



Help Wanted Online Ads

April 2018

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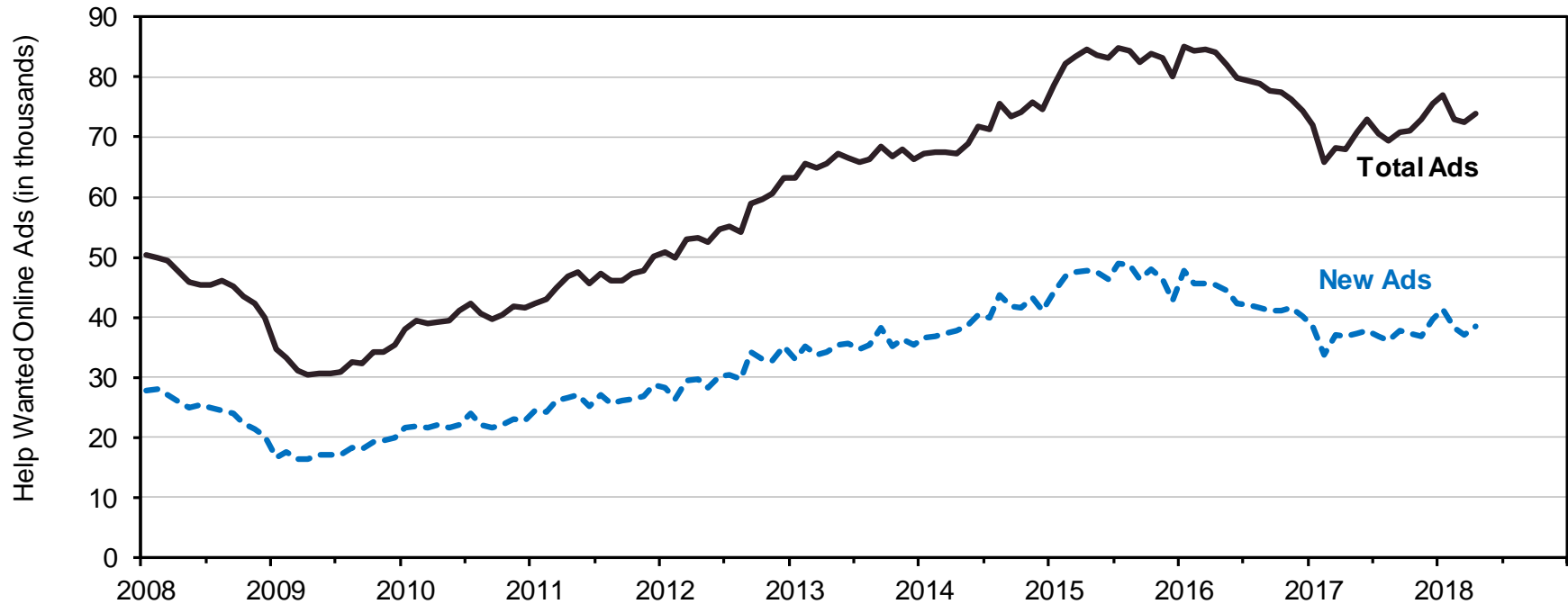
Number of help wanted ads decreased **69,300** nationally in April.

- Number of ads being posted for the first time (*new ads*) decreased **20,200** nationally in April.
- Number of online ads was mixed among Oregon's neighboring states.
 - Oregon +1,400
 - Nevada +1,000
 - Idaho +500
 - Washington **-3,900**
 - California **-19,200**
- Number of ads increased in almost all of Oregon's metro areas, except for Eugene and Salem.



The number of help wanted ads in Oregon increased 1,400 in April.

(Seasonally Adjusted)

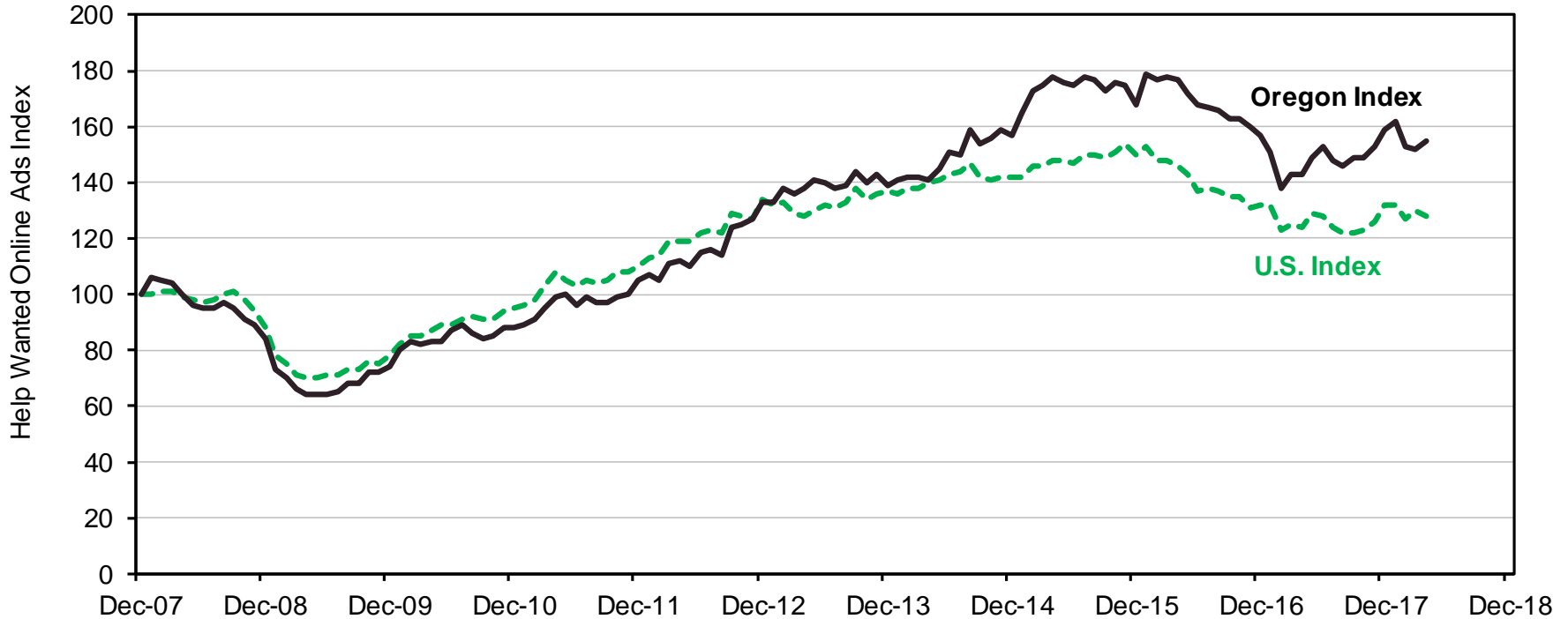


Source: The Conference Board Help Wanted OnLine™ (HWOL)



The number of ads decreased **69,200** nationally in April.

Total Ads Index (December 2007 = 100)



