Nigeria Online Recruitment Report

Q3 2016

NATIONAL BUREAU OF STATISTICS

Jobberman

Introduction

Employment continues to be a serious topical issue worldwide. Job creation has been on top of the agenda globally and in Nigeria this has been no different. The National Bureau of Statistics as the National Agency responsible for the development and management of official statistics and the authoritative source and custodian of official statistics in the country has the mandate to collect, compile, analyse, interpret, publish and disseminate statistical information solely or in collaboration with other agencies, both governmental and non-governmental agencies.

In fulfilment of this mandate, NBS has partnered with Jobberman Recruitment, the foremost recruitment service company in Nigeria to periodically publish information on online recruitment activities in Nigeria.

The main object of this collaboration is to provide policy makers, researchers and the public with as much relevant and timely information, which is needed to proffer solutions to the current employment challenges in the country. As stated in the maiden report, the information published in this report 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 focused on online recruitment activities, generated to enrich already existing labour market data and information. Though Jobberman occupies the largest share of the online recruitment market in Nigeria, the information published in this report is only indicative of the trends and direction of activities in the industry and not necessarily conclusive.
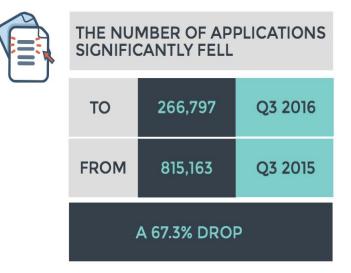
Highlights

- The number of applications was considerably lower than in the third quarter of 2016; there were a total of 266,797 applications in the third quarter of 2016, compared to 815,163 applications in the same quarter of 2015, a 67.3% drop.

- By Contrast, the number of vacancies increased slightly relative to the previous period; in the third quarter of 2016 there were 14,112 vacancies, compared to 14,005 in the third quarter of 2015.

- Trade/Services remained the sector to attract the most applications (40.7%), as well as to advertise for the most vacancies (73.2%).

- Oil & Gas/Mining and Engineering were the two sectors to attract the highest amount of applications per vacancy, although at 80 and 68 respectively, the numbers are low relative to the previous quarter.

- Applicants were predominantly male (67.9%) and well educated; 77.5% were educated to degree level or higher.

- Lagos remained the state to account for the largest number of applicants and vacancies.
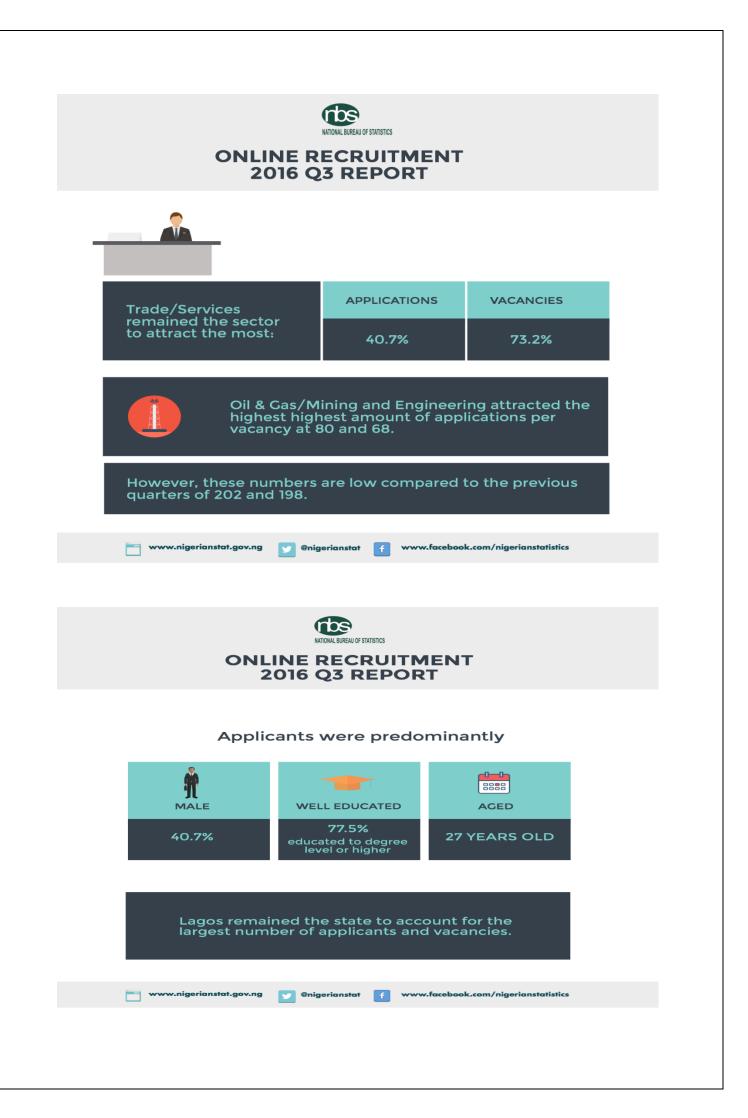
NATIONAL BUREAU OF STATISTICS

