

COVID-19: The Impact on Labor Demand

There is no denying the COVID-19 pandemic has had an enormous impact on the health, well being, and livelihood of people in every corner of the globe. And the impact on labor demand specifically has proven to be an absolute roller coaster. At its peak, which was late February 2020, the U.S. had nearly 3 million active job listings and unemployment was at an all time low. Within a matter of weeks, when shutdowns were newly underway, active job listings dropped to less than 2 million.

In April we published an [Economic Indicators Report \[COVID-19 Edition\]](#) that tracked the immediate impact on hiring, which was really quite grim. Now that we are more than six months into the pandemic, we are cautiously pleased to report that total U.S. active job listings have grown nearly half a million since bottoming out in May, but remain another half million jobs short of where they started.

In this new COVID-19 Impact on Labor Demand Report, we provide an update on current labor market conditions, and how jobs and industries are shifting in response to the pandemic.

Report Highlights

The 2020 roller coaster

Globally, we're finding that though the U.S. has a disproportionate amount of COVID cases, the pandemic's impact on jobs has been more mild than countries like Great Britain. [\[page 2\]](#)

Areas on the upswing

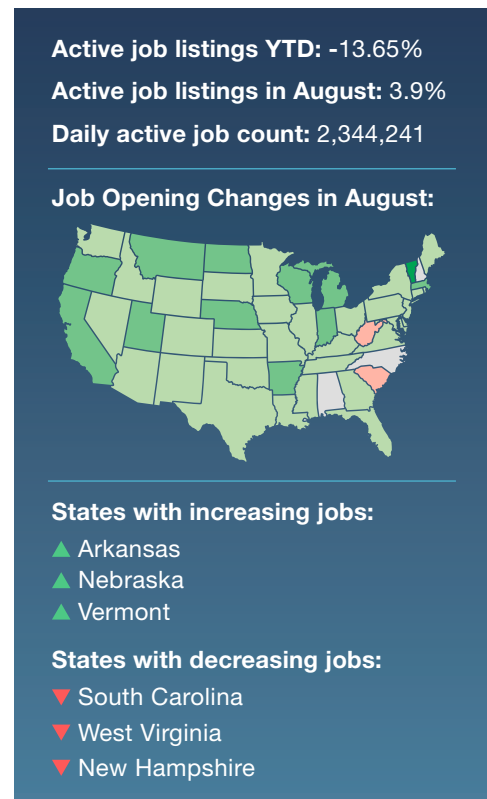
The summer brought some positive momentum for many states and Metropolitan Statistical Areas (MSAs). 94% of states saw increased listings in August. [\[page 4-5\]](#)

A changing landscape

Nearly all industries and occupations saw positive job growth over the summer, with the exception of a few unable to climb out from pandemic restrictions. [\[page 6-7\]](#)

Companies we're watching

Retail tops the list as we examine job growth at the employer level. Several retailers have seen their job listings double amid the shifting landscape. [\[page 8\]](#)

