Remote Work Insights from LinkedIn Data

CSG | December 1, 2021

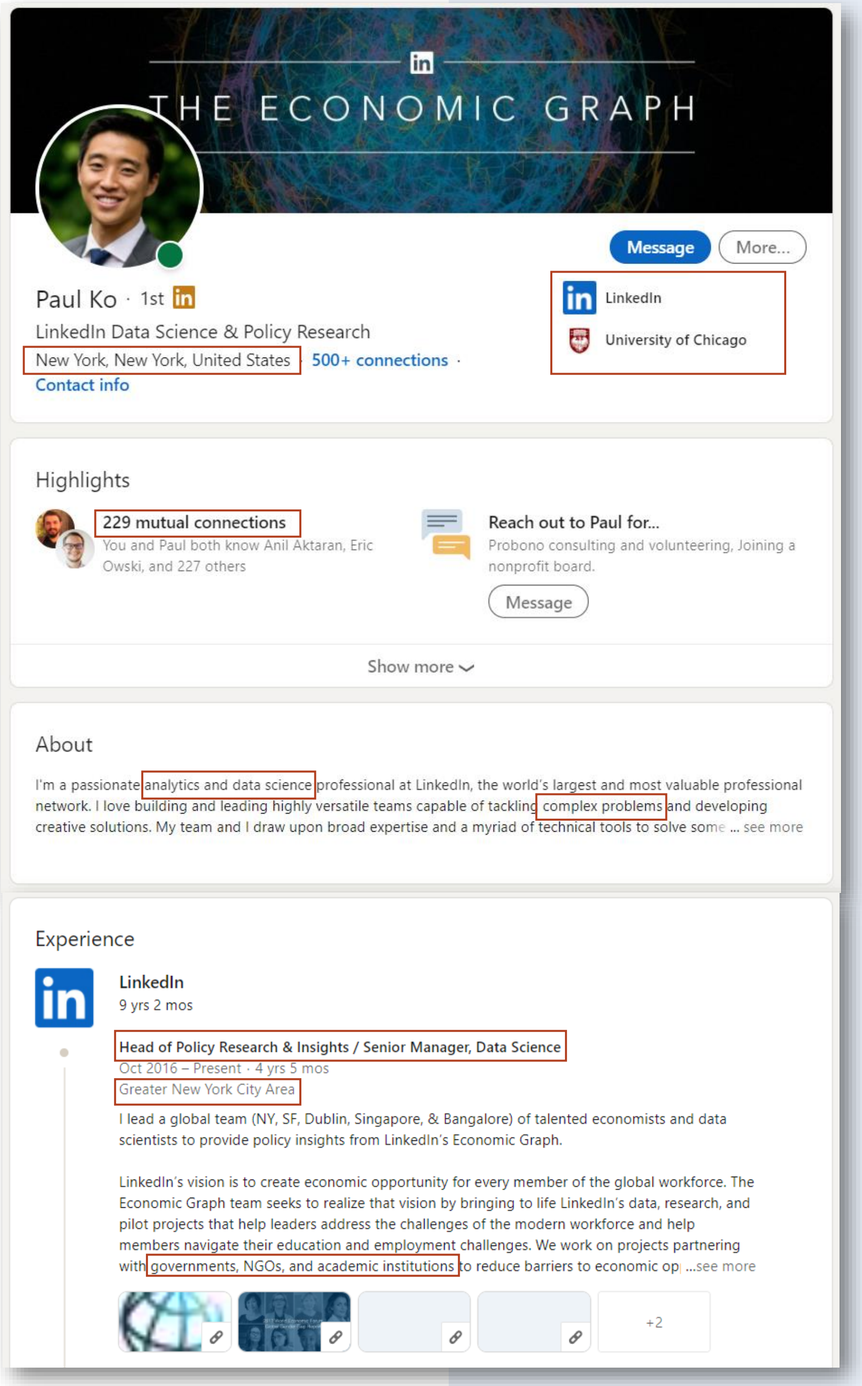
LinkedIn’s Vision

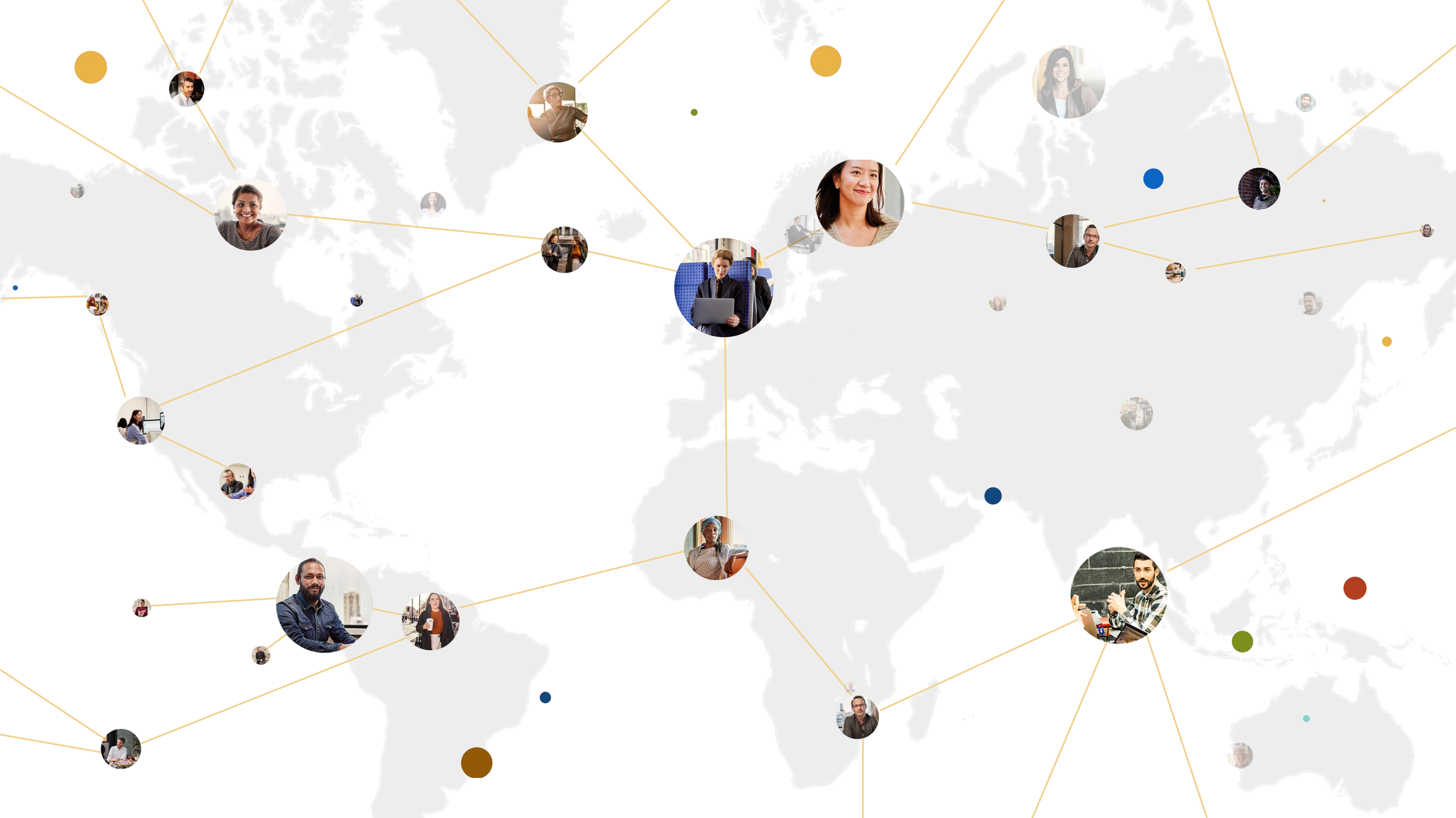
Create economic opportunity for every member of the global workforce

The LinkedIn Data Ecosystem

LinkedIn is the world's largest professional network.

- Profile data is standardized and mapped to LinkedIn's taxonomy
- The network becomes more useful for Members as it grows
- We refer to the platform for the network, as well as the data that flows from the platform as an "Economic Graph."
- **Building the Economic Graph is the way we operationalize our vision of creating economic opportunity.**





