



THE CONFERENCE BOARD

Further information: June Shelp (212) 339-0369
June.shelp@conference-board.org
Lynn Franco (212) 339-0344

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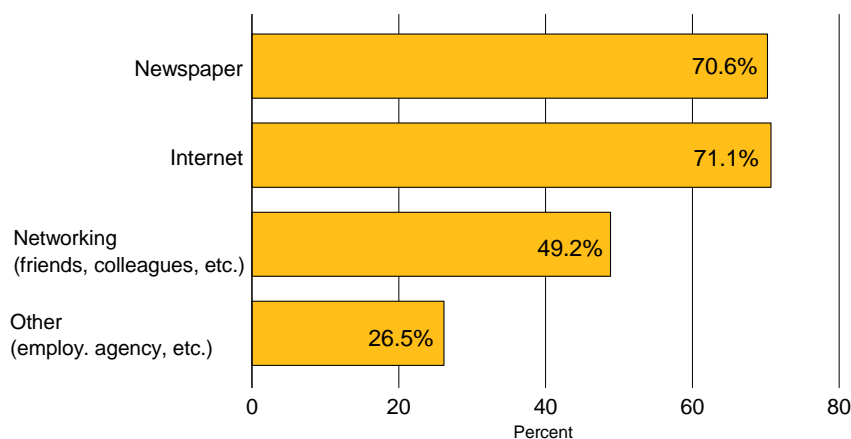
Job Seekers Use Both Print and Online Advertising

The Internet Produces the Most Job Offers

Nov. 7, 2006...Seventy percent of all job seekers reported using newspapers and online ads to look for employment, The Conference Board reported today.

Online and print ads were not mutually exclusive, with most job seekers using more than one method. But searching print and online ads ranked well above other job search methods such as networking with friends and colleagues (50 percent of job seekers) and other activities including using employment agencies (26 percent of job seekers).

How Job Seekers Look for a Job - Newspaper Print Ads and the Internet are Neck and Neck



Based on Persons Who Reported Searching for a Job between January 1 and September 30, 2006
Source: The Conference Board

“The Internet has definitely become an established method of job search,” said June Shelp, Economist and Director, New Initiatives at The Conference Board, “but job seekers are still combing print ads as well.”

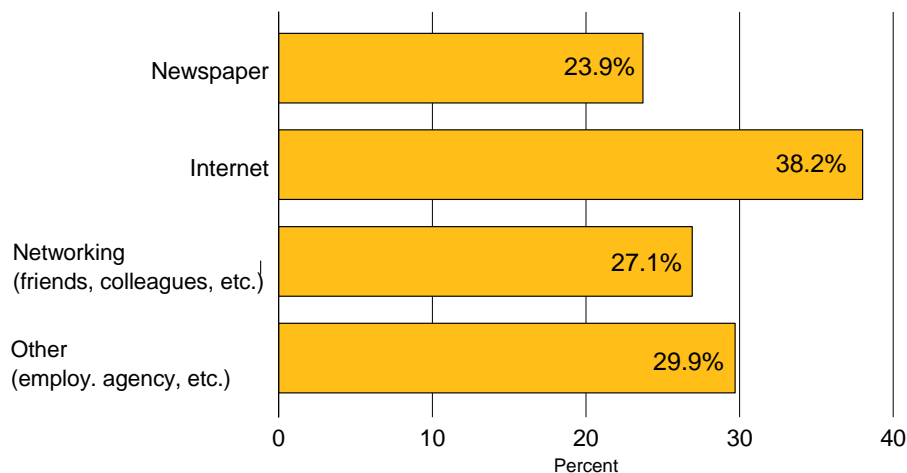
The research shows that the Internet is being used for a variety of job search functions from gathering employer/job information (68 percent of job seekers), submitting resumes and applications (66 percent), to posting resumes on a website (42 percent) and signing up for email notifications (39 percent).

This recent data on job search methods is based on a nationally representative sample of 5,000 households surveyed monthly for The Conference Board Consumer Confidence Index and is conducted on behalf of The Conference Board by TNS.

Job Offers Most Often Attributed to the Internet

Among respondents who received a job offer, the largest percentage (38 percent) feels that their job offer resulted from their Internet search. About one-third attribute their job offer to networking with friends and colleagues (27 percent) and “other,” including employment agencies (30 percent). Newspapers were the least likely to be cited as the source of a job offer with 24 percent of respondents citing print ads.

The Internet Produced the Most Job Offers



Based on Persons Who Reported Searching for a Job between January 1 and September 30, 2006 and received a job offer.

Source: The Conference Board

Just under half of the job seekers in this survey reported receiving a job offer. Respondents could include more than one source in their answer to the question on the source of their job offer.

On the advertisers' side, jobs in a variety of occupations are now posted on job boards and the Internet sites of newspapers. Management jobs, along with healthcare practitioners and business and financial operations are among the leading occupational categories with online advertised vacancies.

The Top 10 Occupations Advertised OnLine

	Total Ads (Thousands)	Average Hr. Wage
Management	407.6	\$ 42.52
Healthcare practitioner and technical	312.0	\$ 28.45
Business and finance operations	287.5	\$ 27.85
Office and administrative support	286.2	\$ 14.28
Computer and mathematical	278.3	\$ 32.26
Sales and related	169.4	\$ 15.77
Architecture and engineering	168.1	\$ 30.73
Production	71.1	\$ 14.37
Transportation and material moving	61.7	\$ 13.85
Installation, maintenance and repair	57.5	\$ 18.30

Source: The Conference Board Help Wanted OnLine Data Series, October 2006

Over 1200 Internet job boards are tracked monthly in The Conference Board Help-Wanted OnLine Data Series™, which now publishes monthly data for 50 states, 52 major metropolitan areas as well as occupational data.

ABOUT THE CONFERENCE BOARD

Non-partisan and not-for-profit, The Conference Board is the world's leading business membership and research organization. The Conference Board produces The Consumer Confidence Index and the Leading Economic Indicators for the U.S. and other major nations. These barometers can have a major impact on the financial markets. The Conference Board also produces a wide range of authoritative reports on corporate governance and ethics, human resources and diversity, executive compensation and corporate citizenship. Our conference and council programs bring together thousands of senior executives each year to share insights and learn from each other. Visit The Conference Board's award-winning website at www.conference-board.org.