

# Insights on U.S. Migrations

## Migration's Impact on Network Formation

### Key Takeaways

- U.S. LinkedIn members made more connections in the first two-months after a migration in 2021, with the connection rate stabilizing at about half the number of connections by the third month.
- Roughly one-third of the connections LinkedIn members made in the first year they move are with those in the same market area as them.
- Men made an average of 30.5% more connections than women each month after a migration in 2021.
- Gen Z made an average of 13.6% more connections than millennials, 17.9% more connections than Gen X, and 48.5% more connections than Baby Boomers with those in the same market area as them after making a move in 2021.
- The top 3 market areas with the highest rate of connections after a migration in 2021 were: New York City Metro Area, San Francisco Bay Area, and Salt Lake City Metro Area

#### **Caroline Liongosari**

Data Scientist  
Economic Graph  
Research Institute  
[cliongosari@linkedin.com](mailto:cliongosari@linkedin.com)

#### **Brian Xu**

Staff Data Scientist  
Economic Graph  
Research Institute  
[brxu@linkedin.com](mailto:brxu@linkedin.com)

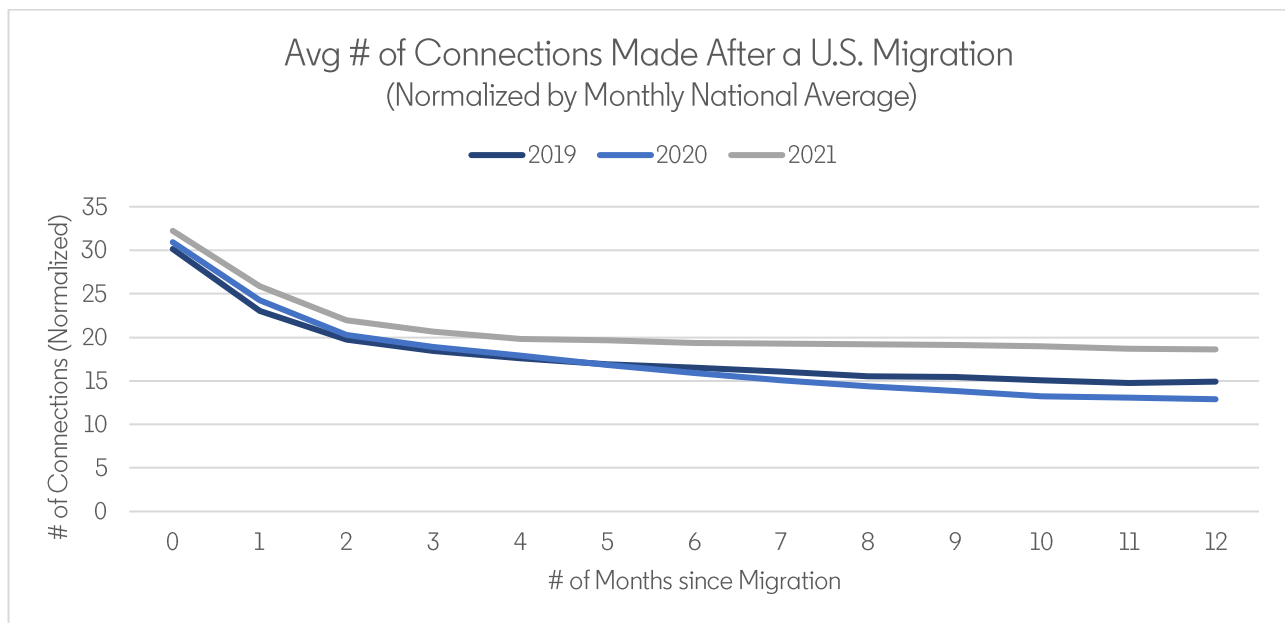
#### **Matthew Baird**

Senior Staff Economist  
Economic Graph  
Research Institute  
[mdbaird@linkedin.com](mailto:mdbaird@linkedin.com)

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### Overall Trends (2019-2021)

When moving to a new city, people naturally make new connections through a variety of ways such as meeting new neighbors, co-workers, and making new friends at social events. We analyze how this phenomenon manifests through the creation of professional connections on LinkedIn by examining how LinkedIn members make connections in the first year after a move. We split this by the year of their migration with the results below:



From this chart, we see three trends:

- 1) LinkedIn members making a U.S. migration made at least 10x more connections each month in their first year compared to the monthly national average.
- 2) The ratio of connections made per month after a U.S. migration compared to the national average was the lowest in 2020 and highest in 2021.
- 3) LinkedIn members made more connections in the first two-months after a migration, with the connection rate stabilizing at about half the number of connections by the third-month onwards.

