



VIRTUAL STAFFING: SURVEY OF WORK FROM HOME JOBSEEKERS

AUGUST 2016



OBJECTIVES & METHODOLOGY

The objectives of the survey are to understand the experiences and expectations of work-from-home jobseekers regarding staffing agencies, freelancing services, and the application of new and emerging digital technologies to the recruitment process. Specifically:

- **Social Media** – As a resource for finding job offers
- **Mobile Apps** – Use in conducting job searches
- **Career Resources** – The value of blogs and podcasts within the job search process
- **Resumes** – Confidence in current resume and interest in creating a Virtual Resume
- **Staffing Agencies** – Experience with staffing agencies, and interest in Virtual Staffing
- **Freelancing** – Attitudes and experience with Freelance work; interest in “Post A Project” concept

This survey was conducted in August 2016 by Home Office Careers among a representative national sample of 160 of its members who responded to a self-administered online questionnaire.



SUMMARY OF FINDINGS

SOCIAL MEDIA

Nearly half of job seekers have high expectations for Social Media but with low results to-date:

- Facebook, Google+ and LinkedIn have been used extensively in job searches.
- 45% find Social Networks useful in the search but only 8% have found a job using Social Media.

Home Office Careers' members underutilize its Facebook page:

- Two-thirds of Home Office Careers members have not visited its Facebook page.
- Among the 30% who have visited the page, one-third find unique job offers.

MOBILE APPS

A majority of Home Office Careers' members don't mobile apps but are willing to try:

- Nearly two-thirds of Home Office Careers members have not used mobile apps for job searches.
- But one in five (20%) are using mobile apps to search and find them useful.
- And 71% either use mobile apps or are interested in trying



SUMMARY OF FINDINGS

CAREER RESOURCES: BLOGS & PODCASTS

A minority of members engage regularly with Home Office Careers blogs & podcasts but rate them highly:

- Over three-quarters of Home Office Careers members are infrequent readers or listeners.
- However, 28% have read or listened to 3 or more.
- And 77% think that the articles, blogs and podcasts are equal or superior to those of other sites.

Members are most interested in career advice for older workers, search strategies and resumes:

- Finding work after age 50 + is of importance to 58% of respondents.
- Job search strategies and help with resumes & cover letters are of high importance to over 40%.
- Helping work-at-home moms and helping with job applications rate highly to over one-third.

VIRTUAL RESUMES

There is an established need and willingness to create a Virtual Resume:

- Nearly half of members – 46% – are not very confident that their current resumes are optimal.
- The vast majority – 85% – are willing to invest time in new technologies to create a better resume.



SUMMARY OF FINDINGS

VIRTUAL RESUMES continued

Jobseekers think that the greater value of a Virtual Resume is in better presentation of traditional elements, more so than new technology enhancements like video and social media:

- The greatest importance is placed on experience & talents (82%) and points of differentiation (62%).
- A photo is expected by half, but about one-quarter value video or audio recordings or social media links.

The low level of video expectation in a Virtual Resume is due to concerns of necessity and capability:

- A majority (62%) do not want to create a video, due to perceived lack of need or a sense that this is beyond their competency.
- Only 13% value the video and feel confident they can create it without help.

STAFFING AGENCY

A majority are open and receptive to using a Staffing Agency to be placed in a job:

- Three-quarters (77%) have either worked with a Staffing Agency or are interested in trying; 30% have already found a Staffing Agency to be helpful.
- Only 23% outright reject the need for a Staffing Agency.



SUMMARY OF FINDINGS

STAFFING AGENCY continued

- **A majority expect to pay a moderate commission to the Staffing Agency:**
- Nearly 60% are willing to give at least 5% of their salary for the placement services of a Staffing Agency; 24% are willing to give at least 10%.
- “Virtual Staffing Agency” is a viable descriptor of this type of placement service.

