



Science of Talent Attraction

# What Matters to the Modern Candidate

**Despite some economic challenges, the labor market remains tight and skilled candidates are hard to come by. This means we need to know what these qualified employees want and how to attract them to new jobs.**

But how are people searching for jobs today, and what influences their decisions? We worked with Decipher/FocusVision to answer these questions and more. We found that **80% of people in the United States are currently looking or open to a new job<sup>1</sup>**, and **92% of people hired within the past year actively looked for a job within the six months prior to being hired.<sup>2</sup>** Also, **65% of people worldwide look at new jobs again within 91 days of starting a new job<sup>3</sup>**, leading us to believe that no one is “passive” about their career today.

While the industry has traditionally believed employed candidates are “passive” and not actively looking for new jobs, many employers have already moved on from this notion and dubbed it an antiquated way of thinking. We hope this research will help the modern talent acquisition organization understand the vast opportunity to reach skilled candidates and the methods they can use to attract them.



<sup>1</sup>Indeed survey, n=1,000

<sup>2</sup>Indeed survey, n=262

<sup>3</sup>Indeed data (worldwide)

## The modern workforce actively seeks opportunity

**92%**

of employed adults in the U.S. hired within the past year took an action to find a job within the six months prior to being hired. Only 8% received a job offer without taking any action at all.<sup>4</sup>

