



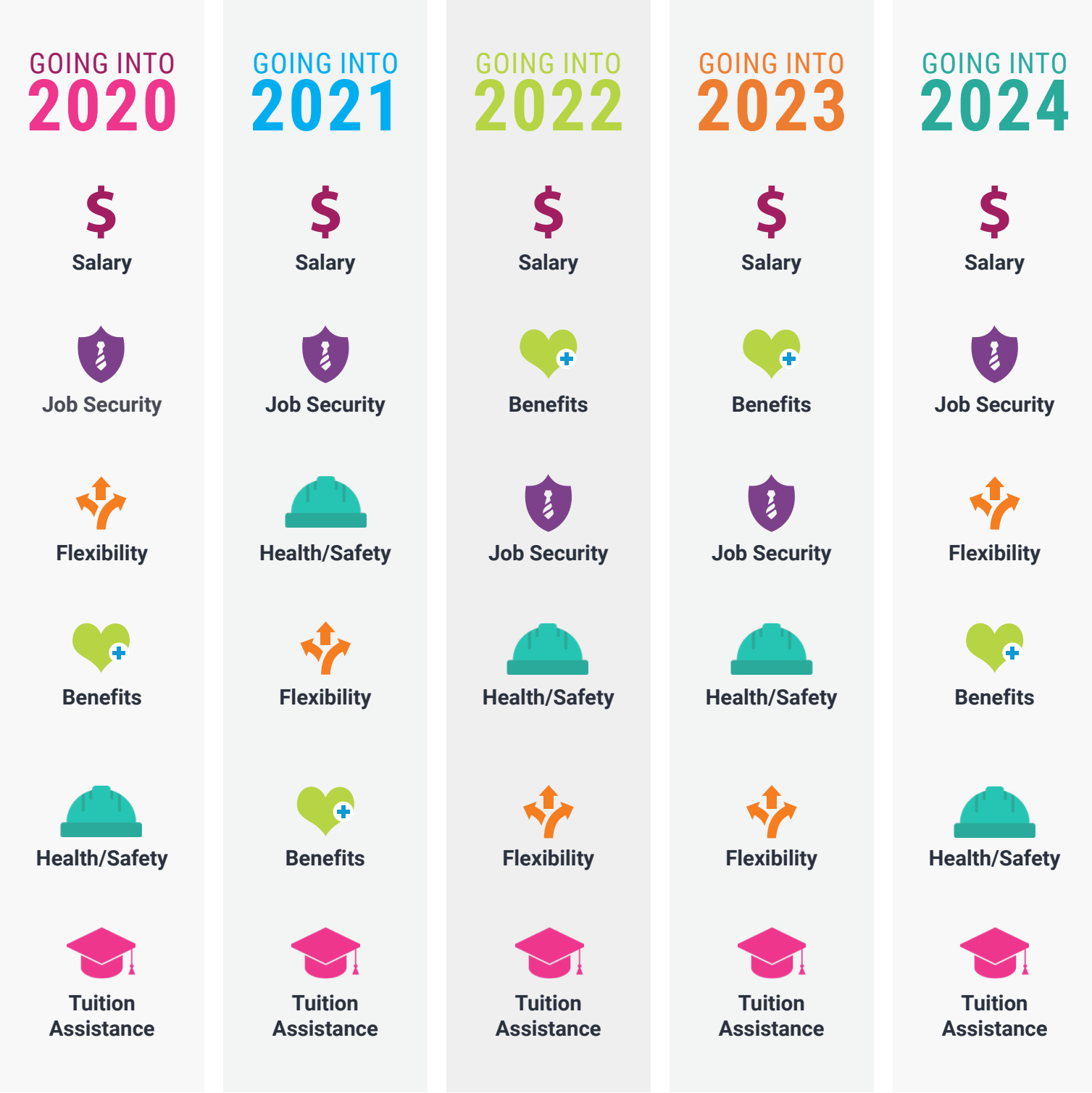
What Employers Can Expect from Job Seekers in 2024

At Nexxt, at the end of each calendar year, we survey a sampling of our job seeker audience to understand what job seekers want and anticipate in 2024, how their priorities have changed, and how they search for jobs. This write up is to be used to understand the job seeker audience in the year ahead.

