



WORK FROM HOME JOBSEEKERS: ATTITUDES & EXPECTATIONS

APRIL 2016



OBJECTIVES & METHODOLOGY

The objectives are to understand the attitudes of work-from-home jobseekers regarding the type of work desired and their expectations relative to the recruitment process, including:

- State of employment – whether currently employed, and how, or not employed
- Expectations of how long it may take, and how many applications typically need to be submitted to land a good work-from-home job
- Degrees of attitudinal changes following exposure to job marketplace statistical realities
- Extent to which job seekers have been exposed to online recruitment scams, and their levels of success in using online services to obtain a work-from-home job
- Preferences for short-term or long-term jobs, and part-time or full-time employment
- Recognition of the benefits of joining a professional employment service, and the relative importance of its various member services

This survey was conducted in April 2015 by Home Office Careers among a representative national sample of 720 work-from-home jobseekers



SUMMARY OF FINDINGS

1. Jobseekers are anxious and to a degree, unrealistic in their expectations of success in obtaining a good work-from-home job near-term:

- **High Unemployment:** Over half of these jobseekers are currently unemployed; one-third has been unemployed for over 6 months. This can lead to a sense of urgency and impatience.
- **Not Enough Time:** Over half – 54% – believe it takes 4 months or less to obtain a job; 27% think it can be achieved in no more than 2 months. This may result in premature exasperation, frustration.
- **Not Enough Applications:** Work-from-home job seekers underestimate how many applications it may take to obtain a job: 45% expect no more than 10 applications; 65% expect up to 20 are enough.

2. Work-from-home jobseekers respond positively to accurate information from an authoritative source. After reading a U.S. Bureau of Labor Statistics report, the majority:

- Recognize the need to be **more aggressive** in searching, applying and following up.
- Acknowledge that it may take **more time** than expected to obtain a good job.



SUMMARY OF FINDINGS

3. Previous negative or disappointing experiences may contribute to skepticism in jobseekers' ability to obtain a home-based job through online resources:

- Two-thirds – 67% – of jobseekers have earlier been exposed to **online scams**.
- Previously, less than one-fifth – 17% – of work-from-home jobseekers have ever landed a job through an **online service**.

4. After reading recommendations on “How to avoid long-term unemployment,” and on “How to successfully obtain a good work-from-home job”:

- Three-quarters of work-from-home jobseekers agree there is a need to stay proactive with **continuing search and applications** and **not waiting** until again unemployed.
- Over half of work-from-home jobseekers fully agree in the value in joining an **active employment service** that provides a range of personalized features.



SUMMARY OF FINDINGS

5. In ranking the personalized features of an employment service, jobseekers place the highest importance on:

- Work-from-home job offers that are **updated daily** (76%)
- Specialized job researchers who **manually qualify** each job (72%)
- **Ability to apply to as many** verified work-from-home job offers as wanted (68%)
- **Personalized counseling** services are also important but to a lesser extent (53%-57%)

6. Work-from-home jobseekers are more interested in longer-term and part-time job offers:

- Twice as many prefer **long-term** employment to short-term.
- Slightly more favor **part-time** employment vs. full-time.



DETAILED FINDINGS

SLIDE

7. **Over Half Of Work-From-Home Jobseekers Are Currently Unemployed**
8. **Work-From-Home Jobseekers Are Divided On How Long It May Take To Obtain A Job**
9. **Work-From-Home Jobseekers Underestimate How Many Applications It May Take To Obtain A Job**
10. **Majority Respond To Realities Of Need To Be More Aggressive In Search, Applications, Follow-Up**
11. **Two-Thirds Of Work-From-Home Jobseekers Have Been Exposed To Online Scams**
12. **Less Than 1 In 5 Work-From-Home Jobseekers Have Ever Obtained A Job From An Online Source**
13. **Twice As Many Work-From-Home Jobseekers Prefer Long-Term Employment To Short-Term**
14. **Slightly More Work-From-Home Jobseekers Favor Part-Time Employment Vs. Full-Time**
15. **Three-Quarters Of Work-From-Home Jobseekers Agree On The Need For Proactive, Continuing Search**
16. **Majority Of Work-From-Home Jobseekers Fully Value Joining An Active Employment Service**
17. **Jobseekers Place Highest Importance On The Ability To Apply To Updated & Validated Job Offers**



OVER HALF OF WORK FROM HOME JOBSEEKERS ARE CURRENTLY UNEMPLOYED

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- 34.6%** have been unemployed for more than 6 months
- 26.1%** are employed in traditional jobs while searching for a work from home job
- 17.3%** are already working from home either full-time or part-time

What is the current state of your employment?

