



Membership Registration Insights

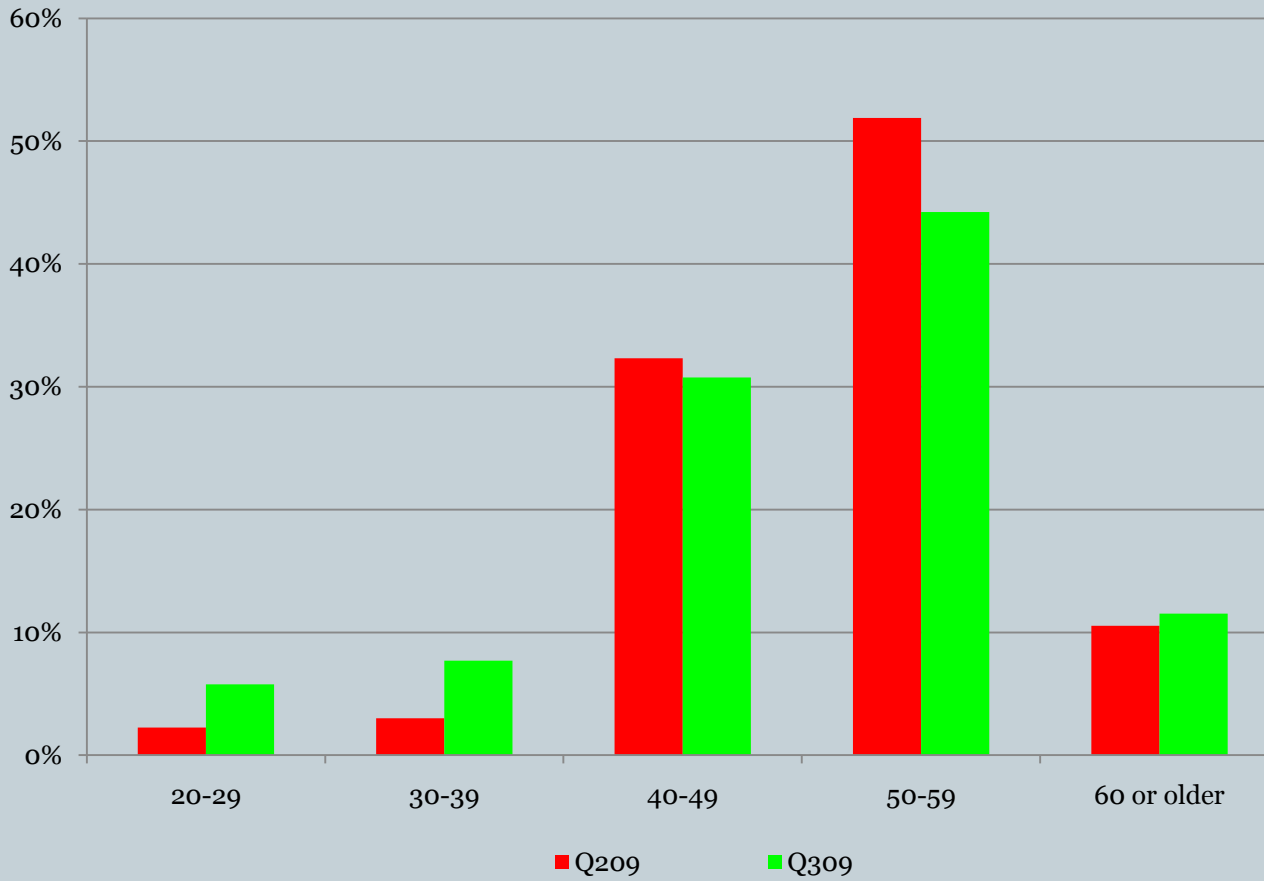


A Changing Membership Profile

**PRESENTED BY:
MARKET DEVELOPMENT AND
RESEARCH TEAM**

OCTOBER 2009