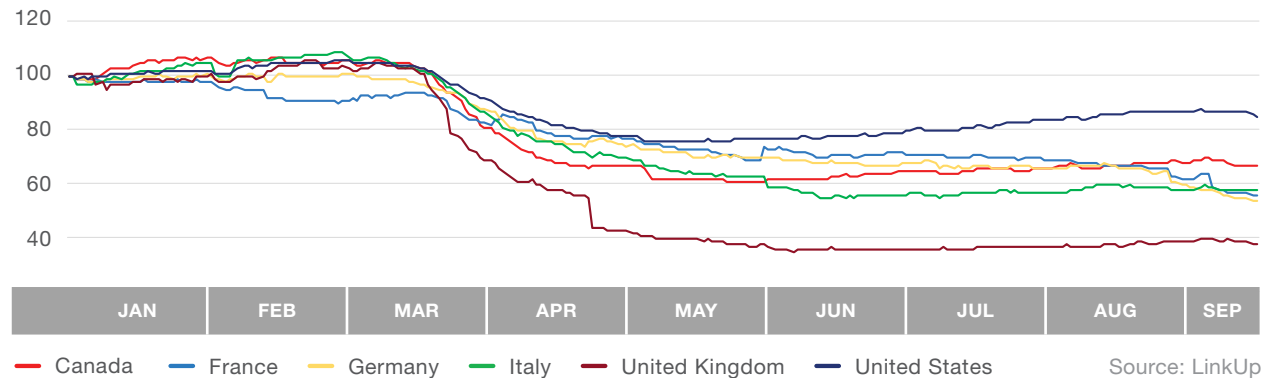


Job Openings by Country

Examining job listings by country year-to-date, especially over the past three months, we start to see hints as to which countries may be emerging from the worst of pandemic job losses (for now). While the U.S. has had a disproportionate amount of COVID cases (it comprises just 4% of the population, but has more than 20% of COVID cases), it has actually fared far better than other countries in terms of job losses.

Looking at job listings with LinkUp data year-to-date, jobs in the U.S. are down less than 15%, while jobs in the U.K. are down 60% over the same period. The United Kingdom (along with Canada) did see slight improvement through the end of the summer, while France, Italy, and Germany moved slightly downward.

Job Openings by Country [decline relative to January 1st]



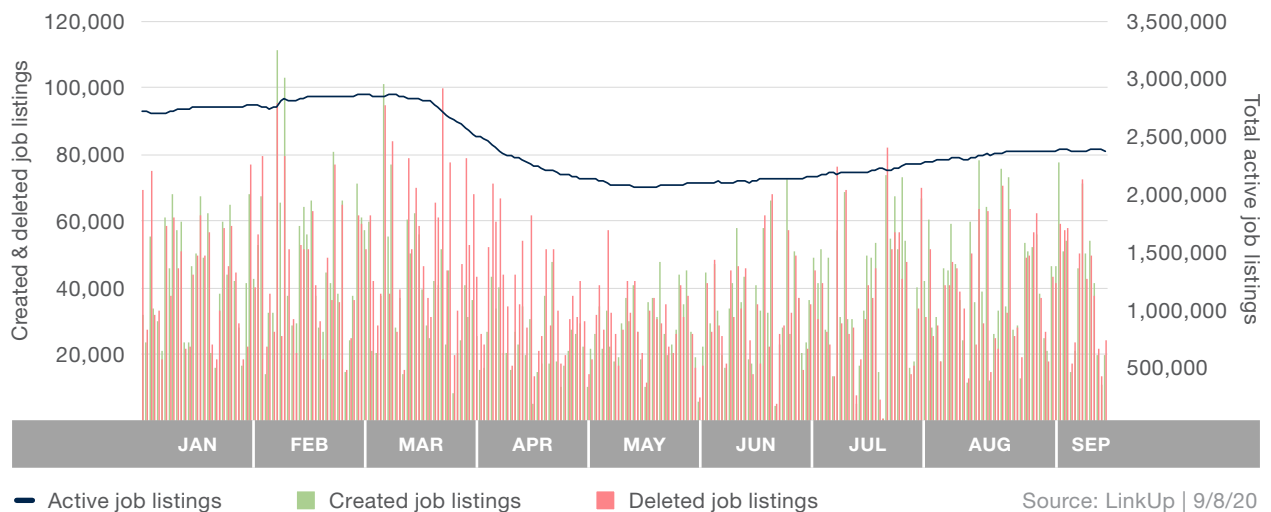
Country	% Change in June	% Change in July	% Change in Aug	% Change YTD
Canada	2.86%	7.36%	2.30%	-31.57%
France	-0.38%	-1.32%	-9.29%	-44.64%
Germany	-0.01%	4.11%	-2.01%	-46.42%
Italy	-7.26%	5.65%	-2.26%	-39.98%
United Kingdom	-2.07%	8.69%	8.96%	-60.41%
United States	7.81%	7.40%	3.90%	-13.65%

Source: LinkUp

United States Job Openings

Examining U.S. data in greater detail, we find that overall job listings are down a staggering 13.65% since January 1, 2020. We have, however, seen modest gains since job listings bottomed out in May 2020, with listings increasing 12.5%. While this news is promising, we still have a large deficit to close this year and limited time remaining to do it.

