

Recruiting Benchmarks: **Key Insights Across Company Size and Complexity**



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Introduction

In today's changing job market, it is essential to understand hiring trends and recruiting benchmarks across all sizes and levels of organizations. To shed light on the current hiring landscape, Employ conducted a comprehensive survey of more than 1,200 HR decision makers, talent acquisition professionals, and recruiters to gather insights into the hiring practices and recruiting benchmarks of small businesses, medium-sized companies, and enterprise-level organizations.

The results provide valuable information for employers, offering a glimpse into the current state of hiring and what to expect in the future. This report provides a high-level analysis of the survey findings and explores the hiring trends across companies of all sizes and recruiting complexities.






New Hires in the Past 12 Months



Posed Question:

How many hires did you make in the last 12 months?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
0 - 25	179	46.9	55	8.6	16	8.6
26 - 50	102	26.7	126	19.7	29	15.6
51 - 100	69	18.1	193	30.3	34	18.3
101 - 250	28	7.3	168	26.3	49	26.3
251 - 500	4	1.0	85	13.3	28	15.1
500+	–	–	11	1.7	30	16.1
Total	382	100.0	638	100.0	186	100.0

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Small Businesses: According to the findings, 46.9% of small businesses (those with up to 250 employees) made between 0 – 25 hires in the last 12 months. The next highest was 27%, reporting 26 – 50 hires. This data reinforces that the volume of hiring in small businesses was steady and that a majority of small companies added a limited number of employees in the last year.
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Medium-Sized Companies: In contrast, medium-sized companies (those with up to 2,000 employees) were more likely to make a significant number of hires in the last 12 months. Specifically, 30% of mid-size companies made between 51 – 100 hires, and 26% made between 101 – 250 new hires. This suggests that these companies are experiencing growth and are investing in expanding their workforce.
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Enterprise Organizations: Finally, the data shows enterprise organizations (more than 2,000 employees) report similar numbers as medium-sized companies, with 26% of these organizations making between 101 and 250 hires and 18% making 51 and 100 new hires. This caution in hiring may reflect the broader macroeconomic environment and concern about uncertainty in the labor market.

Hiring Growth: Comparisons to Last Year



Posed Question:

Compared to last year, what is the current volume of your hiring?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
A lot more	73	19.1	138	21.6	53	28.5
Somewhat more	160	41.9	335	52.5	63	33.9
The same	104	27.2	118	18.5	46	24.7
Somewhat less	38	9.9	40	6.3	18	9.7
A lot less	7	1.8	7	1.1	6	3.2
Total	382	100.0	638	100.0	186	100.0

- Small Businesses:** The data shows that there is a positive trend in hiring volume for small businesses this year. The 42% of SMBs that reported somewhat more hiring and 19% that reported a lot more hiring indicate that many smaller companies are expanding at a steady rate.
- Medium-Sized Companies:** According to the survey findings, medium-sized companies are experiencing the largest increase in hiring volume this year. With 53% of respondents reporting somewhat more hiring and 22% saying they are hiring a lot more, it is clear that these companies are growing and expanding. This trend may be due to a growing economy, increased consumer demand, or other factors that are driving growth.
- Enterprise Organizations:** Enterprise organizations are also experiencing growth in hiring volume, with 33.9% of respondents reporting somewhat more hiring and 29% saying they are hiring a lot more. However, because 25% stated their hiring volume stayed the same, they're likely growing at a slower rate than smaller companies or exercising more caution when it comes to hiring.

Explanations for Hiring Plateaus or Reductions



Posed Question:

Why have levels stayed the same or been reduced?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
Economic uncertainty or the potential risk of a recession	43	28.9	65	39.4	38	54.3
Fewer employees leaving	53	35.6	75	45.5	23	32.9
Can't afford to bring on new talent due to wage increases	45	30.2	57	34.5	18	25.7
Appropriately staffed or overstaffed	62	41.6	70	42.4	27	38.6
Can't find enough talent to fill open positions	39	26.2	41	24.8	24	34.3
Other, please specify	5	3.4	3	1.8	–	–
Total	149	100.0	165	100.0	70	100.0

✔ **Small Businesses:** For small businesses, 42% of respondents explained their hiring levels stayed the same or decreased as a result of being appropriately staffed or overstaffed. Additionally, 36% of small businesses reported that fewer employees were leaving, which could explain overall hiring activity.

✔ **Medium-Sized Companies:** For medium-sized companies that indicated they are hiring less, 46% reported fewer employees leaving and 42% stated they were appropriately staffed. This may indicate that retention is up in these companies.



