



STATISTICAL REFERENCE GUIDE FOR RECRUITERS

# 50 HR and Recruiting Stats for 2019



## INTRODUCTION



In the wake of 2018's booming economy and record low unemployment, it's important to take a step back and look at some of the themes from the year as we forge ahead into 2019.

Employers need to work harder to recruit and retain employees in times of low unemployment. This means understanding what job seekers are looking for as you go about recruiting, paying close attention to the experience you create for them, going beyond standard channels in order to reap the benefits of diverse workforce, and choosing your hiring channels wisely (such as posting jobs on Glassdoor).

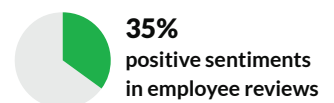
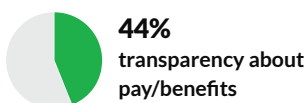
This report covers these topics and more, providing a blueprint for the landscape you'll encounter in 2019. Here's to your best hiring year yet!



# Inside the Mind of Job Seekers

What job seekers think and do is ever-evolving based on trends in technology and access to information. To get inside the minds of job seekers in 2018, Glassdoor commissioned The Harris Poll to survey<sup>1</sup> more than 1,100 U.S. adults who are either currently employed or not employed but looking for work. These stats from the study will show you not only the most important factors about the job search, but also the factors that are important to select quality candidates who do their homework. In addition, our analysis uncovered key differences between men and women when considering information about employers.

- 1 | **Slightly more than half of workers/job seekers (51%) say their preferred source for finding a relevant new job opportunity is an online job site**, such as Glassdoor. The next two most popular methods are hearing about it from a friend (45%) and finding it on a company's careers site (35%).
- 2 | **The majority of workers/job seekers (53%) would look for info about a company they might like to work for in the same place most prefer to find job listings: on job search websites**, such as Glassdoor. Word of mouth was the second most popular information source (43%), followed by professional networking sites (35%) and social media or personal networking (32% each).
- 3 | Female workers/jobs seekers (63%) are more likely than their male counterparts (45%) to say they would look to job search sites like Glassdoor when doing research about a company they might want to work for.
- 4 | The top two pieces of information workers/job seekers look for when researching a company or looking at jobs ads are salaries (67%) and benefits (63%).
- 5 | 38% of women said they look for employee reviews when researching/looking at job ads, versus 28% of men.
- 6 | Factors most likely to get workers/job seekers to apply: attractive benefits (48%), convenient commute (47%) and relatively high salary (46%).
- 7 | **The factors that contribute to workers'/job seekers' perception of long-term potential are:**



1. Glassdoor survey conducted online by The Harris Poll among 1,151 U.S. adults who are employed, or not employed but looking for work, May 2018



# The Candidate Experience

Creating a great candidate experience is essential to ensuring your hiring process uncovers the best talent: the top candidates who go on to accept offers and thrive at your organization. But too often, the process breaks down, leaving candidates frustrated and disillusioned with your brand.

To determine what drives candidates during the interview process and help you eliminate hiring missteps, Glassdoor commissioned The Harris Poll to survey<sup>1</sup> more than 1,100 U.S. adults who are either currently employed or not employed but looking for work. This report will show what makes candidates happy and what frustrates them. We'll also learn why candidates drop out of the process, and how long they think it should take, as well as key differences between men and women during the interview process.



- 8 | **The aspects of the job application process that job seekers/workers find to most important to a positive experience were clear and regular communication (58%),** clear expectations (53%), and feedback regarding rejection (51%).
- 9 | **Lack of information about pay and benefits (50%) and interview schedule changes (50%) are the two biggest causes of frustration during the interview process** according to job seekers/workers. Following closely on those factors are untimely responses (47%) and lack of information about job responsibilities (46%).
- 10 | Female job seekers/workers are 23% more likely than male job seekers/workers to be frustrated about lack of compensation information (57% vs. 44%), and 29% more likely to be frustrated about lack of information about job responsibilities (55% vs. 39%).
- 11 | **The #1 reason job seekers/workers would pull out of a recruitment process was a layoff announcement (44%).** The next most popular reasons were a poor first interaction with a recruiter or hiring manager (40%) and reading negative reviews from employees (35%). Additionally, one-third (33%) of job seekers/workers would pull out after hearing about employee or leadership scandals.
- 12 | Female job seekers/workers are 50% more likely than male job seekers/workers to cite CEO misbehavior as a reason to drop from the recruitment process (42% vs. 21%), and 41% more likely to rate poor customer service levels as a detracting factor (39% vs. 23%).
- 13 | Female job seekers/workers are also 35% more likely than male job seekers/workers to cite reading negative employee reviews as a deterring factor (43% vs. 28%).

