

2015 THE HUNT | JOB SEARCH METHODS AND INSIGHTS



PRIDESTAFF®

About PrideStaff

PrideStaff was founded in the 1970s as 100 percent company-owned units and began staffing franchising in 1995. They operate over 65 offices in North America and serve over 4,500 clients.

With over 40 years in the staffing business, headquartered in Fresno, CA, PrideStaff offers the resources and expertise of a national firm with the spirit, dedication and personal service of smaller, entrepreneurial firms. For more information on their services or for franchise information, visit www.pridestaff.com.

About This Study

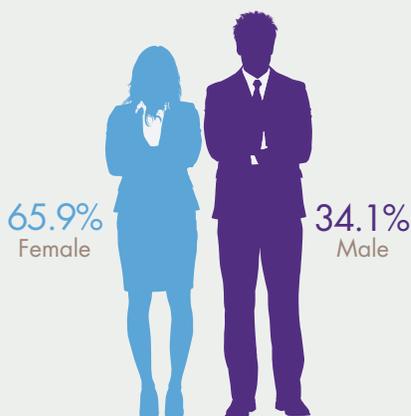
In March 2015, PrideStaff conducted an online survey to gauge job seeker behavior and job search trends. The survey was completed by nearly 900 individuals living throughout the U.S.

Results showed that most people are open to new job opportunities and change jobs at least once in five years. When they search, job seekers rely heavily on employment agencies like PrideStaff, as well as online job boards, to uncover new opportunities.

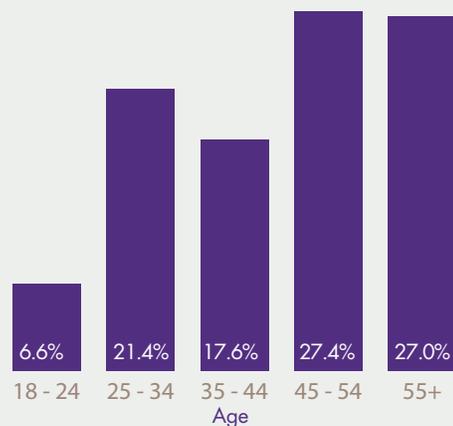
To connect with the right candidates, employers should take advantage of PrideStaff's comprehensive, yet targeted recruitment efforts that ensure timely access to qualified individuals.

Demographics

Gender:



Age:



Education Level:



14.2%
High School
Diploma



41.2%
Some College or
Vocational Training



5.6%
Skilled Trades
Training



31.9%
Bachelor's
Degree



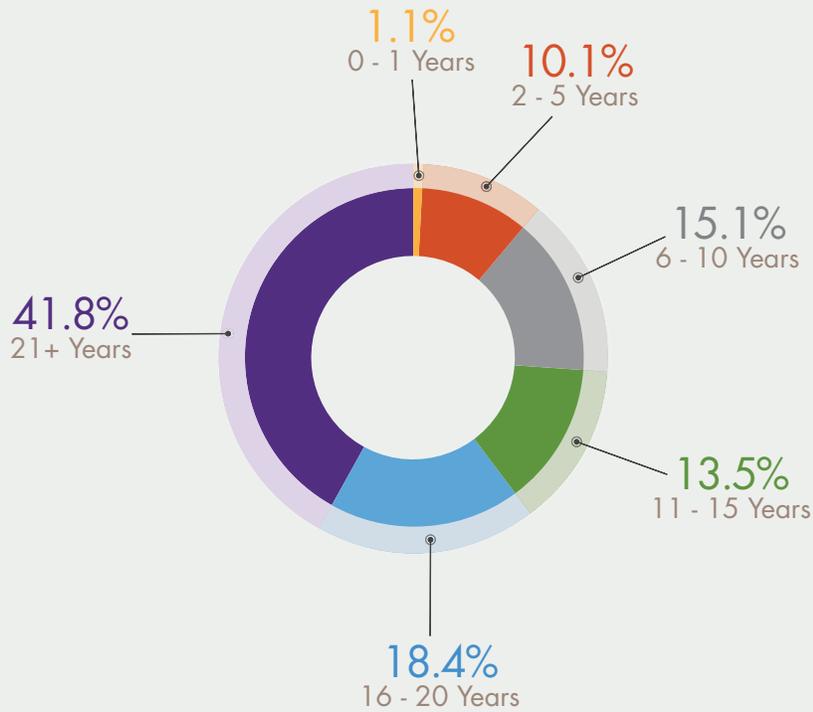
6.8%
Master's
Degree



0.3%
PhD

Demographics (continued)

Years of Work Experience:



Industry Breakdown:



Key Findings

A tight labor market, changing workforce demographics and a proliferation of job search tools have greatly impacted the reasons Americans are looking for new jobs and the methods they use to search.

