

Targeting Today's Job Seeker

Data, Trends and Insight

Today, employers face a rapidly shifting recruitment landscape.

Changing demographics are transforming the workforce while new technologies are creating new jobs or altering old ones forever — and challenging traditional expectations about how work can or should be done.

Simultaneously, job seekers have access to tools that help them proactively search for jobs. Constantly connected to the internet via their mobile devices, they can choose whether to take their time and carefully research potential employers online, or to apply almost immediately when a job

they're interested in appears online.

All of this activity creates data that can be a powerful resource for recruiters seeking to target the best candidates. But the sheer volume can be overwhelming. So how do you filter out the noise?

In this report we shine a spotlight on some of these data to provide insight into the most critical challenges facing today's recruiters. We address the who, where and how of job search in the 21st century — and what this means for employers.

Table of contents

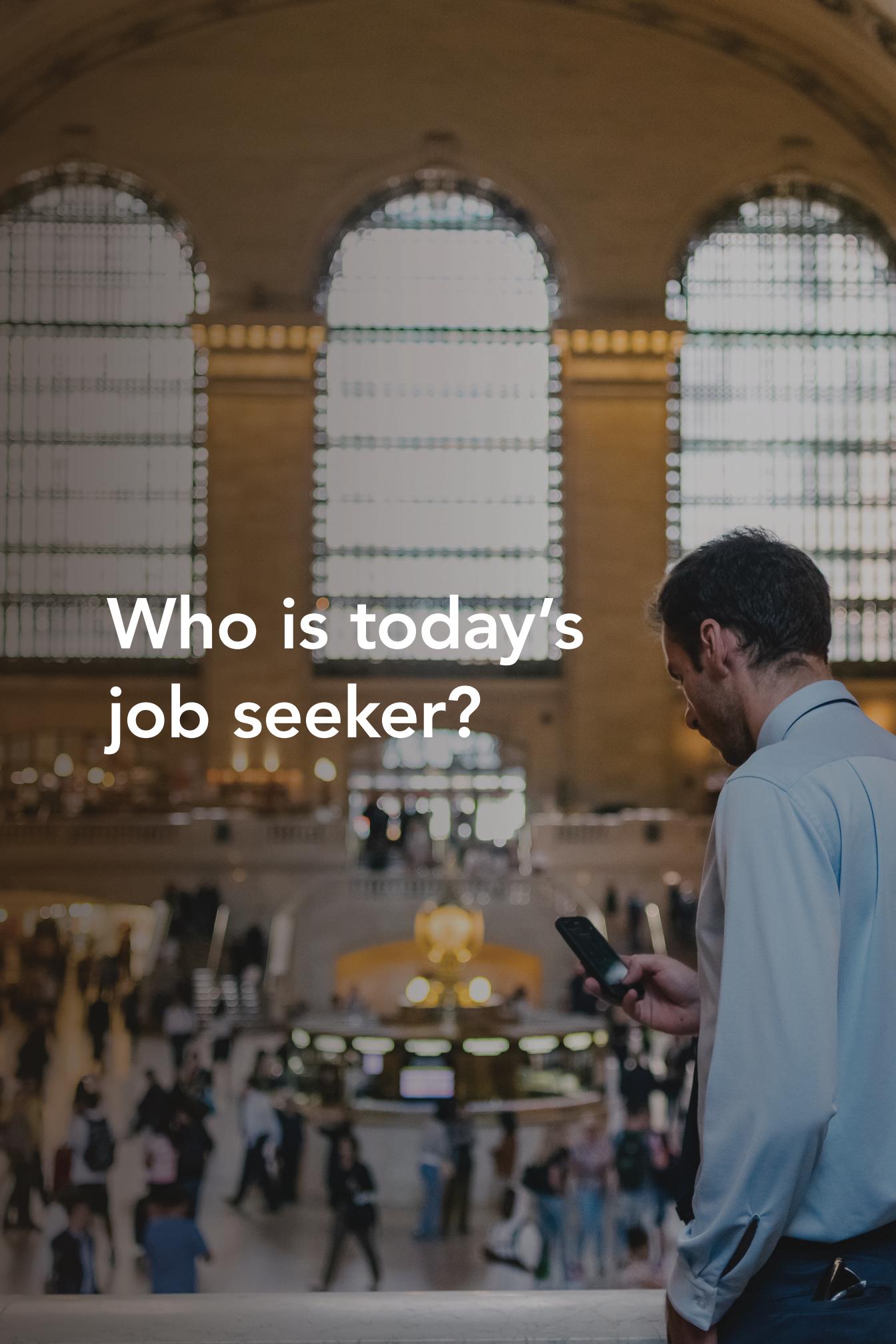
Who is today's job seeker? 4

Where is today's job seeker looking for work? 21

How does today's job seeker look for work? 30

How do you make your workplace more attractive to job seekers? 43

Methodology 53

A man in a light blue shirt is seen from the side, looking down at his smartphone. He is standing in a large, brightly lit train station with high ceilings and large arched windows. The background is filled with many people walking, creating a sense of a busy, modern environment. The text "Who is today's job seeker?" is overlaid in white on the left side of the image.

Who is today's
job seeker?

Millennials (born after 1980) are the largest generation in the workforce, having overtaken the Boomers (born 1946 -1964) and Generation X (born 1965 -1980) in 2015, according to US census data.

As a result, employers must adapt to new expectations in the workplace. For instance, Millennials often expect to advance rapidly and appreciate regular feedback from their managers. But there is also an opportunity to attract young talent with the potential to grow and benefit your organization.

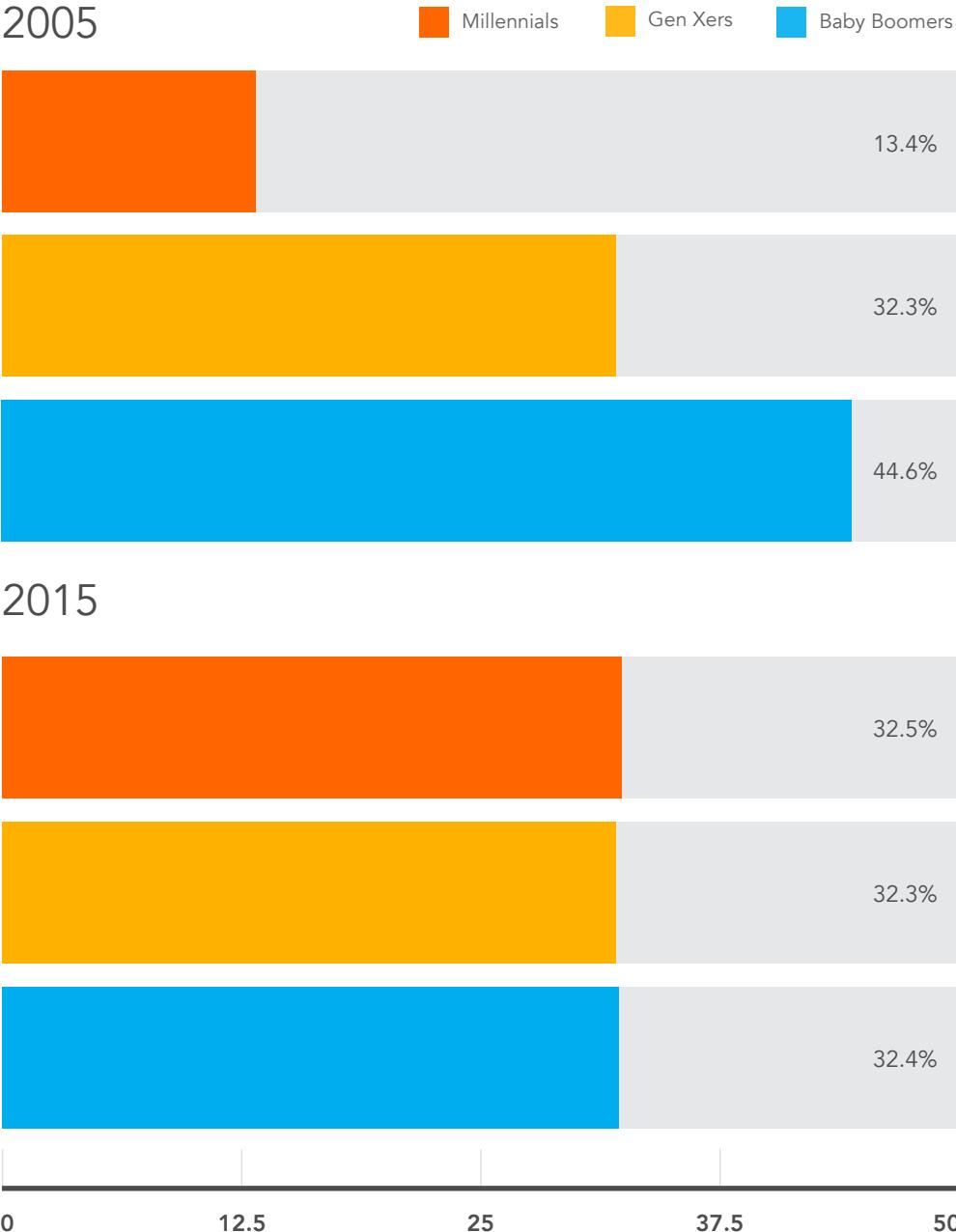
At the other end of the spectrum, the Baby Boomers are retiring. Currently, just over a third of the labor force is either

at retirement age or will be within the next ten years. This could soon result in a shortage of workers in some industries.

That said, record levels of Boomers are choosing to work past 65. In early 2017 almost a fifth of Americans aged 65 or older either had a job or were actively looking for one. Employers who engage with this "silver workforce" stand to reap the benefits of their skill and experience.

Millennials now the largest generation in the workforce

US civilian labor force by generation, % of total



In 2015, 87.2% of adults in the US had at least a high school education, up from 85.6% in 2010. Meanwhile 30.6% of the labor market had a bachelor's degree or higher, up from 28.2% in 2010. Today's workforce is the most educated in history.

