



2025 Tire Industry Employment Trends Attract and Retain





Attract and Retain Agenda

Macro Employment Data













Tire Industry and Survey

AI Tools in Recruitment



PEOPLE

Population

 Population estimates, July 1, 2024, (V2024)	 340,110,988
 Population estimates, July 1, 2023, (V2023)	 334,914,895
 Population estimates base, April 1, 2020, (V2024)	 331,515,736
 Population estimates base, April 1, 2020, (V2023)	 331,464,948
 Population, percent change - April 1, 2020 (estimates base) to July 1, 2024, (V2024)	 2.6%
 Population, percent change - April 1, 2020 (estimates base) to July 1, 2023, (V2023)	 1.0%
 Population, Census, April 1, 2020	331,449,281

2025 Macro Employment Data from the BLS



Macro: What is the Labor Force or ~~Work~~force?

Employed + Unemployed = Labor Force

$(\text{Number of Unemployed} / \text{Labor Force}) * 100 = \text{Unemployment Rate}$

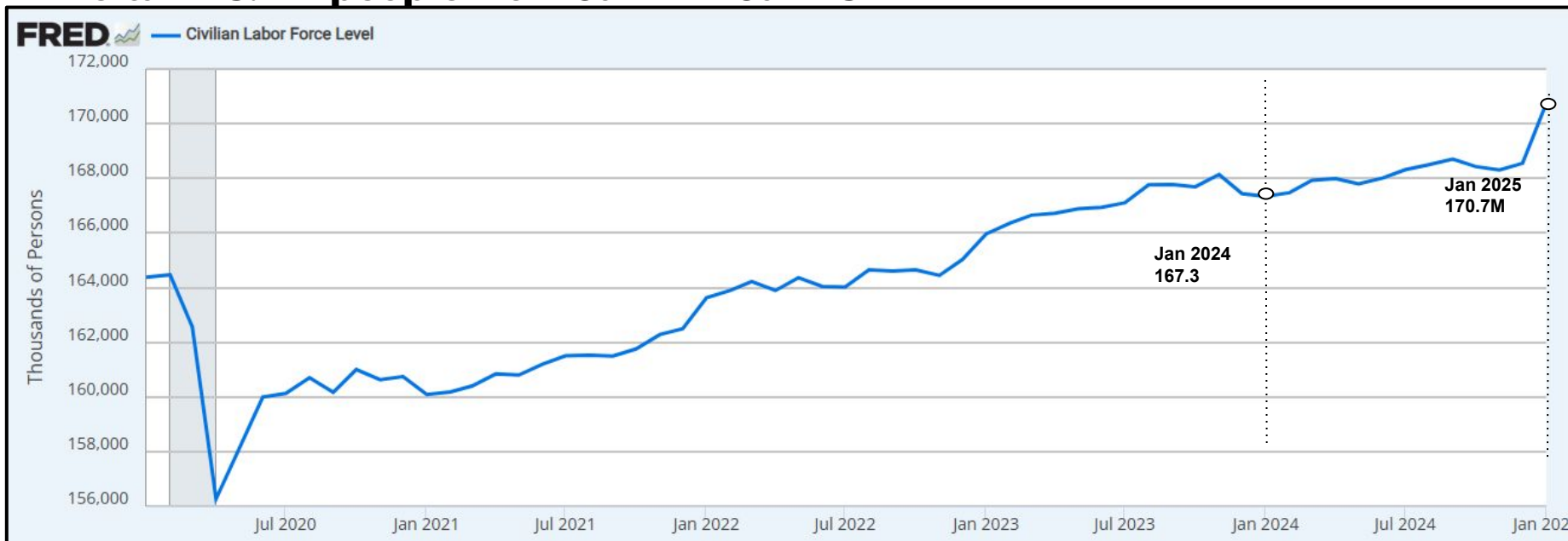
BLS Definition:

The labor force includes all people age 16 and older who are classified as either employed and unemployed. Conceptually, the labor force level is the number of people who are either working or actively looking for work.

Current US Labor Force Level (units)

167.3M Jan 2024 Vs. 170.7M Jan 2025

Delta = +3.4M people from Jan'24 - Jan'25

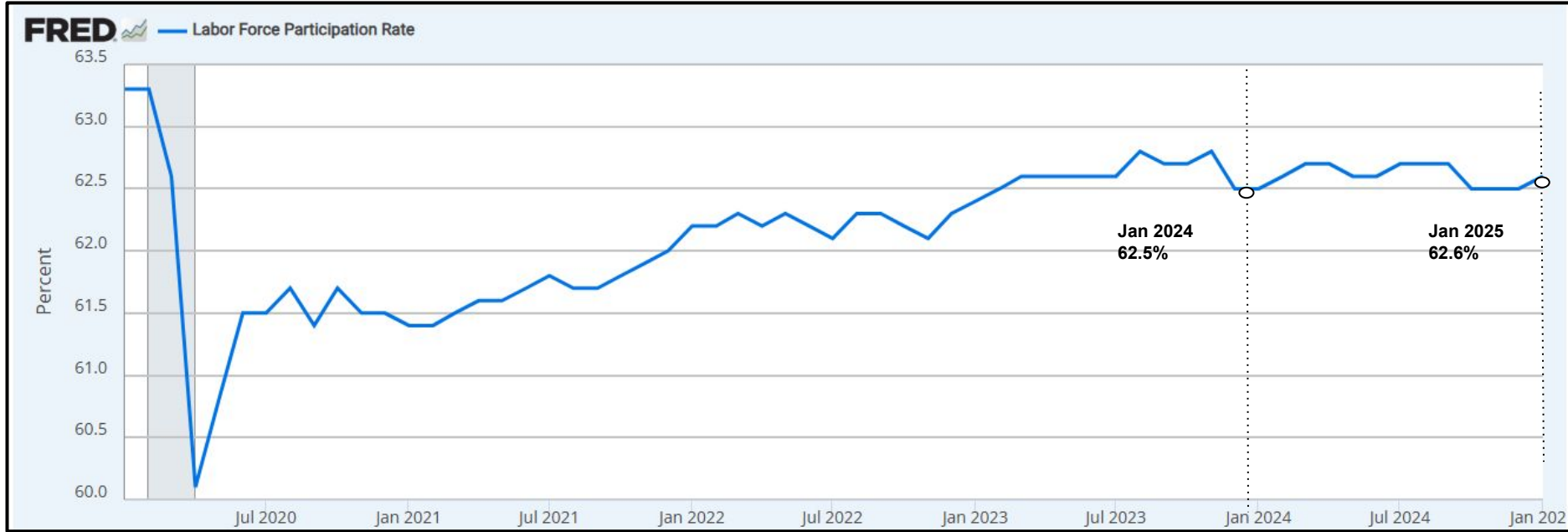


Source: U.S. Bureau of Labor statistics

2% change YoY

Current US Labor Force Participation Rate (%)

63.1% Precovid vs. 62.6% Jan 2025



We have more people working today, but in % of the population it is still less than pre-Covid. Jan 2019 was 63.1%

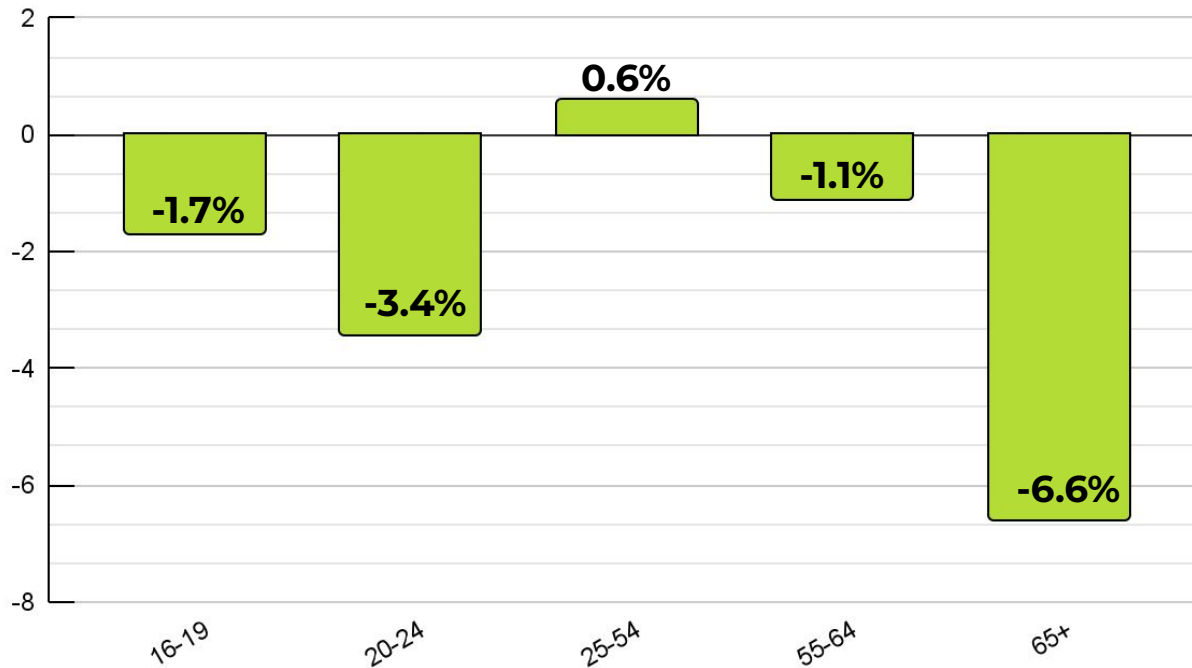
Labor Force Participation Rate 2004—2024



If ILFPR same Feb
2020 we would have
1.2 M more people
in LF

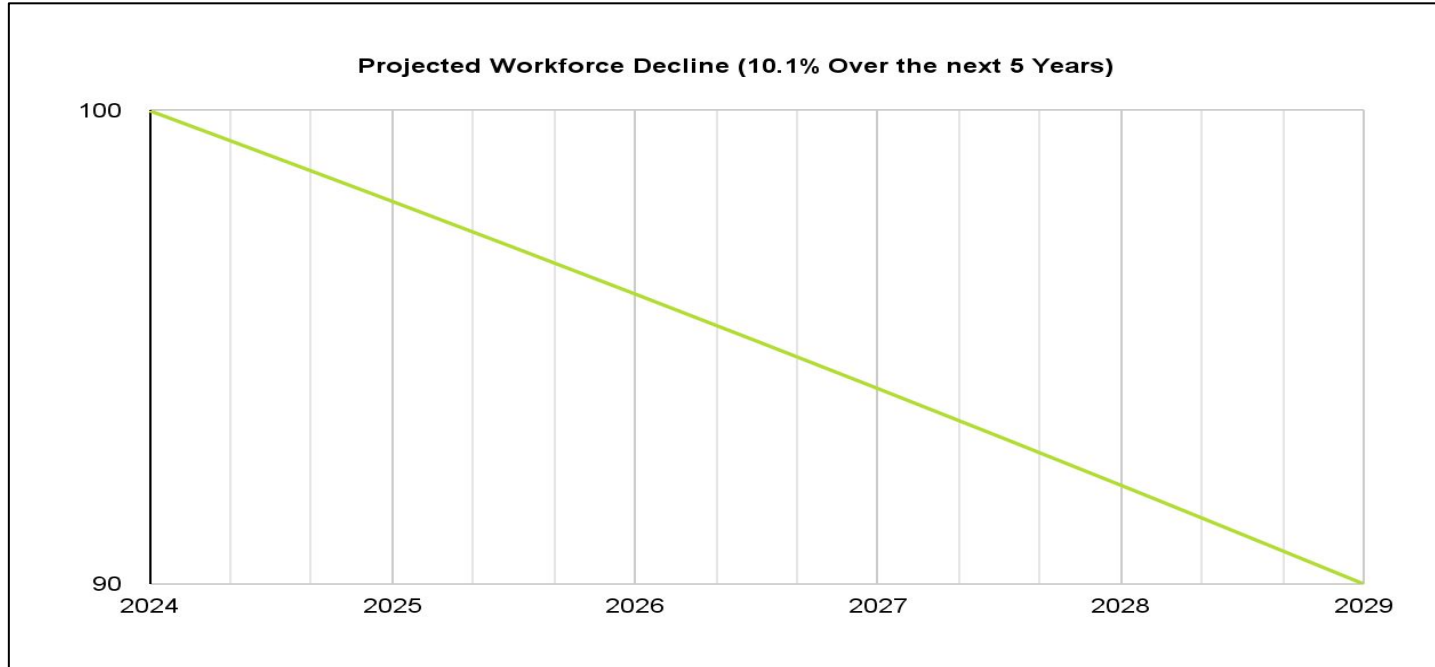
Who left the workforce, by Age since Feb 2020

