THE FEDERAL REPUBLIC
OF NIGERIA

nbs
NATIONAL BUREAU OF STATISTICS

Jobberman.com

NATIONAL BUREAU OF STATISTICS

ONLINE RECRUITMENT SERVICES REPORT

Introduction

In recent times, employment has become a serious topical worldwide. As the world economy continues to grow at rates well below the trends that preceded the onset of the global crisis in 2008, it is unable to close the significant employment gaps that have emerged. The challenge of bringing unemployment and underemployment back to pre-crisis levels now appears as daunting a task as ever, with considerable societal and economic risks associated with this situation. In Nigeria, the employment situation has been no less challenging than has been in other parts of the world, both for employers and suppliers of labour alike. The number of unemployed in the labour market seeking jobs opportunities is ever increasing, while others with jobs are seeking better job opportunities to fulfil their individual aspirations. Due to this surge in demand for jobs, there has been a big squeeze in the number of available jobs in the market, as job supply has not kept up with demand. Employers of labour have also had serious difficulties in recent times. It has been a challenge finding staff with the requisite skills and character to fill existing openings in their firms. The sheer amount of time, energy and resources involved in advertising, sorting through thousands of CVs and interviewing candidates for roles has presented companies with a major bother. This problem has resulted in many companies in Nigeria today seeking the services of recruitment firms. This in turn has seen an increase in the number of recruitment firms operating in the country and has also changed significantly traditional ways of applying for jobs. The National Bureau of Statistics, in fulfilling its mandate to make available information on all facets of the Nigerian economy, has partnered with Jobberman, the foremost recruitment service company in Nigeria to periodically publish information on online recruitment activities in Nigeria. The information published in this report covers the period May to September 2015 and is by no means a replacement to data generated from our regular Quarterly Job Creation Survey or the Quarterly Labour Force Survey. It is simply additional labour market information, specifically on online recruitment activities, generated for the purpose of enriching the already existing database. Though Jobberman occupies the largest share of the online recruitment market in Nigeria, the information published in this report is only indicative of the activities in the industry and not necessarily conclusive.

Highlights:

- The number of applications completed rose significantly over the period under consideration, rising from 212,409 in May to 313,694 in September. In contrast, the number of vacancies posted remained relatively stable, from 3,897 in May to 4,441 in September, meaning that they have become more competitive over the period.

- The Trade/Services industry dominated in the number of vacancies posted, with over two thirds of vacancies were posted by companies operating within this industry, and an average of 36% of applications made during the period made to such companies.
- The majority of applicants were highly educated, with over 70% being educated to degree level or higher. In addition, the majority of applicants were between the ages of 20 and 30 years.
- Lagos State was the most active and dominant state during the reference period, accounting for over half of both applications and vacancies posted. Over 7,000 applicants were based outside of Nigeria.

Applications

Over the period the number of applications received by Jobberman grew considerably, from 212,409 in May to 313,694 in September, showing that the number of applications grew by roughly 50%. There is a clear upward trend in the number of applications; every month saw an increase apart from July, when the number fell by 56,563 or 21%. The largest increase in the number of applications was between July and August, when the number increased by 73,625, or 34%.

Figure 1: Number of applications by Month
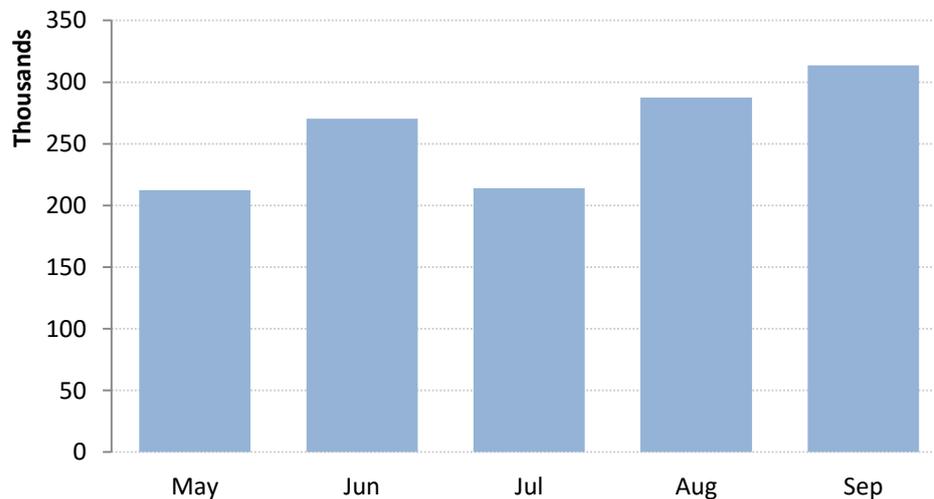
Applications by Industry

