

Job Seeker

Nation 20/10

Jobvite

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## EXECUTIVE SUMMARY

Millions of Americans are currently unemployed, but they're not alone in the hunt for work. They are joined by employed people actively looking to switch jobs, college graduates entering the work force – and a large group of employed Americans who are open to a new job. These groups form a nation of job seekers.

We commissioned this survey to find out who these job seekers are and how they look for work now. The results are enlightening both for working Americans who want to know what they can do to better their employment chances and for employers who need to find and attract talent.

This national survey of 2,180 American adults found two-thirds of currently employed Americans (67%) are either actively seeking a job or open to a new opportunity – joining the millions of unemployed in the job market.

This report profiles three categories of workers in the United States:

- **Stationary Employees** are currently employed and not seeking or open to a new job.
- **Active Job Seekers** have recently looked or are currently hunting for a new job; includes unemployed job seekers, employed workers actively seeking new jobs, workers hired in the past 12 months and pending college graduates.

- **Proactive Career Managers** are currently employed and open to a new job but are not actively seeking one.

The Jobvite Survey: Job Seeker Nation 2010 uncovered the characteristics of a segment comprising 53% of all working Americans: Proactive Career Managers, who are not actively seeking a job, but continuously cultivating relationships and resources to increase their career opportunities. These Proactive Career Managers, especially those with at least a college degree, tend to be younger, more educated and earn higher salaries than other segments of the workforce. They are also more likely to have found their last job through a referral or social network.

Though Proactive Career Managers make up most of America's workforce, not much has been known about their collective characteristics until now. In the past, job seekers have been categorized as "active" or "passive," but this new segment is far from passive about building professional networks to surface new career opportunities.

The survey revealed a profile of the Proactive Career Manager:

- **Young:** 73% are ages 18-44, compared to 53% of Stationary Workers and 76% of Active Job Seekers.

- **Highly educated:** 52% are college graduates compared to 31% of Active Job Seekers and 44% of Stationary Employees.
- **Proactive:** 73% engaged in a job search activity in the last 12 month – activity more like the Active Job Seeker than that of the Stationary Employee.
- **Social:** 77% use Facebook, 36% use Twitter and 34% use LinkedIn. A smaller proportion of Stationary Employees use each network – Facebook (67%), Twitter (28%) and LinkedIn (28%); and Active Job Seekers use Facebook equally, but Twitter (26%) and LinkedIn (32%) to a lesser extent.
- **Well connected:** 52% have 50+ contacts on Facebook, 18% have 50+ contacts on Twitter and 17% have 50+ contacts on LinkedIn. Stationary Employees have 50+ contacts on each network to a lesser degree – Facebook (44%), Twitter (14%) and LinkedIn (13%); Active Job Seekers have a similar rate of 50+ contacts on Facebook (53%) but much lower proportion have 50+ contacts on Twitter (11%) or LinkedIn (8%).

The Jobvite Survey: Job Seeker Nation 2010 found the gold standard of job hunting – referrals – remains the most common way to secure a new job. However, younger professionals build their networks faster and generate more referrals online as compared to previous generations still using more traditional methods.

The astronomical growth of social networks has created a new way for companies and candidates to connect online. Nielsen calculates social network traffic grew by 43% from June 2009 to June 2010, and social network activity is now the single largest activity online, dwarfing online games, email and search. And Americans are now turning to their social networks to find jobs.

- 44% of all job seekers cited referrals and/or social networks as the source of their most recent job, compared to 32% for job boards (note, respondents could select multiple options).
- 18% of respondents ages 18-24 and 19% of respondents ages 25-34 used social networks to find their current job, compared to 9% of those 35-44, 4% of those 45-54, and 1% of those 55+.
- Extrapolated to the national adult population, approximately 14.4 million American job seekers would credit online social networks for their current/most recent job.

Of those job seekers who used social networks to find their last job, a higher percentage of them are younger, more educated, high-earning adults than those that found their last job through an Internet job board:

	<b>Found Last Job Via Social Network</b>	<b>Found Last Job Via Internet Job Board</b>
<b>Age 18-34</b>	73%	53%
<b>Income of \$75,000+</b>	40%	26%
<b>College graduate or higher</b>	46%	41%

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“A large group of job seekers believe they have a better chance to land a job if they are connected, proactive and prepared – and rightly so. These are some of the very qualities employers look for when hiring, and social networks are emerging as the meeting ground for likeminded innovative employers and prospective employees.”

DAN FINNIGAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF JOBVITE

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## METHODOLOGY

On behalf of Jobvite, the polling company™, inc./ WomanTrend fielded a national omnibus survey of 2,180 adults (aged 18+). The survey was conducted online October 19-21, 2010. Respondents for this survey were selected from an opt-in panel, and had expressed prior consent to participate in online surveys such as this. The demographics of this audience closely match the nationwide population of adults (age 18+) with respect to gender, age, and region.

The first substantive question determined respondents' employment situation and attitude toward future employment opportunities, thereby screening out non-employed, non-job seekers. This

included those who were retired, and students and unemployed persons who said they are not looking for a job in the next year. This narrowed the sample size from 2,180 to 1,418 for the remaining four substantive inquiries on respondents' behavior with respect to social networking and their most recent job search. Of the 1,418 adults completing the remainder of the survey, 1,044 were deemed to be current or recent "job seekers," or individuals open to or actively pursuing a position, or those hired in the past year.

The omnibus survey of adults also included demographic questions on gender, age, education, income, region, and marital and parental statuses.

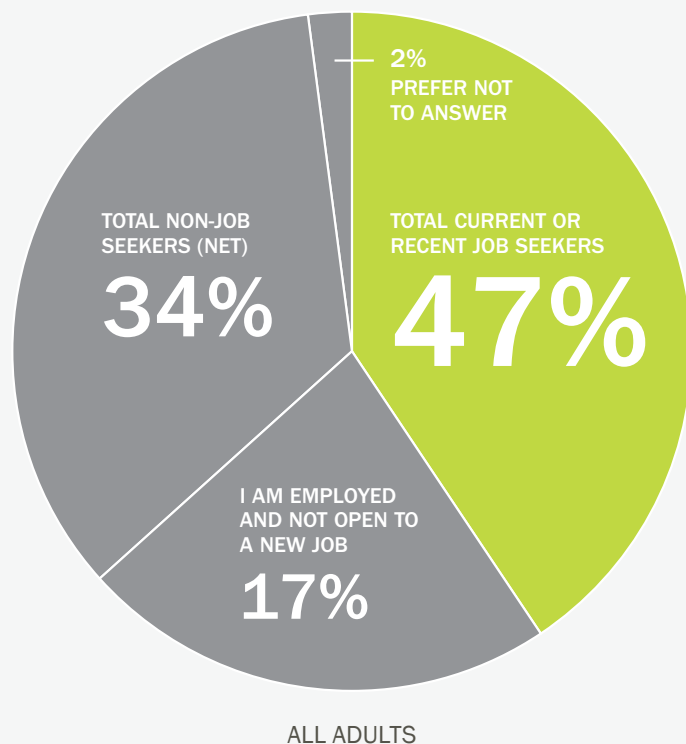
All substantive questions were closed-ended in nature with two opportunities to specify verbatim "other" responses.

When sample is based on a self-selected population and not a probability sample (in which everyone in the population has a non-zero chance of being selected), no conclusions can be drawn with respect to sampling error.

