



# Help Wanted Online Ads

December 2020

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

Search for [Help Wanted Online Index](#)

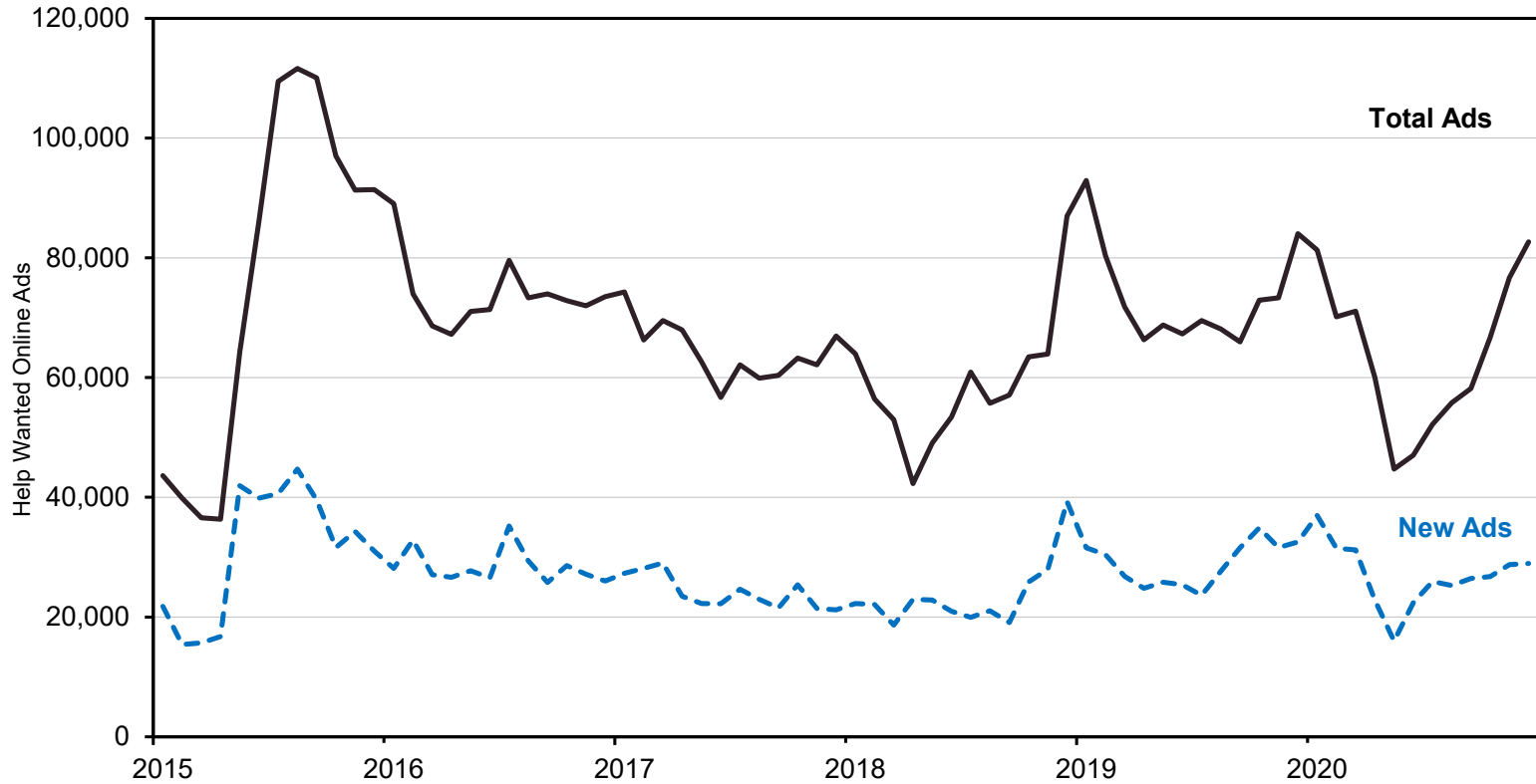


## Help Wanted Online ads increased by 6,000 in Oregon in December.

- Number of ads being posted for the first time (*new ads*) increased by 210 in Oregon in December.
- Nationally, total ads increased by 70,000 and new ads decreased by 30,100 in December.
- Number of online ads among Oregon and its neighboring states:
  - Idaho: 38,000
  - Nevada: 67,000
  - Oregon: 82,700
  - Washington: 141,800
  - California: 747,800



## The number of help wanted ads in Oregon increased by 6,000 in December.

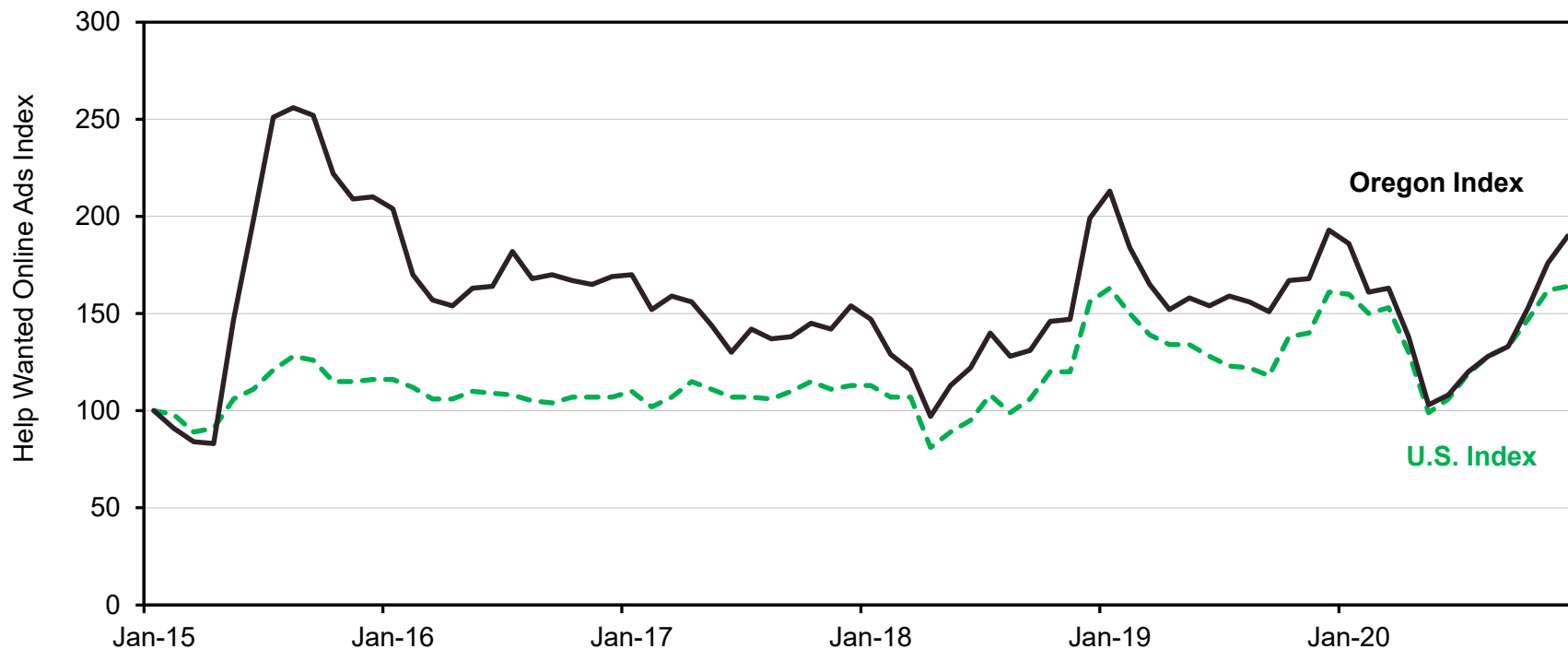


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Total online ad volume increased by 70,000 nationally in December.

