

job seeker **pulse**



Q1 2015
United States

Hudson

WELCOME TO HUDSON'S JOB SEEKER PULSE

Second
Edition

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FORWARD

This second edition of Job Seeker Pulse now includes Middle Market company employees' job seeking behaviors in addition to the Fortune 100 employees examined in our inaugural edition. We define a Middle Market company as having between 1,000 and 10,000 employees.

The overall Q1 2015 average J-Index of 10.14 still represents a relatively low level of job searching activity; however, during this second quarter, the Fortune 100 group showed a marked decline in job search activity from Q4 2014 to Q1 2015.

Our findings also reveal that Middle Market employees were much more active job seekers than their Fortune 100 counterparts during Q1 2015. The only instance when a Fortune 100 group engaged in more activity than their Middle Market counterparts was within the Entry Level Millennial group.

Examining the data by generation-only reveals that Middle Market Gen Ys were the most active group. Segmenting the data by seniority-only

demonstrates that Middle Market Upper Management were the most active job seekers.

Within the Gen Xers, the Fortune 100 were the least active job seekers among all groups with 0 percent of job seeking activity above the mean at all seniority levels.

Among Boomers, the Middle Market's Upper Management was surprisingly the most active of all, rating above the mean 92 percent of time during Q1 2015.

The Job Seeker Pulse, the only job seeker activity report of its kind based on actual online job search behavior, is part of Hudson's commitment to helping organizations better understand workforce dynamics. We will continue to publish Job Seeker Pulse on a quarterly basis and will expand the report to analyze job seeking behaviors within specific job functions and industry segments.

May the report serve you well,

Lori Hock,
CEO Americas, Hudson Global Inc.

OVERALL OBSERVATION

Q1 2015

Table 1: Differences in Mean J-Indices

	Q4 2014	Q1 2015
Overall Mean	10.32	10.14
Fortune 100 Mean	10.32	8.70
Mid-Market Mean	n/a	11.74

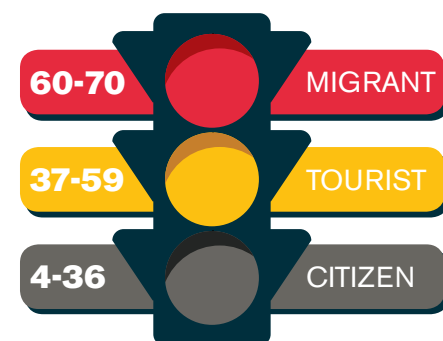
The overall mean score reported in Table 1 is the average of all daily individual J-Scores for the 14,888 study participants during the designated quarter. The Fortune 100 and Middle Market overall mean scores represent the averages of the daily individual J-Scores within the respective groups.

These results tell us that during the Q1 2015 reporting period, the combined Fortune 100 and Middle Market workers as a complete group fell within the “Citizen” range with an overall mean J-Index of 10.14. This represents a low level of overall online job seeking behavior.

Within the Fortune 100, job seeking behavior decreased from a Q4 2014 mean J-Index of 10.32 to a Q1 2015 mean of 8.70, which is significant. Like the stock market indices, such as the Dow Jones Industrial Average and S&P 500, even one percentage point difference is meaningful given that J-Index is the aggregate of individual J-Scores of its many constituents.

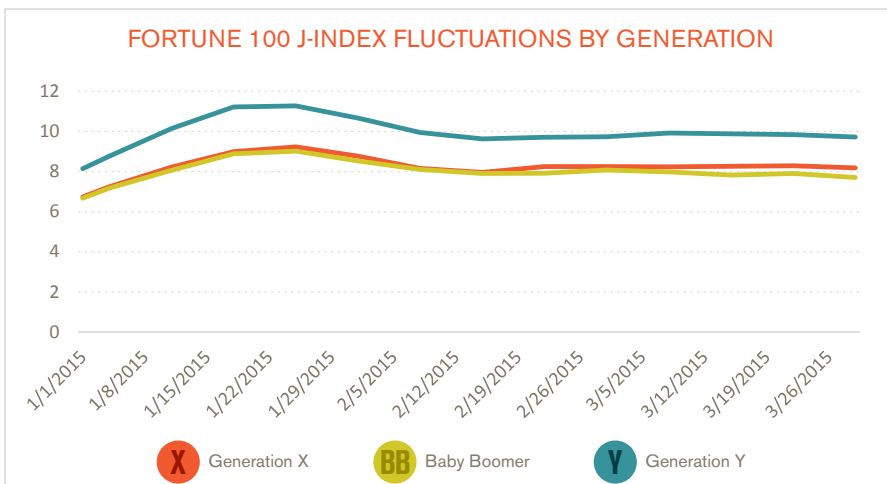
The Middle Market was much more active during Q1 2015. While the Fortune 100 registered an 8.70 mean J-Index for the period, the Middle Market employees’ activity reached an 11.74 average J-Index. While still within the “Citizen” rank, their three point higher position than the Fortune 100 represents more job seeking, and that result carried through to nearly each sub generation and seniority-level sub group.

