

Audience: 232 B2B Respondents Meeting the Following Criteria:

Company Has 500+ employees | Works in HR Dept | Recruiting Is Part of Job | Has Visibility into Recruiting Budget & Services Used

KEY TAKEAWAYS:

RECRUITING BUDGETS ARE ROUGHLY FLAT WITH 2019 AND COMPARED TO PLAN ENTERING 2020.

RECRUITERS ARE INCREASING SPEND IN MOBILE RECRUITING, CAREER WEBSITES, AND SOCIAL RECRUITING / SOCIAL MEDIA PLATFORMS.

FEEDBACK TOWARD JOB BOARDS AND STAFFING AGENCIES WAS LESS ENTHUSIASTIC THAN MOBILE/SOCIAL FEEDBACK.

RECRUITERS EXPECT TO MAKE CONSIDERABLE INCREASES IN DIGITAL RECRUITING SPEND GOING FORWARD.

GOOGLE, LINKEDIN, TWITTER, AND FACEBOOK RECEIVED GENERALLY HIGH SCORES FROM RECRUITERS WHEN IT COMES TO ROI AND EXPECTED SPEND GOING FORWARD.

SIMPLYHIRED AND ZIPRECRUITER RECEIVED MORE MUTED FEEDBACK.

B2B RECRUITING

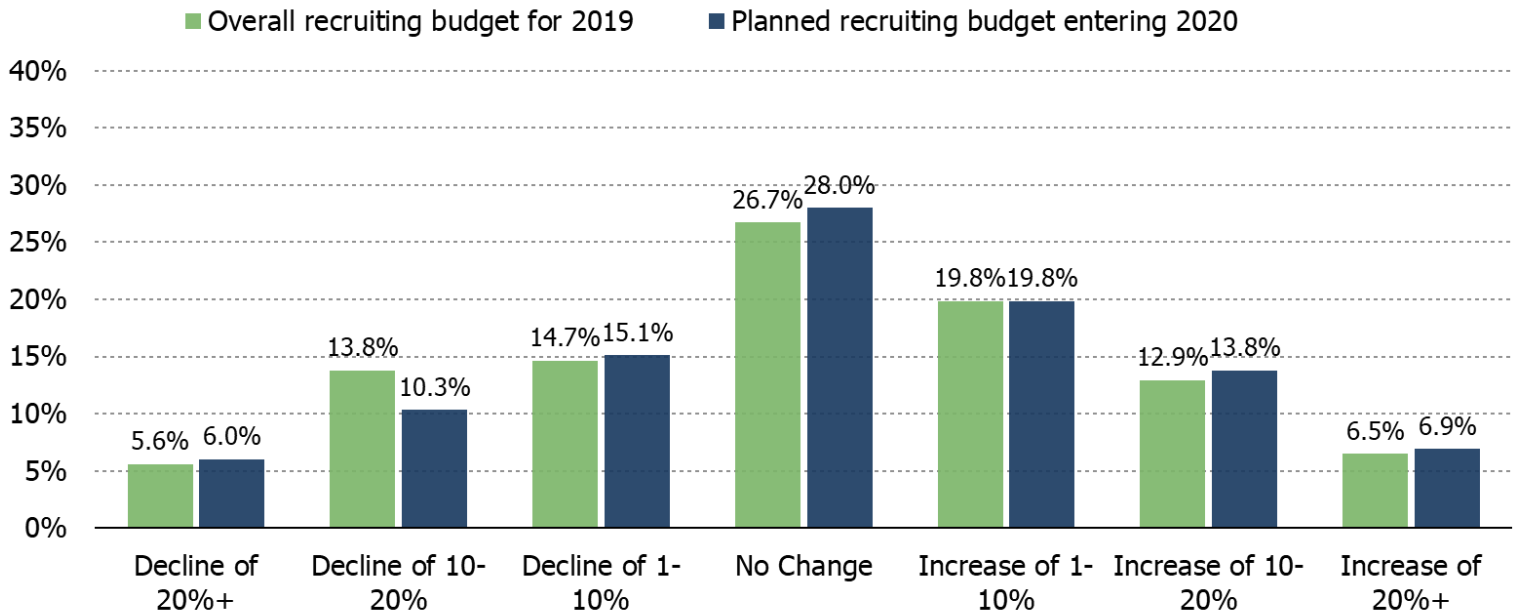
B2B RECRUITING SURVEY (232 RESPONDENTS)

