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**For Immediate Release**  
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## **DICE TECH APPEAL INDEX SHOWS SLIGHT DECLINE IN LIKELIHOOD TO RECOMMEND TECHNOLOGY CAREERS**

*Technology Professionals Associate Industry with both Stress and Creativity*

**NEW YORK, NY, October 3, 2007** – Dice.com, the leading career site for technology and engineering professionals, today announced the results of the third Dice Tech Appeal Index, a study of professionals from within and outside the technology industry that gauges overall interest in working in the IT field as compared to other industries.

The study reveals that technology professionals continue to be overwhelmingly satisfied and loyal to the technology field. Ninety-one percent of respondents report that they are somewhat or very satisfied in their current job and 92 percent say they intend to stay in the IT field for at least the next six months.

However, the Index uncovers notable shifts in IT professionals' likelihood to recommend a technology career to others and their openness to other industries. Eighty-six percent of technology professionals are still likely to recommend technology as a career to others, which is statistically flat from the October 2006 study. However, technology professionals increased their likelihood to recommend a career in other industries, like financial services (56 percent versus 47 percent) and media/entertainment (44 percent versus 34 percent).

"Although the satisfaction and loyalty levels of IT professionals continue to be strong, we're seeing evidence of possible retention issues over the long term," said Scot Melland, Chairman, President and CEO of Dice Holdings, Inc., parent company of Dice. "It's possible that technology professionals' willingness to recommend or move into a new industry comes as a result of their perceptions of growth and higher pay. As the gap between increased demand for IT workers and decline of new technology graduates continues to grow, it's critical that colleges and companies promote the field's dynamic aspects and the benefits of a career in IT to the broader market in order to fulfill the industry's ongoing need for talent."

Perceptions of the IT work environment may contribute to this underlying shift in interest. Ninety-one percent of technology professionals associate the field with stress, primarily due to workload (26 percent), dealing with clients (23 percent) and the pace of the job (21 percent). The study also illustrated a change in the perceived stability of the technology job market, as there was an increase in technology professionals' fear that jobs will be outsourced overseas since October 2006. Forty-six percent said that they are very or somewhat concerned about the issue, as compared to 39 percent a year ago.

That said, the study also reveals positive results about the industry's internal perceptions. Technology professionals overwhelmingly associate the industry with creativity (92 percent), as compared to 75 percent of non-tech respondents. Additionally IT professionals are as statistically likely to correlate the ability to be creative to job satisfaction (26 percent) as non-tech professionals (23 percent). Additionally, 10 percent of IT professionals view themselves as creative or "cutting edge."

“For IT professionals, creativity in the workplace goes beyond being ‘artistic’ by enabling workers to take new approaches in solving business and IT challenges,” said Mr. Melland. “Giving workers these types of opportunities and fostering a creative work environment are very important in building a stable, productive workforce and potentially drawing new talent to the field.”

The 2007 Tech Appeal Index score for technology professionals was 119, down from a high of 124 in February 2006. The score for non-tech adults is 102, down from 105 in February 2006. The ratings indicate that the level of interest in recommending a technology career has declined slightly among technology professionals, which is also exemplified by the group’s increased likelihood to recommend other fields over IT.

The Dice Tech Appeal Index serves as a measurement of a person’s inclination to recommend the IT field to others as opposed to another industry. A value of 100 indicates that a person would recommend the IT field and other fields equally, while a value above 100 indicates a stronger likelihood to recommend technology as a career. Dice conducted the survey among a nationally representative sample of more than 1,000 adults over age 18, including an oversample of 565 adults currently employed in IT positions. The margin of error for the sample of non-tech adults is +/-4.7 percent and the margin of error for the sample of tech professionals is +/-4.1 percent. Interviews were conducted by telephone between August 8-14, 2007.

### **About Dice.com**

Dice.com, a Dice Holdings company, is the leading career website for technology and engineering professionals, and the companies that seek to employ them, in the United States. Our mission is to help our customers source and hire the most qualified technology and engineering professionals and to provide those professionals with the best job opportunities in their respective fields. With a 16-year track record in meeting the ever-changing needs of companies and recruiters, our specialty focus and exposure to highly-skilled technology and engineering professionals enable employers to reach hard-to-find, experienced candidates.

### **About Dice Holdings, Inc.**

Dice Holdings, Inc. (NYSE: DHX) is a leading provider of specialized career websites for professional communities, including technology and engineering, capital markets and financial services, accounting and finance, and security clearance. Our mission is to help our customers source and hire the most qualified professionals in select and highly skilled occupations, and to help those professionals find the best job opportunities in their respective fields and further their careers. Over more than 16 years, we have built our company by providing our customers with quick and easy access to high-quality, unique professional communities and offering those communities access to highly relevant career opportunities and information. Today, we serve multiple markets in North America, Europe, the Middle East, Asia and Australia.

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