

Job Seeker Survey

Spring 2013

April 2013



**Job Board
Doctor**

Survey Structure:

The 2013 Job Seeker Survey was conducted to better understand current trends in how candidates search for work via online and offline resources.

There were a total of 108 responses from job seekers in all areas of the globe. The online survey was conducted during February and March, 2013.

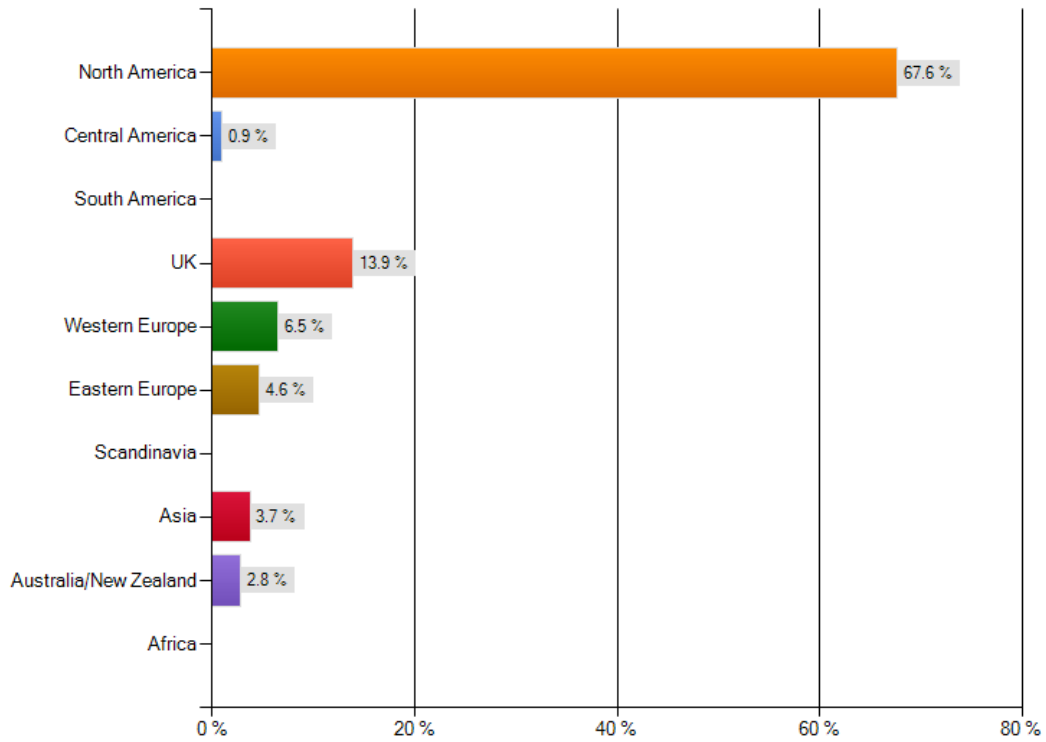
Executive Summary

Job Board Doctor has been conducting surveys of job seekers, recruiting professionals, and job boards since 2009.

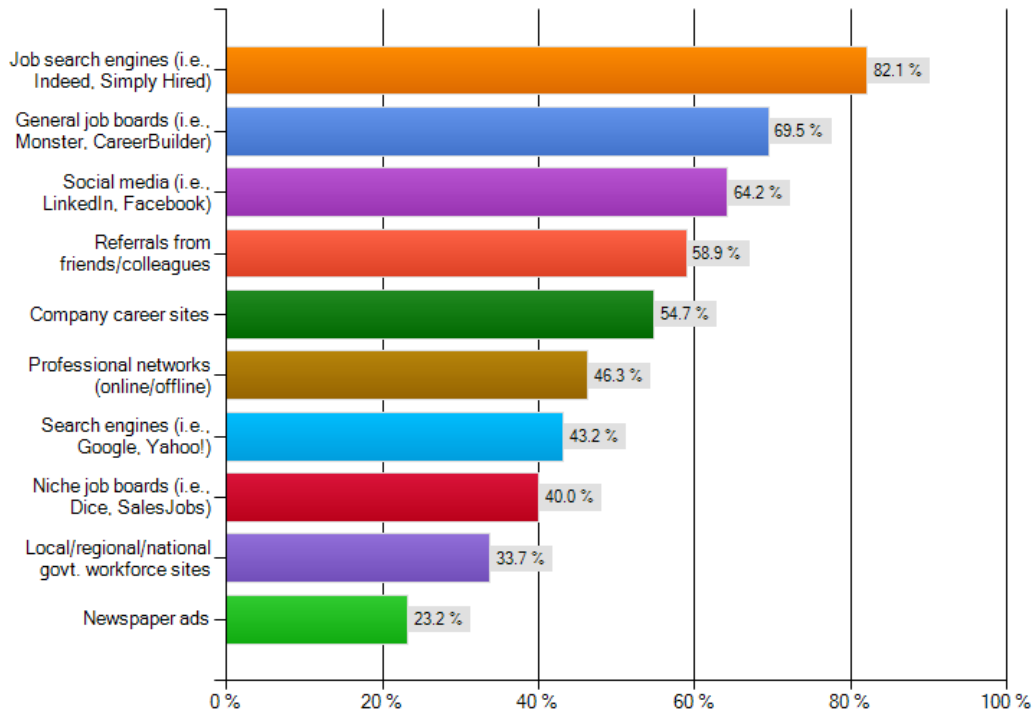
Key findings from this year's survey:

- **Job search engines, general job boards, and social media** are most commonly used by job seekers in their job searches
- **Desktops and laptops** remain the search platform of choice for job seekers
- Job seekers use job boards primarily to **locate jobs** and then apply directly on a company site or apply via the job board
- **Personal referrals and company websites** are the most common ways that job seekers actually land jobs
- **Lack of response from employers** continues to be the top frustration of job seekers

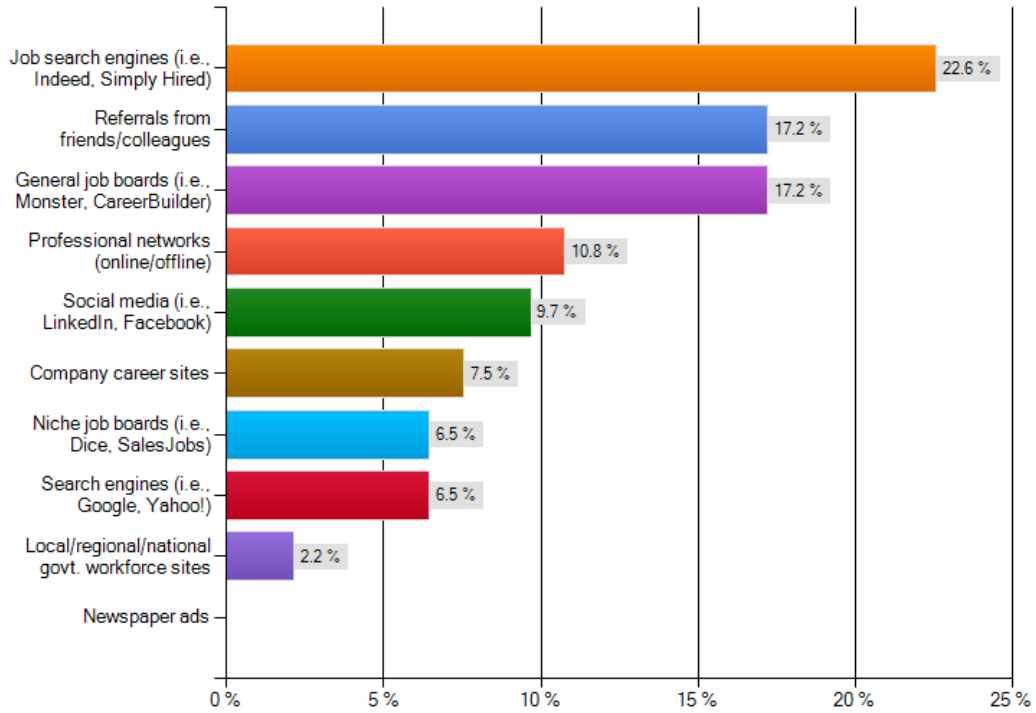
Where are you currently located?