### Actions taken 6 months prior to current job among the 92% hired in the past year<sup>5</sup>

Visited and looked at job opportunities on online job sites



Used a mobile job search app



Looked at job opportunities on company career websites



Asked friends and/or family for a referral to a job



Used or visited online professional networking sites



Took the help of a recruiter



Asked a professional contact for a job referral



Attended career fairs



# The job search is always on

## How frequently people in the U.S. look at job opportunities<sup>6</sup>

A few times a year



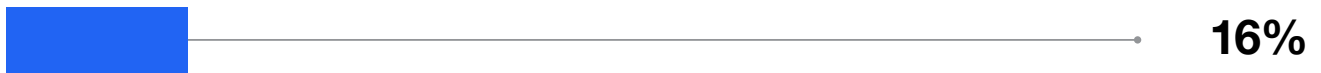
A few times a month



A few times a week



Daily

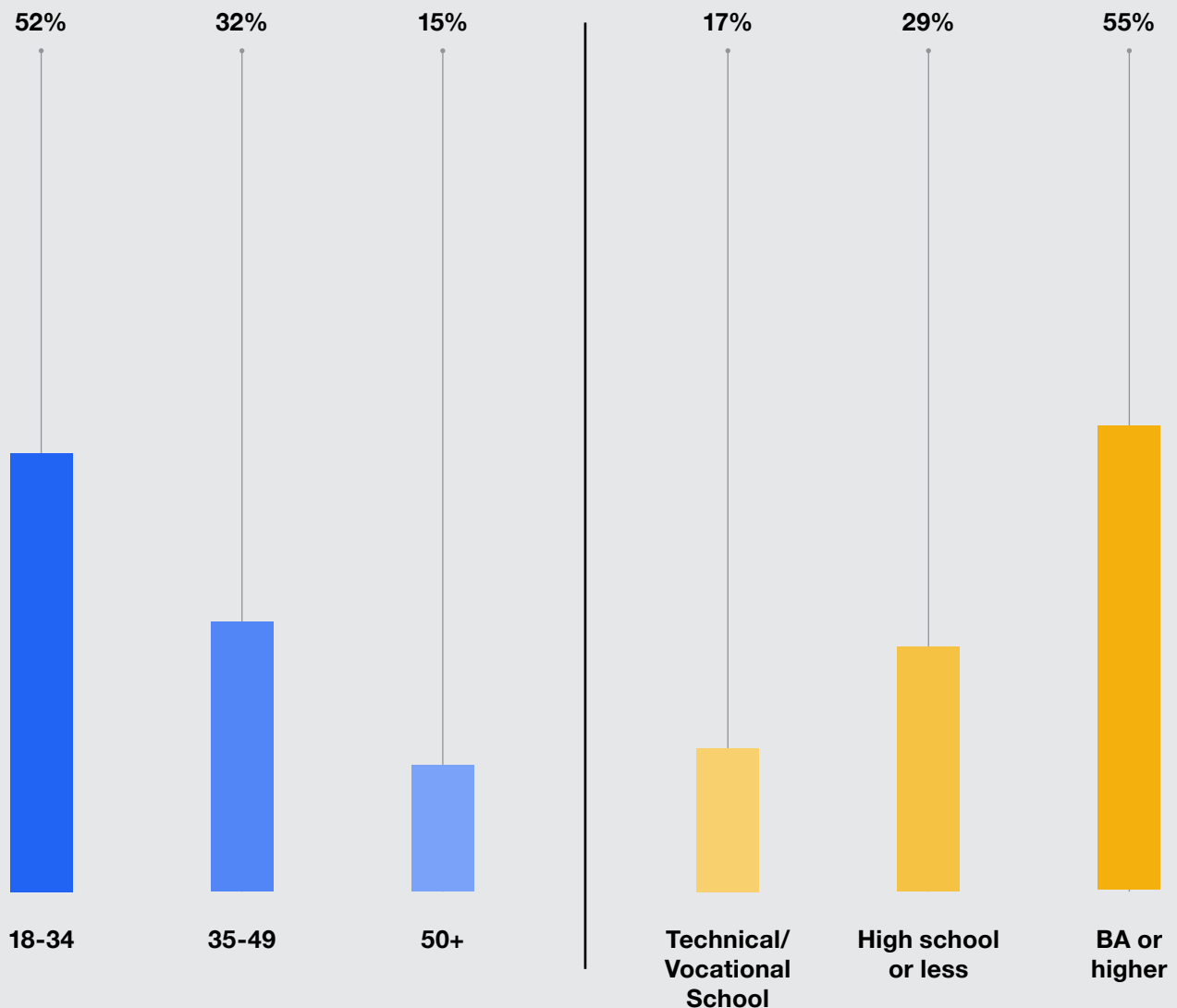


I don't look at job listings at all



# People in the U.S. who look at job opportunities monthly tend to be younger and better educated

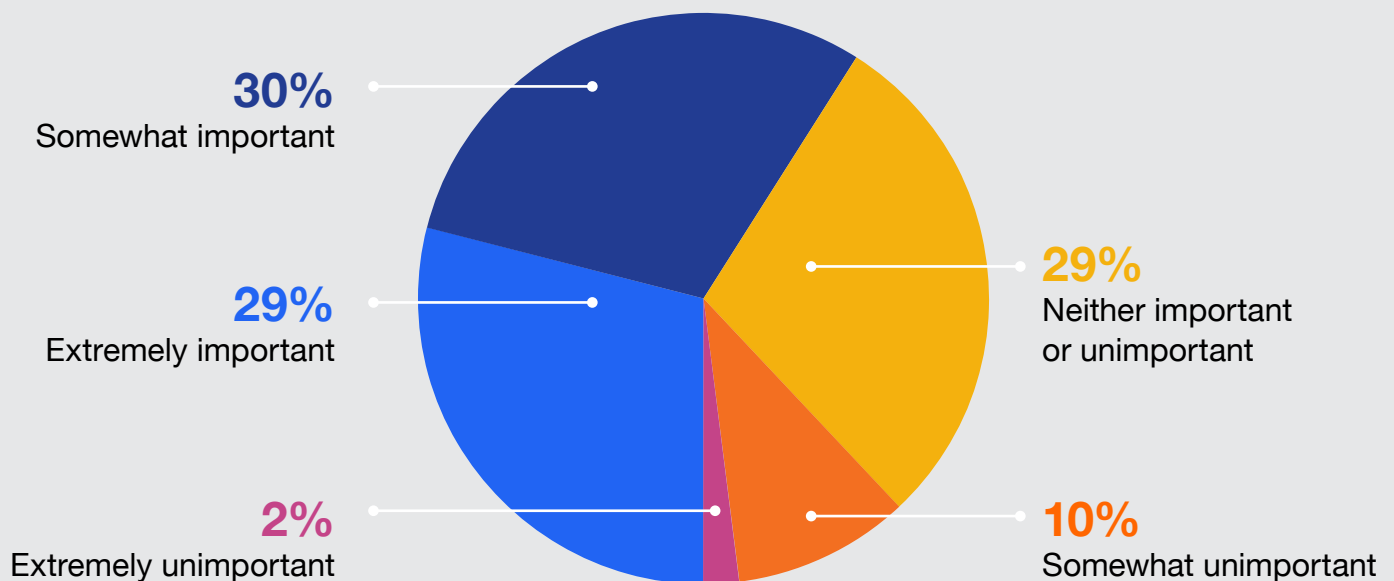
Age and education of candidates who look at job opportunities on a monthly basis<sup>7</sup>



