



# Help Wanted Online Ads

January 2017

Available online at [www.QualityInfo.org](http://www.QualityInfo.org)

Search for [Help Wanted Online Index](#)

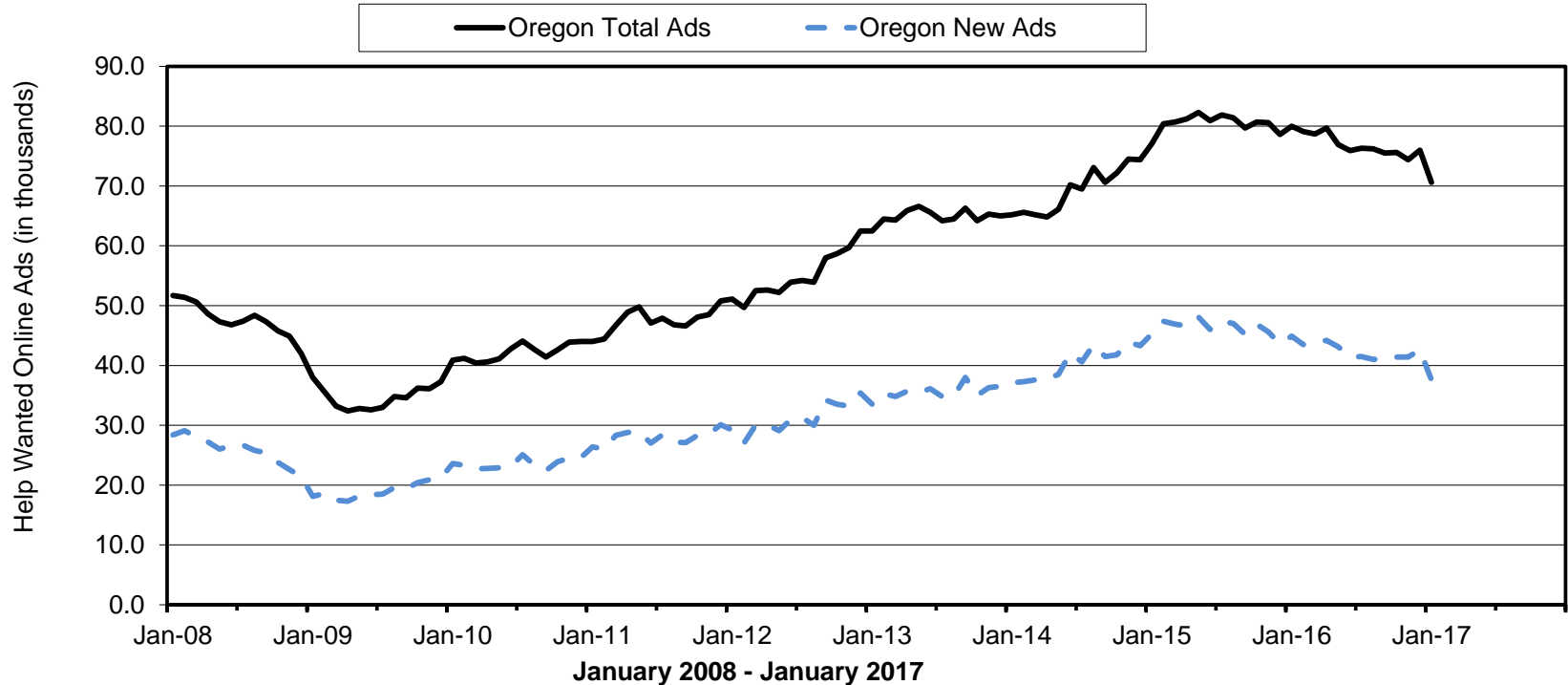


# Online help wanted ads trend suggests continued job growth in Oregon.

- Online ads are a real-time indicator of the labor needs of businesses by occupation and location.
- The number of online help wanted ads for jobs in Oregon fell 5,500 in January. That was a large drop.
- The number of ads has fallen over the last year while job growth has been strong. New fees for job ads on Craigslist may be responsible.

The number of help wanted ads in Oregon fell 5,500 in January.

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

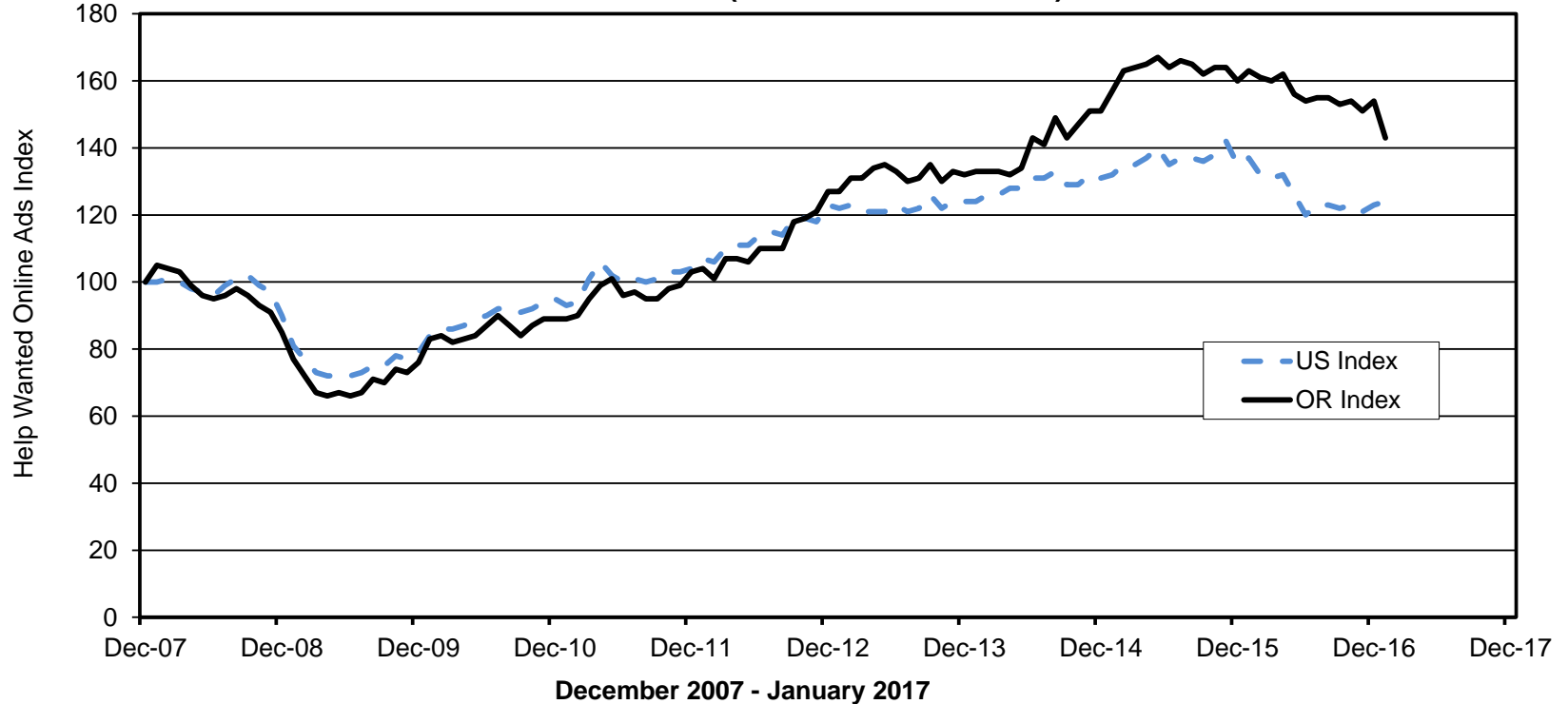


Source: The Conference Board Help Wanted OnLine™ (HWOL)



