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## Survey Gives Insight Into Unemployed DMers

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Out of work and looking for employment in the direct marketing field? A new survey offers a cold comfort: You're not alone.

Among respondents are currently unemployed and are actively looking for a full-time direct marketing position, 20% have been searching for a full-time direct marketing job between 1 and 3 months, according to Jerry Bernhart of Bernhart Associates Executive Search, which conducted the research.

Another 30% said their search has lasted from 4 to 6 months, and 24% have been looking for between 7 and 9 months. The remainder, 26%, have been trying to land a direct marketing job for more than 10 months.

The length of time looking fluctuated based on the employee's previous salary. Within the \$50,000 to \$100,000 pay range, a plurality of respondents said they'd been looking for between seven and nine months, while in the \$100,000 to \$150,000 salary bracket, more had been looking for between four and six months.

But once duration of unemployment exceeded nine or ten months, the more senior level job seekers quickly outnumbered their lower level counterparts. In the \$200,000 plus salary range, Bernhart said 36% of respondents reported that they had been looking 10 months or more.

Comparable figures for those who earned between \$50,000 and \$100,000 and those who earned between \$100,000 and \$150,000 were 22%, and 29%, respectively.

According to Bernhart, direct marketers have been looking for work longer than the overall national labor force.

The U.S. Bureau of Labor Statistics reported last week that the median duration of unemployment, not seasonally adjusted, was 15.5 weeks for August. Our survey came in at a median of 6.52 months, which would be around 28 weeks," Bernhart said in a statement.

"That seems plausible when you consider that our own quarterly employment surveys have shown that direct marketing was in the grips of a deteriorating labor market for two years," he added.

A total of 412 individuals responded to the random survey which was emailed the first week of September to 8,500 direct marketers from agencies, service providers and online/offline direct marketing companies.

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