

Fall 2009
SACRAMENTO
Local Market Report

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2009 SACRAMENTO LOCAL MARKET REPORT

Monster, a global leader in online careers, presents an in-depth analysis of job seeker and recruiter activity within the Sacramento local market.

This report leverages Monster's extensive database and external resources to detail a comprehensive picture of the Sacramento recruitment space, including job posting and resume activity, and job seeker profiles and employment inclinations.

Monster presents a deep look at the Sacramento market to help HR professionals and hiring managers optimize and gain a competitive edge in the constantly changing world of talent acquisition.



About Monster Intelligence

As the digital recruitment leader, Monster has consistently maintained a leadership position in defining and driving innovative products and services to champion digital recruitment. We see tremendous value in providing our clients, the online recruitment industry, and the public at large with analysis on both job seeker and employer behaviors, as well as general employment market trends. In direct response to our customers' needs for strategic human capital intelligence, Monster created an initiative, entitled Monster Intelligence, that is focused on providing business leaders and HR Executives real-time insight into market trends that will guide them in future recruitment planning.

As the market leader, Monster is uniquely positioned to provide strategic information on employment trends to Corporate Executives and Hiring Managers. These tools provide our customers with views into the labor market and comprehensive information to further their employment strategy.

More details are available at the Monster Resource Center at: <http://hiring.monster.com/hr/hr-best-practices.aspx>. We welcome your insight and comments on the monster intelligence reports and encourage you to let us know your thoughts by providing feedback at Intelligence@monster.com.

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2009 SACRAMENTO INSIGHTS AND ANALYSIS

The Sacramento Local Market Report delivers insights and analysis of key job seeker and recruiter activity trends in the Sacramento labor market. By learning the most recent trends in Sacramento's highly competitive region, companies will be well positioned to successfully land the most talented professionals in 2009 and beyond.

KEY INSIGHTS

- > The Sacramento job market is closely following California's decline, though the area is slightly protected as over a quarter of its jobs are in the relatively stable government sector.
- > Sacramento lost over 42,000 jobs over the past year, the largest in construction (13,700 jobs and over 23% of its total employee base) and trade, transportation, and utilities (10,000 jobs).
- > Sacramento's unemployment rate was 12.0% in August 2009.
- > Sacramento's Monster Employment Index, which indicates online recruitment activity in the metro region, declined 2% during September and 27% from a year ago.
- > Reflecting the deteriorated employment condition, Sacramento job postings on all major online job boards declined 33% in 2008 followed by 34% in the first half of 2009.
- > Sacramento seekers generate 561,000 job views (when a specific job description is clicked on) each month; the most viewed categories include sales/retail/business development (17%).
- > Office and Administrative Support (16%) and Management (15%) jobs represent the largest portion of job opportunities in the Sacramento market.
- > Sacramento job seekers are looking primarily for Office and Administrative Support roles (29%), a much higher percentage compared to other regions.
- > Sacramento's typical job candidate is an experienced (non-manager) individual with an associate's degree and/or some college course work looking for permanent, full-time work. Sacramento has a relatively young work force, reflecting a positive pipeline of future managers.
- > Monster's Sacramento employer survey revealed recruiters' 2009 hiring intentions: 51% believe recruiting needs will stay the same in 2009, 32% believe they will increase and the remaining 17% believe they will decrease.
- > Despite the fact that more candidates will be looking for jobs in 2009, one of recruiters' biggest concerns is the ability to find qualified applicants.
- > Sacramento job seekers say their critical concerns are getting an employer to call back and finding a job that matches what they desire. Their most important benefits are enjoyment of work and a competitive salary.

THE STATE OF THE SACRAMENTO JOB MARKET

As the capital of the U.S.'s largest state, Sacramento's substantial government employment (28% of total employment) has partially sheltered the area from the current recession, however, the area has not been immune to the whirlwind of layoffs, declining housing market, tight credit market, and restricted consumer spending that have plagued the nation. Further, the looming \$26 billion state deficit leaves both state and local government vulnerable to future budget and staffing cuts.

Second to government, Sacramento has a strong transportation sector driven by the Port of Sacramento's deep-water port and the state's major railroads junction in the city. Sacramento also has a strong history of agriculture and is home to a numerous technology companies, including Intel and Hewlett-Packard.¹

In August 2009, Sacramento had 933,800 employed, 127,000 unemployed, and a 12.0% unemployment rate².

Sacramento's key employment industries are the following:

Sacramento Workers Employed by Industry

Industry	Percent of Sacramento Employment
Government	28%
Trade, transportation, and utilities	16%
Educational and health services	12%
Professional and business services	12%
Leisure and hospitality	10%
Finance	6%
Construction	5%
Manufacturing	4%
All other industries	7%

Source: Bureau of Labor Statistics, August 2009 data

From August 2008 to August 2009, Sacramento lost 42,400 jobs. Government employment held steady while education and health services actually gained 3,600 jobs during this time frame. Construction had the largest loss of jobs, shedding 13,700 jobs and over 23% of its total employee base. Trade, transportation, and utilities lost over 10,000 jobs.

Moody's Economy.com September 2009 forecast is for much of the same for the next twelve months, with an employment decline in every sector and expected 2.7% total job loss.

