

occupop

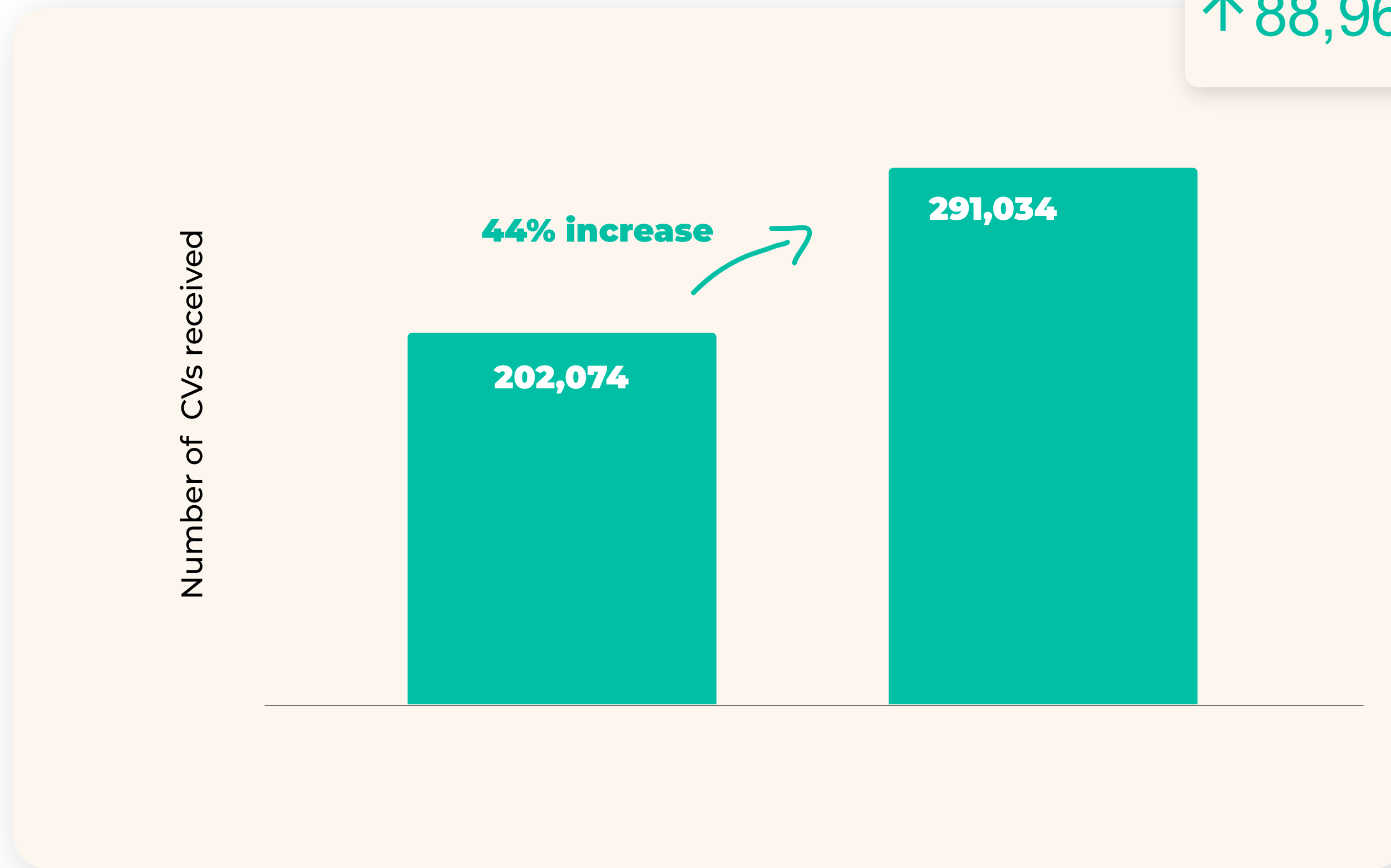
# Hiring Data Report

January - August 2020

# Overall

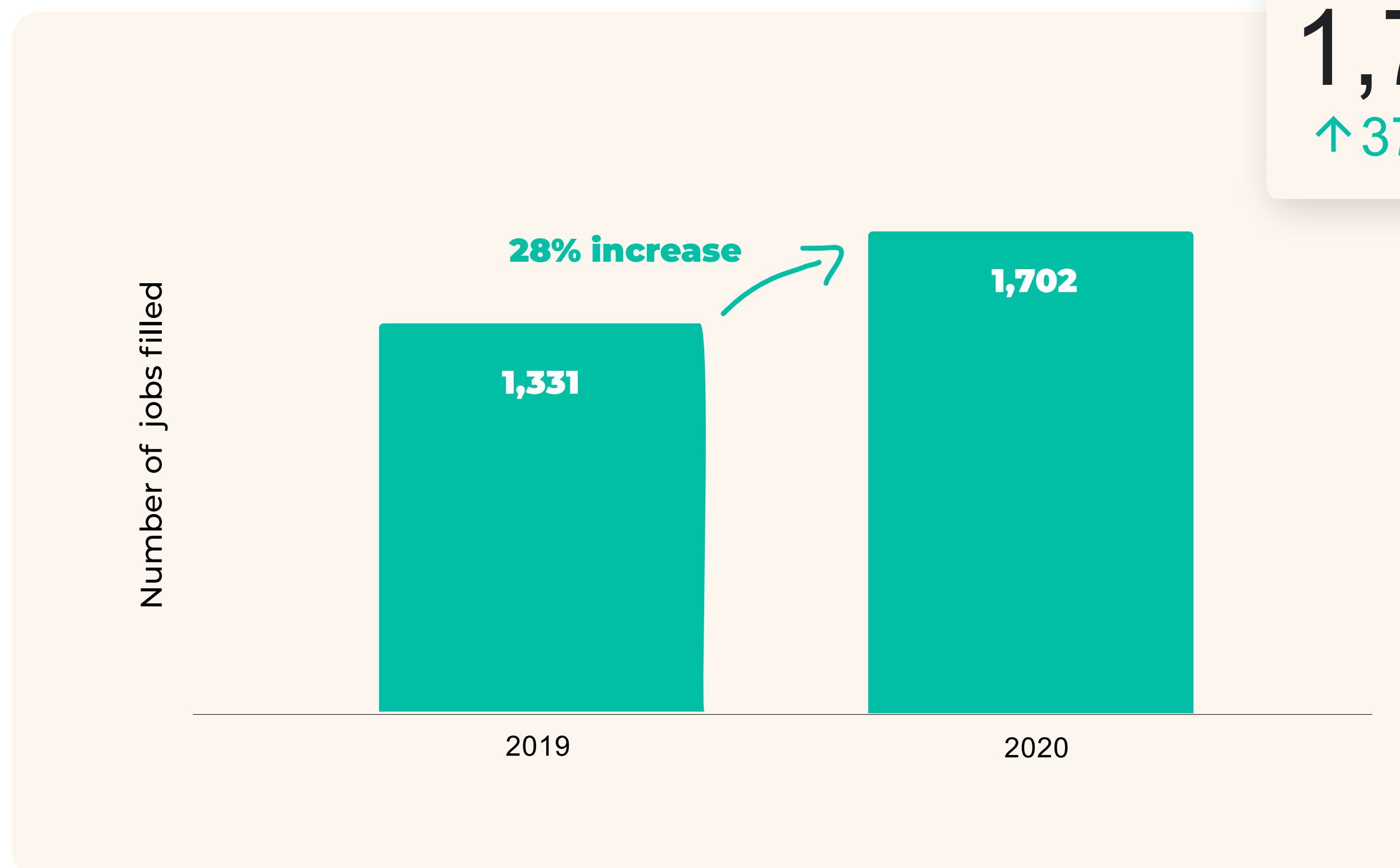
## Overall CVs received

291,034  
↑ 88,960



## Overall jobs filled

1,702  
↑ 371



**CVs successfully moved through the hiring process**

2019  
**55.16%**

2020  
**55.5%**

# CV & hired source insights



## Largest CV source

CVs received from Indeed increased from 170K to 228K - **34.12% increase** in CVs.

CV source: Indeed

228,000

↑ 58,000



CVs received from LinkedIn increased from 927 to 14.6K. - **1,475% increase** in CVs.

