

2020 was a year viewed almost entirely through the lens of the COVID-19 pandemic. It's immediate impact on the global economy and well-being of people all over the world was profound, and it created a deep chasm from which we have yet to fully emerge. However, even as the virus continues to alter nearly all aspects of daily life, it is evident that massive strides toward labor market recovery have been made.

We began the year on a high, with nearly 3 million active job listings in the U.S. and unemployment at an all time low. Just a few months later the country experienced historic shut downs and declines as active job listings dropped to less than 2 million. Summer and fall then brought huge strides toward recovery, followed by some leveling off of that upward trajectory late in the year.

## 2020 Job Listing Highlights

### 5 months of decline, 7 months of growth

Job opening growth periods in 2020 outnumbered the memorable periods of decline. Overall active job openings saw a 7.5% drop. So some strong progress has been made since the initial COVID decline in the U.S. [\[more on page 3\]](#)

### The U.S. for the rebound

The country with the most positive rebound since Covid? The United States. While the whole world felt the negative impacts of COVID from March through June, job listing recovery has varied since. [\[page 2\]](#)

### Declining job listings abound

While we're proud of the recovery so far, declining listings are widespread. 74% of states saw overall declines in 2020 [\[page 4\]](#). Nearly all industries saw a decline in job listings in 2020 too, with Retail Trade being the lone exception. [\[page 6\]](#)

### The essentials

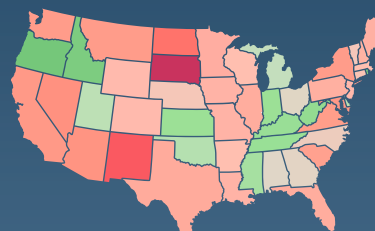
74% of occupations experienced job listings declines too, while some of those supplying essentials saw increases: Life, Physical & Social Science; Healthcare Support; Production; and Transportation & Material Moving. [\[page 7\]](#)

### Job listings by ticker

Much like our job index as a whole, the S&P 500® LinkUp Jobs Index saw losses early in the year, but ended the year at a level higher than it began [\[page 9\]](#). We're also watching a few company tickers that have seen large job growth in the past year: First American Financial, FedEx and more. [\[page 8\]](#)

### Job opening changes in the U.S. in 2020

**Active job openings:** -7.45%  
**Created job openings:** -8.49%  
**Deleted job openings:** +4.19%  
**Average duration:** -6 days