How can you connect with the right candidates when they are looking for new opportunities? Let's take a look at the survey findings:

Most People Are Open to New Job Opportunities

Over half of respondents are actively looking for work and nearly one-third are open to learning about new opportunities when presented.

Which of the following options best matches your current employment status?



PrideStaff connects you with both passive and active job seekers. We provide employed individuals with confidential representation, improving your access to the right people.

Employer-Initiated Separations Prompt Half of Job Searches

Nearly half of respondents initiated a search to find better pay, culture and training, or to switch careers. Surprisingly, however, approximately half of job seekers are looking because they were laid off by their former employer.

Why did you start looking for a job?



48.2%

Laid off from prior job



2.5%

Recruiter called me about a new opportunity



17.5%

Want an increase in compensation



14.0%

Didn't like the company culture



2.2%

Wanted more training



15.6%

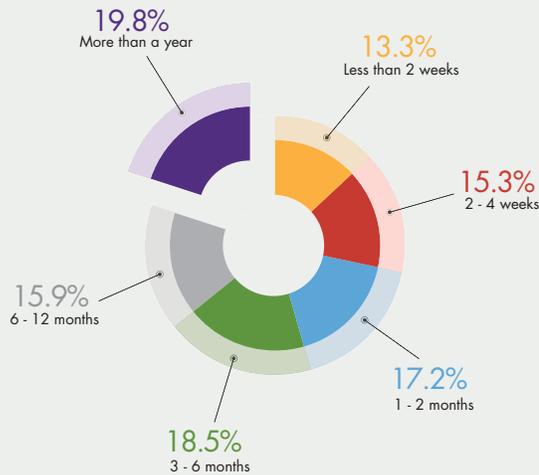
Looking to change careers/fields

PrideStaff can help you right-size your workforce to reduce your need for layoffs. By keeping a smaller core workforce, and supplementing with temporary staff, you can dramatically reduce your overhead and eliminate unemployment costs.

Job Search Length Varies Greatly

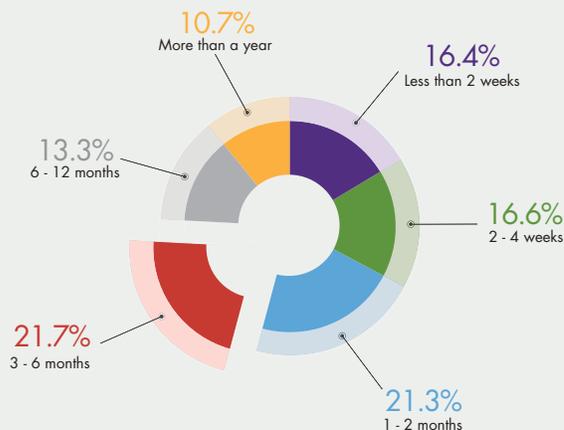
Among respondents who say they are *currently* looking for a new job, most have been searching for at least three months – and nearly 20% have been looking for more than a year.

How long have you been looking for a new job?



The following question was asked of all respondents. While roughly 40% found their current job within one to six months, responses show that job search length varied greatly:

During your most recent job search, how long did it take you to find employment?



Working with a qualified staffing partner like PrideStaff shortens your search for people with the skills and experience you require. We continually execute a proactive, multifaceted recruitment strategy to source the best talent, even in hard-to-find skill areas.

Key Insights:

Highly desirable candidates are able to find opportunities quickly and may only be on the job market for a short period of time. Recruiting these candidates requires a consistent and comprehensive approach to connect during their very narrow job-search window.

