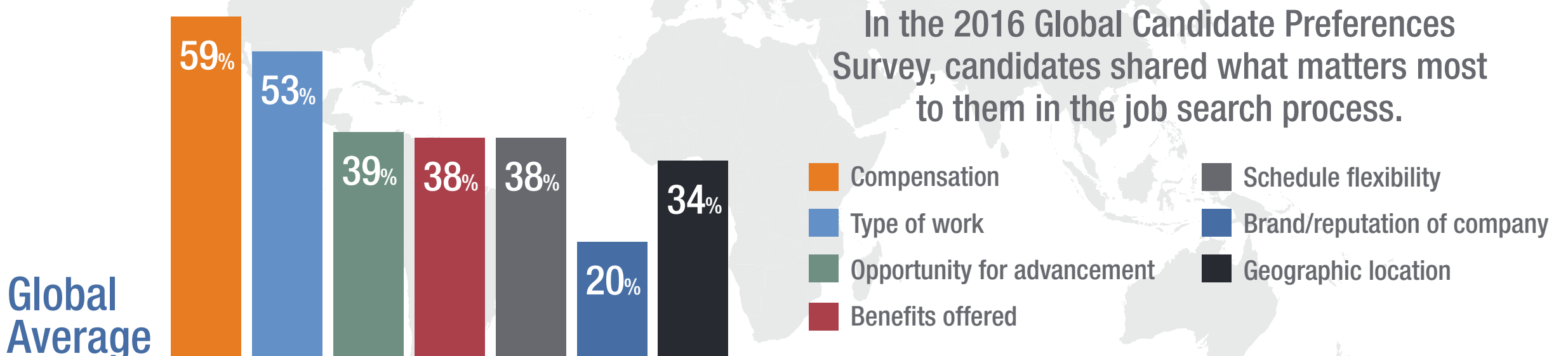


The Rise of the Well-Informed Candidate



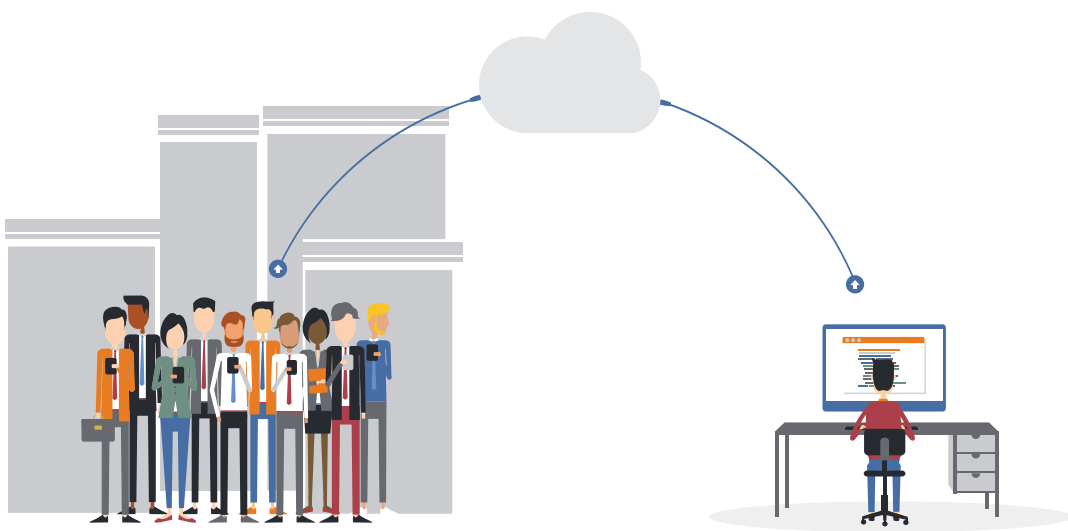
Most Important Factors When Making Career Decisions



Information Is Power

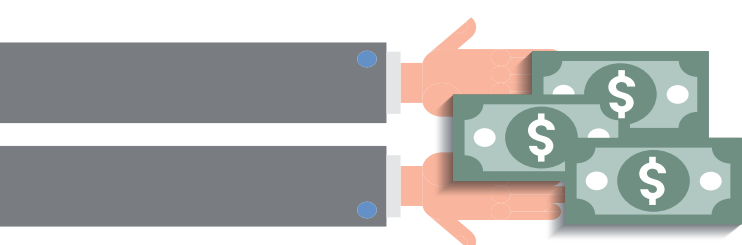
Applicants have more information about companies and open positions than ever before.

Double the Information on Company Brand



28% of global candidates surveyed reported having information about an **employer's brand** pre-application

Compensation Transparency



44% of candidates globally have information about **compensation range** prior to completing the application process

The Perks of Known Benefits



41% of global candidates understand what **benefits** are offered by a company before applying

Seeing the Value in the Vision

Globally, **32%** report having information about their potential employer's **corporate mission or vision** early on

58% of the markets met or exceeded the global average



Key Considerations for Employers in a World of More Informed Candidates

- ✓ Reach the right talent where they are
- ✓ Be open to new conversations and new ways of having them
- ✓ Monitor the buzz



About the Respondents

- Nearly **14,000** individuals currently in the workforce
- 19** influential employment markets across the globe
- 18-65** years old
- Various **career levels** and **industries**