The main driver of this increase over the period has been applications to Trade/Services companies, which have increased from 64,886 in May to 136,899 in September. Otherwise, the increase was broadly based across industries, with the percentage share of total applicants within each industry changing only slightly over the period. Vacancies advertised by Trade /Services

companies were applied to the most often, by a considerable margin. 31% of applications were to Trade /Services companies in May, and this number rose to 44% by September. Other notable industries were Consulting, which accounted for between 9% and 13% of applications, and ICT/Telecommunications, which accounted for between 5% and 9%. However, applications to ICT/Telecommunications declined in all months apart from August. The industries to which applications were made the least were Power / Energy, and Government / Defence, neither industry accounted for as much as 1% of applications in any month other than August.
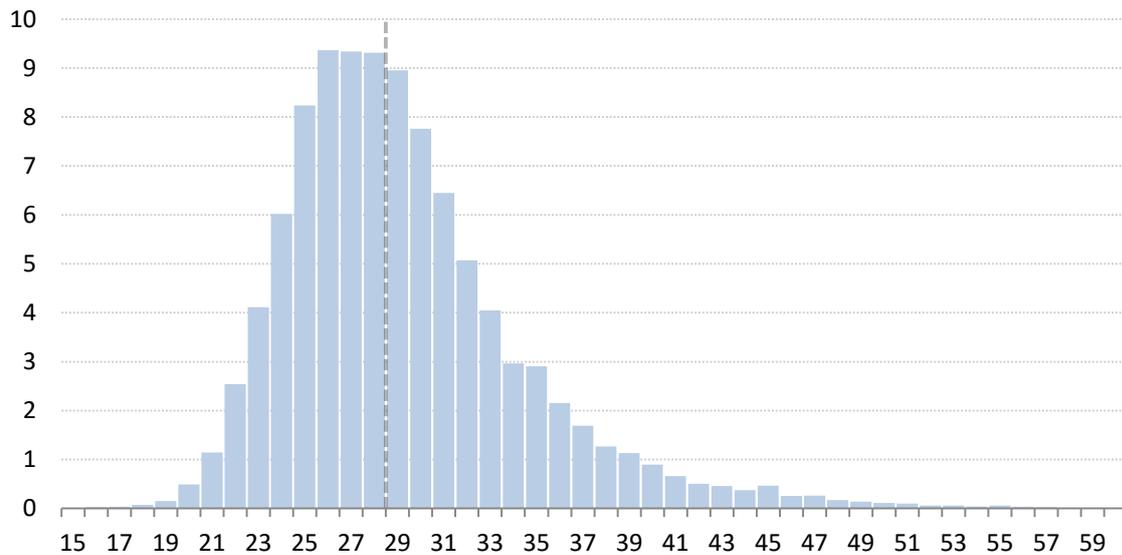
Applicants by Location

Under this section, majority of applicants, 73,685 out of 142,369 applicants for which location information was available, or 52% were based in Lagos. Interestingly, 7,075 applicants were based outside Nigeria, which constitutes 5% of all applicants. This was more than the all of the states in the North East and North West combined. The states from which there were the least applicants were Yobe and Jigawa, from which there were 61 and 74 applicants respectively.

Age of Applicants

The majority of active applicants on the Jobberman website were relatively young. An estimated 60% of applicants were between the ages of 20 and 29. In addition, the age group containing the lowest number of applicants was those of 50 years and above. However there were also very few applicants who were below 20 years old; an observation probably related to the high level of education of active applicants. It is also possible to see the age profile of applicants in more detail. Figure 2 shows the percentage of applicants of each age range, as well as marking the average age of applicants (28 years old). The most common age was 26, although the number of applicants who were between 27 and 29 was similar. After these ages, the number of active applicants declined steadily as age of candidates increased.

Figure 2: Percentage of active applicants at each age (from ages 15 – 60)

Applicants by Education Level

The majority of applicants on Jobberman were well educated, with 64% having a degree, and 76% having a degree or higher (including MBBS, MBA, MSc and MPhil/PHD). In addition, another 15% had a Higher National Diploma, indicating that nearly all applicants on Jobberman were educated above secondary school level. No applicants were listed as not having any education, and only 1% had the S.S.C.E as their highest educational certification. However another 1% listed "other".

