

# Help Wanted Online Ads

## October 2025

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

Search for [Help Wanted Online Index](#)

# Methodological Note

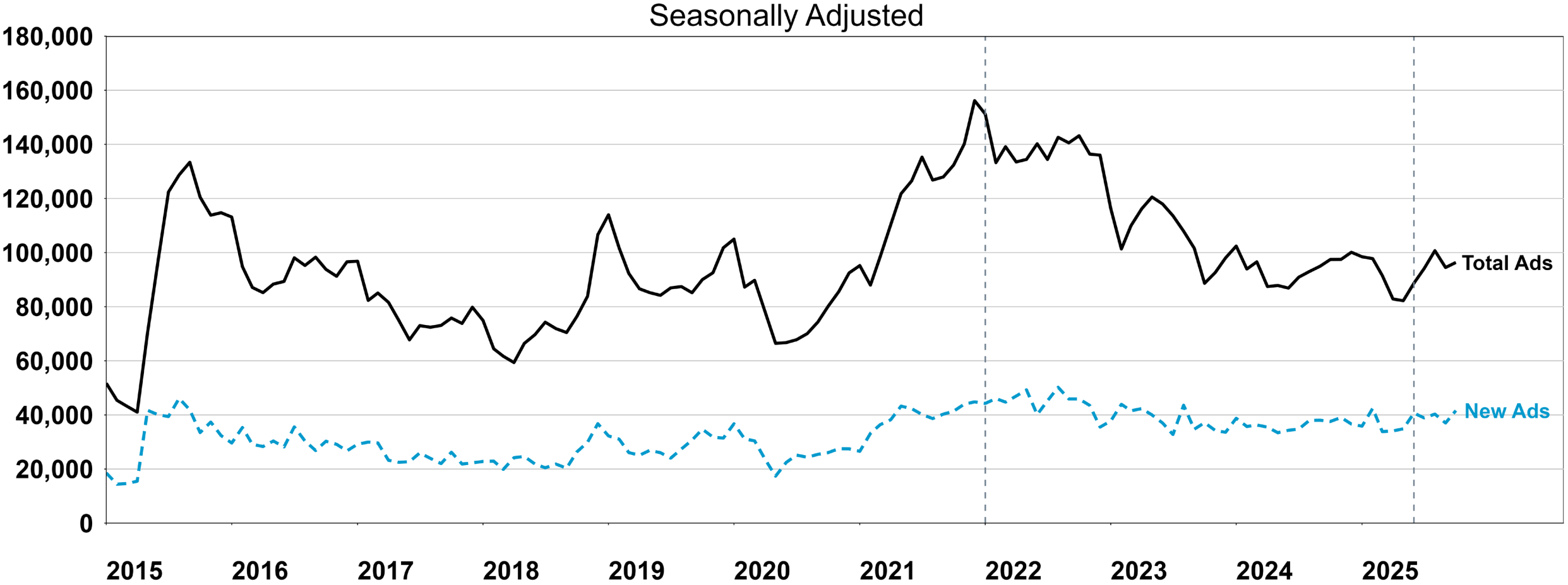
In January 2022, the Conference Board instituted system wide changes to their data collection process to better capture when job ads have expired. As part of these changes, there is an increase in the number of ads that expired, and subsequently, a level change in the data series for Available Ads. The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

- Number of ads posted in Oregon totaled 96,300 in October.
- Number of ads posted for the first time (*new ads*) increased by 4,600 in Oregon in October.
- Nationally, new ads increased by 369,800 in October.
- Number of online ads in Oregon and its neighboring states:
  - Idaho: 44,900
  - Nevada: 59,400
  - Oregon: 96,300
  - Washington: 155,200
  - California: 644,500

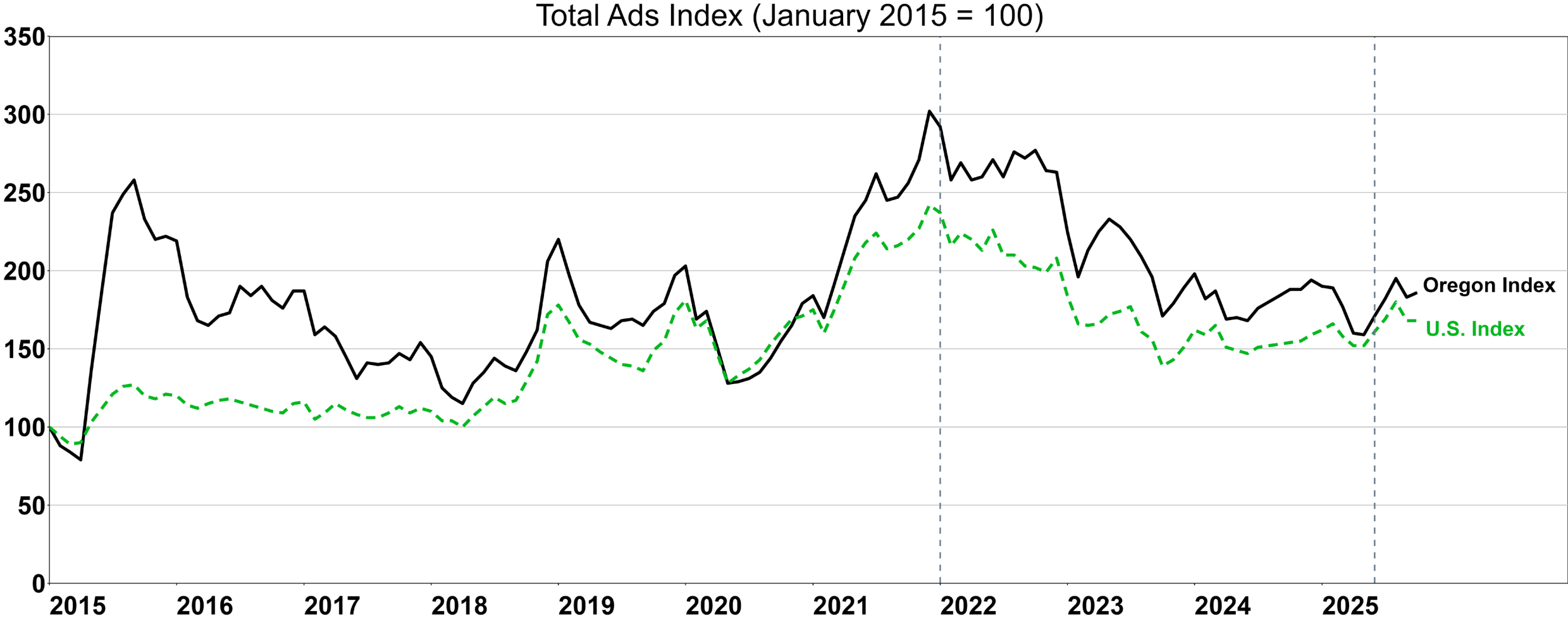
The number of online ads in Oregon was 96,300 in October.  
The number of new ads increased by 4,600 over the month.



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 October 2025.

