

2016 Global Job Seeker Survey

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2016 Global Job Seeker Survey

Executive Summary

We're pleased to provide the Final Report for the 2016 Madgex - Job Board Doctor Global Job Seeker Survey. We surveyed job seekers in the U.S., the U.K., and German to determine how they identify, apply for, and evaluate job opportunities. This survey is the first of its kind to take a multi-national approach, and we think it provides excellent insight into job seeker behavior for these three nations.

Best Regards,

Tracy Godding	Jeff Dickey-Chasins
Head of UX	Owner
Madgex	JobBoardDoctor

Madgex provides a range of SaaS solutions and support services that enable the world's most successful media owners, online recruitment businesses and associations unlock the value of their professional audiences. From job boards to career and development hubs, the software enables their clients to engage with their online audience and ensure strong commercial results.

JobBoardDoctor is a consultancy for job boards and recruiting sites. The Job Board Doctor is Jeff Dickey-Chasins, a veteran of the job board, publishing, and e-learning industries. He was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with 450+ job boards and HR-related sites and startups over the past 20 years, in almost every sector, including finance, technology, education, health care, sales and marketing, energy, and specific geographic regions. He has published research, e-books, and blog posts on almost every aspect of the industry. He also speaks at industry conferences on key topics in the online recruiting industry, and has conducted numerous seminars and workshops.

Survey Methodology:

The 2016 Madgex-JobBoardDoctor Global Job Seeker Survey seeks to document and analyze candidate behavior in the U.S., the U.K., and Germany.

The survey was administered to a random, gender-balanced survey audience provided by Survey Sampling International. The questionnaire was developed by Tracy Godding and Jeff Dickey-Chasins and took less than 7 minutes to complete. All respondents participated anonymously. The survey was delivered in English for the U.S. and U.K., and in German for Germany.

The survey included 18 questions covering:

- Respondent demographics
- Preferences for different job search tools
- Usage preferences for technology platforms
- Important factors for job board use

Survey responses were collected in July 2016. A total of 2,042 responses were received from job seekers: 1,018 in the U.S., 508 in the U.K., and 516 in Germany.

Key Findings

There were many similarities between job seekers in the U.S., U.K., and Germany – but also some significant differences. There were also differences in behavior – perhaps not surprisingly – when responses were separated by ages. Here are some of the key findings:

- Almost 3/4 of the respondents in all 3 nations were employed: U.S. 75%, UK 69%, and Germany 68%
- Germans relied on newspaper ads as their primary method for finding jobs (57%), while U.S. and U.K. job seekers relied on job search engines (49% and 57%, respectively)
- When rating which job search tools for value, U.S. job seekers chose referrals (74%), while German job seekers chose newspaper ads and referrals (both 66%); U.K. job seekers chose job search engines (61%)
- None of the respondents in all three countries found it useful to upload a video CV/resume.
- The most critical factors in choosing a job search tool for all three countries were “Jobs in my location & Jobs in my industry/sector”
- The top uses of job boards for job seekers in all three countries: 1) Locate jobs and apply on the employer’s site; 2) Research jobs; 3) identify employers.
- Employers that include salary information with their job postings are much more likely to get response from job seekers

Results by Country: U.S.

Background:

1,018 respondents

Age:

18-25	11%
26-35	44%
36-50	35%
51-65	10%

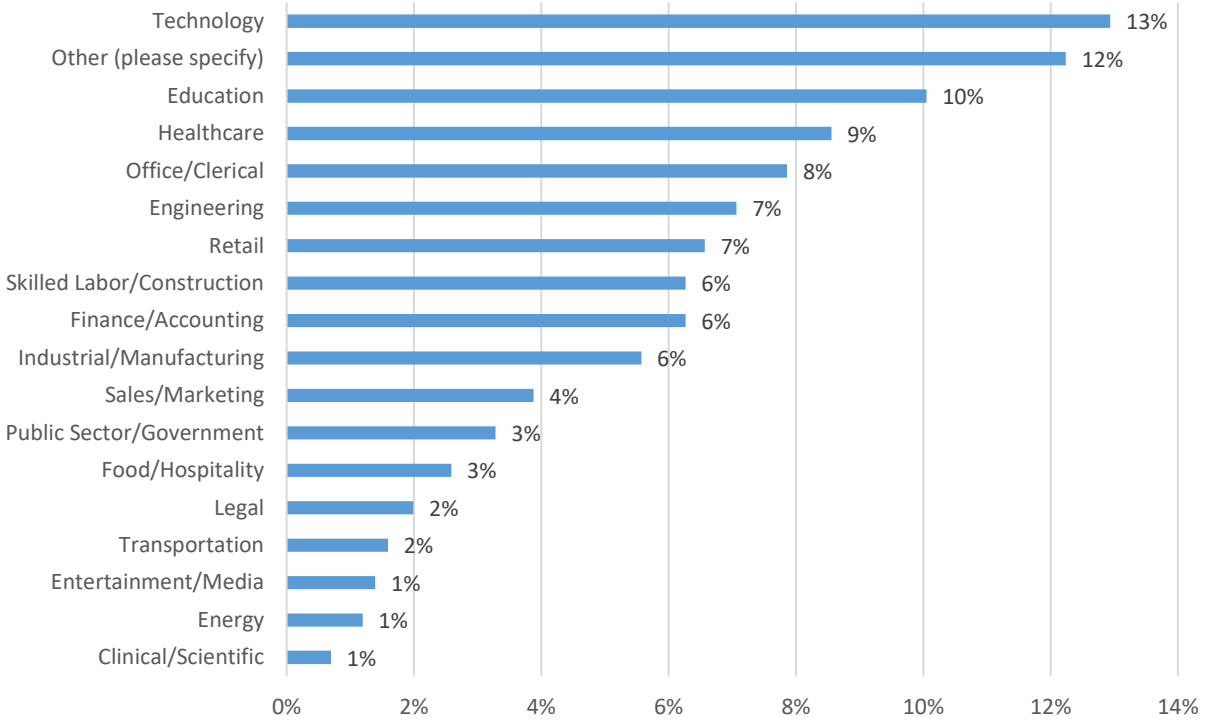
Employment status:

No, I am unemployed	5%
Yes - part time employment	19%
Yes - contract employment	2%
Yes - full time employment	75%

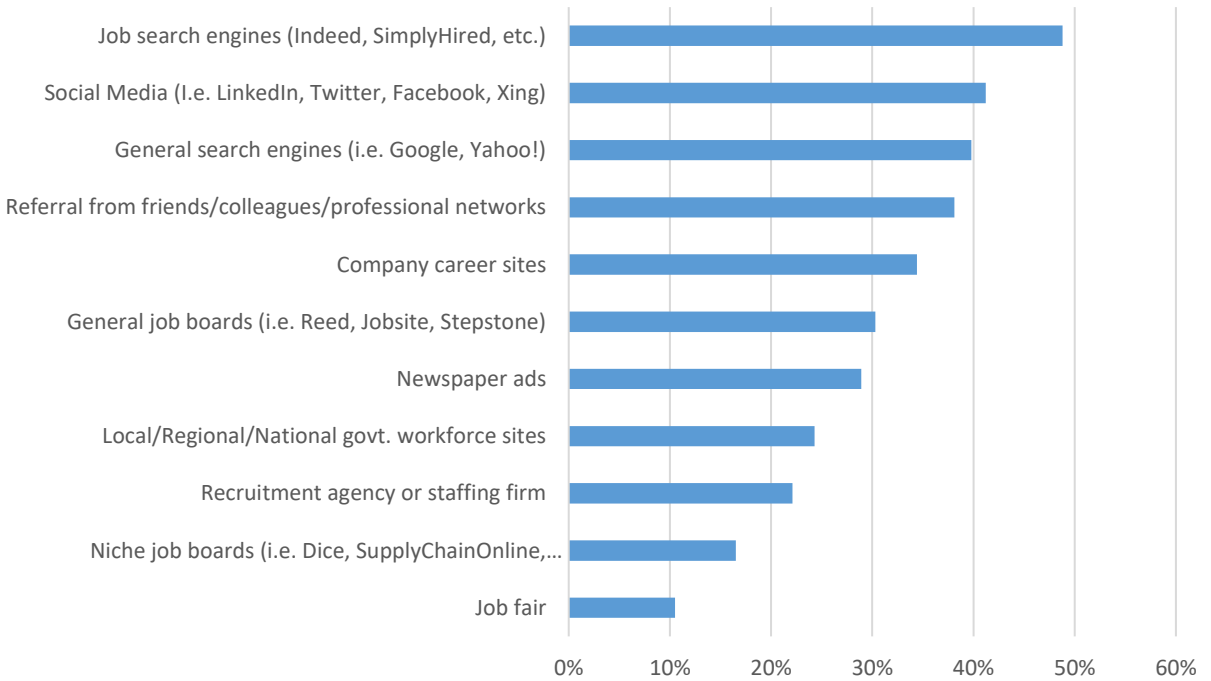
Key Findings:

- 82% of respondents were looking for full-time work, vs. only 19% looking for part-time work
- Top current employment sectors included technology (13%), education (10%), healthcare (9%) and office/clerical (8%)
- Top 4 methods for finding jobs were job search engines (49%), social media (41%), general search engines (40%), and referrals (38%)
- Desktops & laptops are the most commonly used technology platform for finding work (93%)
- Less than 18% of respondents use tablets or mobile devices to apply for jobs
- 65% always submit a cover letter with an application
- 43% of respondents felt that having jobs in their location was essential for a job board
- 51% use job boards to identify jobs and companies, and to apply for those jobs on company career sites
- Out of date and irrelevant jobs top the list of most frustrating aspects of job boards
- 71% of respondents are more likely to apply if salary information is included

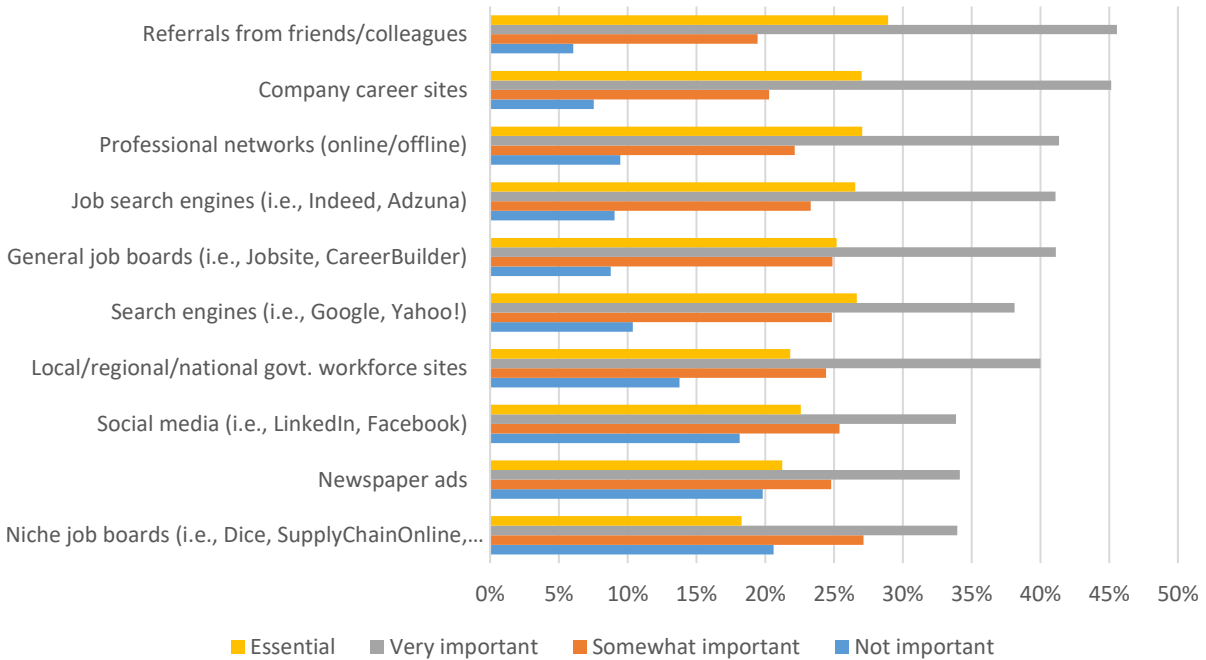
Which of the following best describes your employment industry or sector?



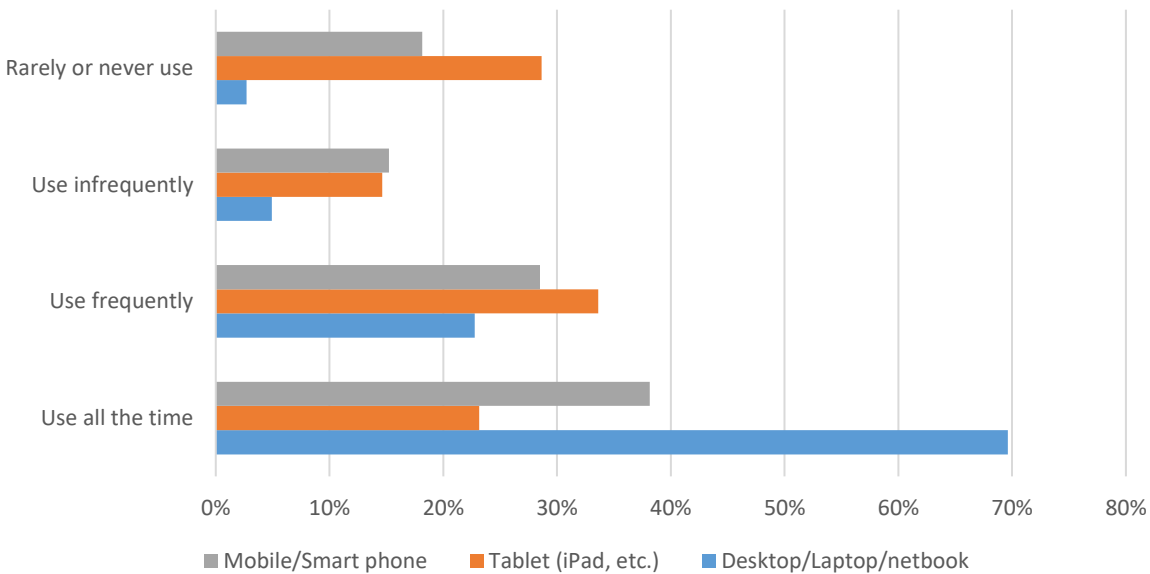
When you look for jobs which methods do you typically use?