The split between educational levels is not particularly different between age groups, although those in the sample who are above 30 more likely to be educated higher than degree level. The amount of people who are educated to less than degree level does not change significantly between age groups for those older than 30, the increase in those educated to higher than degree level comes from the group who had degrees. Figure 9 shows how the percentage of applicants at different education levels differs among age brackets.
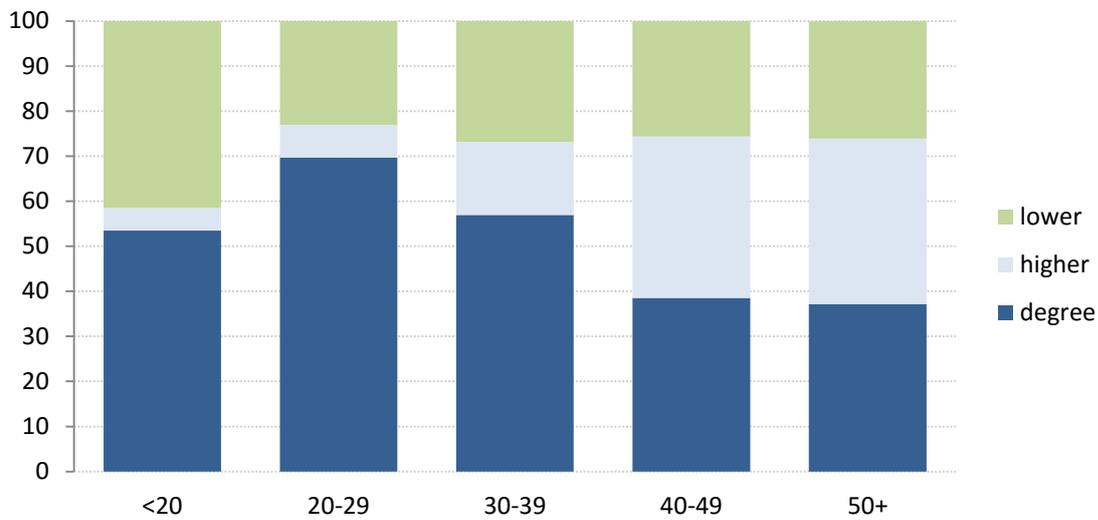
Vacancies

In contrast to the number of applications, the number of vacancies posted has been relatively stable each month. Although there was an increase over the period, from 3,897 vacancies in May to 4442 in September, this only represents a 14% rise, compared to the number of applications which rose by 50% over the same period. The highest number of vacancies that were recorded in any month was 4,915, in August. The lowest amount of vacancies recorded was in May, when 3,897 were posted. The number of vacancies fell by 10% in September, and the highest growth recorded in the number of vacancies in any month was 15% in June.

Figure 4: Number of Vacancies by Month
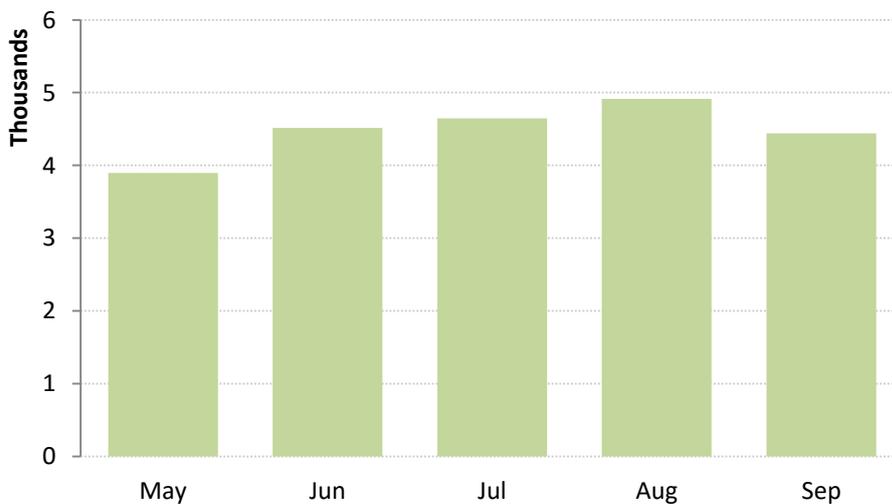
Comparison with Applications

The data in figure 1 shows how the number of applications and vacancies changed over the period. For the period as a whole, there was a significant gap between the number of vacancies that were available each month, and the number of job applications that were received. This meant that overall there was an average of 53 applications for every vacancy, indicating a high degree of competitiveness for jobs on the website.