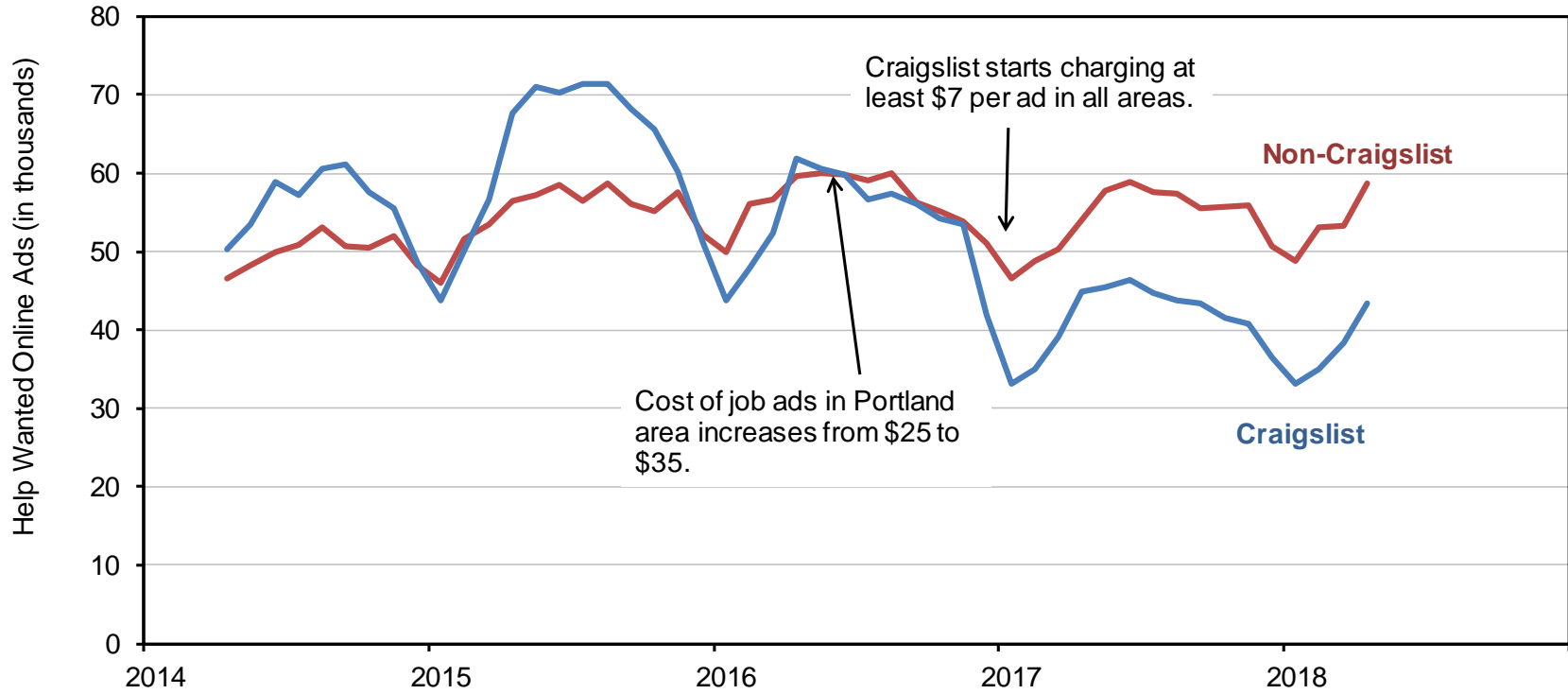
Source: The Conference Board Help Wanted OnLine™ (HWOL)



Craigslist began charging all employers to post help wanted ads in late 2016. That changed the HWOL series.

- Employers responded to the increased cost of posting help wanted ads on Craigslist by posting fewer ads.
- The total number of online help wanted ads rebounded a little, but there aren't as many as before the price increase.
- The HWOL methodology is being reviewed to ensure accuracy and alignment with market trends.

Number of Help Wanted Ads on Craigslist Fell After Price Increases, Oregon

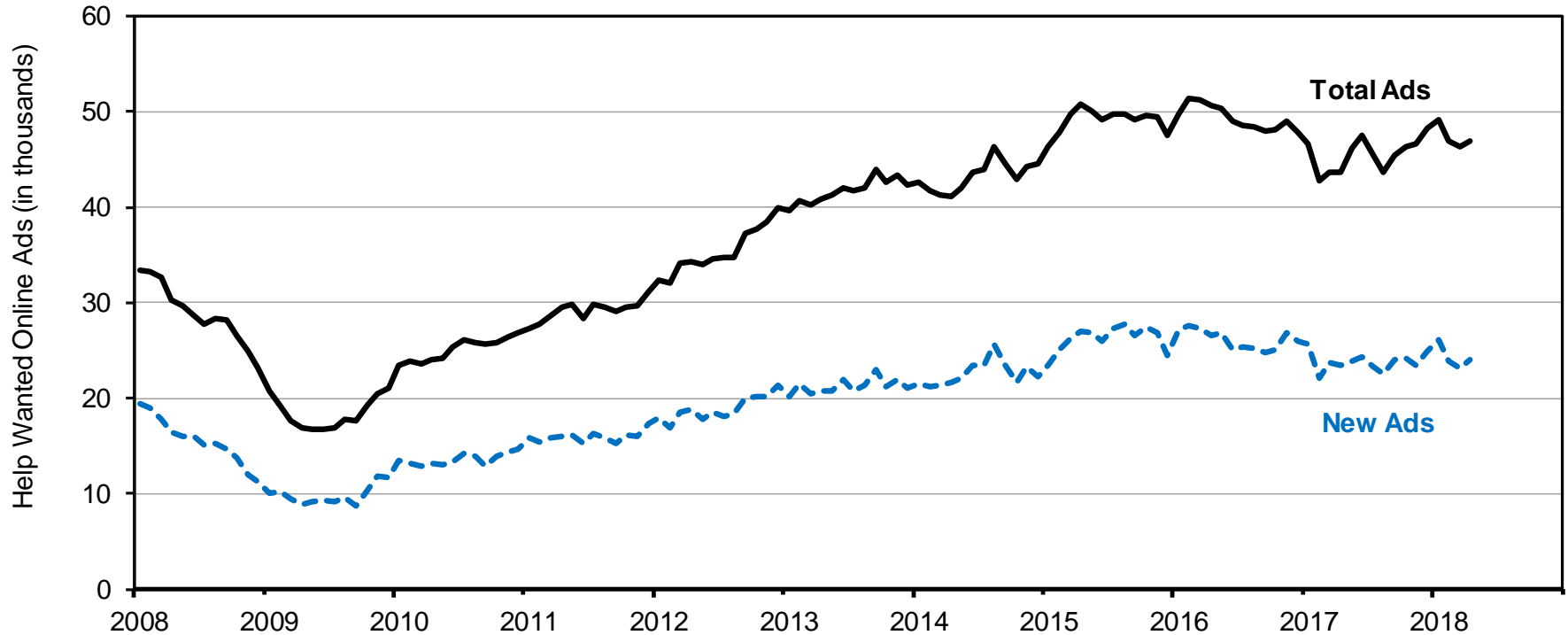


Source: The Conference Board Help Wanted OnLine™ (HWOL)

THE FOLLOWING SLIDES SHOW
HELP WANTED ONLINE ADVERTISEMENT TRENDS
BY METRO AREA...

Number of online ads in the Portland metro area increased 700 in April.

(Seasonally Adjusted)