<sup>7</sup>Indeed survey, n=673

# Employees in the U.S. like to keep a pulse on the job market

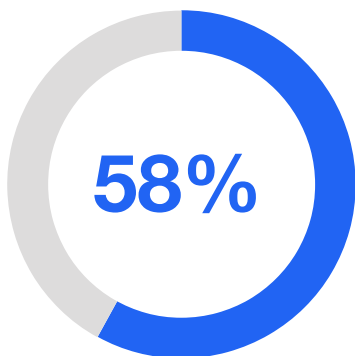
How important is it to you to be aware of new job opportunities, regardless of whether you're employed or not?<sup>8</sup>



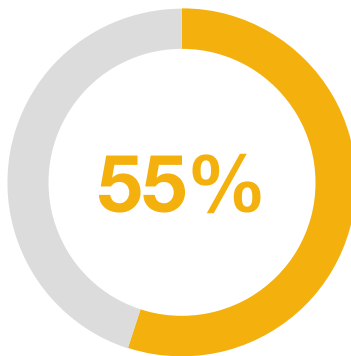




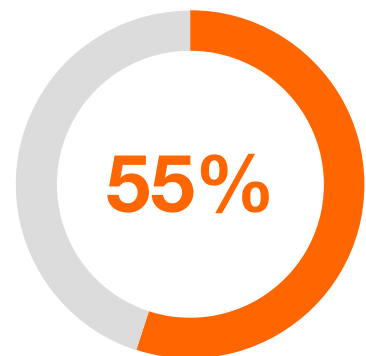
## A large percentage of people in the U.S. have job alerts that bring new job listings to them



of job seekers subscribe to job alerts<sup>9</sup>



between the ages of 18-34<sup>10</sup>



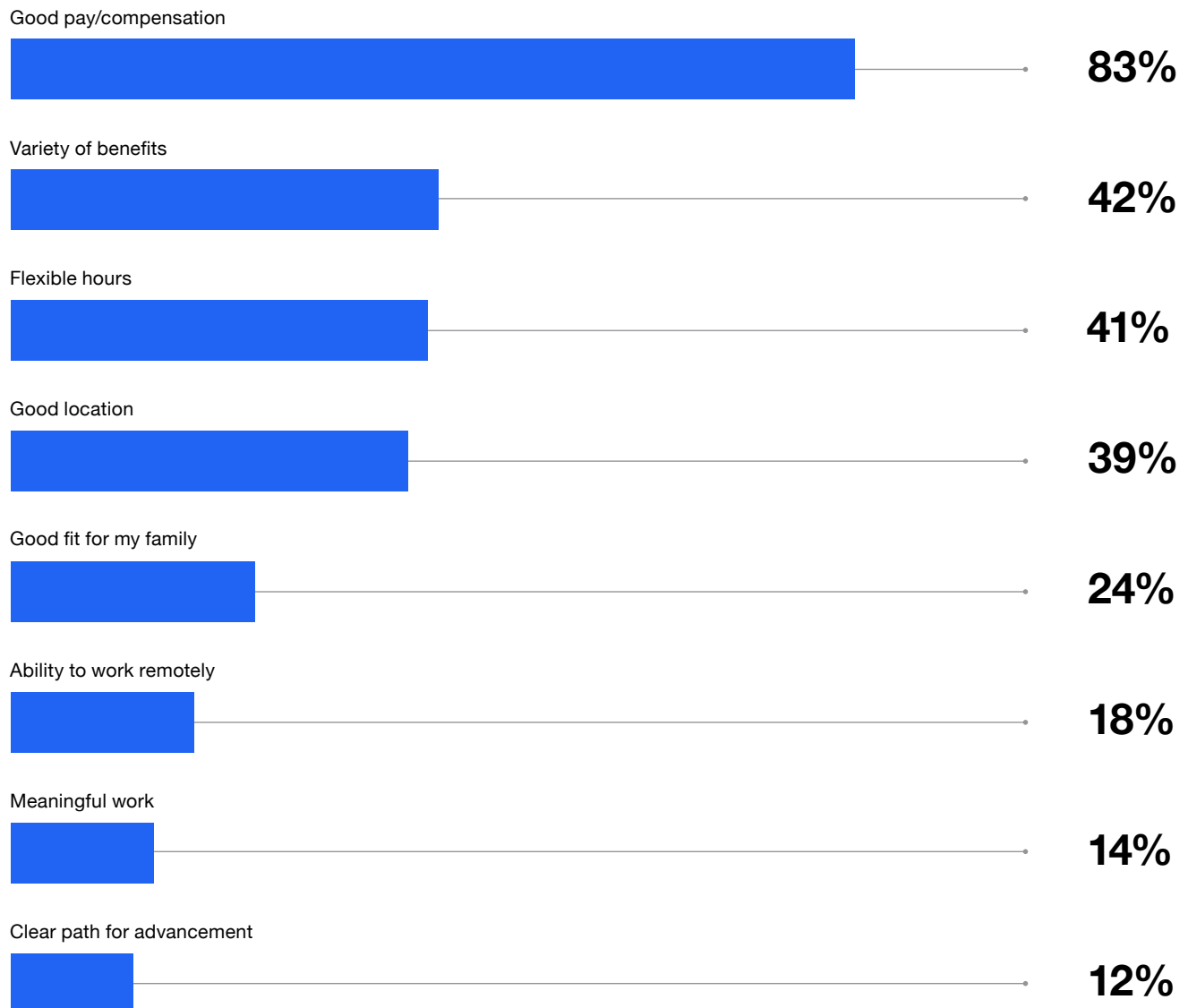
college graduates or higher<sup>11</sup>

