



# Help Wanted Online Ads

November 2020

Available online at [www.QualityInfo.org](http://www.QualityInfo.org)

Search for [Help Wanted Online Index](#)

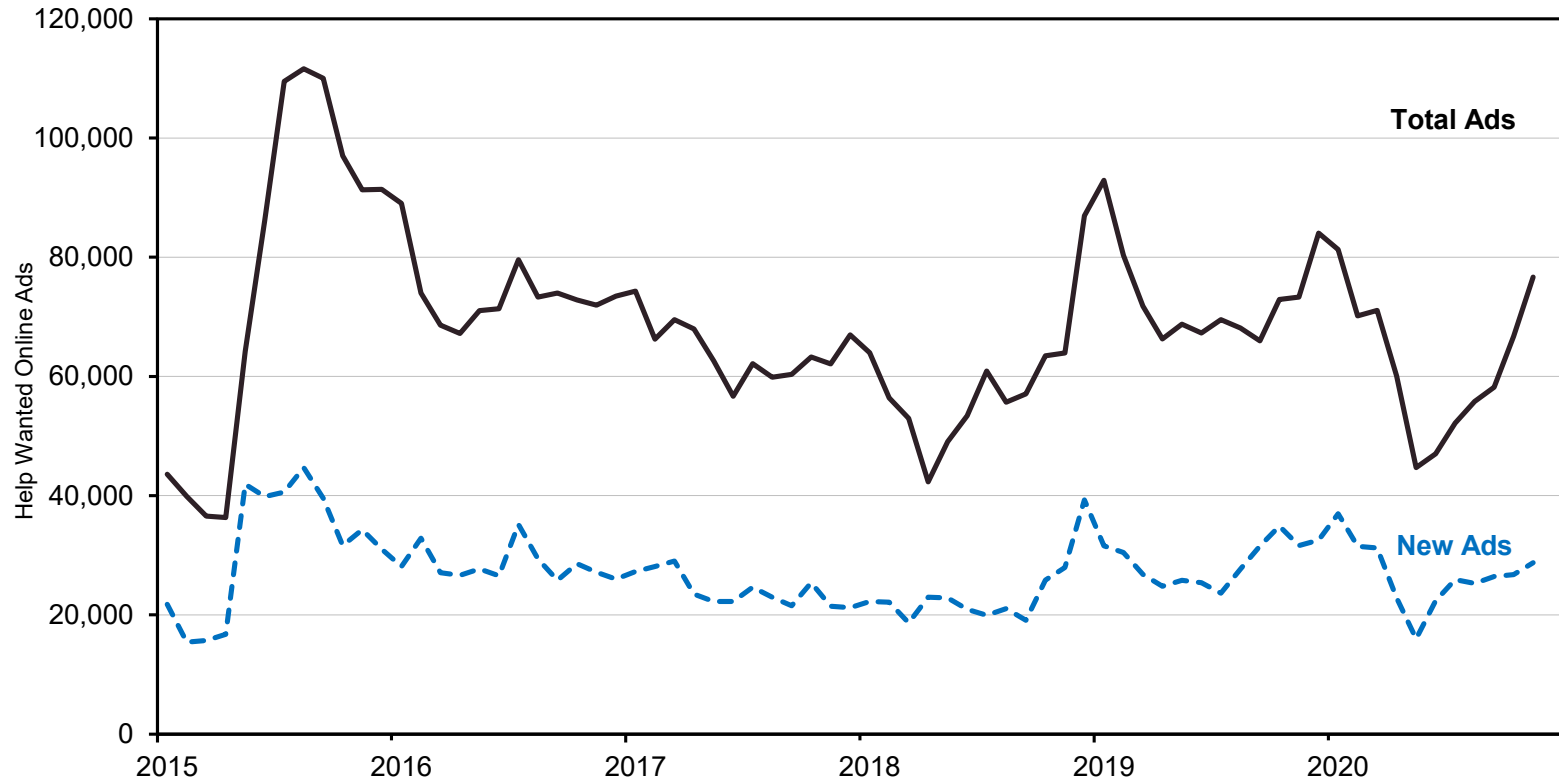


## Help Wanted Online ads increased by 9,900 in Oregon in November.

- Number of ads being posted for the first time (*new ads*) increased by 2,000 in Oregon in November.
- Nationally, total ads increased by 544,000 and new ads increased by 3,800 in November.
- Number of online ads among Oregon and its neighboring states:
  - Idaho: 36,500
  - Nevada: 66,600
  - Oregon: 76,700
  - Washington: 135,200
  - California: 734,000



## The number of help wanted ads in Oregon increased by 9,900 in November.

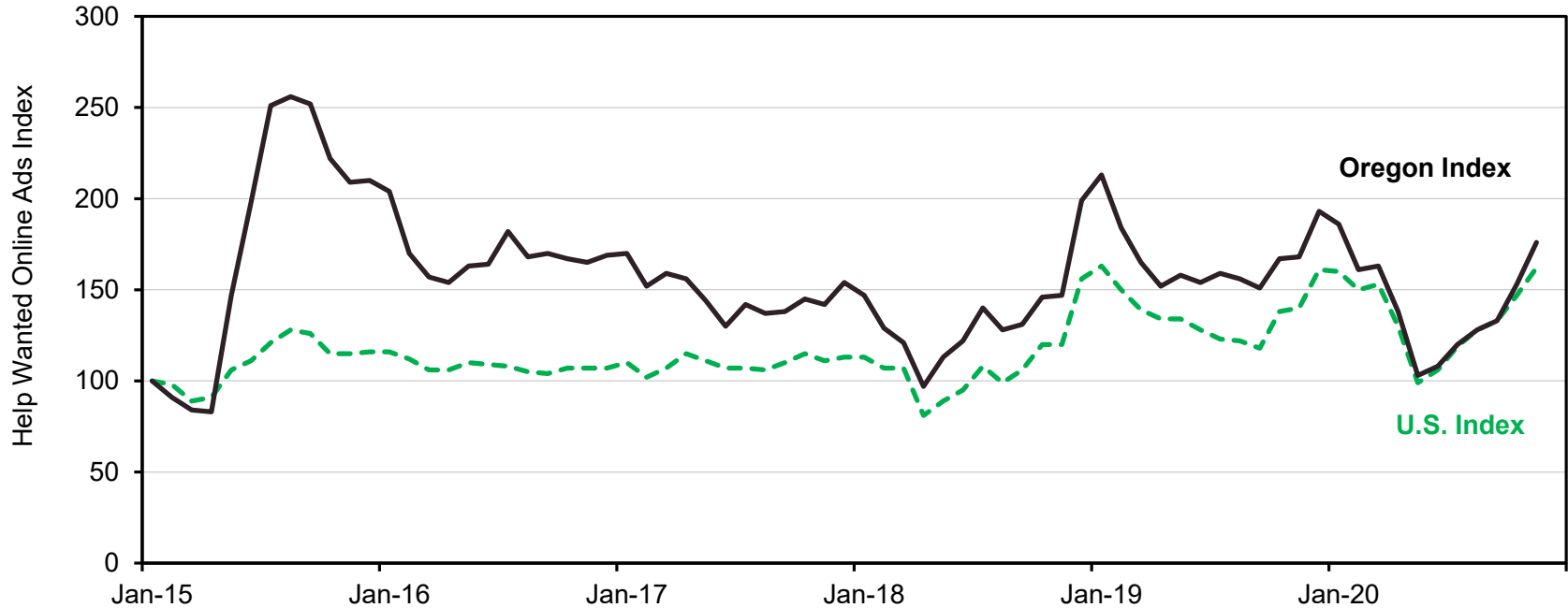


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Total online ad volume increased by 544,000 nationally in November.

