2023 LinkedIn Market Insights

United States

Welcome to the United States

The United States (US) has long been recognised as a uniquely attractive market for employers. A deeply ingrained entrepreneurial culture encourages individuals and organisations to pursue innovative ideas.

The US boasts a relatively business-friendly regulatory environment which can simplify the process of starting or scaling a company. The country's vast consumer base, strong purchasing power, and widespread use of English provides businesses with the opportunity to efficiently test their products and services on a global scale.

The United States offers a diverse, highly skilled workforce with expertise across numerous industries. The nation's world-renowned universities and research institutions supply a steady stream of talent, enabling companies to access top-tier employees with specialised knowledge and skills.

Venture capital firms, angel investors, and crowdfunding platforms are abundant, providing entrepreneurs with various options to secure financial support.

New businesses in the US are likely to find support, mentorship, and resources to help them navigate the challenges of starting in a new country, especially if LinkedIn is deployed to connect and draw insight.

As a B2B platform with 930M+ members, LinkedIn enables individuals users to reach a unique professional audience. And when we zoom out, our unparalleled data set reveals unique insights relevant to any business looking to establish a presence in the US talent market.

We hope this playbook provides a useful sample of information and a taste of how LinkedIn can help you on your business journey in the US.

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2. Making sense of opportunity in the US
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4. Leveraging LinkedIn as a strategic partner

The US at a glance

Despite exciting global dynamism, the United States remains the largest economy in the world, single-handedly accounting for around a fifth of the planet's GDP.

Its massive and relatively well-educated workforce has long made it a global magnet for investment.

The global Covid pandemic buffeted the US, as it did most nations, but the country established a firm footing on the path to recovery early and is now roaring back to health. In fact, while not all G7 economies have fully recovered to their pre-pandemic size, the US economy is now five percent larger than it was in 2019 and its labor market recovery has been exceptionally strong.

GDP

$23.32

USD Trillion (2022)

Growth 10.7%

Foreign Direct Investment

$448.32

USD Billion (2022)

Growth 201.1%

Population

215.99

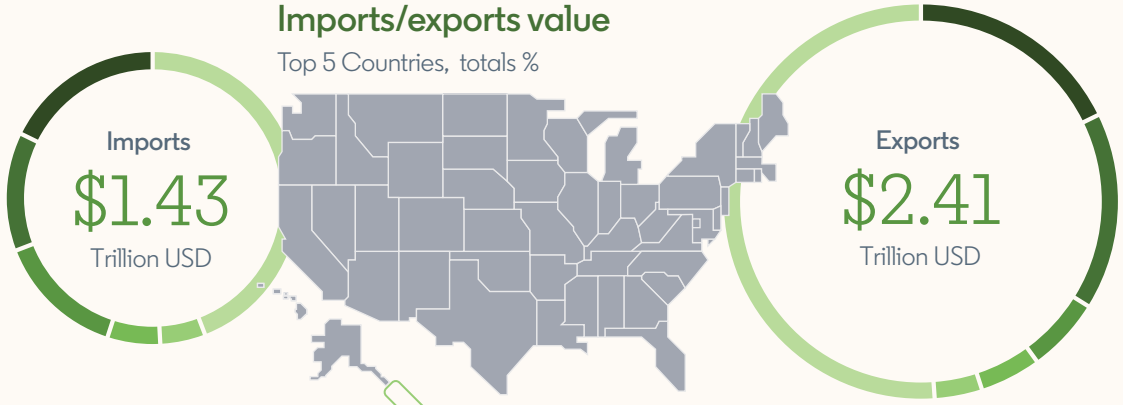
Million, ages 15-64

Growth 0.17%

Imports/exports value

Top 5 Countries, totals %

China	18%
Canada	13%
Mexico	14%
Japan	6%
Germany	5%
Other	44%



18%	Canada
16%	Mexico
6%	China
5%	Japan
4%	UK
51%	Other

Petroleum Oils | Automobiles | Transmission Apparatus | Other Medicaments

Top Imports

Petroleum Oils | Integrated Circuits | Soya beans | Transmission Apparatus

Top Exports

Data for 2023, unless otherwise mentioned | Source: Macroeconomic indicators at WorldBank, WITS & WEO Database

Country population

The US is the third-largest country in the world by population. Recent US urbanisation trends are emphasising smart city initiatives, using data-driven technologies to improve efficiency and sustainability. Remote work's rising popularity has led to smaller cities experiencing growth due to increased telecommuting opportunities and a greater focus on work-life balance.

