



2023 RECRUITING METRICS

# Benchmark Data by Industry



# Introduction

In CareerPlug's third annual Recruiting Metrics Report, we continue to analyze our hiring data to shed light on hiring metrics and trends for [small businesses](#) across various industries. Our team analyzed hiring activity in 2022 from more than 16,000 employers — covering more than 7.1 million applications.

In this report, you will find analysis of data covering the hiring funnel from initial job posting through hire, organized by industry.

This report will establish industry-level benchmarks for key hiring metrics, including:

- Average click and application rates
- Conversion rates from click to application, from application to interview, and from interview to hire
- The number of applicants typically needed to make one hire
- The average time it takes to contact applicants — and how long it typically takes to contact a hire
- The top sources for applicants and hires
- The times of the year that are most likely to produce the highest application rates



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# The Job Market of 2022

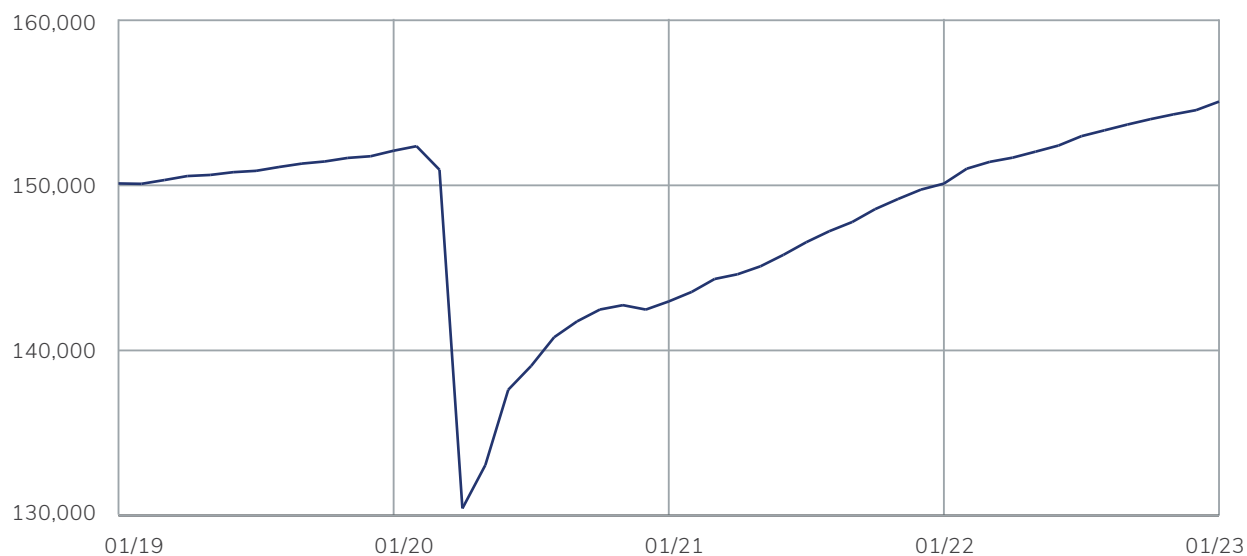
You can look at the past three pandemic years as a “trilogy” of sorts when it comes to the job market. 2020 saw sudden and catastrophic job losses at the outset of COVID-19 and a staggering unemployment rate that reached as high as 15%.

2021 told a different story. After the COVID-19 vaccines were launched in early 2021, employers quickly ramped up their hiring efforts in order to meet the demands of an American public eager to return to normal. But with the huge sudden increase in demand for labor, employers then found themselves with widespread applicant shortages, which led to a challenging year for hiring.

We now have the full story of 2022 – a year that represents a return to normal, but also brings new uncertainties that will spill over into 2023.

First, the return to normal: the U.S. job market added **4.5 million jobs**, more than making up for the jobs lost during the pandemic and exceeding 2019 pre-pandemic levels of employment.

## All U.S. Employees, Thousands



Graph source: [U.S. Bureau of Labor Statistics](https://www.bls.gov)

While these job gains are promising signs for a growing workforce, a number of high-profile tech companies have announced substantial layoffs in early 2023, leading to some uncertainty. Plus, with concerns about inflation and rising interest rates, businesses may be bracing for a possible recession.



Our clients in particular – small businesses in sectors like restaurants, fitness, home services, etc. – have found their recruiting efforts challenged by competition from big box and online retailers, gig economy jobs, logistics and delivery jobs, and remote work. **Now all of these employers are competing for the same pool of applicants.**

So while 2022 brought us back to pre-pandemic employment numbers, it was also another year that showed us that when it comes to the job market of the 2020s, **the only constant is change.** The businesses that will continue to grow despite the economic uncertainty will be those that can hire and retain the right people.

We hope that the hiring data in our latest Recruiting Metrics Report empowers small businesses with insights and advice on how they can better shape their hiring practices to make the right hires – even in a very tight labor market.



# 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



# What We Learned About Hiring in 2022

In analyzing the data, we found the most significant takeaways to be the answers to the following questions:

## 1. How many job views convert to applicants?

With the influx of new jobs created, applicants had plenty of options to choose from. This means that in 2022, the **view-to-applicant conversion rate averaged just 3% across all industries**. This is another indicator that while these job seekers are seeing more job postings, they aren't necessarily applying to more.

### Views-to-applicant conversion

INDUSTRY	VIEWS-TO-APPLICANT RATE
Automotive	4.3%
Cleaning Services	3.5%
Education & Child Care	2.4%
Fitness	1.3%
Healthcare	1.7%
Home & Commercial Services	2%
Hospitality, Entertainment, & Recreation	3.2%
Personal Care	2.7%
Restaurant & Food Service	2.3%
Retail	4.3%



## 2. How many applicants convert to hires?

Many employers want to know how many applicants it takes to make one hire. But that's a tricky question to answer without looking at a few other variables:

- The applicant-to-interview conversion rate
- The interview-to-hire conversion rate

Employers in our study received an average of **85 applicants per each hire made**. When we examine the hiring funnel by stage, we see that employers invited an average of just **3% of applicants to interview** for their open roles, but were far more efficient later in the hiring process, converting **48% of interviews to hires**.

It's also worth noting that in late 2022, CareerPlug launched our new [automated interview scheduling](#) feature, Autopilot.



Employers using Autopilot were able to convert applicants to interviews at a rate **6 to 8 times higher** than applicants contacted manually.

This is a promising early indicator that automated interview scheduling will lead to increased interview conversion rates for our clients in 2023.

### Applicant-to-interview conversion

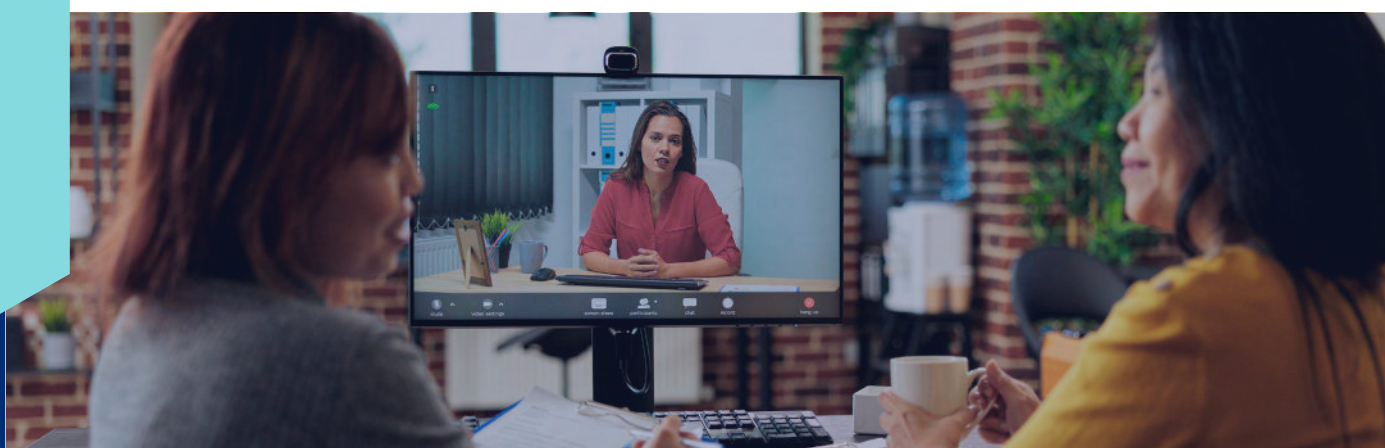
INDUSTRY	APPLICANT-TO-INTERVIEW CONVERSION RATE
Automotive	2.6%
Cleaning Services	2.4%
Education & Child Care	4.6%
Fitness	1.6%
Healthcare	3.3%
Home & Commercial Services	2.2%
Hospitality, Entertainment, & Recreation	4.3%
Personal Care	2.7%
Restaurant & Food Service	4.5%
Retail	2.5%

## Interview-to-hire conversion

INDUSTRY	INTERVIEW-TO-HIRE CONVERSION RATE
Automotive	29%
Cleaning Services	27%
Education & Child Care	53%
Fitness	57%
Healthcare	56%
Home & Commercial Services	32%
Hospitality, Entertainment, & Recreation	54%
Personal Care	54%
Restaurant & Food Service	44%
Retail	75%

## Applicant-to-hire conversion

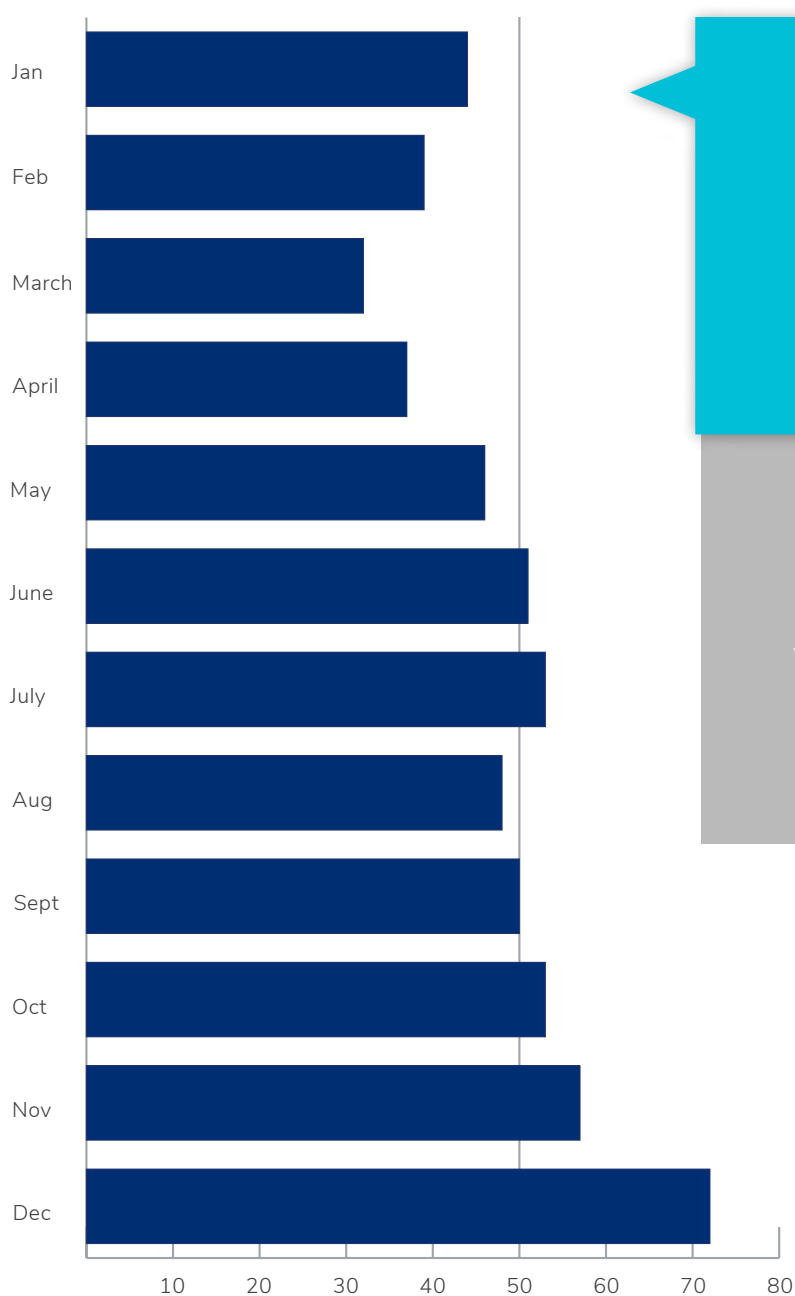
INDUSTRY	APPLICANTS PER HIRE
Automotive	131
Cleaning Services	154
Education & Child Care	41
Fitness	107
Healthcare	54
Home & Commercial Services	146
Hospitality, Entertainment, & Recreation	43
Personal Care	70
Restaurant & Food Service	51
Retail	54



### 3. What are the best times of year to post jobs?

2022 saw a slow start to applicant activity in the beginning of the year with **March** bringing the lowest applicants per job posting (32 applicants per job). Applicant volume picked up as the year progressed, with **December** bringing in the most applicants (72 applicants per job). Overall, the second half of 2022 was much more favorable for employers than the first half.