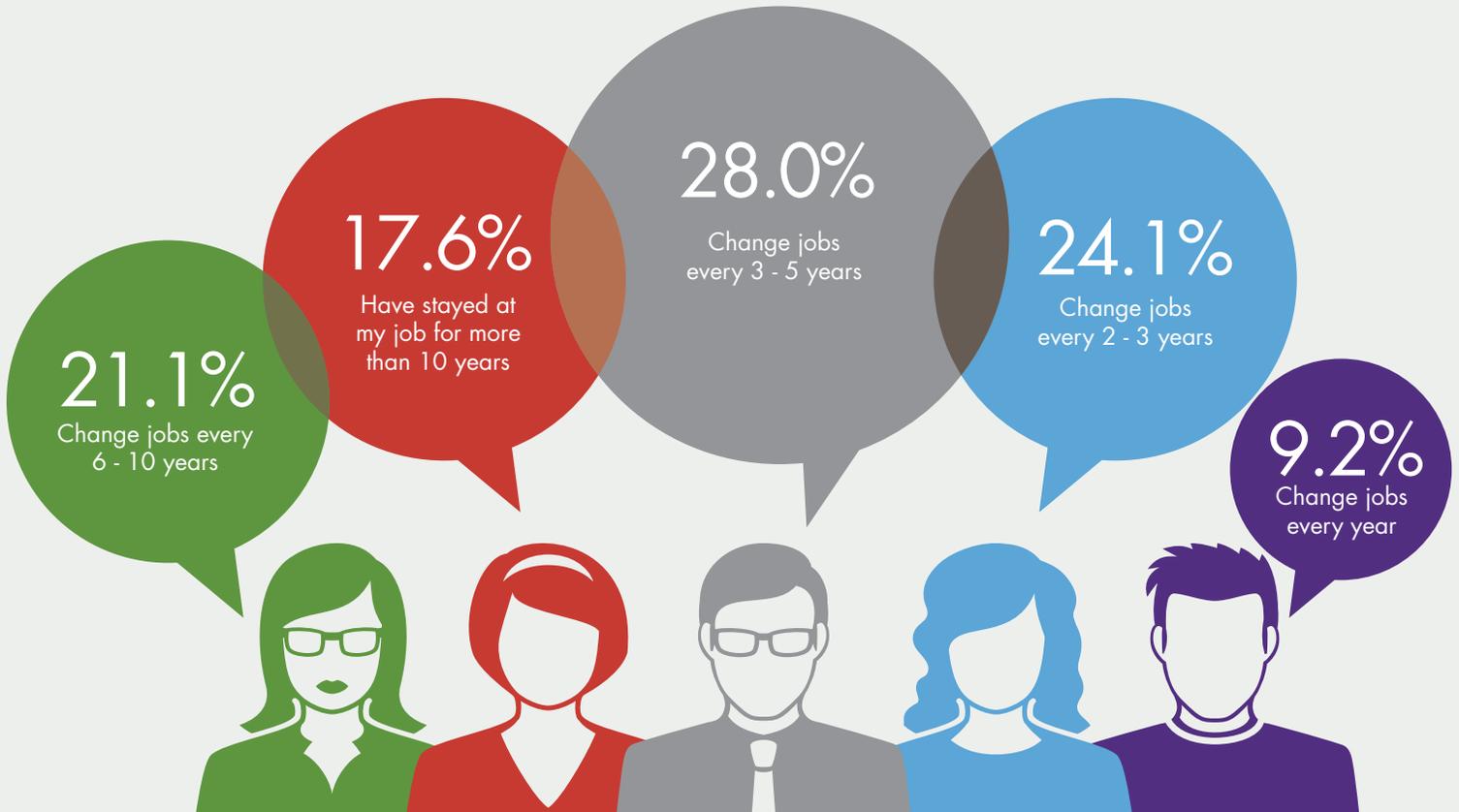
On the opposite end of the spectrum, lengthy job searches suggest that:

- Candidates are being selective about opportunities (especially if they are currently employed).
- The gap between candidates' skills and available opportunities may be widening.

Average Job Tenure Less Than Five Years

Improving job prospects and changing workforce demographics are prompting individuals to change employers. Over 60% of employees typically change jobs at least once in five years.

How often do you typically change jobs?

