

Today's Job Seeker Report

A survey of job seeker behaviors and motivations

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Today's Job Seeker Report

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EXECUTIVE SUMMARY

The national unemployment rate dropped just 1% in the past year, but the profile of the 13 million Americans seeking work has changed significantly. The values of and methods used by today's job seekers have shifted in response to the job market's slow recovery. Leveraging the wide variety of on- and offline resources available to them, today's job seekers remain active and persistent in their search for jobs that meet their most important needs.

PERSISTENTLY PASSIONATE

Financial security and healthcare benefits are top of mind for job seekers. And while many are willing to compromise for jobs that provide financial stability, equally as many are devoted to finding positions that offer personal fulfillment as well. According to polls conducted from 2010 to 2011, most people would rather have a lower-paying job they love than a higher-paying job they didn't like. Job seekers want to find meaningful work, persistently looking for and applying to openings every week even while already employed.

INCREASINGLY SOCIAL ONLINE

The Internet is both the most popular and most preferred way for people to find a job. More than ever before, 90% of job seekers are looking online, with the majority preferring to find jobs on either job boards or company career sites. Job seekers also recognize that networking is still the most effective way to get a job, and more are including online networks—especially LinkedIn—as part of their strategy.

ATTRACTING TODAY'S JOB SEEKER

Today's job seekers are looking everywhere to find jobs that will help them support their families and imbue their lives with meaning. In order to best reach these job seekers, employers should tap into the wide range of job sources available, especially online job sites and social networks. By emphasizing both work benefits and the opportunity for personal growth and fulfillment, employers should be able to entice the most qualified candidates.

Part 1: The Job Search Process

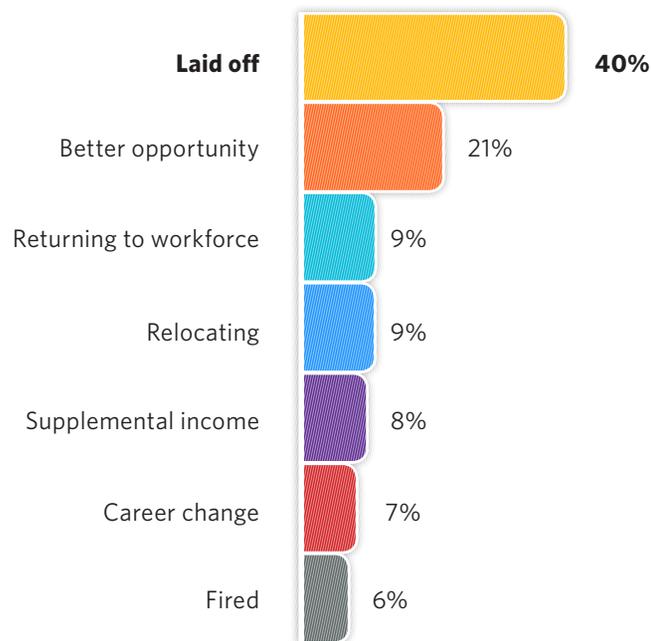


ACTIVELY SEEKING WORK ONLINE

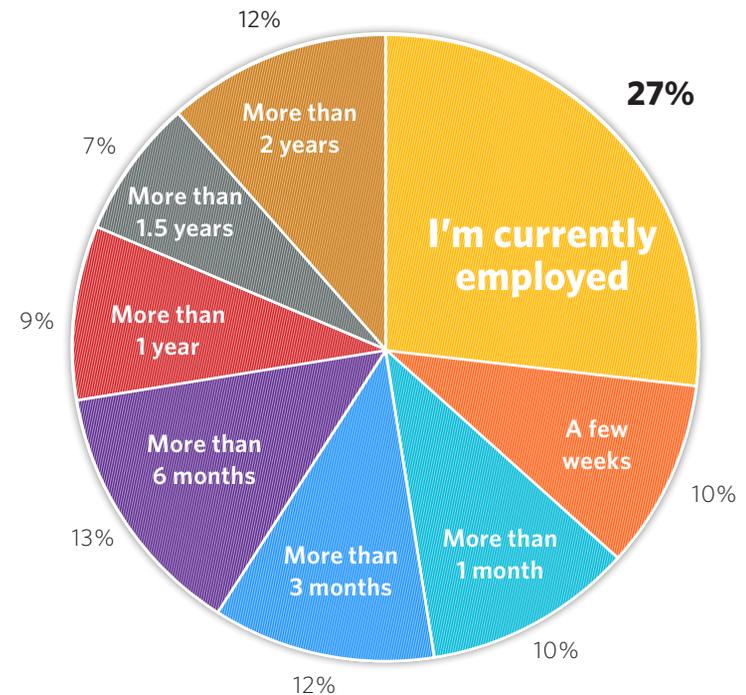
Last year, nearly 70% of job seekers on SimplyHired.com were unemployed. This year, 50% were unemployed, while the other 50% were employed but looking for more or different work. The indication is that many people took jobs that did not completely meet their financial and other needs, and continue to look for better work today.

And they're looking actively: 52% of job seekers spend 6-25 hours a week looking for a job, while a devoted 17% spend 36 hours or more. A lot of this time is spent online, with nine out of ten job seekers using online job sites, in addition to the more traditional modes of newspapers (39%) and networking (36%). While they might use other sources, today's job seekers prefer to find their jobs online via job boards (43%) or company career sites (25%).

Q WHY ARE YOU LOOKING FOR A JOB?



Q HOW LONG HAVE YOU BEEN UNEMPLOYED?

