

Talent Attraction Study:

What Matters to the Modern Candidate

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Research reveals the job search never ends

The strengthening economy has led to the tightest labor market in almost seven years—more people are employed and skilled candidates are even harder to come by. This creates a new reality for employers and 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 enlisted help from Harris Poll and The Polling Company to answer these questions and more. We found that 71% of people are actively looking or open to a new job, and 90% of people hired within the past year actively looked for a job

within six months prior to being hired. Also, 65% look at new jobs again within 91 days of starting a new job, leading us to believe that no one is “passive” about their career in 2015.

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.

Tara M. Sinclair, PhD
Chief Economist, Indeed

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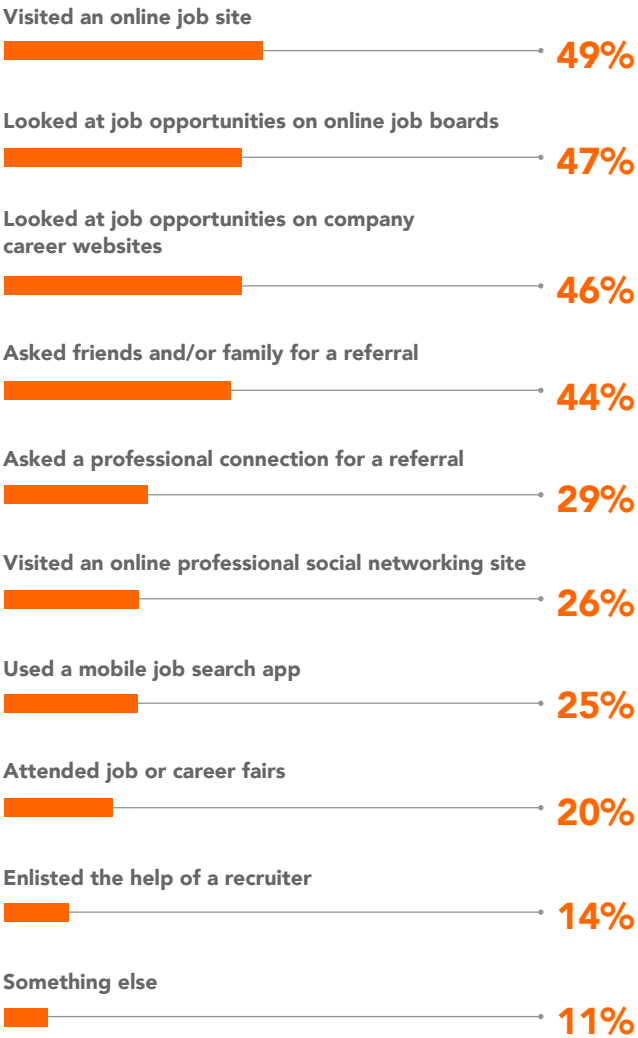
The modern workforce actively seeks opportunity

90%

of employed adults hired within the past year took an action to find a job six months prior to being hired.

Only 10% received a job offer without looking at all.

Actions taken 6 months prior to current job among the 90% hired in the past year



Source: Harris Poll
(Base=Employed but not self employed and hired within the past year, n=853)

**71% of people in the labor force
say they are actively looking or
open to a new job.**

Source: Harris Poll (Base=Employed or not employed but looking, n=2,293)