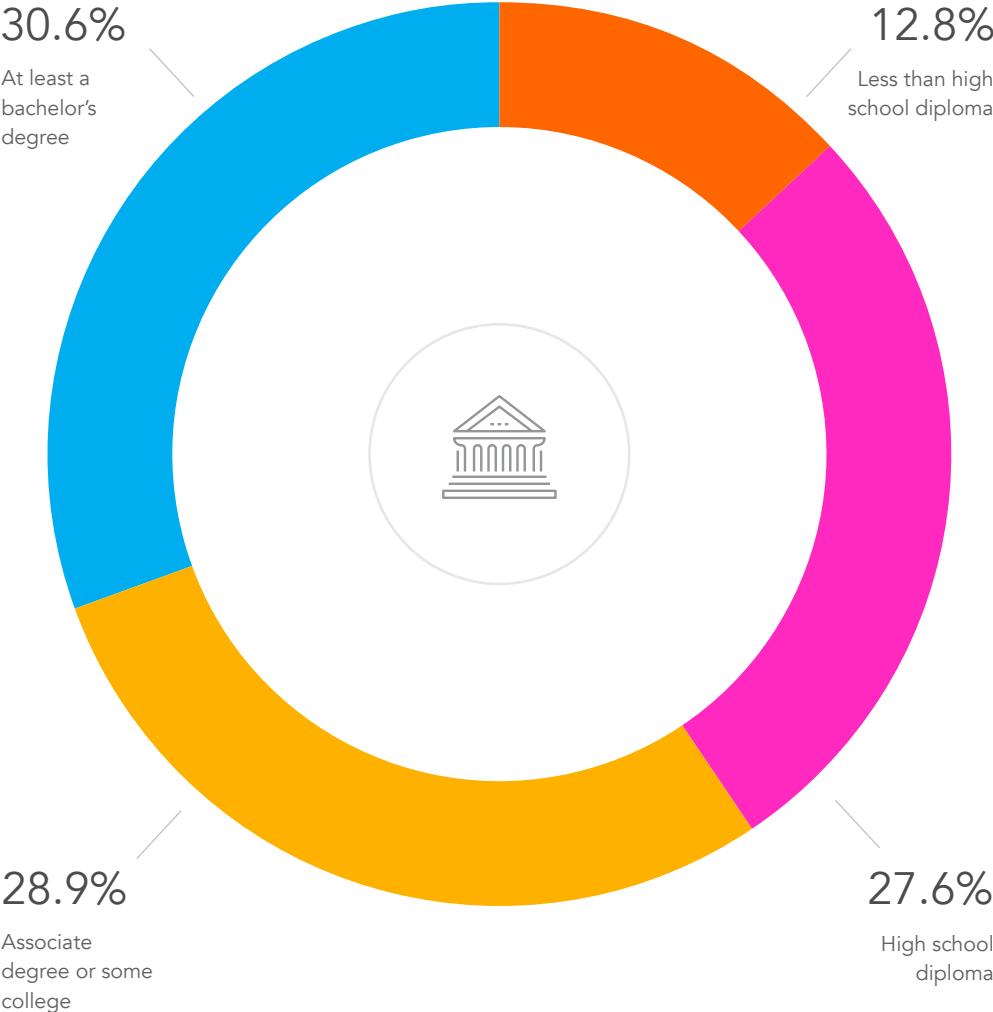
Even so, most Americans do not have a college education. The mid-skill jobs that formerly provided a pathway to the middle class are growing scarcer as technological change and other factors continue to disrupt the world of work. According to a Georgetown University study, 65% of all jobs will require postsecondary education and training beyond high school by 2020.

Demand for skilled talent already outstrips supply, leaving firms competing over the same small pool of candidates.

Employers should start planning now to prevent the skills gap from growing more acute. Providing more training to new hires and boosting the skills of existing staff are good places to start.

Over 30% of the labor force has a bachelor's degree

Civilian labor force, % by educational attainment



A well-educated workforce doesn't mean that graduates leave college with the skills employers need.

A 2015 study by the Association of American Colleges and Universities (AACU) found that less than a third of employers think graduates are ready for the workforce. Meanwhile, the Organization for Economic Development (OECD) reports that 32% of US adults aged between 18 and 29 have no computer experience at work.

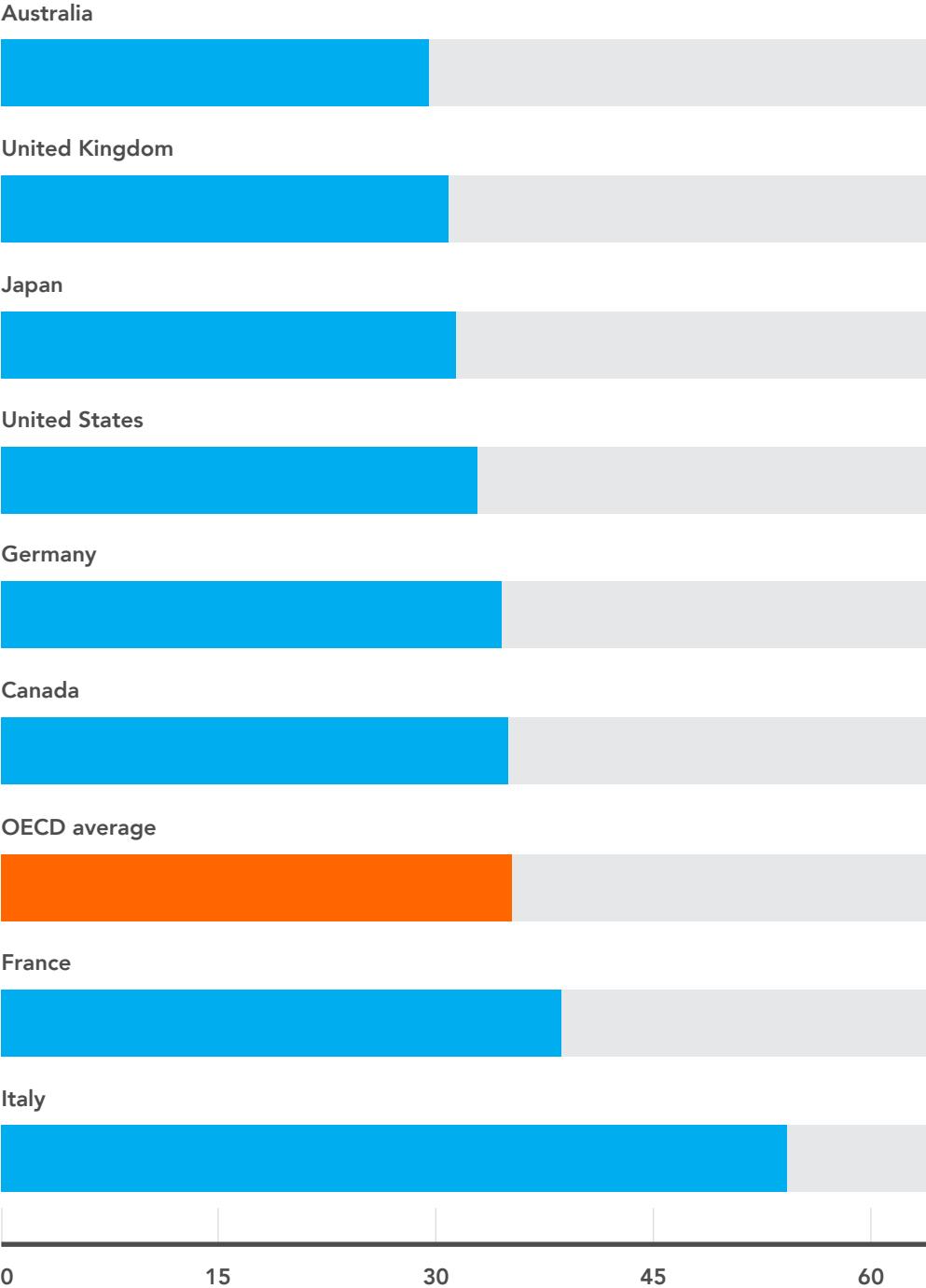
As new jobs emerge and others require higher levels of technical skill than before, employers face a choice: wait for the

education system to catch up or take action to help their employees keep pace with the changing times.

One way forward may be through Massively Open Online Courses (MOOCs), such as Udacity or Coursera, which offer courses in conjunction with employers and academic institutions. Never before has the ability to learn a new skill and put it into practice been so readily available to so many.

Many young people lack work-related tech skills

% of youth aged 16-29 with no computer experience at work



Today the majority of employers report difficulty in hiring suitable candidates, but Indeed data show that some industries are more severely affected than others.

We see significant gaps between employer demand and job seeker interest in service industries such as food preparation, personal care and sales occupations. But high-skill hiring is also affected — it can be difficult to find healthcare practitioners, engineers and qualified tech talent.

In other professions there is too much interest from job seekers. The problem is most acute in office and administrative occupations, although legal work and some

other professions are also affected. Ways to tackle a talent shortage include: recruiting workers with transferable skills, training existing employees for cross-functional work and expanding employee referral programs.

When it comes to oversupply, however, the more precise the job description the better. Be clear and detailed about the skills and qualifications you need. You can also raise entry requirements, but this runs the risk of disqualifying many talented applicants.

Some occupations have too few candidates, others too many

Clicks and postings as a share of all, %

Clicks Postings



The fastest-growing job searches on Indeed are predominately — but not exclusively — for high-paying tech roles.

While we saw strong interest in titles such as “full stack developer” or “devops engineer,” searches for “budtender” also surged in 2016, reflecting the spread of marijuana legalization across states.

Specific companies also attracted strong interest from job seekers: “fulfillment associate” is a job often associated with Amazon and was the fastest growing search of all. Warehouse jobs at the online retail giant also made the top

20, as did developer jobs connected to data visualization platform Tableau.

Today, many job seekers are looking for work that is not tied to an office or a fixed schedule. Jobs which enable people to work from home, such as remote customer service, are also increasingly popular. These roles are also open to people without college degrees. We also saw strong growth for blue collar professions such as “welder fabricator” and “material handler.”

The fastest-growing job searches in the US

Job title search terms, ranked by % growth from 2015 to 2016

Rank	Search term	Growth %
1	Fulfillment associate	315.6%
2	Full stack developer	248.0%
3	Budtender	229.1%
4	Devops engineer	189.1%
5	UI developer	156.2%
6	Python developer	139.6%
7	Remote customer service	129.8%
8	Welder fabricator	115.6%
9	Nursing RN	106.8%
10	Tableau developer	104.8%
11	Amazon warehouse	103.8%
12	Net developer	97.2%
13	Medical courier	92.7%
14	Lube technician	90.5%
15	Material handler	89.9%
16	Electrical apprentice	87.9%
17	Salon receptionist	82.6%
18	Farm hand	79.2%
19	CNA hospital	78.7%
20	Salesforce developer	75.3%

The higher levels of education among Millennials are reflected in their occupational preferences, which skew toward skilled professions that require a degree.

It is more difficult to interest these younger workers in blue collar jobs in the transportation, construction and maintenance fields, where Boomers account for the majority of job searches.