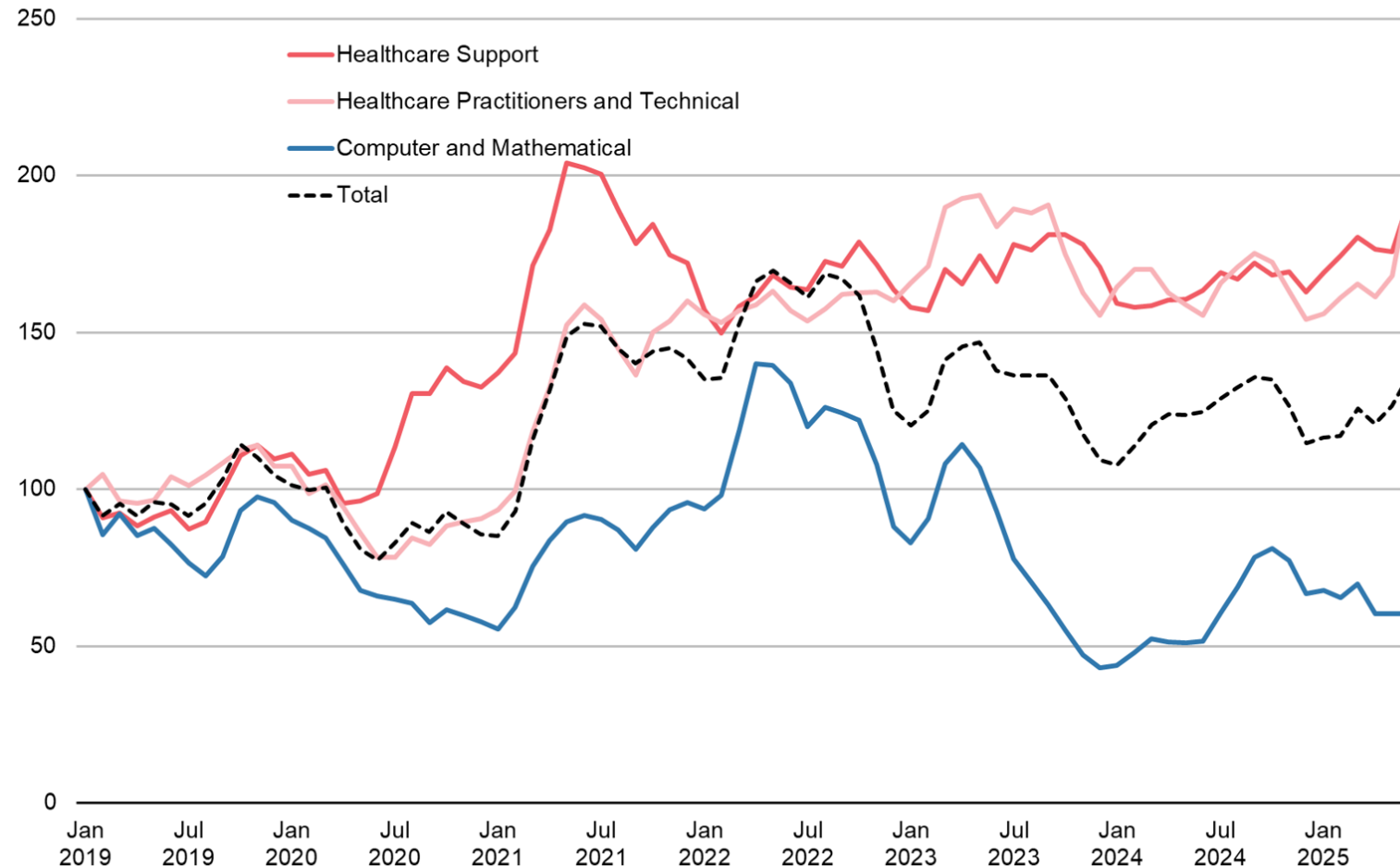


Source: The Conference Board Help Wanted OnLine® (HWOL)  
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

## Healthcare support job postings hold steady.

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

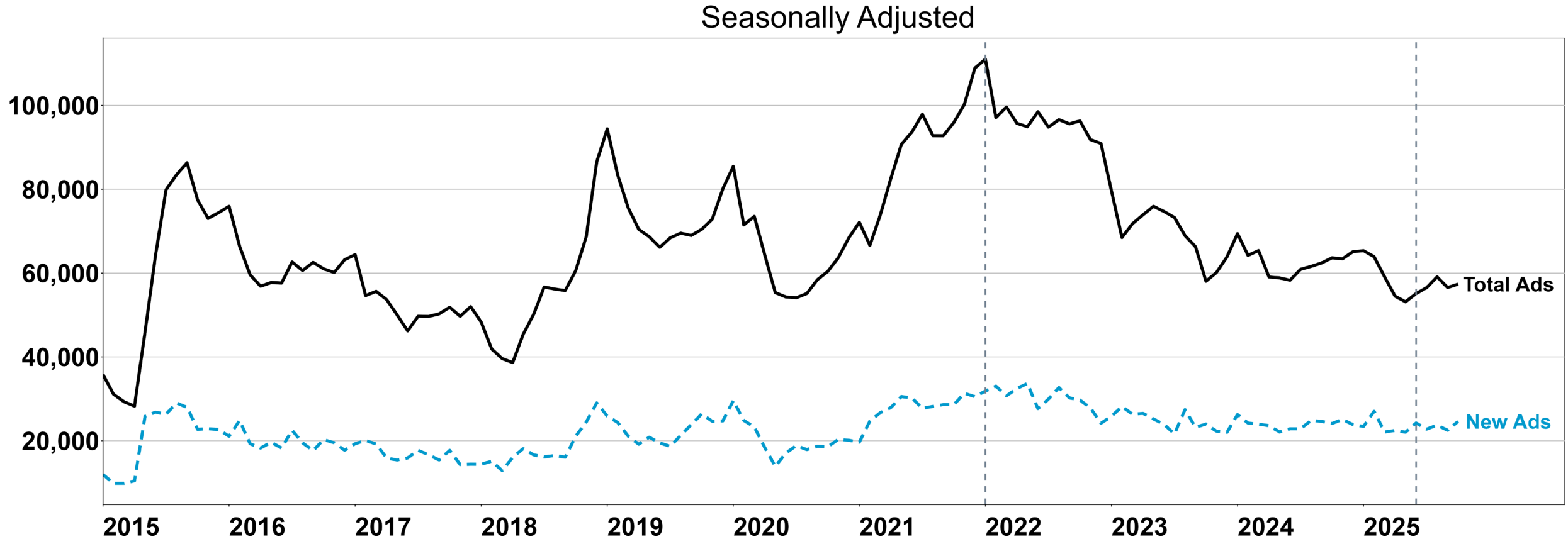
**Oregon Job Postings Trend, Jan 2019 - Jun 2025**  
(Indexed to Jan 2019 = 100, 3-Month Moving Average)



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 57,400 in October.  
The number of new ads increased by 2,100 over the month.**

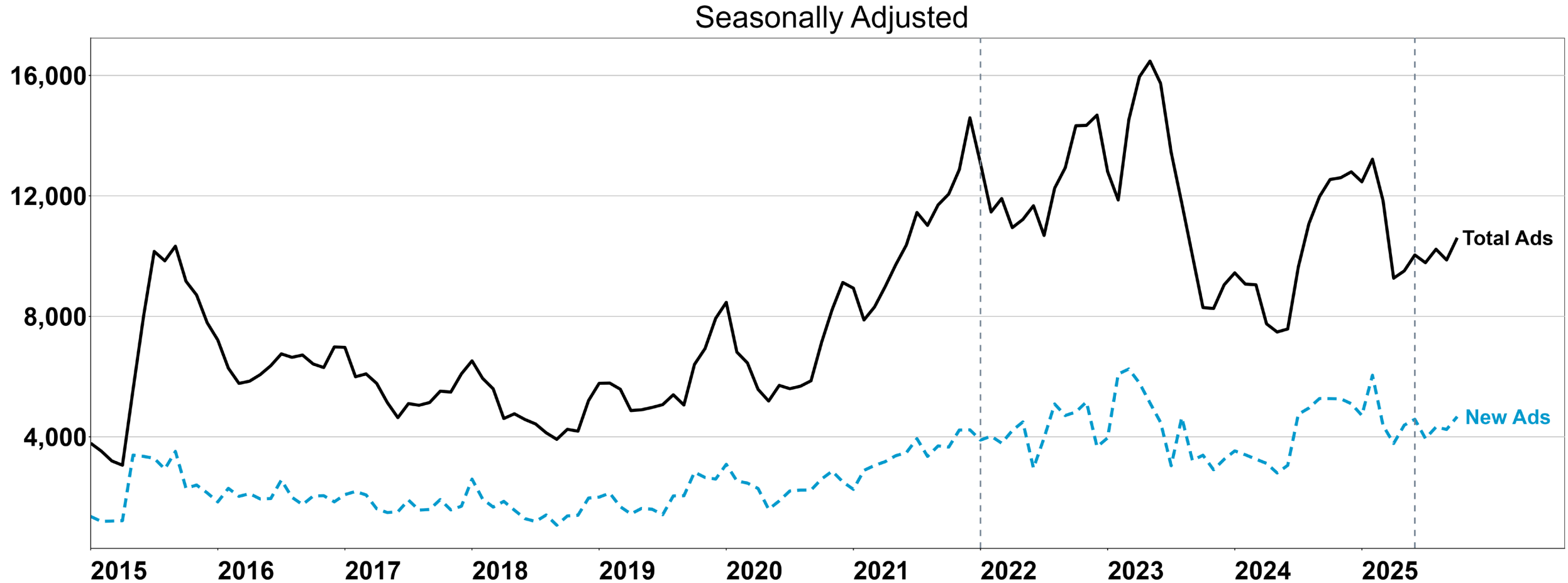


Source: The Conference Board Help Wanted OnLine® (HWOL)