Figure 5: Number of applications per vacancy each month
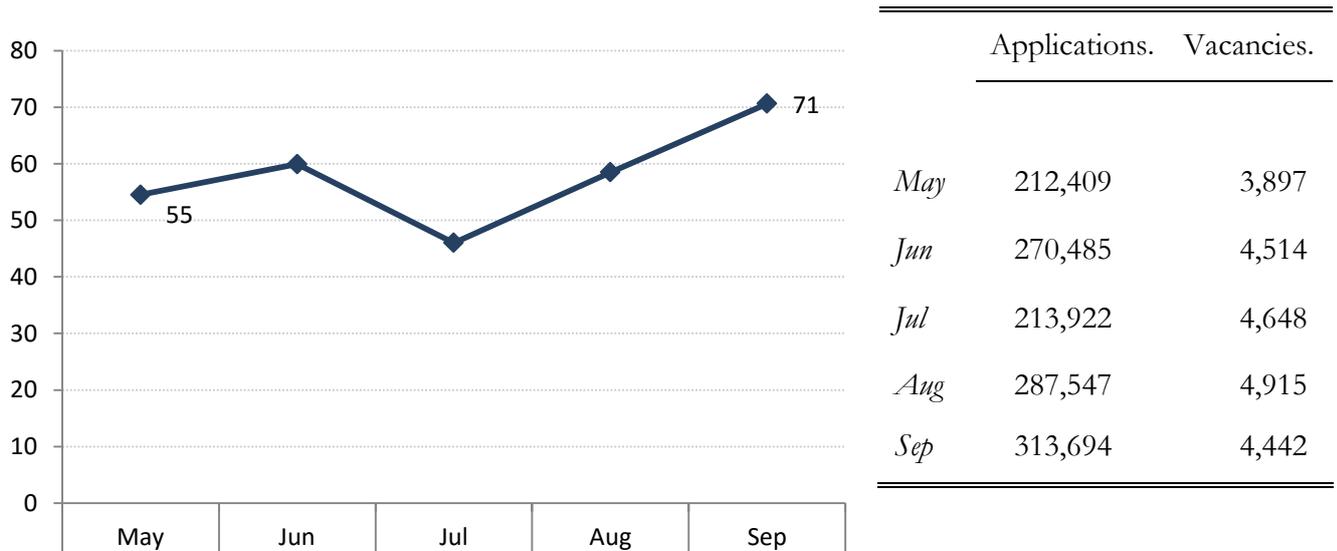
	Applications.	Vacancies.
May	212,409	3,897
Jun	270,485	4,514
Jul	213,922	4,648
Aug	287,547	4,915
Sep	313,694	4,442

As a result of the differing rates of increase in applications and vacancies, the average number of applications per vacancy rose considerably over the period, from 55 in May to 71 in September. Figure 5 plots how this number changed between May and September. This suggests that the vacancies advertised by Jobberman have become a lot more competitive over the period, although this is possibly a consequence of an increase in the awareness of the Jobberman website. The month which saw the largest increase in competitiveness over jobs was August, when the number of applications received per vacancy rose from 46 to 59.

Vacancies by Industries

In general the same industries dominated each month in terms of number of vacancies posted. In particular, the Trade /Services industry posted the majority of vacancies each month. The lowest proportion of vacancies it posted was in August, when it still posted 64% of vacancies. However by September, 70% of vacancies were posted by this industry. In total, 17,880 vacancies were posted by Trade / Services firms over the period, out of the total of 26,441. By comparison, the industry to post the second largest number of vacancies over the period was

Consulting, which posted between 5% and 8% of vacancies, a total of 1,658 over the period. As with applications, Power/Energy companies posted the fewest vacancies, posting only 21 vacancies over the period. The overall picture with regards to vacancies posted therefore changed very little over the period. One exception was Government /Defence companies, which posted the second largest amount of vacancies in August despite having only posted two vacancies between May and July.

