

Bright Spots in the Economy

In the midst of unprecedented uncertainty, it is important to look for bright spots in the economy. Since March, Transwestern has been watching businesses and industries that are growing and hiring, either because of the pandemic or in spite of it. The research focuses on the top 10 office-using industries, companies and occupations by job postings in each major market.



Click to see Sara Maffey, Managing Director of Placemaking, and VP of Research, Keith Pierce discuss at-risk industries.

Social Connectivity X Social Distancing Video: At Risk Industries

While it is clear that many industries have been negatively impacted by COVID-19, some sectors and cities are more at risk than others. Moody's Analytics identified five industries most at risk at this time: mining/oil and gas, transportation, employment services, travel arrangements, and leisure and hospitality. The Brookings Institution weighed those industries as a share of local economies around the country. Unsurprisingly, they found that the metro areas most likely to be affected are those with strong energy or leisure industries. The major metro areas positioned to be least directly affected by COVID-19 are tech-oriented or research university towns.

Contact [Keith Pierce](#) with further questions on this research.



Click to view an interactive map of industries, occupations and companies hiring and growing.

Top Ten Hiring and Growth Industries Map

In the markets Transwestern examined, shown in the map above, a few trends emerged. Tech companies and other fields that supported remote working prior to shelter-in-place continued hiring, while companies that were able to easily make the transition for employees to work from home also added workers. Legal and accounting sectors worked to fill the increased need for services in those fields, while business consulting and change management gained increased importance. And of course, as companies work to replace lost revenue, job postings rose for salespersons, customer service representatives, and other client-facing roles across industries. To hear more about bright spots in the economy, [click here for a full interview](#) between Sara Maffey and Keith Pierce.