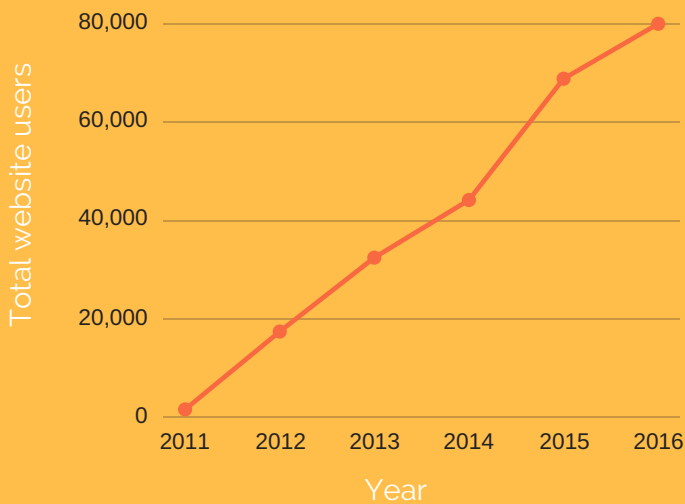


2016

# ANNUAL STATS do good jobs

Do Good Jobs is New Zealand's #1 ethical jobs board. When you list a vacancy or advertise on Do Good Jobs you reach a community of Kiwis looking to do good.

NUMBER OF UNIQUE VISITORS  
TO DO GOOD JOBS



**79% FEMALES**

**61% OF USERS  
ARE AGED 24-44**



More than two-thirds of all applicants for our roles discovered our vacancies through Do Good Jobs. It's definitely our preferred listing platform, and the calibre of applicants is always high.  
- Guy Ryan, Inspiring Stories Trust



\* Google Analytics (Jan-Dec 2016)

\*\* Mailchimp stats (Dec 2016)

\*\*\*Facebook stats (Dec 2016)

**79,850**

Unique website visitors  
(↑ 16% from 2015)\*

**167,901**

Website user sessions  
in 2016\*

**1,127,823**

Pageviews in 2016\*

**54%**

are repeat visitors

**2mins, 11 secs**

on average spent on website  
per session\*

**6.72**

pages viewed per visit \*

**44.9%**

Open rate on weekly job  
updates, sent to job seekers  
\*\*

**521**

# job listings in 2016

**14,750**

members across platforms

**72,082**

Facebook Impressions in  
31 days during Dec \*\*\*



**10,045  
LIKES^**

^Followers across Facebook,  
Twitter and Instagram