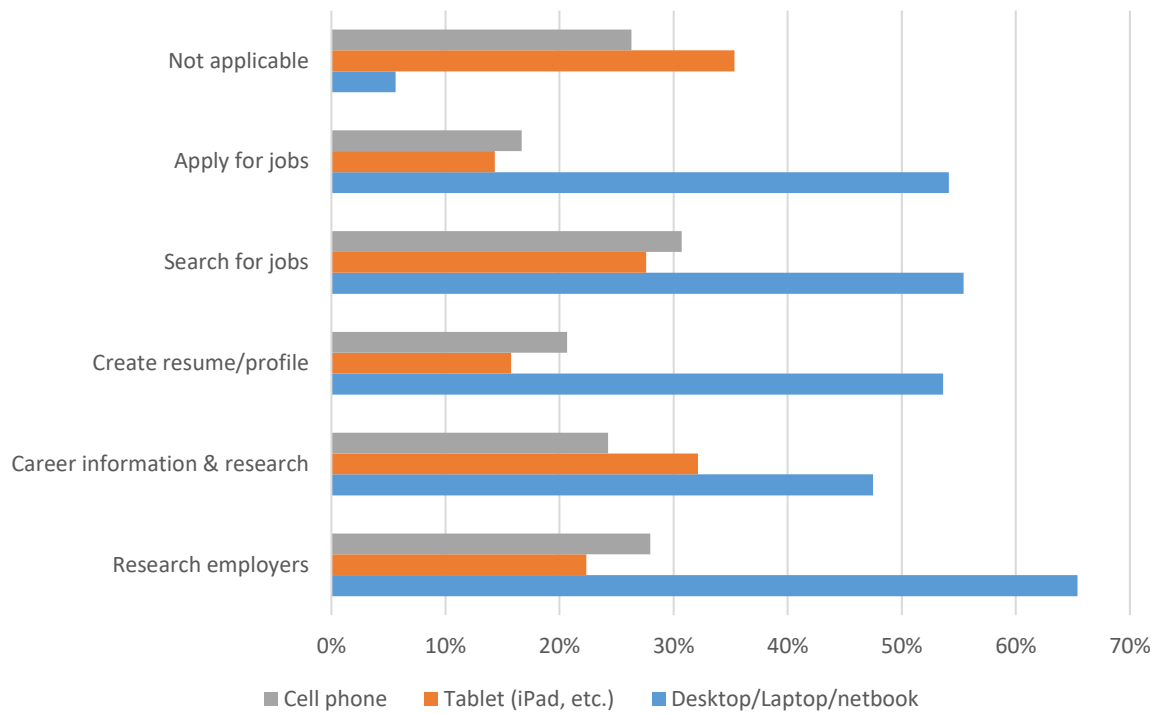
Please rate the following platforms, tools, or sites in terms of how important they were to you in your job search.



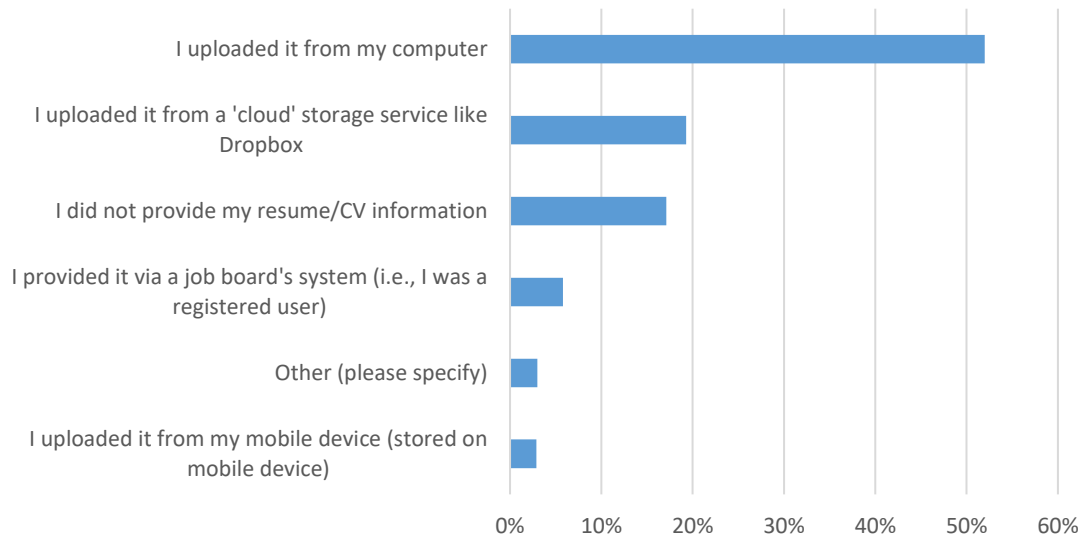
During a job search, how often do you use the following platforms?

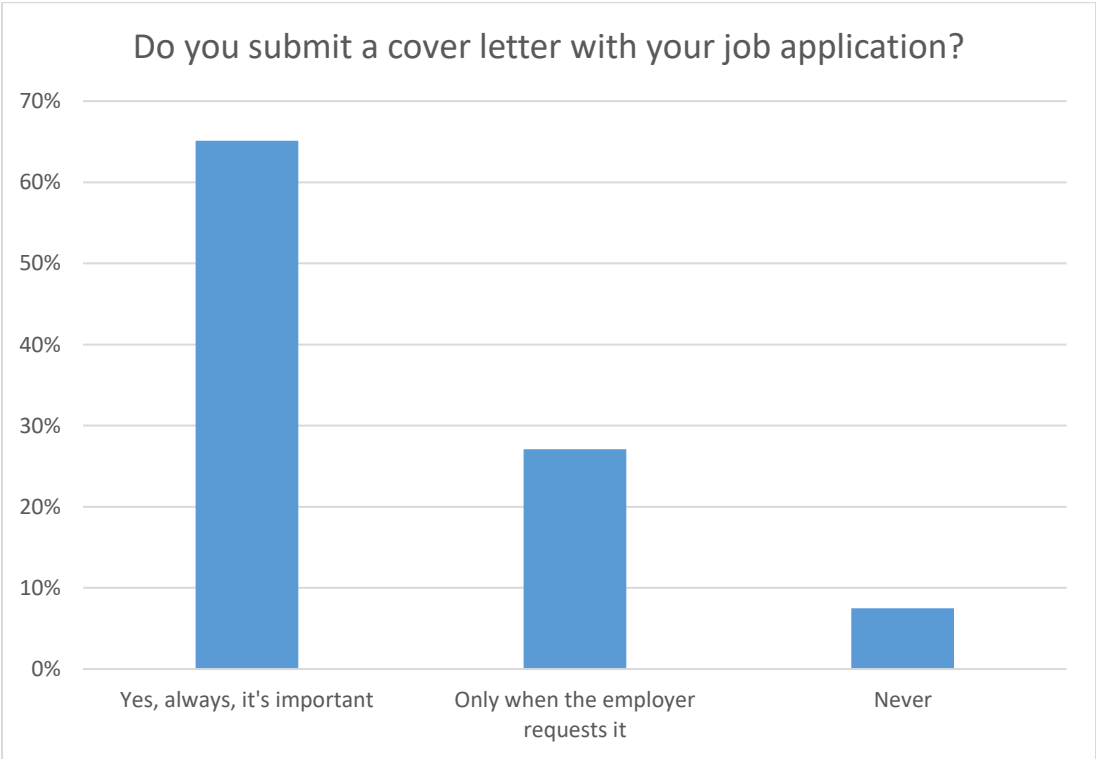
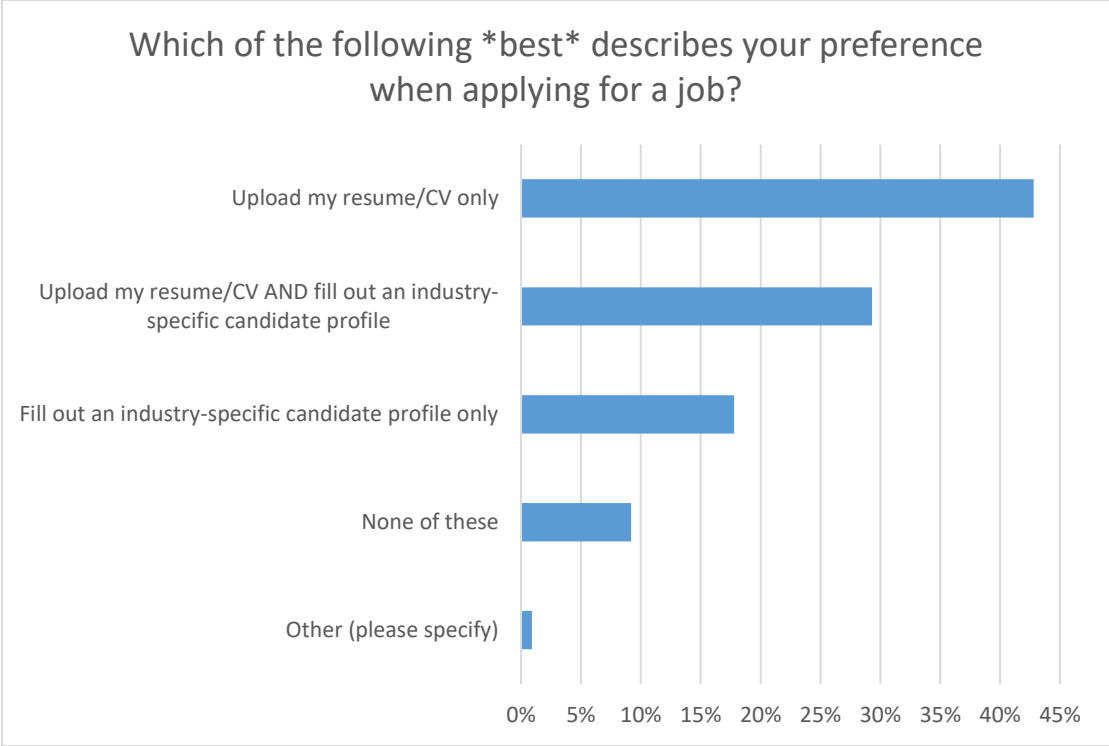


How did you use the following platforms during your job search?

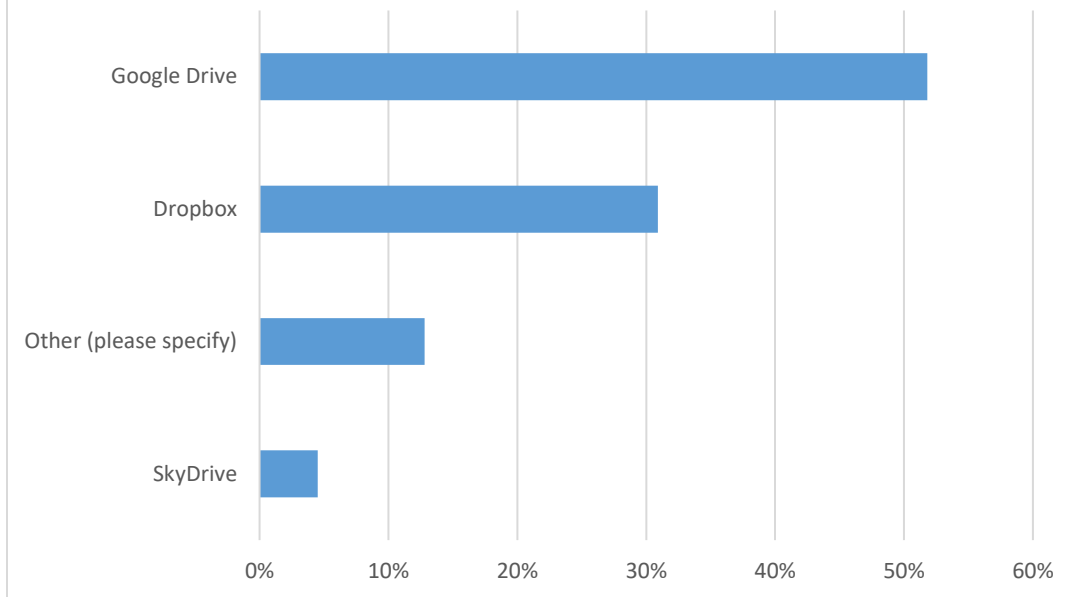


If you have applied for a job on a mobile device, how did you provide your resume/CV information?

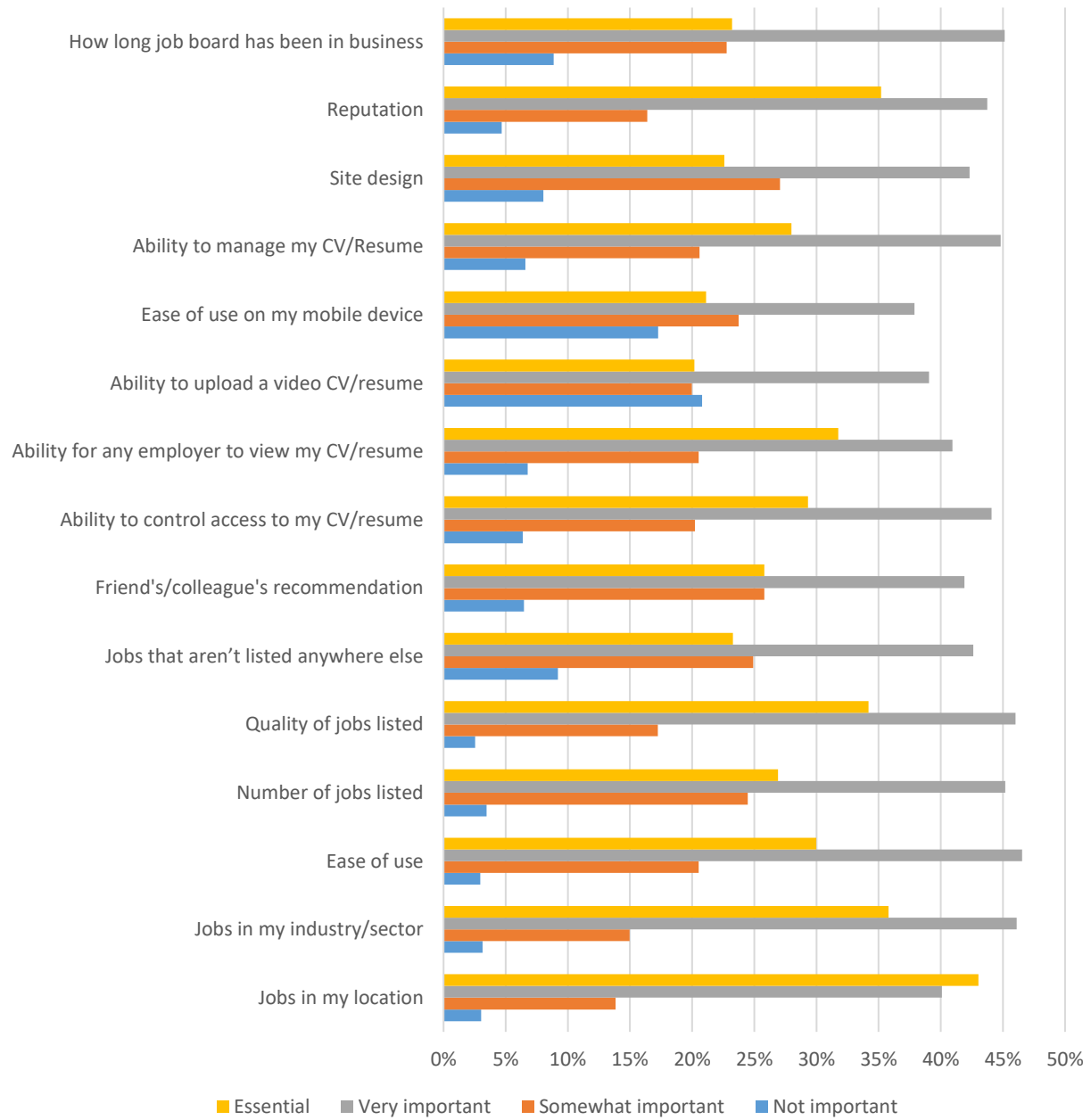




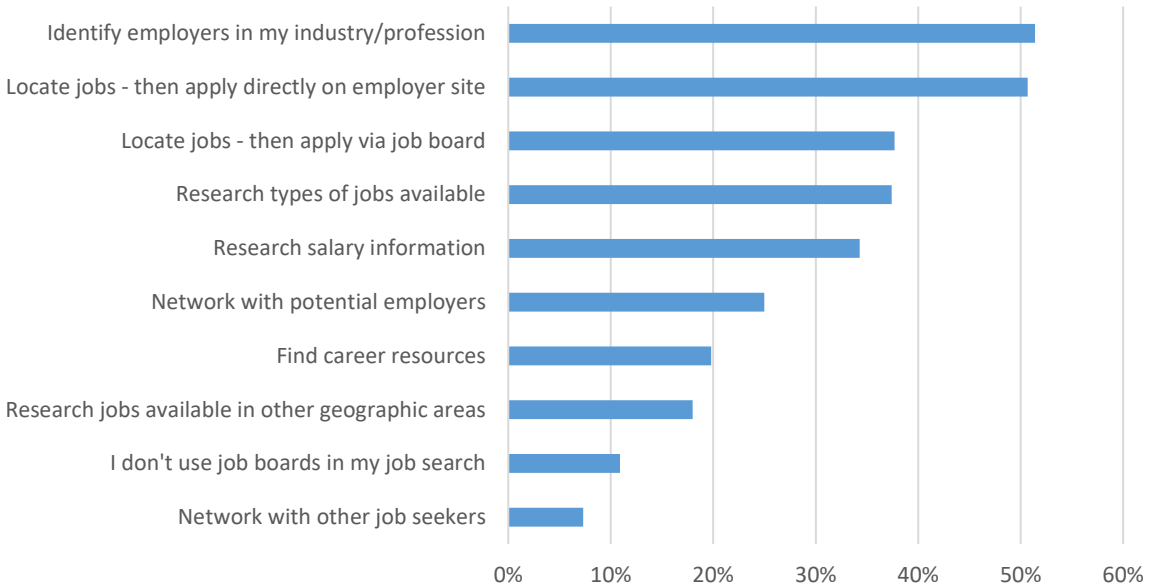
Which cloud service do you use to store your resume/CV?



