



Statistics that matter

Online labor demand declined in August.

—[Conference Board](#)

The unemployment rate held at 9.1%.

—[Bureau of Labor Statistics](#)

Actual initial weekly unemployment insurance claims* declined by 10,498 during the week ending August 27.

—[Department of Labor](#)

Hodes provides primary and secondary research services for the HR community. Contact your local account person for more information.

*Unadjusted data for regular state programs.

Hodes Industry Matters

September 2011

Hodes *Industry Matters* provides insight into the talent landscape and points to opportunities where employers can benefit from trends and changes in the marketplace. *Industry Matters*, which is released monthly, includes economics news, major layoffs, active markets, and recruitment trends.

Job Postings

According to the Conference Board Help Wanted Online Index, the five occupations most in demand online are computer and mathematical science, sales and related, health care practitioners and technical, office and administrative support, and management.

Online job demand overall (across 22 occupational groups) declined in August, and declined in four of the five most in-demand occupations. Job demand increased for health care practitioner and technical occupations.

Occupations Most in Demand Online (Data in thousands)	August 2010	July 2011	August 2011
Computer and mathematical science	483.0	572.9	532.2
Sales and related	522.1	569.7	521.9
Health care practitioners and technical	521.7	487.5	513.7
Office and administrative support	407.9	451.7	421.7
Management	393.7	411.9	395.6
Total across all 22 occupations	3,711.3	4,154.5	3,990.6

Source: The Conference Board Help Wanted Online Index. Conference Board data is for analysis only. Seasonally adjusted.

Layoffs

Mass layoffs offer valuable opportunities for employers looking to hire. Only the largest are reported here.

The US Postal Service proposed cutting 120,000 employees nationwide.

London-based **HSBC** will cut 25,000 jobs worldwide by 2013.

Charlotte, NC-based **Bank of America** will eliminate 3,500 jobs nationwide.

New York-based **Bank of New York Mellon** plans to cut 1,500 jobs.

The **Department of Energy** has authorized the layoffs of 1,100 workers in Hanford, WA.

Please speak to your Hodes account representative for more information from our layoff database.

Active Markets

Nursing tops the list of high-paid jobs of the future: RNs and other positions are set to be in demand as the business climate and US population change. [Read more from MSNBC.](#)

Recruitment Trends

Obama praises Georgia jobs program to train the unemployed: Instead of collecting a check while looking for work, Georgia has a program to give the unemployed on-the-job training. It has caught the eye of President Obama. [Read more from CNN Money.](#)

Recruiters troll Facebook for candidates they like: Facebook's use as a job-recruitment tool remains small, but its appeal may be growing as some recruiters favor it over other sources. [Read more from The Wall Street Journal.](#)

HR Magazine on high-potential employees: The SHRM publication shares tips for retaining top talent who may be considering leaving your organization. [Read more from HR Magazine.](#)

Don't say goodbye: Employers are taking advantage of online networks to stay connected with former employees. [Read more from HR Magazine.](#)

Hodes News

SmartPost expands diversity reach to support growing employer demands: SmartPost continues to expand its growing e-media library in support of diversity initiatives for its customers. [Read more from Hodes.com.](#)

For more information, please contact your Hodes account person or visit www.hodes.com. For information on Hodes Research services, please contact [Daria Friedman](#), Vice President, Director of Research.

www.hodes.com/research