

Help Wanted Online Ads

September 2025

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Methodological Note

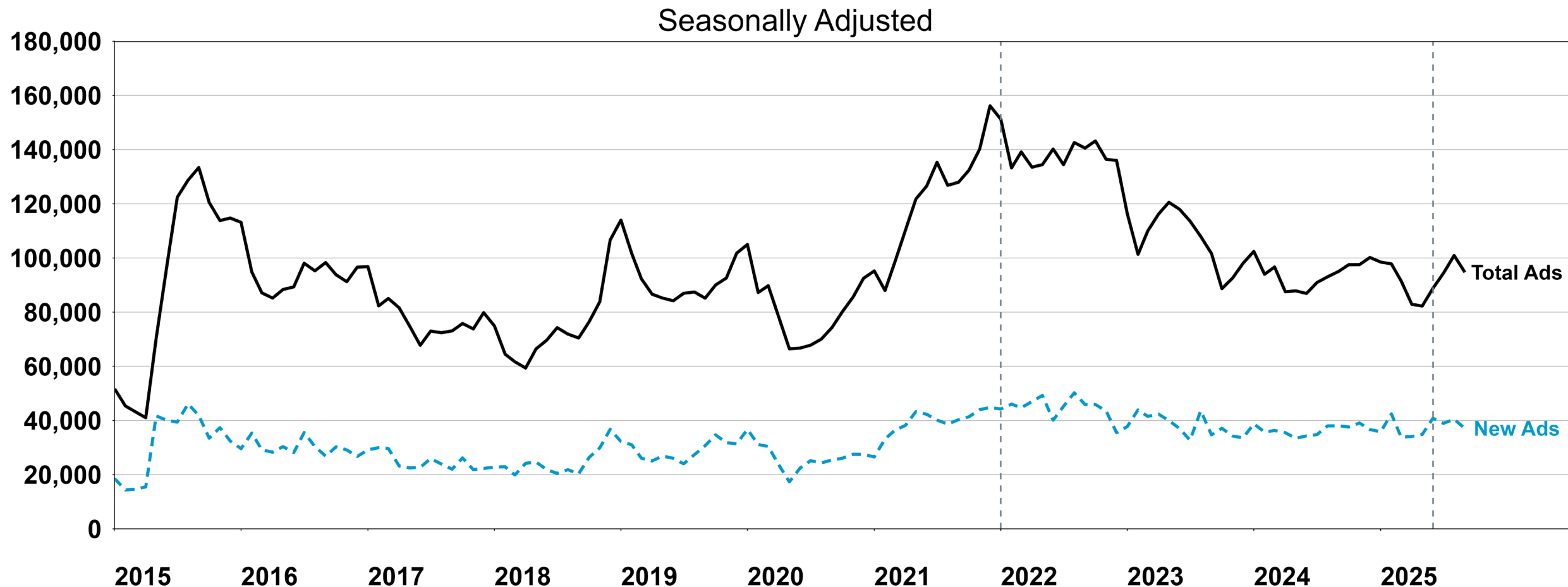
In January 2022, the Conference Board instituted system wide changes to their data collection process to better capture when job ads have expired. As part of these changes, there is an increase in the number of ads that expired, and subsequently, a level change in the data series for Available Ads. The 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 6.7 million in September.

- Number of ads posted in Oregon totaled 94,700 in September.
- Number of ads posted for the first time (*new ads*) decreased by 3,350 in Oregon in September.
- Nationally, new ads decreased by 297,800 in September.
- Number of online ads in Oregon and its neighboring states:
 - Idaho: 42,400
 - Nevada: 59,400
 - Oregon: 94,700
 - Washington: 168,300
 - California: 670,000

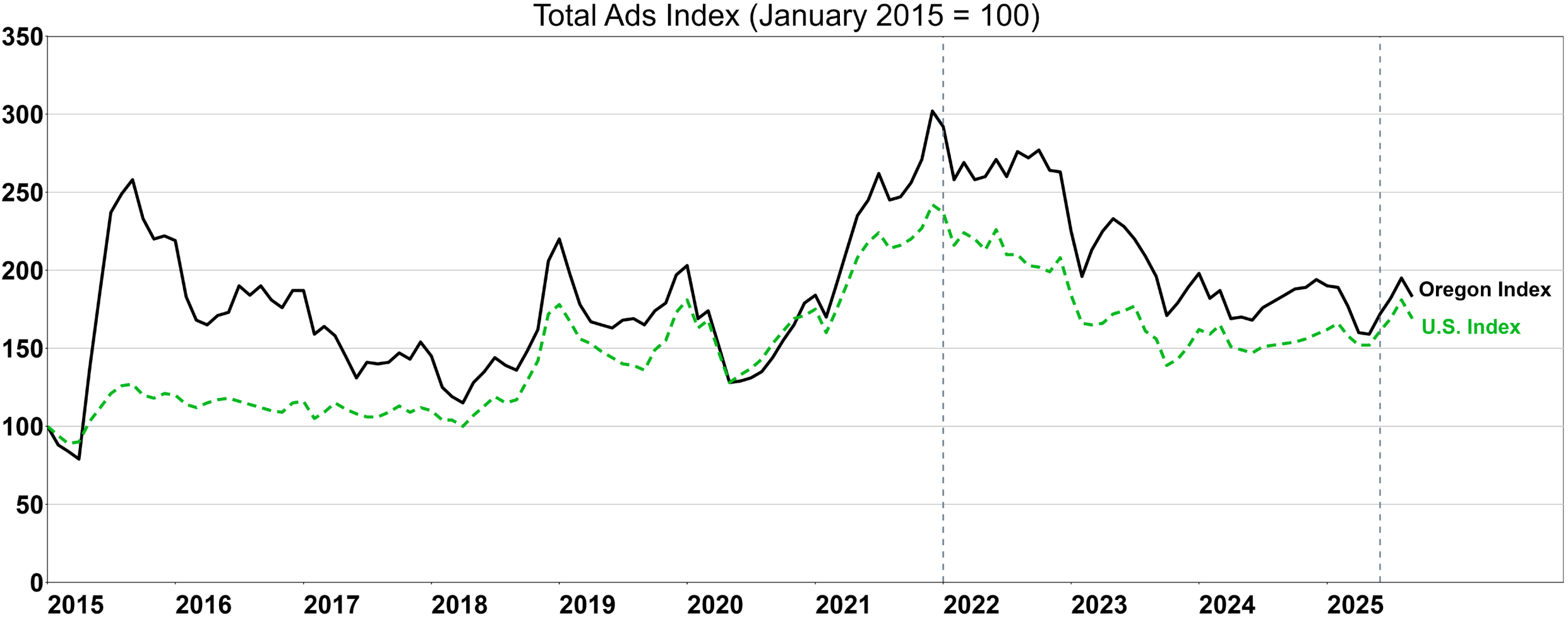
The number of online ads in Oregon was 94,700 in September.
The number of new ads **decreased** by 3,350 over the month.



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 6.7 million in September 2025.