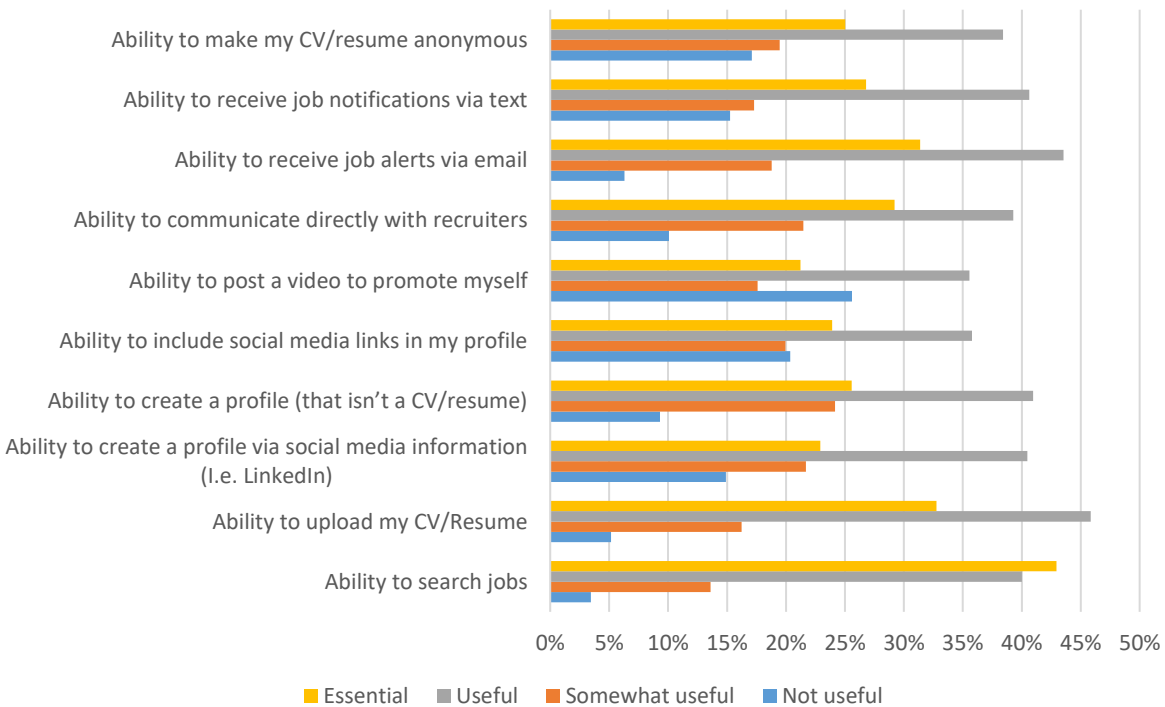
Thinking about the job board(s) you used, how important were the following factors in choosing to use a particular job board?



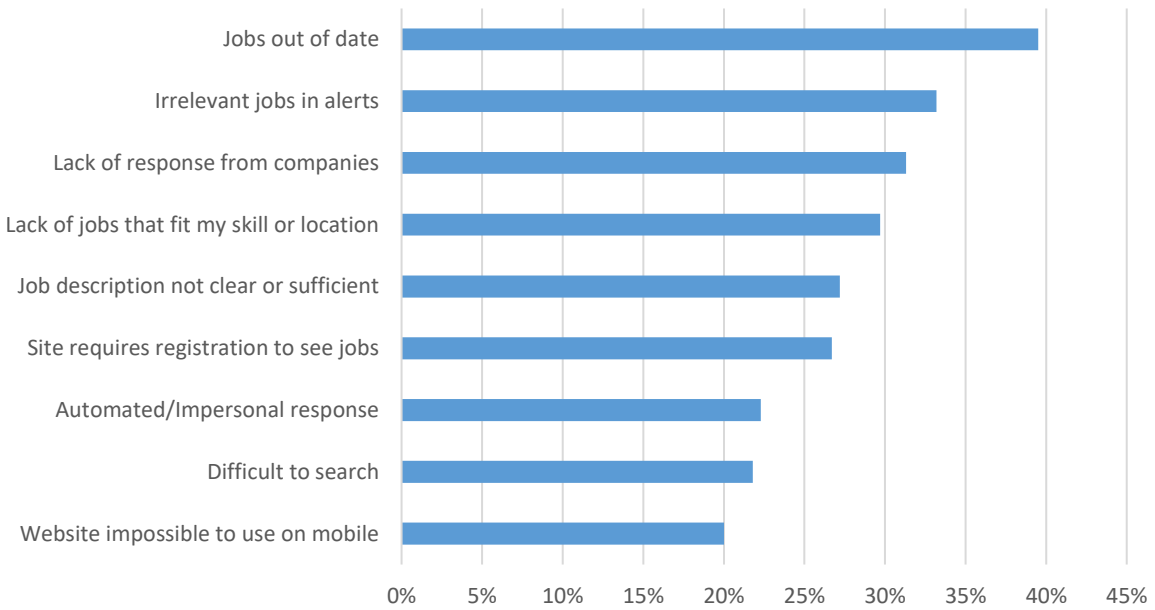
What were the primary ways you have used job boards in your career hunt?



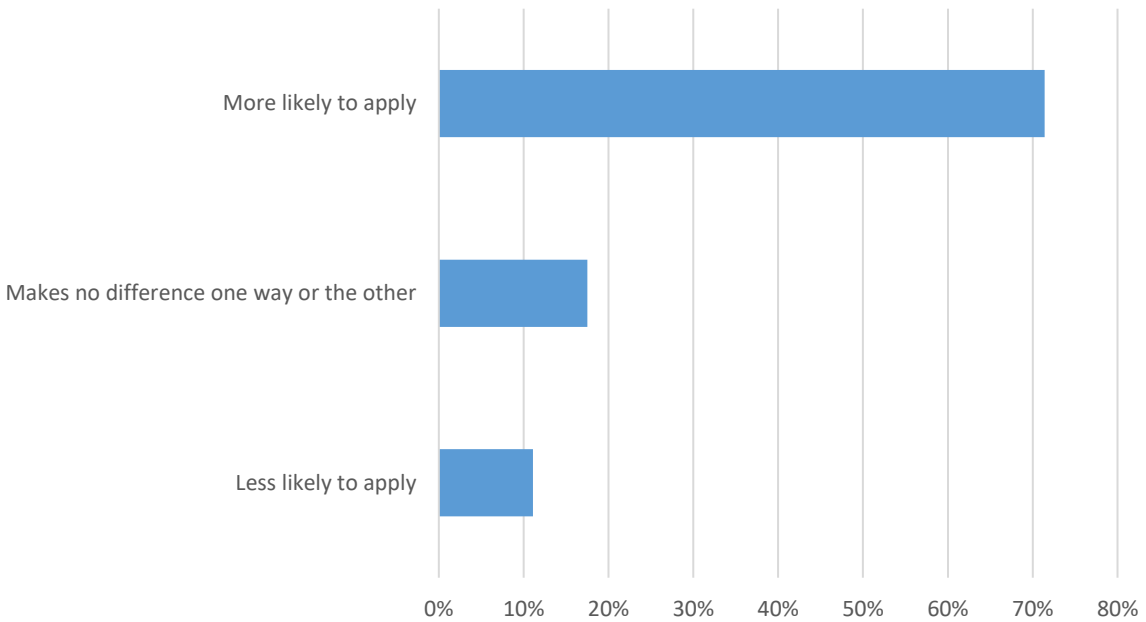
How useful to you were the following features on job and career sites during your last job search?



If you used job boards in your search, which of the following do you find *most frustrating* about them?



How does the inclusion of salary information on a job ad affect your likelihood to apply?



Results by Country: U.K.

Background:

508 respondents

Age:

18-25	13%
26-35	33%
36-50	43%
51-65	12%

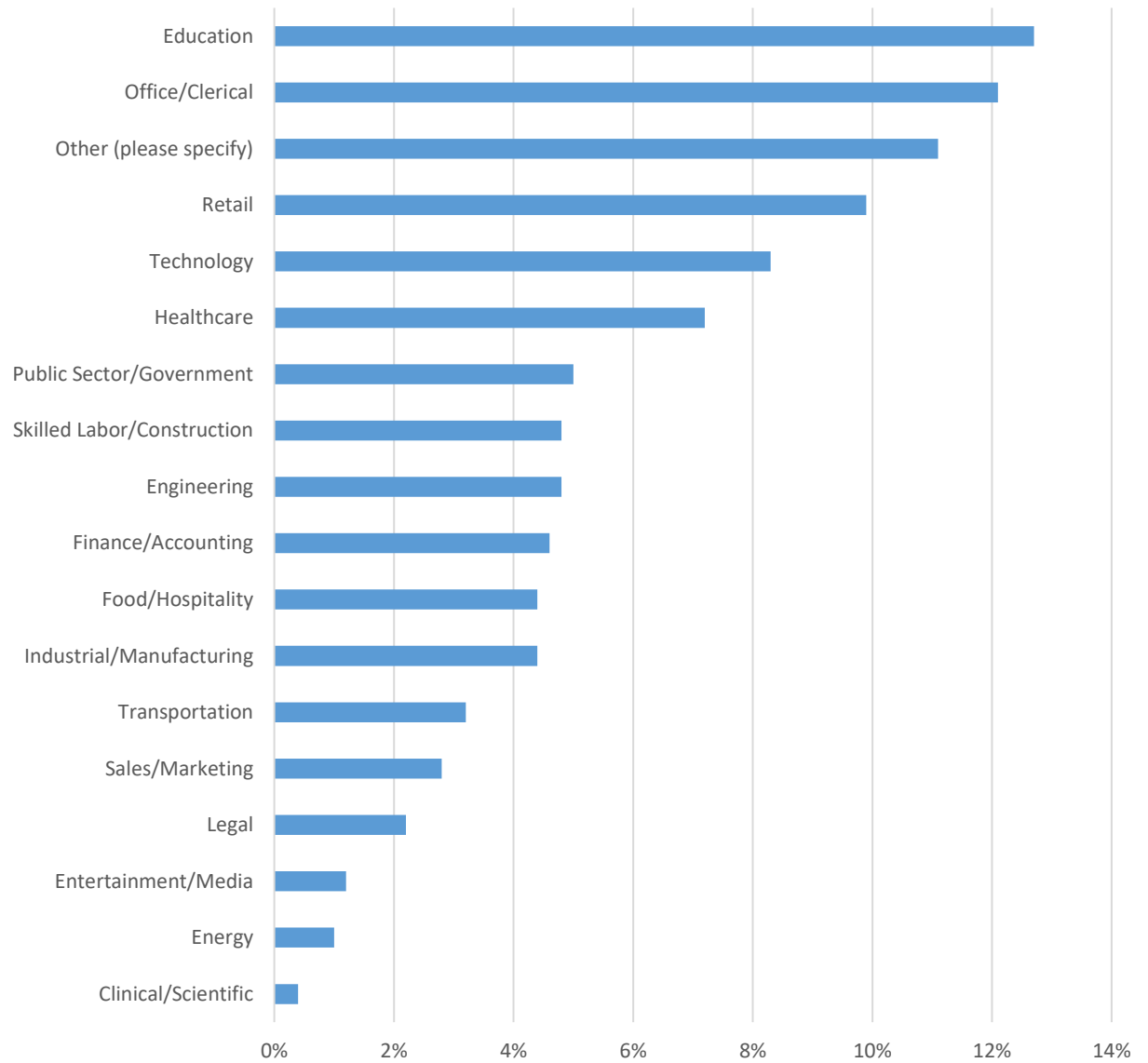
Employment status:

Yes - contract employment	3%
No, I am unemployed	7%
Yes - part time employment	21%
Yes - full time employment	69%

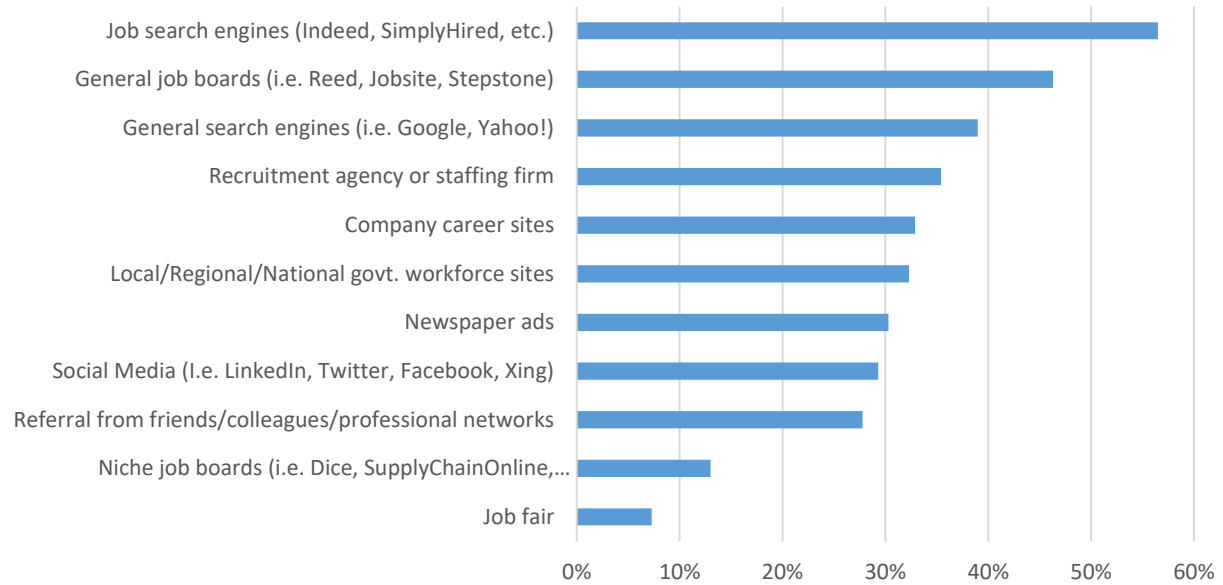
Key Findings:

- 81% of respondents are looking for full-time work, vs. 23% looking for part-time
- The top employment sectors for respondents are education (13%), office/clerical (12%), and retail (10%)
- Top 4 methods for finding jobs were job search engines (57%), general job boards (46%), general search engines (39%), and recruitment/staffing agencies (35%)
- Desktops & laptops are the most commonly used technology platform for finding work (94%)
- Less than 11% of respondents use tablets or mobile devices to apply for jobs
- 64% always submit a cover letter with an application
- 38% of respondents felt that having jobs in their location was essential for a job board
- 52% use job boards to locate jobs, then apply for those jobs on company career sites
- Out of date and irrelevant jobs top the list of most frustrating aspects of job boards
- 70% of respondents are more likely to apply if salary information is included

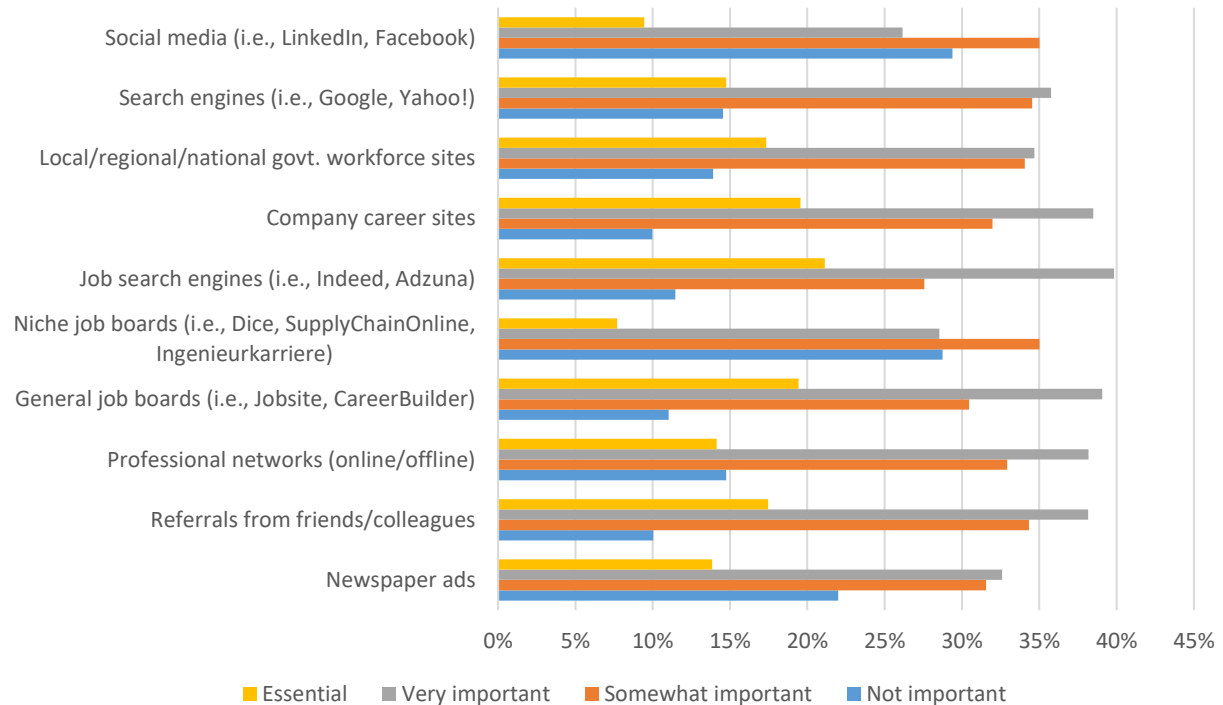
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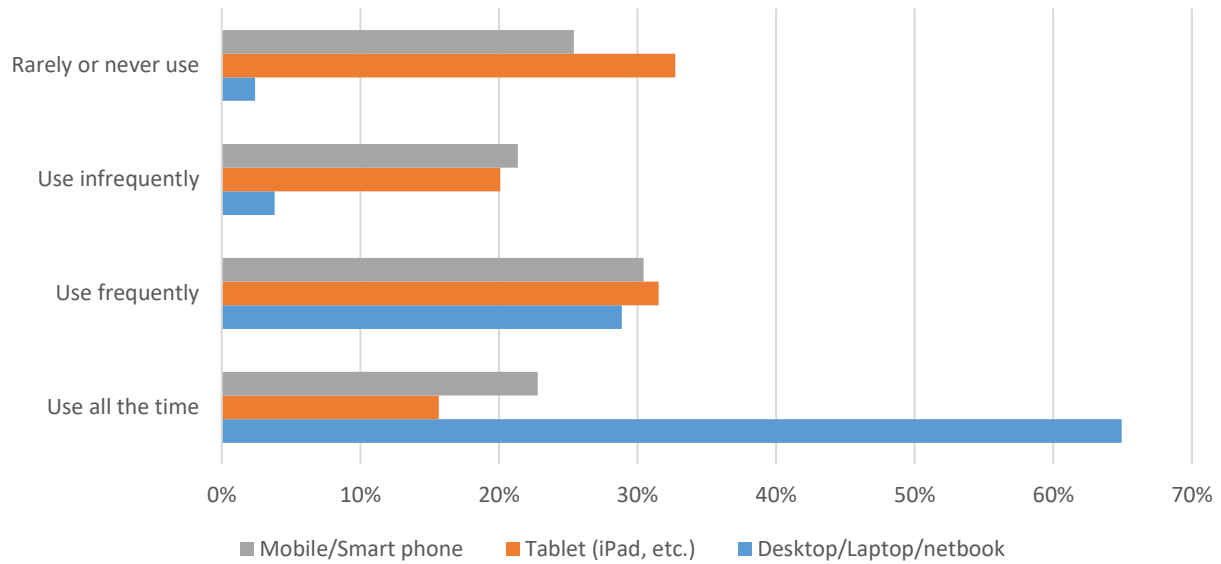
When you look for jobs which methods do you typically use? (Check all that apply)



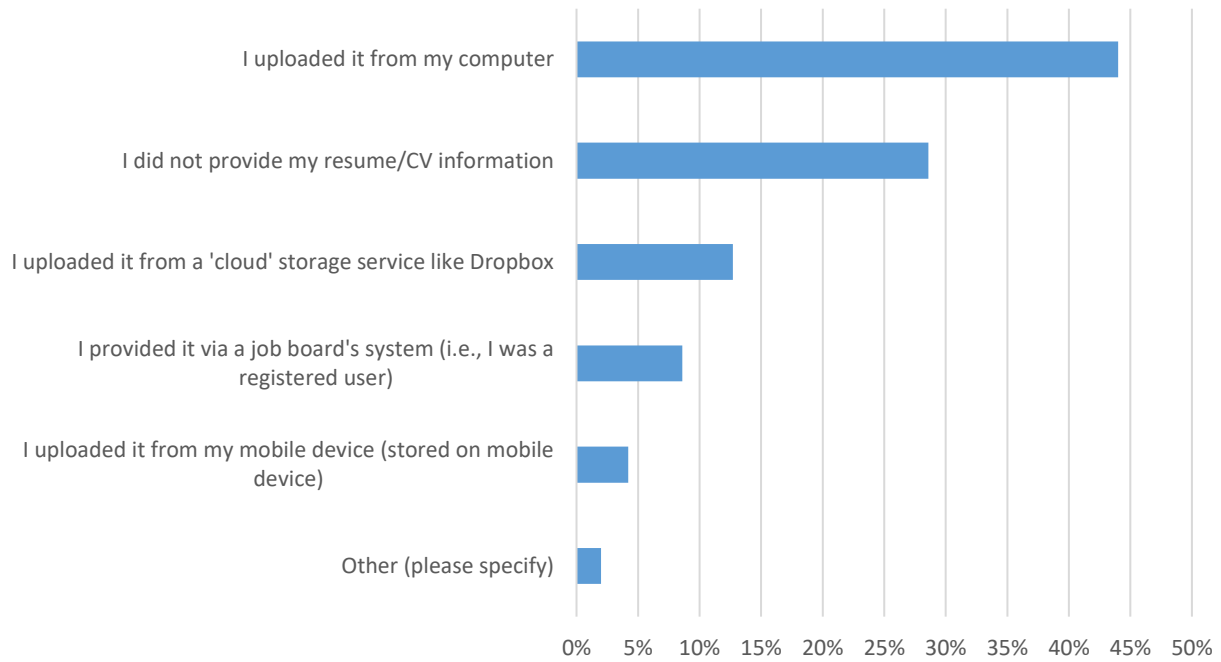
Please rate the following platforms, tools, or sites in terms of how important they were to you in your job search.



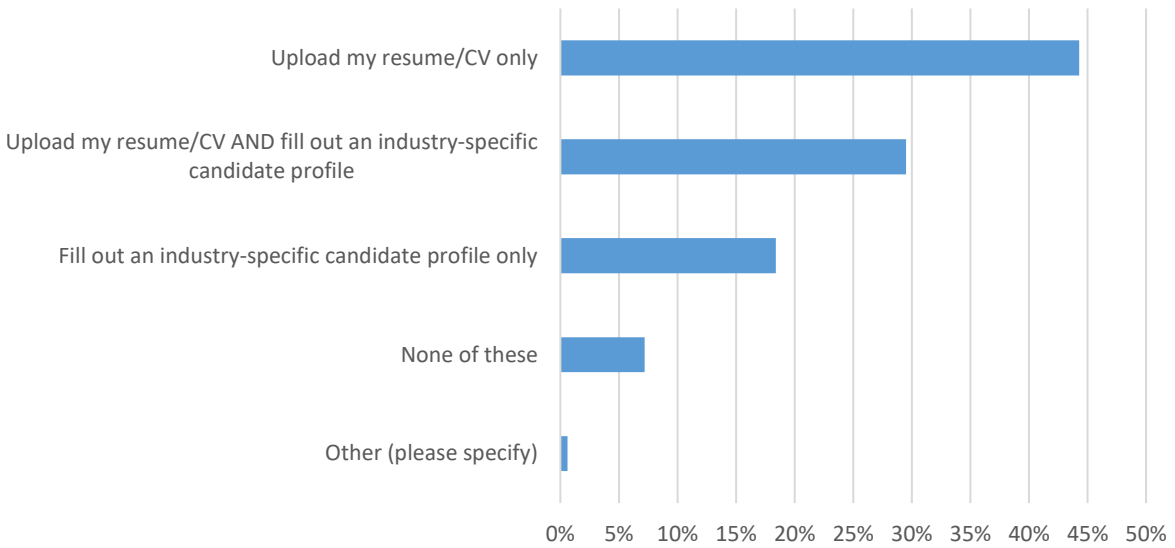
During a job search, how often do you did use the following platforms?



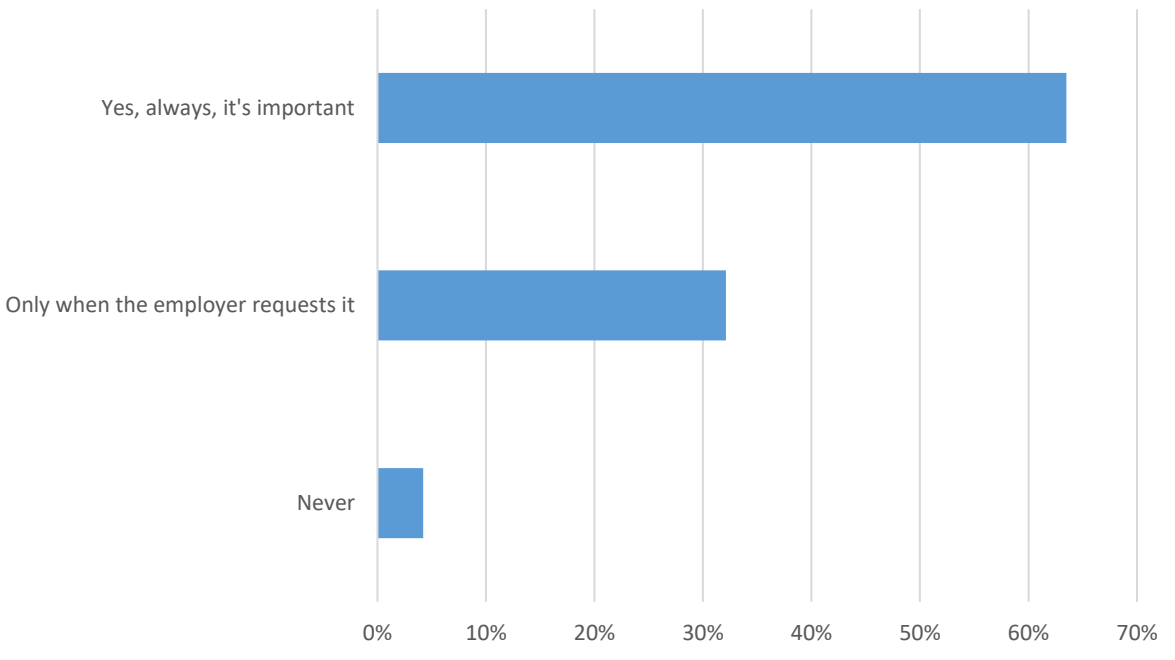
If you have applied for a job on a mobile device, how did you provide your resume/CV information?

