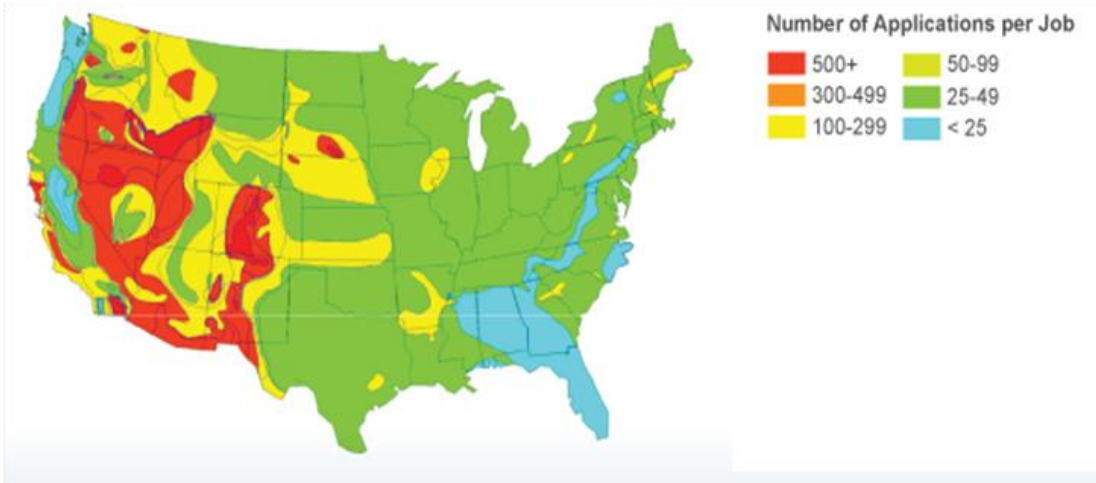


# SUPPLY AND DEMAND INSIGHTS

## Average Number of Applications per Job

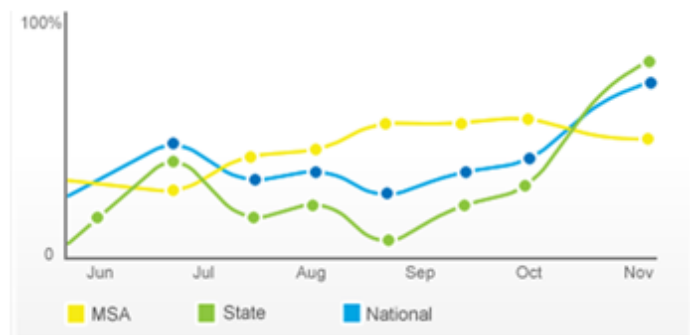


Through state-of-the-art maps we provide information on where the top talent resides, their job search activity level, and where the jobs are located.

Using maps, executives can see at a glance the job situation, while analysts have the ability to review detailed trend changes.

Understanding the current employment situation is only a part of the insight necessary to make business decisions. Knowing how the information changes month-over-month provides additional intelligence on what is to be expected from the job market in the coming months.

## Month-over-Month Job Growth



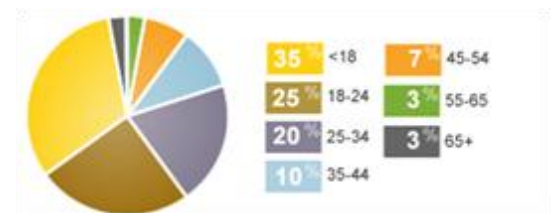
While preparing a top notch recruitment strategy, it is critical to know who you will be going up against in winning top talent. This report provides insights on who are the local companies you will be competing with for talent.

## Top Companies Hiring



## Target Talent Demographics

Incorporating diversity initiatives in choosing what locations to target for talent is a must for building a strong workforce. To help, Personified offers insights on gender, age, race, and education of your target talent in the locations being considered.



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