

Help Wanted Online Ads

July 2024

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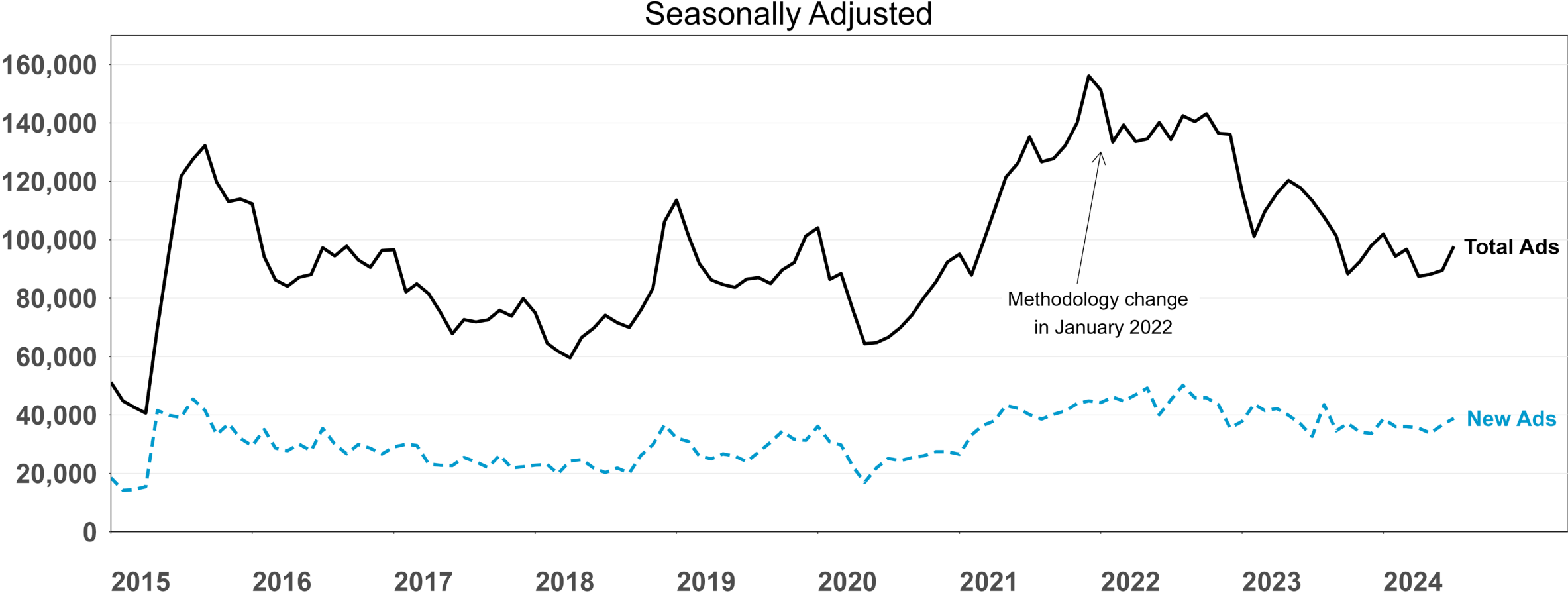
Note

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 6.3 million in July.

- Number of ads posted in Oregon totaled 97,700 in July.
- Number of ads posted for the first time (*new ads*) increased by 2,300 in Oregon in July.
- Nationally, new ads decreased by 66,500 in July.
- Number of online ads in Oregon and its neighboring states:
 - Idaho: 39,300
 - Nevada: 70,800
 - Oregon: 97,700
 - Washington: 165,000
 - California: 669,000

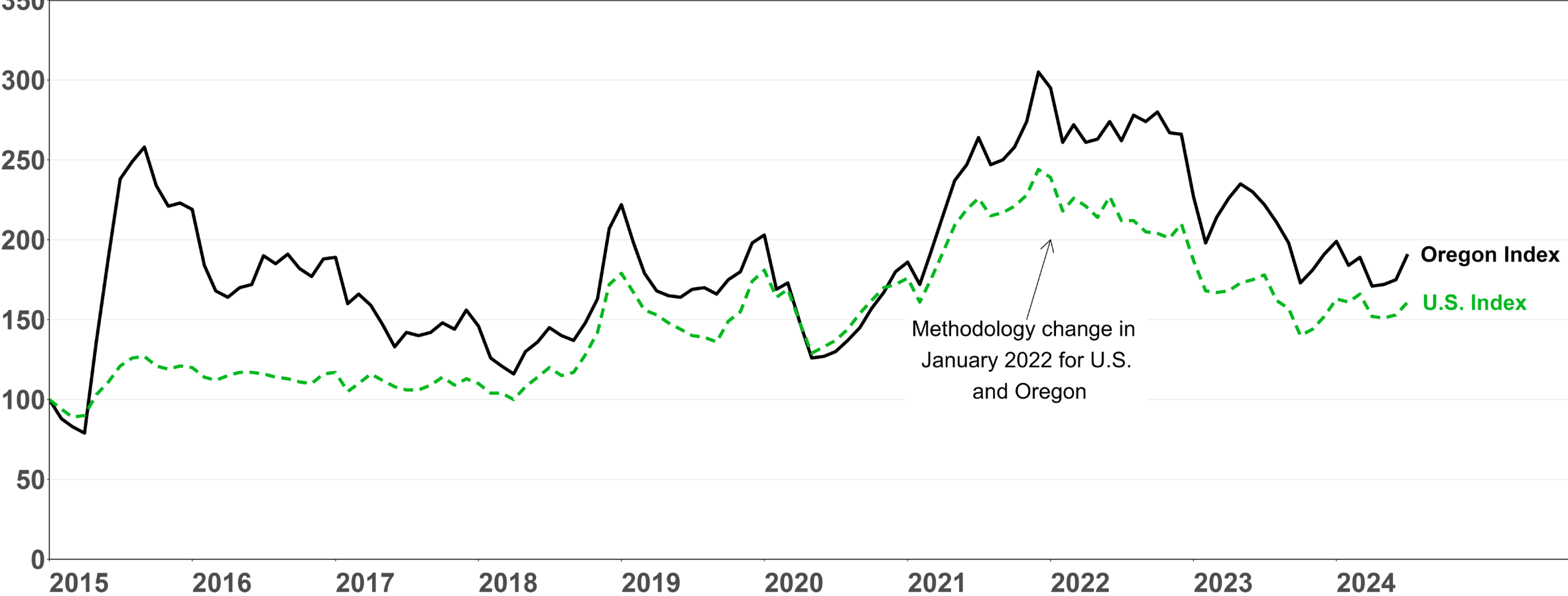
The number of online ads in Oregon was 97,700 in July.
The number of new ads increased by 2,300 over the month.



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

The number of help wanted ads nationally was 6.3 million in July 2024.

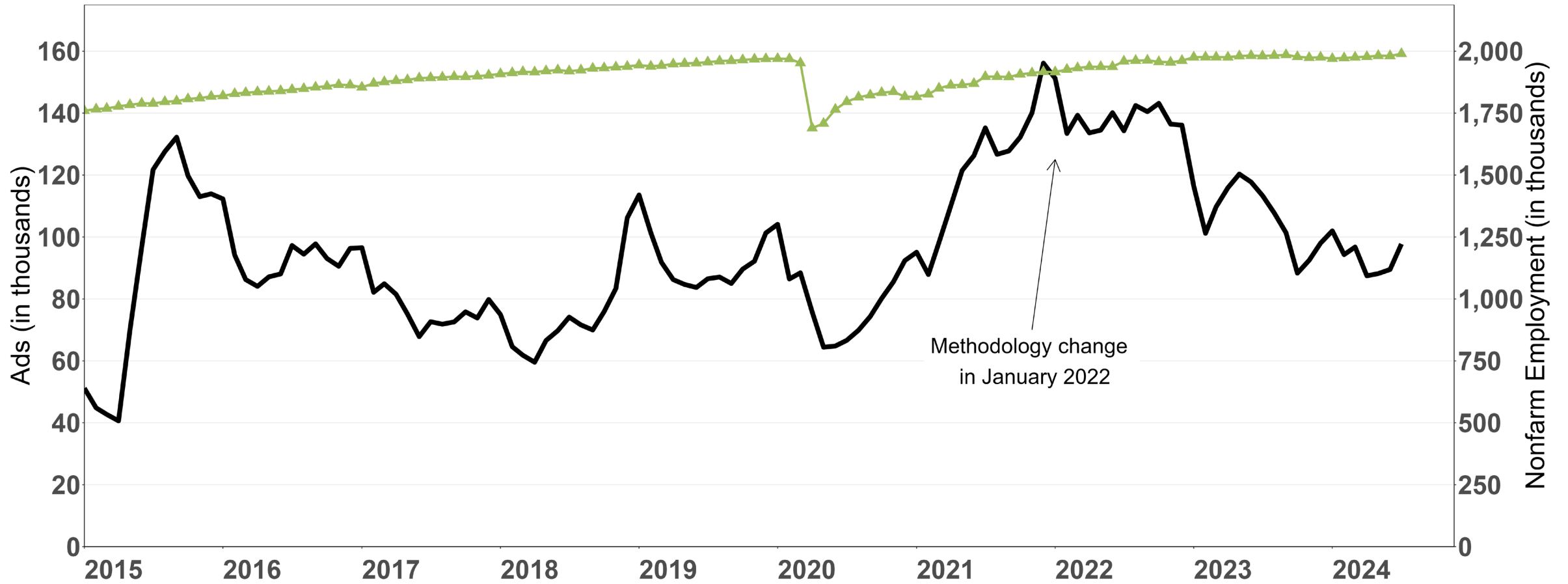
Total Ads Index (January 2015 = 100)



