



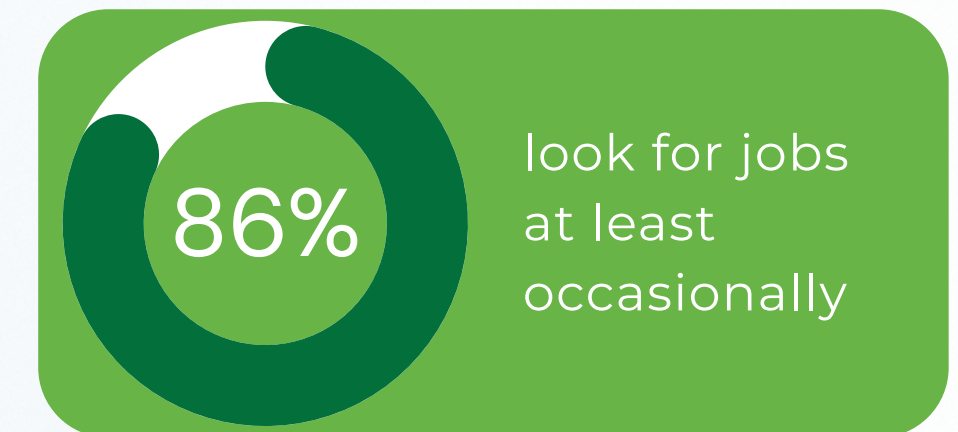
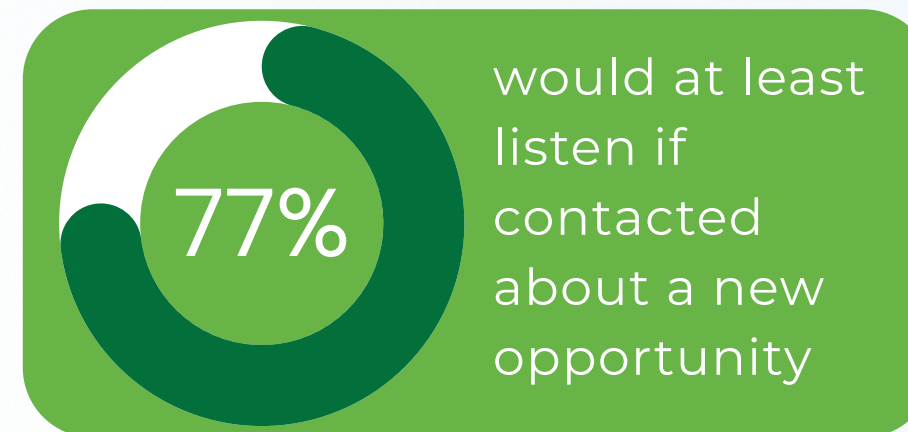
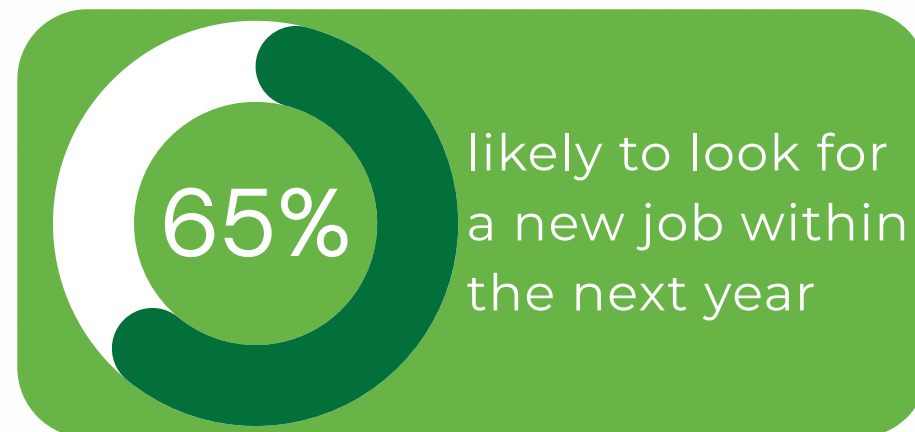
2026 JOB SEEKER SURVEY RESULTS

1,273 Ag Professionals Surveyed

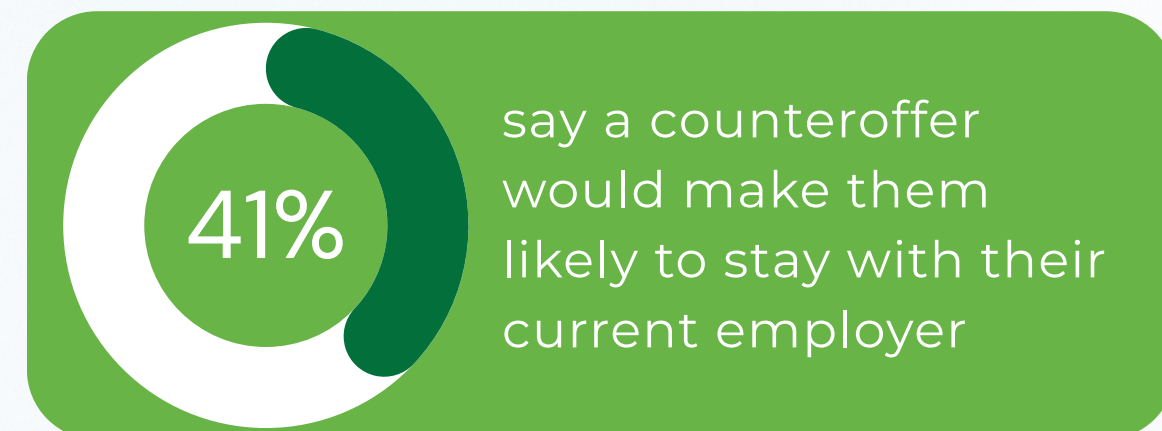


THE MARKET IS MORE ACTIVE THAN YOU THINK

Most professionals are either actively or semi-actively open to changing jobs. This is not a passive market.