The Economic Graph

800M

Members

57M

Companies

38K

Skills

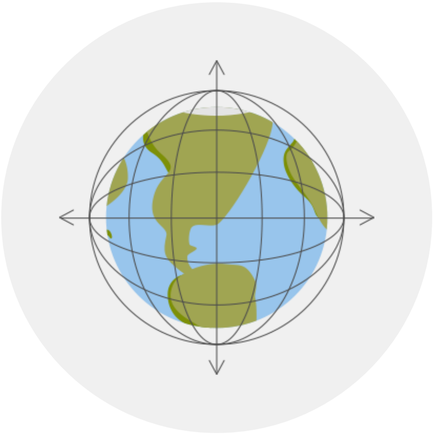
120K

Schools

222B

Graph Edges

Advantages of LinkedIn Data



Global

Compare hundreds of countries and cities

Granular

Breakdown by location, industry, function, etc.

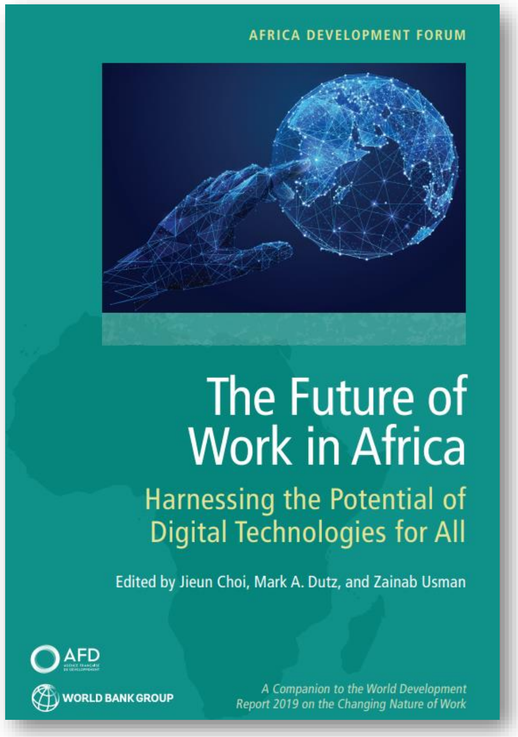
Real-Time

Members constantly update their profiles

Historical

Monitor data – like migration patterns – over time

Uses of LinkedIn Data



THE WORLD BANK

WORLD ECONOMIC FORUM

UNITED NATIONS

The Workforce of Tomorrow

The Great Reshuffle

Business leaders are rethinking their entire working models, cultures, and company values.

