



RocketReach

Job Change Index

2022 Q3

About RocketReach

RocketReach is the easiest and most accurate email finder for sales and recruiting prospects in the world. Over 5 million users trust RocketReach every day. RocketReach is by and far the industry standard, trusted by sales professionals and recruiters worldwide. With features like the RocketReach Chrome Extension, Advanced Search & Bulk Lookup, RocketReach makes finding the contact information you need quick and easy!



We have an unfair advantage in hiring...

The current job market is at high velocity.

- **21% of Americans** have switched companies in the last 12 months
- Of those, **40% are already looking** for new jobs.¹



RocketReach is no different than everyone else, we hire in an aggressive market for talent, and we have to find an edge in any way possible.

Every month, while updating contact info, employment history, and technographic data, our internal recruiting team identifies patterns in our data to source new candidates.

That is a huge, unfair advantage.

We can see how quickly people are changing jobs, where people have the shortest tenure, and companies losing employees--good signals of how recruiting can be more effective if targeted

appropriately. While the hiring market has been challenging, our small but mighty recruiting team of [Julia](#), [Jen](#), [Diya](#), and [Bencia](#) will have single-handedly 6x'd our team in 1.5 years from 15 to 100 people by the end of this year.

We want to start sharing our hiring advantage with everyone.

We care deeply about our data and how it can enable our users everyday. That is why we constantly analyze it, looking for patterns and behaviors that can be helpful to our 11 million customers. We see some amazing things.



About The RocketReach Job Change Index

Moving forward, we will publish the RocketReach Job Change Index quarterly, giving depth to the stats we regularly see in the news and social media around people switching roles and companies. Since COVID-19 started, everything has been about the Great Resignation and the Great Relocation. While those trends remain true this year, layoffs have also begun to change the hiring landscape.

Whatever the drivers, we hope that the data we can ascertain from RocketReach's database can start to help recruiters worldwide be more efficient and effective in hiring qualified candidates. While our quarterly report will focus on macro factors, we will also provide monthly and weekly data points surrounding the quarterly published index. An example of these datasets is in a [recent post](#) RocketReach's CEO, Scott Kim posted on LinkedIn about the average tenures of FAANG² vs. non-FAANG engineers and the states with the longest tenures for software engineers.

The goal of sharing this data is to help recruiters isolate their searches to candidates with a higher propensity to switch companies and longer tenures.

¹ <https://www.grantthornton.com/insights/work-place-evolution/state-of-work-in-america>

² Five most popular and best-performing American technology companies. These are: Meta (formerly known as Facebook); Amazon; Apple; Netflix; and Google

RocketReach Job Change Index: The Data

With the recent mass layoffs and hiring scramble the world is currently facing, we decided to focus the Q3 2022 Index report on the following two questions:

1. What role tenure or company tenure should recruiters start targeting candidates?

People often have repeated cadences in their roles and company tenures. They often switch roles every X number of years or change companies every Y number of years. X and Y are

sometimes unnervingly the same role after role, and company after company.

Based on data for the United States:

- Average role tenure since 2020 has reduced to **16.3 months**, a **13.3% decline**
- People hold **1.5 roles** on average at a company
- People spend **18.8 months** on average within a specific role overall
- People spend **28.2 months** on average at a company overall

2. What states have the highest and lowest company switching rates?

Knowing what states have the highest and lowest company switching rates is important because it helps you understand where you should focus your efforts.

High rates can mean many things, including more efficient recruiting, but also implicate the need for employee retention work within your company.

Based on data for the United States:

- The three states with the shortest employee tenures at a company are:
 1. Washington, D.C. (yes, we know this is not a state): **18.1 months**
 2. New York: **20.5 months**
 3. California: **23.4 months**
- The two states with the longest tenures at a company are:
 1. South Dakota: **34.2 months**
 2. Alaska: **34.2 months**
- While average tenure in role and tenure at a company vary by state, the number of positions per company is amazingly static. There's almost no variance by geography.