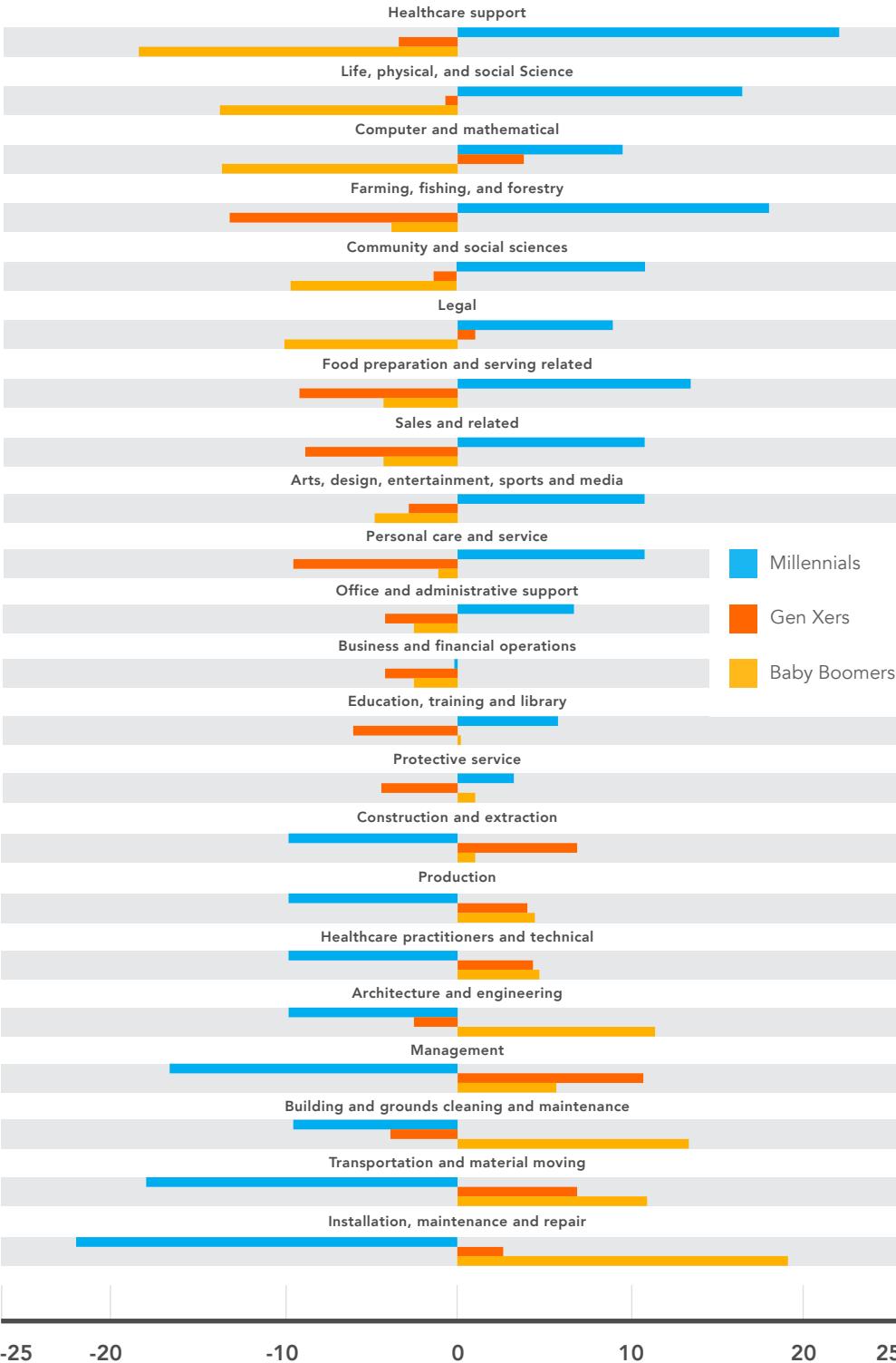
The existing talent shortage in these areas is likely to become more acute as Boomers retire in the years ahead. Even if many people continue to work after the age of 65, some jobs, such as construction, are physically demanding and not well

suited for older workers. Employers will need to attract a younger demographic to fill these roles.

Generation Xers fall in the middle between Millennials and Boomers. Their interest in business, financial, construction and management roles exceeds that of the other two demographics. Management roles require experience and this is something that Xers — now in their 40s and early 50s — have obtained.

Different generations have different interests

Occupational preference by generation, % difference from average share of clicks to jobs across all job seekers



The professions that job seekers search for today may not be what they look for in the near future, as automation and other factors take their toll on a number of “traditional” occupations.

Many of the jobs that are projected to experience steep decline involve repetitive physical tasks and require only a high school education or lower. In fact, of the 25 occupations expected to lose the most jobs through 2024, none require a college degree or higher.

The decline of these jobs means that the workers who used to do

them, or who would have done them, will soon be entering the labor force looking for alternative opportunities.

This may help employers in fields where there are currently shortages, although training will be necessary to equip workers with the skills they will need to succeed in their new roles.

What job seekers will be doing less of in the future

Occupations projected to decline the most through 2024

Occupation	Growth % 2014-2024	Typical entry-level education	2015 median annual wage, \$
Locomotive firers	-69.9%	High school diploma or equivalent	\$48,470
Electronic equipment installers and repairers	-50.0%	Postsecondary non-degree award	\$31,360
Telephone operators	-42.4%	High school diploma or equivalent	\$35,880
Postal service mail sorters	-33.7%	High school diploma or equivalent	\$56,740
Switchboard operators	-32.9%	High school diploma or equivalent	\$27,440
Photographic process workers	-32.9%	High school diploma or equivalent	\$26,590
Shoe machine operators and tenders	-30.5%	High school diploma or equivalent	\$25,190
Manufactured building and mobile home installers	-30.0%	High school diploma or equivalent	\$30,050
Foundry mold and core makers	-27.7%	High school diploma or equivalent	\$32,680
Sewing machine operators	-27.1%	No formal educational credential	\$22,550

As some jobs decline, so others are on the rise.

Wind turbine service technician is the profession projected to show the most growth through 2024. This reflects the increasing investment in renewable energy and the fact that it is a relatively new job. Until recently there were very few people doing this work, so its growth is extra-dramatic.

Many jobs projected to grow rapidly reflect the realities of the US' aging population. With a third of the workforce headed for retirement, younger workers, including

millions of people not yet in the workforce, will find employment caring for their elders.

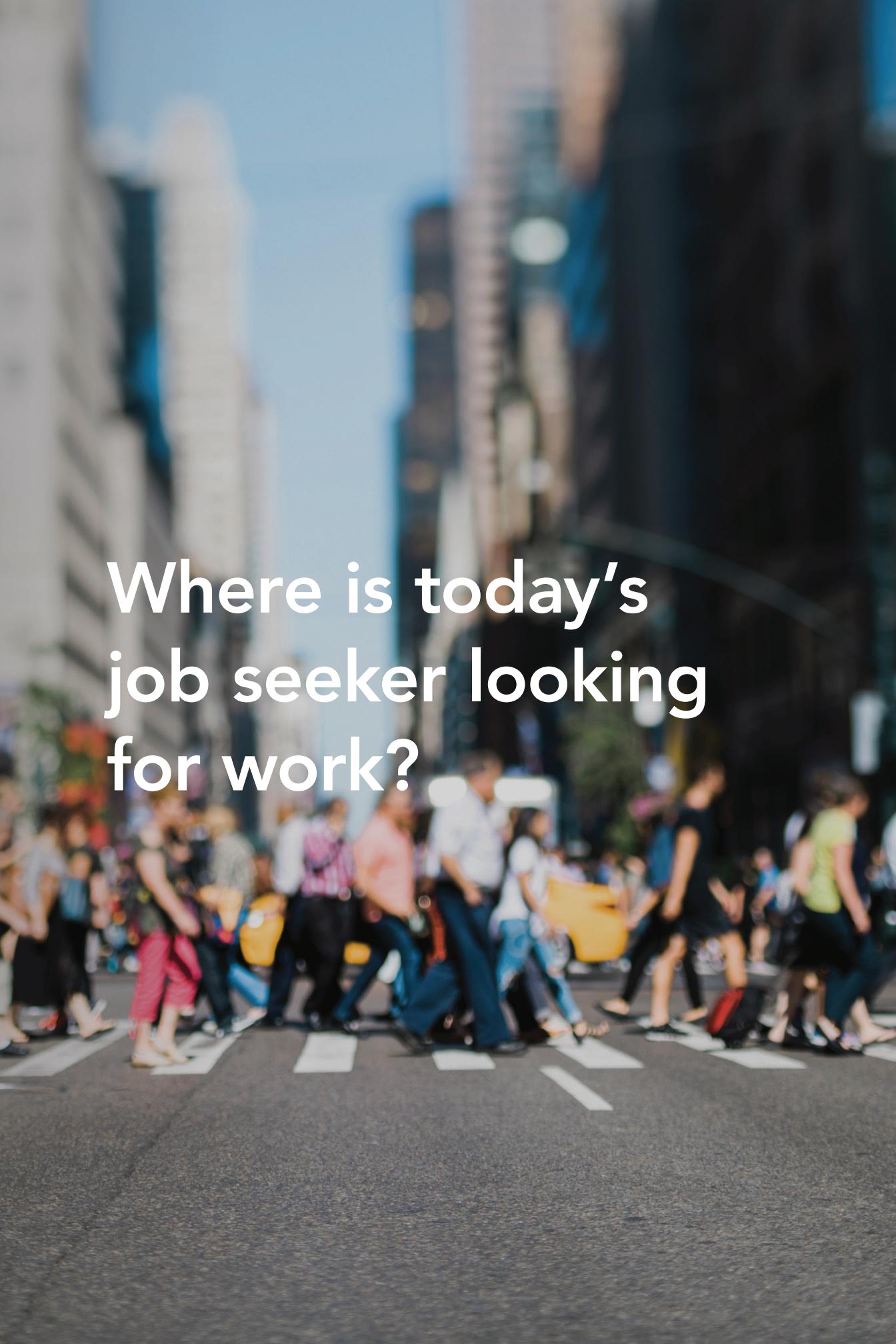
Meanwhile 19 of the 25 occupations projected to add the most jobs through 2024 require some type of degree after high school.

In this increasingly high-skill hiring landscape, employers will benefit from a strategy of complementing the search for new talent with a policy of upskilling existing talent.

