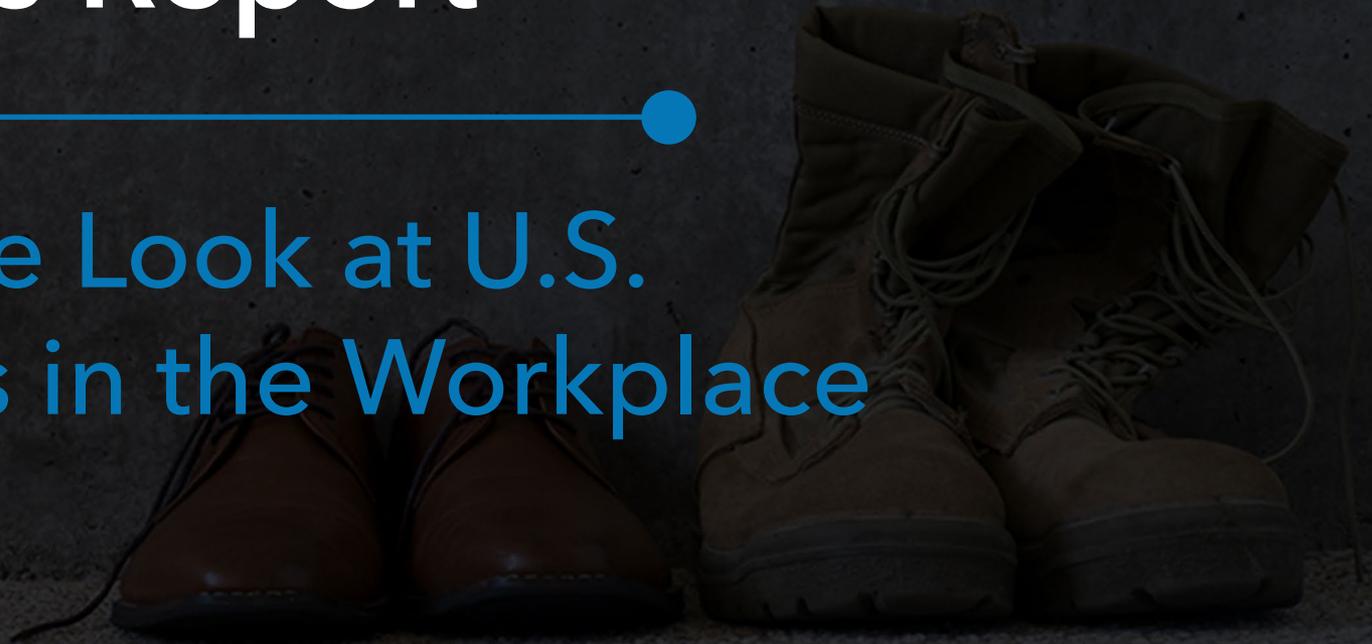




# Annual Veteran Insights Report

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An Inside Look at U.S.  
Veterans in the Workplace



2016

# There's a thriving community of "in demand" veteran talent gaining access to professional opportunities.

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With veteran unemployment rates below the non-veteran population, the veteran community has entered a new phase of its professional journey. Instead of merely trying to secure a post-military job, the veterans of today are high-demand talent, thriving and leading organizations.

Leveraging LinkedIn's unique data on more than 2.1 million U.S. veterans and military members, the following Veteran Insights Report will provide an unprecedented glimpse into the professional identities of this community and their engagement on the LinkedIn network.

# Table of Contents

**Part 1:** Professional Identify of Veterans in 2016

5

**Part 2:** Service Member and Veteran Engagement on LinkedIn

18

**Part 3:** Veteran Employers on LinkedIn

24

# 6 key highlights that demonstrate the veteran community is flourishing in their professional careers.

1

Veteran unemployment hit a 10 year low in 2015, and remains lower than the national average in 2016.<sup>1</sup>

2

Information technology is the #1 industry where veterans are employed, followed by defense.

3

With more than 186,000 veteran professionals identifying themselves as Executives, VPs, Partners, Founders, or Owners on LinkedIn, veterans are leaders in the workforce.

4

Networking is the #1 way veterans find career opportunities. On average, veterans and service members have 26% more connections than non-veteran LinkedIn members.

5

Two-thirds of professional veterans state they work in positions that are not similar to what they did in the military.

