

Job Seeker Survey

Fall 2013

A Joint Research Project by
Job-Hunt.org, eHarmony, & Job Board Doctor

Fall 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 two distinct sets of respondents: 1001 respondents taken from a random sample provided by USamp and conducted by eHarmony; and 275 respondents taken from 2 internet surveys conducted by Job-Hunt.org and Job Board Doctor. The majority of respondents were from the U.S. The survey was conducted during September and October, 2013.

The respondent groups are identified by “Random” (1001 random respondents), and “Active Seekers” (275 respondents). The Random respondents were just that – a random sample of people, ages 20-60, in the U.S. The Active Seekers respondents were a self-selected group that were actively seeking work or career-related information.

Executive Summary

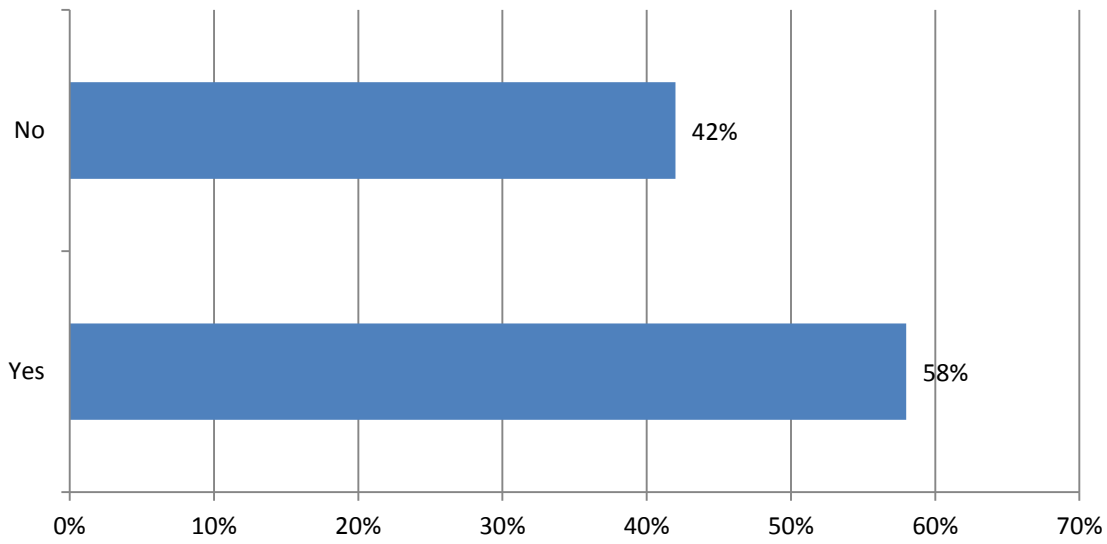
This year’s survey represents a significant departure from previous surveys – it allows us to look at a **random sample** (labeled ‘Random’) and compare it to a **career-oriented sample** (labeled ‘Active Seekers’) with regard to usage of job search tools and techniques. The results should be extremely useful to individuals and organizations in the online recruiting industry.

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

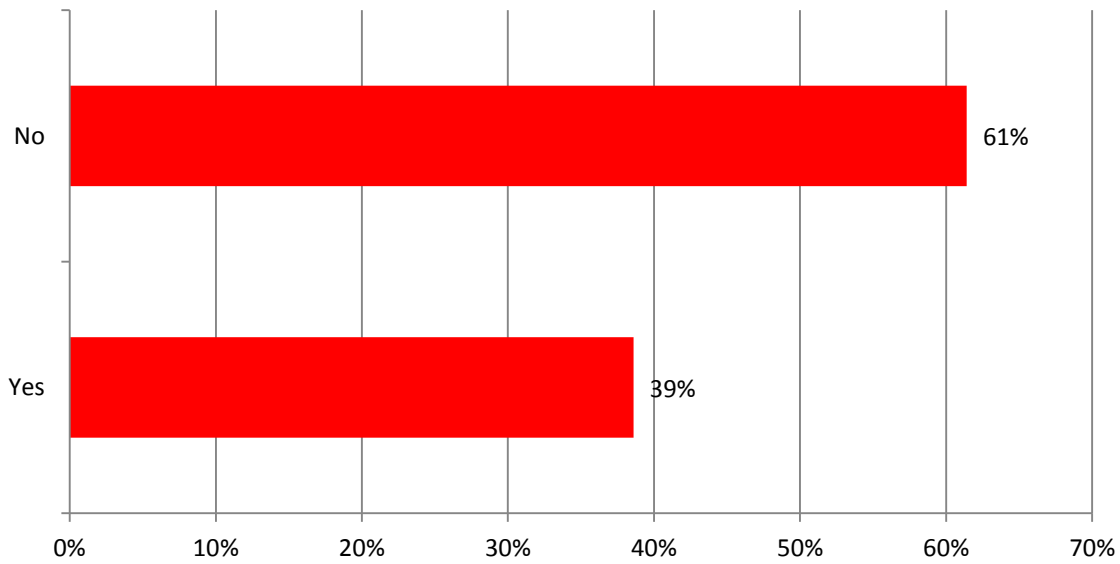
Key findings from this year’s survey:

- **LinkedIn, Facebook, and Google+** are most widely used by those job seekers active on social media
- **General job boards** and **job search engines** are used most often by both sets of respondents
- **Referrals, company career sites, and professional networks (online & offline)** proved most important to job seekers in both sample sets
- 76% of active seekers **search their own name** on search engines occasionally or regularly
- The random sample relied most heavily on **search engines, general job boards, and newspaper ads** when looking for work; the active seeker sample used professional networks, social media, referrals, and niche boards as well
- Desktop and laptop computers continue to be the **primary tool in job search**; mobile devices are used primarily for job search and employer research.
- 65% of the active seekers have **found work** via a referral from a friend or colleague
- 71% say that **lack of response from employers** is the most frustrating aspect of job boards

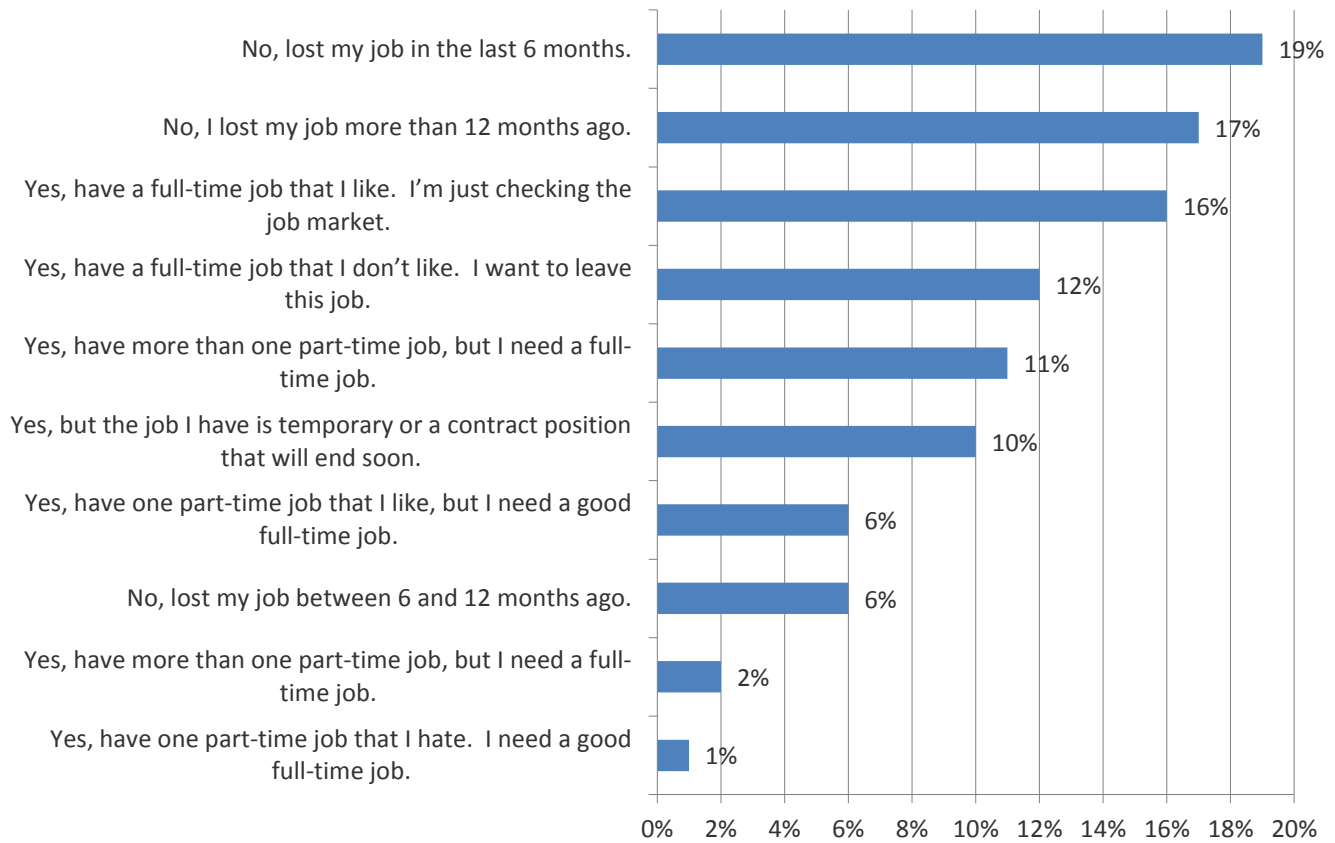
Are you currently employed? (Active Seekers)



Are you currently employed? (Random)

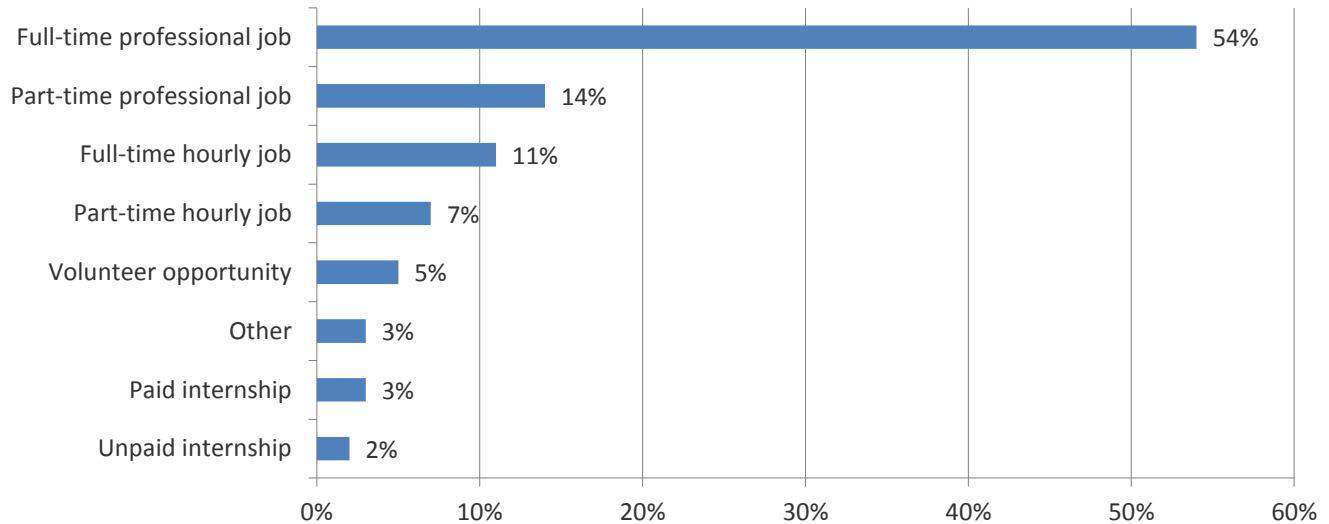


Are you currently employed? (Active Seekers)

