

ASHLAND ECONOMIC AND WORKFORCE UPDATE

ASHLAND CHAMBER OF COMMERCE MEETING EXPANDING THE TALENT
POOL

1-13-25

HAVE YOU BEEN ASKED TO PARTICIPATE IN A BUREAU OF LABOR STATISTICS (BLS) SURVEY? *PLEASE DO!*

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

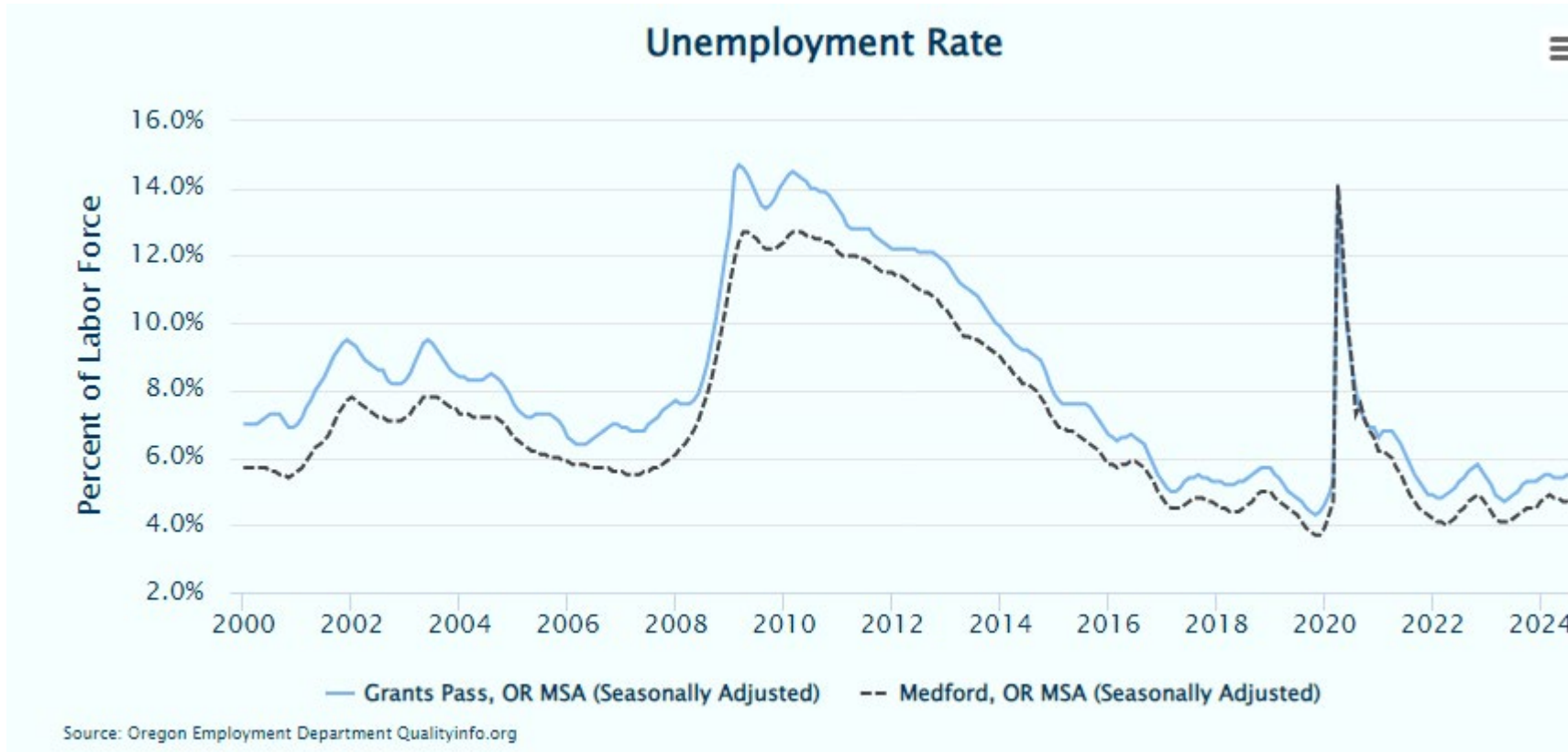
** Collected and produced by Oregon Employment Department*

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.

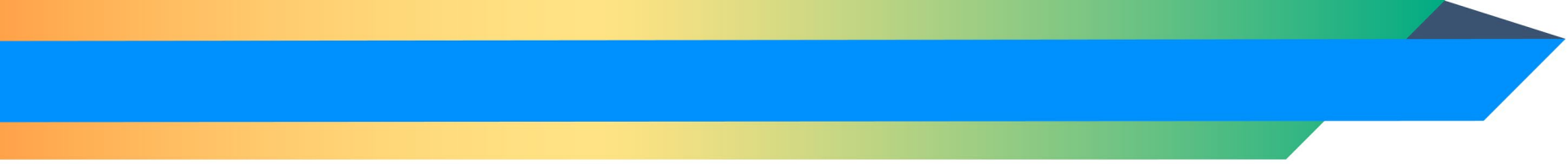
Your confidential responses are protected by federal and state law and strict security policies that prohibit us from releasing any information that could reveal the identity of you or your business without your consent.