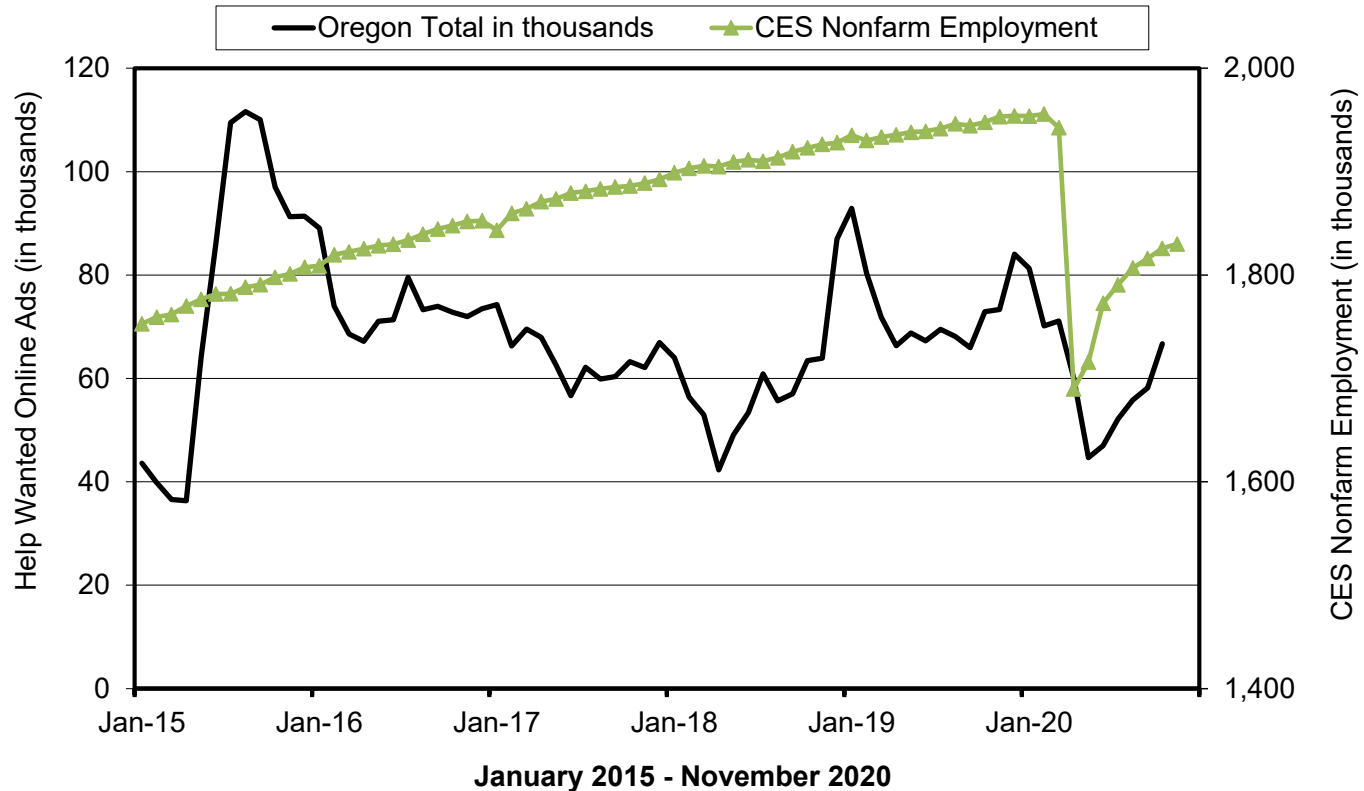
Total Ads Index (January 2015= 100)



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



## The Conference Board's Help Wanted Online Data Series Seasonally Adjusted

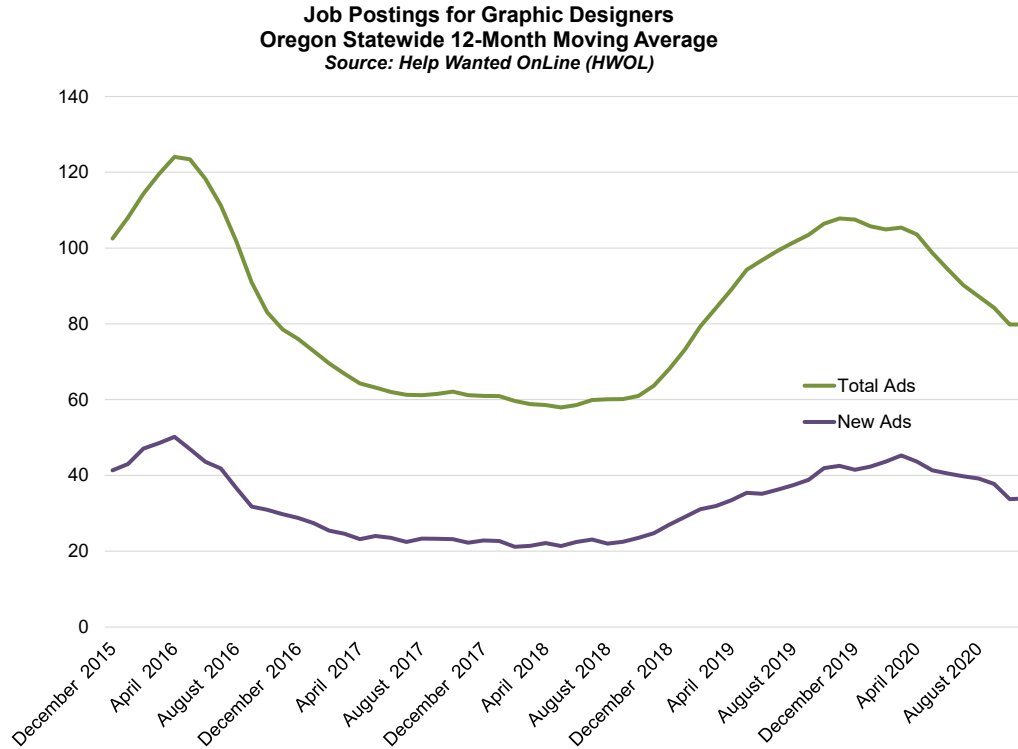


Source: The Conference Board Help Wanted OnLine™ (HWOL)



## 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:Sarah.E.Cunningham@Oregon.gov) if you need HWOL data for specific occupations.