14 | On the whole, the **majority of job seekers/workers prefer a short process** (from initial application to receiving an offer), with 62% saying they would like a process that is complete in **less than 2 weeks**.

1. Glassdoor survey conducted online by The Harris Poll among 1,151 U.S. adults who are employed, or not employed but looking for work, May 2018

# Diversity, Inclusion and Belonging

The imperative to build more diverse and inclusive organizations has been growing as more and more studies show the benefits of diversity. The #Metoo movement has brought attention to gender imbalances in the workplace, as well as imbalances for minorities and LGBTQ individuals. Creating an inclusive environment where all workers feel they belong will be key to attracting and retaining top talent in 2019 and beyond.



15 | Companies in the top tier for racially and culturally diverse executive teams were 33% more likely to experience above-average profitability than companies in the bottom tier.<sup>2</sup>

16 | Black Americans comprise 10% of U.S. graduates but hold only 4% of senior-executive positions, Hispanics and Latinos comprise 8% of graduates versus 4% of executives, and for Asian Americans, the numbers are 7% of graduates versus 5% of executives.<sup>2</sup>

17 |  **40% of workers across generations and genders feel socially excluded or ignored at work.**<sup>3</sup>

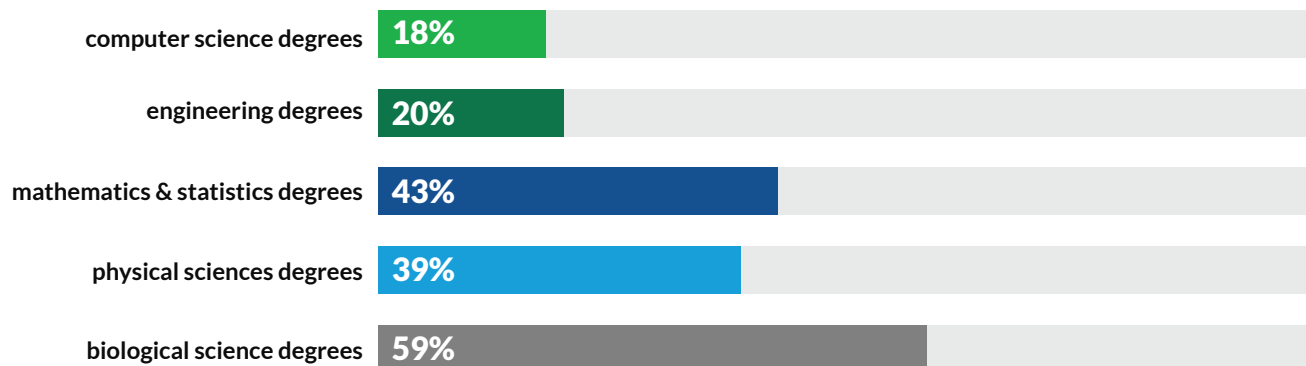
18 | 37% of workers surveyed who left jobs in tech said they left those jobs because of mistreatment or unfairness. Black and Latino men were the most likely to quit because of unfairness.<sup>4</sup>

19 | Companies in the top quartile for gender diversity on their executive teams were 21% more likely to experience above-average profitability than companies in the bottom quartile.<sup>2</sup>

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2. Vivian Hunt, Lareina Yee, Sara Prince, and Sundiatu Dixon-Fyle (January 2018). "Delivering Through Diversity," McKinsey & Company report 3. EY (November 2018) EY explores belonging in the workplace, with new Belonging Barometer study; 4. Elizabeth Dwoskin, (April 2017) The most common reason people quit their \$200,000 tech jobs

