

Americans Turn to Career Sites During Economic Downturn

--CareerBuilder Leads Category, Followed by Yahoo! HotJobs and Monster

RESTON, Va., July 28, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a June 2009 overview of the career services & development category based on data from comScore Media Metrix and comScore Marketer. The study revealed that more than 65 million Americans visited the category in June, representing a 10-percent increase versus year ago, ranking it as one of the top-growing site categories. Seven of the top ten sites in the category achieved double-digit gains during that period.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

CareerBuilder LLC led the category with 21.7 million unique visitors, followed by Yahoo! HotJobs with 17.9 million visitors (up 23 percent vs. year ago) and Monster.com with 14.5 million visitors (up 6 percent). The next three sites in the ranking have each achieved substantial growth in the past year, with Indeed growing 59 percent to 8 million visitors, Job.com Sites up 46 percent to 7.4 million visitors, and SnagAJob up 48 percent to 4.7 million visitors.

Top Career Resource Sites
 June 2009 vs. June 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Jun-2008	Jun-2009	% Change
Total Internet : Total Audience	189,873	193,896	2
Career Services and Development	59,031	65,221	10
CareerBuilder LLC	22,033	21,704	-1
Yahoo! HotJobs	14,535	17,861	23
Monster	13,605	14,472	6
Indeed	5,046	8,046	59
Job.com Sites	5,049	7,378	46
SnagAJob	3,160	4,662	48
Simply Hired, Inc.	2,882	3,876	35
JOBSONLINE.NET	2,294	2,996	31
OPM	973	2,765	184
BRASSRING.COM	2,249	2,005	-11

"Job and career-related resources continue to be one of the fastest-growing categories online, which is not surprising given the current state of the economy and the number of people seeking job opportunities and career advice," said Jeff Hackett,

comScore senior vice president. "The top three sites in the category - CareerBuilder, HotJobs and Monster - have maintained their leadership positions for several years now, but there are also a few upstarts in the industry making some noise. Certainly with millions of Americans reevaluating their careers right now there is opportunity for continued growth and innovation in this segment of the online marketplace."

Customer Service is Most Searched Occupation on Career Resources Sites

comScore also conducted an analysis of the most searched occupations within the career services & development category to understand which jobs are in high demand and/or supply. "Customer service" ranked as the most searched occupation with 273,000 people searching on that term in the category in June, followed by "warehouse" (257,000 searchers) and "sales" (217,000 searchers).

Top 10 Occupations Searched* on Career Service & Development Sites

June 2009

Total U.S. - Home/Work/University Locations

Source: comScore Marketer

Occupation / Search Term	Searchers
Customer Service	273,310
Warehouse	257,484
Sales	216,784
Receptionist	178,787
Medical Assistant	161,232
Clerical	149,728
Construction	144,554
Driver	132,947
Retail	127,751
Security	107,219

*Based on exact matches of search terms

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