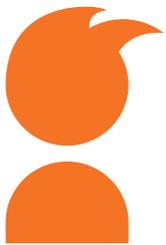


Indeed Survey on Mobile Job Search in the UK September 2014



UK jobseekers are increasingly turning to mobile devices for their job search.



63% are already using mobile devices to look for jobs.



50% would happily apply for a job via mobile if the process was made easier.



Job search is now on-the-go and on demand.

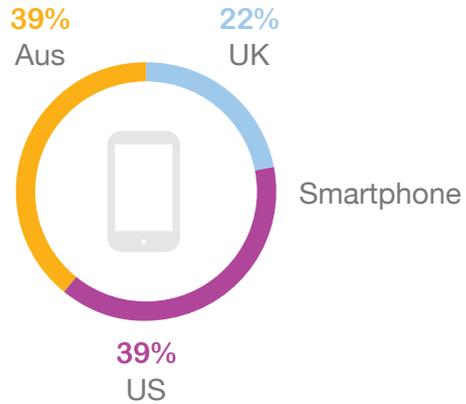
Introduction

Surrounded by digital technology and smart devices at home and at work, the average UK consumer now owns over five portable devices. This hyper-connectivity is breeding a new type of consumer, accustomed to instant access to information at any time, from anywhere. This behaviour has driven innovation across a range of industries, including travel, retail and financial services, and is now disrupting the recruitment industry, forcing employers to adopt a consumer-led approach to hiring.

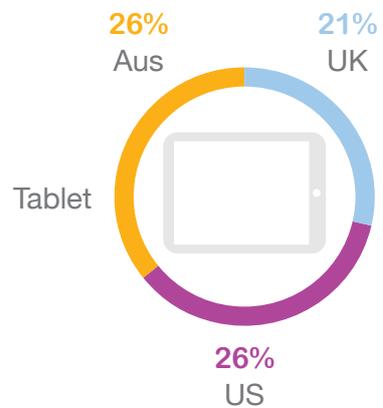
Indeed, the leading jobsite worldwide, has examined the job search trends of job seekers in the UK, US and Australia. With 55% of jobseekers worldwide noting that their biggest driver for using a mobile device is 'convenience', it's clear that talk of mobile strategy will soon be outdated when it comes to reaching today's channel-agnostic talent pool.



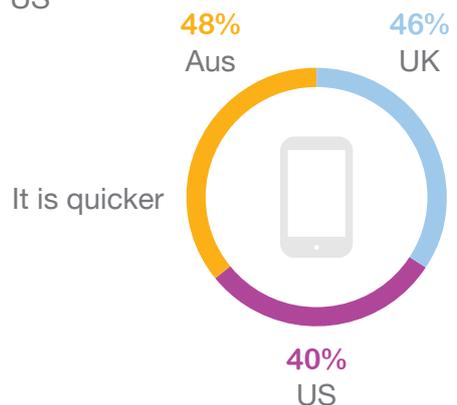
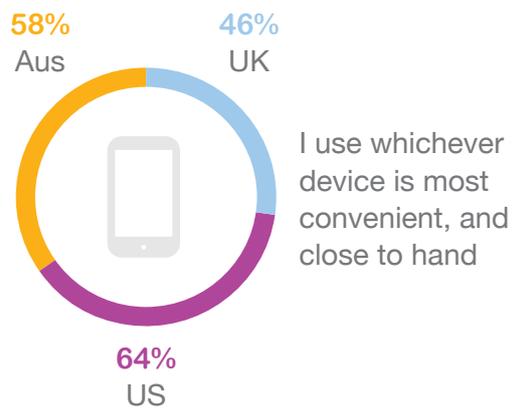
If you are looking for a job online, what kind of electronic devices do you use?

