THE CONFERENCE BOARD

News Release

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Online Labor Demand Rose in December

- **HWOL Index rose in December, following a small decline in November**
- **Most States and Occupations experienced a small increase**

NEW YORK, January 15, 2020…*The Conference Board Help Wanted OnLine® (HWOL)* **Index** rose in December and now stands at 102.4 (July 2018=100), up from 101.7 in November. The Index declined 0.3 percent from the prior month and is down 2.0 percent from a year ago.

In the Midwest, Kansas increased 2.7 percent and Nebraska grew 2.3 percent. In the Northeast, Rhode Island grew 2.6 percent and Maine fell 1.5 percent. In the South, Virginia increased 2.1 percent and Arkansas increased 1.3 percent. In the West, Oregon declined 2.5 percent and New Mexico grew 1.7 percent.

The Professional occupational category experienced increases in Community and social services (2.0 percent), Healthcare practitioners (1.8 percent), Architecture and engineering (1.0 percent), and Computer and mathematical science (0.7). The Services/Production occupational category experienced increases in Farming, fishing, and forestry (3.9 percent), Building and grounds (3.6 percent), Healthcare Support (2.5 percent), Personal care and service (1.4 percent).

Help Wanted OnLine™ (HWOL) Index: United States, seasonally adjusted, December 2019
[July 2018=100]
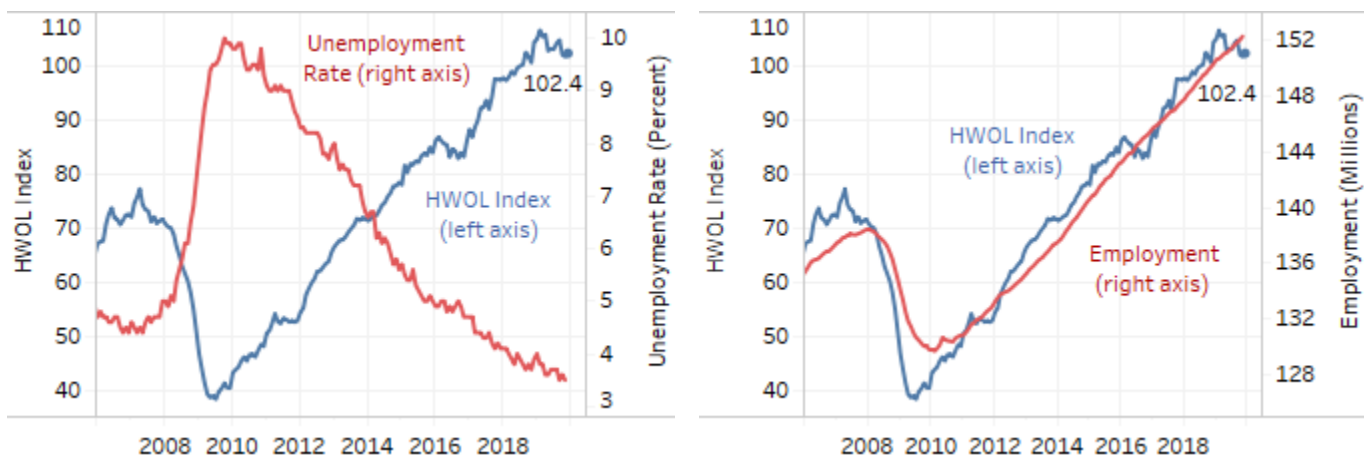
Sources: The Conference Board, Bureau of Labor Statistics

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, December 2019
[July 2018=100]