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

The Conference Board's Help Wanted Online Data Series Seasonally Adjusted

■ Oregon Total Ads ▲ Nonfarm Employment



Source: The Conference Board Help Wanted OnLine® (HWOL) and the Bureau of Labor Statistics, Current Employment Statistics

Registered nurses continue to draw most new help wanted ads in the fourth quarter 2023.

Read [Online Job Ads Declined in Fall 2023, but Remain Higher Than Pre-Pandemic Levels](#) by Employment Economist [Luke Coury](#).

Top 10 Occupations with the Most New Help Wanted OnLine Ads

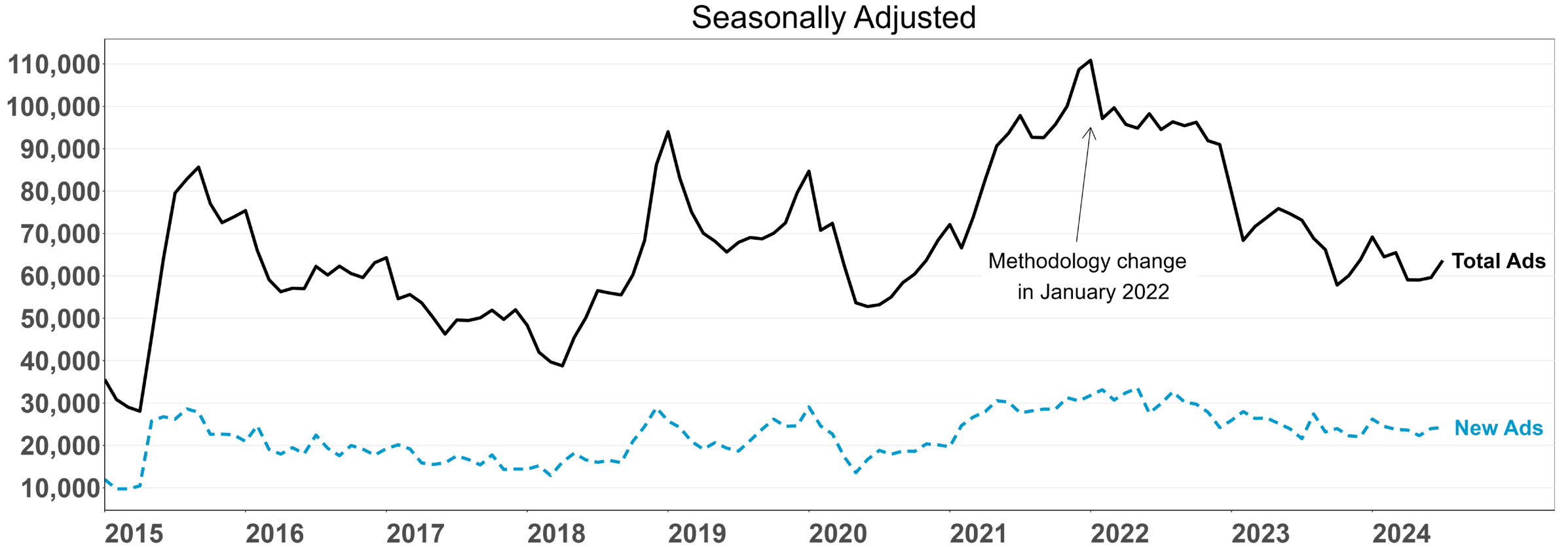
Oregon, Fourth Quarter 2023

Occupation	New Help Wanted Ads	Difference from Previous Year	Rank in Fourth Quarter 2022
Registered Nurses	2,643	-310	1
Retail Salespersons	1,819	-256	2
Sales Representatives, Wholesale and Manufacturing	1,390	-382	3
First-Line Supervisors of Retail Sales Workers	1,384	-22	5
Home Health and Personal Care Aides	1,019	214	16
Medical and Health Services Managers	995	-84	9
Maintenance and Repair Workers, General	977	-225	8
Customer Service Representatives	975	-348	6
Managers, All Other	953	-319	7
Fast Food and Counter Workers	894	-69	12

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

HELP WANTED ONLINE ADVERTISEMENT TRENDS BY METRO AREAS

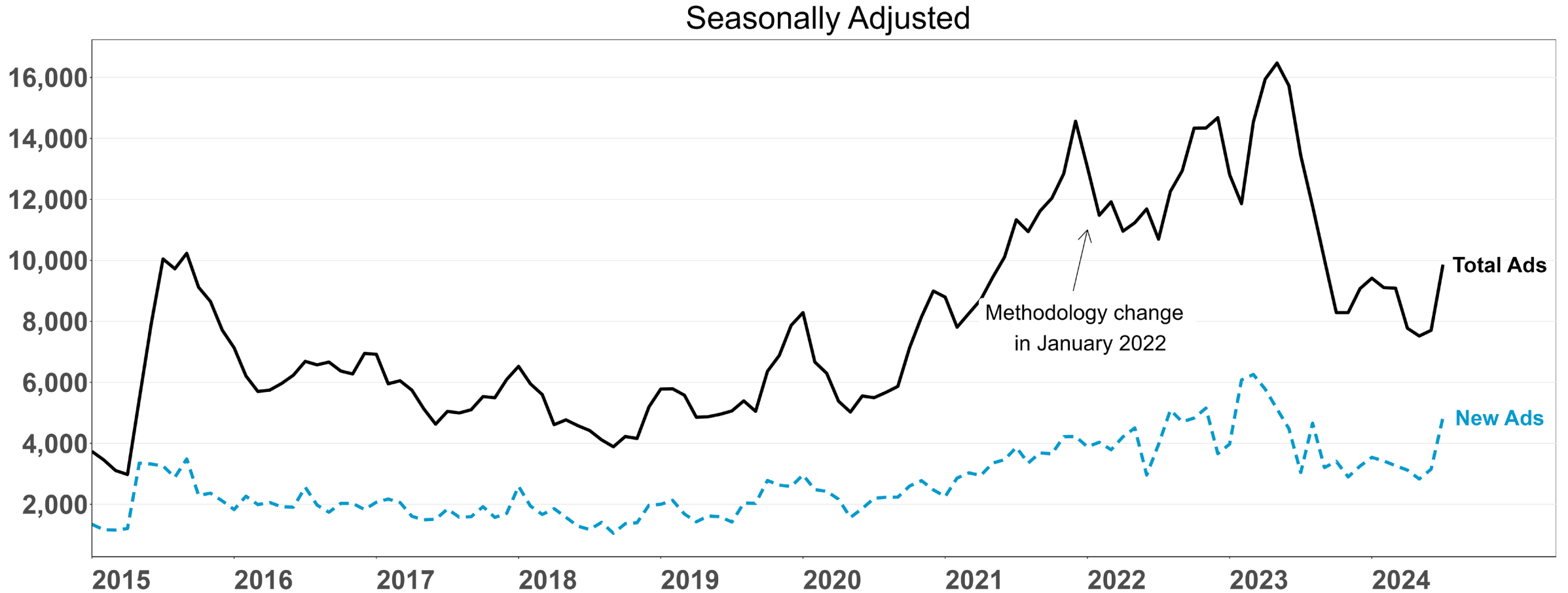
The number of online ads in the Portland metro area was 63,600 in July.
The number of new ads increased by 250 over the month.



