METHODOLOGY

• This study was conducted online by Nielsen on behalf of the American Staffing Association from December 22-28, 2015.

• Qualifying criteria to participate in the survey were as follows:
  • US Resident
  • Age 18+
  • Searched for a job in the past five years or will in the future

• A total sample size of 1008 interviews were collected, including 609 employed adults and 399 unemployed adults.

• For the purposes of this report, “recent job seekers” will refer to US residents 18+ who have searched for a job in the past five years or will in the future

• Data were weighted by age, gender, race/ethnicity, education, region and household income, where necessary, to bring them into line with their actual distributions based on 2010 US census data. A second layer of weighting was also used to adjust for differences between the online and offline populations.

• All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.
WORD OF MOUTH, WEBSITES USED IN JOB SEARCH

Q710 Which of the following resources, if any, have you ever used or do you plan to use when searching for a job? Please select all that apply per column.

Resources Have Used or Plan to Use

- **Word of Mouth**: 63% have used, 41% plan to use
- **Job Board Websites (e.g., CareerBuilder, Monster, HotJobs, Indeed)**: 62% have used, 45% plan to use
- **Employer Websites**: 60% have used, 46% plan to use
- **Newspaper Help Wanted Ads/Job Listings**: 52% have used, 33% plan to use
- **Contact or Acquaintance Working with Prospective Employer**: 48% have used, 32% plan to use
- **An Employment Agency or Staffing Firm**: 42% have used, 30% plan to use
- **Job/Career Fairs**: 40% have used, 27% plan to use
- **Networking Websites (e.g., LinkedIn, Meettheboss, Talkbiznow)**: 40% have used, 33% plan to use
- **Social Media (e.g., Facebook, Twitter)**: 32% have used, 25% plan to use
- **Recruiter with Prospective Employer**: 30% have used, 25% plan to use
- **Government Jobs Program**: 29% have used, 25% plan to use
- **College or Educational Institution Career Center**: 25% have used, 24% plan to use

92% say that they have used these resources, but only 84% say they plan to use them in the future.
WHO YOU KNOW HELPS TO FIND JOBS

Resources Ever Found a Job With

- Word of Mouth: 43%
- Job Board Websites (e.g., CareerBuilder, Monster, HotJobs, Indeed): 30%
- Employer Websites: 30%
- Contact or Acquaintance Working with Prospective Employer: 30%
- An Employment Agency or Staffing Firm: 25%
- Newspaper Help Wanted Ad/Job Listings: 25%
- Recruiter with Prospective Employer: 12%
- Networking websites (e.g., LinkedIn, Meettheboss, Talkbiznow): 11%
- Job/Career Fairs: 7%
- College or Educational Institution Career Center: 7%
- Government Jobs Program: 7%
- Social Media (e.g., Facebook, Twitter): 7%
- Something Else: 2%
- None: 11%

Any (Net): 89%

BASE: Qualified Respondents (n=1008)
Q730 From which of the following resources have you ever found a job? Please select all that apply.
### Most Helpful Resources in Job Search

<table>
<thead>
<tr>
<th>Resource</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Board Websites (e.g., CareerBuilder, Monster, HotJobs, Indeed)</td>
<td>26%</td>
</tr>
<tr>
<td>Employer Websites</td>
<td>15%</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>11%</td>
</tr>
<tr>
<td>Contact or Acquaintance Working with Prospective Employer</td>
<td>11%</td>
</tr>
<tr>
<td>An Employment Agency or Staffing Firm</td>
<td>9%</td>
</tr>
<tr>
<td>Newspaper Help Wanted Ad/Job Listings</td>
<td>5%</td>
</tr>
<tr>
<td>Networking Websites (e.g., LinkedIn, Meettheboss, Talkbiznow)</td>
<td>5%</td>
</tr>
<tr>
<td>Recruiter with Prospective Employer</td>
<td>3%</td>
</tr>
<tr>
<td>Government Jobs Program</td>
<td>3%</td>
</tr>
<tr>
<td>Job/Career Fairs</td>
<td>1%</td>
</tr>
<tr>
<td>Social Media</td>
<td>1%</td>
</tr>
<tr>
<td>College or Educational Institution Career Center</td>
<td>1%</td>
</tr>
<tr>
<td>Something Else</td>
<td>1%</td>
</tr>
<tr>
<td>None</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Any (Net): 93%**

