

2014

Job Seeker Nation: Mobility In The Workforce Study

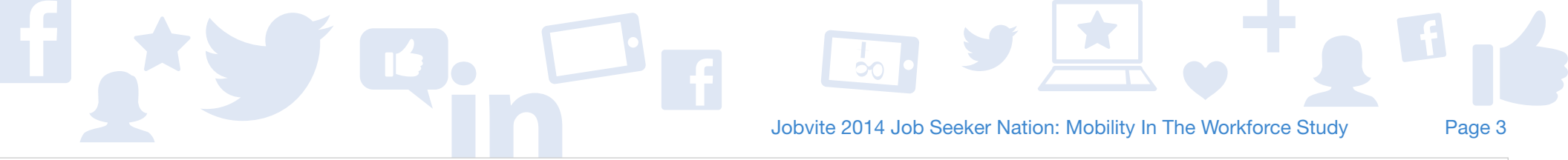




Job Seeker Nation 2014: Mobility In The Workforce Study

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. Of those 1,303 participants, 753 were identified as high or low mobility workers within the labor force. Participants were screened based on their employment situation, education level, and attitude toward future career opportunities. Non-employed and non-job seekers were excluded from this 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 matched the nationwide population of adults (age 18+) with respect to gender, age and religion.

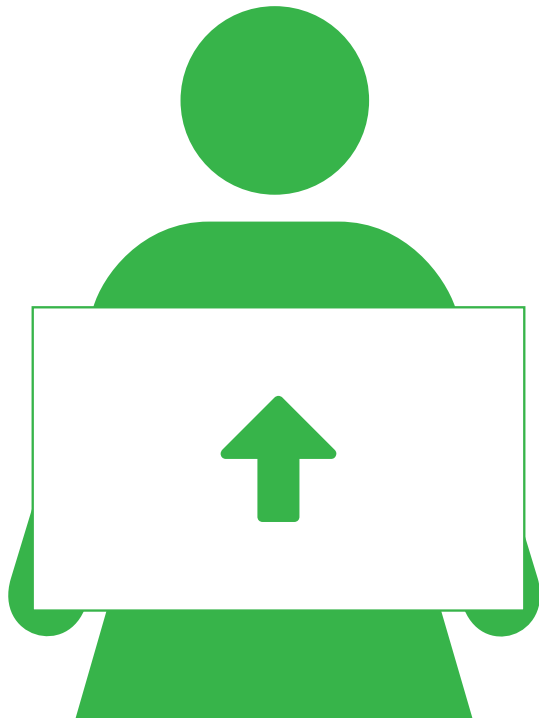


An improving economy signals a tighter labor market.

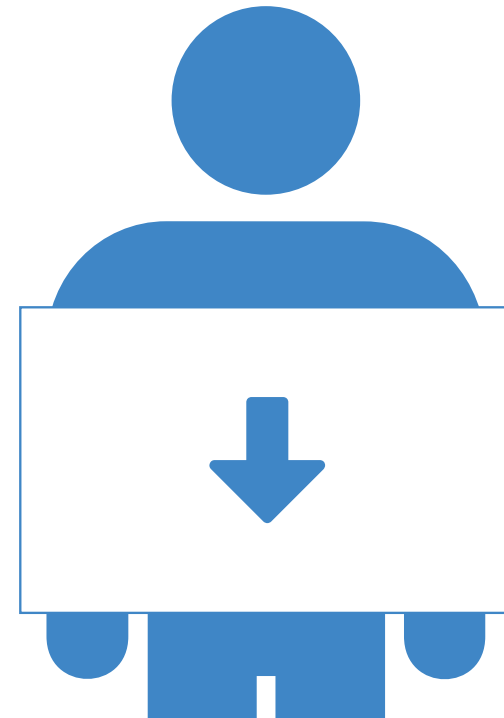
The continual advancement of technology, in combination with the retirement of baby boomers, has contributed to increased demand for highly skilled workers. This demand has resulted in a divided labor market where highly skilled workers experience high mobility and less skilled workers experience low mobility within the labor force.

The results from this study delve into the two-tiered labor market, comparing job seeking behavior between high and low mobility job seekers. The study reveals that education and skill set allow the best candidates to be more open to new jobs and optimistic in a fiercely competitive market.

Mobility in the workforce defined.

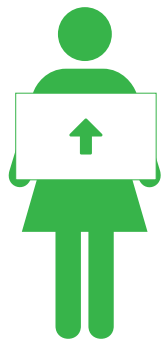


High mobility workers represent a portion of the labor market that has the flexibility and demand to change jobs more frequently, giving them increased opportunities for advancement within the labor market.



Low mobility workers experience more difficulty qualifying for and finding advanced positions, resulting in fewer options when job searching.

Who makes up the two-tiered labor market?



High mobility workers are college educated with the skills to meet the demands of increasingly competitive and technical fields, allowing them the flexibility to switch jobs and change locations more readily.



Low mobility workers have a high school education or less and lack the skills to compete for in-demand jobs. This funnels under-qualified workers into jobs with fewer opportunities for growth and movement within the labor market.

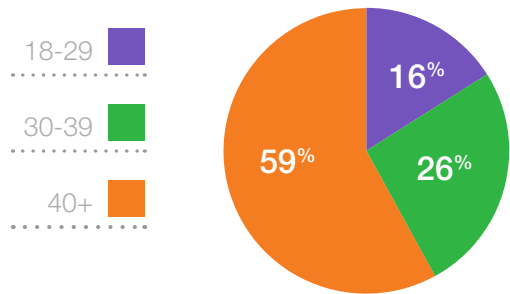
Let's take a look at the defining characteristics that set these workers apart.



