

2026



Impact

Report

“Without Lightcast, our organization would rely on more manual, time-intensive methods to deliver insights, resulting in information that's less comprehensive and less timely than what Lightcast provides.”

SURVEY RESPONSE

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Foreword

I joined Lightcast in 2018, and over the past several years I've watched the labor market navigate some of the most significant transformations in modern history. We've experienced a global pandemic, unprecedented labor shortages, rapid shifts in workforce participation, and now the emergence of AI as a force reshaping occupations and skills across nearly every industry.

The future is never certain, but better decisions begin with a clear understanding of where we are now.

At Lightcast, we have a unique vantage point at the intersection of employers, educators, workforce organizations, economic development leaders, and policymakers. Thousands of organizations use our data and insights, including institutions serving nearly two-thirds of US higher education students and many of the world's largest employers across all 50 states and dozens of countries.

Because we see labor market activity at scale, and across years of change, we've developed a deep appreciation for both the forces transforming work and the resilience of the organizations responding to them. **One lesson stands out above all others: organizations equipped with timely, trusted data are better positioned to adapt, serve their communities, and create opportunity.**

That lesson feels especially relevant today. Skill needs are evolving faster than ever, challenging educators and workforce leaders to keep pace. Funding constraints and labor shortages have forced organizations to be increasingly strategic and efficient, reducing the margin for error in workforce decisions. And AI has challenged long-held assumptions about jobs, skills, and the future of work.

And yet, throughout these challenges, Lightcast customers have continued to achieve remarkable outcomes for the people they serve.

They have helped employers move beyond traditional credentials and embrace skills-based hiring, opening doors for talented workers who might otherwise have been overlooked. They have used labor market data to identify emerging opportunities for workers, connect students with in-demand skills, and prepare communities for the jobs of tomorrow. They have advocated for programs, investments, and new ideas with greater confidence, using evidence to demonstrate impact and build support for their work.

This report highlights some of those stories, along with feedback from the customers we are privileged to serve. They show what is possible when organizations have the information they need to make better decisions in a changing world. We've had a front-row seat to the impact our customers have created over the past several years, and we are proud to support their efforts to expand opportunity, strengthen communities, and help build a labor market that works for everyone.



Cara Christopher
Chief Marketing Officer

Introduction

The labor market is evolving faster than organizations can adapt. AI, automation, demographic shifts, and changing workforce needs have created skills mismatches, talent shortages, and missed opportunities for individuals and communities. But when organizations have better labor market information, they can make informed decisions, take action to strengthen workforce outcomes, and help create a labor market that works better for everyone.

At Lightcast, our goal is to provide the data to make that possible. We provide the world's most trusted labor market intelligence—data on workers, skills, and jobs—to **education institutions, the public sector, and enterprises**.

These distinct audiences share an important similarity: they need to understand the labor market in order to accomplish their goals, whether that's training students and workers with the skills they need, hiring the right people, demonstrating economic impact, or any of the countless use cases in between.

This report explores how organizations use labor market intelligence to make better decisions, improve outcomes, and expand opportunities. It consists of four sections: an overview of how all customers use Lightcast, including how they are adapting to AI, followed by specific sections focusing on education, public sector, and enterprise customers.

In order to better understand how Lightcast customers use data to benefit those they serve, we commissioned an anonymous survey of our customers earlier this year, collecting roughly 1,000 responses¹. Alongside those responses, we have also collected and included use cases, research highlights, and customer testimonials to demonstrate the many ways in which Lightcast enables labor market success.



1. All statistics referring to "Lightcast Customers" refer to those who responded to our survey, and omit responses of "Not Sure" or "Not Applicable." Our full methodology is available at lightcast.io/impact-report-methodology-2026

96%

of customers say Lightcast is essential or important for their work.



85%



of customers say Lightcast has shaped their strategic planning.

72%

of customers say Lightcast insights are embedded into their work.



“Lightcast data is a powerful tool for testing ideas before committing and providing evidence to back our decisions. Lightcast gives us the confidence to move forward.”



JO STARK
Head of Innovation



Lightcast Customers Gain:

“ Lightcast helps take the guesswork out of finding the relevant data. ”

Survey Response

Better Strategic Insight

The global labor market is dynamic and complex, but labor market intelligence enables customers to understand it clearly.



Better Organizational Cohesion

After awareness comes alignment—talent and workforce decisions are too important to be siloed off in one remote corner of an organization. Using a single, shared source of reliable data from Lightcast, customers have the evidence and confidence they need to align stakeholders and act decisively.



Better Program and Workforce Outcomes

Data alone doesn't unlock new opportunities for organizations and individuals; what ultimately matters are the ways it is put to use. Even as one source among many, Lightcast is credited as a driver of real-world results.



Navigating AI Disruption

The way AI has shocked the global labor market cannot be overstated, but Lightcast offers clarity despite the disruption.

