

News Release

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Online Labor Demand Fell in October

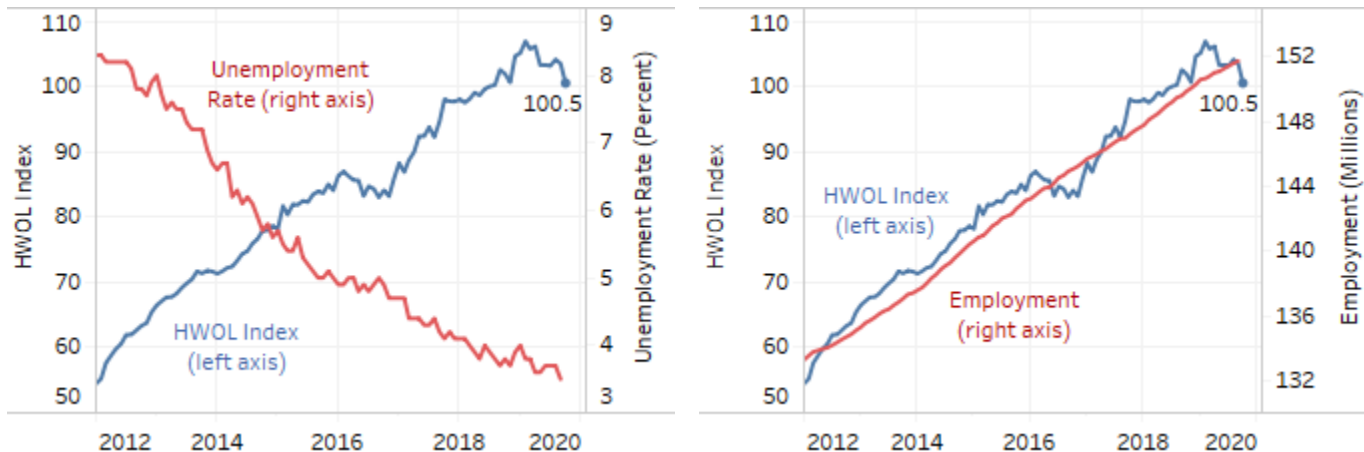
- **HWOL Index fell in October, following a small decrease in September**
- **Most States and Occupations declined**

NEW YORK, November 6, 2019...*The Conference Board Help Wanted OnLine® (HWOL) Index* fell in October and now stands at 100.5 (July 2018=100), down from 103.5 in September. The Index declined 2.9 percent from the prior month and is down 1.4 percent from a year ago.

In the Midwest, both Missouri and North Dakota decreased 3.8 percent. In the Northeast, Connecticut fell 5.2 percent and Rhode Island decreased 4.3 percent. In the South, Kentucky fell 5.2 percent and Delaware decreased 3.9 percent. In the West, Washington declined 5.8 percent and Hawaii decreased 5.3 percent.

The Professional occupational category experienced declines in Arts, design, entertainment, sports, and media (-4.6 percent), Architecture and engineering (-3.9 percent), and Healthcare practitioners and technical (-3.7). The Services/ Production occupational category experienced declines in Production (-4.4 percent) and Healthcare Support (-4.0).

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

[July 2018=100]

