

## **LABOR MARKET INFORMATION (LMI)**

*Local Information from February 1<sup>st</sup> through February 28<sup>th</sup> 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 February saw the need for **56** new jobs, **a decrease in jobs by 18** over January (74 openings). No job category has excelled in creating new jobs.

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

1. **CONSTRUCTION/ TRADES**---12 *job openings (up 4 from 8 in January)*
2. **TRANSPORTATION/ WAREHOUSING**---9 *job openings (same as in January)*
3. **RETAIL/ CUSTOMER SERVICE/ FOOD SERVICE**--- 10 *job openings (down 12 from 22 in January)*
4. **SOCIAL SERVICES**---3 *job openings (down 5 from 8 in January)*
5. **FINANCE/ OFFICE SUPPORT**---9 *job openings (down 7 from 16 in January)*
6. **MEDICAL**---13 *job openings (up 6 from 7 in January)*
7. **MANUFACTURING**---0 *job openings (down 4 from 4 in January)*

**Four of the seven categories experienced a decrease in job demand (18 less jobs) from last month**

### **PERCENT OF THE WHOLE JOB MARKET BY CATEGORY**

The **CONSTRUCTION / TRADES** category represented **21%** of the total jobs in the marketplace. (11% last month)

The **TRANSPORTATION/ WAREHOUSING** category represented **16%** of the total jobs in the marketplace. (12% last month)

The **RETAIL/CUSTOMER SERVICE/ FOOD SERVICE** category represented **18%** of the total jobs in the marketplace. (30% last month)

The **SOCIAL SERVICES** category represented **5%** of the total jobs in the marketplace (11% last month)

The **FINANCE/ OFFICE SUPPORT** category represented **16%** of the total jobs in the marketplace. (22% last month)

The **MEDICAL** category represented **23%** of the total jobs in the marketplace. (9% last month)

The **MANUFACTURING** category represented **0%** of the total jobs in the marketplace. (5% 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**

Marine Mechanic./ Diesel Mech.-----	4
Maintenance Person/Asst. Property Mgr.-----	3
Carpenters/ Framers-----	3
<u>General Construction Workers-----</u>	<u>2</u>

**Total** **12 (21%)**

**This category has experienced slow job demand.** There are opportunities in this category for specialized training in transportation/construction equipment. The marine industry seems to be hiring now in anticipation of the season. The housing and general construction industry is extremely slow during the month of February and will probably rebound in the spring as ARRA Funded Projects (infrastructure) begin.

**TRANSPORTATION/ WAREHOUSING**

CDL B Driver/ Bus Driver-----	2
Deckhands-----	2
Models-----	2
CDL A Driver-----	1
Non CDL Driver-----	1
<u>Part Time Security Officers-----</u>	<u>1</u>

**Total** **9 (16%)**

**This category has steadily changed since last month.** There are 2 new jobs that were not seen before. Models were for catalogue sales and for auto and boat shows and Expos. Deckhands were for the Steamship Authority. It is beginning to change it's job demands.

**RETAIL/CUSTOMER SERVICE/FOOD SERVICE**

Sales Reps./ Marketing Reps./ Retail Sales-----	4
Cooks/ Food Service Super.(Institutional)/ Asst. Super.-----	3
Cleaners-----	2
<u>Health &amp; Wellness Director-----</u>	<u>1</u>

**Total** **10 (18%)**

**This category had the biggest job loss (-12 jobs) since last month.** 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. The end of the holiday season and a dismal retail sales climate gave contributed to this decline.

**SOCIAL SERVICES**

Group Home Counselor/ Direct Staff Support-----	2
Youth Service Coordinator-----	1

**Total** **3 (5%)**

**This category continues to be in low demand.** This market is showing less part-time care givers and child care workers than before.

**FINANCE/ OFFICE SUPPORT**

Office Asst./Bookkeeper/ Clerk/ Admin. Asst.-----	7
Bill Collector-----	1
Receptionist-----	1

**Total** **9 (16%)**

**It appears as though several offices have expanded their service and are gearing up for tax season.** Basic knowledge in QuickBooks, etc. is a big plus. 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**

CNA/HHA-----	6
LPN-----	2
Massage Therapist-----	2
Admissions Specialist-----	1
Front Desk Receptionist-----	1
Veterinary Technician-----	1

**Total** **13 (23%)**

**This month increase in job demand (+6) is directly related to the need for CNA and HHA folks.** The demand for Charge Nurses, Nurse Practitioners and RNs is still high and requires more specialized education. This category is expanding it's demand to other medical areas.

**MANUFACTURING**

**Total** **0 (0%)**

Many manufacturing facilities are in lay-off mode and are keeping an eye on the recession as many are tied to the auto industry. The season also is contributing to the slow growth here as well.