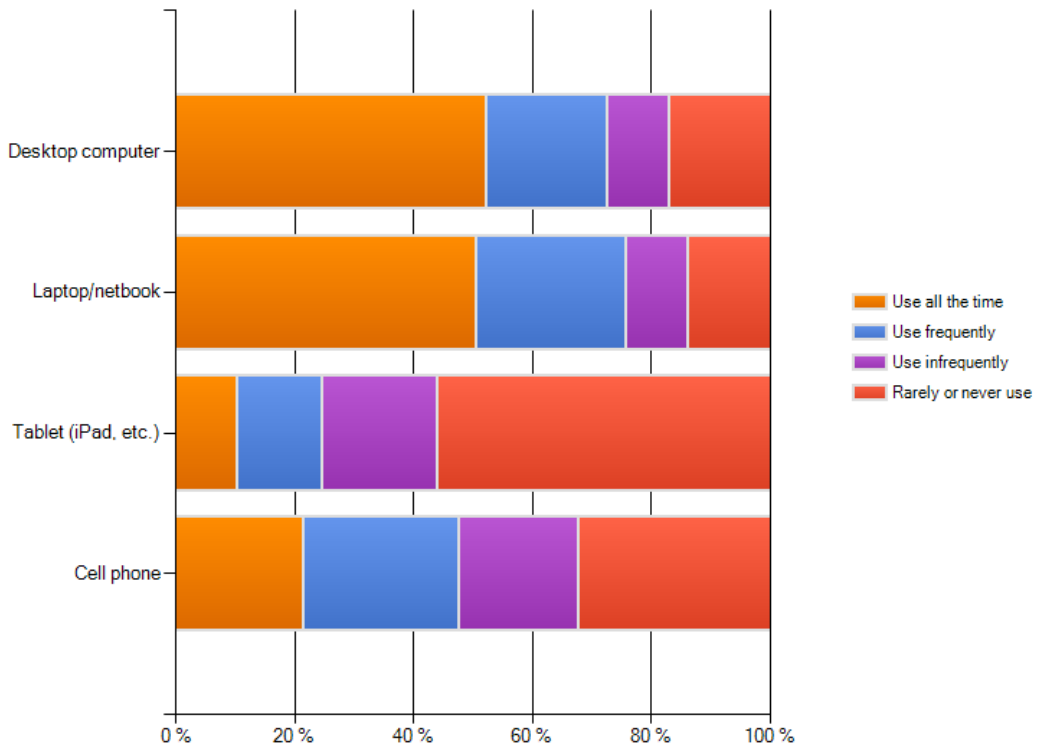
What types of platforms, tools, or sites do you typically use in your job search? (check all that apply)



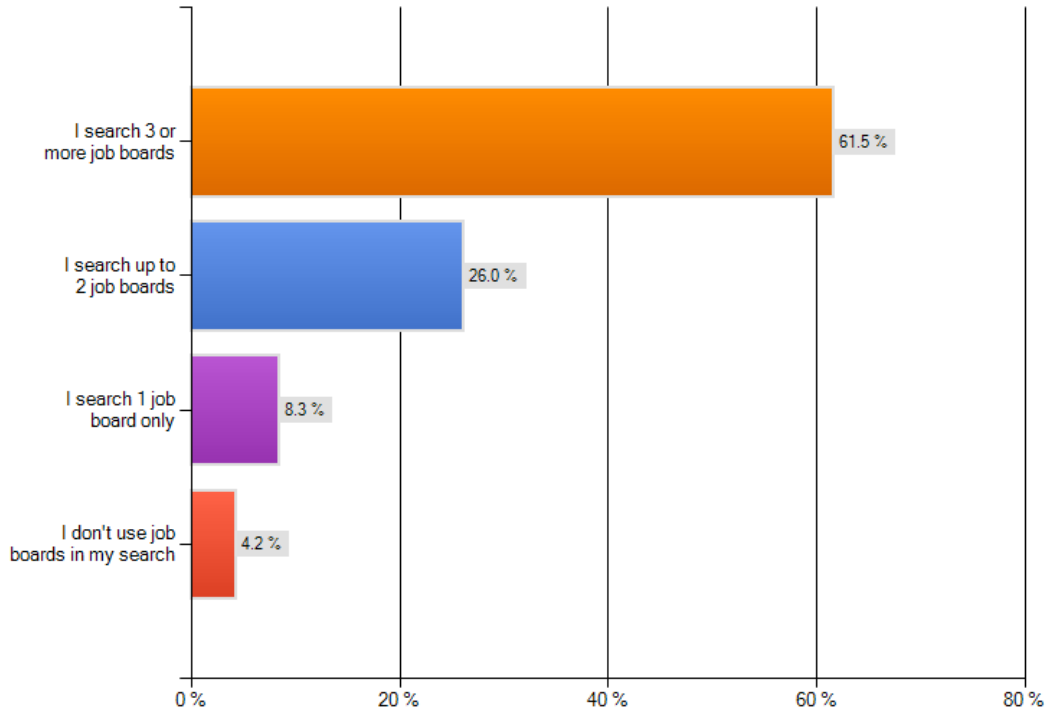
Which of the following platforms, tools, or sites is *most* useful to you in your job search? (pick 1 only)