89%

of customers who use AI say **Lightcast has become more critical as a trusted data source**, or they use Lightcast alongside AI.



Defining AI Jobs

Lightcast helps customers navigate AI in two ways: first, by providing trustworthy data in an era where reliability is often uncertain, and second, by identifying how AI affects jobs, skills, and work.

When someone asks “How has AI affected my workforce?” or “What are the AI skills that employers are hiring for?” they need answers grounded in reliable data. Our experts have identified hundreds of skills that are associated with AI, broken out into ten clusters such as “Generative AI” and “Machine Learning,” which we refresh regularly. Jobs that require one or more of those skills can be considered AI jobs. This definition of AI jobs and skills is trusted by hundreds—including the world’s leading researchers—to understand and quantify the impact of AI.

To make this complex landscape easier to navigate, we integrated this methodology directly into our platform as one of our proprietary [Lightcast Sectors](#). Sectors represent emerging fields that cut across traditional industry lines (others include green jobs and cybersecurity). By using these specialized reports, organizations can spot labor market shifts and capture critical insights long before they appear in official government statistics.

Over 4,000

AI Sector Reports Were Produced in the Lightcast Analyst Platform in 2025.



Policy and Academic Research on AI

Lightcast data underpins the world's leading research on AI and the labor market.



Every year, Lightcast contributes to the annual AI Index from the Stanford University Institute for Human-Centered AI. This landmark report uses Lightcast data to show how AI and the labor market intersect—in 2026, we revealed that **AI jobs are up 55% year-over-year**, and mentions of Agentic AI are now found in over 90,000 job postings across the US.



Researchers from Oxford University used Lightcast to study whether AI is mainly substituting for workers or complementing them, drawing on 12 million US job postings from 2018–2023. They found that **AI-heavy roles are much more likely to require human strengths like resilience, agility, and analytical thinking**, and that these complementary skills carry a wage premium and grow faster than skills vulnerable to automation.



Researchers from Harvard Business School used Lightcast job postings and skills data to measure how generative AI changed labor demand after ChatGPT launched. They found a split effect: automation-prone occupations saw fewer postings and fewer required skills, while **augmentation-prone occupations saw more postings, more skills, and more new skills** as firms adopted AI to support human work.



The Brookings Institution used Lightcast data to assess which metro areas in the US are best positioned for the next wave of AI growth. **The report found that AI activity remains heavily concentrated in major tech hubs** (the Bay Area alone accounts for 13% of AI job postings) but generative and agentic AI are beginning to spread activity into more emerging regions.



The OECD used more than 12 million Lightcast job postings to track demand for AI talent in Canada from 2018 to 2023. **Demand grew fastest for specialized skills such as machine learning, natural language processing, and neural networks**, while hiring was concentrated in data science, cloud engineering, and AI research roles.



The Centre for European Policy Studies used Lightcast to map AI talent supply and demand across 31 European countries. The study found that **Europe faces the tightest AI labor markets at either side of the skills spectrum**: it was difficult to find workers with foundational AI literacy on one end and advanced AI research and engineering skills on the other.



Researchers for the European Union analyzed Lightcast data to understand how AI is changing jobs, skills, and working conditions, with a focus on implications for developing economies. They found that for highly skilled workers, **AI boosted productivity, but it also increased automation risk and workplace surveillance** for routine and lower-wage roles.



The World Bank analyzed 285 million Lightcast job postings to measure how generative AI affected US labor demand after ChatGPT launched. The study found that postings for **jobs most vulnerable to AI substitution fell 12% overall**, with sharper declines for entry-level roles, administrative support, and professional services.



Jobs and Skills Australia

Jobs and Skills Australia used Lightcast data to assess the potential impact of generative AI on Australia's labor market. Researchers found that AI is more likely to augment workers than replace them, with the greatest automation potential concentrated in routine clerical and administrative roles. The research also found that **AI is accelerating demand for uniquely human skills such as critical thinking, communication, and adaptability**. These findings informed nationwide recommendations for workforce development, lifelong learning, and AI readiness.

APPLIED INSIGHTS



Bipartisan Policy Center

The Bipartisan Policy Center used Lightcast data to build the the AI and Workforce Navigator, an interactive resource tracking how AI is changing hiring demand across the US. Using our millions of job postings, the project found that postings requiring AI skills grew 144% from April 2025 to 2026, with demand spreading well beyond tech jobs into fields like finance, engineering, healthcare, and accounting across every state and metro area in the country.



Cisco Networking Academy, a workforce training program with over 4 million students, engaged Lightcast to gauge the impact of AI on its courses. Lightcast found that while all roles studied would experience time savings from AI integration (up beyond 50% in some cases), many occupations were also at risk: engineers, developers, and data analysts faced the most disruption, with 30% of their skills facing augmentation and 35% at risk of displacement. This showed Cisco where to focus its training efforts for millions of learners.

