Help Wanted Online Ads

October 2020

Available online at www.QualityInfo.org
Search for Help Wanted Online Index
Help Wanted Online ads increased by 8,600 in Oregon in October.

- Number of ads being posted for the first time (new ads) increased by 300 in Oregon in October.
- Nationally, total ads increased by 502,300 and new ads declined by 89,100 in October.
- Number of online ads among Oregon and its neighboring states:
  - Idaho: 34,400
  - Nevada: 59,800
  - Oregon: 66,800
  - Washington: 118,700
  - California: 660,200
The number of help wanted ads in Oregon increased by 8,600 in October.

Source: The Conference Board Help Wanted OnLine™ (HWOL)
The number of ads increased by 502,300 nationally in October.

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

January 2015 - October 2020

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Employment for graphic designers is projected to grow by 11.6% from 2019-2029. Read [Growth in Graphic Designer Employment Concentrated in Portland](#) by Workforce Analyst Michael Doughty.

Email [Sarah.E.Cunningham@Oregon.gov](mailto:Sarahe.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 5,000 in October.

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Salem metro area increased by 1,400 in October.

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Eugene metro area increased by 1,000 in October.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Medford metro area increased by 250 in October.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Bend metro area increased by 380 in October.

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Corvallis metro area increased by 330 in October.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Albany metro area increased by 290 in October.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Online ads in the Grants Pass metro area increased by 100 in October.

Seasonally Adjusted

Source: The Conference Board Help Wanted OnLine™ (HWOL)
Help Wanted Online Ads, October 2020

Number of Ads
- 0 to 99
- 100 to 999
- 1,000 to 9,999
- 10,000 or more

Source: Oregon Employment Department, The Conference Board, and Wanted Analytics
## Help Wanted Online Ads by County

<table>
<thead>
<tr>
<th>County</th>
<th>Ads</th>
<th>County</th>
<th>Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multnomah</td>
<td>25,521</td>
<td>Clatsop</td>
<td>330</td>
</tr>
<tr>
<td>Washington</td>
<td>9,947</td>
<td>Polk</td>
<td>329</td>
</tr>
<tr>
<td>Clackamas</td>
<td>6,401</td>
<td>Wasco</td>
<td>223</td>
</tr>
<tr>
<td>Marion</td>
<td>5,972</td>
<td>Tillamook</td>
<td>208</td>
</tr>
<tr>
<td>Lane</td>
<td>5,394</td>
<td>Hood River</td>
<td>178</td>
</tr>
<tr>
<td>Deschutes</td>
<td>1,924</td>
<td>Baker</td>
<td>142</td>
</tr>
<tr>
<td>Jackson</td>
<td>1,652</td>
<td>Union</td>
<td>126</td>
</tr>
<tr>
<td>Benton</td>
<td>1,386</td>
<td>Morrow</td>
<td>119</td>
</tr>
<tr>
<td>Yamhill</td>
<td>1,331</td>
<td>Crook</td>
<td>112</td>
</tr>
<tr>
<td>Linn</td>
<td>1,321</td>
<td>Jefferson</td>
<td>97</td>
</tr>
<tr>
<td>Coos</td>
<td>819</td>
<td>Curry</td>
<td>87</td>
</tr>
<tr>
<td>Douglas</td>
<td>640</td>
<td>Lake</td>
<td>36</td>
</tr>
<tr>
<td>Umatilla</td>
<td>548</td>
<td>Grant</td>
<td>32</td>
</tr>
<tr>
<td>Columbia</td>
<td>465</td>
<td>Gilliam</td>
<td>29</td>
</tr>
<tr>
<td>Lincoln</td>
<td>458</td>
<td>Wallowa</td>
<td>22</td>
</tr>
<tr>
<td>Malheur</td>
<td>425</td>
<td>Sherman</td>
<td>14</td>
</tr>
<tr>
<td>Klamath</td>
<td>367</td>
<td>Harney</td>
<td>13</td>
</tr>
<tr>
<td>Josephine</td>
<td>355</td>
<td>Wheeler</td>
<td>1</td>
</tr>
</tbody>
</table>
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:Sarah.E.Cunningham@Oregon.gov) if you need additional HWOL data for your workforce area.
The Clackamas workforce area saw ads increase more than any other area over the year. Notably, the Portland-metro area saw ads decrease by almost 8,000.

<table>
<thead>
<tr>
<th>Over-the-Year Change in Help Wanted Ads in October 2020</th>
<th>Over-the-Year Change Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clackamas</td>
<td>874</td>
</tr>
<tr>
<td>Northwest Oregon</td>
<td>384</td>
</tr>
<tr>
<td>Mid-Valley</td>
<td>1,041</td>
</tr>
<tr>
<td>Lane</td>
<td>468</td>
</tr>
<tr>
<td>Eastern Oregon</td>
<td>90</td>
</tr>
<tr>
<td>Southwestern Oregon</td>
<td>-96</td>
</tr>
<tr>
<td>East Cascades</td>
<td>-379</td>
</tr>
<tr>
<td>Rogue Valley</td>
<td>-297</td>
</tr>
<tr>
<td>Portland-Metro</td>
<td>-7,882</td>
</tr>
</tbody>
</table>

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)
Clackamas 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 - October 2020
Southwestern Oregon Help Wanted Online Ads

Not Seasonally Adjusted

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

Not Seasonally Adjusted

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