What job seekers will be doing more of in the future

Occupations projected to grow the most through 2024

Occupation	Growth % 2014-2024	Typical entry-level education	2015 median annual wage, \$
Wind turbine service technicians	108.0%	Some college, no degree	\$51,050
Occupational therapy assistants	42.7%	Associate degree	\$57,870
Physical therapist assistants	40.6%	Associate degree	\$55,170
Physical therapist aides	39.0%	High school diploma or equivalent	\$25,120
Home health aides	38.1%	No formal educational credential	\$21,920
Commercial divers	36.9%	Postsecondary non-degree award	\$50,470
Nurse practitioners	35.2%	Master's degree	\$98,190
Physical therapists	34.0%	Doctoral or professional degree	\$84,020
Statisticians	33.8%	Master's degree	\$80,110
Ambulance drivers and attendants	33.0%	High school diploma or equivalent	\$23,740

A blurred city street scene with many pedestrians crossing a crosswalk. The background shows tall buildings and a clear sky. The text is overlaid in the center of the image.

Where is today's
job seeker looking
for work?

The US attracts interest from more foreign job seekers than any country in the world. In fact, 29.6% of all cross-border job searches on Indeed are directed at the US.

However, these are eclipsed by the amount of domestic job search that takes place on Indeed's US site each day. Incoming cross-border job searches account for only 2.4% of the total.

English-speaking countries supply the most foreign talent searching on Indeed, with Canada, the UK and Australia accounting for the three largest shares respectively.

US job seekers also look for work abroad, although in small numbers: Canada, the UK and Mexico are the most popular destinations yet together they account for less than one percent of all searches originating in the US.

Most of the time, home-grown talent searches — and stays — at home.

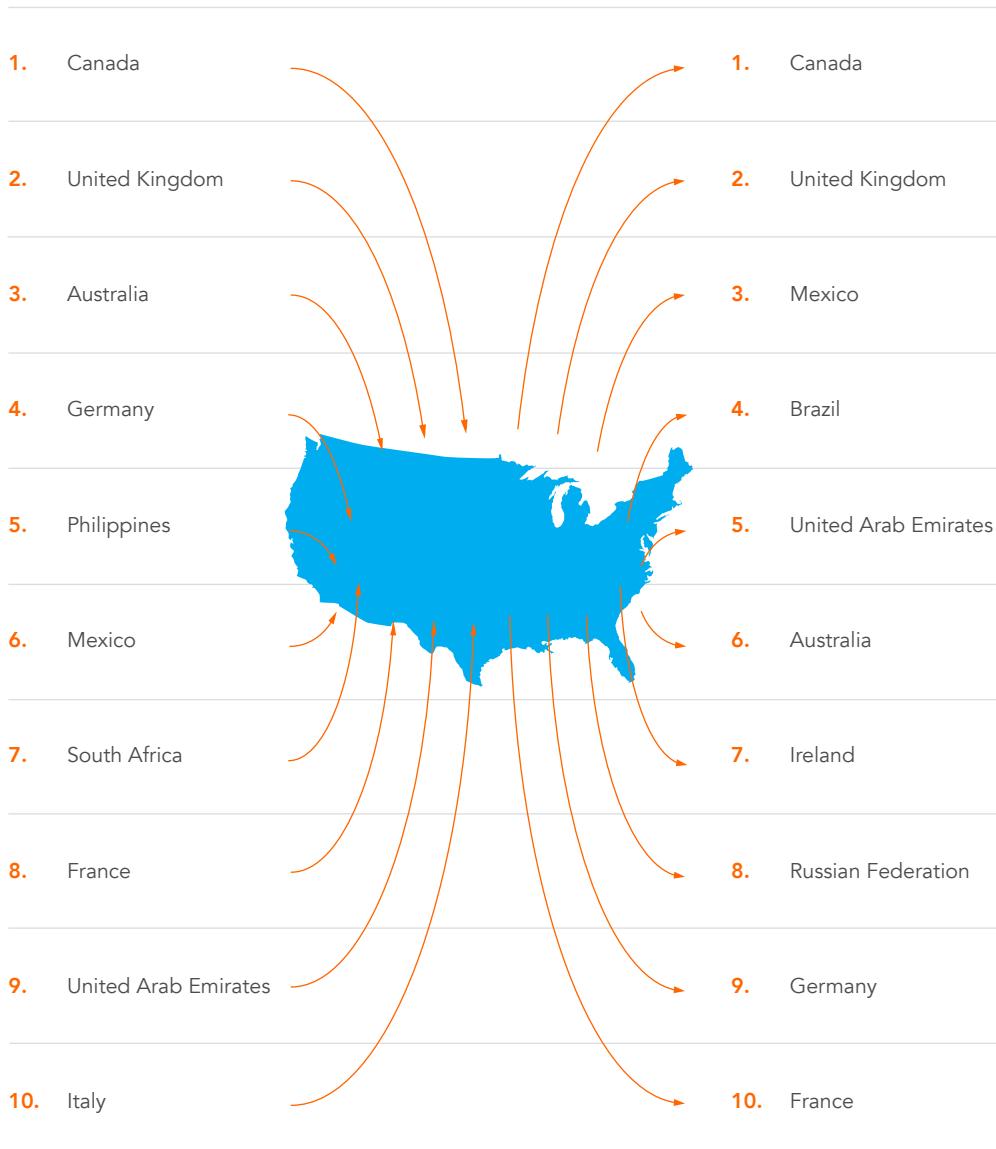
Job search is global

Countries sending the most job seeker interest to US

Countries receiving the most job seeker interest from US

Ranked by share of searches in US

Ranked by share of searches from US job seekers



Where is today's job seeker looking for work?

Different cities attract job seekers from different countries. Despite its high cost of living, New York City still draws lots of interest from Israel, France, Colombia and Russia — and many other places besides.

The nation's finance and business capital is not the only international talent magnet. People in Venezuela are most interested in Miami and Houston while Japanese job seekers are drawn to Seattle.

Historical ties prove strong – Ireland is the country sending the highest share of its outbound search to Boston and the five countries that top the list for Miami are Spanish speaking.

The countries most keen on each metro area

Countries ranked by share of US-bound search destined for metro area

Rank	New York	Los Angeles	Washington DC	Miami	Chicago
1	Israel	Taiwan	Austria	Venezuela	China
2	France	Korea	Korea	Colombia	Poland
3	Colombia	Austria	Peru	Argentina	Chile
4	Russia	Russia	Czech	Chile	Greece
5	Italy	France	Belgium	Peru	Luxembourg
6	Greece	Japan	Hungary	Brazil	Israel
7	Sweden	Sweden	Luxembourg	Spain	Russia
8	Ireland	Mexico	Israel	France	Ireland
9	Switzerland	Germany	Colombia	Italy	Korea
10	Poland	Italy	Spain	Hungary	Spain

Rank	San Francisco	San Diego	Boston	Houston	Seattle
1	Ireland	Mexico	Ireland	Venezuela	Japan
2	Taiwan	Chile	Brazil	Mexico	Taiwan
3	Hong Kong	Ireland	UK	Colombia	Korea
4	France	Japan	Taiwan	Chile	Chile
5	Japan	China	Greece	Saudi Arabia	Canada
6	Luxembourg	Italy	Luxembourg	Turkey	Hong Kong
7	Russia	Spain	Switzerland	Kuwait	Russia
8	Israel	Austria	Spain	Taiwan	Luxembourg
9	Colombia	Brazil	Israel	Oman	Peru
10	Austria	Korea	Colombia	Peru	Austria

For some professions, international job search is substantial enough that it represents a valuable source of talent for employers.

Tech and engineering jobs attract the most interest from overseas. For instance, foreign job seekers account for 7.3% of all searches for network engineer jobs, 5.4% of all QA analyst jobs and 4.8% of all data scientist jobs.

Other high-skill fields suffering from

shortages, such as health care, receive less interest from overseas, most likely because the barriers to entry are higher.

Credential recognition for foreign medical professionals in the US is a complicated and time-consuming process. For tech workers, the road to employment is smoother.

What are international job seekers searching for?

Most popular job titles, ranked by international search to US as a share of total US search

Rank	Job title	%
1	Network engineer	7.3%
2	QA analyst	5.4%
3	Data scientist	4.8%
4	Business analyst	4.6%
5	Software engineer	3.8%
6	Civil engineer	3.5%
7	Web developer	3.3%
8	Electrical engineer	3.2%
9	Engineer	3.1%
10	Mechanical engineer	3.0%

Most migration in the US is internal, and a lot of job search crosses state lines. Not all of that cross-state search represents a possible move, however.

When people in New Jersey search for work in New York, all they may be willing to commit to is a slightly longer daily commute. Or if they're already working in New York, nothing may change — or their commute could get shorter.

But some cross-state search does indicate a willingness to move long distances for

the right opportunity. In particular, we see interesting mutual exchanges of job search between the Golden State and the Lone Star State. Californians are the number one source of job seekers from another state searching in Austin, Dallas and Houston — while Texans return the favor for Los Angeles and San Francisco.

Nation on the move

States accounting for the highest % of incoming job search traffic to major US cities



New York	San Francisco	Seattle	Chicago	Austin
New Jersey	Texas	California	Indiana	California
Pennsylvania	New York	Texas	Wisconsin	Colorado
Connecticut	Nevada	Oregon	California	New York
California	Washington	Florida	Texas	Florida
Massachusetts	Illinois	New York	Michigan	Illinois



Los Angeles	Boston	Dallas	Houston	Atlanta
Texas	New Hampshire	California	California	Florida
New York	New York	Oklahoma	Louisiana	Texas
Nevada	Connecticut	Colorado	Colorado	California
Arizona	Rhode Island	Illinois	Illinois	Alabama
Illinois	New Jersey	Florida	Florida	North Carolina

A young woman with dark hair pulled back is sitting on a grey bench in a modern, brightly lit indoor space. She is wearing a black turtleneck sweater and grey plaid trousers. She is looking down at a white smartphone held in her hands. Her fingernails are painted a light blue color. A white charging cable is plugged into the bottom of the phone. The background consists of large windows with a view of a bright, outdoor area.

**How does today's
job seeker look
for work?**

In today's hyperconnected world, job search happens anywhere and everywhere. This trend cuts across generations — every age group does the majority of its job seeking on mobile devices.

