

Monday, 18 April 2016

LinkedIn pips Seek on total website visitor numbers, but job-seekers are yet to get networking

LinkedIn has worked hard to overtake Seek as Australia's most-visited career website, while Indeed and CareerOne battle it out for third and MyCareer's transition to Adzuna fails to catch on, Roy Morgan Research website visitation data shows.

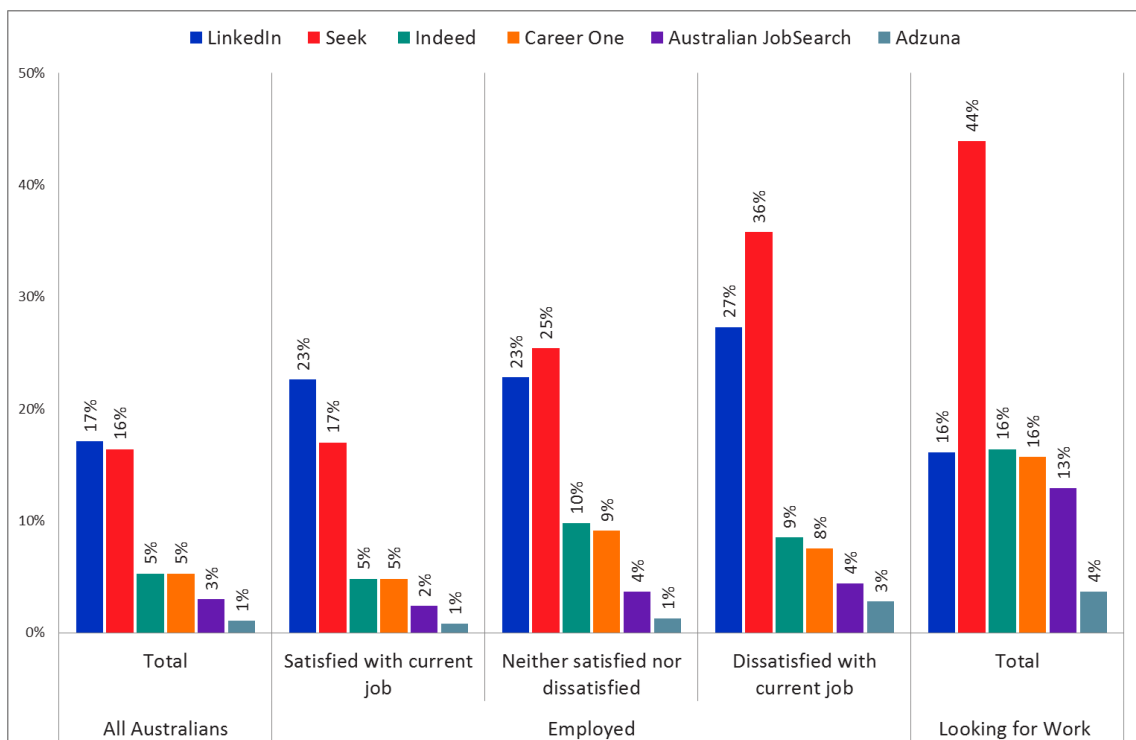
3,332,000 Australians 14+ (17%) visited the LinkedIn website in an average four weeks in 2015 (up 60% compared with 2012), while 3,197,000 visited Seek (up 28%). Just over a million Australians visit *both* websites within the same four-week period, leaving each with over two million exclusive visitors.

With their well-differentiated (and in fact eponymous) positions in the employment category—LinkedIn for linking in as part of a career network and Seek for seeking for a new career—it's no surprise they reach quite different audiences—but the gaps across segments may be unexpected.

Three quarters of [Australia's nearly 12 million employees](#) are satisfied with their current job—and among this large group, LinkedIn has a clear lead: 23% of satisfied workers visit LinkedIn in an average month, while 17% of them visit Seek.

But with a focus on job listings, Seek has a clear and unsurprising advantage among the 900,000 *dissatisfied* employees (36% visit Seek vs 27% LinkedIn) and especially the 1.3 million who are unemployed and looking for a job (44% vs 16%). However it's perhaps notable that Seek also reaches more of the 1.5 million employees who say they are neither satisfied nor dissatisfied (25% vs 23% visiting LinkedIn).

Visitation to Career Websites in 2015



Source: Roy Morgan Single Source Australia, January – December 2015, sample n = 50,276 Australians 14+

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Indeed and CareerOne are virtually tied in third, each reaching a little over a million Australians overall (5%) as well as the same proportion of satisfied employees. Indeed is slightly ahead among dissatisfied and 'neither' employees, as well as people looking for work (albeit in a virtual tie with both CareerOne and LinkedIn when our reach figures are rounded).

3% of Australians visit the Federal Government's JobSearch website in an average four weeks, but its reach is over four times higher among unemployed job-seekers (13%). Adzuna, a global job listing search engine into which Fairfax Media transitioned MyCareer in 2014, has yet to find much of an Australian audience. Even among its core target market, only 4% of unemployed job-seekers visit Adzuna—well below the one in five who visited MyCareer before the shift.

Of course, around a third of Australians 14+ aren't even in the workforce—but although they are less likely than those in the workforce to visit career sites, many still do. For example, 6% of Seek's audience are students and 7% of LinkedIn's are retirees.

Tim Martin, General Manager – Media, Roy Morgan Research, says:

"Roy Morgan Research has long measured website visitation in Australian population terms, as well as sessions, page views and duration. Measurement of websites, apps, streaming and on-demand services are but just one component of our comprehensive cross-media measurement data.

"Our Single Source methodology enables us to compile a complete picture of audiences across television, radio, newspapers, magazines, and internet, plus cinema, outdoor, catalogues and direct mail—an integral component of measuring the true unique reach of cross-platform content and advertising campaigns.

"Our website measurement also offers seven-day usage figures. This is vital when integrating combined reach with newspaper print readership, radio listening and television viewing—monthly visitation figures are no longer the ideal way to understand audience habits in today's digital world.

"Single Source also captures just about anything you could ever want to know about the media habits of consumers: their age, gender, location, lifestyle, attitudes, behaviours, and purchasing habits and intentions across the full range of industries.

"To simplify this complexity for businesses and media owners, we have developed some practical psychographic segmentation tools like Values Segments, Technology Adoption Segments, and Helix Personas.

"We are also now preparing to roll out Roy Morgan Audiences, which finally fulfils the inherent potential of digital by measuring and understanding the Australians accessing web pages and apps in real time, and not recounting them when they visit again on a different device another time."

To learn more about Roy Morgan's media data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

| Sample Size | Percentage Estimate | | | |
|-------------|---------------------|------------|------------|-----------|
| | 40%-60% | 25% or 75% | 10% or 90% | 5% or 95% |
| 5,000 | ±1.4 | ±1.2 | ±0.8 | ±0.6 |
| 7,500 | ±1.1 | ±1.0 | ±0.7 | ±0.5 |
| 10,000 | ±1.0 | ±0.9 | ±0.6 | ±0.4 |
| 20,000 | ±0.7 | ±0.6 | ±0.4 | ±0.3 |
| 50,000 | ±0.4 | ±0.4 | ±0.3 | ±0.2 |

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