

# The Great Rehire: What Job Seekers Truly Care About

Insights from the latest staffing industry research

June 29, 2022



# Meet the Presenters



**Eric Gregg**  
*CEO & Founder*  
ClearlyRated



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*Sales Director, Staffing and Recruiting Group*  
CareerBuilder

# About ClearlyRated



Est. 2003

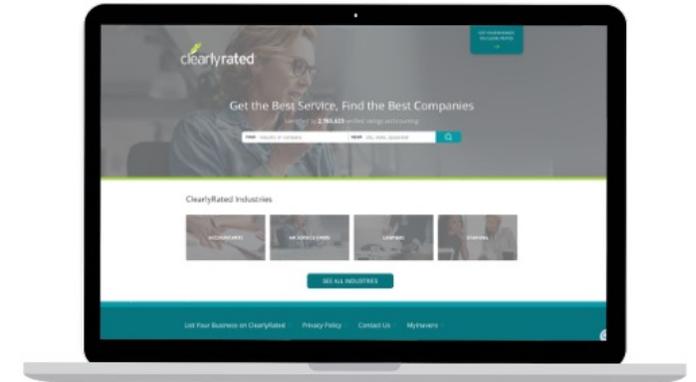
Focus on professional service providers since 2007

We believe it's **good business** to place client and employee satisfaction at the heart of your growth strategy.



Annual survey & award program for client, talent, and employee satisfaction.

Recognizes firms that have demonstrated exceptional service quality based exclusively on ratings provided by their clients, candidates, and internal staff.



Online service provider directory that translates client and talent satisfaction scores into online ratings and testimonials.

# OUR DUAL-SIDED MARKETPLACE DRIVES THE MOST MEANINGFUL INTERACTIONS BETWEEN BOTH CANDIDATES AND YOUR ORGANIZATION



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# Study Overview

- **Background:** CareerBuilder, ClearlyRated, and the American Staffing Association have partnered to publish the 2022 Job Candidate Study.
- **Objective:** Research identifies key trends and performance benchmarks for the staffing industry
  - Job candidate & placed talent satisfaction benchmarks and loyalty drivers
  - Candidate decision journey and influences
  - Staffing industry perceptions, understanding, and engagement
  - Keys to candidate attraction, retention, and redeployment
  - The impact of DEI (Diversity, Equity, and Inclusion) on candidate attraction and retention
  - How candidates navigate a job market shaped by COVID
- **Cohort:** The 2022 Job Candidate Study surveyed 1,394 job candidates, weighted to reflect the U.S. adult workforce and to be representative of staffing firm utilization. The sample was obtained through independent, third-party online panels and from CareerBuilder database contacts.
- The survey was fielded between April 6 and May 2, 2022.
- Any comparisons to 2020 are in reference to the 2020 Job Candidate Sentiment Study conducted between ClearlyRated and the American Staffing Association.

# Audience Snapshot

## 1,394 Job candidates

- 71% employed full time, 5% unemployed
- 40% actively looking for a job
- 10% have used staffing firms in the past year, 33% have used staffing firms at some point before the past year
- Median age: 44
- Top sectors represented:
  - Office/clerical (17%)
  - Professional services (14%)
  - Retail/customer service (14%)
  - Healthcare (12%)
  - Software/ technology (11%)



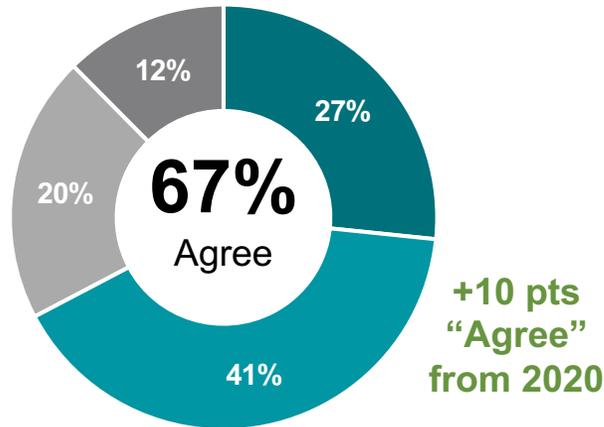


# The Job Search in 2022

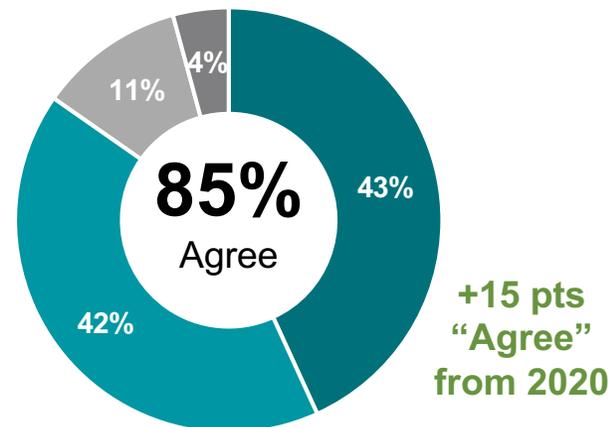
2022 Job Candidate Study

# 1 in 3 job seekers are currently unsatisfied with their situation, but most are optimistic

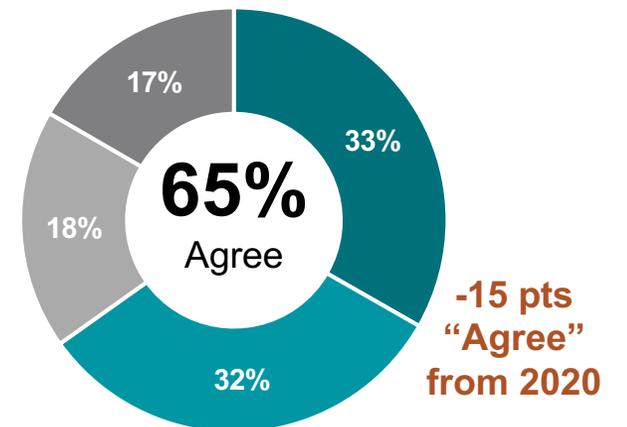
“Overall, I am satisfied with my current employment situation.”



“I am optimistic about the future of my career.”



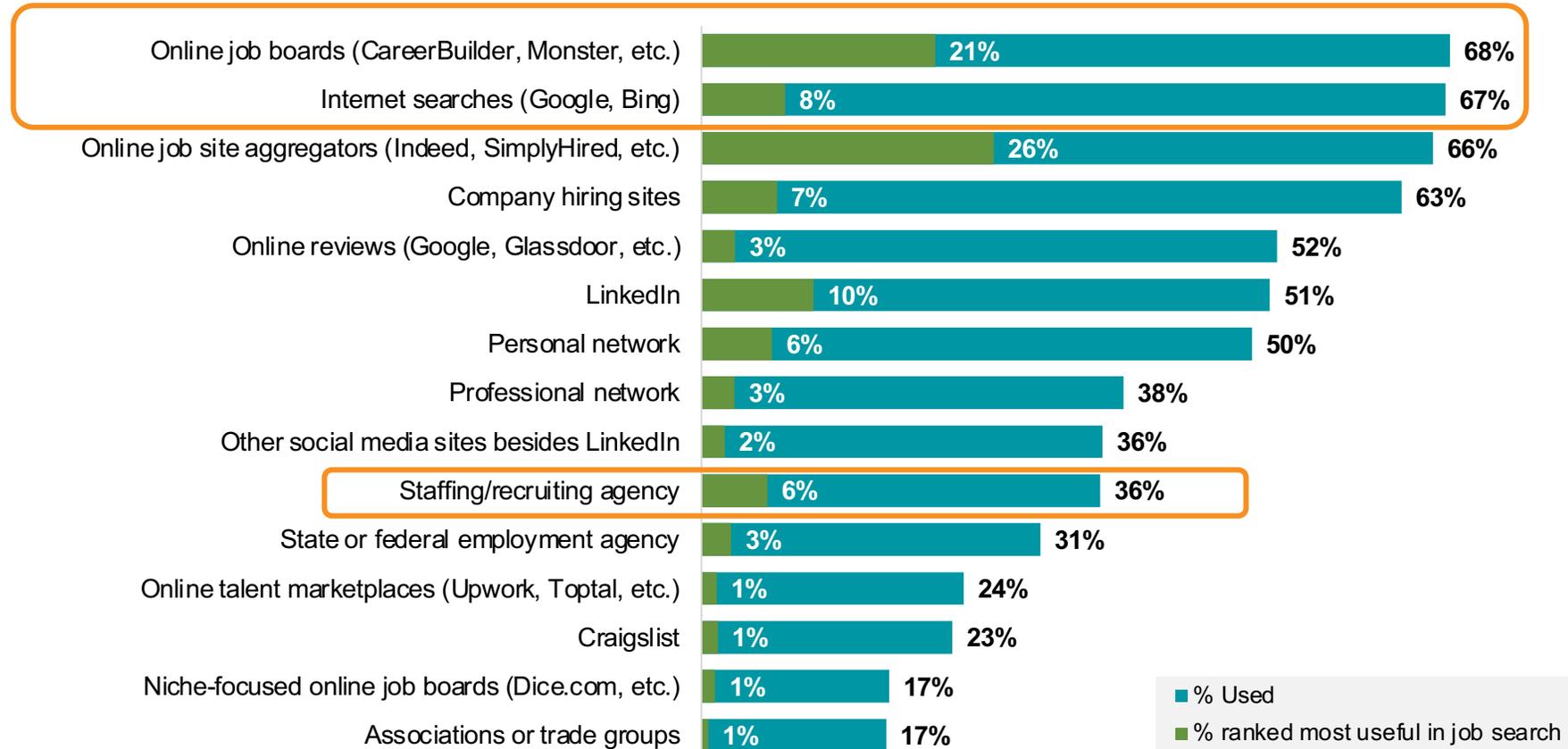
“I will likely be working at a different company within the next 12 months.”



■ = somewhat agree ■ = strongly agree ■ = somewhat disagree ■ = strongly disagree

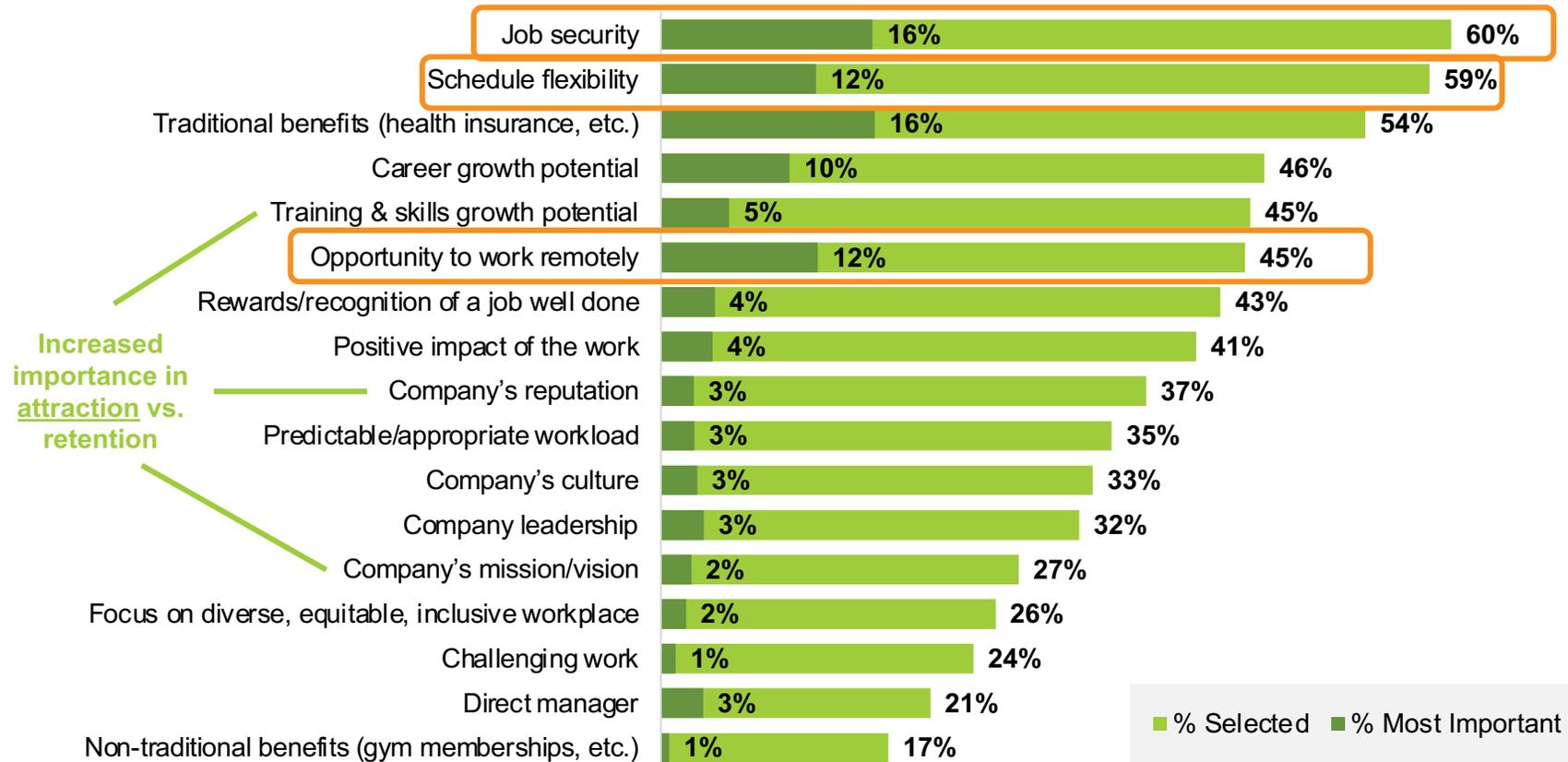
# Job seekers in 2022 find most success using online job boards and job site aggregators