#### 2022 Applicant Volume, Monthly

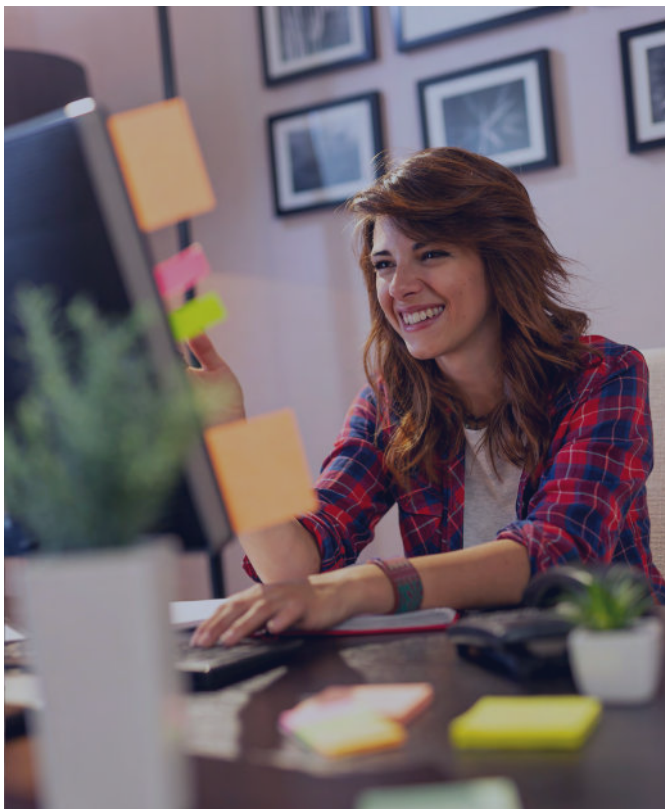


Best Month to Post Jobs

December

Worst Month to Post Jobs

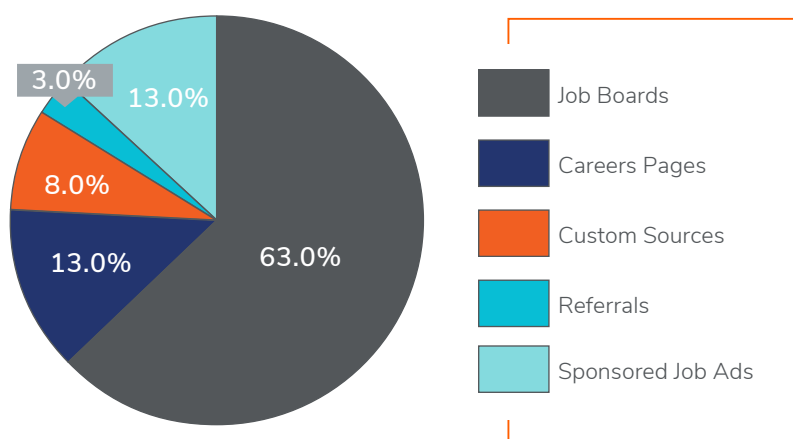
March



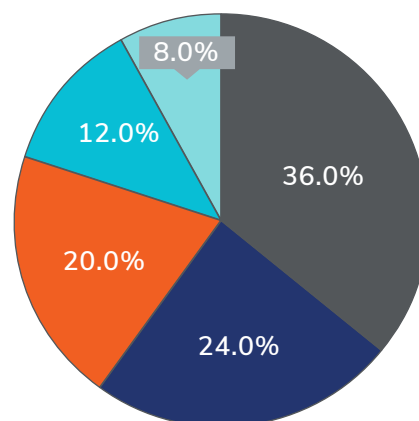
## 4. Where are the best places to post jobs?

Job boards are the most common source for applicants, producing an average of **60% of applications** across all industries in our analysis. If absolute volume is your goal, [posting your job](#) to job boards is your best bet. But despite being the source of most applicants, **job boards do not produce hires at nearly the same rate as other sources.**

### Applicants by source



### Hires by source







## JOB BOARDS

Job boards produced 63% of all applications **but only 36% of hires** in our analysis. Companies that rely solely on job boards are likely to find that the applicants they receive are less responsive and of lower quality than applicants generated through other means, including their own careers page, referrals, and custom links.



## CAREERS PAGE

Careers pages bring in just 13% of applicants, but 24% of hires, meaning that applicants who apply directly from a company careers page are **3.5 times more likely to be hired** than those from job boards.



## CUSTOM SOURCES

These are sources in which an employer manually shares a job posting (industry-specific job boards, local and niche job boards, Craigslist, etc.) Custom source applicants are **4.5 times more likely to be hired** than those from a job board, likely because they target an employer's ideal applicants.



## REFERRALS

Referrals account for just 3% of applicants, but a whopping 12% of hires, meaning they're **9 times more likely to be hired** than applicants from a job board.



## SPONSORED JOB ADS

While sponsored job ads bring in 13% of applicants, they account for the lowest percentage of hires at only 8%.

### Job Boards Produce Quantity, But Not Always Quality

The reasons for these stark differences in applicant-to-hire rates may vary, but our experience shows us that applicants who apply from job boards are more likely to be sending out dozens applications in short order, with less consideration for their qualifications for the role or their interest in the specific job.

By comparison, an applicant who takes the time to research a role and apply directly through a [company careers page](#) is more likely to have spent time considering their own fit for the role and the company. Likewise, an applicant who is referred to a job is much more likely to be excited about the position and be a good match. And while [custom sources](#) vary among industries, employers that use them consistently find high-quality candidates they may not have found on the major job boards.

# Hiring Data by Industry

The following sections of this report are analyses containing comprehensive hiring data for the following industries:



01

Automotive

02

Cleaning Services

03

Education &amp; Child Care

04

Fitness

05

Healthcare

06

Home &amp; Commercial Services

07

Hospitality, Entertainment, &amp; Recreation

08

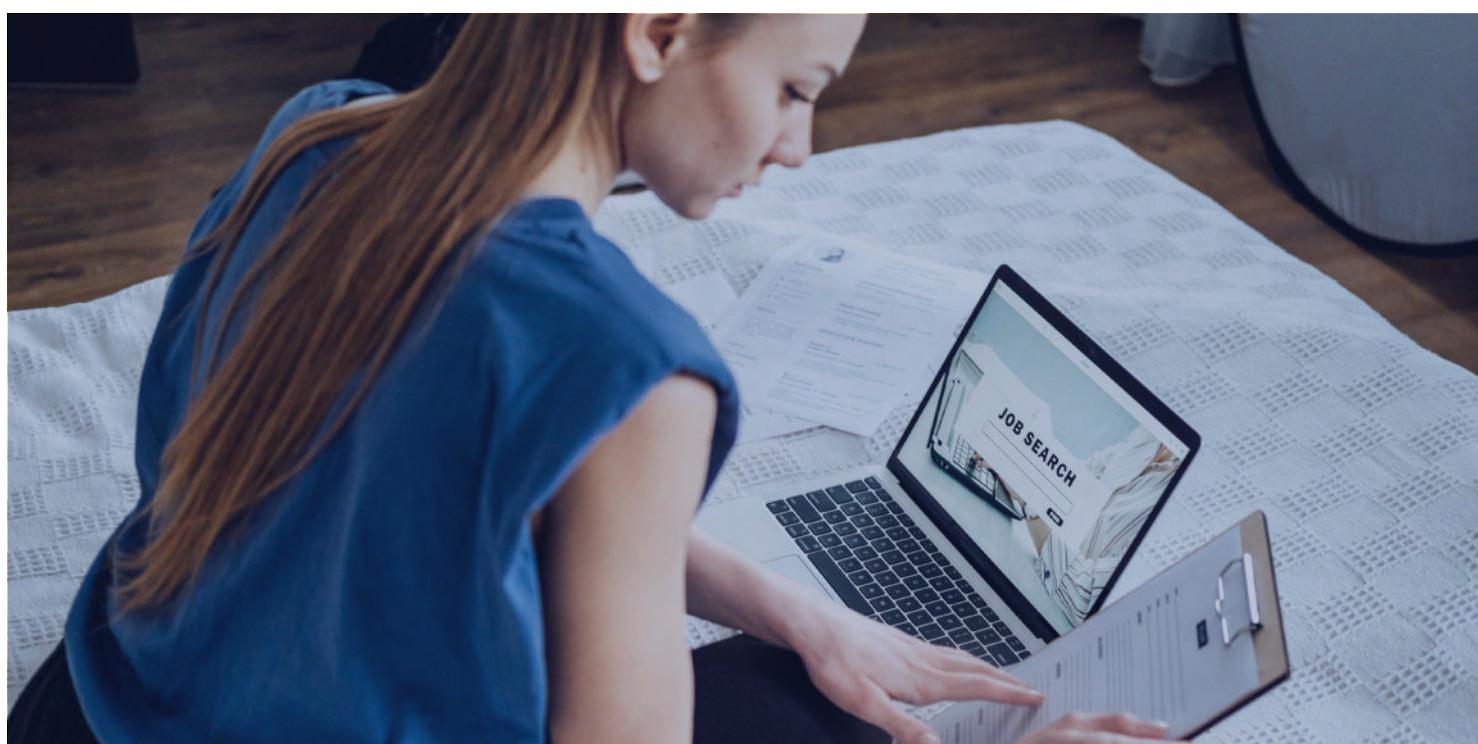
Personal Care

09

Restaurant &amp; Food Service

10

Retail



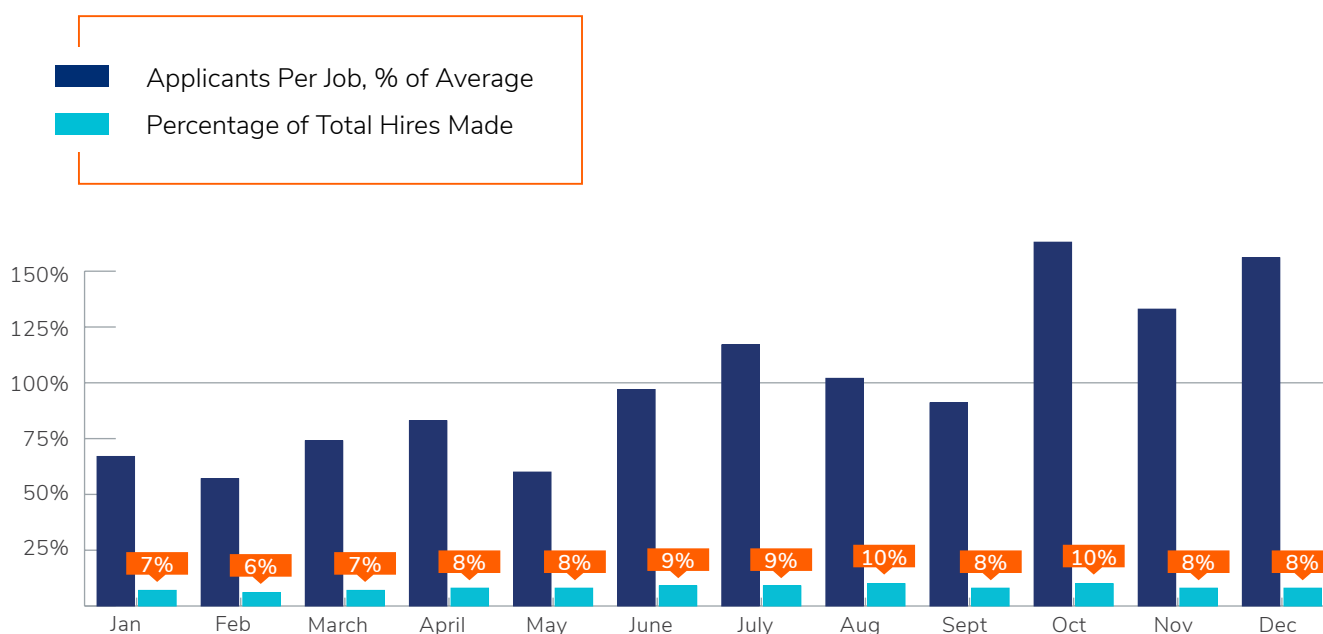
# Automotive Industry

## BENCHMARK DATA

- **Views Per Job:** 789
- **Applicants Per Job:** 34
- **Applicants Per Hire:** 131
- **Average Days to Contact:** 3.2
- **Average Days to Contact Hire:** 2.9
- **Average Days to Hire:** 16.6

## THE BEST TIME TO HIRE

For automotive businesses, the second half of the year saw far more applicants than the first half, with applicant volume peaking in **October** and remaining strong through Q4. This coincided with increased hiring by employers during that same period.



