

A silhouette of a person with their hair in a bun, wearing a dark jacket, looking out over a city skyline at dusk. The city lights are visible in the background against a twilight sky.

# When Candidates and Recruiters Vanish: Indeed's Ghosting in Hiring Report

Indeed surveyed thousands of job seekers and employers about how ghosting, or unexpected dropped communications during the hiring process, is affecting them today. Is it still a problem — and, if so, why? What would prevent candidates from ghosting, and what are employers actually doing about it? Discover what the data reveals, plus get proven strategies for mending the broken hiring process for a better world of work.



## Introduction

# A Message From Raj Mukherjee, Executive Vice President at Indeed

At Indeed, our mission is to help people get jobs. Yes, we're a technology company — our hiring and matching platform can't exist without technology. But our mission is a fundamentally human endeavor that takes into account people's wants, desires and needs for employment. In order to build the tools and services that help job seekers find the right work, while enabling employers and recruiting professionals to better connect with talent and make quality hires, we spend a great deal of time conducting research into the humans we're helping.



In 2019, our staff decided to look into a hot hiring topic: ghosting. Back then, the term still needed defining — and candidates who disappeared without a trace from the hiring process seemed to be a startling new trend that no one really thought would last. We conducted a [US-based survey of 4,000 job seekers and almost 900 employers](#) to collect solid, meaningful data on why this was happening, who was doing it and what employers needed to know for more effective talent acquisition. According to our research, 69% of employers said they believed the ghosting trend had started two years earlier and was already widespread. What was most enlightening was what job seekers had to tell us about why they were ghosting (hiring took too long, for one thing), which demographics were ghosting (surprisingly, all of them) and the strong emotions tied to the practice.

Our initial research into the ghosting phenomenon turned out to be a valuable look into our hiring culture.

Because that series of articles resonated with readers, we revisited our survey in late 2020 at the height of the COVID-era US job market to ascertain what part the pandemic had played in ghosting's rise. And we returned yet again in early 2022 to find out whether ghosting had become normalized across job seekers and employers. In the course of those year-over-year surveys, we realized that examining ghosting provides an important window into human connections, revealing what's broken in our hiring process and where we — job seekers, employers and Indeed — can find fixes.

This year, we went bigger on multiple levels. First, we've gone international to find out what aspects of ghosting may be uniquely American and which we have in common with our counterparts in Canada and the United Kingdom. Second, we've gone deeper, reaching out to more than 4,500 job seekers and employers, each. This 2023 ghosting report also gives you a more robust breadth of insight on this complex challenge that touches all parts of the hiring experience. And last, we've paired our research with strategic and actionable advice for employers that only Indeed can provide.

As you read these results, ask yourself this question: What is one way I can improve the human element in hiring and mend our broken experiences? Whatever your answer, Indeed is here to help build a better world of work.

A handwritten signature in blue ink that reads "Raj Mukherjee".

# Methodology

## Job Seekers Survey:

The research was conducted by Censuswide, with 4,516 job seekers who admit to ghosting employers during the hiring process in the past; aged 18-64; currently employed or seeking employment in the US (1,507 respondents), UK (1,506 respondents) and Canada (1,503 respondents) between April 26, 2023, and May 9, 2023. Censuswide abides by and employs members of the Market Research Society, which is based on the ESOMAR principles.

## Employers Survey:

The research was conducted by Censuswide, with 4,517 employers who have been ghosted during the hiring process, aged 18+ across the US (1,502 respondents), UK (1,506 respondents) and Canada (1,509 respondents) between April 26, 2023, and May 3, 2023. Censuswide abides by and employs members of the Market Research Society, which is based on the ESOMAR principles.

When referencing this research, please use following citation:

**Indeed Survey with Censuswide, 2023**

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by Indeed Talent Strategy Advisor, Jason Kudrikow

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Previous Indeed US Ghosting Research

# About Indeed

Indeed is the #1 job site in the world<sup>1</sup> with over 350M+ unique visitors every month from around the globe.<sup>2</sup> Indeed strives to put job seekers first, while providing quality matches for employers, fast, to support their hiring needs. Every day, we connect millions of people to better work to create better lives, combining the latest in AI technology and the power of human judgment and connection.

**350M+**  
global monthly  
unique visitors

Indeed Internal Data, average  
monthly Unique Visitors  
April – July 2023

**#1**  
job search app on  
iPhone or Android  
in 25+ countries

Business Category, SimilarWeb,  
June 2023

**15**  
jobs added  
every second,  
worldwide

**60+**  
countries reached  
where Indeed has  
sites and

**28**  
languages

**30M**  
total jobs on  
Indeed

**6.2M**  
new jobs added  
each month, in  
the US

**5.9M**  
Indeed Apply  
applications  
completed each  
day on mobile,  
worldwide

**13.9M**  
phone  
interviews  
on Indeed  
worldwide

Indeed Data

<sup>1</sup>Comscore, Total Visits,  
June 2023

<sup>2</sup>Indeed Internal Data,  
average monthly Unique  
Visitors April – July 2023