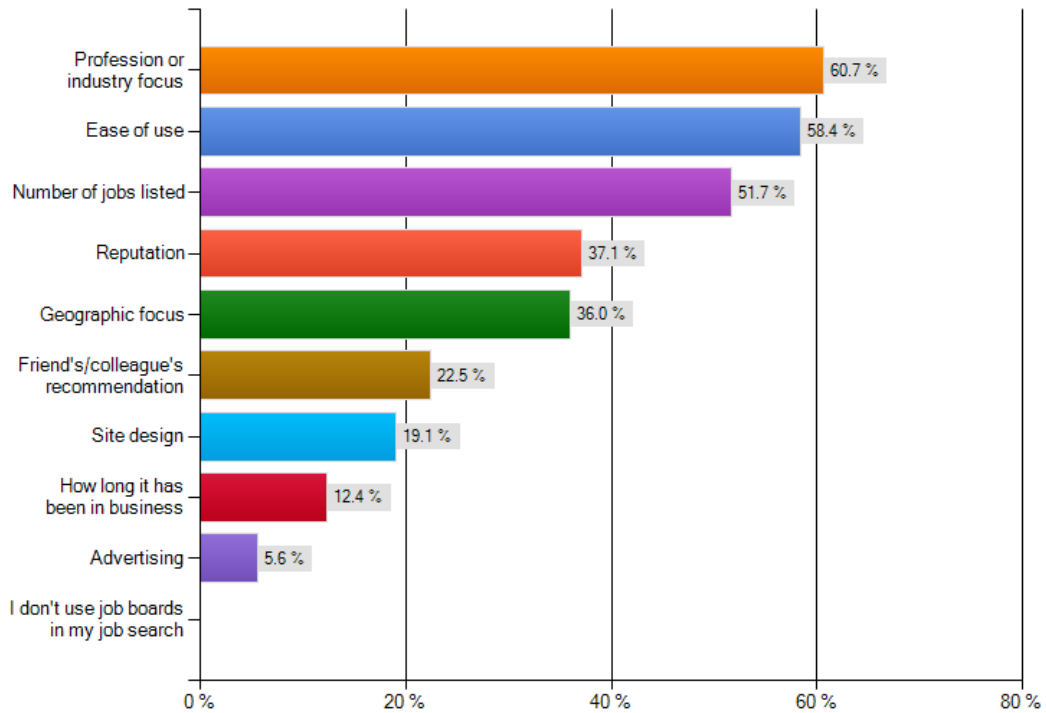
During a job search, how often do you use the following platforms?



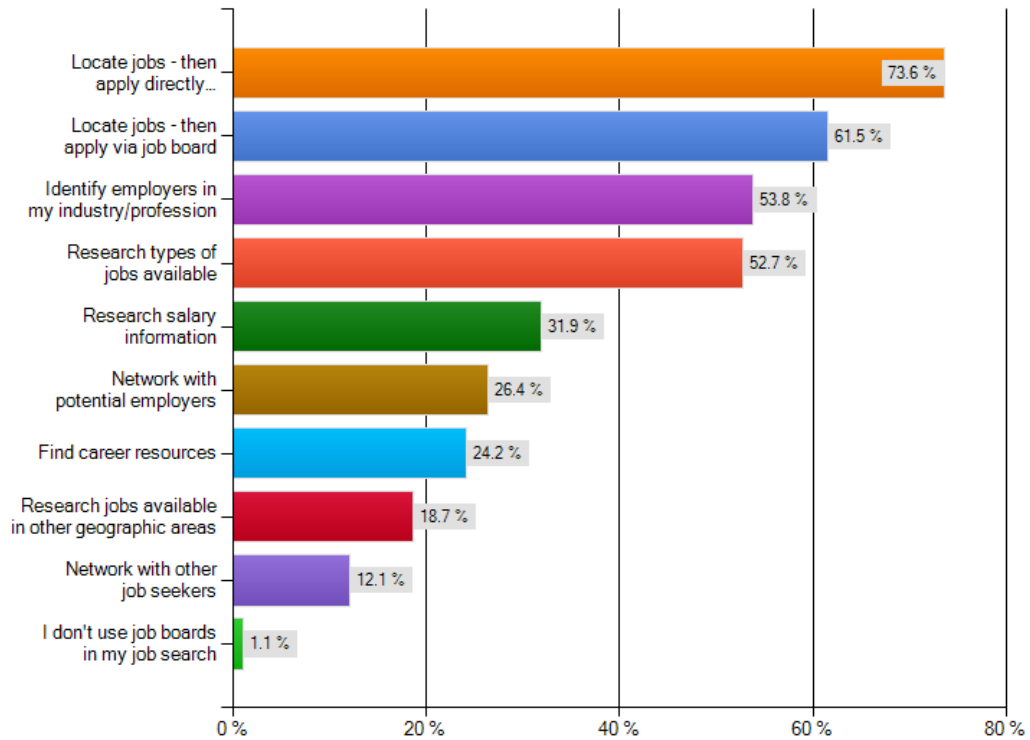
Which of the following most accurately represents the use of job boards in your job search strategy?