For starters, going into 2024, job seekers who took our survey said that they're more inclined to consider part time work, freelance and contract opportunities, and join the gig economy than the previous year. This [outlook could be due to workers being discouraged and holding jobs, other than full time jobs, for economic reasons](#). Additionally, the flexibility of part time roles are important to workers now.



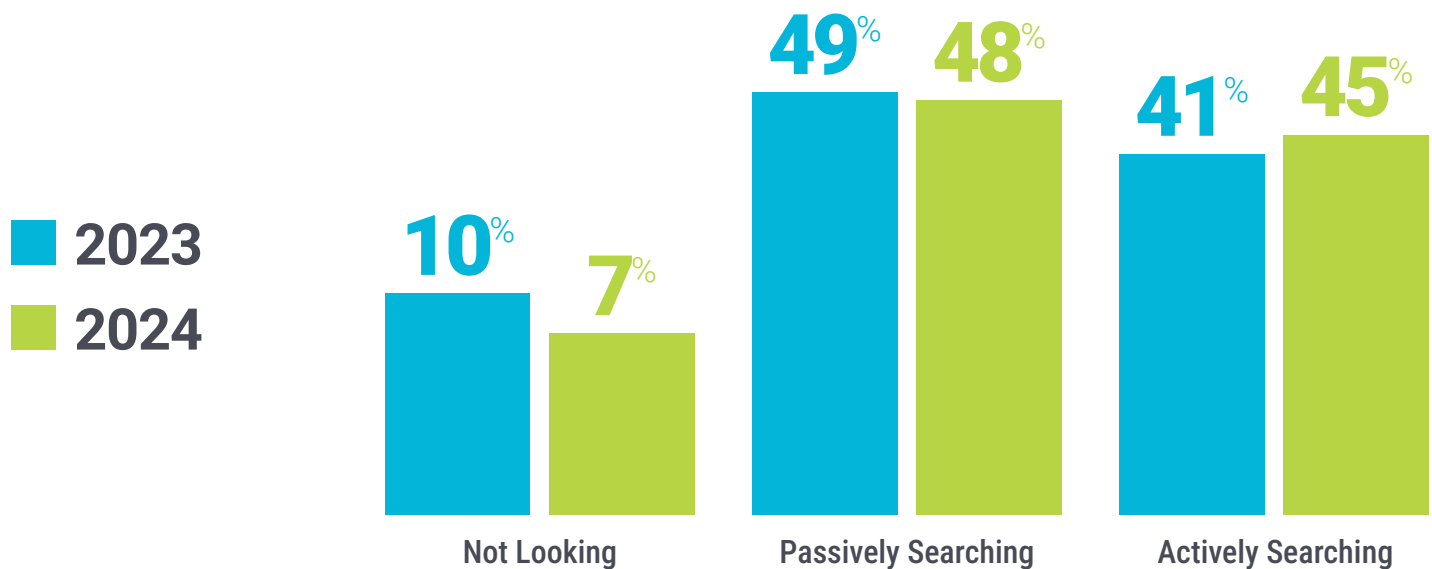
Return to Office (RTO) requirements are also playing a part in the types of roles candidates will be seeking. In 2024, **48% of job seekers said they're interested in fully remote jobs, 52% said they're interested in hybrid opportunities, and 59% said they're looking for in-person roles.** When job seekers were asked to rank what's most important to them when it comes to work in 2024, their priorities are back to those preferences held before the COVID-19 pandemic impact on the world, with **flexibility outranking benefits, health and safety, and tuition assistance.**



How Active Will Job Seekers Be in 2024 When Searching for Jobs?