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

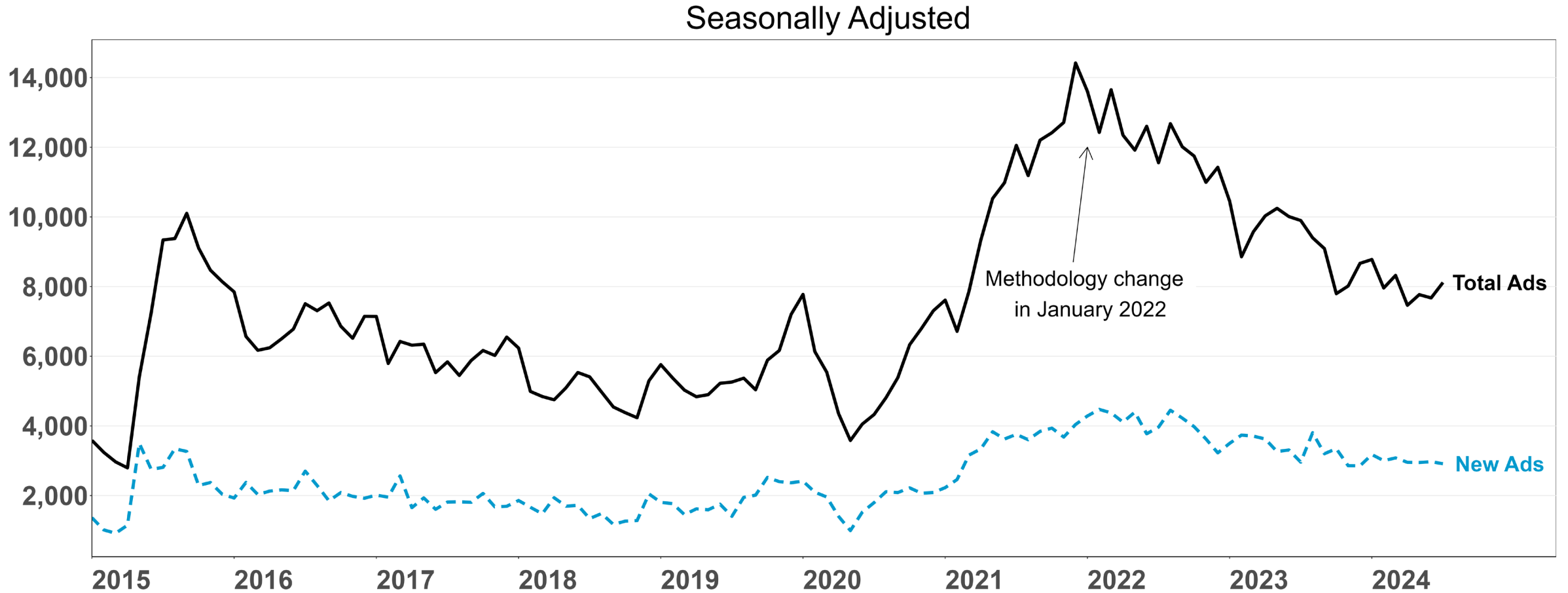
Note: The Portland metro area includes Clackamas, Columbia, Multnomah, Washington, and Yamhill counties in Oregon and Clark and Skamania counties in Washington

The number of online ads in the Salem metro area was 9,900 in July.
The number of new ads increased by 1,700 over the month.



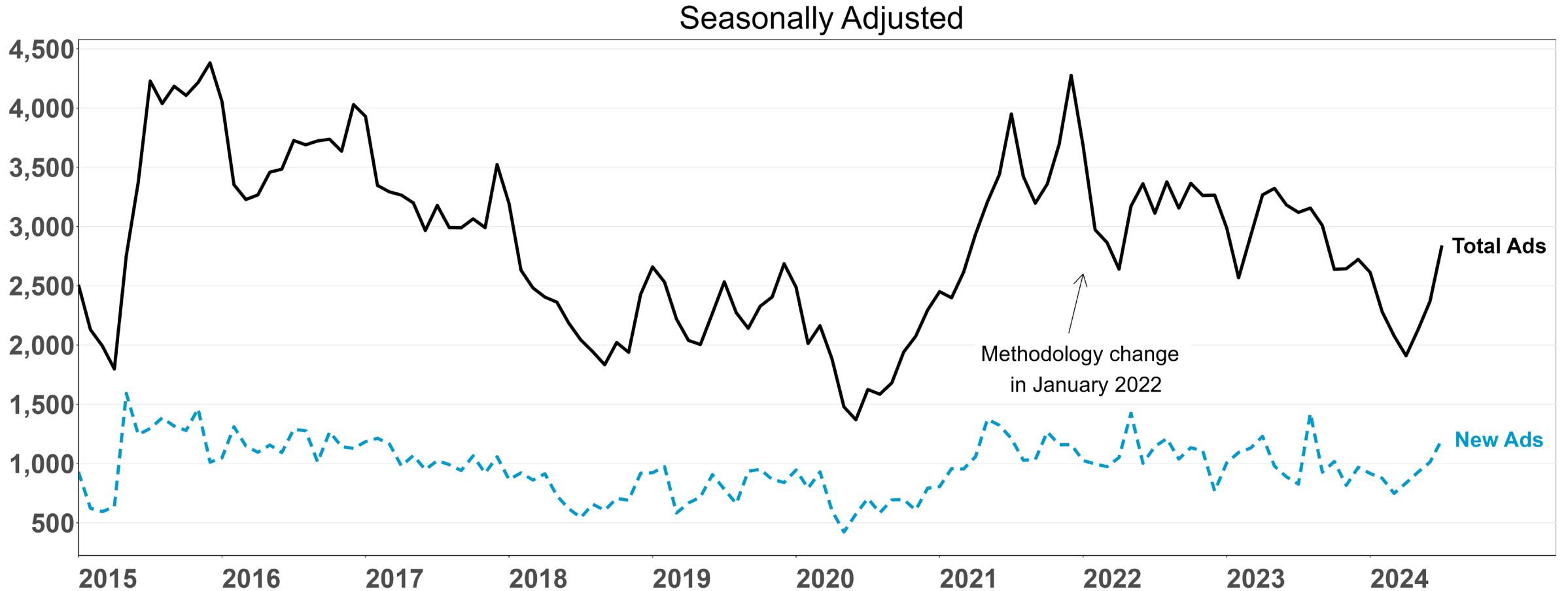
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Eugene metro area was 8,100 in July.
The number of new ads **decreased by 60** over the month.



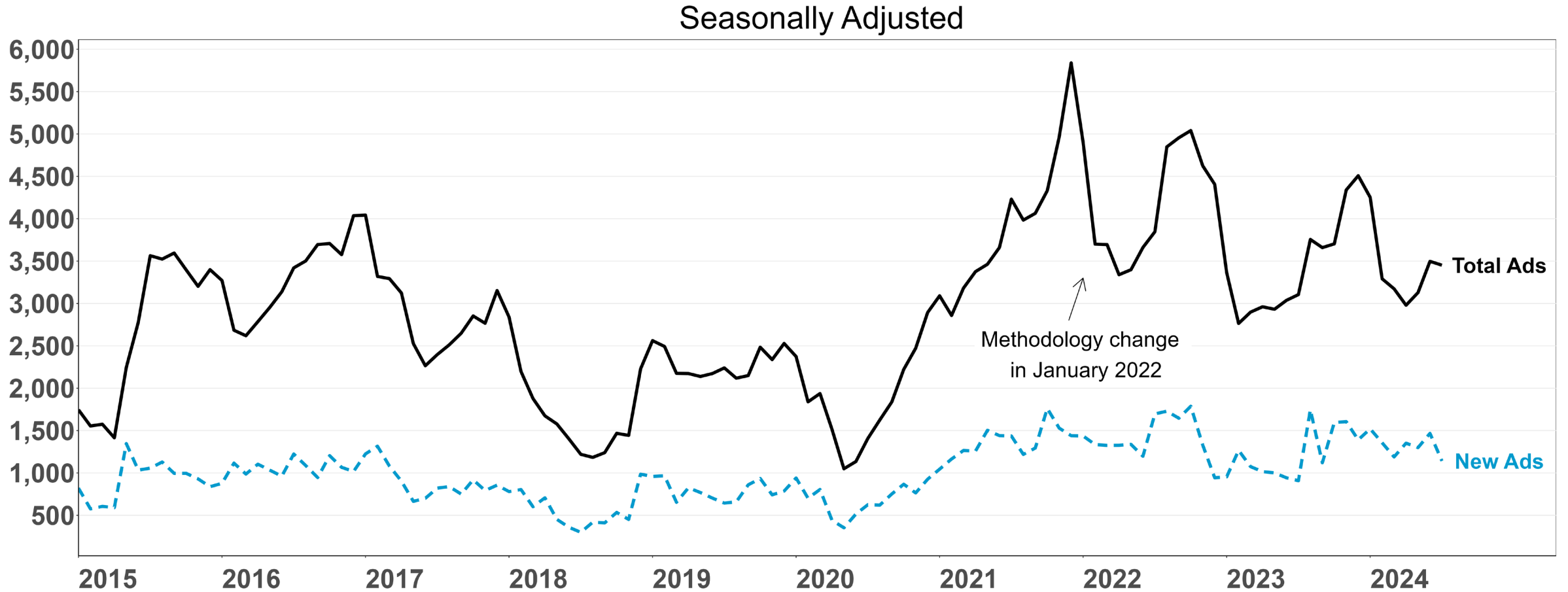
Source: The Conference Board Help Wanted OnLine® (HWOL)

