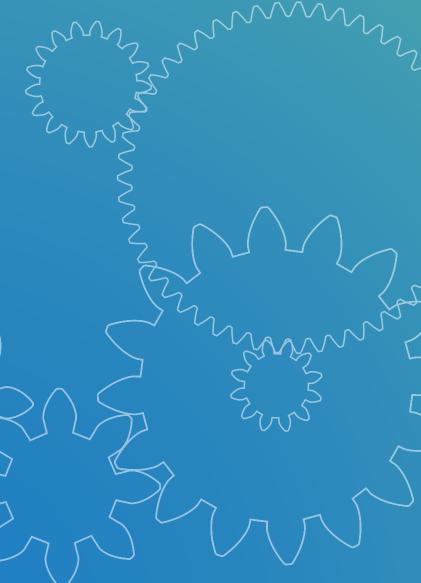
# 2018 Job Seeker Nation Study

Researching the Candidate-Recruiter Relationship

#### Right now, all eyes are on the workplace.

Recruiting and hiring practices are undergoing enormous change. The rise of a new generation, emergence of Al/automation, and a reevaluation of what makes a "qualified" candidate have transformed traditional hiring forever. It's no longer a linear start-to-finish; rather, recruiting and hiring top talent in today's world requires a continuous cycle of engagement.

Employers and job seekers alike must adapt to this model in order to navigate the new world of job seeking and recruiting successfully. This year's survey of 1,500 American job seekers examines the relationship between recruiters and candidates, the expectations on both sides, and what a successful hiring journey looks like.



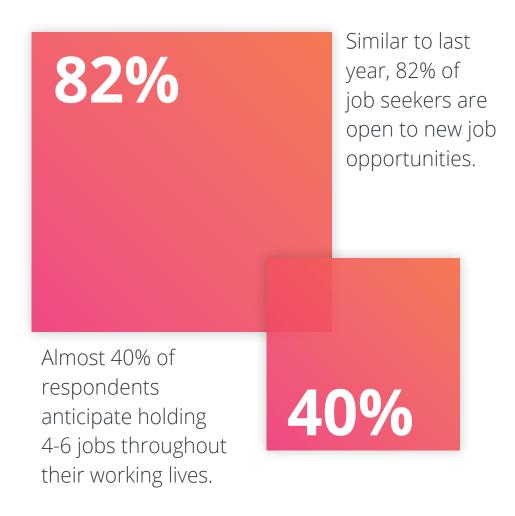


Hiring in 2018: What's at Stake

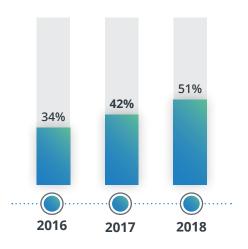
A new year brings new standards, worries, and goals for both job seekers and those hiring them.

#### The Hunt Never Ends

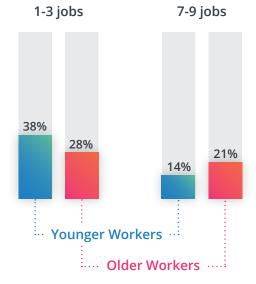
While most workers are happy with their jobs, many still keep their eyes open for new opportunities



The % of individuals who claim to change jobs every 1-5 years is on the rise.



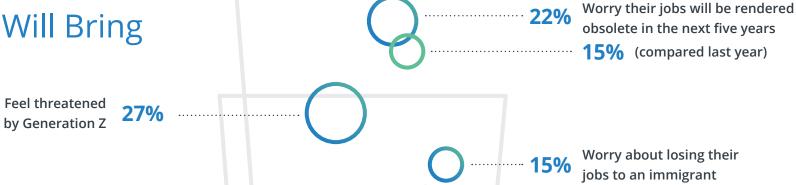
Younger / older workers are divided on # of times they anticipate job hopping in their lifetime



## Worries Plague Job Seekers About What the Year Will Bring

Feel threatened by millennials

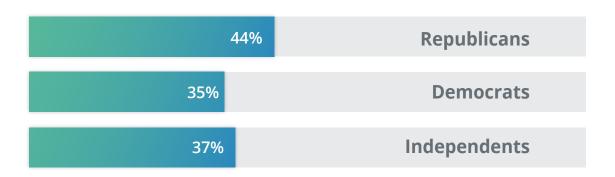
## Job seekers are concerned their jobs will ...



