

How Successful JOB Seeking Really Happens



Data culled from the latest ASA Workforce Monitor[®] survey reveals the strategies effective job seekers prefer most—and which job-seeking strategies actually result in attractive offers. Here's a look at the numbers.

By Tim Hulley

It's a question staffing and recruiting professionals have asked themselves time and again: How are job seekers looking for and successfully landing new jobs?

The answer is critically important: The more recruiters know, the better they can hone their engagement tactics with prospective talent. The staffing company that does the best job of recruiting and successfully placing candidates stands to grow its talent pool, better serve clients and prospective clients, and increase profitability.

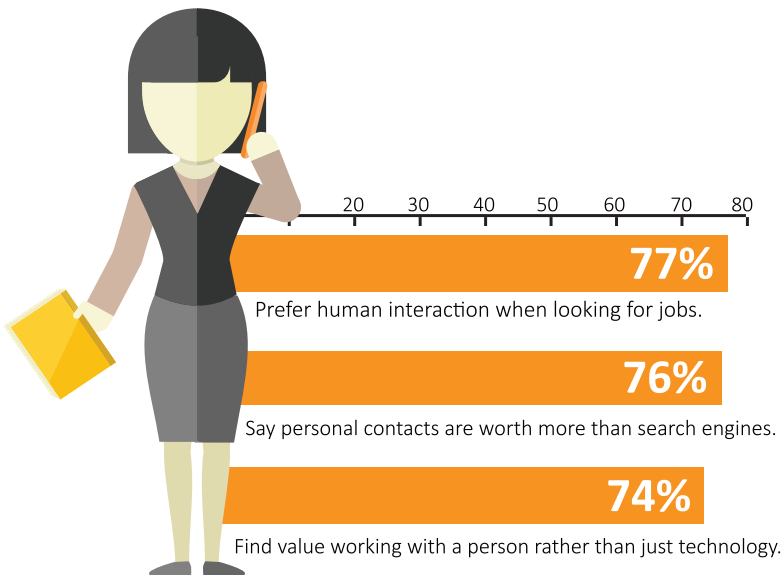
Plus, with the number of U.S. job vacancies currently matching a record high of 5.8 million, the job-seeking question takes on even more importance and urgency. In the answer lies an opportunity for staffing companies to capitalize on what they do best—provide talent and services that help businesses, workers, and the U.S. economy overall. >>>

Exclusive Industry Research & Data

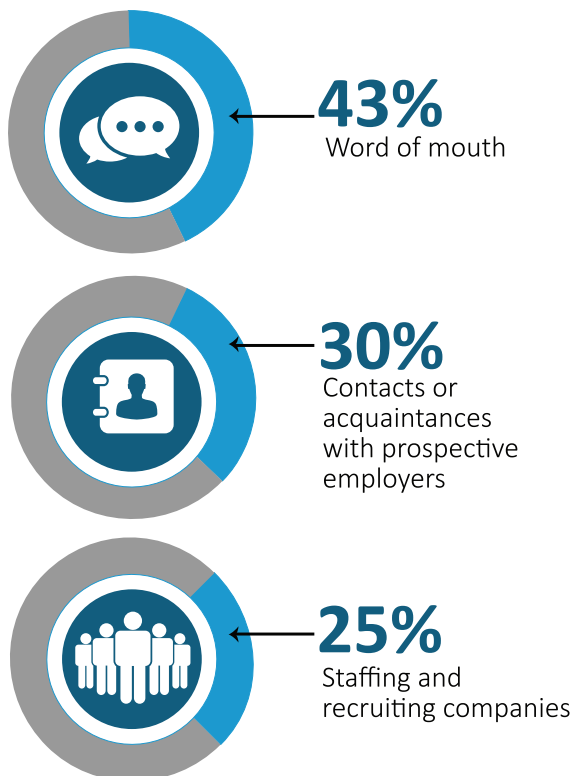
This is the fourth in a year-long *Staffing Success* series from the industry's research and data leader—the American Staffing Association. Tell us what you think on Twitter—follow @StaffingTweets and use the hashtag #ASAresearch.



