



**JOBSCORE**

SOURCE OF  
HIRE REPORT  
2020

**2,012,427**

TOTAL APPLICANTS

**9,225**

TOTAL INTERVIEWS

**8,965**

TOTAL HIRES

# The world sure changed dramatically in 2020

Hiring is no exception, with job loss rampant around the globe. But for those who were lucky enough to still be hiring for positions within their company, where did they find their candidates and how did they change their promotion of jobs within the new hiring landscape to find quality candidates? With some desperately needing jobs, to passive candidates afraid to leave their current jobs during the pandemic, where did they turn to find a good opportunity?

IN THIS 2020 SOURCE OF HIRE REPORT, WE WILL SHOW YOU THE BEST SOURCES OF HIRE, ALONG WITH DATA ON HOW COVID-19 AFFECTED JOBS (GOOD AND BAD) AND THE STATE OF REMOTE WORK.





## What is Source of Hire?

---

Source of Hire (SoH) is the total number of hires that came through each hiring channel or source. This can include job sites, employee referrals, career sites, external recruiters, and many more.

## When tracking Source of Hire you can:

---

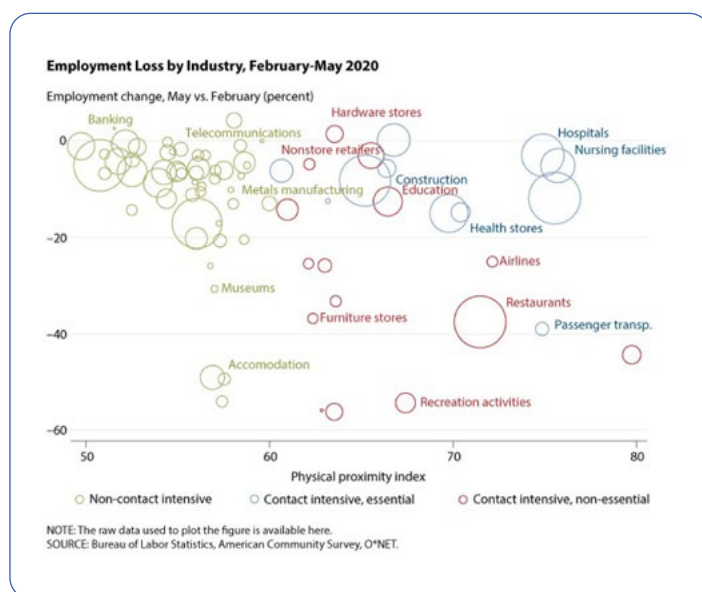
- ✓ Utilize sources that give you the most promising candidates
- ✓ Save money by promoting your job postings to the most successful sources
- ✓ Remove or modify underperforming sources

# COVID-19 BY THE NUMBERS

## State of Unemployment

“The ongoing COVID-19 pandemic has had a drastic impact on the labor market, raising the unemployment rate from 3.5 percent in February 2020 to over 10 percent in July (peaking at 14.7 percent in April). This impact, however, has been heterogeneous across industries in the United States. For example, while some industries such as grocery stores have experienced increased demand, the demand for restaurant meals has declined sharply.”

**source** <https://research.stlouisfed.org/publications/economic-synopses/2020/09/10/the-decline-of-employment-during-covid-19-the-role-of-contact-intensive-industries>



# 6.4 Million

TOTAL NUMBER OF JOB OPENINGS IN THE U.S. (SEPTEMBER 2020)

**source** <https://www.bls.gov/news.release/jolts.nr0.htm>

# 6.9%

CURRENT UNEMPLOYMENT RATE (OCTOBER 2020)