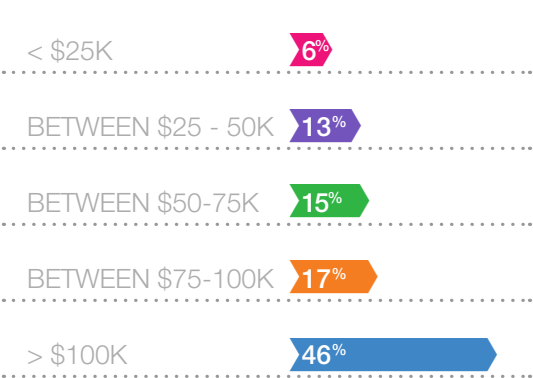
The **high mobility** job seeker is female, over forty years old, college educated, employed and earns an annual income of more than \$100k.



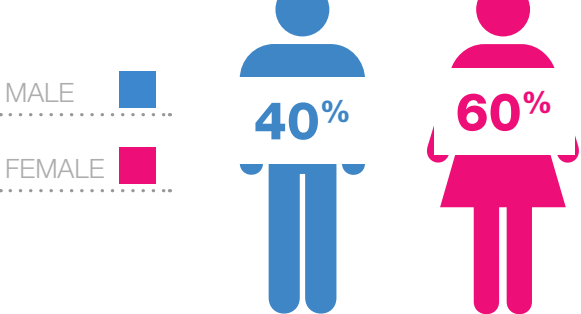
Age



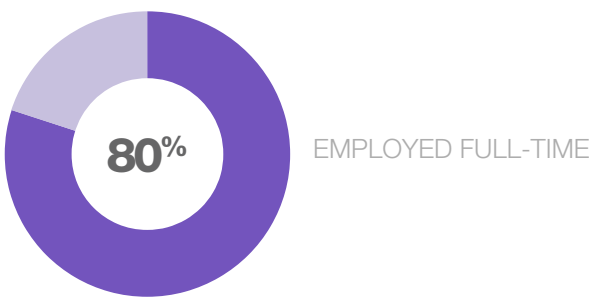
Income



Sex



Employment Status



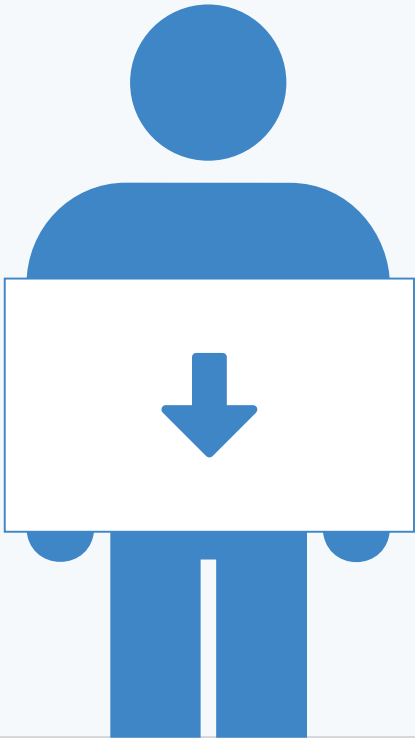
Education

4-year college degree or post-graduate education.

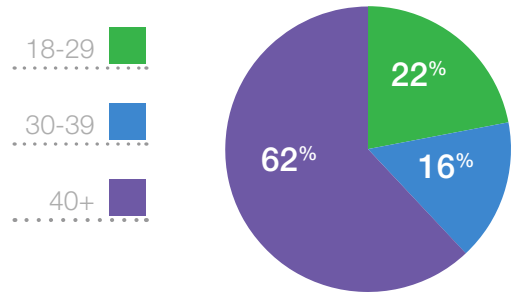
Popular Occupations

Education, healthcare and accounting/finance.

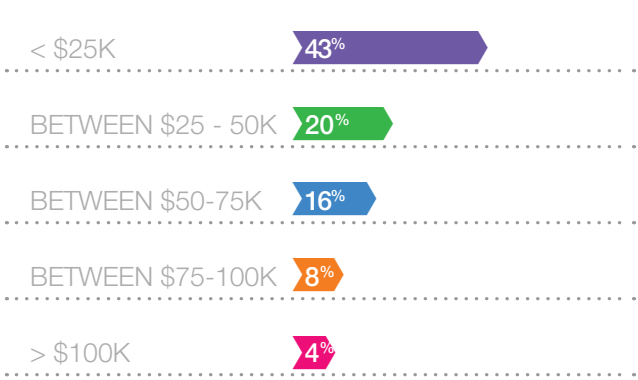
The **low mobility** job seeker is male, over forty years old, high school educated, employed and earns an annual income of less than \$25k.