CV source: LinkedIn

14,600

↑ 13,673



CVs received from Facebook increased from 79 to 5.82K - **7,267% increase** in CVs.  
(Due to Facebook jobs integration)

CV source: Facebook

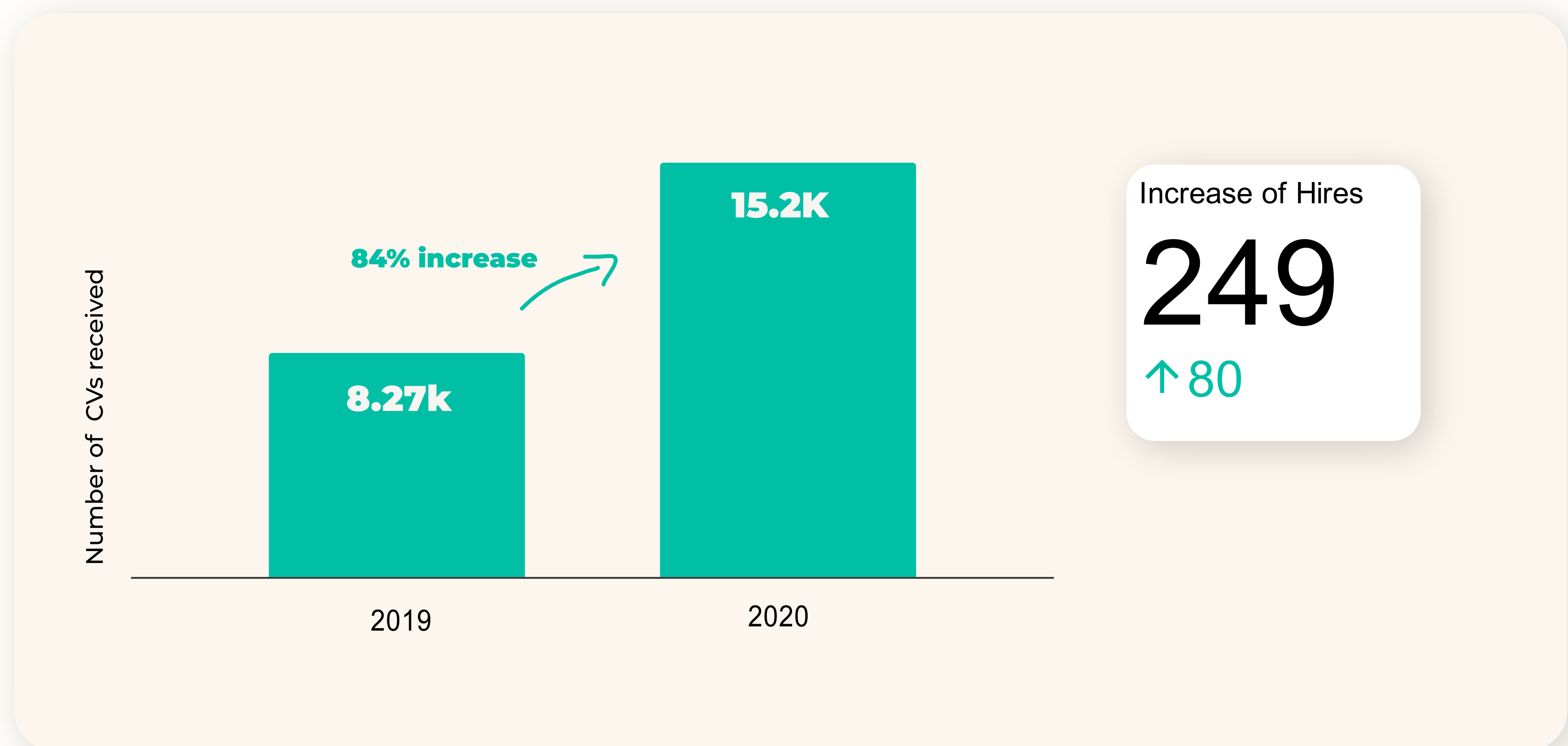
5,820

↑ 5,741

# CV & hired source insights

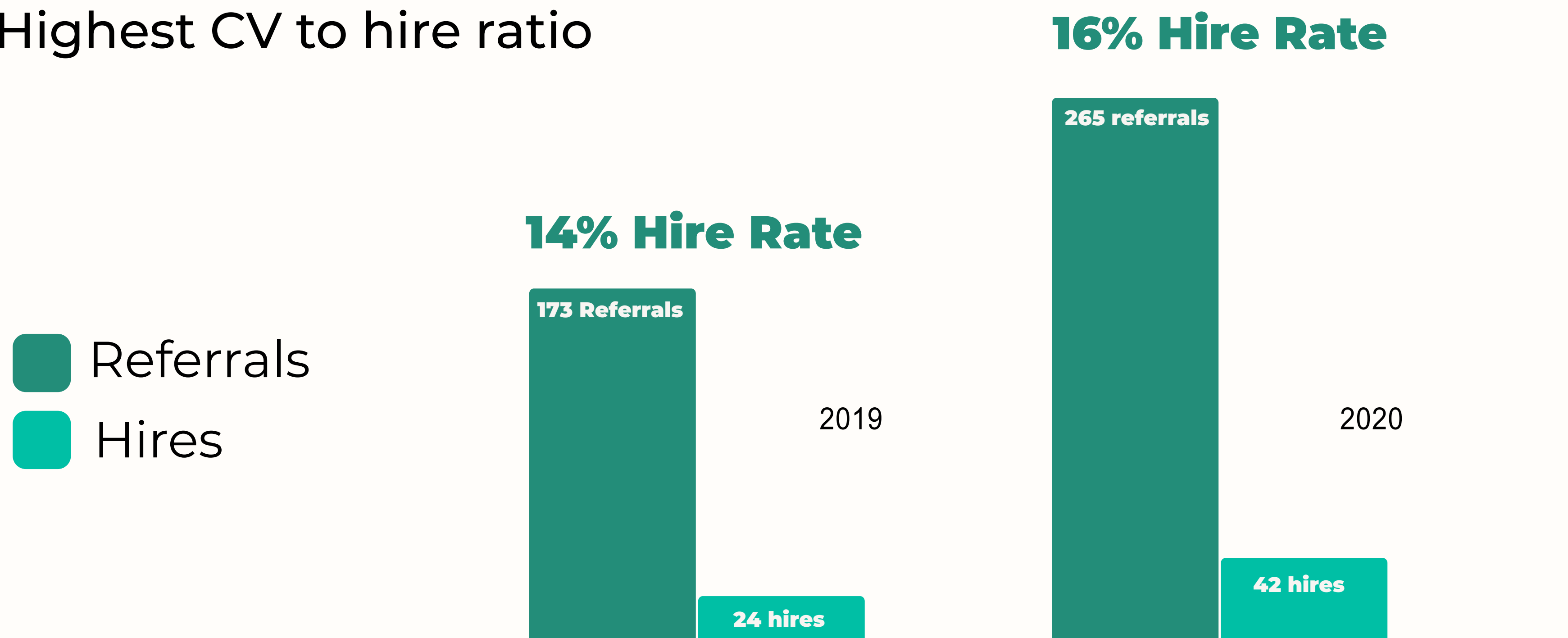
## Careers page

Second-best source for both CVs and hires



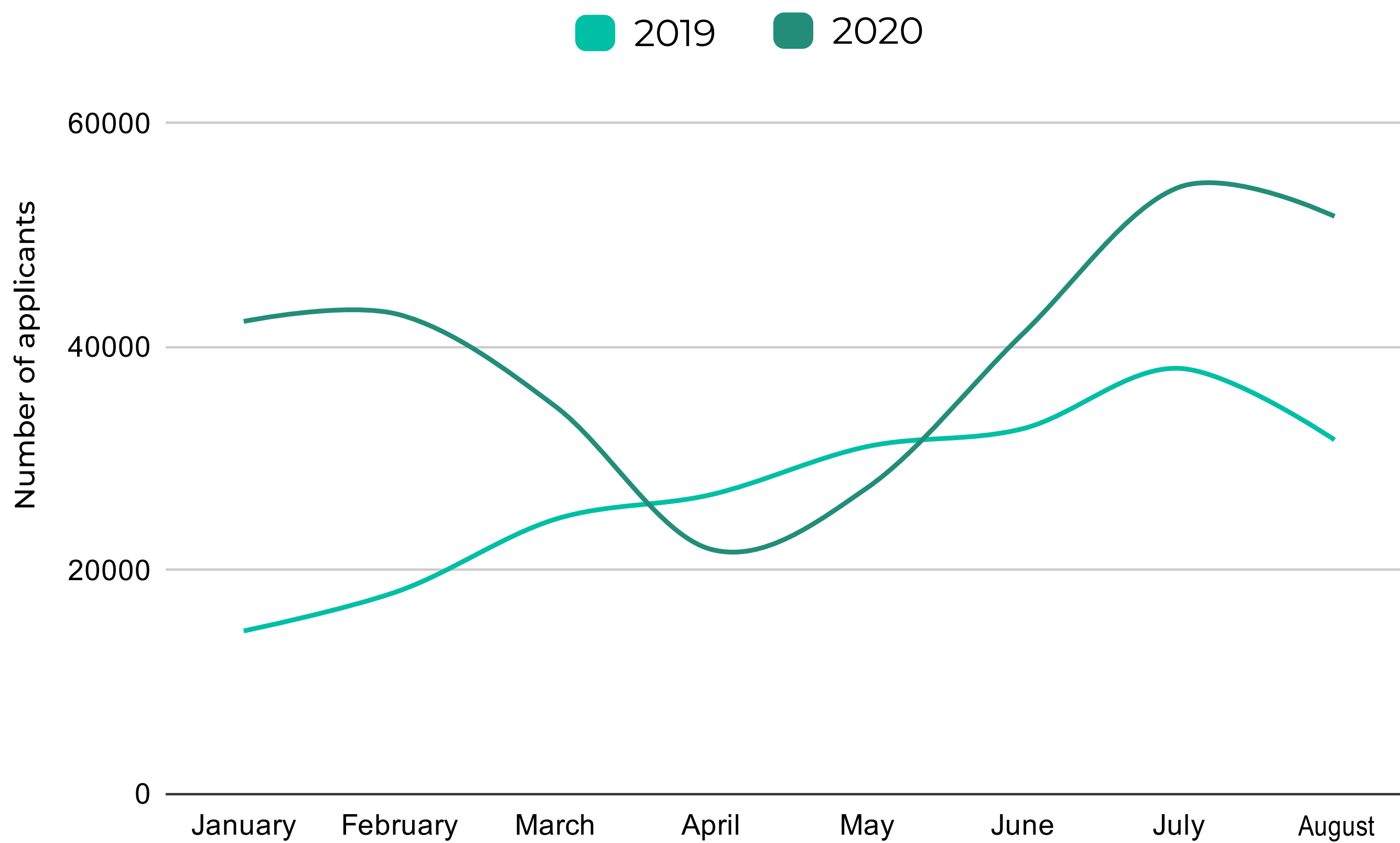
