

TRENDICATORS SURVEY REPORT

# 2019 JOB SEEKER SURVEY REPORT

## Part 2: Perceptions of Recruiting



# INTRODUCTION

Candidate Experience has emerged as the buzz-worthy term of choice among thought leaders in recruiting. In today's highly competitive market for talent, creating better candidate experiences can reduce your dropout rate. More engaging, two-way candidate experiences can help you better assess job fit to reduce voluntary turnover rates. And, candidate experience is also an important aspect of your employer brand, which is particularly important if your candidates are also customers or prospective customers.

In this report, the second edition of our 2019 Job Seeker Survey series, we explore candidate perceptions of the recruiting process. On the following pages, you'll learn what active and passive job candidates think about application and interview processes; what their preferences and perceptions are for engaging with potential employers; and what is most important to candidates in the overall recruitment experience.

The results published in this report are based on a survey of 1,500 individuals, from all major industry sectors and demographic groups, including 802 active job seekers, 574 passive job seekers and 124 non-job seekers.

Trendicators is the research division of Engage2Excel, a leading provider of employee recognition, engagement survey and talent acquisition solutions. Trendicators provides original research, along with reports on insights and best practices from industry leaders and experts.

## Survey Demographics

**Number of Respondents:** 1,500

**Countries Represented:** United States

**Industries Represented:** All major industries

**Respondent Demographics:** U.S. adult workers in all job types with proportionate representation of gender, age group and racial/ethnic origin

**Margin of Error:** 95% confidence level +/- 1.5%



**82%**  
of passive  
candidates say  
they are willing  
to learn about a  
new opportunity  
(n=574)

# The Application Process

The application process creates an all-important first impression in determining the quality of a candidate's experience. What matters most to candidates when applying? Overwhelmingly, candidates want the application process to be easy and straightforward. Nearly three-quarters expect the application process to be mobile, with 9% indicating they'd drop out if it isn't. More than a third think that the entire application process should not take longer than 14 minutes, and

nearly half believe that taking 2 to 3 assessments is reasonable.

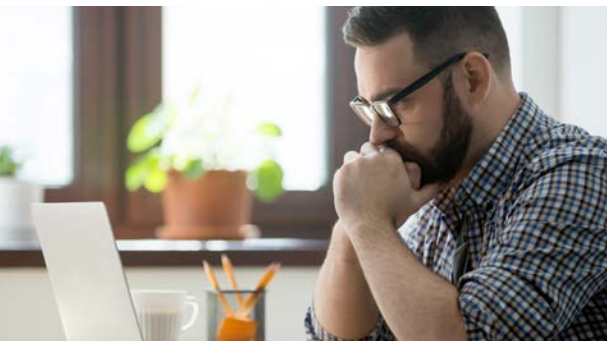
**Survey Takeaways:** Go through the application process yourself to identify steps that are either time-consuming or frustrating.

## What matters most to you in the application process?



- Easy and straightforward **60%**
- Quick to complete **24%**
- An engaging experience **16%**

## What is a reasonable number of assessments to complete?



- 1 assessment **31%**
- 2-3 assessments **47%**

## How long should the application process take?



**5-14 mins.**



**15-29 mins.**



**30-44 mins.**

**72%** expect to apply on a mobile device

**9%** wouldn't apply if not mobile friendly

# The Interview Process

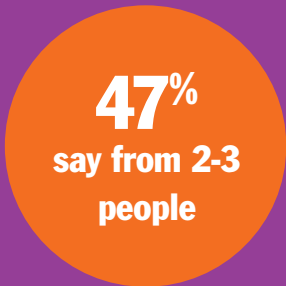
Of all of the steps in the recruitment process, interviewing consumes the most internal resources. While unstructured interviews are quite common, a large body of evidence indicates that they actually increase the likelihood of a bad hire. To compensate, companies conduct panel interviews and are increasingly relying on structured video interviews to reduce bias. Our survey indicates that nearly half of candidates are comfortable with a panel of two to three

interviewers in a live interview and 63% are comfortable with a panel video interview. Fewer, 46%, are comfortable with a one-way video interview, and 43% expect video interviews when applying for a job.

**Survey Takeaways:** Candidates are increasingly comfortable with video interviews, which can help reduce bias and streamline the recruiting process.



**How many people are you comfortable with on an interview panel?**



**How do candidates feel about video interviews?**

**63%** are comfortable in a panel video interview

**59%** are comfortable doing a two-way video interview

**46%** are comfortable doing a one-way video interview

**43%** expect a video interview in the interview process

# Candidate Engagement

Candidate engagement is the process of interacting with candidates throughout the recruitment experience. This greatly influences how an individual perceives your company and the job opportunity. Our survey reveals that "openness & honesty" is the most important factor in keeping candidates engaged. Candidates prefer, by a margin of 4-to-1, a phone call or email over a text message. Speaking with a mentor is of interest for more than two-thirds of candidates,

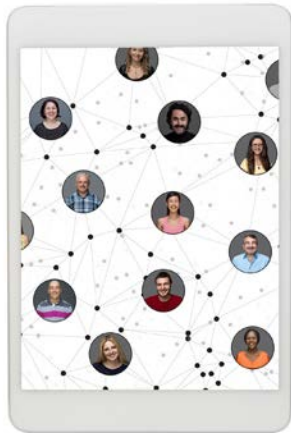
and 44% would participate in an organization's social community—even if there were no current openings.