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.

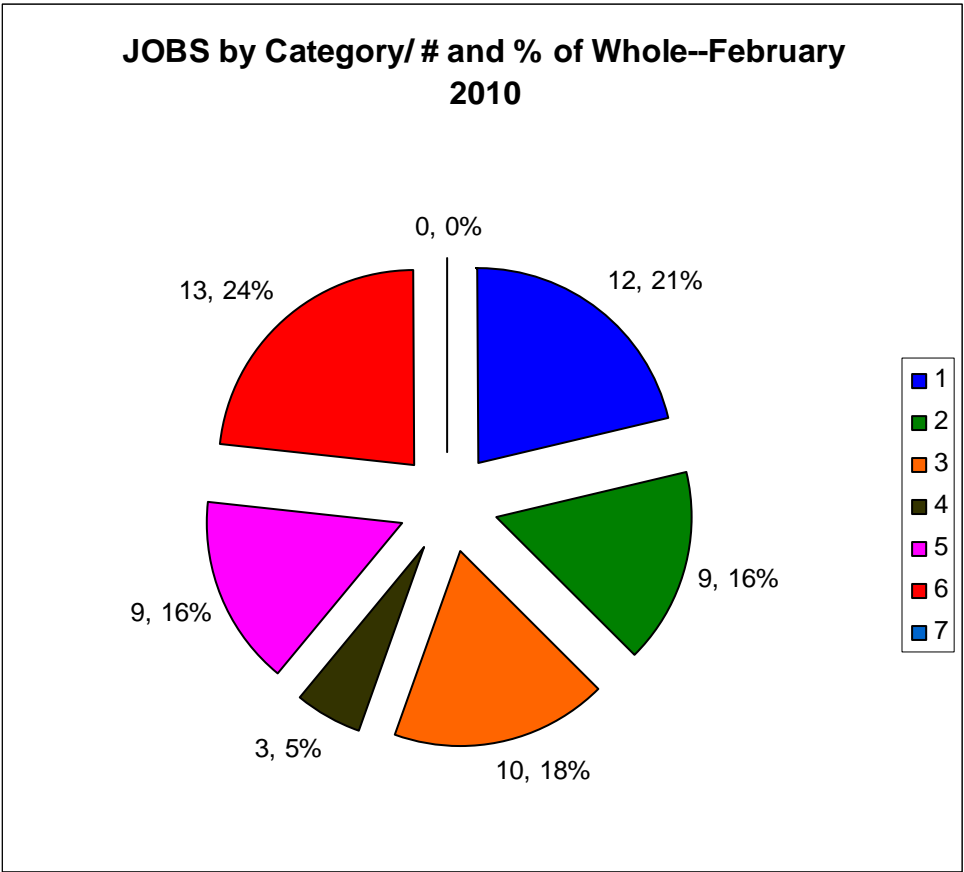
**Area:** New Bedford

**Time Frame:** Most Recent 13 Months

Month	Year	Labor Force	Employed	Unemployed	Area Rate	Massachusetts Rate
December	2009	43,271	36,442	6,829	15.8	9.1
November	2009	43,092	37,040	6,052	14.0	8.3
October	2009	42,883	36,774	6,109	14.2	8.4
September	2009	42,794	36,287	6,507	15.2	9.3
August	2009	43,012	36,627	6,385	14.8	8.9
July	2009	42,810	36,833	5,977	14.0	8.9
June	2009	42,537	36,758	5,779	13.6	8.7
May	2009	42,342	36,873	5,469	12.9	8.0
April	2009	42,349	36,796	5,553	13.1	7.8
March	2009	42,878	36,577	6,301	14.7	8.2
February	2009	43,201	36,622	6,579	15.2	8.3
January	2009	43,254	36,713	6,541	15.1	8.1
December	2008	42,659	37,664	4,995	11.7	6.5

**February 2010**

<b>1. CONSTRUCTION/ TRADES</b>	<b>12</b>
<b>2. TRANSPORTATION/ WAREHOUSING</b>	<b>9</b>
<b>3. RETAIL/ CUSTOMER &amp; FOOD SERVICE</b>	<b>10</b>
<b>4. SOCIAL SERVICES</b>	<b>3</b>
<b>5. FINANCE</b>	<b>9</b>
<b>6. MEDICAL</b>	<b>13</b>
<b>7. <u>MANUFACTURING</u></b>	<b>0</b>
<b>TOTAL JOBS</b>	<b>56</b>



*All Job Openings by Industry Sector*  
*For the Period February 1, 2010 to February 28, 2010*  
*Total for the Greater New Bedford Career Center*