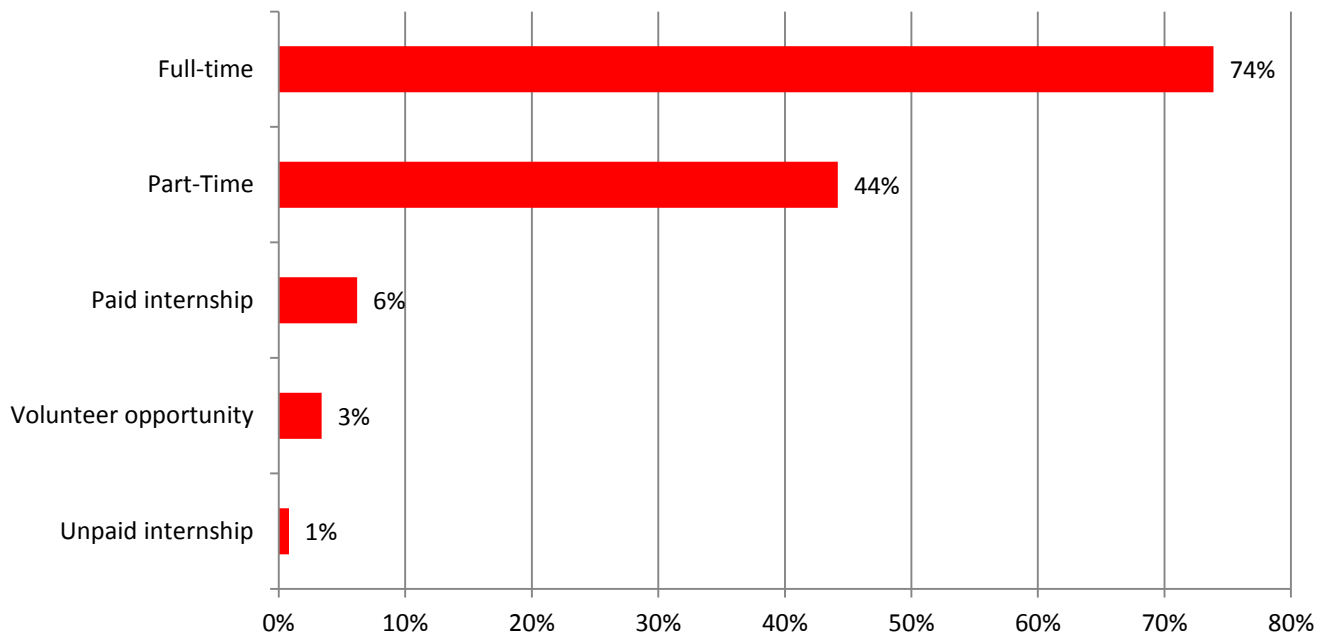


Detail breakout – Active Seekers

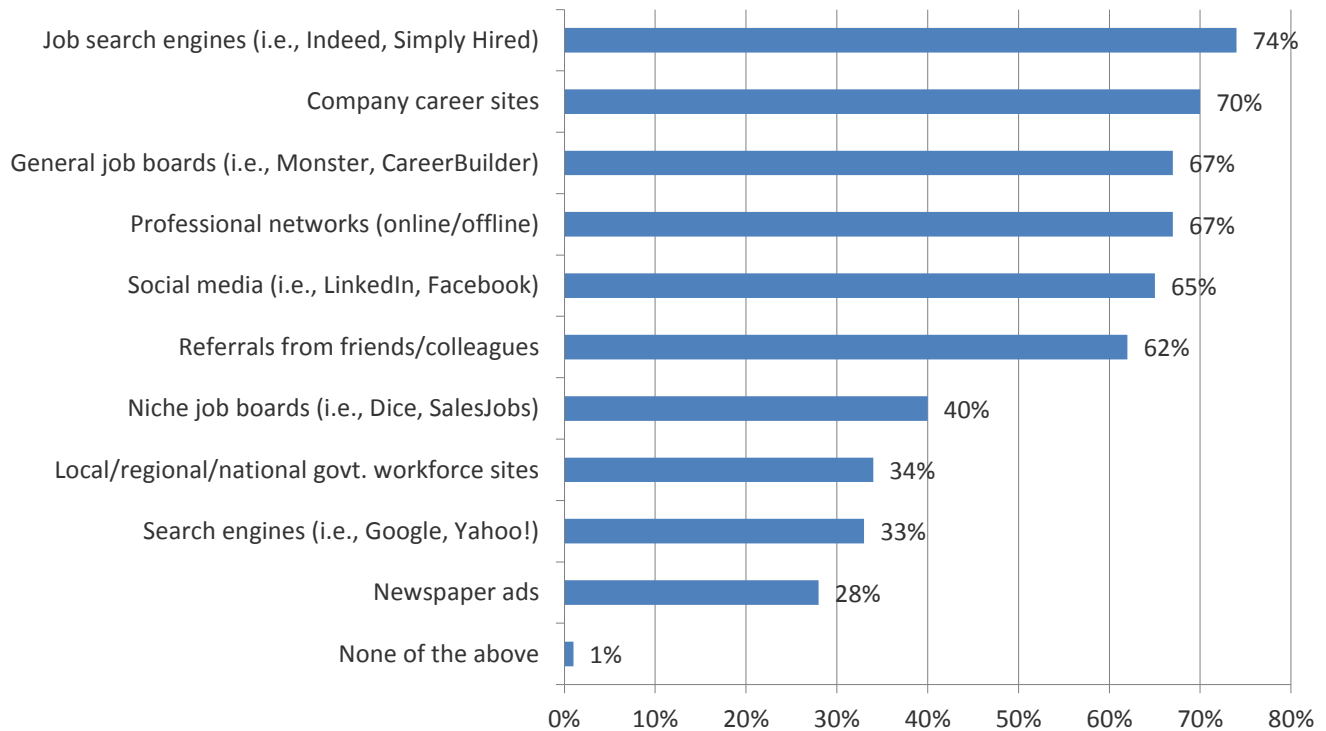
If you are currently looking for a job, the job you are seeking is: (Active Seekers)



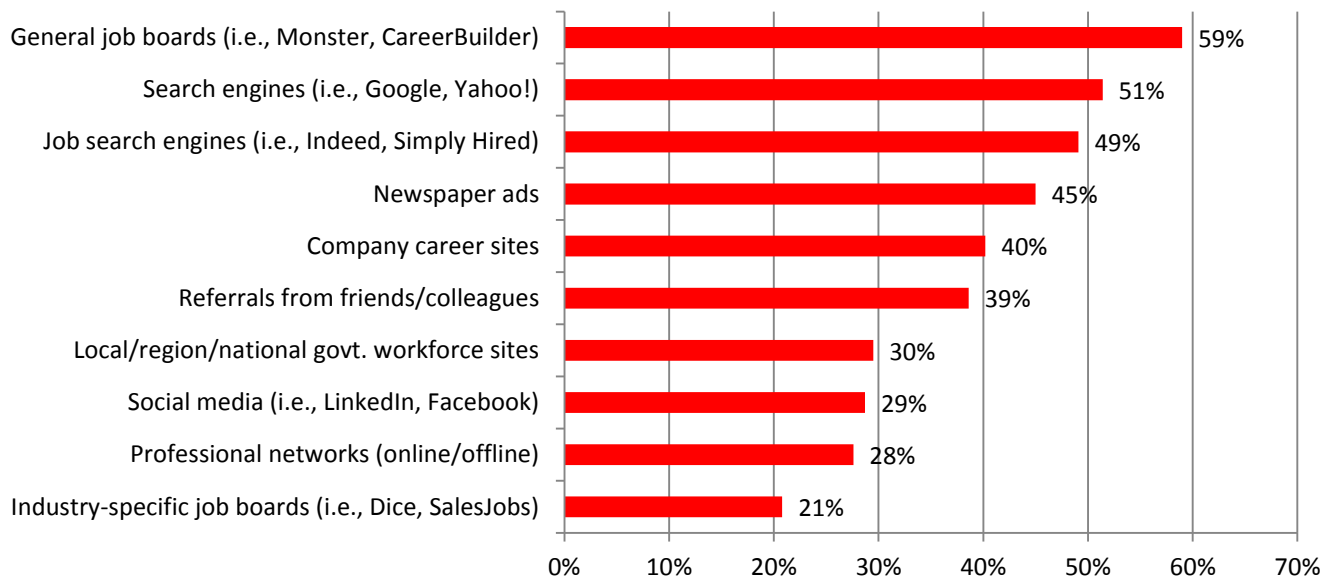
If you are currently looking for a job, the job you are seeking is: (Random)



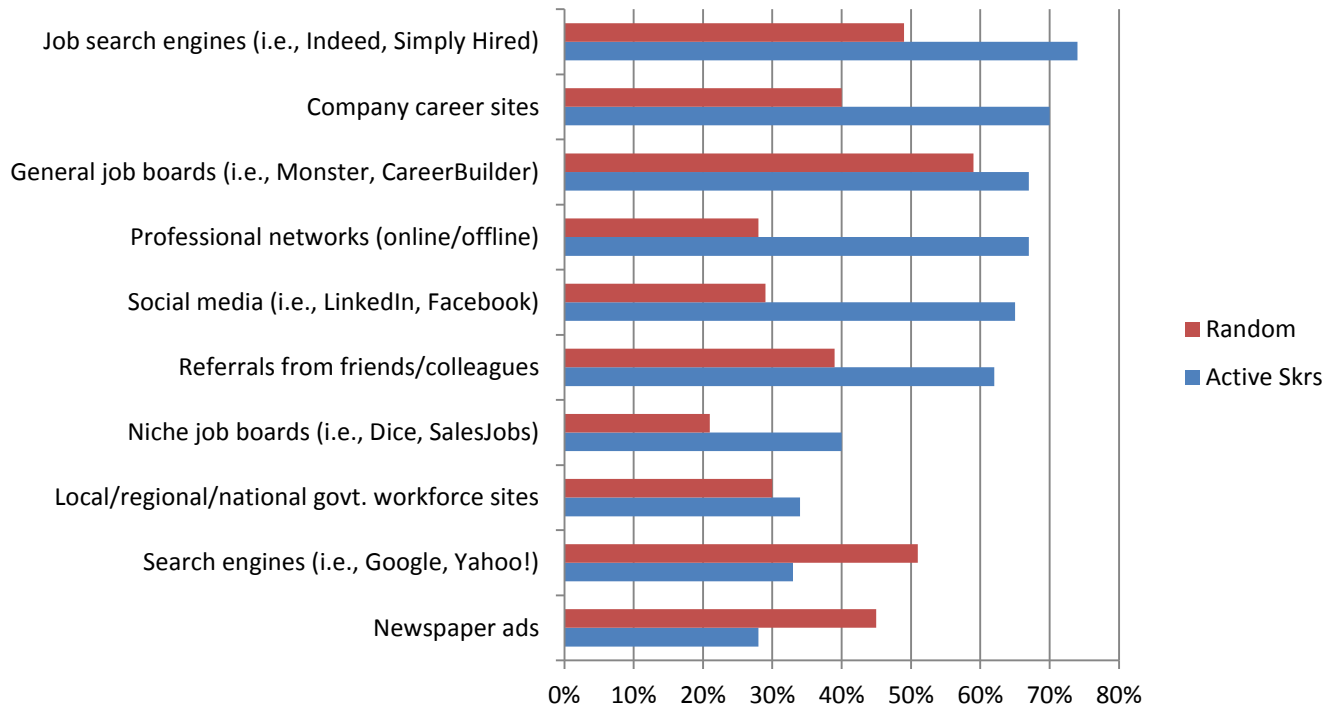
When you last looked for a job, what types of platforms, tools, or sites did you typically use? (Active Seekers)



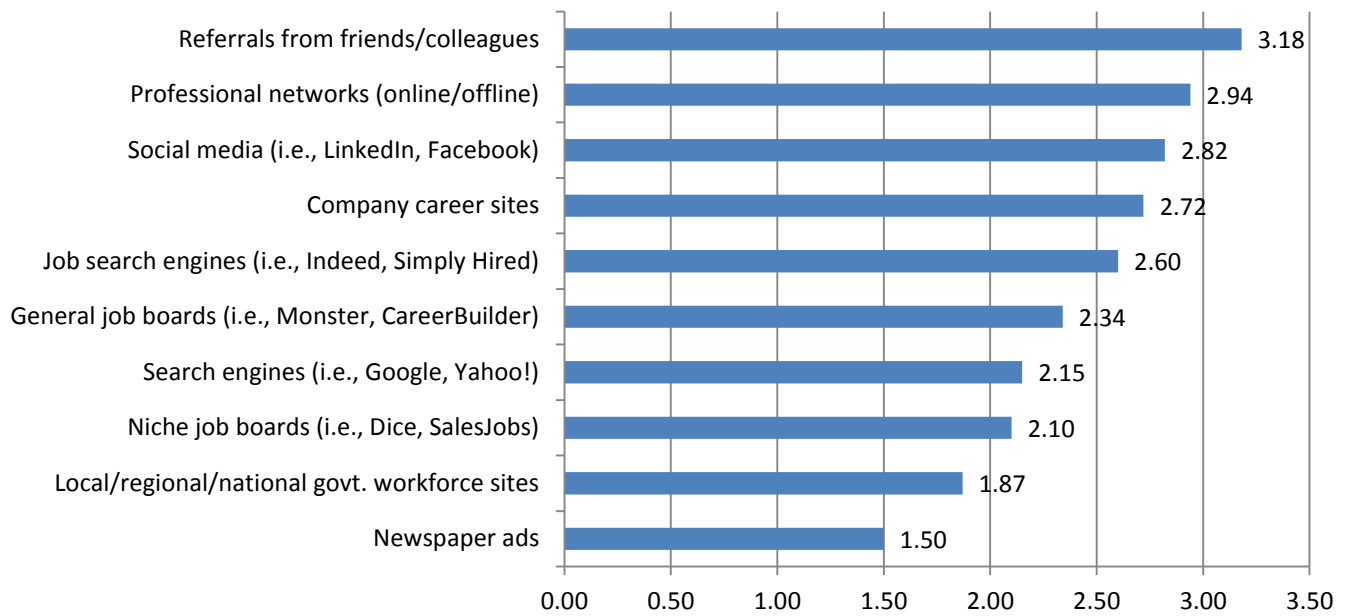
When you last looked for a job, what types of platforms, tools or sites did you use? (Random)