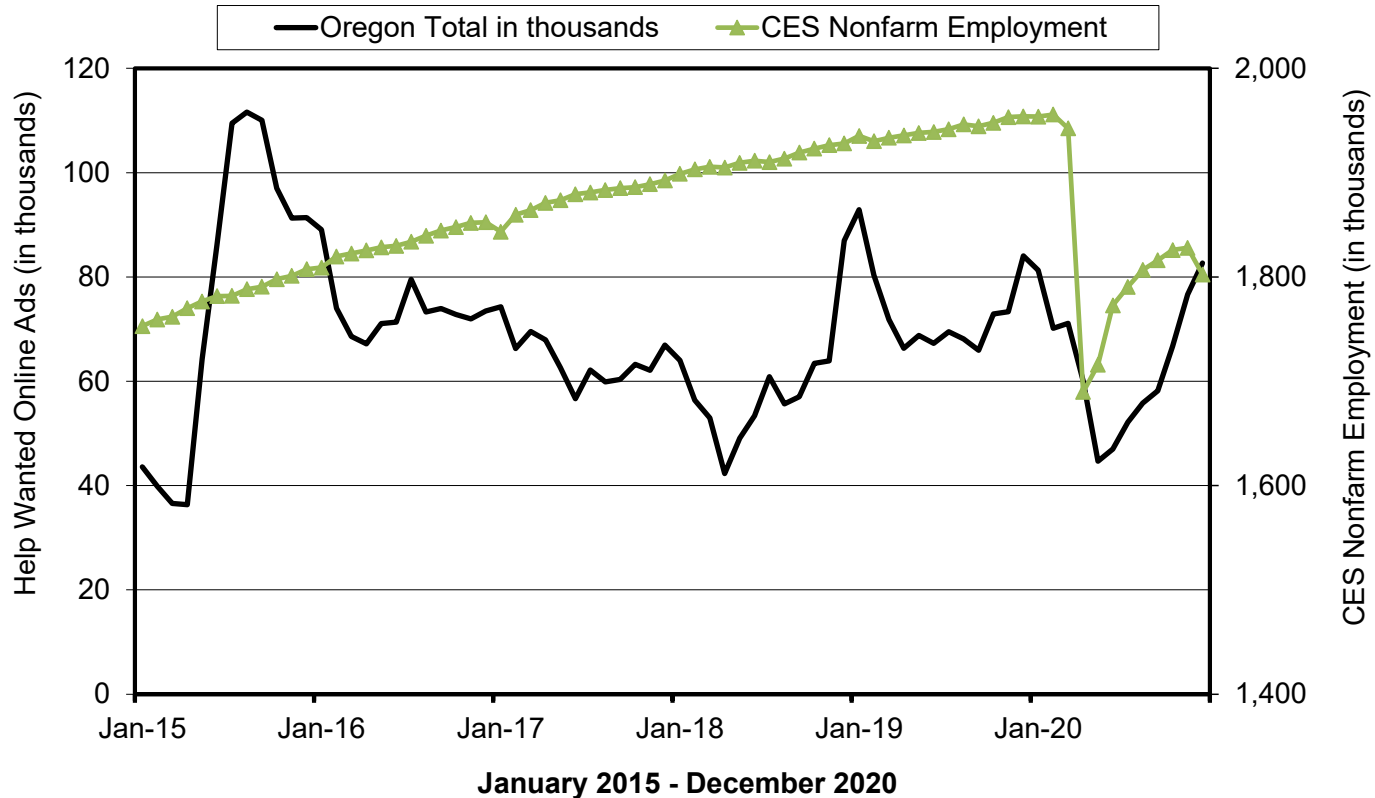
Total Ads Index (January 2015 = 100)



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



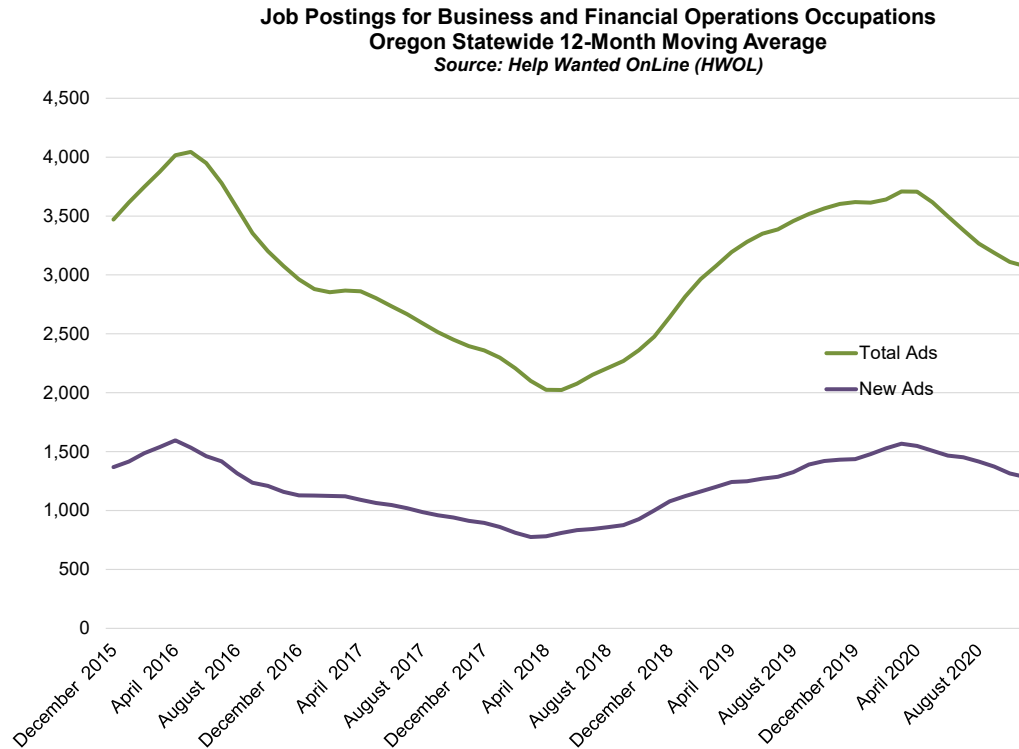
## The Conference Board's Help Wanted Online Data Series Seasonally Adjusted



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



**Business and financial operations have the largest share of high-wage jobs out of any occupation group.**  
Read [Show Me the Money! Oregon's High-Wage Occupations](#) by Workforce Analyst Kale Donnelly.



Email [Sarah.E.Cunningham@Oregon.gov](mailto:Sarah.E.Cunningham@Oregon.gov) if you need HWOL data for specific occupations.

