

Help Wanted Online Ads

January 2026

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Methodological Note

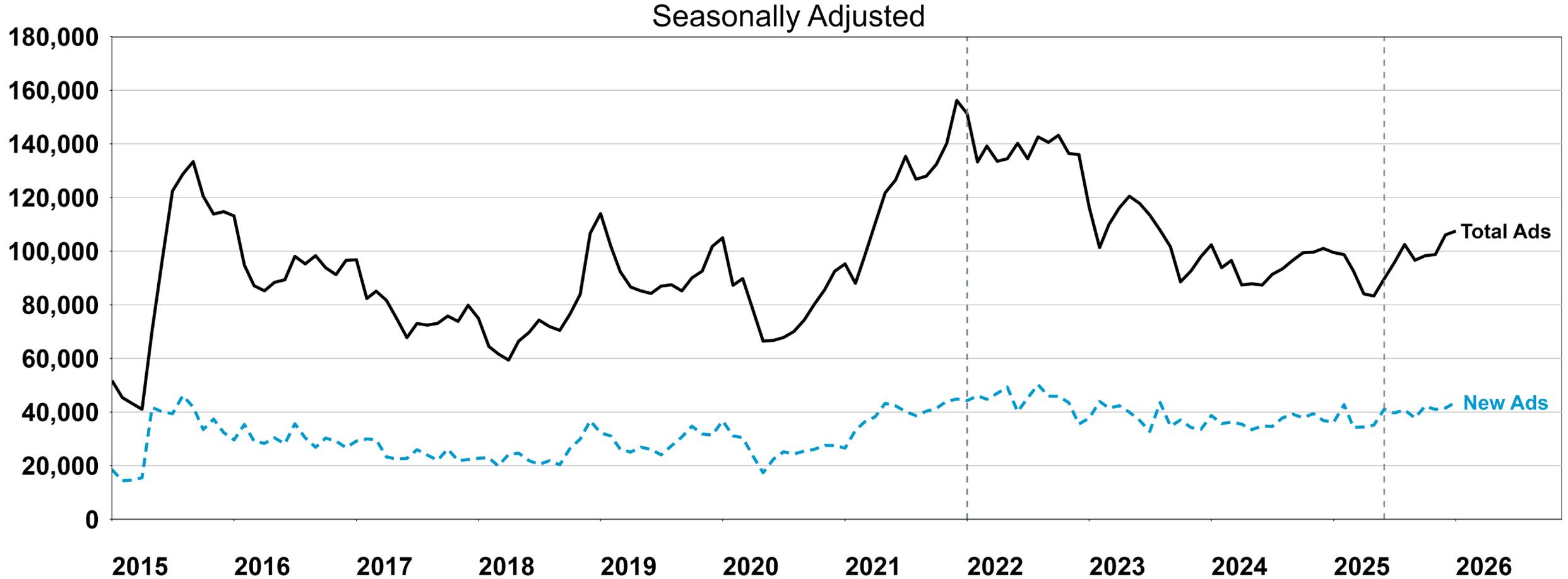
In January 2022, the Conference Board instituted system wide changes to their data collection process to better capture when job ads have expired. As part of these changes, there is an increase in the number of ads that expired, and subsequently, a level change in the data series for Available Ads. The HWOL Index and New Ads series remain unaffected by this update.

In June 2025, Lightcast and the Conference Board instituted system wide changes to their data collection process to improve coverage of job boards. This could result in level changes in HWOL job posting volume. The HWOL Index remains unaffected by this update.

The number of U.S. Help Wanted Online ads was 7.5 million in January.

- Number of ads posted in Oregon totaled 107,500 in January.
- Number of ads posted for the first time (*new ads*) increased by 2,200 in Oregon in January.
- Nationally, new ads increased by 163,400 in January.
- Number of online ads in Oregon and its neighboring states:
 - Idaho: 46,800
 - Nevada: 64,900
 - Oregon: 107,500
 - Washington: 164,900
 - California: 676,100

The number of online ads in Oregon was 107,500 in January.
The number of new ads increased by 2,200 over the month.

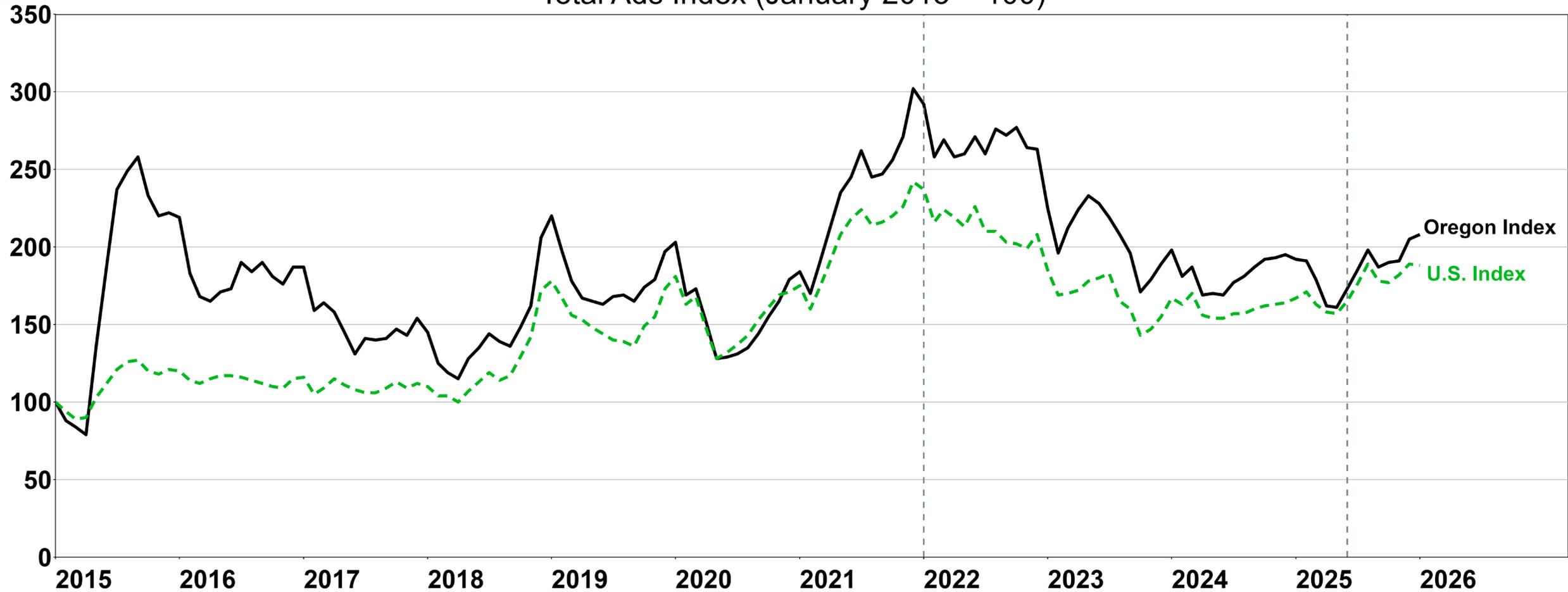


Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of help wanted ads nationally was 7.5 million in January 2026.