Total Population

339.1
Million

Development

83.2%
Live in urban areas

Internet users

311.3
Million

91.8%
vs. population
+2.8% annual change

Mobile connections

3834
Million

113.1%
vs. population
+2.8% annual change

Social media users

246
Million

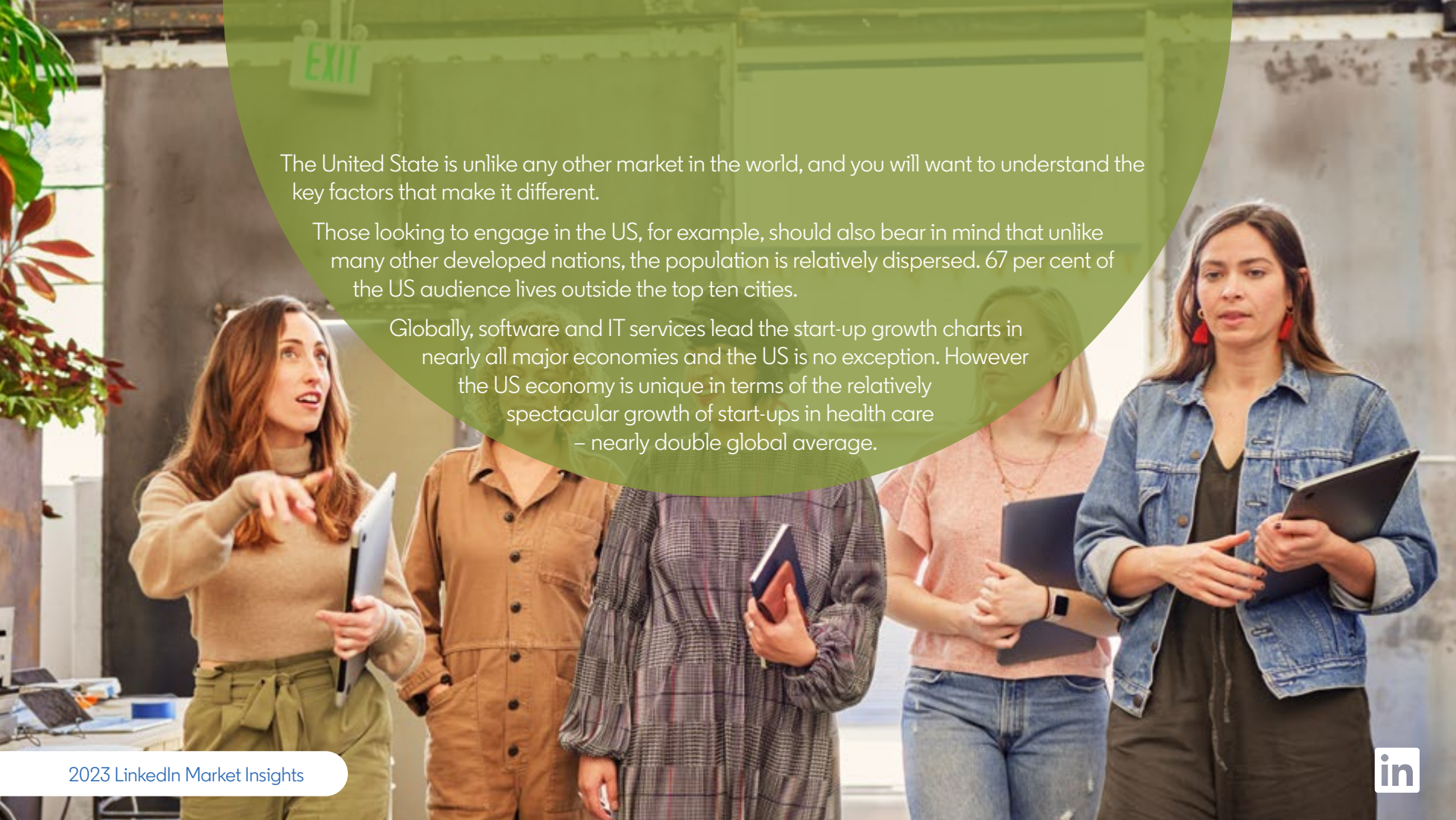
72.5%
vs. population

Digital Adoption & Growth

The COVID-19 pandemic has fuelled rapid digital adoption in the US, increasing reliance on e-commerce, remote work, and telemedicine. The widespread rollout of 5G networks are enabling advanced technologies like IoT, AI, and AR/VR. Digital payment systems and cryptocurrencies have gained in popularity, streamlining transactions.

Data for Feb 2023 | Source: Hootsuite Digital 2023 Report

Making sense of opportunity in the US



The United State is unlike any other market in the world, and you will want to understand the key factors that make it different.

