

The Media Audit

NEWS RELEASE

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Web Job Sites You Never Heard Of Claim 50% of Market According To New Report From The Media Audit

Houston (8/12/02) - Looking for a job! Try some of these: CFO.com - BrassRing.com - DICE.com - FlipDog.com - WetFeet.com - JobsForWriters.com - BrilliantPeople.com - HospitalSoup.com and - HireIntellect.com

There are CoolJobs and HotJobs and JoyJobs, and if finding a job is an emergency, there is Employment911.com. The latter will search 300 job boards for you, including the job postings of other job sites.

If you are interested only in jobs that pay six figures the thing to do - obviously - is go to 6FigureJobs.com.

And, if you have trouble remembering names, try this: thingamajob.com

Many of the job site names have a facetious flavor but their impact on the web recruitment market is enormous and serious, says Bob Jordan, co-chairman of The Media Audit.

These web sites and hundreds more are being offered up - unaided - by respondents to The Media Audit's regular survey of metro markets. "Through June we completed surveys in 49 of the 85 metro areas we serve," says Jordan, "and - in 45 of those 49 markets more than 50 percent of respondents are saying they visit job sites other than the big three: Monster.com - HotJobs.com - and - the local daily newspaper job site and/or CareerBuilder.com." CareerBuilder.com is a national recruitment network, which partners with daily newspapers. Through the partnerships, the network can offer both a print and digital product that extends the reach of their employment-classified advertising. "In most of the markets surveyed so far this year," says Jordan, "the local daily newspaper and/or Career Builder have been among the strongest recruitment sites."

The number of individual sites identified by survey respondents range from 29 to 117 per market. Only 14 markets produced fewer than 50 individual site names. "The respondents are not being provided a list of sites from which they can select the ones they visited," says Jordan, "these responses are completely unaided which would seem to indicate the sites have established a solid identity with the user."

Respondents to the metro Los Angeles survey named 117 individual job/recruitment web sites in addition to the big three. Respondents in the Washington, D.C. area provided the names of 51 job sites. Norfolk respondents provided 47, Denver, 57 and Atlanta, 37.

Jordan says he was surprised by the degree of specialization (and fragmentation) that is developing in the recruitment industry on the web. "This isn't a two horse race between Monster.com and the daily newspaper industry," he says, "although newspaper web sites come in number two or three in almost every market we survey." Jordan believes that as employers and job seekers become more experienced, "both groups will become more direct in their searches. More employers will post jobs on appropriate business and professional web sites

while job seekers will go directly to employer sites or business/professional sites. The web recruitment market is going to be picked apart."

Some job sites are particular to an area, others to a business or profession. HireIntellect.com is operated by a recruitment agency in Atlanta. AACN.org is operated by and for the American Association of Critical Care Nurses. DICE.com is run for IT job seekers. Although DICE serves a specific professional market, it still succeeded in showing up in The Media Audit report by attracting more than one percent of adults in three metro markets, San Francisco, San Jose and Denver. The areas - and potential areas - of specialization are almost unlimited, says Jordan.

The Media Audit includes in its reports only those job web sites that attract at least one percent of the adults in a metro market. "But, this year," says Jordan, "we started including, in the back of our Internet report, a list of all job sites that were mentioned by respondents to show the enormous number of job sites with which local media are competing."

Jordan believes the "other" sites will have a significant bearing on how the recruitment market unfolds on the web. "Any estimate of the financial size of this market must factor in the possibility of a significant portion of the market being served by business and professional associations."

In the 49 markets surveyed by The Media Audit through June, the leading recruitment sites in all markets were Monster.com - HotJobs.com - and CareerBuilder.com or the local daily newspaper.

The Media Audit is a product of International Demographics, Inc., a 31-year-old research firm that is engaged exclusively in syndicated, multimedia surveys conducted at the local market level.

Note: If you would like to periodically receive market survey data from The Media Audit, please contact Bob Jordan by email (bjordan@themediiaudit.com) and leave your name, title, company affiliation and your mailing and/or email address.

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