

*A handbook on*

# Job Search Habits of Millennials



Survey Report: April, 2019

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Job Search Habits of Millennials

## Executive Summary

# Active, impatient, tech savvy, job seekers

Millennial job seekers explore aspirational career paths, seek greener pastures and new experiences to further their professional goals and widen their horizons. They research job opportunities extensively, using multiple technologies and media, before applying.

On the other hand millennials leverage talent networks and communities they are part of as part of their job search. They are thorough, quick and impatient, and usually find what they are looking for quickly. On the other hand they also do not hesitate to let go of a job that does not suit them or reward them with fruitful careers.

## 34% of millennials interviewed are dissatisfied with their current job

- 28% of all respondents search for a new job because they want better pay
- 34% of all respondents invest considerable time [2 – 3 times a week] searching for a job
- 29% search for jobs daily
- 62% of the respondents surveyed spent less than 30 minutes a day on job search
- 33% of all respondents spend 30 minutes to an hour per day searching jobs on job sites
- Out of the 34% of the millennials who are unsatisfied with their current job, some are searching for their ideal job for more than 2 hours daily and have taken more than a year in this pursuit

## An overwhelming 42% use job portals and apps for job search

- 18% of all respondents rely on social media to search for jobs

## 76% of all respondents prefer mobile devices for job search

- 64% carry out search on their mobile and 12% on tablets
- The remaining 24% of all respondents search for jobs on their laptops and desktops

## 67% of all respondents have been successful in securing the jobs they wanted

- It took between 1-3 weeks and 1-3 months for 75% of the respondents to go from their first search to securing their jobs
- Most candidates who have not secured the job they wanted are working in what is not their “dream job”. Better curated job options would help them in securing their “dream job”. Also it could be that the channel of job search they have used may not have given them desired results

## An overwhelming 53% feel the need for job experience across multiple industries

- A slender 22% of all respondents opine that their skills are transferrable to another industry
- The remaining 15% prefer to focus on one industry for career progress

## 58% of all respondents actively search for jobs, identify them and reach out to employers

- 22% are passive and will wait for employers to reach out
- The remaining 20% use a combination of active and passive

## 73% are “somewhat specific” to “very specific” in their search

- 42% veer toward being “somewhat specific”
- 21% are “very specific” in their approach to search
- 16% are “targeted”
- 11% “have some idea” of what they are searching for

## Attitude towards –

- “Resume”: 63% keep their standard resume ready beforehand
- “Job Alerts”: 52% believe job alerts are useful but not critical
- “Aggregation of jobs by the job portal”: 58% opine that a large selection is vital for effective search
- “Hyper-local search for jobs in the vicinity”: 63% of all respondents believe hyper-local search is useful, but not always
- “Company Review”: 66% consider Company reviews as important but one among the many factors
- “Cover Letter”: is almost universally considered a non-essential component of search – 47% feel it is not important, 26% say it is not a tool they use in their job search and 5% believe they wouldn’t provide a cover letter if they didn’t need to
- “Job Interviews”: 38% say they will make sure they are well-prepared for interviews

## Candidates hate all negative aspects of the job search process in almost equal measure

- 58% hate lack of response from employers
- 44% hate “never ending irrelevant job listings”
- 41% hate the advertising of jobs that are no longer available

**50% find “Unclear job descriptions” and “No/ lack of opportunities for inexperienced candidates” annoying in the job search process**

- “Advertisements” (18%) and inadequate job matches with their skills / expectations (16%) are the other significant annoyances

**63% of all respondents learn from the errors related to missed opportunities and rectify them**

- 20% claim to not have this problem since their “search setting and search practice” is focused

**Respondents point to varied factors responsible for missing a job opportunity while searching for job**

- Having already accepted another offer (26%)
- Not hearing about an opportunity on time (19%)
- Not completely understanding a job description (16%)
- Not looking in the right location (12%)

**“Salary meeting / exceeding expectations” and “Job title” rank high in helping make the final choice**

- 60% rank “Salary meeting/exceeding expectations” and 46% rank “Job title” as the most important factors

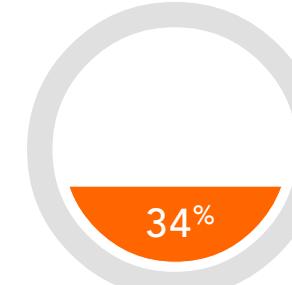
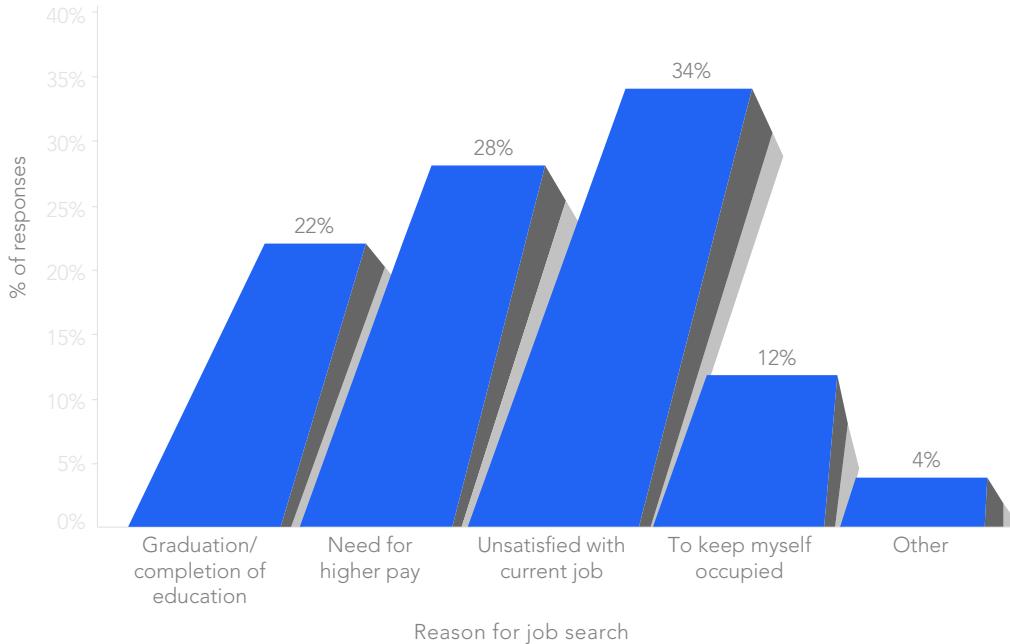
**A “pay cut” (32%) or “entering a role below seniority” (20%) are the top considerations for enhancing careers and for getting the right job**

- Working as a contractor / freelancer (10%) and doing unpaid / intern work to up-skill (9%) are the other top considerations

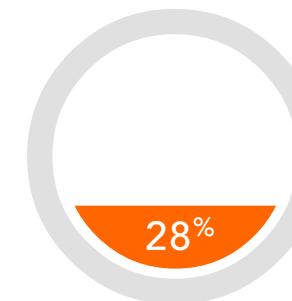
Job Search Habits of Millennials

## Descriptive Analysis

## Reasons that led to job search



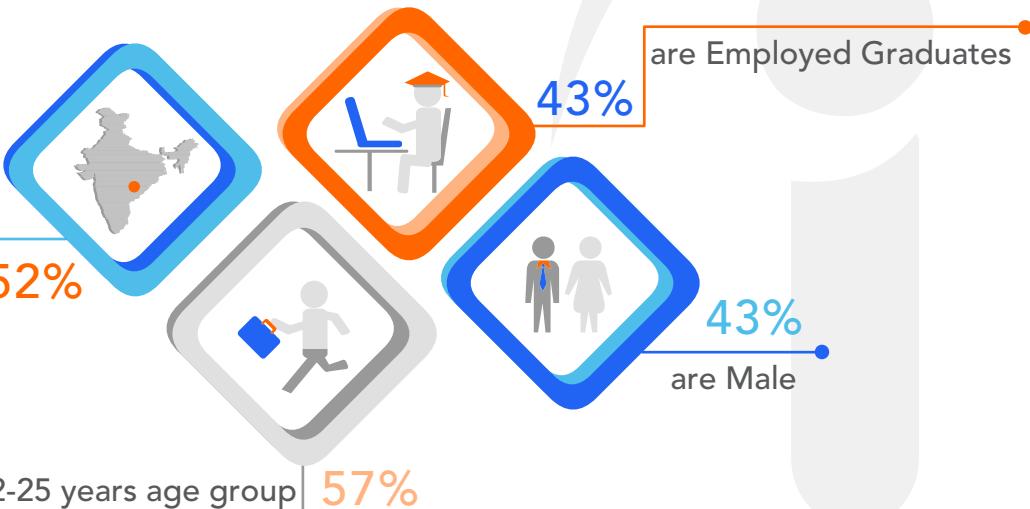
of the respondents are unsatisfied with their current job so they are looking for other job opportunities.



of the respondents cite the need for higher salary being the reason for their job search.

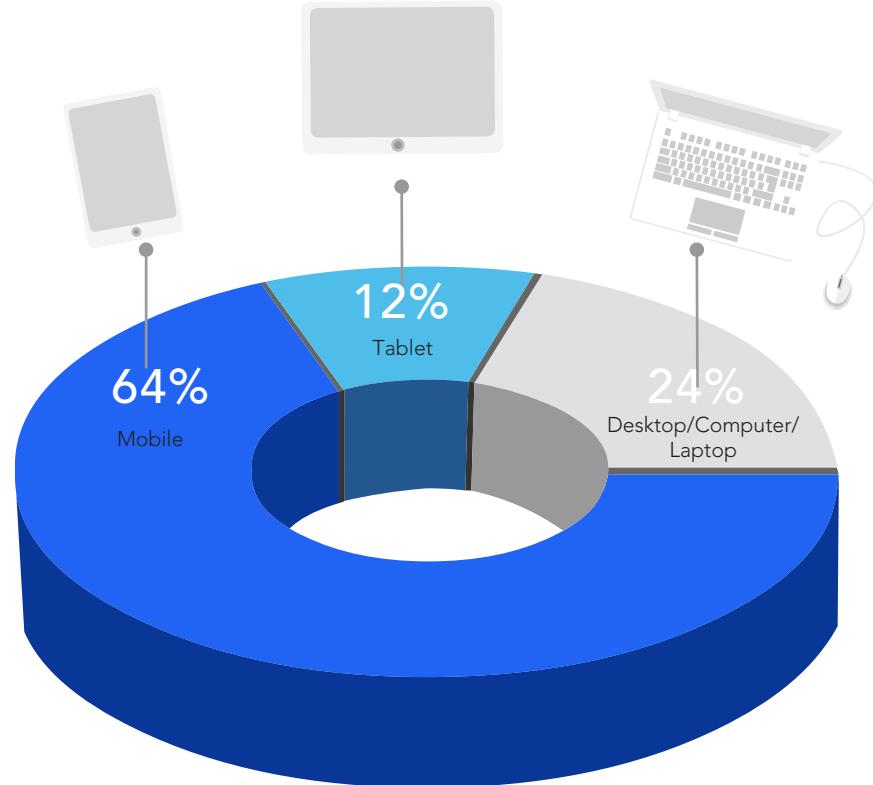
Not having secured the job they truly desire makes **a third of the respondents** unsatisfied with their current job. They also cite "lack of flexibility in the working conditions" as the reason for their being unsatisfied.

## The unsatisfied

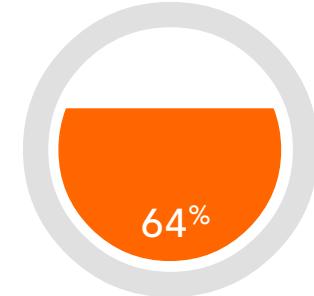


What devices do you use to carry out search?

## Device Preference



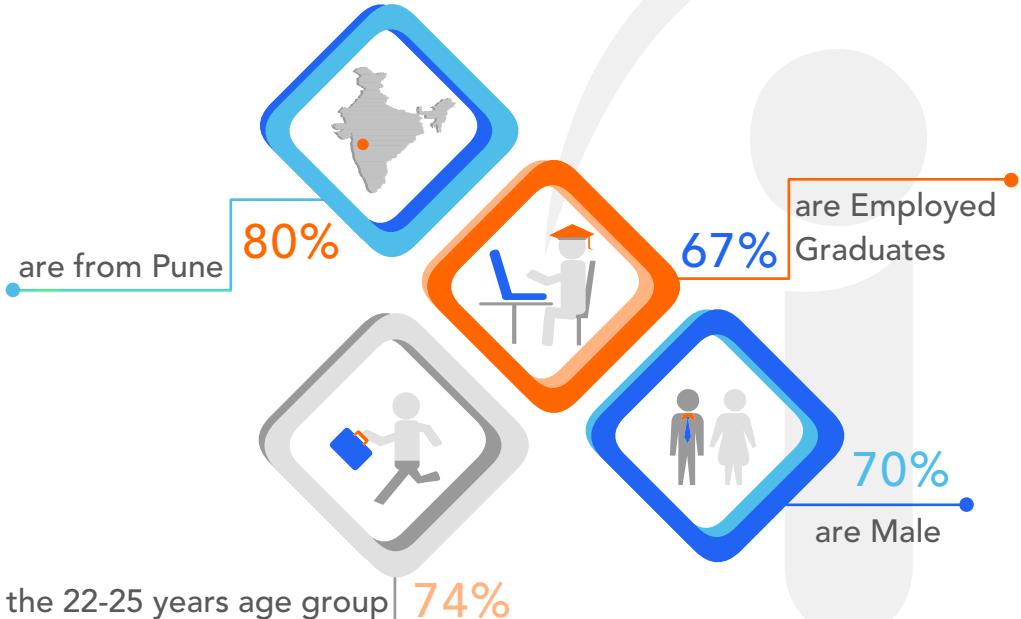
A majority of respondents would like to carry out their **job search anytime-anywhere**. They like to get alerts and post resumes on the go.



of the respondents prefer mobile for search thanks to  
 - the pervasiveness of smart-phones and  
 - the \*lite\* and tactile interface

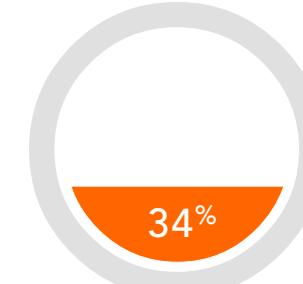
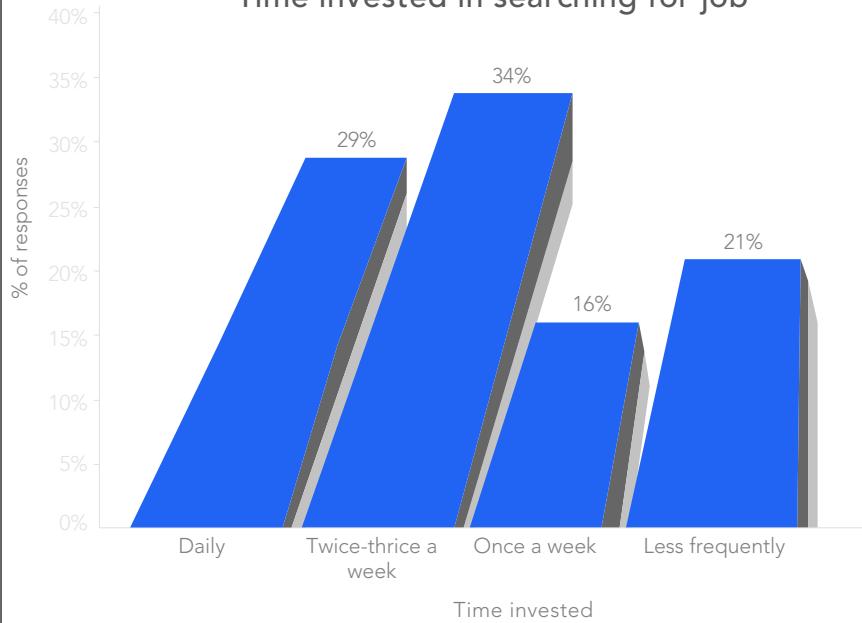
in addition to being on the go.

## Who use mobiles for job search

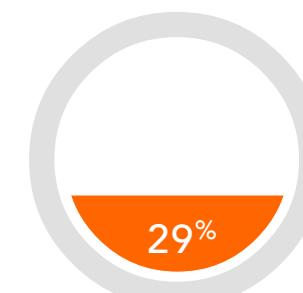


How much time do you invest in searching for jobs?