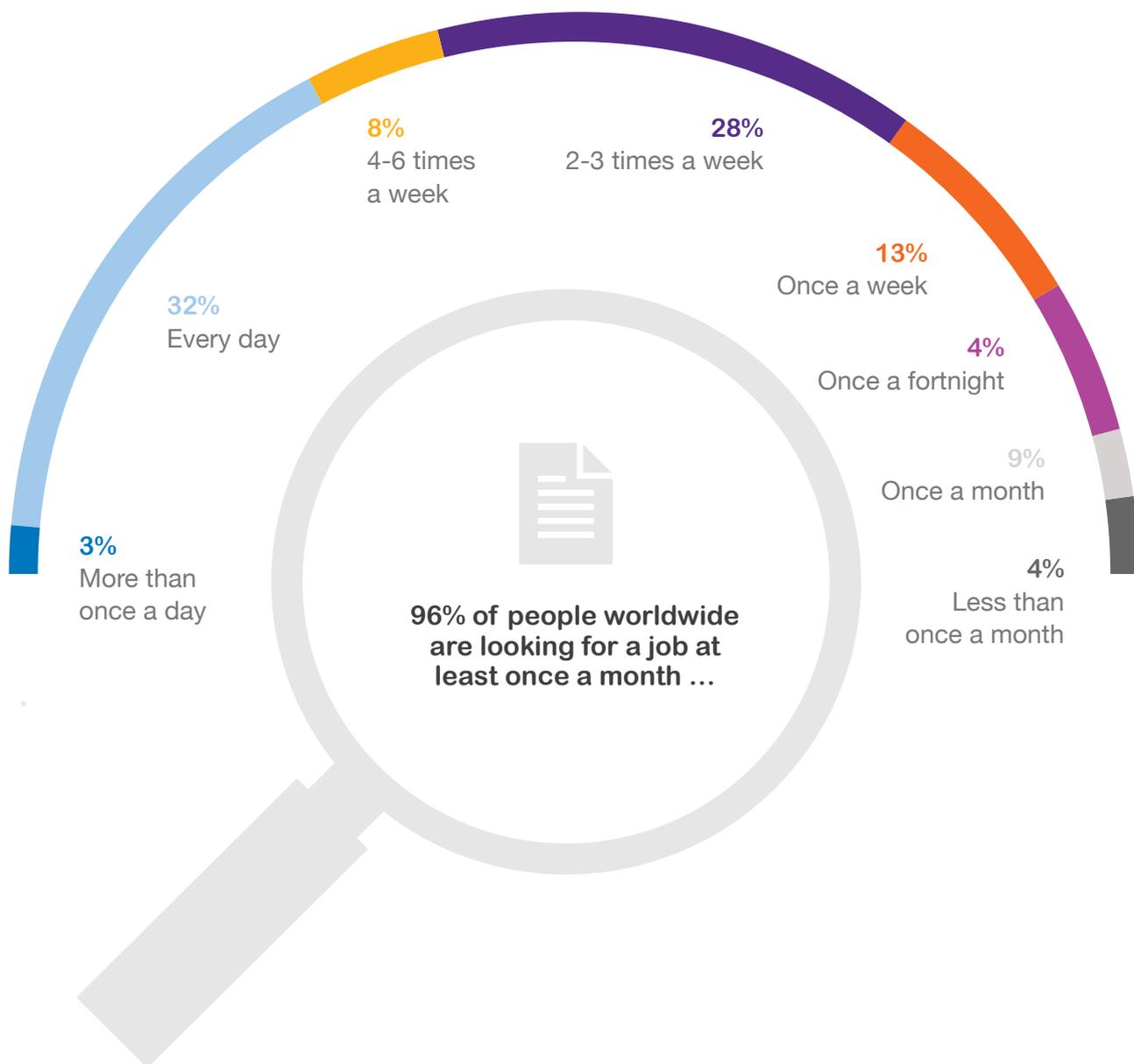


Globally jobseekers are turning to mobile devices ...



Which of these best describes why you use a mobile device to search or apply for jobs?