Employees are rethinking not just how they work, but why, looking for opportunities that best match their needs -- whether that’s greater flexibility, better pay, or deeper fulfillment

Hiring

Hiring in continues to climb across all industries

Up nearly 35% compared to the same time last year

Still trailing pre-pandemic highs

Job Changes

Job changes are accelerating

The rate at which workers are changing jobs is nearly 30% higher than pre-pandemic levels

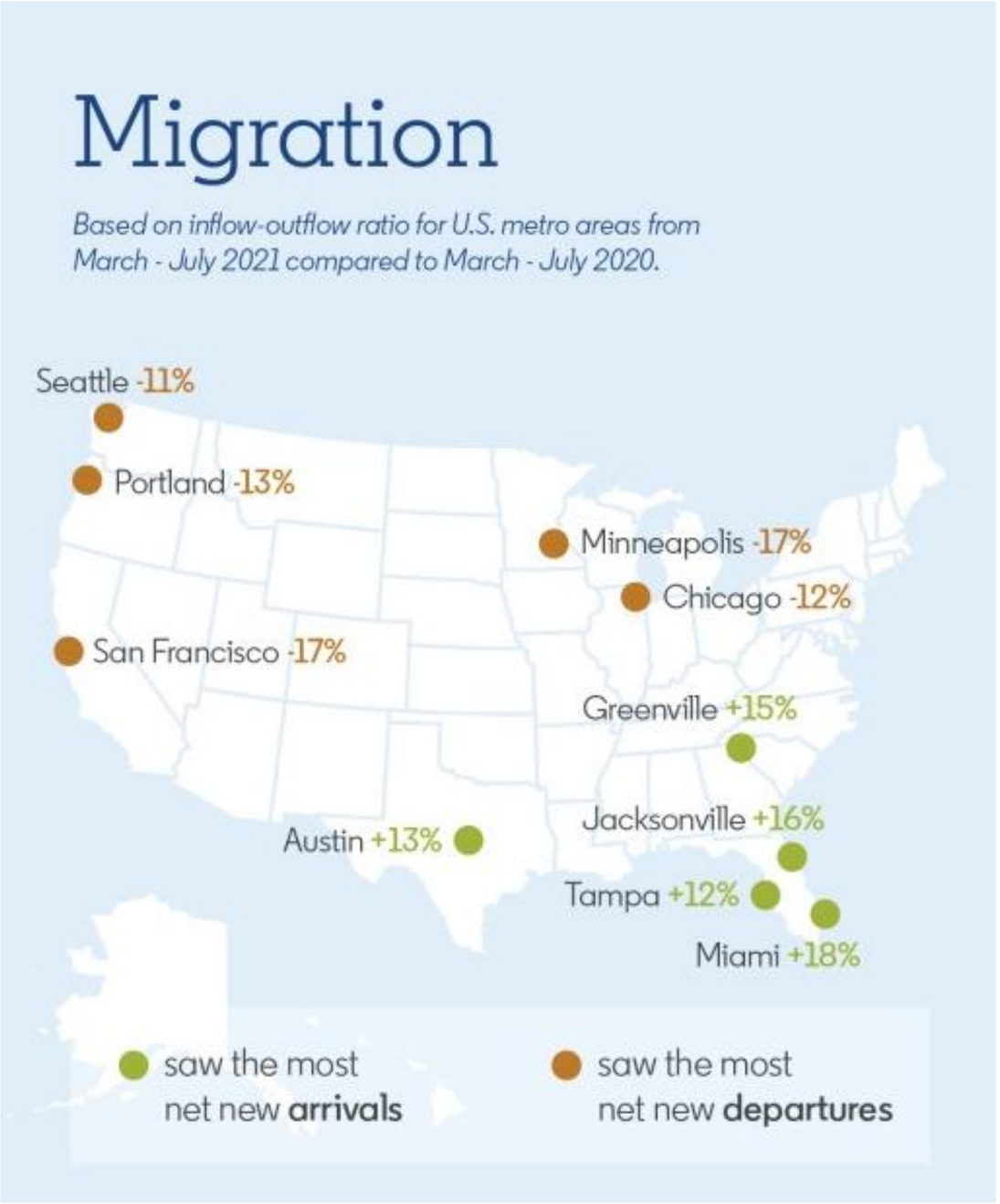
Transportation & Logistics, Software & IT, and Healthcare lead in job changes

Migration

Migration patterns have shifted

Migration rates had recovered but now dropped below pre-pandemic levels.

Gen Z is the most mobile segment of the workforce.



Remote Work

In response to the shifting workplace, leaders are taking note and adjusting their playbooks:

***71% of executives** have felt under pressure to change working models and adapt workplace policies to allow for greater flexibility.*

