Future of work (Job Seekers). Questionnaire.

SCREENER

COUNTRY_10 - Country of Residence
QUESTION DESIGN: HIDDEN -CORTEX

QMktSize_US. REQUIRED
Please insert your zipcode: [IF INVALID CODE ENTERED, PROMPT ONCE. IF INVALID AGAIN TERMINATE]
HCAL_STDREGION_4CODES_Label_US. Hidden Question: Census Region
      (1) Northeast
      (2) Midwest
      (3) South
      (4) West

YEAR - Birth Year
QUESTION DESIGN: HIDDEN -CORTEX
PN: STANDARD SCREENER
Show YEAR and MONTH on the same screen

TERMINATE IF <18 OR >67

What is your date of birth?

(Year)

---

1. _1910 1910
2. …
3. _2020 2020

MONTH – Birth Month (CORTEX)

(Month)

_1 January
_2 February
_3 March
_4 April
_5 May
_6 June
_7 July
_8 August

_9 September
_10 October
_11 November
_12 December

RESP_AGE - Adult Respondent Age
QUESTION DESIGN: HIDDEN -CORTEX
PN: STANDARD SCREENER

pn: Hidden Question - RESP_AGE "this is a dummy question that will hold age"

TERMINATE IF <18 OR >67

CODE IN RANGES:

18-24
25-34
35-44
45-54
55-67

BASE: ALL
GENDER_NONBINARY
QUESTION DESIGN: CORTEX
PN: STANDARD SCREENER
Are you…?
Male
Female
Another gender
Prefer not to answer

GENEMPSTATUS
Which of the following best describes your current employment status?
[ASK TO ALL]

Please select one response.

[SINGLE SELECT]

1   Employed – one job
2   Employed – multiple jobs
3   Employed but currently on long-term leave (e.g., parental, disability, medical, etc.)
5   Unemployed
99   Prefer not to answer [TERMINATE]

EMPLOYMENTTYPE
[ASK IF code 1 or 2 or 3 in GENEMPSTATUS]
[If code1 OR 3 in GEENEMPSTATUS INSERT "current' if code 2 in GEENEMPSTATUS INSERT "primary' DO NOT BOLD INSERTS]

Thinking about your [insert] position, which of the following best describes your employment type?

[SELECT ONE]
1   Employed by an employer
2   Self-employed
3   Contract or temporary employee (with an agency or employer)
4   Independent contractor
5   Gig worker (such as Uber/Lyft driver, food delivery, courier, dog walker, day laborer)
6   Freelance worker (such as web developer, coder, photographer, graphic designer, data analyst)
98   Other (specify)

EMPLOYMENTTYPE_1
[ASK IF code 2 in GEENEMPSTATUS]
You mentioned you have more than 1 job. Which of the following best describes your secondary job?

[SELECT ONE]

1   Employed by an employer
2   Self-employed
3   Contract or temporary employee (with an agency or employer)
4   Independent contractor
5   Gig worker (such as rideshare driver, food delivery, courier, dog walker, day laborer, etc.)
6   Freelance worker (such as web developer, coder, photographer, graphic designer, writer, data analyst, etc.)
98   Other (specify)

[ASK IF EMPLOYMENTTYPE = 5 OR 6 OR EMPLOYMENTTYPE_1 = 5 OR 6]
[IF EMPLOYMENTTYPE = 5 OR 6, INSERT1 'primary', IF EMPLOYMENTTYPE_1, INSERT1 'secondary']
[IF EMPLOYMENTTYPE OR EMPLOYMENTTYPE_1 = 5, INSERT 'gig worker', IF EMPLOYMENTTYPE OR EMPLOYMENTTYPE_1 = 6, INSERT 'freelance worker']
[IF EMPLOYMENTTYPE AND EMPLOYMENTTYPE_1 = 5 OR 6, ASK QUESTION TWICE IN A LOOP FOR PRIMARY AND SECONDARY JOB]

GIGFREE_WHY.
You mentioned you work as a [INSERT], why is this your [INSERT1] job?

[MULTI SELECT] [RANDOMIZE]
1   Flexible hours
2   Supplemental income [ONLY SHOW STUB IN EMPLOYMENTTYPE_1 = 5 OR 6]
3   Unlimited earning potential
4   Being my own boss
5   To open up new career options
6   To be able to work from home
7   Work/life balance
8   Job security

98   Other, specify [OE TEXTBOX]

GENEMPSTATUS1
[ASK IF GENEMPSTATUS=5]
You mentioned you are currently unemployed, are you...?

Please select one response.

[SINGLE SELECT]

1   Retired (permanently out of workforce entirely for the foreseeable future) [TERMINATE]

2   Planning to retire [TERMINATE]

3   Disabled

4   Full-time student

5   Homemaker or stay at home parent

6   Furloughed

7   Laid off

8   Never worked

12   Resigned

99   Prefer not to answer [TERMINATE]

GENEMPSTATUS2
[ASK IF GENEMPSTATUS=5 AND GENEMPSTATUS1 NOT EQUAL = 8]
How long ago was your most recent previous employment? (Select one)

[SINGLE SELECT]

1   Less than 1 month ago

2   Between 1 to 6 months ago

3   Between 7 months to 1 year ago

4   Between 1 to 3 years ago

5   Longer than 3 years ago

GENEMPSTATUS1a
[ASK IF GENEMPSTATUS1≠8; ASK IF GROUP = 0001]
[IF GENEMPSTATUS=1 OR 2 OR 3 OR 4 INSERT "are you currently"; IF GENEMPSTATUS=5 INSERT "were you previously"]

Which of the following industries [INSERT] employed in? This question is very important to this research. Please carefully review the list and make your selection before clicking next.

