



July 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 3,623 ads from June to July 2014. Compared to July 2013, South Carolina had an increase of 7,125 ads. Across the United States, online ads saw a decrease of 15,454 in the last month.

Labor demand in the Trident Workforce Area (Berkeley, Charleston, and Dorchester counties) was greatest with 13,986 posted advertisements. The Midlands Workforce Area (Fairfield, Lexington, and Richland counties) followed with 13,064 online ads. Five of the twelve workforce areas experienced some level of an increase from the previous month. Statewide, the labor supply (the unemployed) versus demand (online advertisements) ratio remained at 2:1.

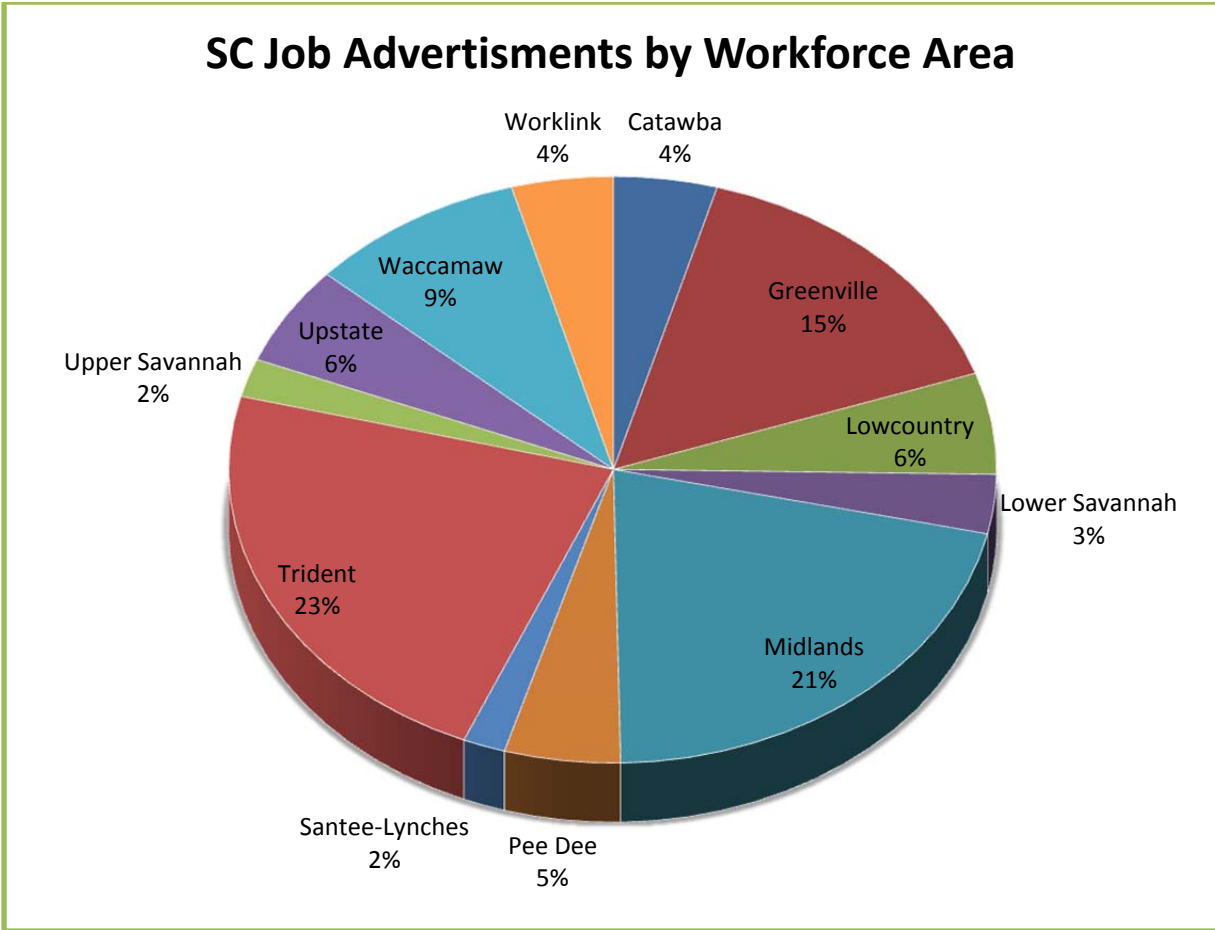
Of all the online ads in South Carolina, Heavy and Tractor-Trailer Truck Drivers had the highest number of advertisements during July 2014 with 3,588, followed by Registered Nurses (3,319). Rounding out the top five occupations were First-Line Supervisors of Retail Sales Workers (2,111), Retail Salespersons (1,891), and Customer Service Representatives (1,569).

Supply-Demand Ratio by Workforce Area for July 2014

| Workforce Area | Job Openings | Unemployed | Unemployed per Opening Ratio |
|---------------------|--------------|------------|------------------------------|
| Catawba | 2,683 | 11,548 | 4:1 |
| Greenville | 9,456 | 12,037 | 1:1 |
| Lowcountry | 3,453 | 6,610 | 2:1 |
| Lower Savannah | 2,011 | 12,231 | 6:1 |
| Midlands | 13,064 | 19,844 | 2:1 |
| Pee Dee | 3,005 | 11,870 | 4:1 |
| Santee-Lynches | 1,097 | 6,825 | 6:1 |
| Trident | 13,986 | 18,991 | 1:1 |
| Upper Savannah | 1,301 | 7,340 | 6:1 |
| Upstate | 3,382 | 11,461 | 3:1 |
| Waccamaw | 5,629 | 11,548 | 2:1 |
| Worklink | 2,639 | 10,641 | 4:1 |
| South Carolina (SA) | 64,568 | 124,670 | 2:1 |
| United States (SA) | 5,060,085 | 9,671,000 | 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: Business Intelligence Department



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: Business Intelligence Department