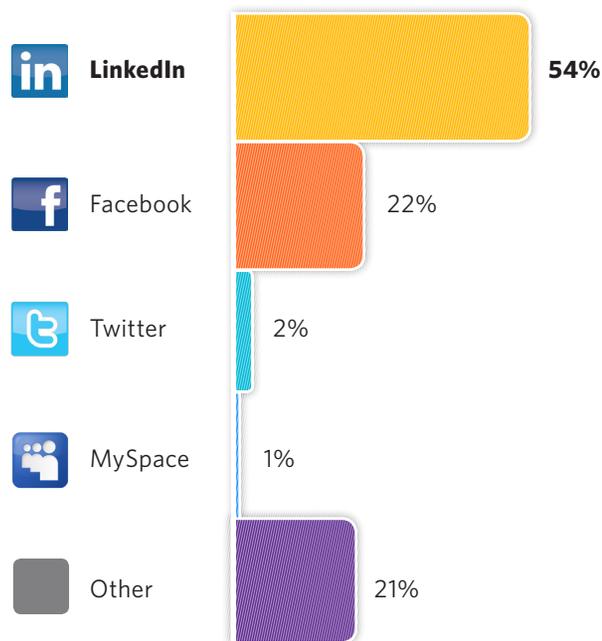


SOCIAL NETWORKING AND REFERRALS

Networking and maintaining relationships with previous coworkers continue to be great ways to get hired: over half of job seekers have been hired through a friend's referral at some point in their career. Moreover, nearly a third of job seekers found their last job through networking—by far the most effective of all job sources.

But there's a disparity between how people are getting hired and how people look for jobs. Forty-six percent of job seekers say they don't use social networks in their search, but of those that do, LinkedIn is the most popular. Over half of job seekers believe it to be the most effective social network for job search.

Q THE MOST EFFECTIVE SOCIAL NETWORK FOR YOUR JOB SEARCH IS...



Q WHAT'S THE MOST IMPORTANT TACTIC TO IMPROVE YOUR ONLINE PERSONAL BRAND?

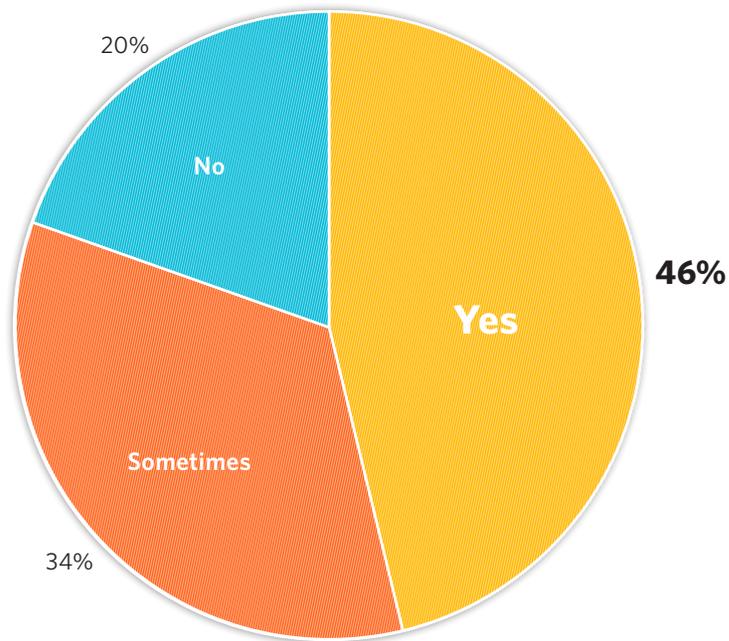


HIGHLY TAILORED APPLICATIONS

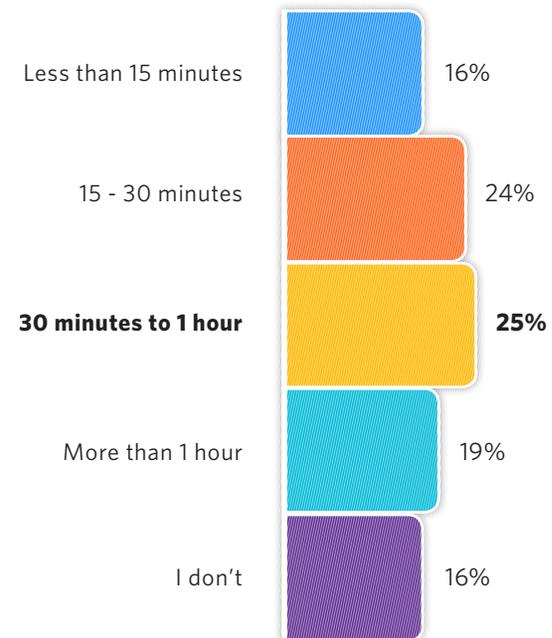
Job seekers today are very active in preparing their application materials to impress employers and showcase their skills. One out of every three job seekers specifically addresses the requirements from the job description in their cover letter and resume every time they apply to a job, and an additional 38% address

the job's requirements most of the time—and they're willing to put the time in to do so. A quarter of job seekers spend 30 minutes to 1 hour tailoring their application materials for each job, followed by an additional 24% of job seekers who spend 15-30 minutes tailoring each application.

Q DO YOU TAILOR YOUR RESUME AND COVER LETTER TO EACH JOB?



Q HOW LONG DO YOU SPEND TAILORING COVER LETTERS AND RESUMES TO EACH JOB?

