

# Help Wanted Online Ads

## March 2023

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

Search for [Help Wanted Online Index](#)

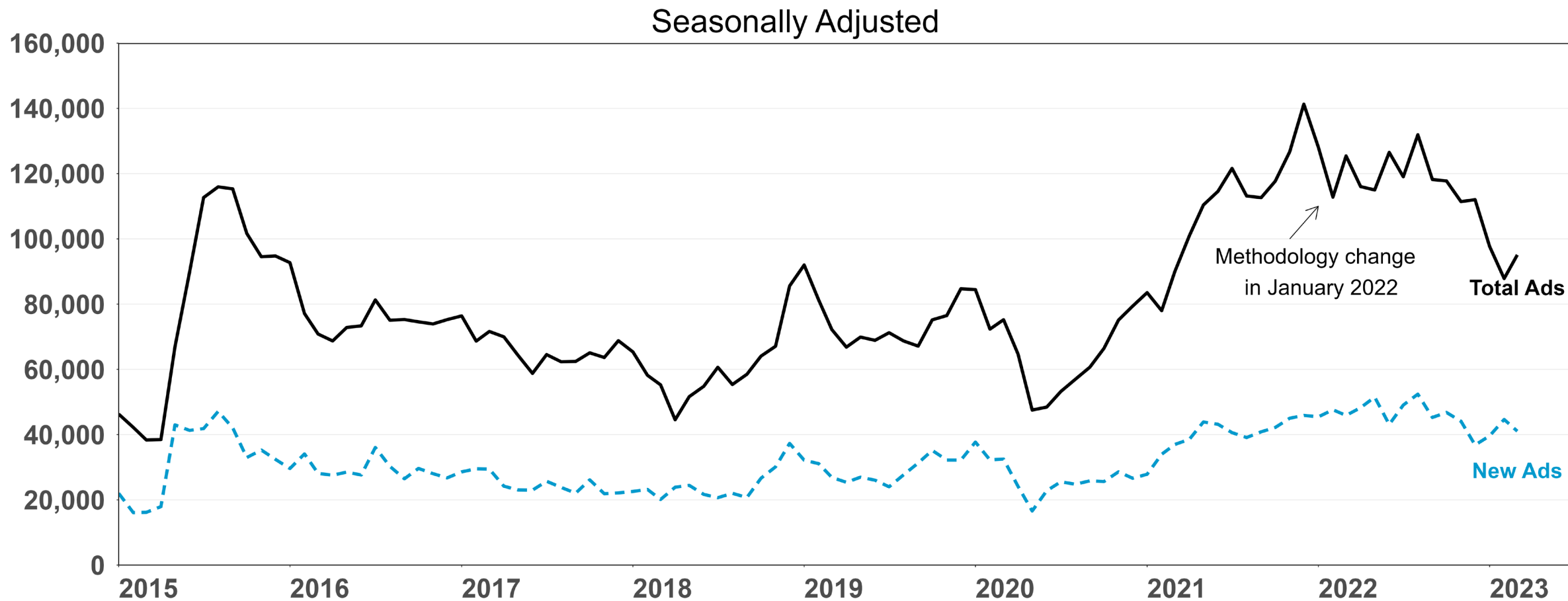
## Note

As of January 2022, Emsi Burning Glass has 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.

# The number of U.S. Help Wanted Online ads was 5.6 million in March.

- Number of ads posted in Oregon totaled 95,100 in March.
- Number of ads posted for the first time (*new ads*) decreased by 3,600 in Oregon in March.
- Nationally, new ads decreased by 304,300 in March.
- Number of online ads in Oregon and its neighboring states:
  - Idaho: 39,400
  - Nevada: 70,800
  - Oregon: 95,100
  - Washington: 141,400
  - California: 641,700

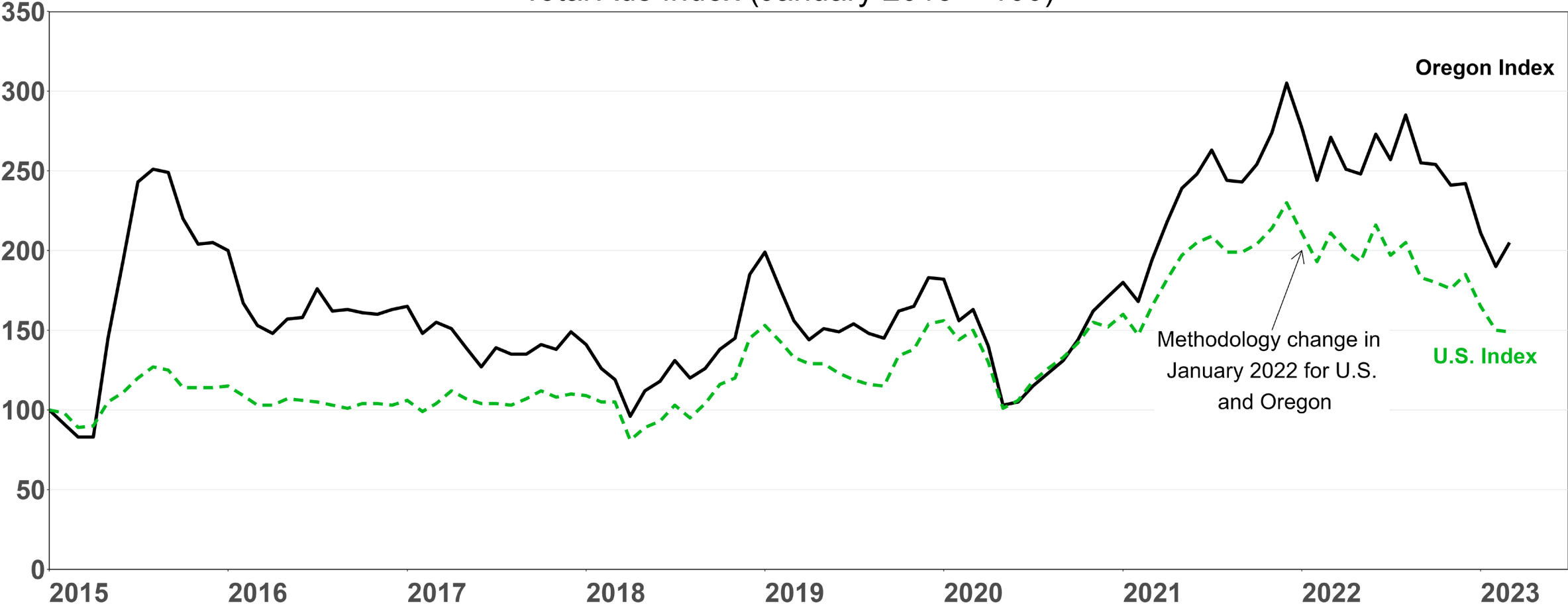
The number of online ads in Oregon was 95,100 in March.  
The number of new ads **decreased** by 3,600 over the month.



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

The number of help wanted ads nationally was 5.6 million in March 2023.

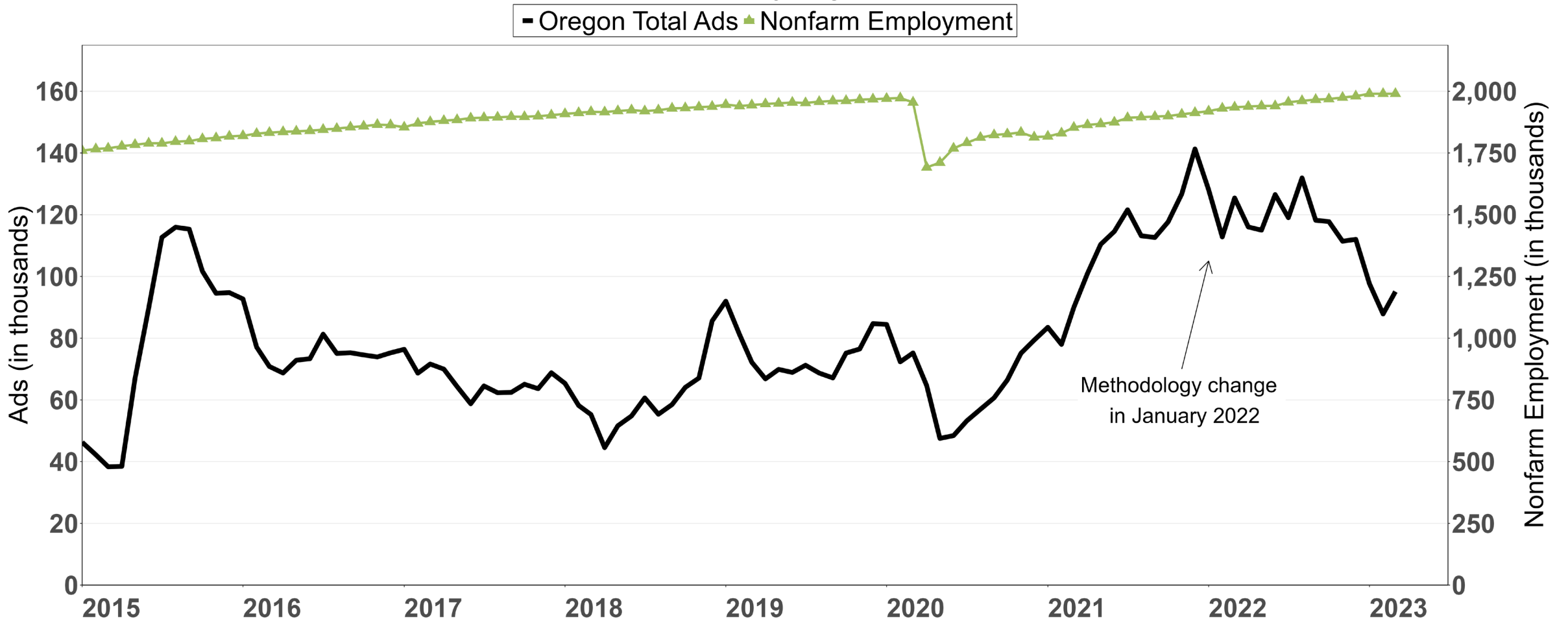
Total Ads Index (January 2015 = 100)