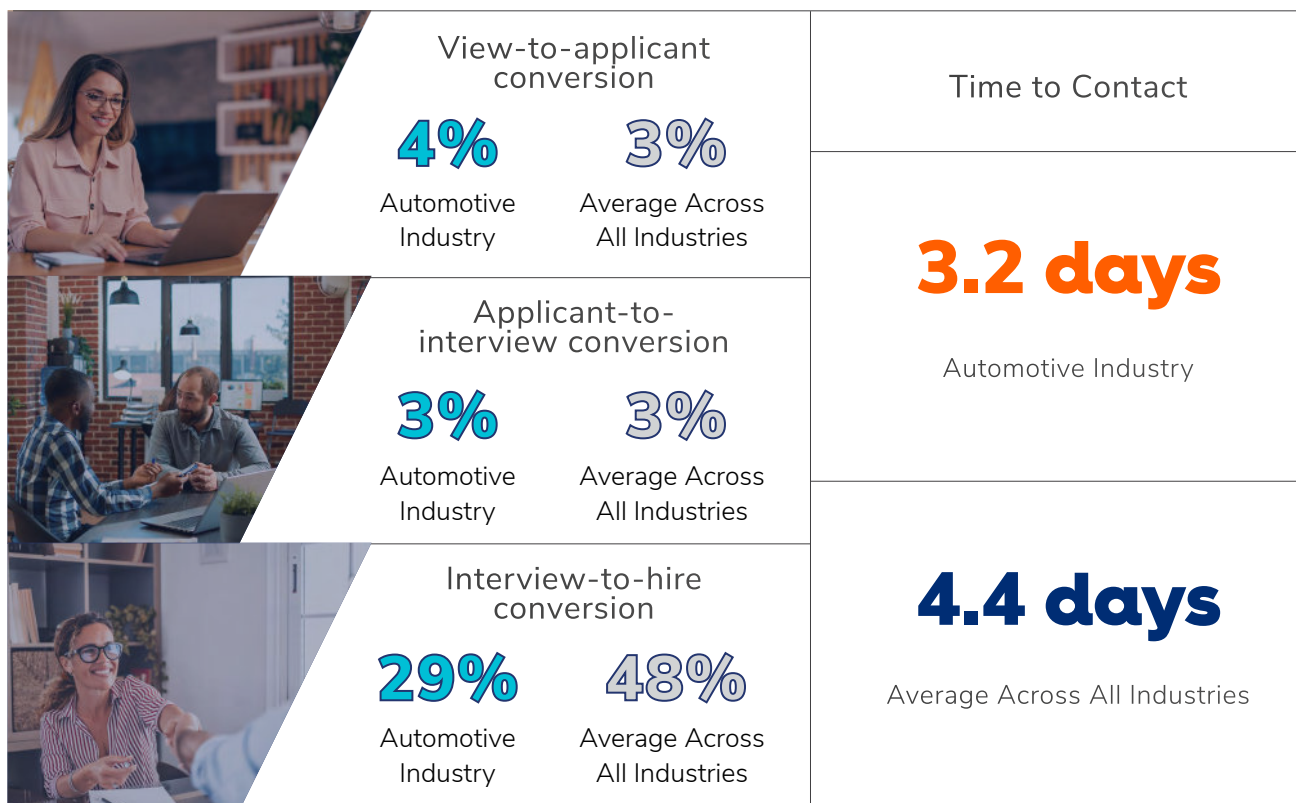
## APPLICANT SOURCES

Job boards produce 65% of applicants and 47% of hires, which is certainly significant for employers. Compare that to sources that bring in fewer applicants, but result in hires at an outsized rate – like company careers pages, which account for only 6% of applicants, but 15% of hires. Referrals also bring in 2% of applicants, but 13% of hires. Referrals also bring in 2% of applicants, but 13% of hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	65%	17%	6%	10%	2%
% of Hires	47%	8%	15%	16%	13%
% of Applicants Hired	1%	<1%	2%	1%	5%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ A 29% interview-to-hire conversion rate is one of the lowest in our study. Automotive employers should **focus on evaluating candidates more thoroughly earlier in the hiring process** – through pre-screen questions, phone screens, or assessments – so that you're only inviting qualified candidates to interview. An [applicant tracking system like CareerPlug](#) can automate this kind of top-of-funnel candidate screening for you.
- ➔ Automotive employers found success in hiring outside the major job boards (e.g. Indeed, LinkedIn, etc.) by recruiting heavily from **employee referrals** and posting their jobs to **custom sources**, such as Craigslist and sending referral email campaigns to their existing customer base.
- ➔ Company [careers pages](#) have proven to be a great source of high-quality applicants in this industry. **Automotive businesses should focus on employer branding** on their careers pages to attract candidates by giving them a sense of what they can expect from the job, your company culture, and why your business is a great place to work.



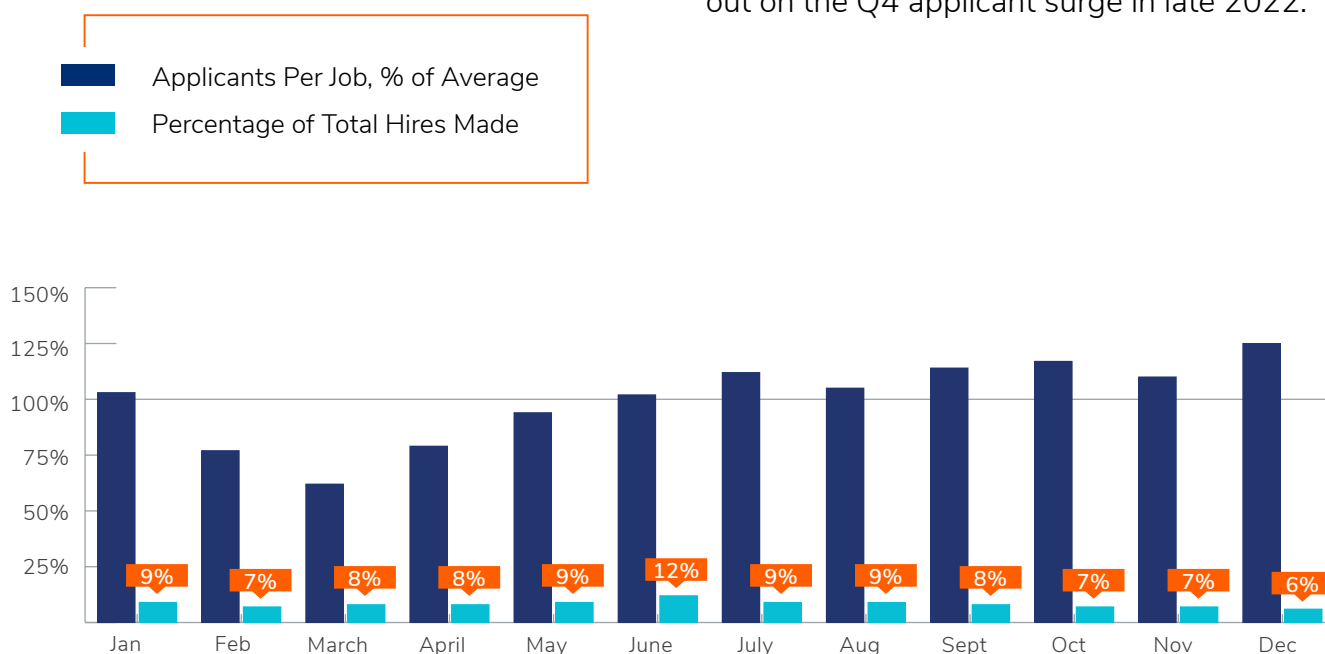
# Cleaning Services Industry

## BENCHMARK DATA

- **Views Per Job:** 1877
- **Applicants Per Job:** 66
- **Applicants Per Hire:** 154
- **Average Days to Contact:** 3.5
- **Average Days to Contact Hire:** 1.9
- **Average Days to Hire:** 14.4

## THE BEST TIME TO HIRE

Job postings in the cleaning services industry received the highest number of applicants in **December**, ending a Q4 that brought in the majority of applicants for the year. Cleaning service employers, however, made most of their hires during the summer months (June through August), so many may have missed out on the Q4 applicant surge in late 2022.



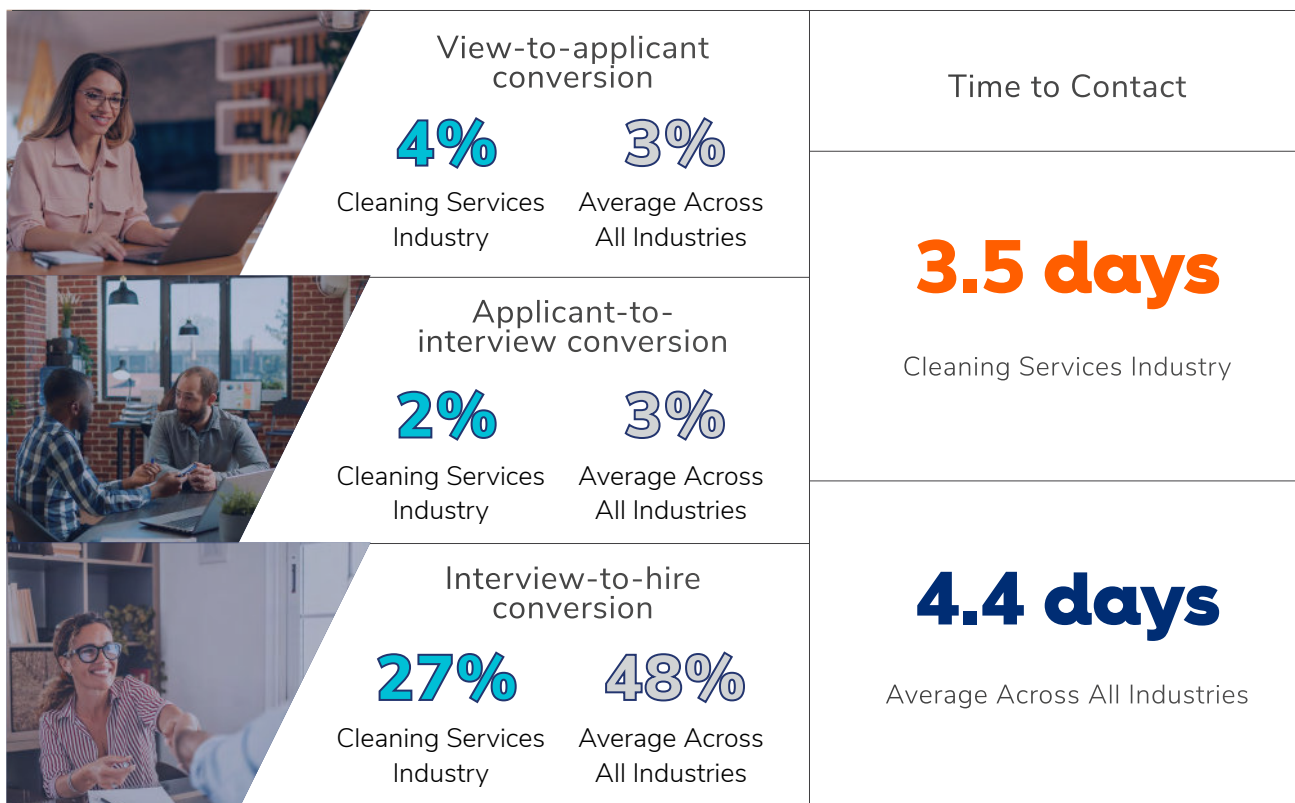
## APPLICANT SOURCES

Job boards produce the majority of applicants (74%), but produce a little less than half of all hires. Compare that to custom sources, which account for only 5% of applicants, but a whopping 23% of hires, or referrals, which brought in just 2% of applicants, but 8% of hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	74%	12%	7%	5%	2%
% of Hires	47%	11%	11%	23%	8%
% of Applicants Hired	<1%	1%	1%	3%	3%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ In 2022, cleaning service employers struggled to convert interviews into hires. With an interview-to-hire conversion rate of just 27%, it's the lowest of any industry in our study. Our advice: focus on **sourcing higher quality candidates and vetting them earlier in the hiring process using [pre-screen questions](#) and assessments.**
- ➔ Custom sources have proven to be a highly successful recruiting method for this industry. Employers found success posting on local job boards and Craigslist, but the most effective custom source of all was **referral emails to customers**. Cleaning services businesses should consider emailing their customers to let them know when they're hiring, as it's proven to be a great source of high-quality applicants in this industry.
- ➔ Cleaning service businesses are underutilizing an untapped source of high-quality applicants: [company careers pages](#), which brought in 11% of hires. We know that company careers pages can be an effective source to entice the best candidates to apply. **Invest more effort into creating and sharing careers pages that show off the benefits of working for you.** Pair it with other recruiting methods like referral emails to customers and this source can be a game-changer for businesses struggling to find high-quality applicants.

