

3.3 million news brand readers are actively seeking a job

News brands provide employment advertisers with impressive reach at scale. That's the latest finding from analysis of emma readership data.

The research found that:

- 3.5 million Australians are looking for a job, with news brands reaching 92 per cent of this group
- 61,000 readers are seeking a C-suite level position
- News brands reach 253,000 job seekers in the retail industry
- Job seekers are more likely to be reading the employment section of the newspaper

See the full research infographic below or [download it here](#).

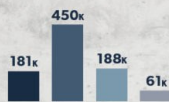
CLIMBING THE LADDER

3.3M NEWS BRAND READERS ARE ACTIVELY SEEKING A JOB²

3.5M AUSTRALIANS ARE SEEKING A JOB¹

1 IN 5 NEWS BRAND READERS ARE ACTIVELY SEEKING A JOB⁴

61K READERS SEEKING A JOB ARE C-SUITE LEVEL³



- Manager (93%)
- Professional (95%)
- Technical/trades (94%)
- C-suite (97%)

NEWS BRANDS REACH 92% OF ALL THOSE LOOKING FOR A JOB²

3.5M

3.3M

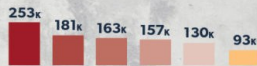
1 IN 5

NEWS BRAND READERS CURRENTLY LOOKING FOR A JOB (K)

NEWS BRANDS PROVIDE EMPLOYMENT ADVERTISERS WITH REACH IN SCALE

3.3M NEWS BRAND READERS ARE JOB SEEKERS²

NEWS BRANDS REACH OVER A QUARTER OF A MILLION JOB SEEKERS WHO ARE IN THE RETAIL INDUSTRY (253K)³



- Retail trade (93%)
- Healthcare & social assistance (95%)
- Accommodation & food services (89%)
- Education & training (96%)
- Construction (94%)
- Financial & insurance services (98%)

THE EMPLOYMENT SECTION PROVIDES EMPLOYMENT ADVERTISERS WITH HIGHLY EFFICIENT TARGETING

JOB SEEKERS : +25% MORE LIKELY (125ix)⁶

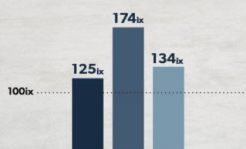
C-SUITE JOB SEEKERS : +34% MORE LIKELY (134ix)⁶

JOB SEEKERS ARE MORE LIKELY TO BE READING THE EMPLOYMENT SECTION OF THE NEWSPAPER⁶

WHOLESALE TRADE WORKERS : +107% MORE LIKELY (207ix)⁶

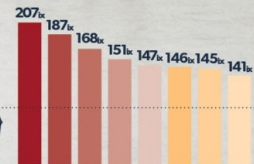
PERCENTAGE OF NEWSPAPER EMPLOYMENT SECTION READERS LOOKING FOR A JOB: INDEXED AGAINST ALL AGED 14+ LOOKING FOR A JOB

EMPLOYMENT SECTION READERS ARE 25% MORE LIKELY TO BE ACTIVELY LOOKING FOR A JOB 125ix⁶



- Total employment section readers aged 14+
- Technical/Trades
- Any C-suite

FOR WORKERS IN WHOLESALE (207ix) AND CONSULTATION (187ix) JOB SEEKERS ARE TWICE AS LIKELY TO BE FOUND READING THE EMPLOYMENT SECTION⁶



- Wholesale trade
- Construction
- Mining
- Arts & recreation services
- Rental, hiring & real estate services
- Transport, postal & warehousing
- Public administration & safety
- Agriculture, forestry & fishing

Source : emmaTM, 12 months to September 2009. Readership based on last four weeks; Survey conducted by Ipsos Connect, people 14+ ALSO Nielsen Consumer & Media View (CMV), Nielsen Digital Panel, 4 weeks to September 2009, people 14+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. ¹ 3.5m Australians (Aged 14+) are actively looking for a job. ² Of those seeking a job, 3.2m of them read News Media. That's a reach of 92%. ³ Of those readers seeking a job, 61,000 of them are C-suite level (a reach to 97% of those seeking a job) while 253,000 of them work in Retail (a reach to 83% of those seeking a job). ⁴ Of 172m News media readers, 3.3m job seekers in 9% of 1 in 5 readers. ⁵ 366k job seekers read the Employment section of a newspaper. ⁶ More likely⁶ to be readers relates to the incidence of job seekers reading the Employment section compared to the incidence (percentage) of job seekers in the population aged 14+. Eg 23.6% of Entertainment section readers are actively seeking jobs while 8.9% of Aged 14+ are looking for jobs. Indexing the incidence of job seekers in Entertainment section readers against the incidence in the population aged 14+ we get 23.6%/8.9% = 2.65x = 25% more likely to be found among Entertainment section readers.