% change in Employment-To-Population-Ratio by age, February 2020 - July 2024



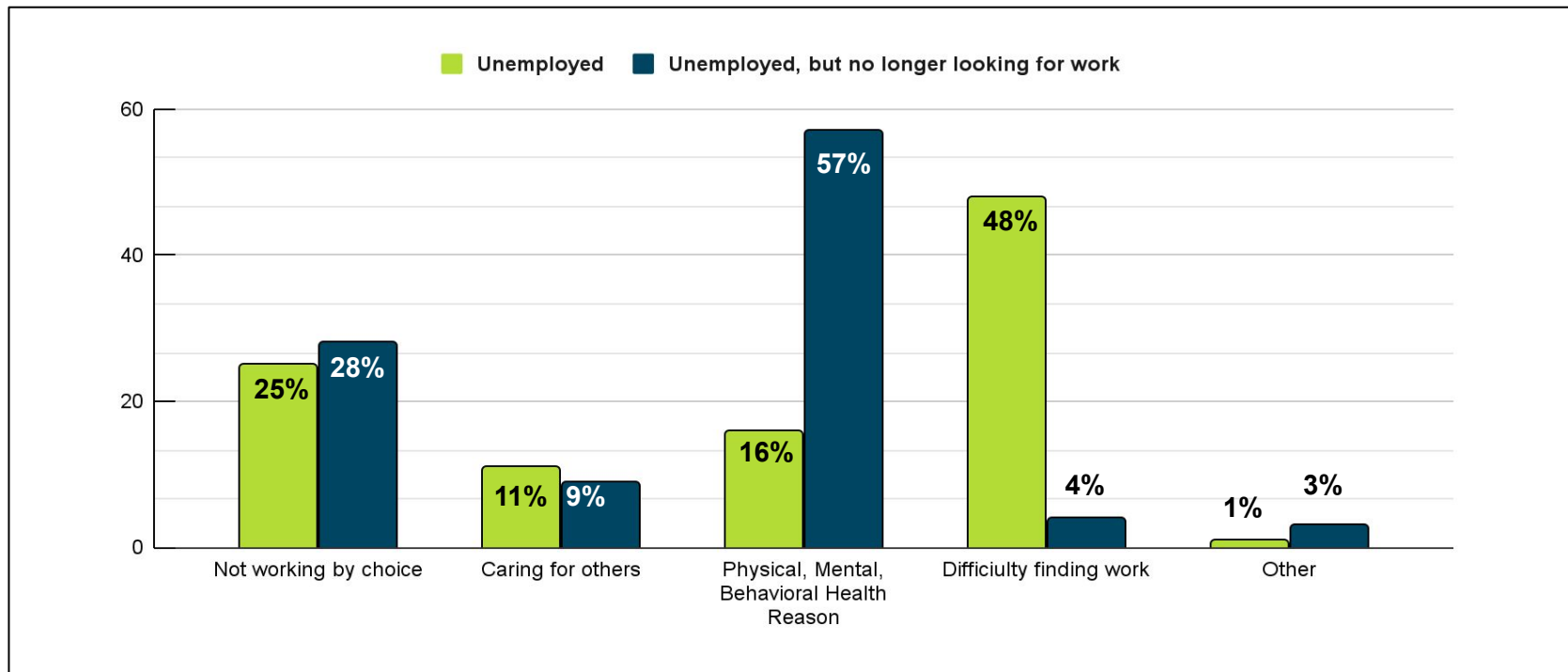
55% of Peak Boomers will retire in the next five years


(born in 1959-64)




 **Insight Found: 15M** to retire from their jobs in the next 5 years.

Health issues hinder employment for Prime age men 25-54

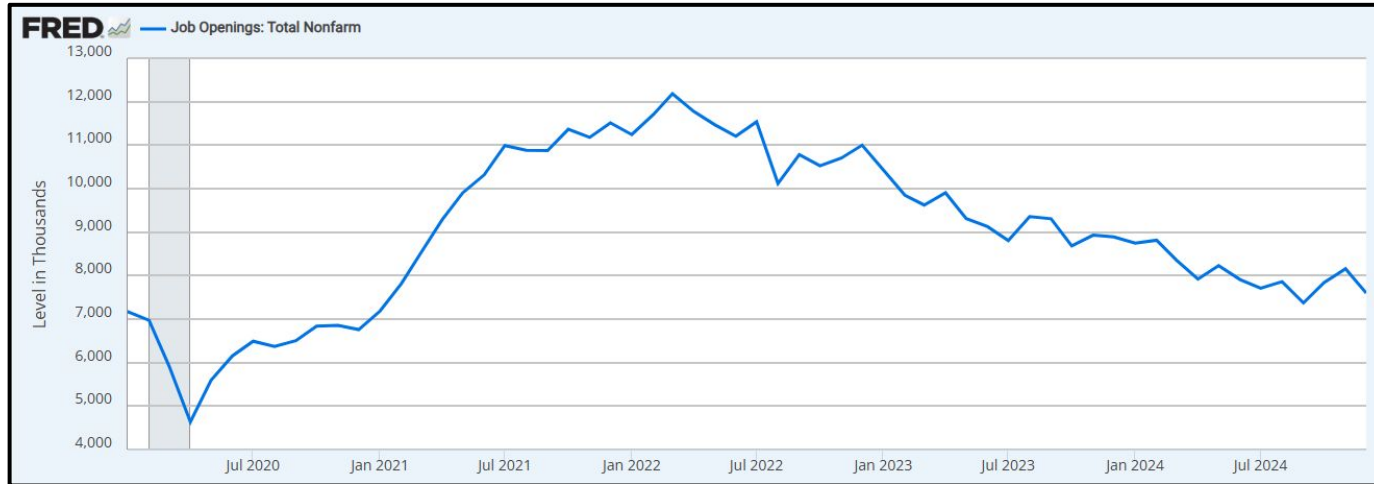


 **Insight Found:** 57% percent of men 25-54 that are not in the labor force said their main reason was their physical or mental health.