RocketReach Job Change Index: Outcomes & Implications

1. Companies are promoting their team members at a faster rate

We believe the largest potential driver here is employee retention. Companies have heard that career development is a critical part of employee satisfaction. Due to this, some companies have moved to a more frequent promotion cycle, with more levels and stages. **Define your career ladders with more levels. Create more frequent opportunities for promotion.**

2. Company tenure is an often ignored recruiting goal

People are switching companies after 1.5 roles within a company. When considering talent acquisition, rarely does anyone talk about how long that person will stay. Onboarding times

for employees are pretty static, but the length of company tenure is declining. Make sure you do the right things from a retention perspective to keep your team there longer, including **focusing your recruiting on employees with a propensity for longer tenures.**

3. Not surprisingly, recruiting out of high population density areas can decrease tenure

Washington D.C., New York, and California all have the shortest tenures. DC is impacted heavily by political cycles, so this might reflect that. These metro areas offer a mixed bag as a target for recruiting. These populations might have a higher propensity to switch companies, but these markets are also known as some of the most competitive. **Expand your search geographies, mainly focusing on areas with extended tenure profiles.**



HERE'S THE RAW DATA BY STATE:

| State | Months/Position | Position/Company | Months/Company | State | Months/Position | Position/Company | Months/Company |
|-------|-----------------|------------------|----------------|-------|-----------------|------------------|----------------|
| SD | 22.6 | 1.5 | 34.2 | VA | 18.8 | 1.5 | 27.9 |
| AK | 21.3 | 1.6 | 34.2 | ND | 21.3 | 1.5 | 32.5 |
| NM | 21.3 | 1.6 | 33.4 | VT | 18.3 | 1.6 | 28.5 |
| NH | 21.3 | 1.5 | 32.0 | AZ | 19.2 | 1.5 | 28 |
| WV | 21.3 | 1.6 | 33.6 | CT | 18.3 | 1.5 | 27.5 |
| DE | 21.3 | 1.5 | 31 | MN | 19.2 | 1.5 | 28.6 |
| MS | 20.3 | 1.5 | 30.6 | TN | 18.3 | 1.5 | 27 |
| NE | 21.3 | 1.5 | 31.7 | NJ | 18.3 | 1.5 | 26.7 |
| OK | 21.3 | 1.5 | 31.9 | WY | 18.2 | 1.6 | 28.8 |
| KS | 21.1 | 1.5 | 31.5 | PA | 18.2 | 1.5 | 27 |
| AL | 20.3 | 1.5 | 30 | NC | 18.3 | 1.5 | 27.1 |
| ME | 19.3 | 1.5 | 29.1 | MT | 17.8 | 1.5 | 26.7 |
| ID | 19.8 | 1.5 | 29.6 | TX | 18.3 | 1.5 | 26.6 |
| LA | 19.3 | 1.5 | 29 | RI | 17.3 | 1.5 | 25.6 |
| WI | 20.2 | 1.5 | 30.1 | OR | 18.2 | 1.5 | 27.5 |
| AR | 20.3 | 1.6 | 31.7 | GA | 18.2 | 1.5 | 26.6 |
| SC | 19.3 | 1.5 | 28.5 | MD | 17.3 | 1.5 | 25.3 |
| KY | 19.3 | 1.5 | 28.5 | CO | 17.3 | 1.4 | 25.2 |
| MO | 19.3 | 1.5 | 28.5 | IL | 17 | 1.5 | 24.8 |
| NV | 19.3 | 1.5 | 28.2 | UT | 16.7 | 1.5 | 24.5 |
| IA | 19.3 | 1.5 | 29.1 | WA | 17.2 | 1.5 | 25.6 |
| FL | 19.3 | 1.5 | 28.1 | MA | 16.2 | 1.5 | 23.7 |
| OH | 19.3 | 1.5 | 28.5 | CA | 16.2 | 1.4 | 23.4 |
| HI | 18.3 | 1.6 | 28.6 | NY | 14.1 | 1.5 | 20.5 |
| IN | 19.3 | 1.5 | 28.3 | DC | 12.2 | 1.5 | 18.1 |
| MI | 19 | 1.5 | 28.4 | | | | |

Improving your recruitment efforts might seem daunting, but knowing where to look and collect the correct data is not as difficult as you might think. By taking time to understand data as outlined in this report and what it's telling you, you can work to create better strategies. And in the end, it will be well worth the effort.

This will be the first report of many, sharing our thoughts, data, and analysis with you to help you become more efficient, effective, and targeted in your roles. If there's anything you are looking for specifically, please let us know. If you are looking for some dimension of our data, odds are, other people are as well. Our goal is to provide guidance that's ultimately actionable for companies everywhere.



RocketReach

Job Change
Index

Contact Info

 +1 (833) 212-3828

 support@rocketreach.co

 Bellevue, WA