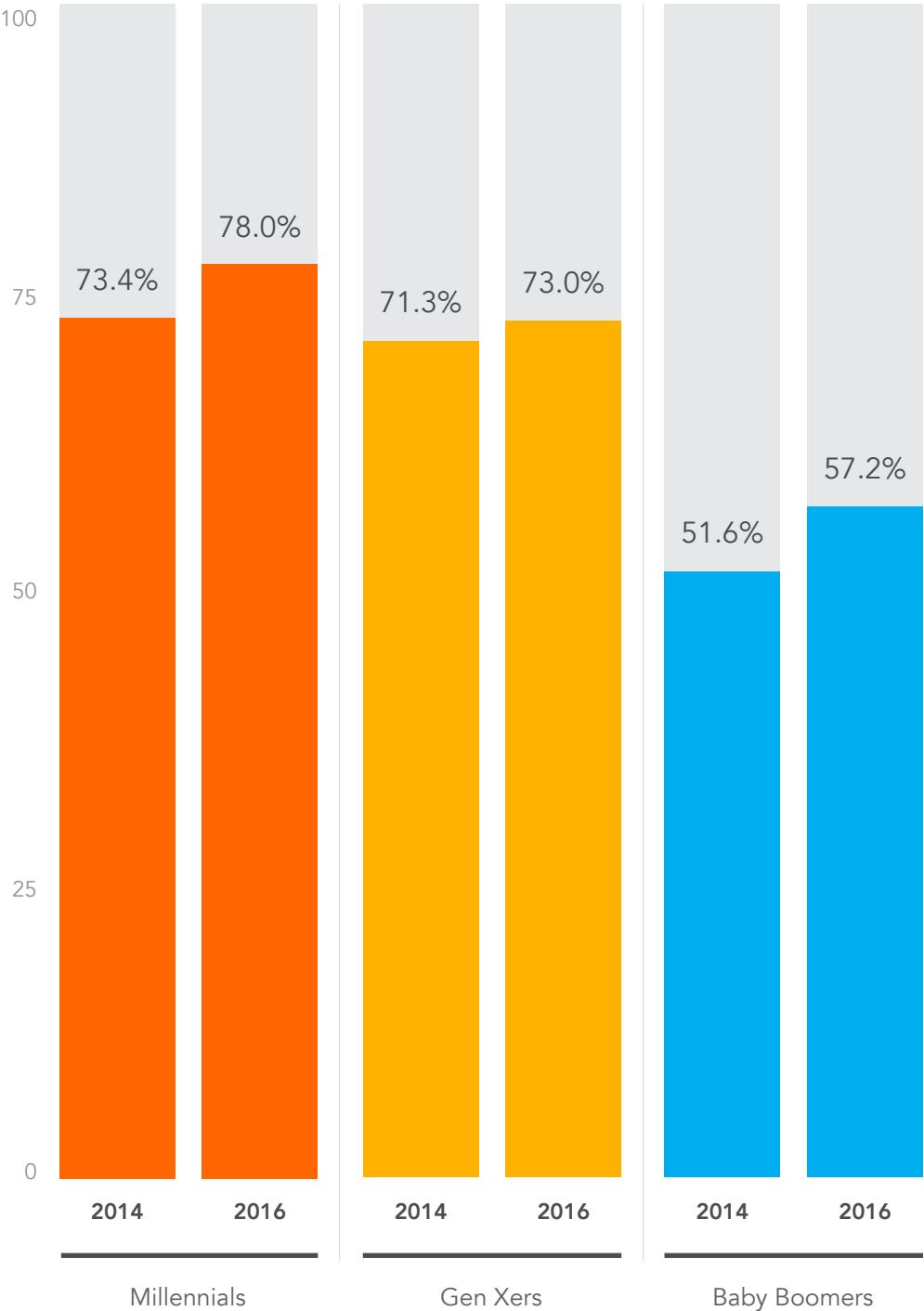
Millennials are the most active on mobile at 78% but Generation X isn't far behind at 73%. Although Boomers are the least likely to search for work on a smartphone or tablet, they are still performing the majority of their searches on mobile

devices (57.2%) rather than desktops.

All of these numbers are up from previous years. Make sure your job listings are optimized for mobile so you can capitalize on the majority of job seeker traffic.

From Millennials to Boomers, every generation has gone mobile

Job search by generation, % of clicks coming from a mobile device



Mobile devices account for the majority of job search across most occupations and especially for physical, blue collar work.

People working construction, transportation, food preparation or maintenance jobs aren't sitting behind desks and interacting with the world through computers all day. They are on their feet and working with their hands, and when they search for work they do it on the move.

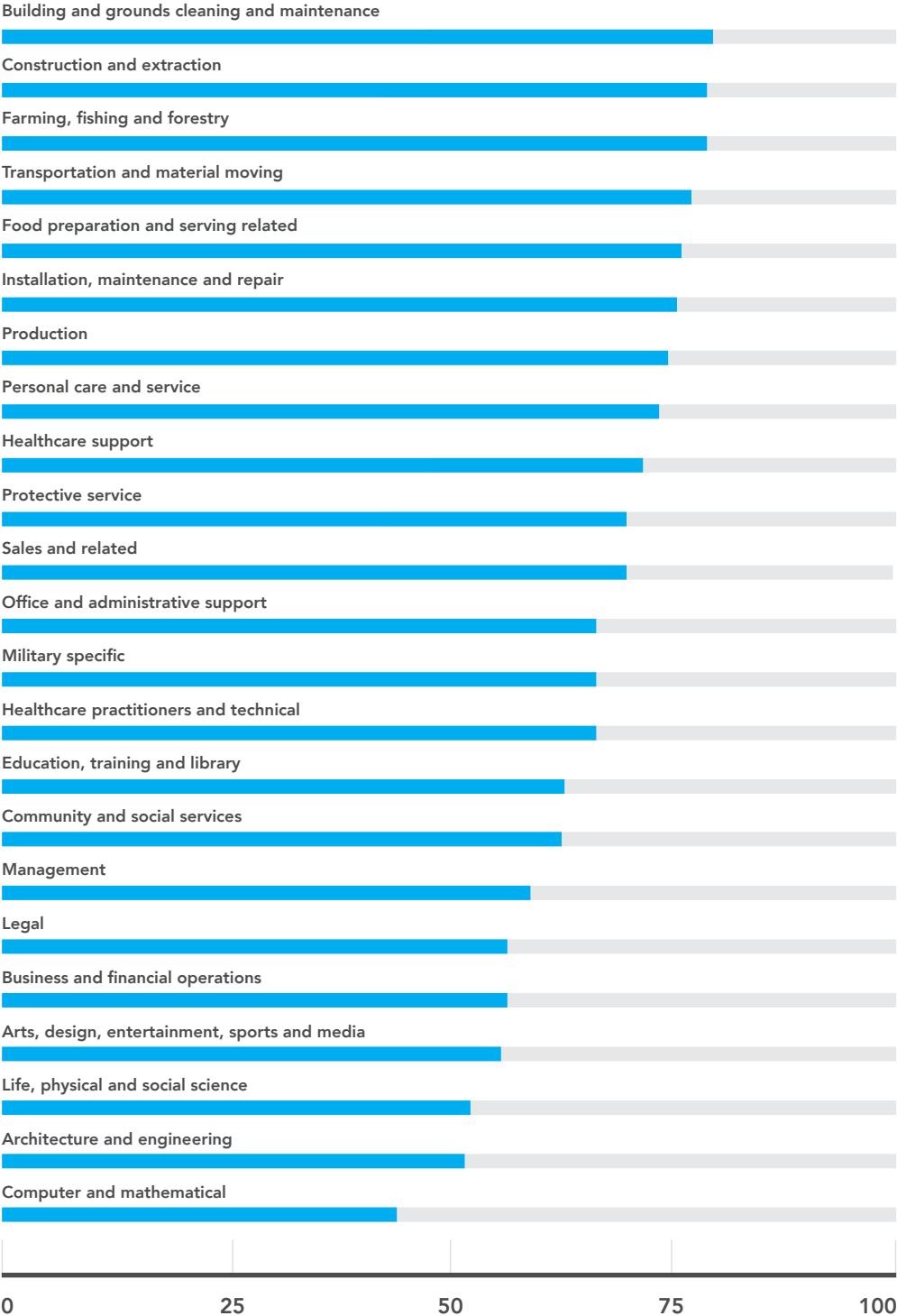
If you're recruiting for these roles, it's critical

that your listings are optimized for mobile.

Rates of mobile job search are lower for people in business, finance and legal jobs as their work keeps them in front of computers for much of the day. However, only in computer and mathematical occupations do we see the majority of job search happening on desktops.

Mobile job search dominates across most occupations

% of clicks originating from a mobile device



How does today's job seeker look for work?

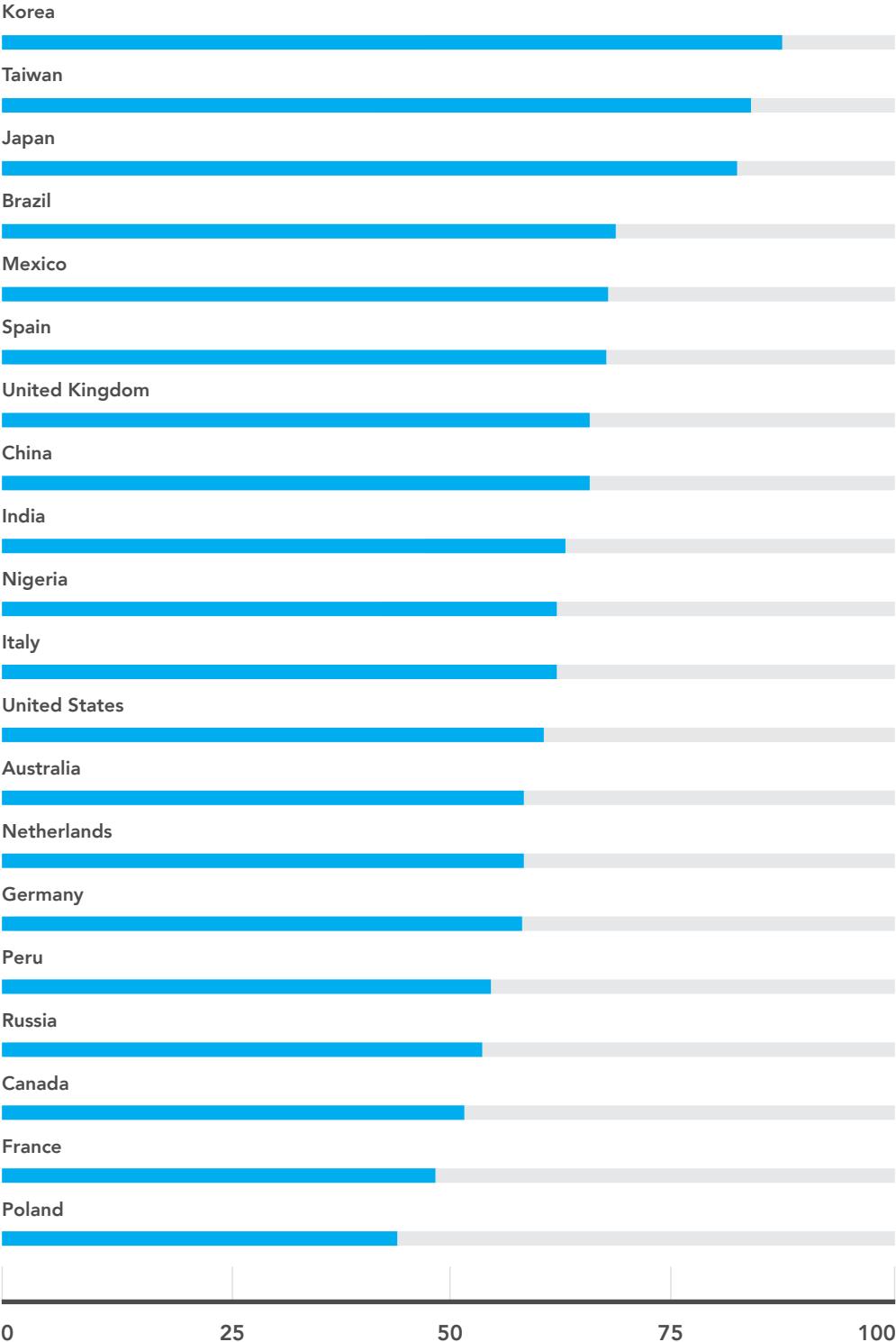
Mobile job search is a global phenomenon, although there are differences across countries.

