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, professional services, hospitals, retail, and universities.¹

MONTHLY AD TRENDS

The line chart below shows the monthly total volume of on-line ads from October 2008 through October 2012 (the area shaded in blue approximates the period of national recession). There were 137,403 online ads for New York City jobs this month up 18 percent from the same month last year. However, 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 bottom right shows New York City job ads organized by sector. Between August 16 and November 13, the largest proportion of job listings were in the professional, scientific, and technical services sector (20%), concentrated in accounting, computer design, and management consulting firms. The next highest demand sector was finance and insurance (13%), 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.

¹ 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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The table to the right lists the advertisers 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 advertisers is dominated by firms in finance, professional services, hospitals, retail, and universities.²

² Please note that this report includes only ads from direct employers. Ads posted in bulk or by employment agencies have been excluded.
# New York City's Most Advertised Job Openings by Occupation

## Management
- **Total Ads**: 49,535
  - Marketing Managers: 11,085
  - Financial Managers, Branch or Department: 6,809
  - Sales Managers: 5,730
  - General and Operations Managers: 3,736
  - Computer and Information Systems Managers: 3,369

## Sales and Related Services
- **Total Ads**: 42,564
  - Retail Salespersons: 8,795
  - First-Line Supervisors/Managers of Retail Sales Workers: 6,975
  - Sales Representatives, Wholesale and Manufacturing: 3,576
  - Sales Agents, Financial Services: 3,171
  - Sales Representatives, Services, All Other: 3,063

## Computer and Mathematical
- **Total Ads**: 40,511
  - Web Developers: 9,915
  - Computer Systems Analysts: 5,297
  - Computer Software Engineers, Applications: 4,646
  - Computer Support Specialists: 3,868
  - Computer Programmers: 3,493

## Office and Administrative Support
- **Total Ads**: 35,050
  - Executive Secretaries and Administrative Assistants: 8,874
  - Customer Service Representatives: 3,951
  - First-Line Supervisors/Managers: 2,862
  - Receptionists and Information Clerks: 2,606
  - Bookkeeping, Accounting, and Auditing Clerks: 2,445

## Business and Financial Operations
- **Total Ads**: 25,437
  - Management Analysts: 4,842
  - Accountants: 4,600
  - Financial Analysts: 3,083
  - Auditors: 2,083
  - Loan Officers: 1,482

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## 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.