



Nielsen Online

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News Release

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WEB TRAFFIC TO CAREER DEVELOPMENT SITES INCREASES 20 PERCENT YEAR-OVER-YEAR IN JANUARY, ACCORDING TO NIELSEN ONLINE

65+ Is Fastest Growing Age Group in Career Development Category

New York, NY – February 26, 2009 – 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 (see Table 1).

“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.

Table 1: Top 10 Online Career Development Destinations for January 2009 (U.S., Home and Work)

Site	Jan-08 UA (000)	Jan-09 UA (000)	Percent Growth
Career Development Category	41,457	49,745	20
CareerBuilder Network	19,667	20,778	6
Yahoo! HotJobs	10,968	11,728	7
Monster	10,697	9,476	-11
Indeed.com	3,259	5,835	79
USAJOBS	2,161	4,398	104
Simply Hired	1,232	3,801	209
Job.com	2,408	2,977	24
Snagajob.com	1,341	2,466	84
About.com Jobs & Careers	1,806	2,356	30

Kenexa	1,944	2,235	15
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Source: 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 (see Table 2).

“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.

Table 2: Unique Audience to Career Development-Related Web Sites by Age (U.S., Home and Work)

Age Group	Jan-08 UA (000)	Jan-09 UA (000)	Percent Growth
18 - 24	1,771	2,033	15
25 - 34	7,474	8,374	12
35 - 49	15,799	18,744	19
55+	8,780	10,208	16
65+	2,524	3,557	41

Source: Nielsen Online

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 (see Table 3). @Plan is based on a quarterly survey of approximately 36,000 U.S. Internet users 18 and older.

Table 3: Composition Index of Unemployed U.S. Adults Online by State

State of Residence	Composition Index
Colorado	149
Michigan	144
Utah	136
Tennessee	129
Maine	121
California	120
Kentucky	118
Georgia	117
Connecticut	115
Massachusetts	111

Source: Nielsen Online, @Plan, Spring 2009 Release (U.S., 18+)

Note: An average composition index is 100.

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

Table 4: Top 10 Parent Companies/Divisions for January 2009 (U.S., Home and Work)

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	140,202	2:13:20
2. Microsoft	128,870	2:35:34
3. Yahoo!	120,032	3:32:25
4. AOL LLC	88,989	3:52:12
5. News Corp. Online	82,746	1:26:10
6. InterActiveCorp	67,670	0:17:25
7. eBay	66,942	1:51:31
8. Amazon	65,374	0:28:08
9. Facebook	62,459	2:50:02
10. Wikimedia Foundation	60,852	0:19:28

Source: Nielsen Online

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.

Table 5: Top 10 Web Brands for January 2009 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	135,613	1:31:58
2. Yahoo!	118,824	3:33:04
3. MSN/Windows Live	105,900	2:24:41
4. Microsoft	99,169	0:46:59
5. AOL Media Network	88,989	3:52:12
6. YouTube	84,240	1:02:19
7. Fox Interactive Media	71,244	1:26:05
8. Facebook	62,444	2:50:04
9. Wikipedia	60,382	0:19:26
10. Apple	59,482	1:24:16

Source: Nielsen Online

Table 6: Average U.S. Internet Usage, Combined Home & Work, Month of January 2009

Sessions/Visits per Person	62
Domains Visited per Person	115
Web Pages per Person	2,580
Duration of a Web Page Viewed	0:00:55
PC Time per Person	74:45:35
Active Digital Media Universe	168,734,519
Current Digital Media Universe Estimate	229,254,813

Source: Nielsen Online



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:

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Editor's Note: Please source all data to Nielsen Online.