Economic Update

SERDI

Indeed Hiring Lab – September 2025

Dr. Laura Dawson Ullrich

Director of Economic Research

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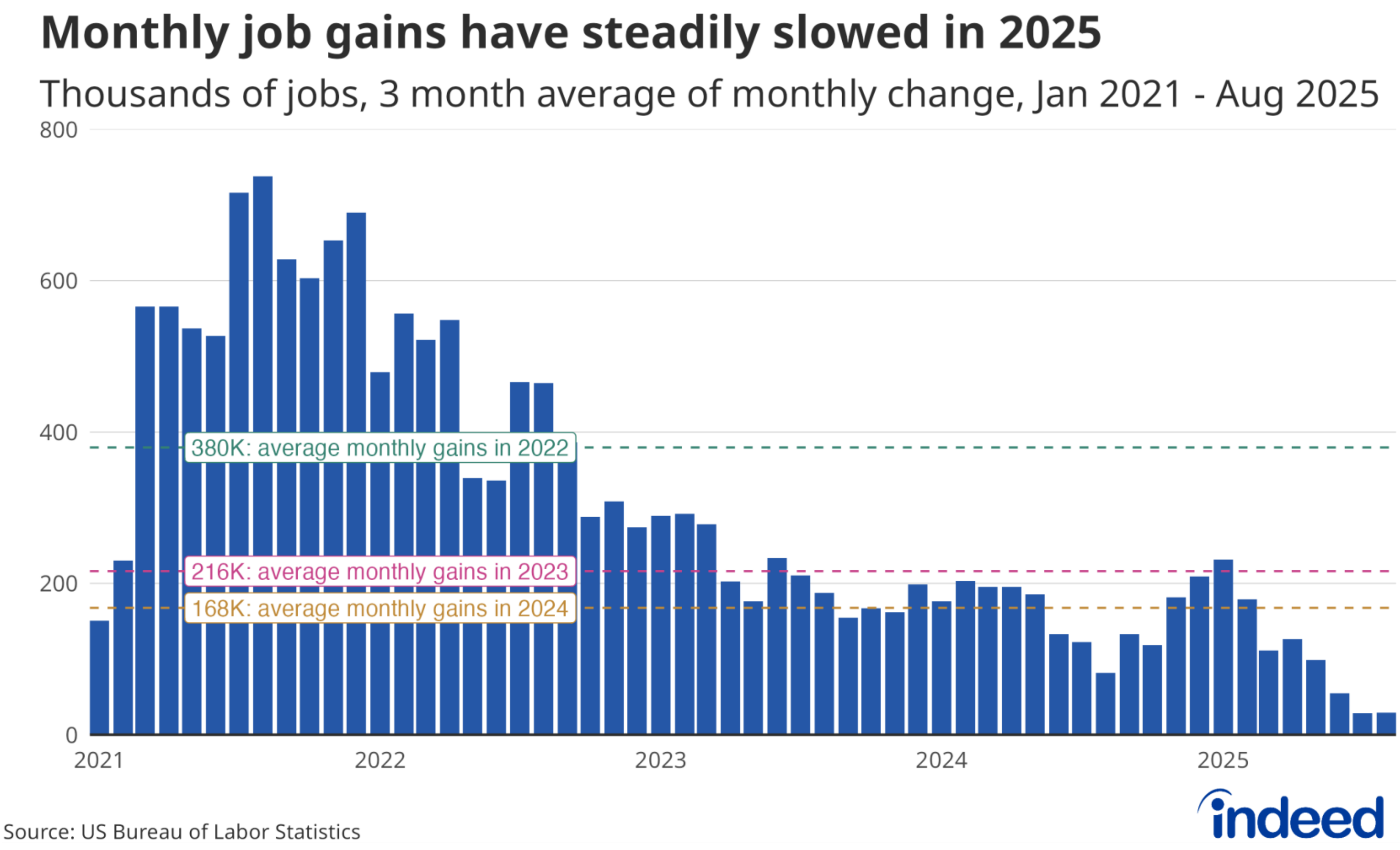
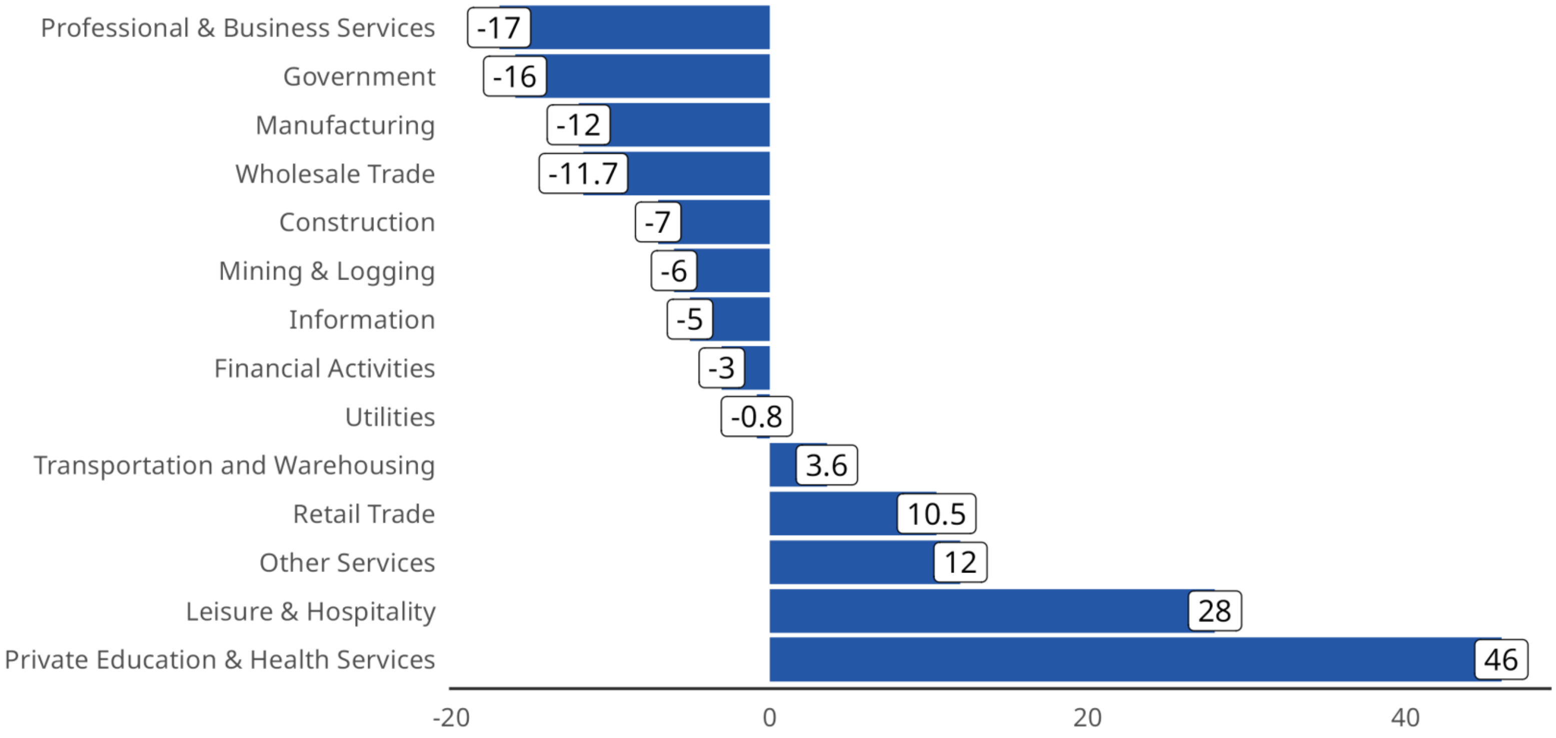
01

