

REGIONAL ECONOMIC SNAPSHOT

UPDATED AS OF JANUARY 2025

**EMPOWERING
AMERICAN CITIES**



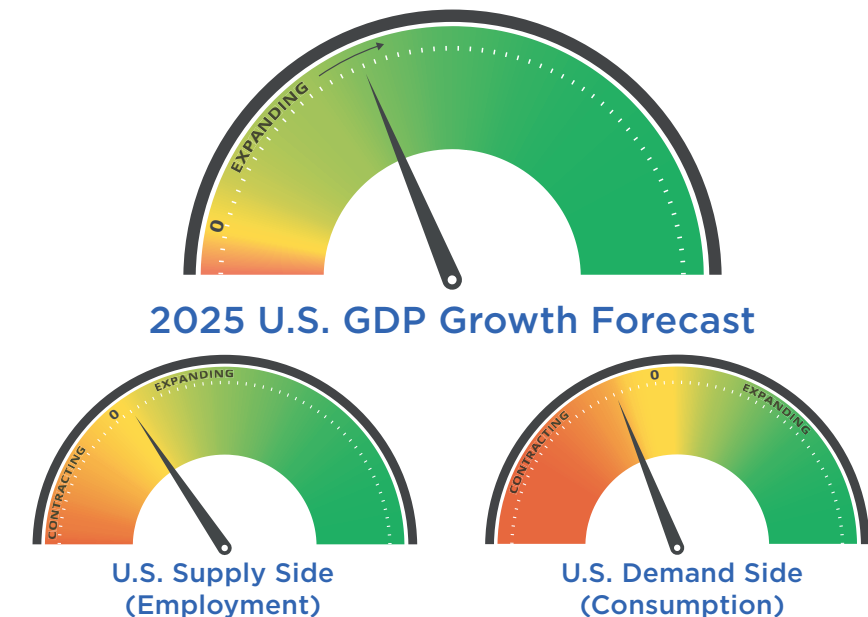
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In our base-case scenario, we expect slowing, middling growth in 2025, as interest rates and inflation remain elevated and federal policies drag on the national economy.

The U.S. economy showed resilience in 2024, growing at essentially the same pace as the previous year, outperforming our expectations. We expect job creation and consumer spending to slow in 2025 yet remain strong enough to power the economy through policy-induced turbulence and other economic headwinds, which could entail inflationary conditions and a persistently tight housing market.

Uncertainty is high regarding policies that could take effect, including on interest rates, tariffs, immigration, regulation and taxation. Our base-case scenario incorporates a moderate version of these policies, finding that these changes would slightly rein in growth compared with a “no new policy” scenario.

All the 150 Extended Metropolitan Areas (EMAs) that we track in the United States are expected to see slower rates of growth than in the previous year. Despite weaker growth, the data indicate that every one of these microeconomies will expand in 2025, yet some will fare better than others. Areas with a large manufacturing base and those that have benefited



The color spectrum indicates a distribution that ranges from negative (red) to positive (green), with zero set to yellow. The barometers reflect each indicator's historical distribution.

from strong housing will be among the hardest hit, as elevated interest rates continue to take a toll on interest-sensitive sectors.

On the supply side, job creation is expected to slow meaningfully. Some sectors, notably Manufacturing, will experience job loss, while Education and Health will continue its expansion, albeit at a somewhat slower pace. The employment slowdown will weigh on wage growth, which should lessen price pressures. Stringent immigration policies, new tariffs and a lack of housing, however, would counter deflationary trends, keeping inflation above target throughout the year.

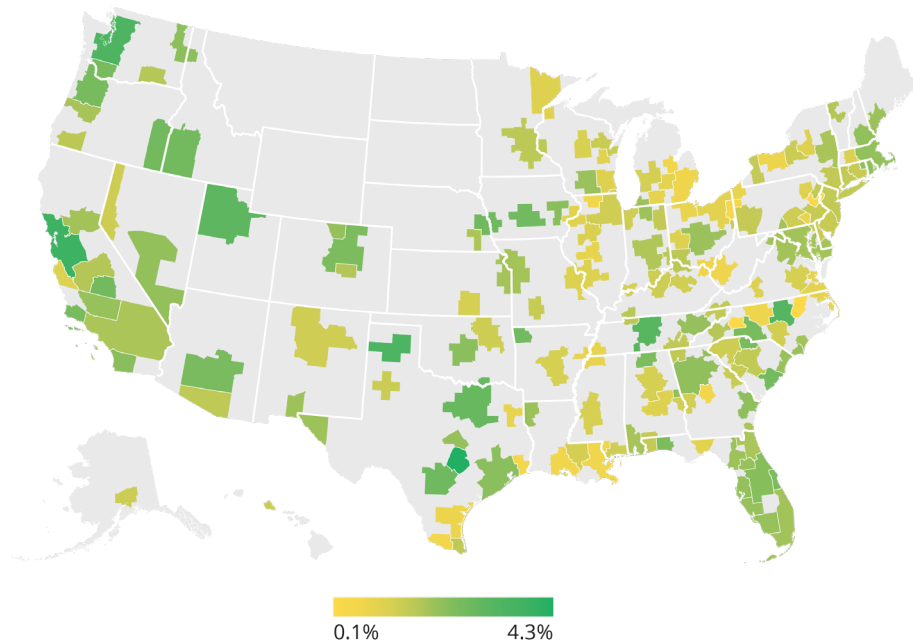
On the demand side, elevated interest rates, above-target inflation and slow-