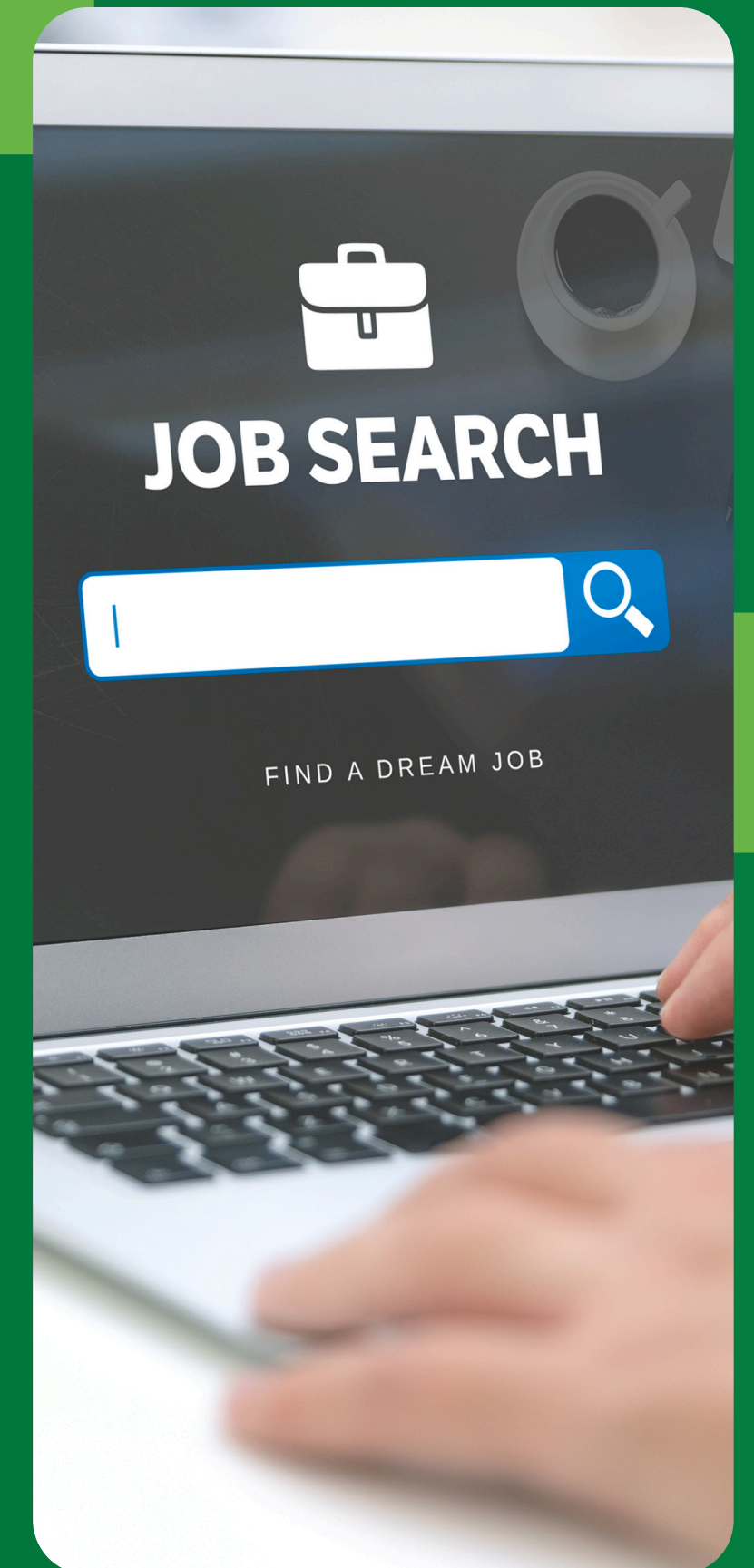


However, openness does not equal commitment

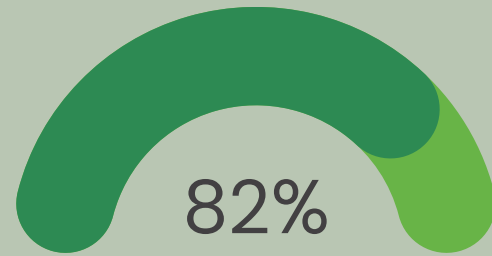


TAKEAWAY: JOB SEEKERS ARE OPEN, BUT OPENNESS DOESN'T EQUAL COMMITMENT.

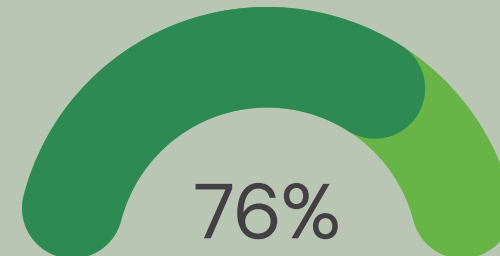
- Treat every applicant like they're evaluating multiple options, because they are
- Follow up within 24–48 hours at every stage to keep candidates engaged
- Clearly outline next steps and timelines after each interaction
- Train hiring managers to sell the role, not just screen candidates



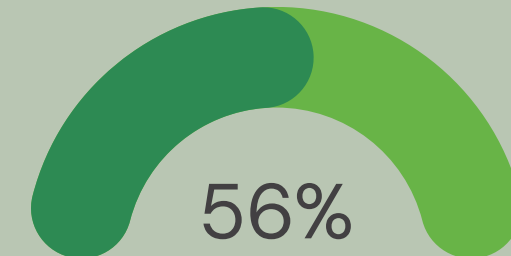
TRANSPARENCY IS NO LONGER OPTIONAL



say missing salary information affects whether they apply.



say missing benefits affect whether they apply.



are unlikely to apply to a role without benefits.

And when ranking job description information that matters most...

Pay range was #1.

2. Day-to-day duties
3. Company culture
4. Schedule
5. Benefits
6. Summary of the Job
7. Qualifications

If salary isn't listed, many candidates don't even enter the funnel.

TAKEAWAY: IF KEY DETAILS AREN'T SHARED UPFRONT, CANDIDATES MAY NEVER ENTER THE FUNNEL.

