Year after year, Jobvite surveys hundreds of recruiters and HR professionals for its annual Recruiter Nation Survey report to determine where the industry’s priorities lie and what current hiring trends are. As uncovered in this year’s report, recruiters believe that many of the shifts brought forth in 2020 – from new and virtual interviewing and onboarding methods to investments and priorities – will be here to stay.

As Americans continue to face significant societal challenges and change in 2020, the impact is being felt by talent acquisition professionals from organizations of all sizes and across all industries. Unsurprisingly, the majority of recruiters today report an increased stress level at work since the onset of the COVID-19 pandemic along with diminished headcount and hiring.

With this year prompting many Americans to reflect on what is important to them and what their values are, it is fitting that those beliefs and priorities are being brought into the job search. Organizations' diversity and inclusion initiatives, flexibility, accommodations for working parents, and mental health benefit offerings are gaining in importance among candidates. Meanwhile, finding candidates who are cultural fits is viewed as a less important factor for recruiters in today’s increasingly remote work environment.

Despite a tumultuous year, job seekers appear to remain confident, with recruiters reporting an increase in candidates negotiating for higher salaries.

This year’s Recruiter Nation Survey report aims to help recruiters and talent acquisition leaders across the U.S. understand:

- Recruiting priorities and investments
- Stress levels of recruiters today
- Challenges in hiring quality talent
- Importance of D&I initiatives
- Salary negotiation in today’s hiring climate
- Effective interview and communication tactics and technology
- Importance of COVID-19 safety measures
- Valuable metrics for tracking recruiting success
- Top-rated sources for hiring
- Trends in social media for recruiting
- Candidate evaluation factors and measurement
- Effective benefit and perk offerings
- How recruiters are using AI and automation
Recruiting priorities have changed as the importance of improving time-to-hire fades and prioritizing diversity in hiring gains prominence. The quality of the hire is now more important than ensuring an expedited hiring process.

Social media, employee referral programs, and job boards are the recruiting areas most likely to see increased financial investments in the next 12 months.

Lack of skilled/qualified candidates and competition from other employers remain the biggest challenges in hiring quality talent.

Three-quarters of surveyed recruiters choose in-person interviews as the most effective interview mode. However, recruiters have adapted. Half of surveyed recruiters conduct 50% or more of their interviews via video and 40% of recruiters believe virtual interviews will be the default moving forward.

One-third of surveyed recruiters report that, at their organization, 50% or more of open roles are being hired as remote workers.

Internal hires remain the top-rated source for hiring, followed by employee referrals and job boards.

Recruiters are comfortable using text messaging to source and especially communicate with applicants.

Almost two-thirds of surveyed recruiters report that, since the onset of the pandemic, their stress level at work has increased at least somewhat. This includes one-fifth of recruiters whose stress level has drastically increased.

The pandemic has led to diminished headcount and hiring in about one-third of organizations.

A majority of surveyed companies have specific goals for diversity in hiring with respect to race/ethnicity and gender, while substantial numbers also have goals related to age, veterans, LGBTQ+, and immigrants.

Inquiring about an organization’s D&I initiatives has become more common – one-third of recruiters reported that job seekers are doing so more than they did in the previous year.

Close to half of surveyed recruiters are reporting that job seekers are inquiring about mental health benefits more frequently since the onset of the COVID-19 pandemic. Interest in accommodations and flexibility for working parents is even higher, with two-thirds of recruiters reporting more frequent inquiries.

Half of surveyed recruiters report at least a moderate increase in negotiating for higher salaries since the onset of the pandemic.

Half of surveyed recruiters report that they are seeing more employees taking on side jobs outside of their work for the company.