Enterprise Organizations: Just over 12% of enterprise organizations reported decreases in hiring activity. Of these respondents, 54% stated that they were concerned about economic uncertainty and the potential risk of a recession. This caution could be contributing to a more conservative approach to hiring. However, it is worth noting that 39% of enterprise organizations reported that they, too, were appropriately staffed.

Future Hiring Outlook




Posed Question:


How many hires do you anticipate making in the next 12 months?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
Significantly more	66	17.3	146	22.9	45	24.2
Somewhat more	165	43.2	329	51.6	66	35.5
About the same	112	29.3	139	21.8	56	30.1
Somewhat less	34	8.9	20	3.1	15	8.1
Significantly less	5	1.3	4	0.6	4	2.2
Total	382	100.0	638	100.0	186	100.0



Small Businesses: The research on anticipated hires in the next 12 months indicates varying levels of optimism among businesses of different sizes. In terms of small businesses, 43% anticipate making somewhat more hires, while 29% expect to make about the same amount. Only 1% foresee a significant decrease in hires. This suggests that small businesses are expecting to continue growing and expanding their operations, albeit at a moderate pace.

 **Medium-Sized Companies:** For medium-sized companies, the outlook is even more positive, with 52% anticipating somewhat more hires and 23% significantly more. Less than 1% expect significantly fewer hires. This indicates that medium-sized companies are likely experiencing growth and success and are looking to expand their workforce to meet demand.

 **Enterprise Organizations:** Finally, for enterprise organizations, the data shows a more balanced outlook, with 35% anticipating somewhat more hires, 30% expecting about the same amount, and 24% anticipating significantly more hires. Only 2% of enterprise organizations anticipate significantly fewer hires. This suggests that larger companies are more cautious in their hiring plans, perhaps still considering any potential economic uncertainty.

Average Number of Applicants Per Role



Posed Question:

On average, how many applicants per job do you receive per role?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
1 - 3	36	9.4	9	1.4	6	3.2
4 - 10	112	29.3	77	12.1	19	10.2
11 - 20	106	27.7	168	26.3	35	18.8
21 - 50	77	20.2	189	29.6	40	21.5
51 - 75	29	7.6	110	17.2	37	19.9
76 - 100	17	4.5	43	6.7	21	11.3
101 - 200	3	8	32	5.0	11	5.9
200+	2	0.5	10	1.6	17	9.1
Total	382	100.0	638	100.0	186	100.0

- ✔ **Small Businesses:** The data shows that small businesses typically receive fewer job applicants than larger companies. This may be due to a range of factors, such as limited employer brand recognition and smaller budgets for recruitment marketing. However, it's worth noting that receiving 4 – 10 applications per role can still be a significant workload for small businesses to manage, particularly if they don't have a dedicated HR team.
- ✔ **Medium-Sized Companies:** Medium-sized companies tend to receive more applications per role than small businesses, but the average number of applicants is still manageable. However, as the data shows, most mid-sized companies may receive, on average, up to 50 applications per role.
- ✔ **Enterprise Organizations:** Enterprise organizations tend to receive the highest number of job applicants, which may be due to their larger employer brand recognition and increased recruitment marketing budgets. However, receiving 21 – 50 applications per job can still be a considerable workload for HR teams to manage. Ultimately, Employ research highlights the importance of having an effective recruitment strategy in place, regardless of company size.



Application Volume Today



Posed Question:

In the last year, on average, did the number of applications per requisition you receive...?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
Drastically increase	35	9.2	105	16.5	42	22.6
Somewhat increase	159	41.6	354	55.5	81	43.5
Stay the same	131	34.3	126	19.7	41	22.0
Somewhat decrease	47	12.3	49	7.7	21	11.3
Drastically decrease	10	2.6	4	0.6	1	0.5
Total	382	100.0	638	100.0	186	100.0

✔ **Small Businesses:** According to the findings, 42% of small businesses said that the number of applications per requisition they receive has somewhat increased in the last year, while 35% reported that it stayed the same. These findings show that small businesses are still receiving a healthy volume of job applications, which is a positive sign for their recruitment efforts. Only 2.6% of small businesses reported a drastic decrease in the number of applications, which indicates that the job market is still robust for small business hiring.

✔ **Medium-Sized Companies:** The research indicates that 56% of medium-sized companies saw a moderate increase in the number of job applications per requisition they received in the last year, while 20% reported that it stayed the same. These figures suggest that medium-sized companies are still attracting a significant amount of job seekers to their open positions.

