

News Release

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Online Labor Demand Fell in September

- **HWOL Index fell in September, following a small increase in August**
- **All regions and most states declined**

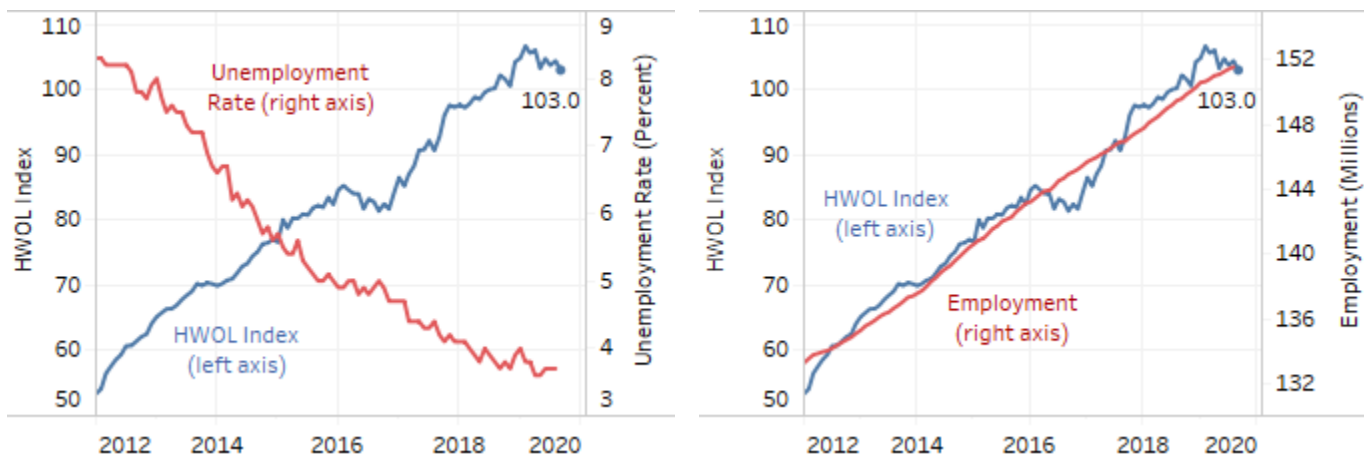
NEW YORK, October 9, 2019...*The Conference Board Help Wanted OnLine® (HWOL) Index* fell in September and now stands at 103.0 (July 2018=100), down from 104.4 in August. The Index declined 1.3 percent from the prior month but is up 0.8 percent from a year ago.

In the Midwest, North Dakota decreased 3.5 percent and Ohio decreased 1.9 percent. In the Northeast, Maine fell 4.9 percent and New York decreased 2.0 percent. In the South, North Carolina fell 3.1 percent and Louisiana decreased 2.6 percent. In the West, Wyoming declined 4.6 percent and Hawaii decreased 4.2 percent.

The Professional occupational category experienced declines in Education (-3.4 percent), Legal (-2.5 percent), and Business and Finance (-1.9). The Services/Production occupational category fell in Protective Services (-4.8 percent), Office and Administrative Support (-2.3).

Help Wanted OnLine™ (HWOL) Index: United States, seasonally adjusted, September 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, September 2019

[July 2018=100]