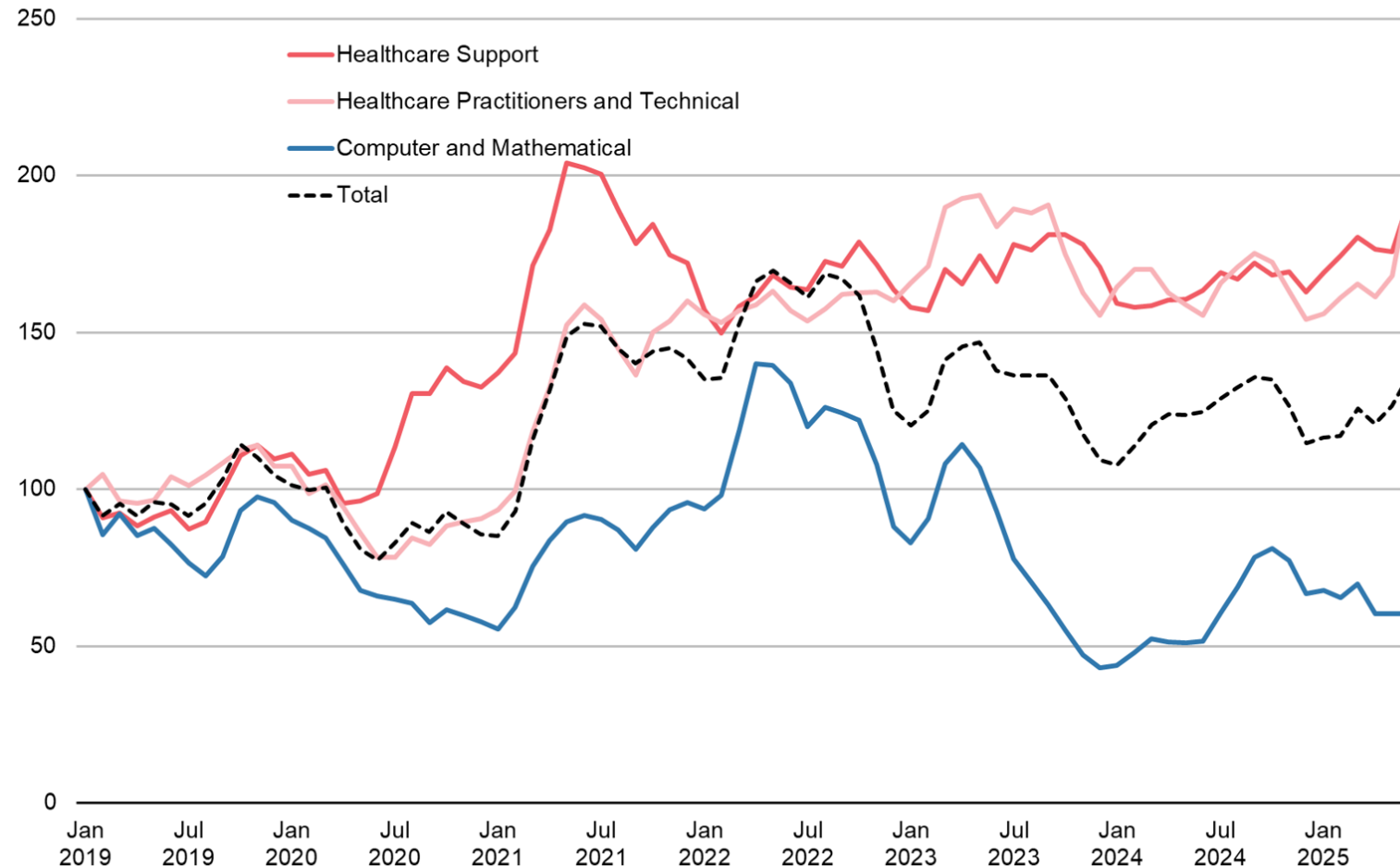


Source: The Conference Board Help Wanted OnLine® (HWOL)
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Healthcare support job postings hold steady.

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

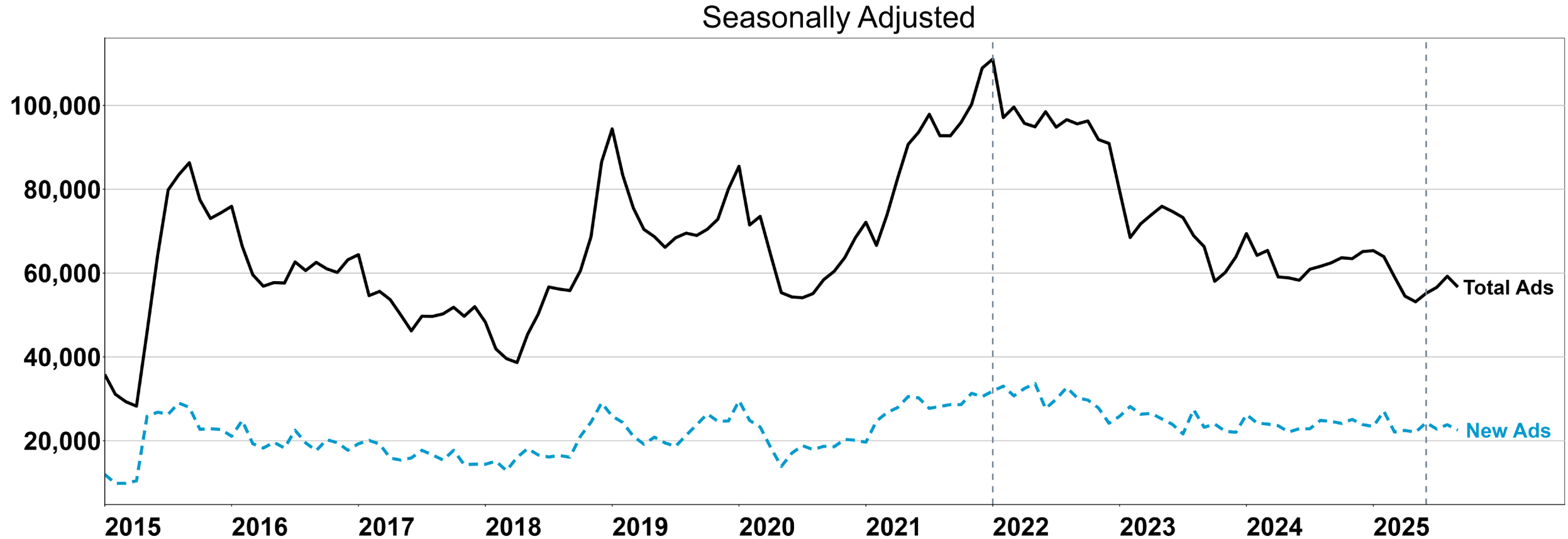
Oregon Job Postings Trend, Jan 2019 - Jun 2025
(Indexed to Jan 2019 = 100, 3-Month Moving Average)



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 56,700 in September.
The number of new ads **decreased** by **1,300** over the month.

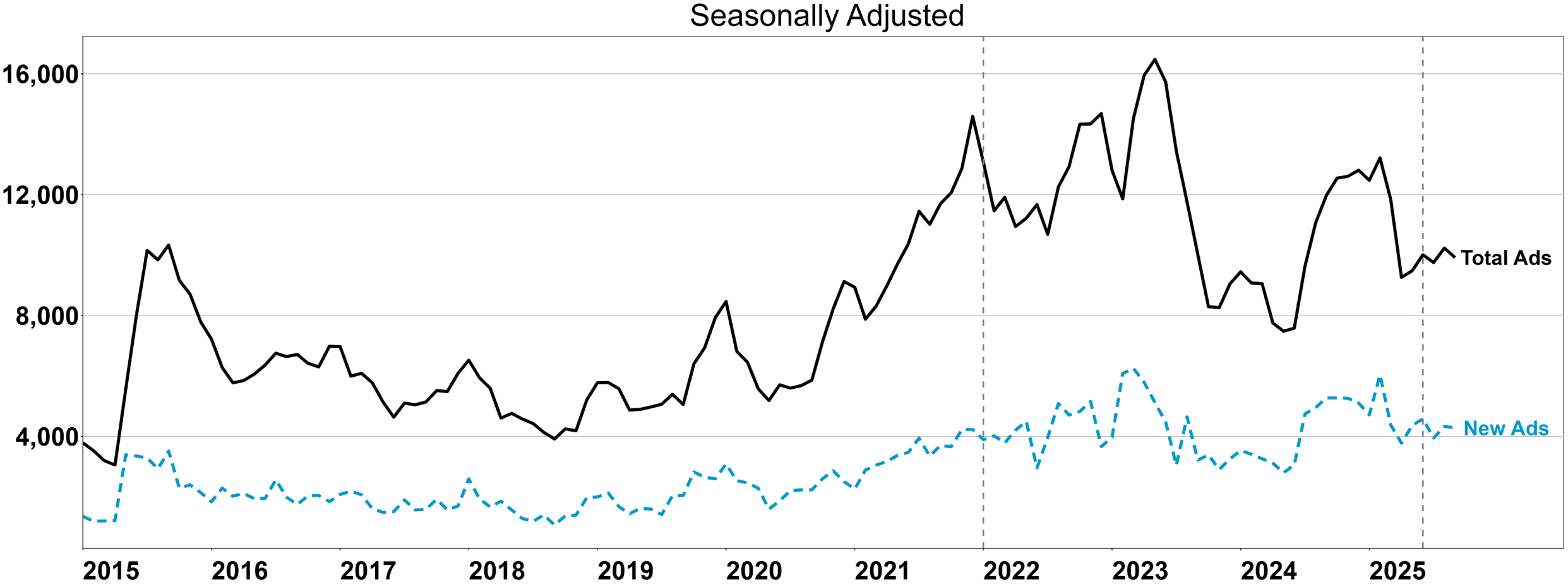


Source: The Conference Board Help Wanted OnLine® (HWOL)