ONLINE RECRUITMENT
2016 Q3 REPORT

NUMBER OF APPLICATIONS

THE NUMBER OF APPLICATIONS SIGNIFICANTLY FELL

TO	266,797	Q3 2016
FROM	815,163	Q3 2015

A 67.3% DROP

NUMBER OF VACANCIES

THE NUMBER OF VACANCIES SLIGHTLY INCREASED

TO	14,112	Q3 2016
FROM	14,005	Q3 2015

ONLINE RECRUITMENT
2016 Q3 REPORT

Trade/Services remained the sector to attract the most:	APPLICATIONS	VACANCIES
	40.7%	73.2%

Oil & Gas/Mining and Engineering attracted the highest highest amount of applications per vacancy at 80 and 68.

However, these numbers are low compared to the previous quarters of 202 and 198.

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ONLINE RECRUITMENT
2016 Q3 REPORT

Applicants were predominantly

MALE	WELL EDUCATED	AGED
40.7%	77.5% educated to degree level or higher	27 YEARS OLD

Lagos remained the state to account for the largest number of applicants and vacancies.

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Findings

Applications

In the third quarter of 2016 there was a large drop in the number of applications relative to the number received in the same quarter of the previous year, a drop of 67.3%. In July, there were 86,643 applications, which rose to 93,164 in August, before falling to 86,990 in September; which implies a total number of 266,797 applications during the quarter. This compares to 213,922, 287,547, and 313,694 in the same three months of 2015, or a total of 815,163.

Applications by Industry

As in previous quarters considered, applications were concentrated in a few industries. In July and August over half of all applications were made to the Trade/Services and Consulting industries, although this fell to just under half (48%) in September. During the quarter the top five most popular industries to receive the most number of applications accounted for over 70% of total applications.
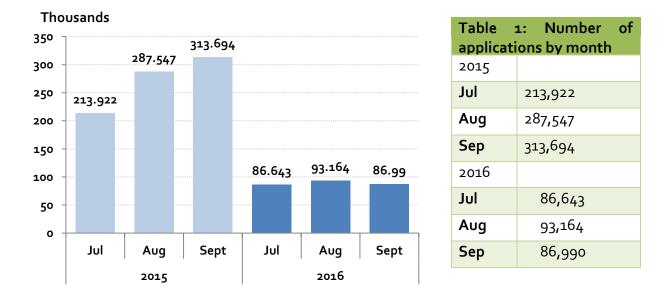
Figure 1: Number of Applications (thousands) in Q3 2015 and Q3 2016

Table 1: Number of applications by month	
2015	
Jul	213,922
Aug	287,547
Sep	313,694
2016	
Jul	86,643
Aug	93,164
Sep	86,990

The industry to receive the largest number of applications was Trade/Services, which received 40.7% of applications during the third quarter of 2016, which represents a slight increase relative to the same quarter of the previous year, when the industry accounted for 40.2% of applications. In July, August and September, this industry received 35,596, 39,261

and 33,690 applications respectively, which is equivalent to 41.1%, 42.1% and 38.7% of the total number of applications in each month.

In July and August, Consulting was the industry to attract the second largest number of applications, and accounted for 15,102 in July, and 11,939 in August, or 17.4% and 12.8% respectively. However, there was a drop in the number of Consulting applications in September to 8,867 (or 10.2% of the total), and a simultaneous increase in ICT/Telecommunications applications, which led to the latter industry being the second most popular for applications in this month. Nevertheless, Consulting accounted for the second largest number of applications in the quarter and accounted for 35,908, or 13.5% of the total.

Active Applicants

Location of Active Applicants

In the period considered in this report, there were 74,244 applicants for whom location information was available. This represents a decline relative to the period of the previous report, at which time there were 116,583 active applicants with location information provided. In the current period, 41,839 active applicants were based in Lagos, which is equivalent to 56.4%; an increase from the proportion of 53.7% in the previous period.

