

Web Traffic To Career Development Sites Increases 20 Percent

Contributed by Nielsen
Friday, 13 March 2009
Last Updated Friday, 13 March 2009

Year-Over-Year In January, According To Nielsen Online

65+ Is Fastest Growing Age Group in Career Development Category

Nielsen Online, a service of The Nielsen Company, today reported a 20 percent year-over-year increase in unique visitors to career development Web sites, which grew from 41.5 million unique visitors in January 2008 to 49.7 million in January 2009.

CareerBuilder Network was the No. 1 online career development destination in January 2009, with 20.8 million unique visitors.

Yahoo! HotJobs and Monster took the No. 2 and No. 3 spots, with 11.7 million and 9.5 million unique visitors, respectively.

“With the current unstable economy and rising unemployment rate, more people are heading online to search for jobs, and interestingly not just the unemployed. The career development category also grew 20 percent year-over-year among at work users, suggesting that many people are trying to build up their resumes and get a sense of the job market before the next potential layoff,” said Chuck Schilling, research director, agency & media, Nielsen Online.

Unique Visitors 65+ Fastest Growing Age Group in Career Development Category

The number of unique visitors 65 and older to career development Web sites grew 41 percent year-over-year, increasing from 2.5 million unique visitors in January 2008 to 3.6 million in January 2009. This was the largest increase year-over-year among people aged 18 and older.

“While 65 used to be considered the age when most people retired, we are seeing a trend towards later retirement or partial retirement. Much of this desire to stay employed longer can probably be attributed to the fact that people are living longer and feel the need to keep generating income and sock away more retirement savings, especially in light of the current economic climate and its effect on people’s nest eggs. There’s an opportunity for publishers and advertisers to appeal to this niche market by providing content that’s relevant to longtime career holders looking for their next position and trying to shore up their retirement savings,” said Schilling.

Online Colorado Residents Most Impacted by Job Losses

According to the @Plan, Spring 2009 Release, 5.4 percent of the online population 18 and older is currently not employed. According to composition index, residents from Colorado were nearly 50 percent more likely not to be employed than the average Web visitor. Residents in Michigan and Utah were the second and third most likely to report not being employed, with indexes of 144 and 136, respectively.

Plan is based on a quarterly survey of approximately 36,000 U.S. Internet users 18 and older.

Nielsen Online also reported January 2009 data for the Top Parent Companies/Divisions and Top Web Brands.

Example: The data indicates that 60.9 million home and work Internet users visited at least one of the Wikimedia Foundation-owned sites or launched a Wikimedia Foundation-owned application during the month, and each person spent, on average, a total of 19 minutes and 28 seconds at one or more of their sites or applications.

The parent level is defined as a consolidation of multiple domains and URLs owned by a single company or division. The brand level is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands.

With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-

online.com . Also, visit our blog at www.nielsen-online.com/blog .

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek).

The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com .

New York - February 2009