Education

“ Without Lightcast, I would lose the market insights to inform decisions on our programming, curriculum, and marketing strategy. ”

Survey Response



With Lightcast, education institutions are connecting learners to successful careers. This starts with visibility into workforce demand, then aligning programs to meet those employer needs, and ultimately improving student outcomes.

In an era when many have questioned the value of education and its relationship to work, institutions are under pressure to demonstrate how they enable their students to succeed in the labor market. Despite these challenges, Lightcast customers are seeing positive results:

73% of those who have seen an **increase of students selecting programs aligned to labor market needs** attribute it to Lightcast.

Education customers report using Lightcast to shape their institution’s strategy and accomplish goals:

82%
Use Lightcast data at least monthly.

76%
Use Lightcast to identify trends and challenge assumptions.

67%
Say Lightcast is essential or highly influential in organization-wide processes.

62%
Report faster and more confident decision-making with Lightcast.

“Before Lightcast data existed, when we proposed a new program, we actually had to come up with a lot of supporting data, a lot of meetings. But with Lightcast data, program validation is so obvious for all of us. It is a winner every time.”



DR. RAGHUNATH KANAKALA
Vice Provost



Aligning Programs to Workforce Demand

Creating programs that improve career outcomes for students is an ongoing cycle: understanding what the labor market needs, creating or refining programs to align with those needs, then continuously reviewing those programs as workforce demand evolves. Lightcast data on skills and job posting demand supports all three.

90% of customers say Lightcast has had significant impact on program review.

Anticipating Workforce Demand

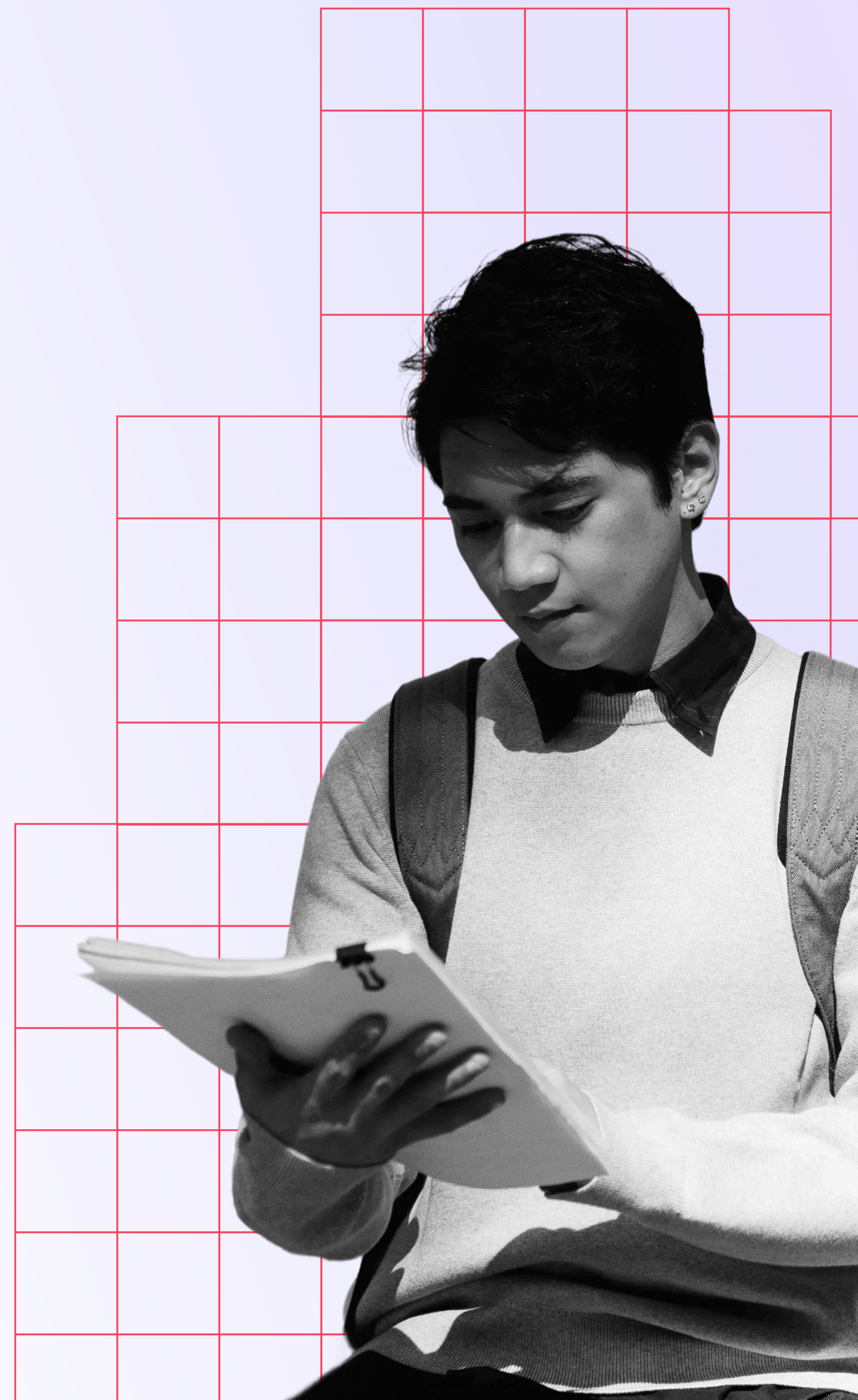
Lightcast data reveals labor market trends specific to any industry and region, so educators can see what skills and jobs employers are looking for.

