

New Hampshire ECONOMIC CONDITIONS

September 2020

Sunapee Region, Pillsbury State Park • NH DOT on Flickr

How Skills Requested in Job Postings Have Changed Over Time

The labor market has been undergoing a transformation in recent years. A 2016 survey by the World Economic Forum listed a number of technological, demographic, and socioeconomic changes that have impacted or will impact businesses and that have also impacted the skills that businesses look for in their employees. Many of these changes are related to advances in technology – mobile internet, cloud technology, and the internet of things.¹ Other significant drivers of change include the sharing economy and the changing, more flexible nature of work.

In general, these changes cause businesses to be less interested in employing workers based on physical or manual skills, and instead look for workers with social or analytical skills.² This shift results in a change in the occupations that businesses look to hire; it also results in a shift within occupations to focus on or add different skills.

This article uses data from Burning Glass Technologies' Labor Insight tool to examine online job postings from New Hampshire-based employers from 2010, 2015, and from the last 12 months (September 2019 – August 2020) to determine what skills are most requested in job postings, and how those skills have changed over the last ten years.

Tellers

Tellers are almost entirely employed by businesses in the *credit intermediation and related activities* industry subsector – banks and credit unions.³ *Tellers* are

responsible for handling routine banking transactions, such as cashing checks and depositing money. But by 2020, many of these routine transactions are automated, handled by either ATMs or online banking applications. As a result, the responsibilities of a bank teller has changed.

Occupation Title	2018 Employment	Projected Change, 2018-2028	New Skills Requested
Tellers	1,624	-12.2%	Retail Sales
			Sales Planning
			Sales Strategy
			Product Sales
			Cross Sell

In 2020, five of the top ten skills requested in job postings for *tellers* were sales-related: Retail Sales experience, Cross Selling (selling new products to existing customers), Product Sales, Sales Strategy, and Sales Planning. Sales skills were among the top skills requested in 2010, but not to the same degree; skills requested in 2010 were primarily focused on processing routine transactions for customers, such as Cash Handling or Account Opening. By 2020, sales skills were a priority when businesses posted a job opening for a new *teller*, while skills associated with routine transactions were less of a priority.

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The latest 10-year occupational projections expect the number of tellers employed in New Hampshire to decline by 12 percent from 2018 to 2028.⁴ With fewer routine transactions for tellers to perform, the number of tellers needed to fully staff banks is expected to decline. Instead, tellers are being asked to perform a slightly different type of work, one that involves new social and analytical skills. However, this new work is not enough to increase or even maintain the number of *tellers* employed in New Hampshire.

Cashiers

Cashiers process payments from customers purchasing goods and services, and are mostly employed in the *retail trade* industry.⁵ In 2010, 2015 and in the last 12 months, commonly requested skills for *cashiers* included Customer Service, Sales, and prior Retail Industry knowledge or experience. Three skills were among the most commonly requested skills in 2015 and/or 2020 but were not frequently requested in 2010. These skills reflect some of the changes

¹ World Economic Forum, The Future of Jobs, <https://reports.weforum.org/future-of-jobs-2016/skills-stability/>.

² Pew Research Center, Changes in the American Workplace, <https://www.pewsocialtrends.org/2016/10/06/1-changes-in-the-american-workplace/>.

³ New Hampshire Employment Security, Staffing Patterns.

⁴ New Hampshire Employment Security, Employment Projections by Industry and Occupation, 2018-2028. Projections do not account for pandemic related changes to the labor force in 2020.

⁵ New Hampshire Employment Security, Staffing Patterns.

in the responsibilities of *cashiers* over that time. Familiarity with Palm OS, software commonly used in point-of-sales systems and barcode scanning equipment was requested in 2015 and 2020.

Occupation Title	2018 Employment	Projected Change, 2018-2028	New Skills Requested
Cashiers	22,543	-3.8%	Refunds, Exchanges, and Adjustments Processing Item Returns Palm OS

Prior experience with Refunds, Exchanges, and Adjustments and Processing Item Returns were also frequently requested. Many retailers today offer self-checkout, meaning fewer cashiers are required to handle payments from customers. Returns, and exchanges, on the other hand, still require a cashier. In addition, as online retail becomes more prevalent, fewer items are physically purchased from brick and mortar stores, but many retailers allow customers to return or exchange merchandise purchased online. As a result of these trends, prior experience with these processes is a skill that employers look for in a new employee.

Stock Clerks and Material Movers

Laborers and freight, stock, and material movers, hand work in many industries, primarily in *manufacturing* and in the *trade, transportation, and utilities* supersector (*retail trade, wholesale trade, transportation and warehousing and utilities*).⁶ They move materials to and from storage and production areas, loading docks, delivery trucks, ships, and containers.