Those looking to engage in the US, for example, should also bear in mind that unlike many other developed nations, the population is relatively dispersed. 67 per cent of the US audience lives outside the top ten cities.

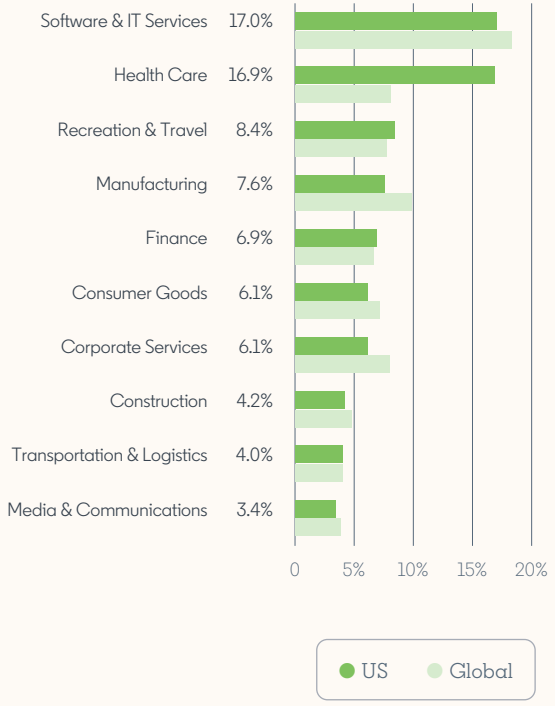
Globally, software and IT services lead the start-up growth charts in nearly all major economies and the US is no exception. However the US economy is unique in terms of the relatively spectacular growth of start-ups in health care – nearly double global average.

Startup landscape

Software & IT Services has provided the majority of the start-ups in recent years, followed by Health Care. The United States has a higher percentage of startups in the Health Care industry compared to the global average.

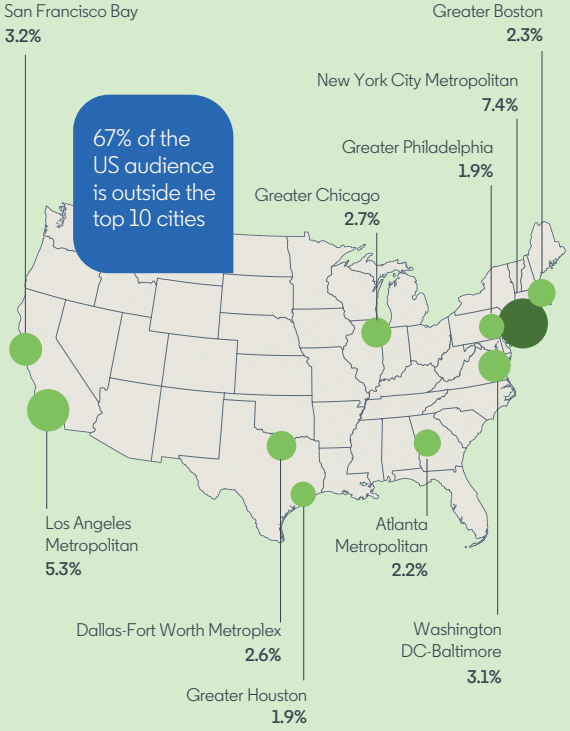
Growth by sector

% of business startups



Top ten business hubs

% audience distribution



Business hubs

While LinkedIn's member distribution resonates with major professional hubs in the market, it is important to think beyond just top hubs to unlock new opportunities.

