Help Wanted Online Ads

January 2020

Available online at www.QualityInfo.org
Search for Help Wanted Online Index
Help Wanted Online ads increased by 15,600 nationally in January.

- Number of ads being posted for the first time (new ads) increased by 438,300 nationally in January
- In January, the number of ads increased in the Corvallis, Portland, and Salem metro areas.
- Number of online ads among Oregon and its neighboring states:
  - Idaho: 33,700
  - Nevada: 72,600
  - Oregon: 81,200
  - Washington: 153,100
  - California: 810,200
The number of help wanted ads in Oregon increased by 11,000 in January.
The number of ads increased by 15,600 nationally in January.

Total Ads Index (January 2015= 100)

Source: The Conference Board Help Wanted OnLine™ (HWOL)
The Conference Board's Help Wanted Online Data Series
Seasonally Adjusted

Source: The Conference Board Help Wanted Online™ (HWOL)
Heavy and tractor-trailer truck driver employment is projected to gain 3,000 jobs from 2017 and 2027. Read one of our latest articles by regional economist Dallas Fridley [here](#).

Email [Sarah.E.Cunningham@Oregon.gov](mailto:Sarah.E.Cunningham@Oregon.gov) if you need HWOL data for specific occupations.
HELP WANTED ONLINE ADVERTISEMENT TRENDS BY METRO AREA
Online ads in the Portland metro area increased by 3,500 in January.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Salem metro area increased by 220 in January.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Eugene metro area decreased by 40 in January.

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Medford metro area **decreased by 140 in January.**

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)

Support Business · Promote Employment
Online ads in the Bend metro area **decreased by 40 in January.**

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Corvallis metro area increased by 30 in January.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Albany metro area decreased by 30 in January.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLineTM (HWOL)
Help Wanted Online Ads, January 2020

Source: Oregon Employment Department, The Conference Board, and Wanted Analytics
Did you know that help wanted online ads are available by local workforce areas?

- **Portland-Metro** – Multnomah and Washington counties
- **Mid-Valley** – Linn, Marion, Polk and Yamhill counties
- **Lane** – Lane County
- **East Cascades** – Crook, Deschutes, Gilliam, Hood River, Klamath, Jefferson, Lake, Sherman, Wasco, and Wheeler counties
- **Clackamas** – Clackamas County
- **Rogue Valley** – Jackson and Josephine counties
- **Northwest Oregon** – Benton, Clatsop, Columbia, Lincoln, and Tillamook counties
- **Southwestern Oregon** – Coos, Curry, and Douglas counties
- **Eastern Oregon** – Baker, Grant, Harney, Malheur, Morrow, Umatilla, Union, and Wallowa counties

Email [Sarah.E.Cunningham@Oregon.gov](mailto:Sarahe.Cunningham@Oregon.gov) if you need additional HWOL data for your workforce area.
All the local workforce areas in Oregon saw an increase in help wanted ads from January 2019 to January 2020 except the Portland-metro area.

<table>
<thead>
<tr>
<th>Over-the-Year Change in Help Wanted Ads in January 2020</th>
<th>Over-the-Year Change Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-Valley</td>
<td>3,386</td>
</tr>
<tr>
<td>Lane</td>
<td>2,265</td>
</tr>
<tr>
<td>Clackamas</td>
<td>1,816</td>
</tr>
<tr>
<td>East Cascades</td>
<td>772</td>
</tr>
<tr>
<td>Rogue Valley</td>
<td>598</td>
</tr>
<tr>
<td>Southwestern Oregon</td>
<td>231</td>
</tr>
<tr>
<td>Northwest Oregon</td>
<td>227</td>
</tr>
<tr>
<td>Eastern Oregon</td>
<td>191</td>
</tr>
<tr>
<td>Portland-Metro</td>
<td>-6,301</td>
</tr>
</tbody>
</table>

*Source: Oregon Employment Department and The Conference Board*

Email Sarah.E.Cunningham@Oregon.gov if you need additional HWOL data for your workforce area.
Portland-Metro Help Wanted Online Ads

Not Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Mid-Valley Help Wanted Online Ads

Not Seasonally Adjusted

Source: The Conference Board Help Wanted Online™ (HWOL)
Lane Help Wanted Online Ads
Not Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
East Cascades Help Wanted Online Ads

Not Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - January 2020

Help Wanted Online Ads

Total Ads

January 2015

January 2020

Support Business ∙ Promote Employment

21
Clackamas Help Wanted Online Ads

Not Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Rogue Valley Help Wanted Online Ads

Not Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Northwest Oregon Help Wanted Online Ads

Not Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - January 2020
Eastern Oregon Help Wanted Online Ads

Not Seasonally Adjusted

Total Ads

Source: The Conference Board Help Wanted OnLine™ (HWOL)
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