# Employment Situation and Attitude Toward Future Opportunities

Respondents were first asked to jointly describe their occupational statuses and interest in a new position. Fully 47% of adults were current or recent job seekers. Another 17% were employed, but not open to another job. Just more than one-in-three respondents (34%) classified themselves as non-job seekers and were screened out of the questionnaire specific to the job search. Of the 47% of adults that are current or recent job seekers, 82% have at least one online social network profile.

## CURRENT EMPLOYMENT SITUATION (N=2,180)



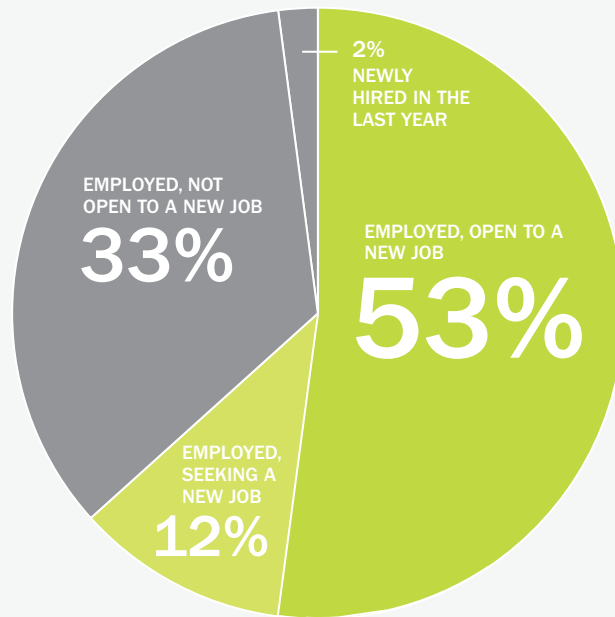
## Q WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT EMPLOYMENT SITUATION, AS WELL AS YOUR ATTITUDE TOWARD A NEW JOB? (N=2,180)

<b>TOTAL CURRENT OR RECENT JOB SEEKERS</b>	<b>47%</b>
I am employed and open to a new job	27%
I am unemployed and currently seeking a job	10%
I am employed, but currently seeking a new job	6%
I am a student and will be seeking a job within 1 year	3%
I was hired for a new job in the past year	1%
<b>I AM EMPLOYED AND NOT OPEN TO A NEW JOB</b>	<b>17%</b>
<b>TOTAL NON-JOB SEEKERS</b>	<b>34%</b>
I am retired	22%
I am unemployed and currently not seeking a job	10%
I am a student and will not be seeking a job within 1 year	2%
Prefer not to answer	2%

# Even Those Employed Have Their Eyes on the Next Opportunity

While the national news focus is on the state of unemployment in America, the state of employment has had less scrutiny. According to the Jobvite survey, two-thirds of employed adults said they are open to a new job (passive job seekers) or actively looking for a new job. The prevalence of employed job seekers supports the national trend of changing jobs for career development. According to the Bureau of Labor Statistics, the average lifetime number of employers for a worker has risen from 4 in the 1960's to 10.8 in 2006, and many say for Generation X it will be 14.

**Q** WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT EMPLOYMENT SITUATION, AS WELL AS YOUR ATTITUDE TOWARD A NEW JOB? (N=1,117)



ALL EMPLOYED ADULTS

HOW MANY ARE THERE?

EMPLOYED OR SEEKING WORK (SOURCE: U.S. CENSUS BUREAU 2010)

**120,208,320**

ARE EMPLOYED...BUT OPEN OR SEEKING A NEW JOB

**77,555,280**

EMPLOYED AND NOT OPEN TO A NEW JOB

**39,952,720**

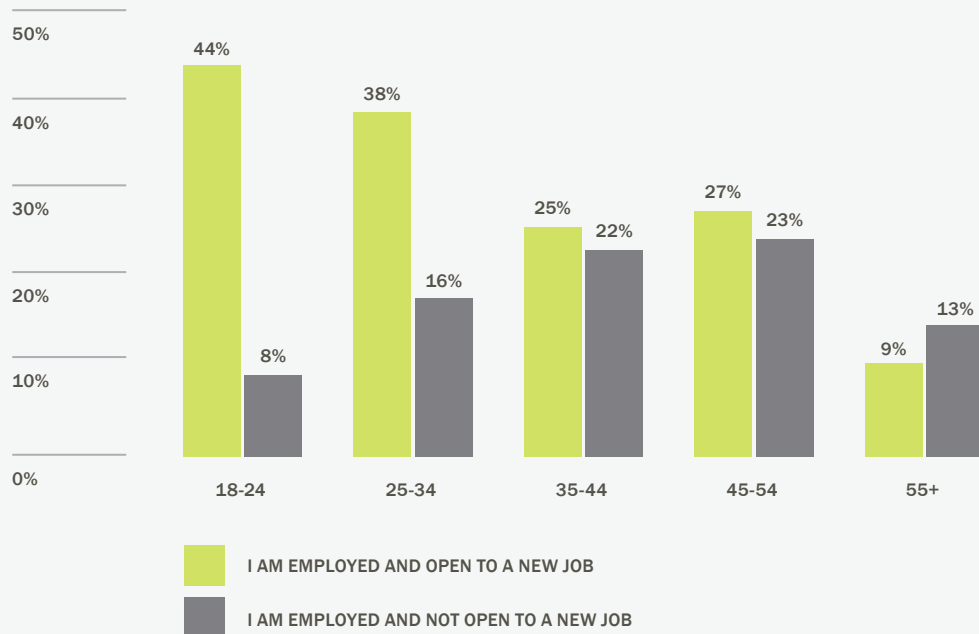
# A Closer Look at 3 Segments of American Workers

	<b>Proactive Career Managers</b> “Employed and Open to a New Job” (n=596)	<b>Active Job Seekers</b> “Unemployed and Seeking” and “Employed and Seeking a New Job” (n=448)	<b>Employed, Not Open</b> “Employed and Not Open to a New Job” (n=369)
<b>Age 18-44</b>	73%	76%	53%
<b>College graduate or higher</b>	52%	31%	44%
<b>Income of \$75K+</b>	34%	19%	42%
<b>Use Facebook</b>	77%	77%	67%
<b>Use LinkedIn</b>	34%	26%	28%
<b>Use Twitter</b>	36%	32%	28%
<b>Engage in job search activity</b>	73%	81%	28%

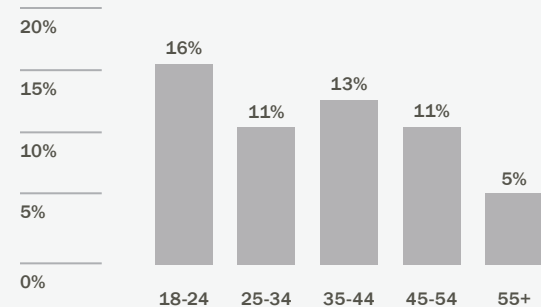
# Younger Adults More Likely to Look – Regardless of Employment Status

Employed adults open to new positions were significantly more inclined to be male than female (31% vs. 24%, respectively identified themselves as open to a new job) and a member of the younger cohorts, ages 18-24 or 25-34. As people get older, they are less open to new job opportunities if they are already employed. Unemployed adults currently looking for a job were more likely to be younger (18-24) than their counterparts.