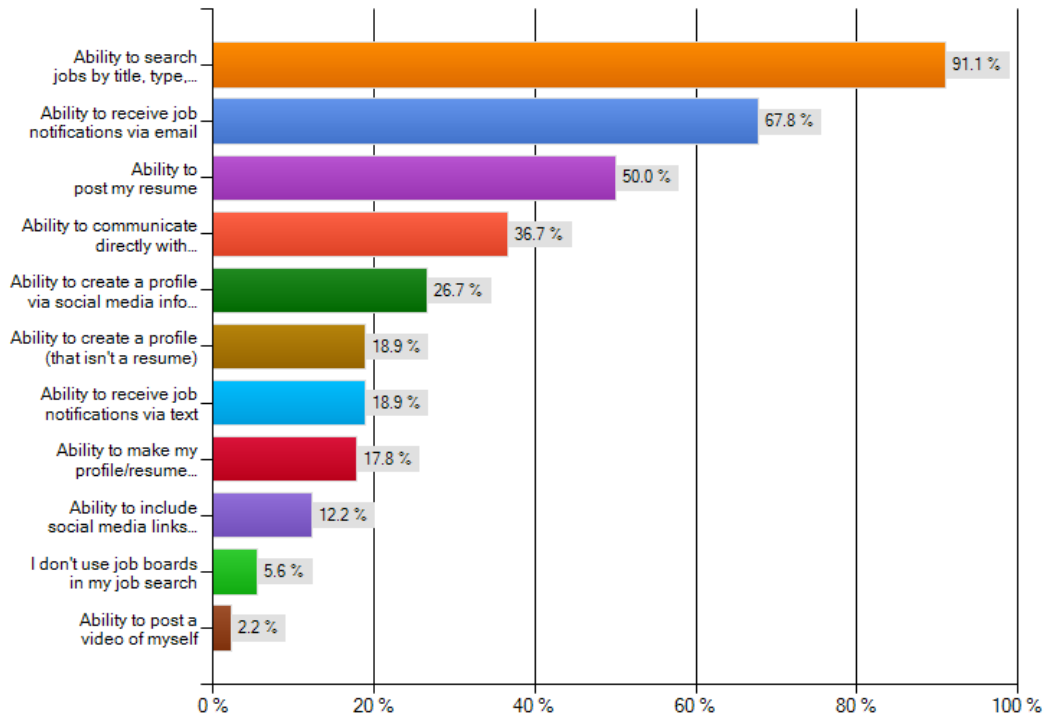
Which of the following influences your decision to use a particular job board? (Check all that apply)



