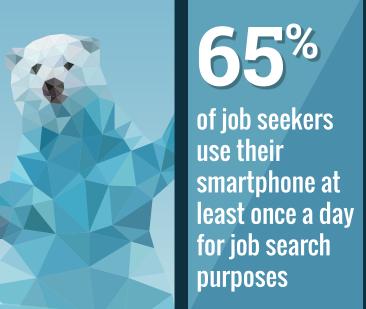
### MOBILE WARMING:

# THE JOB SEARCH CLIMATE IS CHANGING



#### **INSTANT GRATIFICATION**

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

**64%** I can search for jobs anytime, anywhere

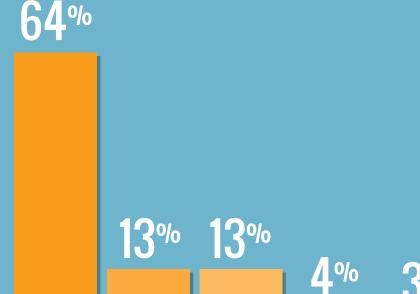
13% I'm able to easily apply to job openings

**13%** It's the primary way that I access the internet

**4%** I can see new jobs first

**3%** It's a way to secretly search for jobs while at work or other places

**3%** Other



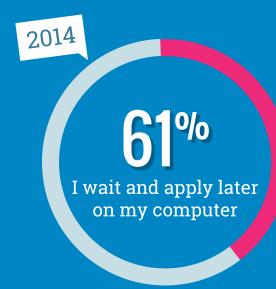
#### THE TEXT BEST THING

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



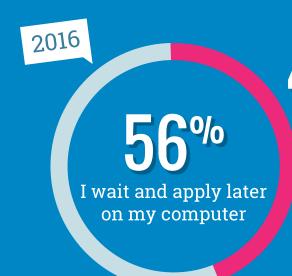
The computer is still the preferred device for applying to jobs, but behavior is slowly shifting.

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



39%

I apply right away on my smartphone



I apply right away on my smartphone

## THE TEXT GENERATION IN RECRUITMENT:

Mobile preferences among different generations of job seekers



Likelihood to apply to a job from a smartphone

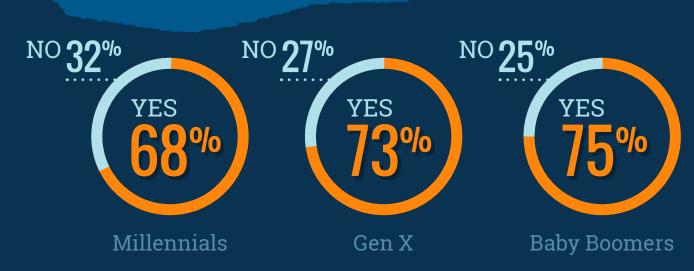
53%

49%

Baby Boomers

32%

Willingness to receive job opportunities via text





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