

# Economy & Employment and in The Rogue Valley – Elevating our Future

## **SOUTHERN OREGON REGIONAL ECONOMIC DEVELOPMENT**

**2-26-26**



## HAVE YOU BEEN ASKED TO PARTICIPATE IN A BUREAU OF LABOR STATISTICS (BLS), CENSUS BUREAU OR OREGON EMPLOYMENT DEPARTMENT SURVEY?

**BLS survey information is gathered to create data** for businesses, jobseekers, workers and policy-makers about the economy including:

|                                   |                            |                          |
|-----------------------------------|----------------------------|--------------------------|
| Employment*                       | Unemployment*              | Occupational Wages*      |
| Job vacancies*                    | Productivity               | Occupational Employment* |
| Consumer spending patterns        | Workplace injuries         | Compensation             |
| Long-term employment projections* | Employer-provided benefits | Price movements          |

*\* Collected and produced by Oregon Employment Department*

**Your response is vital to ensuring accurate, complete, and unbiased data** that is representative of the people and businesses in Oregon and the United States.

Your confidential responses are protected by federal and state law and strict security policies that prohibit us from releasing any information that could reveal the identity of you or your business without your consent.

**Thank you for helping us track the Oregon economy!**





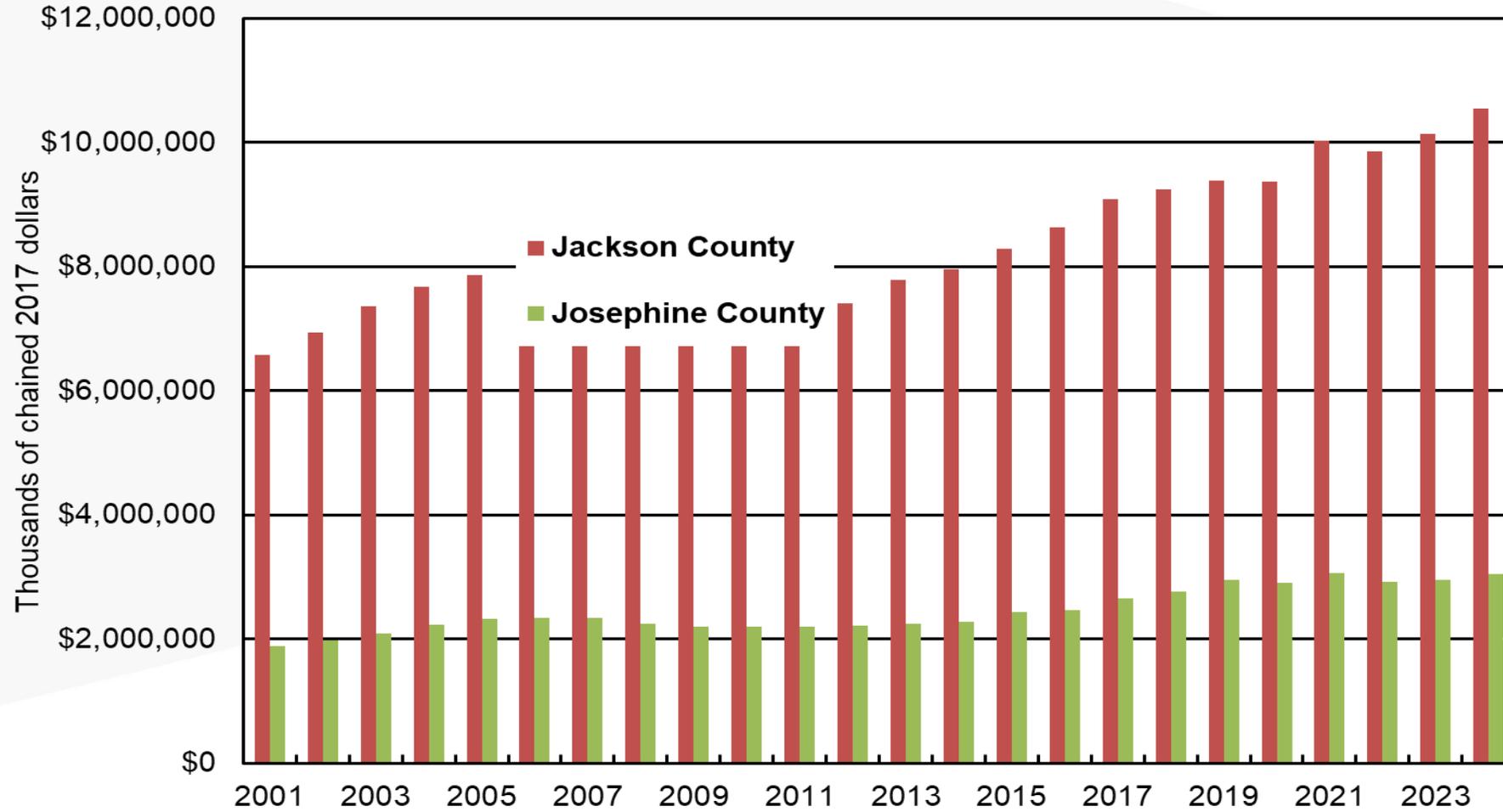
The U.S. Census Bureau Index of Economic Activity (IDEA) is an aggregation of 15 of the Census Bureau's primary economic data series that provides a single time series constructed as a weighted average. - November +0.31