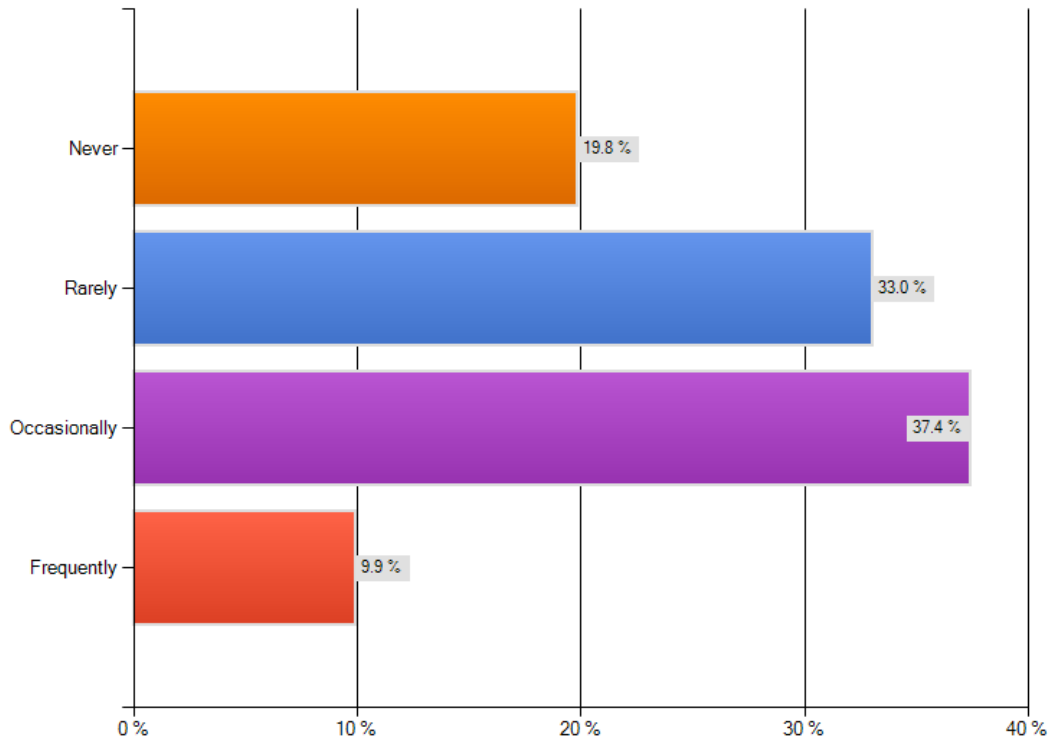
What are the primary ways you use job boards in your career hunt? (Check all that apply)



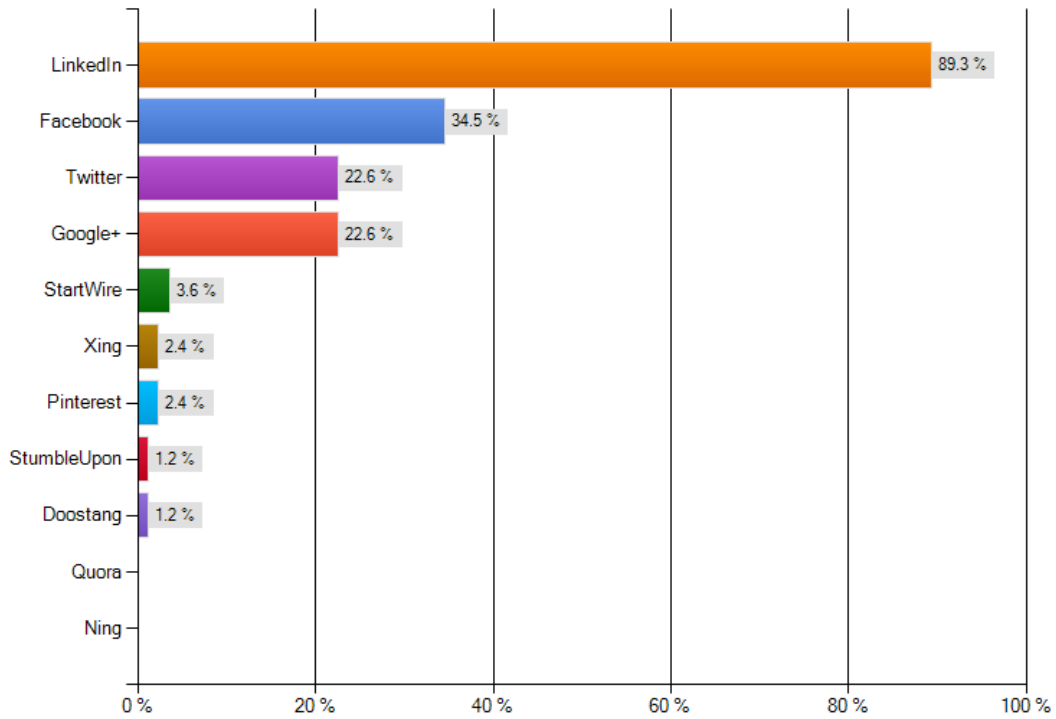
Which of the following features on job and career sites are most useful to you during a job search? (Check all that apply)