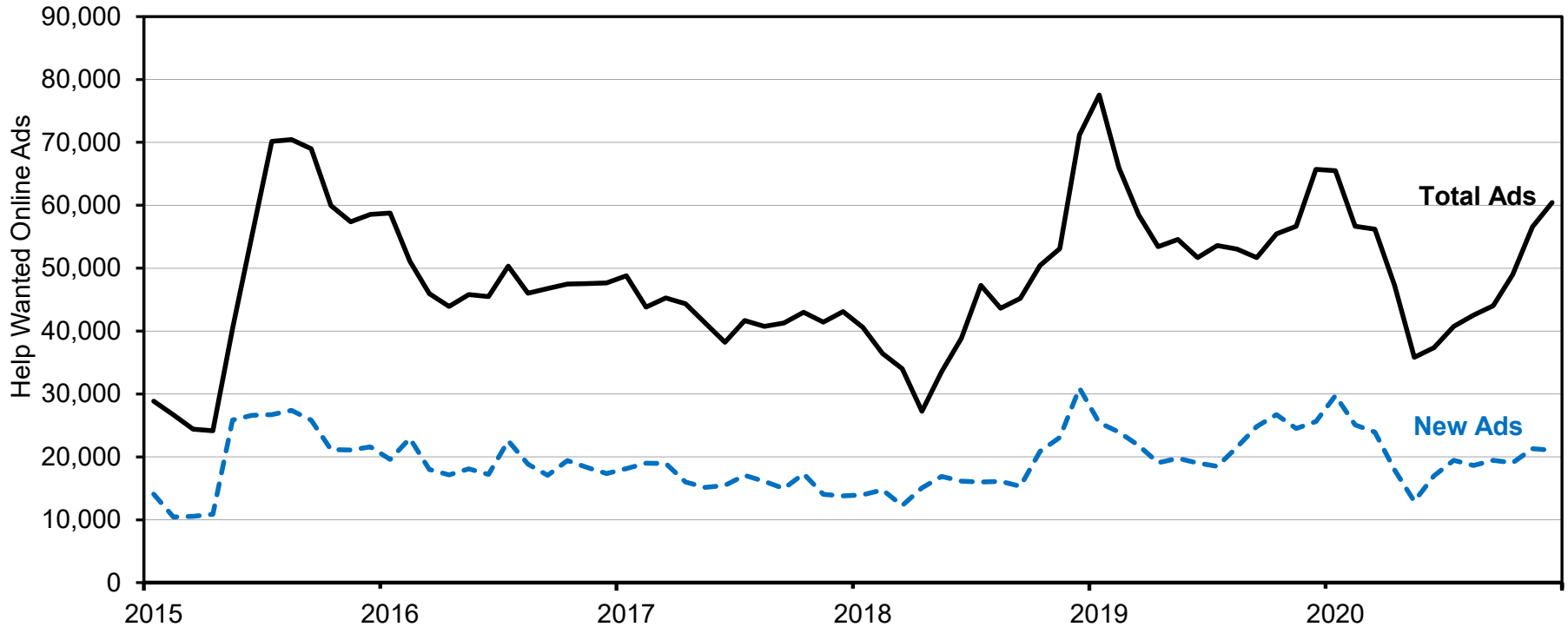


# HELP WANTED ONLINE ADVERTISEMENT TRENDS BY METRO AREA



# Online ads in the Portland metro area increased by 3,900 in December.

Seasonally Adjusted



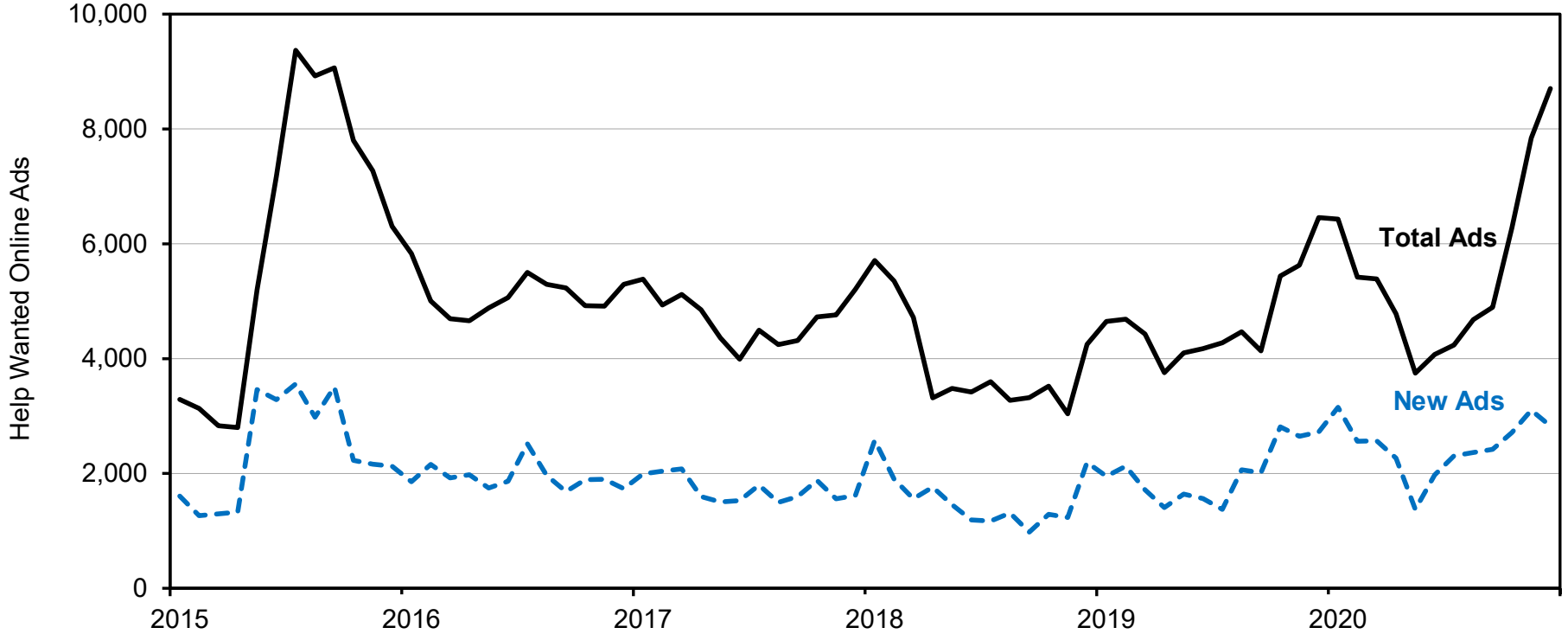
Source: The Conference Board Help Wanted OnLine™ (HWOL)





# Online ads in the Salem metro area increased by 860 in December.

Seasonally Adjusted

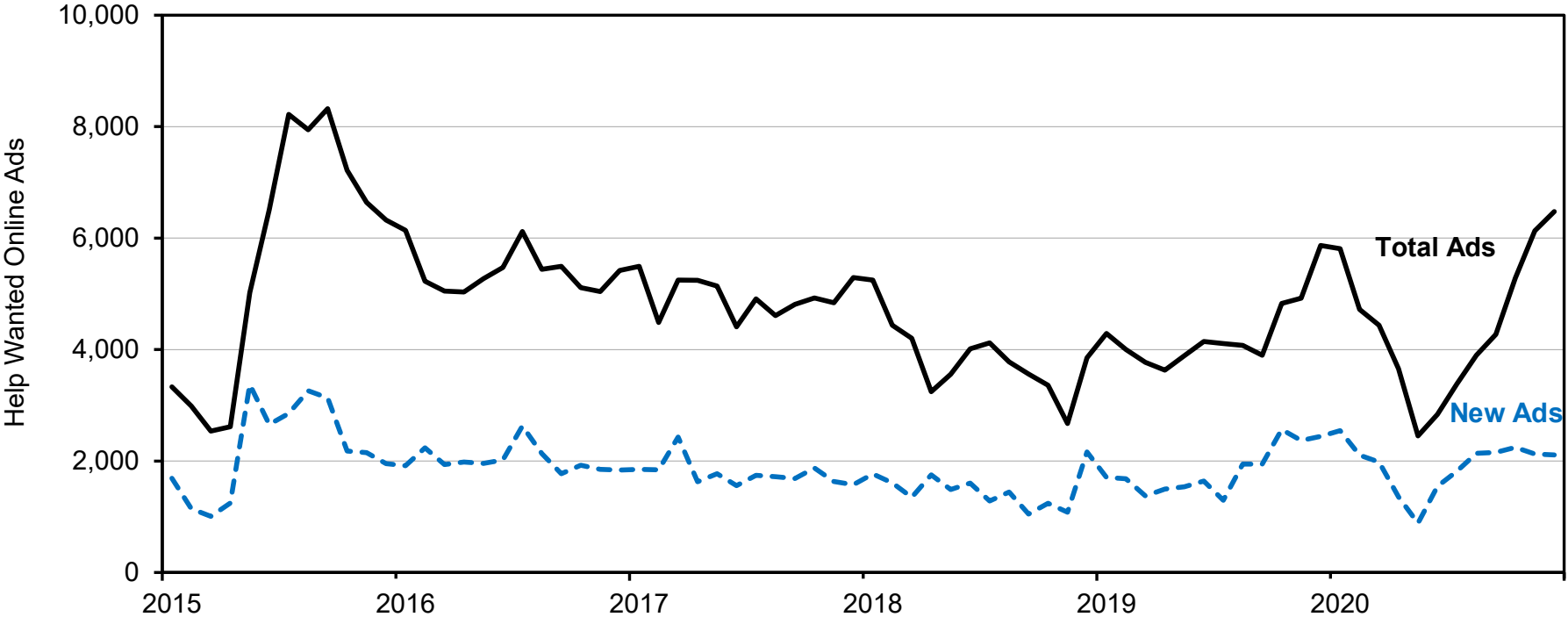


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Eugene metro area increased by 350 in December.

Seasonally Adjusted

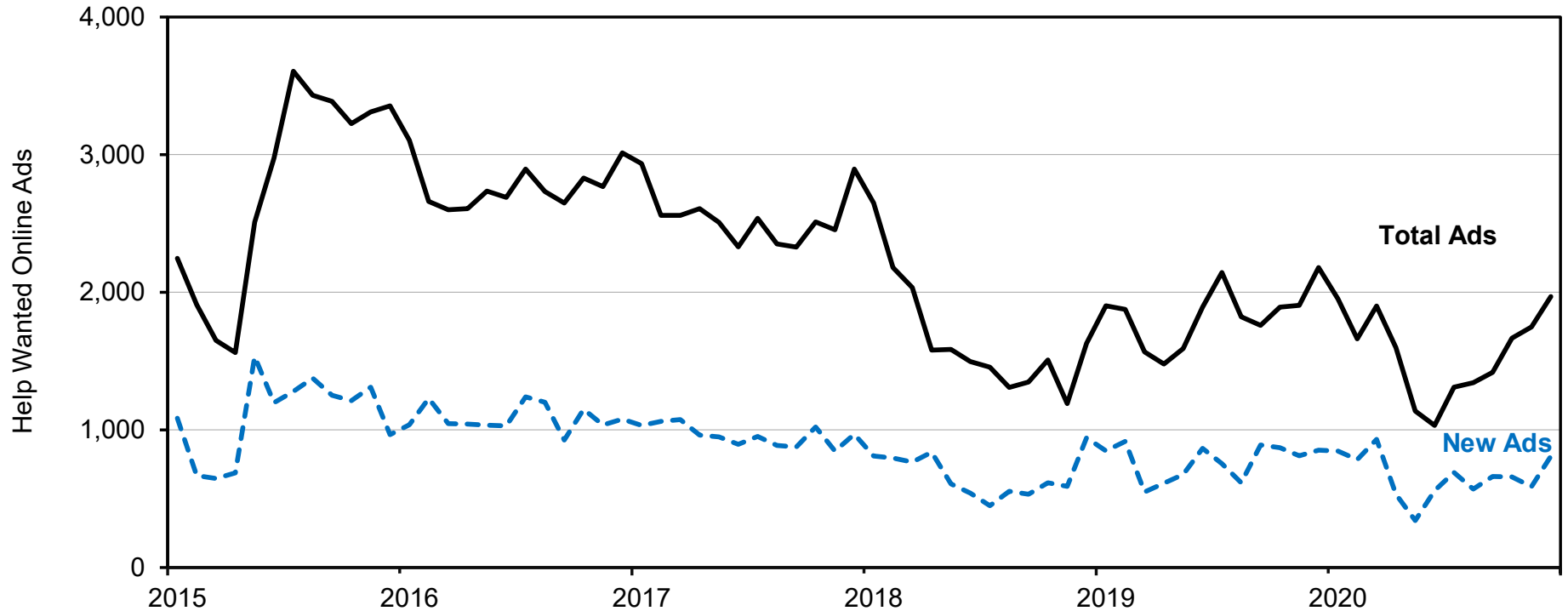


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Medford metro area increased by 220 in December.

