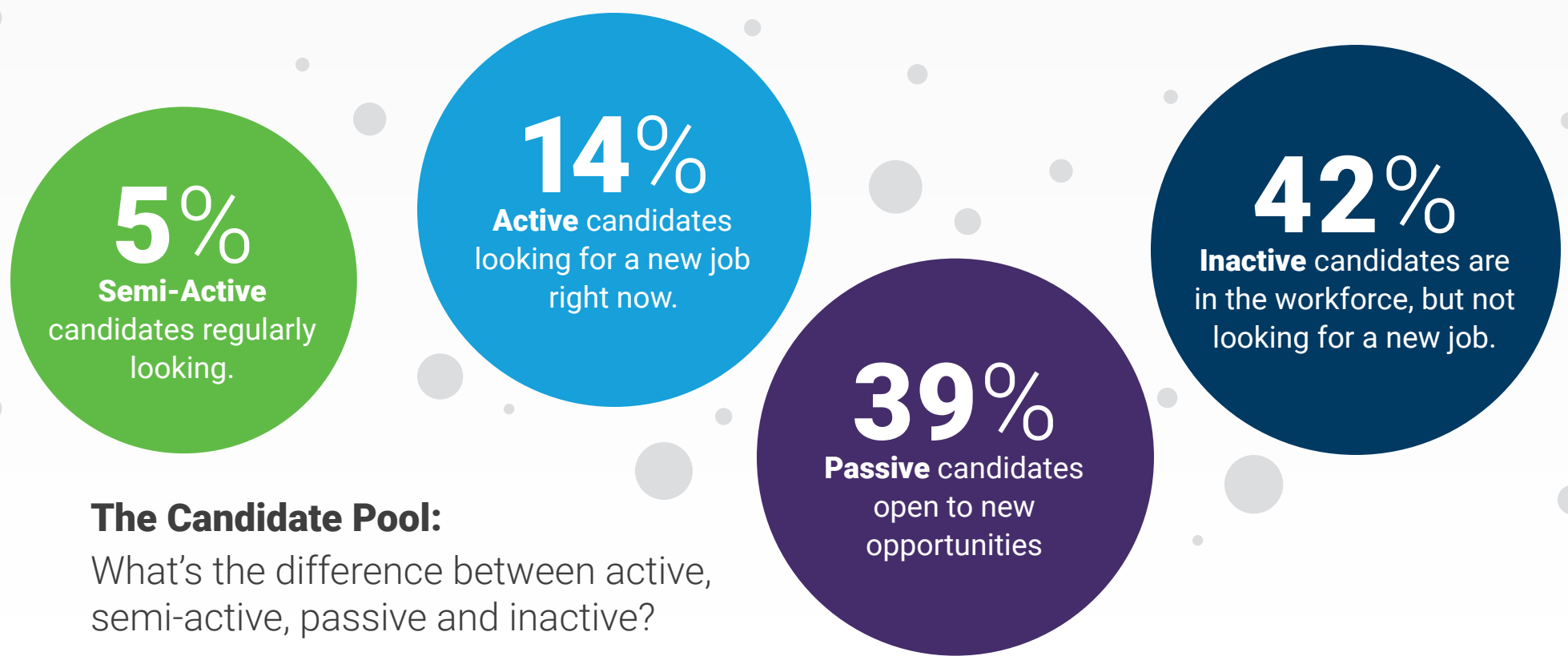


# Looking Hard or Hardly Looking?

The Key to Recruiting Hard-to-Reach Candidates

**Only 14% of candidates are actively looking for a job.**

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:

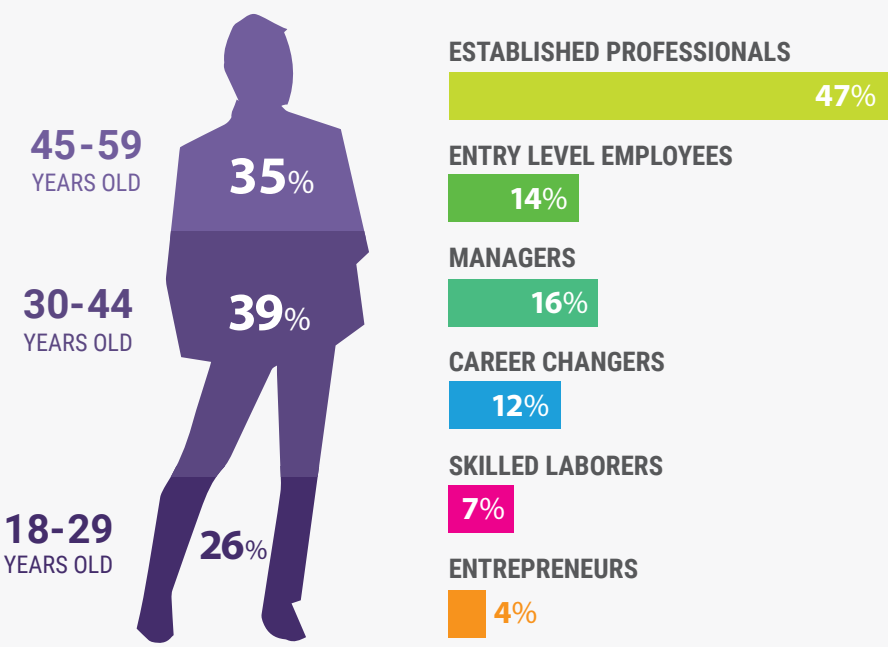
What's the difference between active, semi-active, passive and inactive?



## Who are they?

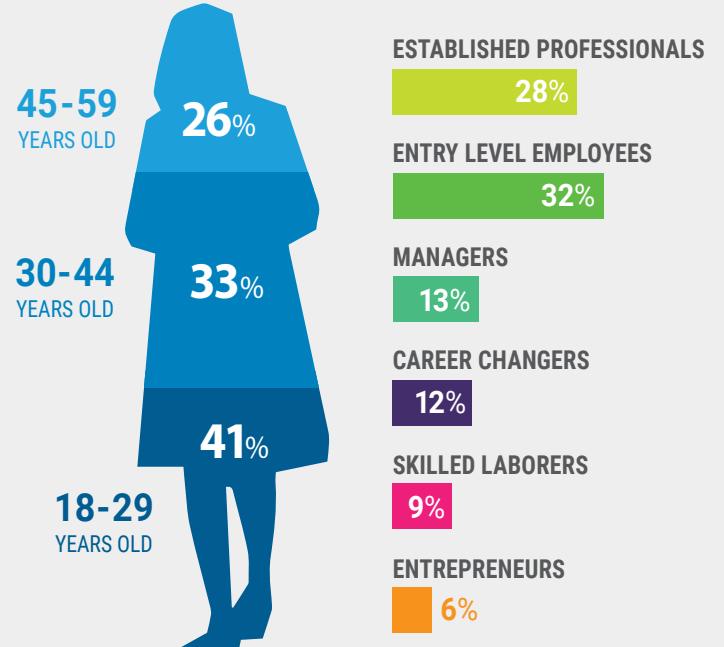
### PASSIVE CANDIDATES

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



### ACTIVE CANDIDATES

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



## 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

## How Can You Reach These Different Types of Candidates?

You need a comprehensive strategy that goes beyond job advertising to connect with talent when, where and how they're most likely to engage.

