



50 HR and Recruiting Stats That **Make You Think**

Introduction

Employer branding, employee engagement, social recruiting, transparency and Millennials are among the most important trends and topics impacting Human Resources and talent acquisition professionals' ability to hire great talent.

In that light, Glassdoor has curated 50 enlightening HR and recruiting statistics based on what drives job seekers and employees to apply for a job or say yes to a job offer. We hope this actionable intelligence—sorted into eight popular categories—will inspire and help you make the business case to expand your own initiatives in each area. Enjoy!

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Recruiting

Knowing your audience and how to market a role to them can help you win the war for talent.

Whether your target is a software engineer or sales professional, knowing what appeals to each is critical to hitting your recruitment goals and shortening your time-to-hire.

As part of your strategy, interview your “A-Players” and learn what makes them tick (and be successful). Weave that learning into your recruiting and employer brand strategy.



Recruitment Stats

1 **46%** of Glassdoor members are reading reviews when they have just started their job search and have not yet spoken with a company recruiting or hiring manager

On average, each corporate job opening attracts **250** resumes

Of these candidates, **four to six** will be called for an interview and **only one will be offered the job.**



3 78% of software engineers say the top reason they would leave their job is salary and compensation

4 48% of female software engineers are likely to apply to a company a friend recommended

5 66% of healthcare professionals are likely to accept less money to work at a company with a great culture

6 78% of sales professionals said they would accept less money to work at a company selling something compelling

7 94% of sales professionals say that base salary is the most important element of the compensation plan, while 62% say that commission is

8 Top 5 biggest considerations job seekers take into account before accepting a job offer:

1 Salary and compensation

2 Career growth opportunities

3 Work-life balance

4 Location / commute

5 Company culture and values

Social Recruiting

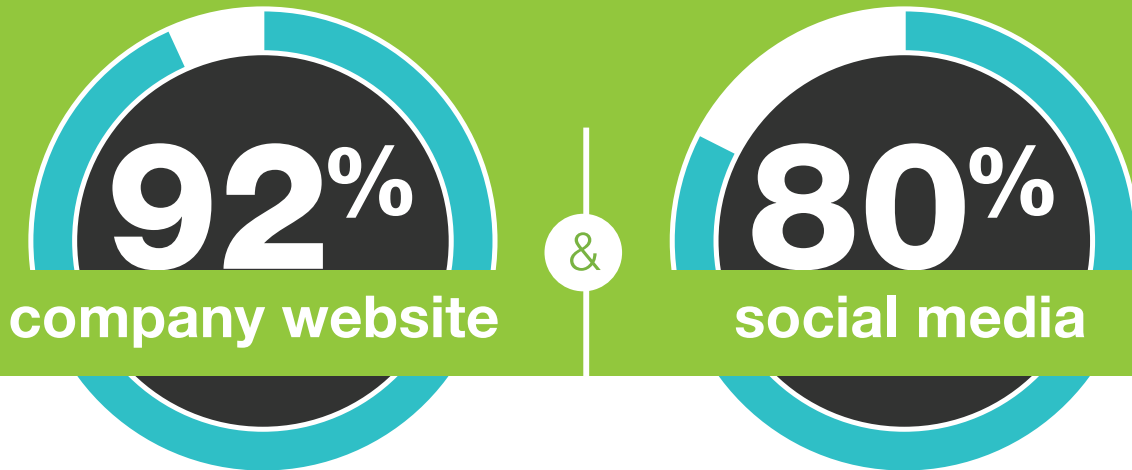
Job candidates increasingly rely on social media for an inside look at companies they might want to work for. Employers, however, have been much slower to adopt social recruiting into their overall talent acquisition strategy.

For a social recruiting lift, engage employees to promote your company and brand on their social channels using hashtags, photos that showcase company culture and sponsored contests.



