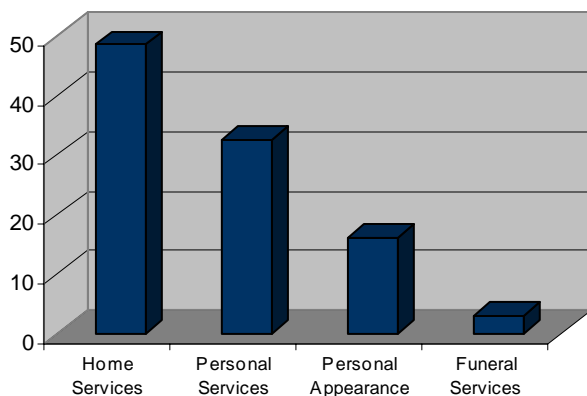


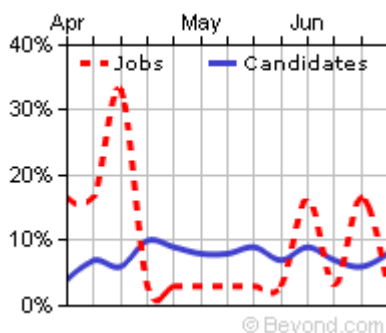
## Personal & Home Services Channel

### 2Q08 Industry Outlook

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



#### Personal & Home Services Employment Trends (Percentage of Network – April 2008 to June 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.

Quarterly Channel Statistics	
Active Candidates	61,888
Active Resumes*	45,965
Channel Sites	14
Email Contacts	418,614
Monthly Channel Statistics	
Job Views	10,433
Online Applications	1,910
New Candidates	1,284
New Resumes	1,076

Most Popular Candidate Titles (%)	
1.	House Cleaner (18.89)
2.	Home Care Aide (17.22)
3.	Child Care Worker (14.44)
4.	Pet Caretaker (8.89)
5.	Recreation Attendant (4.44)
6.	Lobby Attendant (4.44)
7.	Hairstylist (3.89)
8.	Skin Care Specialist (3.33)
9.	Ticket Taker (3.33)
10.	Usher (3.33)

\*Includes only one resume per candidate

### We can help you can effectively reach this candidate pool.

Beyond.com, Inc. is the world's largest network of niche career communities, powering thousands of geographic and industry-specific sites. The Beyond.com Network is comprised of many distinct channels, each represented by a premier career destination and backed by a powerful group of associated communities.

By providing highly-relevant industry information and career opportunities, the Beyond.com Personal & Home Services Channel attracts thousands of active and passive candidates each month. You can effectively target and hire these qualified and skilled industry professionals with our powerful recruitment solutions, including:

- Job Posting Packages
- E-Mail Marketing
- Banner Advertising
- Job Alert & Newsletter Sponsorships
- Featured Company Profiles



## The Beyond.com Network

We power thousands of industry, local and specialty career sites and connect users across all sites through a single destination – Beyond.com. As a result, our employers benefit from the undisputed quality of a niche job board combined with the expansive coverage of a national job board. To view a complete list of Beyond.com Network sites, please visit [www.Beyond.com/Channels](http://www.Beyond.com/Channels).

Top 10 States for New Candidates (%)
1. California (14.24)
2. Florida (10.17)
3. New York (6.73)
4. Texas (6.10)
5. Illinois (4.85)
6. Pennsylvania (4.54)
7. Arizona (4.07)
8. Georgia (4.07)
9. Michigan (3.91)
10. North Carolina (3.76)

**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

Beyond.com recruitment solutions are the best way for your company to tap into a highly-talented, knowledgeable and fresh candidate pool. As you can see, 43% of our network candidates have a 2 year college degree or higher, 55% have 5 or more years of experience, and 47% have chosen the Beyond.com Network within the first 2 weeks of their job search.

Experience Level	%
Less than 1 year	12.13
1-3 Years	17.46
3-5 Years	15.68
5-10 Years	19.23
10-15 Years	15.09
15-20 Years	10.36
21+ Years	10.06

Length of Job Search	%
Just Started	35.12
2 Weeks	11.90
4 Weeks	8.33
6 Weeks	8.04
2 Months	9.23
3 Months	6.25
6 Months	5.95
9 Months	3.57
12 Months	1.79
Over 1 Year	9.82

Educational Background	%
Post Graduate Degree	4.97
4 Year College Degree	24.41
2 Year College Degree	13.52
Some College	29.93
High School Diploma	27.17

**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 now at [Employer@Beyond.com](mailto:Employer@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**