## Time invested in searching for job



of the respondents search for job opportunities twice-thrice a week ...



of the respondents search for jobs everyday

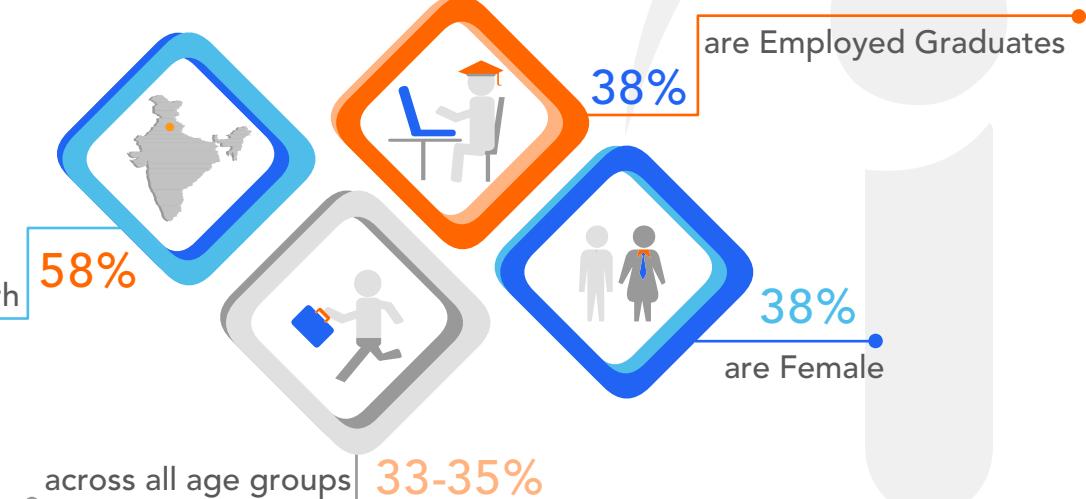
... and research job opportunities extensively

... and frequently switch their attention between media platforms

They check a company's career site and they also use search engines to find compelling stories about the company's culture.

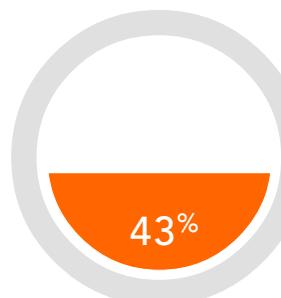
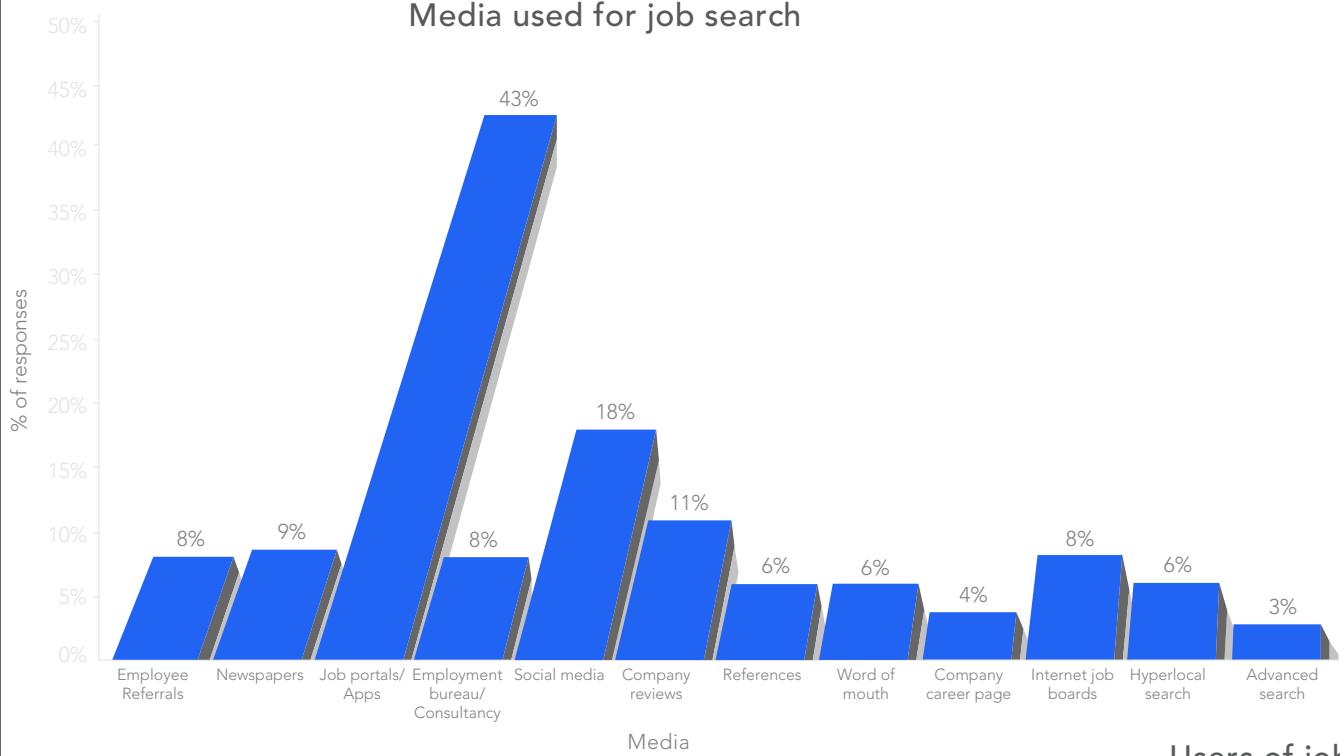
Frequent checks for job search outweighs the spaced out. 63% of the respondents invest **at least 2 – 3 days of a week** in job search.

## The frequent searchers

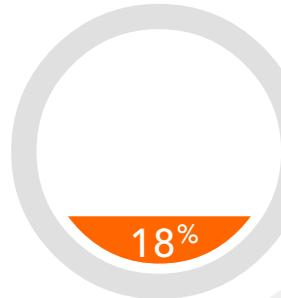


While searching for a job which of the following media would you use?

### Media used for job search

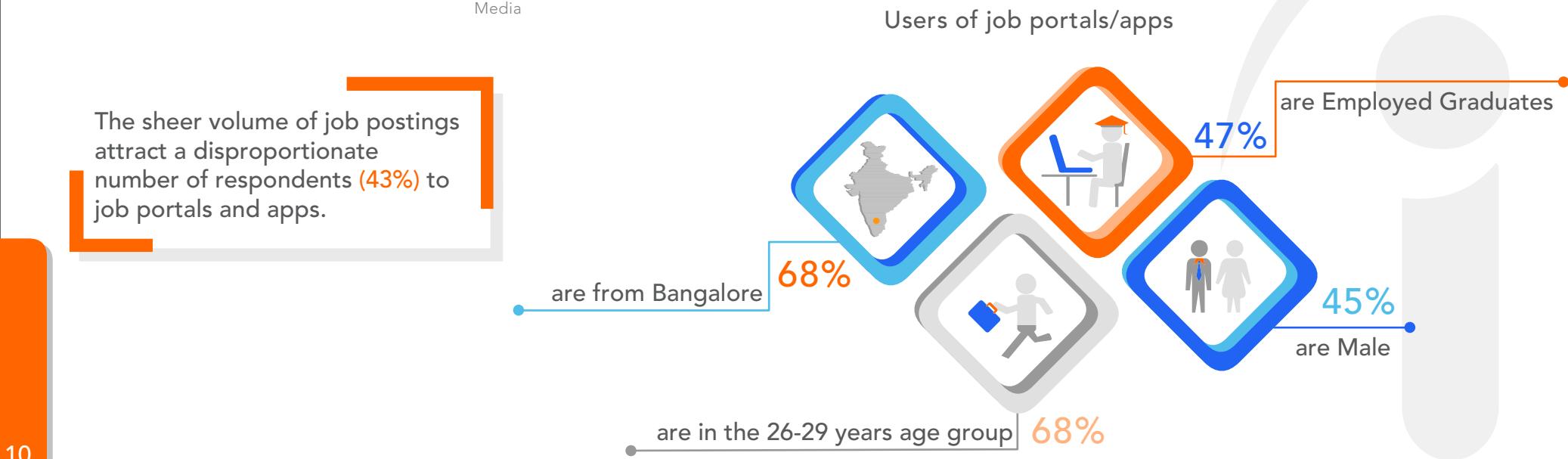


of the respondents prefer to search for jobs on job portals and apps



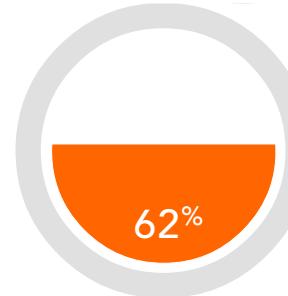
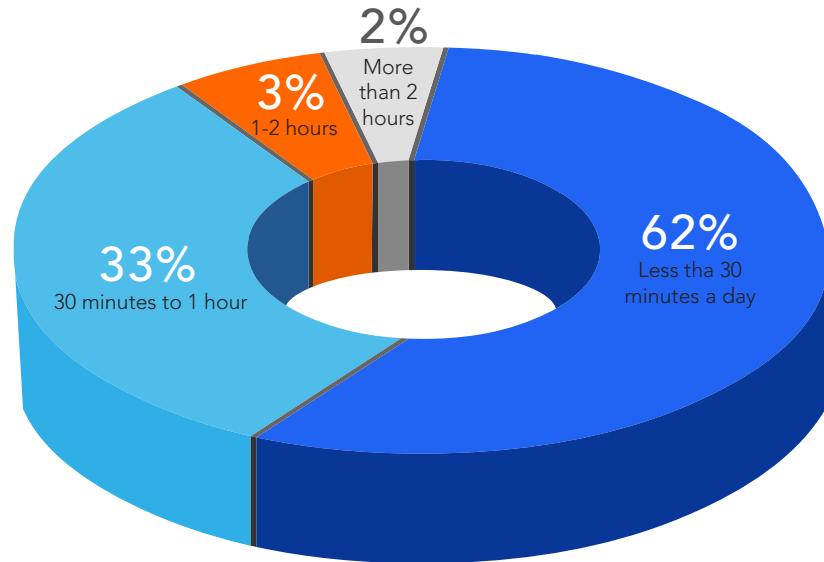
of the respondents include social networking sites (Facebook, Twitter, Instagram, etc) in their job search

### Users of job portals/apps



How much time did you spend on searching on the various online job sites?

Time spent on searching job on various job sites

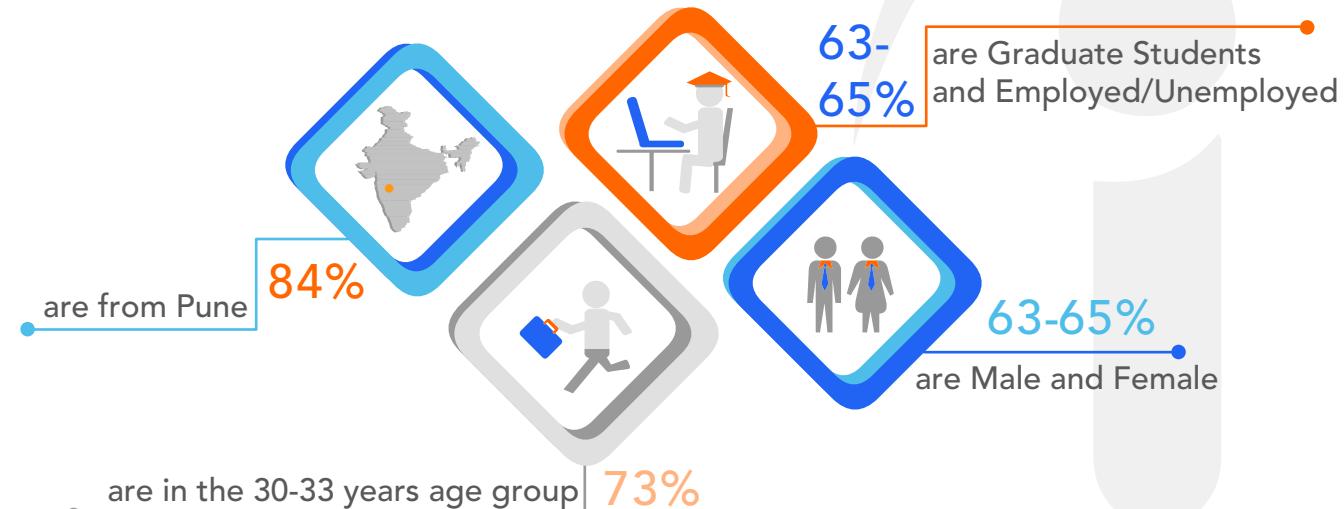


of the respondents spent less than 30 minutes a day on job search on the various online job sites

Some who haven't secured a job they wanted up to or more than 2 hours with their search

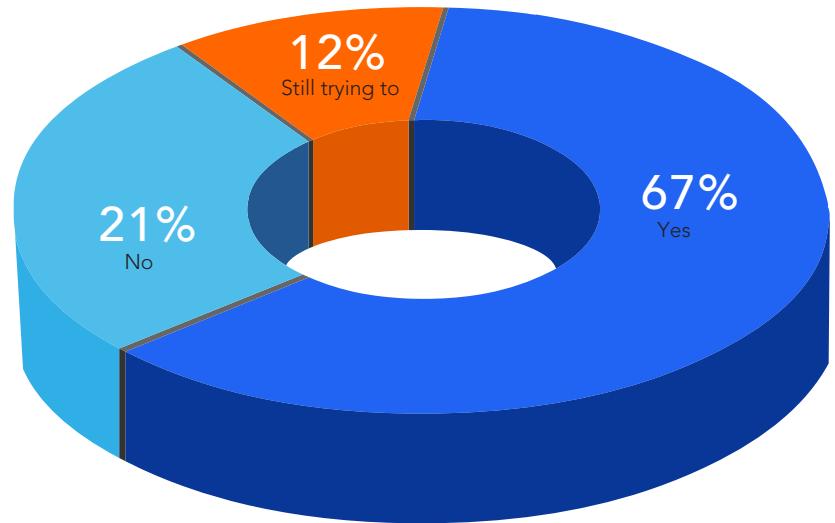
Most respondents are thorough, quick and impatient with their approach to search, and usually find what they are looking for **within a matter of 30 minutes** on a given day.

Spending 30 minutes or less



Did you secure the job you wanted?

Securing the required job



Two-thirds of the respondents end up securing the job they set out to search.

Secured the job they searched for

are from Bangalore, Delhi/NCR, Hyderabad, Lucknow, Mumbai and Pune

72-77%



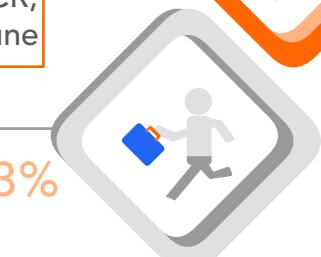
80%



are unemployed graduates

of the candidates are from the age group of 30-33 years

73%

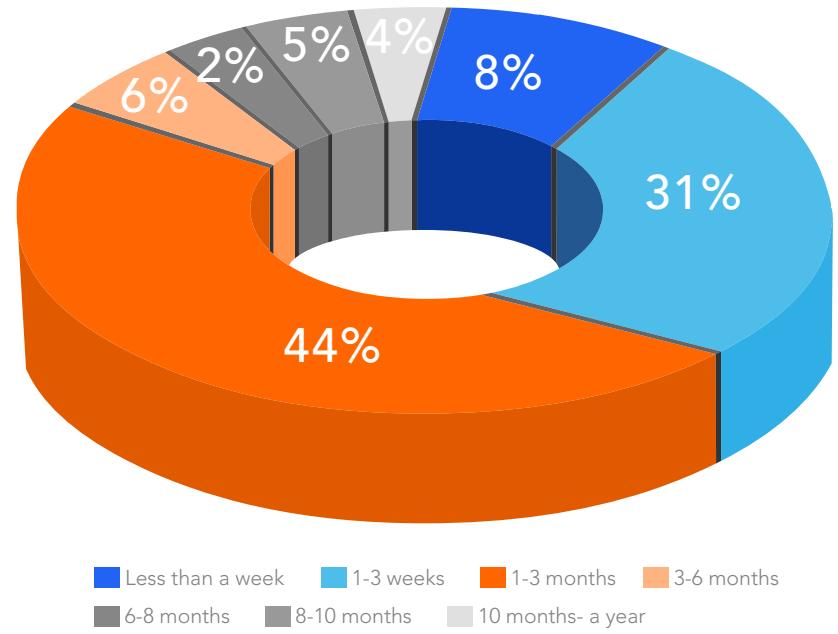


67%

are males and females

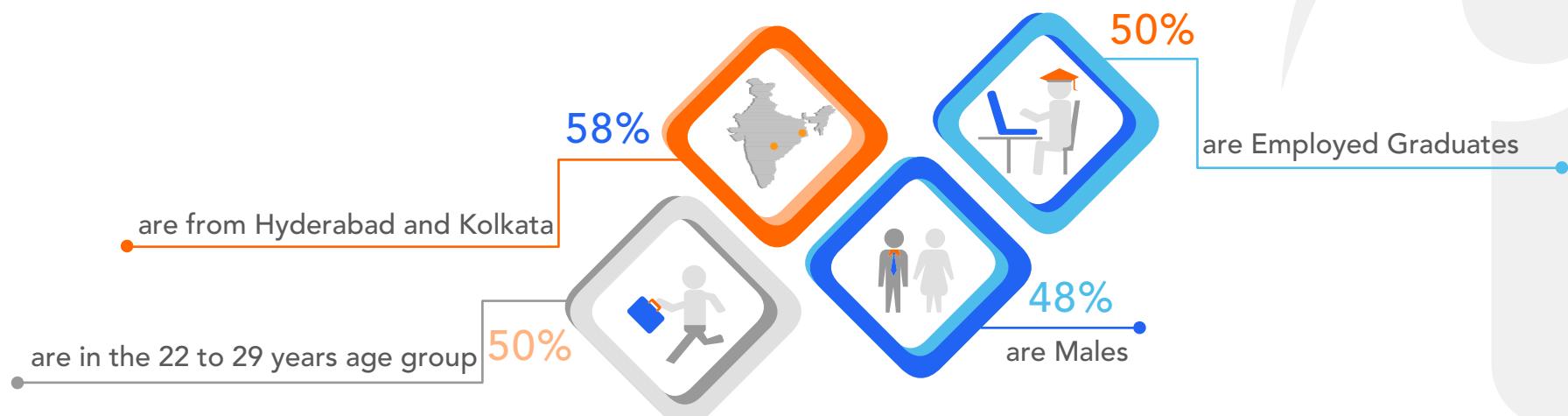
What was the time lapse between the first search and securing the job?