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

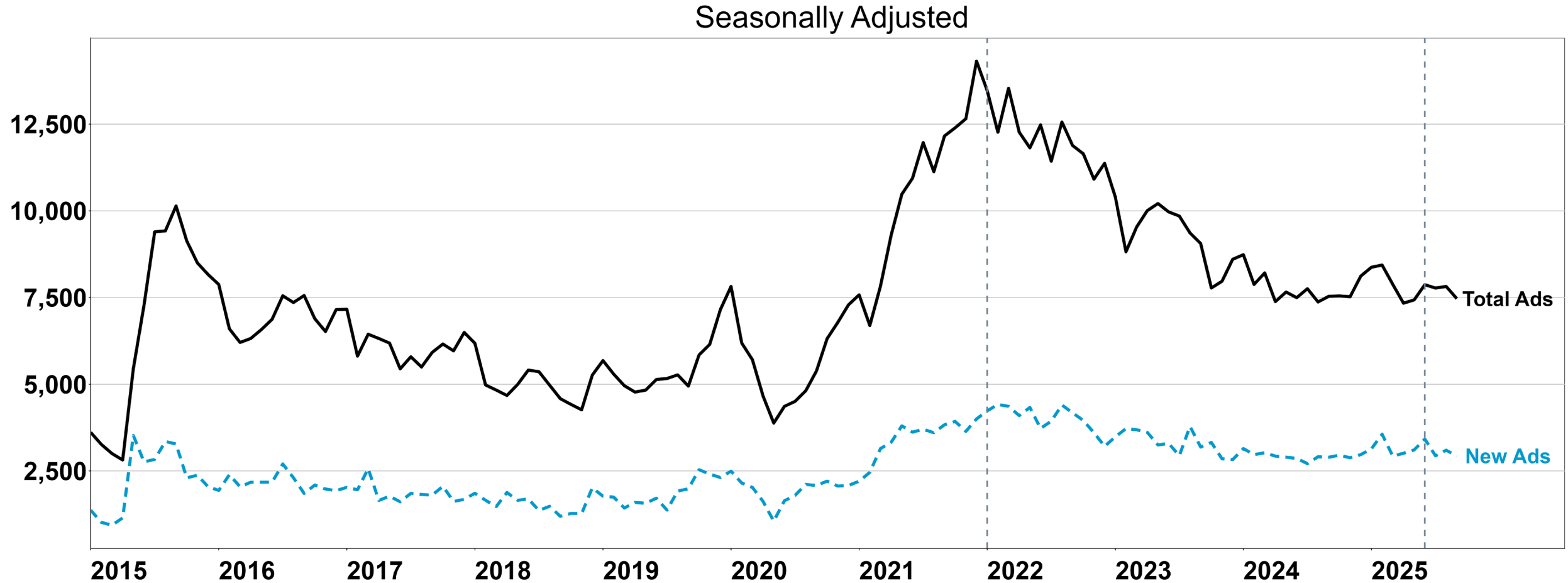
The Portland metro area includes Clackamas, Columbia, Multnomah, Washington, and Yamhill counties in Oregon and Clark and Skamania counties in Washington

The number of online ads in the Salem metro area was 9,900 in September.
The number of new ads **decreased** by **50** over the month.



Source: The Conference Board Help Wanted OnLine® (HWOL)
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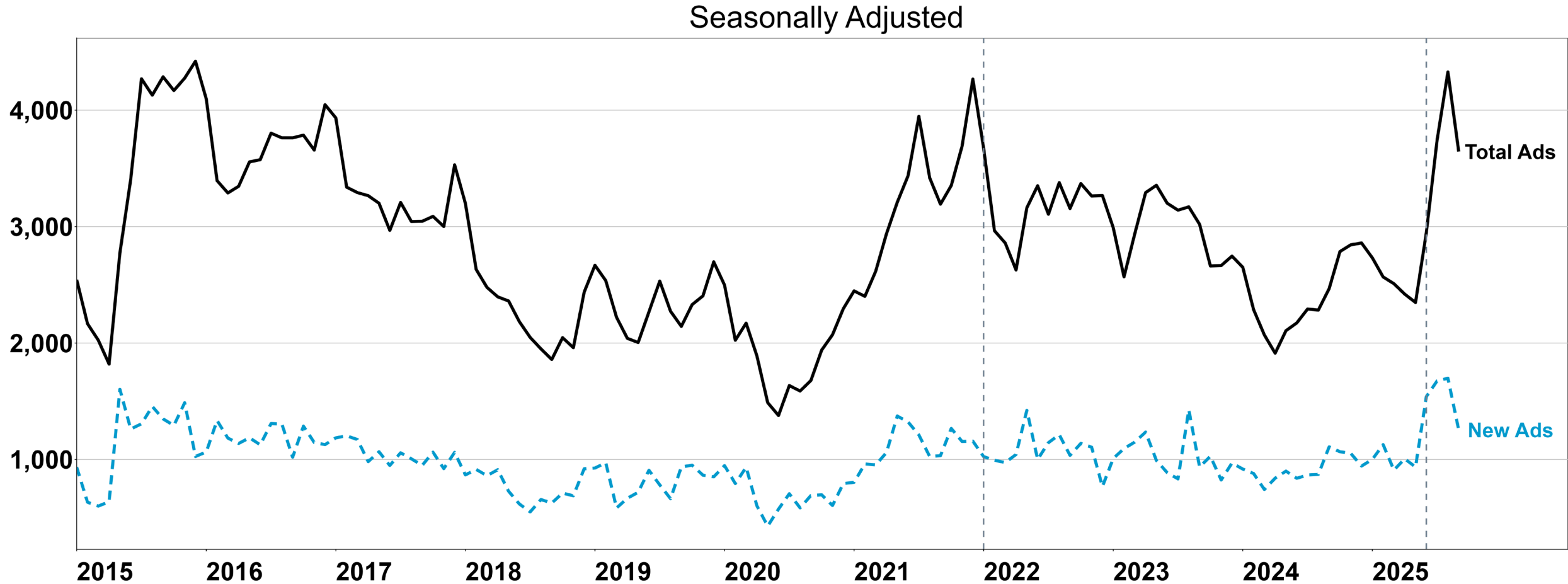
The number of online ads in the Eugene metro area was 7,500 in September.
The number of new ads **decreased** by **160** over the month.



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

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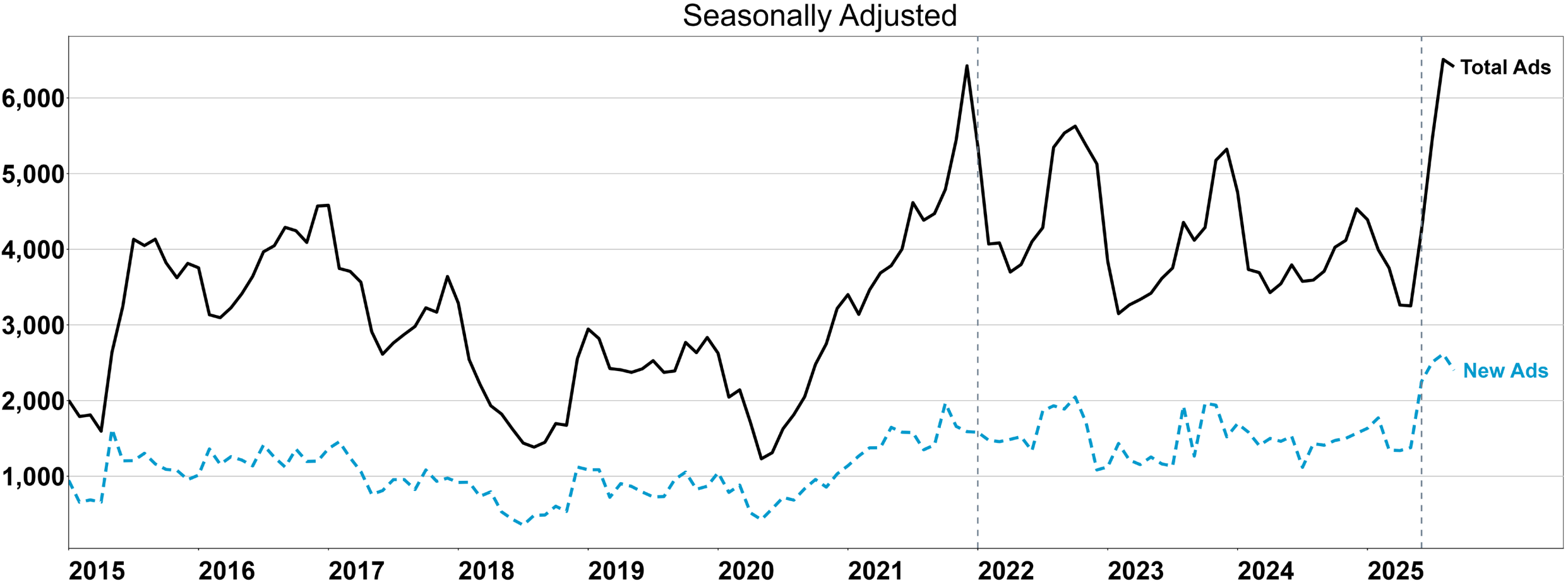
The number of online ads in the Medford metro area was 3,600 in September.
The number of new ads **decreased** by **440** over the month.