Resources used in job search



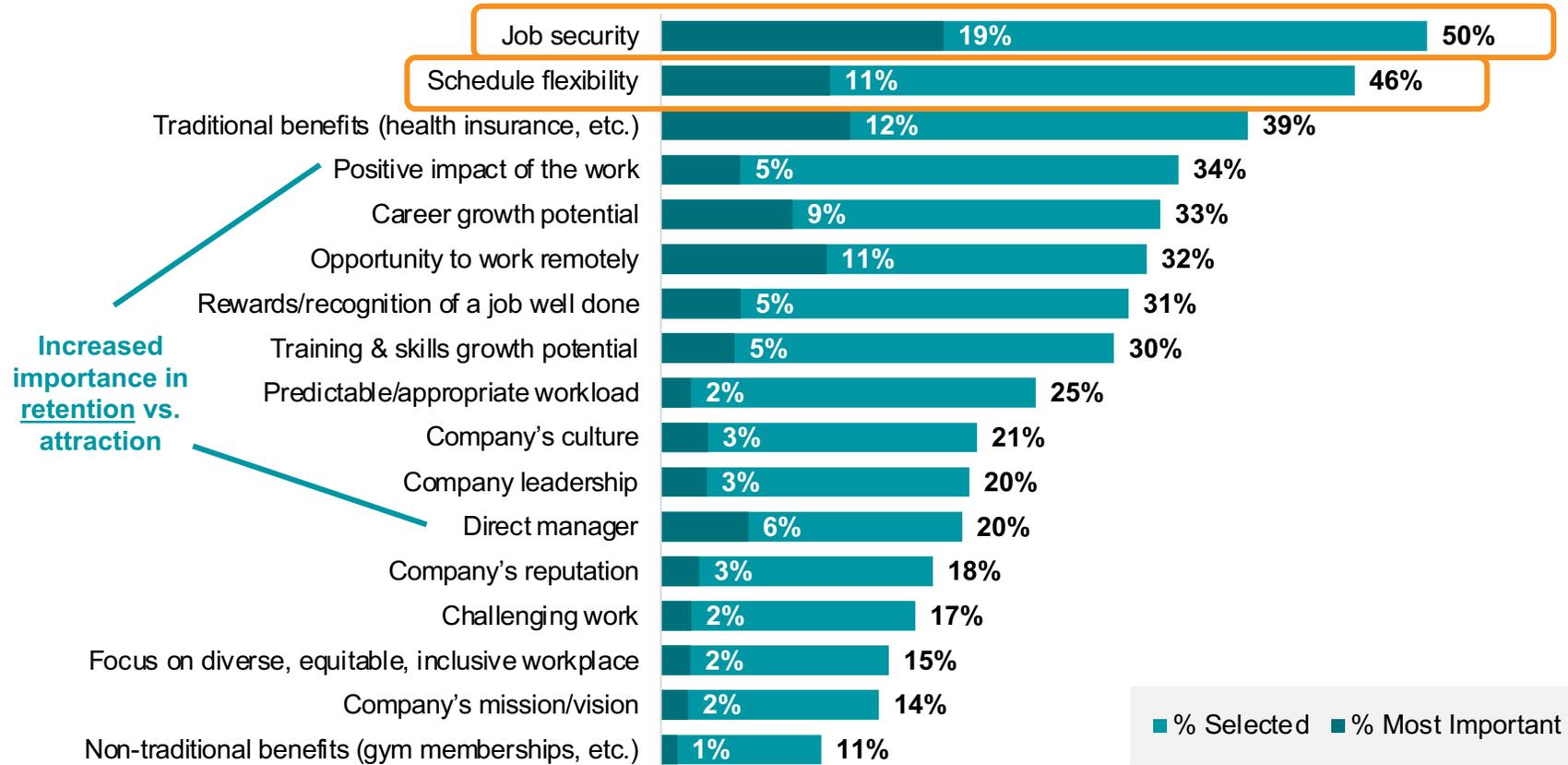
# Job seekers are most interested in job security, schedule flexibility, and traditional benefits like health insurance

Most important aspects when considering a position (beyond compensation)



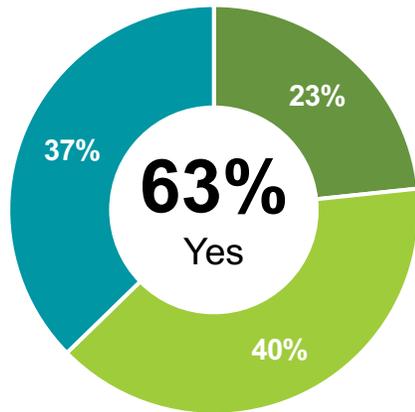
# Top reasons to stay in a position are similar to those that attract candidates, but positive impact and direct manager have increased importance

Most important aspects that make respondents stay in a position (beyond compensation)



# Younger candidates look for growth, older candidates look for compensation, and mental health improvement is universally important

Have voluntarily left position in the past



■ Yes, in the past 12 months ■ Yes, but not in the past 12 months ■ No

Top Reasons for voluntarily leaving position, rank by age

Gen Z & Millennials		Baby Boomers	
1	More growth opportunities	1	Better compensation
2	To help my mental health	2	To help my mental health
3	Better compensation	3	Better company management
4	Increased schedule flexibility	4	More growth opportunities
5	Better company management	5	Better company culture
6	Better benefits	6	Better benefits
7	Better company culture	7	Increased schedule flexibility

# The New Labor Market

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Discussion





# How Candidates Find & Engage Staffing Firms

2022 Job Candidate Study

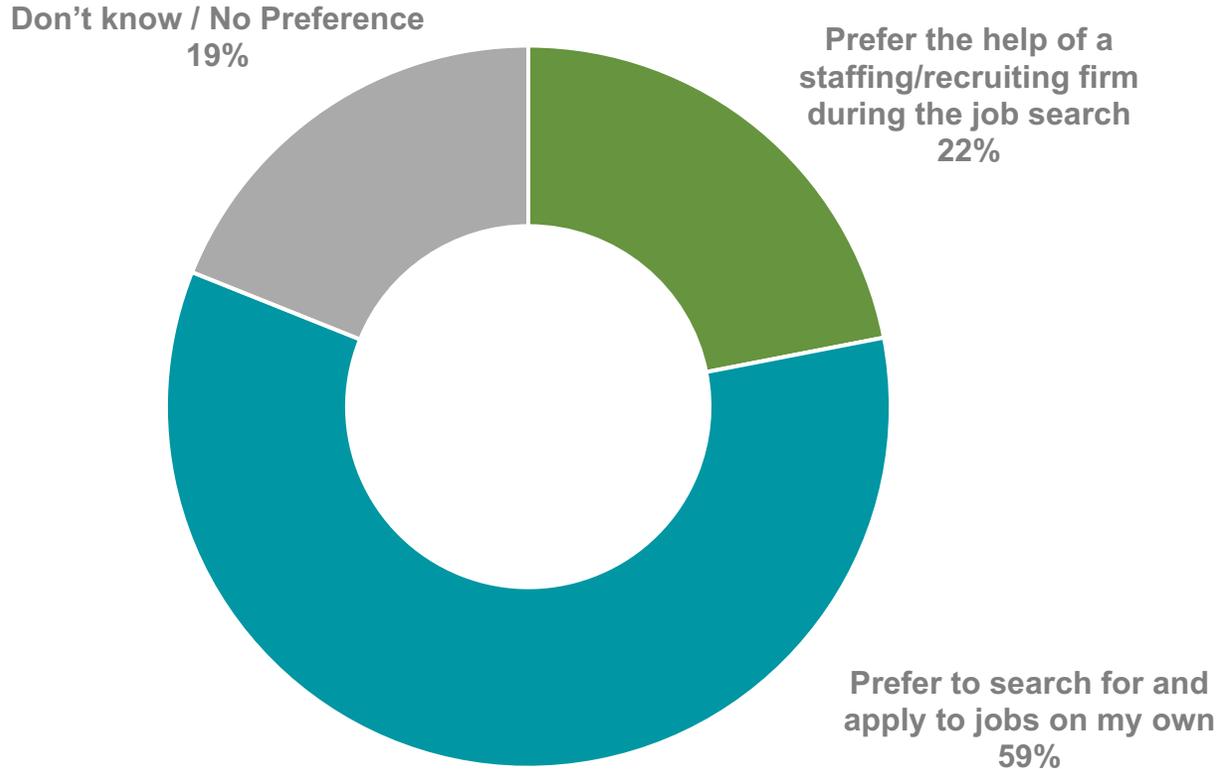
# When vetting staffing firms, direct referral is still trusted most, and marketing or advertising is trusted the least

Sources of information trusted when vetting a staffing firm, by staffing firm usage  
(% trust “somewhat” or “completely”)