**65% of people look at new jobs
again within 91 days of being hired.**

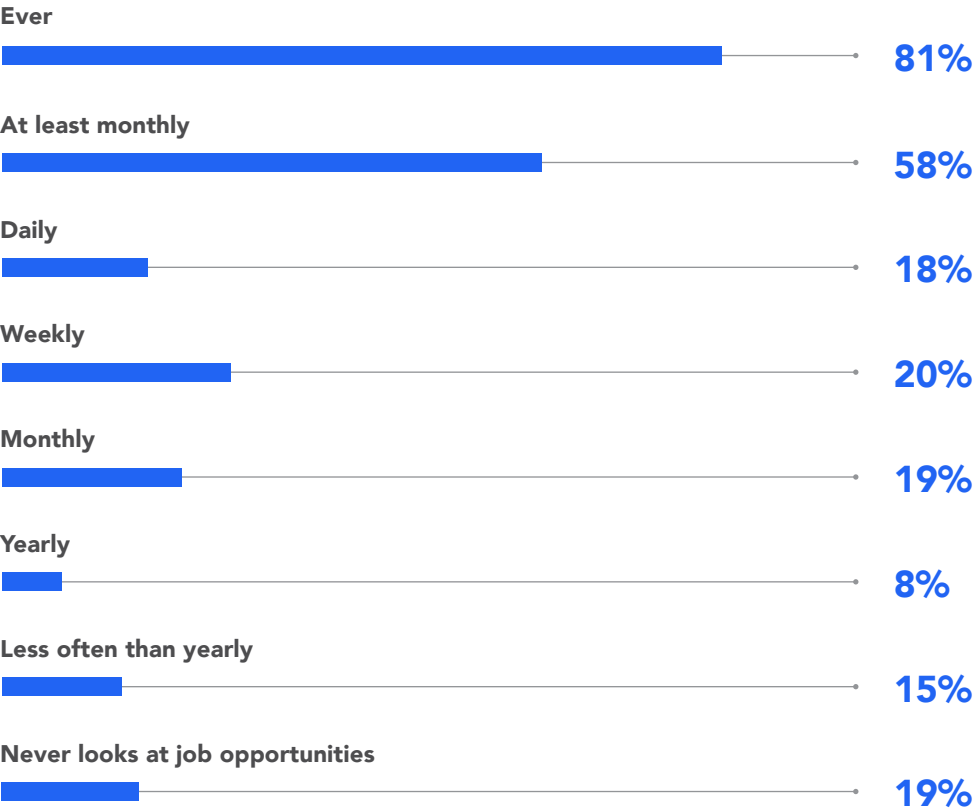
**50% of people who make \$100K–\$110K look
at new jobs again within 28 days of being**

Source: Indeed data

The job search is always on

58% of adults look at jobs at least monthly

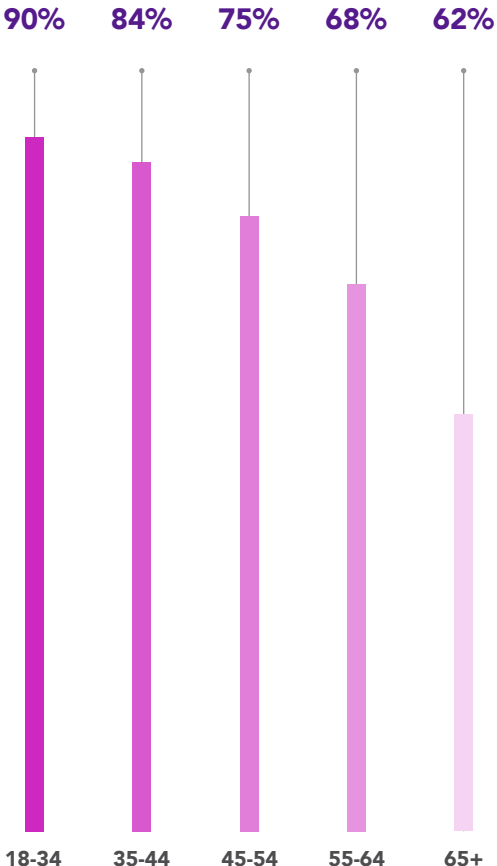
How frequently people look at job opportunities



Source: Harris Poll (Base=Employed or not employed but looking, n=2,293)

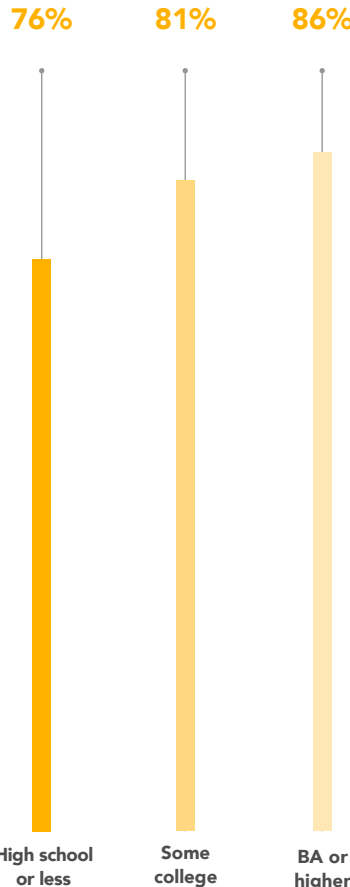
People who actively look at job opportunities are younger and better educated