The Sacramento Business Review expects Sacramento's unemployment rate to peak over 13% in early 2010, as despite initial signs of stabilization, government and local businesses will ensure their finances are steady before they embark on expanding their workforces.³

¹ City-data.com

² Bureau of Labor Statistics, www.bls.gov

³ July 2009 Sacramento Business Review sponsored by CFA Institute and Sacramento State College of Business Administration.

Several recent studies reflect Sacramento's tepid hiring environment, showing businesses making layoffs and taking their time to find qualified candidates:

- > The September Manpower Employment Outlook shows more reserved hiring for the fourth quarter, compared to the third quarter. 11% of Sacramento's interviewed companies plan to increase their payrolls in the fourth quarter and 14% forecast cutbacks, compared with 16% hiring and 13% laying off in the third quarter. 68% expect to maintain their current staff levels and 7% are not certain of their hiring plans for the fourth quarter. Job opportunities appear best in wholesale and retail trade and information.
- > Findings in Robert Half International's September 2009 Financial Hiring Index reflect similar negative trends for the fourth quarter, as 6% of Chief Financial Officers polled plan to add staff and 13% predict staff cuts.

Reflecting the turmoil in the local economy, Sacramento's housing market has been one of the hardest hit in California and still has not hit its bottom. A majority of homes for sale are foreclosures, there are limited new homes for sale (evidence that development has come to a standstill), and the average home value is estimated to drop 15.7% in 2009. The average estimated home value was \$199,832 in October 2009, over half of what it was back at its peak in 2006, with a 18.2% depreciation rate over the past twelve months. Despite declining value, the \$8,000 stimulus plan incentive for first-time home buyers and low foreclosure prices should continue to drive sales up for the rest of 2009.⁴

One of the hoped-for cures for the California and Sacramento economy is the arrival and spending of over \$26.3 billion from the American Recovery and Reinvestment Act, which is expected to generate or save nearly 400,000 jobs state-wide over the next two years. To date, approximately \$27.3 billion of these funds have been made available and \$15.2 billion paid out. Sacramento's economy will benefit across a range of sectors, in particular infrastructure, job-development, and energy-efficiency. Most recently, Sacramento received \$11 million for a new baggage system for the Sacramento International Airport.⁵

Long-term Sacramento employment prospects are positive as the area has experienced continued population growth and current low home prices could spur continued transplants. However in the short-term, Sacramento's employment picture is diminished as companies tread cautiously and anxiously await a turn around driven by the national stimulus package, a stable real estate market, and renewed confidence.

⁴ AOL Real Estate; *Housingpredictor.com*; July 2009 Sacramento Business Review sponsored by CFA Institute and Sacramento State College of Business Administration.

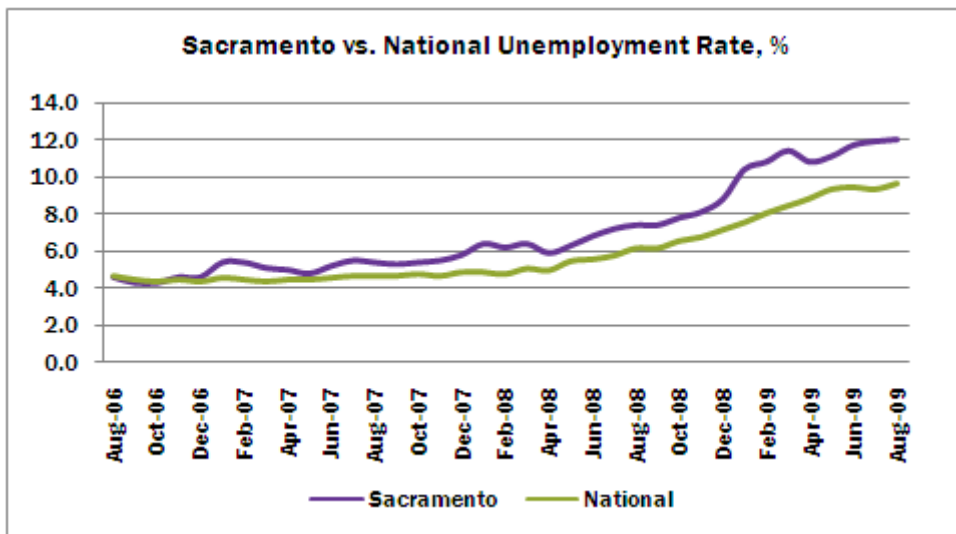
⁵ *Recovery.gov*; Turner, Melanie. "Sacramento...new baggage system." *Sacramento Business Journal*. 8/7/09.

SACRAMENTO EMPLOYMENT FACTS

UNEMPLOYMENT RATE

Reflecting rapid declines in the Sacramento metro economy, the local jobless rate increased from 7.4% in August 2008 to 12.0% in August 2009. Comparatively, California's rate was 12.2% and the nationwide unemployment rate was 9.7% in August (and 9.8% in September).

The unemployment rate is a lagging measure that indicates both joblessness and strength of the economy. National and state figures are seasonally adjusted.