Human Interaction Preferred When Searching for Work



3 of 5 Top Ways to Land a Job Are “High Touch”



More than **three in four job seekers (77%)** say that they **prefer human interaction** when looking for work.

Personal Contacts Lead to Job Offers

Especially in today’s world of apps, texts, and Snapchats, it may be surprising to know that people still dominate three of the top five ways job seekers actually land a job, according to ASA Workforce Monitor findings.

These three strategies considered to be effective in landing a job are deemed “high touch” because they rely on people and personal interaction: Word of mouth (43%); contacts or acquaintances with prospective employers (30%); and interacting with staffing and recruiting companies (25%) are three of the top five ways job seekers say they land a job.

Technological tools—such as job board websites and employer websites—round out the top five (both at 30%). Driving home the point that job seekers appreciate dealing with people, more than three in four job seekers (77%) say that they prefer human interaction when looking for work.

Methodology: How the Survey Was Conducted

The ASA Workforce Monitor survey series focuses on current U.S. workforce trends and issues. Harris Poll conducted the survey online on behalf of ASA, Dec. 22–28, 2015, among 1,008 U.S. adults age 18 and older who have searched for a job in the past five years or plan to do so in the future. Results were weighted on age, education, race/ethnicity, household income, and geographic region where necessary to bring them into line with their actual proportions in the U.S. population.

To learn more about the ASA Workforce Monitor and to download high-resolution infographics on survey results, visit americanstaffing.net/workforcemonitor.

Job Seekers Like Technology—Mostly

When looking for work, almost half of recent job seekers (46%) view the web as their most helpful resource, according to the survey results. This includes what they consider their most helpful tools: job board websites (26%), followed by employer websites (15%) and networking websites (5%).

Job seekers like the visibility that technology can offer when it comes to sharing their résumés (80%), and they agree that technology has made finding a job easier (73%). However, a majority feel uneasy about providing so much personal employment information to websites (61%).

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Job Seekers Tend to Mix It Up

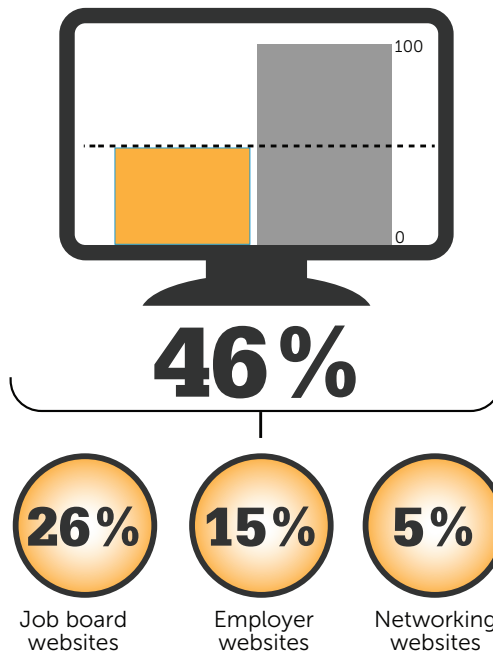
Today's job seekers mostly use a mix of approaches to search for their next position, according to the ASA Workforce Monitor findings. Tapping into the value of personal contacts and human interaction while leveraging the convenience of web-based tools and their ability to provide résumé exposure is a winning combination for many job seekers.

Overall, the most popular tools job seekers use when looking for work are word of mouth (63%), job board websites (62%), and employer websites (60%). (Note that these numbers represent those who have sought work using these strategies, but not necessarily landed a job.)

Other popular job-hunting tools include newspaper help wanted ads or job listings (52%) and contacts or acquaintances at prospective employers (48%). And good news for the staffing industry: Four in 10 job seekers report using a staffing or recruiting company during the job hunt (42%), suggesting that they value the high-touch experience and labor market expertise these companies provide. ■

Tim Hulley is a manager of research for ASA. Send feedback on this article to success@americanstaffing.net. Follow ASA on Twitter @StaffingTweets. The next ASA Workforce Monitor survey focuses on training. Look for results in upcoming ASA publications.

Most Helpful Tools for Finding a Job



Technology Offers Visibility...



...However, Reservations Prevail