# US Ghosting Trends

## Year-over-year findings from Indeed research

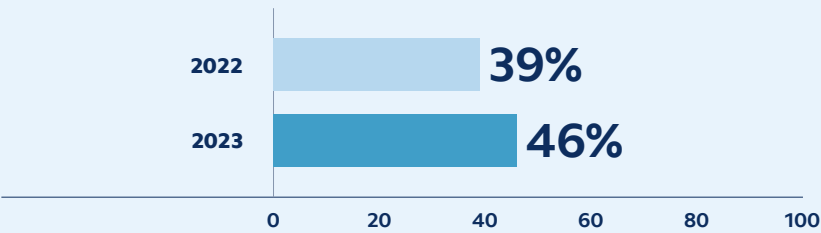
Indeed has tracked ghosting in the US hiring market since 2019, offering a look into pre-pandemic trends as well as how recruiting and hiring dynamics have changed since job seekers gained the upper hand in a tight labor market. While society may have emerged from the worst of pandemic-era workplace challenges, [Indeed Hiring Lab economists predict labor shortages will persist long term.](#)

So what does this mean for ghosting in the hiring process? Do job seekers still feel as comfortable disappearing from promising opportunities as they did at the height of the 2021 job market? What have employers learned about the cost of ghosting job seekers? Which insights do job seekers and employers share — and where do they differ?

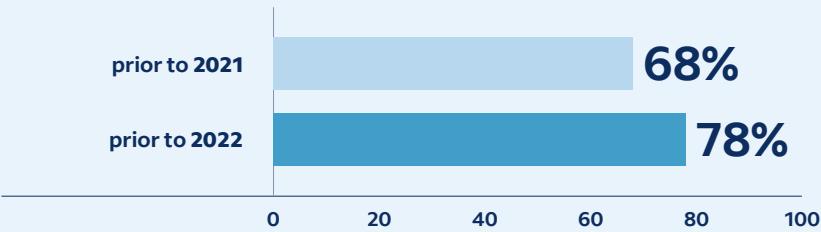
**Here's what the numbers reveal.**

# 1. US job seekers and employees agree: Ghosting is a growing problem that’s here to stay

Job seekers who think ghosting has become more common in the past 12 months



Job seekers who say they have ghosted an employer before



Source: Indeed Survey with Censuswide, 2023

**77%**  
of employers say ghosting became more common among job seekers during 2022 in comparison to previous years

Source: Indeed Survey with Censuswide, 2023

Any hopes that ghosting in the hiring process would be a passing fad have been dashed by the data: it’s still trending upward, according to both job seekers and employers in the US.

Almost half (46%) of job seekers surveyed in 2023 think this behavior has become more common in the past 12 months, an increase from the 39% who agreed in 2022.

Job seekers are also now more prepared to admit they’ve ghosted before: 78% say they ghosted an employer prior to 2022. In our 2022 survey, the percentage who admitted ghosting prior to 2021 was considerably lower, at 68%.

Employers share the sense that ghosting has increased: 77% say it became more common among job seekers during 2022 in comparison to previous years. In addition, more than half (57%) say it had never happened to them prior to the past 12 months. This is a notable increase from 54% who said the same in our 2022 survey and 45% in 2019.

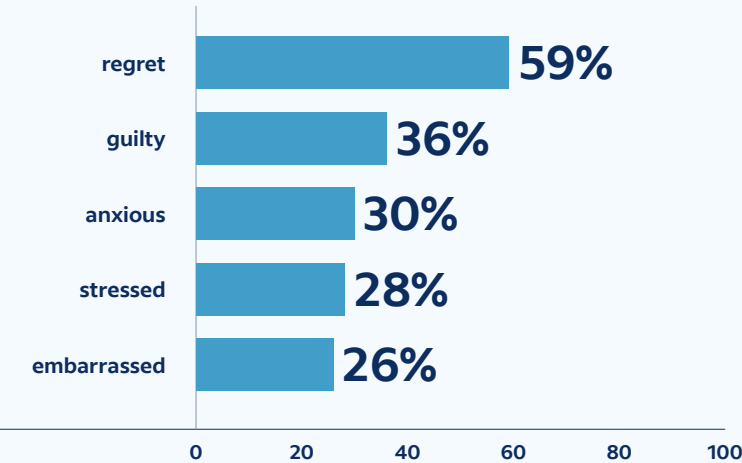
All of this is leading large majorities of both US job seekers (75%) and employers (74%) to say that ghosting has become entrenched in the hiring landscape.<sup>3</sup>

<sup>3</sup>“Strongly agree” and “Somewhat agree” answer options combined.