## Internal referrals

Highest CV to hire ratio



# Job engagement insights

## Best & worst months for: **Engagement**



### 2020

#### Best months

July  
August

#### Worst months

April  
May

### 2019

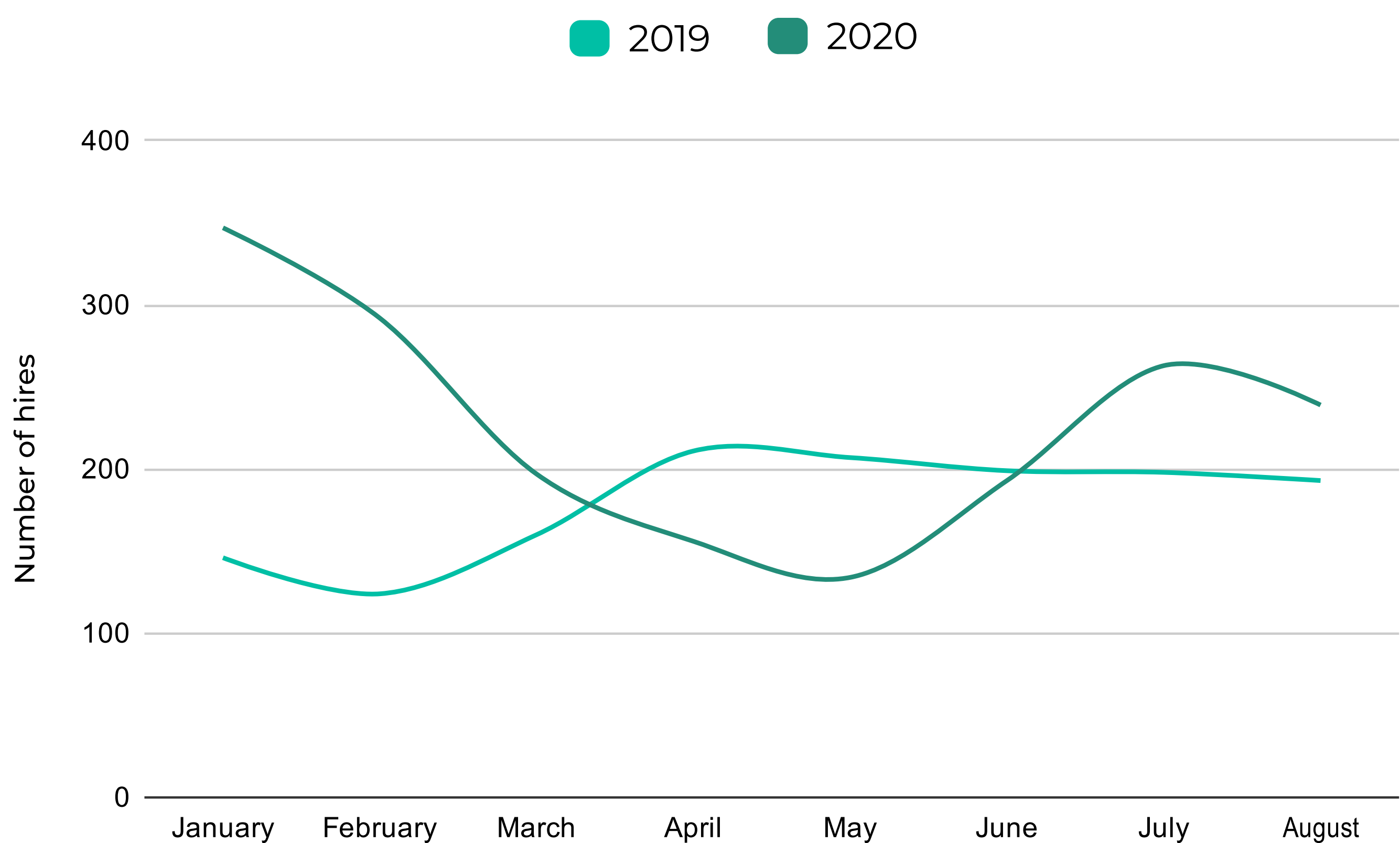
#### Best months

July  
June

#### Worst months

January  
February

## Best & worst months for: **Hires**



### 2020

#### Best months

January  
February

#### Worst months

April  
