

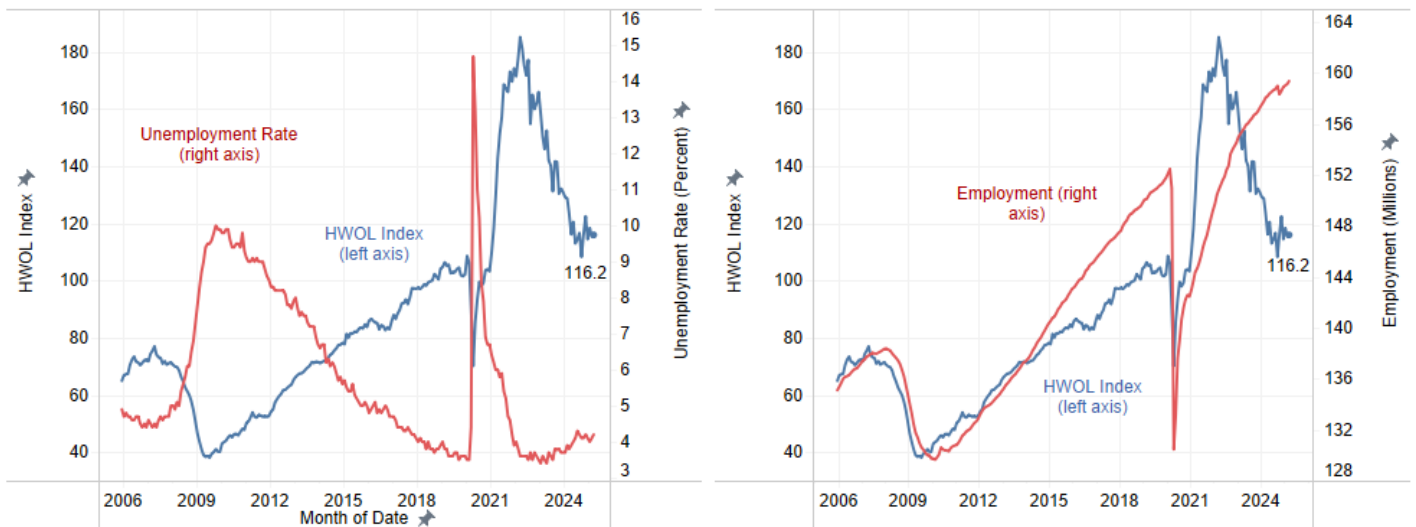
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## Online Labor Demand Increased in March

**NEW YORK, April 9, 2025...** *The Conference Board–Lightcast Help Wanted OnLine® (HWOL) Index* increased in March 2025 to 116.2 (July 2018=100), up from a downwardly revised 115.6 in February. The 0.5% increase between March and February followed a 2.5% decrease between February and January. Overall, the Index is down 6% from one year ago.

The HWOL Index measures the change in advertised online job vacancies over time, reflecting monthly trends in employment opportunities across the US. The *Help Wanted OnLine®* Index is produced in collaboration with Lightcast, the global leader in real-time labor market data and analysis. This 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, March 2025



[July 2018=100]

Sources: The Conference Board, Lightcast, 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 Lightcast.

**Table 1. HWOL Data Series: Total ads by Census Division, seasonally adjusted, March 2025**

Area <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)	Area <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)
<b>United States</b>	6,318.0	South Atlantic	1,282.6
New England	365.2	East South Central	336.3
Middle Atlantic	720.8	West South Central	726.6
East North Central	916.4	Mountain	549.6
West North Central	478.5	Pacific	928.5

