

# Online Employment Report

## A companion to the Employment Situation Summary issued by the U.S. Bureau of Labor Statistics

Online Employment Data courtesy of oDesk, the largest and fastest-growing global employment platform

Historically, contract work is the first type of employment to rebound after a recession. Beyond the expected cyclical increase in contract workers, the flexible workforce approach is becoming an established hiring model to get more done with less, scale to meet demand and increase business efficiency. The broad accessibility afforded by the Internet, the post-recession economy, and the interest in globalization are driving adoption of a on-demand contract workforce.

### Highlights

- Online Work Gains 121% over October 2009, Employers spend nearly \$11M on contract work
- Mobile Category Growing Strong - Demand for Android Skills Up 710% Over 2009
- Workers Familiar with Facebook Have 190% More Opportunities Since October 2009
- Globalization Embraced by SMBs - Demand for Translators Up 340%

### October Snapshot (% Change MoM/YoY)

Jobs posted **57,017 (+1%/+103%)**

Available Contractors **811,095 (+6%/114%)**

Earnings **\$11,754,773 (+7%/+110%)**

Hours worked **1,140,764 (+9%/+121%)**

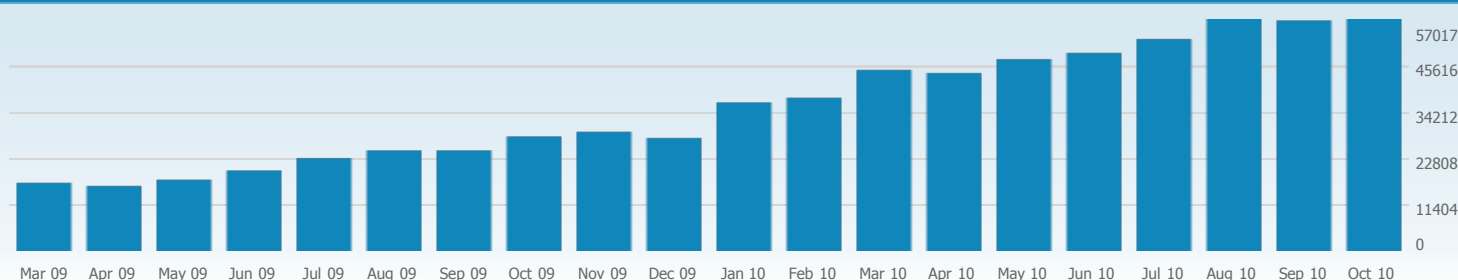
### Top Skills (by jobs posted)

Rank	Skill	Rank Change		Rank	Skill	Rank Change	
		MoM	YoY			MoM	YoY
1	PHP	—	—	26	XHTML	-1	-7
2	HTML	—	—	27	Writing	—	+5
3	English	—	+1	28	Research	—	+2
4	CSS	—	-1	29	Illustrator	-7	+5
5	SEO	+1	+2	30	C#	+1	-4
6	Photoshop	-1	-1	31	Drupal	+4	-7
7	Wordpress	—	+1	32	Blogger	—	-3
8	MySQL	—	-2	33	SQL	-4	-12
9	Javascript	—	+1	34	Magento	-1	+3
10	Writer	—	+3	35	Microsoft Word	-1	+4
11	Microsoft Excel	—	+1	36	Twitter	+4	+11
12	Data Entry	—	+2	37	C++	+4	-6
13	Flash	—	-4	38	XML	-2	-5
14	Joomla	—	-3	39	Web Design	-1	+3
15	Graphics	—	+5	40	Android	+5	+70
16	.Net	+1	—	41	Typing	+11	+4
17	Ajax	+1	-2	42	Web Research	+1	+4
18	MS SQL	+2	—	43	Article Writing	-6	+8
19	IIS	+2	-2	44	Design	+3	-4
20	Facebook	+3	+16	45	Graphic Design	-3	-1
21	Link Building	-5	+6	46	Linux	—	-3
22	Java	-3	—	47	Marketing	+2	-9
23	iPhone	+3	—	48	ASP	—	-8
24	SEM	—	+1	49	Salesforce	-6	—
25	Jquery	+5	+10	50	Translation	+2	+37

