

Help Wanted Online Ads

November 2024

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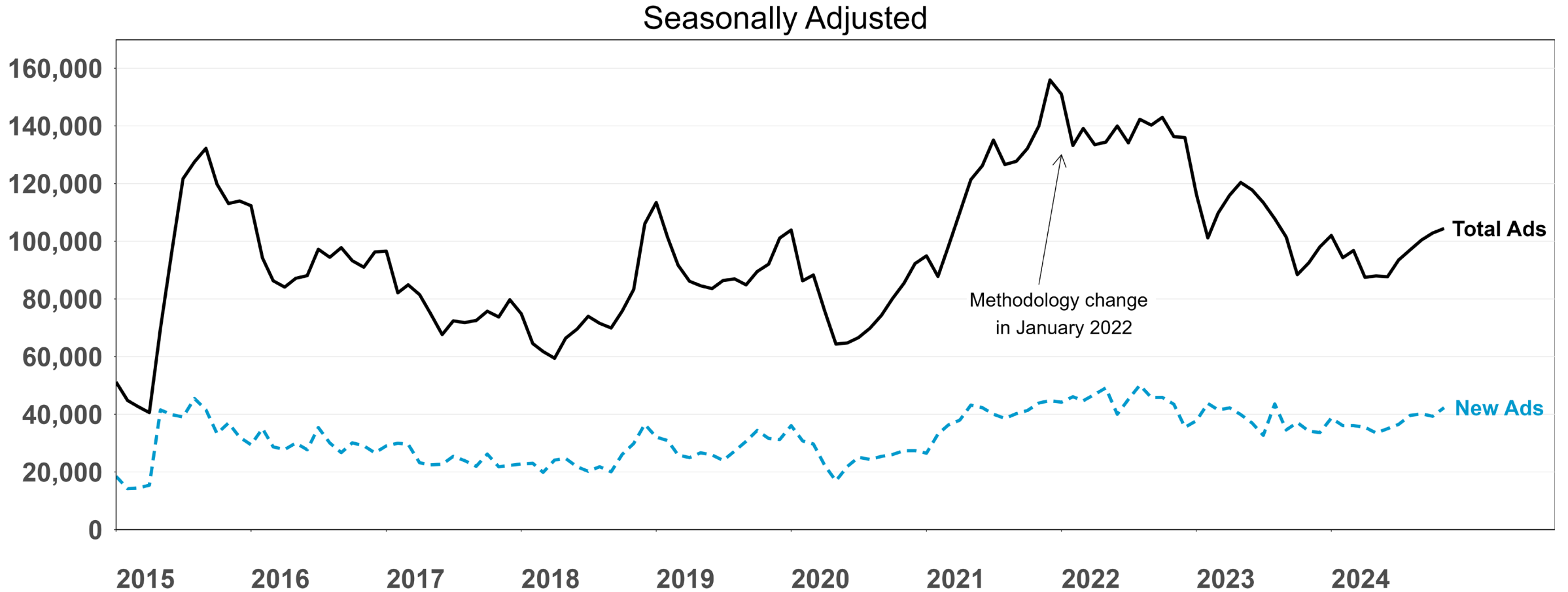
Note

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 November.

- Number of ads posted in Oregon totaled 104,400 in November.
- Number of ads posted for the first time (*new ads*) increased by 3,000 in Oregon in November.
- Nationally, new ads increased by 210,900 in November.
- Number of online ads in Oregon and its neighboring states:
 - Idaho: 37,500
 - Nevada: 68,500
 - Oregon: 104,400
 - Washington: 169,400
 - California: 647,100

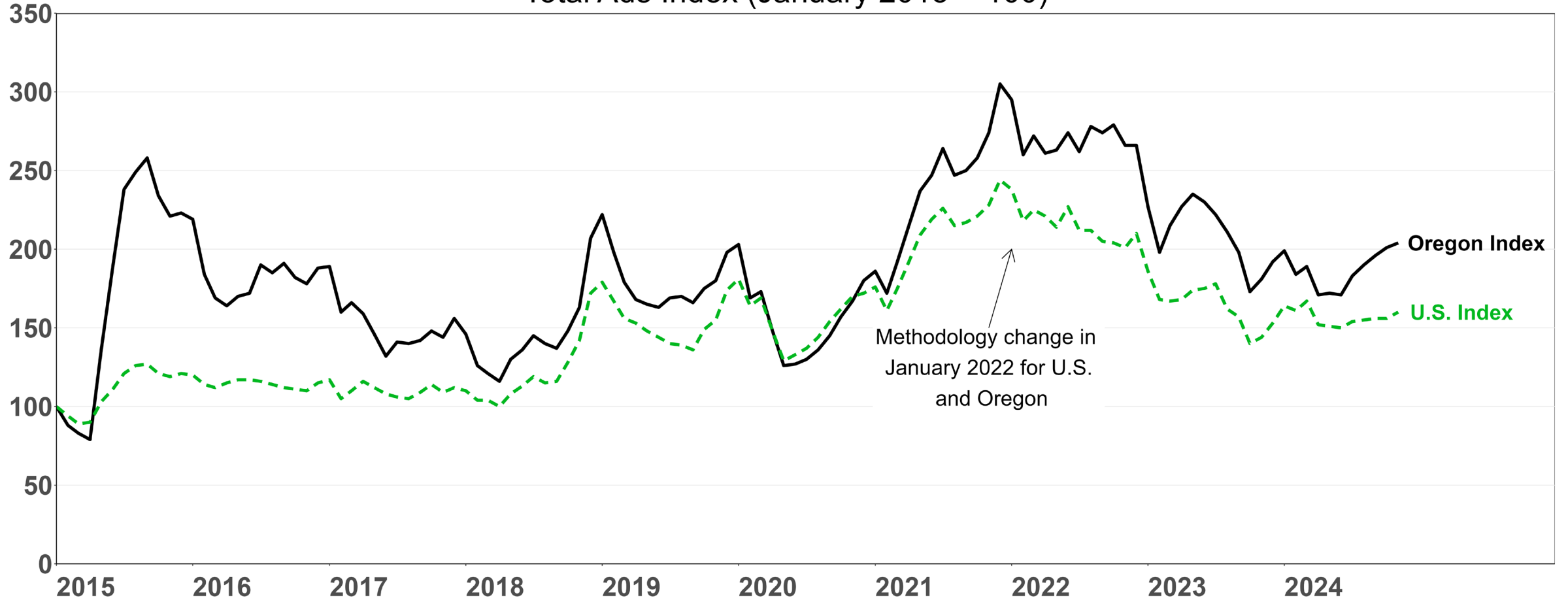
The number of online ads in Oregon was 104,400 in November.
The number of new ads increased by 3,000 over the month.