# The number of ads increased nationally in January.

The Conference Board's Help Wanted Online Data Series  
Total Ads Index (December 2007 = 100)



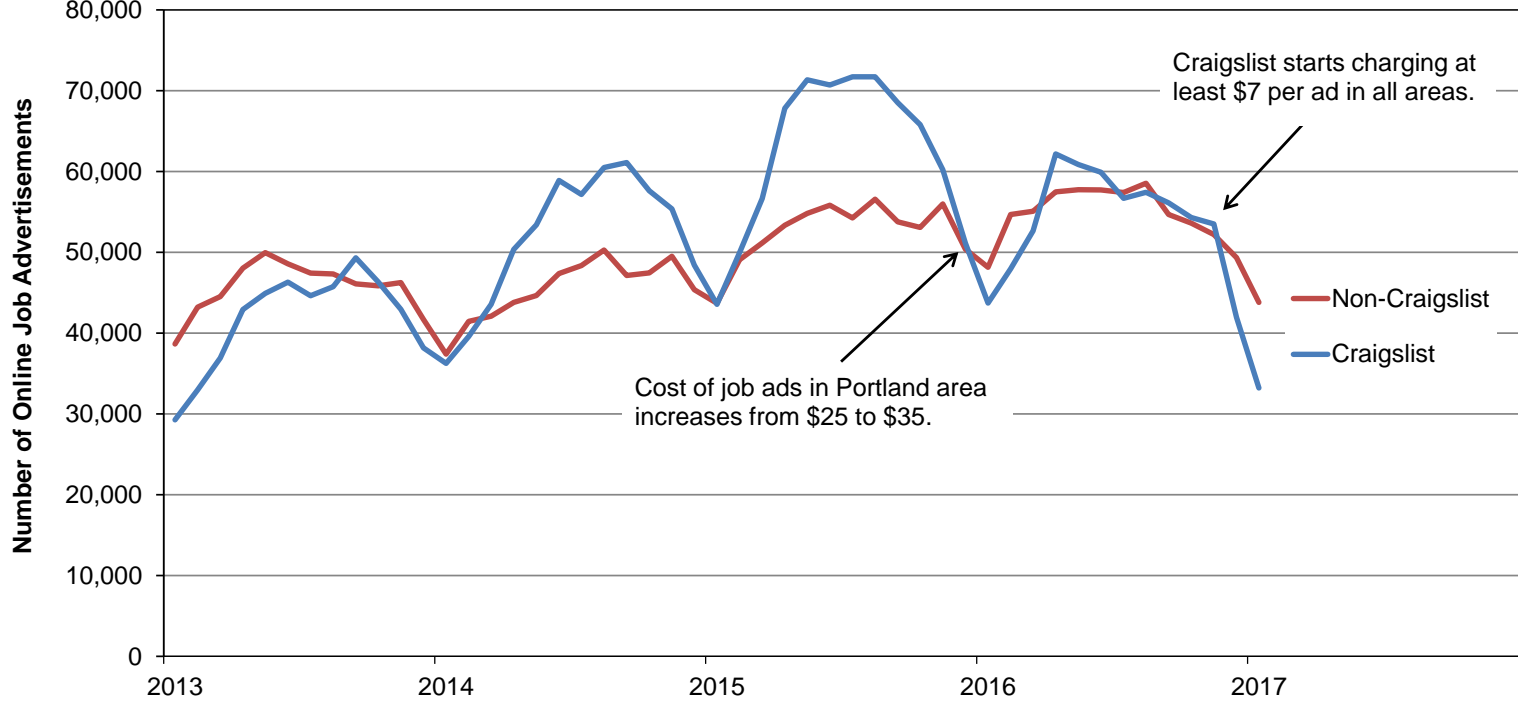
Source: The Conference Board Help Wanted OnLine™ (HWOL)

## Total number of help wanted ads national grew by 49,000 in January.

- Gains followed a decrease the month before.
- Number of ads being posted for the first time (*new ads*) increased 93,300 (+4.3%) in January.
- Recent trend has been flat to slightly rising.
- Change in ads was mixed among Oregon's neighboring states.
  - Nevada +1,500
  - Washington +400
  - California -8,600
  - Oregon -5,500
  - Idaho -700
- Number of ads was down across most metro areas in Oregon.

For years, Craigslist charged a fee for posting job ads in major cities. Now it charges for job ads posted in all areas, dropping the total number of ads picked up in HWOL.