Time lapse between the first search and securing the job



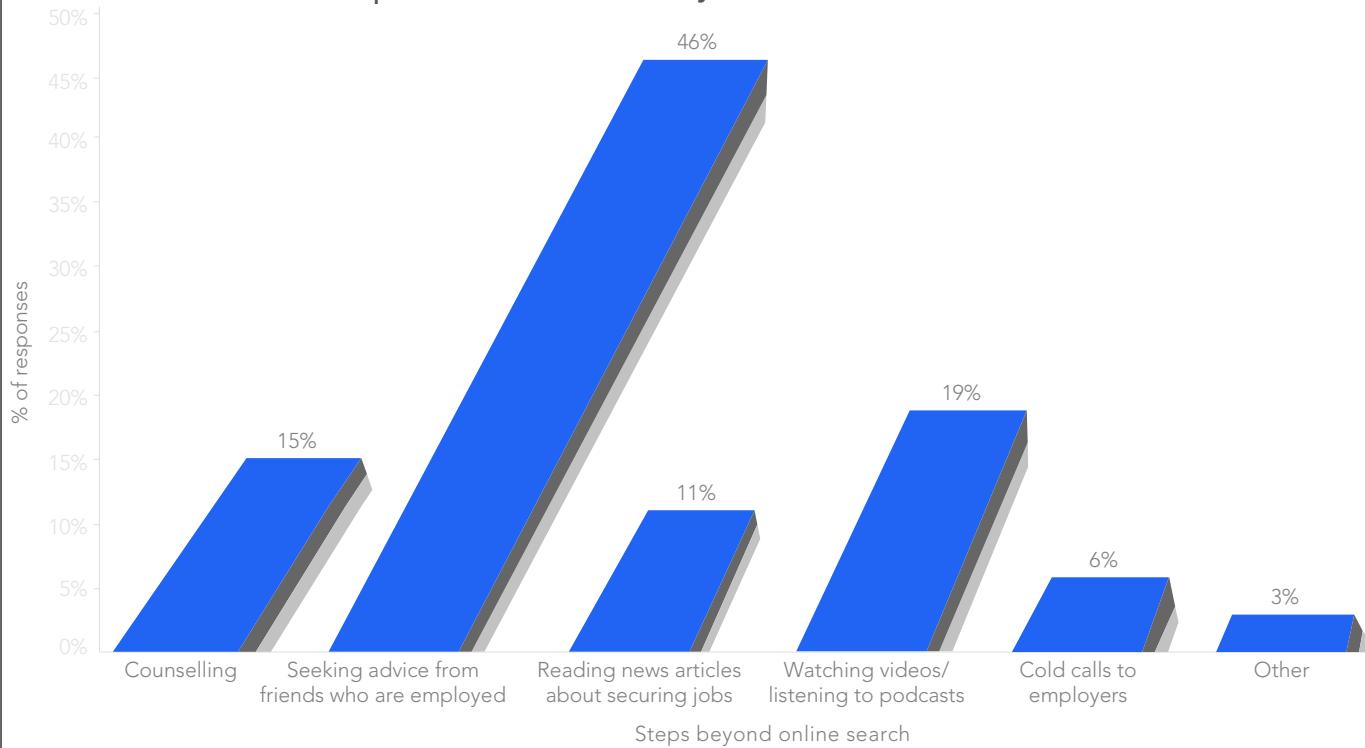
75% of the respondents land their jobs fairly quickly (between 1-3 weeks and 1-3 months) from the time of first search.

Securing their job in 1-3 months



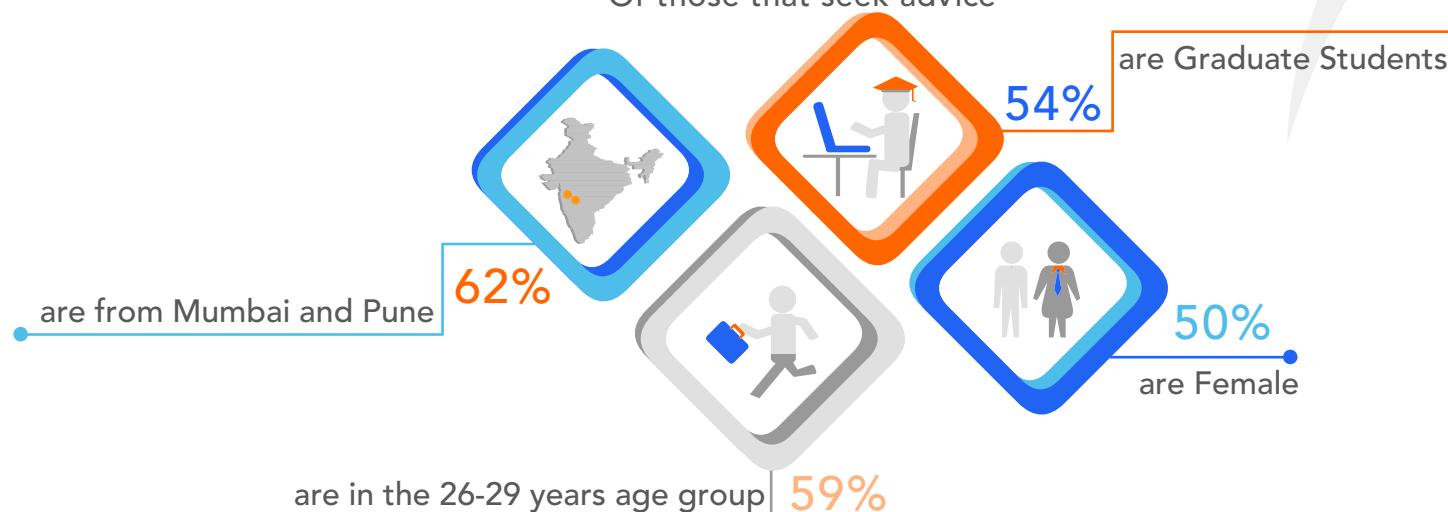
What other steps do you take beyond online search to identify jobs you are interested in?

## Steps millennials take beyond online search



While respondents reported undertaking a variety of other steps an overwhelming **46%** would seek advice from friends who are employed.

## Of those that seek advice



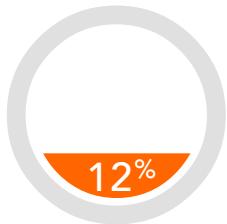
Do you think the online channels you use can do something to fulfil this above requirement?



think online channels could incorporate a social network-style collaborative feature



think online channels could have a section to chronicle job seeker experiences

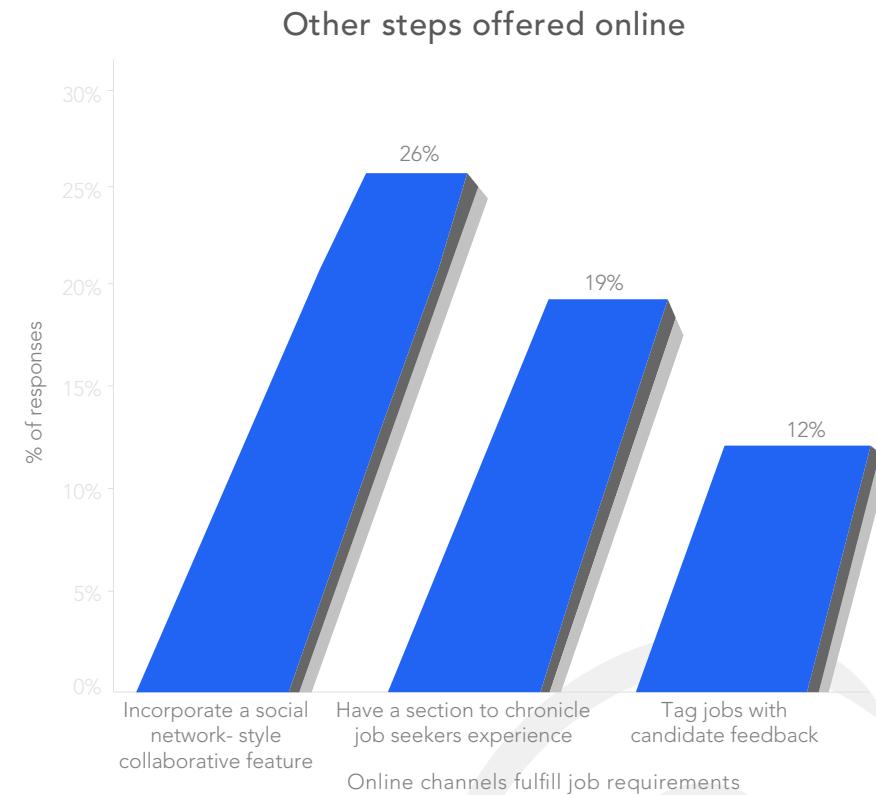


think online channels could tag jobs with candidate feedback

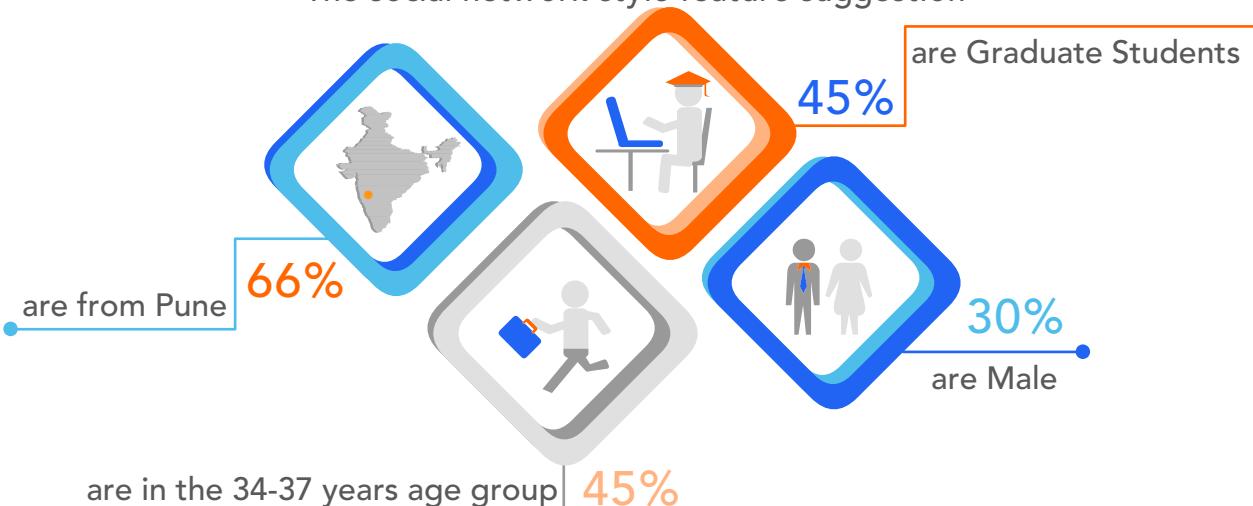
Millennials love to collaborate and are avid users of social networks. Hence, this feature is likely to be welcomed and adopted.

Job seekers learn faster from such chronicles, receive tips and avoid pitfalls.

Each job posting tagged with feedback provided by candidates who applied for it will serve to make job seekers aware of the pros and cons of the post.



#### The social network-style feature suggestion

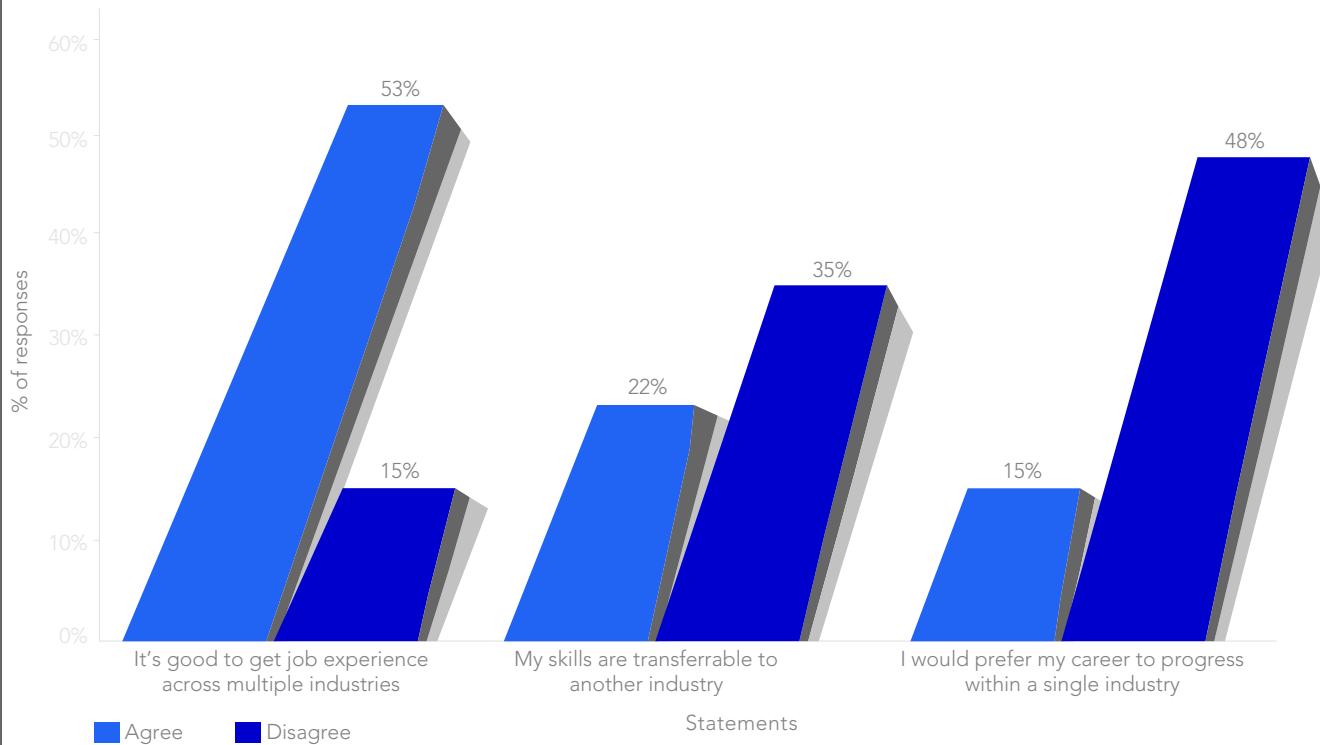


57% of the respondents feel online channels fulfill their search requirements. The rest of the 43% either did not feel this is required or didn't feel it important to answer the question. From the above 57%,

Respondents ideated on how online channels would be able to assist them beyond the conventional functions of job search and offered three creative tips.

Do you think the online channels you use can do something to fulfil this above requirement?

