


Talent Pool Report


Java Development


North America
2013


By The Numbers

 **242,280** LinkedIn members

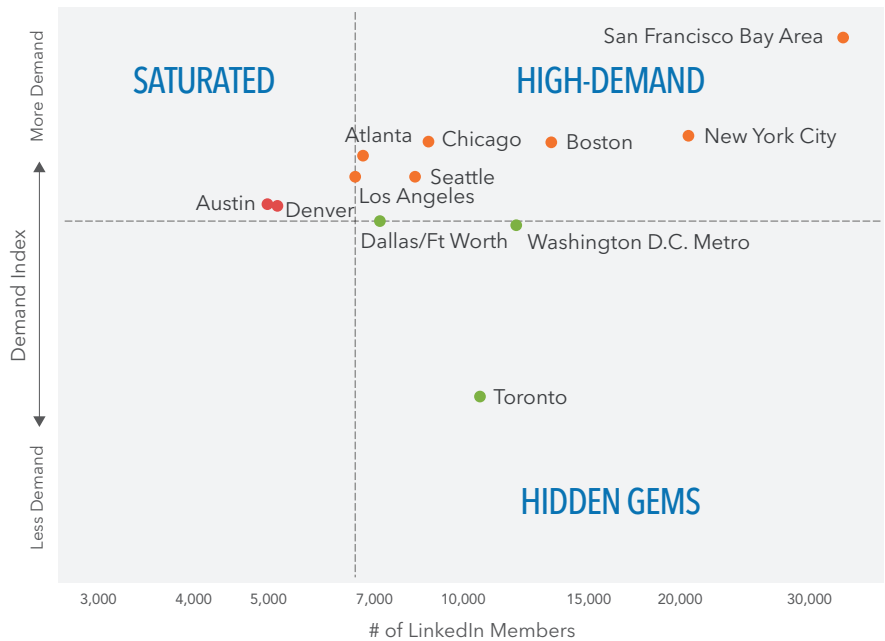
 **46,630** recent grads have joined the workforce

 **15%** of developers are manager or above

 **1 in 5** changed jobs in the past 12 months

 Developers in SF are **2x more likely** to be contacted by a recruiter than developers in Washington D.C.

Where should you look for talent?



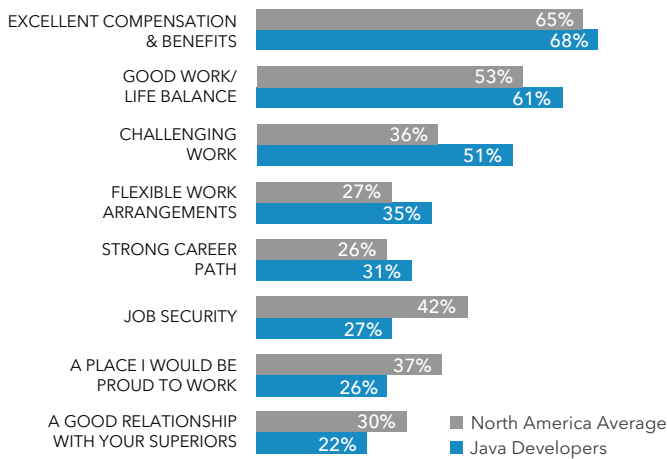
Overview & Methodology

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.

What skills and keywords should you look for?



What do java developers look for in a job?



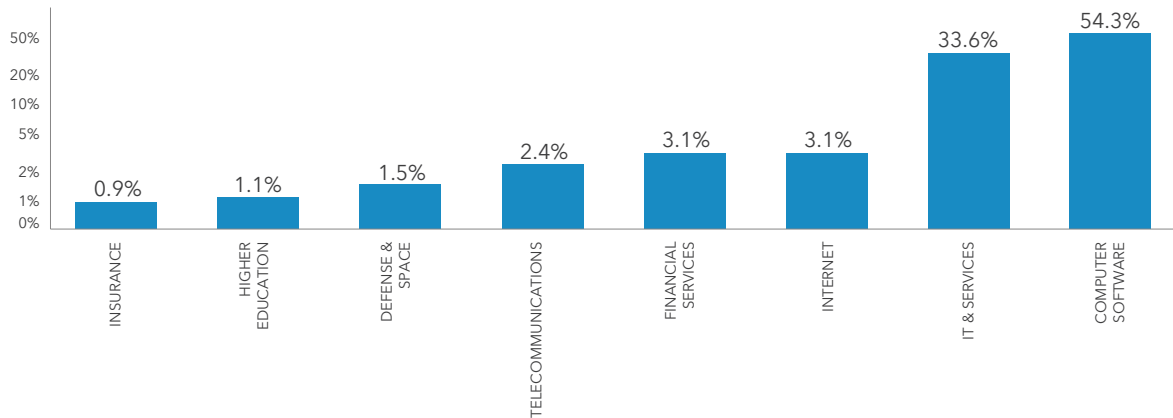
What schools do recent graduates come from?

- Carnegie Mellon University
- San Jose State University
- University of Waterloo
- University of Southern California
- Northeastern University
- The University of Texas at Dallas
- Rochester Institute of Technology
- University of Washington
- North Carolina State University
- University of Florida

Most popular LinkedIn groups

- Java Developers
- Cloud Computing
- Java EE Professionals
- Job Openings, Job Leads and Job Connections!
- The Enterprise Architecture Network

Which industries employ java developers?



How can you connect with java developers?

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

Learn more about LinkedIn Talent Solutions: talent.linkedin.com