**source** <https://www.bls.gov/opub/ted/2020/mobile/unemployment-rate-falls-to-6-point-9-percent-in-october-2020.htm>

# 3.7 Million

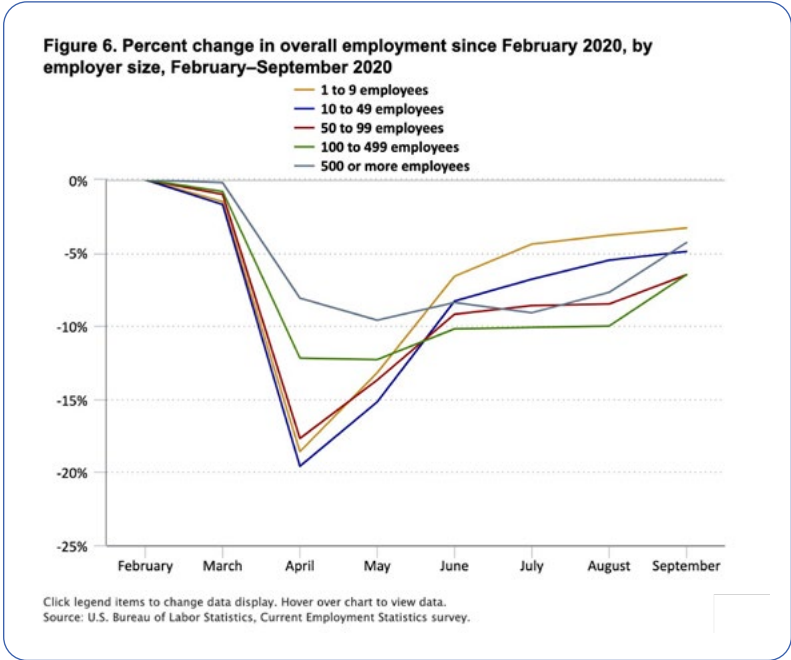
TOTAL NUMBER OF PERMANENT JOB LOSSES IN THE U.S. (OCTOBER 2020)

**source** <https://www.bls.gov/opub/ted/2020/mobile/unemployment-rate-falls-to-6-point-9-percent-in-october-2020.htm>

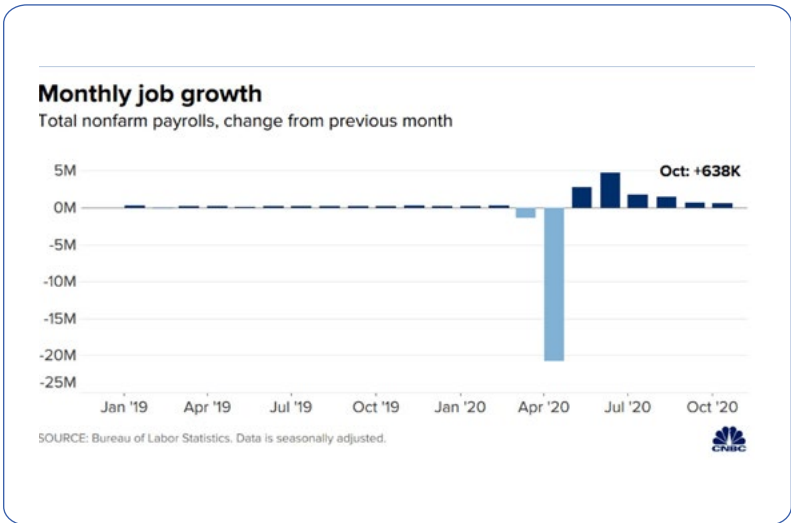
# COVID-19 BY THE NUMBERS

## State of Unemployment

### CHANGE IN EMPLOYMENT BY COMPANY SIZE



### MONTHLY JOB GROWTH



# COVID-19 State of Remote Work

Percentages of remote workers in the U.S.

33% **ALWAYS** working remotely Down from 51% in April 2020

25% **SOMETIMES** working remotely Up from 18% in April 2020

42% **NEVER** working remotely Up from 31% in April 2020



source <https://news.gallup.com/poll/321800/covid-remote-work-update.aspx>

54%

Gallup research found that 54% of office workers would leave their job, if they could have one with more flexibility.

Gallup further states that “job flexibility increases engagement.”

source <https://news.gallup.com/poll/321800/covid-remote-work-update.aspx>

# How to Measure Source of Hire

## USE CANDIDATE SURVEYS

Ask your candidates about their experience with the hiring manager and hiring process. Ask them a series of questions about how they found the job and what enticed them to apply. Surveys are also helpful to send to new hires to get a little more information on the same types of questions.

