REGIONAL ECONOMIC SNAPSHOT

UPDATED AS OF JANUARY 2025

EMPOWERING AMERICAN CITIES

FIFTH THIRD / UNC KENAN INSTITUTE

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.

2025 U.S. GDP Growth Forecast

U.S. Supply Side (Employment)

U.S. Demand Side (Consumption)

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.

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 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.

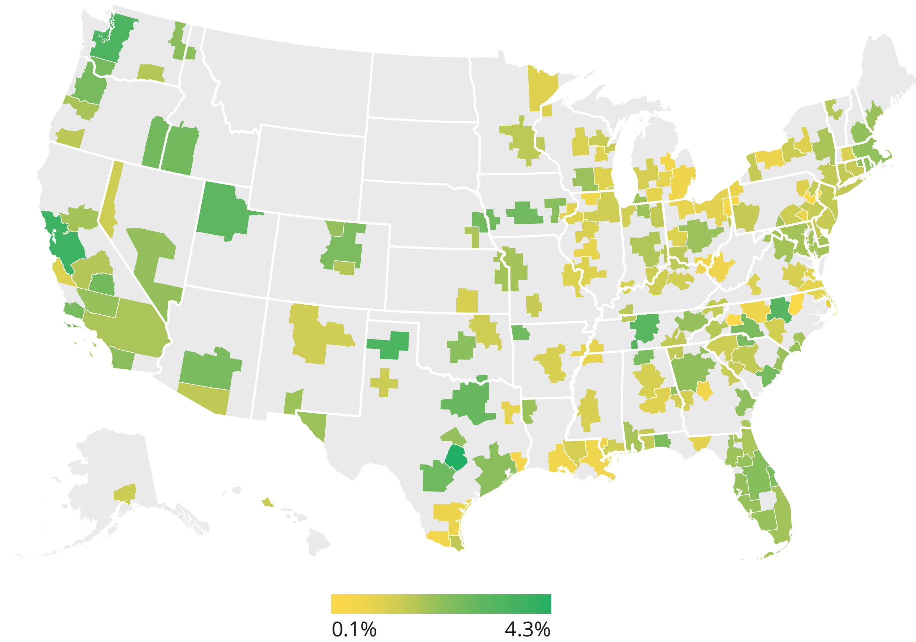
On the demand side, elevated interest rates, above-target inflation and slowing job and wage growth will dampen but not swamp consumer spending. Meanwhile, sluggish housing activity will worsen shortages in many areas, keeping home prices aloft. Household and business balance sheets remain healthy in 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.

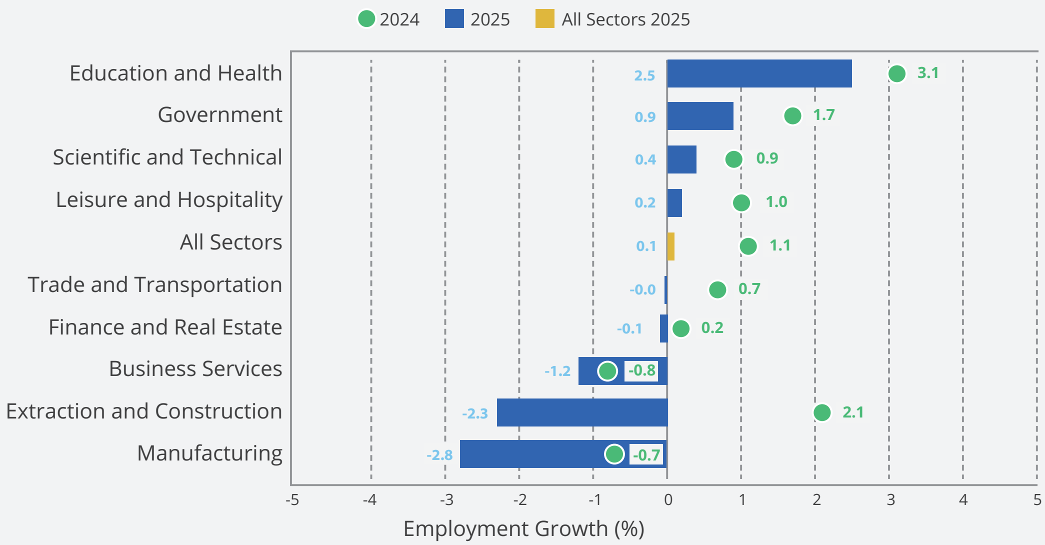
For more information, visit kenaninstitute.unc.edu/american-growth-project.

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.