Seasonally Adjusted

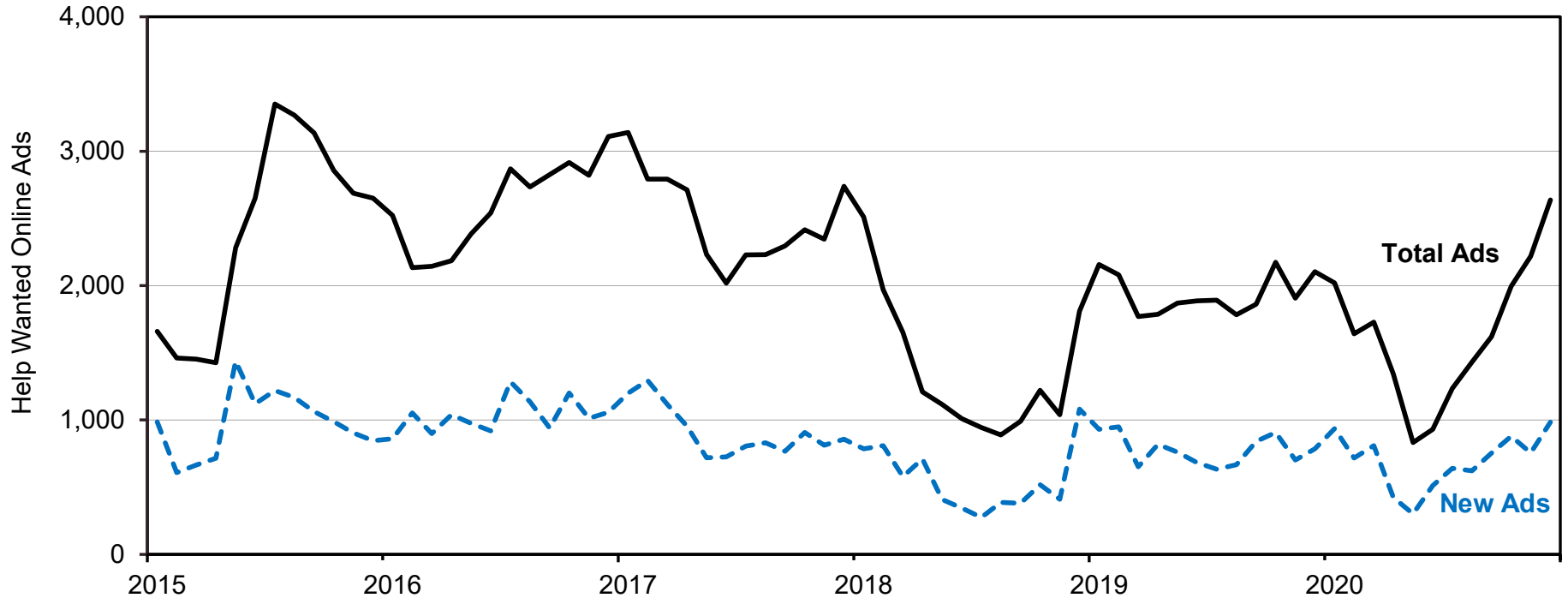


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Bend metro area increased by 420 in December.

Seasonally Adjusted

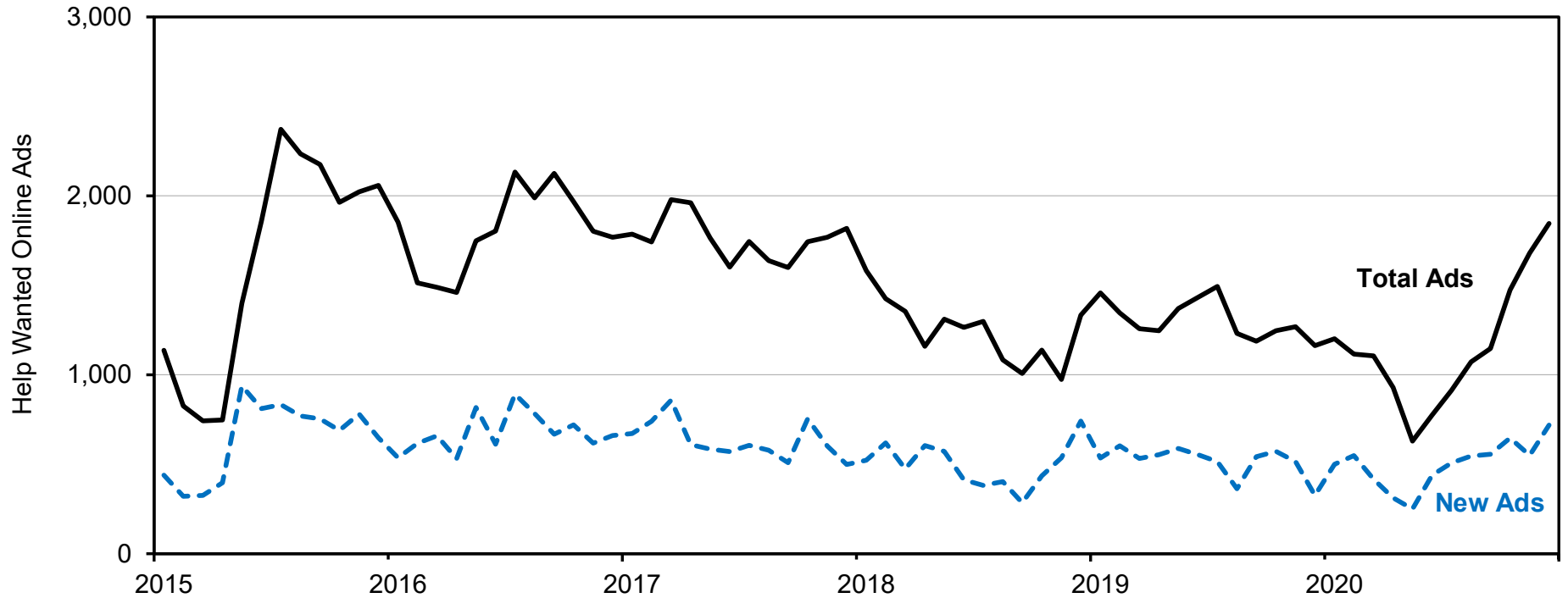


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Corvallis metro area increased by 170 in December.

Seasonally Adjusted

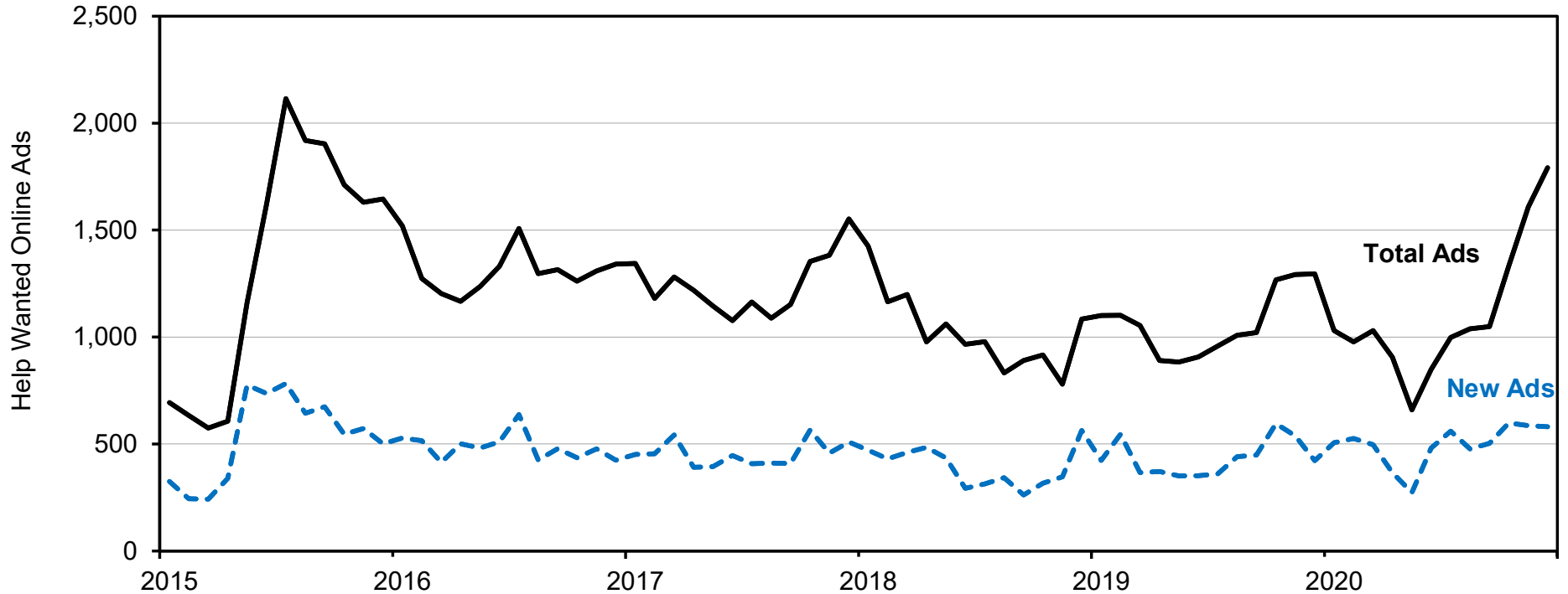


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Albany metro area increased by 180 in December.