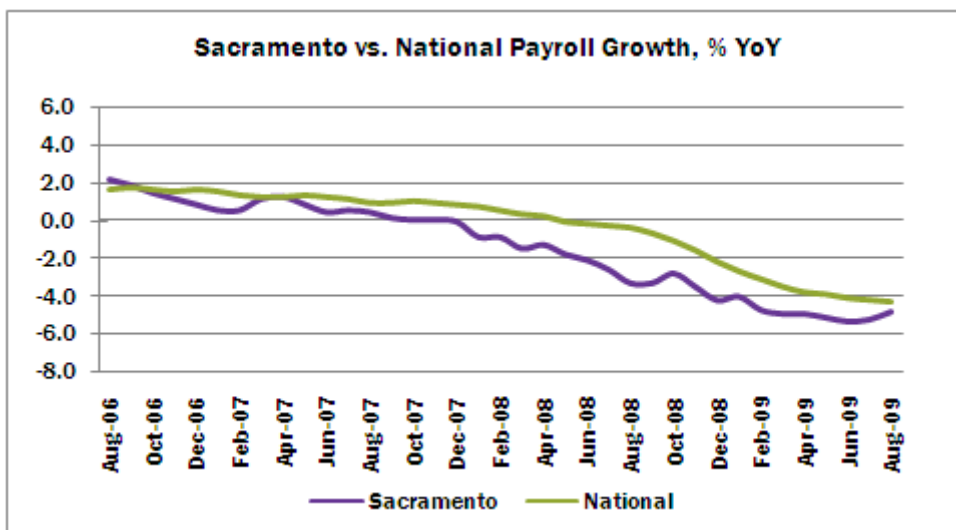


Source: Bureau of Labor Statistics

PAYROLL CHANGE

Job creation in the Sacramento metro area continued to slow in the third quarter of 2009, but job cuts eased somewhat, resulting in a net payroll decline of 4.8% over the 12 months ending with August 2009. Comparatively, national payroll employment decreased by 4.3% in August.

Payroll change is a key measure of new job creation (or loss), as it measures the total number of people employed in an area every month.



Source: Bureau of Labor Statistics

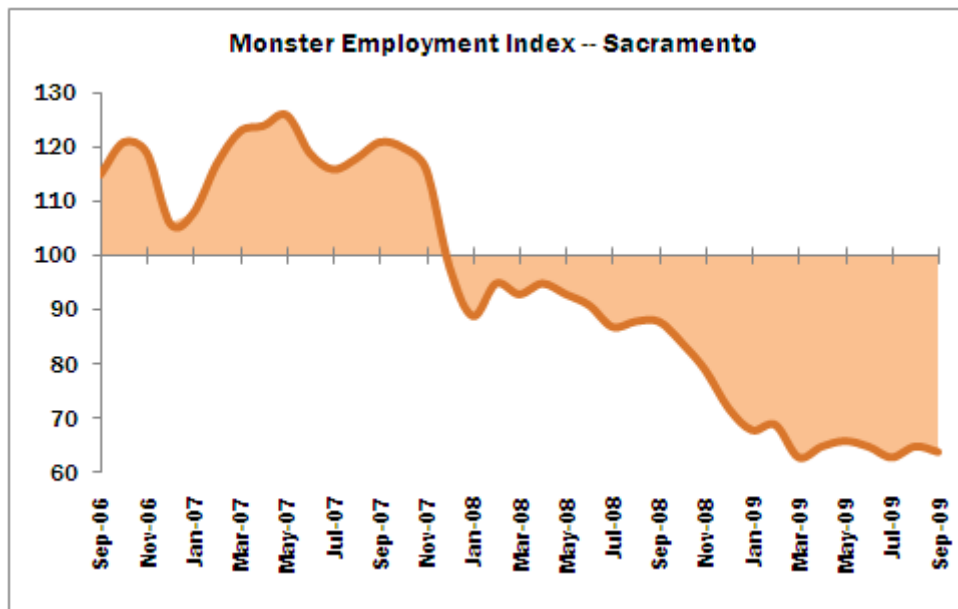
SACRAMENTO ONLINE RECRUITMENT

MONSTER EMPLOYMENT INDEX

The Monster Employment Index presents a monthly snapshot of employer online recruitment activity nationwide for 28 of the largest metro areas, and is generally regarded as a key indicator of demand in the labor market. The Index is based on a real-time review of millions of employer job opportunities culled from a large, representative selection of corporate career sites and job boards, including Monster. Using a baseline value of 100, the Index can be used to compare hiring trends across local markets and occupational groups. As such, a higher Index figure means stronger growth in online job availability.

Online recruitment activity in the Sacramento metro area dropped slightly in September 2009, reflecting ongoing stagnation in the local job market. The Monster Employment Index declined 1 point or 2% during September. Online job availability continues to trend lower from a long-term view, with opportunities down 24 points or 27% from a year ago.

While Sacramento's recruitment trend is weaker than the average among the 28 major U.S. metros in the short-term (an average 0% month-over-month), its long-term trend is better than the major metro average (negative 36% year-over-year).



Sacramento's September online recruitment activity was buoyed by an upward swing in the arts, design, entertainment, sports and media; food preparation and serving related; and installation, maintenance and repair occupational categories.

Additional occupational categories to report gains in September were building, grounds cleaning and maintenance; sales and related; and legal.

Declines were steepest on the month for military specific; community and social services; and life, physical and social science occupations.

See the next page for category changes over the last three month and one year periods.