In Korea, Taiwan and Japan, more than 80% of all job search is mobile. At the other end of the scale, the majority of job seekers in Poland and France still prefer to search

using their desktops — but the number of people using smartphones and tablets is getting close.

Mobile job search is a global phenomenon

% of job searches originating from a mobile device



The rise of mobile also means that job seekers can look for fresh opportunities at any time.

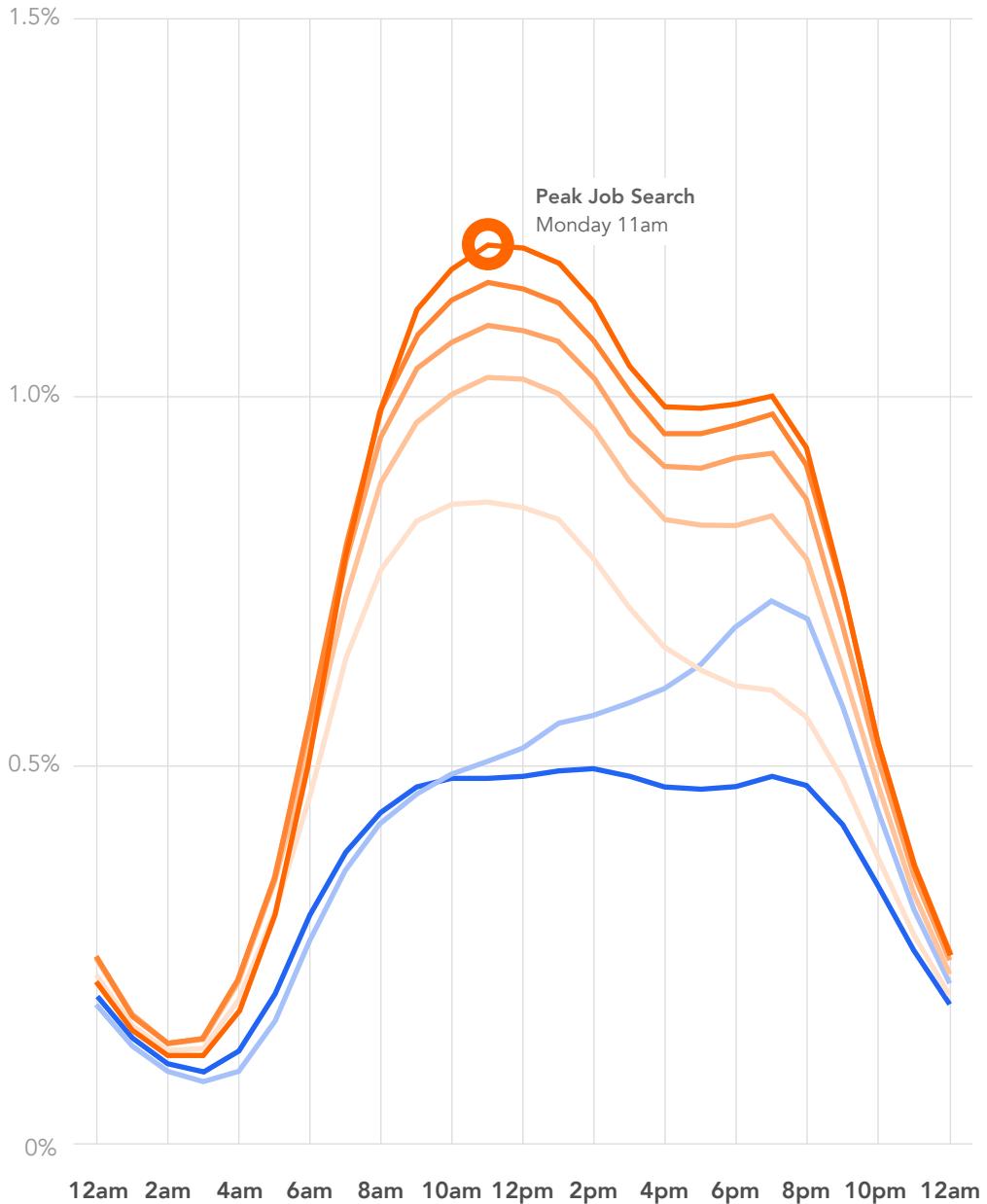
And it turns out that for lots of people, “any time” means “at work” and often “just before going back to work on a Sunday” or “just before lunch on a Monday” — which is when job search on Indeed hits its peak.

Job search during office hours is common. People look for work on mobile and desktop throughout the week, although search does drop off as Saturday and Sunday approach.

Counterintuitive as it may sound, this can represent an opportunity for employers. Recruiters can use working hour searches to their advantage by posting new jobs on Monday morning — catching job seekers when they are at their most motivated.

Job search peaks just before lunch on Monday

US job search volume as a % of total weekly volume, by hour



Local and global events can trigger job search behavior.

At Indeed, we see this on a large scale with political or cultural events. Following the 2016 presidential election, there was an immediate spike in job search leaving the US, and we saw similar outward patterns in the UK after the British referendum on EU membership.

These sudden surges may be short-lived, but they still demonstrate the ease and speed with which today's job seekers can respond to events. On a more personal level, an event could be an unwanted department restructuring, a missed promotion or any number of things.

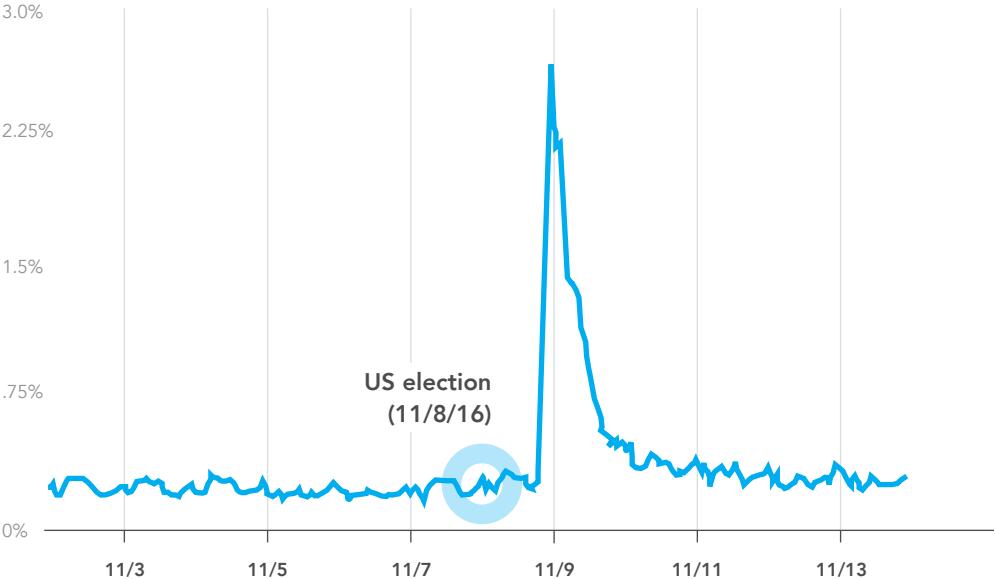
When these events happen, today's job seeker can start looking for new possibilities elsewhere immediately.

For employers with high visibility online, this represents an opportunity to win over job seekers as soon as they start searching. Here, managing your employer brand can play a critical role. If your Indeed Company Pages are detailed, up-to-date and feature reviews from real employees, then you will be poised to win interest from more candidates.

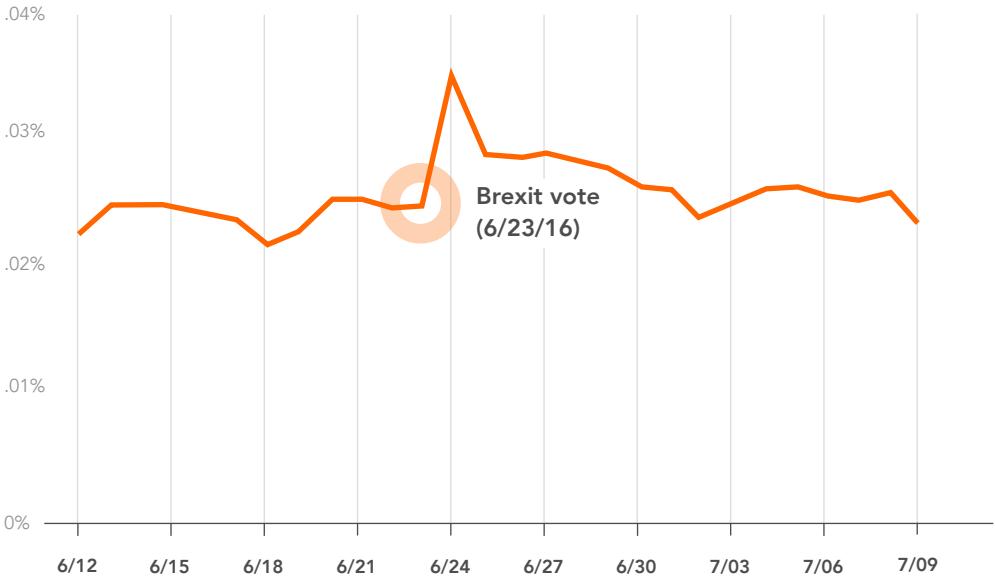
Job seekers respond quickly to events

Spike in UK and US jobseekers looking abroad for work following political events in 2016

US to Canada job search as a share of US-based search



UK job search abroad as a share of all UK job search



How does today's job seeker look for work?