Thank you for helping us track the Oregon economy!

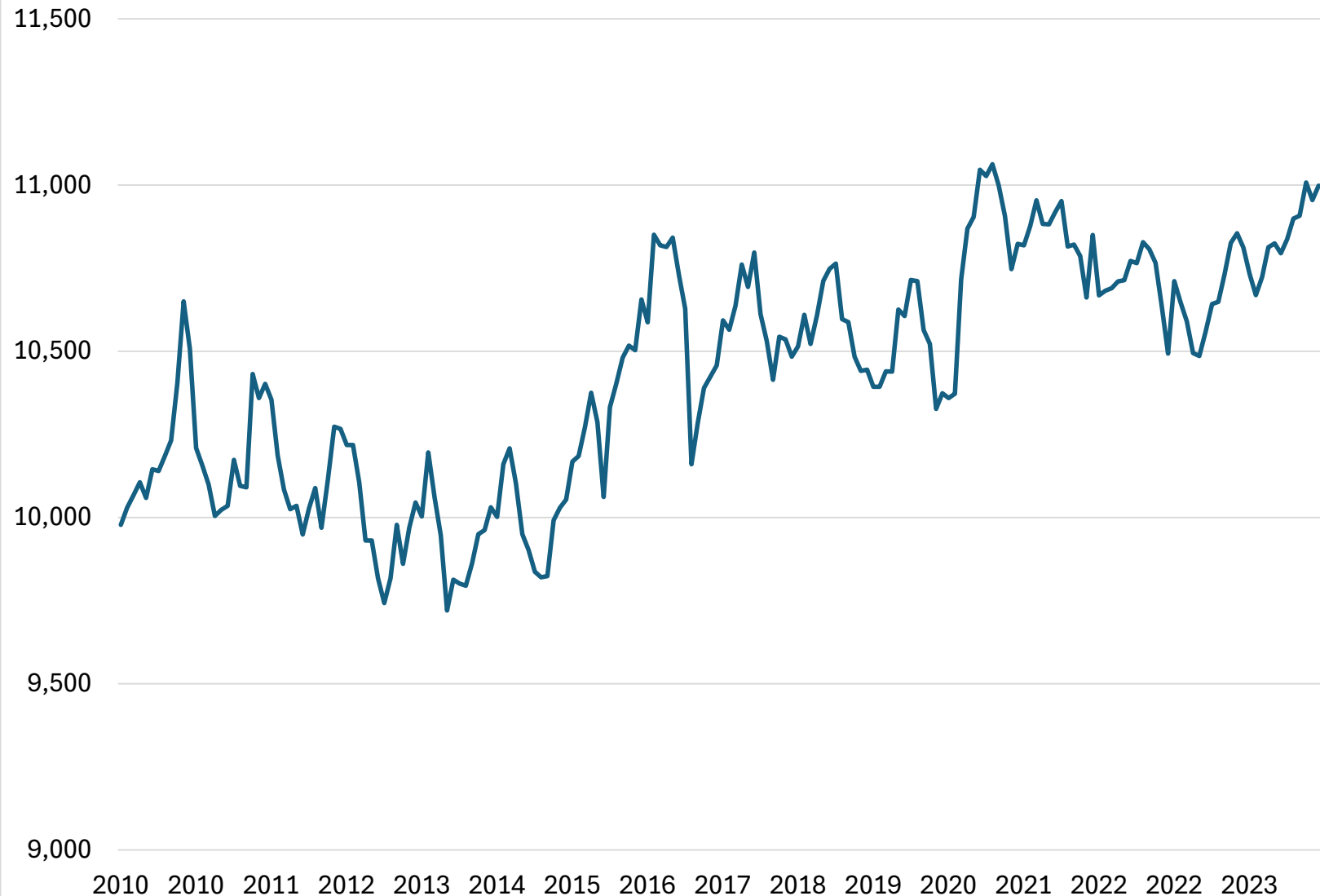
Unemployment rates are just above historically low levels in the Rogue Valley-