Age of candidates who ever look at job opportunities



Source: Harris Poll (Base=Employed or not employed but looking: 18-34, n=779; 35-44, n=426; 45-54, n=427; 55-64, n=486; 65+, n=175)

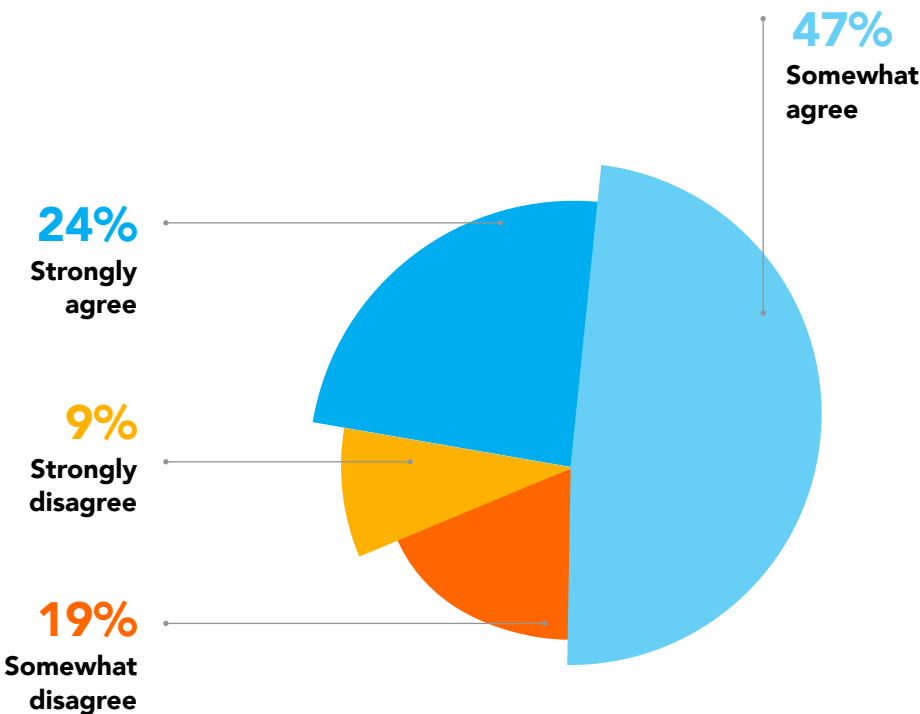
Education level of candidates who ever look at job opportunities



Source: Harris Poll (Base=Employed or not employed but looking: High school or less, n=592; Some college, n=720; College graduate or higher, n=981)

Employees like to keep a pulse on the job market

72% of employed adults agree it's important for them to be aware of jobs currently out there in the market, regardless of whether they are employed or not.



Source: Harris Poll (Base=Employed, n=1,997)



44%

**of adults subscribe
to job alerts.**

**Those with a college degree or more education
(49%) are more likely to be currently subscribed to
job notifications than those who have some college
or less education (41%).**

Source: Harris Poll (Base=Employed or not employed but looking, Some college or less education, n=1,701; College degree or more education, n=981)



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.