6

Veterans are increasingly coming to LinkedIn to tell their professional stories, engage with content, and network with one another.

PART  
**01**

Professional Identity  
of Veterans in 2016



# “I am living proof of the power of LinkedIn.”

“In 2012, my lifelong passion for serving in our armed forces was cut short. Four years later, through the power of networking, a steadfast mindset and the act of seeking mentors, I am writing directly to you about my new path. I am living proof of the power of LinkedIn. It is through this platform that I have made hundreds of connections with men and women that otherwise, I would have never had the opportunity to meet. This should be the story of every U.S. Military veteran.”



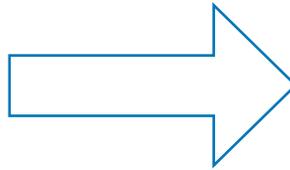
**Florent Groberg**

Congressional Medal of Honor Recipient  
Spokesperson for the LinkedIn Veteran's Program

# Dallas-Ft. Worth and New York Metropolitan Area are two major locations where veterans move post service.

## Top metros for service members<sup>2</sup>

- 1 Washington, D.C.
- 2 Norfolk, VA
- 3 San Diego, CA
- 4 Seattle, WA
- 5 San Antonio, TX
- 6 Los Angeles, CA
- 7 Hawaii
- 8 New York, NY
- 9 Colorado Springs, CO
- 10 Killeen/Temple, TX

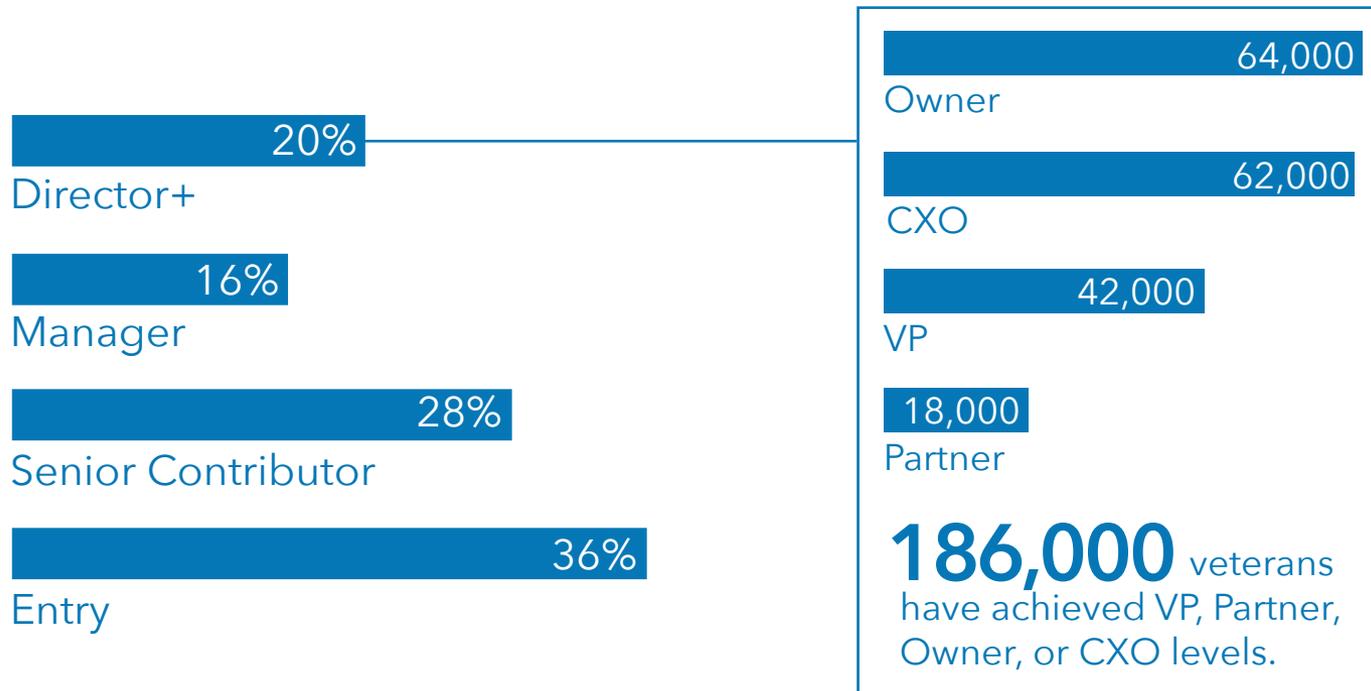


## Top metros for veterans

- 1 Washington, D.C.
- 2 New York, NY
- 3 Dallas-Ft. Worth, TX
- 4 Los Angeles, CA
- 5 Atlanta, GA
- 6 Seattle, WA
- 7 San Diego, CA
- 8 Houston, TX
- 9 Norfolk, VA
- 10 Chicago, IL

2: "Service members" defined as members with a current position at the US Air Force, US Navy, US Army, US Marine Corps, or US Coast Guard.