Answer Choices		Responses	
– Employed full-time - working from home	17.3%	7.7%	56
– Employed part-time - working from home		9.6%	70
– Employed full-time in a traditional job	26.1%	19.0%	139
– Employed part-time in a traditional job		7.1%	52
– Unemployed for less than 3 months	56.7%	13.3%	97
– Unemployed for 3-6 months		8.8%	64
– Unemployed for over 6 months		34.6%	253
Total			731

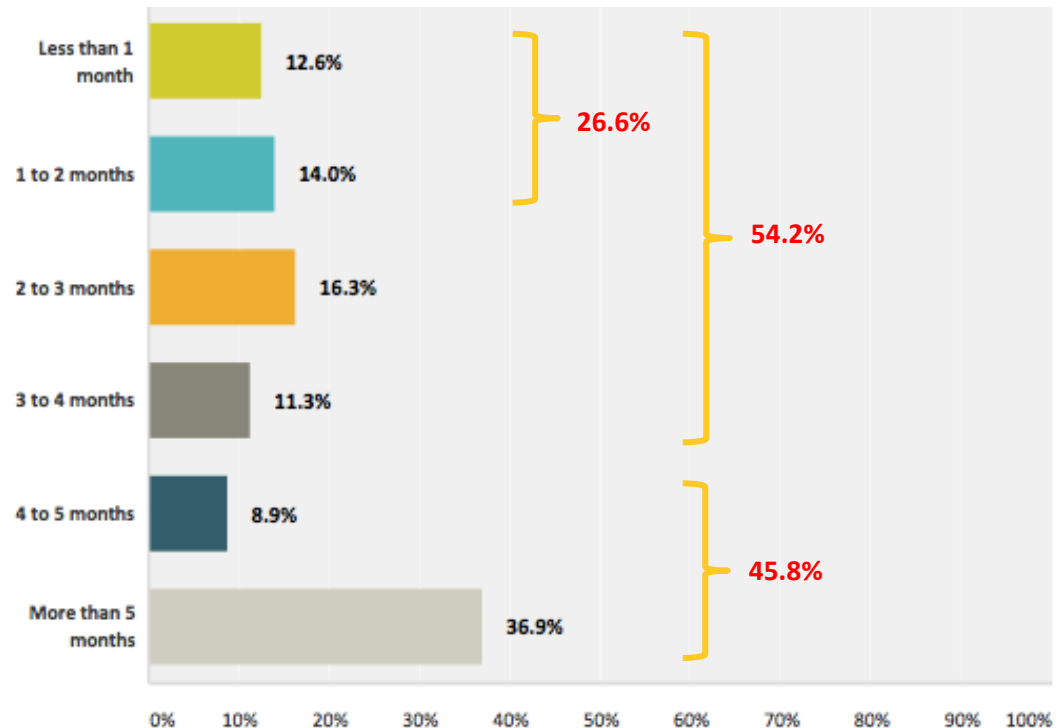


WORK FROM HOME JOBSEEKERS ARE DIVIDED ON HOW LONG IT MAY TAKE TO OBTAIN A JOB

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54.2% believe it takes no more than 4 months; **26.6%** think only 2 months or less
45.8% recognize that it may take more than 4 months; **36.9%** think 5+ months

How long do you believe it takes the average job seeker to land a good work-from-home job?