**Survey Takeaways:** Use the topics below (without the results) as a discussion starter at an upcoming meeting with your recruiting team. Ask people how they think candidates responded. Then share the results and let the brainstorming begin.

## What drives you to stay engaged with a recruiter?



- #1** Openness & honesty
- #2** Following up as promised
- #3** Knowledge about the job role



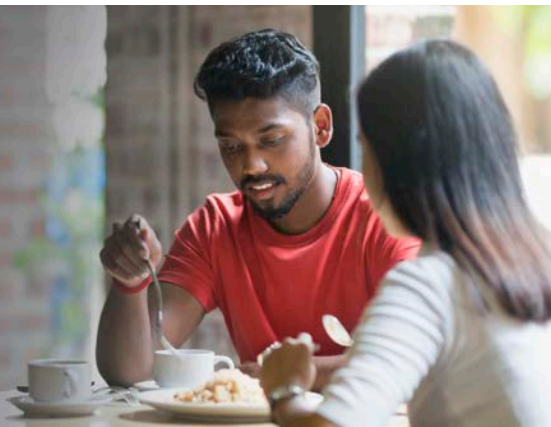
**44%**  
would participate in an organization's social community even if there were no current openings

## How do you prefer to communicate with recruiters?

- Phone call** 43%
- Email** 42%
- Text** 10%



**65%**  
would speak with a mentor at an organization to learn more about the organization



# The Recruitment Experience

There is widespread belief that the recruiting process is broken. Automation designed to streamline application, screening and selection workflows has led to a depersonalization that companies are now trying to address with chatbots, candidate CRM and other technologies. But how do candidates regard the recruiting process? Our survey reveals that 79% of candidates are satisfied overall, with 83% regarding it as “smooth & efficient,” and three-

quarters indicating that the process made them feel valued. Candidates had the most positive experience with hiring managers, whom they consider the most important person to meet.

**Survey Takeaways:** Before reinventing steps in your recruiting process, get first-hand feedback from recent candidates and new hires.



Percentage of candidates who are satisfied, overall, with the recruiting process:

79%

## Percentage who said it's important or very important to meet the following people:

Hiring Manager	80%	Person in same role	43%
HR Representative	54%	Future Coworkers	39%
Senior Management	52%		

## Perceptions of recruiting processes:

Smooth & Efficient	83%
Made me feel valued	75%
Would refer a friend	66%



## My most positive experience was with:

Hiring Manager	40%
Recruiter	23%
Coordinator	14%

# Other Candidate Perceptions

Nearly three-quarters of survey respondents said that an organization's career site is either important or very important in influencing their decision to pursue a job opportunity. While most surveys report an average time-to-hire of two to four weeks, one-third of our survey respondents indicated that they received an offer within one week, and a quarter reported receiving an offer within 8 to 14 days.

**Survey Takeaways:** Among the more surprising results from this survey is the fact that interest in having a career spans all age groups; 25% say working for a manager who is younger than themselves would influence their acceptance decision; and while 60% of our survey respondents believe it's okay for employers to conduct pre-employment screening for drugs, nearly a third say they'd stop pursuing a job if a drug test were required.

**How important are career sites in influencing your decision to pursue an opportunity?**



**74%**  
say they are very important or important

**In life I care about having a career:**

18-24	<b>85%</b>	45-54	<b>82%</b>
25-34	<b>91%</b>	55+	<b>70%</b>
35-44	<b>84%</b>		



**24%** say working for a younger manager would influence acceptance decision

**Total time from job apply to job offer:**



1 week or less	<b>33%</b>
8-14 days	<b>25%</b>
15-21 days	<b>10%</b>
22-28 days	<b>6%</b>

**Pre-Employment Drug Screening:**

**60%** say it is okay for employers to screen

**32%** say they'd stop pursuing the job if drug screen were required



Engage2Excel helps organizations create unique candidate and employee experiences from pre-hire to retirement. We understand what employees really want, because we look at the entire career lifecycle through a scientific lens. We conduct original surveys, validate best practices from our client base of 2,700+ organizations and rely on over three decades of groundbreaking research by our chief scientific officer, Jack Wiley, Ph.D.

Engage2Excel's industry-leading solutions for recruitment, employee recognition and engagement surveys are tailored to each client's unique business objectives and are designed to help clients increase competitive advantage and improve bottom-line results.

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