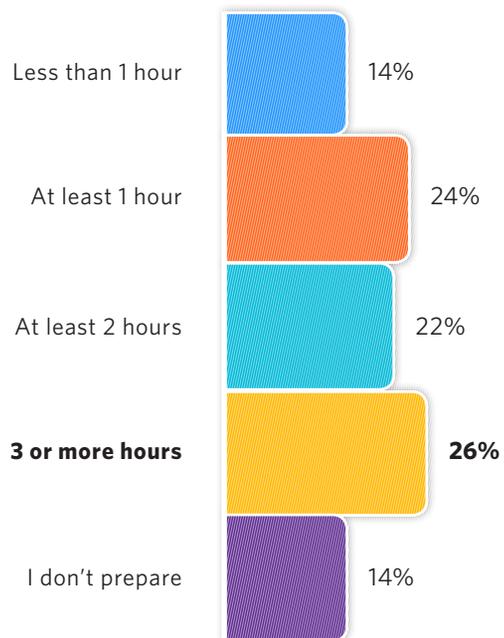


PREPARED FOR INTERVIEWS

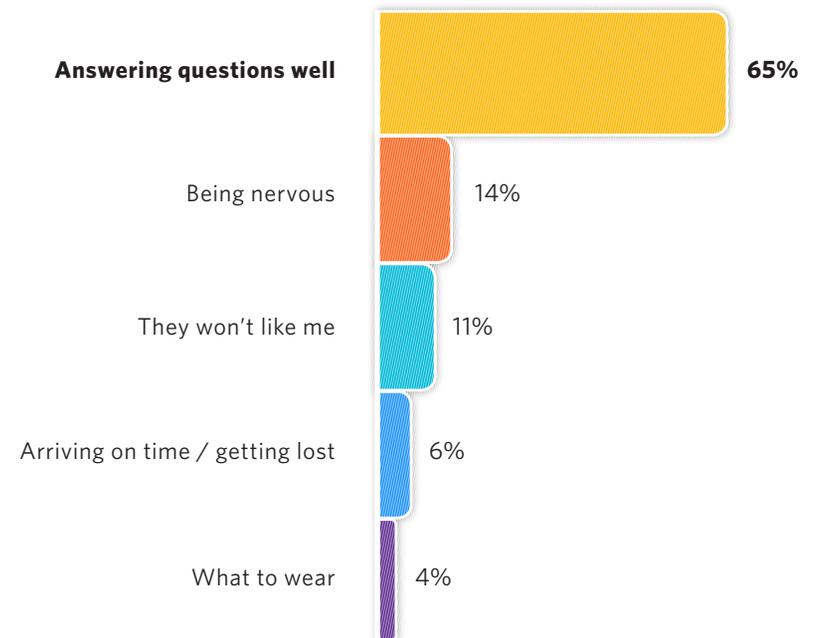
Once they land the interview, today's job seeker will ensure they're prepared enough to really "wow" the employer and prove they're the best candidate for the job. Since 65% of job seekers are most worried about answering questions well in

interviews, more than half of job seekers prepare a list of questions to ask in advance. After the interview is over, to add the finishing touch, 59% of job seekers send a thank you note to their interviewers within the first two days after their interview.

Q HOW MUCH TIME DO YOU SPEND PREPARING FOR AN INTERVIEW?



Q WHAT WORRIES YOU THE MOST ABOUT INTERVIEWS?



Part 2: Job Seeker Requirements



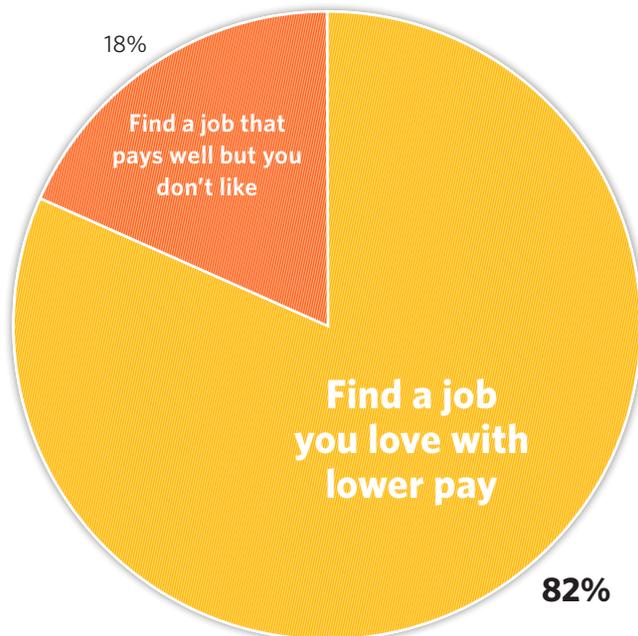
PASSION FOR WORK

Today's top talent is looking for work they both enjoy and feel passionate about. Thirty-six percent of job seekers voted "the work itself" as the main factor influencing their love of their job, followed by great coworkers (26%) and good pay (23%).

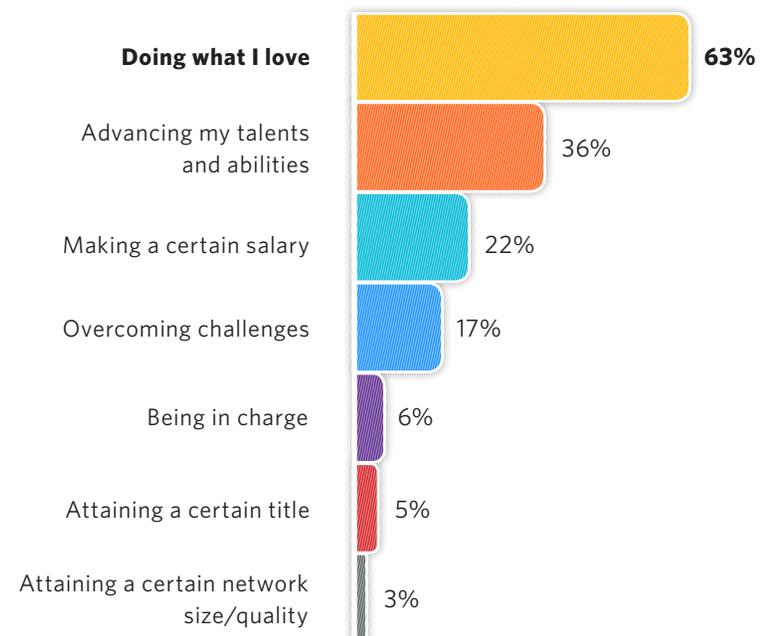
And it's definitely about more than just the paycheck—63% of people define career

success as doing what they love, voted more important than advancing talents and abilities (36%) or making a certain salary (22%). Forty-three percent declared "doing something meaningful" their biggest work motivation, compared to just 18% citing their paycheck as the main incentive. Along those same lines, a whopping 82% of people said they'd rather find a lower-paying job they love than a well-paying job they didn't like.