Candidates want easy application processes

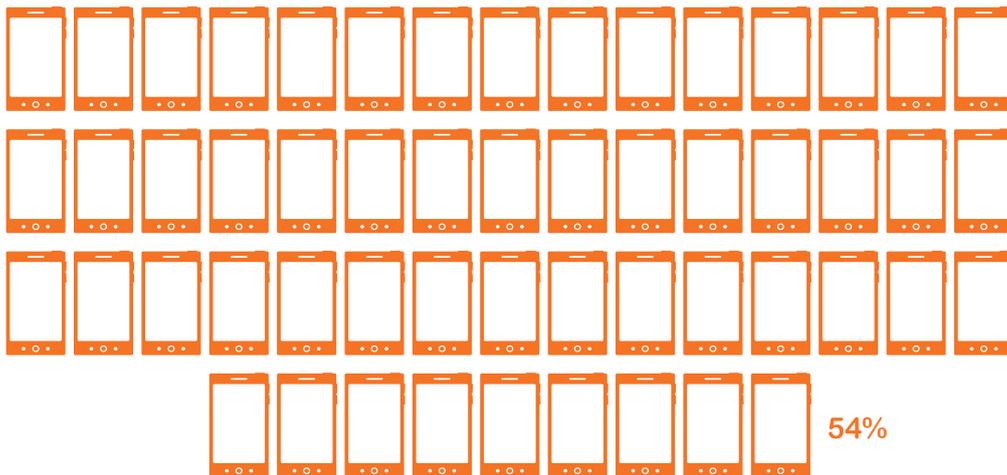
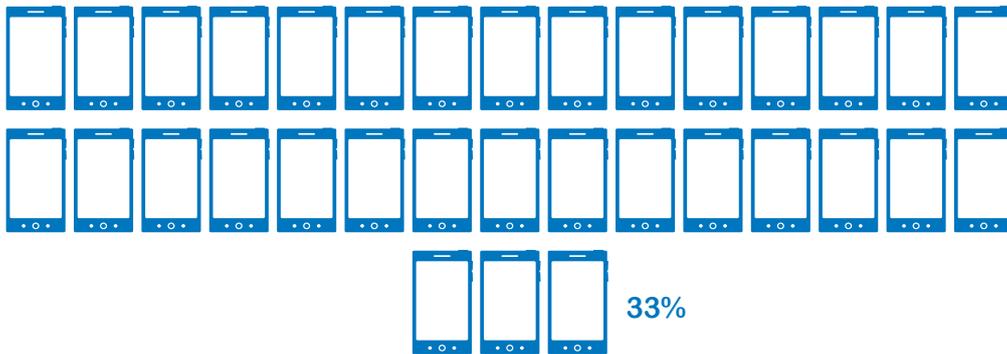
The desire for speed and convenience combine to drive applications, with 55% jobseekers worldwide citing convenience as the core driver for mobile job search, while 44% apply via mobile because it's quicker. 62% of jobseekers will apply directly via their mobile when a position catches their eye, if they are able. Americans are the most responsive with 65% submitting an application directly, compared with 59% of Australians who prefer to save the job advert and apply at a later time. In the UK, 63% of job seekers prefer to apply directly via their mobile device where possible.

Candidates want mobile application processes

Demand from time-poor consumers for a simple and quick job application process is increasing the pressure on international employers to optimise their mobile offerings, especially when connected consumers are working with one eye on the market, even when happily employed. Over 32% of people claim to be happy in their current job, but are regularly searching for new opportunities and would consider moving if someone approached them.

Mobile traffic to Indeed UK

54% of searches on Indeed are conducted with mobile devices. In January 2013 this number was 33%



The top four reasons given by UK respondents as to why they use mobile devices to search or apply for jobs were (in order): mobile devices are closer to hand (47%), the process is quicker (41%), and easier (37%) and they often look for jobs “on the go” (21%).

