

It was not long ago that job seekers, not employers, held the power in the recruiting dynamic. However, the current job climate has caused a sudden dramatic and unexpected shift as the number of unemployed Americans changes by the day. In the months ahead, the unemployment rate will continue to fluctuate, with some experts predicting it surpassing 20% in 2020 and potentially topping out at 32%. As a result, the number of job applicants for some roles will increase tremendously.

The disruption happening globally is causing immediate and immense strain on job searches, recruiting systems, and talent acquisition processes. With less human-to-human interaction, text, video, chatbots, and other digital platforms are becoming commonplace for finding talent, and this shift is likely here to stay. As recruiters prepare to face more demanding hiring pressures than they've ever seen before, they must be armed with the right systems, tools, skills, and channels to ensure they're hiring the best candidate for the job.

Research Methodology

The 2020 Jobvite Job Seeker Nation Report was initially conducted in February 2020 and surveyed 1,500 employed adults and job seekers in the U.S. to better understand the realities, challenges, and preferences of today's workers.

With the unprecedented disorder caused by the COVID-19 response, Jobvite conducted a brief but critical follow-up survey of 1,500 job seekers in early April 2020. While American workers' attitudes toward their current jobs are very similar to those observed in February, job market perceptions have experienced a profound shift during the same period.

This report, which includes findings from Q1 and Q2 2020, will help job seekers and recruiting decision makers understand:



How job market perceptions have shifted from February to April 2020



The level of stress and job insecurity challenging today's workers



The impact of the current job market on salary and negotiations



How today's job seekers are finding jobs and applying for them



The benefits and perks that are expected in today's climate



The value of the candidate experience and company culture



Preferred communication and interview tactics and platforms



And additional market findings



What's this?

Throughout the report, you'll see sections with stats presented in light blue rectangles with this symbol in the upper left corner of the box. This indicates stats related to the impact of the COVID-19 pandemic.

If you have time to do some reading, then skip this section and jump right into it. But if you're a little more pressed for time, read on for key findings from the report as it relates to job seekers, employers, recruiters, and talent acquisition leaders.

Job Seekers

Amidst the current pandemic response, **the majority of job seekers, especially females, believe that finding a job is harder** [Page 4 >](#)

Workers today feel less secure in their positions and are **more worried about losing their jobs** [Page 4 >](#)

More than half of workers today are feeling stressed, and a **lack of money is causing many to go without food** [Page 5 >](#)

Despite the current job climate, job seekers are **still comfortable negotiating salaries** [Page 18 >](#)

Nearly half of workers are planning to have **a second source of income outside of their 9-5 jobs** [Page 25 >](#)

Employers

All employees, regardless of age group, **crave longevity from their employer** [Page 7 >](#)

The ability to work remotely is a great incentive for attracting top candidates [Page 12 >](#)

Employers will benefit from leveraging internal mobility tech and processes to identify existing employees who qualify for a new role or promotion [Page 28 >](#)

Recruiters and Talent Acquisition Leaders

Candidates are finding jobs through a variety of channels and **talent acquisition leaders need a comprehensive platform that provides visibility to candidate sourcing data** [Page 10 >](#)

Recruiters must revisit how they include **social media** in their recruiting process to attract, engage, and connect with job candidates [Page 10 >](#) | [Page 29 >](#)

Great communication from the recruiter and **an easy job application process** are the best ways to provide a positive experience for candidates [Page 11 >](#)

It's important to provide **a mobile-optimized application process** [Page 11 >](#)

Recruiters need to be armed with the right automation solutions to handle the rise in applications while still providing an unparalleled candidate and recruiter experience [Page 14 >](#)

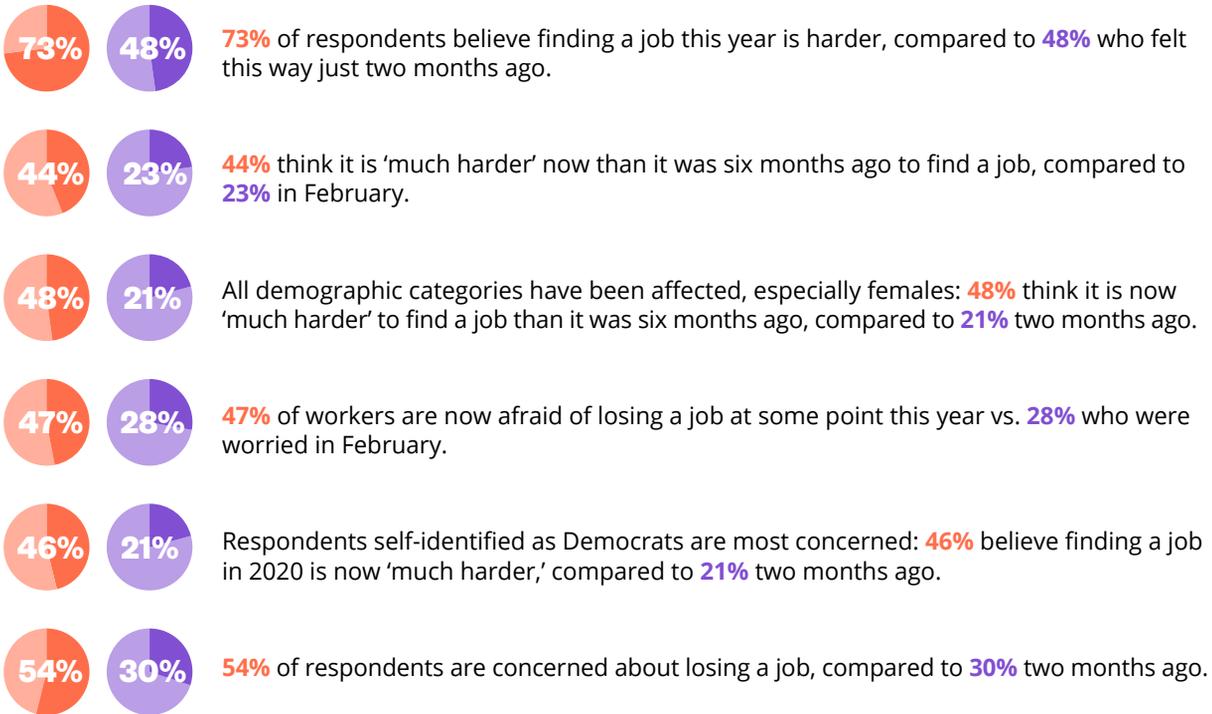
Job seekers crave quick and easy communication during the hiring process **through email and texting** [Page 15 >](#)