64% of employed adults 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.¹

52% 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.¹

78% agree that if a recruiter or friend proactively contacted them about a position, **they would consider other available jobs as well** (rather than only that specific position).²

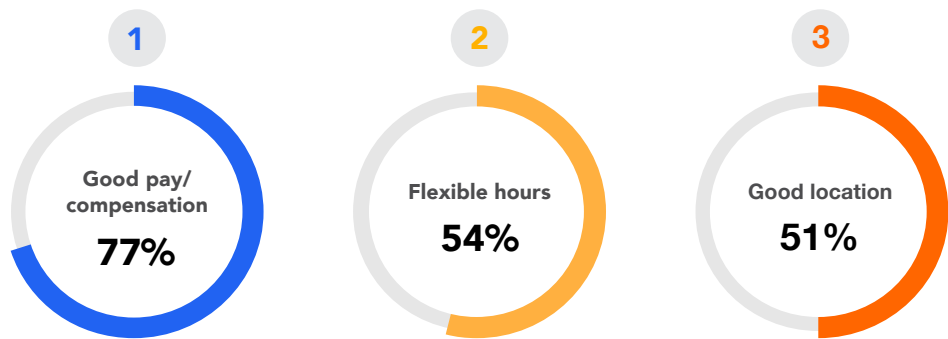
1. Source: Harris Poll (Base=Employed, n=1,997)
2. Source: Harris Poll (Base=Employed or not employed but looking, n=2,293)



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

Salary, flexibility and location are the top three factors when deciding to accept—or reject—a job offer.

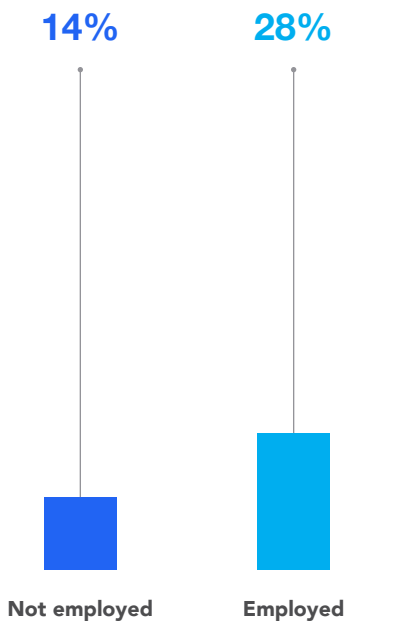
Top 3 reasons candidates were most attracted to a new job



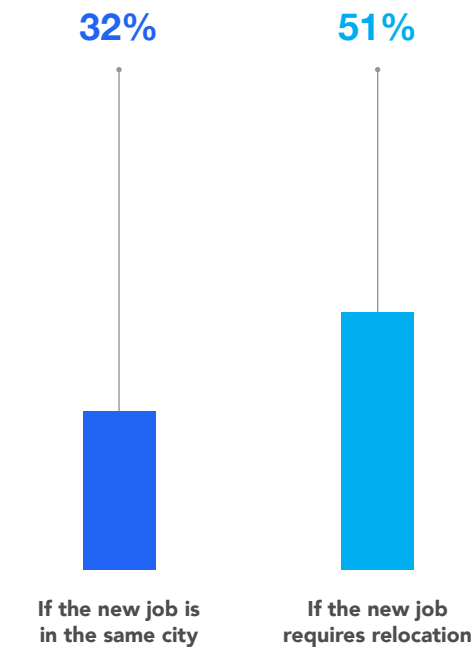
Source: Harris Poll (Base=Employed or not employed but looking, n= 2,293)

People have higher salary expectations when contacted by a recruiter

Percentage of **active candidates** (who found a job and applied themselves) who expect a salary increase* to accept a new job



Percentage of employed **passive candidates** (who were first contacted by a recruiter) who expect a salary increase* to accept a new job