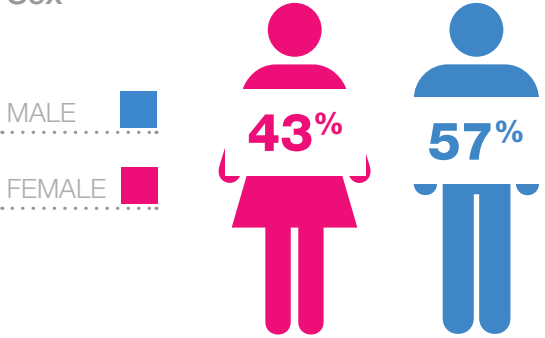
Age



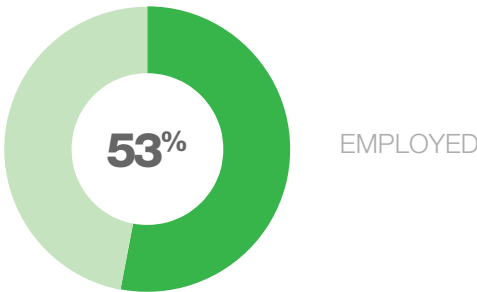
Income



Sex



Employment Status

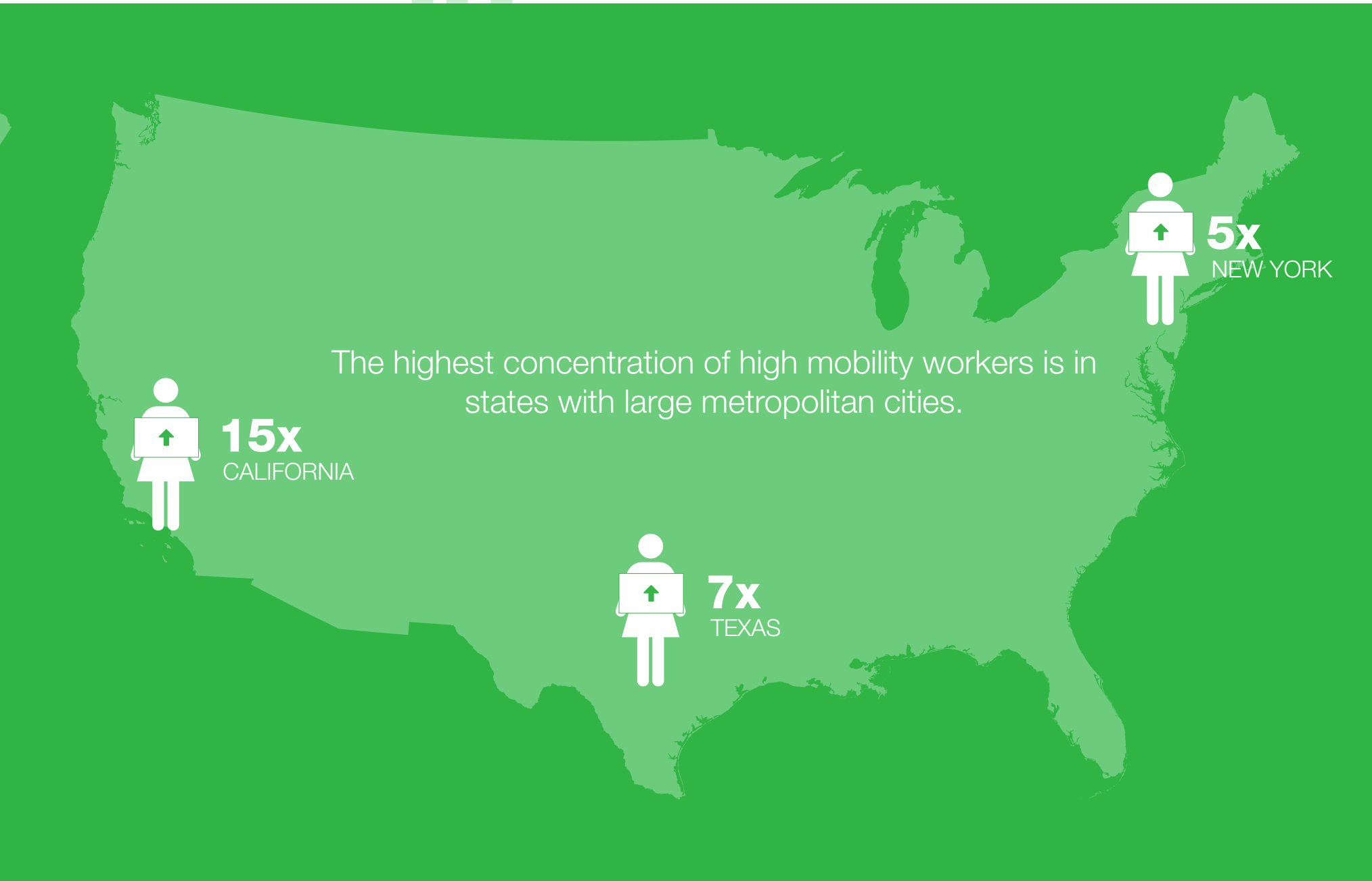


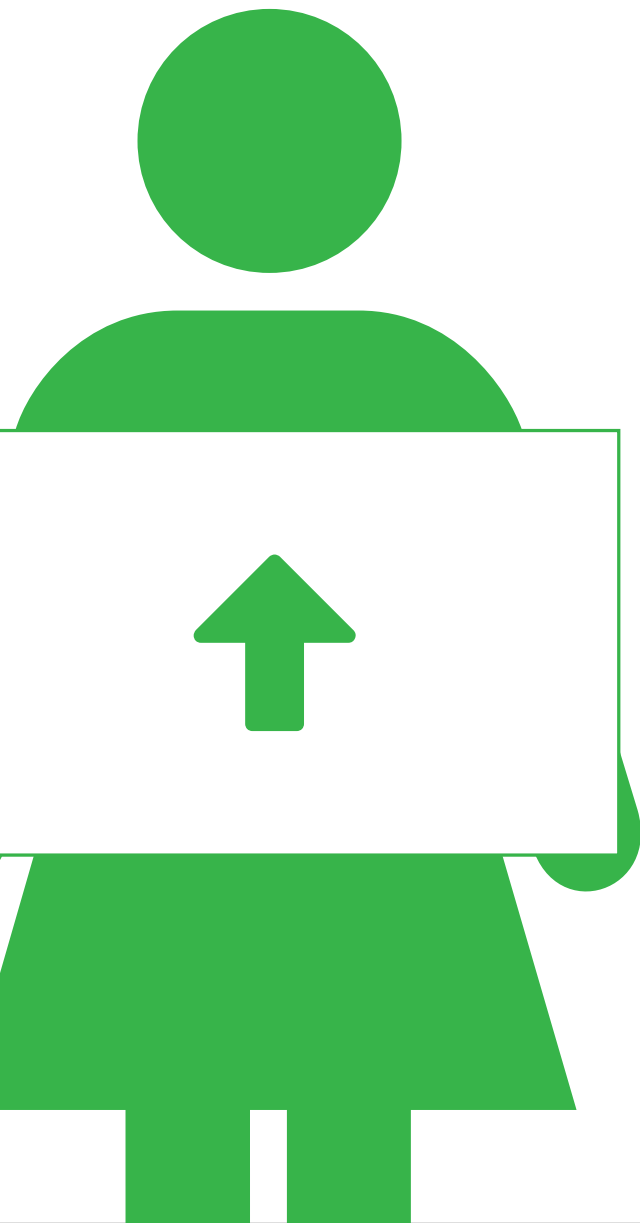
Education

High school diploma or less.

Popular Occupations

Retail, manufacturing, hospitality, and general labor.





What makes someone a high mobility worker?

36%

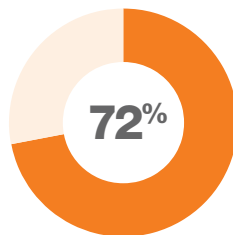
of job seekers have a college degree or post-graduate education

+

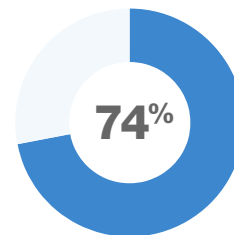
80%

of these highly educated job seekers are employed full-time.

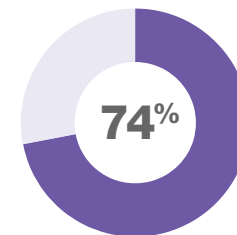
The labor market is in the high mobility job seeker's favor, as recruiters are strapped to fill positions requiring advanced skills.



