

Help Wanted Online Ads

February 2025

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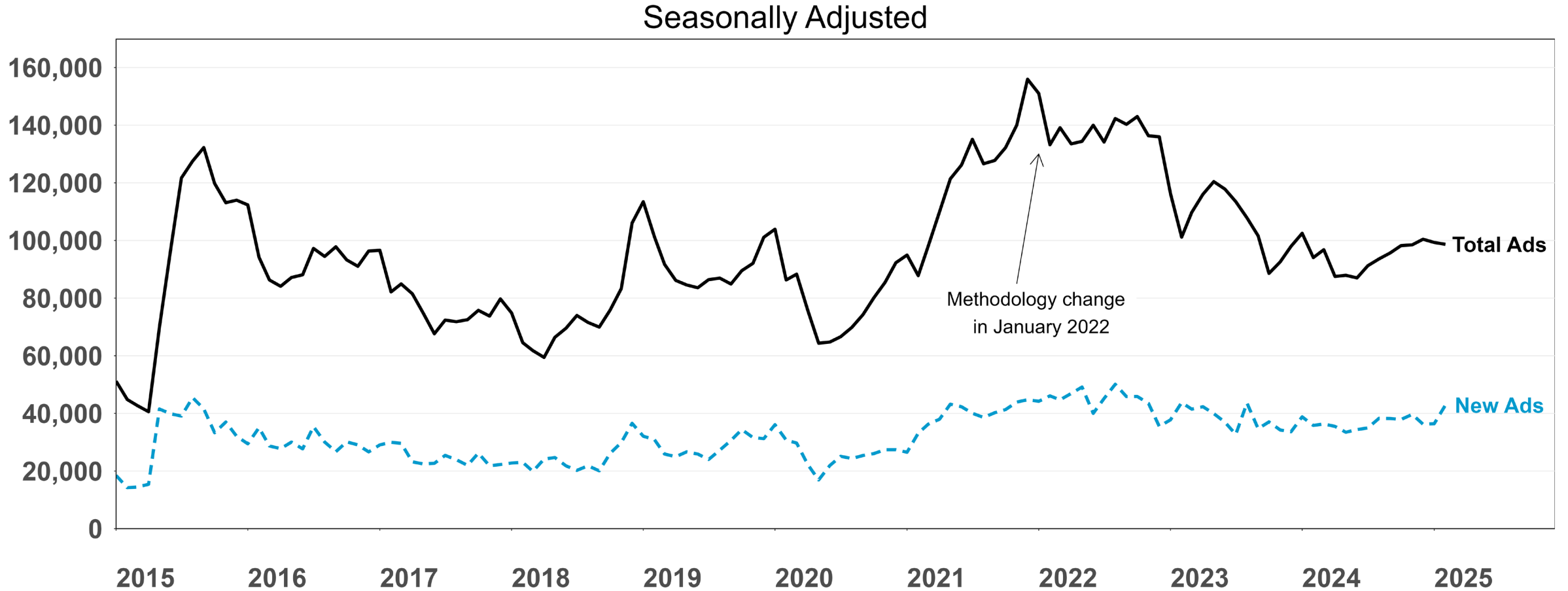
Note

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 6.7 million in February.

- Number of ads posted in Oregon totaled 98,700 in February.
- Number of ads posted for the first time (*new ads*) increased by 6,400 in Oregon in February.
- Nationally, new ads increased by 423,800 in February.
- Number of online ads in Oregon and its neighboring states:
 - Idaho: 39,800
 - Nevada: 74,100
 - Oregon: 98,700
 - Washington: 167,000
 - California: 652,600

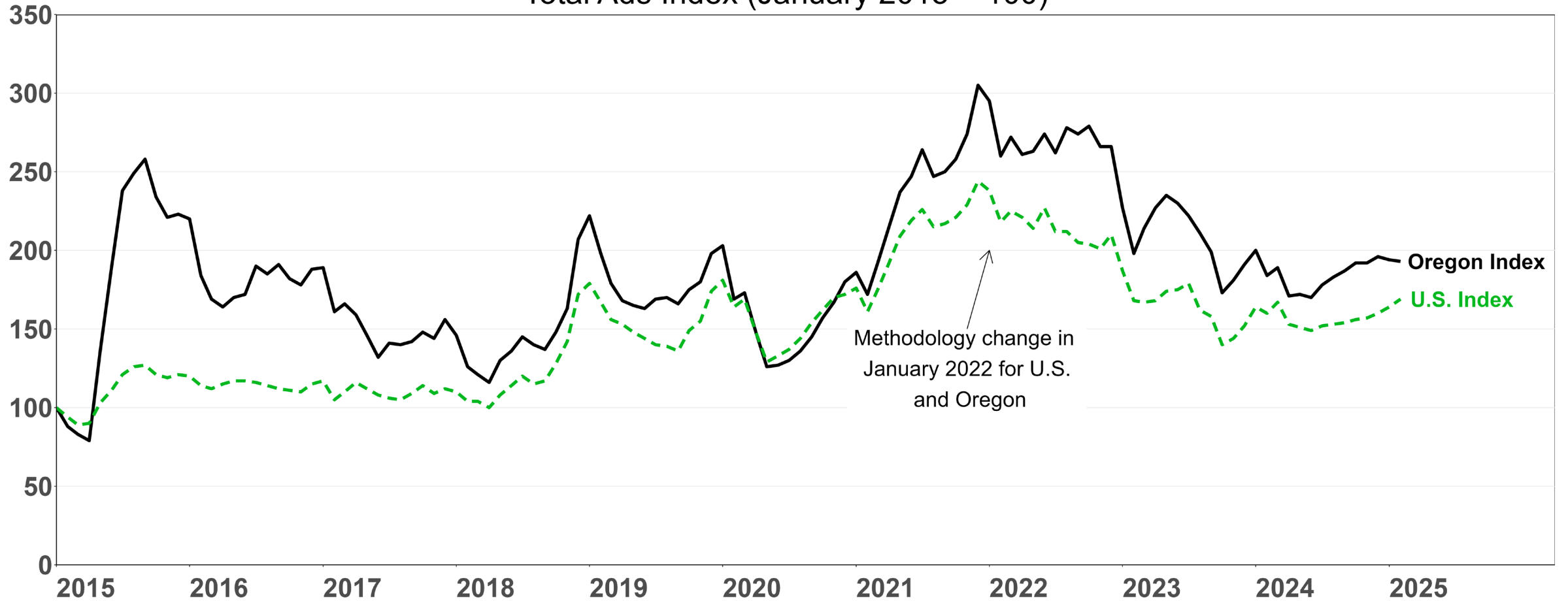
The number of online ads in Oregon was 98,700 in February.
The number of new ads increased by 6,400 over the month.



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

The number of help wanted ads nationally was 6.7 million in February 2025.

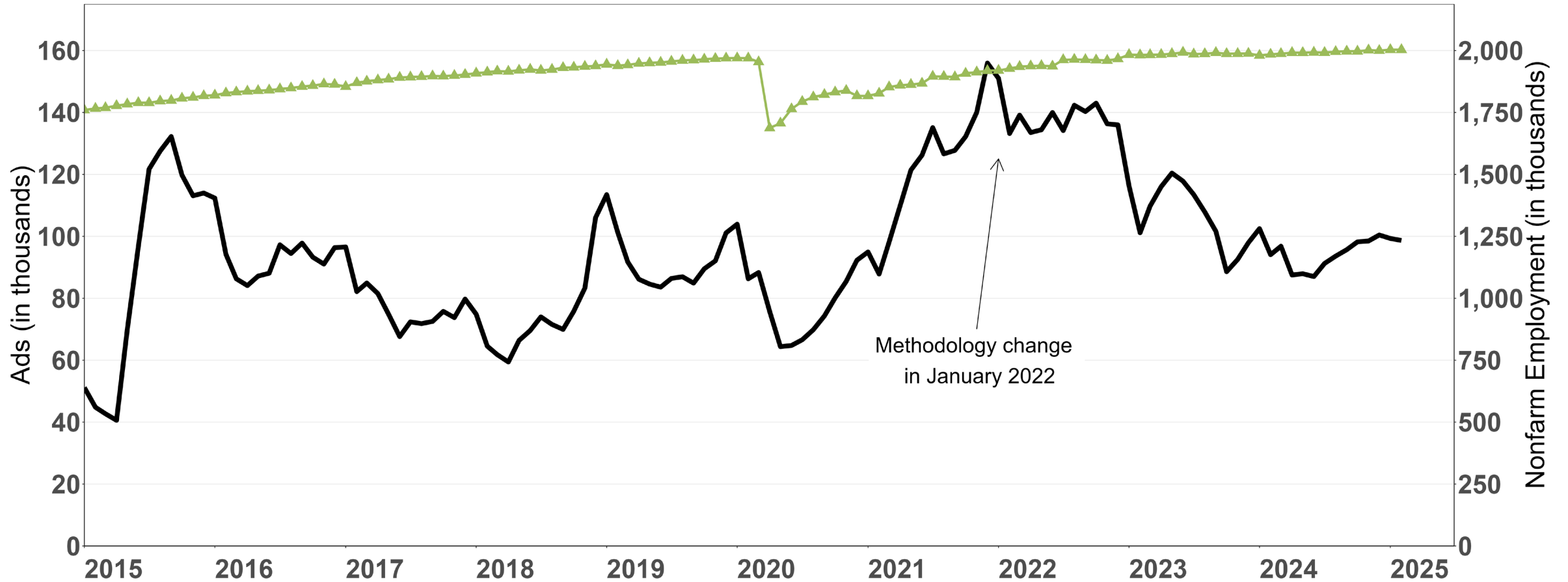
Total Ads Index (January 2015 = 100)



