

WORKFORCE AND ECONOMIC RESEARCH SERVICES TO CUSTOMERS

Quality Information. Informed Choices.

2026

A Summary of Activities.

The Workforce and Economic Research team serves customers in a multitude of ways: contractual commitments, responses to individual information requests, presentations, publications, and through our website. This document provides an overview of those services and attempts to quantify our efforts in 2025.

MEETING OUR CONTRACTUAL COMMITMENTS

Research staff work on programs that are funded by the U.S. Bureau of Labor Statistics, the Oregon Bureau of Labor and Industries, or a group of workforce-related agencies interested in the performance of their programs. All of these entities contract with us to conduct specific surveys or analyses, to analyze the resulting data, and to produce reports summarizing the results. These programs produce the following information, generally for Oregon statewide and for counties, workforce areas, and a variety of other geographic regions that serve our customers' specific needs:

- ➔ Labor force, unemployment, and unemployment rates.
- ➔ Industry employment, wages, total payroll, and hours worked.
- ➔ Occupational employment and wages.
- ➔ Construction industry occupational wages used as the basis for prevailing wage determinations.
- ➔ Employment rates, retention rates, and wage increases for individuals served by Oregon's workforce system.

In 2025, **all** contract deliverables were exceeded or met.



PROVIDING INFORMATION TO INDIVIDUAL CUSTOMERS

Research staff directly responded to nearly 2,200 information requests in 2025.

The largest single customer group was affiliated with educational entities (including students). Other significant customer groups included businesses and business associations; government; and economic development entities.

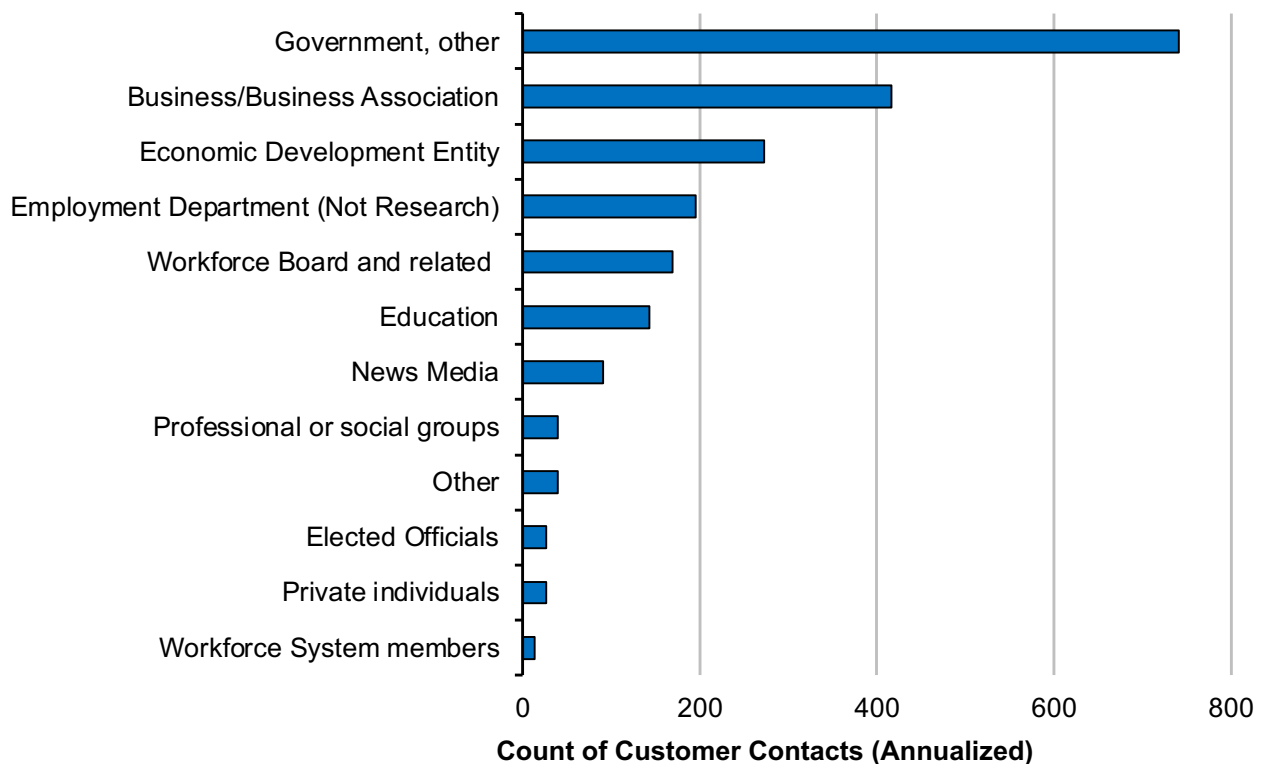
The most sought after information included industry employment trends, occupational trends, and occupational wages. The nature of these inquiries reflected the effects of Oregon’s

tight labor market and the lessening effect of COVID-19 on businesses and consumers.