Personalized communication from recruiters matters, especially to passive candidates [Page 15 >](#)



JOB MARKET PERCEPTION

Job market perceptions profoundly changed since the start of the pandemic.



THE STRESS IS REAL

Stress levels at work have significantly increased.



Workers today are feeling stressed



One-third (**33%**) report a somewhat increased stress level at work



while nearly one-quarter (**22%**) report a drastically increased stress level



62% of workers with children at home report that their stress levels have at least somewhat increased over the last 60 days



69% report that the job seeking process is now more stressful than it was three months ago



including **41%** who report that the process is 'a lot more stressful'

The most likely groups to report that the job seeking process has become more stressful:



Females: **49%** vs. **34%** males



Democrats: **46%** vs. **38%** Republicans vs. **37%** Independents



Recently furloughed workers: **62%**



Workers who are employed: **39%**



Workers who are unemployed and looking for work: **43%**



FACTS WE CAN'T IGNORE

In the past month (March/April 2020), one in five (**19%**) surveyed workers or members of their immediate families **have gone without food for 24 hours due to a lack of money.**



This is most likely to have happened to males (**23%**)



and workers with children at home (**29%**)



[Donate now to Feeding America to combat food insecurity](#)

JOB (IN)SECURITY

The last three months have brought more job insecurity to the marketplace.



39% of workers feel at least somewhat less secure than they did three months ago



including **22%** who feel much less secure



48% of recently furloughed workers feel much less secure than they did three months ago



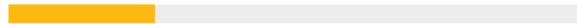
compared to **19%** of those who are employed



and **31%** of those who are unemployed looking for work

Job loss: Looking back and ahead:

25% of American workers have themselves lost a job or have an immediate family member who lost a job due to corporate downsizing within the past year.



48% have been afraid of or have an immediate family member who is afraid of losing a job in the next year.



Who is most likely to have experienced a job loss?



Workers under 40: **30%**



Those with children at home: **34%**

Who is most likely to be worried about job loss?



City workers: **34%**



Workers with children at home: **57%**



Those recently furloughed: **59%**



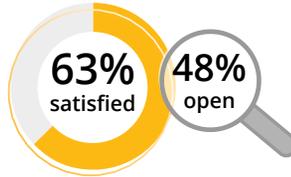
Workers in the West: **56%**

STATE OF JOB SEEKERS TODAY

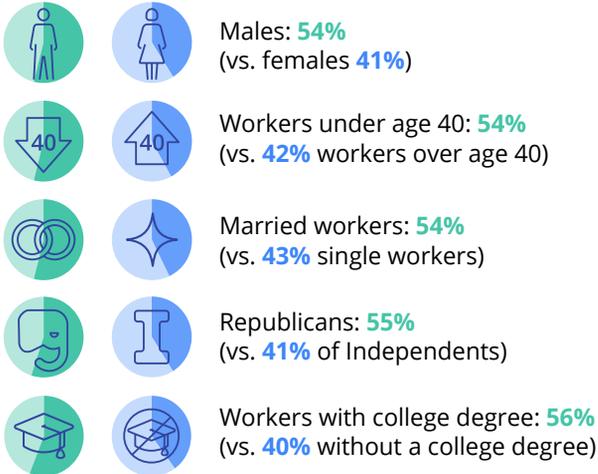
Job seekers are satisfied with their jobs...but remain open to opportunities.



63% are satisfied with their jobs.
48% are open to new roles.



Who is more likely to be satisfied with their current job, yet open to other possibilities?



! FACTS WE CAN'T IGNORE



While some believe certain age groups are more likely to job hop, **the numbers show that all employees, regardless of age group, actually crave longevity.**

How frequently are workers changing jobs?



