



## **Release of the Research Report on Employment of the Blue-collar Sector in China: Live recruitment becoming a new way to find jobs**

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*Xinhuanet*

On December 27, the China New Employment Research Center (中國新就業形態研究中心) released the Research Report on Employment of the Blue-collar Sector in China (2022). According to the blue-collar sector survey questionnaire and social research on the Kuaishou platform, as well as the analysis of the employment status and features of the blue-collar sector based on empirical data and cases, the report gave comprehensive and systematic answers to the job-seeking needs, employment willingness, employment quality, job characteristics and recruitment models of the blue-collar sector. In 2022, "Kuaipin (快聘)", a blue-collar recruitment business launched by Kuaishou, attracted 250 million blue-collar participants per month, and more than 100,000 companies provided recruitment positions, demonstrating a significant advantage in the field of live recruitment.