Industry Comparison with Applications

The picture is similar for applications and vacancies: Trade / Services and Consulting tended to be the most active industries on Jobberman over the period, and Power / Energy and Government / Defence tended to be the least. However despite these similarities, there is nevertheless a discrepancy between the jobs applied for and the jobs advertised. As there is little change between months in terms of the applications to, and vacancies from each industry, figure 6 shows how the amount of applications received per vacancy differs between industries over the whole period. Making this comparison reveals that on the Jobberman website some industries are more sought after than others, relative to the jobs available. At one extreme, for every job posted by a Government / Defence company there are 13 applications. At the other extreme, there are 236 applications for every job posted by an Oil and Gas company.

Figure 6: Number of Applications per Vacancy to Companies by Industry
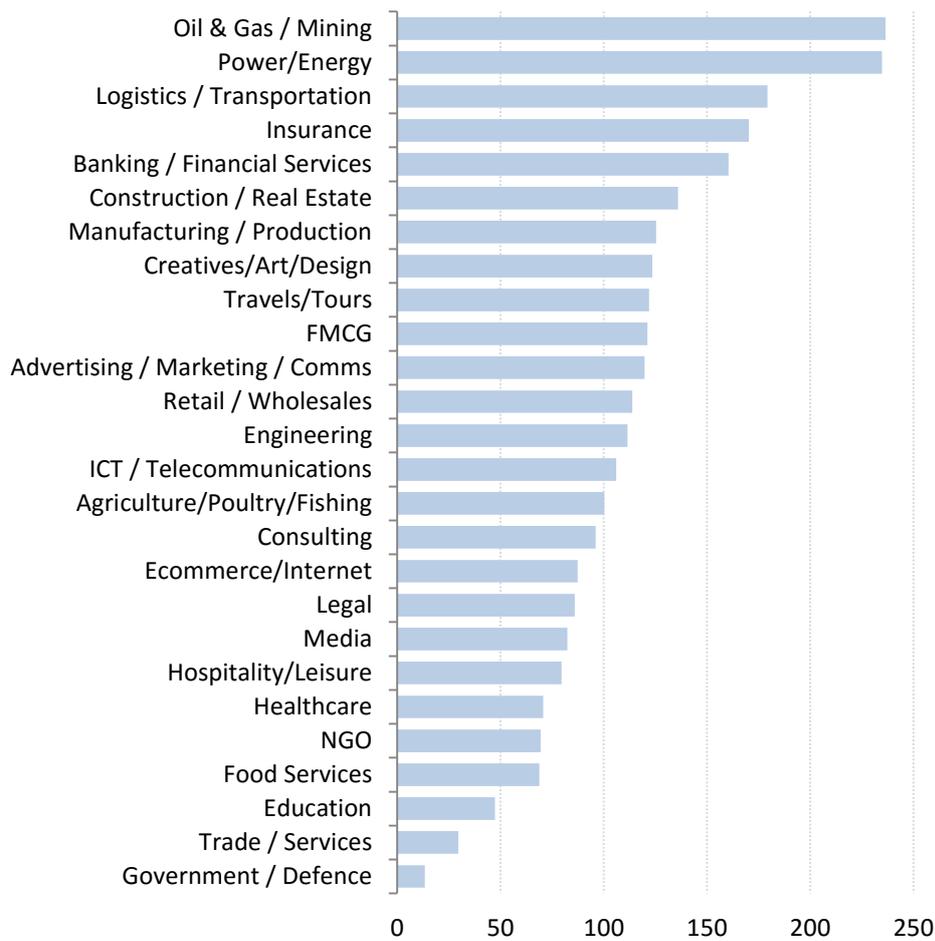
Active Vacancies

For vacancies that were described as being active, a larger amount of information was available. This information relates to vacancies that were active on the 15th October 2015. At this date, there were 1,600 active vacancies. The information on active vacancies available was more consistent than for applications, however, there were considerably fewer vacancies (335) that gave information on starting salaries

Vacancies by Location

Out of the 1600 active vacancies, 870 were in Lagos, implying that less than half of all active vacancies were posted in the rest of the country. However, all states had some vacancies advertised. The state with the second largest amount of vacancies was Federal Capital Territory (Abuja). Interestingly, the state which had posted the third highest amount of active vacancies was Yobe state, despite the number of active applicants coming from Yobe being the lowest out of all 37 states. The states with the lowest number of active vacancies were Bayelsa, Kebbi and

Nassarawa, each of which had only seven active vacancies listed. In addition, nearly half of all states (seventeen) had ten or fewer active vacancies posted.

