



## TOTALJOBS.COM WELCOMES 14 MILLION ONLINE JOBSEEKERS

December 2006 - Totaljobs.com has revitalised its leading UK [recruitment website](#) following 18 months' extensive research into Great Britain's working population. The research revealed huge growth in the online jobseeking community up from 8.7m in 2000 to 14m in 2006; meaning that 70% of the UK working population are jobseeking online. The independent findings dispelled many online myths showing that drivers, secretaries and part-time workers are just as likely to look online as retail and project managers.

Location was a key driver for jobseekers searching online as the internet has enabled candidates to cross-compare 100s of local jobs at the click of a button. As jobseeking is the fifth most popular online activity it is clear that candidates know what they are looking for from their next employer. The opportunity for personal development and improved job satisfaction levels being valued more highly by UK jobseekers than improvement in pay.

John Salt totaljobs.com Website Director said: "These findings have confirmed what we believe about internet recruitment. Totaljobs.com is 7 years' old and where we used to talk about the viability of the internet; now we talk about how online recruitment adds value. That's because it's the way that jobseekers want to find their next job. We have put jobseekers at the heart of our business and have made totaljobs.com fresh and inviting to demonstrate this. It is our clear aim to become indispensable to UK jobseekers. We want to help them find their job, their way, by what matters to them."

The internet is also a more diverse market place for UK jobseekers attracting both more young and more senior jobseekers over traditional methods of job hunting. Totaljobs.com identified typical groups from its 2m unique monthly jobseekers which were over representative of the UK's ethnic minority and female workers; showing that the internet attracts a wider pool of jobseekers.

The [revitalised website](#) was shown to jobseeker focus groups who resoundingly described it as inspiring, friendly and easy to find jobs on. Sophie Relf totaljobs.com Head of Marketing commented: "Early focus group feedback from jobseekers was

that all internet recruitment sites looked the same to them. We are delighted our new website shows that totaljobs is their friend, helping them to find the jobs they know, and consider those that they may not have thought of. We want to help them to be happy at work to Find their Thing.”

For more recruiter information visit [www.totaljobs.com](http://www.totaljobs.com).

Notes for editors

About totaljobs.com ([www.totaljobs.com](http://www.totaljobs.com))

Totaljobs.com is part of [Totaljobs Group Ltd](#), which is the wholly owned subsidiary of the [Reed Elsevier Group plc](#), a FTSE 100 company and one of the world’s largest publishing and information companies.

The site caters for large multinationals, to small, medium sized businesses, recruitment consultants and recruitment advertising agencies based all over the UK. Over 3,000 [recruiters](#) place more than 100,000 vacancies at any one time on the site.

Almost 2 million [jobseekers](#) use the site each month, with an application made every 3.5 seconds through the site. Candidates come from all areas of the UK, and across all industries and job functions.

Totaljobs.com has an inclusive approach to recruitment and encourages every employer to recruit using selection processes that do not discriminate.

Totaljobs.com is also a founding member of the [Network](#), an alliance of marketing leading jobsites covering 50 countries.

Totaljobs.com also launched a graduate zone dedicated for graduate recruiters in 2006. Visit [www.totaljobs.com/recruitgraduates](http://www.totaljobs.com/recruitgraduates).

Totaljobs.com offices are based in Birmingham, Cardiff, Glasgow, London and Manchester.

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