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) and the Bureau of Labor Statistics, Current Employment Statistics

**Many new help wanted ads in February 2022 were for occupations in service sectors.**  
Read [New Online Help Wanted Ads Increase Over the Past Year](#) by Workforce Analyst [Jake Procino](#).

## Top 10 Occupations with the Most New Help Wanted OnLine Ads

Oregon, February 2022

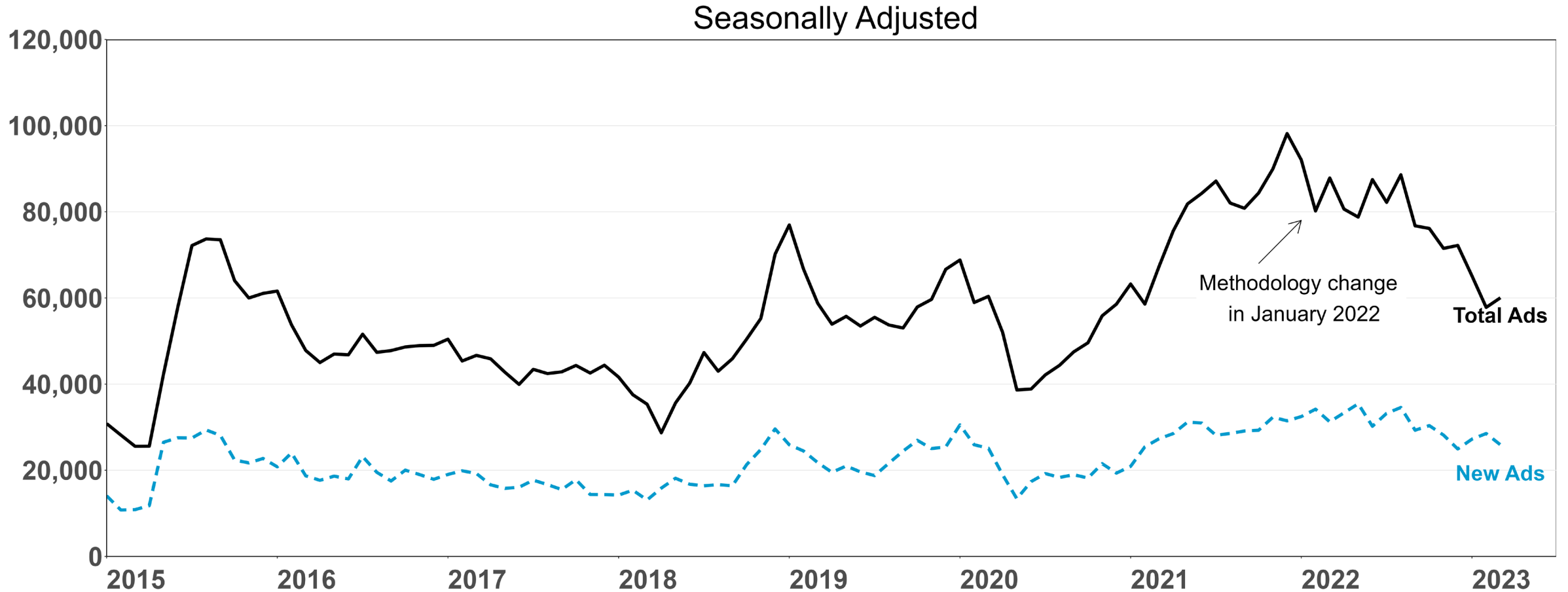
Occupation	New Help Wanted Ads	Difference from Previous Year	Rank in Feb 2021
Registered Nurses	1,625	734	2
Retail Salespersons	1,295	424	3
Wholesale and Manufacturing Sales Representatives	1,148	243	1
Heavy and Tractor-Trailer Truck Drivers	1,001	293	4
Managers, All Other	975	381	7
First-Line Supervisors of Retail Sales Workers	938	436	10
Software Developers, Applications	842	347	11
Customer Service Representatives	829	206	6
Laborers and Freight, Stock, and Material Movers	735	67	5
Secretaries and Administrative Assistants	643	260	13

Source: Oregon Employment Department, The Conference Board Help Wanted OnLine™ (HWOL)

# HELP WANTED ONLINE ADVERTISEMENT TRENDS BY METRO AREAS

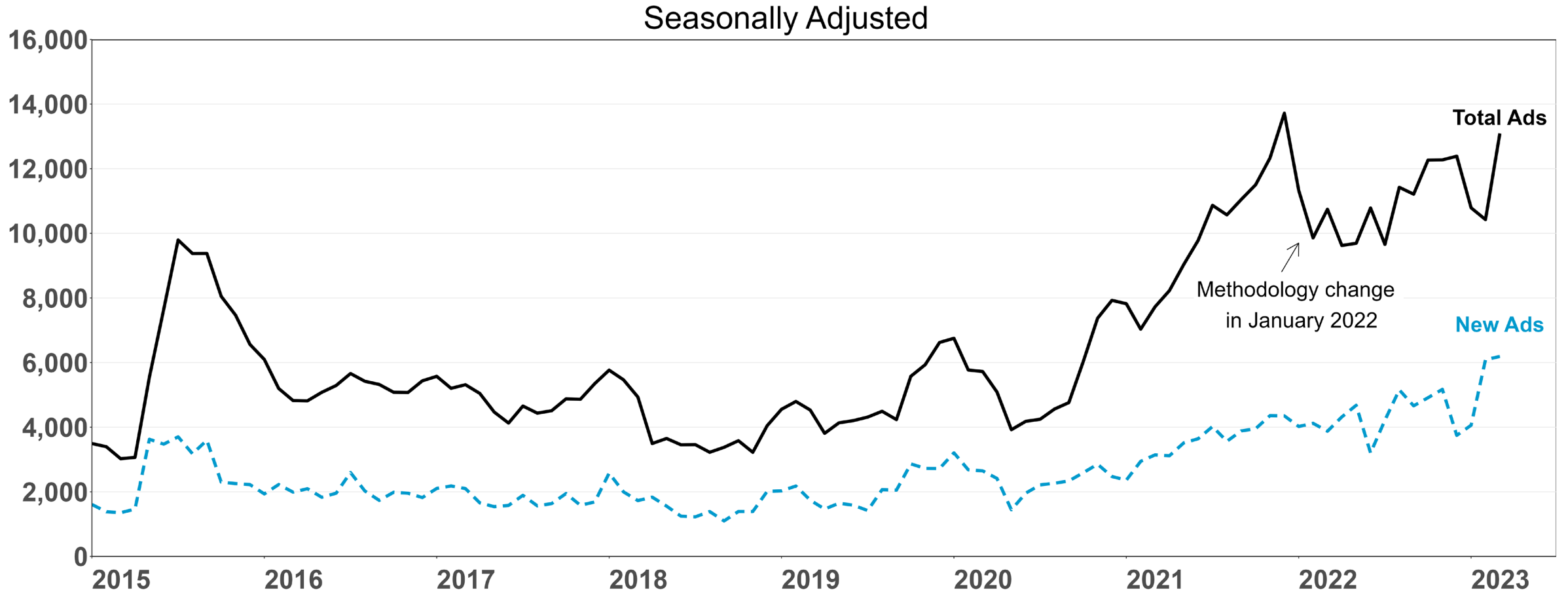


The number of online ads in the Portland metro area was 60,000 in March.  
The number of new ads **decreased** by **2,620** over the month.