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

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

■ Oregon Total Ads ▲ Nonfarm Employment

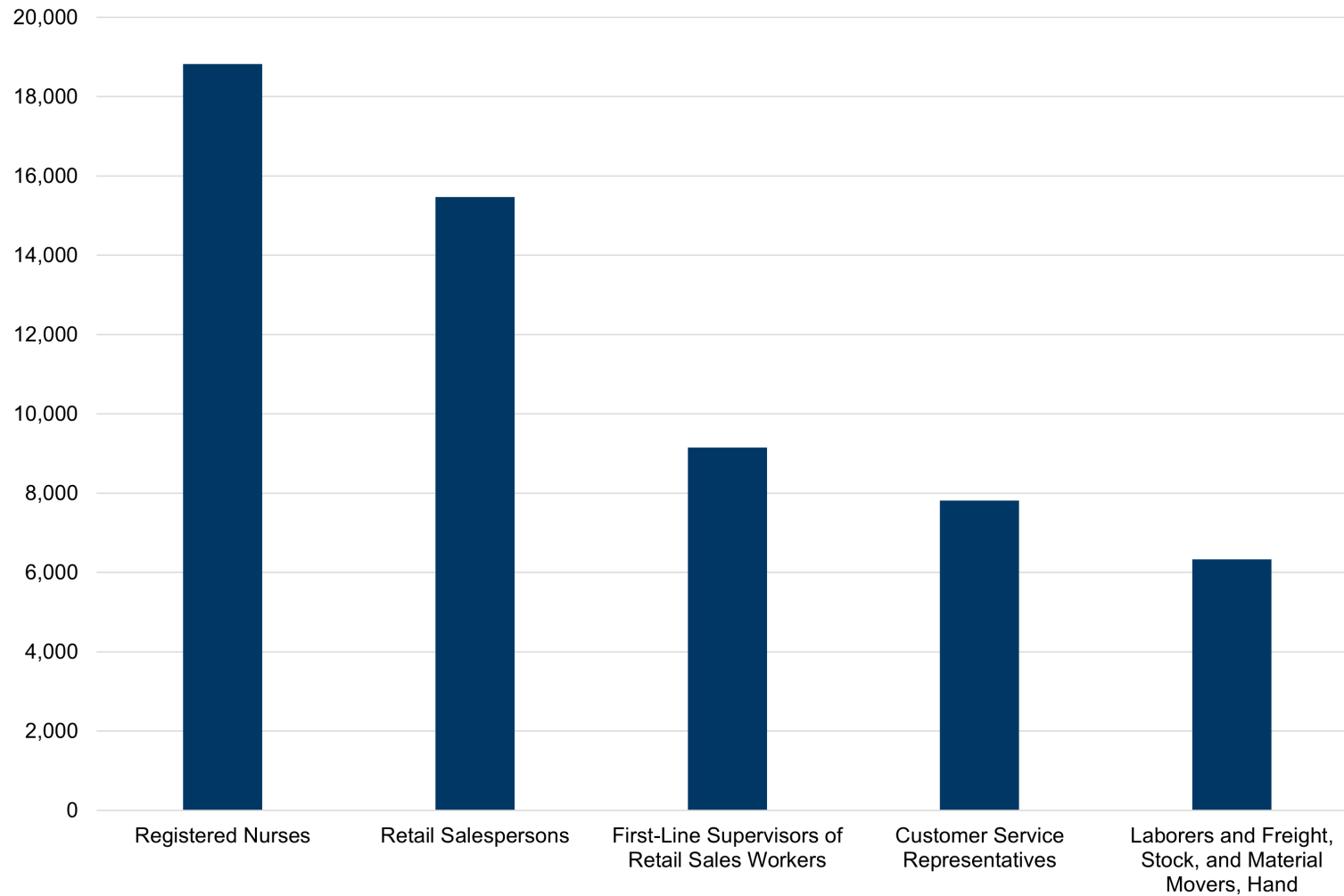


Source: The Conference Board Help Wanted OnLine® (HWOL) and the Bureau of Labor Statistics, Current Employment Statistics

Registered nurses continue to draw most new help wanted ads in 2024.

Read [Online Job Ads Decreased Towards Pre-Pandemic Levels in 2024](#) by Employment Economist [Luke Coury](#).

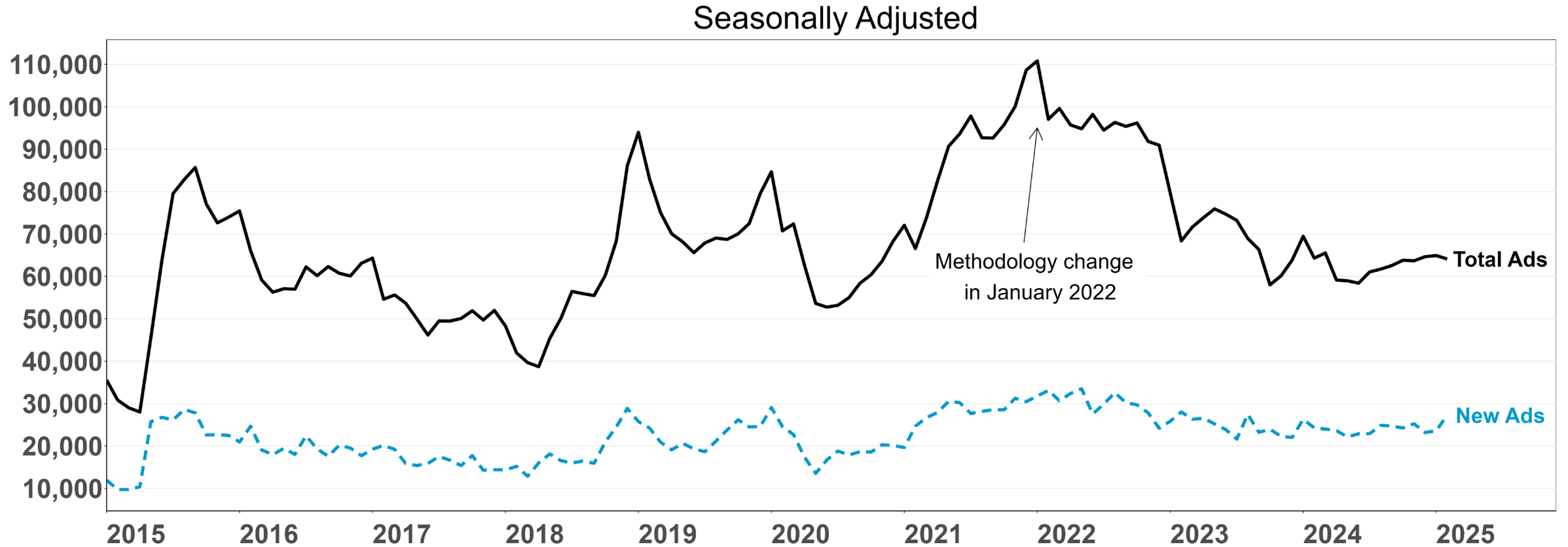
Registered Nurses Top Job Vacancies in 2024



Source: Oregon Employment Department, Lightcast-Conference Board's Help Wanted OnLine

HELP WANTED ONLINE ADVERTISEMENT TRENDS BY METRO AREAS

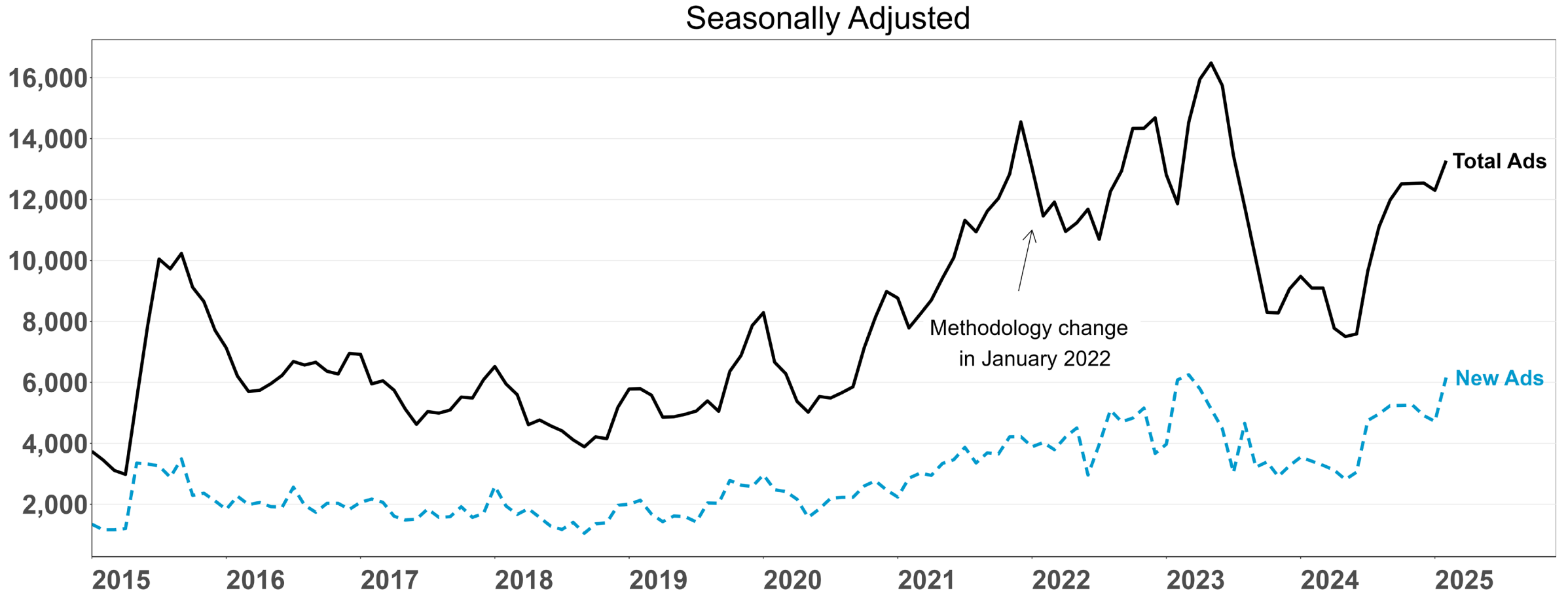
The number of online ads in the Portland metro area was 64,100 in February.
The number of new ads increased by 3,600 over the month.



