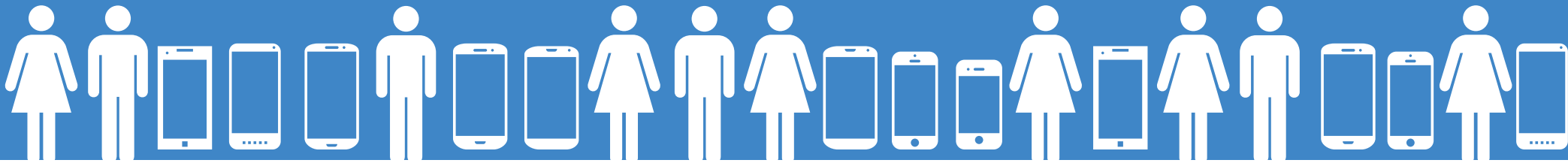
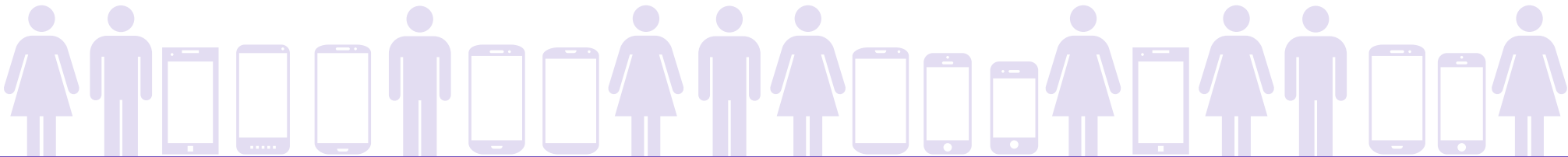


2014

# Jobvite Job Seeker Nation Study

An authoritative survey of the social, mobile job seeker





# Jobvite Job Seeker Nation Study 2014

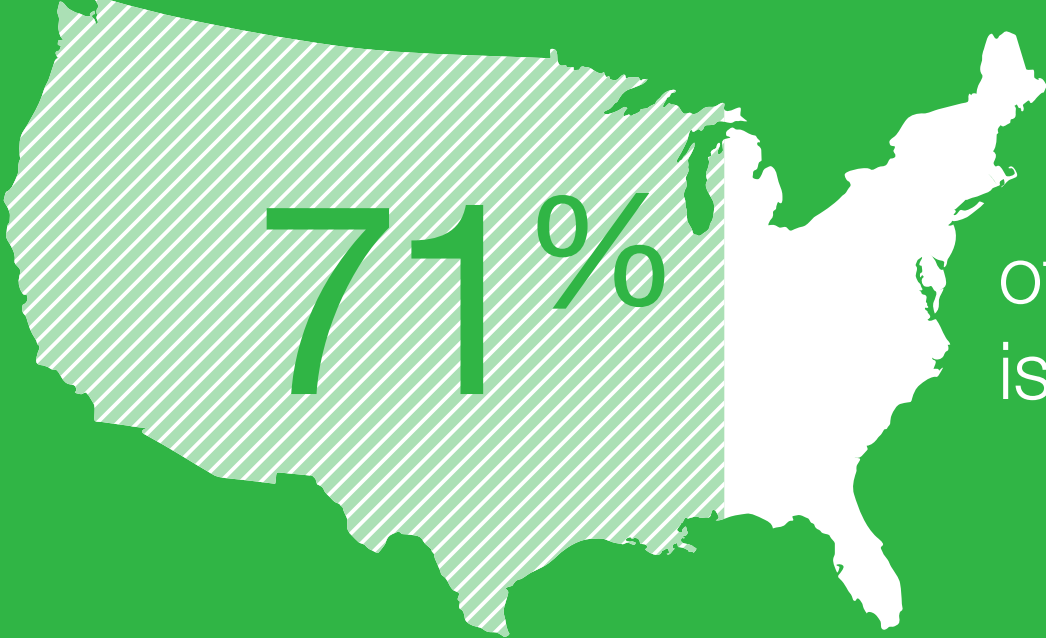
On behalf of Jobvite, the polling company, inc., conducted a nationwide online omnibus survey of 2,135 adults (aged 18+), of whom 1,303 were participants in the U.S. labor force. Participants were screened based on their employment situation and attitude toward future career opportunities, and non-employed,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

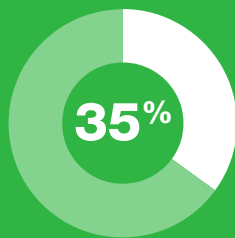
# JOB SEEKER NATION



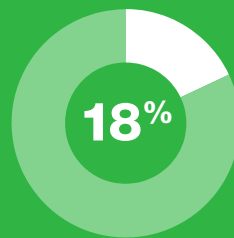
71%

of the U.S. labor force  
is on the job market\*.