Labor Market Update

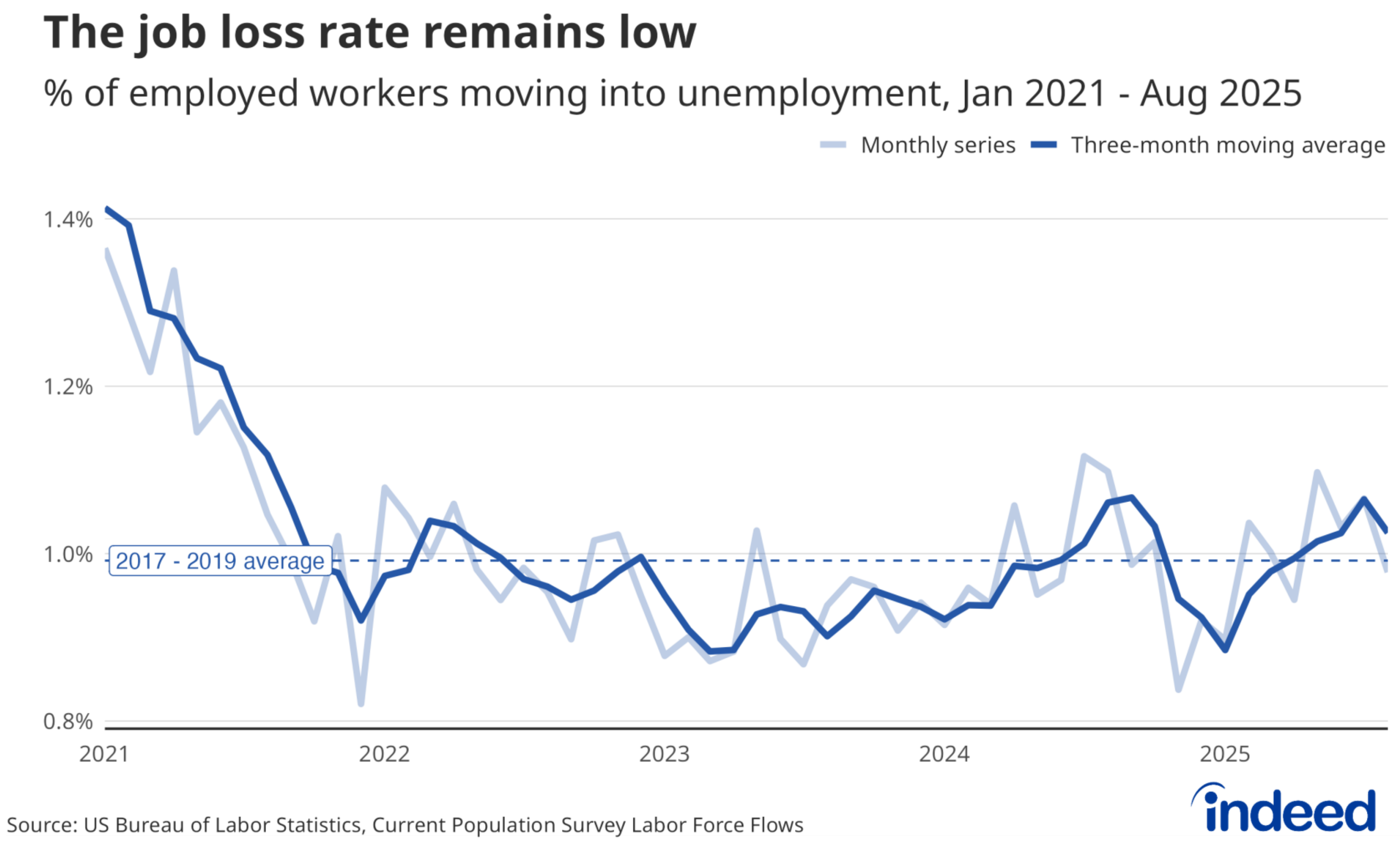

Monthly job gains have steadily slowed in 2025
Thousands of jobs, 3 month average of monthly change, Jan 2021 - Aug 2025
800
600
400
200
0
380K: average monthly gains in 2022
216K: average monthly gains in 2023
168K: average monthly gains in 2024
2021
2022
2023
2024
2025
Source: US Bureau of Labor Statistics
indeed

Payroll growth by industry sector

Aug 2025, month-over-month change, thousands of jobs

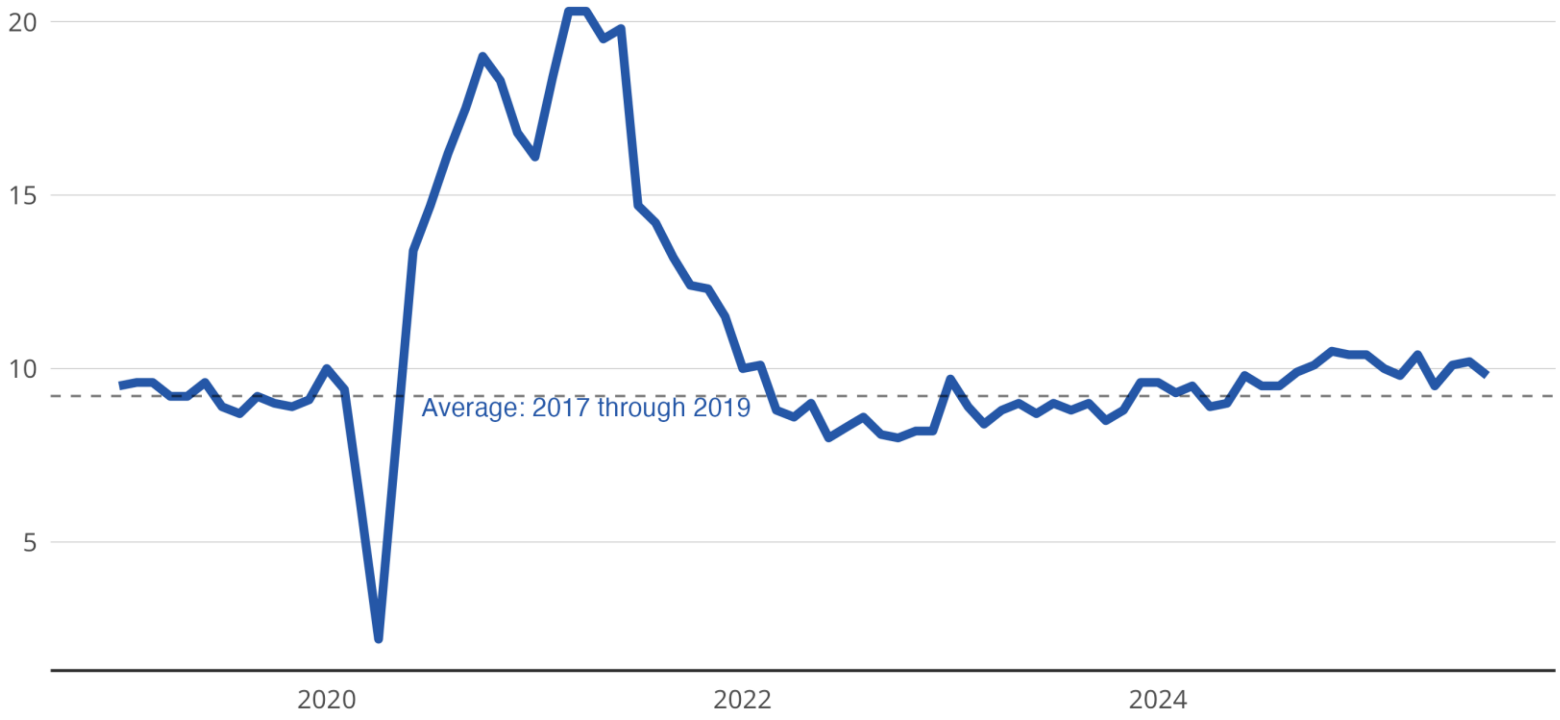


Source: US Bureau of Labor Statistics


The job loss rate remains low
% of employed workers moving into unemployment, Jan 2021 - Aug 2025
Monthly series
Three-month moving average
1.4%
1.2%
1.0%
0.8%
2017 - 2019 average
2021
2022
2023
2024
2025
Source: US Bureau of Labor Statistics, Current Population Survey Labor Force Flows
indeed

Median duration of unemployment

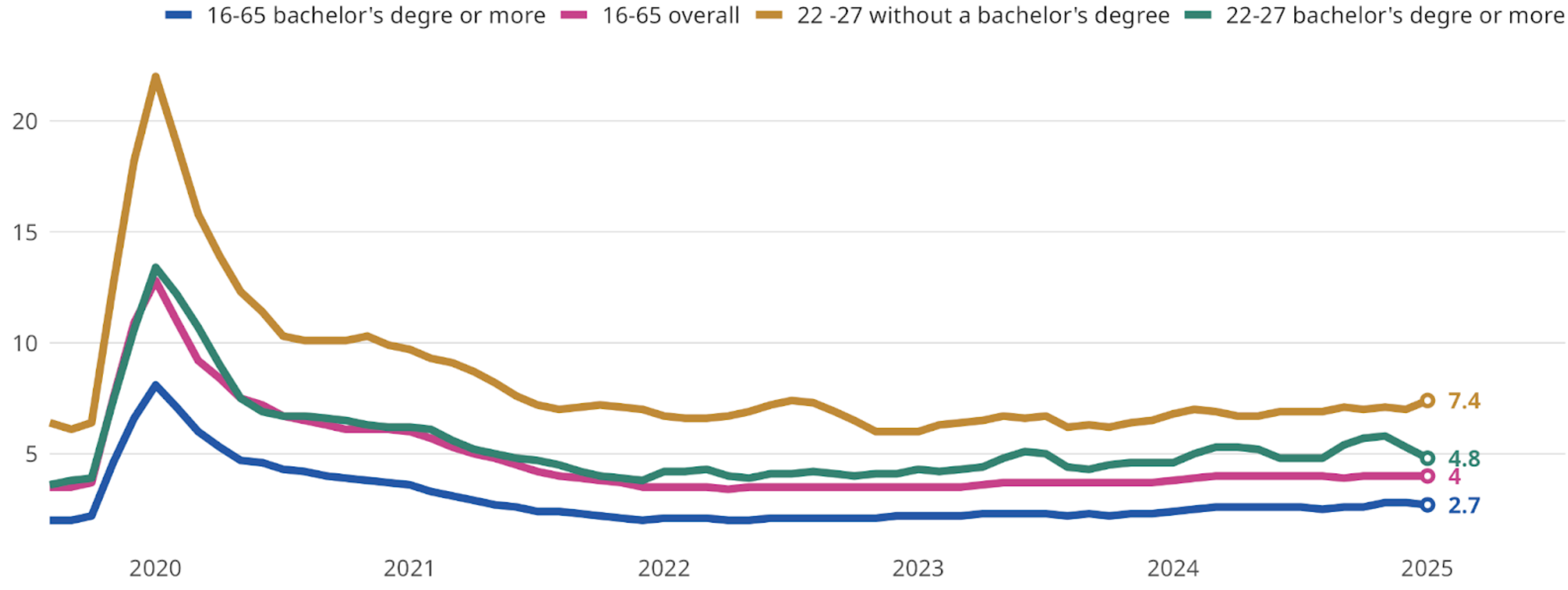
Weeks of unemployment, Jan 2019 - Aug 2025