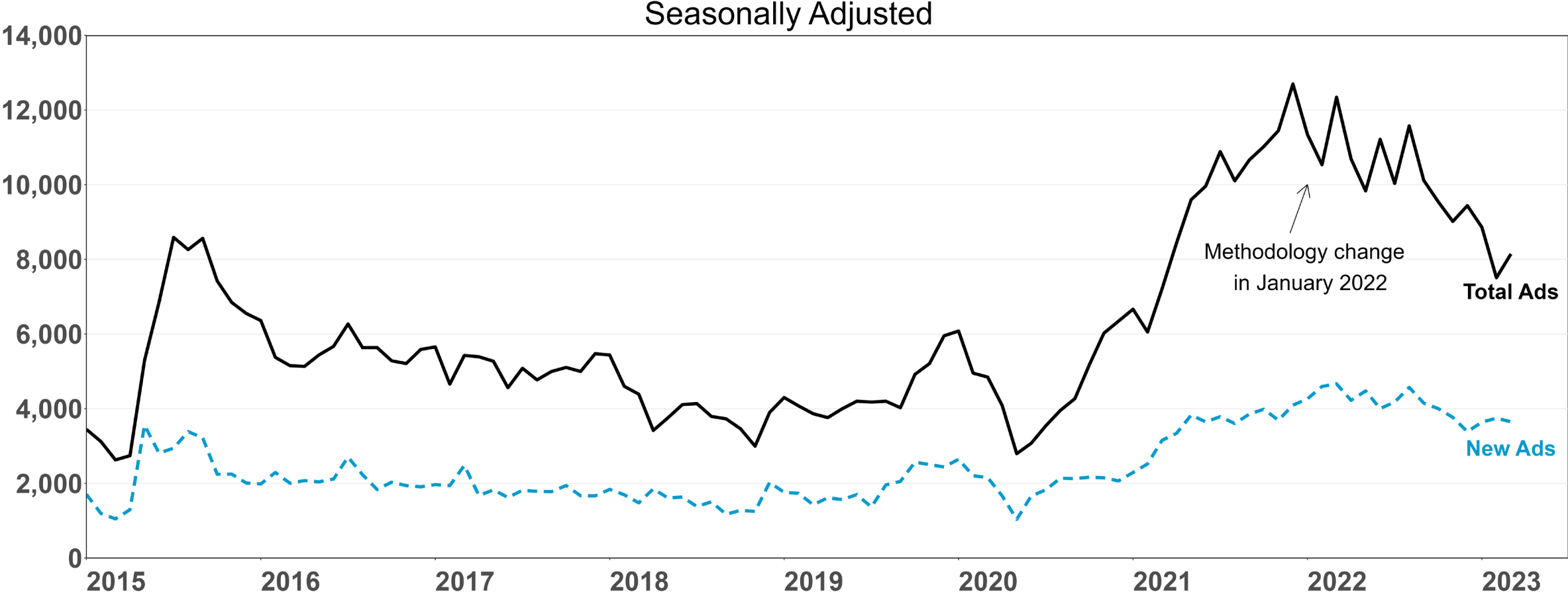
Source: The Conference Board Help Wanted OnLine™ (HWOL)

**The number of online ads in the Salem metro area was 13,100 in March.  
The number of new ads increased by 100 over the month.**



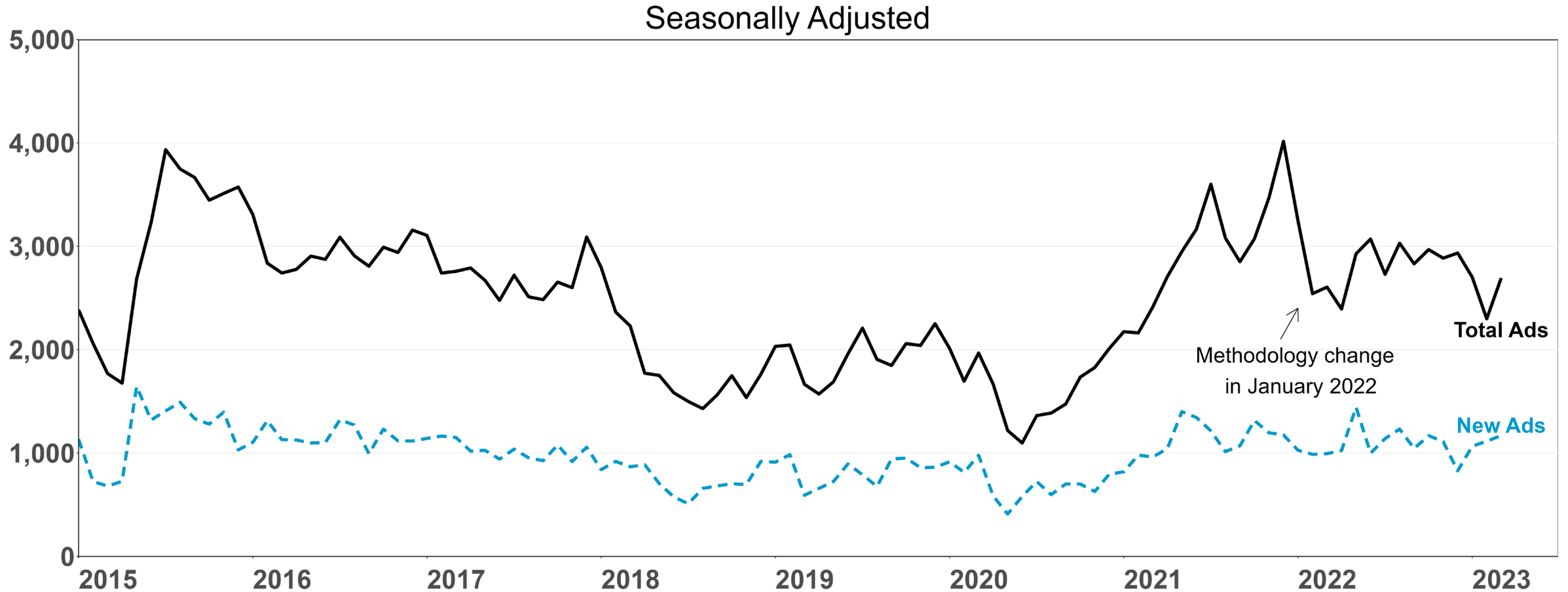
Source: The Conference Board Help Wanted OnLine™ (HWOL)

The number of online ads in the Eugene metro area was 8,100 in March.  
The number of new ads **decreased** by **100** over the month.



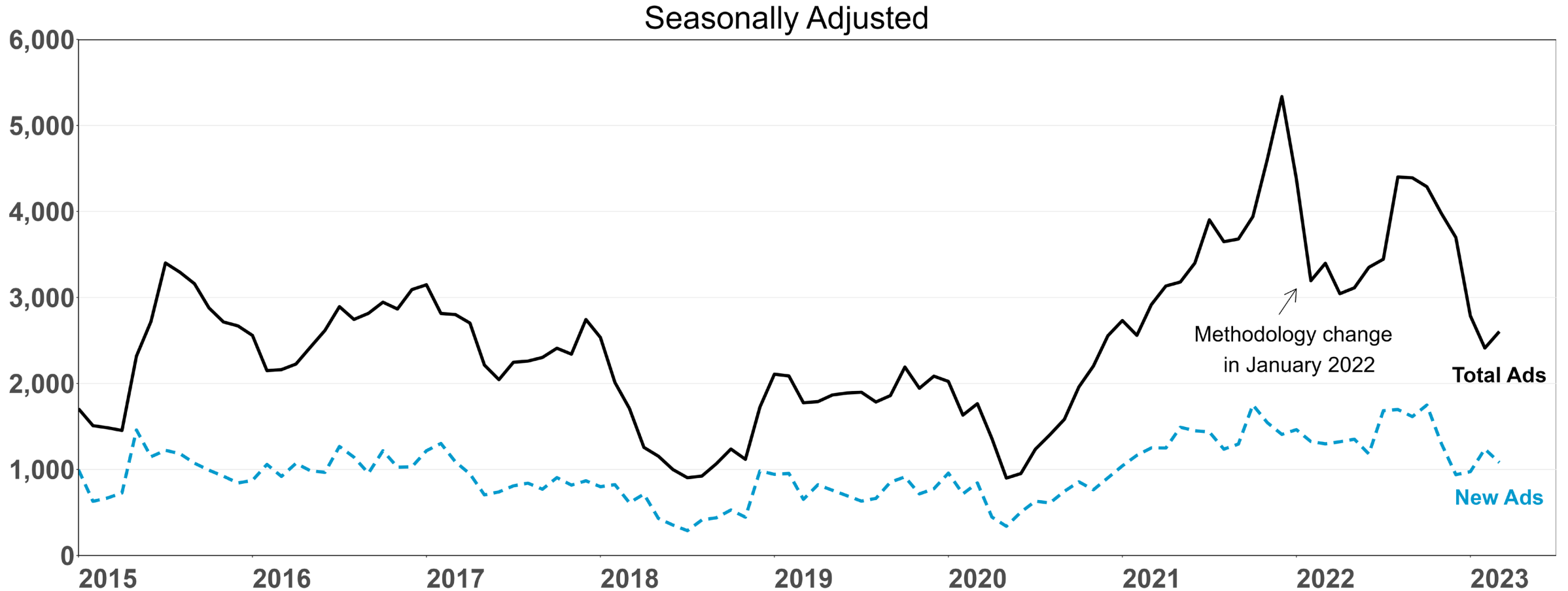
Source: The Conference Board Help Wanted OnLine™ (HWOL)

