

REPORT: ONLINE JOB ADS INCREASED IN JULY



Online advertised vacancies rose 139,200 in July to 4.3 million, according to *The Conference Board Help Wanted OnLine Data Series* released Tuesday. The gap between the number of unemployed and advertised vacancies stood at 3.52 unemployed for every advertised vacancy in June, which is down from a peak of 4.73 in October 2009. "After rising sharply in December and January, online job demand for the nation as a whole has settled into a more modest pattern over the last six months, with increases that have averaged about 43,000 per month," said June Shelp, Vice President at The Conference Board. "The gains in job demand vary across the country with some East Coast states—New York, New Jersey, Pennsylvania, Virginia, Delaware and Maryland—posting steady and strong upward trends throughout this year. Steady but more modest improvement better characterizes online job demand in other states like Washington, Ohio, Oregon and Texas." The Conference Board report measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas. In the West, labor demand increased by 56,600, bolstered by a rise of 34,800 in California. The Midwest rose by 42,800, which followed a combined loss of 12,000 in May and June. Illinois had the largest gain in the region and was largely the result of an increase in ads for management positions. Online advertised vacancies in the South rose in July by 30,000, reflecting gains in four out of the six large States. The Northeast region grew at a slower pace this month; it gained 12,900 online advertised agencies. After a surge in June (23,775), New York rose 6,800 in July to its highest level since March 2008.

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