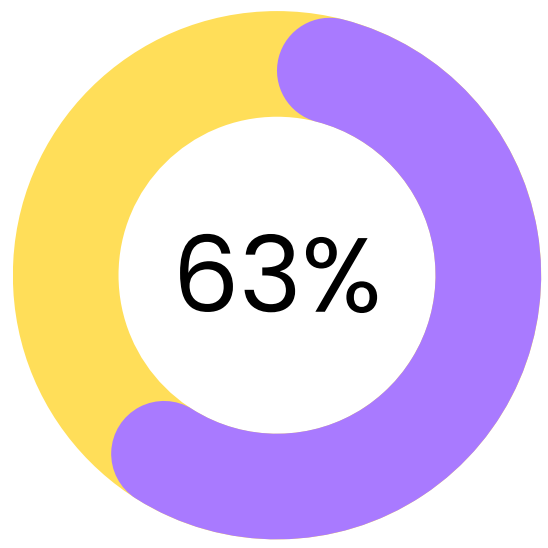




# EMPLOYEE REFERRAL STATISTICS YOU NEED TO KNOW FOR 2026

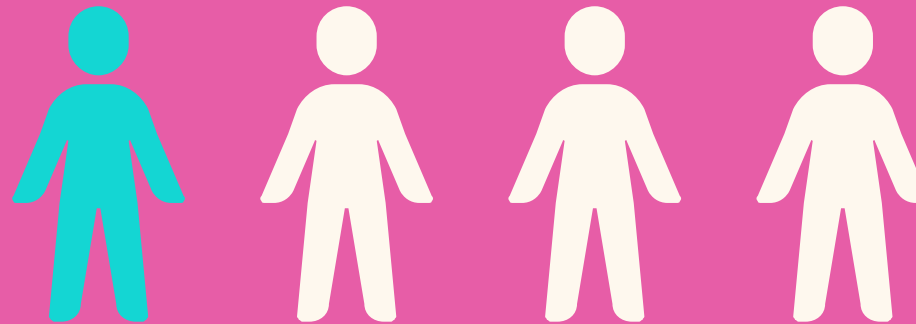
FOR SMB BUSINESSES

Employee referral programs have become a cornerstone of effective SMB recruitment strategies.



**Widespread Adoption**  
63% of companies have employee referral programs

## HIRING EFFICIENCY



1 in 4 referral accepted candidates are hired vs only 7% of traditionally sourced candidates.

**19**  
days to hire an employee referral

VS

**34**  
days to hire from other sources

**\$2,500**

SAVED PER REFERRAL HIRE due to decreased cost and time spent on recruiting

**44%**

INCREASED RETENTION referral hires stay longer than traditional hires

**\$1,500**

Average Referral Bonus varying by industry

**\$2,800**  
Healthcare

**\$1,100**  
Manufacturing

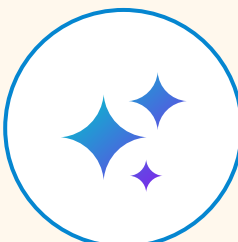
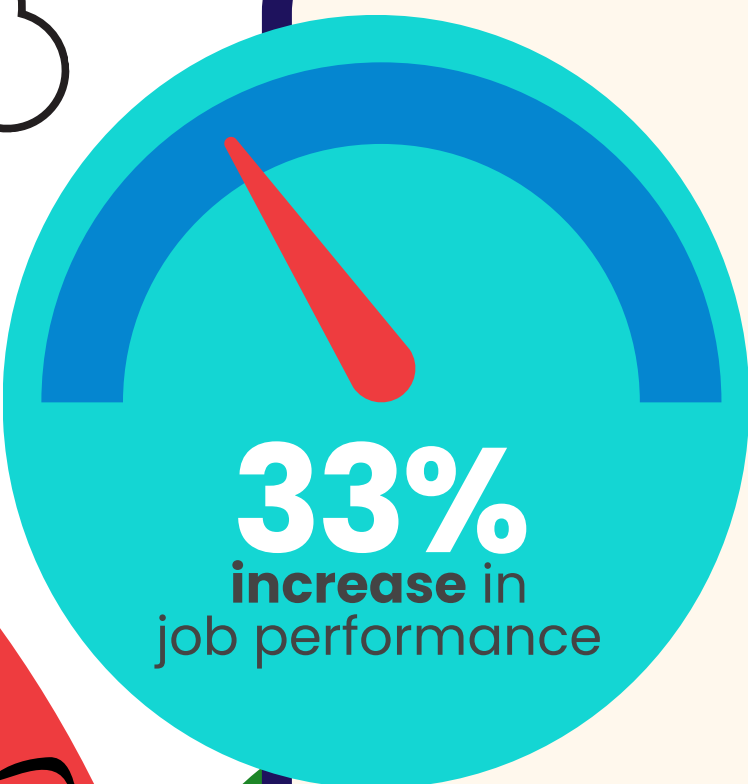
**\$2,500**  
Technology

**\$2,750**  
Finance

**\$500**  
Retail

**\$3,200**  
Construction

### Study results show...



AI-assisted referral nudges increase participation by **65%**



Referred employees exhibit a **33% increase** in job performance compared to non-referred hires



Referral hires generate **27% more profit** for their companies compared to traditional hires

**16%**  
< 5k employees

**13%**  
5k - 10k employees

**12%**  
10k - 50k employees

**10%**  
50k+ employees

## Average % Hires From Referrals

Learn more at [erinapp.com](http://erinapp.com)

WITH ERIN IS 32%+