



2022 RECRUITING METRICS

# Fitness Industry

# Hiring Benchmark Metrics Defined



## **Views Per Job**

*How many views a job posting gets*

## **Applicants Per Job**

*The number of applicants received divided by the number of jobs posted*

## **Applicants Per Hire**

*How many applicants were received to make one hire*

## **Average Days to Contact**

*The number of days it took to contact an applicant, starting from the minute the applicant applied*

## **Average Days to Contact Hire**

*The number of days it took to contact an applicant who became a hire*

## **Average Days to Hire**

*The number of days it took to hire an applicant, starting from the minute the applicant applied*

# Conversion Rate Metrics Defined



## View-to-Applicant Conversion Rate

*How many views of a job posting turn into applications*



## Applicant-to-Interview Conversion Rate

*How many applications turn into interview invitations*



## Interview-to-Hire Conversion Rate

*How many interview invitations turn into hires*

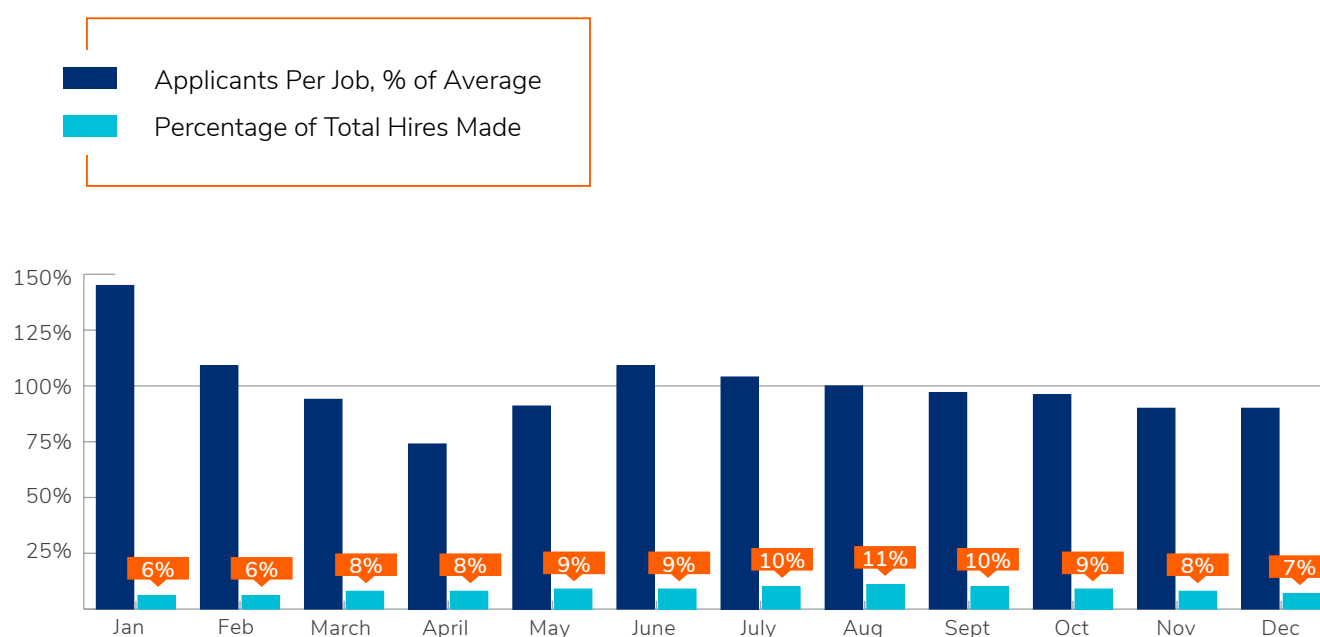
# Fitness Industry

## BENCHMARK DATA

- **Views Per Job:** 1369
- **Applicants Per Job:** 33
- **Applicants Per Hire:** 71
- **Average Days to Contact:** 13.8
- **Average Days to Contact Hire:** 7.8
- **Average Days to Hire:** 24.3

## THE BEST TIME TO HIRE

In a typical year, fitness businesses see a huge spike in applicants in **January**, and 2021 was no exception. While applicants were most active in January, fitness employers actually did the least of their hiring in January, meaning that they missed out on the peak applicant volume for the year.