Surveyed recruiters most commonly leverage AI for job recommendations on career sites, candidate matching, job description recommendations, candidate screening with automated messages, and candidate engagement scoring.
TALENT ACQUISITION PRIORITIES AND INVESTMENTS

Recruiting may never look the same again

Where staffing agency and in-house recruiters differ:

71% of recruiters’ priorities for the next 12 months are different from the past 12 months

- Recruiting priorities have shifted more for staffing agency recruiters (79%)
- vs. for in-house recruiters (67%)

Top recruiting priorities (next 12 months)

- Improving quality-of-hire: 52%
- Increasing retention rate: 24%
- Improving time-to-hire: 23%
- Growing talent pipeline: 22%
- Diversity hiring: 22%

Biggest downward shifts (2017 vs. 2020)

- Growing talent pipeline: (52% vs. 22%)
- Improving time-to-hire: (40% vs. 23%)
- Growing employer brand: (35% vs. 19%)
- Improving candidate experience: (26% vs. 16%)
- Increasing retention rate: (32% vs. 24%)

Biggest upward shifts (2017 vs. 2020)

- Managing downsizing/layoffs: (1% vs. 11%)
- Diversity hiring: (13% vs. 22%)
TALENT ACQUISITION PRIORITIES AND INVESTMENTS

Recruiting may never look the same again

Recruitment investment focus (next 12 months)

<table>
<thead>
<tr>
<th>Method</th>
<th>2020 %</th>
<th>2018 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>46</td>
<td>41</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>40</td>
<td>N/A</td>
</tr>
<tr>
<td>Employee referrals</td>
<td>36</td>
<td>41</td>
</tr>
<tr>
<td>Job boards</td>
<td>34</td>
<td>29</td>
</tr>
<tr>
<td>Recruiters' professional networks</td>
<td>29</td>
<td>no shift</td>
</tr>
</tbody>
</table>

Biggest recruitment investment shifts

<table>
<thead>
<tr>
<th>Shift</th>
<th>2017 %</th>
<th>2020 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside recruiters/recruiting agencies</td>
<td>7%</td>
<td>23%</td>
</tr>
<tr>
<td>Internal hires</td>
<td>17</td>
<td>28</td>
</tr>
<tr>
<td>Direct applications</td>
<td>18</td>
<td>26</td>
</tr>
</tbody>
</table>

Recruiters expect all recruiting activities to increase compared to previous years

- Social media: 78%
- Mobile career site applications: 75%
- Recruiters' professional networks: 74%
- LinkedIn: 72%
- Text recruiting capabilities: 74%

In the next 12 months, larger companies are more likely to increase investment in recruiting activities through LinkedIn:

- 500+ employees: 48%
- <500 employees: 33%

Who expects increased investments in social media?

- Staffing agency recruiters: 61% vs. 38% in-house recruiters
- Recruiters under age 40: 52% vs. 42% over age 40

Note: “Direct applications” was not an option in the 2017 survey.
Communication and quantity are larger concerns than in previous years

Why recruiters are concerned about hiring quality talent

- Lack of skilled/qualified candidates: 58% (67% in 2017)
- Competition from other employers: 47% (60% in 2017)

Good news: Fewer recruiters are worried about finding quality talent due to lack of skills or competition.

Other top concerns

- Lack of budget (including salary, marketing, and incentives): 34% (43% in 2017)
- Lack of employer brand awareness: 24% (33% in 2017)

28% of recruiters for companies with 500+ employees believe this is a major challenge, compared to 19% of recruiters for companies with less than 500 employees.

Good news: Recruiters are less worried about lack of budget and lack of employer brand awareness than they were in 2017.
**DIVERSITY AND INCLUSION**

*Attract and engage more diverse job seekers*

Inquiring about an organization's diversity and inclusion initiatives has become more common

- Of recruiters report that job seekers are inquiring about D&I initiatives more than they did in the previous year

**Who is more likely to observe an increase in inquiries about D&I?**

- **Staffing agency recruiters:** 49% vs. 24% for in-house recruiters
- **Recruiters in large companies:** 42% vs. 23% smaller companies

**Diversity in hiring goals**

The majority of companies have specific goals for diversity in hiring with respect to:

- **Race/ethnicity:** 63%
  - More common among larger companies (69% vs. 56% smaller companies)
  - and in-house recruiters (67%) than recruiters working for staffing agencies (55%)

- **Gender:** 54%

- **Age:** 37%

- **Veterans:** 33%

- **LGBTQ+:** 29%

- **Immigrants:** 28%

- **Disabilities:** 25%
The tallest tales include:

- **Technical Skills:** 50%
- **Experience:** 48%
- **Competitive offers:** 35%
- **Salary history:** 31%

Candidates are also likely to pad their resumes when it comes to:

- **Citizenship status:** 21% in 2020, compared to 11% in 2017
- **Education history:** 26% in 2020, compared to 18% in 2017
- **Language proficiency:** 19% in 2020, compared to 14% in 2017

*Note:* This would include proficiency in other foreign languages.
IS IT 2021 YET?