Area	HWOL Index[1]			Percent Change		
				1-month		12-month
	Oct. 2019[r]	Nov. 2019[r]	Dec. 2019[p]	Oct. 2019- Nov. 2019	Nov. 2019- Dec. 2019	Dec. 2018- Dec. 2019
United States..................................	102.1	101.7	102.4	-0.3	0.6	-2.0
Census Divisions[2]						
New England.............................	107.5	107.7	107.5	0.2	-0.2	1.8
Middle Atlantic	102.2	102.8	102.5	0.6	-0.3	-2.3
East North Central	100.6	100.2	100.4	-0.4	0.2	-3.1
West North Central....................	101.9	101.5	102.4	-0.4	1.0	-2.3
South Atlantic............................	104.7	104.5	105.5	-0.2	1.0	0.3
East South Central	102.0	102.5	103.1	0.6	0.5	-0.4
West South Central....................	99.1	99.8	100.4	0.7	0.7	-3.0
Mountain....................................	102.2	102.8	102.5	0.6	-0.3	-2.3
Pacific..	100.7	100.6	100.9	-0.1	0.3	-4.0
States and MSAs[3]						
Alabama	103.4	103.9	104.2	0.4	0.4	0.7
Birmingham..........................	103.3	107.6	108.2	4.2	0.6	3.9
Alaska..	101.6	102.0	102.6	0.3	0.6	-4.2
Arizona	102.0	102.3	103.6	0.3	1.3	-2.3
Phoenix	105.8	106.2	107.8	0.4	1.5	-1.5
Tucson..................................	100.4	102.2	104.3	1.8	2.0	0.6
Arkansas....................................	94.6	94.6	95.8	0.0	1.3	-6.6
California....................................	96.4	96.6	96.7	0.2	0.1	-6.9
Los Angeles	99.4	99.2	99.9	-0.2	0.7	-4.4
Riverside	93.3	94.2	94.4	0.9	0.2	-8.6
Sacramento	99.3	99.4	102.2	0.2	2.8	-2.9
San Diego	97.5	97.2	98.6	-0.3	1.4	-3.9
San Francisco........................	95.7	96.3	95.3	0.6	-1.0	-9.2
San Jose................................	98.8	98.4	96.7	-0.5	-1.7	-8.9
Colorado....................................	106.7	107.3	108.4	0.5	1.1	2.3
Denver	107.5	108.1	108.5	0.6	0.3	3.3
Connecticut	109.3	109.2	109.0	-0.1	-0.2	1.6
Hartford	110.6	110.1	110.7	-0.5	0.6	1.7
Washington, DC.........................	105.3	105.8	107.1	0.4	1.2	1.2
Delaware	96.9	96.2	96.2	-0.8	0.0	-8.9
Florida	102.8	102.8	103.0	0.0	0.2	1.2
Jacksonville	105.2	105.8	108.2	0.6	2.3	5.5
Miami...................................	100.6	100.7	102.3	0.1	1.5	-0.2
Orlando	106.2	104.5	105.0	-1.6	0.4	-0.4
Tampa	104.2	102.6	103.2	-1.5	0.6	1.0
Georgia......................................	105.5	104.9	106.2	-0.6	1.2	-0.2
Atlanta	103.3	103.1	104.0	-0.2	0.9	-0.8
Hawaii	97.4	100.4	101.3	3.1	0.9	-4.4
Honolulu	98.7	102.1	101.6	3.4	-0.5	-3.6