- Include salary range, benefits, and day-to-day duties in every job posting
- Add a short “what you’ll get” section to make the value clear
- Clearly outline travel expectations, including frequency, distance, and whether overnight travel is required
- Assume candidates will not reach out for missing information, they’ll just move on



THE JOB DESCRIPTION IS A DECISION POINT



40%

will not apply if they don't meet all listed qualifications.

Job descriptions shape applicant behavior. Overly detailed postings and lengthy requirement lists can unintentionally narrow your candidate pool.



61%

of candidates only skim long job postings.



7%

of candidates will skip long job postings entirely.

TAKEAWAY: OVERLY DETAILED JOB DESCRIPTIONS CAN LIMIT YOUR CANDIDATE POOL.

- Cut job descriptions down to must-haves only (3–5 core requirements)
- Move “nice-to-have” qualifications into a separate, clearly labeled section or remove them
- Keep postings scannable with short paragraphs and bullet points
- Test shorter versions and track application rate improvements



EMPLOYER REPUTATION SHAPES APPLICATION BEHAVIOR

85%



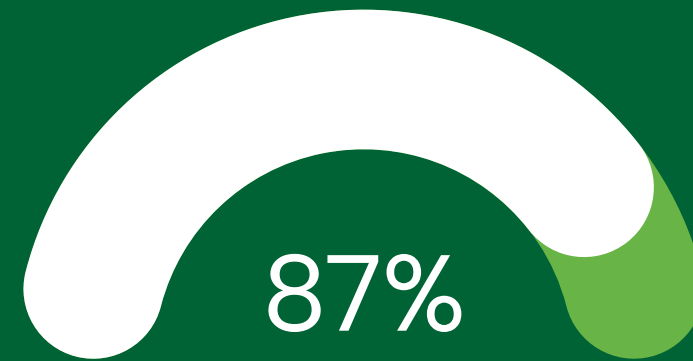
are likely to check the company's social media before applying.



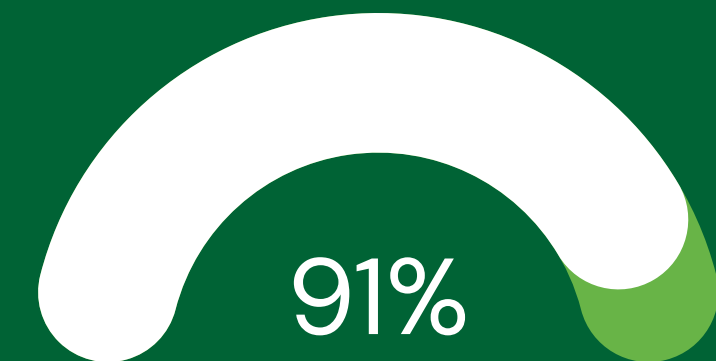
93%



research employee reviews.



87% say a company's reputation influences their decision to apply.



91% say employer branding impacts their decision to apply.

Hiring starts before the application. Candidates are vetting employers just as much as employers vet candidates.

TAKEAWAY: CANDIDATES EVALUATE YOUR COMPANY BEFORE THEY EVEN APPLY.

- Google your company like a candidate would and fix obvious gaps or negatives
- Keep your careers page and social profiles active and up to date
- Showcase real employee stories, not generic company messaging
- Respond to reviews when appropriate to show engagement

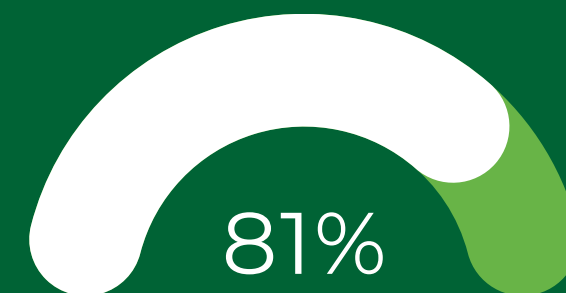
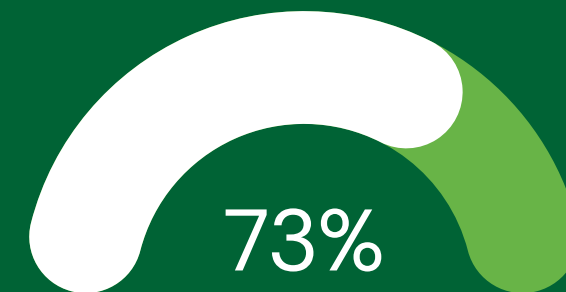


THE HIRING PROCESS IS WHERE EMPLOYERS LOSE CANDIDATES

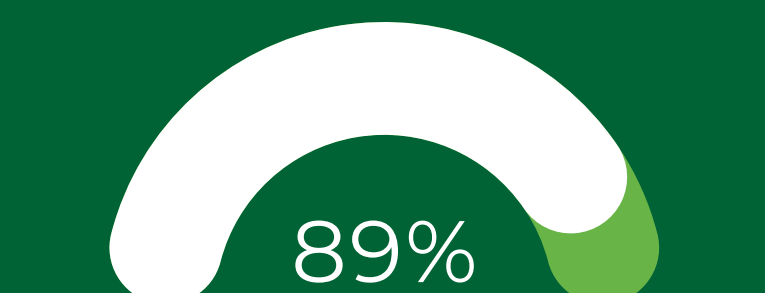
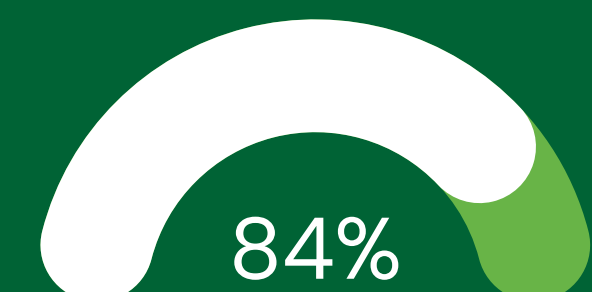
Top Job Seeker Frustrations with the Job Search Process

