UNIVERSITY OF MARYLAND
ROBERT H. SMITH SCHOOL OF BUSINESS

UMD-LinkUp AIMaps
In collaboration with Outrigger Group
Tracking where AI jobs are being created

LinkUp
JOB MARKET DATA

Economic Sectors
AI JOBS CREATION

Monthly Average of AI Job Postings During Jan-Dec 2023

U.S. Total, Monthly Average = 10,254

Rank	NAICS Code*	Economic Sector	Value	Share %
1	54	Professional, Scientific, and Technical Services	2938	28.71%
2	51	Information	2171	21.21%
3	31-33	Manufacturing	1804	17.62%
4	52	Finance and Insurance	1271	12.42%
5	44-45	Retail Trade	505	4.93%
6	61	Educational Services	361	3.53%
7	92	Public Administration	338	3.30%
8	56	Admin & Support Services + Waste Mgt Services	265	2.59%
9	62	Health Care and Social Assistance	155	1.51%
10	81	Other Services (except Public Administration)	109	1.06%
11	48-49	Transportation and Warehousing	84	0.82%
12	42	Wholesale Trade	57	0.56%
13	22	Utilities	54	0.52%
14	21	Mining, Quarrying, and Oil and Gas Extraction	28	0.27%
15	53	Real Estate and Rental and Leasing	25	0.25%
16	72	Accommodation and Food Services	25	0.24%
17	71	Arts, Entertainment, and Recreation	21	0.21%
18	11	Agriculture, Forestry, Fishing and Hunting	13	0.12%
19	23	Construction	11	0.11%
20	55	Management of Companies and Enterprises	2	0.02%

North American Industry Classification System: https://www.naics.com/

Methodology
The term "AI Job" refers to a job posting that requires AI skills. We use a fine-tuned large language model (LLM), powered by cutting-edge AI technologies, to differentiate jobs requiring AI skills from others. When compared against manual checks by multiple AI researchers, this LLM approach has an accuracy above 90%. In contrast, a keywords-dictionary based approach has a < 50% accuracy-level when compared against manual checks. We exclude jobs that would be based outside the U.S.

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