**Websites (Net): 46%**

**BASE: Qualified Respondents (n=1008)**

Q720 Which of the following resources do you find most helpful in searching for jobs?
RESOURCES MOST HELPFUL WHEN THEY HAVE LARGE NUMBERS OF LISTINGS

<table>
<thead>
<tr>
<th>Reason for Using Most Helpful Resource</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a large number of job listings (e.g., variety, quantity)</td>
<td>23%</td>
</tr>
<tr>
<td>Is informative (e.g., about job, company)</td>
<td>11%</td>
</tr>
<tr>
<td>Shows current/up to date job listings</td>
<td>8%</td>
</tr>
<tr>
<td>Knowing someone leads to interviews, jobs</td>
<td>8%</td>
</tr>
<tr>
<td>Able to target searches (e.g., personalize, customize)</td>
<td>8%</td>
</tr>
<tr>
<td>Is easy to use/understand/access</td>
<td>8%</td>
</tr>
<tr>
<td>Work for me/Help to find me employment</td>
<td>5%</td>
</tr>
<tr>
<td>Know what employers want/are looking for/...</td>
<td>5%</td>
</tr>
<tr>
<td>Gives me direct contact with employer</td>
<td>5%</td>
</tr>
<tr>
<td>Effective/Helpful</td>
<td>4%</td>
</tr>
<tr>
<td>Is reliable/dependable</td>
<td>4%</td>
</tr>
<tr>
<td>Has jobs/opportunities listed in one place</td>
<td>4%</td>
</tr>
<tr>
<td>Has inside information/gives me an advantage</td>
<td>3%</td>
</tr>
<tr>
<td>Got me a job/my current job</td>
<td>3%</td>
</tr>
<tr>
<td>Direct links to applications</td>
<td>3%</td>
</tr>
<tr>
<td>Allow me to view local job listings</td>
<td>3%</td>
</tr>
<tr>
<td>Is the best chance for success (e.g., getting interview, job)</td>
<td>3%</td>
</tr>
<tr>
<td>Gives a good reference/Puts in a good word</td>
<td>3%</td>
</tr>
<tr>
<td>Used by many employers/companies</td>
<td>3%</td>
</tr>
<tr>
<td>Is personal contact/Real people are involved</td>
<td>2%</td>
</tr>
<tr>
<td>Matches jobs to my qualifications/Is relevant to my field</td>
<td>2%</td>
</tr>
<tr>
<td>Is fast/quick</td>
<td>2%</td>
</tr>
<tr>
<td>Can post your resume</td>
<td>2%</td>
</tr>
<tr>
<td>Find jobs not posted to the public/anywhere else</td>
<td>1%</td>
</tr>
<tr>
<td>Is convenient (e.g., can do at home, can do at my leisure, can do daily)</td>
<td>1%</td>
</tr>
<tr>
<td>Gets me noticed/&quot;my foot in the door&quot;</td>
<td>1%</td>
</tr>
<tr>
<td>Have used in the past</td>
<td>1%</td>
</tr>
<tr>
<td>Networking/Helps me network</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
<tr>
<td>None</td>
<td>5%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2%</td>
</tr>
<tr>
<td>Declined to answer</td>
<td>4%</td>
</tr>
</tbody>
</table>

BASE: Cite A Useful Resource (n=948)
Q725 For what reason do you believe ... is most helpful in searching for a job?
JOB SEEKERS LIKE THE VISIBILITY TECHNOLOGY OFFERS

- I like the visibility technology can offer when it comes to sharing my resume.
  - Strongly Disagree: 6%
  - Somewhat Disagree: 14%
  - Somewhat Agree: 55%
  - Strongly Agree: 25%