Social Recruiting Stats

9 2 of the top 3 channels most used for employer brand promotion:



10 79% are likely to use social media in their job search

11 86% of people in the first 10 years of their career are likely to use social media in their job search



12 Nearly 2 in 3 say their employer does not (or know how to) use social media to promote job openings



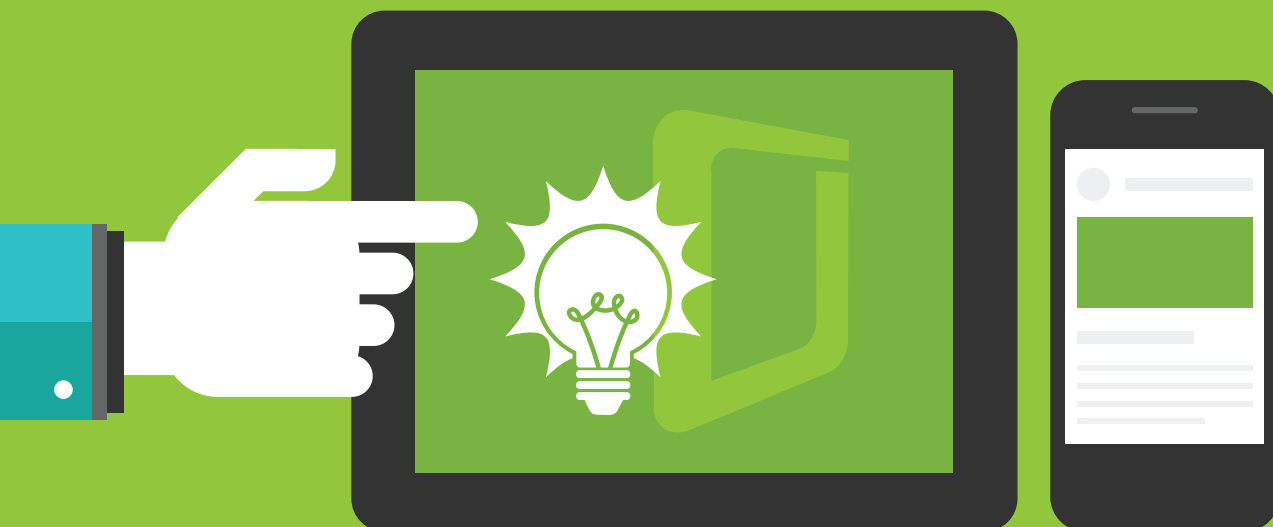
13 Nearly 3 in 4 say their employer does not (or know how to) promote their employment brand on social media

Mobile Recruiting

Mobile is quickly overtaking desktop as the preferred job application channel.

If you're a tech company recruiting tech talent but don't have a mobile-ready careers page, you may be preventing as much as 45% of your potential talent pool from applying for your open positions.

To keep up with competitors, adopt a mobile strategy that helps candidates apply to open jobs from mobile devices.



Mobile Recruiting Stats

14



of job seekers say they use their mobile device specifically to search for jobs at least once a day



15

54%

read company reviews from employees

&



16

52%

research salary information

17

89%

believe a mobile device is an important tool for job searching

19

59%

say it is important to be able to save a job from their mobile device and later apply to the job on a desktop

18

48%

think mobile devices will be the most common way to search for jobs in two years or less

20

90%

of the Fortune 500 company career sites do not support a mobile apply solution

Recruiting Millennials

Millennials are set to dominate the work force by 2025.
Are you ready to recruit from this generational talent pool?

Things that matter to them are:



Growth
Opportunities



Retirement
Benefits

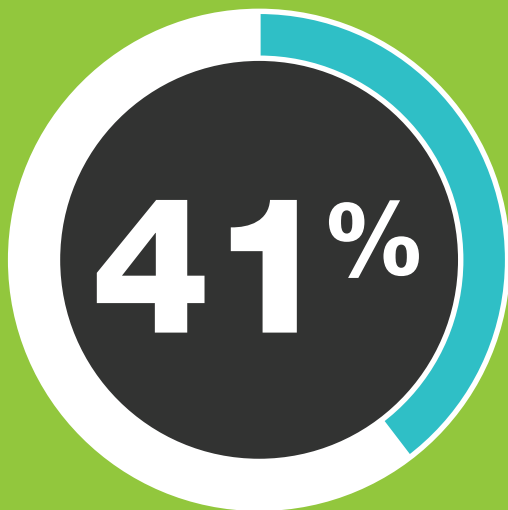


Work
Culture

Make sure your company values organizational transparency, enjoys good word of mouth, sports brand advocates and understands mobile.