Area	HWOL Index ¹			Percent Change		
	Jul. 2019 ^r	Aug. 2019 ^r	Sep. 2019 ^p	1-month		12-month
				Jul. 2019-Aug. 2019	Aug. 2019-Sep. 2019	Sep. 2018-Sep. 2019
United States.....	103.7	104.4	103.0	0.6	-1.3	0.8
Census Divisions²						
New England.....	107.5	108.4	107.4	0.9	-0.9	4.4
Middle Atlantic.....	103.0	104.1	102.9	1.1	-1.2	1.1
East North Central.....	102.1	102.9	102.2	0.8	-0.7	1.2
West North Central.....	104.0	103.8	103.5	-0.1	-0.4	0.0
South Atlantic.....	106.5	107.1	105.1	0.6	-1.9	3.0
East South Central.....	103.8	104.9	104.7	1.1	-0.3	2.7
West South Central.....	100.9	102.1	100.6	1.3	-1.5	-1.0
Mountain.....	103.0	104.1	102.9	1.1	-1.2	1.1
Pacific.....	102.3	102.7	101.8	0.4	-0.9	-0.3
States and MSAs³						
Alabama.....	107.2	107.0	104.9	-0.2	-2.0	3.1
Birmingham.....	106.8	106.1	105.2	-0.6	-0.8	2.5
Alaska.....	104.8	102.6	101.1	-2.1	-1.5	-2.2
Arizona.....	103.4	104.3	102.9	0.9	-1.4	0.8
Phoenix.....	106.5	107.5	107.1	1.0	-0.4	3.3
Tucson.....	99.8	98.6	97.9	-1.3	-0.7	-3.5
Arkansas.....	96.0	96.7	95.9	0.8	-0.9	-6.0
California.....	98.7	99.0	97.8	0.4	-1.3	-3.6
Los Angeles.....	99.9	100.2	100.2	0.3	0.0	-1.4
Riverside.....	93.8	93.6	93.4	-0.2	-0.3	-7.0
Sacramento.....	99.3	101.8	101.0	2.5	-0.8	-0.8
San Diego.....	102.3	102.4	99.0	0.1	-3.3	-2.4
San Francisco.....	97.8	98.7	96.6	0.8	-2.1	-5.3
San Jose.....	102.7	103.0	101.3	0.3	-1.7	-0.7
Colorado.....	108.1	108.6	108.3	0.5	-0.3	3.8
Denver.....	107.6	108.4	107.8	0.7	-0.5	3.9
Connecticut.....	110.0	112.7	111.2	2.4	-1.3	7.9
Hartford.....	110.8	113.0	111.7	2.0	-1.2	7.5
Washington, DC.....	109.1	107.6	105.7	-1.3	-1.7	3.3
Delaware.....	95.4	96.5	96.5	1.1	0.0	-6.9
Florida.....	104.5	105.1	103.3	0.6	-1.7	1.9
Jacksonville.....	106.8	108.5	105.5	1.6	-2.7	5.0
Miami.....	102.3	104.8	101.6	2.4	-3.1	1.4
Orlando.....	110.1	110.4	107.6	0.3	-2.6	3.2
Tampa.....	104.3	104.7	104.1	0.4	-0.6	3.6
Georgia.....	107.2	109.0	107.1	1.6	-1.7	4.3
Atlanta.....	104.5	106.2	104.5	1.7	-1.6	2.4
Hawaii.....	102.6	105.1	100.7	2.4	-4.2	1.0
Honolulu.....	105.1	106.8	99.4	1.6	-6.9	1.5
Idaho.....	102.9	105.0	103.1	2.0	-1.8	1.2

Area	HWOL Index ¹			Percent Change		
				1-month		12-month
	Jul. 2019 ^r	Aug. 2019 ^r	Sep. 2019 ^p	Jul. 2019-Aug. 2019	Aug. 2019-Sep. 2019	Sep. 2018-Sep. 2019
Illinois.....	101.9	102.2	102.1	0.3	-0.1	1.1
Chicago.....	102.1	102.7	102.6	0.5	-0.1	1.4
Indiana.....	98.0	100.5	99.1	2.5	-1.4	-1.4
Indianapolis.....	99.1	101.5	99.9	2.4	-1.6	-1.1
Iowa.....	101.0	103.9	105.4	2.9	1.5	2.7
Kansas.....	100.9	101.1	99.4	0.1	-1.7	-1.0
Kentucky.....	102.8	105.9	105.5	3.0	-0.3	4.3
Louisville.....	99.3	102.7	103.6	3.4	0.9	2.1
Louisiana.....	104.9	105.5	102.8	0.6	-2.6	1.9
New Orleans.....	106.6	107.4	104.8	0.8	-2.5	4.6
Maine.....	112.3	116.3	110.6	3.5	-4.9	5.7
Maryland.....	104.6	104.9	103.6	0.3	-1.3	1.9
Baltimore.....	104.4	105.3	103.8	0.9	-1.4	2.9
Massachusetts.....	105.5	105.8	106.4	0.2	0.6	3.6
Boston.....	105.9	106.7	107.1	0.7	0.4	3.9
Michigan.....	98.4	97.5	98.4	-0.9	0.9	-1.6
Detroit.....	96.4	95.8	97.5	-0.7	1.8	-2.8
Minnesota.....	104.0	103.3	102.2	-0.6	-1.2	-1.0
Minneapolis-St. Paul.....	103.9	103.6	102.2	-0.3	-1.3	-1.9
Mississippi.....	98.9	100.6	101.1	1.7	0.5	0.9
Missouri.....	107.5	108.2	106.8	0.7	-1.2	2.7
Kansas City.....	103.2	104.7	104.6	1.5	-0.1	4.0
St. Louis.....	106.4	107.8	106.5	1.3	-1.2	3.4
Montana.....	90.9	92.1	91.9	1.4	-0.3	-11.2
Nebraska.....	99.1	99.7	100.5	0.6	0.8	-0.8
Nevada.....	98.9	101.0	99.3	2.2	-1.7	-6.3
Las Vegas.....	103.2	105.1	105.0	1.9	-0.1	-1.9
New Hampshire.....	107.4	107.2	106.0	-0.2	-1.1	1.1
New Jersey.....	102.9	104.4	103.0	1.4	-1.3	1.0
New Mexico.....	110.7	110.1	108.3	-0.6	-1.6	5.8
New York.....	101.5	102.5	100.4	1.0	-2.0	-1.1
Buffalo.....	96.7	97.9	95.1	1.2	-2.8	-4.9
New York.....	100.9	101.8	99.8	0.9	-2.0	-1.8
Rochester.....	112.5	115.4	116.8	2.6	1.2	16.0
North Carolina.....	108.0	108.7	105.4	0.6	-3.1	3.0
Charlotte.....	113.3	114.4	112.6	1.0	-1.5	5.7
North Dakota.....	106.4	98.9	95.5	-7.0	-3.5	-5.5
Ohio.....	103.7	106.4	104.4	2.6	-1.9	4.8
Cincinnati.....	104.5	105.9	104.0	1.3	-1.8	3.7
Cleveland.....	101.1	105.2	105.4	4.1	0.1	5.3
Columbus.....	103.1	106.6	104.1	3.4	-2.3	5.4
Oklahoma.....	93.1	93.1	94.7	0.0	1.7	-4.6
Oklahoma City.....	89.3	89.8	90.3	0.6	0.6	-8.8
Oregon.....	100.2	101.5	101.7	1.3	0.1	-1.9