**The number of online ads in the Medford metro area was 2,800 in July.
The number of new ads increased by 190 over the month.**



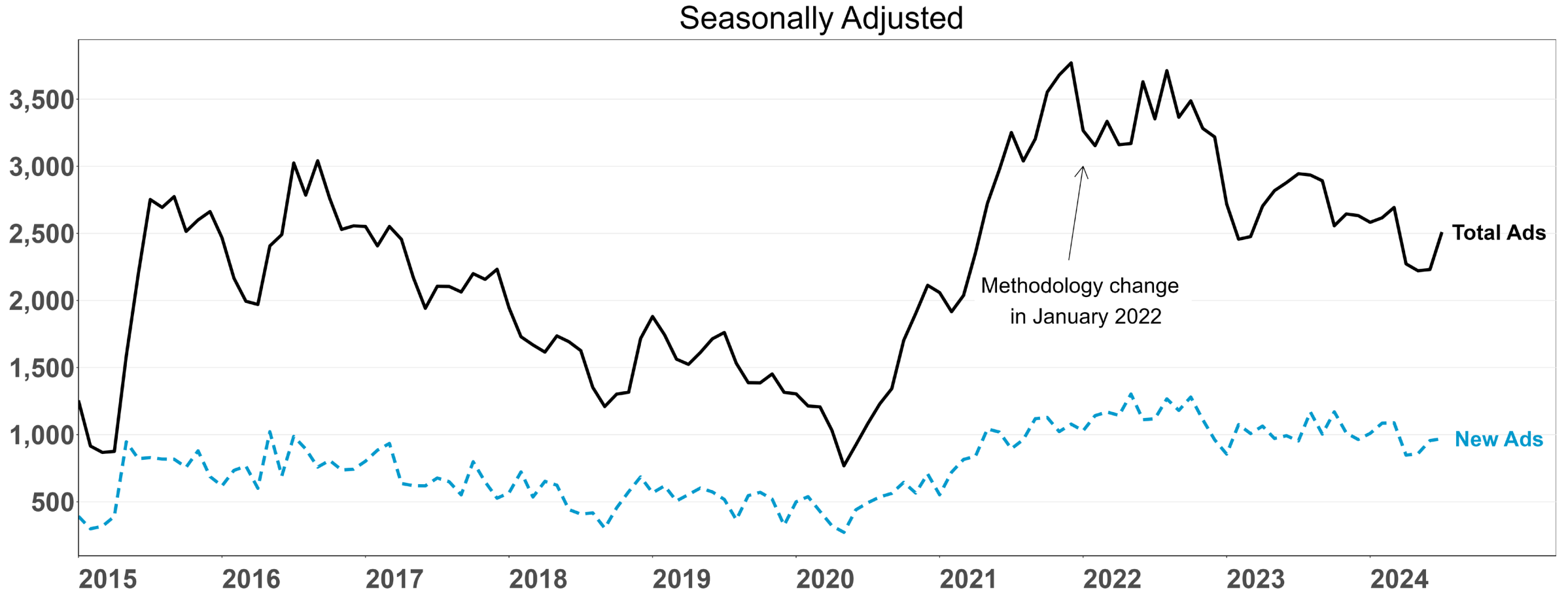
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Bend metro area was 3,500 in July.
The number of new ads **decreased** by **330** over the month.



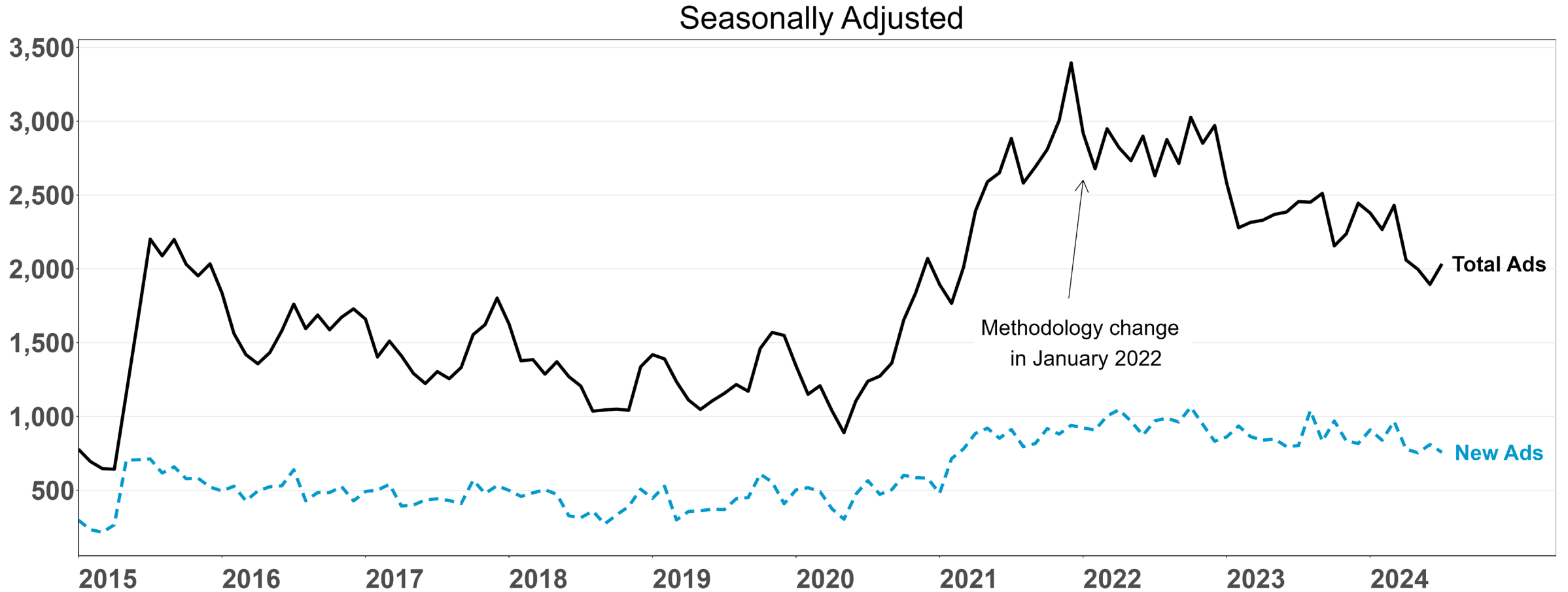
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Corvallis metro area was 2,500 in July.
The number of new ads increased by 10 over the month.



