

LABOR MARKET INFORMATION (LMI)

Local Information from April 1st through April 30th 2010

METHODOLOGY

This survey of local Labor Market Information (LMI) was devised using the newspaper ads displayed in the local newspaper; the Standard-Times for a month period. Jobs for teachers and other specialty jobs (i.e.; RN, teachers, engineers, etc) were not considered in this count because of the nature of education needed to fill the position. The first day of the month, all of the displayed ads were recorded and then divided by category. Seven categories were devised as the jobs began to expand into certain areas. The information was maintained daily by reviewing the NEW TODAY section of the jobs page that highlights new job openings that are being advertised on any particular day. Jobs numbers and titles were kept on an EXCEL spreadsheet and tallied at the end of the month. It should also be noted that a significant number of job orders go directly through the Career Centers and are not offered in the newspaper (manufacturing). The month of April saw the need for **109** new jobs, ***a slight increase in jobs by 15*** over March (94 openings).

In the end, seven categories were decided upon and jobs were recorded into each category as reviewed. These categories were:

1. **CONSTRUCTION/ TRADES**---19 *job openings (down 9 from 28 in March)*
2. **TRANSPORTATION/ WAREHOUSING**---9 *job openings (down 5 from 14 in March)*
3. **RETAIL/ CUSTOMER SERVICE/ FOOD SERVICE**--- 33 *job openings (up 17 from 16 in March)*
4. **SOCIAL SERVICES**---8 *job openings (up 3 from 5 in March)*
5. **FINANCE/ OFFICE SUPPORT**---17 *job openings (up 4 from 13 in March)*
6. **MEDICAL**---17 *job openings (up 3 from 14 in March)*
7. **MANUFACTURING**---6 *job openings (up 2 from 4 in March)*

Five categories experienced an increase in job demand (15 more jobs) from last month

PERCENT OF THE WHOLE JOB MARKET BY CATEGORY

The **CONSTRUCTION / TRADES** category represented **17%** of the total jobs in the marketplace. (30% last month)

The **TRANSPORTATION/ WAREHOUSING** category represented **8%** of the total jobs in the marketplace. (15% last month)

The **RETAIL/CUSTOMER SERVICE/ FOOD SERVICE** category represented **30%** of the total jobs in the marketplace. (17% last month)

The **SOCIAL SERVICES** category represented **7%** of the total jobs in the marketplace (5% last month)

The **FINANCE/ OFFICE SUPPORT** category represented **16%** of the total jobs in the marketplace. (15% last month)

The **MEDICAL** category represented **15%** of the total jobs in the marketplace. (23% last month)

The **MANUFACTURING** category represented **6%** of the total jobs in the marketplace. (4% last month)

NOTE: The percent figures are rounded off to the next highest number.

WHERE ARE THE JOBS?

Number of jobs and % of the whole by category

CONSTRUCTION/ TRADES

Landscapers/ Maintenance Persons/ Licensed Hoister-----	5
Carpenters/ Siding Applicators-----	4
Carpet Installers-----	3
Boatyard Help-----	2
Auto Body Tech./ Mechanic-----	2
Laborers-----	2
HVAC Tech.-----	1

Total **19 (17%)**

This category has experienced a decrease in job demand. As we speculated, most of the ARRA funded projects are underway and hiring was completed some time ago. As summer approaches, there are opportunities in this category for landscapers and maintenance personnel both for outdoor and indoor facilities. The housing is picking up and as we see by the demand for home improvement people.

TRANSPORTATION/ WAREHOUSING

CDL B Driver/ School Bus Driver-----	4
Non CDL-----	2
CDL A Driver-----	2
Production Assistant-----	1

Total **9 (8%)**

The demand in this category has been shrinking for the last few months. The bulk of the hirings were for school bus drivers. The rest of the category has remained the same over the last several months.

RETAIL/CUSTOMER SERVICE/FOOD SERVICE

Bar Tenders/ Waitstaff/ Hostess/ Cooks-----	13
Inside Sales / Telemarketers/ Customer Reps-----	8
Retail Clerk/ Retail Manager/ Gen. Customer Service-----	5
Stylists/ Barbers/ Personal Trainer-----	5
Security-----	1
Route Sales-----	1

Total **33 (30%)**

This category had the biggest job demand since last month (17 new job requests). It appears that all types of sales oriented people are in demand. We are beginning to see some diversity in the types of salespeople needed and an increase in “work from your house” sales. Some of these positions were for telemarketing properties and “getaway” vacations. The largest category is gearing up for the summer restaurant season.

SOCIAL SERVICES

Residential Counselor/ Caregivers/ Activities Dir.-----	6
Infant-Toddler Teacher/ Childcare Worker-----	2

Total **8 (7%)**

This category continues to seek overnight caregivers and live in counselors. This market is directly tied to institutional companies and organizations. They pay per diem and part- time workers this time around.

FINANCE/ OFFICE SUPPORT

Bookkeepers/Office Mgr./Admin. Asst./General Accountant-----	8
Insurance Clerk/ Tellers (P/T)/ General Clerk-----	4
A/R Collector/ Legal Secretary/ General Office-----	4
IT Desktop Tech.-----	1

Total **17 (16%)**

It appears as though the demand is for people who have some accounting and accounts receivable/ payable background. Although the titles vary, basic knowledge in QuickBooks, etc. is mandatory. Knowledge of office procedures (Accounts Payable/ receivable) and the ability to speak and write well is high on the list (great customer service skills). The bulk of these jobs are for tax operations, insurance agencies and legal offices.

