

# Nigeria Online Recruitment Report

Q4 2015



NATIONAL BUREAU OF STATISTICS

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## 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 general public with as much relevant and timely information, which is needed to proffer solutions to the current employment challenges in the country. The information published in this report is the second in the series and covers the fourth quarter of 2015. 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 for the purpose of enriching the 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 fell sharply over the period, from 318,233 in October to 170,453 in December, representing a decline of 46.44%. Although the number of vacancies rose slightly between October and November, from 4,620 to 4,696, the number also fell sharply in December to 2,563, a decline of 44.52% relative to October.
- Trade/Services remained the industry to which the largest number of applications were made, and which posted the largest number of vacancies.

- Power/Energy and Travel/Tourism were the industries to receive the most applications per each vacancy, receiving 461 and 366 respectively, which makes them the most competitive industries to apply for on the Jobberman website
- Active applicants were predominantly male (67.77%) and well educated, with 77.61% being educated to degree level or higher. However, this figure was only 22.34% for those under the age of 20.
- Lagos remained the state to account for the largest share of applications and vacancies.

## Findings

In the last three months of 2015, there was a notable decline in the number of applications received on the Jobberman website. From a peak of 318,233 in October, which was slightly higher than the 313,694 received in September, it fell by 69,886 in November, and then by a further 77,894 in December, when the number of applications was 170,453. This decline in the number of applications represents a 46.44% drop relative to the peak number of applications in October.

Figure 1: Number of applications (thousands) from July to December 2015 (3<sup>rd</sup> and 4<sup>th</sup> quarters)

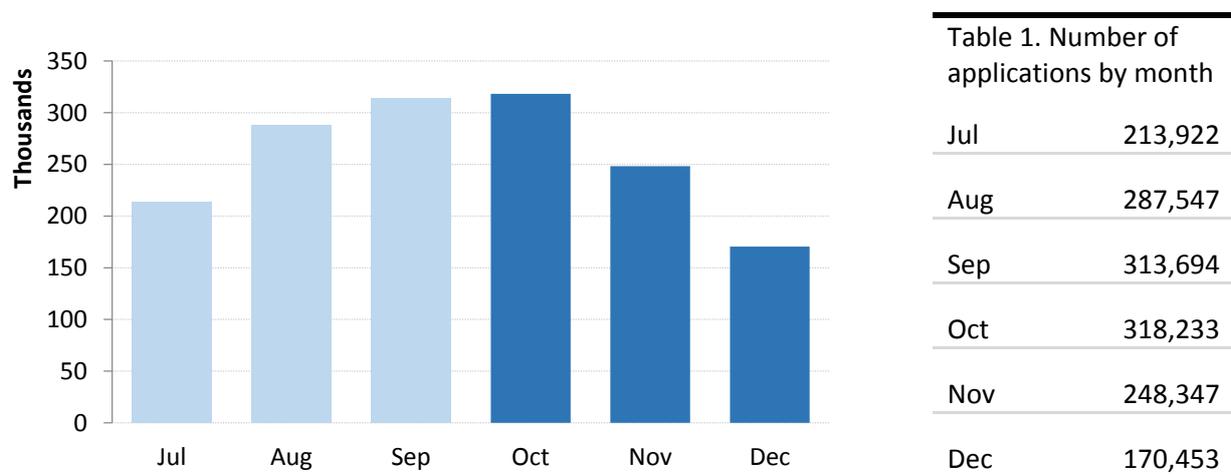


Table 1. Number of applications by month	
Jul	213,922
Aug	287,547
Sep	313,694
Oct	318,233
Nov	248,347
Dec	170,453

## Applications by Industry

This fall in the number of applications was broad based; out of the 27 different industries, 23 received less applications during the review period. Four industries did not experience any decline in the number of applications, these industries were Construction, Power/Energy, Food services and others, but together these industries accounted for only 4.66% of applications over the period as a whole.

The industry to receive the most applications in each month was Trade/Services, which accounted for 36.02% of applications over the three month period. In October, the industry received 119,900, or 37.68% of applications, more than three times as many as Consulting which received the second largest share. However by December this figure had fallen to 33.08%, due to a fall of 63,513 in the number of applications. This represents a fall of 52.97%, and accounts for 42.98% of the total fall. The Consulting industry saw a comparatively modest drop of 37.11%, however, given that this industry accounted for 12.13% of the total

number of applications over the period, this still accounted for 8.50% of the total decline in applications. The third largest industry over the period was ICT/Telecommunications, which received 5.91% of applications over the period. Applications to this industry fell by 51.13% between October and November, slightly more than average.

### **Active Applicants<sup>1</sup>**

#### **Applications by Location**

There were 150,599 active applicants for which location data was available. This represents a slight increase relative to the number of active applicants at the time of the previous Online Recruitment report, when there were 142,369. Of these active applicants, 79,399, or 52.72% were based in Lagos. Abuja accounted for the second largest share, and was the location of 14,648 applicants, or 9.73%. A notable proportion – 4.96% – of applicants were based outside of Nigeria. Yobe and Jigawa remained the states accounting for the smallest number of applicants: there were 82 from Yobe and 87 from Jigawa, together accounting for 0.05% and 0.06% respectively.