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

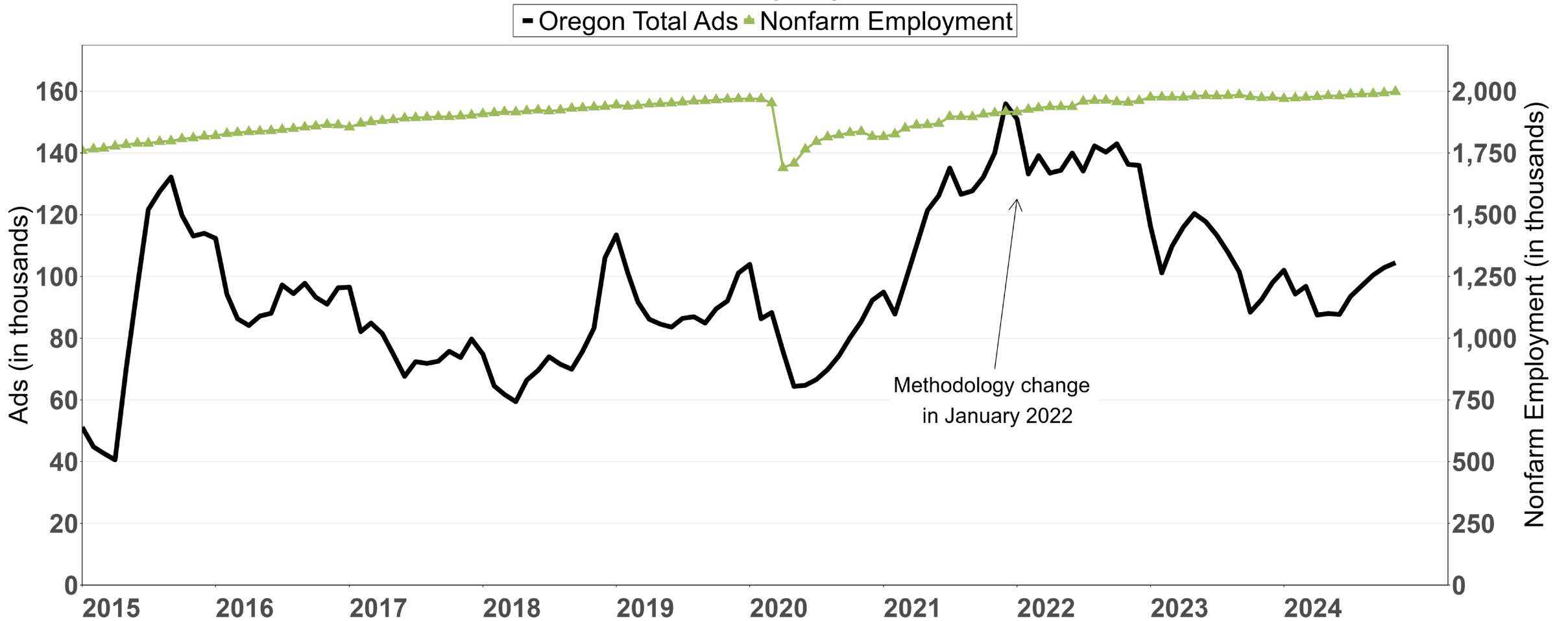
The number of help wanted ads nationally was 6.3 million in November 2024.

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



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

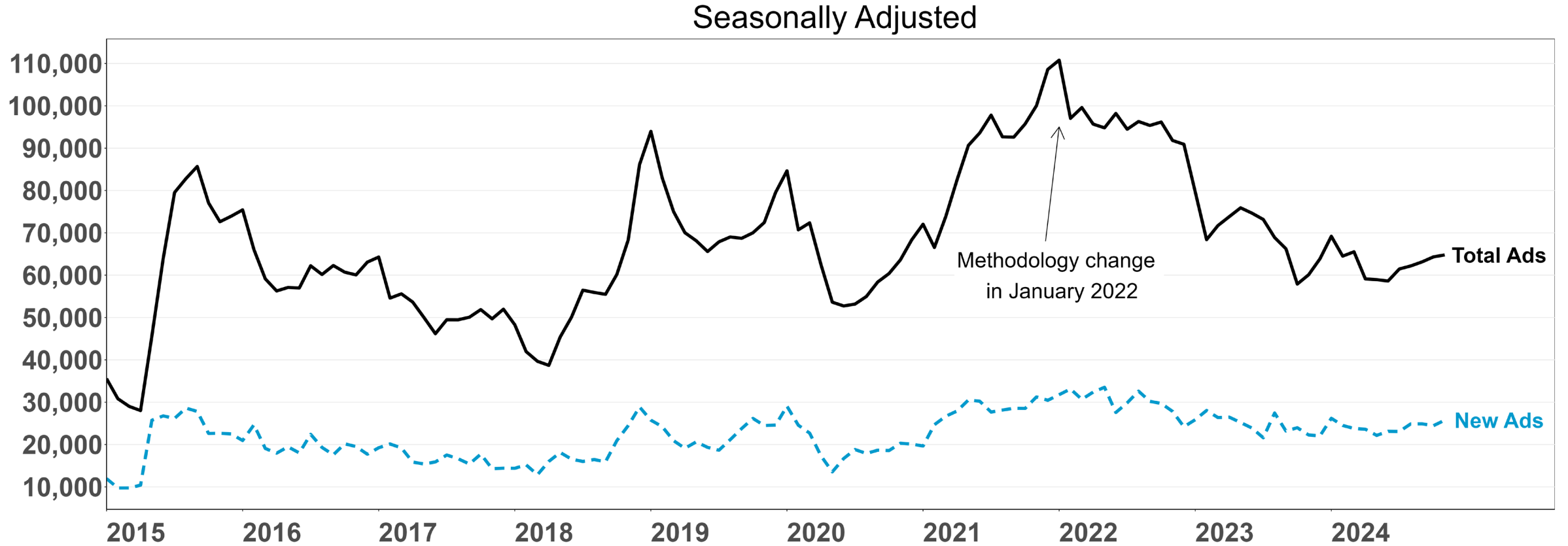
Oregon, Fourth Quarter 2023

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

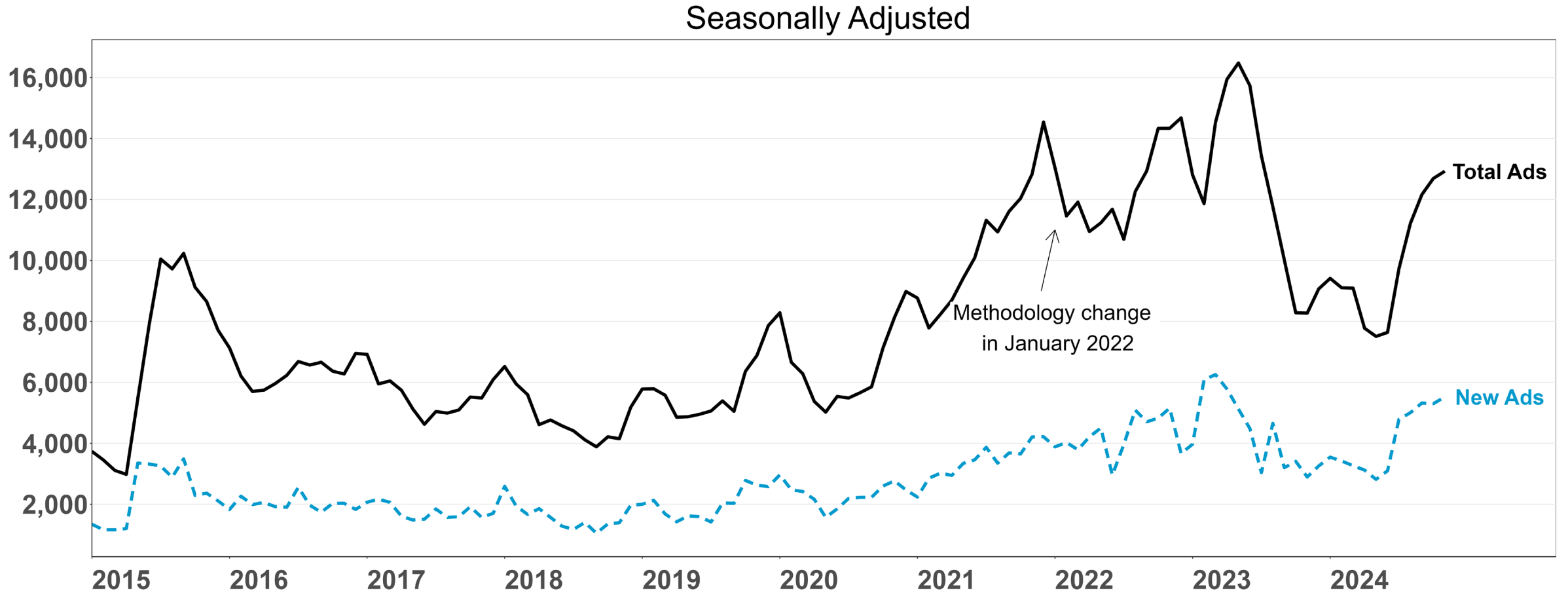
The number of online ads in the Portland metro area was 64,800 in November.
The number of new ads increased by 1,300 over the month.