Source: US Bureau of Labor Statistics

Young workers are struggling to find work, but degree holders are fairing better

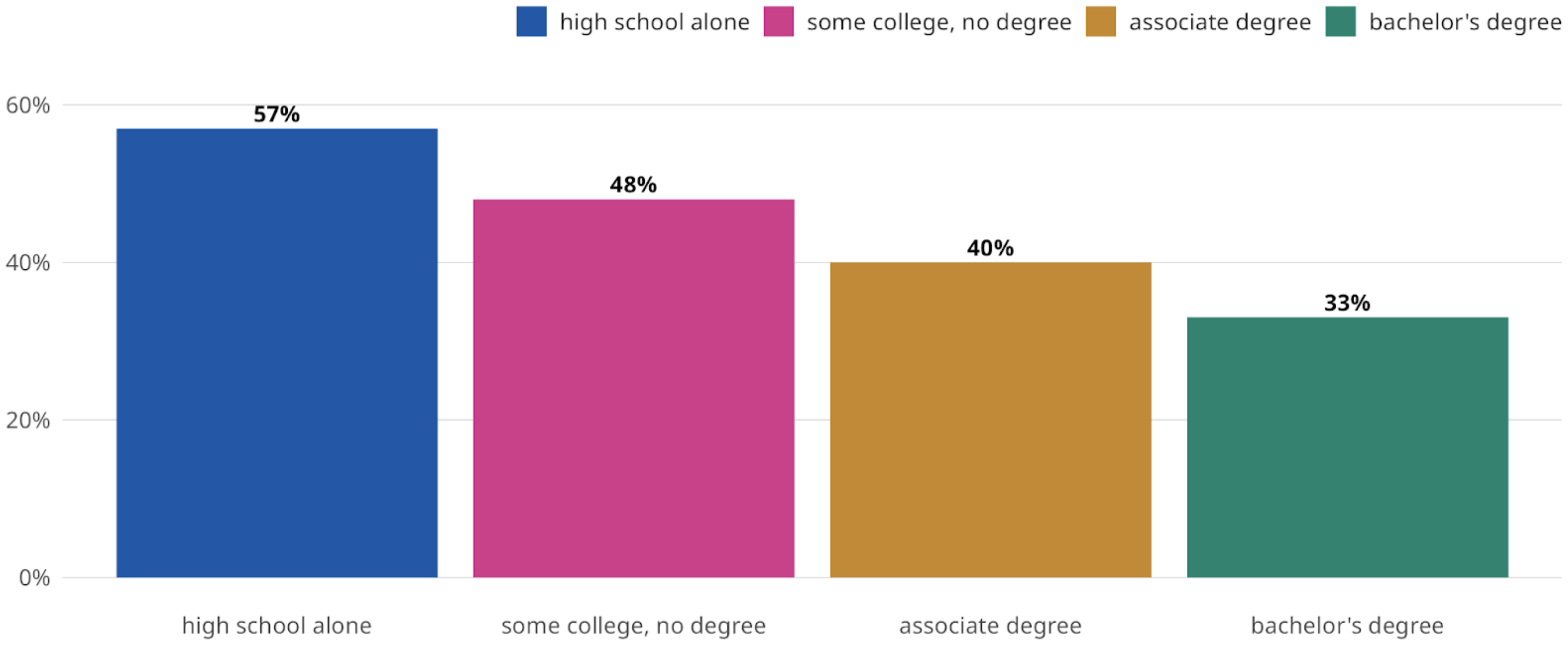
Unemployment rates for workers by age and education, January 2020 to June 2025



U.S. Census Bureau and U.S. Bureau of Labor Statistics, Current Population Survey (IPUMS)

Employer-provided upskilling increases with education

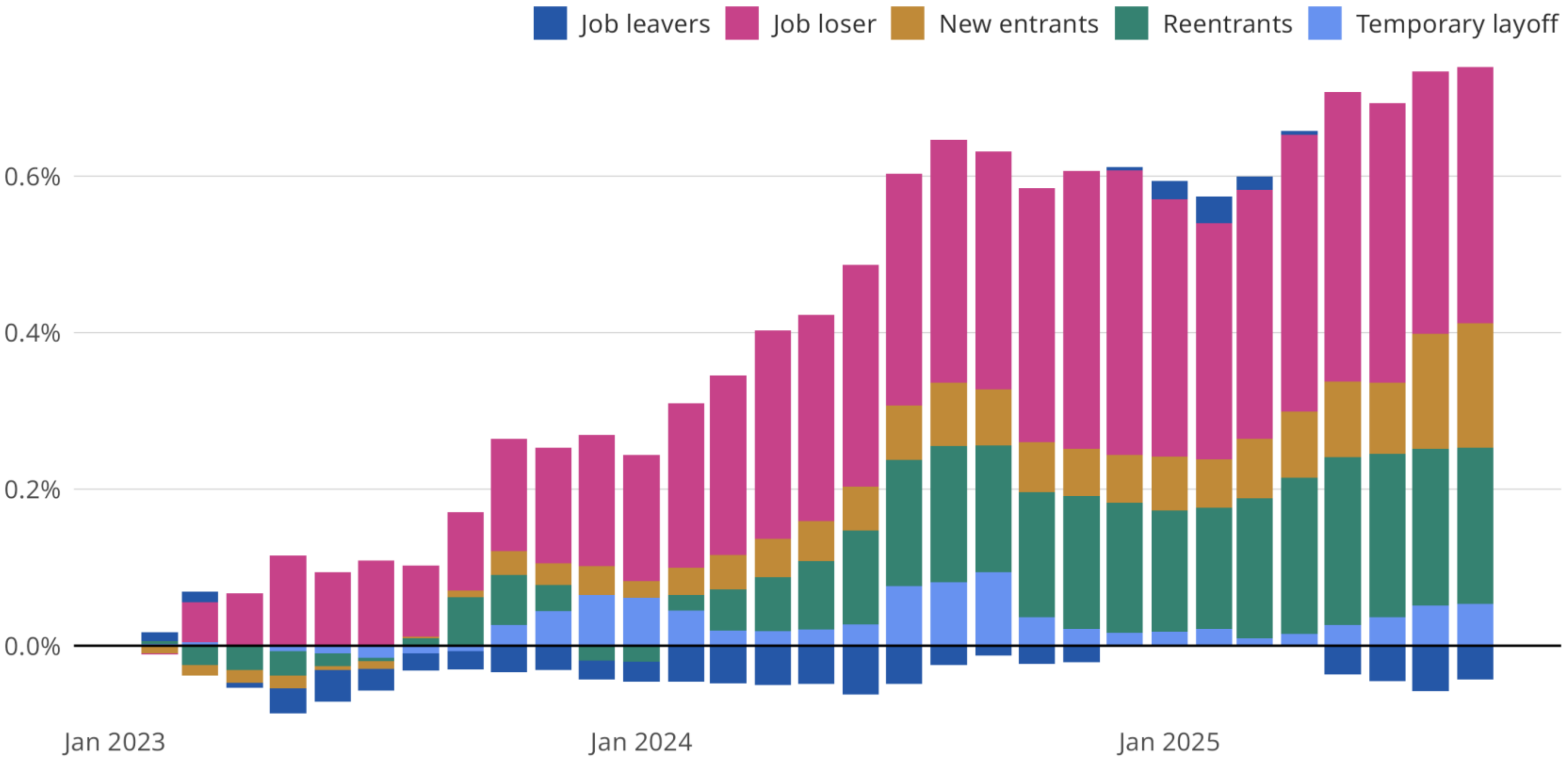
the share of workers who report having no employer provided upskilling or training, by edcuation



Source: Indeed

Job losers and reentrants are leading the rise in unemployment

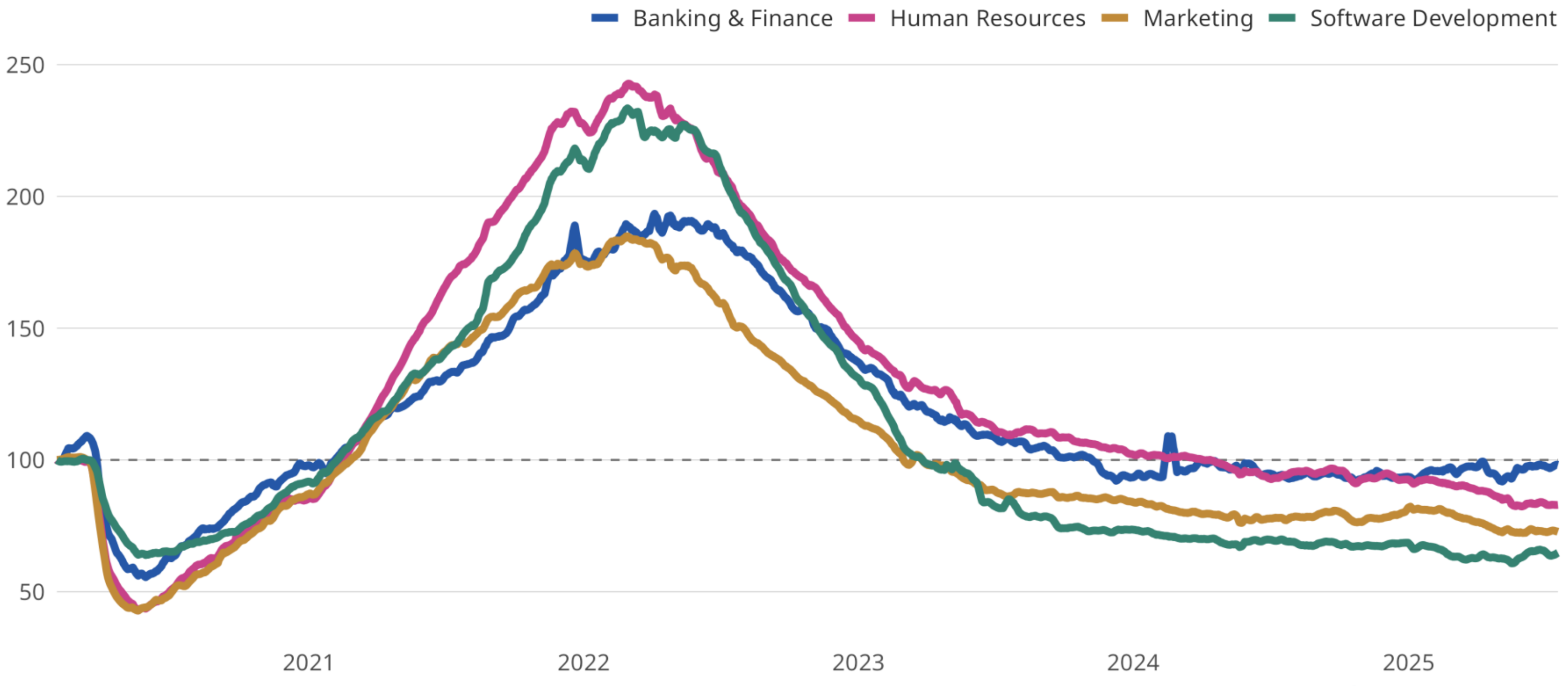
%-point increase in US unemployment rate since Jan 2023, 3mo avg, data through Aug 2025