WORK FROM HOME JOBSEEKERS UNDERESTIMATE HOW MANY APPLICATIONS IT MAY TAKE TO OBTAIN A JOB

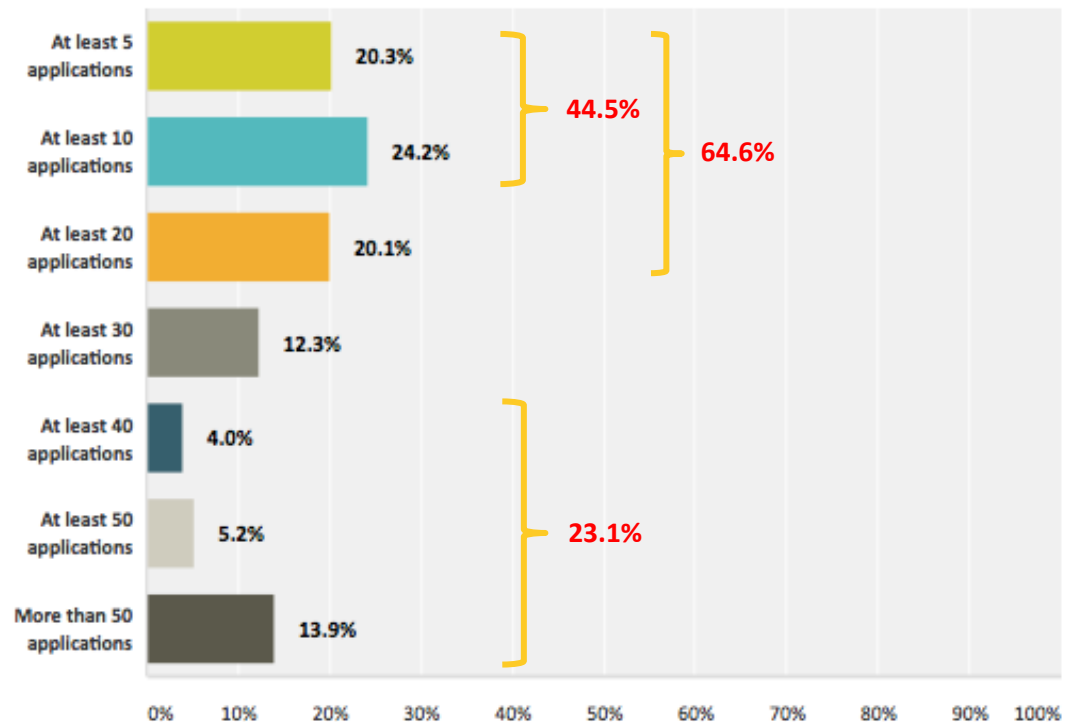
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64.6% think it takes at least 20 applications

44.5% think it takes at least 10 applications

23.1% believe that it takes 40 or more applications; **13.9%** think 50+

How many applications do you think the average job seeker needs to submit before landing a good work-from-home job?





MAJORITY RESPOND TO REALITIES OF NEED TO BE MORE AGGRESSIVE IN SEARCH, APPLICATIONS, FOLLOW-UP 10

After reading U.S. Bureau of Labor Statistics reports . . .

76.9% now fully agree that they need to search more frequently

70.3% now fully agree that they need to submit more applications

62.8% now agree it may take more time than previously thought

Did you know? According to recent U.S. Bureau of Labor Statistics reports, for the average unemployed person to get a work-from-home job, it takes at least 3 to 4 months of searching, and the submission of 20 or more applications? Now, based on what you have just read, how much do you agree or disagree with each of these statements about what you should do to successfully land a good work-from-home job?

	Fully Agree	Agree Somewhat	Neutral	Disagree Somewhat	Fully Disagree
You should plan to search for jobs more frequently; every day if possible	76.9%	16.3%	4.9%	1.0%	0.9%
You may need to submit more applications than you previously expected, at least 20	70.3%	18.4%	7.0%	3.0%	1.3%
It may take more time than you previously expected, at least 3 to 4 months	62.8%	23.3%	9.0%	3.6%	1.3%
You should follow up applications after submission, by contacting the employers	58.0%	25.4%	12.2%	2.7%	1.8%
You should consider long-term Premium membership to continuously apply to offers	26.5%	25.6%	28.9%	8.6%	10.5%



