



2021 RECRUITING METRICS

Fitness Industry

Hiring Benchmark Metrics Defined



Views Per Job

How many views a job posting gets

Applicants Per Job

The number of applicants received divided by the number of jobs posted

Applicants Per Hire

How many applicants were received to make one hire

Average Days to Contact

The number of days it took to contact an applicant, starting from the minute the applicant applied

Average Days to Contact Hire

The number of days it took to contact an applicant who became a hire

Average Days to Hire

The number of days it took to hire an applicant, starting from the minute the applicant applied

Conversion Rate Metrics Defined



View-to-Applicant Conversion Rate

How many views of a job posting turn into applications



Applicant-to-Interview Conversion Rate

How many applications turn into interview invitations



Interview-to-Hire Conversion Rate

How many interview invitations turn into hires

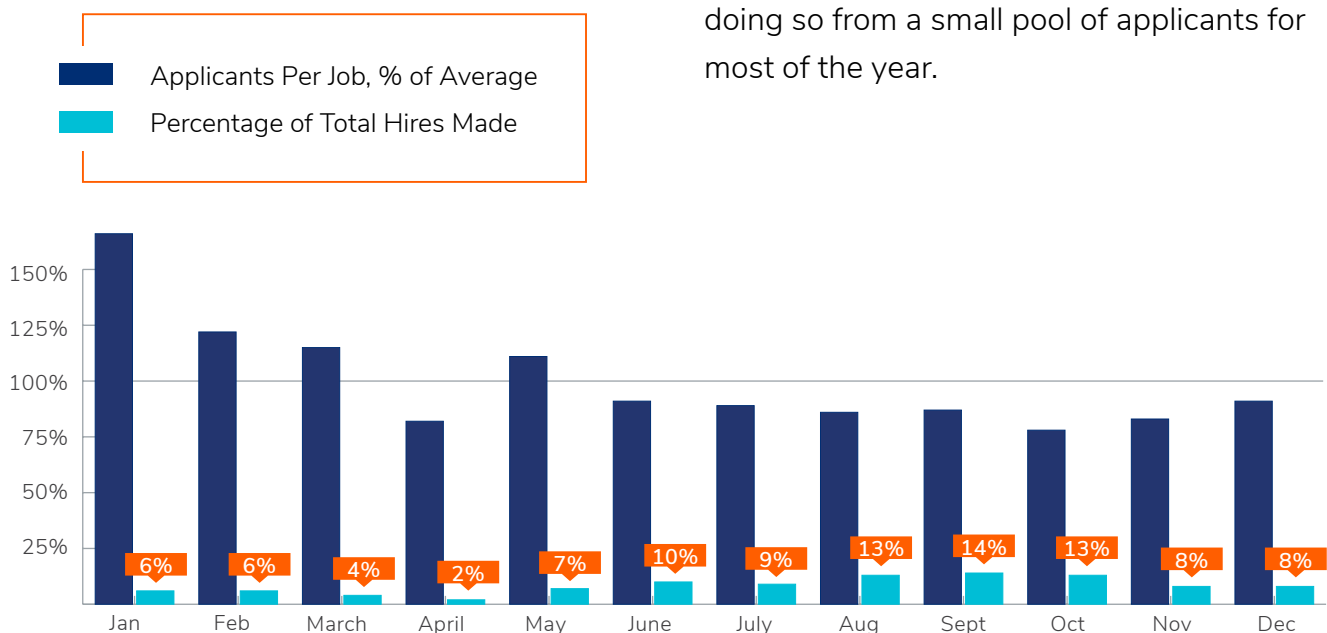
Fitness Industry

BENCHMARK DATA

- **Views Per Job:** 1331
- **Applicants Per Job:** 64
- **Applicants Per Hire:** 177
- **Average Days to Contact:** 13.74
- **Average Days to Contact Hire:** 9.16
- **Average Days to Hire:** 34.62

THE BEST TIME TO HIRE

One of the industries hardest hit by COVID-related health concerns, the fitness industry saw the vast majority of applicants in the pre-pandemic months of **January** and **February**. Except for a brief spike in new applicants in **June**, fitness businesses that were hiring in 2020 were doing so from a small pool of applicants for most of the year.






