

# Looking Hard **OR** Hardly? Looking

## THE KEY TO RECRUITING HARD-TO-REACH CANDIDATES

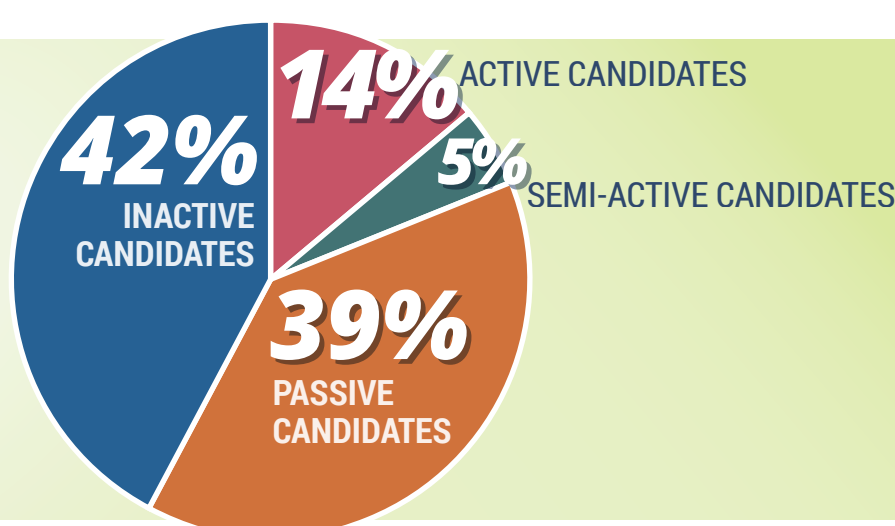
only **14%** of candidates are **actively** looking for a job. **39%** are **passively** looking.

Traditional job advertising focuses on a relatively small audience of active job seekers, but what about all those passive candidates, playing hard-to-get?

## The Candidate Pool

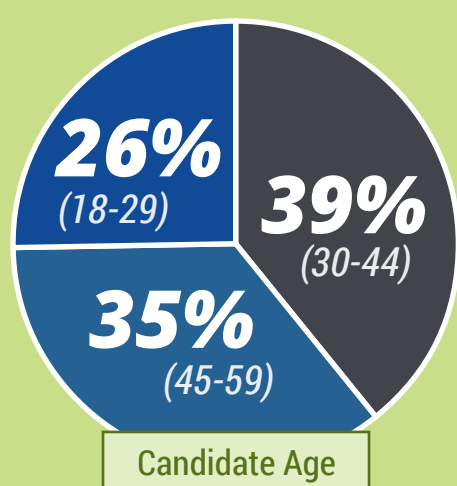
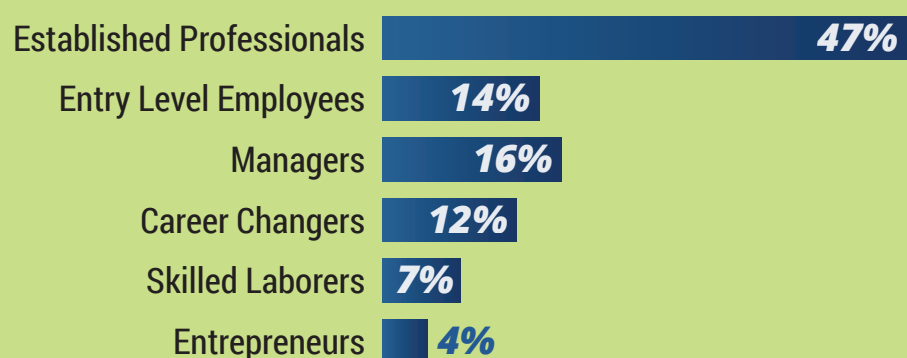
What's the difference between active, semi-active, passive & inactive?

- **Active** candidates are looking for a new job RIGHT NOW!
- **Semi-Active** candidates are regularly looking.
- **Passive** candidates are open to new opportunities.
- **Inactive** candidates are in the workforce, but not looking for a new job.



## Passive Candidates...Who Are They?

**89%** of passive candidates are employed.



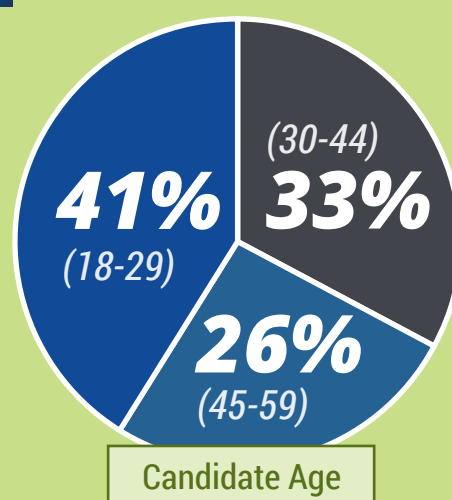
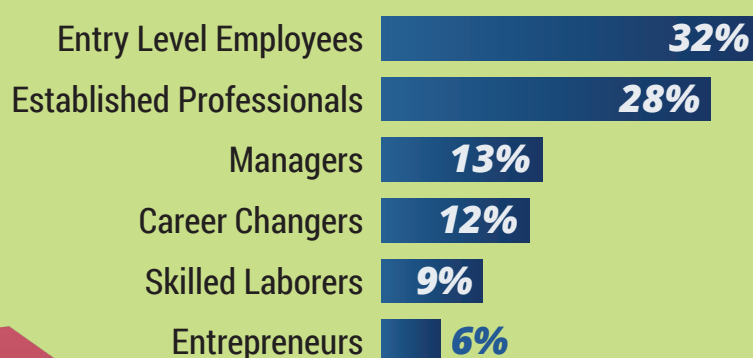
## How Can You Reach Different Candidates?



You need a **comprehensive strategy** to reach the right people in the right places.

## Active Candidates...Who Are They?

**51%** of active candidates are employed.



## When You're Not Looking...But...

Of those who say they're **not** interested in a new job:

**40%**

search for jobs online  
"once in a while"

**36%**

open job alert emails  
"from time to time"

**12%**

apply to jobs at least  
once a month

## Active Candidates...

Search for Jobs Online Every Day **46%**

Look at Jobs in Email Alerts Every Day **59%**

Apply to Jobs Every Day **27%**