#### States with increasing jobs:

- ▲ Oregon +17.05%
- ▲ Idaho +14.64%
- ▲ Rhode Island +13.62%

#### States with decreasing jobs:

- ▼ South Dakota -47.41%
- ▼ New Mexico -30.07%
- ▼ Hawaii -29.68%

*(based on LinkUp monthly job listings data)*

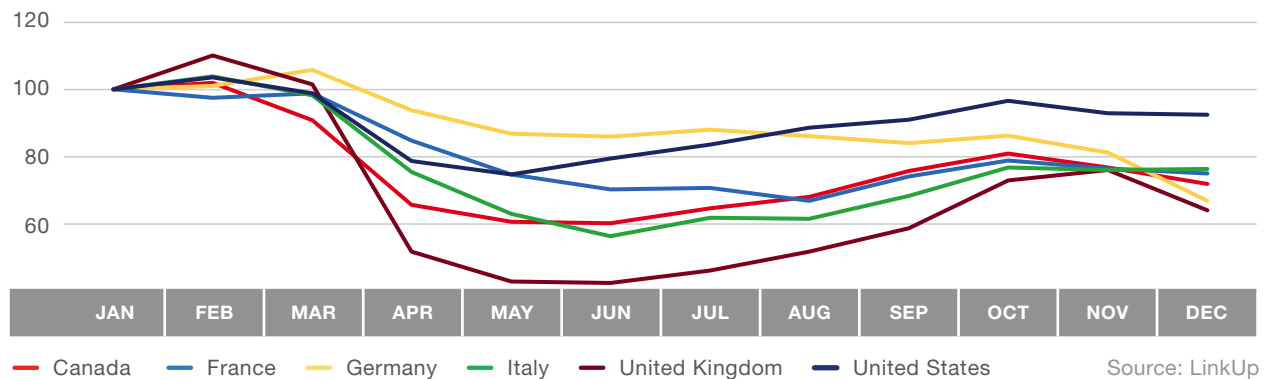
## Job Listings by Country

Scanning the globe, we can clearly see COVID-19's negative impact on job listings. All countries show overall decline in 2020, with a plummet that directly coincided with the initial wave of the pandemic. Between March and June, when lockdowns and restrictions were at their height, job listings dropped drastically worldwide.

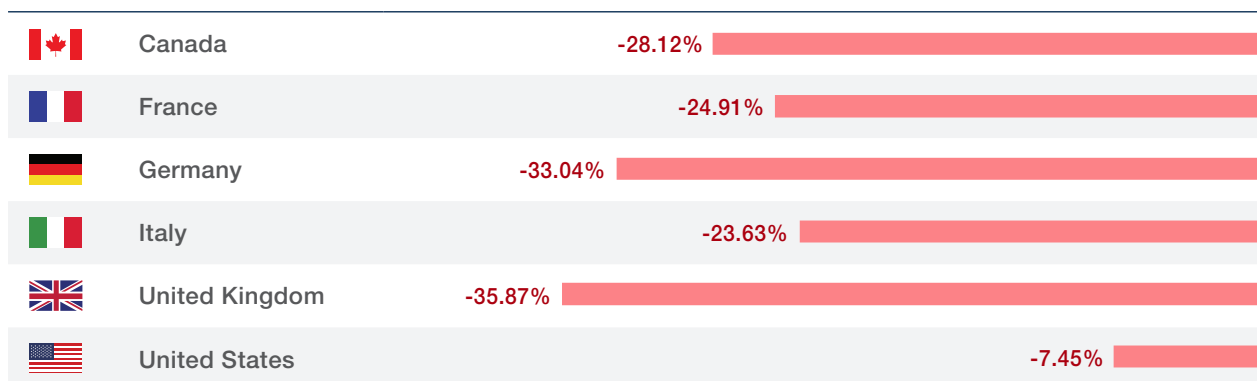
Recovery has varied greatly from country to country. Overall, the United States saw the most modest decline in job listings in 2020 at -7.5%, making it the country closest to returning to pre-COVID levels. Italy has also made progress, recovering almost 50% of the job listings they lost earlier.

The country that experienced the greatest overall decline in job listings was the United Kingdom, down almost 45% for the year. Recovery in the U.K. along with Germany, continues to drag. Germany's initial decline in the spring wasn't as harsh, but a slow slip in job listings has continued.

### Job listings by country [decline relative to January 1st, 2020]



### Overall change in job listings by country [2020]



Source: LinkUp

## United States Job Listings

Focusing on the labor market in the United States, we see considerable progress in climbing out of the deep hole COVID created. Looking at 2020 in its entirety, fewer than half the months saw a decline in job listings, with 7 months of the year actually showing growth. By the end of the year the U.S. was able to gain back 76% of job listings lost in the spring, and we ended the year down just 7.5% overall.

Breaking down the year by periods of growth and decline, we see a tale of highs, lows and near plateaus. January and February were largely life as normal with job listings increasing by 4%. March through May contained the COVID cliff, with listings decreasing by a staggering 28% or 1,016,614 job listings. Summer and fall brought significant recovery with listings increasing by 769,910 jobs from June through October. The remainder of the year saw a leveling off, likely paired with some element of seasonality, and listings decreased 4%.

### U.S. job listings by month [2020]



### Month-over-month change in job listings [2020]

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Active	5.5%	3.6%	-4.5%	-20.4%	-5.0%	6.3%	5.3%	6.0%	2.6%	6.2%	-3.7%	-0.5%
Created	22.8%	9.2%	-20.4%	-36.2%	24.0%	20.5%	9.5%	6.4%	-0.8%	12.3%	-15.5%	0.6%
Deleted	16.7%	2.4%	14.8%	-30.4%	-14.6%	13.7%	4.3%	9.1%	2.1%	11.9%	-8.8%	10.6%
Duration (avg)	74	65	77	80	79	71	65	57	68	68	59	68

Source: LinkUp

## Job Listings by State

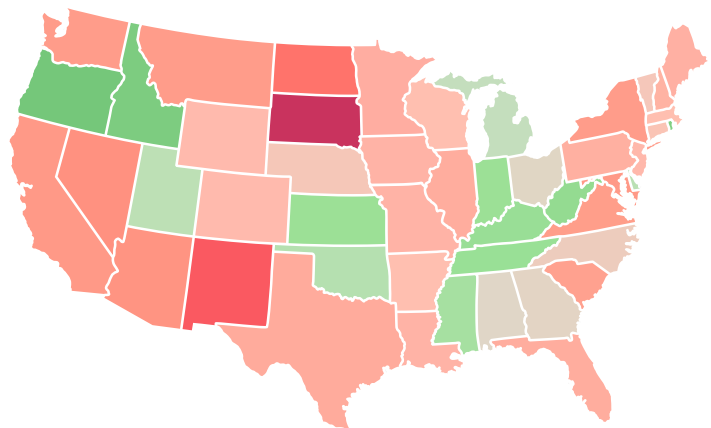
After the steep drop in job listings spurred by COVID in the spring, some states made strides toward regaining that ground by the end of the year.

Oregon experienced a 17% increase in job listings over the year, making it the number one state for job listing growth. Also topping the list were Idaho and Rhode Island with 15% and 14% increases respectively.

74% of states saw overall declines in 2020 though. States with the largest declines include South Dakota, down 47% annually, and consistently on the bottom of the list each month.

New Mexico and Hawaii, both down 30% for the year. North Dakota also experienced a significant decline of 26%—notable given the Dakotas’ emergence as COVID hot spots in the latter half of the year.

Overall change in job listings by state [2020]



Percent change in active job listings:  
-50% 17%

Source: LinkUp

### States with the most growth in 2020

State	% Change
Oregon	17.05%
Idaho	14.64%
Rhode Island	13.62%
West Virginia	6.84%
Kentucky	5.21%
Tennessee	5.12%
Kansas	5.03%
Indiana	4.33%
Mississippi	3.55%
Oklahoma	2.45%

### States with the most decline in 2020

State	% Change
South Dakota	-47.41%
New Mexico	-30.07%
Hawaii	-29.68%
North Dakota	-23.88%
NV	-16.64%
Arizona	-15.53%
California	-14.62%
Maryland	-14.42%
Montana	-13.37%
Washington	-13.37%

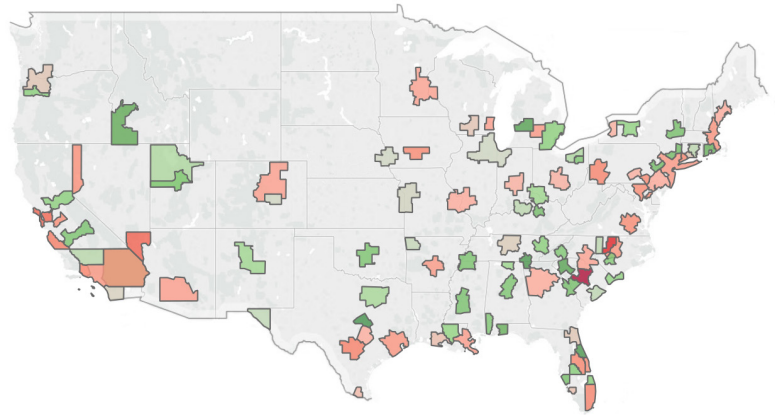
Source: LinkUp

## Job Listings by MSA

At the MSA (metropolitan statistical area) level, we find Killeen-Temple-Fort Hood, Texas in the number one spot for job listing growth at 25% for the year. The Southeast and Midwest dominate the remainder of the top slots with Deltona-Daytona Beach-Ormond Beach, Florida; Chattanooga, Tennessee; Grand Rapids-Wyoming, Michigan; and Boise City-Nampa, Indiana all experiencing considerable increases in 2020.

