



WANTED MARKET SEGMENTATION™

▶ THE CHALLENGE AND THE SOLUTION

At a time when the Internet is changing the way employers attract qualified candidates, companies that provide recruiting services face new challenges and opportunities. The most successful companies step back to assess which segments within their market offer them the greatest opportunities, given the skills and capabilities of their organizations.

WANTED’s Market Segmentation™ report contains a complete analysis of how companies allocate and spend funds to recruit new employees. Clients use the Market Segmentation report to establish the overall size of their market for the services they offer. This is a critical first step toward establishing a client’s current market share and their areas of greatest potential opportunity.

The Market Segmentation report provides comprehensive data that allows managers to understand the size of their market based on recruitment spending. It can be used in combination with other reports in WANTED’s Market Intelligence Suite, such as WANTED Market Intel Reports™ and Prospect Universe File™, to enable managers to understand their relative share of that spending and the ranking and distribution of spending by industry categories.

NAICS Name	Total Market Universe		Annual Recruitment Spend
	Businesses	Employees	Total
Construction	27,386	191,261	\$17,359,278
Manufacturing	15,473	368,168	\$59,608,462
Wholesale Trade	16,964	139,778	\$22,981,339
Retail Trade	38,775	340,602	\$36,699,587
Transportation and Warehousing	7,427	98,976	\$14,672,749
Information	7,719	125,360	\$36,464,329
Finance and Insurance	15,488	159,694	\$27,869,060
Educational Services	3,913	157,560	\$13,718,688
Health Care and Social Assistance	21,955	251,999	\$49,187,908
Arts, Entertainment, and Recreation	4,921	33,582	\$4,759,192
Accommodation and Food Services	12,634	198,472	\$14,429,562
Public Administration	841	107,559	\$12,165,434

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WANTED’s **Market Intelligence Suite** provides the comprehensive data that allows managers to truly understand the size of their market based on recruitment spending, their relative share of that spending, and the ranking and distribution of spending by industry categories, occupational categories, and size of business.

For more information, please visit our website at www.wantedtech.com.

▶ PRODUCT FEATURES

WANTED's Market Segmentation reports estimate the amount of revenue available to Media and Recruiting Services firms in a geographical area. A Market Segmentation report contains estimates of:

- Total Spending on Recruiting Services within a User-Defined Geography
- Spending on Recruiting Services by Category:
 - Industry
 - Company Size
 - Occupation
 - Type of Service: Media, Search Firms, Other

Typical Users

Strategic Marketing Management; Market Research divisions; Product Managers.

Delivery & Terms

WANTED's Market Segmentation report is delivered as a set of data in Excel spreadsheet format. The report is typically produced once per year and reflects the prior twelve-month trend in spending on Recruiting Services.

Find Out More

Contact WANTED for more information about our products and services. Our sample reports and ROI calculations will show you the best way for your organization to profit with WANTED's **Hire Intelligence On Demand™**.

Subsector Label	Number of Businesses Detected on Online Recruitment Boards			Recruitment Spending Online Recruitment					Annual Recruitment Spending			
	Monster	CareerBuilder	HotJobs	1 - 5	6 - 25	26 - 250	251 - 2500	2501+	Total	Print	Online	All Other
Construction & Trades	153	199	390	\$464,747	\$521,007	\$886,758	\$322,390	\$86,965	\$17,359,278	\$4,536,315	\$2,281,867	\$10,541,096
Agriculture, Forestry & Mining	24	23	38	\$64,661	\$94,883	\$192,775	\$137,137	\$0	\$3,824,335	\$805,997	\$489,456	\$2,528,882
Utilities	12	12	12	\$13,223	\$21,669	\$43,178	\$82,534	\$0	\$1,203,243	\$308,300	\$160,604	\$734,338
Media / Internet / Communications	97	66	49	\$278,055	\$231,428	\$677,109	\$1,244,131	\$1,952,249	\$29,990,456	\$5,708,973	\$4,382,972	\$19,898,511
Healthcare	246	334	442	\$1,047,902	\$948,064	\$1,109,047	\$1,748,525	\$884,315	\$48,146,492	\$8,260,147	\$5,737,853	\$34,148,492
Accounting & Management	214	147	142	\$1,992,210	\$1,498,867	\$2,110,742	\$999,867	\$0	\$47,415,850	\$8,855,356	\$6,601,686	\$31,958,808
Government	27	23	39	\$6,265	\$17,509	\$149,950	\$567,009	\$611,231	\$10,642,086	\$2,416,816	\$1,351,963	\$6,873,306
Police & Fire	3	5	5	\$1,276	\$6,441	\$12,482	\$30,922	\$132,394	\$1,523,348	\$324,499	\$183,515	\$1,015,335
Retail - Apparel & Accessories	57	51	56	\$65,430	\$26,289	\$57,587	\$108,863	\$382,256	\$8,721,644	\$3,075,115	\$640,426	\$5,006,102
Wholesale	323	296	311	\$603,759	\$808,849	\$1,221,961	\$426,671	\$0	\$22,981,339	\$5,733,090	\$3,061,240	\$14,187,010

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▶ ABOUT WANTED

WANTED is the leading source of on-demand intelligence for the employment marketplace.

Since 1999, WANTED Technologies has gathered data on more than 500 million online job postings--reflecting the ongoing hiring demand of hundreds of thousands of companies posting more than 2.5 million jobs each week. From this consistent and comprehensive acquisition of data, WANTED has created the most timely and accurate record of hiring activity available anywhere.

These resources give WANTED deep insight into employment market conditions and trends. Our clients include leading organizations such as The Conference Board, The New York Times, Monster.com, Careerbuilder, Fidelity Management & Research, and many, many more.

From on-demand analytics to custom gap analysis, **WANTED's Hire Intelligence On Demand™** products provide clients with the actionable insight they need to succeed in their marketplace.