 **Insight Found:** 48% of BLS Unemployed said they are having difficulty finding work.

Yearly Job Openings In The United States Jan 2000 — Dec 2024

Source: U.S. Bureau of Labor statistics



6.8 million
unemployed
people

7.6 million
job openings Jan 25

Unemployment Rate 2000—2025



Source: U.S. Bureau of Labor statistics

14.7% Apr 2020

Highest Unemployment
Rate During Covid

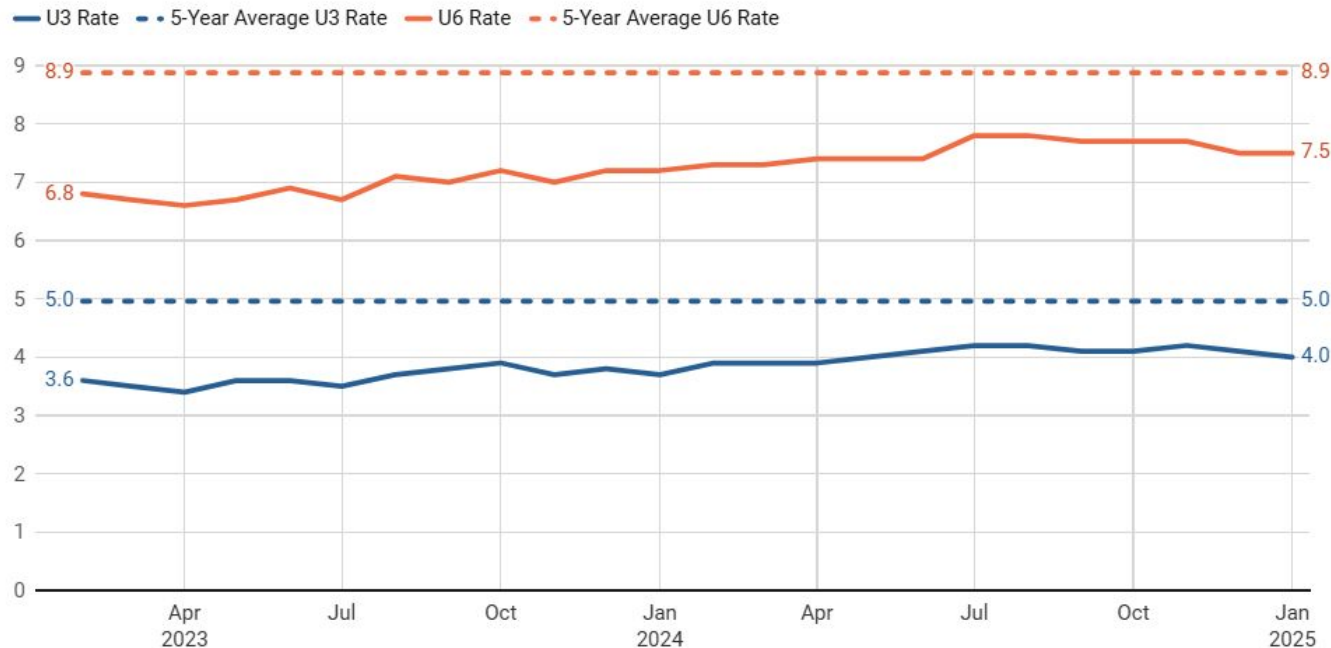
3.7% Jan 2024

Unemployment Rate
Last Year

4.0% Jan 2025

Unemployment Rate

U-3 Unemployment Rate Declines Marginally



 **Insight Found: 4-5% U-3 rate** is ideal, reflecting a healthy economy with normal job transitions.

 **Insight Found: 7.5% -U-6 rate** suggests that there aren't many underemployed workers.

 **Key findings:** The job market is strong, with low unemployment and minimal underemployment.

U.S. Chamber of Commerce

National job openings vs. number of unemployed workers

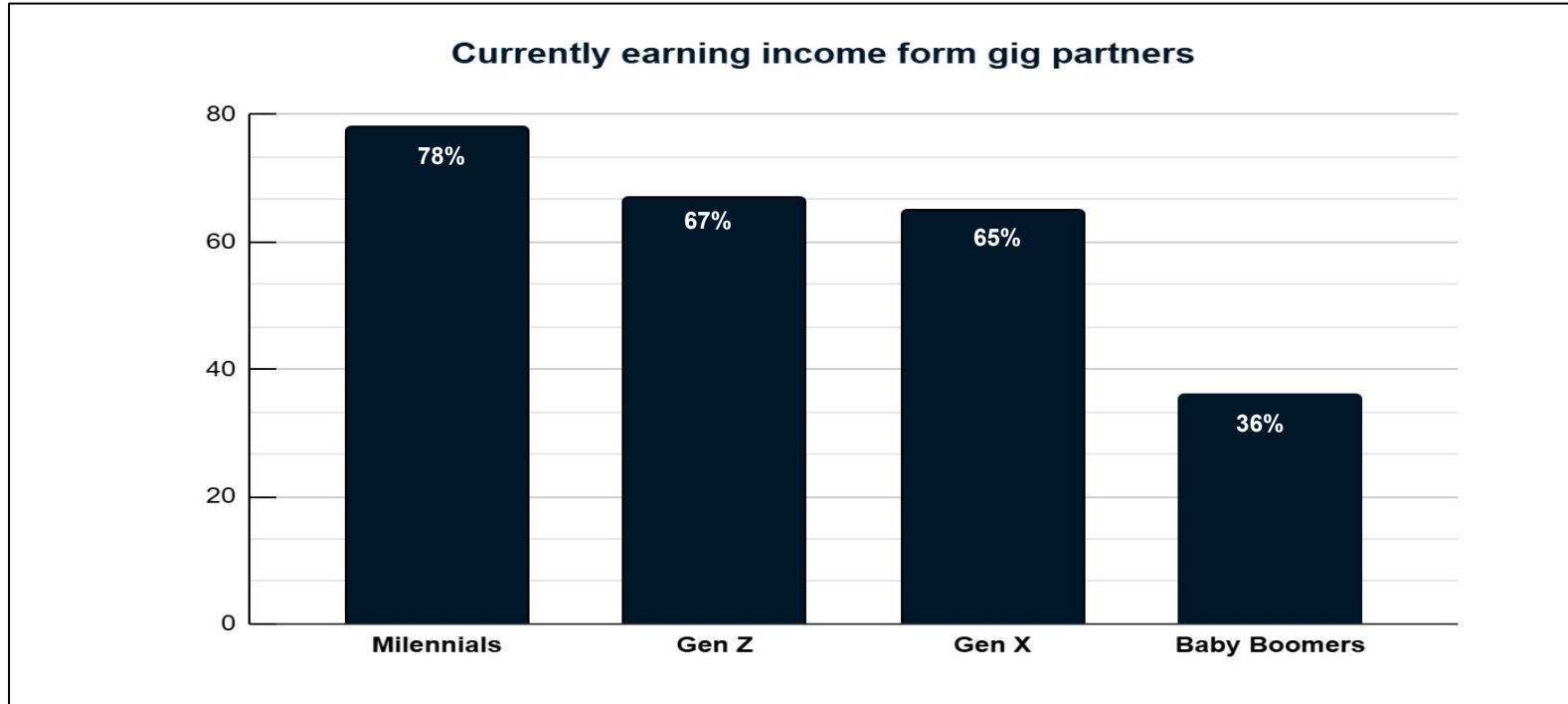
January 2025

— Job openings — Unemployed workers
■ Indicates recession

Source: U.S. Chamber Analysis,
Bureau of Labor Statistics Data



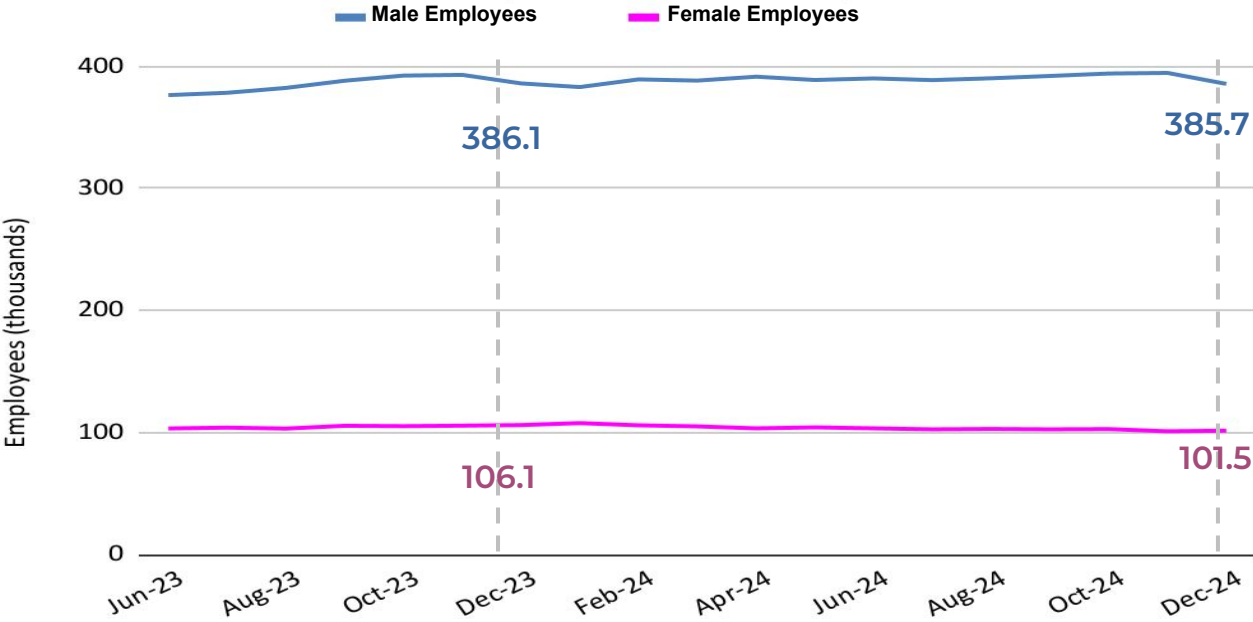
According to a TransUnion research conducted in October 2024, more than half (62%) of U.S. adults earn money working for a gig platform.



Employers may explore ways to match the gig economy's advantages by offering autonomy, schedule flexibility and faster access to earnings.

Tire Dealers — Gender

Employees in Auto Parts, Accessories, and Tire Stores



Total employment
in tire retail is
down -1.02% YoY



-0.10%
employed
Dec 23 -
Dec 24



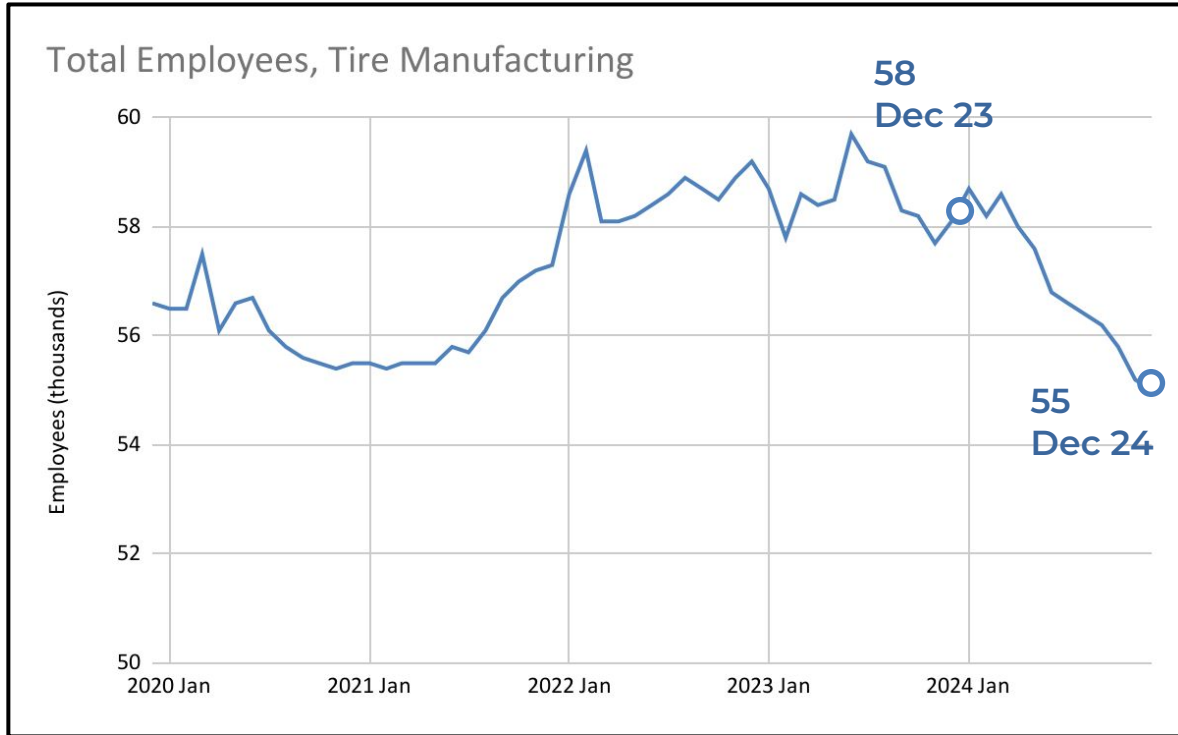
-4.34%
employed
Dec 23 -
Dec 24

Total female retail
employment is
down -0.2% YoY

Women Employment Over Time (Jan 2022 - Dec 2024)



5 Year Employment in Tire Manufacturing (USA)



-5.5 % change
Dec 23 - Dec 24

Compensation Differences

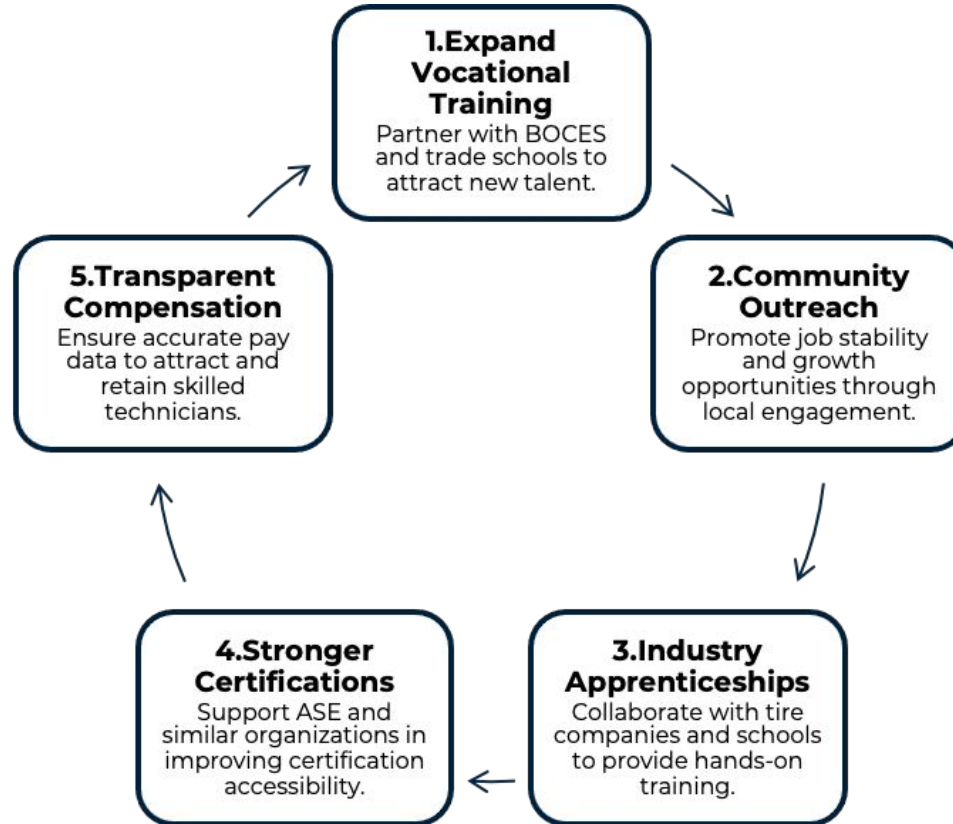
Position	Average Annual Salary	Notes
Tire Technician	\$35,100	Entry-level: \$30,308; Experienced: up to \$43,680 (Talent.com).
Starbucks Barista	~\$37,440	Based on \$18/hour average (NYPost.com).
Retail Sales Associate	~\$36,000	Based on an average hourly wage of \$17.30 (Indeed.com).
OTR Tire Technician	\$100,000+	Specialized roles (e.g., servicing mining tires) can reach six figures.



