Indeed Survey on Mobile Job Search in the US September 2014

US job seekers are increasingly turning to mobile devices for their job search. 65% are already using mobile devices to look for jobs. 78% would happily apply for a job via mobile if the process was made easier. Job search is now on-the-go and on demand.
Introduction

The past five years have seen an explosion of mobile devices used by US consumers and the average American consumer now owns four digital devices. This hyper-connectivity is breeding a new type of consumer, accustomed to instant access to information at any time, from anywhere. This behavior has driven innovation across a range of industries, including travel, retail and financial services, and is now disrupting the recruitment industry, forcing employers to adopt a consumer-led approach to hiring.

Research conducted in August 2014 by Indeed, the world's leading job site, examined hiring trends and job seeker behavior in the US, the UK and Australia, and the findings paint a picture of a rapidly evolving, opportunistic and increasingly mobile workforce. With 55% of job seekers worldwide noting that their biggest driver for using a mobile device is ‘convenience’, it's clear that the industry can no longer refer to mobile job search as the future; it's now.

… and are convenience first …
Indeed research showed that 65% of Americans will apply for a role directly from their mobile device – ahead of both Australians who prefer to save the job posting on their device to apply later, and the British. This trend towards mobile job search is only set to grow, as 40% now apply for jobs in transit, whether travelling for business, pleasure, or simply commuting to their current job.

More than one-third (35%) of American respondents admit that they check for new job opportunities every single day so it is no surprise that they want that process to be as convenient and efficient as possible. 67.4% of Americans claim to spend less than an hour on the job search process – from reading the role description, to hitting ‘submit’ on an application. Additionally, almost half (49%) of candidates spend only 30 minutes looking for the next opportunity. And it’s no longer just love that happens at first sight, 44% of those questioned decide whether they are interested in a role at first glance or having read only a part of the description.

### How long does the entire job application process generally take you, from reading through the initial description to the final submission of your details and resume?

- **22%** Less than 30 mins
- **45%** 30-60 mins
- **19%** 1.01-2hrs
- **7%** 2.01-6hrs
- **3%** 6.01-24hrs
- **3%** 1-2 days

### How long does it take you to determine whether a job description interests you?

- **34%** After having read parts of the description
- **31%** After having read the whole description once
- **14%** After having read the whole description more than once
- **10%** After having read the whole description, with some follow up research on review and social media sites
- **10%** At first glance

... but time to apply is reducing

**Speed and convenience drive shift in job search behavior**
The findings highlight a change in job seeker behavior as the modern job seeker emerges, who is always looking and always open to job opportunities, whenever and wherever they find them.

Responses suggest that even happy employees are open to new and tempting opportunities. Over 32% of respondents who describe themselves as happy in their job have already applied for other roles, while 61% of respondents said that an interesting opportunity would tempt them to apply regardless of their current contentedness.

This research suggests that growing numbers of Americans are therefore integrating themselves into the job market, even when they are not actively
looking for a job. With mobile devices offering candidates an additional pathway to the job market at any time, employers need to make sure they are able and prepared to attract the modern job seeker.

Barriers to submission

There is a global demand from job seekers for easy mobile application processes. This is reflected in the results. 66% of individuals would happily apply for a job via mobile if the process was simplified. Consumers may rely on mobile devices to shop, search, communicate and even manage their finances, but our research indicates that job search on mobile devices still presents some challenges.

Globally, 31% of individuals said they were discouraged from applying for jobs on a mobile as they feared the application wouldn’t look professional. Meanwhile, 20% of individuals went as far as saying that they worried the application wouldn’t actually reach the employer at all. Small screens, the difficulty with tailoring resumes to apply for different jobs and issues with attaching multiple documents were also revealed as barriers to applying. The research clearly demonstrates that, even with high consumer demand, mobile job search continues to present some challenges.

What discourages you from applying via your mobile?

- You fear your application won’t look as professional:
  - 35% Aus, 23% UK
  - 32% US

- You can’t attach multiple documents e.g. references / cover letter:
  - 29% Aus, 26% UK
  - 28% US

- You worry your application won’t reach the employer:
  - 21% Aus, 15% UK
  - 24% US

If these barriers were removed, would you apply for a job via a mobile device?