Recruiting Millennials Stats

21



of Baby Boomers said workers should stay with an employer at least five years before looking for a new job

Only 13% of Millennials agreed

22

Nearly 80% of Millennials look for people and culture fit with employers, followed by career potential

23

Around 70% of Millennials say they hear about companies through friends and job boards.

24

98% of companies still believe on-campus fairs are still the best way to brand themselves with students

25

64% of Millennials would rather make \$40K a year at a job they love, than \$100K a year at a job they think is boring

26

76% of Millennials say that retirement benefits offered by a prospective employer are a major factor in their decision to accept a job offer

27

65% of Millennials said they are more skeptical of claims made by employers now than they were in 2011

28

60% of Millennials consider the most attractive perk to be growth opportunities

29

46% of Millennials left their last job due to lack of career growth

Diversity Recruiting

Company reputations suffer because they undervalue and underinvest in workforce diversity.

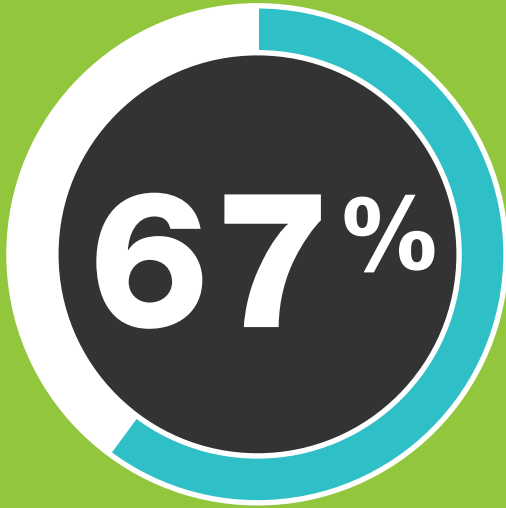
By limiting their options and awareness programs, organizations miss out on quality candidates.

For a start, appreciate how men and women view the value of the importance of diversity. The following stats are quite telling.



Recruiting Diversity Stats

30



of active and passive job seekers say that when they're evaluating companies and job offers, it is important that the company has a diverse workforce

31

57% of people think their company should be doing more to increase diversity among its workforce

32

41% do not think their company has a diverse executive team

33

48% of employees are not aware of initiatives to increase diversity within the company they work for

34

Top three answers when asked who at their company was in the best position to increase diversity:

1

Hiring Managers (45%)

2

CEO (42%)

3

HR (40%)

Employer Branding

Your employer brand dramatically influences your ability to attract, influence, hire and retain top talent.

Measuring, monitoring and improving an organization's reputation is becoming an important component of broader talent acquisition strategies for forward-thinking companies.

Take the pulse of your employer brand:

Would current employees recommend your organization to a friend?



What are job seekers saying about you on social?

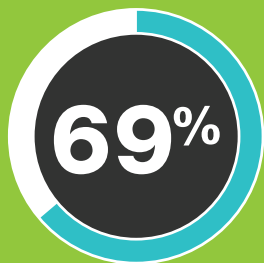


What is your company rating on Glassdoor?



Employer Branding Stats

35



would not take a job with a company that had a bad reputation, even if they were unemployed!

