

# The ZipRecruiter Survey of New Hires

The **ZipRecruiter Survey of New Hires** is a quarterly survey of U.S. residents who started their current jobs within the past six months. New hires are the leading edge of the labor market—the first to experience changes in the urgency and intensity with which employers are recruiting workers, and the terms of employment on offer. Indicators tracked in this survey—such as how long it took workers to find their jobs, and what share received signing bonuses or healthcare benefits upon hire—can help gauge the quantity and quality of jobs available in the U.S. economy.

## Latest Release

Q2 2023

The third quarterly ZipRecruiter Survey of New Hires found that new hires and recent job switchers continued to find jobs relatively quickly, increase their pay, and gain improved working conditions in the second quarter of 2023. There were some mixed signals, with job search durations falling but fewer job switchers increasing their pay. However, most survey indicators showed steady improvement over the past two quarters.

## Data Spotlight

**64%** found their jobs in under 1 month

↑ 3.7pp over the quarter

**28%** received a signing bonus

↓ 1.0pp over the quarter

**65%** increased their pay

↓ 4.7pp over the quarter

**47%** are “very satisfied” with their job

↑ 1.1pp over the quarter

**44%** got recruited

↑ 10.1pp over the quarter

## The ‘Big Stay’

After record-high turnover in late 2021 and early 2022—a period widely known as the ‘Great Resignation’—workers are now back to switching jobs at almost the pre-pandemic rate again. Some are calling this period of slower churn the ‘Big Stay.’ ZipRecruiter’s New Hires Survey offers insight into what’s driving the trend.

- 1. Fewer workers are switching industries.** 51.8% of job switchers not only changed jobs but industries in Q2 2023. That share has steadily declined over the past two quarters, from 54.5% in Q4 2022. The economic reopening following the pandemic recession saw unusually broad-based job growth across industries, allowing workers to move into higher-paying fields with improved conditions. However, job growth has since slowed in the relatively high-wage information, financial services, and manufacturing sectors. That has limited workers’ chances to transition into more favorable industries, diminishing a key rationale for job changes.
- 2. Workers expect to stay in their jobs longer-term.** The decline in job resignations cannot solely be attributed to limited upward mobility opportunities for workers. It also stems from a growing inclination among recent hires to remain in their positions longer-term. For example, 32.6% of respondents intend to stay in their current job for at least 5 years, up from 29.5% in Q4 2022. Many individuals sought temporary jobs during the pandemic. Now that many temporary lifestyle changes induced by the pandemic have reversed, workers appear to be moving into roles they want to keep long-term.
- 3. Job satisfaction is unusually high.** 85.6% of respondents said they were either satisfied or very satisfied with their new job. 47.6% reported being very satisfied with their new jobs, up from 40.5% in Q4 2022. Rising satisfaction may reflect investments companies made to improve retention during the Great Recession, such as in providing more competitive pay, benefits, and working conditions.

## Highlights of the Q2 2023 Survey:

### The Enduring Strength of the Labor Market

Recently, official labor market indicators have [sent mixed signals](#), with job growth accelerating but the unemployment rate rising. ZipRecruiter's recent surveys also point in different directions, with the [ZipRecruiter Job Seeker Confidence Index](#) declining in Q2 2023, but the current New Hires Survey generally upbeat.

The New Hires Survey has important limitations, however. Since the survey sample only includes U.S. residents who have successfully found new jobs, it can only detect changes along the intensive margin (the quality of jobs newly hired workers are getting), not along the extensive margin (the share of U.S. job seekers getting jobs in the first place).

Along the intensive margin, we see little sign that labor market conditions have deteriorated. On the contrary, most measures in the survey either showed remarkable resilience or even improvement in Q2.