MSAs like Columbia, South Carolina and Durham, North Carolina showed decline at -38% and almost -27% respectively, and continue their struggle to regain ground after the pandemic's initial losses. We also see tech hubs experiencing large declines, with San Jose-Sunnyvale-Santa Clara, California down 19% and San Francisco-Oakland-Fremont, California down 17%. Las Vegas-Paradise, Nevada, an MSA whose economy is largely dependent on tourism, was down 18% for the year due to decreased travel and COVID restrictions.

### Overall change in job listings by MSA [2020]



Percent change in active job listings in the 100 largest MSAs: -40% 25%

Source: LinkUp

### MSAs with the most job growth [2020]

% Change

1.	Killeen-Temple-Fort Hood, Texas	24.67%
2.	Deltona-Daytona Beach-Ormond Beach, Florida	23.02%
3.	Chattanooga, Tennessee-Georgia	22.90%
4.	Grand Rapids-Wyoming, Michigan	20.52%
5.	Boise City-Nampa, Indiana	17.25%

### MSAs with the most job decline [2020]

% Change

1.	Columbia, South Carolina	-37.78%
2.	Durham, North Carolina	-26.78%
3.	San Jose-Sunnyvale-Santa Clara, California	-19.21%
4.	Las Vegas-Paradise, Nevada	-17.94%
5.	San Francisco -Oakland-Fremont, California	-17.31%