**Q** WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT EMPLOYMENT SITUATION, AS WELL AS YOUR ATTITUDE TOWARD A NEW JOB? (N=965)



UNEMPLOYED ADULTS LOOKING FOR A JOB BY AGE GROUP





# A Closer Look at Demographics by Employment Intentions

The following table provides a demographic breakdown of the “Employed, Not Open” category (n=369) and the “Job Seekers” category (n=1,044), which includes those who selected “I am employed and open to a new job,” “I am unemployed and currently seeking a job,” “I am employed, but currently seeking a new job,” “I am a student and will be seeking a job within 1 year,” or “I was hired for a new job in the past year” in the first inquiry.

Job seekers active on at least one social media network were significantly more likely than their non social media using counterparts to have engaged in each of the tested activities in the past twelve months, including “offline” behaviors such as attending an in-person networking event or asking a family member, friend, or colleague for a referral. Job seekers overall had the greatest presence on Facebook than any other social networking site tested in the study, and they were more likely than those respondents who are employed but not seeking a new job to have 200+ Facebook friends, by a margin of 20 percentage points.

“Employed, Not Open” employees tended to use more traditional mediums, as opposed to those utilizing technology, for finding their current jobs, such as the newspaper or a referral from a professional/personal contact. Those who were employed and not open to new job opportunities use Twitter, LinkedIn, Facebook, MySpace, and email in smaller proportions than job seekers overall.

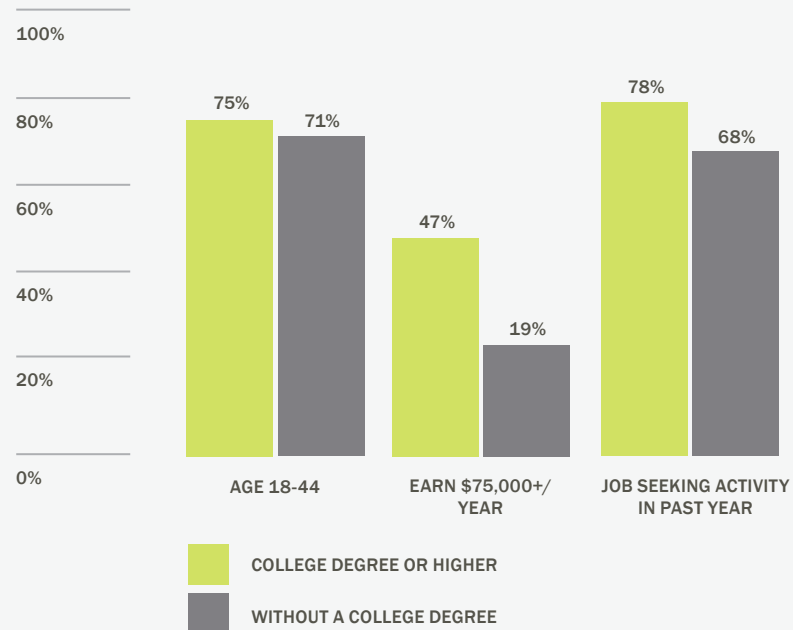
	Employed, Not Open (n=369)	Active Jobseekers Proactive Career Managers (n=1,044)		Employed, Not Open (n=369)	Active Jobseekers Proactive Career Managers (n=1,044)
<b>GENDER</b>			<b>HOUSEHOLD INCOME</b>		
Male	51%	50%	<\$25K	10%	20%
Female	49%	50%	\$25-49K	24%	32%
<b>AGE</b>			\$50-74K	24%	20%
18-24	6%	20%	\$75-99K	18%	13%
25-34	18%	27%	\$100K+	25%	15%
35-44	29%	27%	<b>EMPLOYED</b>		
45-54	25%	17%	Yes	99%	72%
55+	22%	8%	No	1%	28%
<b>SOCIAL NETWORK USE</b>			<b>EDUCATION</b>		
Facebook	67%	77%	High School or Less	19%	21%
LinkedIn	28%	31%	Some College	37%	37%
Twitter	28%	34%	College Grad	27%	28%
Has 200+ Facebook contacts	15%	35%	Post Grad	17%	14%

# A Closer Look at Job Seekers

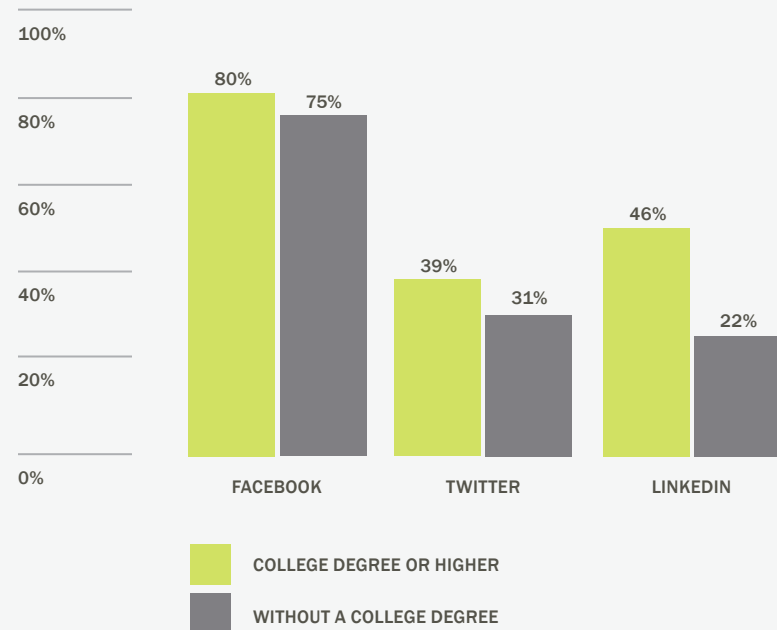
	<b>Proactive Career Managers</b>	<b>Active Job Seekers</b>		<b>Proactive Career Managers</b>	<b>Active Job Seekers</b>
	“Employed and Open to a New Job” (n=596)	“Unemployed and Seeking” and “Employed and Seeking a New Job” (n=448)		“Employed and Open to a New Job” (n=596)	“Unemployed and Seeking” and “Employed and Seeking a New Job” (n=448)
<b>GENDER</b>			<b>HOUSEHOLD INCOME</b>		
Male	54%	45%	<\$25K	10%	34%
Female	46%	55%	\$25-49K	33%	31%
<b>AGE</b>			\$50-74K	22%	16%
18-24	12%	30%	\$75-99K	15%	9%
25-34	31%	23%	\$100K+	19%	10%
35-44	30%	23%	<b>EMPLOYED</b>		
45-54	18%	17%	Yes	99%	37%
55+	9%	8%	No	1%	63%
<b>SOCIAL NETWORK USE</b>			<b>EDUCATION</b>		
Facebook	77%	77%	High School or Less	16%	50%
LinkedIn	34%	26%	Some College	32%	42%
Twitter	36%	32%	College Grad	35%	20%
Has 200+ Facebook contacts	16%	20%	Post Grad	17%	11%

# A Closer Look at Proactive Career Managers

## Profile



## Social Network Use



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# A Closer Look at Social Job Seekers

The following table provides a demographic breakdown of the “Social Job Seekers” category (n=852) which includes all Job Seekers who use Twitter, LinkedIn, Facebook, MySpace, Bebo, and/or Four Square. Social media users were significantly more inclined than those not active on any social network to have used the tested methods of directly securing their current or most recent job. They also engaged in [all of the job seeking activities](#) in higher proportions than their non-social media using counterparts. As expected, the greatest gaps in job search participation between seekers who were active and inactive on social networks occurred among “online” activities such as utilizing an Internet job board, internal listings for current employees, and companies’ career sites.