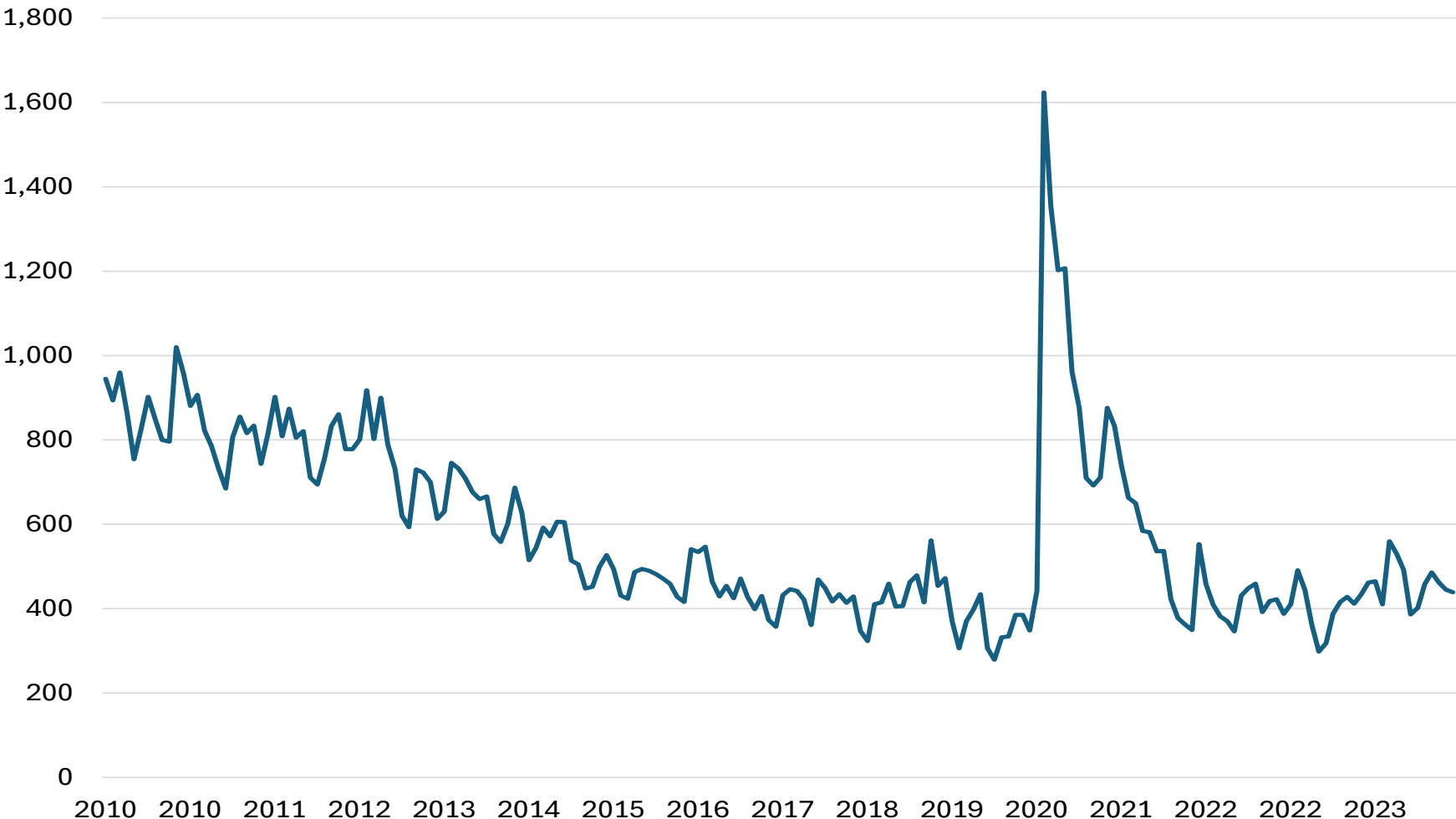
Jackson = 4.6%
Josephine = 5.4%
August 2024