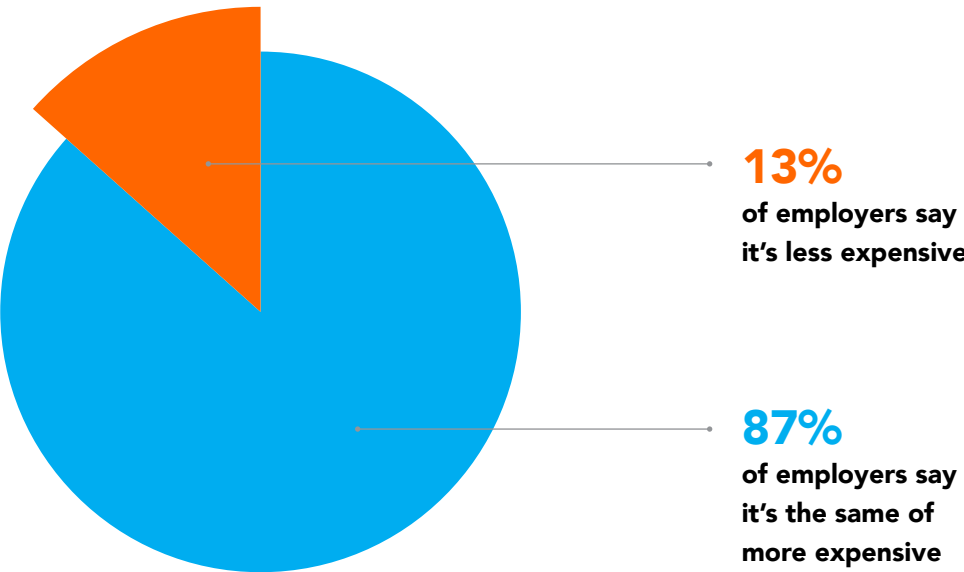


***More than a 15% salary increase**

Source: Harris Poll (Base=Employed, n=1,997; or not employed but looking, n=296)

People exhibit generational and life-stage differences in the importance they place on “meaningful work”

Selected meaningful work as factor that would most attract them to a job

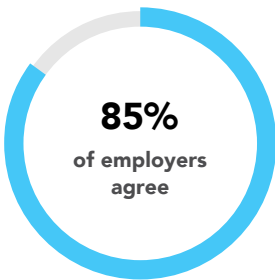


Source: The Polling Company (Base: n=1,000)

Employers are aware of the perpetual job search



"People are always keeping an eye out on the job market."



"Highly skilled workers" are more likely to be keeping an eye out on new employment opportunities.



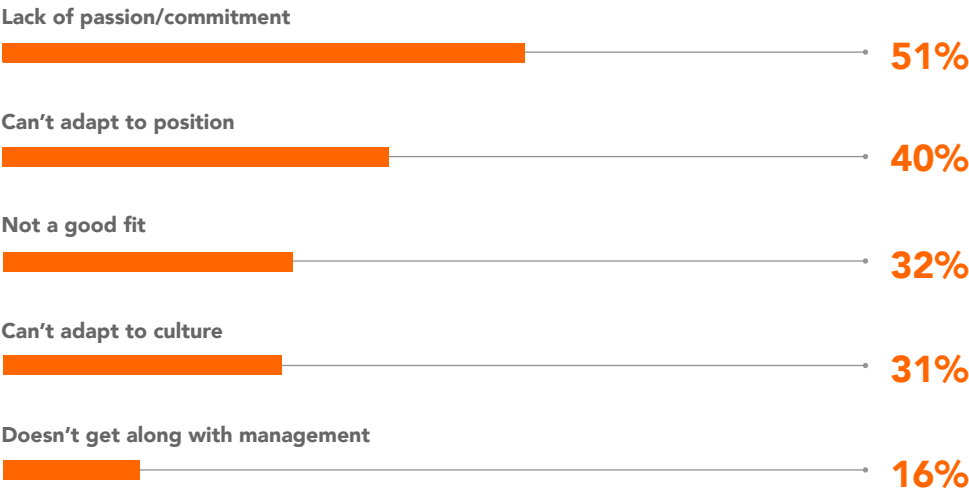
"Highly skilled workers" are more willing than others to discuss job switches.

Source: The Polling Company (Base: n=1,000)