United States Job Openings [2020 year-to-date]



Jobs increased each month this summer, but the pace began to slow in August. Total unique active listings increased nearly 4% in August, while July and June job listings were both up more than 7%. Created job listings were strong in June and July, up 22% and 15% respectively. In August, however, created job listings were up less than 1%. We did witness decreasing deleted job listings throughout the summer, suggesting that positions were either filled or taken down from company websites.

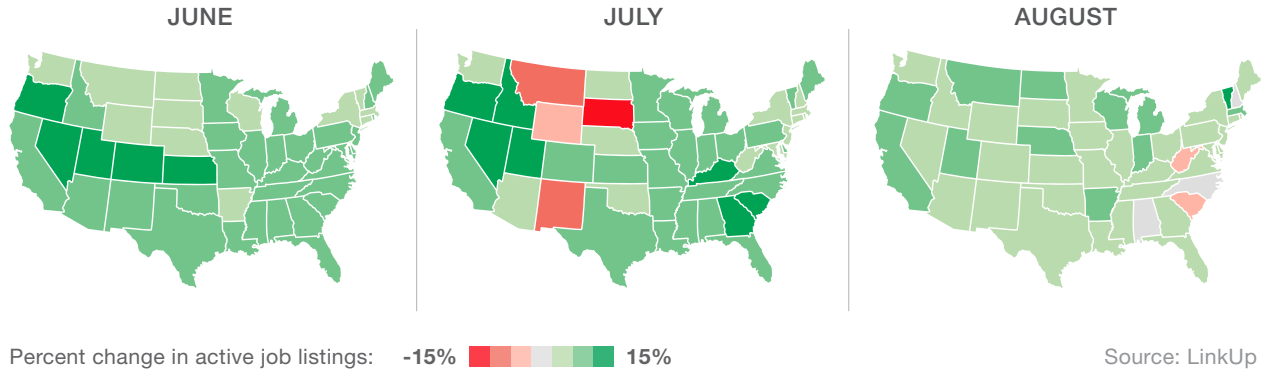
Recent Job Listings	% Change in June	% Change in July	% Change in Aug	Current Job Count
Active job listings	7.81%	7.40%	3.90%	2,375,626
Created job listings	22.19%	15.48%	0.45%	19,785
Deleted job listings	12.55%	10.76%	6.20%	23,466

Source: LinkUp | 9/8/20

Job Openings by State

Moving down to the individual state level, we're seeing maps that look, on the whole, very promising. Throughout the summer, most states experienced increases in job listings. Even though job growth slowed slightly in August, 94% of states saw increases. Vermont, Nebraska, and Arkansas saw the biggest gains. Mild decline was witnessed in a small number of states including South Carolina, West Virginia and New Hampshire.

Change in Job Openings by State [month-over-month]



States with the Largest Increase and Decrease in Jobs in August [month-over-month]

Percent Change	State	Percent Change	State
11.15%	Vermont	-1.10%	South Carolina
10.55%	Nebraska	-0.88%	West Virginia
10.14%	Arkansas	-0.15%	New Hampshire
9.54%	Oregon	0.13%	North Carolina
9.11%	North Dakota	0.74%	Alabama
8.55%	Hawaii	1.21%	New Mexico
7.05%	Utah	1.21%	Ohio
7.01%	Montana	1.59%	Louisiana
7.01%	Wisconsin	1.87%	Delaware
6.77%	California	1.94%	Rhode Island

