2014

Jobvite Job Seeker Nation Study

An authoritative survey of the social, mobile job seeker
On behalf of Jobvite, the polling company, inc., conducted a nationwide online omnibus survey of 2,135 adults (aged 18+), of whom 1,303 were participants in the U.S. labor force. Participants were screened based on their employment situation and attitude toward future career opportunities, and non-employed, non-job seekers were excluded from the study.

The survey included questions on current employment status and the use of social networks and mobile devices to find job opportunities. The survey was fielded December 12-19, 2013. Respondents for this survey were selected from an opt-in panel, and had expressed prior consent to participate in online surveys.

Data was weighted so the demographics of this audience closely match the nationwide population of adults (age 18+) with respect to gender, age, and region.
section one:

JOB SEEKER NATION
71% of the U.S. labor force is on the job market*.

Workers are more willing to wander—even if they’re currently employed.

- 35% change jobs at least every 5 years
- 18% change jobs every 6-10 years
- 47% stay for more than 10 years

* Unemployed and actively seeking work, employed and actively seeking work, or employed and open to a new job.
51% of employed workers are either actively seeking or open to a new job.

### Education
- HIGH SCHOOL OR LESS: 29%
- SOME COLLEGE/2-YEAR COLLEGE GRAD: 35%
- COLLEGE GRAD: 22%
- POST GRAD: 13%

### Income
- < $25K: 16%
- BETWEEN $25 - 50K: 23%
- BETWEEN $50-75K: 18%
- BETWEEN $75-100K: 12%
- > $100K: 26%

### Age
- 18-29: 12%
- 30-39: 30%
- 40-54: 28%
- 55+: 21%

### Region
- NORTHEAST: 21%
- SOUTH: 24%
- MIDWEST: 21%
- WEST: 34%
4 in 10 job seekers have found their “favorite or best” job through personal connections.

Other Top Sources:

- **21%** Online Social Network*
- **20%** Online Job Board
- **19%** Classified Ad
- **10%** Recruiter
- **7%** Career Fair
- **7%** College or University Connections

This is in line with recruiter preferences: recruiters rate referrals as the highest-quality source of hires.

Percentage of recruiters who rate candidates from the following sources as “highest quality”:

- **64%** Referrals
- **59%** Social networks
- **59%** Corporate career site

* Category includes Facebook (10%), LinkedIn (6%) and Twitter (5%). Respondents were allowed to select multiple responses.
Younger and more educated* workers are likelier to be confident and optimistic about the job market.

Subgroups that are likelier than the average respondent to say the job market is the same or better this year:

- **51%**
  - 4-Year College or Post-Grad Education

- **34%**
  - Social Job Seekers

- **26%**
  - Those Who Change Jobs Every 4-5 Years

- **35%**
  - Of Millennials are More Optimistic About Finding a Job This Year

- **11%**
  - Of Boomers are More Optimistic About Finding a Job This Year

* Category includes 4-year college grads and people who hold graduate degrees
Who is the social job seeker?

Age
- 18-29: 30%
- 30-39: 30%
- 40-54: 22%
- 55+: 9%

Income
- < $25K: 16%
- BETWEEN $25 - 50K: 13%
- BETWEEN $50-75K: 25%
- BETWEEN $75-100K: 13%
- > $100K: 30%
- PREFER NOT TO SAY: 3%

Education
- HIGH SCHOOL OR LESS: 33%
- SOME COLLEGE: 17%
- 2-YEAR COLLEGE GRAD/ VOCATIONAL SCHOOL GRAD: 9%
- COLLEGE GRAD: 30%
- POST GRAD: 13%
Social job seekers are younger, wealthier, more highly educated and more likely to be employed full-time.

Subgroups who were more dependent on social media in their job search include:

- 30-39 year-old respondents: 25%
- Earn over $100K per year: 30%
- Four-year college graduates: 21%

4-year college grads go to the following places to...

- Vet prospective employers’ company culture:
  - LinkedIn: 23%
  - Facebook: 19%
  - Google+: 19%
  - Twitter: 16%
  - Instagram: 13%

- Look up contacts that are employees at a prospective employer:
  - Facebook: 24%
  - LinkedIn: 23%
  - Twitter: 19%
76% of social job seekers found their current position through Facebook.

Next three most popular activities on Facebook:
- Contact shared a job opportunity: 27%
- Contact provided an employee's perspective on a company: 25%
- Shared a job opportunity with a contact: 22%

Linkedin is where they do most of their job-seeking activity:
- Contact referred me for a job: 40%
- Contact shared a job opportunity: 32%
- Made a new professional connection: 32%
- Contact provided an employee's perspective on a company: 32%

Twitter is the most popular place to ask others for help and advice:
- Shared a job opportunity with a contact: 29%
- Contact provided an employee's perspective on a company: 28%
- Contact shared a job opportunity: 28%
of job seekers have modified their privacy settings and recruiters are looking.

Job seekers are as likely to delete their account completely as they are to remove specific content from their profiles.

PERCENTAGE OF JOB SEEKERS FOR WHOM THE FOLLOWING APPLIES TO A RECENT JOB SEARCH:

- **40%** have modified their social media presence in some way.
- **17%** have deleted specific content.
- **17%** have deleted their account.
- **12%** have untagged themselves from pictures.

OF RECRUITERS ARE LIKELY TO LOOK AT A CANDIDATE’S SOCIAL PROFILE.

HAVE RECONSIDERED A CANDIDATE BASED ON CONTENT VIEWED IN A SOCIAL PROFILE, LEADING TO BOTH POSITIVE AND NEGATIVE RE-ASSESSMENTS.