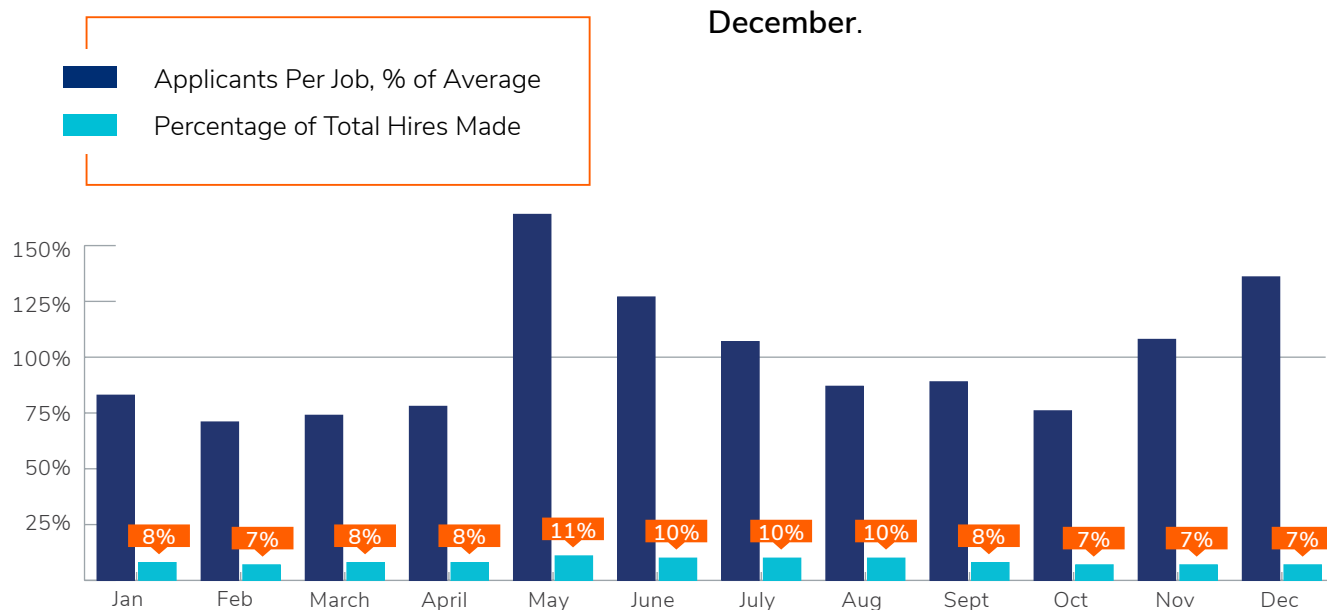
# Education & Childcare Industry

## BENCHMARK DATA

- **Views Per Job:** 1747
- **Applicants Per Job:** 42
- **Average Days to Contact:** 4
- **Average Days to Contact Hire:** 2.3
- **Average Days to Hire:** 18

## THE BEST TIME TO HIRE

Education and childcare hiring in 2022 reflected normal seasonality for this industry. The end of the school year saw applicant volume skyrocket in **May** and remain high through July, which coincided with an increase in hiring by employers. There was another uptick in applicant volume in **December**.



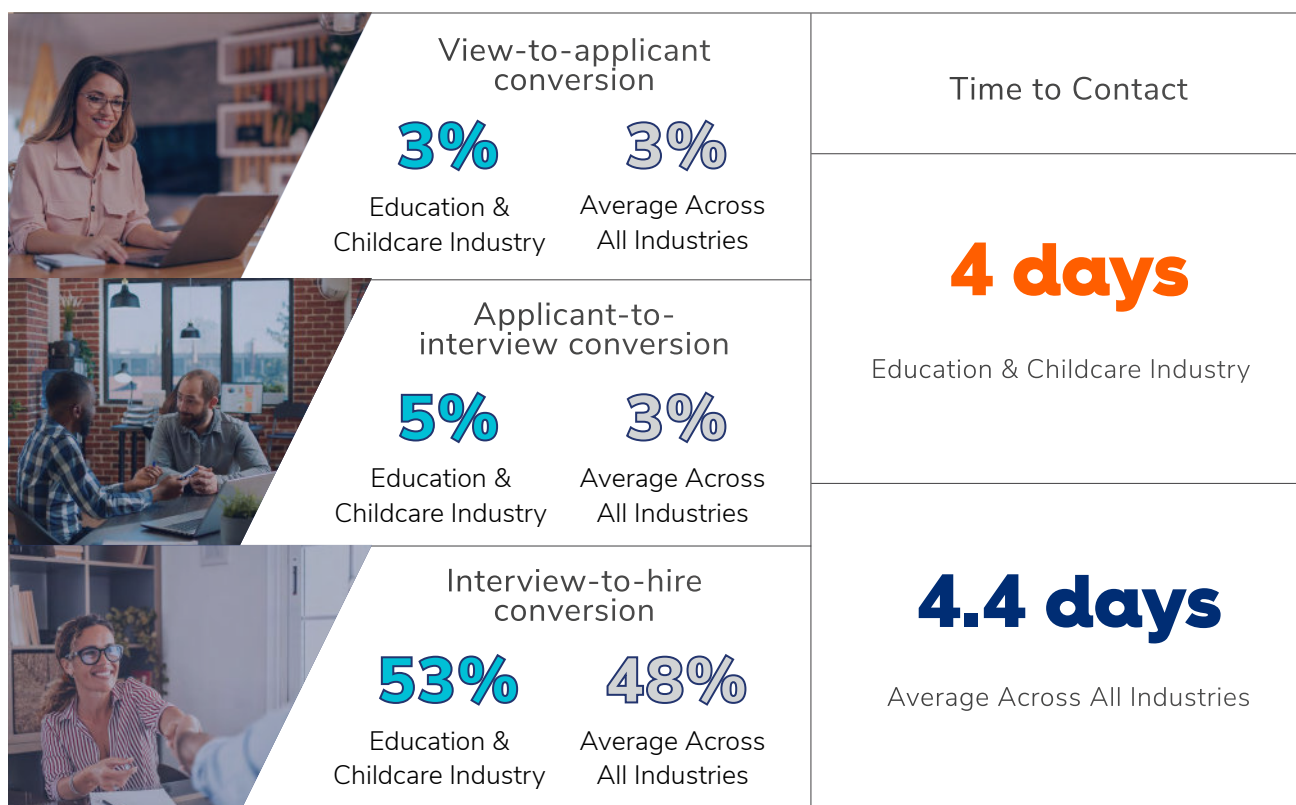
## APPLICANT SOURCES

This industry has more success with **sponsored job ads** on major job boards (like Indeed and ZipRecruiter) than any other industry in our study. At the same time, the organic (non-sponsored) job postings on those same job boards produce the fewest applicants among our industries. Still, **careers pages** and **custom sources** continue to be better sources for candidates that convert to hires at a much higher rate.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	36%	33%	11%	18%	3%
% of Hires	19%	21%	22%	27%	11%
% of Applicants Hired	2%	2%	6%	4%	13%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ Education and childcare employers in our study turned to sponsoring job ads in 2022 as part of their recruiting strategy, which makes sense in an industry so impacted by a lack of qualified candidates. But even though this strategy resulted in an increase in applicants and hires from sponsored ads specifically, if you look at the aggregate total of those applicants plus the applicants received from organic job board postings, it ends up being on par with results seen by other industries, just broken out differently.
- ➔ Our advice for employers in this industry is to **broaden your applicant pool to ensure you're not relying only on the job boards – whether through organic or sponsored posts – for applicants**. For example, one consistent source of high quality applicants across all industries is [referrals](#). Ask your employees and customers for referrals to get better results in your next round of hiring.
- ➔ Focus your efforts on **improving your employer brand online**. Since company career pages yield 22% of hires, it's important to ensure that you have an [attractive careers page](#) that results in more applications from high-quality talent. Similarly, custom links provide an effective source of hires, so make sure your jobs are posted in places like industry-specific job boards or local university job boards.



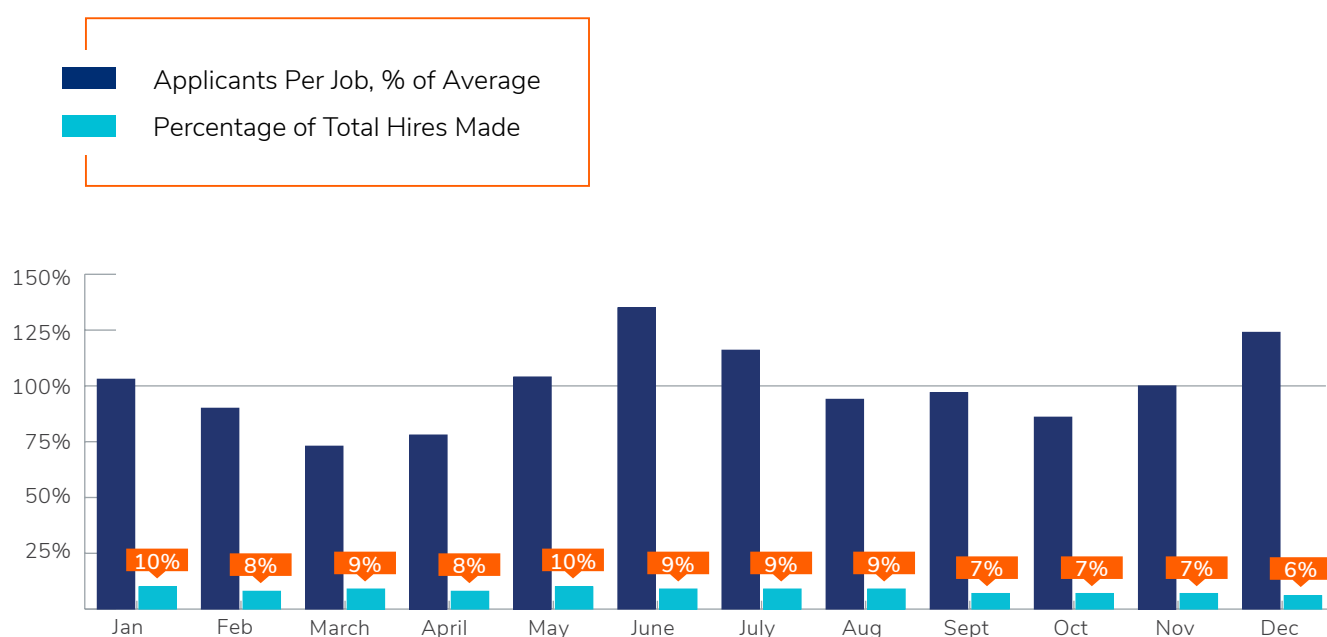
# Fitness Industry

## BENCHMARK DATA

- **Views Per Job:** 4766
- **Applicants Per Job:** 64
- **Applicants Per Hire:** 107
- **Average Days to Contact:** 7.8
- **Average Days to Contact Hire:** 5.5
- **Average Days to Hire:** 22.2

## THE BEST TIME TO HIRE

In years past, our studies showed that the fitness industry saw most of its applicants in January. But in 2022, applicant volume picked up over the summer months instead – with an initial spike in volume occurring in **June** and another spike coming in **December**.



