

Workforce Report

icims[®] Insights

DECEMBER 2024

2024's top insights unwrapped

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Award-winning
data program





iCIMS Insights December snapshot

Our year-end report is data's answer to everyone's favorite annual music roundup. Instead of songs, we've got stats.

Want to know what day of the year candidates submitted the most applications? How about the day of the week that was most popular for companies to open jobs? And speaking of jobs, which ones were the most — and least — popular with job seekers in 2024?

As always, we look at the latest employer and candidate activity from our hiring platform, which includes both the US and EMEA regions this month.



Our analysis of iCIMS data captures the insights that employers need to understand an ever-changing labor market and make better decisions for their businesses.

—Rhea Moss, Global Head of Workforce & Customer Insights, iCIMS

Top findings this month:



Hires in the US dropped 20% between October and November and were 8% below November 2023.



Application volume in EMEA is ending the year strong, clocking in last month 36% above November 2023.



Summertime sadness? The busiest day for applications coming through the iCIMS platform was July 30.

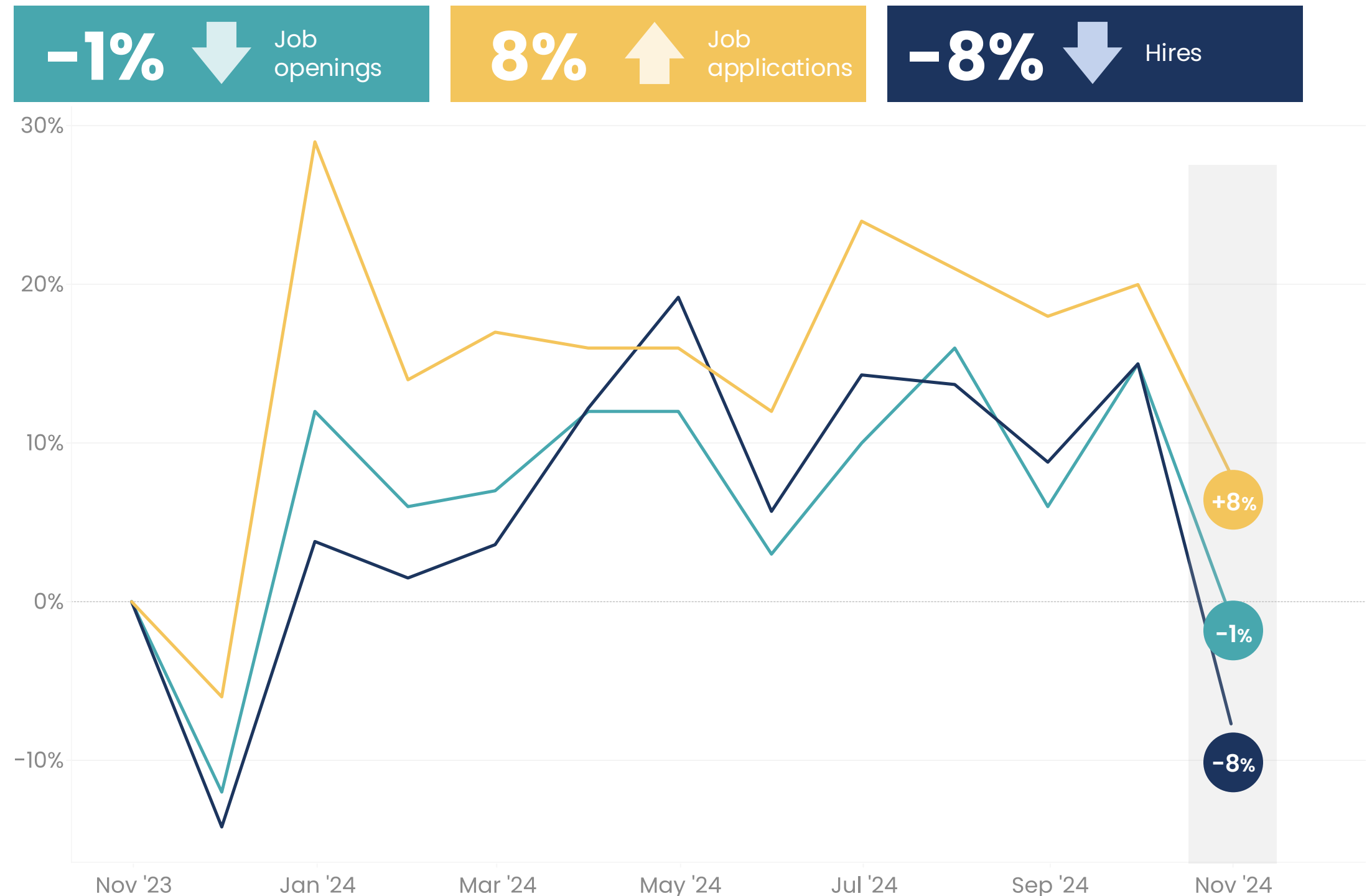


Employers lean into The Great Pause as hires drop 20% in one month

iCIMS Insights quick take:

- Activity across all three iCIMS platform indicators decreased in November. While this reflects a typical seasonal slowdown, the 20% drop in hires in just one month seemed a little *extra*.
- Employers' continued hesitation to commit to hires and/or layoffs over the last few months has been called "The Great Pause" by media. iCIMS job openings in November dropped 14% month over month and, according to the Bureau of Labor Statistics' (BLS), total layoffs and discharges in October changed little.
- Quits did tick up in October for the first time in 17 months, the BLS reported. And unemployment rose last month from 4.1% to 4.2%. While November's applications dropped 10% from October, they're still up 8% from November 2023 as more candidates compete for fewer jobs.