Ashland Civilian Labor Force 2010-Oct 2024



Unemployed in Ashland's labor force

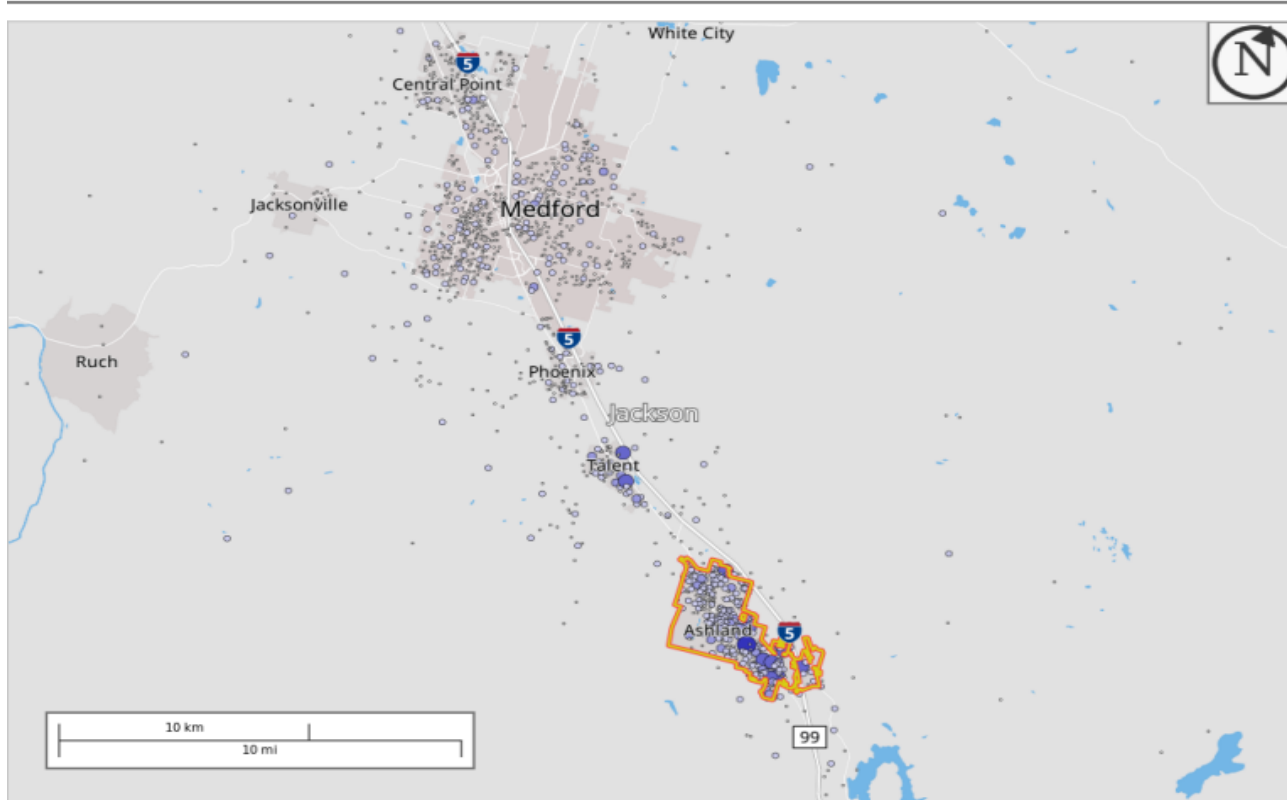


Where do Workers who are employed in Ashland live?

Workers: Employed in Ashland city, OR
Showing: Residential locations

Created by the U.S. Census Bureau's OnTheMap <https://onthemap.ces.census.gov> on 01/13/2025

Counts of Home Locations for Private Primary Jobs in Work Selection Area in 2022 All Workers



Map Legend

Job Count [Jobs/Census Block]

- 1 - 3
- 4 - 12
- 13 - 27
- 28 - 47
- 48 - 74

Selection Areas

- ▭ Work Area



Only about one-in-three who are employed Ashland residents both live and work here

In-Area Employment Efficiency
(Private Primary Jobs)

	2022	
	Count	Share
Employed in the Selection Area	6,910	100.0%
Employed and Living in the Selection Area	2,158	31.2%
Employed in the Selection Area but Living Outside	4,752	68.8%

Page: 1

Source: U.S. Census Bureau, OnTheMap Application, <https://onthemap.ces.census.gov>

Jobs by NAICS Industry Sector

2022

	Count	Share
Manufacturing	403	5.9%
Wholesale Trade	155	2.3%
Retail Trade	974	14.2%
Transportation and Warehousing	150	2.2%
Information	153	2.2%
Finance and Insurance	165	2.4%
Real Estate and Rental and Leasing	110	1.6%
Professional, Scientific, and Technical Services	334	4.9%
Management of Companies and Enterprises	93	1.4%
Administration & Support, Waste Management and Remediation	285	4.2%
Educational Services	706	10.3%
Health Care and Social Assistance	1,196	17.5%
Arts, Entertainment, and Recreation	278	4.1%
Accommodation and Food Services	851	12.4%
Other Services (excluding Public Administration)	258	3.8%
Public Administration	258	3.8%

Industries where employed Ashland residents are working - 2022

Jobs by NAICS Industry Sector

2022

	Count	Share
Agriculture, Forestry, Fishing and Hunting	152	2.2%
Mining, Quarrying, and Oil and Gas Extraction	4	0.1%
Utilities	11	0.2%
Construction	301	4.4%

Same information for workers who are employed in Ashland

Jobs by NAICS Industry Sector

2022		
	Count	Share
Agriculture, Forestry, Fishing and Hunting	38	0.5%
Mining, Quarrying, and Oil and Gas Extraction	7	0.1%
Utilities	0	0.0%
Construction	167	2.0%

Page: 1

Source: U.S. Census Bureau, OnTheMap Ap

Jobs by NAICS Industry Sector

2022		
	Count	Share
Manufacturing	566	6.8%
Wholesale Trade	137	1.6%
Retail Trade	1,298	15.6%
Transportation and Warehousing	61	0.7%
Information	225	2.7%
Finance and Insurance	137	1.6%
Real Estate and Rental and Leasing	111	1.3%
Professional, Scientific, and Technical Services	466	5.6%
Management of Companies and Enterprises	51	0.6%
Administration & Support, Waste Management and Remediation	288	3.5%
Educational Services	1,253	15.0%
Health Care and Social Assistance	1,016	12.2%
Arts, Entertainment, and Recreation	587	7.0%
Accommodation and Food Services	1,412	16.9%
Other Services (excluding Public Administration)	334	4.0%
Public Administration	185	2.2%

Jobs by Worker Race

2022		
	Count	Share
White Alone	7,505	90.0%
Black or African American Alone	152	1.8%
American Indian or Alaska Native Alone	112	1.3%
Asian Alone	262	3.1%
Native Hawaiian or Other Pacific Islander Alone	12	0.1%
Two or More Race Groups	296	3.5%

Jobs by Worker Ethnicity

2022		
	Count	Share
Not Hispanic or Latino	7,522	90.2%
Hispanic or Latino	817	9.8%

Jobs by Worker Educational Attainment

2022		
	Count	Share
Less than high school	785	9.4%
High school or equivalent, no college	1,767	21.2%
Some college or Associate degree	2,062	24.7%
Bachelor's degree or advanced degree	1,926	23.1%
Educational attainment not available (workers aged 29 or younger)	1,799	21.6%