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

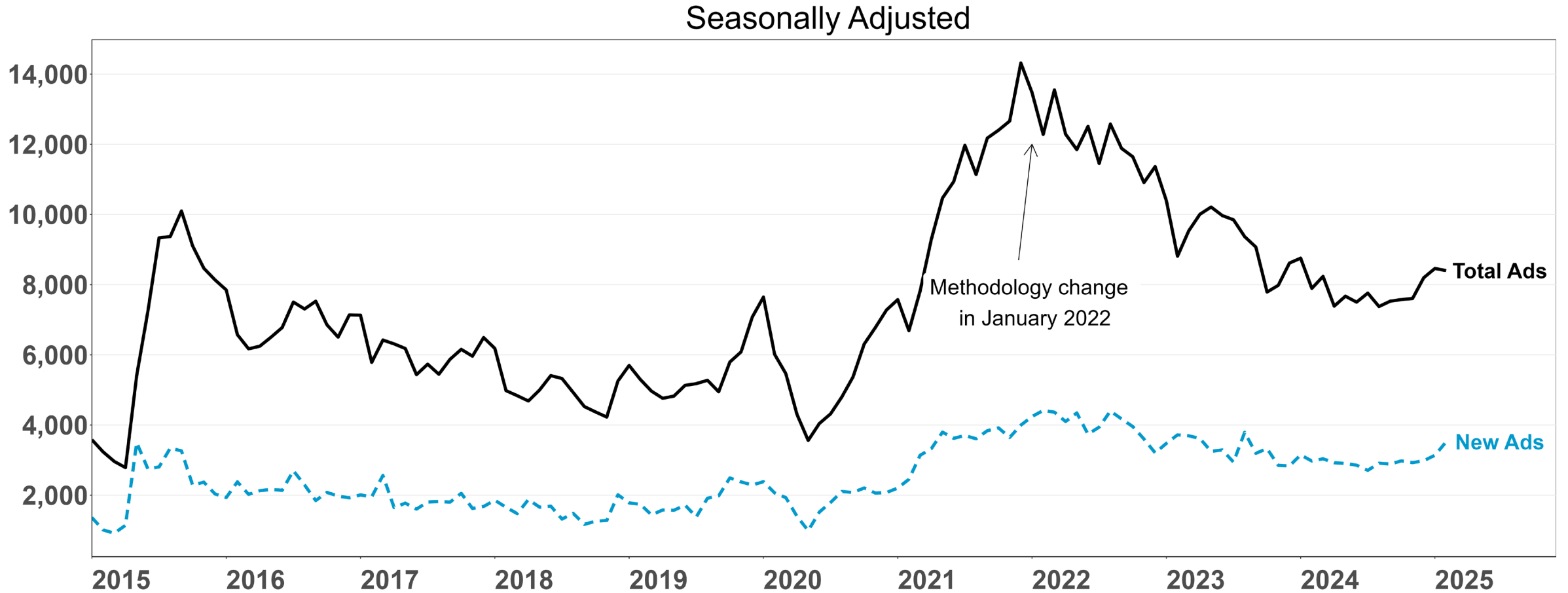
Note: The Portland metro area includes Clackamas, Columbia, Multnomah, Washington, and Yamhill counties in Oregon and Clark and Skamania counties in Washington

The number of online ads in the Salem metro area was 13,300 in February.
The number of new ads increased by 1,400 over the month.



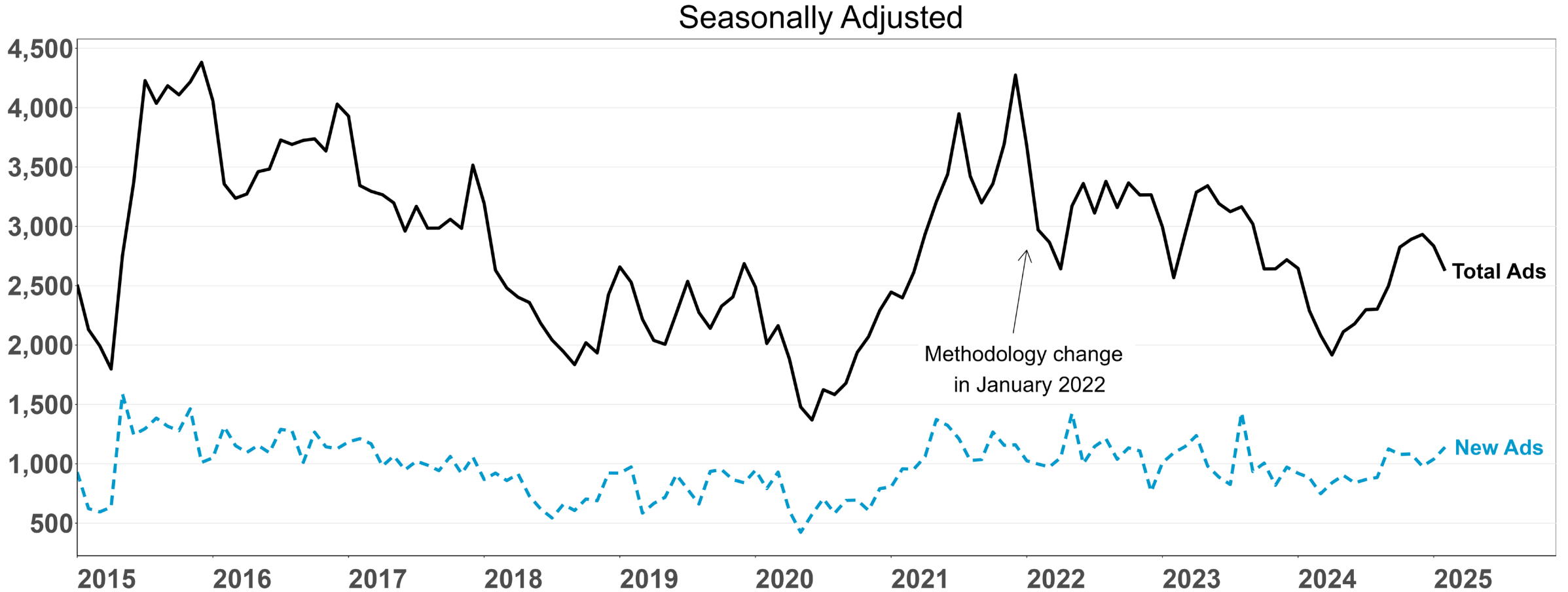
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Eugene metro area was 8,400 in February.
The number of new ads increased by 380 over the month.



