

News Release

For further information:

Carol Courter 212-339-0232 / courter@conference-board.org

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Online Labor Demand Remained Essentially Flat in January

- January was essentially unchanged, following a small increase in December
- Despite slight downward trend over the past year, HWOL Index still remains at high level

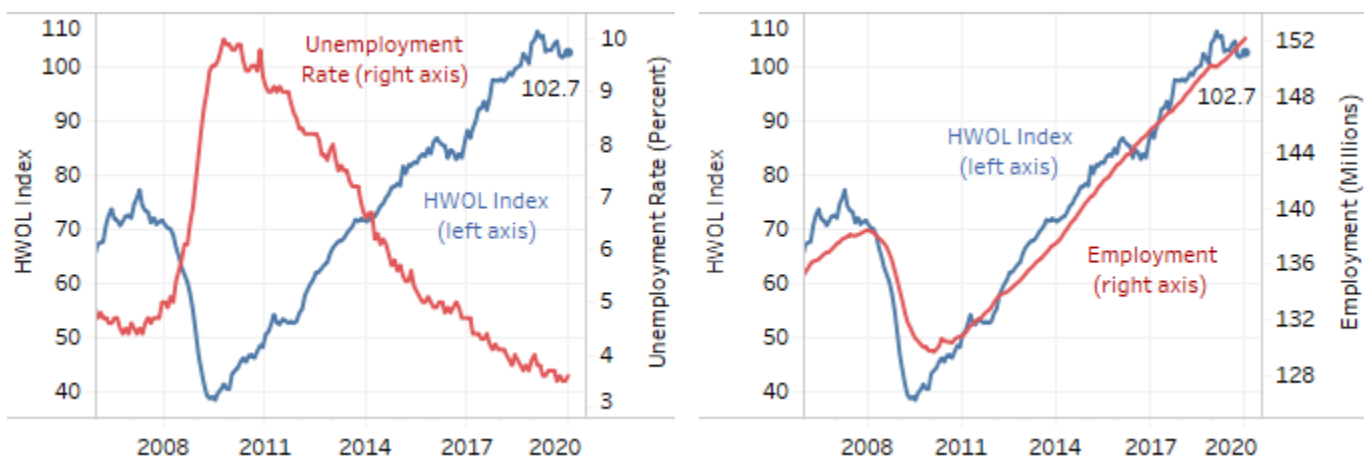
NEW YORK, February 12, 2020...*The Conference Board®-Burning Glass® Help Wanted OnLine™ (HWOL) Index* increased slightly in January and now stands at 102.7 (July 2018=100), up from 102.4 in December. The Index increased 0.6 percent from November to December, but is down 2.2 percent from a year ago.

The HWOL Index has been on a slight downward trend in the past year but remains at a high level. Together with other leading labor market indicators, the HWOL Index suggests that employment growth will remain solid in the coming months.

The Help Wanted OnLine™ Index is produced in collaboration with Burning Glass Technologies, the global pioneer in real-time labor market data and analysis. This new collaboration enhances the Help Wanted OnLine™ program by providing additional insights into important labor market trends.

Help Wanted OnLine™ (HWOL) Index: United States, seasonally adjusted, January 2020

[July 2018=100]



Sources: The Conference Board, Burning Glass Technologies, 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 Burning Glass Technologies, Inc.

Table 1. HWOL Data Series: Total ads by Census Division, seasonally adjusted, January 2020

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	5,633.3	South Atlantic	1,109.5
New England	276.2	East South Central	256.9
Middle Atlantic	596.9	West South Central	659.1
East North Central	771.1	Mountain	558.7
West North Central	372.7	Pacific	1,125.1

Source: The Conference Board, Burning Glass Technologies

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 2. HWOL Data Series: Total ads by State, seasonally adjusted, January 2020