Source: LinkUp

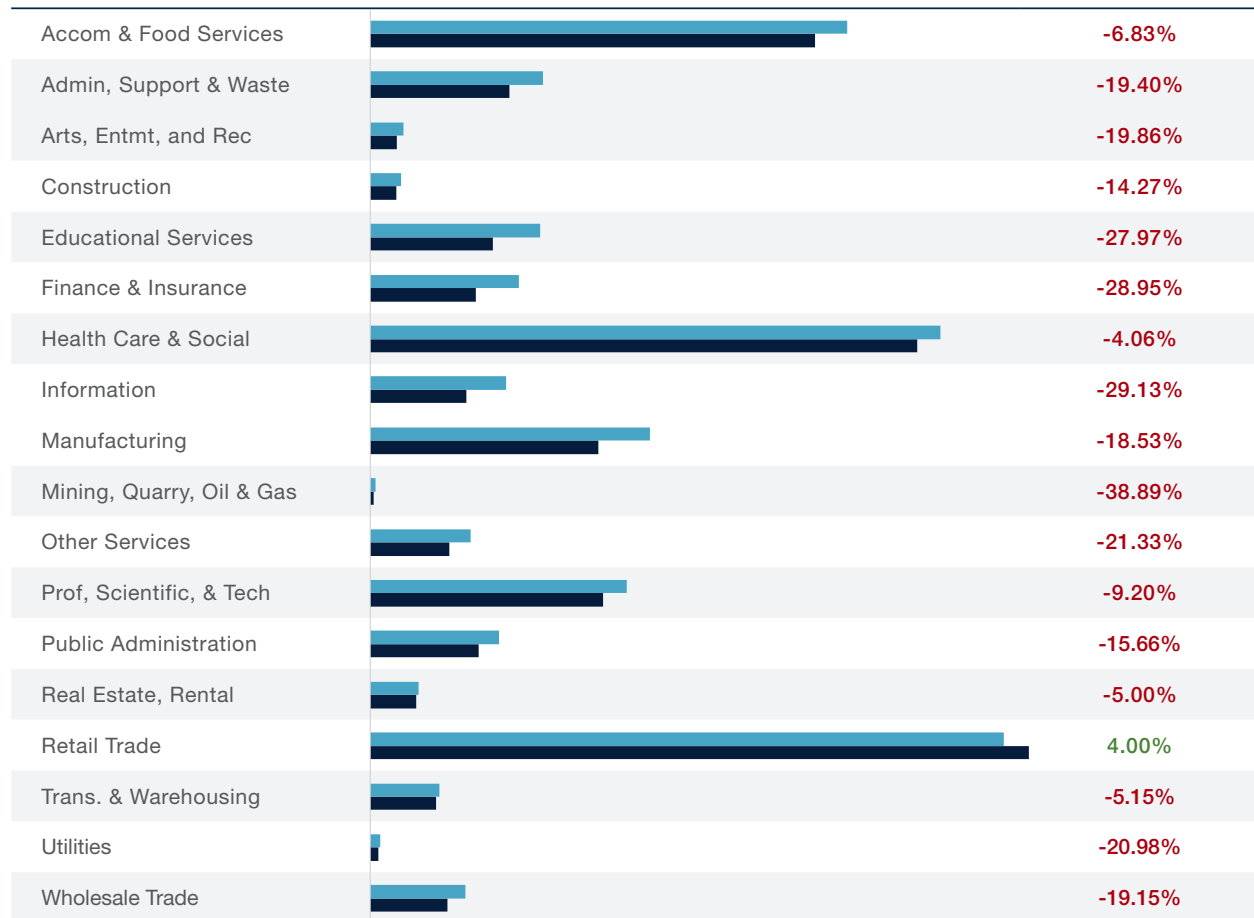
## Job Listings by Industry

Examining jobs data at the industry level, only one industry emerged from 2020 with positive change overall. Retail Trade saw a modest 4% increase, despite massive, nationwide closures that occurred early in the pandemic. This growth may be a testament to the strength and adaptation of online sales and delivery.

In 2020, 90% of industries saw a decline in job listings. Mining, Quarrying and Gas Extraction saw the largest drop, down nearly 39% for the year. This is unsurprising, given the sharply decreased demand for fossil fuels. Healthcare saw substantial changes in 2020, as demand for critical care was high but routine care and elective procedures were delayed. The industry ended the year down more than 4%.