[SINGLE SELECT EXCEPT IF GENEMPSTATUS=2, ALLOW MULTIPLE SELECTIONS; RANDOMIZE HEADERS, RANDOMIZE ITEMS WITHIN HEADERS][DO NOT INCLUDE STICKY TEXT IN MOBILE OR DESKTOP SURVEY]]

Business Services [EXPANDABLE HEADER]

_112 Advertising/Public Relations
_113 Financial Services
_114 Management Consulting
_115 Marketing/Market Research
_116 Sales/Sales Promotion
_117 Transportation/Shipping
_137 Diversity & Inclusion
_140 Design (graphic, interior, etc.)
_142 Engineering / Architecture
_154 Law/Legal Services

Entertainment [EXPANDABLE HEADER]

_103 Film Studio
_104 Movie Theater/Cinema or Chain
_105 Music
_106 Publishing (Magazines, Books, etc.)
_107 Radio
_108 Sports
_109 Television
_143 News / Media
_110 Video Games
_111 Other Entertainment [ANCHOR]

Industry/ Agriculture [EXPANDABLE HEADER]

_128 Agriculture
_129 Automotive
_130 Food/Beverages
_133 Paper Products
_134 Veterinary / Pet care
_138 Environmental Conservation / Green Jobs (e.g.., electric vehicles, solar energy, recycling)
_149 Construction
_150 General home services (moving, painting, plumbing, electrical, cleaning services, pest control, yard maintenance, storage services, etc.) [KEEP NEXT TO 151 IN RANDOMIZATION]
_151 Specialized home services (carpenter, floor repair/installation, landscaping, remodeling/home renovations, home security system installation, etc.)
_152 Manufacturing

Personal Care [EXPANDABLE HEADER]

_125 Beauty/Cosmetics
_126 Fashion/Clothing
_127 Toiletries

Personal Services [EXPANDABLE HEADER]

_118 Education
_131 Government/Politics
_132 Grocery/Convenience/Dept. Stores

_119 Healthcare/Pharmaceuticals

_120 Insurance

_121 Real Estate

_122 Restaurants

_124 Travel/Tourism

_155 Customer Service

_156 Janitorial

Technology [EXPANDABLE HEADER]

_101 Electronics/Computer/Software

_102 Internet/E-Commerce

_123 Telecom (phone, cell phone, cable)

_139 Data Science

_141 Gaming/Esports

_144 Blockchain/Cryptocurrency/Financial Technology

_145 Artificial Intelligence

_146 Cybersecurity

_147 Space Travel

[INCLUDE OTHER OUTSIDE OF ALL HEADERS, ON ITS OWN]
_98 Other, specify [ANCHOR][OE TEXTBOX]

EMPTYPE - EMPLOYMENT TYPE1
[ASK IF GENEMPSTATUS=1 OR 2 OR 3 OR 4]
[INSERT 'current' if GENEMPSTATUS=1 OR 3 OR 4, INSERT 'primary' IF GENEMPSTATUS= 2]
Which of the following best describes your [insert] employment?

[SINGLE SELECT]

1   Full-Time (working 30 hours or more per week)
2   Part-Time (working less than 30 hours per week)

JOBMARKET_SENTIMENT. How do you feel about the state of the job market in 2024?
[SELECT ONE]
5   Very optimistic
4   Somewhat optimistic
3   Neither optimistic nor pessimistic
2   Somewhat pessimistic
1   Very pessimistic

[ASK IF JOBMARKET_SENTIMENT = 1 OR 2]
JOBMARKET_SENTIMENT1.
You mentioned you feel pessimistic about the 2024 job market, why?

[MULTI-SELECT] [RANDOMIZE]

1	I am interested in a new job but don't feel comfortable starting one amid economic uncertainties
2	I am worried about the potential for lay-offs and hiring freezes
3	I don't think the economy is going to make a positive shift anytime soon
4	I feel like it is harder for me to secure a job (e.g. fewer jobs available, more competitive environment)
5	I have been applying/interviewing for new jobs and not hearing back
6	I am seeing negative news coverage about the state of the job market
98	Other, specify [OE TEXTBOX]

[ASK IF JOBMARKET_SENTIMENT = 4 OR 5]
JOBMARKET_SENTIMENT2.
You mentioned you feel optimistic about the 2024 job market, why?

[MULTI-SELECT] [RANDOMIZE]

1	I feel like there are enough available jobs in my field/area of work
2	The news around the job market is encouraging to me
3	I am financially stable and do not need a job
4	Companies are eager to hire in my field/area of work/there isn't much competition for my skills
5	I feel stable in my current job/position [SHOW IF code 1 or 2 or 3 in GENEMPSTATUS]
98	Other, specify [OE TEXTBOX]

JOBSEEKINGSTATUS
[ASK TO ALL]
Which of the following best describes you?

[SINGLE SELECT; MULTI-SELECT ONLY 3 AND 4]
1	I am actively looking for a job (of any kind, full-time, part-time, flex, seasonal, etc.)
2	I am not actively looking for employment, but might be open to a new job [TERMINATE]
3	I am not interested in any form of new employment [TERMINATE]
4	[DO NOT SHOW STUB IF GENEMPSTATUS = 5] I am happy at my current job [TERMINATE]

ELECTIONYEAR

Given the upcoming presidential elections this year, do you expect the 2024 job market to be impacted?

1. Yes
2. No
99. Don't Know

JOBSEEKINGSTATUS4_NEW
[ASK IF JOBSEEKINGSTATUS =1]

Has the current economic climate (i.e., news of lay-offs/hiring freezes) impacted how confident you feel in your ability to find a new job?