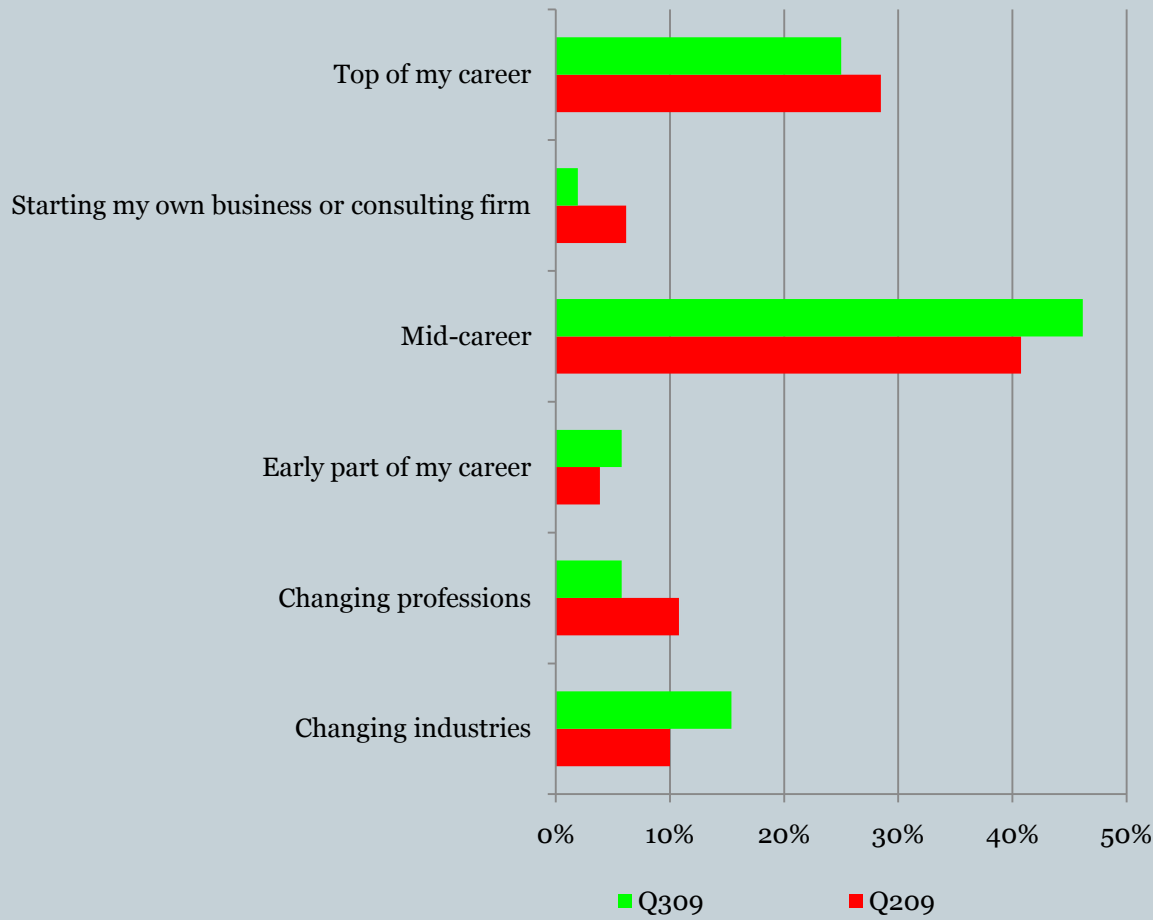
Member Ages



LongsPeakNet membership skews somewhat older. Even though those who became members since July are somewhat younger, the trend toward older members remains similar.