Total Ads Index (January 2015 = 100)



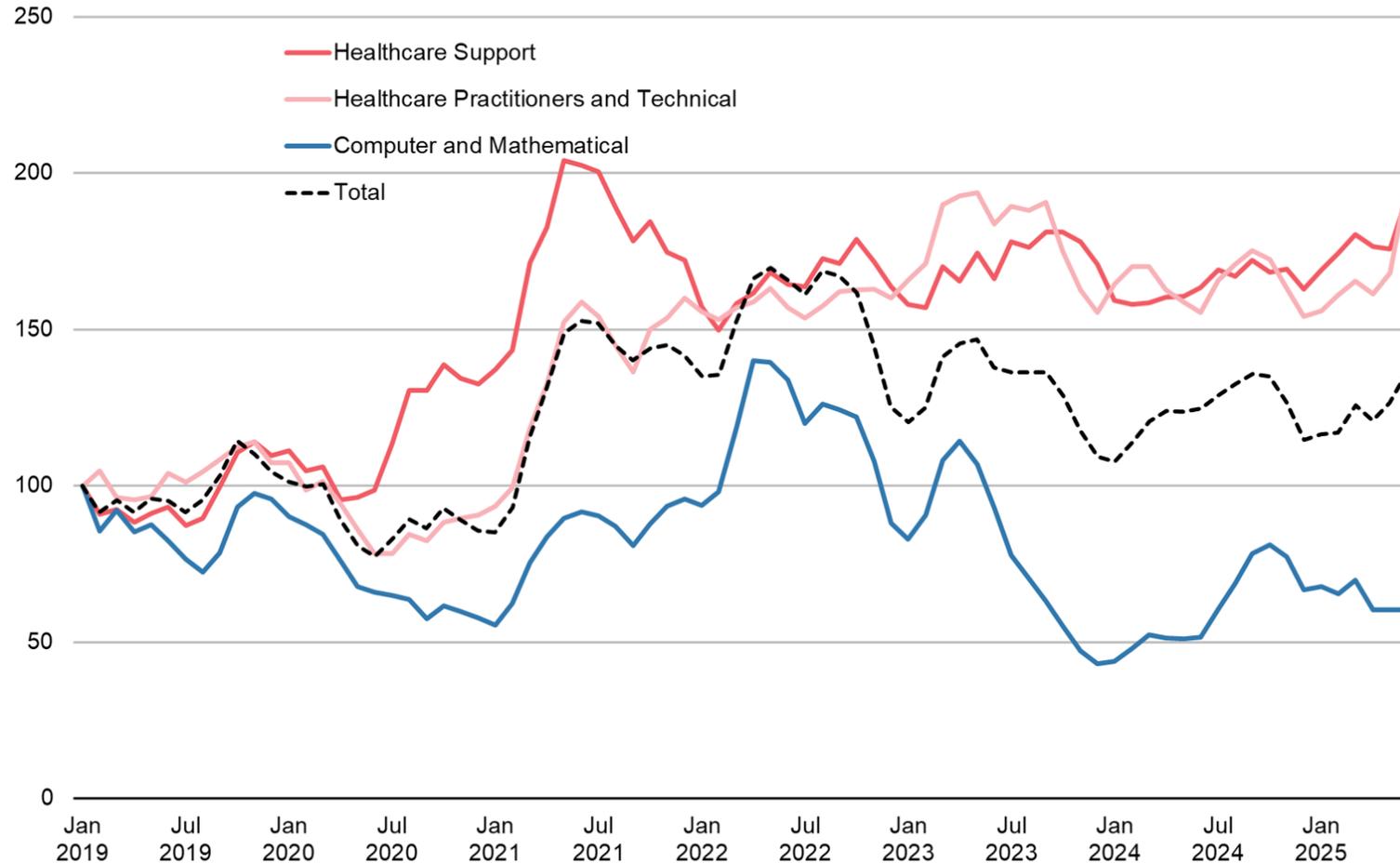
Source: The Conference Board Help Wanted OnLine® (HWOL)

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Healthcare support job postings hold steady.

Read [Online Job Postings by Occupation Group in Oregon](#) by Special Projects Analyst [Bingjie Kong](#).

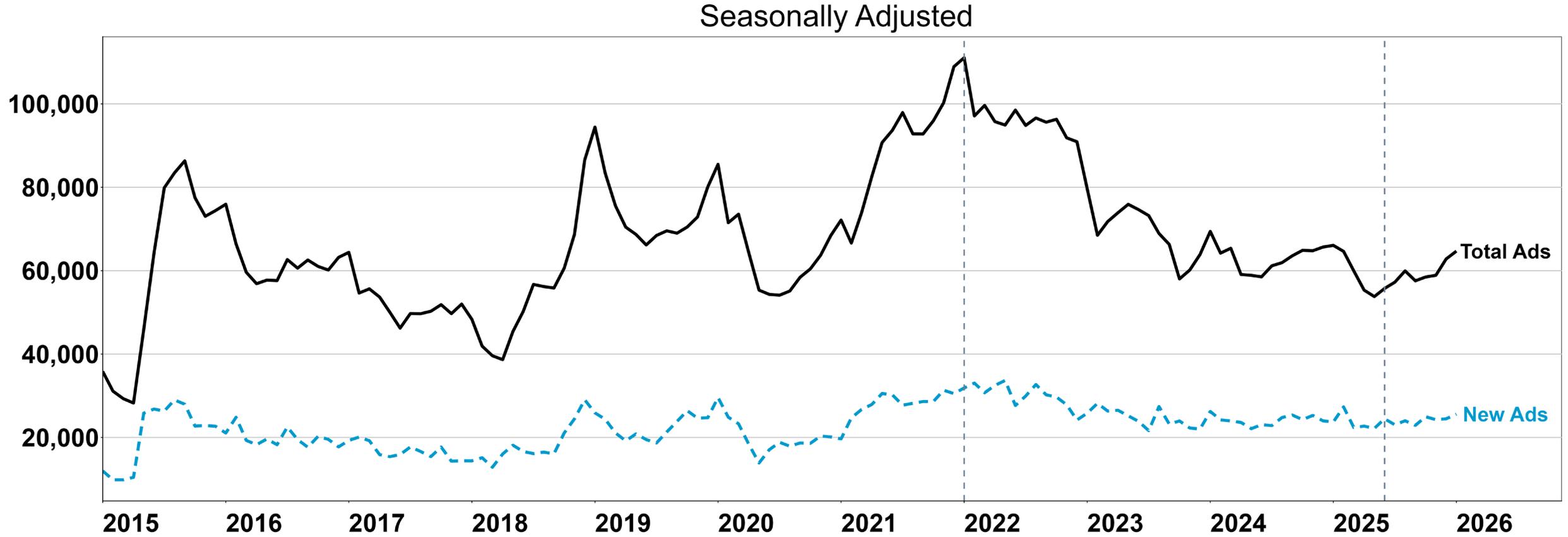
Oregon Job Postings Trend, Jan 2019 - Jun 2025 (Indexed to Jan 2019 = 100, 3-Month Moving Average)



Source: Oregon Employment Department, Conference Board-Lightcast Help Wanted Online Series

HELP WANTED ONLINE ADVERTISEMENT TRENDS BY METRO AREAS

The number of online ads in the Portland metro area was 64,700 in January.
The number of new ads increased by 1,100 over the month.

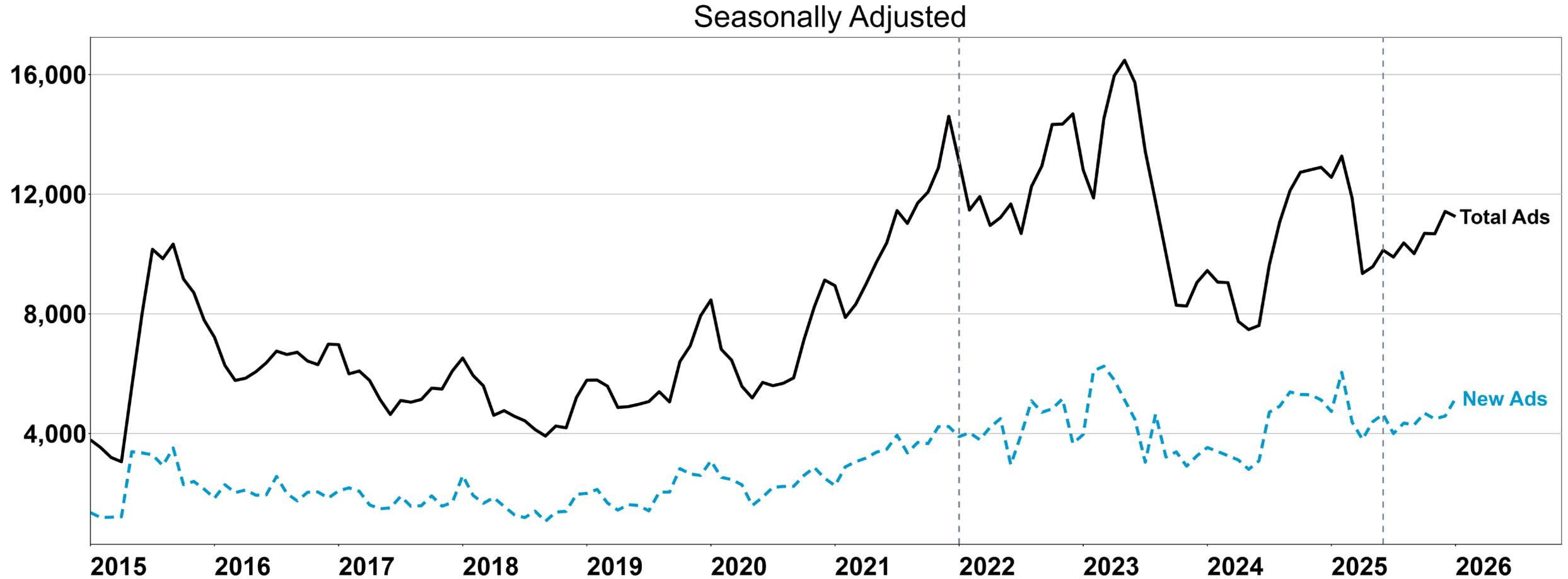


Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The Portland metro area includes Clackamas, Columbia, Multnomah, Washington, and Yamhill counties in Oregon and Clark and Skamania counties in Washington

The number of online ads in the Salem metro area was 11,300 in January.
The number of new ads increased by 590 over the month.