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

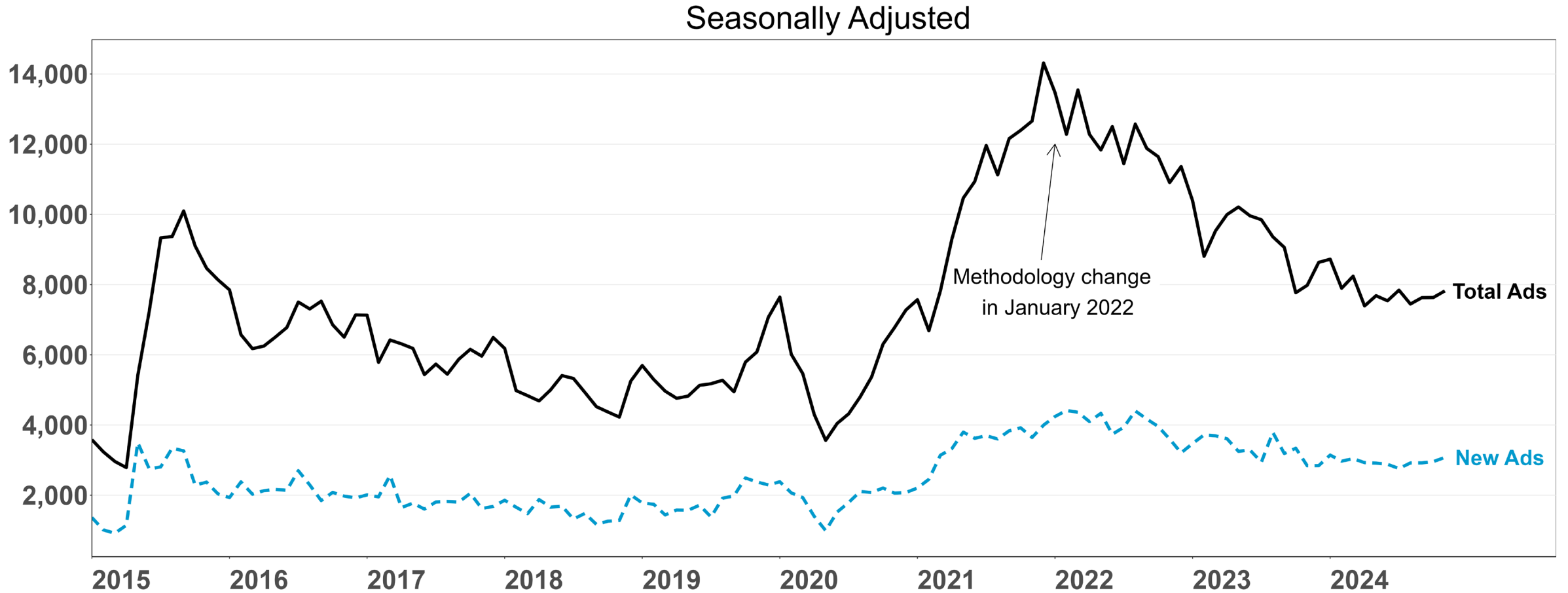
Note: The Portland metro area includes Clackamas, Columbia, Multnomah, Washington, and Yamhill counties in Oregon and Clark and Skamania counties in Washington

The number of online ads in the Salem metro area was 12,900 in November.
The number of new ads increased by 220 over the month.



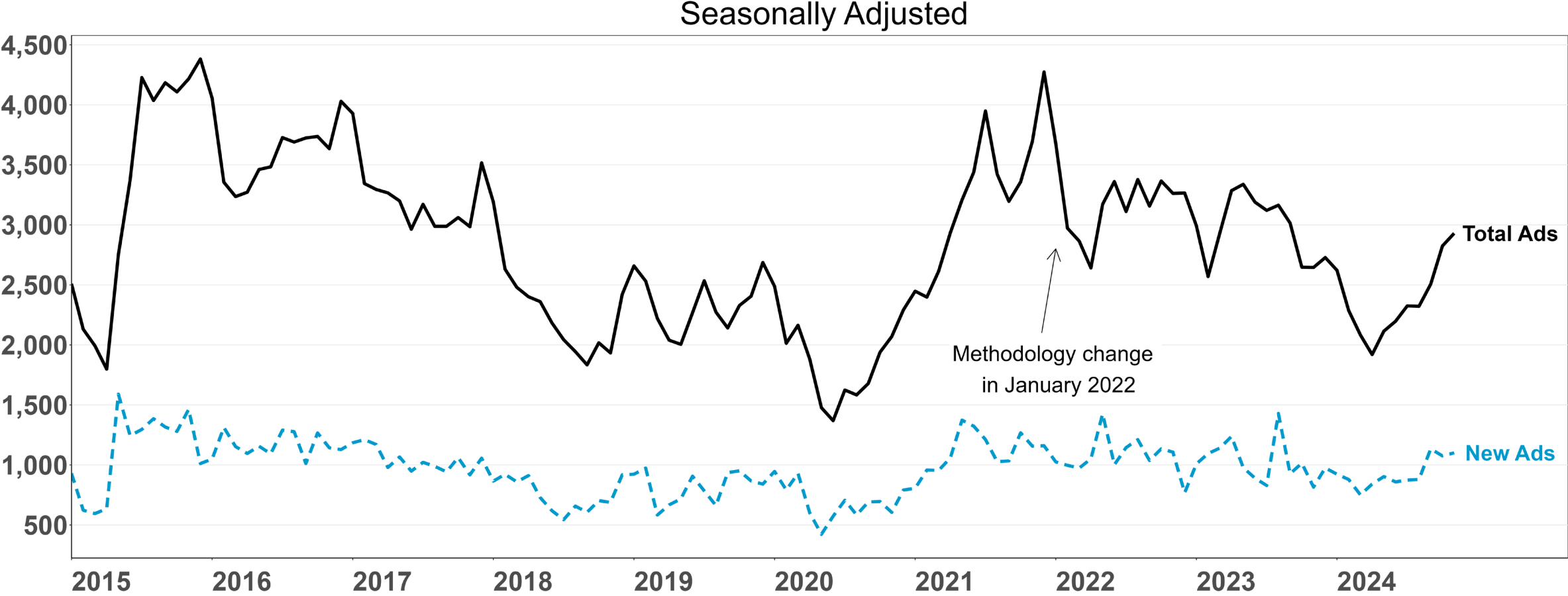
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Eugene metro area was 7,800 in November.
The number of new ads increased by 120 over the month.



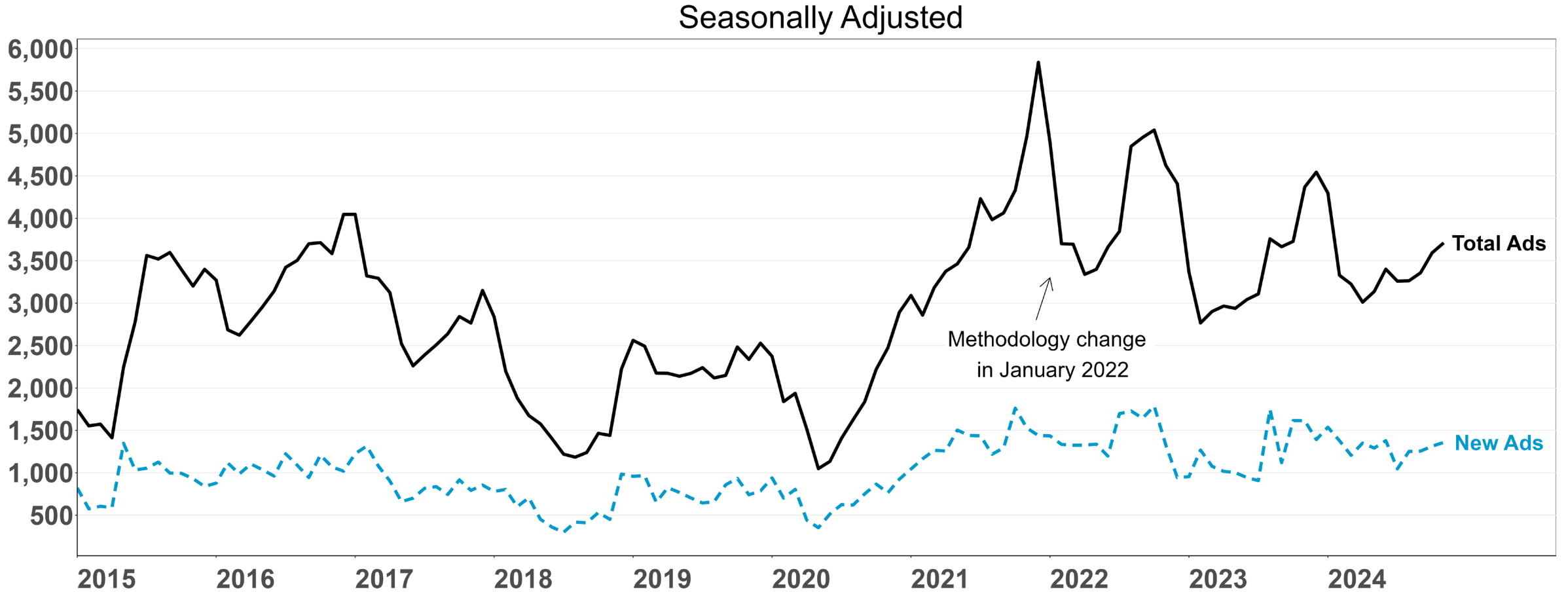
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Medford metro area was 2,900 in November.
The number of new ads increased by 30 over the month.