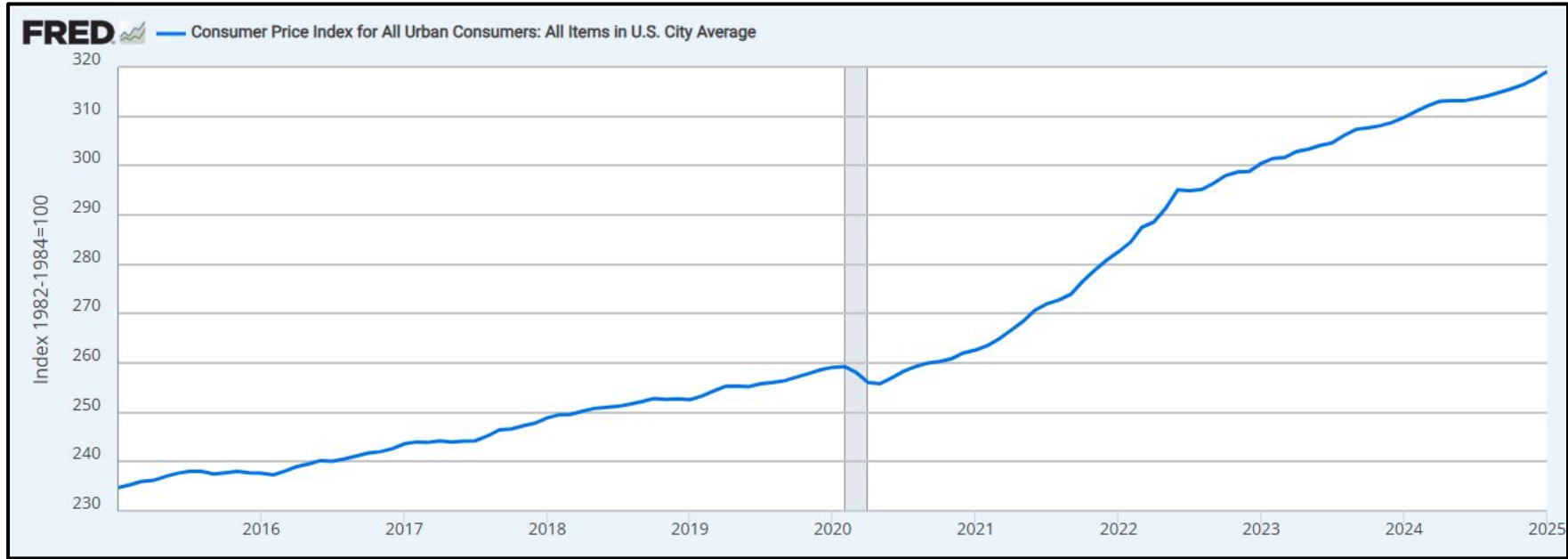
Benefits Comparison:

- Tire Technicians:** Benefits vary by employer; may include health insurance, retirement plans, and paid time off.
- Starbucks Employees:** Offers comprehensive benefits, including health coverage, stock options, and tuition assistance for eligible employees.

Strategies to Address the Shortage



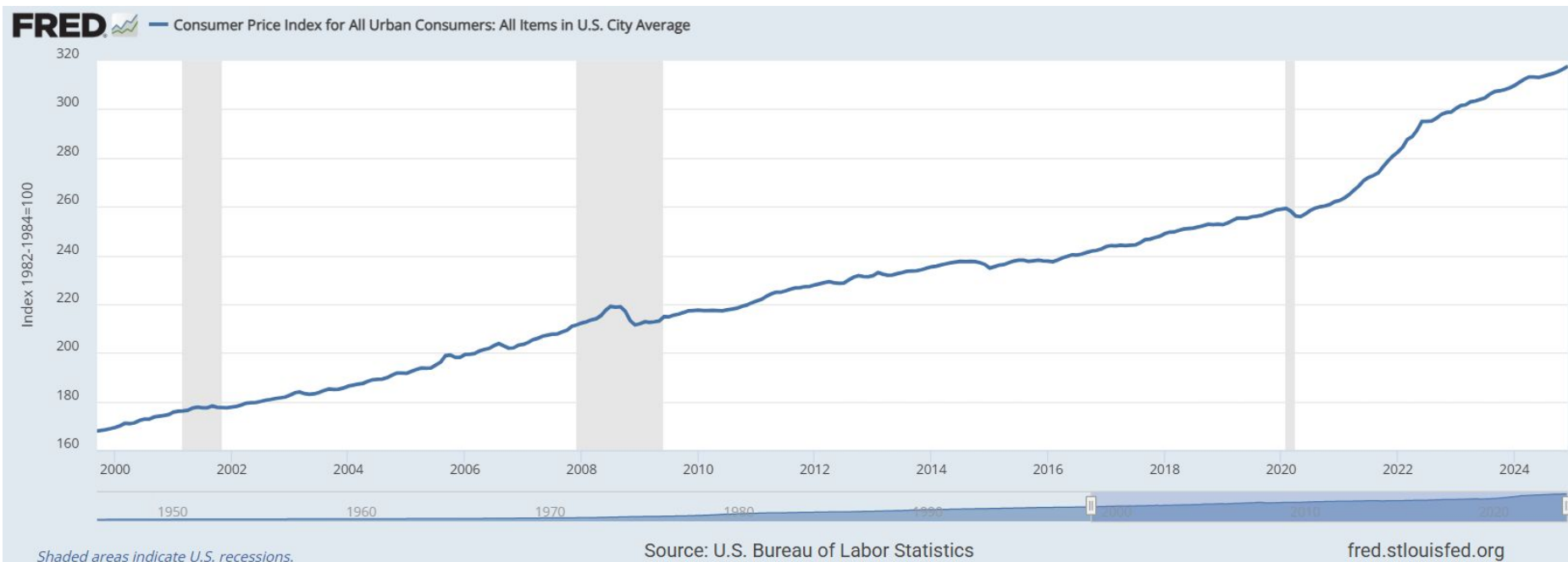
CPI is up 3% over last 12 months



Employee Cost of living

Source: U.S. Bureau of Labor statistics

Curve is Steep. Fed Target is unrealistic 2-3%?



The price of gold has increased by 45% over the last year, or almost \$900 per oz.

GENERATIONAL PROFILES AND WORKFORCE DYNAMICS



Baby Boomers
(1946-1964)

61-79*

15%**



Generation X
(1965-1980)

45-60

31%



Millennials
(1981-1996)

29-44

36%



Generation Z
(1997-2012)

14-28

18%

Talent Traction

*As Of Feb 2025 If Born

**1%=Silent Generation

Millennials

Gen Z

Characteristics

Collaborative, purpose-driven,
tech-adaptable.

Digital natives, value diversity &
mental health, entrepreneurial.

Job Motivations

Seek meaningful work and
inclusive environments.

Desire flexibility, inclusivity, &
alignment with personal values.

Work Principles

Driven by purpose and
impact.

Seek a balance between work &
personal life.

Talent Traction



While Gen Z share certain workplace attitudes with other generations, work environment and mental - health factors have, on average, a greater impact on their performance.



At Tire Talent, we understand that you have a choice in who represents you on your career journey. We appreciate the ability to earn your commitment and trust through this process.

Below is our **Candidate Commitment**—a pledge outlining what you can expect from us and how you can help make the process as smooth and successful as possible. We believe that working together with trust, transparency, and responsiveness is the key to finding a role that truly fits you.

Please review this pledge and let us know once you've read it by replying to this email with YES I agree.

We're excited to support you in discovering your next great opportunity!

What We Do for You:

- **Professional Representation & Confidentiality**

We prioritize your career goals with professionalism and strict confidentiality to protect your current position.

- **Accurate & Timely Information**

We promptly share relevant opportunities and provide weekly updates. Please note that we are sometimes at the mercy of our clients but will do our best to update you.

- **Negotiation & Offer Support**

We advocate for you during negotiations, offering guidance on salary, benefits, and resignation handling. You are the driver, we are the coach.

- **Ongoing Support & Coaching**

After placement, we continue to offer guidance, helping you adjust and address any challenges in your new role shall the need arise.




What We Expect from You:

- **Confidentiality**
Keep all information we share about opportunities confidential. Information is our currency and how we support our families.
- **Commitment to Opportunities**
Be genuinely open to new opportunities, prepared to accept an offer, and ready to resign from your current role if it has met all your requirements.
- **Provide Timely Information/Updates**
If anything changes on your end regarding your interest in an opportunity, please let us know promptly.
- **Interview Availability**
Be available for interviews, attend pre-interview preparations with us, and research the client beforehand.
- **Timely Feedback**
Share feedback within 24 hours of client interactions and inform us promptly if you receive other job offers.
- **Decision Preparedness**
Involve family or advisors in decision-making and let us know your choice within 48 hours of receiving an offer (or as set by the employer).

We are moving you forward for the XX opportunity with XX.

Based on our conversation:

- Salary (confirm by putting in the range you've agreed on the QC)
- Relocation (if needed, by adding the state where they will relocate)
- Please confirm whether you've applied, interviewed, or submitted your resume through another recruitment agency or directly at XX in the past 12 months?

Thank  for your time and collaboration!

Tire Industry Employee Survey Results for 2025



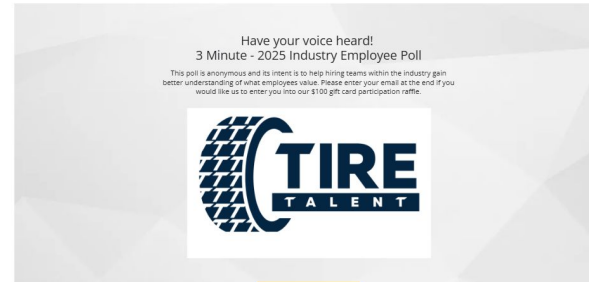
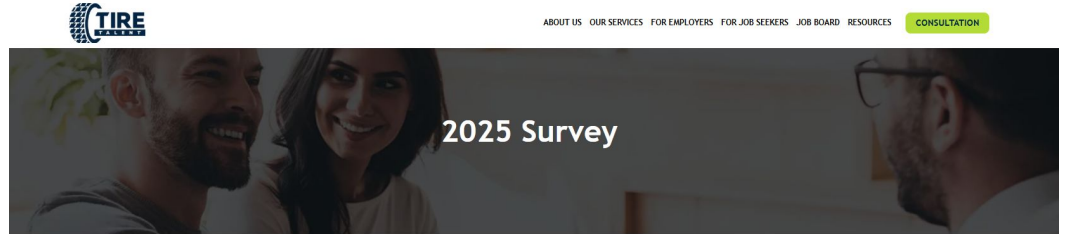
Survey Objective

Purpose:

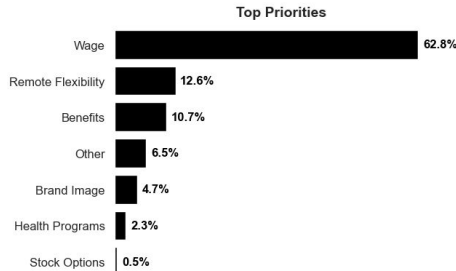
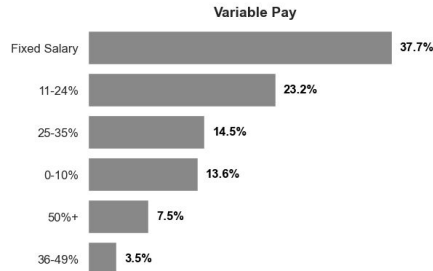
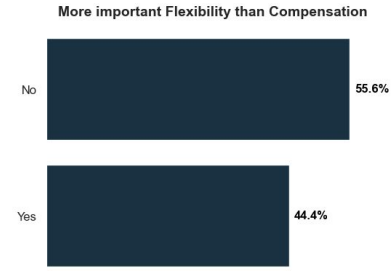
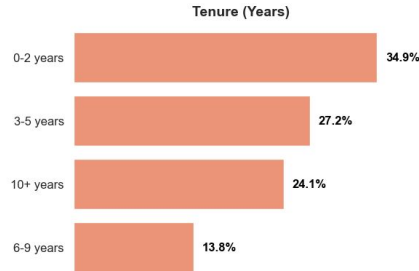
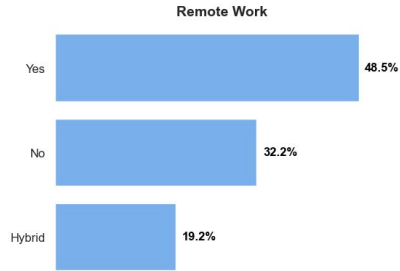
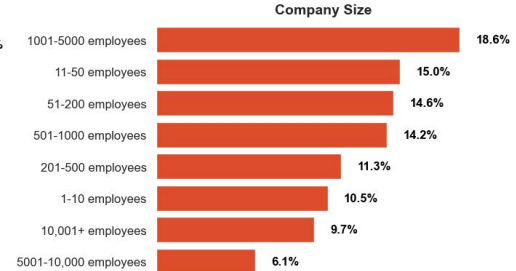
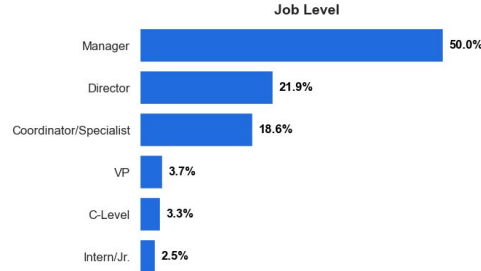
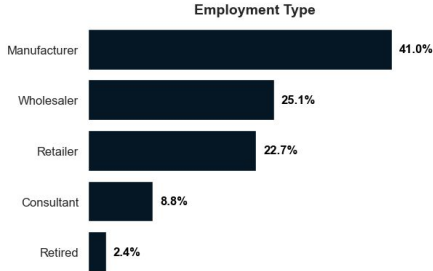
- Understand **what employees prioritize** in their workplace.
- Analyze **trends in salary, growth opportunities, and work flexibility.**
- Provide actionable insights for companies to **improve retention.**

Overview:

- 25 question survey
- 343 responses collected by employees from **C-Level to interns.**
- Industries: **Tire & Rubber sector.**
- Work Modalities: **Hybrid, Remote, On-site.**



Big Picture: Workforce & Priorities Overview



Employee Retention & Satisfaction




In one word why do you choose to stay with your company?

- 💡 **Loyalty, Security and Stability** are the top retention drivers.
- 💡 **Salary and flexibility** - Fair pay signals long-term opportunity, while flexibility improves work-life balance and satisfaction.
- 💡 **Career growth and strong leadership**- enhance employee satisfaction.

Does KPI and job clarity affect retention?



 **Insights Found:** Uncertainty about KPIs and job clarity is a retention risk.

 **Takeaway:** Structured career development plans and regular reviews can enhance employee retention through job satisfaction.

Can you Grow? Does Leadership listen?



Limited growth opportunities (3/5)



Takeaways:

Transparent communication and frequent feedback.

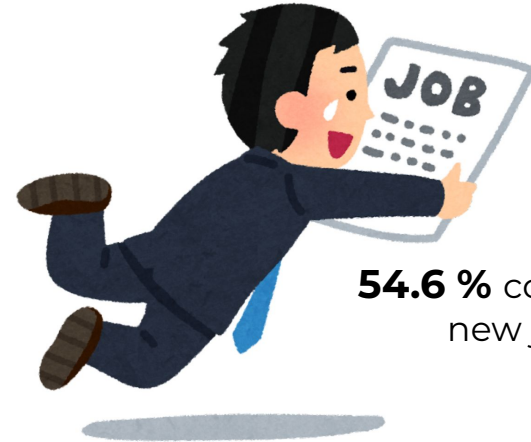
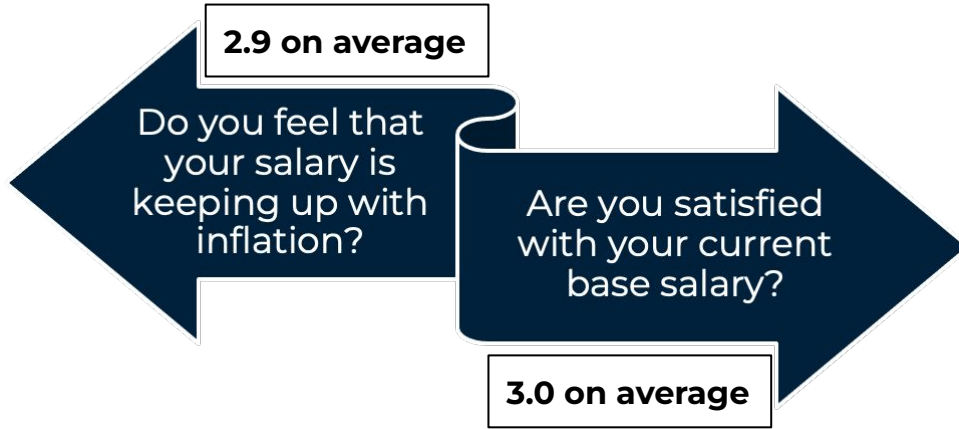
Mentorship and coaching for career development.

Recognition and milestones celebration.



3.1 Average

Salary Satisfaction & Retention Risks



💡 Employee retention takeaways:

Fair pay signals long-term opportunity-
Salary reviews + benefits packages.

Development support.

Regularly benchmark salaries against
industry standards.

Key survey takeaways

- ✓ **Retaining Talent:** Clear job expectations, career growth, competitive compensation and good work - life balance.
- ✓ **Attracting:** Employee Reviews on social media, competitive comp, growth plan.
- ✓ **Stronger Leadership:** Strong leadership, improved communication and accurately representing company culture in the hiring process leads to long-term retention.



Thank You



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Tire Industry Employee Survey Results for 2025



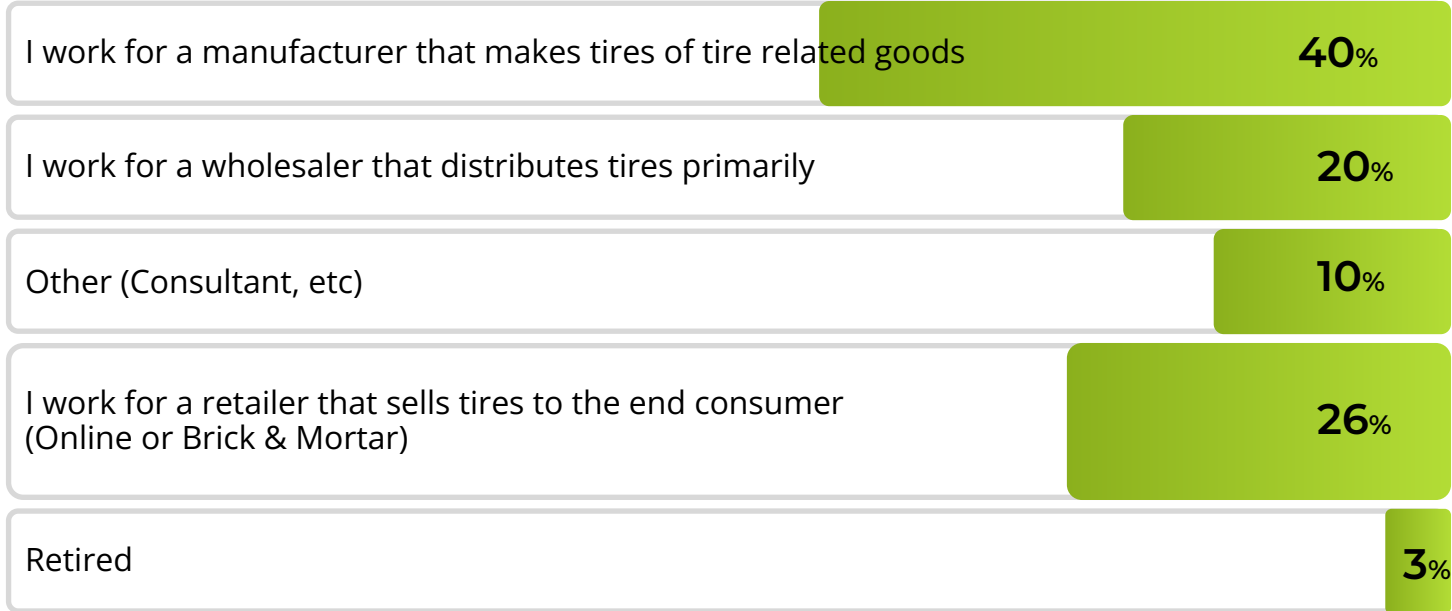


3 Minute — Tire Industry Employee Poll

362 polled

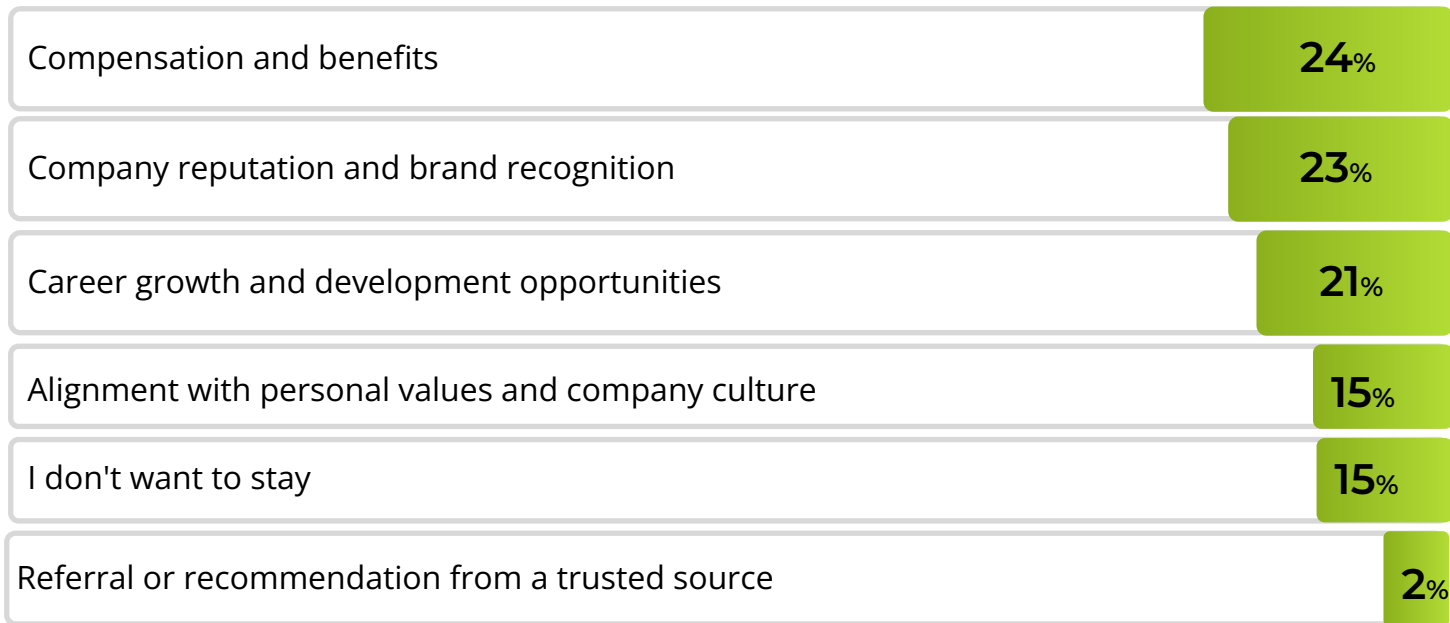
This poll is anonymous and its intent is to help hiring teams within the industry gain better understanding of what employees value

Which below best describes you?