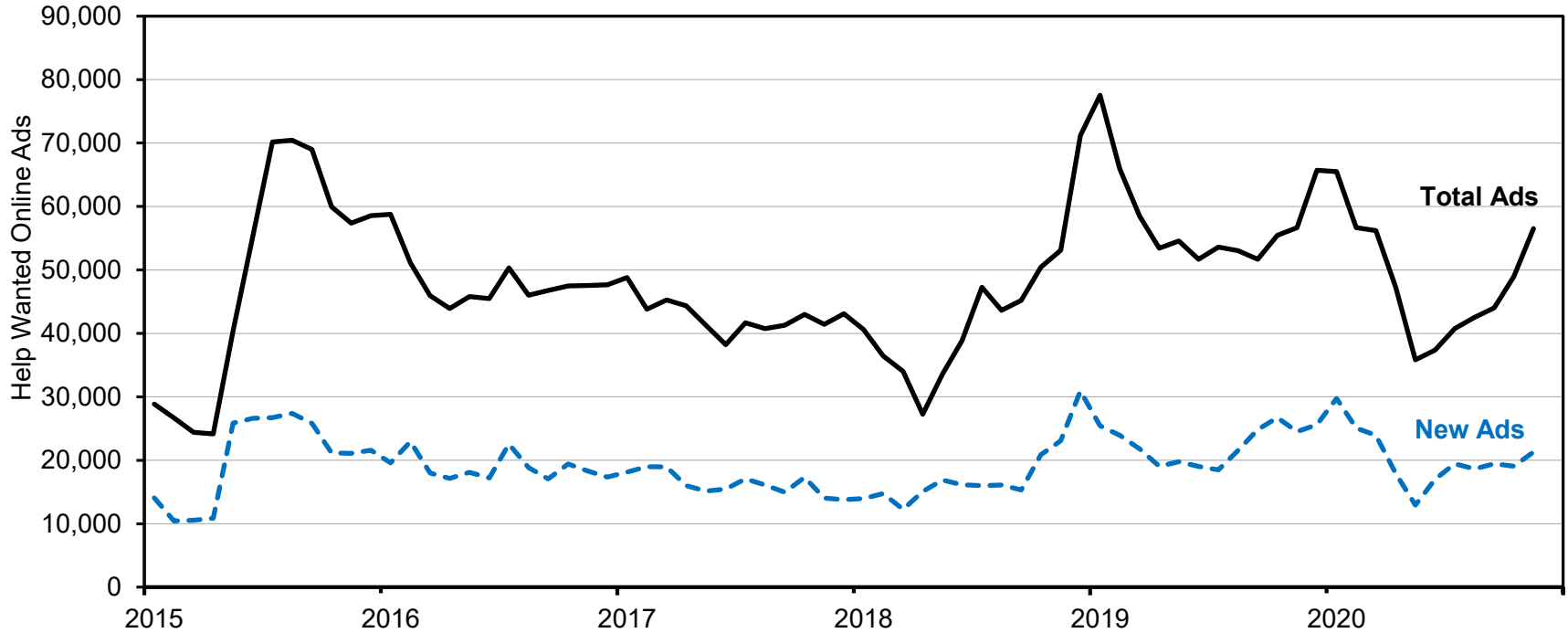


# HELP WANTED ONLINE ADVERTISEMENT TRENDS BY METRO AREA



# Online ads in the Portland metro area increased by 7,600 in November.

Seasonally Adjusted



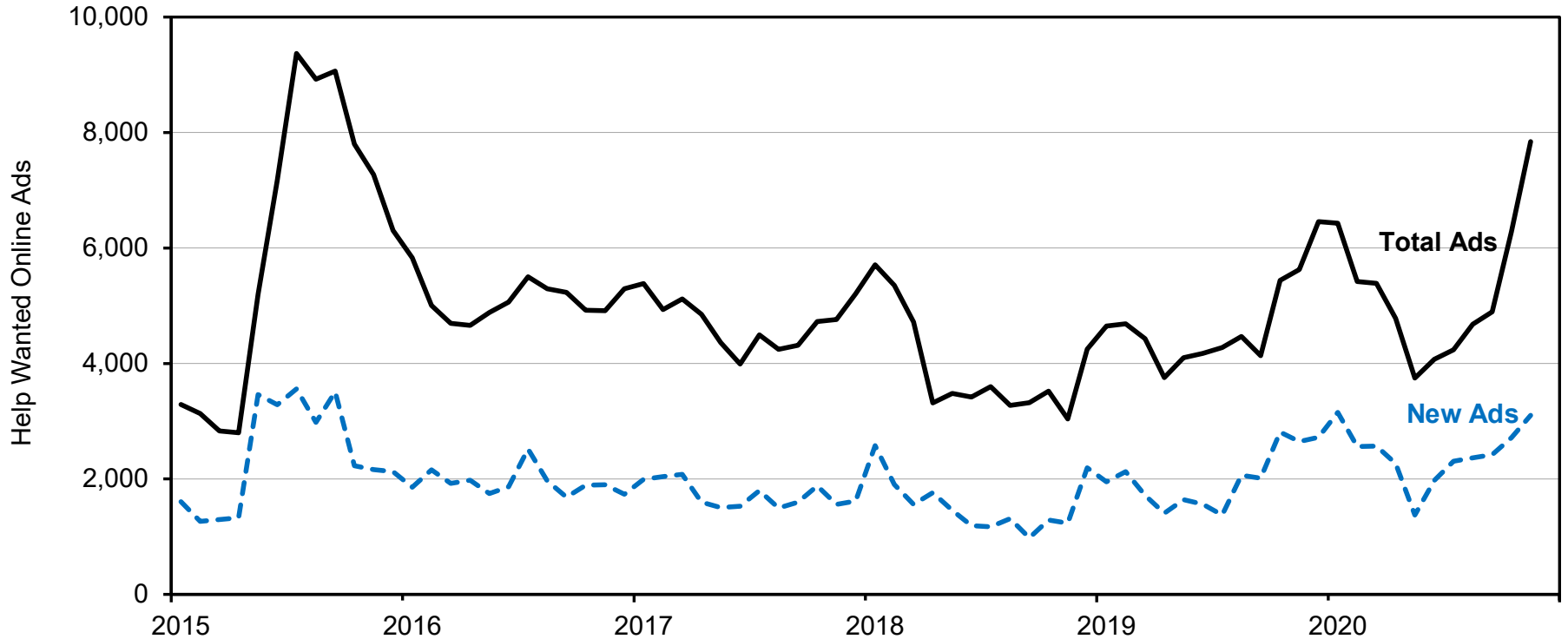
Source: The Conference Board Help Wanted OnLine™ (HWOL)





# Online ads in the Salem metro area increased by 1,600 in November.

Seasonally Adjusted

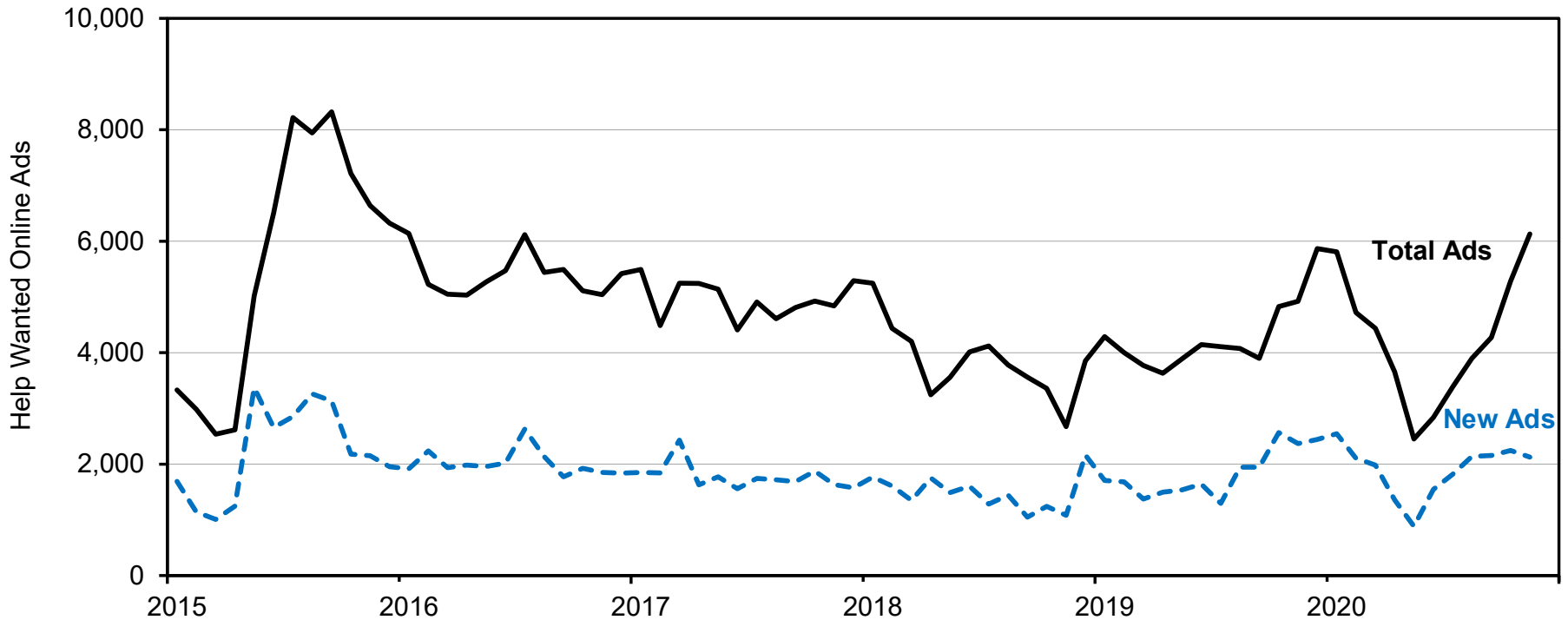


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Eugene metro area increased by 800 in November.

Seasonally Adjusted

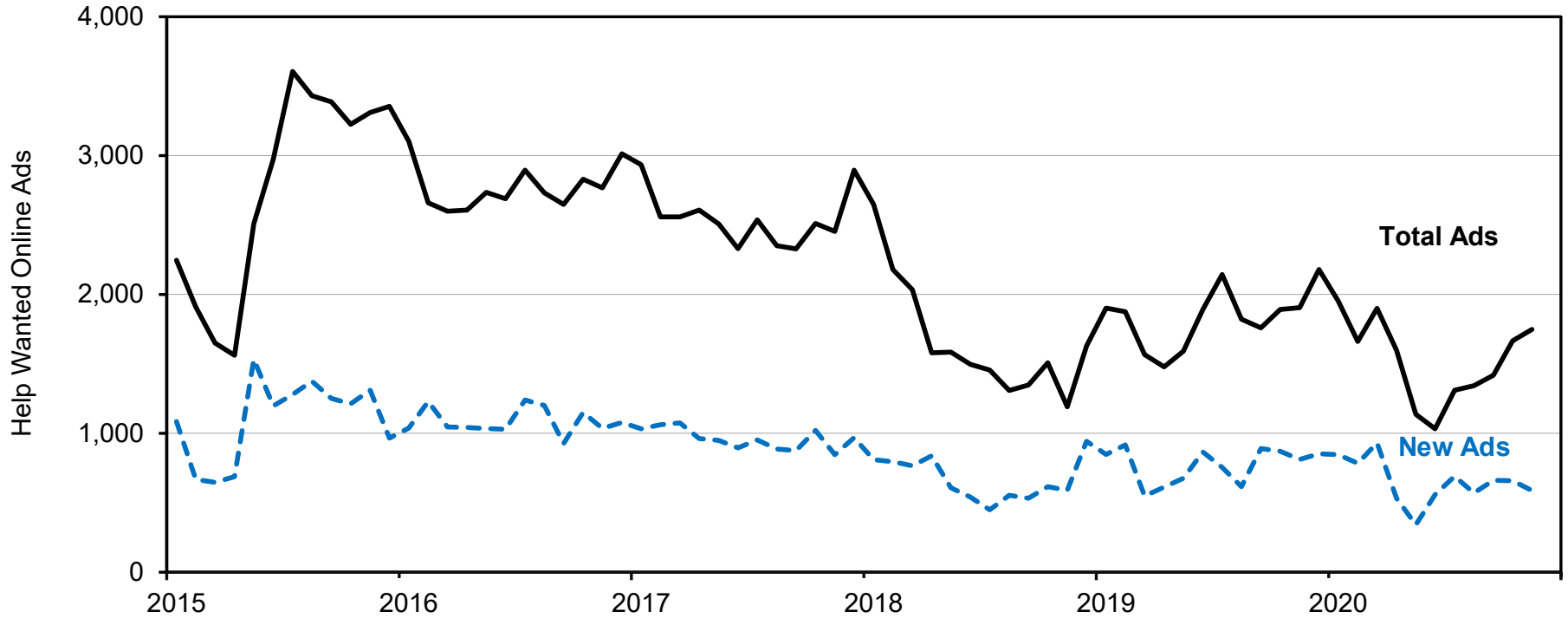


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Medford metro area increased by 100 in November.