Why passive candidates 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



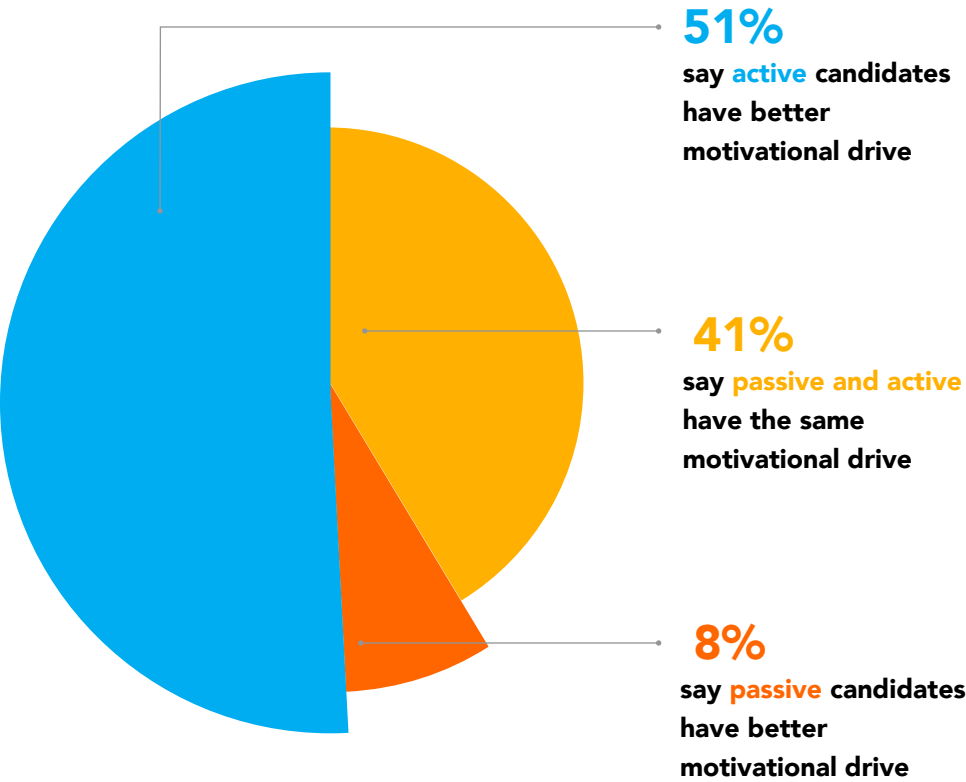
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recruiters would prefer to hire an active candidate.

Top: Source: The Polling Company
Bottom: Source: The Polling Company (Base: n=1,000)

Active candidates have a stronger desire to succeed once hired

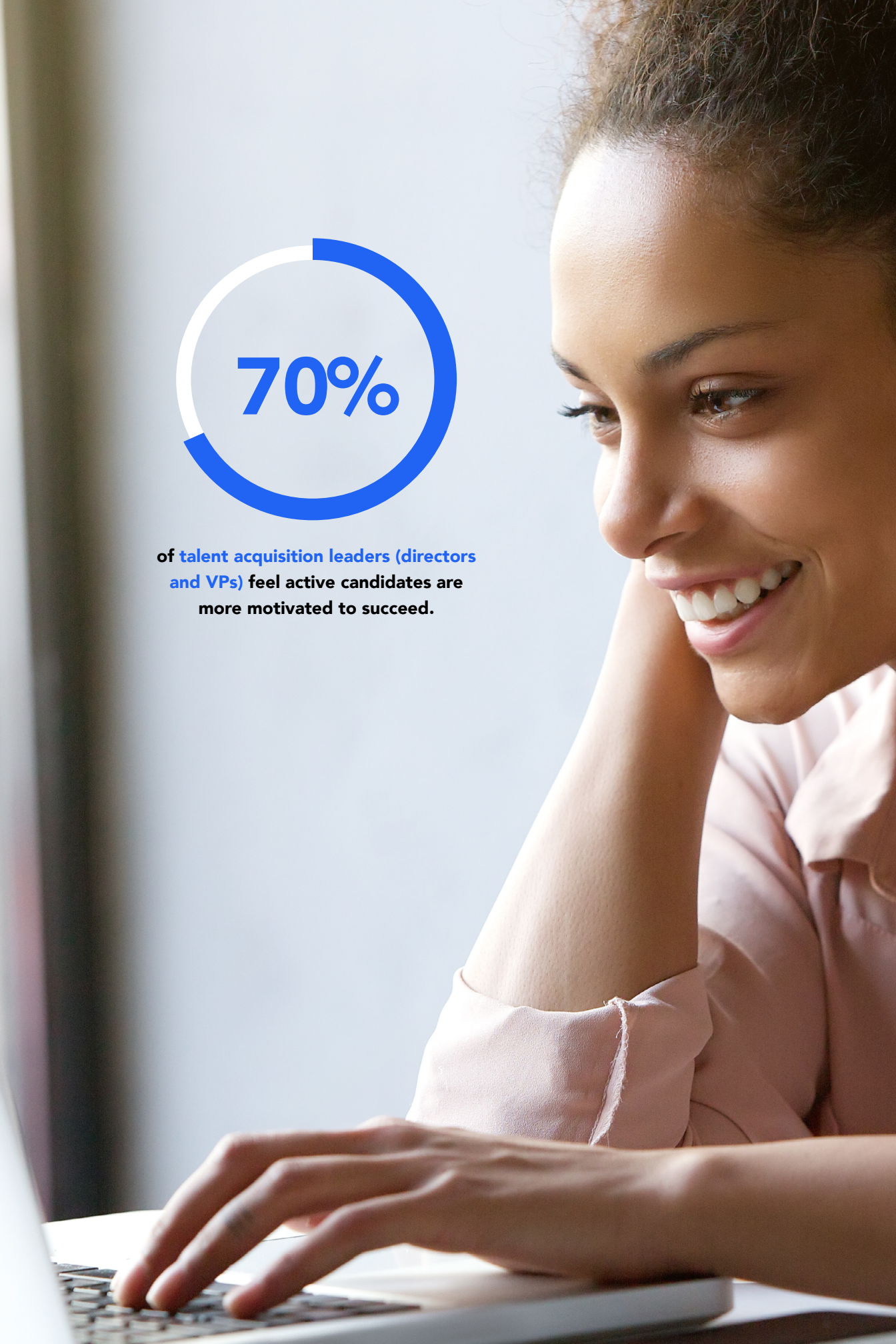
Percentage of employers that feel active candidates have better motivational drive to succeed



