

REGIONAL INSIGHTS

Greater Los Angeles
Q1 2016

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T H E E C O N O M I C G R A P H



MEMBERS



COMPANIES



JOBS



SKILLS



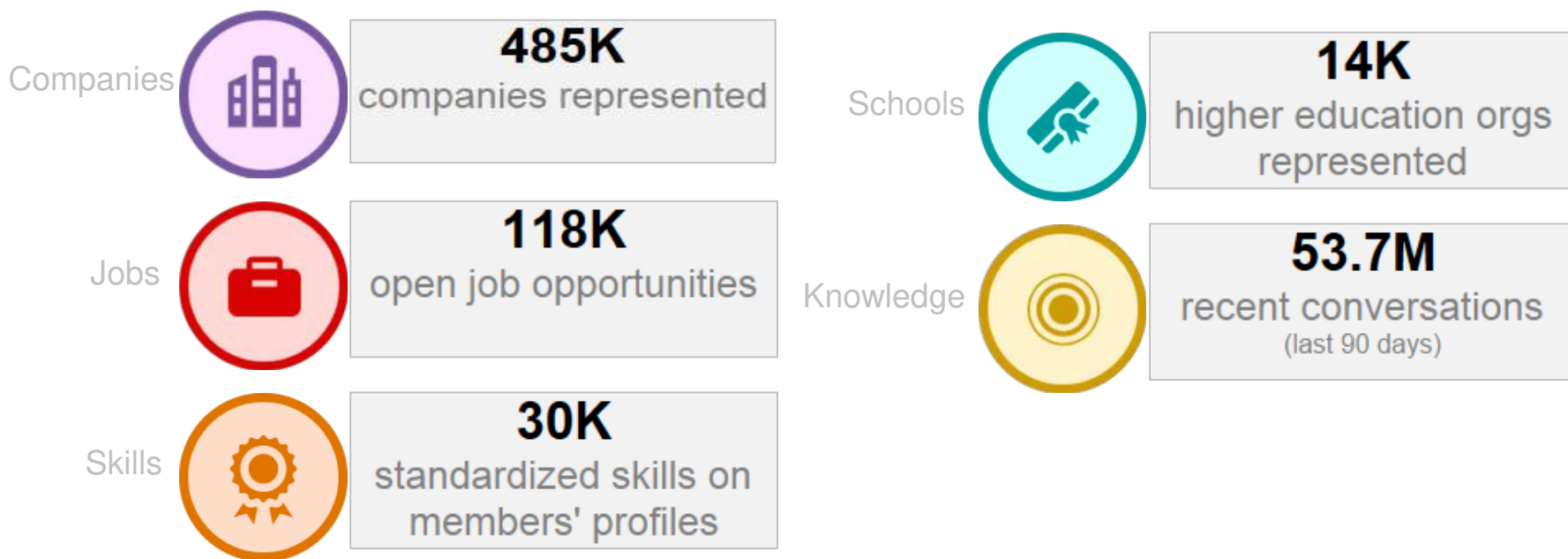
SCHOOLS



KNOWLEDGE

LinkedIn has a strong presence in your region

By analyzing the Economic Graph, a digital representation of the global economy, LinkedIn can uncover insights and trends about your region



Source: Bureau of Labor Statistics & LinkedIn Data

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LinkedIn shares information to help policy makers make decisions that create economic opportunity

Ways LinkedIn Data Can Be Used



Meet with top employing companies to support their growth



Attract jobs to your region by highlighting unique skills



Invest in labor force training according to meet the demand of employers



Encourage schools to update curriculum to meet employer needs

Member Privacy and Data Accuracy



At LinkedIn, a core value is **Members First**, or acting in the best interest of members. For this reason, data points in this report are summarized or otherwise obfuscated. Please obtain explicit permission from LinkedIn PR/Legal before sharing this information with the public or with additional parties.



While there are significant efforts to accurately express the information contained within the Economic Graph, as well as include pertinent exclusions and caveats, it should be noted that all information is a reflection of the LinkedIn network and may not be a true picture of your region's economy.