Area	HWOL Index[1]			Percent Change		
				1-month		12-month
	Oct. 2019[r]	Nov. 2019[r]	Dec. 2019[p]	Oct. 2019-Nov. 2019	Nov. 2019-Dec. 2019	Dec. 2018-Dec. 2019
Idaho	107.7	105.5	105.0	-2.0	-0.5	5.0
Illinois......................................	99.9	99.2	98.5	-0.7	-0.6	-4.0
Chicago...............................	100.8	100.1	99.2	-0.7	-0.9	-3.6
Indiana	96.6	97.4	98.9	0.9	1.5	-2.3
Indianapolis..........................	99.3	100.3	101.9	0.9	1.6	-1.7
Iowa	104.2	105.5	106.3	1.2	0.8	1.3
Kansas	98.2	97.7	100.3	-0.5	2.7	-3.6
Kentucky...................................	100.1	101.1	101.1	1.0	0.0	-2.2
Louisville	101.9	103.8	101.0	1.9	-2.7	-3.0
Louisiana	100.0	101.6	101.6	1.6	0.0	-2.6
New Orleans.........................	105.5	107.4	109.1	1.9	1.6	3.0
Maine	109.8	110.4	108.7	0.5	-1.5	6.2
Maryland	103.3	102.6	102.9	-0.7	0.3	-0.3
Baltimore	106.0	105.9	105.8	-0.1	-0.1	1.2
Massachusetts...........................	106.2	106.3	105.4	0.1	-0.8	1.1
Boston..................................	106.8	107.4	106.9	0.6	-0.5	1.4
Michigan...................................	98.0	96.7	96.6	-1.3	-0.1	-4.2
Detroit.................................	98.1	97.2	98.0	-1.0	0.8	-3.4
Minnesota	99.9	98.7	99.3	-1.2	0.6	-4.6
Minneapolis-St. Paul............	99.8	100.1	100.7	0.4	0.6	-5.4
Mississippi	98.5	98.4	98.9	-0.1	0.6	0.7
Missouri....................................	103.9	103.6	103.9	-0.2	0.3	-1.2
Kansas City	103.5	103.4	104.4	-0.1	1.0	-0.4
St. Louis...............................	104.3	104.4	104.2	0.1	-0.2	-1.5
Montana....................................	95.1	94.8	95.7	-0.3	1.0	1.5
Nebraska	100.2	101.7	104.0	1.5	2.3	0.0
Nevada	100.3	102.2	103.0	2.0	0.8	0.4
Las Vegas.............................	104.2	107.1	108.5	2.8	1.3	2.7
New Hampshire	106.0	106.3	107.5	0.3	1.1	0.0
New Jersey	100.9	103.7	102.5	2.8	-1.2	-3.9
New Mexico...............................	105.6	103.9	105.7	-1.7	1.7	-0.4
New York	99.8	99.0	99.0	-0.8	0.0	-5.1
Buffalo.................................	94.4	94.6	96.4	0.2	1.9	-7.6
New York...............................	98.8	99.7	98.8	0.9	-0.9	-6.0
Rochester.............................	118.2	119.3	118.1	0.9	-1.0	14.7
North Carolina	106.3	107.0	106.6	0.7	-0.4	-0.9
Charlotte..............................	112.5	113.1	114.8	0.5	1.5	2.3
North Dakota.............................	93.3	93.0	93.5	-0.3	0.5	-10.7
Ohio..	100.6	100.8	101.6	0.2	0.9	-2.3
Cincinnati	101.0	101.1	100.6	0.1	-0.5	-4.1
Cleveland..............................	103.5	102.6	103.5	-0.9	0.9	1.6
Columbus	100.6	100.2	102.1	-0.4	1.9	0.6
Oklahoma	92.7	95.1	95.0	2.6	-0.2	-5.5
Oklahoma City......................	88.5	90.2	89.9	1.9	-0.3	-9.6

