Help Wanted Online Job Ads, 2019-2025

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The Connecticut Department of Labor publishes monthly Help Wanted OnLine (HWOL) job ad data to show the number and types of job ads posted by employers in the state. These monthly reports include deduplicated breakouts by workforce development area to provide jobseekers with information relevant to their local market.[1] Though related, HWOL job ad data differs from the JOLTS data published by the Bureau of Labor Statistics (BLS).[2] A job ad may be posted for a variety of reasons and won't necessarily lead to or represent an available job opening that will subsequently be filled.

The dramatic shifts the economy has experienced since 2019 are reflected in the total job ad count at both the state and national level. Monthly total deduplicated job ad counts for the U.S. and CT began to increase dramatically during the beginning of 2021. The graph below illustrates this rise to series peaks of over 122,000 in Connecticut and over 9.2 million in the U.S. by March 2022. This compares to March 2021 levels of 66,500 in Connecticut and 7.4 million in the U.S. After remaining above 100,000 ads per month in Connecticut through May 2022, total monthly job ads have remained above 70,000 in most subsequent months and was 79,133 in February 2025. This total count is 64 percent higher than pre-COVID February 2019 levels. While the state currently has job ad counts above pre-COVID levels, the U.S. has 6.2 million total unique job ads as of February 2025, which is slightly below February 2019 levels of 6.3 million.

The total ads shown in the graph illustrate how post-peak total ad counts in Connecticut have stabilized above pre-COVID levels, whereas total ad counts nationally have stabilized back to pre-peak levels of around 6 million. In Connecticut, total ads in 2019 and 2020 ranged between 42,000-63,000 and averaged 52,000 ads per month. Beginning in February 2021, total ads within the state and U.S. began to rise, in accordance with easing of pandemic-era economic restrictions. From February 2021 to the end of 2022, total ads in Connecticut averaged 122,000 per month. During 2023 through February 2025, total ads in the state have ranged between 65,000 and 85,000 and averaged 78,000 per month. These total ad counts are about 50% higher than levels in 2019 and 2020.

The graph also illustrates how this post-peak shift differentiates Connecticut from the U.S. After shifting from about 6 million ads per month in 2019 and 2020, the U.S. bumped up to an average of 8.5 million monthly ads from 2021-2022. From 2023 to February 2025, the U.S. has averaged 6.3 million ads per month, just 300,000 above pre-peak levels.

Top Occupations by Industry

The four industries with the most job ads and their three occupations with the most ads in February 2025 are shown in the table on page 5. Across all industries, the three occupations with the most ads were Registered Nurses (5,183 ads), Retail Salespersons (2,366 ads), and Home Health & Personal Care Aides (2,033 ads). Though these three occupations center on Health Care and Retail Trade, the table shows that 27% of Registered Nurses and 46% of Home Health & Personal Care Aides job ads were found in industries other than Health care. 43% of Retail Salespersons job ads were in industries other than Retail Trade. The table also shows that sales occupations have many job ads within Manufacturing. ■