## APPLICANT SOURCES

Company careers pages are responsible for nearly half of all hires despite only bringing in 24% of applicants. Compare that to job boards, which bring in 71% of applicants, but convert to hires at a much lower rate, resulting in only 42% of hires overall. Fitness employer careers pages remain the highest performing of any industry in our study, year after year.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	71%	4%	24%	<1%	<1%
% of Hires	42%	4%	49%	3%	2%
% of Applicants Hired	1%	1%	3%	17%	12%

\*Custom source: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

## KEY METRICS

View-to-applicant conversion	Time to Contact
<div> <div>Fitness Industry</div> <div>2%</div> </div> <div> <div>Average Across All Industries</div> <div>3%</div> </div>	
Applicant-to-interview conversion	<b>13.8 days</b> Fitness Industry
<div> <div>Fitness Industry</div> <div>13%</div> </div> <div> <div>Average Across All Industries</div> <div>20%</div> </div>	
Interview-to-hire conversion	<b>7.3 days</b> Average Across All Industries
<div> <div>Fitness Industry</div> <div>11%</div> </div> <div> <div>Average Across All Industries</div> <div>11%</div> </div>	

## KEY TAKEAWAYS

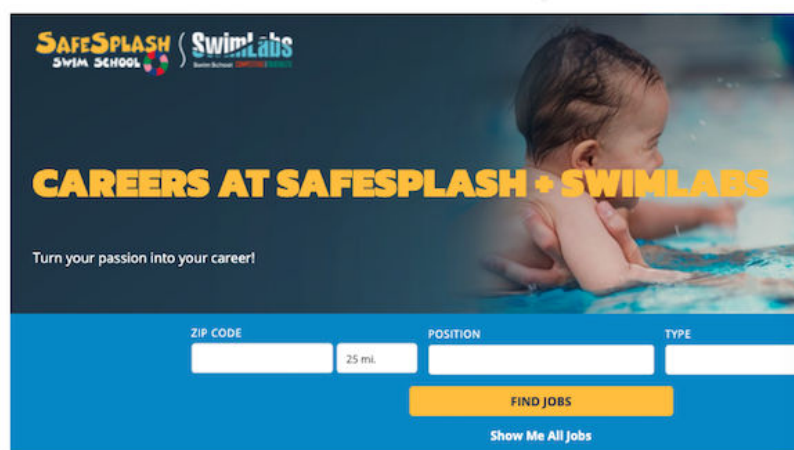
- ➔ Applicant flow for the fitness industry peaks in January – a consistent trend we’ve observed over the past three years. However, most fitness industry employers do the majority of their hiring during the summer months and face a smaller applicant pool at that time. If you’re able to, **consider recruiting in January** ahead of the summer months when competition for talent is higher.
- ➔ One explanation for the extraordinary careers page hire rate is that fitness is an industry with a huge overlap between their customers and their potential employees – people who love coming to your gym are often the people that are best qualified and most interested in joining your team. **Focus your efforts on marketing your employment opportunities to your customers.** Investing in a strong careers page and making it visible and accessible to your customers is a great way to maximize this source. If it’s hard for them to find your open positions, you might lose great potential candidates to a competitor.
- ➔ The fitness industry has the greatest time-to-contact figure in our study. **Contact applicants sooner** so that you can convert more of them into interviews and have a larger talent pool to choose from the further you get down the hiring funnel.

# How to Improve Your Hiring in 2022

2021 was a rollercoaster year for recruiting, but we've gained insights into what steps businesses can take now to hire top talent regardless of the state of the job market.

## 1. Build your employer brand and showcase it on your careers page.

Company careers pages are a hugely successful source of hires, but an untapped source of applicants overall. Candidates who take the time to research a company tend to be high-quality candidates who are more selective about where they choose to apply. Invest in creating an engaging and attractive [careers page](#) that showcases [employee testimonials](#), aspects of your company culture, and your [core values](#).



### IF YOU'RE PASSIONATE ABOUT KIDS OR THE SPORT OF SWIMMING, YOU'RE AT THE RIGHT PLACE.

We help our swimmers be safer, compete smarter, feel confident, and enjoy a life-long love of the sport. There where you find the opportunity to truly make a difference. At Safe-Splash + SwimLabs, we do it every day! Not only a life-saving skill, we're instilling a sense of pride and confidence in kids every day.

