

News Release

For further information:

Joseph DiBlasi: Joseph.DiBlasi@conference-board.org

Release #8076

For Immediate Release 10:00 AM ET, Wednesday June 9, 2021

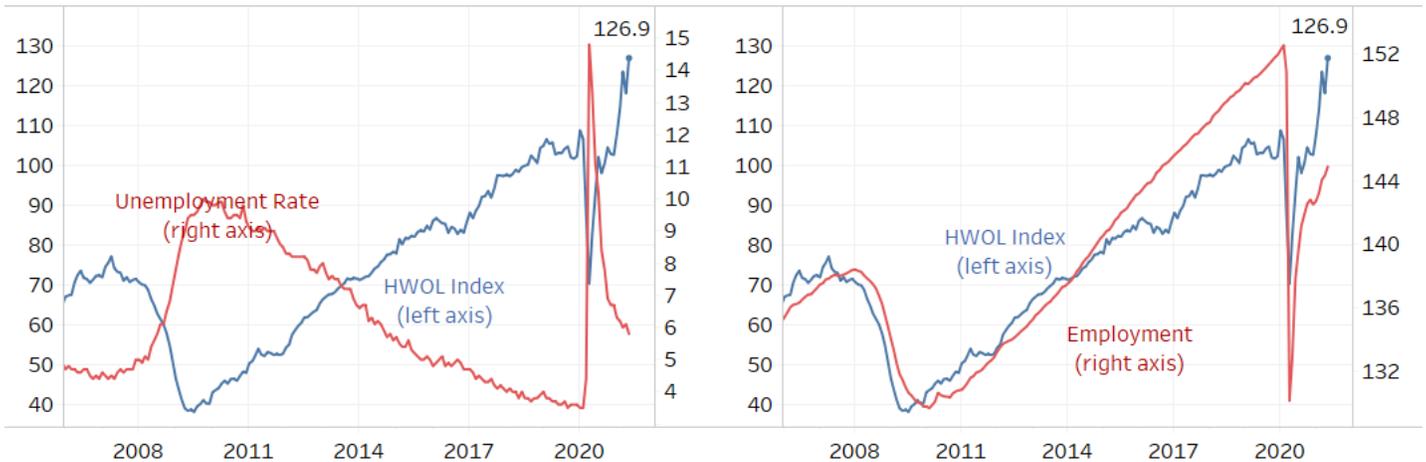
Online Labor Demand Rises in May

NEW YORK, June 9, 2021... *The Conference Board®-Burning Glass® Help Wanted OnLine® (HWOL) Index* rose in May and now stands at 126.9 (July 2018=100), up from 118.1 in April. The Index declined 4.4 percent from March to April and is up 53.2 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 2021

[July 2018=100]



Sources: The Conference Board, Burning Glass Technologies, Bureau of Labor Statistics

© 2021 The Conference Board. All rights reserved.

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 2021

Area ¹	Total Ads ² (Thousands)	Area ¹	Total Ads ² (Thousands)
United States	7,566.1	South Atlantic	1,518.3
New England	350.2	East South Central	379.2
Middle Atlantic	755.5	West South Central	884.8
East North Central	1,067.7	Mountain	720.8
West North Central	544.7	Pacific	1,328.9

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

© 2021 The Conference Board. All rights reserved.

Table 2. HWOL Data Series: Total ads by State, seasonally adjusted, May 2021

State	Total Ads ¹ (Thousands)	State	Total Ads ¹ (Thousands)
Alabama	86.7	Montana	22.8
Alaska	20.4	Nebraska	58.8
Arizona	203.7	Nevada	87.8
Arkansas	37.7	New Hampshire	27.6
California	964.1	New Jersey	175.4
Colorado	219.0	New Mexico	41.7
Connecticut	73.4	New York	340.2
Delaware	15.8	North Carolina	264.1
Florida	512.9	North Dakota	17.7
Georgia	237.9	Ohio	286.6
Hawaii	27.5	Oklahoma	85.6
Idaho	47.5	Oregon	112.4
Illinois	254.7	Pennsylvania	239.4
Indiana	144.5	Rhode Island	20.6
Iowa	71.2	South Carolina	87.0
Kansas	76.5	South Dakota	18.0
Kentucky	90.6	Tennessee	158.5
Louisiana	92.3	Texas	665.1
Maine	17.4	Utah	87.6
Maryland	117.8	Vermont	10.7
Massachusetts	201.9	Virginia	220.4
Michigan	224.5	Washington	206.8
Minnesota	163.6	West Virginia	16.5
Mississippi	42.5	Wisconsin	157.8
Missouri	139.2	Wyoming	8.5

Source: The Conference Board, Burning Glass Technologies

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

© 2021 The Conference Board. All rights reserved.