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

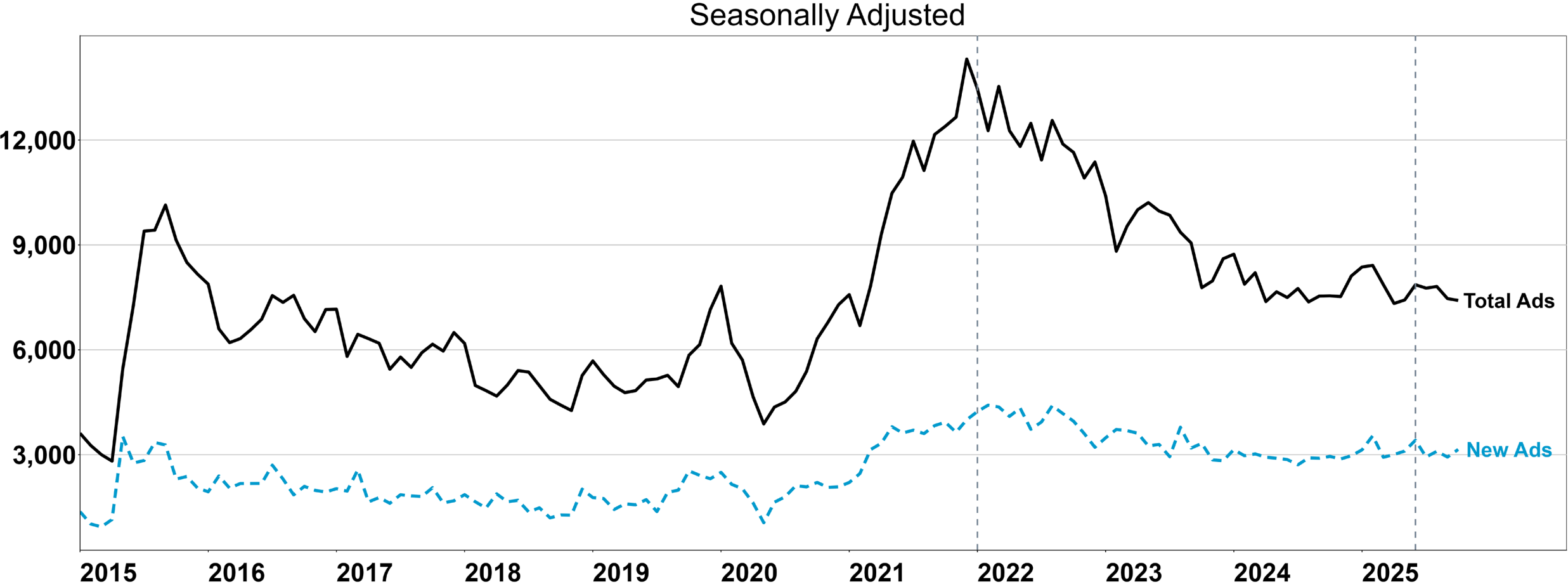
**The number of online ads in the Salem metro area was 10,600 in October.  
The number of new ads increased by 420 over the month.**



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

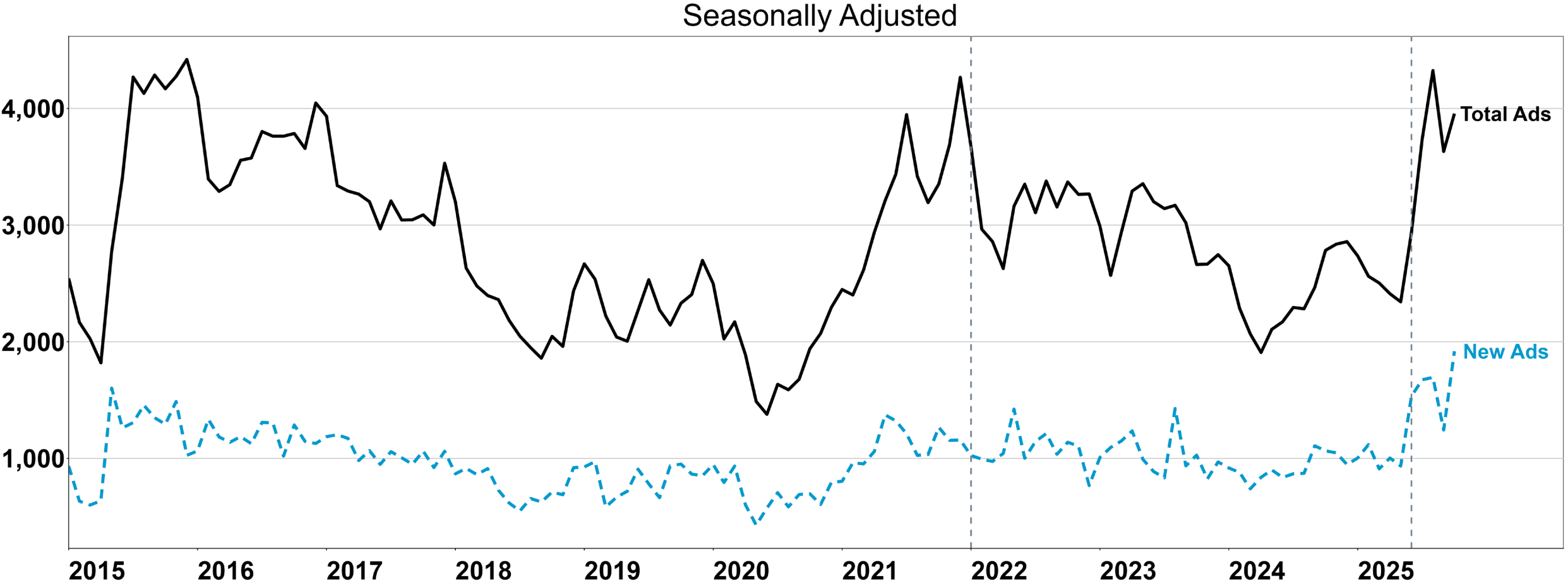
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of online ads in the Eugene metro area was 7,400 in October.  
The number of new ads increased by 220 over the month.



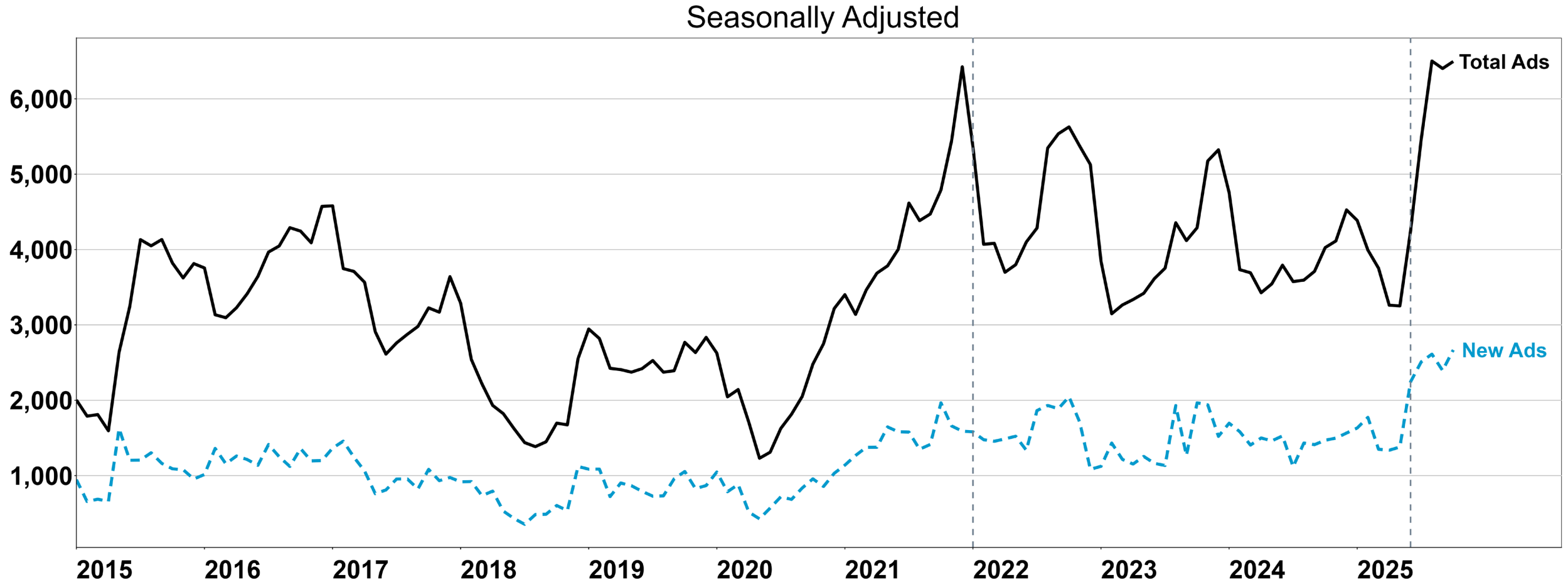
Source: The Conference Board Help Wanted OnLine® (HWOL)  
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

The number of online ads in the Medford metro area was 4,000 in October.  
The number of new ads increased by 680 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 6,500 in October.  
The number of new ads increased by 270 over the month.**