FREELANCER SITES/POST A PROJECT

Freelancer sites have not been a reliable resource for work from home jobseekers:

- Over three-quarters (78%) have never used a Freelancer Web site to find a project.
- Only 5% have used a Freelance site successfully.

Despite low usage of Freelancer sites, a strong major of work from home jobseekers are receptive to using **Post A Project, suggesting this is a more attractive and understandable concept:**

- 83% are interested in using Post A Project as either primary or secondary income source.



DETAILED FINDINGS:

SOCIAL MEDIA

Nearly half of job seekers have high expectations for Social Media but with low results to-date:

- Facebook, Google+ and LinkedIn have been used extensively in job searches.
- 45% find Social Networks useful in the search but only 8% have found a job using Social Media.

Q. Have you searched for a work from home job using any of these social media networks?

Facebook	33.5%	←
Google+	43.0%	←
Twitter	3.8%	
LinkedIn	31.6%	←
Instagram	2.5%	

Q. How useful do you think social media networks are in helping you to find a work from home job?

I find social media networks useful in searching for jobs and have found a job with them	8.4%
I find social media networks useful in searching for jobs but have not found a job with them	36.8%
I do not find social media networks useful for searching for jobs	27.7%
I have not tried using social media to find a job	27.1%

45%



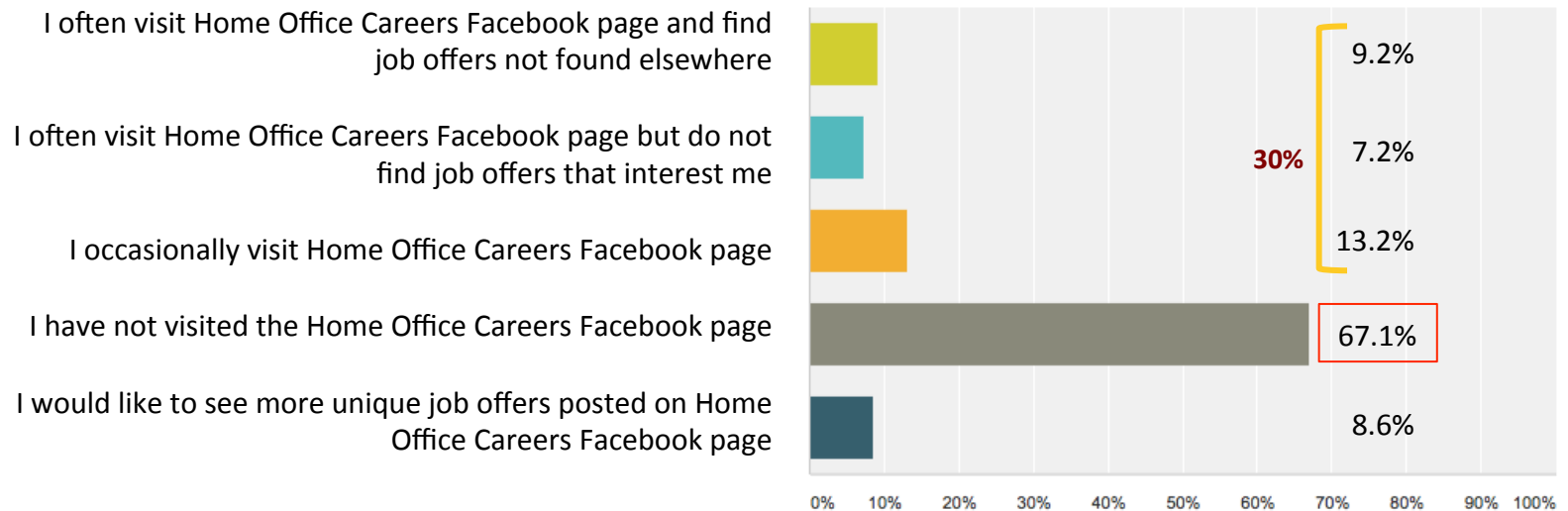
DETAILED
FINDINGS:

SOCIAL MEDIA

Home Office Careers' members underutilize its Facebook page:

- Two-thirds of Home Office Careers members have not visited its Facebook page.
- Among the 30% who have visited the page, one-third find unique job offers.