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## Social Jobseekers

All Active Job Seekers and Proactive Career Managers Who Use Social Networks (n=852)

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### GENDER

Male	49%
Female	51%

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### AGE

18-24	22%
25-34	30%
35-44	26%
45-54	15%
55+	6%

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### SOCIAL NETWORK USE

Facebook	94%
LinkedIn	38%
Twitter	42%
Has 200+ Facebook contacts	22%

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### HOUSEHOLD INCOME

<\$25K	19%
\$25-49K	33%
\$50-74K	20%
\$75-99K	13%
\$100K+	15%

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### EMPLOYED

Yes	73%
No	27%

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### EDUCATION

High School or Less	37%
Some College	37%
College Grad	29%
Post Grad	15%

# How People Look for Jobs and Cultivate Professional Connections Now

The survey explored the actions and experiences of individuals in the past 12 months as it related to the job search process. While respondents were varied in the steps they had taken to explore or secure a new job, current or recent job seekers are more apt than those that are employed, but not pursuing a new position to take any of the listed actions, by a margin greater than 2-to-1.

The most popular actions for both cohorts were “visiting an Internet job board”, “reviewing a company’s careers site” and “asking for a referral.” Others use social media sites to create a virtual bond with potential employers by adding professional contacts (20%, job seekers; 14%, employed not seeking) or connecting with a companies’ social network profiles (19%, job seekers; 11%, employed not seeking).

The last audience column, “Talented Job Seekers” is defined as those job seekers who earn an annual household income of \$75+ and have completed at least some post graduate work. This group engages in referral and professional social networking activities at a markedly higher rate than other groups – and visits job boards less.

## Q WHICH OF THE FOLLOWING ACTIONS HAVE YOU DONE IN THE PAST 12 MONTHS, IF ANY? (MULTIPLE RESPONSES)

Employed, Not seeking (n=369)	ALL Job Seekers (n=1,044)	Proactive Career Managers (n=596)	Active Job Seekers (n=448)	Talented Job Seekers (n=78)	
17%	55%	49%	63%	56%	Visited an Internet job board (such as Craigslist or HotJobs)
15%	44%	41%	48%	46%	Reviewed a company’s careers site
7%	31%	27%	37%	39%	Asked for a job referral from a family member, friend, and/or colleague
9%	26%	25%	27%	36%	Updated an online social network profile to be more appropriate for potential employers to see
14%	20%	22%	17%	42%	Added a professional contact to your online social network
11%	19%	19%	19%	28%	Reviewed/connected with a company via online social network profile(s)
7%	16%	14%	19%	30%	Contacted or worked with a recruiting agency or independent recruiter
8%	15%	16%	14%	27%	Referred to your own online social network profile (such as Facebook or LinkedIn) on a job application or during an interview
11%	14%	15%	12%	24%	Attended an in-person networking event
62%	24%	27%	19%	18%	None of the above (could select only this response)

# Social Media Users More Active in All Job Search and Professional Networking Activities

**Q** WHICH OF THE FOLLOWING ACTIONS HAVE YOU DONE IN THE PAST 12 MONTHS, IF ANY? (MULTIPLE RESPONSES)

## Social Media Users

## Non Social Media Users

Employed, Not seeking (n=262)	ALL Job Seekers (n=825)	Proactive Career Managers (n=457)	Active Job Seekers (n=368)		Employed, Not seeking (n=107)	ALL Job Seekers (n=192)	Proactive Career Managers (n=112)	Active Job Seekers (n=80)
22%	59%	53%	66%	Visited an Internet job board (such as Craigslist or HotJobs)	4%	40%	42%	50%
20%	49%	46%	52%	Reviewed a company's careers site	3%	26%	21%	31%
10%	34%	30%	40%	Asked for a job referral from a family member, friend, and/or colleague	1%	17%	13%	23%
13%	32%	30%	33%	Updated an online social network profile to be more appropriate for potential employers to see	-	2%	3%	1%
19%	24%	27%	21%	Added a professional contact to your online social network	-	1%	-	1%
15%	23%	23%	22%	Reviewed/connected with a company via online social network profile(s)	1%	3%	2%	4%
10%	18%	16%	21%	Contacted or worked with a recruiting agency or independent recruiter	-	9%	7%	11%
11%	18%	19%	17%	Referred to your own online social network profile (such as Facebook or LinkedIn) on a job application or during an interview	-	-	-	-
15%	16%	17%	14%	Attended an in-person networking event	1%	5%	6%	3%
49%	18%	20%	15%	None of the above (could select only this response)	92%	48%	55%	39%

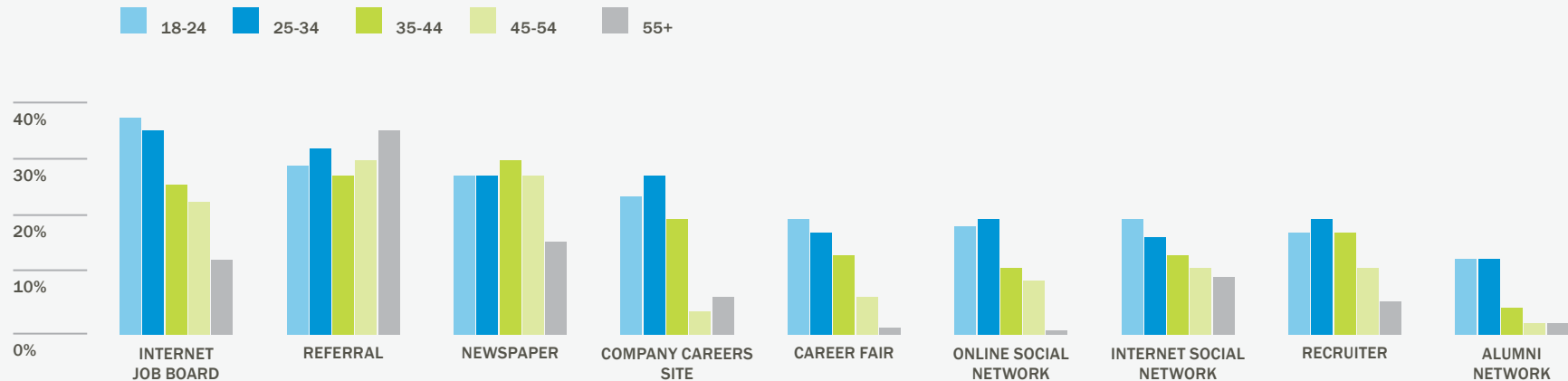
# Referrals Secure the Plurality of American Jobs with Internet Listings a Close Second

**Men were more likely than women** to use online social networks (14% vs. 8%), company careers sites (20% vs. 16%), recruiters (15% vs. 9%), internal job listings (18% vs. 11%), career fairs (16% vs. 9%), and alumni networks (8% vs. 5%) to secure their current or most recent positions. In all of the answer categories listed, those with **children in the household** were significantly more apt than those without kids to have used that resource, with the exception of a referral from professional or personal contacts.