Seasonally Adjusted

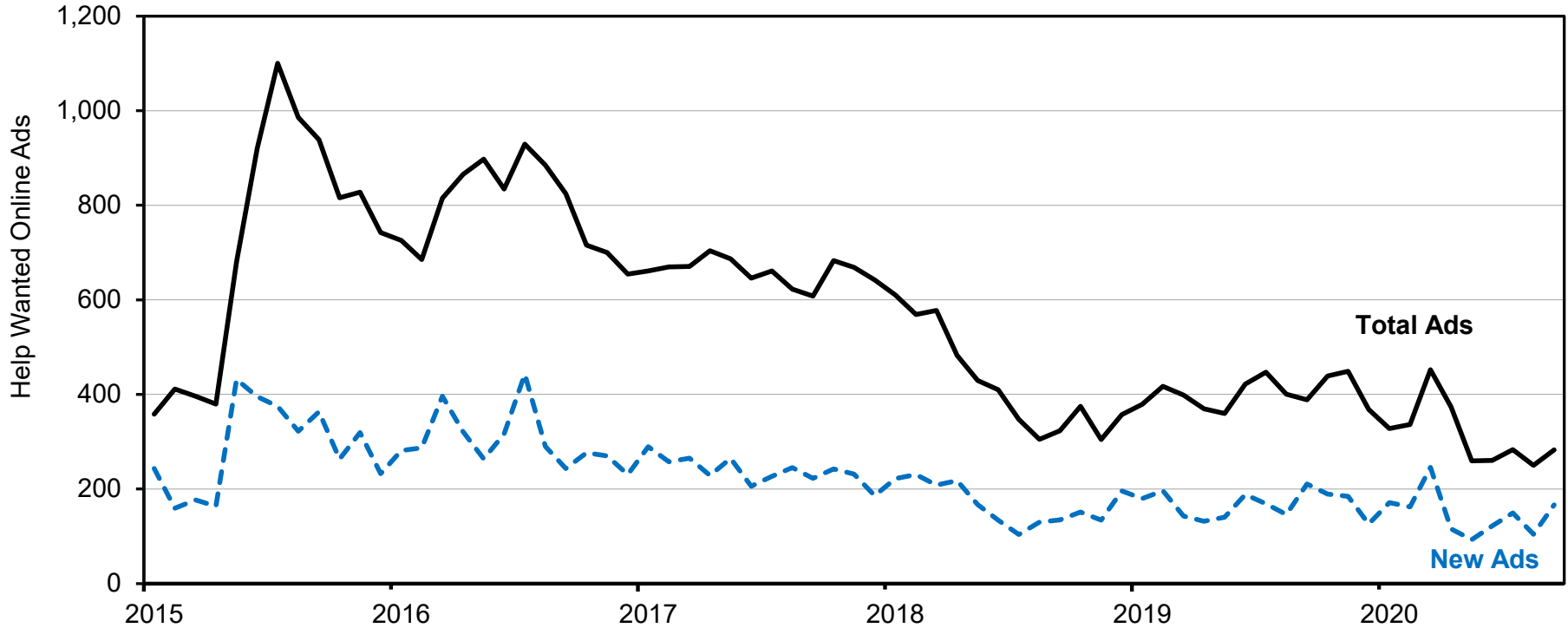


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# Online ads in the Grants Pass metro area **decreased** by **40** in December.

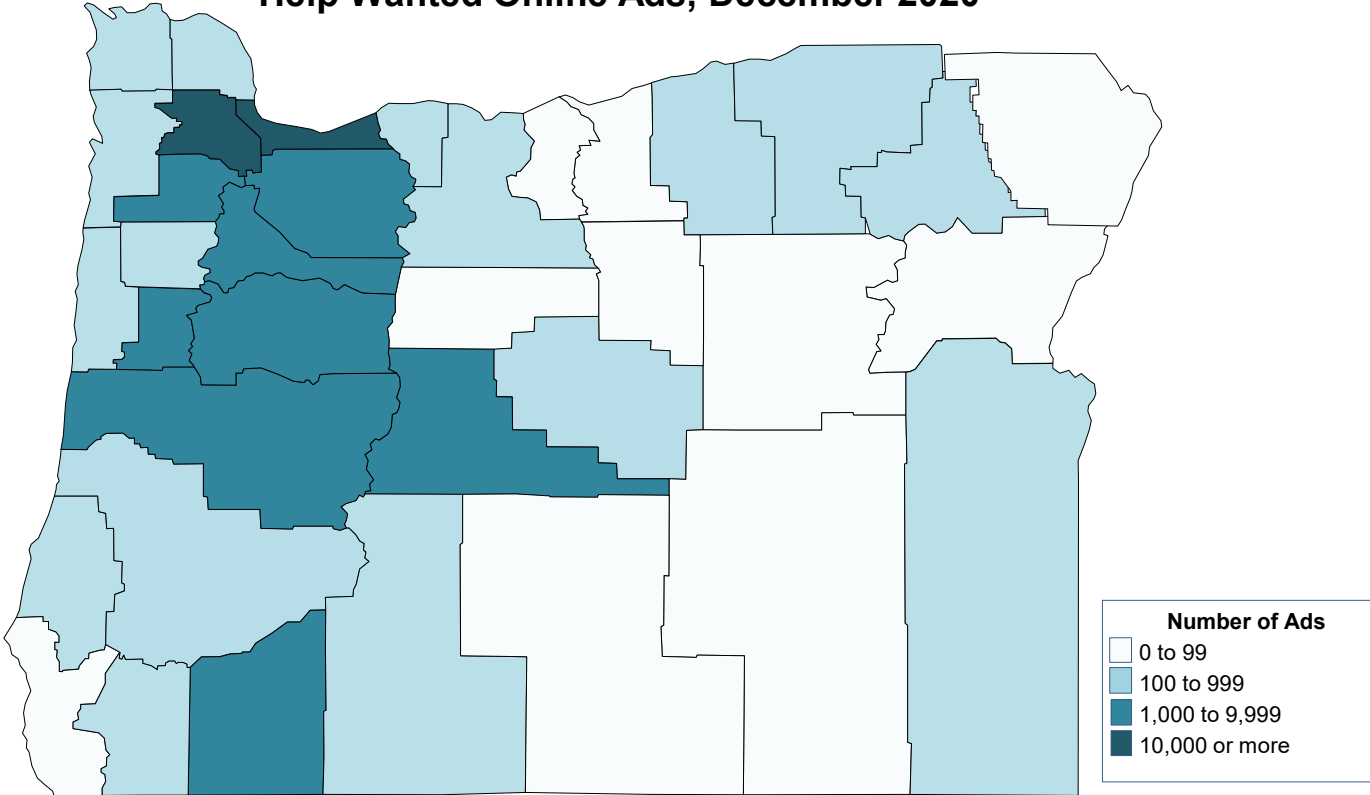
Seasonally Adjusted



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



# Help Wanted Online Ads, December 2020



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



## Help Wanted Online Ads by County

December 2020

Multnomah	27,082	Polk	351
Washington	11,466	Clatsop	310
Clackamas	7,138	Tillamook	198
Marion	7,096	Wasco	194
Lane	5,628	Hood River	156
Deschutes	1,994	Union	136
Jackson	1,636	Morrow	122
Benton	1,565	Crook	120
Linn	1,450	Baker	97
Yamhill	1,325	Jefferson	92
Douglas	640	Curry	87
Coos	596	Grant	44
Umatilla	474	Sherman	29
Columbia	465	Wallowa	28
Lincoln	453	Lake	28
Malheur	428	Harney	25
Klamath	362	Gilliam	24
Josephine	352	Wheeler	1



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 Northwest workforce area saw ads increase more than any other area over the year. Notably, the Portland-metro area saw ads decrease by roughly 7,100.