Since Nov. 2023



Platform indicators
Job openings, applications and hires
November 2023–November 2024

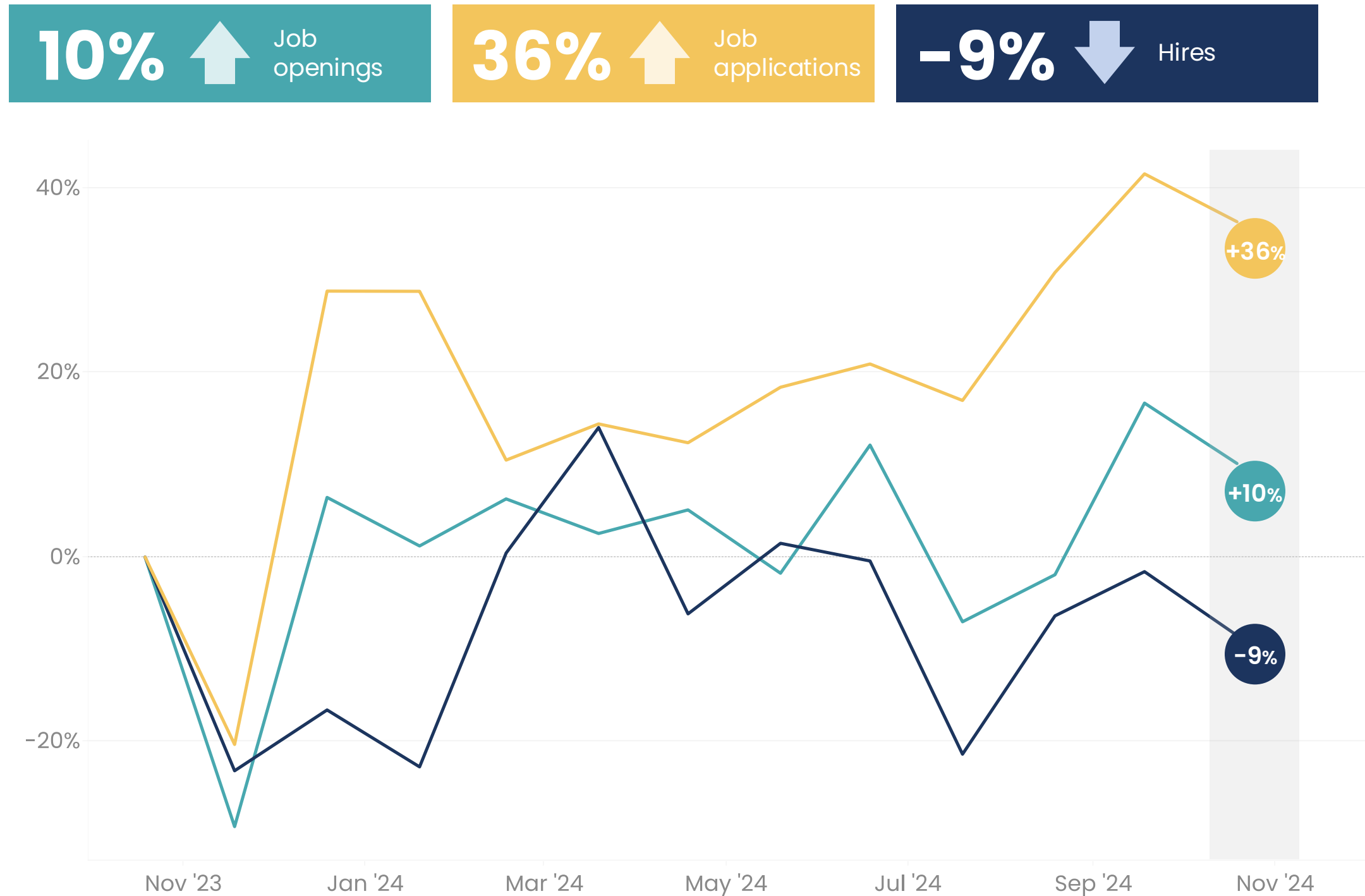


Applications coming in hot to end 2024 in the EMEA region

icims Insights quick take:

- Activity across all three platform indicators for the EMEA market dipped in November, reflecting the same end-of-year patterns we saw in the US market.
- Despite an 8% dip in activity from the previous month, November's application volume was hot-to-go, up 36% year on year.
- With relatively low unemployment and tight labor markets in both the EU and UK, could this influx of applications be an early holiday gift? Or does it just give recruiters more resumes to sift through to find the best candidates like a big lump of coal?

