



March 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 1,225 ads from February to March 2014. Compared to March 2013, South Carolina had an increase of approximately 2300 ads. Across the United States, online ads saw a decrease of 292,100 in the last month.

Labor demand in the Trident Workforce Area (Berkeley, Charleston, and Dorchester counties) was greatest with 13,750 posted advertisements. The Midlands Workforce Area (Fairfield, Lexington, and Richland counties) followed with 11,377 online ads. Five workforce areas experienced some level of an increase from the previous month, while seven workforce areas had an average of 3.6 percent loss in ads. Statewide, the labor supply (the unemployed) versus demand rate remained at 2:1.

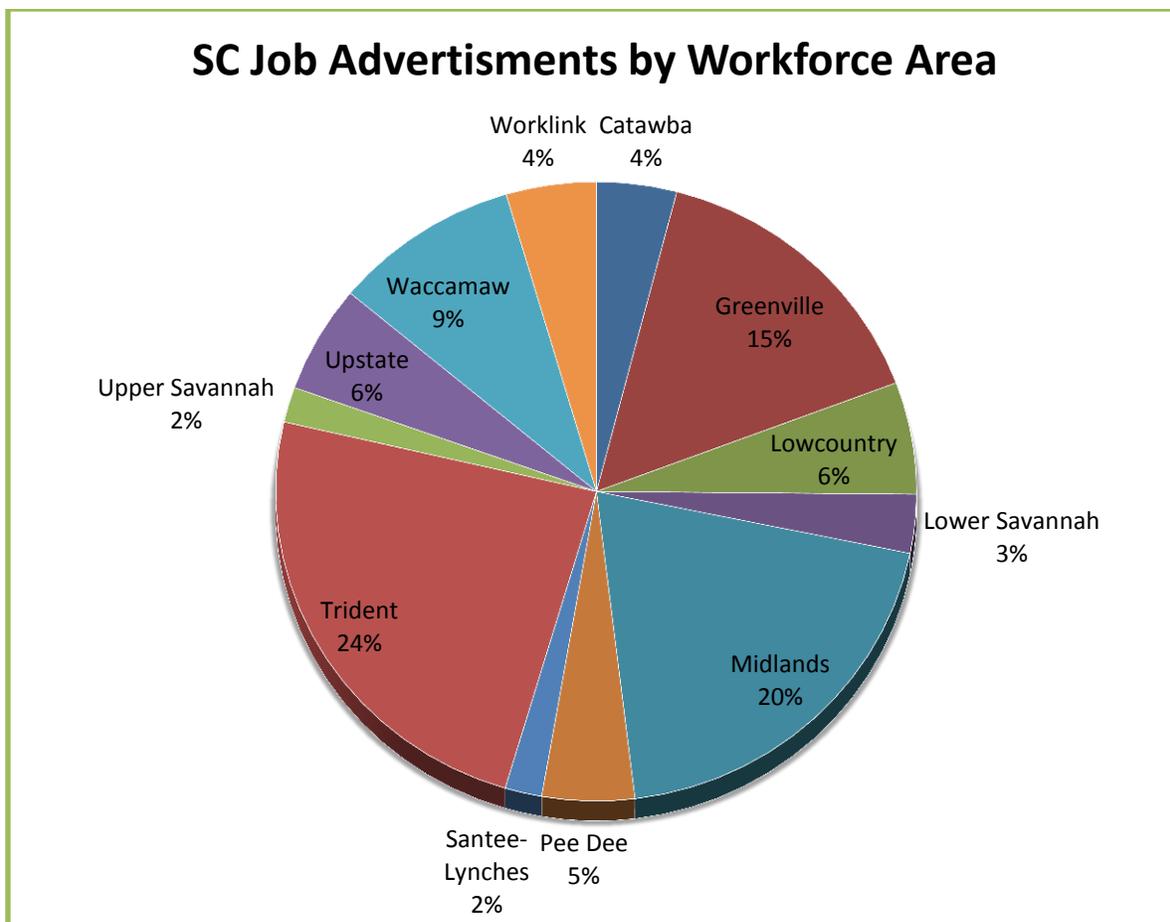
Of all the online ads, Heavy and Tractor-Trailer Truck Drivers had the highest number of statewide advertisements during the month with 3,656; followed by Registered Nurses with 3,187. Rounding out the top five occupations were First-Line Supervisors of Retail Sales Workers, Retail Salespersons, and Customer Service Representatives.

Supply-Demand Ratio by Workforce Area for March 2014

Workforce Area	Job Openings	Unemployed	Unemployed per Opening Ratio
Catawba	2,316	10,756	5:1
Greenville	8,733	10,062	1:1
Lowcountry	3,347	5,350	2:1
Lower Savannah	1,754	9,043	5:1
Midlands	11,377	16,049	1:1
Pee Dee	2,669	10,095	4:1
Santee-Lynches	1,065	5,511	5:1
Trident	13,750	15,293	1:1
Upper Savannah	1,050	6,321	6:1
Upstate	3,219	9,494	3:1
Waccamaw	5,376	10,756	2:1
Worklink	2,604	8,480	3:1
South Carolina (SA)	59,907	119,058	2:1
United States (SA)	4,894,115	10,486,000	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