

Measure

Properties

Reports

Traffic

Demographics

Cross-Platform

Engagement

Shopping Interests

Business & Occupation

General Interests

Geography

Political In

glassdoor.com

Site

glassdoor.com reaches 22.3 million monthly people, of which 24 million (84%) are in the U.S.

31

US RANK

28.9M

MONTHLY US UNIQUES

33.7M

MONTHLY GLOBAL UNIQUES

Traffic

Uniques

Visits

Views

Mar 10 2019 to Apr 8 2019

30 DAY TOTAL

33.7M

GLOBAL UNIQUES

57.7M

GLOBAL VISITS

166.5M

GLOBAL VIEWS

DATE RANGE

30 Day

90 Day

365 Day

Calendar Month

Custom

SHOW BY

Day

Week

30 Day

CHART VIEW

Stacked

Line

SHOW

☒ Rest of the World

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30 DAY	UNIQUES	VISITS	VIEWS
United States	28.9M	49.8M	145.6M
Rest of World	4.8M	7.9M	20.9M
Global Total	33.7M	57.7M	166.5M

Demographics

GENDER

Male

Female

AGE

INDEX

91

108

HOUSEHOLD INCOME

\$0-50k

\$50-100k

\$100-150k

...

INDEX

79

106

127

...

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Sites

Apps

Content Segments

This account has not shared site profiles

Go beyond traffic to understand your site's audience, including demographic, browsing interests and cross-platform device usage.

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US AVERAGE

Other

US AVERAGE

103

Cross-Platform

Uniques Visits Views People

Mar 10 2019 to Apr 8 2019
30 DAY TOTAL



DATE RANGE

- 30 Day
- 90 Day
- 365 Day
- Calendar Month
- Custom

SHOW BY

- Day
- Week
- 30 Day

CHART VIEW

- Line
- Stacked

SHOW

- ☐ Rest of the World

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30 DAY	UNIQUES	% UNIQUES
Mobile Web	15 . 8M	54 . 6%
Desktop Web	13 . 1M	45 . 4%
United States Total	28 . 9M	100%

Engagement

UNIQUE VISITORS

ALL VISITS

PASSERS-BY 1 Visit
REGULARS 2 - 29 Visits
FANATICS 30+ Visits

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30 DAY	UNIQUE VISITORS	VISITS	VISITS PER UNIQUE VISITOR
Passers-by (1 Visit)	20 . 8M (72 . 0%)	20 . 8M (41 . 7%)	1

Sites Apps Content Segments

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Packaged Goods

Psychographics & Lifestyles

Purchase Predictors

Restaurants

Retail

Telecommunications

Travel

4 Volkswagen2.85x

5 Cadillac2.29x

IN MARKET MAKE & MODEL

AFFINITY

1 Dodge Car2.50x

2 Infiniti2.38x

3 Audi2.20x

4 Mercedes-Benz2.07x

5 Cadillac2.07x

HIGH SPENDERS

AFFINITY

1 Dealer Service1.96x

2 Car Washes1.18x

3 Tire Sales and Repair0.89x

4 Auto Insurance0.80x

5 Auto Service and Repair Shops0.78x

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Media Interests

TV

Streaming Media

Movies

Music

Entertainment

GENRES & CATEGORIES

AFFINITY

1 Science Programs4.04x

2 Sunday News/Political Talk3.92x

3 Late Night1.32x

4 Late Late Night1.17x

NETWORKS

AFFINITY

1 CNBC3.60x

2 CNN2.61x

3 Fox News2.60x

4 HSN1.89x

5 NFL Network1.87x

SHOWS

AFFINITY

1 The Messy Truth with Van Jones (CNN)5.42x

2 Love It or List It (HGTV)5.02x

3 Who Do You Think You Are? (TLC)4.91x

DATA SOURCES

TiVo

Experian

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https://www.quantcast.com/glassdoor.com/#trafficCard

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Industry

Occupation

Seniority

2 XXLarge (\$1B+)

3 Medium-Large (\$50MM-\$100MM)

4 XLarge (\$200MM-\$1B)

5 Medium-Small (\$10MM-\$50MM)

1.05x

1.02x

1.01x

1.00x

COMPANY SIZE

AFFINITY

1 Medium-Large (500 - 999 Employees)

2 XXLarge (10,000+ Employees)

3 Large (1,000 - 4,999 Employees)

4 XLarge (5,000 - 10,000 Employees)

5 Medium-Small (50 - 199 Employees)

1.07x

1.06x

1.02x

1.00x

0.98x

INSTALL DATA

AFFINITY

1 Hardware (Basic)

2 Vertical Markets

3 Communications Technologies

4 Customer Relationship Management

5 Enterprise Content

2.24x

2.13x

1.85x

1.50x

1.37x

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General Interests

General Sites

<div><div></div><div>Arts & Entertainment</div><div>1.2x</div></div>	<div><div></div><div>Automotive</div><div>1.3x</div></div>	<div><div></div><div>Business</div><div>3.9x</div></div>
<div><div></div><div>Careers</div><div>15.1x</div></div>	<div><div></div><div>Education</div><div>1.4x</div></div>	<div><div></div><div>Environment</div><div>1.0x</div></div>
<div><div></div><div>Family & Parenting</div><div>0.7x</div></div>	<div><div></div><div>Food & Drink</div><div>1.2x</div></div>	<div><div></div><div>Health & Fitness</div><div>1.4x</div></div>
<div><div></div><div>Hobbies & Interests</div><div>0.9x</div></div>	<div><div></div><div>Home & Garden</div><div>1.2x</div></div>	<div><div></div><div>News</div><div>1.4x</div></div>

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Style & Fashion

Technology & Computing

Travel

1.0x

2.0x

1.5x

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Geographic

World United States

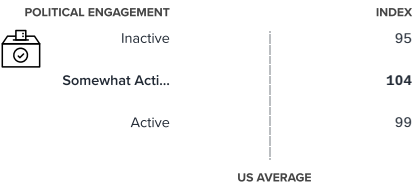
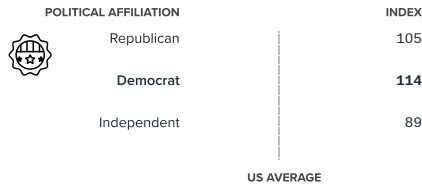
COUNTRY	UNIQUES
1 United States	29m
2 Philippines	400k
3 Malaysia	300k
4 India	300k
5 Pakistan	200k
6 United Arab Emirates	200k
7 South Africa	200k
8 Canada	200k
9 Kenya	100k
10 Nigeria	100k



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