



LinkedIn Workforce Report | United States | February 2018

Over 146 million workers in the U.S. have LinkedIn profiles; over 20,000 companies in the U.S. use LinkedIn to recruit; over 3 million jobs are posted on LinkedIn in the U.S. every month; and members can add over 50,000 skills to their profiles to showcase their professional brands. This gives us unique insights into U.S. workforce trends.

The LinkedIn Workforce Report is a monthly report on employment trends in the U.S. workforce, and this month's report looks at our latest data through December 2017. It's divided into two sections: a [National](#) section that provides insights into hiring, skills gaps, and migration trends across the country, and a [City](#) section that provides insights into localized employment trends in 20 of the largest U.S. metro areas: [Atlanta](#), [Austin](#), [Boston](#), [Chicago](#), [Cleveland-Akron](#), [Dallas-Ft. Worth](#), [Denver](#), [Detroit](#), [Houston](#), [Los Angeles](#), [Miami-Ft. Lauderdale](#), [Minneapolis-St. Paul](#), [Nashville](#), [New York City](#), [Philadelphia](#), [Phoenix](#), [San Francisco Bay Area](#), [Seattle](#), [St. Louis](#), and [Washington, D.C.](#)

Our vision is to create economic opportunity for every worker in the global workforce. Whether you're a worker, an employer, a new grad, or a policymaker, we hope you'll use insights from our report to better understand and navigate the dynamics of today's labor market.

Key Insights

- **2018 is off to an incredibly strong start for hiring** – In January, hiring across the U.S. was 13.0% higher than in January 2017. Seasonally-adjusted hiring was 10.9% higher in January than in December 2017—making January 2018 the strongest month for hiring since May 2017. While it is too early to tell if this hiring spike is attributed to increased confidence from the new tax bill, the industries with the biggest year-over-year hiring increase in January were manufacturing and industrial (15.5% higher); aerospace, automotive, and transportation (13.2% higher); and financial services and insurance (12.5% higher).

- **Accountants benefit most from the new tax bill** – While hiring for accountants has been low compared to the national average in the past year, up only 7.7% compared to 13.0% nationally, demand for accountants has risen significantly in the past month. Seasonally-adjusted hiring for accountants in January was up 16.3% from December, compared to 10.9% nationally. This spike is likely attributable to the new tax bill, as the rise in demand goes beyond what is expected for the start of tax season alone. The cities with highest demand for accounting skills are [Austin](#), [Seattle](#), Norfolk, Raleigh-Durham, and [San Francisco](#). The hiring of accountants across industries is sporadic—from being up 21.5% in the aerospace, automotive, and transportation industry to being down 26.4% in the technology hardware industry. Cities with the largest supply of accounting skills are [Houston](#), [Miami-Ft. Lauderdale](#), [New York City](#), [Atlanta](#), or [Cleveland-Akron](#).
- **More and more people are betting on Las Vegas** – Since February 2017, Las Vegas has risen from #9 to #4 on our list of cities gaining the most workers. This growth in people moving to Las Vegas represents a 44% increase compared to a year ago. So what's driving this rapid expansion? The local economy is growing fast, the cost of living is relatively low, and, of course, Nevada has no state income tax. The skills with the most increased demand are software modeling and process design, farm and agriculture, immigration law, electronic and electrical engineering, and pet care and services. This diverse range of in-demand skills reflects the maturation of Las Vegas' economy beyond the entertainment and hospitality industries.

2018 is off to an incredibly strong start for hiring

In January, hiring across the U.S. was 13.0% higher than in January 2017.

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Hiring on LinkedIn in the United States



"Hiring Rate" is the percentage of LinkedIn members who changed the name of their new employer on their profile the same month they began their new job, divided by the total number of LinkedIn members in the U.S. This number is indexed to the average month in 2015-2016 (for example, an index of 1.05 indicates a hiring rate that is 5% higher than the average month in 2015-2016). Hiring in Jan. 2018 is up 13% YoY (non-seasonally adjusted) and up 10.9% MoM (seasonally adjusted).



Seasonally-adjusted hiring (hiring that excludes seasonal hiring variations—like companies hiring less in December due to the holiday season) was 10.9% higher in January than in December 2017—making January 2018 the strongest month for hiring since May 2017. It is too early to tell if this hiring spike is attributed to increased confidence from the new tax bill.

February 2018

Seasonally Adjusted Hiring on LinkedIn in the United States

Adjusted for seasonal variations, like the spike in hiring that occurs every summer due to seasonal work and student internships. Removing seasonal variations allows for easier comparison between different months.



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Industry Hiring

The industries that experienced the biggest year-over-year hiring increase in January were manufacturing and industrial (15.5% higher); aerospace, automotive, and transportation (13.2% higher); and financial services and insurance (12.5% higher).

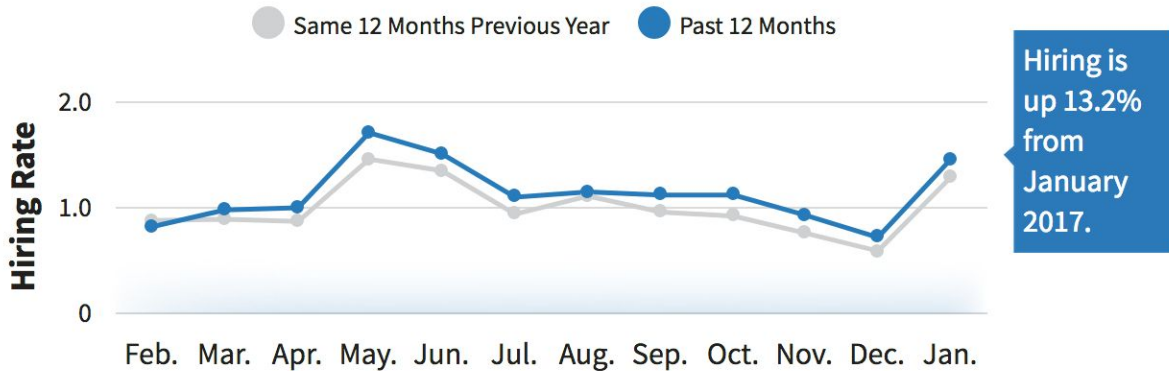
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Hiring on LinkedIn by Industry

