

June 2015
Online Job Advertisements Data for California
(from The Conference Board's Help Wanted OnLine™ Data Series)

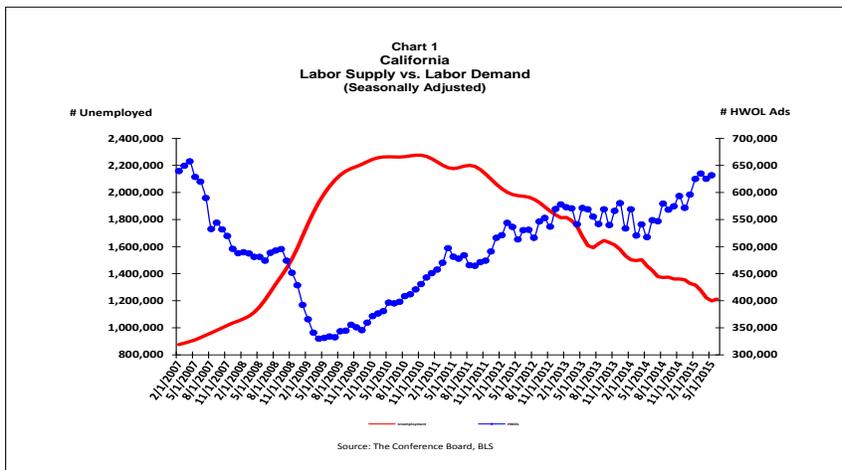
The Help Wanted Online Data Series (HWOL) fills a critical gap in the current U.S. economic indicators by providing timely monthly measures of labor demand (advertised vacancies) at the national, regional, state, and metropolitan area levels. These monthly measures are comparable in timing and geographic detail to the Bureau of Labor Statistics (BLS) monthly measures of labor supply (unemployment). The Conference Board's HWOL program is one of the earliest published indicators of economic activity from the previous month, with data publication centered around the first of each month. The program provides measures of levels and rates for both total online ads and new online ads. The online vacancy program is one of the few economic indicators to provide occupational detail with national estimates published at the major occupational group level, state, and Metropolitan Statistical Area estimates at higher level aggregates. To provide users with a broader analytical view of labor supply and labor demand, The Conference Board press release includes the most recent available data from the BLS on labor supply (unemployment) along with average wages offered for occupations.¹

Nation

The nation saw a decrease in online job advertisements for June 2015, in comparison to May 2015. Nationally, there were 5,300,700 seasonally adjusted advertised jobs for June 2015, a decrease of 144,300 from May 2015. “The first half of 2015 shows moderate growth with a strong first quarter partially offset by a weak second quarter,”² said Gad Levanon, managing director of Macroeconomic and Labor Market Research.

California

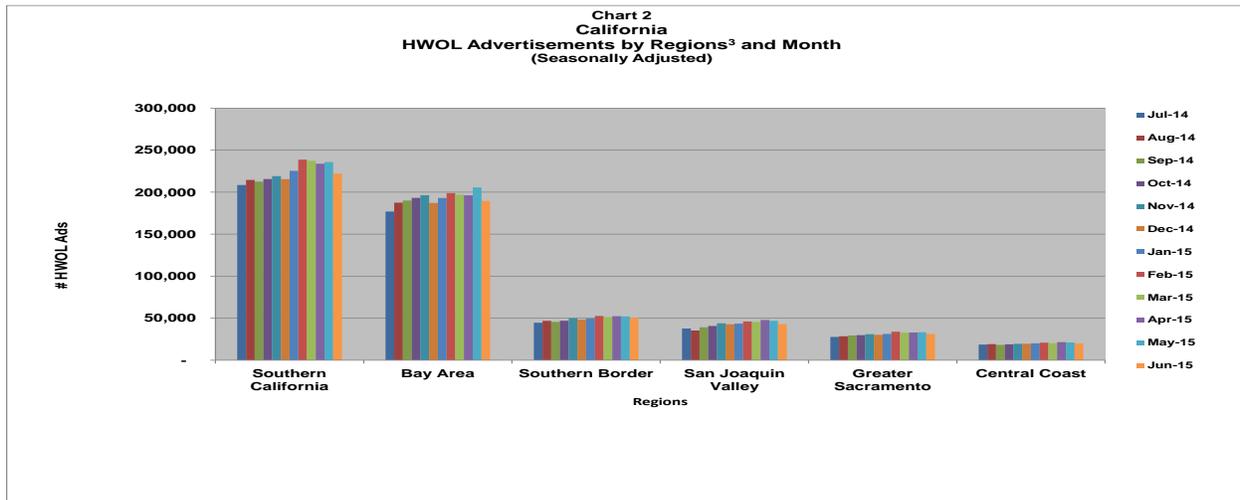
The West had a total of 1,294,100 job advertisements in June 2015, a decrease of 53,000 from May 2015. The Conference Board reports that California lost 38,000 job advertisements from May 2015 to June 2015.



