

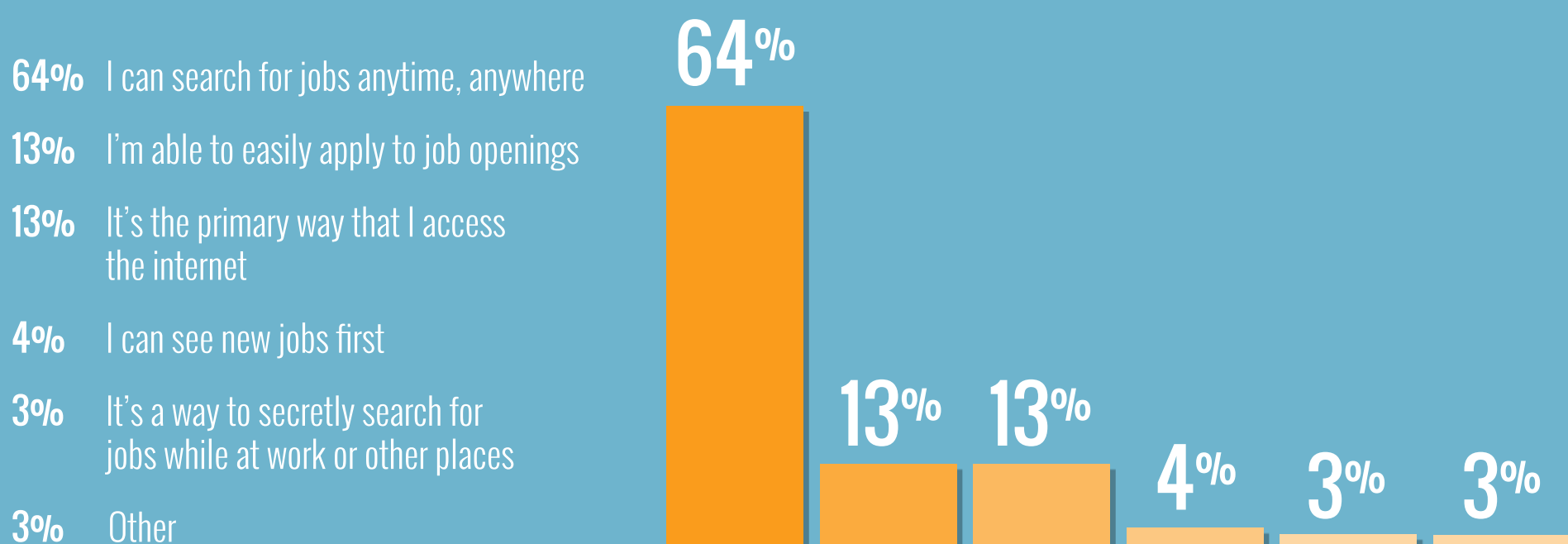
# MOBILE WARMING: THE JOB SEARCH CLIMATE IS CHANGING



**65%**  
of job seekers use their smartphone at least once a day for job search purposes

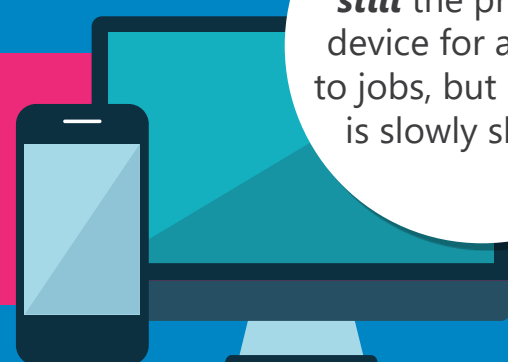
## INSTANT GRATIFICATION

The primary reasons for using a smartphone to search for jobs:



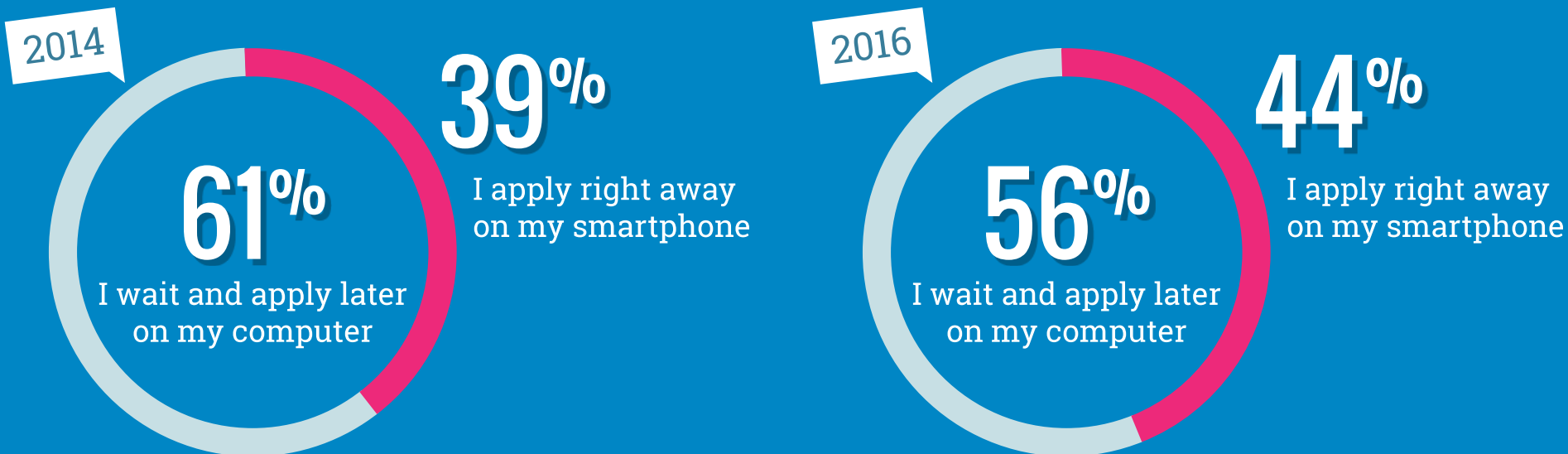
## THE TEXT BEST THING

**73%** of job seekers said they want to receive targeted jobs via text messaging.



The computer is **still** the preferred device for applying to jobs, but behavior is slowly shifting.

When job seekers find a job they like on their smartphone...



## THE TEXT GENERATION IN RECRUITMENT:

Mobile preferences among different generations of job seekers



Likelihood to apply to a job from a smartphone

Millennials: **53%**  
Gen X: **49%**  
Baby Boomers: **32%**

Willingness to receive job opportunities via text