***87% of employees** want to remain remote most of the time.*

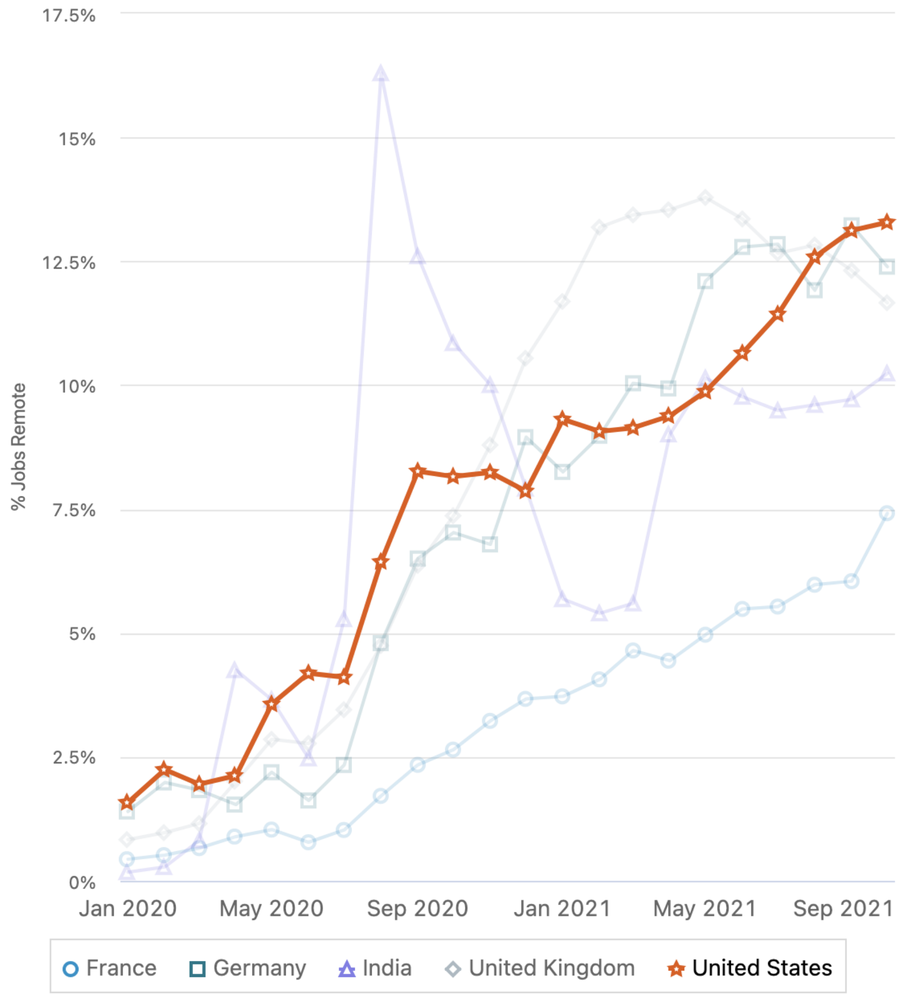
A Closer Look at Remote Work

Companies are hiring for remote

Remote work is growing in every country, and the US especially.

The share of remote job postings on LinkedIn has grown from around 2% at the beginning of 2020 to almost 14% today.

Share of remote job postings



Leaders are adjusting strategies for the new hybrid workplace

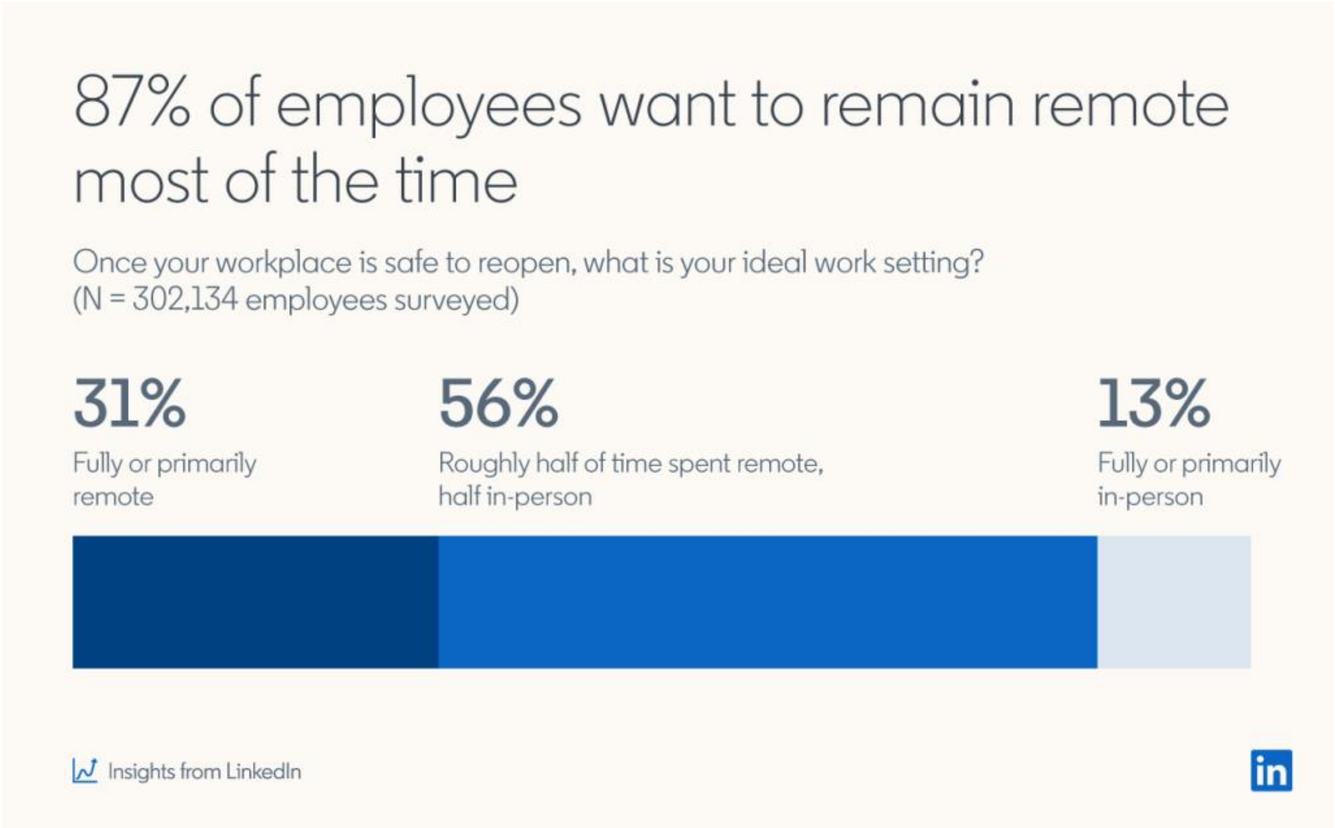
71%

*of leaders under pressure to **change working models** and adapt workplace policies to allow for greater flexibility.*