Since Nov. 2023



EMEA platform indicators

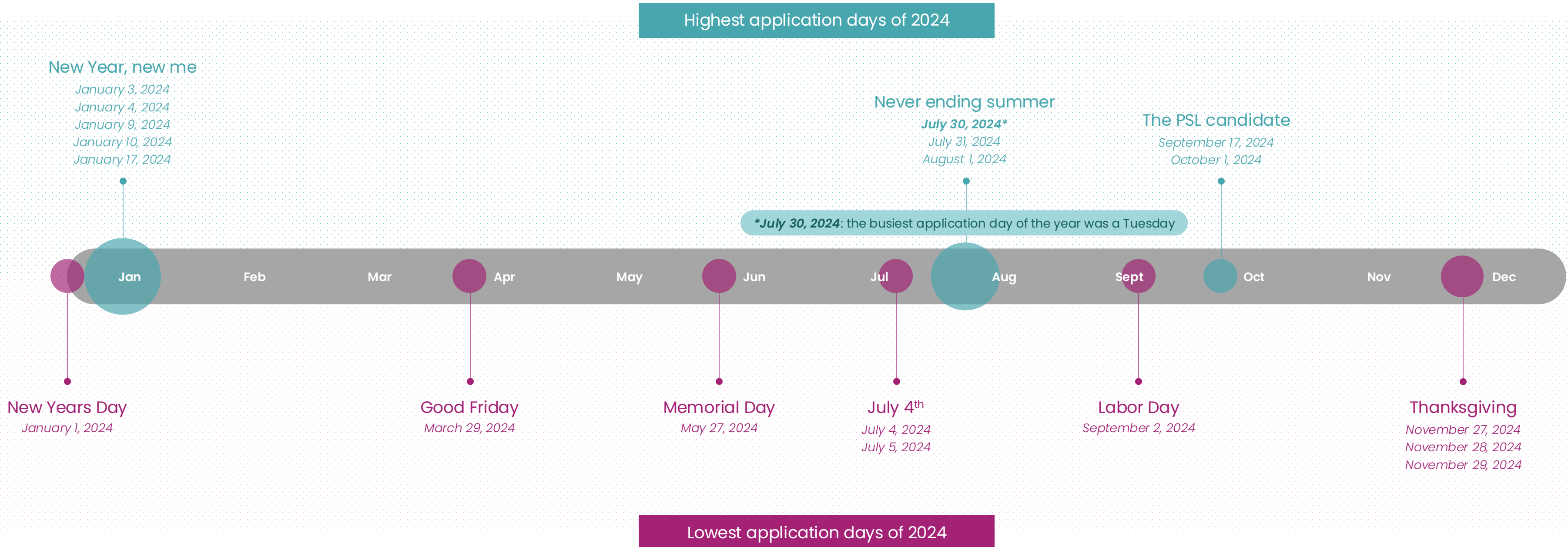
Job openings, applications and hires
November 2023–November 2024

2024's Top Insights Unwrapped

**A look back at the year's top workforce
trends and data**

Summertime sadness?

Top 3 days to apply for a job fall smack in the middle of summer.