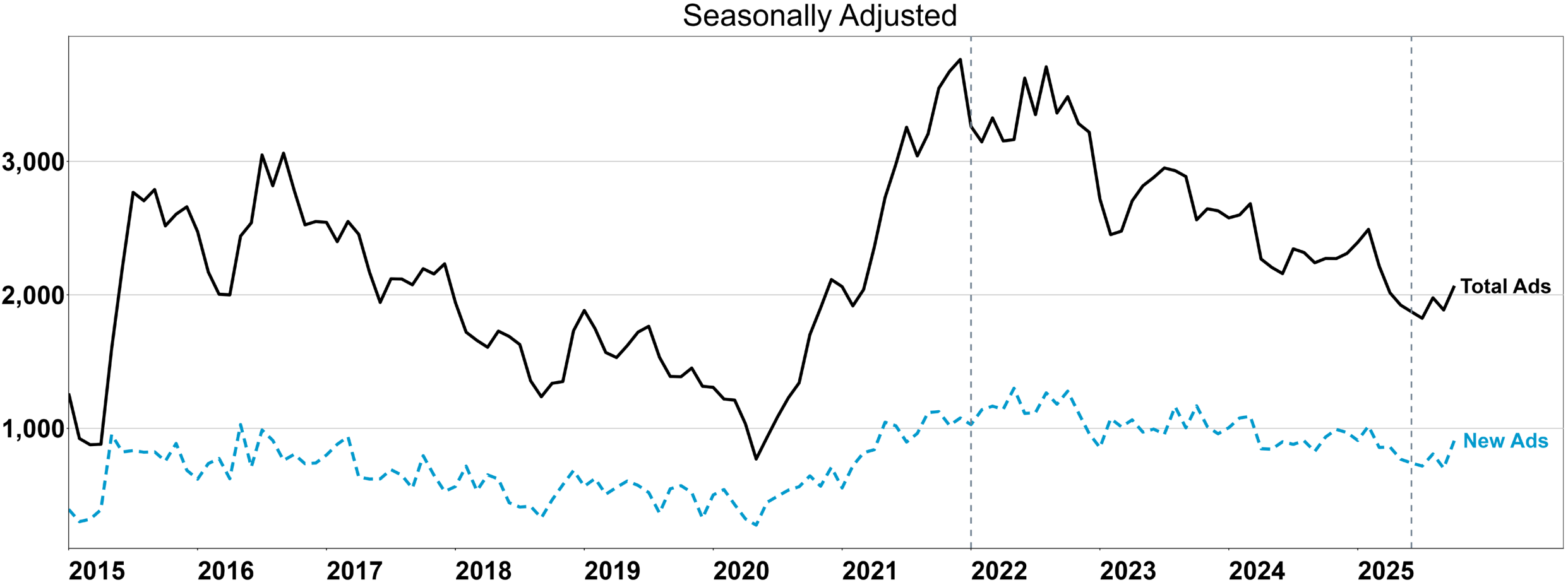


Source: The Conference Board Help Wanted OnLine® (HWOL)

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

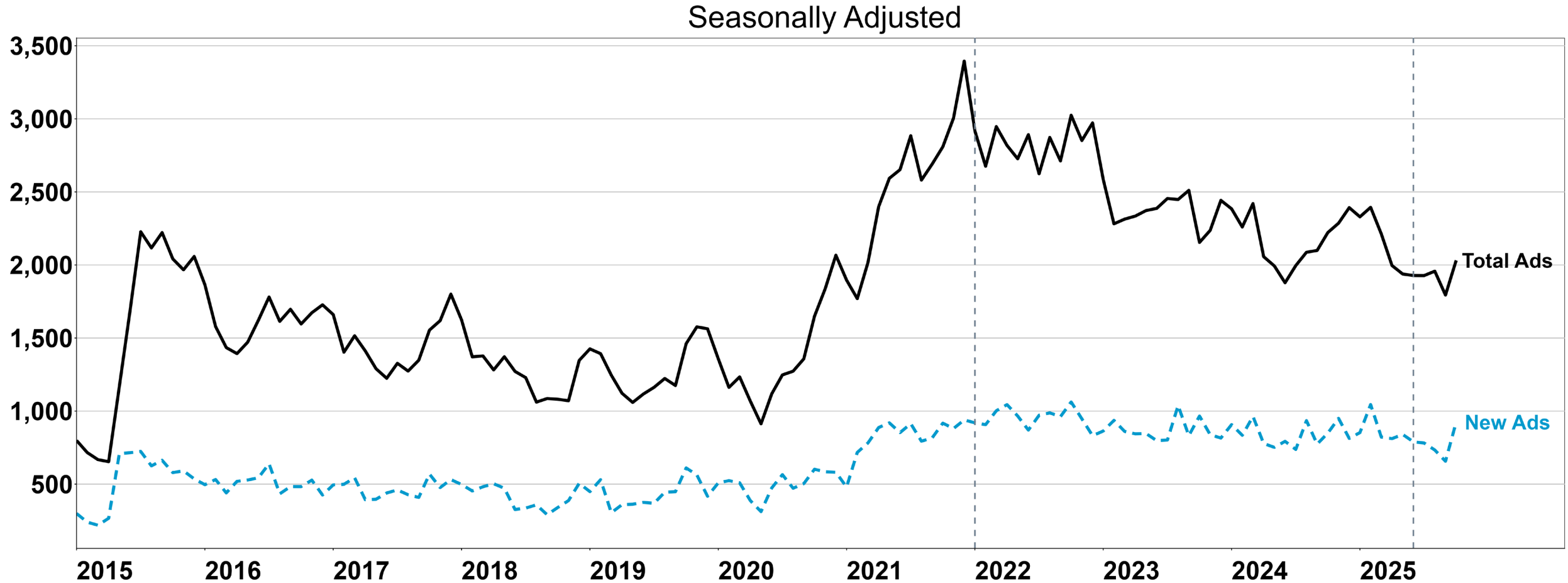


The number of online ads in the Corvallis metro area was 2,100 in October.  
The number of new ads increased by 210 over the month.



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

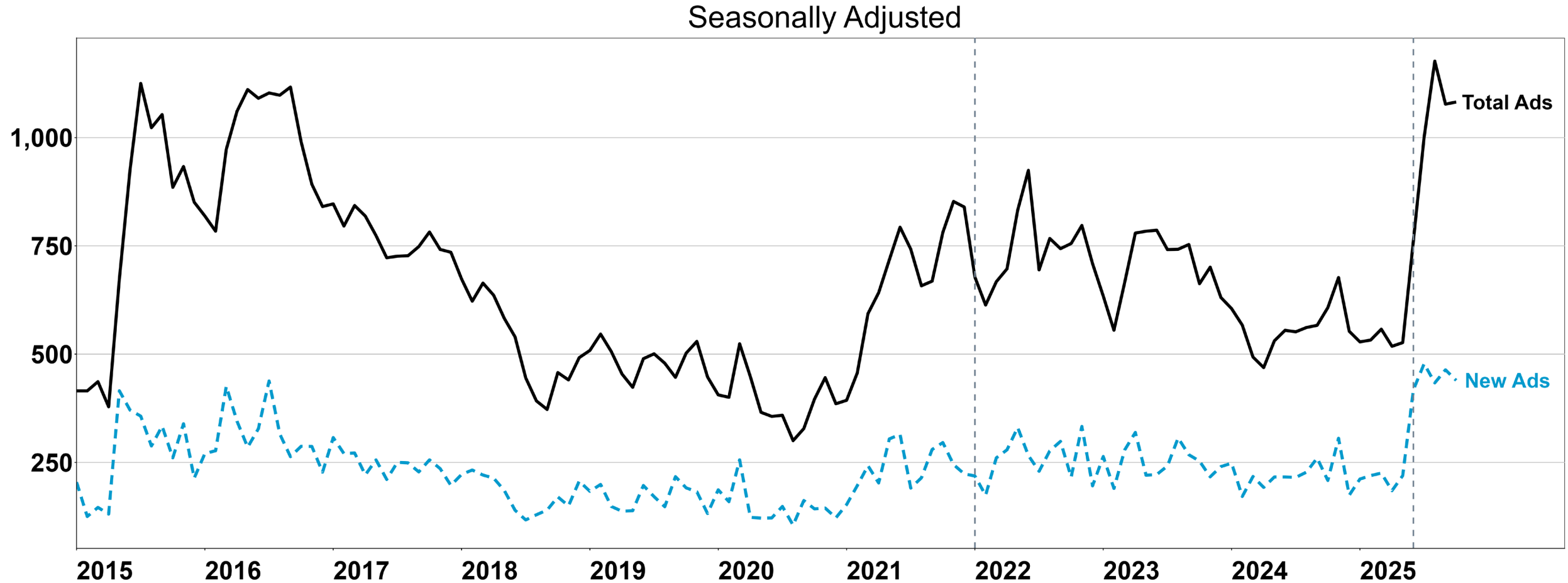
**The number of online ads in the Albany metro area was 2,000 in October.  
The number of new ads increased by 270 over the month.**



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 October.  
The number of new ads **decreased** by **20** over the month.

