



The Economic Graph

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The world's largest professional network



LinkedIn's vision

Create economic opportunity for every member of the global workforce

LinkedIn's mission

Connect the world's professionals to be more productive and successful



The Economic Graph



645M

Members

30M

Companies

23M

Jobs

35K

Skills

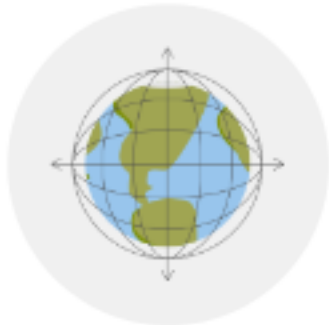
90K

Schools

280B

Knowledge

Advantages of LinkedIn Data



Global

Compare hundreds of countries and cities



Granular

Breakdown by location, industry, function, etc.



Real-Time

Members constantly update their profiles



Historical

Monitor data – like migration patterns over time

Economic graph team's mission

Transform how the world's leaders see the workforce and act to enhance access to jobs and training in the 21st century.

The role of LinkedIn in a changing workforce



AI and automation



Skills gaps



Independent work

Civic Engagement



Training Finder Pilot

In partnership with Skillful, we launched Training Finder, a product which helps workers discover training programs to learn skills needed for in-demand middle-skill roles

InPloyment Pilot

Assessing the impact of LinkedIn products and training on re-employment outcomes for workers receiving unemployment insurance benefits from the government

LinkedIn Gigs Pilot

A common application that can be used to apply to multiple on-demand gigs at once, with the goal of democratizing access to the gig economy for low-skill and middle-skill workers

Data For Impact



World Bank - Competitive Cities Project

Partnering with the World Bank to develop indicators for entrepreneurial activity in developing economies

National League of Cities

Partnering with six U.S. cities to build policies and programs to support attainment of higher education credentials

Kerala Migration Project

Partnering with the Government of Kerala, India, to inform new training curriculums

Our Automated Insights

Workforce Report August 2019

Atlanta

August 2019

Cities that Atlanta Has Gained the Most Workers From

Rate per 10,000 Members

Top Three

- 1) Athens, GA
- 2) Wichita, KS
- 3) New York City, NY



We define migration as a member changing their location on their LinkedIn profile. To develop the list of cities that Atlanta gained the most workers from, we identified the cities the most LinkedIn members moved to Atlanta from in the past 12 months. For every 10,000 LinkedIn members in Atlanta, 3.4 moved to the city in the last 12 months from Athens.

LinkedIn

LinkedIn Workforce Reports

- Monthly reports on hiring, skills, and migration trends in the U.S. workforce and U.K. workforce

LinkedIn is developing the world's first Economic Graph - a digital mapping of the global economy. To share economic insights for every member of the global workforce, insights from the Economic Graph can help you grow your regional market, fill open jobs, and build the workforce.

8M

Members Profiled
80%+ Ready

122K

Companies Represented
80% Satisfied

433K

Open Jobs
80% Satisfied

38K

Submits Documentation
80% Satisfied

35K

Completed On-Time
80% Satisfied

1. Understand your market

Top 5 industries on LinkedIn by growth

- 1. Computing in Health, Fitness and Performance
- 2. Software & IT Services and Staffing and HR



- Growing employers**
Companies with the highest share of being the employer
- 1. **VeriCare Health Plan**
 - 2. **Lockheed Martin**
 - 3. **Advanced Health**
 - 4. **PHC**
 - 5. **VeriCare Health**

2. Fill open jobs

Top 10 Demand Jobs

Occupations with the highest share of being in demand



Top 10 Demand Skills

Most common skills among in-demand jobs

Major Market	Medium Market	Minor Skills
1. Leadership	1. Leadership Management	1. Leadership Training and Development
2. Sales	2. Sales Operations	2. Business Opportunity Building
3. Negotiation	3. Negotiation	3. Business Management
4. Marketing	4. Business Administration	4. Project Management
5. Business Management	5. Business Development	5. Entrepreneurship

3. Attract & retain talent

Top places you are getting workers from and losing workers to



Talent Gains

- Top Sources**
1. New York
 2. Texas
 3. Florida
 4. Pennsylvania
 5. Ohio

- Colored Skills**
1. Customer Service
 2. Sales
 3. Strategic Planning
 4. Team Building
 5. Project Management

Talent Losses

- Top Destinations**
1. Colorado
 2. Texas
 3. Washington
 4. North Carolina
 5. Tennessee

- Lost Skills**
1. Java
 2. Python Programming
 3. JavaScript
 4. Java
 5. Programming Language

Labor Market Insights

Engaging cities, states and countries to increase the impact of millions of dollars of economic development investment

Industry Reports

LinkedIn Economic Graph

Industry Report

Florida | Health Care

LinkedIn is developing the world's first Economic Graph – a digital mapping of the global economy. This industry report uses the Economic Graph to provide a snapshot, monthly key transformations, and highlight trends shaping the industry's future. We hope these insights assist in creating economic opportunity for your workforce.

Industry Snapshot: What your Health Care industry looks like today

Size of Health Care Industry on LinkedIn

Based on LinkedIn data – this is how many people, companies, and open roles make up Florida's Health Care industry today.



Profile of Florida's Health Care Workforce



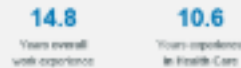
Skills In-Demand to Industry

Skills industry leaders in Florida's Health Care industry*

- customer service
- leadership
- microsoft office
- healthcare
- management

Years of Work Experience

Average # of years overall and in industry with experience across industry workers here.



Top Skills for New Hires

Skills unique to professionals who most land in Health Care industry in Florida this quarter.