**The number of online ads in the Medford metro area was 2,700 in March.  
The number of new ads increased by 60 over the month.**



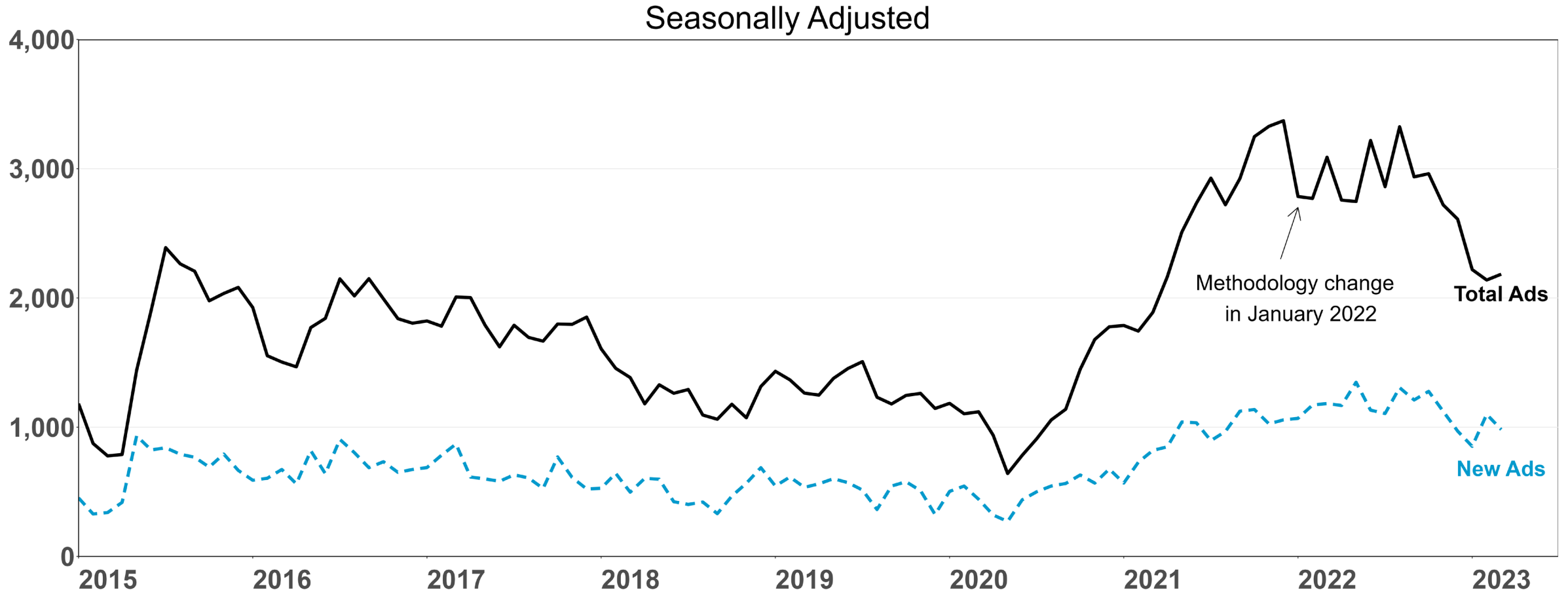
Source: The Conference Board Help Wanted OnLine™ (HWOL)

The number of online ads in the Bend metro area was 2,600 in March.  
The number of new ads **decreased** by **160** over the month.



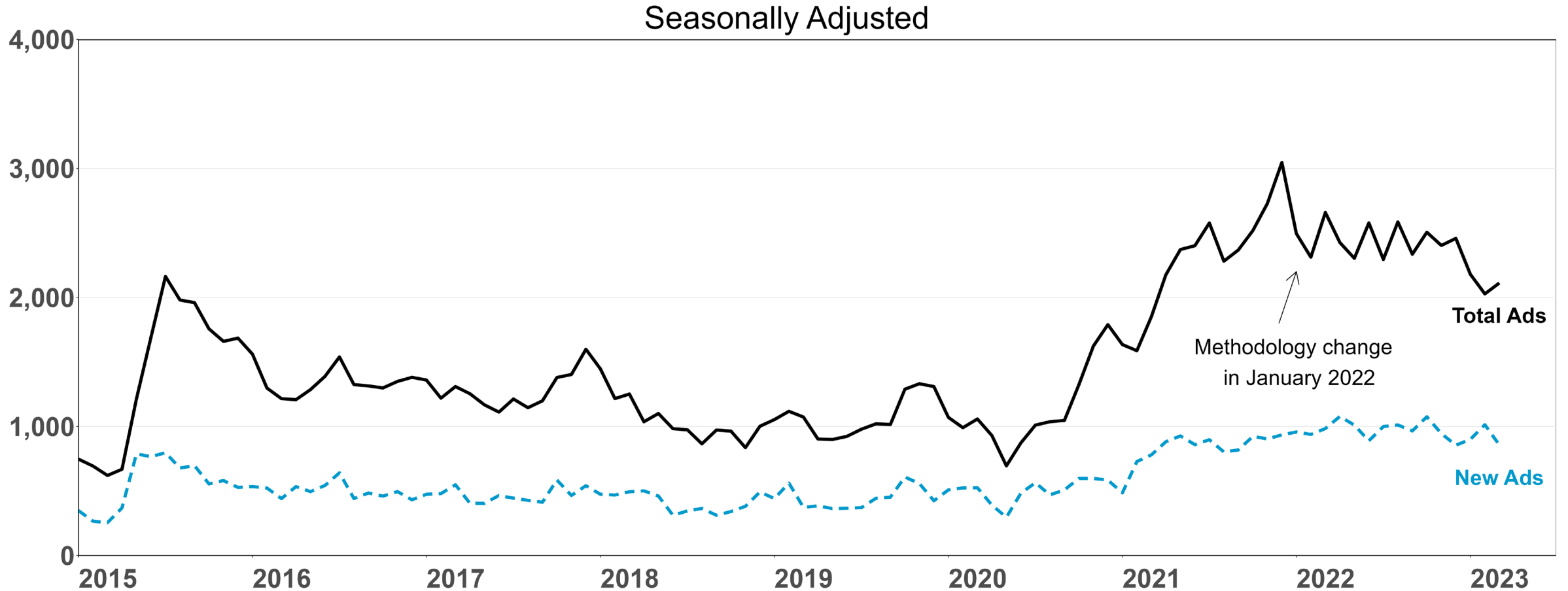
Source: The Conference Board Help Wanted OnLine™ (HWOL)

The number of online ads in the Corvallis metro area was 2,200 in March.  
The number of new ads **decreased** by **120** over the month.



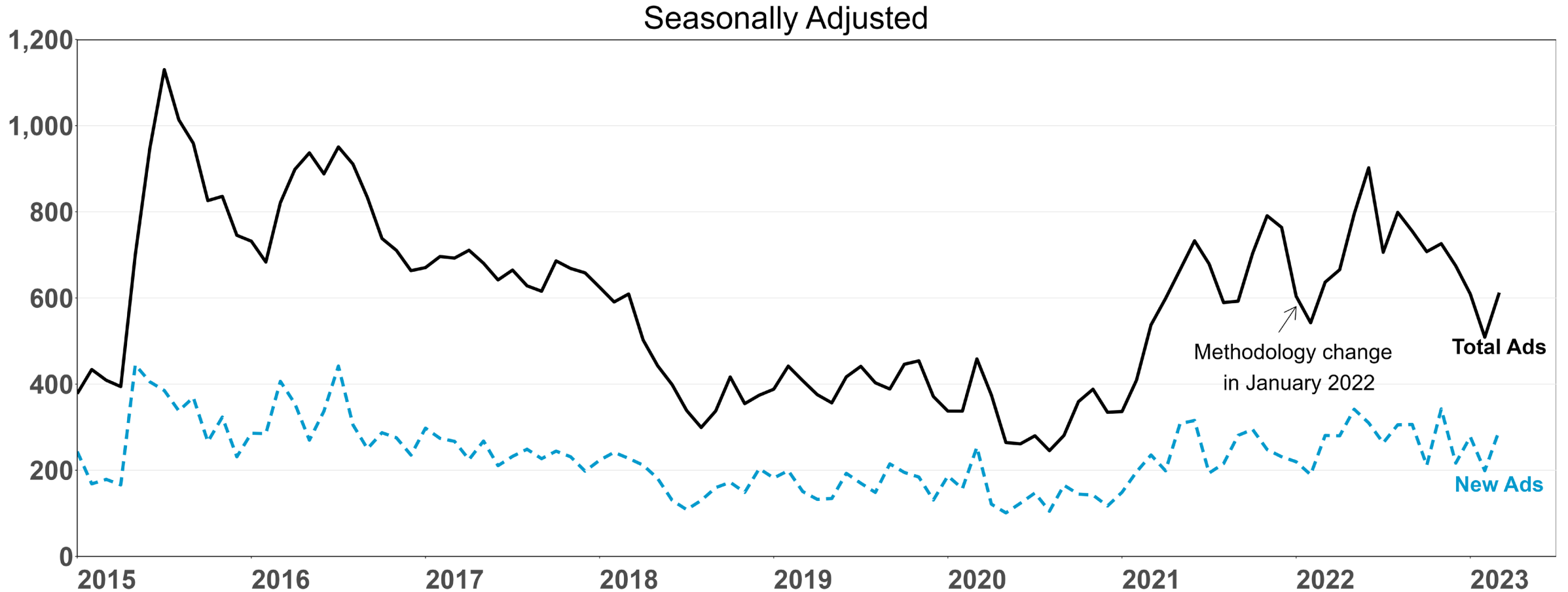
Source: The Conference Board Help Wanted OnLine™ (HWOL)

The number of online ads in the Albany metro area was 2,100 in March.  
The number of new ads **decreased** by **160** over the month.