- Yes: 34%
- No: 66%
Mobility mismatch - consumer demand outpaces business supply

The data suggest there is a growing mobility mismatch between job seekers and employers. Despite 65% of Americans wanting to apply for jobs via mobile, currently only ten percent of Fortune 500 businesses are able to meet this demand by offering a mobile-friendly apply process. Even those that offer mobile applications often fall at the first hurdle – losing almost a third of would-be applicants (30%) at the first step, user login.

For employers who have been consoling themselves that mobile is only a concern for recent graduates or younger applicants, the research suggests otherwise. While, unsurprisingly, more younger candidates tend to search for jobs on their mobile device (roughly 77% of those between the ages of 16 to 34), older workers are not far behind. 72% of Americans between 35 - 44 use a mobile device to search for jobs while over half (54%) between the ages of 45 to 54, and over a third (35%) of the 55 and up age range have already turned to mobile job search.

The findings suggest that “the right place at the right time phenomenon” is dying out – would-be employees and prospective candidates increasingly view the hiring process as something that happens whenever and wherever they are. In order to benefit from this shift and to gain an edge in the global talent war, employers need to understand that top talent will no longer wait to apply later - they will simply move on to another opportunity. This research serves as a wake-up call for businesses to act now to give job seekers the tools to pursue new job opportunities when, how and where they want to from their mobile device.
In July of this year, mobile job search traffic to Indeed surpassed 50% for the first time. It’s clear that mobile job search is not a thing of the future, it’s happening now. The majority of job seekers around the world (62%) find jobs on a mobile device, yet only a small fraction of companies have a mobile friendly apply process. Top talent will not wait to apply later - they will simply move on to another opportunity. And job seekers aren’t the only ones that benefit from the mobilization of the hiring process - employers who

**Mobile internet changes job search behavior**
51% of searches on Indeed are conducted with mobile devices. In January 2013 this number was 33%

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**When searching for a job, how often do you search?**

- Job search is a part of my daily routine
  - 33% US
  - 51% UK
  - 6% Aus

- I am happy in my current job, but always keep an eye open for new opportunities
  - 16% US
  - 12% UK
  - 24% Aus

- I am happy in my current job, but would consider moving if someone approached me
  - 8% US
  - 9% UK
  - 13% Aus

**Next steps – how can employers adapt to the mobile opportunity?**

In July of this year, mobile job search traffic to Indeed surpassed 50% for the first time. It’s clear that mobile job search is not a thing of the future, it’s happening now. The majority of job seekers around the world (62%) find jobs on a mobile device, yet only a small fraction of companies have a mobile friendly apply process. Top talent will not wait to apply later - they will simply move on to another opportunity. And job seekers aren’t the only ones that benefit from the mobilization of the hiring process - employers who
accept mobile applications receive twice as many quality applicants than those offering solely desktop options.

Competing for the best talent means reaching the best quality candidates when and where they’re receptive to the right job. In response to this trend, we launched Indeed Apply two years ago, so candidates could easily apply to jobs from mobile phones and tablets. Our recent acquisition of MoBolt takes this a step further, making it possible for employers to immediately create a branded, mobile career site and accept applications from candidates on any device.

What discourages you from applying via your mobile?

- 53% The screen on a mobile device is too small
- 38% You can’t easily tailor your resume to apply to different jobs
- 32% You fear your application won’t look as professional
- 28% You can’t attach multiple documents e.g. references / cover letter
- 24% You worry your application won’t reach the employer
To gain an edge in the global talent war, it is critical that employers give individuals the tools and the confidence to pursue new job opportunities on demand with a reliable mobile hiring process. Mobile should not be siloed however, as consumers move rapidly across channels in search of the best experience. No matter how or where job seekers are applying for jobs, employers need to create a platform which is both simple and effective. Mastering this mismatch will mean that businesses and job seekers can stay ahead of the pack, no matter where or who they are.
About the research:
Indeed commissioned independent research with Censuswide in August 2014. The results are based on a poll of 3,374 consumers across US, UK, and Australia. For more information on the key findings, please contact IndeedUSA@hotwirepr.com.

AboutIndeed:
More people find jobs on Indeed than anywhere else. Job seekers can search millions of jobs on the web or mobile in over 50 countries. More than 140 million people each month search for jobs, post resumes, and research companies on Indeed, and Indeed is the #1 source of external hires for thousands of companies (sources: SilkRoad & iCIMS). For more information, visit indeed.com.