- customer service
- leadership
- microsoft office
- microsoft word
- microsoft excel

Industry Transformation: How industry is changing over time

Company Size

How company size in industry is changing over time.



Net Industry Flows

Net flow of talent to industry**



Industry Opportunity

% of workers who took career opportunity within their industry.



Top Former Industries

Most common industries, beyond current, that workers are coming from.



Top 5 New Industries

Most common industries, beyond current, that workers departed.



Top 5 Skills Evolving Fast

Most common skills coming from new entrants into your region.



Adapt & retain talent

Get label of professionals moving in and out of your geography over an area that Florida is gaining Health Care workers.

These are the top locations that you are gaining professionals from and losing professionals to.

Label: Gains/Losses

- New York
- Massachusetts
- Ohio
- Illinois
- Missouri



Label: Losses/Outflows

- California
- Florida
- North Carolina
- South Carolina
- Region

Legend: Blue circle = Migration, Black circle = Net loss. Bubble size represents magnitude of net gain or loss of workers.

Trends Shaping the Future: Industry trends to watch

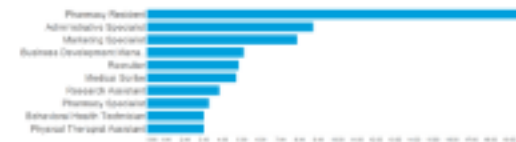
Top 10 Fastest Growing Skills Over Past Quarter

Skills trending across industry over the past quarter (based on skill adds/index against membership trends).



Top 10 Fastest Growing Job Titles Over Past Quarter

Job titles trending over the past quarter (based on job title adds/index against membership trends).



Methodology Notes

LinkedIn Data Customer Insights is the region's labor workforce representation from up LinkedIn data. Data is influenced by LinkedIn's geography or industry penetration. (Other industry mapping is based on what company a worker indicates they work for and not necessarily the company they indicated they are part of; industry options do not currently map to standardized industry segments (e.g., NAICS codes).)

* Source: BLS. To determine unique skills, we reviewed the skill profiles of all region and industry combinations across the world. The skills listed are the ones where your region had a unique prominence in the Health Care industry.

** Net Industry Flows: Index of how LinkedIn members are moving across industries. Based on net in/outflow in net loss. For example, if a net of 25 members joined a Health industry with 1,000 members in a geographic region after leaving one in 2016, that Health industry would have had a 2% net loss during transition in that year. We calculate these index scores of industries on an annual basis and report an average of the last three years. The main index is built entirely on a sample of LinkedIn members that form a company registered on LinkedIn on their profile. Since white-collar workers in knowledge-based services sectors are more likely to be on LinkedIn, the growth rate above may not accurately represent sectors like manufacturing and mining that tend to have more blue-collar workers.

LinkedIn is committed to helping policymakers around the world create economic opportunity. For more information visit www.linkedin.com/economicgraph.

America's Talent Magnet Cities

□ How Have the Rankings Changed?

September 2018
Cities that Gained the Most Workers
Population Gain per 10,000 Members



We define a migration location as a member changing their location on their LinkedIn profile. To develop the list of cities that gained the most workers, we analyzed migration of LinkedIn members in and out of U.S. cities for the past 12 months, 10 for every 10,000 LinkedIn members in Austin, TX arrived in the past 12 months.



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- Austin, Nashville, Charlotte, Phoenix heat up!
- Denver may fall down the rankings soon - too expensive?

Skills Gap Analytics (SGA)

Measuring Supply and Demand of Skill Group Over Time

Rank	Skill Group	National Shortage, Year Ago	National Shortage, Today	Delta	Rank a Year Ago
1	Oral Communication	872,817	1,193,873	321,056	1
2	Business Management	155,509	531,320	375,811	8
3	Leadership	158,750	493,493	334,743	7
4	People Management	251,210	399,715	148,505	2
5	Digital Literacy	89,294	356,111	266,817	15
6	Software Development Tools	230,601	351,597	120,996	4
7	Social Media	214,876	349,561	134,685	5
8	Time Management	237,603	345,093	107,490	3
9	Data Science	136,545	288,316	151,771	10
10	Data Storage Technologies	133,505	254,900	121,395	12

As the labor market has tightened, digital literacy has risen sharply in importance as a set of skills in shortage.

Our Core Research Themes



Career Pathing

Help people prepare, train for, and invest in their careers.



AI, Automation, & Emerging Tech

Help economies take advantage of new tech opportunities.



Entrepreneurship

Give cities intelligence about their entrepreneurial ecosystems.



Global Economic Integration

Help govs connect talent and knowledge to economic growth.

Career Pathways

Help people prepare and train for the future of work



In-demand skills

What skills do employers need most? What skills do students need?



Skills for Resilience

What skills increase worker adaptability in the future of work?



Network Gaps

Where can interventions improve the opportunity value of people's networks?

AI, Automation and Emerging Technologies

How fast are new technologies diffusing? What skills are needed to adapt?



AI in the Economy

How fast is AI diffusing into the economy?



AI Talent

What skills does AI talent have?
Where do they come from?



Emerging Tech

What new technologies are on the horizon? What skills are needed to prepare for them?

Entrepreneurship

What do local entrepreneurial ecosystems (EE) look like?



Who are “almost” entrepreneurs?

How fast is AI diffusing into the economy?



Who works for startups?

What skills does AI talent have?
Where do they come from?



Is there one type of EE, or many?

What new technologies are on the horizon? What skills are needed to prepare for them?

Global Economic Integration

Connect talent and knowledge for economic growth at home



Global Talent

Where is global talent my areas needs? Where is my talent going?



Connections and Opportunity

How connected are cities to each other?



Migration Decision

What kinds of things influence talent migration?



Thank You