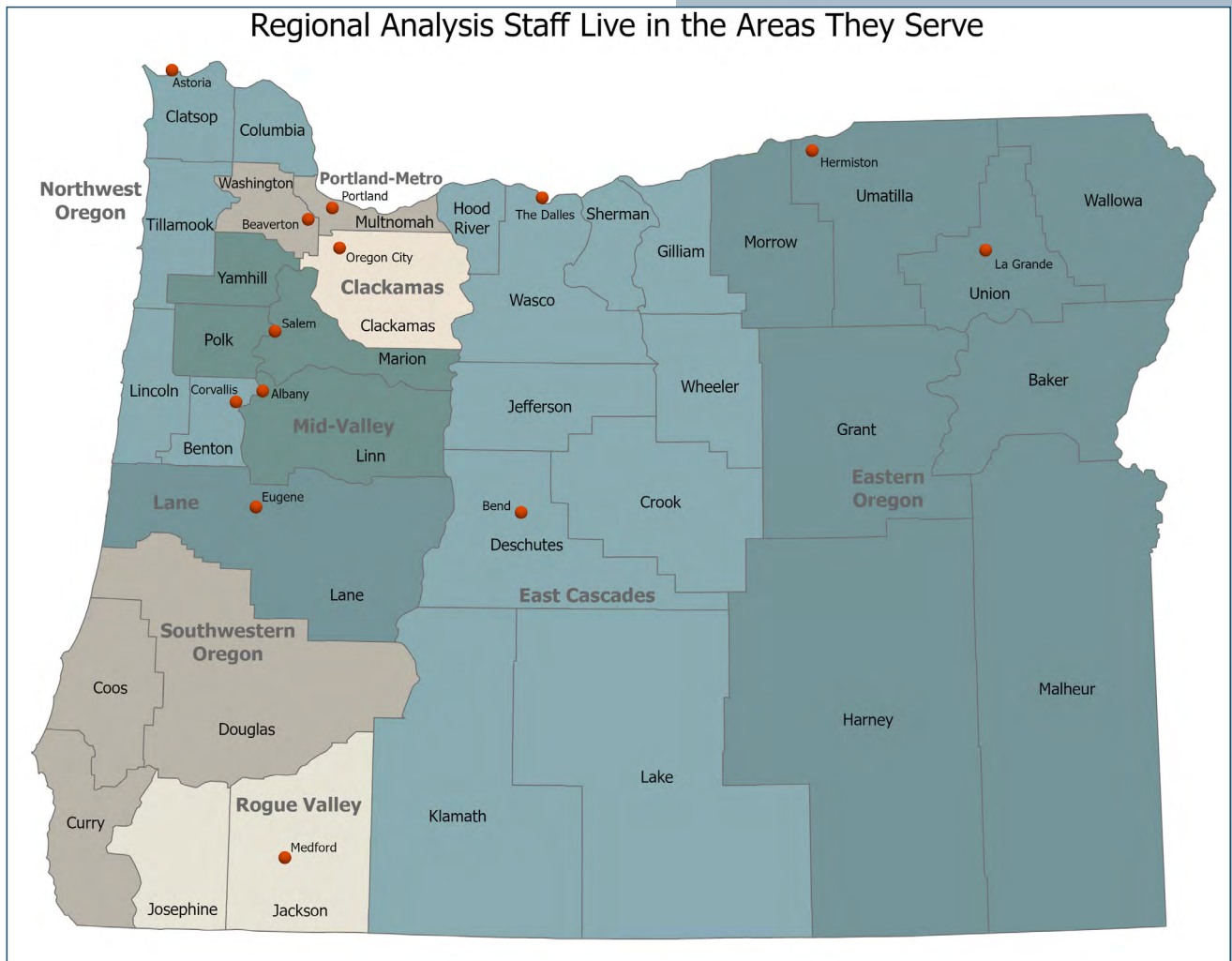
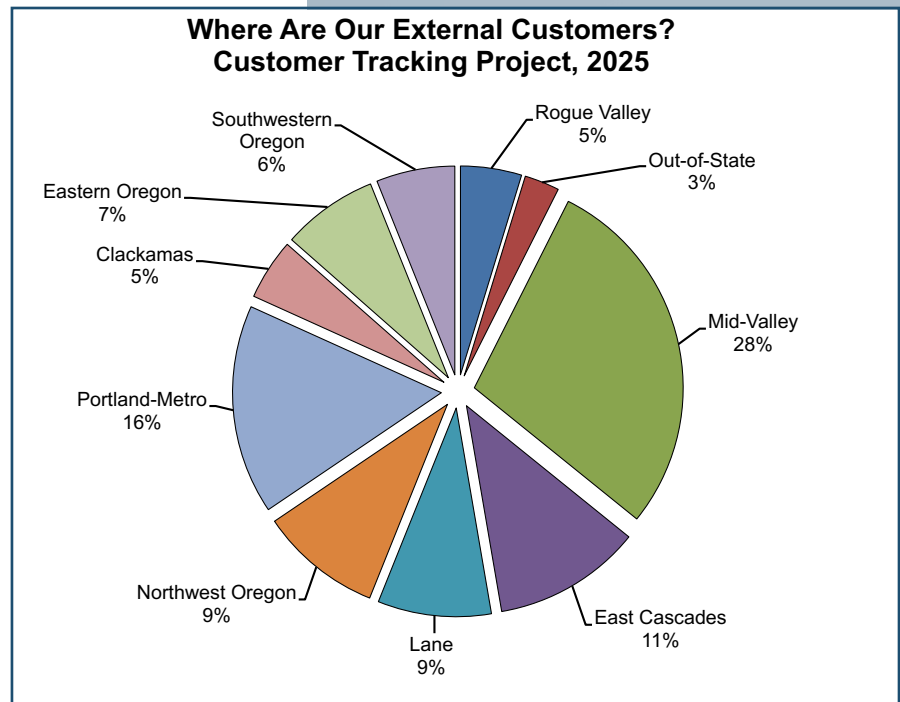
Because we produce information and analysis for the state and for all regions and counties of the state, our customers are spread all across Oregon. While most requests in 2025 came from metropolitan areas, a significant amount came from rural areas. In many cases, our economists are the only resource for easily accessible workforce information for some of the more rural communities.