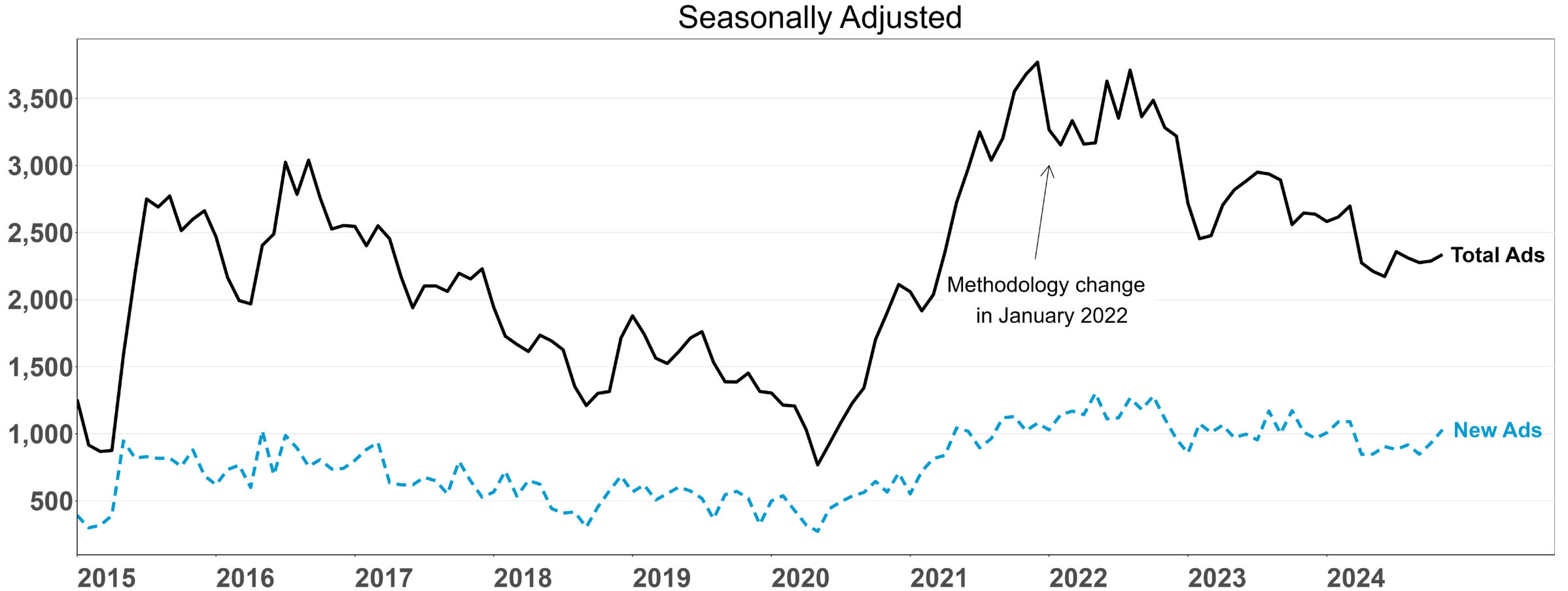
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Bend metro area was 3,700 in November.
The number of new ads increased by 40 over the month.



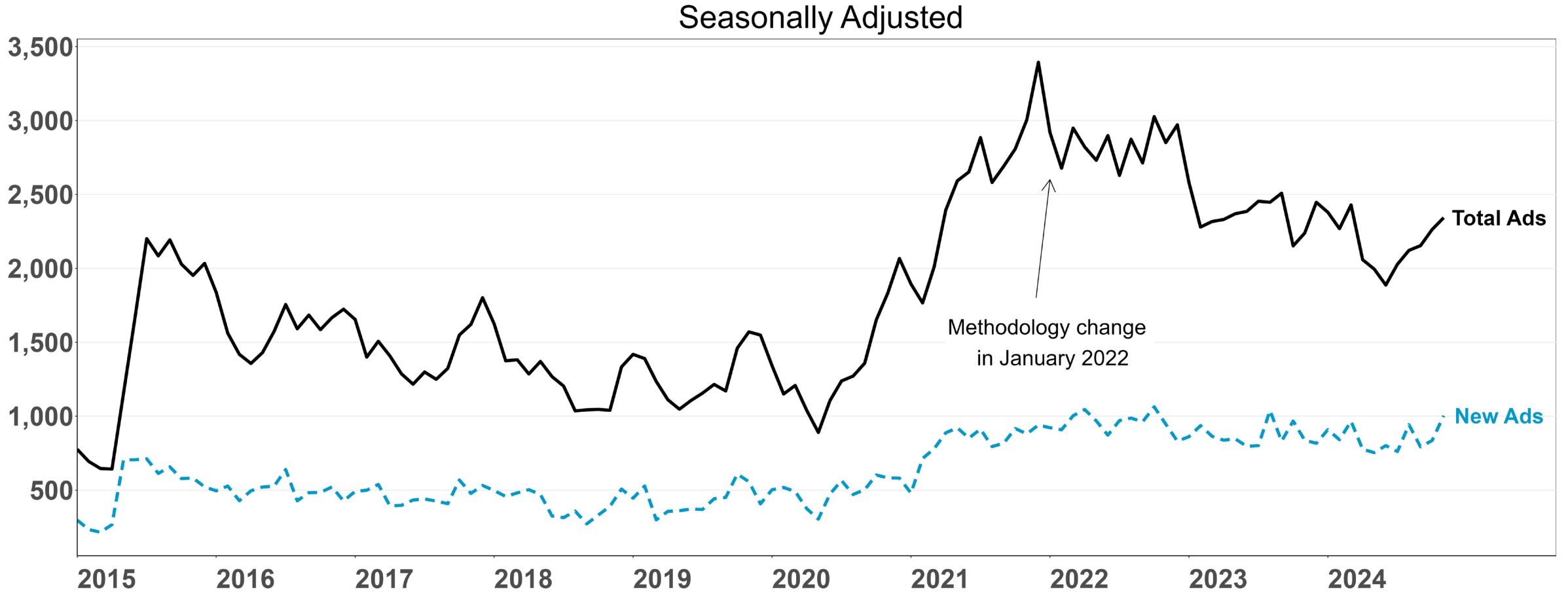
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Corvallis metro area was 2,300 in November.
The number of new ads increased by 100 over the month.