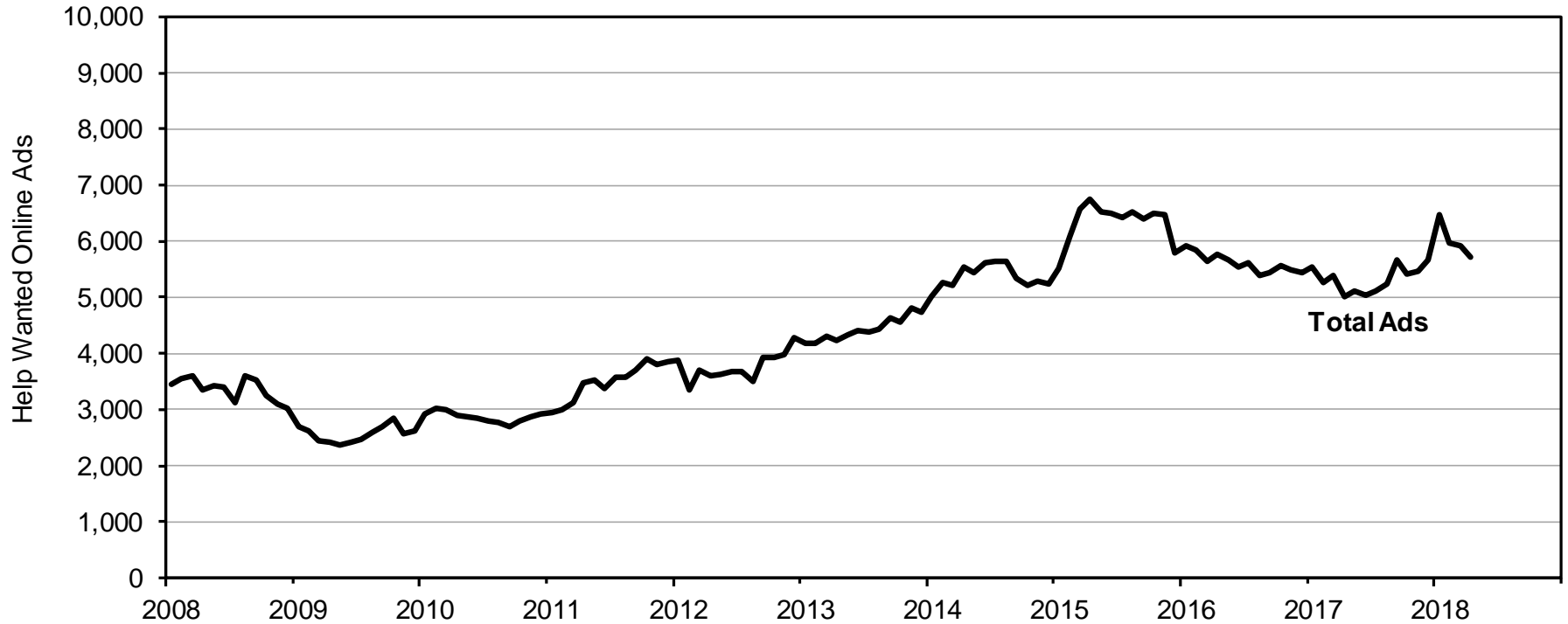


Source: The Conference Board Help Wanted OnLine™ (HWOL)



Number of online ads in the Salem metro area fell **200** in April.

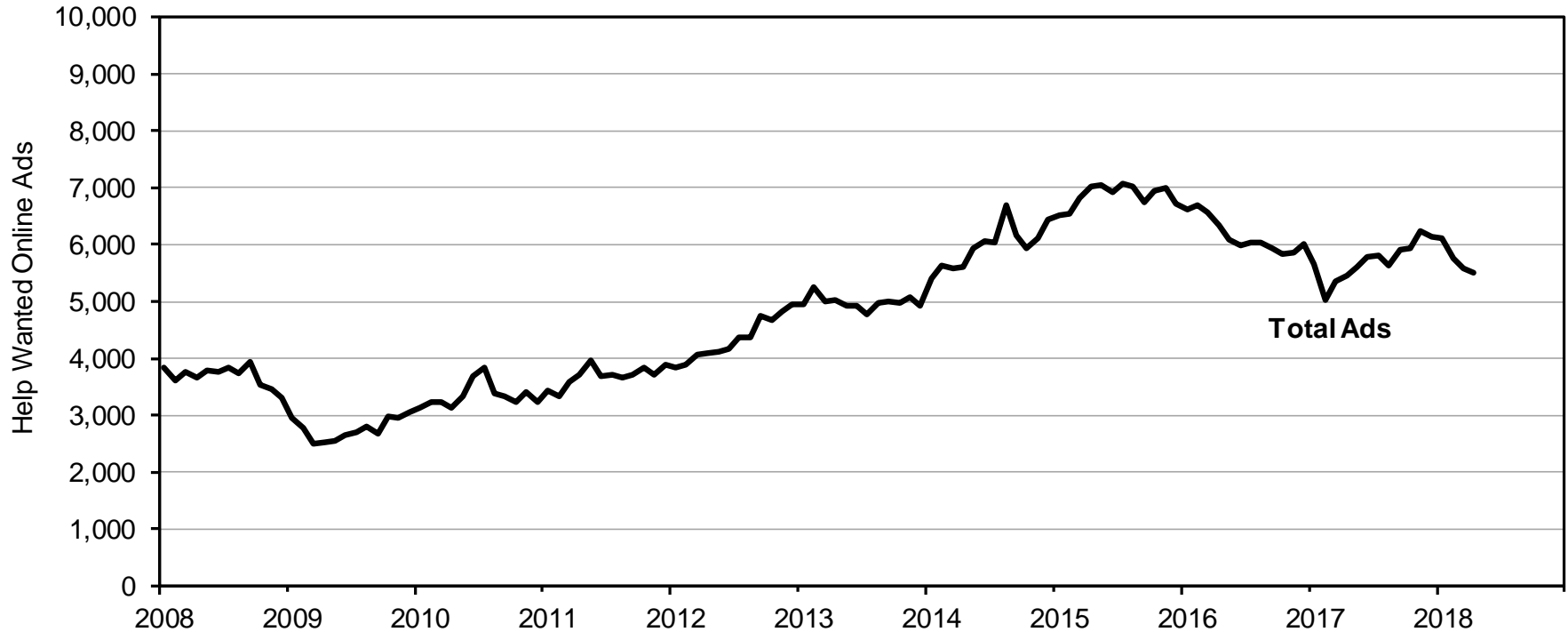
(Seasonally Adjusted)



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

Number of online ads in the Eugene metro area fell **100** in April.

(Seasonally Adjusted)

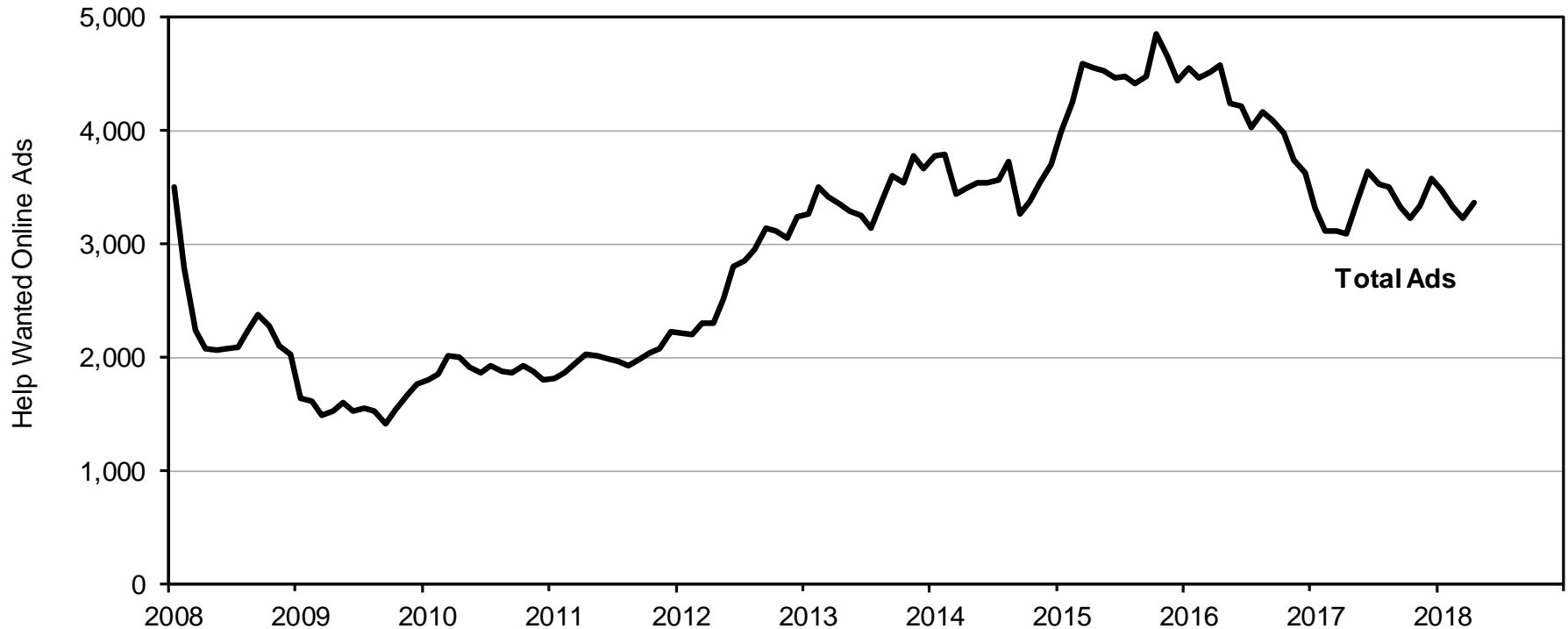


Source: The Conference Board Help Wanted OnLine™ (HWOL)



Number of online ads in the Medford metro area increased 100 in April.