Area	HWOL Index ¹			Percent Change		
	Aug. 2019 ^r	Sep. 2019 ^r	Oct. 2019 ^p	1-month		12-month
				Aug. 2019-Sep. 2019	Sep. 2019-Oct. 2019	Oct. 2018-Oct. 2019
United States.....	104.1	103.5	100.5	-0.6	-2.9	-1.4
Census Divisions²						
New England.....	108.9	109.6	105.9	0.6	-3.3	2.7
Middle Atlantic.....	103.6	102.7	100.4	-0.9	-2.2	-0.9
East North Central.....	102.3	102.0	99.0	-0.3	-2.9	-1.7
West North Central.....	103.6	103.9	100.3	0.4	-3.5	-1.7
South Atlantic.....	106.6	105.1	103.0	-1.4	-2.0	1.5
East South Central.....	104.4	104.3	101.2	-0.1	-2.9	0.0
West South Central.....	101.9	100.7	97.5	-1.1	-3.2	-3.2
Mountain.....	103.6	102.7	100.4	-0.9	-2.2	-0.9
Pacific.....	102.8	102.2	98.2	-0.6	-3.9	-3.6
States and MSAs³						
Alabama.....	107.2	104.7	102.4	-2.3	-2.2	1.1
Birmingham.....	105.9	105.2	101.8	-0.7	-3.2	1.0
Alaska.....	103.4	102.8	100.4	-0.5	-2.3	-3.5
Arizona.....	104.2	103.0	99.8	-1.2	-3.1	-1.7
Phoenix.....	106.9	106.9	103.1	-0.1	-3.5	-0.1
Tucson.....	101.6	101.0	98.2	-0.5	-2.8	-0.8
Arkansas.....	96.7	96.3	93.9	-0.4	-2.5	-7.7
California.....	99.2	98.2	94.7	-1.1	-3.5	-6.2
Los Angeles.....	100.4	100.8	98.0	0.3	-2.7	-3.4
Riverside.....	93.6	93.9	92.2	0.3	-1.7	-7.5
Sacramento.....	101.8	101.1	97.9	-0.6	-3.2	-3.8
San Diego.....	101.4	98.2	95.3	-3.1	-2.9	-4.7
San Francisco.....	99.2	97.1	94.0	-2.1	-3.2	-7.9
San Jose.....	102.9	101.6	95.3	-1.3	-6.2	-6.9
Colorado.....	108.3	108.5	105.1	0.1	-3.1	1.1
Denver.....	108.3	108.4	105.5	0.1	-2.7	1.9
Connecticut.....	112.7	111.5	105.7	-1.0	-5.2	2.7
Hartford.....	113.3	112.2	106.7	-1.0	-4.9	2.7
Washington, DC.....	107.0	105.8	103.2	-1.2	-2.4	0.9
Delaware.....	96.6	96.2	92.4	-0.4	-3.9	-9.8
Florida.....	104.3	102.8	100.7	-1.4	-2.0	0.4
Jacksonville.....	107.3	104.5	102.7	-2.7	-1.7	2.7
Miami.....	103.2	100.5	98.2	-2.6	-2.3	-1.5
Orlando.....	107.6	105.0	102.4	-2.4	-2.5	0.7
Tampa.....	104.6	104.5	101.7	-0.1	-2.7	1.8
Georgia.....	108.7	107.1	103.7	-1.4	-3.2	1.2
Atlanta.....	106.1	104.4	101.2	-1.6	-3.1	-0.6
Hawaii.....	105.2	100.6	95.3	-4.4	-5.3	-3.7
Honolulu.....	108.6	101.8	96.5	-6.3	-5.2	-0.9
Idaho.....	104.7	103.2	105.8	-1.5	2.6	3.1