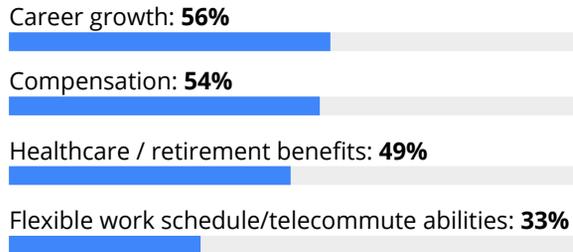
STATE OF JOB SEEKERS TODAY

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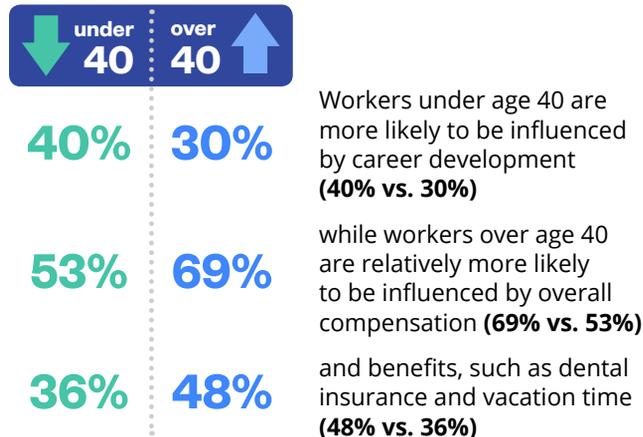


Money takes a back seat to career growth.

Career growth remains the most important factor when looking for a new job for the second year in a row. The most important factors when looking for a new job opportunity:



When deciding whether to accept a job offer...



16% of job seekers have left a job because of compensation in the past 12 months.



HR Leader Action Plan:

- 1 Provide educational opportunities for employees to grow their skills and deepen their expertise in a particular role or function.
- 2 Make growth opportunities a part of culture through manager training and company-wide announcements.
- 3 Leverage internal mobility tech and processes to identify employees who qualify for a new role or promotion.



AUTOMATION AWARENESS

Most workers do not fear the automation revolution.



61% of workers are NOT worried their jobs will be automated in 5 years.



Who is the most wary that their job will be automated in the next five years?



Male vs. female workers:

33% vs. 17%



City workers vs. rural workers:

27% vs. 17%



College degree vs. no college degree:

31% vs. 19%



Younger workers (18-39) vs. older (40+):

31% vs. 20%



Industries most uneasy about their jobs being automated in the next five years:

Software/Technology
(55%)



Telecommunications
(51%)



Transportation/Utility
(39%)

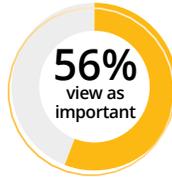


THE JOB HUNT

Candidates use more channels, and talent teams crave a comprehensive look.



56% of workers view a good resume as more important now than three months ago.



* Online job boards (**69%**) are still most popular for posting job openings, but modern methods are gaining ground.
Most workers find out about job openings through:



Online job boards
(**69%**)



Friends
(**45%**)



Social media such as LinkedIn
(**42%**)



Professional connections
(**31%**)

! FACTS WE CAN'T IGNORE



Social media continues to be a rising star when it comes to seeking new opportunities — **42% of survey respondents say they find out about job openings there**, a 10% jump from the previous year.

Which platforms are job seekers using to find openings?



Social media like LinkedIn

- Workers with college degrees (**51%** vs. 33%)
- Workers under age 40 (**49%** vs. 35%)

Paid resume databases

(example: livecareer.com or recruiter.com)

- Workers with college degrees (**30%** vs. 12%)
- Workers under age 40 (**26%** vs. 17%)



Professional connections

- Workers over age 40 (**36%** vs. 27%)
- Those with college degrees (**36%** vs. 26%)



Online job boards

- Employed adults without college degrees (**71%**)
- Workers over age 40 who are currently employed (**75%**)

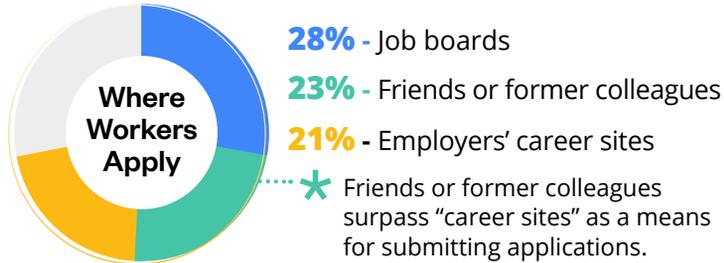


Friends

- Employed adults without college degrees (**45%**)
- Workers over age 40 who are currently employed (**44%**)

THE APPLICATION PROCESS

There are more ways to apply than ever before.



Method of searching:



56% utilize web searches when looking for a job.



60% utilize free resume databases, like Glassdoor and Indeed.

Job skills:

A majority of workers (54%) apply for jobs even if they don't have all the skills listed as required by the job description.



Desktop vs. mobile device



54% of American workers apply to jobs from a desktop.



Workers with college degrees are more likely to have applied to a job using a desktop (58% vs. 49%) as opposed to a mobile device (12% vs. 23%).

Workers over age 40 (36% vs. 27%) are more likely to utilize professional connections when searching job openings and desktops to apply (62% vs. 45%).



Applying on the job:

* 63% of respondents said they spent time seeking out, applying for, or interviewing for a new job opportunity on their current employer's time.

Who is applying for jobs on employer's time?

Workers under age 40 (72%) vs. over age 40 (54%)



City workers (65%) vs. rural workers (50%)



College degree (67%) vs. no college degree (59%)



Recruiter Action Plan:

Recruitment SEO:

Recruiters and organizations today must consider if their career websites are well-optimized to help attract qualified candidates, not only with SEO, but also tools like Google Jobs.

