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Economic Graph Labor Market Insights Maryland (United States)
February 2022

Monthly Workforce Update: Maryland (United States) February 2022

In this edition of our monthly Workforce Update, you'll find real-time insights about the labor market in Maryland.

How you can use these insights:
- Understand hiring in Maryland, and which are the top industries hiring as of this month.
- Observe changes in job seeking behaviours at both the country/region and industry level.
- Identify the fastest-growing skills compared to the previous month.

Note that insights in this report show workforce representation through LinkedIn data, which are influenced by LinkedIn's geography or industry penetration. For more information, visit economicgraph.linkedin.com.

Economic Graph At-a-Glance

These insights are drawn from LinkedIn's Economic Graph, which is based on global data that includes 180M+ members in United States.

800M+
Members globally

57M+
Companies globally

38k+
Skills globally

120k+
Schools globally

Hiring trends on LinkedIn

LinkedIn Hiring Rate

This analysis looks at the year-over-year % change fixing 2019 as baseline in hiring rate, which is a measure of hires in a given time period divided by LinkedIn membership. Hiring is calculated based on a 14-day rolling sum. The graph shows the year-on-year change in the hiring rate.

If the change is less than 0%, this means that hiring activity is lower than it was at the same time in the previous year, and vice versa.
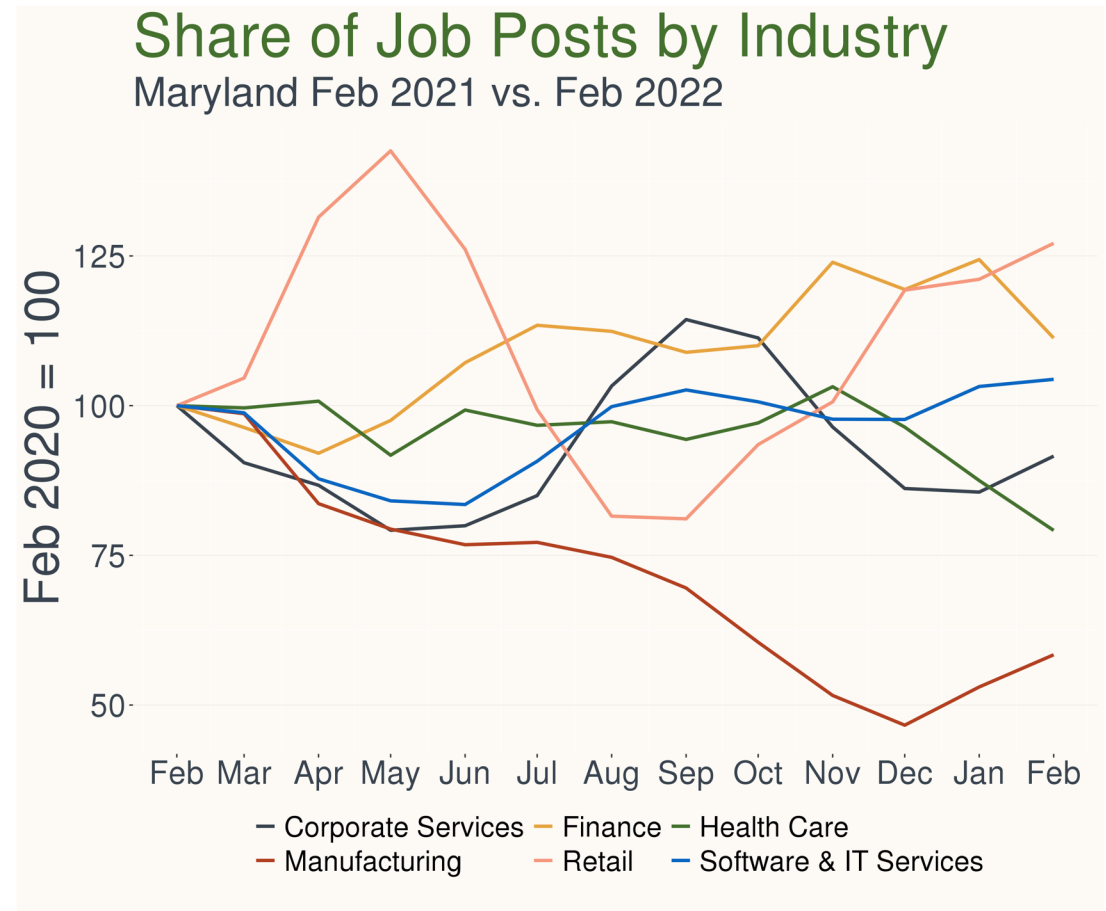