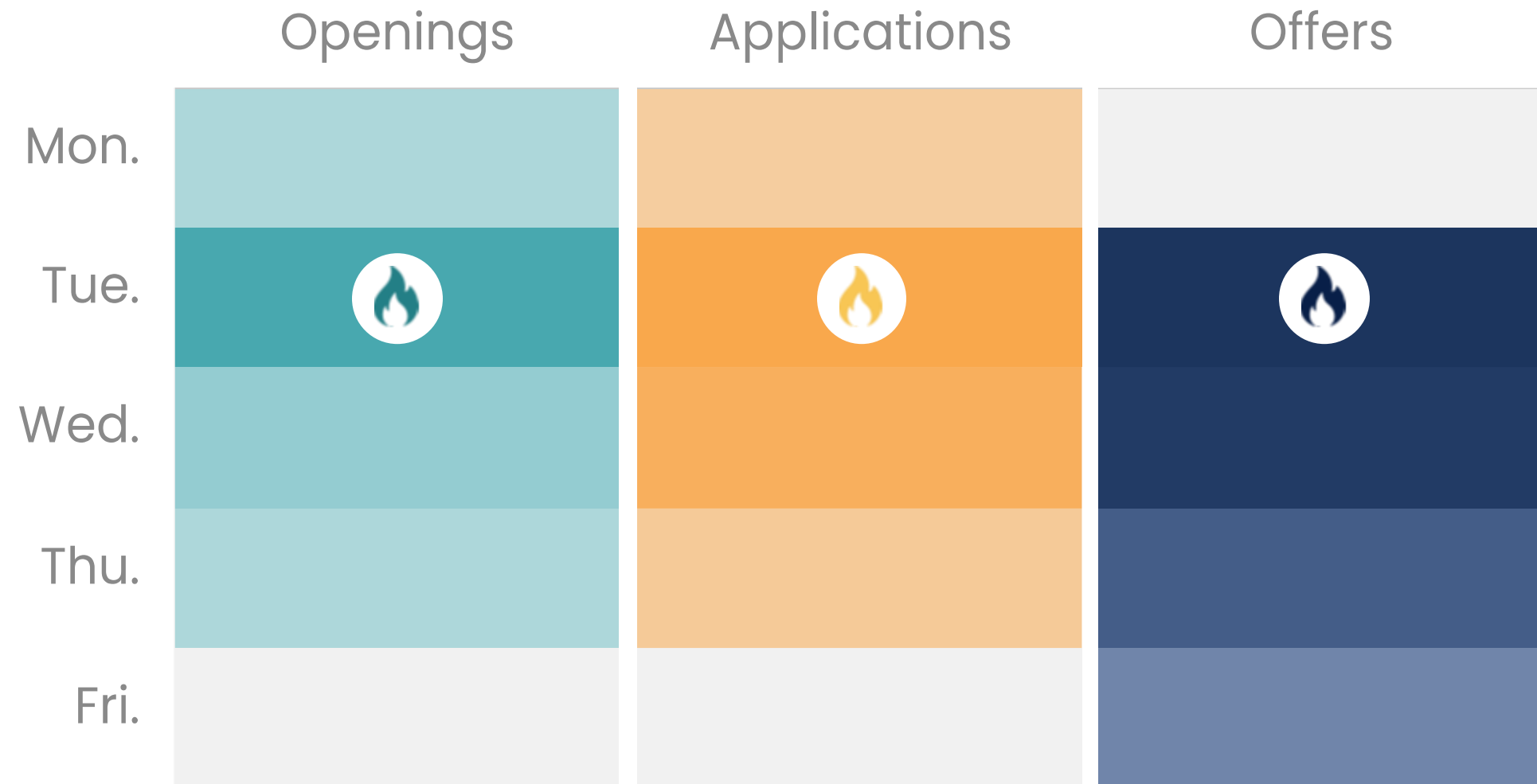




Tuesday's not just date night at your local cineplex — it's also a good day to get a job

iCIMS Insights quick take:

- According to the internet, Tuesday is the best day to book a flight, go out to eat and get a two-for-one deal on a movie ticket. But as per iCIMS data, it's also the most popular day of the week for job seekers to submit applications and employers to open jobs and make offers.
- Most activity at both ends of the hiring spectrum was concentrated during the middle of the week. And while a sprinkling of openings and applications came through the platform at the start of the week, hopeful candidates should not be sitting by their phones on Mondays waiting for that job offer.