# Census Bureau Index of Economic Activity



## Rogue Valley Real Gross Domestic Product 2002-2024

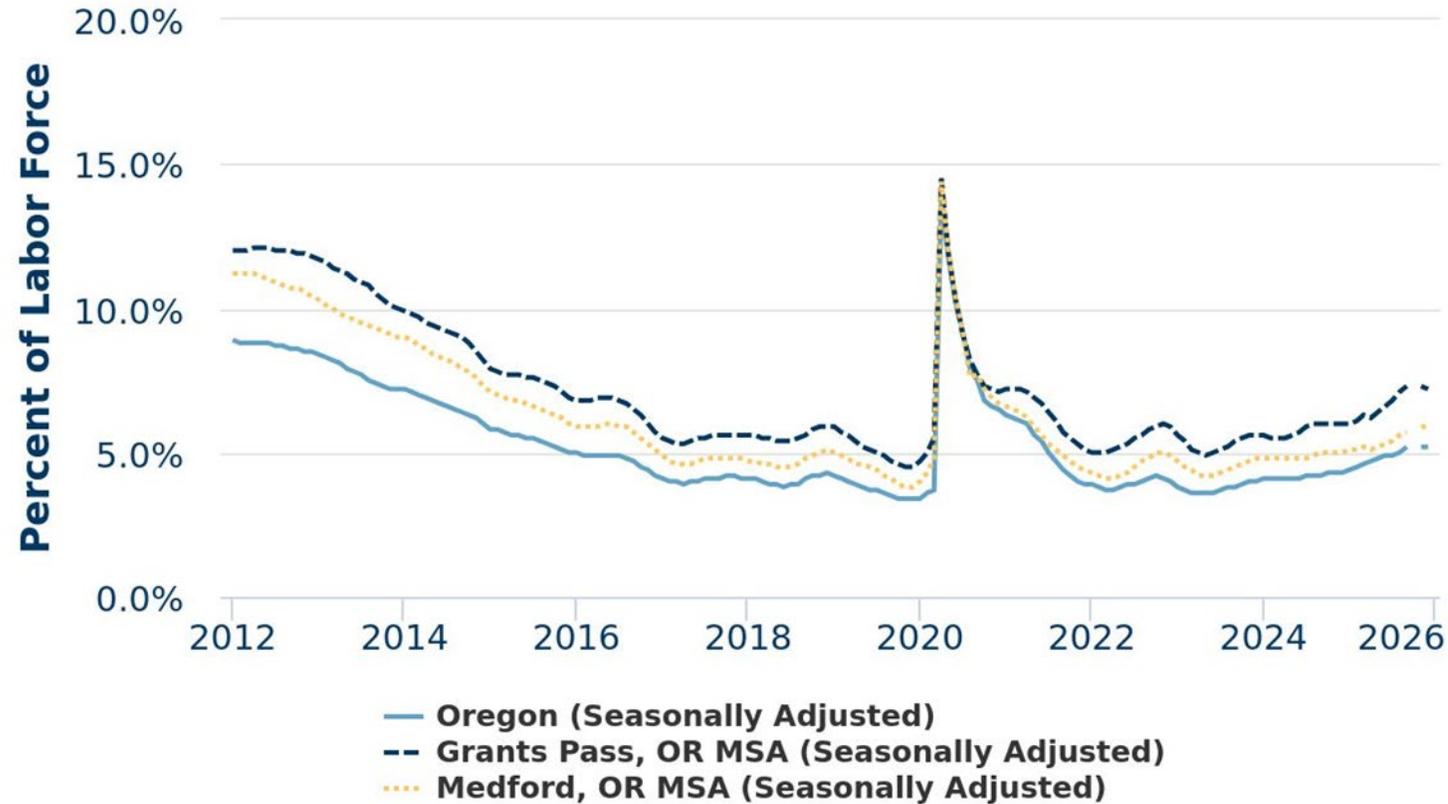


Real GDP  
up 4.0% in  
Jackson  
County in  
2024,  
  
+3.2% in  
Josephine  
  
+2.9%  
Oregon

Source: Bureau of Economic Analysis and Oregon Employment Department



## Unemployment Rate



Source: Oregon Employment Department Qualityinfo.org

12-2024 to 12-2025

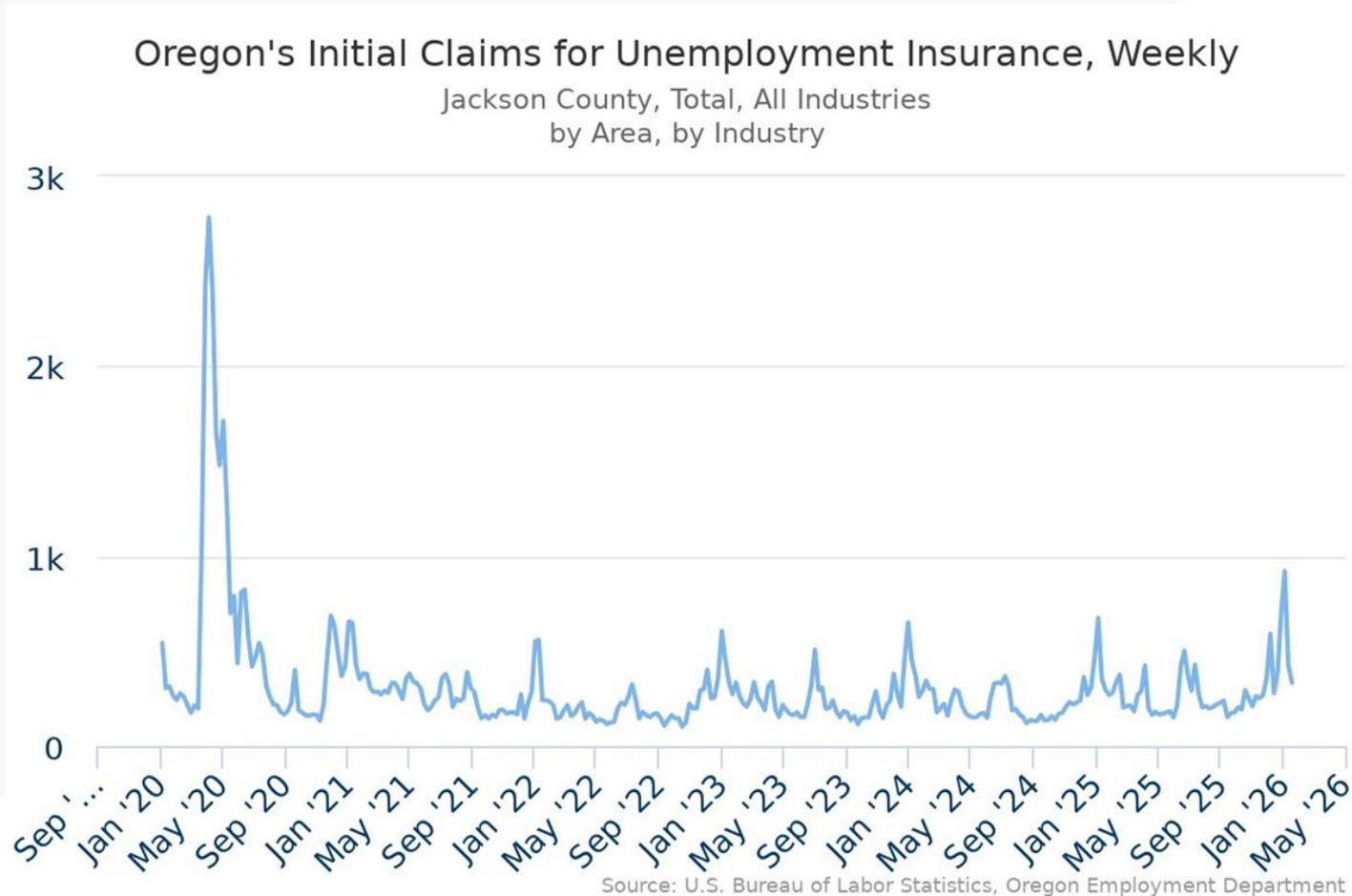
Jackson 5.0 to 5.9%

Josephine 6.0 to 7.2%

Oregon 4.3 to 5.2%

December 2025



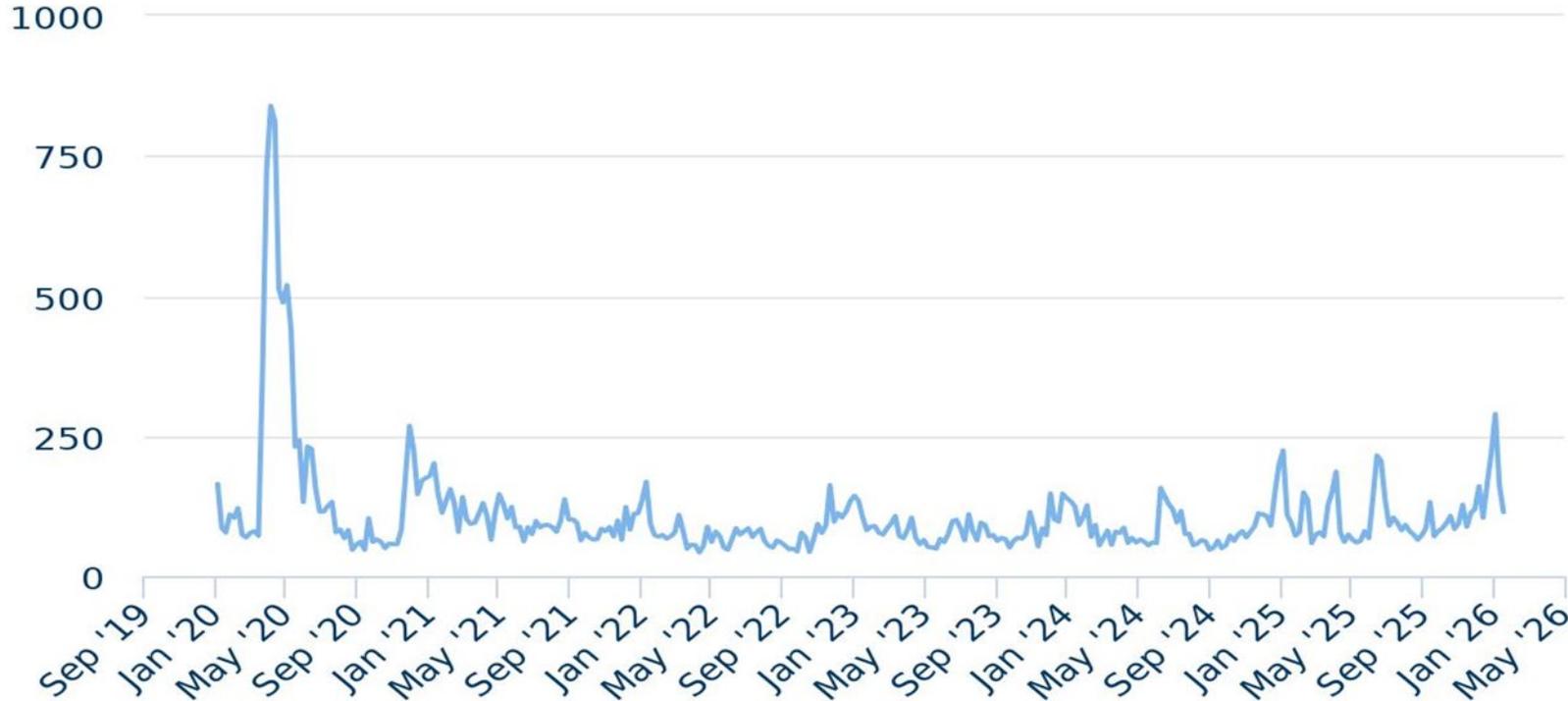


## Jackson County Initial Claims for Unemployment Insurance

2,386 Initial Claims  
past 4 weeks ending  
January 17, 2026  
up from 1,792 same  
4 weeks last year  
(+33%)



Oregon's Initial Claims for Unemployment Insurance, Weekly  
Josephine County, Total, All Industries  
by Area, by Industry



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

## Josephine County Initial Claims for Unemployment Insurance

783 Initial Claims past 4 weeks ending January 17, 2026  
up from 627 same 4 weeks last year (+25%)



# JOB VACANCIES HAVE DECREASED SINCE 2023 IN ALL AREAS OF THE STATE.

**Oregon Job Vacancies by Geography, 2019-2024**

| Geography               | 2019          | 2020          | 2021          | 2022           | 2023          | 2024          | Change from 2023 |
|-------------------------|---------------|---------------|---------------|----------------|---------------|---------------|------------------|
| <b>Oregon Statewide</b> | <b>57,241</b> | <b>44,408</b> | <b>96,887</b> | <b>103,977</b> | <b>72,815</b> | <b>57,767</b> | <b>-21%</b>      |
| Portland Metro          | 21,218        | 13,429        | 28,014        | 30,991         | 21,685        | 16,941        | -22%             |
| Mid-Valley              | 7,091         | 6,995         | 12,681        | 15,083         | 9,190         | 8,382         | -9%              |
| East Cascades           | 5,673         | 4,402         | 10,771        | 10,697         | 9,024         | 5,941         | -34%             |
| Clackamas               | 5,795         | 3,921         | 10,088        | 11,934         | 7,481         | 6,695         | -11%             |
| Lane                    | 5,414         | 4,029         | 8,857         | 10,003         | 7,704         | 6,396         | -17%             |
| Rogue Valley            | 4,134         | 3,749         | 8,752         | 8,934          | 5,214         | 3,763         | -28%             |
| Northwest Oregon        | 3,357         | 2,255         | 7,311         | 6,624          | 4,684         | 3,346         | -29%             |
| Southwestern Oregon     | 1,745         | 2,195         | 4,801         | 4,298          | 3,301         | 2,476         | -25%             |
| Eastern Oregon          | 2,147         | 2,527         | 4,199         | 4,399          | 3,035         | 2,583         | -15%             |
| Multi-area or unknown   | 667           | 906           | 1,413         | 1,014          | 1,497         | 1,244         | -17%             |