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<sup>1</sup> Active applicants are those who have made at least one application within the previous six months, i.e. the six months prior to when the data was downloaded on January 26<sup>th</sup> 2016

The number of applications fell sharply over the period, representing a decline of 46.44%

**318,233**

Applications in October

**170,453**

Applications in December

Although the number of vacancies rose slightly between October and November, from 4,620 to 4,696, the number also fell sharply in December to 2,563, a decline of 44.52% relative to October.

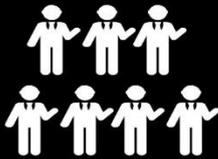


**Trade/Services** remained the industry to which the largest number of applications were made, and which posted the largest number of vacancies.



**Power/Energy and Travel/Tourism** were the industries to receive the most applications per each vacancy, receiving 461 and 366 respectively, which makes them the most competitive industries to apply for on the Jobberman website

### Active applicants



Active applicants were predominantly male (67.77%) and well educated, with 77.61% being educated to degree level or higher. However, this figure was only 22.34% for those under the age of 20.



Lagos remained the state to account for the largest share of applications and vacancies.

**65.07%**  
had a degree

**11.52%**  
had higher degrees  
(MBBS, MBA/MSc or  
MPHIL/Phd)

**90.00%**  
of applicants were  
educated above  
secondary school  
levels

### Applicants by Age

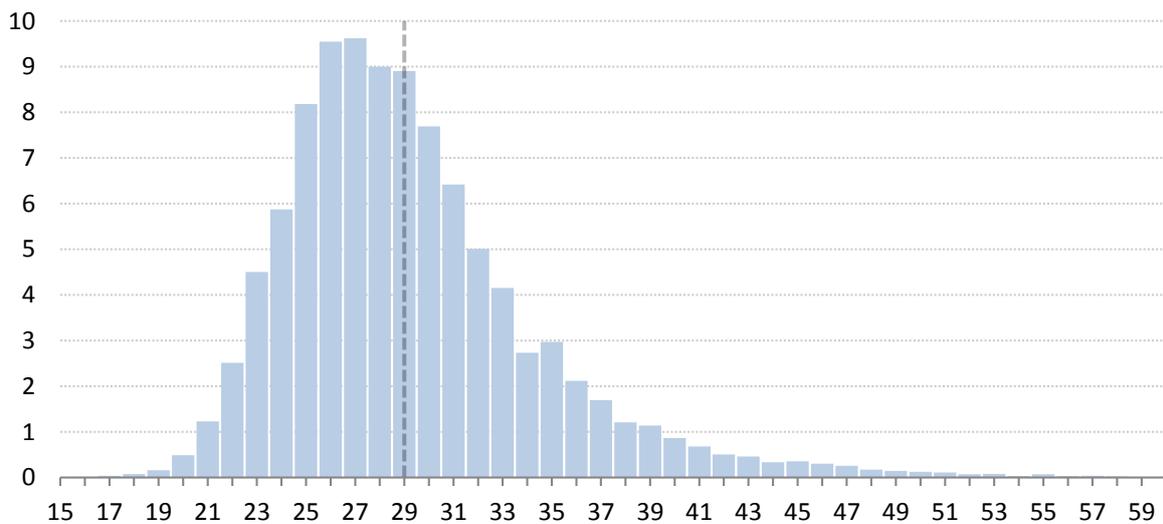
There were 101,227 applicants for which age information was available, and the majority of these were relatively young. Figure 2 plots the distribution of ages of applicants, along with the average age of applicants, and reveals that the number of applicants generally becomes smaller at age each above 27. An estimated 59.86% of applicants were between the ages of 20 and 29, making this by far the most common age group for applicants to fall under. Very few applicants were below the age of 20, possibly a sign of the relatively high education level of applicants (explored below). This was the least common age group, and accounted for only

0.29% of applicants.<sup>2</sup> The second least common age group was between 50 and above, which accounted for only 0.62% of applicants.

**Table 2: Percentage of active applicants in each age bracket**

	<20	20-29	30-39	40-49	50+
No.	295	60,594	35,569	4,143	626
%	0.29	59.86	35.14	4.09	0.62

**Figure 2: Distribution of Ages of Active Applicants**



### Applicants by Education

Of the 150,498 active applicants for which education information is available, the majority, 65.07% had a degree, and a further 11.52% had higher degrees (MBBS, MBA/MSc or MPHIL/Phd). In addition, a further 15.34% have Higher National Diplomas (HNDs), which means that over 90% of applicants were educated above secondary school levels. Only 1.17% listed S.S.C.E as their highest educational achievement.