1   No, I still feel confident in my job search
2   Yes, I feel <u>less</u> confident in my job search

JOBSEEKINGSTATUS_ACTIVEWHY
[ASK TO JOBSEEKINGSTATUS = 1 AND GENEMPSTATUS = 1 OR 2 OR 3]
Why are you actively seeking new employment?

[MULTI SELECT; RANDOMIZE]
1   I am feeling the effects of burnout at my current job
2   I do not think my current compensation is enough
3   I do not feel a sense of purpose or value at my current job/company
4   I do not align with the company culture or values
5   I do not feel supported or respected in my workplace
6   My current role is too monotonous
7   I want to work in a new industry
8   I am worried about lay-offs with my current employer
9   I am looking for a job in a higher seniority position
10   I am always actively seeking a job / looking for better opportunities [ANCHOR]
98   Other, specify [OE TEXTBOX] [ANCHOR]

JOBSEEKINGSTATUS_STAYREASONS
[ASK TO JOBSEEKINGSTATUS =1 AND GENEMPSTATUS = 1 OR 2 OR 3]
You mentioned you are [INSERT: IF JOBSEEKINGSTATUS =1 "actively seeking a new role"], what would have to change within your current employment to make you more likely to consider staying?
[MULTI SELECT; RANDOMIZE]
1.   Better salary/compensation
2.   Better health/wellness benefits
3.   Better parental leave/childcare benefits
4.   Better vacation/time off policies
5.   Better job security
6.   Remote/flexible work opportunities becoming accessible
7.   More promotion opportunities
8.   Improvement of my workplace culture
9.   The mission/purpose of the company and its values resonating with me more
10. More respectful/friendlier managers/coworkers
11. Change of tasks/role that give me better fulfillment
12. My company becoming more well respected/trusted in the industry
98. Other, specify [OE TEXTBOX] [ANCHOR]
99. Nothing would make me consider staying [ANCHOR][EXCLUSIVE] [ADD SPACE BETWEEN 98 AND 99]

STAYNEGOTIATION

If you received a new job offer, would you be willing to have a conversation with your current employer about staying?
[SINGLE SELECT; DO NOT RANDOMIZE]
1. Yes
2. No
99. Not sure

STAYNEGOTIATION_FACTORS
[ASK TO STAYNEGOTIATION = YES]
What would your conversation with your employer need to include as conditions for staying?
[MULTI SELECT; RANDOMIZE]

1. A promotion
2. A pay raise
3. A different manager/team
4. A better benefits package
98. Other, specify [OE TEXTBOX] [ANCHOR]

JOBSEEKINGSTATUS1
[ASK IF JOBSEEKINGSTATUS =1]
[SINGLE SELECT]
How long have you been actively looking for a job?
1   0-2 months
2   3-5 months
3   6-8 months
4   9-11 months
5   1 year or longer

JOBSEEKINGSTATUS2
[ASK IF JOBSEEKINGSTATUS =1]
[SINGLE SELECT]
How serious are you about your job search?

1   Very serious, I want to secure new employment within the next few months
2   Moderately serious, I would like to secure new employment within the next 6 months
3   Not serious, I am lightly perusing new employment, and would not be concerned if I don't secure a new job within the foreseeable future

JOBSEEKINGSTATUS3
[ASK IF JOBSEEKINGSTATUS =1]
How confident are you in your ability to find a new job?

[SINGLE SELECT][DO NOT RANDOMIZE]
5   Very confident
4   Somewhat confident

3 Unsure

2 Somewhat not confident

1 Not at all confident

JOBSEARCH1. Since beginning your job search, how many positions have you applied for?

[INSERT NUMERIC TEXBOX] [ALLOW RESPONSES 0-500]
[IF INSERTING 0, SKIP TO EMPLOYER_SIZE]

JOBSEARCH2. Of the [INSERT SELECTING AT JOBSEARCH1] positions you have applied for, how many resulted in an initial interview?

[INSERT NUMERIC TEXTBOX] [ALLOW RESPONSES 0-500][RESPONSE MUST BE LESS THAN RESPONSE AT JOBSEARCH1]
[IF INSERTING 0, SKIP TO EMPLOYER_SIZE]

JOBSEARCH_SOURCE
You mentioned you have received [INSERT SELECTING AT JOBSEARCH2] initial job interviews, where did you first hear about each job that you received an interview from?

Please make sure your total equals the total number of initial job interviews you have received.

[REQUIRE RESPONDENT TO INPUT NUMBERS UP TO THE TOTAL NUMBER OF INTERVIEWS THEY RECEIVED] [SHOW AS NUMERIC GRID] [RANDOMIZE]

1 Online job search platforms (e.g., LinkedIn, Indeed, Craigslist, Monster, etc.)

2 Local newspapers and community papers ads

3 Google search

4 YouTube

5 Online search engine other than Google [ALWAYS SHOW UNDER PUNCH 3, GOOGLE SEARCH]

7 Company websites

9 Reaching out to my professional network for opportunities

10 Networking groups/clubs

11 College alumni network

12 Word of mouth or referrals from friends and family

13 Staffing agencies

14 College career centers

15 Social media (e.g., TikTok, Facebook, Instagram)

16 Email updates from online career search

17 Industry groups and trade publications

18 Employer-specific career pages (e.g., Walmart.com career page)

SECTION 2: GENERAL (ASK OF ALL)

Next, we are going to ask you some questions about the type of employment you are interested in.

EMPLOYER_SIZE
For your next employment, which of the following types of employers would you be interested in?