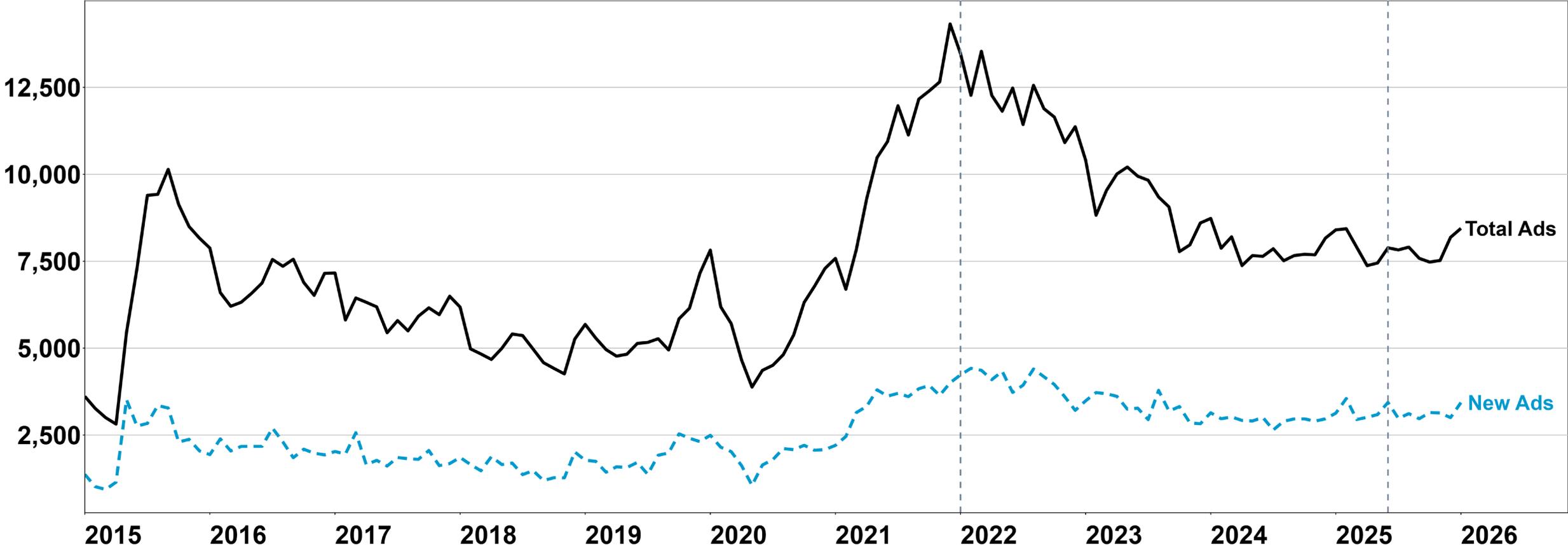


Source: The Conference Board Help Wanted OnLine® (HWOL)

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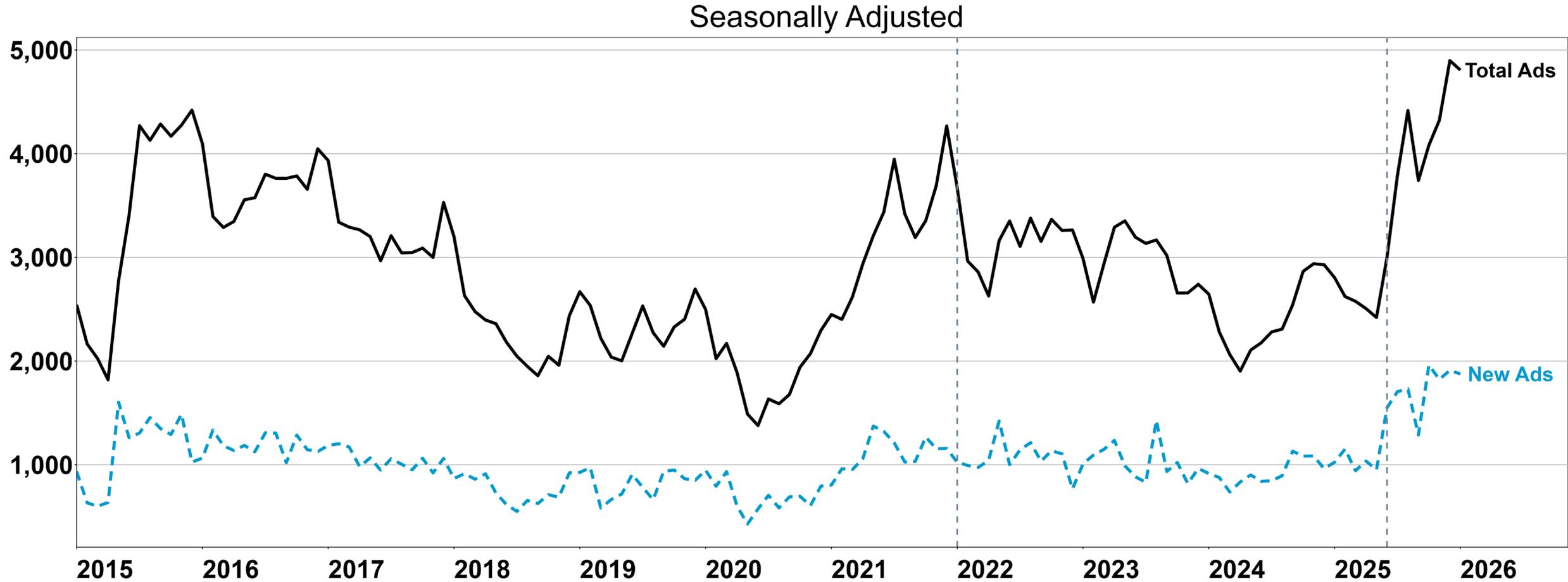
The number of online ads in the Eugene metro area was 8,400 in January.
The number of new ads increased by 430 over the month.

Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of online ads in the Medford metro area was 4,800 in January.
The number of new ads **decreased** by **30** over the month.