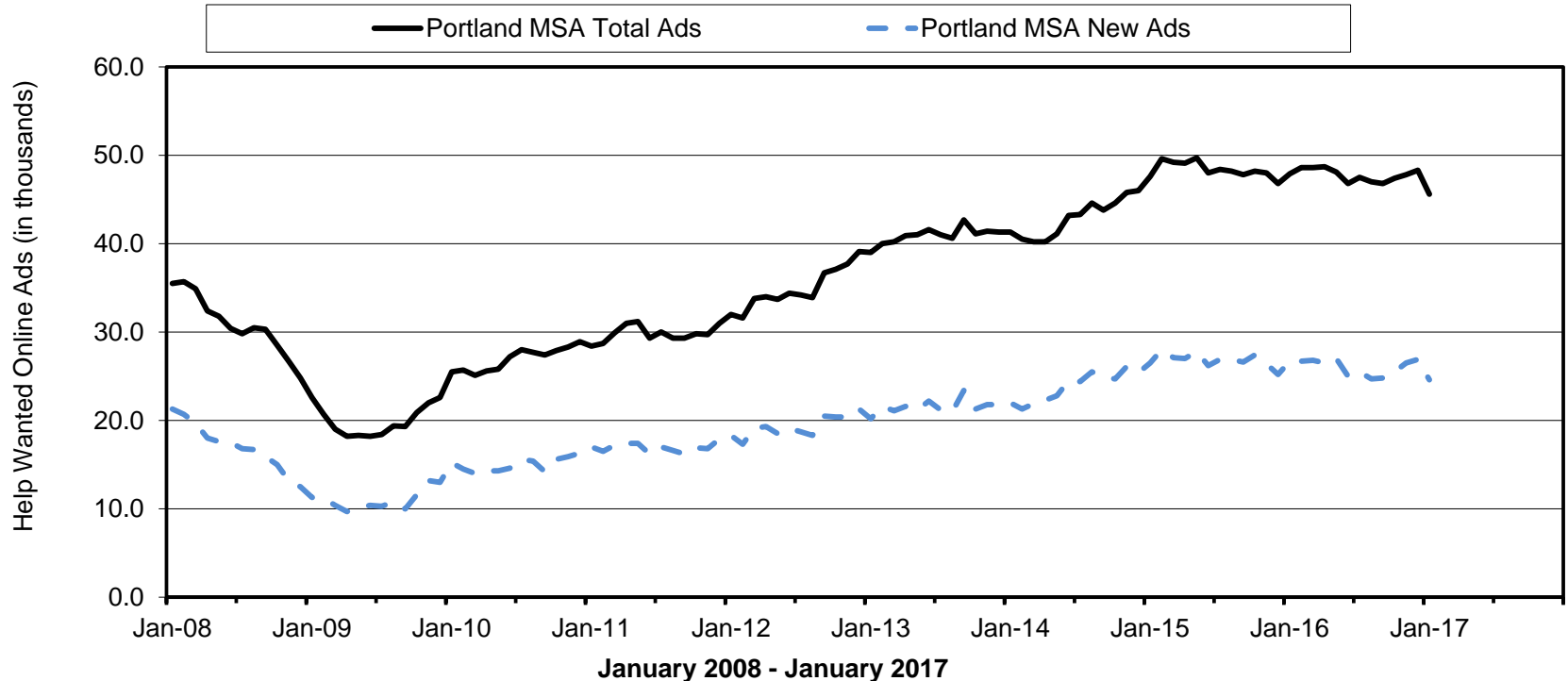
**Number of Help Wanted Ads on Craigslist Falls After Price Increases, Oregon**



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

# Number of online ads in the Portland area fell 2,700 in January.

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

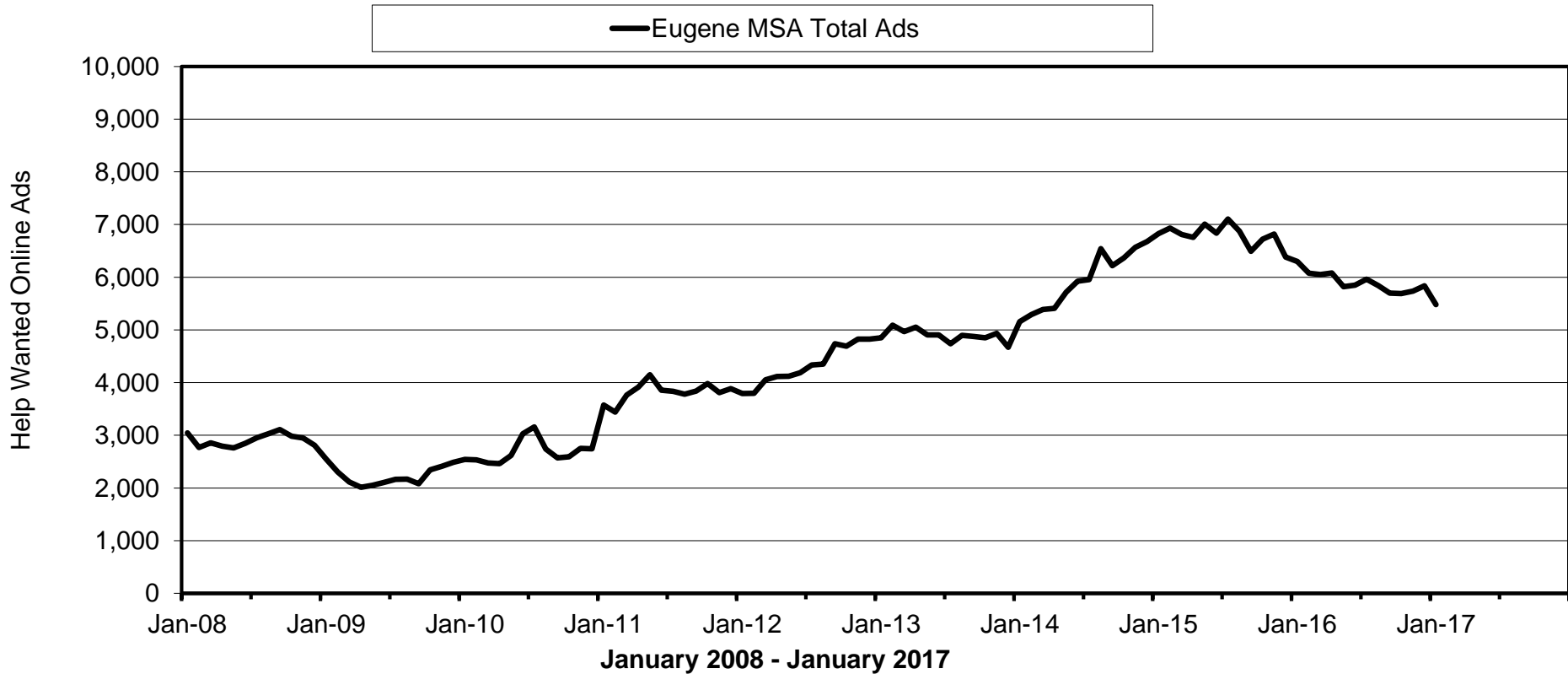


Source: The Conference Board Help Wanted OnLine™ (HWOL)