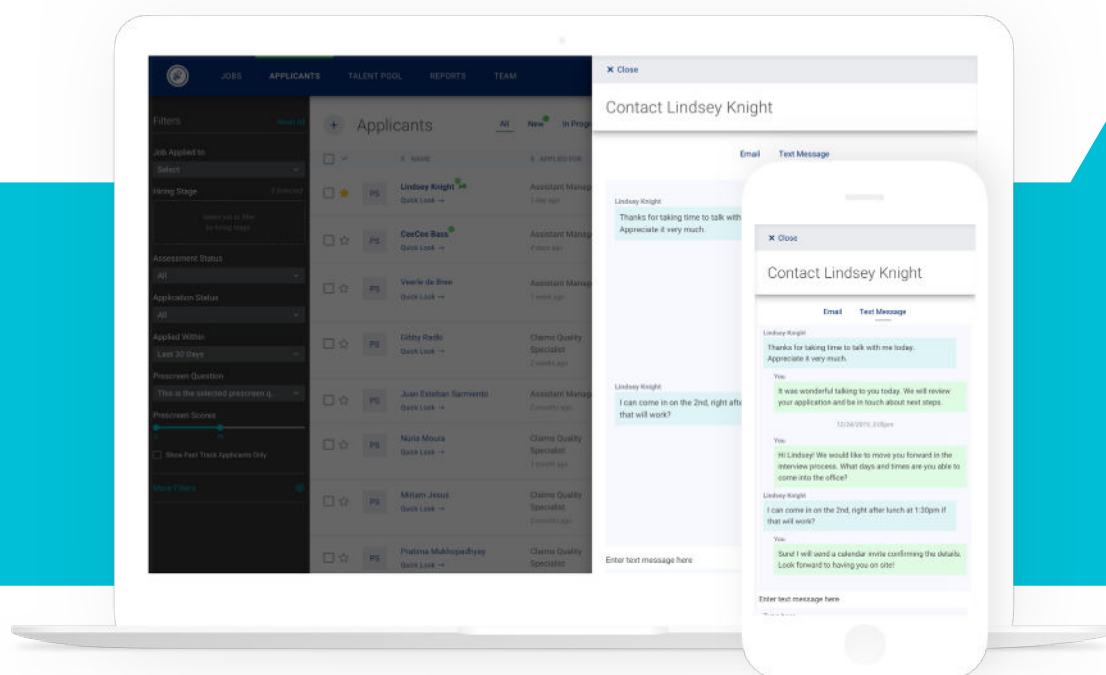
Love working with kids? Want to wear your flip-flops to work? Want to join the fastest growing swim school brand in the nation? Then we want YOU! We are actively recruiting professional individuals who will help us uphold the best as possible at our schools across the nation. Join our swim family that gets to enable a lifetime of water safety and teaching the joy and skill of swimming! We are invested in helping you be the best you can be in and out of the water.

## 2. Create better job postings to stand apart from your competitors.

In 2021, we frequently heard from employers who were [concerned about the declining number of applicants](#) to their jobs. But our data shows that job postings received just as many views per job as in 2020 – however the number of applicants per job was cut nearly in half. This tells us that **job seekers are seeing your postings, they're just faced with more options than ever, and they're only applying to the opportunities that appeal to them the most.** As an employer, it's crucial that you write [enticing job descriptions](#) so that candidates are compelled to apply to your business and not your competitors. Practice [pay transparency](#) by offering [competitive pay and benefits](#) and advertising it in the job posting.

## 3. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of [custom sources](#) like industry-specific job boards, community message boards, local and university job boards, and email campaigns to customers. Compile another list of employees, friends, and colleagues in your personal network to reach out to for referrals. Our data shows **these sources produce the highest-quality candidates, yet the lowest percentage of applicants.** Plan on targeting them before your next round of hiring.



## 4. Communicate with candidates faster.

Employers are now quicker to hire, shaving nearly a week off their time-to-hire between 2020 and 2021. You'll want to move fast before your competition scoops up quality candidates. Try [text recruiting](#) to **communicate with candidates faster.** Text messages receive an 8 times higher response rate than email, along with a much faster response time. An applicant tracking system like CareerPlug can also help you [quickly evaluate candidates](#) using a proven hiring process, allowing you to accelerate your hiring decisions without sacrificing quality.



## ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 14,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're committed to Making Hiring Easier for all businesses. And it's our goal that by sharing original research reports like this one, we can contribute to this mission.



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