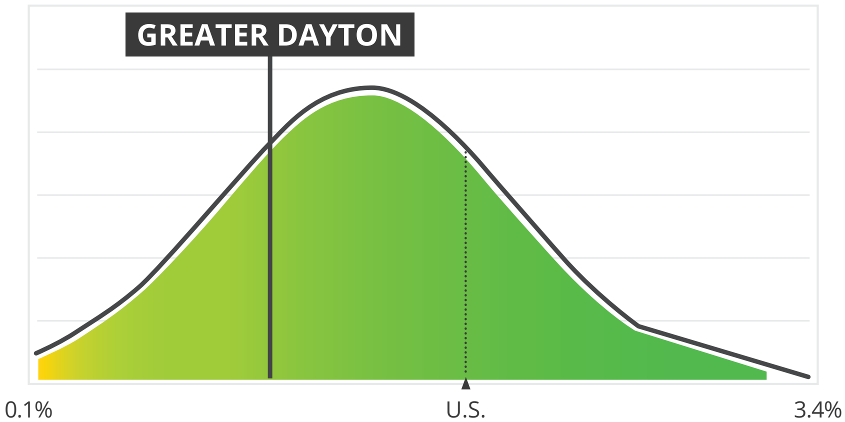
GREATER DAYTON

Extended Metropolitan Area*

UPDATED AS OF FEBRUARY 2025

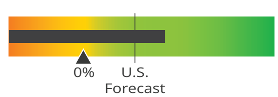
2025 GDP Growth

Distribution of 100 Midsize EMAs

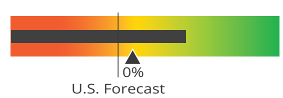


- Greater Dayton is projected to experience very modest growth in overall economic activity in 2025.
- Compared with other midsize EMAs, Dayton is among the bottom half, with projected GDP growth below the U.S. average.

Supply Side (Employment)

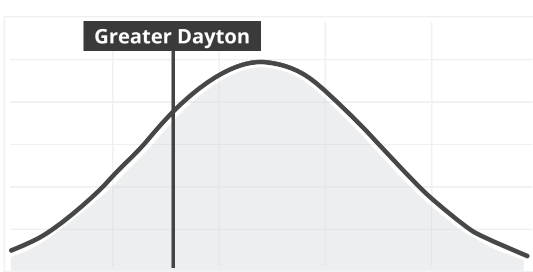


Demand Side (Consumption)



- The Dayton EMA has moderate supply-side characteristics, with **positive expected job creation,** and 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.*

- Dayton's sectoral mix *(illustrated on Page 4)*, demographic balance and migration patterns indicate a limited potential growth engine.

Key Takeaways

1. Middling national growth and uncertainty around economic policy will pose challenges for Greater Dayton, particularly in the Manufacturing sector, yet the area's strength in defense manufacturing and advanced technologies industries forms pillars of long-term economic health.
2. Dayton's turnaround in housing activity, going from declining levels of new permits in 2023 to positive levels in 2024, shows the EMA's commitment to alleviating housing price burdens, which is key to enhancing local business's competitive edge in attracting young talent.
3. Dayton's undersized Finance and Real Estate and Information sectors signal a need for investment in what are generally high-output industries.

Outlook

Community and business leaders remain focused on strengthening the 14 counties within the Dayton region by identifying strategies across workforce, affordable housing, entrepreneurship, and business attraction and retention The tireless collaboration to win is incredible. In the year ahead, we must navigate shifting government policies by diversifying industry sectors, accelerating digital transformation, and further positioning as a leader in advanced technologies. Leveraging our skilled workforce will be critical to the continued expansion efforts and stability. Undoubtedly, this year will be choppy, but I am confident in our leaders – both private and public!

