

1 JUL 17 - 30 JUNE 18

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



75% FEMALES

**60% 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 (Jul 17-June 18))

** Mailchimp stats (Jun 2018)

***Facebook stats (Jun 2018)

107,829

Unique website visitors
(↑ 25% from 2016)*

232,426

Website user sessions
in 12 months*

1,448,983

Pageviews in 12 months*

80%

new visitors

2mins, 16 secs

on average spent on website
per session*

6.23

pages viewed per visit *

44.9%

Open rate on weekly job
updates, industry avg 16%**

661

job listings in 2017

20,268

members across platforms

58,360

Facebook reach in
30 days during Jun ***



**12,132
LIKES^**

^Followers across Facebook,
Twitter and Instagram