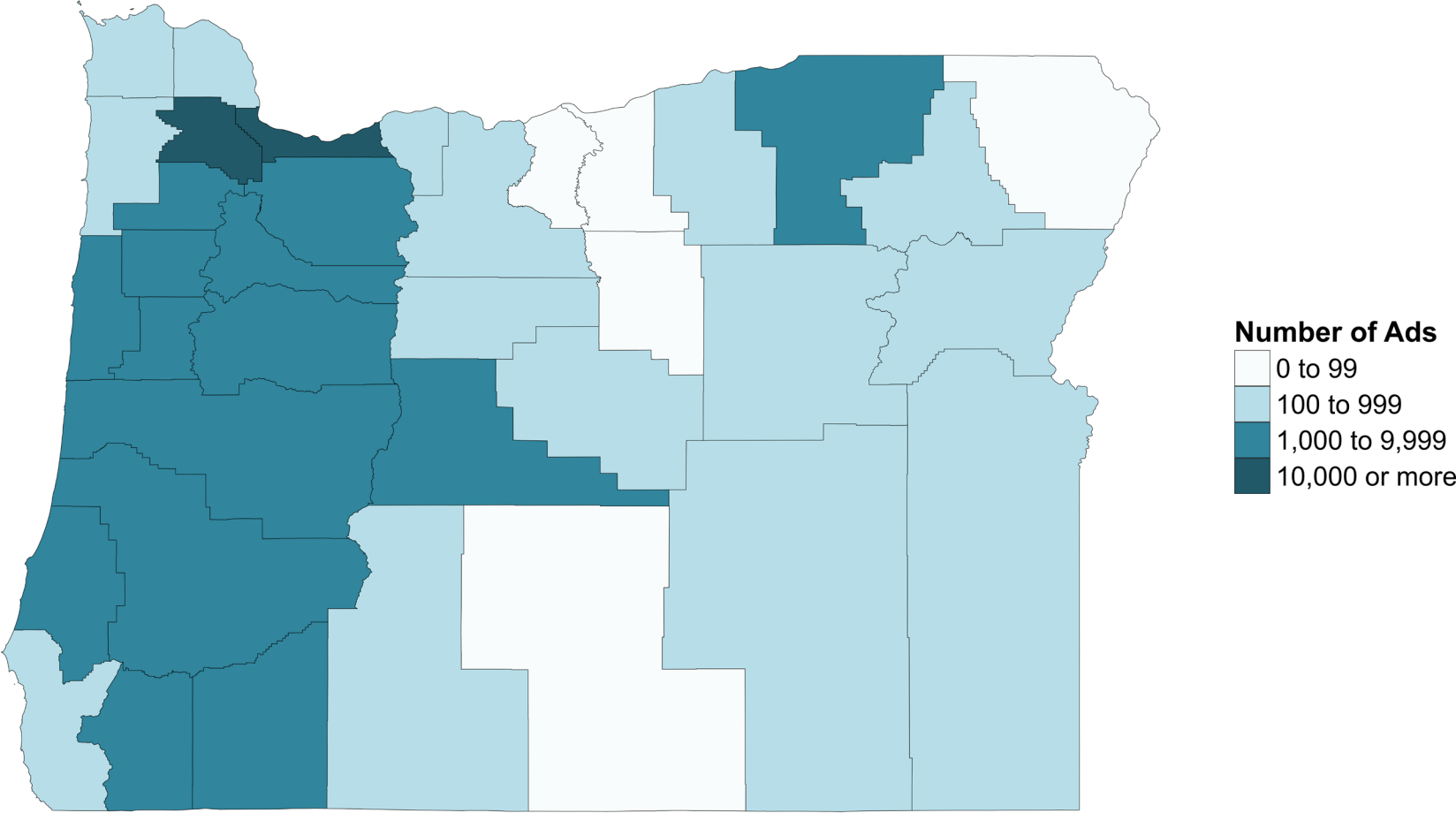


Source: The Conference Board Help Wanted OnLine® (HWOL)

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

# Help Wanted Online Ads, October 2025

Not Seasonally Adjusted



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

# Help Wanted Online Ads by County

October 2025, Not Seasonally Adjusted

Multnomah	22,165	Coos	1,178	Baker	410
Washington	15,096	Polk	1,177	Crook	388
Clackamas	9,357	Josephine	1,047	Morrow	374
Marion	9,310	Lincoln	1,037	Jefferson	348
Lane	7,354	Klamath	985	Curry	253
Deschutes	5,401	Clatsop	982	Harney	139
Jackson	3,934	Hood River	632	Grant	116
Linn	1,981	Columbia	549	Lake	93
Benton	1,931	Wasco	538	Wallowa	67
Yamhill	1,681	Tillamook	487	Gilliam	56
Douglas	1,625	Union	482	Sherman	49
Umatilla	1,515	Malheur	459	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](mailto:Luke.C.Coury@employ.oregon.gov) or [Molly.N.Hendrickson@employ.oregon.gov](mailto:Molly.N.Hendrickson@employ.oregon.gov) if you need additional HWOL data for your workforce area.*

# Help Wanted Online Ads by Workforce Area

October 2025, Not Seasonally Adjusted

---

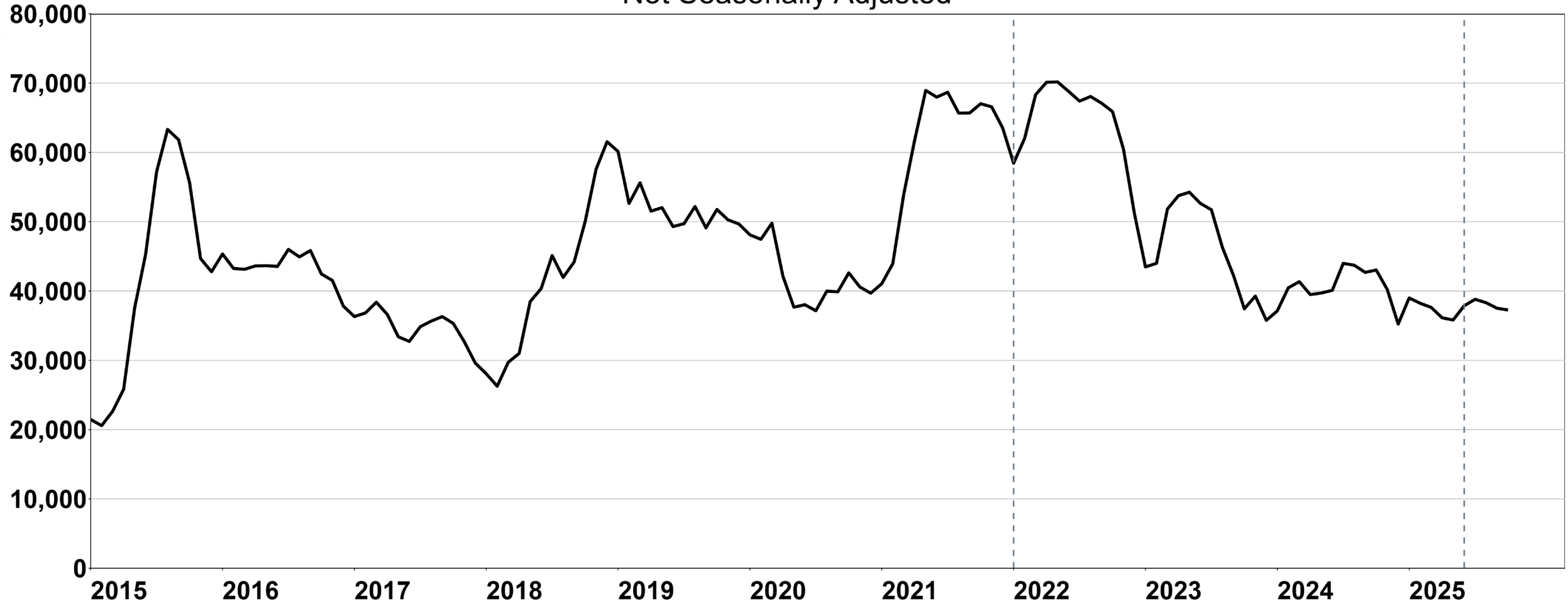
Portland-Metro	37,261
Mid-Valley	14,149
Clackamas	9,357
East Cascades	8,507
Lane	7,354
Northwest Oregon	4,986
Rogue Valley	4,981
Eastern Oregon	3,562
Southwestern Oregon	3,056