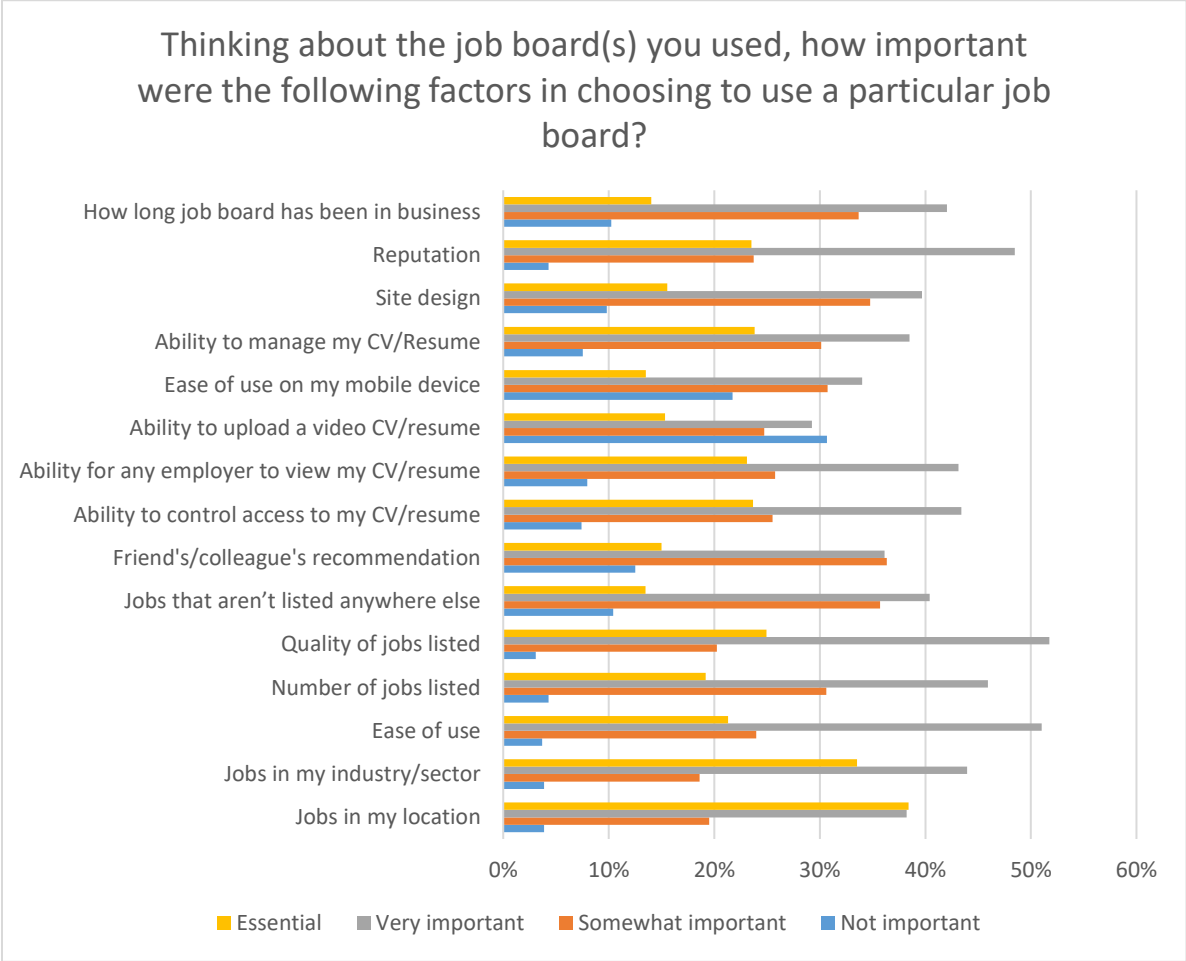
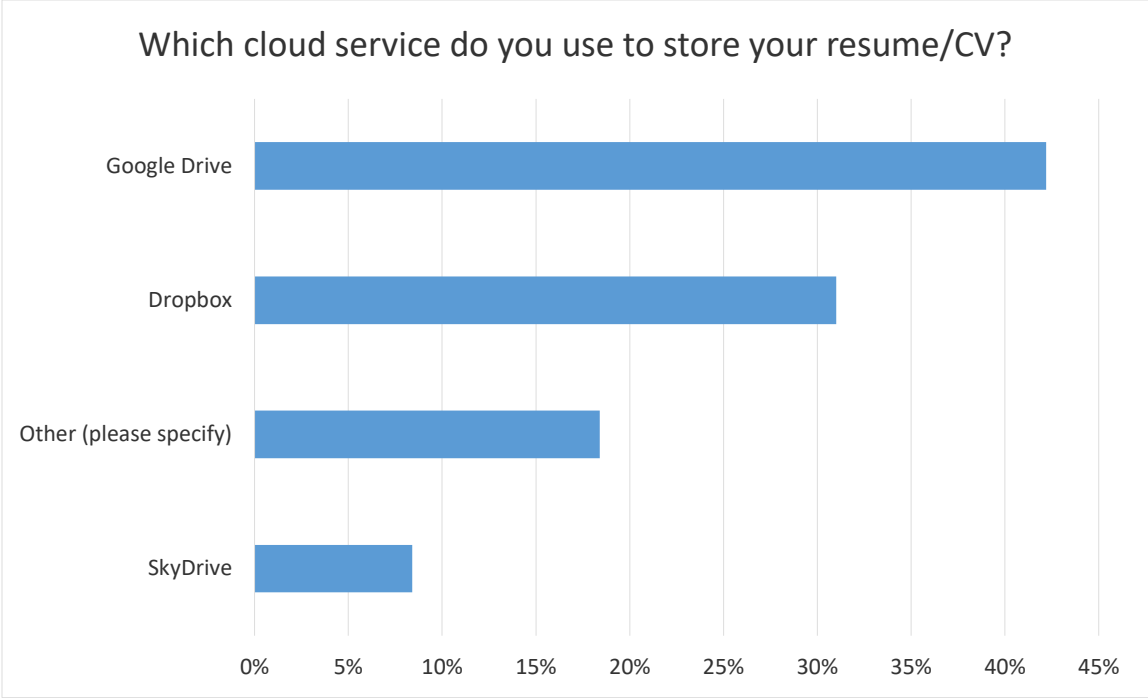


Which of the following *best* describes your preference when applying for a job?:

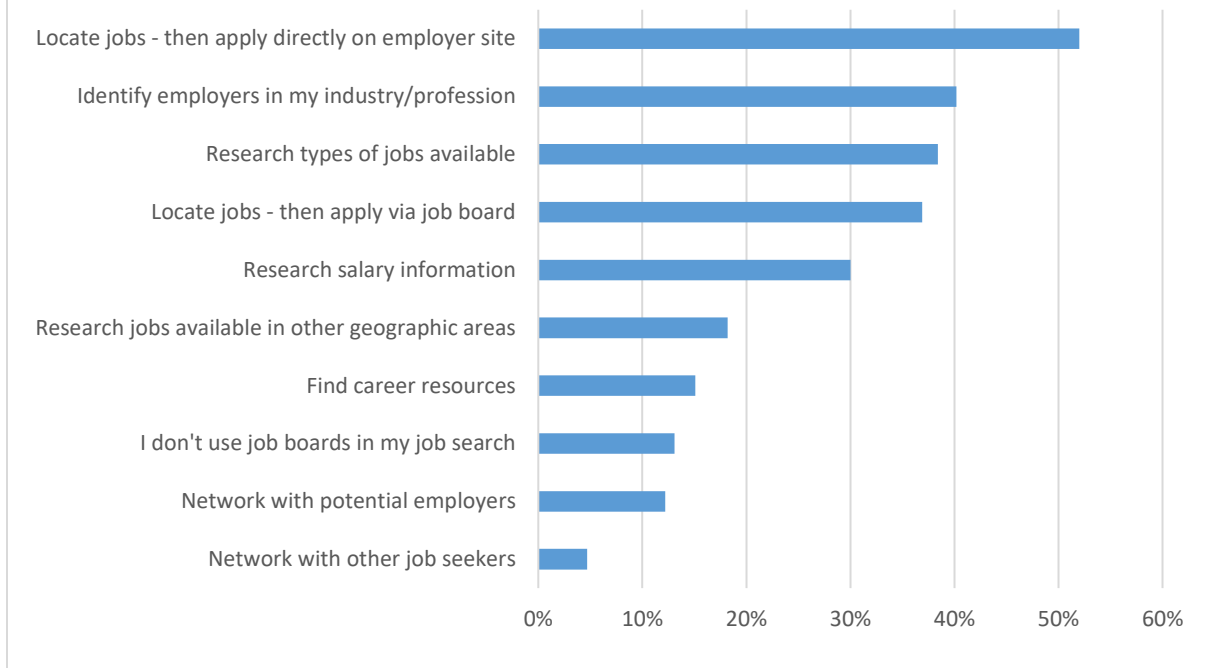


Do you submit a cover letter with your job application?

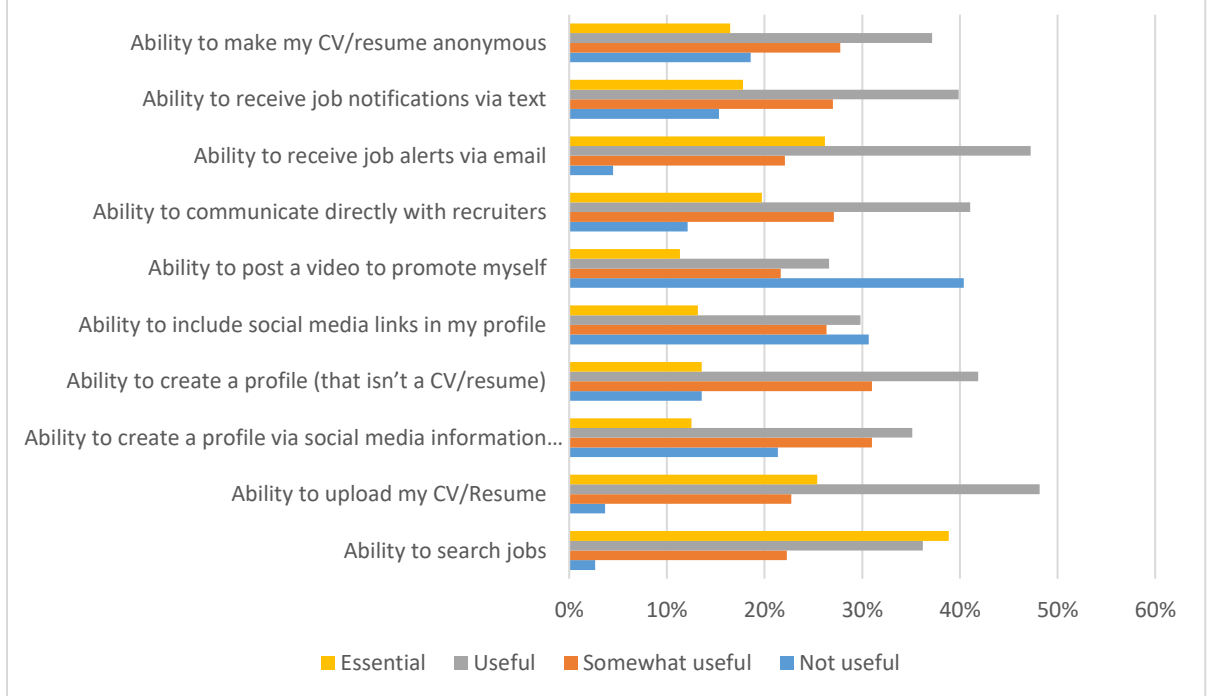




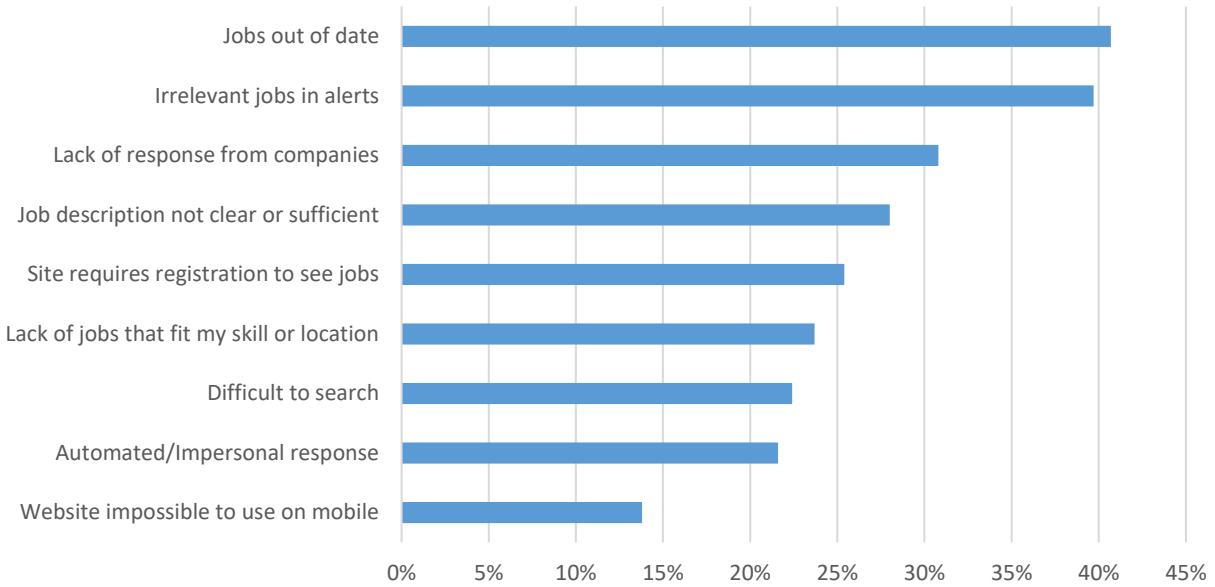
What were the primary ways you have used job boards in your career hunt?



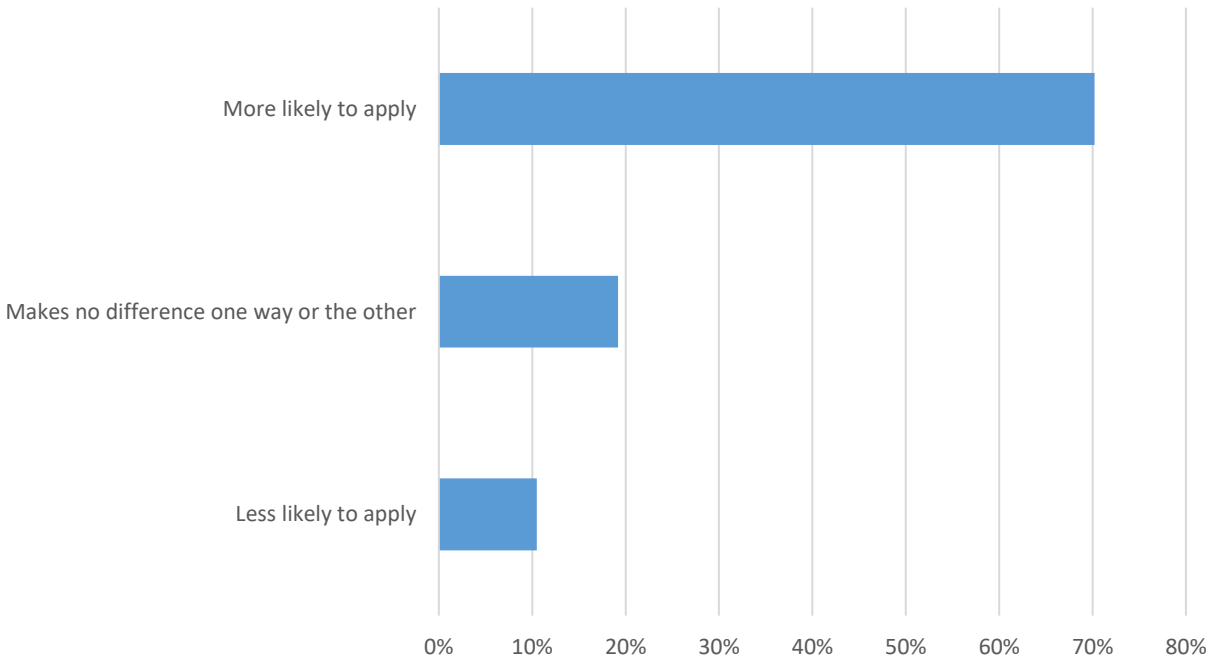
How useful to you were the following features on job and career sites during your last job search?



If you used job boards in your search, which of the following do you find *most frustrating* about them?



How does the inclusion of salary information on a job ad affect your likelihood to apply?