[MULTI SELECT; RANDOMIZE]

1   Large corporation (1,000+ employees)
2   Small/Mid size corporation (less than 1,000 employees)
3   Start-up
4   Government or public sector
5   Self-employed
6   Gig worker
7   Nonprofit
98   Other, specify [OE TEXTBOX]

SKILLING
[ASK IF GENEMPSTATUS=1 OR 2 OR 3][DO NOT SHOW IF EMPLOYMENTTYPE = SELF EMPLOYED]
 Is your employer providing the opportunity to upskill or re-skill as a benefit?

[SINGLE SELECT]
    1   Yes
    2   No
   99   Don't Know

SKILLS
[ASK IF GENEMPSTATUS=1 OR 2 OR 3 OR 4]
Do you actively maintain or develop skills to be more attractive in the job market and improve your career trajectory?

Please select one response.

[SINGLE SELECT]
    1   Yes
    2   No, but I intend to do so in the future
    3   No, but I am considering options

4   No, I am not interested

SKILLSIMPORTANT
Given the current economic uncertainties, how important do you feel up-skilling/re-skilling is to your profession?

[SELECT ONE]
5   Very important
4   Somewhat important
3   Neither important nor unimportant
2   Somewhat unimportant
1   Very unimportant

SKILLSPURPOSE
[ASK IF GENEMPSTATUS=1 OR 2 OR 3 OR 4 AND IF SKILLS = 1-3]
What is your main objective behind maintaining or developing your professional skills?

Please select one response.

[SINGLE SELECT, RANDOMIZE]
1   Upward mobility and advancement in my current industry
2   Gaining the skills required to switch to a new industry
3   Staying up to date with the latest developments in the industry
4   Upskilling is required by my employer/ within my industry (receiving & maintaining licensing such as CPA, CPE, etc.)
5   Increasing compensation to combat rising inflation
6   Remaining attractive to my employer amid economic uncertainties
98   Other, please specify [ANCHOR]

SKILLS1
[ASK IF SKILLS=1]
Which of the following have you done to actively maintain or develop skills to be more attractive in the job market and maintain your career?

Please select all that apply.

[MULTI-SELECT, RANDOMIZE]
1   Online college courses
2   In-person college courses
3   Other online classes/training (e.g. Udacity, Udemy, Skillshare, Lynda.com, etc.)
4   Reviewed information on job platforms (e.g. LinkedIn, Indeed, Glassdoor, etc.)
5   Professional accreditation and/or certificates
6   Professional networking/Attended an in-person or online networking event
8   Joined a professional industry organization or trade union

9   Attended optional company training

10   Independent reading

11   Watched online videos (other than YouTube)

12   Sought out additional opportunities at work outside of normal job scope

13   Pursued optional one-on-one training/mentoring at work

14   Set and tracked professional goals

15   Attend trade show/conference

16   Conducted Google search to learn more about my industry/career

17   Watched videos on YouTube to learn more about my industry/career

18   Developed hard/technical skills

19   Developed soft skills (e.g., staying organized, being adaptable, self-motivation, communication, etc.)

98   Other, please specify [ANCHOR]

SKILLS2
[SHOW TO ALL]
Which educational degree/professional certification (if any) do you feel would be required to make your next desired job change or to move upwards from your current position?

[MULTI-SELECT; RANDOMIZE]

1   An online short course from a university

2   A short course or boot camp from an online certification platform (eg. Google, LinkedIn, etc.)

3   An advanced degree from a private university

4   An advanced degree from a public university

5   An advanced degree from a community college or university

98   Other, please specify [ANCHOR]

99   None, I don't think any degree or certification is necessary to move upward from my current position [ANCHOR][EXCLUSIVE]

SECTION 3: JOB SEARCH PLATFORMS

Thank you for your responses so far, now we would like to learn more about how you are currently searching for a new job/position.

SEARCH_HOW
[ASK IF JOBSEEKINGSTATUS = 1]
When searching for a new job/position online, what encourages you to click on a job result? Select all that apply.

[MULTI SELECT, RANDOMIZE]

1   Company/office location

2	Company prestige (known company/brand)
3	Company industry
4	Remote work availability
5	Salary range / Financial compensation
6	Benefits offered (e.g., insurance, office perks)
7	Number of positions available
8	Skills/Experience required
9	Detailed job description
10	Company mission/purpose

98. Other, specify [OPEN END, ANCHOR]

JOB_LEGITIMACY
When looking for a job, what proof points do you use to assess the company/career path?

[MULTI SELECT; RANDOMIZE]

1	Job platform presence (company profile on LinkedIn, Glassdoor, etc.)
2	Company reviews
3	Company website
4	Current employees
5	Past employees
6	Company financial performance
7	Company reputation

98. Other, specify [OPEN END, ANCHOR]

JOBSEARCH_BARRIERS
Have you faced any of the following challenges in looking for a new job?

[MULTI SELECT; RANDOMIZE]

1	Applying to numerous open jobs but not hearing back from recruiters
2	Working with recruiters but being 'ghosted' after interviews (never hearing back after an interview)
3	Being offered a salary below the listed range
4	Being targeted for job postings that are not aligned with your interests
99	None of the above [EXCLUSIVE]

IDENTIFY_SOURCE
When determining where you should be looking for a new job (e.g., what resources you should/can utilize) which of the following did you use to find job search resources?