# Veterans are leaders in the workforce.



# IT is the #1 industry where veterans are employed.

Compared to U.S. averages,<sup>3</sup> veterans over-index in IT, defense, and government industries.

There is an opportunity to grow veterans' presence in health care and education.

3: Compared the ranking of veteran and service member top industries to the ranking for all United States LinkedIn members.

4: "Professional Industries" excludes positions at active or reserve branches of the military.

## Top professional industries<sup>4</sup>

- |    |                                   |   |
|----|-----------------------------------|---|
| 1  | Information technology & services | ↑ |
| 2  | Defense & space                   | ↑ |
| 3  | Government administration         | ↑ |
| 4  | Hospital & health care            | ↓ |
| 5  | Higher education                  | ↓ |
| 6  | Financial services                | ↔ |
| 7  | Retail                            | ↓ |
| 8  | Construction                      | ↓ |
| 9  | Aviation & aerospace              | ↑ |
| 10 | Oil & energy                      | ↑ |

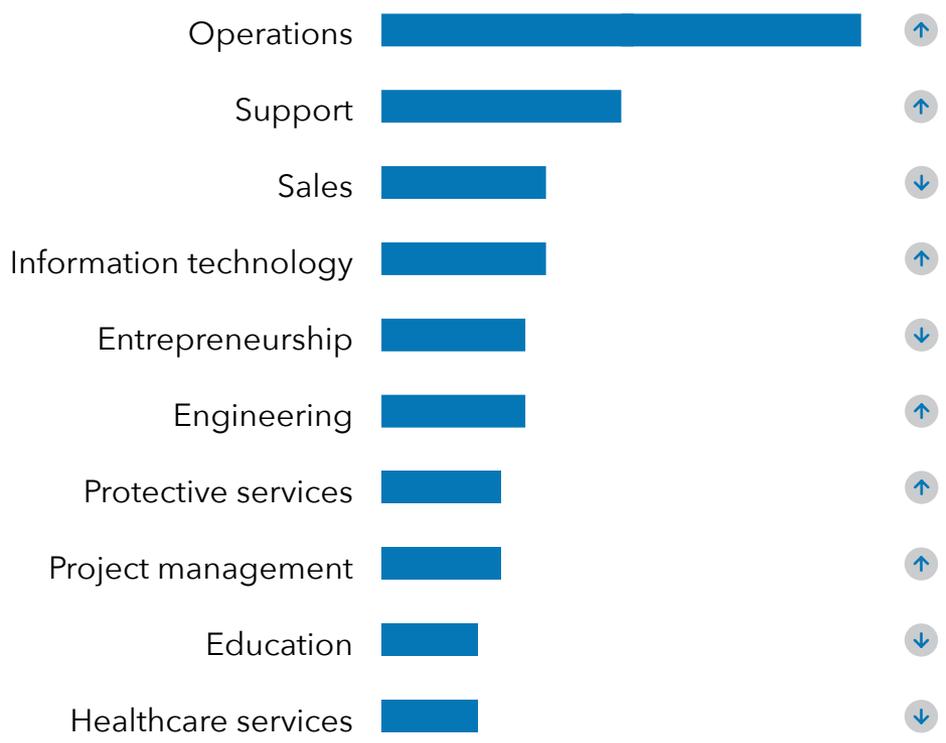
above US average ↑

comparable to US average ↔

below US average ↓

# Operations is the #1 job function for veterans.

## Top professional job functions



Veterans over index in operations, support and IT.