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

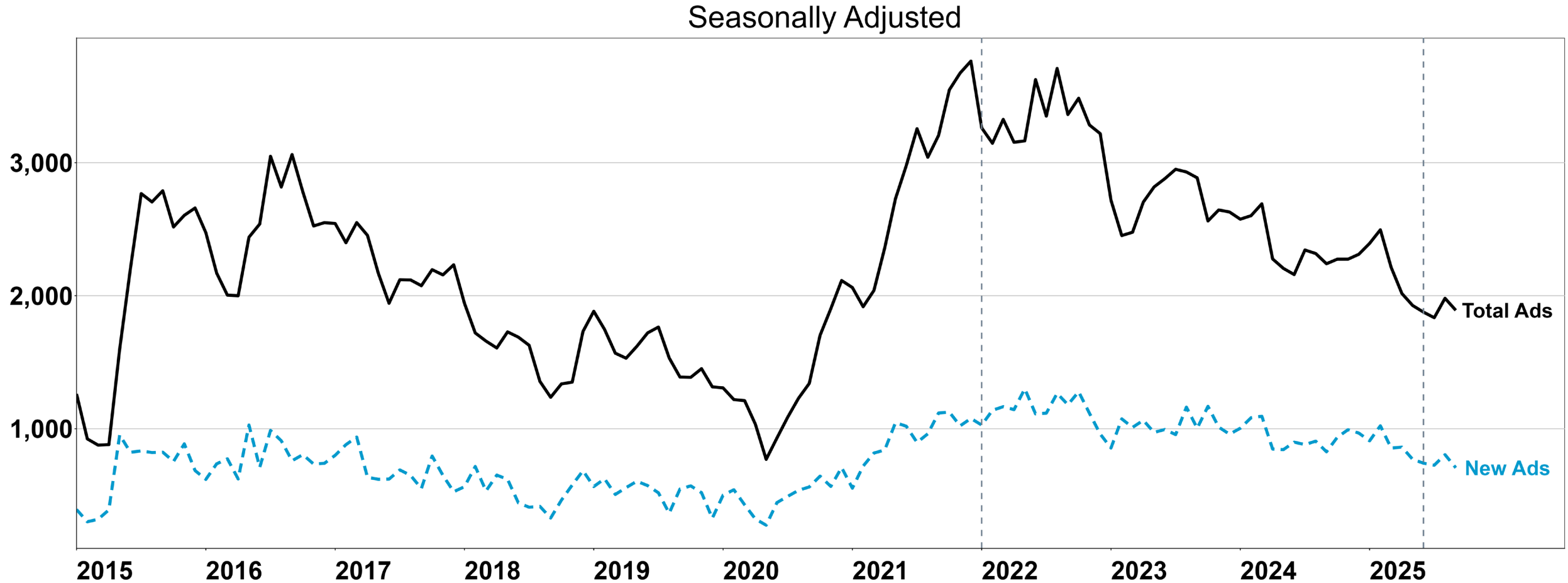
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of online ads in the Bend metro area was 6,400 in September.
The number of new ads **decreased** by **210** over the month.



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

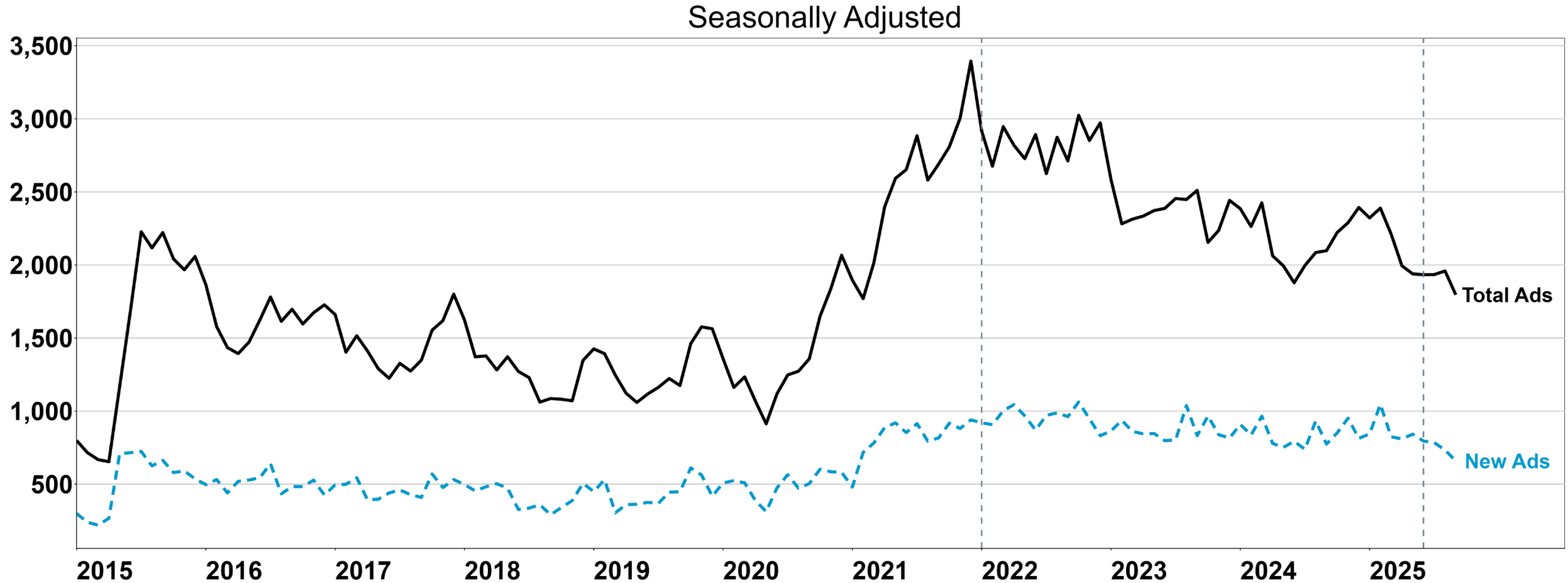
The number of online ads in the Corvallis metro area was 1,900 in September.
The number of new ads **decreased** by **100** over the month.