[RANDOMIZE][MULTI SELECT]

1	Google search
2	Online search engine other than Google
3	Online communities / discussion forums (e.g., Reddit)
4	Social media (e.g., TikTok, Facebook, Instagram)
5	News sources (e.g., New York Times, Yahoo!)
6	YouTube
7	Email newsletters
8	Webinars
9	Talking to current or former colleagues
10	Talking to friends or personal references
11	Career events (e.g., school/college career fairs, networking events)
12	Podcasts

FIRST_SOURCE
Please rank the general order in which you accessed each of the following sources that helped you find job search resources, ranking 1 as the <u>first</u> source used, rank up to 5 sources total.

[INSERT SOURCES SELECTED AT IDENTIFY_SOURCE] [REQUIRE RESPONDENT TO RANK UP TO FIVE SELECTIONS][IF ONLY ONE SOURCE SELECTED AT IDENTIFY_SOURCE, AUTOPUNCH AS 1][ADD QUESTION AS A BUBBLE RANK]

SEARCHFREQUENCY
[ASK IF JOBSEEKINGSTATUS=1]
Now, how often do you use the following <u>to learn more about and/or find new employment opportunities (e.g., apply for a job, hear from current/past employees)</u>?

Please select one response for each option.

[SINGLE-SELECT, RANDOMIZE - COLLAPSIBLE GRID]

1	Online job search platforms (e.g., LinkedIn, Indeed, Craigslist, Monster, etc.)
2	Local newspapers and community papers ads
3	Google search
4	YouTube
5	Online search engine other than Google
9	Reaching out to my professional network for opportunities
10	Networking groups/clubs
11	College alumni network/college career center
12	Word of mouth or referrals from friends and family
13	Staffing agencies
15	Social media (e.g., TikTok, Facebook, Instagram)
16	Email updates from online career search
17	Industry groups and trade publications

18   Employer-specific career pages (e.g., Walmart.com career page)

ROWS:
1   Daily
2   Weekly
3   Monthly
4   Less than once a month
5   Never

hv_SEARCHFREQUENCY_DAILY
[AUTO-PUNCH THE SOURCES SELECTED AT SEARCHFREQUENCY AT DAILY]

hv_SEARCHFREQUENCY_WEEKLY
[AUTO-PUNCH THE SOURCES SELECTED AT SEARCHFREQUENCY AT DAILY OR WEEKLY]

hv_SEARCHFREQUENCY_MONTHLY
[AUTO-PUNCH THE SOURCES SELECTED AT SEARCHFREQUENCY AT DAILY OR WEEKLY OR MONTHLY]

SOCIALMEDIAUSAGE
[ASK IF SEARCHFREQUENCY FOR SOCIAL MEDIA = 1-3]
You mentioned you use social media to learn more about and/or find new employment opportunities at least monthly. What specific platform do you use for this purpose?

[MULTI SELECT, RANDOMIZE]
1   Facebook
2   Instagram
3   Fishbowl
4   Reddit
5   Twitter (X)
6   TikTok
7   YouTube
98   Other, specify [OE TEXTBOX] [ANCHOR]

YOUTUBEUSAGE
[ASK IF SEARCH FREQUENCY FOR YOUTUBE = 1-3 OR SOCIALMEDIAUSAGE = YOUTUBE]
In what ways do you use YouTube to learn more about and/or find new employment opportunities?

[MULTI SELECT, RANDOMIZE]
1   Gain insights about company culture and values
2   Learn more about a specific industry or job function
3   Search for career advice from influencers in my industry
4   Watch videos about job search strategies and tips
5   Watch interview advice videos
98   Other, specify [OE TEXTBOX] [ANCHOR]

SEARCHPLATFORM
Please indicate your awareness and usage of the following online job search platform website/apps.

[SHOW AS PROGRESSIVE GRID]
- 1   Not aware of
- 2   Aware of, but never used
- 3   Have used in past but don't presently use
- 4   Presently use site
- 5   Preferred site(s)

ROWS:
[RANDOMIZE STATEMENTS]

2	LinkedIn
3	Craigslist
4	Monster
5	CareerBuilder
7	Indeed
8	Glassdoor
9	Jobs2Careers
10	Simply Hired
11	ZipRecruiter
12	Specialized job sites (e.g., industry- or location-specific)
13	Upwork

14   Fiverr

15   Snagajob

hv_SEARCHPLATFORM_PREFERRED
[AUTO-PUNCH THE PLATFORMS SELECTED AT SEARCHPLATFORM AT PREFERRED SITE]

hv_SEARCHPLATFORM_PRESENTUSAGE
[AUTO-PUNCH THE PLATFORMS SELECTED AT SEARCHPLATFORM AT PREFERRED SITE OR PRESENTLY USE]

hv_SEARCHPLATFORM_AWARE
[AUTO-PUNCH THE PLATFORMS SELECTED AT SEARCHPLATFORM AT _2, _3, _4 OR _5]

hv_SEARCHPLATFORM_USAGENUMBER
[AUTO-PUNCH THE NUMBER OF PLATFORMS SELECTED AT SEARCHPLATFORM AT PREFERRED SITE OR PRESENTLY USE]

SEARCHPLATFORM_FRAUDFLAG
[FLAG AS POTENTIAL FRAUD IF hv_SEARCHPLATFORM_USAGENUMBER>0 AND SEARCHFREQUENCY_1 = NEVER BUT DO NOT TERMINATE]

SEARCHPLATFORM_OPEN_CONSIDERATION
[ASK IF JOBSEEKINGSTATUS=1 AND hv_SEARCHPLATFORM_USAGENUMBER >0]
How likely are you to consider different job search platforms (e.g., LinkedIn, Indeed) beyond the ones you're currently using?

[SELECT ONE]

    5   Very likely

    4   Likely

    3   Neither likely or unlikely

    2   Unlikely

    1   Very unlikely

JOBPLATFORM_REASON
You mentioned you currently use the following job platform, what first led you to choose using this specific platform?