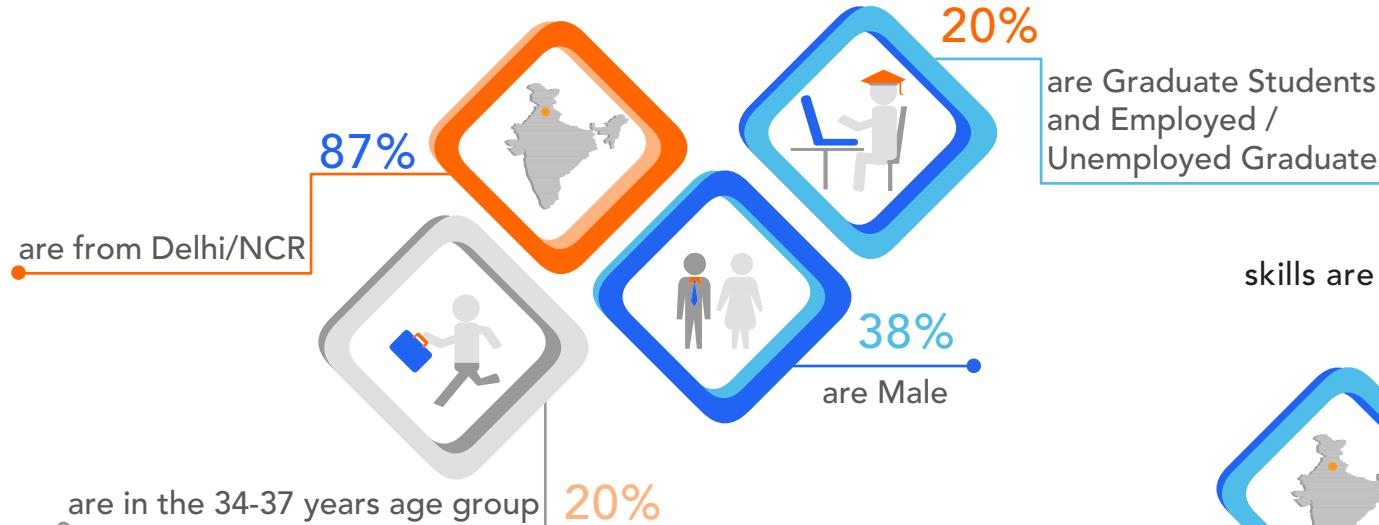
### Career Preferences: Focus



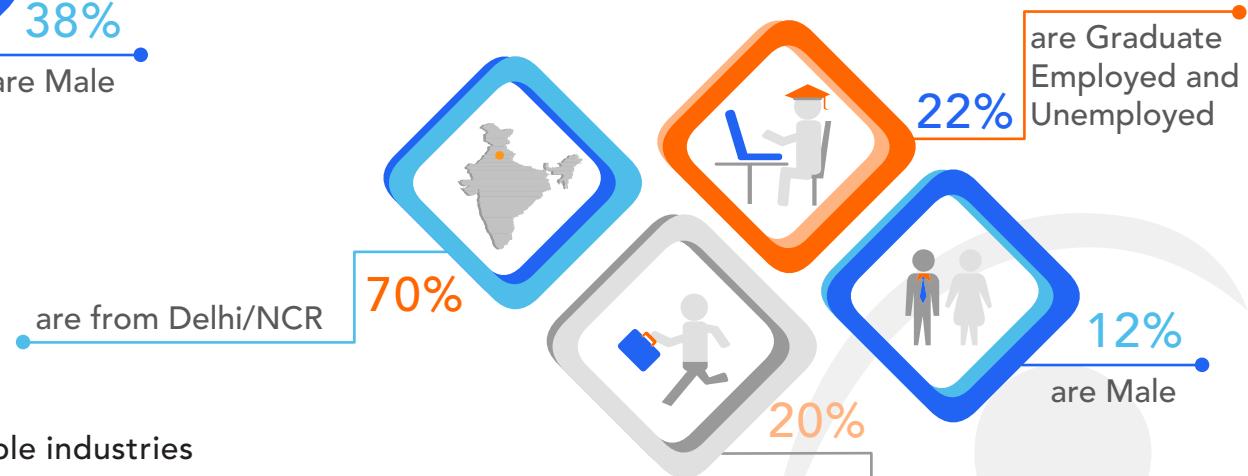
The dominant response favoured **experience across multiple industries**, and away from a single industry career focus, implying that respondents prefer to broad-base the opportunities for their skills and expertise.

Thinking about your career, to what extent do you agree or disagree with each of the following statements?

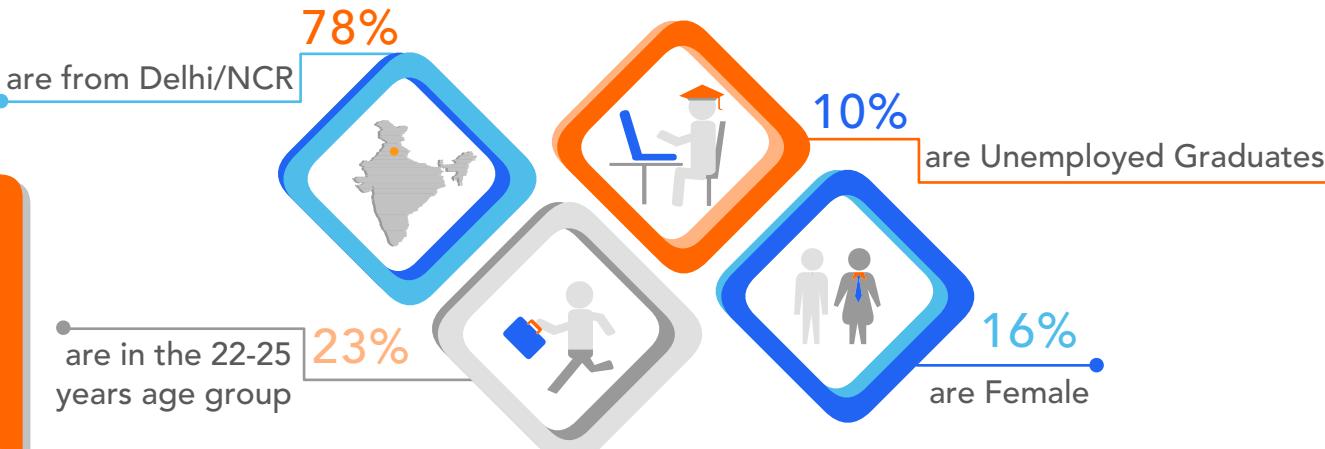
good to get job experience across multiple industries



skills are not transferrable to another industry

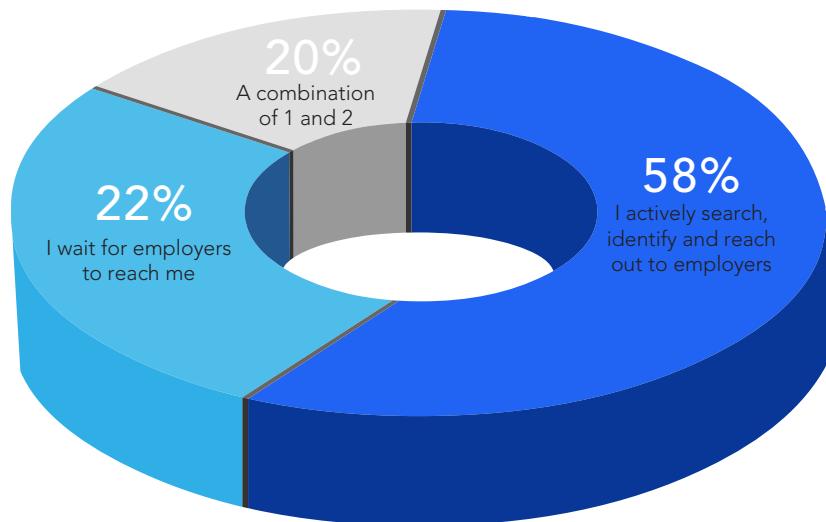


prefer career to progress across multiple industries



Most respondents who think a multiple industry career progression is good are likely to be from Delhi/NCR, in the older age group of 34 – 37 years and Male.

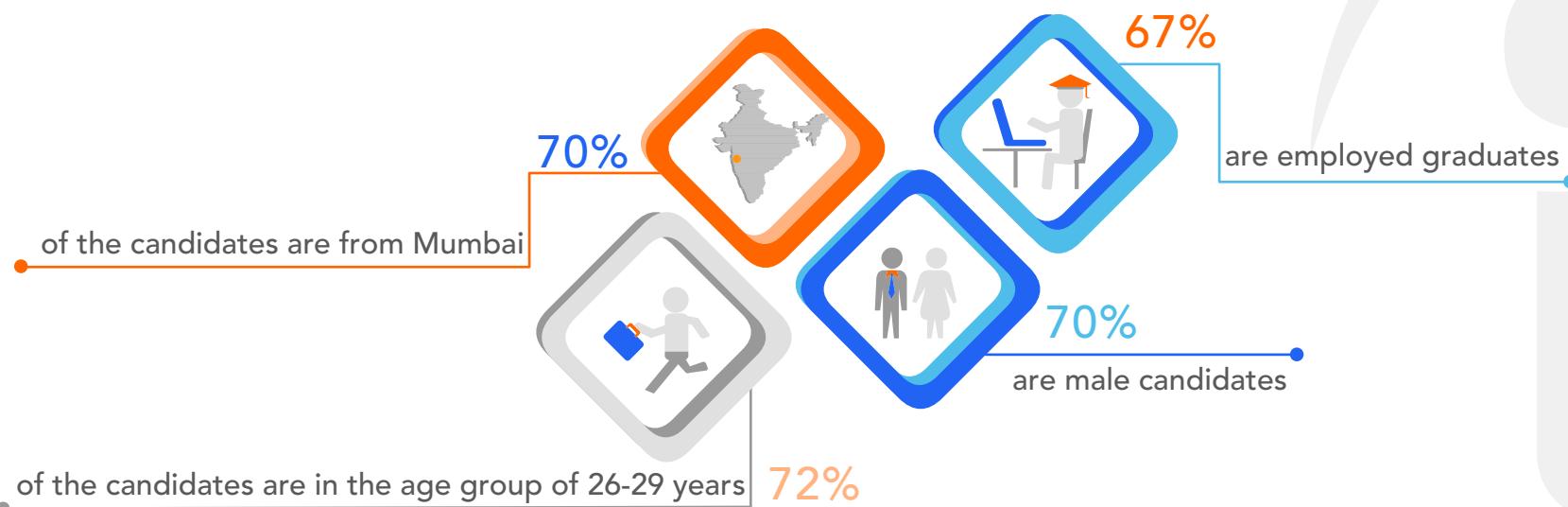
## Proactiveness towards searching for jobs



The “tiptoers” are sprucing up their LinkedIn and other job profiles, cautiously asking friends if they know of any job opportunities, and researching companies, job roles and market salaries - but they’re incredibly picky about what they apply for.

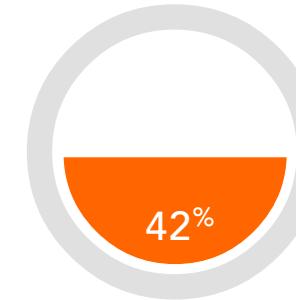
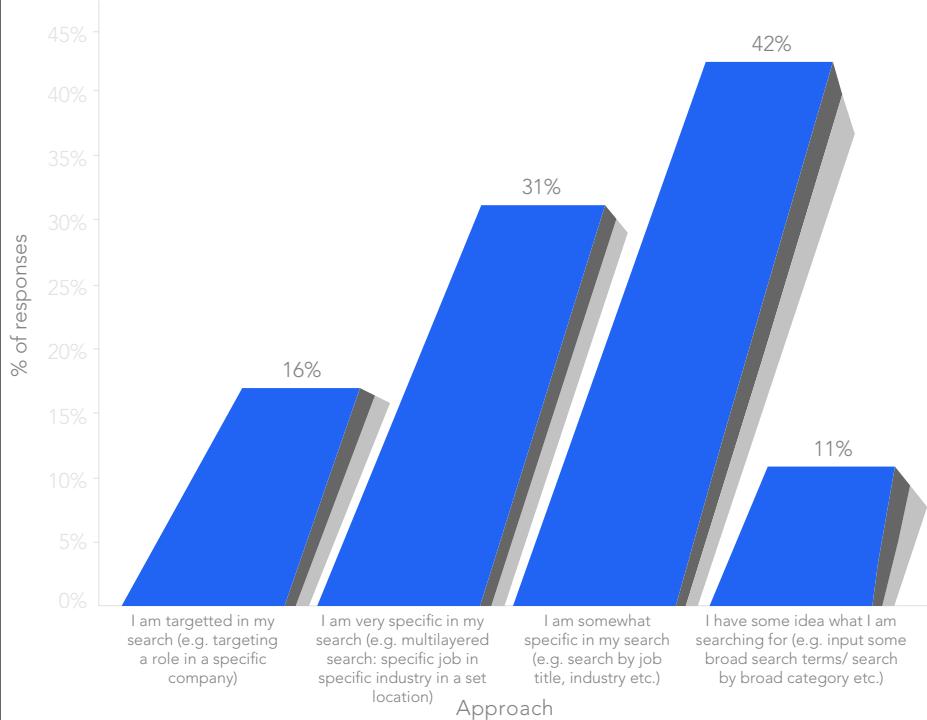
Respondents are more likely **active job seekers rather than passive**, although a significant proportion (20%) are “tiptoers” – they strike a practical balance based on the nature of opportunity.

## Proactive towards job search



When searching for a job, which of the following describes your approach?

### Approach towards searching for jobs

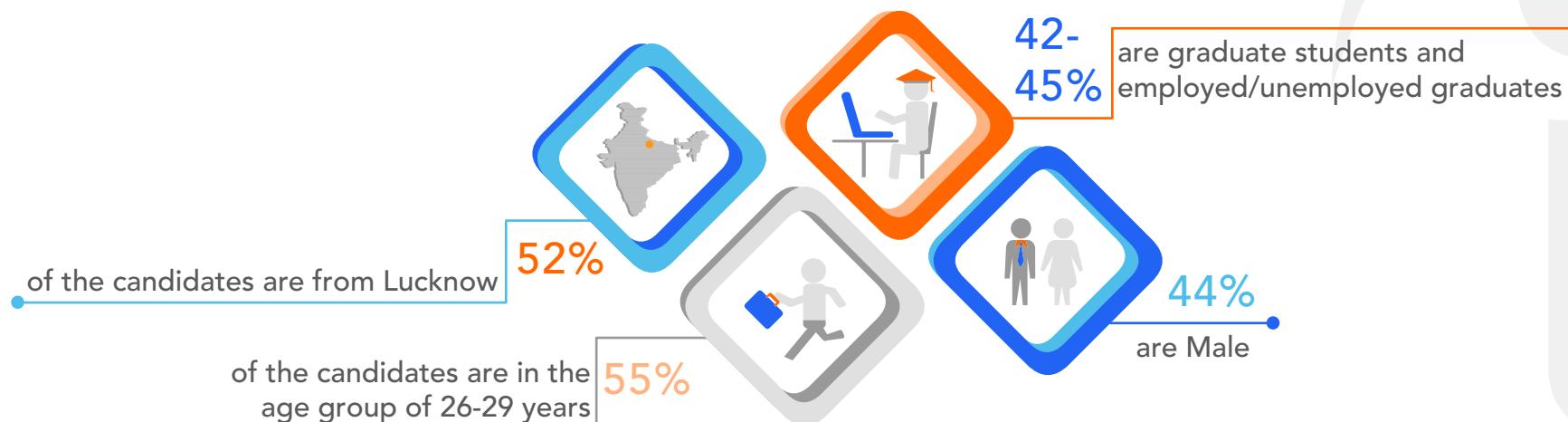


of the respondents follow a specific job search process to look for job opportunities

They search by their preferred industry, job title, location, etc. which suits their requirement

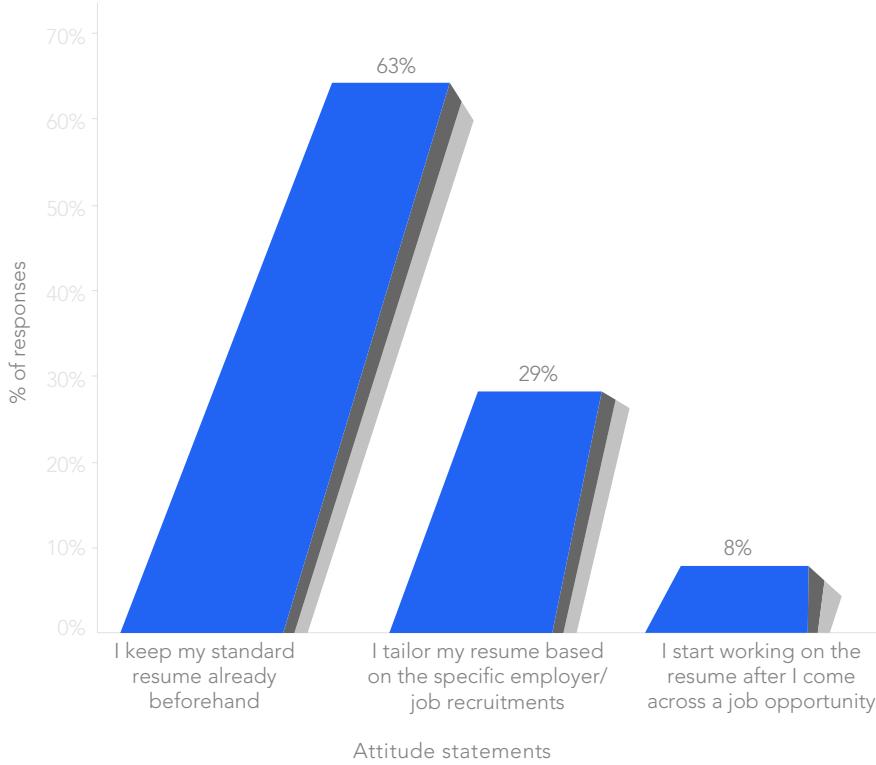
Millennials know what type of job they want so they do a **focused job search**. Hence, they do not hesitate to let go a job that does not suit them or reward them with fruitful careers.