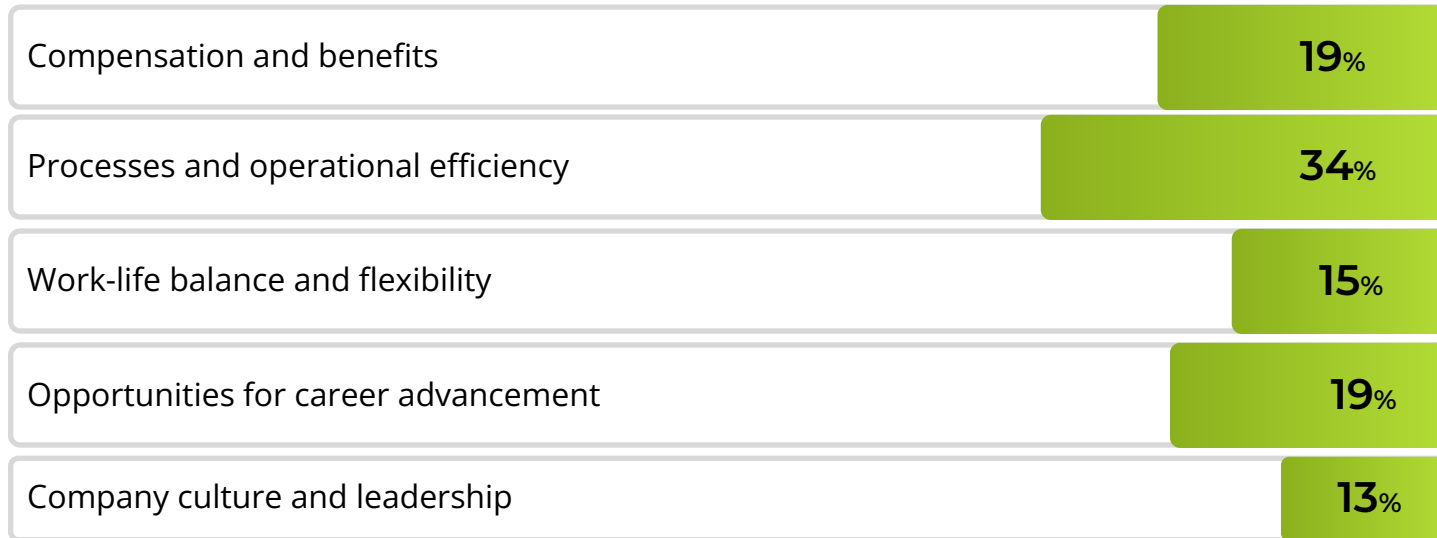
What makes you stay with your company?

(Multiple answers allowed in this question)

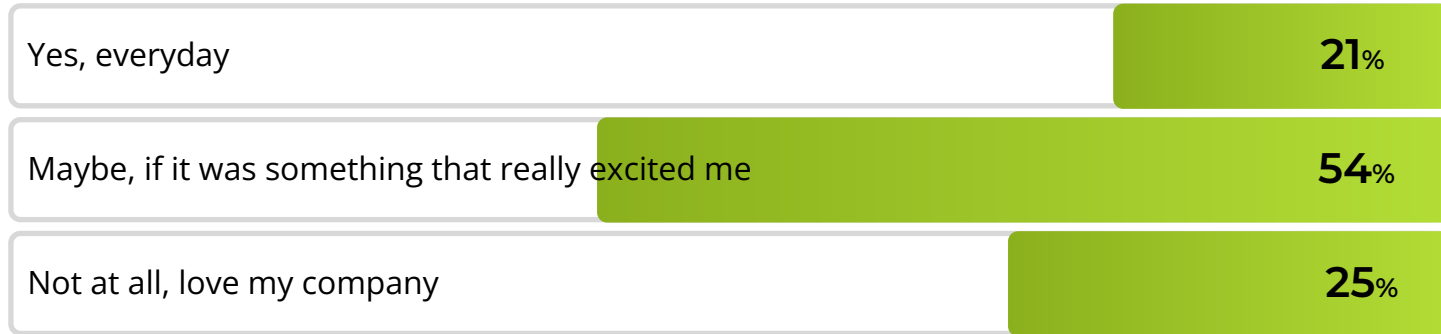


If there's something you can change about your current company, what would it be?

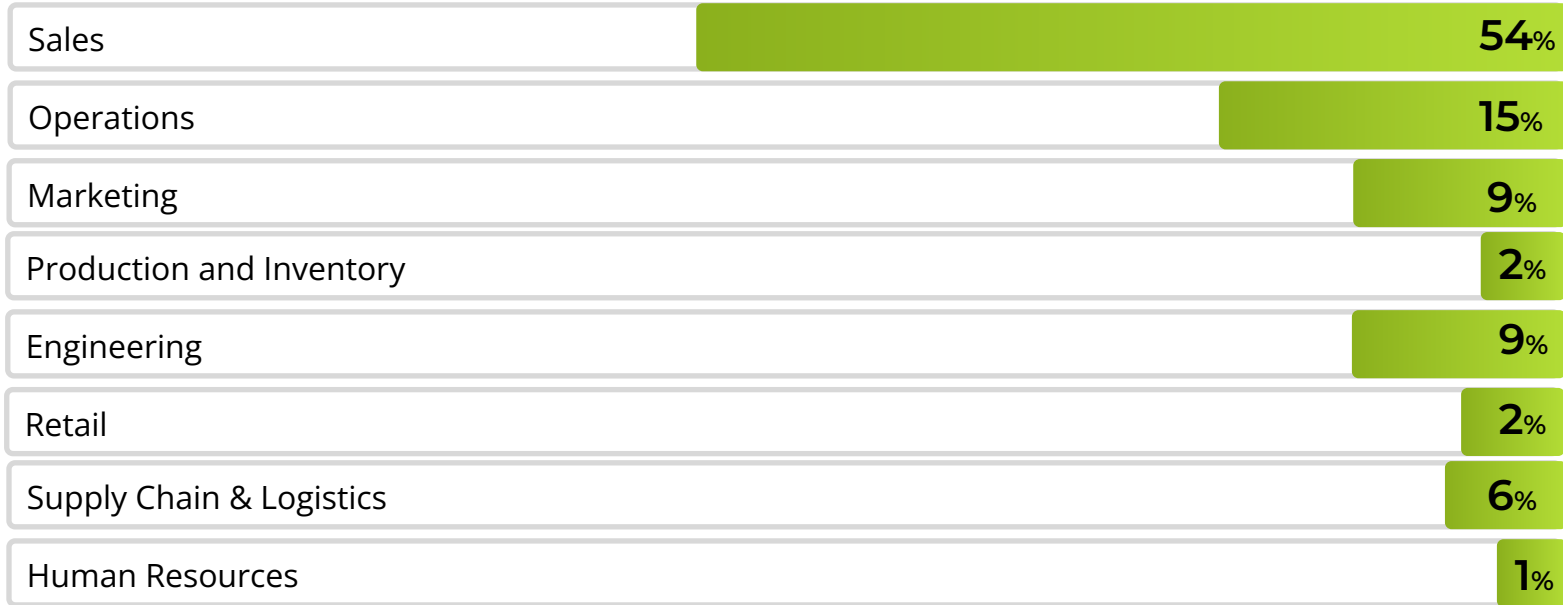
(Multiple answers allowed in this question)



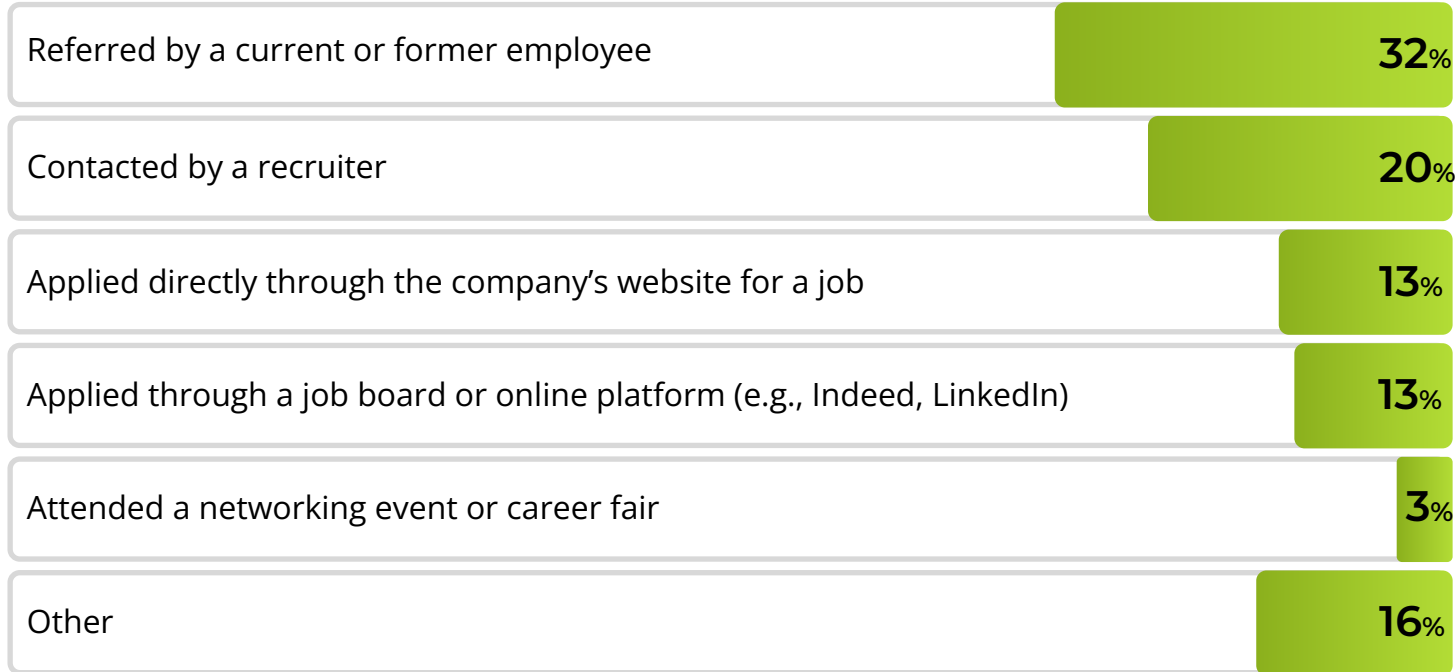
Are you currently looking for employment with another employer?



