



**TALENT NEST**

**TALENTNEST SOURCE OF HIRES**

**ANNUAL  
REPORT  
- 2022 -**





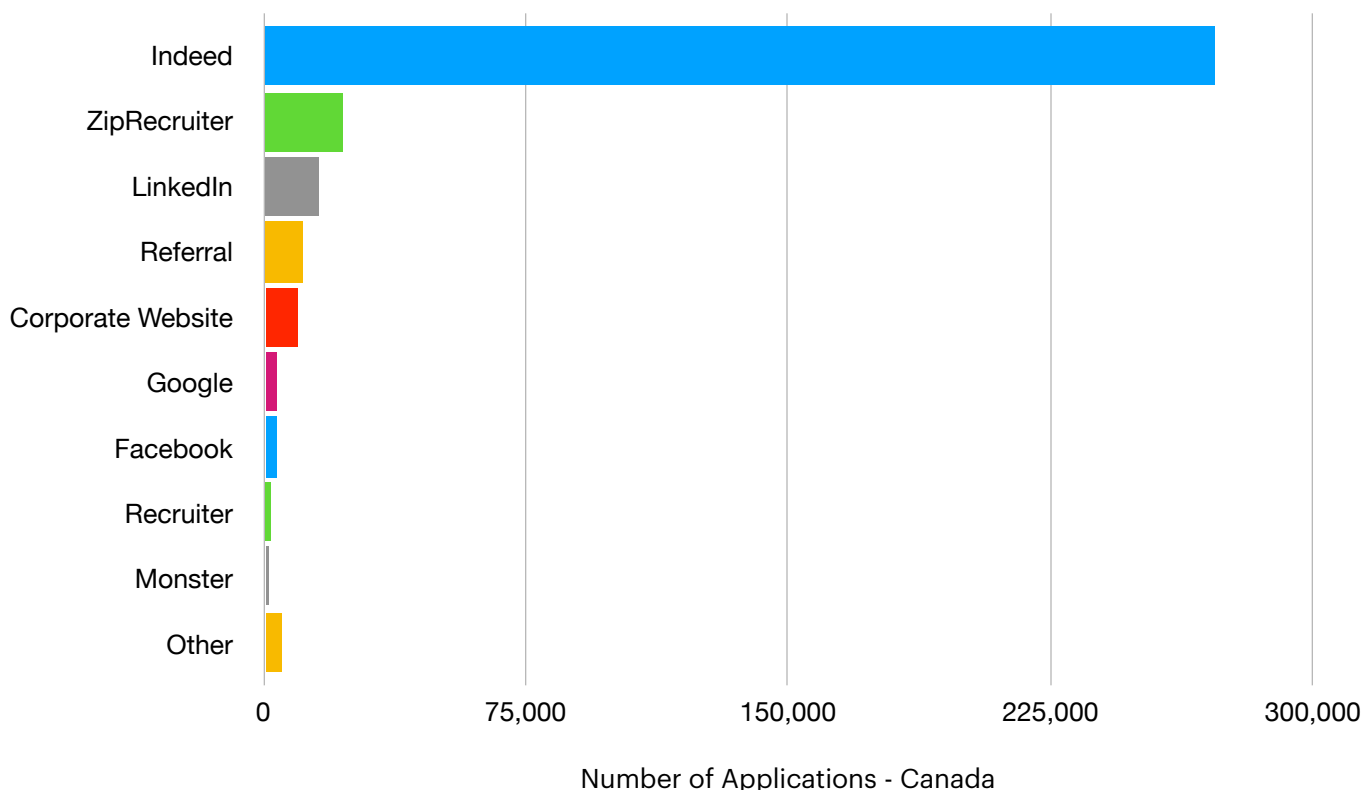
# INTRODUCTION

TalentNest, a division of Self Management Group, has been carrying out yearly research since 2017 to investigate the sources of job applications, evaluations, interviews, and hiring numbers. The 2022 report analyzed application data from clients in Canada and the United States, aiming to classify job applications by their source and evaluate the efficacy of each in terms of producing interviews and, ultimately, successful hires.