(Job seekers going into 2024 vs. 2023)

According to Nexxt's survey, we anticipate that there will be more active job seekers in 2024, when compared to 2023. [There is a lot of uncertainty in the world at the moment](#) and we expect that while there will be more active job seekers, candidates will also be more thoughtful when it comes to making moves. **64% of surveyed job seekers said they're considering making a career change this year**; however this is 5 percentage points lower than job seekers a year ago, which could indicate that job seekers are more hesitant to make a change at the moment. Again, that doesn't mean that you shouldn't expect candidates to be searching for and applying to jobs, it just may be slightly more challenging to woo them. [According to HRMorning, company culture is the new competitive advantage for attracting, retaining top talent.](#)



Top Things Job Seekers Value Most in a New Job Opportunity

- 1 Competitive Pay
- 2 Positive Work Environment
- 3 Flexible Hours
- 4 Professional Development/Mentoring Opportunities
- 5 Unique Benefits or Perks

Top Benefits/Perks That Job Seekers Find the Most Exciting

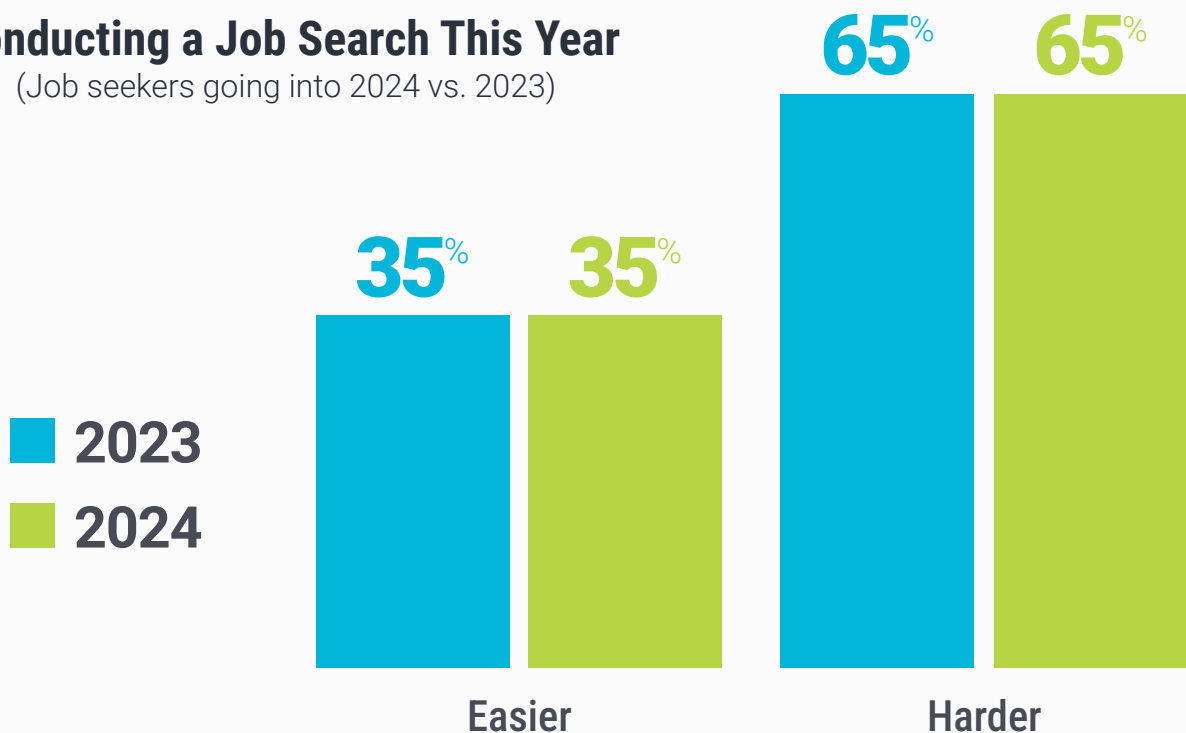
- 1 Remote Work/Flexible Scheduling
- 2 Healthcare/Dental Care Options
- 3 Retirement Savings Plan With a Company Match
- 4 Unlimited Paid Time Off
- 5 Paid Volunteer Days

What Job Seekers Expect 2024 to Be Like

2023 came to a close with an [unemployment rate of 3.7% according to the US Bureau of Labor Statistics for December](#). With 6.4 million unemployed people in the country, which was higher than this time last year, the labor force participation rate is relatively unchanged since last year, which means we can expect job seekers to follow a similar searching and job application pattern to 2023.