Occupation Title	2018 Employment	Projected Change, 2018-2028	New Skills Requested
Laborers and Freight, Stock, and Material Movers, Hand	6,241	4.7%	Shipment Sorting Barcode Scanning Inventory Control Inventory Management Supply Chain Solutions

In 2010, the top skills requested in job postings for *laborers and freight, stock, and material movers, hand* were almost all

focused on the physical tasks involved in the job, such as Packaging, Forklift Operation, and Lifting Ability. By 2020, employers that created job postings for *laborers and freight, stock, and material movers, hand* positions were looking for more than physical skills. The top skills requested in the last 12 months included Inventory Control, Inventory Management, Shipment Sorting, and Barcode Scanning. Job postings for related occupations had a similar shift in the skills requested. Job postings for *stock clerks, sales floor and stock clerks - stockroom, warehouse, or storage yard* over the last 12 months requested prior experience with Sortation systems (automated sorting systems, often using barcodes to sort and route items), Inventory Management, and Data Collection.

Occupation Title	2018 Employment	Projected Change, 2018-2028	New Skills Requested
Stock Clerks, Sales Floor and Stock Clerks - Stockroom, Warehouse, or Storage Yard	14,031	3.8%	Shipment Sorting Barcode Scanning Sortation Inventory Management Data Collection

In recent years, one- and two-day delivery for online retail purchases has become more prevalent, as has in-store pickup or curbside delivery for online orders. These options are convenient for consumers, but require supply chains to operate at faster and faster speeds. As a result, technology has become a greater part of many *transportation and material-moving* occupations, and familiarity with these technologies is a useful skill employers look for when hiring new workers.

Unlike *tellers* and *cashiers*, employment for *laborers and freight, stock, and material movers, hand, stock clerks, sales floor and stock clerks - stockroom, warehouse, or storage yard* is projected to grow from 2018 to 2028. However, this growth is expected to be lower than overall employment growth, which is projected to grow 5.3 percent over that time.⁷

It's important to note that long-term occupational projections are intended to capture structural changes in the economy and workforce, and are not intended to anticipate business cycle fluctuations, natural disasters, or other catastrophic events, such as the coronavirus pandemic. In the case of *laborers and freight, stock, and material movers, hand, stock clerks, sales floor and stock clerks - stockroom, warehouse, or storage yard*, job postings for these occupations were strongly impacted by the pandemic, which – at least in the short-term – impacted how consumers purchased retail goods. After trending gradually

⁶ New Hampshire Employment Security, Staffing Patterns.

⁷ New Hampshire Employment Security, Employment Projections by Industry and Occupation, 2018-2028.

upwards over the last decade, the number of job postings for these occupations increased exponentially in March and April 2020. Job postings have decreased since then, but remain well above 2019 levels.⁸

Summary

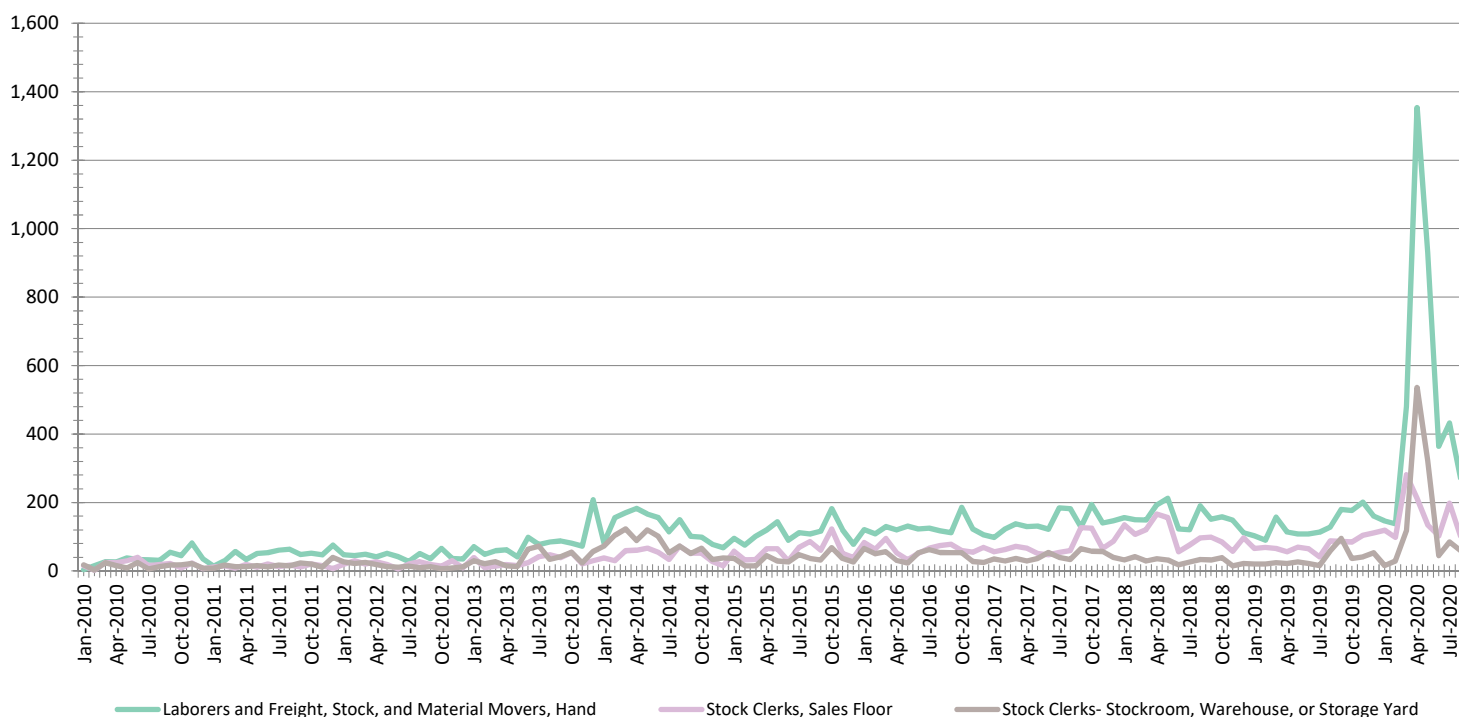
A report on how technology and automation will impact the labor force from the McKinsey Global Institute states that predictable tasks, such as performing physical activities in a predictable environment, operating machinery, or routine data collection and processing, are most likely to be automated, and no longer performed by a worker.⁹ This trend is reflected in the skill changes seen in the occupations discussed in this article. Skills that were frequently requested in 2010 tended to fall into the predictable category – cashing checks and depositing