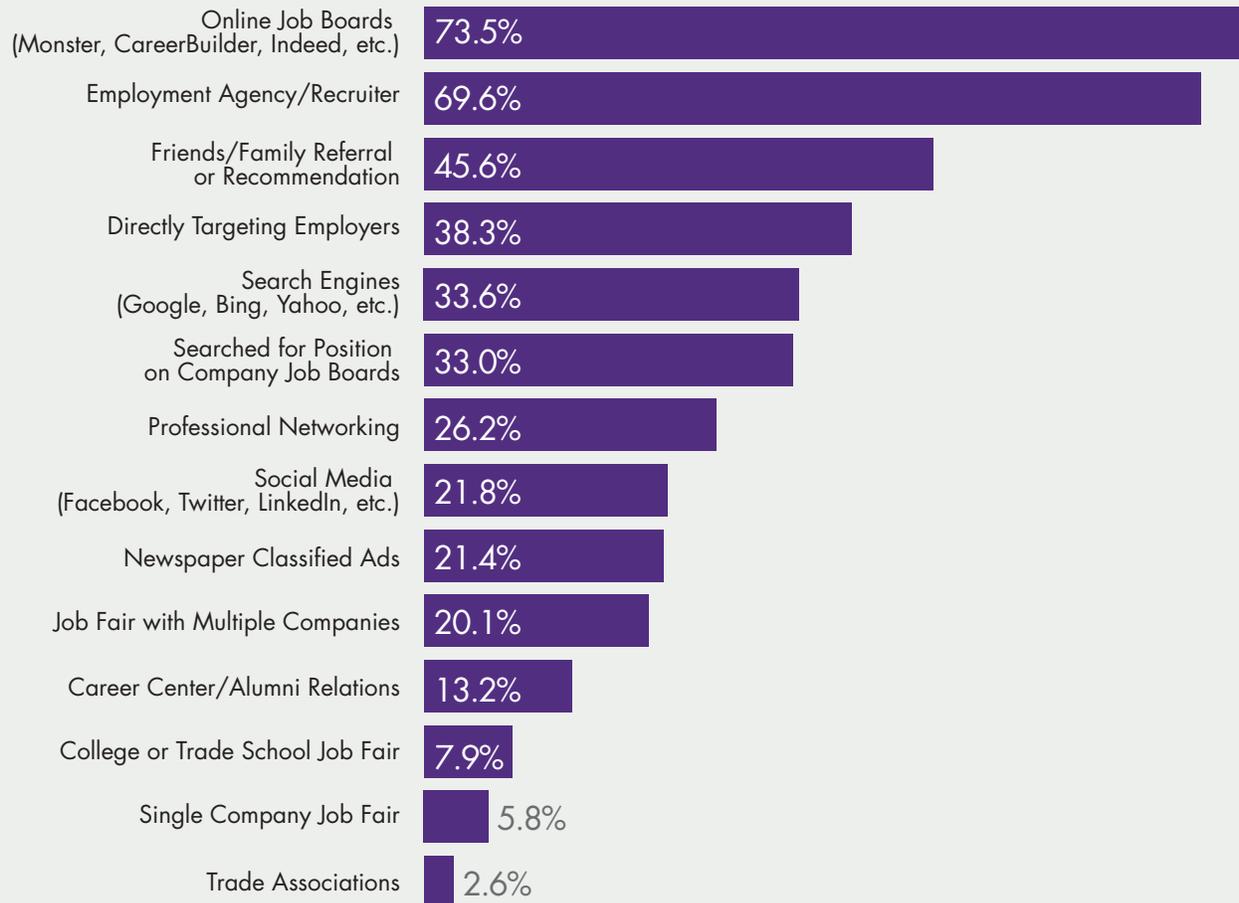


Online Job Search and Employment Agencies Top Job Search Tactics

Nearly three-quarters of respondents used online job boards during their last job search.

Roughly 70% of individuals worked with an employment agency or recruiter to help them identify the best employment opportunities and accelerate their search for work.

Which of the following tactics did you use when conducting your latest job search?