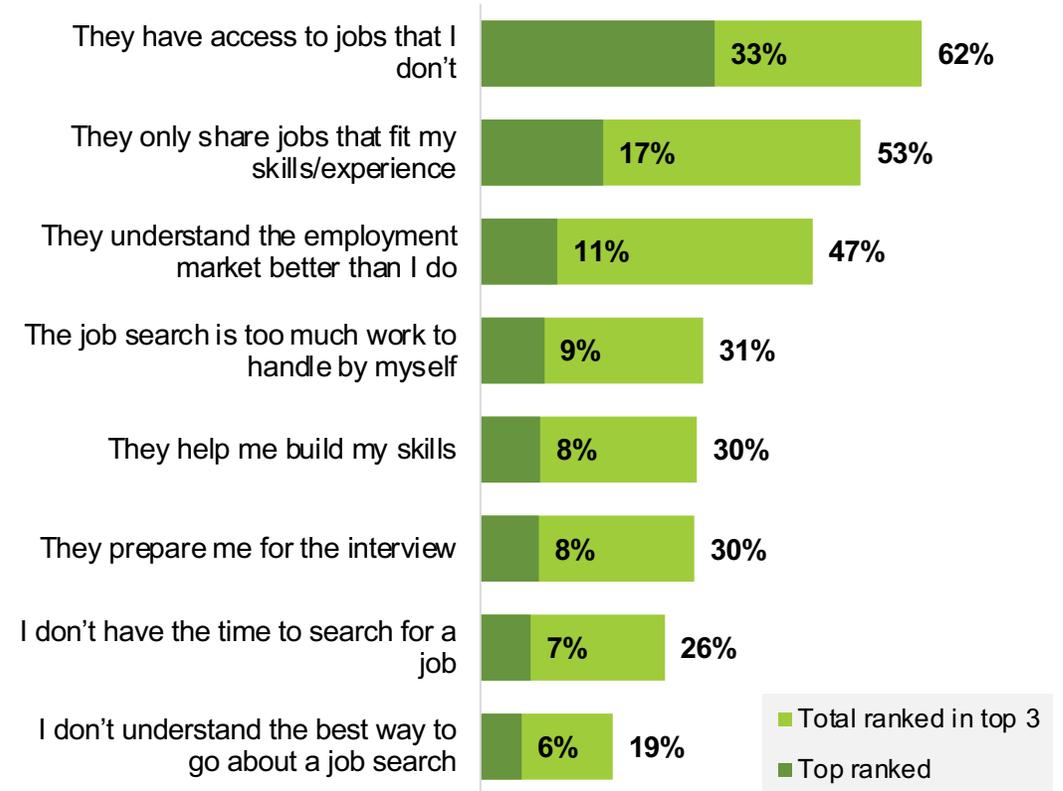


# Staffing firm users view access to relevant jobs as the top upside of using a staffing firm

Preference of using staffing firm vs. conducting job search on own

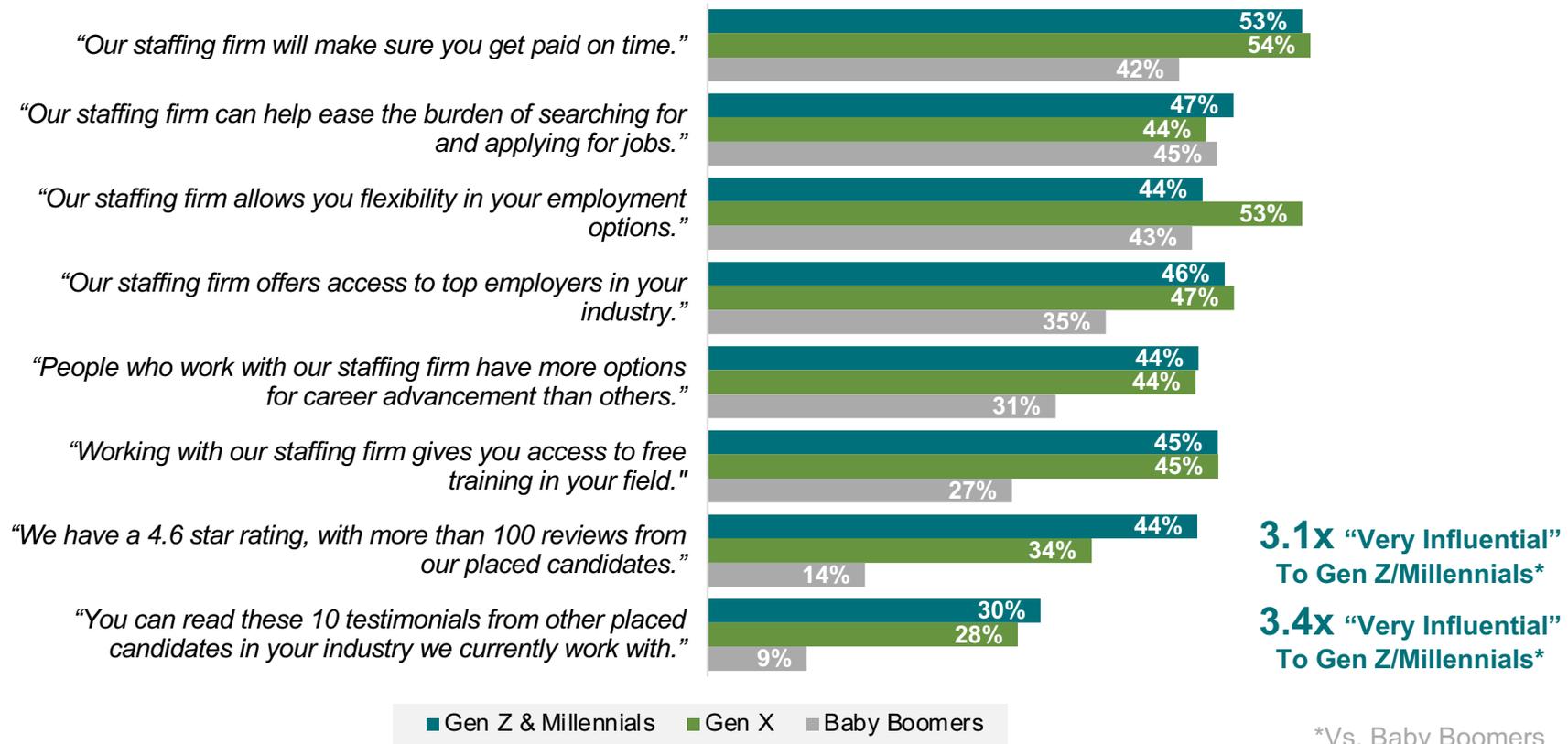


Staffing firm users: Top reasons to partner with a staffing firm for next job search



# Staffing firm users are most influenced by reliable payment, ease of searching and finding jobs, and flexibility in employment options

Staffing firm users: Influence of the following potential statements a staffing firm might make on decision to work with that firm (% “Very influential”)



# What Job Seekers Care About

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Discussion



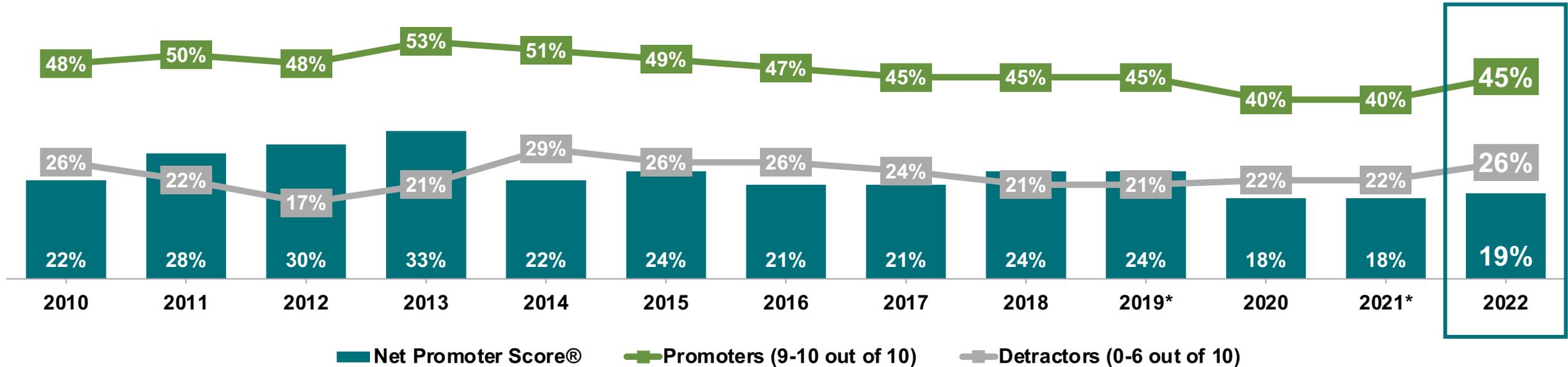


# Placed Talent Satisfaction

2022 Job Candidate Study

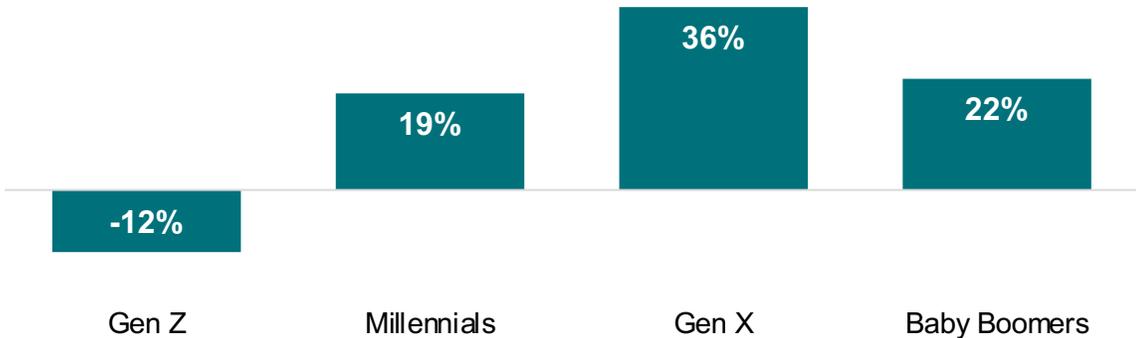
# Placed Talent NPS® in 2022 is 19, mostly steady from prior years

Placed Talent: Likelihood to Recommend Working with Current Staffing Firm

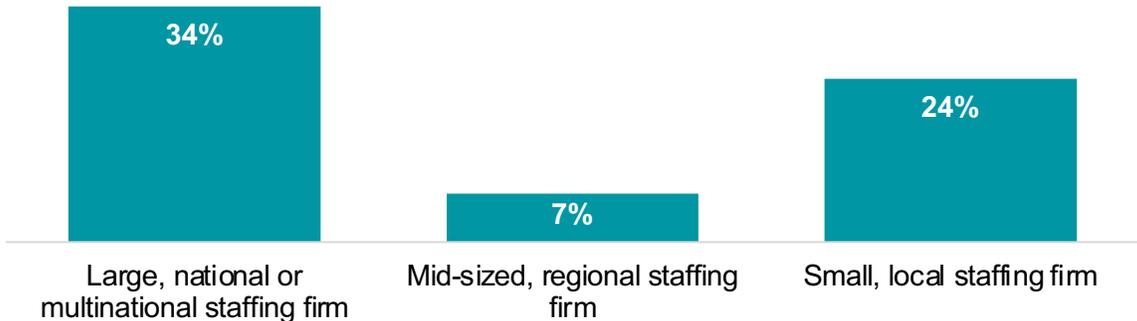


# Staffing firm NPS is higher among Gen X users, large staffing firm users, males, and those on assignment from 3-6 months

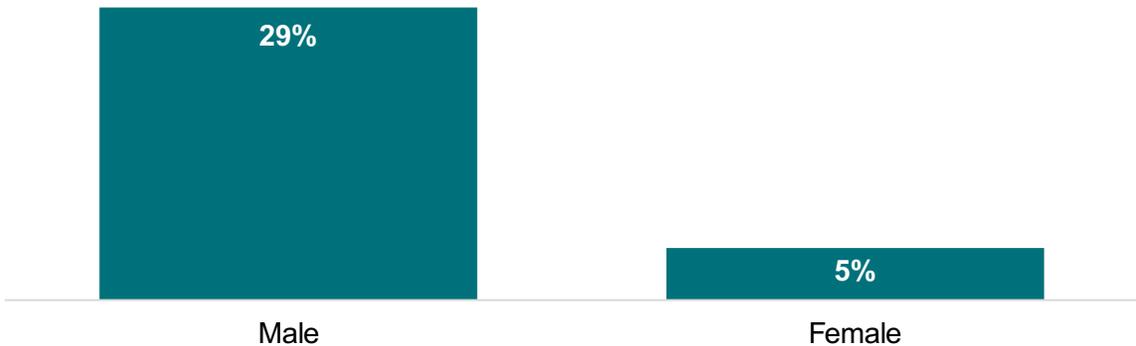
Talent NPS, by generation



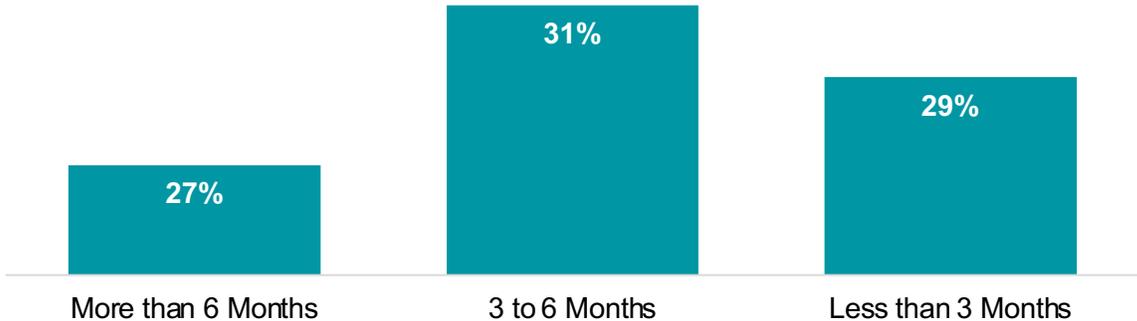
Talent NPS, by size of primary staffing firm used



Talent NPS, by gender

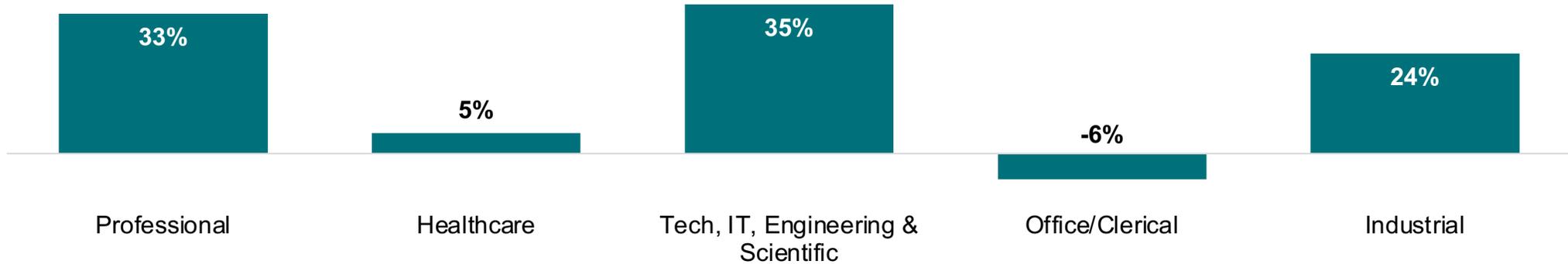


Talent NPS, by length of current assignment

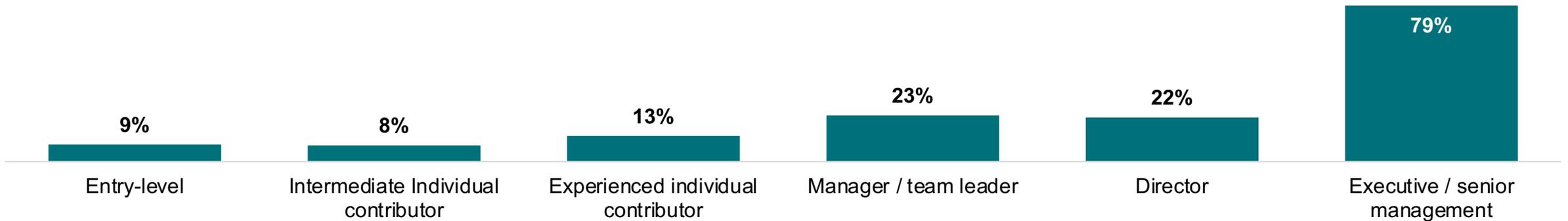


# Placed talent in the tech and professional sectors have higher satisfaction levels, as do those seeking higher-level jobs