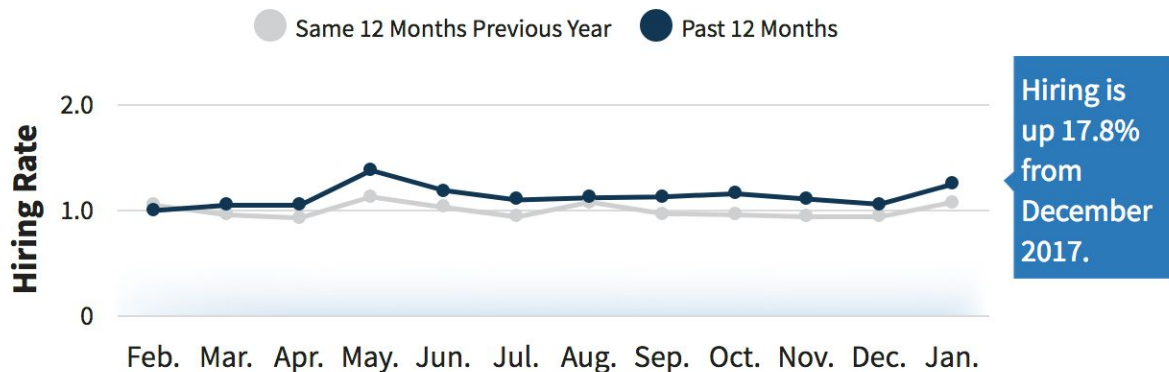


Aerospace/Automotive/Transportation

Hiring Rate



Seasonally Adjusted Hiring Rate



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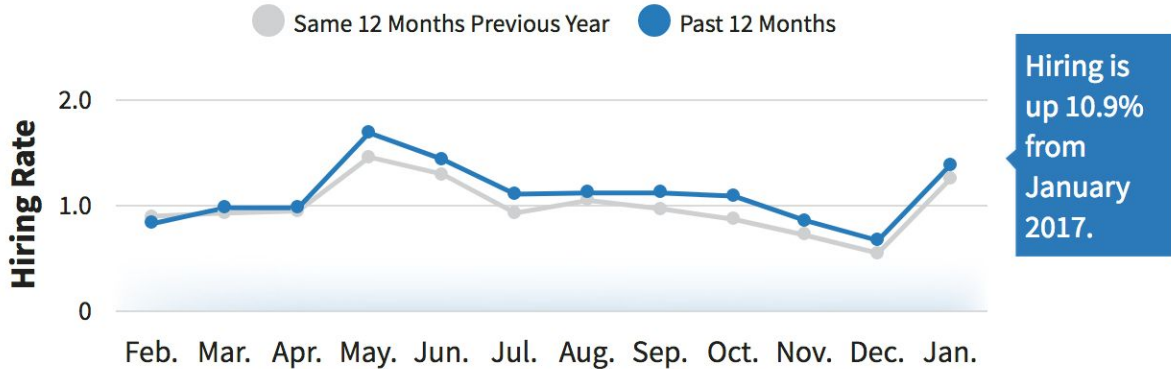
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Hiring on LinkedIn by Industry

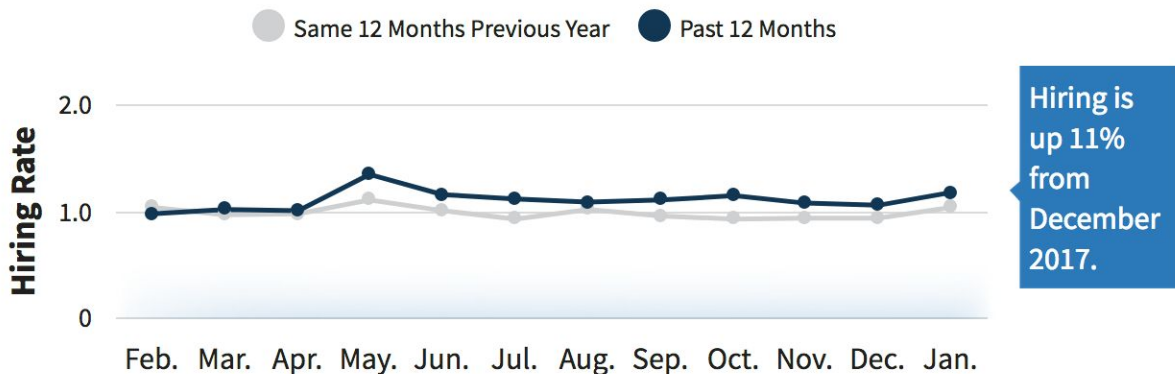


Architecture & Engineering

Hiring Rate



Seasonally Adjusted Hiring Rate



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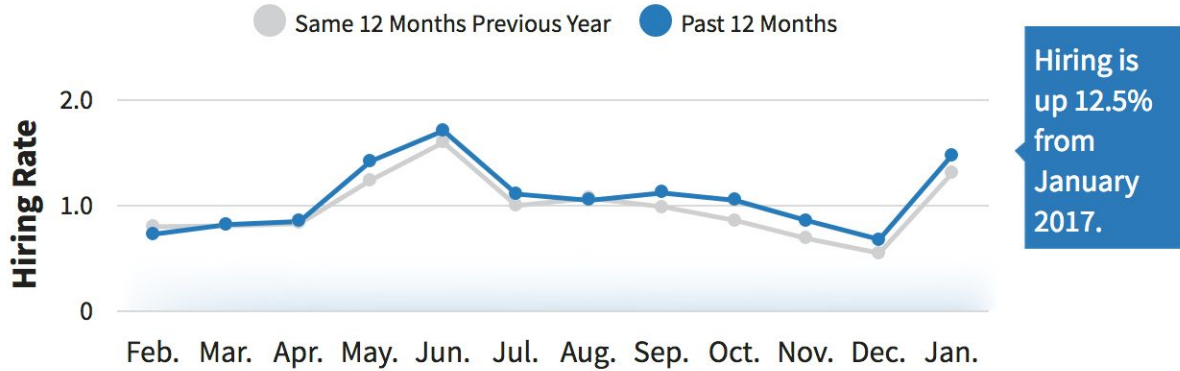
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Hiring on LinkedIn by Industry

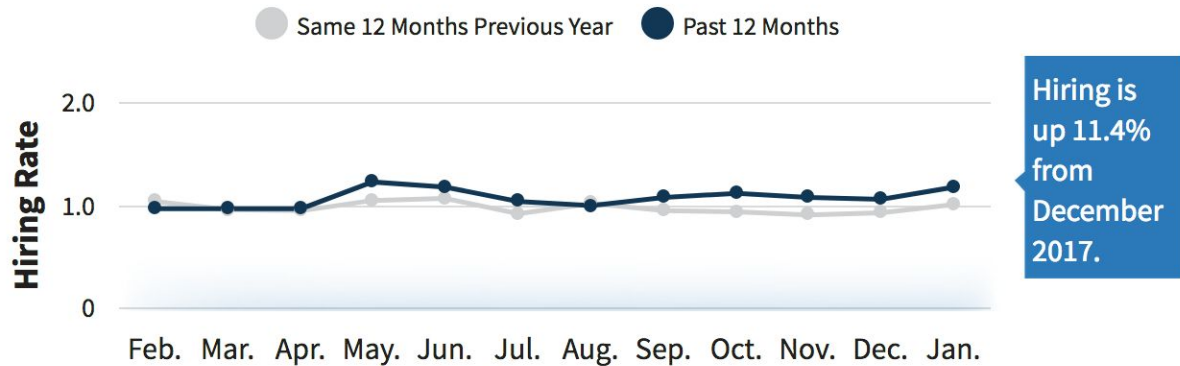


Financial Services & Insurance

Hiring Rate



Seasonally Adjusted Hiring Rate



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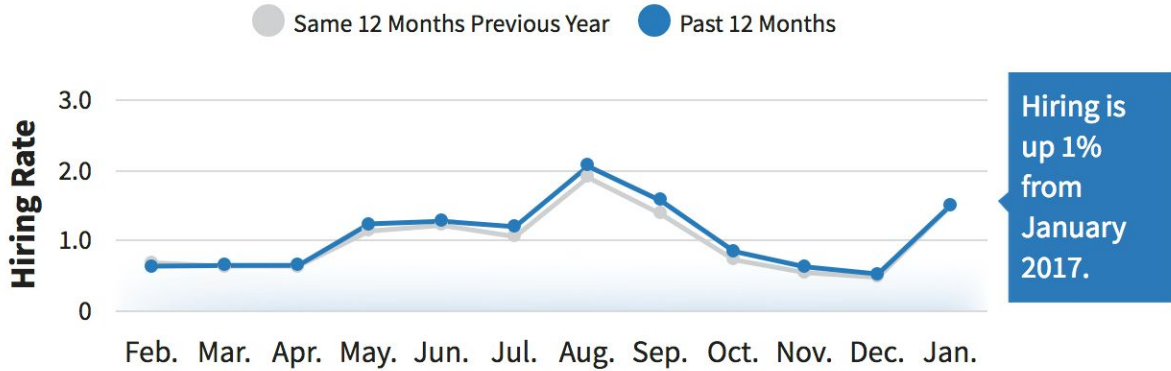
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Hiring on LinkedIn by Industry