- Technology has made landing a job easier.
  - Strongly Disagree: 6%
  - Somewhat Disagree: 21%
  - Somewhat Agree: 50%
  - Strongly Agree: 23%

- I have looked for a job online while working my current job.
  - Strongly Disagree: 19%
  - Somewhat Disagree: 12%
  - Somewhat Agree: 40%
  - Strongly Agree: 29%

- I am more satisfied using technology-based resources than relying on a person to aid me in a job search.
  - Strongly Disagree: 10%
  - Somewhat Disagree: 35%
  - Somewhat Agree: 39%
  - Strongly Agree: 15%

- The Internet is all I need to find a job.
  - Strongly Disagree: 16%
  - Somewhat Disagree: 38%
  - Somewhat Agree: 35%
  - Strongly Agree: 10%

BASE: Qualified Respondents (n=1008)
Q735 How strongly do you agree or disagree with each of the following statements regarding finding a job?
JOB SEEKERS HAVE RESERVATIONS ABOUT USE OF TECHNOLOGY

BASE: Qualified Respondents (n=1008)
Q735 How strongly do you agree or disagree with each of the following statements regarding finding a job?

I feel uneasy giving so much of my personal employment history to websites.

- Strongly Disagree: 10%
- Somewhat Disagree: 28%
- Somewhat Agree: 42%
- Strongly Agree: 20%

Using only technology-based resources limits my job search.

- Strongly Disagree: 11%
- Somewhat Disagree: 30%
- Somewhat Agree: 42%
- Strongly Agree: 18%

Job websites are too impersonal.

- Strongly Disagree: 11%
- Somewhat Disagree: 34%
- Somewhat Agree: 41%
- Strongly Agree: 14%
IMPORTANCE OF HUMAN INTERACTION SEEN IN JOB SEARCHES

BASE: Qualified Respondents (n=1008)
Q735 How strongly do you agree or disagree with each of the following statements regarding finding a job?

- I prefer human interaction when searching for a job.
  - Strongly Disagree: 4%
  - Somewhat Disagree: 19%
  - Somewhat Agree: 49%
  - Strongly Agree: 28%
  - Somewhat/Strongly Agree NET: 77%

- Personal contacts are worth more to me than search engines when it comes to finding a job.
  - Strongly Disagree: 5%
  - Somewhat Disagree: 20%
  - Somewhat Agree: 45%
  - Strongly Agree: 31%
  - Somewhat/Strongly Agree NET: 76%

- I find value working with a person rather than just using technology when searching for a job.
  - Strongly Disagree: 4%
  - Somewhat Disagree: 22%
  - Somewhat Agree: 53%
  - Strongly Agree: 21%
  - Somewhat/Strongly Agree NET: 74%

- Job/ career fairs are not worth my time.
  - Strongly Disagree: 12%
  - Somewhat Disagree: 33%
  - Somewhat Agree: 38%
  - Strongly Agree: 17%
  - Somewhat/Strongly Agree NET: 55%
Which of the following described the type of work you have looked for or plan to look for? Please select all that apply per column.

- **Full-time**: 75% (52% have ever looked for, 53% plan to look for)
- **Part-time**: 39% (36% have ever looked for, 53% plan to look for)
- **Temporary or Contract**: 23% (36% have ever looked for, 31% plan to look for)
- **Seasonal**: 18% (31% have ever looked for, 21% plan to look for)
- **Freelance or Independent Contractor**: 25% (21% have ever looked for, 13% plan to look for)
- **Piecework or Day work**: 13% (17% have ever looked for, 13% plan to look for)
- **Another Type of Work**: 2% (1% have ever looked for, 1% plan to look for)
- **Don't Know**: 3% (3% have ever looked for, 3% plan to look for)
- **None of These**: 7% (16% have ever looked for, 16% plan to look for)

**Any (Net):** 90% (81% have ever looked for, 81% plan to look for)

**BASE:** Qualified Respondents (n=1008)

**Q740** Which of the following described the type of work you have looked for or plan to look for? Please select all that apply per column.