ing job and wage growth will dampen but not swamp consumer spending. Meanwhile, sluggish housing activity will worsen shortages in many areas, keeping home prices aloft. Household and business balance sheets remain healthy in aggregate, yet a growing minority of consumers exhibit signs of financial stress.

Heightened policy uncertainty means more risk and more potential outcomes; some policies may boost consumer and business sentiment – and thus spending and investment – in the near term. Both our base case (with new policies) and alternative scenarios (without them) project a “soft landing” – the base case reflects a less desirable path, yet it is still a largely benign outlook for 2025.

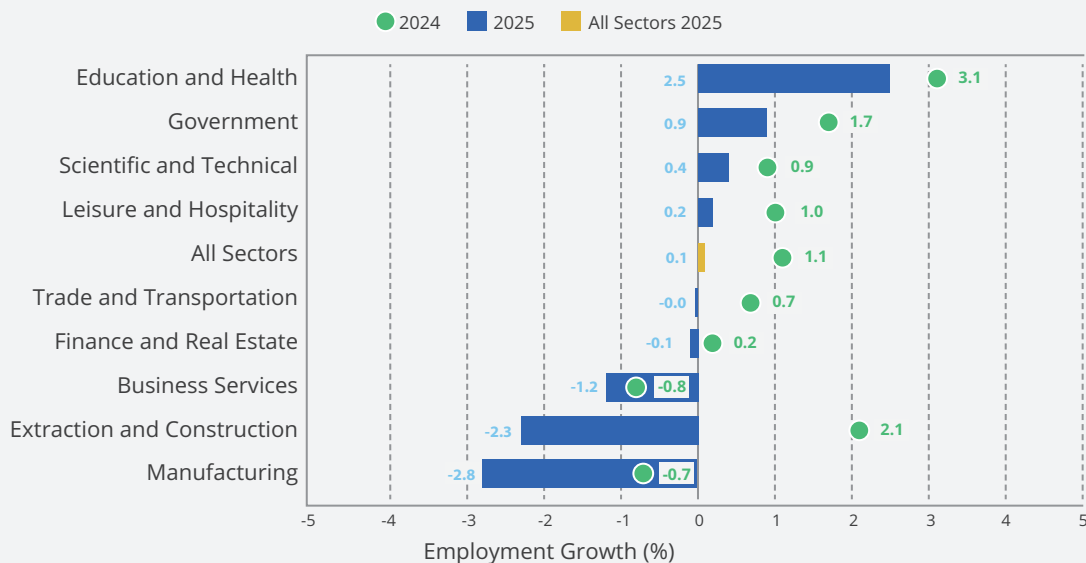
Data sources from the Census, Bureau of Labor Statistics and Bureau of Economic Analysis and estimates from the Kenan Institute and Fifth Third Bank. The range of the national barometers is based on historical performance of U.S. measures since 1990. For more information, visit kenaninstitute.unc.edu/american-growth-project.

EMA Economic Performance 2025 Growth Forecast



The map illustrates the divergence in economic growth among EMAs. All our EMAs are expected to grow in 2025 but at a slower pace; many will experience solid growth while some will barely grow. The areas experiencing the fastest recent growth – often beneficiaries of innovation and migration – are likely to continue to outpace the rest of the country. Many of these EMAs have built up reserves of capital in the form of skilled labor, technological infrastructure and other investments, which will limit the downturn in demand. Meanwhile, cities that rely on sectors expected to be most affected by the slowdown, such as Manufacturing, will underperform. Areas where labor constraints and housing trends are centrally important to the economy will be hampered by stubbornly elevated home prices and interest rates.

U.S. Employment Growth by Sector 2025 vs. 2024



■ The pace of hiring in 2025 is expected to slow meaningfully across the U.S. in all major sectors, with employment contracting in several sectors and net job growth of only 0.1% for the year.

■ The Extraction and Construction sector is expected to experience the biggest slowdown, swinging from healthy growth to contraction as high interest rates and potential labor shortages drag on construction.