Most information requests are handled quickly. Two out of five (42%) requests took less than 10 minutes. Three-quarters (74%) of all requests took less than one hour.

**Who Are Our Customers?
Customer Tracking Project, 2025**



We are “working and living” all throughout the state, in both rural and urban areas, to provide customized analysis and research to customers in their communities.

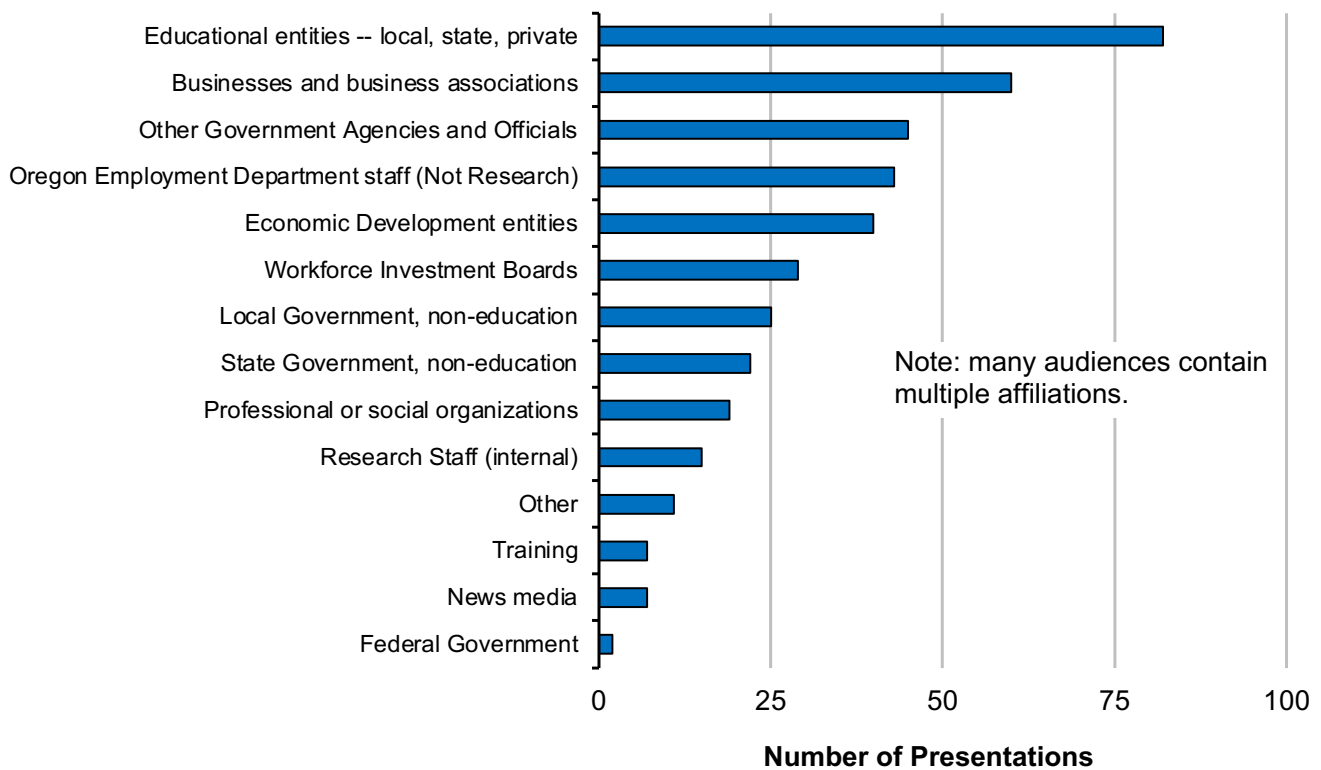


MAKING PRESENTATIONS TO A VARIETY OF AUDIENCES

Research staff gave 175 presentations in 2025 to a total of 11,702 people. Most presentations were given in the Portland-Metro area, followed by the Salem and Bend areas.

Local, state, or private educational entities attended at least 98 presentations, the most of any group. They were followed by businesses and business associations, government agencies and business associations, government agencies and officials, and economic development entities.

Educational Entities and Businesses and Business Associations Attend the Most Presentations



WRITING AND DISTRIBUTING PUBLICATIONS AND REPORTS

Workforce and Economic Research distributed more than 1,043,666 reports, publications, and electronic newsletters to customers in 2025. Oregon Careers has the largest distribution of any of our publications, with more than 60,000 copies annually. Our weekly Around the State has a distribution of more than 1,960. All of our publications and reports are available electronically.

OFFERING MORE AND MORE ON THE WEB

In the final part of 2022, our website – QualityInfo.org – released a major redesign that was accomplished over a number of years. The redesign both changed the information architecture of the site and modernized the look and feel for a stronger mobile experience. This follows the introduction of an email subscription service for articles and publications in 2016, further reducing our reliance on printed hard copy materials. In 2017, we revamped the local area pages and added a tool to look up a company’s industry code using the Employment Department’s administrative data. In 2018, we modified the page layout for articles to improve readability and produced special reports pages for publications with interactive graphics. In 2020, with the global pandemic in full bloom, we pivoted again and created a widget to share unemployment insurance claims data and share the latest economic news. Throughout 2020 and 2021, we designed new ways to share the most recent data showing the economic ramifications and the recovery from the public health crisis, leading to the completely redesigned site’s release in November 2022.