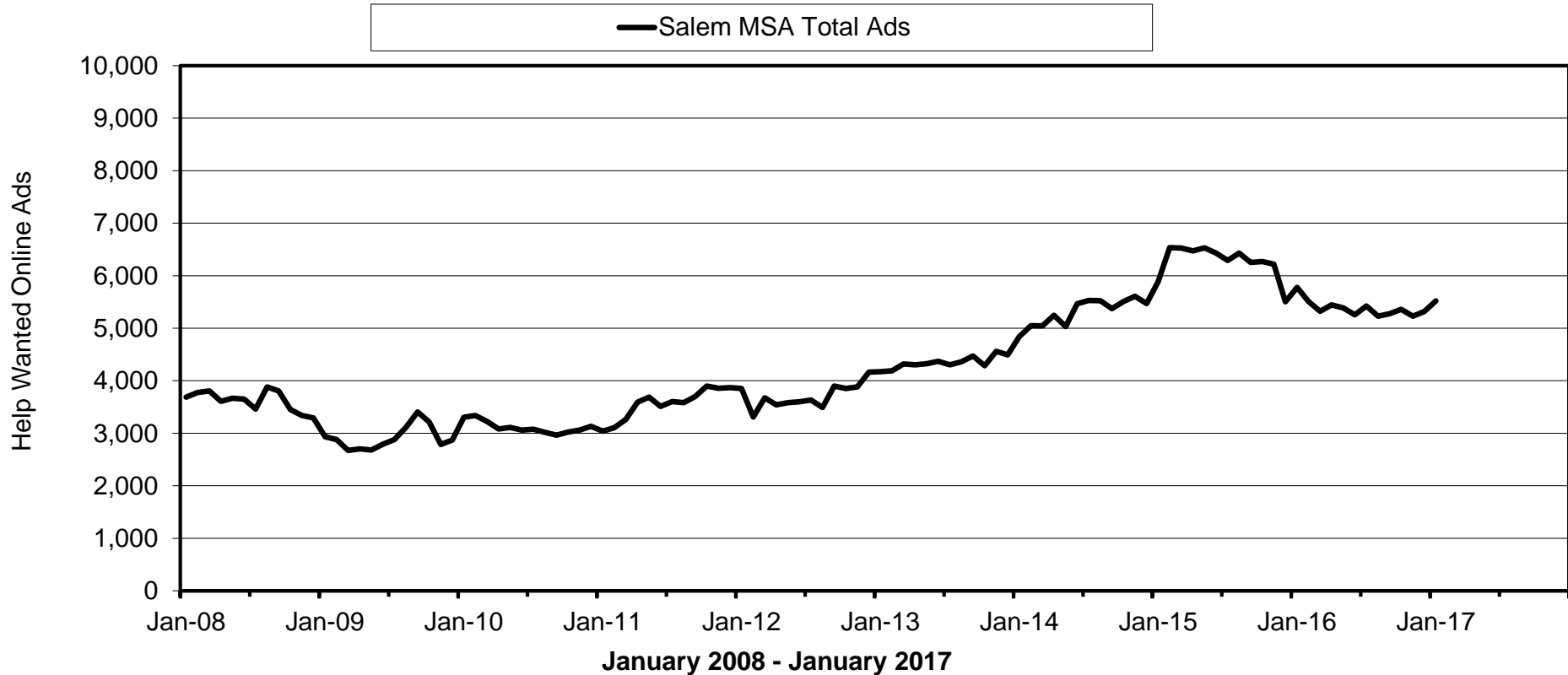
## The Conference Board's Help Wanted Online Data Series Seasonally Adjusted



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



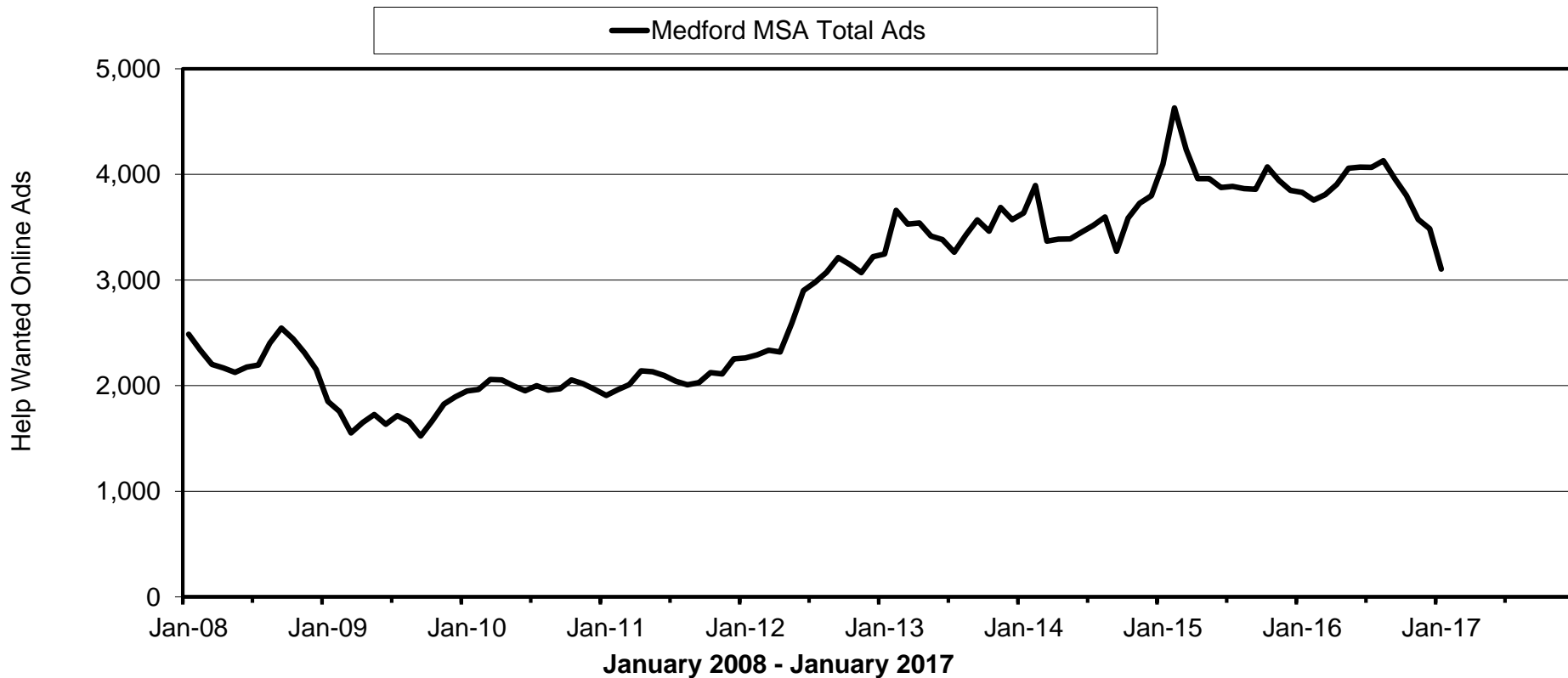
## The Conference Board's Help Wanted Online Data Series Seasonally Adjusted