- 20 | The World Economic Forum has projected that correcting gender segregation in employment and in entrepreneurship could increase aggregate productivity globally by as much as 16%.<sup>5</sup>
- 21 | **Women only hold about 10% of the top executive positions at U.S. companies, with women making up just 5% of chief executives of S&P 1500 companies.**<sup>6</sup>
- 22 | Women constitute slightly more than half of college-educated workers, but make up only 25% of college-educated STEM workers.<sup>7</sup>
- 23 | **Women receive 50% of all Science and Engineering bachelor's degrees.<sup>8</sup> Of the STEM fields, women received:**



- 24 | **20% of Millennials (ages 18-34) identify as LGBTQ**, a notable increase from 12% of Generation X (ages 35-53) and 7% of the baby boomer generation (52-71).<sup>9</sup>



5. World Economic Forum, *STEM fields still have a gender imbalance. Here's what we can do about it*, March 16, 2017; 6. Drew Desilver (April 30, 2018). "Women scarce at top of U.S. business — and in the jobs that lead there," Pew Research Center Fact Tank; 7. U.S. Department of Commerce Economics and Statistics Administration, *Women in STEM: 2017 Update*; 8. National Science Board, *Science and Engineering Indicators 2018*; 9. GLAAD, *Accelerating Acceptance 2017*



# Marketplace Dynamics

Every year new developments in technology and the business climate impact how companies hire. In 2018, the Glassdoor Economic Research team investigated topics such as hiring for non-tech jobs in tech and jobs in blockchain. Another hot topic defining 2018 was the location of Amazon's HQ2, which by the end of the year was revealed to be split among the New York City and Washington, D.C.: areas with good infrastructure where tech talent already resides.

- 25 | **In 2018, nearly half (43%) of all open jobs at tech employers on Glassdoor were for non-technical roles.** The proportion of open technical jobs at individual tech companies varied from 78% to 28% depending on the company.<sup>10</sup>
- 26 | More than 70% of job applications are to jobs in the same metro area, while 28.5% of job applications are to a new metro area.<sup>11</sup>
- 27 | Having a 1-star higher overall rating on Glassdoor attracts talent to a company in a new metro area at about six times the rate of paying a \$10,000 per year higher salary.<sup>11</sup>
- 28 | Men are 3.3 percentage points more likely than women to apply to jobs in another metro.<sup>11</sup>
- 29 | Workers with a master's degree are about 4.9 percentage points more likely to be willing to move metros for a job.<sup>11</sup>
- 30 | Younger workers are more likely to seek jobs in another metro. Adding roughly ten years to an applicant's age predicts they'll be 7 percentage points less likely to seek a move.<sup>11</sup>
- 31 | **The number of blockchain-related job openings on Glassdoor in August 2018 was 300% higher than August 2017.**<sup>12</sup>
- 32 | **The median salary for blockchain-related job openings is \$84,884 per year, 62% higher than the U.S. median salary of \$52,461.**<sup>12</sup>



10. Among a sample of U.S. tech employers with at least 100 job postings on Glassdoor as of June 2018; 11. Chamberlain, Andrew, (May 18, 2018). *Metro Movers: Where Are Americans Moving for Jobs, And Is It Worth It?*, Glassdoor Economic Research; 12. Zhao, Daniel, (October 18, 2018). *The Rise of Bitcoin & Blockchain: A Growing Demand for Talent*, Glassdoor Economic Research

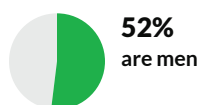
# Reasons to Hire on Glassdoor

There are many options to choose from when thinking about where to invest your recruiting dollars and allocate your employer branding resources. Glassdoor, with its unique combination of reviews, job listings, and employer branding tools is a top destination for job seekers and employers alike. These stats will show you why.

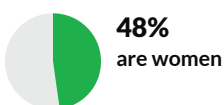


- 33 | Glassdoor.com is the **second largest job site in the U.S.**, following Indeed.com.<sup>13</sup>
- 34 | Glassdoor has **62 million unique monthly visitors** to its website and mobile applications.<sup>14</sup>
- 35 | More than half of Glassdoor's visits each month come from a mobile device.<sup>14</sup>
- 36 | About 40% of U.S. Glassdoor users do not use LinkedIn or Indeed.<sup>15</sup>
- 37 | 83% of Glassdoor users are actively looking for jobs or open to new opportunities.<sup>16</sup>
- 38 | Just over half (52%) are men and half (48%) are women.<sup>24</sup>
- 39 | 92% are college educated.<sup>17</sup>
- 40 | 67% of Glassdoor users have over 6 years work experience.<sup>18</sup>
- 41 | 41% are Millennials (ages 25-34).<sup>17</sup>
- 42 | 43% are minorities.<sup>16</sup>
- 43 | 43% of female candidates are minorities.<sup>16</sup>