Table 3. HWOL Data Series: Total ads by selected MSAs, seasonally adjusted, May 2021

MSA ¹	Total Ads ² (Thousands)	MSA ¹	Total Ads ² (Thousands)
Birmingham, AL	25.5	Kansas City, MO	77.9
Phoenix, AZ	149.0	St. Louis, MO	68.7
Tucson, AZ	28.1	Las Vegas, NV	57.7
Los Angeles, CA	308.2	Buffalo, NY	33.0
Riverside, CA	83.1	New York, NY	349.3
Sacramento, CA	58.7	Rochester, NY	25.3
San Diego, CA	97.7	Charlotte, NC	74.5
San Francisco, CA	161.4	Cincinnati, OH	64.5
San Jose, CA	75.8	Cleveland, OH	59.4
Denver, CO	125.9	Columbus, OH	56.3
Hartford, CT	29.2	Oklahoma City, OK	36.1
Washington, DC	168.3	Portland, OR	83.1
Jacksonville, FL	46.4	Philadelphia, PA	128.7
Miami, FL	160.5	Pittsburgh, PA	64.5
Orlando, FL	66.8	Providence, RI	25.1
Tampa, FL	92.9	Memphis, TN	38.5
Atlanta, GA	145.3	Nashville, TN	64.3
Honolulu, HI	18.8	Austin, TX	79.9
Chicago, IL	204.8	Dallas, TX	240.6
Indianapolis, IN	54.9	Houston, TX	115.7
Louisville, KY	40.2	San Antonio, TX	55.9
New Orleans, LA	35.9	Salt Lake City, UT	46.2
Baltimore, MD	67.2	Richmond, VA	43.3
Boston, MA	156.1	Virginia Beach, VA	60.7
Detroit, MI	114.2	Seattle-Tacoma, WA	141.7
Minneapolis, MN	115.0	Milwaukee, WI	55.7

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

© 2021 The Conference Board. All rights reserved.

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

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.

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

Help Wanted OnLine® Publication Schedule

<u>Data for the Month</u>	<u>Release Date</u>
June 2021	July 07, 2021
July 2021	August 11, 2021
August 2021	September 08, 2021
September 2021	October 13, 2021
October 2021	November 10, 2021
November 2021	December 08, 2021

© The Conference Board 2021. All data contained in this press release are protected by United States and international copyright laws. The data displayed are provided for informational purposes only and may only be accessed, reviewed, and/or used in accordance with, and the permission of, The Conference Board consistent with a subscriber or license agreement and the Terms of Use displayed on our website at www.conference-board.org. The data and analysis contained herein may not be used, redistributed, published, or posted by any means without express written permission from The Conference Board.

COPYRIGHT TERMS OF USE. All material in this press release and on Our Sites is protected by United States and international copyright laws. You must abide by all copyright notices and restrictions contained in Our Sites. You may not reproduce, distribute (in any form including over any local area or other network or service), display, perform, create derivative works of, sell, license, extract for use in a database, or otherwise use any materials (including computer programs and other code) in this press release or on Our Sites (collectively, "Site Material"), except that you may download Site Material in the form of one machine-readable copy that you will use only for personal, noncommercial purposes, and only if you do not alter Site Material or remove any trademark, copyright or other notice displayed on the Site Material. If you are a subscriber to any of the services offered on Our Sites, you may be permitted to use Site Material, according to the terms of your subscription agreement.

TRADEMARKS. "THE CONFERENCE BOARD", the TORCH LOGO, "THE CONFERENCE BOARD HELP WANTED ONLINE", and any other logos, indicia and trademarks featured in this press release or on Our Sites are trademarks owned by The Conference Board, Inc. in the United States and other countries ("Our Trademarks"). You may not use Our Trademarks in connection with any product or service that does not belong to us nor in any manner that is likely to cause confusion among users about whether The Conference Board is the source, sponsor, or endorser of the product or service, nor in any manner that disparages or discredits us.

Violators of these rights will be prosecuted to the full extent of the law. Nothing herein shall restrict the use of the information by news journalists using