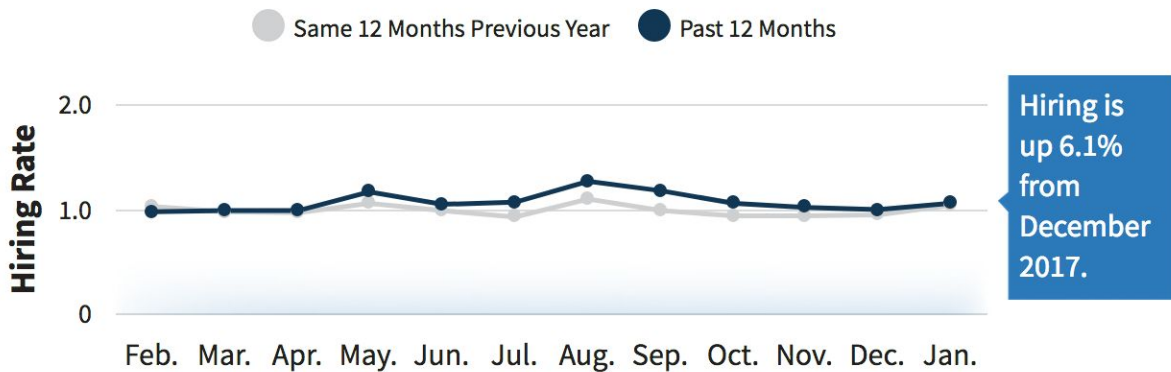


Government/Education/Non-profit

Hiring Rate



Seasonally Adjusted Hiring Rate



"Hiring Rate" is the percentage of LinkedIn members who changed the name of their new employer on their profile the same month they began their new job, divided by the total number of LinkedIn members in the U.S. This number is indexed to the average month in 2015-2016 (for example, an index of 1.05 indicates a hiring rate that is 5% higher than the average month in 2015-2016). Hiring in Jan. 2018 is up 1% YoY (non-seasonally adjusted) and up 6.1% MoM (seasonally adjusted).



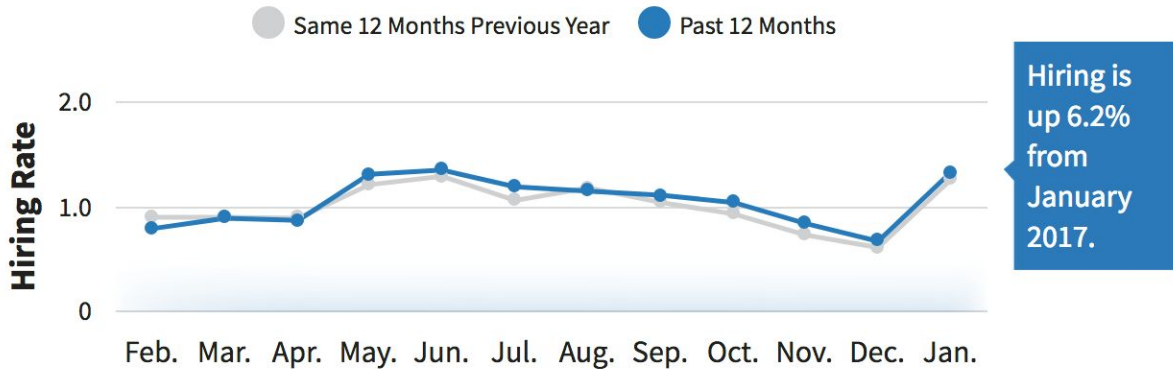
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Hiring on LinkedIn by Industry

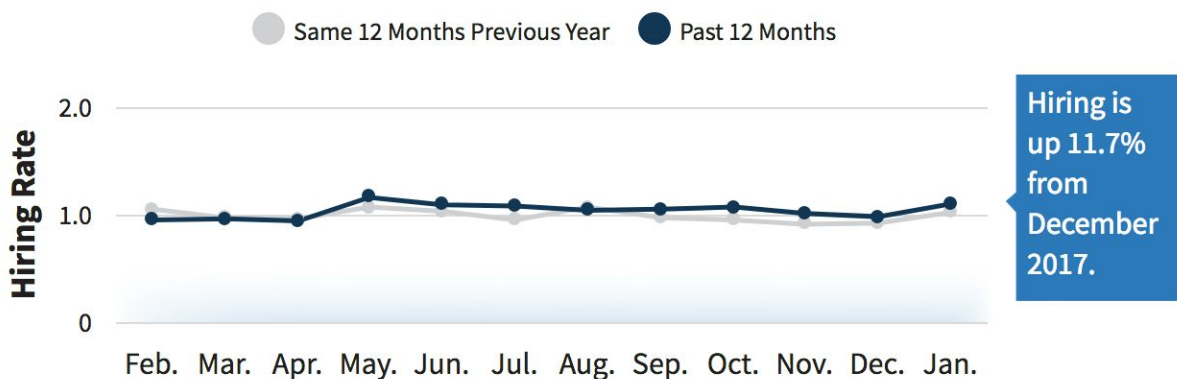


Healthcare & Pharmaceutical

Hiring Rate



Seasonally Adjusted Hiring Rate



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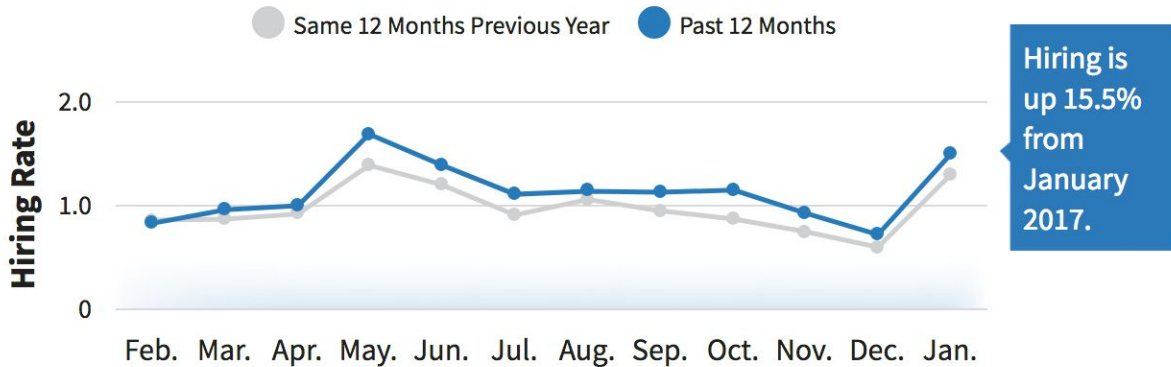
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Hiring on LinkedIn by Industry