(Seasonally Adjusted)

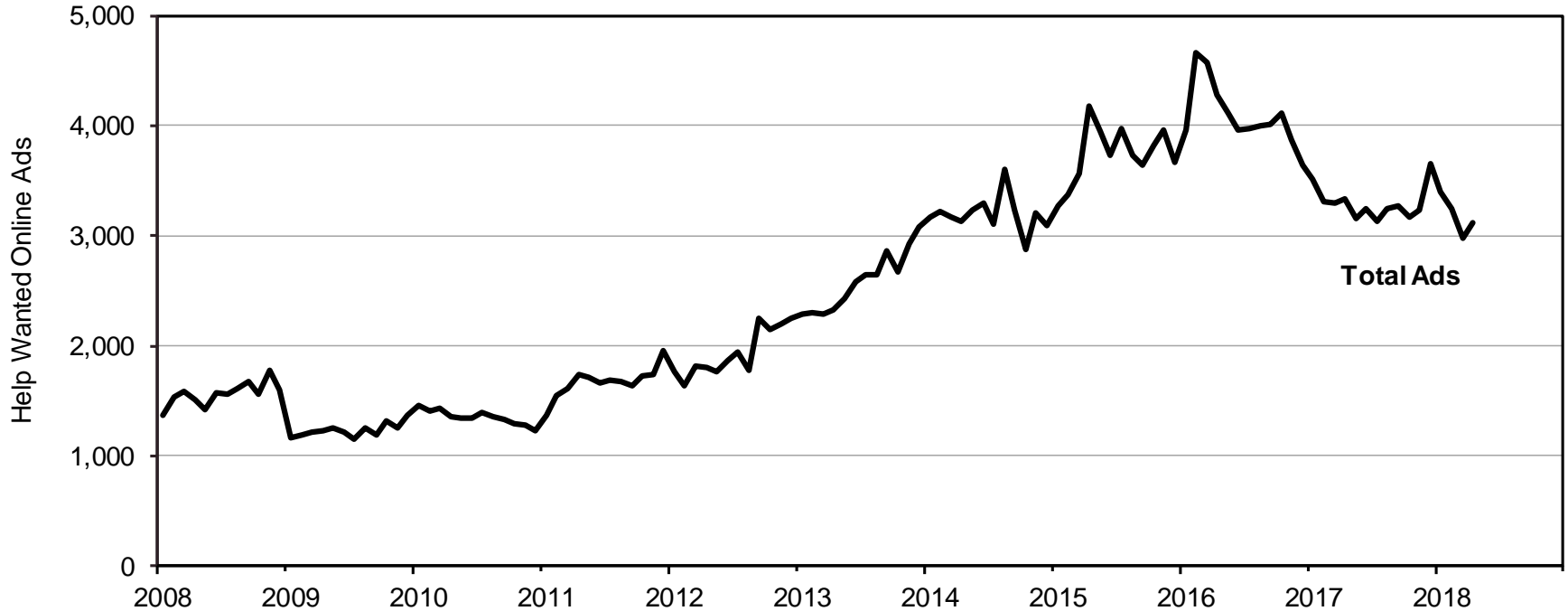


Source: The Conference Board Help Wanted OnLine™ (HWOL)



Number of online ads in the Bend metro area increased 100 in April.

(Seasonally Adjusted)

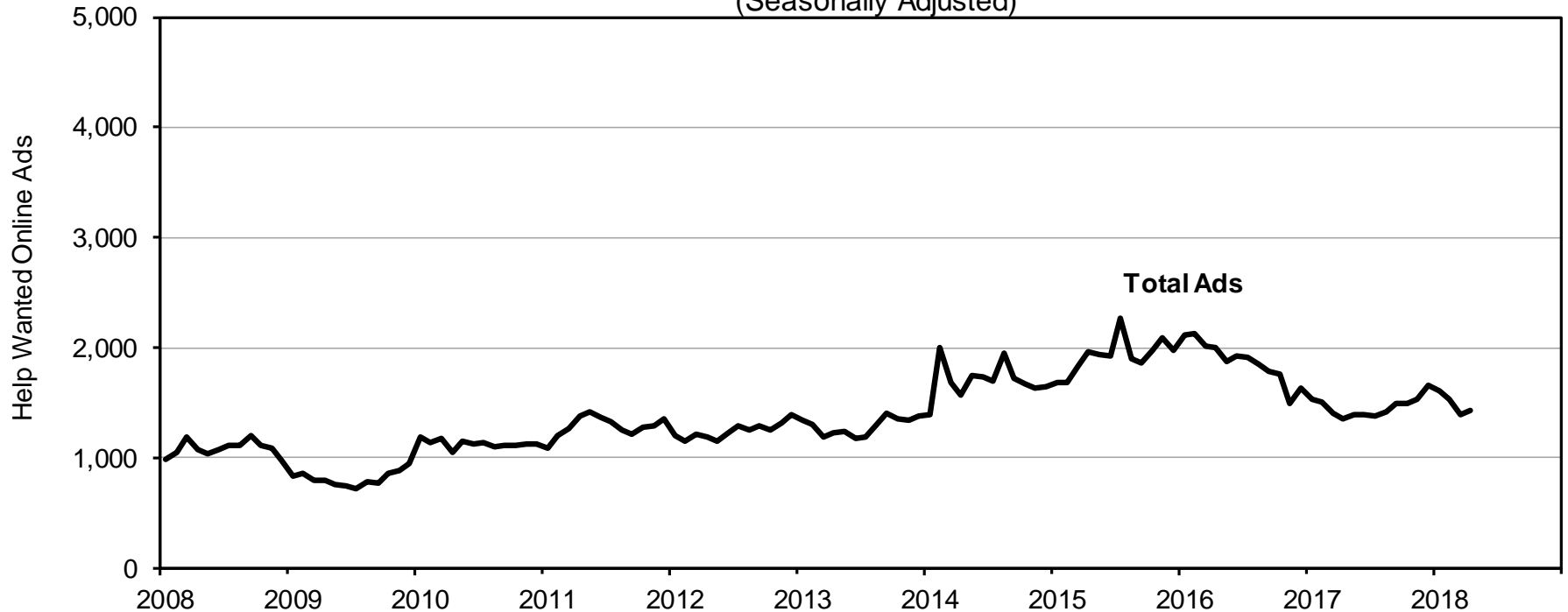


Source: The Conference Board Help Wanted OnLine™ (HWOL)



Number of online ads in the Corvallis metro area remained unchanged in April.