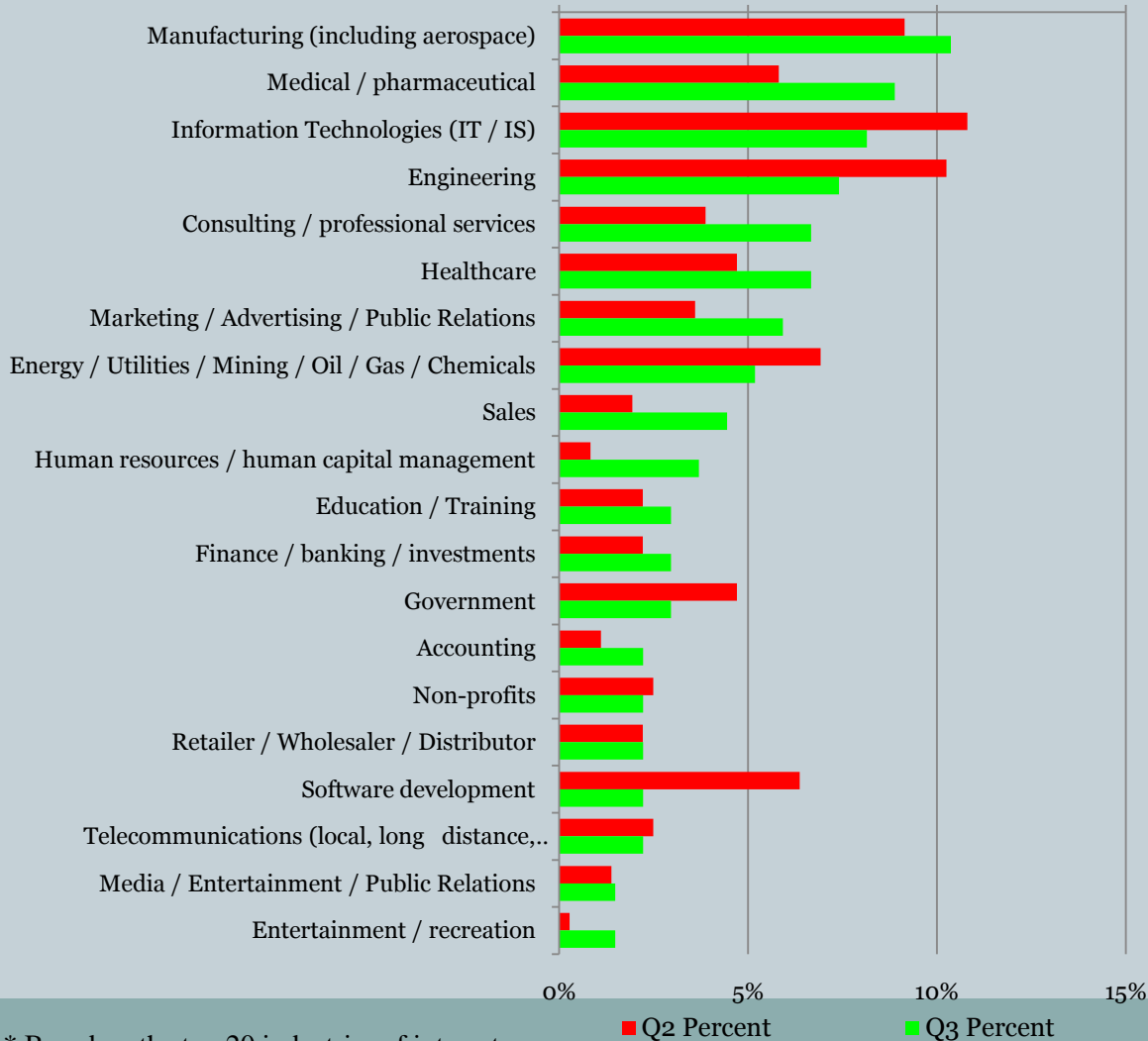
Member Career Stage



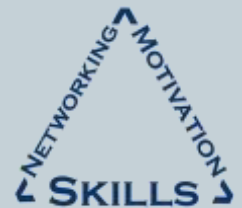
A plurality of LongsPeakNet members are at a mid point in their career. Those who have become members since July are slightly more inclined to be looking to change industries. A slightly smaller proportion of new members feel they are at the top of their career or are looking to start a business than previous members.