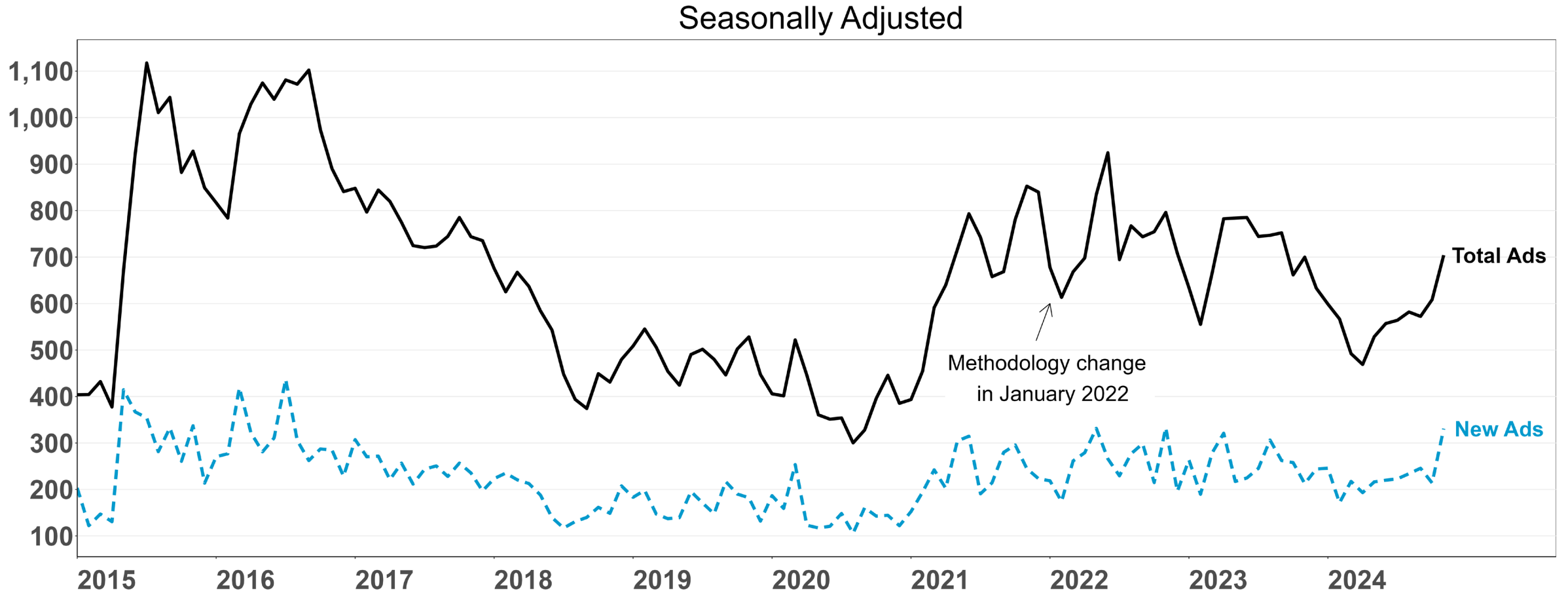
Source: The Conference Board Help Wanted OnLine® (HWOL)

**The number of online ads in the Albany metro area was 2,300 in November.
The number of new ads increased by 170 over the month.**



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

The number of online ads in the Grants Pass metro area was 700 in November.
The number of new ads increased by 120 over the month.



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

Help Wanted Online Ads by County

November 2024, Not Seasonally Adjusted

Multnomah	23,878	Lincoln	985	Baker	261
Washington	16,494	Umatilla	809	Jefferson	208
Marion	10,380	Klamath	705	Crook	207
Clackamas	9,962	Coos	664	Morrow	205
Lane	7,285	Josephine	595	Curry	125
Deschutes	3,164	Columbia	585	Grant	121
Jackson	2,590	Clatsop	582	Harney	121
Linn	2,068	Malheur	476	Lake	109
Benton	2,058	Hood River	440	Wallowa	76
Yamhill	1,745	Tillamook	426	Sherman	37
Douglas	1,131	Wasco	333	Gilliam	34
Polk	1,119	Union	267	Wheeler	12

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.

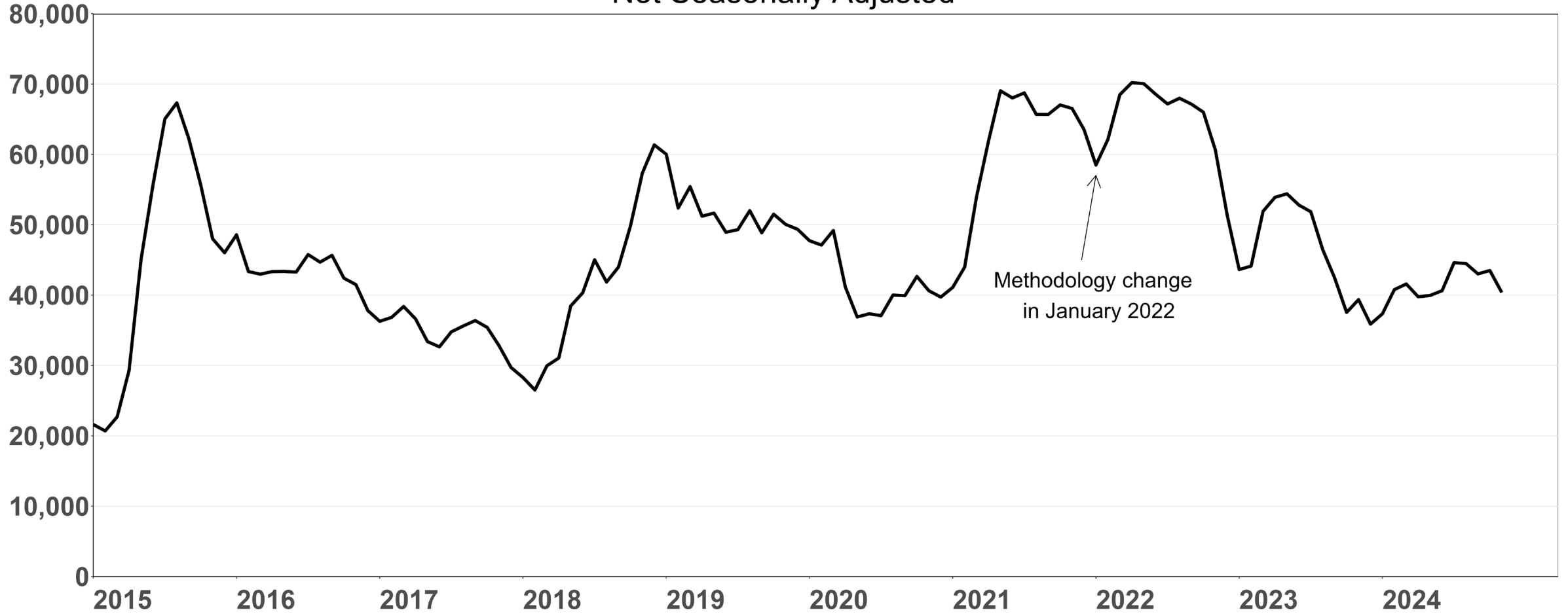
Help Wanted Online Ads by Workforce Area

November 2024, Not Seasonally Adjusted

Portland-Metro	40,372
Mid-Valley	15,312
Clackamas	9,962
Lane	7,285
East Cascades	5,249
Northwest Oregon	4,636
Rogue Valley	3,185
Eastern Oregon	2,336
Southwestern Oregon	1,920

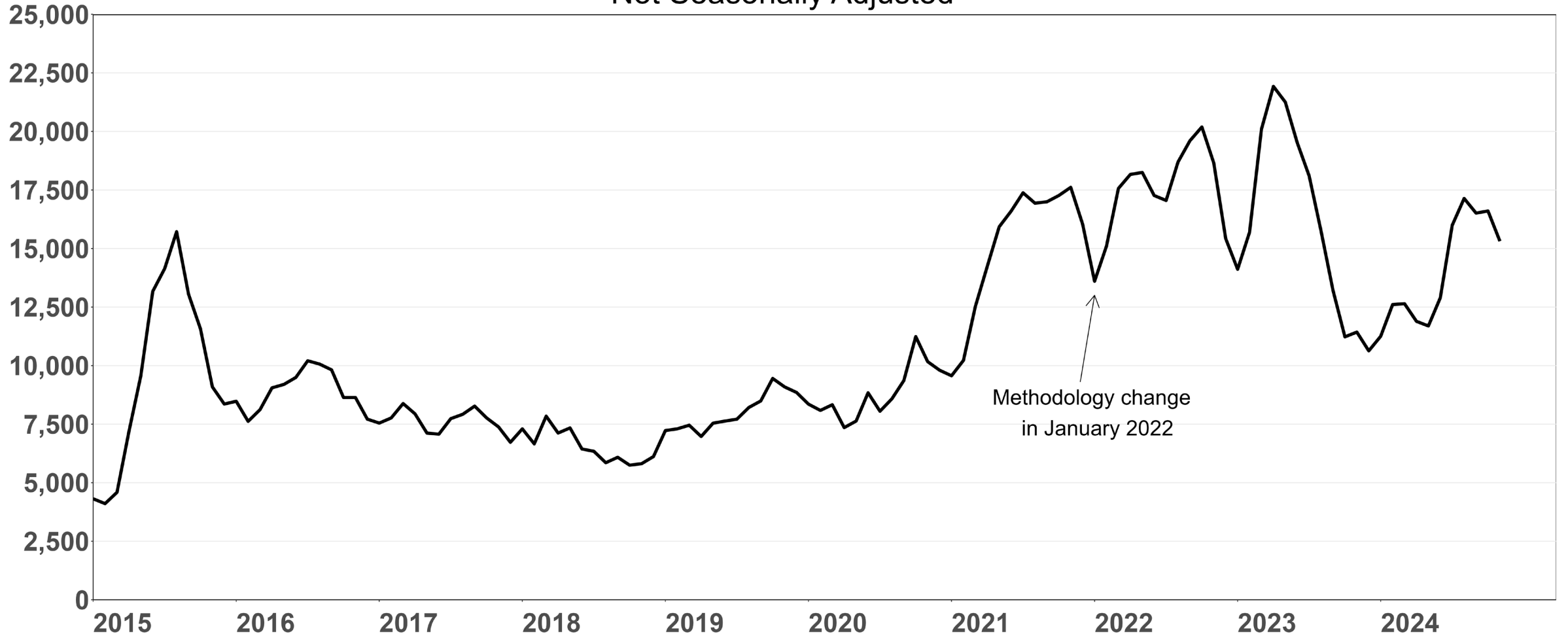
Source: The Conference Board Help Wanted OnLine® (HWOL)