Examining the level of education within each age group reveals that older applicants are more likely to be educated to degree level or higher. Only 2.4% of applicants under 20 years of age were educated to above degree level, perhaps unsurprising given the length of time it takes to obtain this level of education. For applicants above 50 years old this figure rises to 45.2%; nearly half of applicants within this age bracket have a higher qualification than a degree.

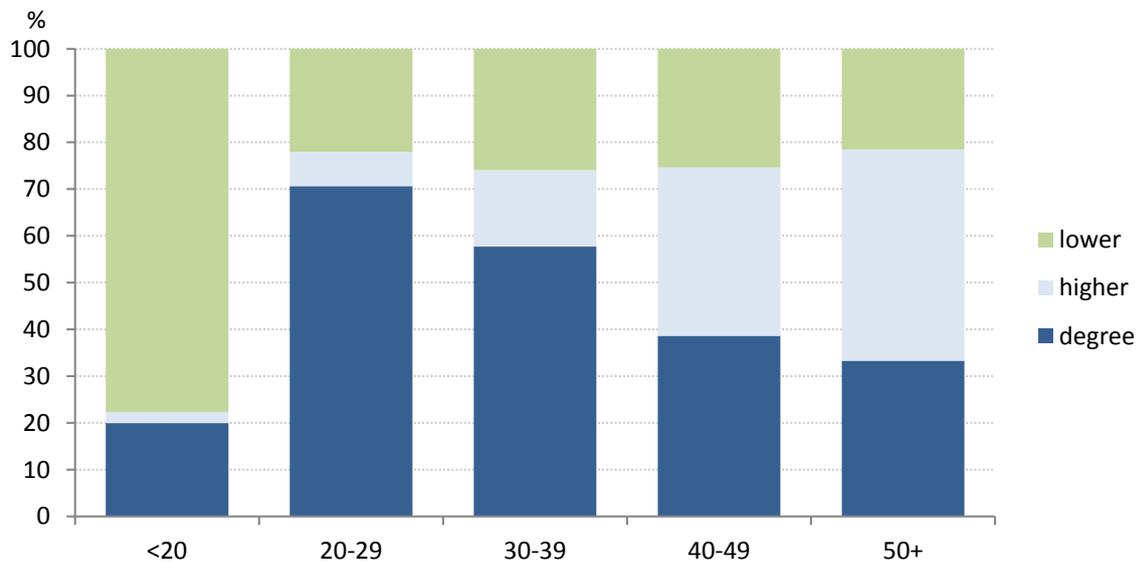
<sup>2</sup> Only ages 15 and above, and 60 and below are considered.

In contrast with the period considered in the previous Online Recruitment report (active applicants as of October 15<sup>th</sup> 2015) there is a clear divide between those aged above and below 20 years old. Within the latter group, only 22.34% of applicants were educated to degree level or higher. For those above 20 years of age, 76.69% were educated to degree level or higher. This divide is shown more clearly in figure and table 3.

**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	77.66	22.02	25.95	25.35	21.53
degree	19.93	70.65	57.69	38.62	33.28
higher	2.41	7.34	16.37	36.03	45.19
<i>total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

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



## Vacancies

The number of vacancies that were posted on the Jobberman website in the last three months of the year followed a slightly different trend to that of the number of applications. The number of vacancies posted increased slightly in both October and November, by 4.41% and 1.65% respectively to reach a peak of 4,696, before dropping sharply by 45.42% in December when there were 2,563 vacancies. As with applications, the number was significantly lower in December than in any month from May to November, possibly indicating a seasonal effect. For the period October to December as a whole, there were 11,879 vacancies posted across all industries.