Vacancies by Career Level

Figure 7 shows that on the whole most jobs advertised did not require a great deal of experience: more than 60% of jobs require less than three years. As figure 7 reveals, the experience level specified the most is "entry level". However this differs between industries, and for 21 out of 26 industries, the most common level of experience asked for is 1 – 3 years. The reason that entry level is the most common category overall is that for companies within Trade / Services, 45% of jobs advertised asked only for "entry level" experience, and these companies accounted for 68% of advertisements. Other than Trade /Services, there are two industries for which entry level is the most common experience level asked for: Insurance (48% of jobs) and Ecommerce/ Internet (34% of jobs). Two other industries ask for 3-5 years the most often: Government / Defence (53% of jobs) and Manufacturing / Production (36% of jobs). All other industries posting vacancies on Jobberman most commonly ask for 1-3 years of experience.

Figure 7: Percentage of Active Vacancies by Level of Experience Required
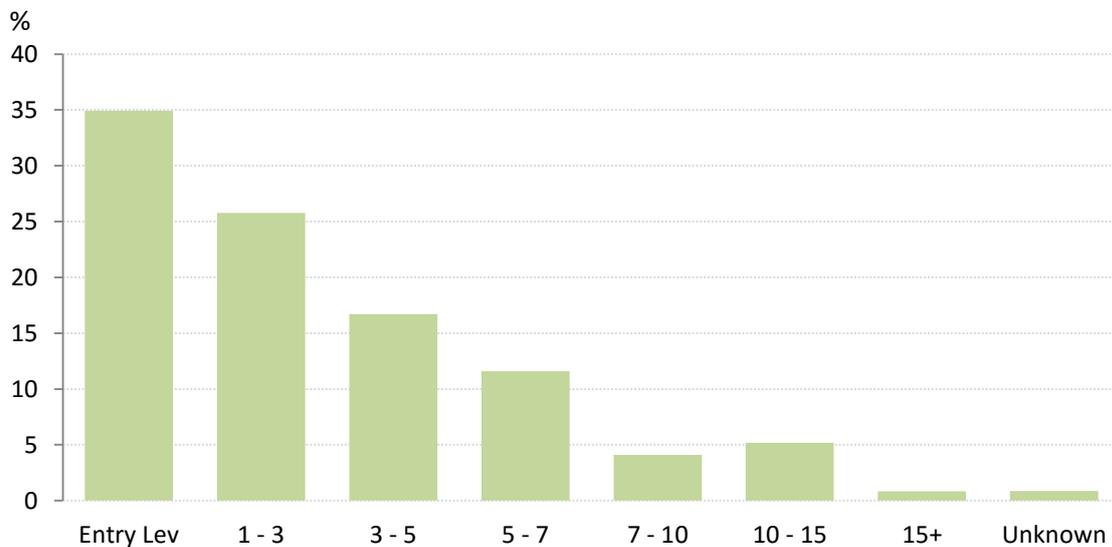
Vacancies by Salary

A limited number of the jobs that were online had salaries advertised. Only 335 of the 1600 active jobs vacancies had information on starting salaries available. The average starting salary for active jobs was N98,294, although this was skewed upwards by a small number of consulting jobs, twelve in Benue and one in Lagos (which was the highest salary advertised at N1,800,000). Excluding these, the average was N70,585. Figure 8 contains a table of summary statistics for starting salaries. Due to the fact that 227 out of 335 of the listed salaries were for job vacancies in Lagos, there is very little information on salaries from Jobberman for the rest of the country. Only 17 states (including Lagos) have information on salaries and for five of these, there is only one job vacancy active on the Jobberman website with a salary listed.

However, comparing salaries advertised for jobs within Lagos, with those in the rest of the country reveals that the mean starting salary is significantly higher outside of Lagos (N139,818) than within Lagos (N78,538). On the face of it this may appear surprising given the status of Lagos as a commercial centre; however it is almost certainly a result of the small sample size and possible sample bias. Of the vacancies with salary information listed outside Lagos, 31% were categorised as being Consulting, which commanded the highest average salary out of all the job categories at N212, 397 compared to the overall average of N98,294. In fact the median salary advertised on Jobberman within Lagos is N50, 000, which is higher than the median salary advertised outside of N40,000. Consulting is also the job category for which the most salaries are listed; 22% of the salary information listed relates to consulting.