Source: US Bureau of Labor Statistics

Postings are down in many traditional 'office job' sectors

U.S. data, Index (100 = February 1, 2020), through July 18, 2025

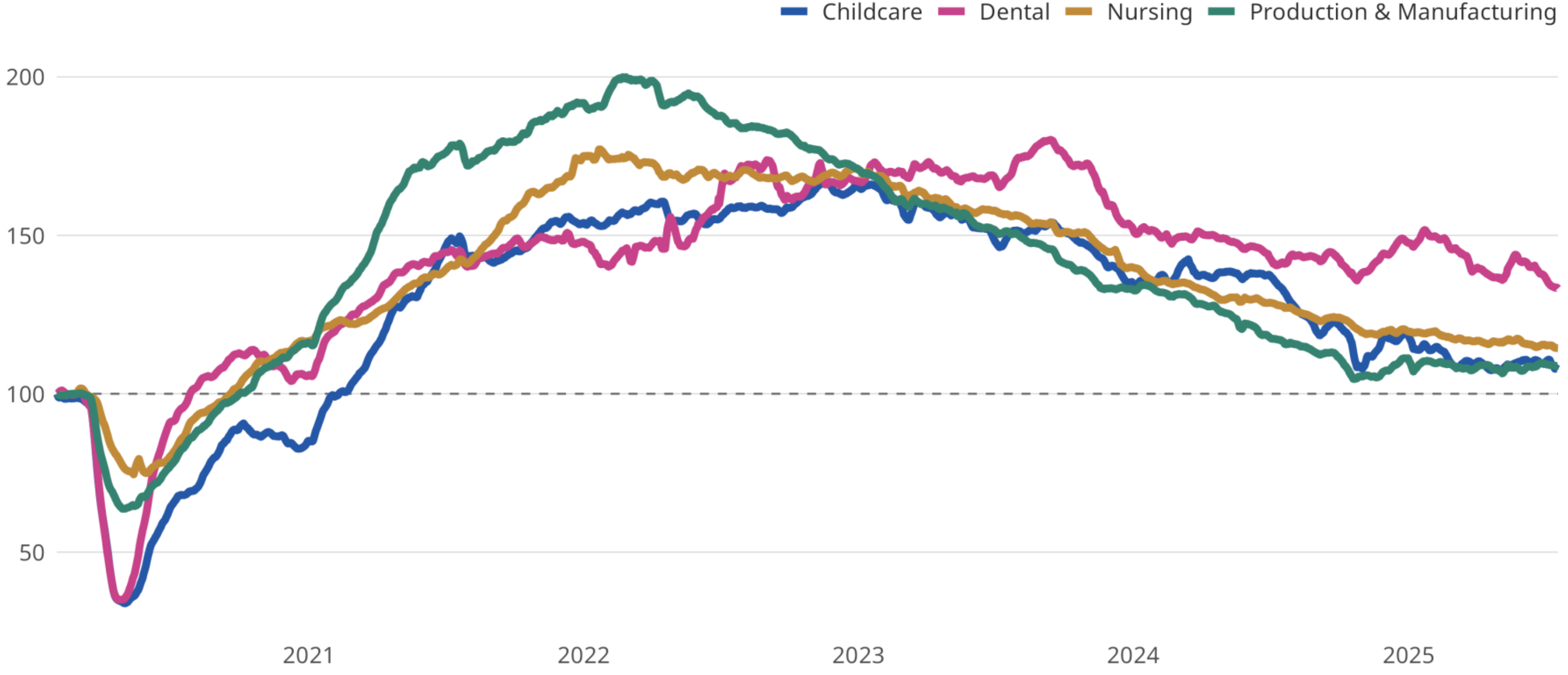


Source: Indeed

indeed

Postings are holding up better in many 'in-person' sectors

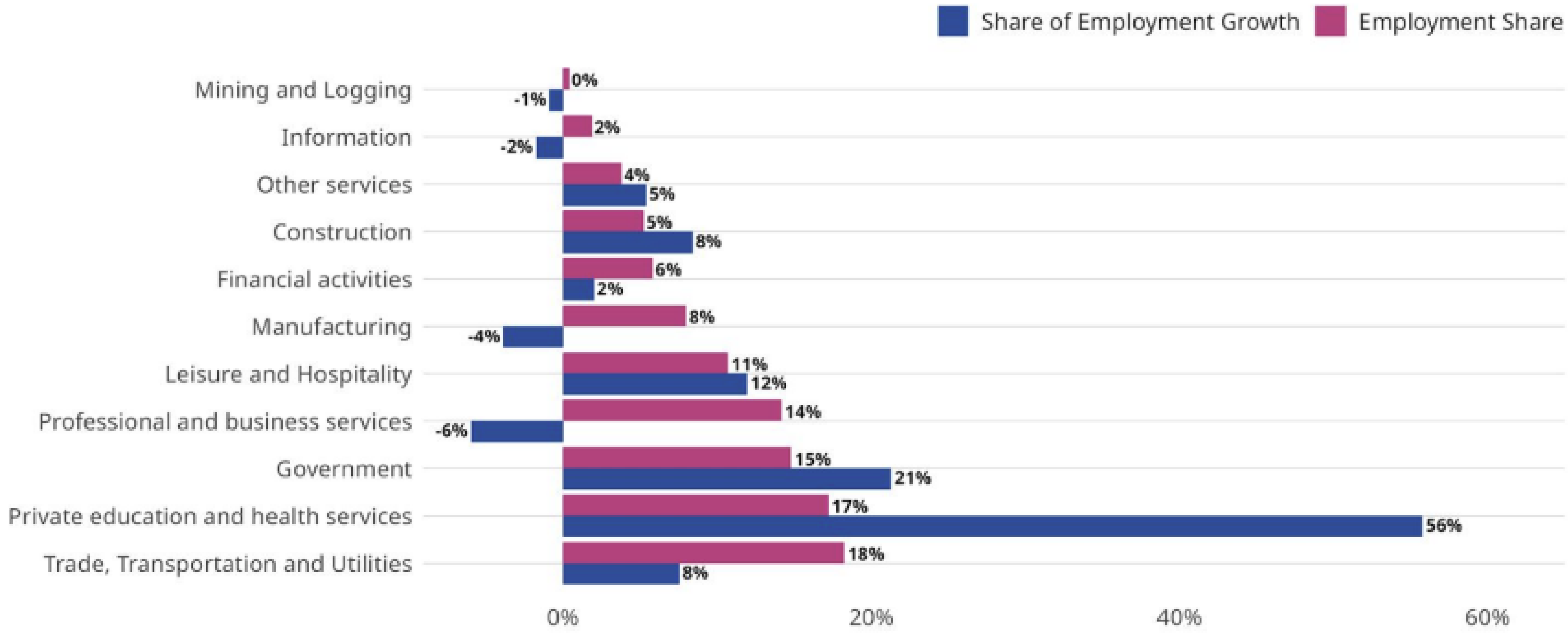
U.S. data, Index (100 = February 1, 2020), through July 18, 2025