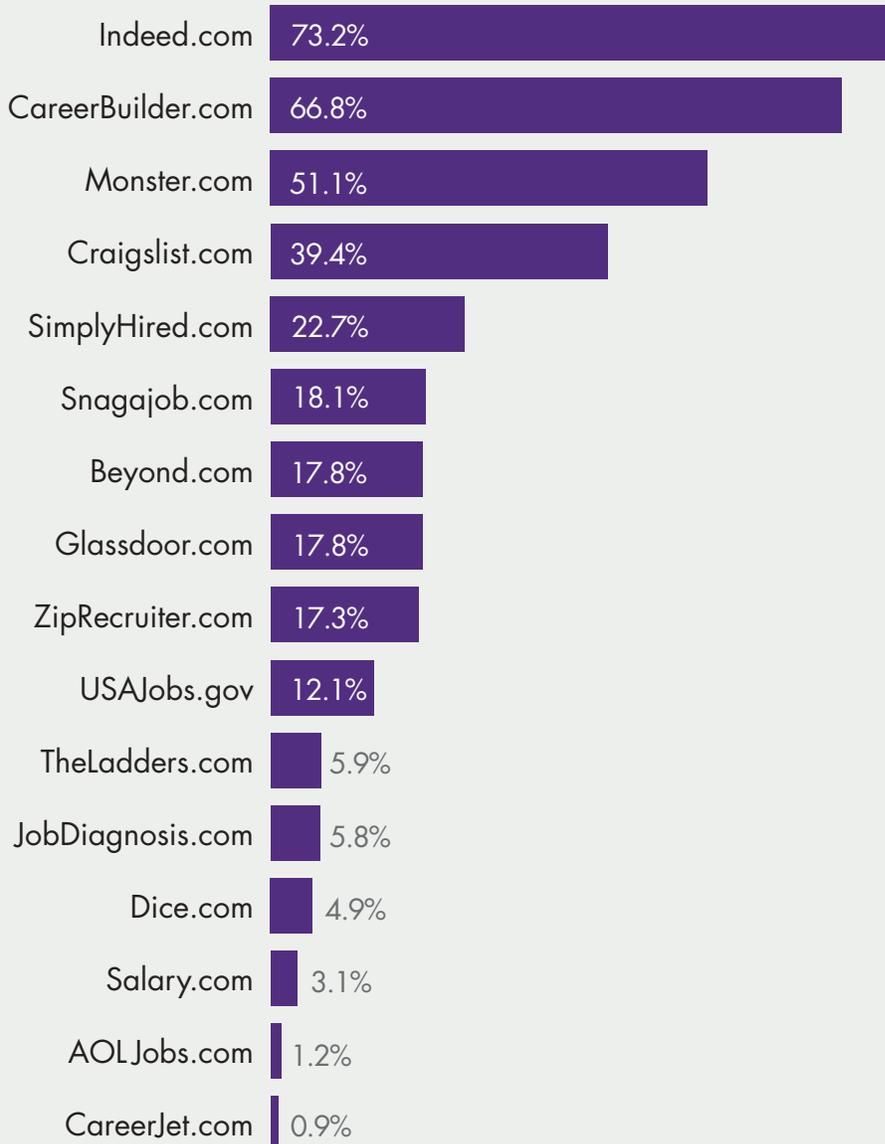
To effectively recruit top talent, create a multifaceted strategy that flexes with your hiring and staffing needs:

- Develop a variety of ways to connect with candidates online, leveraging job boards, social media and your company website.
- Create a robust candidate referral program and continually develop your company's professional network.
- Partner with a qualified employment agency or recruiter to make recruiting more simple, successful and cost-effective.
- Use traditional ads and job fairs to supplement recruiting needs as appropriate.

Job Seekers Rely Heavily on Major Job Boards

Indeed, CareerBuilder and Monster were used most frequently during respondents' last job search:

Which online job boards did you use in your most recent job search?