Source: Oregon Employment Department



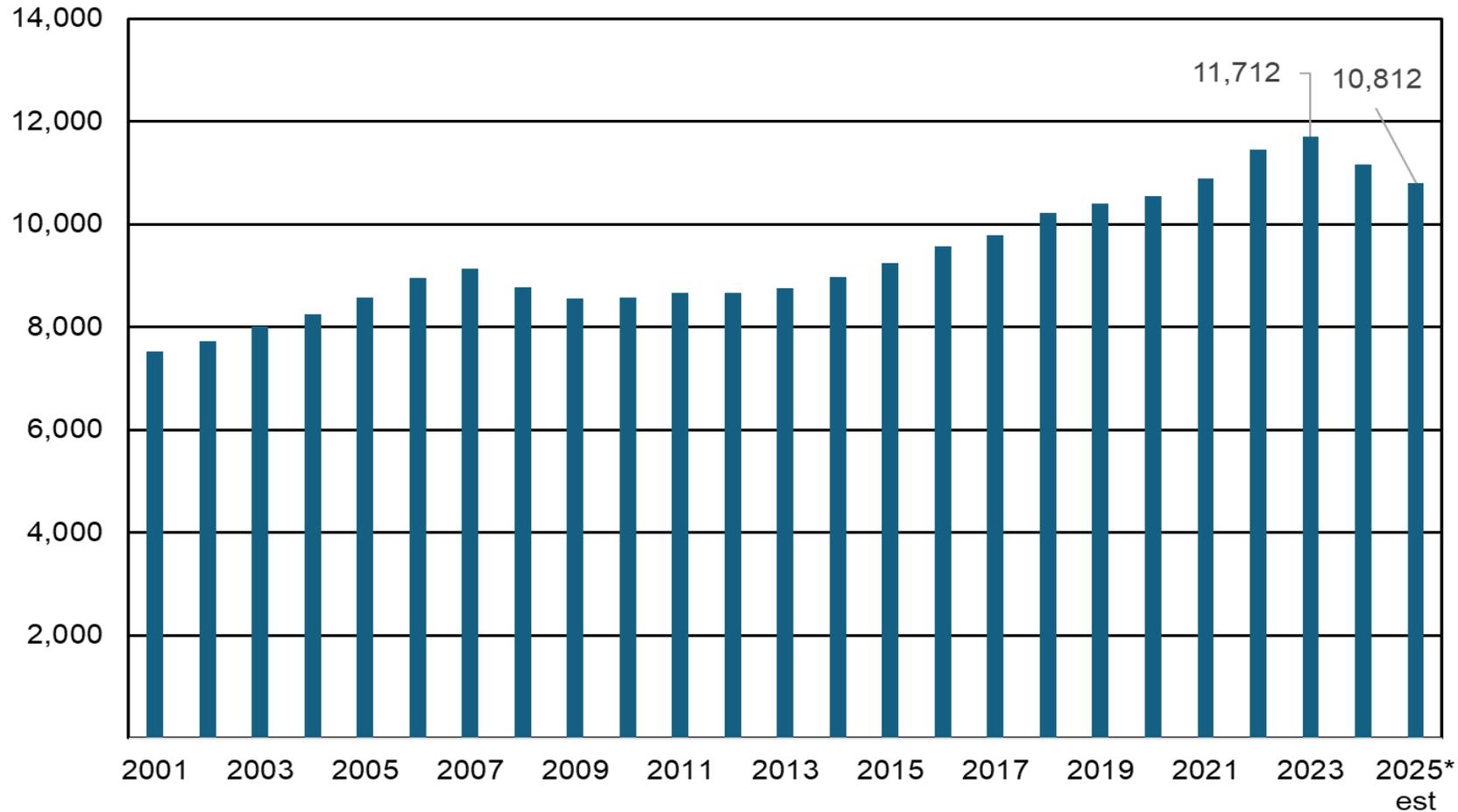
### Rogue Valley Job Vacancies by Industry, 2024

| <b>Industry</b>                                  | <b>Vacancies</b> | <b>Average Wage</b> |
|--|------------------|---------------------|
| <b>All Industries</b>                            | <b>3,763</b>     | <b>\$23.82</b>      |
| Health care and social assistance                | 1,568            | \$27.95             |
| Manufacturing                                    | 366              | \$26.44             |
| Leisure and hospitality                          | 340              | \$15.79             |
| Management, administrative, and waste services   | 308              | \$21.67             |
| Transportation, warehousing, and utilities       | 275              | \$21.59             |
| Retail trade                                     | 204              | \$18.49             |
| Financial activities                             | 184              | \$20.04             |
| Professional, scientific, and technical services | 134              | \$32.42             |
| Other services                                   | 127              | \$14.56             |
| Construction                                     | 75               | \$26.67             |
| Information                                      | 75               | \$20.51             |
| Natural resources and mining                     | 45               | \$32.00             |
| Wholesale trade                                  | 34               | n/a                 |
| Private educational services                     | 28               | n/a                 |