58%

*of leaders felt optimistic that **greater flexibility will be good** for people and businesses.*

Job seekers want to remain remote

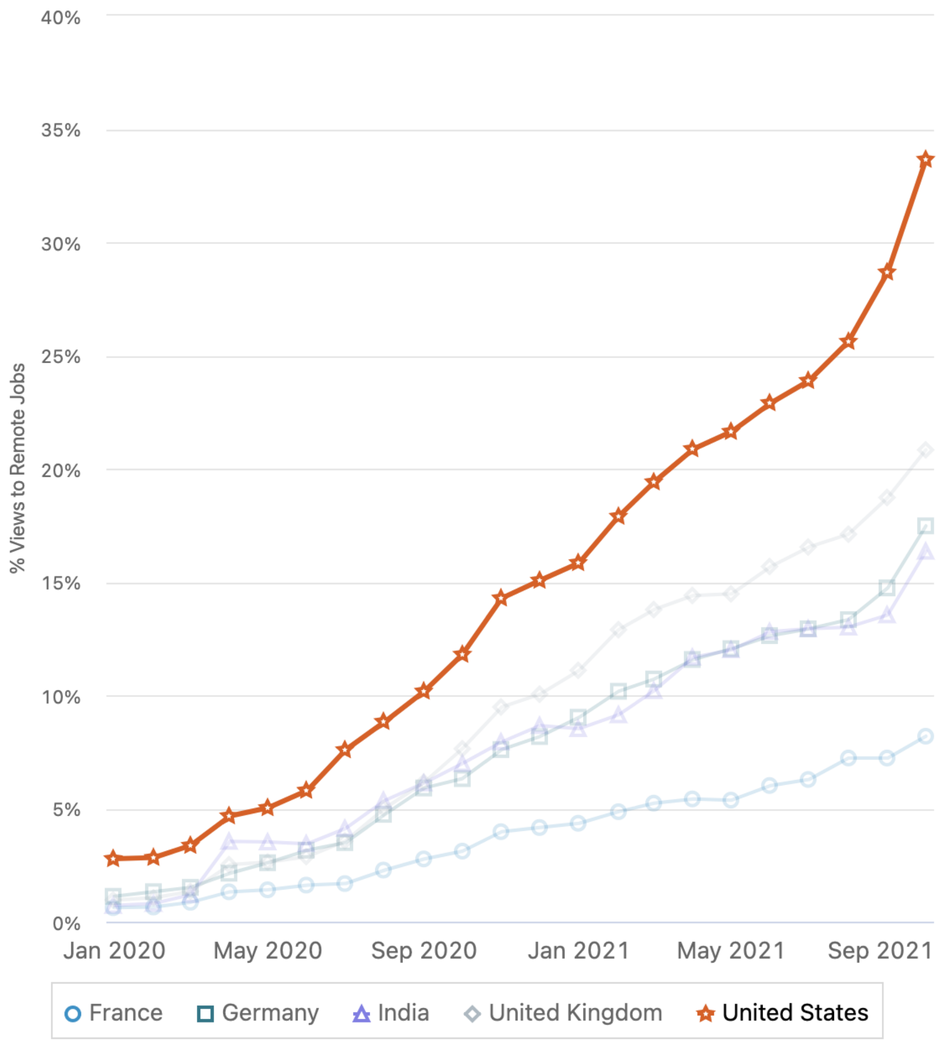


Job seekers are ***viewing*** more remote job posts

1 in 3 of every job post views is for a remote job

Was 1 in 40 before the pandemic

Share of job post views for remote