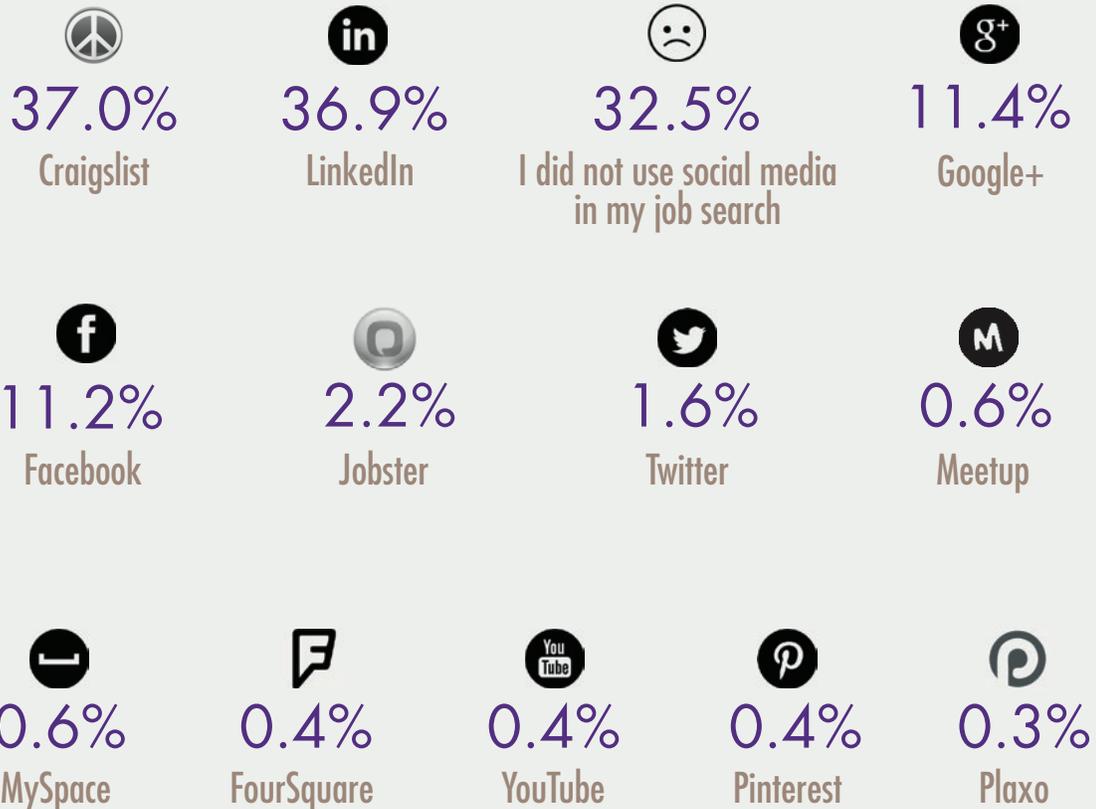


PrideStaff posts to a variety of job boards (major and niche; national and local) to ensure your job listings appear where top candidates search most often. We invest heavily in online recruitment to ensure your available jobs get in front of the right candidates at the right time. Our recruitment resources also allow our clients to dramatically reduce their recruitment advertising costs.

Social Job Search Less Popular, but Still Viable

While nearly one-third of individuals did not use social media in their most recent job search, responses show that Craigslist, LinkedIn and Google+ are sites of choice among those who do use social platforms to look for employment.

Which social media sites did you use to help with your most recent job search?