Industry/Professional Interests

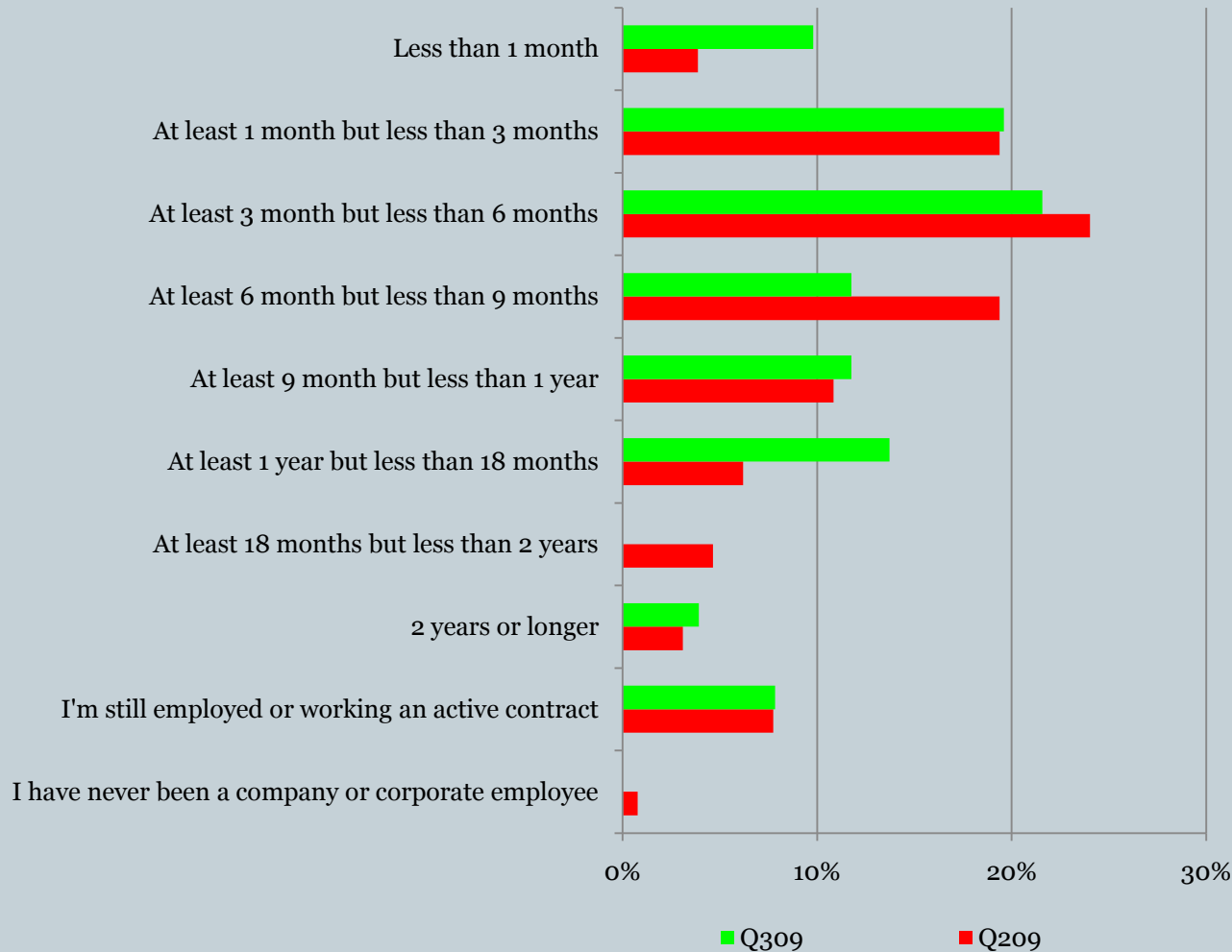


Registered members in Q3 were more inclined to be interested in **Manufacturing** and **Medical** industries than existing members, who focused more on **IT Tech** and **Engineering**. **Software development** fell out of favor with recently registered members as compared with previous members.



* Based on the top 20 industries of interest.

Time In Search

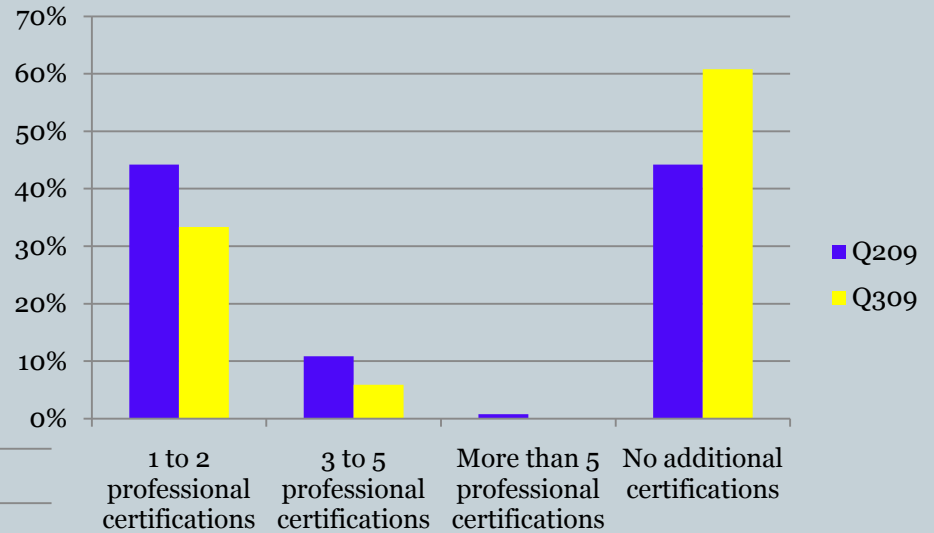
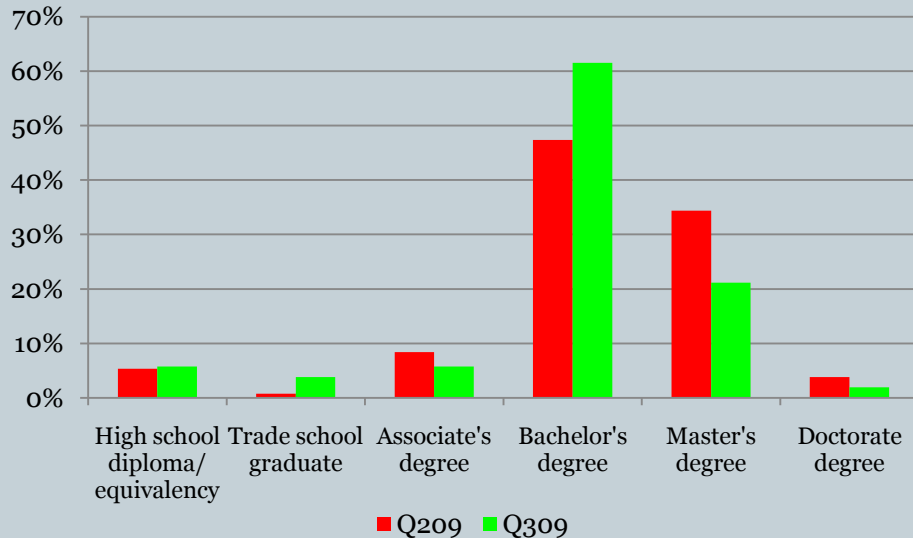