- 1** A long application process
- 2** Having to complete assessments
- 3** Confusing job postings
- 4** Job postings without a pay range
- 5** Lengthy job postings

Application Expectations

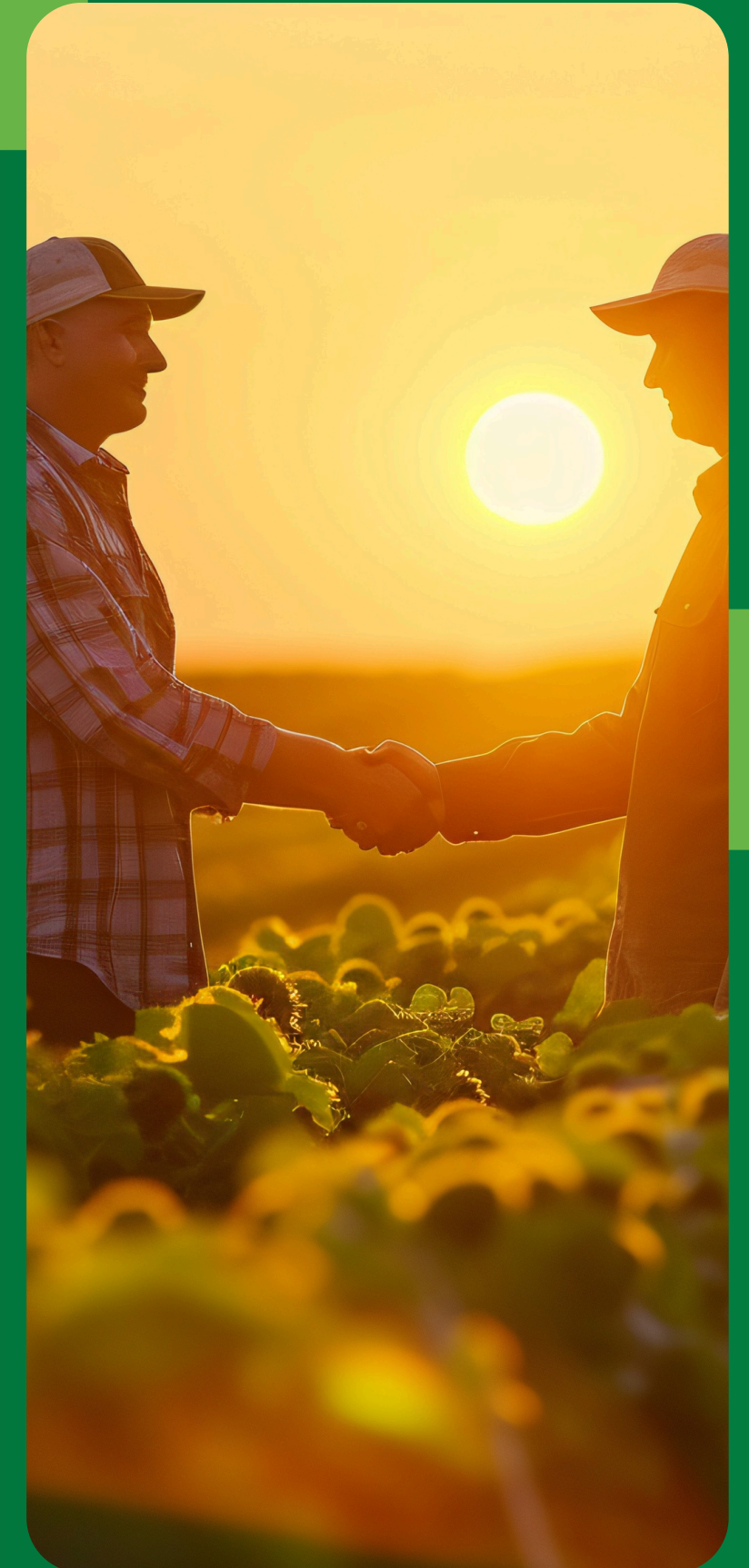


Feedback Expectations

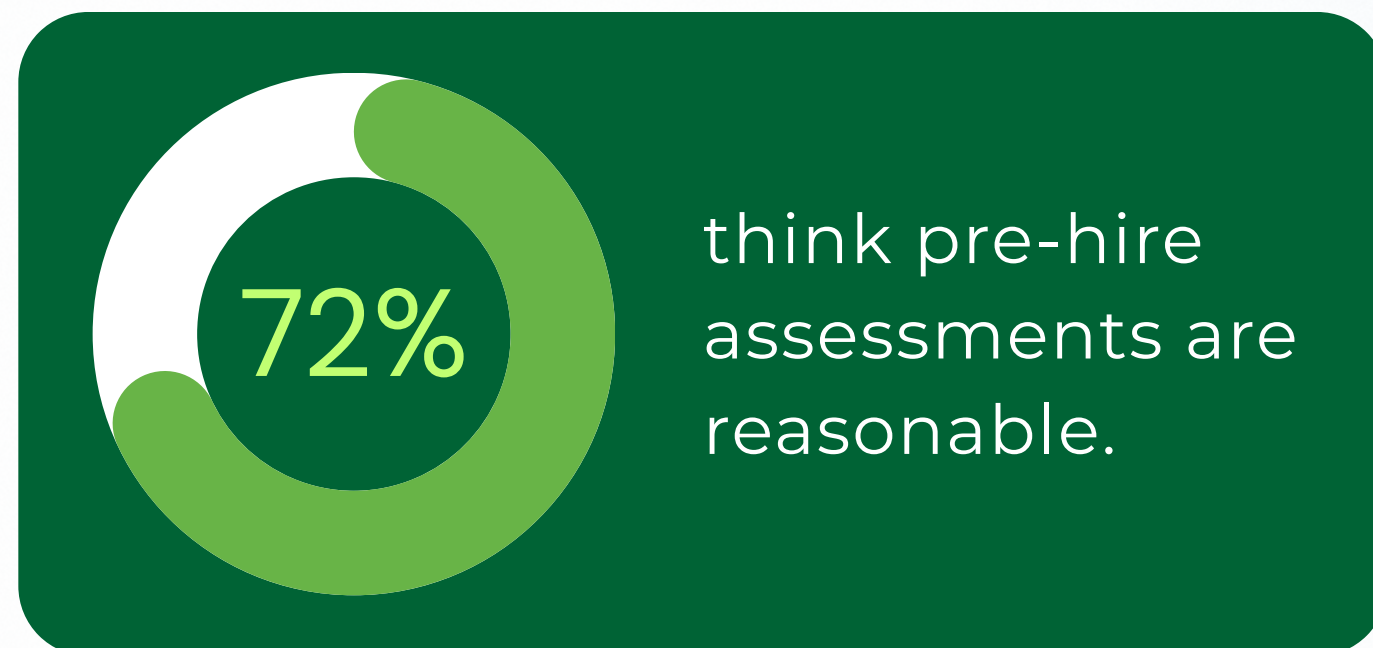
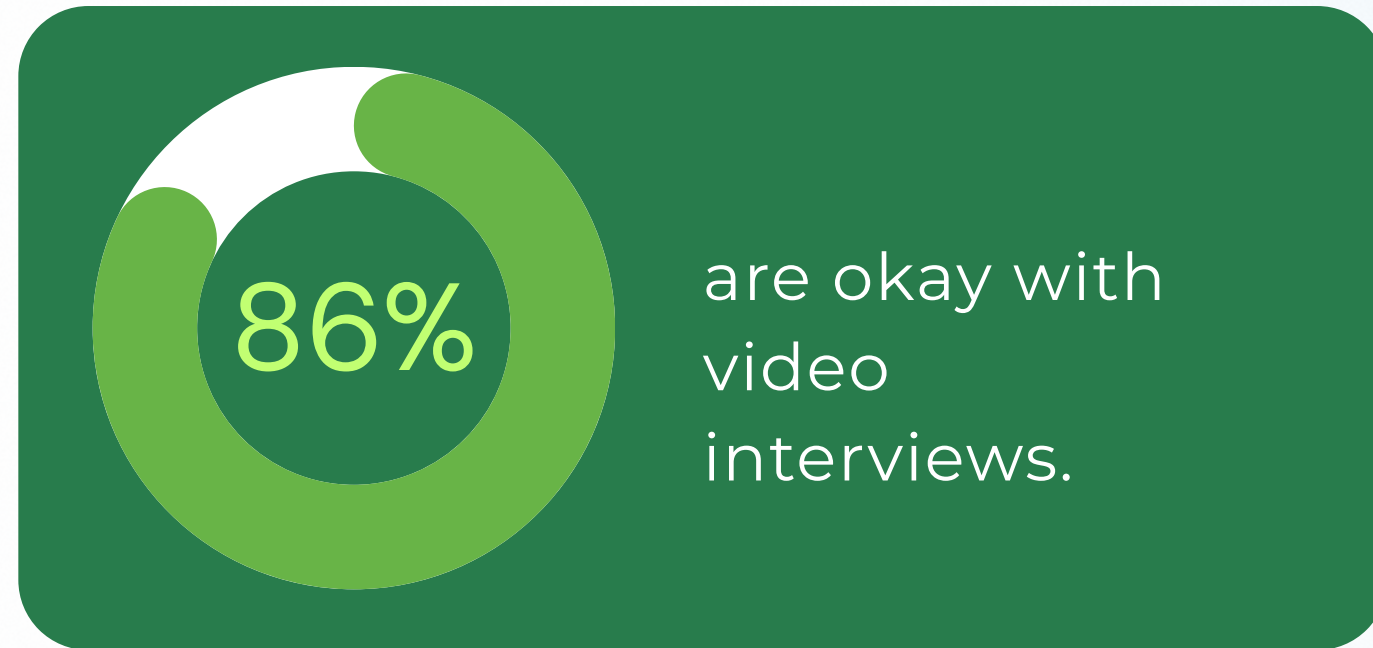


TAKEAWAY: SLOW, COMPLEX HIRING PROCESSES LEAD TO CANDIDATE DROP-OFF.