| Area | HWOL Index[1] | | | Percent Change | | |
| | | | | 1-month | | 12-month |
	Oct. 2019[r]	Nov. 2019[r]	Dec. 2019[p]	Oct. 2019-Nov. 2019	Nov. 2019-Dec. 2019	Dec. 2018-Dec. 2019
Oregon	100.3	99.5	97.0	-0.7	-2.5	-6.5
Portland	99.9	100.5	97.6	0.6	-2.9	-7.6
Pennsylvania.............................	104.4	105.2	104.8	0.7	-0.3	0.7
Philadelphia.........................	107.5	108.3	107.4	0.7	-0.8	1.5
Pittsburgh............................	99.4	100.8	102.3	1.4	1.5	-0.2
Rhode Island..............................	105.1	107.2	110.0	2.1	2.6	1.5
Providence	107.0	108.5	109.3	1.4	0.7	2.1
South Carolina	103.5	102.8	103.4	-0.6	0.5	-2.1
South Dakota.............................	97.8	97.6	97.8	-0.2	0.2	-6.3
Tennessee	103.5	104.1	105.3	0.6	1.2	0.4
Memphis...............................	100.7	99.4	99.6	-1.3	0.2	-2.9
Nashville...............................	103.5	104.9	106.1	1.4	1.1	0.9
Texas	100.5	100.8	101.7	0.4	0.8	-2.2
Austin....................................	103.7	104.9	106.6	1.1	1.6	0.9
Dallas	105.5	106.4	108.3	0.9	1.8	2.7
Houston	103.0	103.4	102.5	0.3	-0.8	-2.3
San Antonio..........................	102.6	102.1	101.2	-0.5	-0.9	-1.6
Utah	103.8	104.8	105.3	1.0	0.4	1.5
Salt Lake City	106.8	107.6	108.1	0.8	0.5	1.8
Vermont	122.0	122.9	123.5	0.7	0.5	12.6
Virginia	105.7	105.6	107.8	-0.1	2.1	0.2
Richmond	101.3	100.1	102.8	-1.2	2.7	-2.8
Virginia Beach......................	104.1	103.2	104.0	-0.9	0.7	-3.4
Washington	113.8	113.4	114.4	-0.4	0.9	5.6
Seattle-Tacoma	118.5	118.0	119.5	-0.5	1.3	8.2
West Virginia	105.9	106.7	106.0	0.7	-0.6	5.4
Wisconsin	104.1	106.1	105.4	1.9	-0.7	-2.7
Milwaukee............................	98.3	99.7	99.3	1.4	-0.4	-6.1
Wyoming	94.6	93.0	91.4	-1.7	-1.7	-9.3

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, December 2019

[July 2018=100]

SOC[2]	Occupation[3]	HWOL Index[1]			Percent Change		
					1-month		12-month
		Oct. 2019[r]	Nov. 2019[r]	Dec. 2019[p]	Oct. 2019- Nov. 2019	Nov. 2019- Dec. 2019	Dec. 2018- Dec. 2019
	Total	102.1	101.7	102.4	-0.3	0.6	-2.0
11	Management..	100.0	100.2	99.8	0.2	-0.5	-5.8
13	Business and financial operations.................	98.4	98.5	99.1	0.1	0.6	-5.5
15	Computer and mathematical science	111.2	111.5	112.3	0.3	0.7	0.9
17	Architecture and engineering	101.8	101.5	102.5	-0.3	1.0	-6.0
19	Life, physical, and social science	105.1	104.8	104.8	-0.2	-0.1	4.2
21	Community and social services.....................	103.5	103.4	105.5	-0.1	2.0	0.0
23	Legal	100.8	105.3	104.9	4.5	-0.4	0.1
25	Education, training, and library	102.3	102.6	103.0	0.3	0.3	1.7
27	Arts, design, entertainment, sports, and media..	94.8	96.3	96.5	1.6	0.2	-3.8
29	Healthcare practitioners and technical	104.4	103.9	105.8	-0.5	1.8	1.2
31	Healthcare support	104.2	105.1	107.8	0.9	2.5	-0.5
33	Protective service..	100.0	101.5	101.9	1.5	0.4	3.7
35	Food preparation and serving related	106.0	104.6	104.4	-1.3	-0.2	0.8
37	Building and grounds cleaning and maintenance	97.2	98.2	101.7	1.0	3.6	-0.8
39	Personal care and service	94.1	94.6	95.9	0.6	1.4	-2.7
41	Sales and related...	102.3	103.1	102.6	0.8	-0.4	0.0
43	Office and administrative support	98.1	98.5	98.6	0.4	0.1	-3.6
45	Farming, fishing, and forestry......................	95.5	90.4	93.9	-5.3	3.9	-5.6
47	Construction and extraction	99.7	99.3	98.1	-0.4	-1.2	-7.8
49	Installation, maintenance, and repair	97.2	97.3	96.9	0.1	-0.4	-7.7
51	Production	91.6	91.1	90.7	-0.6	-0.4	-12.9
53	Transportation and material moving	93.2	93.2	93.2	0.1	0.1	-4.2

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, December 2019

Area[1]	Total Ads[2] (Thousands)	Area[1]	Total Ads[2] (Thousands)
United States	5,311.6	South Atlantic	1,106.4
New England	311.9	East South Central	253.6
Middle Atlantic	648.5	West South Central	516.6
East North Central	737.7	Mountain	410.6
West North Central	397.4	Pacific	839.3