Mobile Application Process:

With 18% of job seekers applying from a mobile device and another 29% using both mobile devices and desktops to apply, it's important to provide a mobile-optimized application process.

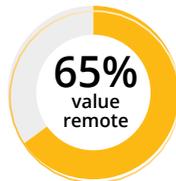


BENEFITS & PERKS

Health and flexibility top the list of desired benefits and perks.



65% of job seekers say remote work is 'very important' or 'somewhat important' in their decision to accept a job offer.



Who is most likely to weigh remote work heavily when deciding upon a job offer?



Workers with children at home: **38%** consider remote work to be very important



Those with a college degree: **33%**



Males: **32%**

+ American workers' expectations of benefits and perks have, for the most part, remained the same throughout the pandemic. Those that have experienced the most notable changes:

- Healthcare (still at the top): **64%** in April vs. 67% in February
- 401k programs: **49%** April vs. 44% February
- Mental health resources: **26%** April vs. 17% February
- Paid family leave: **36%** April vs. 30% February

Other expected benefits:

- 401k matching: **38%**
- Bonuses + stipends (travel, health, performance-based): **37%**
- Casual dress code: **37%**
- Remote work: **25%**
- Education subsidy: **18%**

Benefits job seekers would enjoy, but don't expect:



Snacks/meals remain at the top: **49% in April** vs. 47% in February



Cell phone/internet subsidies had the biggest change: **35% April** vs. 30% February



Bonuses/stipends: **30% April** vs. 30% February



Casual dress code: **30% April** vs. 31% February

Men and women differ when it comes to benefits:



20% **10%** Male workers are more likely to expect snacks / meals

61% **67%** Female workers are more likely to expect healthcare

32% **41%** Paid family leave

23% **30%** Mental health resources

Talent Leader Action Item:



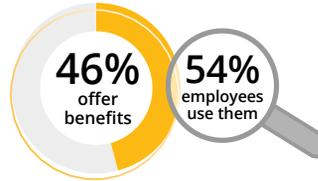
Employers looking to diversify their talent pool should take a look at how their benefits meet the needs of the talent they want to attract, and consider how they are promoting these benefits in job postings.

HEALTH BENEFITS GET MENTAL

Mental health benefits are on the rise.



46% of workers have employers who offer mental health benefits.
54% have taken advantage of them.



Who is more likely to take advantage of mental health benefits?

Men (**62%**) vs. women (**42%**)



Workers under age 40 (**59%**) vs. workers over age 40 (**47%**)



City workers (**54%**) vs. rural workers (**50%**)



Married workers (**60%**) vs. workers who are single (**46%**)



College degree (**58%**) vs. no college degree (**45%**)



Who is more likely to have access to mental health resources?

Men (**52%**) vs. women (**39%**)



City workers (**47%**) vs. rural workers (**37%**)



Married workers (**55%**) vs. workers who are single (**38%**)



College degree (**58%**) vs. no college degree (**33%**)



College-educated workers are much more likely to work for employers who offer mental health benefits or resources and to take advantage of those benefits when they are available.

A REASON TO CELEBRATE: THE CANDIDATE EXPERIENCE

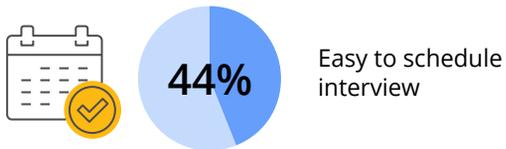
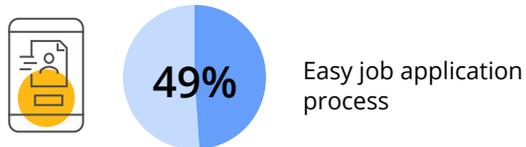
A positive candidate experience has become the norm for the majority of candidates.



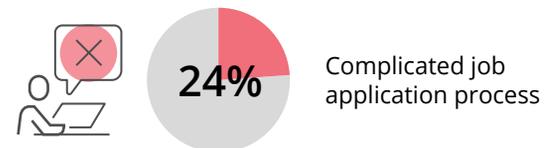
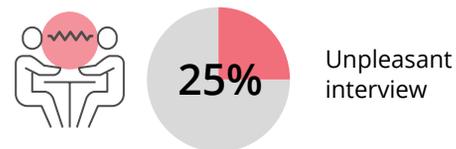
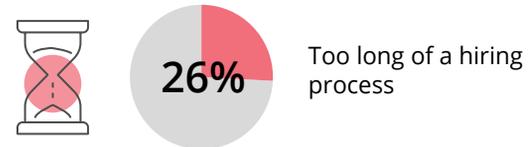
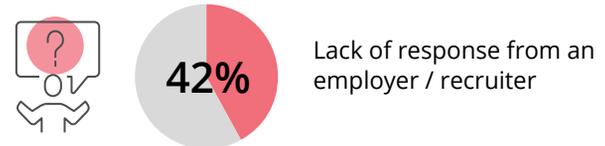
88% of job seekers consider recent candidate experience mostly positive.



Top reasons for a positive candidate experience:



Reasons that led to a negative candidate experience:

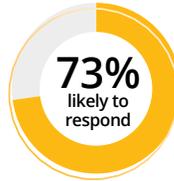


PREFERRED COMMUNICATION

Candidates are connecting on their own terms.



73% of passive candidates are somewhat likely to respond to a potential employer after a personalized message.