71% of customers report that data-driven insights anticipated future needs or trends more often — and 82% of them credit Lightcast for it.

Designing Market-Aligned Programs

By comparing the programs and skills taught by institutions to real-world demand, Lightcast identifies areas of alignment and misalignment between their programs and the labor market. With those insights, educators can see how to design or redesign their offerings so learners are prepared for successful careers.

63% of customers say Lightcast is highly influential or essential for creating and significantly improving programs.



Improving Career Outcomes

Preparing students for successful careers is one of higher education's most important goals. Labor market data helps career advisors show students where opportunities exist, what skills employers want, and how their education aligns with those opportunities.

74% of customers say Lightcast had some or major influence on career advising.

Providing Better Career Guidance

With the world's leading labor market data, Lightcast enables institutions to show students where their skills will be most effective in the labor market, and also which skills they would need for their chosen careers.

60% of customers credit Lightcast for an increase in students gaining skills that led to well-paying jobs.

67% of customers credit Lightcast for students increasingly selecting programs that match their career goals.

“ Lightcast is a very helpful thought partner—their data helps us make program decisions and communicate better with other departments. ”

Survey Response



“Our students deserve to make decisions based on the best data available. Lightcast data brings a reality to careers conversations that will really help them become more employable.”



CHARLOTTE WARREN

Group Head of Careers Guidance Services



Harvard Project on Workforce

The Harvard Project on Workforce used Lightcast data to study how community colleges are using labor market information, student outcomes data, technology, and employer partnerships to improve economic mobility.

At Community College of Aurora in Colorado, leaders used labor market data in their program review to redirect resources toward high-demand fields such as behavioral health, technology, and advanced manufacturing — sunsetting more than 30 underperforming programs while retaining all faculty and staff.

At South Texas College, leaders developed new workforce programs (including AI in Manufacturing and Network Security pathways) based on emerging employer demand in the Rio Grande valley region, which they identified with Lightcast data. In surveys rating the new programs, students have responded: "Sounds like the kind of job that would make my family proud," and "Sounds like the kind of job that employers are hiring for here in the Valley."

Demonstrating Institutional Impact

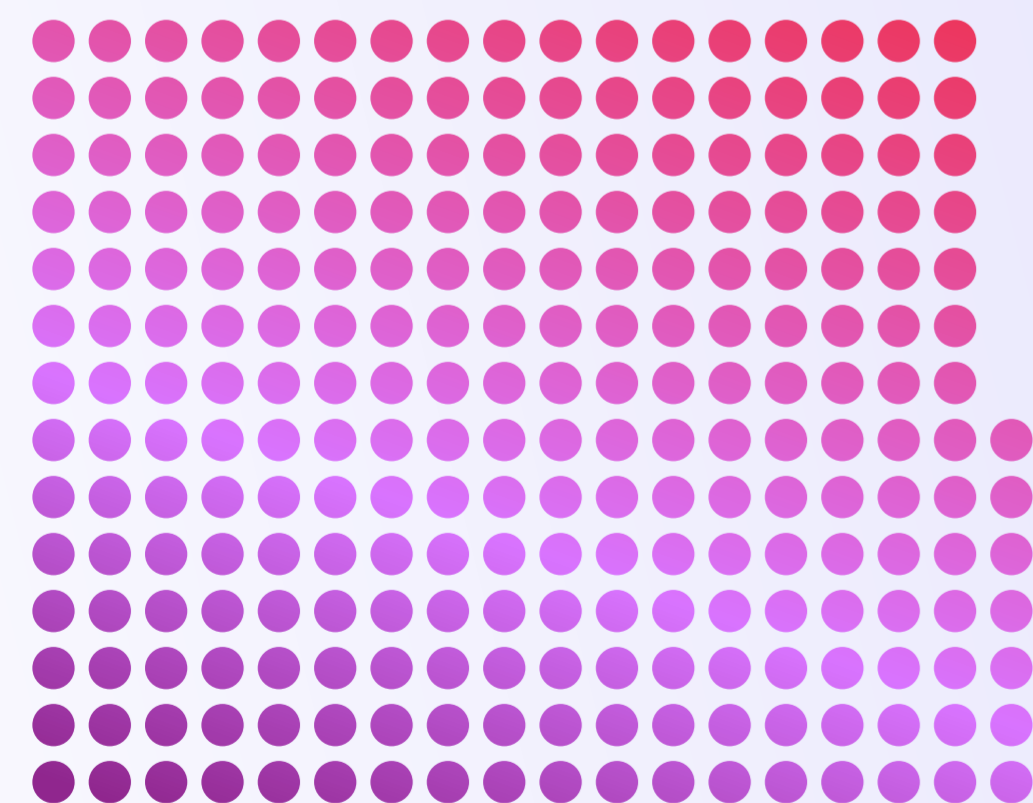
In addition to aligning programs to labor market demand and supporting student success, Lightcast provides the data and insights that help institutions demonstrate their broader value.