### Have a somewhat specific job search approach



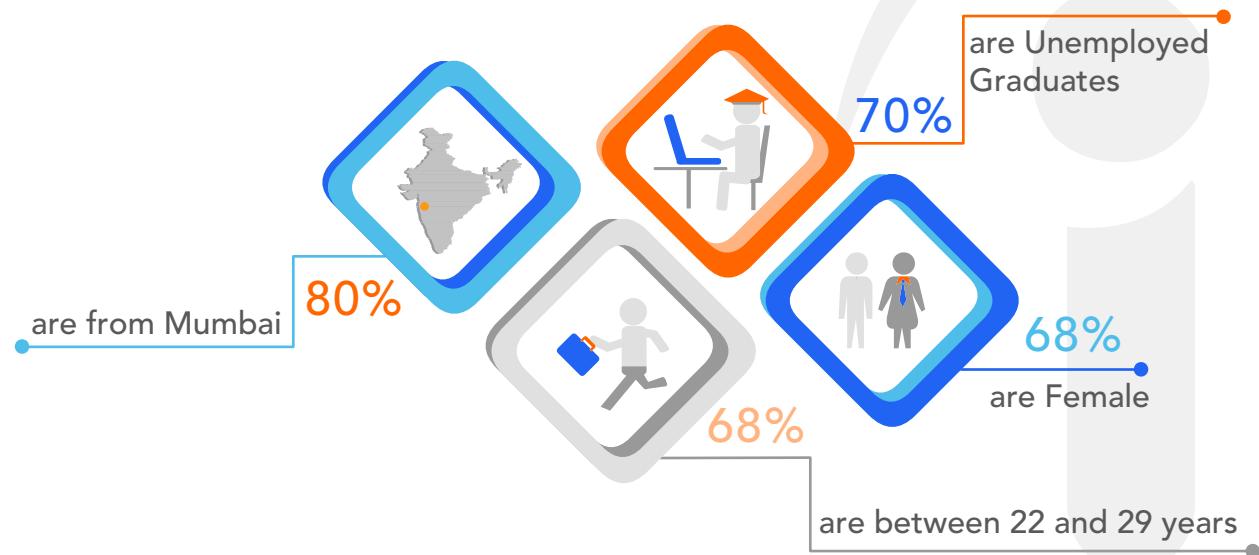
When searching for a job what is your attitude towards – “Your resume”?

### Attitude towards "Resume"



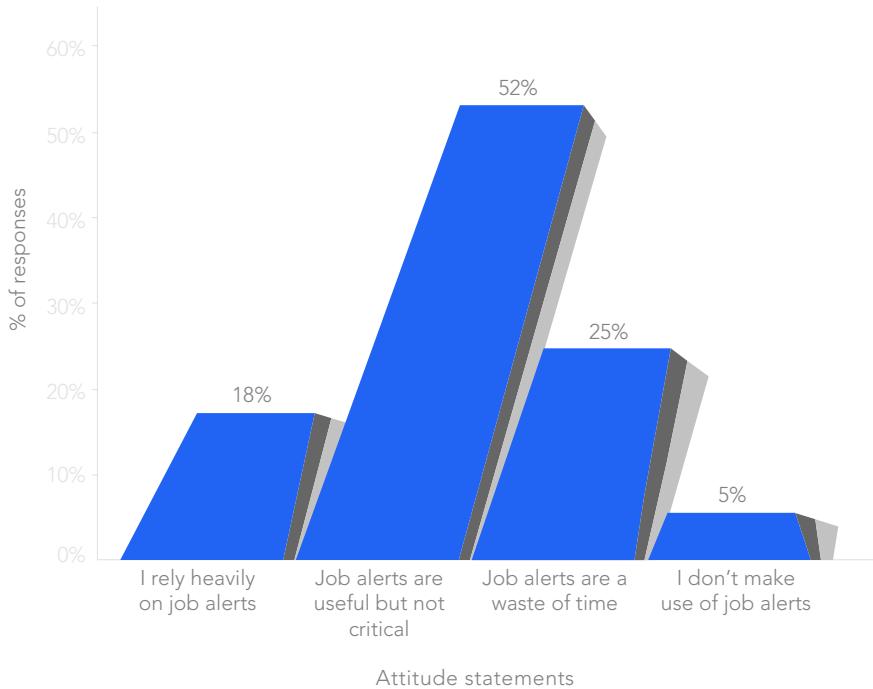
While the popular practice – **with 63% of all respondents** – is to keep a standard resume handy **nearly 30%** also tailor their resumes based on specific employer / job requirements.

### Keep a standard resume ready beforehand



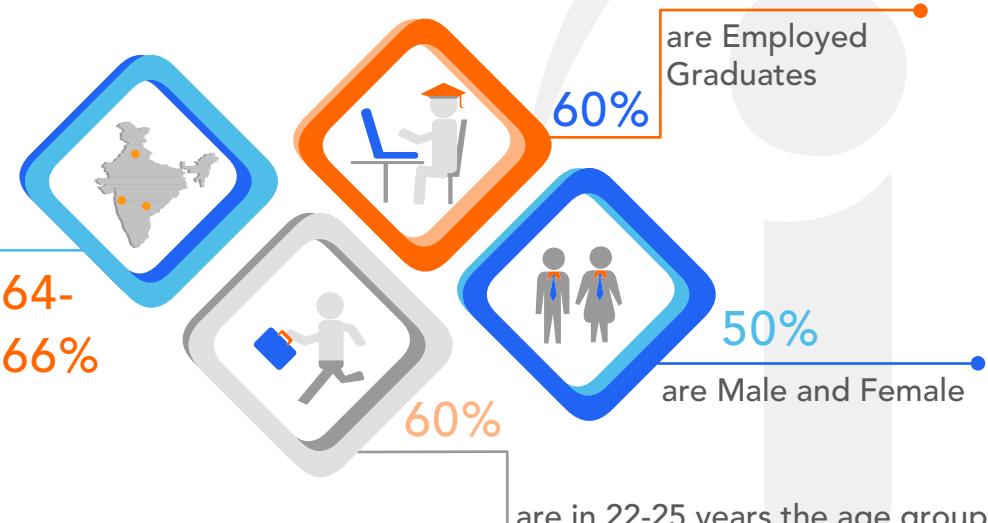
When searching for a job what is your attitude towards "Job Alerts"?

### Attitude towards "Job Alerts"

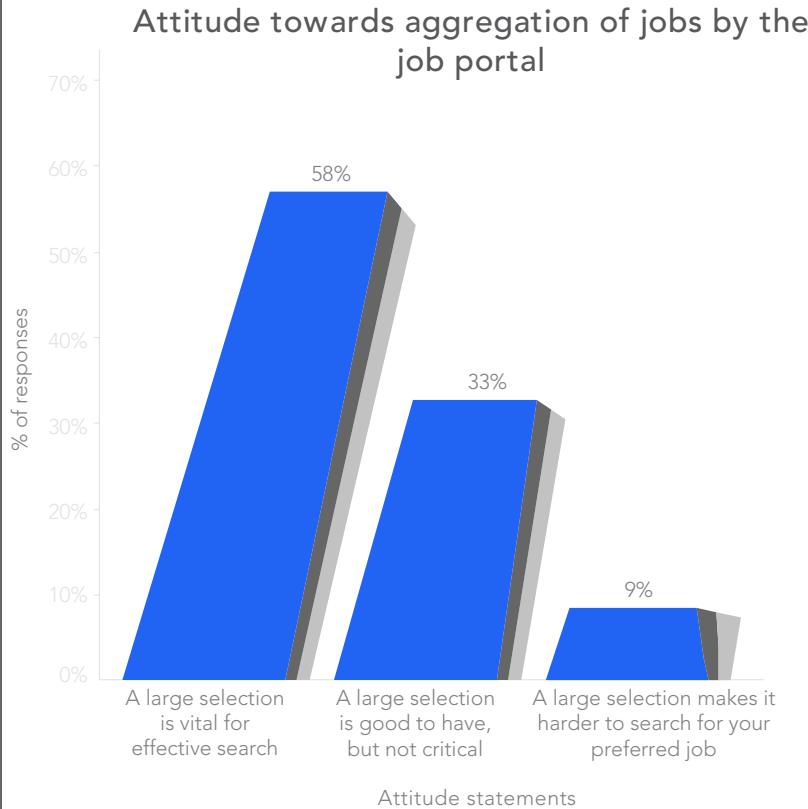


Most respondents either consider job alerts "useful but not critical" (52%) or "waste of time" (25%)

#### Job alerts are useful but not critical

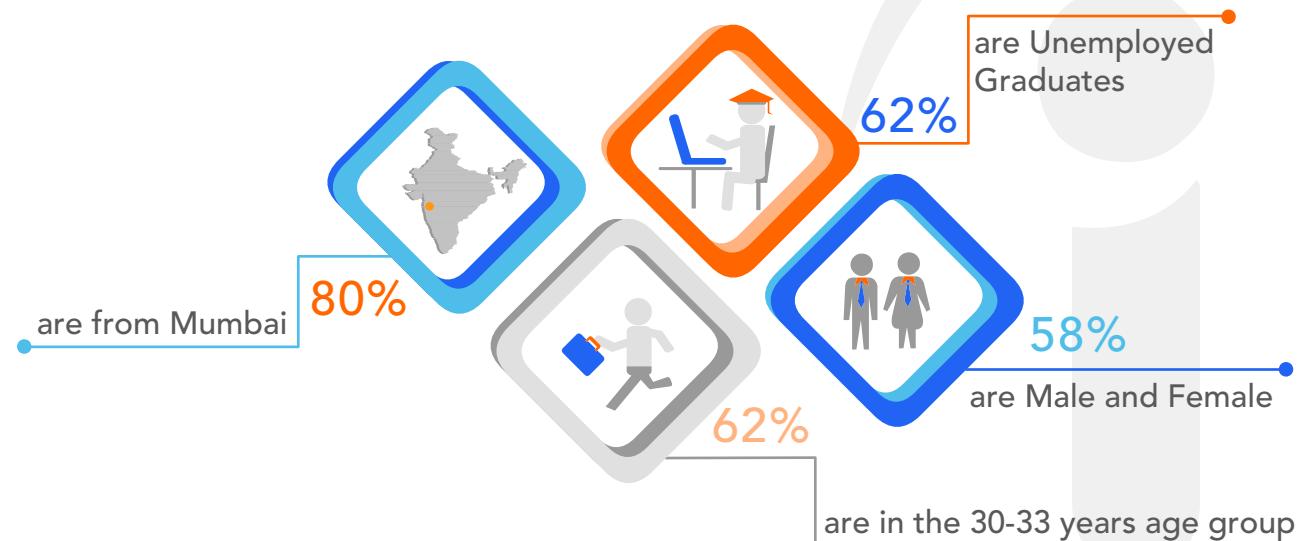


When searching for a job what is your attitude towards – “Aggregation of jobs by the job portal”?



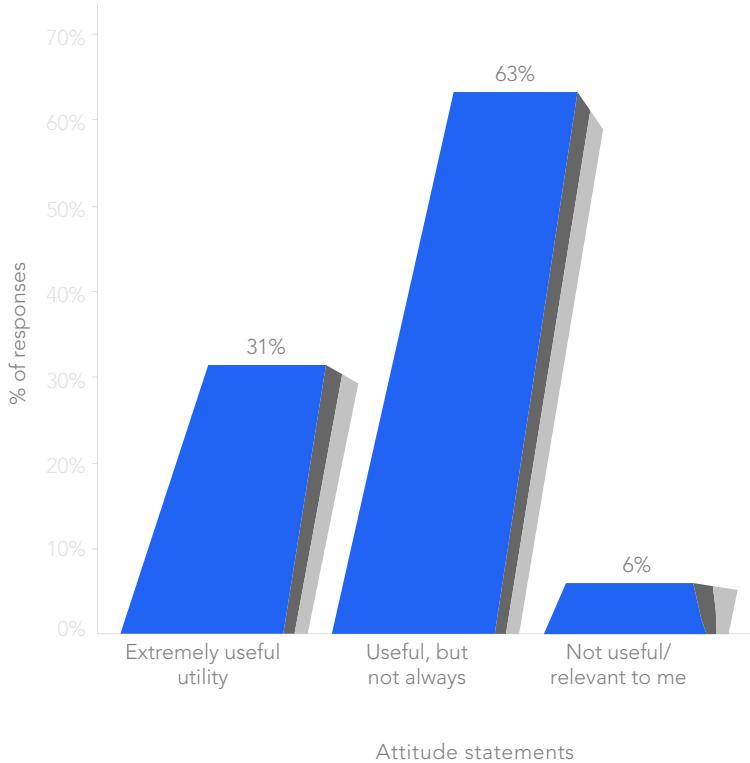
A large majority (91%) of respondents vouch for aggregation of a large selection of jobs

Aggregation is a vital tool for effective job search



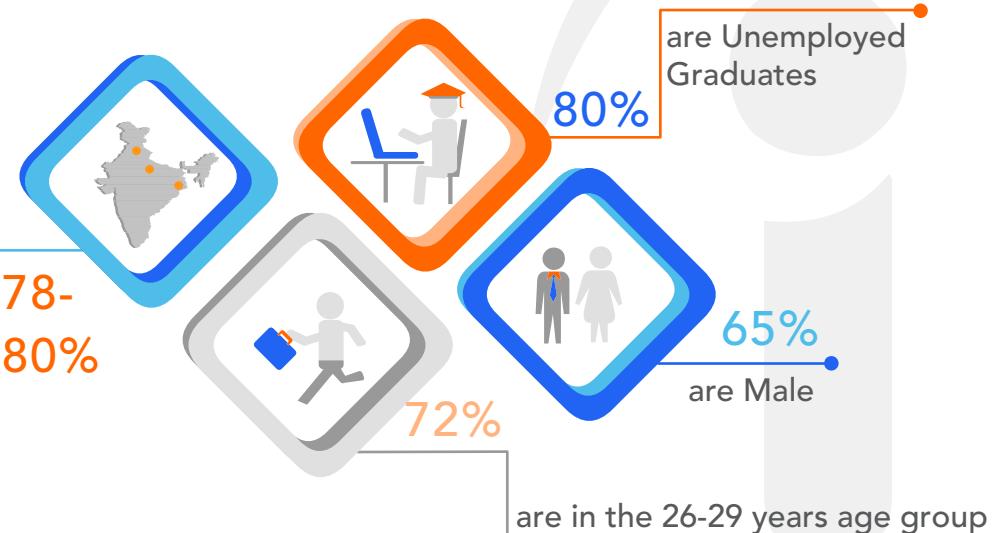
When searching for a job what is your attitude towards "Hyper-local search for jobs in your vicinity"?

### Attitude towards "Hyperlocal search"



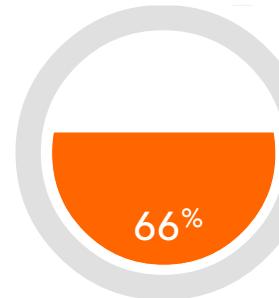
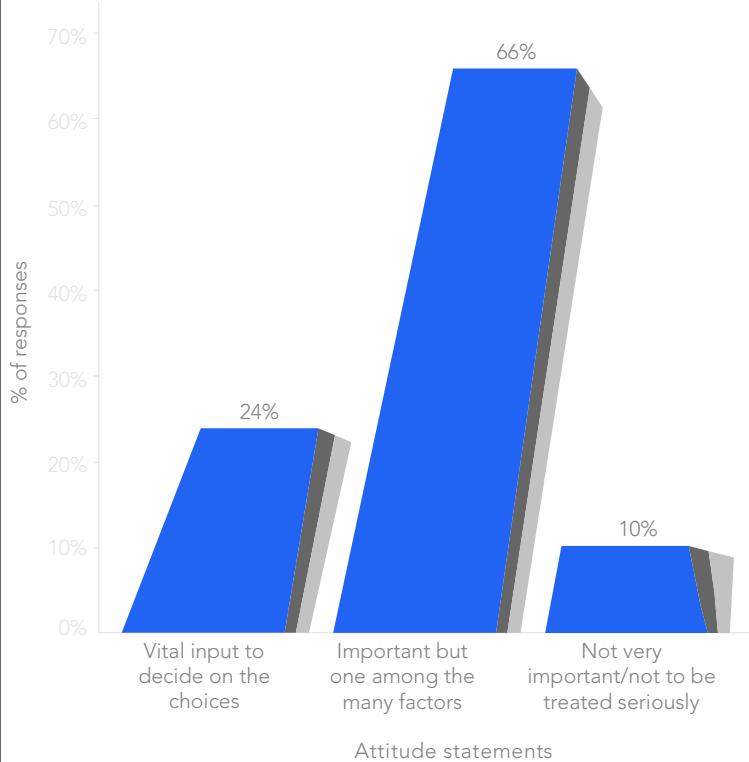
While a significant proportion (31%) of the respondents think "Hyperlocal search" is extremely useful a bit more than twice this number (63%) think it is not always useful.

### Hyper-local search is useful, but not always



When searching for a job what is your attitude towards – “Company reviews”?

