

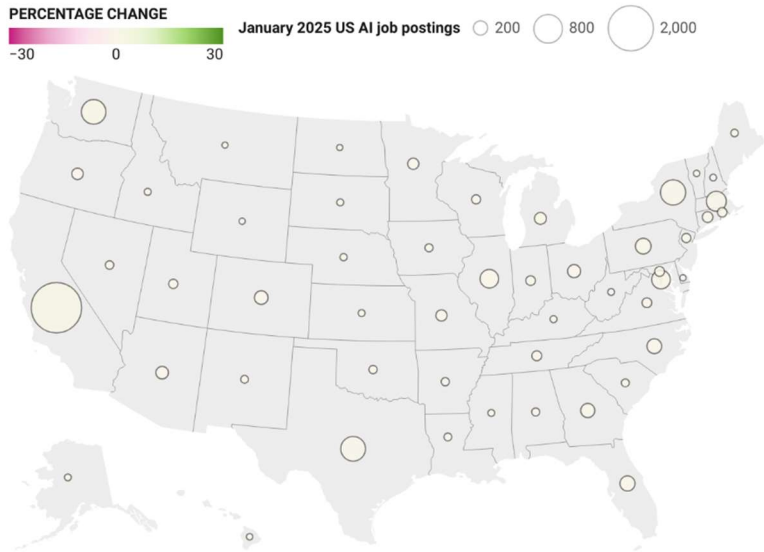
## Overall AI Job Trends For Past 6 Months



## AI Job Growth Rebounds as Hiring Momentum Picks Up in Early 2025

Early indicators for February suggest continued momentum in AI hiring. With companies ramping up AI integration efforts, demand for roles in machine learning, data science, and AI engineering is expected to grow. The increasing share of AI jobs relative to overall software job postings points to a long-term industry shift, emphasizing AI as a critical driver of innovation. If hiring trends align with previous cycles, February could see a further rise in job postings, reinforcing AI's growing presence in the job market.

## US AI job postings January 2025



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## AI Job Market in January 2025: Growth Concentrated in Tech Hubs

In January 2025, AI job postings were concentrated in key technology and business hubs across the United States, with California leading the market. Cities like San Francisco and Los Angeles recorded the highest number of openings, reinforcing California's position as the epicenter of AI innovation.

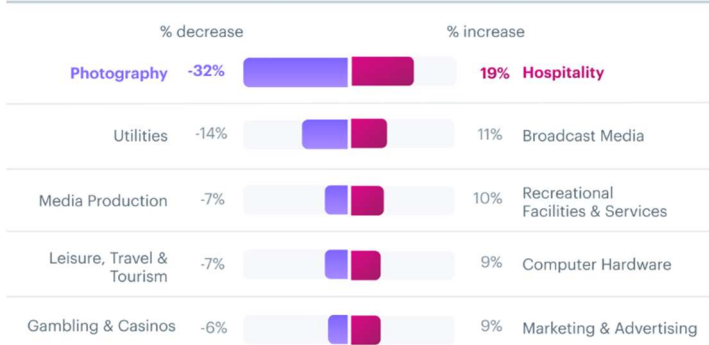
Other states with significant hiring activity included New York, Texas, and Washington, where industries such as finance, healthcare, and cloud computing are driving AI adoption. The distribution pattern reveals a strong preference for metro areas, where companies continue to seek top AI talent.

While many regions experienced stable or moderate job growth, some areas showed slight declines, indicating shifting workforce demands. The data highlights that AI job opportunities remain strongest in well-established technology centers, but expansion into emerging regions is still limited.

# Unlock the Power of Workforce Intelligence.



## Top 5 Industries by % Change in New AI Job Postings Last Month

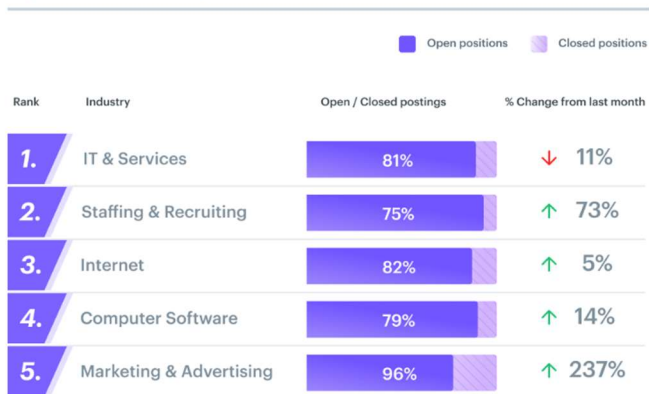


### AI Job Postings Shift: Growth in Hospitality, Decline in Creative and Utility Sectors

In the past month, AI job postings saw significant shifts across industries. Photography experienced the steepest decline, with a 32% drop, followed by Utilities (-14%) and Media Production (-7%). Leisure, Travel & Tourism and Gambling & Casinos also saw declines of 7% and 6%, respectively. On the other hand, the Hospitality sector led the growth with a 19% increase in AI job postings, while Broadcast Media grew by 11%. Recreational Facilities & Services saw a 10% increase, and Computer Hardware and Marketing & Advertising both rose by 9%.

These trends suggest AI adoption is expanding in customer-facing industries while declining in some creative and infrastructure-related fields.

## Top 5 Industries by New AI Job Postings Last Month



### AI Job Growth Surges in Marketing and Recruitment, While IT Slows Down

IT & Services led the rankings with 81% of positions still open but experienced an 11% decline in postings, indicating a possible slowdown in hiring. Staffing & Recruiting followed closely with 75% open positions and an impressive 73% surge, reflecting increased demand for AI-driven hiring solutions.

The Internet industry maintained a strong presence, with 82% open postings and a modest 5% growth. Computer Software also showed positive momentum, with 79% of positions open and a 14% rise in postings. Marketing & Advertising saw the most dramatic increase, skyrocketing by 237%, with 96% of job postings remaining open. This suggests AI's expanding influence, particularly in marketing, recruitment, and digital services.