When you last looked for a job, what types of platforms, tools, or sites did you typically use? (check all that apply)

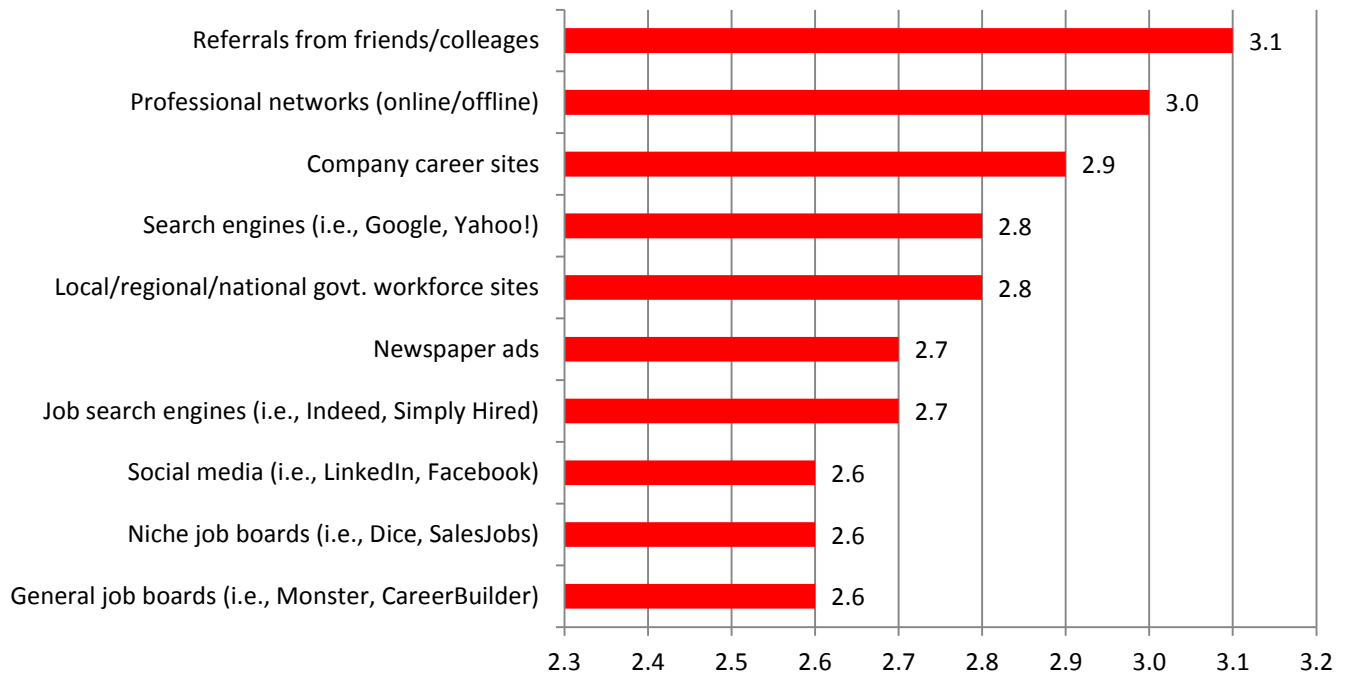


Please rate the following platforms, tools, or sites in terms of how important they were to you in your job search: (Active Seekers)



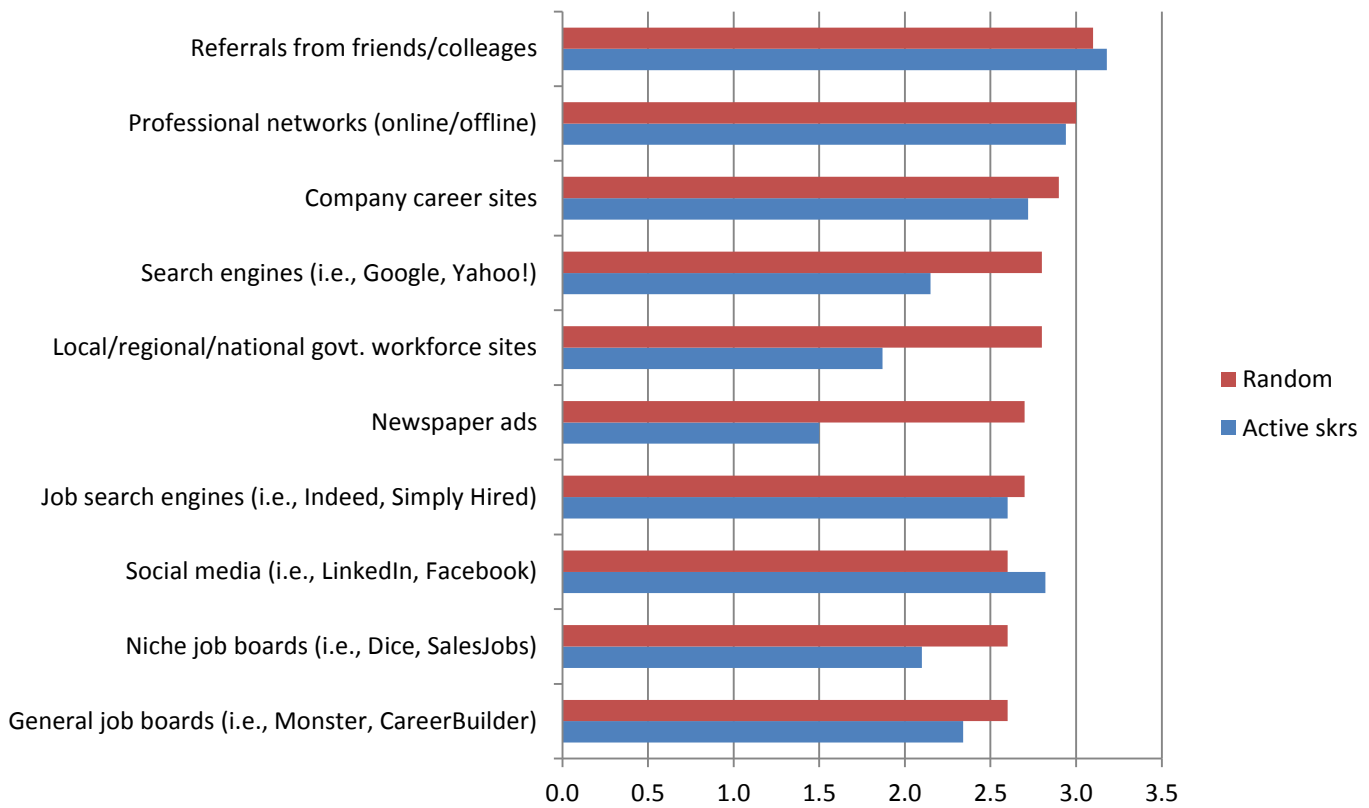
Scale: 1 = least important, 4 = most important

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

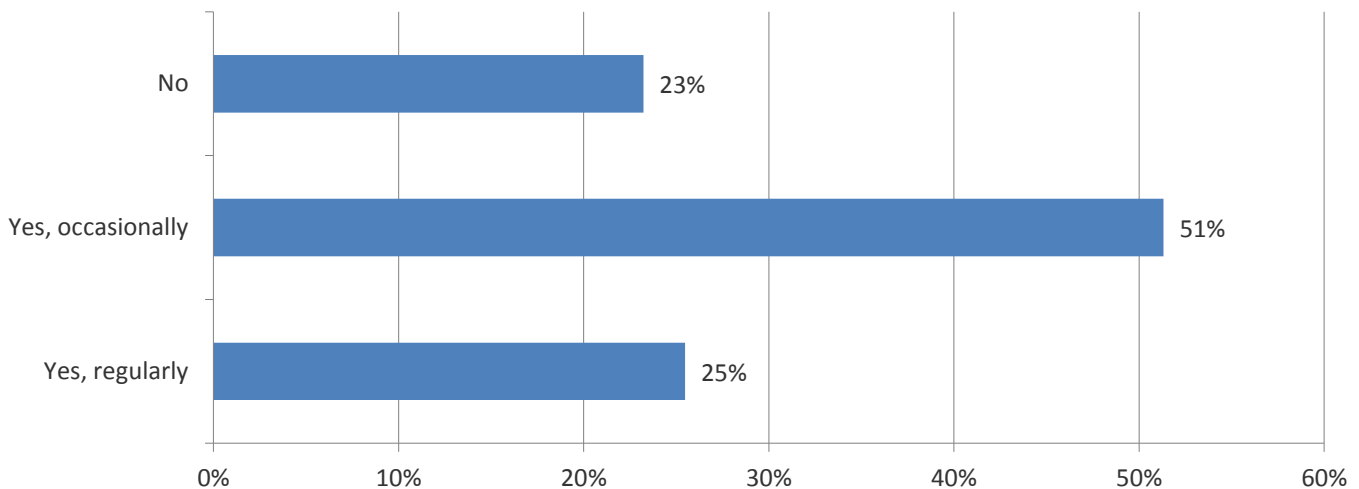


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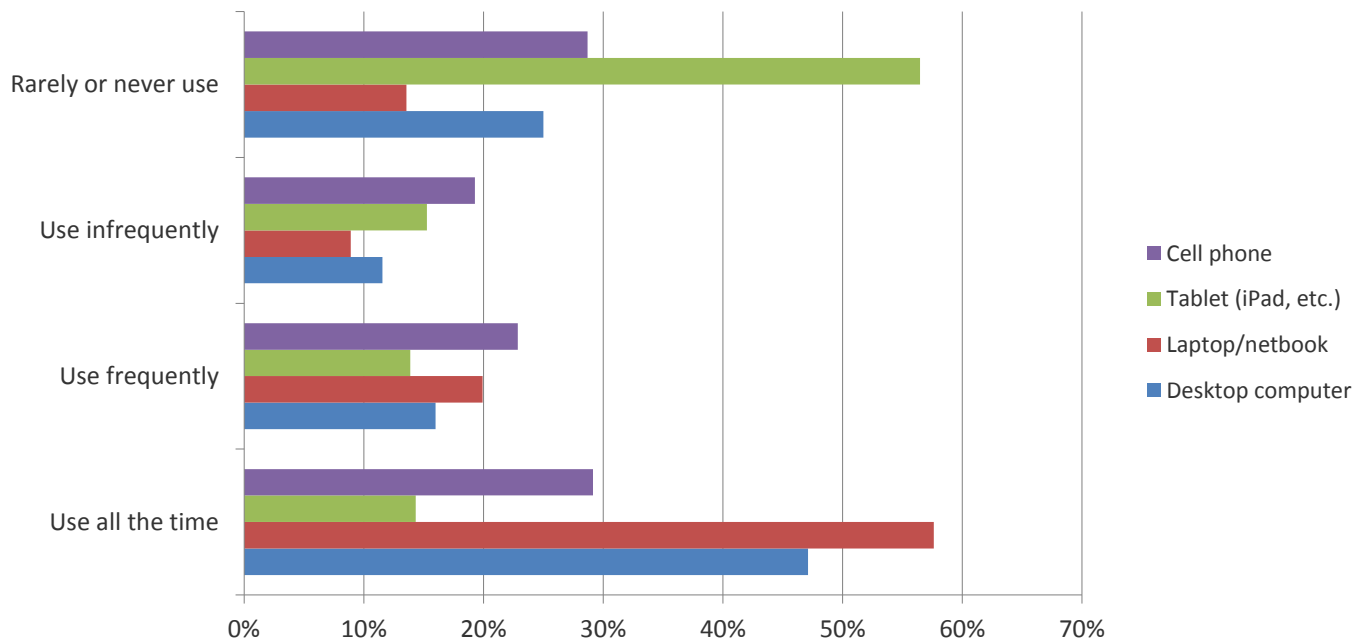
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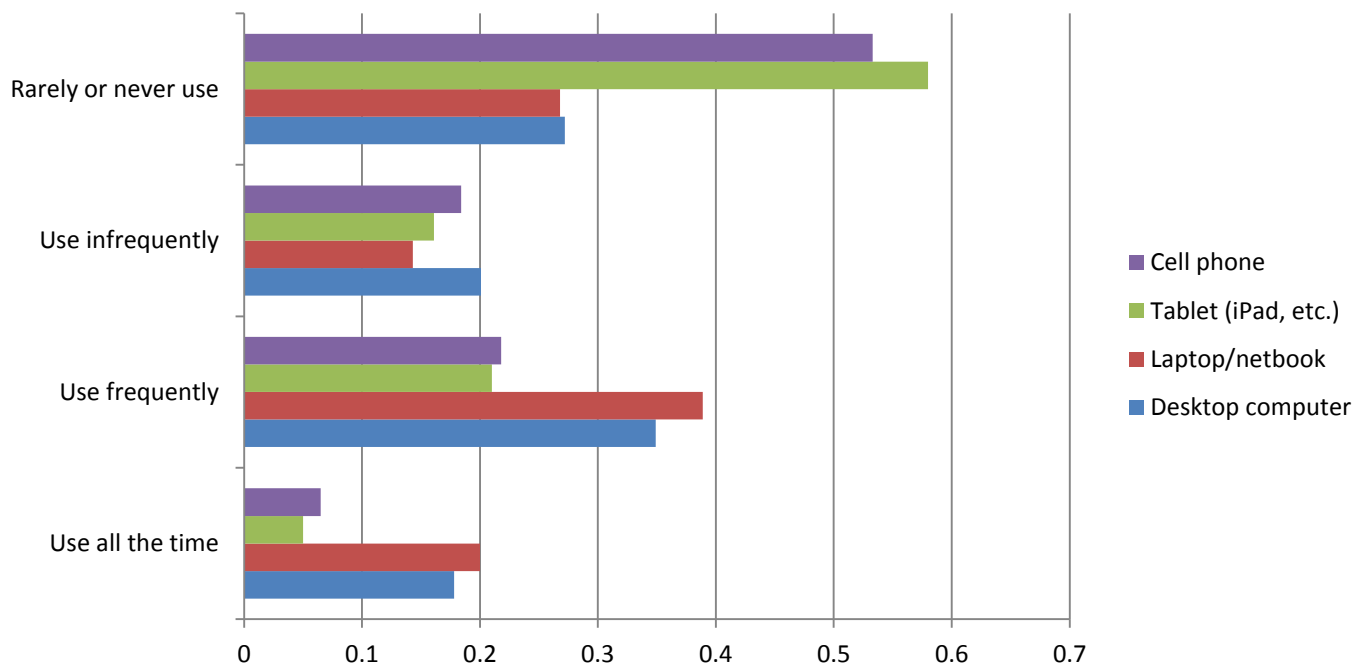
Do you search for your own name on a search engine (Google, Bing, etc.)?