Q. How useful have you found Home Office Careers' Facebook page? (Select as many as apply):





DETAILED FINDINGS:

MOBILE APPS

A majority of Home Office Careers' members don't use mobile apps but are willing to try:

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- But one in five (20%) are using mobile apps to search and find them useful.
- And 71% either use mobile apps or are interested in trying.

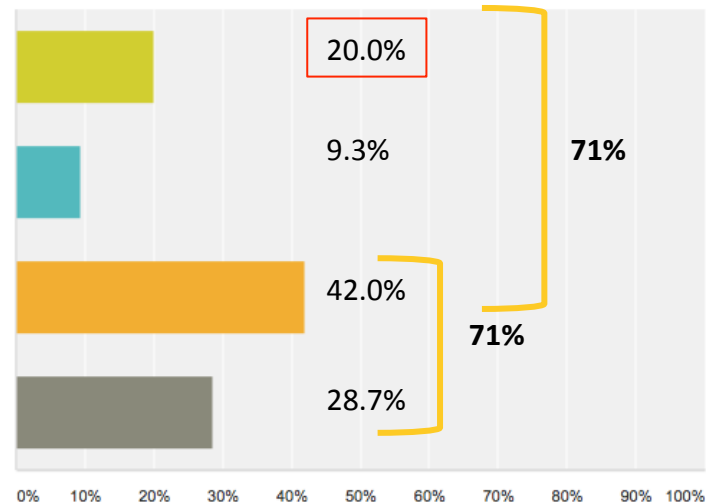
Q. How do you feel about using Mobile Apps on your smartphone or tablet to search for a job?

I am already using mobile apps to search for jobs and find it useful

I am already using mobile apps to search for jobs but have not found it useful

I have not yet used mobile apps to search for jobs but am interested in trying it

I am not interested in using mobile apps as part of my job searching process





DETAILED FINDINGS:

CAREER RESOURCES: BLOGS & PODCASTS

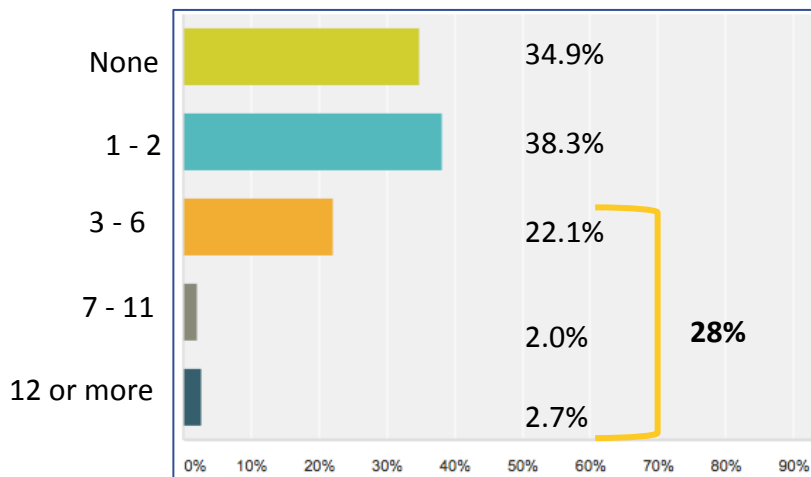
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- Over three-quarters of Home Office Careers members are infrequent readers or listeners.
- However, 28% have read or listened to 3 or more.
- And 77% think that the articles, blogs and podcasts are equal or superior to those of other sites.

As a member of Home Office Careers you are able to read the blogs and advice on the Career Resources page . . .