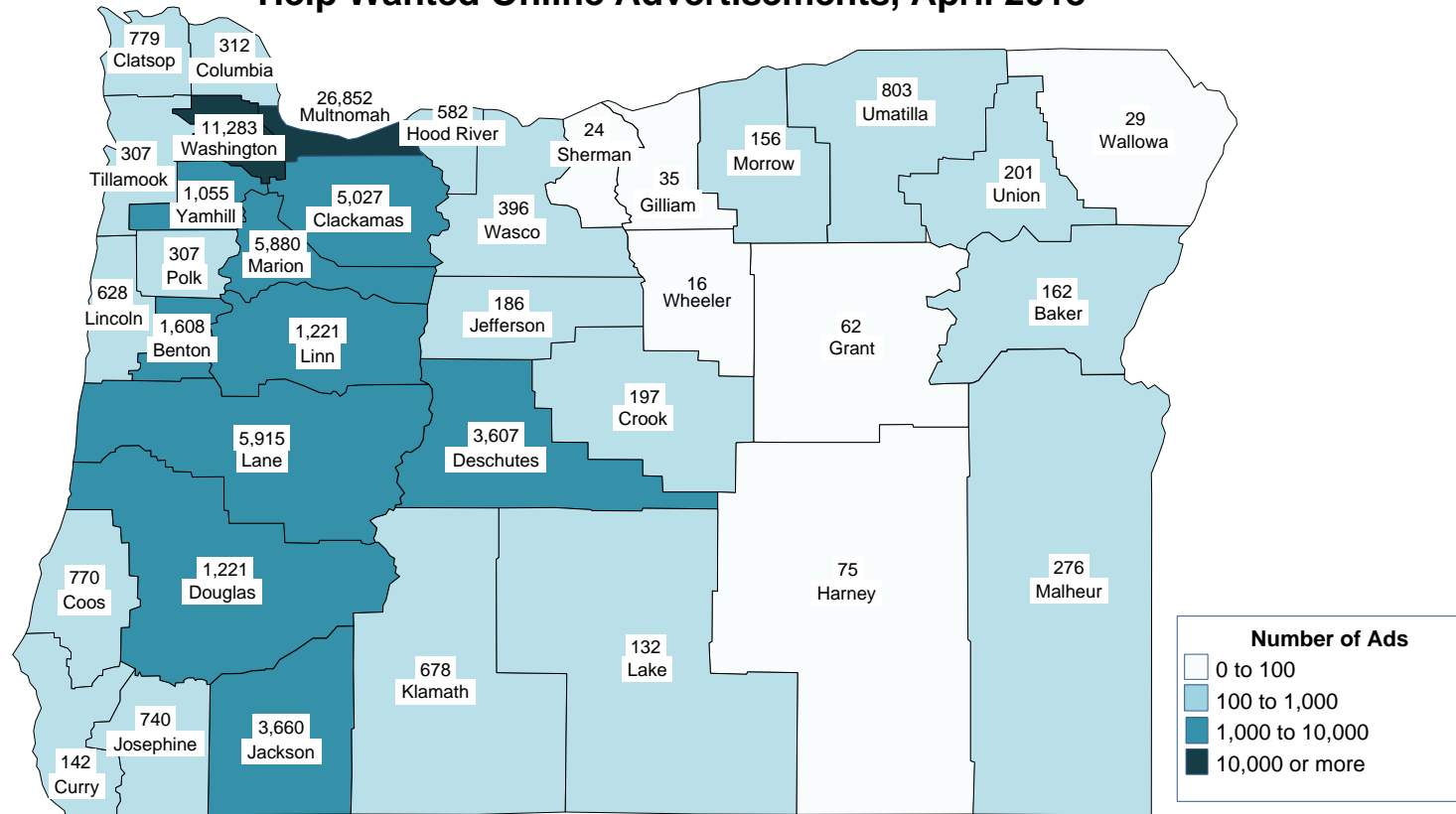
(Seasonally Adjusted)



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



Help Wanted Online Advertisements, April 2018



Source: Oregon Employment Department, The Conference Board, and Wanted Analytics



Did you know that help wanted online ads are available by local workforce areas?
The next nine graphs show the number of ads by area since 2008.

Portland-Metro – Multnomah and Washington counties

Mid-Valley – Linn, Marion, Polk and Yamhill counties

Lane – Lane County

East Cascades – Crook, Deschutes, Gilliam, Hood River, Klamath, Jefferson, 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 Anna.L.Johnson@oregon.gov if you need additional HWOL data for your workforce area.



Northwest Oregon, Portland-Metro and the Mid-Valley saw the largest increases in help wanted advertising over the last year.

	Number of Help Wanted Ads in March 2018	Over-the-Year Change Rate
Portland-Metro	38,100	5%
Mid-Valley	8,500	8%
Lane	5,900	-2%
East Cascades	5,900	-6%
Clackamas	5,000	-2%
Rogue Valley	4,400	1%
Northwest Oregon	3,600	10%
Southwestern Oregon	2,100	-1%
Eastern Oregon	1,800	-11%

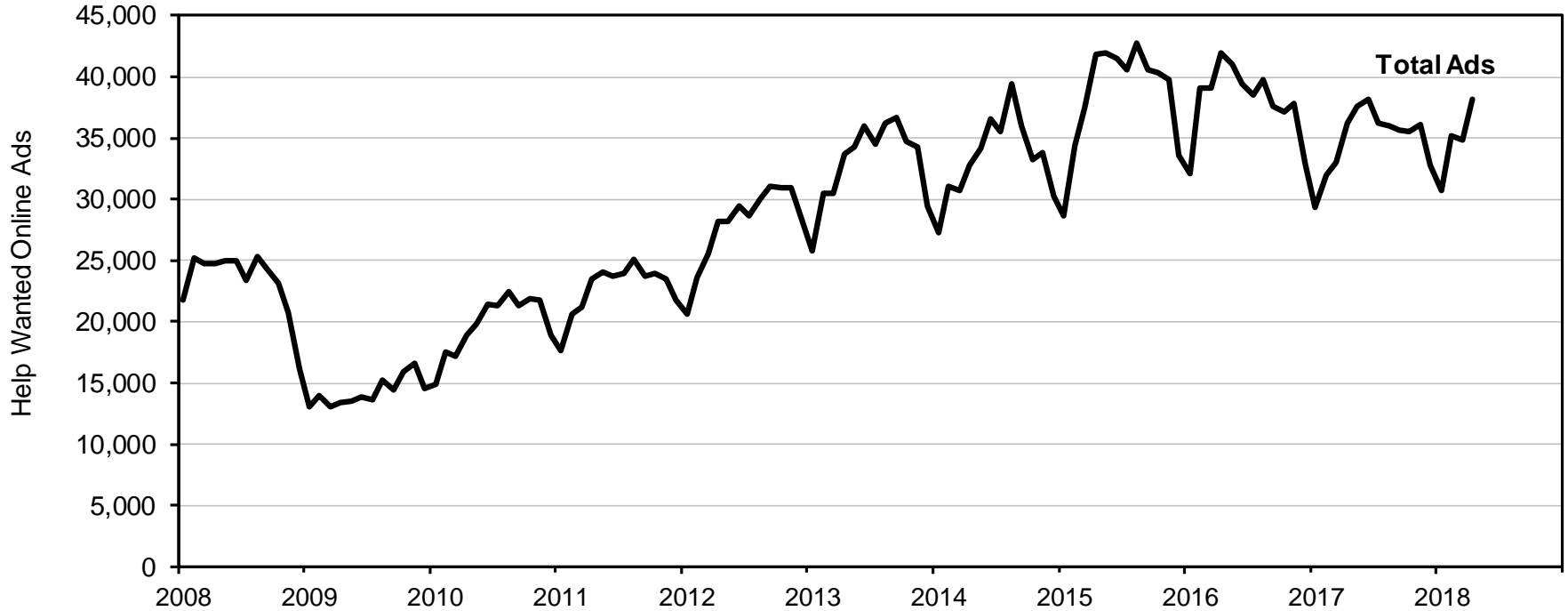
Source: Oregon Employment Department and The Conference Board

Email Anna.L.Johnson@Oregon.gov if you need additional HWOL data for your workforce area.



Portland-Metro Help Wanted Online Advertisements

(Not Seasonally Adjusted)



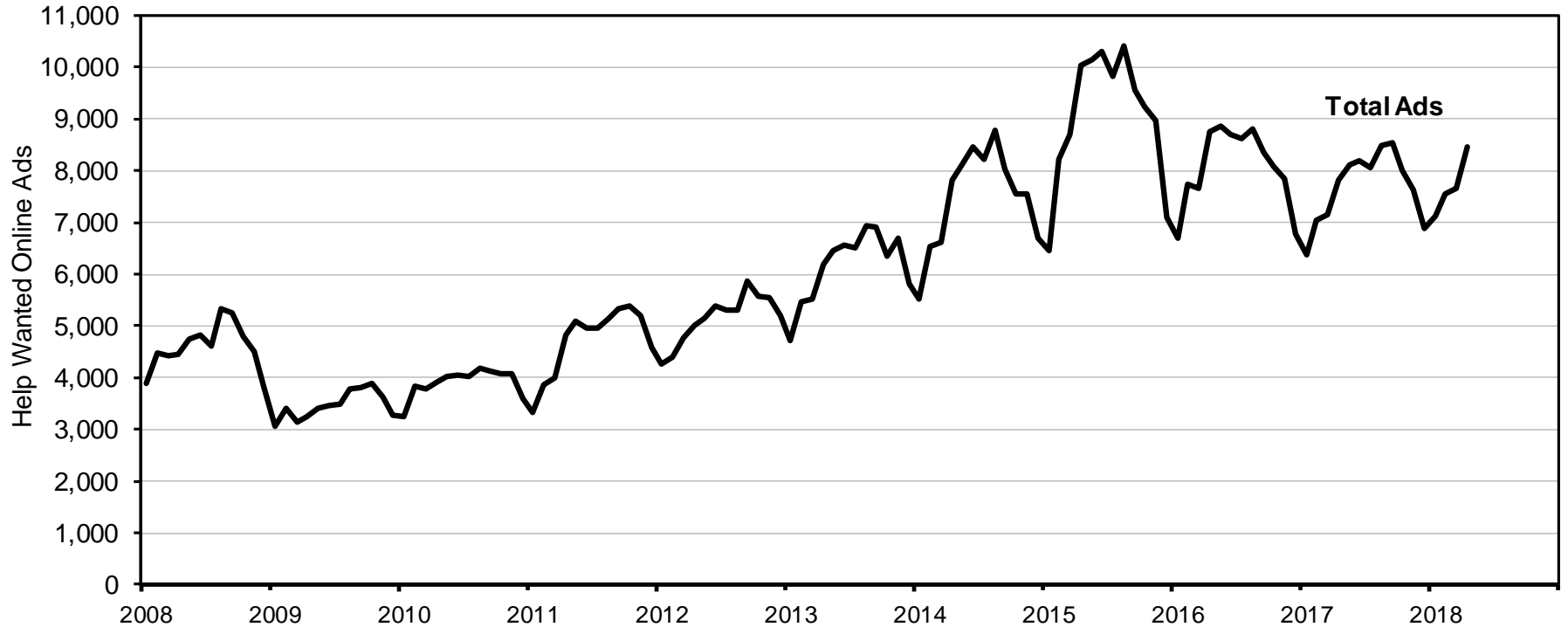
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2008 - April 2018



