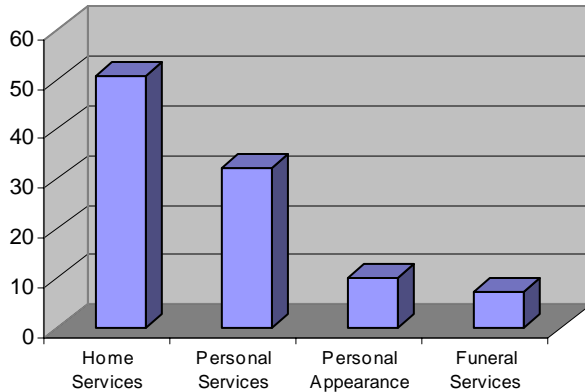
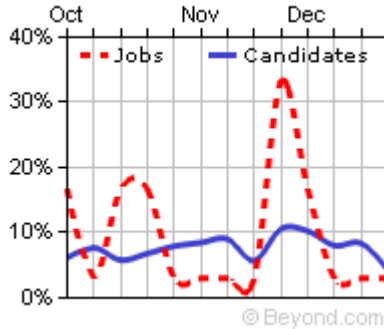


**Candidate Breakdown – Percentage of Industry  
Personal & Home Services**



**Personal & Home Services Employment Trends  
(Percentage of Network – October 2007 to December 2007)**



**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	54K
Active Resumes*	39K
Channel Sites	12
Email Contacts	419K
Monthly Channel Statistics	
Job Views	8K
Online Applications	1K
New Candidates	940
New Resumes	719

Most Popular Candidate Titles (%)	
1. Home Care Aide	(22.36)
2. House Cleaner	(16.15)
3. Child Care Worker	(16.15)
4. Pet Caretaker	(8.07)
5. Recreation Attendant	(4.97)
6. Funeral Attendant	(4.35)
7. Coatroom Attendant	(3.11)
8. Lobby Attendant	(3.11)
9. Ticket Taker	(3.11)
10. Usher	(1.86)

\*Includes only one resume per candidate

# Personal & Home Services 4QT07 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. California (12.11)
2. Florida (9.15)
3. Pennsylvania (9.02)
4. New York (7.79)
5. Texas (5.93)
6. Georgia (5.19)
7. Illinois (4.94)
8. North Carolina (4.45)
9. Michigan (3.09)
10. Arizona (2.72)

**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
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

### Industry Sites

NannyJobs.ca	HomeServiceWorkers.com	PersonalTrainerInstructor.com
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## 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, 35.27% of our network candidates have a 2 year college degree or higher, 55.38% have 5 or more years experience and more than 75% 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	8.21
1-3 Years	21.03
3-5 Years	15.38
5-10 Years	20.00
10-15 Years	15.38
15-20 Years	13.33
21+ Years	6.67

Educational Background	%
Post Graduate Degree	4.76
4 Year College Degree	19.49
2 Year College Degree	11.02
Some College	30.39
High School Diploma	34.34

Length of Job Search	%
Just Started	66.59
2 Weeks	8.58
4 Weeks	6.77
6 Weeks	3.84
2 Months	2.03
3 Months	2.71
6 Months	3.39
9 Months	0.68
12 Months	0.68
Over 1 Year	4.74

**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!**