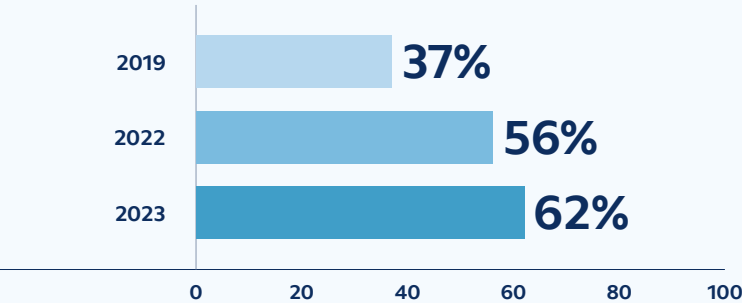
Findings

## 2. An increasing number of US job seekers regret ghosting, but even more plan to ghost again

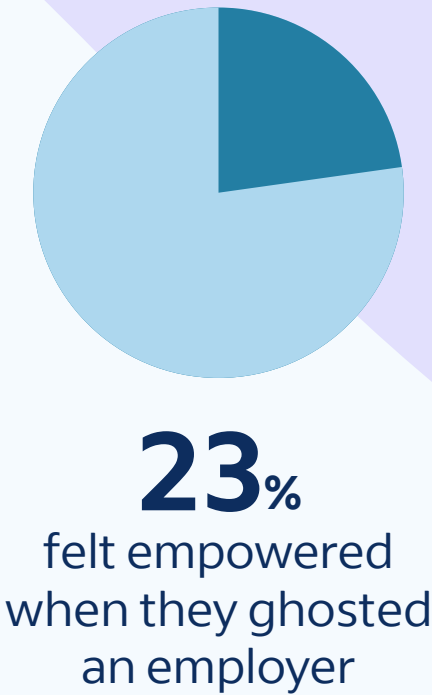
How 2023 US job seekers feel after ghosting



Job seekers who plan to ghost during future job searches



Source: Indeed Survey with Censuswide, 2023



Source: Indeed Survey with Censuswide, 2023

### Job seekers experience powerful and sometimes conflicting emotions about ghosting.

Many say they often feel regretful, guilty or anxious after the fact. In fact, an increasing number say they regret their decision to ghost. Around a third (32%) of job seekers surveyed in 2019 said they regretted their decision to ghost, while nearly three in five in 2022 (58%) and 2023 (59%) said the same.

At the same time, nearly a third of US job seekers surveyed in 2023 also report feeling relief (29%) after ghosting. In addition, almost a quarter (23%) felt empowered when they ghosted an employer. This figure is notably higher among US job seekers compared to their counterparts in other markets, with only 1 in 8 (12%) in Canada and 1 in 10 (10%) in the UK saying that ghosting makes them feel empowered.

This may be why an increasing number of US job seekers say they will ghost again. Over three in five (62%) said they plan to ghost employers during future job searches<sup>4</sup>, an increase from 56% in 2022 and only 37% back in 2019. In 2023, 38% said they “definitely” plan to ghost again.

<sup>4</sup> All “Yes” answer options combined.

## Findings

### 3. For today's US job seekers, ghosting employers is fair play

**While the recent surge in job-seeker ghosting has grabbed headlines, it's important to remember that ghosting in hiring isn't a one-way street.**

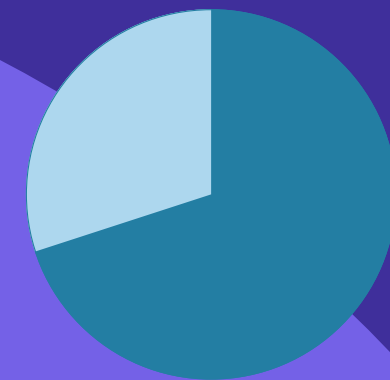
Historically, it has been common practice for employers to cease all communications after interviewing a candidate they don't plan to hire, and the data supports that this practice continues today.

In our 2023 survey, more than one in three (35%) US job seekers claim an employer did not acknowledge their application, a slight uptick from 32% in our 2022 research. A sharper rise is apparent in the number of job candidates saying they were ghosted after a second- or third-round interview: 40% in 2023, compared to 30% in 2022.

This could be a key factor behind why 70% of 2023 US job seekers say they feel it's "fair" to ghost employers, up from 66% in 2022<sup>5</sup>. Many job seekers may feel ghosting is justified following years of perceived poor treatment from employers who've ghosted them during the hiring process. This could also be why, as previously noted, more than three in five (62%) plan to ghost again in the future.<sup>6</sup>

For their part, half (50%) of all US-based employers surveyed agree<sup>5</sup> that ghosting by job seekers is fair payback for similar past behavior from businesses. This sentiment is weakening among employers, however, since that figure has dropped from 58%<sup>5</sup> in 2022.

In fact, a full 85% of US-based employers surveyed say that job seekers should never ghost an employer.<sup>5</sup> This is despite more than a third (37%) admitting they personally ghosted an employer in the past while searching for a job.



**70%**  
of US job seekers  
feel it's "fair" to  
ghost employers

Source: Indeed Survey with Censuswide, 2023

<sup>5</sup>"Strongly agree" and "Somewhat agree" answer options combined.

<sup>6</sup>All "Yes" answer options combined.



Findings

# 4. Job seekers aren't always ghosting for the reasons you think they are

US job seekers reveal many motivations for ghosting employers — and they don't always align with why recruiters think candidates disappear.

While employers feel they're primarily ghosted due to competing job offers, in reality, it seems job seekers are more concerned with finding a role that's exactly right for them, as well as adequate or competitive compensation.

