



June 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 868 ads from May to June 2014. Compared to June 2013, South Carolina had an increase of 2,410 ads. Across the United States, online ads saw an increase of 155,943 in the last month.

Labor demand in the Trident Workforce Area (Berkeley, Charleston, and Dorchester counties) was greatest with 14,336 posted advertisements. The Midlands Workforce Area (Fairfield, Lexington, and Richland counties) followed with 12,796 online ads. Fifty percent of the 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.

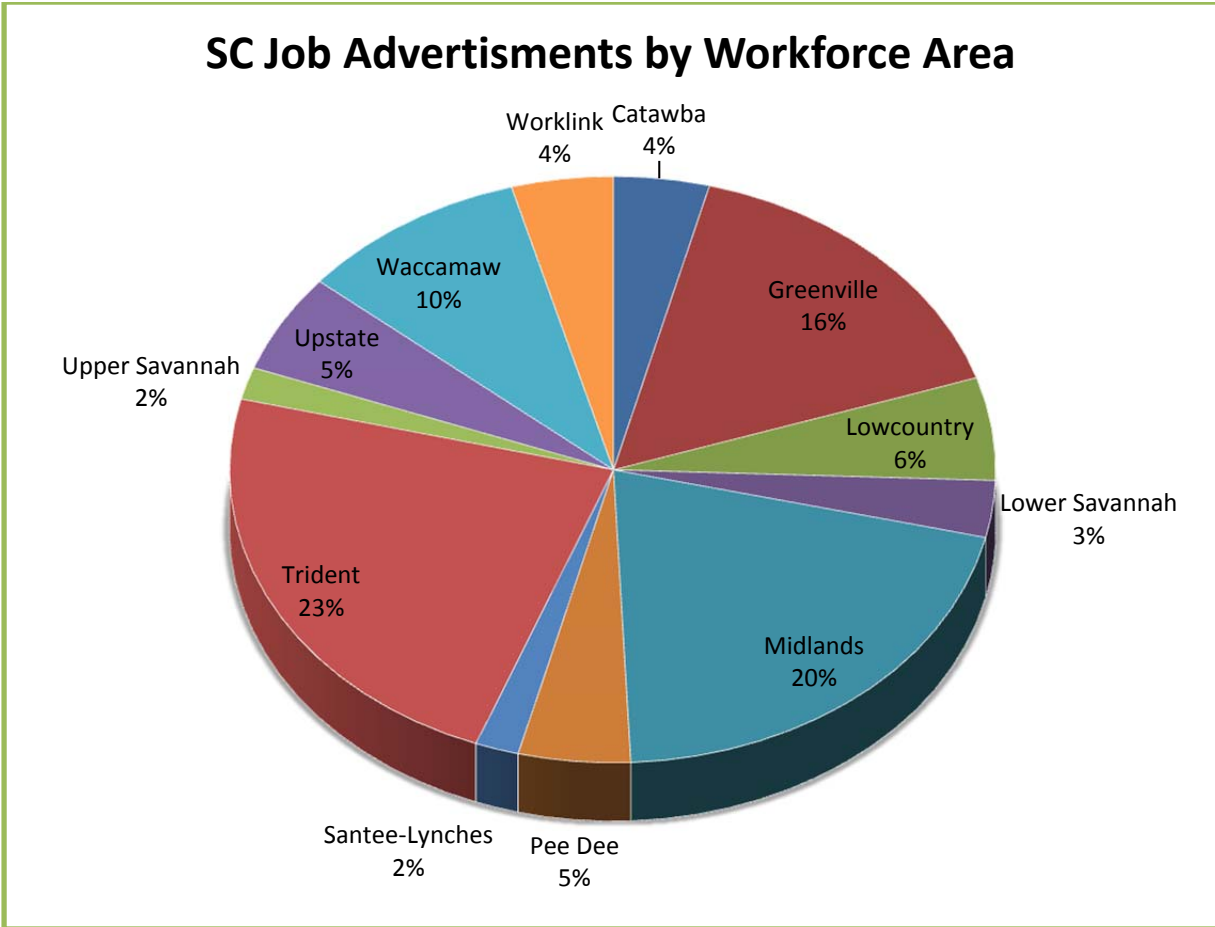
Of all the online ads in South Carolina, Heavy and Tractor-Trailer Truck Drivers had the highest number of advertisements during June 2014 with 3,542, followed by Registered Nurses (3,104). Rounding out the top five occupations were First-Line Supervisors of Retail Sales Workers (2,068), Retail Salespersons (1,651), and Customer Service Representatives (1,366).

Supply-Demand Ratio by Workforce Area for June 2014

Workforce Area	Job Openings	Unemployed	Unemployed per Opening Ratio
Catawba	2,507	9,816	4:1
Greenville	9,880	11,196	1:1
Lowcountry	3,521	5,990	2:1
Lower Savannah	1,945	9,550	5:1
Midlands	12,796	18,329	1:1
Pee Dee	2,934	10,636	4:1
Santee-Lynches	1,142	6,155	5:1
Trident	14,336	17,325	1:1
Upper Savannah	1,101	6,693	6:1
Upstate	3,389	10,485	3:1
Waccamaw	5,981	9,816	2:1
Worklink	2,666	9,789	4:1
South Carolina (SA)	60,945	115,583	2:1
United States (SA)	5,060,085	9,474,000	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