J-SCORE RANGES

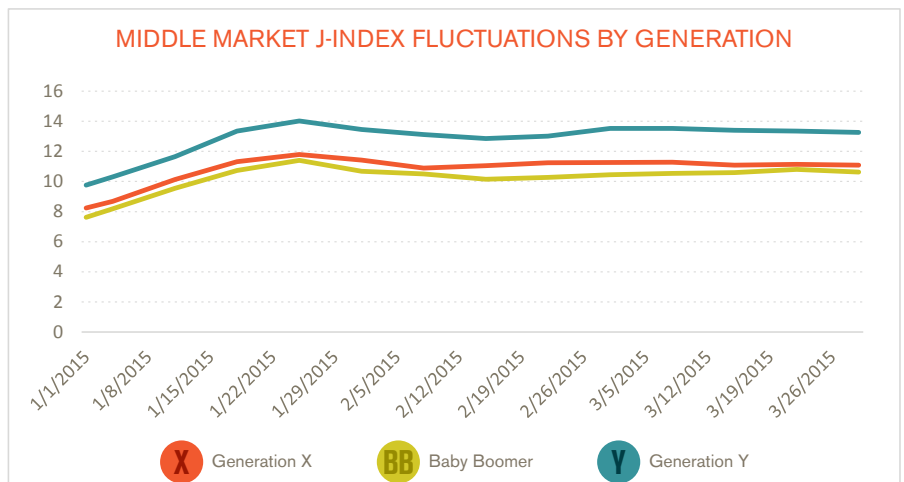


COMPARISON OF FORTUNE 100 VS MIDDLE MARKET

The Middle Market registered more job seeking activity than their Fortune 100 counterparts during Q1 2015.



RESULTS BY GENERATION AND SENIORITY LEVEL (SEPARATED)



RESULTS BY GENERATION



Table 2: Job Seeking Behavior Activity
Time Spent Above Mean J-Index

Worker Group	Fortune 100	Middle Market
Gen Y	38%	93%
Gen X	0%	84%
Boomer	0%	72%

As shown in Table 2, within the Fortune 100 worker group, the Millennials registered above average job seeking behavior. For 38 percent of Q1 2015, their J-Index was above the overall mean J-Index. In contrast, the Fortune 100 Gen X and Boomer generations' activity levels were never (0 percent of the time) above the overall mean of 10.14.

For the Middle Market group, all generations invested time in job seeking activity that was above the mean J-Index. For 93 percent of the reporting period, the Gen Y J-Index was above the mean. Generation X and the Boomers spent 84 and 72 percent of time above the mean respectively.

Since the overall J-Index represents the aggregate of the individual participants' daily J-Scores during the quarter, we can determine the percentage of time engaged in job seeking behavior above the mean activity level for each group.



