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**For Immediate Release**  
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**DICE "TECH APPEAL" STUDY FINDS TECHNOLOGY PROFESSIONALS  
OVERWHELMINGLY SATISFIED IN THEIR JOBS**

*Tech Pros Concerned Less with Outsourcing than Keeping Skills Current;  
Outsiders See Technology Industry as "Run-of-the-Mill"*

**NEW YORK, NY, July 25, 2006** – Dice Inc., the leading provider of job boards and job fairs for technology, engineering and security-cleared professionals, today announced the results of the first Dice Tech Appeal Index, a planned semi-annual survey of professionals from within and outside the technology industry that gauges the overall interest in working in the IT field as compared to other industries.

The survey found the technology career path to have strong appeal among technology professionals, based partially upon their high levels of job satisfaction, with an overwhelming 94 percent of those surveyed reporting satisfaction with their current positions. The drivers of the high satisfaction among this group include job enjoyment (40 percent), good pay (34 percent), "liking" their field (34 percent), and the ability to be creative (23 percent). The survey also revealed a high likelihood of tech professionals to recommend their field to others (88 percent).

"The technology job market has improved significantly since 2004. Job postings on Dice.com alone have increased 119 percent in the last two years," said Scot Melland, President and CEO of Dice Inc. "The survey findings demonstrate that the technology field is not only growing, but it is thriving as an attractive career path for professionals."

The survey also found that technology professionals understand the value of keeping their skills up-to-date, with 82 percent "very" or "somewhat" concerned with this issue. Comparatively, only 41 percent are concerned with their job being outsourced and 37 percent are concerned about being laid off due to budget cuts.

"Technology professionals are clearly more concerned about factors in their career that they have control over, such as keeping their skills current," continued Mr. Melland. "Although a segment of the IT community continues to be concerned with layoffs and outsourcing, overall, technology professionals understand that by keeping their core skills up-to-date, they become more valuable for their current and future employers and less at risk for losing their jobs."

Outside the technology industry, the industry's appeal looks rather different and suggests that technology has mixed appeal as a career option to non-tech professionals. The survey found that 64 percent of non-tech adults are likely to recommend a career in technology. Comparatively, 73 percent of non-tech adults were likely to suggest a career in the healthcare industry to others, while 48 percent would recommend financial services.

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As a result of the survey's findings, Dice created a composite Tech Appeal Index score which will serve 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. For the Spring 2006 study, the Index score for technology professionals was 123.7 while non-tech adults rated 104.5.

"Not surprisingly, the Index score reveals that technology professionals have a higher likelihood to recommend technology careers to others than non-tech adults," said Mr. Melland. "Unfortunately, the technology field seems to have lost some of the luster and appeal it had only a few years ago. It's critical that the industry address this image problem immediately if we are to generate more computer science graduates and effectively reach out to professionals from non-traditional backgrounds."

Dice Inc. conducted the survey among a nationally representative sample of more than 1,000 adults over age 18, including an oversample of 492 adults currently employed in IT positions. The margin of error for the sample of non-tech adults is +/-4.6 percent and the margin of error for the sample of tech professionals is +/-4.2 percent. Interviews were conducted by telephone between February 13 and February 21, 2006.

For more information on Dice and its resources, please visit: <http://about.dice.com>.

#### **About Dice Inc.**

Dice Inc. is the leading provider of job boards and job fairs for technology, engineering and security-cleared professionals. With a 15-year track record in meeting the ever-changing needs of the technology sector, our specialty industry focus and exposure to the most skilled tech-centric audience online foster a talent marketplace where employers reach hard-to-find, experienced and qualified technology, engineering and security-cleared professionals.

Dice Inc. provides services to help recruiters, consultants and businesses hire and train specialized technology, engineering and security-cleared professionals through its four businesses: Dice, the leading online career site for technology and engineering professionals ([www.dice.com](http://www.dice.com)); ClearanceJobs.com, the premier secure job board focused exclusively on candidates with active or current U.S. Government security clearances ([www.clearancejobs.com](http://www.clearancejobs.com)); Targeted Job Fairs, a leading provider of career fairs for technology, engineering and security-cleared candidates nationwide ([www.targetedjobfairs.com](http://www.targetedjobfairs.com)); and MeasureUp, a leading destination for IT certification practice tests, assessments and online courses ([www.measureup.com](http://www.measureup.com)).

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