TWO-THIRDS OF WORK FROM HOME JOBSEEKERS HAVE BEEN EXPOSED TO ONLINE SCAMS

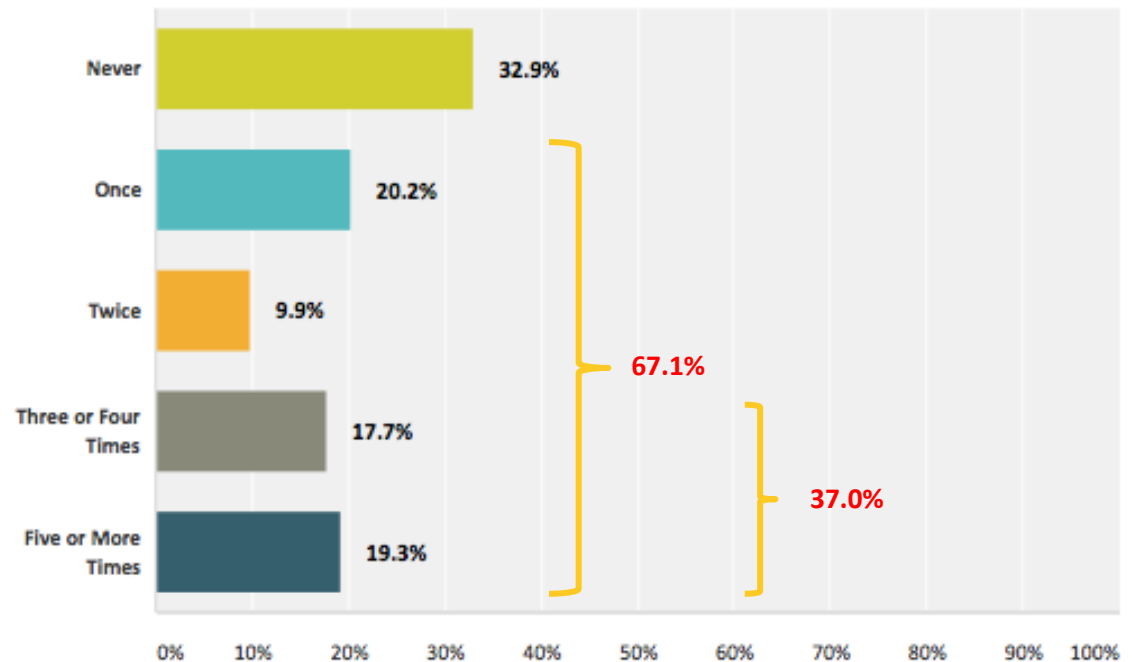
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67.1% have been exposed to a scam or dishonest business opportunity 1 or more times

37.0% have been exposed 3 or more times

19.3% have been exposed 5 or more times

Have you ever been exposed to a scam or dishonest online work-from-home income / business opportunity?



