



April 2014 Labor Supply versus Labor Demand

Online job advertisements in South Carolina, as reported by the Conference Board’s Help Wanted OnLine® (HWOL) data series, showed an increase of 2,493 ads from March to April 2014. Compared to April 2013, South Carolina had an increase of approximately 5,200 ads. Across the United States, online ads saw an increase of 28,916 in the last month.

Labor demand in the Trident Workforce Area (Berkeley, Charleston, and Dorchester counties) was greatest with 15,008 posted advertisements. The Midlands Workforce Area (Fairfield, Lexington, and Richland counties) followed with 13,041 online ads. All twelve workforce areas experienced some level of increase from the previous month. Statewide, the labor supply (the unemployed) versus demand (online advertisements) ratio remained at 2:1.

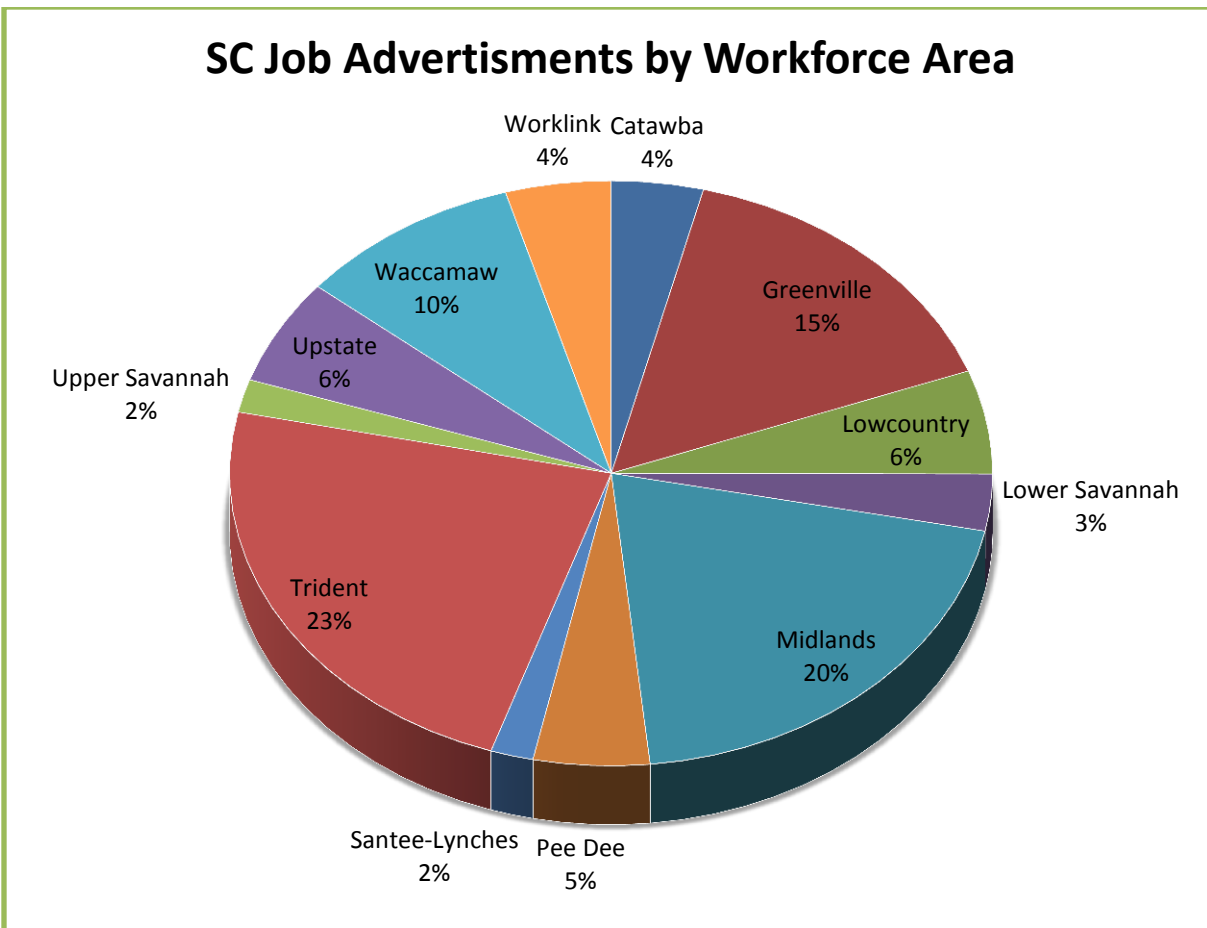
Of all the online ads, Heavy and Tractor-Trailer Truck Drivers had the highest number of statewide advertisements during the month with 3,627, followed by Registered Nurses with 3,047. Rounding out the top five occupations were First-Line Supervisors of Retail Sales Workers, Retail Salespersons, and Customer Service Representatives.

Supply-Demand Ratio by Workforce Area for April 2014

Workforce Area	Job Openings	Unemployed	Unemployed per Opening Ratio
Catawba	2,508	9,522	4:1
Greenville	9,954	9,293	1:1
Lowcountry	3,695	4,887	1:1
Lower Savannah	2,018	8,214	4:1
Midlands	13,041	14,980	1:1
Pee Dee	3,173	9,384	3:1
Santee-Lynches	1,167	5,126	4:1
Trident	15,008	14,034	1:1
Upper Savannah	1,174	5,682	5:1
Upstate	3,768	8,891	2:1
Waccamaw	6,133	9,522	2:1
Worklink	2,890	7,763	3:1
South Carolina (SA)	62,011	114,413	2:1
United States (SA)	4,923,031	9,753,000	2:1

(SA) Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine® data series, The US Department of Labor: Bureau of Labor Statistics, South Carolina Department of Employment and Workforce: Labor Market Information



The Conference Board Help Wanted OnLine® (HWOL) data series measures online jobs advertisements (rounded) from about 16,000 major Internet job sites and smaller job sites that serve niche markets and smaller geographic areas. Online job advertisement may or may not have multiples job openings. The level of ads in print and online can change for reasons not related to overall job demand.

Source: The Conference Board Help Wanted OnLine® data series, The US Department of Labor: Bureau of Labor Statistics, South Carolina Department of Employment and Workforce: Labor Market Information