How Do Job Seekers Feel About Conducting a Job Search This Year

(Job seekers going into 2024 vs. 2023)

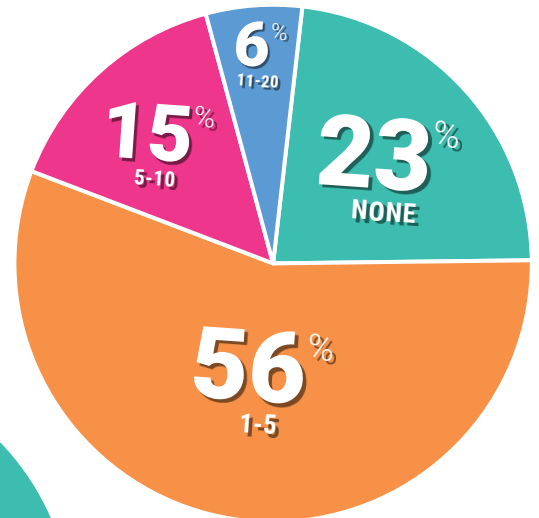


These numbers have not shifted since the start of 2023. This means that,

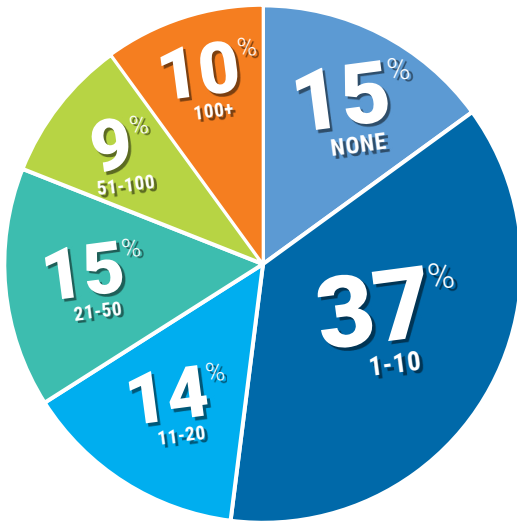
- 1** Job seekers are open to opportunities, especially those that pay more—due to the increased cost of living
- 2** Job seekers will be applying to more jobs in 2024 (81% of job seekers surveyed said they plan to apply to more jobs than they did the previous year), so for the positions you are recruiting for, expect to see more candidate applications
- 3** As there are several things that are influencing the job market and the economy, job seekers will quickly shift from being active job seekers to passive ones and vice versa

Based on the data we collected and how job seekers searched for new roles in 2023 (see below), we can expect to see similar behaviors in 2024, regardless of if job seekers identify themselves as active or passive candidates.

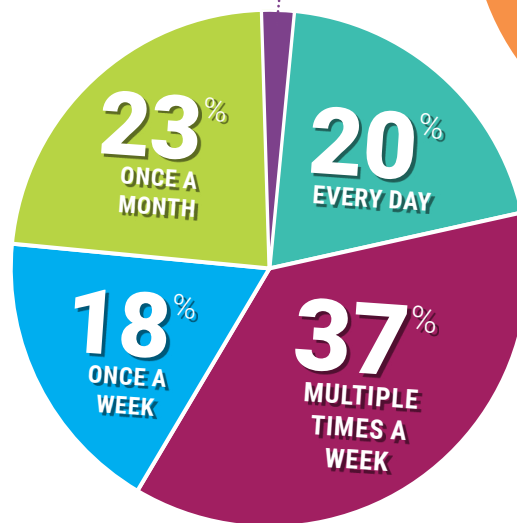
How many job interviews were you invited to in 2023?



How many jobs did you apply for in 2023?



2%
HAVEN'T APPLIED

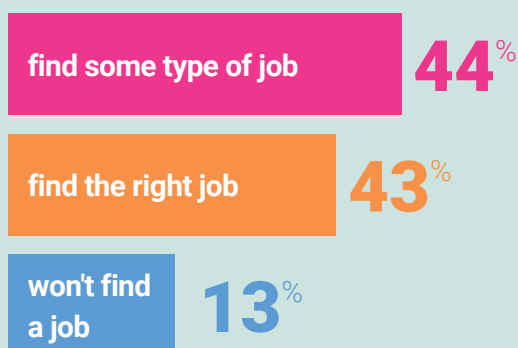


How frequently did you apply to jobs in 2023?