Seasonally Adjusted

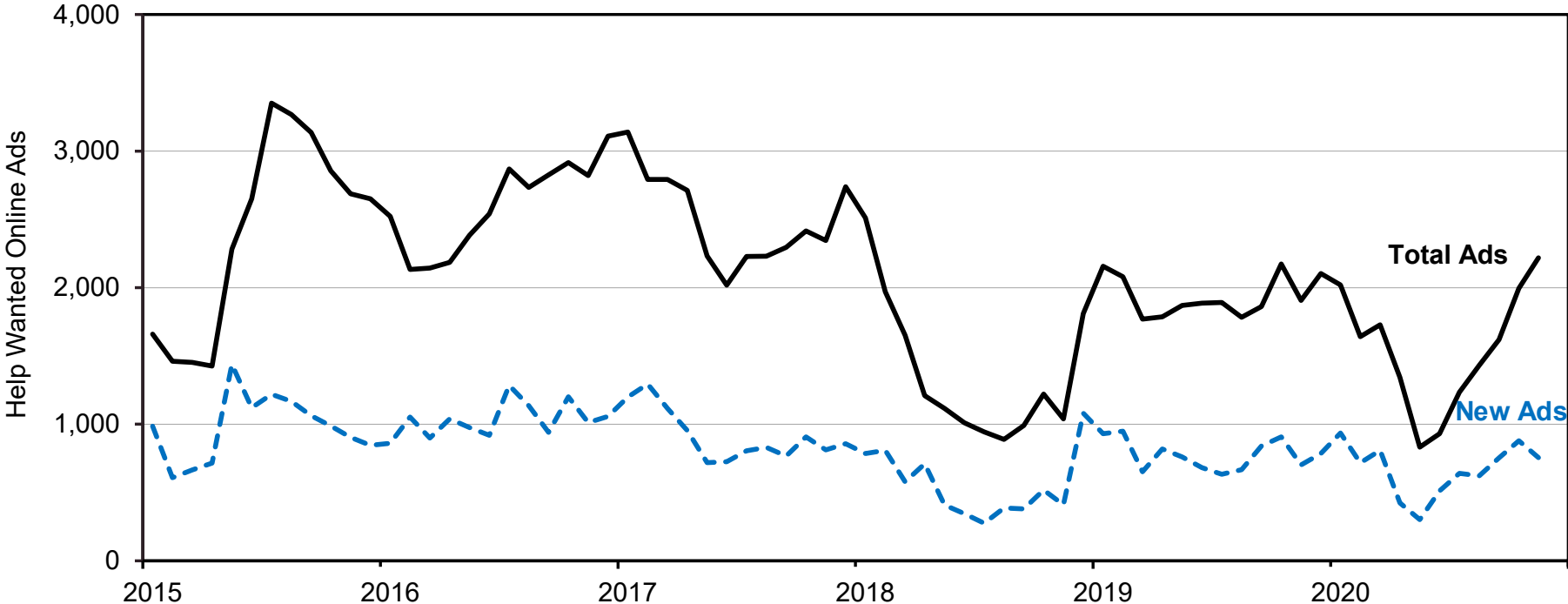


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Bend metro area increased by 220 in November.

Seasonally Adjusted

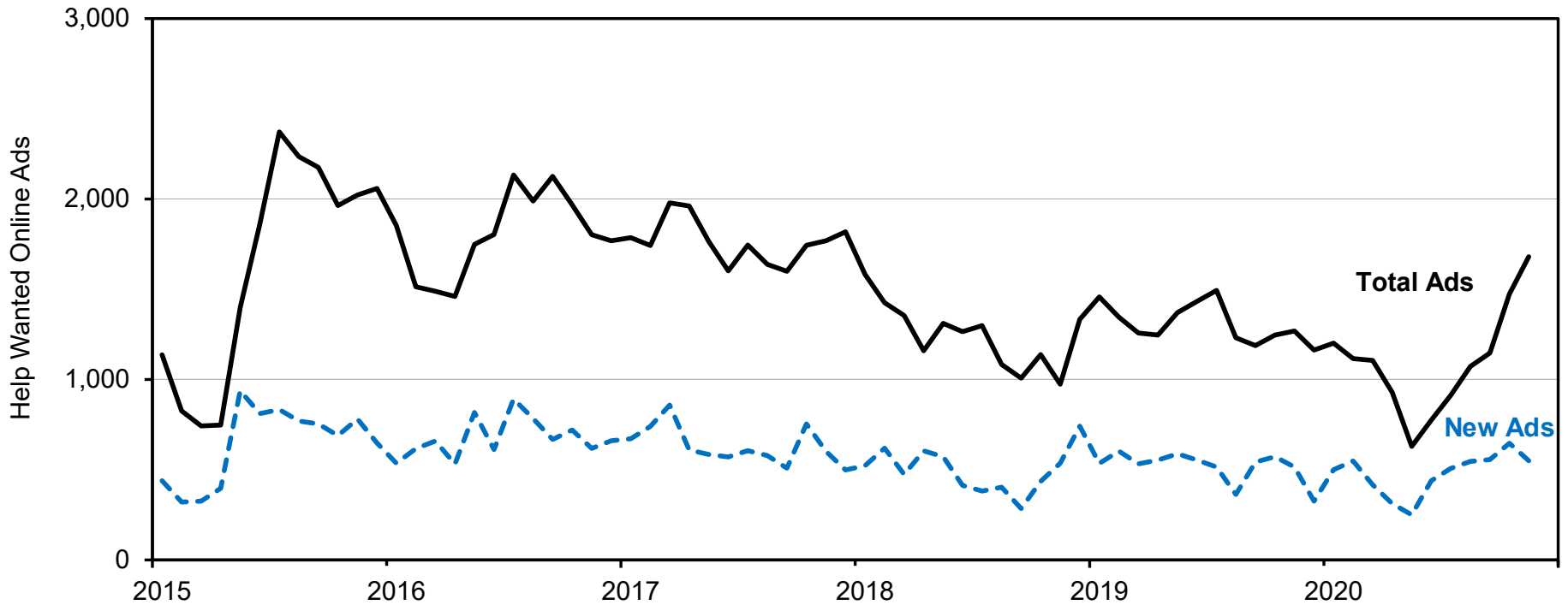


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Corvallis metro area increased by 210 in November.

Seasonally Adjusted

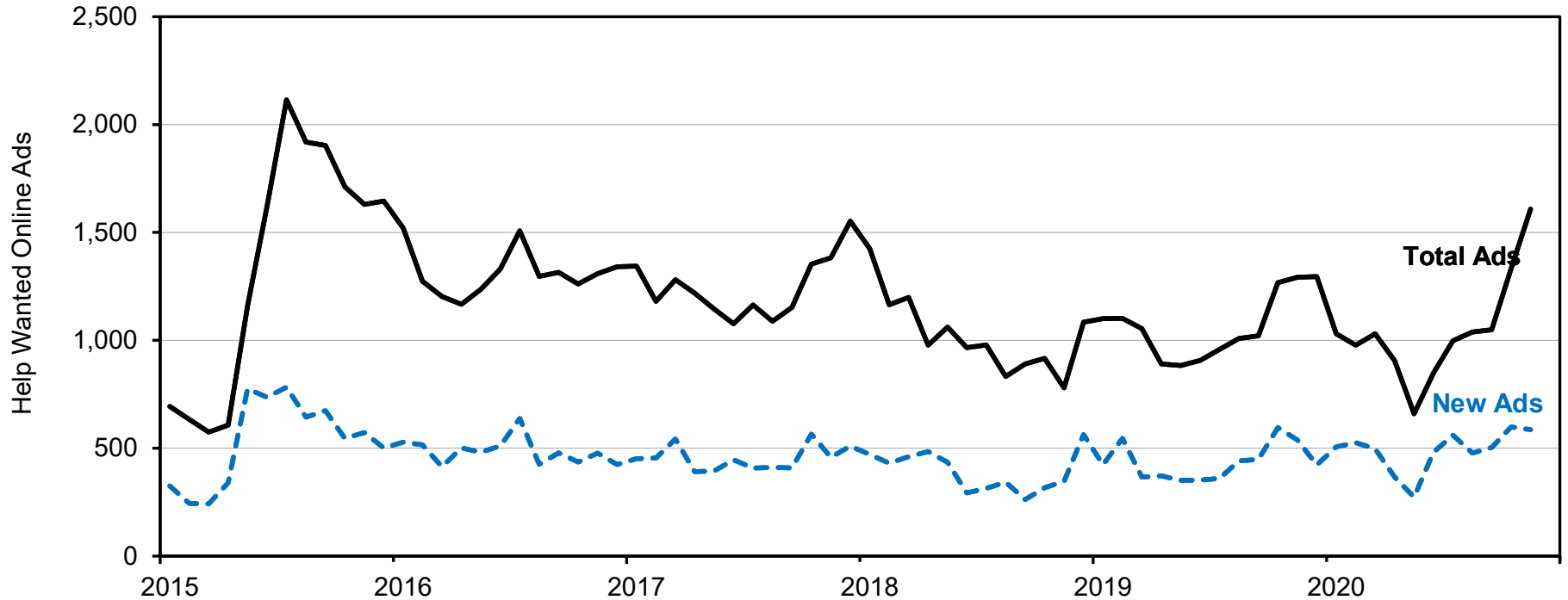


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Albany metro area increased by 280 in November.