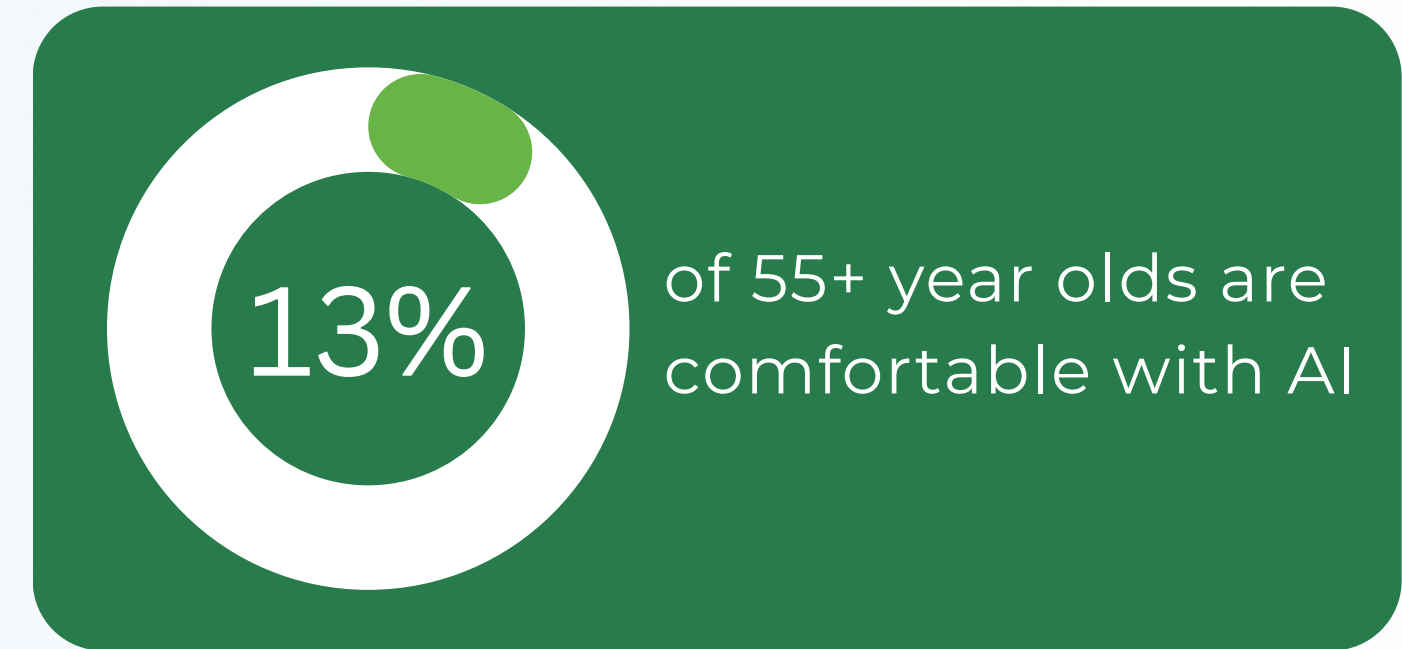
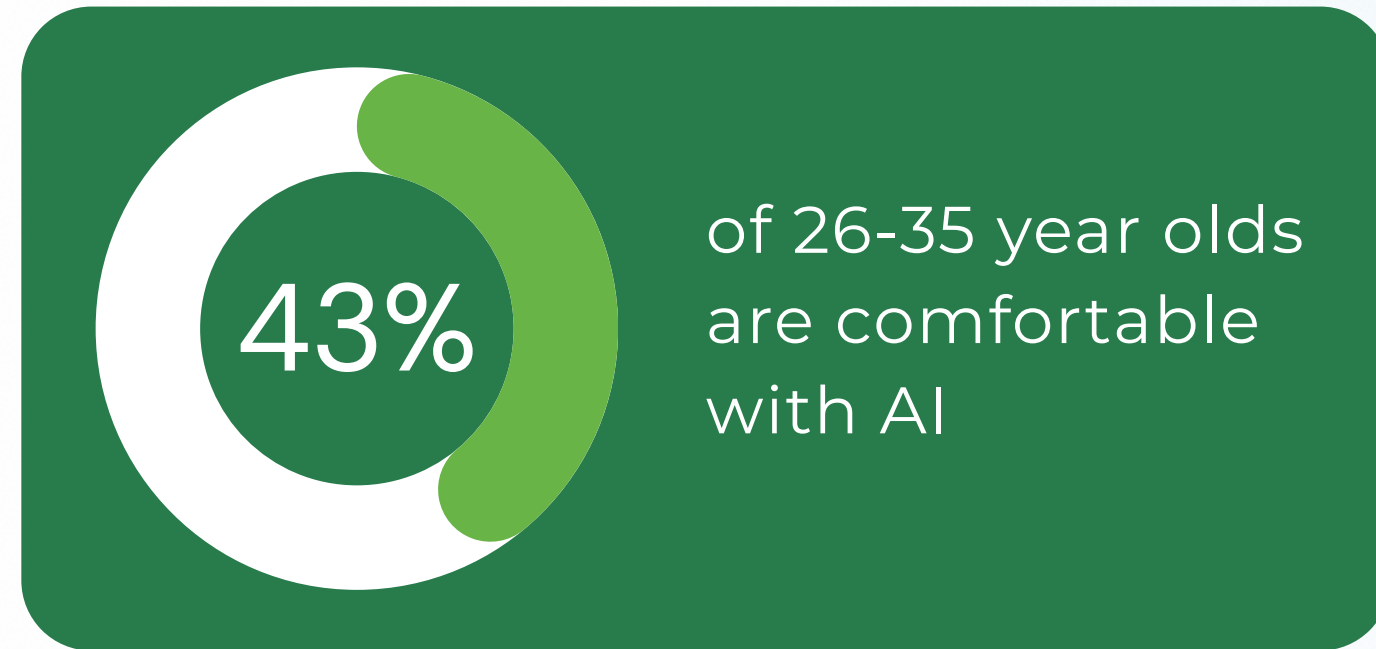
- Set clear expectations for how quickly your team responds and follows up:
 - Review applications within 48 hours
 - Respond to candidates within 7 days max
 - Deliver interview feedback within 3–5 days
- Simplify applications to under 10 minutes, no redundant fields
- Limit interviews to 2–3 rounds whenever possible
- Map your process and remove any step that doesn't directly impact the decision