Q. How many articles or podcasts on the Career Resources page have you read or heard?

Q. How useful do you find the articles, blogs and podcasts compared to those found on other job sites?



Not At All Useful	A Bit Less Useful	About The Same	A Bit More Useful	Very Useful
13.51%	10.14%	49.32%	17.57%	9.46%

77%

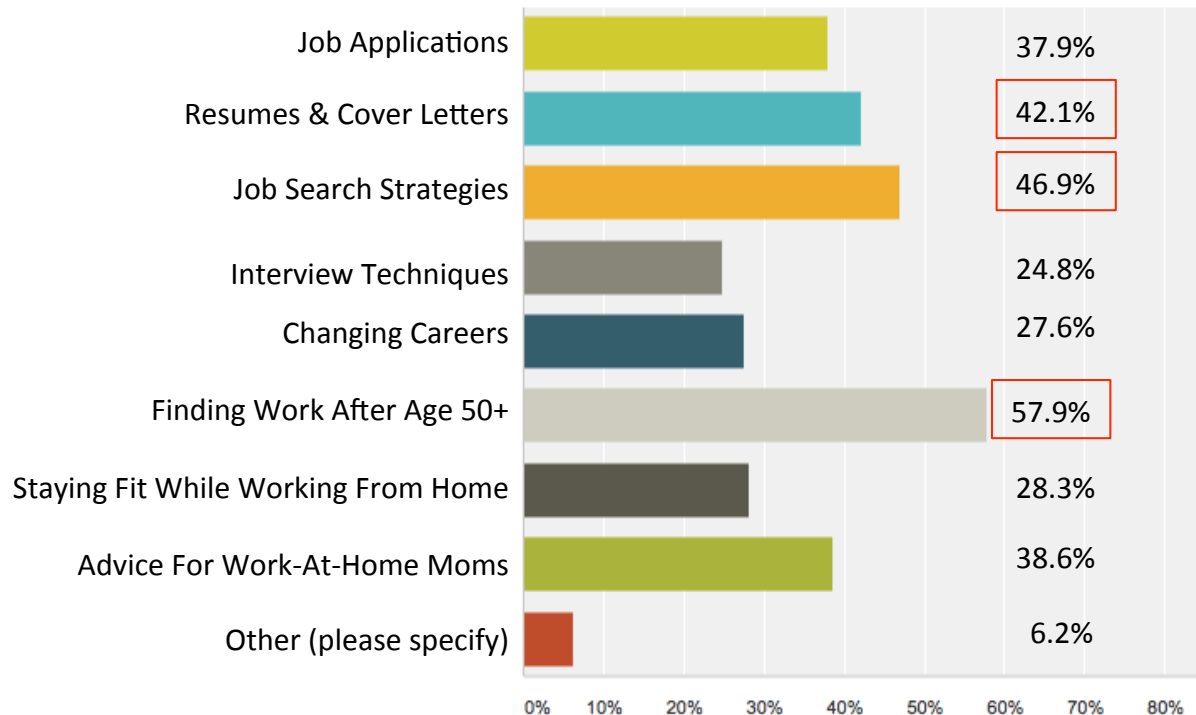


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CAREER RESOURCES: BLOGS & PODCASTS

Members are most interested in career advice for older workers, search strategies and resumes:

- Finding work after age 50 + is of importance to 58% of respondents.
- Job search strategies and help with resumes & cover letters are of high importance to over 40%.
- Helping work-at-home moms and helping with job applications rate highly to over one-third.