Area	HWOL Index ¹			Percent Change		
				1-month		12-month
	Jul. 2019 ^r	Aug. 2019 ^r	Sep. 2019 ^p	Jul. 2019-Aug. 2019	Aug. 2019-Sep. 2019	Sep. 2018-Sep. 2019
Portland	100.0	102.2	102.6	2.2	0.4	-2.5
Pennsylvania.....	103.7	105.5	104.3	1.7	-1.1	3.2
Philadelphia.....	106.7	107.3	107.6	0.6	0.3	5.9
Pittsburgh.....	99.1	101.1	100.0	2.1	-1.1	-0.6
Rhode Island.....	99.7	100.8	104.6	1.1	3.8	0.6
Providence	104.2	104.6	107.9	0.4	3.1	5.0
South Carolina	102.9	103.7	101.8	0.8	-1.9	1.2
South Dakota.....	99.1	98.0	97.3	-1.1	-0.8	-4.9
Tennessee	104.0	104.9	105.5	0.9	0.6	2.9
Memphis.....	102.3	102.3	102.2	0.1	-0.2	0.4
Nashville.....	103.7	104.5	104.2	0.7	-0.3	1.5
Texas	102.1	103.8	102.0	1.6	-1.7	0.0
Austin.....	104.2	105.3	104.2	1.0	-1.0	2.8
Dallas	105.4	106.7	106.3	1.3	-0.4	3.9
Houston	105.3	108.1	106.2	2.7	-1.7	0.9
San Antonio.....	104.3	105.2	105.1	0.8	0.0	3.8
Utah	101.2	103.1	102.2	1.9	-0.9	0.1
Salt Lake City	104.7	107.0	107.0	2.2	0.0	5.2
Vermont	114.5	119.8	118.9	4.6	-0.8	12.7
Virginia	109.3	109.1	106.3	-0.2	-2.6	3.5
Richmond.....	103.4	104.9	104.4	1.5	-0.5	3.4
Virginia Beach.....	106.4	105.4	102.4	-0.9	-2.9	1.0
Washington	113.9	113.9	113.2	0.0	-0.6	10.6
Seattle-Tacoma	119.9	119.6	118.0	-0.2	-1.3	14.0
West Virginia	106.3	109.0	106.8	2.5	-2.0	7.0
Wisconsin	106.1	105.4	104.3	-0.7	-1.1	1.8
Milwaukee.....	99.0	99.0	98.0	-0.1	-1.0	-4.0
Wyoming.....	95.2	97.9	93.4	2.8	-4.6	-8.6

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

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

[July 2018=100]