We clearly see that LinkedIn members who made a migration made significantly more connections compared to all LinkedIn members. This trend aligns as those who migrate make new connections as they begin a new job and make new social connections through new colleagues, neighbors and friends.

We also see that the ratio of connections made per month after a U.S. migration compared to the national average was the lowest in 2020 and highest in 2021. In 2020, LinkedIn members made 30x

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more connections in the month of their move compared to the average number of U.S. connections made in a month in 2020. In the 12<sup>th</sup> month of the move, this decreased to 13x the national average.

On the other hand, in 2021, LinkedIn members made 32x more connections compared to the national average that year in the month of their move and 19 times more connections in the 12<sup>th</sup> month of the move. This is an average of 21x more connections for the entire first year of the move. LinkedIn members made an average 20% more connections in 2021 than in 2020 when comparing to the national average that year.

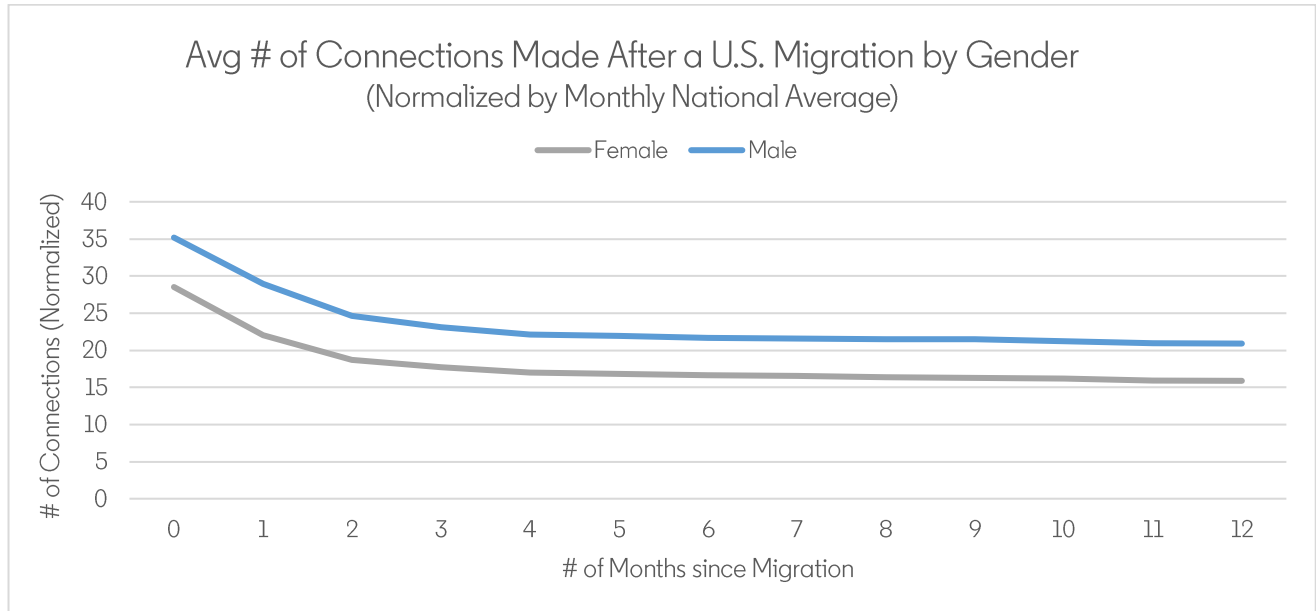
A significant factor potentially driving the lower ratios in 2020 compared to other years was the COVID-19 pandemic which caused many Americans to de-prioritize large gatherings and socializing according to the [Pew Research Center](#). Thus, a member who moves to a new location would have had fewer opportunities for socializing and making new connections in their new location.

We also note the trend of LinkedIn members making most of their connections in the first couple of months after a move and the rate at which they made more connections decline afterwards. Going deeper, we have also looked at how many of these connections made after a move were with LinkedIn members who were in the same new market area. We discovered that in 2021, LinkedIn members made about 12x more connections with those who lived in the same new market area in the month they moved compared to the national average. This number was cut in half by the 12th month at 6x more connections than the national average. Overall, 7x more local connections were made in the first 12 months of a move compared to the average number of connections LinkedIn members made in a year in 2021.

In other words, **about 1 in 3 of all connections LinkedIn members made in the first year after migrating in 2021 were with those in their new market area.** This suggests that migration can encourage strong, immediate, and temporary network growth. Individuals moving to new communities will meet new people; they also are more likely to have had a job change than periods when they don't migrate, which can also lead to influxes in their network connections.