Like everything else, hiring shifts look different this year

March 2019-March 2020

62% of recruiters have received 100 or fewer applications per average requisition

43% have received fewer than 50 applications per average requisition

33% have received 100 or more applications per average requisition

The largest volume of openings in the current job market

Full time: 46%

Hourly: 39%

Salaried: 36%

Recruiters representing staffing agencies (35%) report more executive-level openings than do in-house recruiters (10%)

Working from home:

One-third (32%) of surveyed recruiters report that, at their organization, 50% or more of open roles are being hired as remote workers

29% report that about 25% of open roles are filled by remote workers
**IS IT 2021 YET?**

*Like everything else, hiring shifts look different this year*

**Ghosting**
An accepted offer is not always a done deal. Candidates may still have a change of heart.

56% of recruiters have been ghosted by a candidate who had accepted an offer.

Being ghosted by a candidate happens more often in large companies:
- 61% for companies with 500+ employees
- 51% for companies with less than 500 employees

**Keeping silver medalists warm:**
77% of recruiters have gone back and hired a candidate who was second or third on the candidate list, or who had a great resume but wasn’t a fit at the time.

**COVID-19 safety concerns:**
47% of recruiters report that job seekers today frequently inquire about their organizations' COVID-19 safety measures.

Questions about COVID-19 safety are more often experienced by recruiters representing staffing agencies (56%) vs. in-house recruiters (42%).
# INTERVIEWING IS NOT REMOTELY THE SAME

*Remote interviews are a delicate art*

## In the pandemic job market
- 67% of recruiters interview via video
- 49% via phone calls
- 53% conduct 50% or more of their interviews via video
- 40% believe that virtual interviews will be the default moving forward

**61%** of staffing agency recruiters think virtual interviews will be default moving forward vs. **29%** of in-house recruiters

**55%** of male recruiters think virtual interviews will become default in the future vs. **32%** females

Only **11%** of recruiters believe video interviews will not be the default moving forward

## Biggest video interview mistakes by candidates

<table>
<thead>
<tr>
<th>Mistakes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor connectivity</td>
<td>37%</td>
</tr>
<tr>
<td>Inappropriate attire</td>
<td>25%</td>
</tr>
<tr>
<td>Poor eye contact</td>
<td>23%</td>
</tr>
</tbody>
</table>

## Given the option, in-person interviews take the cake
- 77% of surveyed recruiters believe in-person interviews are the most effective interview mode
- 69% report being comfortable performing in-person interviews in today's job market
- 11% prefer video
- 8% prefer phone call

### Insights from survey respondents who work with Jobvite:

- **95%** are very comfortable with video interviews, higher than any other method of interviewing and higher than any other demographic group
- Only **52%** of recruiters representing staffing agencies report being comfortable, compared to **75%** of in-house recruiters
- **34%** conduct video interviews 100% of the time
- **30%** conduct video interviews 75% of the time
**RECRUITMENT MARKETING**

*What’s powering successful recruiting*

**Tracking recruiting success**

Quality-of-hire is the most valuable metric surveyed recruiters use to track recruiting success, increasing by 27 percentage points since 2017.  

- 48% say quality-of-hire  
- 17% say retention rate of hire  
- 14% say time-to-hire  

**Top hiring sources for high-quality candidates**

Internal hires remain the top-rated source for hiring, followed by employee referrals and job boards.  

- 36% internal hires  
- 29% employee referrals  
- 27% job boards

**Most common content included in career site job posting**

- 54% benefits and healthcare offerings  
- 48% equal opportunity employment  
- 42% salary  
- 41% advancement opportunities  
- 37% flexibility in schedule or remote work  
- 36% perks

**To attract top candidates, recruiters must also be marketers**

58% of recruiters believe recruitment marketing is more important in an increasingly digital world.  