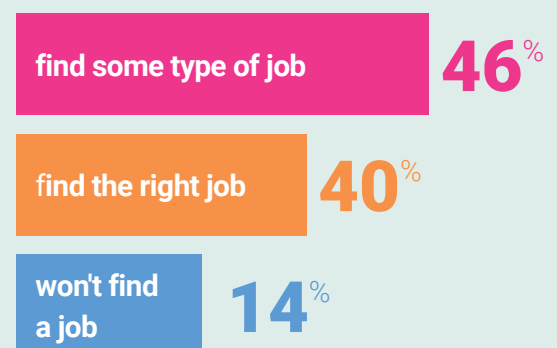
Confidence in Finding a Job is Similar to Last Year

(Job seekers going into 2024 vs. 2023)

How do you feel about finding a job in 2023?



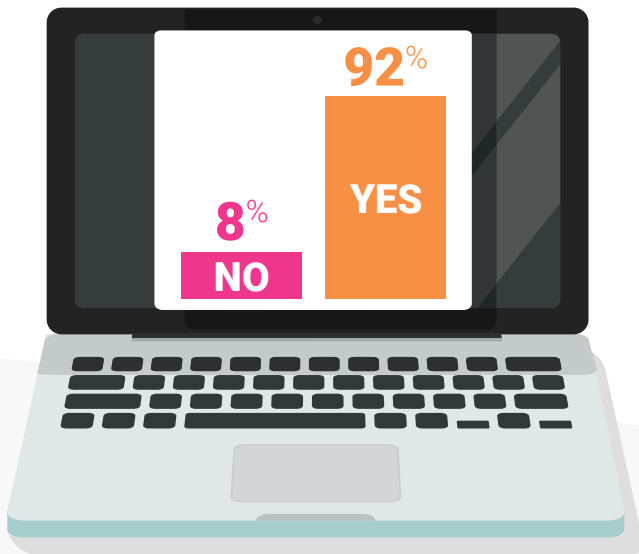
How do you feel about finding a job in 2024?



How Do Job Seekers Plan to SEARCH FOR JOBS IN 2024?



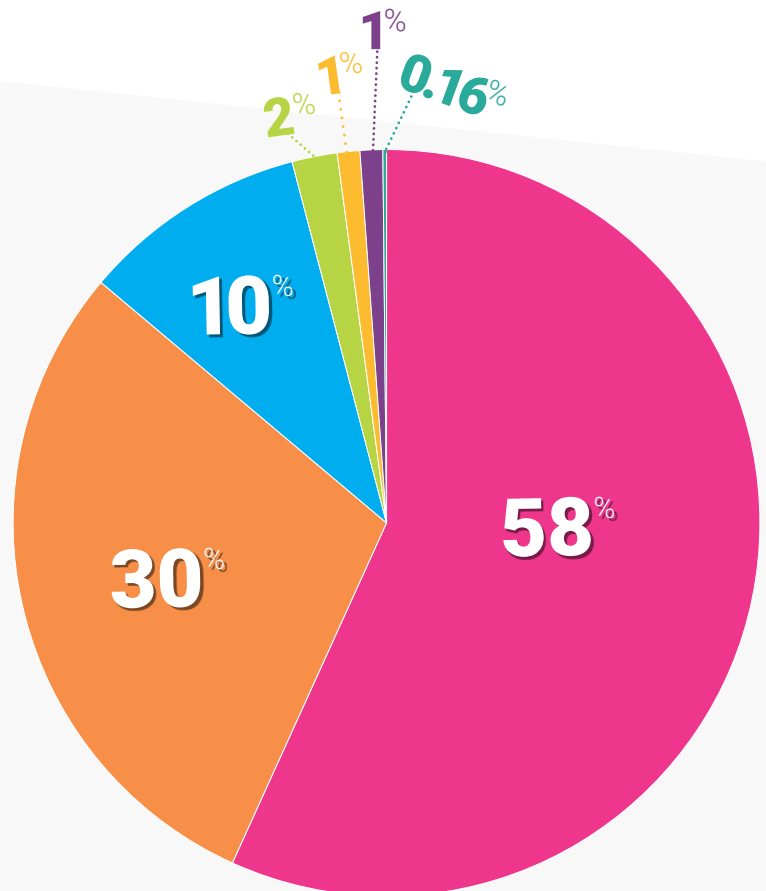
Do you receive emails about jobs in your area of interest?



