

**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.<sup>1</sup>

Advertiser	Volume
JPMorgan Chase	3,351
Citigroup	2,281
Deloitte	2,026
Bank of America	1,280
Johnson & Johnson	1,192
Time Warner	1,192
New York-Presbyterian Hospital	1,122
Macy's	1,110
AT&T	1,101
IBM	1,012
The City University of New York	915
American International Group	824
Mount Sinai Medical Center	770
Ernst & Young	751
The Bank of New York Mellon	734
Columbia University	694
Toys"R"Us/Babies"R"Us	674
T-Mobile	637
New York University	636
Capital One	607
CBS	597
Staples	584
PricewaterhouseCoopers	576
NBC Universal	538
American Express	534
Other and unspecified	300,693
<b>Total</b>	<b>326,431</b>

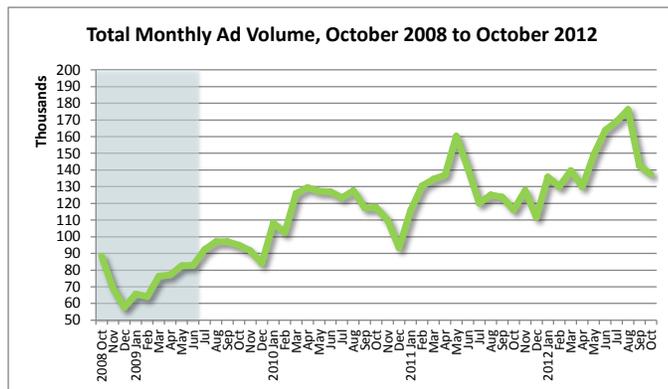
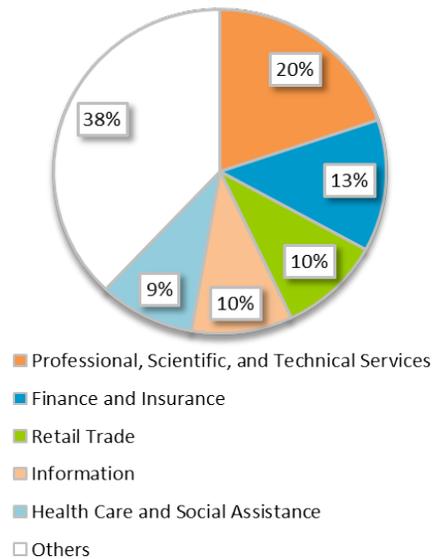
**MONTHLY AD TRENDS**

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**.

Online Ads for New York City Jobs by Sector  
(August 16, 2012 to November 13, 2012)

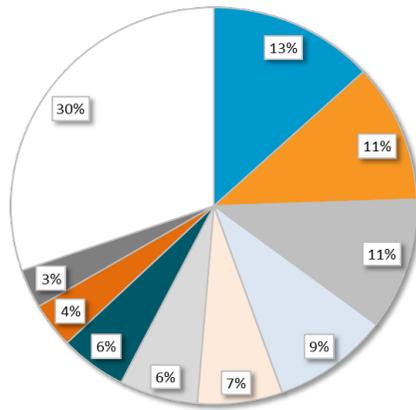


<sup>1</sup> Please note that this report includes only ads from direct employers. Ads posted in bulk or by employment agencies have been excluded.

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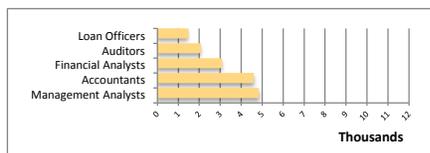
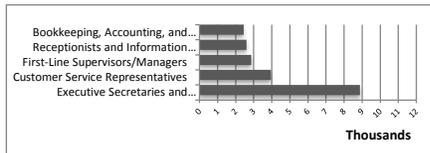
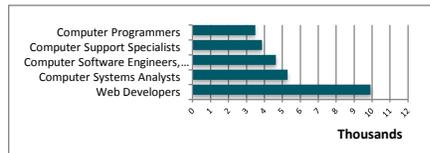
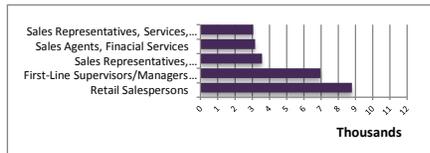
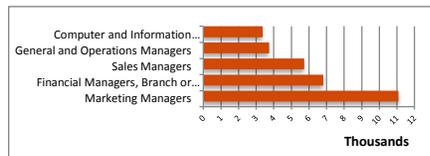
## New York City's Most Advertised Job Openings by Occupation

Online Ads for New York City Jobs  
by Major Occupation Group  
(August 16, 2012 to November 13, 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	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



### 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.