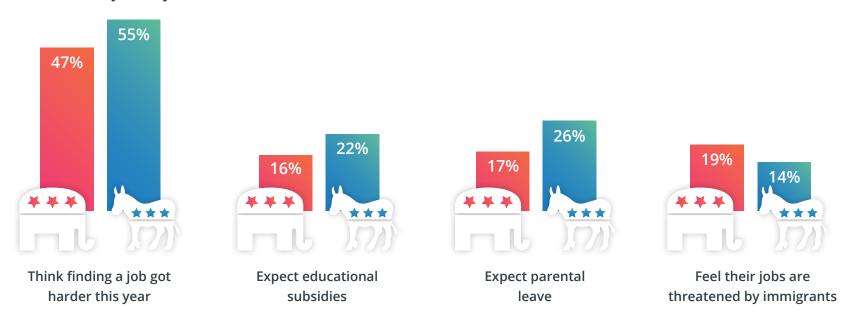
Almost half
of job seekers
believe it's at
least somewhat
harder to find
a job this year
than last.

## Political Party Informs Perception of the Job Market

Republicans tend to change jobs less frequently than Democrats and Independents.

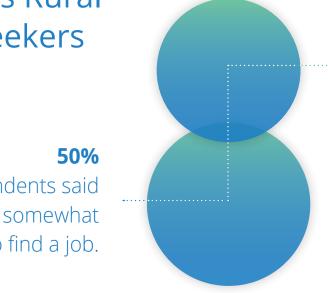


However, they have similar expectations regarding the total number of jobs over a lifetime and they leave jobs for similar reasons:



### Sentiment Divides Rural and Urban Job Seekers

City-based respondents said it was at least somewhat harder to find a job.

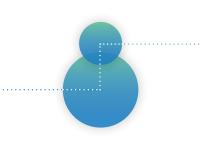


44% Rural respondents felt the same way.

23% City workers believe their job is more likely to be automated.

26%

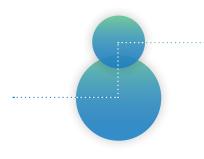
City workers believe they or someone in their immediate family are more likely to lose their job in the next year.



Rural workers believe they or someone in their immediate family are more likely to lose their job in the next year.

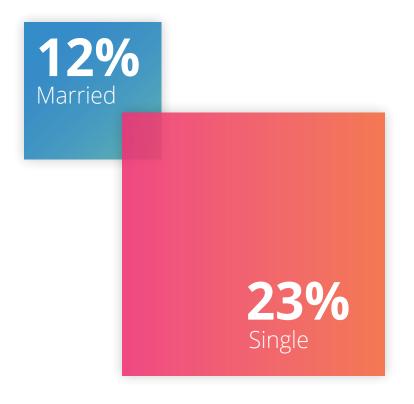


16%

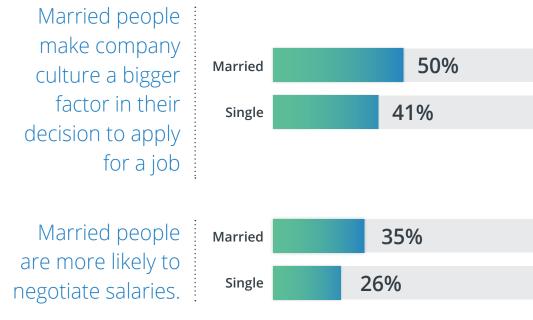


### Married Workers Crave Stability — At Work Too

Married job seekers change jobs every 1-3 years far less than single people.

