

job seeker survey

Top-line results

users

N = 277

Employed full- or part-time: 53.6%
(Looking for another opportunity): 43%
Unemployed: 23.8%
Career optimism: 42.5% slightly/very optimistic

non-users

N = 528* (survey still open)

Employed full- or part-time: 66.3%
(Looking for another opportunity): 32.0%
Unemployed: 6.8%
Career optimism: 50.1% slightly/very optimistic

careerbuilder leads the category

#1

most valued
for job search

#1

most valued
for career dev

many aren't in the category

mentors/friends/coworkers

first place for both needs

users see strengths

CareerBuilder rated:
Gives me relevant jobs: 50.9%
Intuitive: 52.7%
Works: 51.3%
Leader in job search: 45.6%

non-users see white space

"None of the above" rated:
Gives me relevant jobs: 48.5%
Expert: 51.5%
First place to turn in search: 53.9%
Discover new opportunities: 51.7%
Cutting-edge way to find jobs: 56.6%

some choice quotes so far...

"I feel that CareerBuilder does an excellent job as a search engine for employment opportunities. I generally don't use it beyond this function."

"Better employer responses (one way or the other)!
Greatest frustration of the online job search is the black hole resumes seem to go into and never come out of..."

"It's pretty packed with great info and tools."

"What you can do is encourage employers to reduce barriers to consideration while improving their selection process. The current process simply gives them the same type of people over and over, and those of us without experience never get any."