money for *tellers*, cash transactions for *cashiers*, and physically moving materials for *stock clerks* and *material movers*. Skills added between 2010 and 2020 were not related to predictable tasks; they required more complex actions by workers.

These occupations aren't going to be fully replaced by machines. But some of the tasks they have traditionally performed will be automated, which means workers will either perform new tasks, or fewer workers will be needed to perform the same amount of work. All of these occupations are projected to grow at a slower pace than the workforce overall, which suggests that to some degree, overall employment in these occupations is going to be negatively impacted by automation and technological changes.

- Greg David, Economist

Number of Monthly Job Postings for Stock Clerks and Material Movers



Source: Labor/Insight, Burning Glass Technologies

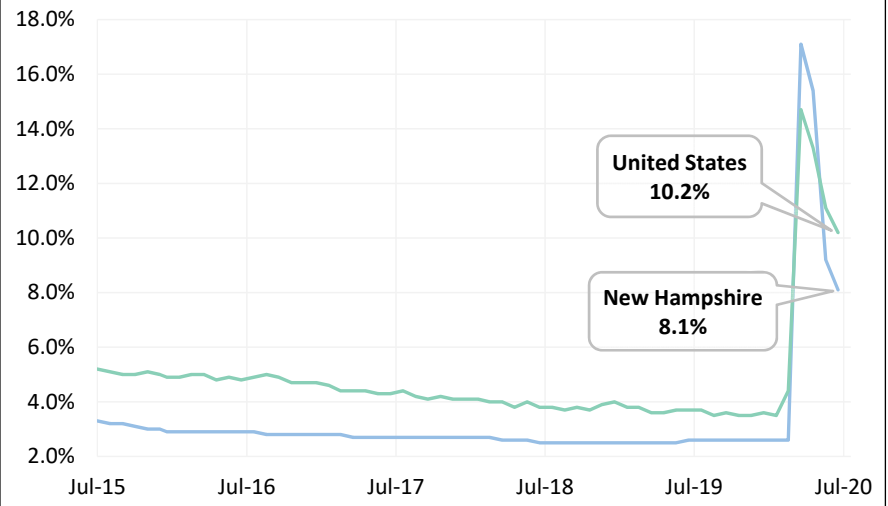
⁸ Job postings do not necessarily indicate that a position is filled, only that a business created a posting for the opening.

⁹ McKinsey Global Institute, A Future that Works: Automation, Employment and Productivity, <https://www.mckinsey.com/~/media/mckinsey/featured%20insights/digital%20disruption/harnessing%20automation%20for%20a%20future%20that%20works-a-future-that-works-executive-summary-mgi-january-2017.ashx>

SEASONALLY ADJUSTED ESTIMATES

Unemployment Estimates by Region

Seasonally Adjusted	Jul-20	Jun-20	Jul-19
United States	10.2%	11.1%	3.7%
Northeast	14.2%	14.7%	3.7%
New England	12.7%	13.4%	3.1%
Connecticut	10.2%	10.1%	3.7%
Maine	9.9%	6.7%	2.9%
Massachusetts	16.1%	17.7%	2.9%
New Hampshire	8.1%	9.2%	2.6%
Rhode Island	11.2%	12.6%	3.6%
Vermont	8.3%	9.5%	2.4%
Mid Atlantic	14.8%	15.1%	3.9%
New Jersey	13.8%	16.8%	3.3%
New York	15.9%	15.6%	3.9%
Pennsylvania	13.7%	13.2%	4.4%

