workable

US VERSION

Passive candidates:
Who are they?

As an employer in the US, you're probably frustrated that you're not getting enough applicants for your open roles, let alone filling roles as quickly as you used to. Our monthly Hiring Pulse report shows a consistent growth in job openings combined with a worrisome drop in candidates per hire.

We're seeing unprecedented quit rates in the United States, according to the Bureau of Labor Statistics. That means a lot of backfilling – perhaps for roles with you as well.

But there's one potential solution. Have you considered reaching out to passive candidates? They may not be actively looking, but they're open to a conversation. More so, they may not even know they want to work for you until you talk with them first.

And there's a lot of them out there. Our recent Great Discontent survey of US workers found that 37.3% are passively open to new opportunities.

But, before reaching out to passive candidates, let's first understand who they are so you know who you're dealing with.

So who are these passive candidates?

WHERE PASSIVE CANDIDATES ARE WORKING

Passive candidates **by sector**

Sectors with the **highest proportion** of passive candidates:

Accounting / Finance

Education

58.1% PASSIVE
29% ACTIVE

47.1% PASSIVE
27.1% ACTIVE

Retail

45.6% PASSIVE
25.3% ACTIVE

Healthcare

45.5% PASSIVE
27.3% ACTIVE

Sectors with the **highest proportion** of passive candidates:

IT / Tech / SaaS

35.2% PASSIVE
51.9% ACTIVE

Logistics / Supply Chain

35.3% PASSIVE
47.1% ACTIVE

Design / Creative

24.1% PASSIVE
58.6% ACTIVE

Passive candidates **by company size**

Company sizes with the **highest proportion** of passive candidates:

5000+ FTEs

48.2% PASSIVE
21.7% ACTIVE

1000-4999 FTEs

45.8% PASSIVE
27.1% ACTIVE

Company sizes with the **lowest proportion** of passive candidates:

500-999 FTEs

1-9 FTEs

40.4% PASSIVE

43.9% ACTIVE

38.1% PASSIVE

35.1% ACTIVE

ACTUAL JOBS OF PASSIVE CANDIDATES

Passive candidates **by function**

Functions with the **highest proportion** of passive candidates:

- **54.3%** Passive
- **28.6%** Active

- **47.9%** Passive
- **33.3%** Active

- **46.9%** Passive
- **30.6%** Active

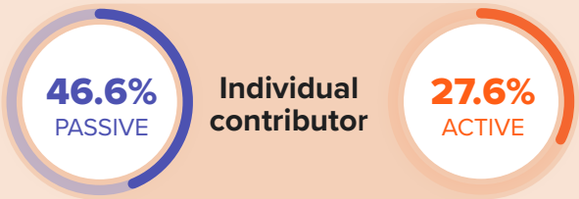
- **43.8%** Passive
- **25%** Active

Functions with the **lowest proportion** of passive candidates:

- **29.3%** Passive
- **63.4%** Active

Passive candidates **by job level**

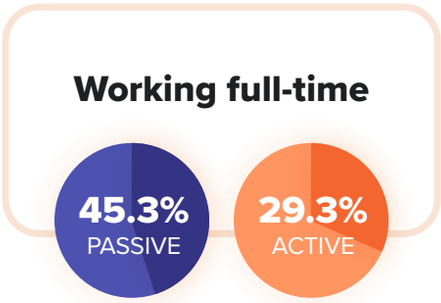
Job levels with the **highest proportion** of passive candidates:



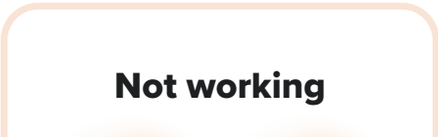
Job levels with the **lowest proportion** of passive candidates:

Passive candidates **by job status**

Job status with the **highest proportion** of passive candidates:



Job status with the **lowest proportion** of passive candidates:



DEMOGRAPHICS

Passive candidates **by age**

Age groups with the **highest proportion** of passive candidates:

- **39.6%** Passive
- **24.7%** Active

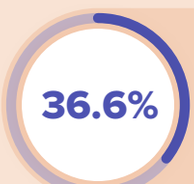
- **40.1%** Passive
- **34.9%** Active

Age group with the **lowest proportion** of passive candidates:

- **37.2%** Passive
- **42.8%** Active

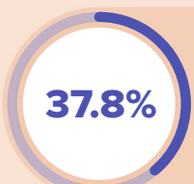
Passive candidates **by minority status***

MINORITY



PASSIVE CANDIDATES

NON-MINORITY



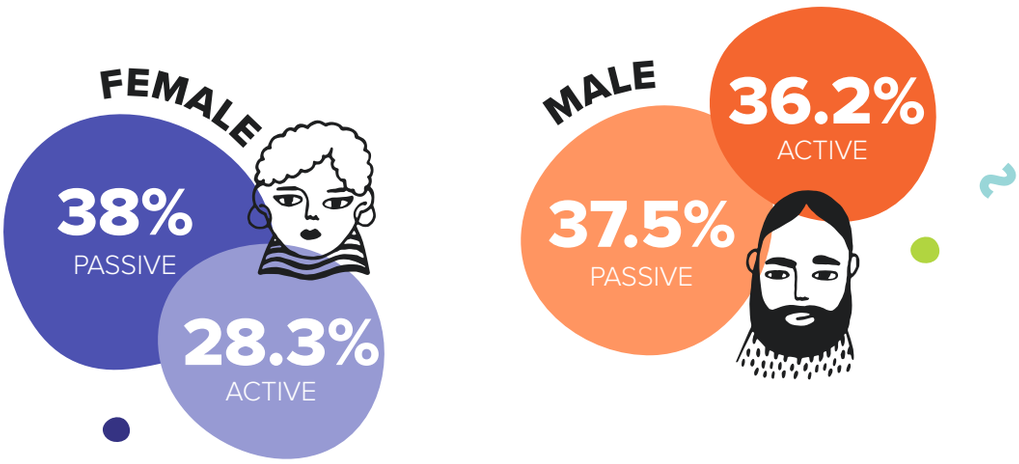
PASSIVE CANDIDATES

42.9% ACTIVE CANDIDATES

29.3% ACTIVE CANDIDATES

*One of the demographic questions we asked in the survey was; “Do you identify as a member of a minority group (be it race, ethnicity, language, religion, country of origin, sexual orientation, gender, or another characteristic)?“

Passive candidates **by gender**



WHY PASSIVE CANDIDATES MIGHT BE OPEN TO NEW WORK

Selected reasons with **highest proportion** of passive candidates:

“I need to establish more work-life balance”

57% PASSIVE

43% ACTIVE

“There are more opportunities for me out there than before”

66.3% PASSIVE

33.7% ACTIVE

Selected reason with **lowest proportion** of passive candidates:

"I need more support in my work"

46% PASSIVE

54% ACTIVE

"I need a fresh challenge"

44.8% PASSIVE

55.2% ACTIVE

Read more about passive candidates and how to source them at **Workable's Better Hiring site**. Personalizing your outreach is very important as well.

Check out our other infographic to understand **what would attract these candidates to a job with you**.

And what about passive candidate identities in the UK? We have that covered too.

Most of all: you can save time and resources when utilizing powerful AI-driven tools to source the best candidates for your company.

Check out our sourcing tools