

**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, hospitals, universities, and retail.<sup>1</sup>

Advertiser	Volume
JPMorgan Chase	3225
Citigroup	1932
Deloitte	1752
Time Warner Cable	1391
Johnson & Johnson	1224
AT&T	1224
New York Presbyterian Hospital	1128
IBM	1119
New York University	1116
The City University of New York	1026
Mount Sinai Medical Center	993
Macy's	991
Bank of America	812
Ernst & Young	718
CBS	714
Toys"R"Us/Babies"R"Us	689
Columbia University	648
T-Mobile	647
The Bank of New York Mellon Corp.	621
HSBC	621
American International Group	604
American Express	591
McGraw-Hill	583
Staples	581
Capital One	581
Other and unspecified	323,257
<b>Total</b>	<b>348,788</b>

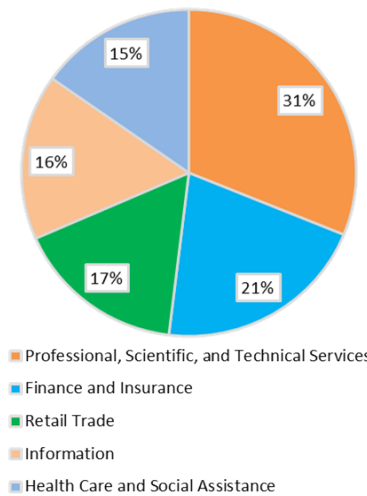
**MONTHLY AD TRENDS**

The line chart below shows the monthly total volume of on-line ads from November 2008 through November 2012 (the area shaded in blue approximates the period of national recession). There were **116,584 online ads for New York City jobs this month, down 8.8 percent from the same month last year.** The number of online ads has been dropping since its peak in August 2012. The chart shows the *seasonality* of online job ad volume, with annual lows in December and annual peaks in spring and late summer.

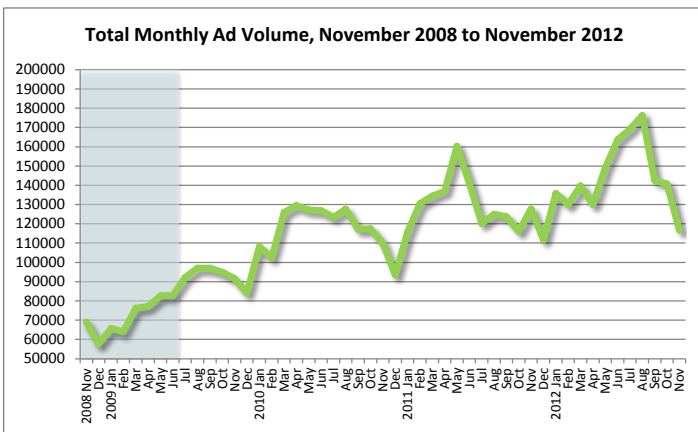
**ADS BY SECTOR AND OCCUPATION**

The pie chart to the right shows New York City job ads organized by sector. Between September 6 and December 4, the largest proportion of job listings were in the **professional, scientific, and technical services sector** (31%), concentrated in accounting, computer design, and management consulting firms. The next highest demand sector was **finance and insurance** (21%), concentrated in commercial and investment banking, followed by **retail trade, information, and health care and social assistance.** 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.**

**Online Ads for New York City Jobs by Sector\***  
(September 6, 2012, to December 4, 2012)



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

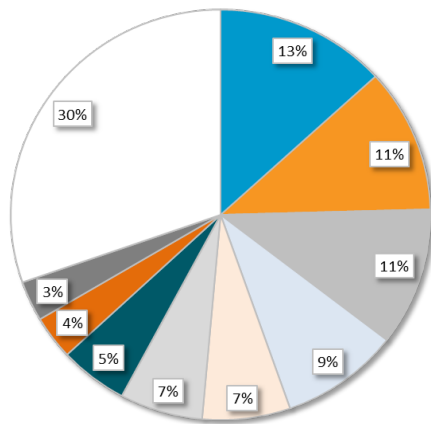


<sup>1</sup> Please note that this report includes only ads from direct employers. Ads posted in bulk or by employment agencies have been excluded.

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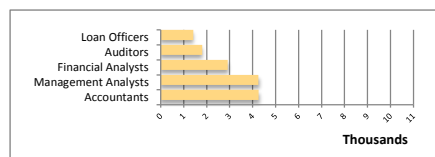
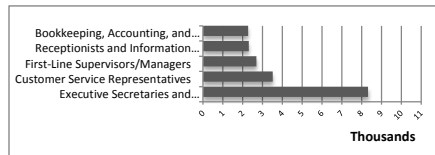
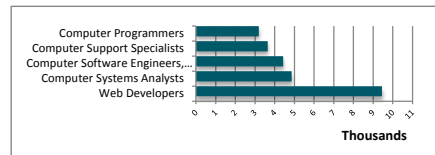
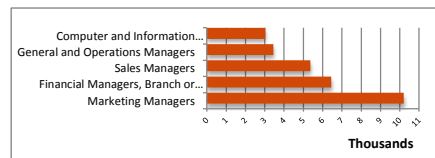
## New York City's Most Advertised Job Openings by Occupation

Online Ads for New York City Jobs  
by Major Occupation Group  
(September 6, 2012, to December 4, 2012)



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

Management	
Total Ads	46,194
Marketing Managers	10,205
Financial Managers, Branch or Department	6,453
Sales Managers	5,365
General and Operations Managers	3,451
Computer and Information Systems Managers	3,030
Sales and Related Services	
Total Ads	39,718
Retail Salespersons	8,106
First-Line Supervisors/Managers of Retail Sales Workers	6,522
Sales Representatives, Wholesale and Manufacturing	3,363
Sales Agents, Financial Services	2,977
Sales Representatives, Services, All Other	2,900
Computer and Mathematical	
Total Ads	38,011
Web Developers	9,450
Computer Systems Analysts	4,858
Computer Software Engineers, Applications	4,427
Computer Support Specialists	3,645
Computer Programmers	3,196
Office and Administrative Support	
Total Ads	32,112
Executive Secretaries and Administrative Assistants	8,327
Customer Service Representatives	3,515
First-Line Supervisors/Managers	2,696
Receptionists and Information Clerks	2,304
Bookkeeping, Accounting, and Auditing Clerks	2,272
Business and Financial Operations	
Total Ads	23,705
Accountants	4,259
Management Analysts	4,254
Financial Analysts	2,914
Auditors	1,803
Loan Officers	1,416



### 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.