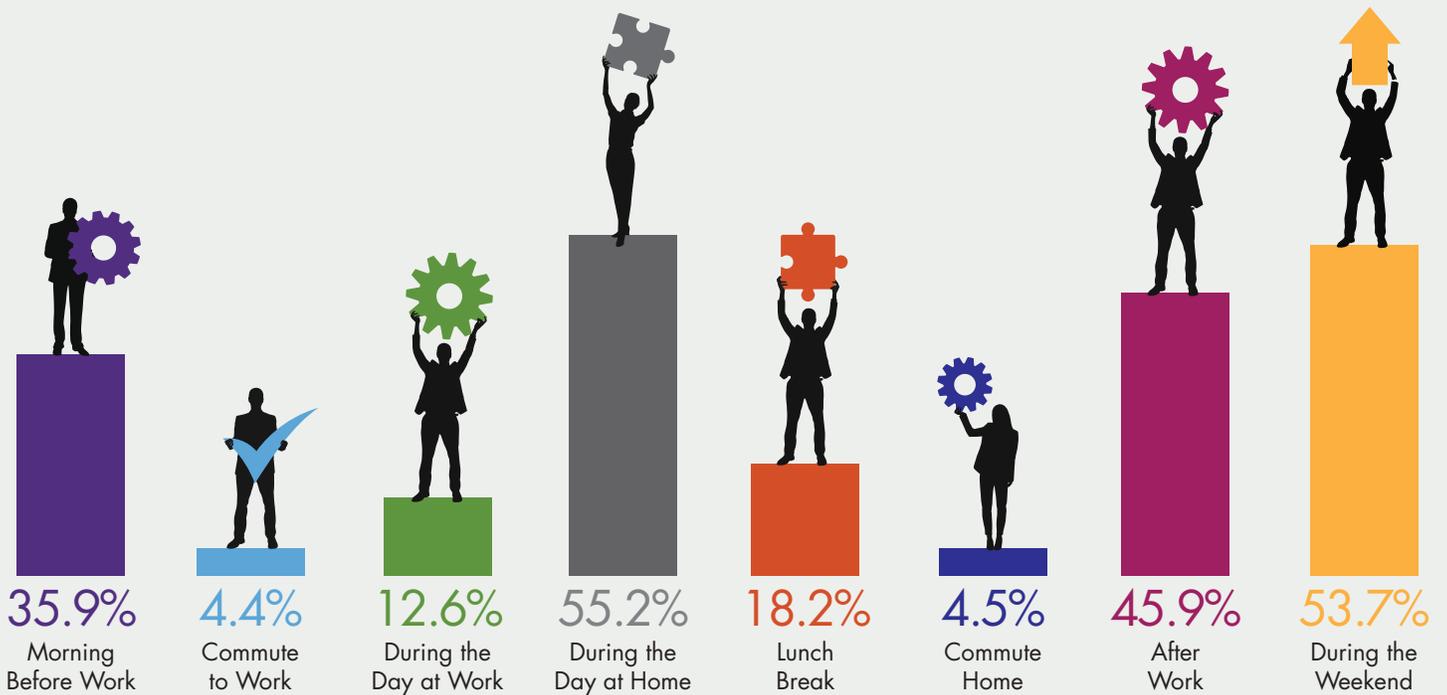


While not all job seekers use social media to search for work, these platforms provide invaluable opportunities for hiring companies to build their employment brand, advertise job possibilities and strengthen candidate relationships.

Searches Are Conducted Anytime, Anywhere

Individuals search for work at all hours of the day, seven days a week. Job seekers are most likely to conduct searches during the day at home and over the weekend.

What times throughout the day did you conduct your job search?



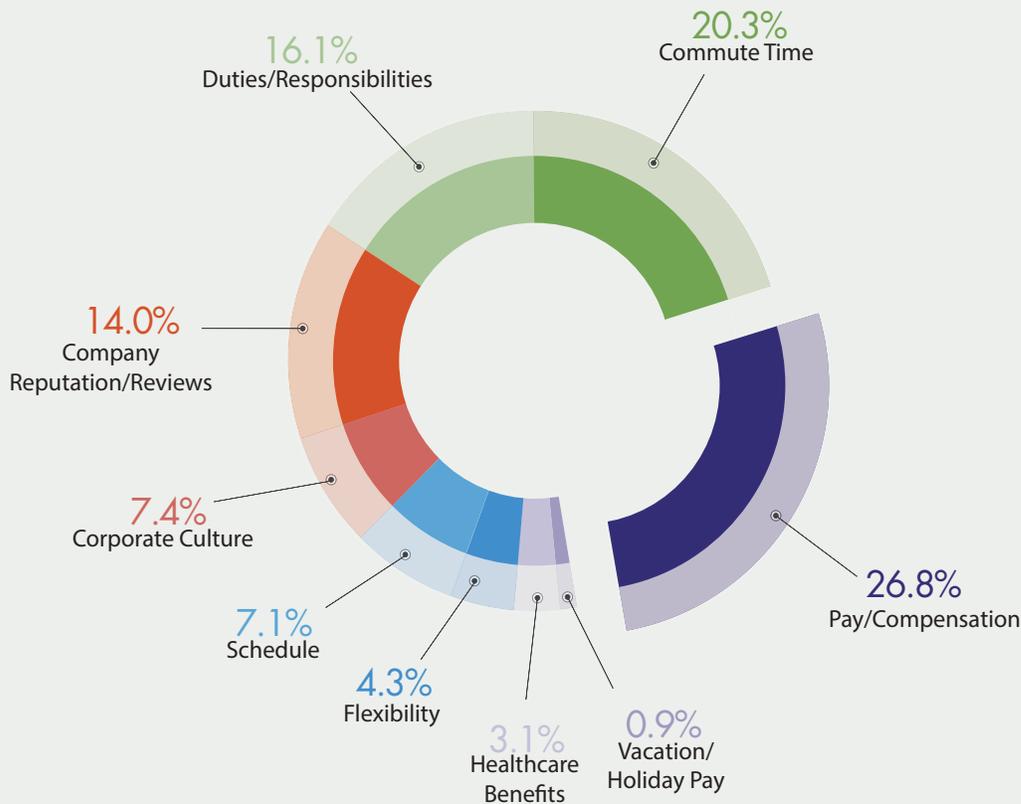
Job seekers' unpredictable search behavior underscores the need for employers to adopt a 24/7 recruitment strategy.

By partnering with PrideStaff, companies can take advantage of our comprehensive, yet targeted recruitment efforts that ensure access to qualified candidates for short-term, project-based or direct hire requirements.

Pay and Commute Key Factors in Job Search

Respondents cite compensation, commute time, job responsibilities and company reputation as the most important factors they consider when searching for a job.

