

MORE THAN 7 MILLION CANADIANS HAVE USED ONLINE JOB LISTING SERVICES

*31% of Canadians Have Used Online Job Listing Services to
Search for a Job in the Last 3 Years – 18% in Last 6 Months Alone*

*Productivity (81%), Relevance (81%) and Speed (75%) Are All
Important Considerations When Canadians Think About Using
an Online Job Listing Service*



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Toronto, ON – A recent survey conducted by Ipsos-Reid on behalf of www.hotjobs.ca shows that more than 7 million Canadians (31%) have used an online job listing service to search for a job in the last 3 years. This includes more than 4 million who have used one of these services in the last 6 months.

When it comes to their attitudes towards using online job listing services, 8 in 10 (81%) agree that job listing services makes their search more productive, and the same number (81%) agree that the relevance of the search is more important than the number of job listings. Finally, three quarters (75%) say that the speed of the search is an important consideration when deciding which online job listing service to use.

These are the findings of an Ipsos-Reid poll conducted on behalf of www.hotjobs.ca as part of the Canadian Ipsos-Reid Express between April 8th and April 10th, 2003. The poll is based on a randomly selected sample of 1000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

31% of Canadians Have Used Online Job Listing Services to Search for A Job in the Last 3 Years – 18% in Last 6 Months Alone

In all, three in ten (31%) Canadians have used an online job listing service to search for a job in the last three years. Based on an adult population of approximately 24 million, this translates into about 7 million Canadians who have used an online job listing service. The largest proportion of Canadians (18%) have used one of these services in “the last six months”, 5% say they have used one “in the last year” and 7% have used one “in the last 1 to 3 years”. Meanwhile, 69% say they have “never used an online job searching service”.

- Perhaps not surprisingly, older Canadians (93%) are more likely than middle aged (66%) and younger Canadians (48%) to say that they have not used an online job listing service to search for a job.

Productivity (81%), Relevance (81%) and Speed (75%) Are All Important Considerations When Canadians Think About Using an Online Job Listing Service

Canadians’ attitudes towards online job listing services shows that a large majority of Canadians (81%) thinks that using an online job listing service will make their job search more productive. Four in ten (42%) “strongly agree” that this is the case while another 39% “somewhat agree”. Only 12% disagree (6% “strongly disagree”, 6% “somewhat disagree”) that these services make their search more productive.

The same proportion of Canadians (81%) agrees that if they were to use an online job listing service “the relevance of job listings is more important than the number of job listings”. Almost half (46%) “strongly agree” and a further one third (36%) “somewhat agrees”. One in ten (12%) disagrees, with only 3% who “strongly disagree” and 9% who “somewhat disagree”.

- Men (84%) are slightly more likely than women (78%) to agree that relevance is more important than volume when it comes to job listings.

Finally, three quarters (75%) of Canadians agree that “the speed of an online job search engine is an important factor in deciding which online job listing service to use”. Four in ten (42%) “strongly agree” and 32% “somewhat agree” that speed is an important consideration. One in seven (14%) disagrees, 4% “strongly disagree” and 10% “somewhat disagree”.

- Québécois (82%) are the most likely to say that speed is an important consideration while British Columbians (67%) and residents of Saskatchewan and Manitoba (64%) are the least likely to say that speed is important.

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