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

**The number of online ads in the Grants Pass metro area was 600 in March.  
The number of new ads increased by 90 over the month.**

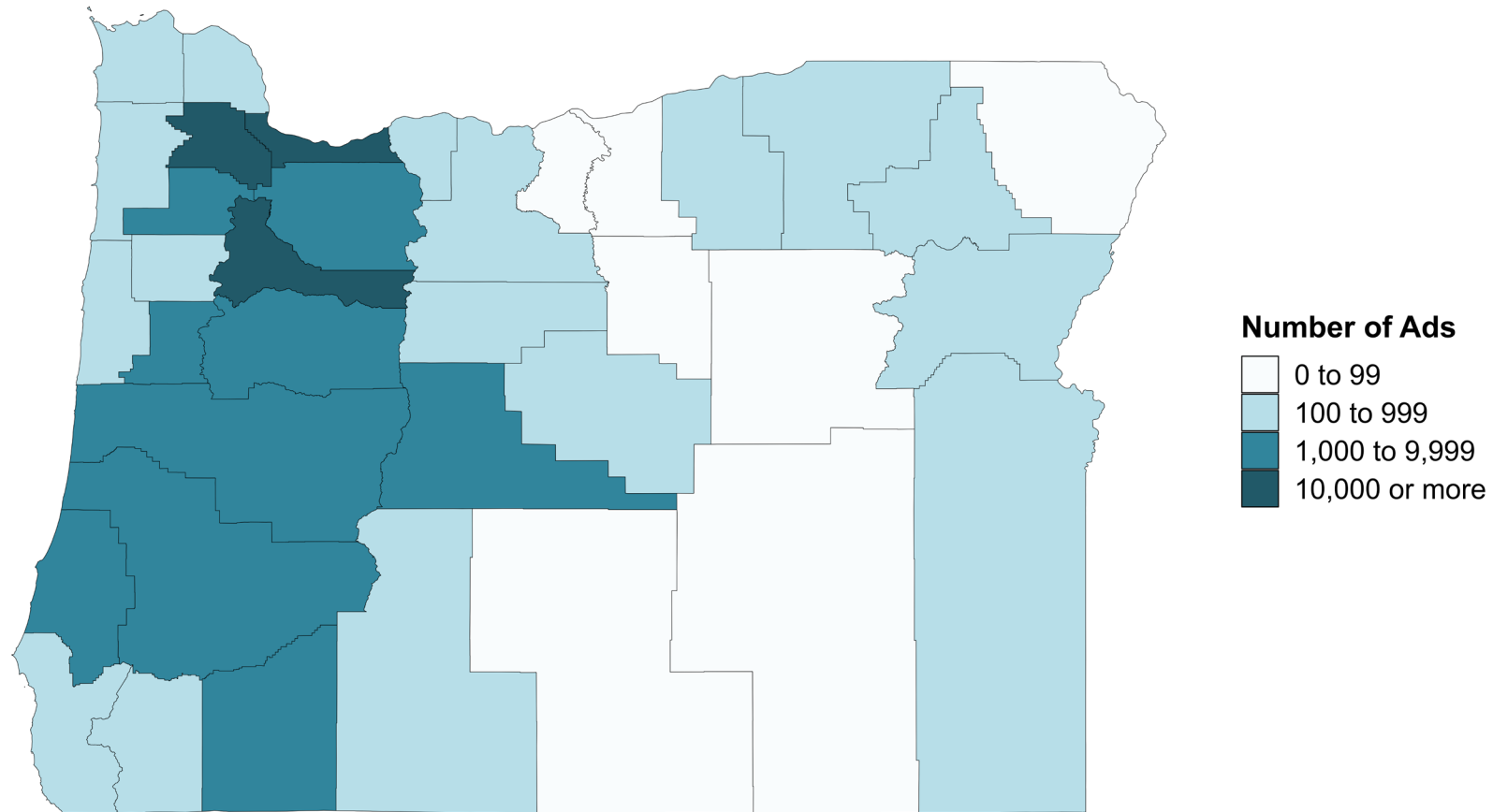


Source: The Conference Board Help Wanted OnLine™ (HWOL)



## Help Wanted Online Ads, March 2023

Not Seasonally Adjusted



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

## Help Wanted Online Ads by County

March 2023, Not Seasonally Adjusted

Multnomah	34,788	Umatilla	950	Crook	217
Washington	13,904	Klamath	842	Baker	185
Marion	13,285	Lincoln	777	Morrow	180
Clackamas	9,128	Josephine	636	Jefferson	163
Lane	8,897	Malheur	603	Curry	133
Deschutes	2,873	Clatsop	584	Harney	93
Jackson	2,746	Polk	529	Grant	85
Benton	2,399	Tillamook	524	Lake	63
Linn	2,200	Columbia	523	Wallowa	58
Yamhill	2,010	Hood River	374	Gilliam	52
Coos	1,182	Wasco	294	Sherman	44
Douglas	1,002	Union	287	Wheeler	4

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, 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 [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.

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## Help Wanted Online Ads by Workforce Area

March 2023, Not Seasonally Adjusted

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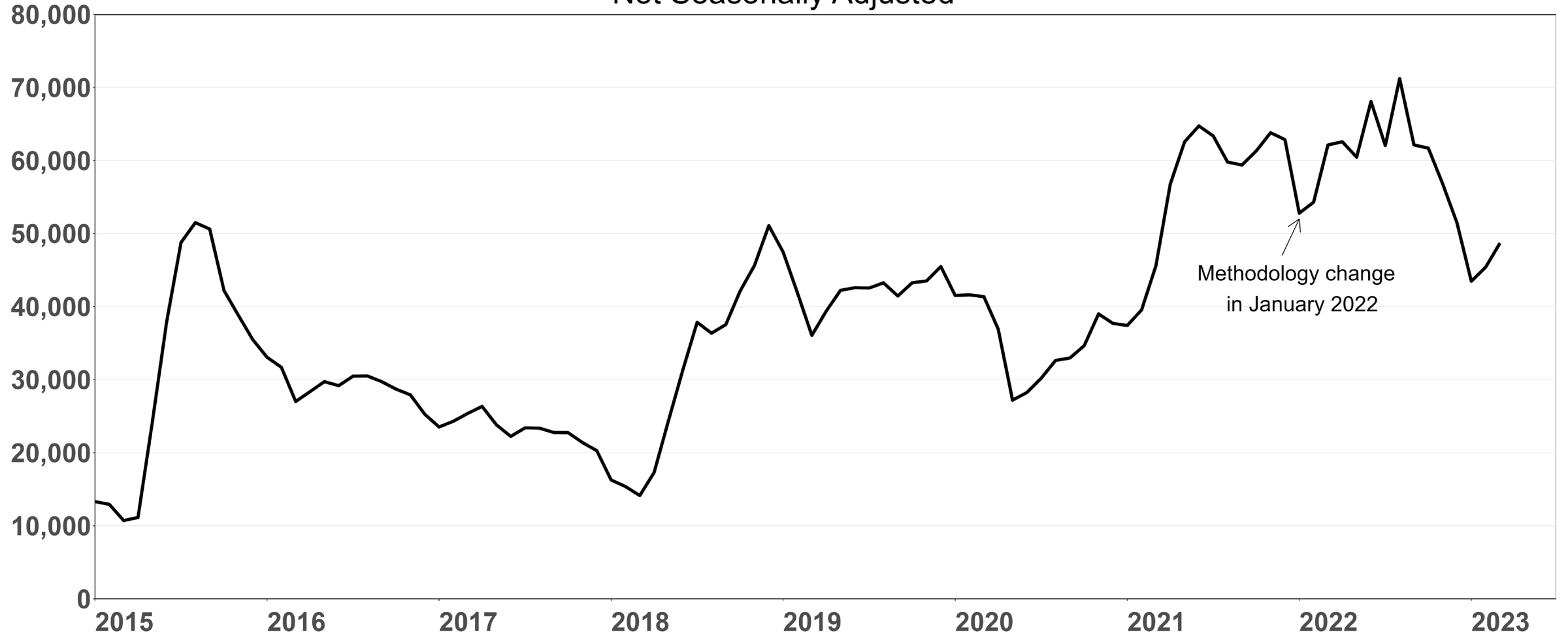
Portland-Metro	48,692
Mid-Valley	18,024
Clackamas	9,128
Lane	8,897
East Cascades	4,926
Northwest Oregon	4,807
Rogue Valley	3,382
Eastern Oregon	2,441
Southwestern Oregon	2,317