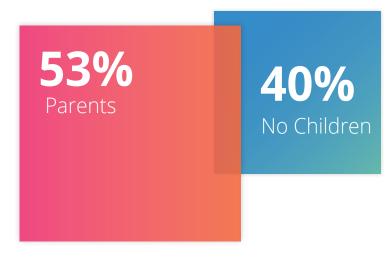


But when they do decide to jump ship, they're not hasty:

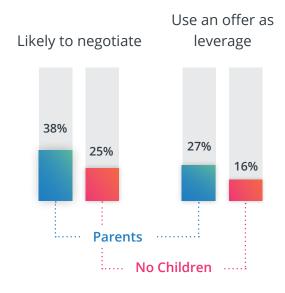


# Workers with Children Have Mouths to Feed

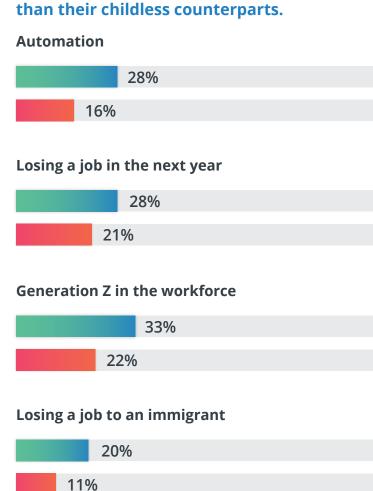
With greater pressure to provide for their kids, workers with children are more open to new jobs than those without children.



Parents are more likely to negotiate and use an offer from another company as leverage — perhaps because of those mouths to feed at home.



But that pressure doesn't stop with salary: job seekers with children are more worried than their childless counterparts.





Parents No Children

#### Money Matters Most — But Growth is a Close Second

When it comes to taking or leaving a job, job seekers today prioritize compensation — but different groups have different wishlists.



Compensation was the #1 factor for leaving a job in the last year, according to

19% of job seekers.



13%

of younger workers reported a lack of growth opportunities is enough to drive them away.



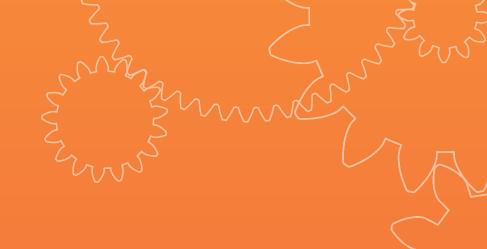
Female job seekers
are more likely to leave
a job because of work-life
balance than men

10% vs. 6%



Men are a bit more money hungry: they'll leave a job because of compensation more than women

21% vs.17%



# What Job Seekers Expect: A Seamless Experience

In today's candidate-first market, companies must pull out all the stops to meet high expectations in the hiring process.

# The Evolution of the Job Application

While job boards are still useful for many job seekers, friends and professional connections are the best source of new job opportunities.

Almost a quarter of job seekers applied to their current or most recent job via LinkedIn.

25%

Of those that didn't, many sent their resume directly to a current employee or recruiter.

38%

Some applied directly through a company's career site.

32%

#### The Cover Letter: An Even Debate

**45%** of respondents did not submit a cover letter when applying to their current or most recent job...



...but **49%** did

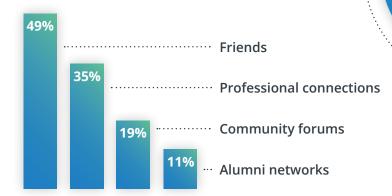
(especially workers under 40: 52%).



### Friends: The Job-Seeking Jackpot

Social media, referrals, and word-of-mouth are a go-to source of new opportunities for job seekers.

While job boards are still useful for many job seekers, friends, and professional connections work for most others looking for potential job changes.





Have referred a friend or contact to a company they've worked for

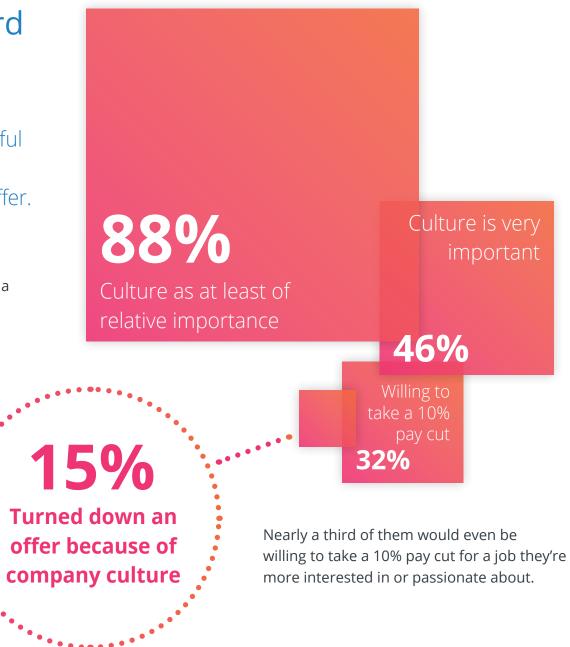


Obtained their current or most recent job from a referral

# "Culture" is a Buzzword for a Reason

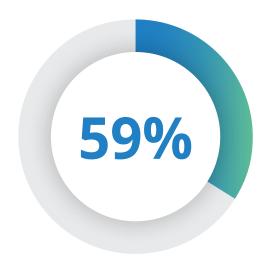
Work environment and company mission are overwhelmingly powerful draws for job seekers today — and potential reasons for rejecting an offer.

