

# 2018

## Real-World Recruiting Survey



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Recruiting Daily Advisor Research  
2018 Real-World Recruiting Survey

President  
RAFAEL CARDOSO  
[rcardoso@blr.com](mailto:rcardoso@blr.com)

Managing Editor  
STEPHEN D. BRUCE, PHD, PHR  
[sbruce@blr.com](mailto:sbruce@blr.com)

Editor  
JAMES K. DAVIS  
[jdavis@blr.com](mailto:jdavis@blr.com)

# 2018 Real-World Recruiting Survey

Recruiting is one of the hottest issues for HR professionals, largely thanks to an improving economy and low unemployment rates. Those two facts have led to a recruiting crisis for any company looking to expand.

The *Recruiting Daily Advisor*® research team conducted the *2018 Real-World Recruiting Survey* in March 2018 to take a snapshot of the real-world recruiting landscape.

In this report, find real-world results to questions like:

- How do you approach recruiting for open positions?
- Which avenue of online recruiting do you find most successful when looking for applicants?
- What are the biggest pros and cons of online recruiting?
- And much more!



Source: Portishead1 / E+ / Getty

# 2018 Real-World Recruiting Survey

## Employee Referrals Are the #1 Way We Recruit

*Which of the following do you use to recruit for open positions? (Check all that apply.)*

The survey shows that the number one way respondents recruit for open positions, chosen by 83% of respondents, is by employee referrals.

This is consistent with past years' surveys. Other top responses include:

- Your company's website (77%);
- Online recruiting resources, e.g., Monster® or Indeed® (70%);
- Word of mouth (64%);
- Online communities, e.g., LinkedIn® (58%); and
- Social media outlets, e.g., Facebook (47%).



## Online Resources (e.g., Monster, Indeed) Are Best Avenues of Online Recruiting

*Which avenue of online recruiting do you find most successful when looking for applicants? (Check all that apply.)*



We wanted to know which online recruiting avenues are the most successful.

Over 90% of respondents chose one of the following three avenues:

1. Online recruiting resources, e.g., Monster, CareerBuilder, and Indeed (42%);
2. Your company's website (24%); and
3. Online communities (LinkedIn.com, Facebook, etc.) (20%).

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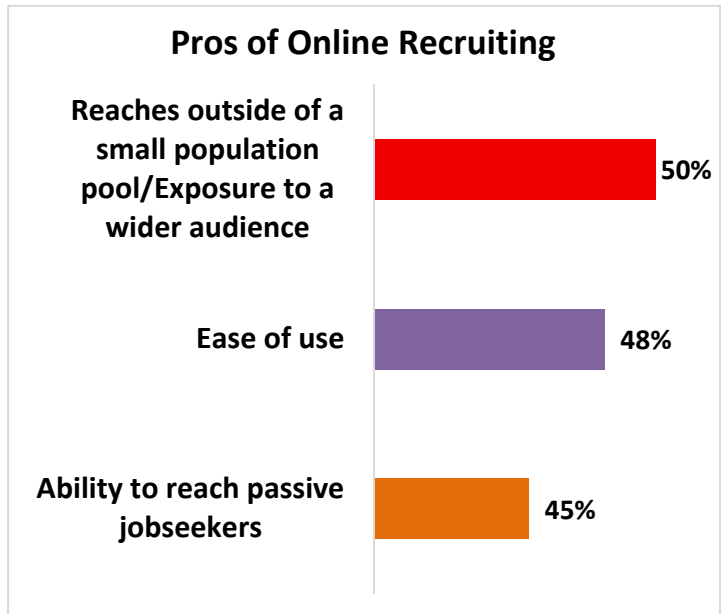
## Pros of Online Recruiting—Reaches Outside of a Small Population Pool

*What are the biggest pros of online recruiting? (Check all that apply.)*

The number one pro response, according to 50% of survey respondents, was that online recruiting “Reaches outside of a small population pool” and provides “Exposure to a wider audience.”