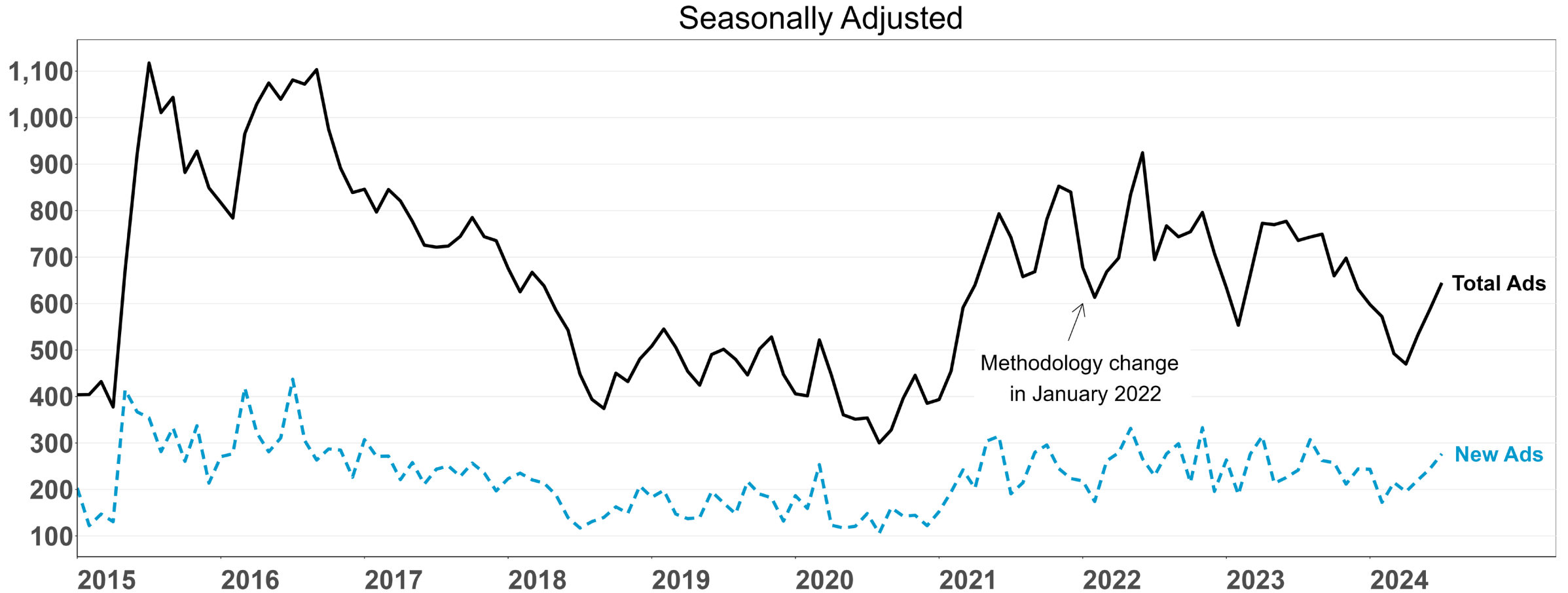
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Albany metro area was 2,000 in July.
The number of new ads **decreased** by **50** over the month.



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

The number of online ads in the Grants Pass metro area was 640 in July.
The number of new ads increased by 30 over the month.



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

Help Wanted Online Ads by County

July 2024, Not Seasonally Adjusted

Multnomah	26,275	Polk	995	Jefferson	214
Washington	16,567	Douglas	826	Union	212
Clackamas	10,607	Clatsop	807	Baker	187
Marion	9,176	Klamath	688	Morrow	152
Lane	8,142	Umatilla	672	Curry	131
Deschutes	3,844	Columbia	641	Harney	74
Jackson	2,726	Josephine	610	Lake	72
Benton	2,500	Hood River	537	Wallowa	72
Coos	2,414	Malheur	528	Grant	55
Linn	2,125	Tillamook	461	Sherman	33
Yamhill	1,939	Wasco	360	Gilliam	27
Lincoln	1,112	Crook	275	Wheeler	6

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.

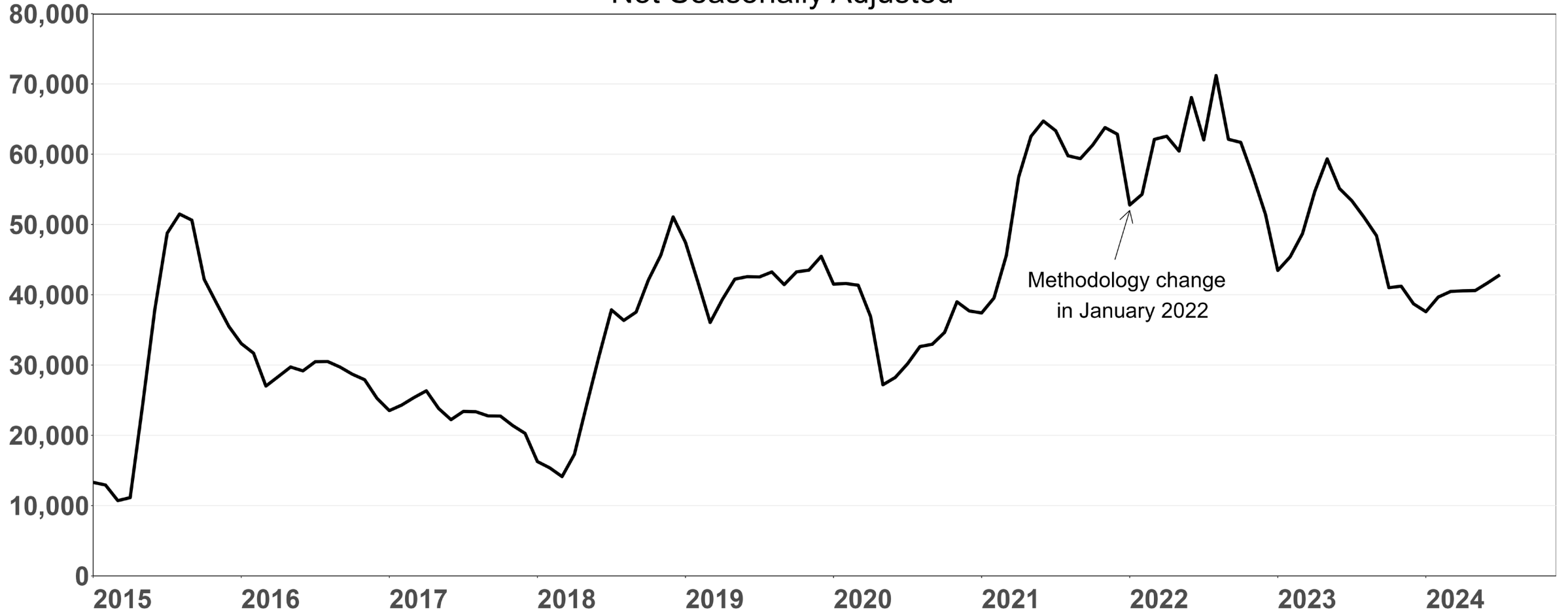
Help Wanted Online Ads by Workforce Area

July 2024, Not Seasonally Adjusted

Portland-Metro	42,842
Mid-Valley	14,235
Clackamas	10,607
Lane	8,142
East Cascades	6,056
Northwest Oregon	5,521
Southwestern Oregon	3,371
Rogue Valley	3,336
Eastern Oregon	1,952