[PROGRESSIVE GRID, PIPE THROUGH PLATFORMS = 4 OR 5 AT SEARCHPLATFORM; IF NO PLATFORM = 4 OR 5 AT SEARCHPLATFORM, SKIP]

[SELECT ONE, RANDOMIZE][SHOW 4 AND 5 TOGETHER]

    1   The site appeared in a Google search
    2   The site appeared in search on another search engine

3   I saw an ad for the site
4   I directly sought out the site
5   I directly sought out the mobile app
6   Recommendation from friend/co-worker/family
7   Recommendation from an influencer
8   I was linked there from another site
99 I don't recall [EXCLUSIVE, ANCHOR]

SITEUSE_WHY
You mentioned you currently use the following site when searching for new jobs, why? Select all that apply.

[PROGRESSIVE GRID, INSERT PLATFORMS = 4 OR 5 AT SEARCHPLATFORM; SKIP IF NO PLATFORMS AT SEARCHPLATFORM = 4 OR 5]
[MULTI SELECT, RANDOMIZE]

1   I hear back from companies quickly / receive a good response rate
2   There is a large volume of job postings
3   It is easier for me to find specific/niche jobs
4   It offers quality job recommendations that tailor to my qualifications and needs
5   It offers quality search functions or filters (e.g., location, job level)
6   It is easy for me to find remote/hybrid jobs on this site
7   I can save jobs or searches and receive regular updates
8   I can apply more easily with its functions (e.g., ability to upload and save resume or apply directly through the site)
9   I can easily find information on job salary upfront
10 This site offers job search assistance (e.g., resume or interview help)
11 I can easily find information/reviews on a company I'm applying to
12 I am able to reach out to recruiters or potential employers directly
13 It allows me to easily identify cultures/values of the companies I'm applying to
14 It has fewer ghost/out-of-date postings than other platforms
15 The brand has an easy to use mobile app
98 Other, specify [OPEN END, ANCHOR]

PLATFORMUSE_APPWEB
[ASK IF SELECTING 4 OR 5 FOR AT LEAST ONE AT SEARCHPLATFORM]

You mentioned you use the following job search platforms to aid in your job search. When using each platform, do you use the website, the phone/tablet application, or both?

[ONLY SHOW PLATFORMS SELECTING 4 OR 5 FOR SEARCHPLATFORM][RANDOMIZE ORDER]

[SELECT ONE]

1   Website only
2   Both website and phone/tablet application
3   Phone/tablet application only

CAREERSITE_USE

You mentioned that you use online job search platforms (e.g., LinkedIn, Indeed, Craigslist, Monster, etc.) as a source to learn more about and/or find new employment opportunities. When thinking about the overall amount of time you have spent seeking a new job, what percentage of time have you spent on these job platforms?

[Insert % 1-100%] %

CAREERPAGE_USE

You mentioned that you use employer-specific career pages (e.g., Walmart.com career page) as a source to learn more about and/or find new employment opportunities. When thinking about the overall amount of time you have spent seeking a new job, what percentage of time have you spent on these employer-specific career pages?

[Insert % 1-100%] %

CAREERSITE_USEWHY

Why have you spent more than 50% of your job-seeking journey on online job search platforms (e.g., LinkedIn, Indeed, Craigslist, Monster, etc.)? Select up to 3 reasons.

[SELECT UP TO 3][RANDOMIZE]
1   It is the best way to find out what jobs are available in my desired industry
2   It is the best way to find out about the open positions within my desired companies of interest
3   It doesn't require a lot of effort
4   I am not sure of what career path or company I want to work for, so the sites provide an overview
5   I don't know of any resources that provide a better overview of open positions
6   I am able to apply directly through the sites, so it eases the overall job-seeking journey
7   It is the best way to let recruiters know I am open to a new job
98   Other, specify [OE TEXTBOX]

CAREERPAGE_USEWHY

Why have you spent more than 50% of your job-seeking journey on employer-specific career pages (e.g., Walmart.com career page)? Select your top reason.

1	I already know what companies I am interested in, so I use the sites to search for specific job openings
2	I spend the majority of my time applying for direct positions on employer-specific career page
3	I prefer to go directly to the site rather than share my resume with a 3rd party
98	Other, specify [OE TEXTBOX]

JOBPOSTINGS

In using online job search platforms (e.g., LinkedIn, Indeed, Craigslist, Monster, etc.), how often have you seen job postings that are not up-to-date from employers (job postings on the site that are no longer available)?

5	Almost always
4	Often
3	Sometimes
2	Rarely
1	Never

JOB_MATCH

In using online job search platforms (e.g., LinkedIn, Indeed, Craigslist, Monster, etc.), how often do you feel the provided job search listings are a good match for what you are looking for in a job/employer?

5	Almost always
4	Often
3	Sometimes
2	Rarely
1	Never

JOB_MATCH2
In a given week, on average, how many job postings match your skill set?

0
1-5

6-10
11-20
21+

ROADBLOCKS
Which of the following issues do you face when applying to positions of your interest.
Please select all that apply.

1. The position advertised is no longer available
2. The position/company was fraudulent
3. The company took too long to reach out to me
4. There were too many steps involved in the application process
5. The position required me to create an account in an external platform I was uncomfortable sharing my information with
6. The information they asked for seemed irrelevant to the position
7. Not hearing back from recruiters after applying to open positions
8. Not hearing back from recruiters after interviews
9. Being offered a salary below the listed range
10. Being targeted for job postings that are not aligned with your interests
98. Other, please specify
99. None of the above [EXCLUSIVE]

SEARCH_SAT
Overall, how satisfied are you with the job search process?

