



Contact: Stephanie Johnson
Tel: 888-551-0337
E-Mail: SJohnson@NationJob.com

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NATIONJOB.COM RELEASES 'COMMUNITY QUALITIES' SURVEY RESULTS

According to NationJob.com PJ Scout subscribers, cost of living and quality of life are leading factors when deciding to relocate.

Des Moines, IA (5/11/2009) Throughout the month of April 2009, NationJob.com conducted an informal survey of their PJ Scout subscribers to learn what qualities they deem most important for the community where they plan to live or relocate.

The choices were Education, Housing Availability, Cost of Living, Quality of Life, and Mass/Public Transportation. Nearly half of the respondents indicated that Cost of Living was the most important factor when deciding what community to live in. The second characteristic is overall quality of life, defined in the survey as arts, entertainment and recreational opportunities. These top two characteristics represented 74% of the respondents. Coming in third was education, followed by housing. Only 1.9% of the people who responded to the survey thought public transportation opportunities were the most important characteristic of a community.

According to Stephanie Johnson, Marketing Director of NationJob.com, "This survey was done in a very informal way and was intended to simply give a sample of what job seekers are looking for in a community. We hope this feedback from our job seekers will help our partner Chambers in determining what aspects of their community they should be marketing, not only on NationJob.com, but any time they are promoting their community."

"With the current state of the economy, it was really no surprise that cost of living was the number one issue that people are concerned with," stated Ralph Hejlik NationJob CEO. "What did surprise us a bit was that quality of life was such a close second. Even though the economy and costs are still a major concern, job seekers and employees are still looking for a balance and want opportunities for the recreational aspects of life. Each of our partners has unique characteristics to offer their residents and the survey results tell us that they should continue to promote those opportunities."

NationJob.com is the power behind the Community Job Network™, a partnership between NationJob.com and membership based organizations. NationJob creates a job board specific to the organization, either geographically or by industry, and the organization can offer NationJob's online job posting service at significantly discounted rates – up to 90% off NationJob's standard pricing.

NationJob.com has been in the electronic recruiting industry for over 20 years and is a leader in community based recruiting. Providing local, regional and national reach through significant search engine marketing efforts and a subscriber database of over 1 million custom searches, NationJob is one of the most cost effective internet recruiting solutions available.

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If you'd like more information about this topic, or would like an interview with Ralph Hejlik, please contact Stephanie Johnson at (888)551-0337 or e-mail SJohnson@NationJob.com.