Q WOULD YOU RATHER...



Q HOW DO YOU DEFINE CAREER SUCCESS?

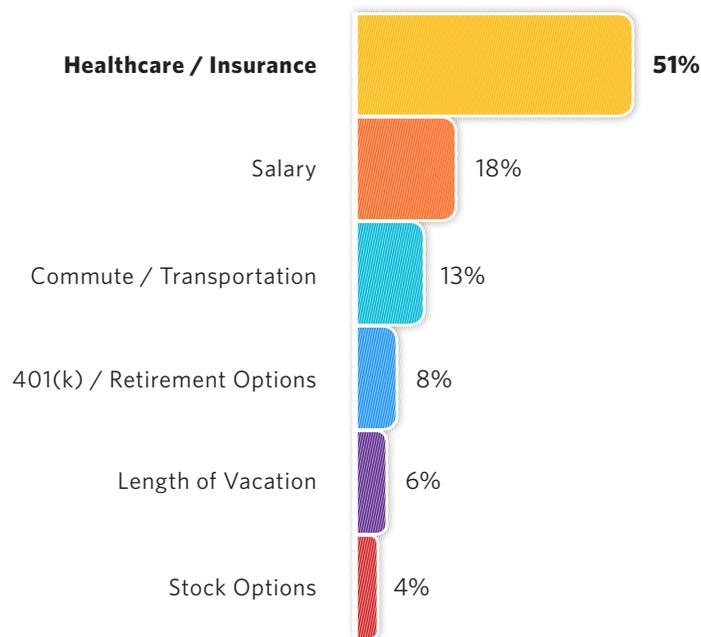


WORKPLACE PREFERENCES

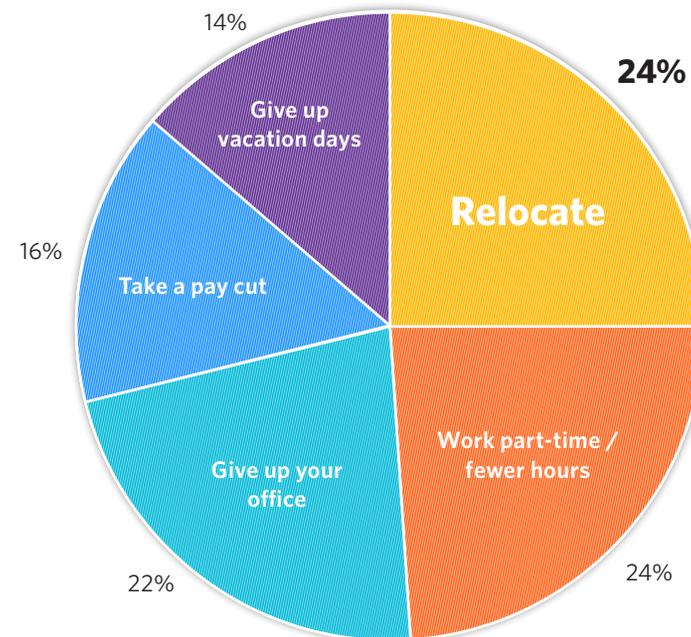
Some of today's job seekers prefer jobs that fit their personal requirements, whether that means location, benefits, or even the company's recycling policy (53% valued working at an eco-friendly company). But for many others, any work is good work. Most job seekers polled would make sacrifices to keep a job, including relocating (24%), working fewer hours (24%) or taking a pay cut (16%).

The most vital thing to job seekers is benefits: over half of job seekers believe that getting healthcare/insurance from their employer is non-negotiable. And when it comes down to accepting or declining an offer, salary and benefits top the list as the most important considerations (44%).

Q WHAT WORK-RELATED BENEFIT OR AMENITY IS NON-NEGOTIABLE?



Q WHICH WOULD YOU CONSIDER IN ORDER TO KEEP A JOB?