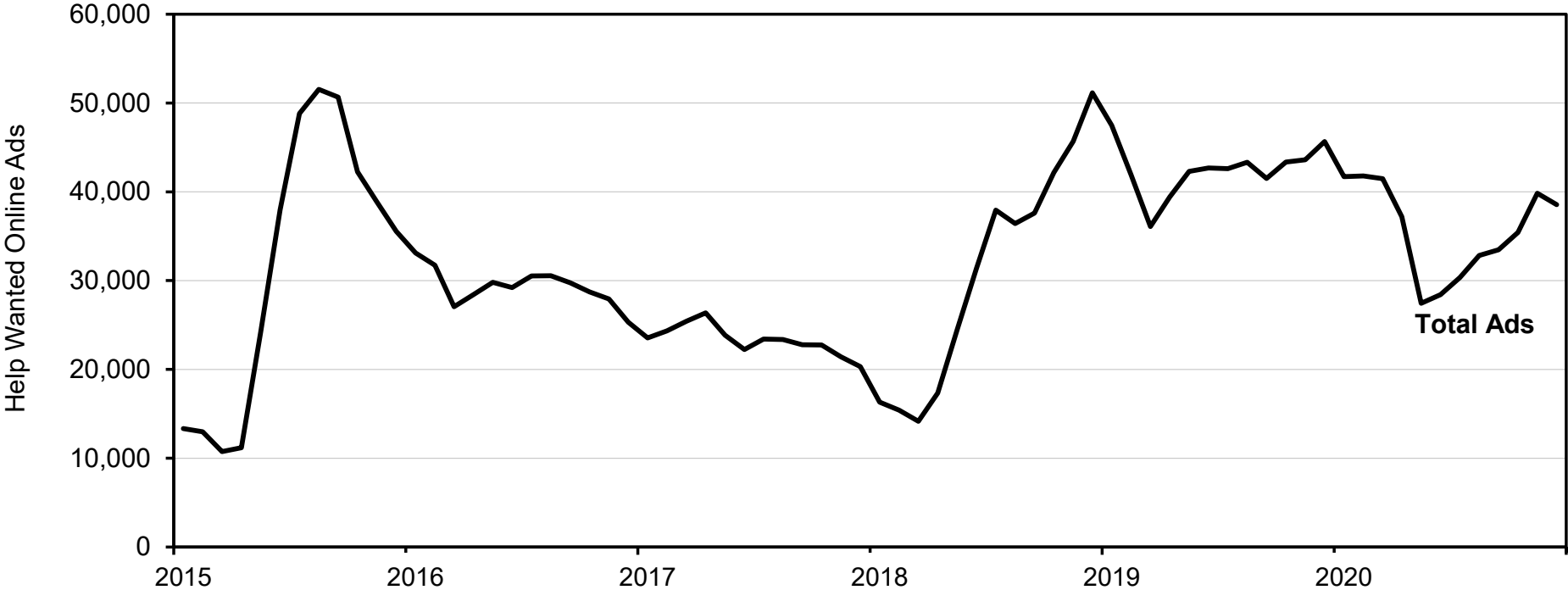
	<b>Over-the-Year Change in Help Wanted Ads in December 2020</b>	<b>Over-the-Year Change Rate</b>
Northwest Oregon	916	44%
Mid-Valley	2,421	31%
Clackamas	1,424	25%
Eastern Oregon	254	23%
East Cascades	417	16%
Lane	516	10%
Southwestern Oregon	44	3%
Rogue Valley	-204	-9%
Portland-Metro	-7,105	-16%

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



Total Ads

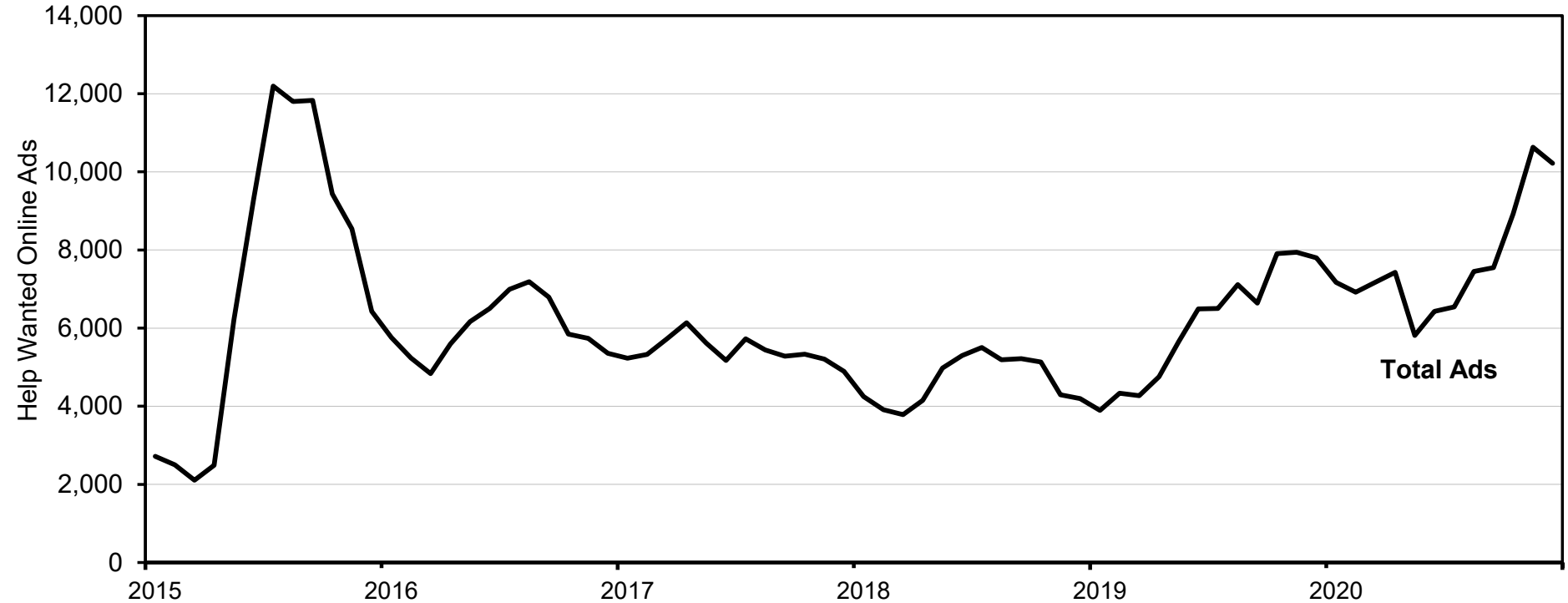
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - December 2020



# Mid-Valley Help Wanted Online Ads

Not Seasonally Adjusted



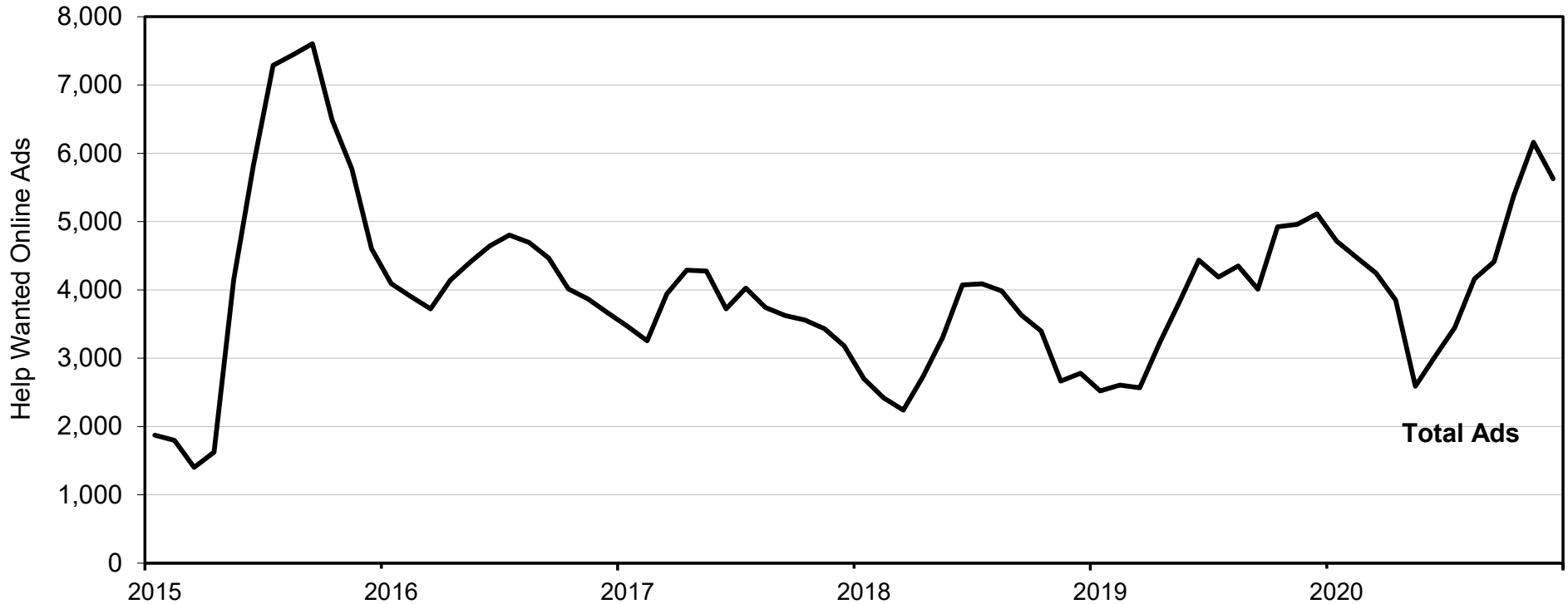
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - December 2020



