

# WANTED SUPPLY/DEMAND RATIOS APP

## ▶ THE CHALLENGE AND THE SOLUTION

Employers advertise more than three million jobs each week, but locations with a demand for jobs are not always locations with a supply of qualified workers. This localized mis-match—more jobs and not enough workers, or more workers and not enough jobs—makes it more difficult for employers to find the localized skills they need to innovate and grow.

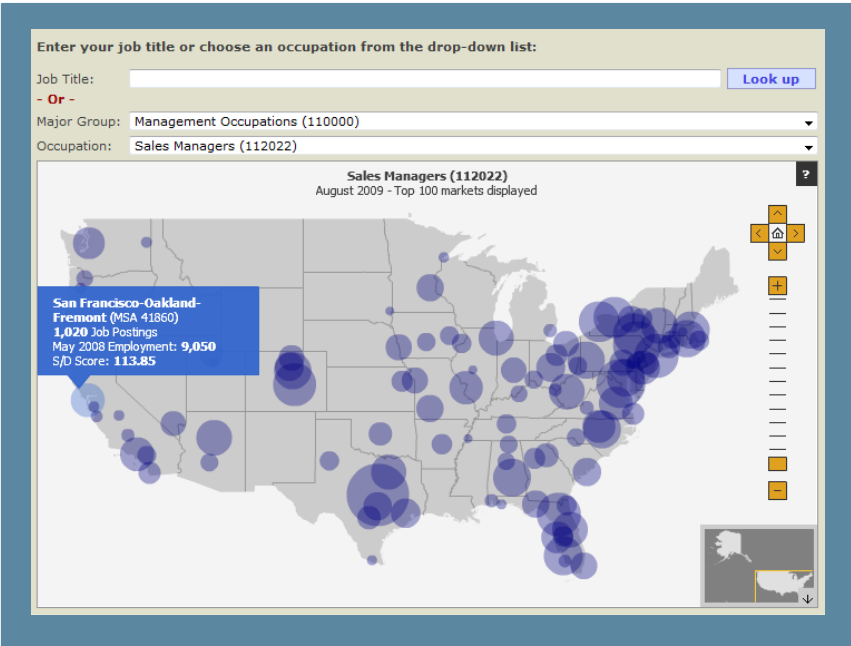
Each month, WANTED Technologies calculates the gap between local demand for workers and supply of workers for each occupation and metro area in the US and maps the results.

WANTED’s Supply/Demand Ratios App adds strategic value to an organization by providing real market analysis on labor supply and demand. HR Management can support tactical initiatives by providing important perspective on questions such as: Where should we locate new offices to take advantage of local Hiring Demand and labor supply? Why are we having difficulty filling positions in a particular market? Are there enough qualified employees in that market? How much competition is there for those prospective employees?



### Getting a Seat at the Table:

HR executives can increase the strategic value of their department by profiting from Hiring Demand intelligence: WANTED’s Supply/Demand Ratios App can support tactical initiatives by providing important perspective on decisions to locate new offices based on local Hiring Demand and labor supply.



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For more information, please visit [www.wantedanalytics.com](http://www.wantedanalytics.com).

## ▶ PRODUCT FEATURES

A part of the WANTED Analytics Apps platform, the Supply/Demand Ratios App (S/D Ratios) is a way of measuring occupational Hiring Demand in a metro area, relative to the size of the local labor market.

Each month, WANTED summarizes all the job ads for each occupation that appear on online job boards and compares that to the number of employees in each occupation and city, as estimated by the Bureau of Labor Statistics. The difference between the demand and supply in each occupation and city is compared to the national average for that occupation.

## Typical Users

HR management

## Delivery

The WANTED Analytics Apps platform is a Software-as-a-Service (SaaS) solution and licensed on a per seat basis; general updates are included for all users during routinely scheduled releases.

## Find Out More

Contact WANTED for more information about our products and services. Our sample reports and ROI calculations will show you the best way for your organization to profit with WANTED Analytics Apps.

Locations for SOC 112022 (Please select a location)				
MSA Code	MSA Name	Job Postings August 2009	OES Employment May 2008	S/D Ratio
28660	<a href="#">Killeen-Temple-Fort Hood, TX</a>	82	160	130.0
47900	<a href="#">Washington-Arlington-Alexandria, DC</a>	1,141	5,470	122.4
42540	<a href="#">Scranton-Wilkes-Barre, PA</a>	112	330	121.8
23540	<a href="#">Gainesville, FL</a>	52	140	119.7
35620	<a href="#">New York-Northern New Jersey-Long Island, NY</a>	3,032	22,830	119.6
17820	<a href="#">Colorado Springs, CO</a>	86	270	119.1
13780	<a href="#">Binghamton, NY</a>	38	100	118.2
40380	<a href="#">Rochester, NY</a>	175	700	118.0
15380	<a href="#">Buffalo-Niagara Falls, NY</a>	192	800	117.7

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## ▶ ABOUT WANTED

WANTED is the leading source of insight and analysis based on hiring demand. Clients in the media, HR/staffing, financial services and government sectors use WANTED's online data and SaaS-based analytical solutions to identify economic trends, analyze competitive and market activities and prioritize sales opportunities.

WANTED is also the exclusive data provider for The Conference Board's Help-Wanted Online Data Series™, the monthly economic indicator of hiring demand in the United States.

WANTED Technologies (TSX-V:WAN) was founded in 1999. The company's headquarters are in Quebec City, Canada, and it maintains a US-based subsidiary with primary offices in New York City. The company began collecting detailed hiring demand data in October 2002, and currently maintains a database of hundreds of millions of unique job listings. Visit [www.wantedanalytics.com](http://www.wantedanalytics.com) for more information about how WANTED helps organizations make better decisions and improve sales results.