- **Recent hires found jobs relatively quickly and easily.** 63.6% of respondents reported that they found their new job in under one month—a large increase from 54.2% in Q4 2022. Respondents say they submitted 20 applications and participated in six job interviews in their most recent job search, with both numbers flat over the past three quarters. That suggests that, while job seekers in the ZipRecruiter Job Seeker Confidence survey reported greater difficulty finding jobs in Q2, job search has not become more difficult across the board.
- **Recent hires reported lower rates of underemployment.** When labor market conditions deteriorate, workers may find jobs, but often the jobs available offer too few hours or are jobs for which they are overqualified. There is no sign of either trend in the Q2 survey. Only 34.3% of new hires said they believe they are overqualified for their new job, down from 39.6% in Q1 2023. (This is based on a newer survey question that was not asked in Q4 of 2022.)
- **More recent hires negotiated their offers.** 40.7% of respondents said they negotiated their offer, up from 37.9% in Q4 2022. Negotiation success rates have remained steady over the past three quarters, with over 90% of respondents reporting that they received some improvement in their offer through negotiating. 25.6% of job switchers reported that their previous employer asked them to stay and countered their new offer, up from 21.2% in Q1 2023 and 23.9% in Q4 2022. Rising rates of offer negotiation and reports of employer counter-offers point to enduring worker confidence and bargaining power.

- **Recent job switchers report decreased fear of being laid off.** The share of respondents who said they feel “secure in their new role” rose from 72.3% in Q1 2023 to 76.6% in Q2 2023. (This is based on a newer survey question that was not asked in Q4 of 2022.) Not only have layoff expectations receded somewhat, but layoff experiences have remained flat, with no increase in recent quarters in the share of job switchers who report having left their previous job involuntarily, due to a layoff or firing.

Overall, the survey suggests that new hires continue to find high-quality jobs that are good matches for their skills and experience, and that they continue to feel confident and secure enough to negotiate and do so successfully.

## The Relentless Modernization of Talent Acquisition Practices

Based on the perceptions and experiences of U.S. workers who have recently gone through job application and interview processes, hiring practices around the country appear to be steadily improving and modernizing. Consider the following findings:

- **Employer response times are improving.** 61.6% of respondents reported receiving a response from their new employer within one to three days of submitting an application, up from 50.2% in Q4 2022. That is consistent with what we hear from ZipRecruiter customers, many of whom instituted rules after the pandemic requiring talent acquisition teams to reply to all applicants in the queue within 48 hours or by 5pm of each working day.
- **Employers are increasingly offering a truly mobile candidate experience.** The share of respondents who report applying for their job via mobile rather than desktop steadily rose from 67.4% in Q4 2022 to 71.8% in Q2 2023; the share who report interviewing by mobile steadily rose from 14.2% to 18.6%; and the share who report being able to communicate with their new employer by mobile throughout the hiring process rose from 47.2% to 60.1%.
- **Employers are increasingly relying on outbound recruiting.** 44.1% of respondents report getting recruited to their jobs—that is, someone from the organization contacted them about a job before they applied—up from 36.2% in Q4 2022. Over half of new job seekers get recruited within a week of signing up for ZipRecruiter,<sup>1</sup> and it is an experience linked to improved satisfaction with the job search process.

Many businesses tell us that intense competition for talent during the pandemic recovery prompted them to improve their recruitment practices and modernize their systems. Now, even as competition eases in some industries and regions, those improvements are paying dividends. The share of respondents who described their job search experience as “good” has steadily risen from 64.5% in Q4 2022 to 68.9% in Q2 2023, while the share reporting that they found a job in under one month has steadily risen from 54.2% to 63.6%.

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“Speed is critical for hiring top talent, and our recent survey is a stark reminder to TA professionals that time keeps speeding up in our industry.”

— Marissa Morrison, ZipRecruiter Vice President, People

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### The Persistent Challenge of Trust During the Hiring Process

Job seekers and employers often find themselves in a state of mutual distrust during the hiring process. Job seekers may distrust the intentions and authenticity of employers due to past instances of deceptive job postings, false promises of career growth, or unfair treatment during interviews and negotiations. Similarly, employers may feel hesitant to trust job seekers fully due to instances of dishonesty in resumes, exaggerated qualifications, or a lack of transparency during the interview process.

Our survey findings suggest that job seekers’ and employers’ struggles to establish trust may be getting worse in some regards (due to increased ghosting and the rapid adoption of generative AI tools by job seekers), but better in others (through increased pay transparency).

- **Job seekers have been fast to adopt generative AI (GenAI).** 25.0% of respondents in the Q2 2023 survey said that they used a GenAI tool, such as ChatGPT, to help them succeed during their job search. Among those who used GenAI, 65.9% said they used it to write their resume; 65.2% to discover jobs; 57.1% to write their cover letter; and 48.3% to get interview tips.