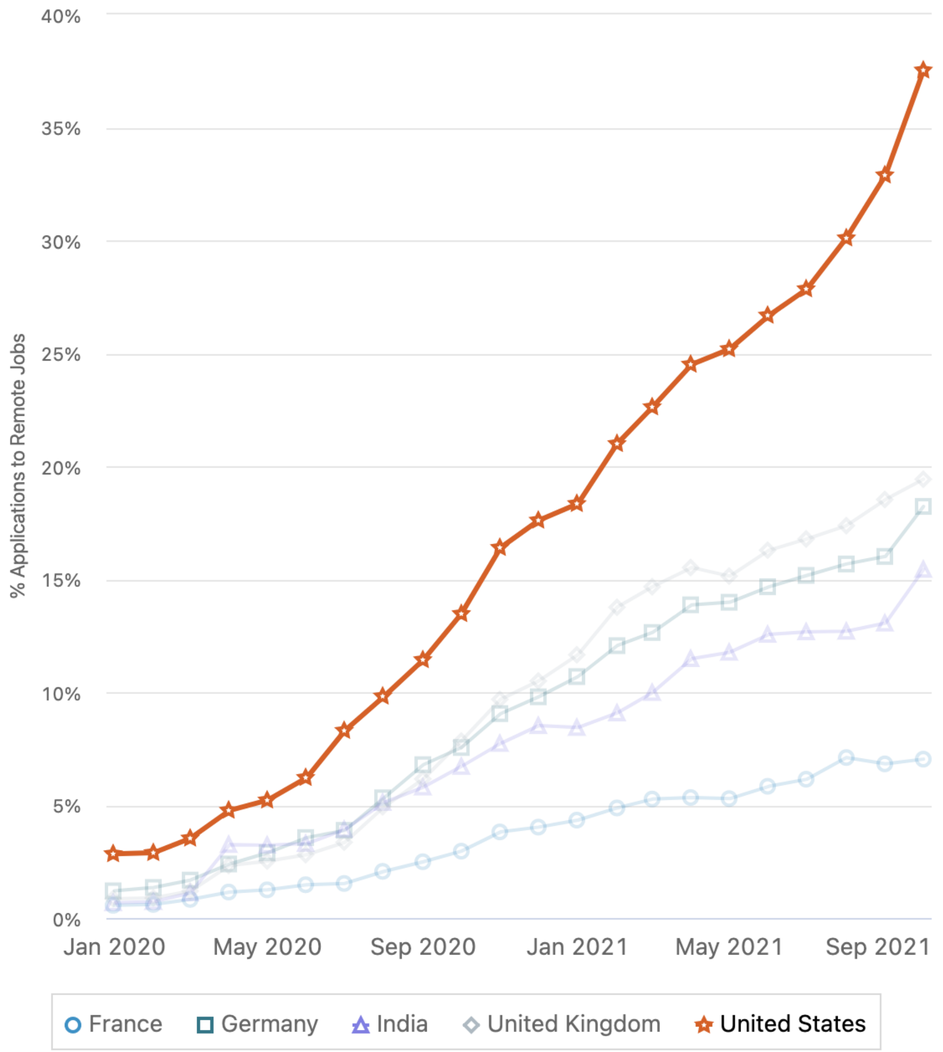


Job seekers are ***applying to*** more remote job posts

38% of job applications are for remote jobs

Up from under 3% in Jan 2020

Share of job applies for remote

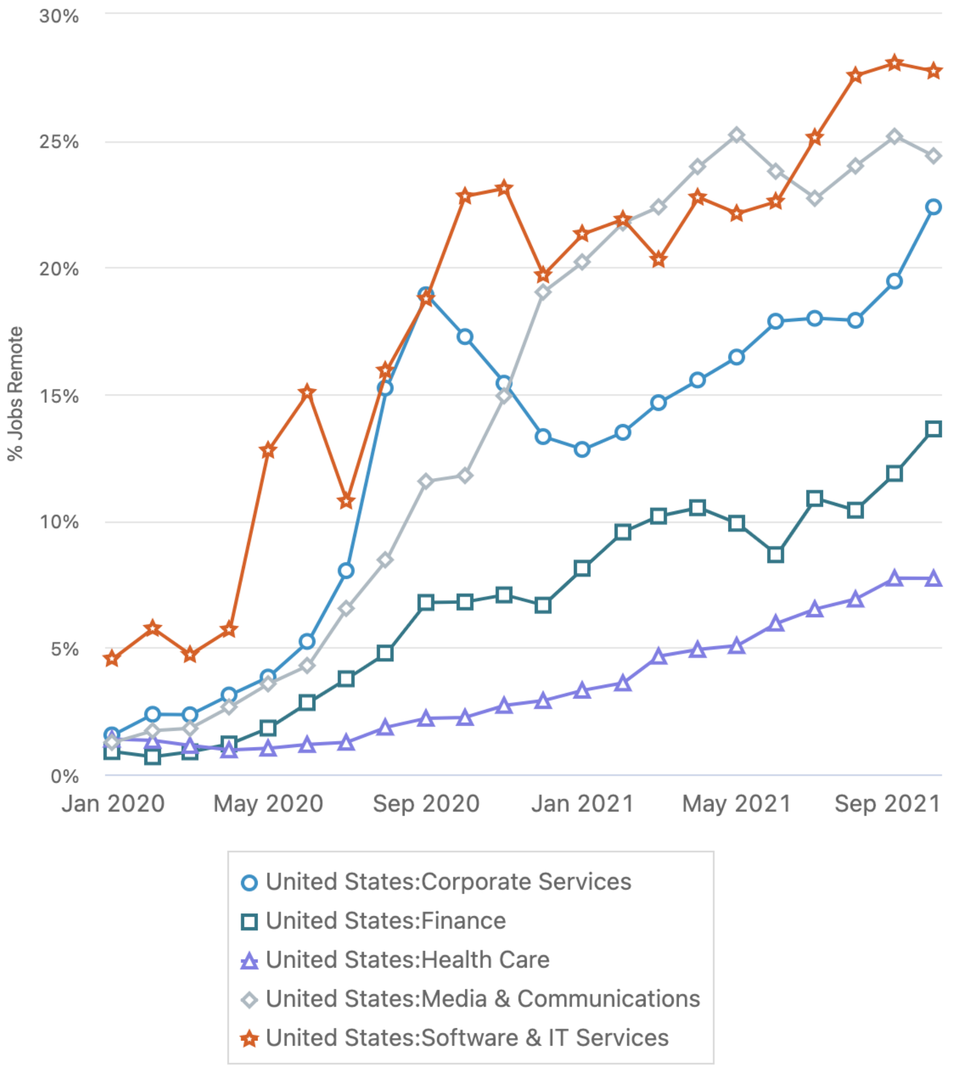


A few industries are driving remote job opportunities

The rise in remote jobs is most prominent in a few key industries:

- *Software & IT (28%)*
- *Media & Communications (24%)*
- *Corporate Services (22%)*
- *Finance (14%)*
- *Healthcare (8%)*

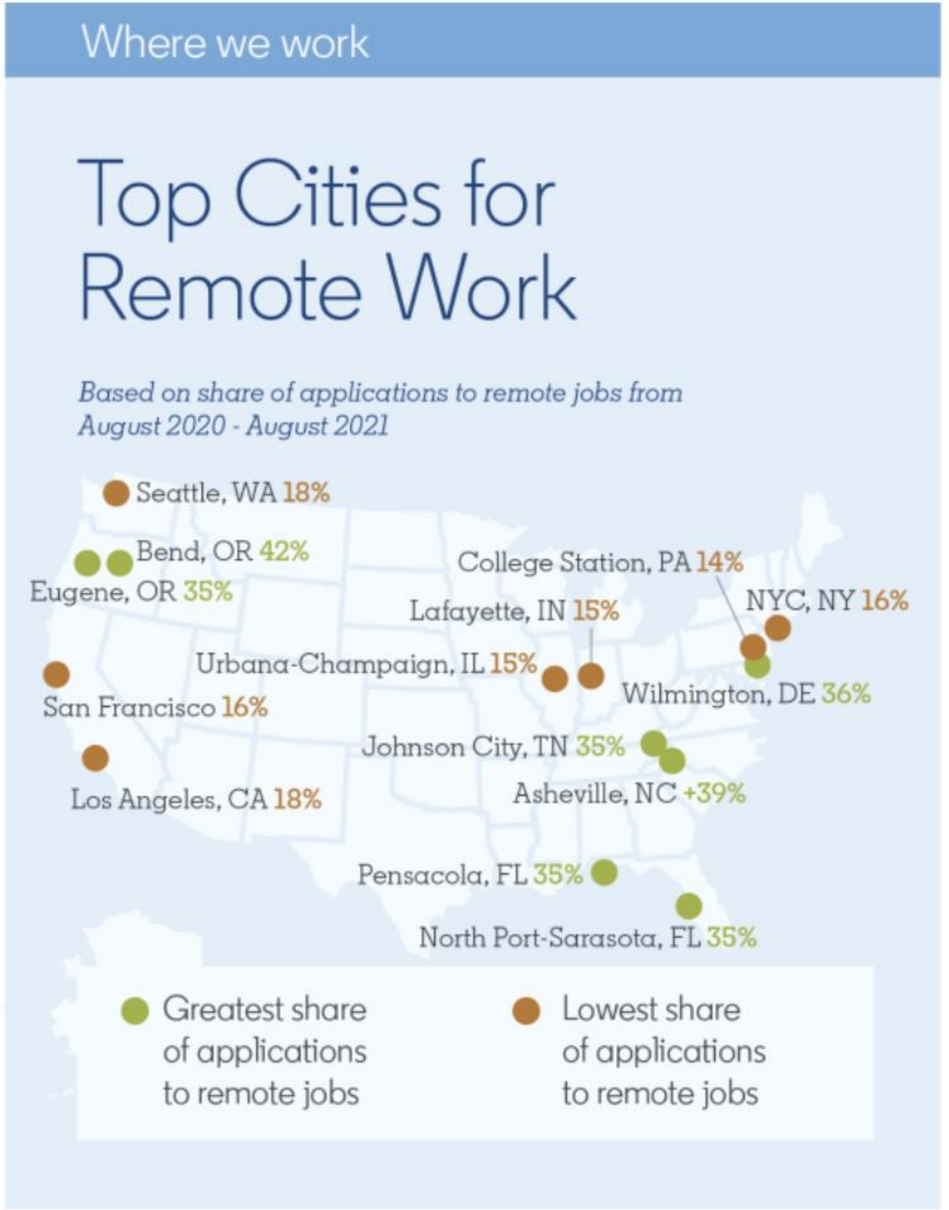
Share of remote job posts by industry



Top Cities for Remote Work

Smaller cities have become remote work havens with the greatest share of job applications by residents to remote jobs in the last 12 months.