Top five reasons employers say they're ghosted

- 1 Received another job offer
- 2 Not the right job for them
- 3 They were uncomfortable communicating decision
- 4 Unsure how to pull out of the process
- 5 Pay offer was too low

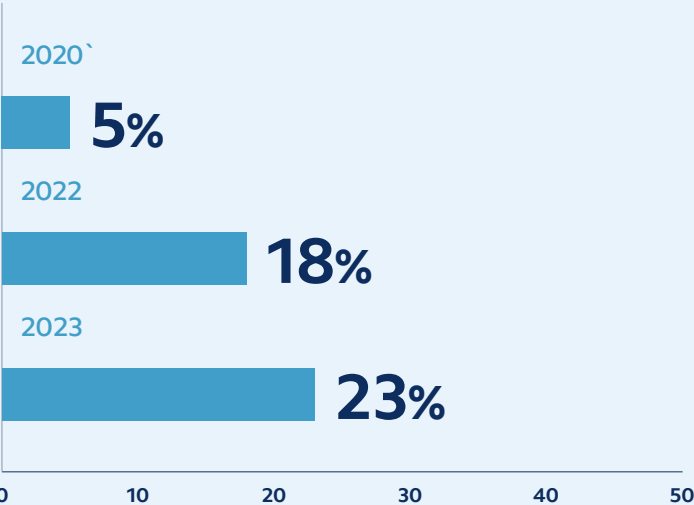
Top five stated job seeker reasons for ghosting

- 1 Not the right job for me
- 2 Not the right company for me
- 3 Pay offer wasn't/wouldn't have been enough
- 4 Benefits were not good enough
- 5 Received another job offer

Source: Indeed Survey with Censuswide, 2023

Another motivation for ghosting is poor communication, which has gradually grown into a serious issue. In 2023, 25% of US job seekers cited poor communications by the recruiter as a reason for ghosting, up from 18% in 2022 and only 5% in 2020.

US job seekers who say they have ghosted due to poor recruiter communication

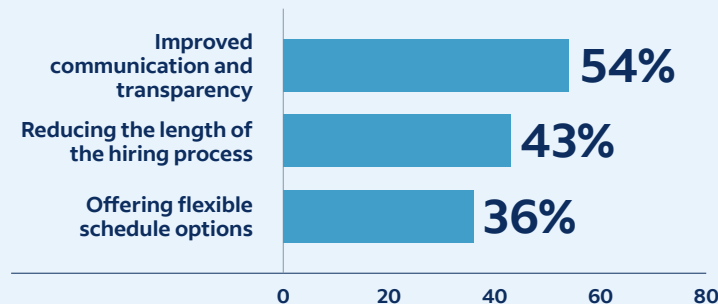


Sources: Indeed Survey with Censuswide, 2023, and Q4 2020 Indeed ghosting survey

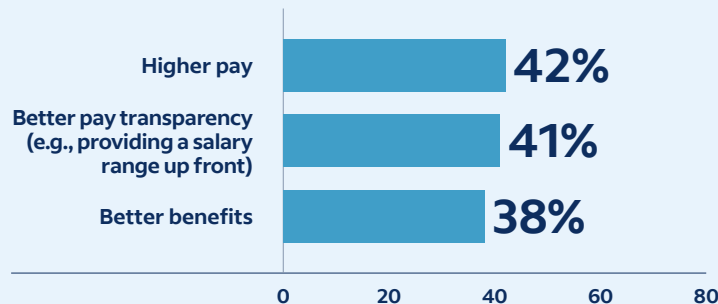
## Findings

# 5. While better communication helps, compensation is king

What US employers think will prevent job-seeker ghosting



What US job seekers say would prevent them from ghosting



Source: Indeed Survey with Censuswide, 2023

In the 2023 survey, the three most common strategies US employers say would prevent job seekers from dropping out of the hiring process or not showing up for their first day include improving communication and transparency, streamlining the hiring process and offering flexible work arrangements.

However, there's a gap between what employers believe will work to prevent ghosting and what job seekers actually value. For job seekers, compensation and pay transparency reigned supreme, with better communication with recruiters and managers ranking fourth at 34%.

This isn't a new trend: in 2019, 2022 and 2023, higher pay and better benefits are named in the top three changes that would have made job seekers more likely to continue with the hiring process.

So, though improving communication plays a significant role in engaging candidates, competitive pay and benefits — and embracing pay transparency<sup>7</sup> in your communications about each role — may have an even bigger impact on reducing instances of ghosting in the hiring process.

<sup>7</sup> For more information, see [2023 Indeed Pay Transparency Discussion Guide](#).

# International Ghosting Trends in 2023

Ghosting isn't exclusive to the US. It's a widespread phenomenon.

To discover more about the trends and attitudes among both job seekers and employers, we extended our survey this year to the United Kingdom and Canada.

Here's a snapshot of ghosting across these two additional regions of the world, followed by insights into trends across all three markets in 2023.

Findings

# Spotlight: Ghosting Culture in Canada

Canadian employers have an opportunity to better attract and engage job seekers.

