

▶▶▶▶ Insights:

# Monthly Workforce

# Report

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September  
2021



# Insights at a Glance

*iCIMS' September Insights report provides an exclusive look into the latest labor market activity and trends drawn from our proprietary database of employer and job seeker activity from more than 4,000 customers.*

Job openings and hiring activity increased again in August 2021. Since the beginning of the year, they are now up nearly 80% and 70% respectively. Applications continue to lag behind.

This begs the question: How can employers think about hiring differently?

In this tight talent market, employers must strategically build pipelines to fill open roles. Employers may also want to look to two active cohorts of candidates: recent college graduates and women.



**Read on for**

**a full view of the**

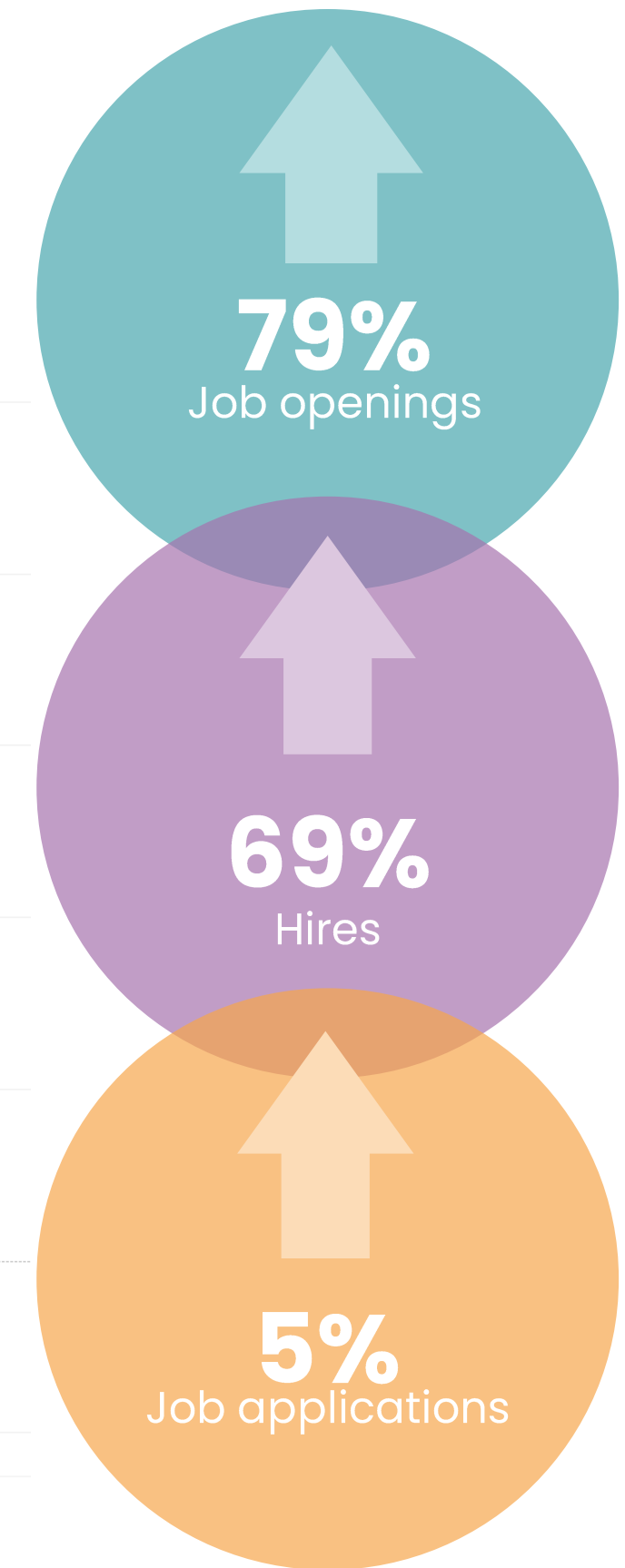
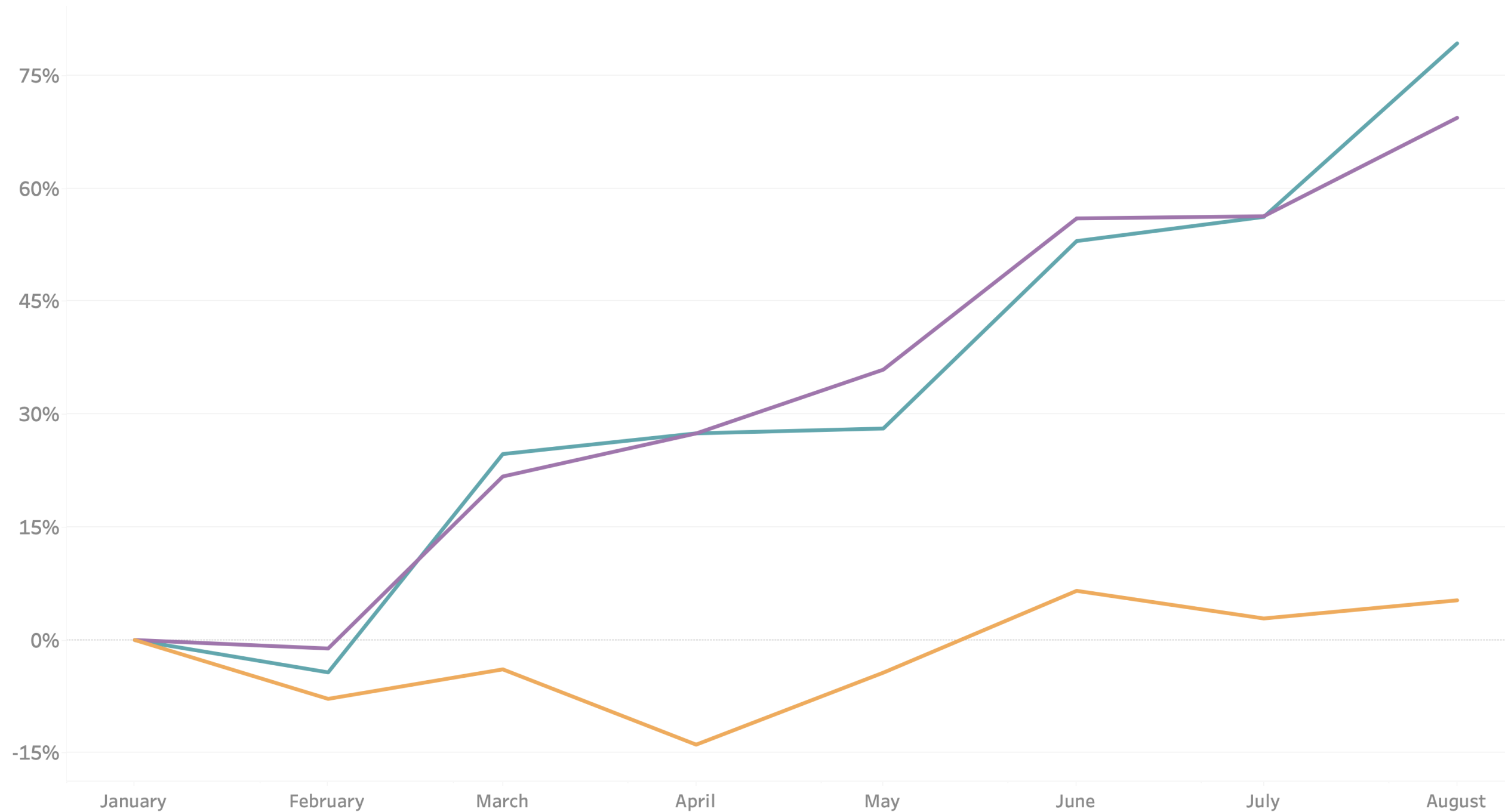
**latest trends**

**and insights.**



# Hiring boom continues despite low application activity

With demand far outweighing supply, employers must think about hiring differently to bridge the gap