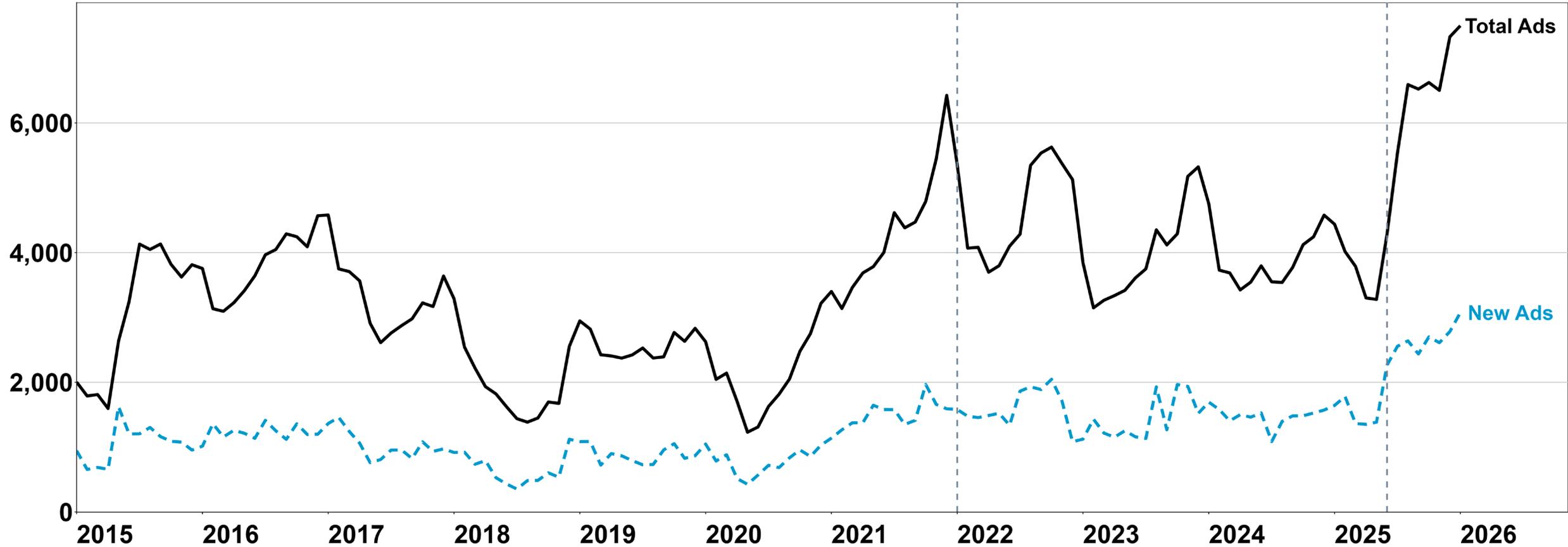


Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of online ads in the Bend metro area was 7,500 in January.
The number of new ads increased by 290 over the month.

Seasonally Adjusted

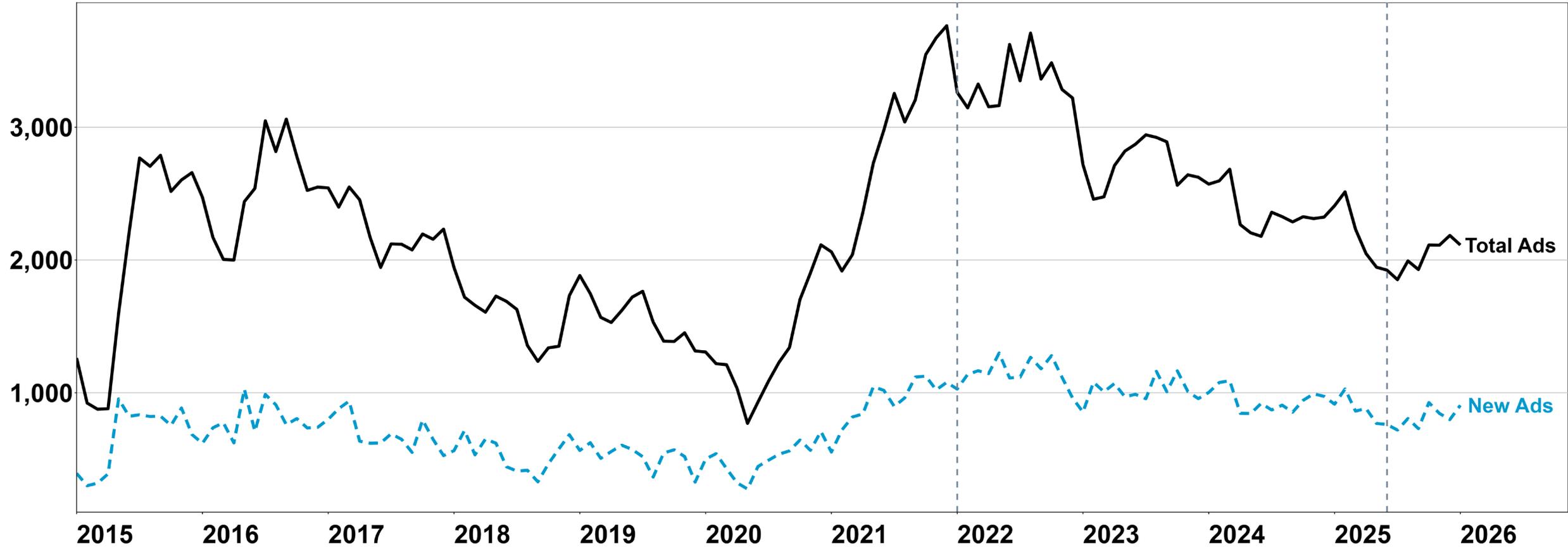


Source: The Conference Board Help Wanted OnLine® (HWOL)

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of online ads in the Corvallis metro area was 2,100 in January.
The number of new ads increased by 110 over the month.