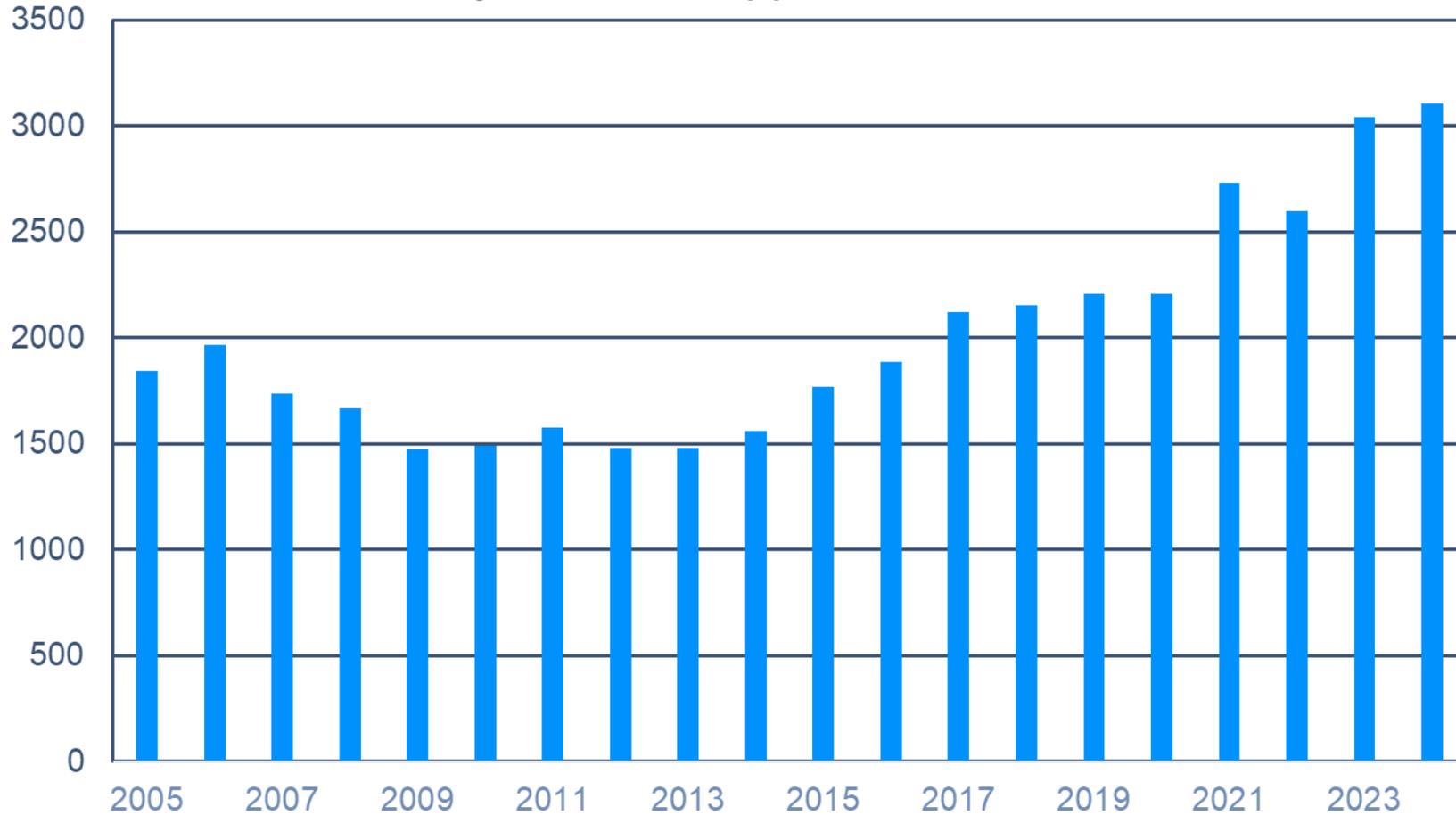
*Source: Oregon Employment Department*



## Rogue Valley Business Units Nonfarm Payroll Employment



### Jackson County Business Applications 2005-2024

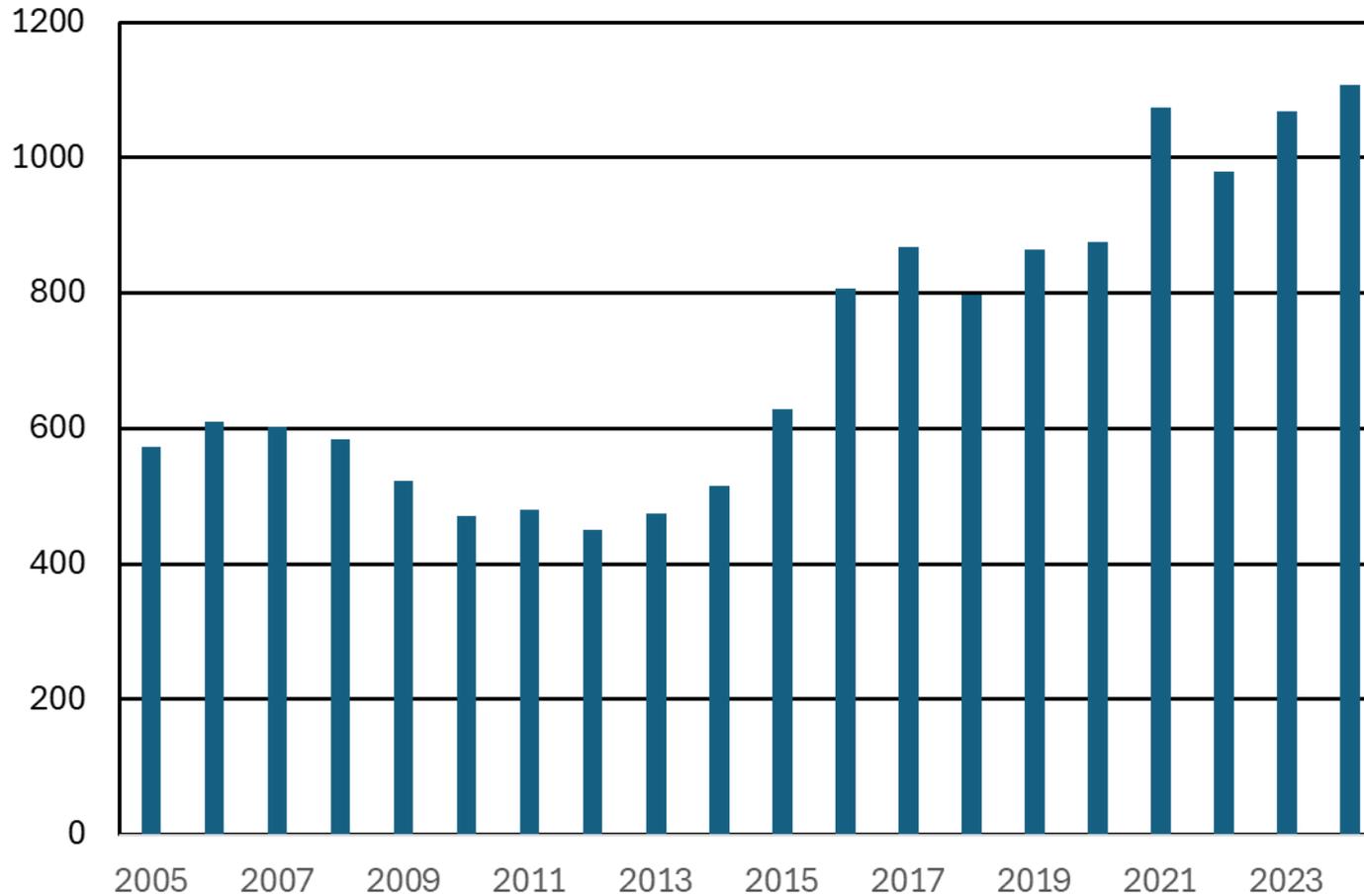


Jackson County Business Applications up 2.2% from 2023-2024

Source: Oregon Employment Department U.S. Census Bureau Business Formation Statistics



## Josephine County Business Applications 2005-2024



Josephine  
County  
Business  
Applications  
rose 3.6%  
2023 to 2024

Source: Oregon Employment Department and U.S. Census Bureau Business

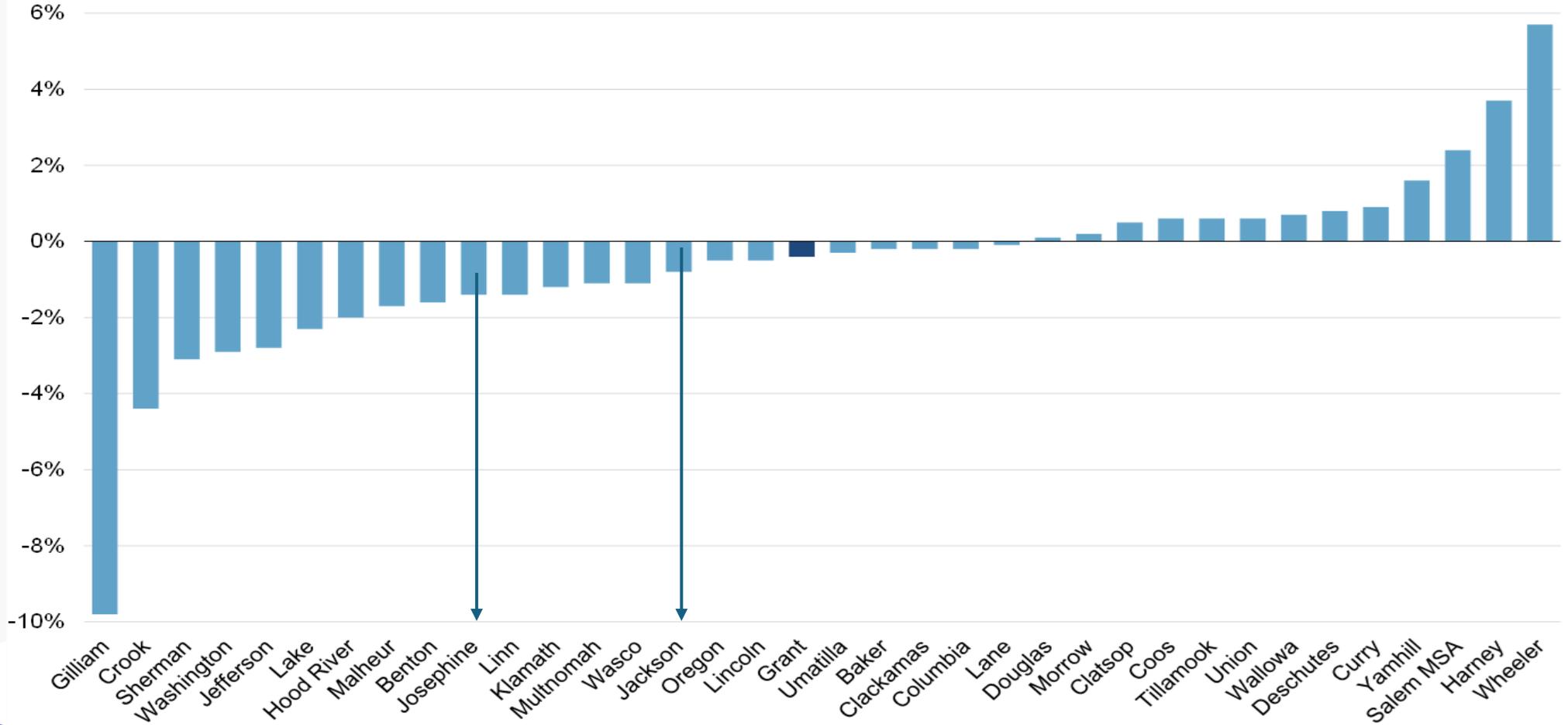


## Employment Change in Oregon's Metro Areas

December 2024 to December 2025, Seasonally Adjusted



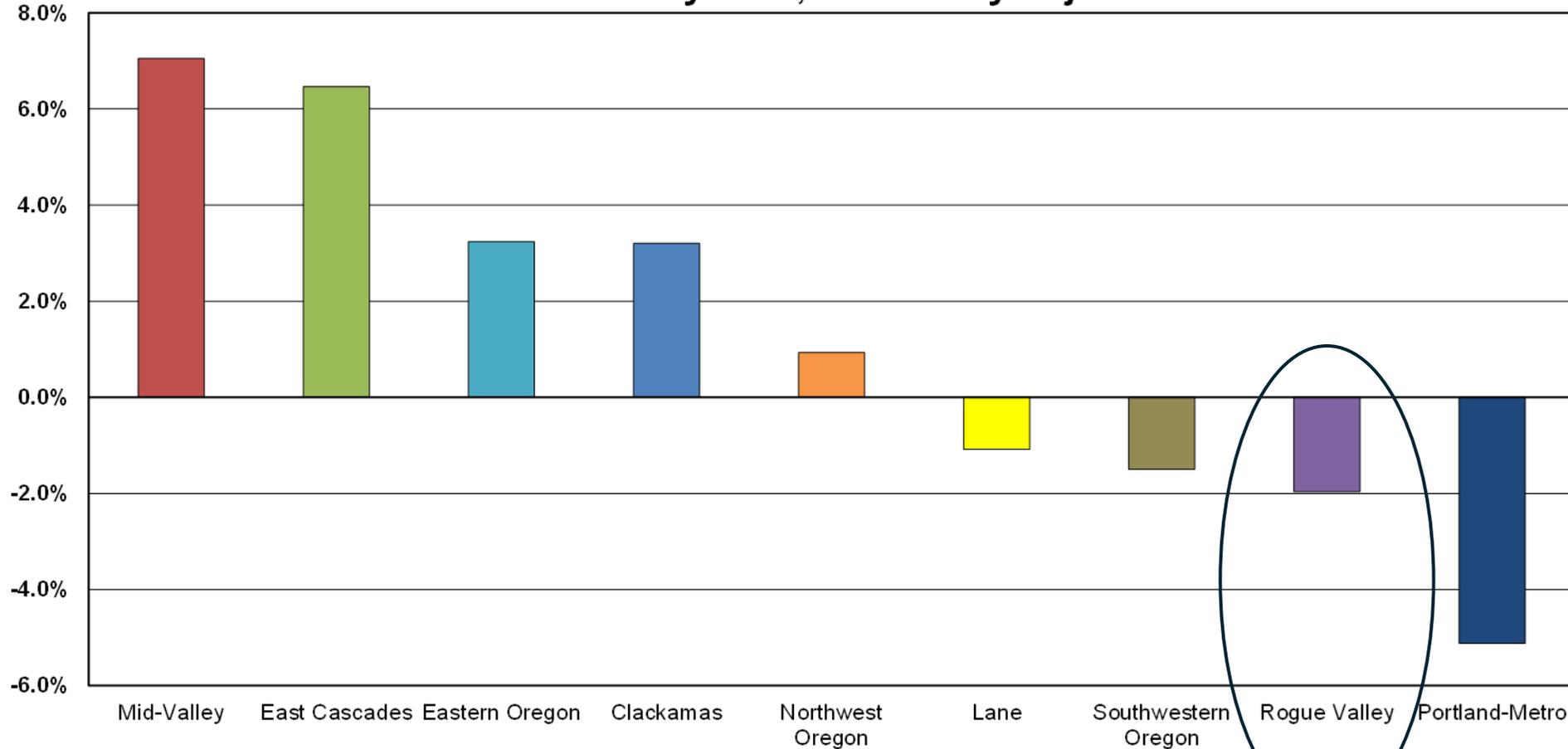
**Job Growth by Oregon County**  
Seasonally Adjusted, December 2024 - December 2025



