

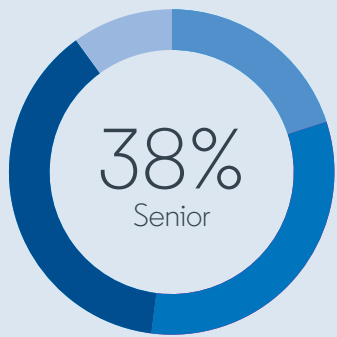
Singapore on LinkedIn



Singapore: Membership Demographics

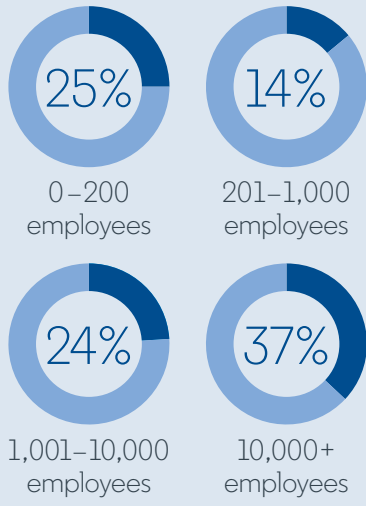
Software & IT Services, Finance and Manufacturing sectors make up 34% of the LinkedIn membership in Singapore.

Seniority

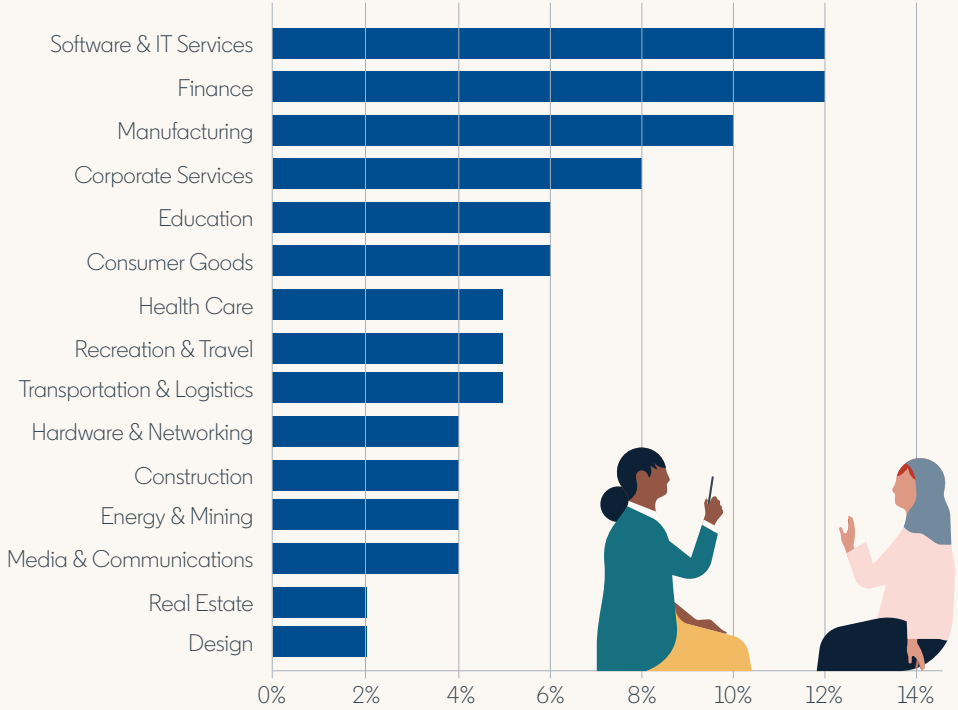


- 38% Senior
- 32% Entry
- 20% Director+
- 10% Manager

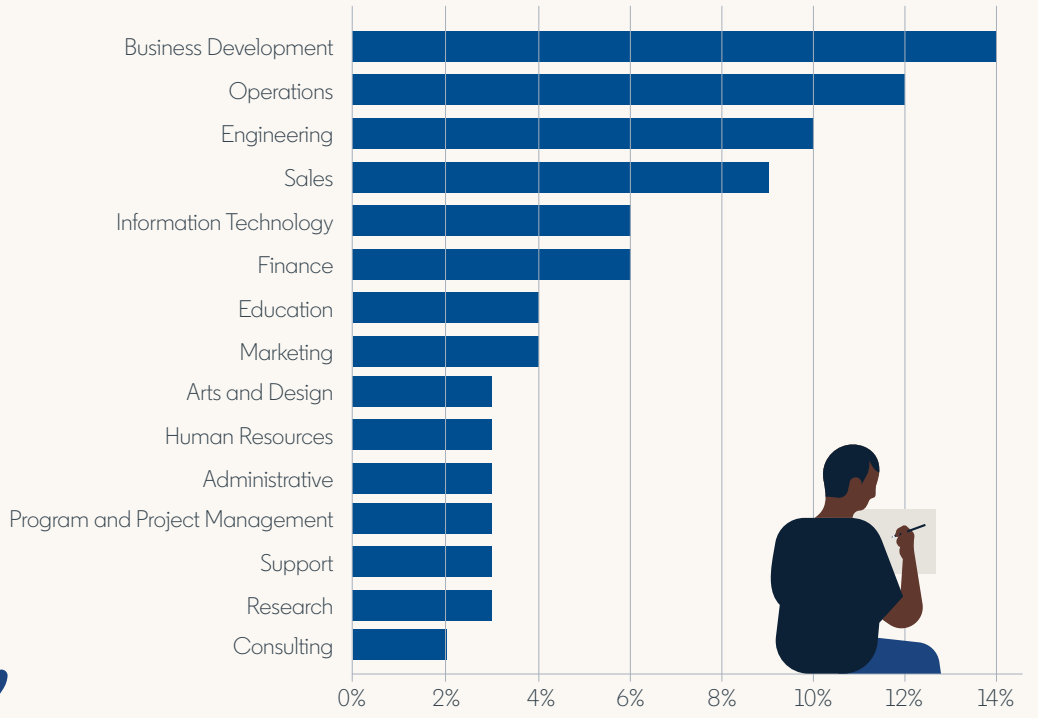
Company Size



Top Industry Sector



Top Functions

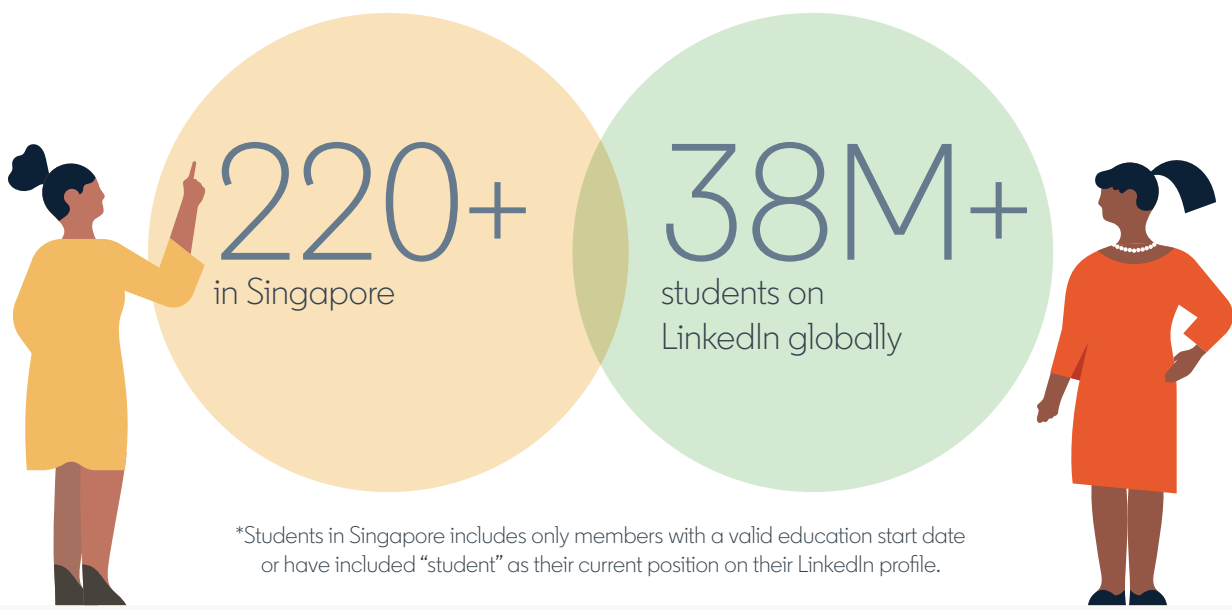


Profile of a typical Singapore member

The typical member is an ambitious professional networking for career purposes.

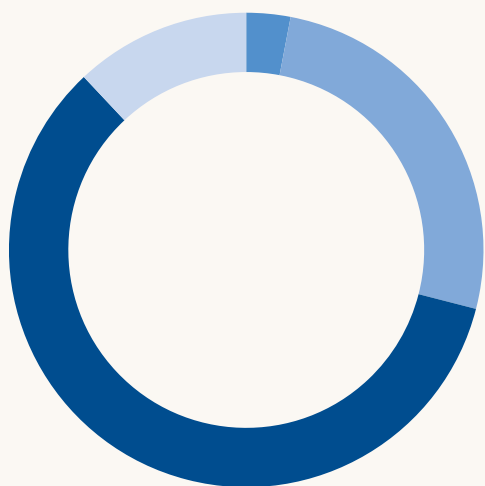
- 1 Possesses **12 years** of experience
- 2 Connected to **202** professionals, **+12** every month
- 3 Likely to hold a **bachelor's degree** or above (**55% of population**)
- 5 Speaks **2** languages – English, Chinese, Malay, Hindi are most common
- 5 Follows **13** companies he/she is interested in
- 6 **Education, Environment, Health, Technology, Business & Management & Finance & Economy** are causes that members are most interested in

Students in Singapore are also on LinkedIn



*Students in Singapore includes only members with a valid education start date or have included "student" as their current position on their LinkedIn profile.

Distribution of highest reported education level



- 3% JC & ITE
- 26% Diploma
- 59% Undergraduate Degree
- 12% Graduate Degree

Key Gov Audience Stats

Unemployed & Job Seekers
820,000 members

Tech Talent
740,000 members

Mature Workers
550,000 members

Low Income Group
160,000 members

Fast Growing Companies
750,000 members