Results by Country: Germany

Background:

516 respondents

Age:

18-25 8%

26-35 25%

36-50 49%

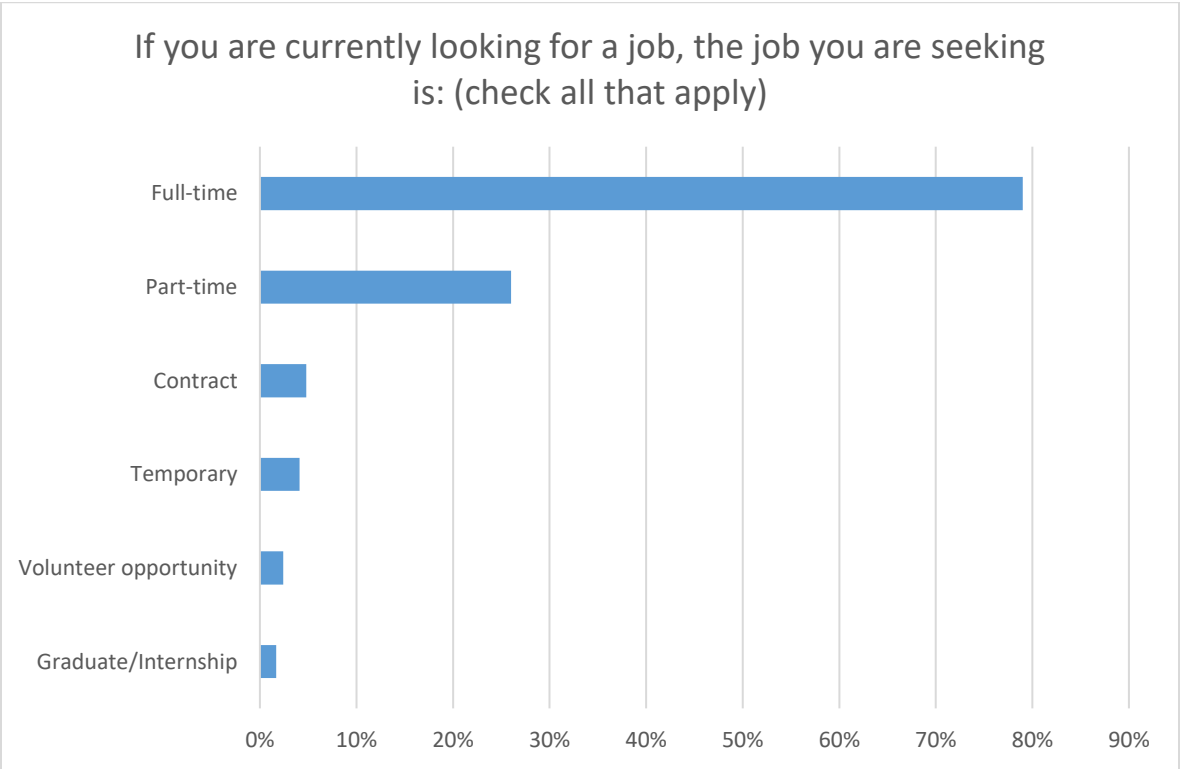
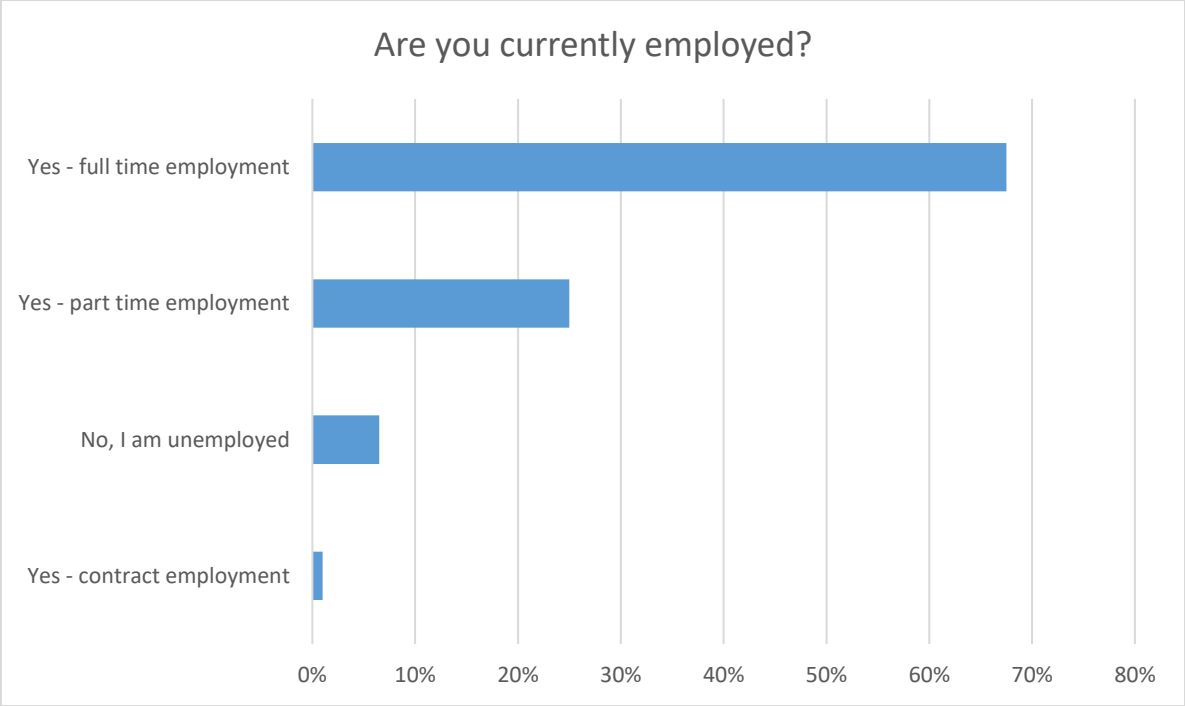
51-65 19%

Employment status:

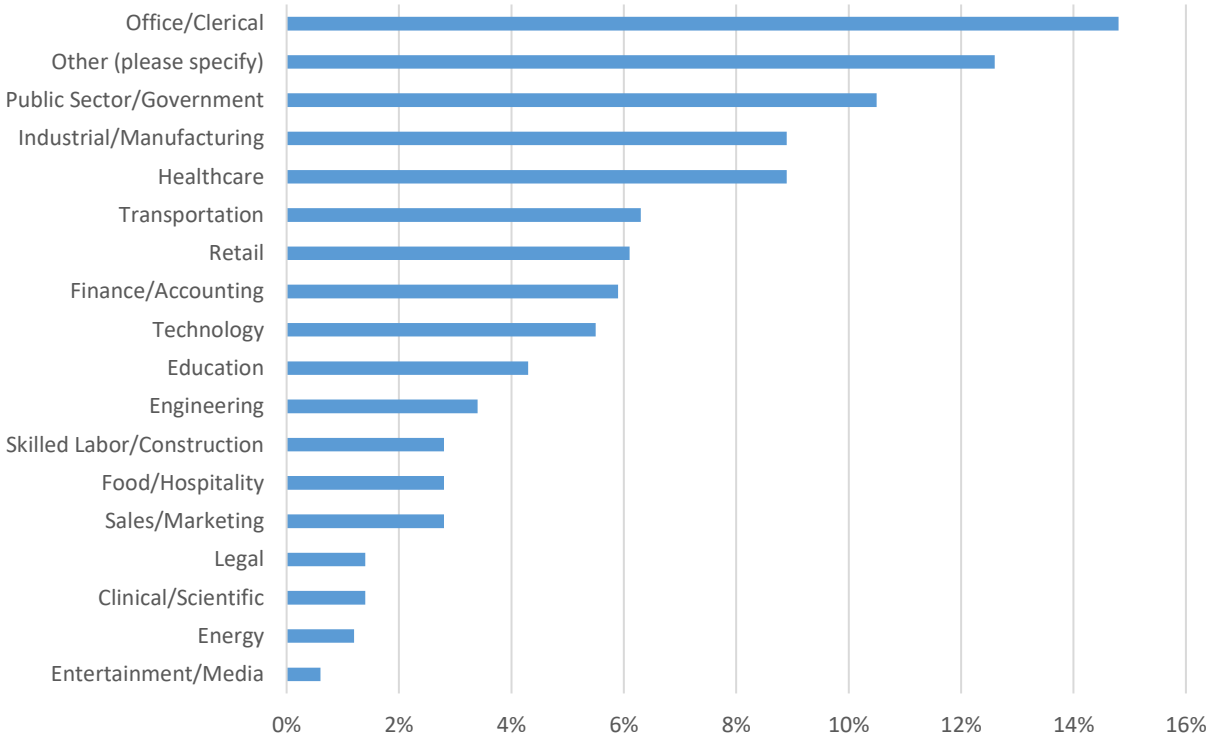
Yes - contract employment	1%
No, I am unemployed	7%
Yes - part time employment	25%
Yes - full time employment	68%

Key Findings:

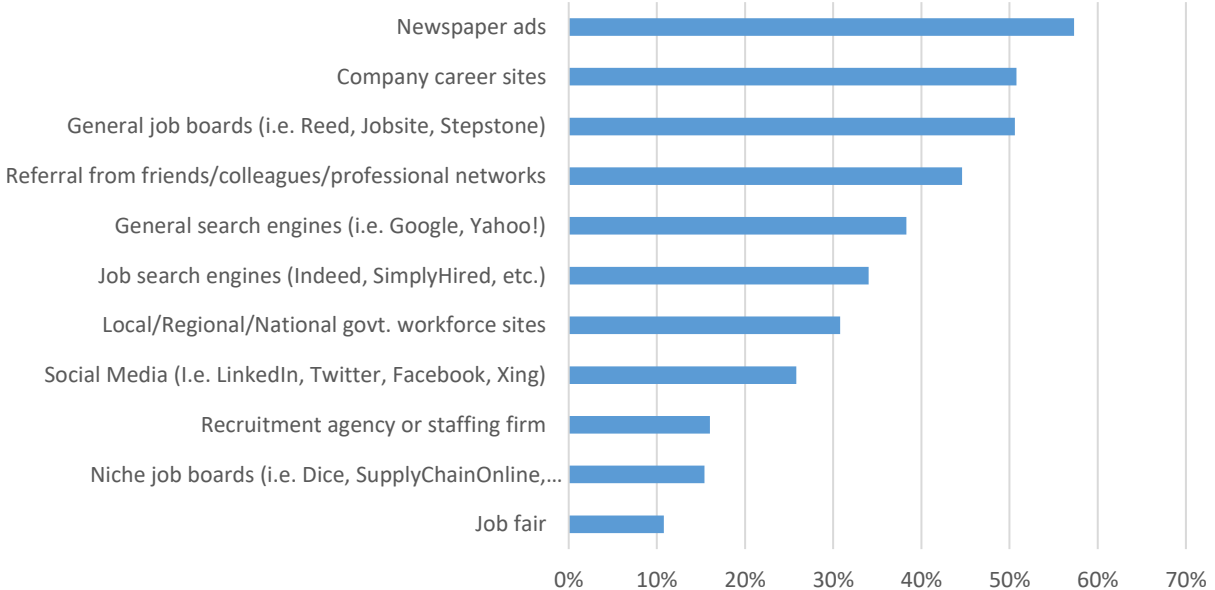
- 81% of respondents are looking for full-time work, vs. 23% looking for part-time
- The top employment sectors for respondents are office/clerical (15%), public sector/government (11%), and industrial/manufacturing (9%)
- Top 4 methods for finding jobs were newspaper ads (57%), company career sites (51%), general job boards (51%), and referrals (45%)
- Desktops & laptops are the most commonly used technology platform for finding work (83%)
- Less than 6% of respondents use tablets or mobile devices to apply for jobs
- 67% always submit a cover letter with an application
- 32% of respondents felt that having jobs in their location was essential for a job board
- 61% use job boards to identify employers in their industry or profession
- Out of date jobs top the list of most frustrating aspects of job boards
- 54% of respondents are more likely to apply if salary information is included