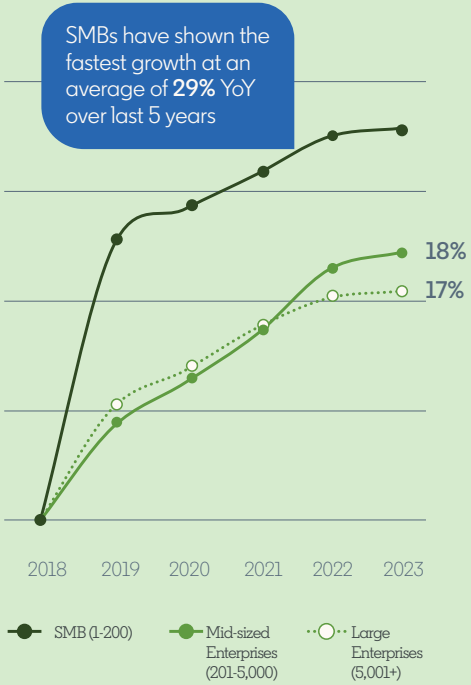
source: LinkedIn Internal Data Feb 2023 | Target Audience: LinkedIn Members in US | Startups are defined as companies with 10+ current employees where the first start date of an employee was in L7Y

Company growth is positive

There is a 2.8X positive growth in companies globally on LinkedIn across all company sizes over last 5 years.

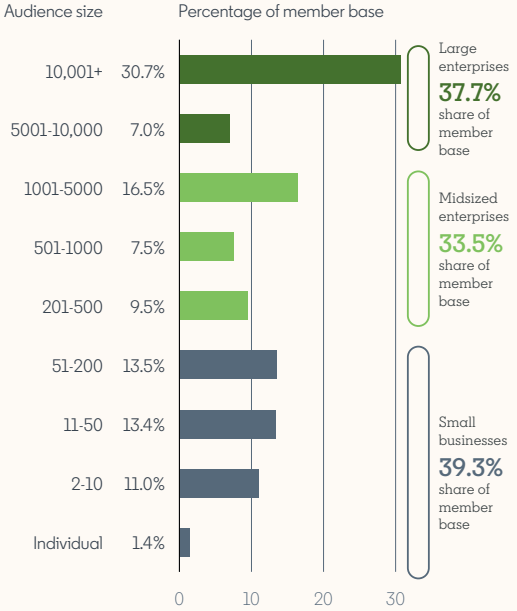
Companies' Growth on LinkedIn

Data is specific to the companies that have joined LinkedIn



SMBs skew the US audience on LinkedIn

Audience distribution by Company Size



A fair share: audience size similar across all businesses

43% companies are SMB's, and they have about 39% of the member base compared to one percent of large enterprises which employ 38% of the population.

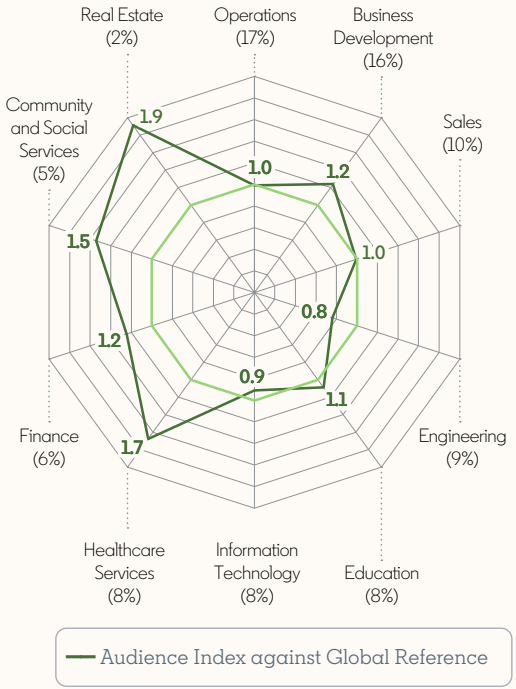
source: LinkedIn Internal Data Feb 2023; LinkedIn Internal Data 2018-2023 | Target Audience: LinkedIn Members in US region | SMB: Size 1-200; Mid-size Enterprises: Size 201-5000; Large Enterprises: 5001+ | Total may be higher than 100% owing to concurrent profiles