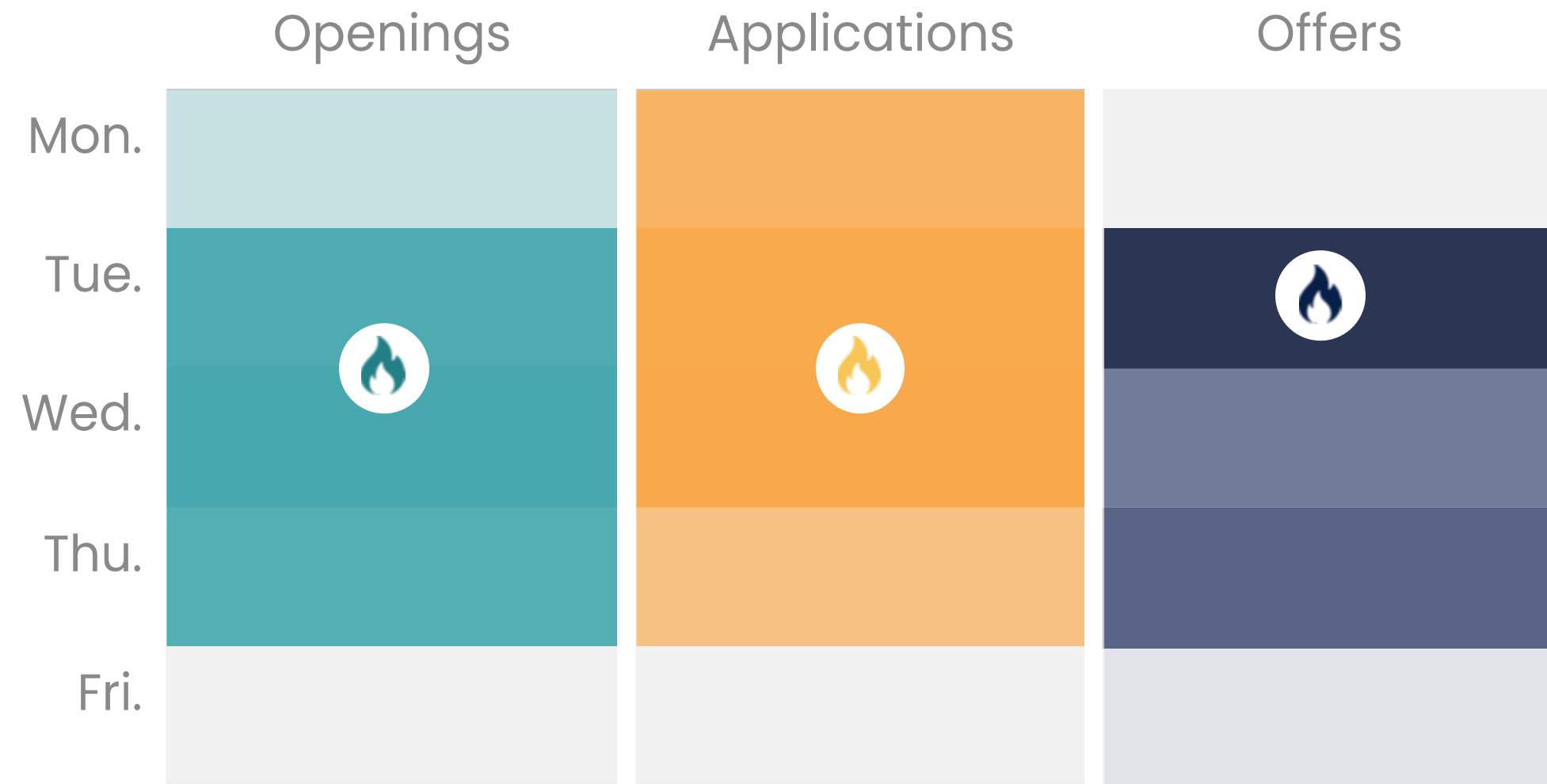
Total platform activity by weekday
2024



It's official in Europe: Monday is the worst (day to get a job offer)

icims Insights quick take:

- Candidates and employers across Europe might speak different languages but it seems human behavior is consistent. According to iCIMS data, employers in those countries eschew making job offers at the start of the work week.
- The bulk of both candidate and employer activity takes place midweek, with Tuesdays and Wednesdays the most popular days to both look for a job and open and fill a role.



Europe total platform activity by weekday
2024



Healthcare roles rank low on job seekers' end of year most-wanted lists

iCIMS Insights quick take:

- As the year closes out, what are some of the hottest jobs? Looking at Applicants per Opening (APO) for Q4, they were not in healthcare. In fact, those jobs — which range from pharmacists and nurse practitioners to orderlies and nursing assistants — had the lowest APOs of the quarter and were well under overall APO of 31.
- Also low on the hot jobs list was community and social service occupations, which include high-stress roles like social workers and rehab counselors. Gen Z applications have dropped in traditionally high-stress jobs like healthcare and finance, signaling a generational shift in workplace priorities.
- Blue collar careers are experiencing a resurgence as workers increasingly seek stability after a tumultuous year. APO for transportation and material moving jobs — which encompasses industries like shipping, driving and trucking — was 37 in Q4.

Hot jobs

Top jobs based on applicants per opening

Job Category	APO
Computer & mathematical occupations	62
Business & financial operations occupations	55
Transportation & material moving occupations	37

Not-so-hot jobs

Least popular jobs based on applicants per opening

Job Category	APO
Community and social service occupations	23
Healthcare support occupations	21
Healthcare practitioners & technical occupations	13

Overall APO

31

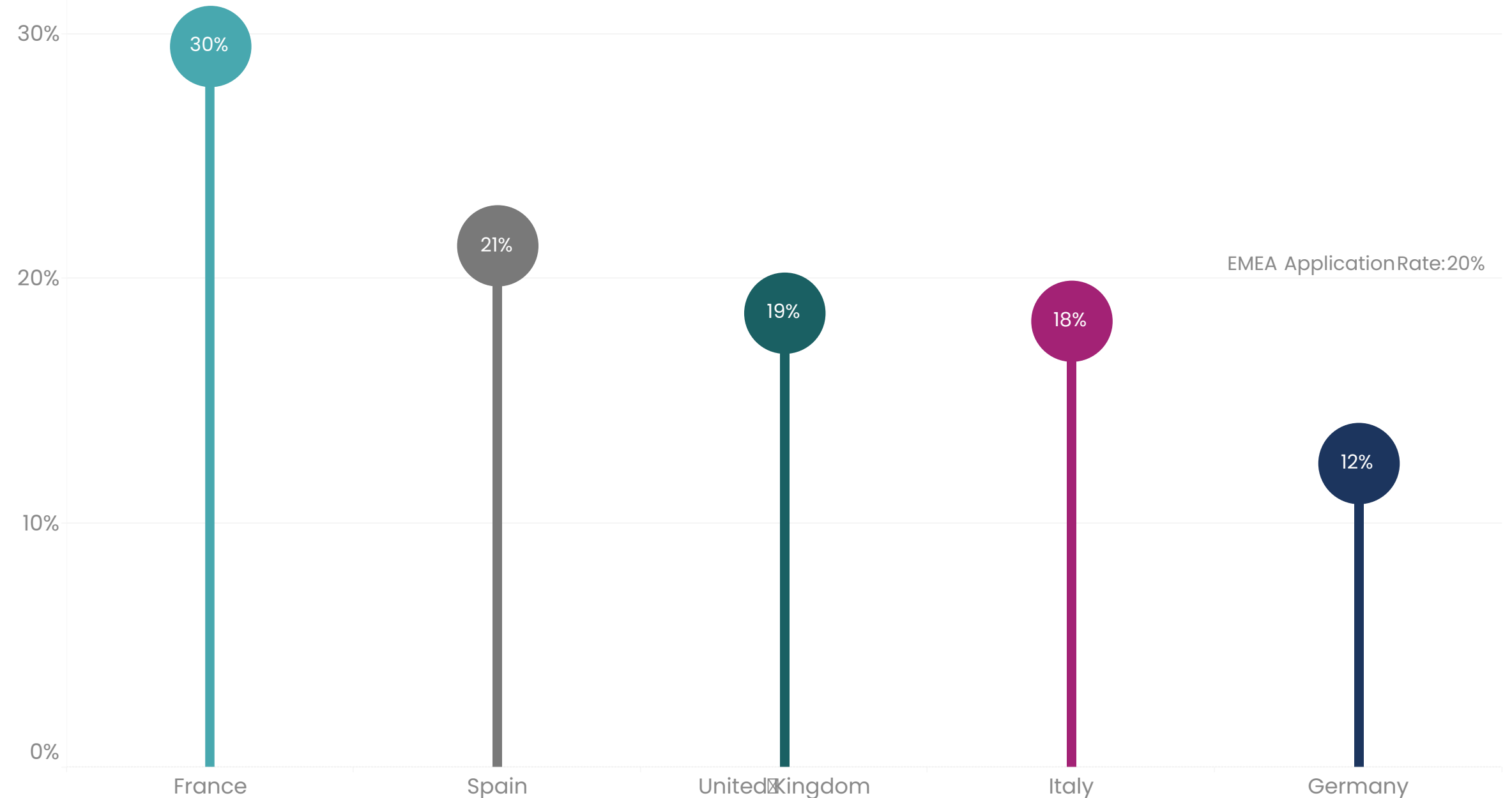
Applicants per opening is a ratio that tells how many candidates apply for one opening, and is used to quantify the supply of labor relative to demand.