TECHNOLOGY



MANUFACTURING

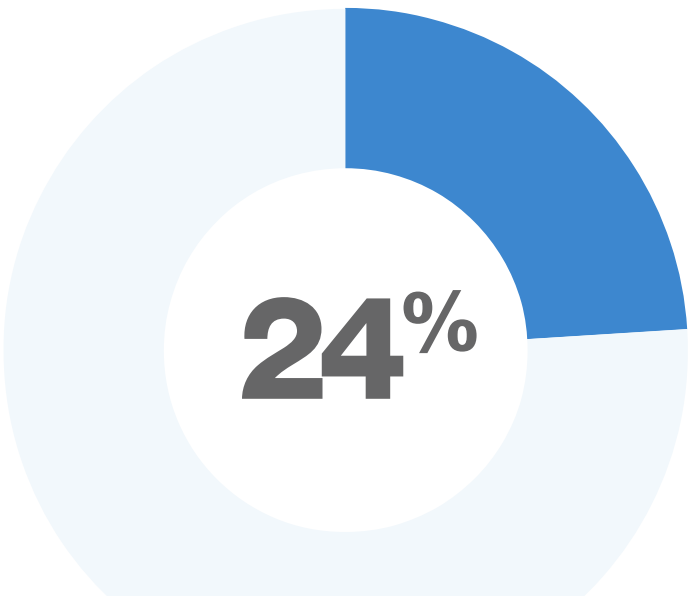
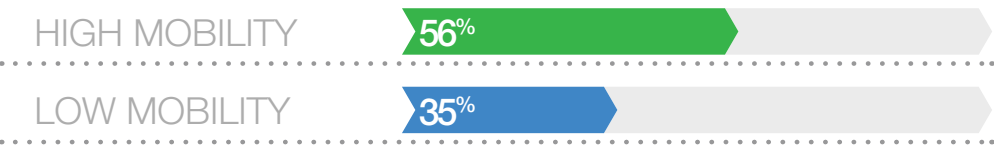


RETAIL

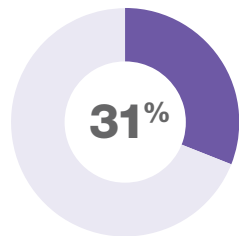
Both tiers of the labor market remain optimistic about career opportunities.

The [right skill set](#) and [market demand](#) likely contribute to why high mobility workers are much more likely to be employed and open to a new job than low mobility workers.

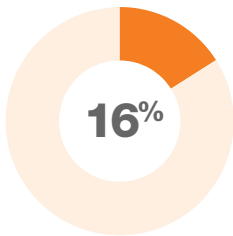
Employed and open to a new job.



High and low mobility job seekers are equally optimistic about career prospects. However, low mobility men and women do not share the same career optimism.