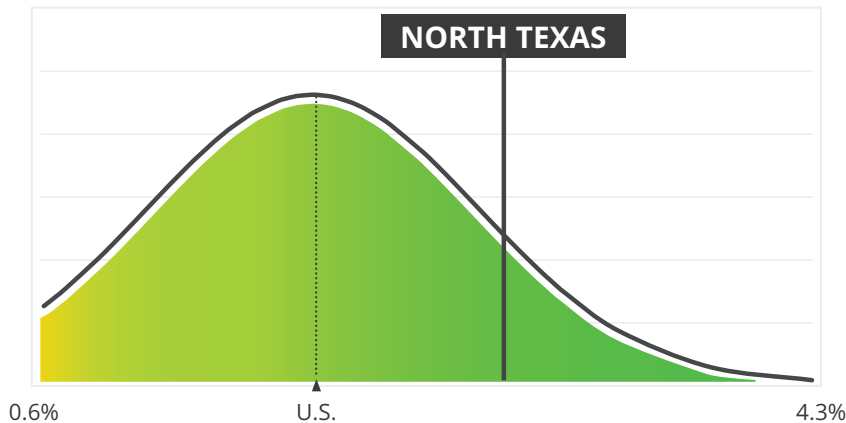
■ We expect continued slowing in Leisure and Hospitality, as pent-up demand from the pandemic years levels off and job growth flattens.

NORTH TEXAS

Extended Metropolitan Area*

UPDATED AS OF FEBRUARY 2025

2025 GDP Growth Distribution of 50 Largest EMAs



- North Texas is projected to experience healthy growth in overall economic activity in 2025.
- Compared with other large EMAs, North Texas is among the top performers, with projected GDP growth exceeding the U.S. average, which is largely thanks to the EMA's strong growth dynamics.

Supply Side (Employment)

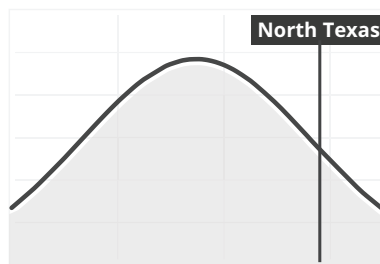


Demand Side (Consumption)



- The Dallas EMA has weak supply-side characteristics, with **modest expected job losses**, tempered by strong overall demand, as reflected in **positive housing activity**.

Embedded Local Growth Characteristics



Embedded Local Growth Characteristics refers to the EMA's industry and demographic makeup and the potential economic growth that these attributes generate. EMAs with a combination of a highly skilled workforce and productive industry mix tend to be situated at the distribution's high end and generate faster growth.

- North Texas' sectoral mix (illustrated on Page 4), demographic balance and migration patterns indicate a strong potential growth engine

Key Takeaways

- Middling national growth and uncertainty around economic policy will pose challenges for North Texas, yet the EMA's highly productive industries and well-educated workforce will power economic expansion beyond the national average.
- North Texas is working to build more homes for its growing population, a positive sign that should help stem the area's inflationary pressures.
- The Dallas EMA has garnered recent relocation announcements from major corporations, and while the employment gains and stimulatory effects of such pledges are not yet reflected in the area's economic data, these declarations of corporate intent are promising signs of future growth.

Outlook



North Texas continues to excel among large U.S. metropolitan areas, driven by highly productive industries and a well-educated workforce. Key sectors such as technology, healthcare and finance fuel its growth and innovation. However, the region faces challenges from softening employment conditions and uncertainties in immigration, trade policies and energy markets. Additionally, fluctuating interest rates add complexity to business planning, impacting borrowing costs and investment decisions. Despite these challenges, North Texas' diverse economy and strategic initiatives position it well to navigate potential headwinds and sustain its growth trajectory.

*Ron Harrison, Market Executive,
North Texas*

* Counties included in analysis: Texas: Collin, Cooke, Dallas, Denton, Ellis, Fannin, Grayson, Henderson, Hood, Hunt, Johnson, Kaufman, Navarro, Palo Pinto, Parker, Rockwall, Tarrant, Wise. Oklahoma: Bryan.