This sentiment is even stronger among:  

- Male recruiters (66%)  
- Staffing agency recruiters (66%)  
- Respondents who work with Jobvite (66%)  
- Recruiters working for companies with 500+ employees (64%)

**Top tools for growing employer brand**

A strong employer brand remains crucial to attracting candidates. The channels recruiters find most effective in growing employer brand are:

- Social networks: 47%  
- Company’s career website: 22%  
- In-person or virtual recruiting events: 10%
THE SPEED OF TALENT

Recruiter efficiency is key

Recruiters are comfortable using text messaging to source and especially communicate with applicants.

44% have used text messaging to source potential candidates

66% have used text messaging to engage and communicate with current applicants

Don't forget: Collection of data and practices must be compliant with the requirements set forth by the General Data Protection Regulation (GDPR).

Using text messaging to source potential candidates is more common

At large companies: 52% of recruiters representing companies with 500+ employees vs. 37% among recruiters from companies with less than 500 employees

Among male recruiters: 63% vs. 32% among female recruiters

Among staffing agency recruiters: 72% vs. 30% for in-house recruiters

If a recruiter could choose one technology to make the job easier:

33% say a new applicant tracking system

33% say new customer relationship management technology

46% of recruiters from staffing agencies prioritize a new CRM first
SOCIALLY INCLINED
Recruiters aren't fully distancing from social media

With the exception of YouTube and Instagram, usage of all social media channels in recruiting has somewhat diminished compared to previous years.

The use of LinkedIn has gone down 20 percentage points since 2017 (92% vs. 72% today); meanwhile Instagram use for recruiting has grown from 18% to 37% during that same time.

Social media channels most used for recruiting

- LinkedIn (72% report using or planning to use it for recruitment)
- Facebook (60%)
- Twitter (38%)
- Instagram (37%)
- Glassdoor (36%)
- YouTube (27%)

Social channels that source the highest quality candidates

- LinkedIn: 67%
- Facebook: 34%
- Glassdoor: 24%
- Instagram: 23%
- Twitter: 21%

Biggest recruiter turn-offs when it comes to social

- Spelling and grammar errors in posts or tweets: 53%
- References to marijuana: 45%
- Alcohol consumption: 42%
- Political posts: 32%
- Pictures of body showing skin: 30%

Male recruiters use social media more than female recruiters

- Facebook: 71% vs. 53%
- Twitter: 55% vs. 28%
- Instagram: 48% vs. 30%
- YouTube: 43% vs. 17%

Where staffing agencies vs. in-house recruiters

- Staffing agencies use Twitter, Instagram, and YouTube more frequently
- In-house recruiters use LinkedIn and Glassdoor more often

2020 Recruiter Nation Survey
SOCIALLY INCLINED
Recruiters aren’t fully distancing from social media

⚠️ New finding
TikTok “Dreams” Recruiting
Recruiters are starting to leverage TikTok, with 7% of respondents using the platform for recruiting efforts. Snapchat is also seeing a rise, with 13% of recruiters using it — an increase of 8 percentage points since 2017.

Other relevant TikTok / Snapchat findings:
The technology and IT-hardware industries are using TikTok the most for recruiting efforts.

Staffing agency recruiters believe using TikTok and Snapchat lead to more positive results.

- 11% believe that TikTok produces the highest quality candidates and
- 24% think the same of Snapchat

compared to in-house recruiters (1% and 3%, respectively)
ONBOARDING
Bringing new employees up to speed

A positive onboarding experience is essential to the recruiting process and can make it more likely for a hire to remain with the company compared to if their onboarding process is negative.

Over the past three years, long onboarding times (40+ hours) have become less frequent.

- 9% of recruiters spend 41-80 hours onboarding new employees (compared to 13% in 2017)
- 6% spend more than 80 hours onboarding (compared to 14% in 2017)

At the same time, very short onboarding times have also become less common

- Only 19% spend 8 hours or less onboarding (compared to 27% in 2017 and 42% in 2016)
- 42% spend anywhere from 1-3 workdays onboarding new employees (compared to 33% in 2017)
- 62% of those surveyed spend between 1-5 workdays onboarding new employees (compared to only 47% in 2017)

Most surveyed recruiters believe that, in the current job market, between one-quarter and half of new hires can be onboarded completely remotely.
Recruiters’ stress levels have significantly increased