### Attitude towards Company Reviews

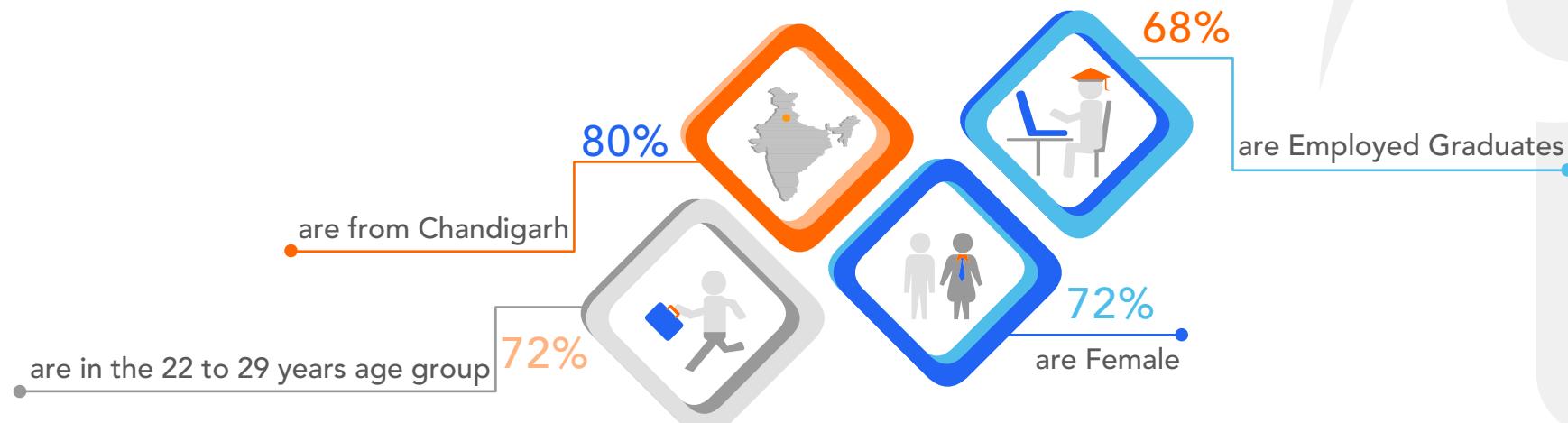


of the surveyed candidates feel company review is important but not the only factor

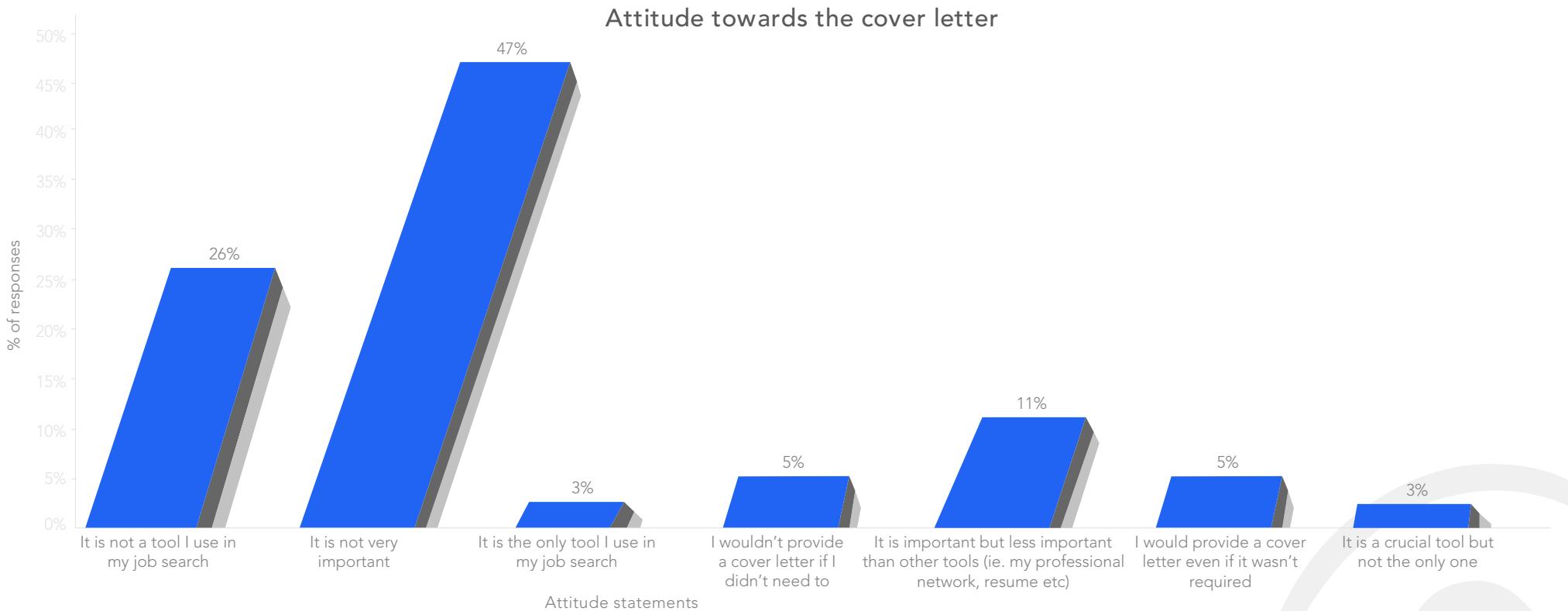
The paradox: they do go through the reviews before attending an interview or joining a company but they do not like to write a review.

But for a significant 24%, for whom company reviews are a vital decision input, the feature is not regarded as very important.

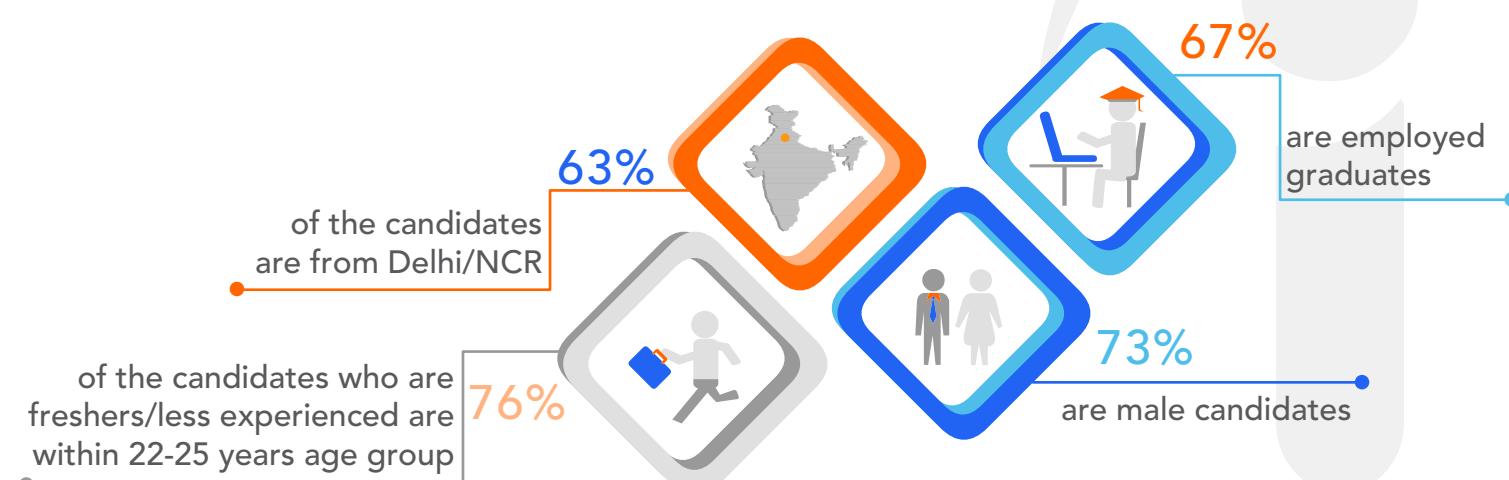
### Company Reviews are important



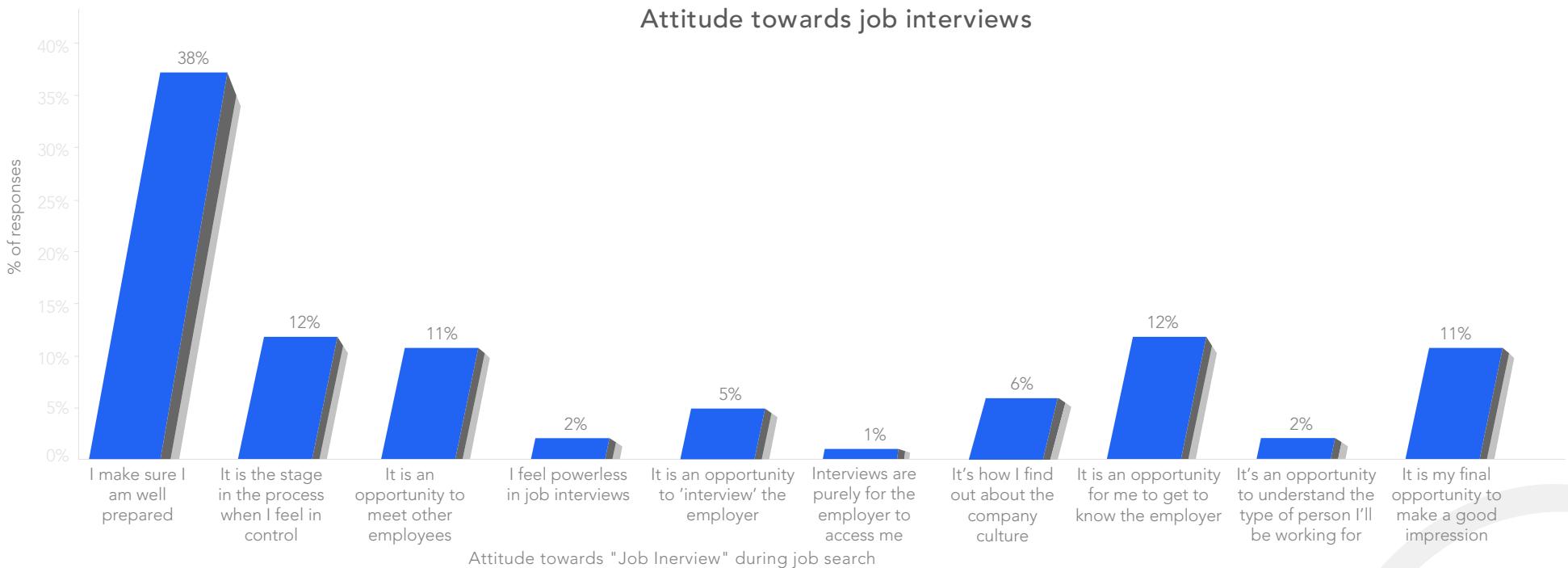
When searching for, or applying for a job, what is your attitude towards your cover letter?



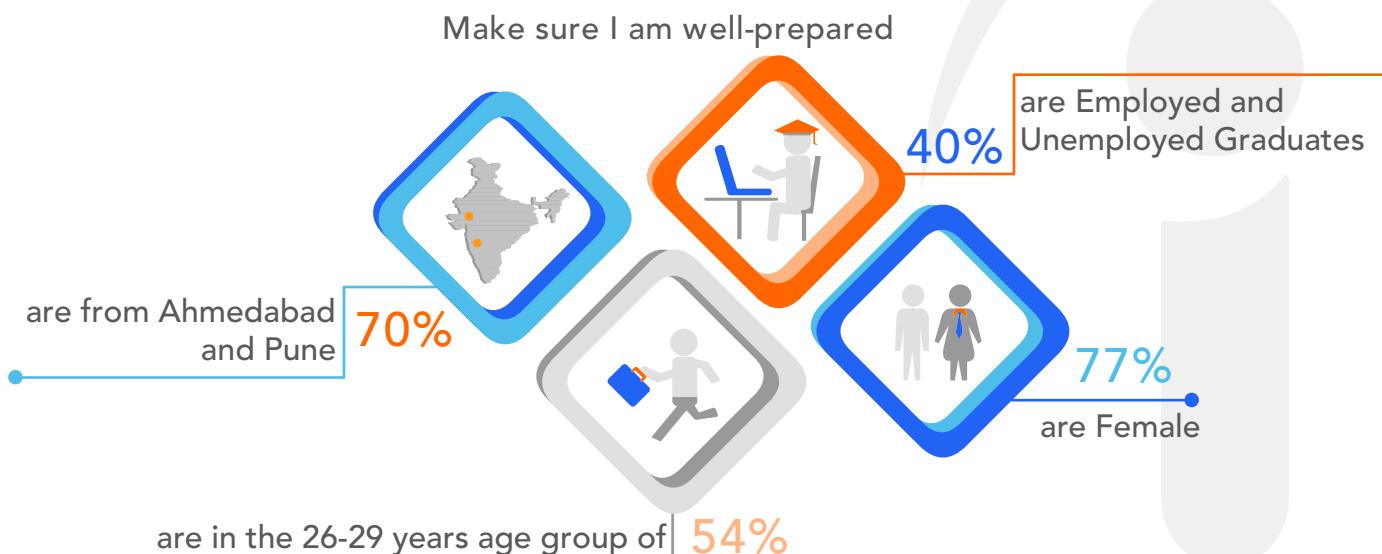
Most of the young respondents – as many as 64% in all – do not accord much importance to the cover letter. And 26% say they do not have a use for it.



Which of the following describes your attitude towards job interviews?

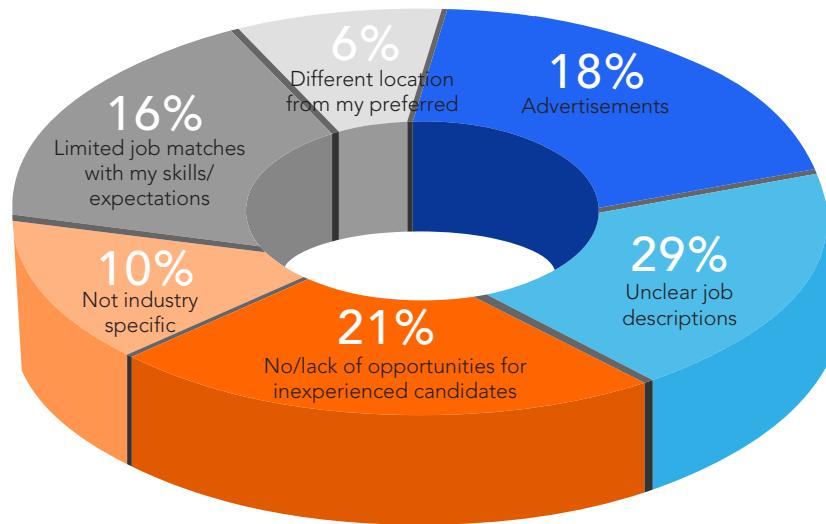


Besides a significant proportion (38%) that is well-prepared for job interviews the remaining comprise many diverse opinions that treat job interviews in a variety of ways.



What is the most annoying thing about a job site?

## Annoying things about job sites



of the respondents are most annoyed with unclear job descriptions

29%

of the respondents that are inexperienced are annoyed with job opportunities that do not match their requirement

21%

of the respondents are annoyed with advertisements and with job opportunities not matching their skills / expectations

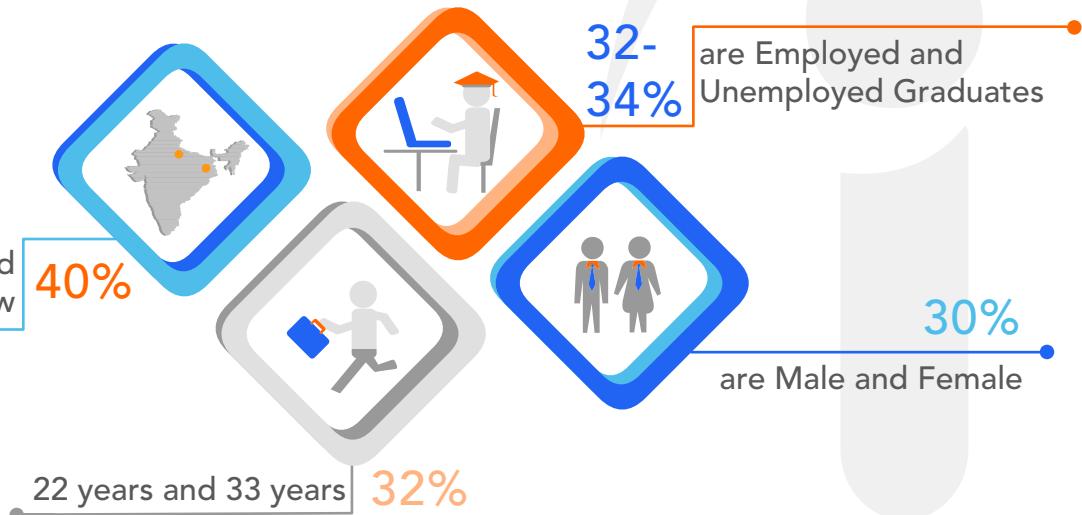
16-18%

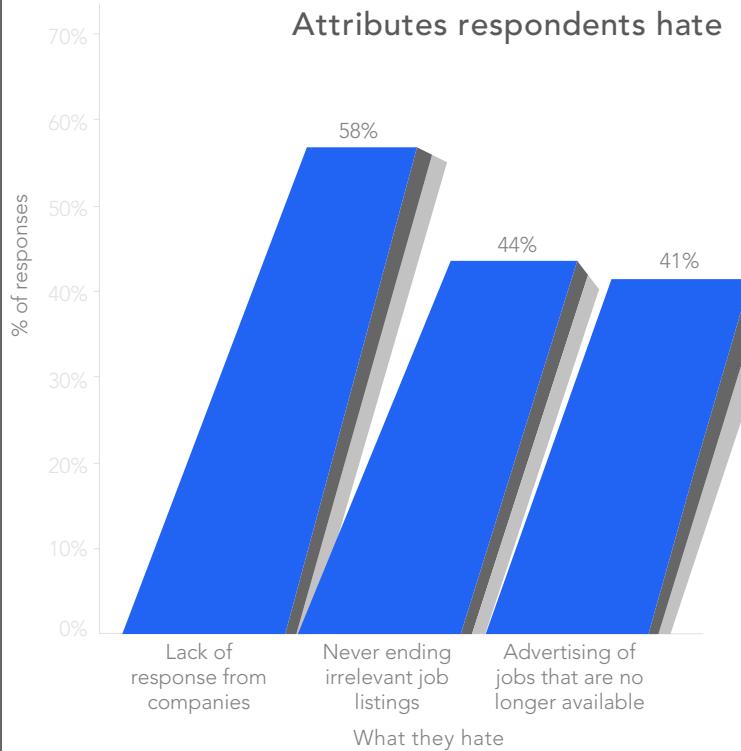
## Unclear job descriptions the most annoying thing