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



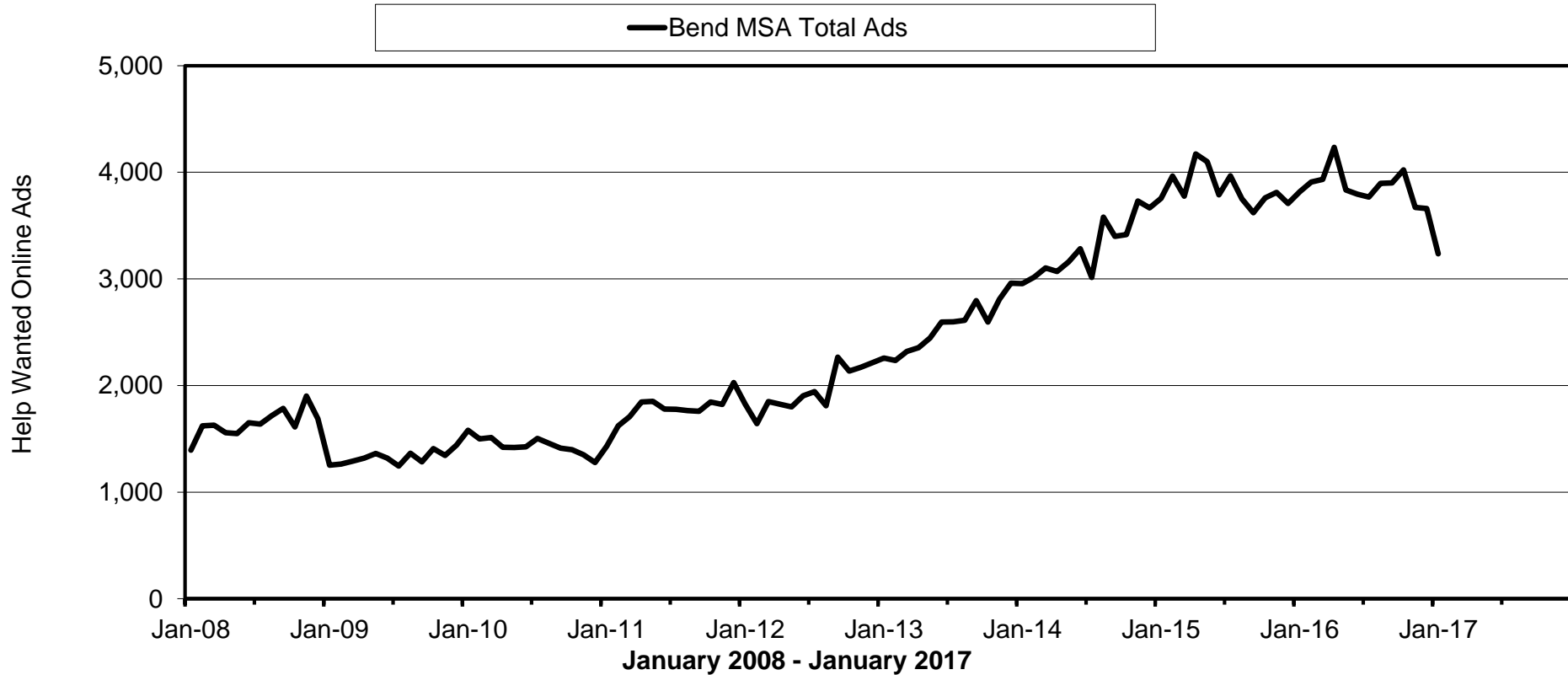
## The Conference Board's Help Wanted Online Data Series Seasonally Adjusted



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



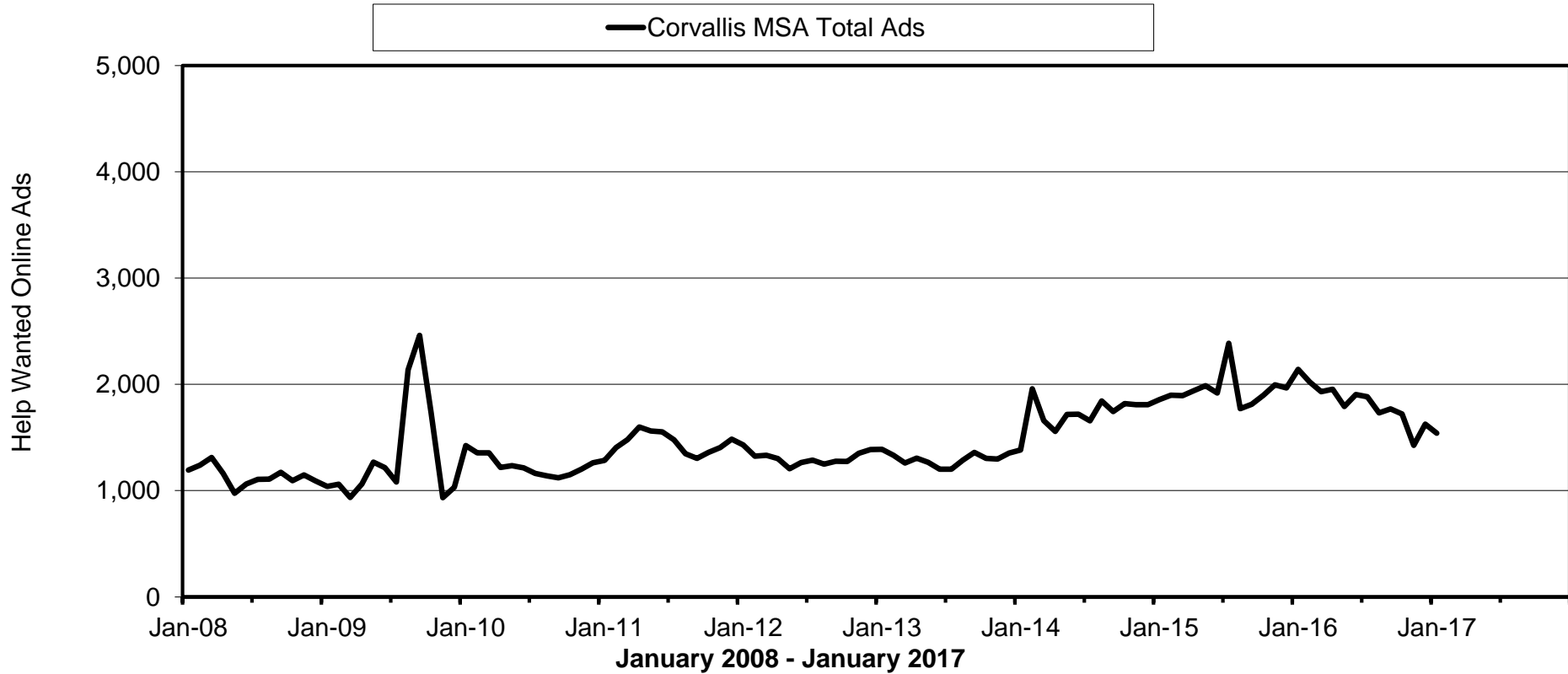
## The Conference Board's Help Wanted Online Data Series Seasonally Adjusted