The Economic Graph provides insight into your region's economy

Workforce
Hiring
Education
Migration & Comparisons



Members



Companies



Jobs



Skills



Schools



Knowledge

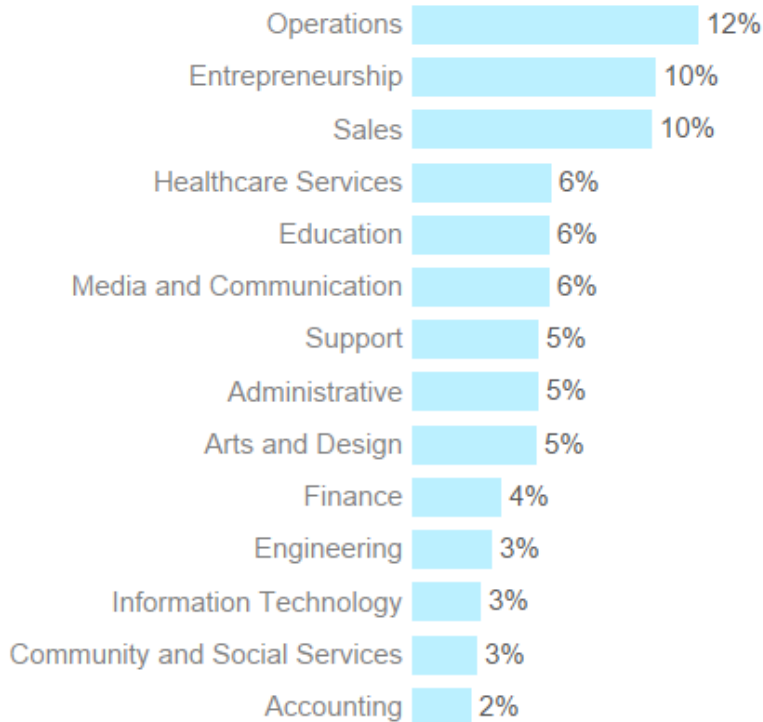
Workforce



Here's what your region's workforce looks like

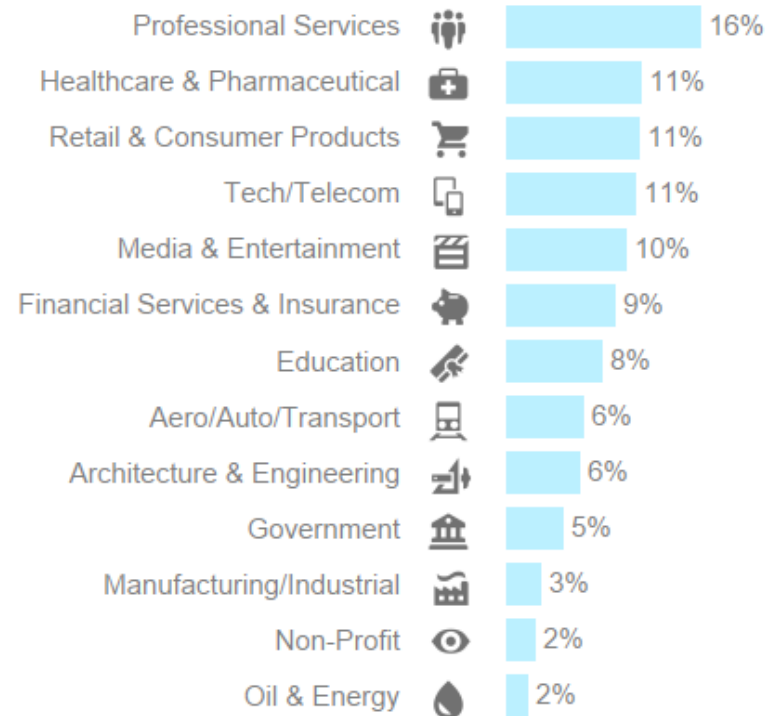
4.7M members on LinkedIn in Greater Los Angeles

Top job functions



Media and Communication in Greater Los Angeles exceeds the national average by **41%**

Top industries



Media & Entertainment in Greater Los Angeles exceeds the national average by **56%**