Figure 8: Starting salary statistics for active vacancies; percentage within each category

Starting salaries	
Observations:	*335*
mean	98,294
median	50,000
mode	50,000
max	1,800,000
min	15,000
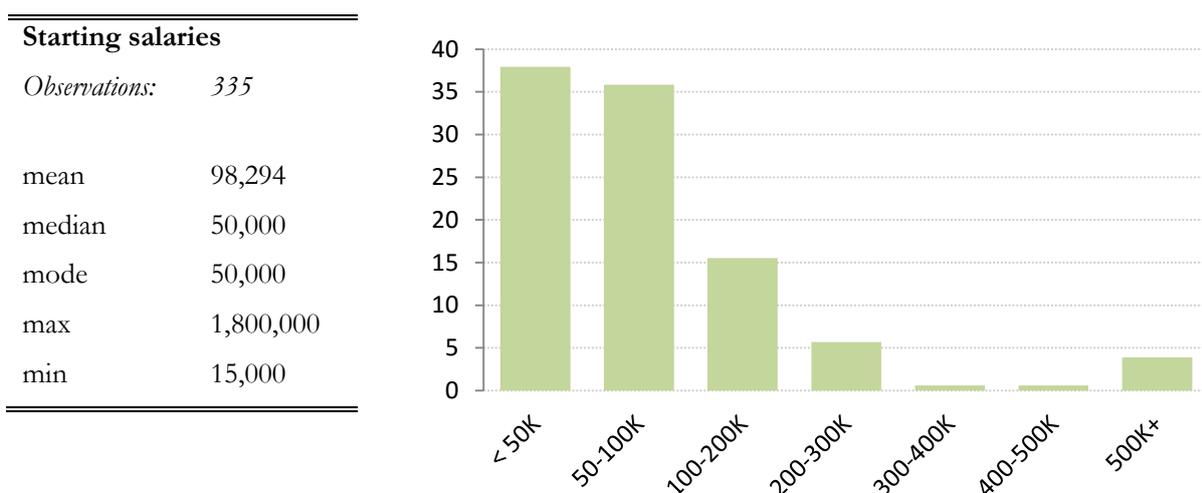
Vacancies by Weeks Online

On average, vacancies are posted on the Jobberman website for roughly five weeks, but there is substantial variation in how long vacancies stay online. The shortest amount of time that vacancies were posted for is two weeks, and the longest amount of time that any job had been online for was over six months. However the most common amount of time for vacancies to be posted is between four and five weeks, and only 5% of vacancies were posted for over eight weeks. There was also wide variation in the length of time vacancies are posted from each industry. Power / Energy companies posted vacancies for slightly over two weeks on average (although only two active vacancies were from this industry), compared to Hospitality / Leisure which posted jobs for over eight weeks on average.

Most Required Job Specialization

Out of all the different specializations required, two stood out as being considerably more common than the others. These were Education Teaching/Training, and Sales/Business Development, each of which accounted for roughly 15% of vacancies. At the other extreme there were only 10 vacancies that required specialization in each of Architecture / Building, and Design and Agriculture / Farming.

Table 1. Numbers of Applications and Vacancies

	Applications	Vacancies
May	212,409	3,897
June	270,485	4,514
July	213,922	4,648
August	287,547	4,915
September	313,694	4,442
Total May - September	**1,298,057**	**22,416**

Table 2. Details of Applicants

Age Group

20-29	61,608
30-39	36,684
40-49	4,345
50+	805
<20	948
Total*	**104,390**

Education Level

High School (S.S.C.E)	1,751
Vocational	136
OND	6,164
N.C.E	646
HND	22,250
Diploma	1,469
Degree	90,555
MBBS	375
MBA / MSc	15,533
MPhil / PhD	287
Others	1,798
Total*	**140,964**

Gender

Male	69%
Female	31%

Table 3. Details of vacancies

Advertised

<50K	127
50 – 100K	120
100 – 200K	52
200 – 300K	19
300 – 400K	2
400 – 500K	2
>500K	13
Total	**335**

Career Level

Entry Level	9,235
1-3 years	6,813
3-5 years	4,416
5-7 years	3,067
7-10 years	1,082
10-15 years	1,374
>15 years	224
Unknown	230
Total	**26,441**