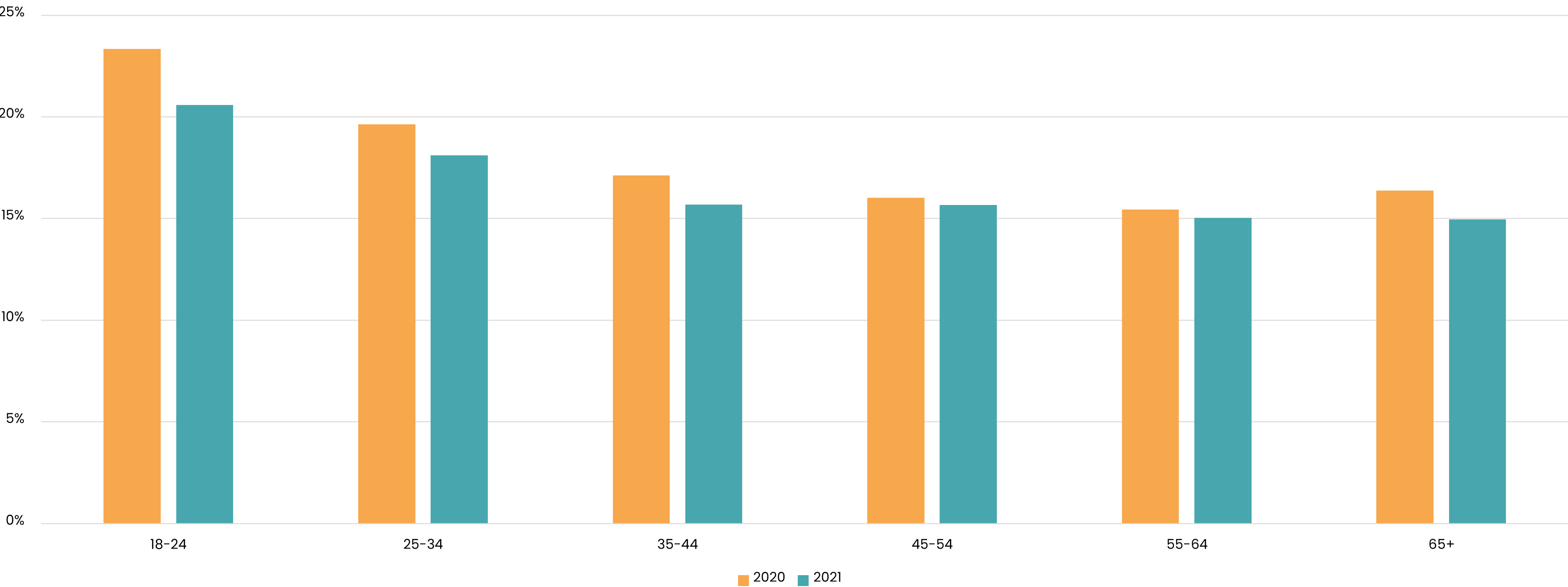
## Platform Indicators

Job Openings, Applications, and Hiring Activity  
January - August 2021



# Job seekers are being more selective

The conversion rate of career site visits to applications was 15% in January to August 2021, compared to 17% in 2020 for the same timeframe



**Application Conversion Rate by Age**  
January - August 2021



# Applications from front-line retail workers trend downward

Applications to retail-sales-worker roles are down 37% since the start of last year, 14-points lower than other occupations in the retail industry