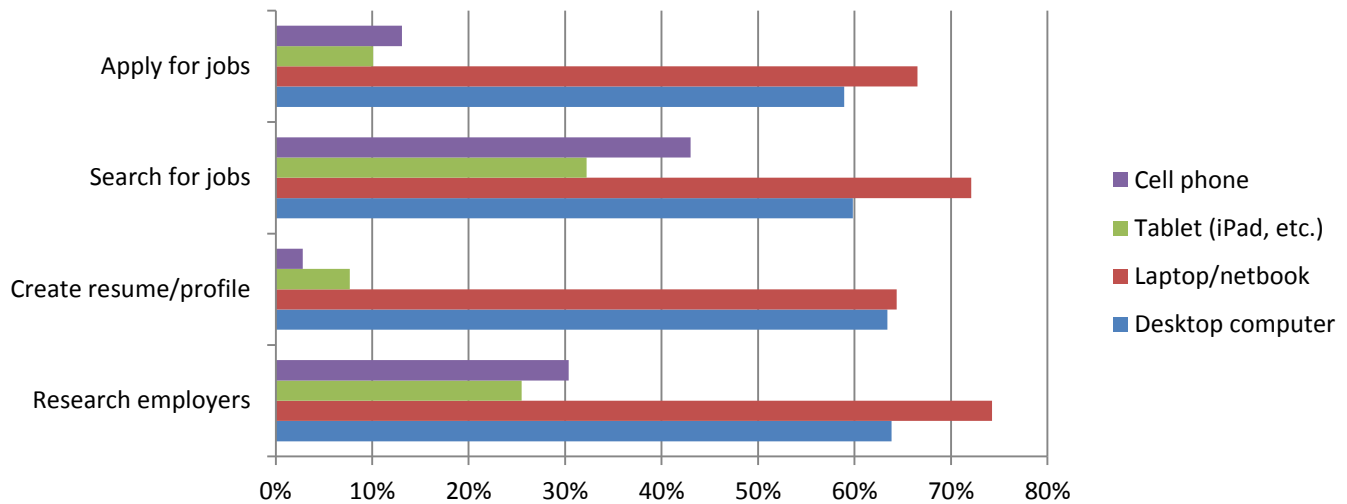
During a job search, how often do you did use the following platforms? (Active seekers)



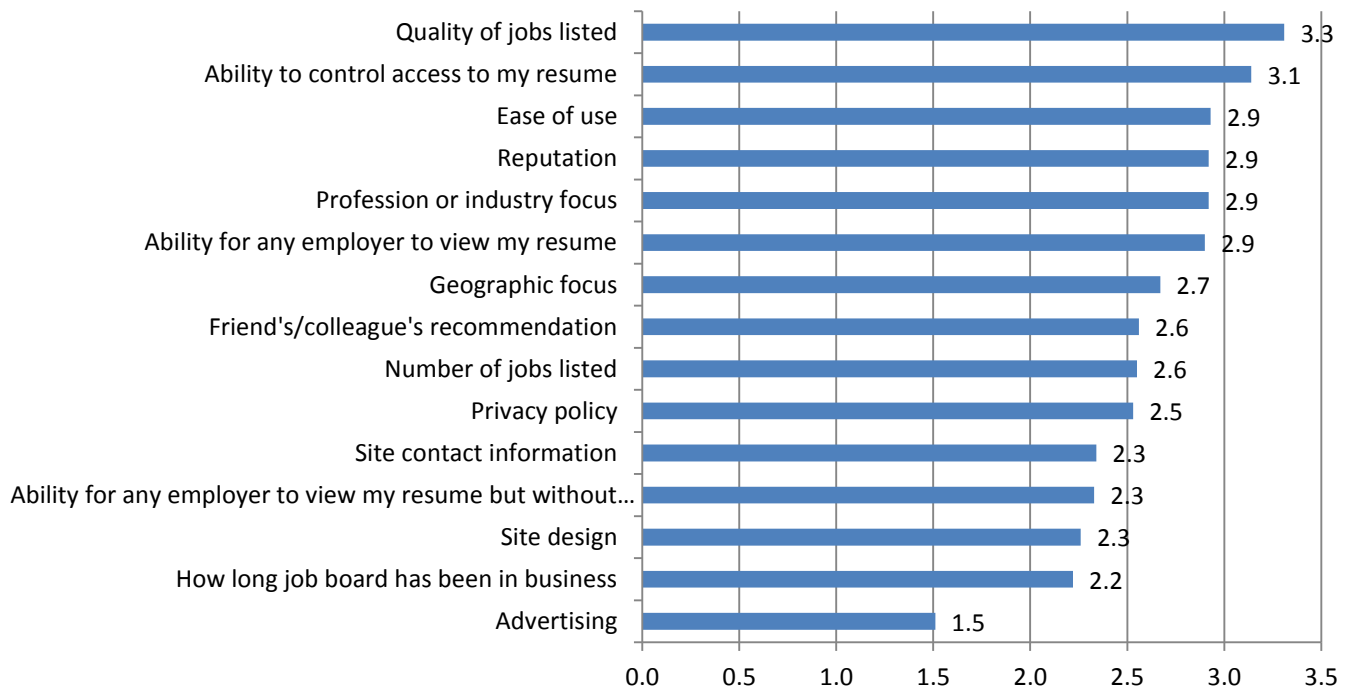
During a job search, how often do you did use the following platforms? (Random)



How did you use the following platforms during your job search? (Active seekers)

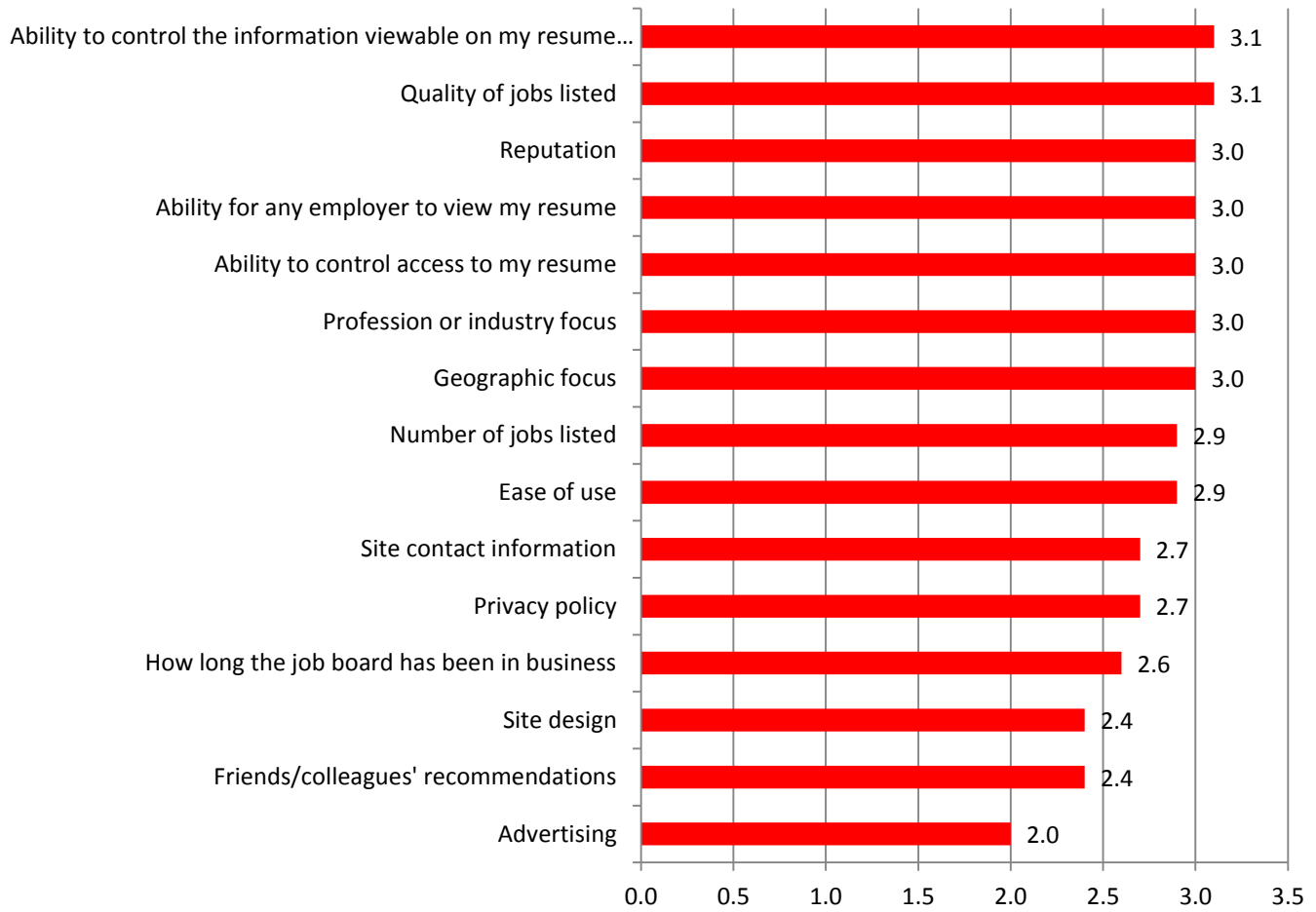


Thinking about the job board(s) you used, how important were the following factors in choosing to use a particular job board? (Active Seekers)