Stress levels on the rise

- 61% of recruiters report at least somewhat increased stress levels since the onset of the pandemic
- 19% say their stress level has drastically increased

Where staffing agencies vs. in-house recruiters

- 41% of in-house recruiters report reduced headcounts and hiring
- 18% report increased staffing levels and rapid hiring

Pandemic impact on recruiting:

- 34% of recruiting organizations have experienced diminished headcount and hiring resulting from the pandemic
- 26% of recruiters say their organizations are increasing staffing levels and hiring rapidly

- 41% of staffing agency recruiters report increased staffing levels and hiring
- and only 22% report reduced staffing levels
CANDIDATE EVALUATION

What’s important in the eyes of the recruiter

Top behaviors that disqualify candidates

- **62%**
  - Rudeness to the receptionist or other support staff
    - (vs. 86% in 2017)

- **48%**
  - Checking one’s phone
    - (vs. 71% in 2017)

- **46%**
  - Showing up late
    - (vs. 58% in 2017)

- **46%**
  - Poor hygiene
    - (vs. 52% in 2017)

What not to do

- **Interrupt the interviewer: 31%**
- **Bring food: 31%**
- **Dress too casually: 22%**
CANDIDATE EVALUATION

What’s important in the eyes of the recruiter

Which resume and application factors are most important when considering a candidate?

- Previous job experience: 70%
- Employee referral: 37%
- References: 35%
- Relevancy of education to role: 32%
- Resume format: 29%

Major shifts in factors considered by recruiters when evaluating candidates

- Previous job experience: 92% in 2017 to 70% in 2020
- Employee referral: 51% in 2017 to 37% in 2020
- Resume format: 17% in 2017 to 29% in 2020
- Cover letters: 8% in 2017 to 27% in 2020
- Online education or certificates: 8% in 2017 to 27% in 2020

Where staffing agency and in-house recruiters differ

- 82% of in-house recruiters prioritize previous job experience vs. 48% of staffing agency recruiters
- 40% of in-house recruiters value relevance of education to role vs. 18% of staffing agency recruiters
- 30% of in-house recruiters value online social presence vs. 14% of staffing agency recruiters
**BENEFITS AND PERKS**

*Working from home and flexibility top the list*

**Diminishing in effectiveness**

Most perks have diminished in effectiveness over the past year:

- Continuing education reimbursement: down 19 percentage points since 2017
- Casual dress code: down 17 percentage points since 2017
- Medical/dental coverage: down 14 percentage points since 2017
- Signing bonus and 401(k): down 12 percentage points since 2017

401(k) is less of an incentive in the South (36%) than in the West (52%) and East (49%).

**What perks are most effective in attracting new candidates?**

- Medical/dental coverage: 55%
- Work from home / flexible work hours: 48%
- 401(k): 44%

**Benefits on the rise — a focus on the family:**

- **Family planning:** up 17 percentage points since 2017
- **Childcare services:** up 10 percentage points since 2017

43% of recruiters report that job seekers are inquiring about mental health benefits more frequently since the onset of the COVID-19 crisis.

**Mental health benefits**

The onset of COVID-19 has increased job seekers' desire for mental health benefits.

Most likely to observe inquiries about mental health benefits are:

- Staffing agency recruiters: 69%
- Recruiters in the South: 49%
- Recruiters working for companies with 500+ employees: 49%
SALARY & NEGOTIATIONS

Despite economic slump, candidates aren’t afraid to negotiate

Impact of COVID-19 on salary negotiations:

- 51% of recruiters report a significant or moderate increase in candidates negotiating for higher salaries since the onset of the pandemic
- 53% report that average salaries across their industry have remained the same
- Staffing agency recruiters report a significant increase in salary negotiations in much higher numbers (38%) than in-house recruiters (17%)

Pay equality

In recruiters’ minds, the wage gap is evening out.

- 67% of recruiters believe men and women in their industry are paid equally for the same quality and quantity of work – up from 27% in 2017
- At the same time, those who believe that men are paid more have dwindled, from 61% in 2017 to 24% in 2020

According to the 2020 Job Seeker Nation Survey, 61% of respondents were “very” or “somewhat” comfortable negotiating salaries, despite the pandemic.