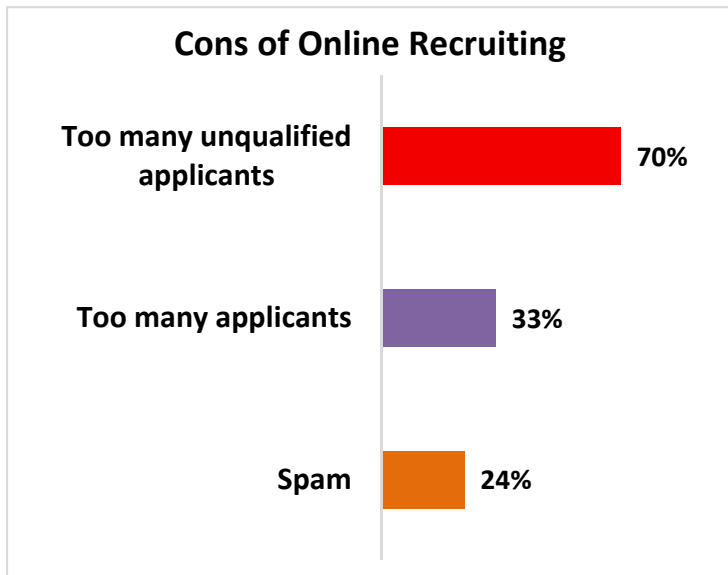
Another 48% praised online recruiting’s “Ease of use.”

And about 45% of survey-takers answered that online recruiting gives them the “Ability to reach passive jobseekers.”



## Cons of Online Recruiting—Too Many Unqualified Applicants

*What are the biggest cons of online recruiting? (Check all that apply.)*



Of course, we also needed to know about the downside of online recruiting.

The overwhelming number one response, given by 70% of respondents, was “Too many unqualified applicants.”

A similar response, “Too many applicants” was given by 33% of respondents.

Another 24% said “Spam.”

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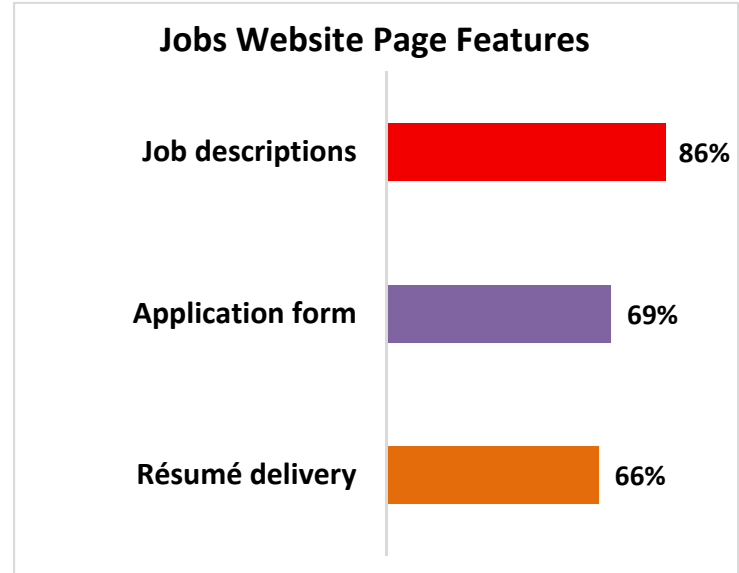
## Job Descriptions Most Common Feature of Career Pages

***Which of the following does your recruiting or jobs website page feature? (Check all that apply.)***

We asked what features our survey-takers had on their jobs website or page.

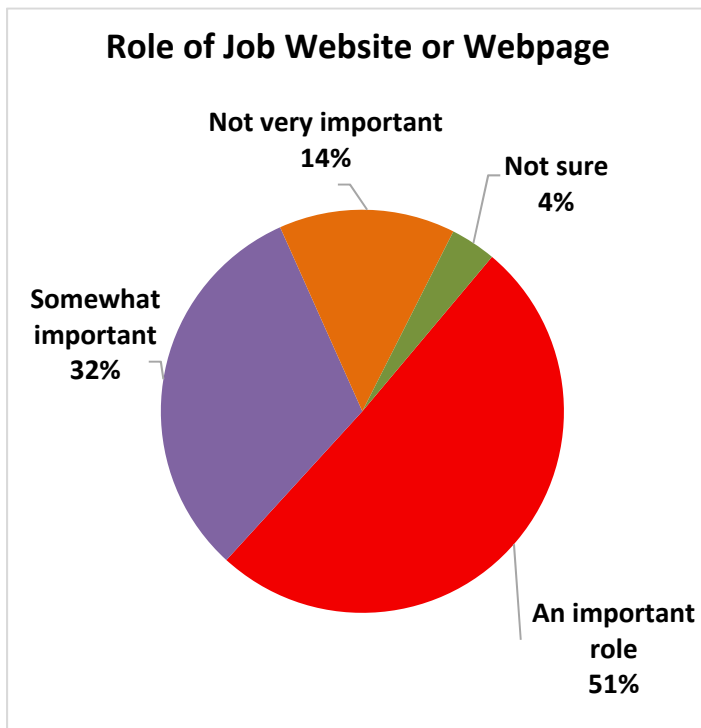
The top three responses were job descriptions (86%), application forms (69%), and résumé delivery (66%).