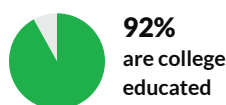
## DEMOGRAPHICS



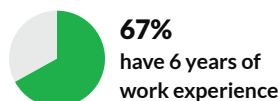
**52%**  
are men



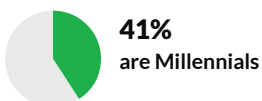
**48%**  
are women



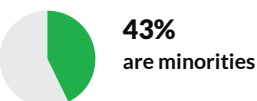
**92%**  
are college  
educated



**67%**  
have 6 years of  
work experience



**41%**  
are Millennials



**43%**  
are minorities




13. comScore Media Metrix, September 2018; 14. Google Analytics, CQ3'18 average; 15. Based on multi-platform Cross Visiting Report, comScore April-June. 2018 Media Metrix®; 16. Glassdoor.com U.S. Site Survey, August 2018; 17. Google Analytics, October '18 average; 18. Glassdoor Internal Data, Q3'18



44 | Glassdoor has nearly 45 million reviews and insights for more than 830,000 companies.<sup>19</sup>

45 |  **Nearly 3 in 4 (74%) of Glassdoor users read at least 4 reviews before forming an opinion of a company.**<sup>20</sup>

46 |  **4 in 5 (79%) Glassdoor users are more likely to apply to an open job if the employer is active on Glassdoor** (e.g. responds to reviews, updates their profile, shares updates on the culture and work environment).<sup>20</sup>

47 |  **89% of Glassdoor users find the employer perspective important on what it's like to work at the company.**<sup>20</sup>

48 | Candidates who used Glassdoor have 30% higher retention rates.<sup>21</sup>

49 | Apply starts for Sponsored Jobs on Glassdoor have increased 76% year-over-year.<sup>22</sup>

50 | Sponsored jobs get up to 9x more apply starts than non-sponsored jobs.<sup>23</sup>



19. Glassdoor Internal Data, September 2018; 20. Glassdoor.com U.S. Site Survey, August 2018; 21. Glassdoor EMI Research, November 2017; 22. Glassdoor Internal Data; Sept' 18 vs Sept' 17 Monetized Apply Starts; 23. Glassdoor Internal Data, January - June 2018

## CONCLUSION



Recruiting and HR success in 2019 and beyond will be about understanding candidate and employee needs and crafting experiences to meet them. Whether that's a streamlined interview process, a focus on belonging in the workplace, or getting your jobs in front of the right candidates at the right time, it means actively adapting to the ever-changing marketplace. At Glassdoor, we plan to continue being a top destination for talented candidates as they seek a great job at a company they love.



#### About Glassdoor

[Glassdoor](#) is the second largest job site in the U.S. today. Set apart by the tens of millions of reviews and insights provided by employees and candidates, Glassdoor combines all the jobs with this valuable data to make it easy for people to find a job that is uniquely right for them. As a result, Glassdoor helps employers hire truly informed candidates at scale through effective recruiting solutions like [job advertising](#) and [employer branding](#) products. Launched in 2008, Glassdoor now has reviews and insights for approximately 830,000 companies in more than 190 countries. To stay up to date on employer-related news, industry trends and hiring tips, visit the [Glassdoor for Employers Blog](#).

**Get your job in front of our 62 million monthly visitors.<sup>3</sup>**

Ready to put your new job description strategies to work?

Post your first job on Glassdoor for free.

**Post Job Now**

To get involved in the conversation on Glassdoor and start managing and promoting your employer brand, email [employers@glassdoor.com](mailto:employers@glassdoor.com), call **(415) 339-9105** or visit [www.glassdoor.com/employers](http://www.glassdoor.com/employers).

For the latest in recruitment marketing tips, best practices and case studies, follow us on Twitter: [@GDforEmployers](https://twitter.com/GDforEmployers).

1. Source: comScore Media Metrix, September 2017; 2. Source: Glassdoor Internal Data, September 2018; 3. Source: Google Analytics, Q3 2018 average