---

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

---

## Portland-Metro Help Wanted Online Ads Not Seasonally Adjusted



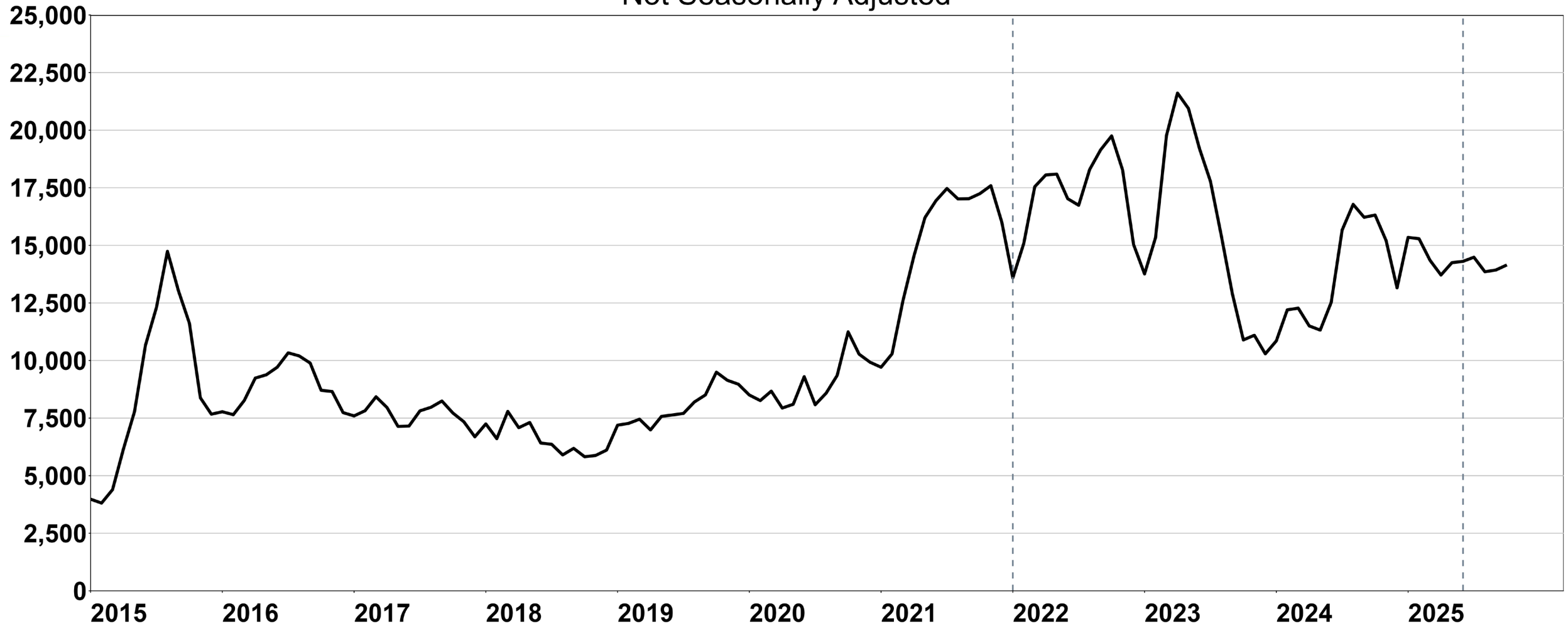
Source: The Conference Board Help Wanted OnLine® (HWOL)

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

The Portland-Metro LWA includes Multnomah and Washington counties



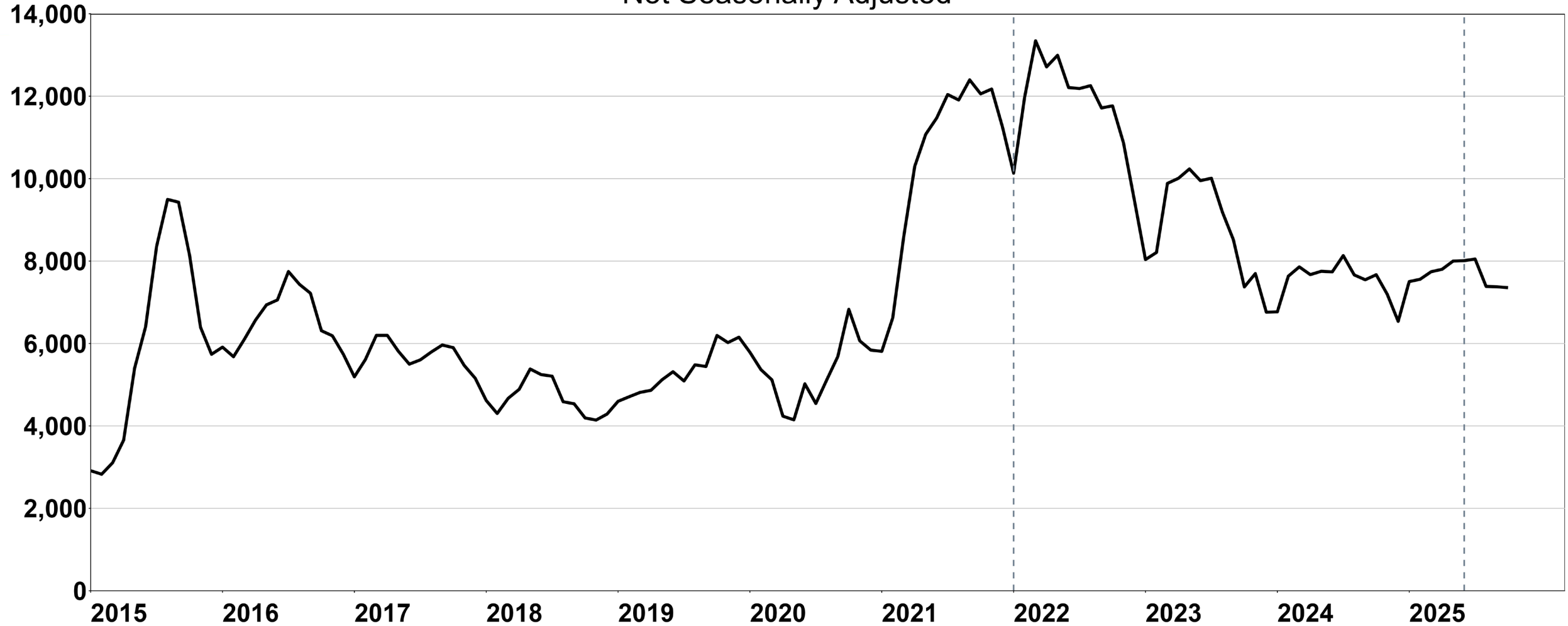
## Mid-Valley Help Wanted Online Ads Not Seasonally Adjusted



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

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

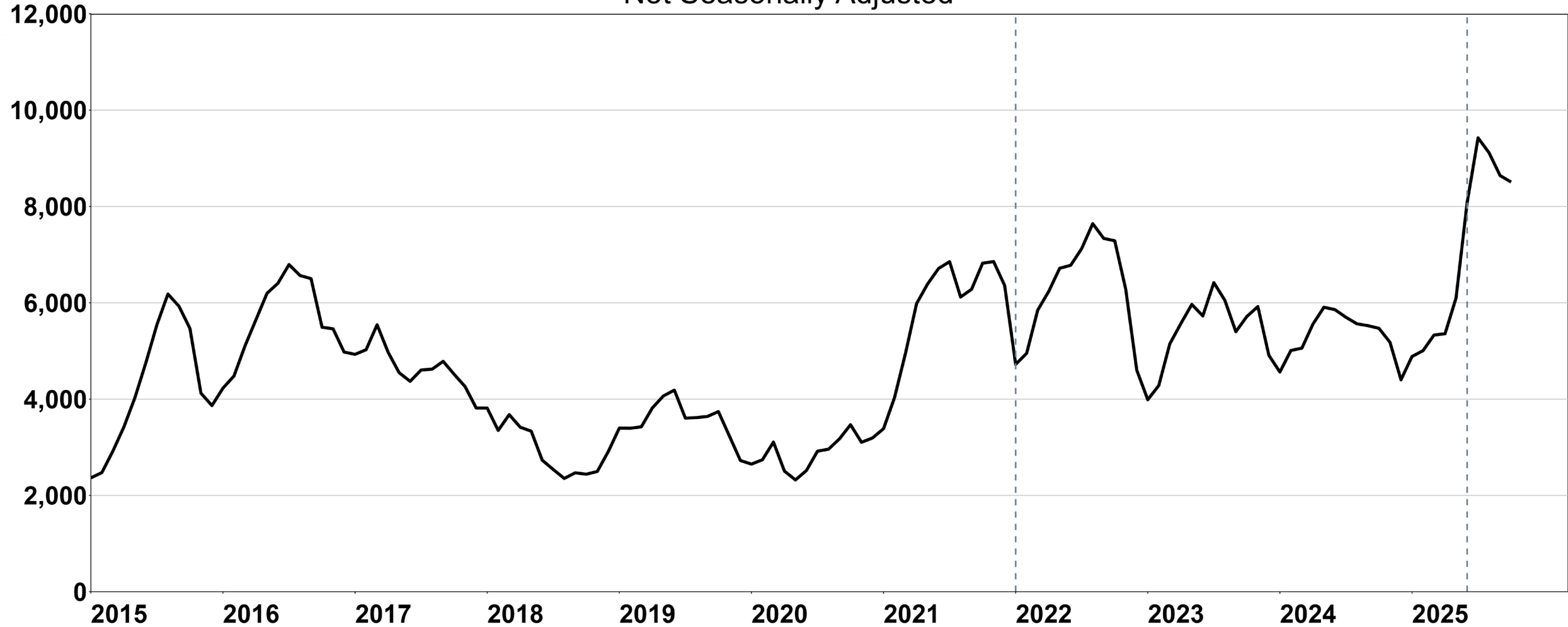
## Lane Help Wanted Online Ads Not Seasonally Adjusted