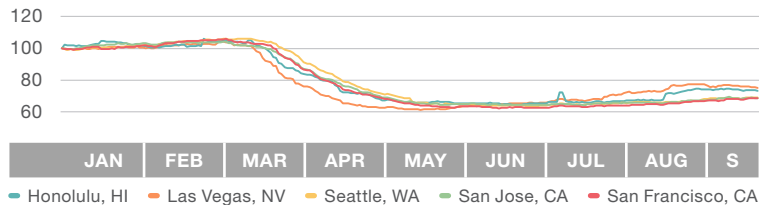
Source: LinkUp | August 2020

Job Openings by MSA

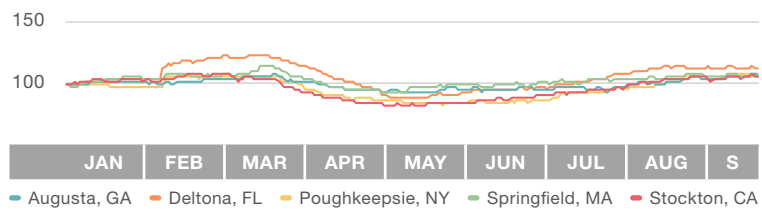
At the MSA level, we witnessed the biggest declines from January to August in Honolulu, Las Vegas, Seattle, San Jose, and San Francisco. Minus Honolulu, these MSAs are some of our most populous, so it's not surprising that they would experience the brunt of the impact. The least impacted MSAs over the same period include smaller populations like Augusta, GA, Poughkeepsie, NY, and Stockton, CA.

Across the most impacted MSAs, we examined the local companies with the largest changes in job openings from January to August to see what might be driving losses. In examining this data we found a wide variety of companies, with everything from healthcare to banking making the list. Hospitality companies had an outsized effect on both Las Vegas and Honolulu. You can see hits to tourism that came early in the pandemic play out in these two MSAs; both experienced some of the earliest drops in job listings. Tech is driving many of the losses seen in San Jose, with Apple and Google down the most over all companies highlighted at -4,200 and -2,120 jobs respectively.

Most Impacted [MSA]



Least Impacted [MSA]