James Carty, Market Executive, Greater Dayton

**Counties included in analysis: Berkeley, Charleston, Dorchester.*

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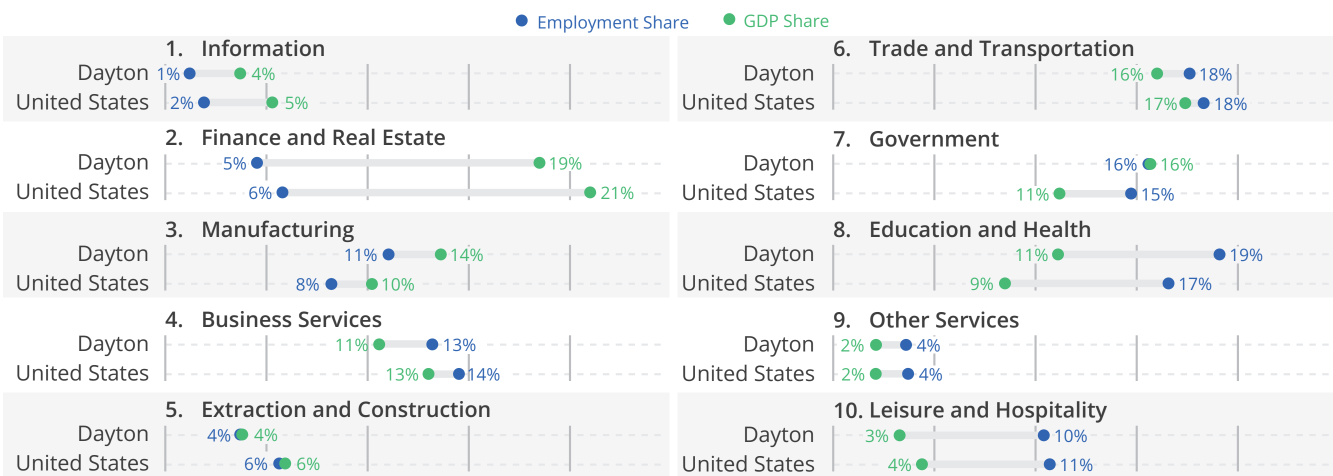
Challenges and Opportunities

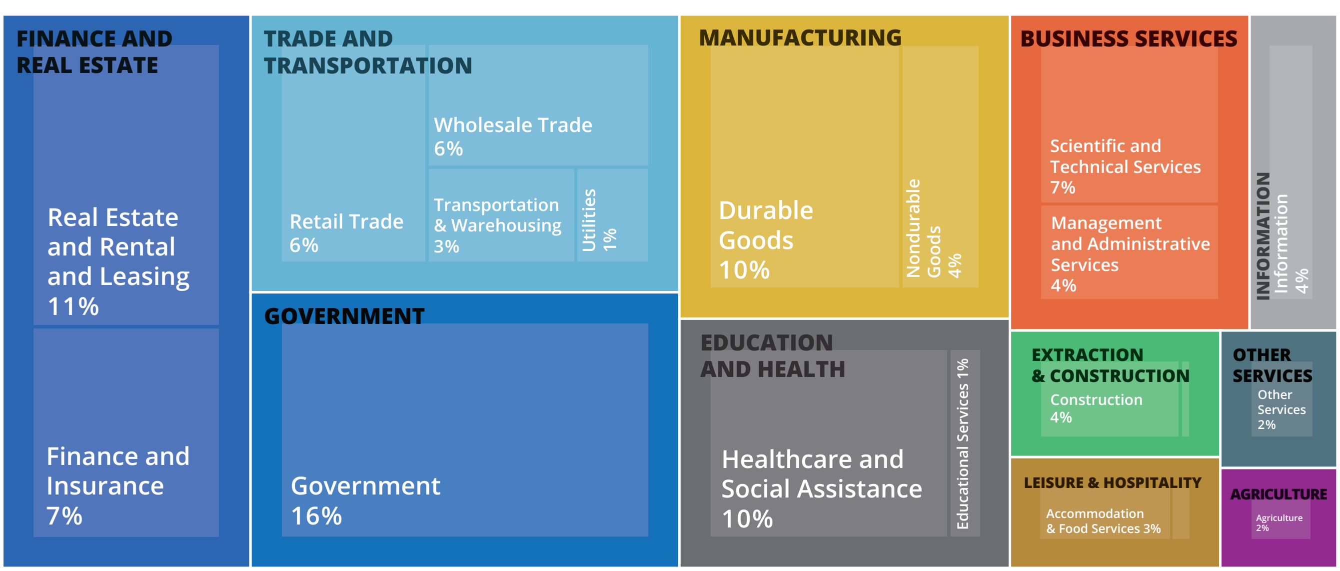
- **Challenge:** As with many EMAs, developing and retaining a workforce that can step into the area's advanced manufacturing and high-tech jobs is a perennial challenge for Dayton.
- **Opportunity:** As new high-tech industries diversify the local economy, Dayton can leverage its excellent educational and training institutions, advantageous geography and low cost of living to develop, attract and retain talent.
- **Challenge:** The Dayton EMA is overweighted toward the Manufacturing and Government sectors, which offers structural strengths. The downside is that it exposes the area to cyclical downturns, in the case of Manufacturing, and factors beyond local jurisdictional control, in the case of Government.
- **Opportunity:** With recent announcements from future-focused industries, such as electric vehicle component manufacturers, Dayton has opportunities to diversify its Manufacturing sector from the inside out and broaden its industry portfolio, building resilience in the regional economy.

How Productive Are Dayton's Industries?

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



Dayton Sector GDP Share



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