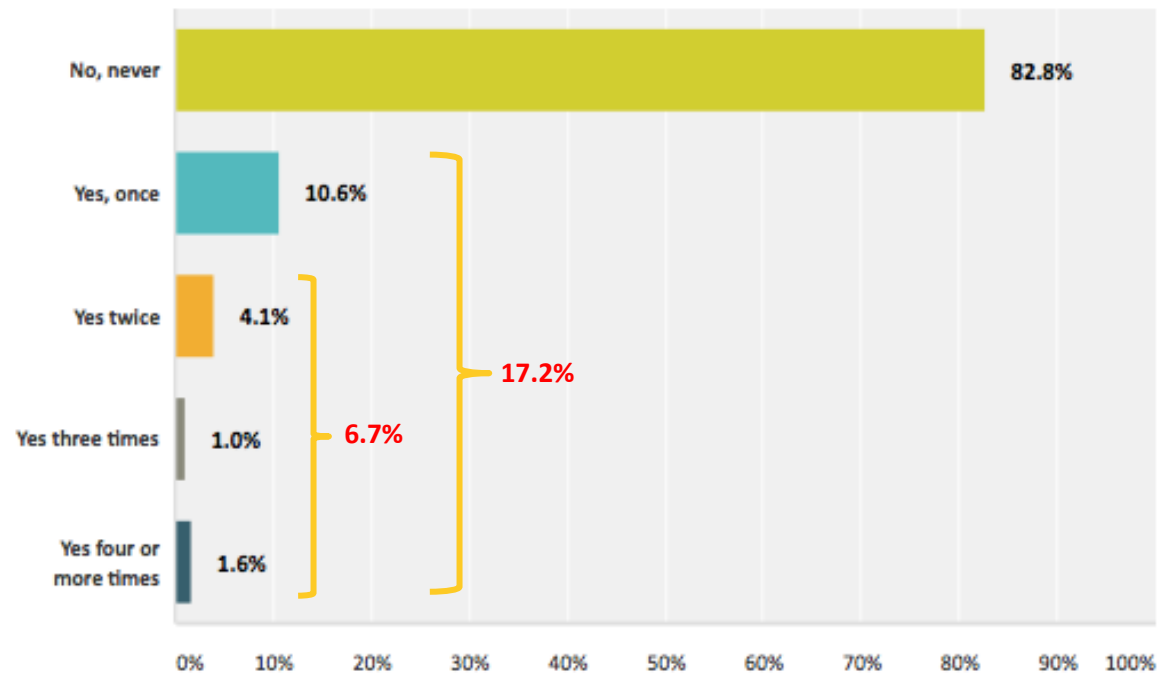


LESS THAN 1 IN 5 WORK-FROM-HOME JOBSEEKERS HAVE EVER OBTAINED A JOB FROM AN ONLINE SOURCE

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17.2% have succeeded at least once
6.7% have succeeded more than once

Have you ever landed a work-from-home job through an online service?





TWICE AS MANY WORK-FROM-HOME JOBSEEKERS PREFER LONG-TERM EMPLOYMENT TO SHORT-TERM

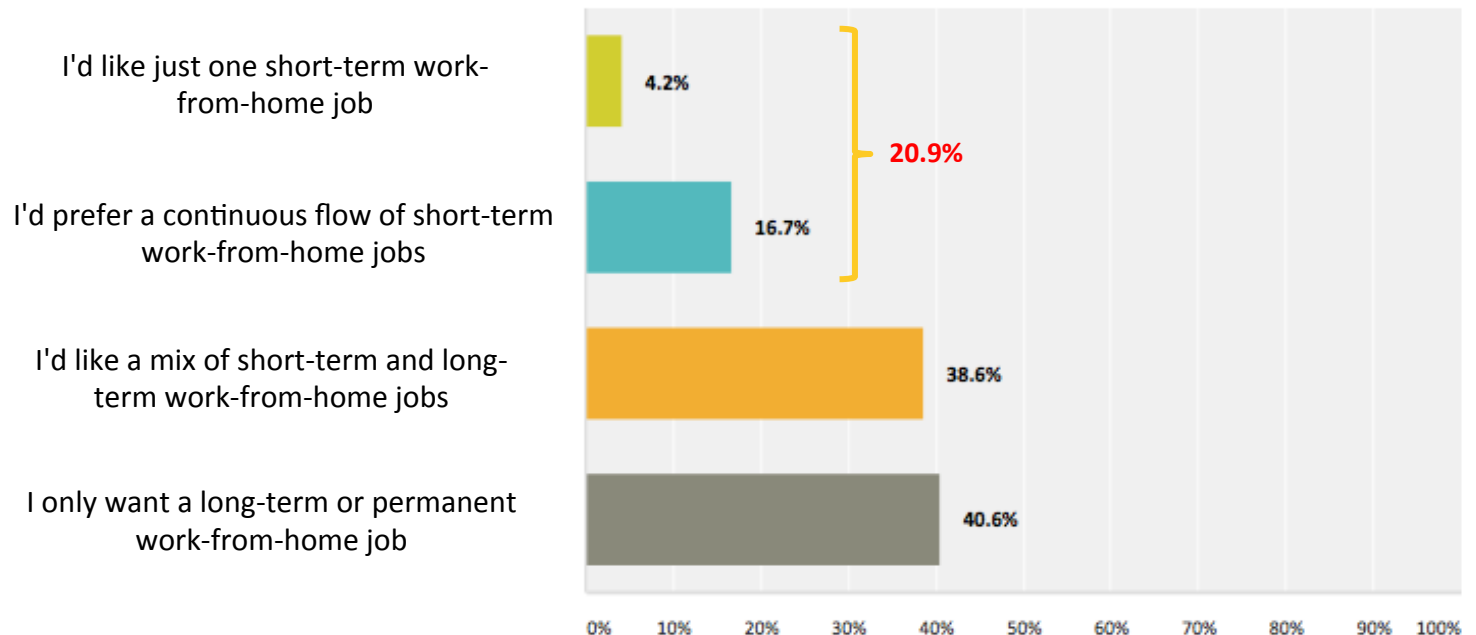
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40.6% prefer only a long-term or permanent work-from-home job

20.9% would like short-term jobs only – most are open to more than one; a flow of jobs

38.6% have no preference – are open to short-term and long-term at-home jobs

Are you more interested in short-term or long-term work-from-home jobs?