The website continues to maintain high customer usage. QualityInfo.org had almost 700,000 visits in 2022. That was a slight decrease from 2021, but significantly higher than pre-pandemic levels. The site maintained high usage as customers continued to search for employer information, jobs, and continued to visit the Wage Conversion Calculator,



a tool that converts hourly wages into monthly and annual totals. More than 3,900 customers have signed up to receive email notifications from the subscription service. In 2022, the system sent out more than 710,000 links to articles and publications on the website. As a result, pageviews remained high for articles and publications. The number of total pages viewed by our visitors in 2022 was down to 1.3 million from 1.6 million in 2021. Customers in 2022 loaded on average 2.3 pages of information per visit, similar to the previous year.

The Wage Conversion Calculator, the Employer Database, Occupation Profiles, and Job Finder were again the top most visited tools on the website in 2022. The Wage Conversion Calculator ranks high on search engines like Google and brings in a significant amount of traffic to our site from users who might not normally be looking for Oregon Labor Market Information. Searches on Google bring a significant amount of traffic to our site for both articles and the tools. In fact, organic search is now the site's top source of traffic, bringing in more than 80% of the site's users. The Occupation Profiles tool remains a top draw, as many of our customers look for additional resources to help find information about wages, projected growth, and job openings to help find employment. Usage of Job Finder was slightly up over the year, but well below its peak in 2017. The tool returns job listings from two sources: one source combines listings found on the

web while the other represents listings placed with the Oregon Employment Department. The Employer Database saw decreased pageviews and fewer visitors during the year.