[SELECT ONE]
5   Very satisfied
4   Somewhat satisfied
3   Neither satisfied nor dissatisfied
2   Somewhat dissatisfied
1   Very dissatisfied

SEARCH_DISSATWHY
You mentioned you are dissatisfied with the job search process, why? Select all that apply.

[MULTI SELECT, RANDOMIZE]

1   I am pressed for time and can't find a job
2   I don't know where to look
3   I don't have a strong online presence / network
4   I am applying for jobs but getting no interviews
5   I am getting interviews but no job offers
6   I feel stuck in my job search

7	I am unsure which job/career to pursue
8	I am confused by the application process
9	I am confused by the search process
98	Other, specify [OPEN END, ANCHOR]

PLATFORM_SAT
[ASK IF SEARCHPLATFORM = 4 OR 5 AT ANY PLATFORM]
Overall, how satisfied are you with the job postings you see on job search platforms?

[SELECT ONE]
5	Very satisfied
4	Somewhat satisfied
3	Neither satisfied nor dissatisfied
2	Somewhat dissatisfied
1	Very dissatisfied

[ASK IF JOBSEEKINGSTATUS=1]
JOBSEARCH_ECONIMPACT

How are the current financial uncertainties (potential recession/lay-offs, inflation) impacting your job search journey?

[MULTI-SELECT, KEEP OPTIONS 4 AND 5 TOGETHER AND MAKE THEM EXCLUSIVE OF ONE ANOTHER; RANDOMIZE]
1	It is not impacting my journey in any way [EXCLUSIVE] [ANCHOR]
2	I feel an increased pressure to secure a new job quickly
3	I wasn't actively looking prior to uncertainties but have started looking more seriously
4	I am being less proactive in my career search
5	I am using online job platforms on a more regular cadence
6	I am reaching out to friends/family for advice or networking opportunities more regularly
7	I am debating discontinuing my career search
98	Other, specify [OE TEXTBOX]

[ASK IF SEARCHPLATFORM = 4 OR 5 FOR ANY SITE][IF ONLY SELECTING ONE PLATFORM AT SEARCHPLATFORM, AUTOPUNCH 1]

SEARCHPLATFORM1
[ASK IF JOBSEEKINGSTATUS=1]
Thinking about job search platform website/app functions and capabilities, which of those listed below are important to your job search? *Please select all that apply.*

[MULTI-SELECT; RANDOMIZE HEADERS AND WITHIN HEADERS]

Ease of Application [EXPANDABLE HEADER]
2   Ability to upload resume for easy applying with one-click
5   Ability to apply directly through the site
11 A smart phone app

Compensation Transparency [EXPANDABLE HEADER]
17 Up-front salary range for job position
16 Salary comparisons and benchmarks

Job Search Advice / Resources [EXPANDABLE HEADER]
6   Additional content providing job search and career guidance
7   Resume help/editing support
19 Interview preparation assistance and advice
20 Special content/advice on seeking job in the current environment
13 Ability to talk to a person
22 Industry-specific career advice

Ease of Job Search [EXPANDABLE HEADER]
1   Job recommendations based on my qualifications
3   Ability to search for remote work from home positions
10 Email updates with new job recommendations
8   Ability to save jobs
9   Email updates on saved jobs
21 Industry-specific filtering tools
23 Ability to filter for company values
25 Removal of 'dead' job postings (postings that have been on the site for awhile and appear to be inactive)
26 Verified legitimacy of company posting the job
28 Ability to filter by skills required

Specific Company Insight [EXPANDABLE HEADER]
12 Company reviews
14 Access to company policies with regards to gender equality
15 Dedicated company landing pages
24 Information on the hiring manager and team
27 Ability to provide feedback on interview process when securing a job interview through a job platform
29 Ability to contact the recruiter and/or hiring manager to learn more about the role

SEARCHPLATFORM2
[ASK IF JOBSEEKINGSTATUS=1]
Among the functions and capabilities selected in the previous question, which are the most important to your job search? *Please select your top 3 functions.*

AI_FUNCTIONS1
[ASK IF JOBSEEKINGSTATUS=1]
Thinking about the functions and capabilities you want in a job search platform website/app, how important is it that the website/app uses AI technology to improve your experience?

[SINGLE SELECT] [DO NOT RANDOMIZE]

      5. Very important
      4. Important
      3. Neither important nor unimportant
      2. Not important
      1. Not important at all

AI_FUNCTIONS2
[ASK IF JOBSEEKINGSTATUS=1]
What would you be most likely to use AI technology for with regards to your job search process?

[MULTI SELECT] [RANDOMIZE]

1. Creating, formatting, and/or optimizing resumes
2. Generating cover letters
3. Personalized communication and follow-ups with recruiters
4. Matching and recommending best fit roles based on qualifications and experience
5. Help with interview prep (e.g., generating mock interview questions, tips, and answer feedback)
6. Estimating salary range based on position title
7. Identifying and removing out of date or closed positions
98. Other, please specify [OPEN END][ANCHOR]

AI_MARKETING
[ASK IF JOBSEEKINGSTATUS=1]
Thinking about the job search platform websites/apps that you use, have you been made aware of AI-related improvements to the platform(s)? Please select all of the different ways you have been made aware.

[MULTI SELECT] [RANDOMIZE]

1. Yes, seen through marketing
2. Yes, read about in industry news/publications
3. Yes, heard from sales representative
4. Yes, heard about from my current/previous coworkers
5. Yes, heard from my friends/family
_99 No, I am not aware [ANCHOR; EXCLUSIVE]

AI_APPLICATIONFEATURES

Thinking about the job search platform websites/apps that you use, which of the following AI related features have been most helpful in your application process? Please select all that apply.

