

THE MODERN CANDIDATE: Evolving Preferences for Today's Tight Talent Market

INTRODUCTION

In the current environment, job opportunities may be plentiful, but candidates are in short supply. Employers are using every trick in the book to attract and convert candidates, but if their actions aren't aligned with candidate preferences, it could be a long, slow process. Below are findings from the Lighthouse Research & Advisory 2022 Talent Acquisition Priorities Study which is based on inputs from 1,000 global candidates.

4 THINGS CANDIDATES CRAVE



PAY TRANSPARENCY

55% of them want to know the starting salary before they apply, and that number is even higher for frontline workers



STATUS UPDATES

more than one in three candidates want to know the status of their application instantly via a mobile app or web portal, and 70% want updates weekly or more frequently.



FUTURE OPPORTUNITIES

83% of candidates want to know about future job opportunities within the company during the hiring process



A CHANCE TO EXCEL

nearly 2 in 3 candidates actually prefer video interviews and hiring assessments to resumes because they help them show off their capabilities in a dynamic way.

GHOSTING: REASONS AND SOLUTIONS

Three way tie for reasons candidates ghost employers after applying:

REASONS

The company/job
didn't interest me after
I learned more

I took another job

The hiring process was
too long and complicated

SOLUTIONS

Clearer communication
pre-apply to weed out
disinterested candidates

Speed. Speed. Speed. Hiring
faster saves up to 70+% of
candidates from ghosting.

WHAT IF THEY DON'T GET THE JOB?

99% of the applicants for any position **don't** get the job offer.
If they don't get the position, here's what they want from employers next:

71%

want to be
notified as soon
as possible

48%

want to be
considered for
other jobs

37%

want to receive
the results from a
hiring test or
assessment

CONCLUSION

Candidate preferences have shifted over the years, and they continue to evolve at a rapid pace. Employees that want to remain relevant and attractive to candidates today must consider the needs and priorities of the talent pool as a whole.

Check out all of our research and learn more about how it can support your organization's talent, HR, and learning objectives.

[LHRA.io/research](https://lhra.io/research)

ABOUT THE RESEARCH

About the 2021 Talent Acquisition Priorities research: Q1 2021 survey of 800+ talent acquisition leaders primarily based in North America representing a variety of industries and company sizes.