## CANADA

**Canada Top 10 Sources**

Source	Applicants	Reviewed	%	Interviewed	%	Assessment	%	Hired	%
<b>Indeed</b>	272,181	217,171	79.8	22,571	8.3	59,583	21.9	2,085	0.8
<b>ZipRecruiter</b>	22,661	16,571	73.1	1,221	5.4	3,310	14.6	99	0.4
<b>LinkedIn</b>	16,237	12,830	79.0	1,018	6.3	1,564	9.6	139	0.9
<b>Referral</b>	11,144	10,248	92.0	1,848	16.6	5,974	53.6	600	5.4
<b>Corporate Website</b>	9,979	9,065	90.8	730	7.3	4,967	49.8	146	1.5
<b>Google</b>	3,736	3,058	81.9	297	7.9	1,385	37.1	67	1.8
<b>Facebook</b>	3,403	2,720	79.9	175	5.1	1,321	38.8	28	0.8
<b>Recruiter</b>	1,950	1,738	89.1	887	45.5	963	49.4	217	11.1
<b>Monster</b>	1,101	808	73.4	47	4.3	122	11.1	4	0.4
<b>Other</b>	5,307	3,921	73.9	475	9.0	1,875	35.3	145	2.7



## ANALYSIS

Indeed is the most popular source for job applications, generating the highest number of applicants (272,181), reviewed applications (217,171), interviewed (22,571) and hired candidates (2,085).

Referral, Corporate Website, and Recruiter sources have the highest hiring rates at 5.4%, 1.5%, and 11.1%, respectively. This suggests that these sources may produce higher quality candidates, even though they generate fewer applicants compared to Indeed.

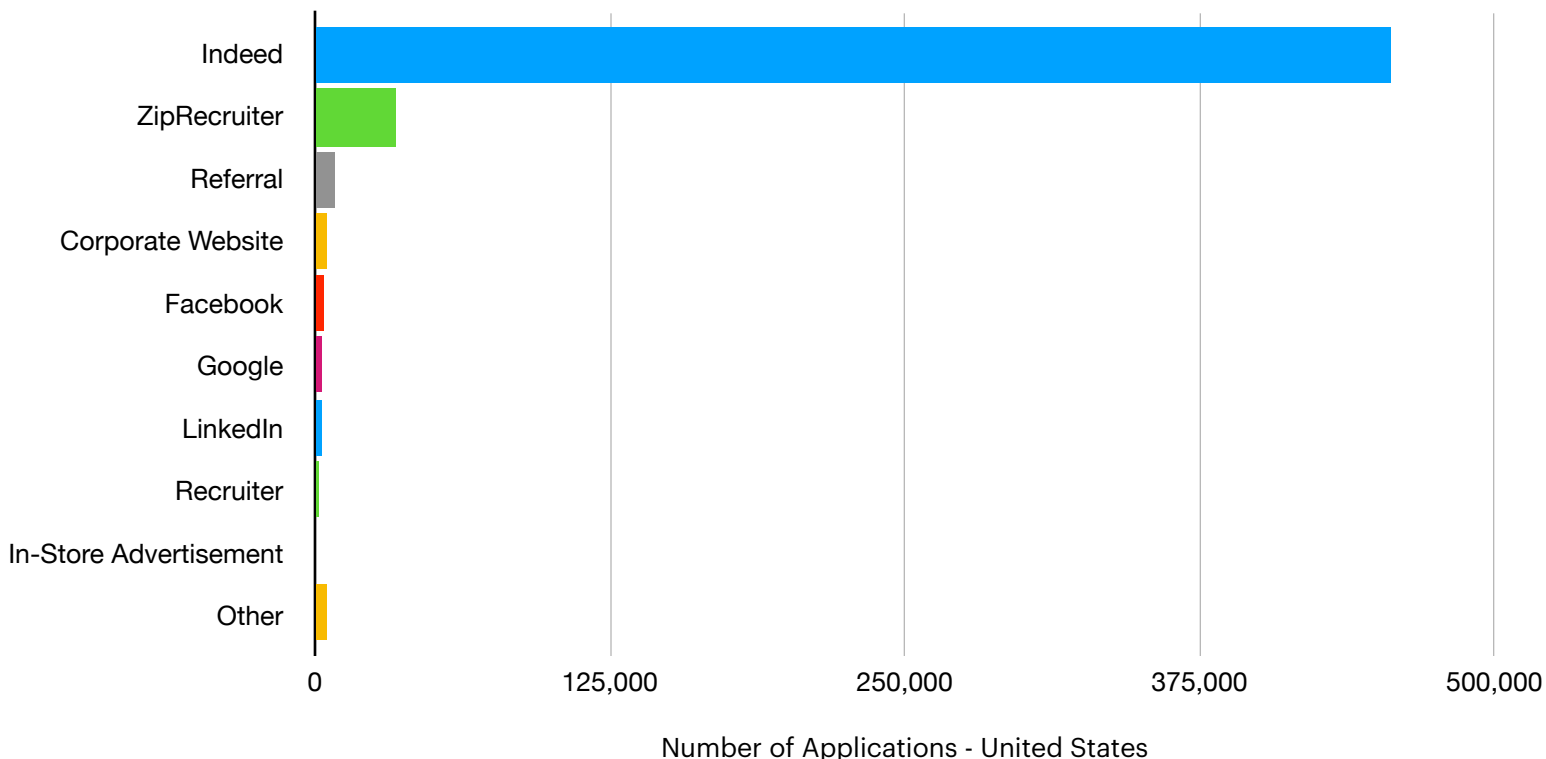
The Recruiter source has the highest percentage of interviews at 45.5% and assessments at 49.4%, indicating a strong efficiency in identifying suitable candidates for interviews and evaluations.