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



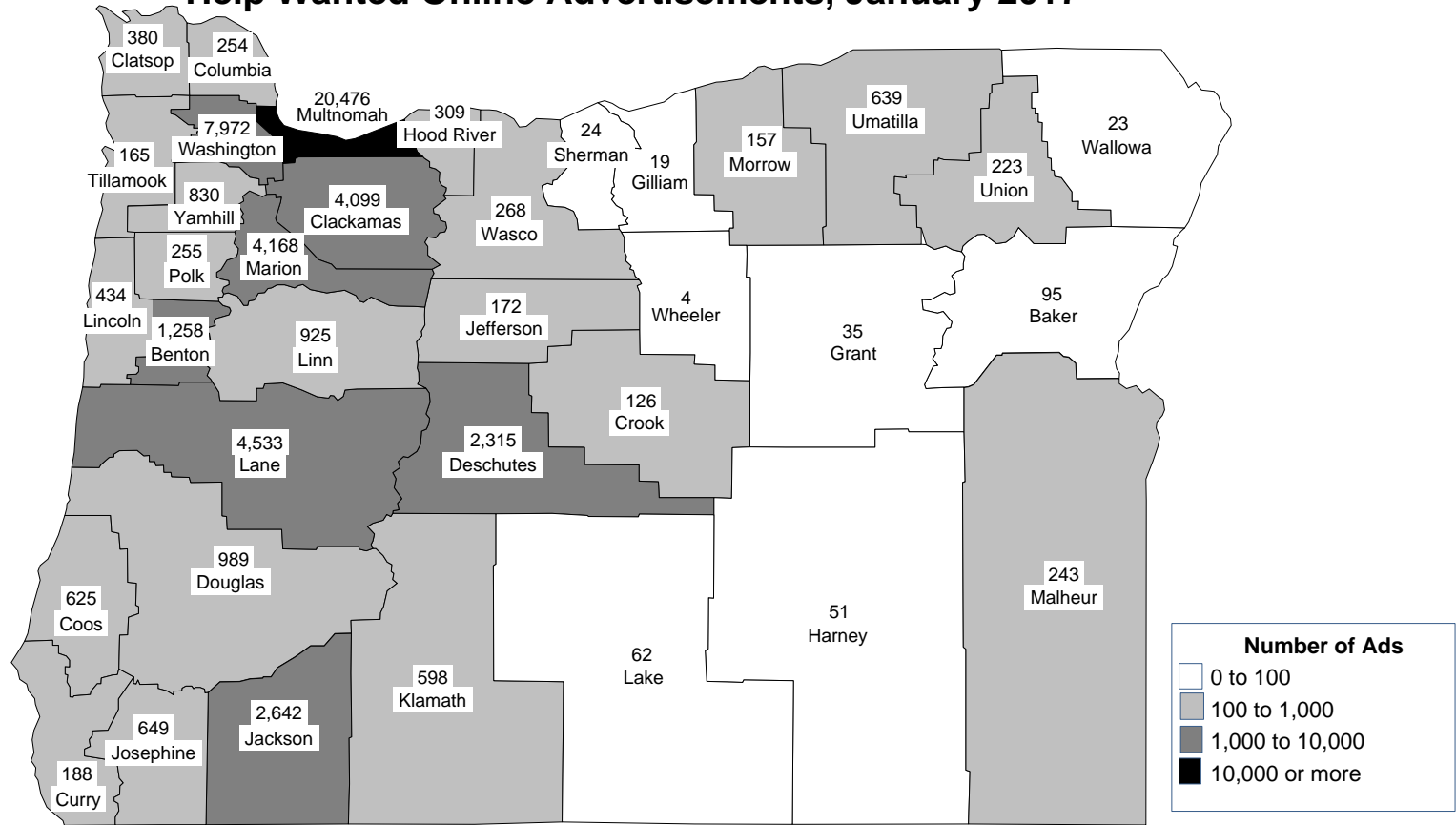
## The Conference Board's Help Wanted Online Data Series Seasonally Adjusted



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



# Help Wanted Online Advertisements, January 2017



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 back to 2008.

**Portland-Metro** – Multnomah and Washington counties

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

**Lane** – Lane County

**Clackamas** – Clackamas County

**East Cascades** – Crook, Deschutes, Gilliam, Hood River, Klamath, Jefferson, Lake, Sherman, Wasco, and Wheeler counties

**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 [Nick.J.Beleiciks@Oregon.gov](mailto:Nick.J.Beleiciks@Oregon.gov) if you need additional HWOL data for your workforce area.



# Half of Oregon's online job advertisements were in the Portland-Metro area.

	<b>Number of Help Wanted Ads in January 2017</b>	<b>Over-The-Year Change Rate</b>
Portland-Metro	28,100	-10%
Mid-Valley	6,100	-7%
Lane	4,500	-13%
Clackamas	4,000	-1%
East Cascades	3,900	-12%
Rogue Valley	3,200	-19%
Northwest Oregon	2,500	-23%
Southwestern Oregon	1,800	-25%
Eastern Oregon	1,500	-21%

*Source: Oregon Employment Department and The Conference Board*

Email [Nick.J.Beleiciks@Oregon.gov](mailto:Nick.J.Beleiciks@Oregon.gov) if you need additional HWOL data for your workforce area.