Seasonally Adjusted

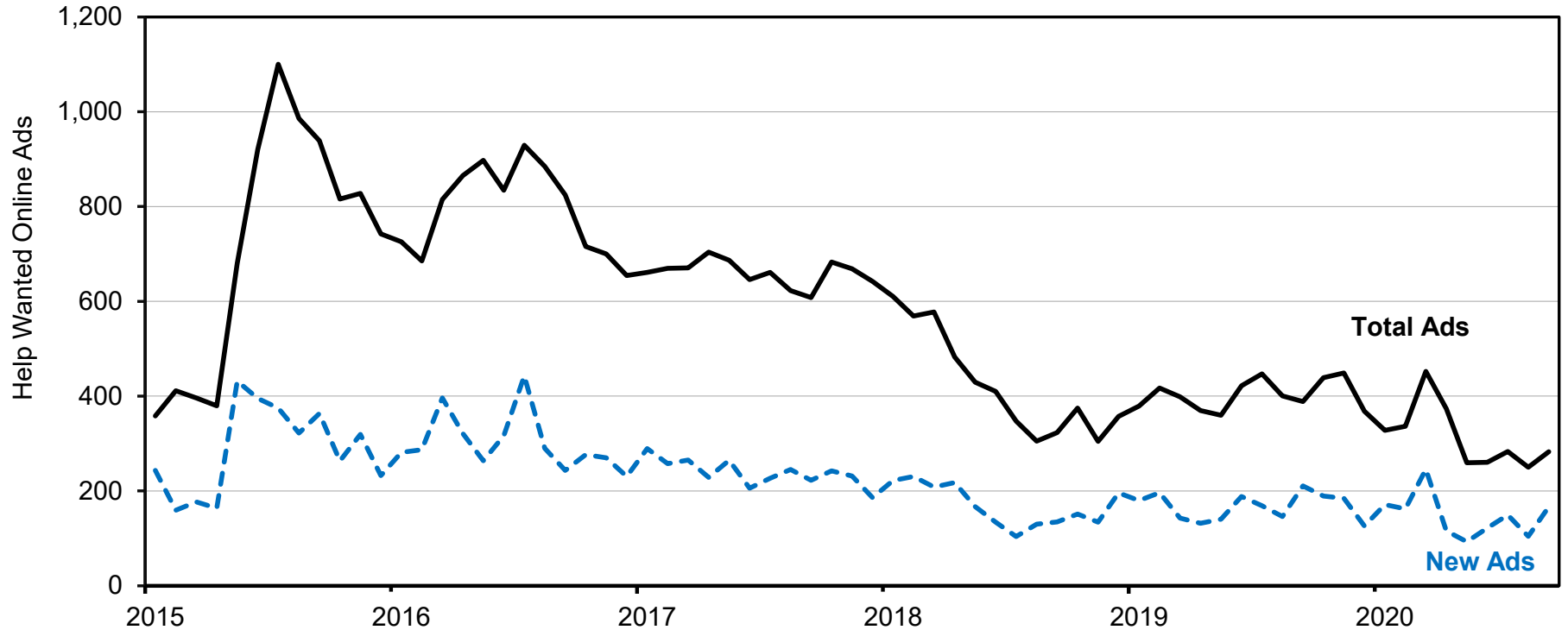


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Grants Pass metro area increased by 40 in November.

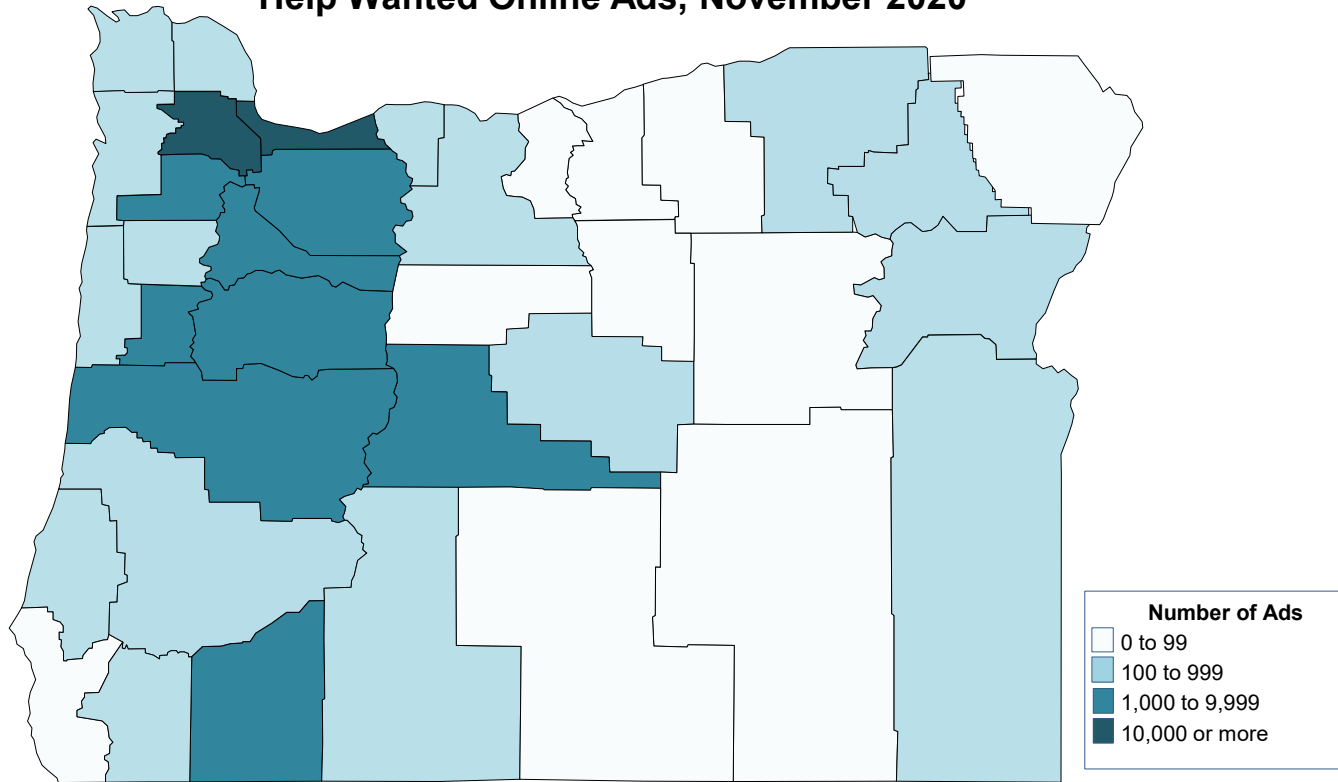
Seasonally Adjusted



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



## Help Wanted Online Ads, November 2020



Source: Oregon Employment Department, The Conference Board, and Wanted Analytics



**Help Wanted Online Ads by County**  
**November 2020**

Multnomah	33,386	Polk	304
Washington	10,216	Wasco	257
Clackamas	5,529	Malheur	198
Marion	5,209	Tillamook	193
Lane	4,960	Baker	151
Jackson	1,878	Hood River	139
Deschutes	1,764	Jefferson	134
Linn	1,231	Union	132
Yamhill	1,199	Morrow	122
Benton	1,178	Crook	116
Douglas	722	Curry	76
Coos	602	Lake	67
Umatilla	484	Grant	33
Josephine	425	Harney	30
Klamath	411	Sherman	24
Clatsop	371	Gilliam	17
Lincoln	349	Wallowa	16
Columbia	315	Wheeler	3



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 Mid-Valley workforce area saw ads increase more than any other area over the year. Notably, the Portland-metro area saw ads decrease by almost 3,800.