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## Trends by Gender

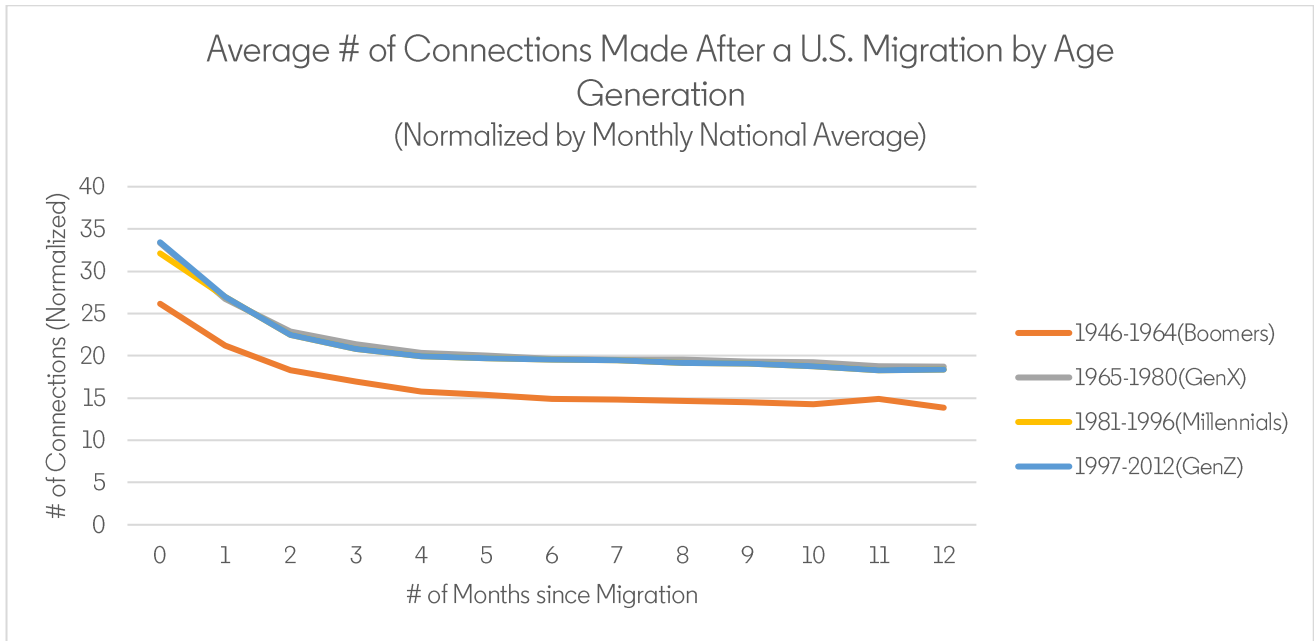


When breaking down these trends by gender, we note that for those who migrated in 2021, men consistently made 30.5% more connections than women in the first year of migration. However, if we only look at connections made in their new market area, this gap became smaller with men making 19% more connections than women. One possible conclusion of these results is that women may be less likely to make LinkedIn connections outside of local interactions compared to men, and that the gap between men and women making connections is driven by this behavioral difference.