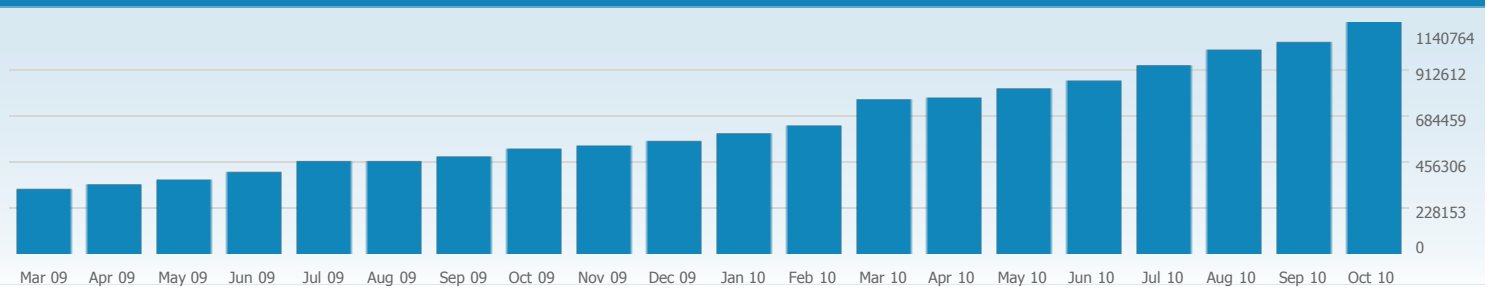
### Top Categories (by jobs posted)

Rank	Category	Rank Change		Rank	Category	Rank Change	
		MoM	YoY			MoM	YoY
1	Web Programming	—	—	26	Creative Writing	-3	+2
2	Web Design	—	—	27	Video Production	+3	+6
3	Blog & Article Writing	—	—	28	Other - Sales & Marketing	-11	-9
4	Data Entry	—	—	29	Copywriting	—	—
5	SEO - Search Engine Optimization	—	+1	30	Other - Design & Multimedia	-2	-4
6	Graphic Design	—	-1	31	Scripts & Utilities	—	-4
7	Other - Web Development	—	+1	32	Print Design	+1	+9
8	Mobile Apps	+1	+7	33	Server Administration	+4	+1
9	Web Research	+1	—	34	Illustration	+2	+9
10	Website Content	-2	-3	35	Website Project Management	—	—
11	Personal Assistant	+1	-1	36	Transcription	+2	-15
12	Logo Design	-1	+2	37	3D Modeling & CAD	+2	—
13	Sales & Lead Generation	—	+4	38	Market Research & Surveys	+6	+1
14	Other - Writing & Translation	+2	+4	39	Customer Service & Support	-6	+2
15	Ecommerce	—	-4	40	Animation	+2	-4
16	Other - Administrative Support	+3	-4	41	Email Marketing	-1	+1
17	Other - Software Development	-3	-4	42	UI Design	-1	-12
18	Desktop Applications	+3	-2	43	Other - Networking & Information Systems	—	-5
19	Translation	-1	+5	44	Presentations	+5	+2
20	Other - Business Services	+2	+3	45	Game Development	—	-1
21	SMM - Social Media Marketing	-1	+10	46	Other - Customer Service	-12	+9
22	Technical Writing	+4	-2	47	Network Administration	-1	+4
23	SEM - Search Engine Marketing	+2	-1	48	Application Interface Design	+6	+5
24	Advertising	+3	+1	49	Website QA	+3	-1
25	Telemarketing & Telesales	-1	+7	50	Audio Production	-3	—