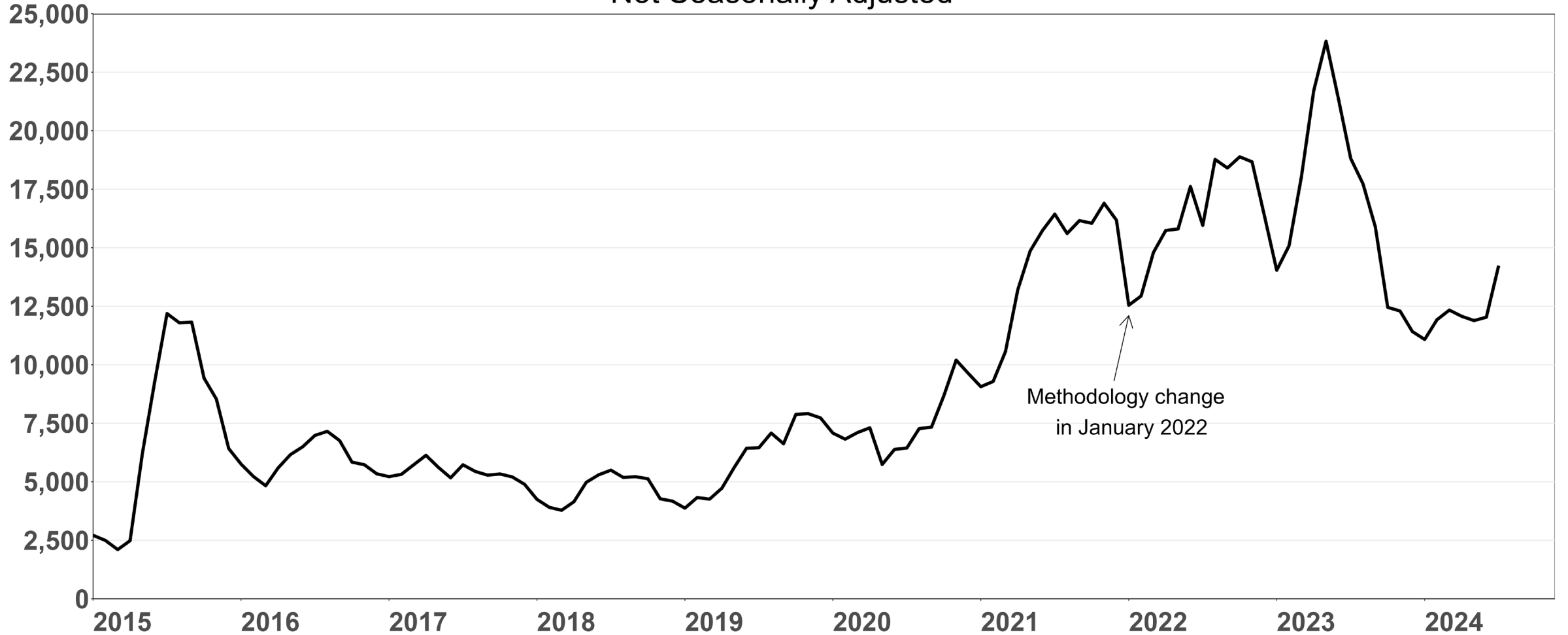
Source: The Conference Board Help Wanted OnLine® (HWOL)

Portland-Metro Help Wanted Online Ads Not Seasonally Adjusted



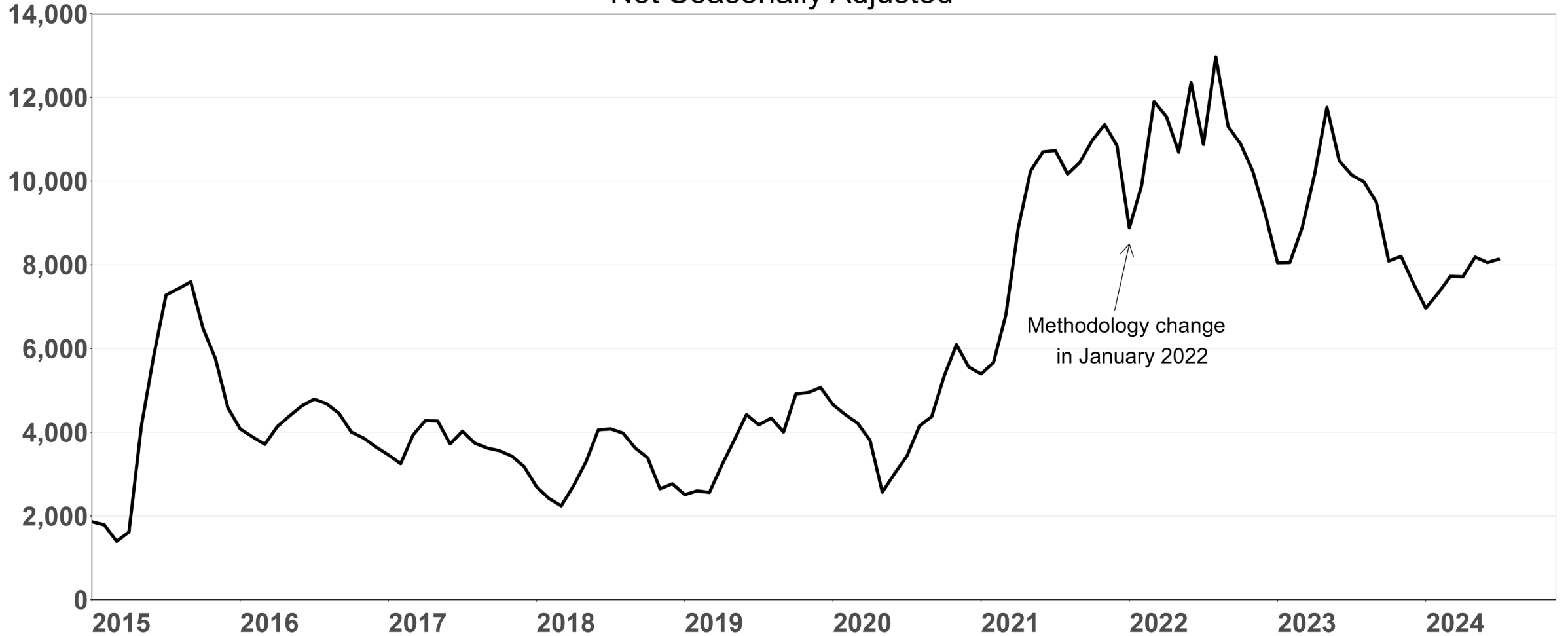
Source: The Conference Board Help Wanted OnLine® (HWOL)
Note: The Portland-Metro LWA includes Multnomah and Washington counties

Mid-Valley Help Wanted Online Ads Not Seasonally Adjusted



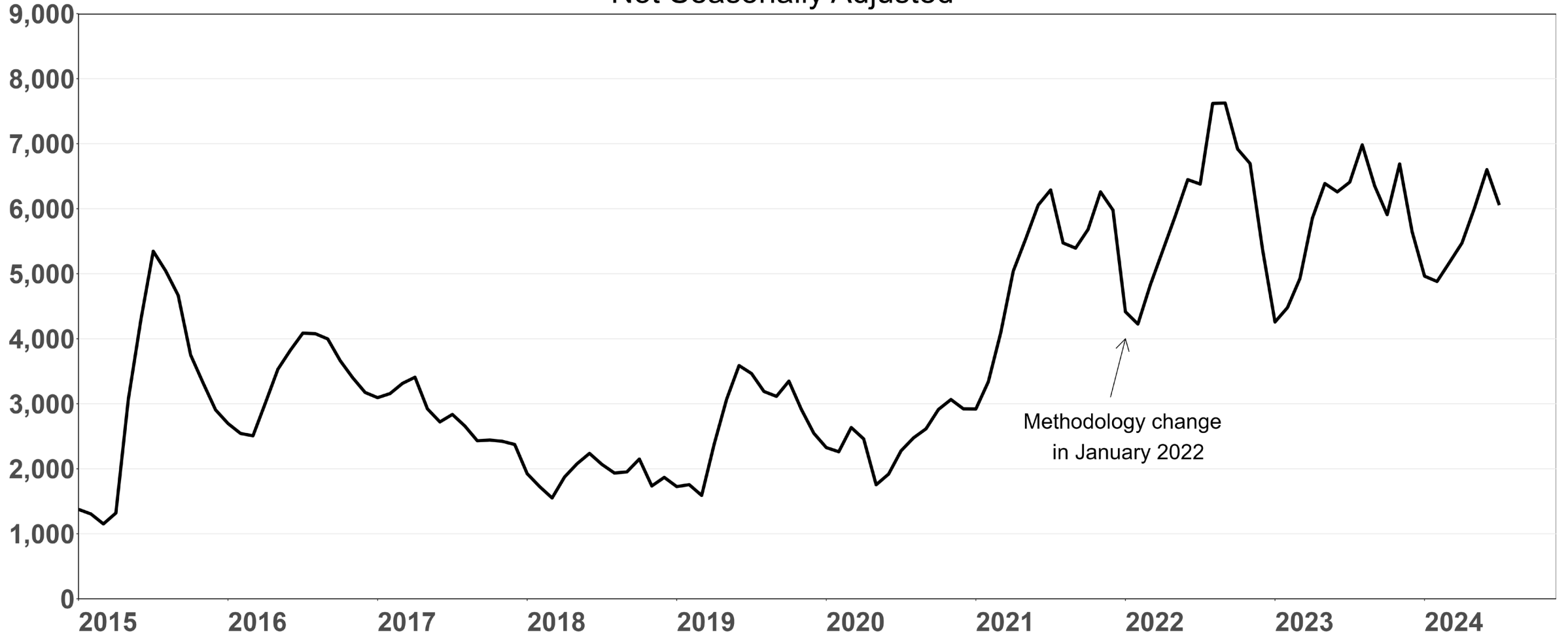
Source: The Conference Board Help Wanted OnLine® (HWOL)