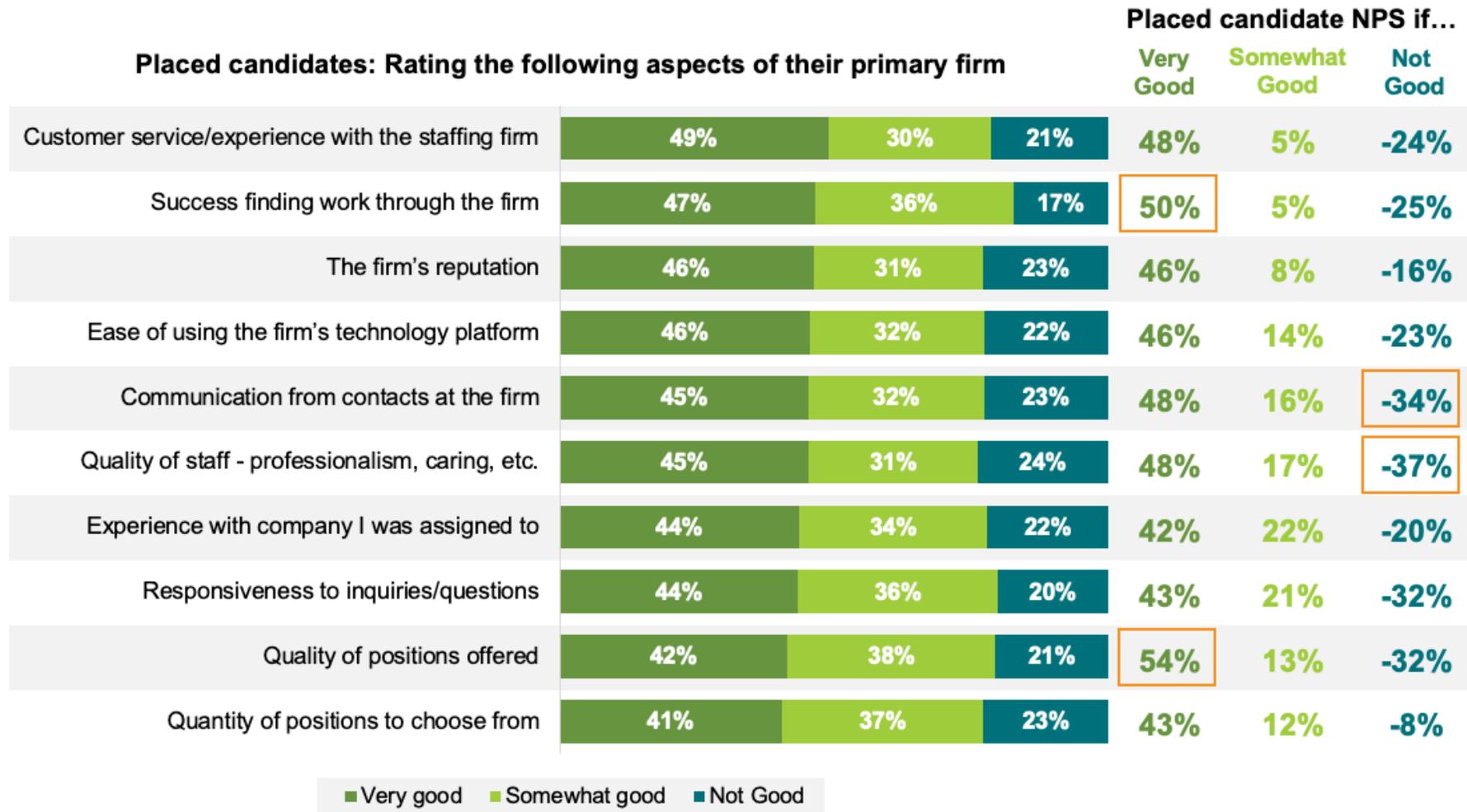
Talent NPS, by Sector



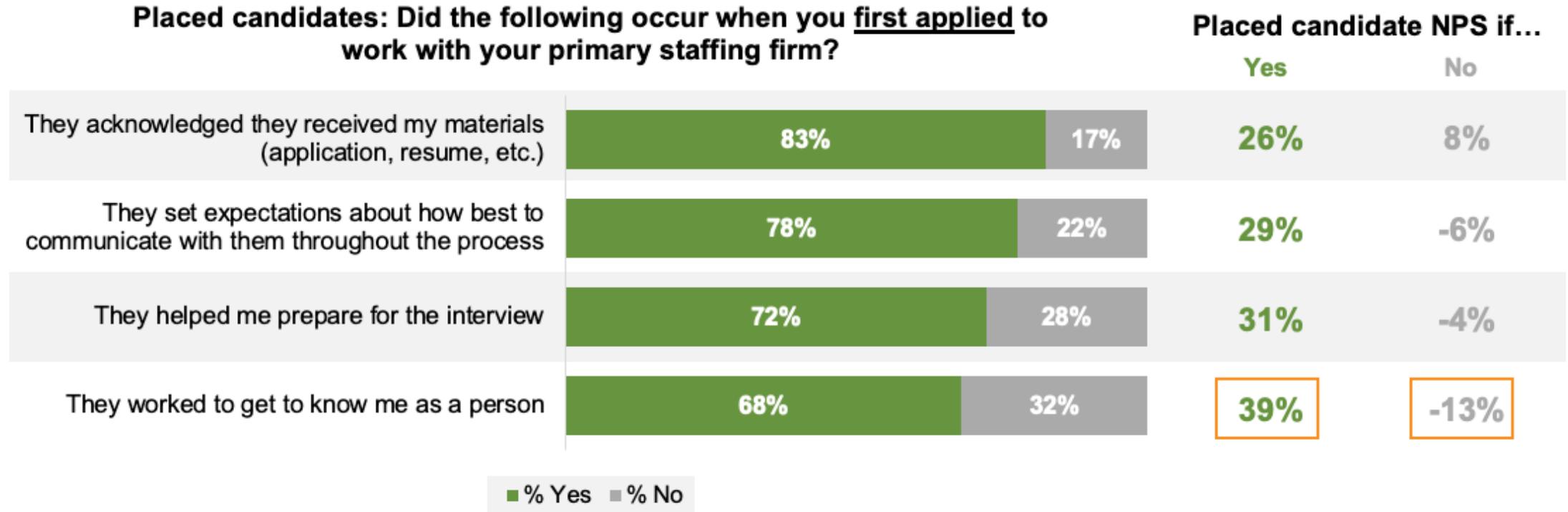
Talent NPS, by level of job sought



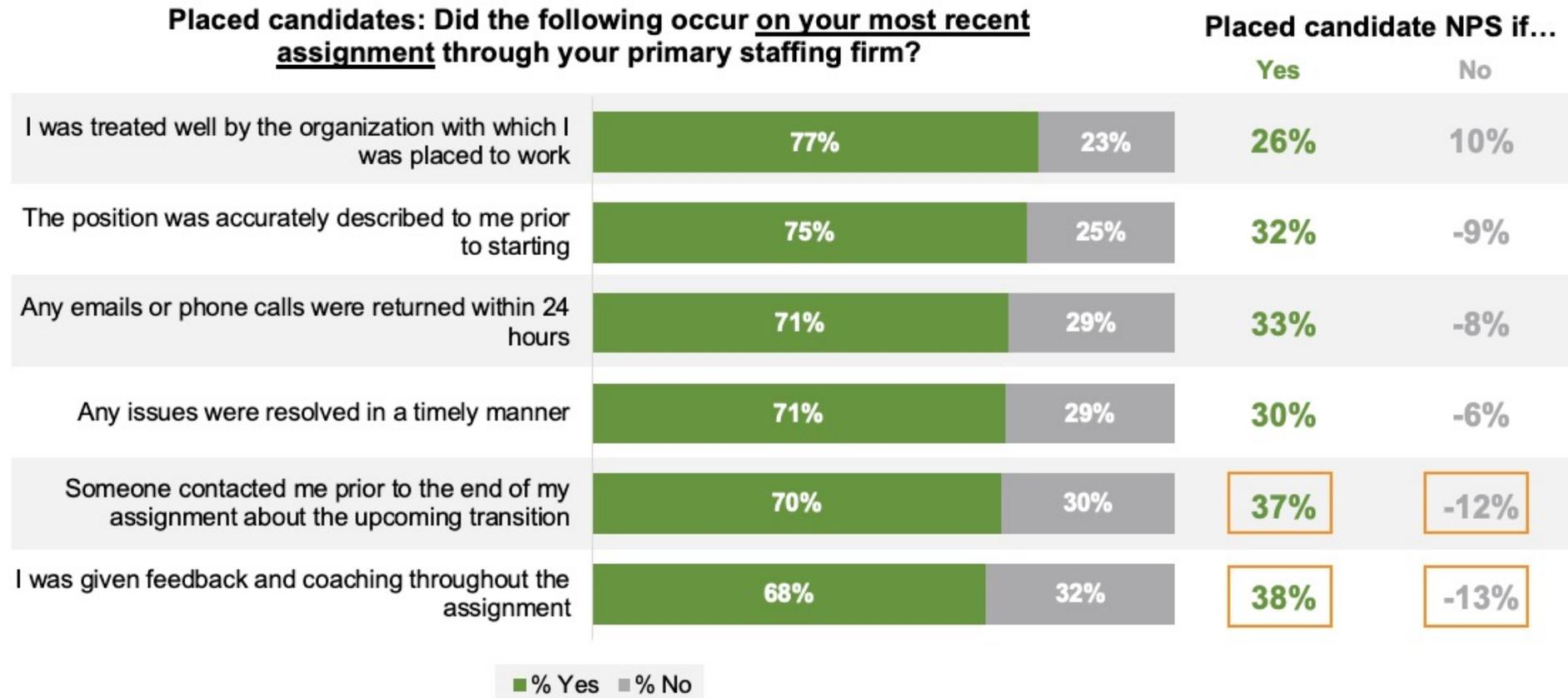
# Talent are least satisfied with their firm when staff and/or communication is poor, most satisfied when quality positions are offered



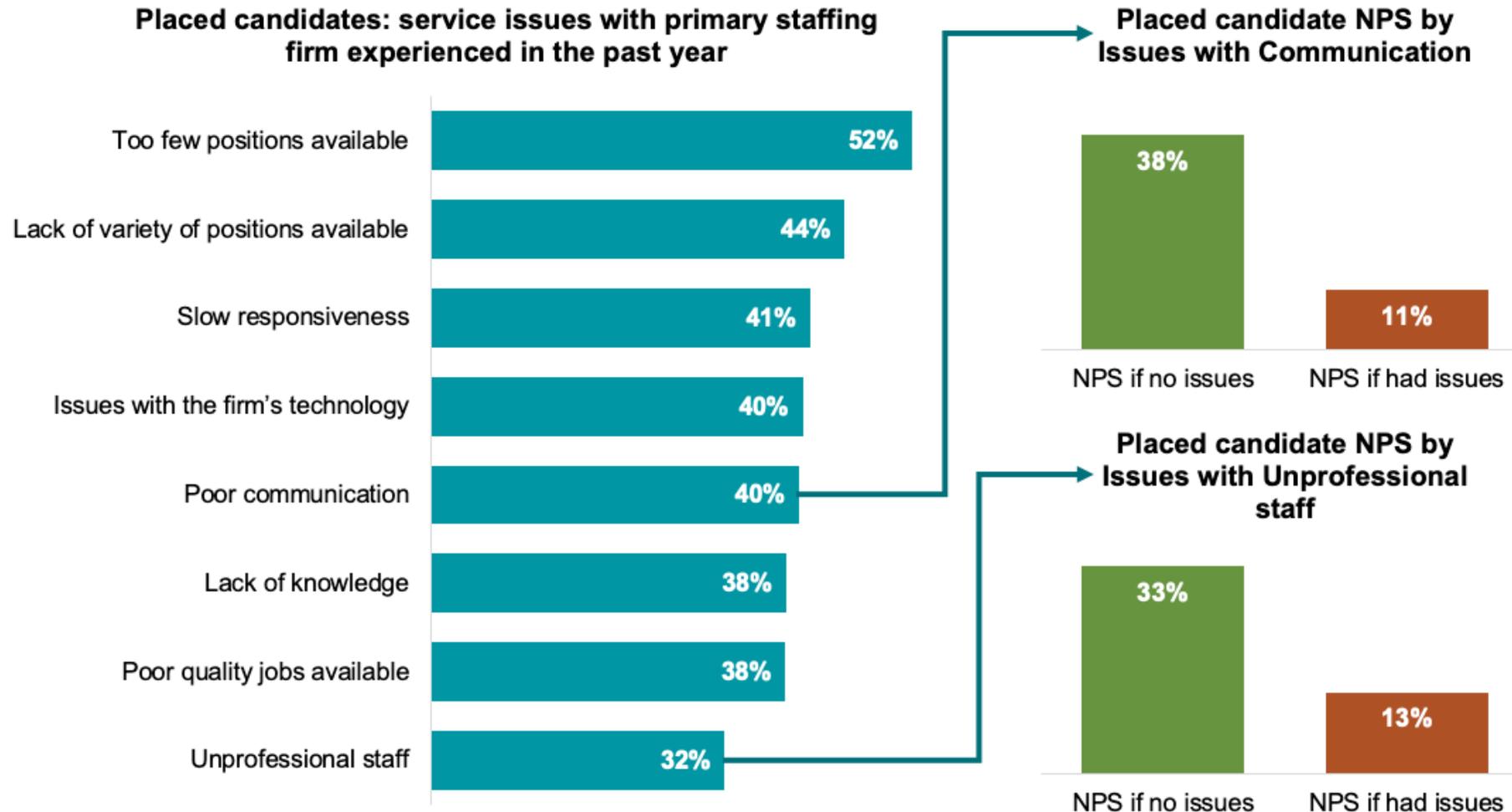
# Staffing firms lack consistency in getting to know candidates on a personal level, yet this action (or inaction) causes the widest NPS swings