Q. Select the subjects that would be most helpful to you in future articles, blogs and podcasts
(select all that apply)



DETAILED FINDINGS:

VIRTUAL RESUMES

There is an established need and willingness to create a Virtual Resume:

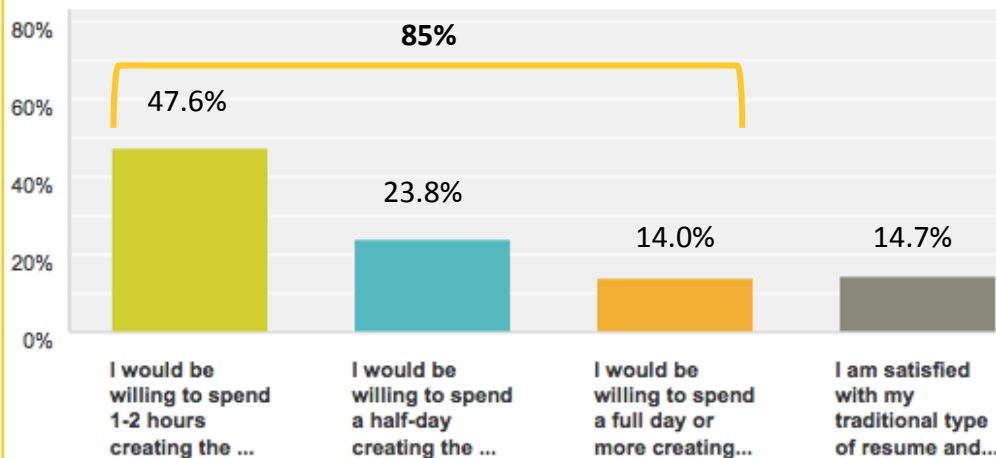
- Nearly half of members – 46% – are not very confident that their current resumes are optimal.
- The vast majority – 85% – are willing to invest time in new technologies to create a better resume.

Q. Most work from home job applications require attaching a resume to the application. How confident are you that you have a good resume for a work from home job?

Not At All Confident	Not Too Confident	A Little Confident	Fairly Confident	Very Confident
6.85%	11.64%	27.40%	37.67%	16.44%

46%

Q. If a new technology would enable you to create a new, "Virtual Resume" that would better present you to employers, how much time would you be willing to spend to rebuild your resume online using the new technology?





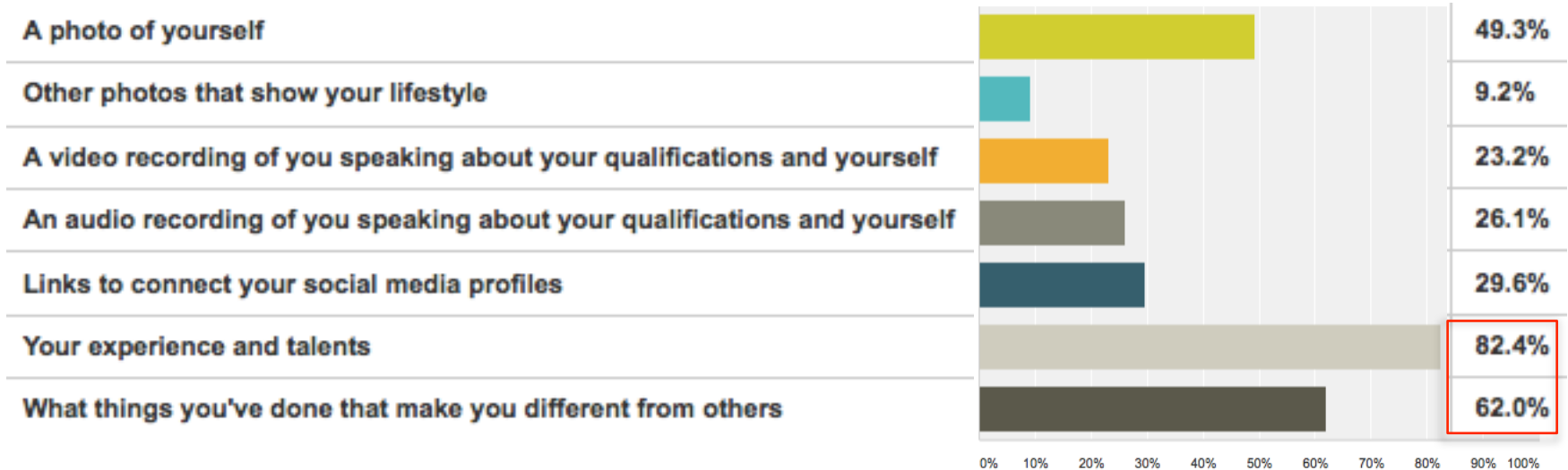
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VIRTUAL RESUMES