Portland-Metro Help Wanted Online Ads Not Seasonally Adjusted



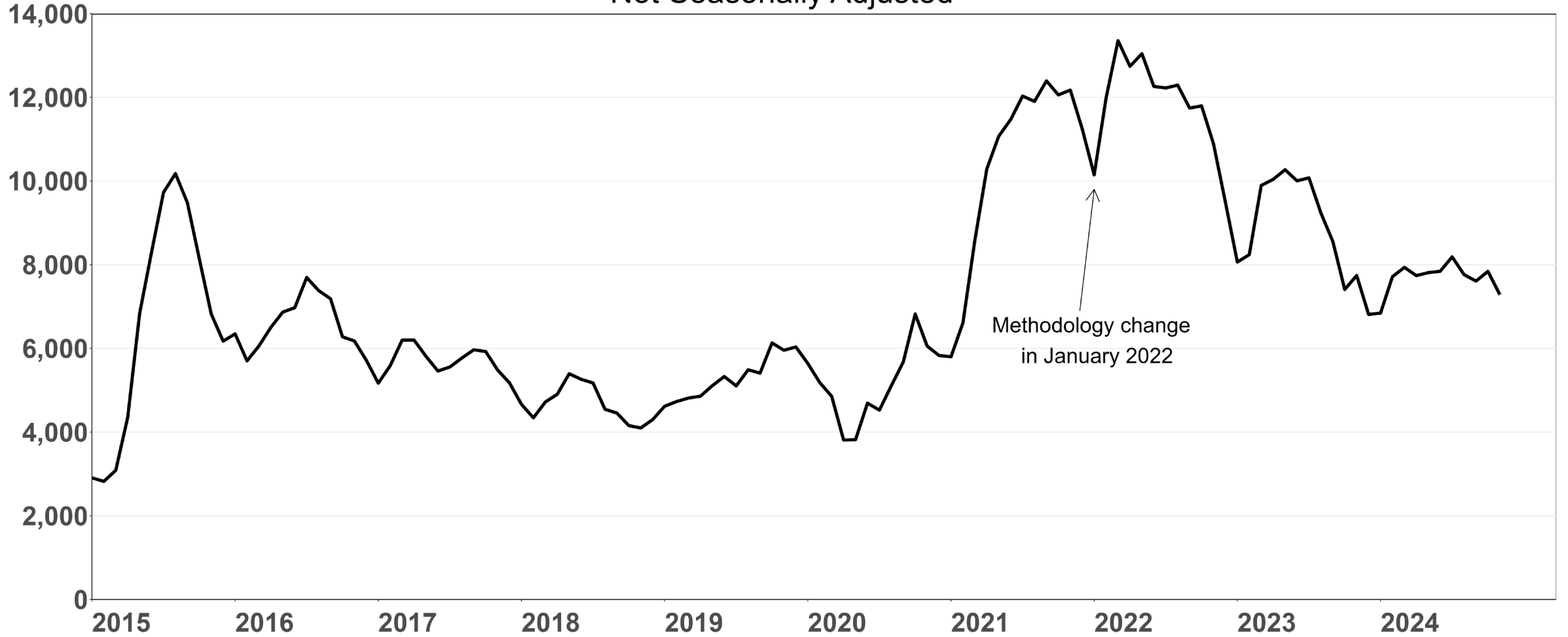
Source: The Conference Board Help Wanted OnLine® (HWOL)
Note: The Portland-Metro LWA includes Multnomah and Washington counties

Mid-Valley Help Wanted Online Ads Not Seasonally Adjusted



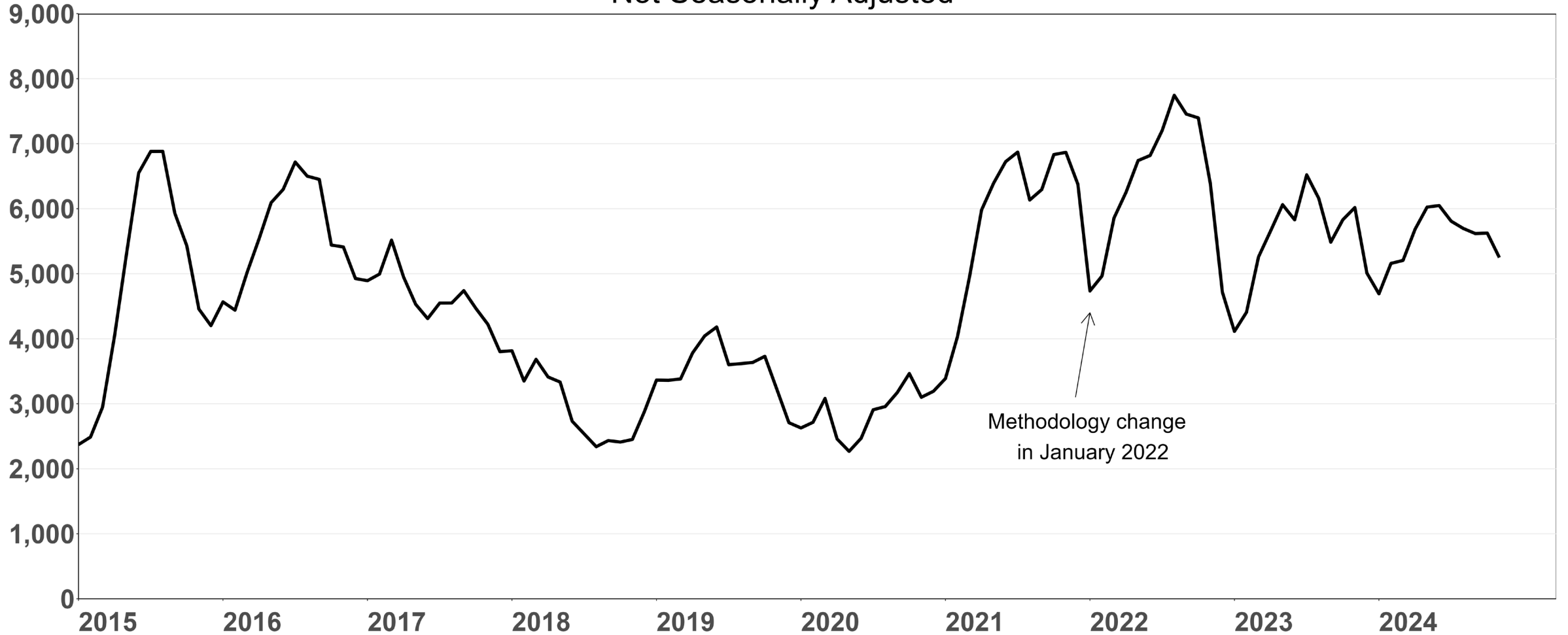
Source: The Conference Board Help Wanted OnLine® (HWOL)