# Lane Help Wanted Online Ads

Not Seasonally Adjusted



Total Ads

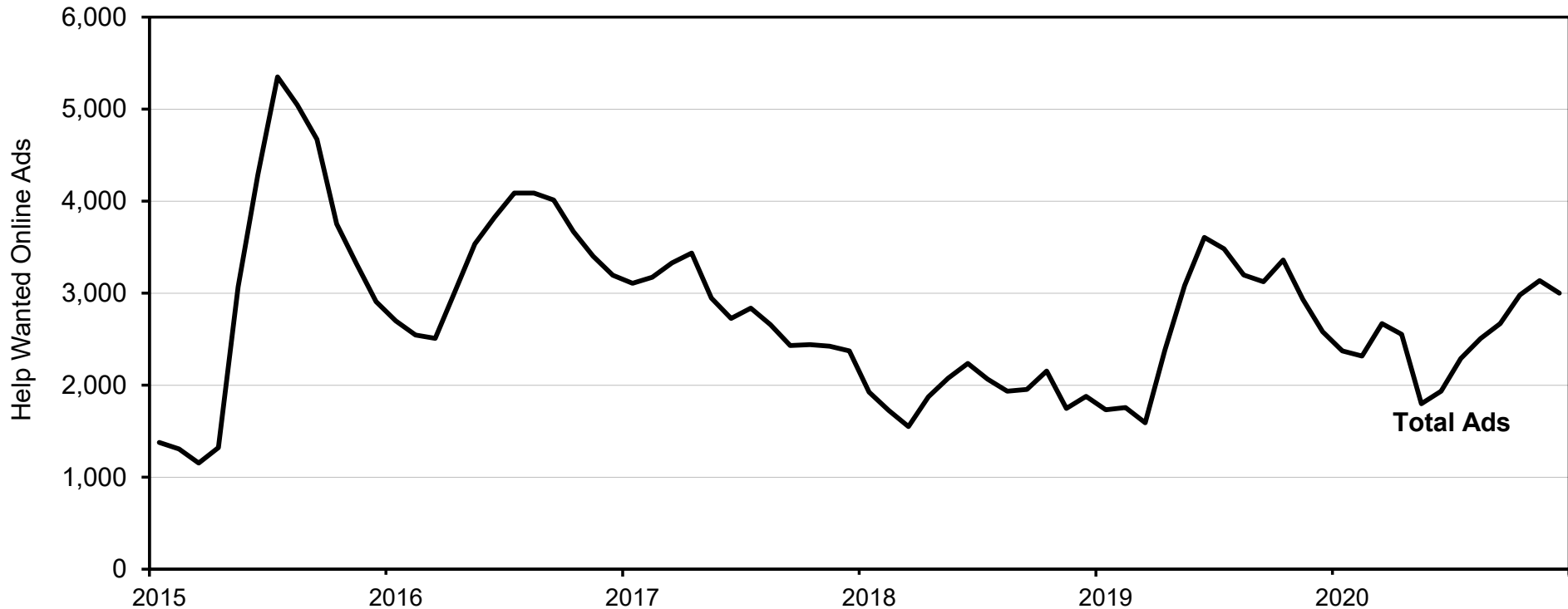
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - December 2020



