The World’s Largest Professional Network

+530M
Members around the world

+2
New members per second

+21B
sessions in 2017
LinkedIn in the EU

- +23M UK
- +15M France
- +10M Spain
- +7M NL
- +10M DAC
- +11M Italy
The Economic Graph
Creating a digital map of the global economy

530M+ Members
18M Companies
11M Jobs
50K Skills
29K Schools
Member profiles make up a rich data set that LinkedIn aggregates to understand a region’s labor market.

**Jobs**
Members indicate their job history in the experience section of their profile. When a new position is added with a different location or employer, LinkedIn uses these signals to uncover trends. Information is always summarized to protect individual member privacy.

**Education**
Members indicate their academic achievements in the education section of their profile, such as their higher education organization and degree type.

**Skills**
Members indicate their expertise within the skills section of their profile. LinkedIn clusters the tens of thousands of individual skills that members choose to display on their profile into categories for analysis.

**Technology**
- Software Engineering Management
- Software Modeling and Process Design
- Web Programming
The Economic Graph - Two use cases

1. Health & Vibrancy of Local Labour Markets
2. Talent Flows and Labour Mobility
Helping policy makers around the EU to make smart workforce investments

Le conseil régional des Hauts-de-France s’associe à LinkedIn

Le conseil régional Hauts-de-France a conclu un partenariat stratégique sur l’emploi avec LinkedIn, le premier réseau professionnel en ligne en France et dans le monde. 530 millions de membres dont 15 millions en France.

LinkedIn have created an Economic Graph for London that looks at technology skills in London's labour market. It provides real-time data such as the fastest employers of tech talent in the private and public sectors, and shows that London’s LinkedIn users have a comparative advantage to the rest of the UK in skills such as Cloud and Distributed Computing, Machine Learning and Software Code Debugging.
THE ECONOMIC GRAPH
Brussels region

- 726K Members
- 56K Companies represented
- 11K Jobs open
- 17K Standardised Skills
- 6.1K Schools
Brussels region members with these skills are very likely to have started a new position in the past 12 months

25% of members with Perl/Python/Ruby have started a new position last year

<table>
<thead>
<tr>
<th></th>
<th>Skill</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Perl/Python/Ruby</td>
<td>25%</td>
</tr>
<tr>
<td>2</td>
<td>Mobile Development</td>
<td>24%</td>
</tr>
<tr>
<td>3</td>
<td>SEO/SEM Marketing</td>
<td>23%</td>
</tr>
<tr>
<td>4</td>
<td>User Interface</td>
<td>23%</td>
</tr>
<tr>
<td>5</td>
<td>Statistical Analysis and Data Mining</td>
<td>22%</td>
</tr>
<tr>
<td>6</td>
<td>Social Media Marketing</td>
<td>22%</td>
</tr>
<tr>
<td>7</td>
<td>Economics</td>
<td>21%</td>
</tr>
<tr>
<td>8</td>
<td>Mathematics</td>
<td>21%</td>
</tr>
<tr>
<td>9</td>
<td>C/C++</td>
<td>21%</td>
</tr>
<tr>
<td>10</td>
<td>Marketing Demand Generation</td>
<td>21%</td>
</tr>
</tbody>
</table>
Today - Two use cases

1. Health & Vibrancy of Local Labour Markets

2. Talent Flows and Labour Mobility
Job changes happen everyday, and in aggregate we can spot talent migrations…
Members arrived from 188 countries into Brussels region

Talent Migration from the world

Net Talent movement from other regions

- European Union (oth)
- Rest of the world
- United Kingdom
- United States

Net Inflow
Net Outflow
Brussels region is gaining 18 members for 1 emigrated member.
Impact of migration to Brussels on skills

Migration has impacted on the pool of skills in Brussels region

<table>
<thead>
<tr>
<th>Skill</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criminal Law</td>
<td>3% increase</td>
</tr>
<tr>
<td>Software Revision Control</td>
<td></td>
</tr>
<tr>
<td>System</td>
<td></td>
</tr>
<tr>
<td>Java Development</td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td></td>
</tr>
<tr>
<td>Data Presentation</td>
<td></td>
</tr>
<tr>
<td>Food and Beverage</td>
<td>2% decrease</td>
</tr>
<tr>
<td>Luxury Goods and Services</td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
</tr>
<tr>
<td>Marketing Demand Generation</td>
<td></td>
</tr>
<tr>
<td>Military</td>
<td></td>
</tr>
</tbody>
</table>

There was a net increase of 3% in the number of people with Criminal Law skills as a result of migration.

There was a net decrease of 2% in the number of people with Food and Beverage skills as a result of migration.
Intra-EU flows of IT professionals follow a general pattern of mobility: from east and south to west and north. Net flows are substantial and more so for recent graduates.

The EU is losing tech skills to the US – especially those possessed by new graduates.

The EU is also losing on quality – the best educated are more likely to leave. This is also the case for intra-EU flows.

A snapshot of IT talent flows between the UK and the EU during 2014

Half of all EU migration by IT professionals involves the UK

The UK is a net importer of IT talent

IT professionals arriving from the EU were roughly twice as likely to hold a Masters and twice as likely to have a PhD than those in the UK
Intra-EU mobility - who gains?
Mapping the Global Economy

Net migration patterns of LinkedIn members with STEM skills, who moved a distance of at least 1,000 miles
Migration

- London attracts net flow of talent, both from all the other parts of the UK and also from abroad
- South West and the North West also attract net flows
- 10 out of 12 of the UK regions and nations attract international net flows of talent
THE ECONOMIC GRAPH

Learn more at
economicgraph.linkedin.com