Source: Oregon Employment Department



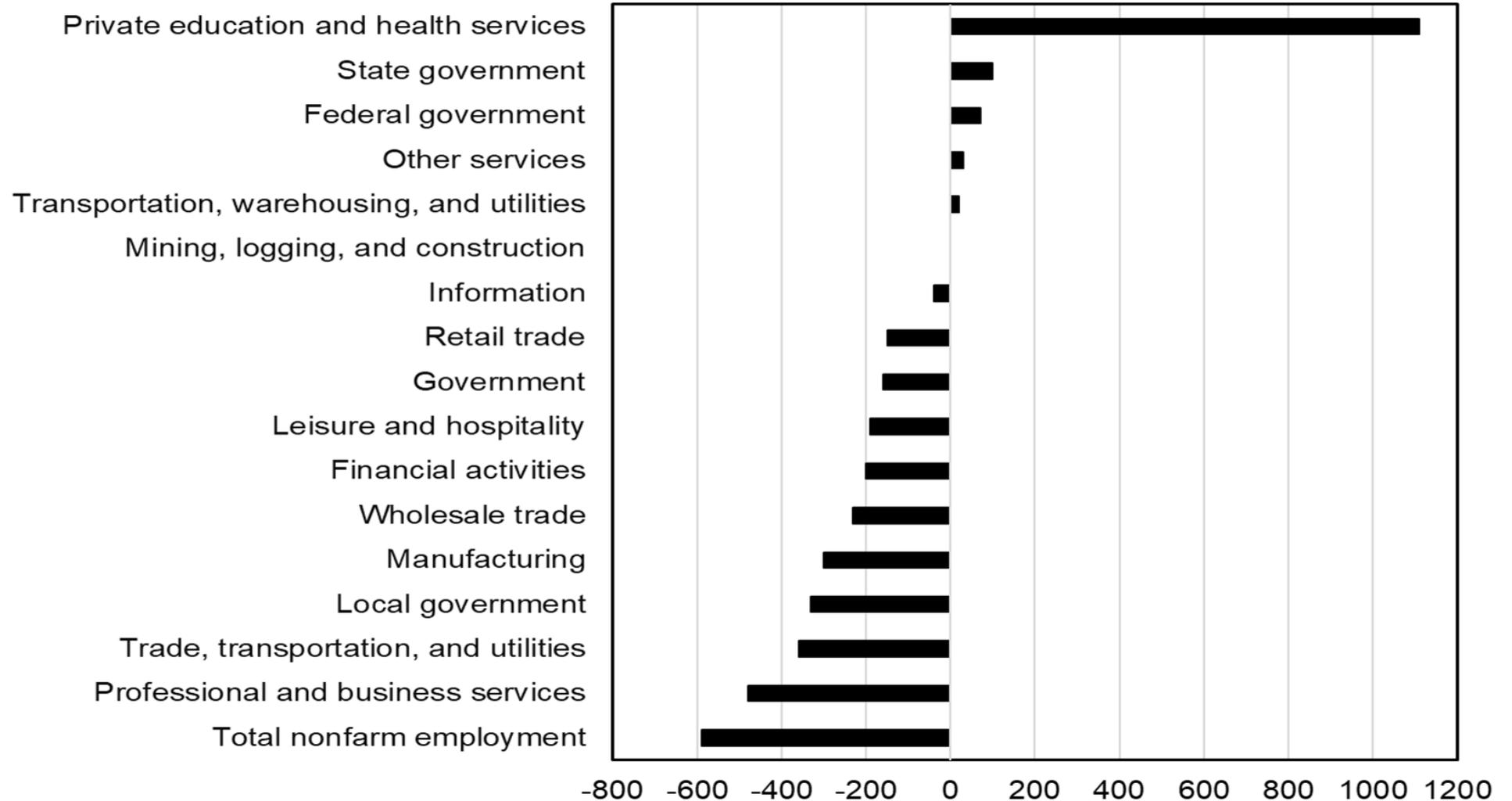
### Job Change Rates by Local Workforce Area as of December 2025 Since February 2020, Seasonally Adjusted



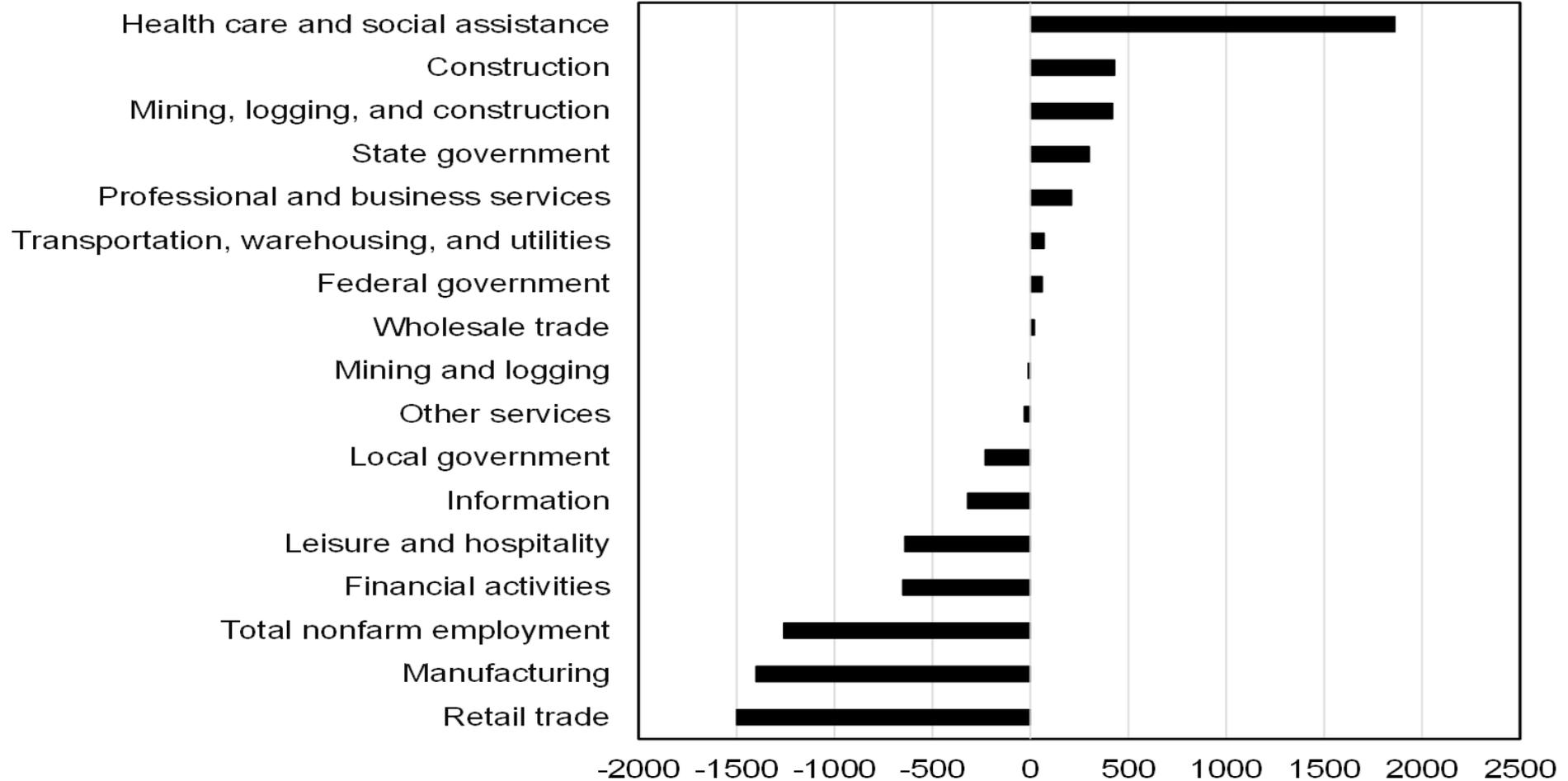
Source: Oregon Employment Department, Current Employment Statistics



