

# Understanding jobseeker behaviour

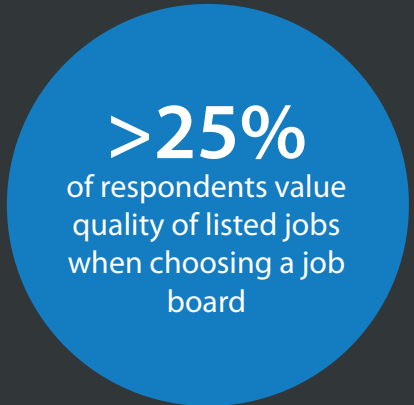


All job seekers use at least **4 digital sources**, 42% of jobseekers use 8 or more.

"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."



**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 work force.

"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make a quick decision when responding to jobs, so you can't afford to waste their time with inaccurate, irrelevant or out-of-date information."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

