

Why Join LinkedIn?

- **More than 95% of recruiters use LinkedIn regularly.**
- **There are 100 million job applications on LinkedIn every month.**
- **There are currently over 30 million companies on LinkedIn.**
- **These companies have over 20 million job listings.**
- Total Number of LinkedIn Users: 766 million.
- Total Number of Monthly Active LinkedIn Users: 310 million.
- Percentage of LinkedIn Monthly Active Users: 46.97%
- Job Applications Submitted Every Second to LinkedIn: **55 applications per second.**
- There are 346 million male users and 360 million female users on LinkedIn.
- 24% of Millennials (18-24 years old) use LinkedIn.
- 50% of internet users with a college degree or higher use LinkedIn.
- The average income of a LinkedIn user currently stands at \$46,644 per year.
- 51% of US College Graduates use LinkedIn.
- 90M users are senior-level influencers & 63M are in decision-making positions.
- There are 17 million opinion leaders and 10 million C-Level executives on LinkedIn.
- 6 out of 10 users actively look for industry insights on LinkedIn.
- 280 billion feed updates are viewed annually.
- LinkedIn makes up more than 50% of all social traffic to B2B websites & blogs.
- 92% of B2B marketers include LinkedIn in their digital marketing mix.
- 41% of millionaires use LinkedIn.
- There are 35,000 skills listed on LinkedIn.
- LinkedIn is currently available in 24 languages.
- There are 90,000 schools listed on LinkedIn.
- 2 million posts, articles, and videos are published on LinkedIn every day.
- LinkedIn profiles with professional headshots get 14 times more profile views.
- There are 3 million MBA graduates on LinkedIn.
- There are 6 million IT decision-makers on LinkedIn.
- There have been 11 billion endorsements on LinkedIn.
- The average CEO has 930 connections.