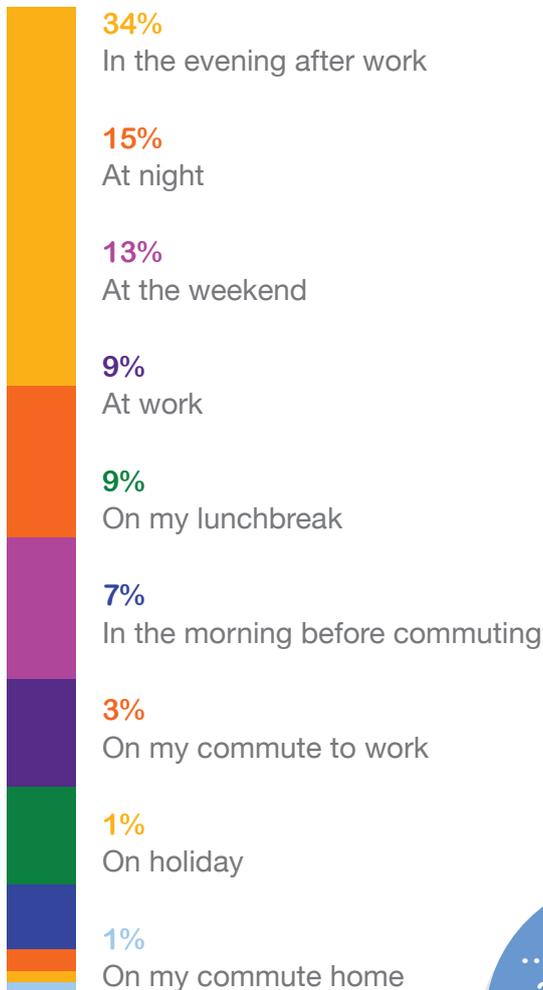
Growing numbers of consumers are therefore integrating themselves into the job market, even if they are not actively looking for a job. With mobile devices offering consumers a pathway

to the mobile job market at any time, employers need to make sure any barriers to entry are removed to attract quality candidates.

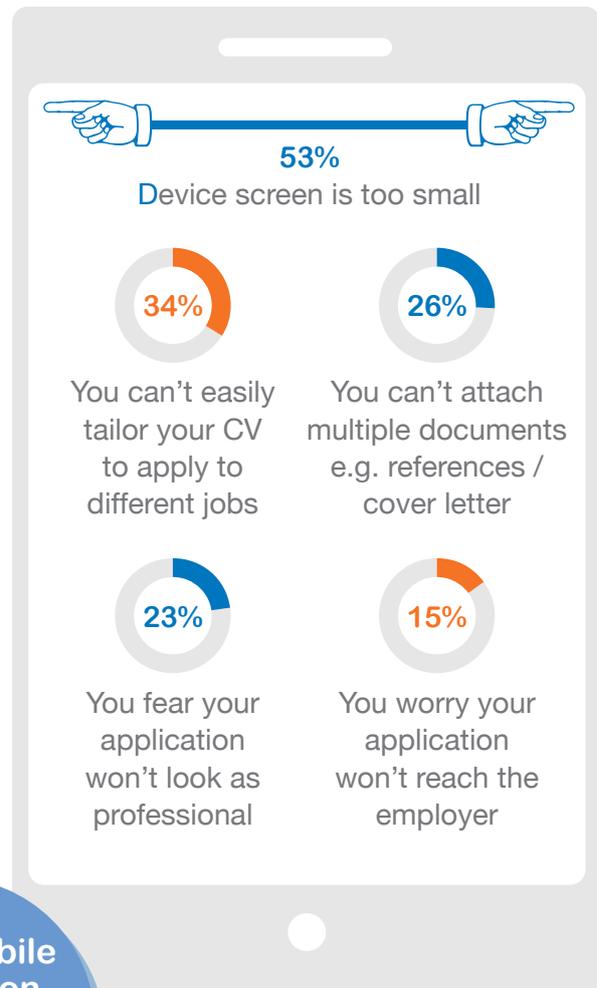
There is a global demand from jobseekers for easy mobile application processes. This is reflected in the results. 66% of individuals would happily apply for a job via mobile if the process was simplified. Consumers may rely on mobile devices to shop, search, communicate and even manage their finances but our research indicates

Job search is now on the go ...

When are you most likely to search for jobs?



What discourages Britons from applying via mobile?



... the mobile application process must be seamless

that job search on mobile devices still presents some challenges.

Anxious appliers: the barriers to submission

Globally, 31% of individuals said they were discouraged from applying for jobs on a mobile as they feared the application wouldn't look professional. Meanwhile, 20% of individuals went as far as saying that they worried the application wouldn't actually

reach the employer at all. Small screens, the difficulty with tailoring CVs to apply for different jobs and issues with attaching multiple documents were also revealed as barriers to applying.

