

2027

Small business referral statistics

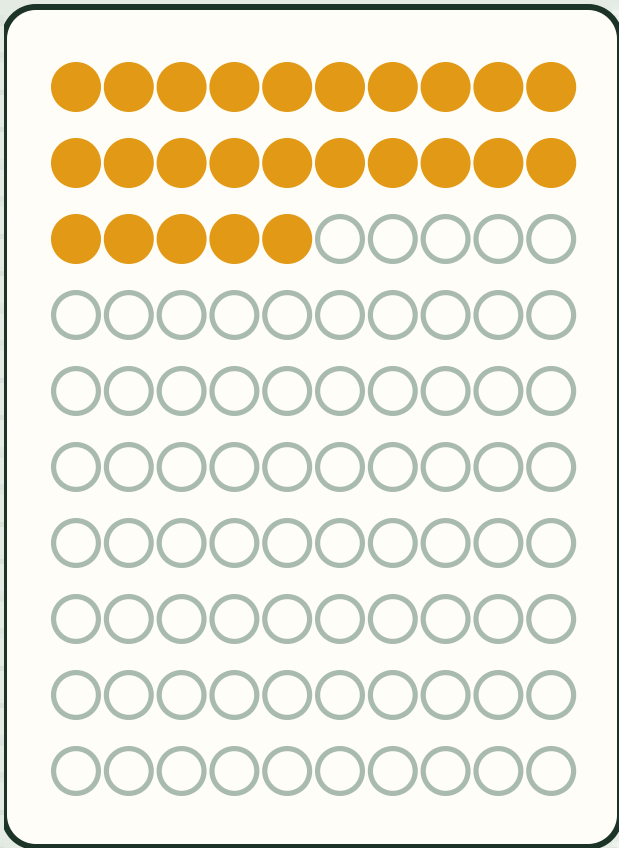
Small teams can't outspend big employers. Referrals bring in people you already trust, faster and for less.