APPLICANT SOURCES

Company careers pages are responsible for a whopping 43% of hires despite only bringing in 12% of applicants. Compare that to job boards, which bring in 83% of applicants, but convert to hires at a much lower rate, resulting in 51% of hires overall – not much more than careers pages. This is typical of the fitness industry, which saw careers pages bring in a staggering [74% of hires in 2019](#).

SOURCE	JOB BOARDS	SPONSORED JOB ADS	CAREERS PAGE	CUSTOM LINK*	REFERRAL
% of Applicants	83%	4%	12%	<1%	<1%
% of Hires	51%	1%	43%	4%	1%
% of Applicants Hired	1%	<1%	7%	21%	14%

*Custom link: A source to which an employer manually shared a job posting (industry job board, local university, Craigslist, etc.)

KEY METRICS

<p>View-to-applicant conversion</p>  <p>Fitness Industry 5%</p> <p>Average Across All Industries 7%</p>	<p>Time to Contact</p>
<p>Applicant-to-interview conversion</p>  <p>Fitness Industry 9%</p> <p>Average Across All Industries 15%</p>	<p>13.74 days</p> <p>Fitness Industry</p>
<p>Interview-to-hire conversion</p>  <p>Fitness Industry 7%</p> <p>Average Across All Industries 9%</p>	<p>7.93 days</p> <p>Average Across All Industries</p>

KEY TAKEAWAYS

- ➔ Because the industry is trending below average in all key metrics, it will become important for fitness companies to invest time into improving their hiring processes. With only 5% of job views resulting in applicants, it may be a good idea to start by **ensuring your [job postings](#) are high quality**. Optimize postings with accurate job titles and keywords that resonate with job seekers in this industry.
- ➔ One explanation for the extraordinary careers page hire rate is that fitness is an industry with a huge overlap between customers and potential employees – the people who love coming to your gym are often the people who are best qualified and most interested in joining your team. **Focus your efforts on marketing your employment opportunities to your customers**. Investing in a [strong careers page](#) and making it visible and accessible to your customers is a great way to maximize this source. If it's hard for them to find your open positions, you might lose great potential candidates to a competitor.
- ➔ The fitness industry has the longest time-to-contact figure in our study. **Contact applicants sooner** so that you can [convert more of them into interviews](#) and have a larger talent pool to choose from the further you get down the hiring funnel.

Preparing for the Future

With COVID-19 vaccines being deployed at a rapid pace in early 2021, business leaders remain optimistic that soon the world will begin to return to normal. While we transition back into a world with fewer health and safety restrictions, it remains uncertain when employment numbers will return to pre-COVID levels.

Still, there are steps businesses can take now to put themselves in a position to recruit top talent regardless of the state of the job market.

1. Build your employer brand.

The data shows that company careers pages are a hugely successful source of hires but an untapped source of applicants overall, with no industry reporting more than 12% and some reporting as low as 3%. Invest in creating an engaging and attractive [careers page](#) that showcases employee testimonials, your company culture, and your core values.

2. Create a job marketing strategy that doesn't rely on job boards.

Compile a list of custom sources like industry specific job boards, community message boards, local university job boards, and more. Compile another list of employees, friends, and colleagues in your personal network to whom you can reach out for referrals. Our data shows these sources produce the highest percentages of hires and yet the lowest percentages of applicants. Plan on targeting these sources before your next round of hiring. Hiring software like CareerPlug makes this process easier by allowing you to [post your jobs to multiple sources](#) and track which sources produce your best candidates.

3. Optimize your job postings sooner rather than later.

Ask yourself, "Would I want to apply for this job?" Research which job titles resonate best with job seekers in your industry. Remember: the best candidates will always have the freedom to be picky about where they choose to work. Make every [job description a high-quality one](#) so that when your ideal candidate reads it, they'll be compelled to apply to your business and not your competitors'.



ABOUT CAREERPLUG

CareerPlug is a software company on a mission to solve the #1 challenge of running a business: attracting and hiring the right people. More than 12,000 clients love working with us because we give them a proven playbook to make the right hires. And you don't need to be an HR pro to succeed, since our software is easy enough for anyone to use. We're so committed to Making Hiring Easier that we require every one of our employees to become a certified Hiring Expert so that they can contribute to our mission.

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