MEDICAL

LPN-----	8
CNA/HHA-----	6
Receptionist/ Medical Secretary-----	2
Dietician-----	1

Total **17 (16%)**

The LPN category remains extremely strong. The demand for Charge Nurses, Nurse Practitioners and RNs is still very high and requires more specialized education. The CNA/ HHA category remained constant throughout the last several months.

MANUFACTURING

Forklift Operators (Lic.)/ Stitchers-----	4
Machine Maintenance/ Screen Printer-----	2

Total **6 (6%)**

There was a slight increase in demand from this sector. Again, the career center job orders are not included in this count.

Conclusions can be drawn from all categories and should be forwarded to the people who are responsible for ITAs so that they may develop new opportunities in various other fields in the future. Close communication with the Business Services Unit will only strengthen those training options.

Unemployment rates will be displayed as they become available.

Geographic Area: City or Town

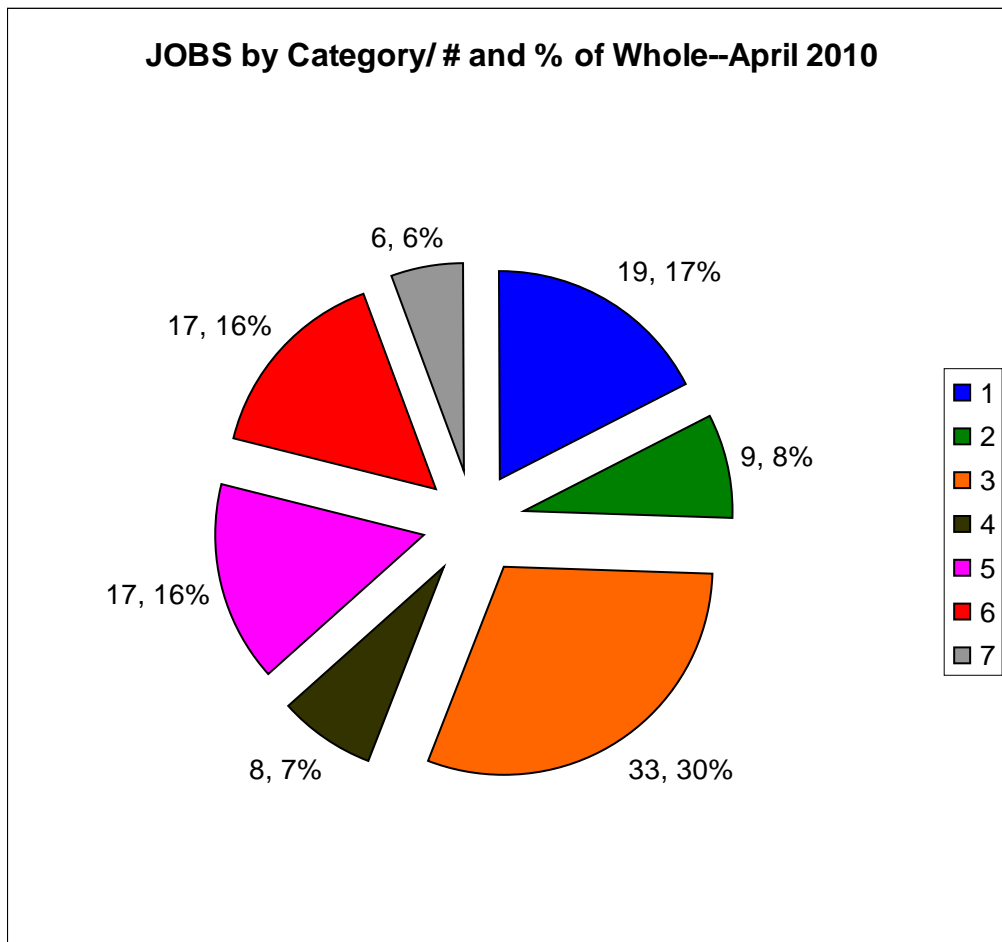
Area: New Bedford

Time Frame: Most Recent 13 Months

Month	Year	Labor Force	Employed	Unemployed	Area Rate	Massachusetts Rate
March	2010	43,591	36,338	7,253	16.6	9.3
February	2010	43,793	35,978	7,815	17.8	10.0
January	2010	43,934	35,756	8,178	18.6	10.4
December	2009	43,098	36,358	6,740	15.6	9.1
November	2009	42,844	36,662	6,182	14.4	8.7
October	2009	42,684	36,500	6,184	14.5	8.7
September	2009	42,490	36,283	6,207	14.6	9.0
August	2009	42,955	36,814	6,141	14.3	8.6
July	2009	42,945	37,101	5,844	13.6	8.8
June	2009	42,843	37,152	5,691	13.3	8.7
May	2009	42,372	36,938	5,434	12.8	8.1
April	2009	42,157	36,851	5,306	12.6	7.5
March	2009	42,660	36,409	6,251	14.7	8.2

April 2010

1. CONSTRUCTION/ TRADES	19
2. TRANSPORTATION/ WAREHOUSING	9
3. RETAIL/ CUSTOMER & FOOD SERVICE	33
4. SOCIAL SERVICES	8
5. FINANCE	17
6. MEDICAL	17
7. <u>MANUFACTURING</u>	6
TOTAL JOBS	109



All Job Openings by Industry Sector
For the Period April 1, 2010 to April 30, 2010
Total for the Greater New Bedford Career Center