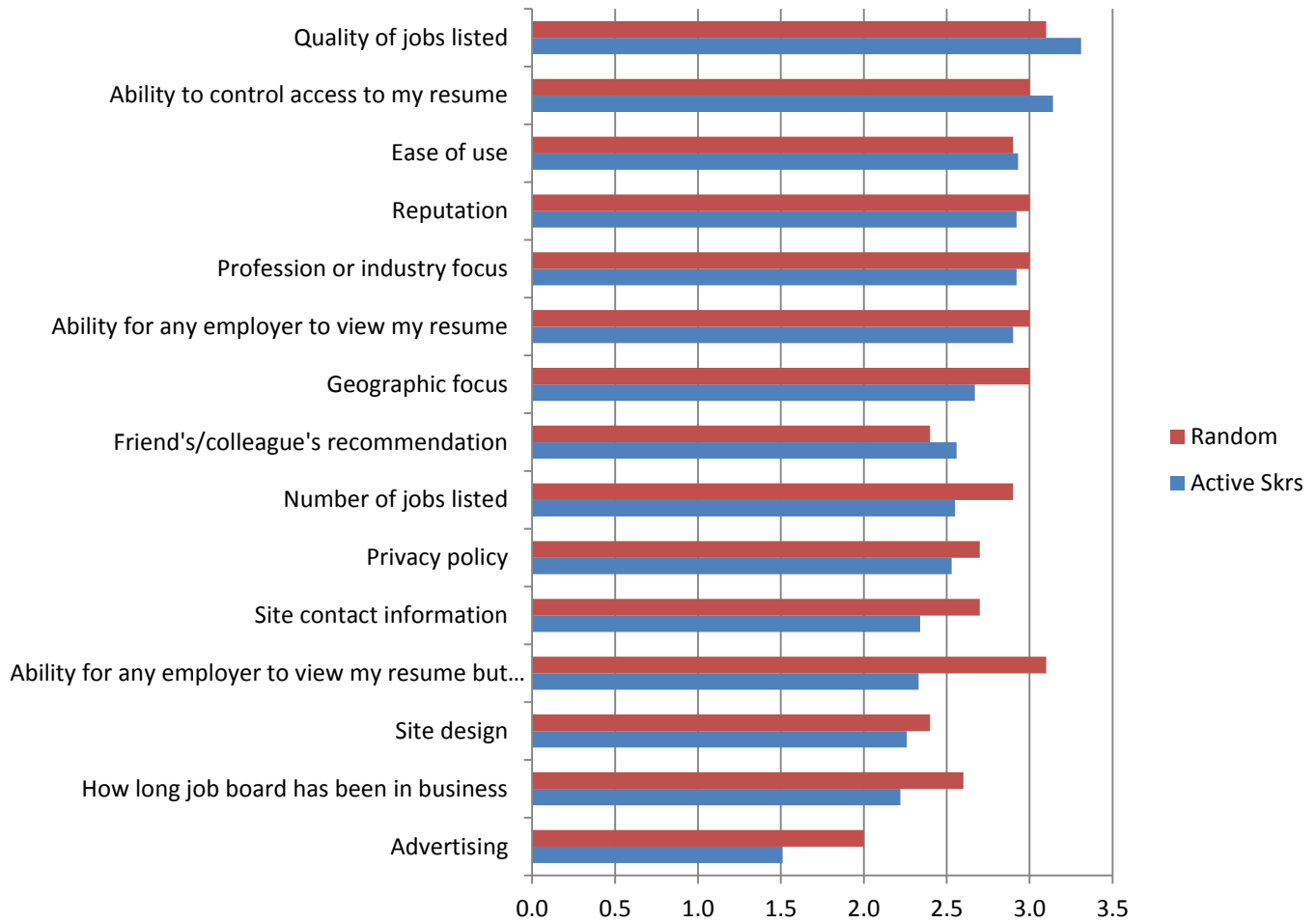
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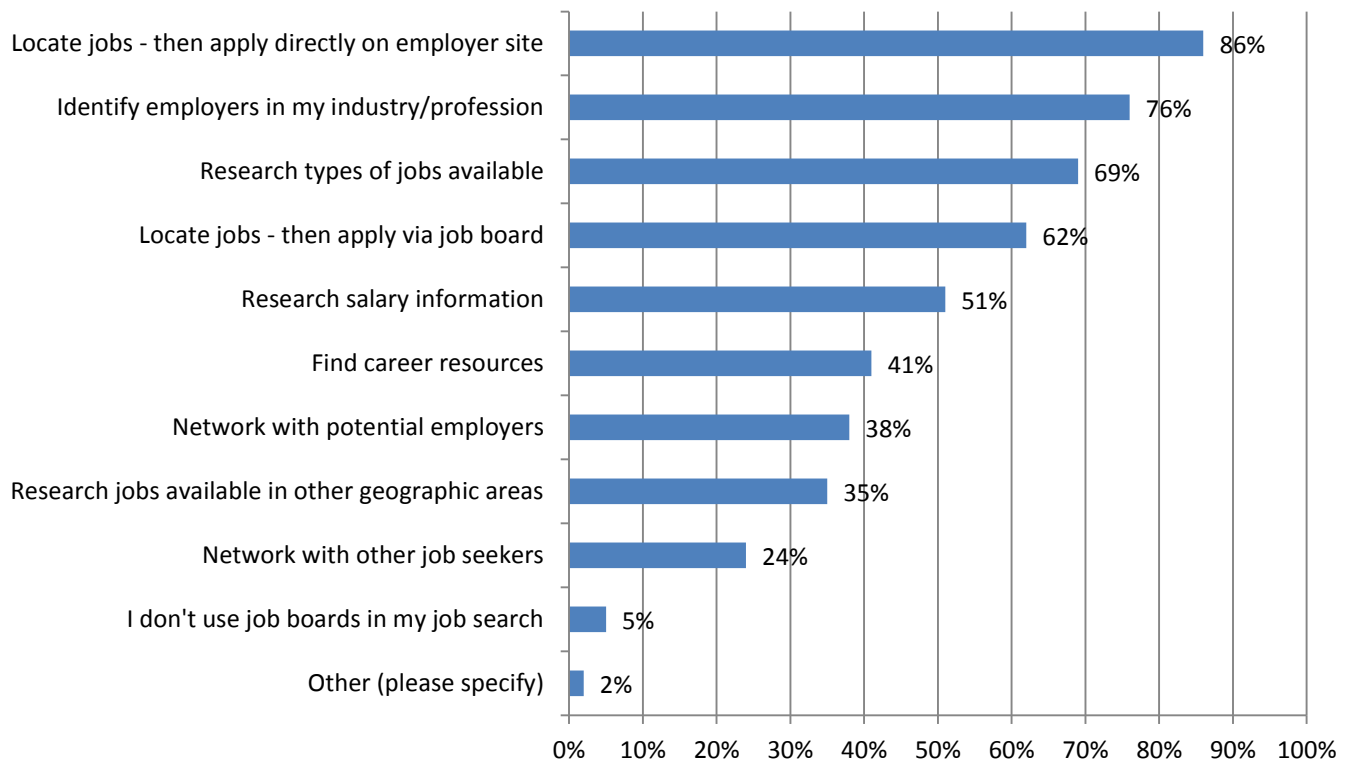
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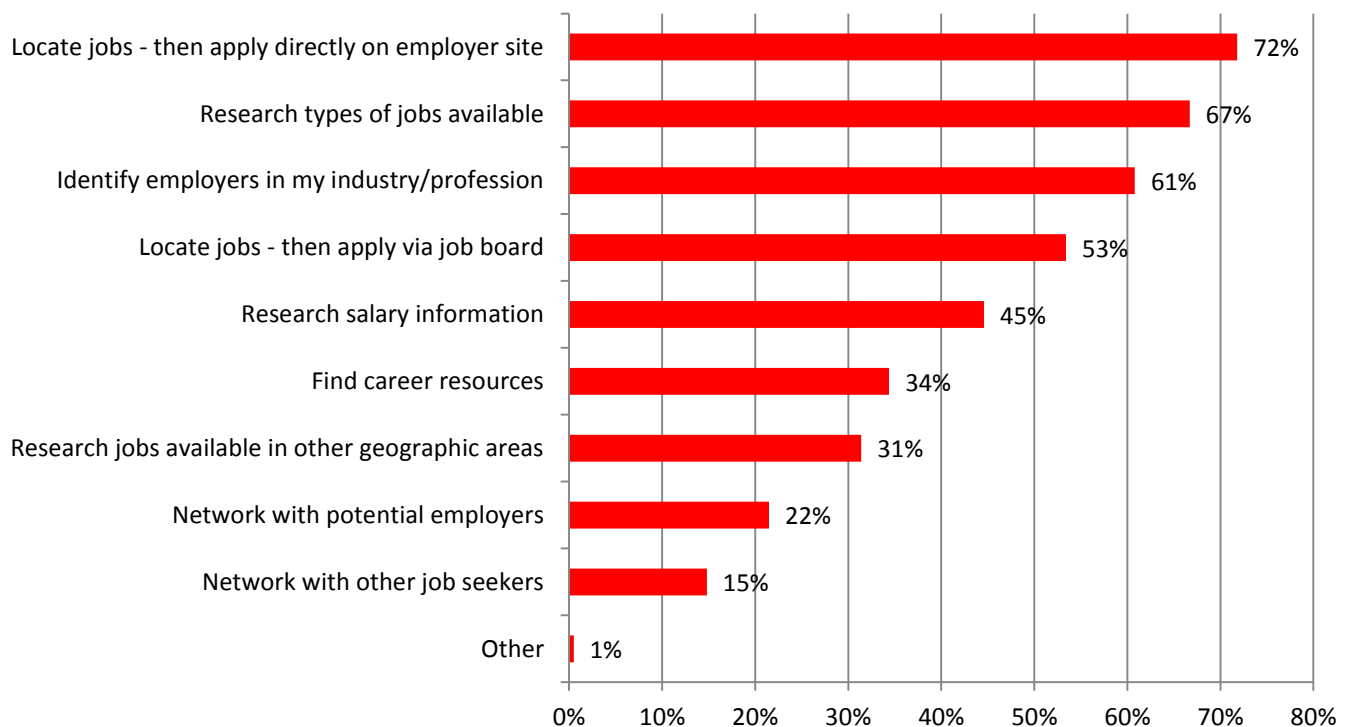


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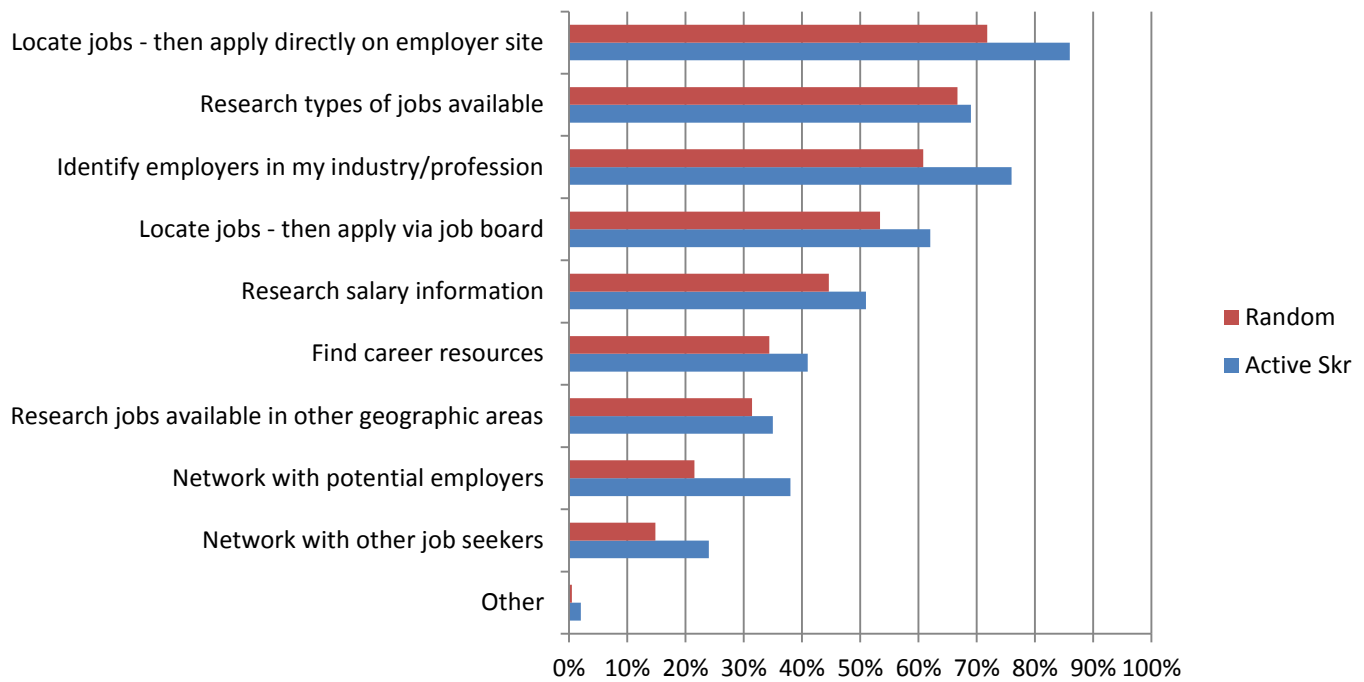
What were the primary ways you have used job boards in your career hunt? (Active Seekers)