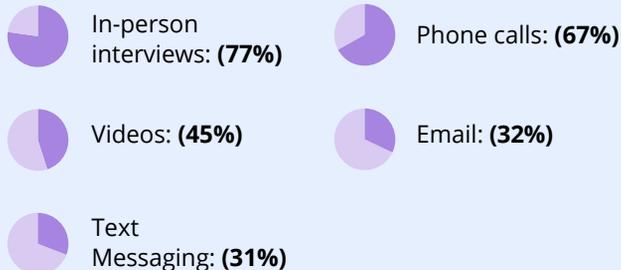


Personalization matters



Only **15%** of workers are **not at all likely** to respond to personalized communication from potential employers when not actively seeking a new position.

Preferred methods for job interviews in the current COVID-19 job market:



Email:



Emails (**44%**) are by far the most preferred method of communication with a recruiter



followed by phone calls (**25%**)



and in-person meetings (**17%**)

But...

Texts from recruiters are welcomed.



Over half (**60%**) of workers who received a text message after applying for a job preferred this type of communication over email or phone call.

However...

Not all communication is embraced.



While social media continues to be a rising star when it comes to finding new job opportunities, social messaging, like LinkedIn, is the least preferred method of recruiter communication.

PREFERRED COMMUNICATION

continued



Demographic communication preferences

Workers under age 40:

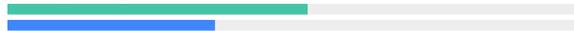
 **50%** are comfortable using video vs. **39%** of workers over age 40.



 **35%** are comfortable using text messaging vs. **26%** of workers over age 40.



 Video-interviewing is also more popular among workers with college degrees (**52%**) compared to those without college degrees (**36%**).



Candidates are most open to receiving the following forms of recruiter communication / outreach:

Email (**80%**)



Phone call (**59%**)



Text (**42%**)



Social messaging like LinkedIn (**25%**)



Who is more likely to prefer an email from a recruiter?

Men (**40%**) vs. women (**49%**)



City workers (**40%**) vs. rural workers (**27%**)



Married workers (**50%**) vs. single workers (**40%**)



Workers under age 40 (**75%**) vs. over age 40 (**86%**)



College degree (**50%**) vs. no college degree (**38%**)

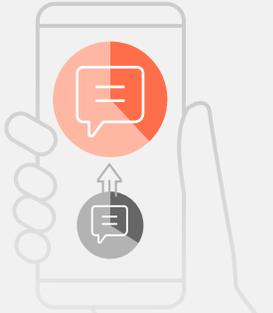


TEXTING

Texting is becoming the new norm.



Approximately one-third of workers (**38% compared to last year's 34%**) have at some point received a text message from a recruiter after applying for a job.



42% of candidates are open to receiving text messages from recruiters.

Two-thirds (**69%**) have received a text message from a recruiter about a job opportunity without ever applying for a job with that employer.



Who is more likely to have been contacted by a recruiter via text message after applying for a job?

Men (**46%**) vs. women (**30%**)



City workers (**40%**) vs. rural workers (**27%**)



Married workers (**53%**) vs. single workers (**39%**)



Workers under age 40 (**46%**) vs. over age 40 (**30%**)



College degree (**42%**) vs. no college degree (**34%**)



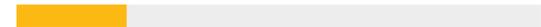
NEW FINDING!



The advantages of text recruiting are evident. Nearly all mobile recruiting texts (**98%** to be exact) have a successful open rate.

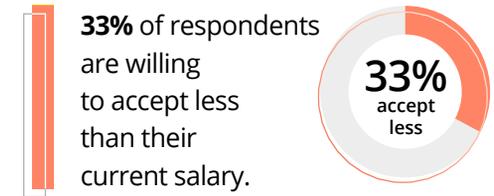
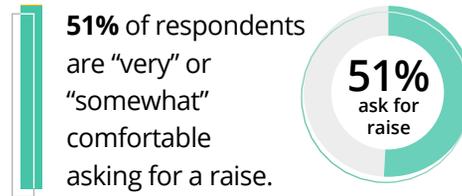
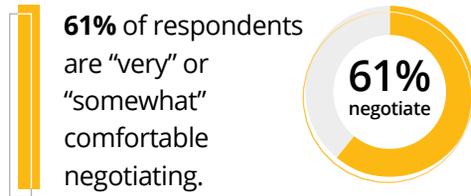


In comparison, the open rate for emails is just **20%**.

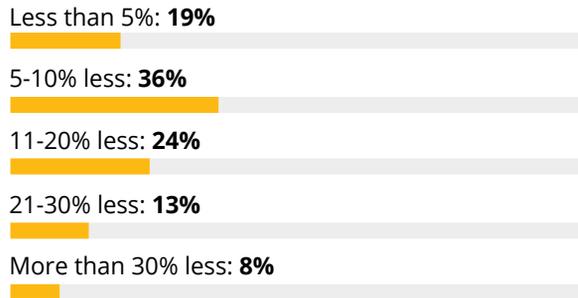


SALARY & NEGOTIATIONS

The willingness to negotiate doesn't seem affected by the pandemic.



How much less are candidates willing to accept?



Who is making less?