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

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

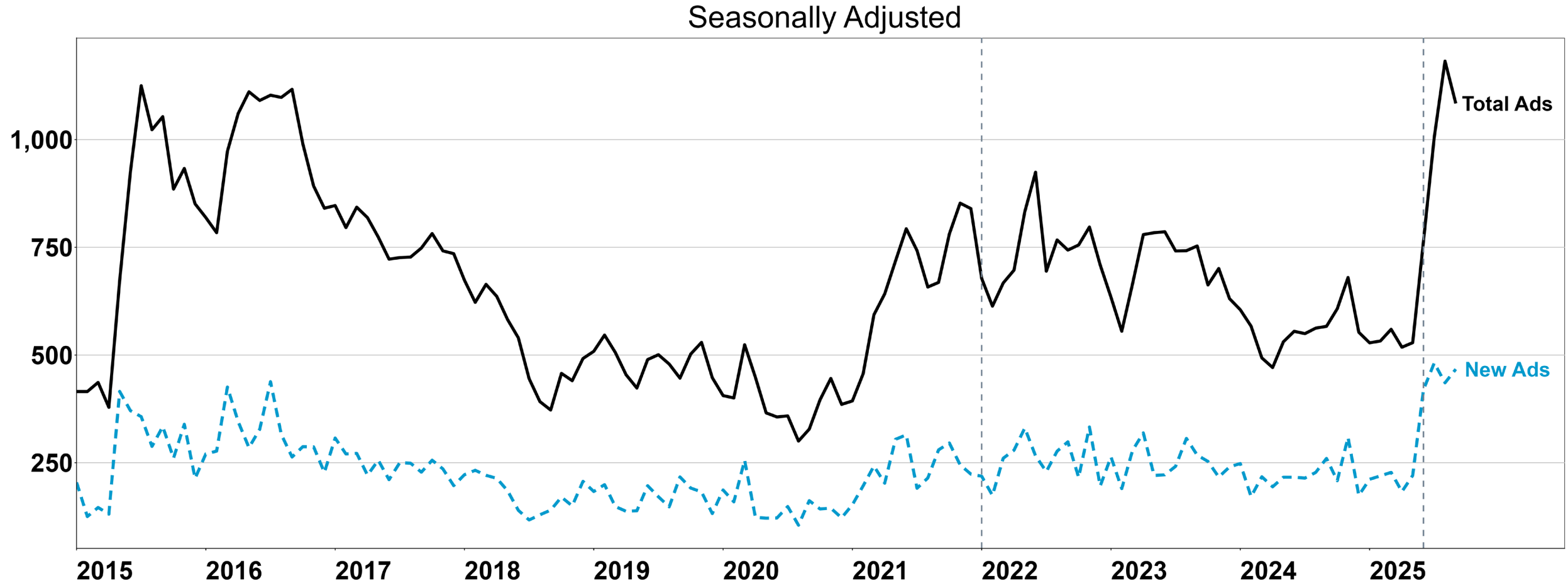
The number of online ads in the Albany metro area was 1,800 in September.
The number of new ads **decreased** by **70** over the month.



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

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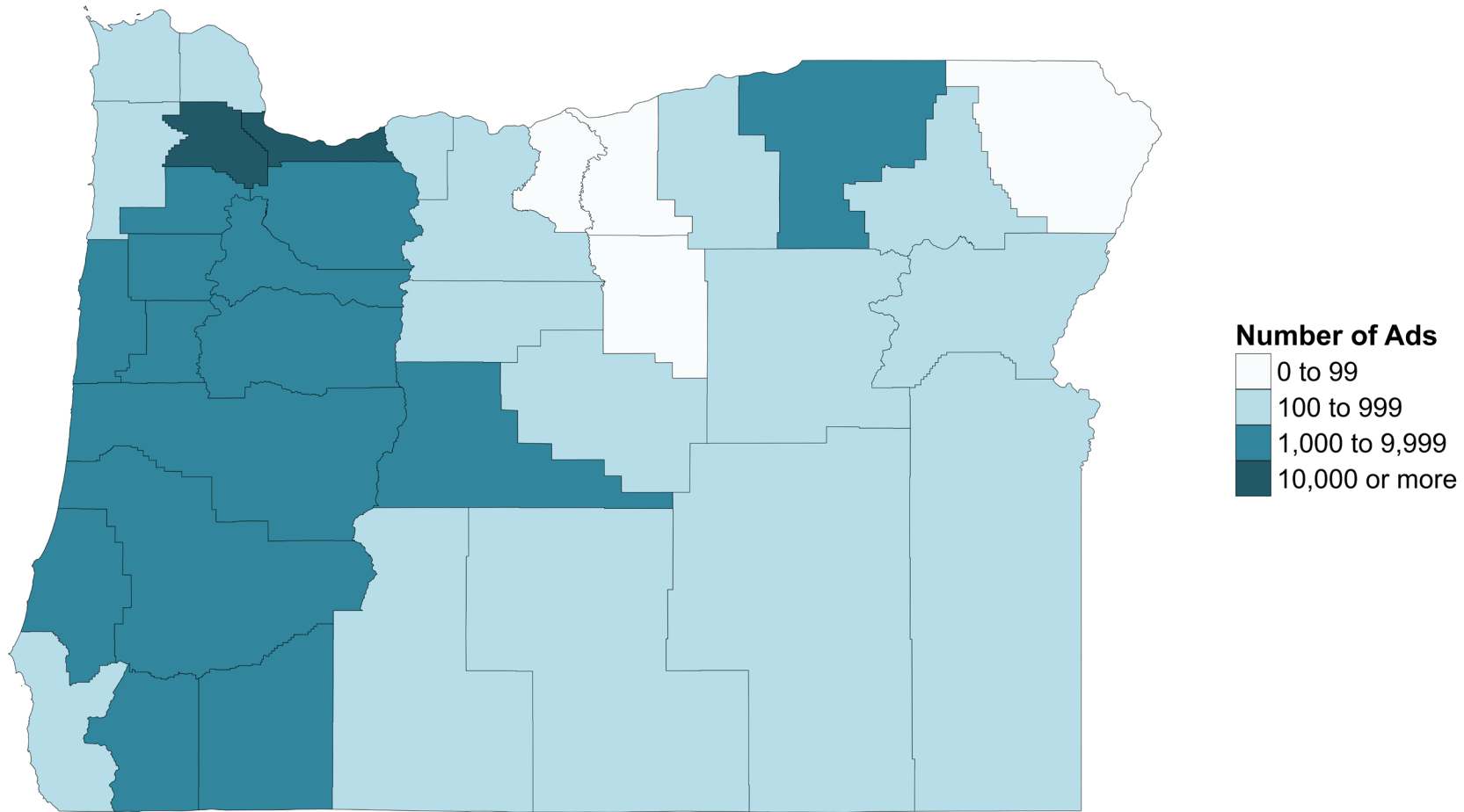
**The number of online ads in the Grants Pass metro area was 1,100 in September.
The number of new ads increased by 30 over the month.**



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

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

Help Wanted Online Ads, September 2025 Not Seasonally Adjusted



Source: Oregon Employment Department; The Conference Board Help Wanted OnLine® (HWOL)

Help Wanted Online Ads by County

September 2025, Not Seasonally Adjusted

Multnomah	22,523	Coos	1,136	Malheur	434
Washington	14,991	Polk	1,122	Crook	372
Clackamas	9,254	Lincoln	1,044	Morrow	359
Marion	9,155	Josephine	1,027	Jefferson	350
Lane	7,376	Klamath	999	Curry	246
Deschutes	5,586	Clatsop	939	Harney	135
Jackson	3,752	Hood River	633	Grant	119
Linn	1,965	Columbia	515	Lake	100
Benton	1,898	Wasco	475	Wallowa	67
Yamhill	1,687	Tillamook	459	Sherman	64
Douglas	1,626	Union	449	Gilliam	45
Umatilla	1,420	Baker	436	Wheeler	17

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.

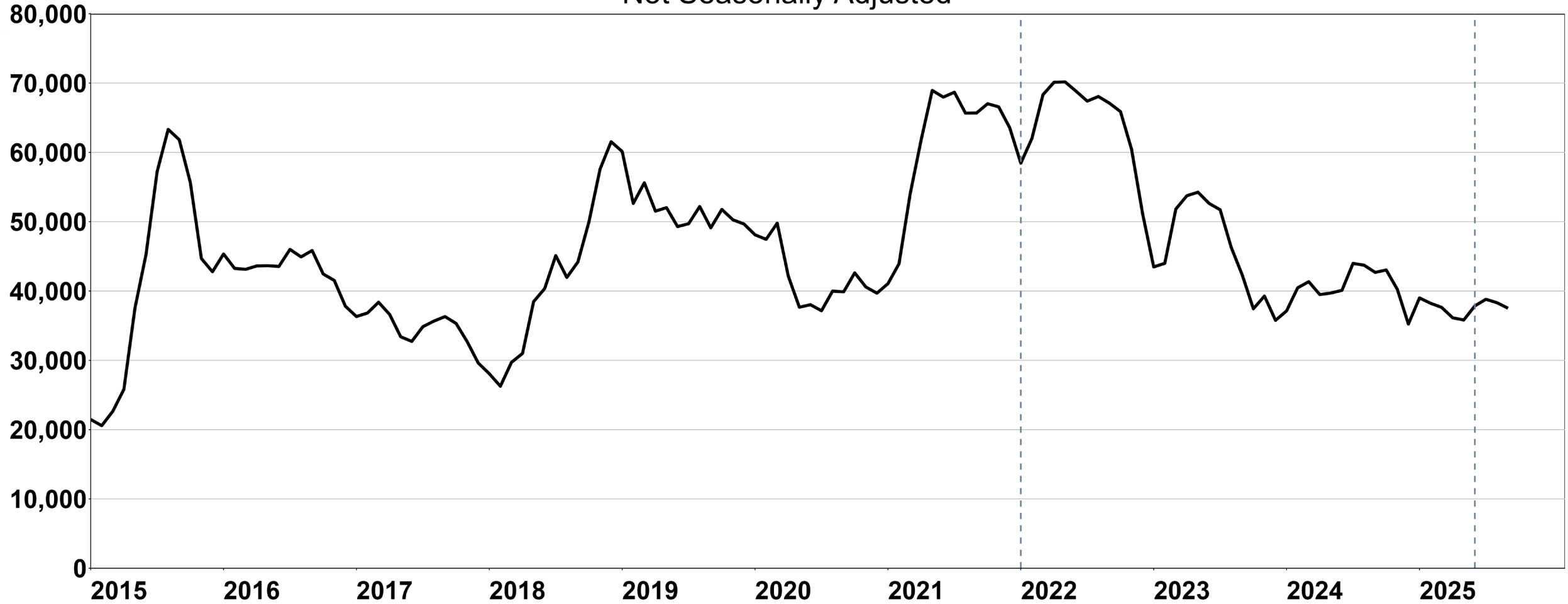
Help Wanted Online Ads by Workforce Area