**Members of high income households** were more likely to have found their past or previous position through an online social network (19%), company careers site (20%), recruiter (16%), internal job listing (20%), career fair (19%), alumni network (16%), or a referral (36%), while those making less than \$50K annually were more likely than wealthier adults to use Internet job boards (31%, <\$25K; 29%, \$25-\$50K) and the newspaper (28%, \$25-\$50K).

**Younger cohorts were more inclined than their older counterparts** to attribute their past or present jobs with the listed resources, with the exception of a “referral from professional or personal contacts”.

**Q** WHICH OF THE FOLLOWING RESOURCES DID YOU USE THAT DIRECTLY LED TO FINDING YOUR CURRENT/MOST RECENT JOB? MULTIPLE RESPONSES. (ALL RESPONDENTS)



# Proactive Career Managers Find Jobs Through Referrals and Networks

Nearly one-third of job seekers (32%) found their most recent jobs through Internet job boards, while the leading source for those who are currently employed is referrals (27%). Job seekers also credited referrals and newspapers as the second and third most popular resources for their past positions (31% and 27%, respectively), followed by “company careers site” (21%).

**More Talented Job Seekers** (those job seekers who earn an annual household income of \$75K+ and have completed at least some post graduate work) found their most recent job through referrals more than any other group, followed by the Proactive Career Manager; referrals also topped the list of job resources for those Employed, Not Seeking. Online social networks also played a significant role for both Talent Job Seekers and Proactive Career Managers.

## Q WHICH OF THE FOLLOWING RESOURCES DID YOU USE THAT DIRECTLY LED TO FINDING YOUR CURRENT/MOST RECENT JOB? (MULTIPLE RESPONSES)

Employed, Not seeking (n=369)	ALL Job Seekers (n=1,044)	Proactive Career Managers (n=596)	Active Job Seekers (n=448)	Talented Job Seekers (n=78)	
11%	32%	29%	37%	32%	Internet job board
27%	31%	36%	25%	54%	Referral from professional or personal contacts
20%	27%	26%	28%	23%	Newspaper
11%	21%	21%	20%	27%	Company careers site
12%	16%	15%	17%	21%	Internal job listing for current employees
7%	15%	16%	13%	22%	Career fair
11%	13%	13%	12%	23%	Recruiter (agency or independent)
6%	13%	16%	9%	17%	Online social network
7%	7%	9%	5%	18%	Alumni network
28%	12%	11%	13%	8%	Other (Specified)



# Social Media Users Engage with Most Job Search Resources at Higher Rates

**Q** WHICH OF THE FOLLOWING RESOURCES DID YOU USE THAT DIRECTLY LED TO FINDING YOUR CURRENT/MOST RECENT JOB?  
(MULTIPLE RESPONSES)

## Social Media Users

Employed, Not seeking (n=262)	ALL Job Seekers (n=852)	Proactive Career Managers (n=484)	Active Job Seekers (n=368)
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13%	35%	32%	40%	Internet job board
26%	31%	36%	25%	Referral from professional or personal contacts
19%	27%	27%	27%	Newspaper
13%	22%	23%	21%	Company careers site
15%	18%	17%	18%	Internal job listing for current employees
10%	16%	18%	14%	Career fair
11%	13%	14%	13%	Recruiter (agency or independent)
8%	15%	19%	11%	Online social network
10%	8%	10%	6%	Alumni network
26%	10%	9%	12%	Other (Specified)

## Non Social Media Users

Employed, Not seeking (n=107)	ALL Job Seekers (n=192)	Proactive Career Managers (n=112)	Active Job Seekers (n=80)
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4%	19%	14%	25%	Internet job board
29%	30%	36%	21%	Referral from professional or personal contacts
22%	24%	20%	31%	Newspaper
7%	13%	11%	15%	Company careers site
7%	7%	5%	9%	Internal job listing for current employees
7%	7%	6%	8%	Career fair
1%	9%	10%	8%	Recruiter (agency or independent)
-	2%	3%	-	Online social network
-	2%	3%	-	Alumni network
31%	19%	21%	18%	Other (Specified)

# A Closer Look at Use of Job Search Resources

**Q** WHICH OF THE FOLLOWING RESOURCES DID YOU USE THAT DIRECTLY LED TO YOUR CURRENT/MOST RECENT JOB?  
(MULTIPLE RESPONSES)

		Job Seekers who Used an Internet Job Board (n=338)	Profile of Job Seekers who Used a Recruiter (n=132)	Job Seekers who Used an Internal Job Listing for Current Employees (n=164)	Profile of Job Seekers who Used a Career Fair (n=153)	Job Seekers who Used the Newspaper (n=280)	Job Seekers who Used an Online Social Network (n=135)	Job Seekers who Used an Alumni Network (n=72)	Job Seekers who Used a Referral from Professional or Personal Contacts (n=324)	Job Seekers who Used Company Careers Sites (n=215)
<b>Gender</b>	Male	52%	62%	63%	64%	51%	62%	61%	52%	55%
	Female	48%	38%	37%	36%	49%	38%	39%	48%	45%
<b>Age</b>	18-24	23%	20%	23%	28%	20%	29%	29%	18%	21%
	25-34	30%	36%	27%	36%	28%	44%	49%	29%	34%
	35-44	25%	29%	30%	24%	30%	20%	14%	25%	27%
	45-54	17%	13%	13%	11%	19%	6%	6%	17%	14%
	55+	5%	3%	5%	1%	4%	1%	3%	12%	4%
<b>Education</b>	High School or Less	21%	14%	24%	15%	25%	21%	11%	15%	15%
	Some College	38%	29%	30%	29%	35%	33%	21%	33%	30%
	College Grad	25%	36%	29%	37%	28%	33%	39%	30%	33%
	Post Grad	16%	22%	16%	18%	13%	13%	29%	21%	22%
<b>Household Income</b>	<\$25K	22%	13%	16%	15%	20%	14%	8%	14%	16%
	\$25-49K	34%	28%	32%	25%	38%	31%	24%	31%	30%
	\$50-74K	18%	20%	18%	22%	15%	15%	18%	19%	21%
	\$75-99K	12%	16%	15%	15%	12%	15%	15%	17%	15%
	\$100K+	14%	23%	19%	23%	15%	25%	35%	19%	18%

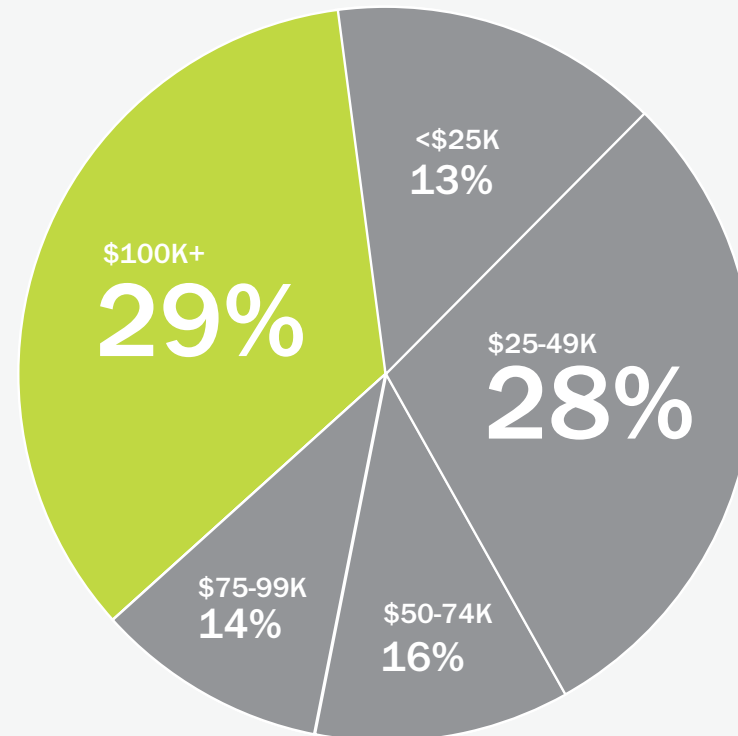
# A Closer Look at Social

**Q** WHICH OF THE FOLLOWING RESOURCES DID YOU USE THAT DIRECTLY LED TO YOUR CURRENT/MOST RECENT JOB? (MULTIPLE RESPONSES)