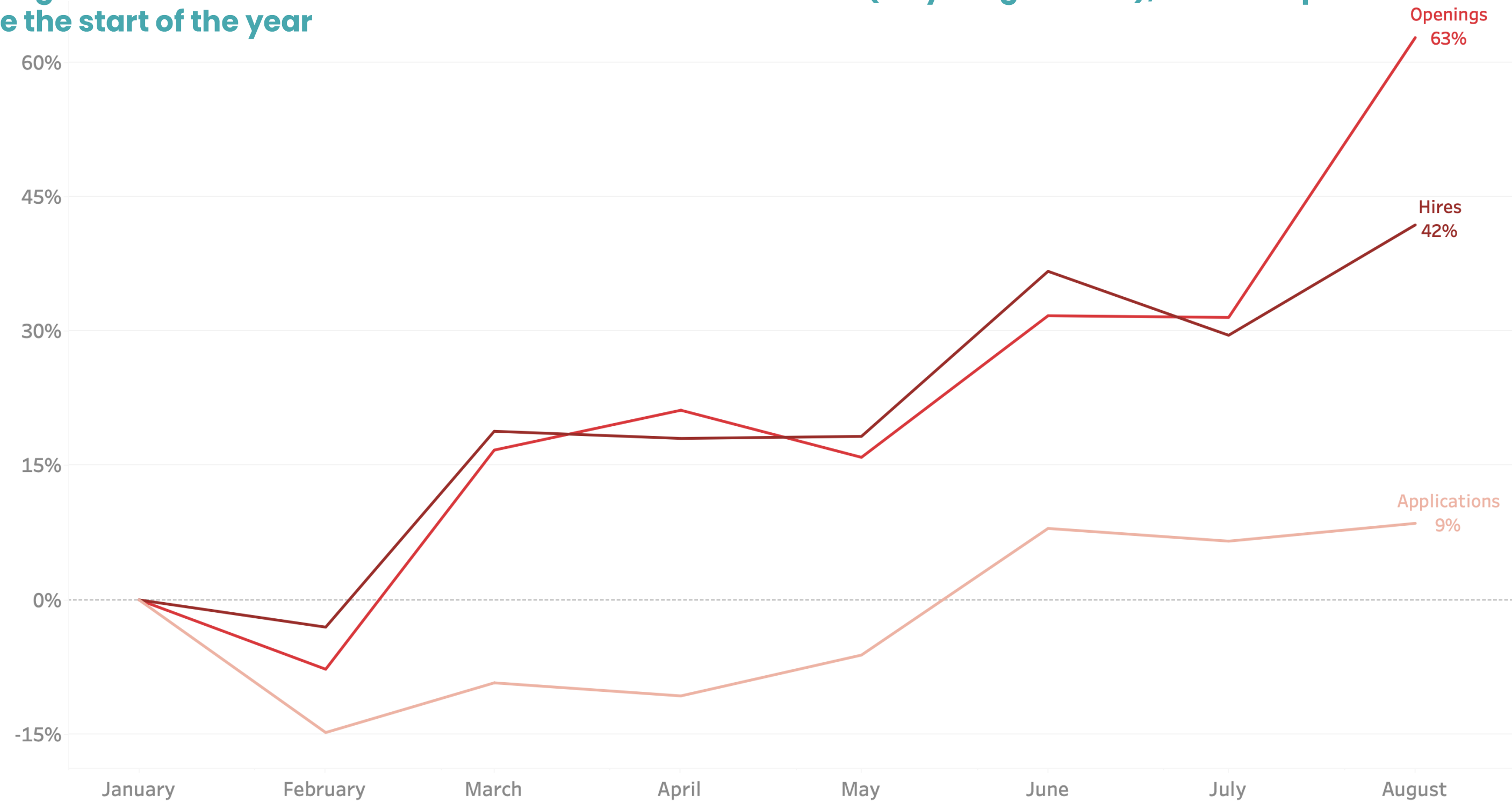


**Applications to Retail Trade Industry**  
January 2020 – August 2021



# Significant gap between healthcare job openings and job applications

Job openings in health services increased 24% month-over-month (July–August 2021), and are up 63% since the start of the year