Lane Help Wanted Online Ads Not Seasonally Adjusted



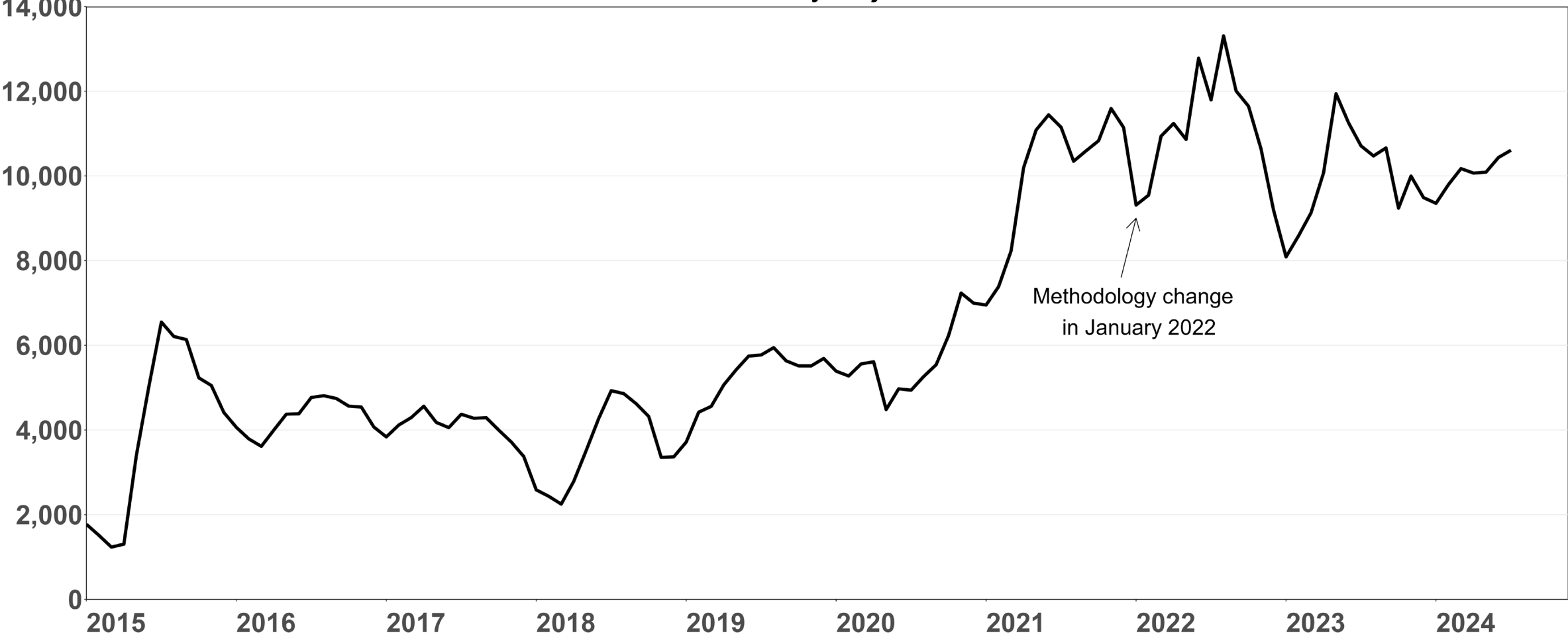
Source: The Conference Board Help Wanted OnLine® (HWOL)

East Cascades Help Wanted Online Ads Not Seasonally Adjusted



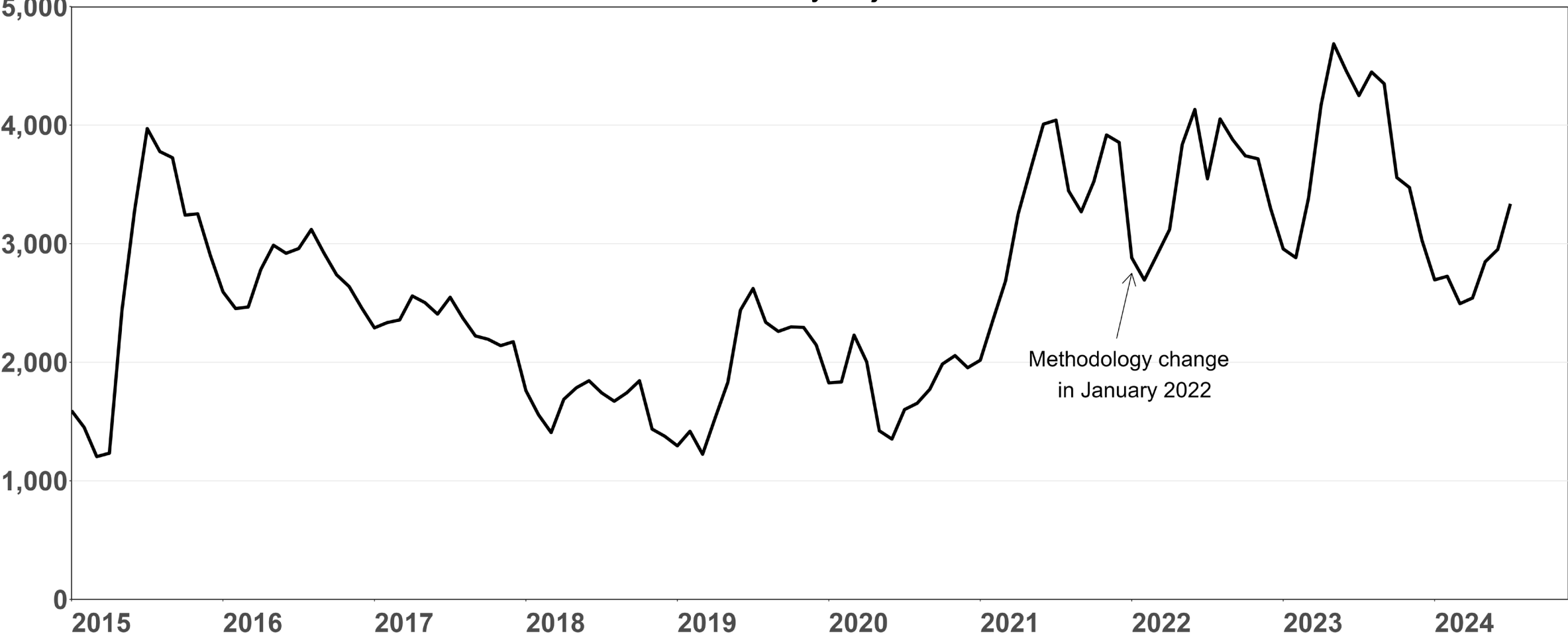
Source: The Conference Board Help Wanted OnLine® (HWOL)