Jobs by Worker Sex

2022		
	Count	Share
Male	3,870	46.4%
Female	4,469	53.6%

Occupation Profiles



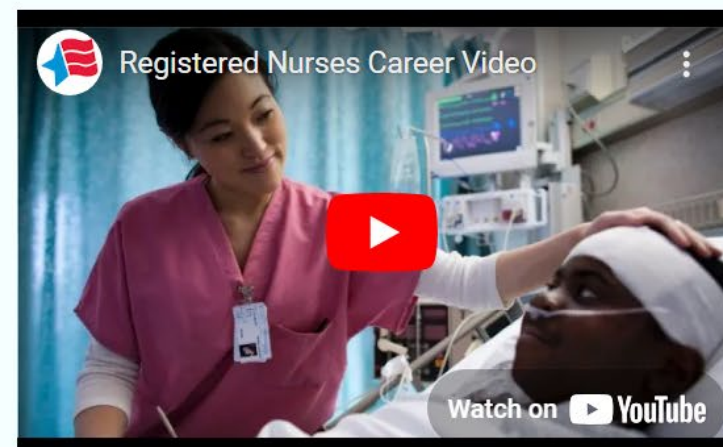
Registered Nurses (291141) Rogue Valley (Jackson, Josephine)

Median Hourly Wage	2023 Employment	Job Openings per Year	10-Year Growth
\$53.31	2,813	170	7.3%

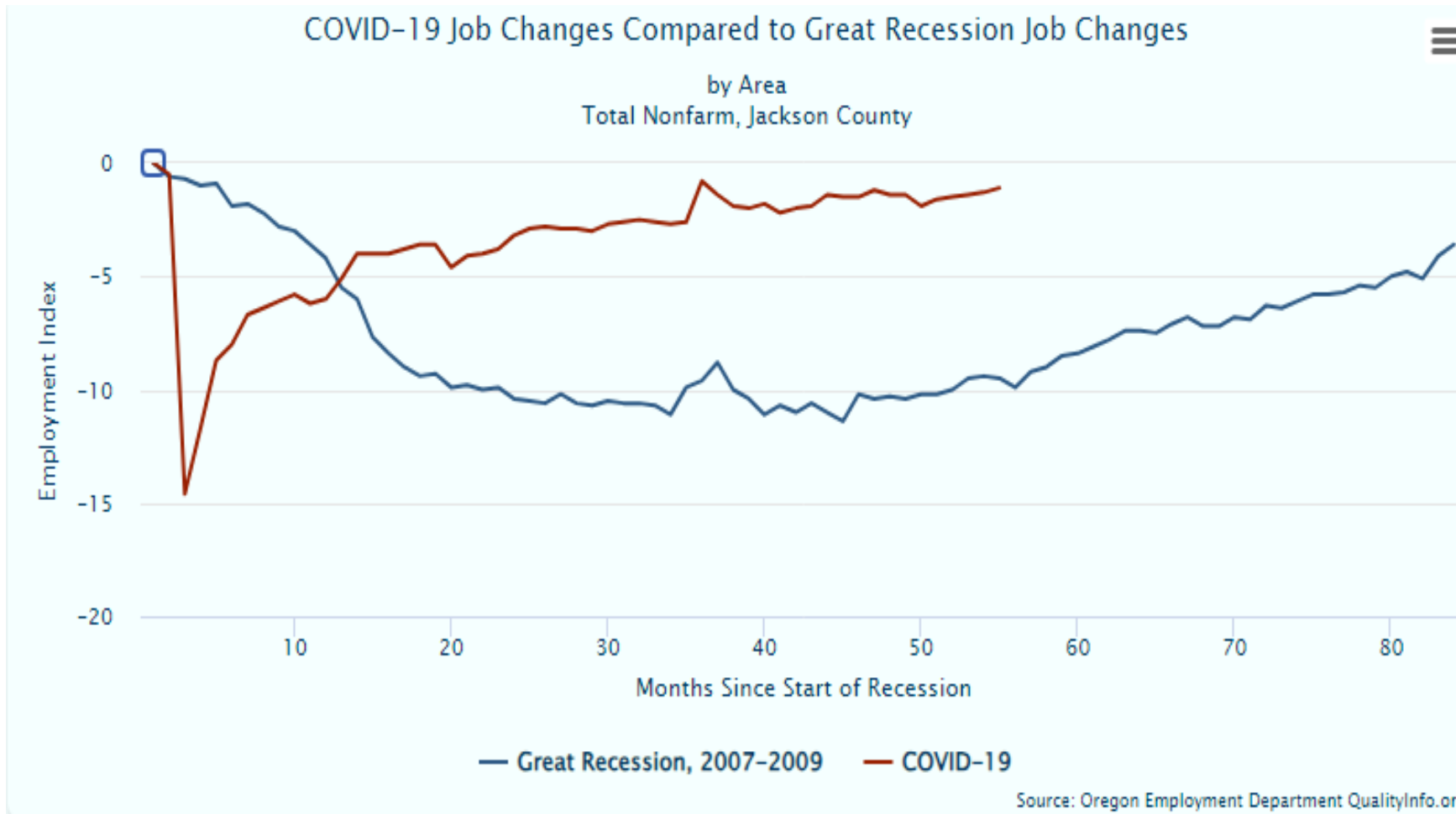
Description

Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and disease prevention or provide case management. Licensing or registration required. Includes Clinical Nurse Specialists. Excludes Nurse Anesthetists (29-1151), Nurse Midwives (29-1161), and Nurse Practitioners (29-1171).