<sup>9</sup>Indeed survey, n=1,000

<sup>10-11</sup>Indeed survey, n=575

# Compensation matters, but other factors play a role in a candidate's decision, too.

## Factors that would attract candidates in the U.S. to a new job<sup>12</sup>



<sup>12</sup>Indeed survey, n=1,000



# People look for jobs when they are inspired by new opportunities or disillusioned with their current work

## What inspires people in the U.S. to consider a job change?<sup>13</sup>

When I'm looking for better compensation



When I'm discouraged or dissatisfied about my current job situation



When I come across posts/articles about companies/jobs that interest me



When a job/company is suggested by a friend, colleague, spouse or other personal connection

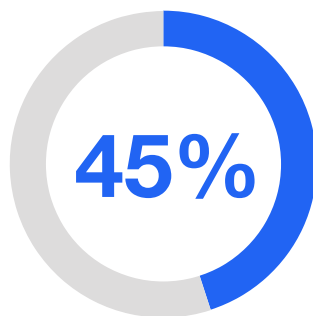


When I don't get recognized for my accomplishments at my current job

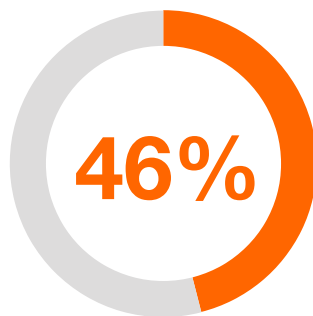


# People are motivated to own their job search

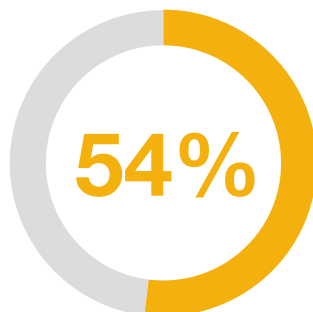
Candidates are more confident in the jobs they find themselves, rather than jobs presented by a recruiter.



of job seekers in the U.S. say they would feel more confident that a job is the right fit for them if they picked the company and applied versus if a recruiter contacted them.<sup>14</sup>



of job seekers in the U.S. say they think they would be more successful in a job they found on their own versus one they got from a recruiter or company that contacted them.<sup>15</sup>



of job seekers in the U.S. think it's important to consider other available jobs even if a recruiter or friend proactively contacts them about a position.<sup>16</sup>

<sup>14</sup>Indeed survey, n=768

<sup>15</sup>Indeed survey, n=728

<sup>16</sup>Indeed survey, n=1,000

# People have higher salary expectations when contacted by a recruiter

## Active

27%



Percentage of candidates in an active scenario (finding a job and applying themselves) who expect a salary increase of 15 percent or higher to accept a new job<sup>17</sup>

## Passive

If the new job is in the same city

28%



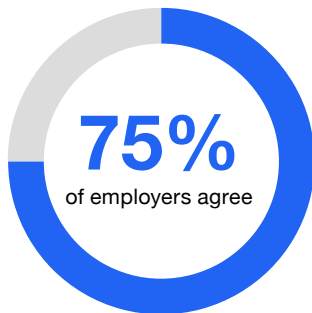
If the new job requires relocation

57%

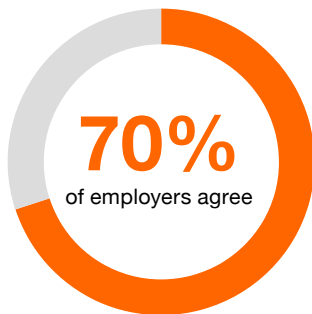


Percentage of candidates in a passive scenario (being contacted first by a recruiter) who expect a salary increase of 15 percent or higher to accept a new job<sup>18</sup>