Companies Driving Job Losses

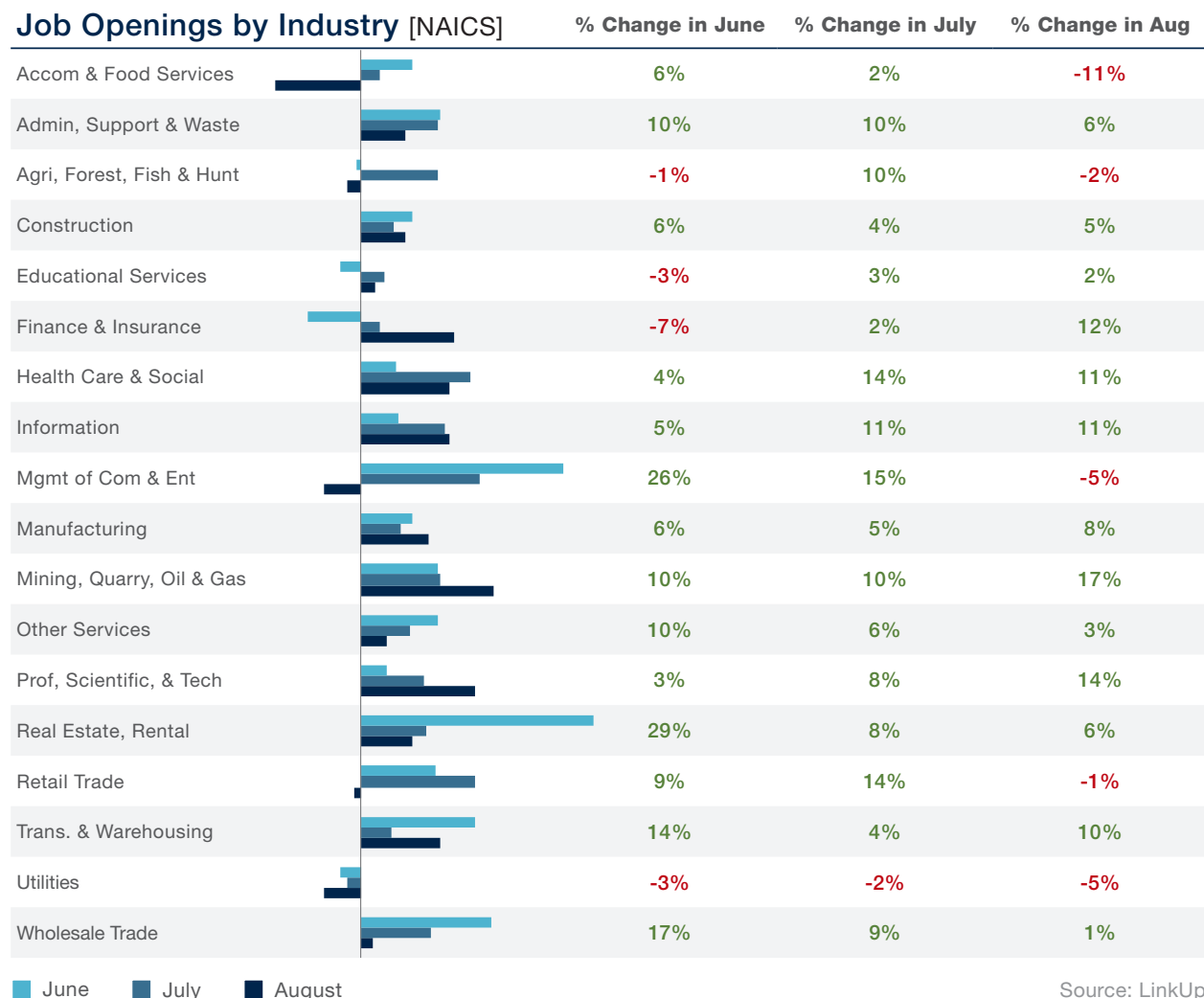
MSA	Company	Change in Jobs	% Of Loss
Honolulu	State of Hawaii	-231	10%
	Marriott Vacations	-146	6%
	Marriott Inter.	-109	5%
	First Hawaiian Bank	-109	5%
	Aecom Technology	-105	4%
Las Vegas	MGM Resorts	-993	7%
	Caesars Entmt Co	-616	4%
	Boyd Gaming, Inc.	-558	4%
	PwC	-543	4%
	Think Food Group	-442	3%
Seattle	Amazon.com, Inc.	-932	4%
	Microsoft Co	-670	3%
	MultiCare Health	-567	2%
	Oracle	-544	2%
	Children's Hospital	-508	2%
San Jose	Apple Inc.	-4,200	18%
	Google Inc.	-2,120	9%
	Tesla Motors	-1,717	8%
	Stanford University	-1,136	5%
	Amazon.com, Inc.	-586	3%
San Francisco	Kaiser Permanente	-1,352	25%
	Oracle	-615	12%
	Uber	-557	11%
	Tesla Motors	-193	4%
	Wells Fargo	-192	4%