September 2025, Not Seasonally Adjusted

Portland-Metro	37,514
Mid-Valley	13,929
Clackamas	9,254
East Cascades	8,641
Lane	7,376
Northwest Oregon	4,855
Rogue Valley	4,779
Eastern Oregon	3,419
Southwestern Oregon	3,008

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

Portland-Metro Help Wanted Online Ads Not Seasonally Adjusted

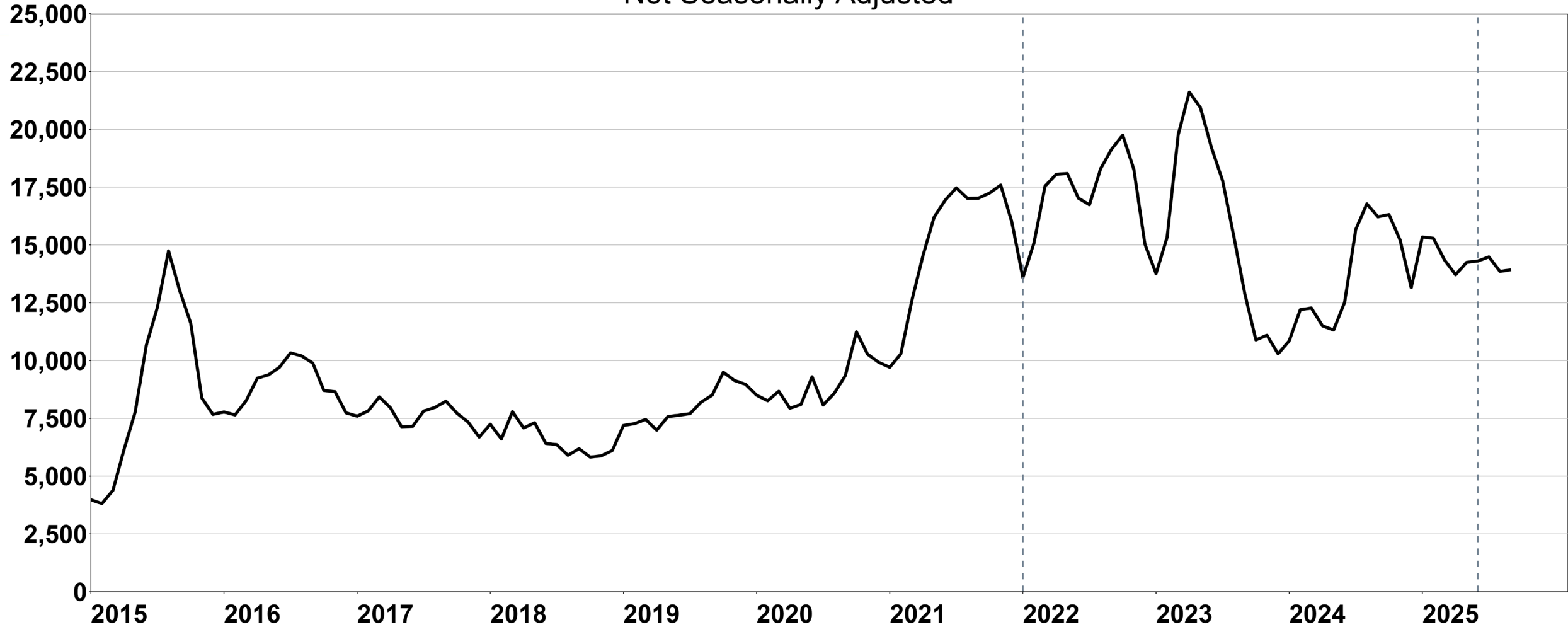


Source: The Conference Board Help Wanted OnLine® (HWOL)

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The Portland-Metro LWA includes Multnomah and Washington counties

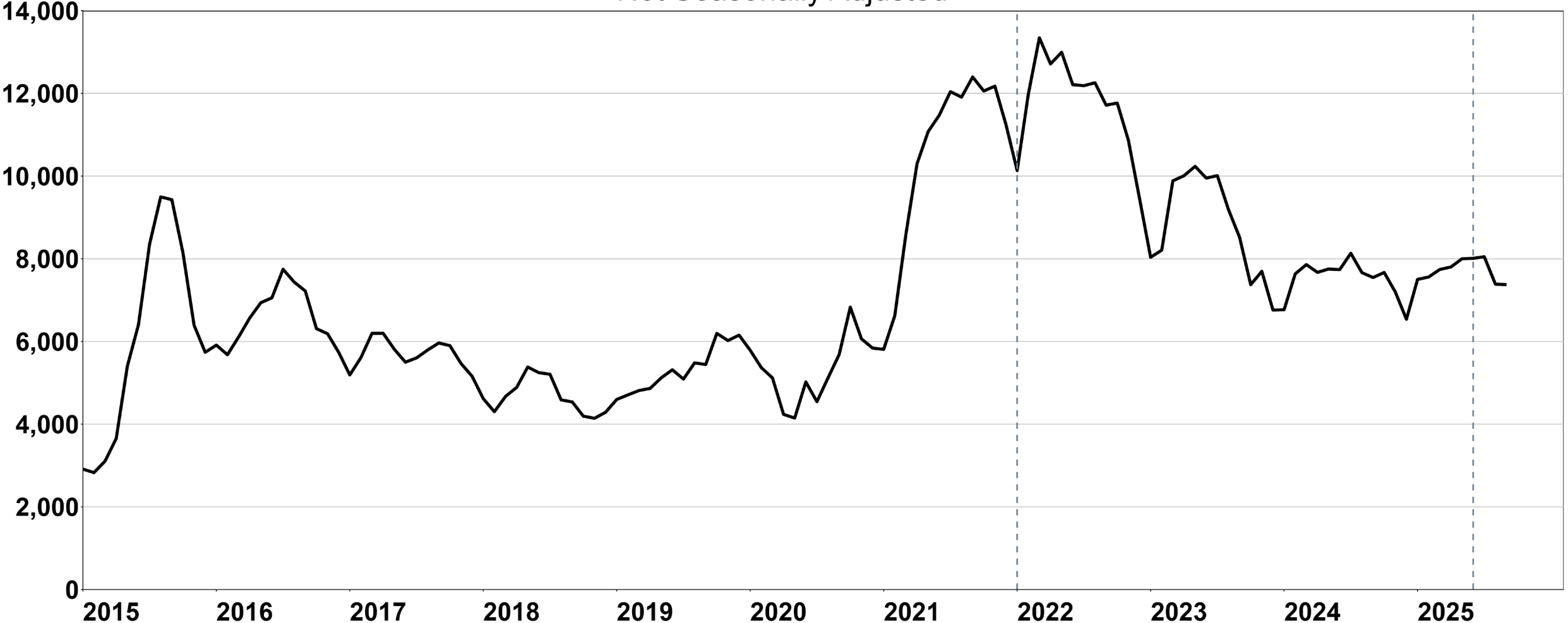
Mid-Valley Help Wanted Online Ads Not Seasonally Adjusted