The vast majority of job seekers cite culture as at least of relative importance in applying to a company — and **46%** claim it's very important.



#### Transparency is the New Standard

With social media, review sites, and news articles, job seekers can weed out potential employers even before the first conversation.

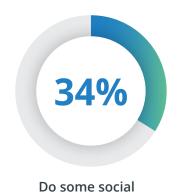


## Candidates head straight to the company website

Most job seekers head straight to the company website when researching a company.

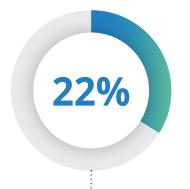


Chat up personal connections



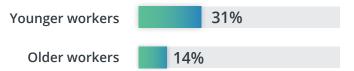
media stalking

Candidates don't hesitate to rule out a poorly reviewed company.



Preemptively rejected a potential employer due to reviews on Glassdoor or other public company reviews.

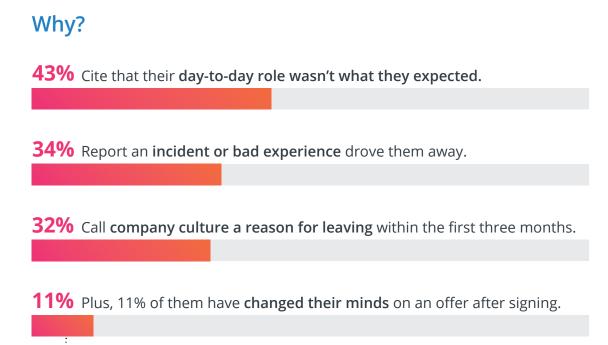




#### A Signature is Not a Done Deal



Almost 30% of job seekers have left a job within the first 90 days of starting.



..... most often because they received a better offer afterward 60%

i...Ironically, this practice is most common among ... human resources! 70%

Pursued between 1 and 4 new positions last year—

with no intention of leaving but simply to explore options.

Jobvite

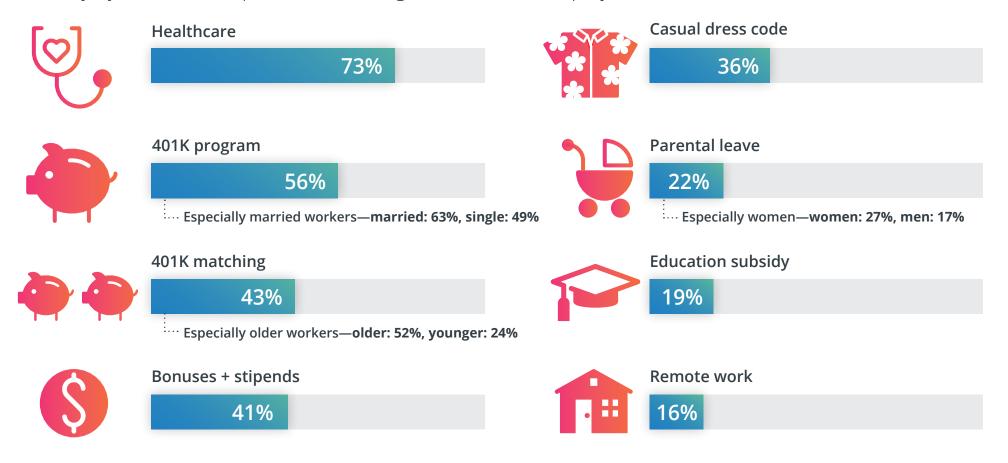
# Being a Job Seeker: The Realities, Pain Points, and Successes

Understanding job seekers means knowing what they need to become successful employees. For recruiters, building a relationship starts there.

