

Job Seekers Research Results

The job market is a place of constant change and understanding this vital market is important to effective recruitment and selection. It is in every company's best interest to know what today's job seekers are looking for, who they are and why they are looking for that next big move.

Are job seekers looking for long-term careers, or another job experience?

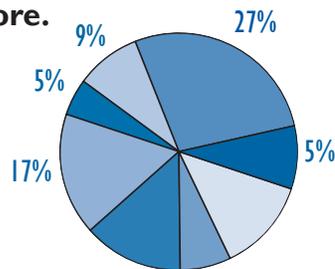
Are job seekers motivated by money or opportunity?

Do job seekers want a job quickly, or are they only looking for the right job?

In April of 2008, Target Training International conducted research on our private database of over 19,000 active job seekers to determine what they are looking for in their future employer and what the job search feels like in the current economy. What we learned is not only critical information for companies who are looking for their next superior performer, but is also insightful for companies who are simply maintaining their current employees. Here's what the job seekers had to say:

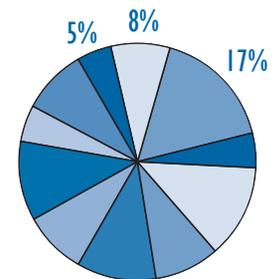
58% of job seekers have had their resume online for 5 months or more.

17% - 5 to 6 months
5% - 6 to 9 months
9% - 9 to 12 months
27% - 12 months or more



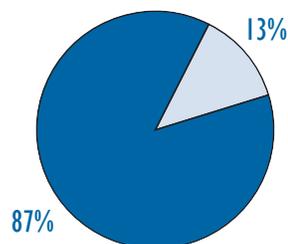
30% have applied for over 50 jobs over the course of their job search.

5% - 51 to 75 jobs
8% - 76 to 100 jobs
17% - 101 or more jobs



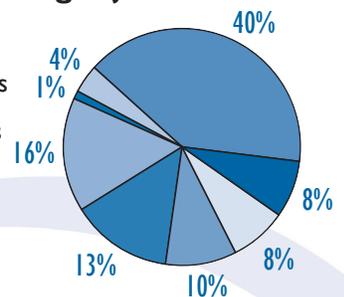
87% say that finding the right job is more important than finding any job.

87% - Finding the Right Job is More Important
13% - Finding a Job is More Important



40% of the job seekers are willing to wait as long as it takes to find the right job.

8% - 2 weeks
10% - 2 months
16% - 6 months
4% - 12 months
40% - As Long as it Takes



The #1 reason for leaving was NOT money.

Only 19% of the job seekers surveyed said money was the reason they were looking for a new job. Other reasons included stress, mismanagement, lack of room for advancement, and lack of employee development.

Other Characteristics of the Job Seekers Surveyed Include:

55% of the job seekers are currently employed.
75% have a four-year degree or higher.
54% are currently making more than \$61,000/year.
32% have posted resumes on 4 or more job boards.
84% have applied for more than 5 jobs online.
62% have applied for 5 or fewer jobs offline.