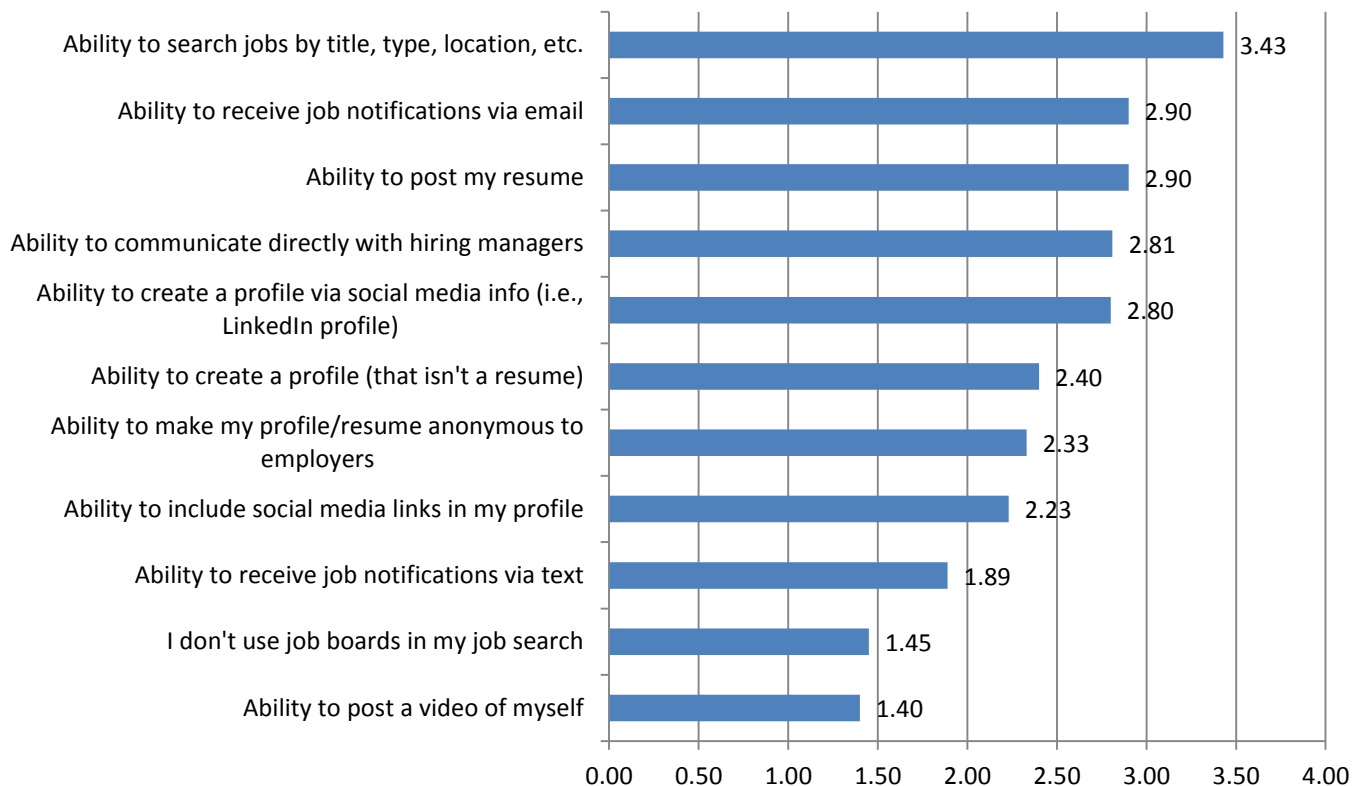
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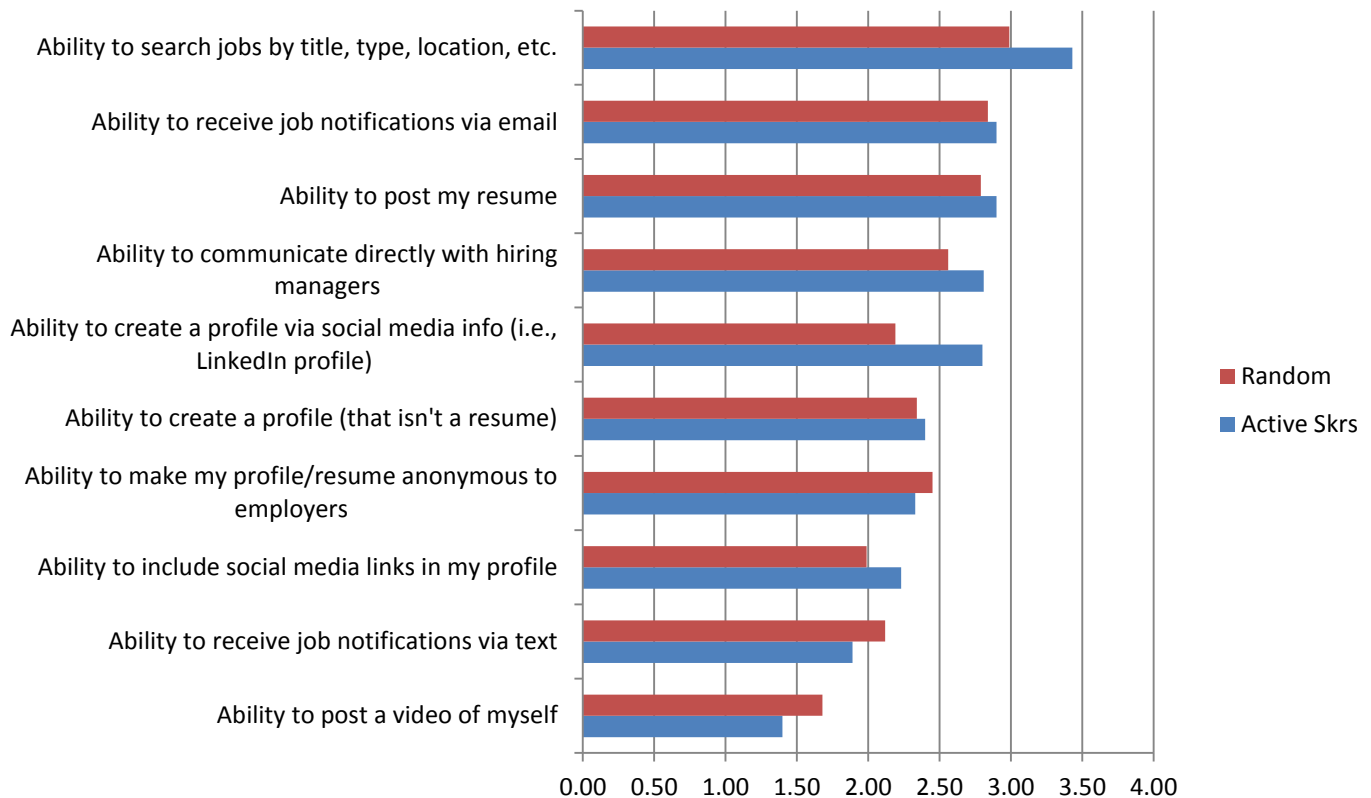
How useful to you were the following features on job and career sites during your last job search? (Active Seekers)



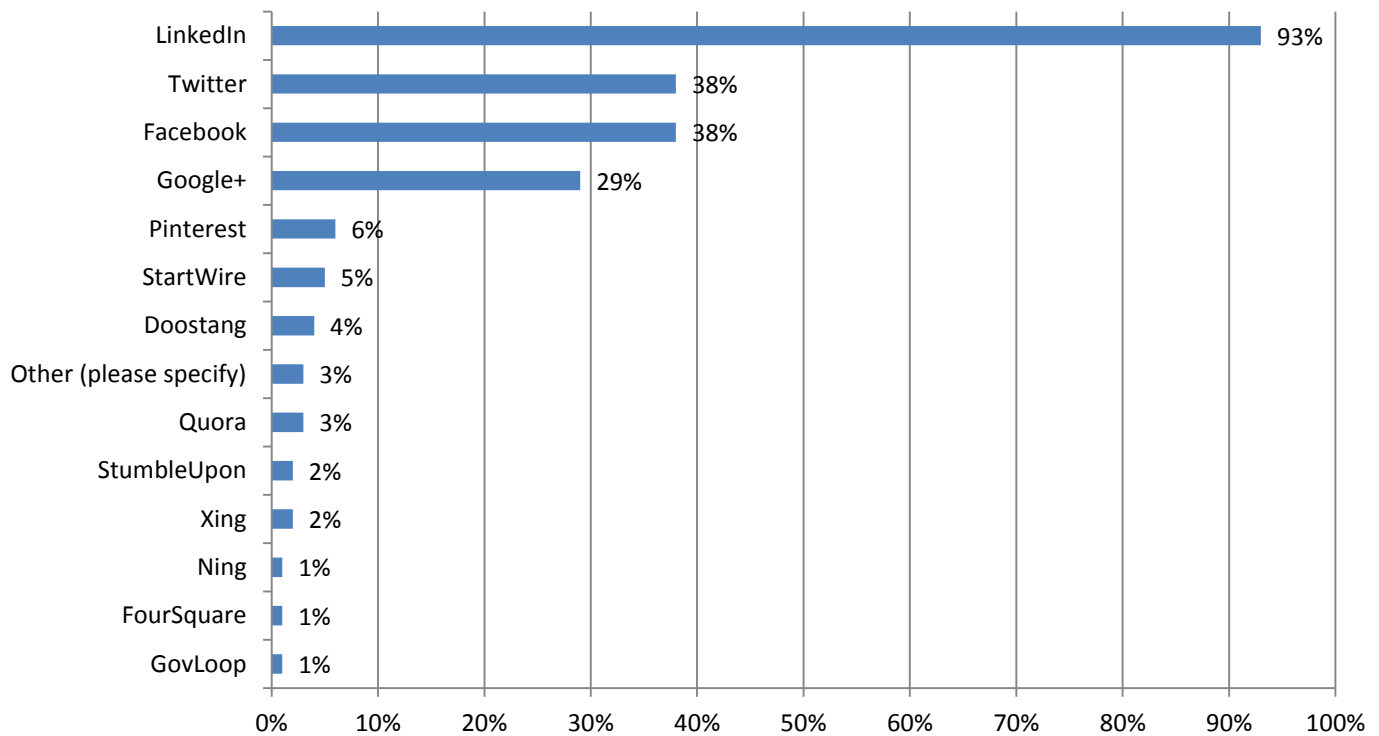
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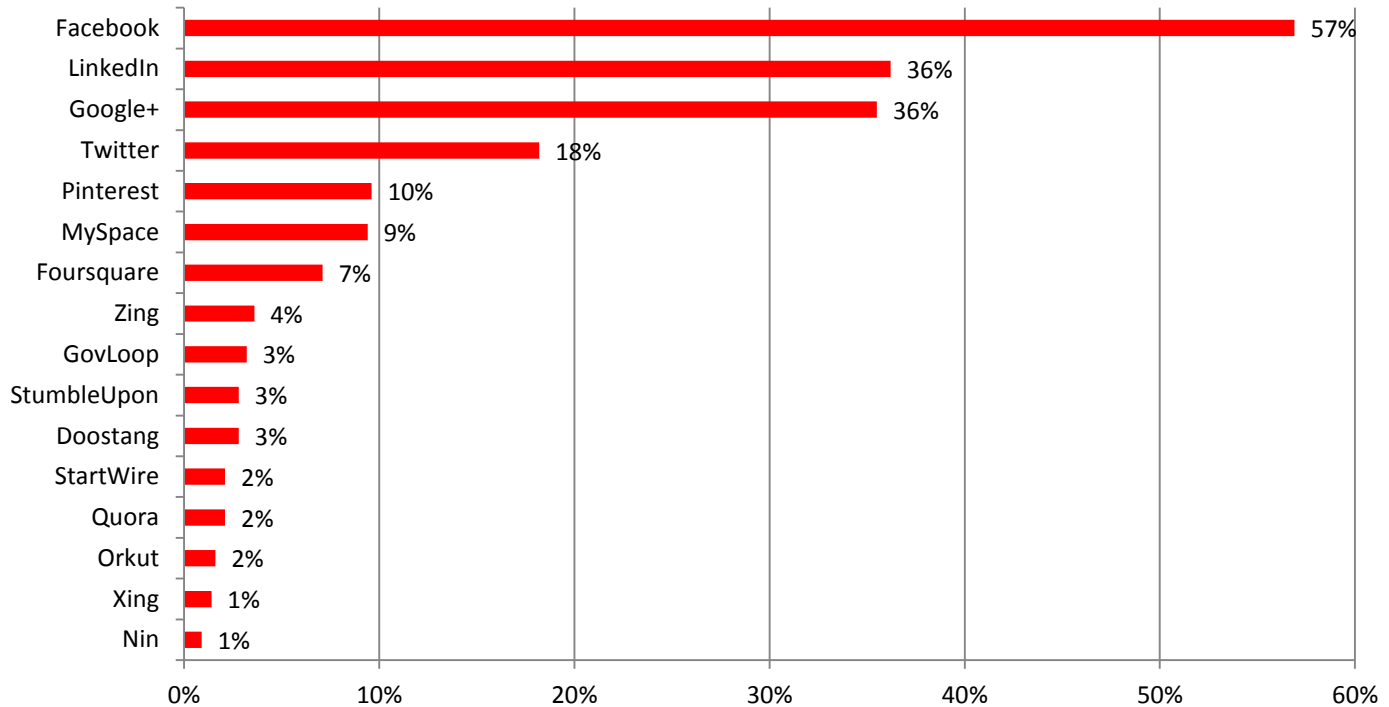
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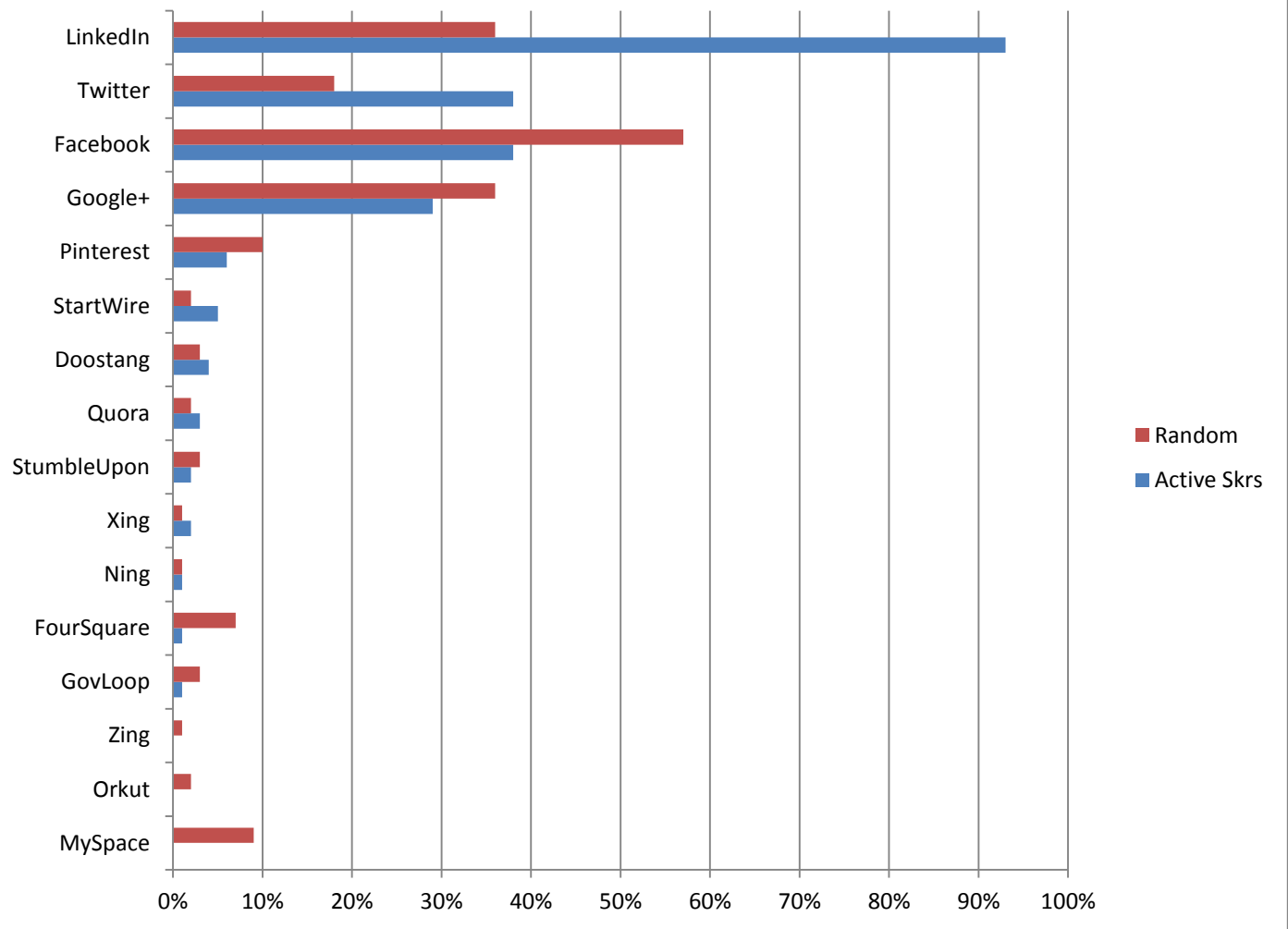
Which of the following social media tools or platforms have you used in some way to aid your career OR search for a job? (Active Seekers)



