



February 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 696 ads from January to February 2014. Compared to February 2013, South Carolina had approximately 300 fewer ads. Across the United States, online ads saw a decrease of 45,800 in the last month.

Labor demand in the Trident Workforce Area (Berkeley, Charleston, and Dorchester counties) was greatest with 12,955 posted advertisements. The Midlands Workforce Area (Fairfield, Lexington, and Richland counties) followed with 11,816 online ads. All 12 workforce areas experienced some level of an increase from the previous month. Statewide, the labor supply (the unemployed) versus demand rate remained at 2:1.

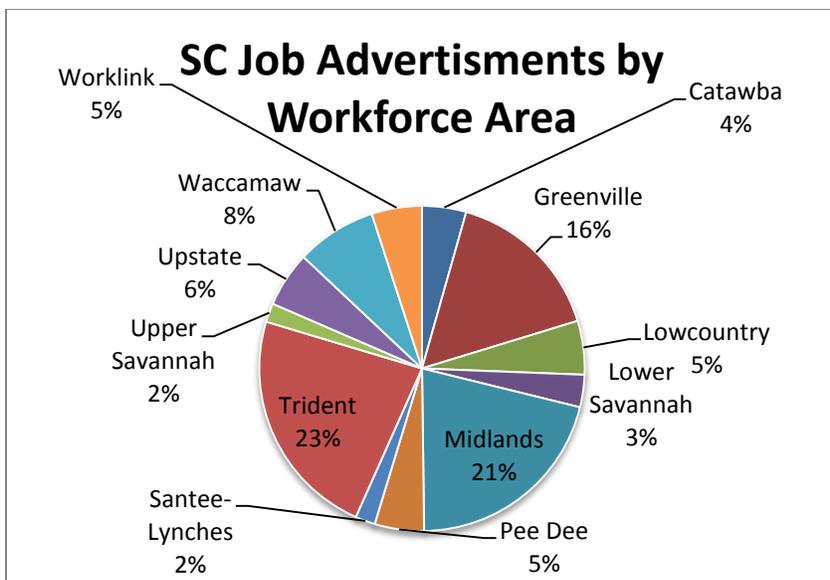
Of all the online ads, Heavy and Tractor-Trailer Truck Drivers had the highest number of statewide advertisements during the month with 2,976; followed by Registered Nurses with 2,757. Rounding out the top five occupations were First-Line Supervisors of Retail Sales Workers, Retail Salespersons, and Customer Service Representatives.

Supply-Demand Ratio by Workforce Area for February 2014

Workforce Area	Job Ads	Unemployed	Unemployed per Opening Ratio
Catawba	2,472	11,101	4:1
Greenville	8,959	9,400	1:1
Lowcountry	3,013	5,140	2:1
Lower Savannah	1,816	9,571	5:1
Midlands	11,816	15,113	1:1
Pee Dee	2,763	10,070	4:1
Santee-Lynches	1,110	5,411	5:1
Trident	12,955	14,624	1:1
Upper Savannah	1,055	6,191	6:1
Upstate	3,105	9,217	3:1
Waccamaw	4,502	11,101	2:1
Worklink	2,816	8,181	3:1
South Carolina (SA)	62,237	124,373	2:1
United States (SA)	5,186,200	10,459,000	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