Abuja was the location to account for the second largest number of active applicants, with 7,624, or 10.3% of the total. This is a similar proportion to that recorded in the previous report (2016 Q1) of 10.4%. The proportion of applicants who were based outside of Nigeria also remained similar, at 4.3%, compared to 4.4% in the period considered in the previous period. Yobe, Jigawa and Zamfara were the three states to account for the smallest number of active applicants, with each state accounting for less than 0.1% of the total.
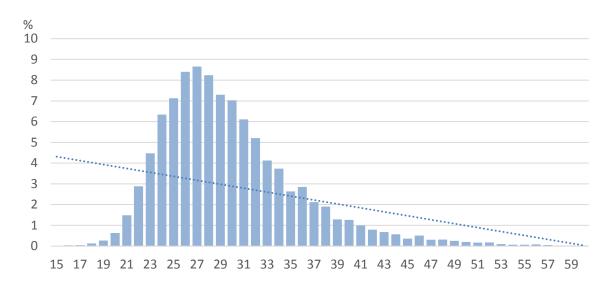
Age of Active Applicants

There were 58,801 applicants for whom information on age was available[1], and most these were relatively young. As in previous periods, the most common age of applicants was 27; this age accounted for 8.7% of active applicants. At ages above 27, the number of

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[1] Between ages of 15 and 60, inclusive

applicants becomes progressively smaller. An estimated 55.5% of applicants were between the ages of 20 and 29, a slightly smaller proportion to the period considered in the 2016 Q1 report, of 59.2%. Although applicants tend to be relatively young, only 0.5% of applicants are below 20 years of age, making this the least common age group of applicants, possibly due to the high level of education of the average applicant (explored below).

Table 2: Percentage of Active Applicants in each age bracket					
	<20	20-29	30-39	40-49	50+
No.	294	47,514	28,389	3,579	566
%	0.5	55.5	37.0	6.0	1.0

Figure 2: Age distribution of active applicants
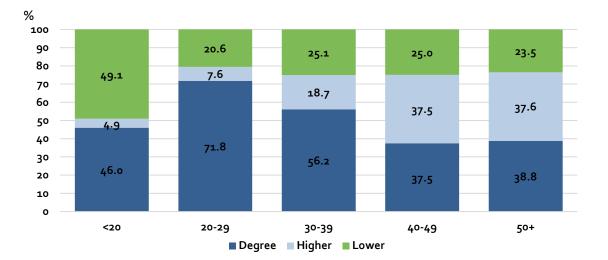

Education of Active Applicants

Out of the 74,332 applicants for which information on education was available, 63.7% had a degree, and a further 13.8% were educated to higher than degree level (MBBS, MBA/MSc or MPHIL/Phd). In addition, 14.1% had a Higher National Diploma, which means that as in the period considered in the 2016 Q1 report, over 90% of applicants were educated above secondary school levels. Only 1.4% listed S.S.C.E as their highest educational achievement, although this is slightly higher than in the previous period considered. In comparison with estimates for the education of the population this makes the applicants highly educated.

Examining the level of education within each age group reveals that broadly speaking, applicants are likely to be better educated if they are in higher age brackets. Only 4.9% of

applicants below the age of 20 are educated to higher than degree level, but this increases to 37.5% for the age group 40-49, and further to 37.6% for those who are older than 50. In addition, the age group least likely to have a degree is 20 years and below; in this age group, 49.1% do not have a degree, or roughly half. Those between 20 and 29 years old are the most likely to have a degree or higher (only 20.6% have less education) but are nevertheless less likely to have more education than a degree than older age groups. Most this age group (71.8%) therefore have degrees, with 7.6% having a higher level of education.

Table 3: Percentage of each age group of active applicants with a degree, or higher lower qualification					
	<20	20-29	30-39	40-49	50+
	%	%	%	%	%
lower	49.1	20.6	25.1	25.0	23.5
degree	46.0	71.8	56.2	37.5	38.8
higher	4.9	7.6	18.7	37.5	37.6
total	100	100	100	100	100

Figure 3: Percentage of each Age Group of Active Applicants Educated to Degree Level, or Higher or Lower