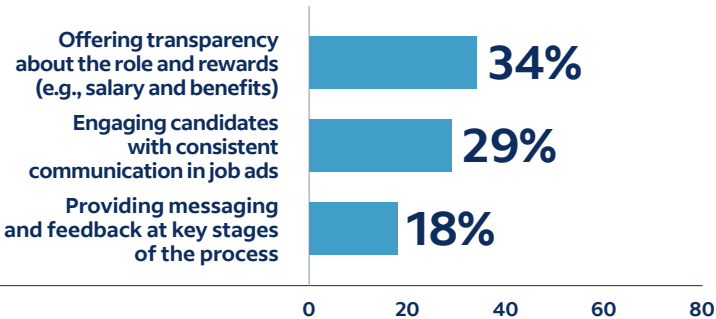
**Just 51% of employers surveyed in Canada say they have specific strategies in place to keep candidates engaged during the hiring process.**

However, driving better engagement will be key to keeping candidates interested, as 77% of job seekers surveyed in Canada admit they have ghosted between one and four companies in the past 12 months. Most (35%) did this because they felt the role was wrong for them.

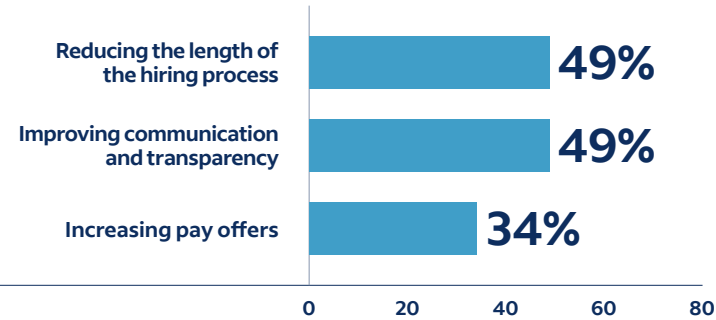
That said, job seekers in Canada are the most likely (29%) in all markets to say they’ve never ghosted an employer on the first day of a new job. In addition, 32% say they felt guilty after ghosting.

This being the case, Canadian employers have an opportunity to better attract and engage job seekers.

Those surveyed in Canada identified several ways to do this, the top three being:



**Employers see numerous ways to prevent people from dropping out of the recruiting process or not turning up on their first day in a job, including:**



Source: Indeed Survey with Censuswide, 2023

**Job seekers in Canada closely align with these strategies.**

Of those who have ghosted in the past, 44% say a higher salary offer would have prevented their behavior, while 35% cite better benefits.

Employers bemoan wasting potentially productive time on candidates who ultimately ghost, with 41% — the highest across markets — frustrated by this. In fact, 84% say they believe it’s wrong for job seekers to ghost businesses.<sup>8</sup>

In response, 79% of employers in Canada say they keep records of job seekers who ghost their business and 78% would not consider a future application from that person.<sup>8</sup>

<sup>8</sup> “Strongly agree” and “Somewhat agree” answer options combined.

## Findings

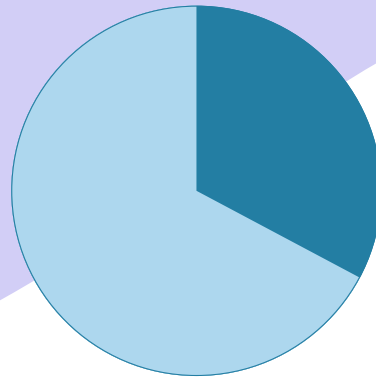
# Spotlight: Ghosting Culture in the UK

**Employers (54%) and job seekers (44%) in the UK are united in their belief that it is equally unacceptable for either party to ghost the other during the hiring process.**

UK-based job seekers surveyed are also the most likely internationally (23%) to claim they haven't ghosted a business in the past 12 months and also to say it's never acceptable to ghost (19%). Despite this, three in four (75%) have ghosted between one and four times during the past year — although their anxiety afterward is also the highest (30%) across the nations surveyed.

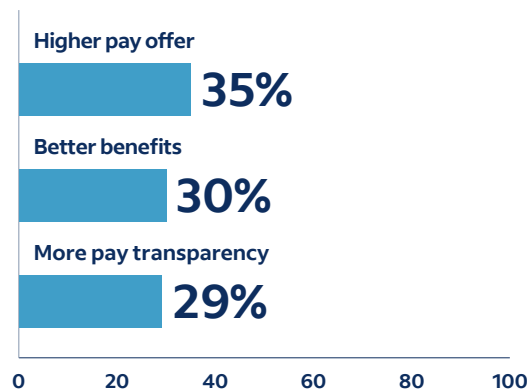
<sup>9</sup> "A minor problem," "A moderate problem" and "A serious problem" answers combined.

<sup>10</sup> All "Yes" answer options combined.



**33%**  
of those who ghost say  
they resorted to the  
behavior because the  
role didn't excite them

**When suggesting ways employers could improve the chance of their staying in the hiring process, UK job seekers surveyed cite:**



Source: Indeed Survey with Censuswide, 2023

Employers in the UK seem to view ghosting as a relatively new and unwelcome phenomenon, with only one in 10 (10%) stating it has always happened and half (50%) saying it's never acceptable for job seekers to ghost an employer.

At 30%, UK-based employers are the most likely across markets surveyed to suggest that candidates will not face negative consequences for ghosting. Alongside Canada, they are also the least likely (21%) to keep records of people who ghost.