The average time LongsPeakNet members have been looking for employment is slightly more than 6 months. Newer members represent a greater proportion at both ends of the time spectrum.

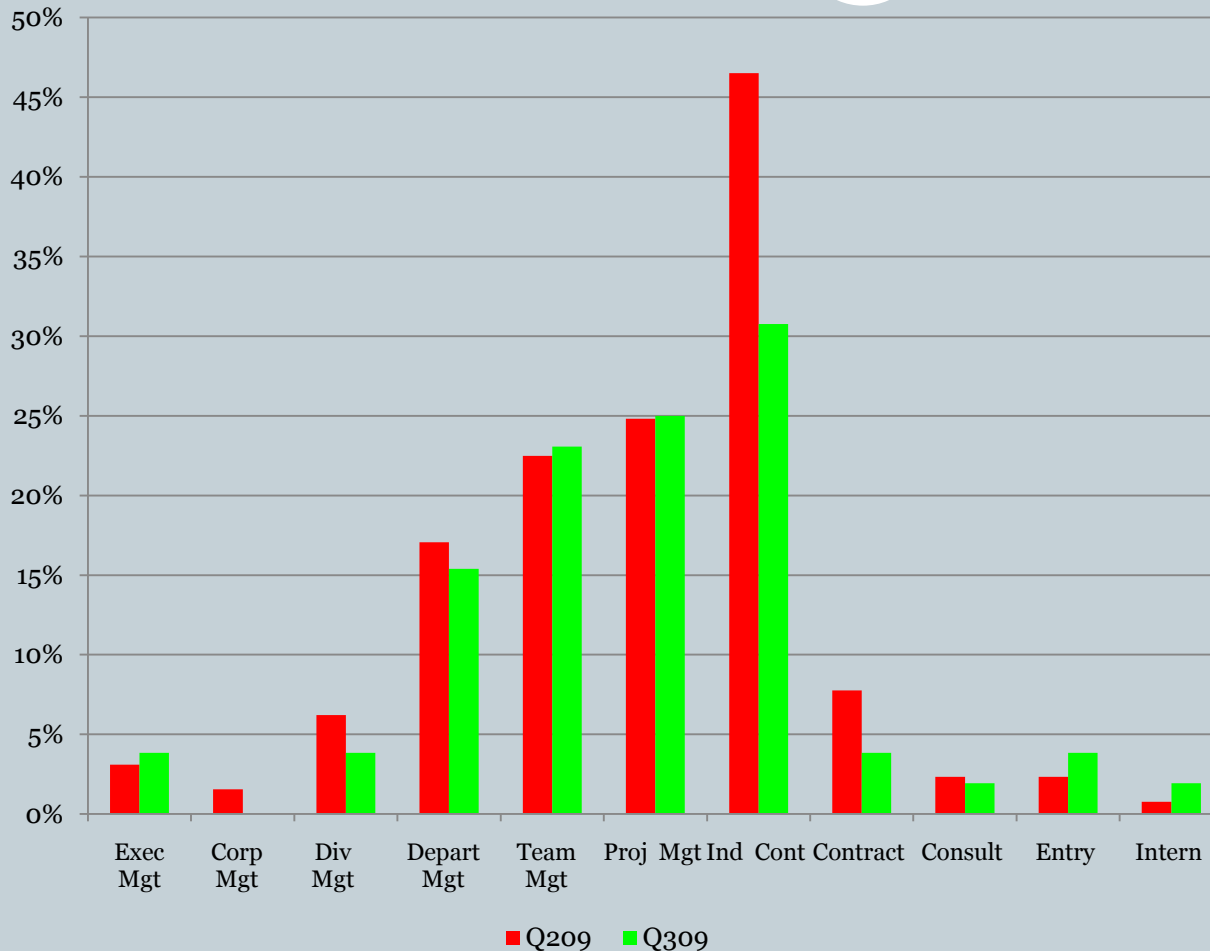


Education and Certification

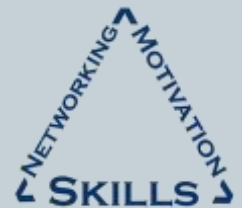
About 85% of the LongsPeakNet membership holds at least a Bachelor's degree. Existing members have a slight edge over new members in having achieved higher