### Jobs Posted



## Hours worked



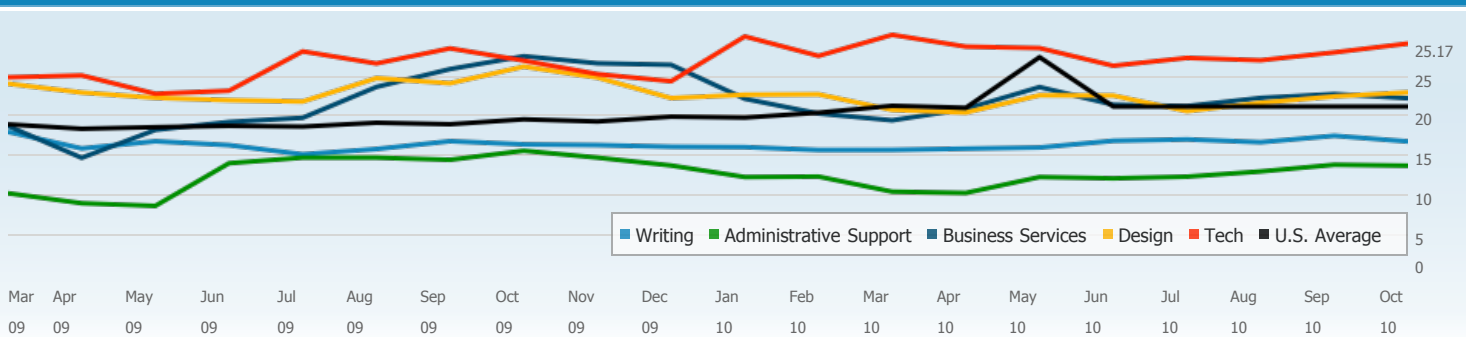
## Top Contractor Countries

- 1 India
- 2 Philippines
- 3 United States
- 4 Russia
- 5 Ukraine
- 6 Pakistan
- 7 Bangladesh
- 8 Canada
- 9 China
- 10 Poland

## Top Cities (by \$ earned October 2010)

- |                            |                             |                                 |
|----------------------------|-----------------------------|---------------------------------|
| 1 Mohali, India            | 10 Indore, India            | 19 Ahmedabad, India             |
| 2 Chandigarh, India        | 11 Sevastapol, Ukraine      | 20 New York City, United States |
| 3 Omsk, Russia             | 12 Manila, Philippines      | 21 Karachi, Pakistan            |
| 4 Taganrog, Russia         | 13 Iligan City, Philippines | 22 Cebu City, Philippines       |
| 5 Bangalore, India         | 14 Delhi, India             | 23 Chennai, India               |
| 6 Lahore, Pakistan         | 15 Hyderabad, India         | 24 Islamabad, Pakistan          |
| 7 Dhaka, Bangladesh        | 16 Lviv, Ukraine            | 25 Kharkov, Ukraine             |
| 8 Quezon City, Philippines | 17 Moscow, Russia           |                                 |
| 9 Kiev, Ukraine            | 18 Minsk, Belarus           |                                 |

## U.S. Average Hourly Rates



## Top U.S. States (rank, state, unemployment rate)

- |                      |                         |                         |                     |                         |
|----------------------|-------------------------|-------------------------|---------------------|-------------------------|
| 1 California (12.4%) | 6 North Carolina (9.6%) | 11 Massachusetts (8.4%) | 16 Minnesota (7%)   | 21 Utah (7.5%)          |
| 2 Florida (11.9%)    | 7 Illinois (9.9%)       | 12 Ohio (10%)           | 17 Oregon (10.6%)   | 22 South Carolina (11%) |
| 3 Texas (8.1%)       | 8 Pennsylvania (9%)     | 13 Washington (9%)      | 18 Arizona (9.7%)   | 23 Alabama (8.9%)       |
| 4 Georgia (10%)      | 9 New Jersey (9.4%)     | 14 Virginia (6.8%)      | 19 Indiana (10.1%)  | 24 Maryland (7.5%)      |
| 5 New York (8.3%)    | 10 Michigan (13%)       | 15 Colorado (8.2%)      | 20 Tennessee (9.4%) | 25 Montana (7.4%)       |

## Top U.S. Cities for Workers (by available contractors October 2010)

- |                 |              |                 |                 |                    |
|-----------------|--------------|-----------------|-----------------|--------------------|
| 1 Los Angeles   | 6 Chicago    | 11 Arlington    | 16 Jacksonville | 21 Denver          |
| 2 New York City | 7 Medford    | 12 Kernersville | 17 San Jose     | 22 Baltimore       |
| 3 Atlanta       | 8 Pittsburgh | 13 San Diego    | 18 Dallas       | 23 Miami           |
| 4 San Francisco | 9 Tampa      | 14 Las Vegas    | 19 Charlotte    | 24 Alpharetta (GA) |
| 5 Austin        | 10 Seattle   | 15 Houston      | 20 Orlando      | 25 Tuscon          |