Australians feel particularly strongly about how effective these processes are, with 76% claiming they would happily apply if these mobile barriers were addressed, compared to half of jobseekers in the UK.

Mobile is making it easier to always be on the lookout for for the right fit ...

How can employers adapt to changing job search patterns?

Jobseekers should be able to search for roles how they want, when they want and where they want and UK employees are looking for solutions to the mobile application process. Employers who accept mobile applications receive twice as many quality applicants than from desktop alone.

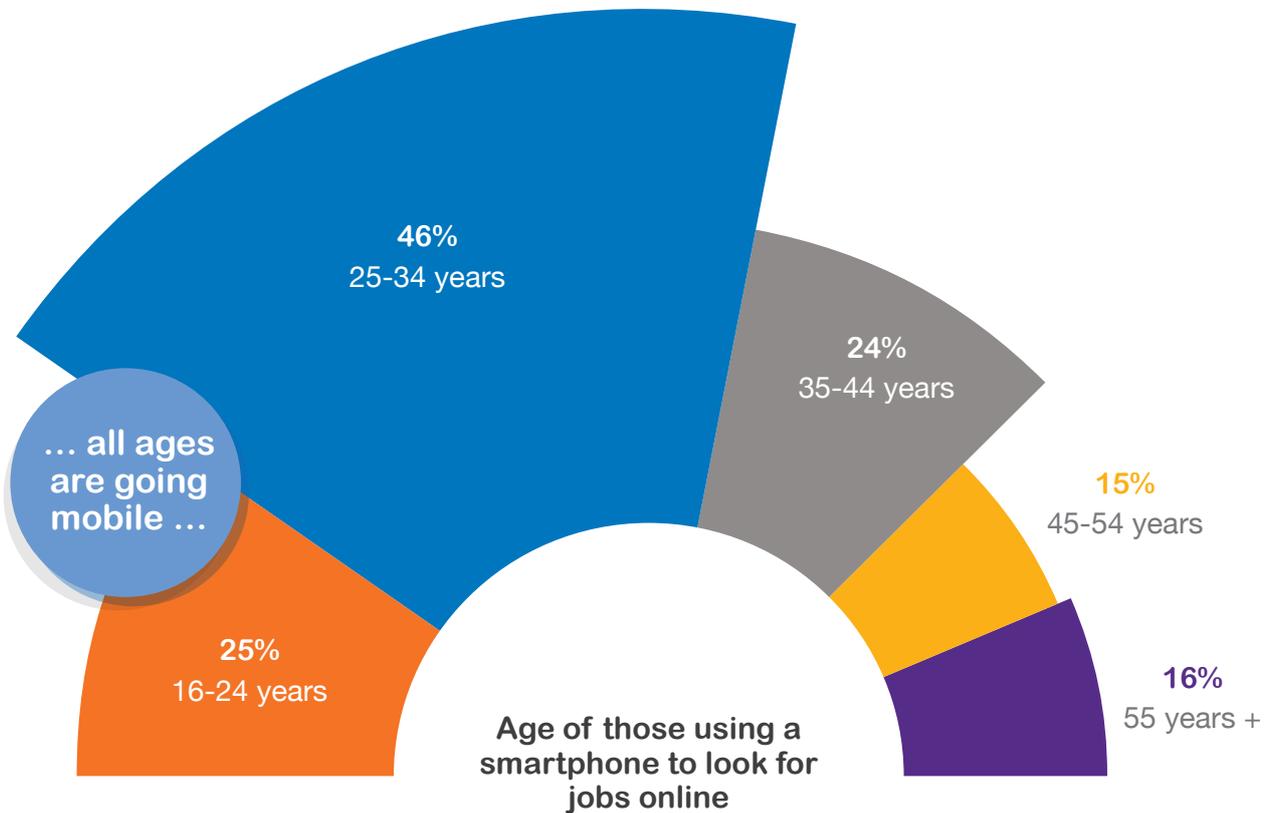
Competing for the best talent means reaching the best quality candidates when and where they're receptive to the right job. In response to this trend, we launched Indeed Apply two years ago, so candidates could easily apply to jobs from mobile phones and tablets. Our recent acquisition of MoBolt takes this a step further, making it possible for employers to immediately create a branded, mobile career site and accept applications from candidates on any device.