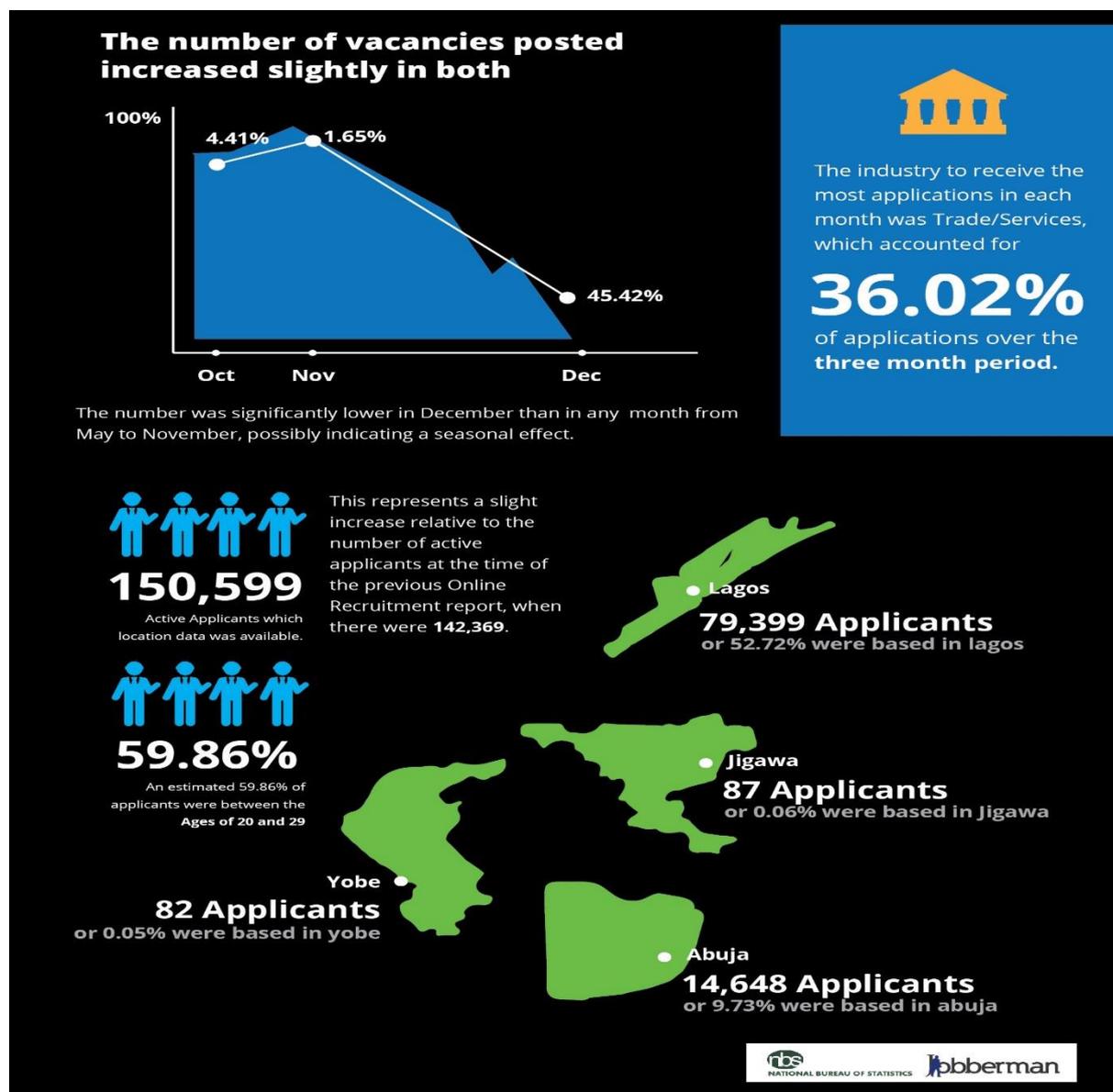
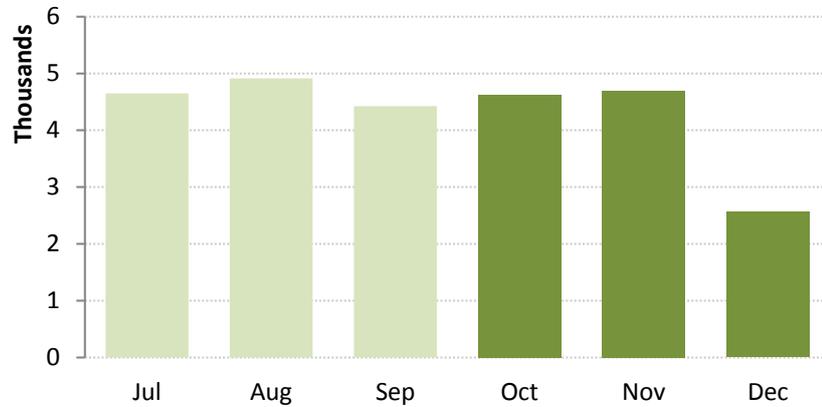


Figure 4: Number of Vacancies (thousands) from July to December 2015 (3<sup>rd</sup> and 4<sup>th</sup> quarters)

Table 4. Number of vacancies by month	
Jul	4,648
Aug	4,913
Sep	4,425
Oct	4,620
Nov	4,696
Dec	2,563



### Comparison with Applications

Figure 5 and the associated data in table 5, show how the number of applications changed between July and December in relation to the how the number of vacancies changed. There was no clear trend over this period; for the period October to December as a whole the number of applications per vacancy was 62, and the value was similar in each month. The number dropped marginally from 71 to 69 between September and October. In November the number was significantly lower as a result mainly of the 21.96% drop in the number of applications, but the number rebounded in December as the number of vacancies also fell sharply. At this time there were 67 applications per vacancy, slightly less than in October.

