

ATTRACTING NEXT-GENERATION TALENT:

HOW TECHNOLOGY, THE INTERNET AND SOCIAL MEDIA IMPACT RECRUITING ACROSS GENERATIONAL LINES

In less than 50 years, through just four generations, the job force transitioned from an analog to a digital experience. See how job market matchmaking has evolved from Baby Boomers peeking through newspaper classifieds, to Gen Z working their social network.

WITH 75 MILLION BABY BOOMERS MARCHING TOWARD RETIREMENT, EMPLOYERS WILL NEED MORE THAN ONE WORKFORCE PLAN FOR REPLACING EXITING WORKERS.



About a third of today's workforce comes from the **75 million-strong** Baby Boomer generation.



More than **44 million** of them are still working.



By age 68, only **16%** of people **actually work full time**, according to Gallup.

LOOKING FOR A JOB

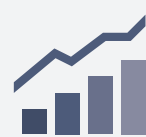


While the Baby Boomer generation initially put off retirement following the economic uncertainty after 2008, it is now retiring en masse. **More than half of individuals born before 1953 are currently retired.**¹

APPLYING FOR A JOB



Of the 5 million jobs created after 2009, **Baby Boomers snagged 4 million** of them.²



While Baby Boomers stayed at jobs for almost as short of a timespan as millennials, **their time per job increased as they aged.**³

FAX AND EARLY EMAIL

CONSUMING MEDIA

Baby Boomers respond best to marketing that occurs between **9 a.m. and noon**⁴, making it a prime time for recruiter outreach.



CONSUMING MEDIA



Generation X spends between **5-10 hours a week** consuming digital content.⁴

This generation is the **least likely** to consume online information on a **tablet.**⁴



INTERNET

GENERATION X: INTERNET ERA

LOOKING FOR A JOB



Close to half of Generation X feels **stalled in their career.**⁵

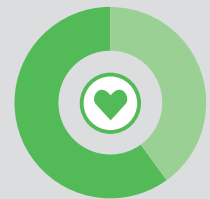
APPLYING FOR A JOB



82% of this generation apply to jobs using **electronic résumés.**⁵

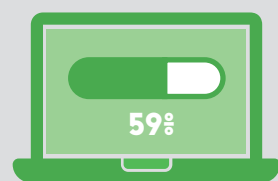
DIGITAL NATIVE GENERATION LINE

LOOKING FOR A JOB



More than 60% of this generation would **rather make \$40,000 at a job they love** than \$100,000 at a boring job.⁷

APPLYING FOR A JOB



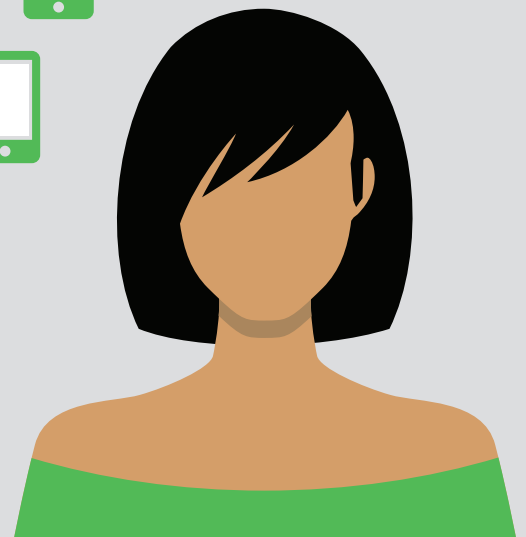
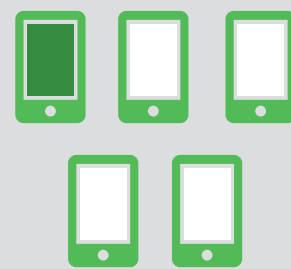
59% of Millennials look at a **company's website** when applying for a job.⁸

95% of this generation want to **hear back from recruiters** during the hiring process.⁹

95%

CONSUMING MEDIA

One in five Millennials solely use smartphones to access the internet.¹⁰



SMARTPHONES

CONSUMING MEDIA



This generation prefers social media sites like **Snapchat** to more traditional options like **Facebook.**¹⁴

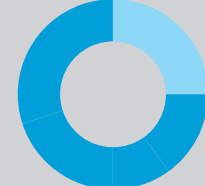
On average, Generation Z consumes media through **five different devices:**¹⁵



GENERATION Z: SOCIAL MEDIA NATIVE

REAL-TIME SOCIAL MEDIA

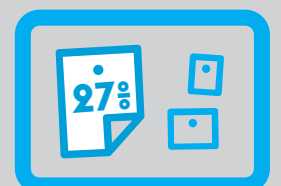
LOOKING FOR A JOB



76% of social media natives want to turn their **hobbies into full-time jobs.**¹¹

APPLYING FOR A JOB

27% of Generation Z use **job boards** to find employment opportunities.¹²



53% of 18 to 25 year olds used a **smartphone to look for a job** within the last year.¹³

NEXT GENERATION TALENT REQUIRES NEXT GENERATION RECRUITING

TO FIND OUT HOW MONSTER CAN HELP YOUR AGENCY ALLEVIATE YOUR RECRUITMENT HEADACHES, VISIT WWW.MONSTERGOVERNMENTSOLUTIONS.COM/RECRUITING

SOURCES:
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