# Feedback and coaching throughout assignment leads to the highest NPS, and contact prior to assignment end is significantly impactful



# Many staffing firm users have experienced too few positions available or lack of variety of positions available





# Attraction and Retention

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Discussion

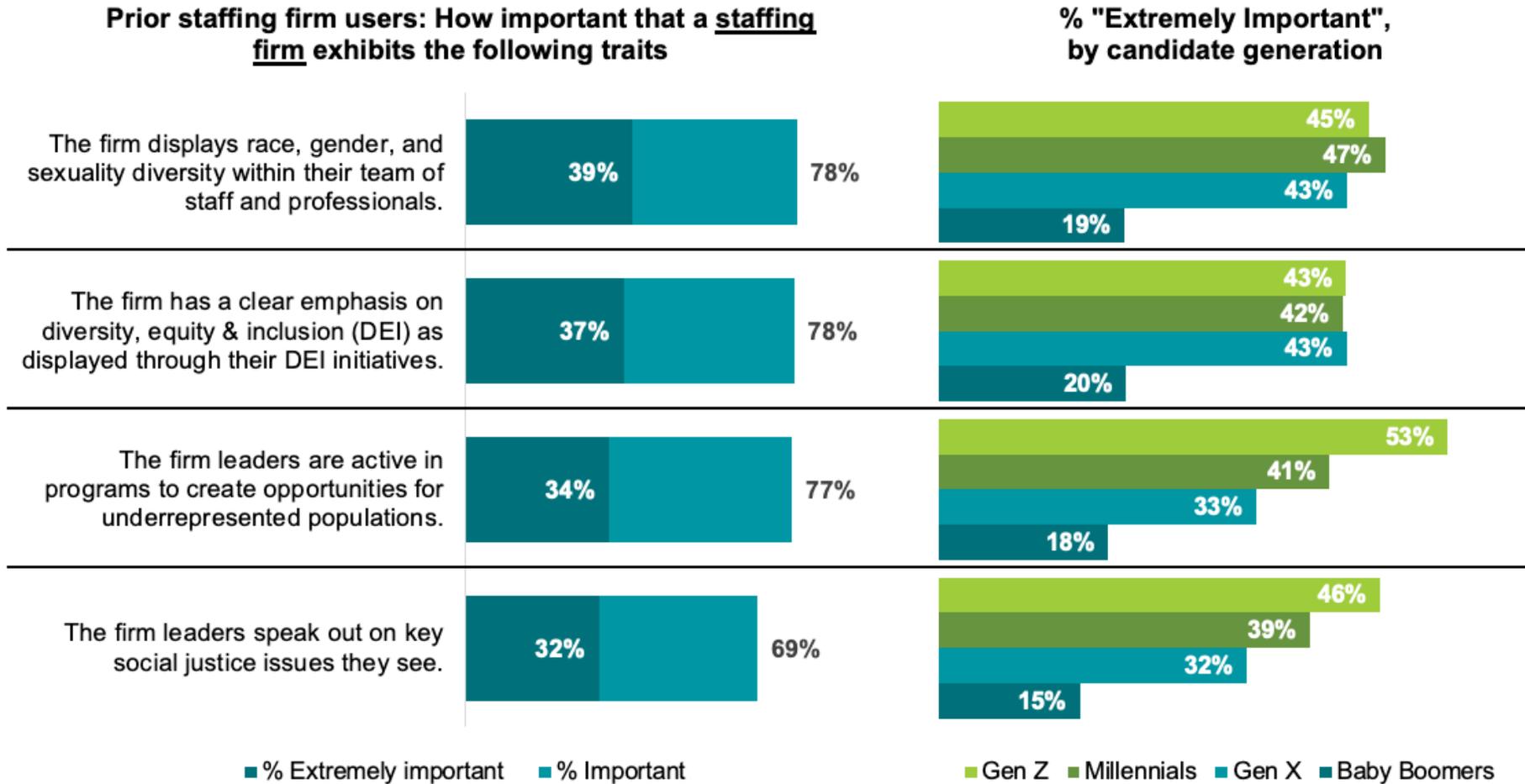




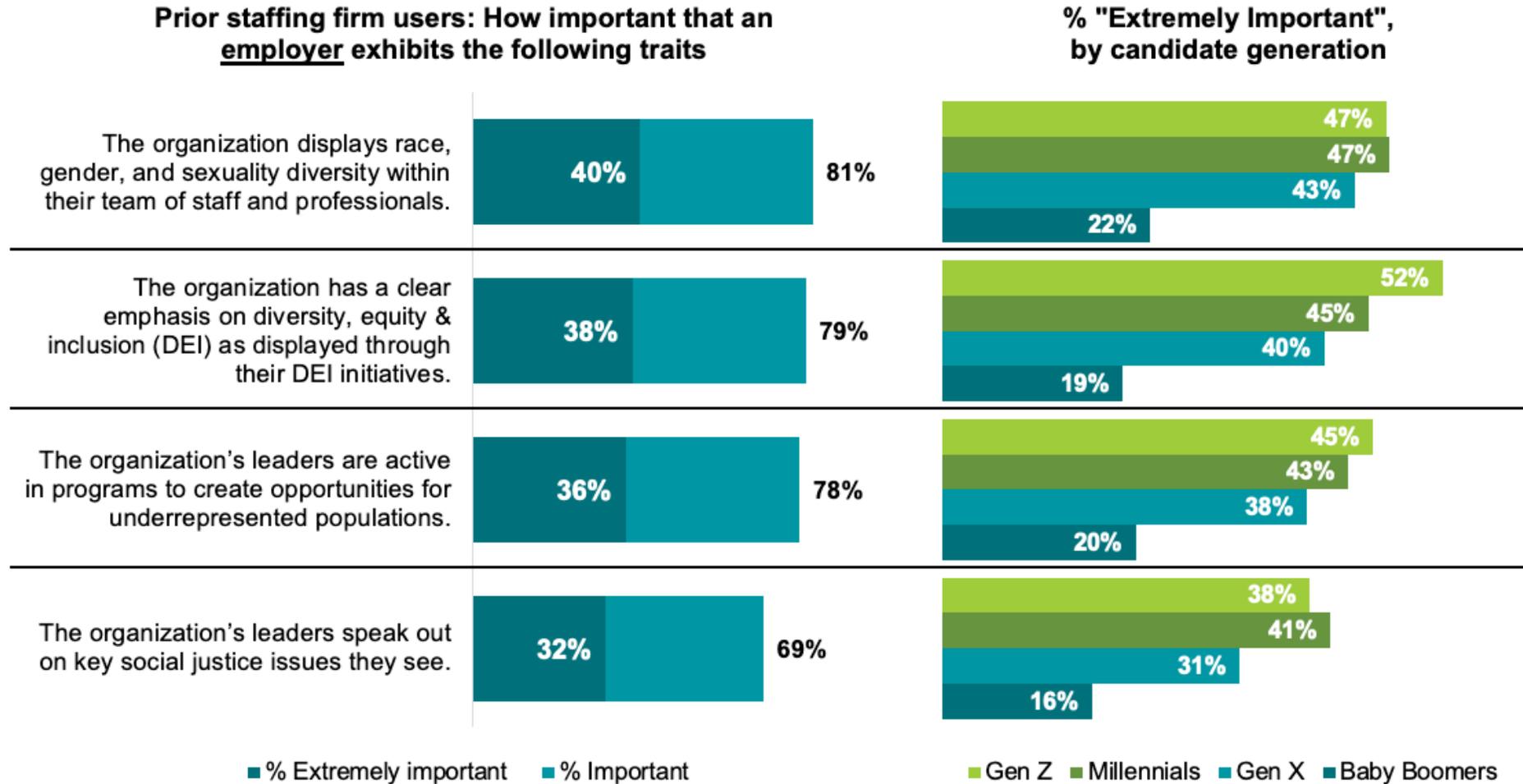
# DEI Impact in the Job Search

2022 Job Candidate Study

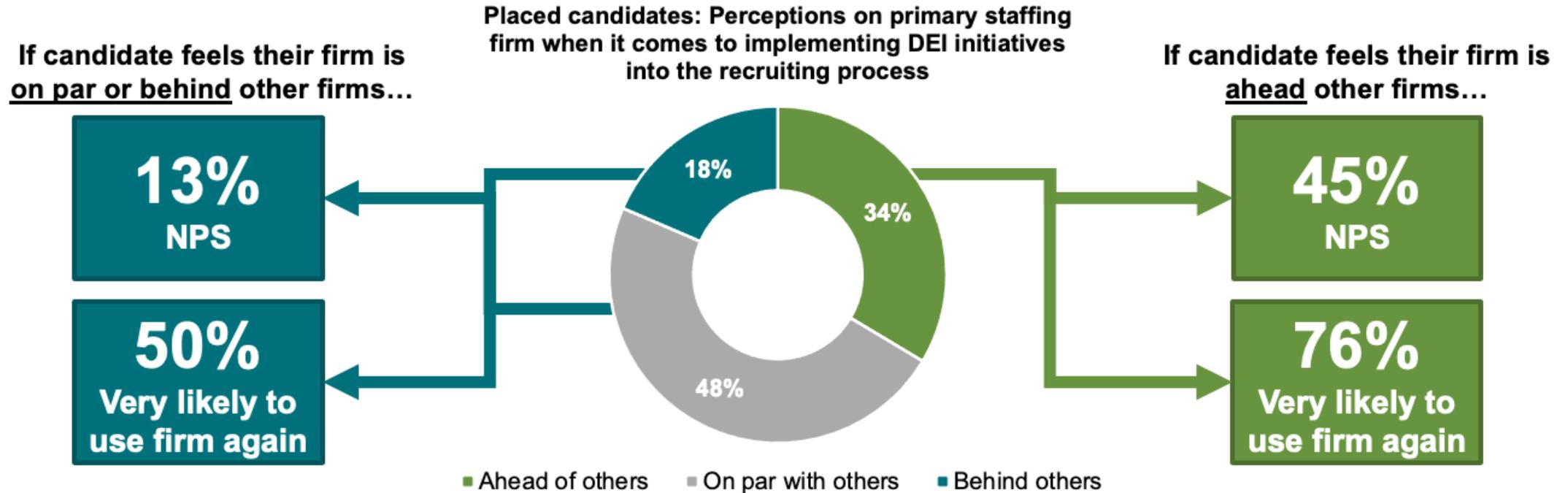
# Most candidates prefer their staffing firms display diversity and emphasize diversity, equity, & inclusion (DEI) practices in their initiatives



# Similarly, candidates think it's important that employer organizations place emphasis on DEI initiatives, specifically younger candidates

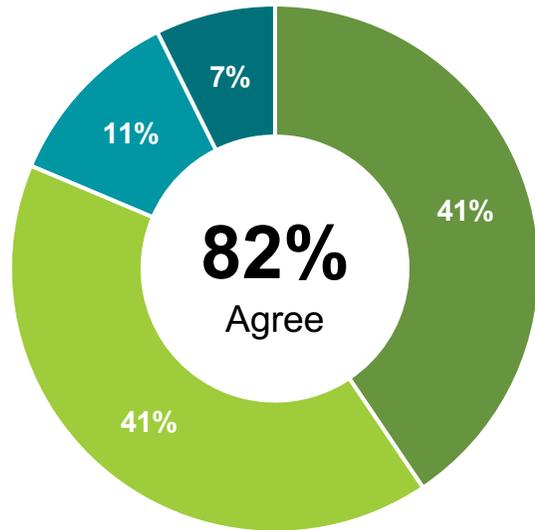


# Staffing firm progress on DEI initiatives impacts talent satisfaction



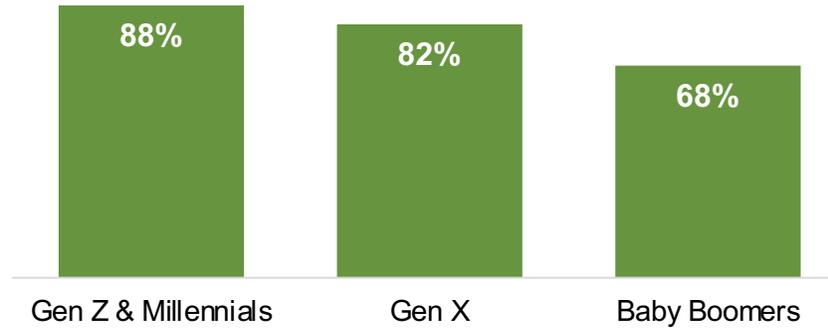
# Most candidates agree that it is even more critical to work for a company that displays strong DEI philosophies