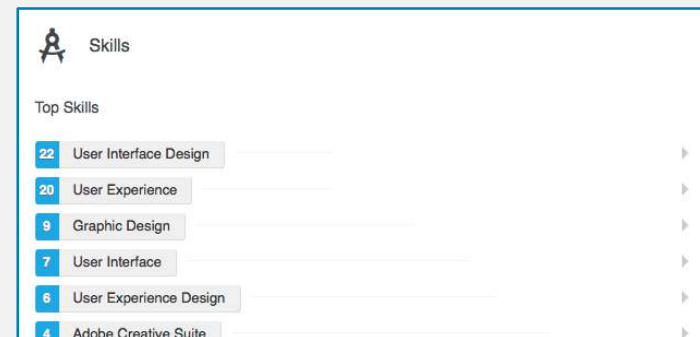
Here are the standout skills of your region's workforce

Unique skills to your region

- 1 TV & Video Production
- 2 Theatre and Drama
- 3 Music Production
- 4 Graphics Computer Design
- 5 Game Development
- 6 Fashion Clothing
- 7 Social Media Marketing
- 8 Real Estate, Home Buying
- 9 Graphical Design
- 10 Radio Broadcasting

These skills are more likely to appear in your region than others

LinkedIn identifies unique skills by comparing the percentage of members in your region that know a particular skill with the national average.





Members are exchanging ideas on LinkedIn Groups

Groups with the most members in your region

Members

1	Film & TV Professionals	52,263
2	Media & Marketing Professionals Worldwide	28,120
3	Social Media Marketing	26,584
4	Film and Television Professionals	26,333
5	Media & Entertainment Professionals	25,985
6	Entertainment Industry	23,572
7	The Real Estate Networking Group (Investor Strategies)	22,984
8	Job Seeker Premium Group	22,126
9	The Official USC Alumni Association Group	19,332
10	Music & Entertainment Professionals	17,546

53.7M

Conversations in the last 90 days

Conversations include shares on LinkedIn and discussions on LinkedIn Groups. A discussion is when someone posts a new topic to a Group.





Members are reading professional content from Influencers

Influencers in your region or most followed by members in your region

- 1 Ilya Pozin, Founder of Pluto TV
- 2 Shara Senderoff, Founder & CEO at Leverage Creative/Forbes 30 Under 30
- 3 Peter Guber, CEO, Mandalay Entertainment; Owner Golden State Warriors, Los Angeles Dod..
- 4 Rachel Zoe, CEO, Rachel Zoe, Inc.; Editor-in-Chief, The Zoe Report
- 5 Conan O'Brien, CEO at Conan
- 6 Bill Gross, Founder and CEO of Idealab
- 7 Ari Emanuel, Co-CEO at WME IMG
- 8 Maria Shriver, Founder at Shriver Media
- 9 Julia Boorstin, Senior Media & Entertainment Correspondent at CNBC
- 10 Jesse Toprak, Founder & CEO, CarHub.com



The LinkedIn Influencer Program

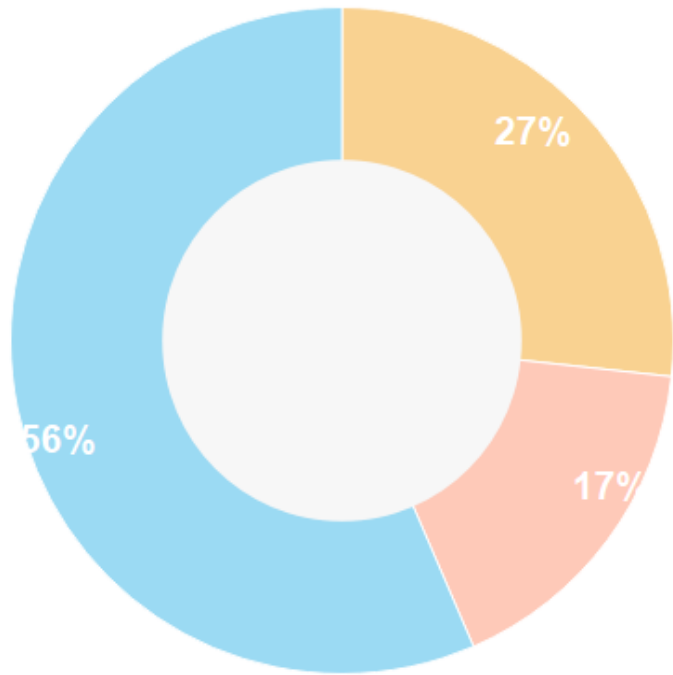
LinkedIn Influencer is a designation given to approximately 500 professionals who've been invited to publish on LinkedIn. As leaders in their industries, they talk about broad topics of interest such as leadership, management, hiring and firing, disruption, and how to succeed.