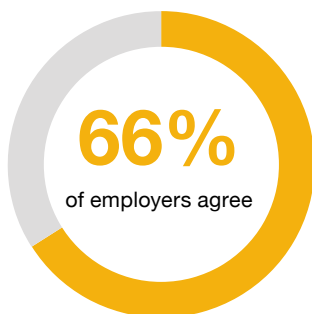
# Employers are aware of the perpetual job search



“Most people are always keeping an eye out for new job opportunities.”<sup>19</sup>



“Top performers are more likely than average performers to continually keep an eye out for new employment opportunities.”<sup>20</sup>



“Top performers are more open to switching jobs than average performers.”<sup>21</sup>

# Why passive candidates in the U.S. may not be the right fit

Lack of passion is the #1 reason that passive hires fail in the job

## Reasons passive hires are not successful in their new roles<sup>22</sup>

Lack of passion in/commitment to the role



Unable to meet the performance expectations



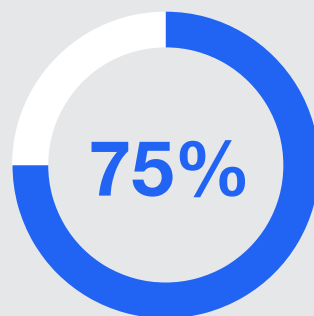
Unable to adapt to the culture



Issues with management



Issues with colleagues



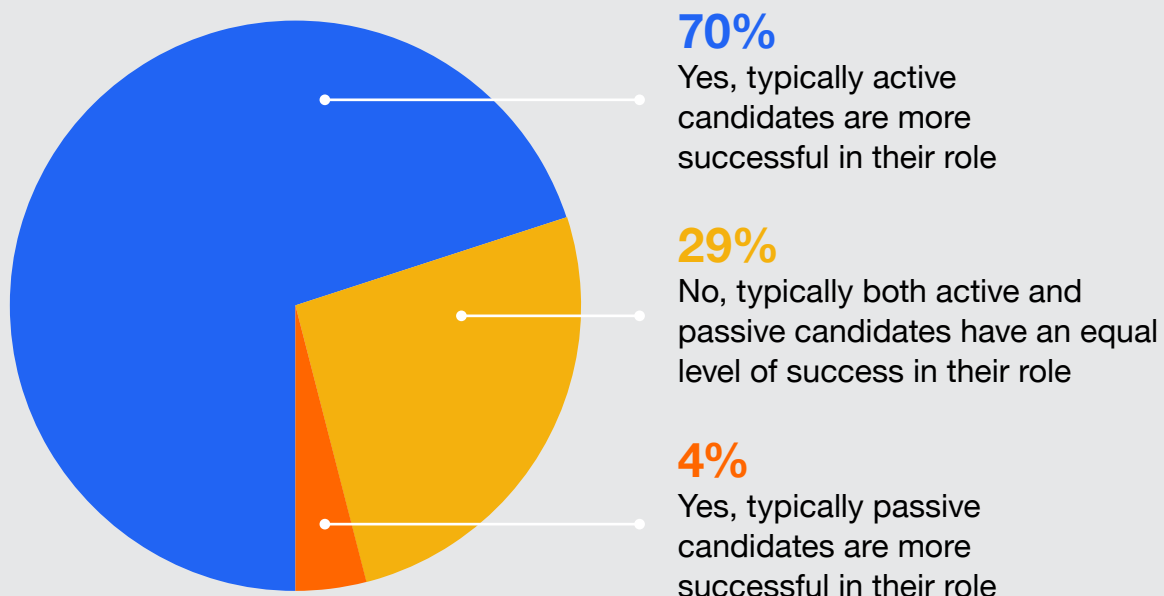
of recruiters would prefer to hire an active candidate.<sup>23</sup>

<sup>22</sup>Indeed survey, n=703

<sup>23</sup>Indeed survey, n=1,000

# Active candidates in the U.S. are typically more successful in their role

Do you notice a difference in a candidate's level of success in their role depending on their job search status?<sup>24</sup>



## Research methodology

Indeed conducted this online survey online in the United States December 4-7th 2018, among 1,000 adults ages 18 and older, using the Decipher survey platform owned by FocusVision.

In addition, Indeed conducted an online survey with a sample of 1,000 professionals responsible for recruiting, sourcing and screening candidates for vacant positions at their company from various industries across the United States. The survey was fielded using the Decipher survey platform owned by FocusVision December 4-10th 2018.

<sup>24</sup>Indeed survey, n=1,000





# Your next hire is here

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<sup>25</sup>Google Analytics, Unique Visitors, September 2018