Vacancies

In the third quarter of 2016, changes in the number of vacancies relative to the same quarter of the previous year were distinctly different to changes in the number of applications. Whereas the latter recorded a large drop relative to the previous year, the number of vacancies recorded in the quarter increased. In August, the number of vacancies was 5,003, which compares to 4,915 vacancies in August 2015. In September, the number of vacancies had fallen to 4,811, but this was still higher than the 4,442 vacancies recorded in September 2015. July was the exception, in which there were 4,298 vacancies, lower than the 4,648 recorded in the same month of the previous year.
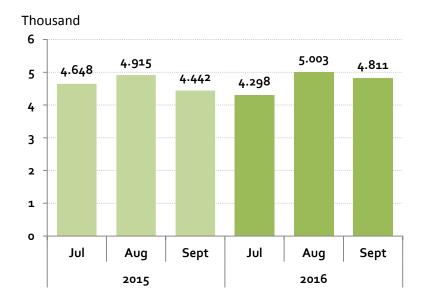
Figure 4: Number of Vacancies (thousands) in Q3 2015 and Q3 2016

Table 4: Number of vacancies by month	
2015	
Jul	4,648
Aug	4,915
Sep	4,442
2016	
Jul	4,298
Aug	5,003
Sep	4,811

Comparison with Applications

As a result of these divergent trends, there was a sharp decrease in the number of applications per vacancy in the third quarter of 2016, relative to the same quarter of the previous year. Whereas for 2015 Q3 there were 58 applications per vacancies, this fell to 19 in 2016 Q3, a decrease of 68%. In addition, the number of applications per vacancy declined throughout the third quarter of 2016, from 20 in July, to 19 in August and 18 in September. By comparison, in the third quarter of 2015 the number increased each month, from 46 in

July, to 59 in August and 71 in September, making the yearly decrease in September the largest at 74%.

Figure 5: Applications per Vacancy each Month, in Q3 2015 and Q3 2016

Table 5: Applications and Vacancies comparison		Appl.	Vac.
2015	Jul	318,233	4,648
	Aug	248,347	4,915
	Sep	170,453	4,442
2016	Jul	196,965	4,298
	Aug	123,657	5,003
	Sep	145,872	4,811

Vacancies by Industry

Overall, there was little significant change in the composition of vacancies advertised relative to the periods considered in previous reports. Trade/Services continued to account for much of vacancies. In this industry, there were 3,155 vacancies in July, representing 73.4% of the total, 3,632 vacancies in August (representing 72.6%) and 3,542 in September (representing 73.6%). In each month, Trade/Services accounted for a higher percentage of vacancies than in the corresponding month of 2015; in July, August and September 2015 the proportion of vacancies accounted for by this industry were 68.33%, 63.54% and 69.54% respectively. As well as being higher, the proportions in 2016 were more consistent, only varying within one percentage point.

In July and August, the industry to account for the second largest number of vacancies was Consulting. In July, there were 292 Consulting vacancies advertised, or 6.8% of the total. This rose to 295 in August; this was a smaller than average increase between these periods indicating a smaller proportion of the total of 5.9%. However, in September, whereas the overall number of vacancies fell on the month by 3.8%, the number of Consulting vacancies fell from 295 to 164, a drop of 44.4%. Thus, the proportion of the total accounted for by Consulting fell to 3.4%, and ICT/Telecommunications became the second largest industry in terms of vacancies, with 202, or 4.2% of the total.

The two industries to advertise for the fewest jobs were Government/Defence, for which only 2 jobs were advertised in the quarter (both in August) and Power/Energy, which only posted 7 vacancies (3 in July and August, and 1 in September).

Industry Comparison with Applications

The gap between the number of vacancies and the number of applications decreased in the third quarter of 2016, however there remains large variation in the competitiveness of different industries. The least competitive industry in the first quarter was Trade/Services, which recorded both an increase in the number of vacancies relative to the same quarter of the previous year, and a sharp decrease in the number of applications. Consequently, there were only 11 applications per vacancy in this quarter. Education and Healthcare were together the second least competitive, with each recording 19 applications per vacancy. This is also equal to the total number of applications per vacancy, indicating that most industries were more competitive than the average. This demonstrates the dominance of the less competitive Trade/Services industry, in terms of both applications and vacancies.
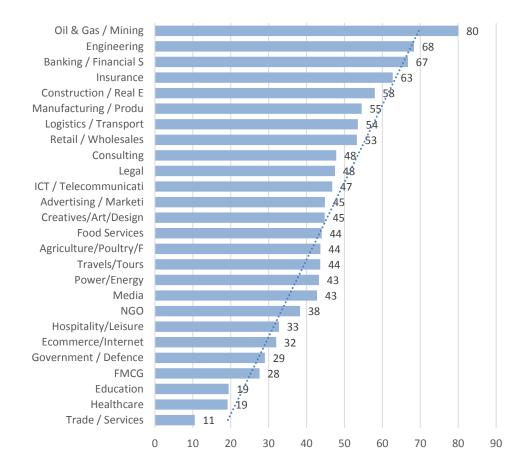
Figure 6: Applications per Vacancy in each Industry, 2016 Q3

