

**TOP EMPLOYERS**

The table to the right lists the employers in New York City that posted the most new, unduplicated ads in the last 90 days and the number of ads they posted. The list of top-advertising employers is dominated by firms in finance, technology, universities, and hospitals.<sup>1,2</sup>

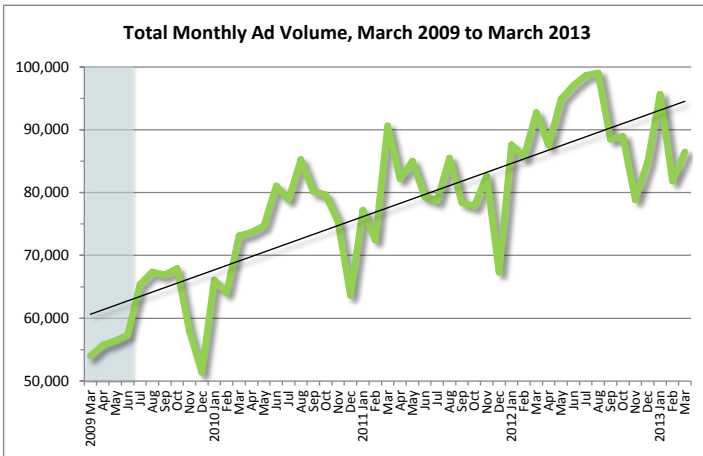
**MONTHLY AD TRENDS**

The line chart below shows the monthly total volume of on-line ads from March 2009 through March 2013 (the area shaded in blue approximates the period of national recession). **There were 86,492 online ads for New York City jobs this month, down 7.2 percent from the same month last year.** The chart shows the *seasonality* of online job ad volume, with annual lows in late fall and annual peaks in spring and late summer.

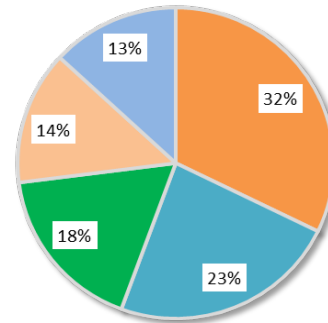
**ADS BY SECTOR AND OCCUPATION**

The pie chart to the bottom right shows New York City job ads organized by sector. Between January 10, 2013, and April 9, 2013, the largest proportion of job listings were in the **professional, scientific, and technical services sector (32%)**, concentrated in computer system design, accounting, computer programming services, and management consulting firms. The next highest demand sector was **finance and insurance (23%)**, concentrated in commercial banking and securities brokerage, followed by **information, health care and social assistance, and retail trade.** Shown on the other side of this page are the highest volume occupations by group and by detailed occupation. The most in-demand occupations in the past 90 days were **marketing managers, web developers, executive secretaries and administrative assistants, and retail salespersons.**

Advertiser	90-Day Volume
J.P. Morgan Chase & Co.	2,346
Time Warner	1,063
CITI	1,058
AT&T	802
City University of New York (CUNY)	723
NewYork-Presbyterian	695
IBM	559
Bank Of America	495
T-Mobile	479
Macy's	453
The Bank of New York Mellon Corporation	442
Thomson Reuters	431
Columbia University	427
Morgan Stanley	407
American Express	407
Deloitte	404
State University of New York (SUNY)	388
AOL	362
KPMG	359
North Shore Long Island Jewish	359
PricewaterhouseCoopers	338
Bloomberg	327
Wireless Generation Inc	325
Chartis	312
Memorial Sloan-Kettering Cancer	298
Total	251,777
<b>Total</b>	<b>436,867</b>



**Online Ads for New York City Jobs by Sector\***  
(January 10, 2013, to April 9, 2013)



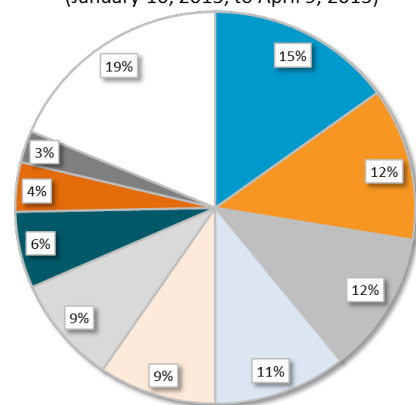
- Professional, Scientific, and Technical Services
- Finance and Insurance
- Information
- Health Care and Social Assistance
- Retail Trade

\* Includes only ads for which sector could be determined.

