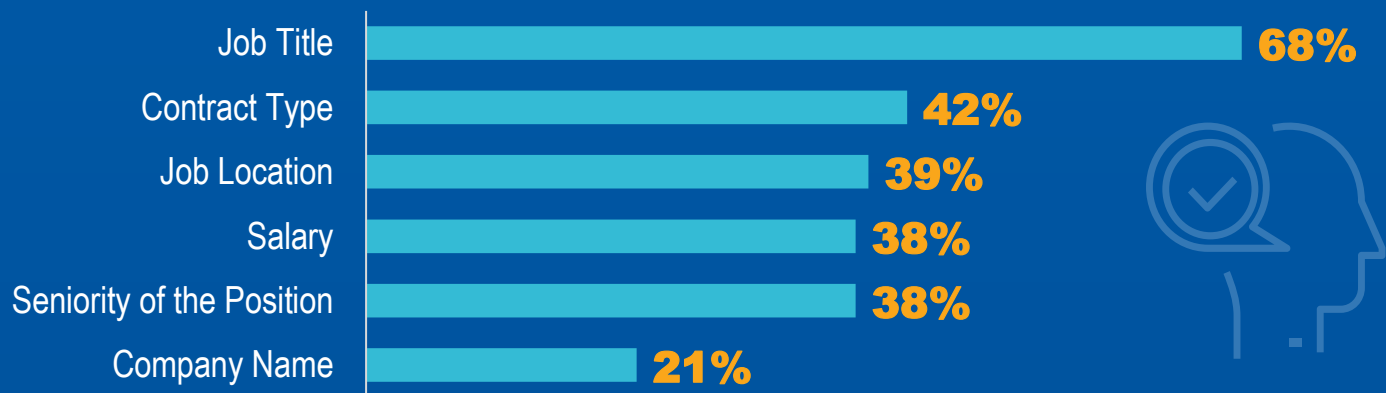# CANDIDATE EXPERIENCE

CANDIDATE PULSE

Michael Page surveyed over **170 job applicants** in **Morocco** to understand their job application experience.
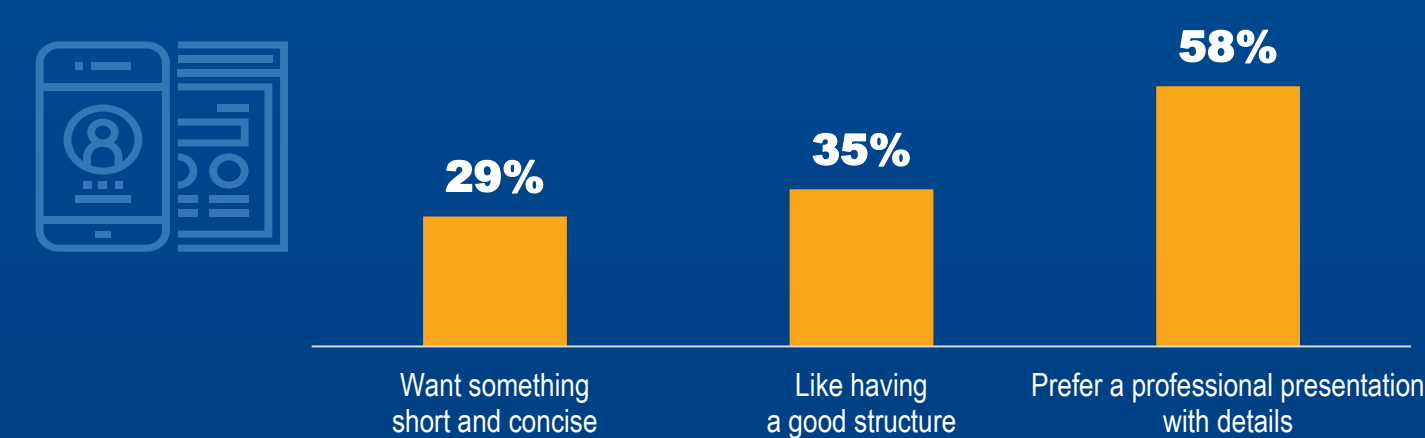
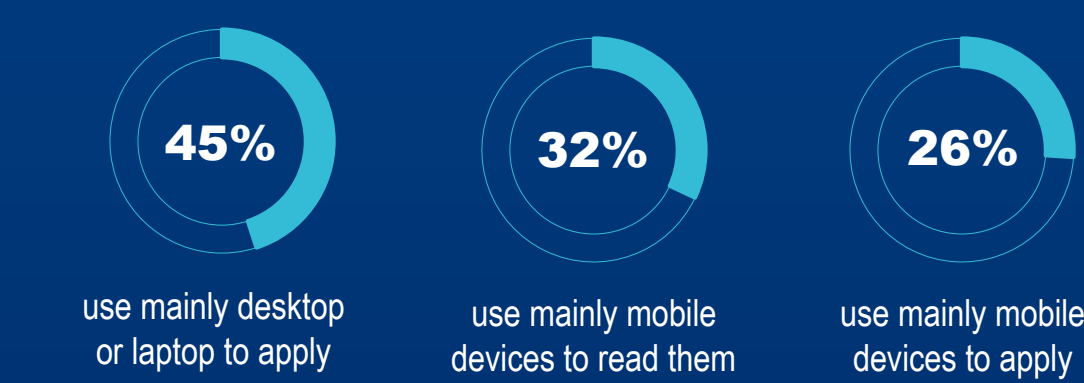## THESE ARE THE KEY ELEMENTS FOR CANDIDATES IN A JOB AD:

Element	Percentage
Job Title	68%
Contract Type	42%
Job Location	39%
Salary	38%
Seniority of the Position	38%
Company Name	21%

DO CANDIDATES READ THE WHOLE JOB OFFER, OR JUST SOME ELEMENTS?

70% say they read everything

22% read 80-90% of the job ad

THIS IS THE FORMAT CANDIDATES PREFER TO SEE IN A JOB AD:

- **29%** Want something short and concise
- **35%** Like having a good structure
- **58%** Prefer a professional presentation with details

DO CANDIDATES USE DIFFERENT DEVICES TO READ AND APPLY FOR JOB OPPORTUNITIES?

- **45%** use mainly desktop or laptop to apply
- **32%** use mainly mobile devices to read them
- **26%** use mainly mobile devices to apply

THIS IS HOW AND WHERE CANDIDATES LOOK FOR MORE INFO ON THE COMPANY THEY APPLY FOR:

- **44%** By contacting current or former employees
- **61%** Online reviews (Google reviews, Glassdoor etc.)
- **78%** Company's social media profiles
- **97%** Company website
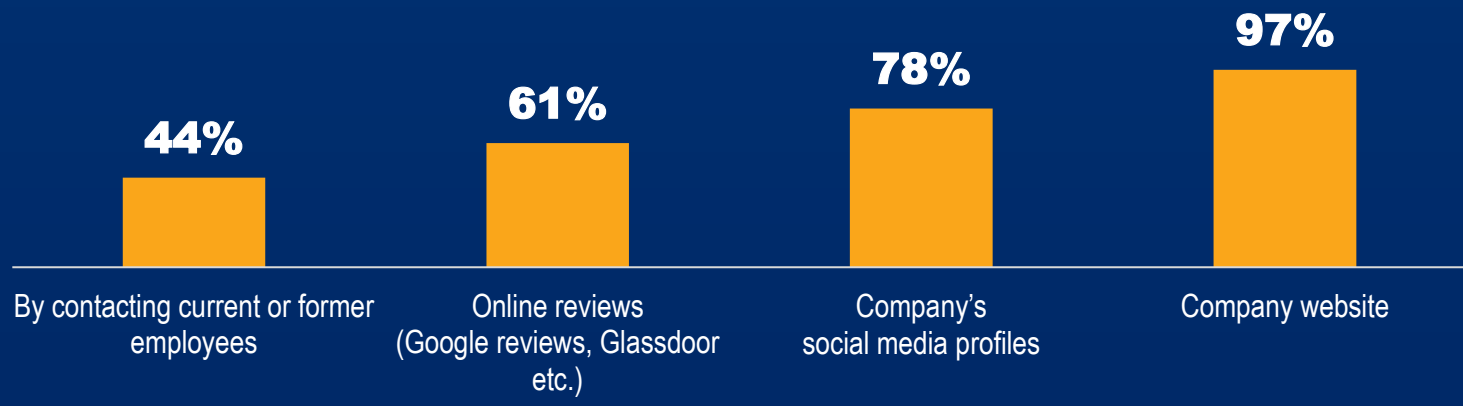
WHAT KEEPS CANDIDATES FROM APPLYING?

Reason	Percentage
Feeling over/under qualified for the position	62%
Old publication date of the offer	53%
Company reputation	51%
Salary or benefits	41%
Unclear description of the role	29%
Job location	24%
Long application forms	20%

Michael Page