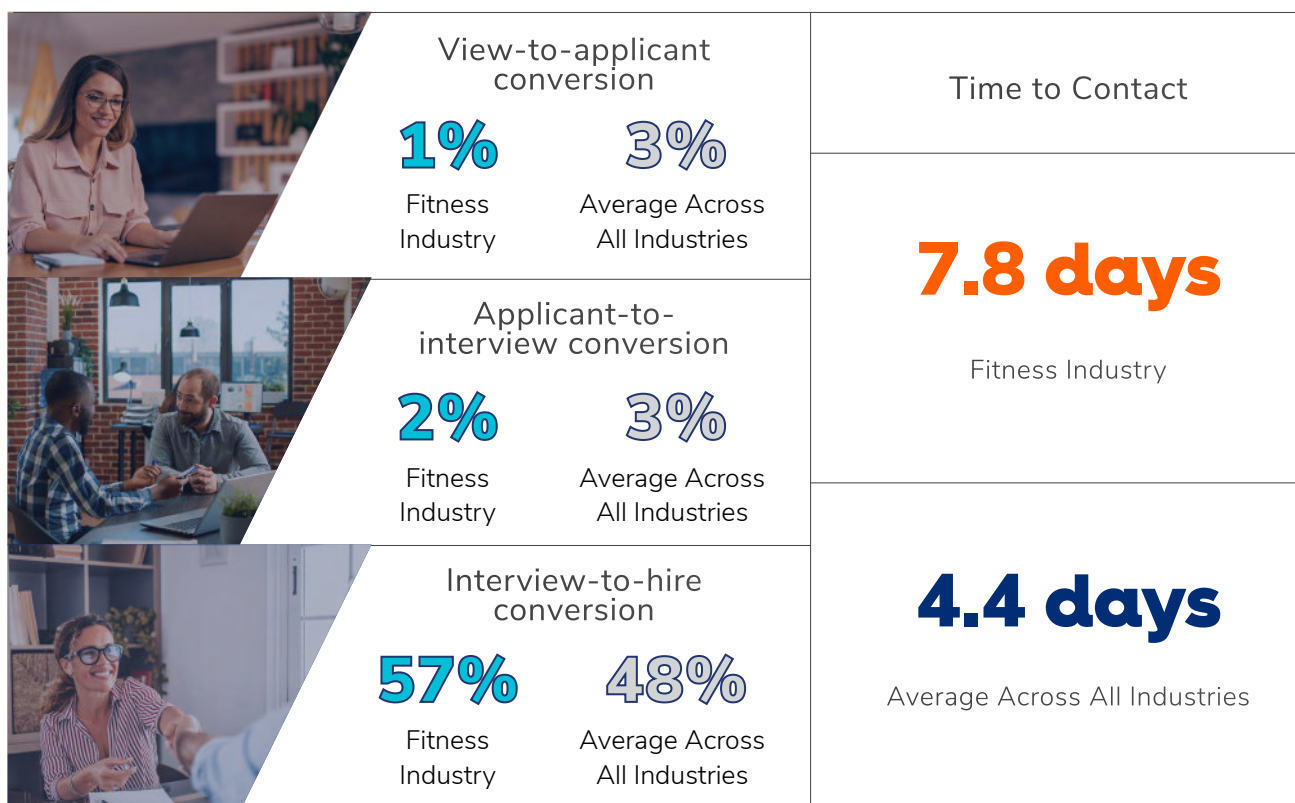
## APPLICANT SOURCES

**Company careers pages** are responsible for 38% of all hires despite only bringing in 20% 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 41% of hires overall. Fitness employer careers pages remain among 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%	3%	20%	3%	3%
% of Hires	41%	3%	38%	7%	12%
% of Applicants Hired	1%	1%	2%	3%	5%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ 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.
- ➔ One underutilized source of high quality applicants is referrals. Like careers page applicants, **referrals convert to hires at a very high rate.** Create an [employee referral program](#) that incentivizes your current employees to recruit from their own networks. You can also prospect your customers for referrals. Consider emailing your customers to let them know when you're hiring and including a link to your careers page that they can easily share with others.
- ➔ 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. Consider using [automated interview scheduling](#) or [text recruiting](#) to speed up your contact times and avoid losing quality applicants to competitors.

# Healthcare Industry

## BENCHMARK DATA

- **Views Per Job:** 688
- **Applicants Per Job:** 12
- **Applicants Per Hire:** 54
- **Average Days to Contact:** 3.9
- **Average Days to Contact Hire:** 3.3
- **Average Days to Hire:** 17.8

## THE BEST TIME TO HIRE

Like many industries in our study, healthcare saw the most applicant activity in Q4, with applicant volume rising rapidly and peaking in **October** and remaining strong throughout the remainder of the year. However, hiring activity by employers remained fairly consistent throughout the year.



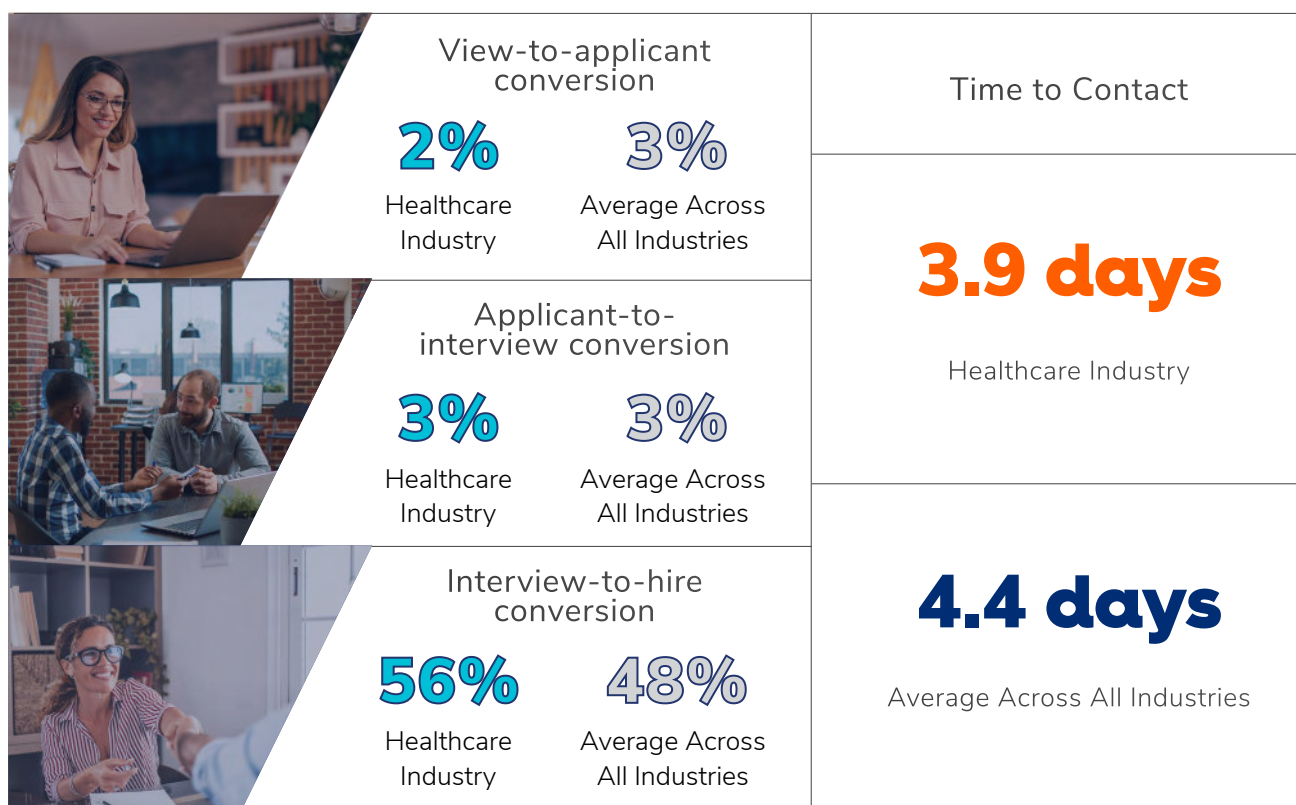
## APPLICANT SOURCES

Custom sources are very effective channels for recruiting high-quality candidates in the healthcare industry. **Healthcare companies receive 20% of their applicants from custom sources but a whopping 29% of hires.** In 2022, our clients made use of custom sources such as industry-specific job boards like [myCNAjobs](#), local and state government job boards, career fairs, and referral programs for employees and customers.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	51%	21%	6%	20%	2%
% of Hires	37%	12%	13%	29%	10%
% of Applicants Hired	1%	1%	4%	3%	10%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ Our healthcare clients (largely [home healthcare businesses](#)) typically see a lower-than-average number of applicants per job, likely because the field is more specialized than our other industries. In 2020, healthcare employers averaged 32 applicants per job posting; in 2021, that number dropped to just 14 applicants per job posting; and in 2022, job postings now receive just 12 applicants per job.
- ➔ Because of the low applicant-per-job rate, it's important for home healthcare businesses to **contact applicants quickly** (using [automated interview scheduling software](#) can help you engage your applicants earlier in the process) and **create a great candidate experience** to get more candidates to say yes to your offers. The data shows that home healthcare employers contact candidates within 3.9 days – we suggest contacting within 48 hours. An [ATS like CareerPlug](#) can automate this fast candidate outreach for you.
- ➔ Healthcare employers should take the time to **explore niche applicant sources**: industry-specific job boards, local and university job boards, and in-person events like career fairs. CareerPlug integrates with two major home healthcare industry job boards – [myCNAjobs](#) and the [Home Care Association of America](#) – which means that with just one click, your jobs are automatically distributed where the best applicants are searching.



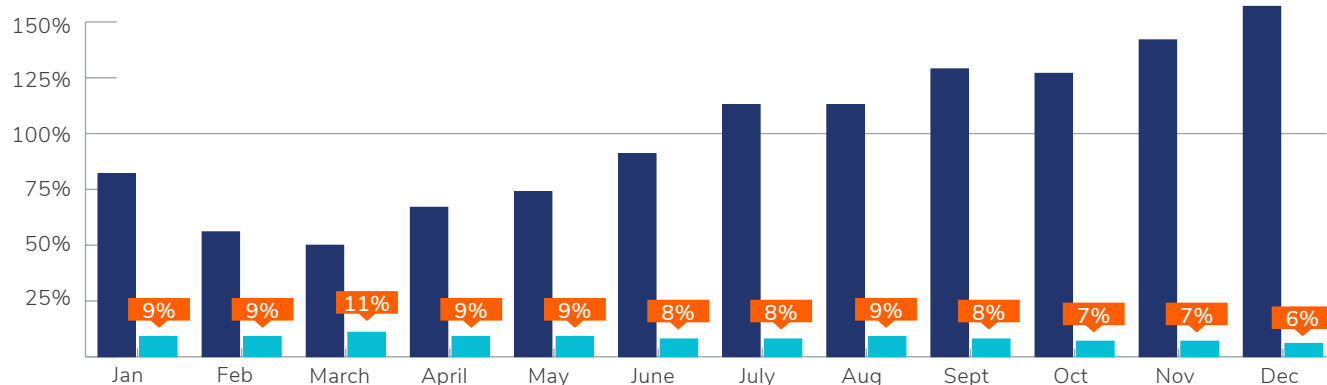
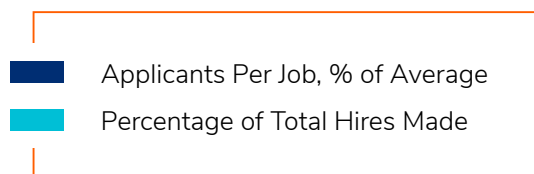
# Home & Commercial Services Industry

## BENCHMARK DATA

- **Views Per Job:** 2308
- **Applicants Per Job:** 48
- **Applicants Per Hire:** 146
- **Average Days to Contact:** 4.2
- **Average Days to Contact Hire:** 2.3
- **Average Days to Hire:** 17

## THE BEST TIME TO HIRE

Home & commercial services job postings received the most applicants in the second half of the year, with applicant volume peaking in **December**. However, December was also the month when employers were slowing down hiring and as a result, they may have missed out on that heightened applicant activity.