Veterans under index in sales, entrepreneurship and education.

above US average ↑  
comparable to US average ↔  
below US average ↓

# Service members and veterans have critical business and IT skills.

## Top professional skills<sup>5</sup>

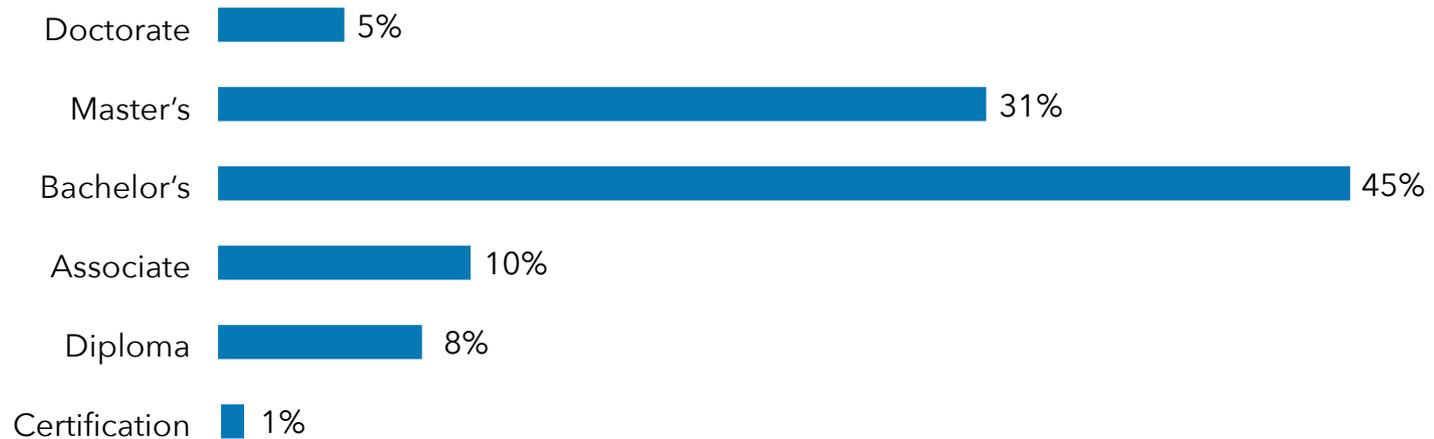
- 1 Management
- 2 Microsoft Office Suite
- 3 Project management
- 4 Employee development
- 5 Customer service
- 6 Strategic planning
- 7 Business development
- 8 Politics
- 9 Crime prevention
- 10 Lean manufacturing

## Top technology skills

- 1 Integration
- 2 Windows
- 3 Testing
- 4 System administration
- 5 Network security
- 6 Active directory
- 7 Network administration
- 8 Windows server
- 9 Computer security
- 10 Requirements analysis

5: Excludes skills that are categorized as military skills.

# Service members and veterans are a highly educated community.



**81%** of veterans who listed education on their LinkedIn profile have at least a bachelor's degree.<sup>6</sup>

<sup>6</sup>: Only considers the maximum level of education listed.

Service members and veterans gravitate towards business and information technology degrees.

## Top **undergraduate** degrees for service members and veterans

- 1 Business
- 2 Sociology
- 3 Information science & technology
- 4 Computer science
- 5 Political science

## Top **graduate** degrees for service members and veterans

- 1 Business management & administration
- 2 Information science & technology
- 3 Law
- 4 Banking & finance
- 5 Strategy

# VETERAN **SURVEY**



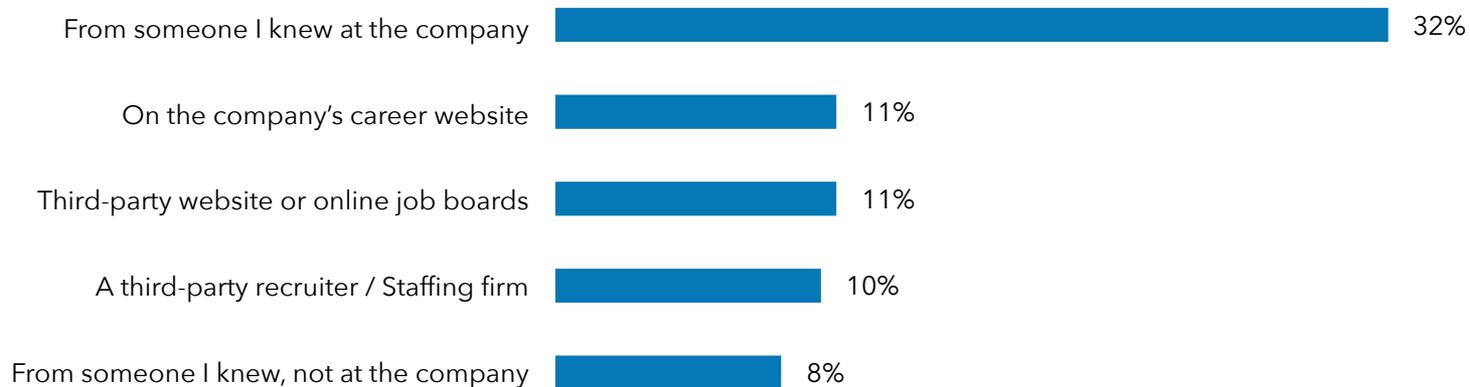
Combat specialty is the **#1** military job classification of veteran respondents

