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

LOOKING FOR A JOB

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 Gavalis.

APPLYING FOR A JOB

Of the 5 million jobs created after 2009, Baby Boomers snapped 4 million of them.

CONSUMING MEDIA

Baby Boomers respond best to marketing that accentuates its six a.m. and noon: making it a prime time for recruiter outreach.

LOOKING FOR A JOB

While the Baby Boomer generation initially put off retirement following the economic uncertainty after 2008, it is now retiring on mass. More than half of individuals born before 1952 are currently retired.

CONSUMING MEDIA

Baby Boomers are the least likely to consume online information on a tablet.

APPLYING FOR A JOB

Close to half of Generation X feels stalemated in their career.

LOOKING FOR A JOB

More than 60% of this generation would rather make $40,000 at a job they love than $110,000 as an executive.

CONSUMING MEDIA

Generation X prefers social media sites like Facebook and Pinterest.

APPLYING FOR A JOB

59% of Millennials look at a company’s website when applying for a job.

LOOKING FOR A JOB

Generation X spends between 5-10 hours a week consuming digital content. This generation is the least likely to consume online information on a tablet.

CONSUMING MEDIA

Millennials solely use smartphones to access the internet.

APPLYING FOR A JOB

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

LOOKING FOR A JOB

More than 50% of this generation would rather make $40,000 at a job they love than $110,000 as an executive.

CONSUMING MEDIA

This generation prefers social media sites like Instagram and Snapchat instead of more traditional sites like Facebook.

APPLYING FOR A JOB

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

LOOKING FOR A JOB

On average, Generation 2 consumers need to find five different opportunities.

CONSUMING MEDIA

76% of social media natives want to land full-time jobs.

APPLYING FOR A JOB

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

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

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MILLENIALS

DIGITAL NATIVE

REAL-TIME SOCIAL MEDIA

SOCIAL MEDIA NATIVE

DIGITAL NATIVE GENERATION LINE

GENERATION X

INTERNET ERA

INTERNET

ANALOG ERA

BROCHURE

BABY BOOMERS

IMPACT RECRUITING ACROSS GENERATIONAL LINES

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

ATTACKING NEXT-GENERATION TALENT: IN-DEPTH INSIGHTS INTO THE MILLION-STRONG BABY BOOMER GENERATION