93%

42%
Less-educated job seekers are more likely to commit social media no-no’s.

Percentage of job seekers on Facebook who have done the following:

- Used profanity:
  - High school education or less: 18%
  - Greater than 4-year college degree: 6%

- Were careless with spelling or grammar:
  - High school education or less: 18%
  - Greater than 4-year college degree: 6%

…but everybody drinks.

Percentage of job seekers on Facebook who shared pictures of themselves drinking:

- High school education or less: 10%
- Some college: 11%
- 4-year college graduate: 16%
- Post-graduate degree holder: 14%

More recruiters react negatively to profanity (65%) and grammar and punctuation errors (61%) than to references of alcohol use (47%).
While job seekers flock to Facebook, recruiters prefer LinkedIn when searching for candidates.

Most popular social networks

- **Facebook**
  - For job seekers: 83%
  - For recruiters: 65%

- **LinkedIn**
  - For job seekers: 36%
  - For recruiters: 94%

- **Twitter**
  - For job seekers: 40%
  - For recruiters: 55%

- **Google+**
  - For job seekers: 37%
  - For recruiters: 18%
Who is the mobile job seeker?

Frequent job-changers are more likely than average to have searched for jobs or had contact with a potential employer on their mobile device: 64% of adults who change jobs every 1-5 years vs. 43% overall.

- Age:
  - 18-29: 60%
  - 30-39: 40%
  - 40-54: 22%
  - 55+: 6%

- Income:
  - < $25K: 40%
  - BETWEEN $25 - 50K: 34%
  - BETWEEN $50-75K: 22%
  - BETWEEN $75-100K: 10%
  - > $100K: 9%
  - PREFER NOT TO SAY: 5%

- Education:
  - HIGH SCHOOL OR LESS: 36%
  - SOME COLLEGE/2 YEAR COLLEGE GRAD: 31%
  - COLLEGE GRAD: 22%
  - POST GRAD: 11%
43% of job seekers have used their mobile device to engage in job-seeking activity.

This is where they’re doing it:

- **In bed, prior to sleeping/waking**
  - ALL JOB SEEKERS: 27%
  - PASSIVE JOB SEEKERS*: 32%
  - 18-29 YEAR-OLD JOB SEEKERS: 51%

- **While in a restaurant**
  - ALL JOB SEEKERS: 16%
  - PEOPLE WHO CHANGE JOBS AT LEAST EVERY 5 YEARS: 23%

- **While waiting for the bus/train**
  - ALL JOB SEEKERS: 16%

- **While in my office/current job**
  - ALL JOB SEEKERS: 13%
  - FULL-TIME WORKERS: 17%
  - PASSIVE JOB SEEKERS*: 21%

- **In the restroom**
  - ALL JOB SEEKERS: 7%
  - OF ACTIVE JOB SEEKERS, EMPLOYED OR OTHERWISE: 10%
  - OF 18-29 YEAR-OLD JOB SEEKERS: 14%

* Passive job seekers: employed workers “open to” a new job, but not actively looking
27% of job seekers expect to be able to apply for a job from their mobile device.

37% of Millennial job seekers expect career websites to be optimized for mobile.

PERCENTAGE OF JOB SEEKERS RATING THE FOLLOWING "IMPORTANT" IN THEIR JOB SEARCH:

- **55%**
  - Ability to see job openings or listings without having to register

- **27%**
  - Ability to apply for jobs from a mobile device

- **23%**
  - Website optimized for mobile devices

- **11%**
  - Ability to use LinkedIn profile or online resume to apply for a job
Millennials and younger workers abound among mobile job seekers.

Among 18-29 year-old job seekers:

- 54% own an Android phone
- 43% own an iPhone

30-39 year-old job seekers more likely than average to own an iPad:

- 34% vs. 25% of all job seekers
Mobile job seekers are more likely to turn to Facebook than LinkedIn in their job search.

The college-educated are also 4x as likely to update their LinkedIn profile with professional info than those who are high-school educated or less, and almost 2x as likely to do so on a mobile device.

PERCENTAGE OF JOB SEEKERS WHO HAVE DONE THE FOLLOWING ON A MOBILE DEVICE:

- Updated their profile with professional information:
  - Facebook: 15%
  - LinkedIn: 6%
  - Twitter: 11%

- Searched for a job:
  - Facebook: 12%
  - LinkedIn: 7%
  - Twitter: 5%
About Jobvite

Jobvite is the only recruiting platform that delivers real-time recruiting intelligence with innovative technology for the evolving social web. Leading, fast growing companies today use Jobvite’s social recruiting, sourcing and talent acquisition solutions to target the right talent and build the best teams.

Jobvite is a complete, modular Software-as-a-Service (SaaS) platform, which can optimize the speed, cost-effectiveness and ease of recruiting for any company. To find out more, take a product tour.

Jobvite Hire is a practical, intuitive web-based platform that helps you effectively manage every stage of hiring. It’s the only social recruiting and applicant tracking solution that makes it easy for everyone to work together on hiring. With Jobvite Hire, you can improve the speed and quality of talent acquisition, create a great candidate experience, and increase referral and social network hires – all while using fewer resources.

Jobvite Source is an easy-to-use, web-based application that can help you achieve your recruitment sourcing goals today. It’s the only social sourcing and candidate relationship management application that helps you target relevant talent through employee referrals, social networks and the web – then build and engage your talent pool. Jobvite Source is one intuitive platform to manage all sourcing programs and see the results.

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