Area	HWOL Index ¹			Percent Change		
				1-month		12-month
	Aug. 2019 ^r	Sep. 2019 ^r	Oct. 2019 ^p	Aug. 2019- Sep. 2019	Sep. 2019- Oct. 2019	Oct. 2018- Oct. 2019
Illinois.....	102.0	102.0	98.6	0.0	-3.3	-1.9
Chicago.....	102.5	102.3	99.0	-0.2	-3.2	-1.7
Indiana.....	100.0	99.2	95.5	-0.8	-3.7	-4.1
Indianapolis.....	100.7	99.8	97.3	-0.9	-2.6	-2.7
Iowa.....	103.7	105.5	102.4	1.7	-2.9	0.7
Kansas.....	100.6	99.9	97.4	-0.7	-2.5	-1.7
Kentucky.....	104.2	104.6	99.1	0.3	-5.2	-0.3
Louisville.....	102.6	103.9	100.9	1.3	-2.9	1.9
Louisiana.....	104.2	101.8	99.0	-2.2	-2.8	-1.2
New Orleans.....	107.7	105.8	103.6	-1.8	-2.1	4.2
Maine.....	118.6	115.3	112.8	-2.8	-2.2	8.5
Maryland.....	104.3	103.5	102.1	-0.8	-1.3	1.9
Baltimore.....	105.4	104.5	104.6	-0.8	0.1	4.1
Massachusetts.....	106.1	107.4	104.5	1.2	-2.7	2.5
Boston.....	107.0	107.9	105.1	0.8	-2.6	2.8
Michigan.....	97.2	98.4	96.2	1.2	-2.2	-3.3
Detroit.....	95.7	97.5	96.0	1.9	-1.6	-3.8
Minnesota.....	103.2	101.9	98.8	-1.3	-3.0	-3.4
Minneapolis-St. Paul.....	103.7	102.3	98.2	-1.3	-4.0	-4.8
Mississippi.....	100.1	100.6	97.6	0.5	-3.0	-0.3
Missouri.....	107.3	107.0	103.0	-0.2	-3.8	0.1
Kansas City.....	104.7	105.2	102.1	0.5	-2.9	1.5
St. Louis.....	106.1	105.6	103.2	-0.5	-2.3	0.7
Montana.....	92.5	92.4	93.3	-0.2	1.0	-6.3
Nebraska.....	99.3	100.9	98.2	1.6	-2.7	-2.6
Nevada.....	101.4	99.8	97.9	-1.5	-1.9	-5.1
Las Vegas.....	105.2	105.6	103.1	0.4	-2.4	-1.1
New Hampshire.....	108.3	107.9	104.6	-0.4	-3.0	0.9
New Jersey.....	102.6	101.7	99.7	-0.8	-2.0	-2.2
New Mexico.....	108.1	106.3	103.3	-1.6	-2.8	1.1
New York.....	102.3	100.4	97.7	-1.8	-2.8	-3.5
Buffalo.....	98.9	97.1	92.1	-1.8	-5.2	-7.6
New York.....	100.8	99.3	97.0	-1.6	-2.3	-4.4
Rochester.....	115.7	117.1	115.1	1.2	-1.7	17.1
North Carolina.....	108.4	107.0	105.7	-1.2	-1.3	3.2
Charlotte.....	114.8	113.2	110.5	-1.4	-2.4	4.5
North Dakota.....	98.6	95.2	91.6	-3.5	-3.8	-7.0
Ohio.....	105.0	103.0	99.7	-1.9	-3.3	0.6
Cincinnati.....	104.4	103.0	99.9	-1.3	-3.0	0.0
Cleveland.....	104.9	104.8	102.8	0.0	-1.9	3.7
Columbus.....	104.9	101.7	98.9	-3.0	-2.8	2.2
Oklahoma.....	92.5	94.3	91.1	1.9	-3.5	-7.1
Oklahoma City.....	88.5	89.5	86.8	1.1	-3.0	-11.0
Oregon.....	101.1	101.7	97.9	0.6	-3.7	-4.7