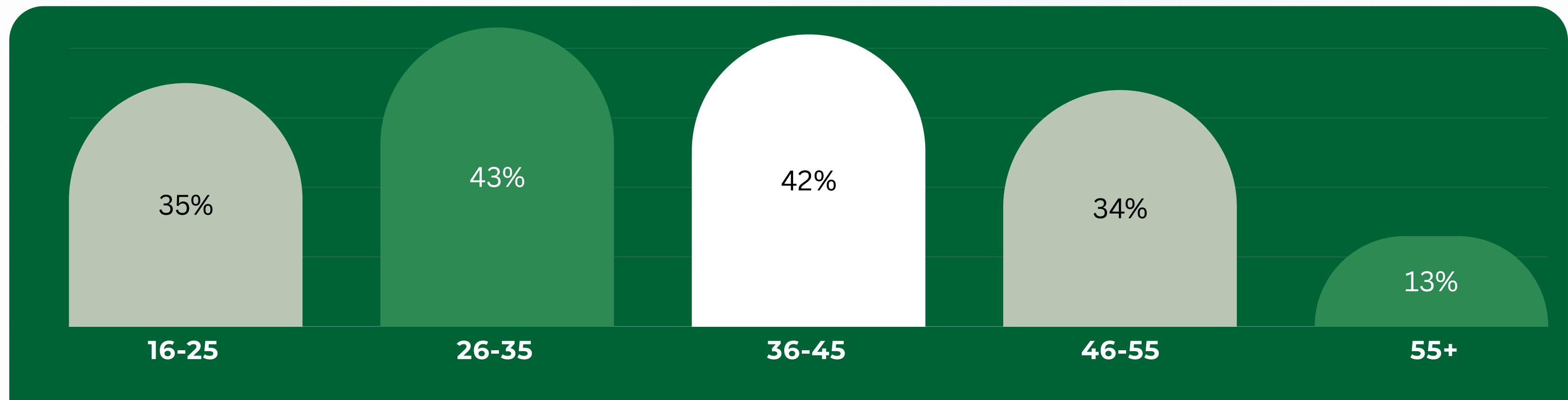
CANDIDATES ARE OPEN TO TECHNOLOGY, BUT NOT FULLY SOLD ON AI



AI COMFORT DECLINES SIGNIFICANTLY WITH AGE

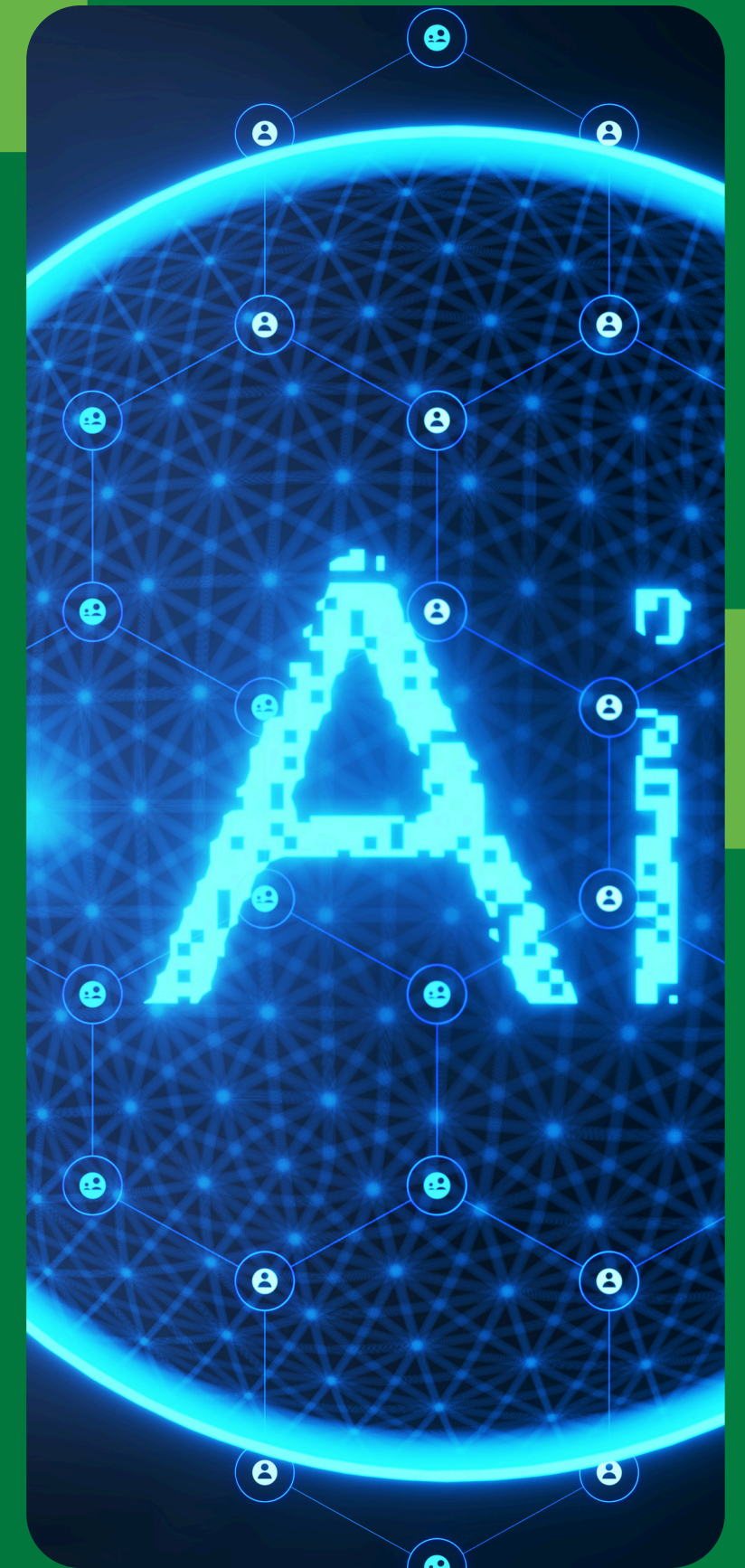


Comfortable with AI interviews:



TAKEAWAY: TECHNOLOGY SHOULD SUPPORT THE HIRING PROCESS, NOT REPLACE HUMAN CONNECTION.

- Use automation for scheduling and screening, not relationship-building
- Ensure every candidate has at least one real human interaction early in the process
- Avoid fully automated or AI-only interviews for most roles
- Clearly explain any technology used so candidates know what to expect
- Monitor candidate feedback to catch points where technology feels impersonal



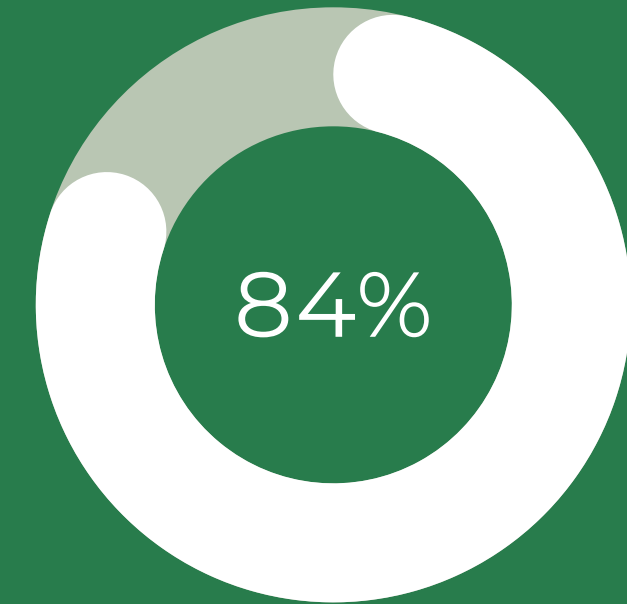
WHAT DRIVES OFFER ACCEPTANCE

Compensation ranks first, but hiring experience follows closely behind.

