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Cities Ranked by Job Market Diversification in New Report from LinkUp

FOR IMMEDIATE RELEASE
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MINNEAPOLIS (January 25, 2018) – Leading job search engine and job market data provider LinkUp today introduced the LinkUp Job Market Diversification Report. The report assesses job market resilience using LinkUp's extensive job listing data and exclusive statistical methodology.

The report, which will be released quarterly, provides a composite score measuring the variety of job opportunities within 200 Metropolitan Statistical Areas (MSAs) by industry, company, and job category. Cities are scored out of a possible 160 points, with higher scores indicating more job market diversification.

"Much like a diverse ecosystem in which species thrive, the healthiest economies contain a wide variety of job opportunities across companies, roles, and industries," said Toby Dayton, LinkUp President and CEO. "The Job Market Diversification Report quantifies this biodiversity, thus allowing users to leverage these insights for a wide variety of use cases including real estate, economic development, and corporate strategy, for example."

The Job Market Diversification Report is broken down according to market size, measuring MSAs within small, mid-sized and large population groupings.

Q1 2018 Key Findings – Large Markets

Most Diversified
Job Markets:

1 Austin, TX
2 San Francisco, CA
3 Salt Lake City, UT
4 Raleigh, NC
5 Denver, CO

Least Diversified
Job Markets:

46 Detroit, MI
47 Birmingham, AL
48 Chicago, IL
49 Kansas City, MO
50 St. Louis, MO

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The rankings are based on the degree of variance of job openings across categories, industries and companies. In Austin, TX for example, the top three industries based on job openings account for only 19% of all job openings. On the other hand, in St. Louis, MO the top three industries account for 44% of all job openings, indicating a less diversified job market than Austin.

Methodology
The Job Market Diversification Report is built utilizing Market Reports, LinkUp's data analysis tool that allows users to analyze job market activity according to geography, position, industry, company, time period, and more.

To learn more about Market Reports or the Job Market Diversification Report please contact Meg Slindee, meg.slindee@linkup.com, or visit LinkUp.com/JobMarketDiversification.

About LinkUp
LinkUp is a leading job search engine empowering people with knowledge obtained from the largest, highest quality database of global job listings. Through its proprietary technology, LinkUp indexes millions of job openings every day directly from employer websites. This unique job dataset can be used to assess labor demand, align training and education, understand human capital trends, and predict job growth within regions, professions, industries, and nations.