RESULTS BY SENIORITY LEVEL

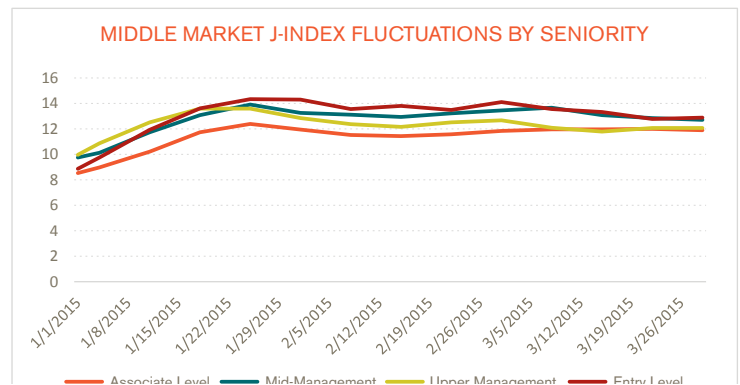
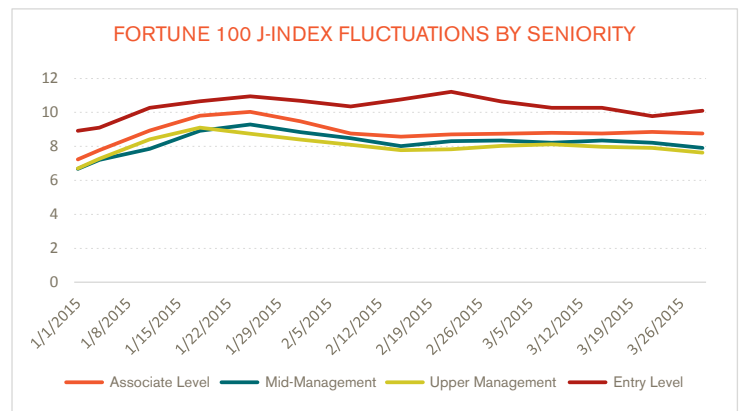
When examined by seniority level, Middle Market Upper Management employees were the most active job hunters of all groups.

Table 3: Job Seeking Behavior Activity Time Spent Above Mean J-Index

Worker Group	Fortune 100	Middle Market
Entry Level	71%	91%
Associate Level	8%	84%
Mid-Manager Level	0%	92%
Upper Management	0%	98%

Table 3 shows that Entry Level employees were active in both groups. Within the Middle Market, the Entry Level employees' job seeking activity level was above the mean for 91 percent of Q1 2015 while their Fortune 100 counterparts spent 71 percent of the time above the mean.

Among other seniority levels, Middle Market worker groups remained quite active while Fortune 100 activity dropped off significantly. At the Associate level, within the Middle Market, job seeking activity was above the mean for 84 percent of Q1 2015 versus just eight percent for the Fortune 100 Associates. The more senior Middle Managers and Upper Managers in the Fortune 100 did not exceed the overall mean at any time during Q1. On the other hand, their Middle Market counterparts' online job seeking activity was above the mean for 92 percent and 98 percent of Q1, respectively.



Q1 2015 COMPARISON OF FORTUNE 100 VS MIDDLE MARKET

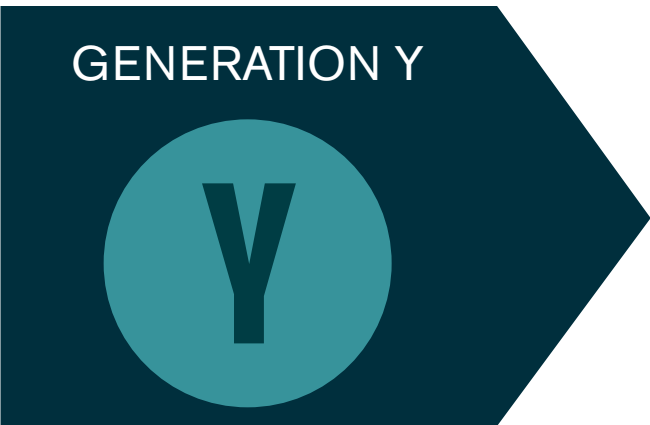


Table 4: Gen Y Percent of Time Above Mean J-Index

Worker Group	Fortune 100	Middle Market
Gen Y Entry Level	100%	96%
Gen Y Associate Level	34%	92%
Gen Y Mid-Management	50%	100%
Gen Y Upper Man	19%	100%

Entry Level Gen Y employees for both groups were active job seekers, but within the Fortune 100 worker group, Gen Y Entry Level was 81 percentage points more likely to seek employment than their Upper Management Fortune 100 counterparts.

This is quite different than the Middle Market Millennials who searched for new employment 92 percent or more above the mean at all seniority levels, with the more senior Middle and Upper Management employees being the most active during Q1 2015.

Fortune 100 Gen Y Entry Level employees sought employment more than the Middle Market Gen Y group representing the only instance in the study where a Fortune 100 group was more active than their Middle Market counterparts.



Q1 2015 COMPARISON OF FORTUNE 100 VS MIDDLE MARKET

GENERATION X



Table 5: Gen X Percent of Time Above Mean J-Index

Worker Group	Fortune 100	Middle Market
Gen X Entry Level	0%	44%
Gen X Associate Level	0%	77%
Gen X Mid-Management	0%	91%
Gen X Upper Man	0%	94%

The Gen X Fortune 100 group was the least active of all worker groups in the study spending 0 percent of time above the mean J-Index at all seniority levels for the entire quarter.

