

# Our audience, your candidates

Each year, we invest in discovering more about our audience. With over 3.6 million monthly users, totaljobs.com has one of the largest jobseeking audiences in the UK, but what does this mean for you? How can you be sure that your advert reaches the specific candidates you need?

Our latest user profile research, conducted in June 2011, tells us more about our audience, demonstrating that regardless of sector, job role, region or education, totaljobs.com can help you reach the candidates you need.

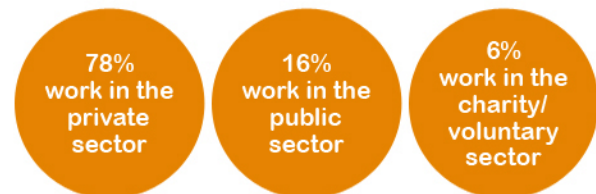
## Who are our jobseekers?

### Our jobseekers are diverse:

- 61% male : 39% female
- 35% are degree educated or higher
- 31% are from a minority ethnic group
- 3% are gay, lesbian or bisexual
- 5% have a disability
- 4% work part-time
- 4% are students
- The average salary of our jobseekers is £26,000
- The average age is 42

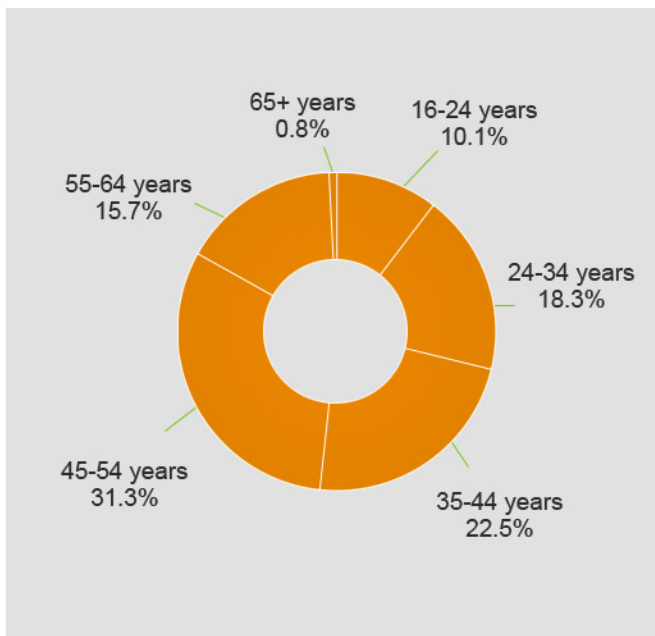
### Jobseekers in your sector

Our jobseekers work across the private and public sector, so you can reach jobseekers with the right experience for you:

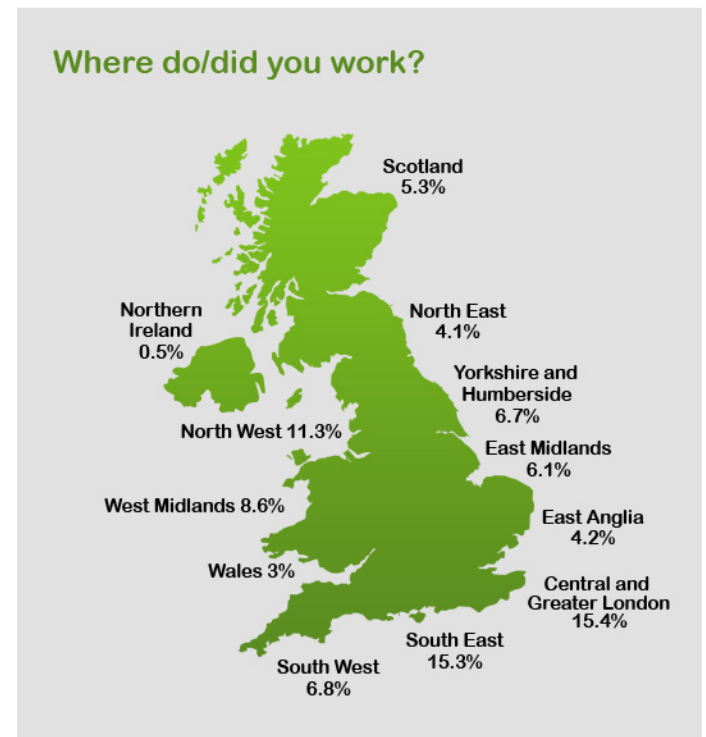


### Our jobseekers are nationwide

### Jobseekers of all ages

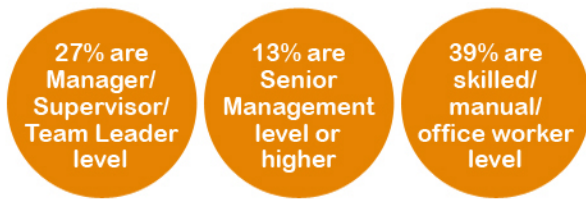


### Where do/did you work?



## Management level

Our jobseekers have experience across a range of seniority levels, giving you access to candidates from a broad range of experience levels and skills:



## Active jobseekers

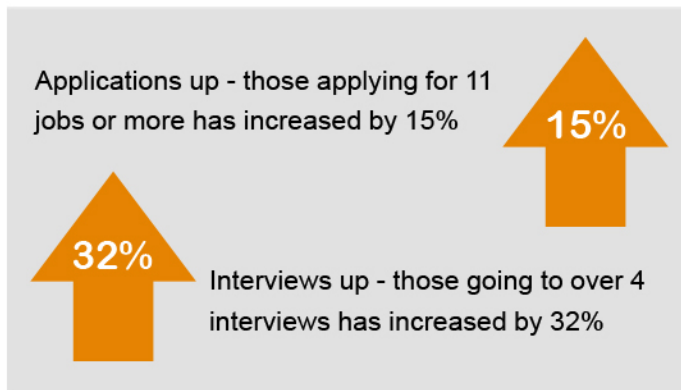
88% of our audience are actively looking for a new job, from frequent visits to the site to search for jobs to registering for employer emails and uploading their CV:

- 22% use totaljobs every day
- 61% use us every week
- 83% have applied for a job they've seen on totaljobs.com
- 75% have registered their profile and CV on totaljobs.com
- 67% have registered for Jobs By Email

## Changes in behaviour

Looking at this year's responses in line with those from 2010, we can get a sense of the changes in the market over the last 12 months.

## Applications and interviews both increase



## Jobhunting for over a year

18% of jobseekers have been looking for work for over a year - an 8% increase on 2010. However, there are some regional variations:

- 17% of jobseekers in the East Midlands have been jobhunting for over 12 months - that's up 12% on 2010
- Despite having risen by 7%, 15% of jobseekers in the South West have been searching for work for over 12 months
- In both Yorkshire & Humberside and Wales, 21% of jobseekers have been looking for over a year - with growth in these regions of 9% and 10% on 2010 respectively

## Jobhunting platforms

Just as the job market has changed in the last 12 months, so too have the methods jobseekers use to find that perfect job. So how have jobhunting methods changed?

- 47% of jobseekers state that general job boards are the most important source when looking for a job - up 8% on 2010
- The number of jobseekers who stated local/regional press as their most important job source declined by 19%
- Use of mobile platforms to search for jobs has increased by 11%

## Contact us

To find out more about our audience and how you can reach them through advertising, targeting and branding, contact the totaljobs team on:

 080 8000 2000

 [recruiter.totaljobs.com](http://recruiter.totaljobs.com)

Source: Web Trends May 2011, Totaljobs.com User Profile Survey 2011