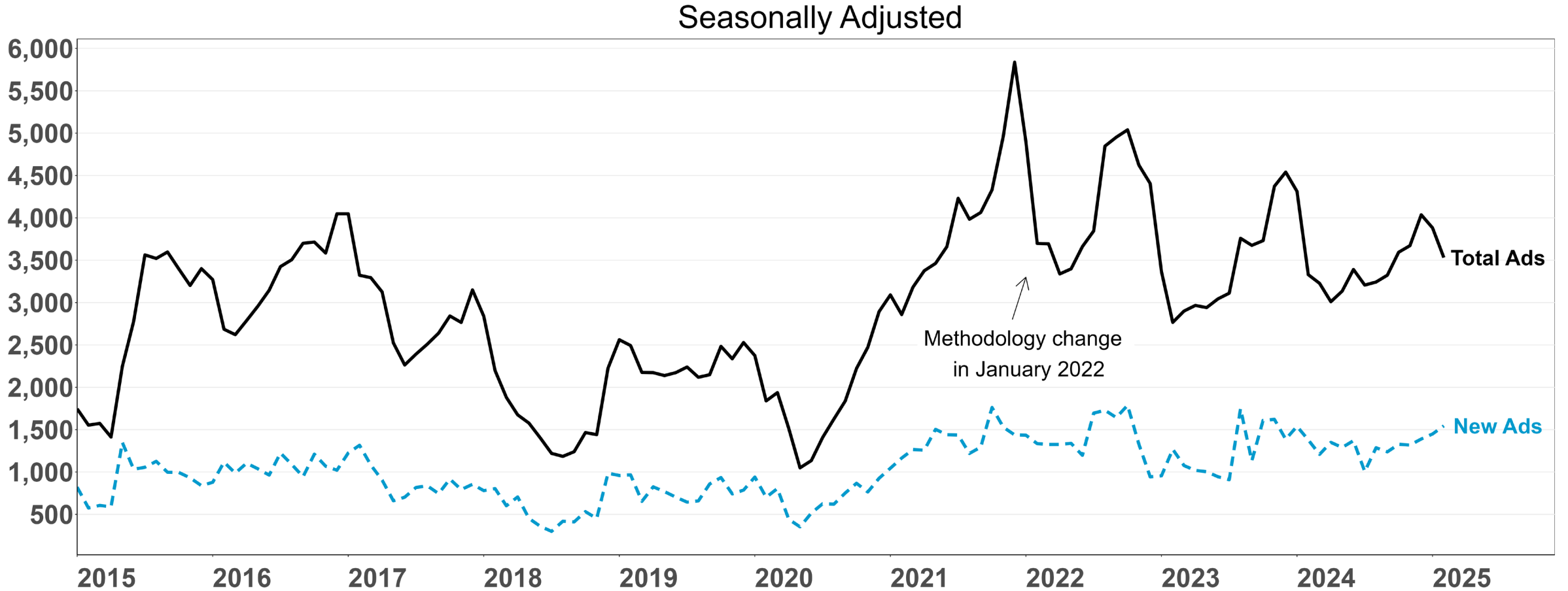
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Medford metro area was 2,600 in February.
The number of new ads increased by 100 over the month.



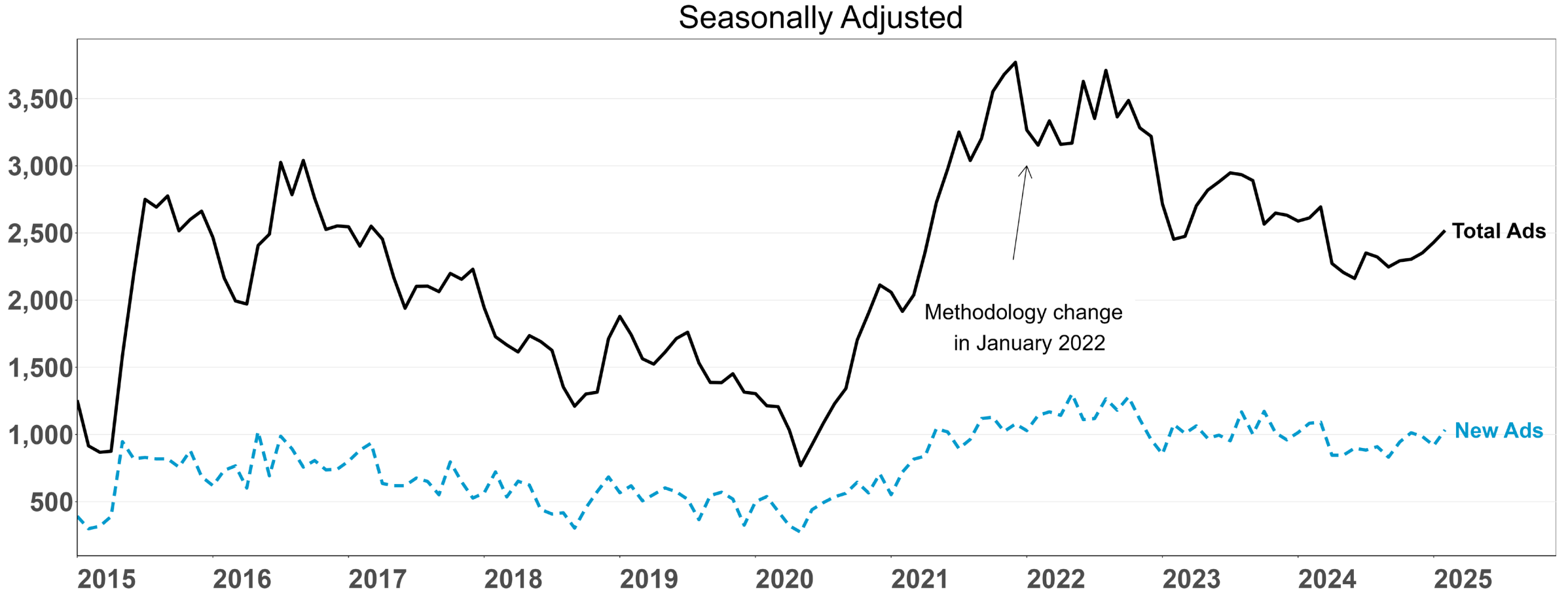
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Bend metro area was 3,500 in February.
The number of new ads increased by 100 over the month.



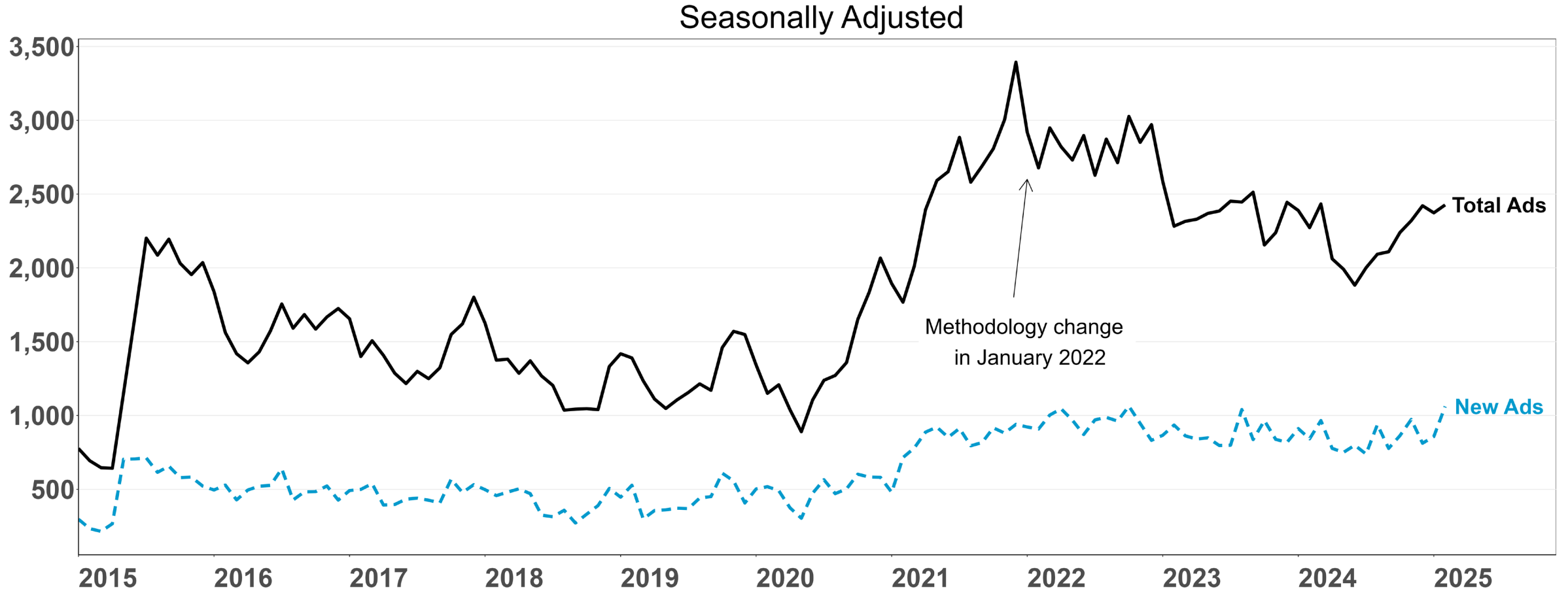
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Corvallis metro area was 2,500 in February.
The number of new ads increased by 120 over the month.