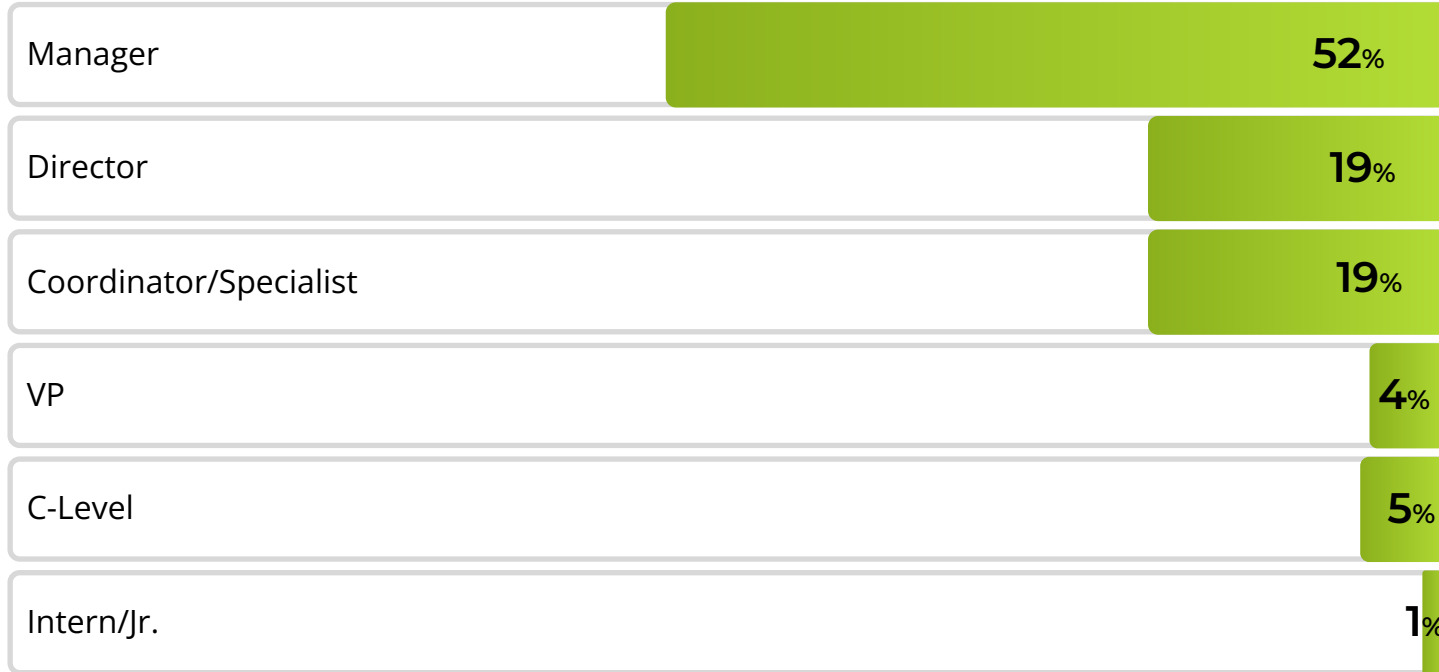
What department do you work in?



How did you originally get to your current company?



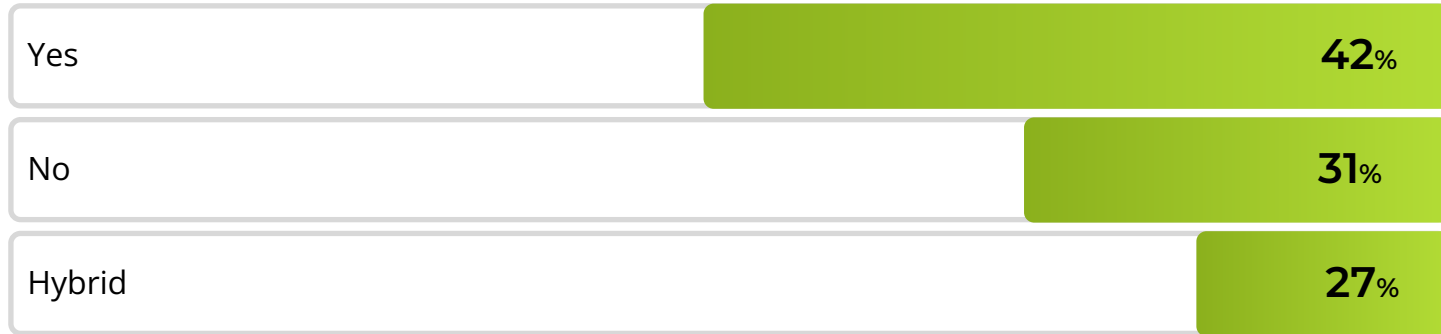
What is your current title level?



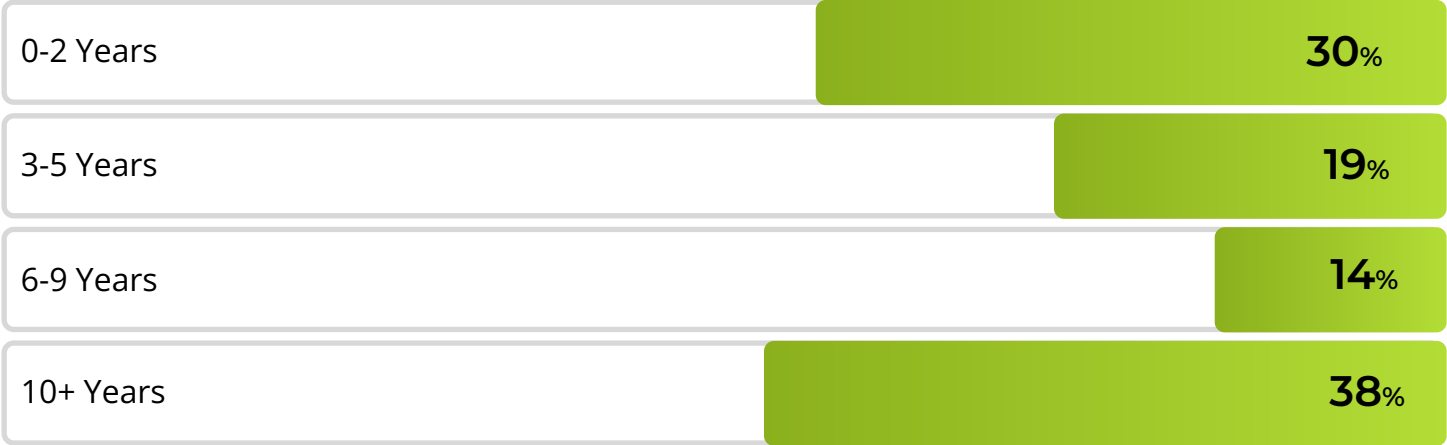
How many USA based employees does your company have approximately?



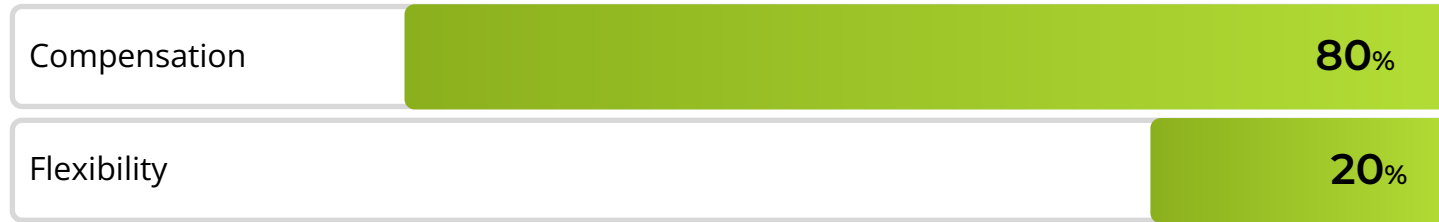
Do you currently work remote?



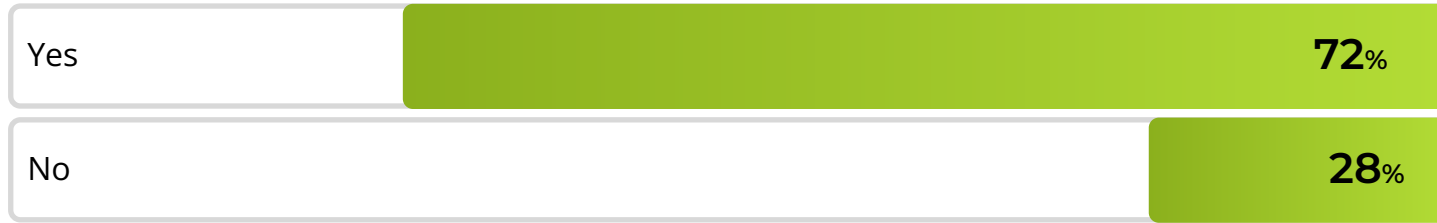
How long have you been with your current company?



In your current position, would you prefer more compensation or more flexibility?



Do you have the needed resources, training, and support to do your job efficiently and effectively?



Do you feel you have good work life balance?



Do you feel that your salary is keeping up with inflation?



Are you satisfied with your current base salary?



Do you feel that your company listens to you and values your opinions?



Does your job have well-defined, concise, and clear goals/objectives?



Do you feel you can grow within your current company?



Do you have concerns about the potential impact of Artificial Intelligence (A I) and your job security?



Have you used A I to be more efficient at your work?



Do you feel your company is keeping up with technology?



Rate how accurately the hiring process reflected the company's environment, culture, and work upon your actual employment experience.



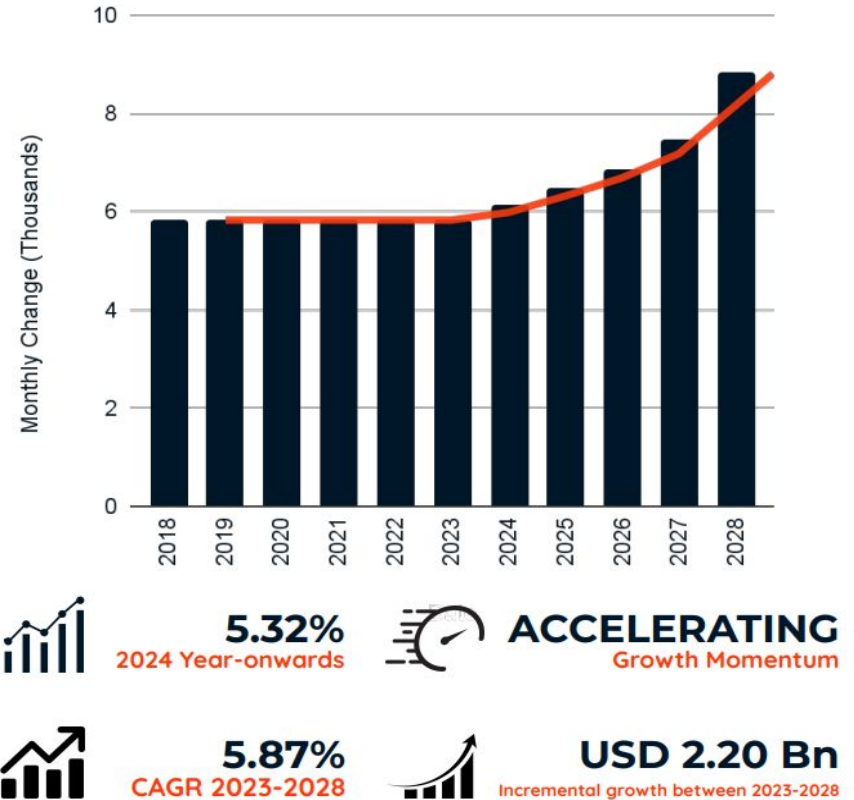
Do your leaders live the values of the organization?



