By The Numbers

- **314,950** LinkedIn members
- **40,390** recent grads have joined the workforce
- **39%** of architectural design professionals are manager or above
- **1 in 13** changed jobs in the past 12 months

Architectural design professionals in New York City are **60% more likely** to be contacted by a recruiter than those in LA

Overview & Methodology

A world of insights can be gathered from LinkedIn's 238 million members - the world's largest professional network. Talent pools are defined by member skillset, based on the skills and keywords on a member profile. Skillsets group similar and related skills that are critical to a certain profession or industry. Within each skillset LinkedIn Recruiter activity and member characteristics are used to determine supply and demand for talent. A higher demand index means that the average professional in a region is interacting with recruiters more frequently than peers in other regions. Data about job consideration comes from our semiannual talent drivers survey of over 100,000 members.

Where should you look for talent?

The image displays a quadrant diagram with cities categorized as **Saturated**, **High-Demand**, and **Hidden Gems** based on the demand for architectural design professionals. The cities are ranked by the number of LinkedIn members, with higher numbers indicating greater demand.

What skills and keywords should you look for?

The skills and keywords include Construction, SketchUp, Interior Design, Construction Management, Sustainable Design, Revit, AutoCAD, Design Research, Submittals, Space planning, Design, and Renovation.
What do architectural design professionals look for in a job?

- Excellent Compensation & Benefits: 65% (North America Average: 59%)
- Good Work/Life Balance: 53% (Architectural Design Professionals: 55%)
- Challenging Work: 36% (Architectural Design Professionals: 43%)
- A Place I Would Be Proud To Work: 37% (Architectural Design Professionals: 40%)
- Culture That Fits My Personality: 33% (Architectural Design Professionals: 38%)
- Job Security: 42% (Architectural Design Professionals: 37%)
- Values Employee Contributions: 34% (Architectural Design Professionals: 36%)
- Having A Good Relationship With Your Colleagues: 29% (Architectural Design Professionals: 27%)

What schools do recent graduates come from?

- Savannah College of Art and Design
- Wentworth Institute of Technology
- Boston Architectural College
- Pratt Institute
- University of Cincinnati
- Ryerson University
- University of Illinois At Urbana-Champaign
- Arizona State University
- Illinois Institute of Technology
- University of Minnesota-Twin Cities

Most popular LinkedIn groups

- U.S. Green Building Counsel (USGBC)
- LEED Accredited Professional
- LIDA
- Design and Construction Network
- Architect

Which industries employ architectural design professionals?

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architecture &amp; Planning</td>
<td>45.7%</td>
</tr>
<tr>
<td>Construction</td>
<td>23.7%</td>
</tr>
<tr>
<td>Design</td>
<td>20.5%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>11.7%</td>
</tr>
<tr>
<td>Furniture</td>
<td>2.5%</td>
</tr>
<tr>
<td>Mechanical or Industrial Engineering</td>
<td>1.7%</td>
</tr>
<tr>
<td>Retail</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

How can you connect with architectural design professionals?

1. **Leverage your Employees’ Networks**
   - The #1 activity on LinkedIn is viewing other members’ profiles. You can connect with priority talent whenever they visit an employee’s profile page using Work With Us ads.

2. **Engage in Conversation through Status Updates**
   - Updates to your followers can be targeted (i.e. by function, by geography) to send relevant, timely updates to your priority talent pools. You can reach beyond your follower base using Sponsored Updates.

3. **Tell a Relevant Talent Brand Story**
   - Share why your company is unique and use LinkedIn’s talent driver data to better understand what this talent pool cares most about. Premium career pages allow for segment-specific targeting to ensure priority talent sees the content most relevant to them.

4. **Measure and Track your Progress**
   - Talk to your LinkedIn rep to measure the strength of your Talent Brand with this talent pool and to learn how you stack up against your competition.

Additional Talent Pool Reports: [lnkd.in/TalentDemand](lnkd.in/TalentDemand)
Learn more about LinkedIn Talent Solutions: [talent.linkedin.com](talent.linkedin.com)