Clackamas Help Wanted Online Ads Not Seasonally Adjusted



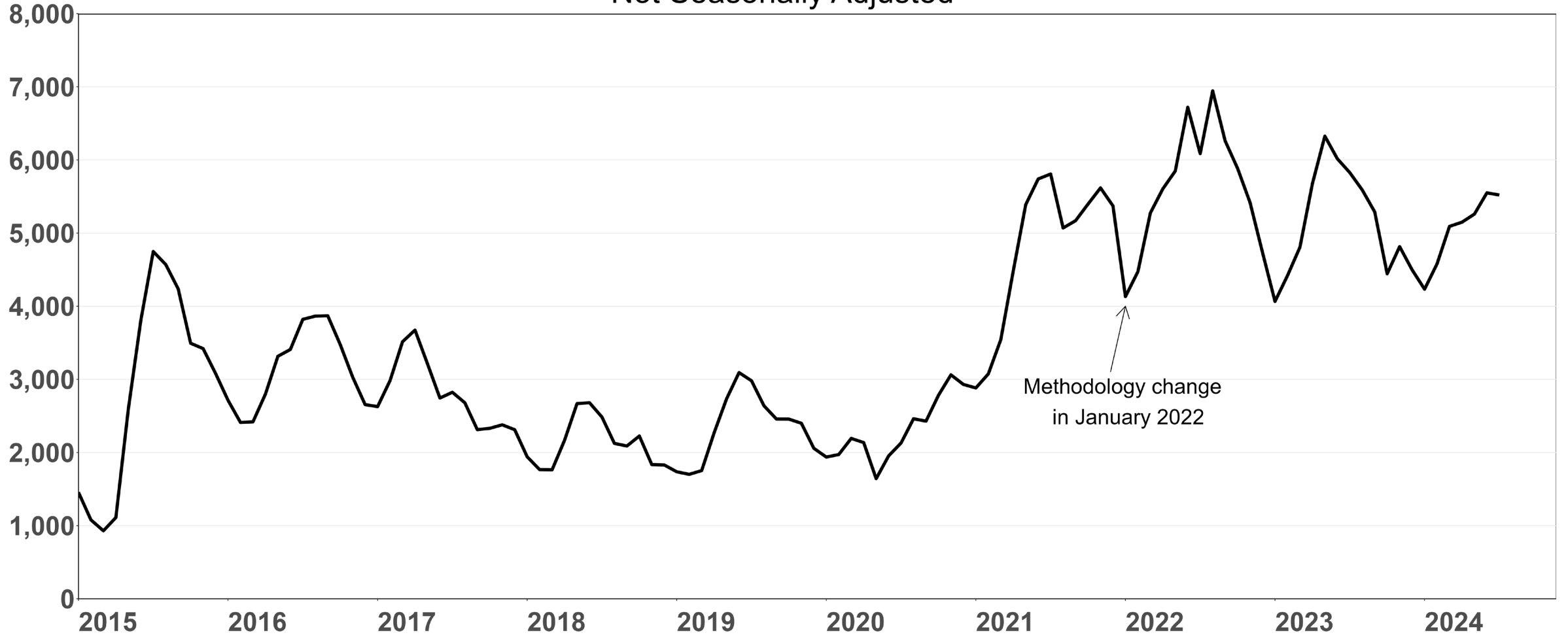
Source: The Conference Board Help Wanted OnLine® (HWOL)

Rogue Valley Help Wanted Online Ads Not Seasonally Adjusted



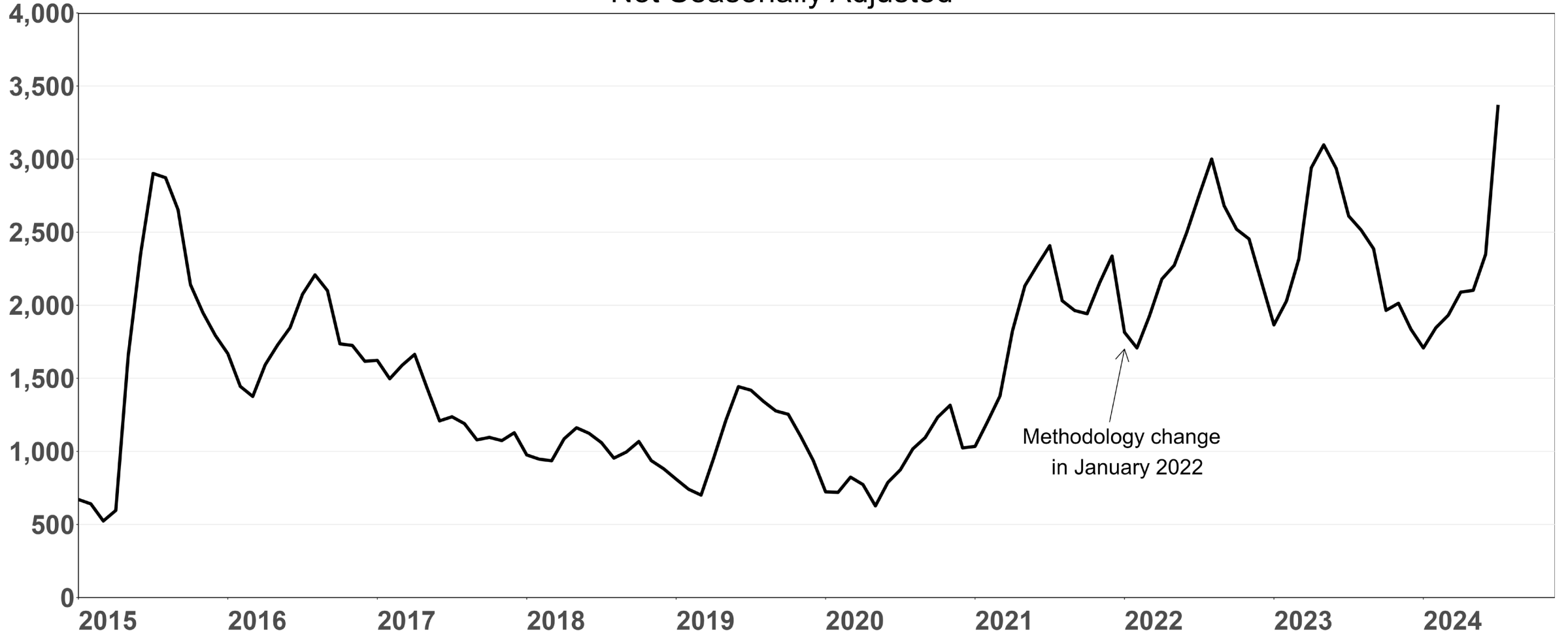
Source: The Conference Board Help Wanted OnLine® (HWOL)

Northwest Oregon Help Wanted Online Ads Not Seasonally Adjusted



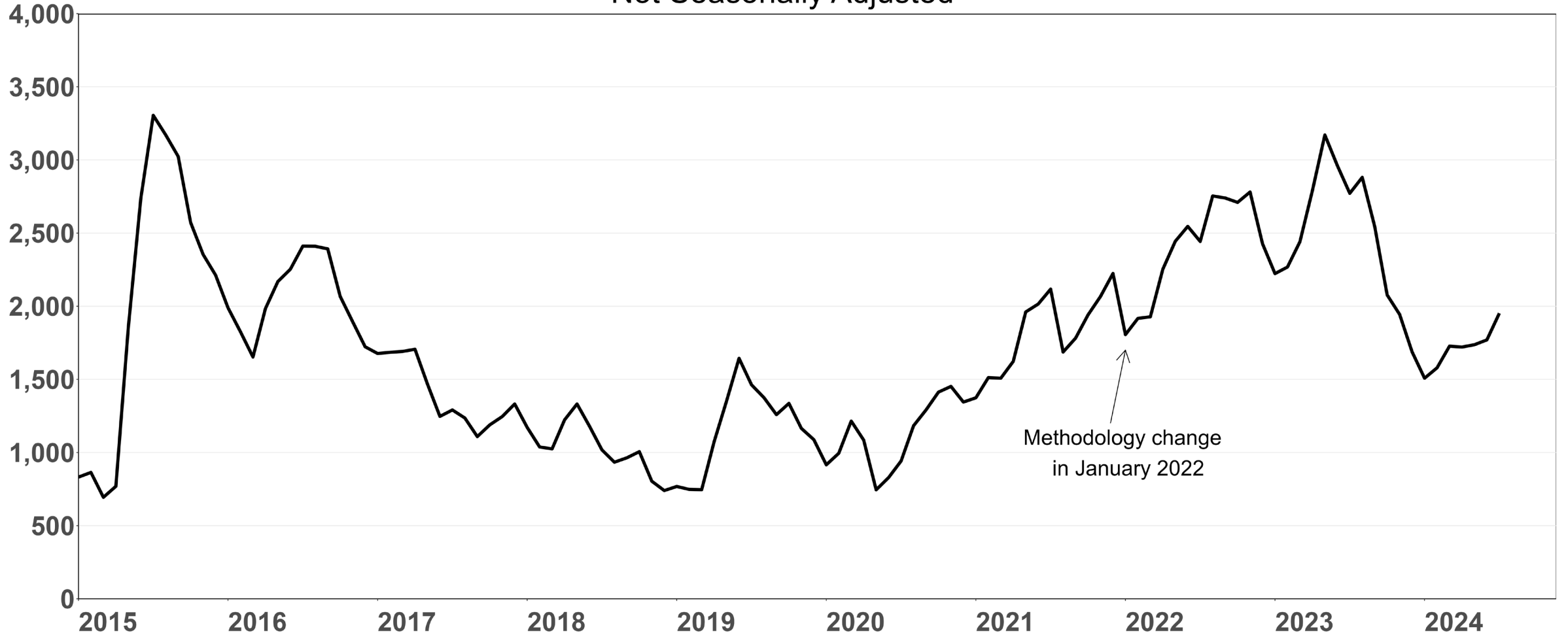
Source: The Conference Board Help Wanted OnLine® (HWOL)

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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