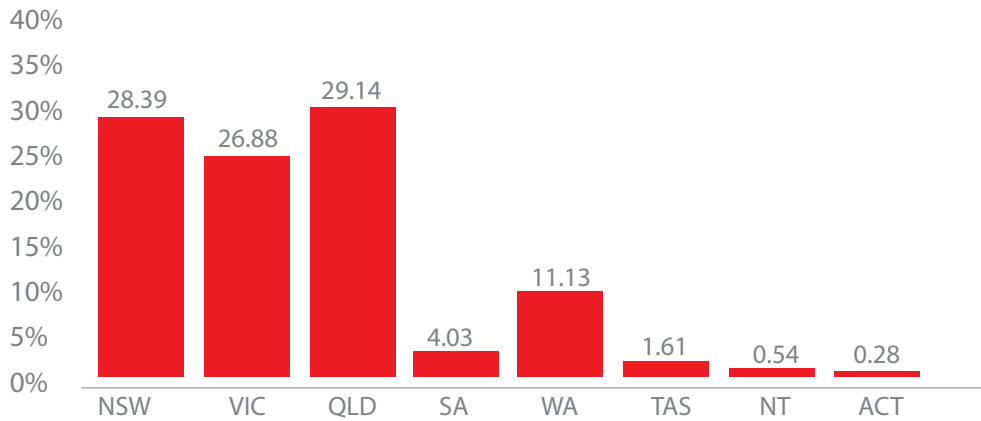


Jobsfor**everyone**

jobsjobsjobs.com.au is a brand targeted at everyone. Our mix of jobhunters is reflective of the Australian jobhunter population. We have a strong Australian traffic base with over 93% of all our traffic originating in Australia.

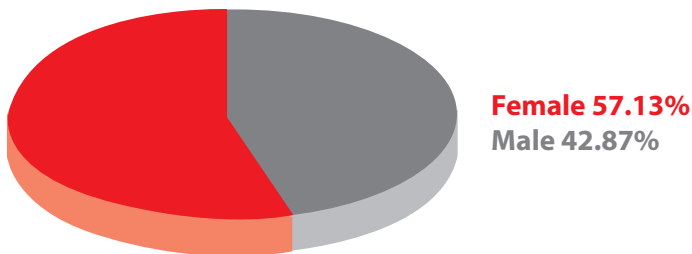
Traffic by **Geographic Spread**



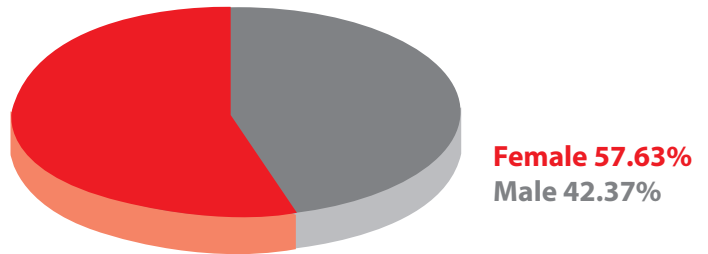
jobsjobsjobs is able to quantify its population demographics using Hitwise as a credible source of information on users. If you wish to know more about the sources we use please visit www.hitwise.com.au.

Which gender does **jobsjobsjobs.com.au** appeal to?

jobsjobsjobs.com.au has a slight skew towards the female population.



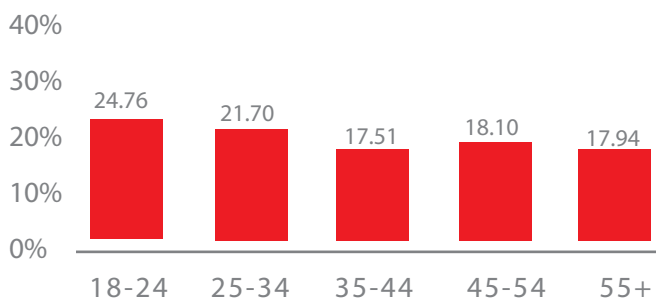
Traffic share by gender for jobsjobsjobs.com.au for the 12 week period ending 3/01/2009.



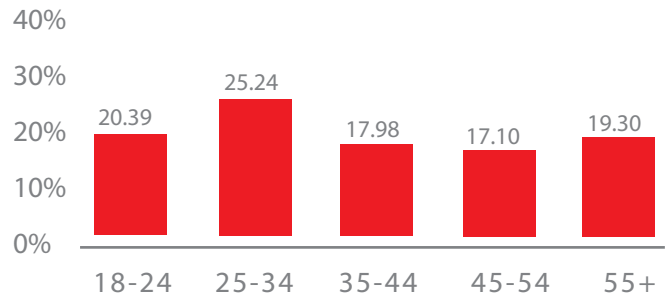
Gender distribution of entire job hunter population in Australia.

A job board for **youngandold**.

Over 64% of the population of visitors to jobsjobsjobs.com.au are between 18 to 44 years old.



Traffic share by age for jobsjobsjobs.com.au for the 12 week period ending 3/01/2009.