Source: The Polling Company (Base: n=1,000)



of talent acquisition leaders (directors and VPs) feel active candidates are more motivated to succeed.



Methodology

Harris Poll

This survey was conducted online within the United States from March 25-30, 2015, among 4,041 adults ages 18 and older, among whom 2,293 employed or unemployed job seekers (1,997 employed adults and 296 unemployed job seekers), by Harris Poll on behalf of Indeed via its Quick Query omnibus product. A second wave was conducted from April 27-30, 2015 among 4,025 U.S. adults ages 18 and older, among which 1,761 are employed but not self employed and 461 are employed but not self employed and hired within the past year. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Poll panel, no estimates of theoretical sampling error can be calculated.

The Polling Company

On behalf of Indeed, the polling company, inc. conducted a nationwide online survey among 1,000 HR/Recruitment professionals in the U.S. Interviews were conducted April 6-10, 2015. Participants were recruited through opt-in online panels. Sampling controls ensured that a proportional and representative number of interviews were collected according to overall company size. Small companies represented 25% of the sample and Medium and Large represented 75%. The survey measured HR/Recruitment professionals who were active in recruiting job applicants. The questionnaire contained 28 inquiries in total, including five demographic questions.

The margin of error for the survey is $\pm 3.1\%$ at a 95% confidence interval, meaning that in 19 out of 20 cases, the data obtained would not differ by any more than 3.1 percentage points in either direction had the entire population of HR/Recruitment professionals in the United States been surveyed. Margins of error for subgroups are higher.

About

Indeed Hiring Lab

The Indeed Hiring Lab is a global research institute committed to advancing the knowledge of human resource and talent management professionals worldwide. Led by Jed Kolko, Indeed's Chief Economist, the Indeed Hiring Lab's research agenda includes large-scale research projects, ongoing tracking and analysis of employment trends, and surveys of industry professionals.

About Indeed

More people find jobs on Indeed than anywhere else. Job seekers can search millions of jobs on the web or mobile in over 60 countries and 28 languages. Each month, more than 200 million unique visitors search for jobs, post resumes and research companies on Indeed, and Indeed is the #1 source of external hires for thousands of companies. job applicants. The questionnaire included contained 28 inquiries in total, including five demographic questions.

(Sources: *Google Analytics, Unique Visitors, September 2016 SilkRoad, Sources of Hire 2017 (US))

For more information, visit indeed.com/hire.