Source: LinkUp | January 2020 vs August 2020

Job Openings by Industry

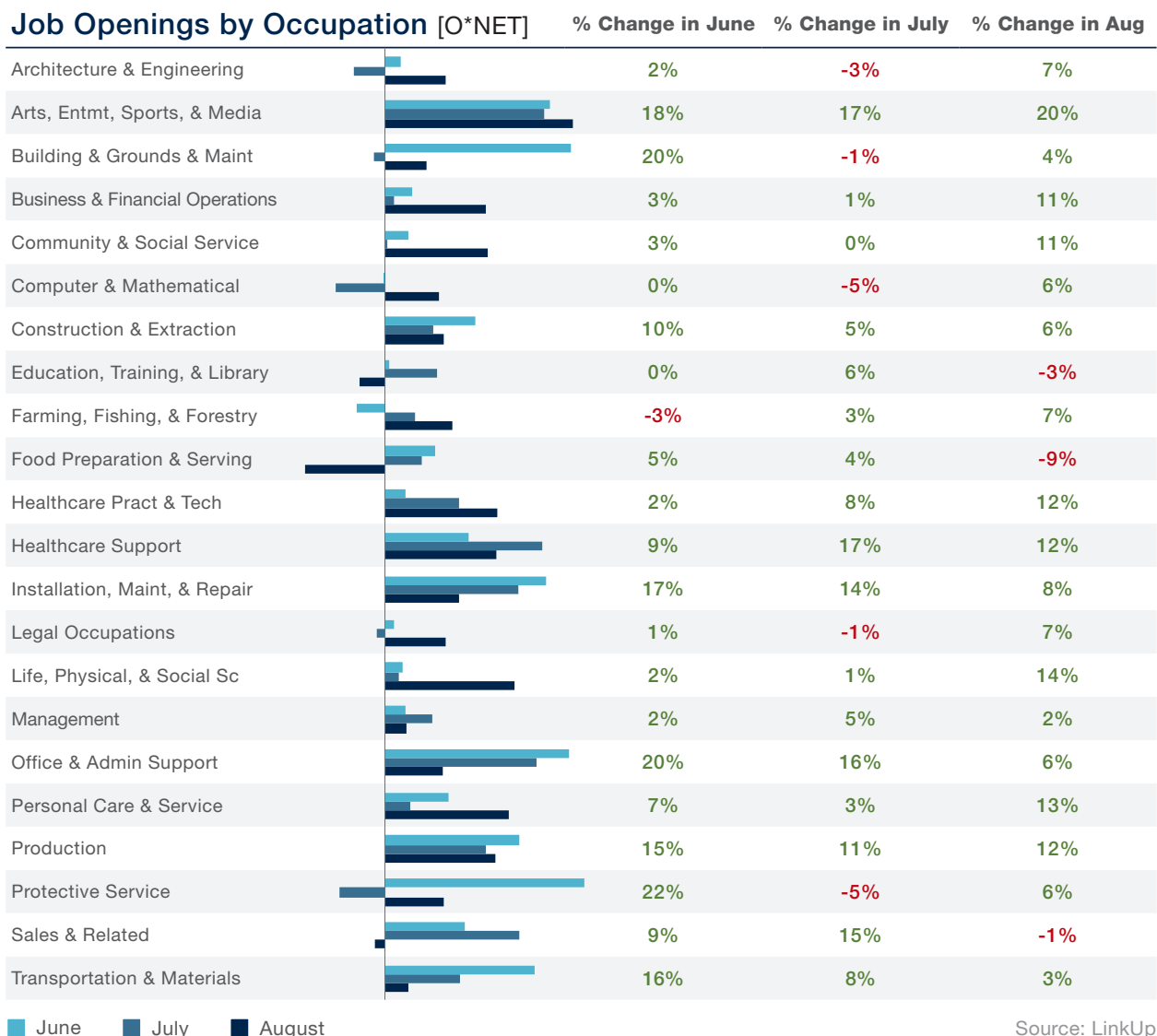
Drilling down further to job openings by industry (NAICS), throughout the summer we saw strong job growth across nearly all industries, with the exception of just two. Utilities saw no gains over the past three months. Accommodation and Food Service, which has been consistently on the bottom since the pandemic began, was down overall for the summer with declines continuing as we head into the fall.

Looking at August in particular, the industries showing the most job growth were Mining, Quarrying and Oil and Gas Extraction (job listings were up 17%), Professional, Scientific and Technical Services (also up 17%), and Finance and Insurance (up 12%). Real Estate and Rental, as well as Management of Companies and Enterprises both started the summer hot, but hiring has since cooled down.



