



**LINKEDIN**

JAN  
2020

# LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

NUMBER OF PEOPLE THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN\*



663.3  
MILLION

SHARE OF POPULATION AGED 18+ THAT MARKETERS CAN REACH WITH ADVERTS ON LINKEDIN



12%

QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH



+1.6%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE\*



43%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE\*



57%

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# LINKEDIN REACH RANKINGS

COUNTRIES AND TERRITORIES\* WITH THE GREATEST POTENTIAL LINKEDIN ADVERTISING REACH

#	COUNTRY	REACH	▲ QOQ	▲ QOQ	#	COUNTRY	REACH	▲ QOQ	▲ QOQ
01	U.S.A.	160,000,000	0%	[UNCHANGED]	10=	SPAIN	13,000,000	+8.3%	[UNCHANGED]
02	INDIA	62,000,000	+1.6%	+1,000,000	12	AUSTRALIA	11,000,000	0%	[UNCHANGED]
03	CHINA	50,000,000	0%	[UNCHANGED]	13	GERMANY	10,000,000	+3.1%	+300,000
04	BRAZIL	39,000,000	0%	[UNCHANGED]	14	NETHERLANDS	8,500,000	+1.2%	+100,000
05	U.K.	28,000,000	0%	[UNCHANGED]	15	TURKEY	8,400,000	+1.2%	+100,000
06	FRANCE	19,000,000	0%	[UNCHANGED]	16	PHILIPPINES	8,300,000	+3.8%	+300,000
07	CANADA	17,000,000	+6.3%	+1,000,000	17=	ARGENTINA	7,800,000	+5.4%	+400,000
08	INDONESIA	15,000,000	+7.1%	+1,000,000	17=	COLOMBIA	7,800,000	+1.3%	+400,000
09	ITALY	14,000,000	+7.7%	+1,000,000	19	SOUTH AFRICA	7,600,000	+2.7%	+200,000
10=	MEXICO	13,000,000	0%	[UNCHANGED]	20	RUSSIA	6,500,000	-5.8%	-400,000

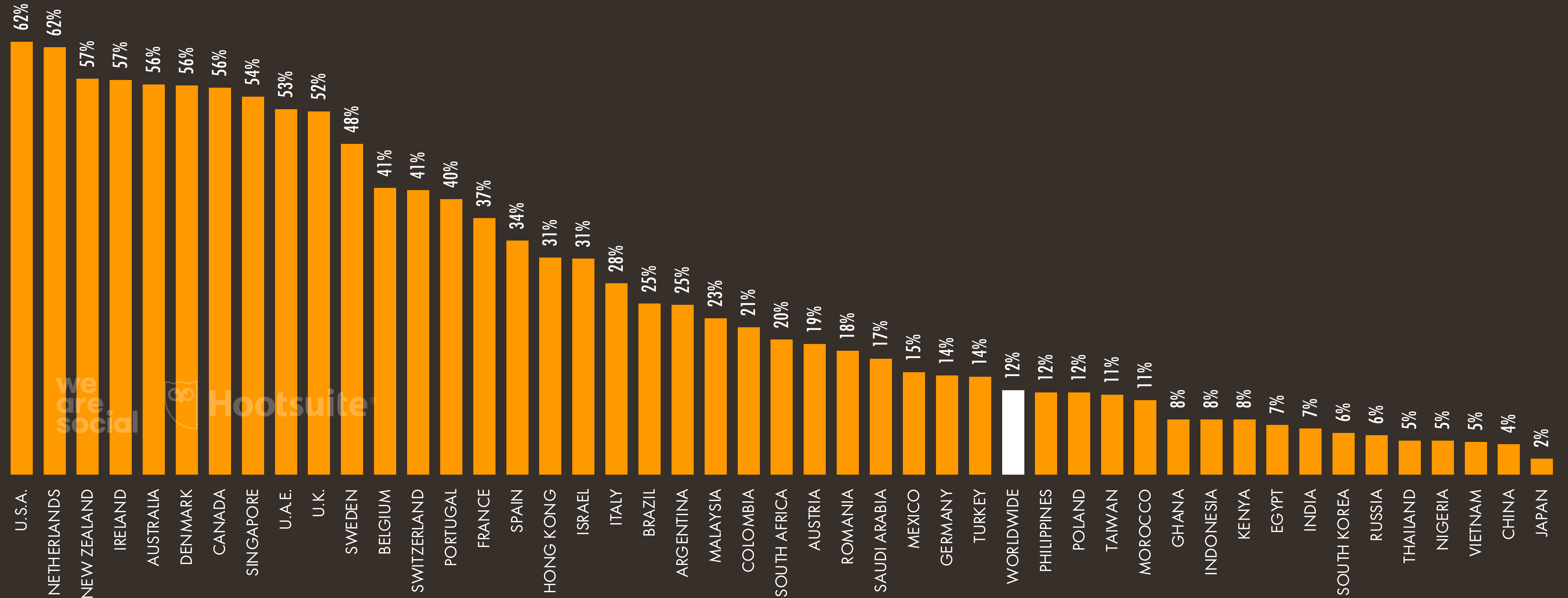


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# ELIGIBLE AUDIENCE REACH RATE: LINKEDIN

TOTAL POTENTIAL LINKEDIN ADVERTISING REACH COMPARED TO POPULATION AGED 18+



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# LINKEDIN ELIGIBLE AUDIENCE REACH RATE RANKING

COUNTRIES AND TERRITORIES\* WITH THE HIGHEST LEVELS OF POTENTIAL LINKEDIN ADVERTISING REACH COMPARED TO POPULATION AGED 18+

#	COUNTRY	% 18+	REACH	▲ QOQ	#	COUNTRY	% 18+	REACH	▲ QOQ
01	ICELAND	88%	230,000	0%	11	AUSTRALIA	56%	11,000,000	0%
02	U.S. VIRGIN IS.	69%	55,000	+1.9%	12	DENMARK	56%	2,600,000	0%
03	AMERICAN SAMOA	65%	36,000	+2.9%	13	CANADA	56%	17,000,000	+6.3%
04	ANDORRA	63%	49,000	+6.5%	14	MALTA	55%	200,000	0%
05	U.S.A.	62%	160,000,000	0%	15	SINGAPORE	54%	2,700,000	+3.8%
06	NETHERLANDS	62%	8,500,000	+1.2%	16	CURAÇAO	54%	69,000	[N/A]
07	CAYMAN IS.	61%	40,000	0%	17	GUAM	53%	63,000	+1.6%
08	ARUBA	60%	50,000	+2.0%	18	U.A.E.	53%	4,300,000	-2.3%
09	NEW ZEALAND	57%	2,100,000	0%	19	U.K.	52%	28,000,000	0%
10	IRELAND	57%	2,100,000	0%	20	LUXEMBOURG	52%	260,000	0%

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# PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE\* BY AGE GROUP AND GENDER\*