### Change in job listings by industry [NAICS]

% Change in 2020



■ January 2020

■ December 2020

Source: LinkUp

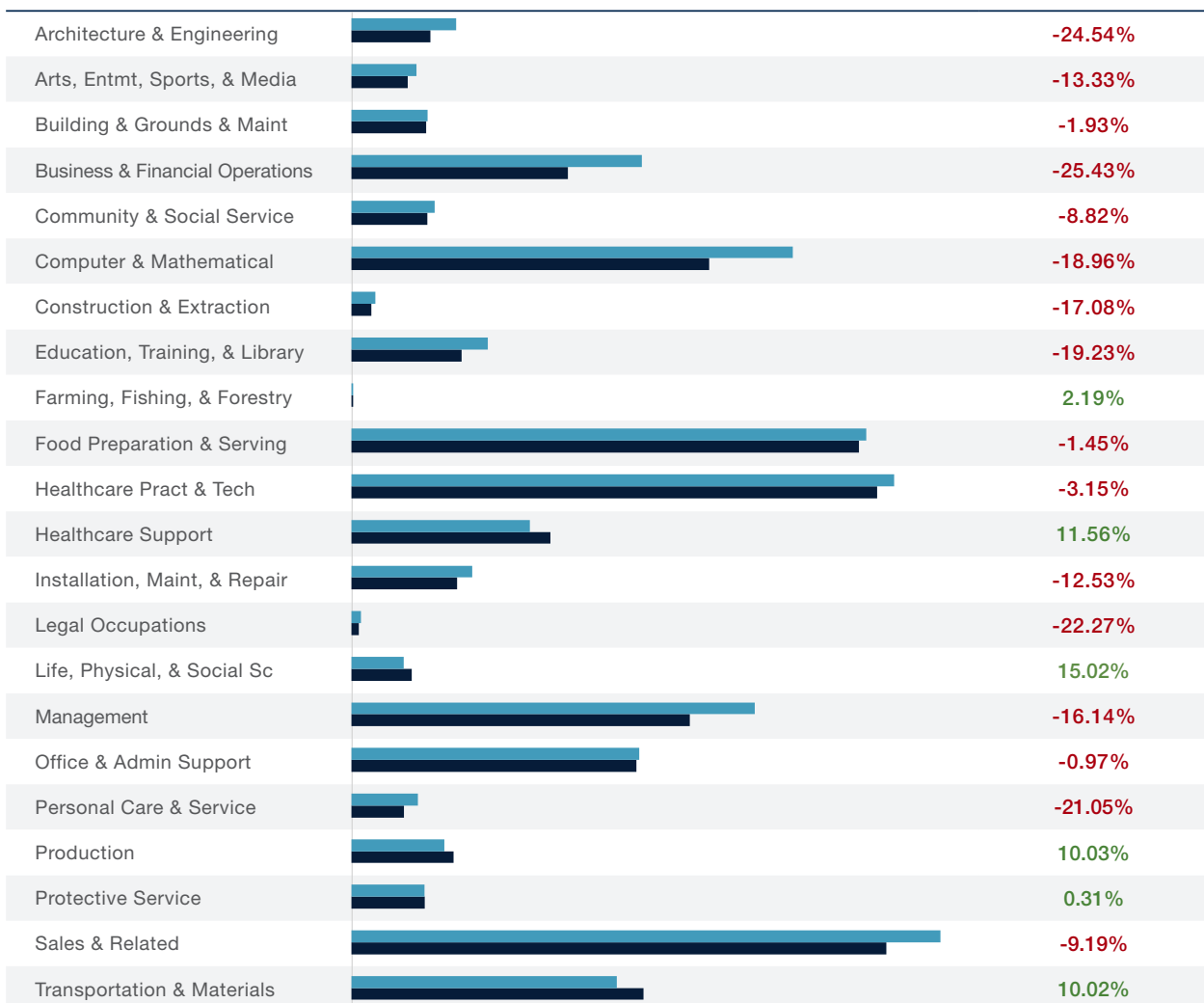
## Job Listings by Occupation

At the occupation level, 74% of occupations saw a decline in job listings in 2020. The few occupations that did experience growth were reflective of the shifting needs spurred by the pandemic, with increased demand for essential workers. Life, Physical, and Social Science; Healthcare Support; Production; and Transportation and Material Moving occupations were all up more than 10%.

Though most occupations experienced a decrease in job listings in 2020, several experienced more drastic drops with declines greater than -20%: Business and Financial Operations; Architecture and Engineering; Legal; and Personal Care and Service occupations.

### Change in job listings by occupation [ONET]

% Change in 2020








■ January 2020    ■ December 2020

Source: LinkUp

## Companies to Watch

Taking a look at individual companies by ticker, First American Financial Corp tops the list with a 174% increase in job listings. Likely spurred by the surge in home delivery, FedEx and YRC Worldwide also saw substantial growth in job listings as well as stock price. Zendesk saw 139% growth in job listings for the year and a stock price that has doubled. Ollie's Bargain Outlet, an American chain of discount retail stores, saw increased job listings and share price, despite investors' questions about the retailer's growth outlook.

Companies with the most job growth [by ticker]	% Change in 2020	Avg Active Job Listings	Ticker
	148.82%	10,217	FDX   NYS
	174.32%	1,435	FAF   NYS
	132.88%	1,406	OLLI   NAS
	131.27%	928	YRCW   NAS
	138.98%	1,012	ZEN   NYS

Source: LinkUp



## S&P 500 LinkUp Job Index

The S&P 500 LinkUp Jobs Index measures labor demand for the S&P 500® at an aggregate level as well as at the GICS sector level. The index provides insights into the overall performance of the companies and sectors represented by the S&P 500. And because job openings from the companies in the S&P 500 represent roughly 15% of the total job openings in the U.S., the index is highly correlated to and predictive of non-farm payrolls, unemployment, and the general health of the economy as a whole.