This is not surprising, but we hope employers are doing something to make their websites more appealing than job descriptions and forms.



## Career Pages Play an 'Important Role'

***What role does your jobs website or Webpage play in your recruiting program?***



The jobs website or Webpage is assumed to play such a large role for many companies that we wanted to know how important they felt it was.

According to our survey-takers, the number one response (51%) was "An important role."

Approximately one-third of respondents (32%) said "Somewhat important."

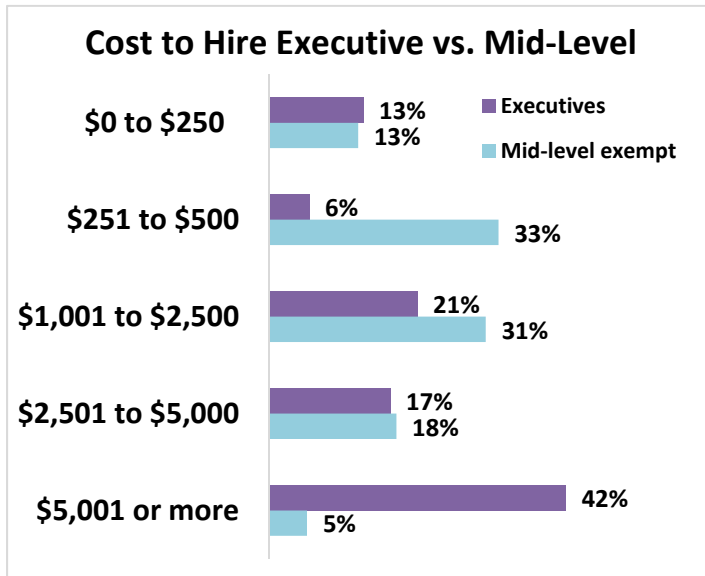
Only 14% said "Not very important" and a final 7% said "Not sure."



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## Metrics for Recruiting Not as Common as Might Be Expected

*Please indicate the average cost per hire for these categories of employee.*



A surprising 72% of respondents don't track cost per hire. Of those who do, results are what one might expect: Costs are higher for higher-level positions.

On the chart, look, for example, at the purple bars, which clearly indicate the rising costs for higher-level executives.

Compare that to the light blue bars, which represent mid-level exempt employees.

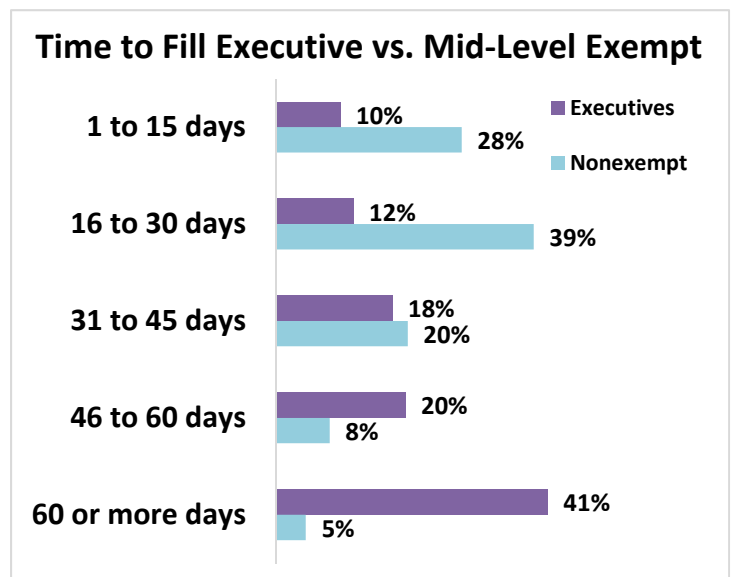
## Average Time to Fill by Employee Type

*What is your average time to fill in days for the following types of positions?*

Time to fill is a different story—more than half of respondents track this metric. We asked those who do track time to fill to break it down for us by employee type.

Again, not surprising, nonexempt employees were likely to be the quickest to fill, and executives took the longest.

You can see the trends in the graph on the right. Notice how executive time to fill trends high while the nonexempt employees trend low on time to fill.