Please rank the following factors in terms of importance when searching for a job with 1 being the most important?



Key Takeaways:

- Competitive pay is essential to attracting top candidates. To help ensure you are paying at, or above, market rate, PrideStaff provides both market-specific and position-specific salary data through our Compensation Portal. Simply contact your local PrideStaff office for a free compensation report.
- Provide complete information in job postings, including job responsibilities, flexible work options and information about your corporate culture.
- Actively build and manage your company's employment brand and social reputation, to ensure candidates have a favorable impression of your organization.

PrideStaff can help you write more compelling job descriptions and sell the upsides of your opportunities to attract highly qualified candidates.

Employment Agencies Are Best Path to Employment

Nearly 40% of respondents found their most recent job through an employment agency/recruiter. Online job boards rank second, followed closely by referrals and recommendations from family or friends.

How did you find your most recent job?



While individuals may use a variety of job search methods, employment agencies like PrideStaff are their most effective tool.

Experienced recruiters, comprehensive sourcing strategies, and careful screening and selection processes make employment agencies a smart option for connecting employers with qualified workers.

Shorten Your Search and Get Better Results With PrideStaff

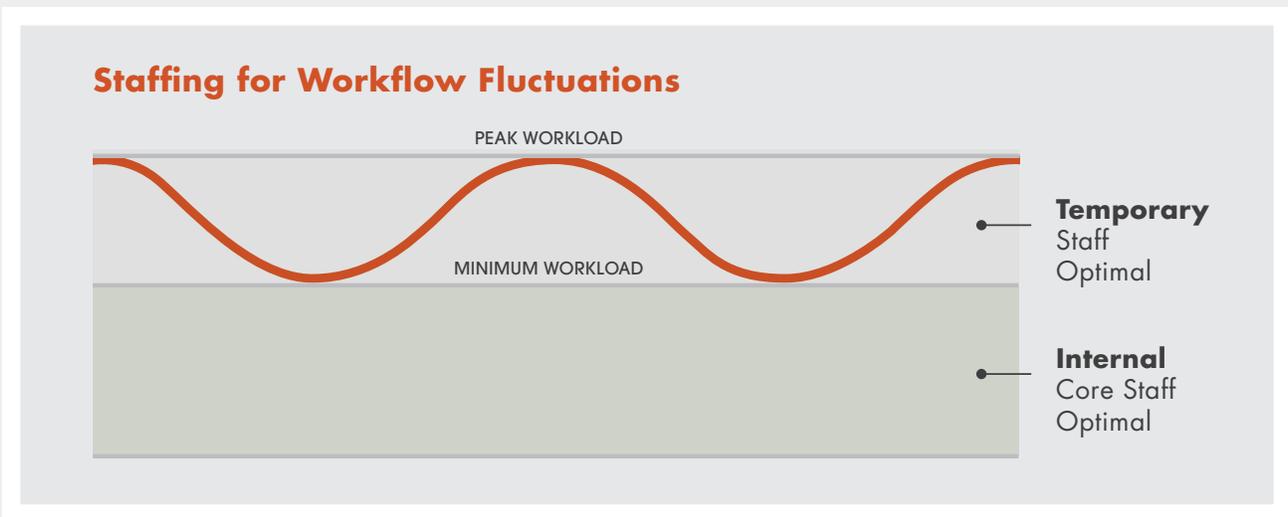
Planning to hire? Struggling to find qualified workers? PrideStaff connects you to the people you need.

We regularly conduct surveys like this one to stay abreast of changing job seeker demographics, motivations and job search strategies. As a result, we know how, when and where qualified individuals are searching – and can shorten your search for the right people.

Whether you need to make a single hire or staff an entire department, our solutions eliminate guesswork and get results, especially in a tight employment market.

Workforce Growth Solutions

Manage workflow peaks and capture new opportunities. Using our Workforce Growth Solutions, you can staff strategically with qualified temporary employees on a just-in-time basis.



For more information, visit www.pridestaff.com/workforce-growth-solutions.

On Target

PrideStaff takes the guesswork and risk out of hiring by identifying candidates with the personality traits, validated performance and soft skills needed to thrive in your culture, long term. Our On Target fulfillment process eliminates chance and inconsistency, helping you to create a lasting match between employer and employee.

For more information, visit www.pridestaff.com/target.



PRIDESTAFF[®]

OUR MISSION:

Consistently provide client experiences focused on what they value most.

www.pridestaff.com