Hiring



Here are the companies that employ your workforce

Company size breakdown by number of employees



Legend

Enterprise Mid-Market SMB

56% of members work at SMB companies compared to 48% nationally

Companies that employ the most members in your region

		Employees
1	Los Angeles Unified School District	27,525
2	Kaiser Permanente	21,235
3	Bank of America	12,270
4	University of Southern California	10,606
5	Northrop Grumman Corporation	10,189
6	City of Los Angeles	9,002
7	Boeing	7,556
8	Amgen	7,121
9	Wells Fargo	6,821
10	The Walt Disney Company	5,991




These companies are hiring the most people

Most hires in the past year

Employees


1	Kaiser Permanente	1,094
2	UCLA	900
3	UCLA Health	686
4	NBCUniversal Media, LLC	662
5	Amgen	638
6	The Walt Disney Company	597
7	Amazon	590
8	Sony Pictures Entertainment	554
9	Northrop Grumman Corporation	494
10	Cedars-Sinai	487

247K hires in the
past 12 months in
Greater Los Angeles

 Experience

User Experience Designer
LinkedIn
April 2014 – Present (9 months) | San Francisco Bay Area
Taking care of user experience design works for both of interaction and visual projects in the team

User Interface Designer
GE
November 2012 – March 2014 (1 year 5 months) | Louisville, Kentucky Area
Working on diverse interface design projects in GE appliances and lighting group



LinkedIn identifies hires when members add positions to their profiles



These are the skills of people that were hired

25% of members in your region with Social Media Marketing skills have started a new position in the last 12 months

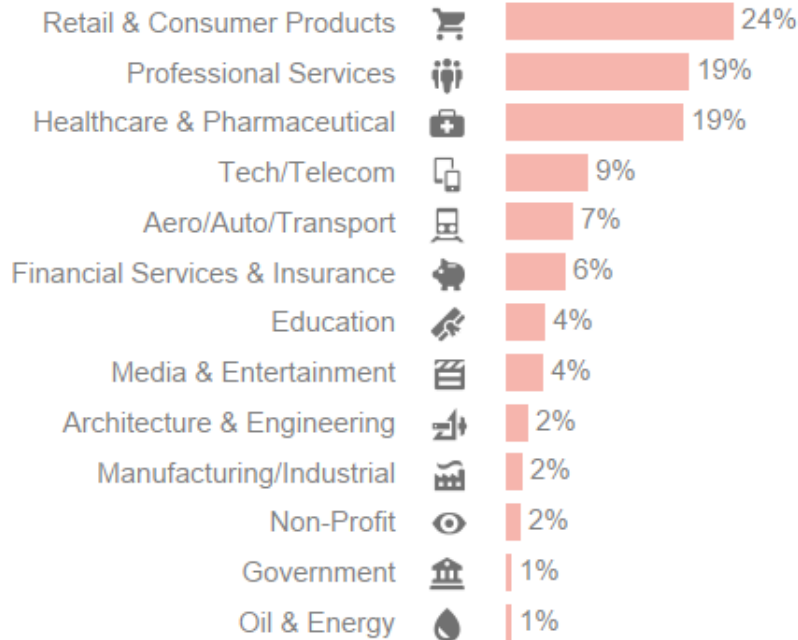
1	Social Media Marketing	25%	11	Public Policy and International Relations	17%
2	Statistical Analysis and Data Mining	23%	12	Java Development	17%
3	Perl/Python/Ruby	22%	13	Recruiting	17%
4	Computer Graphics and Animation	22%	14	Graphical Design	17%
5	User Interface Design	22%	15	Market Research and Insights	17%
6	Game Development	21%	16	PR and Communications	16%
7	Foreign Language Translation	19%	17	Brand Strategy and Management	16%
8	Digital and Online Marketing	19%	18	Retail Store Operations	16%
9	Web Programming	19%	19	Digital and Online Design and Publishing	16%
10	C/C++	18%	20	Mechanical and Aerospace Engineering	15%