Totals are different as not all information is available for all candidates

Table 4. Numbers of Applications

	May	June	July	August	September	Total May - September
Advertising / Marketing /Comms	5328	7768	3271	4016	3787	**24,170**
Agriculture/Poultry/Fishing	335	211	2479	930	974	**4,929**
Banking / Financial Services	4282	6765	6931	10118	8991	**37,087**
Construction / Real Estate	7772	15093	8273	8599	7524	**47,261**
Consulting	23098	23401	33478	36287	31553	**147,817**
Creatives/Art/Design	1948	3342	1378	3470	7185	**17,323**
Ecommerce/Internet	16119	6214	3375	11474	6000	**43,82**
Education	4682	8506	7670	7897	10543	**39,298**
Engineering	5035	4046	2013	5678	10453	**27,225**
FMCG	3261	2181	3540	4501	7851	**21,334**
Food Services	1985	919	657	2203	2114	**7,878**
Government / Defence	564	11	0	3435	1535	**5,545**
Healthcare	5397	7126	7587	8409	9008	**37,527**
Hospitality/Leisure	4564	4184	2494	1982	4657	**17,881**
ICT / Telecommunications	17442	20811	13365	20630	14157	**86,405**
Insurance	4576	2728	1473	6891	3748	**19,416**
Legal	630	722	1011	1075	1138	**4,576**
Logistics / Transport	5676	6991	3654	4864	8023	**29,208**
Manufacturing / Production	12792	3276	8720	8751	8892	**42,431**
Media	1506	2696	891	1961	3275	**10,329**
NGO	1829	2016	2177	1529	2299	**9,850**
Oil & Gas / Mining	9663	32192	11439	15331	15516	**84,141**
Power/Energy	487	205	101	3216	786	**4,795**
Retail / Wholesales	7818	7114	5417	3527	4685	**28,561**
Trade / Services	64886	100881	80625	110539	136899	**493,830**
Travels/Tours	731	1085	1902	233	2097	**6,048**

Table 5. Number of Vacancies

	May	June	July	August	September	Total May - September
Advertising / Marketing /Comms	34	37	47	39	29	**186**
Agriculture/Poultry/Fishing	7	9	6	12	14	**48**
Banking / Financial Services	25	30	51	62	32	**200**
Construction / Real Estate	54	71	76	54	55	**310**
Consulting	219	260	343	301	271	**1,394**
Creatives/Art/Design	27	20	21	29	27	**124**
Ecommerce/Internet	177	51	52	145	38	**463**
Education	87	283	106	92	228	**796**
Engineering	37	62	34	22	34	**189**
FMCG	41	15	37	21	56	**170**
Food Services	39	14	8	26	27	**114**
Government / Defence	2	0	0	393	1	**396**
Healthcare	55	77	199	90	77	**498**
Hospitality/Leisure	26	50	42	29	51	**198**
ICT / Telecommunications	161	161	104	195	98	**719**
Insurance	18	14	13	47	11	**103**
Legal	6	13	10	7	14	**50**
Logistics / Transport	30	66	21	23	22	**162**
Manufacturing / Production	50	31	89	54	79	**303**
Media	13	34	11	21	25	**104**
NGO	20	13	84	16	14	**147**
Oil & Gas / Mining	43	77	35	79	100	**334**
Power/Energy	4	4	1	6	3	**18**
Retail / Wholesales	32	51	65	25	34	**207**
Trade / Services	2684	3065	3176	3123	3089	**15,137**
Travels/Tours	6	6	17	4	13	**46**

Table 6. Active Applicants and Vacancies by State

	Applicants	Vacancies
Abia	1,161	12
Abuja	13,848	104
Adamawa	249	8
Akwa Ibom	1,282	10
Anambra	1,418	15
Bauchi	200	10
Bayelsa	473	7
Benue	633	25
Borno	173	49
Cross River	936	14
Delta	4,258	13
Ebonyi	228	8
Edo	2,971	14
Ekiti	583	9
Enugu	2,049	15
Gombe	162	10
Imo	1,416	25
Jigawa	74	10
Kaduna	2,508	14
Kano	1,116	12
Katsina	186	10
Kebbi	134	7
Kogi	596	24
Kwara	1,692	17
Lagos	73,685	870
Nassarawa	290	7
Niger	554	8
Ogun	3,498	37
Ondo	1,398	9
Osun	1,474	13
Oyo	6,081	67
Plateau	824	8
Rivers	8,575	36
Sokoto	277	9
Taraba	121	9
Yobe	61	77
Zamfara	110	8
Outside Nigeria	7,075	n/a
Total	**142,369**	**1,600**