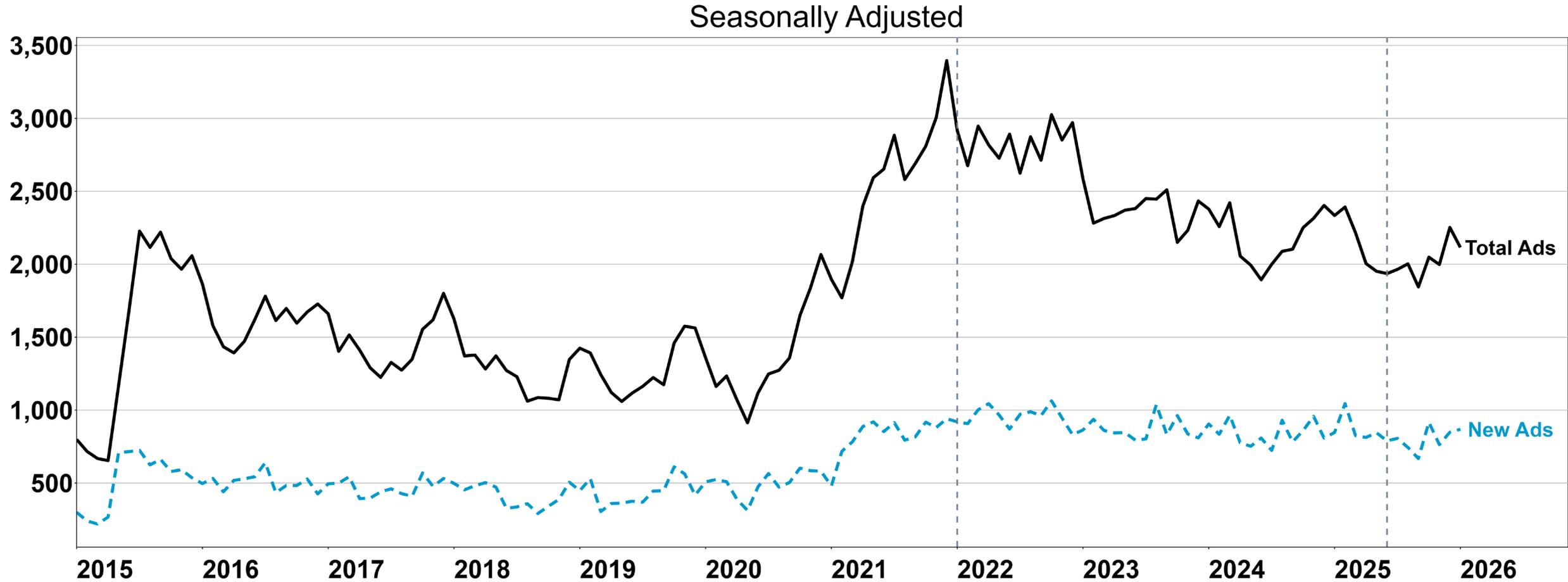
Seasonally Adjusted



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

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

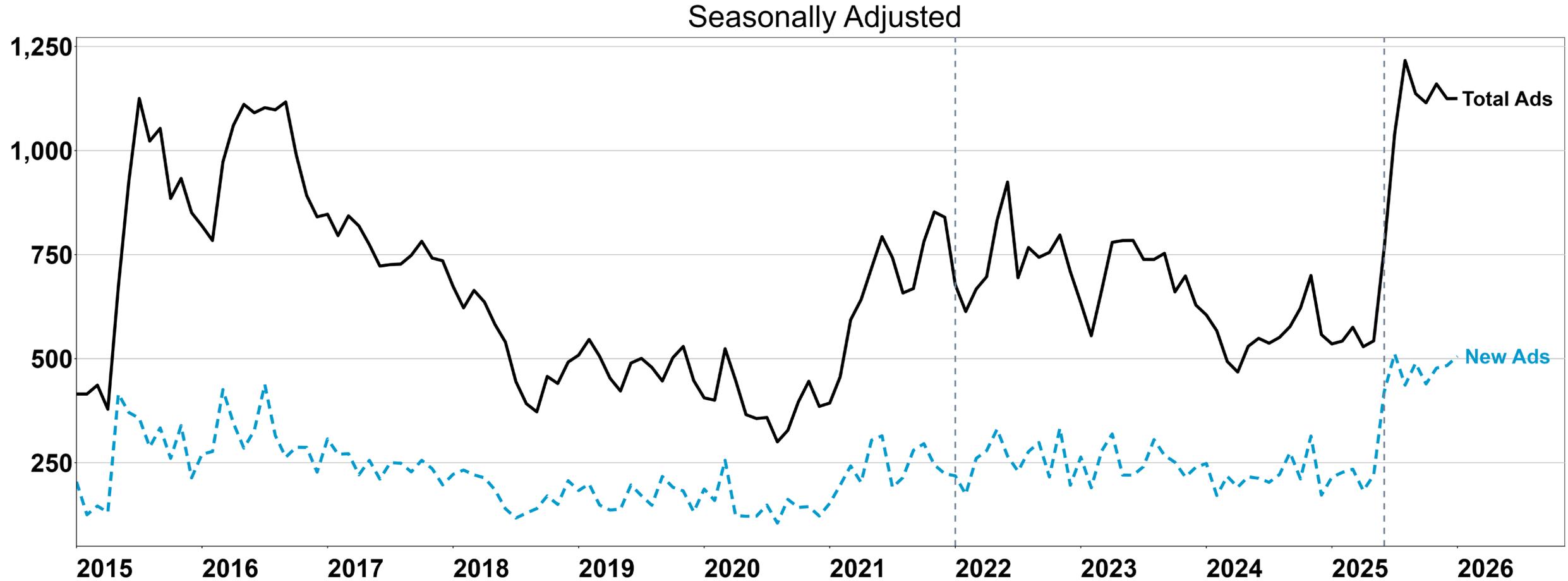
The number of online ads in the Albany metro area was 2,100 in January.
The number of new ads increased by 20 over the month.



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

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of online ads in the Grants Pass metro area was 1,100 in January.
The number of new ads increased by 20 over the month.



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

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Help Wanted Online Ads by County

January 2026, Not Seasonally Adjusted

Multnomah	20,038	Coos	1,179	Tillamook	352
Washington	14,196	Klamath	1,085	Crook	309
Clackamas	8,765	Josephine	1,015	Morrow	304
Marion	8,628	Lincoln	988	Jefferson	261
Lane	6,720	Clatsop	942	Curry	234
Deschutes	4,585	Polk	924	Harney	101
Jackson	3,764	Wasco	566	Grant	94
Benton	1,696	Columbia	483	Wallowa	78
Linn	1,683	Hood River	472	Lake	74
Yamhill	1,531	Union	449	Gilliam	44
Umatilla	1,464	Malheur	392	Sherman	27
Douglas	1,441	Baker	363	Wheeler	11

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

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, Jefferson, Klamath, 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 Luke.C.Coury@employ.oregon.gov or Molly.N.Hendrickson@employ.oregon.gov if you need additional HWOL data for your workforce area.

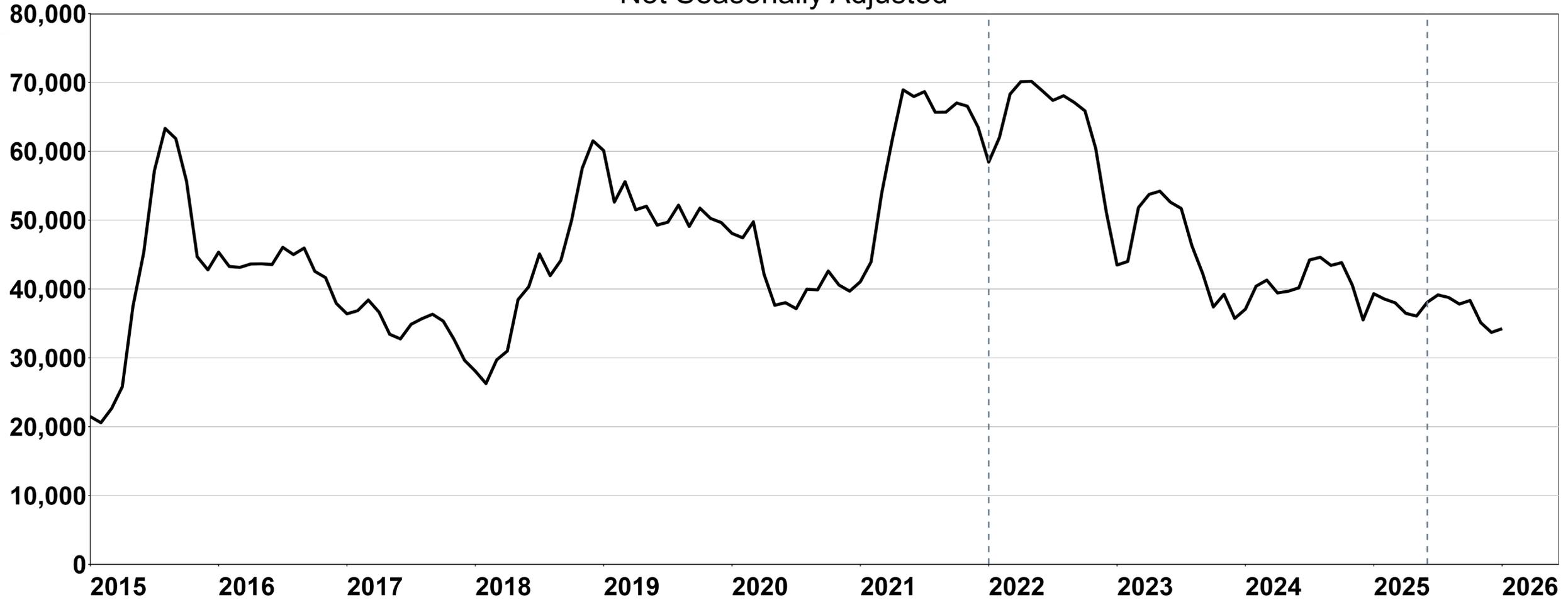
Help Wanted Online Ads by Workforce Area

January 2026, Not Seasonally Adjusted

Portland-Metro	34,234
Mid-Valley	12,766
Clackamas	8,765
East Cascades	7,434
Lane	6,720
Rogue Valley	4,779
Northwest Oregon	4,461
Eastern Oregon	3,245
Southwestern Oregon	2,854

