Understanding jobseeker behaviour

All job seekers use at least 4 digital sources, 42% of jobseekers use 8 or more.

70% of US and UK jobseekers are more likely to apply when salary information is included.

50% of respondents use job boards for researching employers.

42% of respondents use job boards for researching salary.

>25% of respondents value quality of listed jobs when choosing a job board.

18 to 25-year-olds don’t see the cover letter as such a vital part of the process, and are more likely to only submit one on request.

By 2020 millennials will make up 35% of the global workforce.

“Reputation, quality and trust are key in the foundation of a job board. Bottom-line, jobseekers need to make a quick decision when responding to jobs, so you can’t afford to waste their time with inaccurate, irrelevant or out-of-date information.”

Jobseeker Frustrations

42% Out-of-date jobs
33% Irrelevant jobs
32% Lack of response

“In order to engage with jobseekers in such a competitive market, job boards need to become career hubs, offering valuable content as well as listing the best quality jobs. This will build trust, increase applications and build brand loyalty.”

Data from the Global Jobseeker Survey Report
info.madgex.com/jobseeker-survey