36

84% would consider leaving their current jobs if offered another role with a company that had an excellent corporate reputation

&

Most in \$75-100K salary range would **only require a 1-10% salary increase** to consider such a move

37

84% of companies believe a clearly defined strategy is key to achieving employer branding objectives

38

94% are likely to apply to a job if the employer actively manages their employer brand (e.g., responds to reviews, updates their profile, shares updates on the culture and work environment)

39

76% want details on what makes the company an attractive place to work

40

Top 5 pieces of information job seekers want employers to provide as they search where to work:

1

Details on what makes the company an attractive place to work

2

Details on compensation packages

3

Details on benefit packages

4

Company mission, vision and values

5

Basic company information

Employee Engagement

Having a solid employee engagement plan can turn current employees into brand ambassadors, amplifying your recruitment efforts year-round.

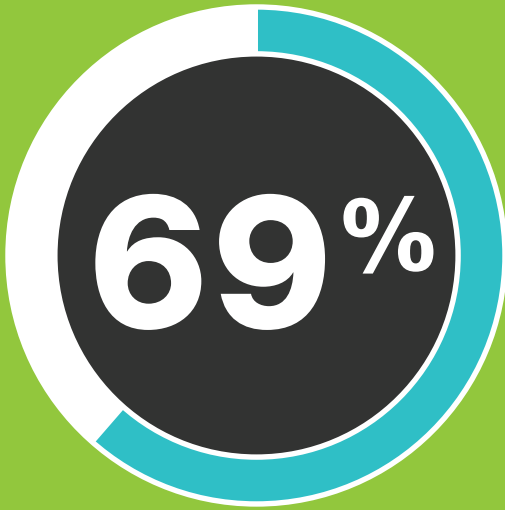
Studies validate that happier, content employees do good work and increase productivity at your organization and contributes to your overall employer brand strategy.



Survey and engage your employees. For example, how many would recommend your company to a friend looking for a job? Put an awards program in place to acknowledge employees who promote your company as a great place to work.

Employee Engagement Stats

41



69% of Glassdoor members agree their perception of a company improves after seeing an employer respond to a review

42

70% of employees who lack confidence in the abilities of senior leadership are not fully engaged

43

72% of employees with socially-encouraging employers are significantly more likely to help boost sales, compared to only 48% of employees whose employers aren't socially encouraging

44

Increasing employee engagement investments by 10% can

increase profits by **\$2,400**
per employee, per year

Workplace Transparency

Candidates want realistic job previews when they apply to open positions.

Being transparent about the pros and cons of your organization sets up everyone for long-term success.

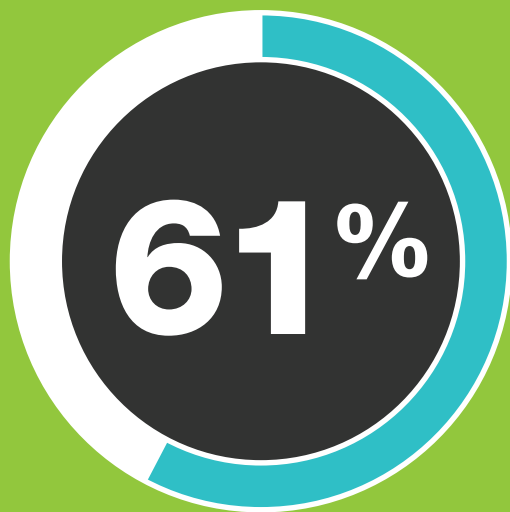
After all, today, it's as much about candidates interviewing you as it is you them.

Learn where candidates are researching your company. Ensure you are listening to and joining the conversation about your company.



Workplace Transparency Stats

45



of employees say new job realities differ from expectations set during the interview process

46

68% of consumers trust reviews more when they see both good and bad reviews

47

Most job seekers read 4-7 reviews before forming an opinion of a company



48

95% suspect censorship or faked reviews when they don't see bad scores

49

96% of job seekers say that it's important to work for a company that embraces transparency

50

78% of job seekers say that ratings and reviews from those on the inside are influential when deciding where to work

Acknowledgements

To see the source for every stat, visit employers.glassdoor.com/statistical-citations/ to learn more. Utilize these stats as you build the case for your recruitment marketing initiatives.