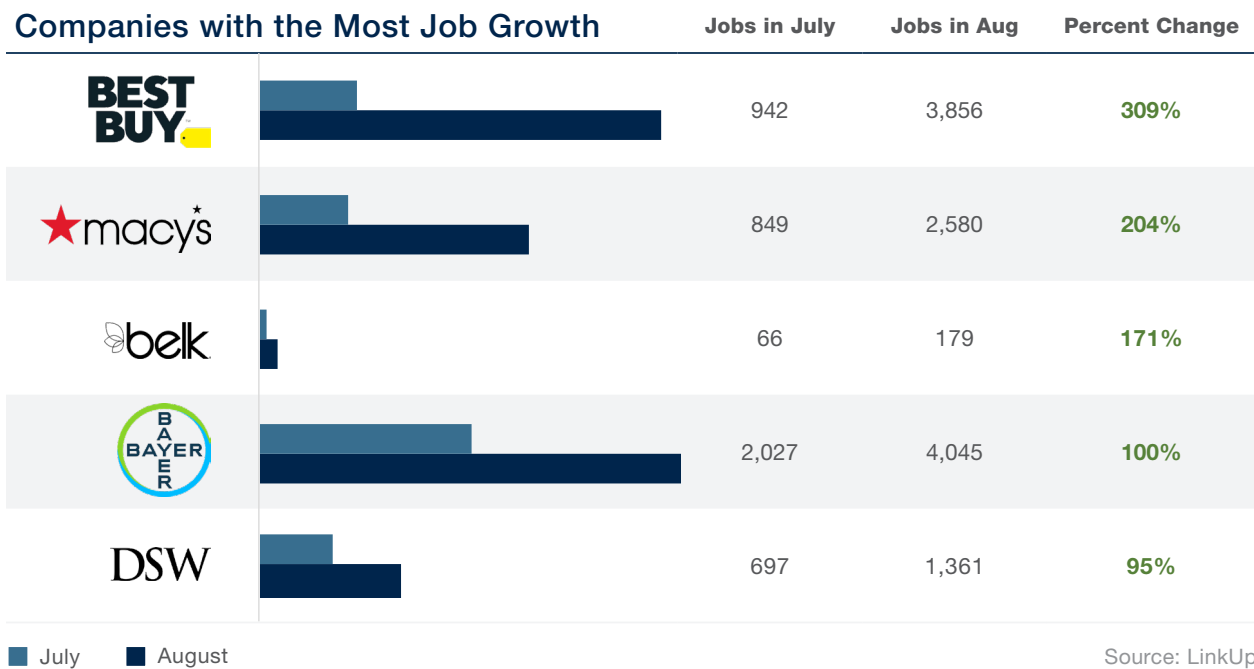
Job Openings by Occupation

Examining job openings by occupation (O*NET), the overall picture was similarly positive with most occupations showing net gains over the last three months. There were just three occupations ending the summer on a downward trend. Sales and Related was down 1% in August and Education, Training and Library ended the summer down 3%. Food Preparation and Serving was down 9% in August, but this was less surprising given the pandemic's far-reaching impact on food service. Occupations with some of the biggest increases in labor demand by percentage were Arts, Entertainment, Sports and Media; Healthcare Support, and Office & Administrative Support; and Production.



Companies to Watch

As the job landscape changes and different industries, occupations, and regions continue to shift, there are several noteworthy companies to watch, especially in the retail space. Best Buy, Macy's, Belk, and DSW have all seen their job listings double. Outside of retail, we saw incredible upward momentum from the pharmaceutical company Bayer, which saw 100% growth in jobs from July to August.