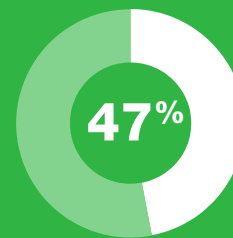
Workers are more willing to wander—even if they're currently employed.



CHANGE JOBS AT LEAST  
EVERY 5 YEARS



CHANGE JOBS  
EVERY 6-10 YEARS

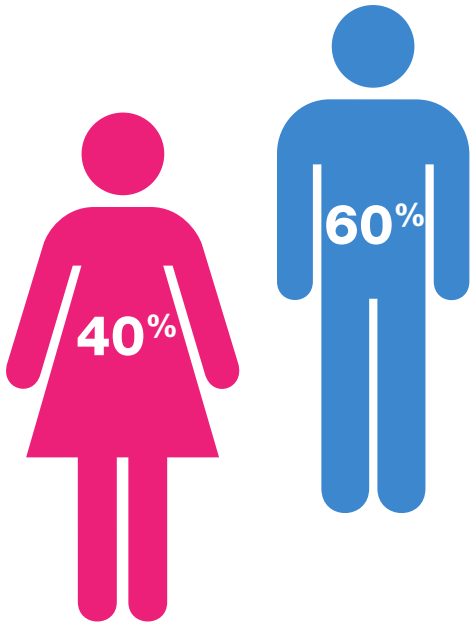


STAY FOR  
MORE THAN 10 YEARS

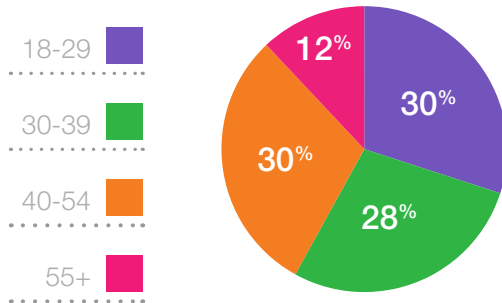
\* Unemployed and actively seeking work, employed and actively seeking work, or employed and open to a new job

51%

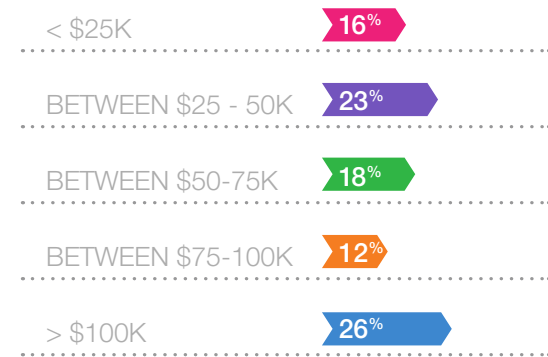
of employed workers are either actively seeking or open to a new job.



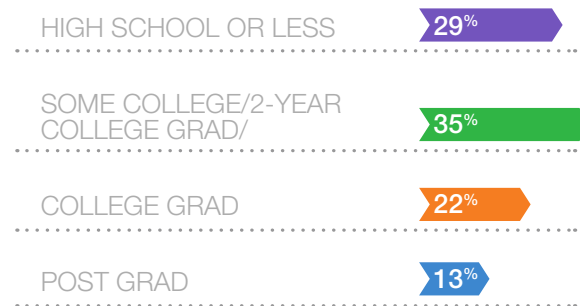
Age



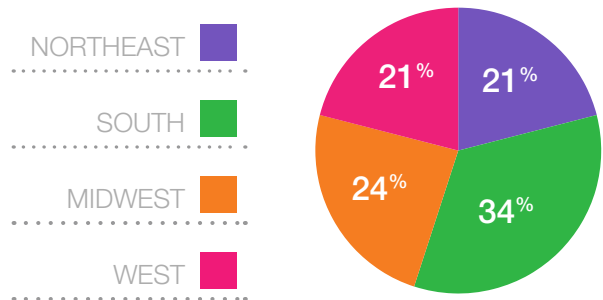
Income



Education



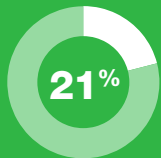
Region



# 4 in 10

job seekers have found their “favorite or best” job through personal connections.