Supplemental Slides



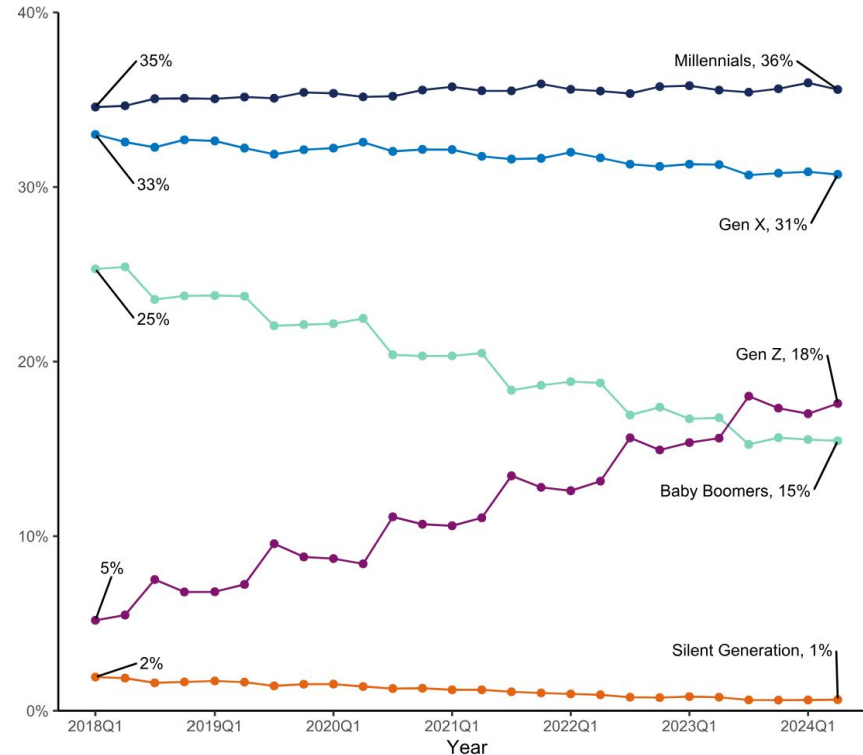
As of August 2024, the U.S. tire market has reached an estimated value of \$27.5 billion, continuing its stable annual growth rate of around 3% since 2020.



Changes in the Generational Composition of the Labor Force

How has the generational composition of the labor force changed in the years since the COVID-19 pandemic? In the third quarter of 2023, the share of Gen Z workers in the labor force surpassed that of Baby Boomers for the first time. As of the second quarter of 2024, Gen Z workers were almost a fifth (18%) of the labor force, with Baby Boomers comprising 15% of the labor force. Millennials made up the largest share of the labor force (36%), while the Silent Generation has almost entirely retired (1%). Gen X occupied the second largest share (31%), and the Gen X share has declined modestly at a similar rate to that which the Millennial share has increased.

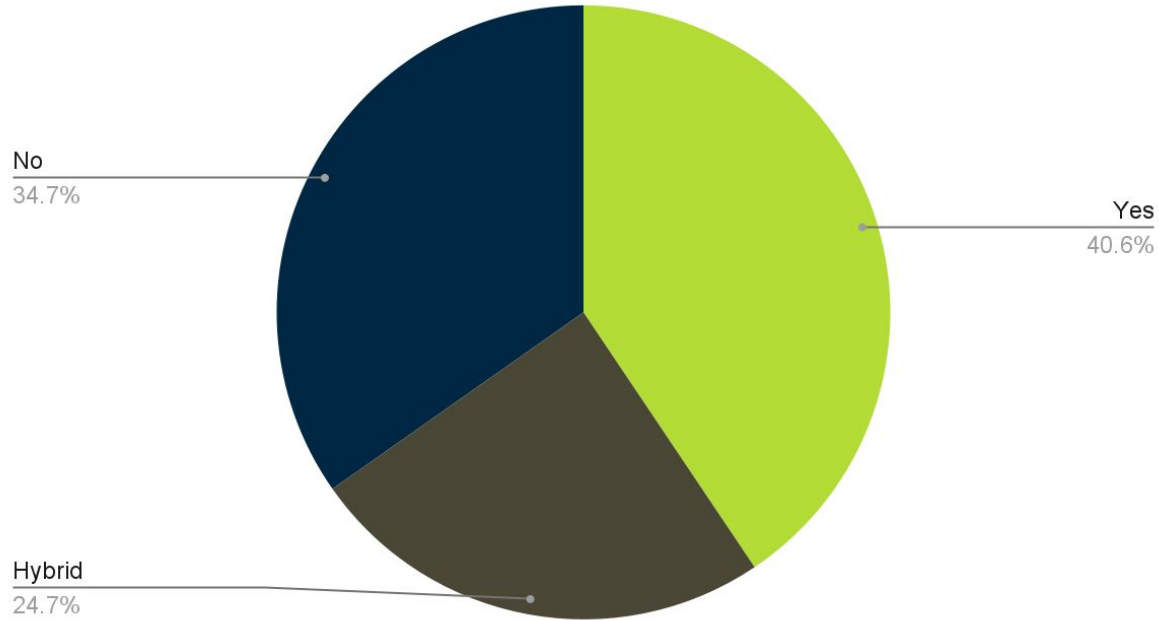
Generational share of the labor force




Source: analysis of CPS Basic Monthly Samples (2018–2024) accessed via IPUMS

Remote Work & Workplace Flexibility

Do you currently work remote?

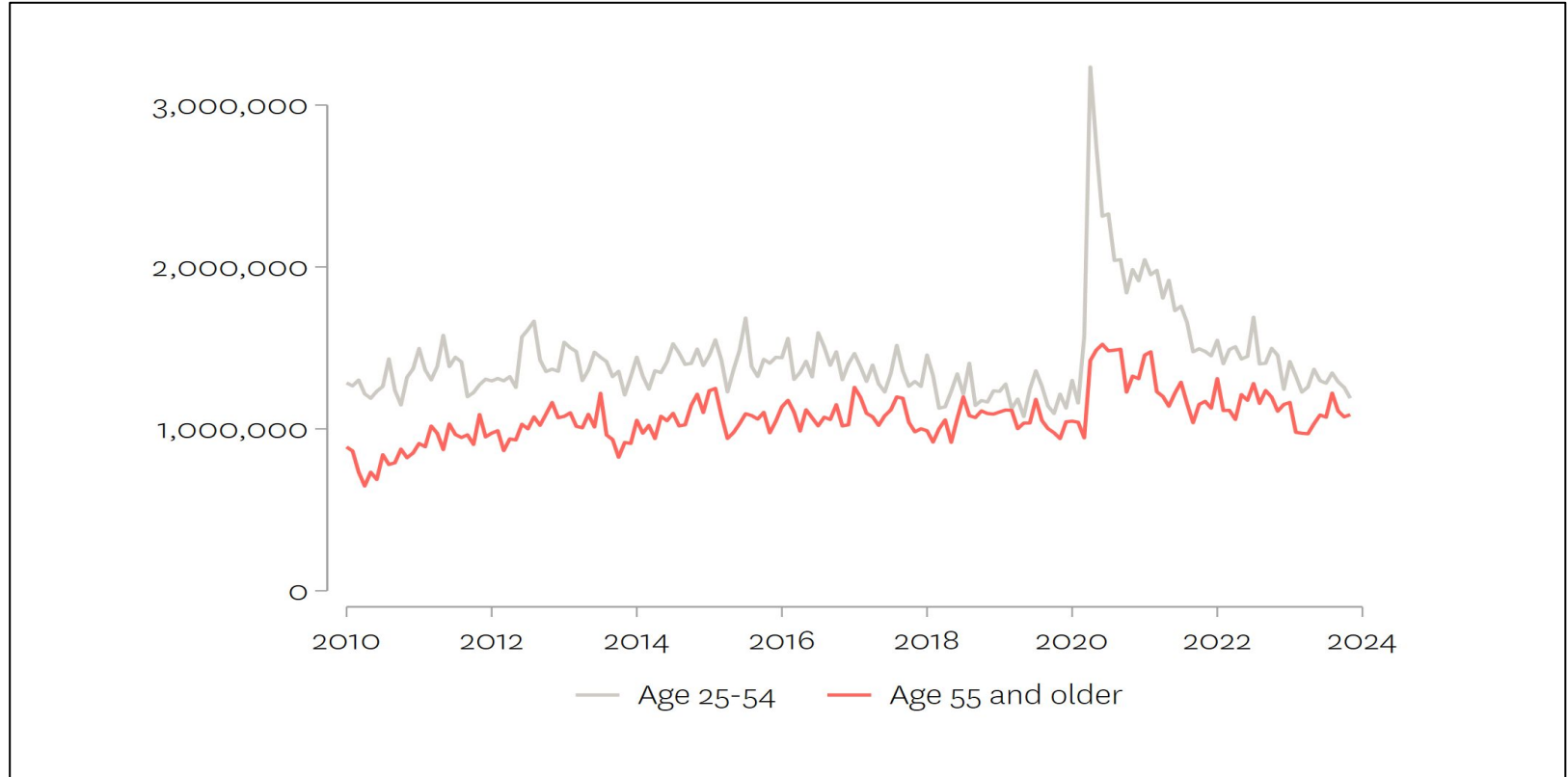


 **Insights:** remote work is growing and flexibility is no longer a luxury, but an expectation.



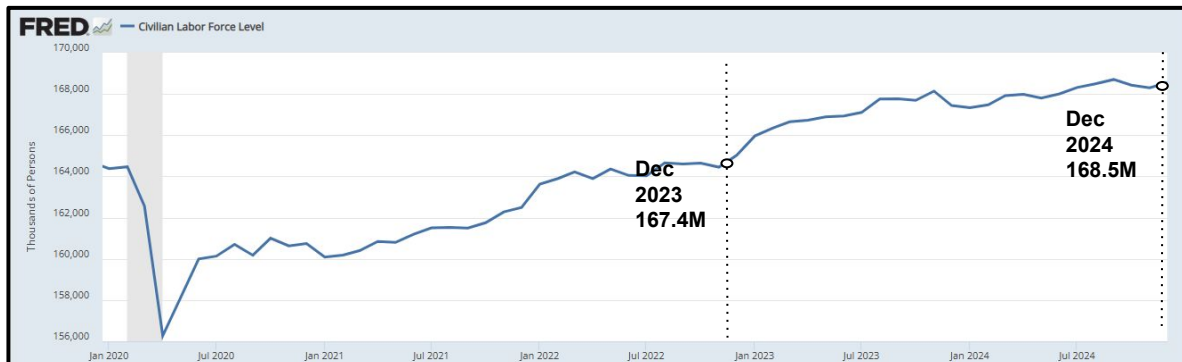
Takeaways: balance between remote and hybrid work, enhances employee satisfaction.

U-7 shows rising long-term disencouragement in 55+ workers



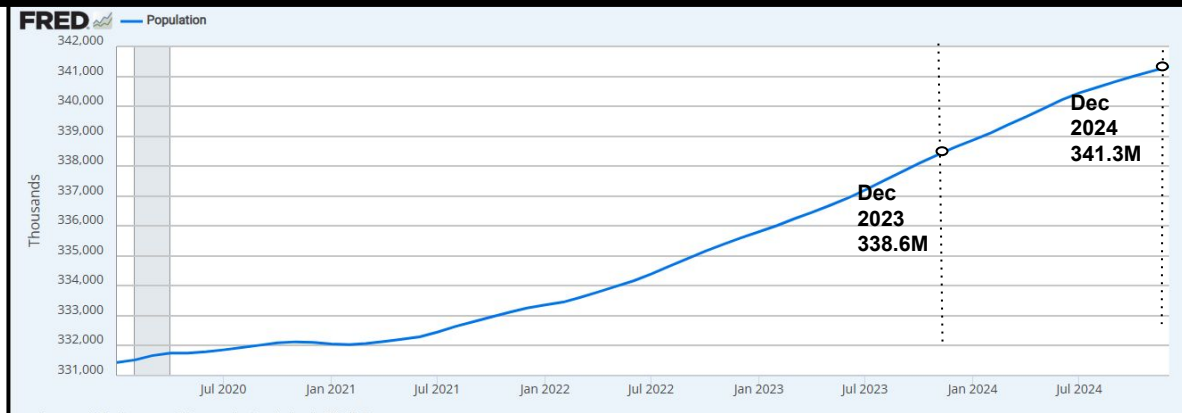
Current US Labor Force Level (units)

Rate of change of Labor Force is slower than Population growth



**Delta = +1,108,000
people from Dec
'23 - Dec '24**

0.65% change



**Delta = +2,700,000
people from Dec
'23 - Dec '24**

0.79% change

Thank You



tiretalent.com