33% of the US audience are in Operations & Business Development

The US audience over-indexes towards Real Estate, Healthcare Services & Community and Social Services compared to overall world. Focusing on use cases relevant for these functions can help with engagement

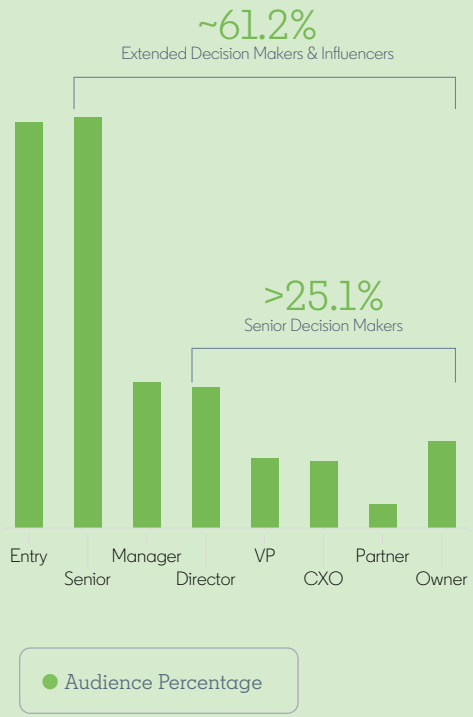
Audience distribution: job functions

The percentage shares represent the percentage of the audience in that industry. The multiplier is how many times greater that audience is in the US than other countries.



Decision-makers

Audience distribution : Seniority



Decision-makers are now distributed

The US audience over-indexes towards Real Estate, Healthcare Services & Community and Social Services compared to overall world.
Focusing on use cases relevant for these functions can help with engagement

source: LinkedIn Internal Data Feb 2023 | Target Audience: LinkedIn Members in US region | Baseline Audience: LinkedIn Members Globally except in US region

Content that resonates with your audience can help boost engagement

Compared to the global audience, members in US over-index on topics like Volatility and Markets, Financial Planning & Colleges and Universities

Top member interests

- Business and Management
- Finance and Economy
- Technology
- Business Administration
- Marketing and Advertising
- Politics and Law
- Human Resources
- Society and Culture
- Careers and Employment
- Working Environments

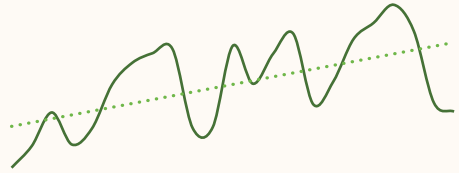
Over-indexing topics read

- Volatility & Markets
- Financial Planning
- Colleges & Universities
- Health Care
- Value Investing
- Returns & Capital
- Team Building
- Lean Start Ups
- Equal Opportunities
- Graduate Schools & Students

source: LinkedIn Internal Data Feb 2023

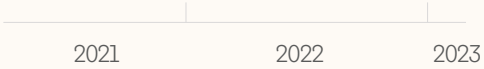
Total Ad Spend (USD) by Marketers on US

Indexed against base month = April 2021



1.2%

Average monthly growth rate of total marketing investments on LinkedIn



Growing audience attractiveness is increasing marketing investments

Marketers should build their budgets keeping in mind the target, Share of Voice, in light of ever-increasing investments from possible competition

Source: LinkedIn Internal Data Apr 2021-Feb 2023 | Target Audience: LinkedIn Members in US region

Understanding the overall talent landscape

When you're looking to hire in the US markets you should know about the seasonality of the domestic hiring market. LinkedIn's data reveals the months when most Americans change jobs, enabling employers to take advantage of talent on the move.