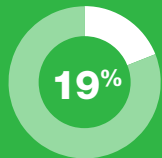
Other Top Sources:



ONLINE SOCIAL NETWORK\*



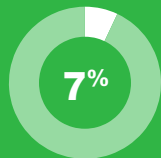
ONLINE JOB BOARD



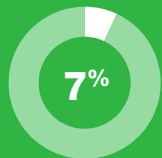
CLASSIFIED AD



RECRUITER



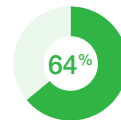
CAREER FAIR



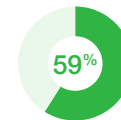
COLLEGE OR UNIVERSITY CONNECTIONS

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

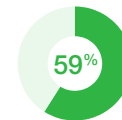
Percentage of recruiters who rate candidates from the following sources as “highest quality”:



Referrals



Social networks

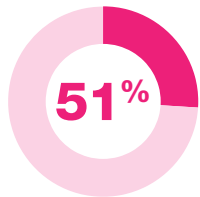


Corporate career site

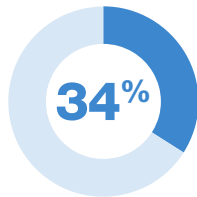
\* Category includes Facebook (10%), LinkedIn (6%) and Twitter (5%). Respondents were allowed to select multiple responses.

# Younger and more educated\* workers are likelier to be confident and optimistic about the job market.

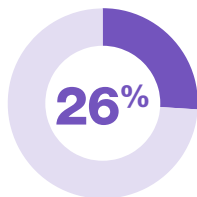
Subgroups that are likelier than the average respondent to say the job market is the same or better this year:



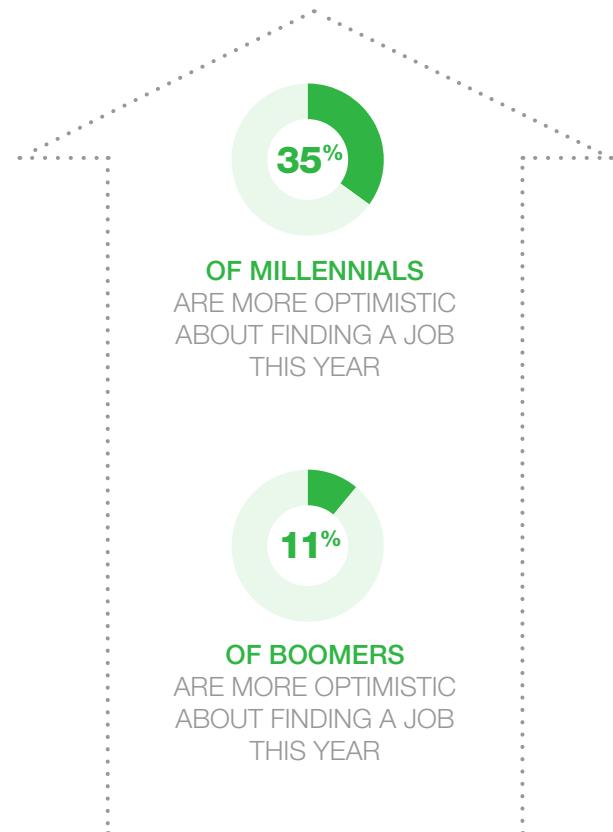
4-YEAR COLLEGE OR POST-GRAD EDUCATION



SOCIAL JOB SEEKERS



THOSE WHO CHANGE JOBS EVERY 4-5 YEARS



**OF MILLENNIALS**  
ARE MORE OPTIMISTIC ABOUT FINDING A JOB THIS YEAR

**OF BOOMERS**  
ARE MORE OPTIMISTIC ABOUT FINDING A JOB THIS YEAR

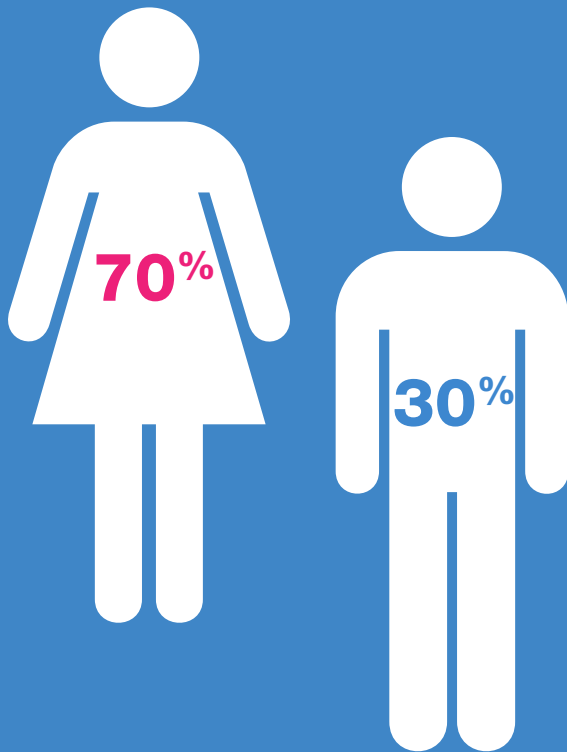
\* Category includes 4-year college grads and people who hold graduate degrees

section two:  
**THE  
SOCIAL  
JOB  
SEEKER**

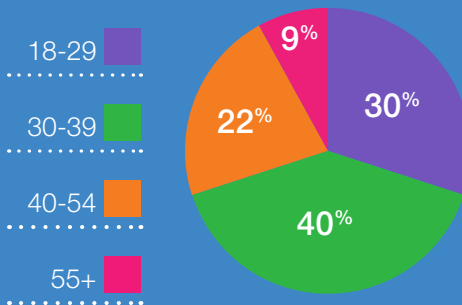




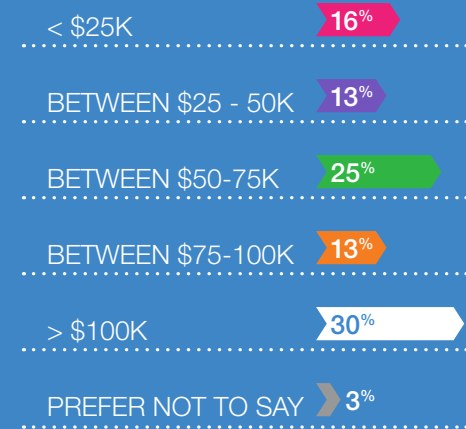
# Who is the social job seeker?



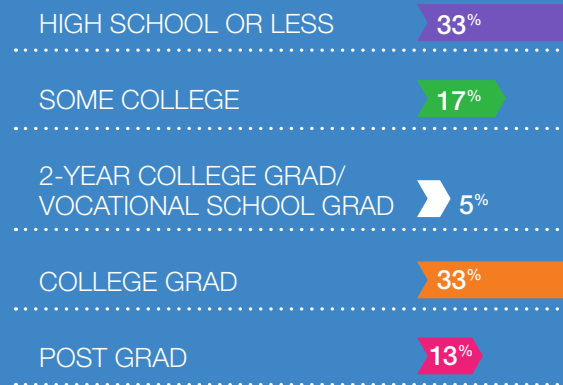
## Age



## Income

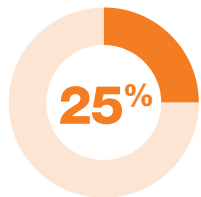


## Education

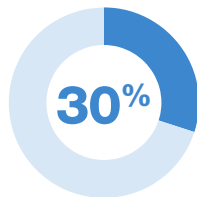


# Social job seekers are younger, wealthier, more highly educated and more likely to be employed full-time.

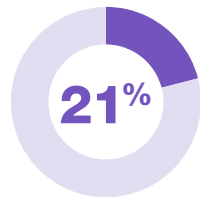
Subgroups who were more dependent on social media in their job search include:



30-39 YEAR-OLD RESPONDENTS



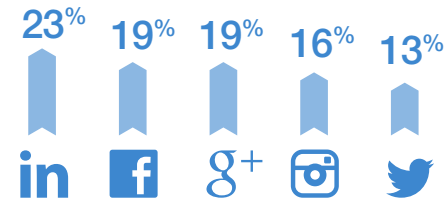
EARN OVER \$100K PER YEAR



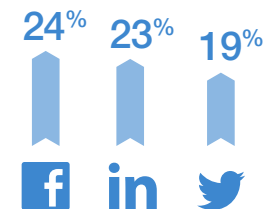
FOUR-YEAR COLLEGE GRADS

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

VET PROSPECTIVE EMPLOYERS' COMPANY CULTURE:



LOOK UP CONTACTS THAT ARE EMPLOYEES AT A PROSPECTIVE EMPLOYER:



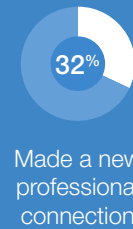
# 76% of social job seekers found their current position through Facebook.