[MULTI SELECT] [RANDOMIZE]

1. AI tools that identify and apply to suitable job positions
2. Autofill features that allow AI to answer questions on job applications
3. Using GenAI apps such as ChatGPT to generate cover letters and/or resumes
4. Generating personalized outreach messages at scale to connect with potential employers
5. Automating email responses to recruiters and hiring managers
6. AI-powered interview coaching tools
7. AI-powered offer negotiation tools

_99 None of the above [ANCHOR; EXCLUSIVE]

SECTION 4: EMPLOYED WORKER SATISFACTION

SATISFACTION
[ASK TO ALL EXCEPT GENEMPSTATUS=5]
[IF GENEMPSTATUS=1, 2 , 3 INSERT "current"]
What is your satisfaction level with your [INSERT] position(s)?

[SINGLE SELECT]

1   Very satisfied

2   Somewhat satisfied

3   Neither satisfied nor dissatisfied

4   Somewhat dissatisfied

5   Very dissatisfied

[ASK IF JOBSEEKINGSTATUS = 1 AND SATISFACTION = 1 OR 2]
SEEKINGWHY.
You mentioned you are satisfied with your current work position but are [INSERT STUB SELECTED AT JOBSEEKINGSTATUS IN ALL LOWERCASE, REMOVE "I am" BEFORE INSERTING THE STUB FROM JOBSEEKINGSTATUS, DO NOT BOLD], why?

[MULTI SELECT] [RANDOMIZE]

1   I am concerned about lay-offs
2   I am looking for increased compensation
3   I am looking for better stock options
4   I am looking for flexible hours
5   I am looking for quicker career growth
6   I am looking for a new challenge
7   I want to start working in a new industry

8   I am looking for a counteroffer to bring to my existing team
98   Other, specify [OE TEXTBOX]
99   No specific reason, I am just always looking for what's next [EXCLUSIVE][ANCHOR]

SATISFACTION1
[ASK IF GENEMPSTATUS=1 OR 2 OR 3 OR 4]
How likely are you to quit your current job?
[SINGLE SELECT]

1   Very likely
2   Somewhat likely
3   Neither likely nor unlikely
4   Somewhat unlikely
5   Very unlikely

SATISFACTION3
[ASK ALL EXCEPT GENEMPSTATUS1 = NEVER WORKED]
For your next job, are you considering a different role in your current industry?

[SINGLE SELECT]
1   Yes, I am interested in a different role in my current industry
2   No, I am looking for a change in industry

[ASK IF ANY PLATFORM = 4 TO 5 AT SEARCHPLATFORM]
EMP_INDNEW3
You mentioned that you are currently using job platforms as a resource to find a new job, how much do you agree with each of the below statements?

[SELECT ONE]
5   Strongly agree
4   Somewhat agree
3   Neither agree nor disagree
2   Somewhat disagree
1   Strongly disagree

[RANDOMIZE, PROGRESSIVE GRID]
3   I can rely on a single job platform for my entire job search journey (e.g., from initial job search to application)
5   It is easy to find information on my new industry of interest via job platforms I use SHOW IF SATISFACTION3=2]
6   I feel supported by the current job resources available

SECTION 6: DEMOGRAPHICS

Now we will ask some general questions in this final section.

[NOTE FOR PROGRAMMING, MOVED TO END OF QUESTIONNAIRE]
TENURE_YEARS

[ASK IF GENEMPSTATUS=1,2, 3 OR 4]

How many years have you worked in your current field?
[SINGLE SELECT]
1   0-2 years
2   3-5 years
3   6-8 years
4   9-11 years
5   12 years or longer

MEDIA_USE
In general, how often do you spend time on the following sources every week? Both professional and personal reasons.

[PROGRESSIVE GRID][RANDOMIZE]
1. Search engines (e.g., Google, Yahoo!, Bing)
2. Online communities / discussion forums (e.g., Reddit)
3. Social media (e.g., Facebook, TikTok, LinkedIn)
4. Cable, satellite, or live TV
5. Streaming services (e.g., Netflix, Hulu)
6. Online video (e.g., YouTube)

[ROWS; SELECT ONE]
1. Multiple times a day
2. Once a day
3. 5-6 times a week
4. 3-4 times a week
5. 1-2 times a week
6. A few times a month
7. Once a month
8. Less than once a month
9. Never

[ASK if US]

EDU
What is your highest level of education completed?

1   Middle school (6th to 8th grade)
2   High school (9th to 12th grade)
3   Undergraduate (Bachelor's Degree)
4   Post Graduate (Masters, PhD or Higher)
5   Trade or Technical School

ETHNICITY
Which ethnicity do you most identify as?

1   Asian or Pacific Islander American
2   Black or African American
3   Hispanic or Latinx
4   Native American or Alaskan Native
5   White or Caucasian
6   Multiracial or biracial
7   Prefer to not say
98   Other, please specify:

HHI
Which of the following household income groups do you belong to?

1   Under $15,000
2    $15,000-34,999
3    $35,000-49,999
4    $50,000-74,999
5    $75,000-99,999
6    $100,000-149,999
7    $150,000-199,999
8    $200,000-$249,999
9    $250,000 or more

FINAL_FRAUDCOUNTER

JOBCONSIDER_FRAUDFLAG, AUTO_FRAUDFLAG, SEARCHPLATFORM_FRAUDFLAG]

Thank you for participating in our survey.