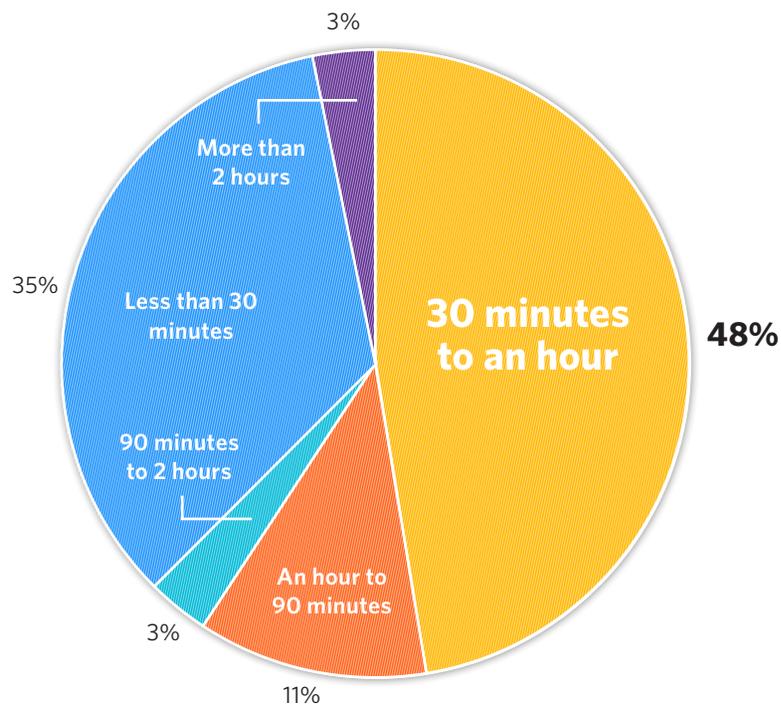


WORKING CLOSE TO HOME

Location is important to many job seekers: 47% need to work close to home, and over 80% are unwilling to work more than one hour away from home. But given the unemployment situation, still other job seekers are willing to relocate or commute

farther for the right job (35%) or even any job (18%). Twenty-three percent of poll respondents explicitly said they would relocate for a job, while the majority would consider it depending on the job offer (38%) or job location (21%).

Q HOW FAR FROM HOME ARE YOU WILLING TO WORK?



Q WOULD YOU RELOCATE FOR A JOB?

Yes, but it depends on the job offer

38%

Yes, but it depends on the location

21%

Absolutely
23%

No way
18%

Part 3: Changes in the Job Market

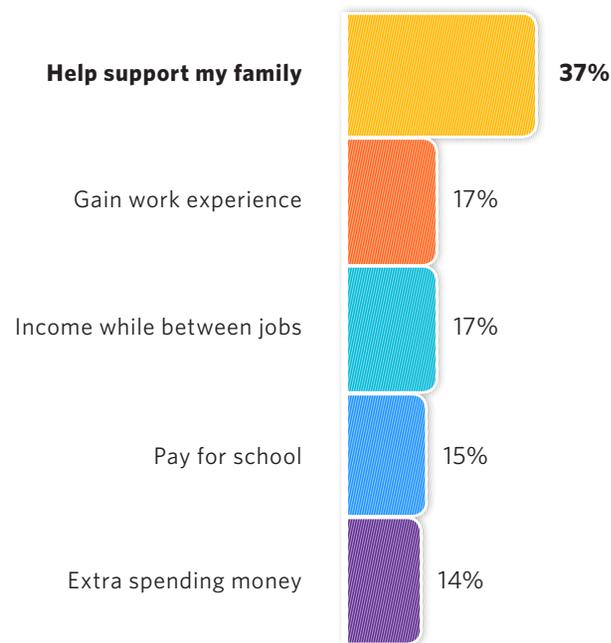


SEEKING SEASONAL WORK

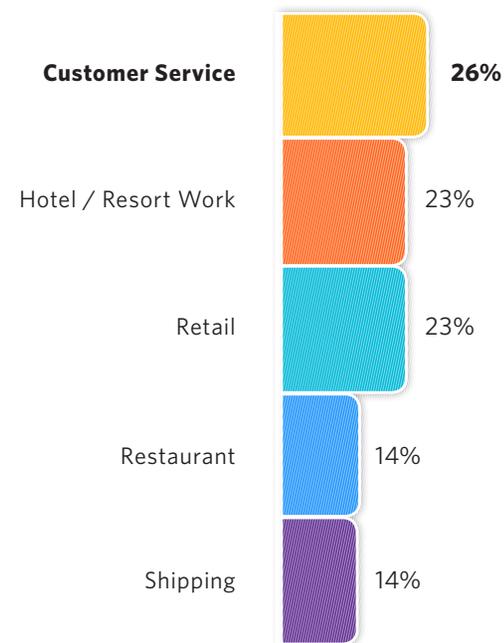
Job seekers continue to view seasonal jobs as a good way to re-enter the workforce. Over 90% of job seekers looked for a summer job this year, either full-time (55%) or part-time (36%). Many of those who sought a summer position did so to support

their families (37%), gain work experience (17%) or to earn income while between jobs (17%). Holiday seasonal jobs later in the year are also popular with job seekers, with 26% preferring customer service jobs, followed by retail (23%) and tourism work (23%).

Q WHY ARE YOU LOOKING FOR A SUMMER JOB?



Q WHAT KIND OF SEASONAL JOB WOULD YOU BE MOST INTERESTED IN?

