



For Immediate Release:  
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## CAREER SITES DRAW NEARLY 17 MILLION ONLINE JOB HUNTERS IN APRIL, ACCORDING TO NIELSEN//NETRATINGS

Blue-Collar Work Force Represents Growth Opportunities for Career Sites

**NEW YORK — May 16, 2003** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that more than 17 million surfers, or nearly 13 percent of the active online population, logged on to career Web sites from home and work in April 2003.

Professionals comprised the largest portion of surfers using career sites, with 3.2 million unique visitors representing this segment of the workforce (see Table 1). Overall nearly 20 percent, or one in five professionals logging onto the Internet, visited a career site in April. Internet users with executive or managerial and technical titles recorded the highest reach, with 26 percent of surfers in those occupations visiting a career site. Clerical and administrative employees were also heavy users of career Web sites, reaching 18 percent of the total segment audience. Rounding out the top five occupations were full-time students who comprised nearly 1.3 million of the category's total audience.

More than 765,000 "blue-collar" workers, described as those individuals working in a service, craftsman, factory operator or laborer capacity, also used the Internet as a job-hunting tool. Covering just seven percent of the total blue-collar online population, this group, along with the full-time student demographic segment, signifies a prime target audience.

"Totalling more than 10 million online, the blue collar labor force has typically used more traditional channels when searching for employment. Their sheer size online represents a substantial growth opportunity for career sites looking to expand their existing user base," said Patrick Thomas, senior Internet analyst, Nielsen//NetRatings.

**Table 1. Nielsen//NetRatings Top 10 Occupational Demographics Within Career and Development Category, April 2003 (U.S., Home and Work)**

Occupation	Unique Audience (000)	Active Reach %*
1. Professional	3,199	19%
2. Executive or Managerial	2,819	26%
3. Technical	2,030	26%
4. Clerical or Administrative	1,699	18%
5. Full Time Student	1,257	5%
6. Self-Employed	1,106	14%
7. Sales	1,044	19%
8. Education	876	12%
9. Craftsman, Factory Operator or Laborer, Service Worker	765	7%
10. Other	734	21%

Source: Nielsen//NetRatings, April 2003

\*Note: Active Reach represents the percent of the occupational demographic visiting career sites. For example, there are nearly 17 million Internet users in the Professional occupational segment, with more than 3.1 million, or 19 percent, visiting a career site in April.

Additional Nielsen//NetRatings data show that Monster.com ranked at the top among career development Web sites, with close to 11 million unique visitors logging on from home and work (see Table 2). Yahoo! HotJobs, claimed the No. 2 spot with nearly 3.6 million unique visitors, while CareerBuilder followed closely with 3.3 million surfers, rounding out the top three career sites.

**Table 2. Nielsen//NetRatings Top 5 Career Development Sites Ranked by Unique Audience, April 2003 (U.S., Home and Work)**

Brand or Channel	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Monster.com	10,774	0:17:34
2. Yahoo! HotJobs	3,545	0:14:56
3. CareerBuilder	3,342	0:20:31
4. USAJOBS	1,270	0:17:12
5. AOL Careers & Work	1,120	0:08:34

Source: Nielsen//NetRatings, April 2003

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Nielsen//NetRatings reports April 2003 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for April 2003 along with the latest online Average Usage metrics for the month.

**Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, April 2003**

**Table 1. Top 10 Parent Companies, Combined Home & Work**

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	92,155	2:14:52
2. AOL Time Warner	89,816	6:44:24
3. Yahoo!	80,386	2:38:33
4. Google	45,221	0:26:05
5. United States Government	43,937	0:24:29
6. eBay	36,697	1:51:55
7. Amazon	34,412	0:18:08
8. About-Primedia	33,577	0:13:29
9. RealNetworks	31,099	0:28:58
10. Terra Lycos	30,523	0:16:36

**Table 2. Top 10 Brands, Combined Home & Work**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	80,386	2:38:32
2. MSN	79,304	2:00:46
3. Microsoft	77,641	0:36:41
4. AOL	68,149	8:10:52
5. Google	45,221	0:26:05
6. eBay	35,342	1:49:33
7. Amazon	33,431	0:16:08
8. Real	30,935	0:29:02
9. Lycos Networks	29,466	0:16:47
10. About Network	23,482	0:12:05

Example: The data indicate that 30.5 million home and work Internet users visited at least one of the Terra Lycos -owned sites or launched a Terra Lycos-owned application during the month, and each person spent, on average, a total of 16 minutes and 36 seconds at one or more of their sites or applications.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content. Reach is a measure of the unduplicated audience that visits a property. The data are expressed as the percentage of the total universe of Internet users who logged onto the Internet at least

once during the reporting period.

### Nielsen//NetRatings AdRelevance Top 10 Advertisers, April 2003

Top advertisers, ranked by impressions, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

#### Top 10 Advertisers by Company

Advertiser*	Impressions (000)
1. The Estee Lauder Companies Inc	3,694,275
2. Classmates Online, Inc.	2,313,094
3. USA Interactive	2,249,217
4. CoolSavings, Inc.	1,734,497
5. SBC Communications, Inc.	1,705,440
6. Sabre Holdings Inc.	1,616,838
7. NetFlix.com, Inc.	1,606,049
8. Ameriquest Mortgage Company	1,509,641
9. Scottrade, Inc.	1,482,671
10. Verizon Communications, Inc.	1,338,987

\*Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 1.3 billion Verizon Communications, Inc. advertisements were rendered for viewing during the surfing period.

### Nielsen//NetRatings Average Internet Usage Month of April 2003

Data below represent activity for the average Internet user during the designated monthly period.

	Home & Work, April	Home & Work, March	% Change from March
Number of Sessions/Visits per Month	49	49	0
Number of Domains Visited per Month	79	80	-1.3
Web Page Views per Month	1,379	1,374	+0.4
Web Page Views per Surfing Visit	35	34	+2.9
Time Spent per Month	47:44:34	48:20:04	-1.2
Time Spent During Web Visit	0:32:16	0:32:45	-1.5
Duration of a Web Page viewed	0:00:56	0:00:57	-2.2
Active Digital Media Universe	133.6 million	134.8 million	-0.9
Current Digital Media Universe Estimate	183.1 million	181.6 million	+0.8

Note: The Nielsen//NetRatings audience measurement panels represent the universe of persons with access to the Internet via personal computer either in the home, or at the workplace from a non-shared personal computer. With the launch of Digital Media Universe (DMU) measurement in October 2002, the Active Internet Universe represents persons who actively used a computer with Internet access, and either generated Web-traffic, or launched and brought into focus any computer application tracked by the Nielsen//NetRatings meter, or both.

**About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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

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