Applicants in France are more likely to apply on your career site than their European neighbors

iCIMS Insights quick take:

- Application rate, which measures how often browsing sessions on career sites convert into applications, is revealing where candidates are most engaged across some European countries.
- French job seekers are 2.5 times more likely to apply than counterparts in Germany. French and Spanish visitors to career sites convert at a higher rate than the EMEA average of 20%.
- Talent acquisition teams need to know which market(s) they are targeting, tailor their strategies accordingly and understand that "success" may mean different things across various locales.



EMEA application rate
November 2024

2024 Best of iCIMS Insights

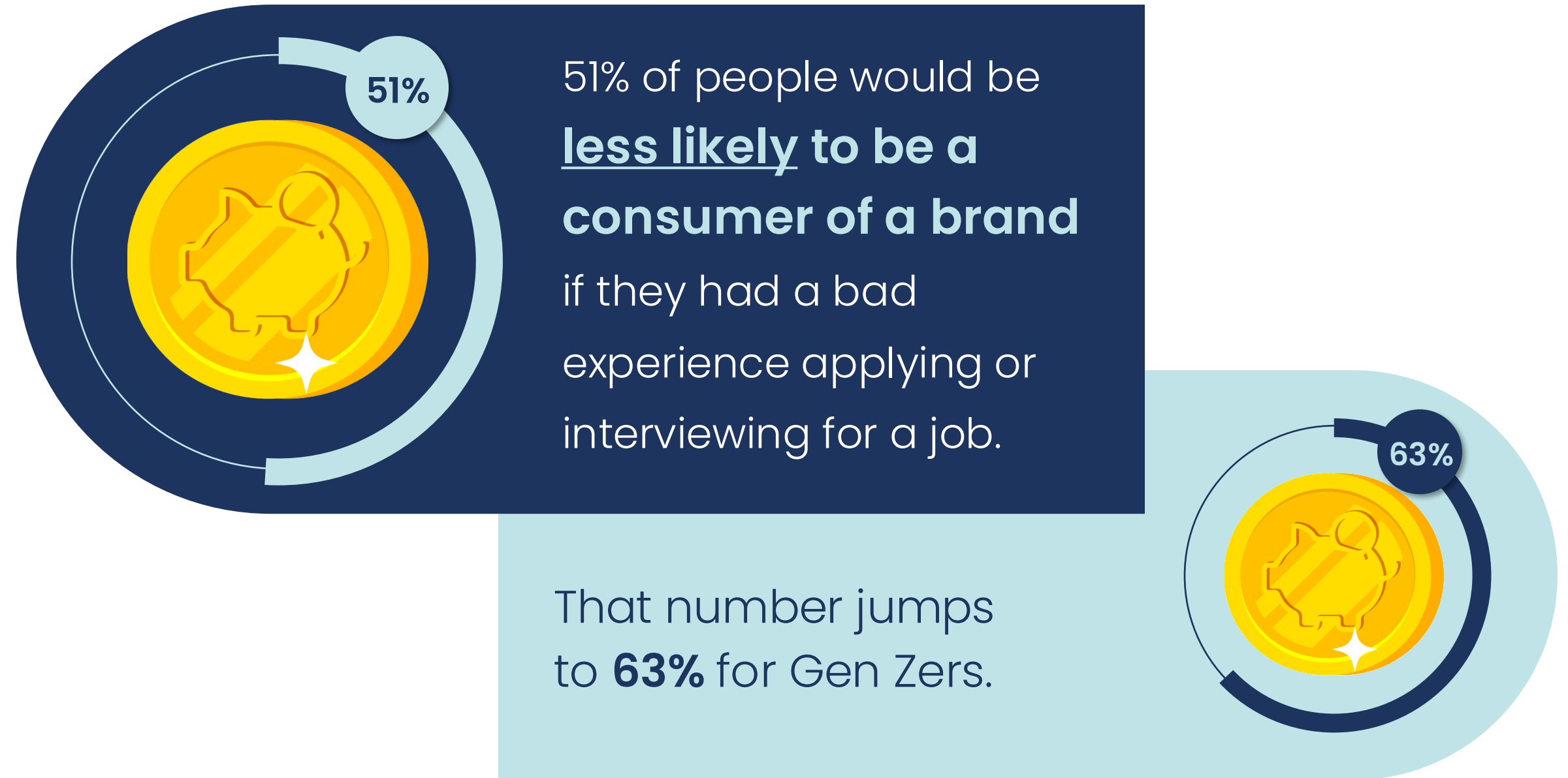
**Top findings and greatest hits from our
2024 research**