Local Area Unemployment Statistics (LAUS)
Unemployment Rate, NH and US

Current Employment Statistics (CES) by Place of Establishment

	Number of Jobs			Change From Previous	
	Jul-20	Jun-20	Jul-19	Month	Year
Total Nonfarm	621,100	607,900	684,800	13,200	-63,700
Total Private	536,200	525,200	594,100	11,000	-57,900
Mining and Logging	900	900	900	0	0
Construction	27,100	26,700	27,900	400	-800
Manufacturing	64,600	65,300	71,600	-700	-7,000
Durable Goods	49,100	49,700	53,500	-600	-4,400
Non-Durable Goods	15,500	15,600	18,100	-100	-2,600
Trade, Transportation, and Utilities	123,500	121,300	139,100	2,200	-15,600
Wholesale Trade	24,900	25,700	28,200	-800	-3,300
Retail Trade	82,800	80,000	93,800	2,800	-11,000
Transportation, Warehousing, and Utilities	15,800	15,600	17,100	200	-1,300
Information	11,500	11,700	12,400	-200	-900
Financial Activities	34,800	34,300	34,800	500	0
Financial and Insurance	27,700	27,400	27,800	300	-100
Real Estate and Rental and Leasing	7,100	6,900	7,000	200	100
Professional and Business Services	76,100	75,000	83,700	1,100	-7,600
Professional, Scientific, and Technical Services	36,000	36,600	38,900	-600	-2,900
Management of Companies and Enterprises	8,900	8,600	9,200	300	-300
Administrative and Support and Waste Management and Remediation Services	31,200	29,800	35,600	1,400	-4,400
Education and Health Services	121,400	120,900	125,000	500	-3,600
Educational Services	32,500	33,700	30,800	-1,200	1,700
Health Care and Social Assistance	88,900	87,200	94,200	1,700	-5,300
Leisure and Hospitality	50,300	44,400	72,900	5,900	-22,600
Arts, Entertainment, and Recreation	8,600	7,900	12,700	700	-4,100
Accommodation and Food Services	41,700	36,500	60,200	5,200	-18,500
Other Services	26,000	24,700	25,800	1,300	200
Government	84,900	82,700	90,700	2,200	-5,800
Federal Government	8,200	8,300	8,000	-100	200
State Government	22,100	22,400	24,700	-300	-2,600
Local Government	54,600	52,000	58,000	2,600	-3,400

*Current month
is preliminary;
past months
are revised*

Prior data and area data are available on our website at: www.nhes.nh.gov/elmi/statistics/ces-htm

NOT SEASONALLY ADJUSTED ESTIMATES BY PLACE OF RESIDENCE

Labor Force Estimates

New Hampshire	Jul-20	Jun-20	Jul-19
Total Civilian Labor Force	748,050	731,830	787,200
Employed	688,710	665,340	767,340
Unemployed	59,340	66,490	19,860
Unemployment Rate	7.9%	9.1%	2.5%

United States (# in thousands)	Jul-20	Jun-20	Jul-19
Total Civilian Labor Force	161,374	160,883	164,941
Employed	144,492	142,811	158,385
Unemployed	16,882	18,072	6,556
Unemployment Rate	10.5%	11.2%	4.0%

Unemployment Rates by Area

Counties	Jul-20	Jun-20	Jul-19
Belknap	7.7%	9.0%	2.3%
Carroll	8.3%	10.3%	2.2%
Cheshire	7.4%	8.2%	2.6%
Coös	8.6%	10.2%	2.8%
Grafton	6.8%	8.2%	2.1%
Hillsborough	8.4%	9.4%	2.7%
Merrimack	6.9%	8.0%	2.2%
Rockingham	8.4%	9.6%	2.7%
Strafford	7.9%	8.8%	2.4%
Sullivan	6.4%	7.5%	2.3%

Map Key	Labor Market Areas	Jul-20	Jun-20	Jul-19
1	Colebrook, NH-VT LMA, NH Portion	6.5%	7.9%	2.5%
2	Littleton, NH-VT LMA, NH Portion	8.5%	10.4%	2.1%
3	Berlin NH Micropolitan NECTA	9.4%	10.7%	3.5%
4	Haverhill, NH LMA	6.8%	7.4%	2.3%
5	Conway, NH-ME LMA, NH Portion	8.4%	11.1%	2.1%
6	Plymouth, NH LMA	7.5%	9.4%	2.2%
7	Lebanon, NH-VT Micropolitan NECTA, NH Portion	5.4%	6.4%	2.1%
8	Meredith, NH LMA	7.1%	8.6%	1.9%
9	Wolfeboro, NH LMA	8.3%	9.5%	2.4%
10	Franklin, NH LMA	8.5%	9.9%	2.4%
11	Laconia, NH Micropolitan NECTA	8.5%	9.8%	2.5%
12	Expanded Claremont, NH estimating area	6.9%	8.0%	2.4%
13	New London, NH LMA	5.6%	6.9%	2.1%
14	Concord, NH Micropolitan NECTA	6.7%	7.8%	2.1%
15	Belmont, NH LMA	7.2%	8.3%	2.1%
16	Dover-Durham, NH-ME Metropolitan NECTA, NH Portion	7.9%	8.8%	2.4%
17	Charlestown, NH LMA	6.3%	7.3%	2.3%
18	Hillsborough, NH LMA	8.2%	10.3%	2.7%
19	Raymond, NH LMA	7.3%	8.3%	2.6%
20	Manchester, NH Metropolitan NECTA	8.0%	9.0%	2.4%
21	Portsmouth, NH-ME Metropolitan NECTA, NH Portion	7.4%	8.4%	2.3%
22	Keene, NH Micropolitan NECTA	7.6%	8.4%	2.6%
23	Peterborough, NH LMA	6.9%	7.6%	2.5%
24	Nashua, NH-MA NECTA Division, NH Portion	8.5%	9.5%	2.8%
25	Seabrook-Hampstead Area, NH Portion, Haverhill-Newburyport-Amesbury MA-NH NECTA Division	9.6%	11.1%	3.0%
26	Hinsdale Town, NH Portion, Brattleboro, VT-NH LMA	9.8%	10.6%	3.6%
27	Pelham Town, NH Portion, Lowell-Billerica-Chelmsford, MA-NH NECTA Division	10.5%	11.7%	3.4%
28	Salem Town, NH Portion, Lawrence-Methuen-Salem, MA-NH NECTA Division	10.3%	12.0%	3.6%