level degrees. Newer members are also not as inclined to hold professional certifications.



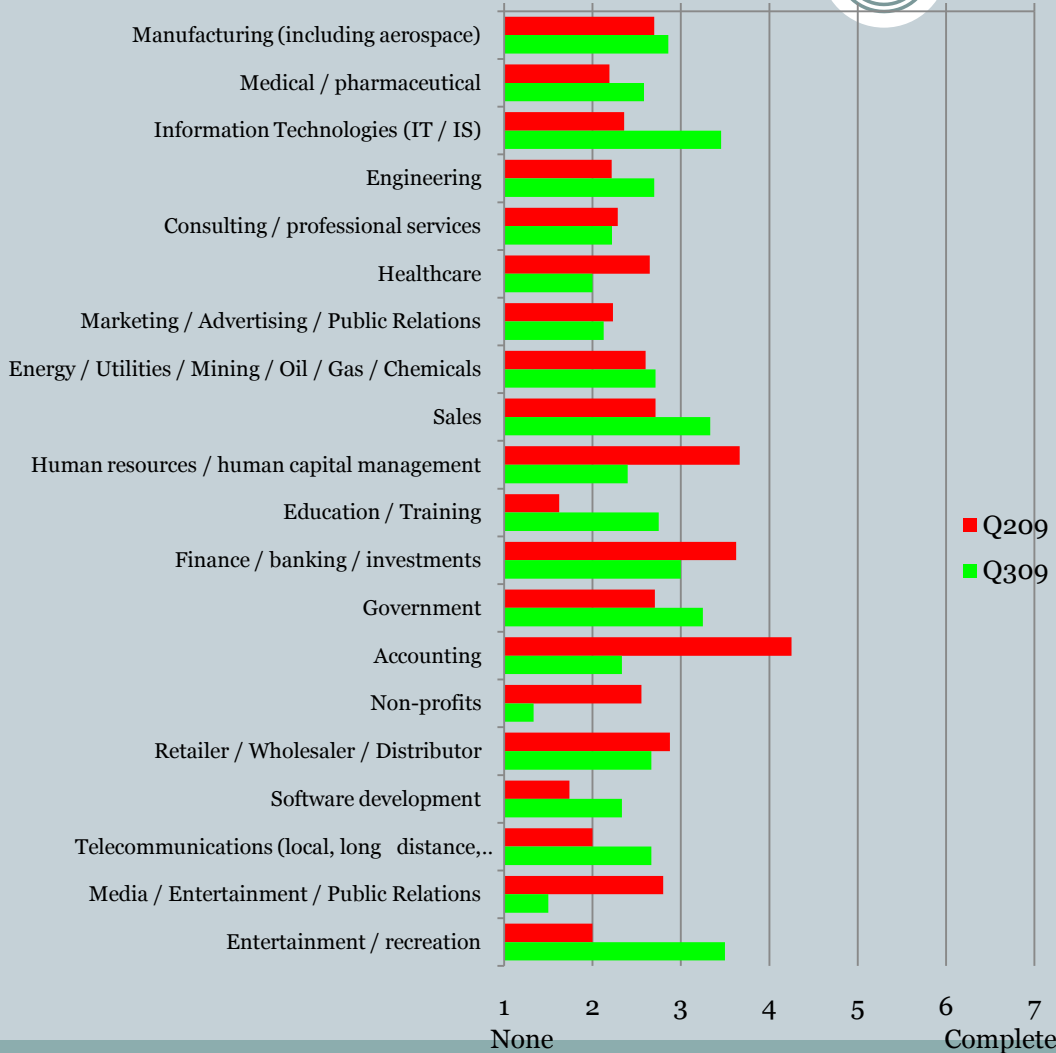
Experience by Role



Existing members have performed in more roles than newer members. A much greater percentage of existing members indicated a past experience working in individual contributor roles than members registering since July. Regardless, the Longs Peak Network membership is rich in management experiences.