LinkedIn Hiring Rate
Maryland Feb 2020 to Feb 2022
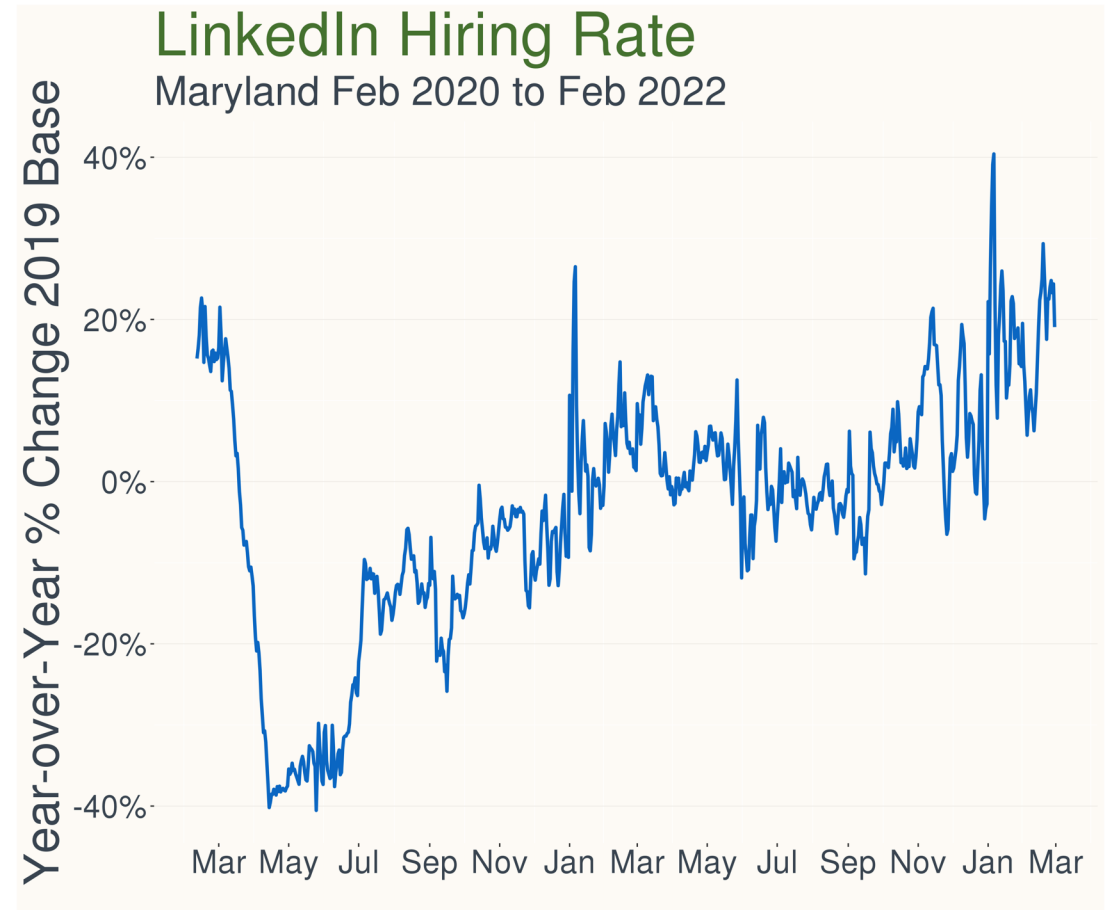
Job posting trends on LinkedIn

Sectoral impact on job posting

This analysis looks at the share of jobs posted in each industry calculated based on 3-months rolling sum. The chart shows the change in the share of job postings in the top industries by volume of job postings in Maryland.

