

APPLICANT RATIO

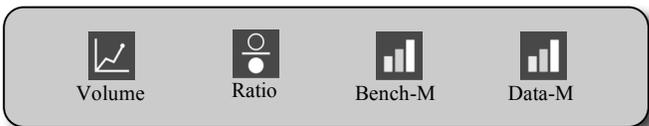
Application	This measure is widely applicable across many organizations that wish to track the applicant screening resources required from a job applicant pool.
Description	Average number of applicants for each internal and external hire.
Formula	$\text{Applicants} / \text{Offers.Accepted}$

Interpretation Applicant Ratio compares the total number of applicants to the total number of hires. The primary version of this measure considers both internal and external applicants. This measure is one in a series that provides an indication of the proportion of candidates admitted through various gates in the recruiting process.

The first candidate phase of the recruiting cycle is application for a job requisition. The number of job applicants for each position drives the resource level required for screening processes. An increasing Applicant Ratio indicates that on average there are more résumés to consider for each job opening.

Advances in online job application technologies generally have led to an exponential rise in applications for every job advertised within an organization Web site, organization bulletin board, or job networking site. At the same time, screening and résumé bank technologies have advanced, though not always to the degree needed by organizations, to help screen these vast applicant pools. To evaluate Applicant Ratio results, an organization must first understand the methods used for job applications, the technologies used for screening, and the sophistication and effectiveness of those tools.

Data Sourcing Organizations typically source data related to applicants, interviews, and offers from a recruiting system or a recruiting table within an HRIS. The denominator of this measure can be substituted with hires from a job table. However, offers accepted data from recruiting tables provides a more accurate match to the numerator. Increasingly, applicant data becomes more complex due to résumé bank technologies, as résumés can be submitted once into a bank and then screened any number of times into the future for open requisitions. Organizations facing this issue must decide how to identify distinct applicants to make this measure the most appropriate indication of application volume.



Considerations

Analysis	Limitations
<p>This measure is useful when analyzed by organizational unit, geography, job function, employment level, or job family to assess the labor demand for various jobs. Additionally, to monitor the personal characteristics of incoming hires and applicants, organizations may analyze Applicant Ratio by dimensions such as gender, age, ethnic background, and education level. This measure may also be analyzed by recruitment method to assess applicant volume from the organization Web site, agencies, newspaper advertisements, and other sources.</p>	<p>This measure does not provide any indication of the quality of applicants in the candidate pool or their appropriateness for the jobs for which they apply. It does not, without further analysis, indicate from which sources applications were derived. It does not indicate the application volume relative to the recruiting function’s capacity for processing and screening those applications. Lastly, it does not indicate the cost of the screening process to recruiters and other staff.</p>

Targets Targets for Applicant Ratio are based on the type and extent of advertising used for open positions, the degree to which some positions may only be advertised internally, and the technologies available to screen pools of applicants effectively. As these characteristics vary widely across organizations, benchmark data is not typically useful for setting relative targets.

Variations
<ul style="list-style-type: none"> • Applicant Ratio—Agency • Applicant Ratio—Exempt • Applicant Ratio—External • Applicant Ratio—Female • Applicant Ratio—Internal • Applicant Ratio—Internet • Applicant Ratio—Managers • Applicant Ratio—Minority • Applicant Ratio—Newspaper • Applicant Ratio—Non-Exempt • Applicant Ratio—Referral • Applicant Ratio—University

Related Measures
<ul style="list-style-type: none"> • Applicant Interview Rate • Average Interviews per Hire • Average Time to Fill • External Hire Rate • Interviewee Ratio • New Hire Satisfaction with Recruiting • Offer Acceptance Rate • On-Time Talent Delivery Factor • Recruitment Cost per Hire • Recruitment Expense Breakdown • Referral Rate