There are many open jobs in your region

118K open job posts on LinkedIn in Greater Los Angeles

Open jobs by industry



In Greater Los Angeles, 4% of jobs are in Education compared to only 1% nationally

Jobs Search by job title, keywords, or company name

Jobs you may be interested in Preferences: [Globe] [List] [Alert]

Your job activity is private. Sponsored

 Senior Manager, Marketing Operations San Francisco Bay Area	 Payments Risk Manager San Francisco Bay Area	 Senior Manager, Manufacturing Analytics Foster City -California -US
 Business Analytics Manager Mountain View, CA	 Head of Data Science and Optimization San Francisco	 Sr. Product Manager, Site Optimization &... Oakland, California
 Director of Business Analytics San Francisco	 Senior Product Manger – FI Data Solutions San Francisco Bay Area	 Data Scientist San Francisco, CA, US



People want to work at these companies

Company Engagement

Talent that is interested in a company as an employer



Researching company and career pages



Follow your company



View jobs and applying

Companies with the highest engagement in your region

- 1 The Walt Disney Company
- 2 AECOM
- 3 Jacobs
- 4 Amgen
- 5 Warner Bros. Entertainment Group of Com..
- 6 AppleOne Employment Services
- 7 Forever 21
- 8 Parsons Corporation
- 9 Hulu
- 10 Cornerstone OnDemand



LinkedIn is helping people find opportunities

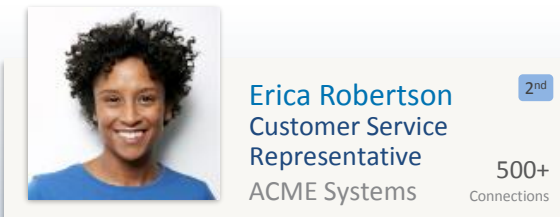
27% of hires last year were impacted by LinkedIn

A hire is impacted by LinkedIn when they interacted with at least one of our corporate recruiting products in the 12 months before joining a new company

1

July

Erica is currently working at ACME systems, but she is applying for a new job at XYZ Co. on LinkedIn...



Erica Robertson
Customer Service Representative
ACME Systems
500+ Connections
2nd

Apply with LinkedIn 

2

August

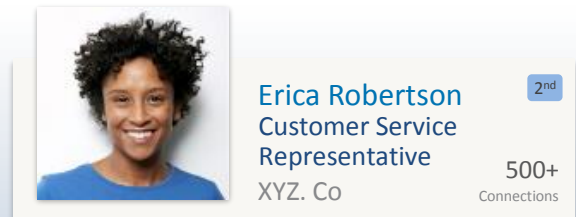
...and she is accepting InMails from Recruiters about positions she is interested in.



3

September

When Erica updates her profile that she now works at XYZ Co., we can look back to see if any LinkedIn products impacted her job search



