



## SUCCESS STORY: THE CONFERENCE BOARD - Launching the Help Wanted Online Data Series™

### ▶ CLIENT SITUATION

The Conference Board – the world’s foremost business-membership and research organization—is committed to providing leading companies with the practical knowledge they need to improve their performance and better serve society. It does this in part by producing The Consumer Confidence Index and the Leading Economic Indicators for the U.S. and other major nations. These barometers can have a major impact on the financial markets. The Conference Board also produces a wide range of authoritative reports on corporate governance and ethics, human resources and diversity, executive compensation and corporate citizenship. Its conference and council programs bring together more than 10,000 senior executives each year to share insights and learn from each other.

For 55 years, The Conference Board produced a Help-Wanted Advertising Index of print ads, using print ad volume in newspapers as a reliable measure of hiring demand. The evolution of employment advertising, however, has pushed increasing numbers of job ads out of print newspapers and onto the Internet. As a result, The Conference Board Help-Wanted Index—based on diminished newspaper ad volume—no longer served as an accurate indicator of hiring demand. The Conference Board approached WANTED Technologies to supply online job posting data to support a new index to measure hiring demand within the employment market.

### ▶ WANTED SOLUTION

Since 1999, WANTED Technologies has gathered data on hundreds of thousands of companies posting more than 2.5 million jobs each week on online job boards, organized by Company, Occupation, Industry and Geography. These resources give WANTED deep insight into employment market conditions and trends.

In 2005, WANTED began providing data monthly to The Conference Board from its Hiring Demand Microdata. To assess whether online job ad volume data could be considered representative of hiring demand in the United States, economists at The Conference Board correlated WANTED’s Hiring Demand Microdata to the employment data series published by the Bureau of Labor Statistics. The Conference Board concluded that WANTED’s Hiring Demand Microdata could successfully replace the data previously gathered from print newspapers job ads.

The Conference Board now uses WANTED’s data to power its monthly **Help-Wanted Online Data Series™ (HWOL)**. The HWOL measures the number of new, first-time online jobs and jobs reposted from the previous month on more than 1,200 major Internet job boards and smaller job boards that serve niche markets and smaller geographic areas.



### ▶ HIRING DEMAND MICRODATA

WANTED’s Hiring Demand Microdata includes the number of unique new job postings appearing within any timeframe from January 2005 to the present. The number of job postings can be segmented by Geography, Occupation, Industry and Company. The data is available to clients on a monthly basis and as a historical data series.

For more information, and to view more Success Stories, please visit our website at [www.wantedtech.com](http://www.wantedtech.com).

INTELLIGENCE ON HIRING DEMAND™