Mid-Valley Help Wanted Online Advertisements

(Not Seasonally Adjusted)



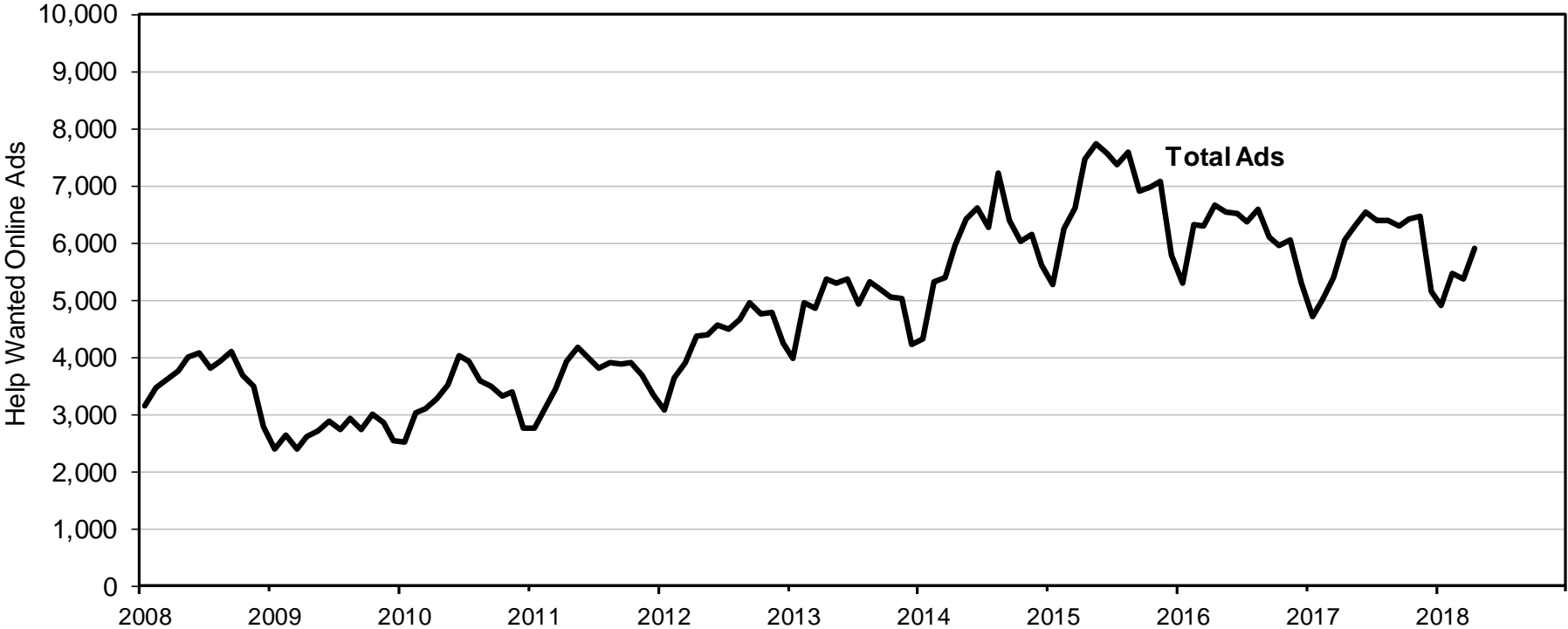
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2008 - April 2018



Lane Help Wanted Online Advertisements

(Not Seasonally Adjusted)



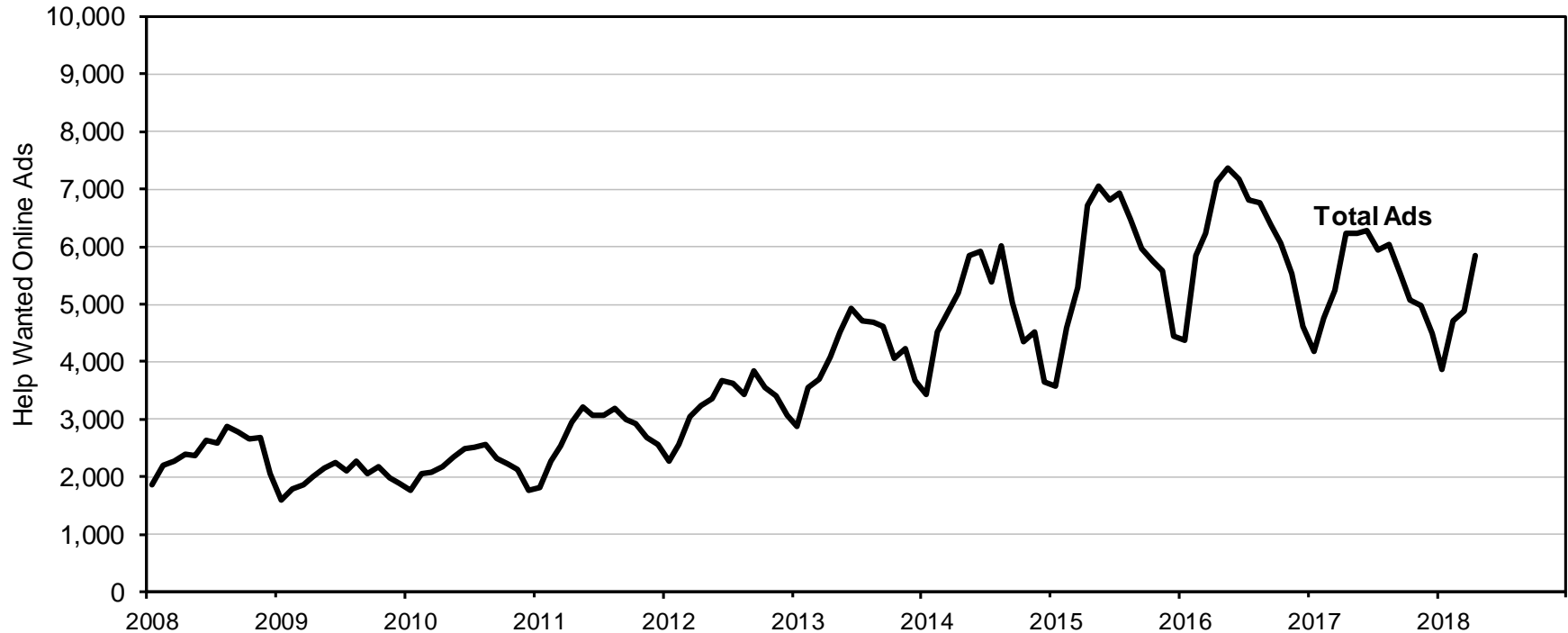
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2008 - April 2018



East Cascades Help Wanted Online Advertisements

(Not Seasonally Adjusted)



