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, higher education, and media and telecommunications.

MONTHLY AD TRENDS

The line chart below shows the monthly total volume of online ads from October 2009 through October 2013. There were 73,111 online ads for New York City jobs this month, down 16.8 percent from the same month in 2012, which is a sizeable decline. Year-on-year online advertising has been decreasing for seven months in a row. 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 by sector. Between August 10, 2013, and November 7, 2013, the largest proportion of job listings were in professional, scientific, and technical services (25%), concentrated in computer systems design, accounting, and computer programming services; and in the finance and insurance sector (23%), concentrated in commercial banking, securities brokerage, and insurance agencies and brokerages. 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, continuing a long-term pattern of high demand over the past several years.
### New York City's Most Advertised Job Openings by Occupation

#### 90-Day Volume

**Management**
- Total Ads: 31,030
  - Marketing Managers: 7,595
  - Financial Managers, Branch or Department: 4,533
  - Sales Managers: 2,604
  - Managers, All Other: 1,988
  - General and Operations Managers: 1,981

**Computer and Mathematical**
- Total Ads: 24,723
  - Web Developers: 5,429
  - Software Developers, Applications: 4,049
  - Computer Systems Analysts: 2,483
  - Network and Computer Systems Administrators: 2,380
  - Computer User Support Specialists: 2,252

**Sales and Related Services**
- Total Ads: 23,977
  - Retail Salespersons: 4,947
  - First-Line Supervisors of Retail Sales Workers: 3,598
  - Sales Representatives, Wholesale and Manufacturing: 2,190
  - Sales Agents, Financial Services: 1,691
  - Sales Representatives, Services, All Other: 1,679

**Office and Administrative Support**
- Total Ads: 21,475
  - Executive Secretaries and Executive Administrative Assistants: 5,062
  - First-Line Supervisors of Office & Administrative Support Workers: 2,461
  - Customer Service Representatives: 2,383
  - Secretaries and Administrative Assistants: 1,499
  - Bookkeeping, Accounting, and Auditing Clerks: 1,482

**Business and Financial Operations**
- Total Ads: 17,888
  - Management Analysts: 2,994
  - Market Research Analysts and Marketing Specialists: 2,933
  - Accountants: 2,467
  - Financial Analysts: 2,172
  - Auditors: 1,284

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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.