### Top job classifications when in the military<sup>7</sup>

- 1 Combat specialty
- 2 Engineering
- 3 Electrical equipment repair
- 4 Executive & managerial
- 5 Support service

The **#1** method veterans use to find jobs is leveraging their network<sup>8</sup>

How did you find your current job?<sup>9</sup>



8: Source: LinkedIn Q1 2016 custom survey of 1K+ United States Veterans  
9: All percentages not represented in above graph

Just under **5%** of  
veterans are unemployed

**67%** of veterans  
state that they are working  
in a job that is not similar to  
their military role

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On-the-job training is the **#1** method  
for learning new skills<sup>10</sup>

**61%** Received on-the-job  
training

**50%** Went back for an  
additional degree

**31%** Self-taught  
from books

PART  
**02**

# Service Members and Veterans on LinkedIn



“I connected with other veterans and professionals and slowly built a new support system.”

“During the transition, I lost my professional identity and my support system. Many of the skills that made me a good Marine seemed painfully inconsequential. I knew I would sort it out, but had no idea how. I did know that you weren’t going to see me at a job fair or professional networking event. Not me; never. Just too awkward. But I had to get moving forward. Living my life staring in the rear view mirror of my glory days in the Corps was not an option.

So, here’s the honest truth: I began using LinkedIn...and it worked. I connected with other veterans and professionals and slowly built a new support system of mentors and good people that I could count on. I also started building a new identity as an aspiring tech entrepreneur.”



**Greg Call**

Marine Veteran

Head of Veterans Program at LinkedIn

Service members  
and veterans are  
well-connected  
on LinkedIn.

26%

more average  
connections

14%

more likely to network  
with other professionals

50%

more group views

Service members and veterans engage with employers at higher rates than non-veterans.

**28%**

more likely to follow companies

**25%**

more likely to accept InMail

Service members and veterans are actively posting, sharing and publishing on LinkedIn.

5x

growth in number of service members and veterans publishing content

33%

more content shares

# Top veteran voices on LinkedIn.

## Author



### Florent Groberg

Spokesperson for LinkedIn's Veterans Program

*"From Transition to a Metamorphosis: When You're Left Without the Army"*



### Patrick Leddin, Ph.D.

Professor, Vanderbilt University | Consultant

*"Great Leaders Create a Culture of Engagement: A Simple Tool to Get You Started"*



### Duane France, MA, NCC, LPCc

Mental Health Therapist | Combat Veteran

*"For Veterans, A Rest Plan is Critical To Future Success"*



### Don Peppers

Founding Partner at Peppers & Rogers Group

*"The Downside of Six Sigma"*



### Jake Wood

CEO at Team Rubicon

*"5 Lessons From a Father to a Son"*

PART  
**03**

# Veteran Employers on LinkedIn



“We’re constantly looking for leaders who can invent, think big, have a bias for action, and deliver results.”

“At Amazon, we’re constantly looking for leaders who can invent, think big, have a bias for action, and deliver results on behalf of our customers. These principles look very familiar to the men and women who have served our country in the armed forces - and also to their spouses. Since 2011, we’ve hired more than 10,000 U.S. veterans at Amazon. And in May 2016, we pledged to hire 25,000 more veterans and military spouses. We’ll also be providing cloud computing training to 10,000 more veterans and military spouses.”



**Sean Kelley**  
Talent Acquisition Leader  
Amazon

The majority of veterans follow defense, space, IT and government organizations.