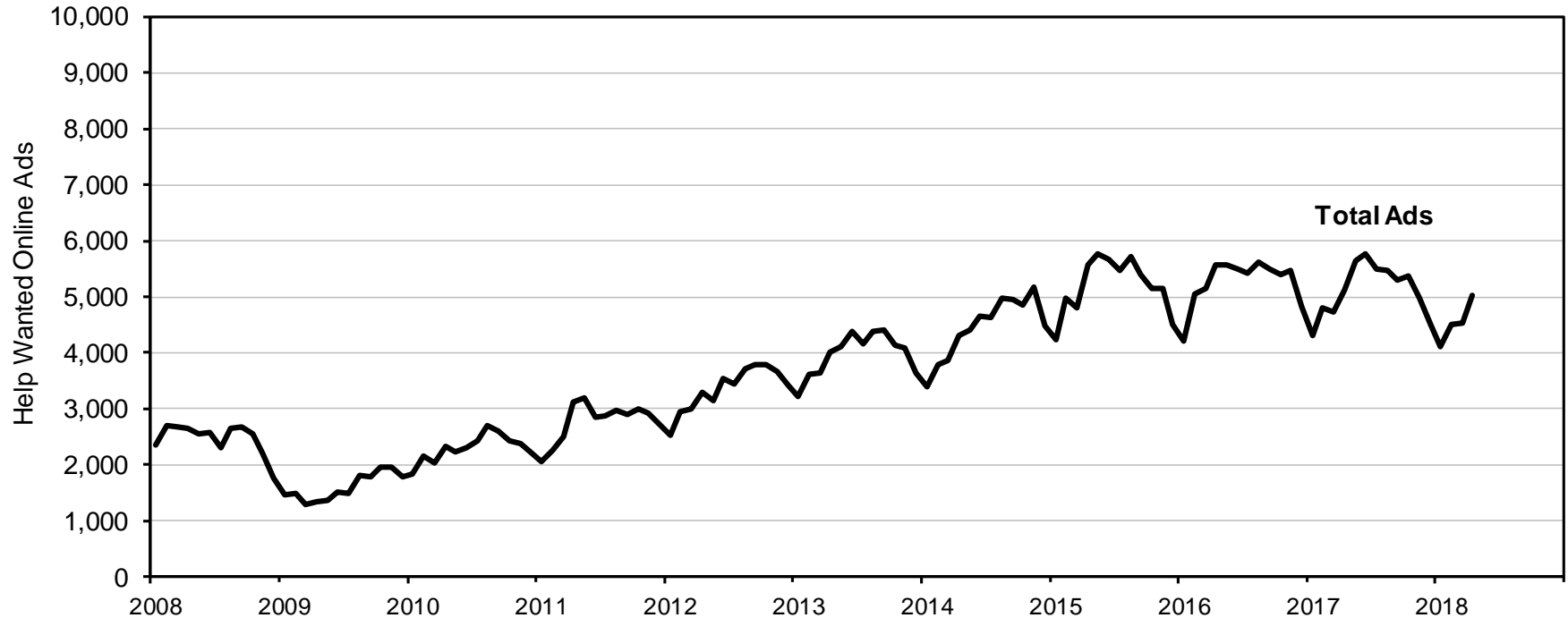
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2008 - April 2018



Clackamas Help Wanted Online Advertisements

(Not Seasonally Adjusted)



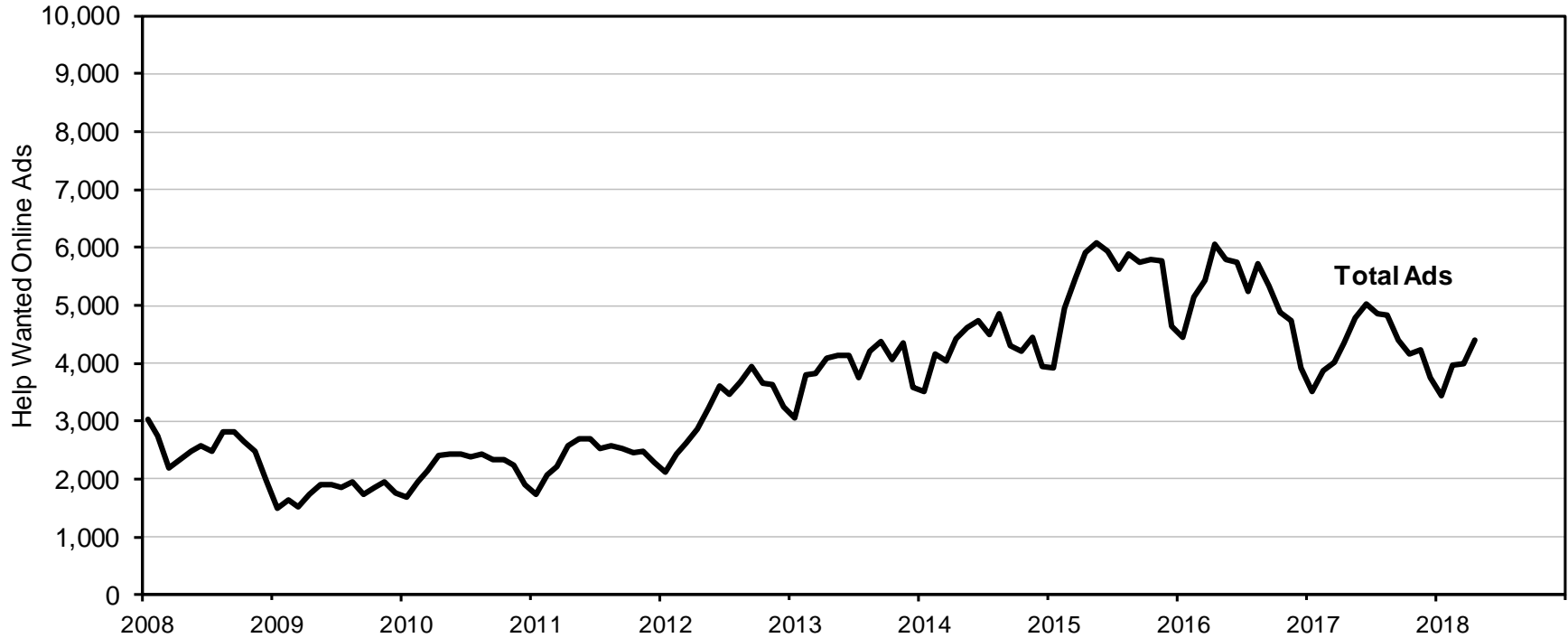
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2008 - April 2018



Rogue Valley Help Wanted Online Advertisements

(Not Seasonally Adjusted)



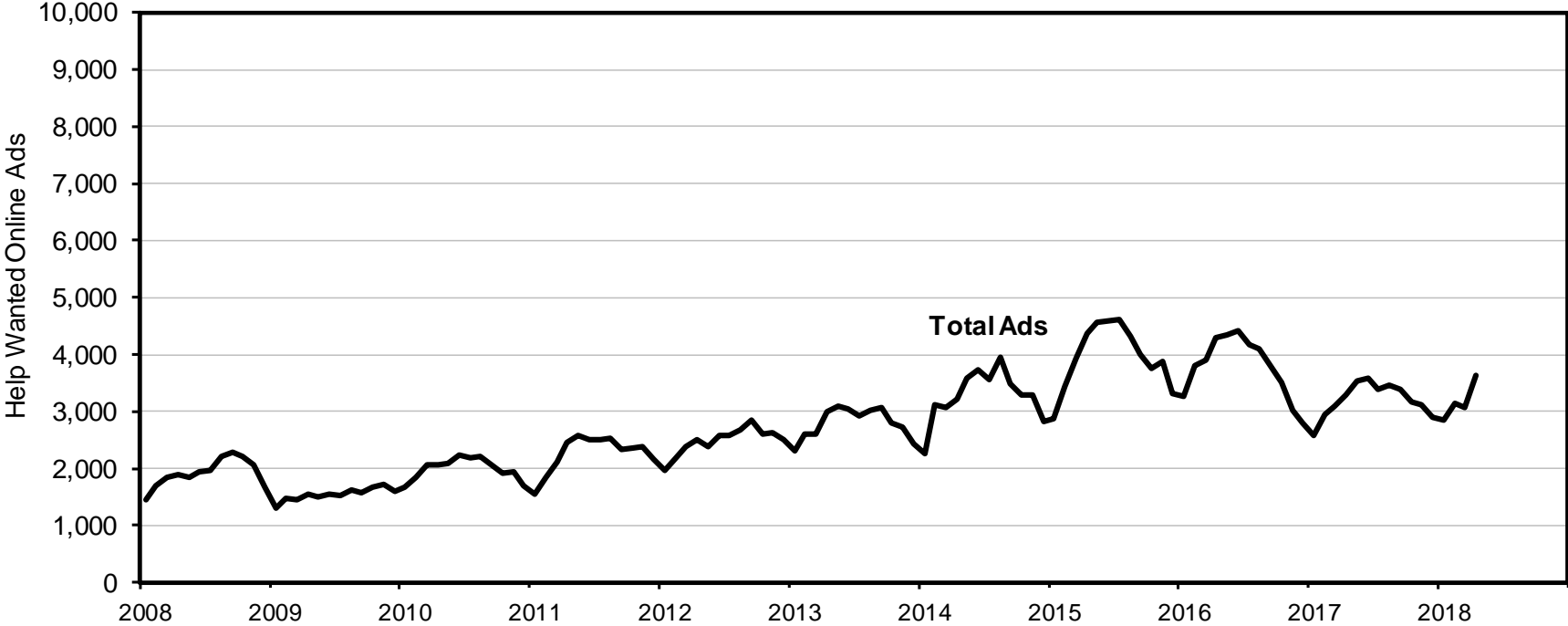
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2008 - April 2018