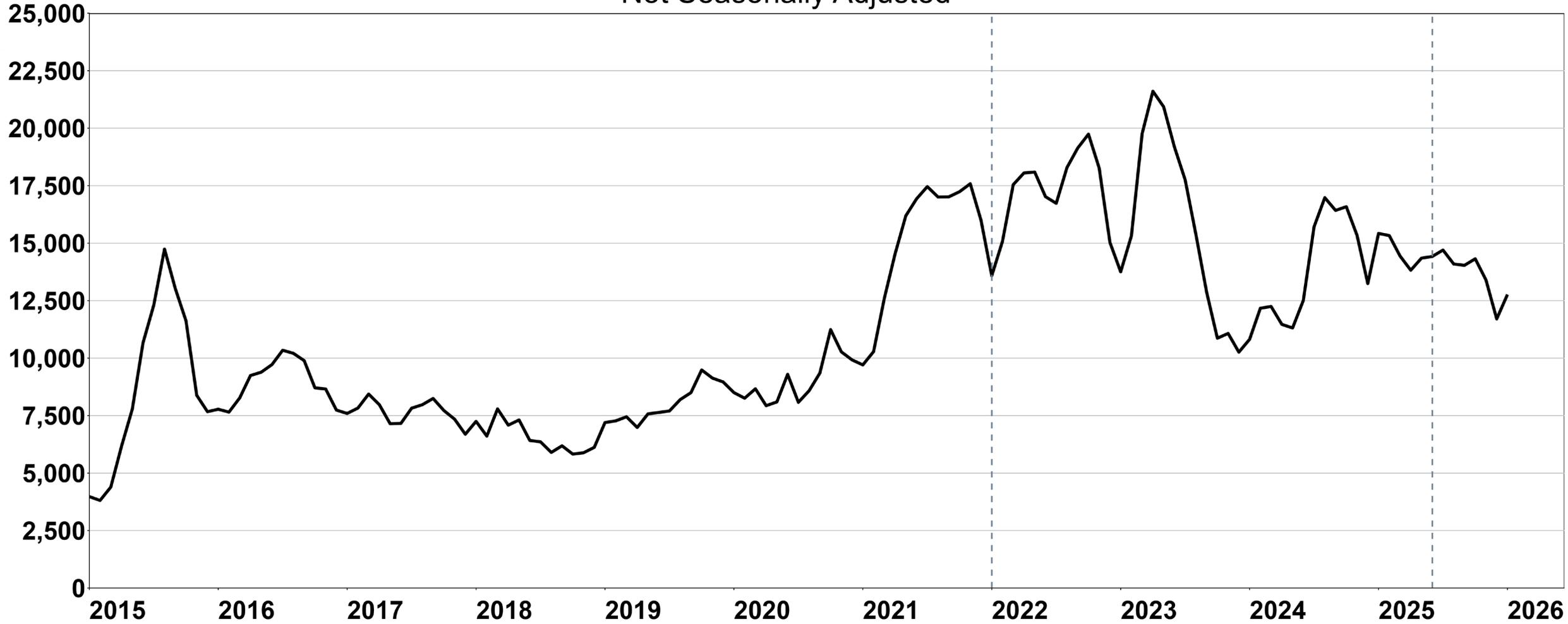
Source: The Conference Board Help Wanted OnLine® (HWOL)

Portland-Metro Help Wanted Online Ads Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025
The Portland-Metro LWA includes Multnomah and Washington counties

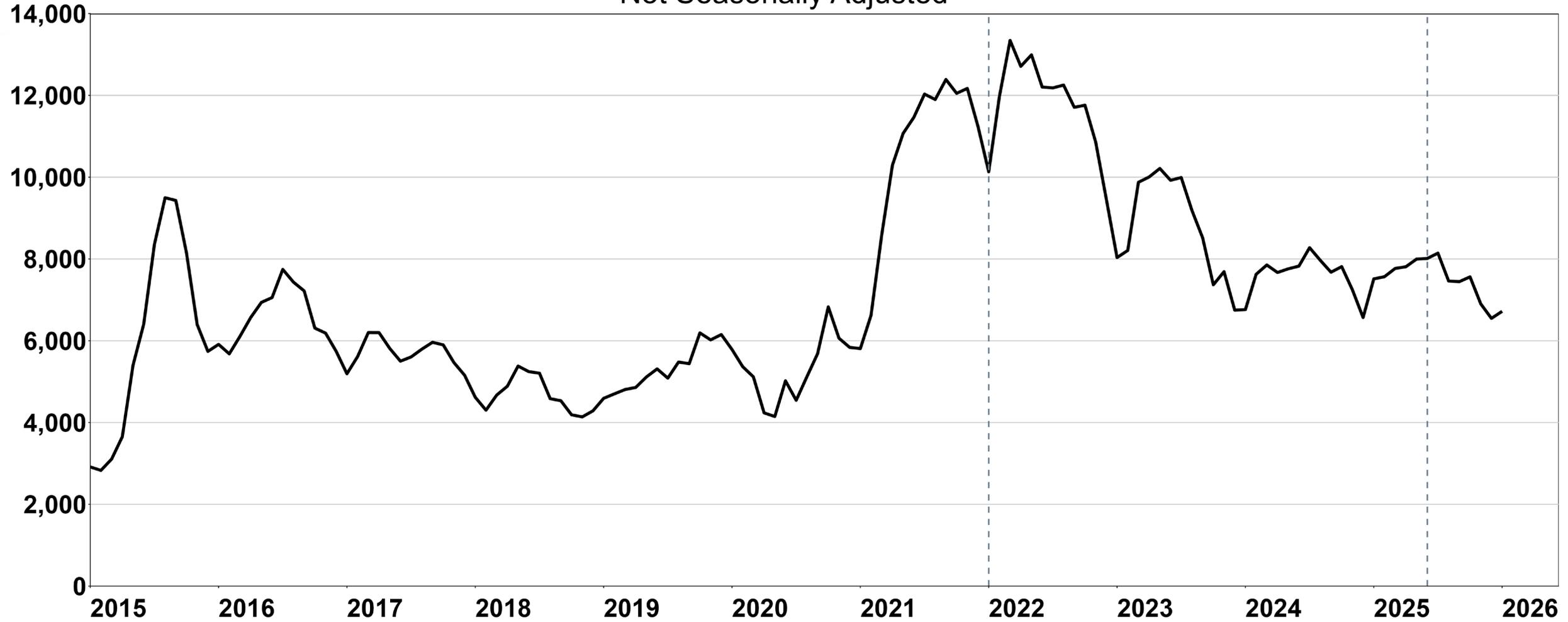
Mid-Valley Help Wanted Online Ads Not Seasonally Adjusted



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

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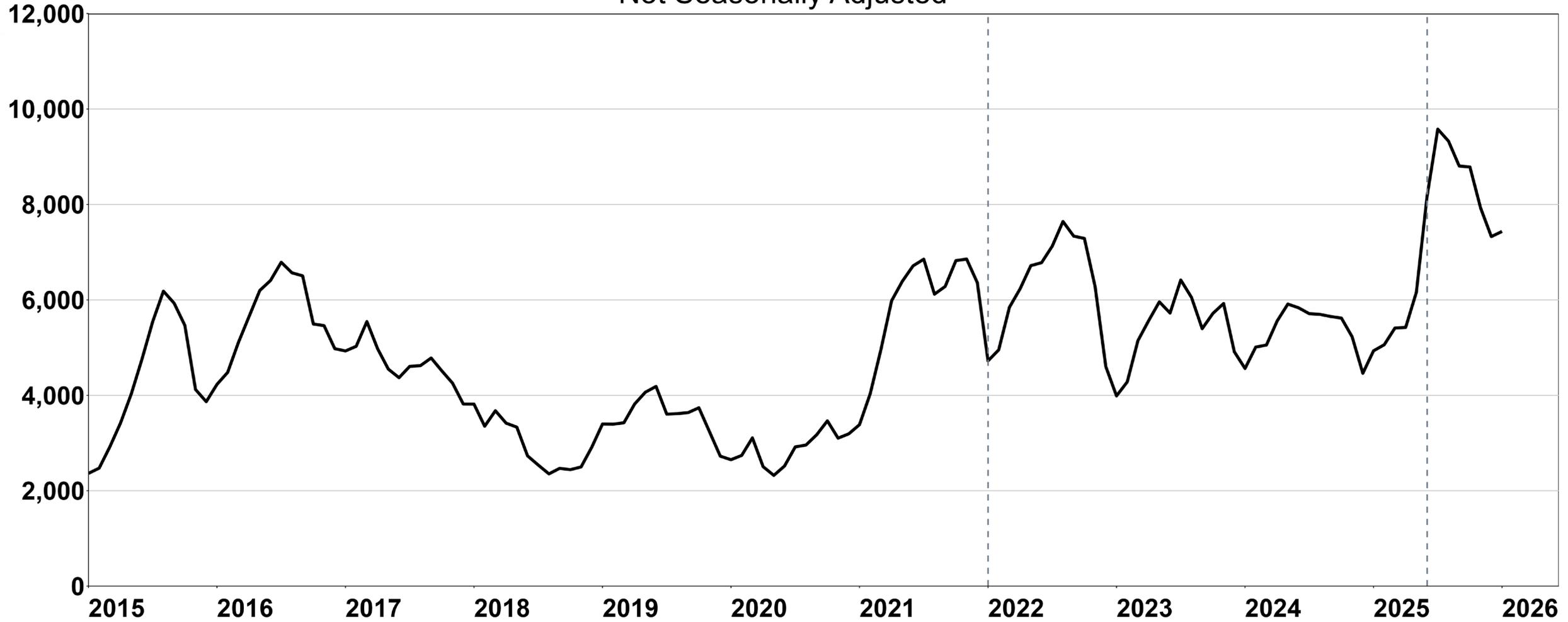
Lane Help Wanted Online Ads Not Seasonally Adjusted