This year, Indeed's job search data showed that nearly 50% of all traffic to the Indeed website was from job seekers looking via mobile. It's clear that mobile job search is not a thing of the future, it's happening now. A majority of job seekers around the world find jobs on a mobile device, yet only a fraction of companies have a mobile friendly application process. The best talent will not wait to apply later - they will simply move on to another opportunity.

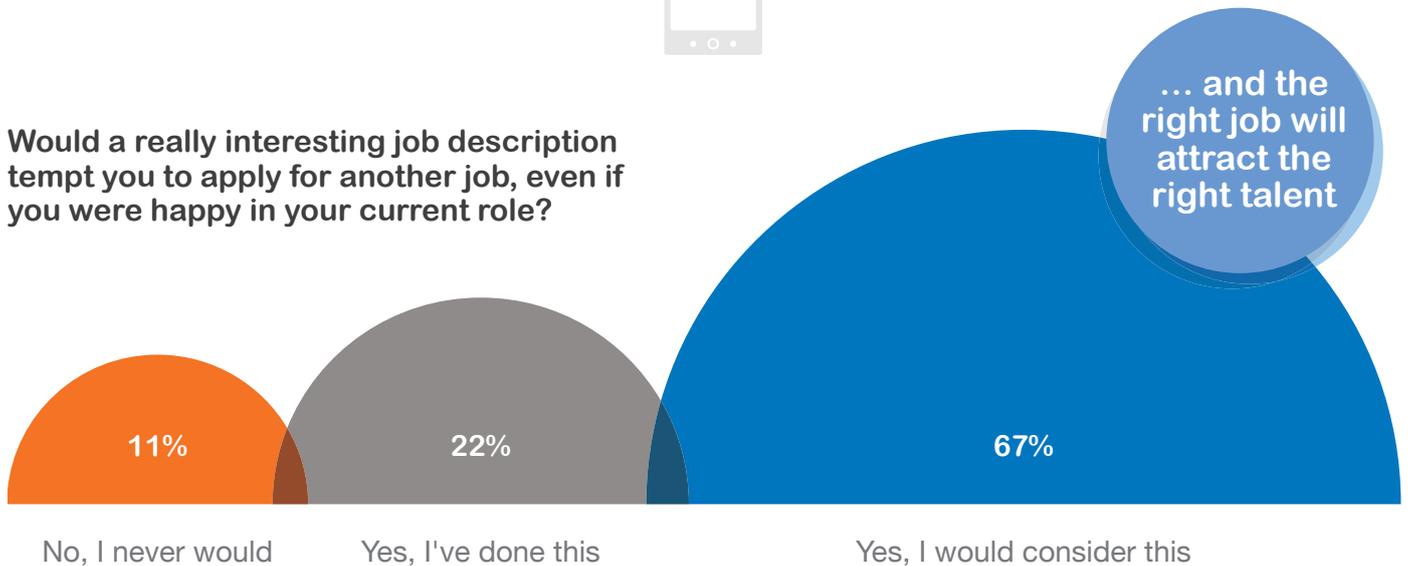
Heightened competition in the UK market specifically, is placing more pressure on

Which of the following best describes your current job search status?





Would a really interesting job description tempt you to apply for another job, even if you were happy in your current role?