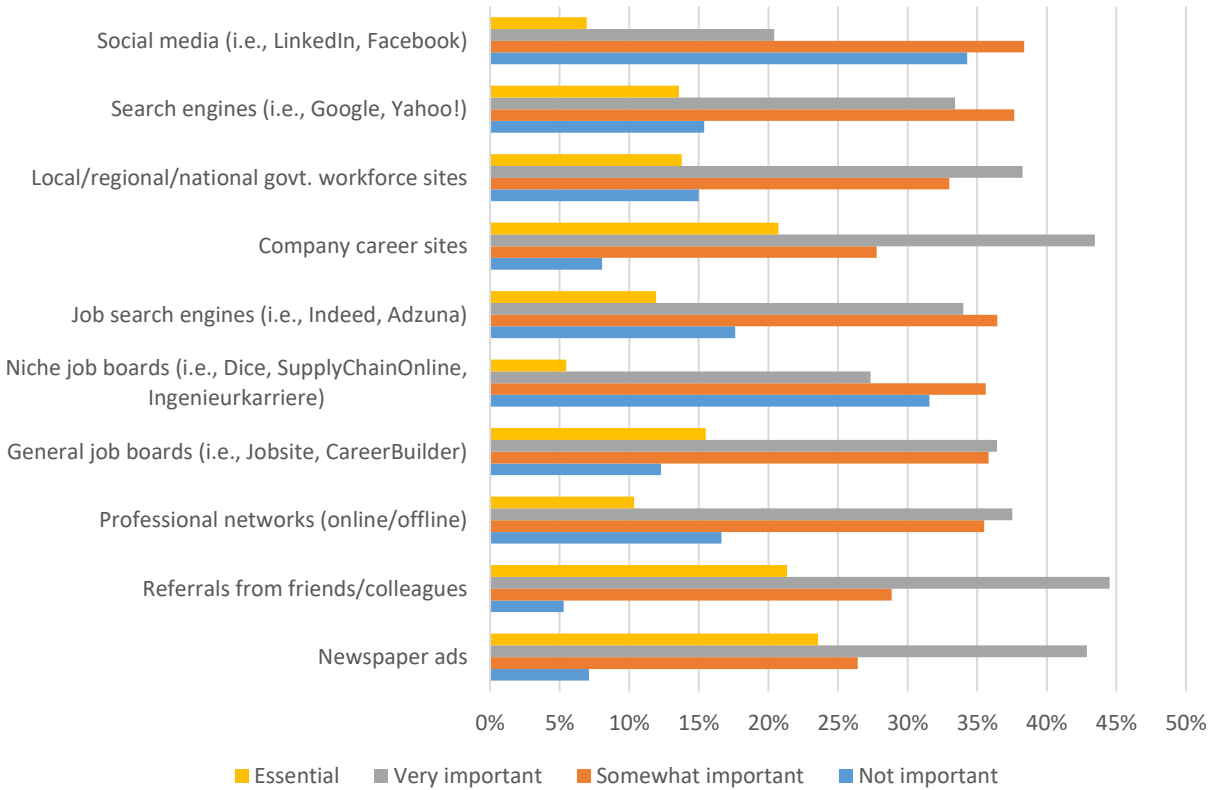
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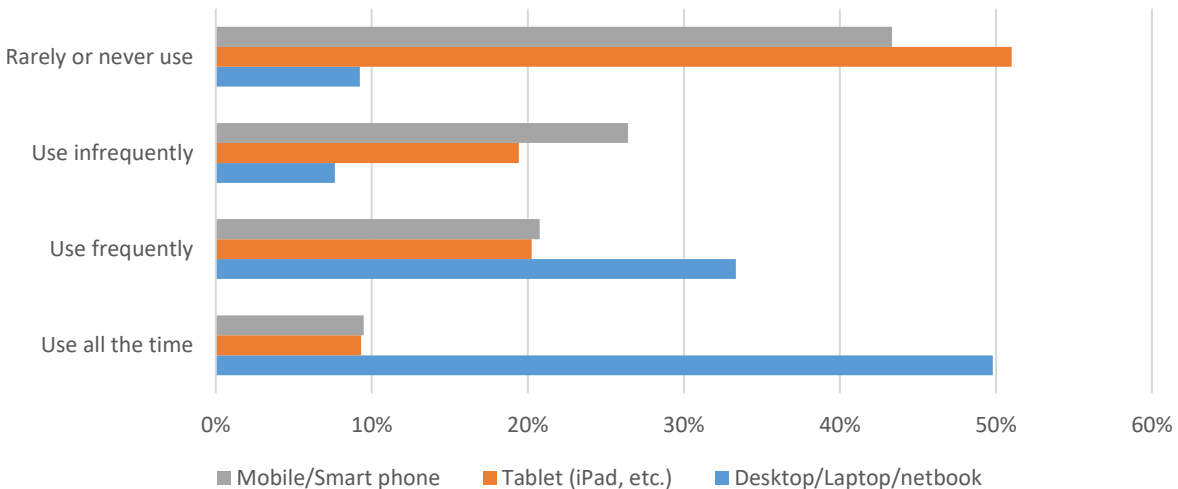
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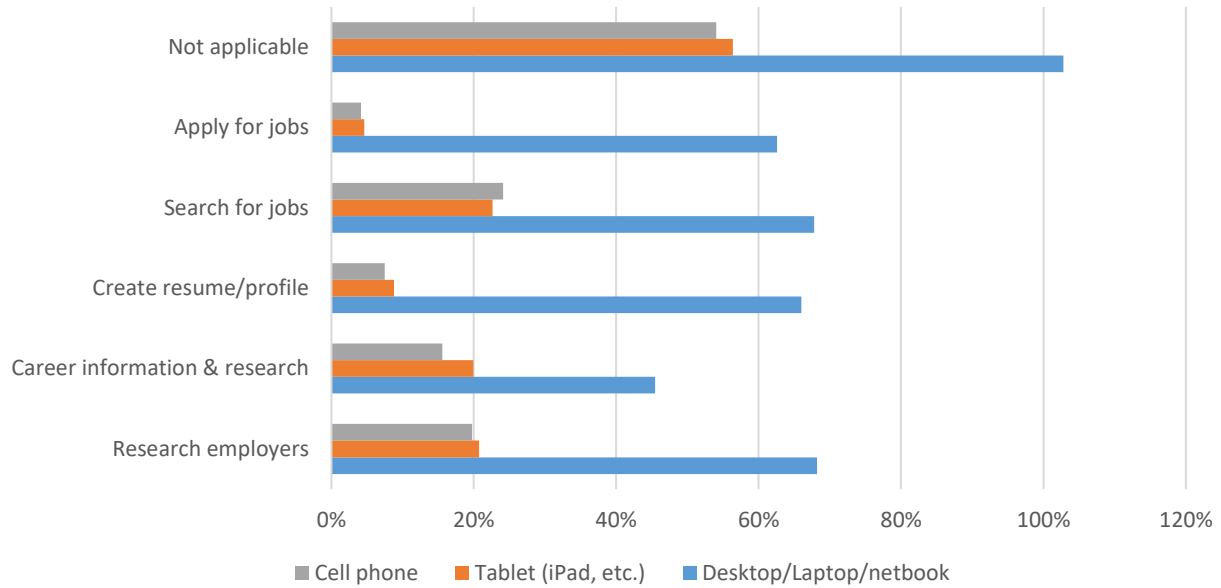
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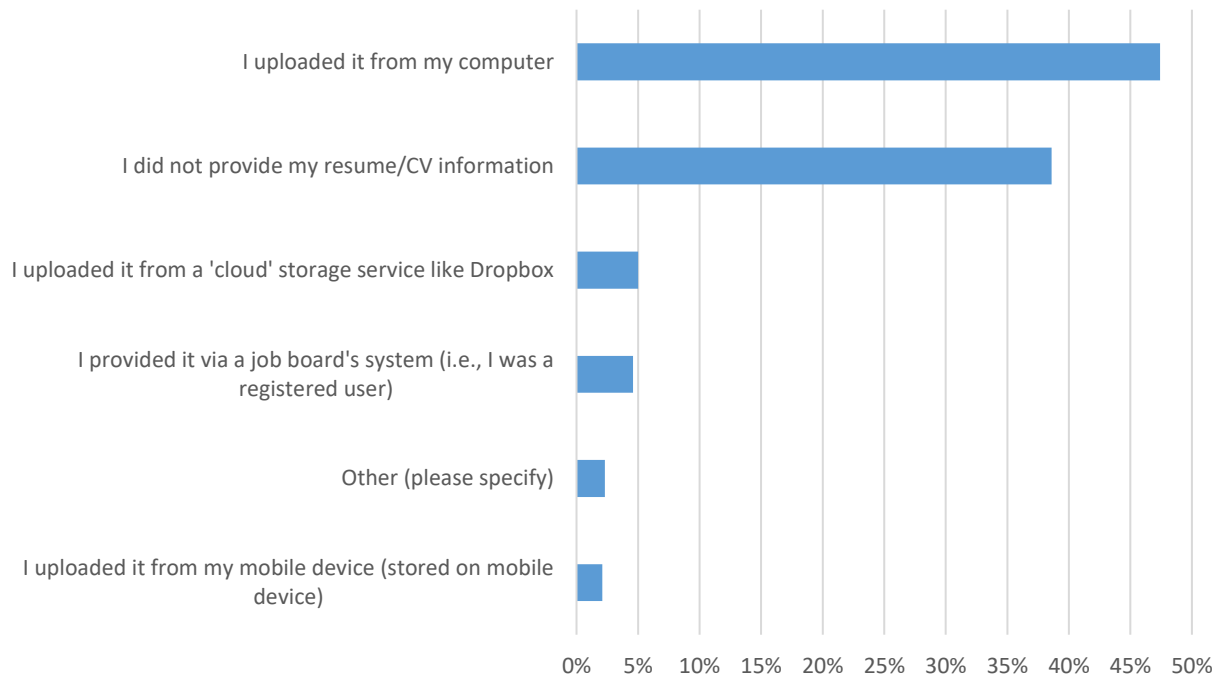
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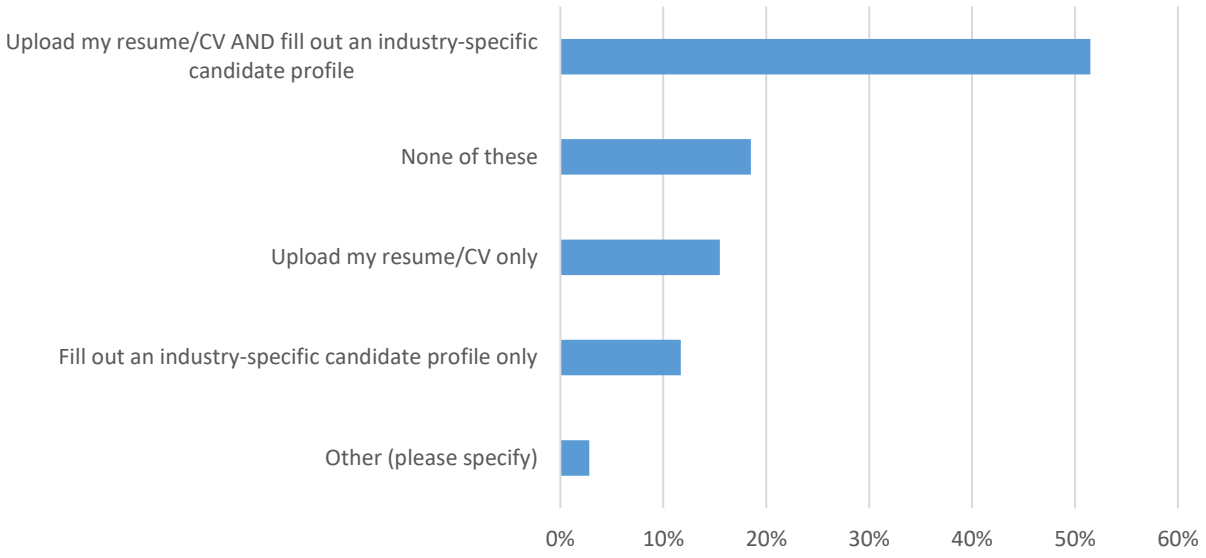
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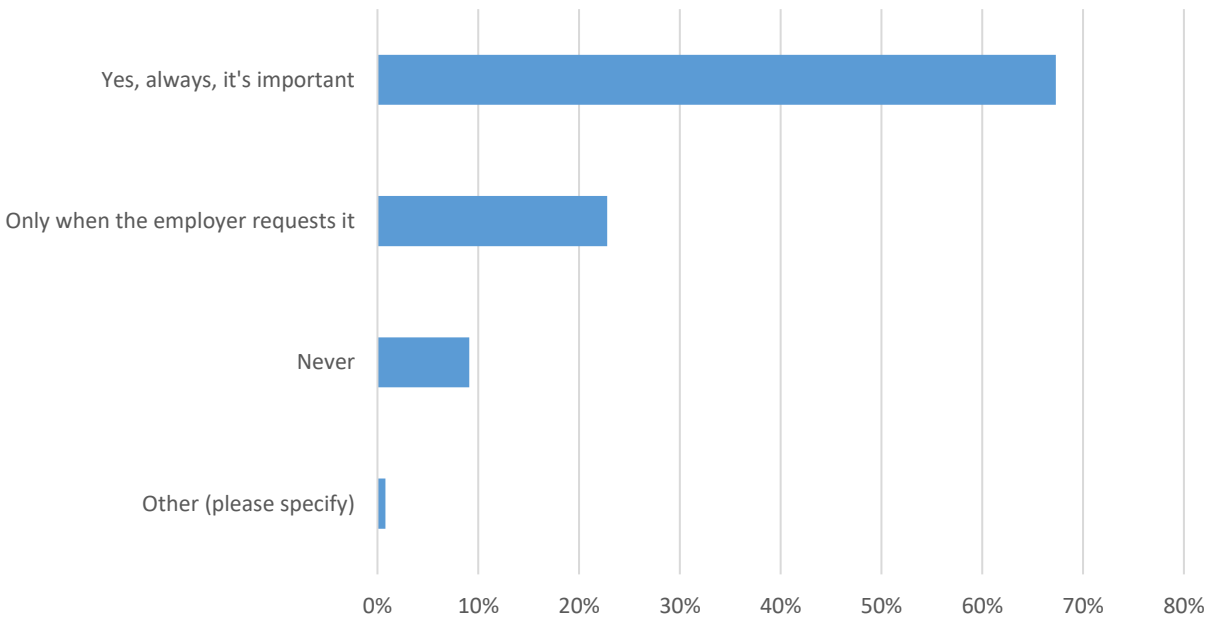
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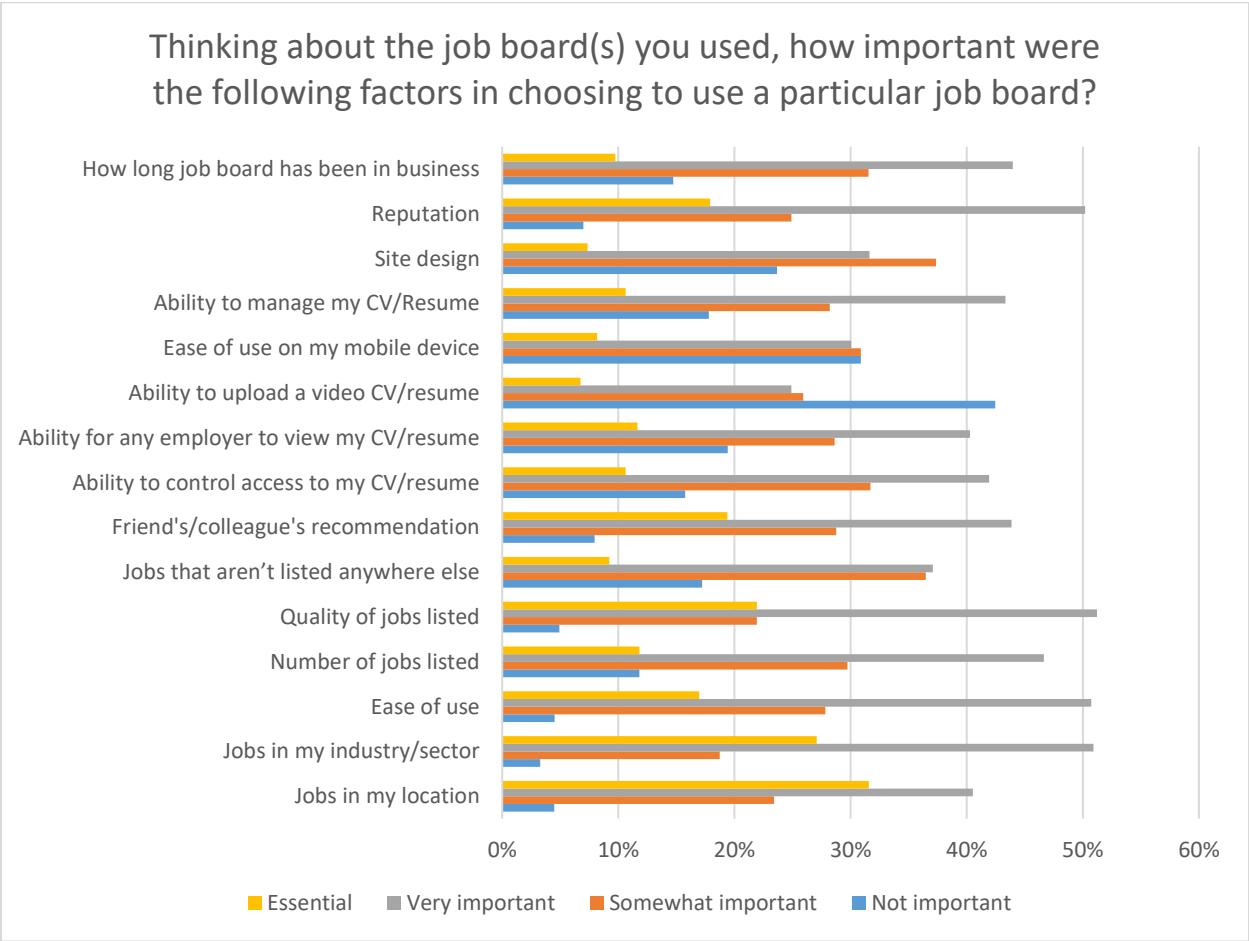
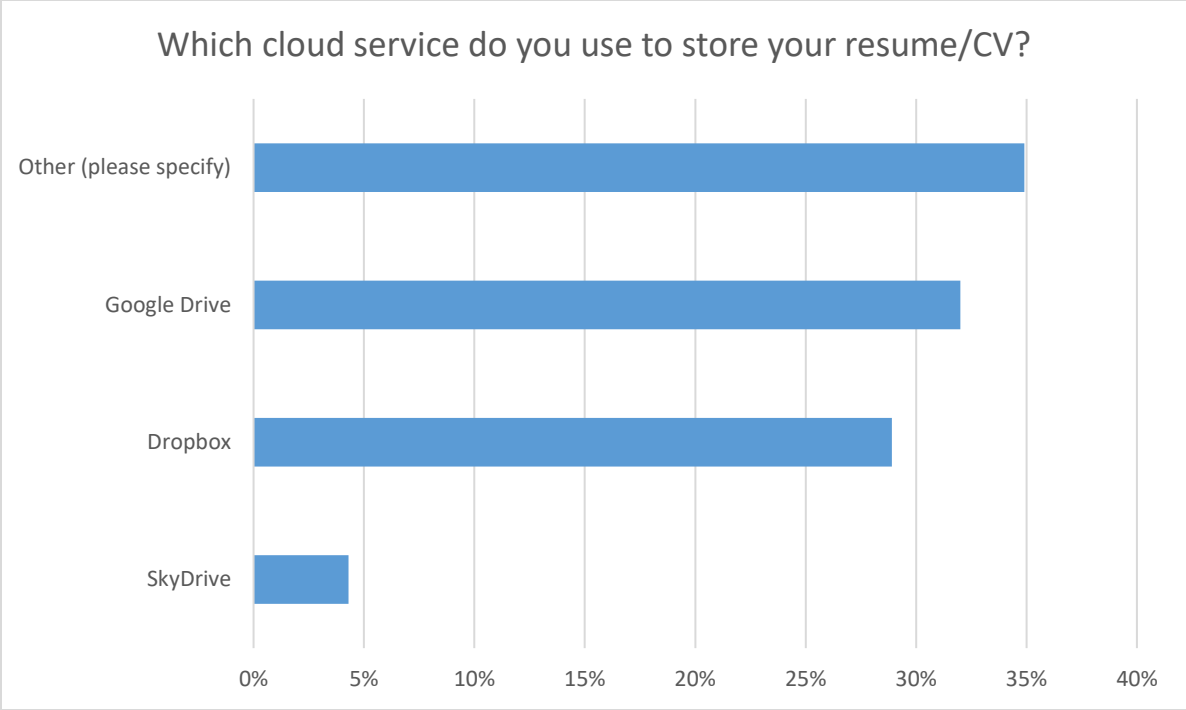