- *Bend, OR (41.8%)*
- *Asheville, NC (38.7%)*
- *Wilmington, DE (35.9%)*



Gen Z is going hybrid

17% *more likely to apply to remote jobs than other generations*

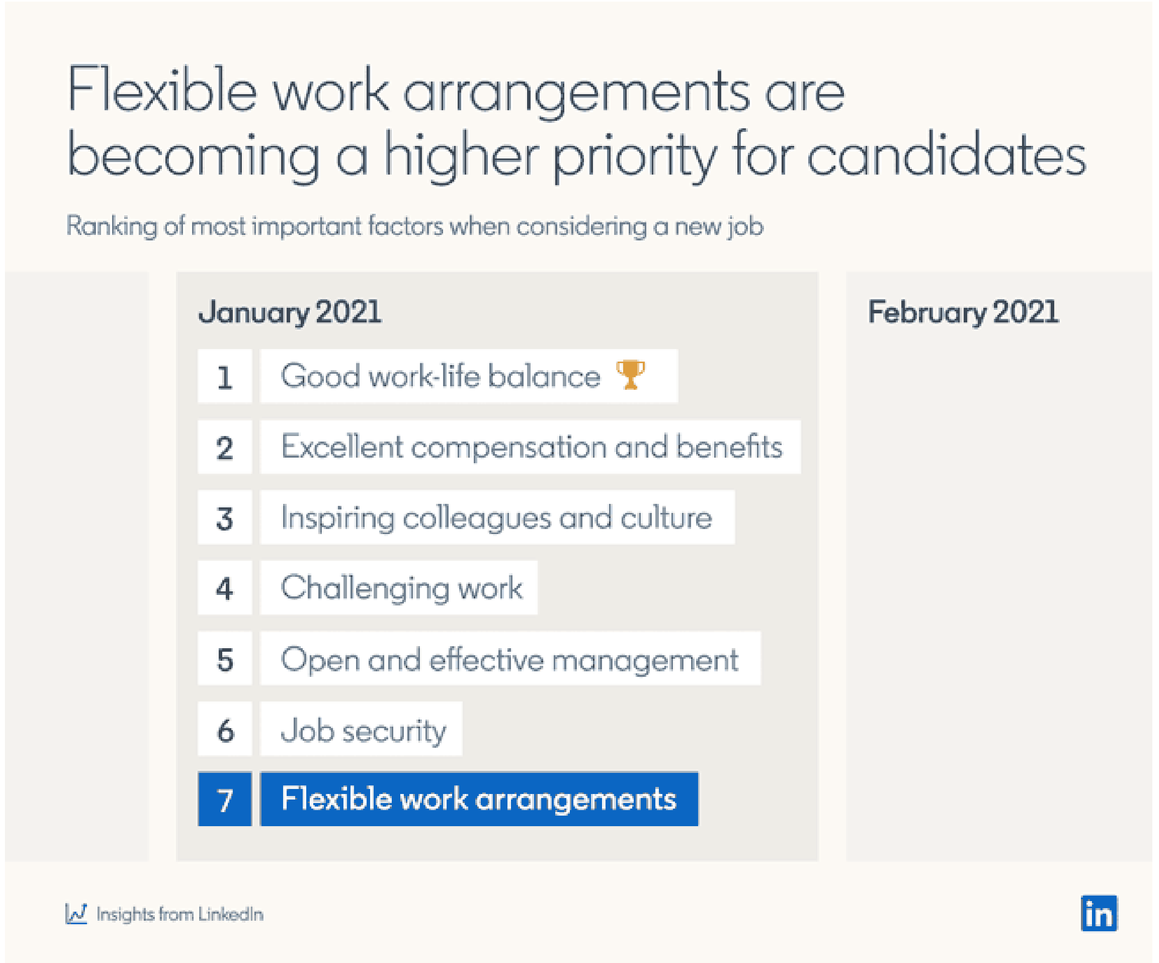
41% *back in the workplace full-time after being remote compared to Millennials (37%), Gen X (24%), and Boomers (18%)*

What does this mean for the Future of Work?

Flexibility has become a top priority

Employers that offer more remote job opportunities are in a good position to attract talent — flexible work has become a top priority for candidates over the last few months.

Between January 2021 and May 2021, ***flexible working arrangements rose from the seventh-most important factor to the fourth-most important.***



Remote work may have consequences for work-life balance

Finding the right balance matters for retention

Employers' ability to prioritize employees' sense of support and engagement will be critical to retaining them.

Employees who are satisfied with their organization's flexibility on work time or location are:

- ***3.4x more likely** to successfully balance work and personal obligations*
- ***2.6x more likely** to be happy working for their employer*
- ***2.1x more likely** to recommend working for their employer*

The Great Reshuffle is an opportunity

For shared values and a common mission — built on trust and flexibility — providing more success for organizations and career fulfillment for employees.

Thank You

Appendix

Methodology

Remote Work
A “remote job” is defined as one where either the job poster explicitly labeled it as “remote” or if the job contained keywords like “work from home” in the listing. The share of remote jobs is calculated in proportion to all paid job postings. LinkedIn analyzed over 1.5 million paid remote job postings in the United States posted since January 2020.

LinkedIn Hiring Rate
The LinkedIn Hiring Rate (LHR) is the number of LinkedIn members who added a new employer to their profile in the same month the new job began, divided by the total number of LinkedIn members in that country. By only analyzing the timeliest data, we can make month-to-month comparisons and account for any potential lags in members updating their profiles. This number is indexed to the average month in 2016; for example, an index of 1.05 indicates a hiring rate that is 5% higher than the average month in 2016.

Migration
A migration instance is defined as a member changing their location on their LinkedIn profile. This analysis calculates the inflow-outflow ratio (number of inflows to a market area for every outflow) for U.S. metro areas that have at least 500 inflows and 500 outflows every month

Methodology

Job Transitions

Job transitions are calculated from updates to LinkedIn profiles when a new job at a different company is created after a previous job has ended. This is divided by LinkedIn membership to account for membership growth. This share is compared to the equivalent time in 2019, before COVID, to benchmark the job transition rate against a more “typical” economic year. Student jobs, side jobs, and internships are not included. Jobs must be created on LinkedIn in the same month of the job start date to account for lag in how members update their profile.

How representative is LinkedIn data in my country/region?

LinkedIn data is not a random sample of a country/region’s workforce. LinkedIn data is based on LinkedIn member inputs, and therefore may not be fully representative of the country/region labor force, though the membership described here represents a significant portion of it. The analysis reported here represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social, and regional culture, as well as overall site availability and accessibility.