## Josephine County Payroll Employment Change December 2019 to December 2025

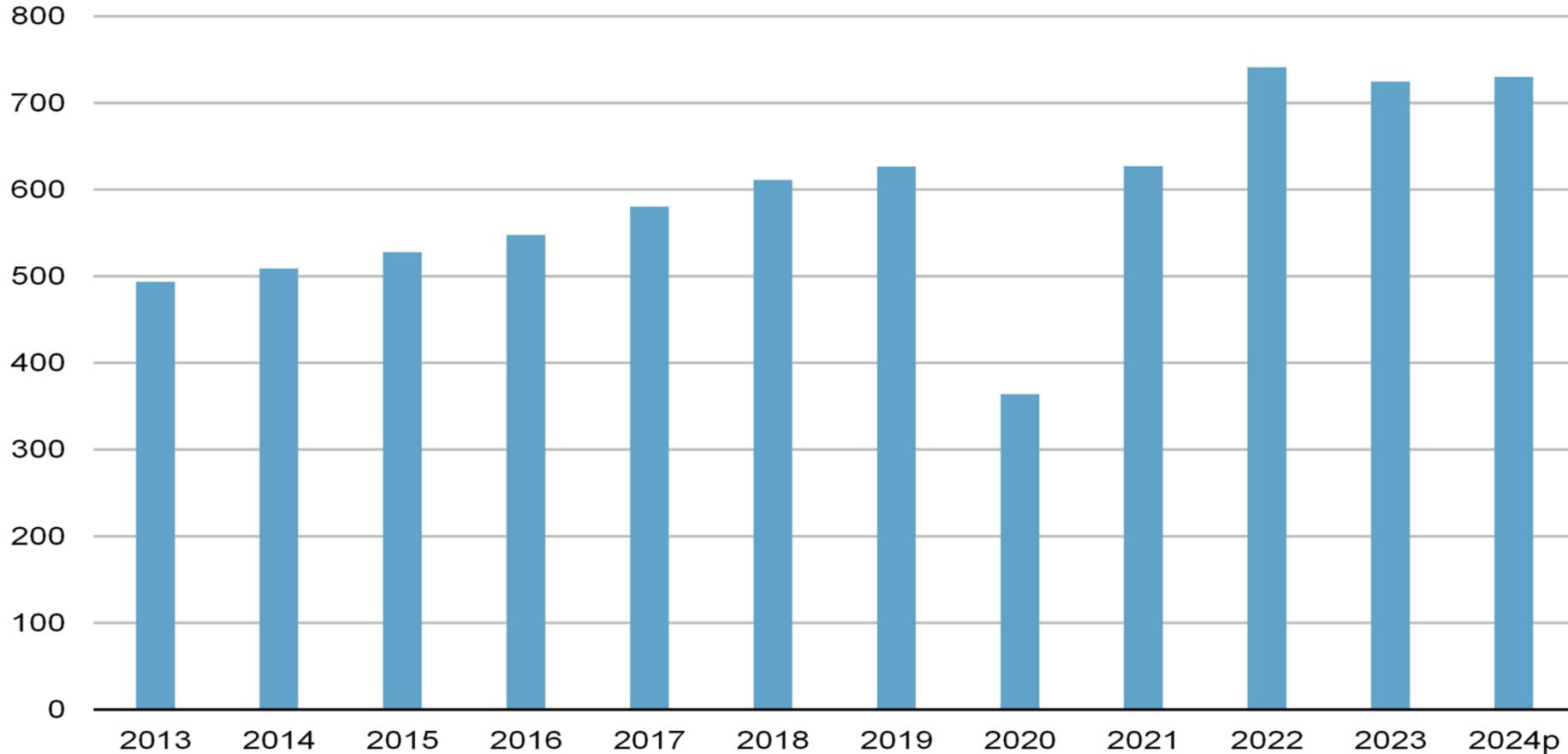


### Jackson County Payroll Employment Change December 2019 to December 2025



Jackson County travel spending increased to \$730 million, a gain of 0.8% from the 2023 total

### Jackson County Direct Travel Spending (in Millions)



Source: Oregon Employment Department using data from Dean Runyan Associates and Oregon Tourism Commission