A bad candidate experience can affect your company's bottom line

icims Insights quick take:

- With candidate expectations higher than ever, recruiting teams can no longer function as just relationship managers – they need to be experience builders.
- As consumer culture continues to influence the talent market, not only can a poor experience make you lose out on top talent, but it can also impact your bottom line.
- More than half of people (51%) are less likely to be a consumer of a brand following a negative job application or interview experience. And for Gen Zers, that number is even higher at 63%.



51% of people would be **less likely to be a consumer of a brand** if they had a bad experience applying or interviewing for a job.

That number jumps to **63%** for Gen Zers.

Source: [iCIMS 2024 Talent Experience Report](#)



Stability and growth are the top must-haves for new grads

iCIMS Insights quick take:

- The flashy benefits that may have wowed entry-level talent in the past are no longer dominating recent graduates' employer wish lists.
- Stability and opportunities for growth in their career are now the biggest drivers in application decisions for graduates.
- New grads be warned: Competition for entry-level roles has quickly heated up. Applicants per opening (APO) for those jobs grew 13% between May 2023 and May 2024.

Class of 2024's wish list

43%



would like a long-term career path with an employer that offers opportunity for them to grow with for many years in the future.

33%



said they see themselves staying and growing with an employer in the same role or department for at least a few years.

32%



would like to get a least a year of experience with an employer under their belt before exploring other opportunities

26%



said wouldn't care how long they stay with an employer and are okay with jumping around at the start of their career if better opportunities present themselves.

16%



would leave without another opportunity in place if a job did not meet their expectations.

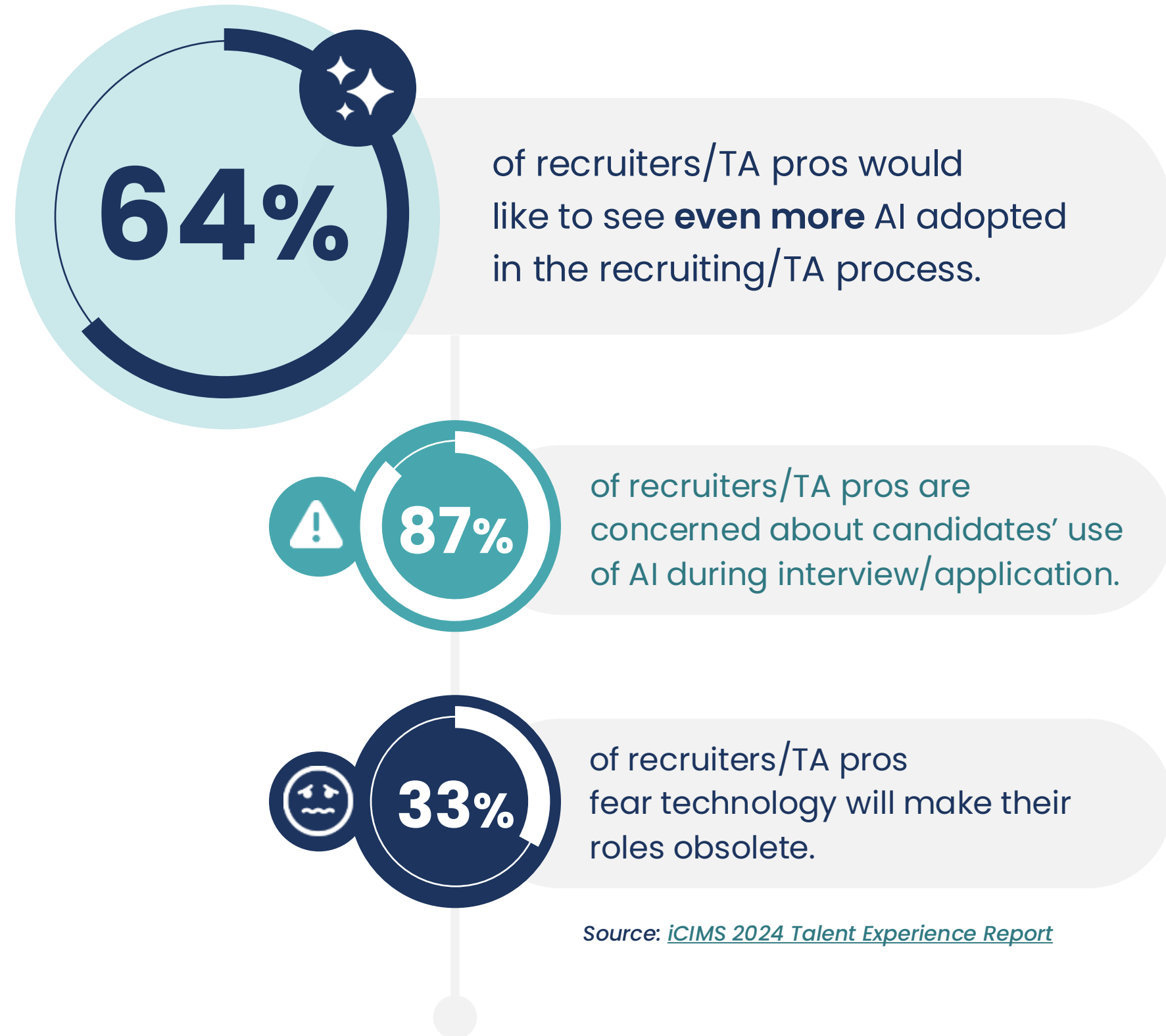
*Responses do not add up to 100 as respondents were asked to pick up to 2 options.