 **Enterprise Organizations:** The results also showed that 44% of enterprise organizations saw an increase in the number of job applications per requisition they received in the last year, while 23% saw a drastic increase and 22% reported that it stayed the same. The data also indicates that only 0.5% of enterprise organizations experienced a drastic decrease in the number of applications, which highlights that the job market for enterprise hiring is still healthy.

Applicant Volume by Job Type



Posed Question:

Relative to this time last year, have you seen more applications for any of the following types of jobs?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
Specialized/ technical job	170	44.5	379	59.4	93	50.0
High-volume jobs	161	42.1	387	60.7	106	57.0
Entry-level jobs	219	57.3	362	56.7	110	59.1
Non-technical jobs	84	22.0	134	21.0	43	23.1
Total	382	100.0	638	100.0	186	100.0

 **Small Businesses:** According to the research, small businesses have seen an increase in applications for entry-level jobs compared to last year. The data shows that 57% of SMBs have noticed a rise in applications for entry-level positions. Additionally, 45% of small companies have received more applications for specialized or technical jobs. However, non-technical jobs saw the least growth, with only a 22% increase in applications.



Medium-Sized Companies: The findings highlight that medium-sized companies have experienced the most significant increase in applications for high-volume jobs compared to other job types. The data shows that 61% of mid-market companies have noticed a rise in applications for high-volume positions, followed closely by specialized or technical jobs at 59%. Entry-level positions saw a slightly smaller increase in applications at 57%. Non-technical jobs saw the smallest increase in applications, with only a 21% rise. This data suggests that medium-sized companies are expanding their operations and requiring more workers to keep up with demand.



Enterprise Organizations: Finally, the data shows that enterprise organizations have seen the most significant increase in applications for entry-level jobs compared to other job types. Specifically, 59% of enterprise organizations have noticed a rise in applications for entry-level positions. This was followed closely by high-volume jobs at 57%, while specialized or technical jobs saw a 50% increase in applications. Non-technical jobs saw the most minor growth at 23%. These findings suggest that enterprise organizations are creating more opportunities for new workers and investing in their workforce.




Applicants Interviewed




Posed Question:

What percent of applicants do you interview?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
Less than 10 %	43	11.3	10	1.6	11	5.9
11 - 20%	27	7.1	28	4.4	15	8.1
21 - 30%	34	8.9	71	11.1	15	8.1
31 - 40%	56	14.7	105	16.5	37	19.9
41 - 50%	48	12.6	114	17.9	32	17.2
51 - 60%	57	14.9	137	21.5	30	16.1
61 - 70%	43	11.3	98	15.4	19	10.2
71 - 80%	33	8.6	46	7.2	9	4.8
81 - 90%	10	2.6	14	2.2	8	4.3
90%+	31	8.1	15	2.4	10	5.4
Total	382	100.0	638	100.0	186	100.0

 **Small Businesses:** When it comes to the percentage of applicants interviewed, small businesses talk to the larger portion of applicants. Specifically, 15% of small businesses said that they interview 51 – 60% of applicants, while 15% interview 31 – 40% of applicants. Additionally, 13% of SMBs reported interviewing 41 – 50% of applicants. And just over 8% indicate they interview 90% or more of the applicants.

 **Medium-Sized Companies:** Employ research reveals that medium-sized companies have a slightly different approach when it comes to interviewing applicants. 22% of respondents interviewed 51 – 60% of applicants, and 18% interviewed 41 – 50% of applicants. Moreover, 17% reported interviewing 31 – 40% of applicants. However, only 2% said that they interviewed 90% or more of the applicants.



Enterprise Organizations: For enterprise organizations, the data shows that 20% interview 31 – 40% of applicants, while 17% interview 41 – 50% of applicants. Additionally, 16% of enterprise organizations reported interviewing 51 – 60% of applicants. Interestingly, 5% of enterprise organizations said that they interview 90% or more of the applicants, which is slightly higher than in mid-sized companies, despite higher applicant volume overall.

Accepted Offers



Posed Question:

What percent of offers are accepted?