Area	HWOL Index ¹			Percent Change		
				1-month		12-month
	Aug. 2019 ^r	Sep. 2019 ^r	Oct. 2019 ^p	Aug. 2019- Sep. 2019	Sep. 2019- Oct. 2019	Oct. 2018- Oct. 2019
Portland	101.5	102.5	97.8	1.0	-4.6	-5.1
Pennsylvania.....	105.4	104.7	102.8	-0.7	-1.8	2.1
Philadelphia.....	107.6	108.0	105.7	0.4	-2.2	4.1
Pittsburgh.....	100.6	100.0	97.9	-0.6	-2.1	-1.9
Rhode Island.....	101.6	106.1	101.5	4.4	-4.3	-2.4
Providence	105.3	109.4	104.9	3.9	-4.1	2.7
South Carolina	104.5	103.0	101.2	-1.4	-1.8	0.4
South Dakota.....	98.2	97.4	96.0	-0.8	-1.4	-1.3
Tennessee	104.4	105.3	102.8	0.9	-2.4	0.3
Memphis.....	101.6	101.8	99.3	0.2	-2.4	-1.1
Nashville.....	104.1	104.1	101.2	0.0	-2.8	-0.7
Texas	103.5	102.1	98.5	-1.3	-3.5	-2.4
Austin.....	104.6	103.7	101.6	-0.9	-2.0	0.4
Dallas	107.0	106.9	103.4	-0.1	-3.2	2.4
Houston	107.3	106.0	101.3	-1.2	-4.5	-3.2
San Antonio.....	104.9	105.3	102.1	0.3	-3.0	2.0
Utah	102.7	101.8	101.7	-0.9	0.0	0.1
Salt Lake City	106.6	106.6	105.2	0.1	-1.3	3.4
Vermont	123.3	123.4	121.4	0.1	-1.6	14.2
Virginia	108.3	106.2	104.1	-2.0	-2.0	1.2
Richmond.....	104.8	104.8	100.2	0.0	-4.3	-0.4
Virginia Beach.....	105.3	102.8	103.2	-2.3	0.3	2.9
Washington	114.2	113.8	107.3	-0.3	-5.8	4.6
Seattle-Tacoma	119.8	118.8	110.7	-0.9	-6.8	6.2
West Virginia	108.9	107.1	106.0	-1.6	-1.1	7.1
Wisconsin	104.9	104.0	101.8	-0.9	-2.1	0.0
Milwaukee.....	99.0	98.2	97.2	-0.8	-1.0	-3.7
Wyoming.....	96.9	92.5	92.0	-4.5	-0.5	-8.2

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, October 2019

[July 2018=100]

SOC ²	Occupation ³	HWOL Index ¹			Percent Change		
		Aug. 2019 ^f	Sep. 2019 ^f	Oct. 2019 ^p	1-month		12-month
					Aug. 2019-Sep. 2019	Sep. 2019-Oct. 2019	
	Total	104.1	103.5	100.5	-0.6	-2.9	-1.4
11	Management.....	101.9	101.1	97.8	-0.8	-3.2	-4.6
13	Business and financial operations.....	101.5	99.8	96.3	-1.7	-3.5	-6.0
15	Computer and mathematical science	111.2	111.9	108.0	0.6	-3.5	2.1
17	Architecture and engineering	102.8	103.3	99.3	0.6	-3.9	-5.3
19	Life, physical, and social science	104.3	103.3	103.9	-1.0	0.5	-0.7
21	Community and social services.....	104.6	104.3	102.7	-0.3	-1.6	1.9
23	Legal	102.9	101.1	99.0	-1.7	-2.1	-4.0
25	Education, training, and library	101.1	98.2	99.2	-2.9	1.0	1.8
27	Arts, design, entertainment, sports, and media.....	101.0	97.8	93.3	-3.2	-4.6	-6.2
29	Healthcare practitioners and technical	107.1	106.9	103.0	-0.1	-3.7	2.3
31	Healthcare support	109.5	108.9	104.6	-0.6	-4.0	1.2
33	Protective service.....	101.6	97.0	98.4	-4.5	1.4	1.9
35	Food preparation and serving related	107.3	107.7	105.3	0.4	-2.2	3.6
37	Building and grounds cleaning and maintenance	99.1	99.6	96.5	0.6	-3.1	-2.9
39	Personal care and service	98.8	97.7	95.9	-1.1	-1.9	-3.6
41	Sales and related.....	102.7	101.8	100.2	-0.9	-1.6	-0.5
43	Office and administrative support	101.8	100.3	96.7	-1.5	-3.6	-3.6
45	Farming, fishing, and forestry	94.3	92.6	94.0	-1.8	1.5	-9.1
47	Construction and extraction	100.5	98.9	98.4	-1.6	-0.5	-2.7
49	Installation, maintenance, and repair	99.9	98.2	95.4	-1.7	-2.8	-4.9
51	Production	94.5	93.9	89.8	-0.7	-4.4	-11.0
53	Transportation and material moving	94.5	92.9	92.9	-1.6	-1.6	-7.1