For their businesses, however, 89% of UK-based employers surveyed say they feel ghosting is a problem.<sup>9</sup> Almost half (48%) say it has increased recruiter burnout.<sup>10</sup>

With this in mind, 59% have some strategies in place to keep applicants engaged during the hiring process. These include consistent communication (31%) and providing clear information on the role (30%).

**To keep candidates from dropping out of the process without a trace, UK employers surveyed say the following improvements could help:**



Source: Indeed Survey with Censuswide, 2023



# Ghosting Sentiments Across the US, UK and Canada

**60%** of job seekers say that, since employers ghost job seekers, it's fair play to ghost employers <sup>11</sup>

**75%** of employers say ghosting costs up to half of their recruitment budget

## How job seekers feel after ghosting

**54%** who ghosted were concerned it would cause employers problems <sup>12</sup>

**50%** say they felt regret after ghosting

Source: Indeed Survey with Censuswide, 2023

## Job seeker ghosting continues to rise

**78%** overall have ghosted 1-4 employers in the past year

**70%** say they ghosted prior to 2022

**48%** say they'll ghost employers in future <sup>12</sup>

Source: Indeed Survey with Censuswide, 2023

## Job seekers feel it's "fair" to ghost employers

**34%** say employers have ghosted their initial applications

**25%** say employers haven't shown up for an interview

Source: Indeed Survey with Censuswide, 2023

## Employers are feeling the effects of ghosting

**71%** think ghosting is more common now than before 2022

**54%** experienced first-time ghosting in the past year

**89%** say it causes a problem for their business <sup>13</sup>

Source: Indeed Survey with Censuswide, 2023

## Employers have an opportunity to boost their anti-ghosting strategies

**34%** say consistent communication is their top strategy

**40%** of companies have no strategies in place

Source: Indeed Survey with Censuswide, 2023

<sup>11</sup> "Strongly agree" and "Somewhat agree" answers combined.

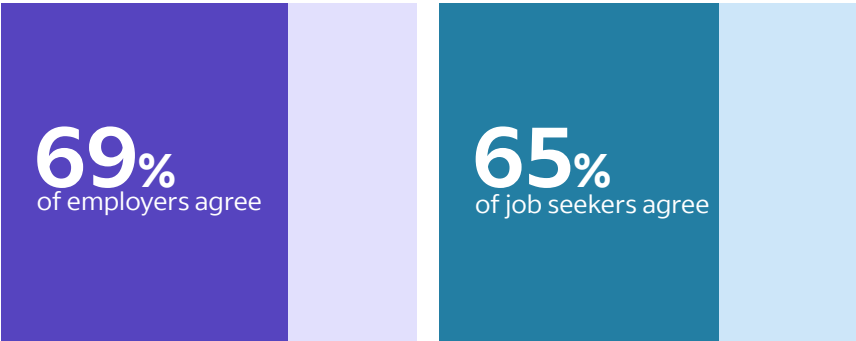
<sup>12</sup> All "Yes" answers combined.

<sup>13</sup> "A minor problem," "A moderate problem" and "A serious problem" answers combined.

# Ghosting Sentiments Across the US, UK and Canada

A majority of employers and job seekers agree: ghosting is now part of the hiring landscape. However, they don't always agree on the reasons why, or what to do to prevent future ghosting.