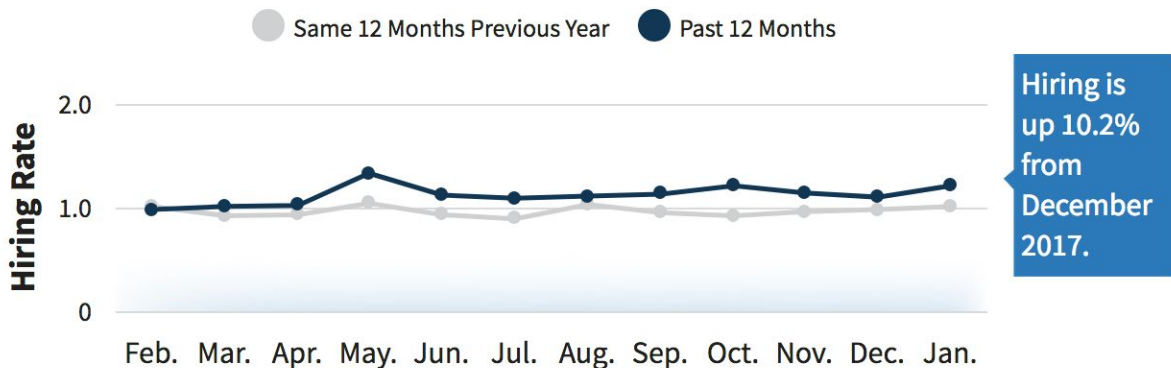


Manufacturing/Industrial

Hiring Rate



Seasonally Adjusted Hiring Rate



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February 2018

Hiring on LinkedIn by Industry



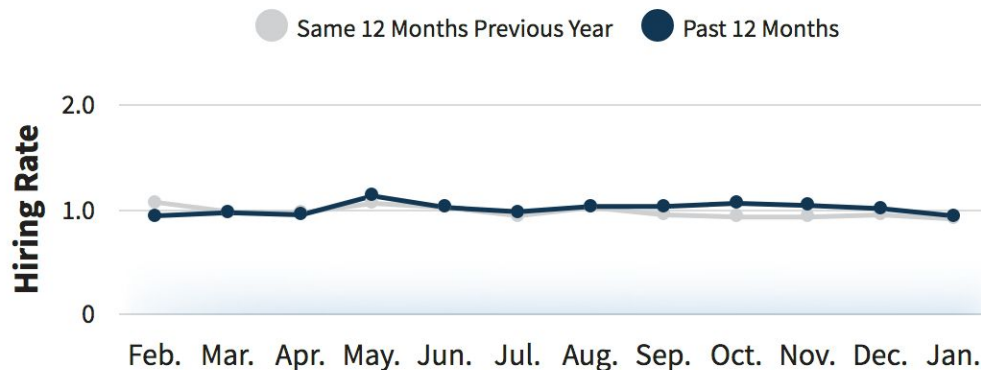
Media & Entertainment

Hiring Rate



Hiring is up 2% from January 2017.

Seasonally Adjusted Hiring Rate



Hiring is down 7.3% from December 2017.

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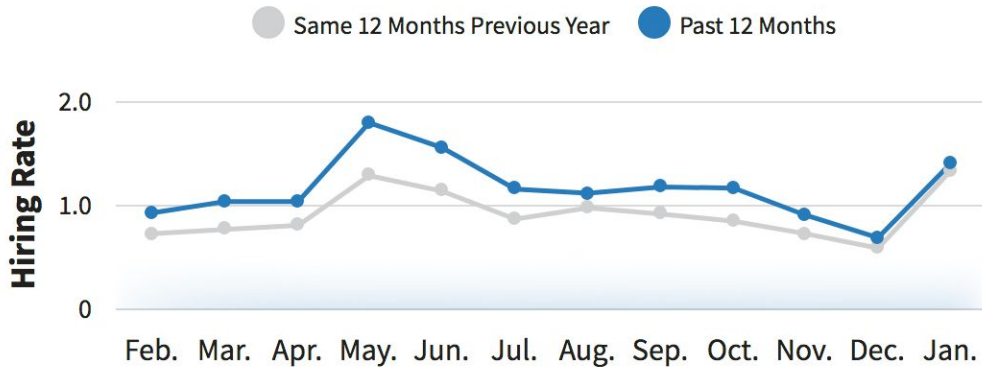
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Hiring on LinkedIn by Industry



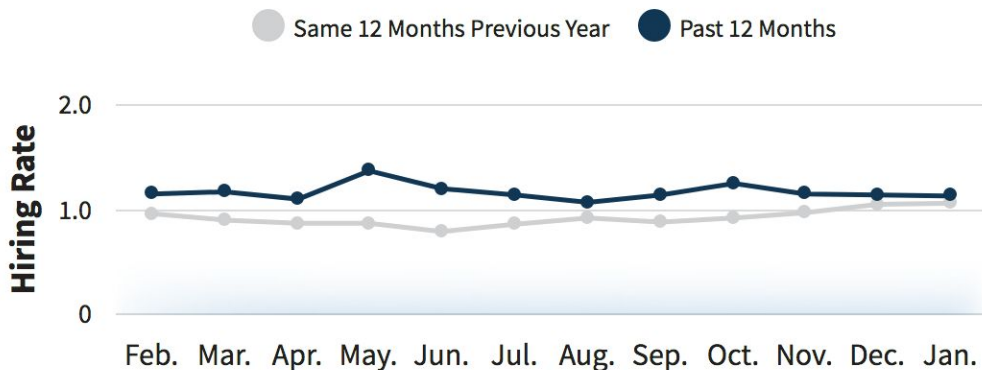
Oil & Energy

Hiring Rate



Hiring is up 5.5% from January 2017.

Seasonally Adjusted Hiring Rate



Hiring is down 0.8% from December 2017.

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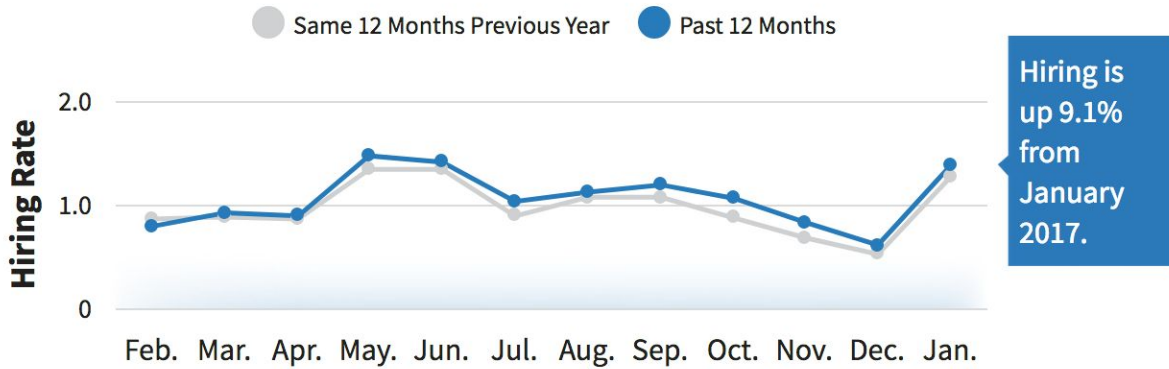
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Hiring on LinkedIn by Industry