27% of surveyed workers are themselves working at or have an immediate family member working at a job that pays less than an immediate previous job. Those most likely to be in such a predicament:



Married workers: **33%**

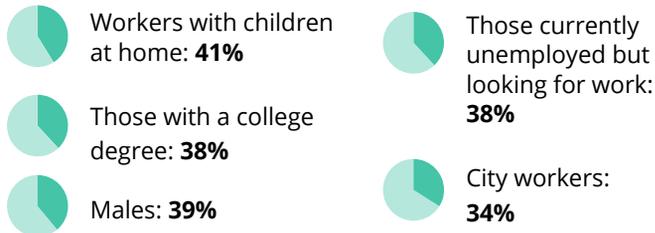


Workers under age 40: **31%**



Those with a college degree: **31%**

Who is most willing to accept lower salaries?



Negotiating is becoming more common and expected:

One-third (**35%**) of workers have negotiated a salary at their current or most recent job.

The majority of the time (**86%**), this results in a higher salary – most often 5-10% higher.



Men feel more comfortable than women in negotiating a salary.

SALARY & NEGOTIATIONS

continued



Salary offers

67% of American workers said the initial salary offer was **on par or more** than what they were expecting.



Over one-quarter (27%) of workers say the initial salary offer from their current or most recent job was **slightly or significantly more** than expected compared to **21% in 2019** and **17% in 2018**.



One-quarter of workers (27% compared to **last year's 24%**) have used an offer from another company to negotiate a higher salary at their current or most recent job.



Who is more likely to have negotiated a salary at their most recent job?



Men (41%) vs. women (29%)



Married workers (45%) vs. single workers (27%)



City workers (36%) vs. rural workers (29%)



College degree (43%) vs. no college degree (27%)

Who is more likely to have used an offer from another company to negotiate a higher salary?

Men (35%) vs. women (18%)



City workers (29%) vs. rural workers (16%)



Married workers (34%) vs. single workers (21%)



Workers under age 40 (21%) vs. over age 40 (33%)



College degree (34%) vs. no college degree (19%)



Those with college degrees are more likely for salary negotiations to result in a higher salary (90% vs. 79%).



CONFRONTING THE PAY GAP

Workers are speaking up against the pay gap.



57% of workers believe men and women occupying the same roles are paid equally.



About one-quarter (**26%**) believe men are paid more.



The number of workers who say they would leave their current position if they discovered they were paid less than a colleague of a different race or gender doing the same job continues to climb and now stands at **43%**



The percentage above represents an 11 point jump from **32% two years ago**.



Men remain significantly more likely (**64%** vs. **50%**) to believe that men and women occupying the same roles with the same experience levels are paid equally at their current job.

With college degrees vs. those without



63%



51%

Workers with college degrees are more likely to believe that men and women occupying the same roles with the same experience levels are paid equally at their current job (**63%** vs. **51%**).

Who is more likely to leave their job if they learned they were paid less than a colleague of a different race or gender who was doing the same job?

Men (**44%**) vs. women (**42%**)



City workers (**44%**) vs. rural workers (**37%**)



Workers under age 40 (**40%**) vs. over age 40 (**40%**)



College degree (**48%**) vs. no college degree (**37%**)



DISQUALIFICATION

In a world of reviews, who (and how) you reject is just as important as who you hire.



Pre-COVID-19 climate: Top factors in the decision to accept or not accept a job:



Overall compensation (61%)



Company location and facilities, including convenience and accessibility (45%)



Work-life balance (44%)

Current COVID-19 climate: Top influences in accepting a job offer:

Compensation / career development remains the same: 61%

Company values and culture: 52% April compared to 38% February
Biggest jump was seen among Republicans (55% vs. 35%)

Company's location and facilities: 57% April vs. 45% February
Above average jumps in the Central Great Lakes region (61% vs. 44%) and among Republicans (56% vs. 44%)

Quality of work: 50% April vs. 42% February

Job security: 38% April vs. 31% February



38% of respondents in April said they would preemptively reject a potential employer due to publicly available reviews (vs. 35% in February).

Who is most likely to reject employers based on public reviews?



Hispanics (45%)



Those who reside in the west (42%)



Young adults (45%)



Adults with children (42%)



Those with college degrees (43%)



Democrats (42%)



Men (42%)

Turning down a job offer:



The number of job seekers who have turned down a job after signing the offer, but before the first day has doubled since 2018, from 11% to 22%.



The main reasons are better offers (63%) and personal / extenuating circumstances (50%)

DISQUALIFICATION

continued



The first 90 days



Workers who have at some point left a job within the first 90 days climbed to **34%**.



43% of workers find job descriptions to be very generic and not specific to the actual job.

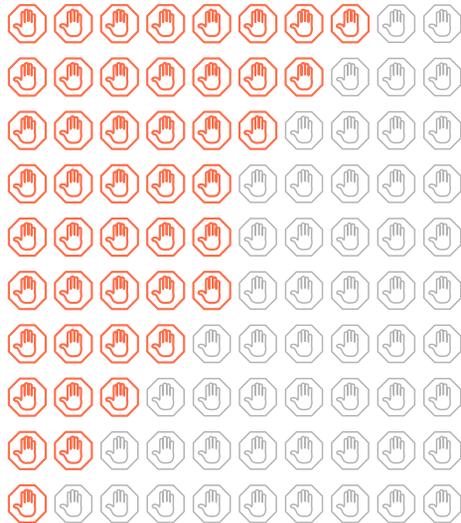
Recruiter Action Item:



Recruiters must ensure they're putting the organization in a position to woo candidates while also keeping other qualified talent warm until someone is actively on the job.