- **Job interviews are becoming more detailed.** Employers tell us that the rapid adoption of GenAI tools has made them more concerned about the possibility that candidates may game the application process. That concern may explain two job interview trends that emerged from the report. First, a rising share of new hires report that their job interviews were conducted in person (46.7% in Q2 2023, up from 42.6% in Q1 2023, and 41.0% in Q4 2022). Second, a rising share of new hires report that their job interviews involved questions about their prior work experience (46.2%, up from 38.6% and 37.3% in the prior quarters). In-person interviews with specific factual questions about past performance may help employers to vet candidat
- **Both candidate and employer ghosting remain widespread, and may be rising.** 30.0% of respondents admitted to ghosting an employer at some point during their recent jobs search. That share has steadily risen from 21.0% in Q4 2022. 46.5% of candidates reported getting ghosted by an employer during their recent job search, up from 42.1% in Q1 2023 and 45.2% in Q4 2022.
- **Pay transparency leads to better alignment on expectations.** 61.7% of respondents said that the job posting for their new role included pay information, 29.1% said that it did not, and 9.2% said that they don't know or don't remember. 42.3% of the respondents said that the offer they received was the same as they expected, 37.0% said it was more than they expected, and 20.7% said it was less. Respondents were more than three times more likely to say their offer was less than expected if pay was not posted upfront (39.3% vs. 10.9%).

The talent acquisition and recruitment field has witnessed a remarkable transformation over a very short period with the emergence of generative AI. It will likely take employers time to adapt to this new reality. Candidate ghosting has been a long-standing grievance among employers, and our survey suggests employers still haven't found a good solution to the problem.

The trend towards pay transparency, however, may be contributing to improved trust, job search experience, and job satisfaction among new hires. Data on online job postings across thousands of websites shows that the share with pay listed has risen from about 11% in 2019 to about 30% in 2023 to date. Within the ZipRecruiter marketplace, over 60% of jobs now show a pay range (either provided directly by the employer or via newly introduced ZipRecruiter Estimates.) Our survey suggests that the resulting increase in pay transparency has meaningfully reduced the number of workers beginning their jobs with a bad taste in their mouths and a sense of disappointment regarding pay.

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“Candidates are more than 3 times as likely to be disappointed by their job offers when pay is not disclosed upfront in a job posting. That’s according to @ZipRecruiter’s latest New Hires Survey.”

— Julia Pollak, ZipRecruiter Chief Economist

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## What New Hires Were Looking For and What They Gained

### Top 5 Motivations for Switching Jobs

These are the top things recent job switchers say they were looking for in a new job:

1. Better pay (43%)
2. Better management (35%)
3. Less stress (31%)
4. Better benefits (27%)
5. More opportunities to learn skills (19%)