#### Meeting Job Seeker Expectations

In a competitive market, companies must work twice as hard to entice new employees to sign on the dotted line.

Today's job seekers expect the following benefits from employers:



# Job Seekers Don't Want to Negotiate, But They Should!

When it comes to salary, negotiations are successful when they occur — but most of the time, they don't.

#### **Money Talks:**

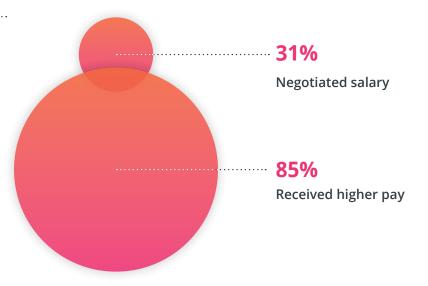
Over a quarter **(28%)** of job seekers have disclosed how much they earn with current coworkers.

Especially younger workers—younger: 37%, older: 18%.

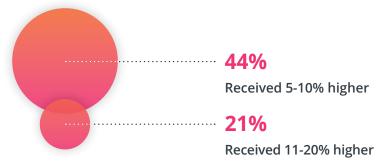
**32%** of job seekers would consider leaving a position if they discovered a colleague of a different gender was being paid more than them.

Especially women—women: 36%, men: 29%— and younger workers—younger: 28%, older: 26%.

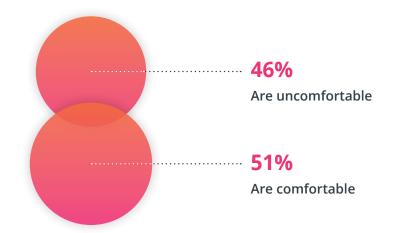
Just a third of job seekers negotiated the salary at their current or most recent job — but for those who did, 85% report receiving higher pay.



How much higher did they negotiate?



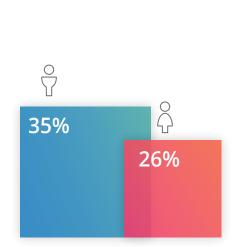
In general, though, job seekers don't agree on how they feel about negotiating — 46% are uncomfortable doing it, while 51% are comfortable.



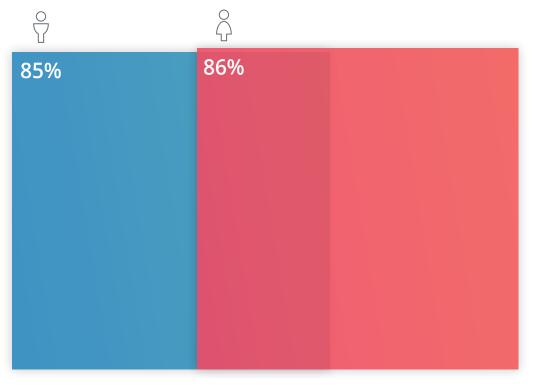
#### Perpetuating the Gender Wage Gap

According to today's job seekers, the gender wage gap should be called the negotiation gap.

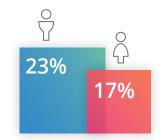




Only a quarter of female job seekers negotiated their salaries—compared to 35% of men.

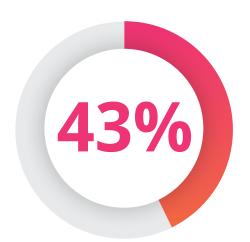


When they did negotiate though, **men** and women were similarly successful.

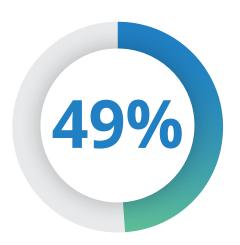


More male job seekers have used an offer from another company to negotiate salary at their current company, compared to female job seekers.

# Companies Expect an "Always On" Employee



43% of job seekers feel at least a bit encouraged by their employers to work on the weekend or after hours.



Most fall victim to the pressure: almost half (49%) of respondents check their work email after office hours every day.

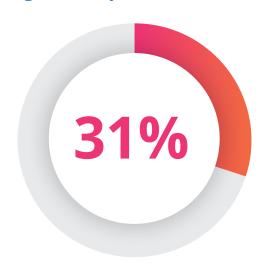
#### Different Generations, Different Habits



Communicate about work-related issues after hours

#### Don't Discount the Side Hustle

Some job seekers take the grind even further—31% report having a second source of income outside their regular 9-5 jobs.