Source: Indeed

Employment growth has been concentrated in just a few sectors

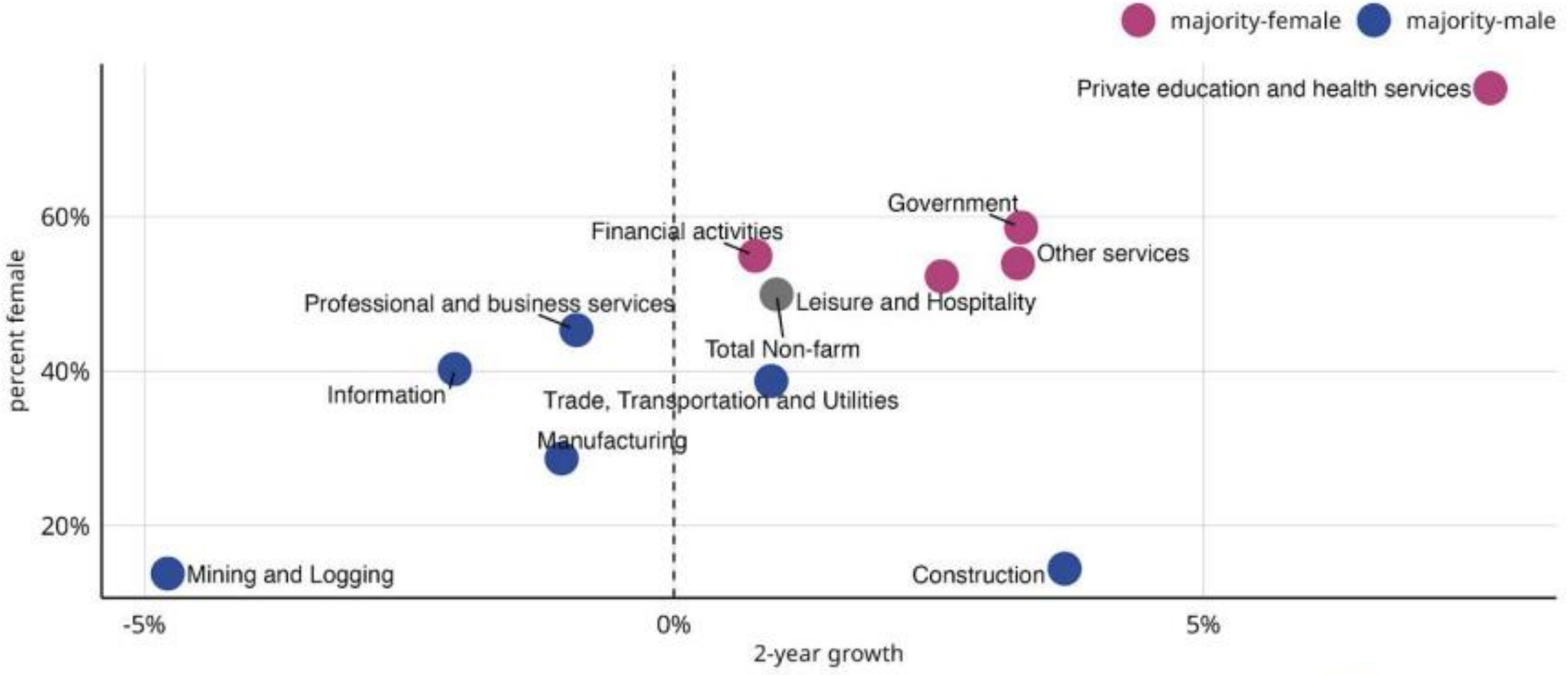
July 2023- July 2025



Source: Bureau of Labor Statistics

Female-dominated sectors also dominate growth

Percent female vs. 2-year growth, 2023-2025



Source: Bureau of Labor Statistics

Job Postings Remain Above Pre-COVID Levels

Source: Indeed

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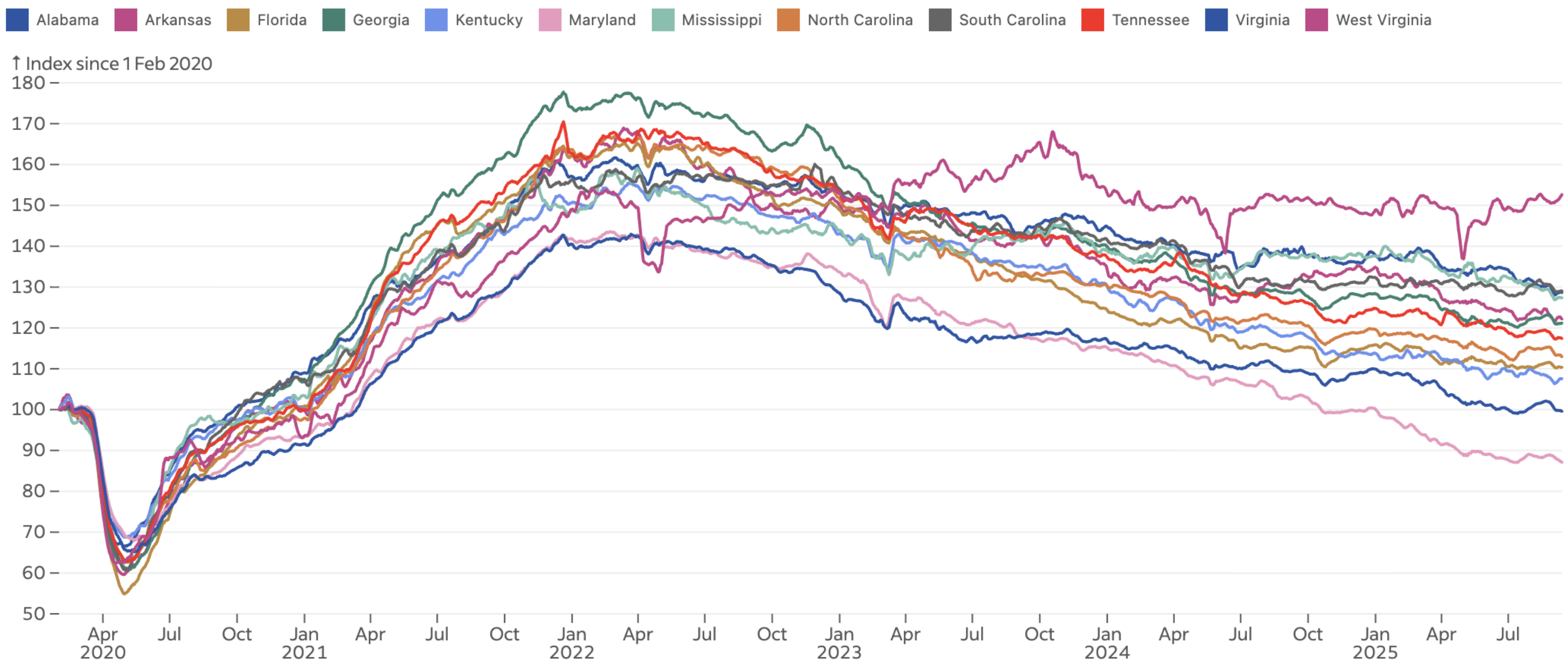
The Regional Landscape