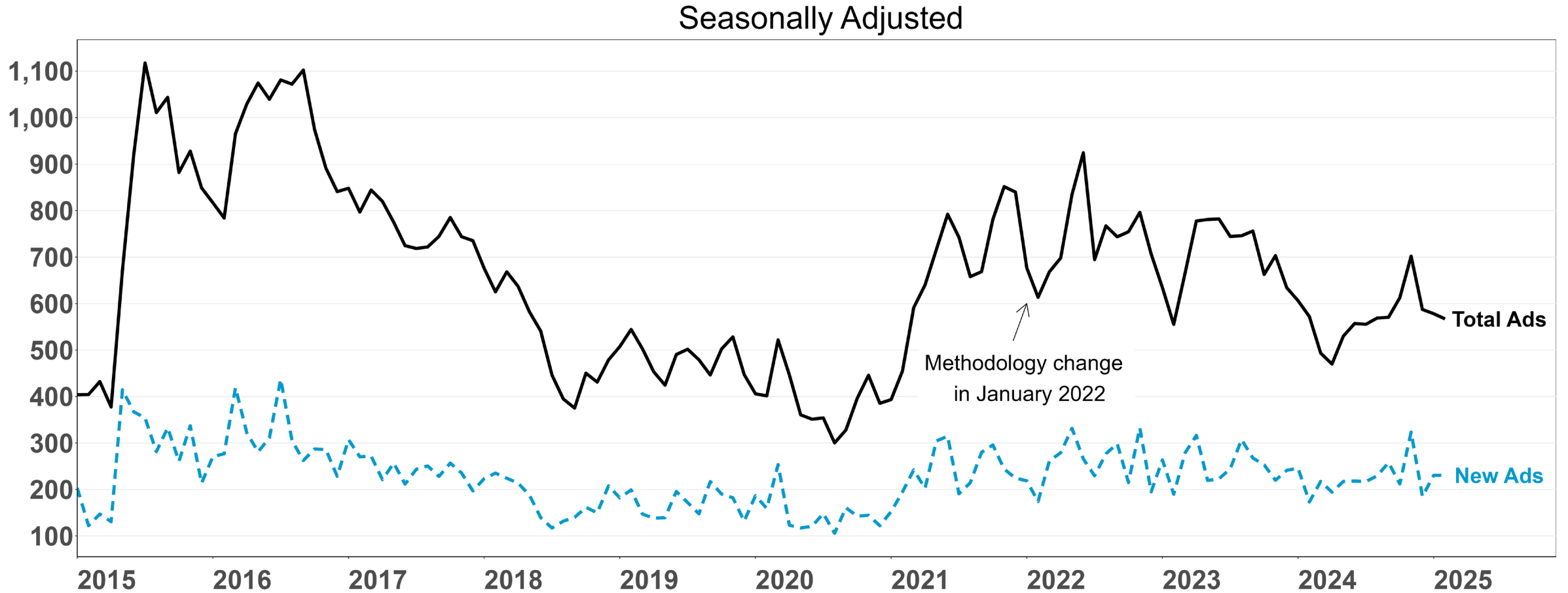
Source: The Conference Board Help Wanted OnLine® (HWOL)

The number of online ads in the Albany metro area was 2,400 in February.
The number of new ads increased by 200 over the month.



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

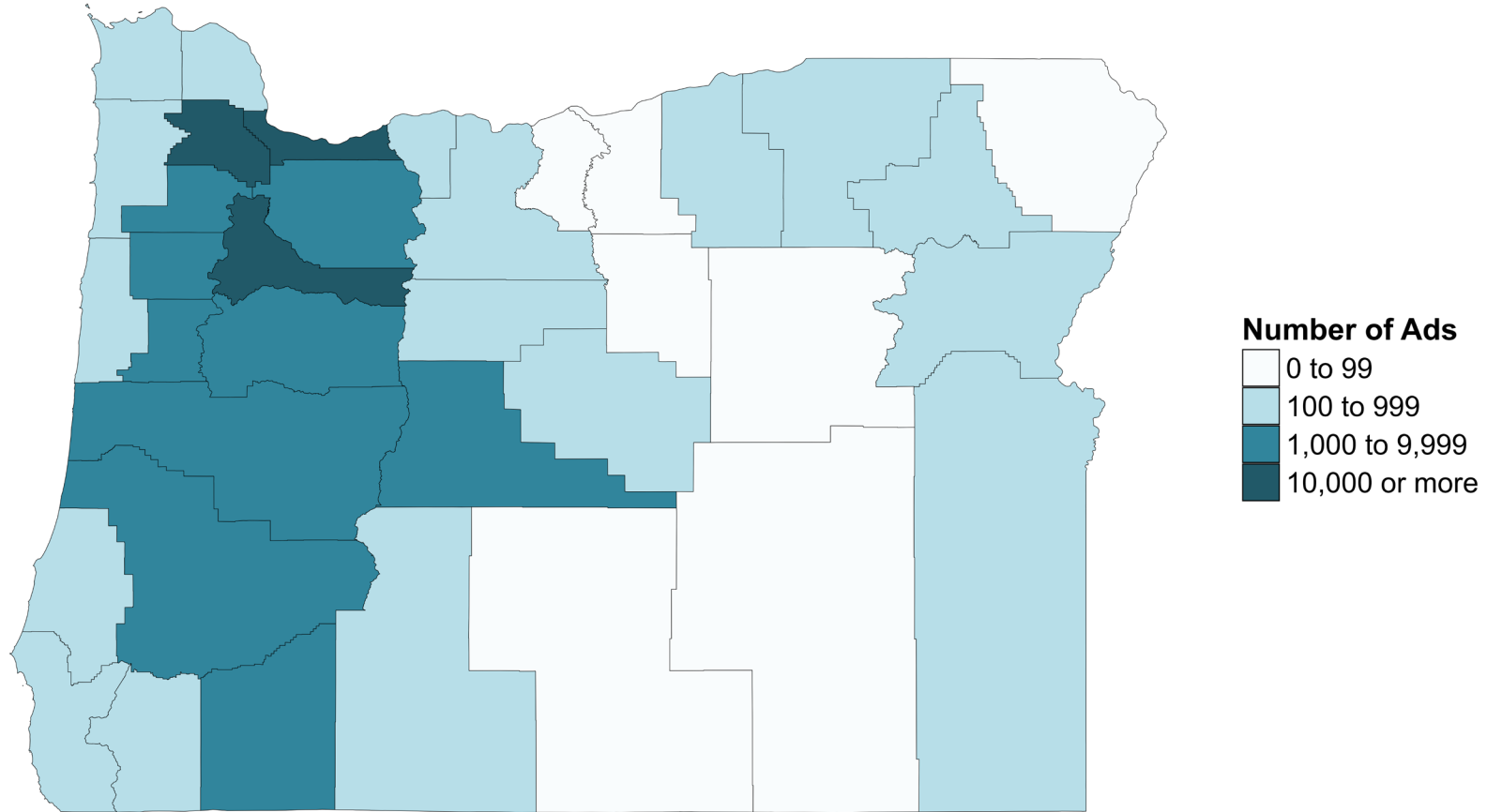
The number of online ads in the Grants Pass metro area was 570 in February.
The number of new ads was unchanged.



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

Help Wanted Online Ads, February 2025

Not Seasonally Adjusted



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

Help Wanted Online Ads by County

February 2025, Not Seasonally Adjusted

Multnomah	22,514	Lincoln	969	Union	250
Washington	16,037	Umatilla	838	Jefferson	222
Marion	10,202	Clatsop	671	Crook	199
Clackamas	9,672	Klamath	652	Morrow	169
Lane	7,598	Coos	645	Curry	119
Deschutes	3,077	Columbia	510	Grant	93
Jackson	2,424	Josephine	503	Harney	87
Benton	2,165	Hood River	486	Wallowa	81
Linn	2,077	Malheur	481	Lake	63
Yamhill	1,777	Tillamook	371	Sherman	34
Polk	1,170	Wasco	298	Gilliam	33
Douglas	1,145	Baker	257	Wheeler	7

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.

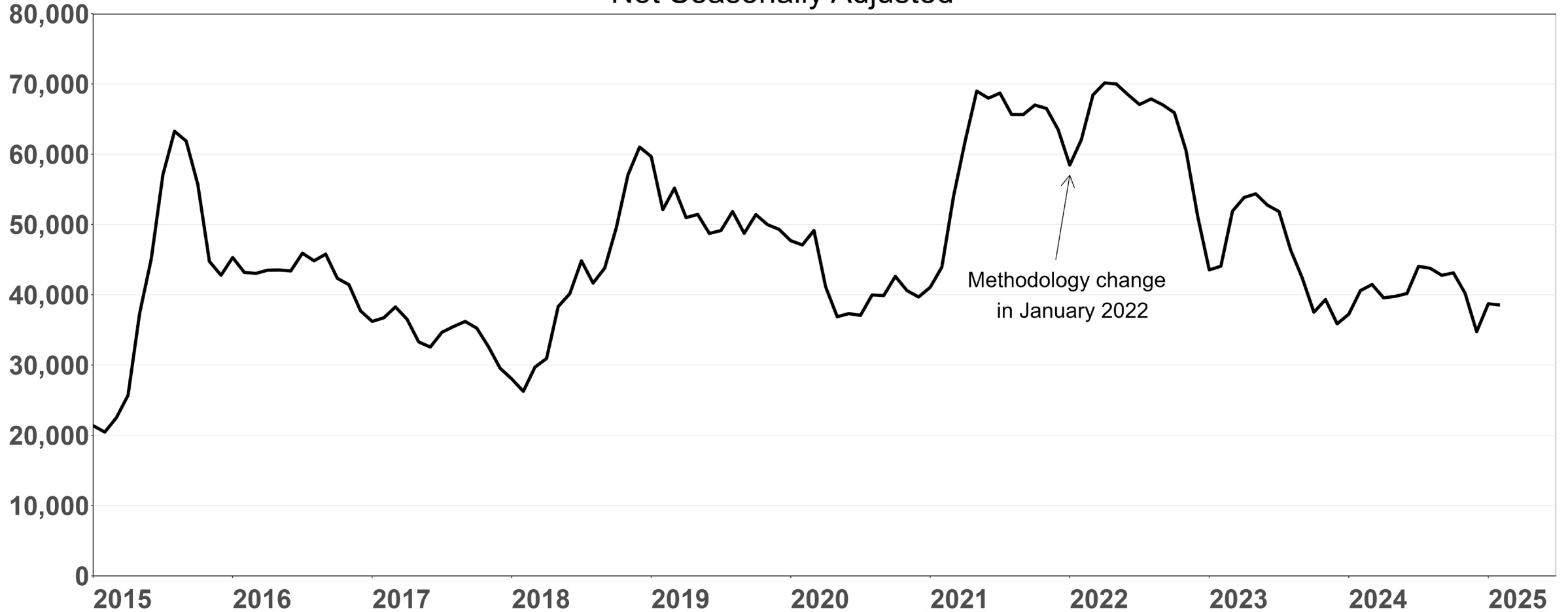
Help Wanted Online Ads by Workforce Area