Figure 5: Applications per vacancy each month, from July to December, 2015

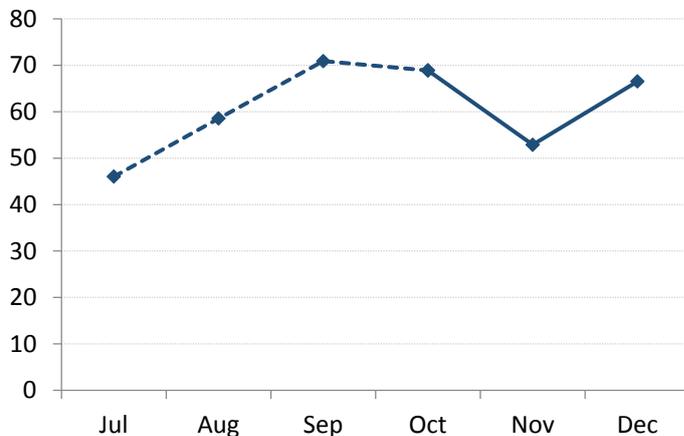


Table 5. Applications and vacancies comparison		
	Appl.	Vac.
<i>Jul</i>	219,922	4,648
<i>Aug</i>	287,547	4,913
<i>Sep</i>	313,694	4,425
<i>Oct</i>	318,233	4,620
<i>Nov</i>	248,347	4,696
<i>Dec</i>	170,453	2,563

However, it remains the case that there exists significant competition for vacancies advertised on the Jobberman website. In the six months from July to December the number of applications per vacancy was 60, 7 higher than the same number in the period from May to September.

### **Vacancies by Industry**

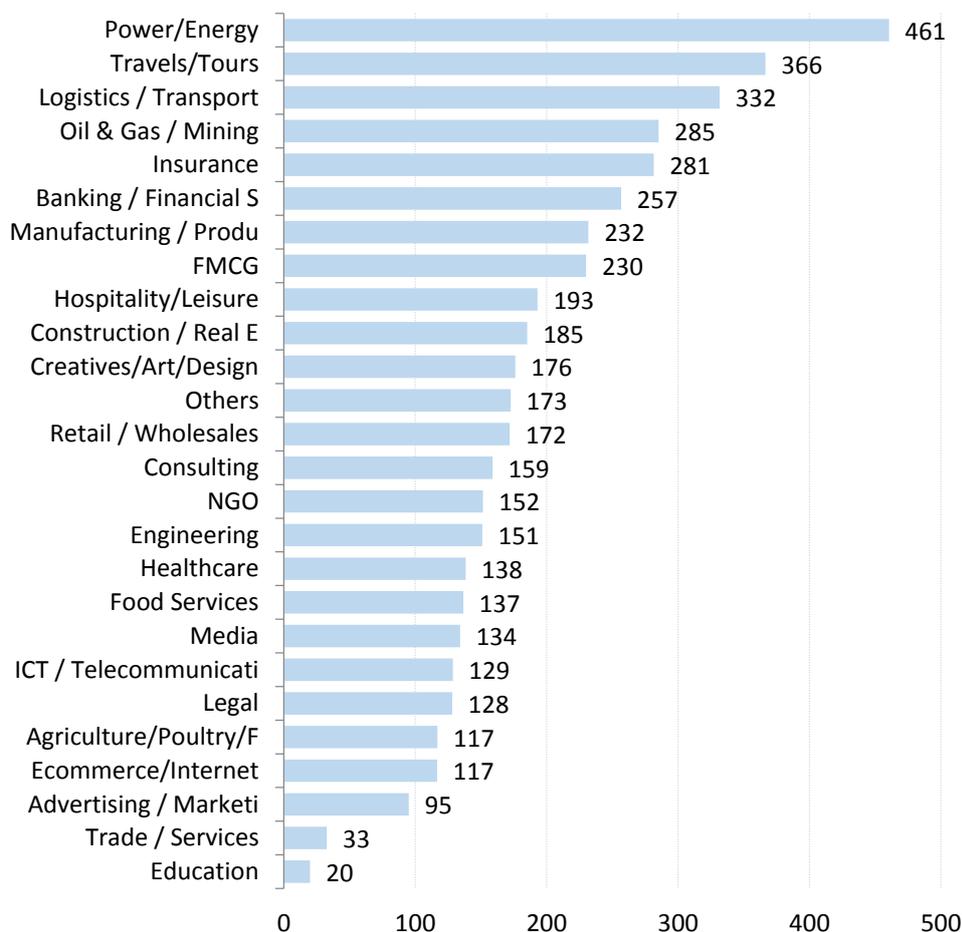
Overall there was little change in the industry composition of vacancies. In each month Trade/Services posted the majority of vacancies, and between October and November accounted for 68.57%, or slightly more than a third. October was a slight exception however; whereas in November and December Trade/Services accounted for 75.00% and 70.35% respectively, it accounted for only 61.04% in October. This was partly as a result of a much larger number of vacancies posted within the Education industry than in other months, in October 765 vacancies were posted in this industry, in comparison with 352 in November and 52 in December. Therefore although it accounted for 9.85% of vacancies over the period as a whole – accounting for the second largest share of vacancies – this figure varied from 16.56% in October to 2.07% in December. This in contrast to the period from May to September, in which Consulting accounted for the second largest share of vacancies; in the period under review it posted only 4.74% of the vacancies. At the other end of the scale, it is notable that there were no Government/Defence vacancies posted between October and December, and only 6 vacancies classified as Other.