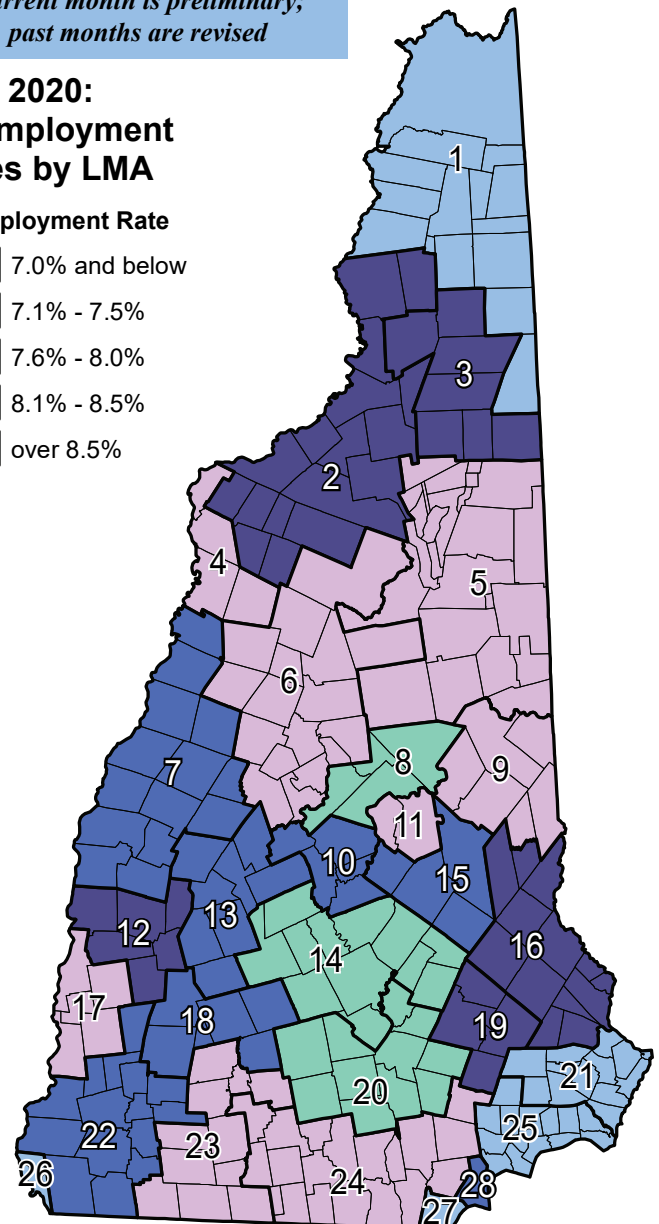
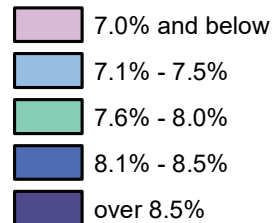
Unemployment Rates by Region

Not Seasonally Adjusted	Jul-20	Jun-20	Jul-19
United States	10.5%	11.2%	4.0%
Northeast	14.3%	14.6%	4.0%
New England	12.7%	13.5%	3.2%
Connecticut	10.3%	10.2%	3.9%
Maine	9.4%	6.5%	2.7%
Massachusetts	16.2%	17.8%	3.1%
New Hampshire	7.9%	9.1%	2.5%
Rhode Island	11.4%	12.3%	3.9%
Vermont	8.2%	9.5%	2.4%
Mid Atlantic	14.9%	15.1%	4.3%
New Jersey	14.0%	16.6%	3.9%
New York	16.0%	15.5%	4.2%
Pennsylvania	14.1%	13.3%	4.9%

*Current month is preliminary;
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July 2020:
Unemployment Rates by LMA