To increase their chances of receiving a job offer in 2024, surveyed job seekers said they plan to receive job alerts via email, search for jobs on sites like Nexxt, update their resumes, network with friends and colleagues, and improve their LinkedIn presence.

How Often Do You Check Your Emails for Job Opportunities?

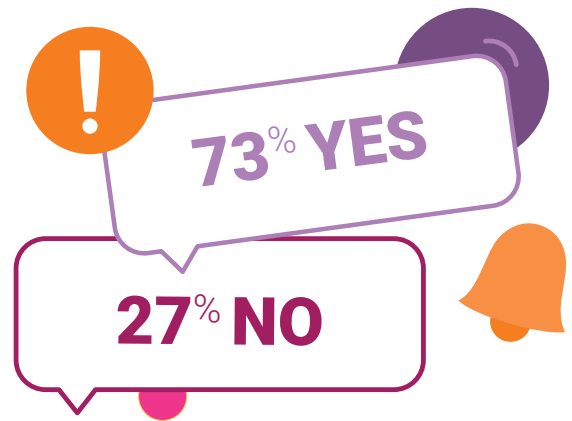
- Multiple Times a Day
- Once a Day
- Multiple Times a Week
- Once a Week
- A Few Times a Month
- Once a Month
- Never



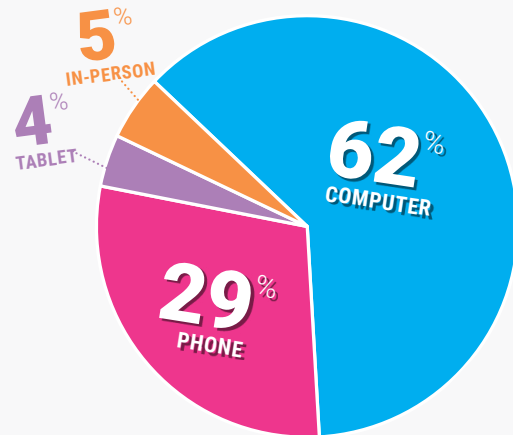
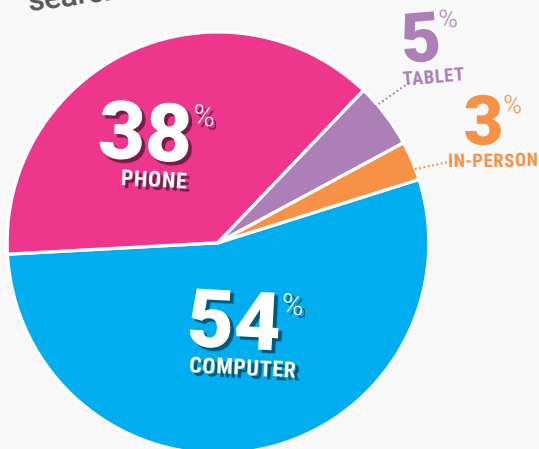
Most job seekers are in the know when it comes to using texting as part of the job search process—those that don't are in the minority.

Mobile devices as well as computers both play important parts in the job search process, so ensuring the user experience works on all devices is key. Thanks to the convenience of phones, they make searching and applying to jobs from anywhere possible and the ability to impact the infamous time to hire KPI. According to Nexxt's survey...

Would you like to receive text messages about job opportunities in your area of interest?



Job seekers are most likely to search for jobs via:



Job seekers are most likely to apply for jobs via:

To ensure your opportunities are seen by candidates, it's key that your jobs are included in email alerts, posted to job search sites, and featured on your corporate website—based on the top places that job seekers said they search for jobs.