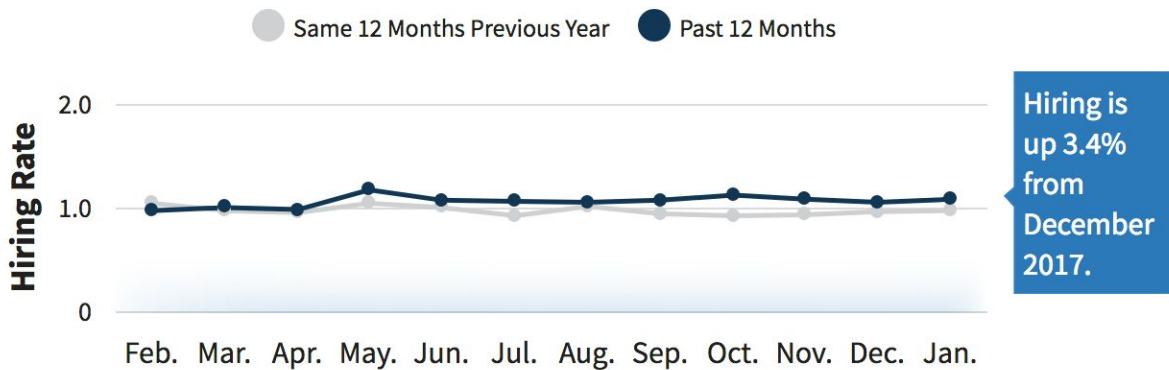


Professional Services

Hiring Rate



Seasonally Adjusted Hiring Rate



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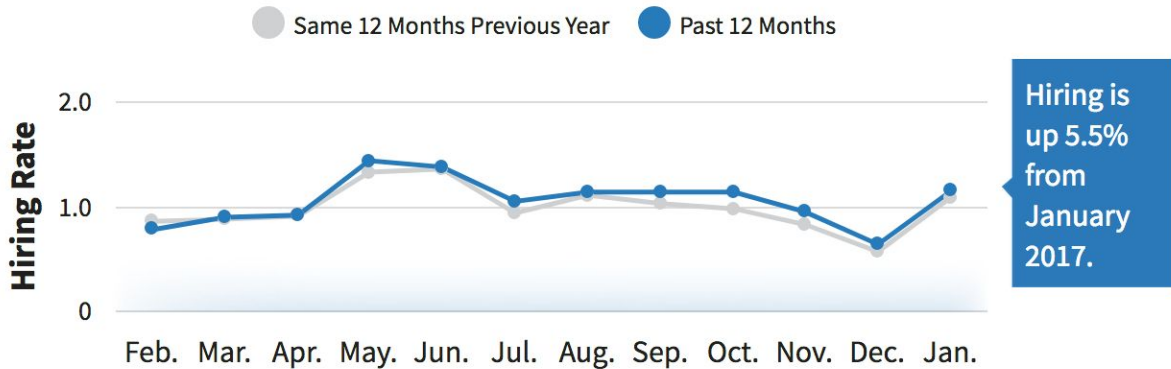
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Hiring on LinkedIn by Industry

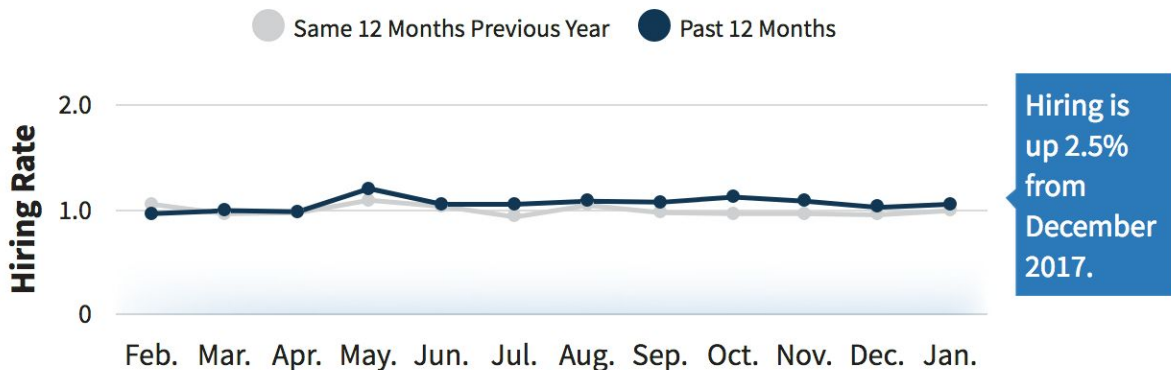


Retail & Consumer Products

Hiring Rate



Seasonally Adjusted Hiring Rate

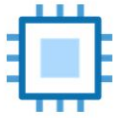


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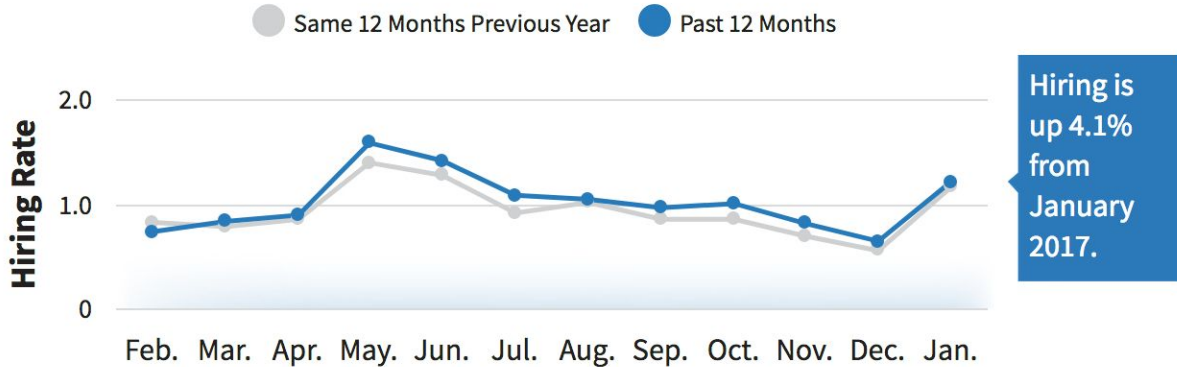
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Hiring on LinkedIn by Industry