TOP INDEX OCCUPATIONS

The following table shows the fastest growing occupational categories in the most recent three months:

Sacramento	2009	
	Sep	Jun
Arts, Design, Entertainment, Sports, and Media	101	80
Education, Training, and Library	103	92
Legal	108	105
Sales and Related	64	61
Office and Administrative Support	60	58

In contrast, the following five categories saw the largest decreases in the most recent three months:

Sacramento	2009	
	Sep	Jun
Protective Service	94	118
Food Preparation and Serving Related	74	97
Building, Grounds Cleaning and Maintenance	61	84
Community and Social Services	99	118
Military Specific	90	101

Only one category had positive growth year-over-year.

Sacramento	Sep	
	2009	2008
Arts, Design, Entertainment, Sports, and Media	101	88

The top five declining categories year-over-year were:

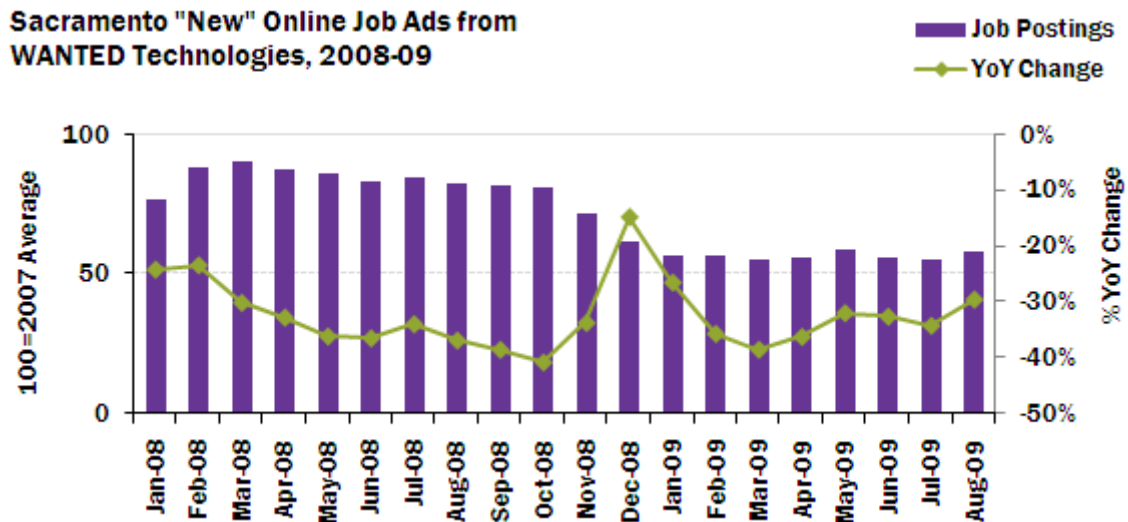
Sacramento	Sep	
	2009	2008
Healthcare Support	32	160
Protective Service	94	146
Computer and Mathematical	36	83
Community and Social Services	99	143
Production	53	96

For more information about the Index, visit <http://about-monster.com/employment-index>.

SACRAMENTO PERFORMANCE REPORT

The following data analyzes job postings and resumes from the Sacramento area. It provides a picture of current recruiting conditions as well as historic trends.

Sacramento's employment pain is clearly reflected in diminished job postings across all major online job boards. Sacramento job postings reported a 33% decline in 2008 followed by drops of 34% in the first six months of 2009, 34% in July, and 30% in August.

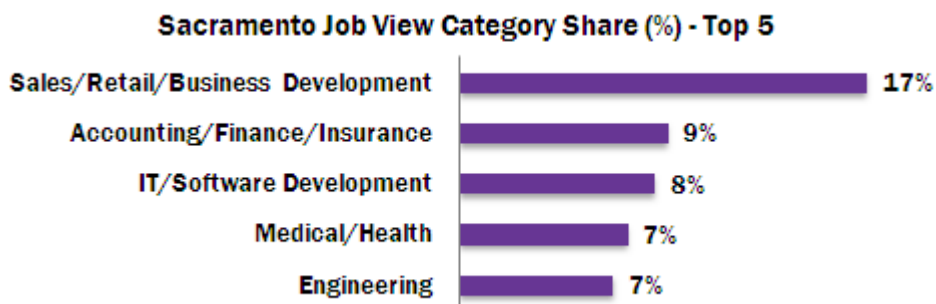


Source: Wanted Technologies, All major online job boards

The Sacramento market has added more than 11,500 new resumes across all Monster properties and affiliations over the last 12-months. Though many Sacramento job seekers choose to keep their resume private on Monster, preferring to search and apply to jobs at their own discretion, many choose to make their resume public and searchable. With over 247,000 active Sacramento accounts on Monster, more than 84,500 are ready to be found right now in Monster's Resume Search Database.⁶

A job view is defined as when job seekers click on a specific job on Monster. On average each month, opportunities listed on Monster's Sacramento job board are searched more than 641,200 times generating over 561,000 job views.

The chart below displays the most viewed job categories on Monster in the Sacramento market.