February 2025, Not Seasonally Adjusted

Portland-Metro	38,551
Mid-Valley	15,226
Clackamas	9,672
Lane	7,598
East Cascades	5,071
Northwest Oregon	4,686
Rogue Valley	2,927
Eastern Oregon	2,256
Southwestern Oregon	1,909

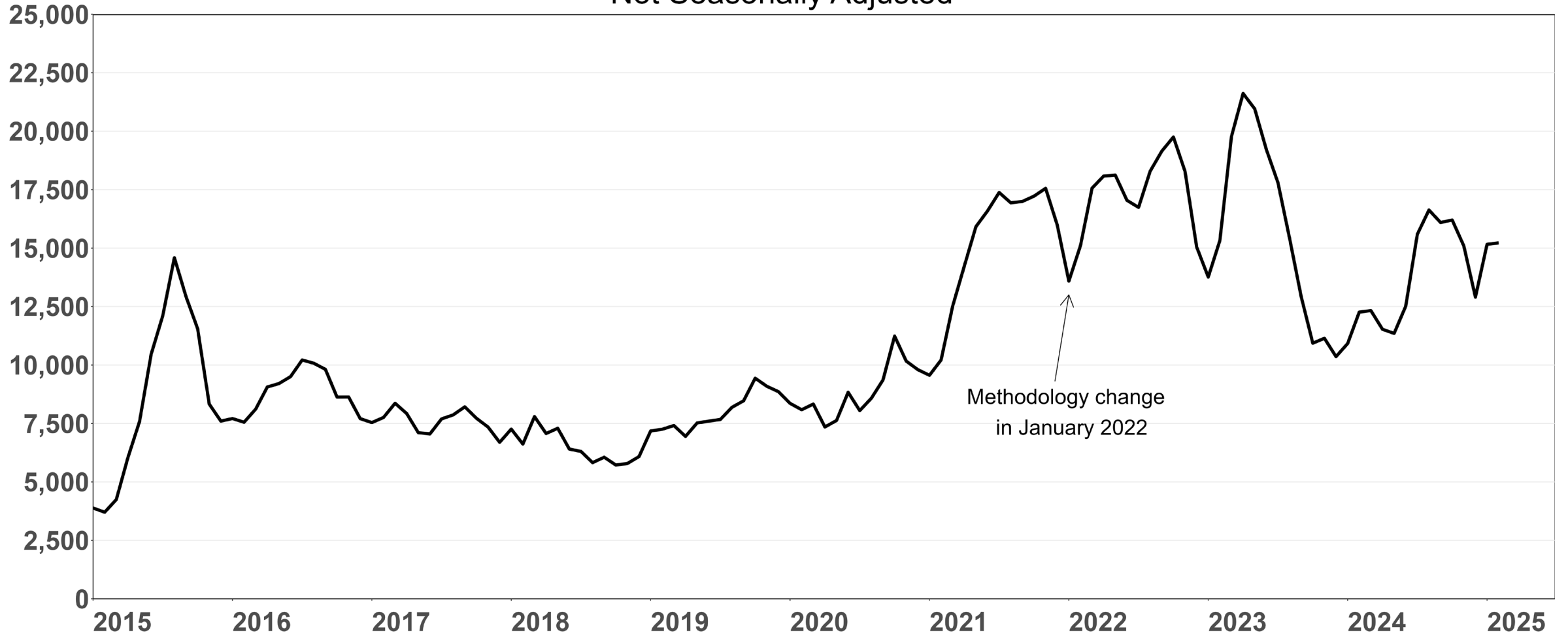
Source: The Conference Board Help Wanted OnLine® (HWOL)

Portland-Metro Help Wanted Online Ads Not Seasonally Adjusted



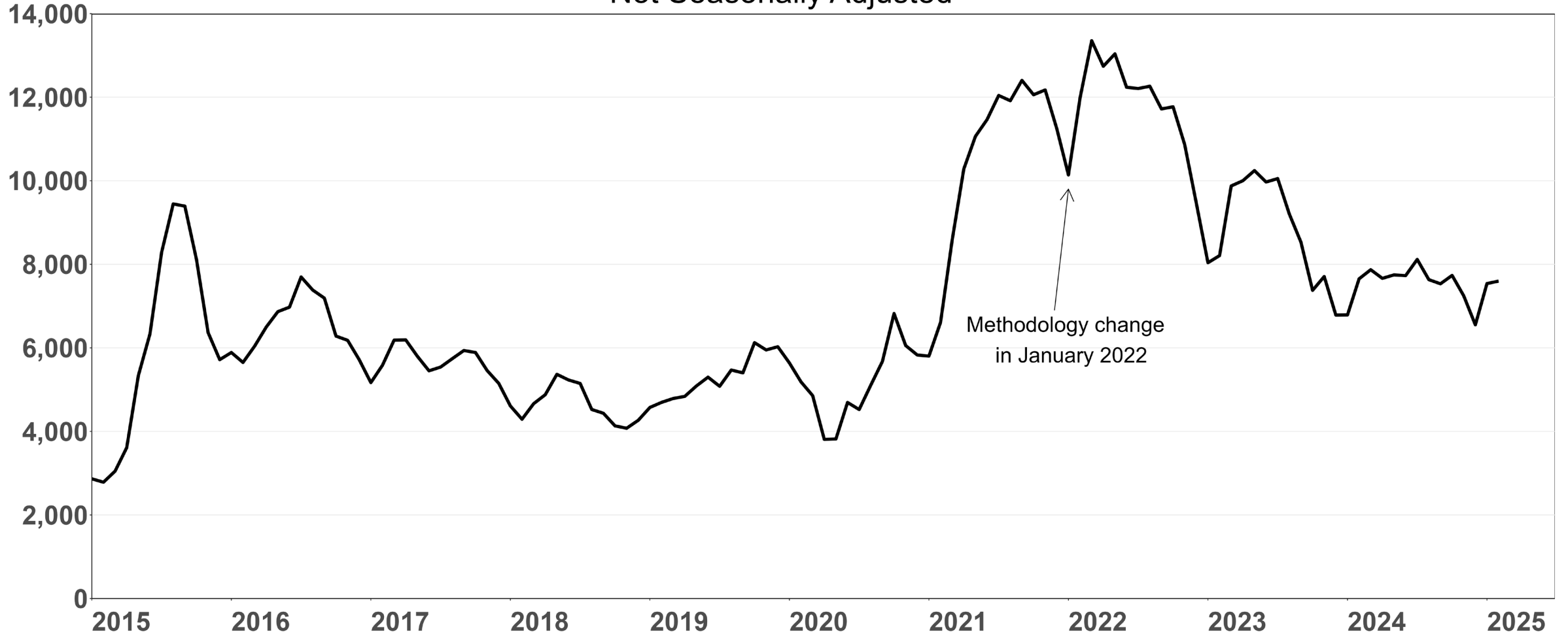
Source: The Conference Board Help Wanted OnLine® (HWOL)
Note: The Portland-Metro LWA includes Multnomah and Washington counties