## Most followed companies<sup>11</sup>

- 1 Lockheed Martin
- 2 Northrop Grumman Corporation
- 3 U.S. Department of Veterans Affairs
- 4 Boeing
- 5 SAIC
- 6 Google
- 7 Booz Allen Hamilton
- 8 Raytheon
- 9 L-3
- 10 Harvard Business Review
- 11 Microsoft
- 12 TED Conferences
- 13 USAA
- 14 U.S. Department of Homeland Security
- 15 Apple

11: Based on total number of United States Veteran & Service Member Followers as of March 2016.

Tech companies  
have the highest  
job views  
among veterans.

## Companies with most viewed jobs<sup>12</sup>

- 1 L-3
- 2 Amazon
- 3 Google
- 4 Leidos
- 5 Microsoft
- 6 Siemens
- 7 Lockheed Martin
- 8 Raytheon
- 9 CyberCoders
- 10 The Coca-Cola Company
- 11 SAIC
- 12 Apple
- 13 Deloitte
- 14 IBM
- 15 Dell

12: Based on total volume of job views by United States Veterans & Service Members in 2015.

# Technology skills are in highest demand among employers recruiting veterans.

## In demand tech skills<sup>13</sup>

- 1 Software revision control
- 2 Storage system
- 3 Network administration
- 4 Data engineering
- 5 Web programming
- 6 Software modeling
- 7 .NET
- 8 Scripting languages
- 9 Perl/python/ruby
- 10 Java development

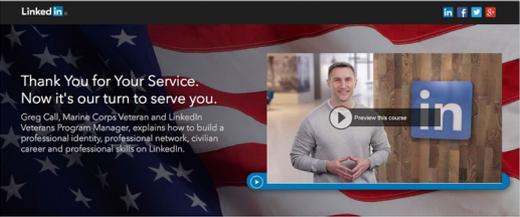
## In demand non-tech skills

- 1 Mortgage financing
- 2 Payment systems
- 3 Health care management
- 4 Integrated circuit (IC) design
- 5 Accounting
- 6 Pharmaceutical
- 7 Trading & investment
- 8 Electricity power generation
- 9 Nursing
- 10 Lean manufacturing

# Resources

If you're a veteran seeking career resources, please visit [Veterans.linkedin.com](https://Veterans.linkedin.com).

If you're a recruiter or HR professional, please attend our veterans hiring seminar at [Talent Connect 2016](#).



LinkedIn

Thank You for Your Service. Now it's our turn to serve you.

Greg Call, Marine Corps Veteran and LinkedIn Veterans Program Manager, explains how to build a professional identity, professional network, civilian career and professional skills on LinkedIn.

One Click Access to Opportunity. Free 1-Year Job Seeker & Lynda.com Subscriptions.

LinkedIn understands growing new skills is just as important as finding job opportunities. We have simplified our sign-up process by combining the free 1-year Premium Job Seeker & Lynda subscriptions. Eligible military and veteran members will automatically be granted 1-year free access to LinkedIn Job Seeker and Lynda.com. Just click on the button below and submit your information to receive your upgrade in 7-10 days.

[Free Job Seeker Account + Free Courses on Lynda.com](#)

Mark your calendar for Talent Connect 2016 to be held the first week of October 2016 in Las Vegas.

Thank you for joining us for our 6th year of Talent Connect in North America.



# Methodology



This report pulls data from 2 sources:

**LinkedIn data** based on member behavior as of March 2016. This report defines veterans and service members based on the education and employment history listed on their LinkedIn profile.

**A custom LinkedIn survey of United States Veterans:** In March 2016, LinkedIn interviewed 1,030 U.S. veterans to learn about their time in the military, their current employment status and how they learned new skills for their job.

In all sources, LinkedIn analyzed or surveyed members through the lens of the professional platform. As such, the samples are influenced by how members choose to use the site, which can vary based on professional, social, and regional culture, as well as overall site availability and accessibility. These variances were not accounted for in the analysis. For the two surveys, LinkedIn members were invited to participate through an email invite.

# LinkedIn Veterans Program Team



**Greg Call**

Head of Veterans Program at LinkedIn | Marine Veteran



**Lana Khavinson**

LinkedIn for Good Marketing Leader



**Danielle Lachance**

Senior Insights Analyst at LinkedIn



**Allison Schnidman**

Strategic Research Consultant at LinkedIn



**Pam Hoadley**

Talent Brand Storyteller, Veteran Advocate



**Maya Babla**

Partnering with global teams to find world-class talent



**Mike Benedosso**

SaaS Enterprise Account Executive | Army Veteran