## Portland-Metro Help Wanted Online Advertisements (Not Seasonally Adjusted)

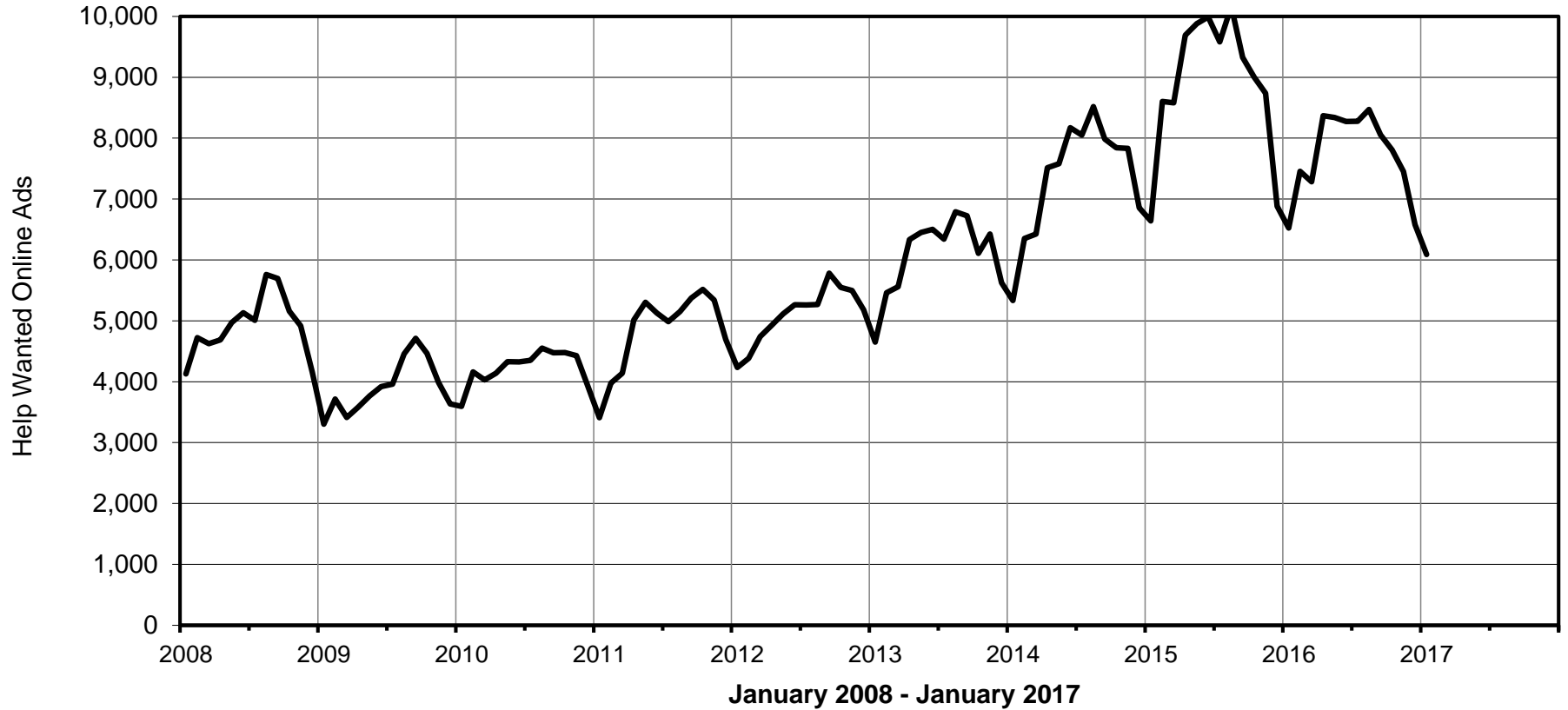


January 2008 - January 2017

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



## Mid-Valley Help Wanted Online Advertisements (Not Seasonally Adjusted)



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

## Lane Help Wanted Online Advertisements (Not Seasonally Adjusted)



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



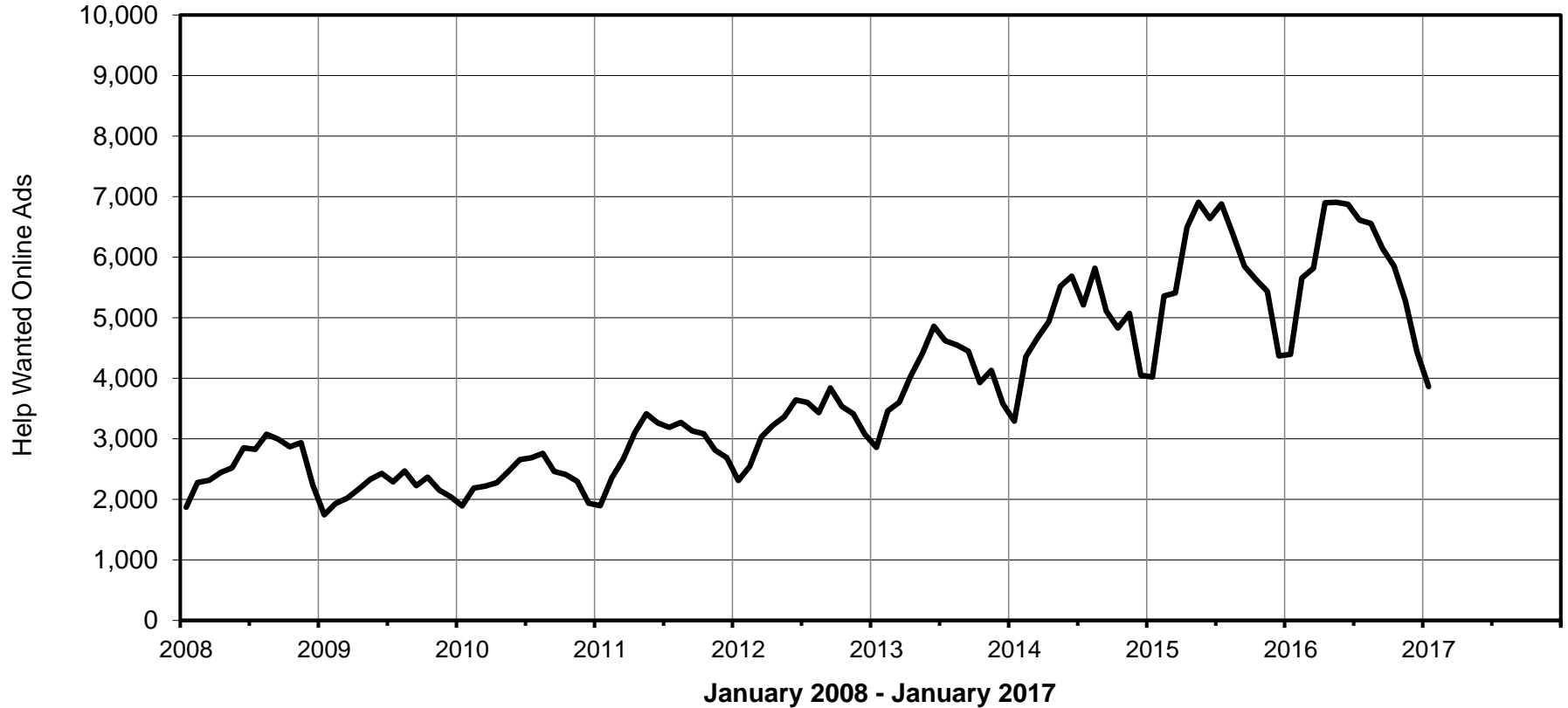
## Clackamas Help Wanted Online Advertisements (Not Seasonally Adjusted)