Mid-Valley Help Wanted Online Ads Not Seasonally Adjusted



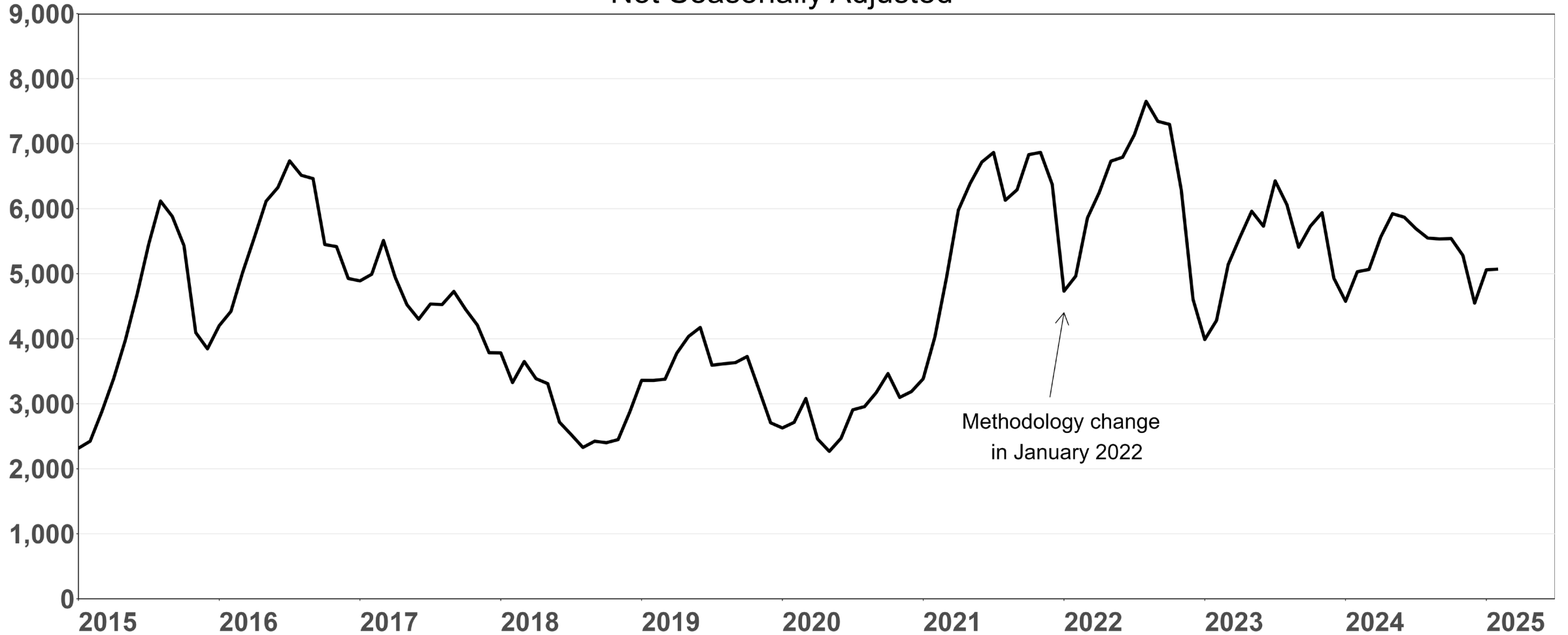
Source: The Conference Board Help Wanted OnLine® (HWOL)

Lane Help Wanted Online Ads Not Seasonally Adjusted



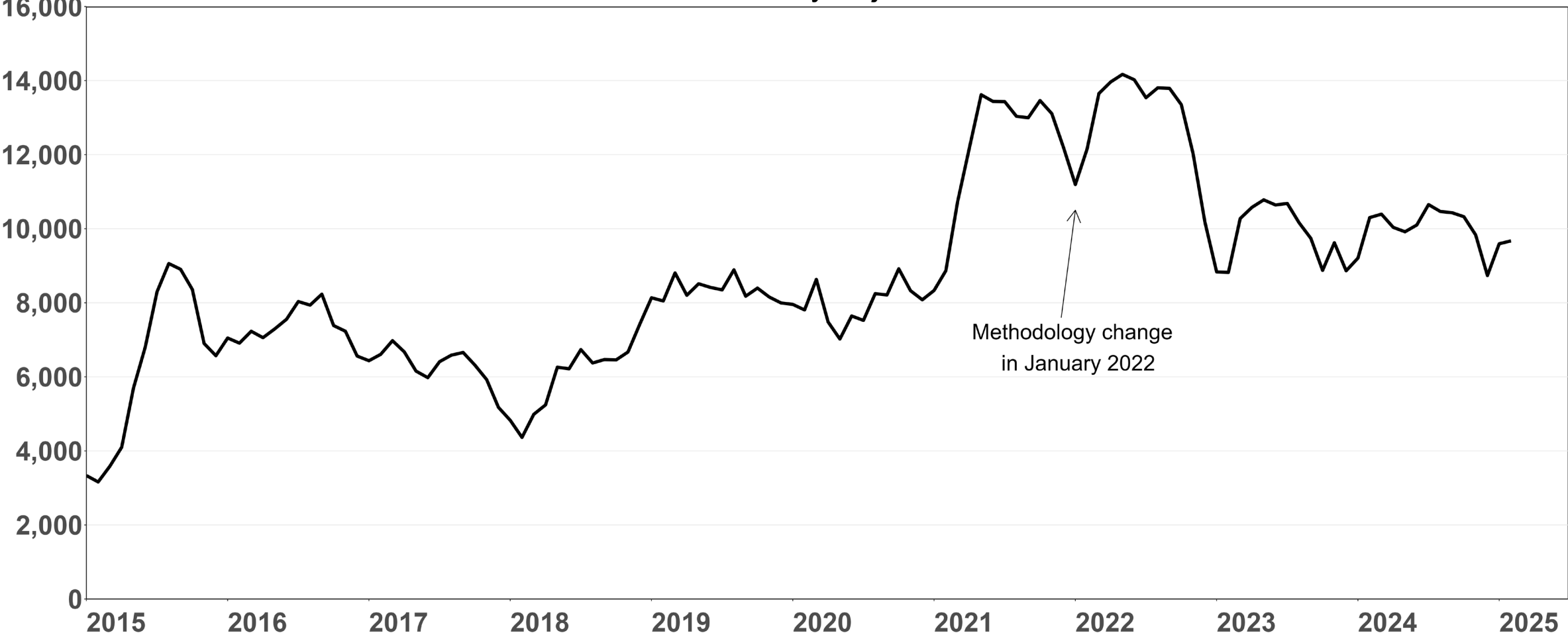
Source: The Conference Board Help Wanted OnLine® (HWOL)

East Cascades Help Wanted Online Ads Not Seasonally Adjusted



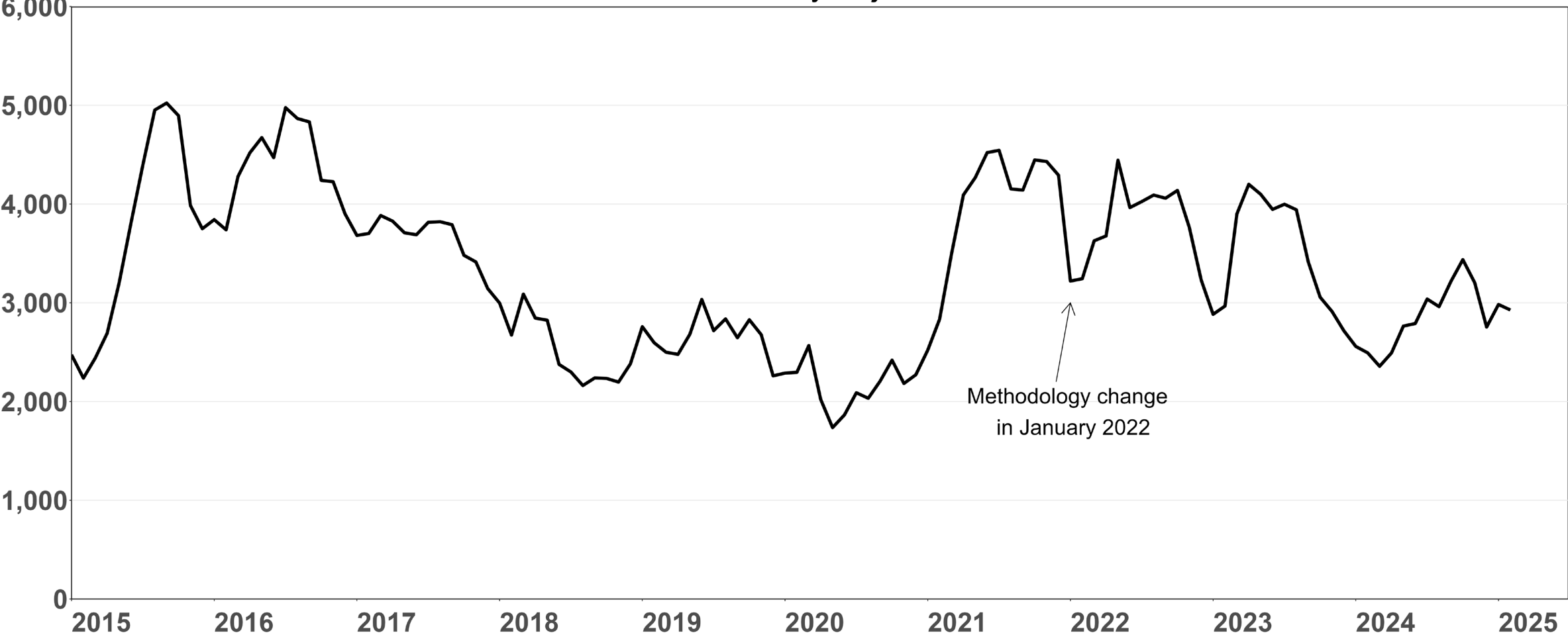
Source: The Conference Board Help Wanted OnLine® (HWOL)