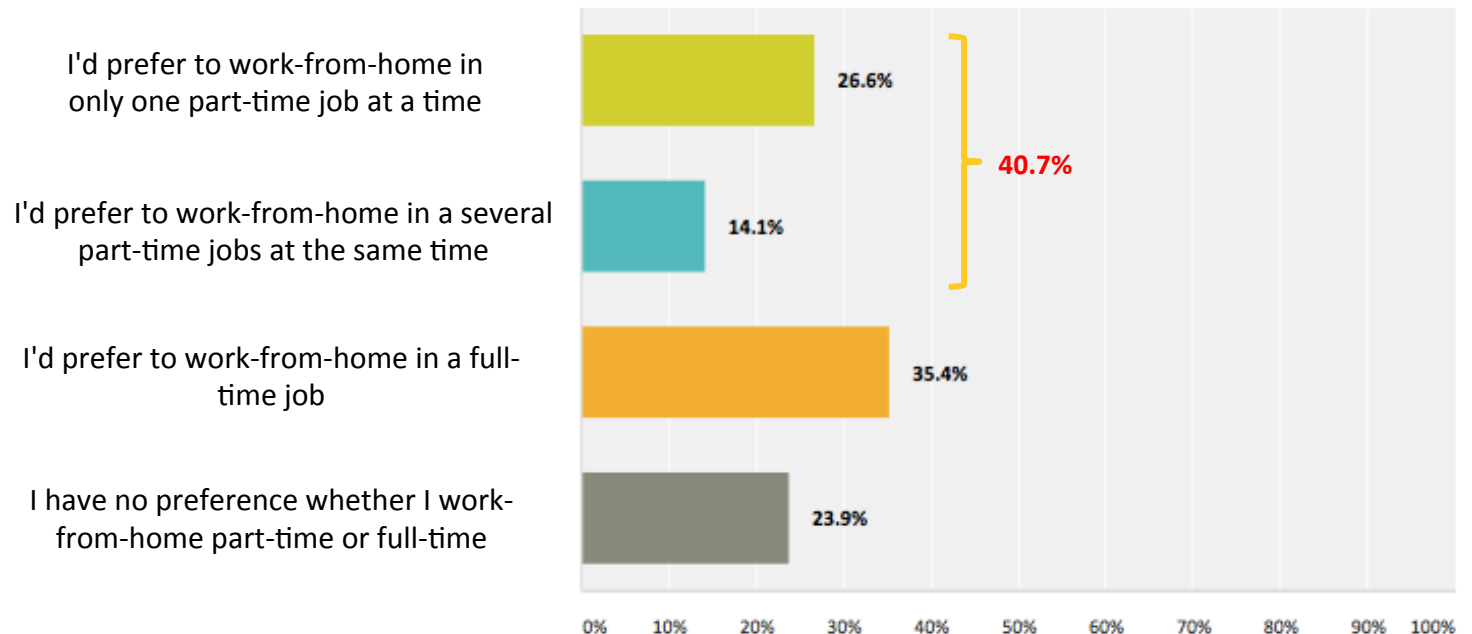


SLIGHTLY MORE WORK-FROM-HOME JOBSEEKERS FAVOR PART-TIME EMPLOYMENT VS. FULL-TIME

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- 40.7%** prefer only part-time work-from-home jobs – one, or several at a time
- 35.4%** prefer a full-time job exclusively
- 23.9%** have no preference – are open to both part-time and full-time at-home jobs

Are you more interested in part-time or full-time work-from-home jobs?





THREE-QUARTERS OF WORK-FROM-HOME JOBSEEKERS AGREE ON THE NEED FOR PROACTIVE, CONTINUING SEARCH 15

After reading a recommendation on how to avoid long-term unemployment . . .