Top Factors Candidates Consider On New Job Offers:

- 1** Compensation
- 2** Positive hiring experience
- 3** Benefits
- 4** Company culture
- 5** Job security

Beyond compensation, candidates evaluate the experience, culture, and leadership they encounter throughout the process.



84% say a positive experience during the hiring process impacts their decision to accept an offer.

HOW OFFER PRIORITIES SHIFT BY CAREER STAGE

What Matters Most at Different Career Stages

- Ages 26–45 rank positive hiring process #1
- Ages 16–25 and 46+ rank compensation #1
- Company culture stays top 4 across all age groups
- Job security rises in importance in mid-career



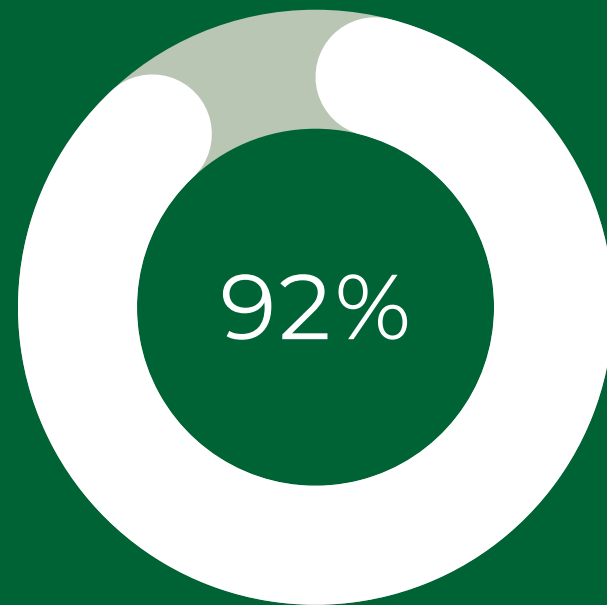
TAKEAWAY: COMPENSATION MATTERS, BUT THE HIRING EXPERIENCE INFLUENCES THE FINAL DECISION.

- Keep communication consistent, even when there are delays
- Set expectations upfront and stick to them
- Make interviews organized and respectful of the candidate's time
- Follow up quickly after final interviews to maintain trust
- Remember, the process is part of your offer, not separate from it



WHAT KEEPS PROFESSIONALS LONG-TERM

Company Culture



say company culture is important.

Work Location is Flexible



prefer hybrid or remote.



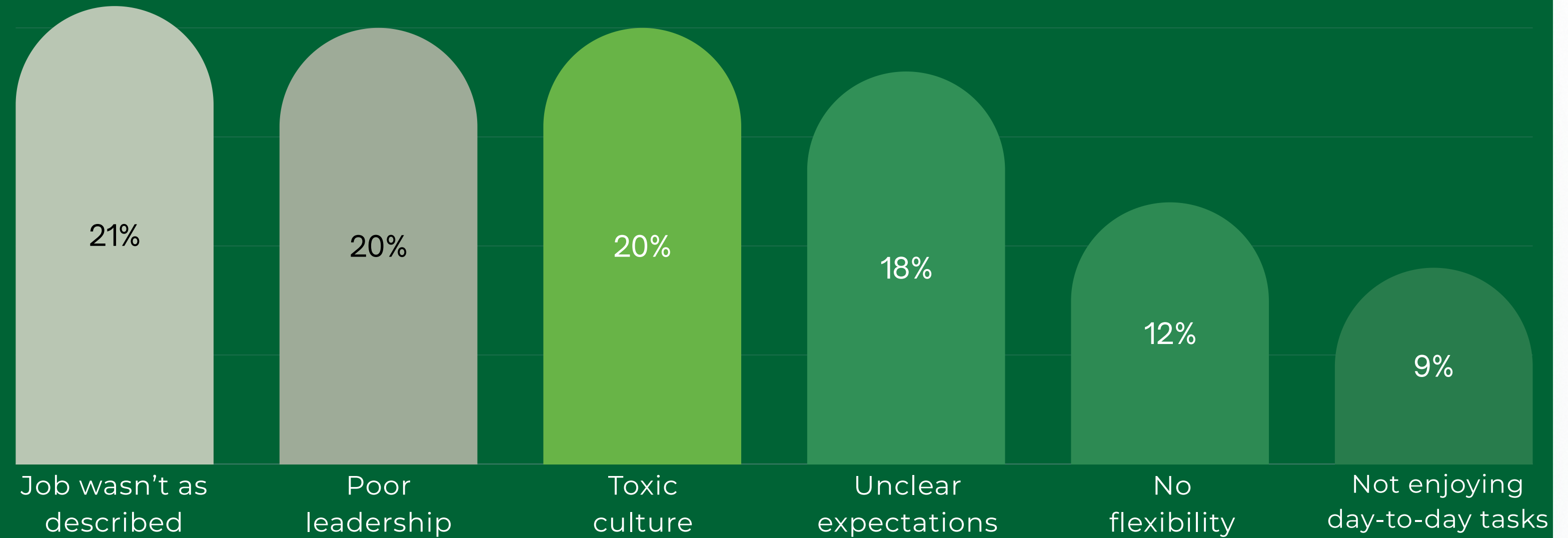
say working from home options affect whether they apply.

Beyond money, top retention drivers include:

- Feeling valued
- Growth opportunities
- Work-life balance
- Supportive teams
- Flexibility

EARLY TURNOVER IS ABOUT MISMATCH, NOT MONEY

Top Reasons Candidates Quit After 90 days:



TAKEAWAY: RETENTION IS DRIVEN BY ALIGNMENT, NOT JUST COMPENSATION.

- Be clear about role expectations, challenges, and success metrics upfront
- Avoid overselling the role just to fill a position
- Involve direct managers early so expectations are aligned
- Use the interview process to confirm mutual fit, not just qualifications
- Reinforce expectations again during onboarding to reduce early turnover

