began in May 2005 and was revised in December 2018 to reflect a new universe and methodology of online job advertisements and therefore cannot be used in conjunction with the pre-revised HWOL Data Series. With the December 2018 release, The Conference Board released the experimental HWOL Index for the specific purpose of providing a robust time series for measuring changes in labor demand over time. It improves upon the HWOL Data Series' ability to assess local labor market trends by reducing volatility and non-economic noise and improving correlation with local labor market conditions. Both the HWOL Data Series and the experimental HWOL Index begin in January 2012.

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.

About The Conference Board
The Conference Board is the member-driven think tank that delivers trusted insights for what's ahead. Founded in 1916, we are a non-partisan, not-for-profit entity holding 501 (c) (3) tax-exempt status in the United States. www.conference-board.org.

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Publication Schedule, The Conference Board Help Wanted OnLine®

<u>Data for the Month</u>	<u>Release Date</u>
September 2019	October 9, 2019
October 2019	November 6, 2019
November 2019	December 11, 2019