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

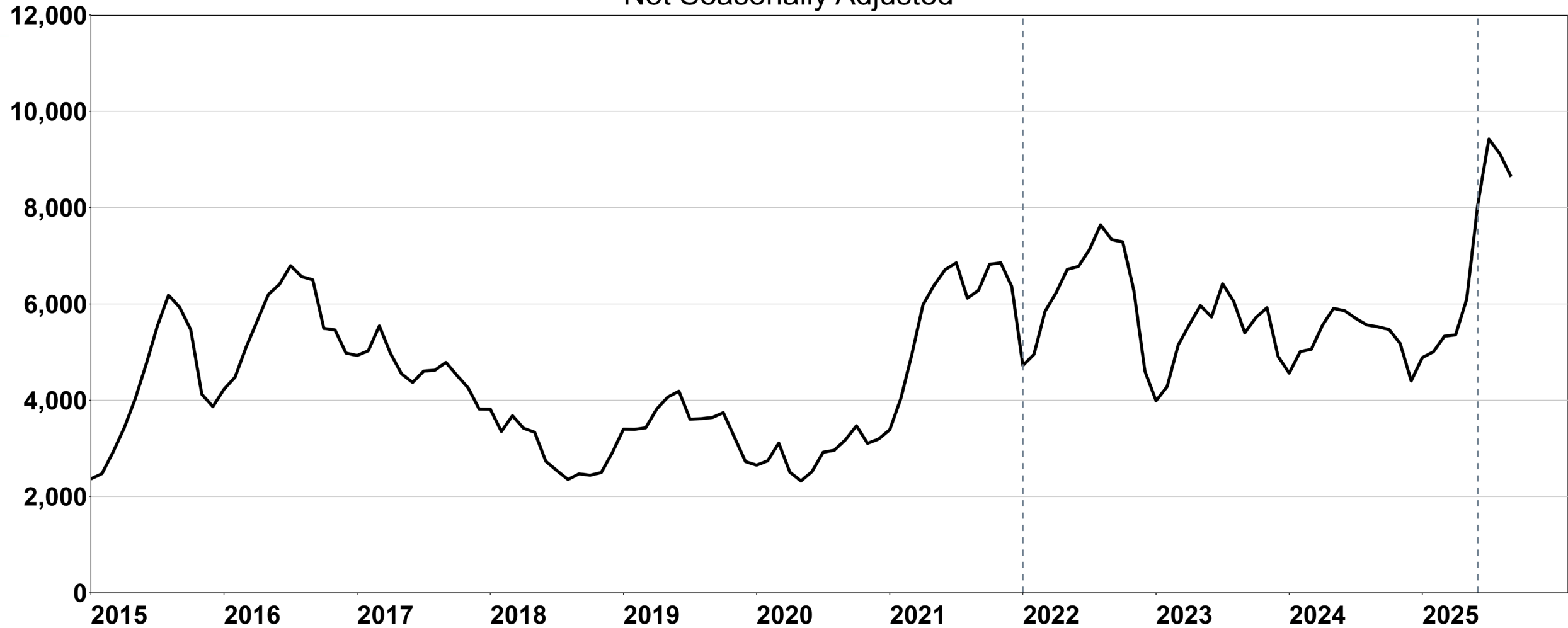
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Lane Help Wanted Online Ads
Not Seasonally Adjusted



Source: The Conference Board Help Wanted OnLine® (HWOL)
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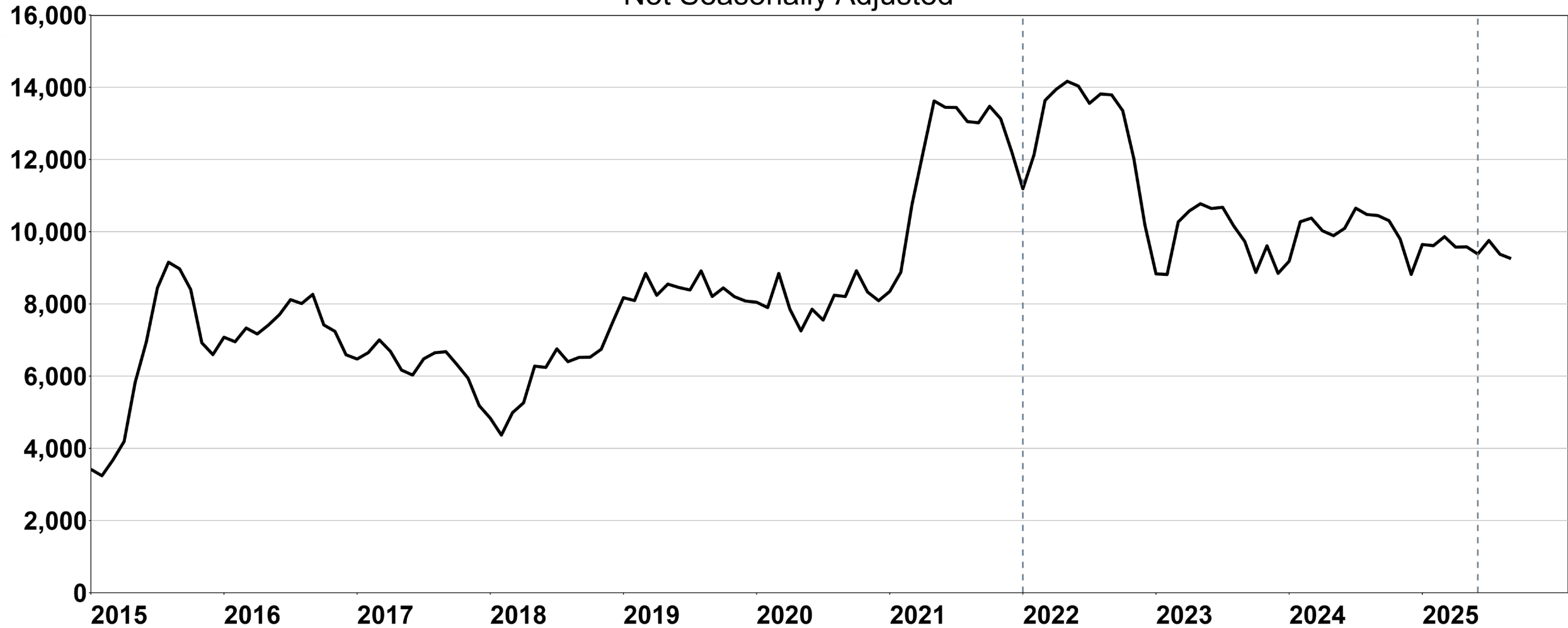
East Cascades Help Wanted Online Ads Not Seasonally Adjusted