Job Postings Vary Rather Significantly Across SERDI States

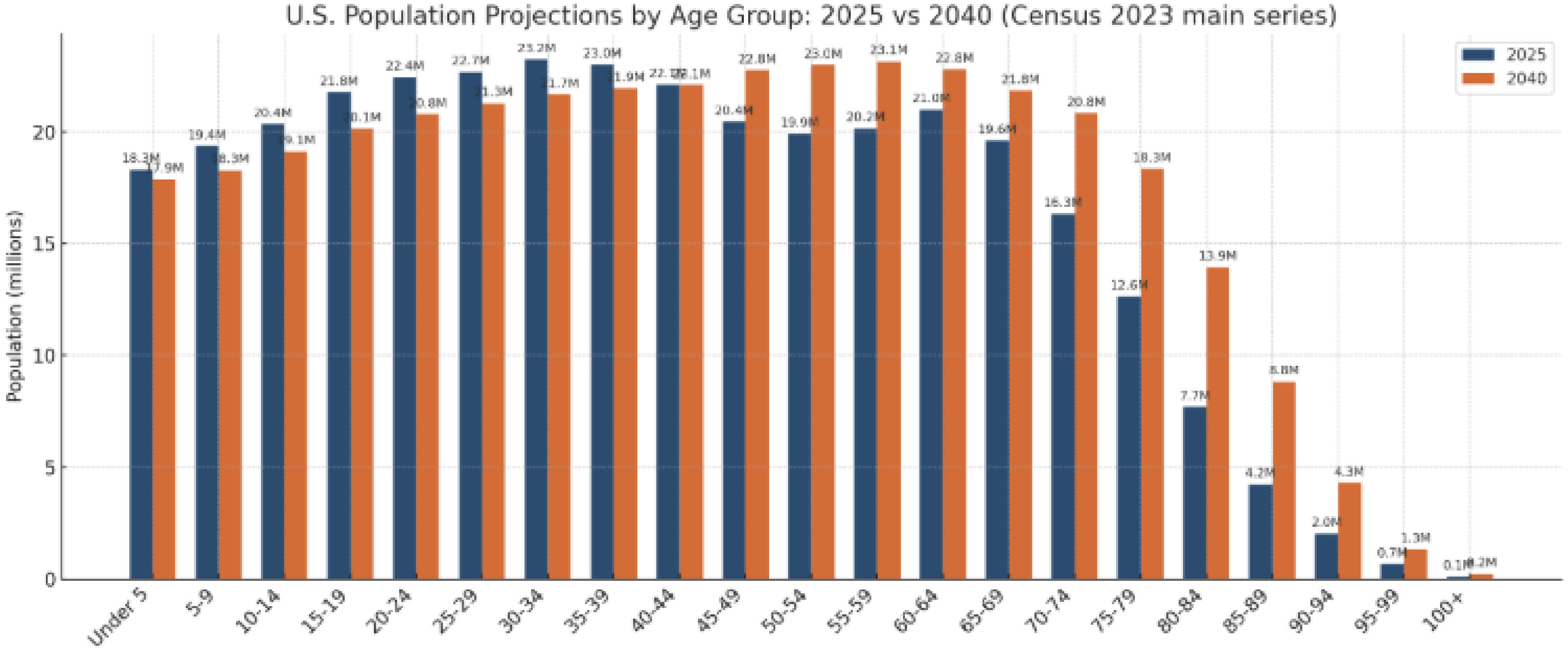


Source: Indeed

Job Posting Index in SERDI States as of September 12th

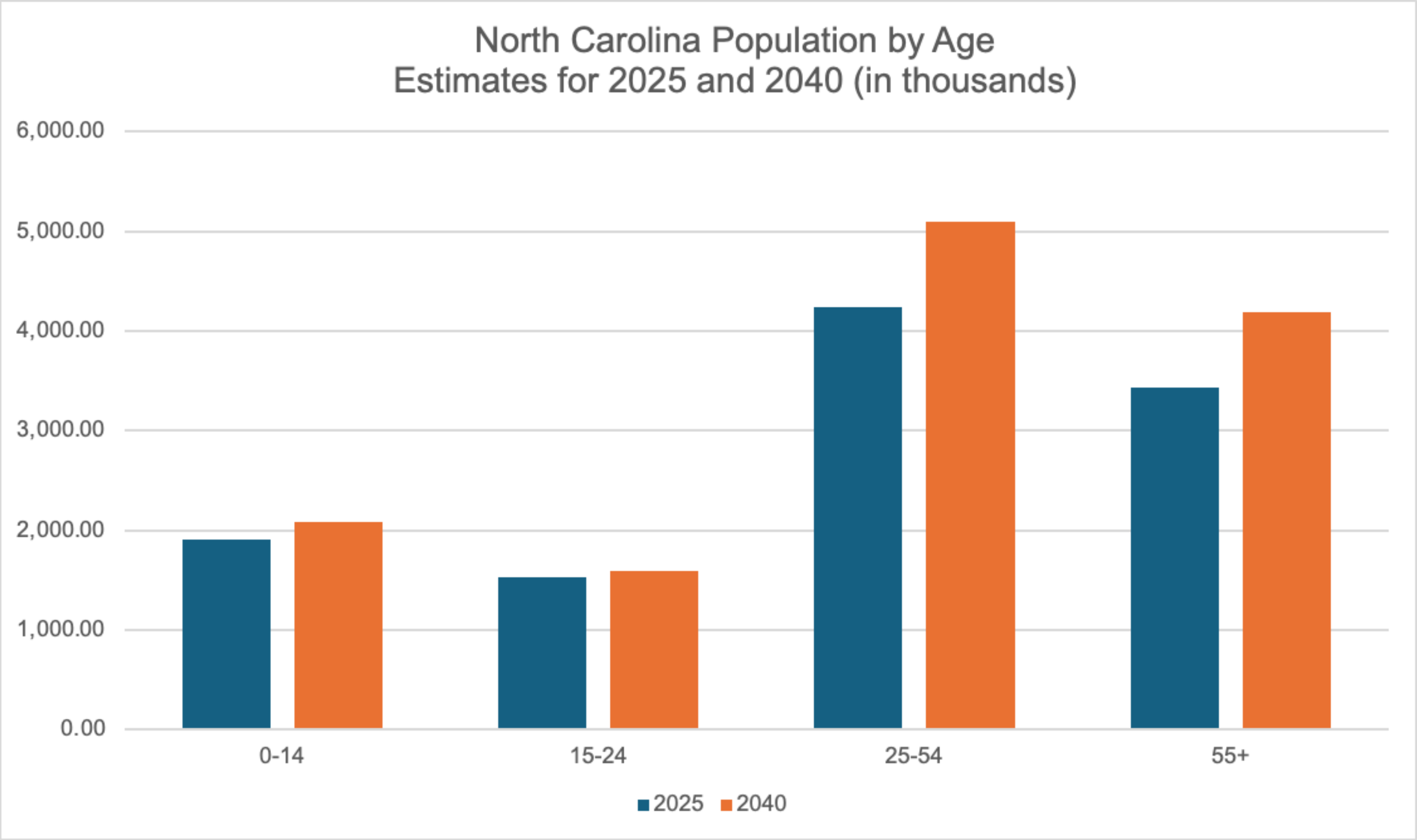
West Virginia	152.6	Tennessee	117.4
South Carolina	129.0	North Carolina	113.0
Alabama	128.7	Florida	110.4
Mississippi	127.4	Kentucky	107.5
Arkansas	122.2	Virginia	99.6
Georgia	121.1	Maryland	87.1

Demographic Shifts are Real



Source: U.S. Census

Sunbelt States Will Fare Better, but MAJOR Shifts Remain (ex: NC)



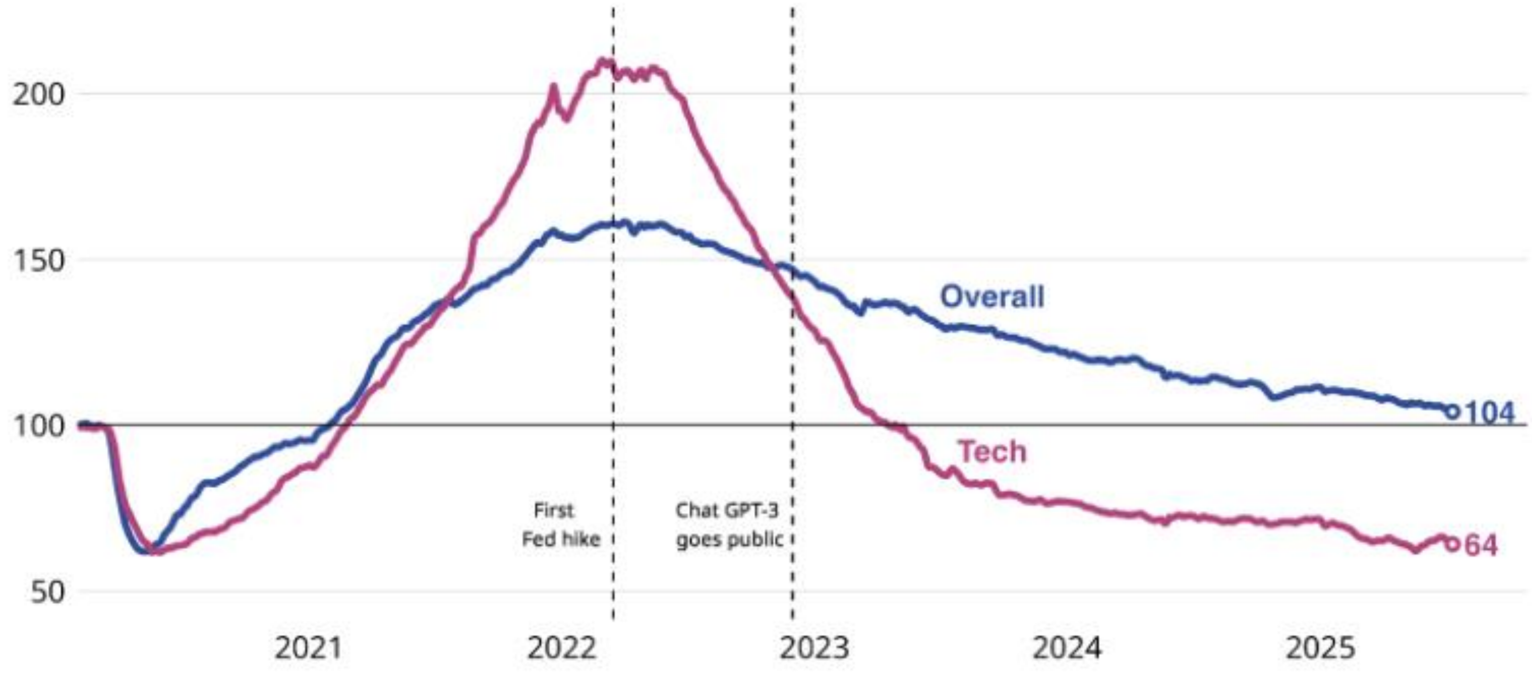
Source: North Carolina State Demographer

03

The Impact of AI

U.S. tech job postings have gone from boom to bust

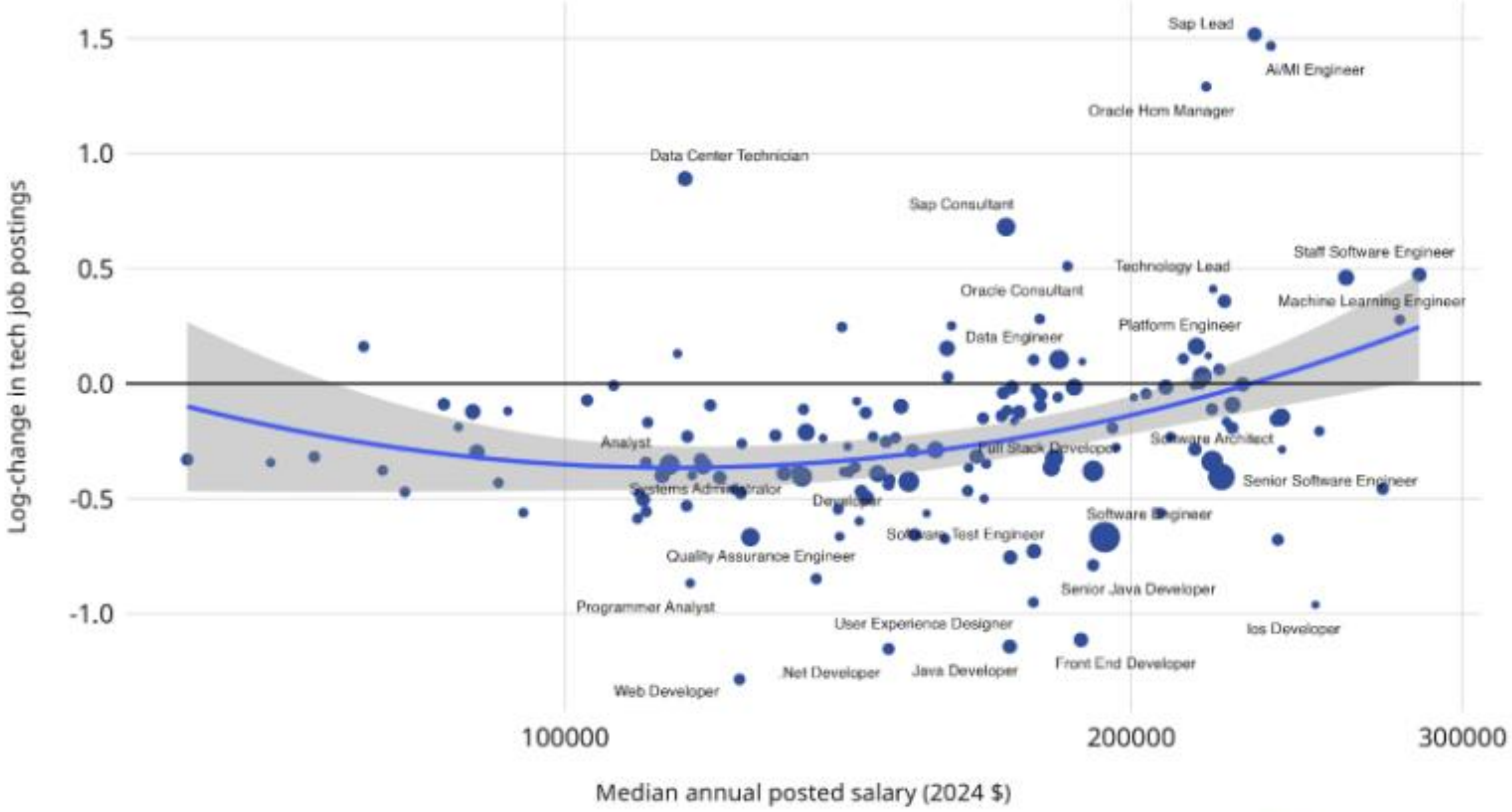
U.S. job posting index (Feb-2020 = 100)



