



Job Seekers Succeed Online

NOVEMBER 9, 2006

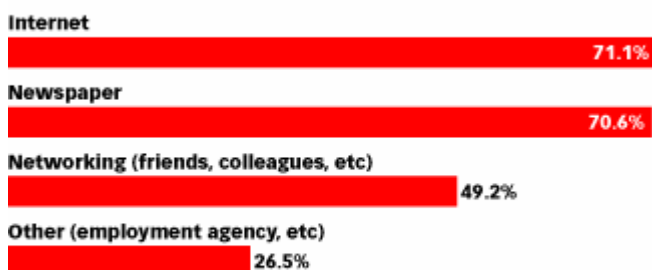


Newspaper audience is the same but more jobs are found online

By Ben Macklin - Senior Analyst

A new report from [the Conference Board](#) shows that over 70% of US job seekers use both the newspaper and the Internet to find jobs. In contrast, networking or using an employment agency is far less popular.

Methods Used by US Job Seekers to Look for Jobs, January-September 2006 (% of respondents)



Note: Respondents reported searching for a job between January 1 and September 30, 2006
Source: Conference Board, November 2006

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The survey also found that among respondents who received a job offer, 38% felt that their offer resulted from their Internet search, a far higher percentage than those who felt the newspaper resulted in a job offer. Perhaps the more sophisticated search ability of online job sites allows job seekers to more easily match their skills to the jobs available. The efficiency by which online job seekers can search, find and respond to job ads is also likely to be an important factor in the higher success rate of online job sites over alternative sources of job ads.

Job Seeking Method that Produced the Most Job Offers according to US Job Seekers*, January-September 2006 (% of respondents)



Note: Respondents reported searching for a job between January 1 and September 30, 2006; *among respondents who received job offers
Source: Conference Board, November 2006

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The two leading online job sites in the US are CareerBuilder.com and Monster.com, with each attracting approximately five million unique visitors each week. Yahoo! HotJobs attracts one-fifth that number of visitors, according to Nielsen//NetRatings.

Top 10 Online Education and Career Sites among US At-Home and At-Work Internet Users, Ranked by Unique Audience, Week ending August 10, 2006 (thousands, % active reach and mins:secs per user)

	Audience	Reach	Usage
1. CareerBuilder	5,067	3.76%	09:44
2. Monster.com Network	5,064	3.76%	09:05
3. MSN Encarta	1,963	1.46%	03:21
4. AOL Research & Learn	1,529	1.13%	03:25
5. Merriam-WebsterUS Department of Education	1,528	1.13%	04:26
6. Yahoo! HotJobs	1,361	1.01%	04:41
7. About Education	1,223	0.91%	01:34
8. University of Phoenix	1,151	0.85%	10:36
9. University of California at Berkeley	950	0.70%	12:31
10. USAJobs	917	0.68%	14:02

Note: includes AOL Proprietary Channels, Internet Applications Tracking and regular Web traffic data

Source: Nielsen/NetRatings, September 2006; iMedia Connection, September 2006

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The Internet has transformed classified advertising, particularly jobs, automobiles and real estate. eMarketer estimates that online classified advertising will grow to \$4 billion in 2010, up from \$2.1 billion in 2005.

US Online Advertising Spending, by Format, 2005-2010 (millions)

	2005	2006	2007	2008	2009	2010
Paid search	\$5,142.2	\$6,757.5	\$7,686.0	\$8,815.0	\$9,558.0	\$10,269.0
Rich media*	\$1,003.4	\$1,431.0	\$2,013.0	\$2,902.5	\$3,776.0	\$4,536.0
Display ads	\$2,633.8	\$3,339.0	\$3,751.5	\$4,246.3	\$4,484.0	\$4,473.0
Classified	\$2,132.1	\$2,703.0	\$3,111.0	\$3,655.0	\$3,894.0	\$4,032.0
Referrals	\$752.5	\$874.5	\$915.0	\$967.5	\$944.0	\$945.0
Sponsorships	\$501.7	\$477.0	\$457.5	\$483.8	\$472.0	\$441.0
E-Mail	\$250.8	\$159.0	\$183.0	\$215.0	\$236.0	\$252.0
Slotting fees	\$125.4	\$159.0	\$183.0	\$215.0	\$236.0	\$252.0
Total	\$12,542.0	\$15,900.0	\$18,300.0	\$21,500.0	\$23,600.0	\$25,200.0

Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2005; *rich media includes online video advertising

Source: eMarketer, September 2006

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For more on classified advertising, see eMarketer's [US Online Ad Spending: Peak or Plateau?](#) report.

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