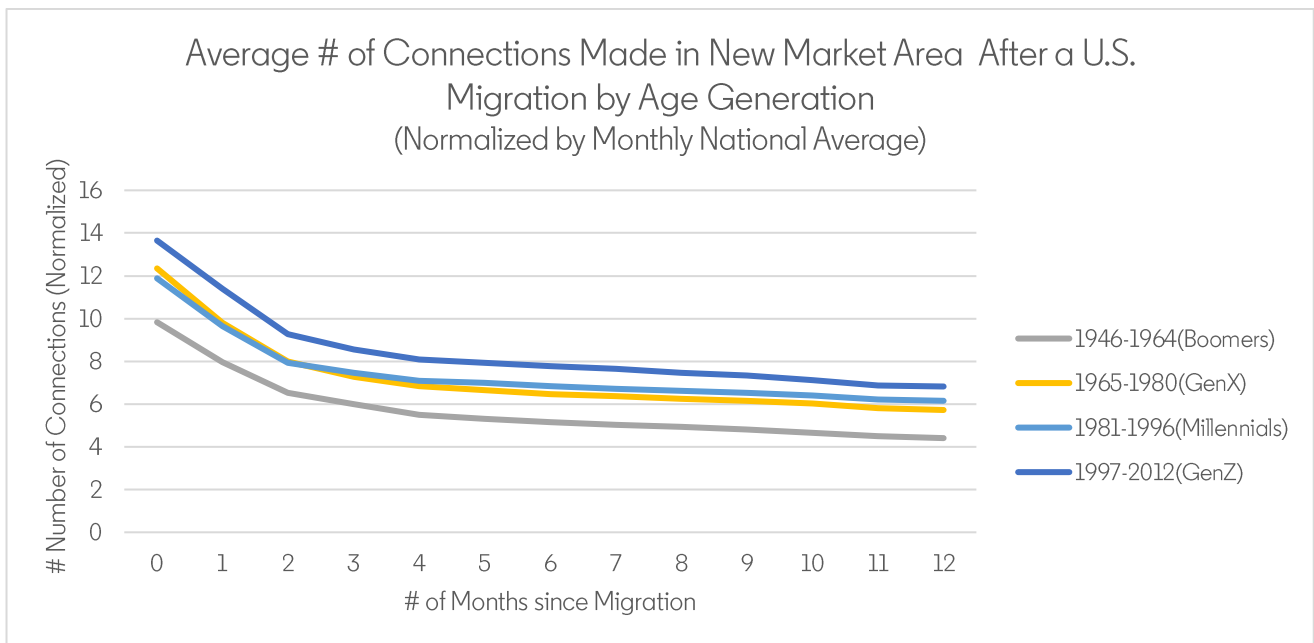
Another possible conclusion is that migrations are more likely to be accompanied by a new job for men than women. When migrating to a new location, network growth can be accomplished in two major ways: in-person connections (such as neighbors, schools, clubs, and other community gatherings) and the new job. If men are more likely to move for a job change, then they will be able to gain connections from both sources while women would have to rely more on the former.

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## Trends by Generation



When analyzing by generation, we find that the rate at which Gen X, Millennials, and Gen Z make connections is nearly the same compared to Baby Boomers who have a substantially lower rate. However, we see greater differences between generations if we only look at connections made in the same market area:



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Our research also found that Gen Z made more connections in the same market area followed by Millennials, Gen X, and then Baby Boomers. Unlike the trend we see when comparing the number of all connections, we see a greater gap between the number of connections Gen Z made with those in the same market area as them compared to other generations. This indicates that Gen Z was not only making more connections in general but were more likely to make more connections from local interactions. This supports the notion that Gen Z had more opportunities to meet new people from going to school, internships, and meetups when they were first starting their careers. On the other hand, older workers become more time constrained as they start families and gain more responsibilities.

## Top 20 Market Areas for Networking after Moving

We also rank market areas by the average number of connections made per month compared to the national average in the first year after a migration in 2021. The New York City Metro and the San Francisco Bay Area unsurprisingly top the list as they are cities widely known for being key locations for professional development. Salt Lake City surprisingly ranks #3 despite its smaller population compared to other metros in the top 10.

Rank	Destination Market Area	Avg # of Connections per Month vs. National Average
1	New York City Metropolitan Area	11.05x
2	San Francisco Bay Area	9.54x
3	Salt Lake City Metropolitan Area	9.22x
4	Los Angeles Metropolitan Area	8.66x
5	Greater Boston	8.63x
6	Greater Chicago Area	8.43x
7	Washington DC-Baltimore Area	8.25x
8	Greater Houston	8.23x
9	Miami-Fort Lauderdale Area	8.22x
10	Dallas-Fort Worth Metroplex	7.90x
11	Atlanta Metropolitan Area	7.84x
12	Detroit Metropolitan Area	7.81x
13	Midland-Odessa Area	7.71x
14	Greater Minneapolis-St. Paul Area	7.55x
15	Greater Indianapolis	7.25x
16	Kansas City Metropolitan Area	7.16x
17	Nashville Metropolitan Area	7.06x
18	Greater Fayetteville, AR Area	6.99x

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19	Columbus, Ohio Metropolitan Area	6.93x
20	Greater Phoenix Area	6.90x

## Methodology Notes

A migration instance is defined as a member changing their location on their LinkedIn profile. Student migrations – right before enrollment, during enrollment, and right after graduation – are removed so that analysis focuses more accurately on workforce migration trends. This report’s scope is limited to only cover migrations within the United States.

The report also presents results pertaining to number of LinkedIn connections made per month after a U.S. migration in terms of ratios over the average number of connections made per month made by all LinkedIn members in the United States. This is done to protect proprietary information regarding LinkedIn membership.

The gender of a LinkedIn member is determined by self-identification or if unavailable, inferred based on localized first names or pronouns that may be included in summaries from LinkedIn profiles. A member’s generation is inferred based on the starting year of their degrees.