Compared to early 2020 (pre-pandemic) it is more critical that I work for a company that displays strong diversity, equity & inclusion philosophies

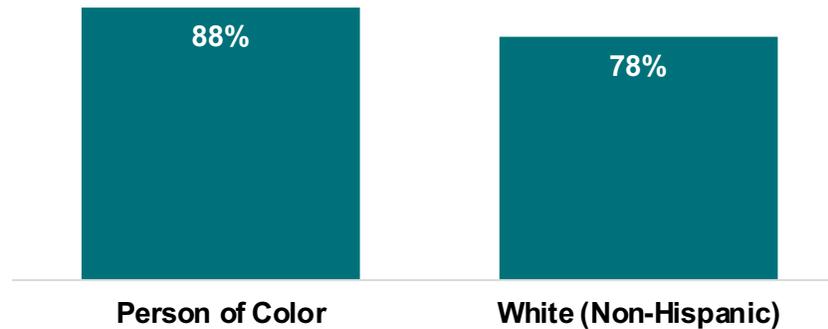


- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree

% Agree, by candidate generation



% Agree, by candidate ethnicity



## Progress on DEI

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Discussion

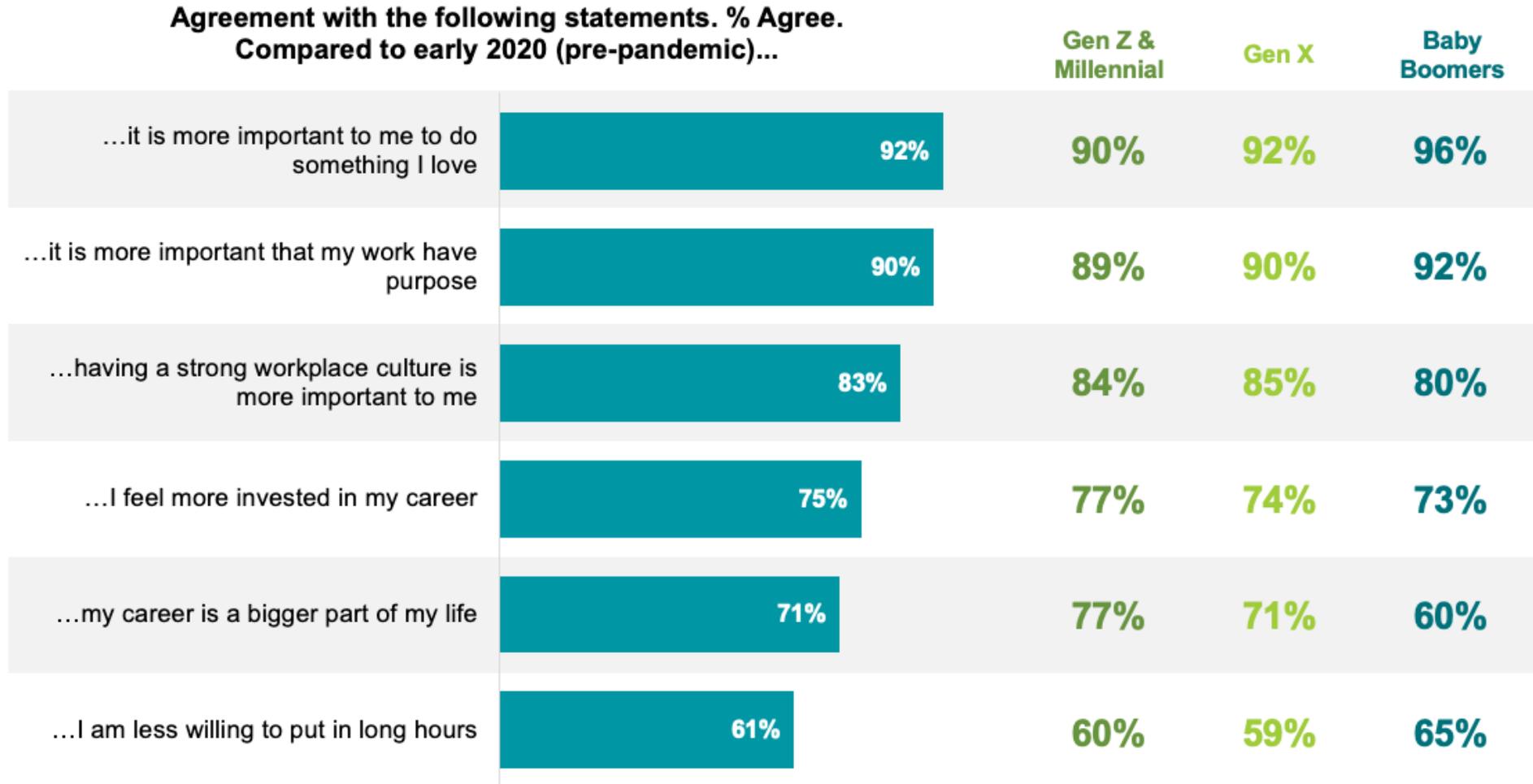




# Remote Work and Flexibility

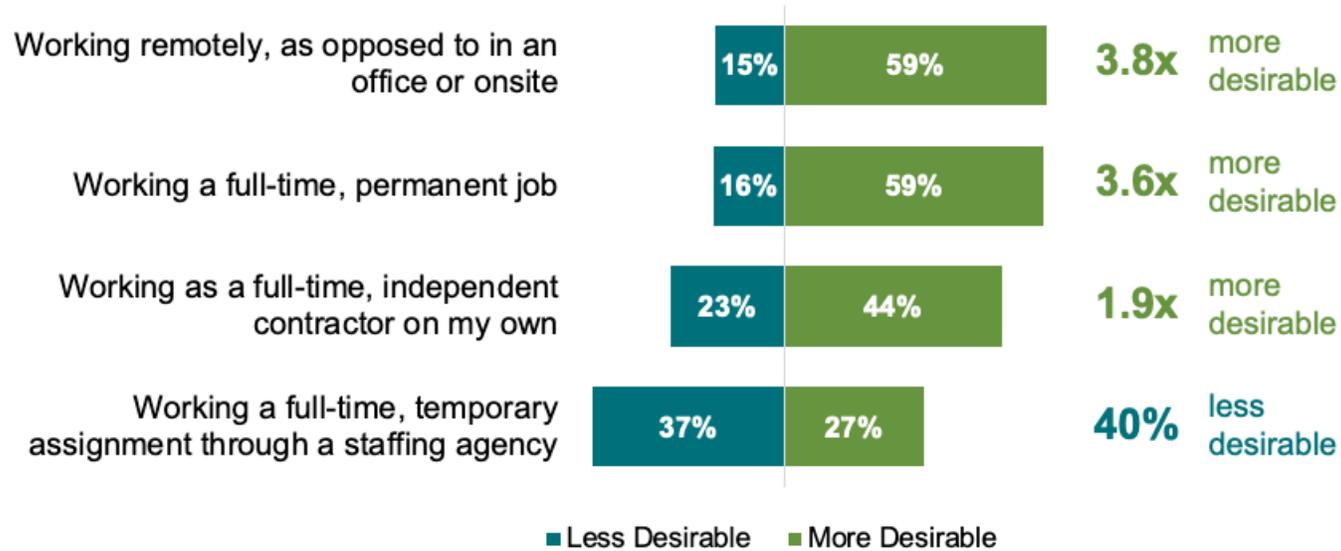
2022 Job Candidate Study

# Candidates are increasingly focused on work that they love and that gives them purpose, less likely to put in long hours



# Desirability of remote work is much higher compared to pre-pandemic, while desire for staffing firm engagement depends on past usage

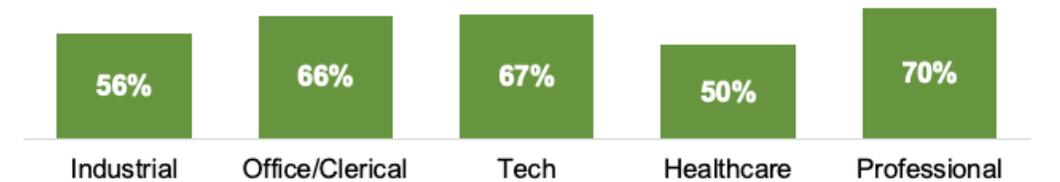
All candidates: Desirability of the following work arrangements, compared to early 2020 (pre-pandemic)



Desirability of working with a staffing firm, compared to early 2020 (pre-pandemic)

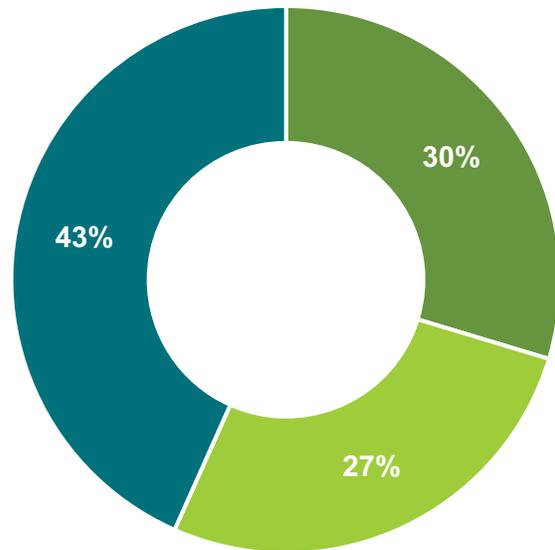


Desirability of working remotely, compared to early 2020 (pre-pandemic). % "More Desirable"



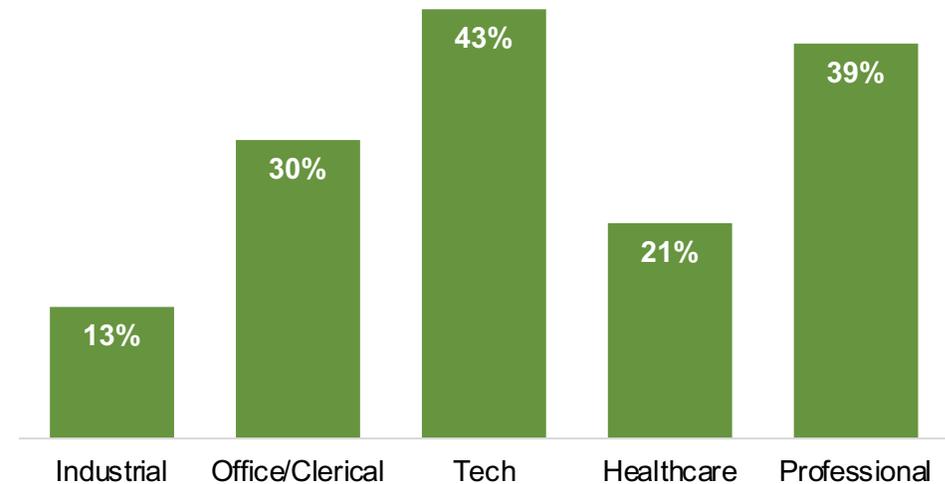
# 30% of those employed are working remotely, with large differences by sector of employment

Currently employed: Have you worked primarily remotely at any point?