Lane Help Wanted Online Ads Not Seasonally Adjusted



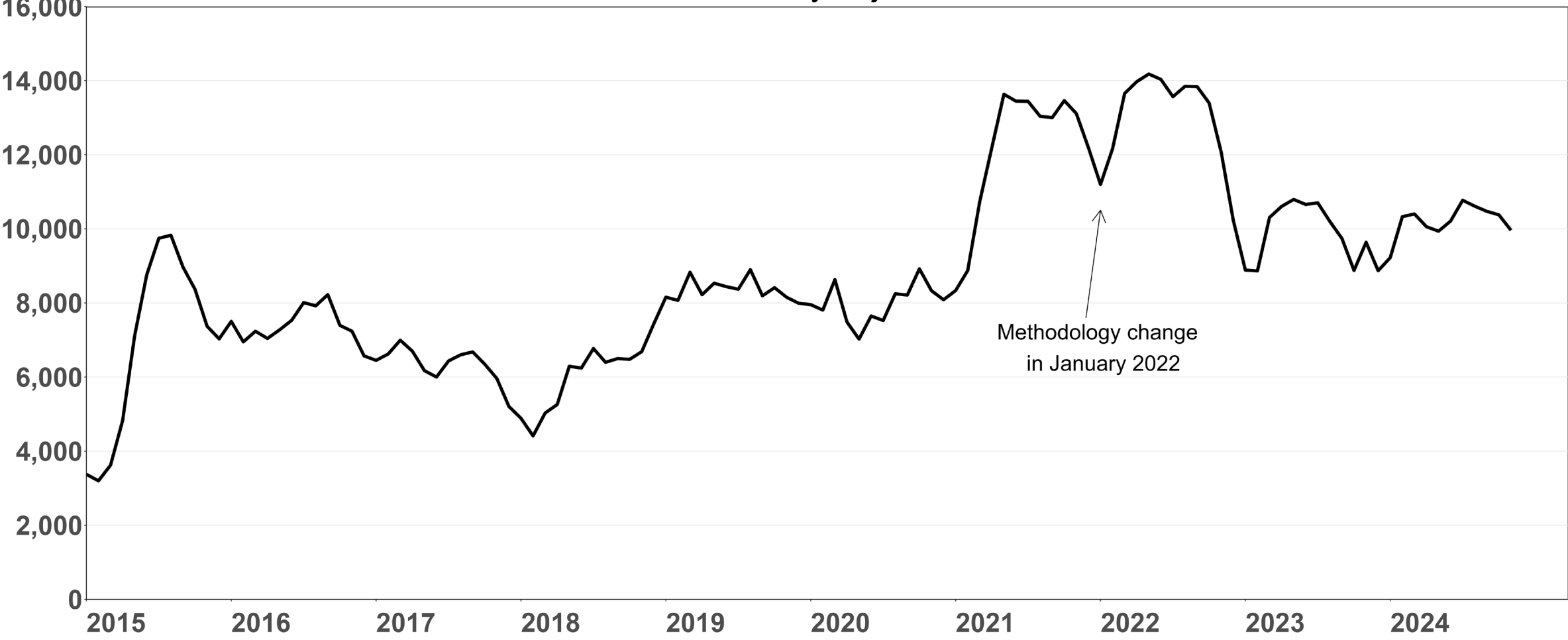
Source: The Conference Board Help Wanted OnLine® (HWOL)

East Cascades Help Wanted Online Ads Not Seasonally Adjusted



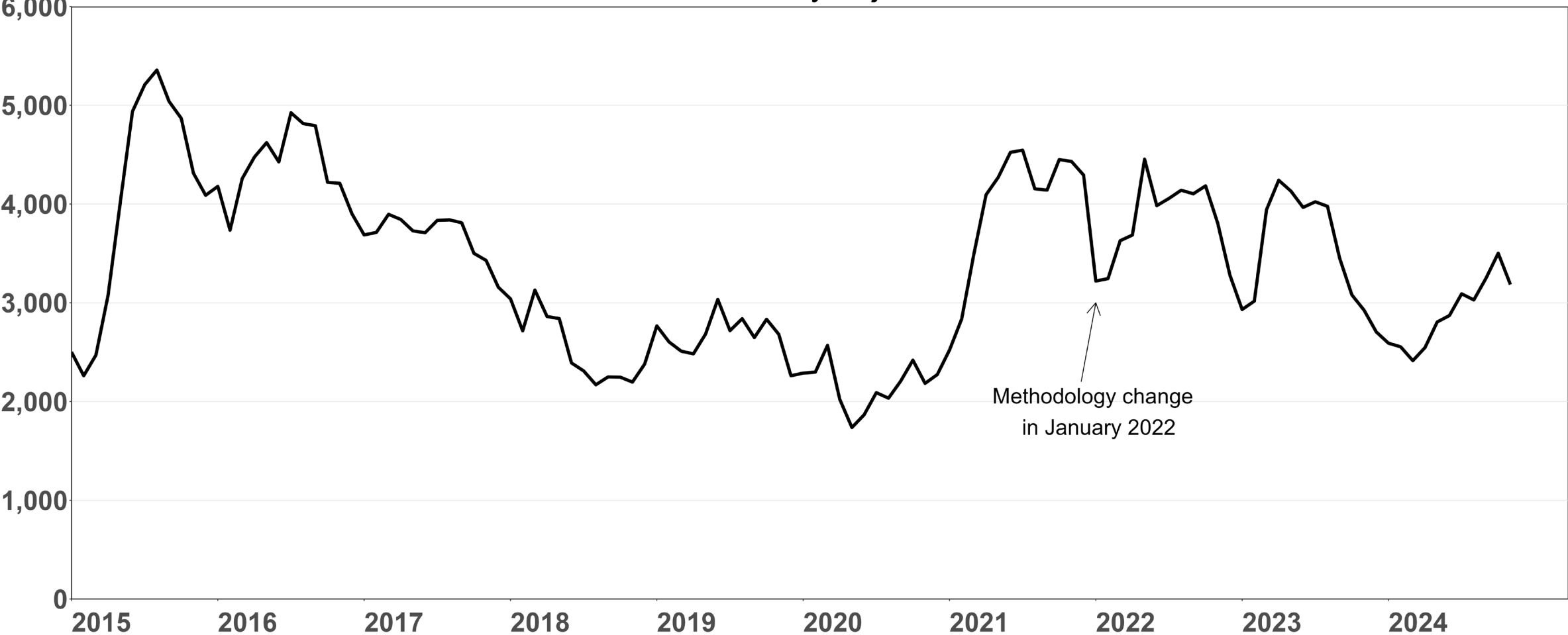
Source: The Conference Board Help Wanted OnLine® (HWOL)

Clackamas Help Wanted Online Ads Not Seasonally Adjusted



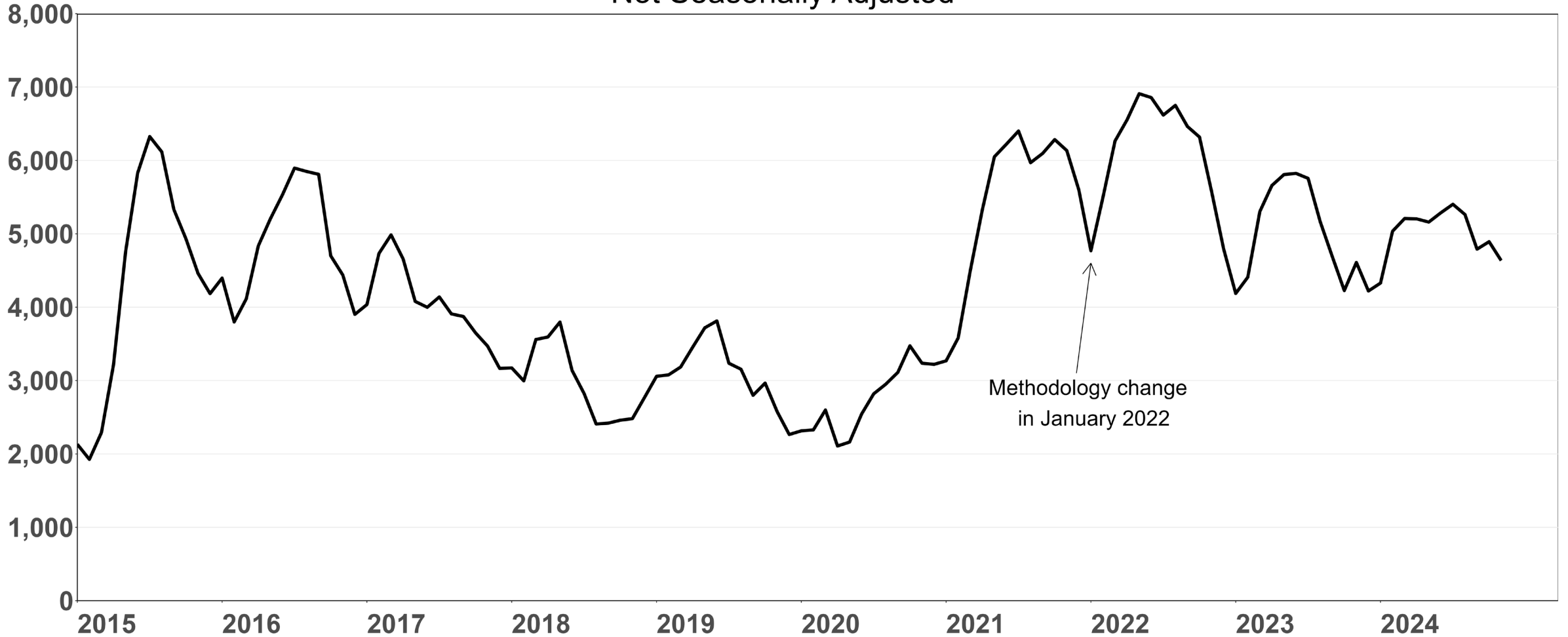
Source: The Conference Board Help Wanted OnLine® (HWOL)