SOC ²	Occupation ³	HWOL Index ¹			Percent Change		
		Jul. 2019 ^f	Aug. 2019 ^f	Sep. 2019 ^p	1-month		12-month
					Jul. 2019- Aug. 2019	Aug. 2019- Sep. 2019	
	Total	103.7	104.4	103.0	0.6	-1.3	0.8
11	Management.....	101.8	102.1	100.7	0.3	-1.4	-2.2
13	Business and financial operations.....	100.7	101.7	99.7	0.9	-1.9	-3.1
15	Computer and mathematical science	110.1	111.4	111.4	1.1	0.0	5.9
17	Architecture and engineering	103.1	102.4	102.5	-0.6	0.1	-1.9
19	Life, physical, and social science	103.5	104.6	103.2	1.1	-1.4	0.6
21	Community and social services.....	104.6	105.0	103.7	0.4	-1.2	2.4
23	Legal	105.7	103.0	100.4	-2.5	-2.5	-2.0
25	Education, training, and library	103.4	102.6	99.1	-0.8	-3.4	0.0
27	Arts, design, entertainment, sports, and media.....	100.2	101.2	99.1	0.9	-2.0	-1.7
29	Healthcare practitioners and technical	106.8	107.7	106.4	0.9	-1.2	4.9
31	Healthcare support	109.3	109.7	107.8	0.3	-1.7	4.9
33	Protective service.....	97.2	101.9	97.1	4.9	-4.8	-2.4
35	Food preparation and serving related	106.4	107.5	107.8	1.0	0.3	6.0
37	Building and grounds cleaning and maintenance	100.1	99.6	99.8	-0.5	0.2	-0.2
39	Personal care and service.....	96.5	99.0	97.6	2.5	-1.3	-1.6
41	Sales and related.....	100.0	102.5	101.6	2.5	-0.9	-0.3
43	Office and administrative support	103.2	102.4	100.1	-0.7	-2.3	-0.8
45	Farming, fishing, and forestry	96.9	90.2	88.9	-7.0	-1.4	-16.5
47	Construction and extraction	102.2	101.1	99.3	-1.1	-1.7	-2.1
49	Installation, maintenance, and repair	101.3	100.2	98.0	-1.1	-2.2	-2.7
51	Production	96.0	94.9	94.1	-1.1	-0.8	-7.5
53	Transportation and material moving	94.9	94.5	94.5	-0.5	-0.5	-5.6

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)

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

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	5,105.7	South Atlantic	1,052.7
New England	293.2	East South Central	242.5
Middle Atlantic	630.8	West South Central	505.6
East North Central	719.8	Mountain	404.8
West North Central	381.1	Pacific	822.7

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

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

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	59.8	Montana	18.6
Alaska	14.3	Nebraska	29.9
Arizona	99.4	Nevada	44.7
Arkansas	31.2	New Hampshire	25.8
California	565.8	New Jersey	142.1
Colorado	130.7	New Mexico	30.1
Connecticut	59.9	New York	253.1
Delaware	17.4	North Carolina	151.5
Florida	277.5	North Dakota	15.8
Georgia	173.7	Ohio	187.1
Hawaii	21.5	Oklahoma	43.1
Idaho	22.3	Oregon	68.3
Illinois	197.7	Pennsylvania	235.8
Indiana	90.3	Rhode Island	15.6
Iowa	49.1	South Carolina	66.1
Kansas	41.4	South Dakota	14.3
Kentucky	58.5	Tennessee	92.4
Louisiana	50.7	Texas	380.4
Maine	22.1	Utah	49.0
Maryland	115.8	Vermont	13.5
Massachusetts	156.3	Virginia	177.3
Michigan	143.3	Washington	151.4
Minnesota	135.4	West Virginia	27.2
Mississippi	31.1	Wisconsin	104.0
Missouri	96.0	Wyoming	8.9

Source: The Conference Board

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

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

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	17.0	Kansas City, MO	40.8
Phoenix, AZ	69.8	St. Louis, MO	50.6
Tucson, AZ	12.5	Las Vegas, NV	29.9
Los Angeles, CA	168.3	Buffalo, NY	14.0
Riverside, CA	35.3	New York, NY	261.7
Sacramento, CA	28.1	Rochester, NY	12.1
San Diego, CA	52.0	Charlotte, NC	45.6
San Francisco, CA	112.2	Cincinnati, OH	38.9
San Jose, CA	61.9	Cleveland, OH	34.9
Denver, CO	75.9	Columbus, OH	39.9
Hartford, CT	24.2	Oklahoma City, OK	18.0
Washington, DC	173.1	Portland, OR	41.9
Jacksonville, FL	20.5	Philadelphia, PA	115.5
Miami, FL	74.5	Pittsburgh, PA	46.3
Orlando, FL	41.2	Providence, RI	22.5
Tampa, FL	45.1	Memphis, TN	18.9
Atlanta, GA	111.6	Nashville, TN	37.1
Honolulu, HI	14.6	Austin, TX	43.5
Chicago, IL	156.5	Dallas, TX	120.3
Indianapolis, IN	32.4	Houston, TX	84.3
Louisville, KY	21.3	San Antonio, TX	30.8
New Orleans, LA	18.9	Salt Lake City, UT	25.3
Baltimore, MD	61.4	Richmond, VA	23.1
Boston, MA	123.0	Virginia Beach, VA	25.9
Detroit, MI	65.1	Seattle-Tacoma, WA	103.9
Minneapolis, MN	91.8	Milwaukee, WI	31.9

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

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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.

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Publication Schedule, The Conference Board Help Wanted OnLine®

Data for the Month

October 2019

November 2019

Release Date

November 6, 2019

December 11, 2019

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