<sup>1</sup> Please note that this report includes only ads from direct employers. Ads posted in bulk or by employment agencies have been excluded.

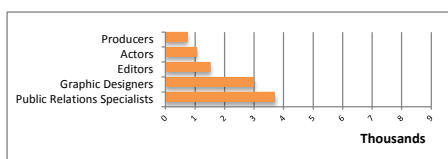
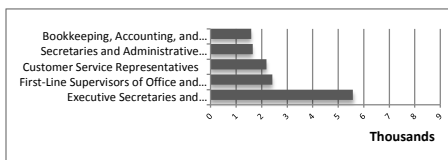
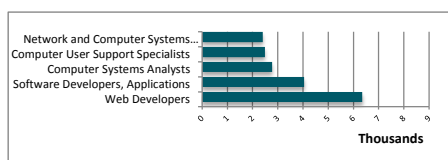
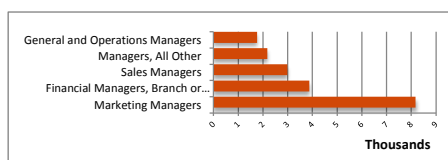
<sup>2</sup> Because WANTED Analytics™, the company that issues the real-time labor market data, has introduced an improved classification system for online job ads and a new software version, the data in this report is not directly comparable to the data in previous reports.

**Online Ads for New York City Jobs  
by Major Occupation Group**  
(January 10, 2013, to April 9, 2013)



- Management Occupations
- Computer and Mathematical Occupations
- Sales and Related Occupations
- Office and Administrative Support Occupations
- Arts, Design, Entertainment, Sports, and Media Occupations
- Business and Financial Operations Occupations
- Food Preparation and Serving Related Occupations
- Healthcare Practitioners and Technical Occupations
- Education, Training, and Library Occupations
- Other (<3%)

Management	
Total Ads	31,638
Marketing Managers	8,176
Financial Managers, Branch or Department	3,874
Sales Managers	2,991
Managers, All Other	2,183
General and Operations Managers	1,766
Computer and Mathematical	
Total Ads	26,567
Web Developers	6,348
Software Developers, Applications	4,044
Computer Systems Analysts	2,777
Computer User Support Specialists	2,492
Network and Computer Systems Administrators	2,410
Sales and Related Services	
Total Ads	24,470
Retail Salespersons	3,634
First-Line Supervisors of Retail Sales Workers	3,057
Sales Representatives, Wholesale and Manufacturing, Except Techni	2,467
Sales Representatives, Services, All Other	1,808
Sales Agents, Financial Services	1,614
Office and Administrative Support	
Total Ads	22,695
Executive Secretaries and Executive Administrative Assistants	5,573
First-Line Supervisors of Office and Administrative Support Workers	2,420
Customer Service Representatives	2,190
Secretaries and Administrative Assistants, Except Legal, Medical, and	1,650
Bookkeeping, Accounting, and Auditing Clerks	1,594
Arts, Design, Entertainment, Sports, and Media	
Total Ads	20,059
Public Relations Specialists	3,710
Graphic Designers	3,002
Editors	1,534
Actors	1,075
Producers	763



## ABOUT REAL-TIME LABOR MARKET INFORMATION

Real-time labor market information comes from the daily scraping and analysis of online labor exchanges. It can provide insight into the nature and extent of current employer demand, emerging occupations and skill requirements. Internet job ads represent about 70 percent of all vacancies in the economy (and nearly 95% of jobs other than the lowest skill, lowest pay, and highest turnover occupations such as in retail, food service, and construction).

**SOURCE** | These analyses were conducted by the NYCLMIS using Wanted Analytics Hiring Demand Dashboard.