Who gets hired

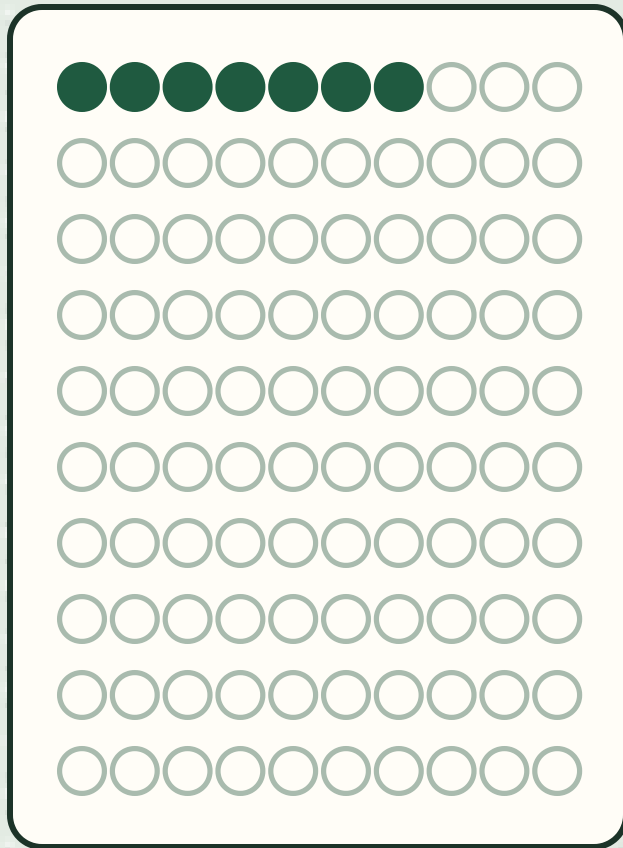
Out of every 100 candidates

25 of 100

7 of 100



Referred candidates
1 in 4 is hired



Job board applicants
7 percent are hired

Days to hire, one punch per day

Hired through an employee referral



18 days

Hired through job boards and other sources



34 days

\$2,600

saved per referral hire in job ads, fees and manager time

44%

higher retention than job-board hires

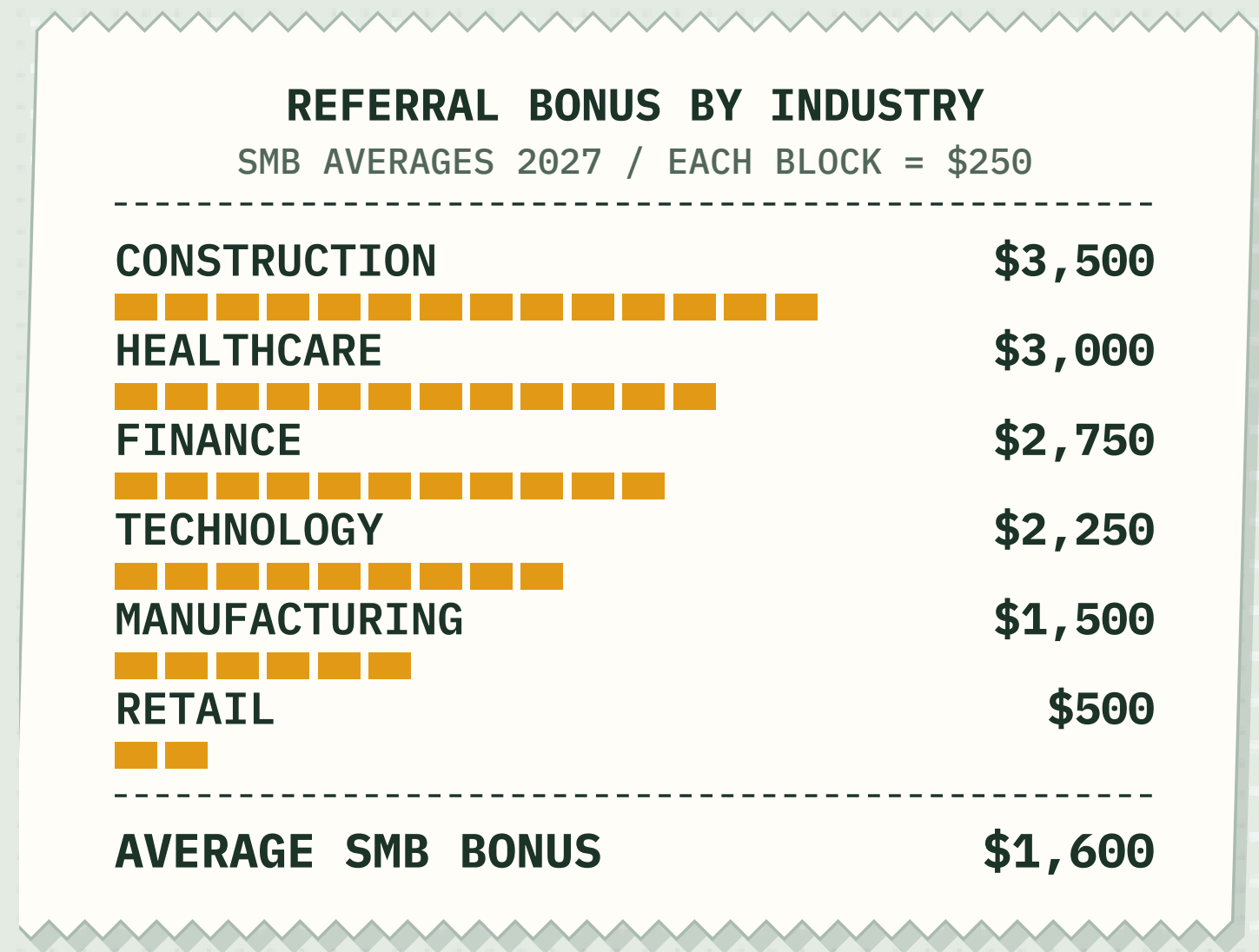
27%

more profit generated by referral hires

65%

of small and midsize businesses run a referral program

Referral bonus by industry



Why referrals pay off

33% higher job performance from referred employees

47% faster to hire through a referral than through job boards

65% more employees refer when AI reminds them about open roles

Hires from referrals

Share of hires from employee referrals, by number of employees.
Dashed line: companies using ERIN.