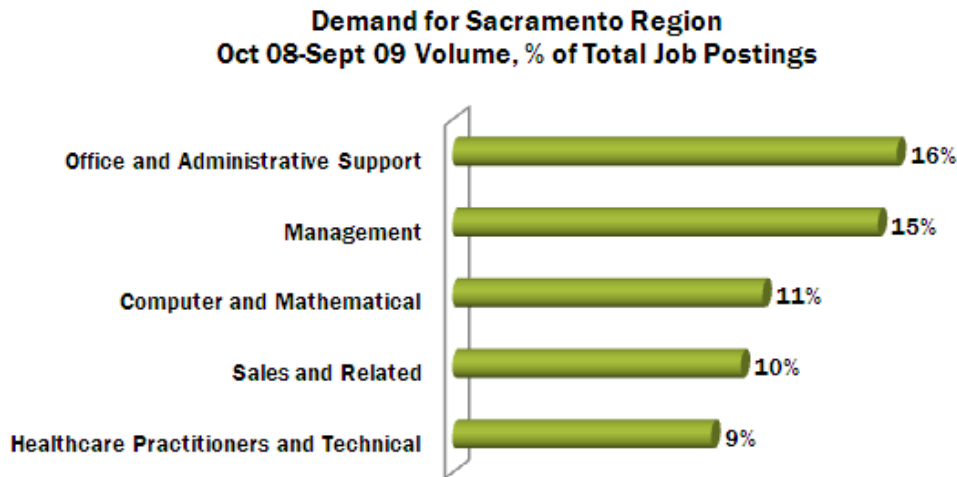


⁶ Active Resumes are defined as ones with user-activity in the last 18-months

SACRAMENTO JOB POSTING ANALYSIS

Employers in Sacramento are looking for a wide variety of worker skills, but Monster data indicates that Office and Administrative and Management professionals are in particularly high demand.

The chart below summarizes the top 5 occupation sectors in demand in the Sacramento metro area over the past twelve months.



The table below reveals the 10 job posting occupations in Sacramento with the highest volume of activity during October 2008 through September 2009.

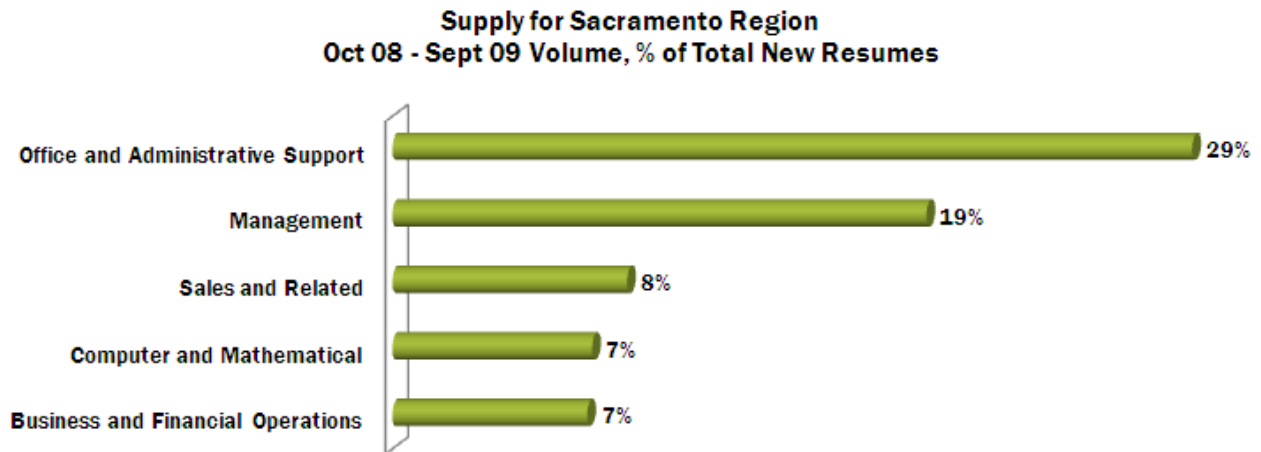
Top 10 Sacramento Posting Occupations – Highest Volume, Oct 08-Sept 09

Rank	Job Posting Occupation	Percent of Oct08-Sept09 Job Postings
1	Computer Specialists	11%
2	Health Diagnosing and Treating Practitioners	6%
3	Information and Record Clerks	5%
4	Operations Specialities Managers	5%
5	Financial Specialists	5%
6	General Management	5%
7	Financial Clerks	4%
8	Business Operations Specialists	4%
9	Engineers	4%
10	General Sales and Related Workers	3%

SACRAMENTO TALENT AVAILABILITY ANALYSIS

Job seekers in Sacramento are searching for an array of professions, but Monster data shows that Office and Administrative Support and Management are two segments in most demand.

The chart below summarizes the top 5 occupation sectors in job seeker supply in the Sacramento metro area over the past twelve months.



The table below shows the 10 job seeker occupations in Sacramento with the highest volume of new resumes during October 2008 through September 2009.

Top 10 Sacramento Seeker Occupations – Highest Volume, Oct 08–Sept 09

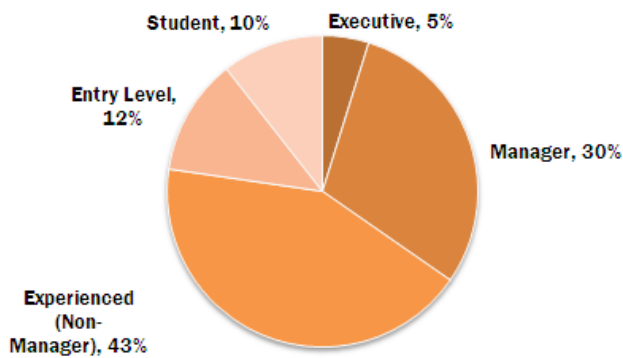
Rank	Job Seeker Occupation	Percent of Oct08-Sept09 Resumes
1	Information and Record Clerks	11%
2	Computer Specialists	7%
3	Secretaries and Administrative Assistants	6%
4	General Management	5%
5	Operations Specialities Managers	5%
6	Top Executives	4%
7	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	4%
8	General Office and Administrative Support	4%
9	Business Operations Specialists	4%
10	Financial Specialists	3%