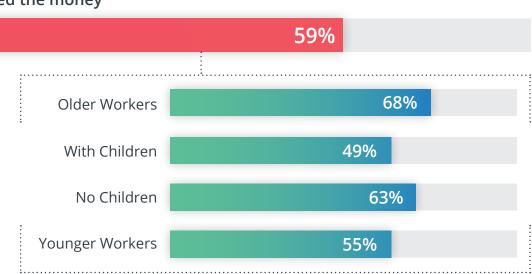




Pursue a passion project

22%

Need the money



#### What's your side gig?

Freelance work - 43%

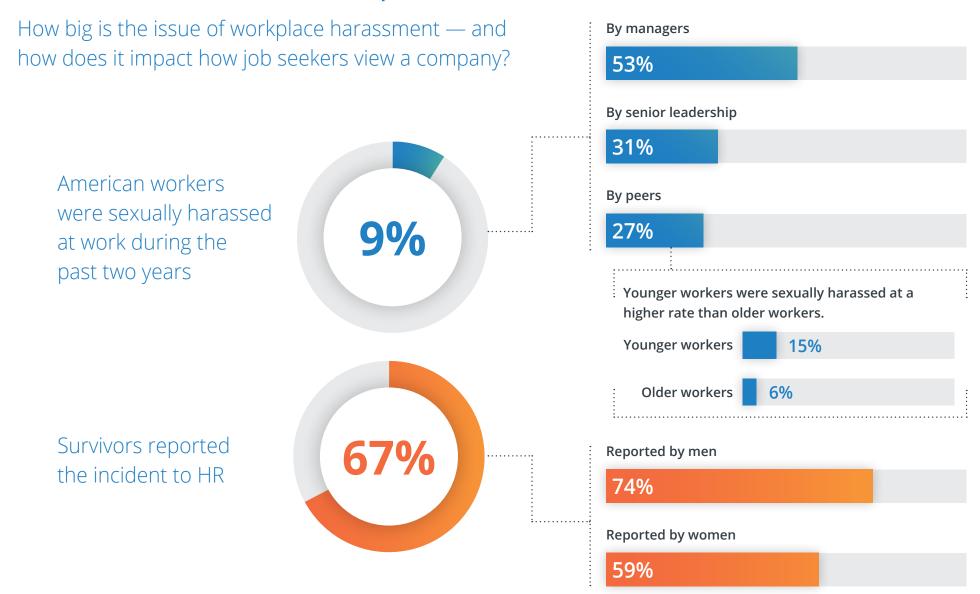
Especially men—men: 50%; women: 36%.

Childcare - 13%

Especially women—women: 18%; men: 8%.

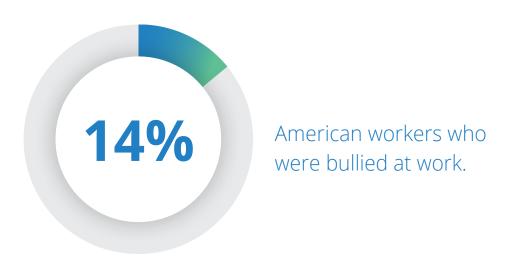
**Driving for a ride-sharing service – 9%** 

#### Harassment in the Workplace

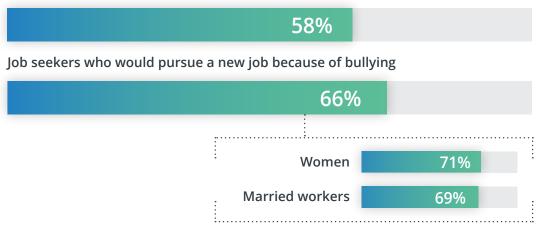


#### Bullying: A More Pervasive Problem

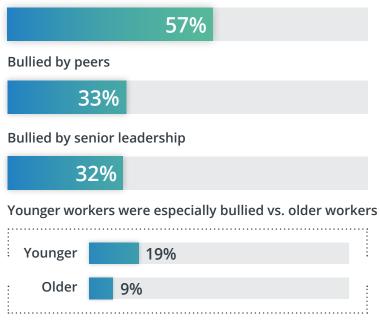
While harassment has received much necessary attention this year, bullying in the workplace is a bigger issue than many have thought.