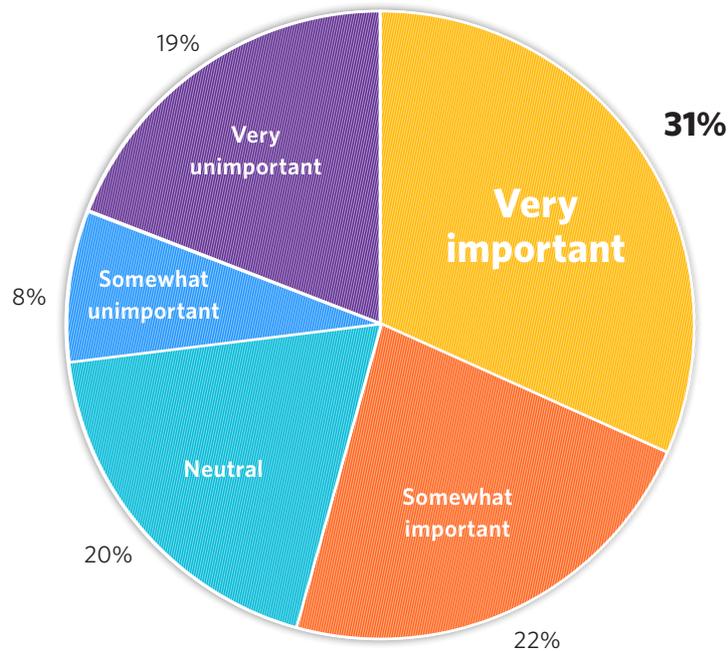


GOING GREEN

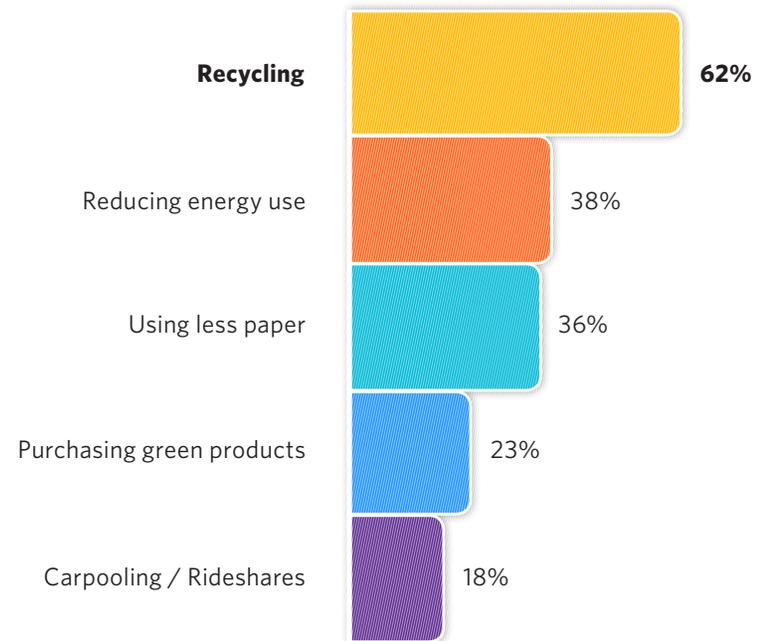
While most (81%) have never held a green-friendly job, more people are placing importance on the environmental practices of their employer. For 31% of job seekers, it is very important to work at an eco-friendly company, while another 22% believe it to be somewhat important, and 20% are neutral. A smaller group

(19%) does not consider a company's environmental impact at all when looking for a job. But of those who do, recycling is overwhelmingly the most important initiative (62%), followed by reduced energy use (38%) and reduced paper use (36%).

Q HOW IMPORTANT IS IT TO WORK AT AN ECO-FRIENDLY COMPANY?



Q WHICH ECO-FRIENDLY INITIATIVES DO YOU LOOK FOR AT POTENTIAL EMPLOYERS?



TRANSFERRING SKILLS TO NEW CAREERS

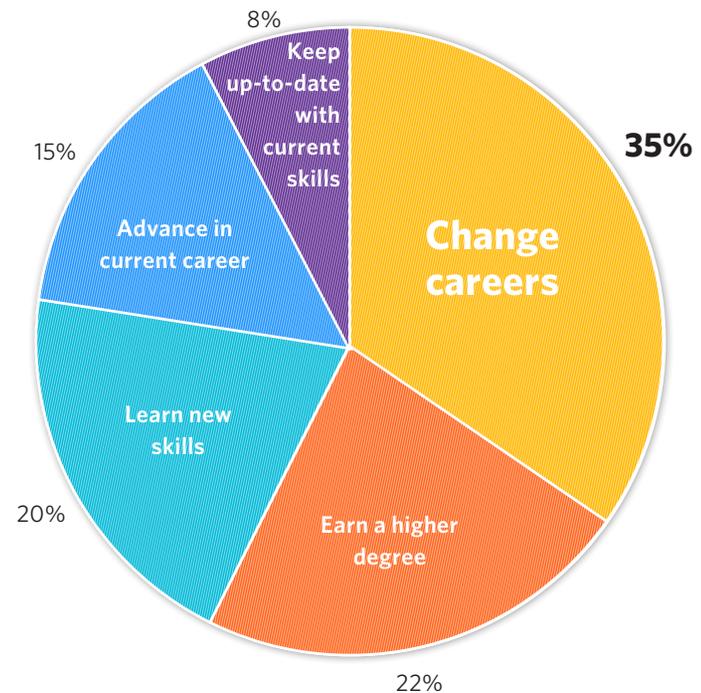
The job market has changed greatly through the recession—positions in certain industries are hard to come by while other industries are booming, causing many job seekers to take a turn off the career path they'd been following. Six out of ten job seekers would consider a career change because they either don't like their current

career (39%) or can't find a job in their industry (21%). Job seekers are serious about changes in their careers: 35% of job seekers are willing to go back to school to get the required education needed to break into new fields.

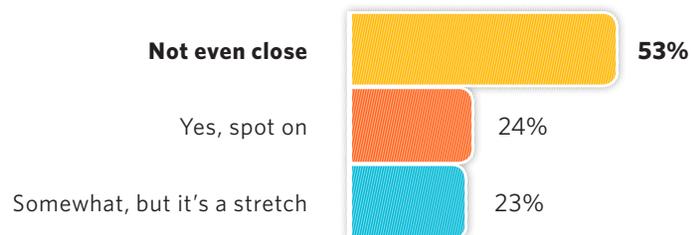
Q WOULD YOU CONSIDER A CAREER CHANGE?



Q WHY WOULD YOU CONSIDER GOING BACK TO SCHOOL?



Q IS YOUR CURRENT CAREER RELEVANT TO YOUR COLLEGE MAJOR?



