



# May 2010 User Survey Results

## About the May 2010 User Survey

LGBTCareerLink initiated an online survey to capture feedback about www.LGBTCareerLink.com and CareerTalk e-newsletter. Participants answered demographic and user-experience questions. The response rate was exceptionally high.

## Results Overview

- The site and e-newsletter were rated favorably by employed respondents.
- Unemployed and underemployed respondents requested more jobs in more sectors, occupational levels and geographic locations; they also want to hear back from employers when they apply for positions online.
- 79% of all respondents rated the following site areas as “good” or higher: Communicating, Value, Ease, Jobs, Career Resources, People.

## By the Numbers

**65%** of survey participants reported they **would return** to LGBTCareerLink in their job search

More than **50%** of survey respondents are **currently employed** LGBTCareerLink users

**98%** of survey participants identified as **white collar** employees/job seekers

**40%** of survey participants identified as **mid level management** employees/job seekers

**18%** of survey participants identified as **executives**

**44%** of survey respondents are either **unemployed or working below their usual skill and salary levels**

## What Users are Saying

“Thank you so much for providing this service. This is sorely needed by the LGBT community. Employment that is skill based is all we ask.”

“I’m a sponsor and this is a good way to get PR for our recruiting efforts. Our recruiting is picking up after over a year of freezes. LGBTCareerLink helps us with LGBT/diversity hiring.”

“Keep up the great information. I have found everything I have discovered on the site very helpful.”

“My company will likely advertise on this site in the future.”

“I have appreciated the fine work Out & Equal does to achieve workplace equality!”

## LGBT CareerLink: *Linking diversity-friendly employers with top LGBT talent*

LGBT CareerLink is a program of Out & Equal Workplace Advocates, the nation’s pre-eminent not-for-profit organization dedicated to achieving lesbian, gay, bisexual and transgender workplace equality. LGBTCareerLink is an OFCP-compliant LGBT workforce recruiting tool. Contact: Julie Beach, jbeach@outandequal.org, 415-694-6538.