LOW MOBILITY MEN



LOW MOBILITY WOMEN

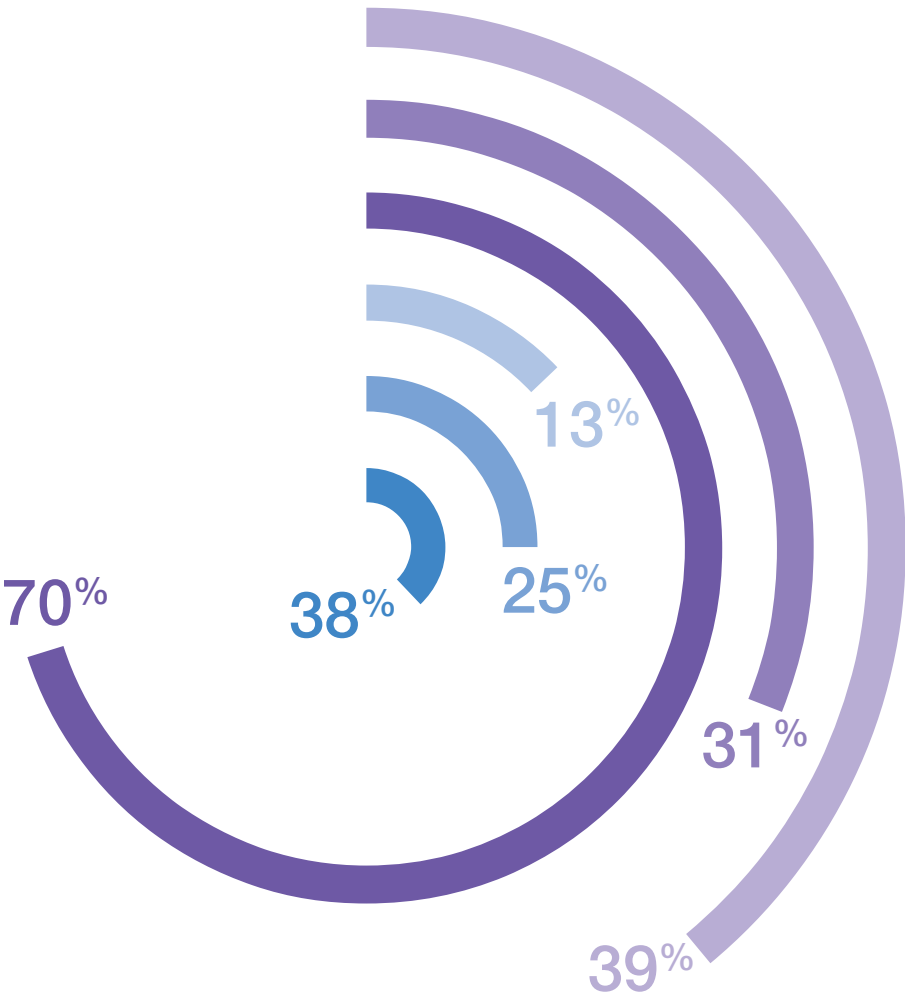
Job-hopping continues to be a trend among all workers.

70% of workers change jobs every 1-5 years

- 31% HIGH MOBILITY
- 39% LOW MOBILITY

38% of workers change jobs every 6-10 years

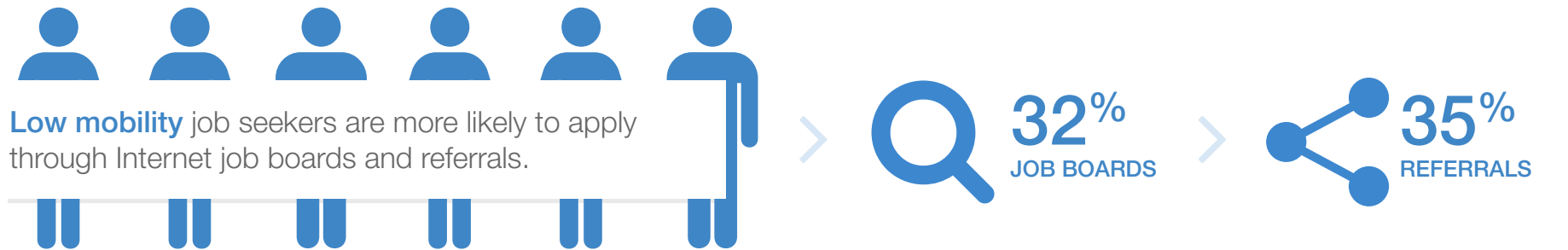
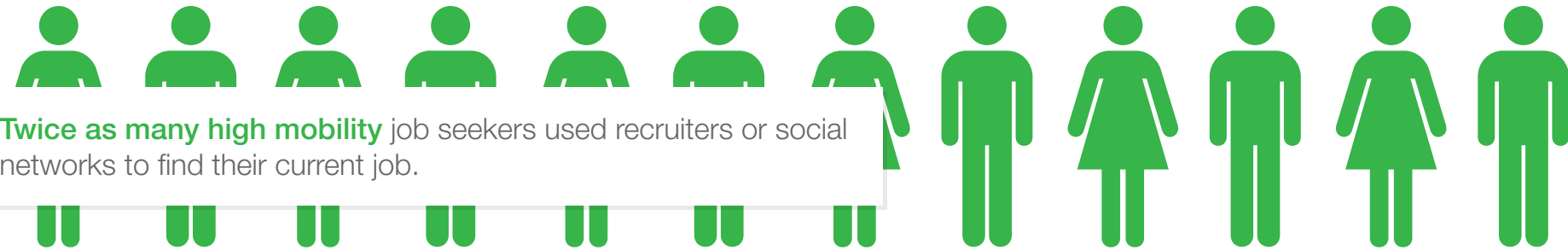
- 25% HIGH MOBILITY
- 13% LOW MOBILITY



Job seeking behavior: How they use mobile and social tools.