SACRAMENTO CANDIDATE PROFILE

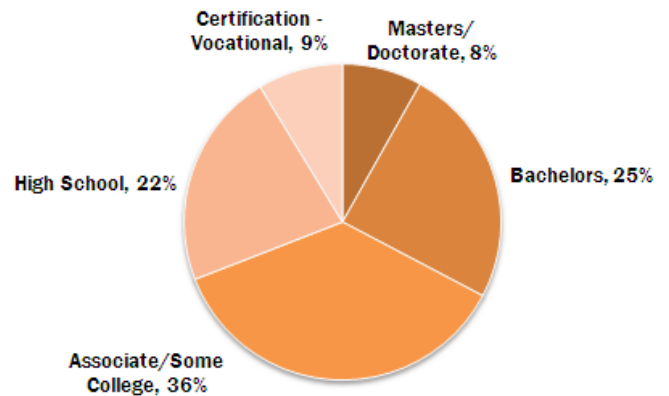
The charts below give a detailed profile of the Sacramento working population, including experience, education level, and job preferences.

- > Less than half (43%) of Sacramento candidates are Experienced (non-manager) level candidates.
- > Majorities (69%) have at least an Associate's degree and/or Some College experience. 33% have at least a Bachelor's degree.
- > Sacramento's candidates have diverse experience, which is good for the workforce as it ensures a steady supply of maturing workers. A majority of Sacramento candidates (51%) have less than 7 years of work experience, a relatively younger candidate pool compared to other areas.
- > Most seekers are looking for full-time, permanent roles: 69% prefer full-time work, 3% part-time, and 28% either; 76% prefer a permanent job, 1% temporary or seasonal work, and 23% either.
- > The average annual wage for a Sacramento worker is \$46,980, higher than the \$42,270 average salary for a U.S. worker.⁷

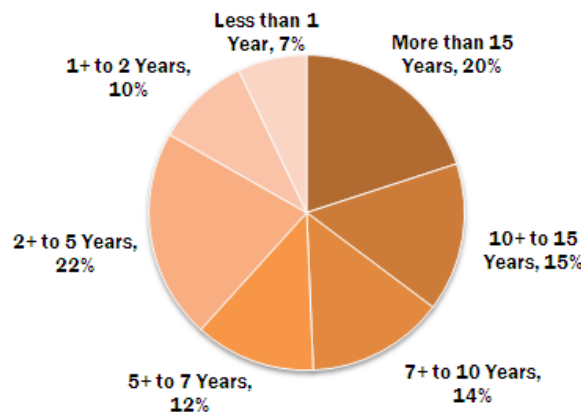
Sacramento - Candidate Career Level



Sacramento - Candidate Education Level



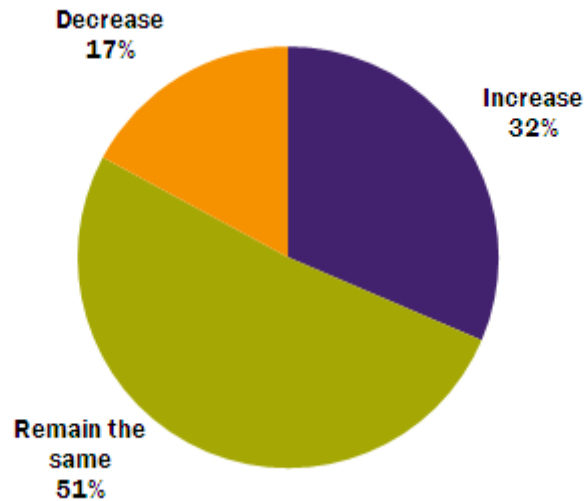
Sacramento - Candidate Experience Level



⁷ Bureau of Labor Statistics, May 2008

WHAT DO RECRUITERS THINK?

Monster continuously surveys recruiters and hiring managers to uncover the viewpoint of those on the recruiting front lines. We asked a variety of Sacramento recruiters how their 2009 hiring needs might change. Their responses show that 51% anticipate hiring to remain steady for the rest of 2009.

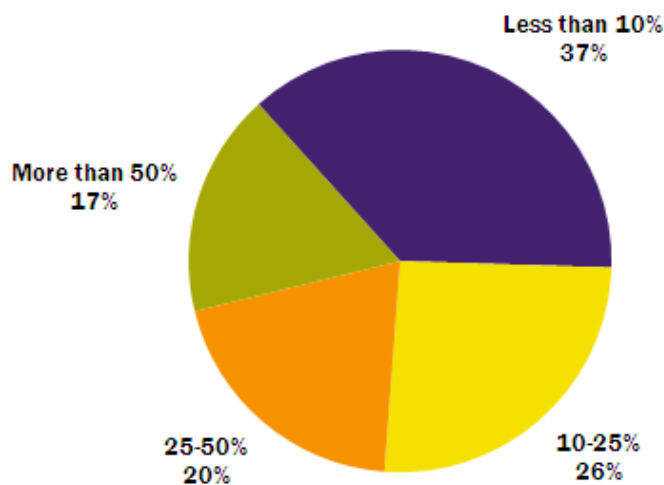


Anticipated 2009 Hiring Needs

KEY FINDINGS

- > Only 17% of recruiters anticipate a hiring decrease and 32% a hiring increase, revealing that most hirers are not changing their recruiting dramatically as they wait for a turn around in the economy.

Though the 2009 employment market is rife with candidates looking for jobs, recruiters still expect that a portion of jobs will be difficult to fill. The chart below reveals perceptions of “difficult to fill positions.” For example, 17% of recruiters believe that more than half of their postings will be difficult to fill.



Percent of Positions Considered “Difficult to Fill”

KEY FINDINGS

- > Among recruiters for the Sacramento area, 20% report that more than a half of their job openings are difficult to fill.

The table below reveals recruiters' most common concerns for the 2009 hiring cycle.

Percent of Survey Respondents	Most Common Concerns for the 2009 Hiring Cycle
57%	Ability To Find Qualified Applicants
23%	Increased Cost Of Sourcing And Recruiting
17%	Retaining Quality Staff
9%	Convincing Qualified Staff To Join Their Employer

Recruiters explicitly detailed some of their 2009 recruiting concerns.

- > Finding the best candidate under current market conditions; there is a concern that many qualified candidates appear to be nervous to leave their current jobs, while a majority of job seekers are less than qualified.
- > Surviving an economic downturn; some recruiters are expanding industries to broaden a slow business base.
- > Landing a candidate who is not only qualified, but who blends most effectively with the personality of the firm.

So what are recruiters doing to fill their positions? The bar chart below indicates reported use of various sourcing and hiring tools by recruiters for the Sacramento area.



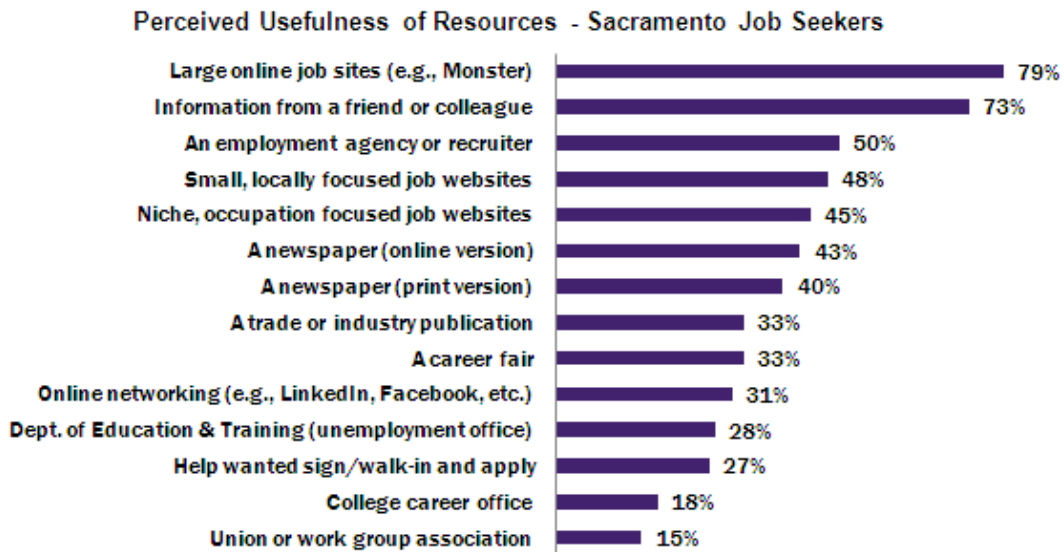
KEY FINDINGS

- > As can be seen above, large online job boards are the most common resource used to source job seekers in the Sacramento area.
- > Sacramento employers also leverage networking (referrals from a friend or colleague and online networking) as well as niche job websites.

WHAT DO JOB SEEKERS HAVE TO SAY?

Along with recruiters and hiring managers, Monster monitors the activities and opinions of job seekers throughout the U.S. We asked over 500 Sacramento job seekers specific questions about their best resources for job searching, common challenges, and most valuable benefits.

The chart below displays seekers' input on the usefulness of various job seeking resources. For each source, the bar indicates the percentage of job seekers who feel the source is "useful" or "very useful."



KEY FINDINGS

- > A vast majority of Sacramento job seekers feel that large online job sites and information from a friend or colleague are useful resources when seeking a job. These are the top two resources used by Sacramento recruiters, as well.