## EXAMINE YOUR ATS REPORTING TOOLS.

Your applicant tracking system most likely has a set of prepopulated reports you can use to track the different sources of where candidates applied through and which sources resulted in a hire.

## UTILIZE YOUR WEBSITE ANALYTICS

Using UTM codes on your job ads will help you track which sources your candidates came from and how they are using your job applications. This is especially useful to see if candidates came from other sources you may not have thought to promote.

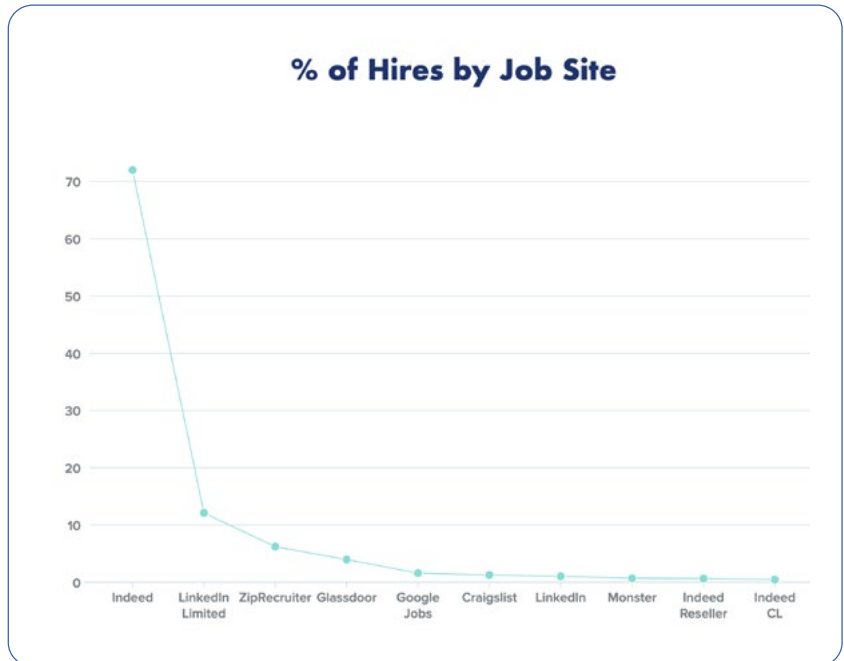
## GET DATA FROM YOUR RECRUITERS

Recruiters may use different ways to communicate with potential candidates than your typical job sites. They may send messages on LinkedIn or another social media source to grab the candidate's attention. Your recruiters may also have insight on the sources that yield the highest number of hires and best overall candidates.