Jobseekers think that the greater value of a Virtual Resume is in better presentation of traditional elements, more so than new technology enhancements like video and social media:

- The greatest importance is placed on experience & talents (82%) and points of differentiation (62%).
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Q. What would you expect a new technology “Virtual Resume” to include? (Select all that apply)



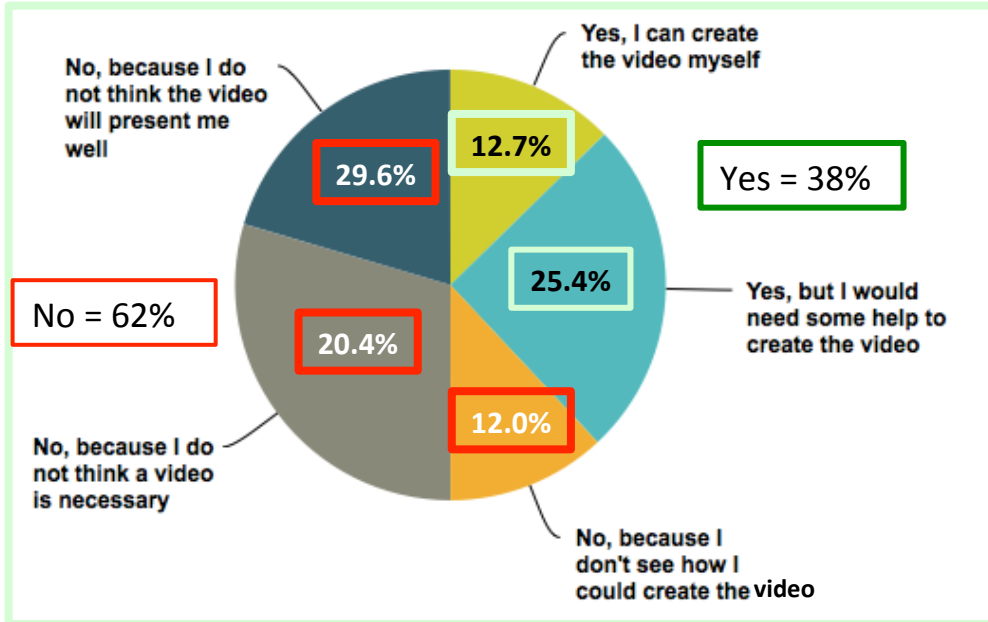


DETAILED FINDINGS:

VIRTUAL RESUMES

The low level of video expectation in a Virtual Resume is due to concerns of necessity and capability:

- A majority (62%) do not want to create a video, due to perceived lack of need or a sense that this is beyond their competency.
- Only 13% value the video and feel confident they can create it without help.



Q. Would you be willing and able to create a short video presentation of yourself to include in a "Virtual Resume"?



DETAILED
FINDINGS:

STAFFING AGENCY

A majority are open and receptive to using a Staffing Agency to be placed in a job:

- Three-quarters (77%) have either worked with a Staffing Agency or are interested in trying; 30% have already found a Staffing Agency to be helpful.
- Only 23% outright reject the need for a Staffing Agency.

Please read this description and then answer the question:

“A Staffing Agency hires or pre-selects people directly, and then places them with employers to fill specific jobs and assignments. So instead of being hired and paid by the employer, you are employed and paid by the Staffing Agency, which would retain a percentage of your salary as their fee for placing you in the job.”