- + Expand All
- + Job Openings Listed with the Oregon Employment Department
- + Job Openings from Other Websites
- + State of Oregon Licenses & Certifications
- + Wage Range 2024



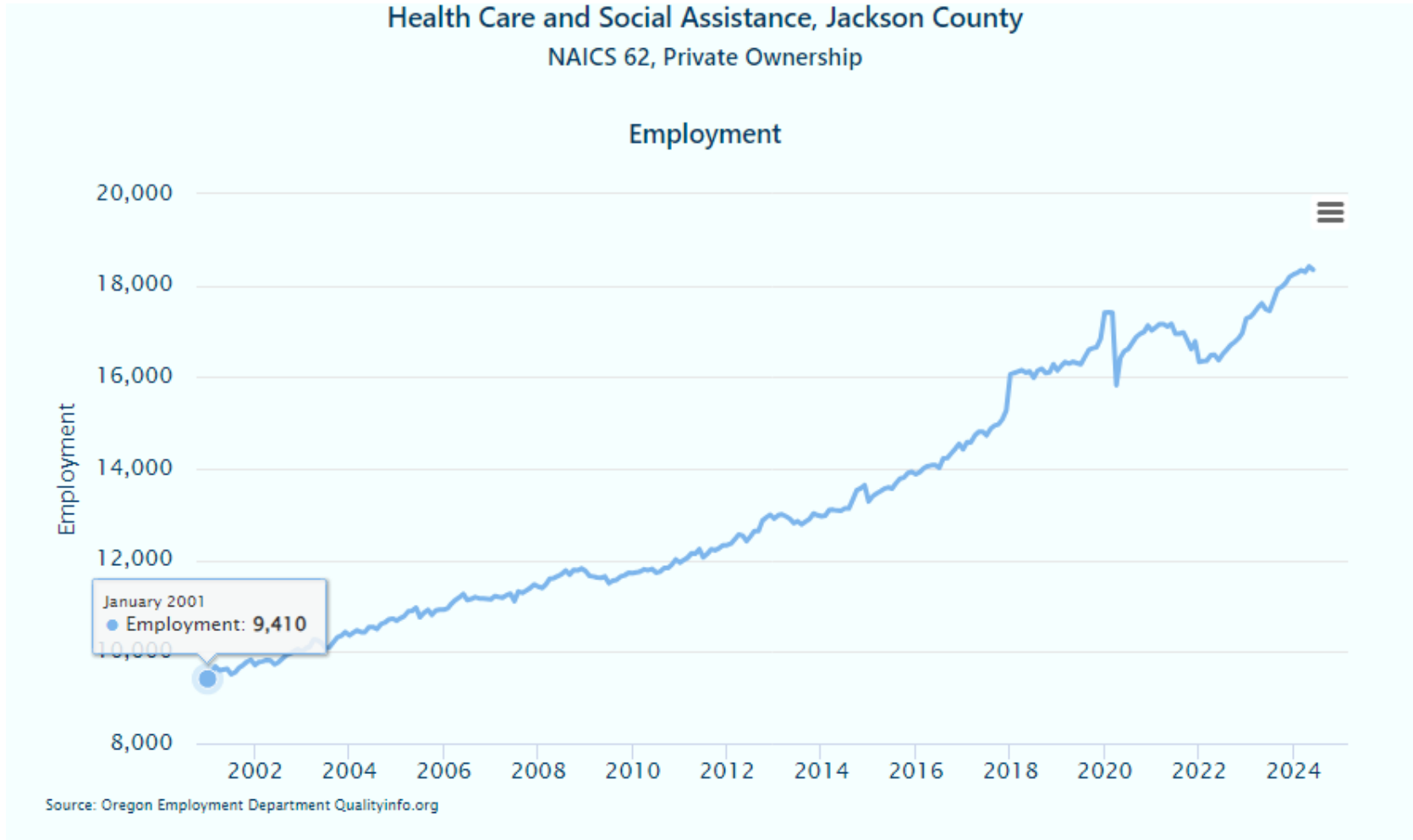
Most jobs back that were lost during the pandemic in the Rogue Valley- still a bit below February 2020 – seasonally adjusted



Ashland City Vicinity Payroll Employment 2019-2023

	2019 Annual Average	2023 Annual Average	net change	Percent Change
All Industries	10,996	10599	-397	-3.6%
Agriculture, Forestry, Fishing and Hunting	333	391	58	17.4%
Construction, Mining, Quarrying, and Oil and Gas Extraction (2	293	381	88	30.0%
Manufacturing (31-33)	556	618	62	11.2%
Wholesale Trade	210	124	-86	-41.0%
Retail Trade (44 & 45)	1,616	1502	-114	-7.1%
Transportation and Warehousing (48 & 49)	142	283	141	99.3%
Information	239	202	-37	-15.5%
Finance and Insurance	206	171	-35	-17.0%
Real Estate and Rental and Leasing	125	143	18	14.4%
Professional, Scientific, and Technical Services	385	437	52	13.5%
Management of Companies and Enterprises	52	65	13	25.0%
Administrative and Support and Waste Management an	334	312	-22	-6.6%
Educational Services	1,177	1214	37	3.1%
Health Care and Social Assistance	1,364	1387	23	1.7%
Arts, Entertainment, and Recreation	926	707	-219	-23.7%
Accommodation and Food Services	2,252	1990	-262	-11.6%
Other Services (except Public Administration)	519	461	-58	-11.2%
Public Administration	257	200	-57	-22.2%
Unclassified	10	11	1	10.0%