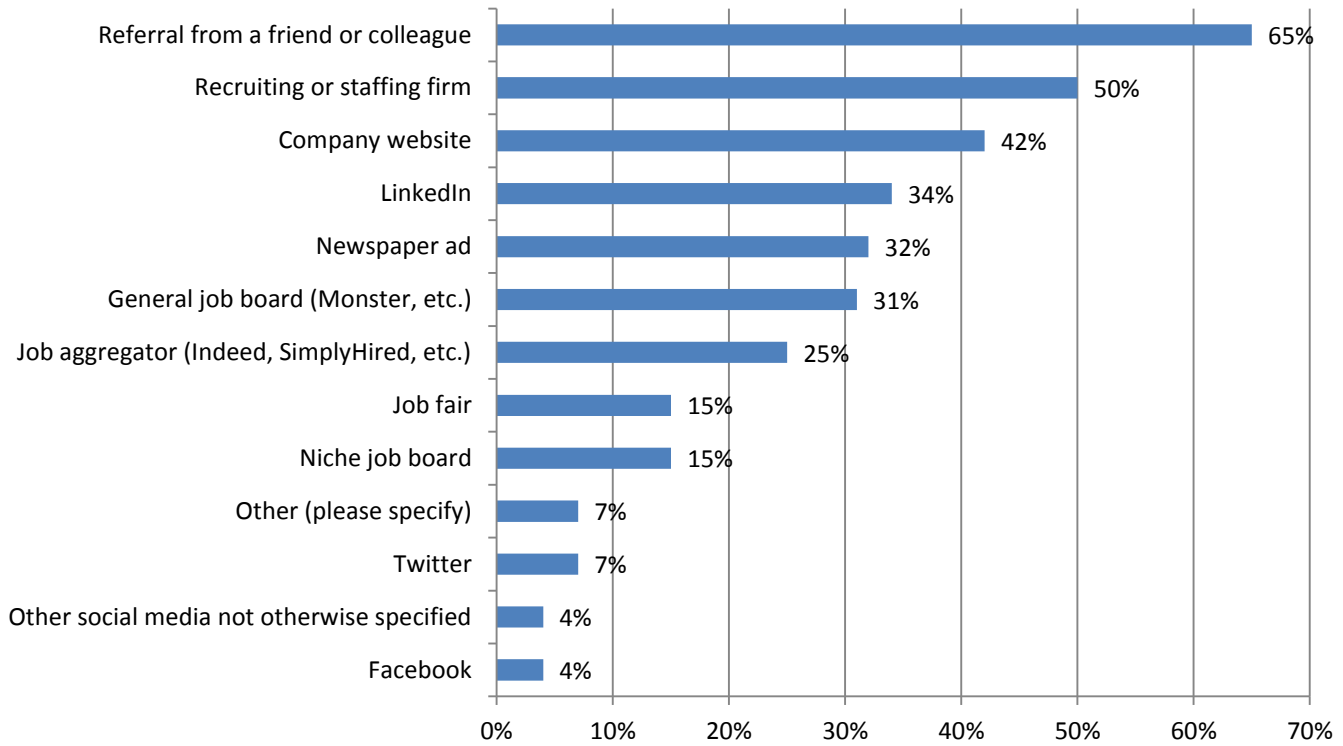
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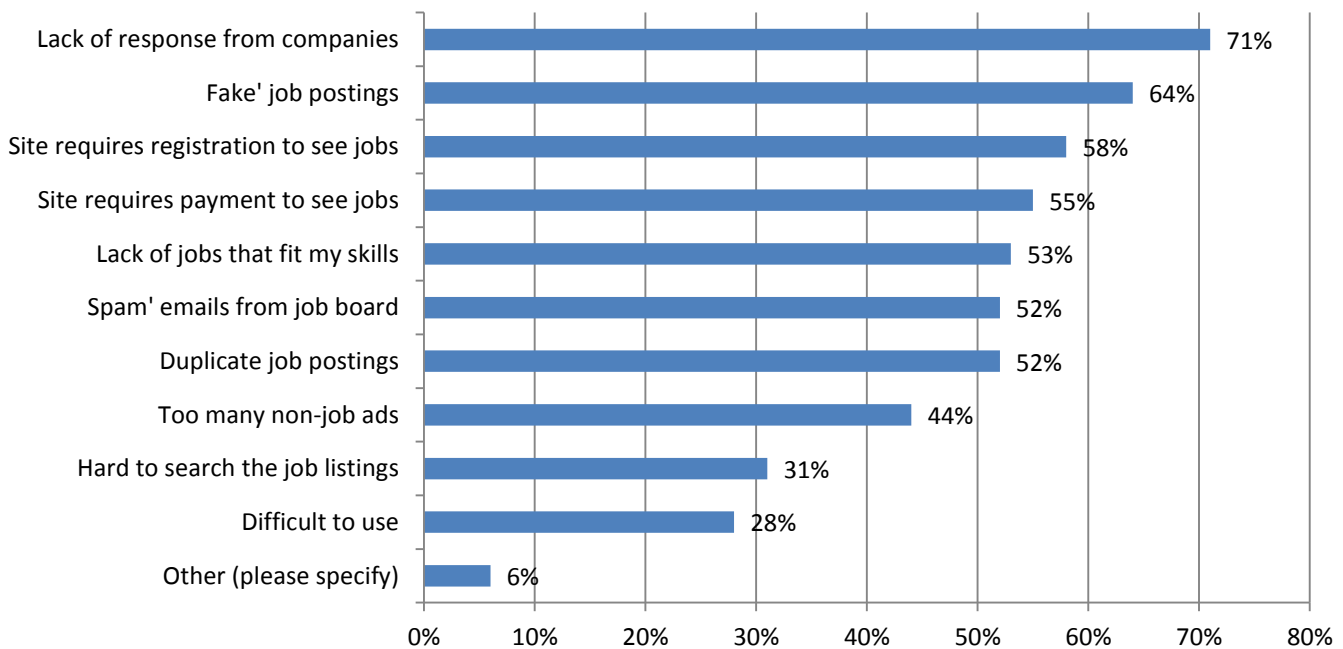
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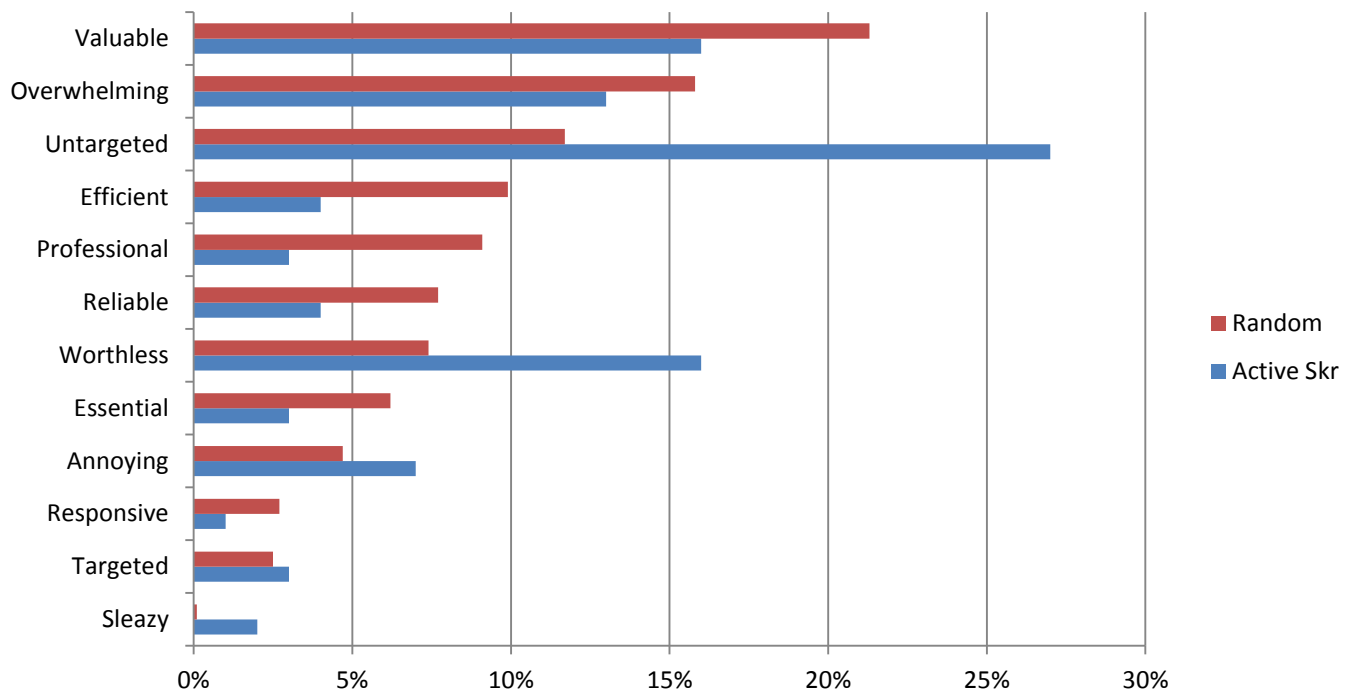
Have you **ever** found a job through the following methods? (Active Seekers)