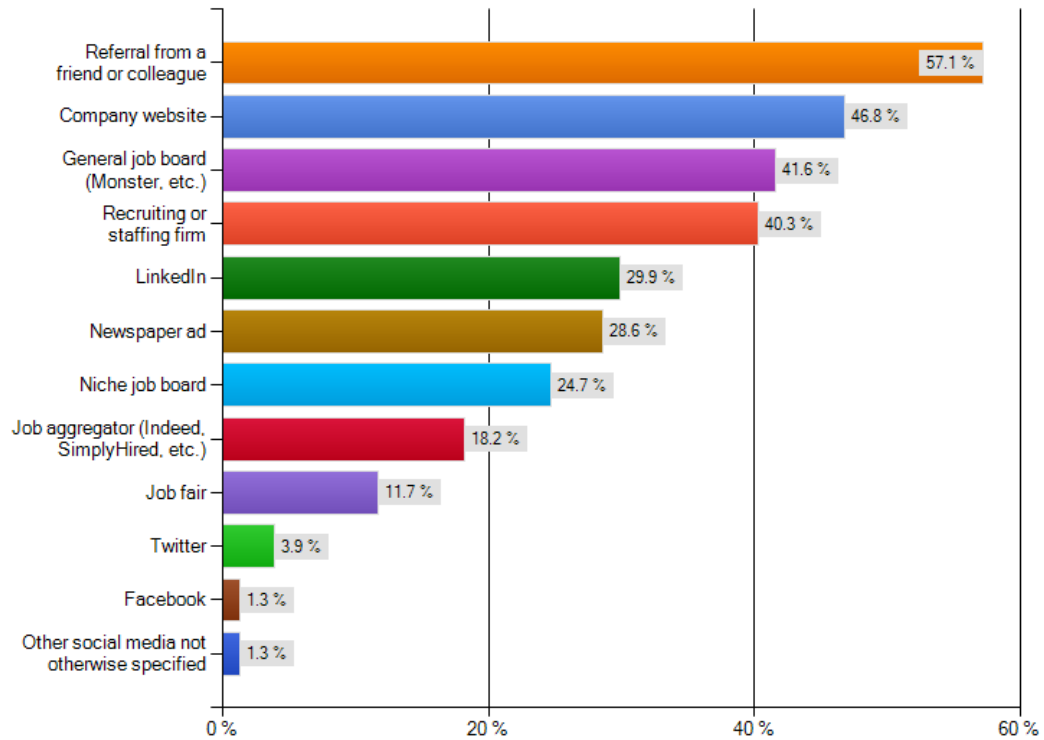
How often do you forward job ads to your friends and colleagues?



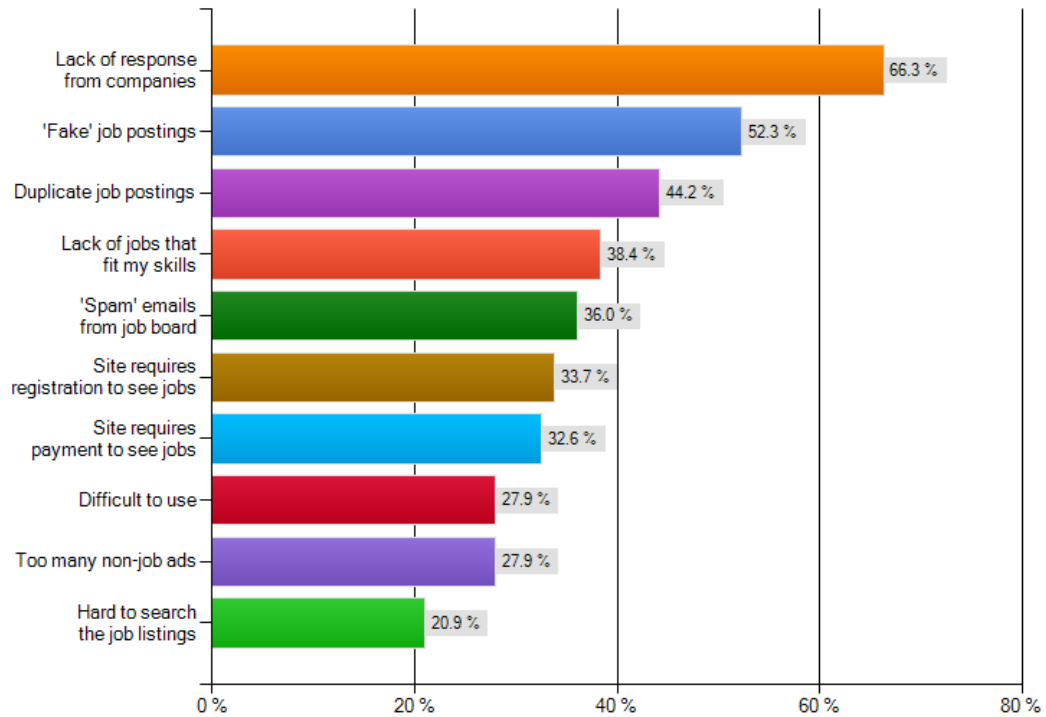
Which of the following social media tools or platforms have you used in some way to aid your career OR search for a job? (Check all that apply)