HEALTH CARE AND SOCIAL ASSISTANCE UP ABOUT 1000 JOBS OVER THE YEAR



Source: Oregon Employment Department Current Employment Statistics

Rogue Valley High-Wage, High-Demand, High-skill Occupations with the most job openings 2022-2032

Occupation Title	Total Openings	2023 Median Annual Wage	Typical Entry-Level Education	Competitive Education
General and Operations Managers	2,630	\$76,378	Bachelor's degree	Bachelor's degree
Heavy and Tractor-Trailer Truck Drivers	2,161	\$51,376	Postsecondary training (non-degree)	Postsecondary training (non-degree)
Bookkeeping, Accounting, and Auditing Clerks	1,889	\$46,342	Postsecondary training (non-degree)	Associate's degree
Registered Nurses	1,806	\$105,144	Bachelor's degree	Bachelor's degree
Medical Assistants	1,697	\$44,824	Postsecondary training (non-degree)	Postsecondary training (non-degree)
Real Estate Sales Agents	1,131	\$50,170	Postsecondary training (non-degree)	Postsecondary training (non-degree)
Elementary School Teachers, Except Special Education	792	\$78,511	Bachelor's degree	Master's degree
Dental Assistants	628	\$52,270	Postsecondary training (non-degree)	Postsecondary training (non-degree)
Automotive Service Technicians and Mechanics	613	\$49,733	Postsecondary training (non-degree)	Associate's degree
Business Operations Specialists, All Other	581	\$61,402	Bachelor's degree	Bachelor's degree
Substance Abuse, Behavioral Disorder, and Mental Health Counselor	581	\$50,960	Bachelor's degree	Bachelor's degree
Accountants and Auditors	524	\$68,682	Bachelor's degree	Bachelor's degree
Market Research Analysts and Marketing Specialists	519	\$59,051	Bachelor's degree	Master's degree
Real Estate Brokers	478	\$48,422	Postsecondary training (non-degree)	Postsecondary training (non-degree)
Substitute Teachers, Short-Term	458	\$51,834	Bachelor's degree	Master's degree
Managers, All Other	430	\$97,885	Bachelor's degree	Bachelor's degree
Project Management Specialists	426	\$75,338	Bachelor's degree	Bachelor's degree
Human Resources Specialists	411	\$61,734	Bachelor's degree	Bachelor's degree
Software Developers	410	\$110,885	Bachelor's degree	Bachelor's degree
Medical and Health Services Managers	380	\$120,432	Bachelor's degree	Master's degree
Construction Managers	368	\$103,397	Associate's degree	Bachelor's degree
Secondary School Teachers, Except Special and Career/Technical E	330	\$78,218	Bachelor's degree	Master's degree
Pharmacy Technicians	318	\$48,776	Postsecondary training (non-degree)	Postsecondary training (non-degree)
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	317	\$61,589	Postsecondary training (non-degree)	Postsecondary training (non-degree)
Insurance Sales Agents	306	\$48,318	Postsecondary training (non-degree)	Bachelor's degree