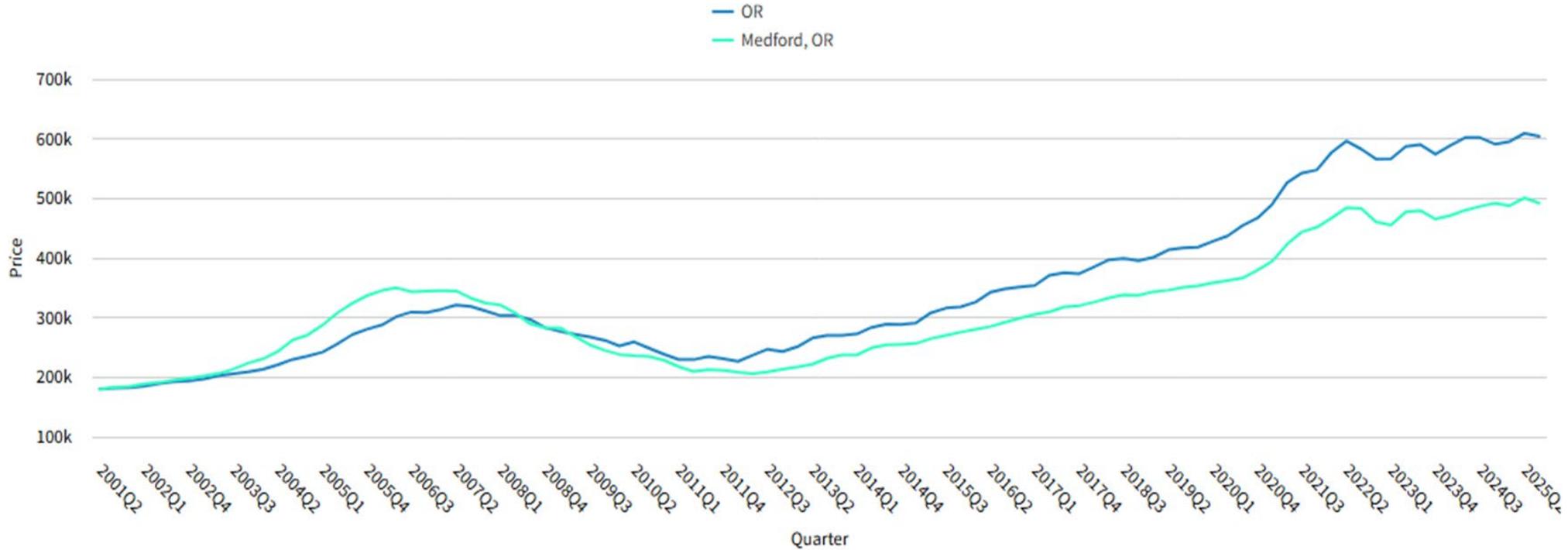




Estimated Value for MSA: \$492,090

Estimated Value for State: \$604,126

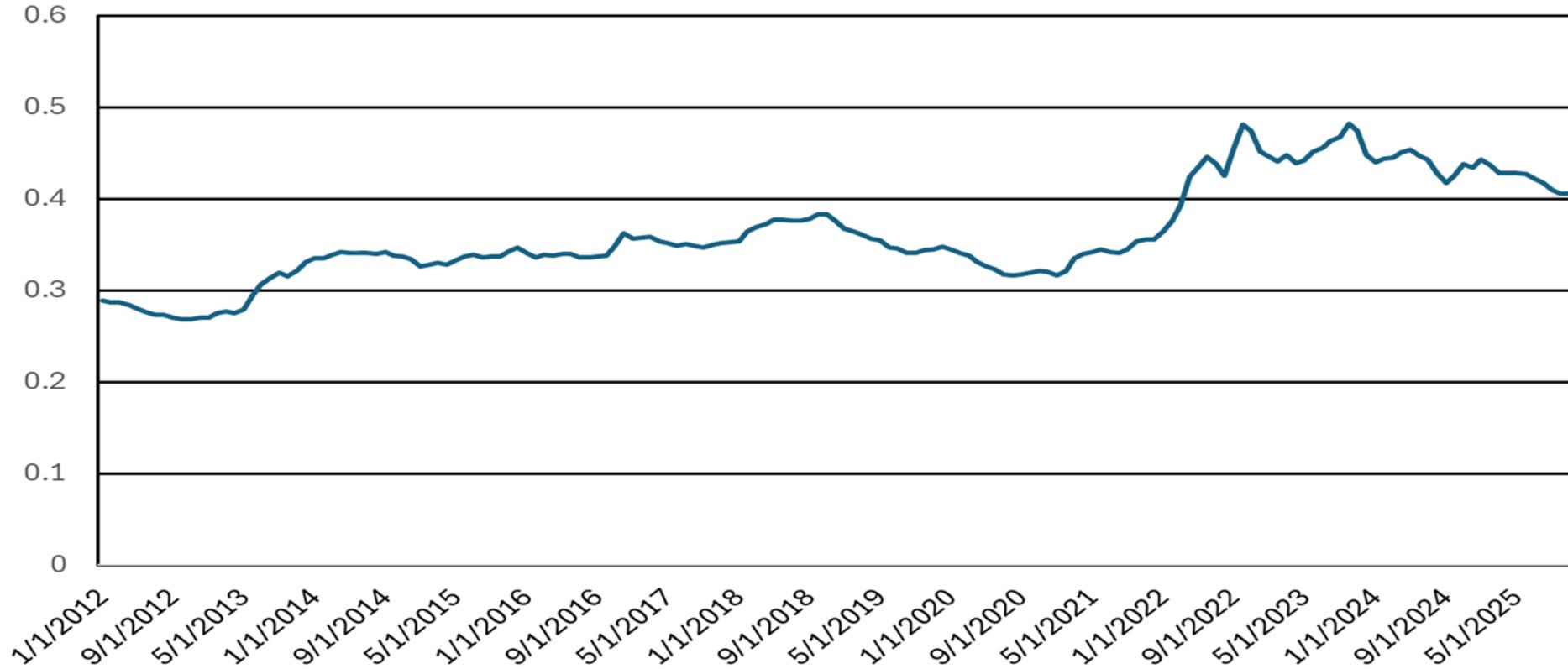
MSA Percentage Change: 173.38%



Source: Federal Home Finance Agency House Price Index



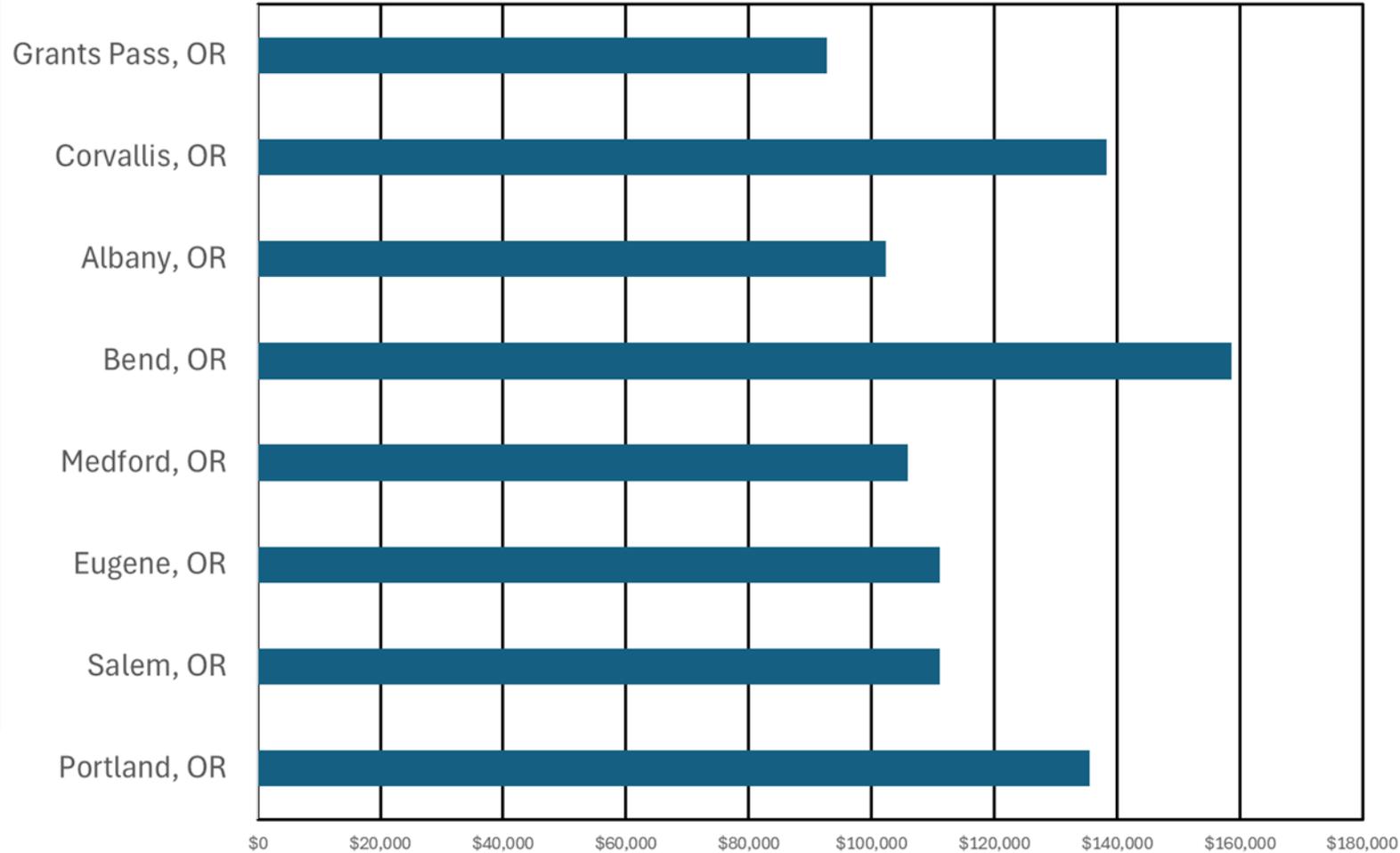
### Medford New Home Affordability



*A measure of the share of income the median household would spend on a newly purchased home, including mortgage, homeowner's insurance, property taxes and maintenance. Typically, spending more than 30% of income on housing is considered unaffordable- Source- Zillow*



### New Homeowner Income Needed



An estimate of the annual household income required to spend less than 30% of monthly income on the total monthly payment after newly purchasing the typical home with a 20% down payment.

(Hopefully not becoming their parents) Source: Zillow



**Success and challenges- companies grow- become targets for mergers- and unfortunately sometimes are sold, relocate, or expand elsewhere.**

**Musician's Friend:** In 1989, the company moved from the dairy barn to a 6,500-square-foot fulfillment center, also adding a Medford, Oregon showroom. By 1999, the company had grown to include nine retail stores, and the company operated the largest e-commerce site in the music industry and, needless to say, the world's largest music mail order catalog. Total sales surpassed \$150 million. Through a pooling of shares, in that year Musician's Friend merged into Guitar Center, creating the world's largest combined music retail, catalog and e-commerce company. While Medford played a central role in the company's early growth, the headquarters was slated for closure, with 160 jobs eliminated beginning in September 2020. –source Co-pilot ( there may be errors is AI)

- **Brammo Motorsports**, founded in 2002 in Oregon, was a pioneering company in electric motorcycles known for high-performance models like the Enertia and Empulse and notable successes in electric motorcycle racing. Sold Electric Motorcycle to Polaris in 2015. Remaining assets sold to Cummins in 2017.- source- wikipedia

- **Dutch Bros.** Corporate Headquarters to Phoenix ( not Oregon) – Oregonlive 6-11-25



**Success and challenges- companies grow- become targets for mergers- and unfortunately sometimes are sold, relocate, or expand elsewhere.**

Oregon's regulatory environment made it problematic for **Rogue Valley Microdevices** to consider expansion there beyond its existing factory, Gomez says. "The business environment in Florida is much better." She considered Texas, North Carolina and Colorado for the company's new fab plant but ended up selecting Florida because of its overall business-friendliness, a tech-experienced workforce on Florida's eastern mid-state "Space Coast," a reputation for doing a good job of workforce training and the opportunity for Rogue Valley ( Microdevices) to own its real estate." *Source: company website*

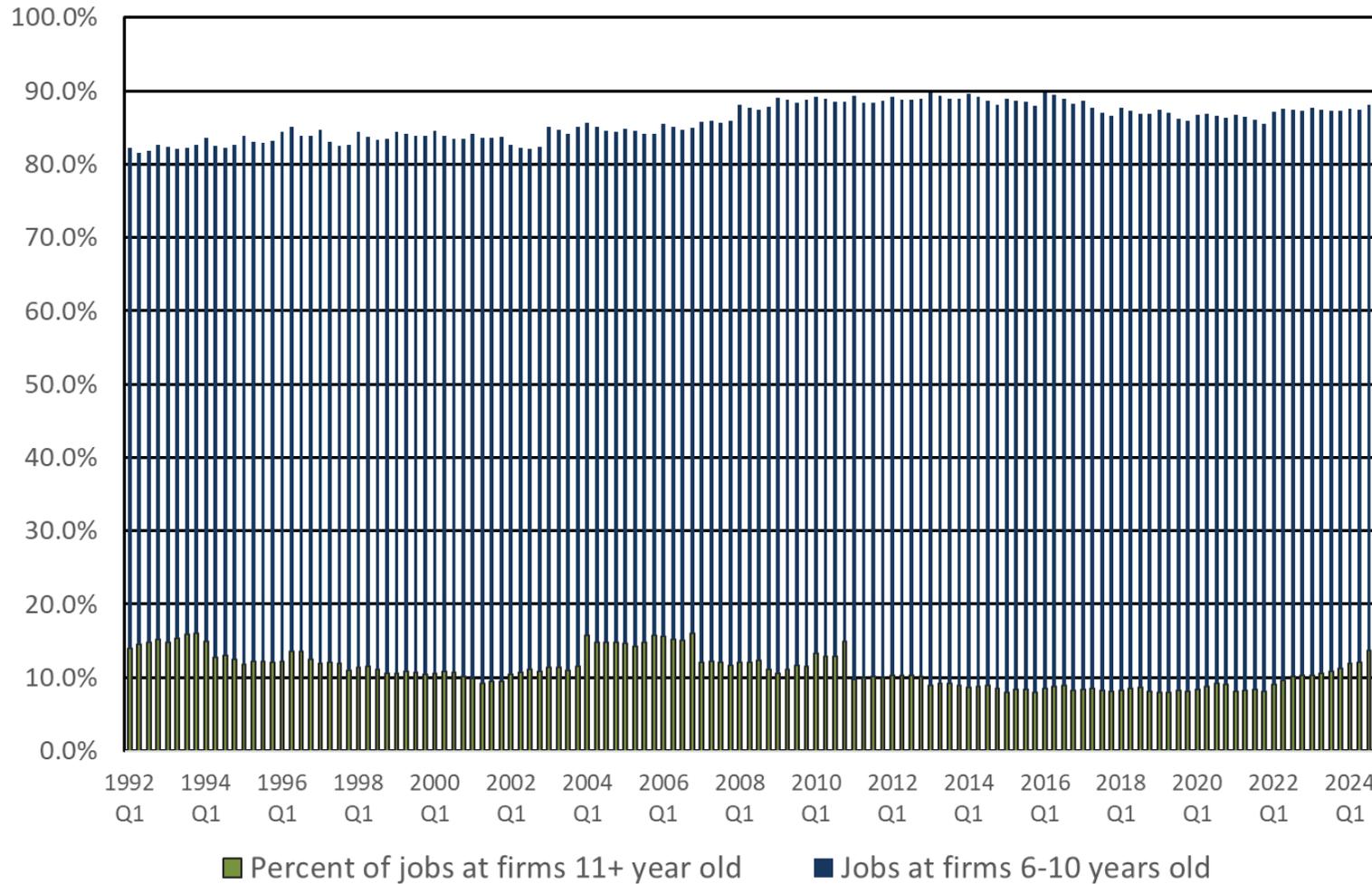
**Motorcycle Superstore** Sold to Motorcycle Aftermarket Group, an Irvine, California company. Under the new owners, Motorcycle Superstore's headquarters remained in the Rogue Valley for three years.

"it was a difficult decision to move away from Medford.