The most competitive industry this quarter was Oil & Gas/Mining, which recorded 80 applications per vacancy. This is a large decrease relative to the same quarter of the previous year, in which 198 were recorded, making it the fourth most competitive. Engineering received the second largest amount of applications per vacancy this quarter, at 68, a decrease from 202 in the same quarter of the previous year. Banking/Financial Services received 67, down from 180 in the same quarter of the previous year, making it the third most competitive industry on the Jobberman Website.

The largest change in the number of applications per vacancies between the third quarters of 2015 and 2016 was in the Power/Energy industry, in which there were 410 applications in the earlier period, but only 43 in the third quarter of 2016. Given the small number of vacancies in some industries, there are large changes in the order of competitiveness among industries, although some industries, such as Trade/Services and Education, tend to remain near the bottom, and others such as Oil & Gas/Mining and Power/Energy remain near the top.

Active Vacancies
Vacancies by Location
In the period considered in this report, there were 2,056 vacancies which had information on location available. Out of these, every state had at least one vacancy posted. The state to post the most vacancies was Lagos, which posted 716 vacancies, or 34.7% of all vacancies for which location information is available. This was considerably more than Abuja, which accounted for the second largest amount of vacancies, with 94 vacancies, or 4.6% of the total. The states to post the lowest amount of vacancies were more geographically dispersed than in the period considered in the previous report. In addition, there was very little variation, with the 10 states to post the lowest number all posted between 29 and 32 vacancies.

Vacancies by Career Level
Of all the active vacancies on the Jobberman website, most did not require a large amount of work experience; 54.1% of vacancies required less than three years of work experience. This proportion is nevertheless lower than in the period considered in the 2016 Q1 report. Relative to that period, there was a considerably higher proportion of jobs requiring 3-5

years of experience; this category accounted for 20.0% compared to 16.2% at the time of the previous report. There was also a notable decrease in the proportion of entry level jobs advertised, from 28.6% at the time of the previous report, to 17.7% in the current period considered. In total, 29,153 vacancies had a career level specified.

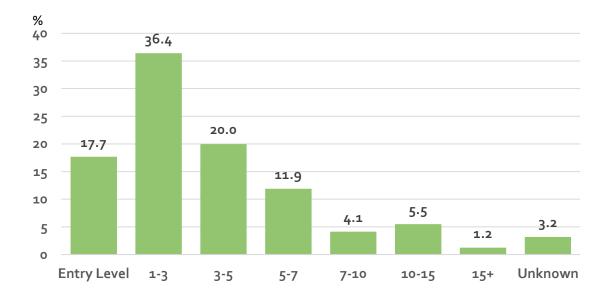| Table 6: Active vacancies by experience required								
	Entry Level	1 - 3	3 - 5	5 - 7	7 - 10	10 - 15	15+	Unknown
No.	5,159	10,611	5,822	3,469	1,204	1,603	361	924
%	17.7	36.4	20.0	11.9	4.1	5.5	1.2	3.2

Figure 7: Experience Level Required for Active Vacancies

Vacancies by Salary Level

There were 606 active vacancies for which salary information as available, which was a similar number relative to the period considered in the previous report, in which there were 594 vacancies that had such information. Of these vacancies, the majority advertised salaries of less than N100,000. There were 252 vacancies that advertised salaries between 50,000 and 100,000, or 41.6%, and a further 163 that advertised salaries less than 50,000, or 26.9%. However, only a small percentage of vacancies had salary information available.

Table 7: Active vacancies in each salary bracket							
	< 50K	50-100K	100-200K	200-300K	300-400K	400-500K	500K+
No.	163	252	166	14	6	2	3
%	26.9	41.6	27.4	2.3	1.0	0.3	0.5

Figure 8: Salaries Advertised for Active Vacancies

Vacancies by Weeks Online

The jobs that were active on the Jobberman website at the time of this report were evenly divided across categories relative to previous reports. Whereas in the 2016 Q1 report, most vacancies had been online for less than 3 weeks, in this period the first four categories each accounted for between 16% and 18% of the total. The most common category was 4-5 weeks, which accounted for 17.9% of active vacancies. There were only 7.3% of jobs that have been advertised for longer than 8 weeks.