Erica Robertson
Customer Service Representative
XYZ. Co
500+ Connections
2nd

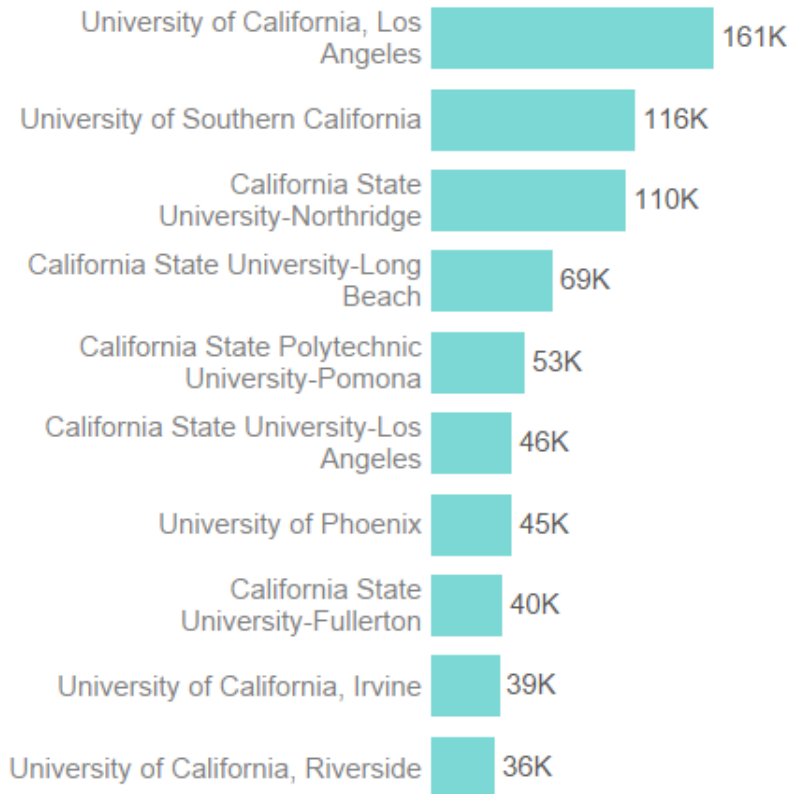
New Hire

Education

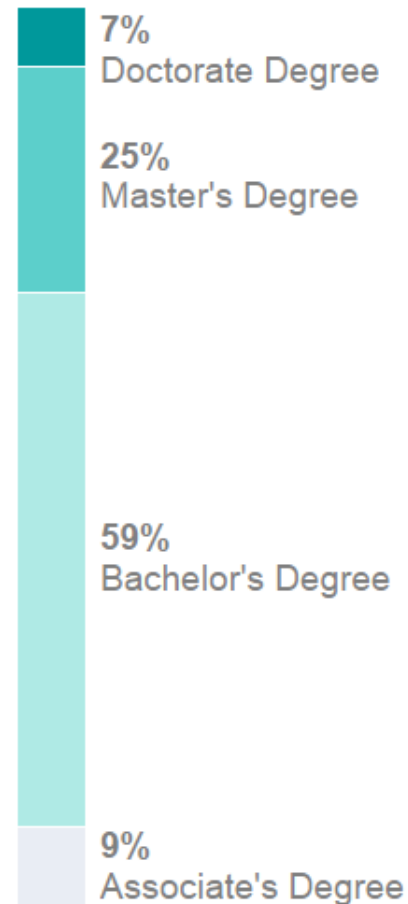


Here's where residents received their education

Top alma maters of members in your region



Distribution of degree types by members in your region



32%
of members
have a
masters or
doctorate
degree

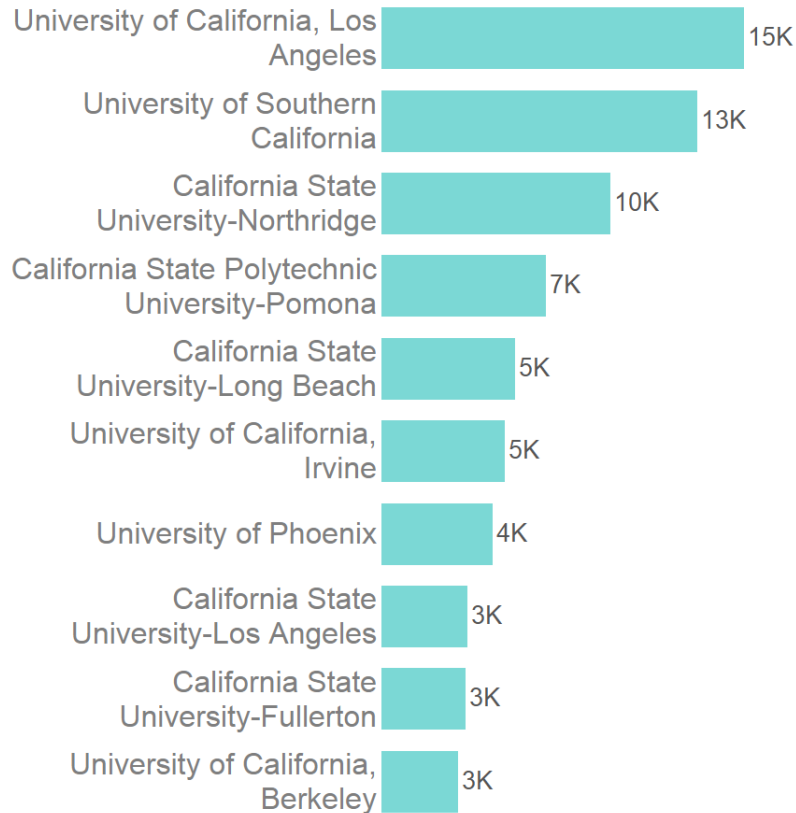


+



Here's where *tech-skilled* residents are getting their education

Top alma maters of members with tech skills




Most prevalent tech skills among members in your region

- 1 Perl/Python/Ruby
- 2 Computer Graphics and Animation
- 3 User Interface Design
- 4 Game Development
- 5 Web Programming
- 6 C/C++
- 7 Java Development
- 8 Database Management and Software
- 9 Business Intelligence
- 10 Microsoft Application Development



LinkedIn connects alumni from your region's most popular universities



California Polytechnic State University-San Luis Obispo

San Luis Obispo, California Area

[Home](#) [Notables](#) [Students & Alumni](#) [Recommendations](#) [LinkedIn for Education](#)

U.S. NEWS & WORLD REPORT
BEST IN THE WEST
PUBLIC-MASTER'S UNIVERSITY

Explore Careers of 117,108+ Alumni

Where they work	Count	What they do	Count
Apple	600	Engineering	16,816
Cisco	483	Sales	9,890
Pacific Gas and Electric Company	456	Operations	9,550

[more](#) [more](#)

General Information


[Show more](#)

How you're connected

1 first-degree connection
1,255 second-degree connections

Notable alumni

< 1 / 28 >



Farzad Nazem
Angel Investor, Board Member & Advisor

BS, Computer Science
1980 – 1981

[See all](#)

WE'LL FIT INTO YOUR LIFE. NOT THE OTHER WAY AROUND.