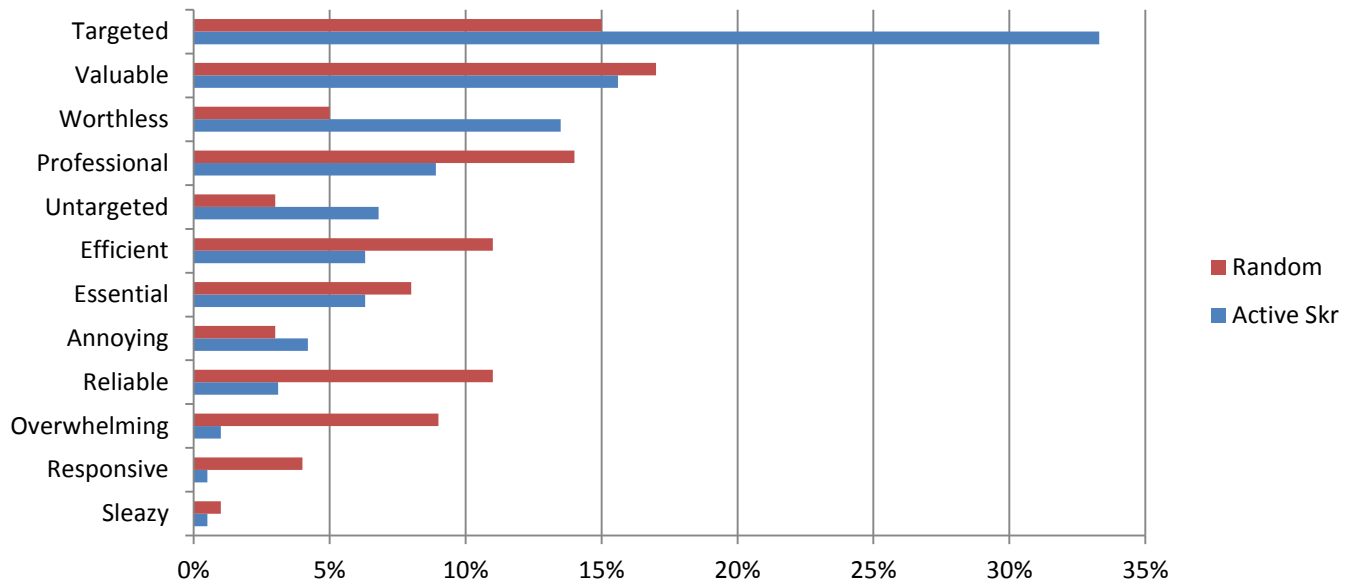
If you used job boards in your search, which of the following do you find **most frustrating** about them? (Active Seekers)



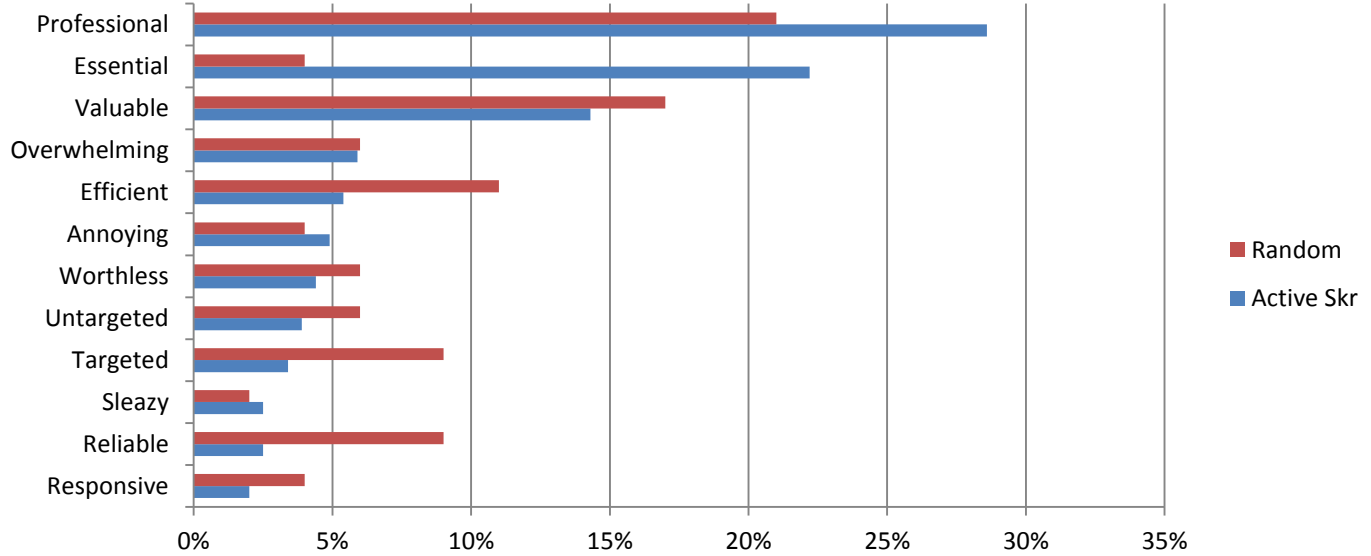
Which of the following words *best* describe a generalist job board (Monster, Careerbuilder, etc.)? (Pick 1 only)



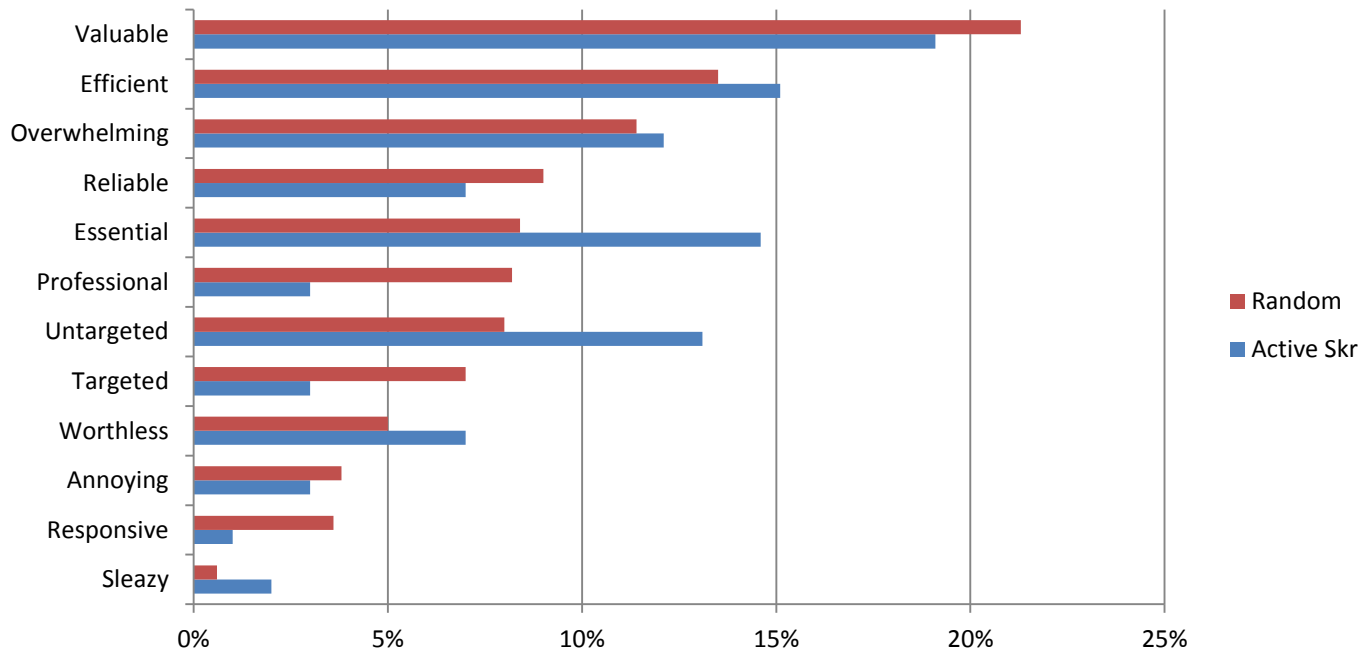
Which of the following words *best* describe a niche job board (Dice, HigherEdJobs, etc.)? (Pick 1 only)



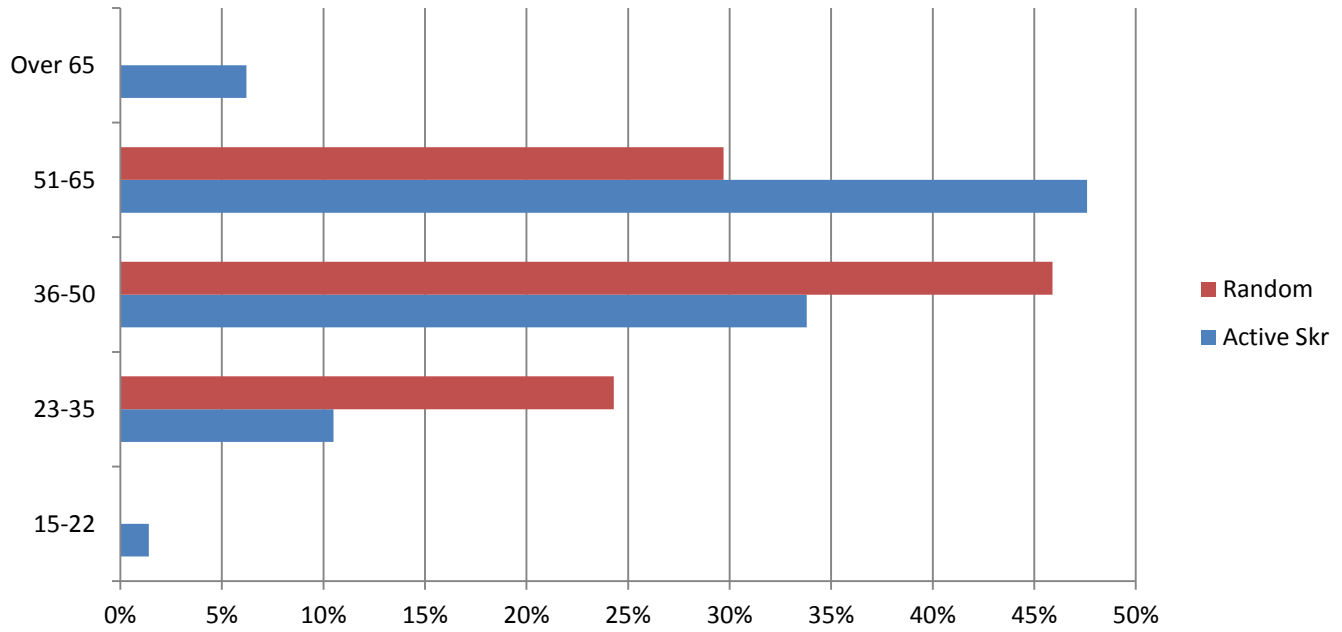
Which of the following words *best* describe a social recruiting site (LinkedIn, etc.)? (Pick 1 only)



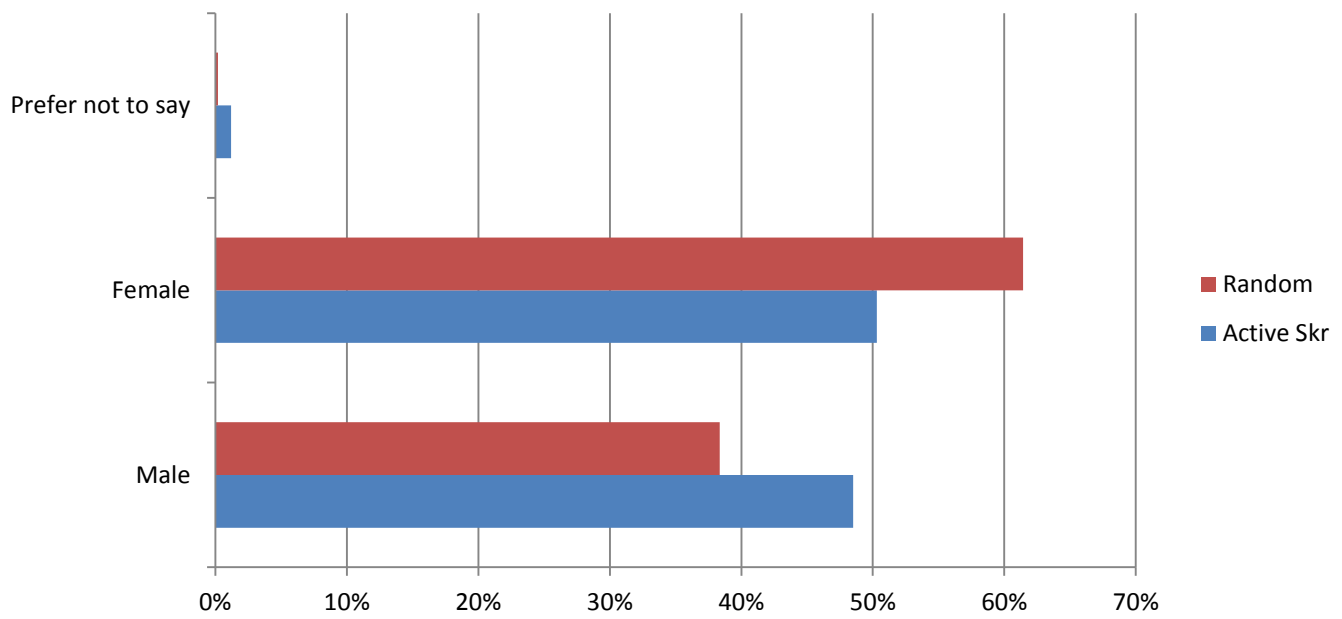
Which of the following words *best* describe a job aggregator site (Indeed, SimplyHired, etc.)?



How old are you?



What is your gender?





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>