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

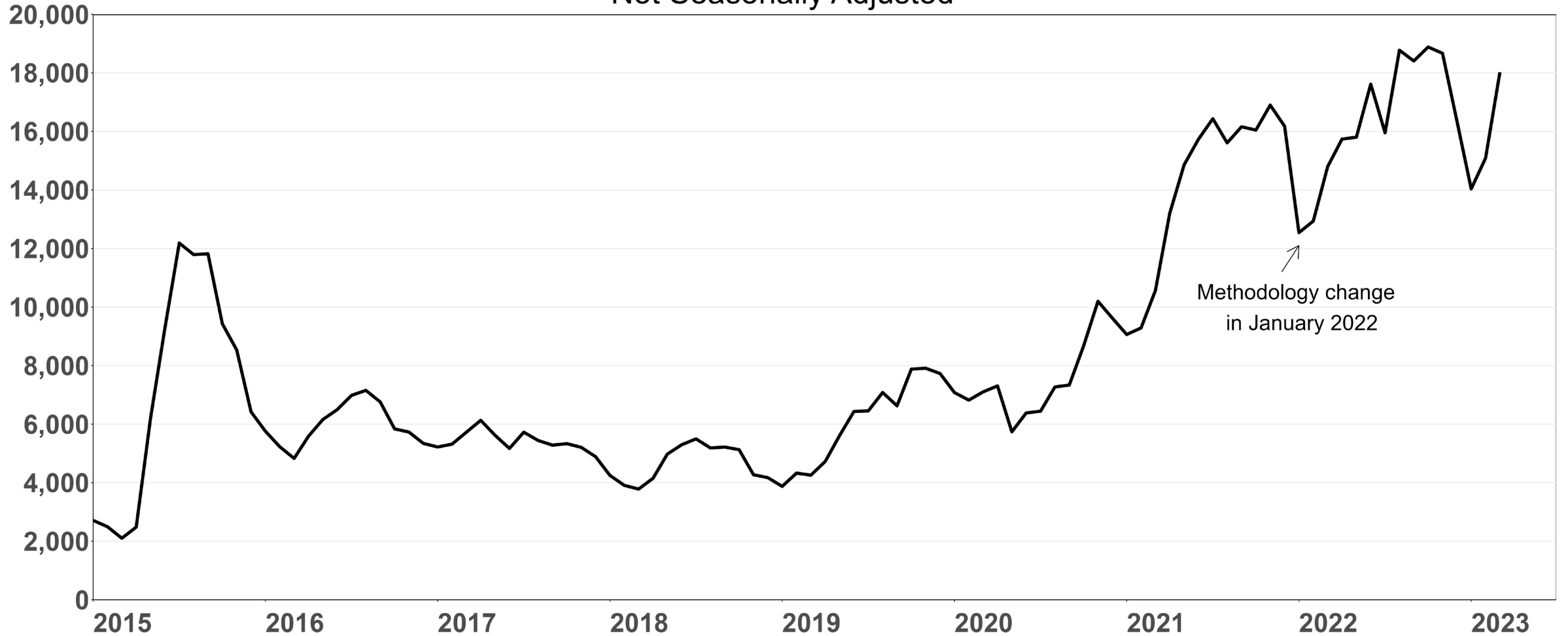
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## Portland-Metro Help Wanted Online Ads Not Seasonally Adjusted



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

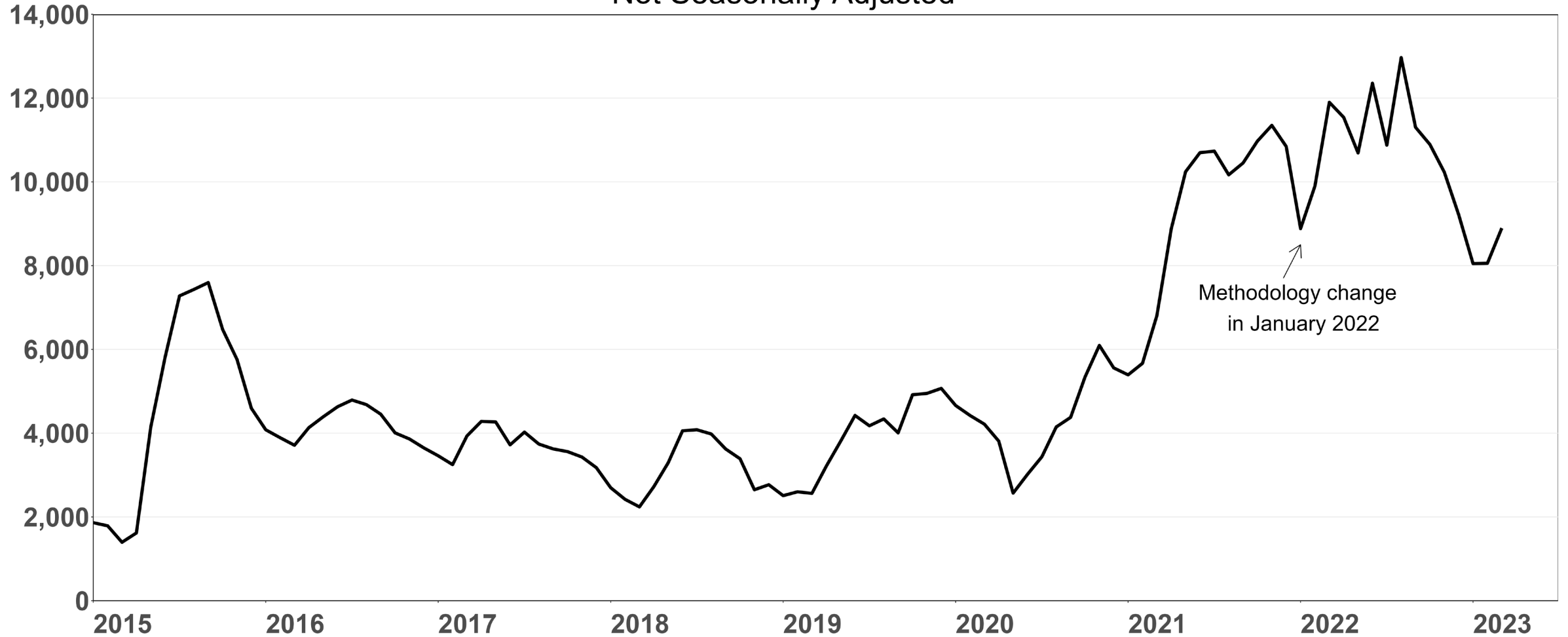
## Mid-Valley Help Wanted Online Ads Not Seasonally Adjusted



Methodology change  
in January 2022

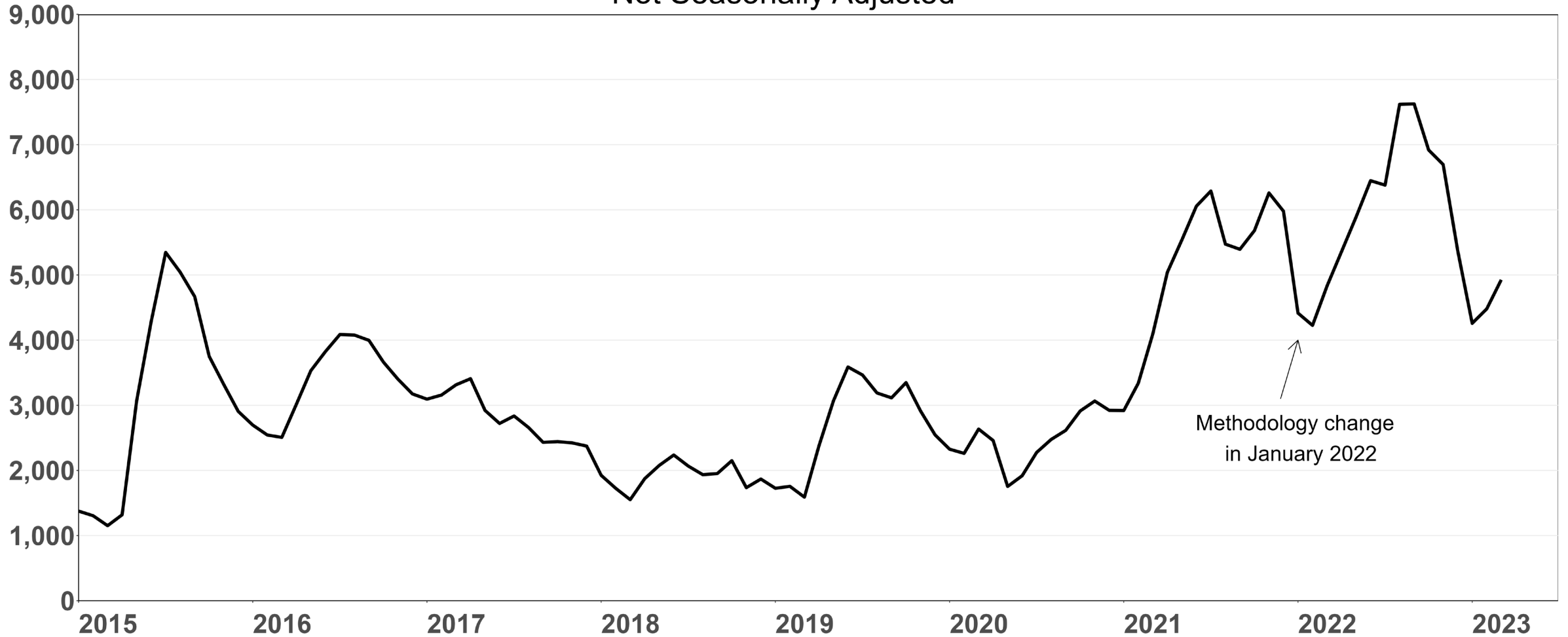
Source: The Conference Board Help Wanted OnLine™ (HWOL)