Training Required



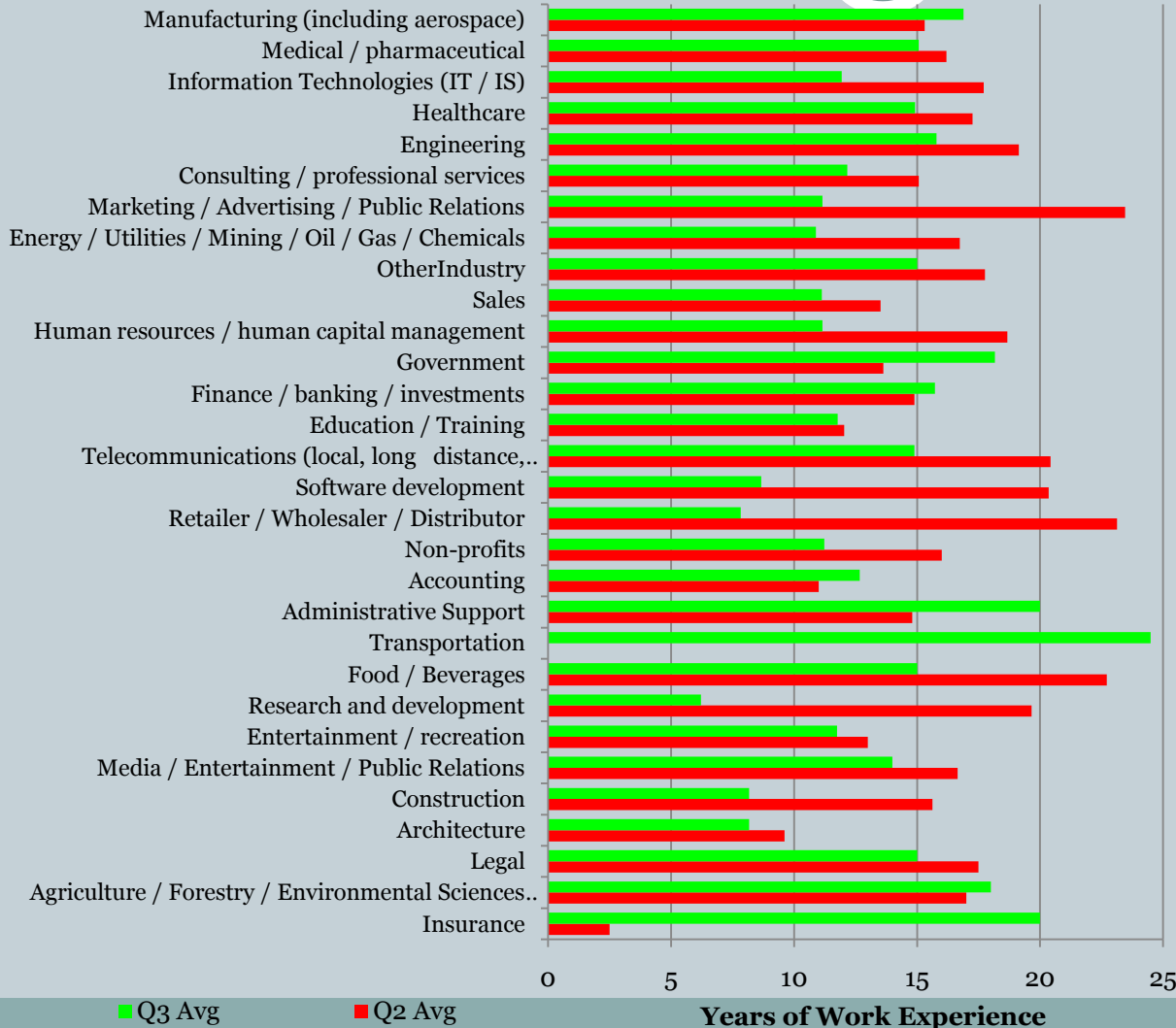
Training requirements of LongsPeakNet members in the top industries and professions of interest are minimal.