### **Industry Comparison with Applications**

As noted, there is a wide gap between the number of applications and the number of jobs advertised on the Jobberman website. However this gap varies widely between industries, with some attracting far more applications than vacancies. At one end, Education and Trade/Services attracted relatively few applications in relation to the number of vacancies that were posted; there were 20 applications for every Education vacancy and 33 for every Trade/Services vacancy between the months October and December. Even though Trade/Services was the most common industry to apply to, it did not dominate applications to the same extent as vacancies. At the other end, the industries Power/Energy and Travel/Tourism received 461 and 366 applications per vacancy over this period, suggesting that these posts were extremely competitive.

Given that the number of vacancies posted is relatively small, the number of applications per vacancy can be volatile. Despite this, the ranking of industries by this metric remained similar between the periods May to September and October to December. In each case, Power/Energy, Oil & Gas/Mining and Logistics/Transport were among the most competitive, occupying the first, second and third position in the earlier period, and first third and fourth in the later. Similarly, Trade/Services and Education were amongst the least competitive on the Jobberman website in each period. One notable exception is Government/Defence, which posted no vacancies between October and December, whereas in the earlier period it had been the least competitive. Another exception is Travel/Tourism, which became the second most competitive industry in the later period.

**Figure 6: Applications per vacancy within each industry, Oct-Dec 2015**



## Active Vacancies<sup>3</sup>

### Vacancies by Location

In contrast with the active vacancies at the time of the previous Online Recruitment report, there were comparatively few vacancies with location information available. Of the jobs that were online as of January 26<sup>th</sup> 2016, only 285 had this information. Of these, 188 were in Lagos, representing 65.96% of the total. There were nine states for which there were no recorded vacancies. Three of these, Yobe, Adamawa and Jigawa, were in the north, but the other six: Anambra, Bayelsa, Ebonyi, Edo, Ekiti and Kogi, were in the south.

### Vacancies by Career Level

Of all the active vacancies advertised on the Jobberman website, the majority did not require a great deal of experience; 55.15% of vacancies require less than three years. However this is a slightly lower proportion than the for the vacancies active at the time of the previous Online Recruitment report. In addition, the proportion of jobs listed as “Entry Level” was also significantly lower in the period under review, only 19.92% were at this level in comparison with 34.93% at the time of the last report. The change was largely a result of a shift in the experience level asked for within Trade/Services. In the previous report, 45.18% of active Trade/Services vacancies were entry level, however this fell to 25.21%, or 4,417 out of 17,521, in the period under review.

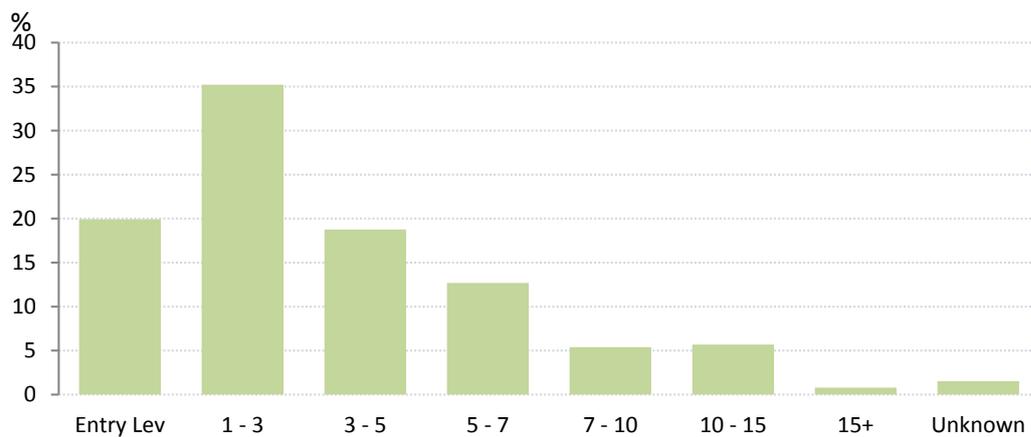
As at the time of the previous report, the majority of industries (23 out of 27) asked for 1-3 years of experience the most. Three industries – Legal, Oil & Gas/Mining and Manufacturing/production – asked for 3-5 years of the experience the most, and the Insurance industry most commonly advertised for entry level positions.

Table 6. Active vacancies by experience required

	Entry Level	1 - 3	3 - 5	5 - 7	7 - 10	10 - 15	15+	Unknown
No.	5152	9106	4852	3282	1393	1470	202	394
%	19.93	35.22	18.77	12.69	5.39	5.69	0.78	1.52

<sup>3</sup> Active vacancies refer to vacancies that were open online as of January 26<sup>th</sup> 2016.