63% of customers say Lightcast is highly influential or essential for achievement of organizational goals and mission.

Understanding and Communicating Impact

Lightcast has the resources and expertise to provide education customers with unique data about their alumni outcomes and economic impact. This data is crucial both for marketing and outreach purposes and for shaping institutional strategy.

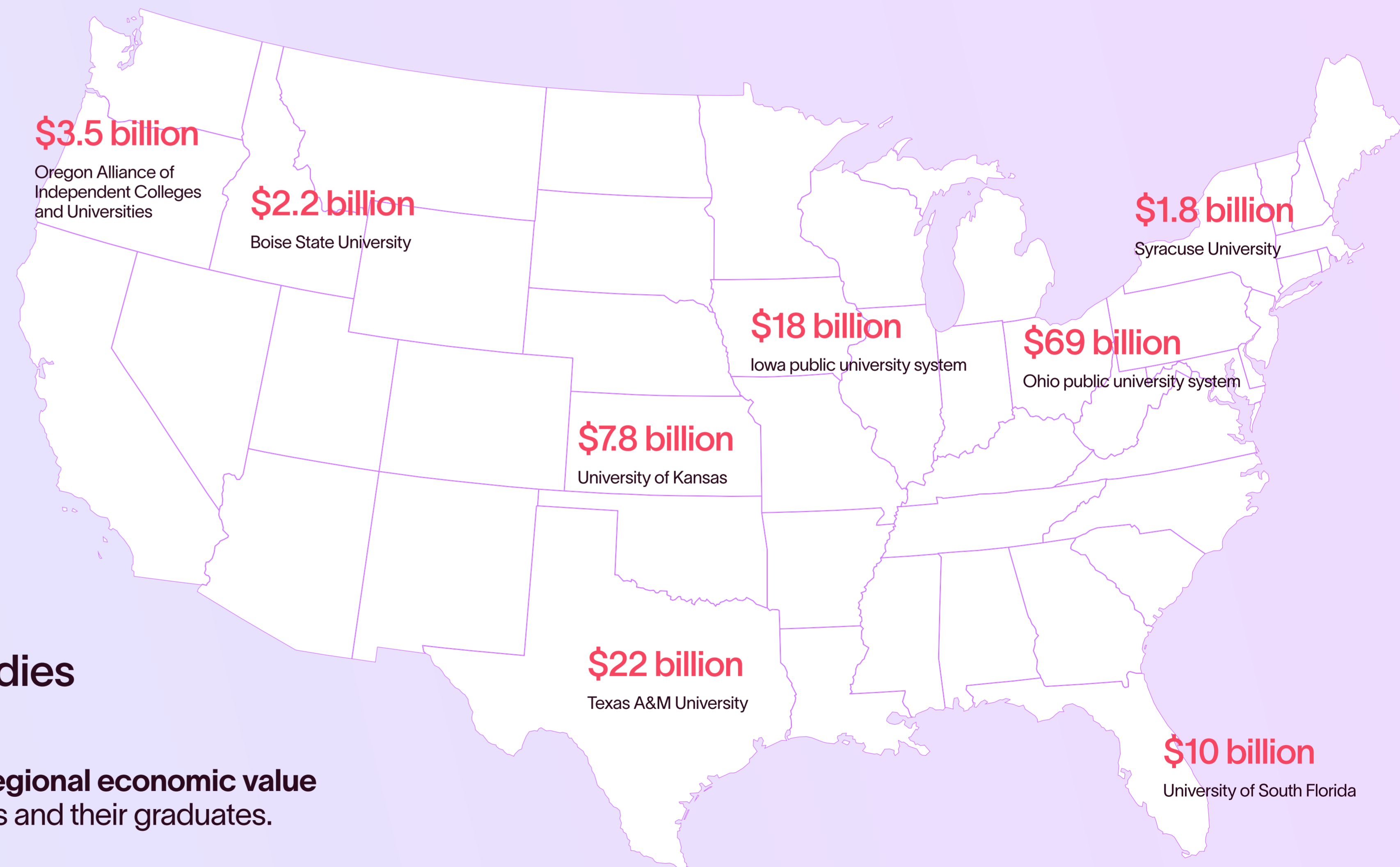
86% of customers say Lightcast has influenced significant strategic planning decisions.