The S&P 500 LinkUp Jobs Index ended the year at a level higher than it began in January 2020. When we look at the sector indices, we see which industries are the top and bottom.

### Sectors with the most growth [2020]

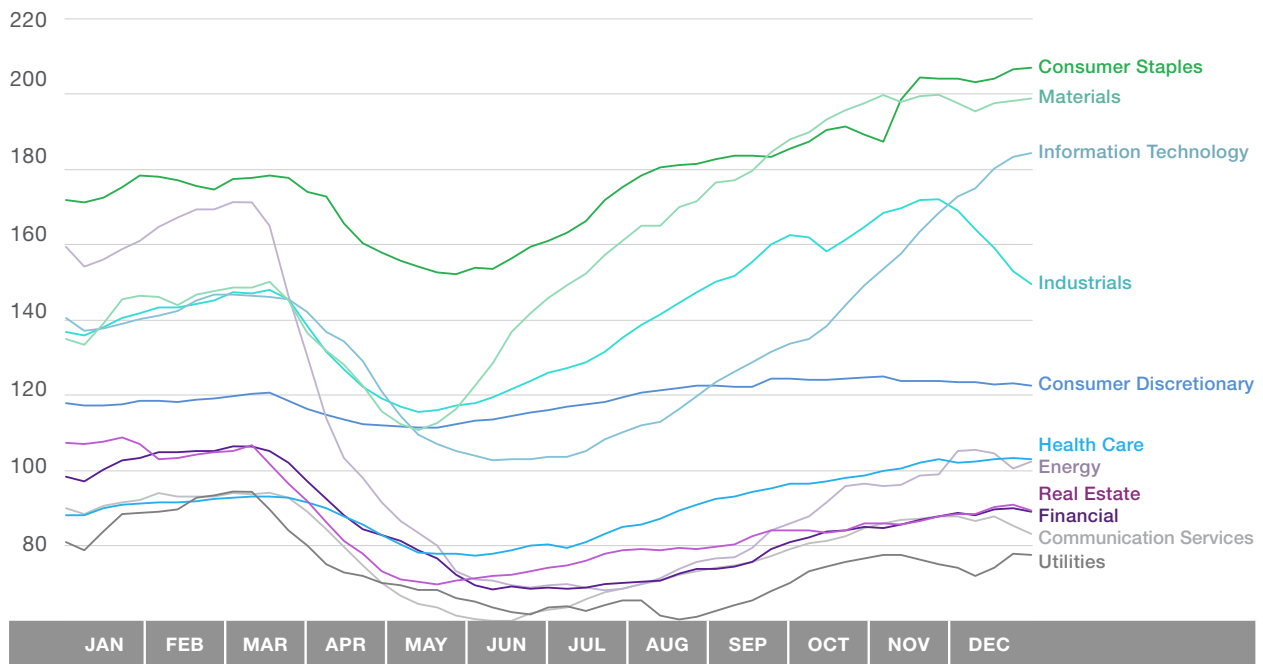
Sector Index	% Change
▲ Materials	+47%
▲ Information Technology	+31%
▲ Consumer Staples	+21%

### Sectors with the most decline [2020]

Sector Index	% Change
▼ Energy	-35%
▼ Real Estate	-17%
▼ Financials	-10%

Source: S&P 500

## S&P 500 LinkUp Jobs Indices by sector [2020]



Source: LinkUp



# 2020 JOBS REPORT

[COVID IMPACT ON LABOR DEMAND]

## About LinkUp

LinkUp is the global leader in delivering accurate, real-time, and predictive job market data and analytics. Through innovative proprietary technology, LinkUp indexes millions of jobs directly from employer websites daily. The result is a uniquely powerful dataset that can be used to assess labor demand, understand trends, and predict job growth and decline.

Interested in the data behind this report? Please [contact us](#). LinkUp has a variety of data solutions available—we'd love to discuss your unique needs.