Recruiters struggle with the push and pull of AI in the workplace

icims Insights quick take:

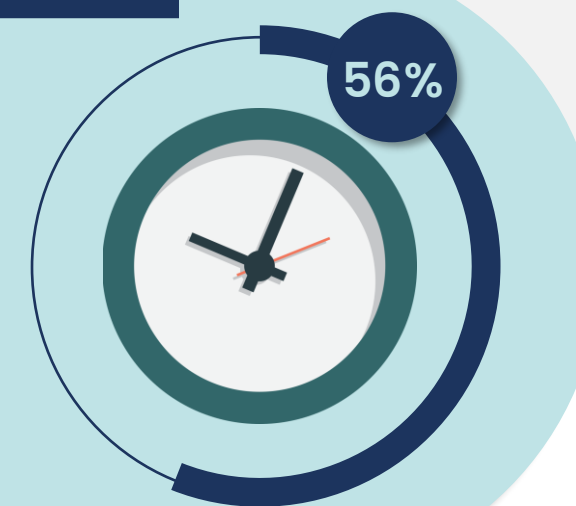
- The influx of artificial intelligence (AI) into the workplace creates a glass-half-full/glass-half-empty dynamic for recruiters.
- On the one hand, leveraging the right AI tools can create efficiencies that give recruiters back time to focus on strategic initiatives. [According to 500 TA pros](#), AI tools are saving them almost 2.5 hours a week on average and 64% would like even more AI in the TA process.
- On the other, for all the benefits AI can bring to recruiters in streamlining their work, it also brings worry. One-third (33%) of TA pros fear AI tech will replace them or make their role obsolete. And 87% of recruiters say its adoption by candidates, using AI in the application and interview process, has raised red flags.



The role of recruiter is morphing into a strategic talent advisor



56% of HR leaders **spend more time in their role on TA today** than they did two years ago.



Top 5 challenges for US CHROs:

1. Changes in compliance and regulatory laws
2. Lack of/reduced budgets
3. Hiring swings and fluctuations
4. Integrating AI
5. Lack of qualified talent



European TA pros want more AI in the recruiting process

iCIMS Insights quick take:

- European HR leaders are eager to adopt AI technology, according to our 2024 CHRO Reports. Sixty-nine percent of CHROs in the UK are planning to implement it in their recruiting.
- Integrating AI in TA/HR processes is one of the top business concerns that keeps European leaders awake at night, for [28% of French CHROs](#) and [21% in the UK](#).
- On the flip side, 79% of recent UK grads and 85% of French grads have considered using AI to aid the job application and interview process, according to our [UK Class of 2024 Report](#) and [French Class of 2024 Report](#).

Top insights from European research

72%



of TA pros would like to see more AI in the recruiting process.

57%



of French HR Directors and 70% of their British counterparts plan to use this technology for recruitment and integrate AI into their processes.

40%



of students chose flexibility and the ability to work in a hybrid mode as their top priorities when looking for a job in the UK or France.

83%



of recent graduates are concerned about their job prospects after completing their studies in France and the UK.

48%



of HR Directors in France say they include a salary range in job descriptions, compared to just 29% in the UK.



Want more
great
insights?

icims 2024 Talent Experience Report

Explore what candidates want right now and how talent acquisition pros are delivering those experiences in our second annual [Talent Experience Report](#).

icims 2024 CHRO Report

CHROs and chief people officers share insight into what's top of mind in the year ahead in [icims 2024 CHRO Report](#).
Unsurprisingly, HR leaders are juggling many challenges and priorities in an uncertain hiring climate.

Complete guide to using AI in recruiting

AI has the potential to revolutionize hiring, but getting started can feel overwhelming. Based on our history of using AI across our hiring platform, we've developed [4 steps](#) to help you evaluate and implement AI in your recruiting process.



About iCIMS

iCIMS is a leading provider of talent acquisition technology that enables organizations everywhere to build winning workforces.

Visit www.icims.com to learn more.

Workforce data is vital to driving business forward.

iCIMS Insights provides data that is:

- Current
- Cross-industry
- Dual-focused on employer and job seeker intentions and activity

Data derived from:



3+ million global platform users



200+ million applications in 2023



570+ million candidate profiles



5.5+ million hires in 2023