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

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

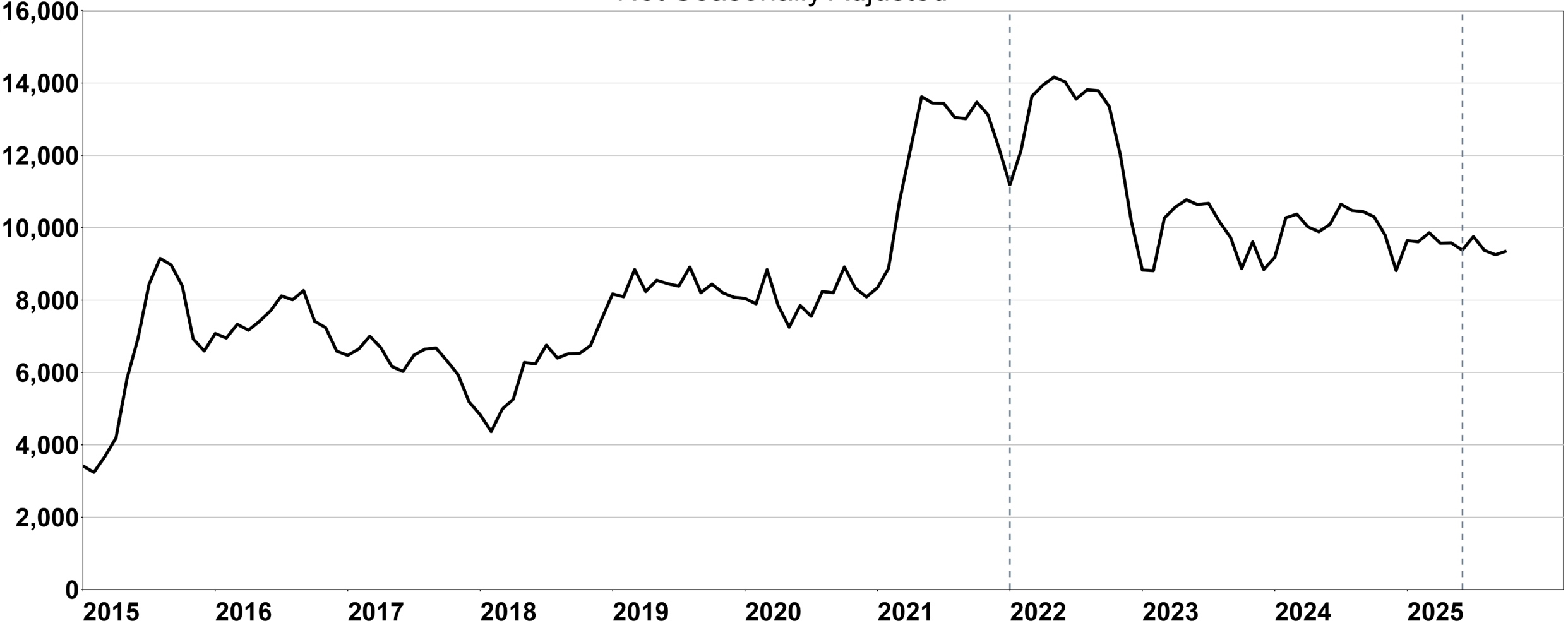
## East Cascades Help Wanted Online Ads Not Seasonally Adjusted



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

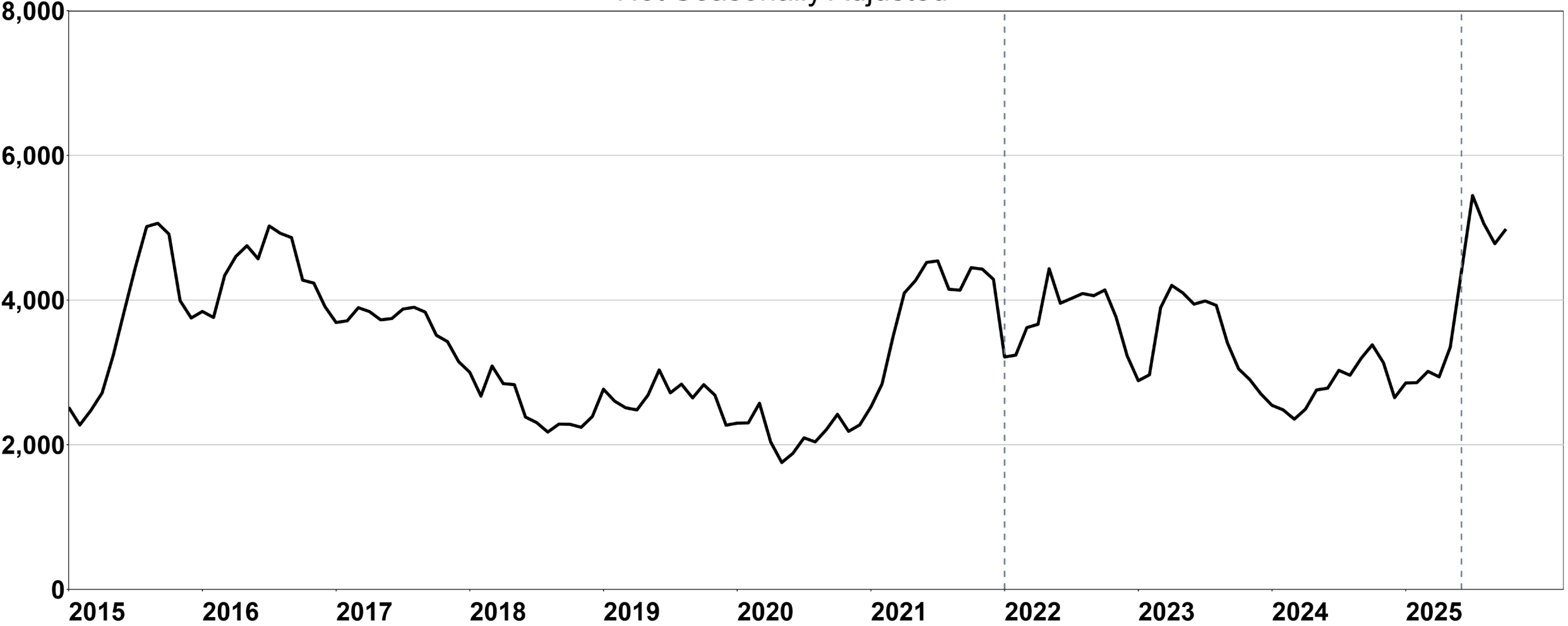
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

**Clackamas Help Wanted Online Ads**  
Not Seasonally Adjusted



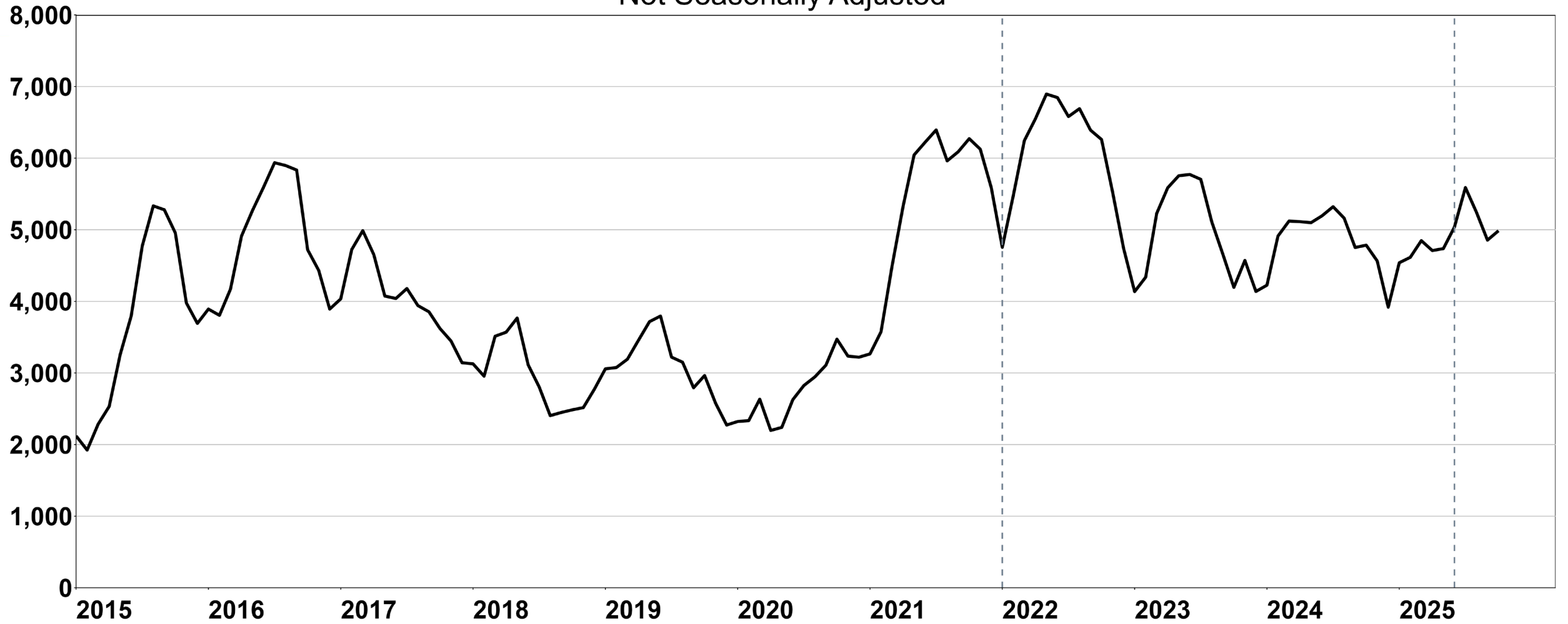
Source: The Conference Board Help Wanted OnLine® (HWOL)  
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