Northwest Oregon Help Wanted Online Advertisements

(Not Seasonally Adjusted)



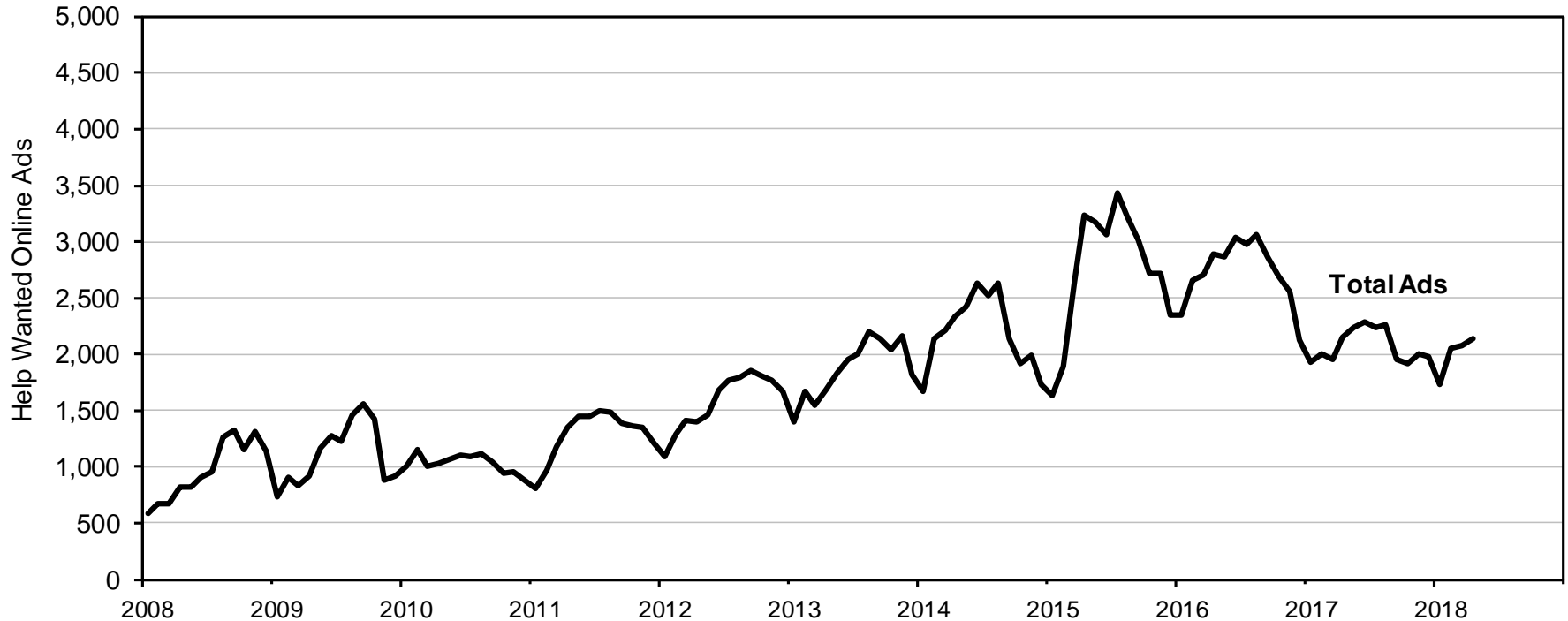
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2008 - April 2018



Southwestern Oregon Help Wanted Online Advertisements

(Not Seasonally Adjusted)



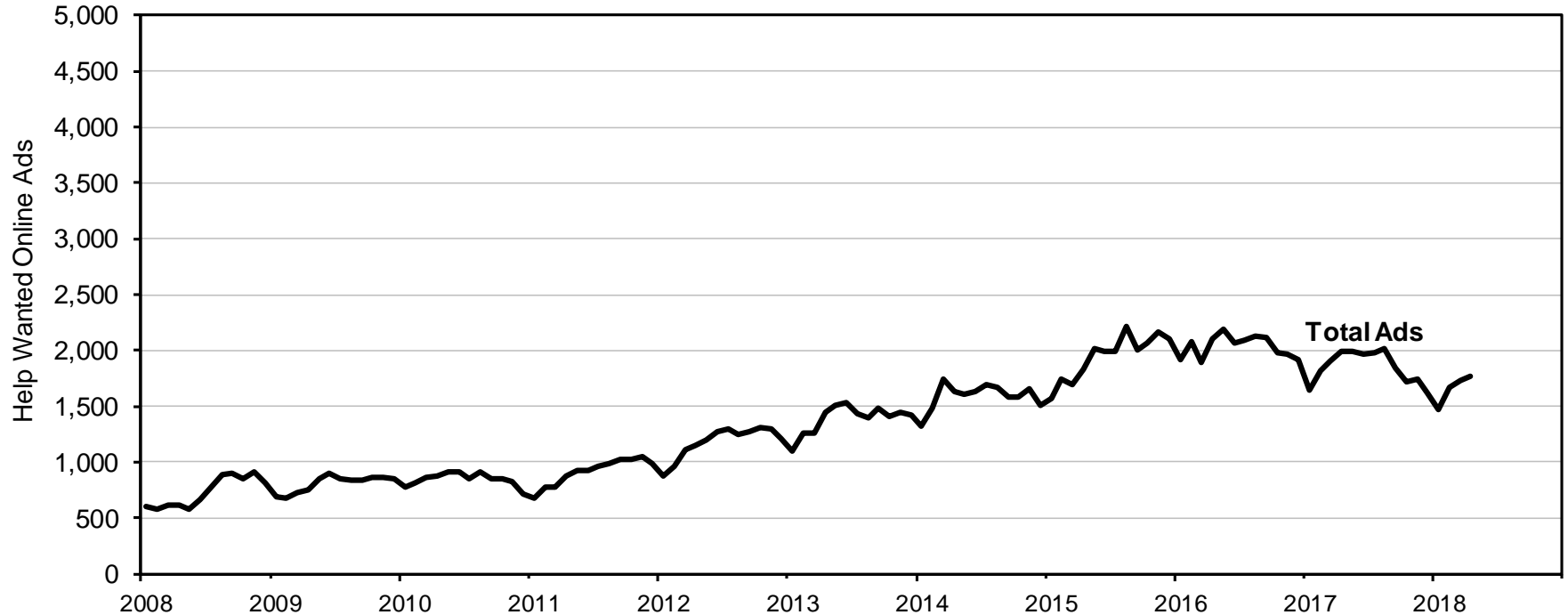
Source: The Conference Board Help Wanted OnLine™ (HWOL)

January 2008 - April 2018



Eastern Oregon Help Wanted Online Advertisements

(Not Seasonally Adjusted)



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

January 2008 - April 2018





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