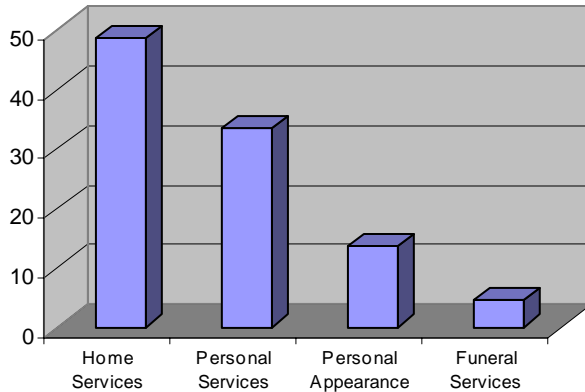
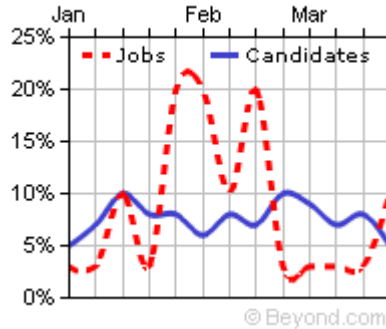


**Candidate Breakdown – Percentage of Industry  
Personal & Home Services**



**Personal & Home Services Employment Trends  
(Percentage of Network – January 2008 to March 2008)**



**Personal & Home Services Employment Forecast**  
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Overall employment in the personal care service industry is expected to increase by more than 51% through 2016.
- This increase, which is much faster than average for all occupations, can be attributed to high employment replacement needs and the growing number of the elderly.

**You can effectively reach this market.  
Here is how we can help.**

The Beyond.com Network is comprised of more than 15,000 general, local and niche-industry web sites that together have the power to reach more than **25 million business professional contacts** through its network community, with thousands of new members added each day. A complete listing of the Beyond.com Network sites can be found at: [www.Beyond.com/Network](http://www.Beyond.com/Network).

The Personal & Home Services Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the home services professional and corporate organization. In addition to searching for a new job, candidate, or industry-related resource materials, Beyond.com can help create a customized recruitment, marketing or advertising campaign that will effectively reach your company's targeted audience.

Branding and advertising opportunities include:

- Job Posting Packages
- E-Mail Marketing and Sponsorships
- Corporate Branding & Spotlights
- Banner Advertising
- Alerts and Keyword Purchases

Quarterly Channel Statistics	
Active Candidates	57,655
Active Resumes*	42,692
Channel Sites	12
Email Contacts	418,614
Monthly Channel Statistics	
Job Views	16,986
Online Applications	3,183
New Candidates	1,365
New Resumes	1,122

Most Popular Candidate Titles (%)
1. Home Care Aide (19.88)
2. House Cleaner (19.30)
3. Child Care Worker (13.45)
4. Pet Caretaker (7.02)
5. Lobby Attendant (4.09)
6. Parking Lot Attendant (4.09)
7. Ticket Taker (3.51)
8. Recreation Attendant (3.51)
9. Coatroom Attendant (3.51)
10. Funeral Attendant (2.92)

\*Includes only one resume per candidate

# Personal & Home Services 1QT08 Industry Outlook

## The Beyond.com Network

By using the power of the Beyond.com Network, your company can be as broad or as specific as necessary in its search to target the critical audience to maximize the value of your recruiting, marketing or advertising campaign. You can target national, regional, state, city, specialty or industry-specific areas. Located below are a few listings of top states, keyword searches and web sites that should be considered:

Top 10 States for New Candidates (%)
1. Florida (9.55)
2. California (9.05)
3. Pennsylvania (8.29)
4. New York (7.29)
5. Texas (6.78)
6. Georgia (5.03)
7. Illinois (3.89)
8. North Carolina (3.77)
9. Ohio (3.02)
10. Michigan (2.89)

**Top Personal & Home Services Key Words Searched by Candidates:**  
Hairstylist, Embalmer, Funeral Attendant, Barber, Manicurist, Nanny, Shampooer, House Cleaner, Usher, and Skin Care Specialist

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BeyondLosAngeles.com	NewarkJobs.com	PhoenixJobs.com
AtlantaCareerPath.com	DallasJobsite.com	FortWorthJobs.com

### Industry Sites

ServiceJobsite.com	HomeServiceWorkers.com	PersonalTrainerInstructor.com
NannyGigs.com	WorkAtHomeGigs.com	CosmeticianJobs.com

## Key Personal & Home Services Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Personal and Home Services Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 38.70% of our network candidates have a 2 year college degree or higher, 54.80% have 5 or more years of experience and more than 50% of candidates have chosen the Beyond.com Network within the first 2 weeks of their job search. This translates into a significant opportunity for your company to tap into a highly-talented, knowledgeable and fresh candidate pool.

Experience Level	%
Less than 1 year	12.63
1-3 Years	17.42
3-5 Years	15.15
5-10 Years	16.92
10-15 Years	14.65
15-20 Years	10.61
21+ Years	12.63

Educational Background	%
Post Graduate Degree	7.42
4 Year College Degree	19.57
2 Year College Degree	11.70
Some College	30.48
High School Diploma	30.82

Length of Job Search	%
Just Started	39.45
2 Weeks	11.17
4 Weeks	11.91
6 Weeks	5.71
2 Months	5.46
3 Months	6.95
6 Months	5.46
9 Months	1.49
12 Months	1.49
Over 1 Year	10.92

**Channel Personality Type: ISFJ** (Introvert, Sensor, Feeler, Judger). ISFJ traits include: cautious, gentle, and thoughtful; hesitant until they know people well then affectionate and caring; very literal and aware of the physical world; uncompromising about personal standards and easily offended; diligent and conscientious, organized and decisive. The most important thing to ISFJs is living a stable, predictable life and helping people in real ways.

## Start with Us...

**Beyond.com will help maximize your campaign today. Contact us at [LPSales@Beyond.com](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627 and Go Beyond!**