Middle Market company Gen Xers were a much different story. Interestingly the Entry Level group was the least active at 44 percent above the mean. The Upper Management ranks were the most active of all Middle Market Xers, spending 94 percent of time above the average hunting for jobs.

Among Middle Market Gen Xers, the Entry Level segment was the least active job hunters.



Q1 2015 COMPARISON OF FORTUNE 100 VS MIDDLE MARKET

Table 6: Boomers Percent of Time Above Mean J-Index

Worker Group	Fortune 100	Middle Market
Boomer Entry Level	13%	61%
Boomer Associate Level	0%	40%
Boomer Mid-Management	0%	30%
Boomer Upper Man	0%	92%



Among all Boomers, Middle Market Upper-Management was the most active spending 92 percent of time job hunting above the mean. This is compared to 0 percent by Fortune 100 Boomers at the Upper Management rank.

Within the Fortune 100 group, Entry Level Boomers were the only sub-set that registered any job seeking activity above the mean for the quarter.



ABOUT THE STUDY

JOBERATE TECHNOLOGY

J-Score = Individual Score

J-Index = Aggregate Score

GENERATIONAL BREAKDOWNS

Baby Boomers: 1946-1964

Generation X: 1965-1979

Generation Y: 1980-1994

FORTUNE 100

As published annually by *Fortune* magazine, the 100 largest public and private U.S. companies according to gross revenue figures. For a current list, visit: <http://www.joberate.com/j-index>

MIDDLE MARKET

Those companies with between 1,000 – 10,000 employees as stated in their LinkedIn company profiles.

STUDY TECHNOLOGY

The study is based on data gleaned from the Joberate platform. Joberate monitors an individual's digital footprint to establish job seeking behavior activity, and tracks as many as 6,000 different data points from publicly available data sources including social media, public job boards and sources licensed by authorized data service providers like Twitter's GNIP.

The Joberate platform observes changes in activities and behavior patterns, which in the aggregate and over time are quantified by Joberate's machine learning predictive analytics engine. This is then translated into a single metric called J-Score. J-Scores range from 4-70, with a score of "4" indicating the lowest level of job seeking behavior and a score of "70" indicating the highest. Each person's J-Score attributes are unique; however, examples of some online actions that form J-Score are: following recruiters' social accounts, subscribing to career-related content, creating job-focused

online profiles, frequent visits to employment-themed pages, sudden increases in job-related endorsements or recommendations, and countless others.

J-Index represents the average J-Score of a company's employees. The overall Q1 2015 J-Index is calculated by taking the daily individual J-Score of all 14,888 study participants determining the aggregate mean. Based on that, we determine the percentage of time spent above the average mean J-Index for the different groups to in turn determine job search activity levels.

DATA ACCURACY

The Hudson Job Seeker Pulse study tracks Q1 2015 J-Scores for 14,888 people who were employed by Fortune 100 (7,829 employees) or Middle Market companies (7,059 employees). Social data sources accessed or licensed by Joberate are at least 70 percent accurate while some are more than 95 percent accurate. All Joberate talent pools have a 95 percent confidence level, with an interval of 7.3 or less, making J-Score a highly relevant predictive analytic.

SENIORITY LEVEL BREAKDOWN

Entry: Internship
Junior
Graduate
Trainee
Assistant
Retail Sales Clerk
Sales & Customer Service Representative

Associate: Specialist
Analyst
Team Manager

Middle Management: Business Unit Manager
Director
Vice President
General Manager

Upper Management: Owner
C-Suite Level
Senior Vice President
Executive Vice President
Managing Director

ABOUT HUDSON

Hudson is a global talent solutions company with expertise in recruitment process outsourcing, retained search, recruitment consulting and talent management. We help our clients transform their organizations by leveraging our expertise, deep industry and market knowledge, and assessment tools and techniques. Operating in 20 countries through relationships with millions of specialized professionals, we bring an unparalleled ability to match talent with opportunities by assessing, recruiting, developing and engaging the best and brightest people for our clients. We combine broad geographic presence, world-class talent solutions and a tailored, consultative approach to help businesses and professionals achieve higher performance and outstanding results. More information is available at <http://us.Hudson.com>.

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