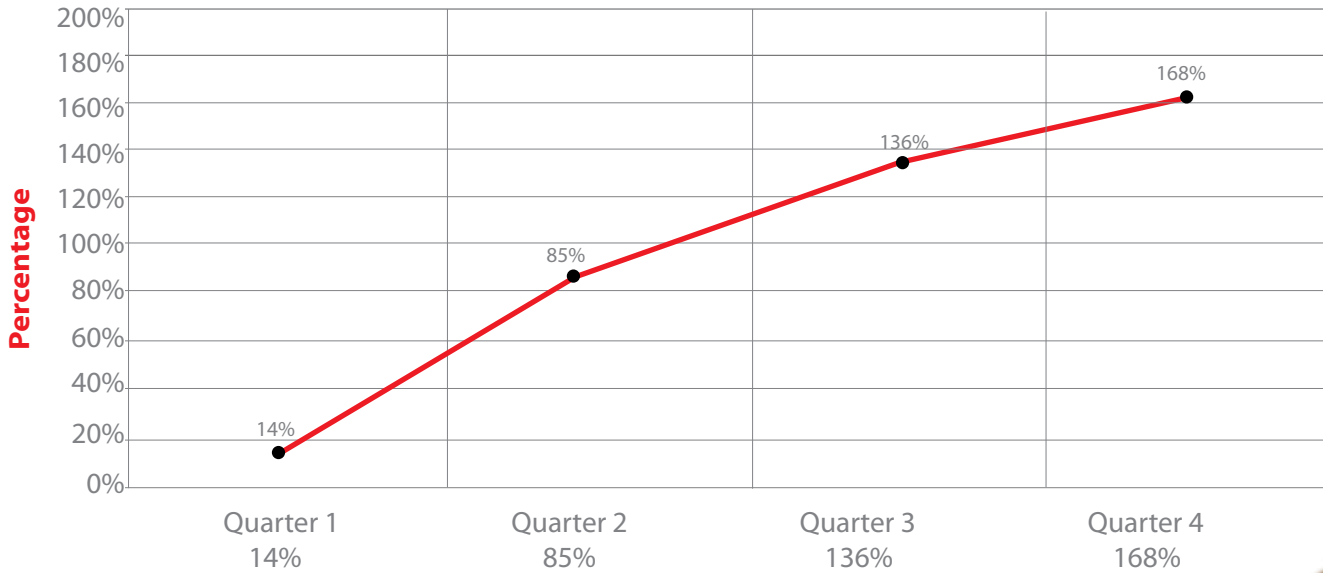


Age distribution of entire job hunter population in Australia.

Our growth in applications

Advertisers want to see a healthy response to their advertisements and nothing provides the value of www.jobsjobsjobs.com.au. Application rates continue to grow and have grown 150% in the last 12 months.

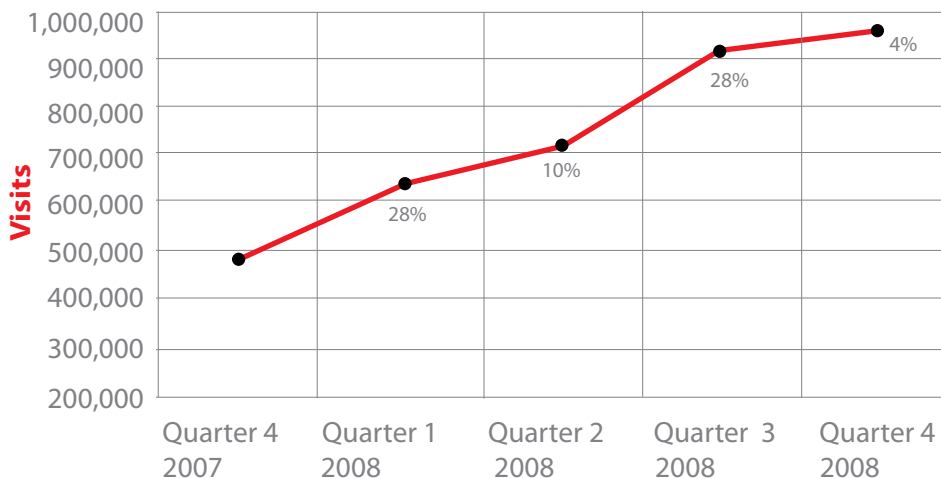
Early figures for 2009 show another significant increase as jobhunters become increasingly aware of our brand and our quality content.



Our growth in traffic

Traffic growth quarter by quarter shows that jobsjobsjobs.com.au is achieving significant market penetration with quarterly growth figures hitting as high as 28% in the early part of the 2008.

2008 ended with modest growth before a strong surge in early 2009 recording over 100,000 visits per week.



Information provided by Google.



Top Categories By **Application**

1. Call Centre & Customer Service
2. Administration
3. Sales
4. Hospitality, Tourism & Travel
5. Retail
6. Accounting
7. IT & Telecommunications
8. Transport, Shipping & Logistics
9. Trades and Services
10. Manufacturing

Top **Keywords**

1. Manager
2. Labourer
3. Retail
4. Administration
5. Customer Service
6. Security
7. Sales
8. Junior
9. Driver
10. Cleaner

Top Industry Search By **Category Listing**

1. IT & Telecommunications
2. Engineering
3. Sales
4. Construction & Architecture
5. Accounting
6. Mining, Oil & Gas
7. Trades & Services
8. Retail
9. Administration
10. Hospitality & Tourism

Statistics updated from January 2009, jobsjobsjobs.com.au