Part 4: Job Seeker Groups



NEW GRADUATES

New graduates are facing a tough market—only 18% of recent graduates actually have a job lined up at graduation. But this is an energetic, tech-savvy group of candidates that come at an affordable price for employers. Millennials (defined as those

born after 1981) grew up in an online world and are known for their strong technological skills (50%) and experience using social media (42%). The main thing new grads look for in a first job is simply the opportunity to learn and develop their career (38%).

Q DID YOU HAVE A JOB LINED UP WHEN YOU GRADUATED?

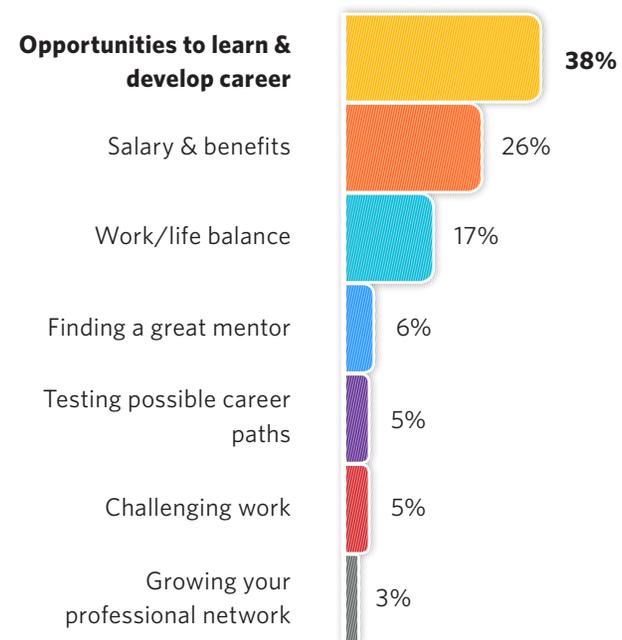
No, still looking
50%

No, it took a while
19%

Yes, I was all set
18%

No, found one soon after
13%

Q WHAT'S MOST IMPORTANT IN YOUR FIRST JOB?



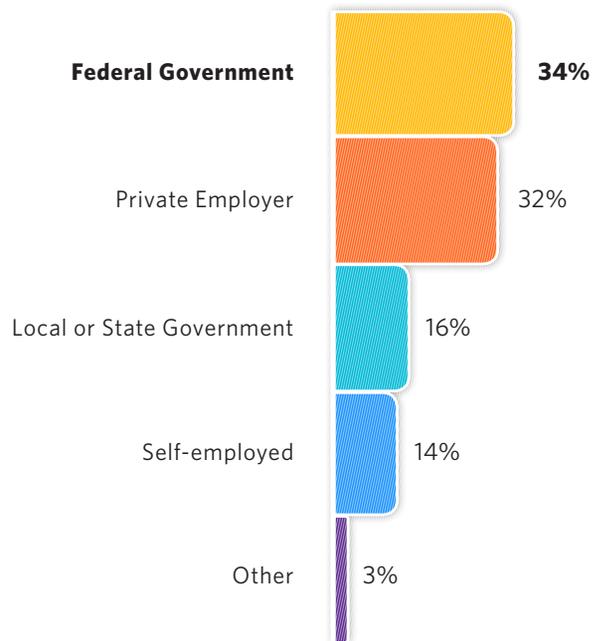
VETERANS

More than half of job seekers believe that veterans do not receive enough aid to transition back into the workforce after serving active duty. However, veterans offer a number of benefits to employers that hire them, including their discipline (43%) and leadership skills (23%).

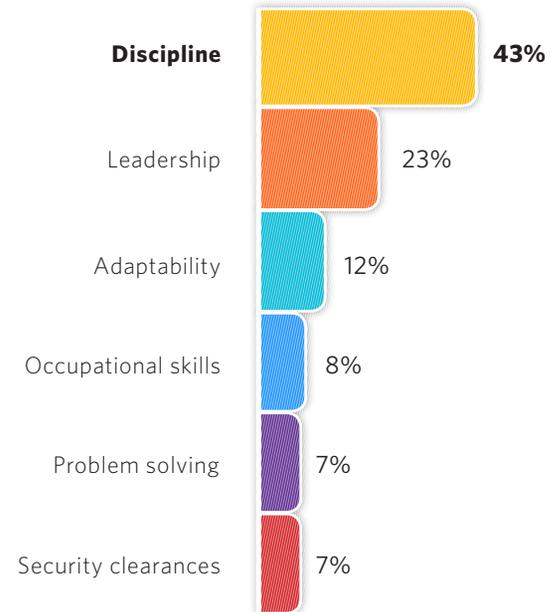
“SimplyHired.com offers an improved and more effective job search experience for veterans through our veteran-friendly companies search. We help veterans gain access to jobs at companies committed to hiring veterans so they can find employment faster.”

- Gautam Godhwani, co-founder and CEO, Simply Hired

Q IF YOU ARE A VETERAN, WHAT KIND OF EMPLOYER DO YOU PREFER?



Q WHAT IS THE BIGGEST BENEFIT TO HIRING A VETERAN?



WORKING PARENTS

For many households, the current economy has brought on the need for both parents to work and earn an income. According to Simply Hired polls, however, parents actually prefer to work, even if money and childcare were not issues—either full-time (41%) or part-time (34%). For those working parents, work-life balance

is their biggest concern (37%). By far, the family benefit most desired by working parents is a flexible work schedule (60%), where their working hours could better accommodate their parenting responsibilities.