Migration & Comparisons

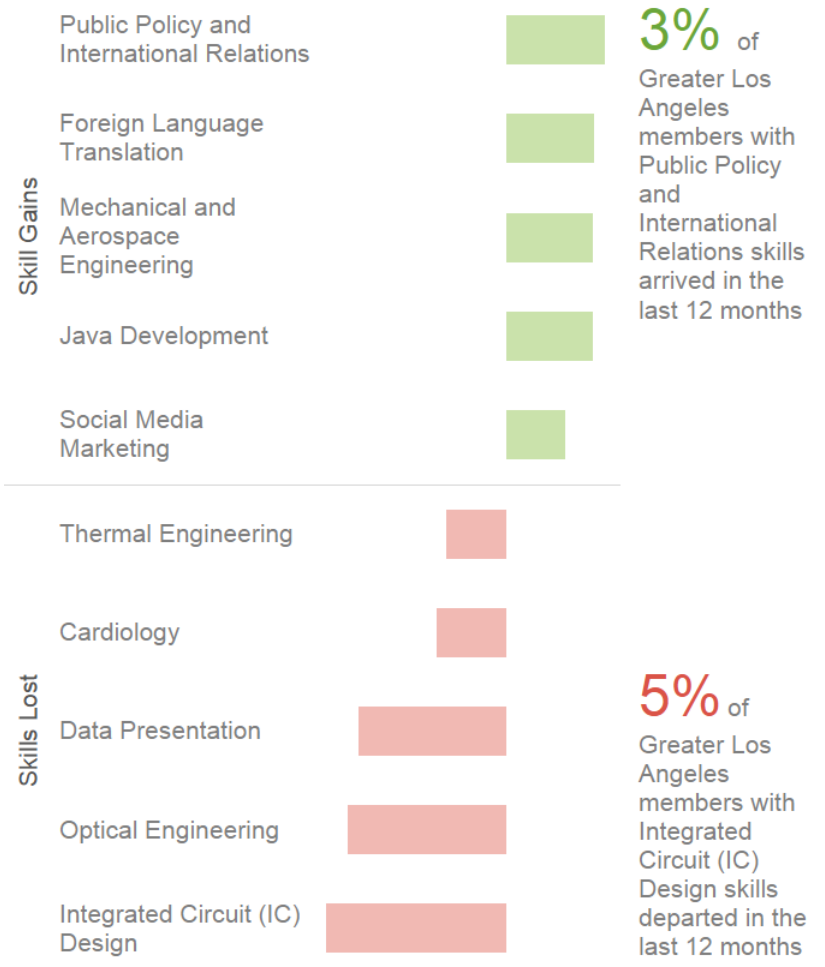


Your region competes for talent nationally and globally

Geographic talent gains and losses



Skill gains and losses





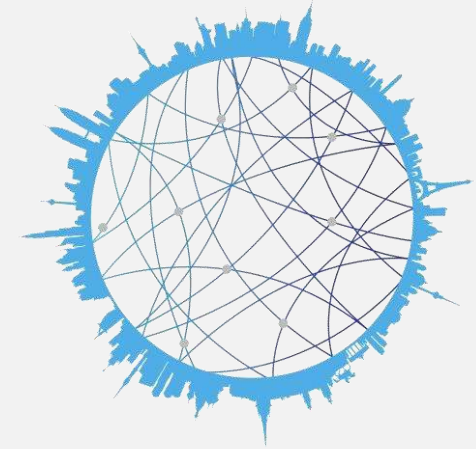
Connections are a tool for economic growth

Your region shares the most connections with these regions

- 1 Las Vegas, Nevada
- 2 Hawaiian Islands
- 3 Yuma, Arizona
- 4 Phoenix, Arizona
- 5 Armenia
- 6 Mexicali, Mexico
- 7 Medford, Oregon
- 8 Reno, Nevada
- 9 Portland, Oregon
- 10 Greater New York City

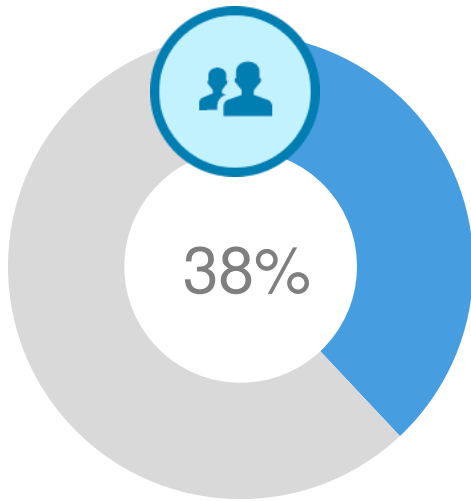
Members in Greater Los Angeles know **5x** as many members in **Las Vegas, Nevada** as the average member

CONNECTIONS AS A TOOL FOR GROWTH: EVIDENCE FROM THE LINKEDIN ECONOMIC GRAPH



“The most connected metro regions had **more than double the job growth** of the least-connected metro regions.”

Online talent platforms like LinkedIn increase labor force participation, reduce unemployment and increase productivity



of the **United States** working-age population is unemployed, inactive or working part-time.

With **over 122 million members in the U.S.**, LinkedIn is the largest online talent platform.

LinkedIn and online talent platforms:

- Match people and jobs
- Help firms manage talent
- Reveal trends in the market



Potential impact by 2025

**40.5
million**

People could benefit

**\$511.5
trillion**

Increase in annual GDP

**4.1
million**

New full-time or equivalent positions filled

Source: McKinsey Global Institute report: "A Labor Market that Works: Connecting Talent with Opportunity in the Digital Age" *Published July, 2015*

Here is how your region compares to top US regions



Greater Los Angeles is in the **70th** percentile, with **53%** student retention rate



Greater Los Angeles is in the **45th** percentile, with **52** hires per thousand members



Greater Los Angeles is in the **40th** percentile, with **34** jobs per thousand members

* The blue dots represent the 5, 25, 50, 75, and 95 percentile of each metric



Laura Williams
City Program Manager
<https://www.linkedin.com/in/lauramwill>