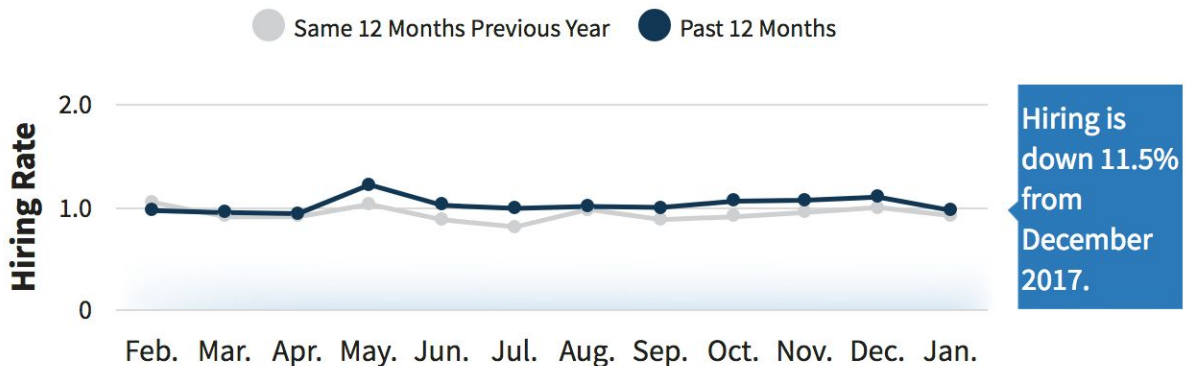


Technology - Hardware

Hiring Rate



Seasonally Adjusted Hiring Rate



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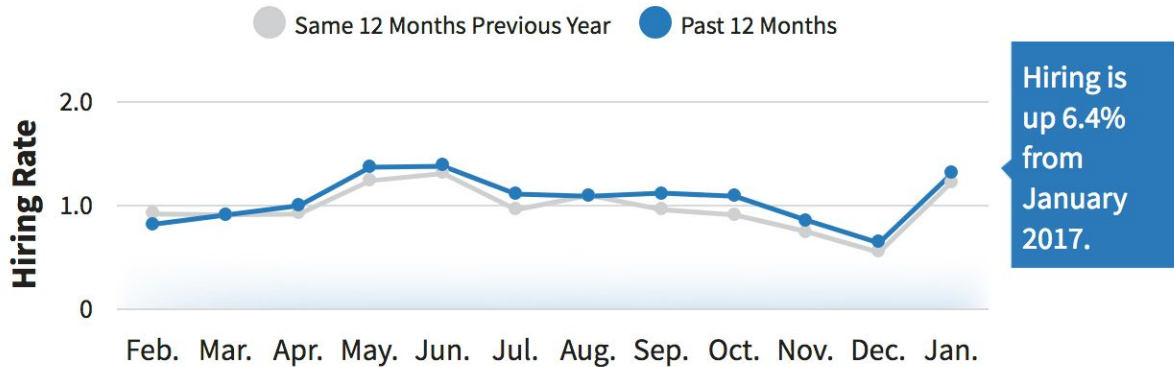
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Hiring on LinkedIn by Industry

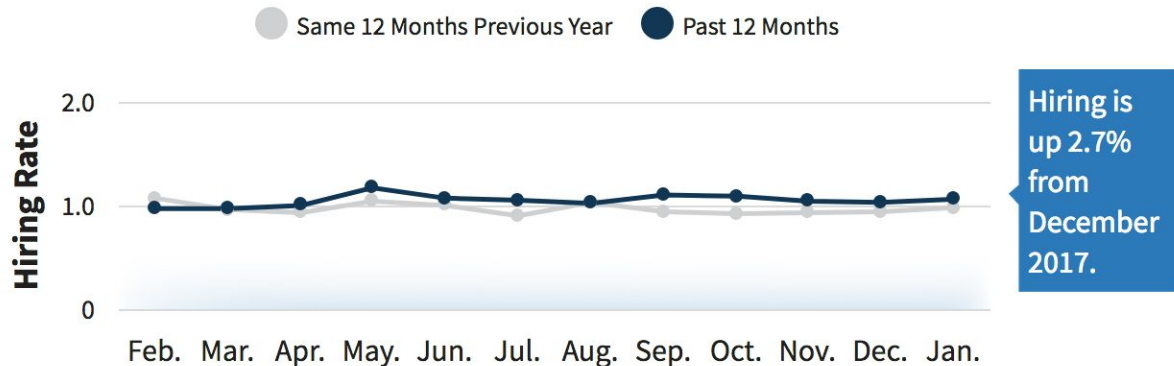


Technology - Software

Hiring Rate



Seasonally Adjusted Hiring Rate



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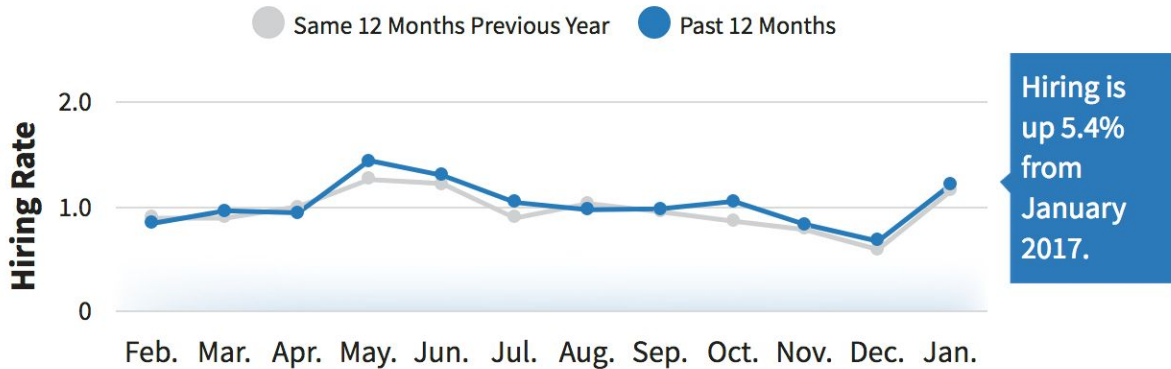
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Hiring on LinkedIn by Industry

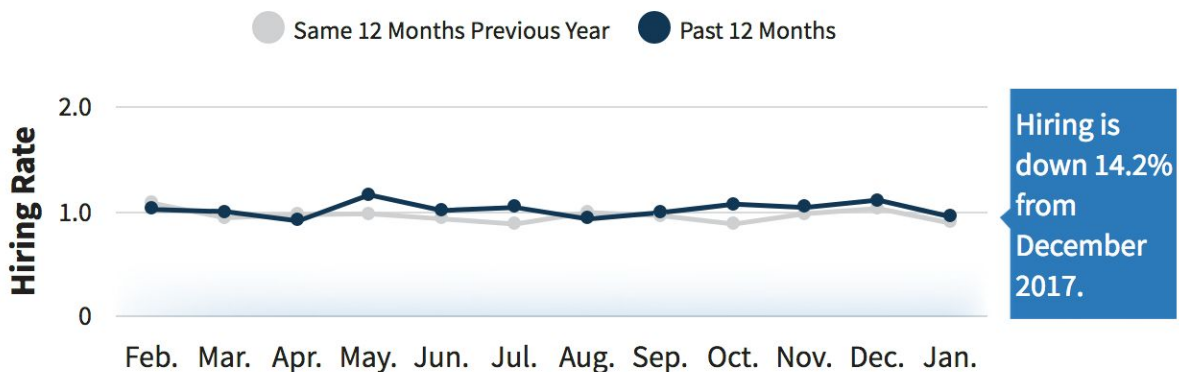


Telecommunications

Hiring Rate



Seasonally Adjusted Hiring Rate



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Accountants benefit most from the new tax bill

While hiring for accountants has been low compared to the national average in the past year, up only 7.7% compared to 13.0% nationally, demand for accountants has risen significantly in the past month. Seasonally-adjusted hiring for accountants in January was up 16.3% from December, compared to 10.9% nationally. This spike is likely attributable to the new tax bill, as the rise in demand goes beyond what is expected for the start of tax season alone.

The cities with highest demand for accounting skills are [Austin](#), [Seattle](#), Norfolk, Raleigh-Durham, and [San Francisco](#). The hiring of accountants across industries is sporadic—from being up 21.5% in the aerospace, automotive, and transportation industry to being down 26.4% in the technology hardware industry.