Q. Have you ever worked with a "Staffing Agency" to find a job?

Yes, and I found the Staffing Agency to be helpful in finding a job	30.2%
Yes, but the Staffing Agency was not helpful in finding a job	13.7%
No, I have not worked with a Staffing Agency service but am interested in trying	33.1%
No, I have not worked with a Staffing Agency service and am not interested in trying	23.0%

77%



DETAILED FINDINGS:

STAFFING AGENCY

A majority expect to pay a moderate commission to the Staffing Agency:

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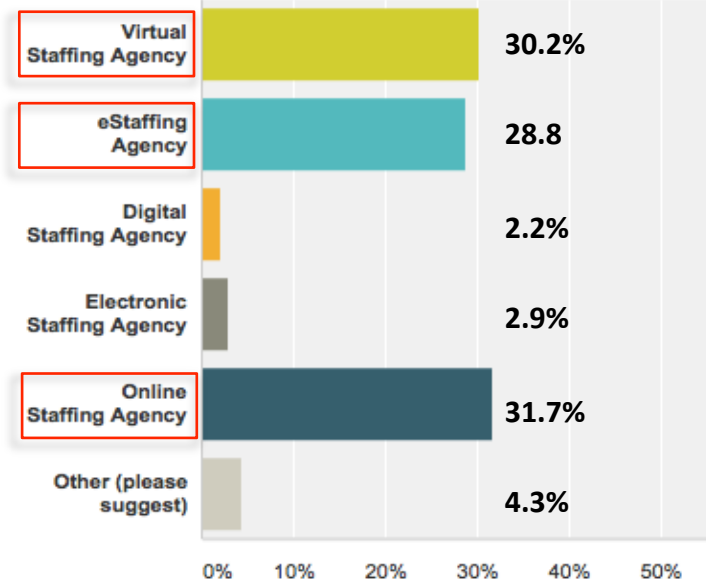
What percentage of your salary would you be willing to give up to be placed with employers by a Staffing Agency?

None	5%	10%	15%	20%
38.69%	37.23%	18.98%	2.92%	2.19%

61%

24%

Thinking about an online Staffing Agency that works with you over the Internet to place you with employers, what name do you think best describes it?





DETAILED
FINDINGS:

FREELANCER SITES/POST A PROJECT

Freelancer sites have not been a reliable resource for work from home jobseekers:

- Over three-quarters (78%) have never used a Freelancer Web site to find a project.
- Only 5% have used a Freelance site successfully.

Please read this description and then answer the question:

“A Freelancer or Freelance Worker is a person who is self-employed and is not necessarily committed to a particular employer long-term. Freelancers tend to work on short-term assignments and projects, or ‘gigs.’ Freelancers usually depend on Web sites of agencies that post job offers for people who want to work while retaining their independence and not be employed permanently.”

Q. Have you ever used a Freelancer Web site where you bid for projects or work?

Yes, I used a Freelance site once and I was able to win a project	0.7%	5%
Yes, I used a Freelancer site more than once I was able to win one or more projects	4.3%	
Yes, I used a Freelancer site but I was not able to win an assignment	17.3%	
No, I have never used a Freelancer Web site	77.7%	



DETAILED
FINDINGS:

FREELANCER SITES/POST A PROJECT

Despite low usage of Freelancer sites, a strong major of work from home jobseekers are receptive to using Post A Project, suggesting this is a more attractive and understandable concept:

- 83% are interested in using Post A Project as either primary or secondary income source.

Q. Would you be receptive to an online "Post A Project" resource where you could see offers for short-term projects posted by employers?

Yes, I would be interested in using Post A Project as a primary resource for my work from home income	36.2%	} 83%
Yes, I would be interested in using Post A Project to earn supplemental income while continuing my regular job	47.1%	
No, I prefer stable, continuous employment and am not interested in using a resource like Post A Project	16.7%	