High mobility job seekers take advantage of less conventional methods in their job search.

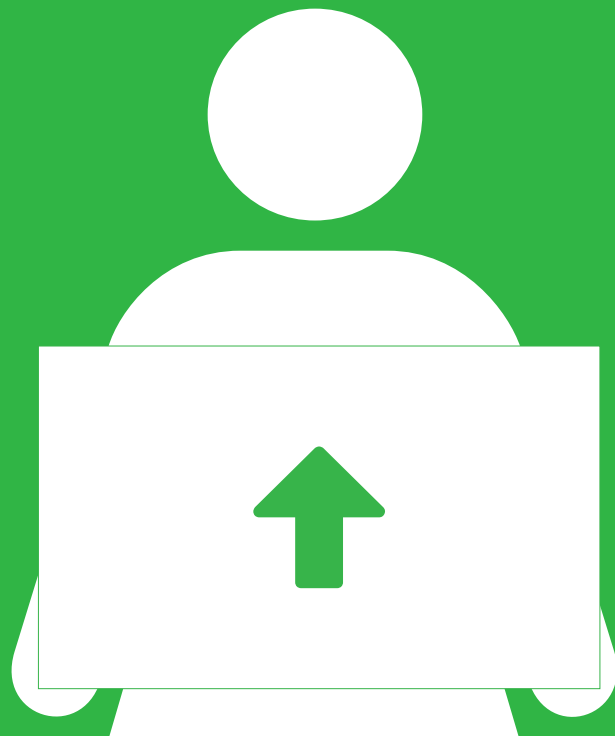
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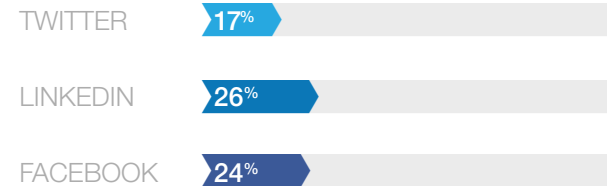


How job seekers use social media.

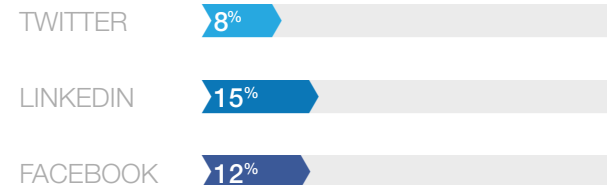
While **86%** of the workforce finds Facebook to be the best professional network to find a job, high mobility job seekers prefer to use LinkedIn in their job search.



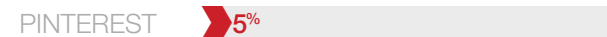
Updated their profile with professional information.



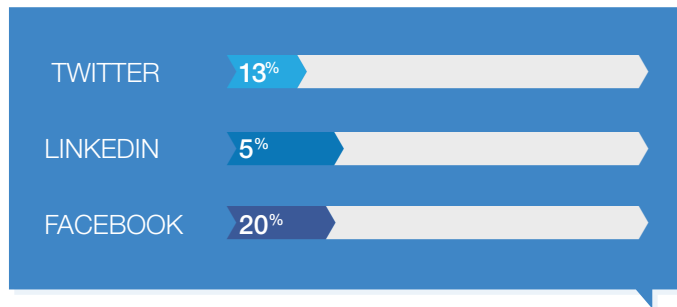
Searched for jobs on social.



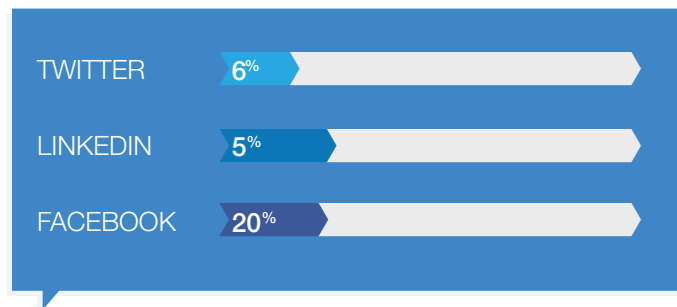
Are more likely to include new social networks on their job applications.



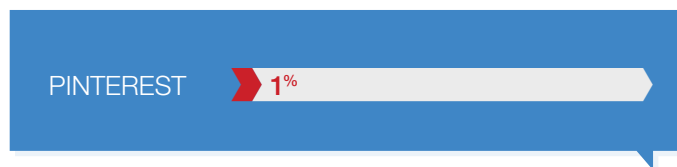
Updated their profile with professional information.