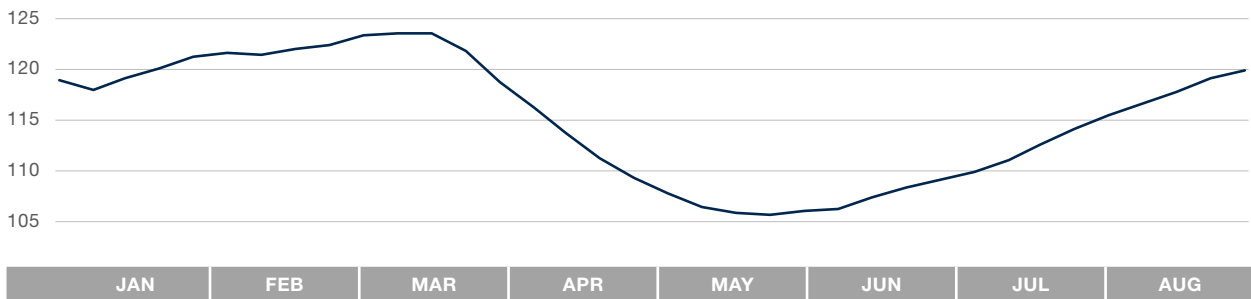
While the **retail industry** as a whole was **down -1%** in August, Best Buy, Macy's, Belk, and DSW were **up nearly 200%** on average over that same period.

The **healthcare industry** was **up 11%** while pharmaceutical company Bayer was **up 100%** for the month.

S&P 500 LinkUp Job Index

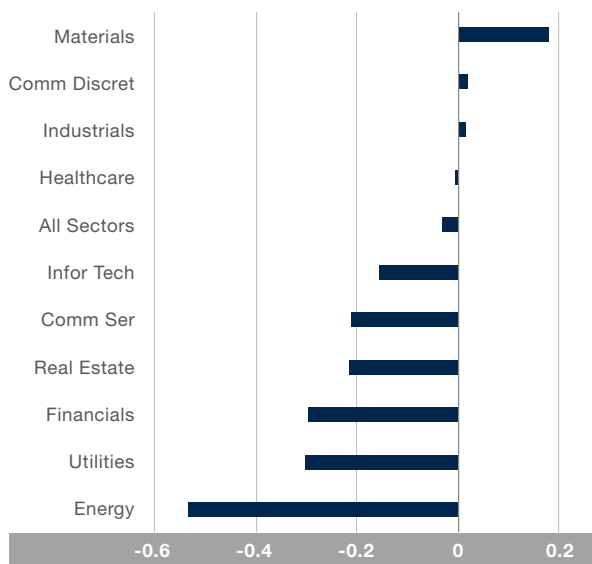
As we look at the S&P 500® LinkUp Jobs Index, we are seeing significant rebound. The S&P 500 companies had a higher index value at the end of August than they did at the beginning of this year.

S&P 500 LinkUp Jobs Index [Jan 1st - Aug 31st]

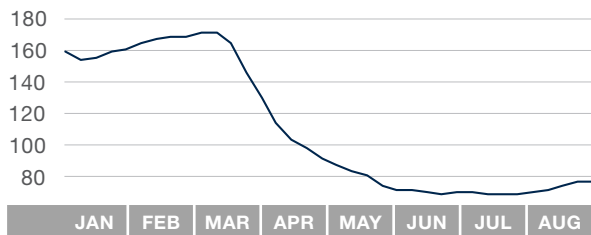


Analyzing indices by sector, Materials shows the most growth. Even with a significant drop in May, it's the only sector that didn't drop below zero for the year as a whole. It's now nearly 30 points higher than its previous high point in March. Energy is the sector showing the most substantial decline, though it has rebounded modestly since June.

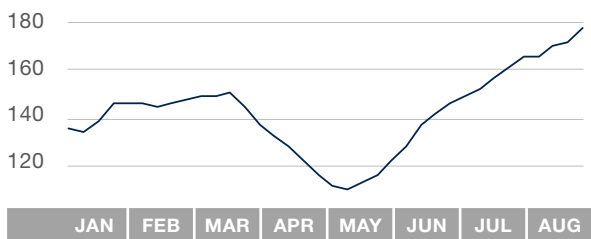
S&P 500 LinkUp Jobs Indices [by sector]



Energy [sector]



Materials [sector]



Source: LinkUp

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. Updated daily, this unique dataset can be used to assess labor demand, understand trends, and predict job growth and decline.

Interested in the data behind this report? LinkUp has a variety of data solutions available, including a [COVID-19 data package](#). We'd love to discuss your interests and needs, [contact us](#).