Our data shows that professional services continues to attract more talent than any other sector. Interestingly, however, talent is also now flocking in heavy numbers toward manufacturing, perhaps driven by the US Government's strong interventionist investment in the sector via the recent Inflation Reduction Act[1]. Technology and health are also attracting significant flows of mobile talent at the moment.

The US economy's hunger for skills in the field of data science remains strong, while project management, management accounting, and recruiting are also in strong demand.

[1] Professor Willy Shih, The Inflation Reduction Act Will Bring Some Manufacturing Back To The U.S. https://www.forbes.com/sites/willyshih/2023/02/22/the-inflation-reduction-act-will-bring-some-manufacturing-back-to-the-us/?sh=3255c1d1b544

Who

Occupations on the rise present the changing landscape of jobs market in U.S.

Fastest growing occupations (YoY Growth)

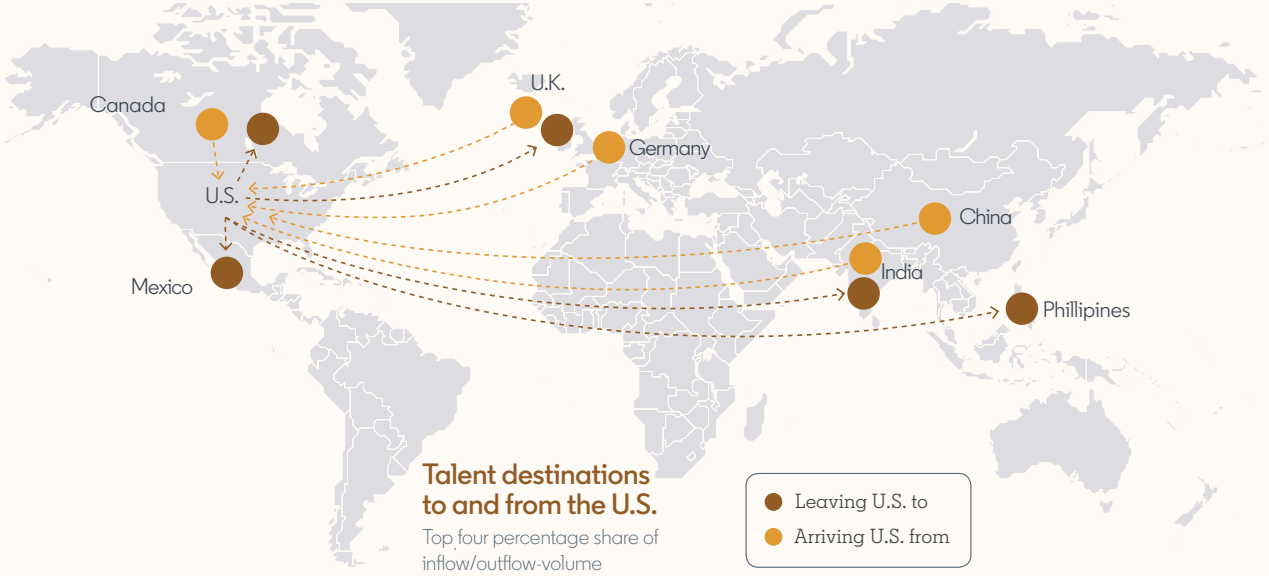
- Summer staff
- Private equity analyst
- Corporate banking analyst
- Registered nurse resident
- Technology risk consultant
- Investment banking analyst
- Trading analyst
- Banking analyst
- Business integration analyst
- Startup mentor

Most In-demand occupations (YoY Growth)

- Commercial Property Manager
- Android Developer
- Ruby on Rails Developer
- Content Management System Developer
- Manager Biostatistics
- Design Verification Engineer
- Head of Machine Learning
- Python Developer
- DevOps Architect
- Java Architect

Where

LinkedIn's talent data shows that all industries in the United States are gaining talent, while professionals are also relocating globally



Talent destinations to and from the U.S.

Top four percentage share of inflow/outflow-volume

When

More people change jobs in January and September than any other months. Influence candidates early to take advantage of these seasonality trends.

1.6x

as many people changed jobs in January compared with August

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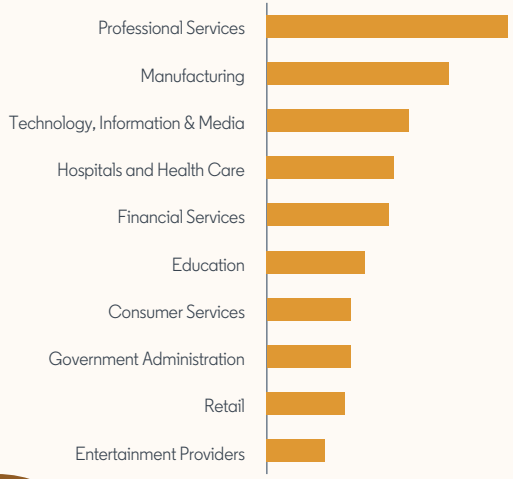
source: LinkedIn Internal Data Feb 2023 | Target Audience: LinkedIn Members in US region | Job titles roll up to occupations with similar job titles belonging to same occupation | %YoY Change calculated from Feb 2022-Feb 2023

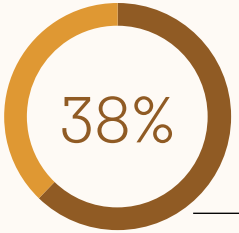
Audience distribution by Industry

Volume of talent by sector (percent)



Industries driving employment

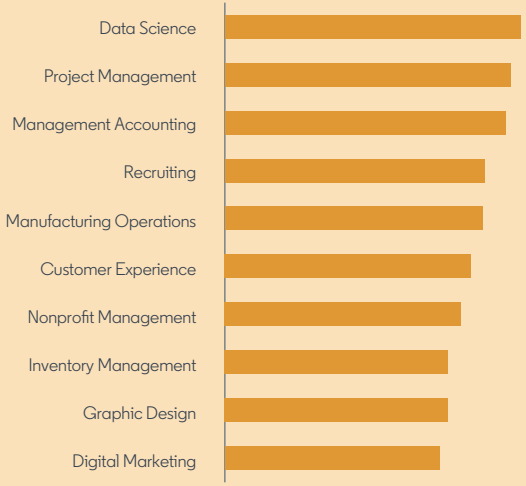
Top industries grew more than 8% over the last 12 months on LinkedIn Fastest Growing Industries are Tech, Information and Media & Education.



The largest share of the US audience is employed by sectors of Professional Services and Manufacturing.

Top Skills by Volume

Volume of talent by sector (millions)

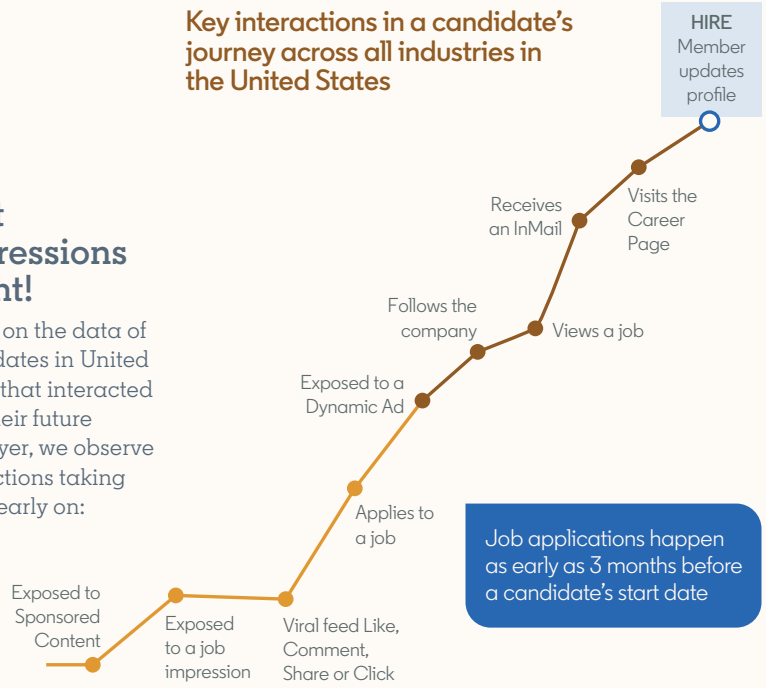


Skills on the rise

Data Science space has the highest volume of talent in US, followed by Project Management & Management Accounting