Job seekers also respond to events that occur cyclically.

This can impact specific professions more than others. Searches for shipping jobs climb steadily in the run-up to the holiday period before dropping off quickly. Likewise, searches for internships peak around exam time and bottom out

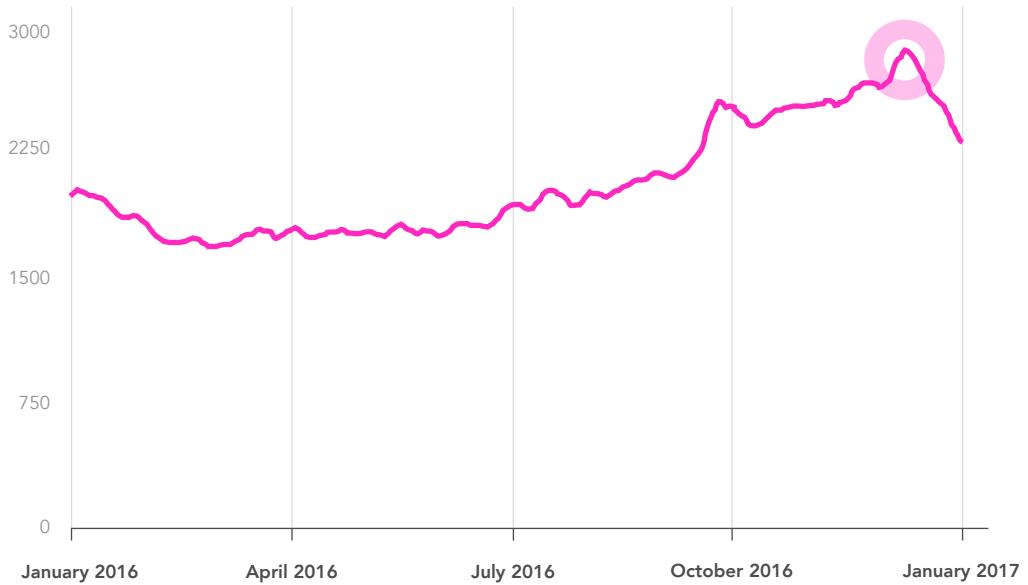
during the summer vacation period.

Timing your listings to take into account when job seeker interest is likely to be highest will boost results.

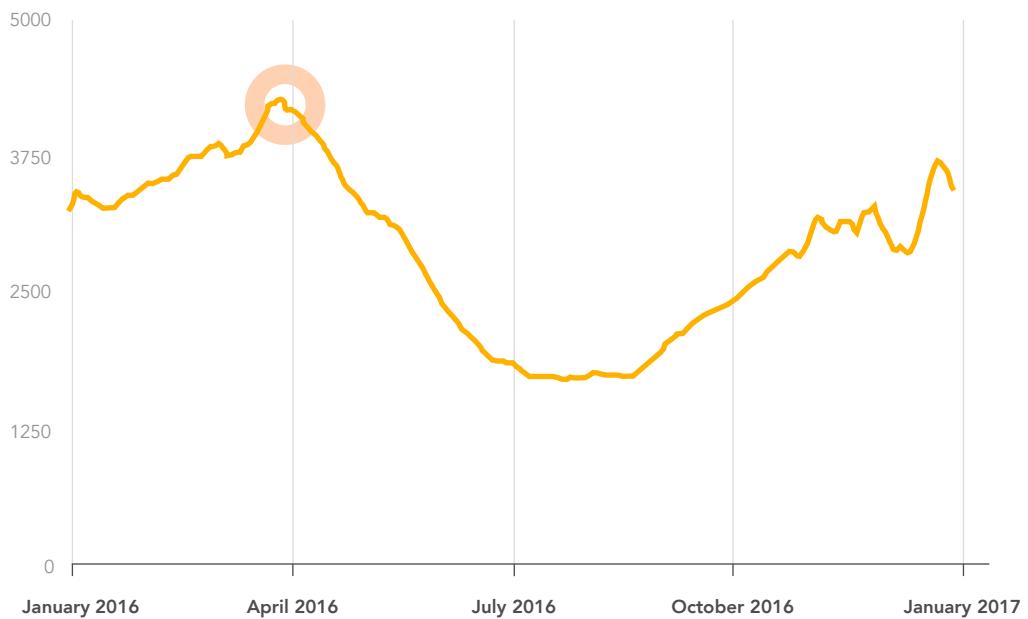
Job seekers know when to look

Searches for seasonal work peak at key times of the year, searches per million

Shipping searches



Internship searches



A photograph of a modern office hallway. The floor is made of light-colored wood. On the left, there are large windows with dark frames. On the right, there are glass-walled offices. The ceiling features exposed silver ductwork and a metal grid for lighting. A string of colorful posters hangs on the left wall. The text "How do you make your workplace more attractive to job seekers?" is overlaid in white on the left side of the image.

How do you make
your workplace
more attractive
to job seekers?

Today's technology means that many jobs can be done anywhere and at any time. As a result, the days of the regular, office-based 9-to-5 schedule look increasingly obsolete.

Job seekers are increasingly searching for autonomy when it comes to deciding the "when, where and how" of their day-to-day work. In the US, searches for flexible work grew about 58% between the end of 2014 and the end of 2016.

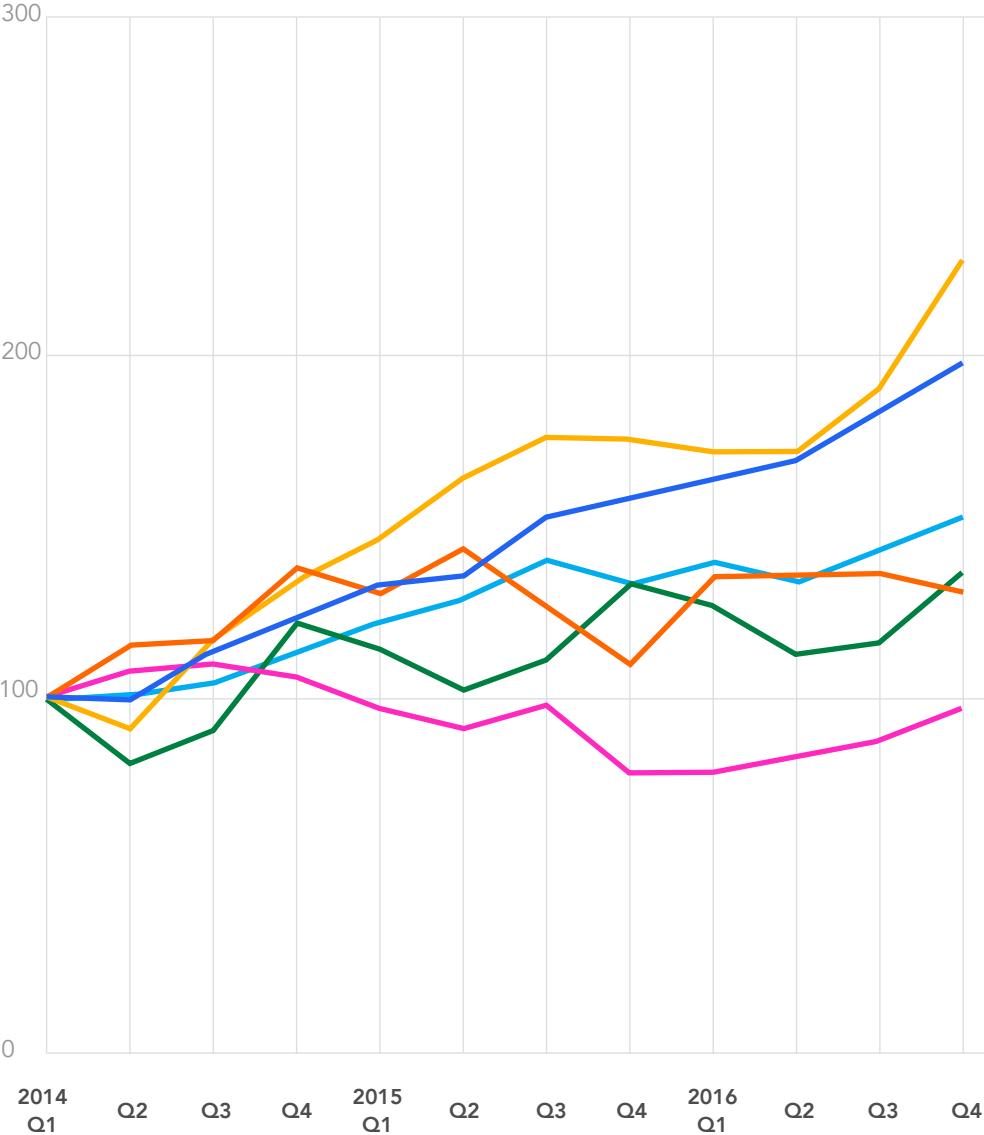
Embracing this trend could not only boost employee satisfaction and retention but also

help close the gender gap in the workplace. According to a Pew Survey, 70% of working mothers describe a flexible work schedule as being "extremely important" to them.

Making it easier for mothers to work around their schedules cuts down on their risk of having to make compromises that could harm their careers.

Interest in flexible work arrangements is on the rise globally

Searches including terms related to flexible work, as a share of all searches, Index 2014Q1=100



- United States
- Australia
- Germany
- Netherlands
- Japan
- United Kingdom

Job seekers at different stages in life have different priorities.

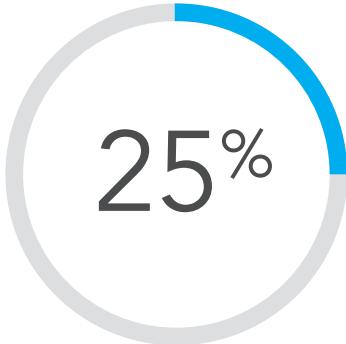
With student debt at record highs, young people are entering the workforce with levels of debt that can take decades to pay off — making it harder to buy a home or start a family. An Indeed survey found that one in four graduates consider finding a job with student loan assistance to be a “top priority.”

According to the Society of Human Resource Management, however, only 3% of employers say they offer help with loans.

Helping new hires tackle their debt is one way employers could stand out from the competition and attract young talent.

The student debt crisis could be an opportunity to attract young talent

Student loan assistance is a priority for young job seekers, but not employers



% of students who describe loan assistance as a high priority



% of employers offering loan assistance

For most job seekers, money is the #1 factor when considering a new role. After that, things get a little more complex.