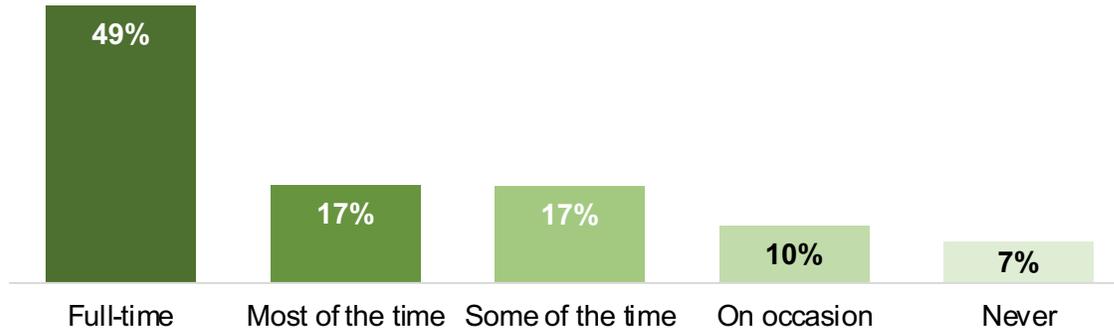
- Yes, I am currently working remotely
- Yes, I have worked remotely in the past
- No

Currently working remotely, by sector

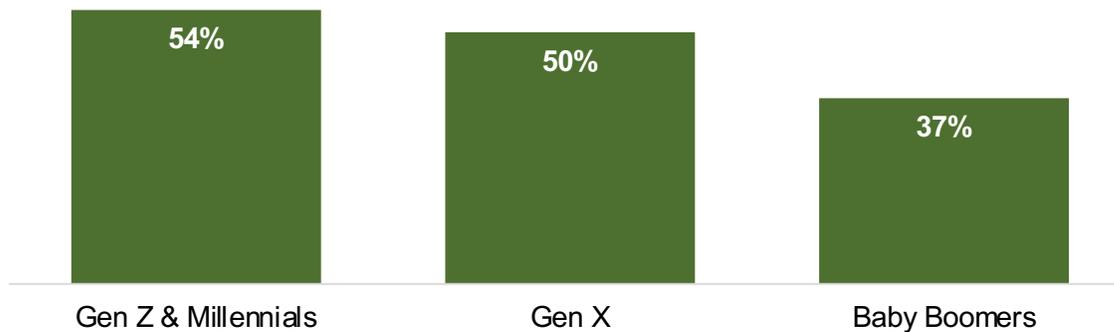


# Half of candidates prefer to work entirely remotely, and vast majority prefer options to work remotely at least part of the time

Candidate remote work preferences



Preference for Full-time remote work, by generation

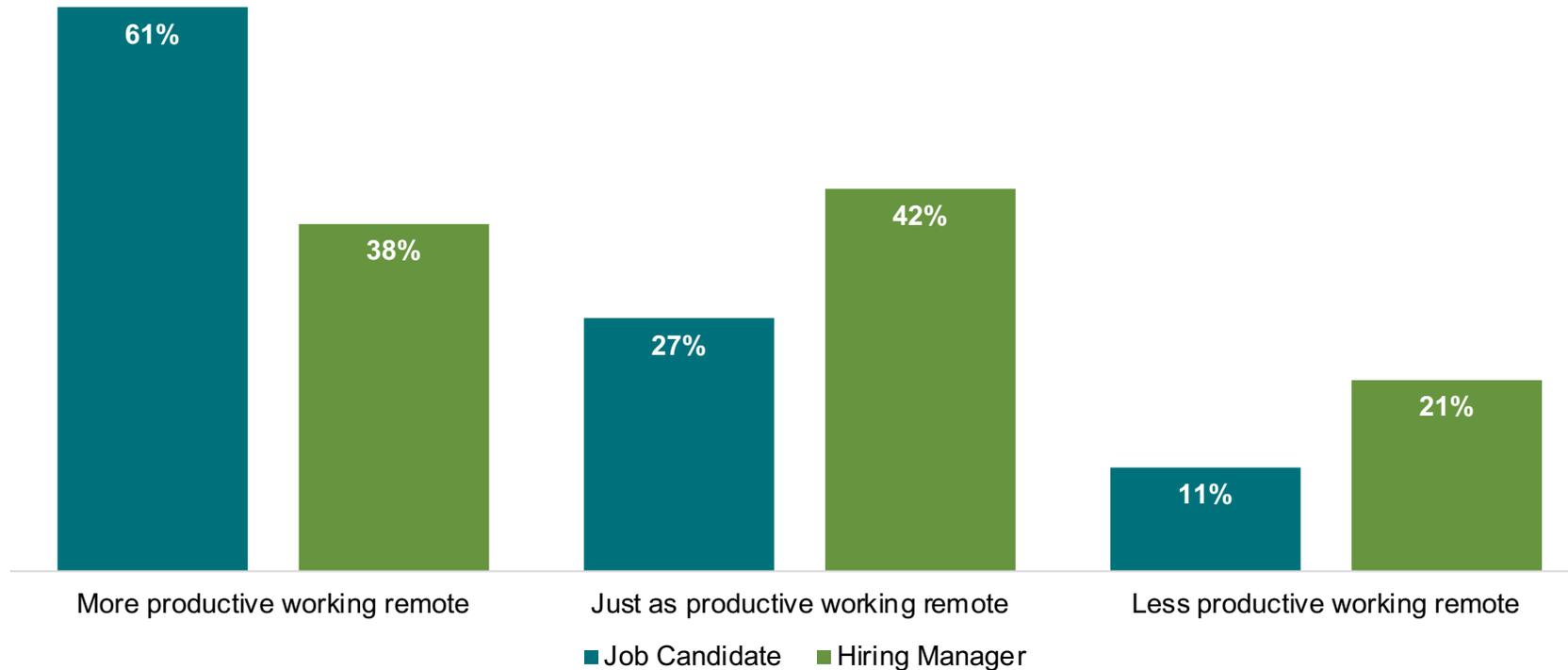


**26%**  
Of hiring managers say their organizations will allow full time remote work

**25%**  
Of hiring managers say their organizations will require employees to work from an office

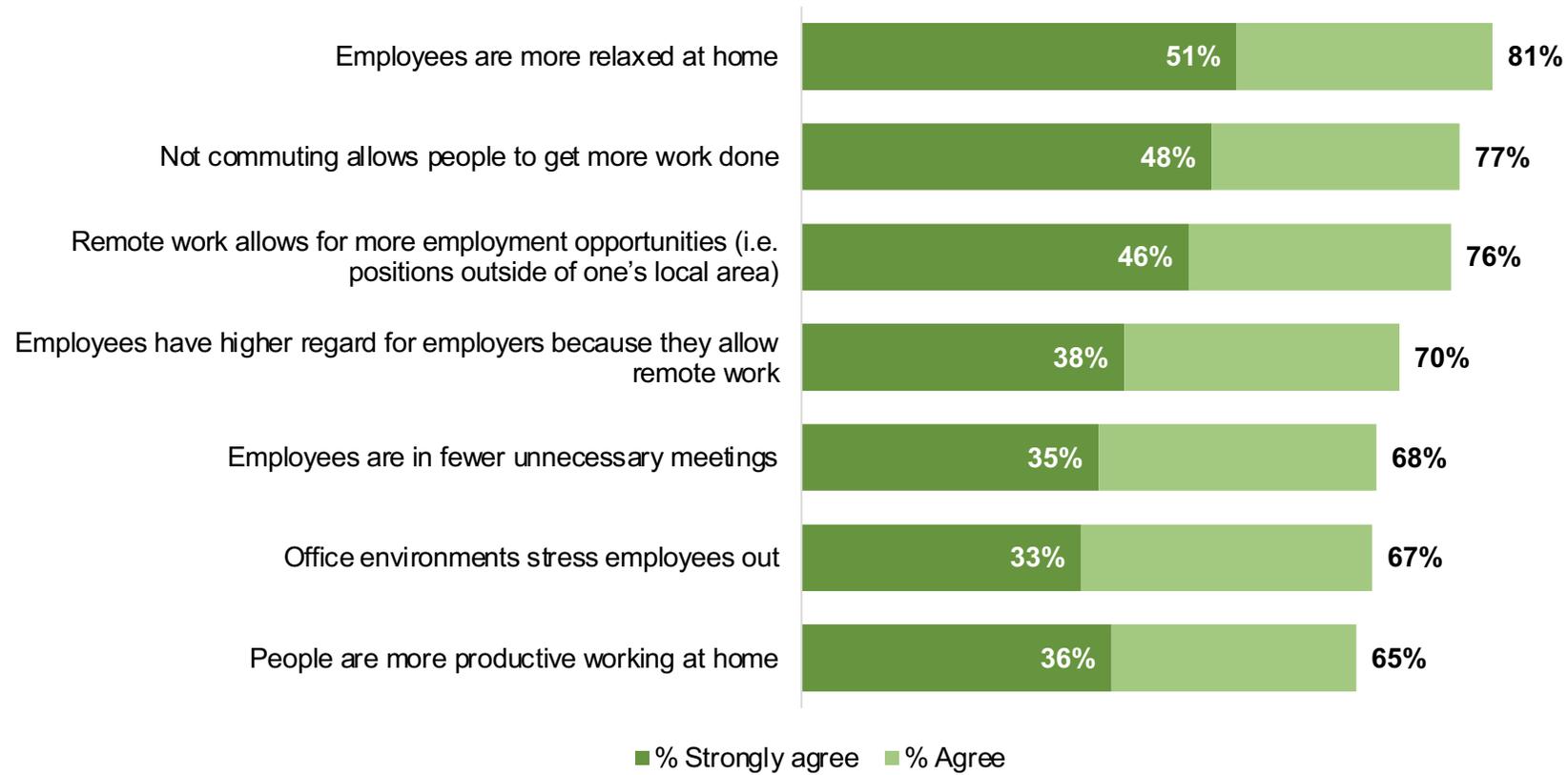
# Among those who have worked remotely, nearly 2 in 3 feel that they are more productive doing so, while hiring managers are less likely to believe so

Productivity working remotely when compared to on-site,  
Job Candidates vs. Hiring Managers



# Candidates agree with many of the upsides about remote work, particularly that employees are more relaxed at home and that they get more work done

Agreement with statements on the upsides of working remotely, among candidates who have worked remotely

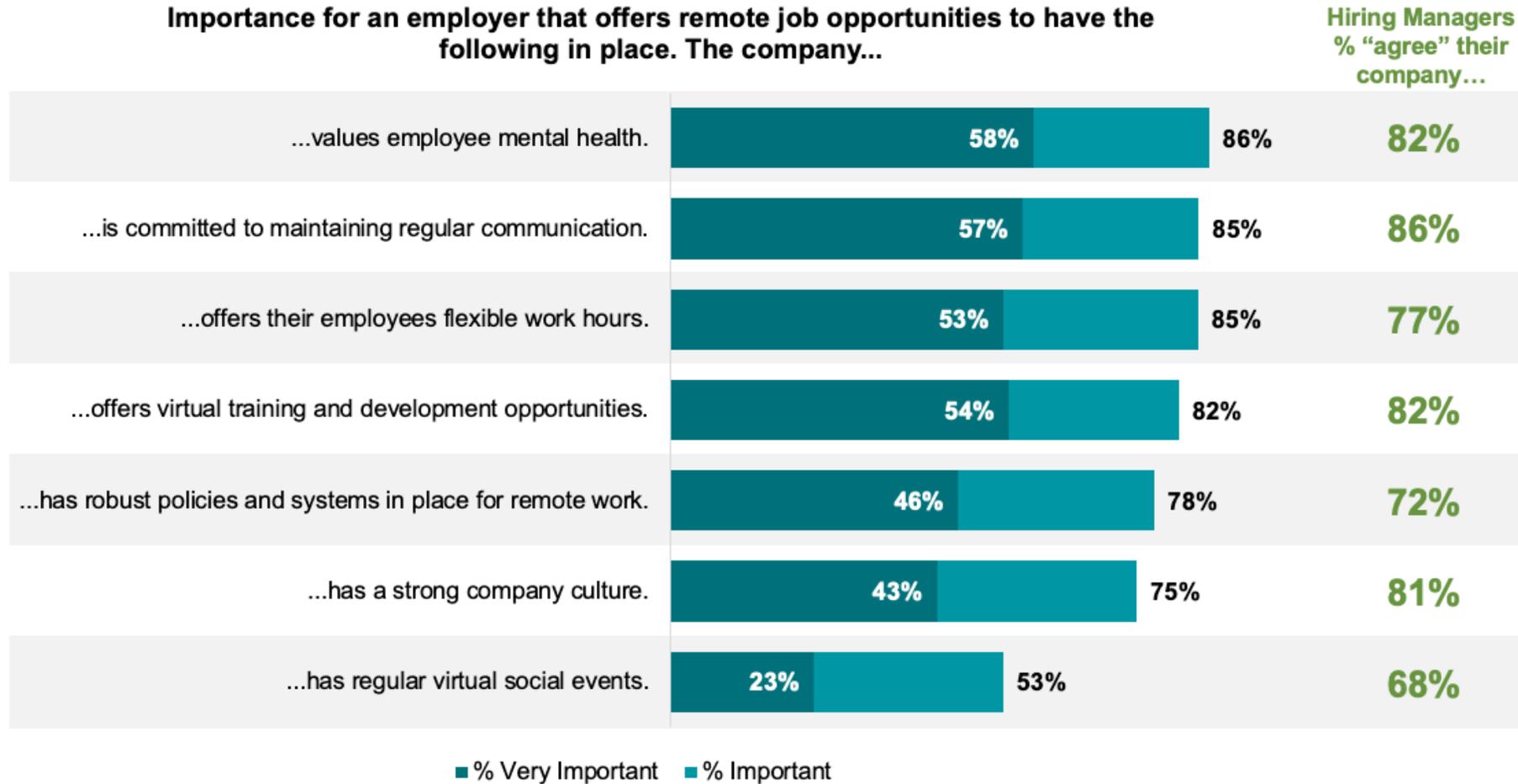


# Among the biggest downsides of remote work are difficulty getting to know colleagues, feelings of isolation, and finding it hard to focus at times