**Figure 7: Experience level required for active vacancies**



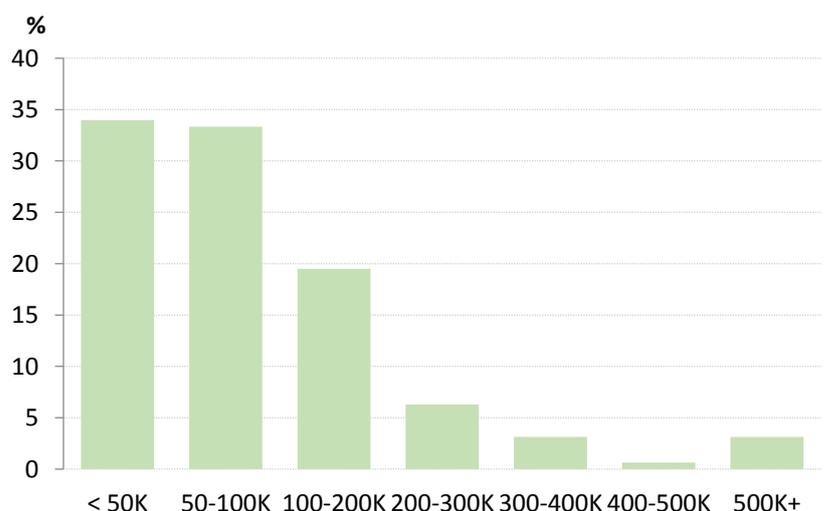
**Vacancies by Salary Advertised**

Over the six months to December there were only 159 active vacancies for which salary information was available. Of these, the average salary was N 127,264 per month. However given that this figure represents a small number of vacancies, it is heavily influenced by a few outliers. This is demonstrated by comparing the average to the median, which is only N 60,000, less than half the average. The highest salary advertised was N 2,400,000 for an Insurance job in Lagos, but there were three other jobs also above N 1,000,000. These were for a Consulting and an Oil & Gas/Mining job in Lagos, each advertising N 1,500,000, and an ICT/Telecommunications job in Abuja advertising N 1,000,000. Of the 159 vacancies with salary information, 123 were located in Lagos, and only 36 were located outside. Those within Lagos commanded a higher salary on average, N 132,764 compared to N 108,472. In addition, the median was slightly higher within Lagos, indicating that this isn't necessarily just a result of the outliers mentioned above.

**Figure 8: Salaries of Active Vacancies**

Table 7. Active vacancies in each salary bracket

	No.	%
< 50K	54	33.96
50-100K	53	33.33
100-200K	31	19.5
200-300K	10	6.29
300-400K	5	3.14
400-500K	1	0.63
500K+	5	3.14



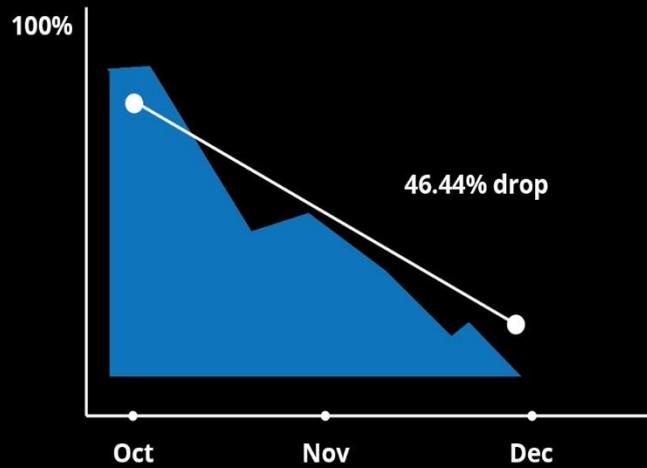
### **Vacancies by weeks online**

A slight majority (52.98%) of active vacancies had been online for more than six weeks. However, there was a large degree of variation in the duration of time for which active vacancies had been online. The lowest duration for which a vacancy had been active online was 26 days, just under four weeks. The longest duration was recorded as 195 days, slightly more than half a year. The average duration for which vacancies were active online was just over seven weeks, in contrast with the active vacancies at the time of the previous Online Recruitment report, at which time the average duration was between four and five weeks.

### **Most Required Job Specialization**

The most common specialization that was asked for on the Jobberman website was for Sales/Business Development, which accounted for 15.68% of jobs. IT and Education/Training both accounted for a similar share; 12.02% and 11.54% respectively. At the other extreme, only 0.12% of vacancies required a specialization in Tele-com, and 0.32% required a specialization in Building Design/Architecture.