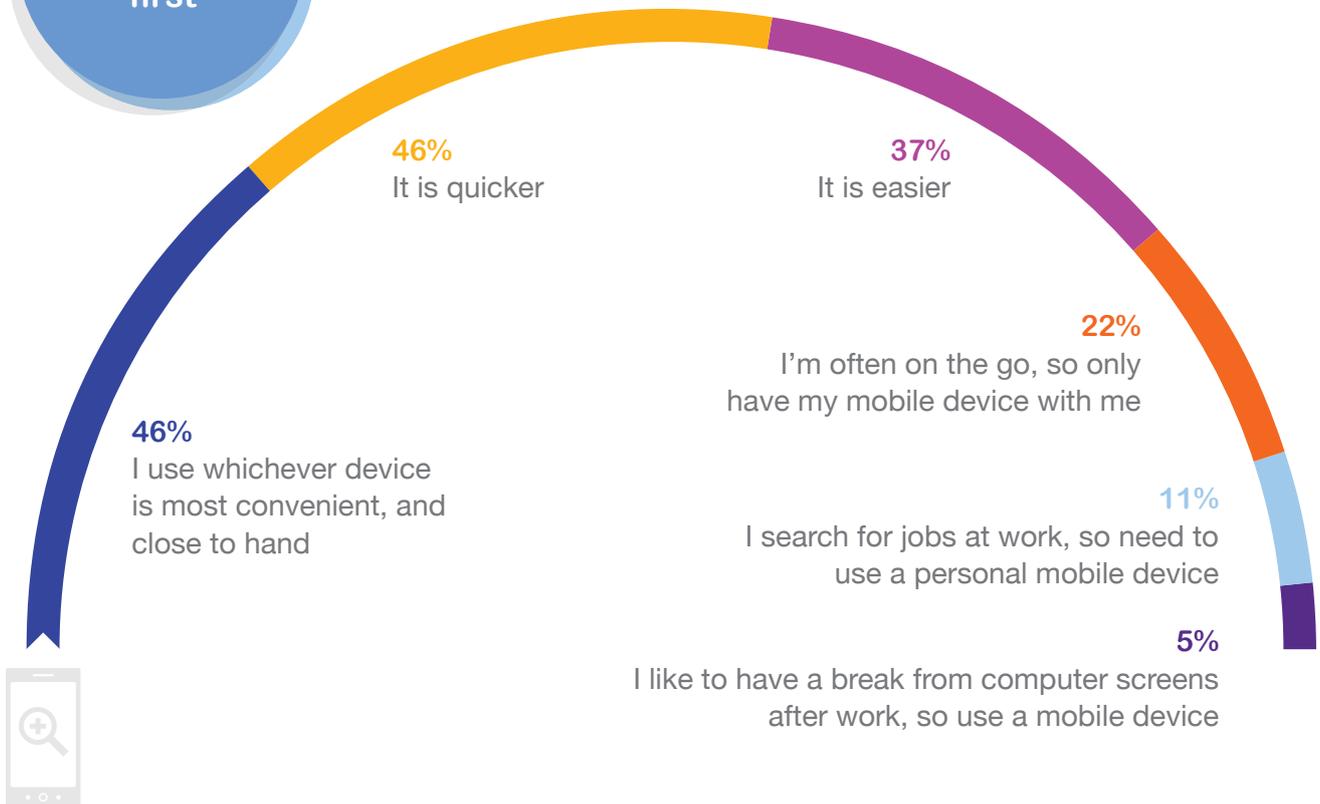
employers to appeal to these impulse applicants. According to KPMG and The Recruitment and Employment Confederation, the UK's labour market is beginning to pick up as permanent job placements accelerate, but staff availability has continued to fall keeping pay pressure high. To gain an edge in the global talent war, it is critical that employers give individuals the tools and the confidence to pursue new job opportunities on demand with a reliable mobile

application process. Mobile should not be siloed however, as consumers move rapidly across channels in search of the best experience. No matter how or where consumers are applying for jobs, employers need to create a platform which is both simple and effective. Master this, and job hunters will apply at their earliest convenience.

The industry can no longer refer to mobile job search as 'the future' – it's now.

Jobseekers
are convenience
first

Which of these best describes why you use
a mobile device to search or apply for jobs?



About the research:

Indeed commissioned independent research with Censuswide in August 2014. The results are based on a poll of 3,374 consumers across the UK, US and Australia.

About Indeed:

More people find jobs on Indeed than anywhere else. Job seekers can search millions of jobs on the web or mobile in over 50 countries. More than 140 million people each month search for jobs, post resumes, and research companies on Indeed, and Indeed is the #1 source of external hires for thousands of companies (sources: SilkRoad & iCIMS). For more information, visit indeed.com.



Indeed Ireland Operations Limited

Tel: 0800 723 6786

Website: <http://indeed.co.uk/hire>