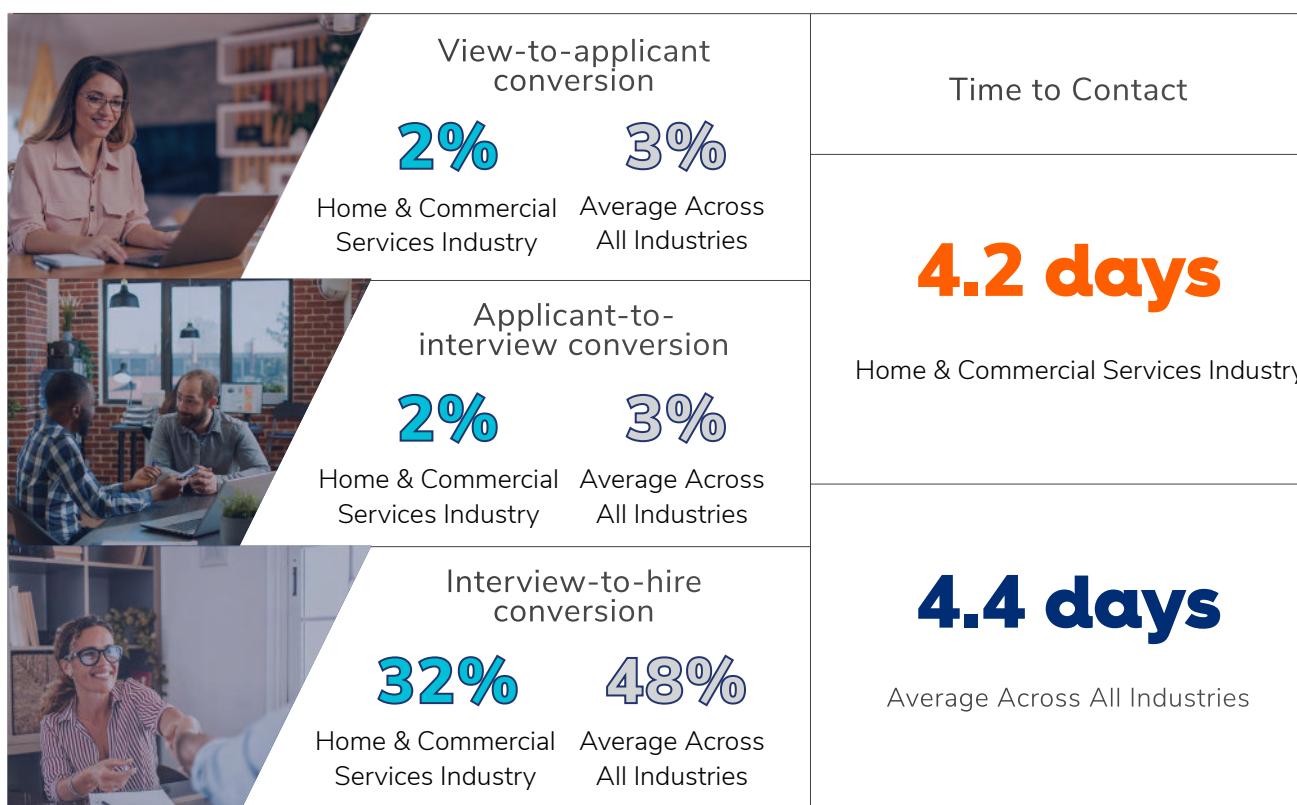
## APPLICANT SOURCES

Job boards may bring the largest share of applicants at 67%, but just 40% of hires. Compare that to custom sources, which bring in just 8% of applicants, but a whopping 24% of all hires, or referrals, which bring in 2% of applicants, but an outsized 8% of hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	67%	11%	12%	8%	2%
% of Hires	40%	11%	17%	24%	8%
% of Applicants Hired	1%	1%	1%	2%	4%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ Home & commercial services employers have below average conversion rates throughout the hiring funnel, with an interview-to-hire conversion rate lower than most industries in our study.
- ➔ One explanation for the low applicant conversion rates is that this is an industry that suffers from a high rate of low-quality applicants and [candidate ghosting](#) as job seekers drop out of the process after applying or interviewing. You can help increase conversion rates by **reaching out to high-quality applicants quickly** to engage them earlier in the hiring process. Using an [automated interview scheduling software](#) can help, along with [text recruiting](#). The goal is to identify quality talent quickly and engage them before your competition scoops them up.
- ➔ Major job boards like Indeed and ZipRecruiter are a great source for applicants, but employers in this industry see great success by **diversifying their applicant sources** to include company careers pages, employee referrals, and custom sources such as local and state government job boards, college job boards, Facebook groups, Craigslist, as well as sending referral emails to customers.

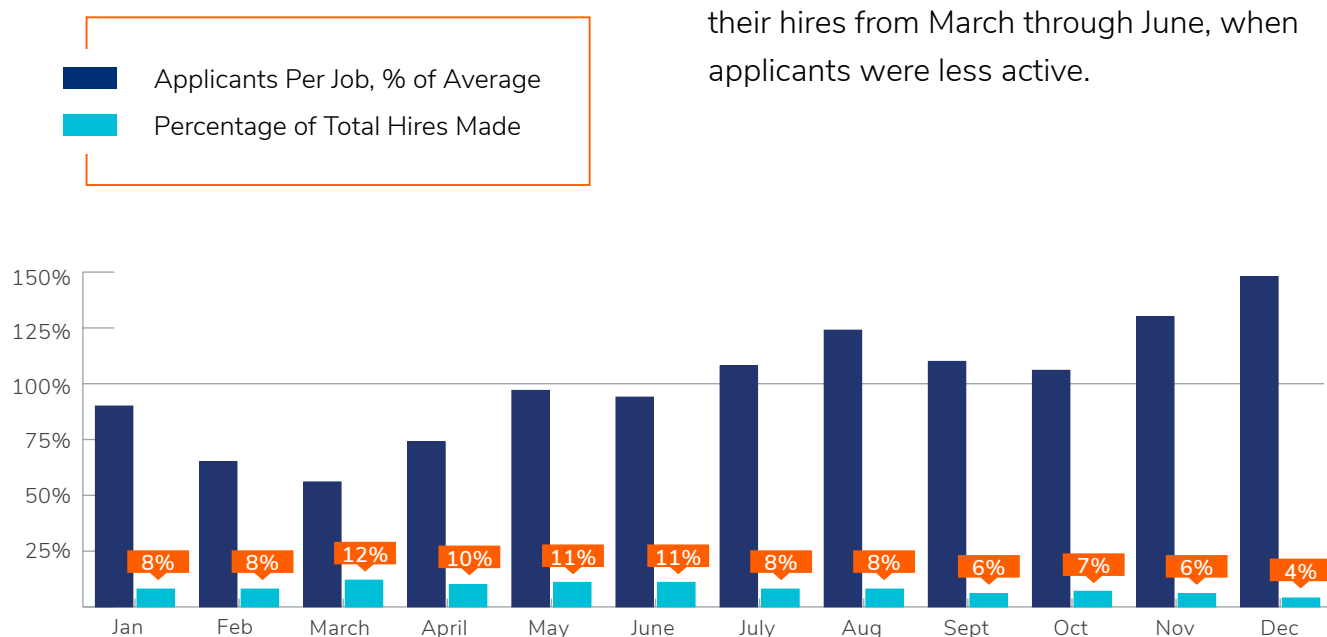
# Hospitality, Entertainment, & Recreation Industry

## BENCHMARK DATA

- **Views Per Job:** 2035
- **Applicants Per Job:** 66
- **Average Days to Contact:** 4.3
- **Average Days to Contact Hire:** 3
- **Average Days to Hire:** 13.5

## THE BEST TIME TO HIRE

Employers and applicants in this industry were not on the same page in 2022. Job postings received the most applicants in the second half of the year, with applicant volume peaking in **December**. However, employers in this industry missed out on this high applicant flow, making most of their hires from March through June, when applicants were less active.



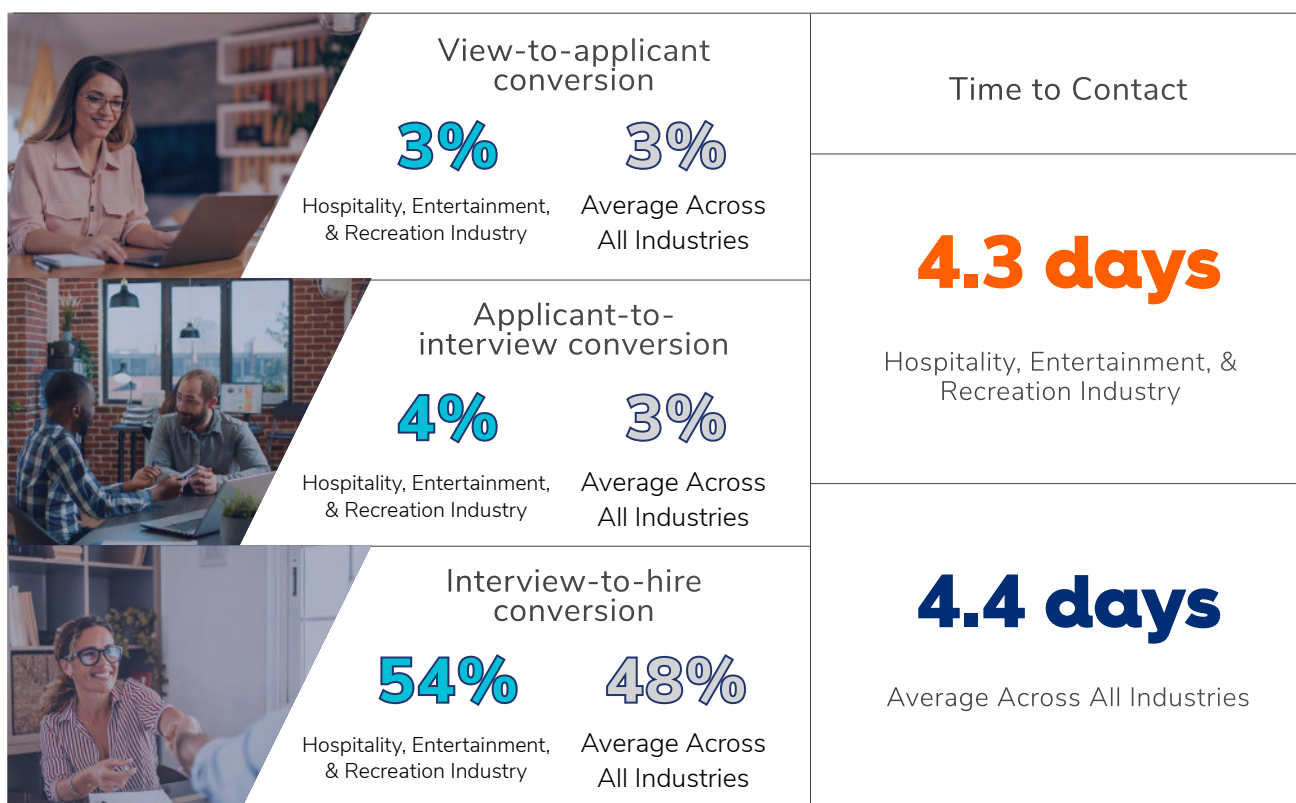
## APPLICANT SOURCES

While job boards bring in 71% of applicants total, they account for just 25% of hires. Compare this to company careers pages, which bring in only 11% of applicants, but 27% of all hires. Custom sources bring in only 5% of applicants, but a whopping 26% of hires. Referrals also perform well in this industry, bringing in 17% of hires from just 4% of applicants.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	71%	9%	11%	5%	4%
% of Hires	25%	5%	27%	26%	17%
% of Applicants Hired	1%	2%	6%	14%	11%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ While employers in this industry could never quite get the timing right on peak applicant volume, they still enjoyed a high number of applicants per job and required a lower number of applicants to make a hire, making this an industry that favored employers in 2022. In fact, conditions were so favorable for these employers that they were one of the quickest to hire in our study, making a hire within 13.5 days on average.
- ➔ Job boards may not produce the kinds of results you're hoping for. Instead, businesses should **focus on the biggest drivers of hires** – [company careers pages](#), **employee referrals**, and **custom sources**, such as local and university job boards, career fairs, and referral emails to customers.
- ➔ In 2022, employers in this industry were quicker to contact applicants than in years past, responding to applications within 4.3 days. Last year, these same employers took 6.9 days to contact applicants. In 2023, you'll want to move fast before your competition scoops up quality candidates. Try [text recruiting](#) to communicate with candidates faster and [automated interview scheduling](#) to move them along your hiring process. An applicant tracking system like CareerPlug can help with both.

# Personal Care Industry

## BENCHMARK DATA

- **Views Per Job:** 1527
- **Applicants Per Job:** 41
- **Applicants Per Hire:** 70
- **Average Days to Contact:** 4
- **Average Days to Contact Hire:** 2.5
- **Average Days to Hire:** 16.5

## THE BEST TIME TO HIRE

Applicant volume was a bit of a roller coaster in 2022 for personal care – the only industry in our study without a consistent pattern or seasonality. That said, our data shows that applicant volume peaked in **February**. Employers, on the other hand, remained relatively consistent with their hiring patterns throughout the year.