Vacancies by Most Required Job Specialization

The most common business specialization required was Education/Teaching/Training, which accounted for 16.1% of jobs that listed this information. This was different from the 2016 Q1 report in which Sales/Business Development was the most common specialization; at the time of the last report this specialization accounted for 22.6%, but this dropped to 8.3% in the current period. After Education/Training/Teaching, the two most common job specializations requested were Engineering, which accounted for 11.8%, and Mkt/Adv/Comm, which accounted for 11.4%.

Table A1: Total number of applications by month and industry				
	Jul	Aug	Sep	Total Jul-Sep
Advertising / Marketing	4141	1907	2918	8966
Agriculture/Poultry/Fishing	194	78	121	393
Banking / Financial Services	1308	1283	947	3538
Construction / Real Estate	3059	3005	2344	8408
Consulting	15102	11939	8867	35908
Creatives/Art/Design	201	978	434	1613
Ecommerce/Internet	2614	3494	5183	11291
Education	2811	3058	3160	9029
Engineering	1076	1733	1156	3965
FMCG	960	1222	1242	3424
Food Services	819	561	424	1804
Government / Defence		58		58
Healthcare	1650	2084	1500	5234
Hospitality/Leisure	800	356	773	1929
ICT / Telecommunication	8020	9341	11674	29035
Insurance	789	3825	2476	7090
Legal	290	112	73	475
Logistics / Transport	566	518	1058	2142
Manufacturing / Production	1589	1728	1211	4528
Media	1007	1861	1323	4191
NGO	181	548	611	1340
Oil & Gas / Mining	2840	1389	4178	8407
Power/Energy	119	134	50	303
Retail / Wholesales	719	2258	807	3784
Trade / Services	35,596	39,261	33,690	108547
Travels/Tours	192	433	770	1395
TOTAL	86,643	93,164	86,990	266,797

Table A2: Total number of vacancies by month and industry	Jan	Feb	Mar	Total Jan-Mar
Advertising / Marketing	39	51	33	**123**
Agriculture/Poultry/Fishing	6	5	10	**21**
Banking / Financial Services	34	35	14	**83**
Construction / Real Estate	37	64	56	**157**
Consulting	264	285	147	**696**
Creatives/Art/Design	14	10	10	34
Ecommerce/Internet	28	43	55	126
Education	69	50	46	165
Engineering	32	25	62	119
FMCG	47	14	21	82
Food Services	18	17	18	53
Government / Defence	0	1	4	5
Healthcare	84	91	50	225
Hospitality/Leisure	17	30	20	67
ICT / Telecommunication	139	106	125	370
Insurance	20	31	14	65
Legal	4	3	0	7
Logistics / Transport	26	18	13	57
Manufacturing / Production	73	96	36	205
Media	34	50	36	120
NGO	28	10	11	49
Oil & Gas / Mining	39	39	26	104
Others	0	0	0	**0**
Power/Energy	8	5	16	**29**
Retail / Wholesales	20	23	38	**81**
Trade / Services	3,609	3,672	4,383	**11,664**
Travels/Tours	13	14	16	**43**

Table A3: Applications and Vacancies by State	Applications	Vacancies
Abia	469	33
Abuja	7624	94
Adamawa	165	33
Akwa Ibom	614	39
Anambra	577	33
Bauchi	121	35
Bayelsa	182	32
Benue	322	33
Borno	168	39
Cross River	427	34
Delta	1761	33
Ebonyi	105	31
Edo	1172	34
Ekiti	190	31
Enugu	905	56
Gombe	95	31
Imo	530	30
Jigawa	52	30
Kaduna	1235	67
Kano	615	34
Katsina	100	29
Kebbi	84	32
Kogi	294	30
Kwara	777	36
Lagos	41839	713
Nassarawa	149	36
Niger	259	42
Ogun	1615	34
Ondo	535	33
Osun	570	37
Outside Nigeria	3169	
Oyo	2792	42
Plateau	450	33
Rivers	4004	44
Sokoto	114	34
Taraba	49	32
Yobe	65	33
Zamfara	50	34

Table A4: Details of Active Applicants	
Education	%
High School (S.S.C.E)	1.4
Vocational	0.1

OND	3.7
N.C.E	0.4
Diploma	1.2
Degree	14.1
HND	63.7
MBA / MSc	13.2
MBBS	0.4
MPhil / PhD	0.2
Others	1.5
Gender	%
Male	67.89
Female	32.11