Of the many annoyances job sites are plagued by 50% of the respondents believe "Unclear Job Descriptions" and "No / Lack of opportunities for inexperienced candidates" are the most annoying lapses.

are from Kolkata and Lucknow

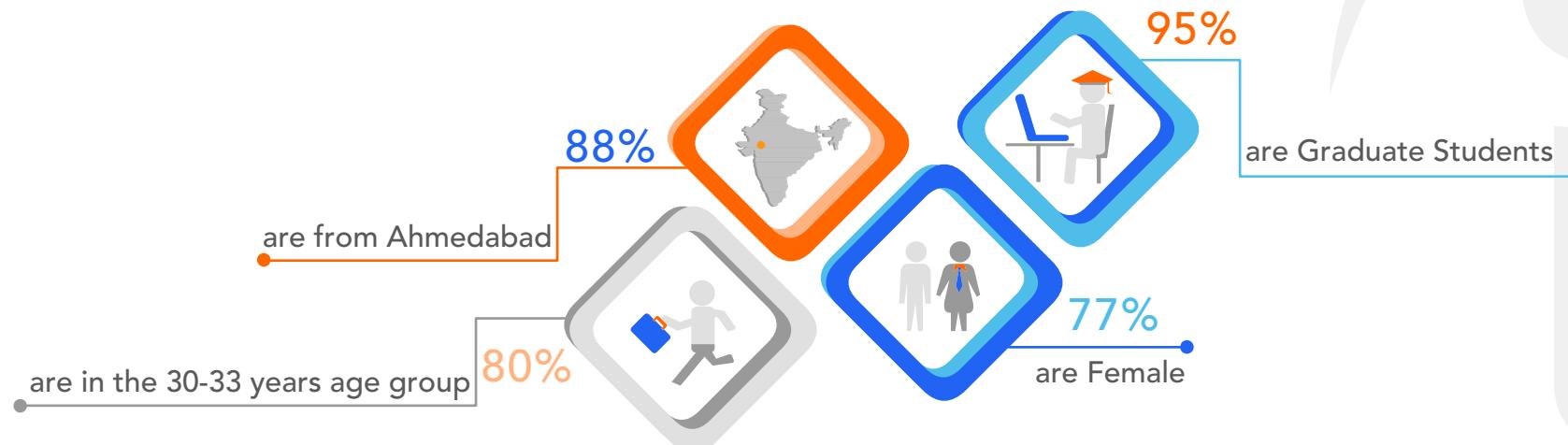
40%



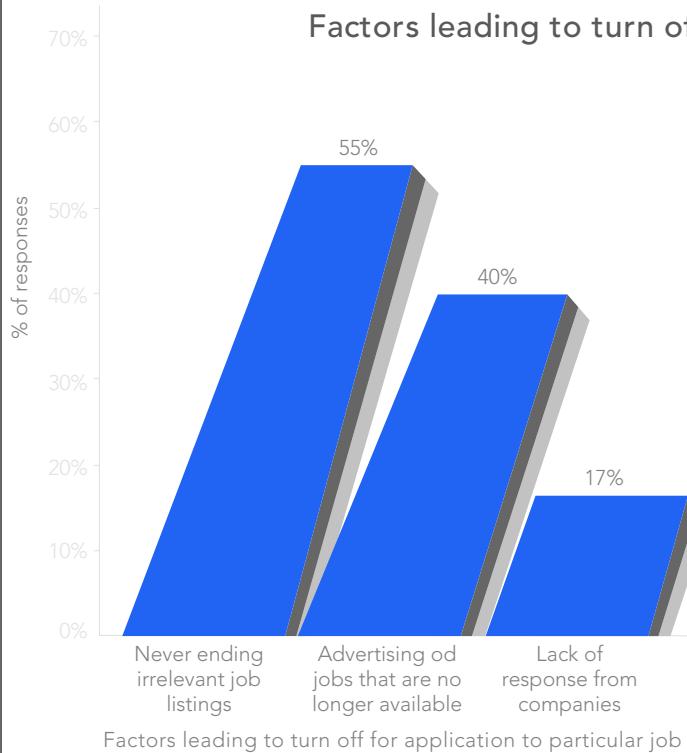


**Lack of responsiveness, irrelevance and advertisements** – respondents hate all three attributes in almost equal measure since these either disappoint them or distract them from the objective with which they carry out search.

Hate lack of response from companies the most

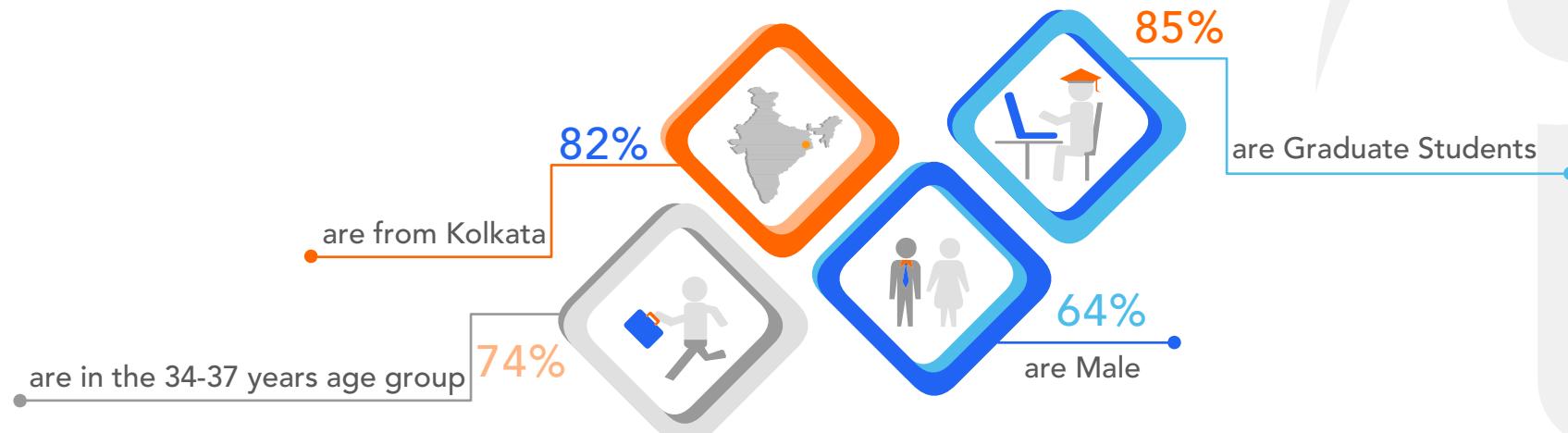


And which of the above, if any, would turn you off applying for a particular job?



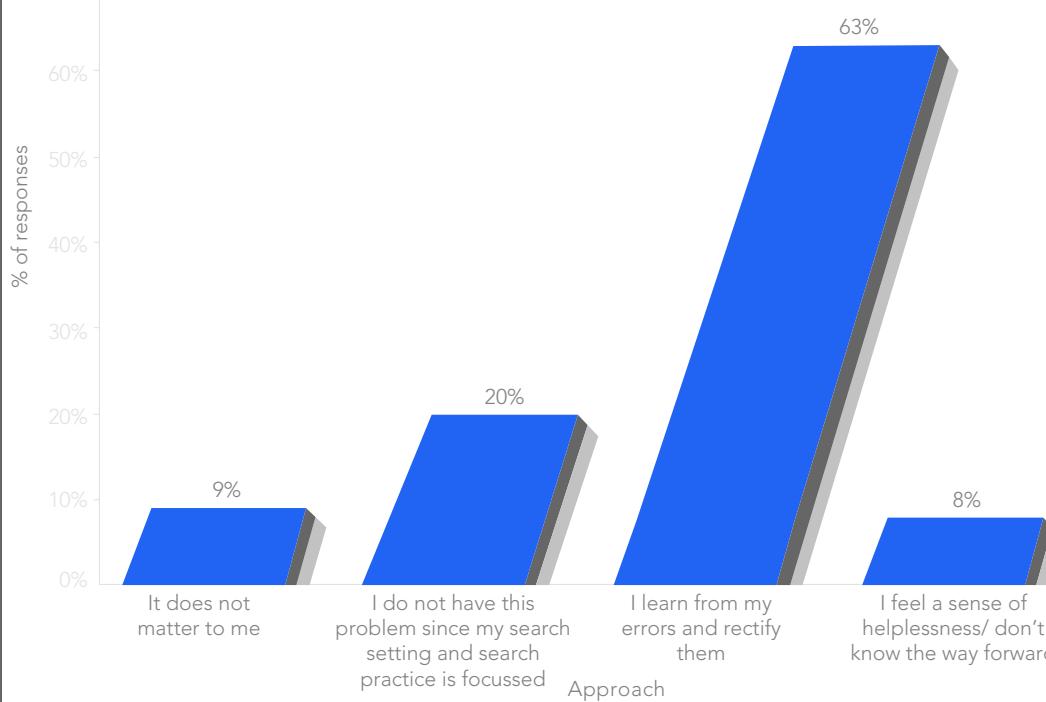
Of the three attributes respondents hate more than **50%** get turned off by irrelevant job listings and **40%** by advertisements.

### Lack of response from companies the big turn-off



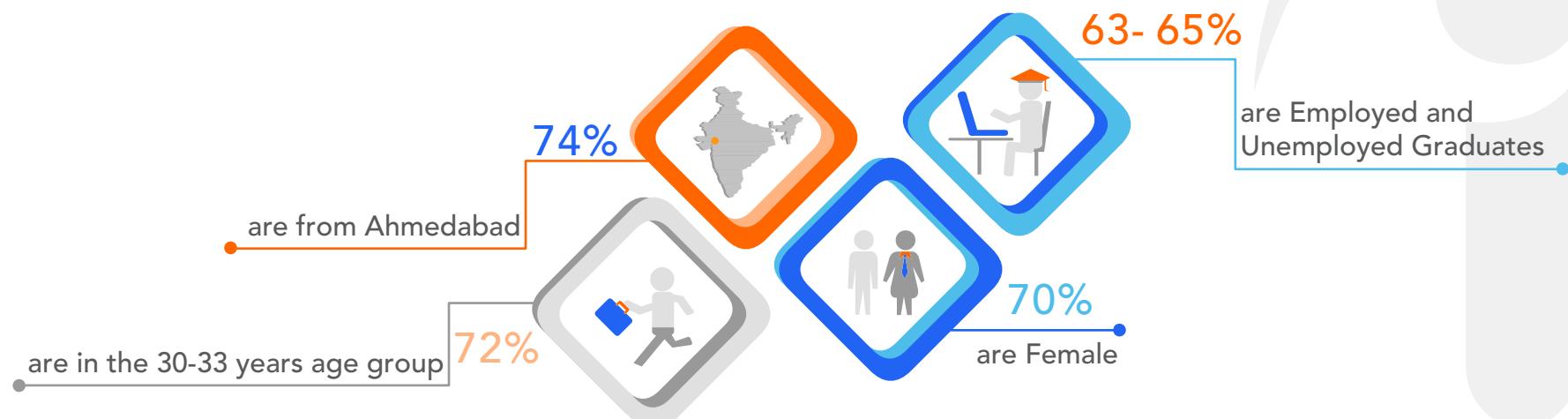
What do you do about the job opportunities you missed?

### Approach when job opportunities are missed



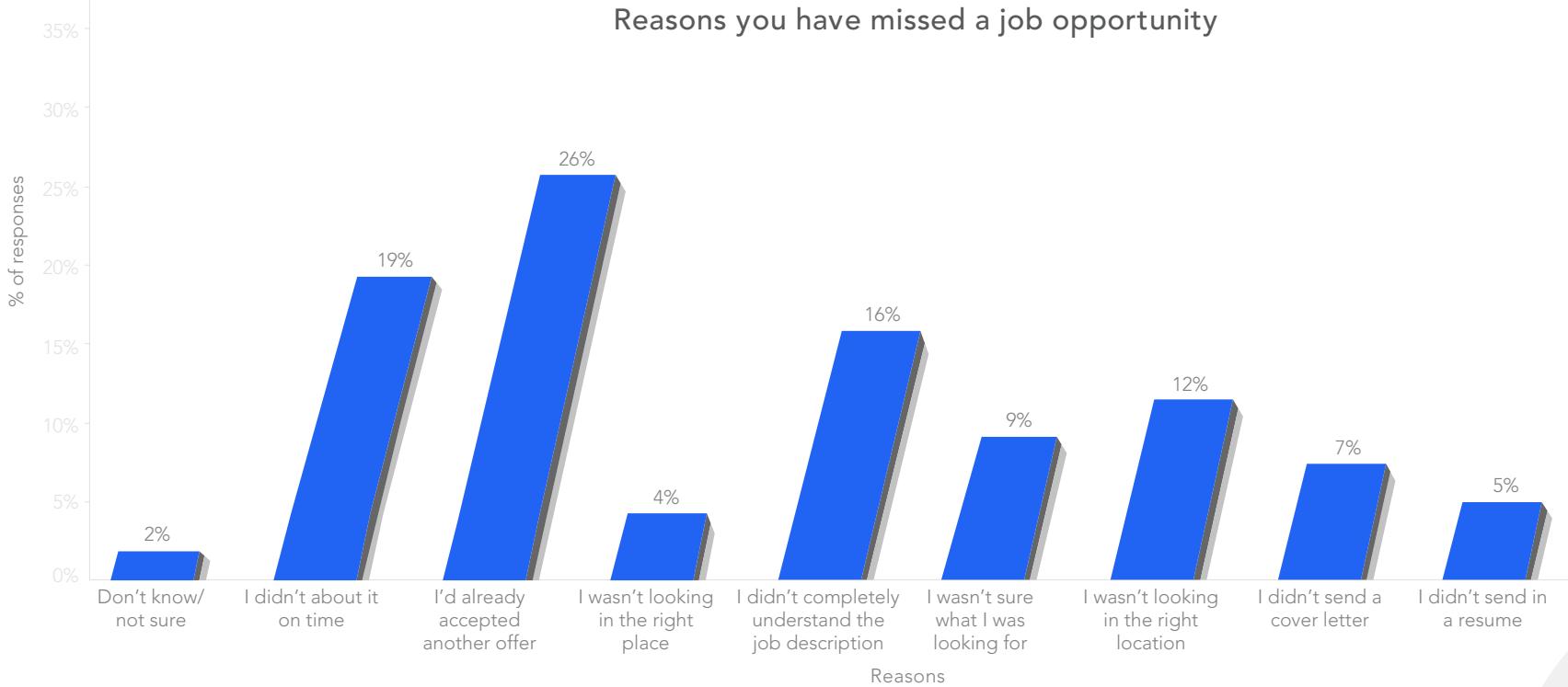
A large proportion of respondents (63%) evolve their search based on the missed opportunities while one-fifth of all the respondents claim to have made no mistakes, thanks to their focused search practice.

### Learning from errors and rectifying them



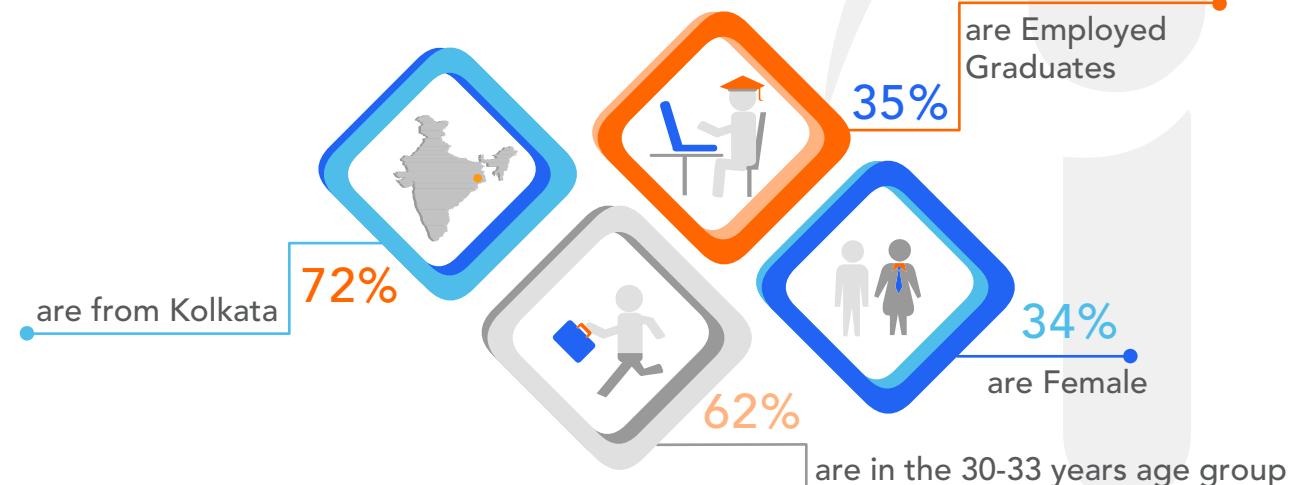
Thinking about your experience of searching for jobs, for which of the following reasons, if any, have you missed a job opportunity?

