

# icims Insights Unwrapped

A look back at 2023's biggest workforce trends and data.

**1** **56% of job seekers** say they would be less likely to be consumers of a brand if they had a bad experience applying or interviewing for a role.

**Candidate experience is no longer just an HR problem.**

Business leaders need to reconsider where candidate journeys sit on their 2024 priority lists. With a potential impact to their bottom lines, meeting candidate expectations—and retaining loyal customers—is more important than ever.



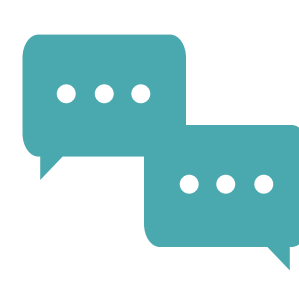
**2** **Around one out of five** job seekers would post a review on Glassdoor if they had a bad experience with your organization.



**Word gets around fast.** Think an applicant won't notice (or care) if you ghost them? Think again. They are taking to Glassdoor—what 36% of job seekers say is the most accurate source of information about working at a company—to share their bad experience.

**3** **47% of job seekers** say texting is their preferred form of communication.

**Don't pick up the phone.** Texting is at the top of candidates' wish list of preferred forms of communication. 80% of job candidates say that receiving status updates would improve the hiring experience and their perception of an employer.



**"Gone are the days when talent leaders could just run on instinct or what worked in the past. Today, they need data and analytics to help create strong workforce strategies that deliver business results."**

Rhea Moss, Global Head of Workforce and Customer Insights, iCIMS

**4** **43% of Gen Z job seekers** wouldn't apply for a job if the salary range wasn't included in the job posting.



**Show them the money.** Recent college grads want to know the salary range upfront before applying for a job. 48% of women note they wouldn't apply, while only 30% of men would not apply for a role if the posting didn't include a salary range.

**5** Despite looming recession concerns, the labor market remained strong, with **applications up 29%** from last year.

**Headlines, shmedlines.** 2023 gave walking on eggshells vibes everywhere but the labor market, where employer and candidate activity remained robust throughout the year. While employers began slowing down in the latter half, applications continued to flow.



## Be more strategic with data

Apply iCIMS Insights+ to your business and gain exclusive intel on industry and market trends.

[Learn more about iCIMS Insights+](#)



Industry-specific reports with key reporting metrics

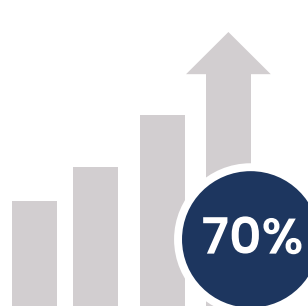


Real-time reports on changes in the market



Private think tanks and community events

**6** Applications for **tech-related roles were up almost 70%** year over year.



**Everyone wants a job in tech.** Newsfeeds are full of negative headlines about working in tech, but application volume was through the roof in 2023. Of note, 70% of those applicants were under 35, with the bulk falling between 18 and 24 years old.

**7** **43% of job seekers** say their last job search was frustrating and long.

**Keep it moving.** There's nothing worse than waiting to hear about a new job. Almost three quarters of job seekers expect the process to take 3 weeks or less. In October the average time to fill was 39 days, about 5.5 weeks.



**8** Retail employers might be slowing their hiring roll, but applications are still pouring in, **up 46% since September 2022.**



**Ain't no stopping them now.** It may be good tidings for retail employers who have a dearth of applicants to choose from, but less so for candidates. Job openings were down 25% year over year in September, and hires dipped 12% in that same period.

**"Providing world-class candidate experiences is no longer just a TA problem but an overall business concern."**

Laura Coccaro, Chief People Officer, iCIMS

**9** **Recent college grads expect a starting of salary of \$66,467**, over \$8,000 more than employers expect to pay entry-level employees (\$58,317).

**Salary expectations get real(ish).** Compared to the Class of 2022, who expected a starting salary of more than \$70,000, this year's grads tempered their expectations as they prepared to enter a more turbulent economy marred with layoffs and bank collapses.



**10** Healthcare applicants per opening (APO) showed a slight improvement in Q3 at 17 but were **still well below the overall benchmark of 26 APO.**



**Help (still) wanted.** Healthcare is the rare sector where applications are still lagging behind hires and openings. The talent supply has recovered significantly this year, and APO, which quantifies supply and demand for a labor, has been gradually improving for a little over a year.

All data in this report is drawn from the iCIMS Insights program's monthly Workforce Report and special annual reports on graduates, candidate experience and industry trends.

## icims

### About iCIMS

iCIMS is a leading provider of talent acquisition technology that enables organizations everywhere to hire great people. The iCIMS AI-powered hiring platform is designed to drive efficiency, cut recruiting costs and build exceptional experiences for candidates and recruiters.

Visit [www.icims.com](http://www.icims.com) to learn more.

### iCIMS Insights provides data that is:

- Real-time
- Cross-industry
- Dual-focused on employers' and job seekers' intentions and activity

### Data derived from:

