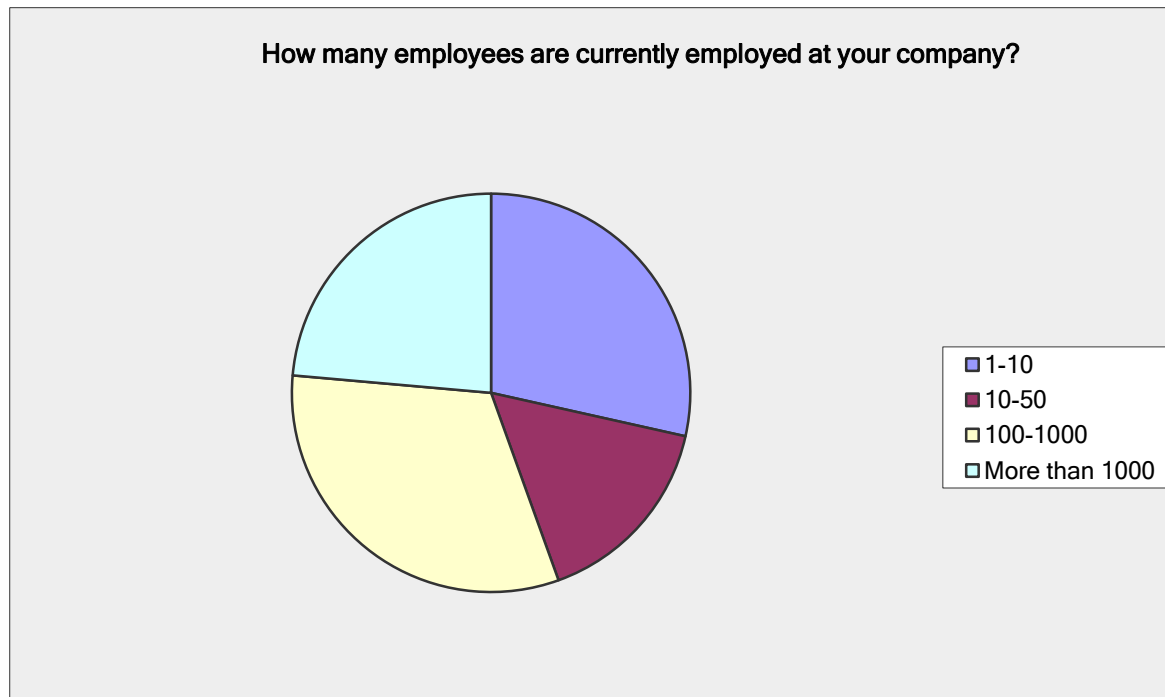


Cynopsis Classifieds Survey

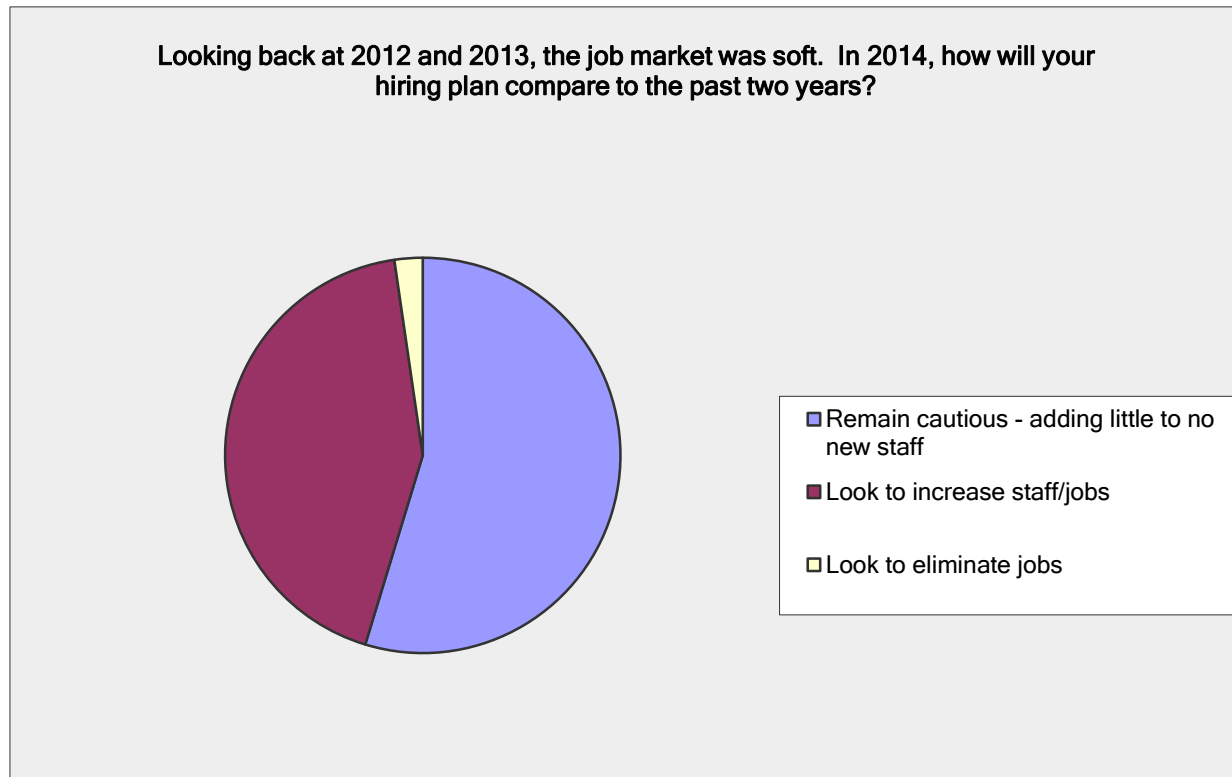
How many employees are currently employed at your company?

Answer Options	Response Percent	Response Count
1-10	28.5%	100
10-50	16.0%	56
100-1000	31.9%	112
More than 1000	23.6%	83
<i>answered question</i>		351



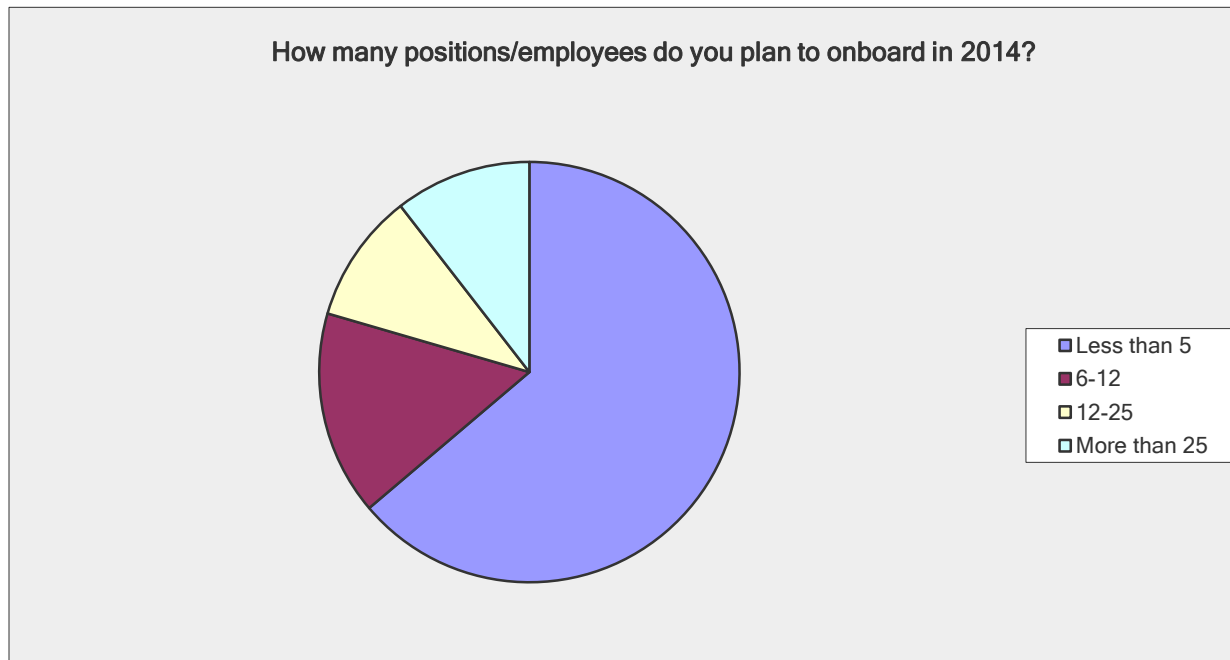
Looking back at 2012 & 2013, the market was soft. In 2014, how will your hiring plan compare to the past two years?

Answer Options	Response Percent	Response Count
Remain cautious -	54.7%	192
Look to increase	43.0%	151
Look to eliminate jobs	2.3%	8
<i>answered question</i>		351



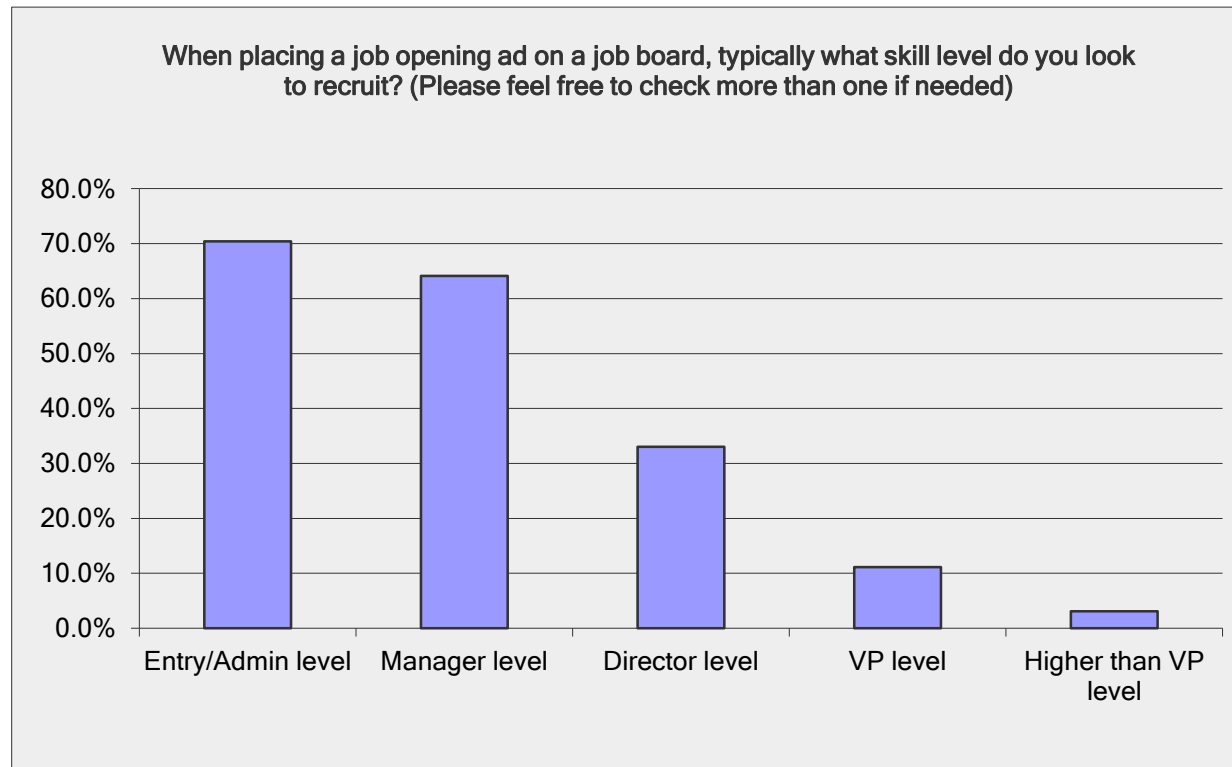
How many positions/employees do you plan to onboard in 2014?

Answer Options	Response Percent	Response Count
Less than 5	63.8%	224
6-12	15.7%	55
12-25	10.0%	35
More than 25	10.5%	37
<i>answered question</i>		351



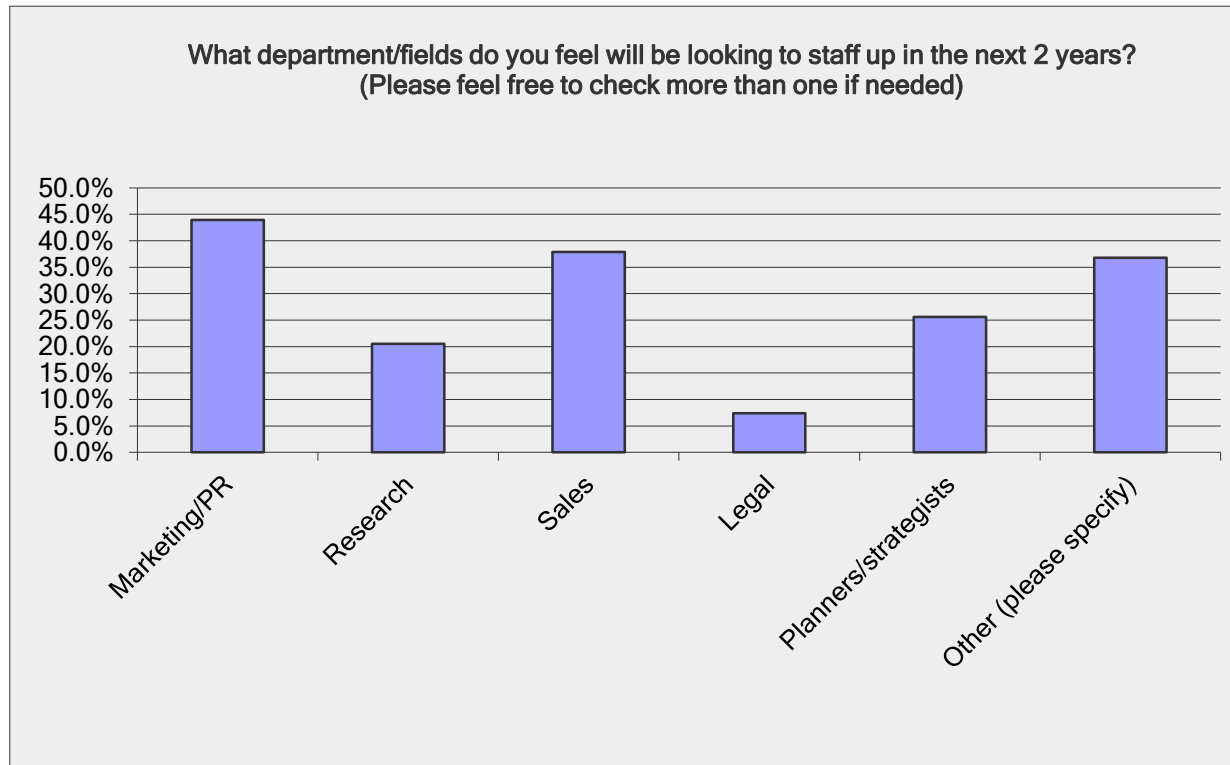
When placing a job opening on a job board, typically what skill level do you look to recruit?

Answer Options	Response Percent	Response Count
Entry/Admin level	70.4%	247
Manager level	64.1%	225
Director level	33.0%	116
VP level	11.1%	39
Higher than VP level	3.1%	11
<i>answered question</i>		351



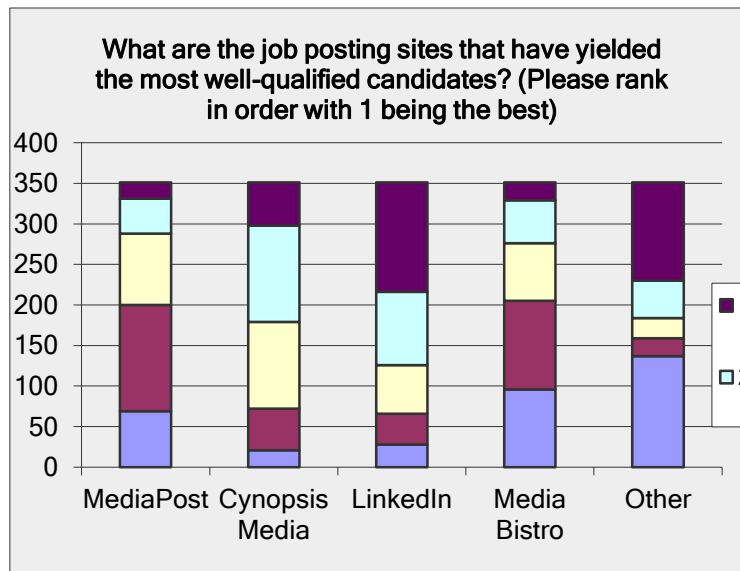
What department/fields do you feel will be looking to staff up in the next 2 years?

Answer Options	Response Percent	Response Count
Marketing/PR	43.9%	154
Research	20.5%	72
Sales	37.9%	133
Legal	7.4%	26
Planners/strategists	25.6%	90
Other (please specify)	36.8%	129
<i>answered question</i>		351



What are the job posting sites that have yielded the most well qualified candidates.
 (Please rank in order w/ 1 being the best)

Answer Options	1	2	3	4	5	Response Count
MediaPost	20	43	88	131	69	351
Cynopsis Media	53	119	107	51	21	351
LinkedIn	135	90	60	38	28	351
Media Bistro	22	53	71	109	96	351
Other	121	46	25	22	137	351
Other (please specify)						242
<i>answered question</i>						351



When placing a job board, how important is it that you receive resumes from candidates with entertainment industry background?

Answer Options	Response Percent	Response Count
Very important	45.9%	161
Somewhat important	37.9%	133
Not important	16.2%	57
<i>answered question</i>		351