	Total		Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%	f	%
Less than 10 %	91	7.5	47	12.3	30	4.7	14	7.5
11 - 20%	109	9.0	41	10.7	48	7.5	20	10.8
21 - 30%	161	13.3	50	13.1	91	14.3	20	10.8
31 - 40%	200	16.6	44	11.5	127	19.9	29	15.6
41 - 50%	172	14.3	54	14.1	97	15.2	21	11.3
51 - 60%	181	15.0	53	13.9	101	15.8	27	14.5
61 - 70%	137	11.4	36	9.4	75	11.8	26	14.0
71 - 80%	77	6.4	24	6.3	42	6.6	11	5.9
81 - 90%	42	3.5	15	3.9	19	3.0	8	4.3
90%+	36	3.0	18	4.7	8	1.3	10	5.4
Total	1206	100.0	382	100.0	638	100.0	186	100.0

- ✔ **Small Businesses:** When it comes to the volume of offers accepted, small businesses seem to struggle more as the majority of respondents stated less than half of all offers are accepted. According to the survey results, just 14% of SMB respondents stated that 51 – 60% of job offers are accepted. Another 14% stated that 41 – 50% of job offers are accepted. Only 4.7% of SMB respondents reported an acceptance rate of 90% or higher.
- ✔ **Medium-Sized Companies:** The survey results indicate that 20% of mid-market respondents reported an acceptance rate of 31 – 40%. Another 16% reported an acceptance rate of 51 – 60%. Interestingly, 1.3% of mid-size companies reported an acceptance rate of 90% or higher.
- ✔ **Enterprise Organizations:** The survey results reveal that 16% of enterprise respondents reported a job offer acceptance rate of 31 – 40%. Another 15% reported an acceptance rate of 51 – 60%. However, 8% of enterprise respondents reported an acceptance rate of less than 10%. Meanwhile, 5% of enterprise respondents reported an acceptance rate of 90% or higher. These findings suggest that enterprise organizations may have a slightly easier time securing top talent in the offer stage than small and medium-sized companies.






Time to Fill



Posed Question:

How long have job openings at your organization been taking to fill?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
Less than 14 days	113	29.6	153	24.0	34	18.3
14 - 30 days	185	48.4	351	55.0	76	40.9
31 - 60 days	61	16.0	117	18.3	56	30.1
More than 60 days	23	6.0	17	2.7	20	10.8
Total	382	100.0	638	100.0	186	100.0

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Small Businesses: One of the most interesting benchmarks is the ability to fill open roles quickly, with small businesses prioritizing a shorter time to fill. According to the data, 48% of SMBs can fill job openings in 14 – 30 days, while 30% do it in less than 14 days.
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Medium-Sized Companies: For medium-sized companies, the data indicates that 55% of organizations take 14 – 30 days to fill job openings, while 24% do it in less than 14 days. It is worth noting that less than 3% of mid-sized companies reported taking more than 60 days to fill a role, the lowest percentage of the three market segments.
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Enterprise Organizations: Finally, the data shows that 41% of enterprise organizations take 14 – 30 days to fill job openings, while 30% take 31 – 60 days. Interestingly, 11% of enterprise organizations take more than 60 days to fill job openings. This can likely be attributed to the complex nature of their recruitment processes, which can extend the time it takes to fill a job opening.

Adjusting Salaries for Inflation



Posed Question:

Have you updated new hire salaries for inflation?

	Small business 1 - 250 employees		Medium-Sized business 251 - 2000 employees		Enterprise 2000+ employees	
	f	%	f	%	f	%
Yes	219	57.3	376	58.9	108	58.1
No	151	39.5	242	37.9	70	37.6
Unsure	12	3.1	20	3.1	8	4.3
Total	382	100.0	638	100.0	186	100.0

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Small Businesses: According to Employ research, 57% of small businesses have updated new hire salaries for inflation, while about 40% have not. This indicates that a majority of small businesses are taking proactive steps to ensure that their employees are receiving fair compensation in the current labor market.
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Medium-Sized Companies: Among medium-sized companies, 59% have updated new hire salaries for inflation, while 38% have not. This is a positive trend as it indicates that the majority of medium-sized companies are also prioritizing fair compensation for their employees.
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Enterprise Organizations: More than half, or 58%, of enterprise organizations have adjusted their new hire salaries for inflation, while 38% have not. This finding is closely aligned with those companies at small and medium-sized enterprises.

Applying Insights to Stay Ahead

The latest Employ research into recruiting benchmarks provides valuable insights on hiring trends across various levels of organizations. It's clear from these survey findings that companies across separate segments respond differently to the labor market and that recruiting is largely based on the needs of the business. Ensuring you understand common benchmarks for your company size and recruiting complexity will help you stay more competitive in the hiring landscape. Take these insights and apply them to your organization to inspire faster recruiting that delivers quality candidates for your business.

About Employ

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