Industry	Change in hiring for accountants, from Jan 2016 to Jan 2017	Change in hiring overall, from Jan 2016 to Jan 2018	Delta
Technology - Hardware	-26.4%	+4.1%	-30.5%
Telecommunications	-19.1%	+5.4%	-24.5%
Technology - Software	-1.6%	+6.4%	-8.0%
Professional Services	-1.5%	+9.1%	-10.6%
Retail and Consumer Products	-0.9%	+5.5%	-6.4%
Government, Education, and Nonprofit	+3.6%	+1.0%	+2.6%
Financial Services	+7.7%	+12.5%	-4.8%
Media and Entertainment	+10.7%	+2.0%	+8.7%
Architecture and Engineering	+11.9%	+10.9%	+1.0%
Oil and Energy	+12.8%	+5.5%	+7.3%
Healthcare and Pharmaceuticals	+12.9%	+6.2%	+6.7%
Manufacturing and	+14.1%	+15.5%	-1.4%

Industrial			
Aerospace, Automotive, and Transportation	+21.5%	+12.3%	+9.5%

If you [need an accountant in time for tax season](#), look to the cities with the largest supply of accounting skills: [Houston](#), [Miami-Ft. Lauderdale](#), [New York City](#), [Atlanta](#), or [Cleveland-Akron](#).

The misalignment between the skills people have (supply) and the skills employers need (demand) is a skills gap. Skills gaps are fundamentally local, and specific to the supply and demand of individual skills. There is an abundance, or surplus, of skills when supply exceeds demand. There is a scarcity, or shortage, of skills when demand exceeds supply. A city with a scarcity of skills needs more people with certain skills, while a city with an abundance of skills has too many people with certain skills.

Skills gaps can be narrowed by people moving to cities where their skills are in demand; by businesses opening up shop in cities where there's an abundance of the skills they need; by training people to learn the skills that are in demand from employers; and by employers offering higher pay for in-demand skills. In order to narrow skills gaps, cities should seek to understand the dynamics of their own labor markets and create policies to align education and training with employer needs.

The U.S. cities with the largest skills gaps overall are [San Francisco Bay Area](#), [Washington, D.C.](#), and [Austin](#). Each of these cities has a scarcity-driven skills gap, which means there is a high unfilled demand for workers with certain skill sets such as healthcare management, or education and teaching. To see which other skills are in scarcity, check out the [San Francisco Bay Area](#), [Washington, D.C.](#), and [Austin](#) City Reports.

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Cities with the Largest Skills Gaps

- | | |
|------------------------------|----------------------------|
| 1 San Francisco Bay Area, CA | 6 Seattle, WA |
| 2 Washington, D.C. | 7 Houston, TX |
| 3 Austin, TX | 8 Miami-Ft. Lauderdale, FL |
| 4 New York City, NY | 9 Raleigh-Durham, NC |
| 5 Los Angeles, CA | 10 Boston, MA |



A skills gap is a mismatch between the skills employers need (demand) and the skills workers have (supply). We measure demand as the frequency with which members in a city with a certain skill are hired, and supply as the number of members in a city who have listed a certain skill on their profiles. To develop the list of cities with the largest skills gaps we calculated 50 of the largest U.S. cities' (in terms of LI membership) total skills gaps, and then compared them relative to each other.



The [San Francisco Bay Area](#), [Austin](#), and [Washington, D.C.](#) have the greatest scarcity of skills, relative to other U.S. cities. For details on which skills are in high demand, check out their City Reports.

February 2018

Cities with the Largest Scarcity of Skills

- | | | | |
|---|----------------------------|----|--------------------|
| 1 | San Francisco Bay Area, CA | 6 | Boston, MA |
| 2 | Austin, TX | 7 | Los Angeles, CA |
| 3 | Washington, D.C. | 8 | Raleigh-Durham, NC |
| 4 | Seattle, WA | 9 | New York City, NY |
| 5 | Denver, CO | 10 | Charlotte, NC |



“Scarcity” is when employer demand for a certain skill exceeds worker supply of that skill. To develop the list of cities with the largest scarcity of skills we calculated 50 of the largest U.S. cities’ (in terms of LI membership) total skills gaps, determined what percentage of their skills gaps are caused by a scarcity of skills, and then compared each city’s skills scarcity relative to each other.



The cities with the greatest abundances of skills, relative to other U.S. cities, are West Palm Beach, [Miami-Ft. Lauderdale](#), and Hartford.

February 2018

Cities with the Largest Abundance of Skills

- | | | | |
|---|--------------------------|----|----------------------------|
| 1 | West Palm Beach, FL | 6 | Cleveland-Akron, OH |
| 2 | Miami-Ft. Lauderdale, FL | 7 | New York City, NY |
| 3 | Hartford, CT | 8 | Washington, D.C. |
| 4 | Philadelphia, PA | 9 | San Francisco Bay Area, CA |
| 5 | Houston, TX | 10 | Orange County, CA |



"Abundance" is when worker supply of a certain skill exceeds employer demand for that skill. To develop the list of cities with the largest abundance of skills we calculated 50 of the largest U.S. cities' (in terms of LI membership) total skills gaps, determined what percentage of their skills gaps are caused by an abundance of skills, and then compared each city's skills abundance relative to each other.



Check out the City Reports for [Atlanta](#), [Austin](#), [Boston](#), [Chicago](#), [Cleveland-Akron](#), [Dallas-Ft. Worth](#), [Denver](#), [Detroit](#), [Houston](#), [Los Angeles](#), [Miami-Ft. Lauderdale](#), [Minneapolis-St. Paul](#), [Nashville](#), [New York City](#), [Philadelphia](#), [Phoenix](#), [San Francisco Bay Area](#), [Seattle](#), [St. Louis](#), and [Washington, D.C.](#) to see which skills are most scarce in those cities, and which jobs are open.

More and more people are betting on Las Vegas

Since February 2017, Las Vegas has risen from #9 to #4 on our list of cities gaining the most workers. For every 10,000 LinkedIn members in Las Vegas today, 49.5 arrived in the past 12 months. This growth in people moving to Las Vegas represents a 44% increase compared to a year ago, when only 34.4 per 10,000 LinkedIn members were new in town.

So what's driving this rapid expansion? The local economy is growing fast, the weather is sunny, the cost of living is relatively low, and, of course, Nevada has no state income tax. The skills we're seeing the most increased demand for are software modeling and process design, farm and agriculture, immigration law, electronic and electrical engineering, and pet care and services. This diverse range of in-demand skills reflects the maturation of Las Vegas' economy beyond the entertainment and hospitality industries.

The skills that have increased the most in supply are software code debugging, cloud and distributed computing, data presentation, scripting languages, and middleware and integration software. Though these skills are all technical, it's not just the tech industry that's hiring: airlines, IT companies, data centers, universities, and casinos alike are all hiring for technical talent in Las Vegas.

Ahead of Las Vegas, the U.S. cities gaining the most people are [Denver](#), [Seattle](#), and [Austin](#). For every 10,000 LinkedIn members in [Denver](#), 65.6 arrived in the last 12 months.

February 2018

Cities that Gained the Most Workers

Population Gain per 10,000 Members



We define migration 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 50 of the largest U.S. cities (in terms of LI membership) for the past 12 months. So for every 10,000 LinkedIn members in Denver, 66 arrived in the past 12 months.