## Lane Help Wanted Online Ads Not Seasonally Adjusted



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

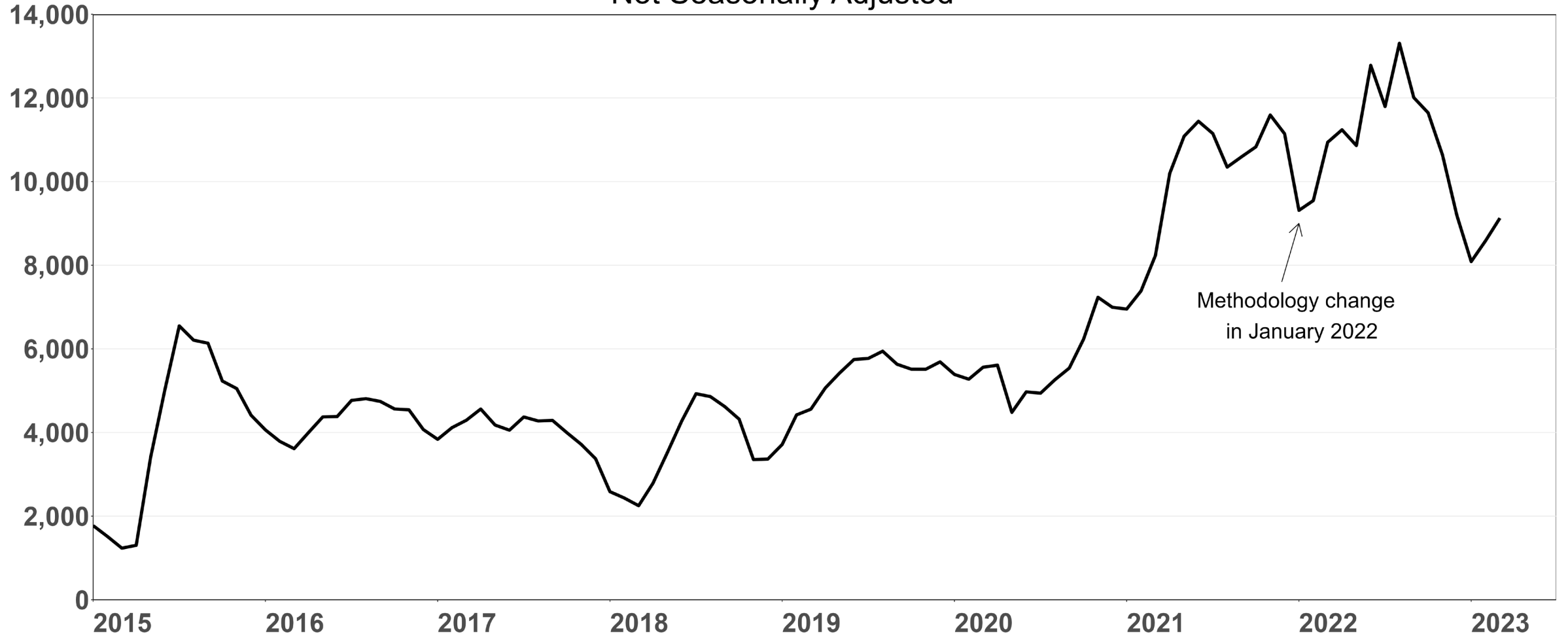
## East Cascades Help Wanted Online Ads Not Seasonally Adjusted



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



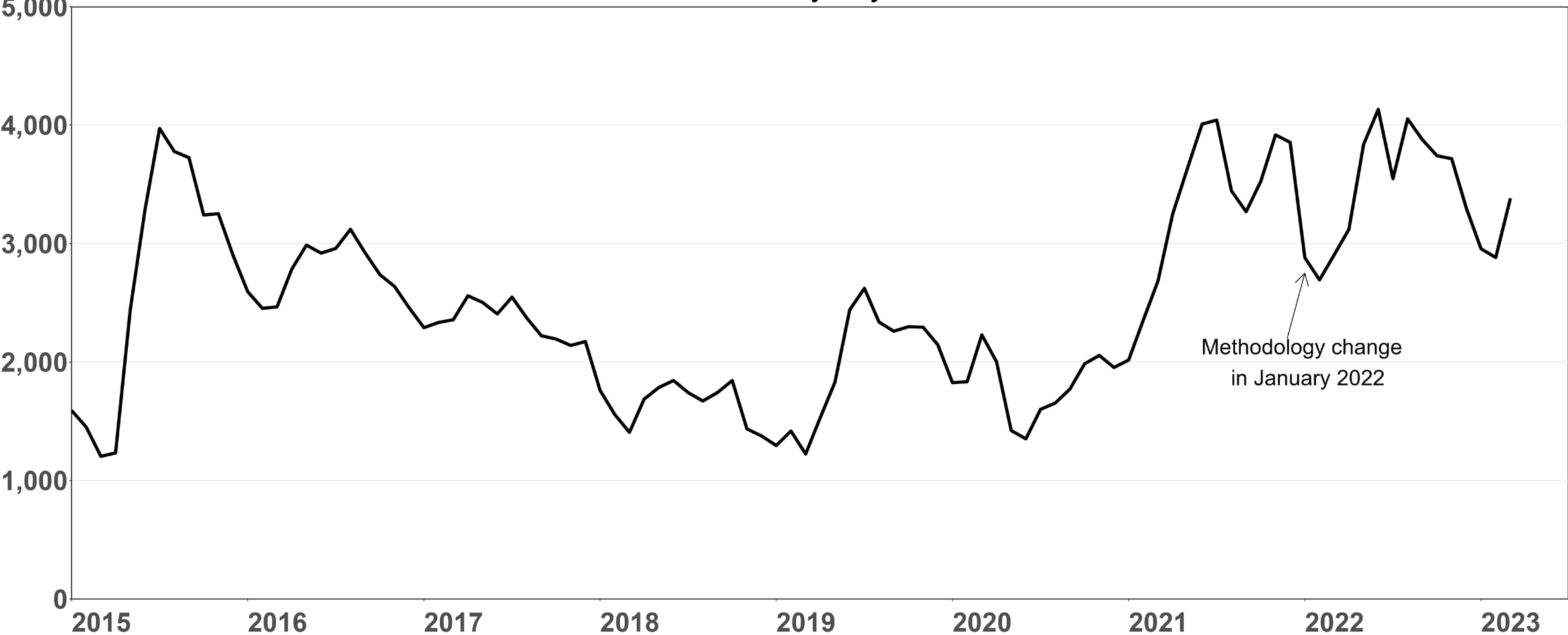
## Clackamas Help Wanted Online Ads Not Seasonally Adjusted