Top reasons for leaving within the first 90 days:

Day-to-day role not what was expected: **46%**



Incident or bad experience: **39%**



Company culture: **35%**



COMPANY CULTURE

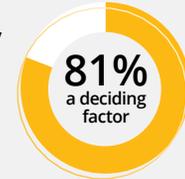
The desire for a positive company culture continues to grow across all demographics.



40% of workers consider company culture very important compared to 37% last year.



81% of workers think company culture is somewhat or very important in the decision to apply for a job.



City vs. rural



Company culture is more important to city workers than rural workers.



83% of city workers (vs. **71%** of rural workers) rate culture as at least somewhat important in their decision to apply for a job.



39% of city workers (vs. **33%** of rural workers) cite company values and culture as one of the factors that influenced their decision to accept a job offer or not.

With college degrees vs. without



Company culture is more important to workers with college degrees.



Those with college degrees are more likely (**51%** vs. **28%** of those without) to say that company culture is 'very important' in their decision to apply for a job.



Those with college degrees are more likely to say that company values and culture influenced their decision to accept or decline a job offer (**45%** vs. **31%**).

WORK HOURS

Workers crave balance, but employers demand more.



55% of workers believe a reasonable average work week should be between 30-40 hours.



Workism in the workplace:



Only **14%** of employers discourage working after hours or on weekends.



Exactly half of workers report they are at least somewhat encouraged by their companies to work on the weekend or after hours, resulting in **43%** of workers working more than 40 hours per week.



34% of workers have stayed up past midnight to finish a project or assignment.

Men vs. women



Women prefer to spend less time at work than men do.



62% of women compared to **48%** of men consider 30-40 hours to be an ideal work week.



23% of women work less than 30 hours per week, compared to **14%** of men.

Workers under age 40 vs. over age 40



Workers over age 40 tend to work a little less and expect a reasonable work week to be a little shorter than workers under age 40.



62% of workers over age 40 work 40 hours or less on average, compared to **53%** of workers under age 40.



69% of older workers expect a reasonable work week to be 40 hours or less, compared to **59%** of workers under age 40.

Who is more likely to be very or somewhat encouraged to work after hours / weekends?



Men (**32%**) vs. women (**22%**)



Married workers (**53%**) vs. single workers (**39%**)



Workers under age 40 (**28%**) vs. over age 40 (**26%**)



College degree (**33%**) vs. no college degree (**22%**)

SIDE HUSTLES

Freelance work is on the rise.



It takes two

 **46%** of workers surveyed in April say they plan to have a second source of income outside of their regular 9-5 jobs, compared to **36%** in February.



Top reasons for a second source of income remain steady:

 Need for money: **56%** in April vs. **53%** in February



 Pursuing a passion project: **22%** April vs. **24%** February

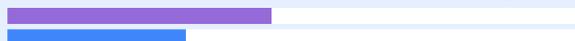


 Help out family / friends: **12%** April vs. **11%** February



The most likely to report an increased interest in having a second source of income:

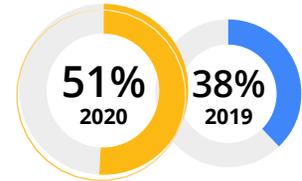
 Independents: **46%** in April vs. **31%** in February



 Respondents in the West: **52%** in April vs. **38%** in February



The number of workers doing freelance work for extra income increased from last year.



Which group is more likely to have a second source of income?



Men (**40%**) vs. women (**31%**)



City workers (**37%**) vs. rural workers (**30%**)



Workers under age 40 (**38%**) vs. over age 40 (**33%**)



College degree (**41%**) vs. no college degree (**30%**)

Single vs. married



Though both groups are as likely to have a second source as income, married workers are more likely to do so in order to pursue a passion project (**28%** vs. 19%).



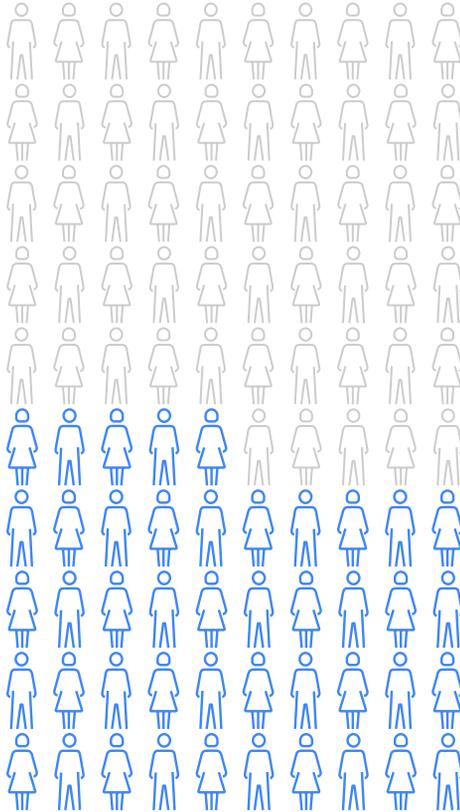
Single workers are more likely to do so because they need the money (**59%** vs. 46%).

PROFESSIONAL DEVELOPMENT

Less workers plan to take educational or professional courses in 2020.



Close to half of surveyed workers plan to take additional professional courses or continue education **(45%)** to enhance their resumes.



Two months ago, **57%** reported having taken those courses since entering the workforce.