**Rogue Valley Help Wanted Online Ads**  
Not Seasonally Adjusted



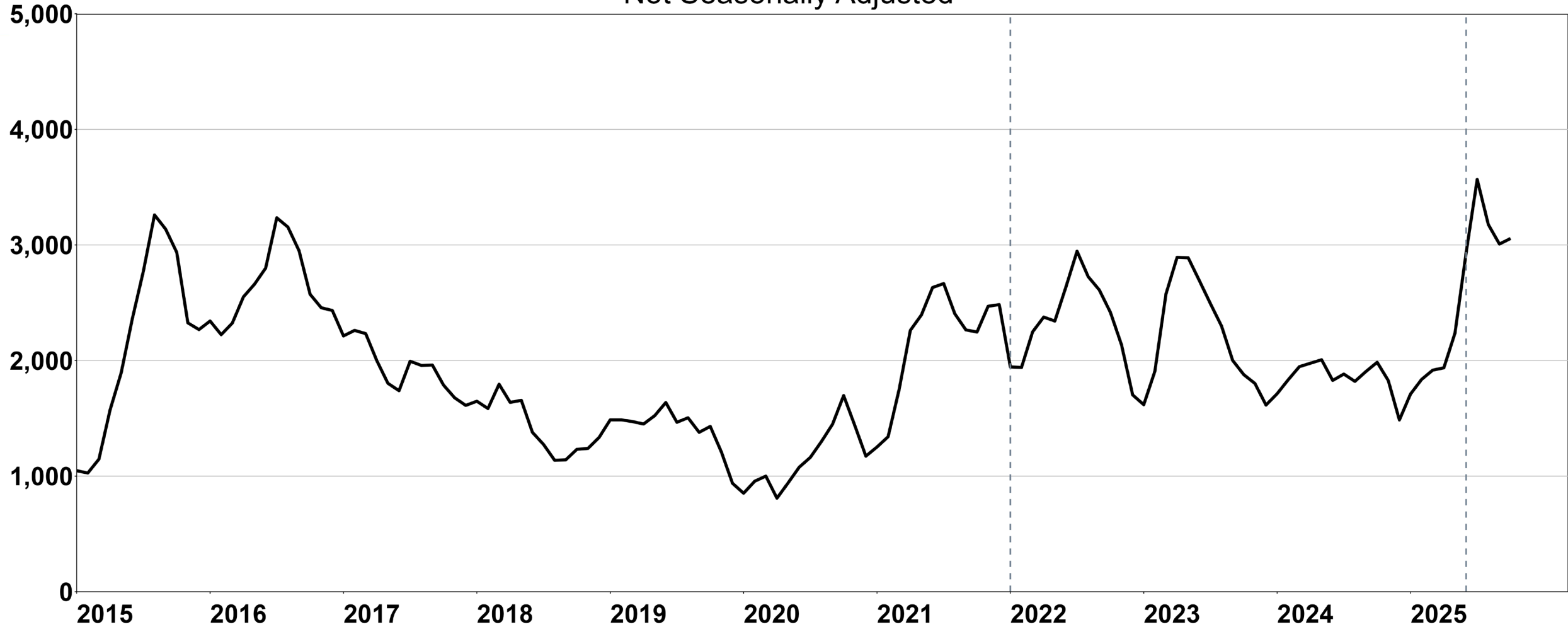
Source: The Conference Board Help Wanted OnLine® (HWOL)  
Note: Dotted lines indicate methodological changes occurring in January 2022 and June 2025

Northwest 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

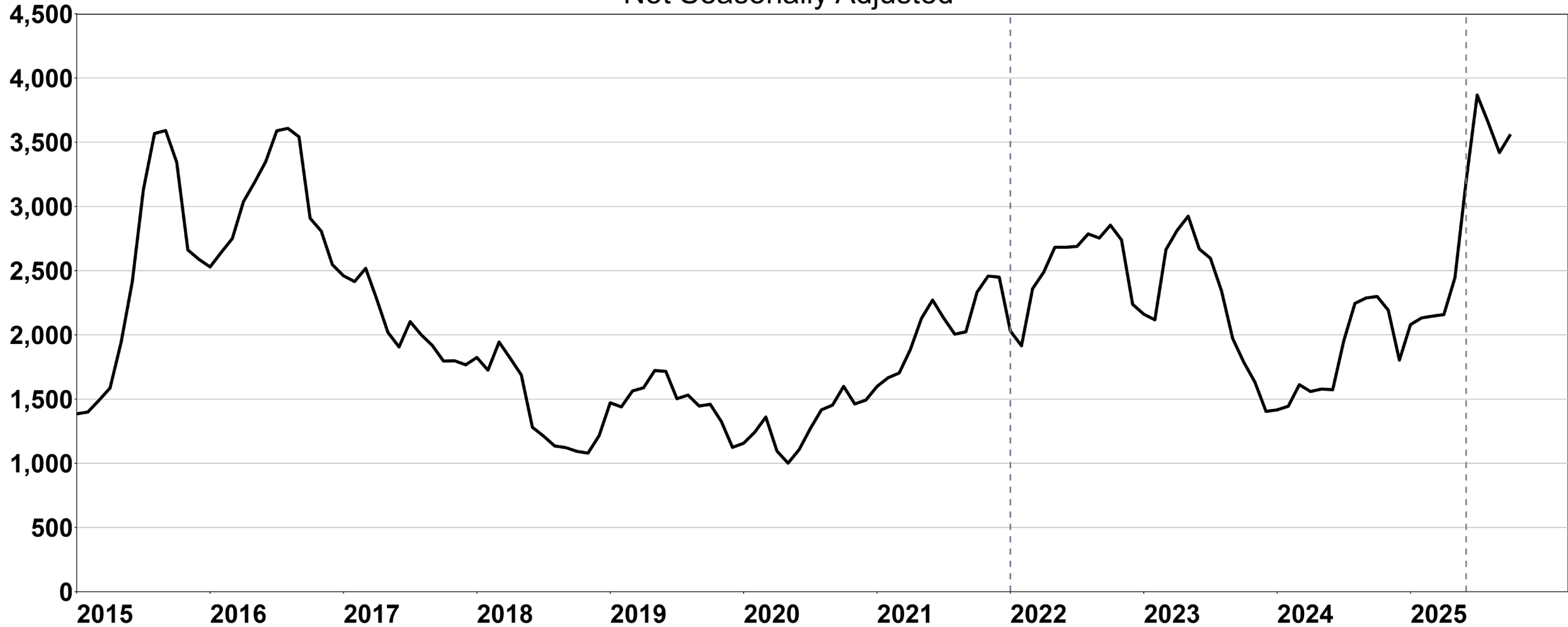
## Southwestern Oregon Help Wanted Online Ads Not Seasonally Adjusted



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

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

## 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



**Luke Coury, Economist**

[Luke.C.Coury@employ.oregon.gov](mailto:Luke.C.Coury@employ.oregon.gov)

**Molly Hendrickson, Economist**

[Molly.N.Hendrickson@employ.oregon.gov](mailto:Molly.N.Hendrickson@employ.oregon.gov)

Get the latest workforce and economic research sent to your inbox!

Sign up at <https://www.qualityinfo.org/subscribe>

Join the conversation: [X](#), [Bluesky](#)