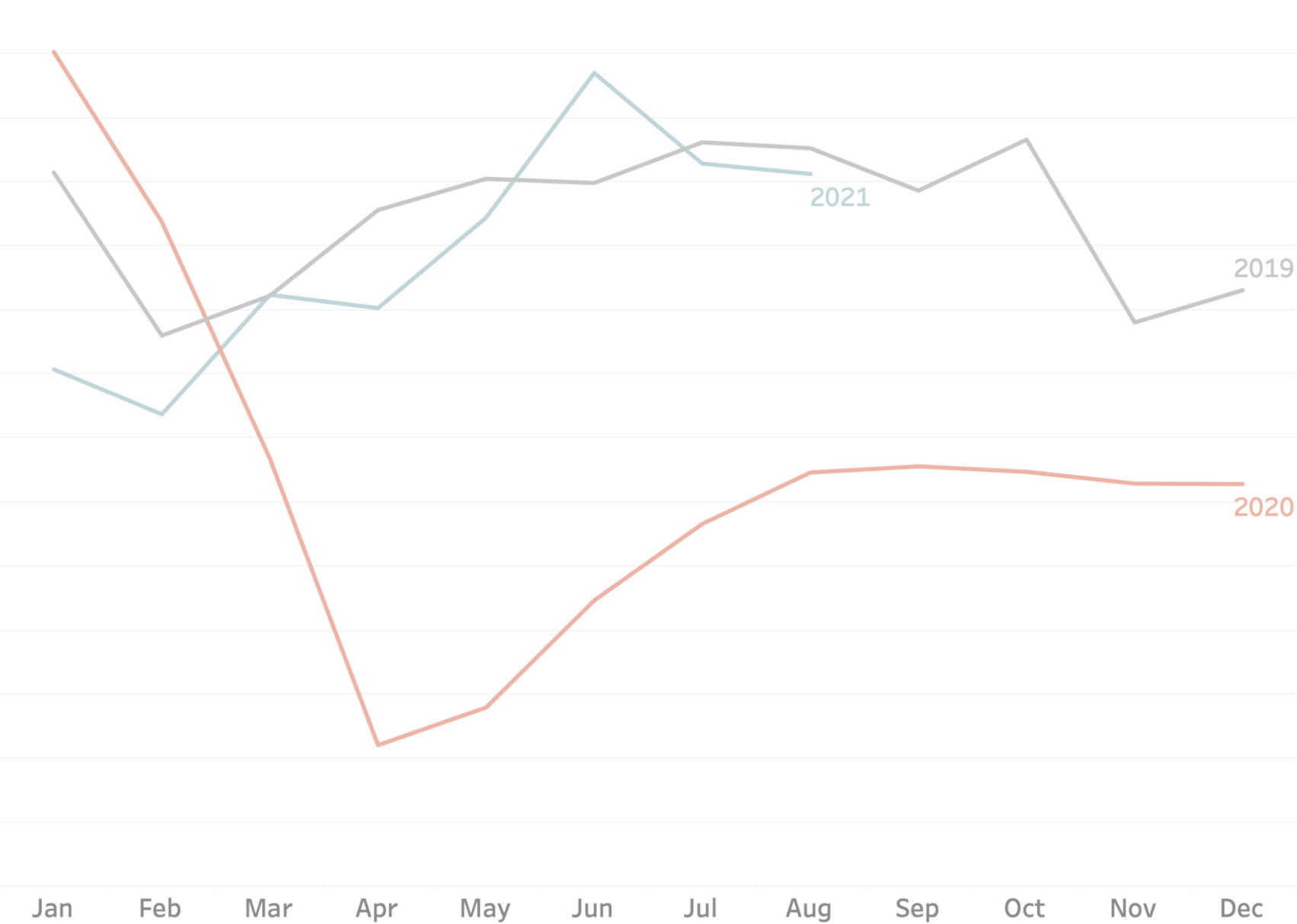


**Health Services Platform Indicators**  
 Job Openings, Applications, and Hiring Activity  
 January – August 2021

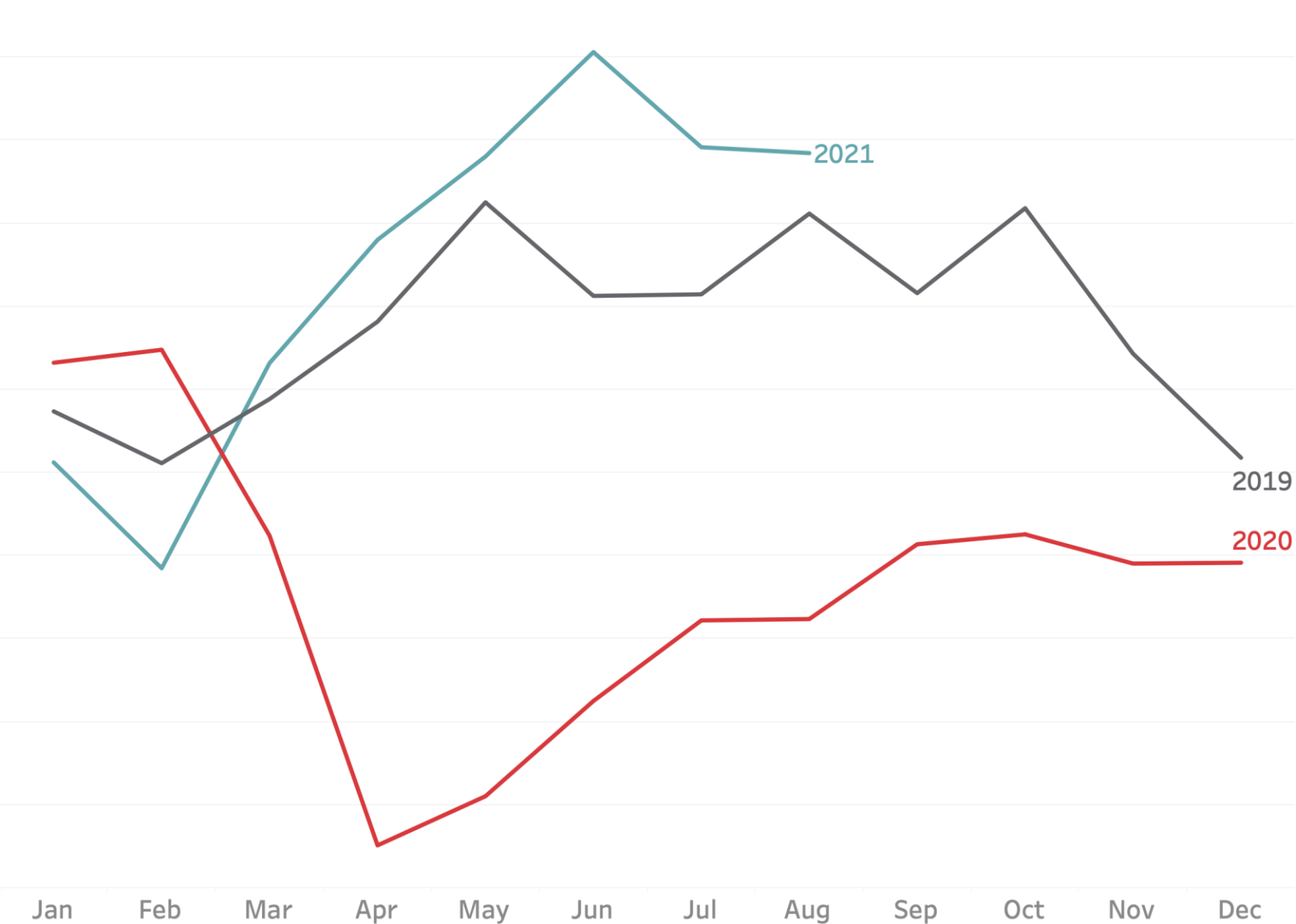


# Hiring activity in the leisure and hospitality industry above pre-pandemic levels

Recovery may be in progress with hires rising above 2019 levels for the last six months, and application activity hovering around 2019 levels as well