245

Economic Impact Studies delivered in 2025

revealing **billions of dollars in regional economic value** created by education institutions and their graduates.



University of California

The University of California System partnered with **Lightcast** to answer one of the most important questions facing higher education today: **what value does a degree provide after graduation?** Using 25 years of alumni outcomes data covering more than 2.6 million alumni, UC launched a public dashboard showing where graduates work, what they earn, the skills they use, and the employers that hire them.

The Lightcast data revealed strong outcomes for UC graduates. Bachelor's degree recipients earn an average of \$79,000 annually six years after graduation and \$112,000 by their twelfth year—exceeding the earnings of all California graduate degree holders. The dashboard also showed UC alumni working in more than 17,000 positions at Google, nearly 9,000 positions at Apple, and thousands more at employers such as Disney, Meta, and Kaiser Permanente. By making these outcomes transparent and accessible, UC strengthened its ability to demonstrate return on investment, support strategic planning, and communicate its economic impact to students, families, policymakers, and the public.

Lightcast in Academic Research

Pushing the Frontier of Knowledge

Beyond student success, many colleges and universities also seek to advance their institution's goals by supporting new academic research, and Lightcast data is highly valuable (and heavily utilized) by many researchers across dozens of institutions.

In 2025 alone, Lightcast was cited in dozens of research papers from authors representing over 30 institutions. **These included the University of Chicago, Columbia University, Duke University, Harvard Business School, the London School of Economics, Massachusetts Institute of Technology, and the University of Pennsylvania.**

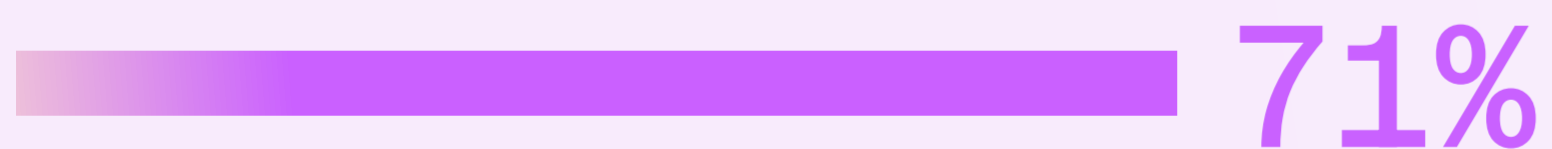
Researchers have used Lightcast data to investigate topics including career mobility, wage inequality, workforce development, and upskilling, helping shape both academic understanding and public policy. These insights help identify the skills, policies, and career pathways that enable workers to adapt to change, earn higher wages, and access greater economic mobility.



Public Sector



Public sector customers use Lightcast data to build prosperity for their constituents. Through understanding labor market trends and needs that are specific to their region, local leaders can design precise strategies that promote economic and workforce development, ultimately leading to more prosperous communities.



of public sector customers say Lightcast gave them a more nuanced understanding of local labor market conditions.



Lightcast combines real-time labor market intelligence with long-term workforce trends for regions of any size, from nations to ZIP codes. By providing communities the clearest possible picture of their strengths, challenges, and emerging opportunities, Lightcast enables leaders to make decisions based on what is actually happening in their region.



of public sector customers say Lightcast is highly influential or essential for reliance on labor market data to identify trends and challenge assumptions.

Aligning Local Stakeholders

Lightcast helps communities connect workers to real opportunities by aligning skills, education pathways, and employer demand. By analyzing job postings, skills requirements, and regional hiring trends, Lightcast shows where opportunities exist, and how workers can access them.

With this shared view of the labor market, workforce agencies, educators, and employers can coordinate efforts to build clear pathways into in-demand roles. The result is a more efficient local job market, where workers are better prepared for available jobs and employers can more easily find the talent they need.

60%

of customers report an increase in the number of people/users gaining marketable skills that lead to well-paying jobs.

56%

of customers report an increase in the number of certifications, credentials, or training offered.

58%

of customers say Lightcast contributed to their organization becoming more effective at identifying and promoting in-demand skills and career paths.

66%

of customers report an increase in the number of partners their organization collaborates with, including educational institutions, employers, government, philanthropic organizations, and nonprofits.



Indiana Top Jobs

Lightcast partnered with the [Indiana Business Research Center](#) and the Indiana Department of Workforce Development to build the statewide “Top Jobs” system. The initiative is designed to accommodate different conditions throughout the state while still providing a common structure: it allows for policy flexibility, directs state and federal investments in workforce and education training, includes regional variation, and also helps define credentials of value across the state.