Agreement with statements on the downsides of working remotely, among candidates who have worked remotely

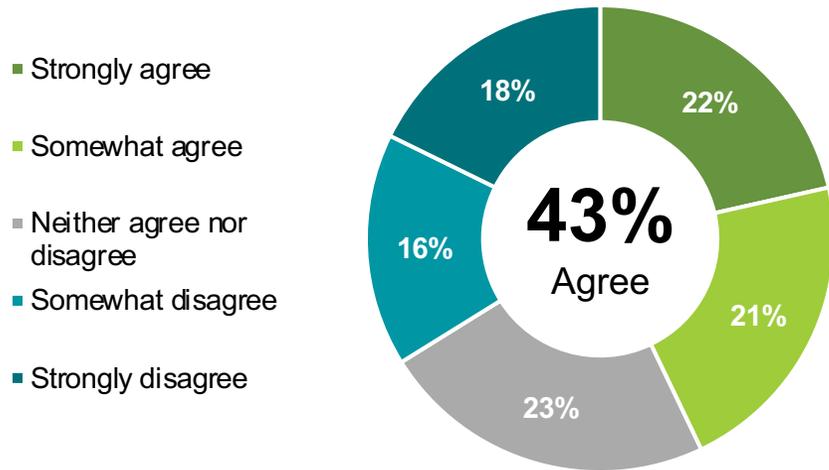


# When considering working remotely, candidates want employers to value mental health and to maintain strong communication

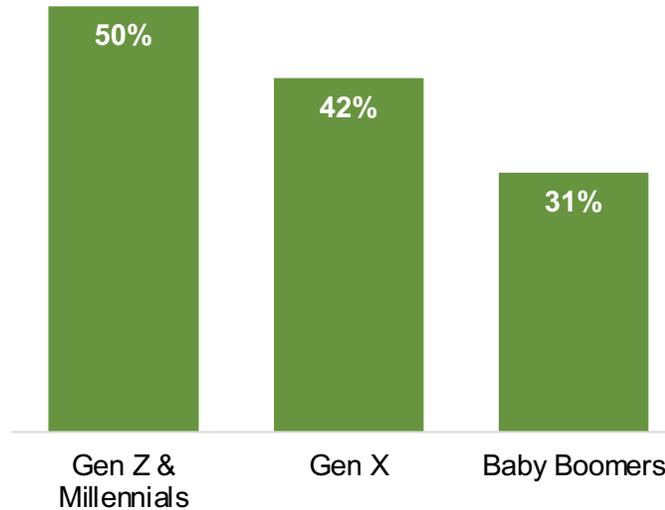


# Many candidates are feeling burnout from their job or employment situation, lead by younger candidates and those actively job searching

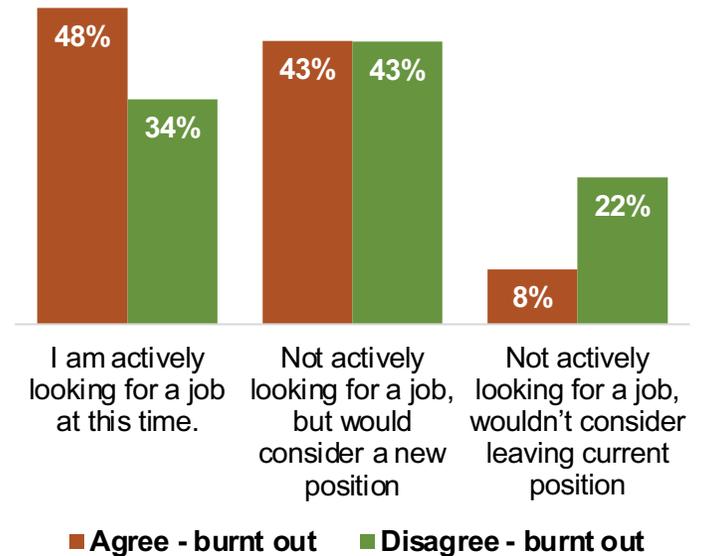
I currently feel burnt out / overworked by my job or employment situation



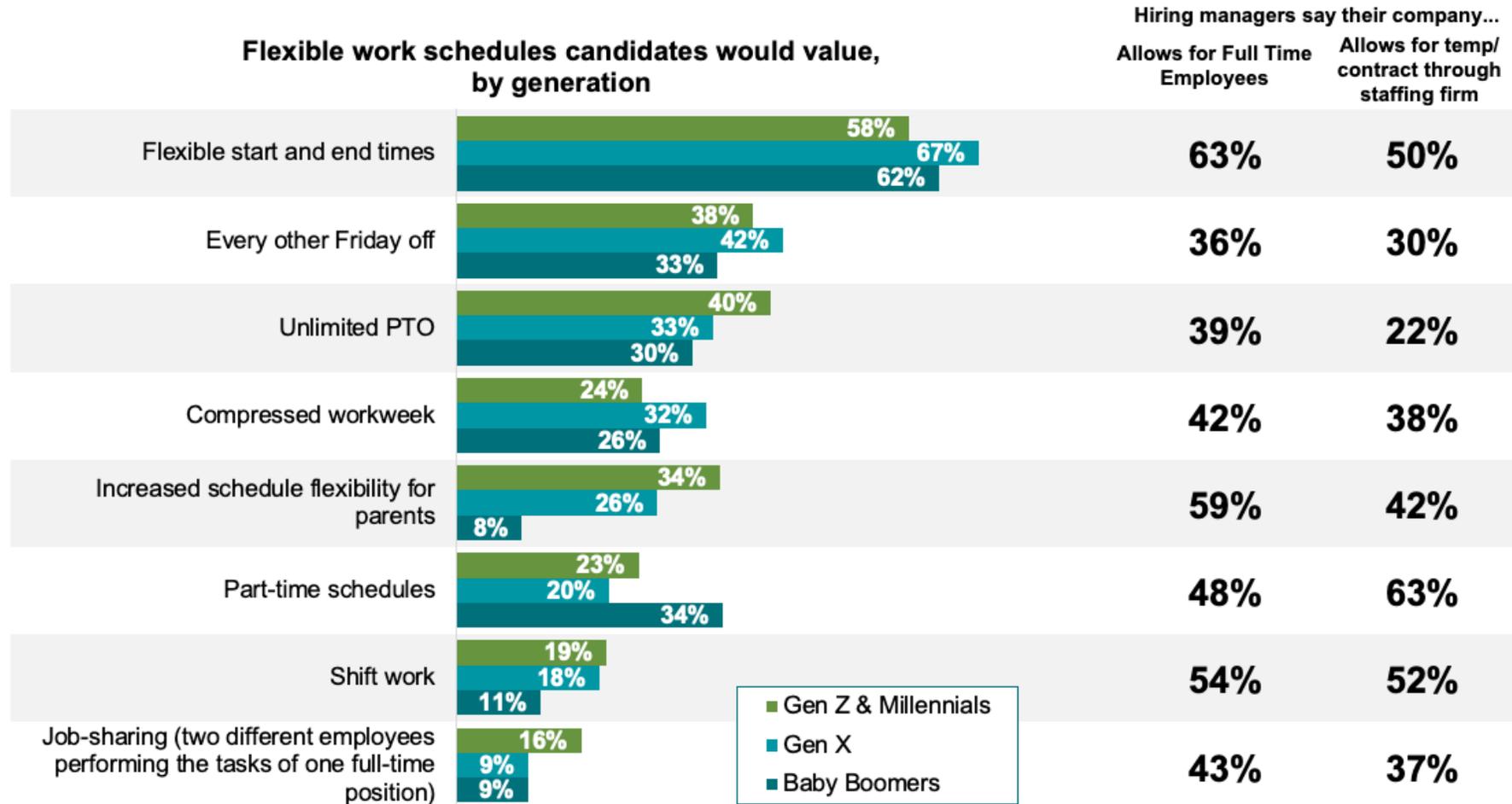
% Feeling burnout, by candidate generation (% agree)



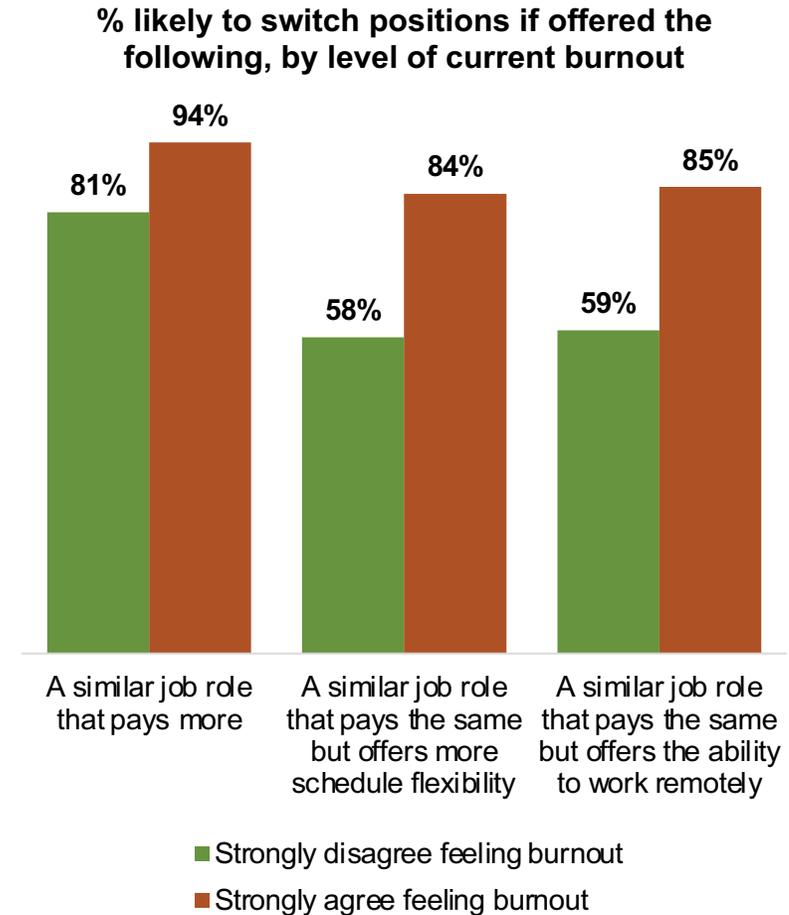
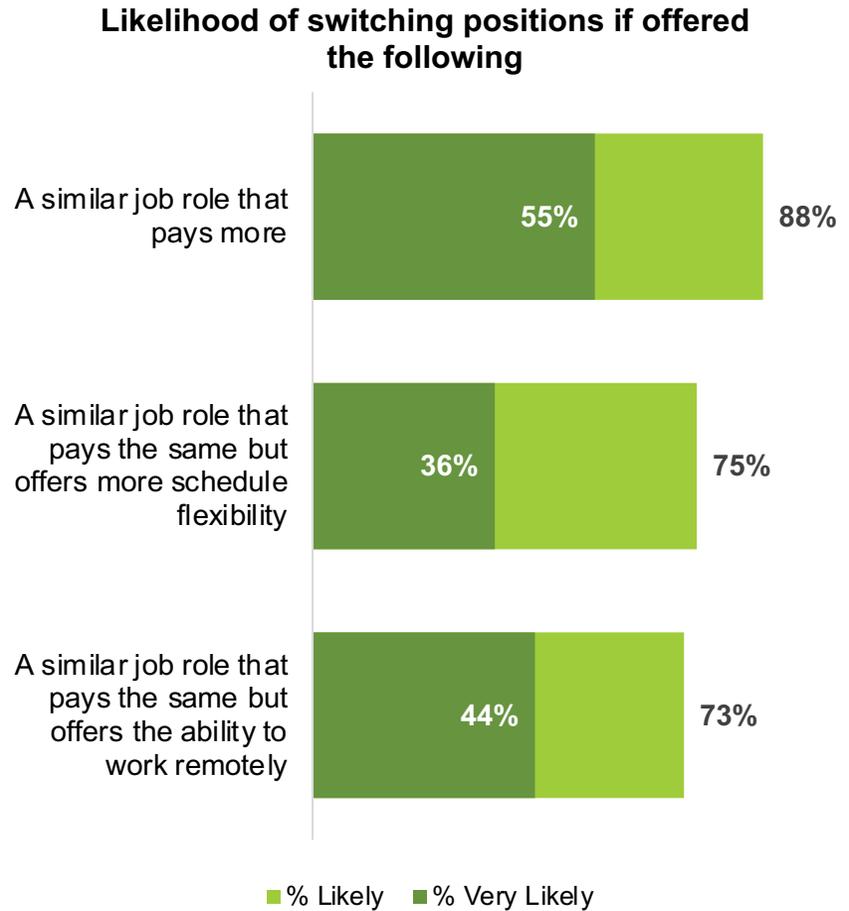
Job search status by those that agree/disagree they feel burnt out



# Candidates increasingly want flexible start and end times, while older candidates value part-time options more than younger candidates



# Most candidates will leave for more money, but a many will also leave for increased flexibility and/or remote options



# Remote Work & Flexibility

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Discussion





Questions?