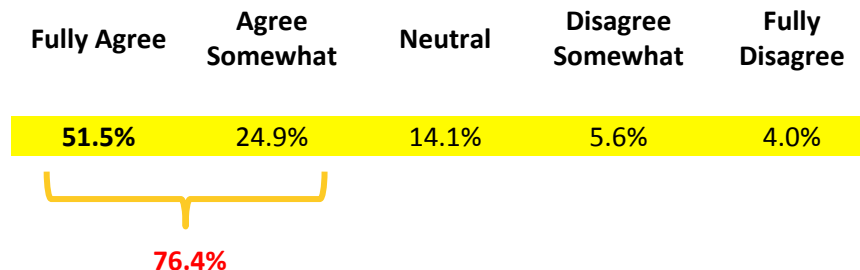
51.5% fully agree there is a need to remain active and be continually searching
and applying for work-from-home jobs

76.4% fully or somewhat agree (*top 2 box*)

How much do you agree or disagree with this statement:

To Avoid Long-Term Unemployment:

- Always stay active in the job search process and do not wait until you are unemployed.
- Always be searching and applying to jobs even after starting a new job so you can have continuing job offers in case the new job ends.





MAJORITY OF WORK-FROM-HOME JOBSEEKERS FULLY VALUE JOINING AN ACTIVE EMPLOYMENT SERVICE

After reading a recommendation on how to successfully obtain a good work-from-home job. . .

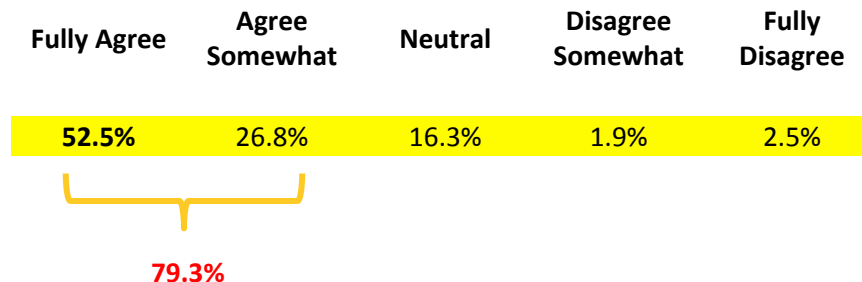
52.5% fully agree in the value of a service to access to job offers, enable applications, encourage follow-up and with dedicated professional counselors and account managers.

79.3% fully or somewhat agree (*top 2 box*)

How much do you agree or disagree with this statement:

How To Successfully Land A Good Work-From-Home Job:

- Join a service that gives you access to a large posting of current job offers . . .
- Encourages you to submit frequent applications to as many jobs as possible . . .
- Reminds you to follow-up your applications with employers, and . . .
- Provides you with professional Career Counselors and Account Managers.





JOBSEEKERS PLACE HIGHEST IMPORTANCE ON THE ABILITY TO APPLY TO UPDATED & VALIDATED JOB OFFERS 17

76.4% give highest importance to “work-from-home job offers are updated daily . . . “

72.1% highly rate “specialized job researchers manually qualify each job . . .”

68.0% place importance on “apply to as many verified work-from-home job offers . . . “

If a work-from-home recruitment service requests a **small monthly payment** for Premium membership, **how important** are these Premium member benefits in helping to justify the small monthly payment?

	Very Important	Somewhat Important	Not Very Important	Not At All Important
You are able to apply to as many verified work-from-home job offers as you would like	68.0%	21.1%	6.2%	4.7%
A dedicated Account Manager will conference with you one-on-one to discuss your career goals and expectations	53.1%	27.1%	14.4%	5.4%
A Career Assistance team will provide you with career guidance and personalized job recommendations, and help you improve your resume	57.3%	28.6%	9.8%	4.4%
Specialized job researchers manually qualify each job to make sure it’s legitimate and relevant, so that thousands of new verified positions are posted each month	72.1%	20.9%	4.6%	2.4%
Work-from-home job offers are updated daily , and cover almost all career interests and experience levels, for both full-time and part-time jobs	76.4%	18.5%	3.0%	2.1%