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, December 2019

State	Total Ads[1] (Thousands)	State	Total Ads[1] (Thousands)
Alabama	61.5	Montana	19.0
Alaska	14.6	Nebraska	32.4
Arizona	100.8	Nevada	47.3
Arkansas	32.2	New Hampshire	28.3
California	577.6	New Jersey	148.1
Colorado	130.1	New Mexico	29.3
Connecticut	61.7	New York	259.3
Delaware	17.4	North Carolina	164.5
Florida	284.3	North Dakota	14.9
Georgia	180.5	Ohio	186.0
Hawaii	22.5	Oklahoma	44.4
Idaho	22.9	Oregon	70.3
Illinois	197.2	Pennsylvania	241.8
Indiana	95.8	Rhode Island	17.1
Iowa	51.5	South Carolina	70.4
Kansas	46.1	South Dakota	13.7
Kentucky	60.3	Tennessee	99.9
Louisiana	55.8	Texas	382.5
Maine	24.8	Utah	52.6
Maryland	123.6	Vermont	14.8
Massachusetts	165.2	Virginia	188.8
Michigan	149.6	Washington	155.0
Minnesota	134.5	West Virginia	27.1
Mississippi	31.9	Wisconsin	105.4
Missouri	101.0	Wyoming	8.5

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, December 2019

MSA[1]	Total Ads[2] (Thousands)	MSA[1]	Total Ads[2] (Thousands)
Birmingham, AL	17.6	Kansas City, MO	42.9
Phoenix, AZ	70.7	St. Louis, MO	52.9
Tucson, AZ	13.1	Las Vegas, NV	32.1
Los Angeles, CA	174.0	Buffalo, NY	14.7
Riverside, CA	35.6	New York, NY	272.7
Sacramento, CA	29.2	Rochester, NY	11.8
San Diego, CA	52.7	Charlotte, NC	49.4
San Francisco, CA	119.3	Cincinnati, OH	39.0
San Jose, CA	60.1	Cleveland, OH	36.2
Denver, CO	75.4	Columbus, OH	37.3
Hartford, CT	24.2	Oklahoma City, OK	18.0
Washington, DC	183.0	Portland, OR	44.1
Jacksonville, FL	22.6	Philadelphia, PA	116.8
Miami, FL	75.8	Pittsburgh, PA	48.2
Orlando, FL	40.8	Providence, RI	24.0
Tampa, FL	47.9	Memphis, TN	19.5
Atlanta, GA	116.8	Nashville, TN	40.4
Honolulu, HI	15.2	Austin, TX	47.3
Chicago, IL	156.4	Dallas, TX	124.7
Indianapolis, IN	35.1	Houston, TX	82.8
Louisville, KY	22.3	San Antonio, TX	30.7
New Orleans, LA	19.9	Salt Lake City, UT	27.7
Baltimore, MD	65.6	Richmond, VA	23.2
Boston, MA	130.8	Virginia Beach, VA	26.9
Detroit, MI	69.9	Seattle-Tacoma, WA	105.3
Minneapolis, MN	91.8	Milwaukee, WI	31.6

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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CEB, Inc. is a leading supplier of real-time business intelligence solutions for the talent marketplace. Using technology to gather data from corporate career sites and online job boards, CEB, Inc. builds products to help our users make better human capital decisions faster. Users of our products include corporate human resources departments, market analysts and employment services firms as well as the federal, state and local labor market analysts that use HWOL. For more information, please visit: www.wantedanalytics.com.

HAVER ANALYTICS®
Haver Analytics is the premier provider of time series data for the Global Strategy and Research community. Haver Analytics was founded in 1978 as a consulting firm and today provides the highest quality data and software for industry professionals. Haver provides products and services to clients in financial services, government, academia and various industry groups from consulting to manufacturing. From more information please see: http://www.haver.com/contact.html.

Publication Schedule, The Conference Board Help Wanted OnLine®

Data for the Month	Release Date
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