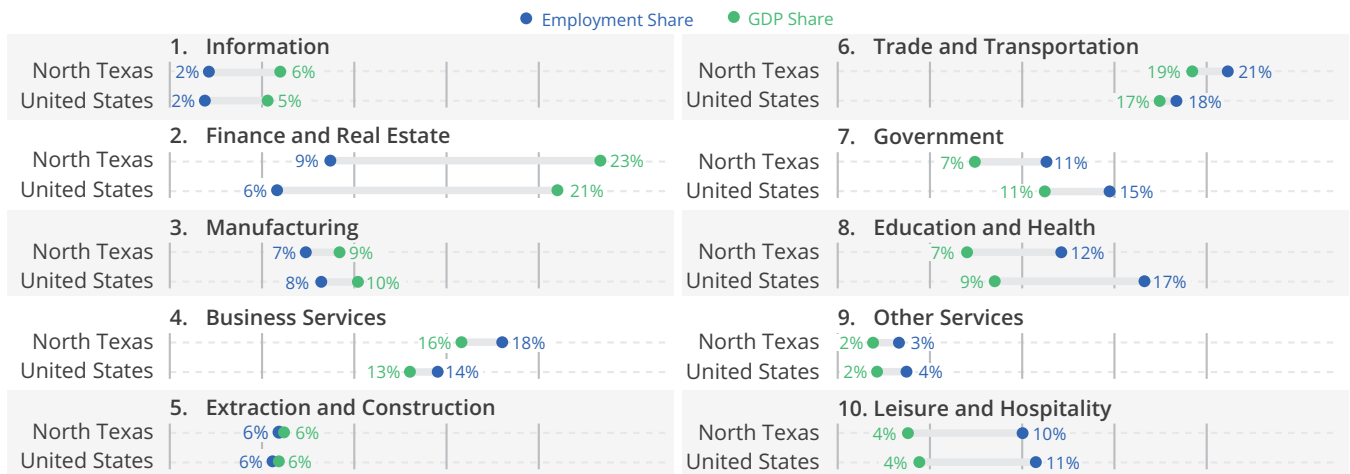
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Challenges and Opportunities

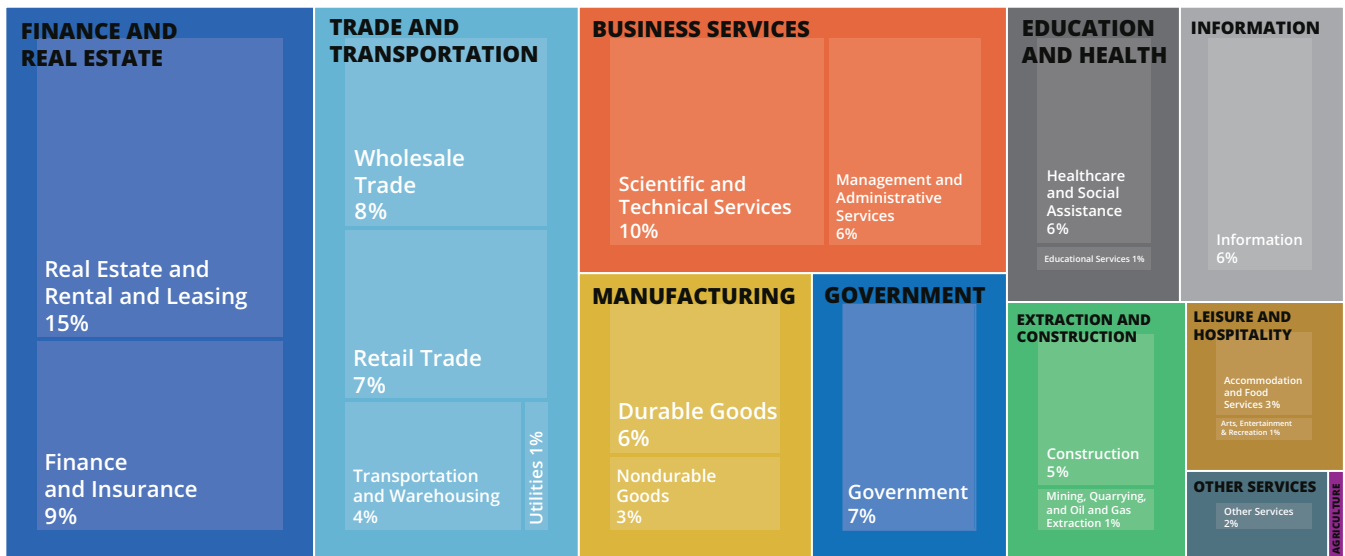
- **Challenge:** Policy uncertainty on an array of issues -- from migration and fiscal policies to interest rates and energy subsidies -- is complicating firms' planning and decision-making processes, increasing risk for investment and hiring.
- **Opportunity:** Boasting a large and growing finance hub and an abundance of land, North Texas has prime opportunities to initiate and accelerate smart investments in new developments and expansions of physical capital.
- **Challenge:** North Texas has a disproportionately small yet unusually productive Education and Health sector, which may suggest a shortage of medical professionals, since productivity is calculated as output per worker.
- **Opportunity:** With an expanding population base and influx of capital, there are opportunities for investments in the area's healthcare industries, expanding a stable sector that tends to exhibit sustained growth.

How Productive Are North Texas' Industries?

Sector Employment and GDP Shares Ranked by U.S. Labor Productivity



North Texas Sector GDP Share



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