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Ipsos Reid

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Vancouver, BC, July 24, 2002 - The Internet as a job searching tool is now among the most popular online activities done among Canadian Internet users. In fact, more Canadians have looked for a job online than those who have ever banked online, shopped online, comparison shopped or downloaded music. This, according to a new study from Ipsos-Reid, entitled *Online Job Hunting: What the Future Holds*.

“Our findings reveal that 50% of Canadian adults with an Internet connection have used the Internet to look at job postings,” said Marcie Sayiner, Senior Manager with Ipsos-Reid. “However, the Internet as a job-searching tool will significantly increase in popularity as almost nine-in-ten online job seekers would recommend the Internet as a resource or tool for other job hunters.”

The activity most common among online job hunters is looking for a job at a job posting web-site (80%.) However, almost two-in-three people actively using the Internet as a job hunting tool have also researched a prospective company online (62%), and more than half have sent in a resume by email (62%).

“What is most interesting to note is not necessarily *what* activities online job searchers are engaging in, but *where*. Almost four-in-ten people (39%) who have used the Internet in their job search activities admit to having done so while at work” said Sayiner. “Of those who admit to searching the Internet for jobs while at work, three-quarters (75%) state they are keeping themselves informed about the job market while almost one-half (46%) say they are using the Internet access provided by their current employer to find another job.”

Despite the high level of job searching activity being done online, at work or otherwise, the full potential of the Internet as a job hunting resource is not being explored. Outside

of checking job listings online, there are a number of Internet job-hunting tools that are not being utilized by job seekers. For example, only 36% of those in the job market have ever posted a resume online and only 22% have used information at a job website to help prepare a resume or cover letter.”

However, once engaged, the online job searching process is likely to be repeated by users. Already a strong majority (80%) of Canadian Internet using adults in the job market, who have used the Internet for job searching, say they would be likely to search the Internet for job opportunities or job information in the future. As with many online activities, future growth will likely be especially strong among the younger population, with younger online job-seekers more likely to have used the Internet in a job search than older people (73% of those 18–34 compared to only 35% of those 55 years of age or more).

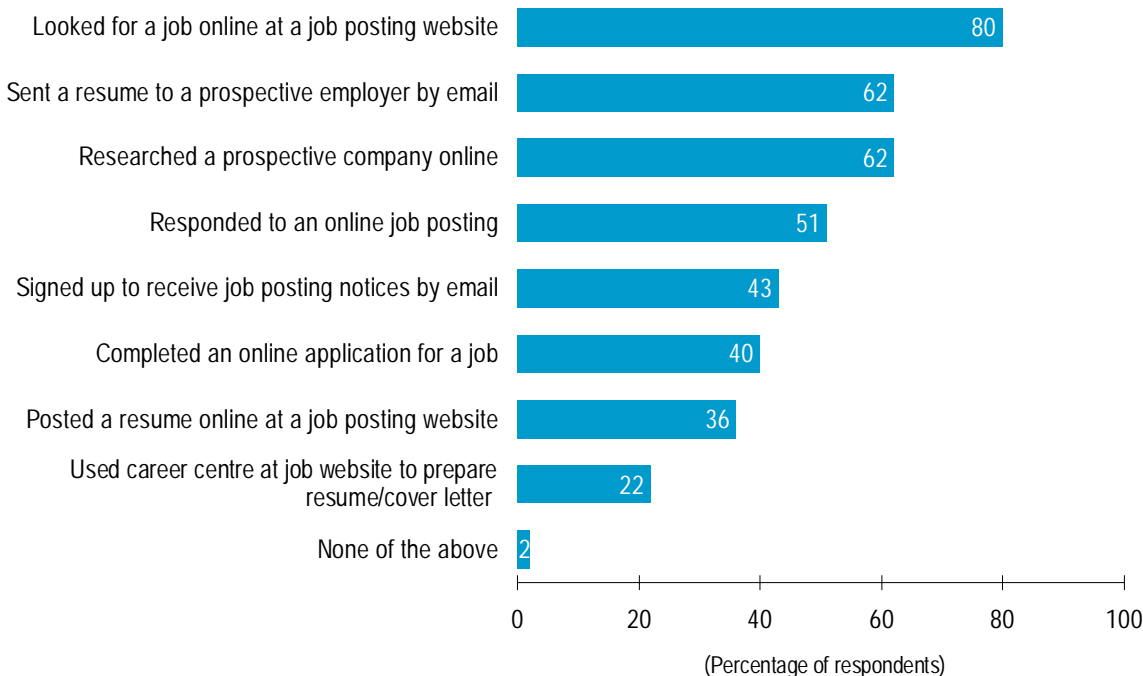
According to online job seekers, Monster and Workopolis are the leading Canadian job posting sites. More than four-in five Canadians (82%) who have used the Internet as a job hunting resource are aware of Monster, with 72% stating they are aware of Workopolis. Additionally, Monster receives more visits as 59% of those who have used the Internet as a job hunting resource have visited Monster while 52% have visited Workopolis.

“With such a trend is effect, it is clear that human resource departments across the country, executive search firms, and placement agencies need to effectively integrate the Internet into their recruiting and placement strategies,” said Sayiner. “Companies that don’t are risking the exclusion of a significant number of qualified candidates.”

Job Search Activities Done Online

figure 8.4

n=480, Currently Employed or Looking for a Job and Used Email/Internet for Job Search



The Canadian Inter@ctive Reid Report is the largest, most comprehensive and authoritative source of its kind about quarterly Internet trends in Canada. The results in this release are based on 1,000 telephone interviews with Canadian adults, which were conducted between March 5th and 14th, 2002. With a national sample of 1,000, one can say with 95% certainty that the overall results are within a maximum of ± 3.1 percentage points of what they would have been had the entire population of Canadian adults been surveyed. The margin of error will be larger for sub-groupings of the survey population.

Established in 1979, Ipsos-Reid is Canada's leading marketing research and public opinion company. It is best known for the Ipsos-Reid Express Poll, the most widely quoted source of public opinion in the country. Ipsos-Reid has conducted extensive market and social research in 80 countries and in 40 languages, and serves clients around the world through more than 300-professionals and 1,000 data collection staff in eleven offices. The company is a member of the Paris-based Ipsos Group, ranked among the top ten research companies in the world.



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