Source: LinkedIn Internal Data Feb 2023

Key interactions in a candidate's journey across all industries in the United States

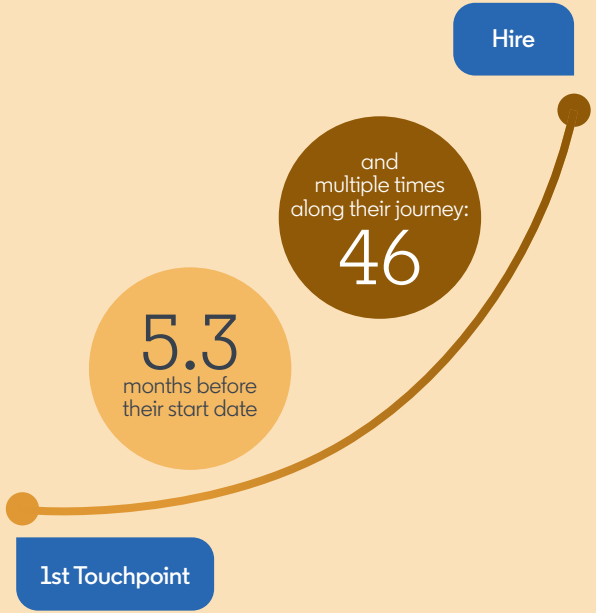


First impressions count!

Based on the data of candidates in United States that interacted with their future employer, we observe interactions taking place early on:

Job applications happen as early as 3 months before a candidate's start date

Based on influenced hire data from last 30 days from 2023-02
All measures are medians and based on hire start dates defaulted to the first of the month.
Visual shows a sample of key touchpoints based on median days before hire for the influenced hires that interacted with that product up to 11 months before their start date.
Interactions can include job and media impressions/clicks, follows, career page visits, InMails received or engagement with your updates.



Career decisions don't happen overnight

It is important to engage with potential candidates early in their journey and across multiple times

Stats as of March 27, 2023
Based on median time between first touchpoint and hire for the talent pool's influenced hires whose start date was between Mar 2021 - Feb 2022
Number of interactions is the median per influenced hire; interactions can include job and media impressions/clicks, follows, career page visits, receiving an InMail, or engaging with your company updates.

Leveraging LinkedIn as a strategic partner

LinkedIn's Economic Graph

A digital representation of the global economy

930M
Members

63M
Companies

131K
Schools

40K
Skills

Boasting the world's largest professional audience, LinkedIn is now well-established as the leading way to forge and foster long-term B2B relationships. LinkedIn provides unprecedented access to decision makers, executives and C-level executives and the LinkedIn audience has double the buying power of the average web audience.

Our latest data shows audiences exposed to brand and acquisition messages on LinkedIn are six times more likely to convert than through other channels. Meanwhile, companies with an engaged LinkedIn Page see 61 per cent higher conversion, and 12 per cent lower cost per conversion.

LinkedIn's unparalleled dataset also fuels its Economic Graph, which shows how over 200 million LinkedIn members in the US relate to each other, employers, institutions, and the world.

Argentina
Australia
Belgium
Brazil
Canada
Chile
Colombia
Costa Rica
Cote d'Ivoire
Denmark
Ecuador
El Salvador
Finland
France
Germany
India
Israel
Italy
Japan
Mexico

If you'd like to know more about market specific insights, please reach out to your LinkedIn Representative.

Morocco
Netherlands
Norway
Panama
Paraguay
Peru
Portugal
Puerto Rico
Qatar
Saudi Arabia
South Africa
South East Asia
South Korea
Spain
Sweden
Turkey
United Arab Emirates
United Kingdom
United States
Uruguay
and more...