Next three most popular activities on Facebook:



LinkedIn is where they do most of their job-seeking activity:



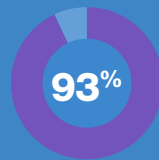
Twitter is the most popular place to ask others for help and advice:

NEXT THREE MOST POPULAR ACTIVITIES ON TWITTER:

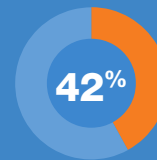




of job seekers have modified their privacy settings and recruiters are looking.



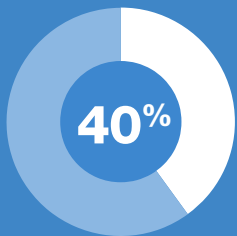
OF RECRUITERS ARE LIKELY TO LOOK AT A CANDIDATE'S SOCIAL PROFILE.



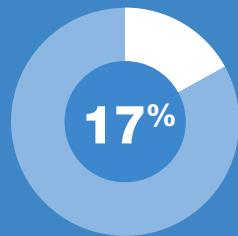
HAVE RECONSIDERED A CANDIDATE BASED ON CONTENT VIEWED IN A SOCIAL PROFILE, LEADING TO BOTH POSITIVE AND NEGATIVE RE-ASSESSMENTS

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

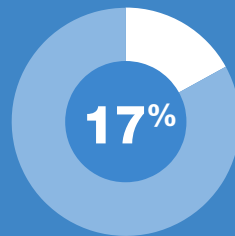
PERCENTAGE OF JOB SEEKERS FOR WHOM THE FOLLOWING APPLIES TO A RECENT JOB SEARCH:



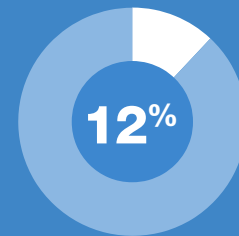
HAVE MODIFIED THEIR SOCIAL MEDIA PRESENCE IN SOME WAY



HAVE DELETED SPECIFIC CONTENT



HAVE DELETED THEIR ACCOUNT

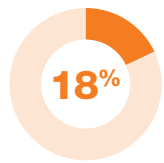


HAVE UNTAGGED THEMSELVES FROM PICTURES

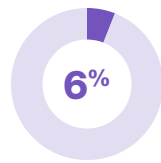
# Less-educated job seekers are more likely to commit social media no-no's.

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

Used profanity:

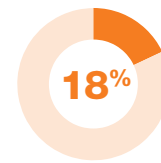


HIGH SCHOOL EDUCATION OR LESS

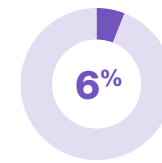


GREATER THAN 4-YEAR COLLEGE DEGREE

Were careless with spelling or grammar:



HIGH SCHOOL EDUCATION OR LESS



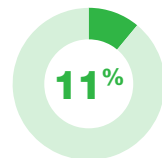
GREATER THAN 4-YEAR COLLEGE DEGREE

## ....but everybody drinks.

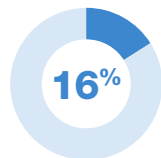
Percentage of job seekers on Facebook who shared pictures of themselves drinking:



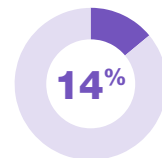
HIGH SCHOOL EDUCATION OR LESS



SOME COLLEGE



4-YEAR COLLEGE GRADUATE

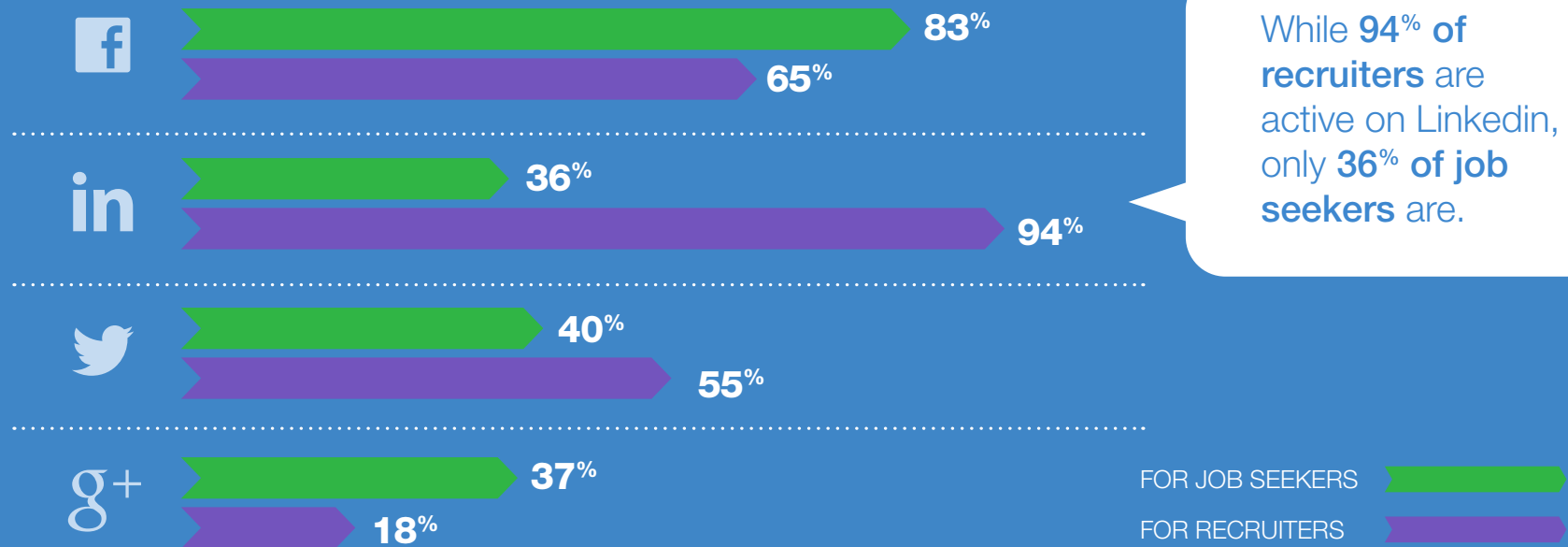


POST-GRADUATE DEGREE HOLDER

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



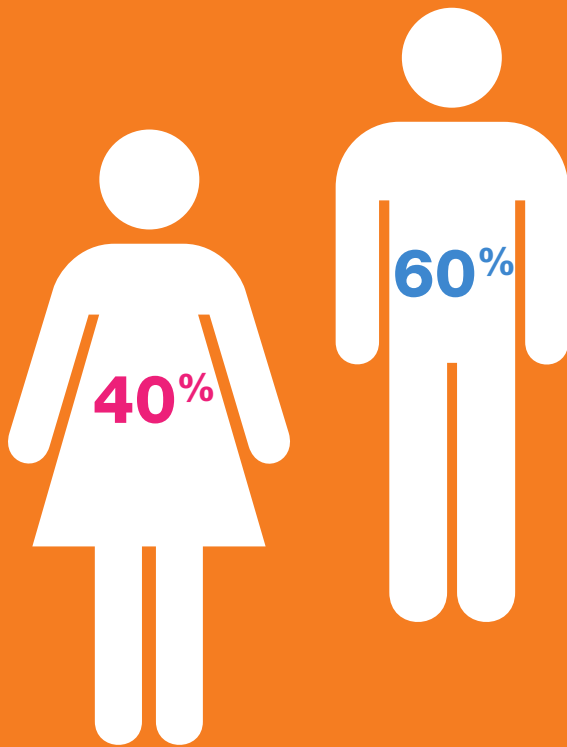
section three:

THE  
MOBILE

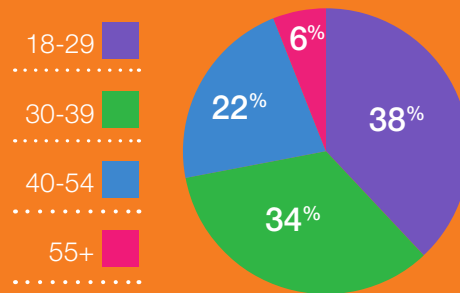
JOB  
SEEKER

# Who is the mobile job seeker?

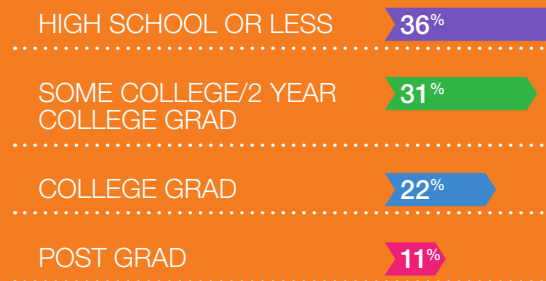
Frequent job-changers are more likely than average to have searched for jobs or had contact with a potential employer on their mobile device: 64% of adults who change jobs every 1-5 years vs. 43% overall.