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

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

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

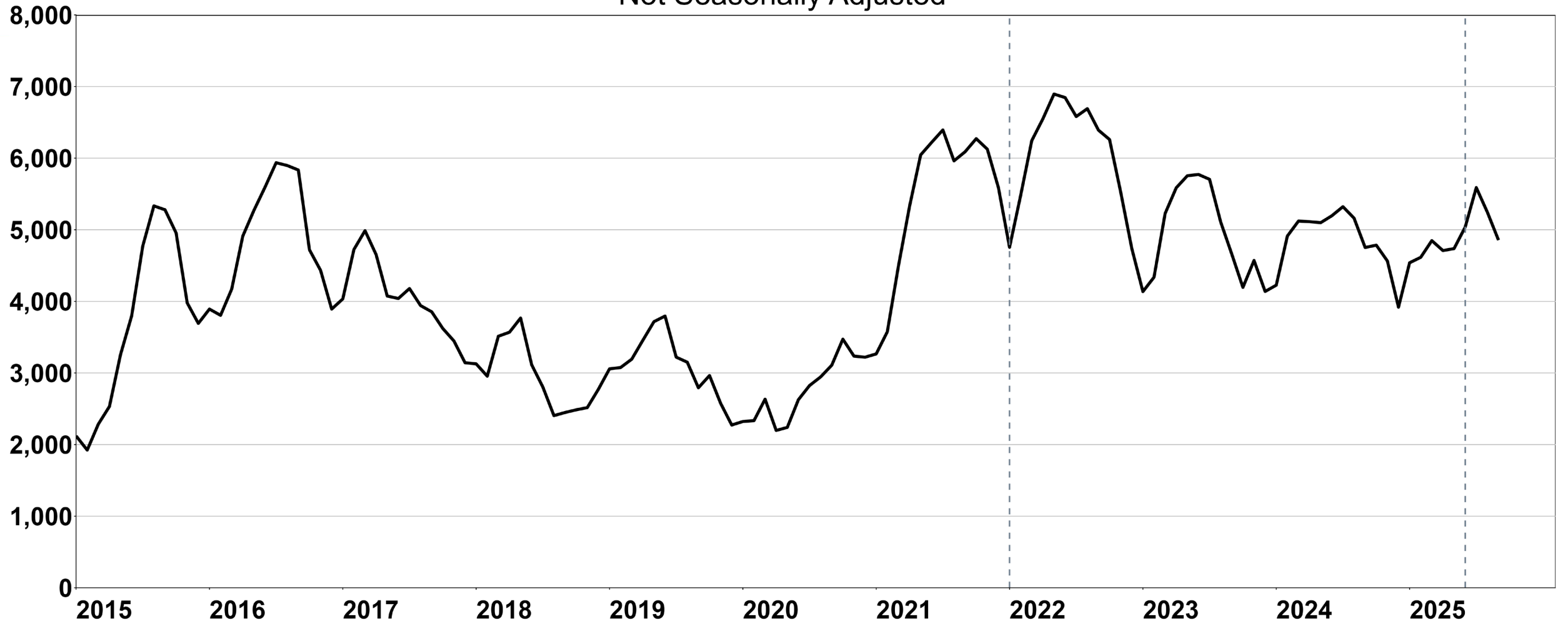
Rogue Valley Help Wanted Online Ads

Not Seasonally Adjusted



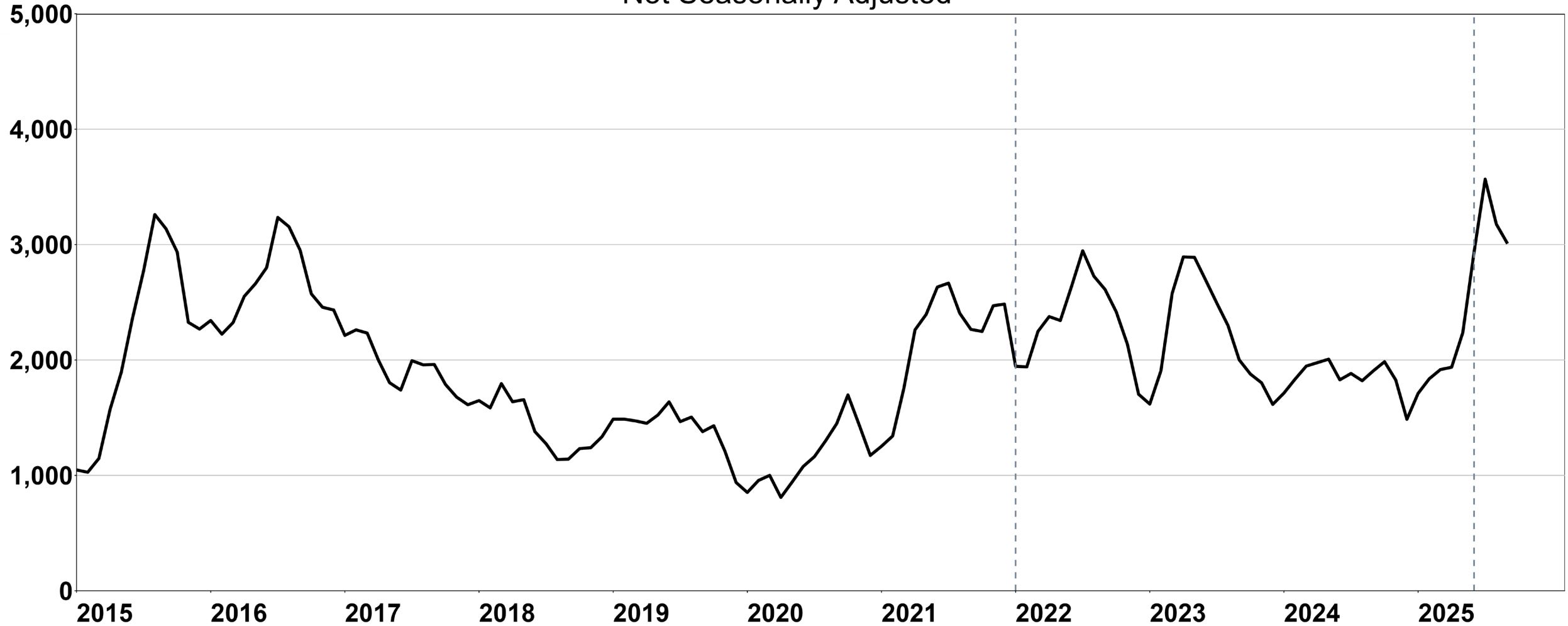
Source: The Conference Board Help Wanted OnLine® (HWOL)
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Northwest Oregon Help Wanted Online Ads
Not Seasonally Adjusted



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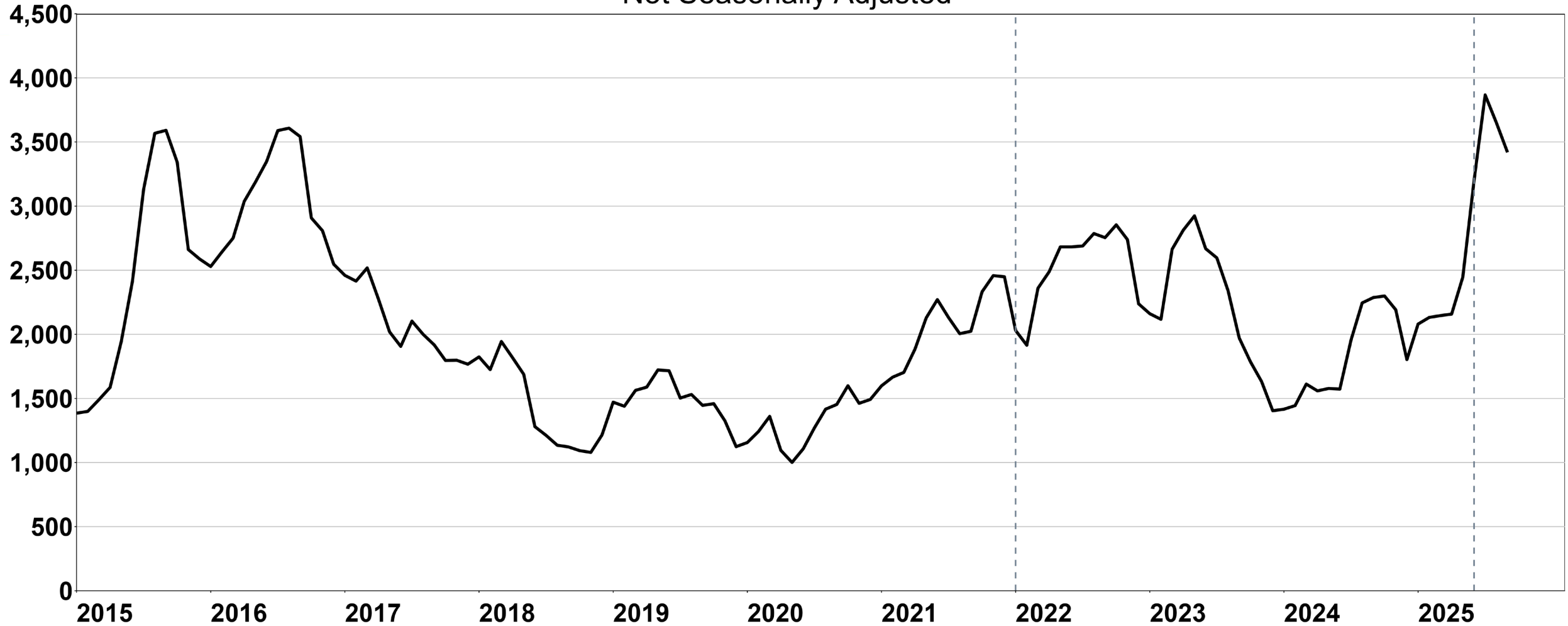
Southwestern Oregon Help Wanted Online Ads Not Seasonally Adjusted



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)

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