



## SUCCESS STORY: PREDICTING TOTAL U.S. EMPLOYMENT USING WANTED HIRING DEMAND INDICATORS™

### ▶ CLIENT SITUATION

One key indicator of the economic health of the U.S. economy is the level of overall employment and unemployment. The primary source of this information is the U.S. government's Bureau of Labor Statistics (BLS). However, the data that the BLS reports on a monthly basis is at a very high, summary level and does not provide enough timely insight into what might be taking place at a detailed level in the underlying economy.

A client in the financial services industry approached WANTED to see if data and analysis based on online job advertising could be used to supplement and validate some of the data supplied by the U.S. government. This could provide a more time-sensitive look at changing economic fundamentals that could impact the financial outlook of Client's portfolio investments.

### ▶ 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.

WANTED provided the Client with access to WANTED Hiring Demand Indicators™, a long-term data series trend that could be correlated with the data supplied by the Bureau of Labor Statistics. For the U.S. as a whole, WANTED Hiring Demand Indicators have shown a high degree of correlation to the Total Number of Persons Employed data supplied by the BLS. In fact, strong evidence exists that an increase or decrease in the number of job ads is a leading indicator for predicting growth or decline in total U.S. employment.

Based on WANTED data, the Client was able to more confidently advise its asset management division on the likely direction of key sectors of the U.S. economy.

Accessed via our Analytics™ EQUITY RESEARCH web-based platform, WANTED's Hiring Demand Indicators are time-series data sets made up of the online job ad volume for a specified set of companies. Because company hiring data is often a reliable indicator of economic performance, the Hiring Demand Indicators can be used to anticipate future economic activity for individual companies, for groups of companies, or for all companies in the general economy.

WANTED produces Hiring Demand Indicators for specific Industry and Occupational categories, and can also provide Hiring Demand Microdata.



### ▶ HIRING DEMAND INDICATORS

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

**HIRING INTELLIGENCE ON DEMAND™**