

Overview

17.4K

Professionals on LinkedIn

1.1K

Graduates joined workforce (past 3 years)

76%

Are managers or above

8%

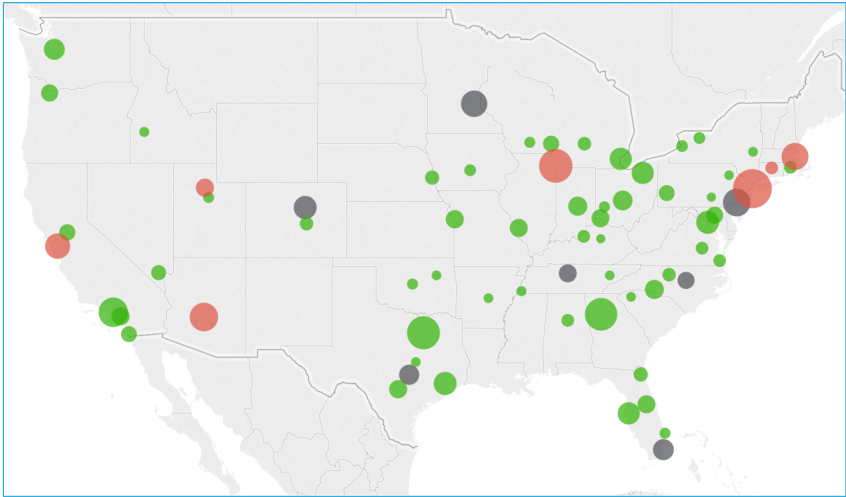
Changed jobs over the past year
(Compared to 7% in the United States overall)

Methodology

Talent intelligence insights are gathered from LinkedIn's 347M+ members worldwide. We define audiences based on the skills, occupations, and industries listed on member profiles.

Competition for talent is based on the frequency with which members are contacted by professional recruiters on LinkedIn. Higher competition for talent indicates that the average professional in a region is interacting with recruiters more frequently than their peers in other regions.

Talent Supply & Demand by Region



Metro Area	# of Professionals	Competition for talent
New York City, NY	<1K	High
Chicago, IL	<1K	High
Dallas/Fort Worth, TX	<1K	Low
Atlanta, GA	<1K	Low
Los Angeles, CA	<1K	Low
Phoenix, AZ	<1K	High
Philadelphia, PA	<1K	Moderate
Boston, MA	<1K	High
Minneapolis-St. Paul, MN	<1K	Moderate
San Francisco Bay Area, CA	<1K	High
Washington D.C.	<1K	Low
Denver, CO	<1K	Moderate

*Size of bubble indicates the total # of LI professionals in region. Color indicates competition level for talent. Green: Low competition, Grey: Moderate competition, Red: High competition



Regions Gaining Talent

1. Harrisburg, PA (+5.9%)
2. Hartford, CT (+5.3%)
3. Las Vegas, NV (+5.1%)
4. Richmond, VA (+5.1%)
5. Salt Lake City, UT (+4.5%)



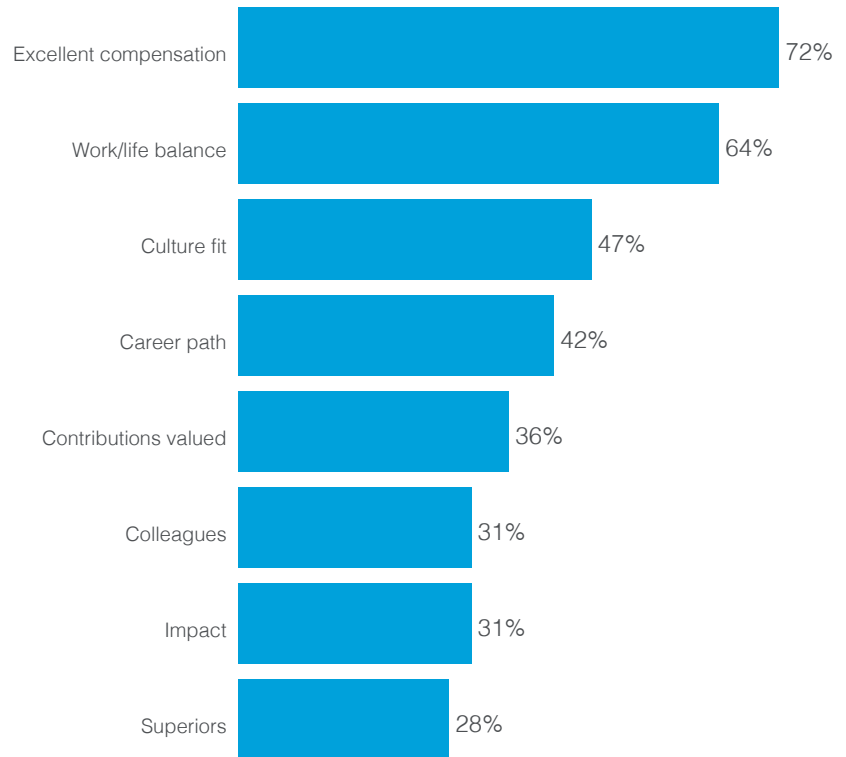
Regions Losing Talent

1. Milwaukee, WI (-1.9%)
2. Boise, ID (-1.6%)
3. Dayton, OH (-1.4%)
4. Rochester, NY (-1.2%)
5. Washington D.C. (-0.9%)

We define regional gains/losses as the % change in the number of professionals in a region over the past 12 months. Only regions that experienced significant change are featured.



What these Professionals Want in a Job



% indicates how important the attribute is to these professionals

Source: 2014 survey of 373K+ total LinkedIn members, in which respondents were asked to identify the 5 most important attributes when considering a job opportunity. At least 50 members in this group took the survey.

How can you connect with these professionals?

1. Leverage Your Employees' Networks

The #1 activity on LinkedIn is viewing other members' profiles. You can use LinkedIn's Work With Us ads to connect with priority talent whenever they visit your employees' profile pages.

2. Engage in Conversation through Status Updates

Updates to your followers can be targeted (i.e. by function, by geography) to send relevant, timely updates to your priority candidates. You can reach beyond your follower base using Sponsored Updates.

3. Tell a Relevant Talent Brand Story

Share why your company is unique and use LinkedIn's talent driver data to better understand what this audience cares most about. Premium career pages allow for segment-specific targeting to ensure priority talent sees the content most relevant to them.

4. Measure and Track Your Progress

Talk to your LinkedIn rep to measure the strength of your Talent Brand with this audience and to learn how you stack up against your competition.