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	58.0	Montana	12.7
Alaska	17.7	Nebraska	43.2
Arizona	168.6	Nevada	72.6
Arkansas	22.4	New Hampshire	19.3
California	810.2	New Jersey	144.7
Colorado	165.4	New Mexico	34.7
Connecticut	55.0	New York	256.8
Delaware	12.5	North Carolina	201.0
Florida	337.4	North Dakota	10.6
Georgia	155.2	Ohio	207.8
Hawaii	25.8	Oklahoma	64.0
Idaho	33.7	Oregon	81.2
Illinois	209.4	Pennsylvania	202.0
Indiana	103.9	Rhode Island	16.6
Iowa	40.3	South Carolina	52.6
Kansas	52.0	South Dakota	9.6
Kentucky	68.2	Tennessee	111.4
Louisiana	65.1	Texas	507.6
Maine	11.5	Utah	49.2
Maryland	107.6	Vermont	7.6
Massachusetts	174.6	Virginia	186.1
Michigan	145.6	Washington	153.1
Minnesota	117.5	West Virginia	10.0
Mississippi	21.7	Wisconsin	114.0
Missouri	102.8	Wyoming	5.0

Source: The Conference Board, Burning Glass Technologies

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

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Table 3. HWOL Data Series: Total ads by selected MSAs, seasonally adjusted, January 2020

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	20.0	Kansas City, MO	59.1
Phoenix, AZ	134.4	St. Louis, MO	57.7
Tucson, AZ	24.7	Las Vegas, NV	52.3
Los Angeles, CA	262.0	Buffalo, NY	29.3
Riverside, CA	65.8	New York, NY	293.1
Sacramento, CA	49.3	Rochester, NY	12.8
San Diego, CA	82.6	Charlotte, NC	65.0
San Francisco, CA	158.9	Cincinnati, OH	49.5
San Jose, CA	72.0	Cleveland, OH	44.8
Denver, CO	107.3	Columbus, OH	56.2
Hartford, CT	22.2	Oklahoma City, OK	34.1
Washington, DC	171.6	Portland, OR	63.2
Jacksonville, FL	36.9	Philadelphia, PA	117.7
Miami, FL	108.3	Pittsburgh, PA	50.1
Orlando, FL	51.4	Providence, RI	19.2
Tampa, FL	74.7	Memphis, TN	31.7
Atlanta, GA	111.4	Nashville, TN	54.7
Honolulu, HI	24.0	Austin, TX	64.9
Chicago, IL	180.2	Dallas, TX	204.0
Indianapolis, IN	55.3	Houston, TX	99.0
Louisville, KY	34.8	San Antonio, TX	45.2
New Orleans, LA	28.9	Salt Lake City, UT	29.2
Baltimore, MD	67.5	Richmond, VA	40.5
Boston, MA	147.5	Virginia Beach, VA	52.6
Detroit, MI	87.2	Seattle-Tacoma, WA	107.8
Minneapolis, MN	97.6	Milwaukee, WI	46.4

Source: The Conference Board, Burning Glass Technologies

1. Metropolitan areas are based on 2013 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®-Burning Glass® 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 50,000 online job domains 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. With the December 2018 revision, The Conference Board released the HWOL Index, improving 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.

In 2019, the **Help Wanted OnLine™** program partnered with Burning Glass Technologies, Inc., the new sole provider of online job ad data for HWOL. With the partnership, the HWOL Data Series has been revised historically 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. The HWOL Data Series begins in January 2015 and the HWOL Index begins in December 2005. HWOL Index values prior to 2020 are based on job ads collected by CEB, Inc.

Those 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>.

About The Conference Board

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About Burning Glass Technologies, Inc.

Burning Glass Technologies delivers job market analytics that empower employers, workers, and educators to make data-driven decisions. Powered by the world's largest and most sophisticated database of labor market data and talent, Burning Glass Technologies analyzes hundreds of millions of job postings and real-life career transitions to provide insight into labor market patterns. 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.burning-glass.com

Publication Schedule, The Conference Board Help Wanted OnLine®

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

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