Top Places Job Seekers Search for Jobs

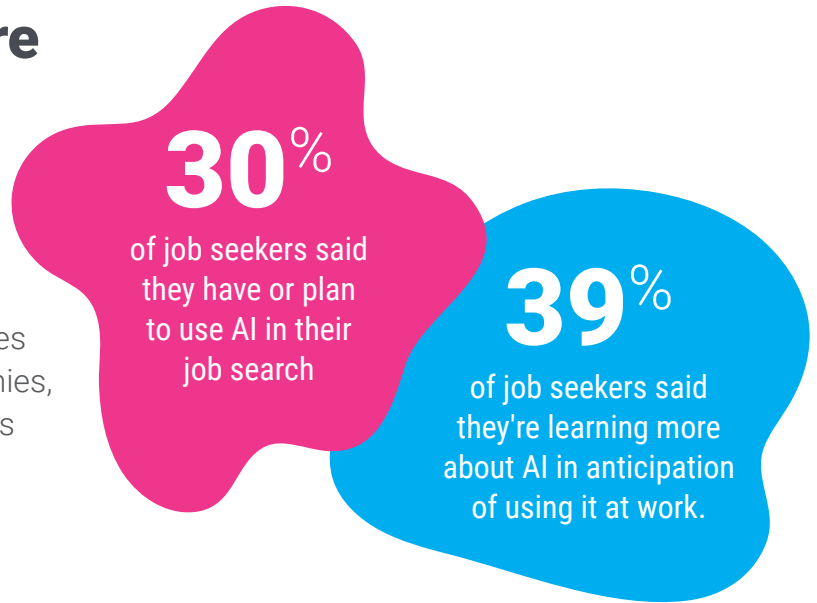
1. Websites like Nexxt, Indeed, ZipRecruiter, etc.
2. LinkedIn
3. Corporate Websites
4. Google Searches
5. Through Recruiters

How to Increase Job Applications

Additionally, we wanted to understand what job seekers see as a challenge when it comes to searching for roles and we learned that job seekers would prefer to **eliminate writing a cover letter**, closely followed by **taking an employment test**, and **providing professional references**. So, if you're having an issue with candidates getting through your recruitment process, these are some items to possibly consider eliminating as barriers.

Some Candidates Are Future Proofing Their Careers

30% of job seekers said they have or plan to use AI in their job search and **39% of job seekers** said they're learning more about AI in anticipation of using it at work. However, [AI is still expensive to overtake most jobs that humans do](#). If it becomes more affordable and accessible to smaller companies, things with the tech could speed up, but for now, it's not likely.



Top Reasons Why Job Seekers Said They Are Looking for a New Job in 2024

1. Time for a change
2. Experienced a layoff
3. Underemployment
4. Recently left a job
5. Don't like current job

Top Factors That Surveyed Job Seekers Say Makes It Difficult for Them to Find a Job

1. Perceived as being too old
2. Overqualified for the jobs available
3. Can't find a job that matches salary expectations
4. Lack of remote opportunities
5. Not qualified for the jobs available

Top Industries That Surveyed Job Seekers Want to Work In

 Customer Service	 Healthcare & Management	 Management & Business	 Clerical & Administrative	 Information Technology
 Manufacturing & Production	 Travel, Hospitality & Restaurant	 Education, Training & Library	 Community & Social Services	 Accounting & Finance