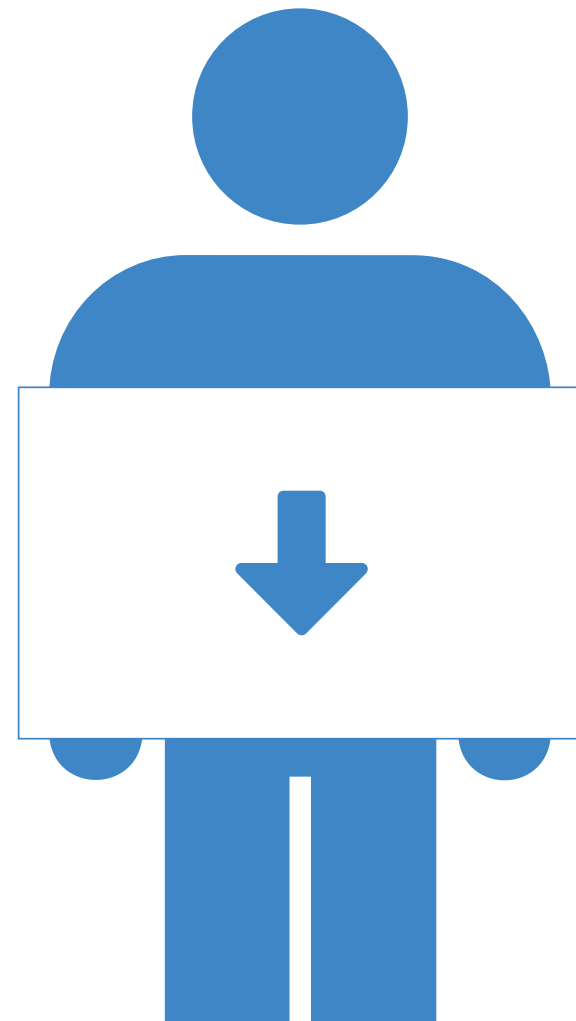
Searched for jobs on social.



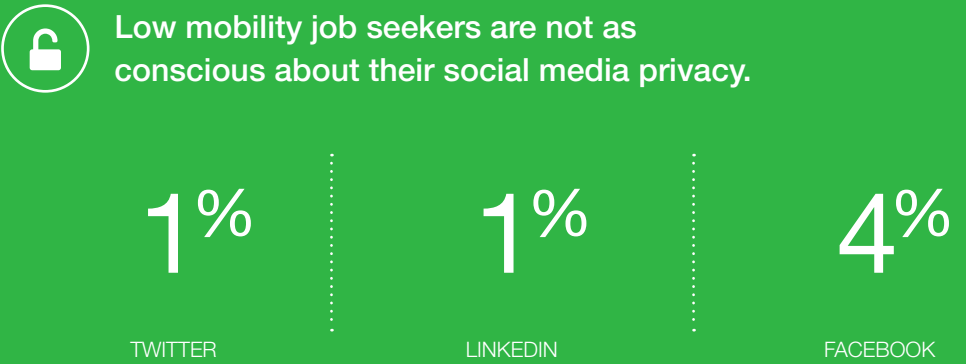
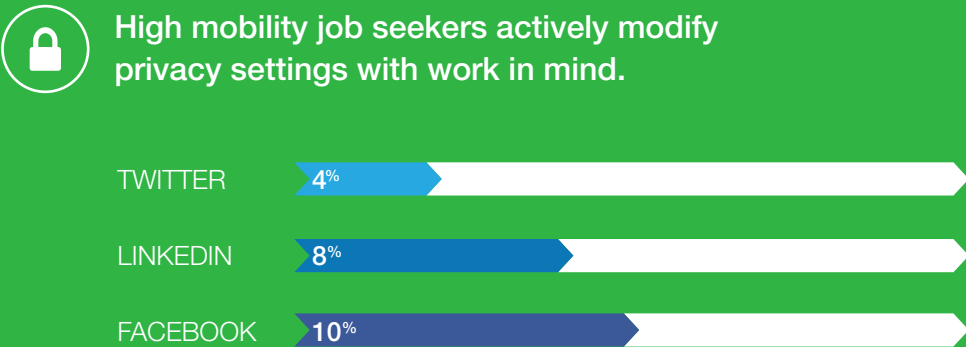
Are less likely to include new social networks on their job applications.

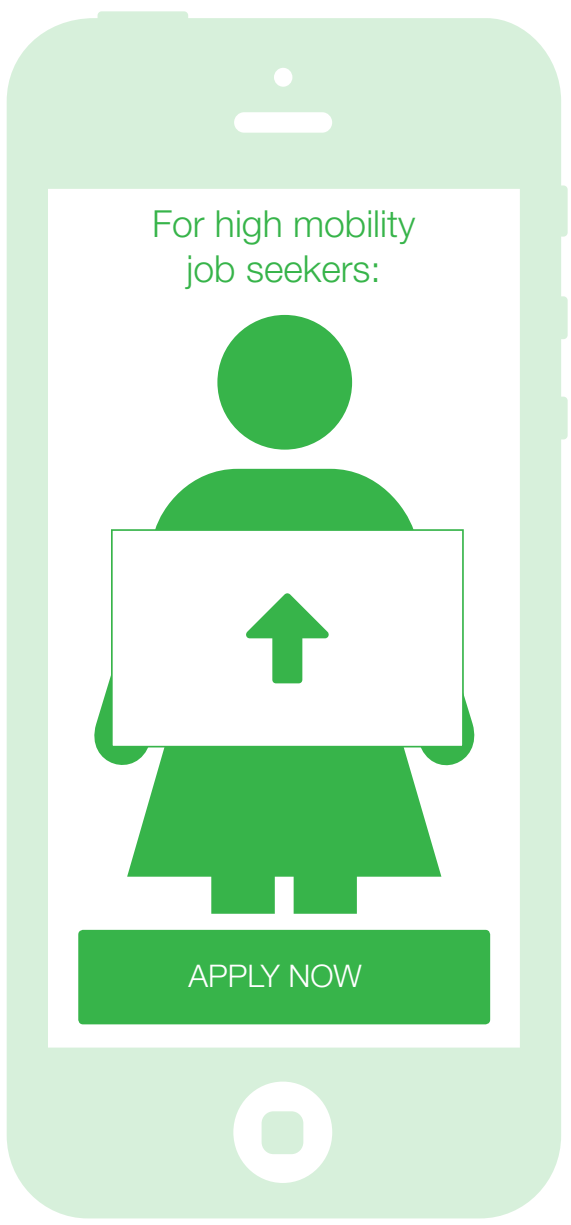


Low mobility workers



High mobility job seekers are more concerned about their social media presence.