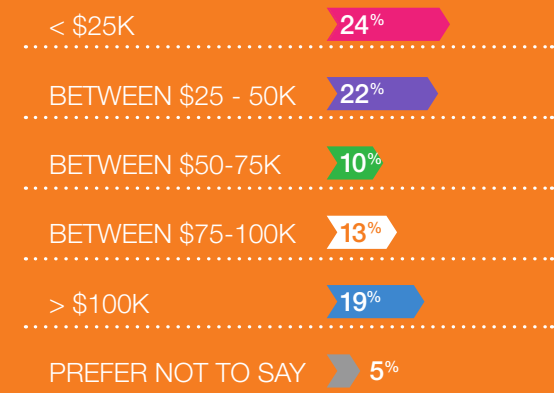
## Age



## Education



## Income

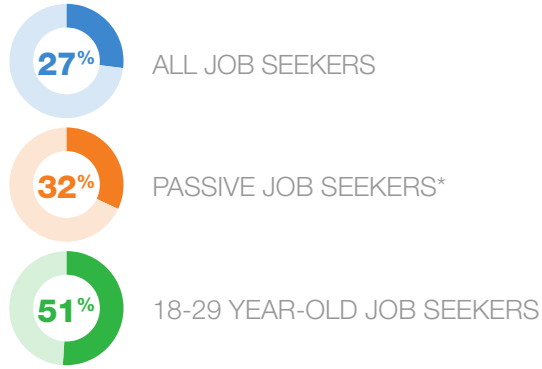




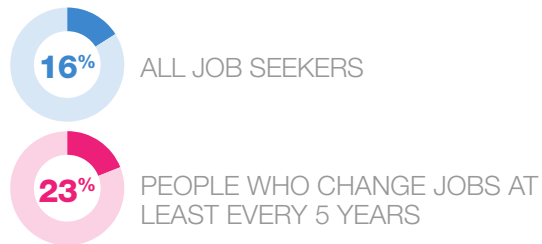
# 43% of job seekers have used their mobile device to engage in job-seeking activity.

This is where they're doing it:

In bed, prior to sleeping/waking



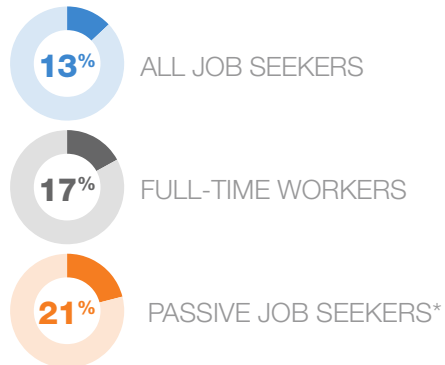
While in a restaurant



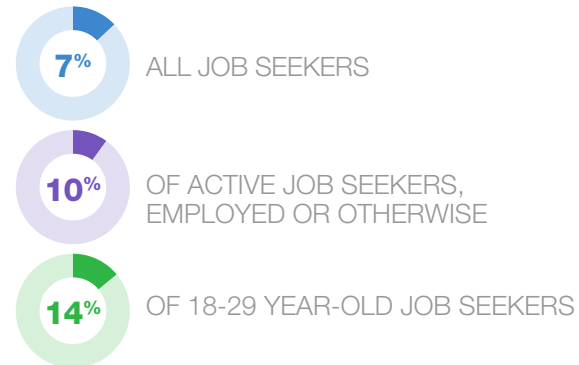
While waiting for the bus/train



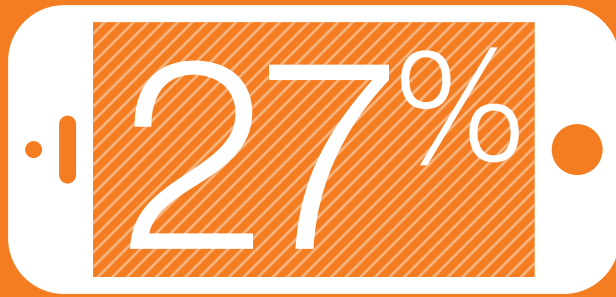
While in my office/current job



In the restroom



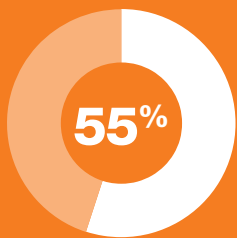
\* Passive job seekers: employed workers "open to" a new job, but not actively looking