A majority of both groups agree: Ghosting is now part of the hiring landscape



Source: Indeed Survey with Censuswide, 2023

## Top reason behind why job seekers ghost

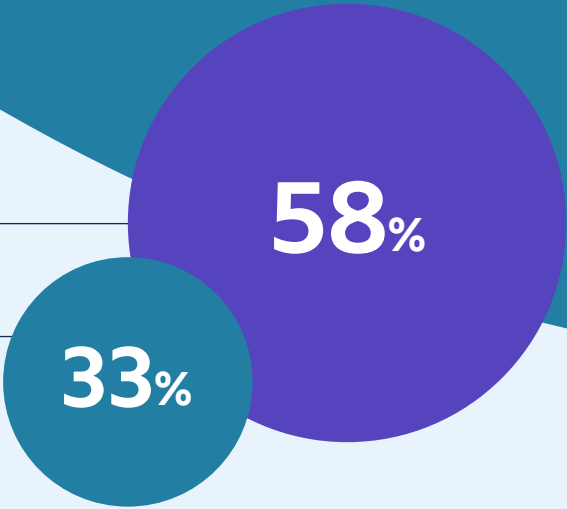
*What employers think:*

Rival job offers

*What job seekers say:*

Decided it was not the right job for me

Source: Indeed Survey with Censuswide, 2023



## What is the leading strategy for preventing job-seeker ghosting?

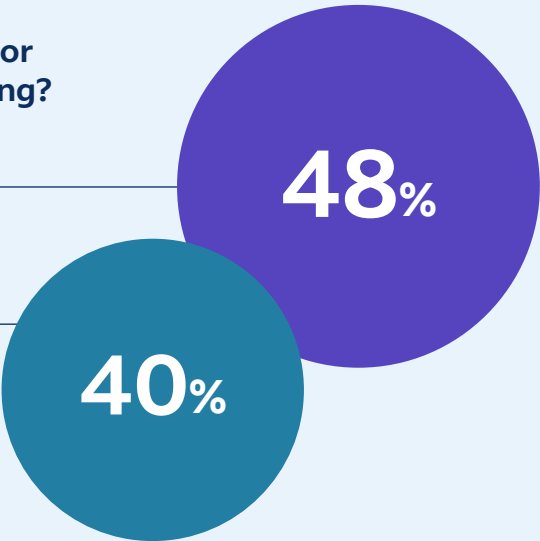
*What employers think:*

Improved candidate communication and transparency

*What job seekers say:*

Higher pay

Source: Indeed Survey with Censuswide, 2023





# Strategies to Reduce Ghosting

## Six ways to improve the hiring experience and engage job seekers

Ghosting on both sides of the hiring process seems here to stay. Employers have come to expect it, though it increases their stress and burnout while also diminishing their hiring budget. Meanwhile, a multitude of job seekers think it's fair play — and it's easy to see why, after years of having been ghosted by employers.

**With this in mind, Jason Kudrikow, Senior Talent Strategy Advisor at Indeed, shares six “anti-ghosting” strategies businesses can use to mend the broken hiring experience and keep candidates and new hires from disappearing.**

There's a better approach to recruiting and hiring that will deliver better results for everyone, but it requires repairing the job seeker-employer relationship.

Jason Kudrikow, Senior Talent Strategy Advisor at Indeed

## Strategy

# 1. Show candidates you have their back

**“Candidates want to feel like you have their back and they can trust you, so be forthcoming from day one.”**

— Jason Kudrikow, Senior Talent Strategy Advisor at Indeed

We’ve seen that a variety of factors motivate job seekers to ghost. Some, like not being the right job or company for a particular individual, are out of your control. Others, like competitive pay and benefits, are only within your control as much as your budget allows. Improving the candidate experience is the only strategy that is fully within your command.

Set candidates up for success from the start by clearly communicating what they can expect at every stage of the hiring process. For instance, have you run into an internal roadblock that’s holding things up? Let them know what’s going on, why and when they can expect to hear a decision.

Transparency is key to forming and building trust with candidates. “If you’re open, honest, transparent; giving feedback; and setting the candidate up for success regarding the interview process, that person will be more likely to feel you’re on their team and stay engaged,” says Kudrikow. “Candidates want to feel like you have their back and they can trust you, so be forthcoming from day one.”

Share ongoing updates and additional information that will keep people excited — especially after you’ve made an offer. Candidates, as our data proves, may well have other options and are unlikely to feel they owe you anything.

## Strategy

# 2. Don't talk at candidates — talk to them

The post-pandemic labor market has given workers the upper hand. Cookie-cutter interviews focused on resume details and job requirements are no longer enough to pique candidate interest and keep them engaged. It's necessary to showcase how your organization can meet both their personal and professional growth needs.

That means seizing the opportunity to engage in an open dialogue. Ask meaningful questions tailored to each candidate and truly listen. Focus on the value they can bring to the role and your wider company, but also — even more importantly — what their needs are.

Then, share details about how you can meet their unique needs and encourage them to imagine themselves working at your business.

Most importantly, says Kudrikow, **“Don't talk at candidates, talk to them.”**

# 3. Make work wellbeing a priority

Workers today are looking for more than just a steady paycheck and benefits. They want greater flexibility, happiness and opportunities for career growth from their employer.

Work wellbeing — measured by levels of happiness, purpose, satisfaction and stress — can be the deciding factor between landing or losing out on top talent.

“Work wellbeing is powerful,” says Kudrikow, noting that nonverbal cues often speak louder than words. “If I walk through your workplace and I see people looking tired, stressed or unhappy, why would I even want to put myself into that situation?”

Job seekers don't even have to make it to the interview process to get a feel for wellbeing — all they have to do is look online. Inside information from real employees about aspects like company culture, workload, stress and morale is [readily available on sites like Glassdoor](#).

It's also visible through [Indeed's Work Wellbeing Score](#), a rating that appears on thousands of Indeed company profiles worldwide based on 20 million-plus employee surveys. It enables employers to identify their strengths, as well as areas for improvement, while helping job seekers find better work for better lives. By focusing on improving growth needs like learning and development; social needs like inclusion, belonging and appreciation; and foundational needs like fair pay and flexibility, it's possible to build a culture of wellbeing in your organization.

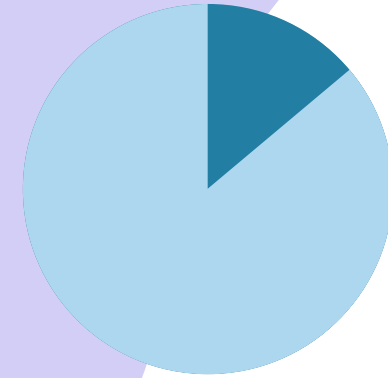


## Strategy

# 4. Take control of your employer brand

**14%**  
of job seekers didn't show up for their first day of work after finding information about bad employee experiences at the company

Source: Indeed Survey with Censuswide, 2023



What happens if job seekers don't like what they discover about your company online? Our survey found that 14% of job seekers didn't show up for their first day of work after finding information about bad employee experiences at the company.