Total Deduplicated Monthly Job Ads - CT and US

Source: CT DOL Analysis of HWOL
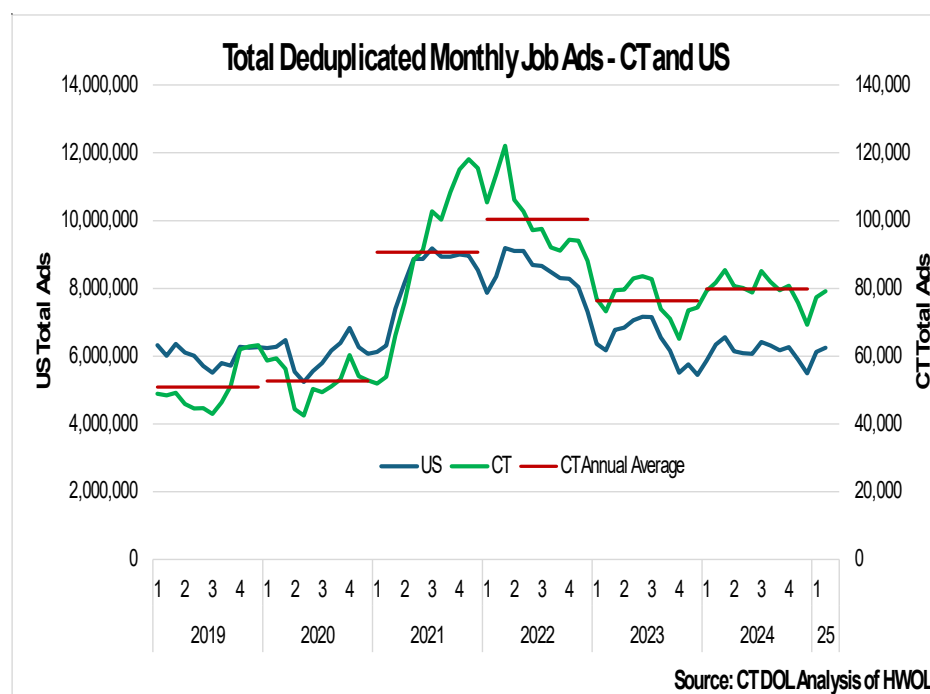
Top Three Occupations in Industries With The Most Ads - Feb. 2025	
All Industries - CT Statewide	**79,133**
Registered Nurses	5,183
Retail Salespersons	2,366
Home Health & Personal Care Aides	2,033
Health Care and Social Assistance	**17,368**
Registered Nurses	3,788
Home Health and Personal Care Aides	1,098
Licensed Practical & Licensed Vocational Nurses	608
Retail Trade	**7,547**
Retail Salespersons	1,348
First-Line Supervisors of Retail Sales Workers	789
Pharmacy Technicians	369
Manufacturing	**5,767**
Production Workers	206
Wholesale & Manuf. Sales Representatives	184
Sales Managers	150
Professional, Scientific, and Technical Services	**5,385**
Computer Occupations	325
Software Developers	221
Financial Managers	195

Source: CT DOL Analysis of Help Wanted Online

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1 CT DOL, Office of Research. Help Wanted Online Job Ads. https://www1.ctdol.state.ct.us/lmi/hwol.asp

2 Carnevale, Anthony P. Et. Al. Understanding Online Job Ads Data. Georgetown University Center on Education and the Workforce. 2014. https://cew.georgetown.edu/wp-content/uploads/2014/11/OCLM.Tech_.Web_.pdf

GENERAL ECONOMIC INDICATORS

(Seasonally adjusted)	4Q 2024	4Q 2023	YoY CHG NO.	%	3Q 2024	QoQ CHG NO.	%
General Drift Indicator (2007=100)*							
Leading	114.1	109.6	4.4	4.1	113.9	0.2	0.16
Coincident	98.5	97.3	1.2	1.3	98.1	0.4	0.44
Real Gross Domestic Product**	**4Q 2024**	**4Q 2023**	**YoY CHG NO.**	**%**	**3Q 2024**	**QoQ CHG NO.**	**%**
(Millions of chained 2017 dollars)							
Connecticut	296,626	291,291	5,335	1.8	295,295	1,331	0.5
United States	23,542,349	22,960,600	581,749	2.5	23,400,294	142,055	0.6
New England	1,213,169	1,181,916	31,253	2.6	1,207,363	5,805	0.5
Per Capita Personal Income**	**4Q 2024**	**4Q 2023**	**YoY CHG NO.**	**%**	**3Q 2024**	**QoQ CHG NO.**	**%**
(Current $, SAAR)							
Connecticut	94,192	90,596	3,596	4.0	93,408	784	0.8
United States	73,251	70,340	2,911	4.1	72,537	714	1.0
New England	88,544	84,927	3,617	4.3	87,696	848	1.0
Philadelphia Fed's Coincident Index (2007=100)**	**Jan 2025**	**Jan 2024**	**YoY CHG NO.**	**%**	**Dec 2024**	**MoM CHG NO.**	**%**
Connecticut	134.17	131.03	3.13	2.4	134.17	-0.01	0.0
United States	145.34	141.92	3.42	2.4	145.00	0.34	0.2

*Sources: *Dr. Steven P. Lanza, University of Connecticut, https://steven-lanza.uconn.edu/the-connecticut-green-sheet/*
***U.S. Bureau of Economic Analysis ***Federal Reserve Bank of Philadelphia*

General Drift Indicators are composite measures of the four-quarter change in three coincident (Connecticut Manufacturing Production Index, nonfarm employment, and real personal income) and three leading (housing permits, manufacturing average weekly hours, and initial unemployment claims) economic variables, and are indexed so 2007 = 100.

The **Philadelphia Fed's Coincident Index** summarizes current economic condition by using four coincident variables: nonfarm payroll employment, average hours worked in manufacturing, the unemployment rate, and wage and salary disbursements deflated by the consumer price index (U.S. city average).