THOSE WHO WERE DIRECTLY LED TO THEIR CURRENT OR MOST RECENT JOB BY USING ONLINE SOCIAL NETWORKS (N=157)

<b>Gender</b>	Male	64%
	Female	36%
<b>Age</b>	18-24	26%
	25-34	44%
	35-44	22%
	45-54	7%
	55+	1%
	<b>Employed</b>	Yes
	No	17%
<b>Education</b>	High School or Less	18%
	Some College	32%
	College Grad	36%
	Post Grad	13%
<b>Household Income</b>	<\$25K	13%
	\$25-49K	28%
	\$50-74K	16%
	\$75-99K	14%
	\$100K+	29%

**Online Social Networks Led to Most Recent Job**  
(by household income)



# Job Seekers Struggle with a Lack of Opportunities for the “Right” Positions

When asked what difficulties respondents may have experienced during their most recent employment search, recent and current job seekers identified with each problem in significantly greater proportions than those who were already employed and not seeking. The most frequently cited experience among job seekers included a lack of overall opportunities (40%) and trouble finding positions that matched their skills (36%), while employed respondents not open to new opportunities agreed most with the statement, “It was hard to find jobs at companies I wanted to work for” (13%).

Job seekers tended to identify more with experiences related to finding opportunities, as previously mentioned, than those associated with searching and application logistics, such as not knowing which sources to use (20%) or the time commitments to apply (16%).

Of Job Seekers who visited an Internet job board in the past 12 months (N=577): 33% were unable to find relevant job opportunities there.

**Q** THE FOLLOWING IS A LIST OF EXPERIENCES THAT A PERSON MAY OR MAY NOT HAVE WHEN LOOKING OR APPLYING FOR JOBS. WHICH OF THE FOLLOWING HAVE YOU EXPERIENCED DURING YOUR MOST RECENT JOB SEARCH, IF ANY? (MULTIPLE RESPONSES)

Employed, Not seeking (n=369)	ALL Job Seekers (n=1,044)	Proactive Career Managers (n=596)	Active Job Seekers (n=448)	
12%	40%	37%	44%	There was a lack of overall job opportunities in my field or geographic region
11%	36%	32%	42%	It was hard to find jobs that match my skills
13%	31%	29%	33%	It was hard to find jobs at companies I wanted to work for
12%	29%	33%	24%	It was hard to find jobs that met my salary/benefit requirements
10%	24%	21%	27%	I couldn't find relevant opportunities on Internet job boards
8%	22%	22%	22%	I did not know which companies were hiring
7%	20%	18%	23%	I found out about a relevant job opportunity after it was too late
6%	20%	20%	20%	I did not know which sources offer the best job opportunities (such as recruiters, online job database or website, or other sources)
6%	16%	16%	15%	It took too much time to apply for multiple job opportunities
59%	19%	21%	16%	None of the above (could select only this response)

---

# A Closer Look at Job Search Difficulties

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**Q** WHICH OF THE FOLLOWING HAVE YOU EXPERIENCED DURING YOUR MOST RECENT JOB SEARCH, IF ANY? (MULTIPLE RESPONSES)

---

LACK OF OVERALL JOB OPPORTUNITIES IN MY FIELD OR GEOGRAPHIC REGION

**33%**

- Women (35%) more than men (31%)
- Adults aged 35-44 (36%)
- Those earning \$25-49K annually (37%)

---

HARD TO FIND JOBS THAT MATCHED MY SKILLS

**30%**

- Those earning less than \$50K annually (37%, <\$25K; 33%, \$25-49K)

---

HARD TO FIND JOBS AT COMPANIES I WANTED TO WORK FOR

**26%**

- Younger cohorts (31%, 18-24; 32%, 25-34)

---

HARD TO FIND JOBS THAT MET MY SALARY/BENEFIT REQUIREMENTS

**25%**

- Adults aged 25-34 (29%)
- Those with higher household incomes (31% of both \$75-99K and \$100K+)

---

COULD NOT FIND RELEVANT OPPORTUNITIES ON INTERNET JOB BOARDS

**20%**

- Younger cohorts (23% of those aged 18-24 and 25-34)

---

DID NOT KNOW WHICH COMPANIES WERE HIRING

**18%**

- Younger cohorts (25%, 18-24; 21% 25-34)
- Those earning less than \$50K annually (20%, <\$25K; 22%, \$25-49K)

---

FOUND OUT ABOUT A RELEVANT JOB OPPORTUNITY AFTER IT WAS TOO LATE

**17%**

- Adults aged 18-24 (25%)

---

DID NOT KNOW WHICH SOURCES OFFERED THE BEST JOB OPPORTUNITIES

**16%**

- Younger cohorts (22%, 18-24; 20% 25-34)

---

TOOK TOO MUCH TIME TO APPLY FOR MULTIPLE JOB OPPORTUNITIES

**13%**

- Adults aged 18-24 (17%)
-

# Job Seekers Get Social, with Proactive Career Managers Taking the Lead

Those open to new professional opportunities are engaged at higher rates than those uninterested in new jobs on Twitter (35% vs. 28%), LinkedIn (31% vs. 27%), and Facebook (77% vs. 67%). Of those “Employed, Not Seeking” the majority use Facebook but are significantly less engaged in other social media than active and passive jobseekers.

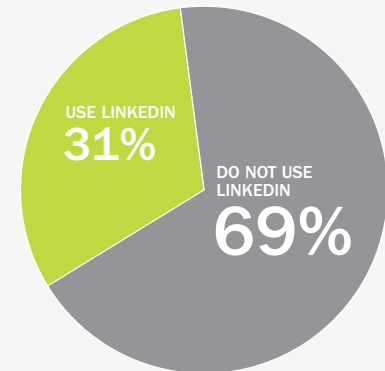
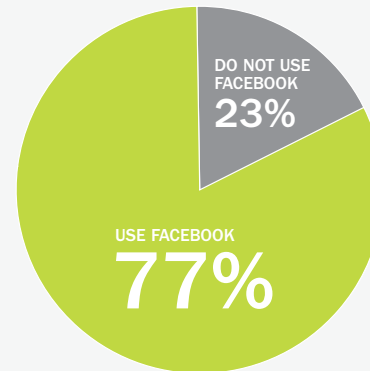
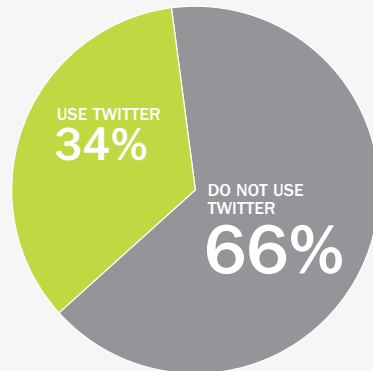
**Q** APPROXIMATELY HOW MANY CONTACTS DO YOU HAVE ON THE FOLLOWING ONLINE SOCIAL NETWORKS, IF APPLICABLE TO YOU? (ONE RESPONSE FOR EACH ITEM)