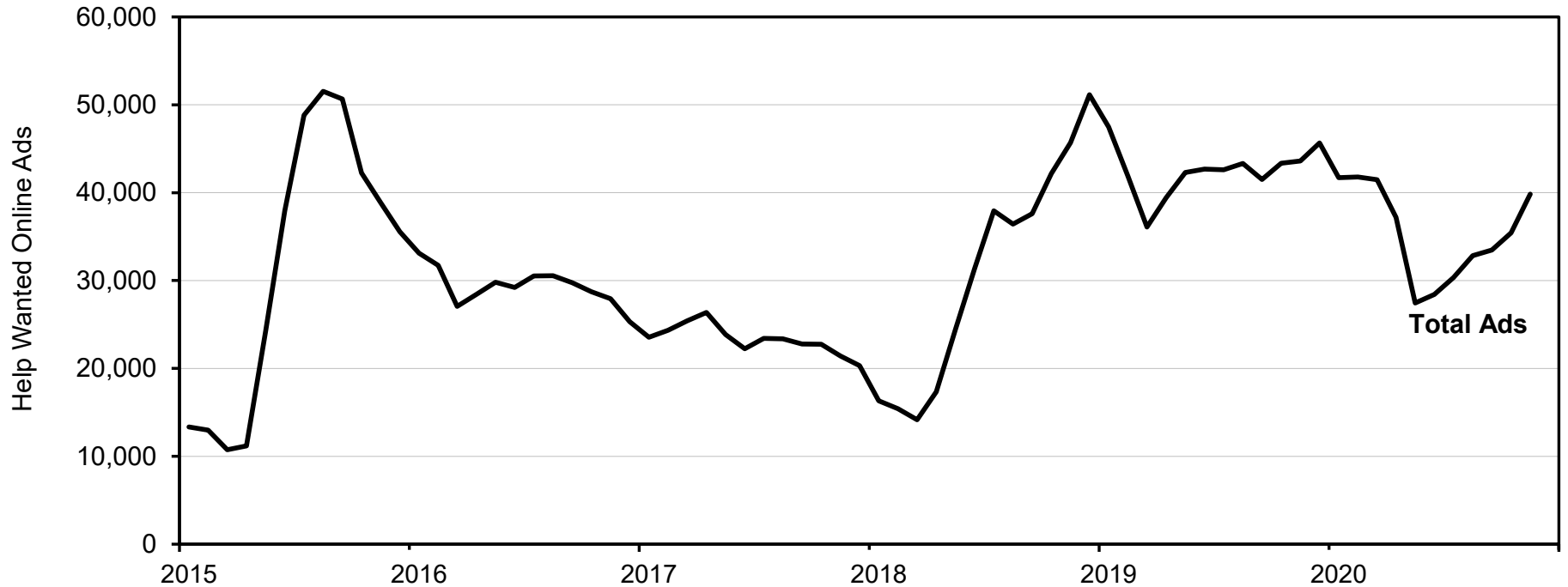
	<b>Over-the-Year Change in Help Wanted Ads in November 2020</b>	<b>Over-the-Year Change Rate</b>
Mid-Valley	2,688	34%
Clackamas	1,857	34%
Northwest Oregon	722	30%
Eastern Oregon	293	25%
Lane	1,200	24%
Southwestern Oregon	247	18%
East Cascades	205	7%
Portland-Metro	-3,768	-9%
Rogue Valley	-219	-10%

Email [Sarah.E.Cunningham@Oregon.gov](mailto:Sarah.E.Cunningham@Oregon.gov) if you need additional HWOL data for your workforce area.



# Portland-Metro Help Wanted Online Ads

Not Seasonally Adjusted



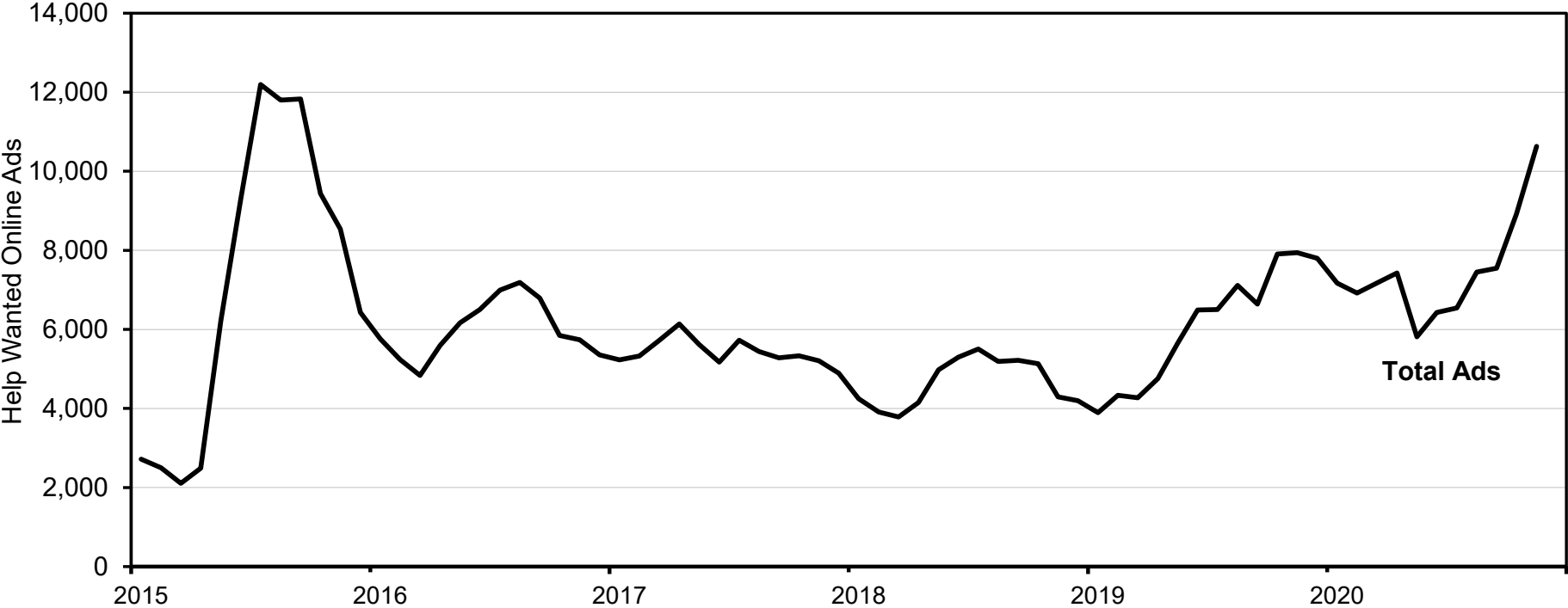
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - November 2020



# Mid-Valley Help Wanted Online Ads

Not Seasonally Adjusted



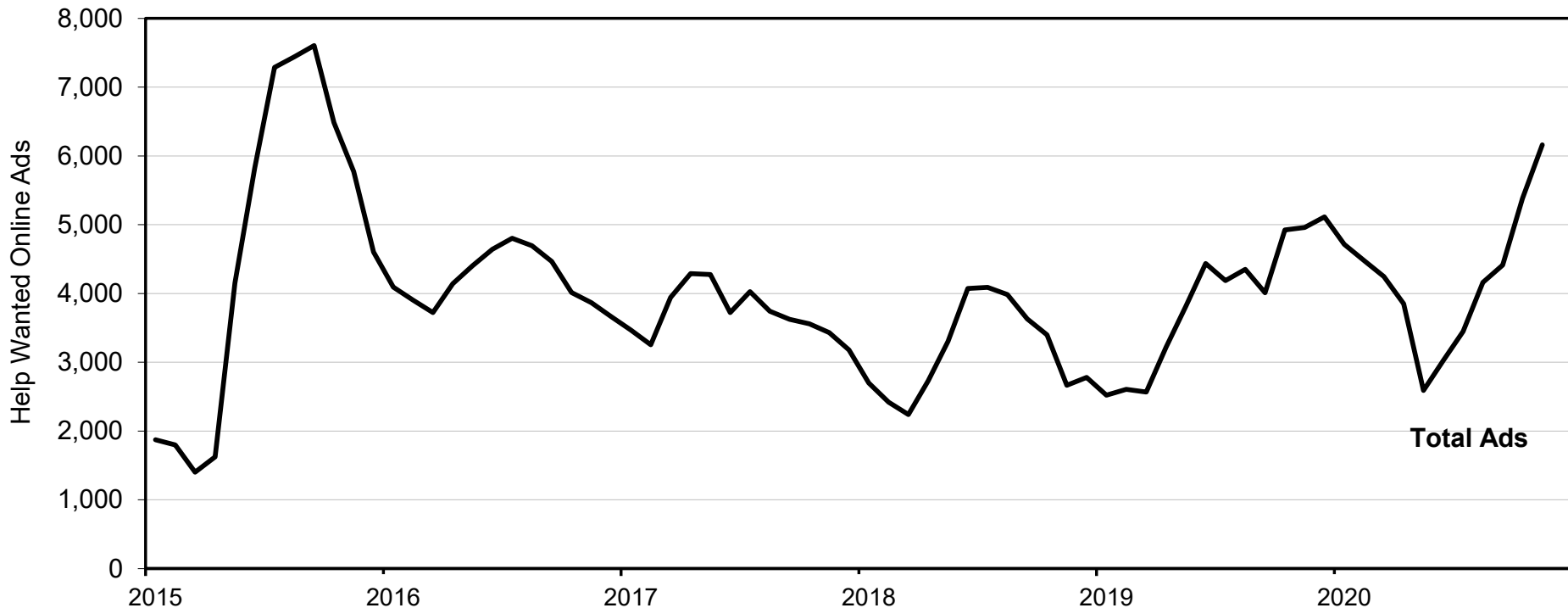
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - November 2020