Reasons you have missed a job opportunity



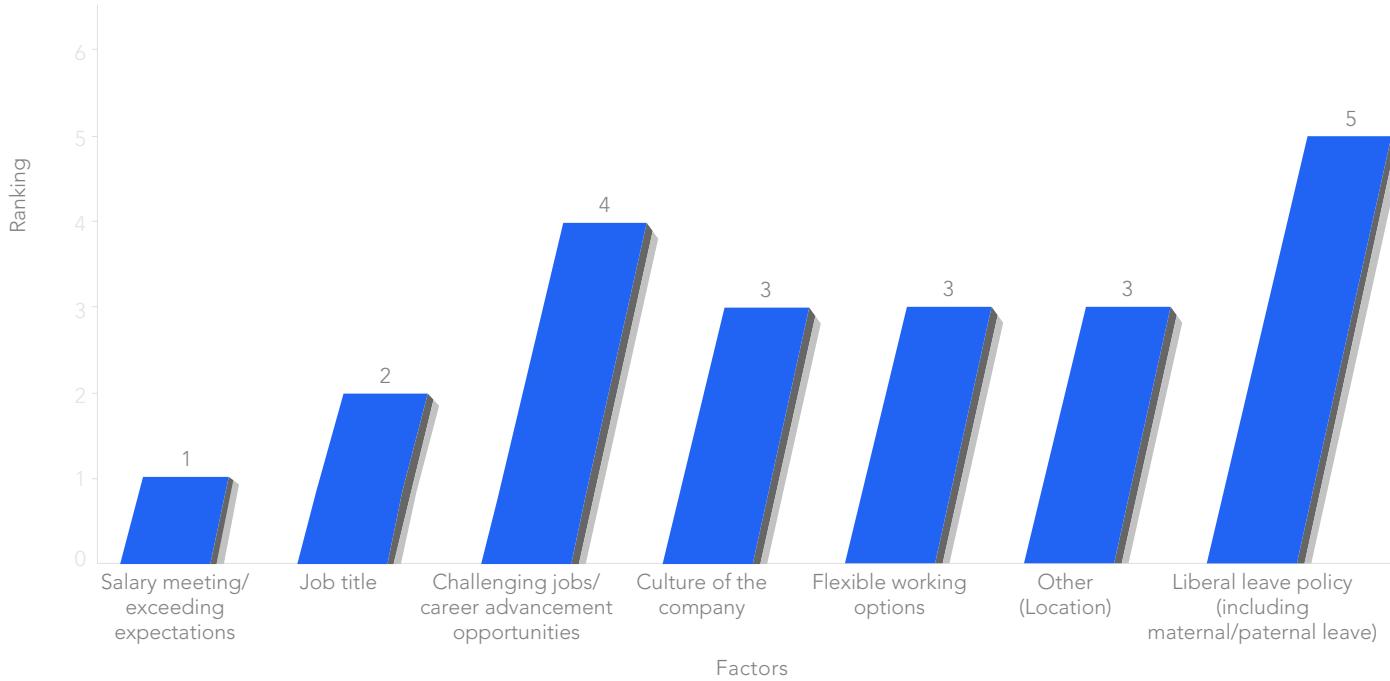
Besides "the acceptance of another job offer" being the predominant reason respondents "not hearing about an opportunity well in time", "not understanding a job description" and "not looking in the right place" are the major reasons for their missing a job opportunity.

Having already accepted another job offer



When you are searching for a job what factor would help you make the final choice? [rate in order of priority, 1 being "most important" and 5 being "least important"]

Factors helping respondents make their final choice

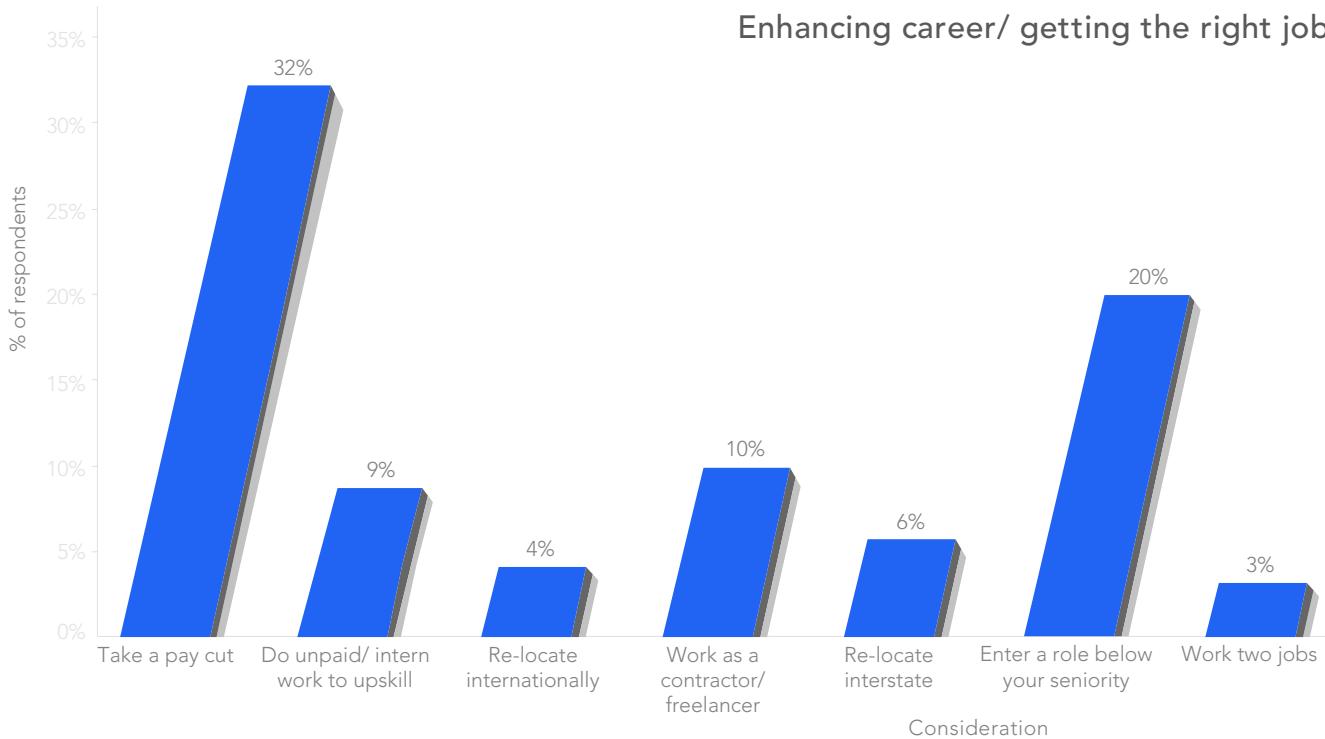


Salary and Job Title trump the other factors in helping make the final decision for respondents.

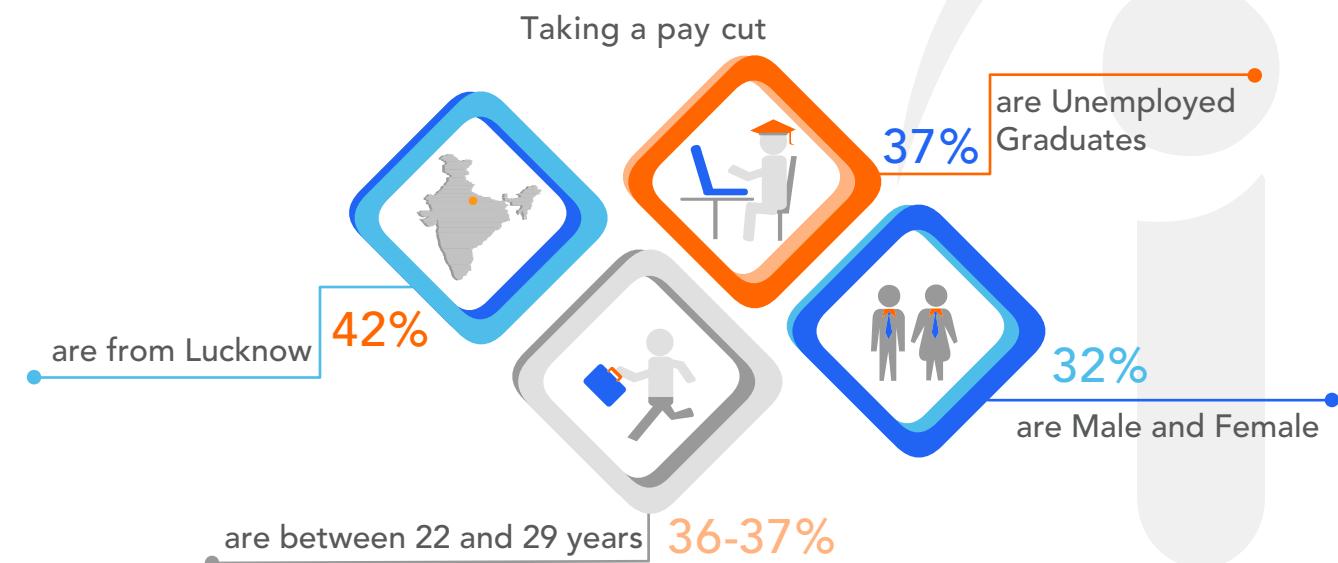
Salary ranked the prime deciding factor



Which of the following, if any, would you consider in order to enhance your career or get the right job for you?

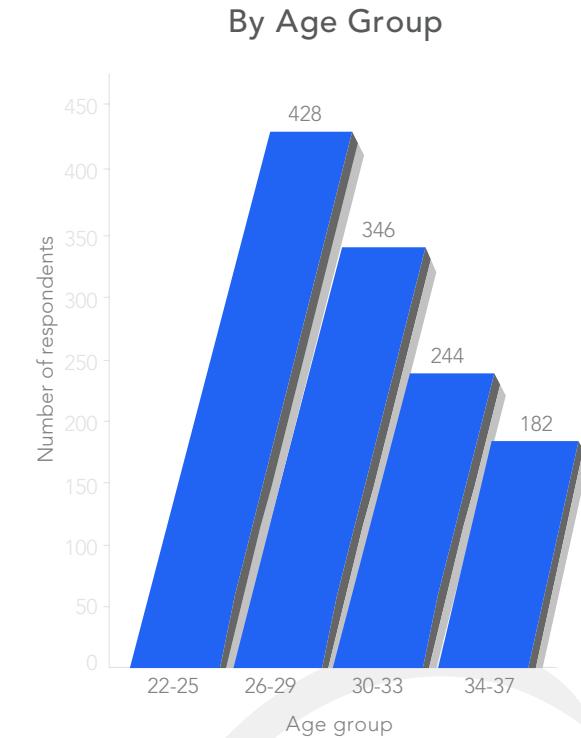
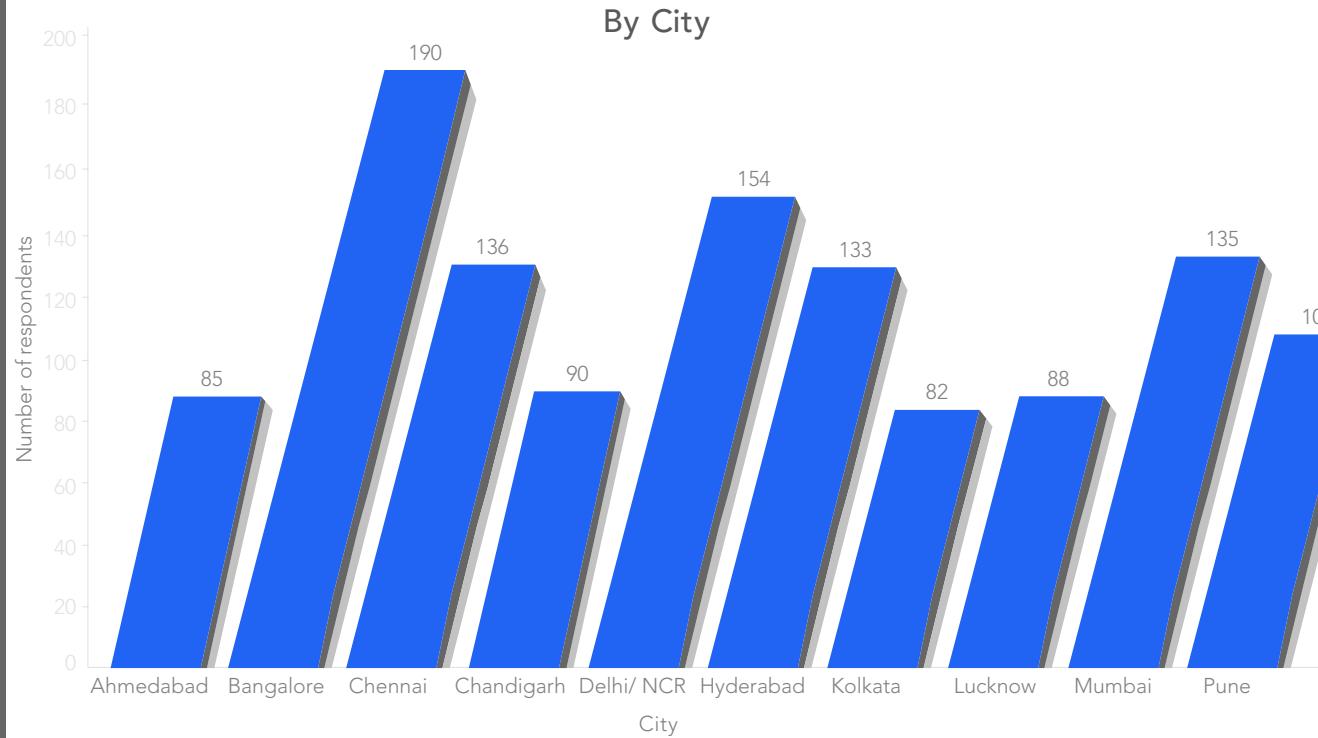


Nearly half of the respondents would either take a pay cut for career enhancement (32%), or take up a role that is below their level of seniority (20%).

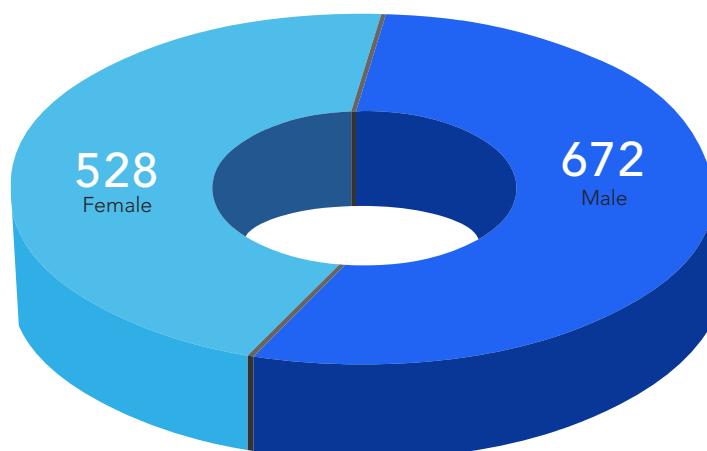


Job Search Habits of Millennials

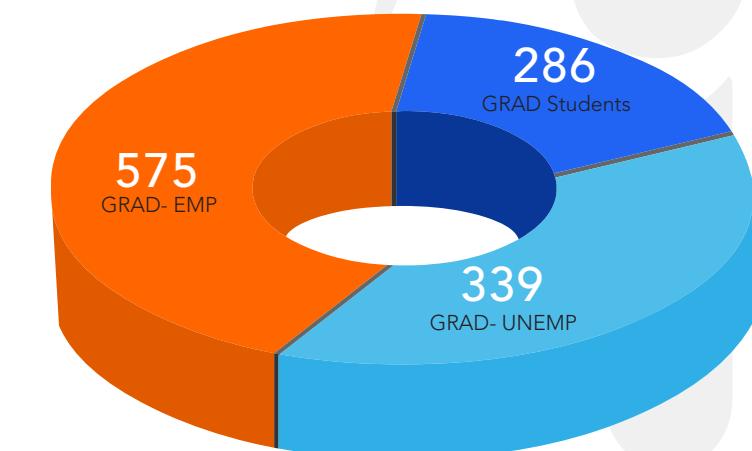
## Respondent Demographics



By gender



By employment



indeed