- California reported 593,700 job advertisements for June 2015.
- The state saw a decrease of 38,000 job advertisements from May 2015 to June 2015.

California Regions³

All the regions in California saw an increase in year-over job advertisements from June 2014 to June 2015. All the regions in California, however, experienced a decrease in month-over job advertisements from May 2015 to June 2015.



- The Greater Sacramento region experienced an increase of 10 percent in year-over job advertisements from June 2014 to June 2015. This region, however, saw a decrease of a little more than 6 percent in month-over job advertisements from May 2015 to June 2015.
- The Bay Area region saw an increase of 5 percent in year-over job advertisements from June 2014 to June 2015. This region, however, witnessed a decrease of roughly 8 percent in month-over job advertisements from May 2015 to June 2015.
- The Central Coast witnessed an increase of 5 percent in year-over job advertisements from June 2014 to June 2015. This region, however, experienced a decrease of 5 percent in month-over job advertisements from May 2015 to June 2015.
- The Southern Border saw an increase of 11 percent in year-over job advertisements from June 2014 to June 2015. This region, however, experienced a decrease of a little more than 3 percent in month-over job advertisements from May 2015 to June 2015.
- The San Joaquin Valley region saw an increase of 1 percent in year-over job advertisements from June 2014 to June 2015. This region, however, experienced a decrease of a little more than 8 percent in month-over job advertisements from May 2015 to June 2015.

Except in the Bay Area region, the number of unemployed individuals continued to exceed the number of advertised jobs. The supply/demand non-seasonally adjusted rate for the nation was 1.54 for May 2015. Adjusting for seasonality, the supply/demand rate for the nation was 1.54 as well. California's supply/demand rate for the same period was 1.84 for non-seasonally adjusted and 1.92 for seasonally adjusted. This shows that, for May 2015, there were roughly two unemployed individuals for every online-advertised job in California (seasonally adjusted).

The different regions within California vary in their supply/demand rate with all regions above the national level except for the Bay Area and the Central Coast.

<i>Region</i>	<i>No. HWOL Ads⁵ (March 2015)⁶</i>	<i>No. HWOL Ads⁵ (February 2015)⁶</i>	<i>No. Unemployed⁷ (February 2015)</i>	<i>S/D Rate (February 2015)</i>
Southern California	237,407	238,759	546,400	2.29
Bay Area	196,940	198,911	126,000	0.63
Southern Border	51,480	52,664	98,800	1.88
San Joaquin Valley	45,571	46,012	208,100	4.52
Greater Sacramento	32,881	33,887	75,000	2.21
Central Coast	20,218	20,835	44,600	2.14

S/D = Supply/Demand Rate

- The San Joaquin Valley region has the highest supply/demand rate among the California regions with roughly four unemployed individuals for every advertised job.
- The Bay Area region shows the lowest supply/demand rate with roughly one unemployed individual for every advertised job.

The Southern California region, which has the largest number of unemployed individuals, had a 2.2 supply/demand rate or two unemployed individuals for every advertised vacancy.

Although the supply/demand rate is higher than the nation's rate, California showed year-over improvement from May 2014 to May 2015. All regions in California experienced a proportional increase in advertisements even with the fluctuations of unemployment. There were fewer unemployed individuals for every online advertised job for May 2014 than there were for May 2015.