**Applications to Leisure & Hospitality Industry (aggregated industries)**  
2019, 2020, and 2021

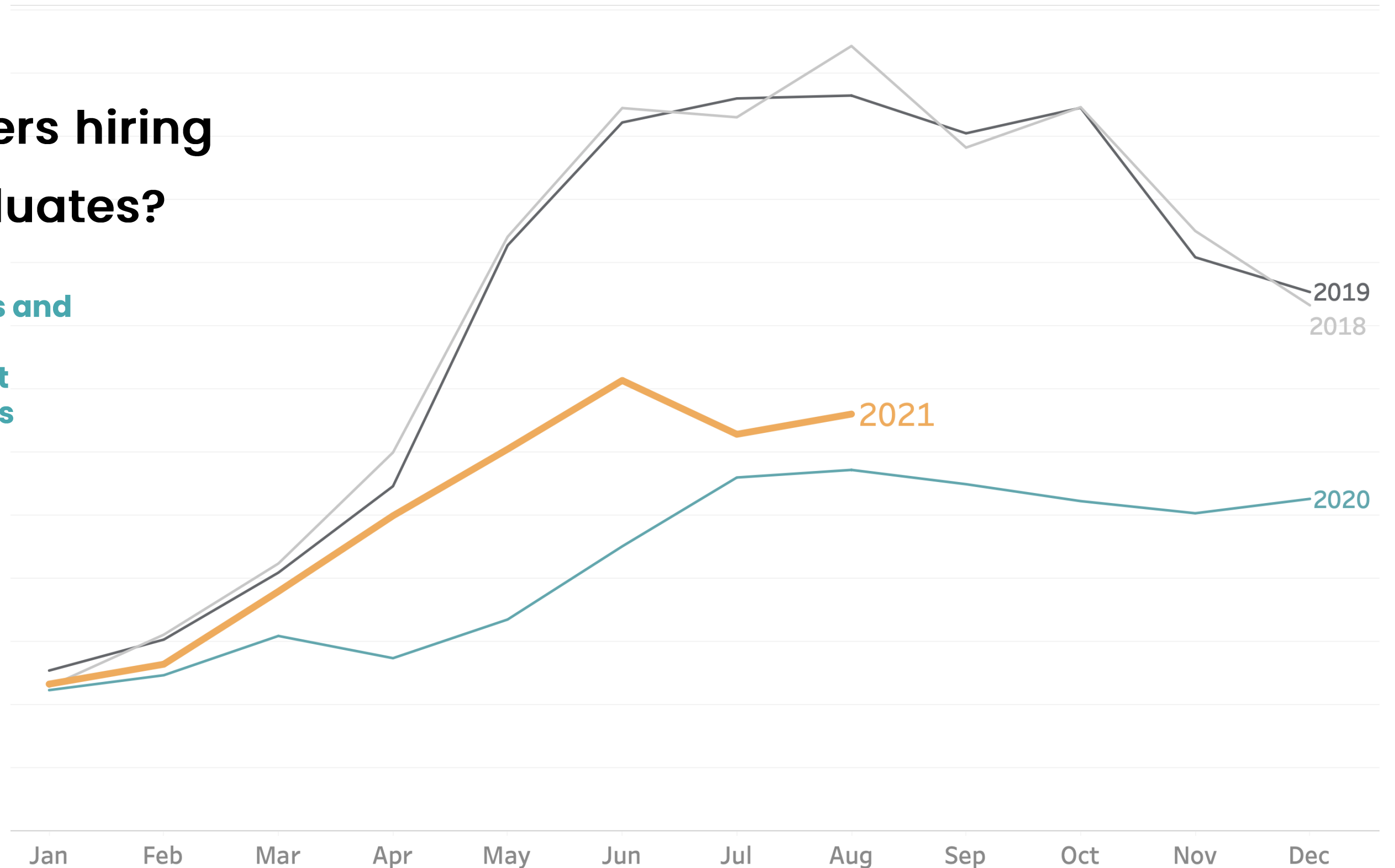


**Hires in Leisure & Hospitality Industry (aggregated industries)**  
2019, 2020, and 2021



# Why aren't employers hiring recent college graduates?

Despite increased job openings and reports of worker shortages, employers are not hiring recent graduates at the same levels as pre-pandemic



Hires of Graduating Class  
2018-2021





# Women ages 25-44 return to the workforce

Application activity of women ages 25-44 steadily rising since start of the year



**Change in Submitted Applications**  
Women Ages 25-44  
January - August 2021



## About iCIMS

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iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including 40 percent of the Fortune 100. For more information, visit [www.icims.com](http://www.icims.com).

For more insights and perspectives, visit [www.icims.com/insights](http://www.icims.com/insights).

## About iCIMS Insights proprietary platform data

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iCIMS' platform data is drawn from our proprietary database of employer and job seeker activity from more than 4,000 customers. iCIMS customers represent a broad swath of the U.S. economy, with expansive geographic, industry, and occupational representation.