# UNITED STATES

### United States Top 10 Sources

Source	Applicants	Reviewed	%	Interviewed	%	Assessment	%	Hired	%
<b>Indeed</b>	456,515	224,517	49.2	42,193	9.2	71,415	15.6	2,137	0.5
<b>ZipRecruiter</b>	34,800	20,163	57.9	2,834	8.1	6,518	18.7	143	0.4
<b>Referral</b>	8,902	6,444	72.4	2,731	30.7	4,967	55.8	1,227	13.8
<b>Corporate Website</b>	5,393	3,246	60.2	749	13.9	3,309	61.4	175	3.2
<b>Facebook</b>	4,043	3,127	77.3	345	8.5	770	19.0	58	1.4
<b>Google</b>	3,208	2,128	66.3	636	19.8	1,530	47.7	118	3.7
<b>LinkedIn</b>	3,075	2,014	65.5	475	15.4	997	32.4	38	1.2
<b>Recruiter</b>	1,515	1,456	96.1	584	38.5	665	43.9	326	21.5
<b>In-Store Advertisement</b>	488	177	36.3	41	8.4	360	73.8	12	2.5
<b>Other</b>	5,349	3,366	62.9	1,057	19.8	2,846	53.2	439	8.2





## ANALYSIS

Indeed remains the most popular source for job applications, yielding the highest number of applicants (456,515), reviewed applications (224,517), interviewed (42,193) and hires (2,137).

The Referral source demonstrates exceptional performance with a high hiring rate of 13.8%, as well as notable interview (30.7%) and assessment (55.8%) rates. This suggests that referrals lead to higher quality candidates compared to other sources.

Recruiter sources are highly efficient, boasting the highest interview (38.5%) as well as a remarkable hiring rate of 21.5%. This indicates that recruiters are adept at identifying suitable candidates for interviews and hires.

Corporate Website sources have moderately high hiring rates of 3.2%. In-Store Advertisement has a low number of applicants and reviewed applications but boasts a high assessment rate of 73.8% and a moderate hiring rate of 2.5%. This suggests that this method may be more targeted and efficient for certain types of jobs.

Indeed attracts the most applicants and hires, but referral and recruiter sources deliver better efficiency and candidate quality.