This aligns with the 2020 Job Seeker Nation Survey. Its findings revealed that about one-quarter (26%) believe men are paid more.

Side gigs:

- 48% of recruiters see more employees taking on side jobs

This is more common for:
- recruiters representing staffing agencies (66%)

This aligns with findings from Jobvite’s 2020 Job Seeker Nation Survey, which found that 46% of workers surveyed in April say they plan to have a second source of income outside of their regular 9-5 jobs.
**ARTIFICIAL INTELLIGENCE (AI) AND AUTOMATION**

Recruiters increase efficiency with a human + machine approach

### How are recruiters using AI?

<table>
<thead>
<tr>
<th>Task</th>
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<tr>
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</tr>
<tr>
<td>Candidate screening with automated messages</td>
<td>24%</td>
</tr>
<tr>
<td>Candidate engagement scoring</td>
<td>23%</td>
</tr>
</tbody>
</table>

### Where staffing agencies vs. in-house recruiters

Staffing agency recruiters leverage AI much more often than in-house recruiters.

<table>
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</tbody>
</table>

Staffing agency vs. in-house recruiters:

- **Job recommendations on career sites:** 54% staffing agency vs. 23% in-house
- **Candidate matching:** 46% vs. 25%
- **Candidate engagement scoring:** 37% vs. 15%

### Impact of AI

- **36%** of recruiters believe AI makes their jobs better
- **23%** say it makes it better in some ways but worse in others
- **49%** of male recruiters and staffing agency recruiters believe AI makes their job better

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AI also helps deliver a positive candidate experience, which has become the expected norm for the majority of candidates, according to the 2020 Job Seeker Nation Survey.
REFERRALS AND INTERNAL MOBILITY

The key to unlocking hidden talent

**Referral programs**
- 71% of organizations offer employee referral programs
- 88% incentivize referrals
- 81% of companies with 500+ employees offer referral programs vs. 61% of companies with less than 500 employees

While a majority of organizations offer referral programs, Jobvite's 2020 Job Seeker Nation Survey revealed that employees do not participate in them. Two-thirds (65%) of surveyed workers have never participated in a company's referral program.

**Methods of sharing referrals**
- Company newsletter: 42%
- Sending an email: 41%
- Posting on company social media: 39%
- Relying on front-line managers to communicate: 35%
- Sharing opportunities in internal communication system like Slack: 35%
- Communicating in in-person meetings: 20%
- Text messaging: 15%

**Internal mobility**
- 83% of recruiters say their organizations are at least somewhat effective at enabling internal mobility
- 34% believe they are very effective in doing so
- 54% of recruiters alert employees to internal job postings at least once per week
- 62% of recruiters say that at least 25% of open roles include internal candidates in the talent pipeline
- 30% report that half or more of open roles include internal candidates

**Internal mobility tech**
- 41% of recruiters have a process and software that manages internal mobility
- 26% of recruiters have a process for doing so, but no software to manage the process

**Outsourcing to gig workers:**
COVID-19 does not appear to have changed organizations' propensity to outsource jobs to freelancers or gig workers. The majority (70%) of recruiters reported no change or more outsourcing.

- 48% report no change
- 21% report less change
- 22% report more outsourcing
Jobvite is pleased to share the results of the 2020 Recruiter Nation Survey, and thank these industry thought leaders who helped to contribute to the great questions that are driving insights to help us all better understand this nation of recruiters.

**Megan Buttita**
Talent Acquisition Technologist & Analyst,
IDC Worldwide Services Group

**Ben Eubanks**
HR Analyst,
Lighthouse Research & Advisory

**William Tincup**
President, Editor-At-Large,
RecruitingDaily.com
Zogby Analytics was commissioned by Jobvite to conduct an online survey of 802 recruiters in the U.S.

Jobvite supplied Zogby Analytics a list of contacts and customers, which was used to recruit survey participants. Additional recruiters were randomly invited using internal and trusted interactive partner resources. Each invitation was password coded and secure so that each respondent could only access the survey one time.

Based on a confidence interval of 95%, the margin of error for 802 is +/- 3.5 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. It should also be noted that there was a change in methodology between 2017 and 2018 so conclusions about trends in the data between these two years should be drawn with caution.
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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