Source: Indeed, last data point: July 11, 2025, seasonally adjusted
Tech occupations include software development, information design, IT operations, mathematics

Mid-paying tech postings are down most

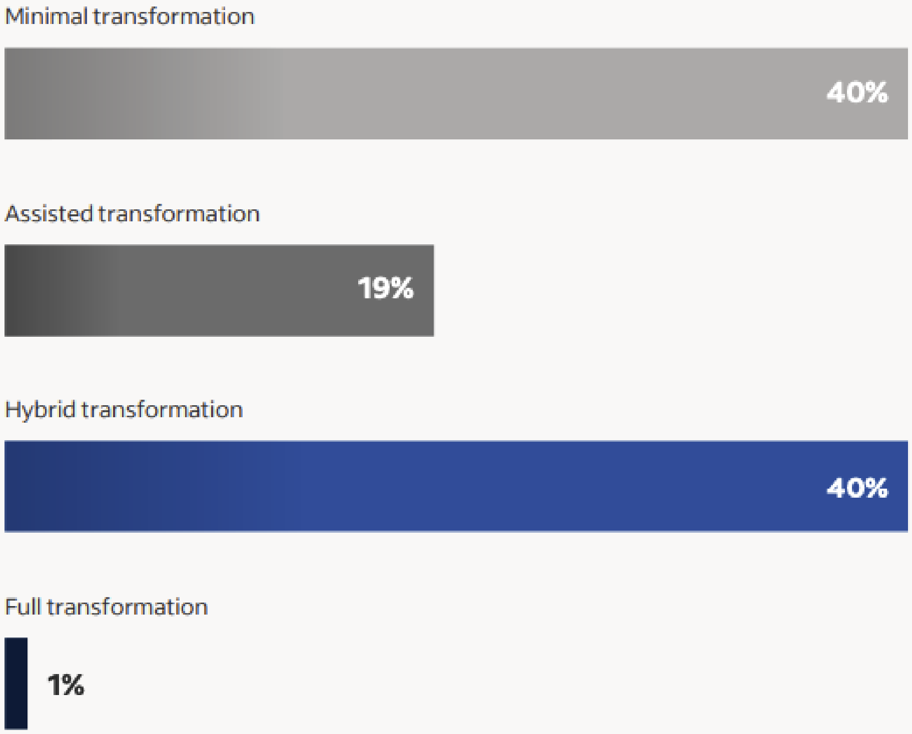
Change in job postings (Jan-Feb 2020 to 2025) vs. posted salaries, by tech job title



Source: Indeed, minimum 1000 postings in early 2025
Dot-size represents number of postings in Jan-Feb 2020

Most skills still out of reach for GenAI

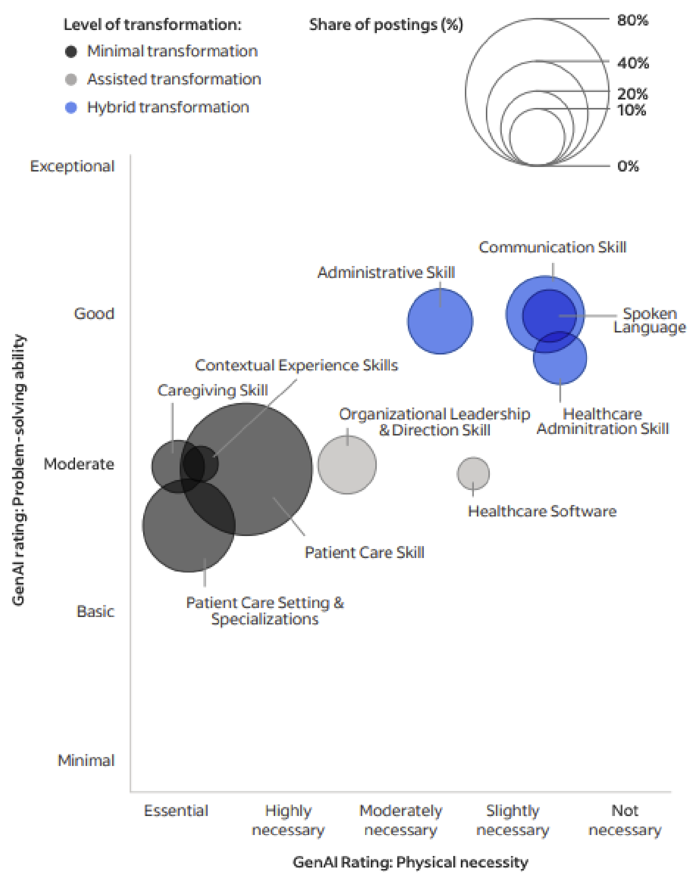
Distribution of ~2,900 skills across GenAI Skill Transformation Index (GSTI) levels.
Derived from GPT-4.1 and Claude Sonnet 4 evaluations.



Source: Indeed

Nursing occupations: Peripheral skills have potential for hybrid transformation

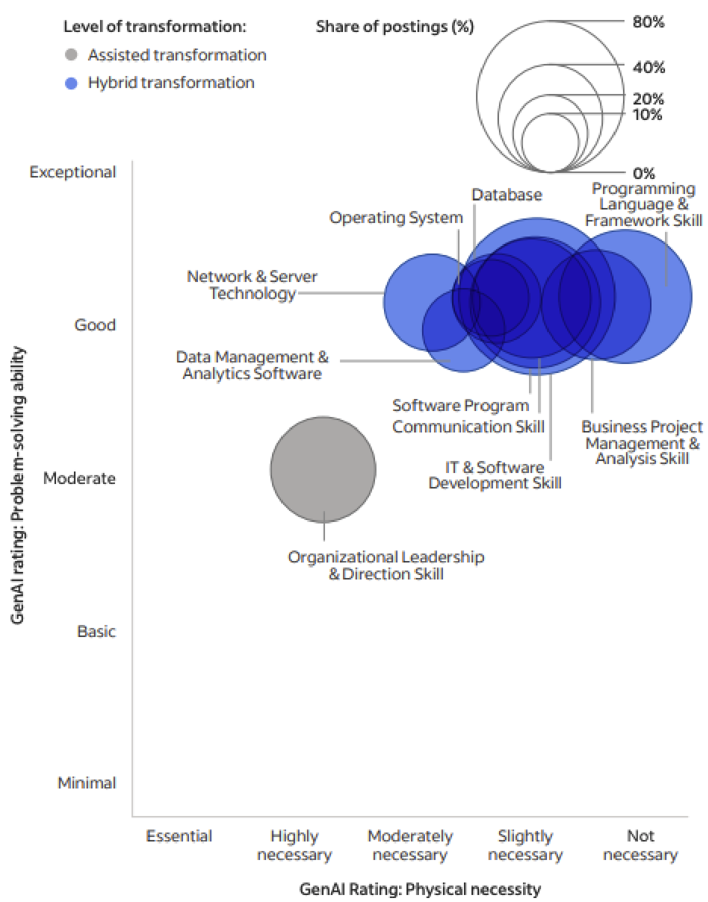
Occupation-level share of US job postings mentioning top 10 GenAI Skill Transformation Index (GSTI) skill families (May 2024-Apr 2025)



Source: Indeed. Only transformation levels of the top 10 skill families are displayed.

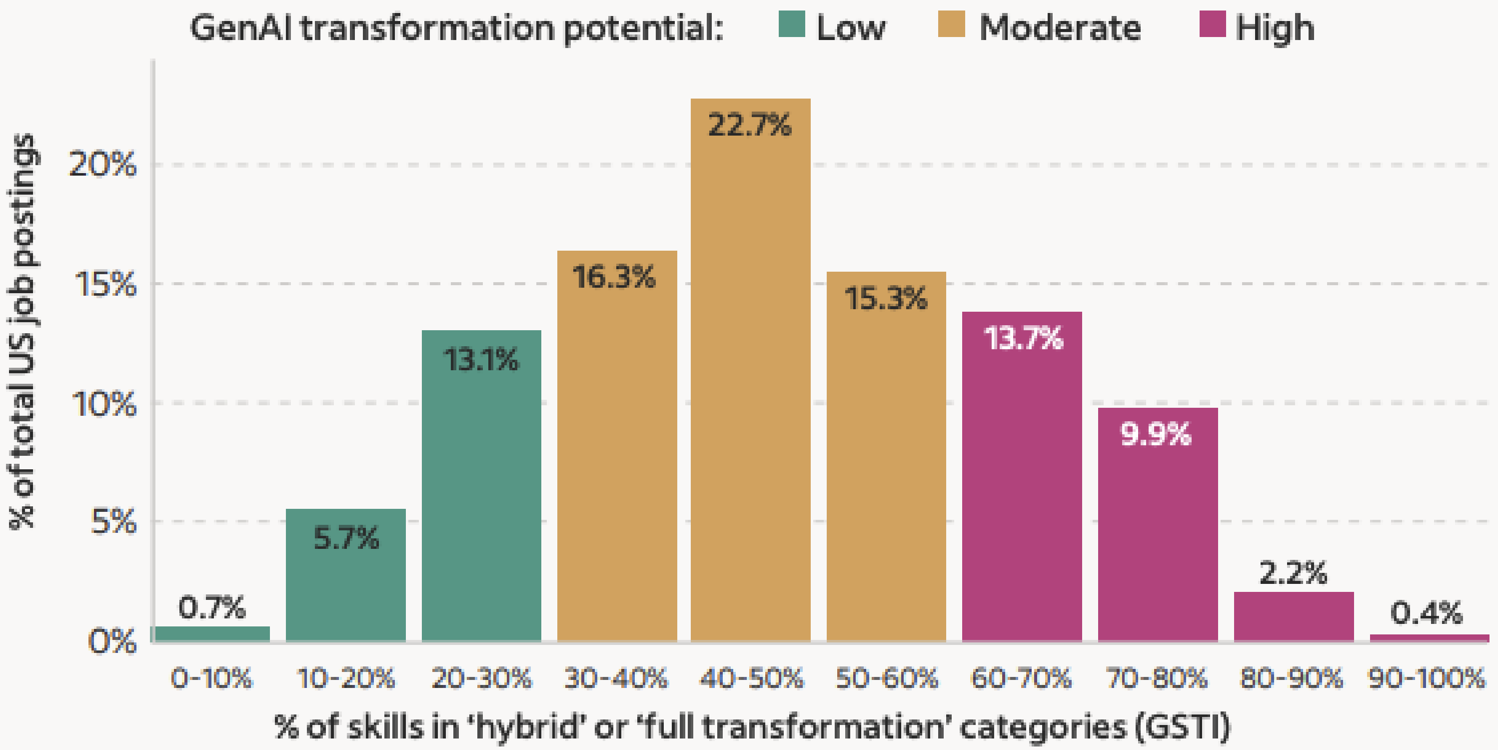
Software development occupations: Hybrid transformation dominates 9 out of the top 10 skill families