This was the last year of our blog. In November, with the launch of the new website and declining blog usage in general, the decision was made to stop adding content and no longer maintain the link from our website to the blog. In 2022, the blog had almost 6,400 visits, a drop from more than 10,000 in 2021

SPECIAL MENTION

Several activities in 2025 merit special attention:

- ➔ The Workforce and Economic Research Division plays a central role in collecting, analyzing, and disseminating labor market information for Oregon. Our work provides policymakers, businesses, educators, and job seekers with unbiased, reliable data and insights on employment, the labor force, wages, industries, occupations, and broader economic trends that inform workforce and economic decisions across the state.
- ➔ In 2025, the division strengthened the foundation of labor market information that serves Oregon and contributes to national data systems. Our core Bureau of Labor Statistics (BLS) programs remain essential to labor market

information across the country and provide critical workforce and economic data used by the general public, as well as federal, state, and local governments and private organizations.

- ➔ The Surveys Unit exceeded our Key Performance Measure (KPM) targets for response rates across our core workforce and economic surveys, surpassing both our federal contract requirements and the higher internal standards we set for ourselves. These efforts were particularly notable as they helped restore survey response rates to pre-pandemic levels, ensuring the continued reliability of the data that policymakers and stakeholders depend on.
- ➔ The Surveys Unit and the Performance Reporting Information System (PRISM) team collaborates with approximately 75 partners and customers to develop and implement data-sharing and data-matching agreements. These partnerships expand the use and value of our data while providing essential information needed for economic opportunity analyses, critical transportation, economic development, and education-related infrastructure planning, policy analysis, and program evaluation needs of partner agencies.
- ➔ In addition, the division made important progress in modernizing and improving the accessibility of labor market information delivered to the public. The Systems and Economic Analysis team successfully launched an updated web

platform for QualityInfo.org, Oregon's primary source of labor market information. Alongside the redesign, the team implemented significant accessibility improvements and made substantial progress toward meeting the new federal Web Content Accessibility Guidelines scheduled to take effect in April 2027. The updated platform continues to integrate labor market information produced by staff across the division, making it easier for users to access timely data and analysis.

- ➔ In addition to these technical and operational improvements, the division expanded its customer outreach and impact. The Economic Analysis and Regional Analysis teams collectively developed and distributed more than one million reports, publications, and electronic newsletters to customers over the past year. Staff also delivered presentations to an estimated 164 participants statewide. These publications and presentations closely track developments affecting Oregon's industries, occupations, and communities, helping stakeholders better understand the forces shaping the state's economy and labor market.
- ➔ The Research Division partnered with Oregon State University on a multi-phase, multi-institutional, multi-year research program to explore how agentic factors (goals, beliefs, plans, and individual differences) and contextual factors (socioeconomic background, constraints, support, and organizational

practices) influence job quality changes during job transitions among young adults without college degrees. Our role is to invite UI recipients in the study's demographic to participate in OSU's survey. Launching this initiative was a significant achievement by Research, UI, and other staff, and the results will provide new workforce information for Oregon, helping us better serve young job seekers

CUSTOMER SATISFACTION IS IMPORTANT

In 2025, our customers sent us 110 letters, notes, and e-mails of thanks. We value and treasure each one – each of them reflecting a successful opportunity for us to provide quality information so that others could make informed choices.

We look forward to the opportunity in 2026 to seek new and innovative ways to develop and disseminate vital workforce and economic information, capitalizing on the opportunities of our maturing online and virtual world. And we'll remain committed to our high standards of providing consistent and timely Quality Information, producing both standard and customized research that addresses the unique workforce and economic challenges of Oregon's diverse economy and labor markets to the benefit of all Oregonians.

For more information about the Workforce and Economic Research products and deliverables, please contact Bob Uhlenkott, Division Director, at (503) 947-1212 or Robert.C.Uhlenkott@employ.oregon.gov.



Need help?

The Oregon Employment Department (OED) is an equal opportunity agency. OED provides free help so you can use our services. Some examples are sign language and spoken-language interpreters, written materials in other languages, large print, audio, and other formats. To get help, please call 503-947-1444. TTY users call 711. You can also send an email to Lmipubs@employ.oregon.gov.

¿Necesita ayuda?

El Departamento de Empleo de Oregon (OED) es una agencia de igualdad de oportunidades. El OED proporciona ayuda gratuita para que usted pueda utilizar nuestros servicios. Algunos ejemplos son intérpretes de lengua de señas e idiomas hablados, materiales escritos en otros idiomas, letra grande, audio y otros formatos. Para obtener ayuda, por favor llame al 503-947-1444. Usuarios de TTY pueden llamar al 711. También puede enviar un correo electrónico a Lmipubs@employ.oregon.gov.

The Oregon Employment Department
oregon.gov/employ
RSPUB296 (0426)