# Lane Help Wanted Online Ads

Not Seasonally Adjusted



Total Ads

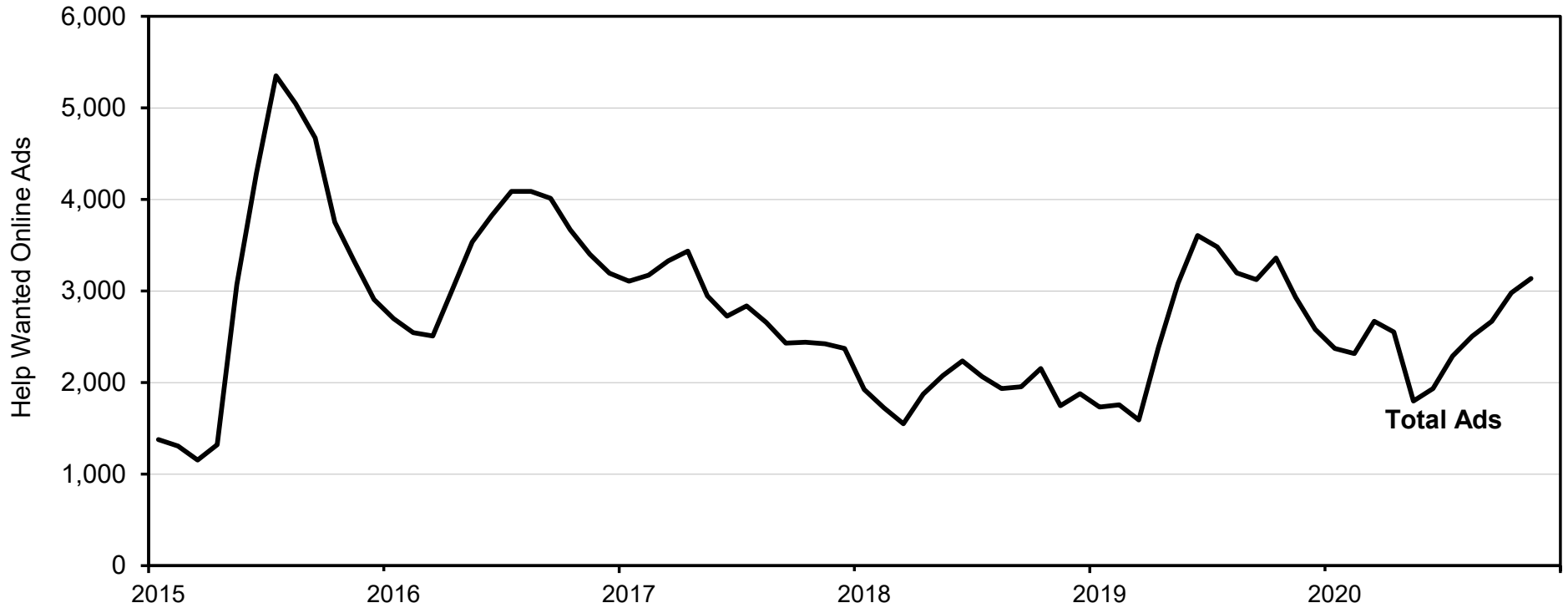
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - November 2020



# East Cascades Help Wanted Online Ads

Not Seasonally Adjusted



Total Ads

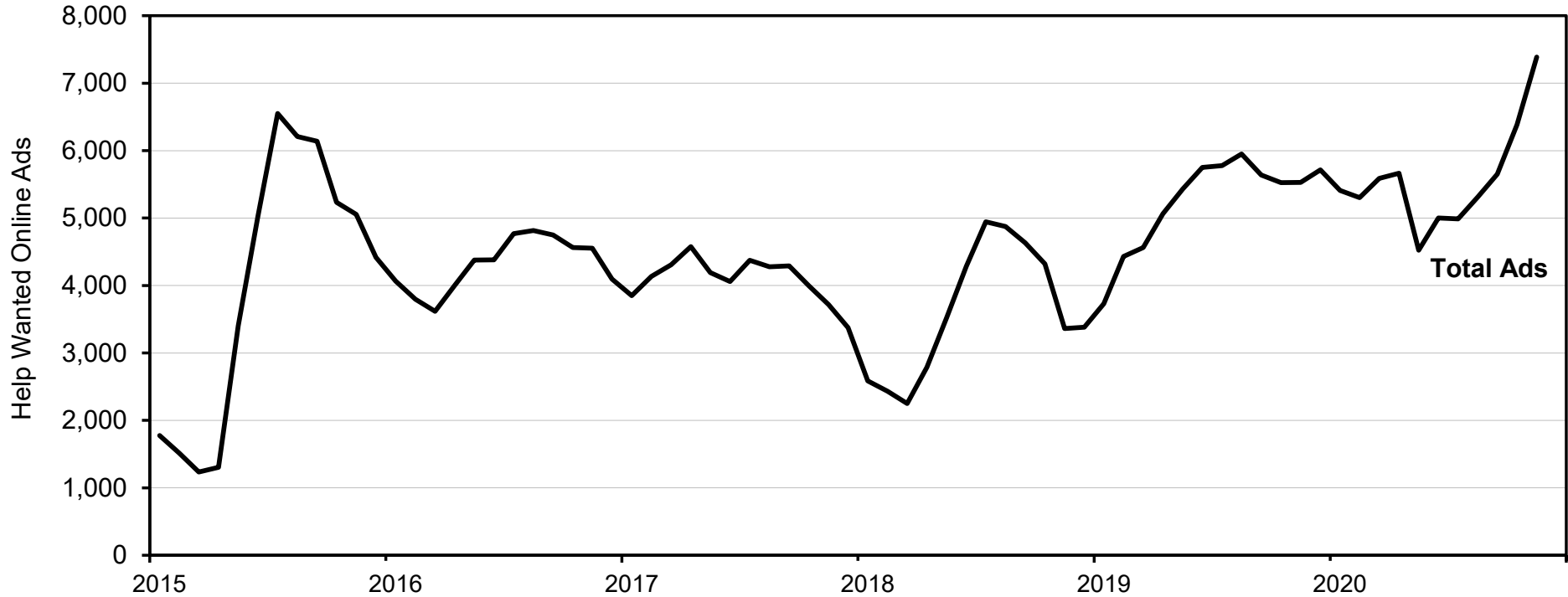
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - November 2020