EMPLOYEE BEHAVIOR OBSERVATION

Some insights into how people behave at work.



Used a sick day
when not sick:
37%



Showed up in-person
to ask for a job:
25%



Cried in front
of a coworker:
23%



Worked on a side gig while
at their full-time job:
19%



Dated a coworker:
18%



Been fired / asked to
leave a job:
18%



Left early and turned off
email notifications for
the night:
13%



Ghosted a recruiter:
10%



Lied about or inflated
a resume during the
interview process:
10%



Lied about previous
salary during the
interview process:
12%

INTERNAL MOBILITY

Employers should make it easy for their workers to stay.



65% of workers never or rarely check their company's internal postings.



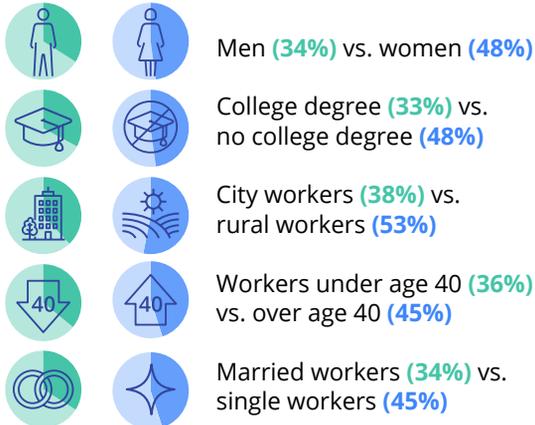
Most prefer to hear about new opportunities within the company from:

Their manager **(37%)**

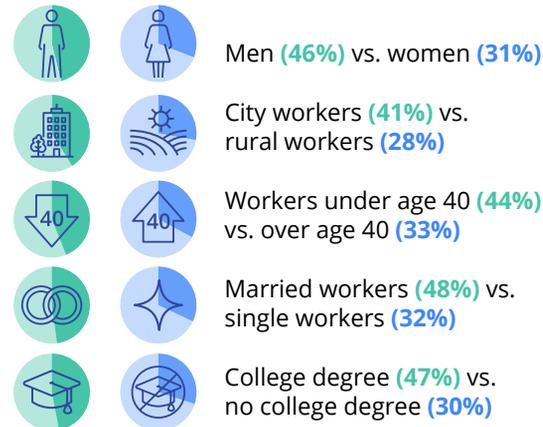
Company's internal communication system **(26%)**

Personal communication from HR **(22%)**

Who is more likely to check internal postings?



Who is more likely to work for a company that provides platforms that make it easy to share job opportunities?



Recruiter Action Item:



It's not enough for recruiters alone to be invested in internal mobility, ideally they should partner with hiring managers to source internal candidates.

OPENINGS & REFERRALS

Referrals bring in quality talent – but talent teams don't talk about them enough.



American workers are more likely today to share and check job openings than they were two months ago.

Amidst COVID-19 climate:

33% of workers today are 'very likely' or 'pretty likely' to share job openings at their companies via social media, compared to 26% two months ago.

38% of workers today are 'pretty likely' or 'very likely' to click on a job opportunity they saw someone in their network post on social media, compared to 31% in February.

25% of job seekers today are likely to check their company's internal job postings at least once a week or every day, compared to 19% who were doing so in February.

Sharing job opportunities:

A similar numbers of workers report that their company does (39%) or does not (38%) make it easy for employees to share job opportunities with their network while a substantial number (23%) are not sure.

The majority of people do not participate in referral programs:



Two-thirds (65%) of surveyed workers have never participated in a company's referral program.

However, the main reason people don't participate is because the company doesn't offer one.

Why didn't you participate in the referral program?

- My company didn't have one: 60%
- Didn't want to recommend anyone to the company: 21%
- Weren't many incentives / rewards: 16%
- Process was confusing: 10%

Incentives are the major driver of participation in referral programs:



Incentives / rewards: 71%



Because it was easy: 31%



Recognition from the company: 40%



Contribute to the company's growth: 22%

Who is most likely to have participated in a company's referral program?



Workers under age 40 (31%) vs. over age 40 (23%)



Men (34%) vs. women (19%)



Married workers (36%) vs. single workers (20%)



City workers (29%) vs. rural workers (14%)



College degree (35%) vs. no college degree (18%)



Employees who are satisfied with their companies and jobs (66% of workers in February) are eager to invite those in their network to join them. Talent acquisition teams have a great opportunity to create a culture and structure to support referrals.



In February 2020, Zogby Analytics was commissioned by Jobvite to conduct an online survey of 1514 adults in the US who are working full time, part time or looking for work during Q1 2020. As a result of the COVID-19 pandemic and the high likelihood of it disrupting the American workforce, Zogby Analytics was again commissioned by Jobvite in April 2020 to conduct a follow-up online survey of 1515 adults in the US who are working full time, part time, or looking for work.

For both surveys, using internal and trusted interactive partner resources, thousands of adults were randomly invited to participate in this interactive survey. Each invitation was password coded and secure so that one respondent could only access the survey one time.

Using information based on census data, voter registration figures, CIA fact books and exit polls, Zogby uses complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 1515 is +/- 2.5 percentage points. This means that all other things being equal, if the identical survey were repeated, its confidence intervals would contain the true value of parameters 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule, Zogby does not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that subset, Zogby can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

ABOUT ZOGBY ANALYTICS



Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies, and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.



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