May

### 2019

#### Best months

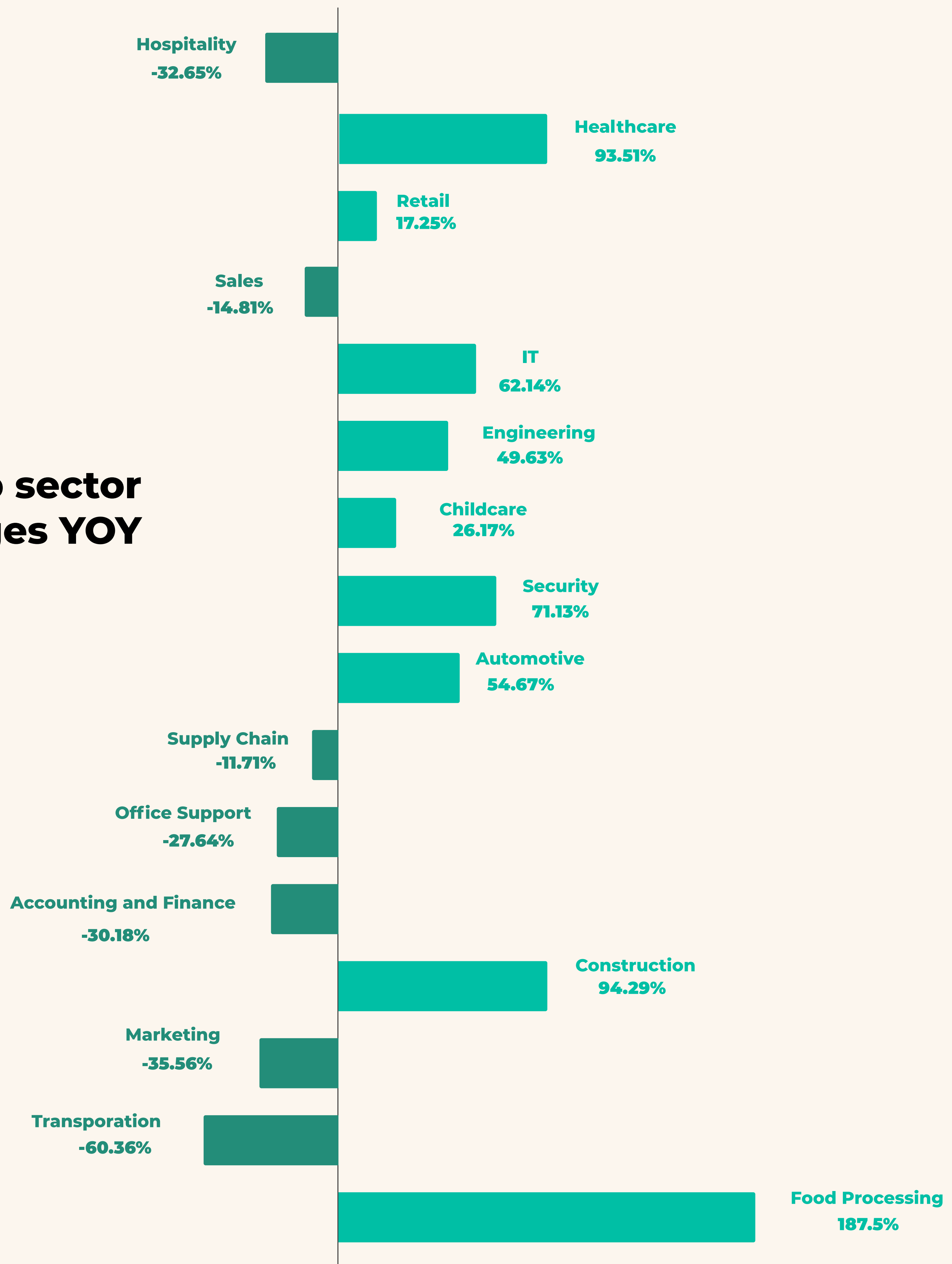
April  
May

#### Worst months

February  
January

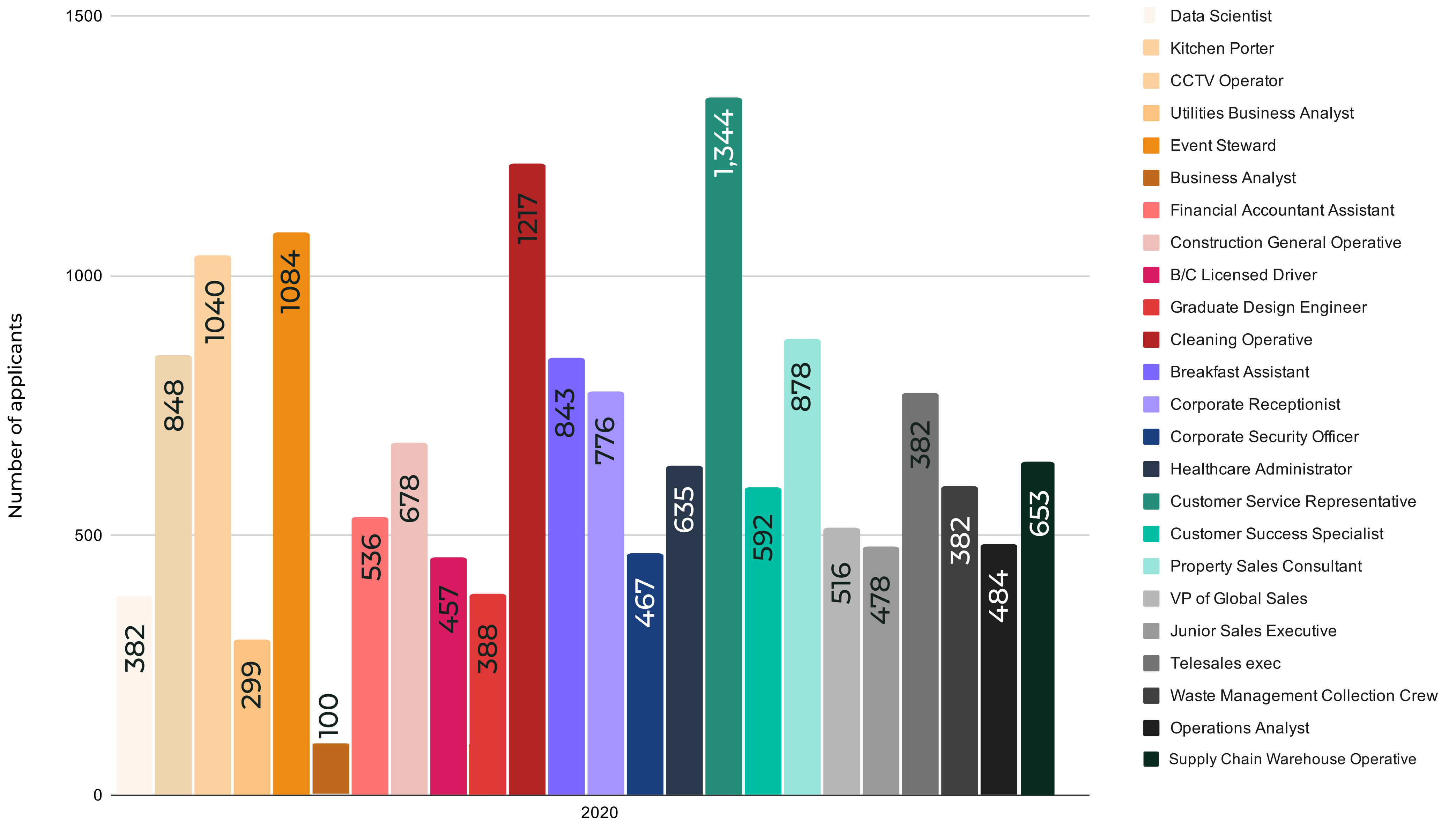
# Industry insights

## Job sector changes YOY

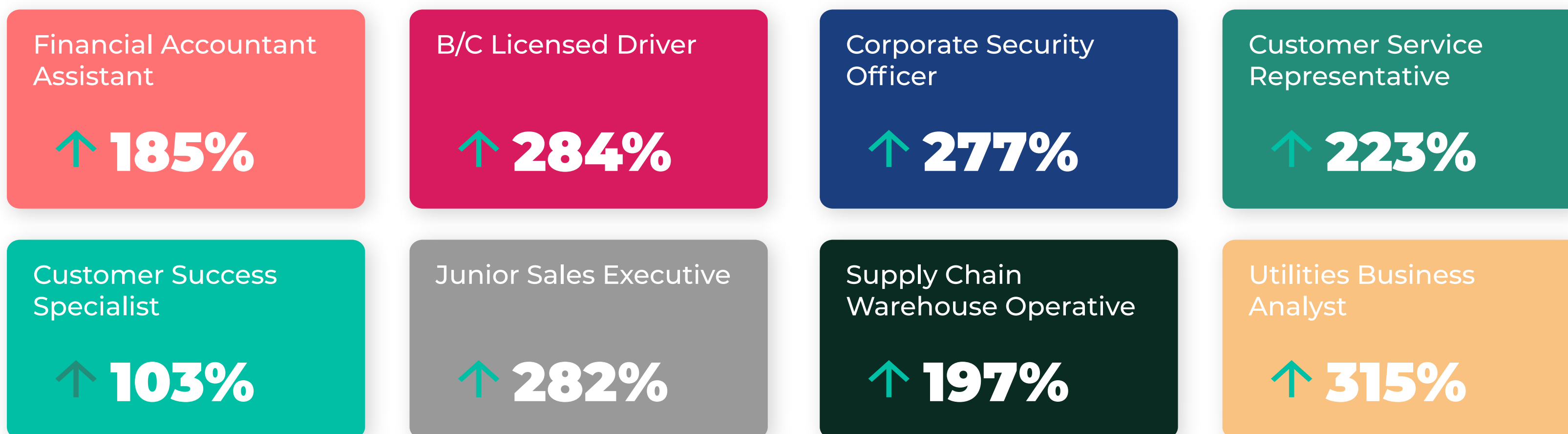


# Industry insights

## Highest applicant numbers per single job posting 2020



## Top job applicant increases



\* versus 2019



# Conclusion

As seen by these figures, it is evident that there is still a lot of movement within the job market. Pre-COVID saw a significant upswing for positions in Hospitality and Retail from 2019, however, understandably the pandemic has resulted in a shift in job role requirements YTD, namely a spike in Healthcare, Security and Food Processing. Interestingly, Construction, IT and Engineering has also seen growth.

Most notably from this report, social and professional networks have substantially grown in popularity in regard to CV source. Career pages continue to be the second most successful source for both CV and hire source. This data affirms the need for companies to focus on employer brand and employer branding.

As demonstrated by this report, **Occupop** continues to help companies of all sizes & industries attract, engage and hire the best quality candidates. If you would like to see hiring success like our current customers, book your free consultation with one of our recruitment experts and instantly see results.

[Book Your Demo](#)

*\*Applied a 25% deduction across 2020 figures to account for the rise in customers from 2019 to 2020.*

*\*\*The period running from January 2020 - August 2020 vs January 2019 - August 2019*

*\*\*\*Allow for 5% margin of error on data*