### Top 5 Benefits of Switching Jobs

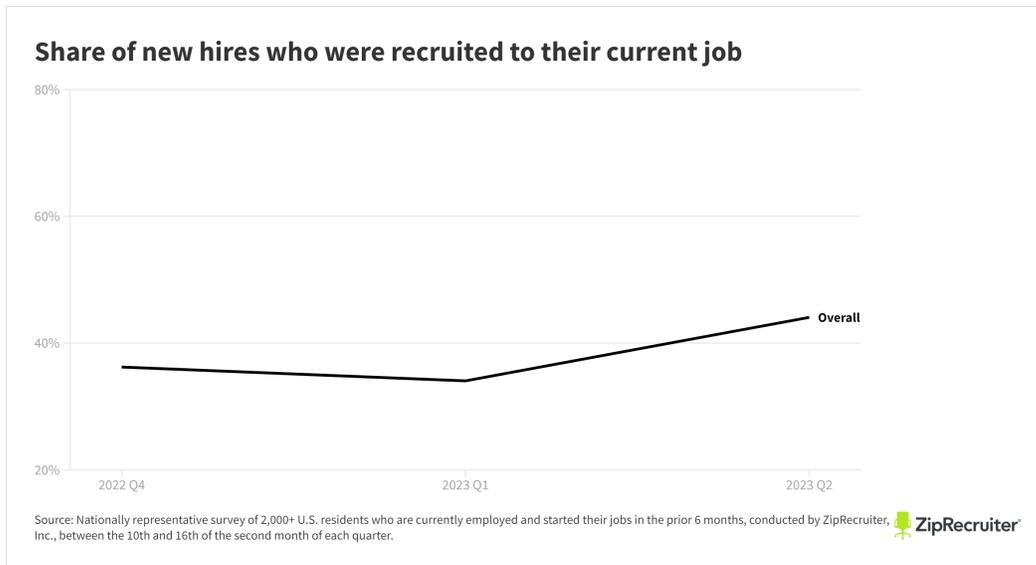
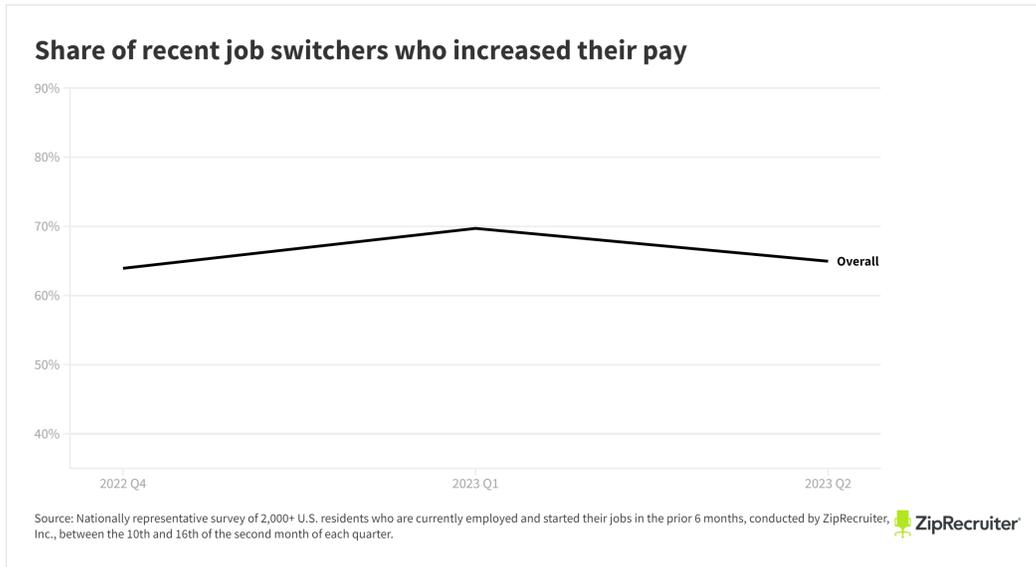
These are the top things recent job switchers say they gained from getting a new job that they didn’t have before:

1. Greater schedule flexibility (47%)
2. Health insurance (29%)
3. Access to bonuses or performance pay (21%)
4. Retirement benefits (16%)
5. A signing bonus (15%) Greater schedule flexibility (31%)
6. Better company culture (30%)

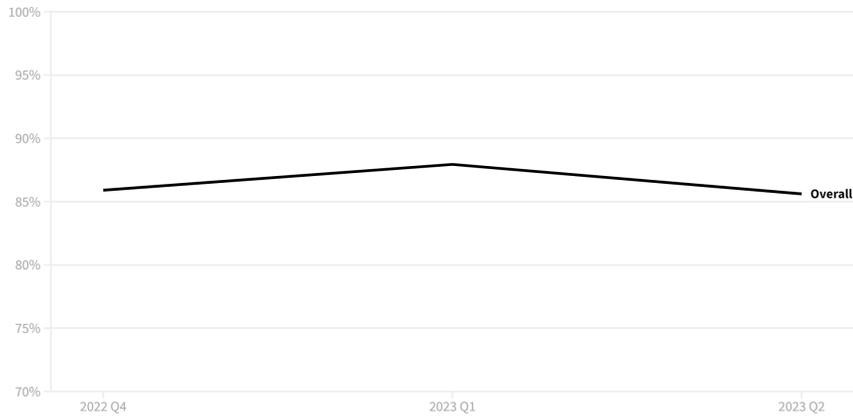
## Top 5 Reasons for Accepting Job Offers

These are the top reasons new hires gave for accepting their job offers:

1. Better pay (59%)
2. Full-time hours (50%)
3. More opportunities to learn skills (39%)
4. Better career growth opportunities (36%)
5. More job security (34%)

