LinkedIn is developing the world’s first Economic Graph - a digital mapping of the global economy - to create economic opportunity for every member of the global workforce. Insights from the Economic Graph can help you grow your region’s market, fill open jobs, and build the workforce.

1. Understand your economy

Top 5 industries on LinkedIn by percent of total employment in the region
- Companies in Health Care and Education employ the most workers in your region on LinkedIn
- Health Care and Corporate Services had the largest increase in net hires this quarter

[Bar chart showing the top 5 industries]

Growing employers
Companies with the highest share of hiring this quarter
- Paychex
- Rochester Regional Health
- Rochester Institute of Technology
- University of Rochester Medical Center
- University of Rochester

Largest employers
Top employers by headcount this quarter
- University of Rochester
- Paychex
- Rochester Institute of Technology
- University of Rochester Medical Center
- Rochester Regional Health

Others: Excellus BCBS, Datto, Inc., CGI Communications, CooperVision, The Bonadio Group

Others: Wegmans Food Markets, Harris Corporation, Xerox, Excellus BCBS, Rochester City School District
2. Fill open jobs

**Top In-Demand Jobs**
Occupations with the highest share of hiring this quarter

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Engineer</td>
<td>2.02%</td>
</tr>
<tr>
<td>Salesperson</td>
<td>1.76%</td>
</tr>
<tr>
<td>Owner</td>
<td>1.57%</td>
</tr>
<tr>
<td>Accountant</td>
<td>1.57%</td>
</tr>
<tr>
<td>Project Manager</td>
<td>1.57%</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>0.92%</td>
</tr>
<tr>
<td>Administrative Assistant</td>
<td>0.87%</td>
</tr>
</tbody>
</table>

**Top In-Demand Skills**
Most common skills amongst hires this quarter

**Mass Market**
1. time management
2. community outreach
3. event planning
4. team building
5. data entry

**Medium Market**
1. optics
2. employee benefits design
3. minitab
4. appointment scheduling
5. medical records

**Niche Skills**
1. digital imaging
2. disability insurance
3. long-term care
4. fixed annuities
5. performance motivation

Definitions: The skills above are segmented into groups based on how prevalent they are among LinkedIn members in that geography who got hired this quarter. Mass Market are the top 3rd tier of skills by popularity; Medium Market are the middle 3rd; Niche Skills are the bottom 3rd.

3. Attract & retain talent

**Top places you are gaining workers from and losing workers to**

<table>
<thead>
<tr>
<th>Top Sources</th>
<th>Gained Skills</th>
<th>Lost Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top Sources</strong></td>
<td><strong>Gained Skills</strong></td>
<td><strong>Lost Skills</strong></td>
</tr>
<tr>
<td>Mumbai, India</td>
<td>Credit</td>
<td>Customer Service</td>
</tr>
<tr>
<td>Bengaluru, India</td>
<td>Military Operations</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>New Delhi, India</td>
<td>Operational Planning</td>
<td>Project Management</td>
</tr>
<tr>
<td>Syracuse, NY</td>
<td>Organic Chemistry</td>
<td>Social Media</td>
</tr>
<tr>
<td>Wichita, KS</td>
<td>Loans</td>
<td>Data Analysis</td>
</tr>
</tbody>
</table>

Definitions:
- Net Gain
- Net Loss

Bubble size represents magnitude of net gain or loss of workers.

Insights in this report infer workforce representation through LinkedIn data. Data is influenced by LinkedIn’s geography or industry penetration. LinkedIn is committed to helping policymakers around the world create economic opportunity. For more information visit economicgraph.linkedin.com