## APPLICANT SOURCES

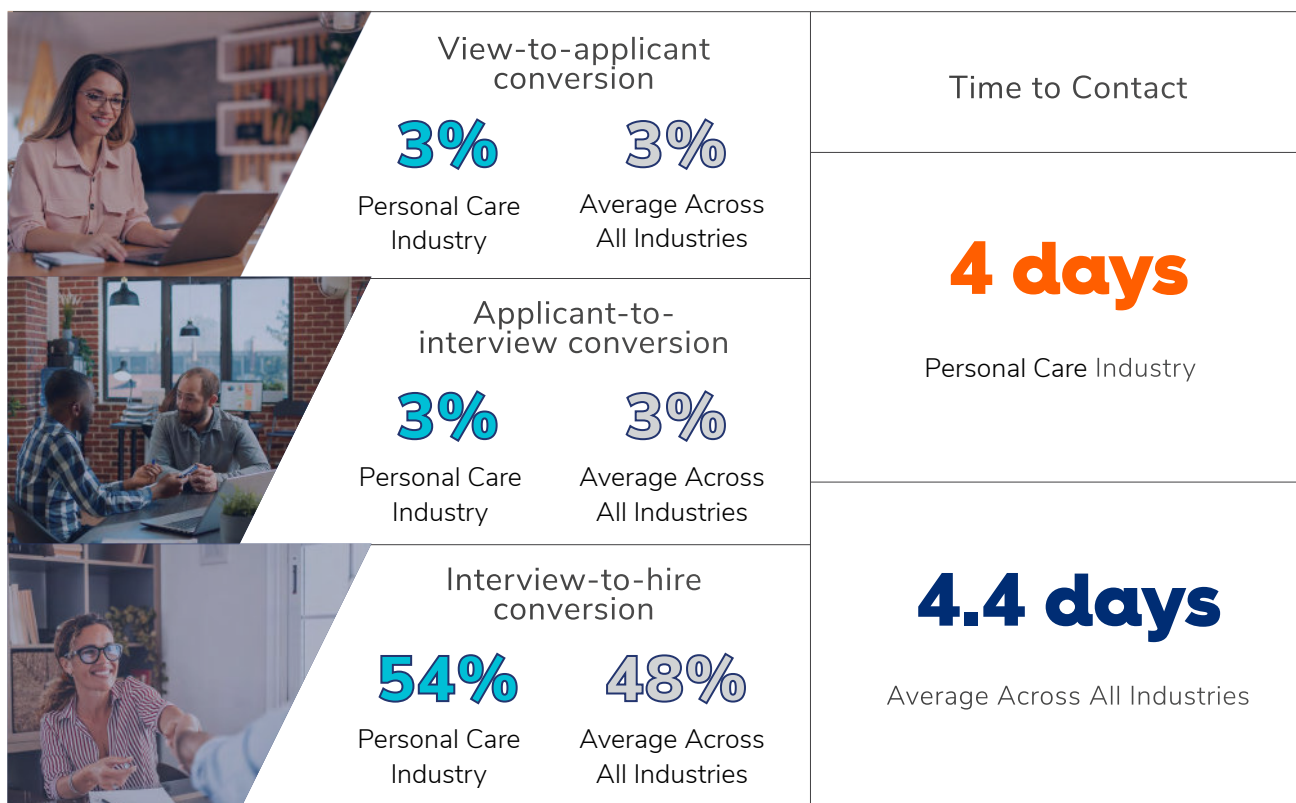
Employers in the personal care industry benefited from diversifying their applicant sources in 2022, finding a relatively consistent percentage of hires from job boards (33%), company careers pages (31%), and custom sources (21%) such as local and community job boards. This proves that while major job boards produce the most total applicant volume, they aren't as efficient at producing applicants that turn into hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	58%	6%	29%	5%	2%
% of Hires	33%	4%	31%	21%	12%
% of Applicants Hired	1%	1%	2%	7%	8%

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



## KEY METRICS



## KEY TAKEAWAYS

- ➔ Job boards may produce the majority of applicants, but personal care employers can expect to get only 33% of their hires from this source. Diversify your applicant sources to decrease your reliance on the job boards. **Custom sources such as local and community job boards would be a great place to start** – in this industry, sources like these produce only 5% of applicants, but 21% of hires.
- ➔ Personal care employers also reported success from **referral email campaigns** to customers. If you already have a mailing list to market your services to customers, you already have an audience that loves your brand. Take this opportunity to market your [employer brand](#) to them as well.
- ➔ Company careers pages are a huge driver of applicants and hires overall for this industry. Applicants who take the time to research a company on their careers page tend to be the most motivated candidates and are more selective about where they choose to apply. Personal care employers should **invest the effort into creating attractive and compelling [careers pages](#)** to entice these high-quality candidates to apply.

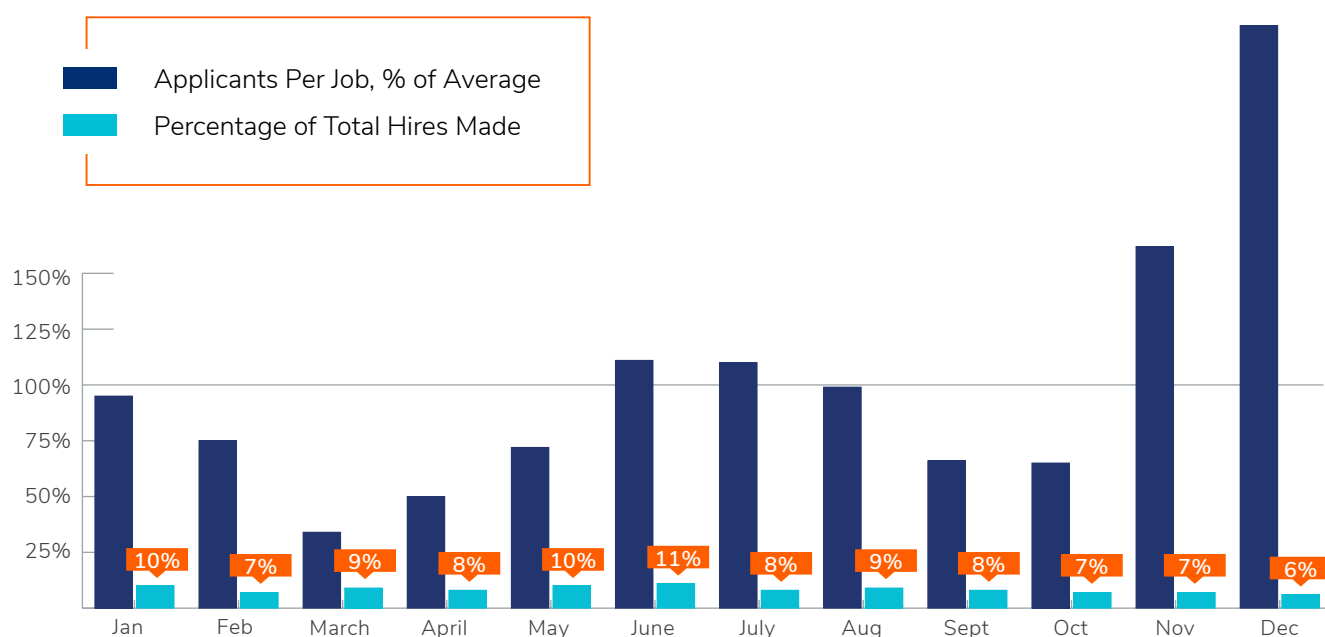
# Restaurant & Food Service Industry

## BENCHMARK DATA

- **Views Per Job:** 1283
- **Applicants Per Job:** 29
- **Applicants Per Hire:** 51
- **Average Days to Contact:** 4.1
- **Average Days to Contact Hire:** 2.4
- **Average Days to Hire:** 17.5

## THE BEST TIME TO HIRE

**December** was definitely the best month to hire in 2022 for the restaurant industry, with applicant volume reaching an astounding 261% of the average for the year. November was the next best month to hire, with 162% of the average. Time will tell if the end-of-year applicant surge will continue into 2023.



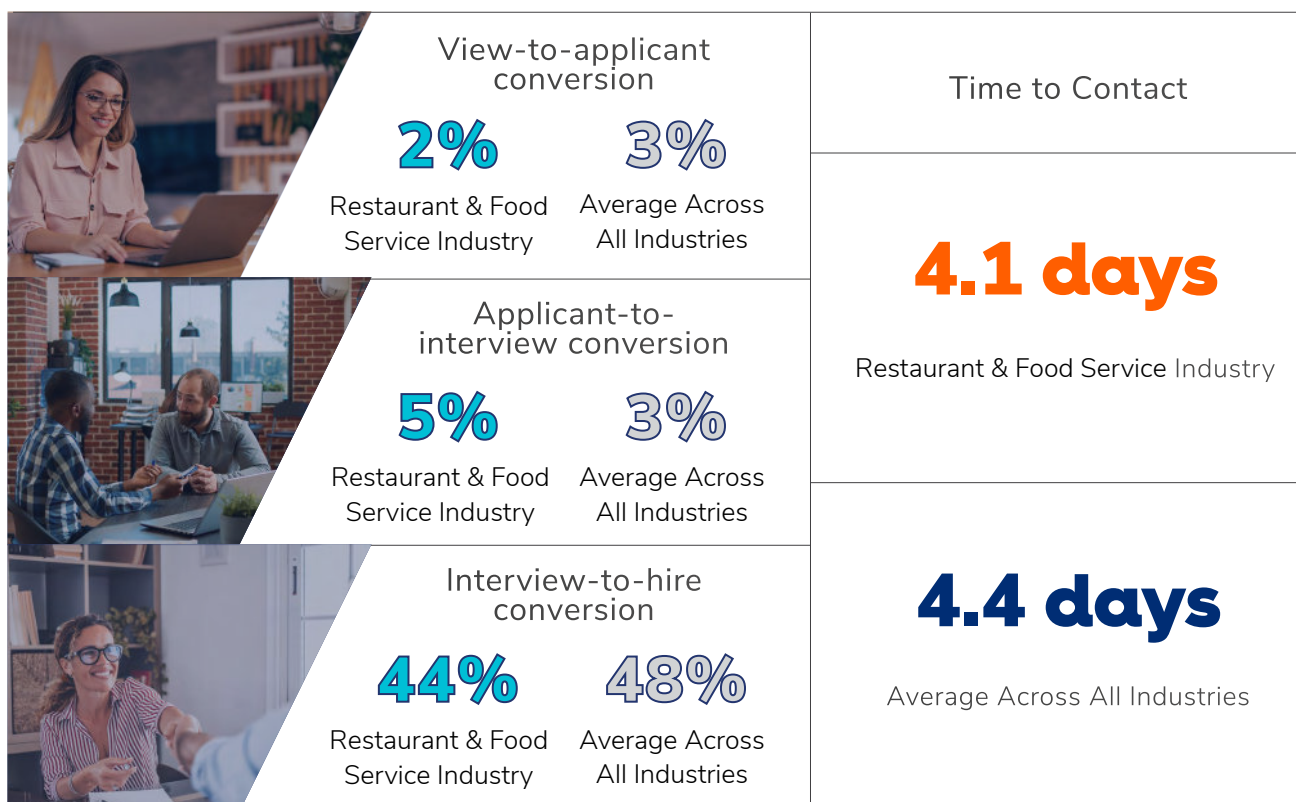
## APPLICANT SOURCES

Year after year, company careers pages consistently produce high-quality candidates for restaurants. While bringing in only 17% of applicants, company careers pages account for 35% of hires. Compare that to the major job boards, which bring in the vast majority of applicants (71%), but just 29% of total hires. Custom sources and referrals also bring in fewer applicants, but they convert to hires at much higher rates than job boards.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	71%	5%	17%	3%	4%
% of Hires	29%	4%	35%	13%	18%
% of Applicants Hired	1%	2%	5%	11%	10%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ Restaurant company careers pages are the primary driver of high-quality candidates and hires. This isn't surprising, as this is an industry where your customers and your potential employees have significant overlap, especially in quick-serve and fast-casual dining. People who know and love your brand will be motivated to apply to your business when they're on the job market. Make sure you're prepared to capture that inbound traffic by **having an accessible and attractive [careers page](#)** where your customers can easily find available jobs.
- ➔ [Custom sources](#) were another source of high-quality applicants that turned into hires for this industry, including **Craigslist, Facebook groups, and referral emails to customers**.
- ➔ In 2022, restaurant employers were great at converting applicants into interviews, but were **not** as effective at converting interviews into hires. This can happen when businesses are faced with an influx of low-quality applicants or [candidate ghosting](#). We recommend that employers **be more selective about the applicants you invite to interview**. Add pre-screen questions and assessments earlier in your application process to better [evaluate candidates](#). You might also consider using [automated interview scheduling](#) to keep candidates engaged throughout the hiring process and reduce candidate ghosting.