Rogue Valley Help Wanted Online Ads Not Seasonally Adjusted



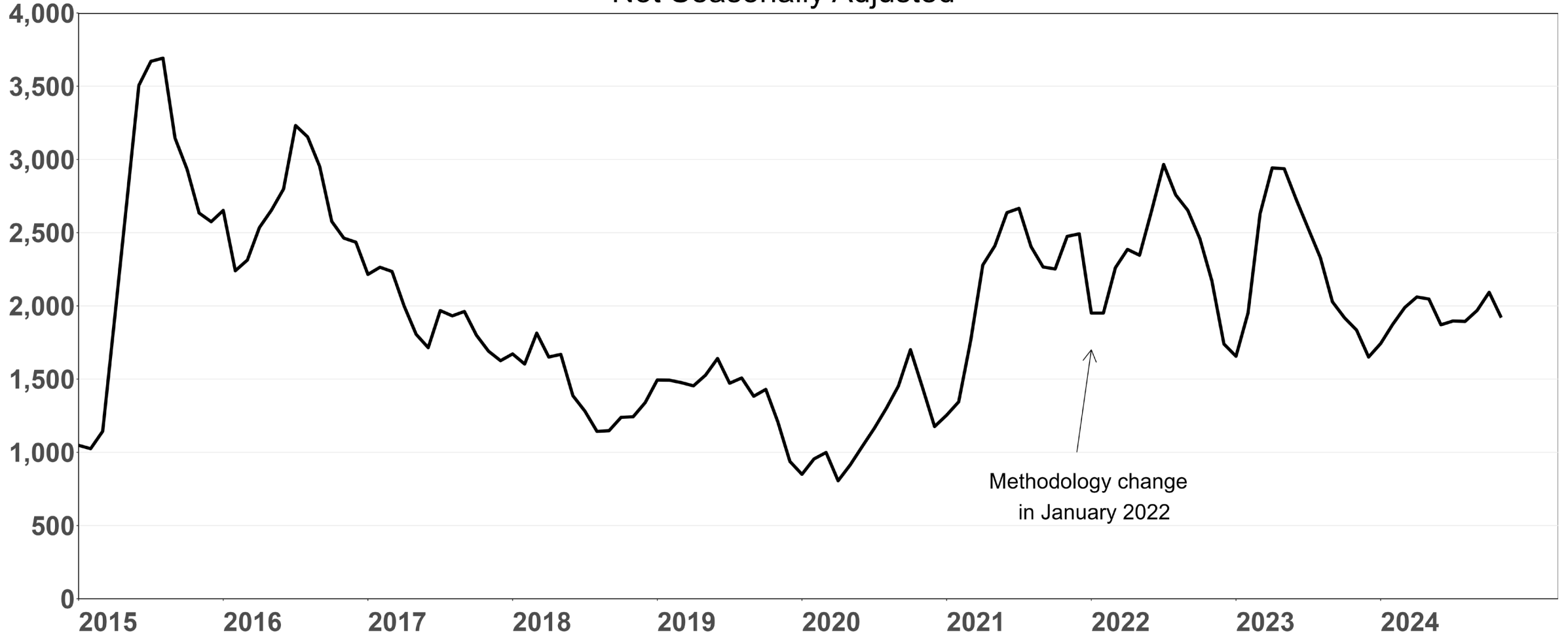
Source: The Conference Board Help Wanted OnLine® (HWOL)

Northwest Oregon Help Wanted Online Ads Not Seasonally Adjusted



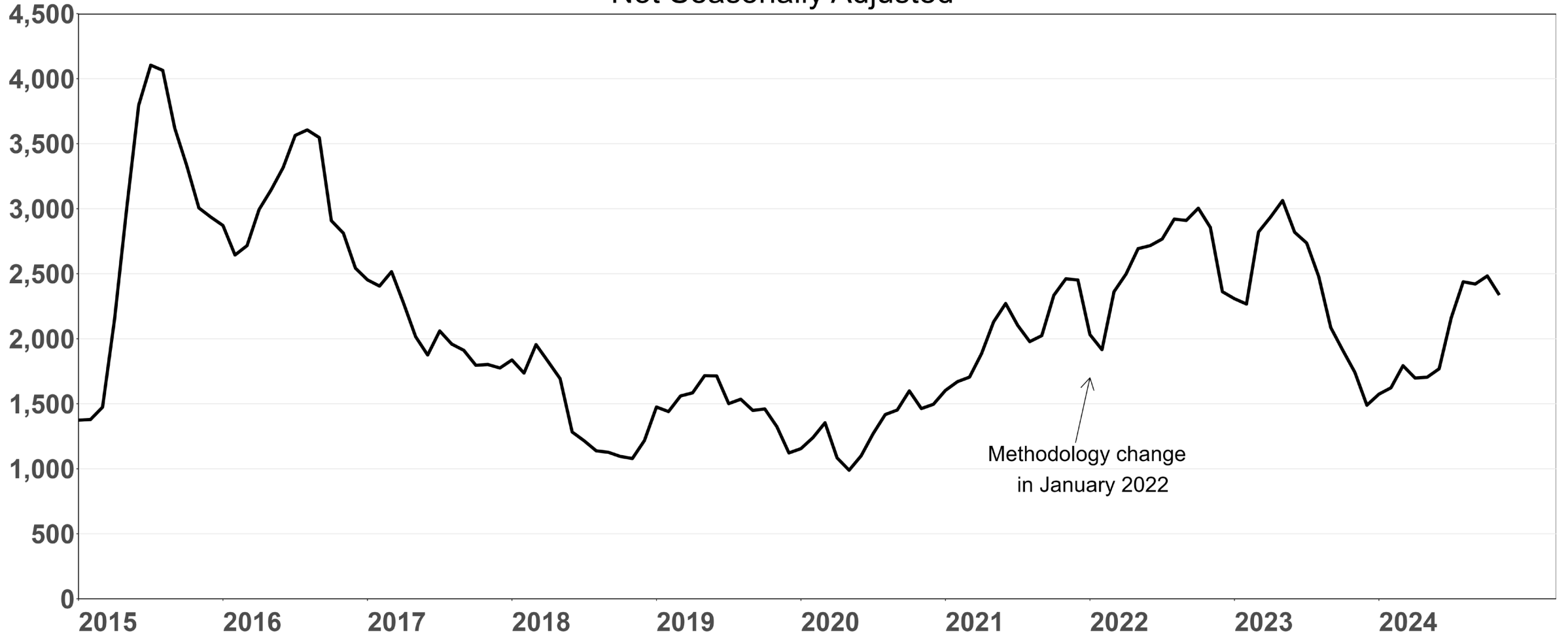
Source: The Conference Board Help Wanted OnLine® (HWOL)

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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