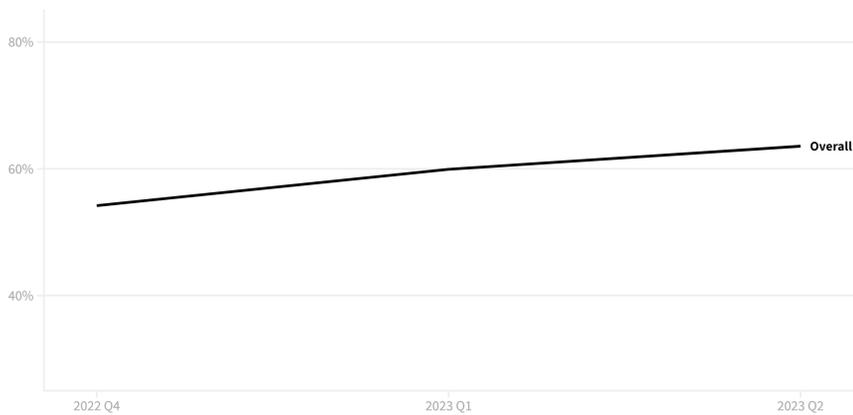


### Share of new hires who are satisfied with their new job



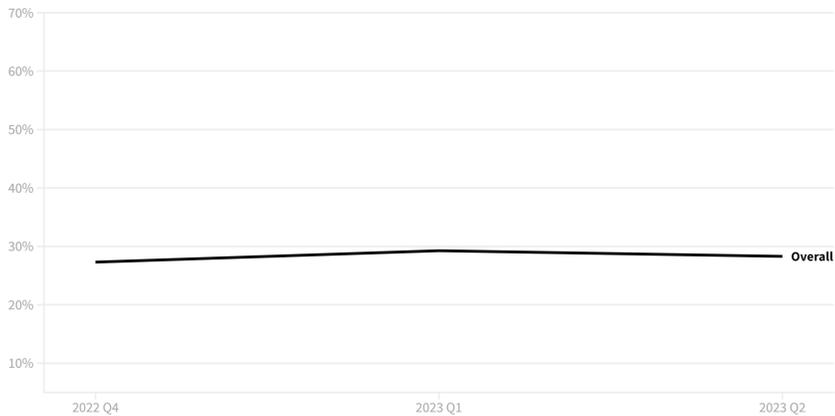
Source: Nationally representative survey of 2,000+ U.S. residents who are currently employed and started their jobs in the prior 6 months, conducted by ZipRecruiter, Inc., between the 10th and 16th of the second month of each quarter. 

### Share of new hires who found their job within 1 month



Source: Nationally representative survey of 2,000+ U.S. residents who are currently employed and started their jobs in the prior 6 months, conducted by ZipRecruiter, Inc., between the 10th and 16th of the second month of each quarter. 

### Share of new hires who received a signing bonus



Source: Nationally representative survey of 2,000+ U.S. residents who are currently employed and started their jobs in the prior 6 months, conducted by ZipRecruiter, Inc., between the 10th and 16th of the second month of each quarter. 

## Methodology

**The ZipRecruiter Survey of New Hires** is a survey fielded to a nationally representative online panel administered by Qualtrics between the 10th and 16th of the second month of every quarter. The sample consists of more than 2,000 adults who reside in the U.S., who are currently employed, and who began their current jobs within the past six months. It excludes self-employed workers.

The survey asks these recently hired workers detailed questions about the circumstances leading up to their employment, the hiring process, the job offer, and the working conditions in their new roles. Additional findings regarding the prevalence and distribution of particular job search experiences and working conditions across the cohort of recent hires, by age, gender, education, and industry, are available upon request. Email [press@ziprecruiter.com](mailto:press@ziprecruiter.com) for more survey data or to schedule an interview with the authors of this study.

## Release Calendar

Report Period	Publication Date
2023 Q1	March 14, Tuesday
2023 Q2	June 13, Tuesday
2023 Q3	September 12, Tuesday
2023 Q4	December 12, Tuesday

## Notes

1. ZipRecruiter Internal Data, Feb. 24-Mar. 26, 2023. Recruitment entails receiving an invitation to apply for a job. Based on 1-click apply eligible job seekers.