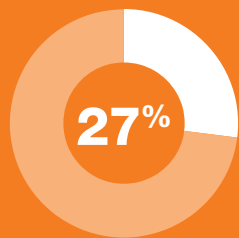
of job seekers expect to be able to apply for a job from their mobile device.

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

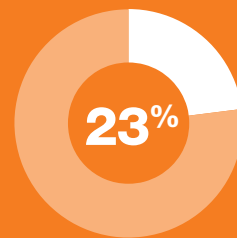
PERCENTAGE OF JOB SEEKERS RATING THE FOLLOWING "IMPORTANT" IN THEIR JOB SEARCH:



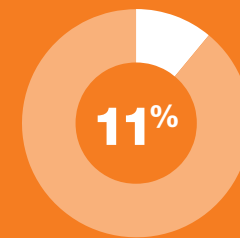
ABILITY TO SEE JOB OPENINGS OR LISTINGS WITHOUT HAVING TO REGISTER



ABILITY TO APPLY FOR JOBS FROM A MOBILE DEVICE



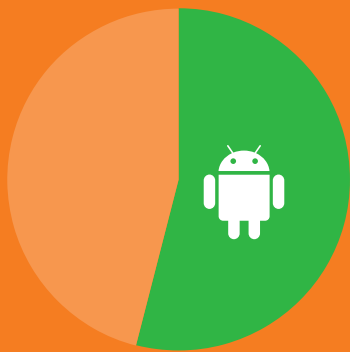
WEBSITE OPTIMIZED FOR MOBILE DEVICES



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:

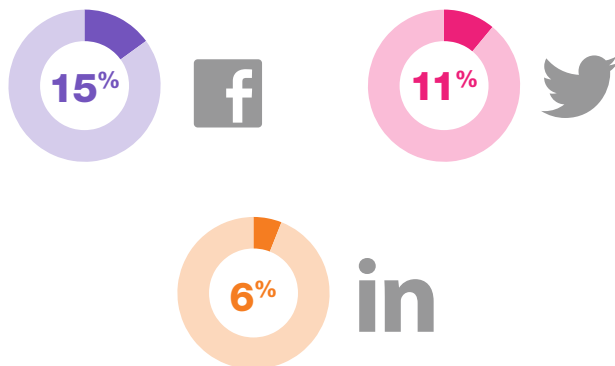
**34% vs. 25% of all job seekers**

# Mobile job seekers are more likely to turn to Facebook than LinkedIn in their job search.

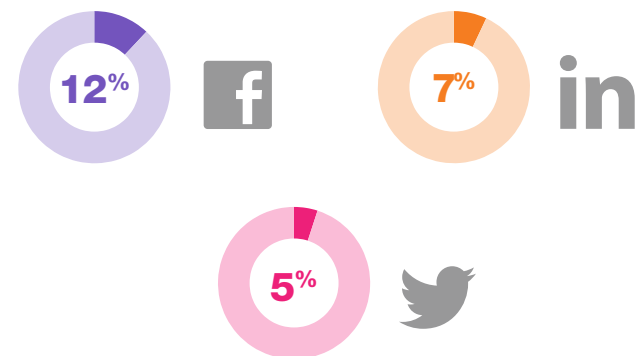
The college-educated are also 4x as likely to update their LinkedIn profile with professional info than those who are high-school educated or less, and almost 2x as likely to do so on a mobile device.

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

Updated their profile with professional information:



Searched for a job:





## 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.

### CONNECT WITH US

[www.jobvite.com](http://www.jobvite.com)

 [www.facebook.com/jobvite](http://www.facebook.com/jobvite)

 [www.twitter.com/jobvite](http://www.twitter.com/jobvite)

 [www.linkedin.com/company/jobvite](http://www.linkedin.com/company/jobvite)

650-376-7200