# East Cascades Help Wanted Online Ads

Not Seasonally Adjusted



Total Ads

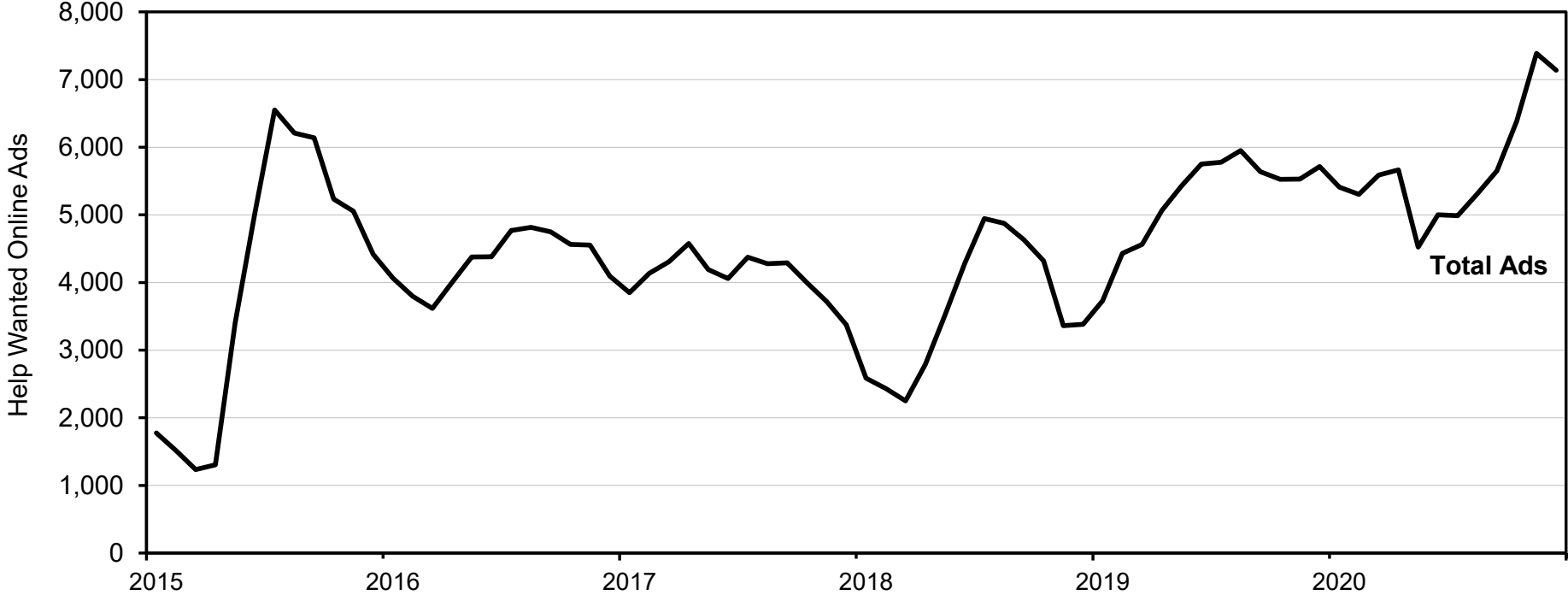
January 2015 - December 2020

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



# Clackamas Help Wanted Online Ads

Not Seasonally Adjusted



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

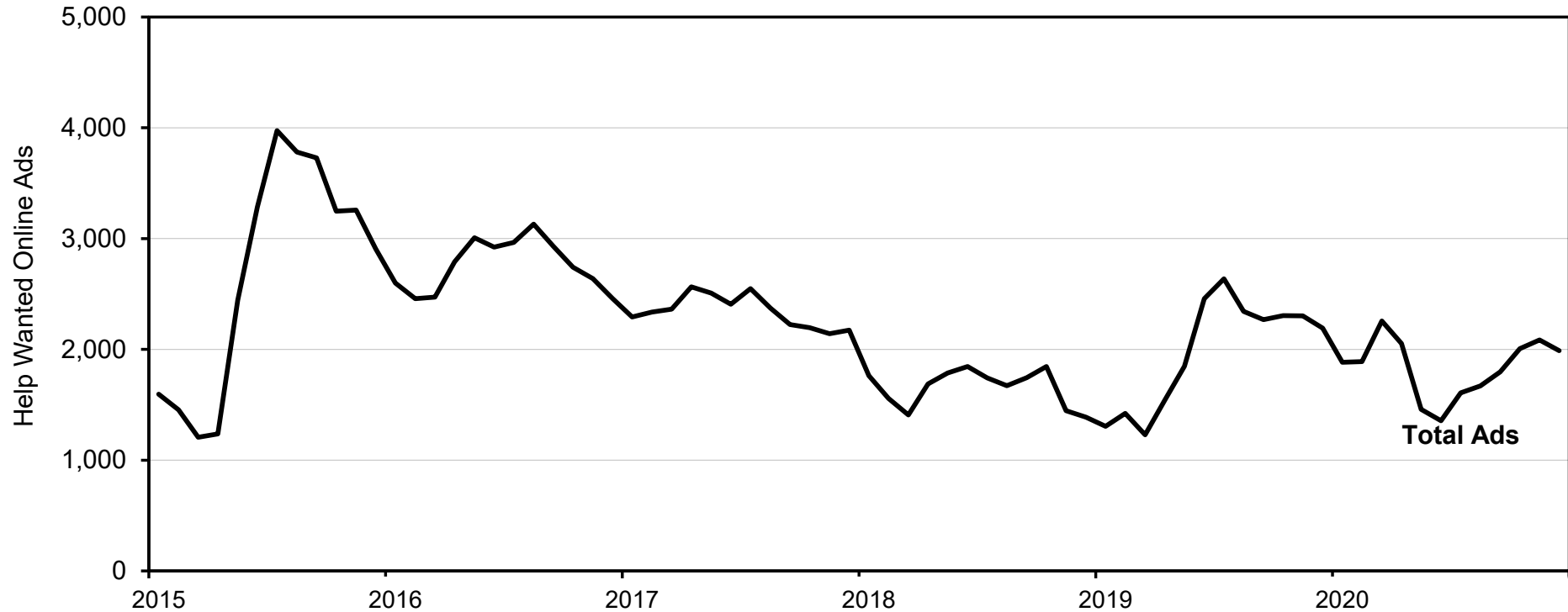
January 2015 - December 2020





# Rogue Valley Help Wanted Online Ads

Not Seasonally Adjusted



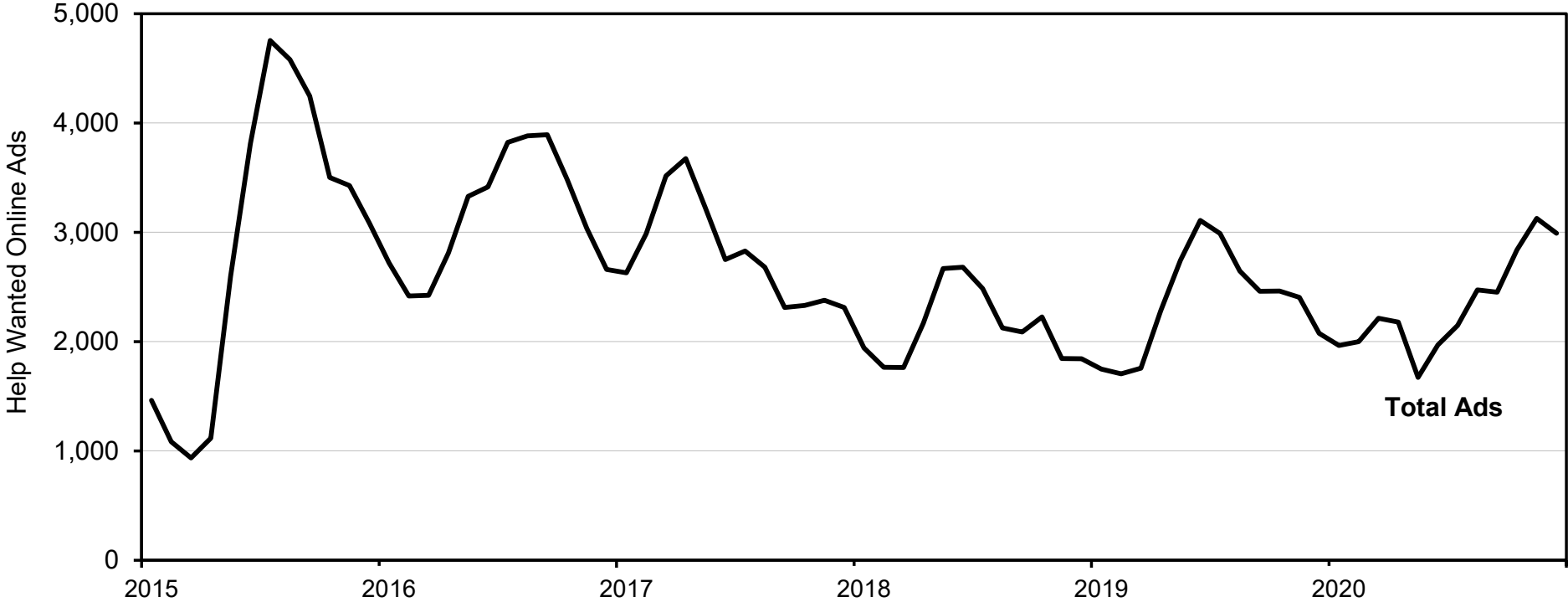
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - December 2020



# Northwest Oregon Help Wanted Online Ads

Not Seasonally Adjusted



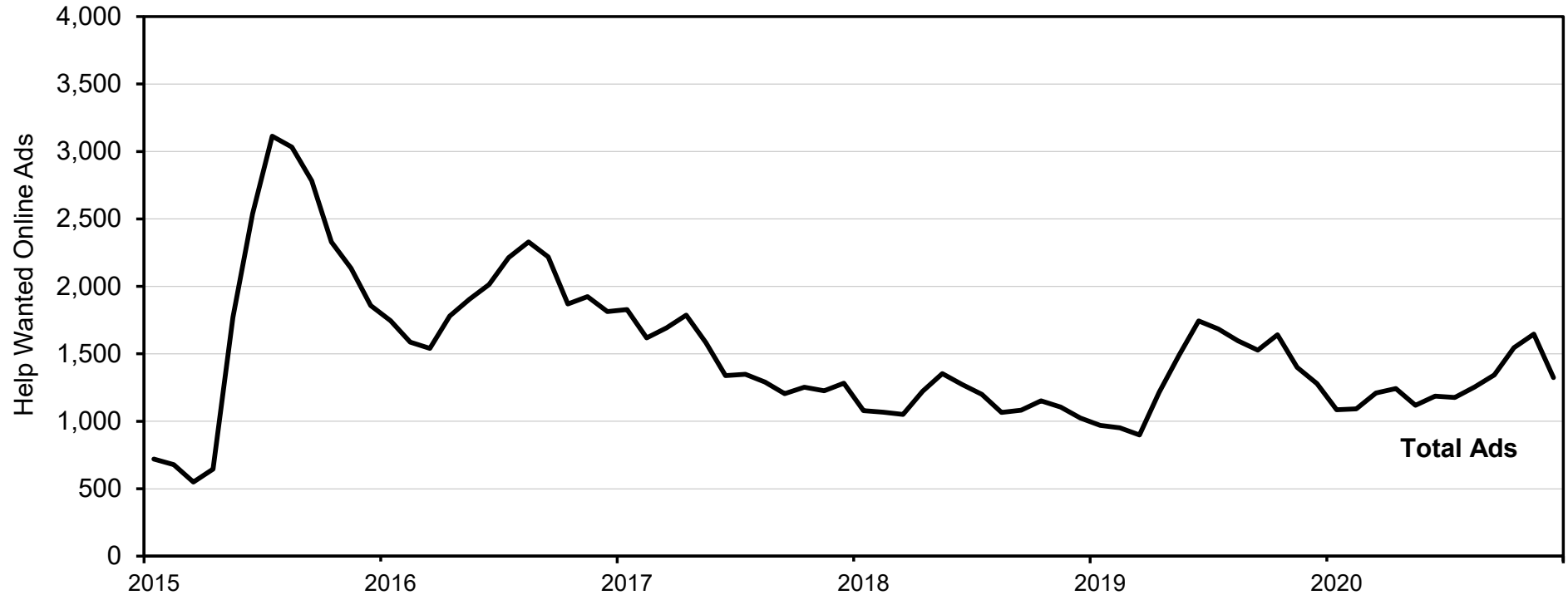
Total Ads

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

January 2015 - December 2020

# Southwestern Oregon Help Wanted Online Ads

Not Seasonally Adjusted



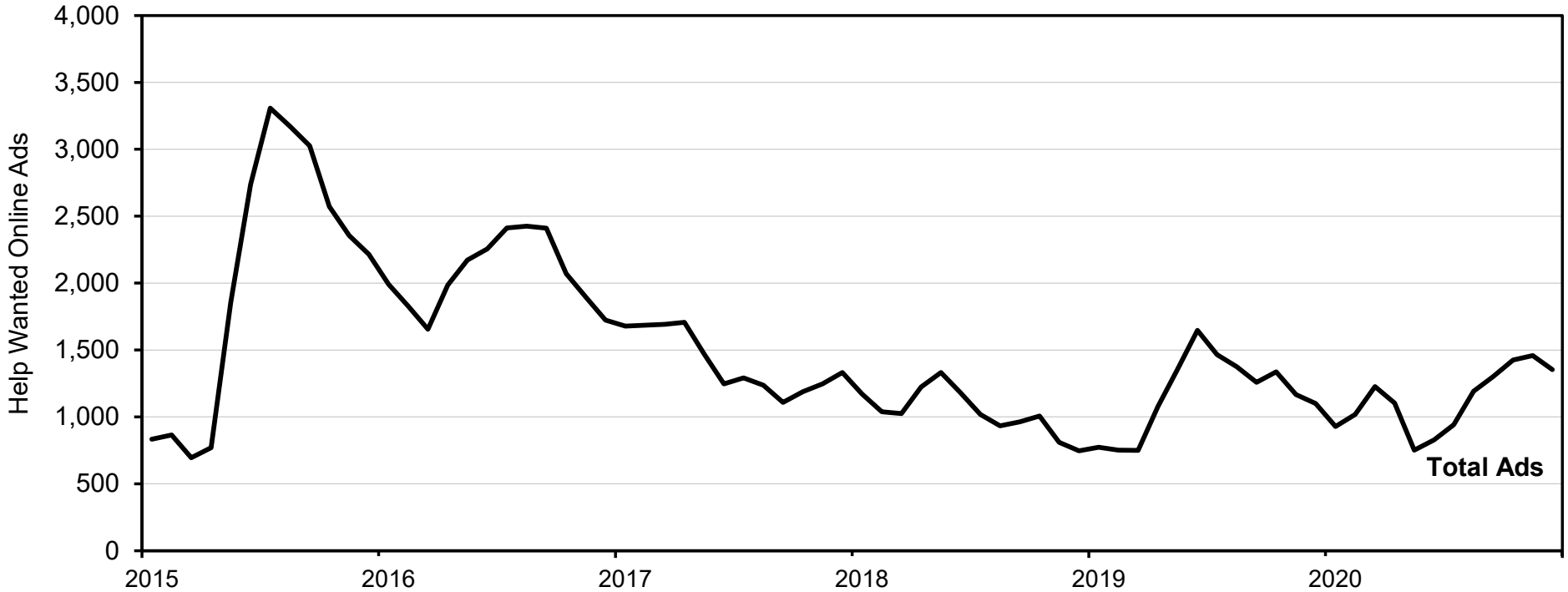
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2015 - December 2020



# Eastern Oregon Help Wanted Online Ads

Not Seasonally Adjusted



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

January 2015 - December 2020





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