For example, a value of 108 for the Feb 2022 period for a certain sector means that there are 8% more job postings in that sector as a share of the overall number of job postings in Maryland.
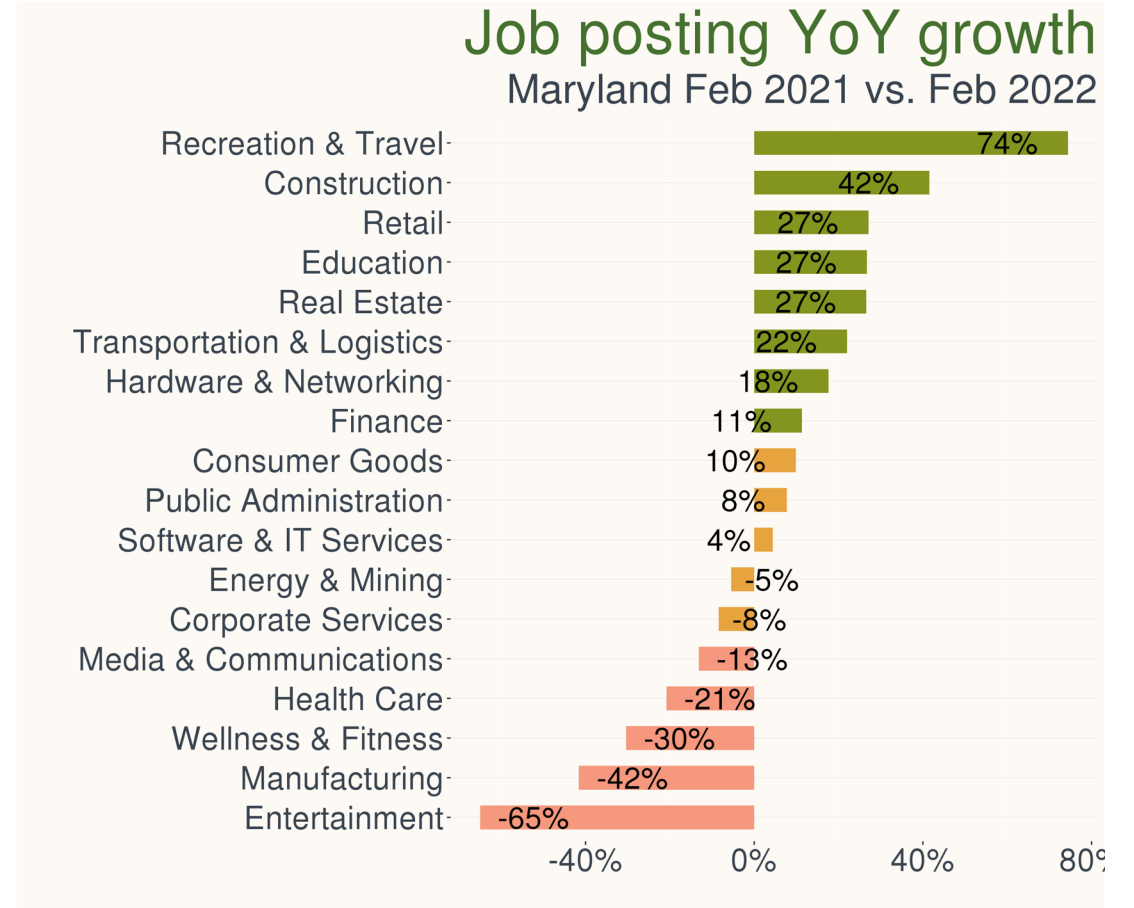

Share of Job Posts by Industry
Maryland Feb 2021 vs. Feb 2022

Feb 2020 = 100

Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb

— Corporate Services — Finance — Health Care
— Manufacturing — Retail — Software & IT Services

Job posting trends on LinkedIn

Sectoral impact on job posting

This analysis looks at the year-on-year change in the share of jobs posted in each industry as a share of all job postings on LinkedIn calculated based on 3-months rolling sum.

The changes are expressed as percentage changes.