## All Job Seekers (n=1,044)

## Employed, Not Seeking (n=369)

Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me	Online Social Network	Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me
19%	12%	4%	66%	Twitter	14%	9%	5%	72%
18%	10%	3%	69%	LinkedIn	14%	9%	4%	72%
24%	35%	18%	23%	Facebook	23%	29%	15%	33%
15%	19%	9%	59%	MySpace	17%	13%	5%	66%
6%	5%	2%	86%	Bebo	5%	7%	3%	85%
6%	5%	2%	87%	FourSquare	6%	8%	3%	84%

### Job Seekers Using Social Networks



# Proactive Career Managers Have Larger Online Networks Than Active Seekers

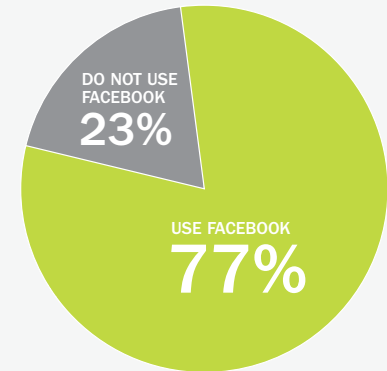
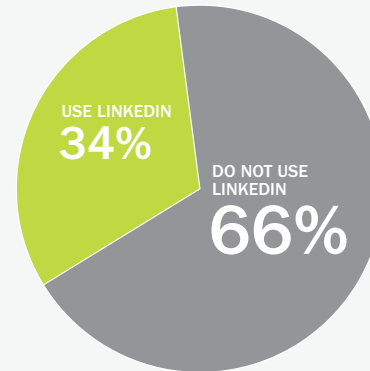
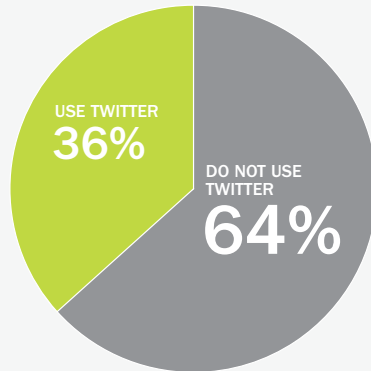
**Q** APPROXIMATELY HOW MANY CONTACTS DO YOU HAVE ON THE FOLLOWING ONLINE SOCIAL NETWORKS, IF APPLICABLE TO YOU? (ONE RESPONSE FOR EACH ITEM)

## Proactive Career Managers (n=596)

## Active Job Seekers (n=448)

Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me	Online Social Network	Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me
18%	13%	5%	64%	Twitter	20%	8%	3%	68%
18%	13%	4%	66%	LinkedIn	18%	6%	2%	74%
25%	36%	16%	23%	Facebook	24%	33%	20%	23%
14%	20%	7%	60%	MySpace	15%	16%	11%	58%
7%	7%	2%	85%	Bebo	5%	4%	2%	89%
6%	7%	2%	85%	FourSquare	5%	4%	1%	90%

### Proactive Career Managers Using Social Networks



# A Closer Look at Job Seekers Using Social Media

The following pages provide detailed information on social network users who have a job-seeking action in the past twelve months. In addition, tables provide demographic profiles of non-users of each of the social networks tested in the survey.

## Q WHICH OF THE FOLLOWING ACTIONS HAVE YOU DONE IN THE PAST 12 MONTHS, IF ANY? (MULTIPLE RESPONSES)

**Job Seekers that use social media who have asked for a job referral from a family member, friend, and/or colleague in the past 12 months (n=291)**

**Job Seekers that use social media who have added a professional contact to their online social network in the past 12 months (n=208)**

Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me	Online Social Network	Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me
22%	20%	9%	49%	Twitter	25%	25%	12%	39%
22%	17%	5%	56%	LinkedIn	35%	26%	10%	29%
25%	42%	30%	4%	Facebook	19%	47%	30%	4%
16%	25%	14%	44%	MySpace	15%	28%	16%	40%
8%	10%	3%	79%	Bebo	9%	12%	6%	73%
9%	9%	3%	79%	FourSquare	10%	13%	5%	72%
30%	39%	15%	15%	Email Address book	21%	48%	23%	9%



# A Closer Look at Job Seekers Using Social Media

**Q** WHICH OF THE FOLLOWING ACTIONS HAVE YOU DONE IN THE PAST 12 MONTHS, IF ANY? (MULTIPLE RESPONSES)

**Jobseekers that use social media who have updated an online social network profile to be more appropriate for potential employers to see in the past 12 months (n=269)**

**Job Seekers that use social media who have referred to their own online social network profile on a job application or during an interview in the past 12 months (n=156)**

Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me	Online Social Network	Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me
26%	23%	10%	41%	Twitter	28%	28%	15%	29%
26%	20%	9%	46%	LinkedIn	26%	25%	12%	38%
20%	45%	31%	4%	Facebook	18%	50%	29%	3%
19%	29%	15%	38%	MySpace	18%	35%	22%	25%
9%	13%	4%	75%	Bebo	12%	18%	8%	62%
8%	10%	4%	77%	FourSquare	12%	16%	7%	65%
26%	41%	21%	12%	Email Address book	27%	37%	24%	13%

# A Closer Look at Job Seekers Using Social Media

Job Seekers that use social media who used an online social network to directly lead to their current/most recent job (n=132)

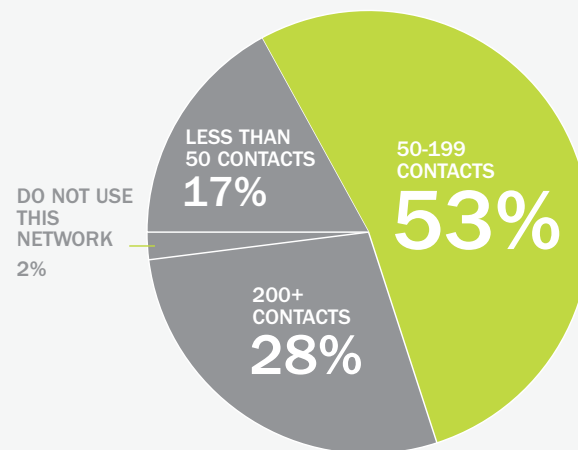
Online Social Network	Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me
Twitter	25%	35%	14%	26%
LinkedIn	20%	30%	11%	39%
Facebook	17%	53%	28%	2%
MySpace	17%	32%	23%	28%

Online Social Network	Less than 50 Contacts	50-199 Contacts	200+ Contacts	I do not use this online social network/ does not apply to me
Bebo	10%	24%	7%	59%
FourSquare	13%	21%	7%	59%
Email Address book	27%	39%	21%	14%

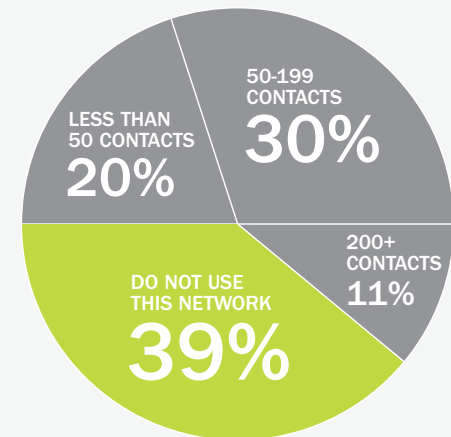
Twitter



Facebook



LinkedIn



# A Closer Look at Job Seekers that Use LinkedIn

Demographics include active job seekers and proactive career managers.