**Source: The Conference Board, Lightcast**

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, March 2025**

State	Total Ads <sup>1</sup> (Thousands)	State	Total Ads <sup>1</sup> (Thousands)
Alabama	88.1	Montana	24.4
Alaska	22.3	Nebraska	41.0
Arizona	137.7	Nevada	67.3
Arkansas	44.0	New Hampshire	40.8
California	620.3	New Jersey	159.6
Colorado	158.1	New Mexico	43.3
Connecticut	81.0	New York	317.7
Delaware	21.6	North Carolina	208.7
Florida	414.7	North Dakota	23.0
Georgia	192.9	Ohio	236.3
Hawaii	33.4	Oklahoma	66.3
Idaho	38.1	Oregon	92.4
Illinois	251.3	Pennsylvania	243.6
Indiana	126.6	Rhode Island	24.8
Iowa	66.8	South Carolina	94.3
Kansas	67.7	South Dakota	27.7
Kentucky	74.2	Tennessee	136.2
Louisiana	71.7	Texas	544.3
Maine	27.3	Utah	69.0
Maryland	101.0	Vermont	16.4
Massachusetts	175.1	Virginia	193.2
Michigan	171.5	Washington	159.0
Minnesota	127.9	West Virginia	19.6
Mississippi	38.1	Wisconsin	129.9
Missouri	123.5	Wyoming	11.3

**Source: The Conference Board, Lightcast**

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, March 2025**

MSA <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)	MSA <sup>1</sup>	Total Ads <sup>2</sup> (Thousands)
Birmingham, AL	24.7	Kansas City, MO	59.7
Phoenix, AZ	104.4	St. Louis, MO	59.1
Tucson, AZ	19.8	Las Vegas, NV	42.7
Los Angeles, CA	199.2	Buffalo, NY	22.9
Riverside, CA	52.8	New York, NY	303.1
Sacramento, CA	40.9	Rochester, NY	25.6
San Diego, CA	60.9	Charlotte, NC	58.7
San Francisco, CA	94.3	Cincinnati, OH	51.0
San Jose, CA	50.7	Cleveland, OH	45.3
Denver, CO	92.7	Columbus, OH	53.1
Hartford, CT	31.8	Oklahoma City, OK	31.4
Washington, DC	142.6	Portland, OR	59.5
Jacksonville, FL	34.3	Philadelphia, PA	119.8
Miami, FL	115.2	Pittsburgh, PA	58.5
Orlando, FL	50.7	Providence, RI	32.3
Tampa, FL	69.9	Memphis, TN	23.4
Atlanta, GA	120.2	Nashville, TN	59.4
Honolulu, HI	21.4	Austin, TX	66.1
Chicago, IL	191.3	Dallas, TX	166.0
Indianapolis, IN	49.0	Houston, TX	112.3
Louisville, KY	27.8	San Antonio, TX	45.1
New Orleans, LA	24.6	Salt Lake City, UT	38.2
Baltimore, MD	56.7	Richmond, VA	39.3
Boston, MA	136.4	Virginia Beach, VA	45.0
Detroit, MI	76.4	Seattle-Tacoma, WA	100.4
Minneapolis, MN	90.9	Milwaukee, WI	41.8

**Source: The Conference Board, Lightcast**

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.

**HWOL Annual Revision.** With the May 2024 press release, the HWOL program has incorporated its annual revision, which helps ensure the accuracy and consistency of the HWOL Data Series. This year's annual revision includes updates to the Occupational coding, the Industry coding, and the Geography coding for the HWOL Data Series from January 2015-forward. The HWOL Index has also been updated from January 2020-forward.

In August 2024, Lightcast and The Conference Board identified a technical coding error in the HWOL Data Series. The HWOL Data Series was historically revised from March 2024-present with the release of the July 2024 data.

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**The Conference Board-Lightcast 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, Lightcast (formerly Emsi Burning Glass) joined the **Help Wanted OnLine®** program as the new sole provider of online job ad data for HWOL. With this 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 note 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 Lightcast**

As the global leader in labor market analytics, Lightcast illuminates the future of work with data-driven talent strategies. Formerly Emsi Burning Glass, Lightcast finds purpose in sharing the insights that build communities, educators, and companies, and takes pride in knowing our work helps others find fulfillment, too. Headquartered in Boston, Massachusetts, and Moscow, Idaho, Lightcast is active in more than 30 countries and has offices in the United Kingdom, Italy, New Zealand, and India. Lightcast is backed by global private equity leader KKR. <https://lightcast.io/>

## Help Wanted OnLine® Publication Schedule

<u>Data for the Month</u>	<u>Release Date</u>
April	May 7, 2025
May	June 16, 2025
June	July 14, 2025
July	August 11, 2025
August	September 10, 2025
September	October 8, 2025
October	November 12, 2025
November	December 10, 2025

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