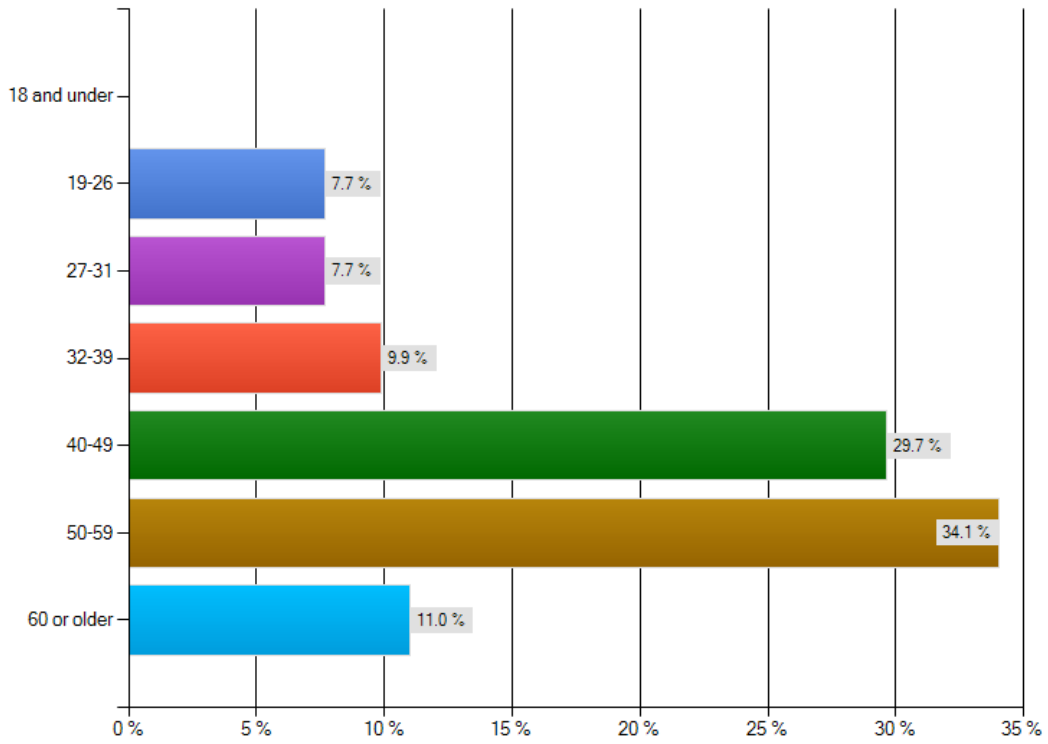
Have you *ever* found a job through any of the following methods? (Check all that apply)



If you use job boards in your search, which of the following do you find *most frustrating* about them? (Check all that apply)



How old are you?





Job Board Doctor

About Job Board Doctor:

Job Board Doctor is a consulting service for job boards and career sites. It provides strategic and tactical help in the following areas:

- Short and long-range planning
- Strategy
- Product development and launch
- Sales and marketing
- SEO
- Social media
- Content creation
- Site and user interface analysis

Jeff Dickey-Chasins is the Job Board Doctor, a veteran of the job board, publishing, and e-learning industries. Jeff was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with hundreds of job boards and recruiting sites over the past 20 years.

You can learn more about Job Board Doctor here: <http://www.jobboarddoctor.com>