Unemployment Rate



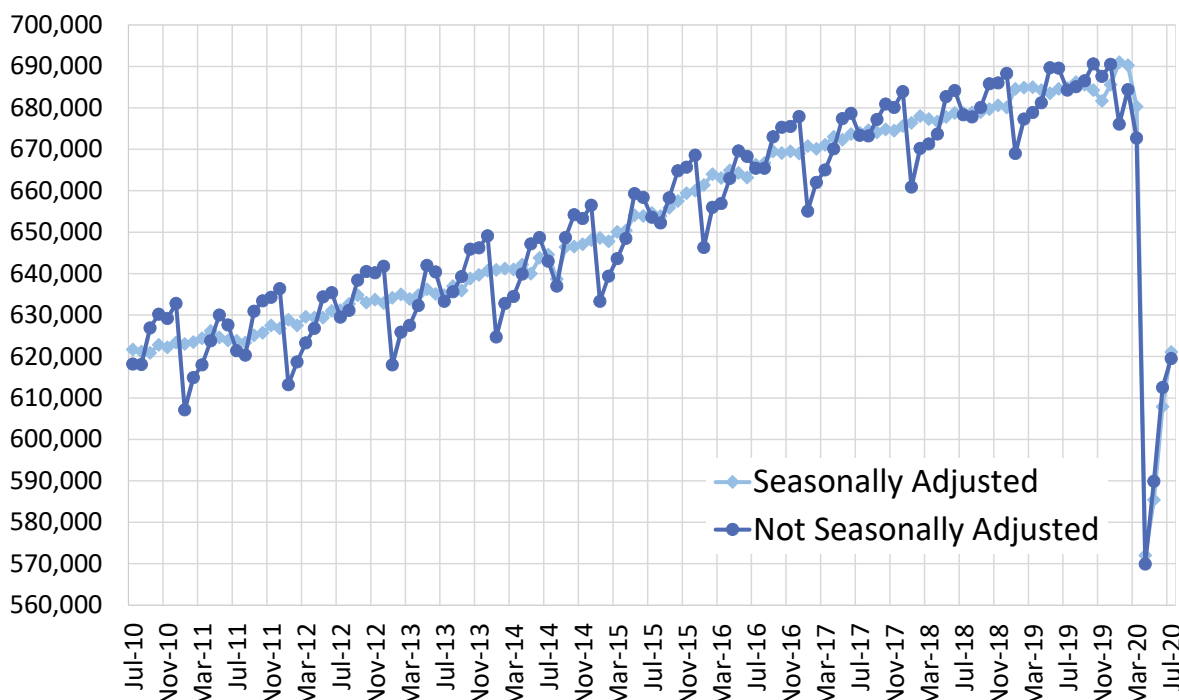
MONTHLY ESTIMATES BY PLACE OF ESTABLISHMENT

New Hampshire Nonfarm Employment Statewide
Not Seasonally Adjusted

*Current month
is preliminary;
past months
are revised*

	Number of Jobs			Change From Previous	
	Jul-20	Jun-20	Jul-19	Month	Year
Total Nonfarm	619,500	612,500	684,300	7,000	-64,800
Total Private	546,800	532,900	605,500	13,900	-58,700
Mining and Logging	1,000	1,000	1,000	0	0
Construction	28,500	27,600	29,200	900	-700
Manufacturing	65,400	65,900	72,100	-500	-6,700
Durable Goods	49,600	50,200	53,900	-600	-4,300
Non-Durable Goods	15,800	15,700	18,200	100	-2,400
Trade, Transportation, and Utilities	125,400	123,600	139,800	1,800	-14,400
Wholesale Trade	25,300	25,800	28,400	-500	-3,100
Retail Trade	84,600	81,900	94,800	2,700	-10,200
Transportation, Warehousing, and Utilities	15,500	15,900	16,600	-400	-1,100
Information	11,500	11,700	12,600	-200	-1,100
Financial Activities	35,400	34,600	35,500	800	-100
Professional and Business Services	77,800	77,000	85,400	800	-7,600
Education and Health Services	115,500	116,100	119,400	-600	-3,900
Leisure and Hospitality	60,100	50,200	83,900	9,900	-23,800
Other Services	26,200	25,200	26,600	1,000	-400
Government	72,700	79,600	78,800	-6,900	-6,100
Federal Government	8,200	8,300	8,000	-100	200
State Government	19,700	19,600	22,000	100	-2,300
Local Government	44,800	51,700	48,800	-6,900	-4,000

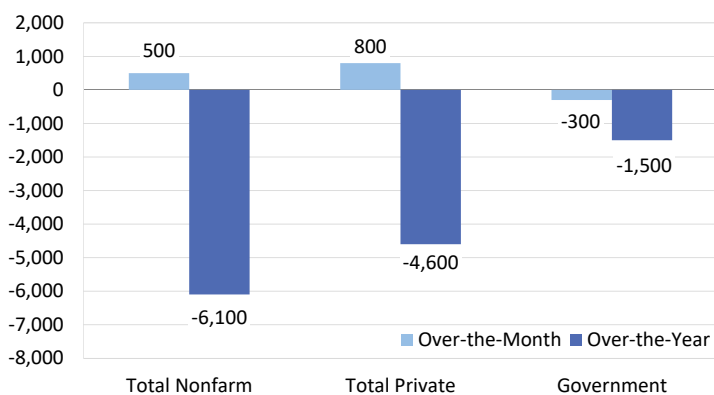
Total Nonfarm Employment Trend Through July 2020