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

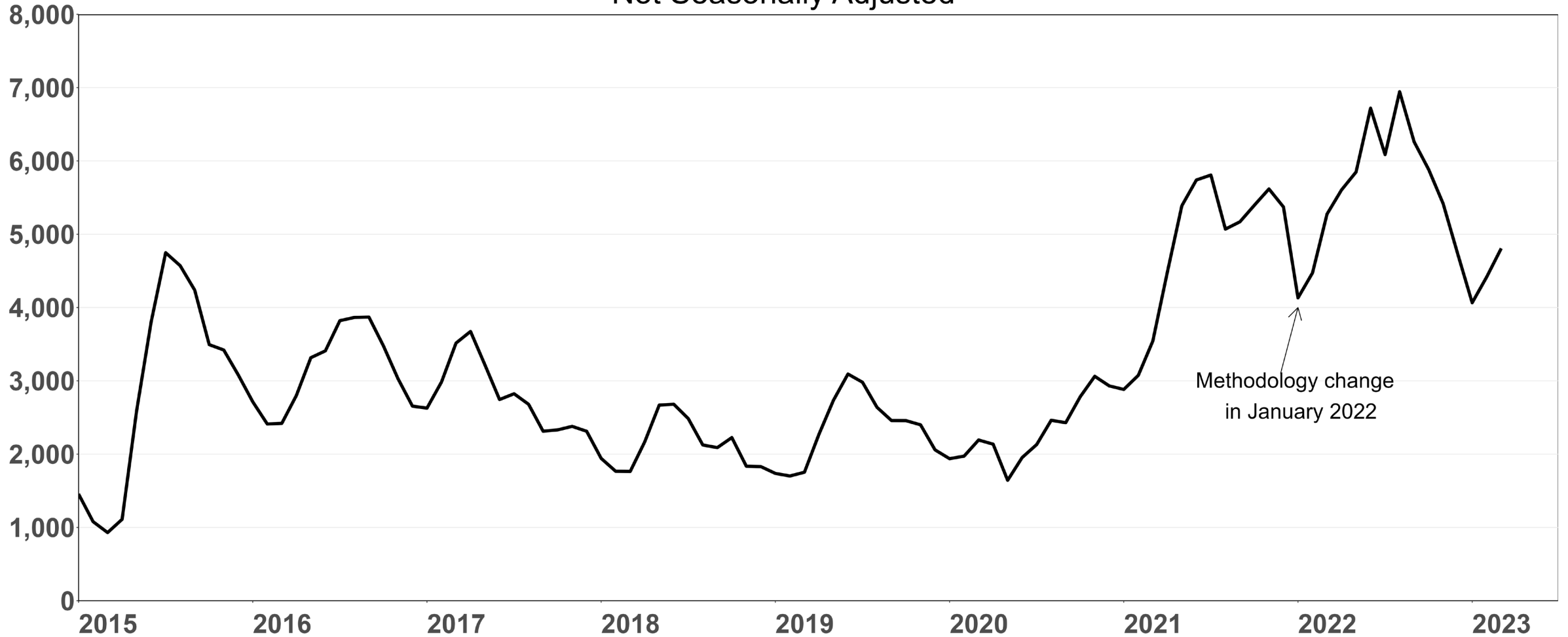
# Rogue Valley Help Wanted Online Ads

Not Seasonally Adjusted



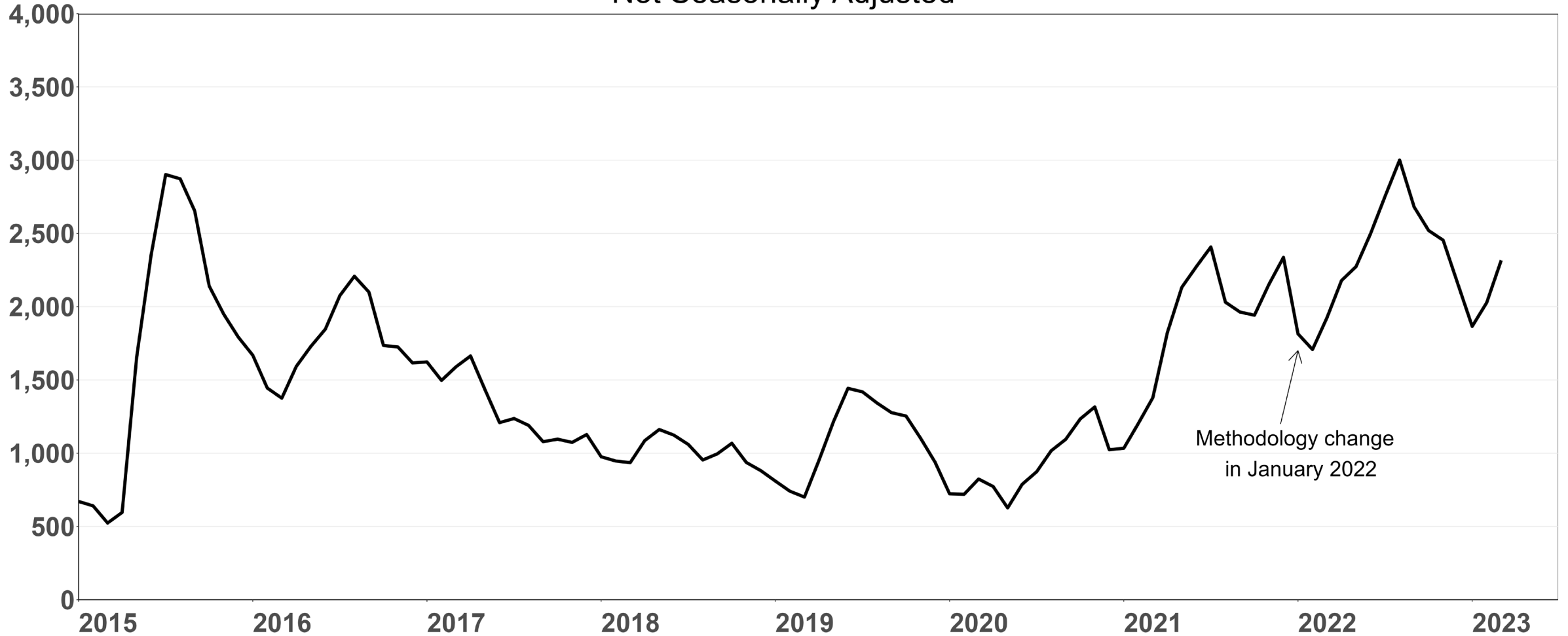
Source: The Conference Board Help Wanted OnLine™ (HWOL)

## Northwest Oregon Help Wanted Online Ads Not Seasonally Adjusted



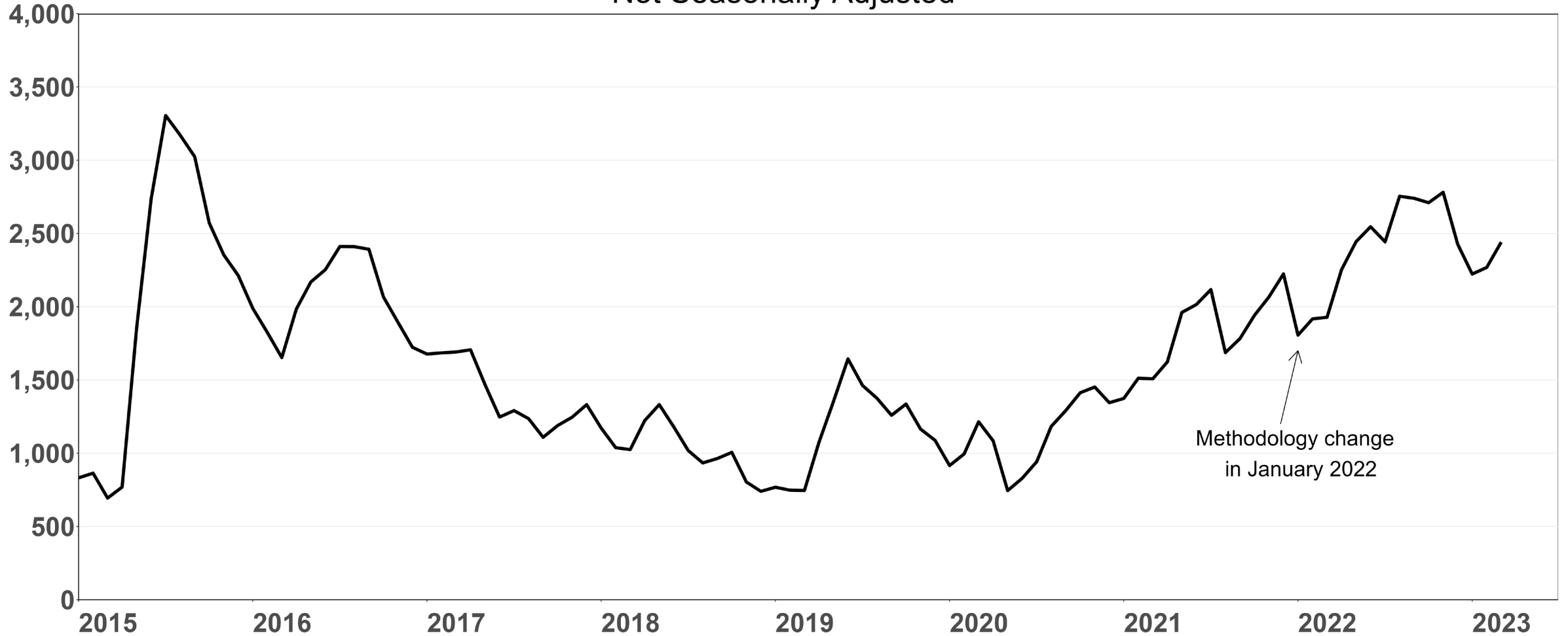
Source: The Conference Board Help Wanted OnLine™ (HWOL)

## Southwestern Oregon Help Wanted Online Ads Not Seasonally Adjusted



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

## Eastern Oregon Help Wanted Online Ads Not Seasonally Adjusted



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

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