Job posting YoY growth
Maryland Feb 2021 vs. Feb 2022

Industry	Change
Recreation & Travel	74%
Construction	42%
Retail	27%
Education	27%
Real Estate	27%
Transportation & Logistics	22%
Hardware & Networking	18%
Finance	11%
Consumer Goods	10%
Public Administration	8%
Software & IT Services	4%
Energy & Mining	-5%
Corporate Services	-8%
Media & Communications	-13%
Health Care	-21%
Wellness & Fitness	-30%
Manufacturing	-42%
Entertainment	-65%

Job seeking behavior on LinkedIn

## Job competition - Application per Job Ratio

This analysis looks at applications per job, which reflects the competition for jobs in the Maryland. This measure captures the average number of applications made for each job posted on LinkedIn in Maryland.

Job seeking behaviour on LinkedIn

Job seeker intensity - Application to Jobs per Applicant Ratio

This chart shows the total number of job applications per applicant measuring the intensity of each applicant's job search. The higher the number, the more intense the job seeking behavior of the applicant.

Application to Jobs per Applicant
Maryland February 2021 to February 2022
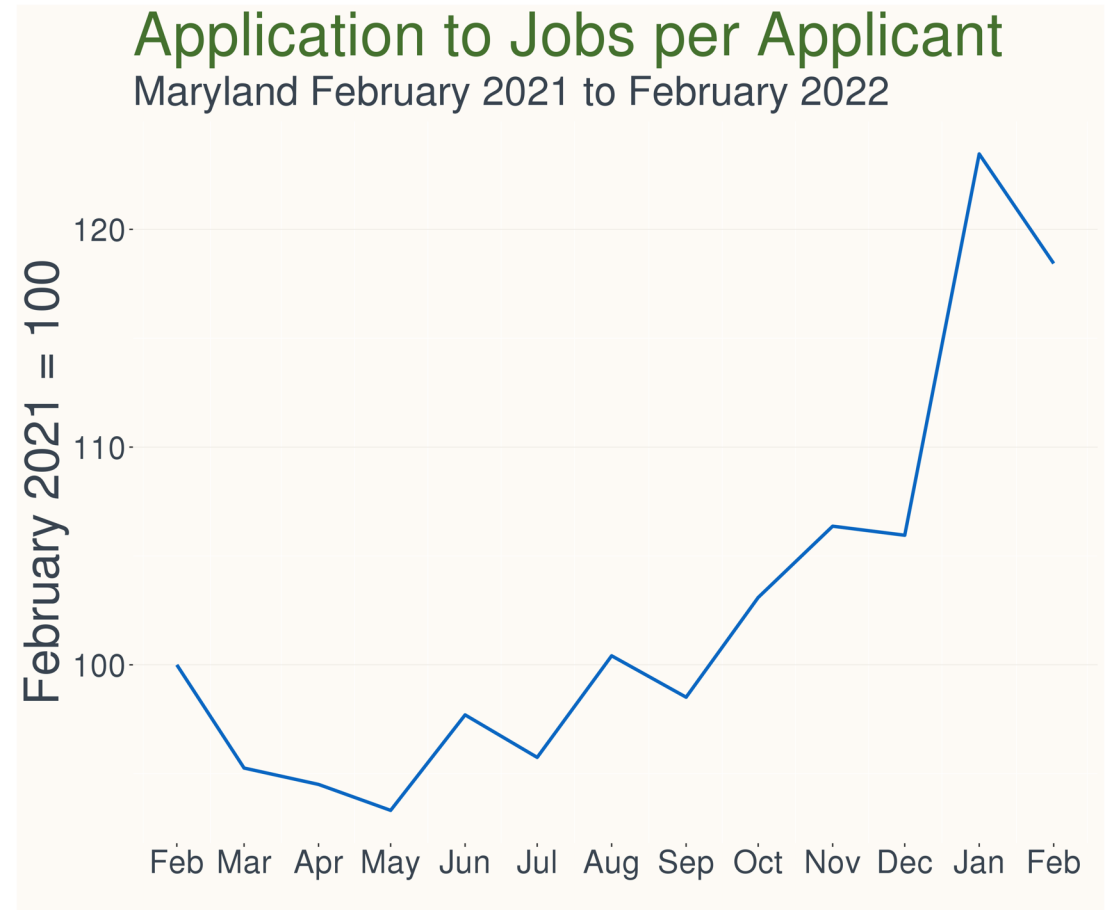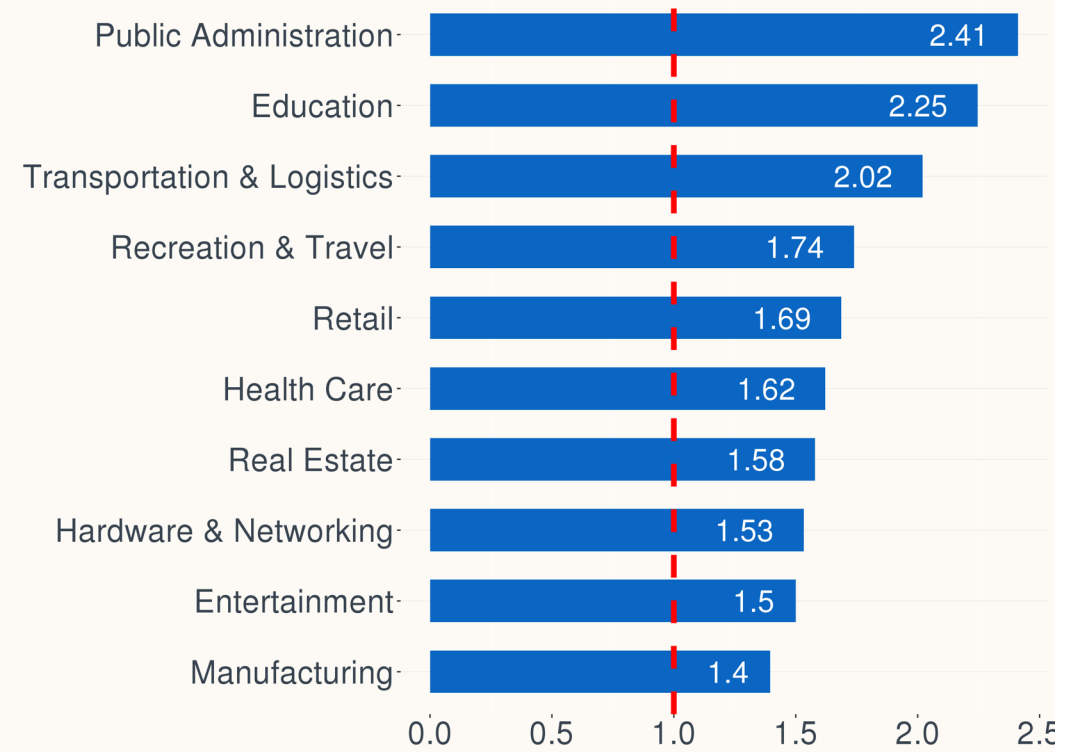
Job seeking behaviour on LinkedIn