Meanwhile, only 8% of employers that have strategies in place to keep applicants engaged say they share positive content about company culture to discourage ghosting in the hiring process. This is a glaringly missed opportunity to control the narrative and attract top talent.

"Your [employer brand](#) is your company's foundation; it's who you are as an organization, and this includes the candidate experience. Depending on the candidate experience, it will either help or hinder your employer brand," says Kudrikow.

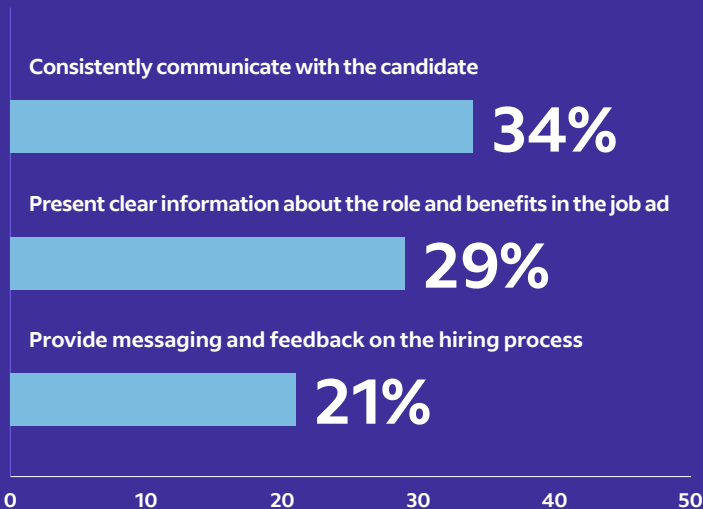
Employer branding is how you build your reputation as a great place to work through marketing efforts, including social media, career websites, job postings and other external communications. Unfortunately, Kudrikow says, "too many employers let the outside world tell the story of the organization."

Rather than ignoring negative feedback and hoping people don't notice, respond directly whenever possible. Let people know you hear their feedback and that their experience is valid, and then share the steps your company is taking to improve.

## Strategy

# 5. Use data to drive ghosting prevention strategies

Employers with specific strategies in place to keep applicants engaged during the hiring process told us they:



Source: Indeed Survey with Censuswide, 2023

But, as we read earlier in the report, there's a gap between what employers think will boost engagement and what job seekers actually say will keep them from ghosting. Our 2023 ghosting survey shows that job seekers can more likely be swayed by higher pay, better transparency — such as being provided with a salary range during the recruiting process — and better benefits.

This disconnect underscores the importance of going directly to the source to determine what information will excite candidates the most about joining your company.

**Kudrikow recommends a three-step approach to mine actionable data from employees:**

- 1** First, survey new hires about why they accepted the role. Was it the compensation and benefits? The positive team dynamic? Keep the question open-ended; let them tell you.
- 2** Next, ask veteran employees what makes them stay with the company.
- 3** Then, look at your two buckets: what's attracting candidates, and what's making them stay?

**Use this knowledge to inform “selling points” about why candidates should join your company to share in job descriptions and interviews.**

## Strategy

# 6. Do your part to break the ghosting cycle

**“For the job seeker, the highest point of angst or anxiety in the hiring process is that black hole when they don’t hear back from an employer.”**

— Jason Kudrikow, Senior Talent Strategy Advisor at Indeed

**Ghosting has always been a problem — just not in the way we talk about it today.**

“For the job seeker, the highest point of angst or anxiety in the hiring process is that black hole when they don’t hear back from an employer,” says Kudrikow, arguing that even a “thanks, but no thanks” response is also a form of employer ghosting.

Kudrikow stresses the need to reject candidates nicely while also providing information on why they weren’t chosen for the role and even guidance on how to improve their chances in the future. “Let’s help these individuals,” he says. “People want to better themselves personally and professionally, and the only way you can do that is to get constructive feedback.”

While ghosting will likely remain a fixture of the hiring landscape, Kudrikow encourages employers to do their part to stop the cycle. Put simply: now that you know better, do better.

“Once the tides change again, because they will eventually, you have to remember what it’s like to be ghosted and how frustrating it is,” says Kudrikow.

“We understand what candidates are going through now because they just did it to us. The question is, how do we learn from it so that when the cycle changes, we are more empathetic to candidates? How do we grow from it and become a better organization moving forward?”





## Research

# Dive Deeper Previous Indeed US Ghosting Research



Overcoming Candidate  
“Ghosting”: How to Keep  
Candidates Engaged, Moving  
Forward ... and Showing Up  
(June 28, 2022)



Employer Ghosting: A  
Troubling Workplace Trend  
(Feb. 11, 2021)



Who You Gonna Call?  
How to Stop Ghosting in  
Its Tracks  
(Aug. 30, 2019)



Ghosting Unmasked:  
Listen to the Voices  
Behind the Epidemic  
(Aug. 28, 2019)



The Ghosting Guide:  
An Inside Look at Why  
Job Seekers Disappear  
(Aug. 26, 2019)