Job seekers – especially those not currently employed – often experience a great deal of anxiety when looking for work. The table below captures the most common challenges faced when looking for a job, as perceived by Sacramento-based job seekers:

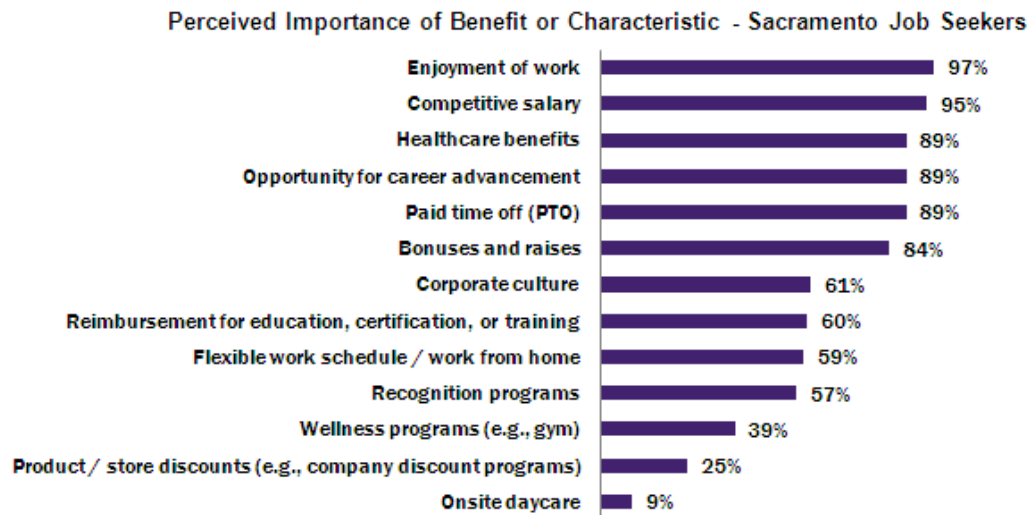
Percent of Survey Respondents	Most Common Challenges for the 2009 Hiring Cycle
54%	Getting An Employer Or Recruiter To Contact Me
50%	Finding A Job That Matches What I Want
33%	Searching For A Job
20%	Interviewing For A Job
13%	Determining The Right Occupation

KEY FINDINGS

- > With unemployment levels rising, it is not surprising that Sacramento job seekers' biggest challenge is getting an employer or recruiter to contact them. Several seekers surveyed added that the fierce competition and lack of jobs was a big concern.
- > Second to the challenge of finding a job is finding a desirable opportunity. Half of seekers reported that this was a considerable obstacle.

Employers use many different approaches to attract, select, and retain talented employees. How do job seekers feel about the various benefits and incentives offered by potential employers?

The chart below indicates the percentage of Sacramento job seekers who feel that the individual benefit offered or firm characteristic are “important” or “very important” to them.



KEY FINDINGS

- > Nearly all Sacramento job seekers feel that enjoying their work and having a competitive salary are important in a job. These two values are consistent with other regions.
- > Benefits closely following in importance are: healthcare benefits, the opportunity for career advancement, and paid time off (PTO).
- > Most Sacramento employers strive to meet seekers’ desires by providing a competitive salary (74%) and creating a pleasing work environment (69%).
- > On the other hand, employers are disappointing employees by not offering paid time off (only 31% of employers offer PTO versus 89% of seekers valuing it highly) and providing bonus and raises (43% of employers offer compared to the 84% of seekers desiring bonus and raises).

IMPROVING RECRUITMENT AND SOURCING IN 2009 AND BEYOND

With thousands more job seekers pounding the pavement every month, how does a Sacramento recruiter ensure it is making the most qualified hires efficiently and cost-effectively? Monster offers the following tips for improved sourcing and acquisition of employees in 2009 and beyond:

- > A bigger job seeker pool makes it even harder to find qualified candidates. Quickly weed out unqualified prospects by having well-defined hiring processes and crystal clear, information-rich job descriptions.
- > Take a look at the hiring companies and roles they are demanding. In Sacramento, office and administrative support and management roles are the most prevalent job postings – how are you positioned to attract the best candidates in each field?
- > During this busy time, ensure you keep organized records to leverage for the future, once the turn around occurs. Track where the best candidates come from, how long it takes to fill positions, what benefits are in demand, and what marketing avenues are most productive.
- > Take a look at your benefits package. Enjoyment of work is the number one issue for Sacramento job seekers, followed by competitive salary. How do you balance these two very different factors when working with a candidate?
- > Related to benefit packages, how do you get the best candidates to jump at an opportunity with reduced benefits or required relocation? Be organized, provide all information available, and act forthright, delivering a positive message to your candidate.

Successful recruiting in a down economy can be challenging and frustrating. Acquire top talent and maintain a competitive advantage by being organized, responsive, positive, and metrics-based.

OUR METHODOLOGY

Monster's database includes millions of annual new resumes and job postings, and transactional data from millions of job searches and job views on average per month nationwide. Monster is the primary source of information for this report; it should only be interpreted as a definitive activity report on Monster and its subsidiaries. Monster's in-depth data-driven approach improves on typical survey-based methodologies by dramatically increasing the depth and breadth of information collected as well as by capturing actual behavior rather than intended behavior. Data is current through September, 2009.

Additionally, using employer online recruitment activity from WANTED Technologies, Monster presents current information on employment advertising nationwide across major online job boards.

The main uses of this report are to support managers, HR Professionals, and business owners in their online recruitment strategy, guide Monster site usage and improve return on investment. In certain markets, the percentage of the market that is using Monster may be large enough that the trends reflect the market as a whole. As such, Monster Intelligence provides a critical slice of analysis to complement other labor market information and should be considered essential for any true understanding of recruiting and job-seeking activity.

If you read this report and think we could do more to help you hire the best and brightest, let us know by emailing your comments to: Intelligence@Monster.com.

Monster, the premier global digital employment solution for more than a decade, inspires people to improve their lives. With a global presence, Monster works for everyone by connecting employers with quality job seekers at all levels and providing personalized career advice to consumers globally.

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