

Job Seekers: Want More Opportunities? Think About Where You Look



The most effective recruiters are **highly confident** in their sourcing channels.

(High-performing talent organizations are 67% more likely than others to rate their sourcing channels as "very effective.")

Top Employer Preferences (%)*

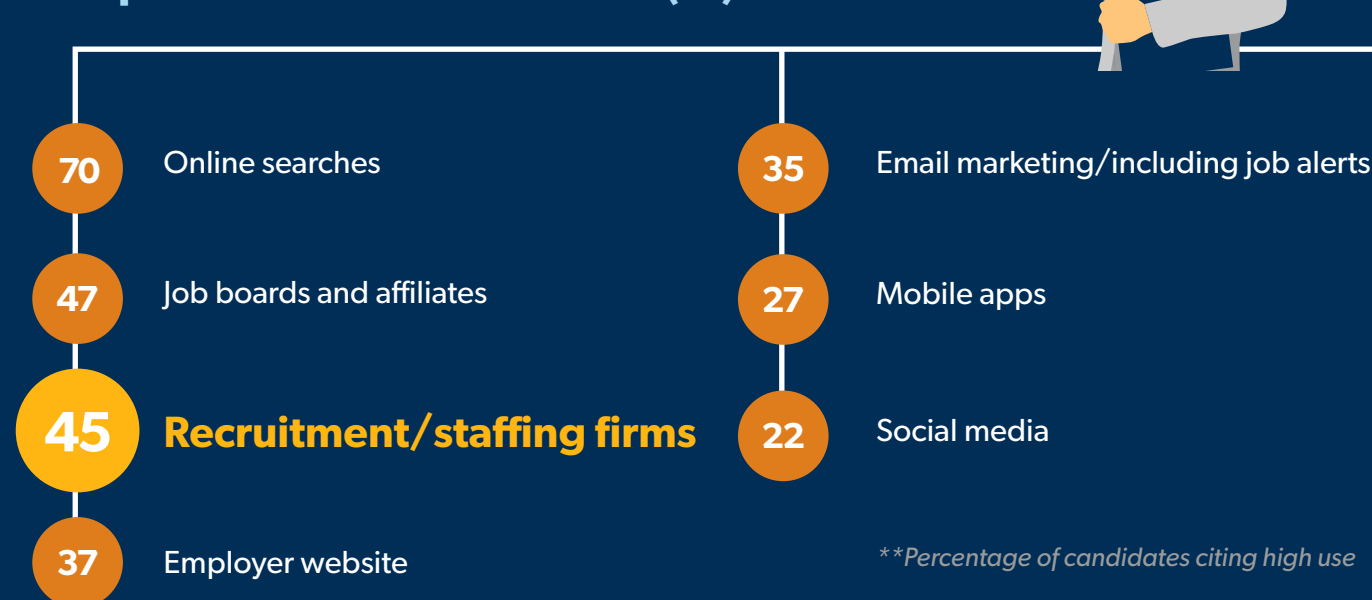


*Percentage of high-performing talent acquisition organizations citing high use

But, candidates in our survey prefer **a different set of sourcing channels.**



Top Candidate Preferences (%)**



**Percentage of candidates citing high use

And, employers and candidates only agree on one of their top three preferred sourcing channels: **recruitment/staffing firms.**



Mind the Gaps

What does it mean when candidates seek job opportunities in different places than where high-performing talent organizations find great talent?

It means there are some significant gaps. As a result, **candidates could be hiding from the best employers.**

Referral program



53%

Social media



37%

Career networking events



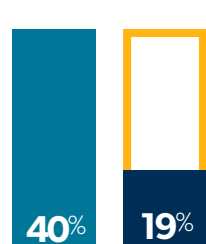
30%

Digital advertising



23%

Employer rating sites



21%

■ % of High-Performing Talent Organizations that Heavily Use the Channel
 ■ % of Job Seekers Who Heavily Use the Channel
 □ % Gap

Know the gaps, adjust your search, and find your next **opportunity.**



Get more insights on how **great employers** engage **great talent.**

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