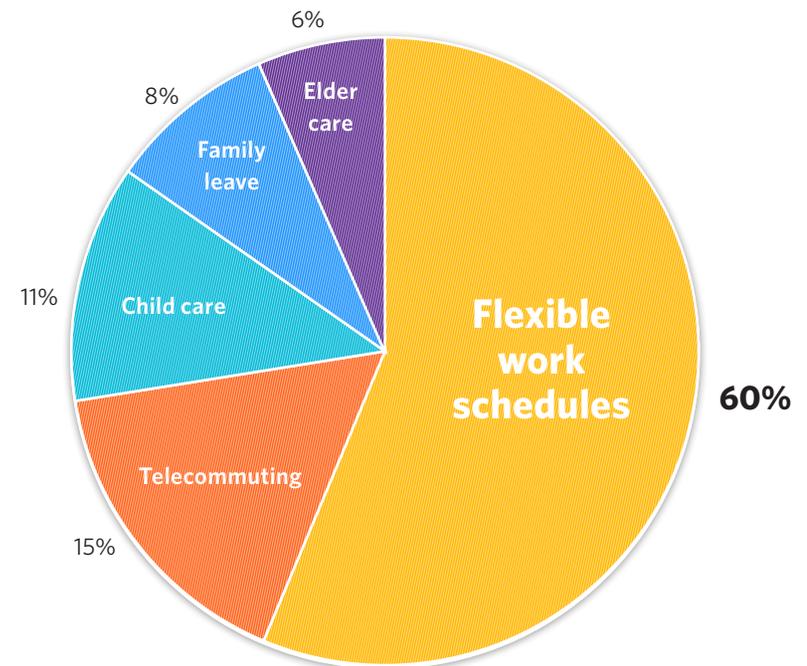
Q IF MONEY AND CHILD CARE WERE NOT ISSUES, WHICH WOULD YOU CHOOSE?

Work full-time
41%

Work part-time
34%

Stay-at-home parent
25%

Q WHICH FAMILY BENEFIT IS MOST IMPORTANT?



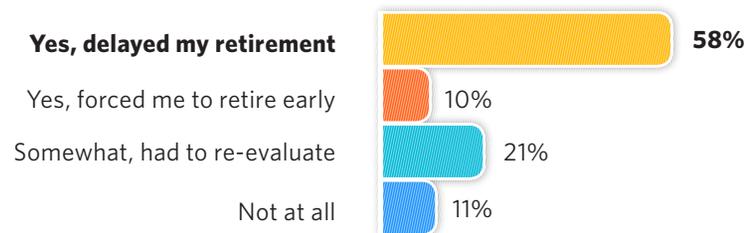
WORKERS OVER 55

The current recession has delayed retirement for 58% of workers and half of job seekers plan to work reduced hours even while in retirement. Workers over the age of 55 feel that online job search favors younger workers, although their experience (47%) and work ethic (33%) should give them an advantage.

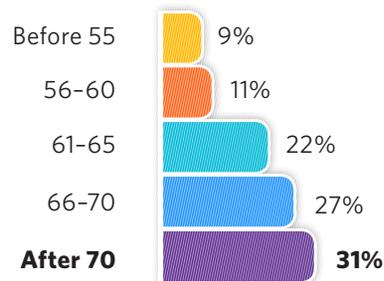
“Currently, the earliest age someone can retire in the U.S. with full social security benefits is 66. But many people plan to work well beyond that age. Our surveys show that close to a third of job seekers plan to retire after the age of 70, if at all.”

- Gautam Godhwani, co-founder and CEO, Simply Hired

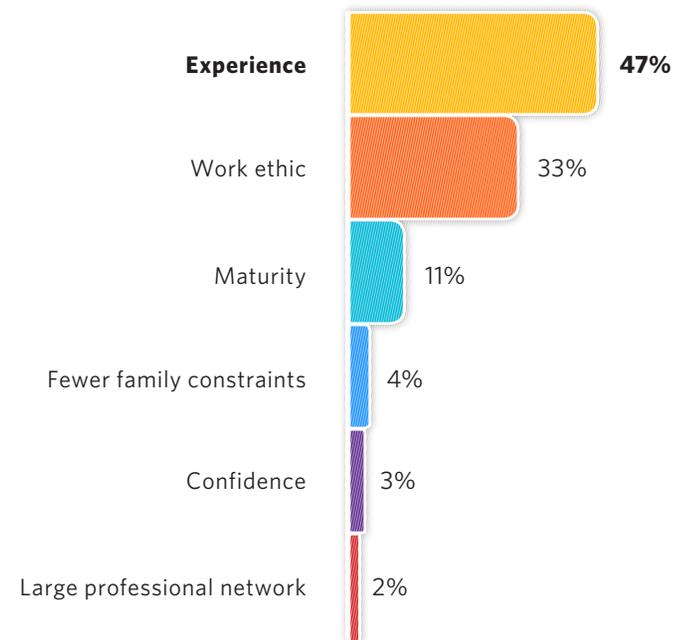
Q HAS THE RECESSION AFFECTED YOUR RETIREMENT PLANS?



Q WHEN DO YOU PLAN TO RETIRE?



Q WHAT IS THE BIGGEST ADVANTAGE OF OLDER WORKERS?



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ABOUT THESE POLLS

Simply Hired, Inc. conducted over 100 user polls on its SimplyHired.com property from October 2010 through November 2011. Each poll received at least 500 votes and 1.5 million impressions on average. Not all poll results included in this report are displayed visually.

USING THIS DATA

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ABOUT SIMPLY HIRED

With over eight million job listings, Simply Hired (www.simplyhired.com) is the world's largest job search engine—25 times the size of the biggest job board. Servicing 17 million monthly users across 24 countries, the company powers jobs on over 25,000 network partner sites, including LinkedIn, CNNMoney, *The Washington Post* and Bloomberg Businessweek. Reaching passive as well as active candidates, the Simply Hired network delivers millions of targeted job applicants and boasts one of the lowest cost-per-hire rates in the industry. The company is based in Sunnyvale, California and is funded by Foundation Capital and IDG Ventures.

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