<i>Region</i>	<i>May 2014⁶</i>			<i>May 2015⁶</i>		
	<i>No. HWOL Ads⁵</i>	<i>No. Unemployed⁷</i>	<i>S/D Rate</i>	<i>No. HWOL Ads⁵</i>	<i>No. Unemployed⁷</i>	<i>S/D Rate</i>
Southern California	201,774	572,500	2.84	235,859	518,400	2.20
Bay Area	170,642	133,900	0.78	205,611	112,600	0.55
Southern Border	43,292	112,900	2.61	52,168	94,200	1.81
San Joaquin Valley	42,128	208,700	4.95	46,863	181,500	3.87
Greater Sacramento	27,588	79,900	2.90	33,288	67,400	2.02
Central Coast	19,145	49,000	2.56	21,112	32,200	1.53

S/D = Supply/Demand Rate is the number of unemployed persons divided by the number of total ads and reflects the latest month for which unemployment data is available.

¹ The Conference Board Help Wanted OnLine™ Data Series Technical Notes.

http://www.conference-board.org/pdf_free/press/TechnicalPDF_4801_1367344685.pdf

² Online Labor Demand Falls 144,300 in June. *The Conference Board Help Wanted Online™* Web. (July 1, 2015)

http://www.conference-board.org/pdf_free/press/PressPDF_5493_1435677738.pdf

³ Regions are as defined by the California Economic Strategy Panel. The Northern Sacramento Valley, Central Sierra, and Northern California regions were not included in this analysis because The Conference Board data is broken out by Metropolitan Statistical Area (MSA), and MSA data do not cover these regions.

⁴ Numbers are based on The Conference Board's seasonally adjusted metropolitan statistical areas and/or Bureau of Labor Statistics Local Area Unemployment Statistics smoothed seasonally adjusted metropolitan area estimates.

⁵ Number of HWOL ads are from The Conference Board. Total ads are all unduplicated ads appearing during the reference period. This figure includes ads from the previous months that have been reposted as well as new ads. The Conference Board data are "unduplicated" at the geographic level of analysis (i.e., the county, Metropolitan Statistical Area, or state level). Therefore, sub-state areas will not sum exactly to the statewide figures.

⁶ As part of the HWOL annual program revisions, a number of updates to the time series and historical series data were implemented. For details, please see the HWOL Technical Notes and Program Notes.

⁷ Number of unemployed individuals are from the Bureau of Labor Statistics and represents preliminary data. Data reflect the latest month which unemployment data for metropolitan areas are available.

⁸ Supply /Demand Rate. Please note that the Supply/Demand rate only provides a measure of relative tightness of the labor market and does not suggest that job advertisements align with the education, training, and skills of the unemployed.

Note: The Conference Board conducted the annual Help Wanted Online™ Data Series (HWOL) program revisions. "With the 2013 press release, the HWOL program is incorporating its annual revision, which ensures the accuracy and consistency of the time series. This year's annual revisions include the introduction of the 2010 SOC occupational codes, several updates to the HWOL unduplicated methodology, and the annual update of seasonal adjustment factors. To insure the consistency of the HWOL time series, data for the full-time series from May 2005 to the present have been recalculated using the new standards. The annual revision has left most levels and trends relatively consistent with the prior series".² For specific details, please see the HWOL Program Notes on page 8 of The Conference Board's News Release <http://www.conference-board.org/press/pressdetail.cfm?pressid=5493> . The data and analysis included in this paper reflect the new program revisions and should not be used as a comparison to prior Employment Development Department/Labor Market Information Division monthly HWOL publications.

Visit the following websites for more information:

U.S. Labor Data
Bureau of Labor Statistics
<http://www.bls.gov/>

HWOL Data Series
The Conference Board
<http://www.conference-board.org/data/helpwantedonline.cfm>

California Regional Breakouts
California Economic Strategy Panel
<http://www.calmis.ca.gov/file/maps/GreenJobsbyESP.pdf>

Labor Market Information
California Employment Development Department
<http://labormarketinfo.edd.ca.gov/>