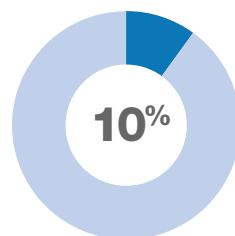
Mobile is important to everyone.

24% of high mobility job seekers find the ability to apply for jobs on mobile important.

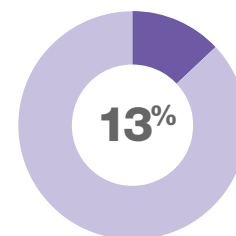
21% of high mobility job seekers find an optimized mobile website to be important during the job search.



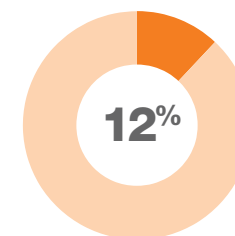
On mobile, LinkedIn is high mobility job seekers' tool of choice when searching for a new job.



UPDATING
PROFILES



INCLUDING PROFILE ON
A JOB APPLICATION

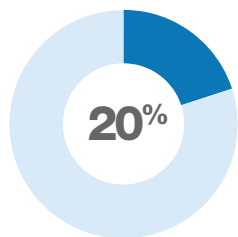


SEARCHING
FOR JOBS

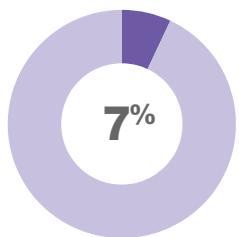
30% of low mobility job seekers find the ability to apply to jobs on mobile important.

26% of low mobility job seekers find an optimized mobile website to be important during the jobs search.

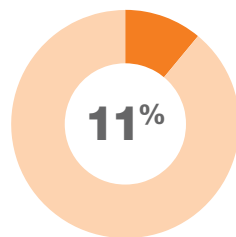
f On mobile, Facebook is low mobility job seekers' tool of choice when searching for a new job.



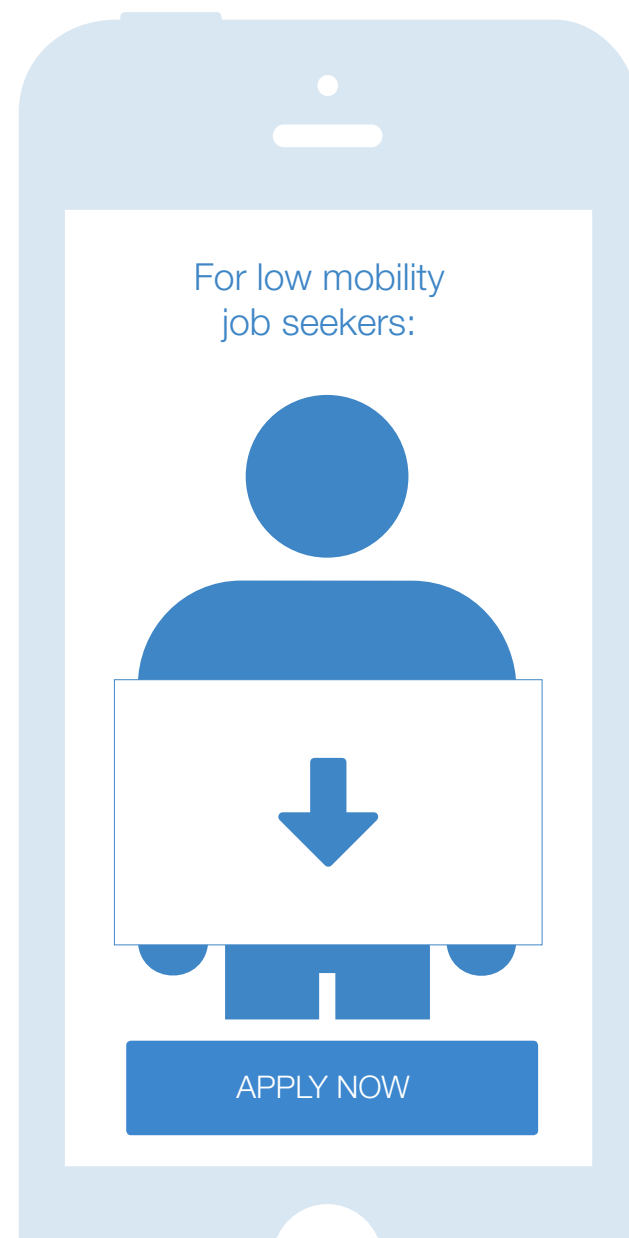
UPDATING
PROFILES



CONNECTING WITH
POTENTIAL EMPLOYERS



SEARCHING
FOR JOBS





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 Engage 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 Engage is one intuitive platform to manage all sourcing programs and see the results.

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