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

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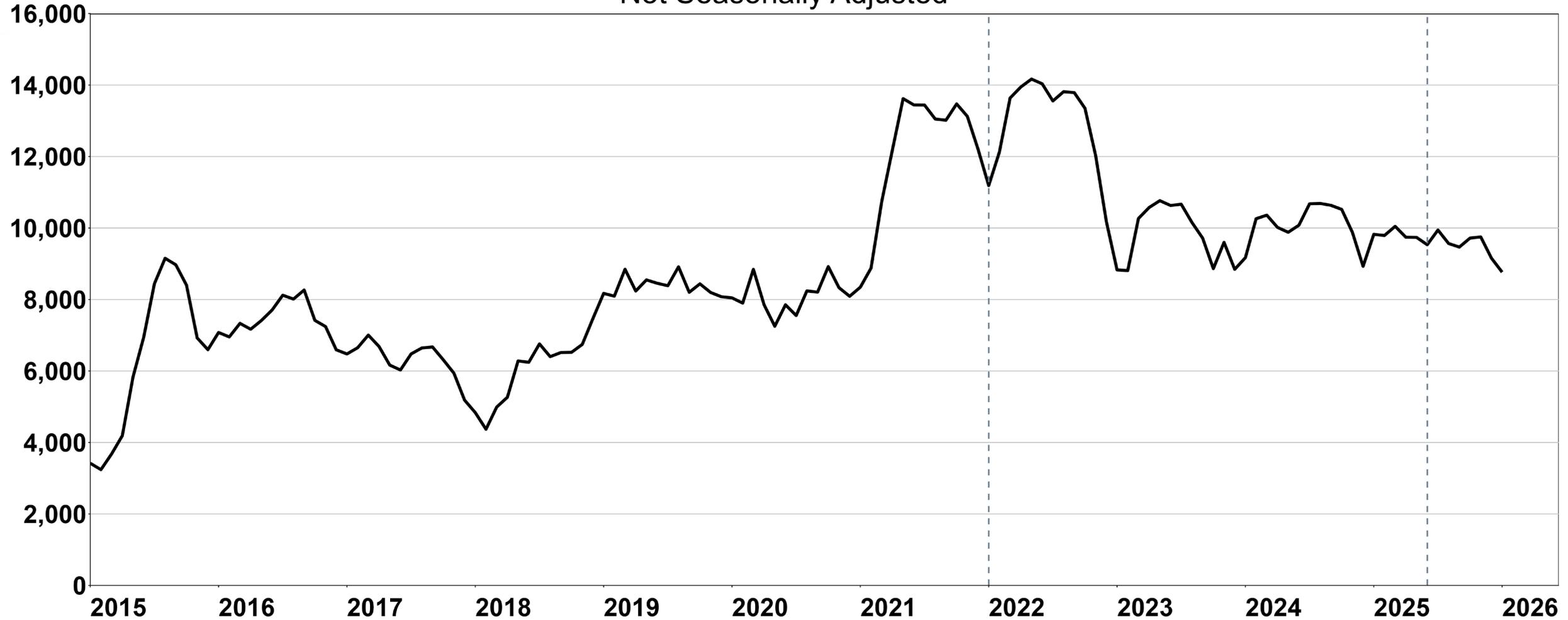
East Cascades Help Wanted Online Ads Not Seasonally Adjusted



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

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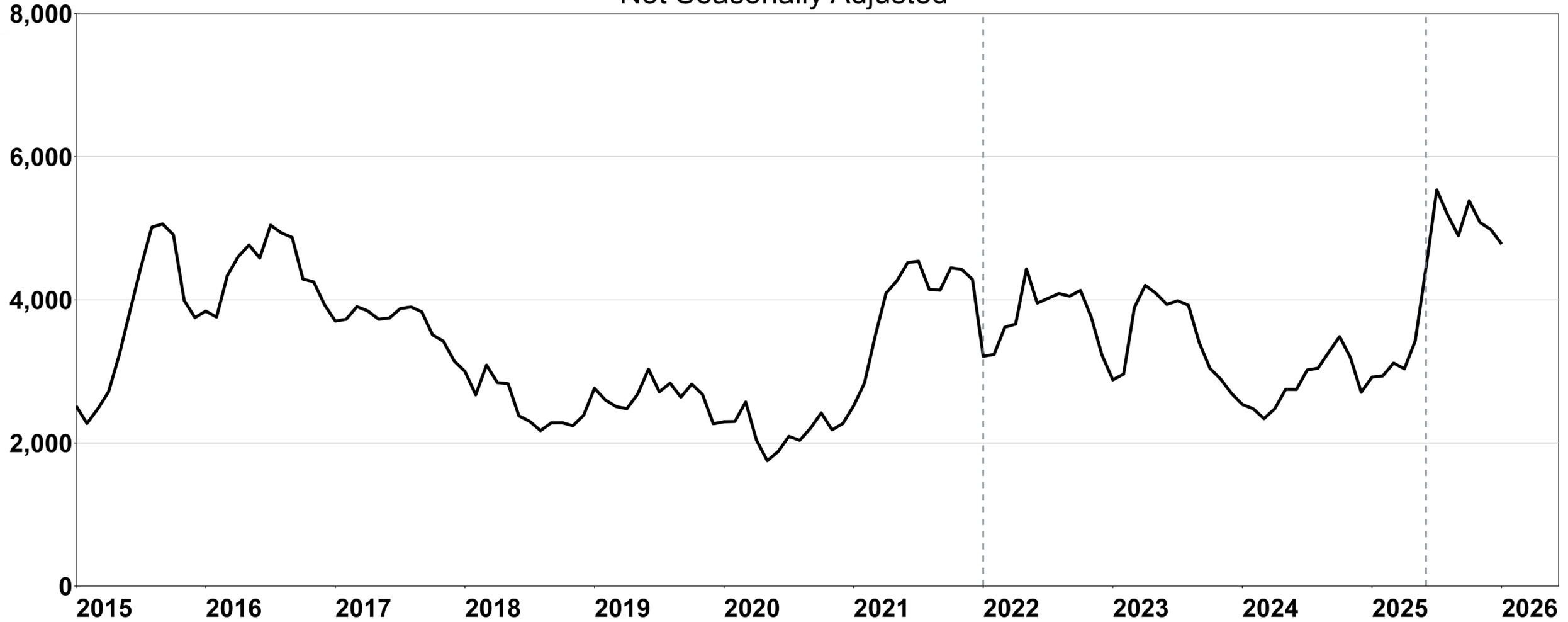
Clackamas Help Wanted Online Ads Not Seasonally Adjusted



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

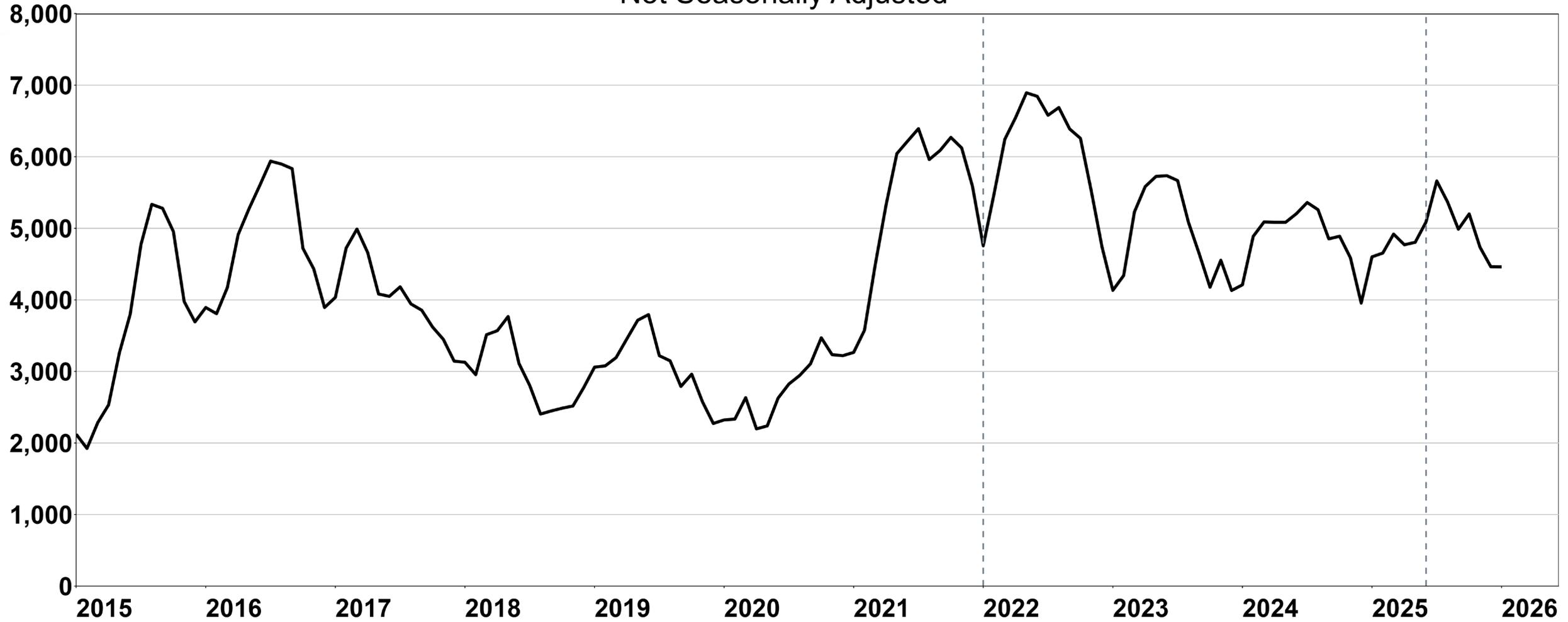
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Rogue Valley Help Wanted Online Ads Not Seasonally Adjusted