"We are relocating the business in order to better serve our customers," he said. "Our expanded fulfillment operations will allow us to deliver product to over 70 percent of our customers within two days..... it had become increasingly challenging to attract workers into Medford to fill marketing, e-commerce and merchandising jobs." *Oregonlive July 6, 2015*



### More than 4 of 5 jobs in the Rogue Valley at firms 6 year or older



## Economic Activity (Oregon and region)

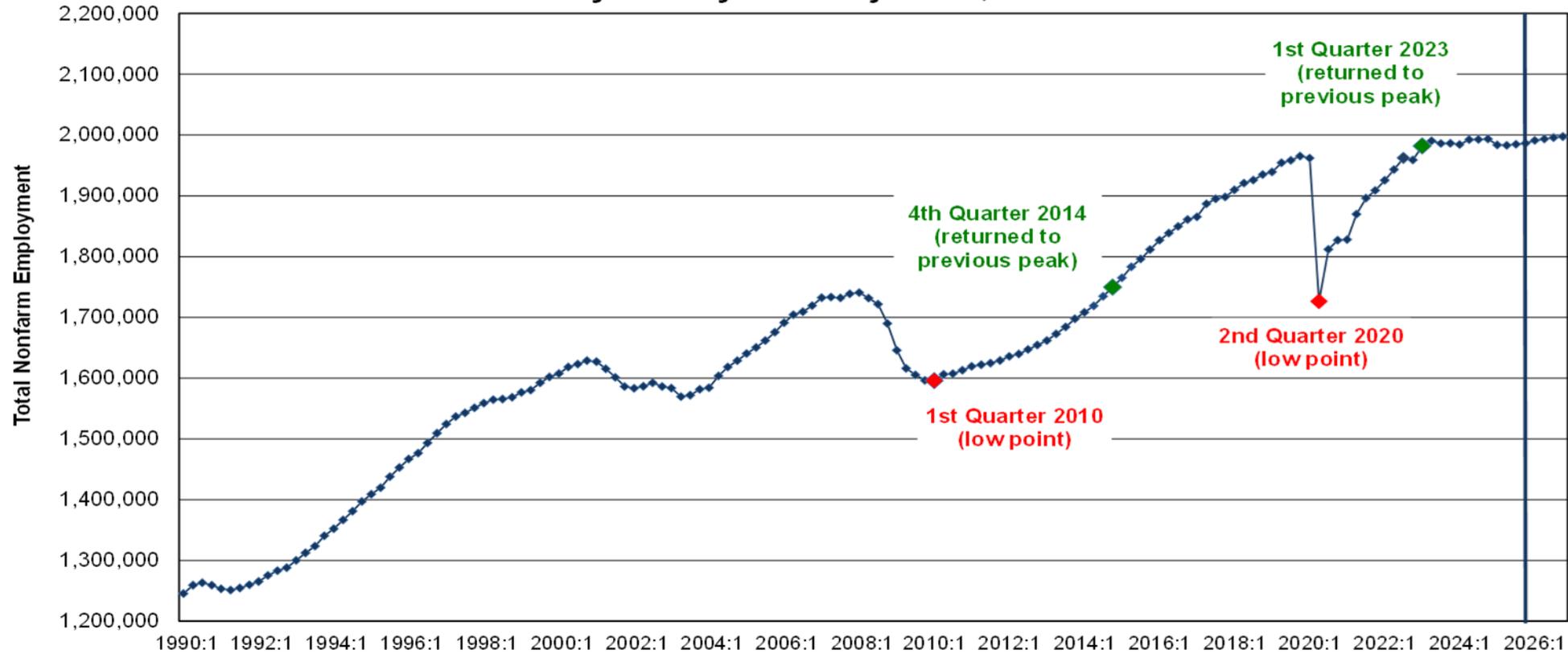
- Economic activity in the Twelfth District (Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington) expanded modestly during the mid-November through December reporting period.
- Employment levels were largely stable, although some contacts reported recent and planned layoffs.
- Wages grew somewhat, and the rate of price increases intensified in recent weeks from a modest to moderate pace.
- **Retail sales grew modestly overall, with muted holiday shopping in November giving way to stronger-than-expected spending in December, stemming mainly from high-income consumers.**
- Conditions in the services, real estate, agriculture, and resource-related sectors were stable on net, while manufacturing activity softened somewhat.
- Lending activity increased slightly, as borrowing rates fell.
- **. Demand for community services, particularly for food assistance and childcare, remained high.**
- Contacts' economic outlook improved slightly since the previous report



*Federal Reserve Bank, Beige Book, January 14, 2026*

The Oregon Office of Economic Analysis Forecasts Oregon to add 18,400 jobs between 1Q 2026 and 1Q 2027, a gain of 0.6%

**Oregon Nonfarm Payroll Employment  
Quarterly History and Projection, 1990-2026**



Source: Office of Economic Analysis, Department of Administrative Services, December 2025

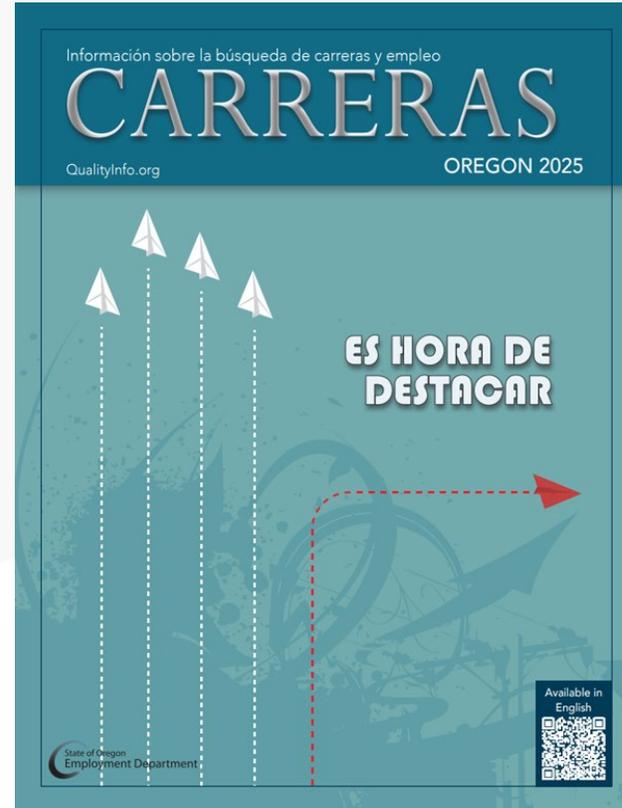
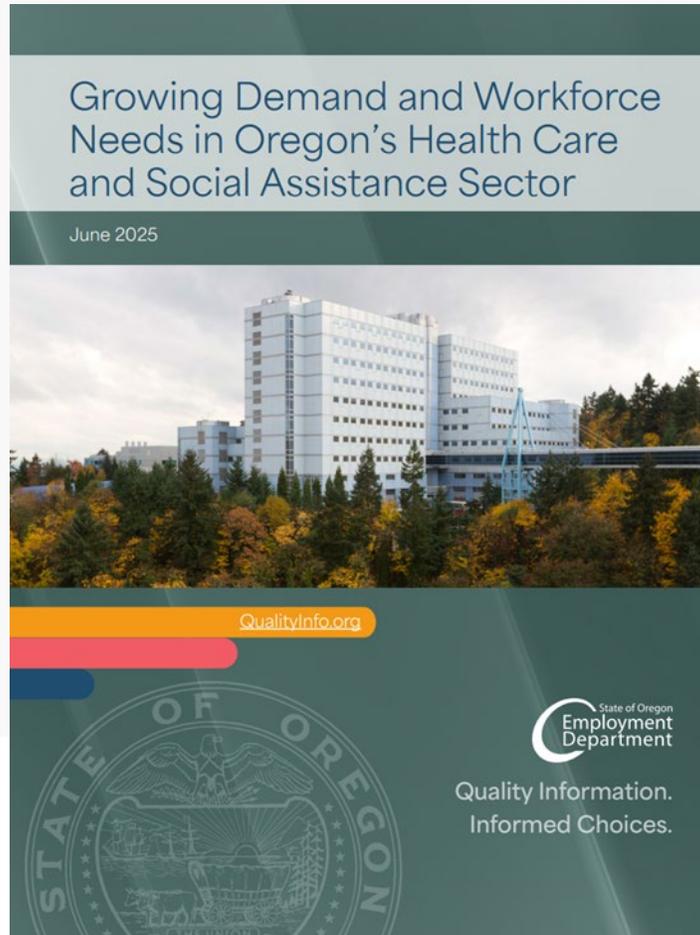


# OREGON EMPLOYMENT DEPARTMENT PROJECTS OVER 7,000 GROWTH OPENINGS AND 150,000 REPLACEMENT OPENINGS IN THE NEXT DECADE IN THE ROGUE VALLEY

## Industry Employment Projections, 2024-2034 Jackson and Josephine Counties

|  | 2024           | 2034           | Change       | % Change  |
|--|----------------|----------------|--------------|-----------|
| <b>Total employment</b>                    | <b>128,950</b> | <b>136,060</b> | <b>7,110</b> | <b>6%</b> |
| Total payroll employment                   | 120,590        | 127,370        | 6,780        | 6%        |
| Natural resources and mining               | 4,760          | 4,910          | 150          | 3%        |
| Construction                               | 6,370          | 6,900          | 530          | 8%        |
| Manufacturing                              | 9,560          | 9,670          | 110          | 1%        |
| Wholesale trade                            | 3,100          | 3,210          | 110          | 4%        |
| Retail trade                               | 17,590         | 17,580         | -10          | 0%        |
| Transportation, warehousing, and utilities | 3,910          | 4,180          | 270          | 7%        |
| Information                                | 1,080          | 1,050          | -30          | -3%       |
| Financial activities                       | 5,320          | 5,380          | 60           | 1%        |
| Professional and business services         | 9,610          | 10,510         | 900          | 9%        |
| Health care and social assistance          | 24,570         | 27,800         | 3,230        | 13%       |
| Leisure and hospitality                    | 14,180         | 15,570         | 1,390        | 10%       |
| Other services                             | 3,940          | 4,150          | 210          | 5%        |
| Government                                 | 15,300         | 15,090         | -210         | -1%       |
| Federal government                         | 2,250          | 2,070          | -180         | -8%       |
| State government                           | 1,840          | 1,910          | 70           | 4%        |
| Local government                           | 11,210         | 11,110         | -100         | -1%       |

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# Thank You!

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