# Clackamas Help Wanted Online Ads

Not Seasonally Adjusted



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

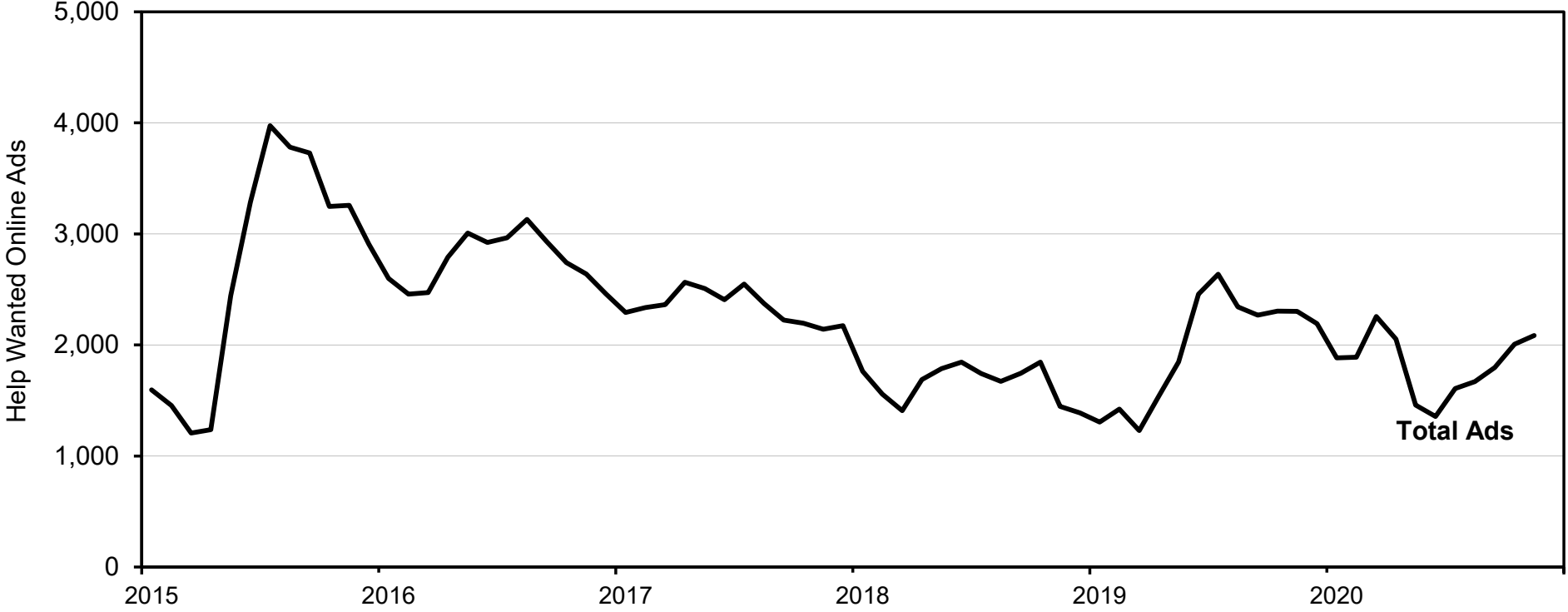
January 2015 - November 2020





# Rogue Valley Help Wanted Online Ads

Not Seasonally Adjusted



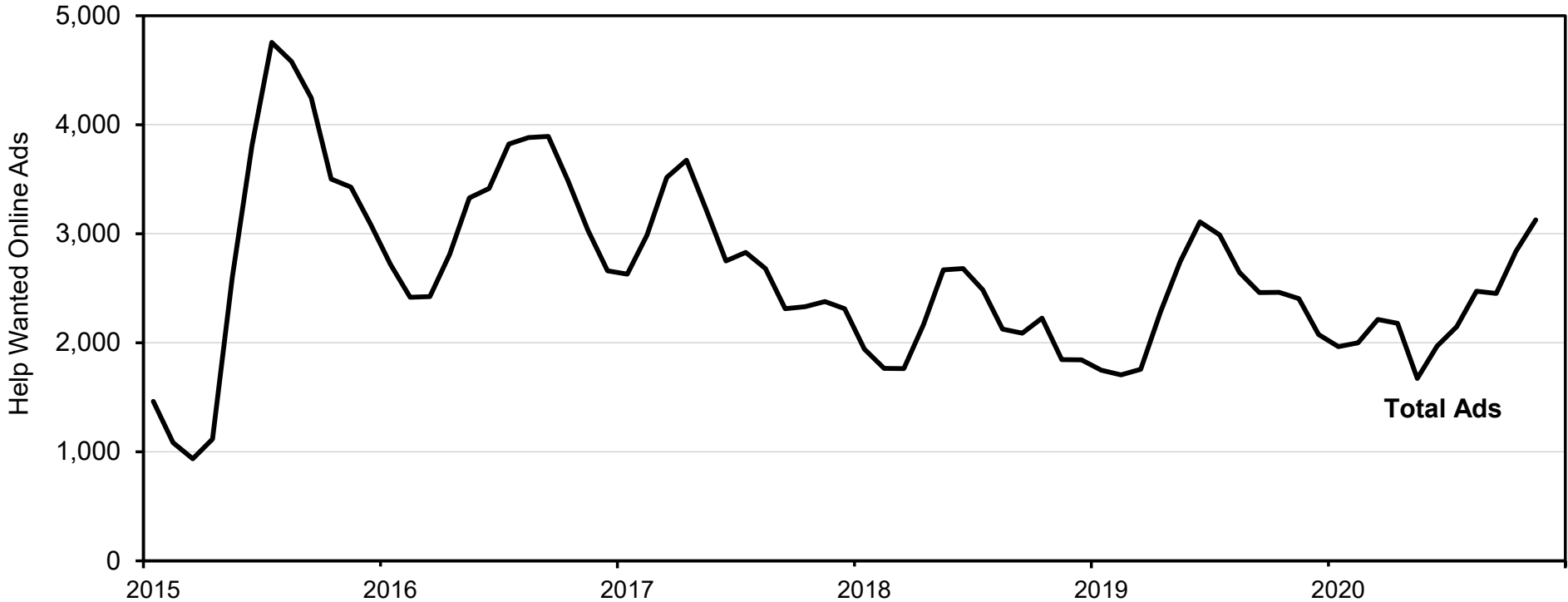
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - November 2020



# Northwest Oregon Help Wanted Online Ads

Not Seasonally Adjusted



Total Ads

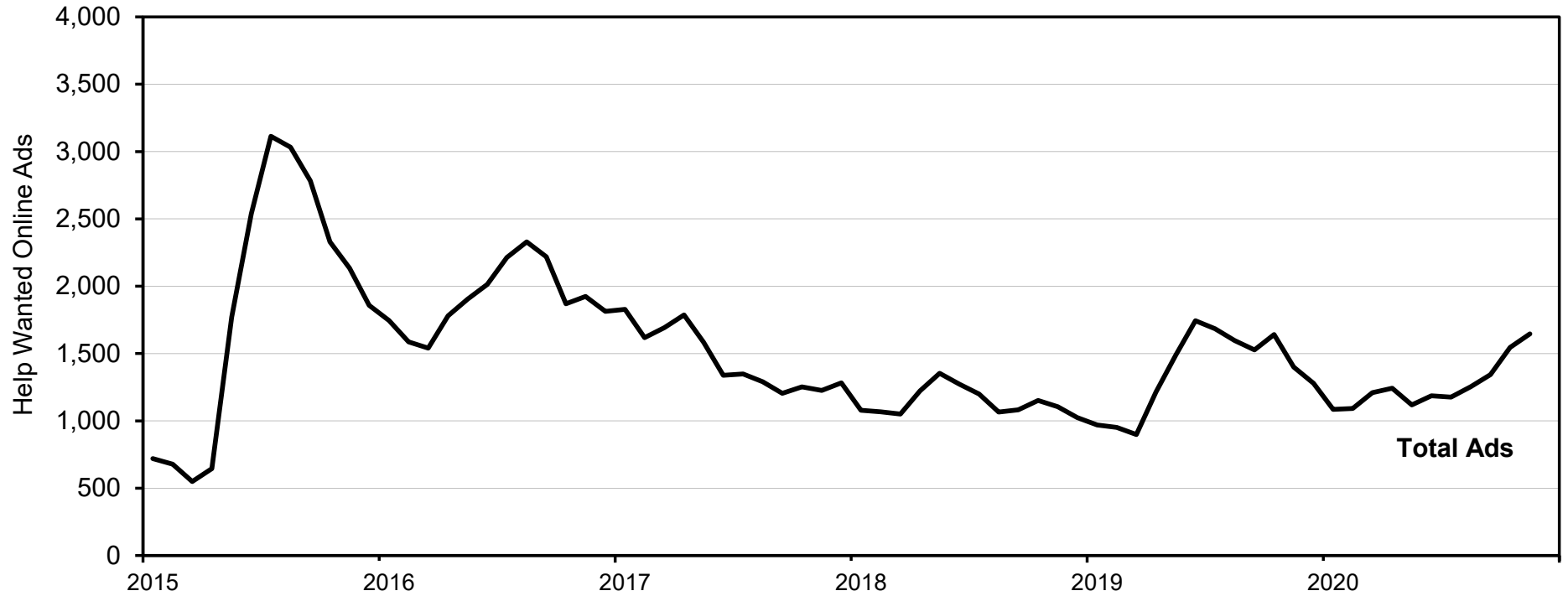
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - November 2020



# Southwestern Oregon Help Wanted Online Ads

Not Seasonally Adjusted



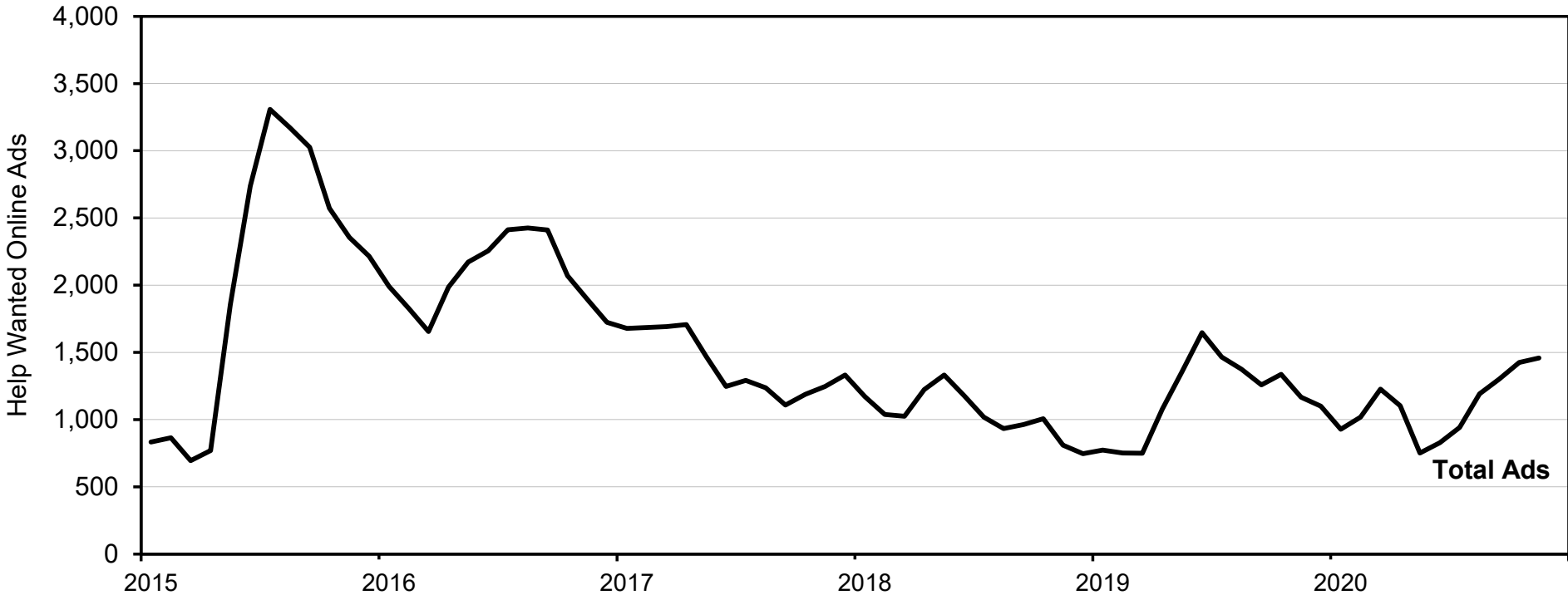
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - November 2020



# Eastern Oregon Help Wanted Online Ads

Not Seasonally Adjusted



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

January 2015 - November 2020





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