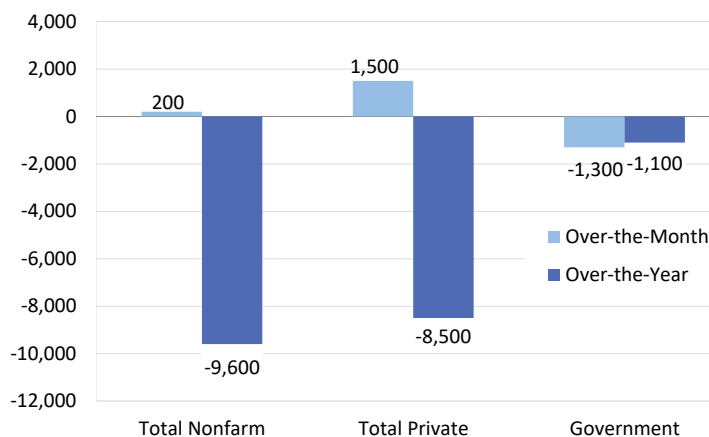
MONTHLY ESTIMATES BY PLACE OF ESTABLISHMENT

Nonfarm Employment by Metropolitan Statistical Areas - July 2020

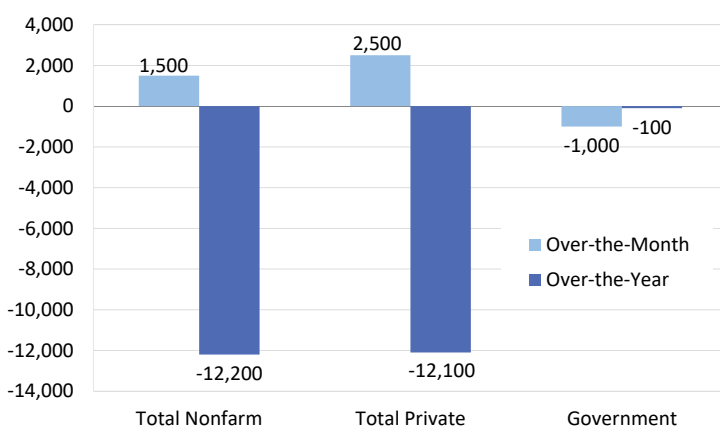
Dover-Durham NH-ME Metro NECTA



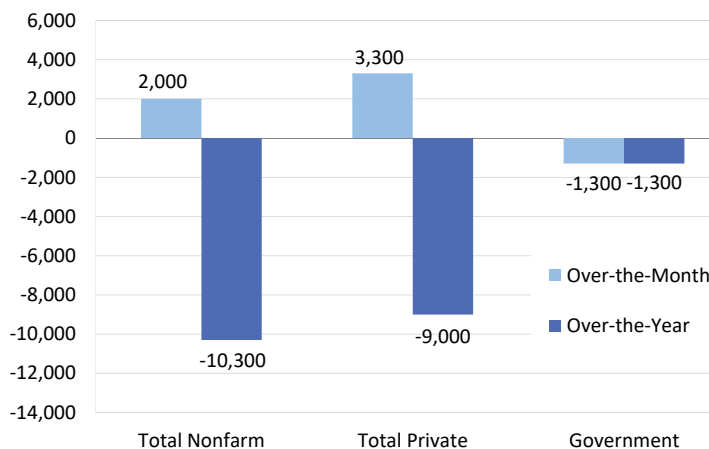
Manchester Metro NECTA



Portsmouth NH-ME Metro NECTA

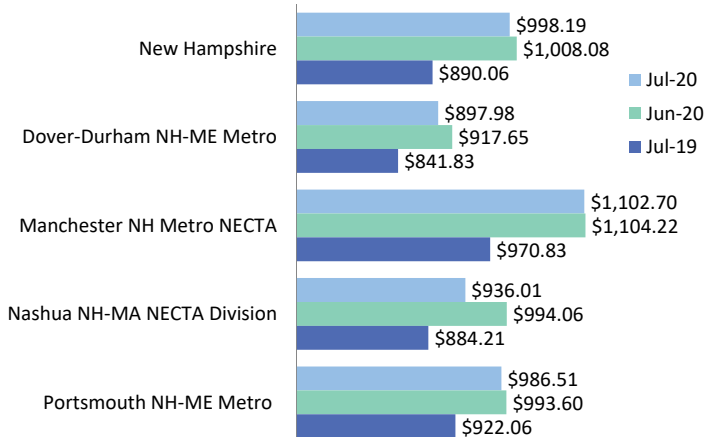


Nashua NH-MA NECTA Division



Total Private Average Weekly Earnings Data

All Employee Average Weekly Earnings



Production Workers Average Weekly Earnings



MONTHLY ANALYSIS OF CURRENT EMPLOYMENT STATISTICS (CES)

Seasonally Adjusted

Total nonfarm employment increased by 13,200 jobs in July, according to preliminary seasonally adjusted estimates. Seven private industry supersectors experienced over-the-month employment gains in July, two supersectors experienced losses and one was unchanged. *Leisure and hospitality* gained 5,900 jobs in July. *Trade, transportation, and utilities* added 2,200 positions, while *other services* employment increased by 1,300 over-the-month. *Professional and business services* expanded payrolls by 1,100, while both *financial activities* and *private education and health services* added 500 jobs. *Construction* gained 400 jobs.