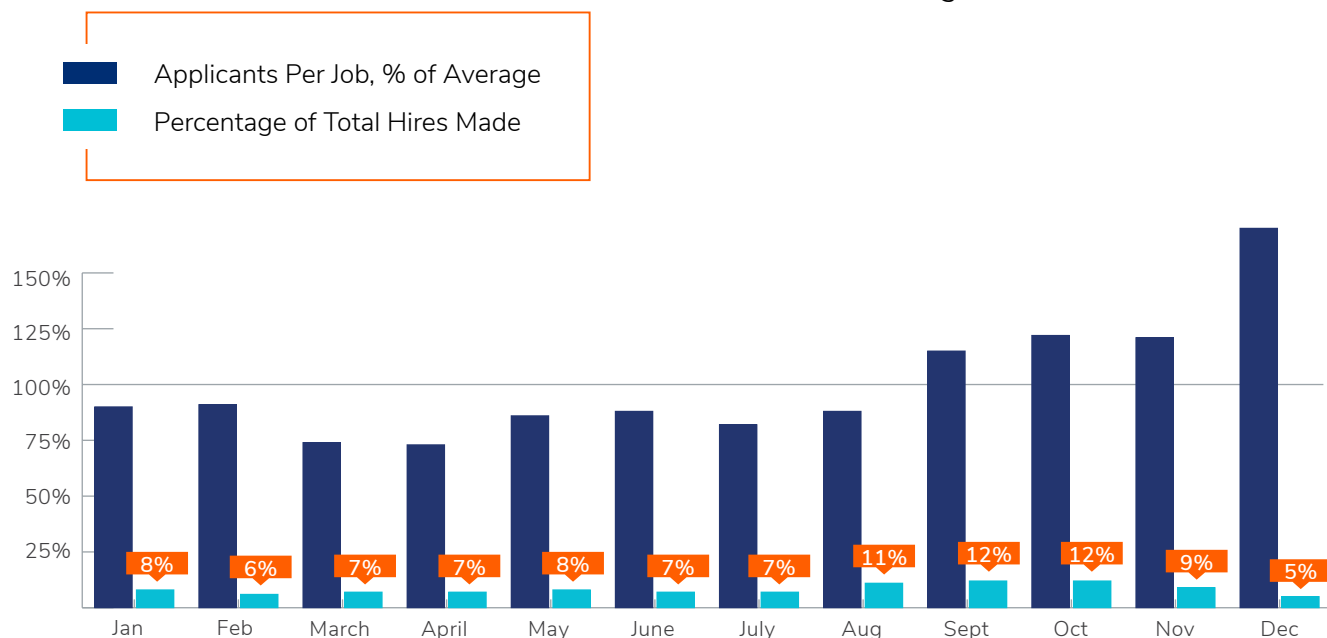
# Retail Industry

## BENCHMARK DATA

- **Views Per Job:** 1266
- **Applicants Per Job:** 54
- **Applicants Per Hire:** 54
- **Average Days to Contact:** 5.4
- **Average Days to Contact Hire:** 3.8
- **Average Days to Hire:** 17.6

## THE BEST TIME TO HIRE

Retail employers and applicants were mostly on the same page in 2022, with applicant volume picking up in September, which coincided with an increase in employer hiring activity. However, there was one point of mismatch – the best month for applicant volume was **December**, but employers began to decrease hiring in that same month.



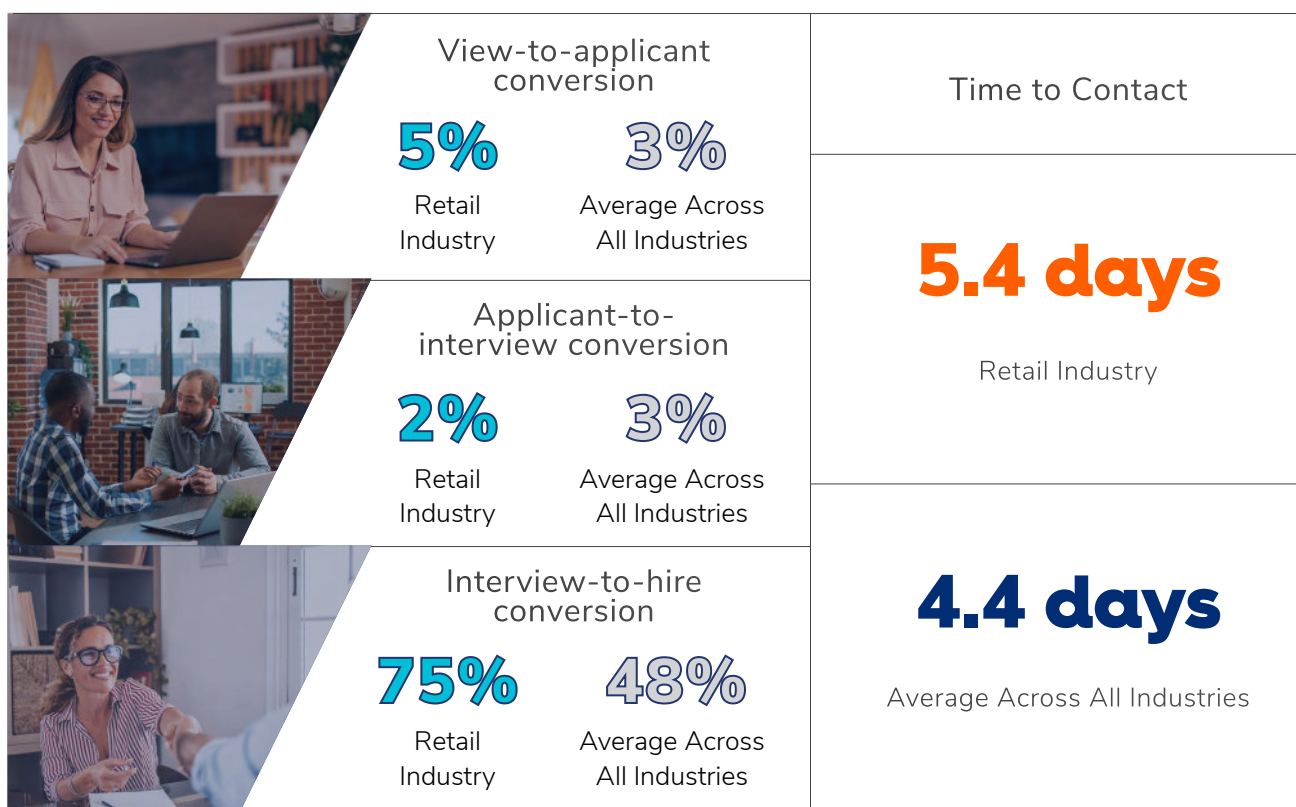
## APPLICANT SOURCES

Job boards produce the vast majority of applicants (70%), but just 42% of hires. Meanwhile, company careers pages account for just 11% of applicants, but 28% of hires – a great ROI for retail recruiting. Equally as impressive: Candidates who apply from employee referrals make up only 3% of applicants, but 15% of hires.

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM SOURCE*	REFERRAL
% of Applicants	70%	8%	11%	8%	3%
% of Hires	42%	3%	28%	14%	15%
% of Applicants Hired	1%	1%	5%	4%	9%

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

## KEY METRICS



## KEY TAKEAWAYS

- ➔ Retail sees a high view-to-applicant conversion rate, but a low applicant-to-interview conversion rate. Businesses that struggle to convert applicants into interviews despite having a high volume of applicants are likely receiving unqualified applicants in the first place. Focus your efforts on **pre-screening candidates through questions and assessments** early in the application process.
- ➔ Another factor that may be contributing to a low applicant-to-interview conversion rate is an increase in **candidate ghosting** – when candidates stop responding to businesses after submitting an application and drop out of the hiring process without explanation. **Consider using automated interview scheduling** to instantly engage high-quality candidates early in the hiring process, while also identifying unengaged applicants you shouldn't waste your time on.
- ➔ Careers pages and referrals are huge drivers of hires for retail businesses. **Make sure your careers page is engaging** (e.g. showcase **employee testimonials** or create a brand employment video). Create an **employee referral program** that incentivizes your current employees to recruit from their own networks. You can also prospect your customers for referrals. Try emailing your customers to let them know when you're hiring and including a link to your careers page that they can easily share with others.





# How to Improve Your Hiring in 2023

2022 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](#).

**SAFE SPLASH** (SwimLabs)  
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We help our swimmers be safer, compete smarter, feel confident, and enjoy a life-long love of the sport. Where you find the opportunity to truly make a difference. At Safe-Splash + SwimLabs, we do it every day! Life-saving skill, we're instilling a sense of pride and confidence in kids every day.

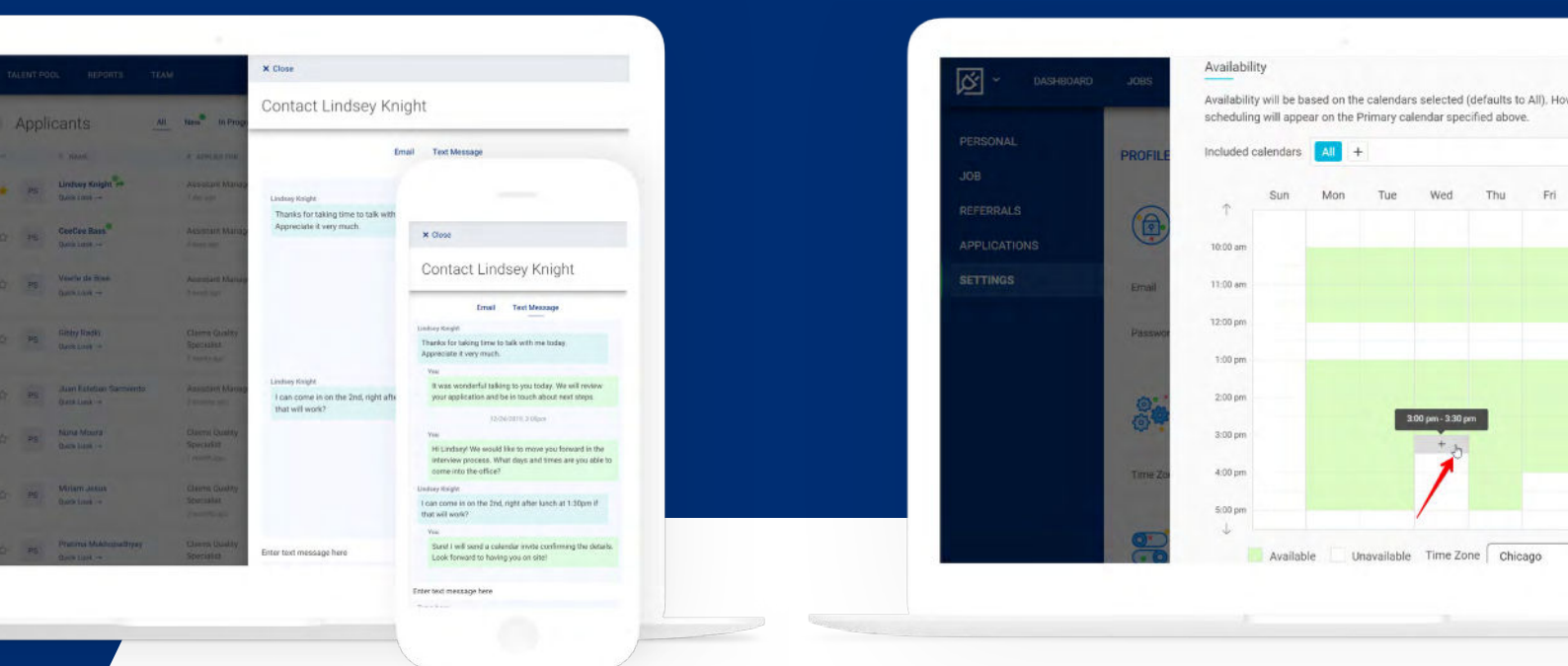
Love working with kids? Want to wear your flip-flops to work? Want to join the fastest growing swim school nation? Then we want YOU! We are actively recruiting professional individuals who will help us uphold the highest standards as possible at our schools across the nation. Join our swim family that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

## 2. 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.

## 3. Communicate with candidates faster.

Our data shows that over the last 3 years, small businesses have been speeding up their hiring processes as competition in the labor market increases. In 2023, 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.



## 4. Use hiring software with automations to reduce candidate ghosting.

One major pain point that employers reported in 2022 was an increase in [candidate ghosting](#) – when candidates stop responding to businesses after submitting an application and drop out of the hiring process without explanation. Candidate ghosting can lead to low applicant-to-interview conversion rates. Consider using [automated interview scheduling software](#) to instantly engage high-quality candidates early in the hiring process, while also identifying unengaged applicants you shouldn't waste your time on.



# 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 16,000 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.



[Get a demo of CareerPlug today](#) and speak with an expert about how we can help you hire better.

[www.careerplug.com](http://www.careerplug.com)

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