



# AUSTRALIAN SUBSCRIBER PROFILE

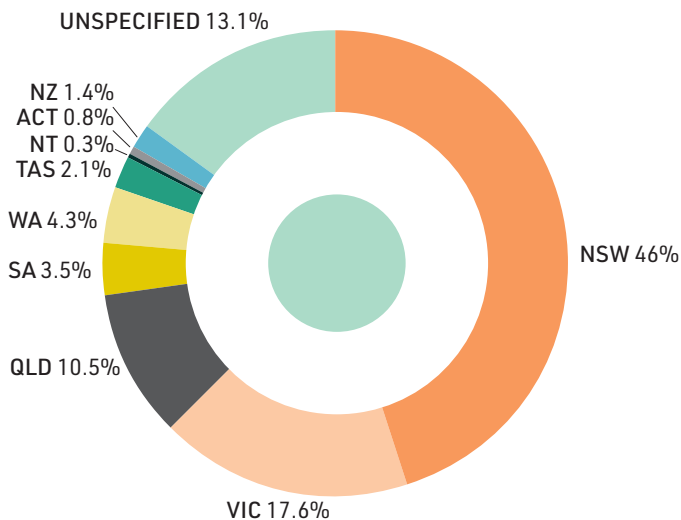
## JULY 2023 HIGHLIGHTS

- Subscribers – now 9,250 active Jobseekers
  - 81% tertiary &/or diploma qualified
  - 94% experienced in council
- Website views- now over 227,000 per month
- Readers per Job ad (avg)
  - 324 directly from CouncilJobs Alerts
  - 40 for all other jobs via organic search

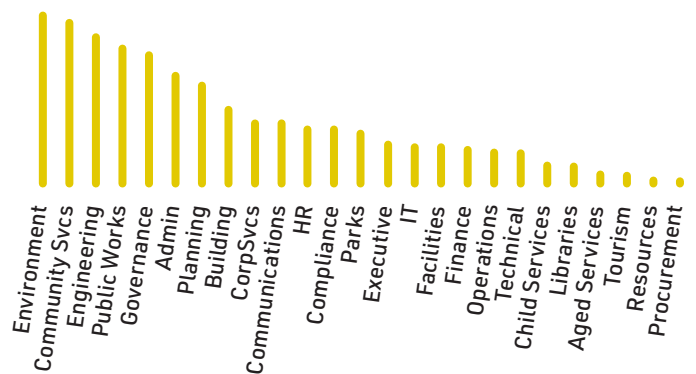
### TOP 5 SUBSCRIBER CATEGORIES

- Engineering
- Governance
- Public Works
- Community
- Facilities

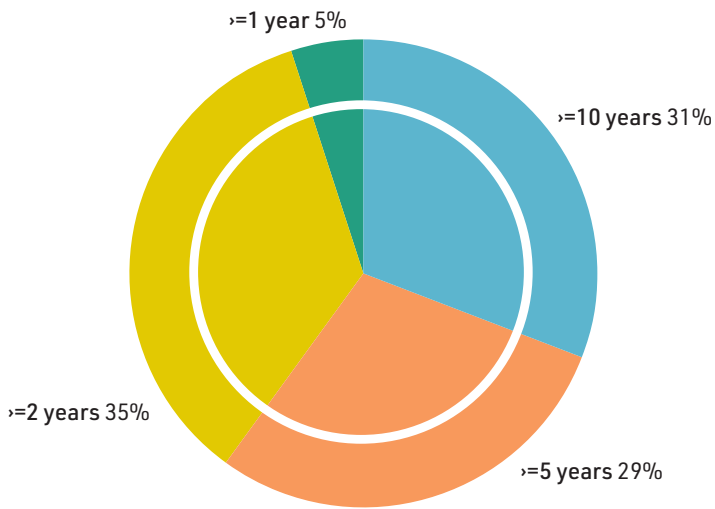
### BY STATE



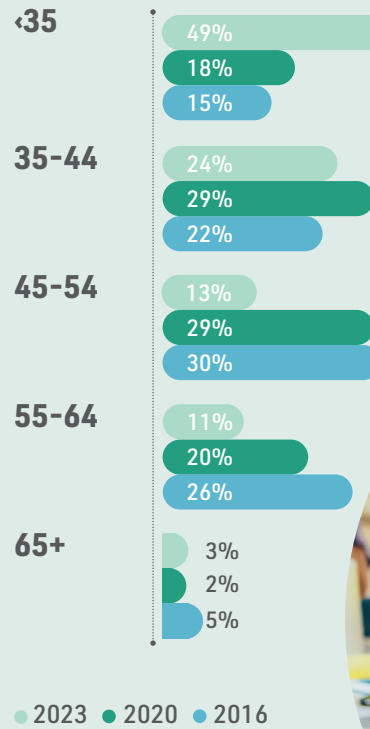
### SKILLS



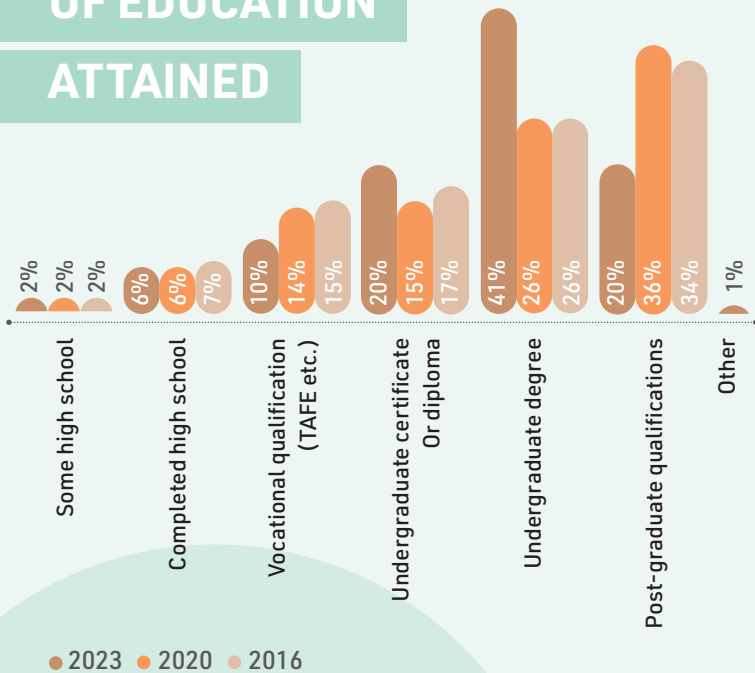
## LOYALTY



## SUBSCRIBER AGE



## HIGHEST LEVEL OF EDUCATION ATTAINED



## LG EXPERIENCE