Meet the SURVEY RESPONDENTS

Age Breakdown



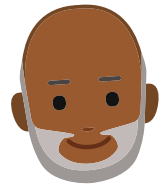
5%
Gen Z



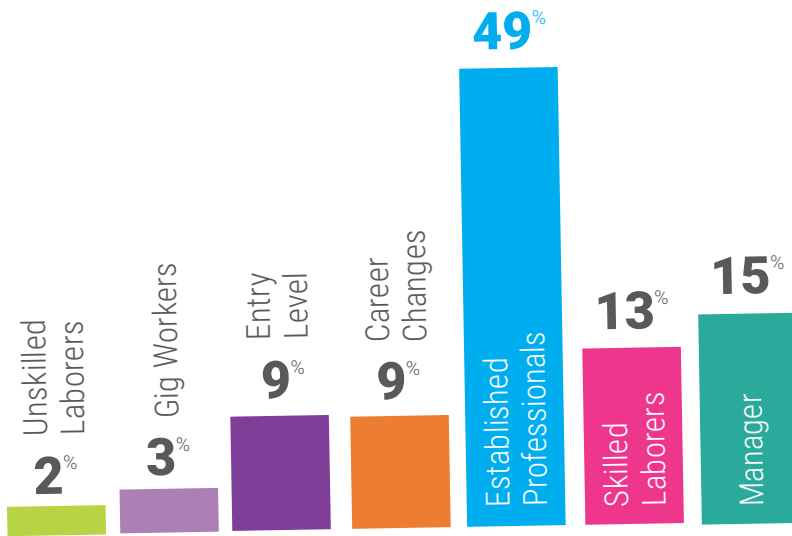
10%
Millennials



37%
Gen X

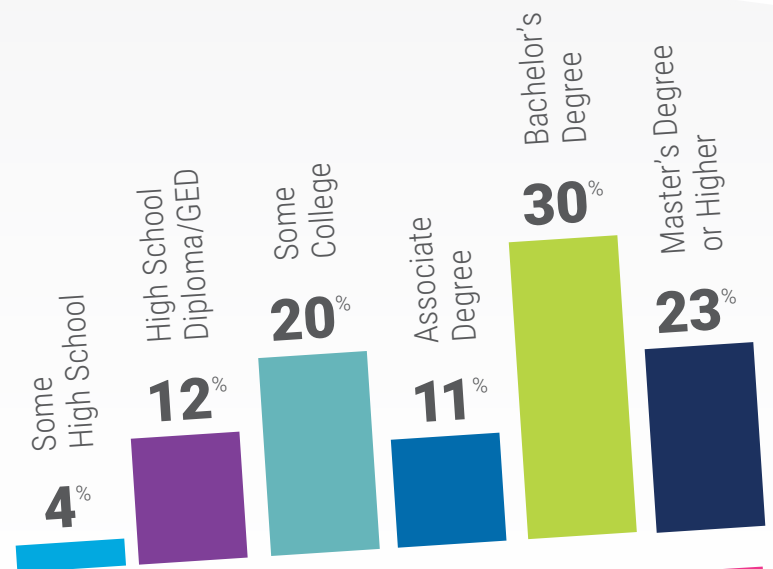
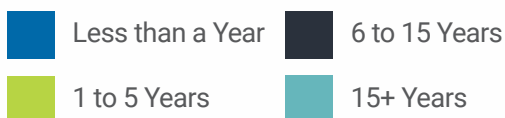
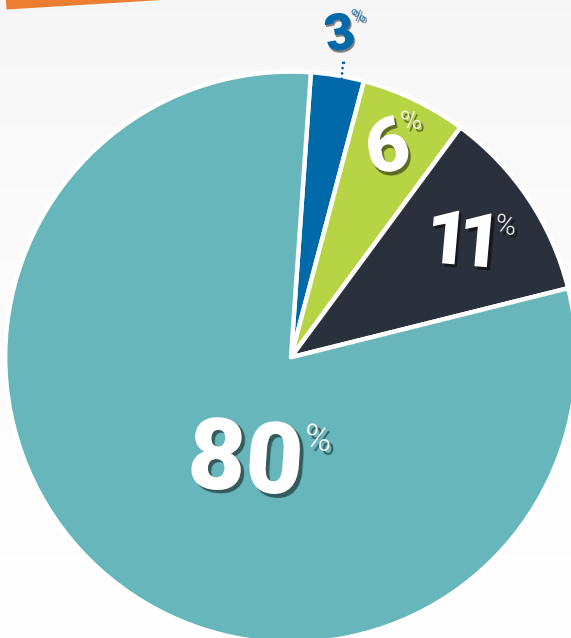


48%
Baby Boomers



Types of Employees

Experience Level



Education Level

About Nexxt

Nexxt is a leading HR technology company for reaching candidates at scale. The Nexxt software allows employers to source the right people quickly and confidently, putting employers, agencies, and staffing companies on the path to making the best hires. Through a multi-channelled approach, Nexxt's patented technology makes sure the right job opportunities are seen by the right audiences, including Nexxt's diverse pool of more than 100 million members. [Learn more about hiring with Nexxt.](#)

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