Likelihood of seeking jobs in a different industry from current (1 = equal for pre and post)

This analysis looks at how job seekers in different industries are adapting to changes and adjusting their jobs search strategy. The measure here calculates the likelihood that a member in a certain sector has applied for a job in a sector different to their own.

A score of 2 here would suggest that a member in industry sector A is twice as likely to apply to a job in an industry sector besides industry sector A.

Job seeking outside current industry
Maryland February 2021 vs. February 2022

Industry	Score
Public Administration	2.41
Education	2.25
Transportation & Logistics	2.02
Recreation & Travel	1.74
Retail	1.69
Health Care	1.62
Real Estate	1.58
Hardware & Networking	1.53
Entertainment	1.5
Manufacturing	1.4

Skills trends on LinkedIn

Fastest growing skills pre-Covid (Jan 2020) vs. post-Covid

This is a measure that looks at those skills that have been added most frequently to members' profiles in Maryland over a certain period. The growth rate is calculated, based on the number of members who added a particular skill in February 2022 compared with the number of members who added it in January 2020.

Note that growth rates can be affected by the fact that a small number of members hold a skill.

Rank	Skills
1	Wellness
2	Sales & Marketing
3	Customer Service Management
4	Analytical Skills
5	Diversity & Inclusion
6	Recruiting
7	Finance
8	Auditing
9	Financial Analysis
10	Sales Processes

Thank you!

LinkedIn