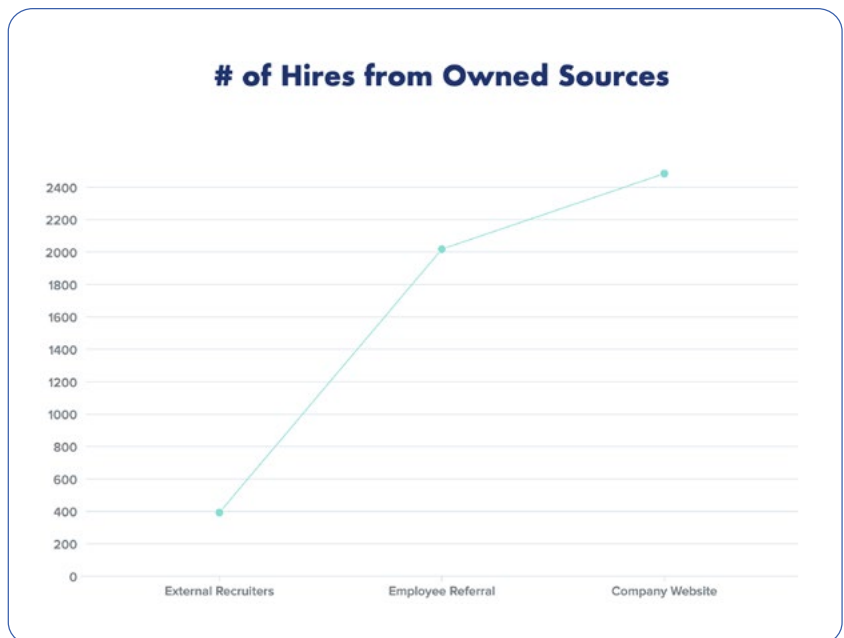




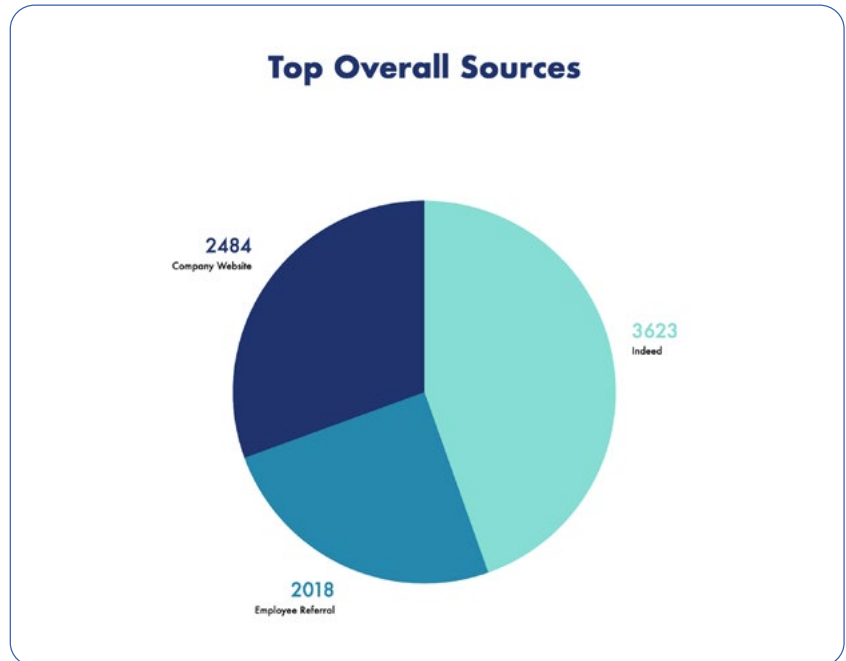
NUMBER OF  
HIRES  
TOP 10 JOB  
SITES



NUMBER OF  
HIRES  
OWNED &  
EXTERNAL  
SOURCES



NUMBER OF  
HIRES  
TOP OVERALL  
SOURCES



DAYS TO HIRE  
TOP 10 JOB  
SITES



# Source of Hire Action Steps

## 1. ALLOCATE TIME AND BUDGET TO BEST SOURCES

Your best source for top quality and hired candidates is the place you will want to focus most of your time and budget on. You can still use other sources of course, but be sure to forward candidates to your top-performing sources.

## 2. DIRECT APPLICANTS TO OPTIMIZED CAREER PAGES

Once applicants see your job posting, direct them to your customized, branded career page to fill out the application. They will be able to apply easily and also see information about your company and what it would be like to work there.

## 3. IMPORTANCE OF EMPLOYEE REFERRALS

Your employees know some pretty great people. If they see a fit in one of their acquaintances or friends for an open role, this is a great opportunity to interview this candidate and give your employees kudos for their referrals.

## 4. PERSONALIZE THE CANDIDATE EXPERIENCE

Candidates who had a good candidate experience with you and your company are much more likely to accept a job offer or feel appreciated after the interview process, even if they did not get an offer. They are also likely to keep an eye out for other positions at your company or refer candidates your way. Never underestimate the cost of a bad candidate experience on your overall business and its revenue.

## 5. SEND CANDIDATE SURVEYS TO CAPTURE ANONYMOUS DATA ON HOW TO IMPROVE

Ask your candidates how they felt about the hiring process, whether they were hired or not. Anonymous surveys give the candidates a way to speak freely and honestly about how they perceive they were treated. Take the information and use it to improve your process for the next round of candidates. Ask the candidates how they found the position and if the application process was straightforward.

# JOBSCORE

## Read to Up Your Hiring Game?

*JobScore has helped thousands of companies hire better, faster.*