To determine which jobs offered the greatest long-term opportunity for Indiana workers, Lightcast helped redesign the state's methodology with real-time labor market intelligence. Using data on growth, demand, wages, and retention, Lightcast helped identify stable, well-paying jobs for organizations across Indiana to prioritize in training efforts. This gave jobseekers, students, employers, and workforce organizations a clearer, more efficient system for education and training decisions across the state, ultimately enabling greater economic mobility for workers.

A Majority of Customers Agree:

“Lightcast contributed to richer internal conversations about how to maximize labor market data to meet goals.”

“Lightcast is highly influential or essential for integrating labor market data into organization-wide processes.”

“Lightcast is highly influential or essential for creating or significantly improving a program or initiative.”



Reed in Partnership

Reed in Partnership used Lightcast data to analyze how military service leavers (veterans leaving the armed forces) transition into civilian careers across the UK. The research showed where service leavers' experience aligns with employer needs and where better translation into civilian roles is required. This helps employers, policymakers, and workforce organizations open clearer pathways into stable, in-demand jobs for a highly skilled talent pool that is often underutilized.

Many of the occupations where veterans' skills are most relevant are also "Priority Growth Sectors" as defined by the nationwide UK Industrial Strategy, including Digital and Technology, Life Sciences, and Advanced Manufacturing. This alignment contributes to a more cohesive and efficient process to connect workers to jobs in the UK.



Driving Economic Growth

By building a clear, data-driven understanding of the local labor market today, organizations can make smarter investments that position their regions for long-term growth. Lightcast helps leaders identify priority industries, shape targeted workforce strategies, and demonstrate measurable impact to stakeholders.

For instance, leaders can use labor market data to identify talent gaps, align workforce programs to employer needs, and make a stronger case for business attraction and economic development investments by **benchmarking against peer regions**. With that foundation in place, local leaders are better equipped to attract new investment and expand opportunity for their communities.

Building for the Future

Long-term growth requires data-driven strategies. Lightcast helps communities look ahead to shape effective policy, and invest resources with greater confidence by grounding decisions in real labor market evidence.

86%

of customers say Lightcast had some or major influence on significant decisions related to strategic planning.

75%

of customers say Lightcast had some or major influence on writing or recommending public policy.

Communicating Impact

Communities need clear, credible evidence of their labor market success to attract continued investment. Lightcast provides data to demonstrate and quantify impact, and make their case to employers, policymakers, and stakeholders. With that foundation, regions are better positioned to retain existing businesses, attract new ones, and support the workers who power their economies.

73%

of customers say Lightcast has enabled better lobbying or advocating on behalf of their community.

83%

of customers who reported an increase in companies/employers being convinced to remain in or relocate to the area attribute some or most of that increase to Lightcast.

Action Greensboro

Action Greensboro used Lightcast Talent Migration data to identify former residents who had left the region and build a targeted campaign to bring them back—including a box of locally sourced treats, updates on revitalized schools, parks, its vibrant nightlife, and cost-of-living comparisons. Five years later, we conducted an economic impact analysis that showed that this “Boomerang” initiative generated \$26.1 million in annual economic value, supported 263 jobs, and produced \$44.5 million in annual business sales.

The analysis gave community leaders something that talent attraction efforts rarely have: a clear, defensible measure of impact. By quantifying the economic value of returning talent, Action Greensboro was able to demonstrate the success of its strategy, justify continued investment, and gain stronger support among stakeholders, because they could prove that they were building a better community for their residents.

Enterprise



Business and HR leaders rely on our labor market intelligence to align internal talent to external benchmarks, stay ahead of workforce disruptions, and react quickly to labor market trends. This enables enterprises to anticipate workforce change, and as a result, they improve hiring and talent decisions. Talent intelligence enables practices including skills-based hiring, internal mobility, and workforce reskilling, that help workers achieve economic mobility.

The world's biggest enterprises—including **67 of the Fortune 100**—use Lightcast to shape their entire talent strategy, from location planning and salary benchmarking to full-scale workforce transformation.

“ Before we worked with Lightcast, we were blind to what the market had to offer, where we sat in it, and what talent was available. After our work with Lightcast... we can see. And that light has really given us the clarity we need to make the right decisions faster. ”

Gary Russo, Providence Health



“Lightcast's global external data and market-driven skills recommendations **provide enhanced visibility into the skills our employees need to progress in their careers.**

With this robust talent intelligence data, we're more confident and clear in our skills strategy.”



SUSIE LONG

CHRO



Building a Future-Ready Workforce

The labor market is changing faster than ever, making it difficult for organizations to know what skills, jobs, and workforce investments will matter in the future. Lightcast helps leaders see emerging trends early, challenge assumptions, and align around a shared view of where the market is headed. With better visibility into future workforce needs, organizations can invest in upskilling, reskilling, and internal mobility to prepare workers for changing skill demands instead of reacting after the fact.