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

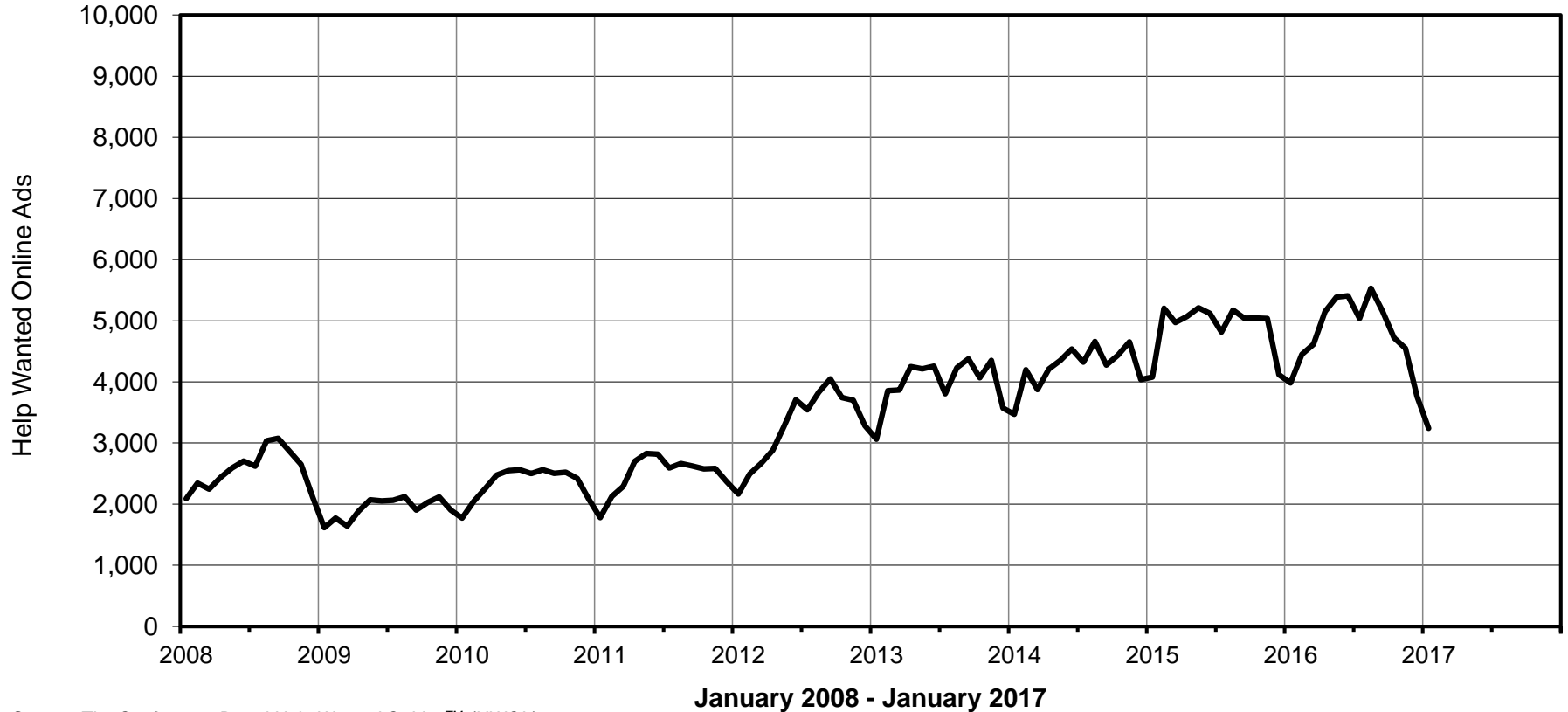


## East Cascades Help Wanted Online Advertisements (Not Seasonally Adjusted)



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

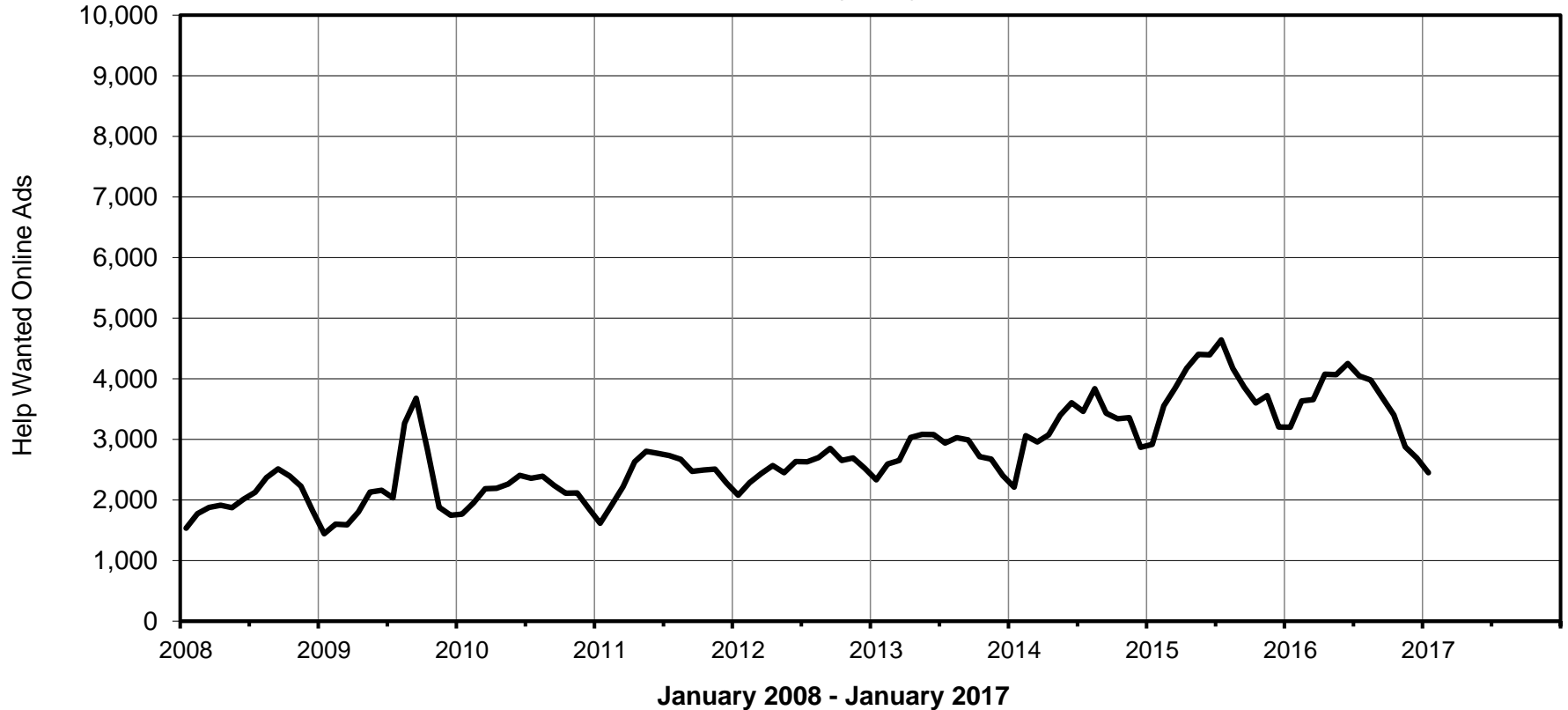
## Rogue Valley Help Wanted Online Advertisements (Not Seasonally Adjusted)



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



## Northwest Oregon Help Wanted Online Advertisements (Not Seasonally Adjusted)



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



## Southwestern Oregon Help Wanted Online Advertisements (Not Seasonally Adjusted)



January 2008 - January 2017

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





# Eastern Oregon Help Wanted Online Advertisements (Not Seasonally Adjusted)



January 2008 - January 2017

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



The most recent version of these slides is available at

[www.QualityInfo.org](http://www.QualityInfo.org)

Search for “Help Wanted Online Index”

**Nick Beleiciks, State Employment Economist**

Oregon Employment Department

[Nick.J.Beleiciks@Oregon.gov](mailto:Nick.J.Beleiciks@Oregon.gov)

(503) 947-1267

**Join the conversation:**

[OregonEmployment.blogspot.com](http://OregonEmployment.blogspot.com)

Twitter [@OrEmployment](https://twitter.com/OrEmployment)