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## Tracking Quality of Hire

**Which quality-of-hire metric(s) do you use? (Check all that apply.)**

When asked if they measure quality of hire, 46% of survey-takers said that they do. The top methods of measuring quality of hire were:

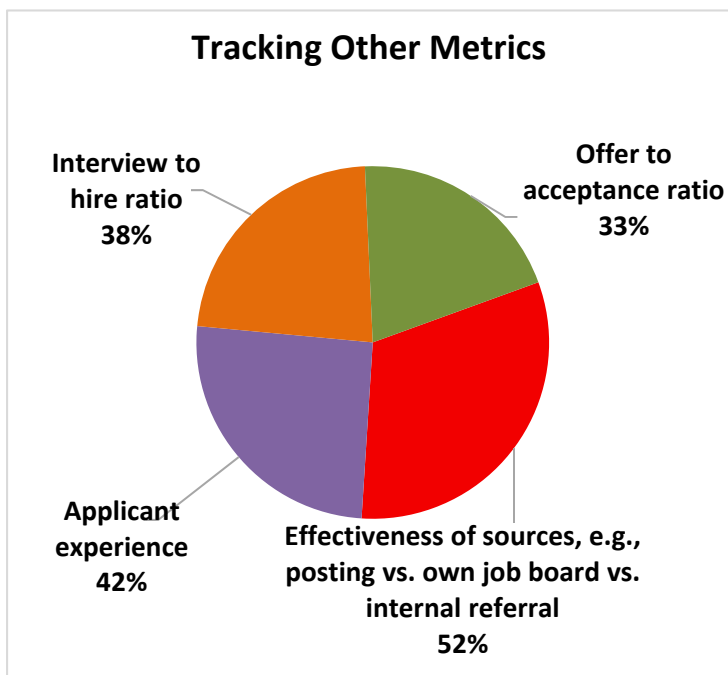
- Looking at retention rates and measuring new hire turnover (46%);
- Hiring management satisfaction (22%);
- Average performance rating of new hires vs. standard (15%); and
- Production level of new hire after x months vs. standard (14%).

The most common write-in answer was “all of the above.”



## Other Metrics

**Do you track any of these other metrics? (Check all that apply.)**



When asked if they track any other methods, respondents indicated their choices as follows:

- Effectiveness of sources, e.g., posting vs. own job boards vs. internal referrals (52%);
- Applicant experience (42%);
- Time to fill broken out by action, time from posting to résumé review, and time from offer to acceptance (38%); and
- Interview to hire ratio. (33%).

# 2018 Real-World Recruiting Survey

## About HRDA's Research Program:

Each year, the *Recruiting Daily Advisor* research team conducts detailed research into pressing contemporary recruiting and human resources challenges to highlight best practices and common policies and procedures.

## Who Responded?

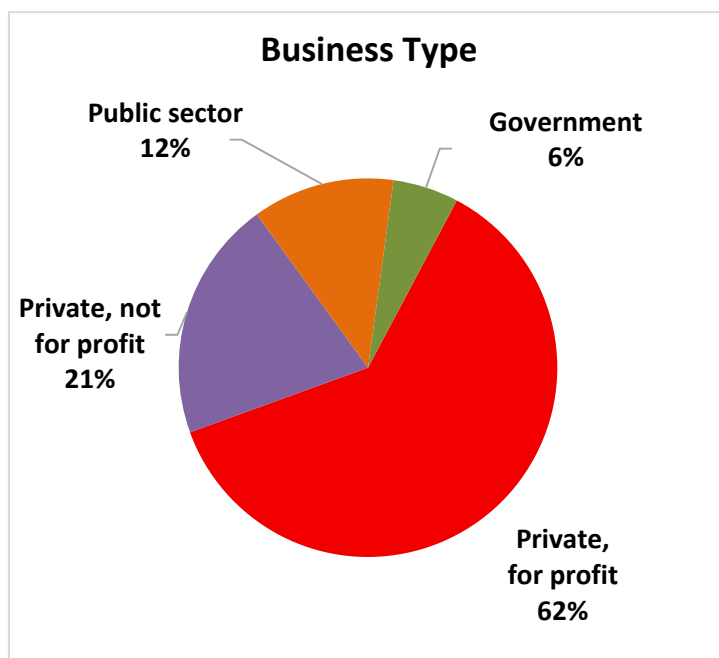
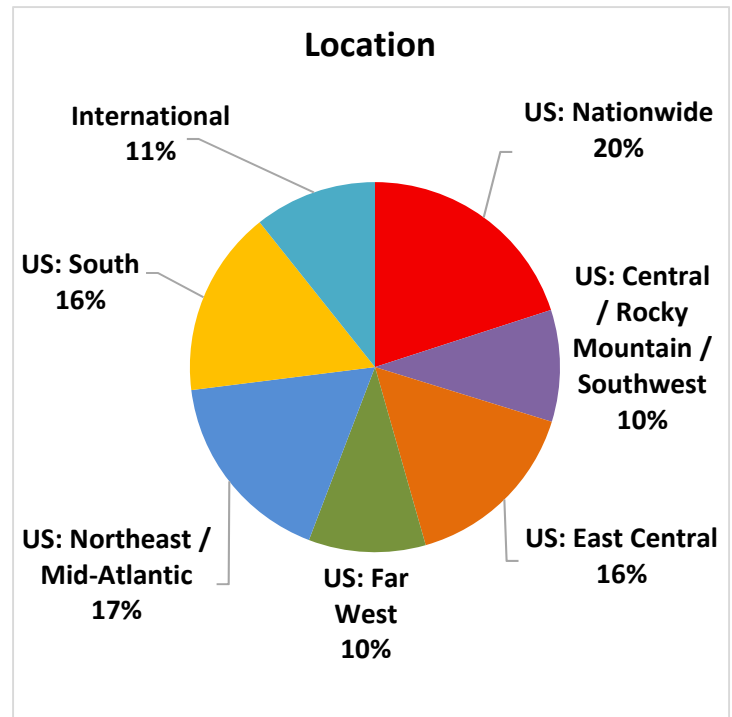
A total of 288 participants responded to the 2018 *Real-World Recruiting Survey*, representing a diverse array of industries, business types, organizational sizes, and locations.