Occupation-level share of US job postings mentioning top 10 GenAI Skill Transformation Index (GSTI) skill families (May 2024-Apr 2025)



A quarter of US jobs are highly exposed to GenAI transformation

Based on US job postings on Indeed (May 2024-Apr 2025). Occupations are evaluated using the GenAI Skill Transformation Index (GSTI); chart shows share of job postings with skills in the high-impact categories



Source: Indeed.

03

The economic outlook

What do employees want? It depends on who they are

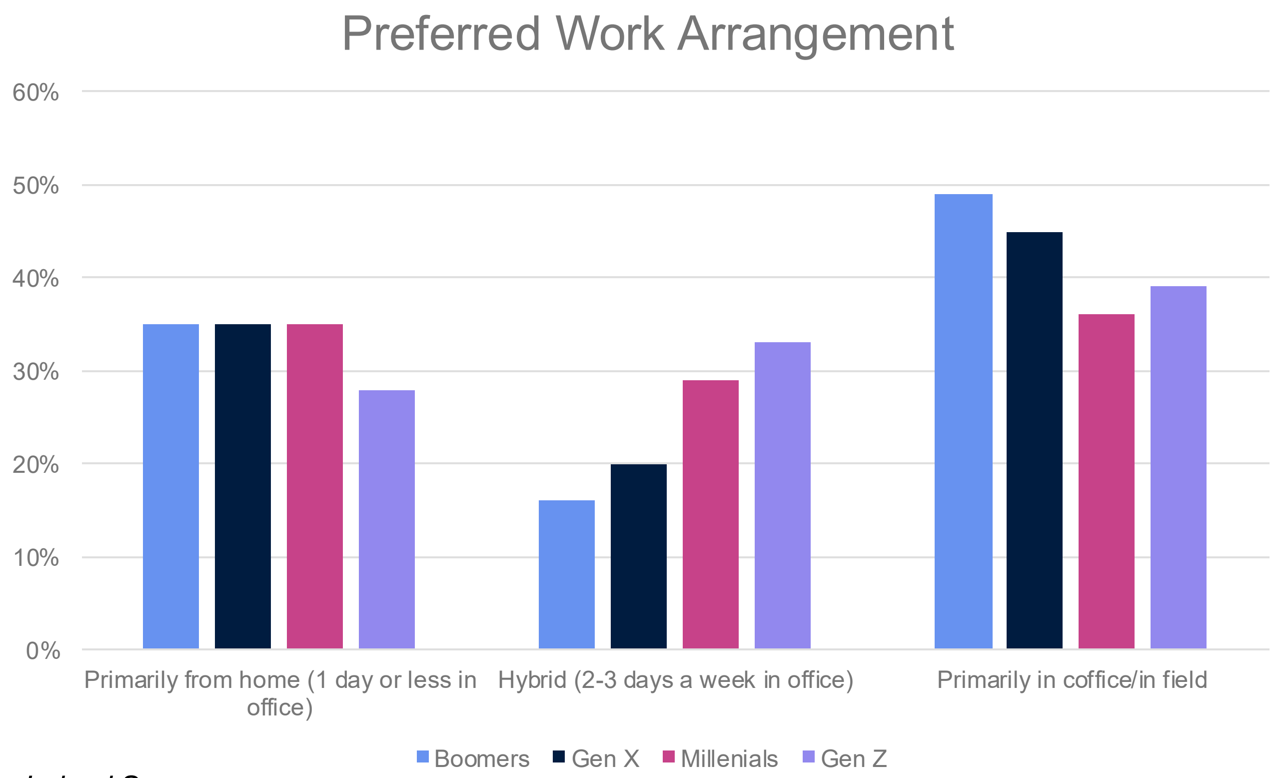
Example: Benefits

Boomers	Gen X	Millenials	Gen Z
Health Insurance	Health Insurance	Health Insurance	Health Insurance
Vacadion Days	Vacation Days	Vacation Days	Paid Sick Days
Paid Sick Days	Paid Sick Days	Paid Sick Days	Vacation Days
Retirement Benefits	Retirement Benefits	Flexible Work Hours	Flexible Work Hours
Pension Plan	Flexible Work Hours	Ability to Work Remotely	Ability to Work Remotely

Source: Indeed Survey

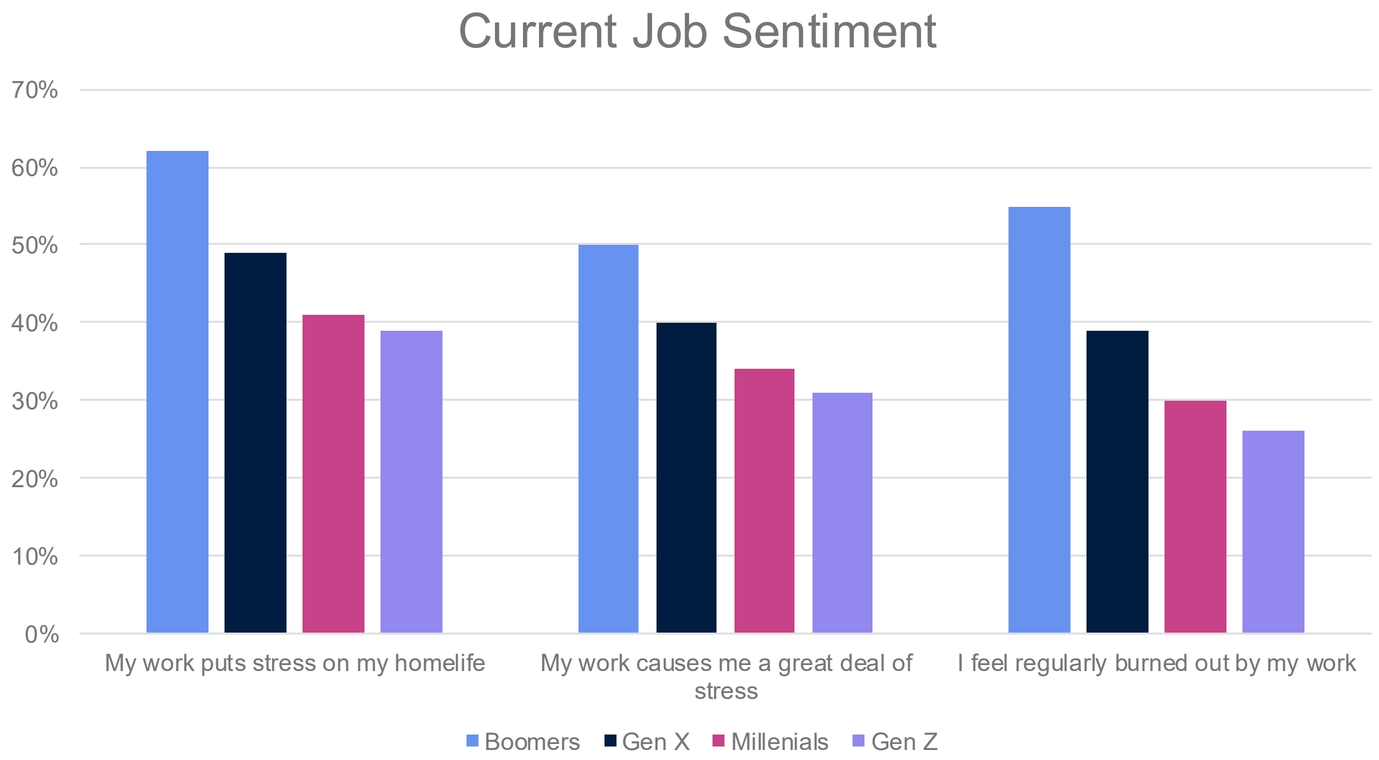
What do employees want? It depends on who they are

Example: Ability to work from home



Source: Indeed Survey

Maybe different is okay??



Source: Indeed Survey

The economy today

Labor market has slowed in many sectors, but health care remains strong

Economy is still adding jobs, openings remain elevated, layoffs are low, etc.

The Fed will have a tough job moving forward

The Federal Reserve will keep a close eye on inflation and the labor market.

Upside/downside risks

Policy changes present several upside and downside risks to the economic outlook.

The 2025 outlook

Upside risk: Tax cuts and deregulation

Generally means faster economic growth, higher demand for workers, tighter labor markets

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Downside risk: Tariff uncertainty

Slower economic growth, less demand for workers, likely inflationary which can mean higher wage growth but lower levels of consumption

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Downside risk: Immigration restrictions

Potential negative shock to labor supply, tighter labor markets, higher labor costs

Recruiting in today's labor market

- Pay will remain important – even with wage growth returning to normal levels.
- Flexibility remains important.
- Maintain a deep talent pool – job training, second-chance hiring, reevaluating requirements.
- Retention – focus on maintaining and developing existing talent
- Plan for uncertainty.

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