74% of customers say Lightcast is highly influential or essential for reliance on labor market data to identify trends and challenge assumptions.

67% of customers report an increase in the number of instances where data-driven insights anticipated future needs or trends.



AI at Work

Perhaps it goes without saying that one of the biggest disruptions currently facing enterprises is AI. Lightcast helps organizations navigate AI by identifying it in the labor market with our proprietary definition of AI jobs and skills, and leading the global conversation with our research partners (as we describe starting on page 11).

84%

of Enterprise AI users report that Lightcast data has become more critical in the AI era, or that they use AI alongside Lightcast.



Pernod Ricard

Multinational beverage company Pernod Ricard has over 19,000 employees in over 60 countries—they distribute over 200 brands of spirits in over 160 countries. To manage the complexities of their global workforce, **Pernod Ricard used Lightcast to build a new skills architecture to normalize skills and roles worldwide.**

By creating a common skills language across the organization, Pernod Ricard gained a clearer understanding of the capabilities of its workforce and the skills needed for future success. This not only improved workforce planning and talent management, but also created new opportunities for employees by making their skills more visible and transferable across roles, teams, and countries. With better insight into career pathways and emerging skill needs, workers are better positioned to develop new capabilities, pursue internal mobility, and build long-term careers in a rapidly changing labor market—no matter where they live and work.

Providence Health

Providence Health is one of the largest healthcare systems in the US—which means it must hire thousands of workers every year, often into highly specialized roles that are very difficult to fill. They use Lightcast career pathway data to plan for the long term: rather than relying solely on external hiring, Providence analyzes real-world career transitions to identify **how workers can move from entry-level positions into high-demand healthcare occupations over time.**

Using this data-driven approach, Providence is building clear pathways from roles such as food service workers, administrative staff, and medical assistants into specialized healthcare careers. By showing employees exactly which skills and experiences can lead to their next role—and providing the training to prepare them for it—Providence—Providence is creating opportunities for workers to increase their earnings and advance their careers while ensuring the organization has the talent it will need years into the future.

Shaping Talent Strategy

Labor market conditions change quickly, but many data sources lag far behind reality. By providing real-time insight, Lightcast helps organizations turn labor market intelligence into action, informing strategic decisions that become embedded in hiring, workforce planning, and day-to-day operations.

85% of customers say Lightcast had some or major influence on significant decisions related to strategic planning.

Hiring and workforce investments are too expensive to rely on guesswork. Lightcast helps organizations direct resources where they will have the greatest impact, providing the market intelligence needed to make smarter talent decisions, such as skills-based hiring, and evaluate opportunities before committing time and money.

84% of customers say Lightcast had some or major influence on significant decisions related to hiring and recruitment.



Opportunity@Work

Lightcast partnered with Opportunity@Work to help employers identify qualified talent that might otherwise be overlooked. Integrated directly into Lightcast's Analyst platform, Opportunity@Work's **Skilled Through Alternative Routes (STARs) filter** helps organizations identify roles that can be filled by workers who have gained skills through work experience, military service, certifications, and other nontraditional pathways, rather than relying solely on degree requirements.

The new filter helps employers expand their talent pools and find qualified workers faster, while opening new opportunities for more than 70 million Americans who gained skills through work experience, military service, certifications, and other nontraditional pathways.

Real-time labor market intelligence is essential to our work creating pathways to opportunity for STARs - workers Skilled Through Alternative Routes. Lightcast has been a trusted partner, helping us understand emerging workforce trends and identify where skills, talent, and opportunity intersect."



PAPIA DEBROY
Chief Impact officer



Conclusion

The goal of this report is to demonstrate the accomplishments that Lightcast customers have achieved for the people they serve.

Education institutions use data on skill demand and workforce trends to align programs to careers and ultimately improve workforce outcomes for learners.

Public sector organizations use labor market data to align all regional stakeholders around a shared understanding of their community's needs, so that they can expand worker opportunities, bolster local economies, and enhance quality of life.

Enterprises use labor market intelligence to stay ahead of workforce disruption, make better talent decisions, and prepare themselves and their workers for changing skill needs.

Each of those benefits intersect with the others—labor market success is not a zero-sum game. When the right people find the right jobs in the right places, everybody wins: companies grow, communities prosper, and educators connect learners to new opportunities, and ultimately, individuals succeed.

Looking ahead, we know the labor market will keep changing. People will need to learn new skills, location needs will shift, and workers will be needed for jobs that don't exist yet. Whatever form these changes take, Lightcast will be there with the data to help navigate them.

For our full methodology and survey results, visit <https://lightcast.io/impact-report-methodology-2026>.





[LIGHTCAST.IO](https://lightcast.io)