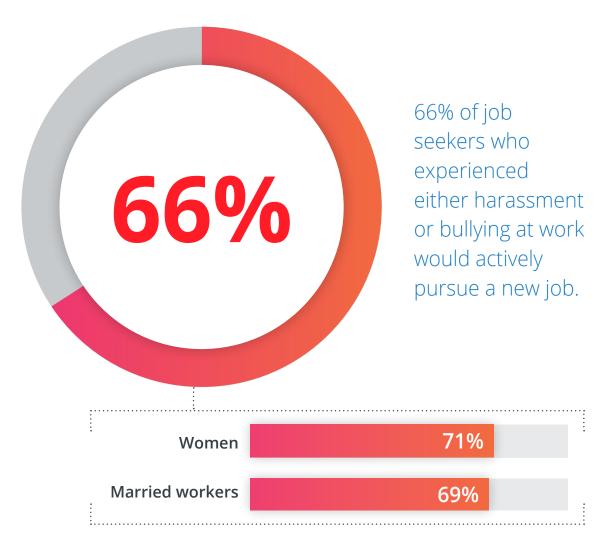








#### Bad Behavior is a Push Out the Door



Today's job seekers won't stand for bullying or sexual harassment in the workplace.\*

<sup>\*</sup>To learn more about these issues and how they impact hiring, tune into our special report coming out this summer.

#### Summary

As the way we find jobs continues to evolve and the demands of companies continue to rise, the relationship between recruiters and candidates has never been more important.

## Each new year brings new challenges to the job hunt and the hiring game:

- While most workers (61%) are satisfied with their current jobs,
   51% still claim to change jobs every 1-5 years.
- Almost half of job seekers believe it's at least somewhat harder to find a job this year than last.
- Compensation was the #1 factor for leaving a job in the last year, according to 19% of job seekers. But for 13% of younger workers especially, a lack of growth opportunities is enough to drive them away.

## Job seekers have high expectations, and recruiters are under pressure to meet them:

- Almost a quarter of job seekers applied to their current or most recent job via LinkedIn. Of those that didn't, 38% sent their resume directly to a current employee or recruiter.
- Almost a quarter (22%) of respondents have preemptively rejected a potential employer due to reviews on Glassdoor and other public company reviews.
- Almost 30% of job seekers have left a job within the first 90 days of starting — 43% cite that their day-to-day role wasn't what they expected.

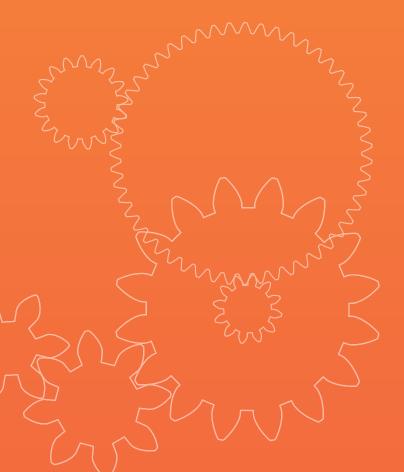
#### About the Study

On behalf of Jobvite, Zogby Analytics conducted an online survey of 1,509 recruiters in the US. Jobvite supplied Zogby Analytics a list of contacts. Each invitation was password coded and secure, so that one respondent could only access the survey one time.

Based on a confidence interval of 95%, the margin of error for 1,509 is +/- 2.5 percentage points. This means that all other things being equal, if the identical survey were repeated, its confidence intervals would contain the true value of parameters 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule, we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that subset, we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.



#### About Jobvite

Jobvite is leading the next wave of recruitment innovation with Continuous Candidate Engagement (CCE), a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Platform infuses automation and intelligence into today's expanded recruiting cycle to increase the speed, quality, and cost-effectiveness of talent acquisition. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. To learn more, visit <a href="https://www.jobvite.com">www.jobvite.com</a> or follow us <a href="https://www.jobvite.com">@lobvite</a>.

Jobvite was also named a leader in the "Forrester Wave for Talent Acquisition, Q3 2015," and a leader in IDC's MarketScape: Worldwide Modern Talent Acquisition Systems 2017.

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