Manufacturing lost 700 jobs in July, while *Information* lost 200 positions. *Mining and logging* was unchanged from June. *Government* employment increased by 2,200 over-the-month.

Seasonally adjusted total nonfarm employment decreased by 63,700 jobs from July 2019 to July 2020, reflecting the impact on employment due to the coronavirus (COVID-19) pandemic and efforts to contain it. Employment losses were experienced in all but three supersectors over-the-year. *Other services* employment increased by 200 from July 2019. *Mining and logging* and *financial activities* were unchanged over-the-year.

Leisure and hospitality suffered the greatest loss, with 22,600 fewer jobs than in July 2019. *Trade, transportation, and utilities* employment decreased by 15,600, while *professional and business services* was down by 7,600 positions. *Manufacturing* shed 7,000 jobs and *private education and health services* cut payrolls by 3,600 positions. *Information* employment declined by 900, while *construction* lost 800 jobs over-the-year. *Government* employment decreased by 5,800 from July 2019 to July 2020.

Not Seasonally Adjusted

Preliminary unadjusted estimates for July show that total nonfarm employment decreased by 64,800 jobs over-the-year, reflecting the impact on employment due to the coronavirus (COVID-19) pandemic and efforts to contain it. All industry supersectors experienced over-the-year employment losses in July, with the exception of *mining and logging*, which was unchanged over-the-year. *Leisure and hospitality* experienced the largest decrease, with 23,800 fewer jobs than in July 2019. *Trade, transportation, and utilities* employment decreased by 14,400, while *professional and business services* reduced payrolls by 7,600 positions.

Manufacturing shed 6,700 jobs, while *private education and health services* lost 3,900 positions. *Information* employment declined by 1,100 and *construction* cut 700 jobs over-the-year. *Other services* had 400 fewer positions than in July 2019 and *financial activities* trimmed 100 positions. *Government* employment decreased by 6,100 from July 2019 to July 2020.

Unadjusted estimates provide a snapshot of the number of New Hampshire jobs by industry in any given month. However, over-the-month changes to unadjusted employment estimates reflect both changes in economic conditions and seasonal patterns of employment growth and decline. All industries experience seasonal changes to some degree, although these patterns tend to be more obvious in *leisure and hospitality*; *trade, transportation, and utilities* and *construction*. Over-the-month changes to unadjusted employment estimates should not be compared without consideration for the normal seasonal pattern of the appropriate industries. The most appropriate method for the comparison of unadjusted monthly data is to compare the estimates for the same month in different years; as this will minimize, but not eliminate, the effect of seasonal employment patterns on observed changes.

– Robert Cote, Research Analyst

Seasonally Adjusted July 2020 Change



Not Seasonally Adjusted July 2020 Change



Consumer Price Index

United States, All Urban Consumers

Not Seasonally Adjusted (CPI-U) (1982=1984=100)

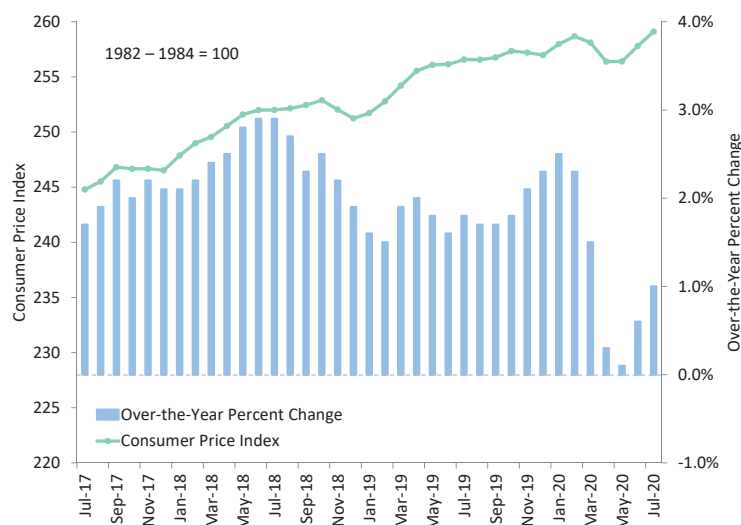
			Change From Previous	
Jul-20	Jun-20	Jul-19	Month	Year
259.101	257.797	256.571	0.5%	1.0%

Northeast, All Urban Consumers

Not Seasonally Adjusted (CPI-U) (1982=1984=100)

			Change From Previous	
Jul-20	Jun-20	Jul-19	Month	Year
273.347	272.283	270.381	0.4%	1.1%

Consumer Price Index United States, All Urban Consumers



Unemployment Compensation Claims Activity

	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
Initial Claims	2,039	80,088	90,023	34,031	23,827	26,658
Continued Weeks Claimed	15,068	58,630	352,681	404,164	323,039	162,664
Average payment for a week of unemployment	\$339.17	\$307.27	\$263.90	\$253.57	\$239.67	\$255.15

New Hampshire Economic Conditions is published monthly in coordination with the Bureau of Labor Statistics and the Employment Training Administration of the U.S. Department of Labor.

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Keene 352-1904	Laconia 524-3960
Littleton 444-2971	Manchester 627-7841
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New Hampshire Employment Security Economic and Labor Market Information Bureau

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