## Decline In Number Of Applications



This fall in the number of applications was broad based; out of the 27 different industries, 23 received less applications during the review period. Four industries did not experience any decline in the number of applications, these industries were Construction, Power/Energy, Food services and others,

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## Appendix

**Table A1: Total number of applications by month and industry**

	Oct	Nov	Dec	Total Oct - Nov
Advertising / Marketing	3777	3113	2144	<b>9034</b>
Agriculture/Poultry/Fishing	1336	621	614	<b>2571</b>
Banking / Financial Services	7107	13803	5778	<b>26688</b>
Construction / Real Estate	4637	8107	6324	<b>19068</b>
Consulting	33860	34260	21295	<b>89415</b>
Creatives/Art/Design	4462	1102	952	<b>6516</b>
Ecommerce/Internet	6333	4089	5672	<b>16094</b>
Education	11322	6178	5812	<b>23312</b>
Engineering	11473	12158	3409	<b>27040</b>
FMCG	12921	4512	7178	<b>24611</b>
Food Services	2102	4626	3924	<b>10652</b>
Government / Defence	172	1	0	<b>173</b>
Healthcare	8594	8190	6742	<b>23526</b>
Hospitality/Leisure	7553	2952	3970	<b>14475</b>
ICT / Telecommunication	18047	16726	8820	<b>43593</b>
Insurance	4446	2153	1001	<b>7600</b>
Legal	938	769	87	<b>1794</b>
Logistics / Transport	13687	9612	5217	<b>28516</b>
Manufacturing / Production	11938	8349	5204	<b>25491</b>
Media	2191	2306	1806	<b>6303</b>
NGO	4124	1634	910	<b>6668</b>
Oil & Gas / Mining	15008	5115	9820	<b>29943</b>
Others	253	169	613	<b>1035</b>
Power/Energy	3135	534	3240	<b>6909</b>
Retail / Wholesales	4639	6980	2645	<b>14264</b>
Trade / Services	119900	89226	56387	<b>265513</b>
Travels/Tours	4278	1062	889	<b>6229</b>

**Table A2: Total number of vacancies by month and industry**

	Oct	Nov	Dec	<b>Total Oct - Nov</b>
Advertising / Marketing	46	28	21	<b>164</b>
Agriculture/Poultry/Fishing	11	7	4	<b>49</b>
Banking / Financial Services	42	41	21	<b>197</b>
Construction / Real Estate	33	44	26	<b>211</b>
Consulting	216	205	142	<b>1,136</b>
Creatives/Art/Design	20	13	4	<b>93</b>
Ecommerce/Internet	47	50	41	<b>320</b>
Education	765	352	53	<b>1,489</b>
Engineering	76	46	57	<b>233</b>
FMCG	27	22	58	<b>174</b>
Food Services	30	24	24	<b>135</b>
Government / Defence	0	0	0	<b>394</b>
Healthcare	39	54	77	<b>339</b>
Hospitality/Leisure	41	14	20	<b>151</b>
ICT / Telecommunication	160	109	70	<b>635</b>
Insurance	12	10	5	<b>83</b>
Legal	6	6	2	<b>33</b>
Logistics / Transport	32	29	25	<b>132</b>
Manufacturing / Production	49	50	11	<b>244</b>
Media	26	11	10	<b>91</b>
NGO	26	7	11	<b>74</b>
Oil & Gas / Mining	35	17	53	<b>284</b>
Others	2	0	4	<b>6</b>
Power/Energy	10	2	3	<b>24</b>
Retail / Wholesales	42	26	15	<b>142</b>
Trade / Services	2,820	3,522	1,803	<b>14,350</b>
Travels/Tours	7	7	3	<b>34</b>

**Table A3: Active applicants and vacancies by state**

	<b>Applications</b>	<b>Vacancies</b>
Abia	1,238	2
Abuja	14,648	16
Adamawa	272	4
Akwa Ibom	1,308	0
Anambra	1,413	0
Bauchi	214	2
Bayelsa	435	0
Benue	683	4
Borno	241	3
Cross River	890	2
Delta	4,211	4
Ebonyi	242	0
Edo	2,922	0
Ekiti	591	0
Enugu	2,079	5
Gombe	179	2
Imo	1,457	1
Jigawa	87	0
Kaduna	2,676	4
Kano	1,263	4
Katsina	204	1
Kebbi	149	2
Kogi	643	0
Kwara	1,823	4
Lagos	79,399	188
Nassarawa	321	1
Niger	535	2
Ogun	3,728	1
Ondo	1,449	1
Osun	1,424	1
Outside Nigeria	7,022	1
Oyo	6,489	9
Plateau	884	1
Rivers	8,869	15
Sokoto	288	1
Taraba	132	2
Yobe	82	0
Zamfara	109	2

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Table A4: Details of Active Applicants

<b>Education</b>	<b>Number</b>
High School (S.S.C.E)	1,236
Vocational	114
OND	4335
N.C.E	493
HND	15,160
Diploma	1,105
Degree	64,564
MBBS	270
MBA / MSc	11,437
MPhil / PhD	221
Others	1,307
<b>Total</b>	<b>100,242</b>
Gender	%
Male	67.77
Female	32.23

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