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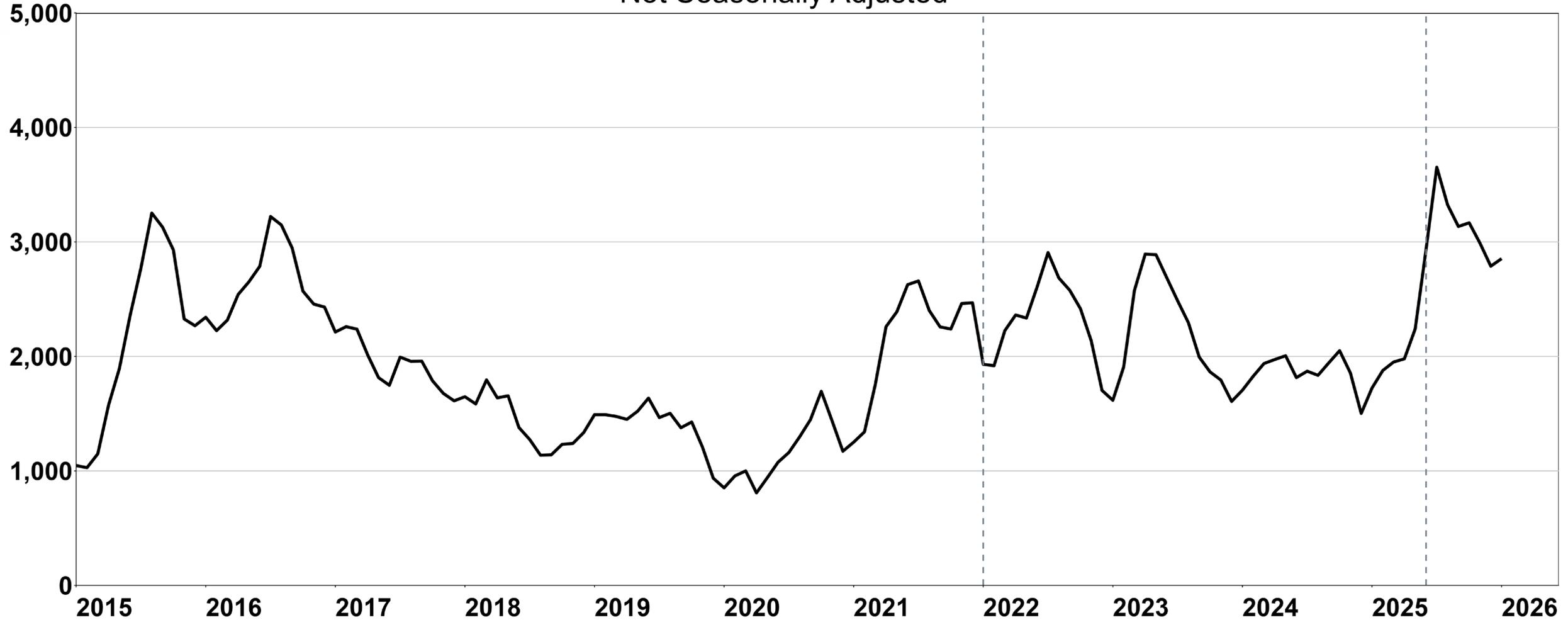
Northwest Oregon Help Wanted Online Ads Not Seasonally Adjusted



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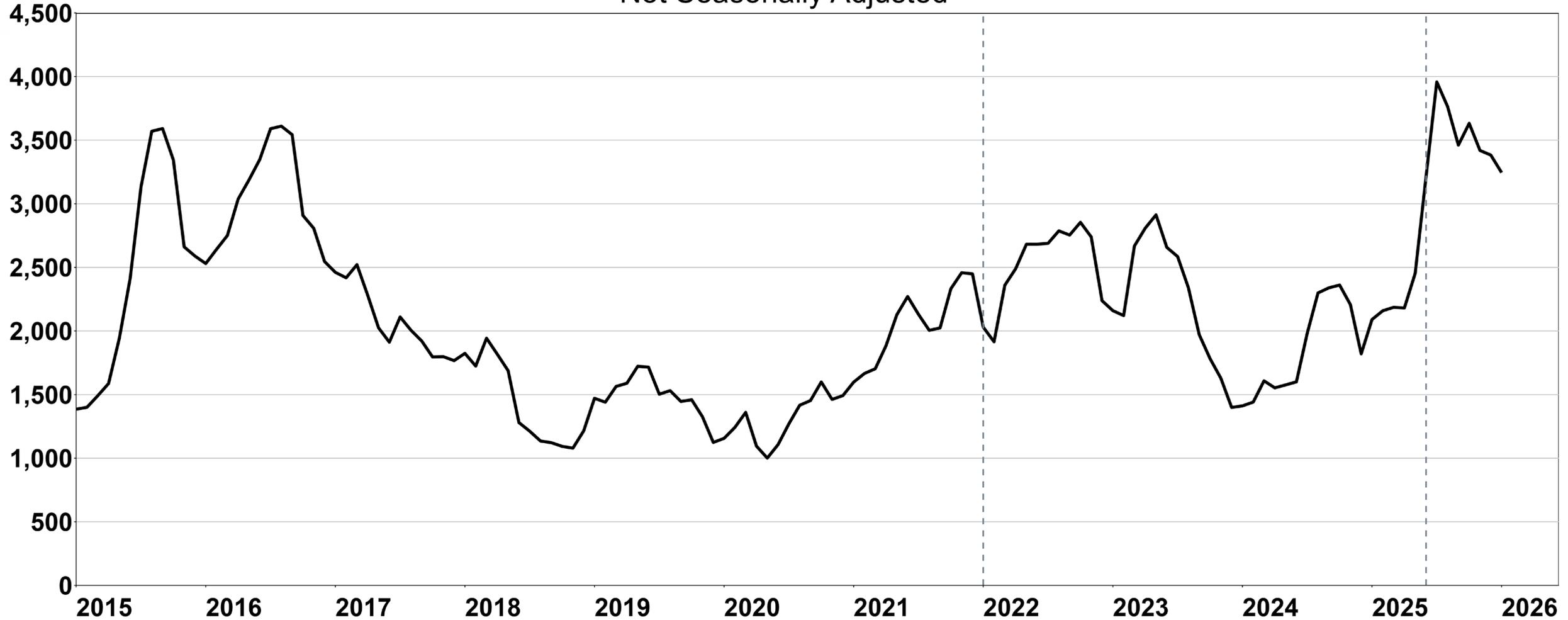
Southwestern Oregon Help Wanted Online Ads Not Seasonally Adjusted



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

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Eastern Oregon Help Wanted Online Ads Not Seasonally Adjusted



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

Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

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