Clackamas Help Wanted Online Ads Not Seasonally Adjusted



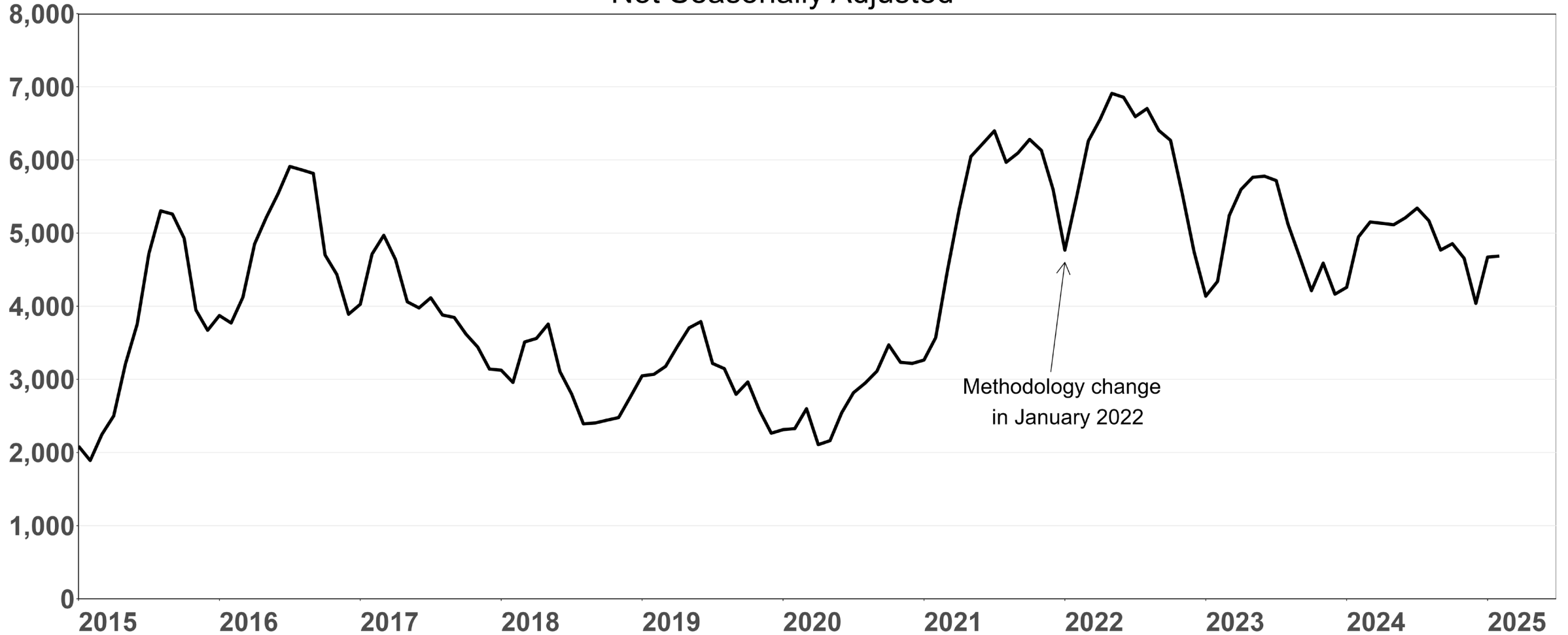
Source: The Conference Board Help Wanted OnLine® (HWOL)

Rogue Valley Help Wanted Online Ads Not Seasonally Adjusted



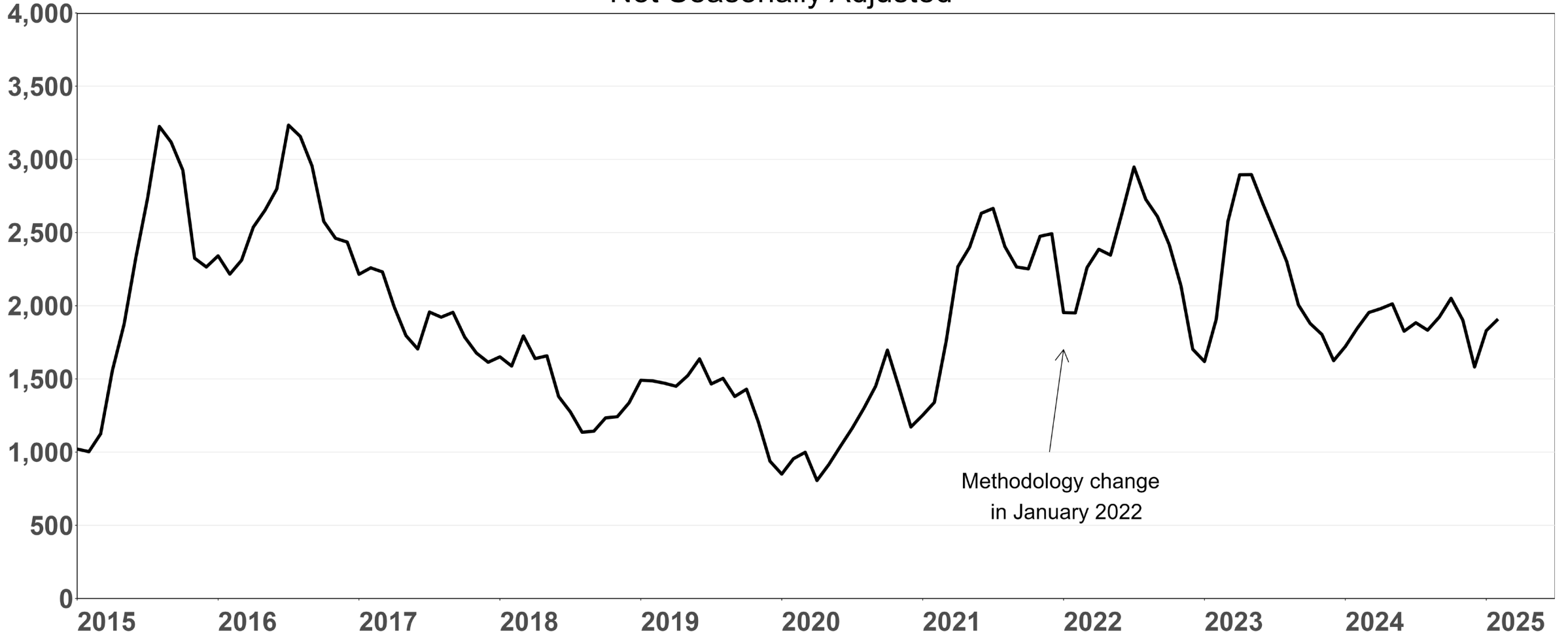
Source: The Conference Board Help Wanted OnLine® (HWOL)

Northwest Oregon Help Wanted Online Ads Not Seasonally Adjusted



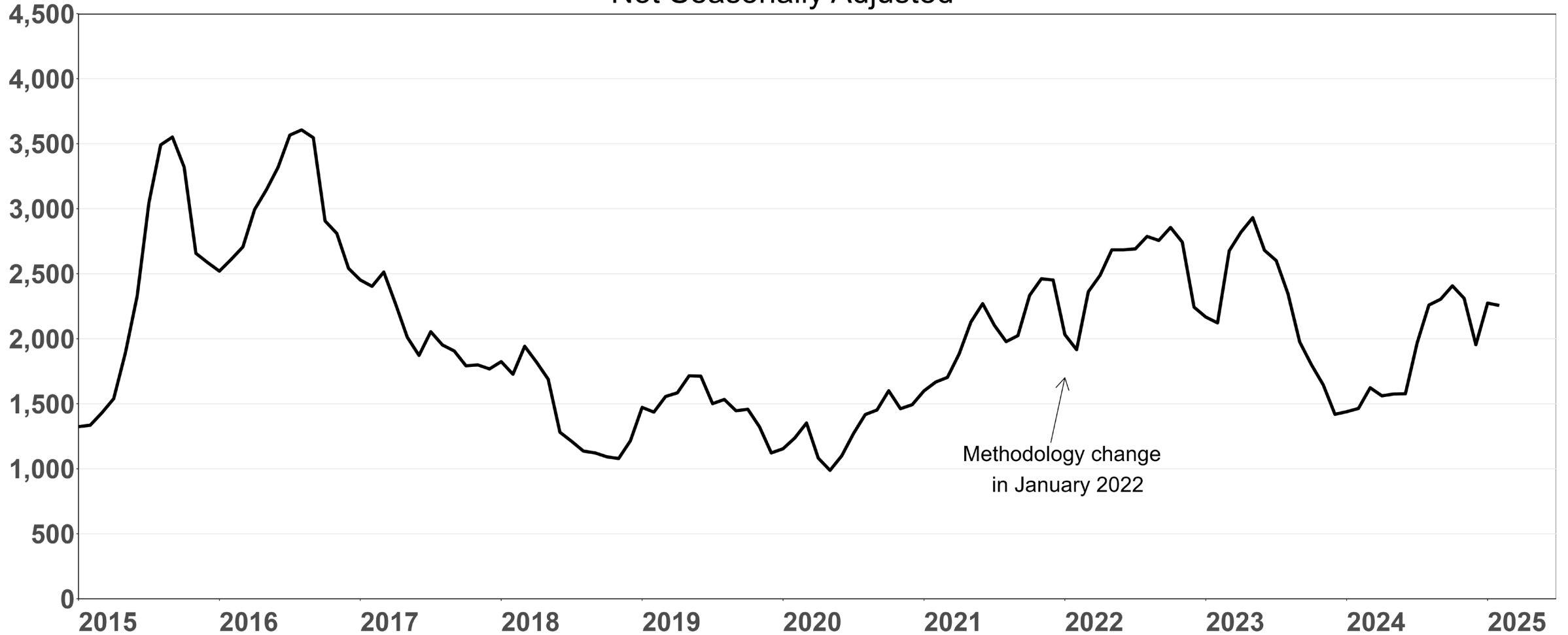
Source: The Conference Board Help Wanted OnLine® (HWOL)

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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