

News Release

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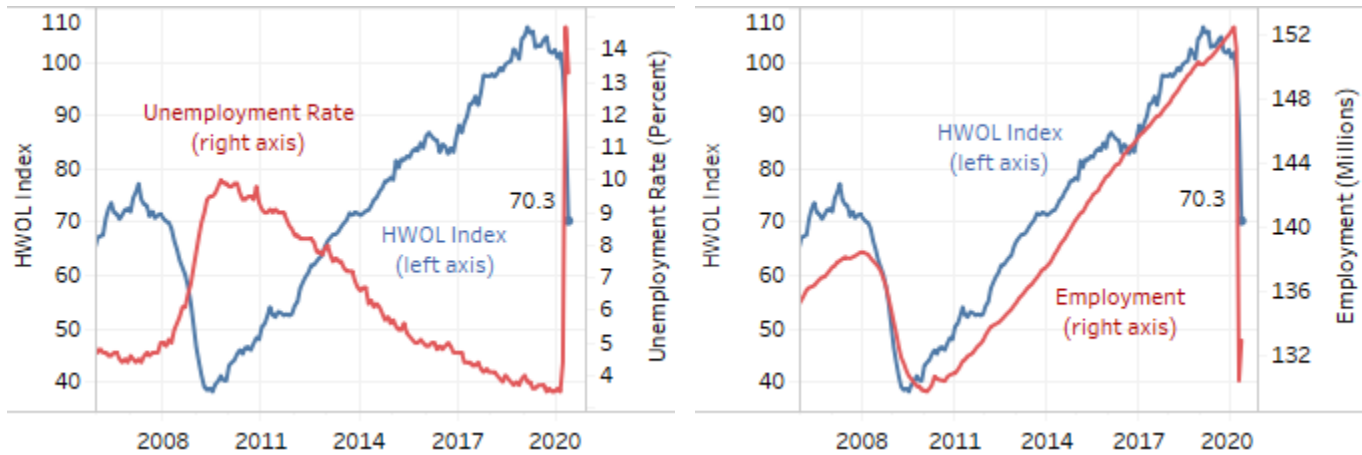
Online Labor Demand Continued to Fall in May

NEW YORK, June 10, 2020...*The Conference Board®-Burning Glass® Help Wanted OnLine™ (HWOL) Index* fell in May and now stands at 70.3 (July 2018=100), down from an upwardly revised 88.6 in April. The Index declined 10.0 percent from March to April and is down 31.6 percent from a year ago.

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 recent 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, May 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, May 2020

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	4,397.7	South Atlantic	868.9
New England	212.4	East South Central	209.3
Middle Atlantic	480.4	West South Central	507.1
East North Central	619.4	Mountain	408.1
West North Central	302.7	Pacific	799.4

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, May 2020

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	38.2	Montana	9.2
Alaska	12.4	Nebraska	35.8
Arizona	134.2	Nevada	48.2
Arkansas	17.1	New Hampshire	17.7
California	597.1	New Jersey	116.7
Colorado	126.2	New Mexico	27.7
Connecticut	38.8	New York	192.7
Delaware	11.0	North Carolina	160.8
Florida	235.3	North Dakota	7.1
Georgia	124.9	Ohio	177.8
Hawaii	17.8	Oklahoma	50.4
Idaho	23.7	Oregon	66.4
Illinois	154.4	Pennsylvania	165.8
Indiana	85.7	Rhode Island	12.6
Iowa	32.0	South Carolina	38.1
Kansas	37.0	South Dakota	6.8
Kentucky	58.6	Tennessee	88.6
Louisiana	57.7	Texas	383.3
Maine	9.1	Utah	36.5
Maryland	91.0	Vermont	4.2
Massachusetts	126.9	Virginia	156.2
Michigan	115.9	Washington	111.4
Minnesota	106.5	West Virginia	8.7
Mississippi	16.1	Wisconsin	90.9
Missouri	80.2	Wyoming	3.8

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, May 2020

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	11.0	Kansas City, MO	42.8
Phoenix, AZ	102.7	St. Louis, MO	45.1
Tucson, AZ	18.1	Las Vegas, NV	34.4
Los Angeles, CA	178.3	Buffalo, NY	20.8
Riverside, CA	50.2	New York, NY	221.2
Sacramento, CA	37.8	Rochester, NY	10.5
San Diego, CA	59.4	Charlotte, NC	51.5
San Francisco, CA	119.5	Cincinnati, OH	45.2
San Jose, CA	57.6	Cleveland, OH	36.2
Denver, CO	78.9	Columbus, OH	46.1
Hartford, CT	14.1	Oklahoma City, OK	26.7
Washington, DC	138.6	Portland, OR	51.4
Jacksonville, FL	28.2	Philadelphia, PA	99.0
Miami, FL	67.7	Pittsburgh, PA	44.0
Orlando, FL	34.2	Providence, RI	14.7
Tampa, FL	54.8	Memphis, TN	25.1
Atlanta, GA	88.3	Nashville, TN	41.5
Honolulu, HI	15.7	Austin, TX	49.8
Chicago, IL	132.6	Dallas, TX	152.0
Indianapolis, IN	42.6	Houston, TX	69.1
Louisville, KY	29.7	San Antonio, TX	37.1
New Orleans, LA	24.6	Salt Lake City, UT	19.3
Baltimore, MD	56.1	Richmond, VA	34.4
Boston, MA	107.3	Virginia Beach, VA	43.7
Detroit, MI	67.6	Seattle-Tacoma, WA	86.3
Minneapolis, MN	83.0	Milwaukee, WI	38.8

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

Prior to 2020, The Conference Board constructed the HWOL Index based solely on online job ads over time. Using a methodology designed to reduce non-economic volatility contributed by online job sources, the HWOL Index served an effective measure of changes in labor demand over time.

Beginning January 2020, the HWOL Index was refined as an estimate of change in job openings (based on BLS JOLTS), using a series of econometric models which incorporate job ads with other macroeconomic indicators such as employment and aggregate hours worked. By adopting a modeled approach which combines other data sources with data on online job ads, the HWOL Index more accurately tracks important movements in the labor market.

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, Help Wanted OnLine™

<u>Data for the Month</u>	<u>Release Date</u>
June 2020	July 15, 2020
July 2020	August 11, 2020
August 2020	September 11, 2020
September 2020	October 5, 2020
October 2020	November 10, 2020
November 2020	December 9, 2020

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