	GENDER		AGE					EMPLOYED	
	Male	Female	18-24	25-34	35-44	45-54	55+	Yes	No
<b>Job Seekers that Use LinkedIn (n=320)</b>	56%	44%	17%	35%	28%	14%	6%	83%	18%
<b>Job Seekers that DO NOT Use LinkedIn (n=724)</b>	48%	52%	21%	24%	27%	19%	10%	68%	32%

	EDUCATION				HOUSEHOLD INCOME				
	High School or Less	Some College	College Grad	Post Grad	<\$25K	\$25-49K	\$50-74K	\$75-99K	\$100K+
<b>Job Seekers that Use LinkedIn (n=320)</b>	12%	23%	42%	23%	11%	24%	17%	18%	29%
<b>Job Seekers that DO NOT Use LinkedIn (n=724)</b>	24%	43%	22%	10%	25%	36%	21%	10%	9%

# A Closer Look at Job Seekers that Use Twitter

Demographics include active job seekers and proactive career managers.

	GENDER		AGE					EMPLOYED	
	Male	Female	18-24	25-34	35-44	45-54	55+	Yes	No
<b>Job Seekers that Use Twitter (n=357)</b>	57%	43%	23%	36%	25%	12%	3%	77%	23%
<b>Job Seekers that DO NOT Use Twitter (n=687)</b>	47%	53%	18%	23%	28%	20%	11%	70%	30%

	EDUCATION				HOUSEHOLD INCOME				
	High School or Less	Some College	College Grad	Post Grad	<\$25K	\$25-49K	\$50-74K	\$75-99K	\$100K+
<b>Job Seekers that Use Twitter (n=357)</b>	18%	34%	33%	33%	17%	31%	20%	14%	19%
<b>Job Seekers that DO NOT Use Twitter (n=687)</b>	22%	38%	26%	14%	22%	33%	20%	12%	13%

# A Closer Look at Job Seekers that Use Facebook

Demographics include active job seekers and proactive career managers.

	GENDER		AGE					EMPLOYED	
	Male	Female	18-24	25-34	35-44	45-54	55+	Yes	No
<b>Job Seekers that Use Facebook (n=804)</b>	49%	51%	23%	30%	26%	15%	6%	73%	27%
<b>Job Seekers that DO NOT Use Facebook (n=240)</b>	56%	44%	10%	19%	31%	25%	16%	69%	31%

	EDUCATION				HOUSEHOLD INCOME				
	High School or Less	Some College	College Grad	Post Grad	<\$25K	\$25-49K	\$50-74K	\$75-99K	\$100K+
<b>Job Seekers that Use Facebook (n=804)</b>	19%	37%	29%	15%	18%	33%	20%	13%	16%
<b>Job Seekers that DO NOT Use Facebook (n=240)</b>	26%	36%	26%	12%	27%	30%	18%	11%	13%

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## ABOUT JOBVITE

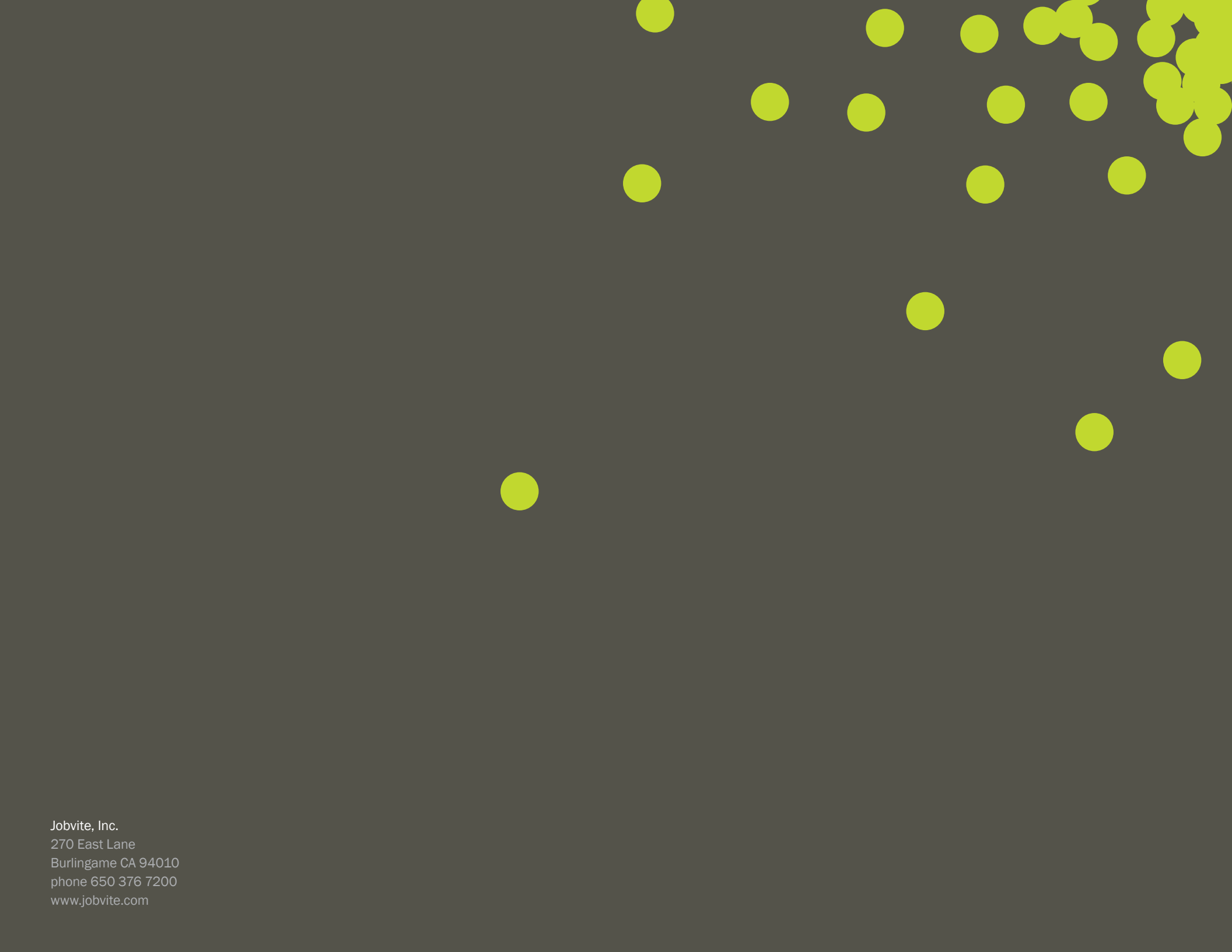
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