Although not seen on this chart, newer members with interests in **Insurance** (5.00) and **Transportation** (4.50) would require the greatest amount of training, although these likely correlate with an interest in job change as well.



* Based on the top 20 industries of interest.

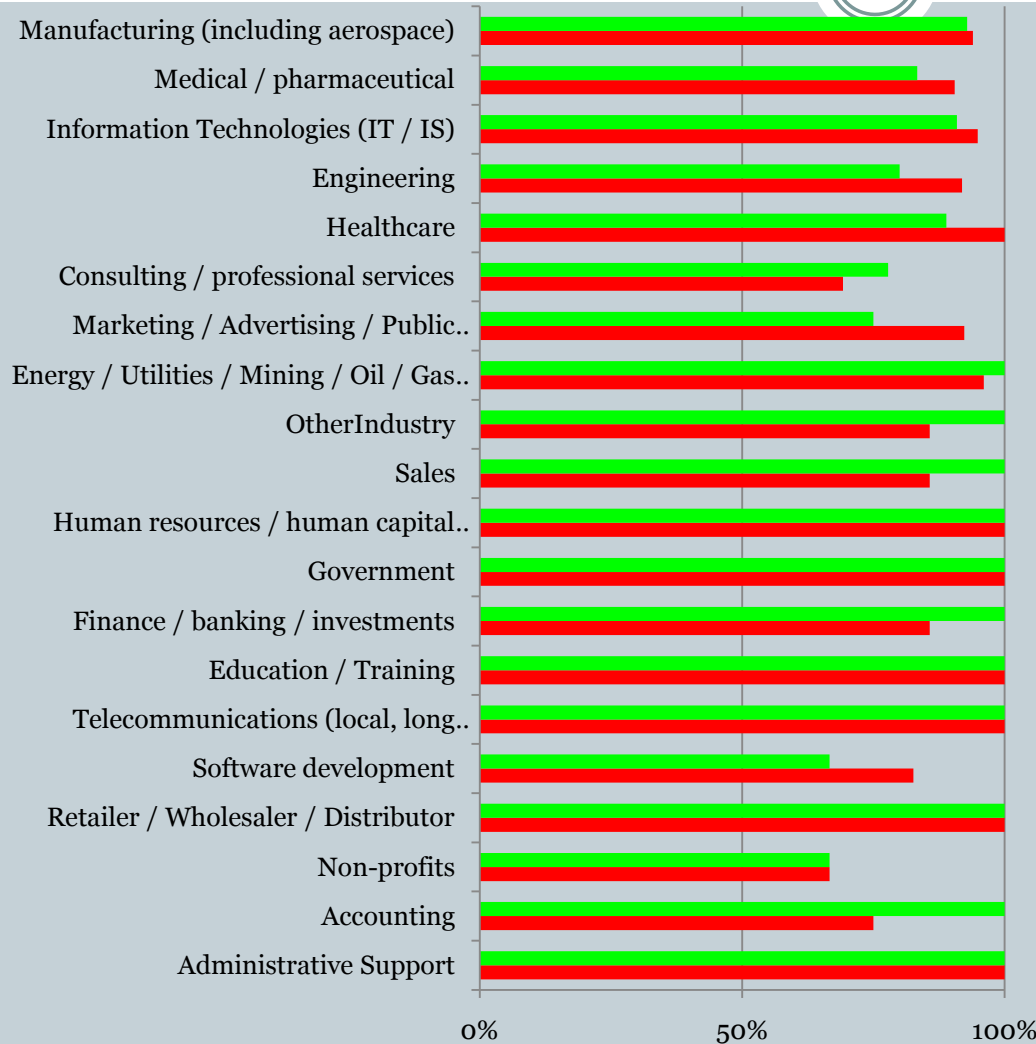
Experience By Industry of Interest



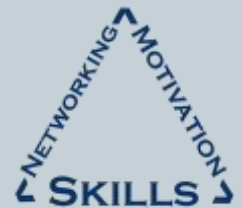
The highly trained and experienced membership of Longs Peak Network is apparent when members are asked how many years of experience they have in their most recent profession. Newer members are experienced in areas existing members are not and visa versa. In total, existing members claim 16.3 years of professional experience while new members claim 12.7 years.



Seeking Full-Time By Industry



The dominant choice for the Longs Peak Network membership is full-time employment, even more so for the most recently registered members.



* Based on the top 20 industries of interest. ■ Full Time % - Q3 ■ Full Time % - Q2