Respondents hailed from all across the United States and also from around the world.

Most of the respondents (22%) work in the U.S. Northeast/Mid-Atlantic region.

Other largely represented regions are the U.S. South (18%) and the U.S. East Central region (17%).

Please see the full results in the chart.



Most of the survey respondents (67%) answered that they were from the “private, for-profit” sector.

Significantly fewer (14.2%) indicated they were from the “private, not-for-profit” sector.

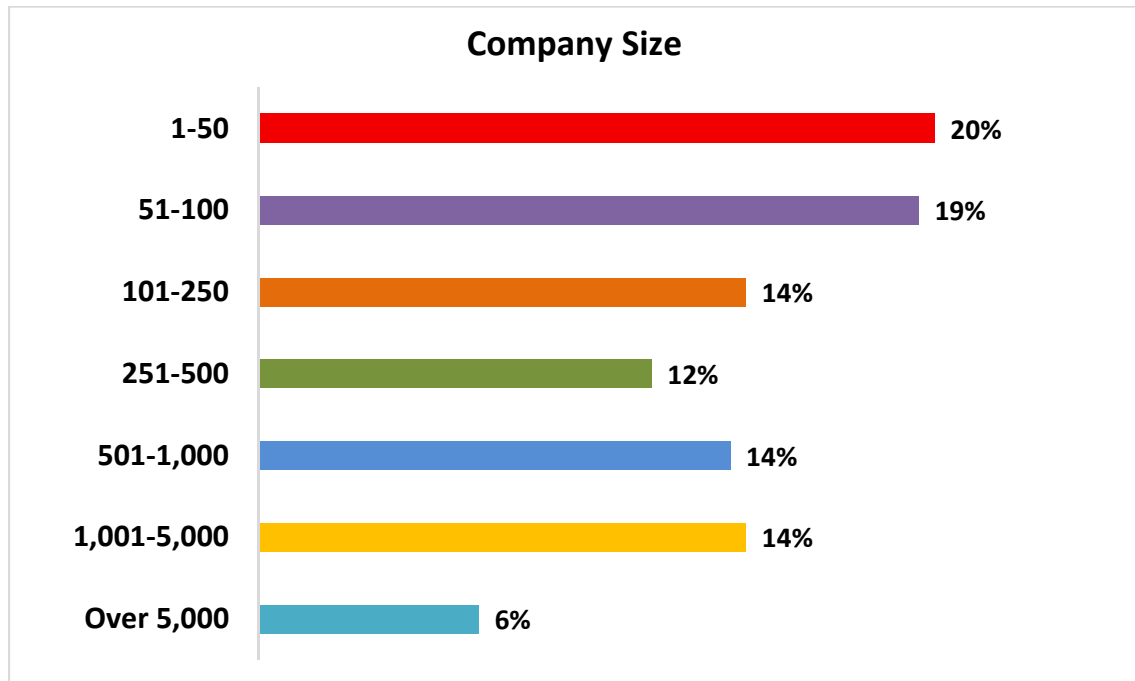
Only 10.5% of those polled answered that they were from the “Public” sector, and only 8.5% answered that they were from the “government” sector.



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## Company Size

Respondents worked for companies of all sizes, as indicated by the following chart.



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- See how to prepare for the legal and managerial challenges of the 'Human Cloud'—a more temporary and mobile workforce
- Access strategies to build a recruiting operating system that really scales
- Uncover the new compliance imperatives will impact your talent acquisition policies

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