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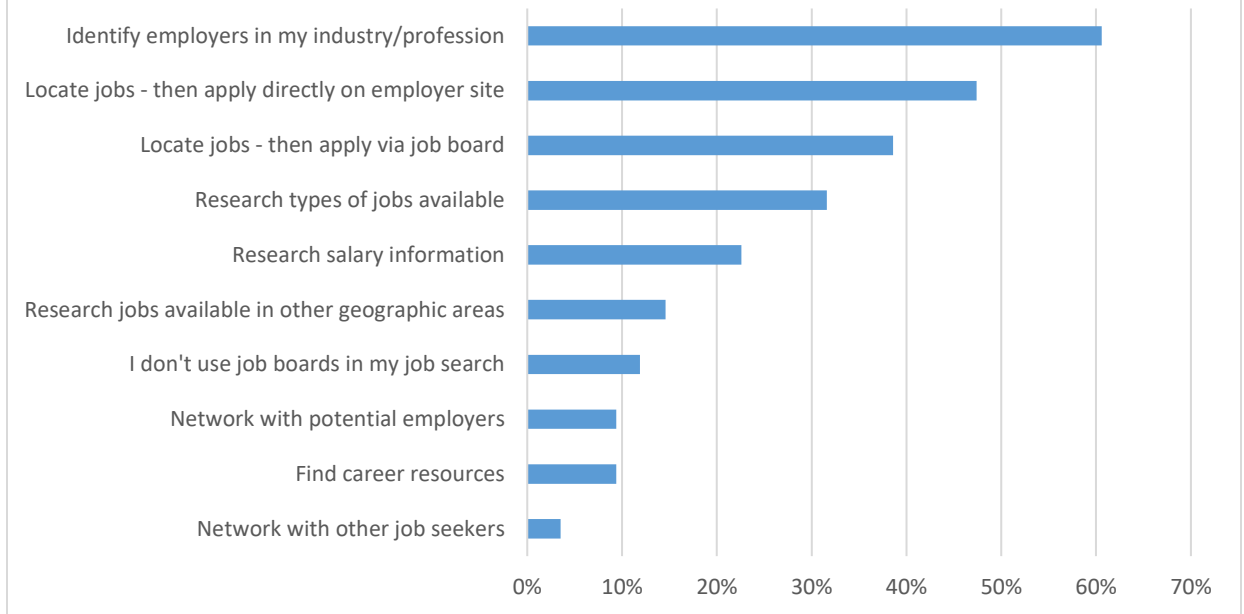


Do you submit a cover letter with your job application?

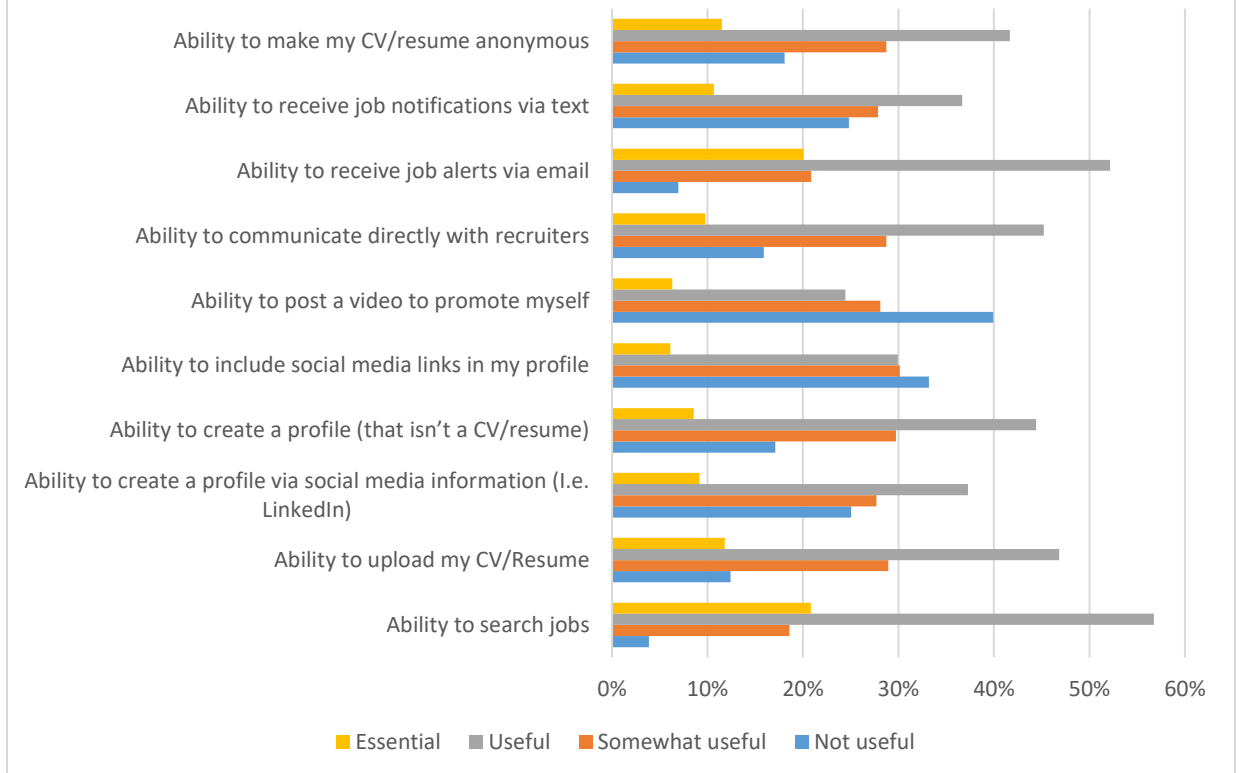


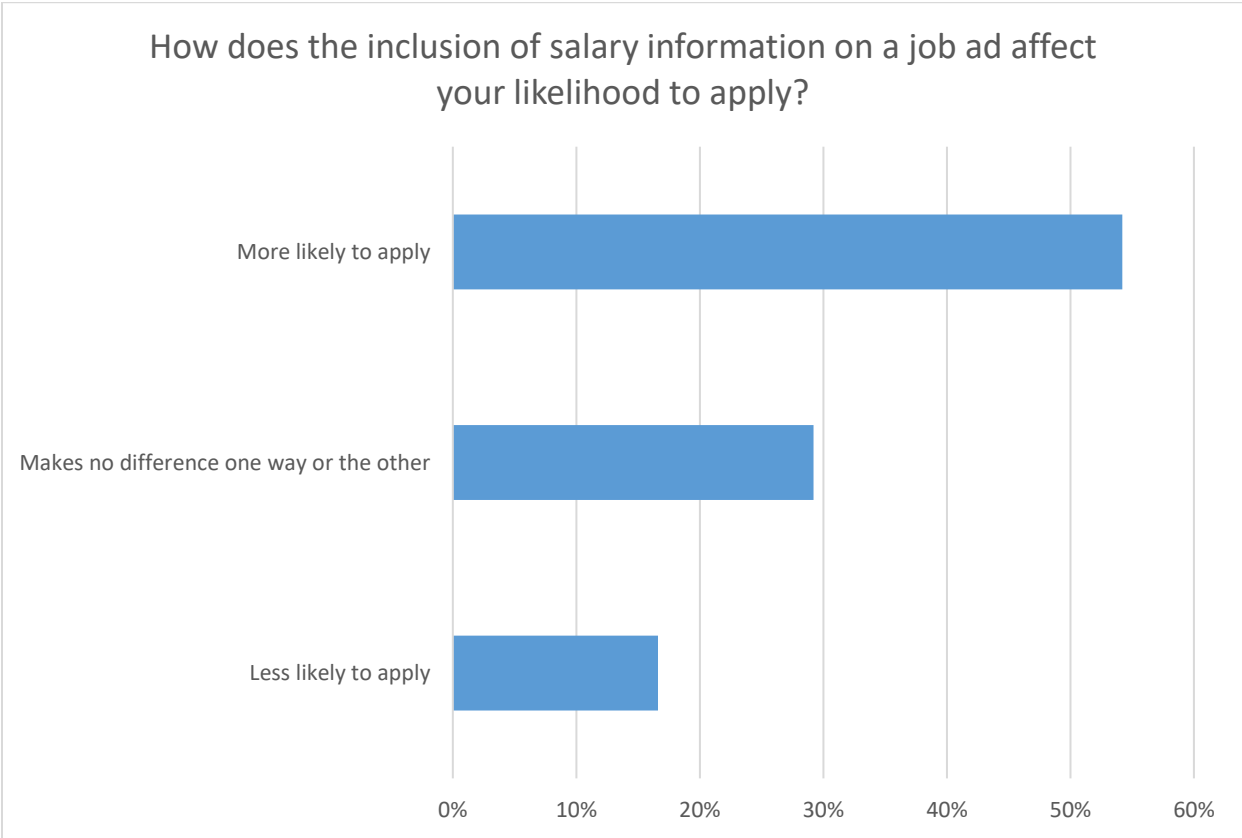
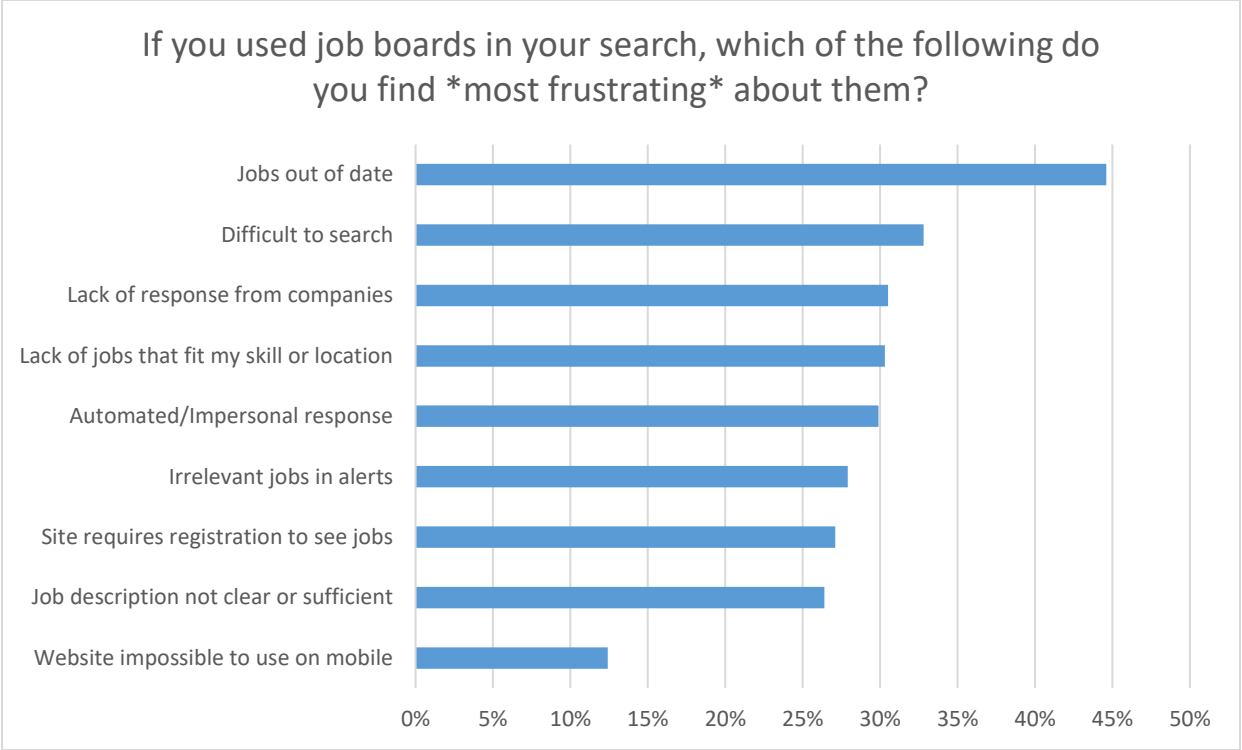


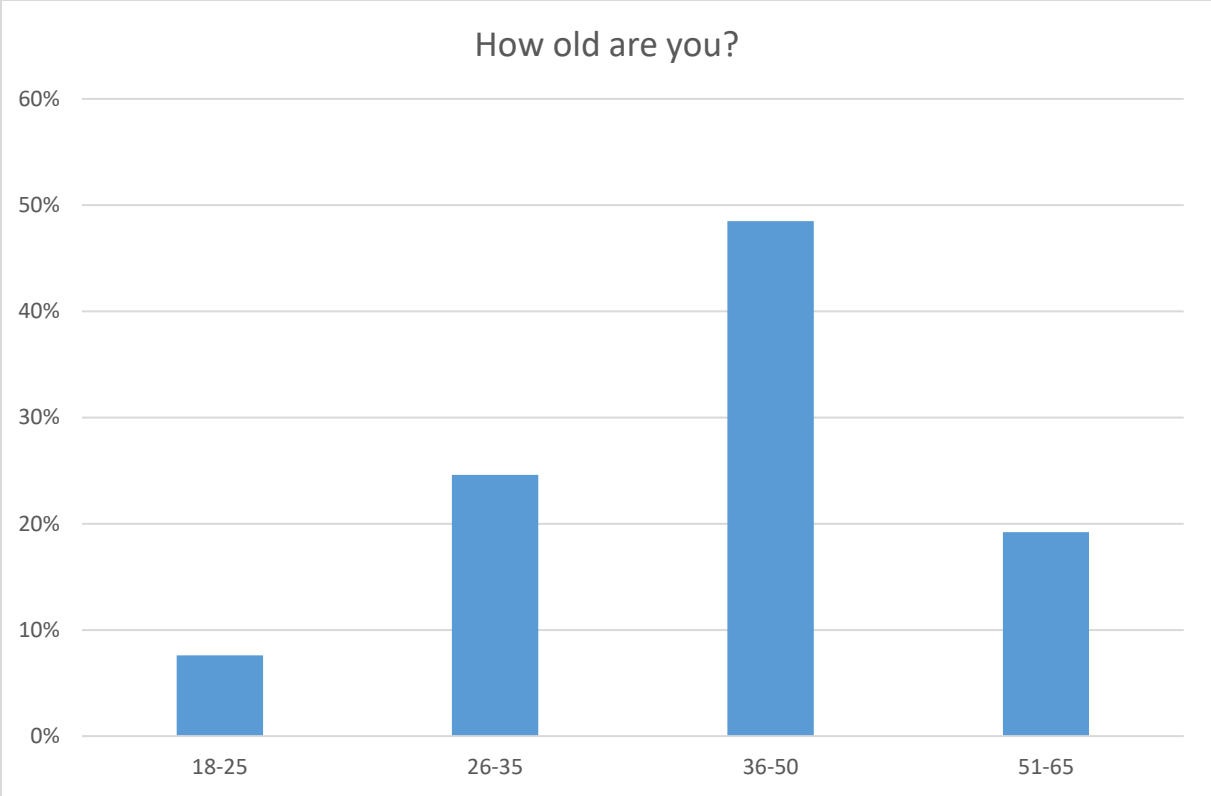
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How useful to you were the following features on job and career sites during your last job search?









About Job Board Doctor:

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

- Strategic planning & direction
- Product development and launch
- Site branding & positioning
- Marketing & sales
- Social media
- Content creation
- Site and user interface analysis

The Job Board Doctor is **Jeff Dickey-Chasins**, 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 450+ job boards and HR-related sites over the past 20 years, in almost every sector, including finance, technology, education, health care, sales and marketing, energy, and specific geographic regions. He has published research, e-books, and blog posts on almost every aspect of the industry. He also speaks at industry conferences on key topics in the online recruiting industry.

Learn more at: www.jobboarddoctor.com