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, October 2019

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	5,118.4	South Atlantic	1,064.2
New England	304.0	East South Central	242.4
Middle Atlantic	636.8	West South Central	491.9
East North Central	719.3	Mountain	409.2
West North Central	383.6	Pacific	822.4

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, October 2019

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	59.7	Montana	19.8
Alaska	14.2	Nebraska	30.4
Arizona	99.0	Nevada	44.3
Arkansas	31.6	New Hampshire	28.0
California	564.8	New Jersey	147.3
Colorado	131.6	New Mexico	30.4
Connecticut	61.0	New York	255.0
Delaware	17.2	North Carolina	154.0
Florida	280.0	North Dakota	15.6
Georgia	175.2	Ohio	186.9
Hawaii	21.1	Oklahoma	43.2
Idaho	24.0	Oregon	70.7
Illinois	198.7	Pennsylvania	236.2
Indiana	90.3	Rhode Island	15.9
Iowa	50.6	South Carolina	68.4
Kansas	42.8	South Dakota	14.3
Kentucky	57.1	Tennessee	94.7
Louisiana	51.6	Texas	368.4
Maine	24.7	Utah	50.6
Maryland	118.1	Vermont	14.6
Massachusetts	159.5	Virginia	178.6
Michigan	144.2	Washington	149.1
Minnesota	133.7	West Virginia	25.6
Mississippi	31.4	Wisconsin	103.2
Missouri	98.1	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, October 2019

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	16.7	Kansas City, MO	40.9
Phoenix, AZ	69.6	St. Louis, MO	50.9
Tucson, AZ	12.7	Las Vegas, NV	29.3
Los Angeles, CA	171.5	Buffalo, NY	13.8
Riverside, CA	34.7	New York, NY	273.0
Sacramento, CA	27.7	Rochester, NY	12.0
San Diego, CA	51.6	Charlotte, NC	46.6
San Francisco, CA	113.5	Cincinnati, OH	38.4
San Jose, CA	60.7	Cleveland, OH	35.6
Denver, CO	76.5	Columbus, OH	40.0
Hartford, CT	24.3	Oklahoma City, OK	18.2
Washington, DC	174.6	Portland, OR	43.5
Jacksonville, FL	20.8	Philadelphia, PA	115.1
Miami, FL	74.2	Pittsburgh, PA	47.1
Orlando, FL	43.0	Providence, RI	22.8
Tampa, FL	45.9	Memphis, TN	19.3
Atlanta, GA	113.0	Nashville, TN	38.3
Honolulu, HI	14.4	Austin, TX	44.0
Chicago, IL	157.8	Dallas, TX	119.8
Indianapolis, IN	32.4	Houston, TX	81.8
Louisville, KY	21.1	San Antonio, TX	29.4
New Orleans, LA	19.0	Salt Lake City, UT	26.3
Baltimore, MD	63.6	Richmond, VA	22.5
Boston, MA	125.8	Virginia Beach, VA	26.5
Detroit, MI	66.6	Seattle-Tacoma, WA	101.7
Minneapolis, MN	90.3	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.

About The Conference Board

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Publication Schedule, The Conference Board Help Wanted OnLine®

<u>Data for the Month</u>	<u>Release Date</u>
November 2019	December 11, 2019
December 2019	January 15, 2020
January 2020	February 12, 2020
February 2020	March 11, 2020
March 2020	April 15, 2020
April 2020	May 13, 2020
May 2020	June 10, 2020

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