A 2016 Indeed survey found that the second and third highest ranking factors were location and length of commute. Meaningful work also scores highly, followed by work environment and company reputation.

What does this tell us? Work-life balance and culture are critical factors when it comes to retaining talent.

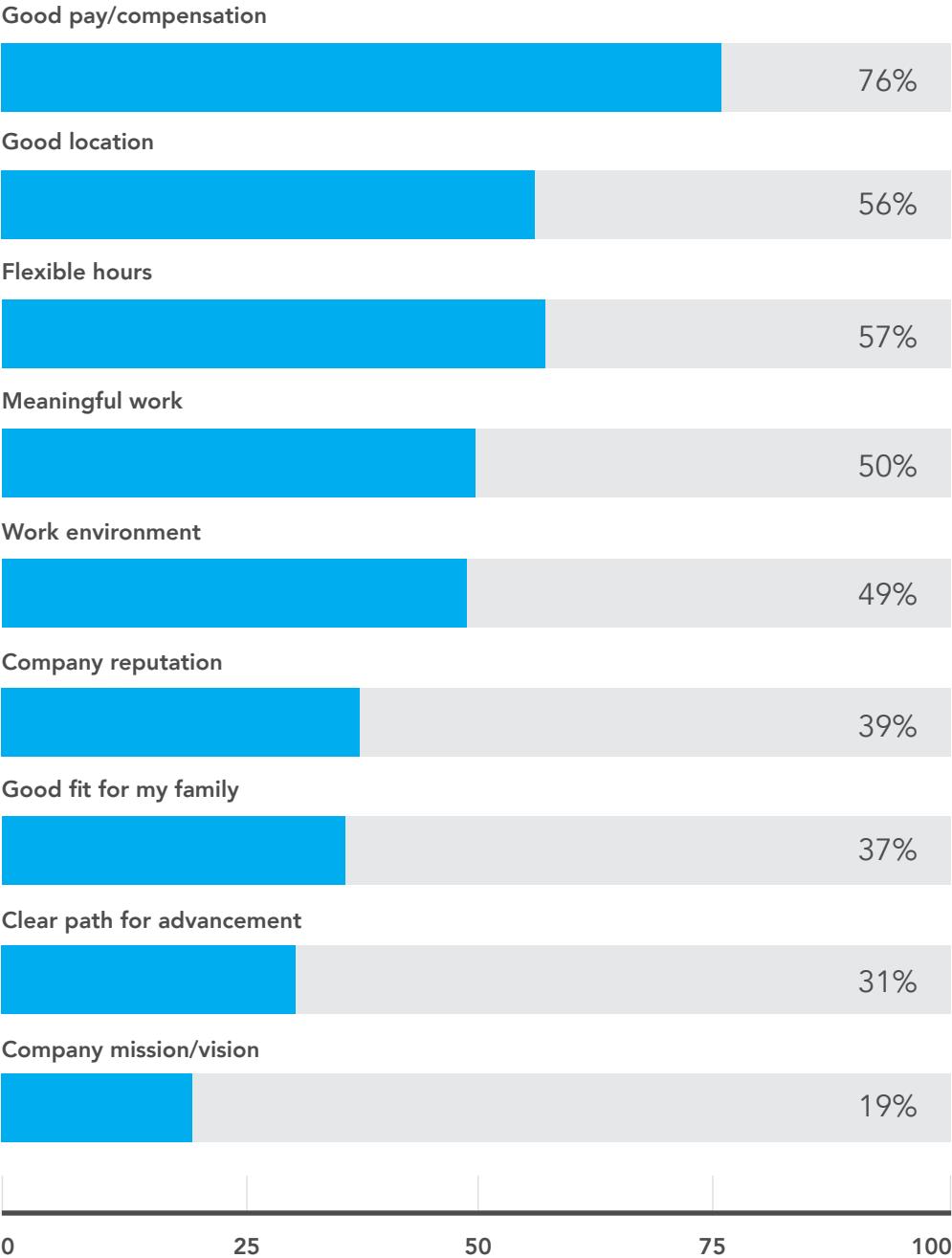
This applies across the board. A 2016

Indeed analysis of reviews of Fortune 500 companies found that even at high-paying firms, salary had the weakest correlation with overall satisfaction levels. By contrast, company culture and quality of management had the strongest correlation.

Money can get people in the door, but only by creating a welcoming and fulfilling environment will you retain your employees.

Money matters, but work-life balance is a big deal, too

Factors attracting job seekers to a new job



Although the generations show different levels of interest in different occupations, when it comes to what they value in a job, Millennials, Gen Xers and Boomers have a lot in common.

Indeed survey data show that the desire for meaningful work is evenly spread across all age groups. At the youngest end of the workforce we find that 41% of 18-24 year olds want it — but 40% of 45-54 year olds want it too. Other age groups don't rank it quite as highly, but the differences are slight.

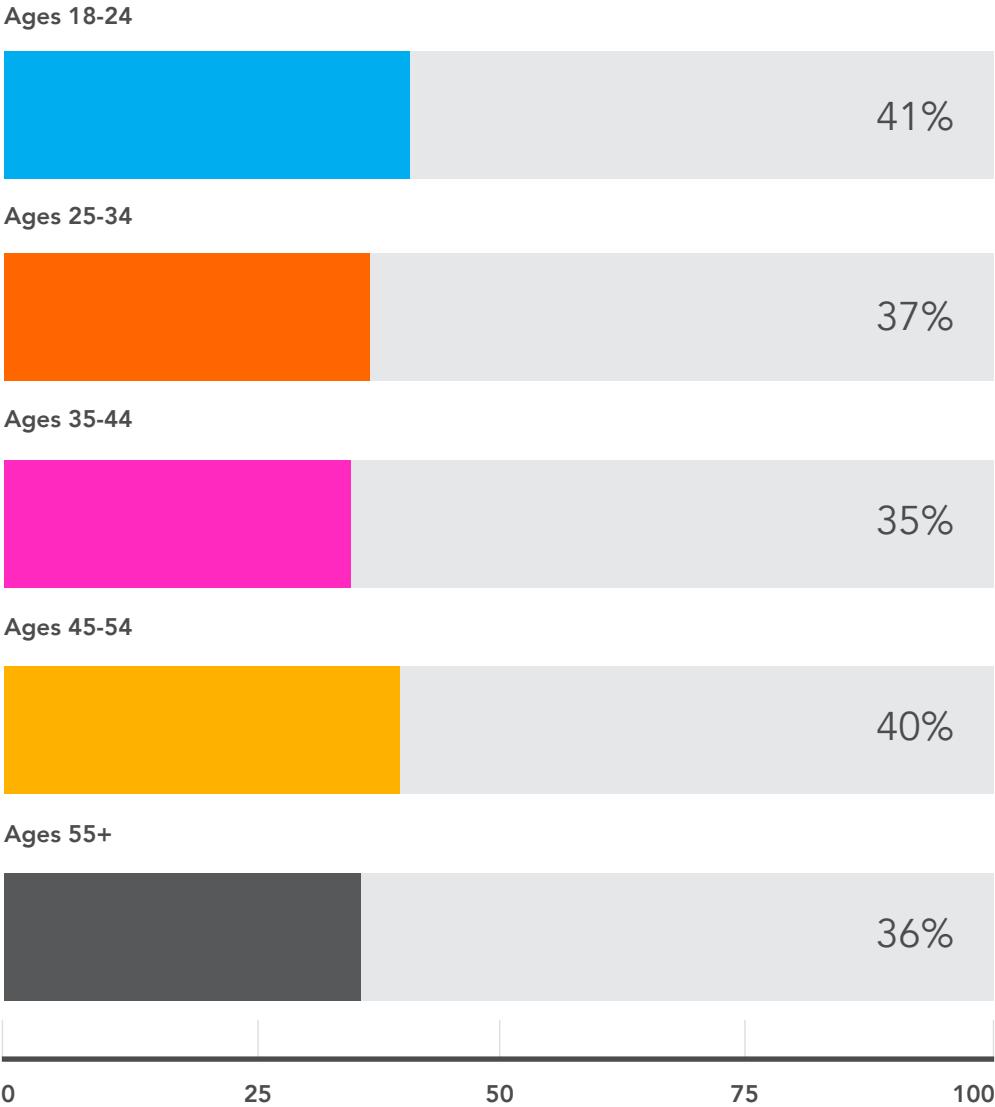
Meaningful work can take many forms, but all employers can tap into this need — even in jobs where the meaning is less obvious.

As Barry Schwarz, professor of psychology at Swarthmore College, puts it, the crucial thing here is to describe “the vision of the good that their work achieves.”

If you do that, then even employees engaged in routinized work are more likely to “extend themselves to see if they can figure out ways to do this better, more efficiently and more effectively.”

Differences between generations are smaller than it may seem

% of workers that selected meaningful work as factor that would most attract them to a job, by age



About

Indeed Hiring Lab

The Indeed Hiring Lab is an international team of economists, researchers and writers dedicated to delivering insights that help drive the global labor market conversation.

Led by Indeed Chief Economist Jed Kolko, the Hiring Lab produces research on job-market topics using Indeed's proprietary data and publicly available data, which is shared with media, researchers, policymakers, job seekers and employers to help them better navigate the debates, questions and controversies surrounding the world of work today.

Contributors

Nayna Ahmed

Daniel Culbertson

Daniel Humphries

Sindhu Keepudi

Jed Kolko

Valerie Rodden

Tara Sinclair

Andre Szejko

Indeed

More people find jobs on Indeed than anywhere else. Job seekers can search millions of jobs on the web or mobile in over 60 countries. Each month, more than 200 million people search for jobs, post resumes and research companies on Indeed, and Indeed is the #1 source of external hires for thousands of companies.

Methodology

The key source for all Indeed Hiring Lab research is the aggregated and anonymized data from job seeker and employer behavior on Indeed's sites in over 60 countries across the globe. Indeed job posting data include millions of jobs from thousands of sources. It is important to note that Indeed job postings do not reflect the precise number of jobs available in the labor market, as an opening may be listed on more than one website and could remain online for a period of time after it has been filled. Moreover, employers sometimes use a single job posting for multiple job openings. However, the data do represent a broad measure of each job title's share of job openings in the labor market.

External sources are cited throughout the text, including but not limited to: the Bureau of Labor Statistics, Census Bureau, Pew Research Center, Organization for Economic Co-operation and Development and the Society for Human Resources Management.

 **indeed** hiring lab

Indeed, Inc. | 6433 Champion Grandview Way, Building 1, Austin, TX 78750