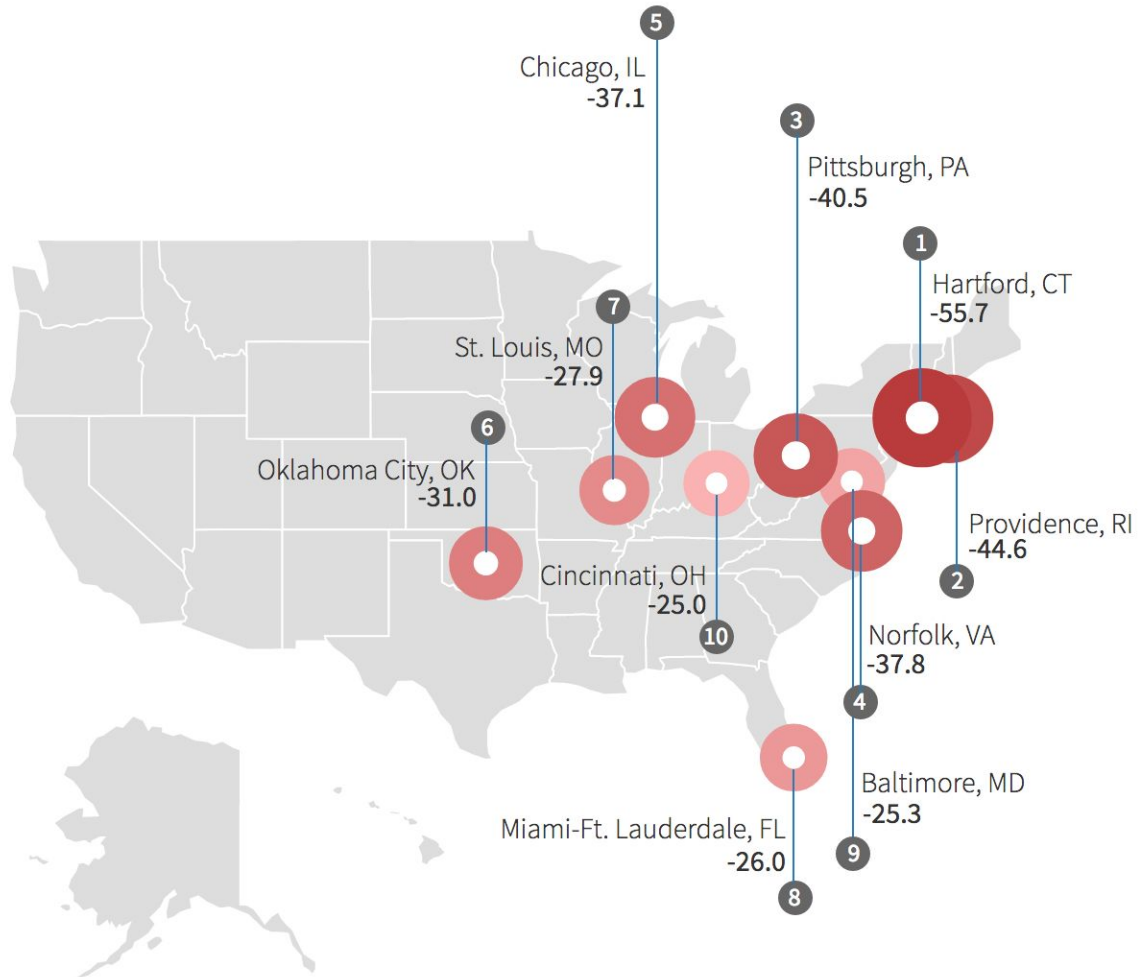


The cities losing the most people are Hartford, Providence, and Pittsburgh. For every 10,000 LinkedIn members in Hartford, 55.7 left in the past 12 months.

February 2018

Cities that Lost the Most Workers

Population Loss per 10,000 Members



We define migration as a member changing their location on their LinkedIn profile. To develop the list of cities that lost the most workers we analyzed migration of LinkedIn members in and out of 50 of the largest U.S. cities (in terms of LI membership) for the past 12 months. So for every 10,000 LinkedIn members in Hartford, 56 left in the past 12 months.

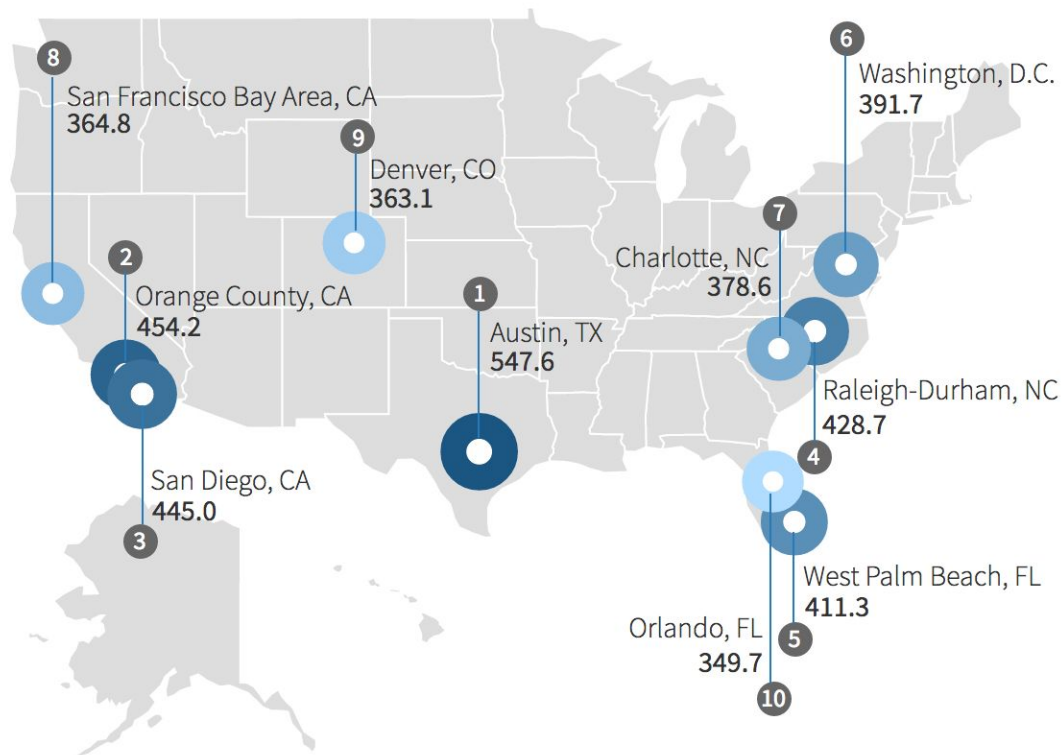


[Austin](#), Orange County, and San Diego are the U.S. experiencing the most total migration (workers moving into and out of a city). This list captures the most transient cities. For every 10,000 LinkedIn members in [Austin](#), 547.6 arrived in or left the city in the last 12 months.

February 2018

Cities with the Most Migration

Migration per 10,000 Members



We define migration as a member changing their location on their LinkedIn profile. To develop the list of cities with the most migration, we analyzed migration of LinkedIn members in and out of 50 of the largest U.S. cities (in terms of LI membership) for the past 12 months. So for every 10,000 LinkedIn members in Austin, 548 arrived or departed in the past 12 months.



Check out the City Reports for [Atlanta](#), [Austin](#), [Boston](#), [Chicago](#), [Cleveland-Akron](#), [Dallas-Ft. Worth](#), [Denver](#), [Detroit](#), [Houston](#), [Los Angeles](#), [Miami-Ft. Lauderdale](#), [Minneapolis-St. Paul](#), [Nashville](#), [New York City](#), [Philadelphia](#), [Phoenix](#), [San Francisco Bay Area](#), [Seattle](#), [St. Louis](#), and [Washington, D.C.](#) to see which skills are most scarce in those cities, and which jobs are open.