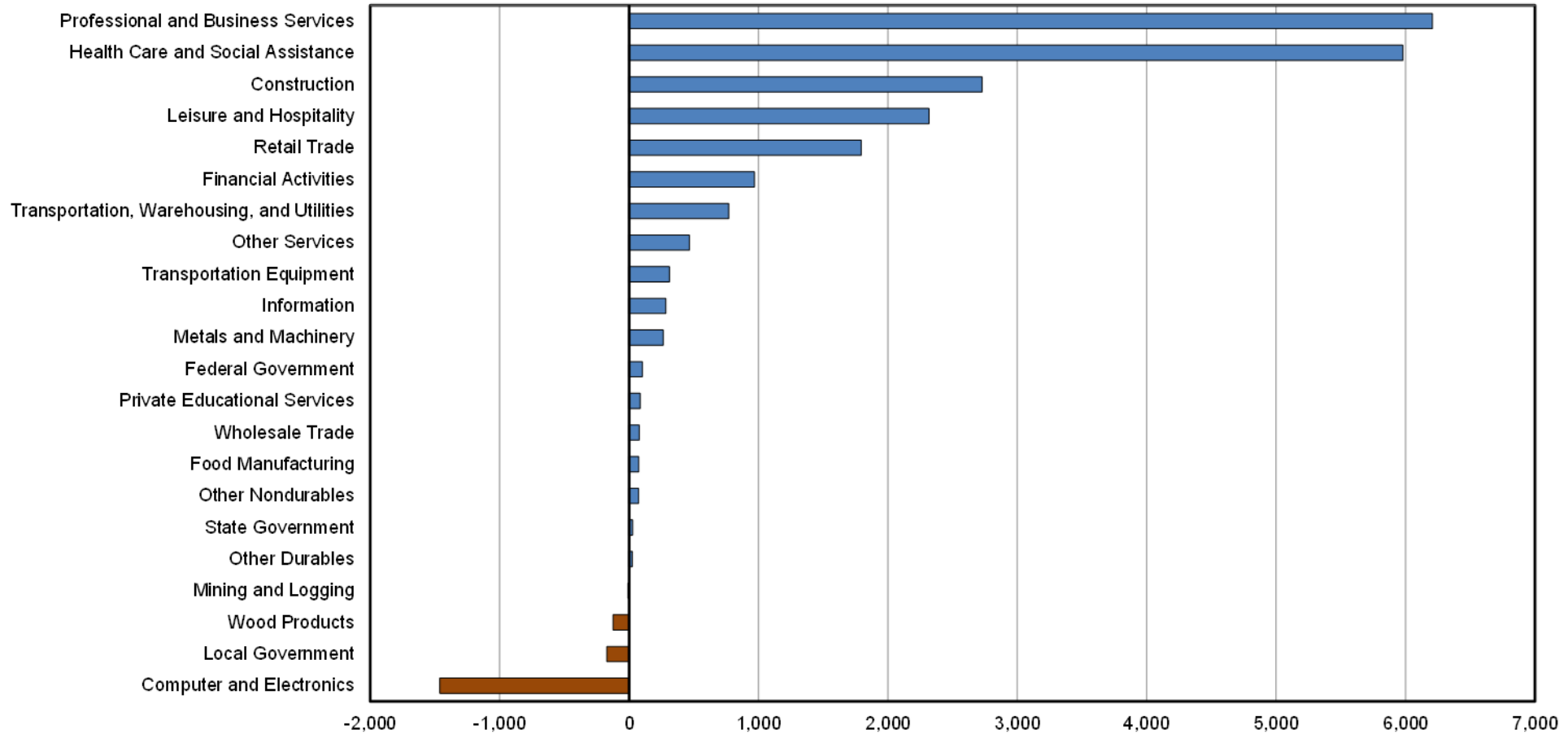
Health Care
Rogue Valley (Jackson, Josephine)
56 Occupations Found

+ View Chart

Occupation	2023 Emp.	2023-2033 Emp. Growth	Typical Education	2024 Median Annual Salary	Current Job Listings	Projected Annual Openings	STEM	High Wage	High Skill	High Demand
Registered Nurses	2,813	7.3%	Bachelor's degree	\$110,902	121	170	x	x	x	x
Nursing Assistants	1,322	13.7%	Postsecondary training (non-degree)	\$46,284	9	215	--	--	x	x
Medical Assistants	1,138	21.5%	Postsecondary training (non-degree)	\$48,002	8	185	--	x	x	x
Dental Assistants	431	13.7%	Postsecondary training (non-degree)	\$51,353	3	66	--	x	x	x
Licensed Practical and Licensed Vocational Nurses	358	14.8%	Postsecondary training (non-degree)	\$70,713	10	35	--	x	x	x
Pharmacy Technicians	338	7.1%	Postsecondary training (non-degree)	\$49,897	6	34	--	x	x	x
Massage Therapists	315	15.6%	Postsecondary training (non-degree)	\$81,510	0	48	--	x	x	x
Nurse Practitioners	247	58.3%	Master's degree	\$141,503	5	27	x	x	x	x
Physical Therapists	226	16.8%	Doctoral or professional degree	\$103,318	13	13	x	x	x	x
Physicians, All Other	226	8.4%	Doctoral or professional degree	--	14	7	x	x	x	x
Dental Hygienists	218	14.2%	Associate's degree	\$106,185	2	18	x	x	x	x
Healthcare Support Workers, All Other	211	7.6%	High school diploma or equivalent	\$48,738	4	31	--	x	--	x
Pharmacists	208	7.2%	Doctoral or professional degree	\$151,187	15	10	x	x	x	x
Emergency Medical Technicians	191	11.5%	Postsecondary training (non-degree)	\$47,678	2	17	x	x	x	x
Medical Records Specialists	184	14.1%	Postsecondary training (non-degree)	\$49,666	4	16	--	x	x	x
Phlebotomists	182	9.9%	Postsecondary training (non-degree)	\$46,461	2	27	--	--	x	x
Veterinary Assistants and Laboratory Animal Caretakers	163	31.3%	High school diploma or equivalent	\$37,608	2	39	--	--	--	x
Radiologic Technologists and Technicians	155	9.0%	Associate's degree	\$86,795	3	9	x	x	x	x

New data show many expected jobs vacancies in the next decade

Expected Job Changes by Industry Sector Over The Year (3Q2024 - 3Q2025)



Source: Oregon Employment Department analysis using Oregon Office of Economic Analysis Forecast, September 2024

Thank You!

Please scan the QR code for a short survey.



GUY TAUER, REGIONAL EMPLOYMENT ECONOMIST
GUY.R.TAUER@EMPLOY.OREGON.GOV

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