Screening Criteria:

- Companies With 500+ Employees
- Works in HR Department
- Is Involved in Recruiting / Hiring
- Has Visibility Into Recruiting Budget and Services Being Used

HOW DOES YOUR CURRENT OVERALL RECRUITING BUDGET FOR 2020 COMPARE TO:

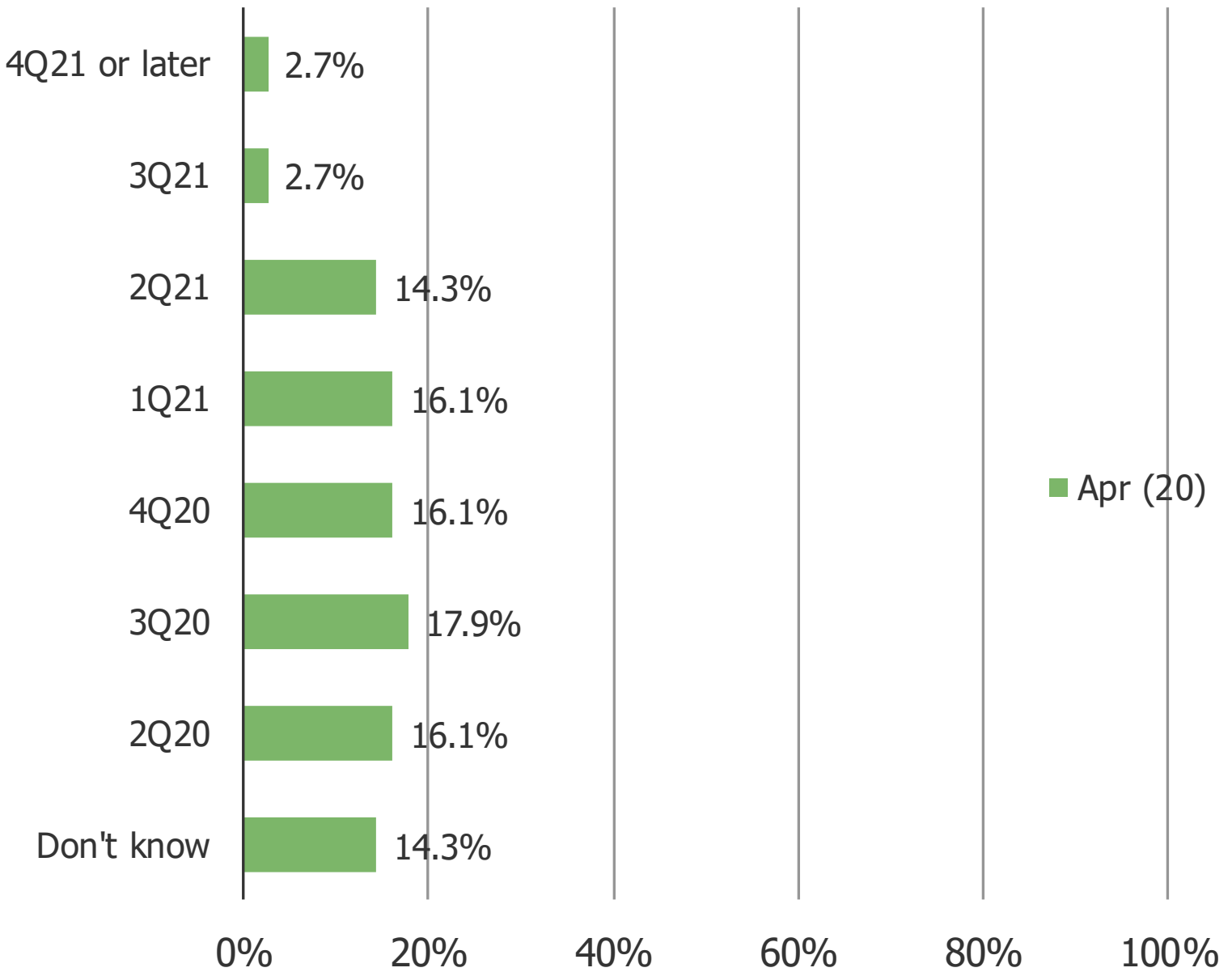
Posed to respondents who work in HR, job function involves recruiting/hiring, and have visibility into company recruiting budget and services being used.



Weighted average is basically net flat compared to 2019 and compared to budget entering 2020.

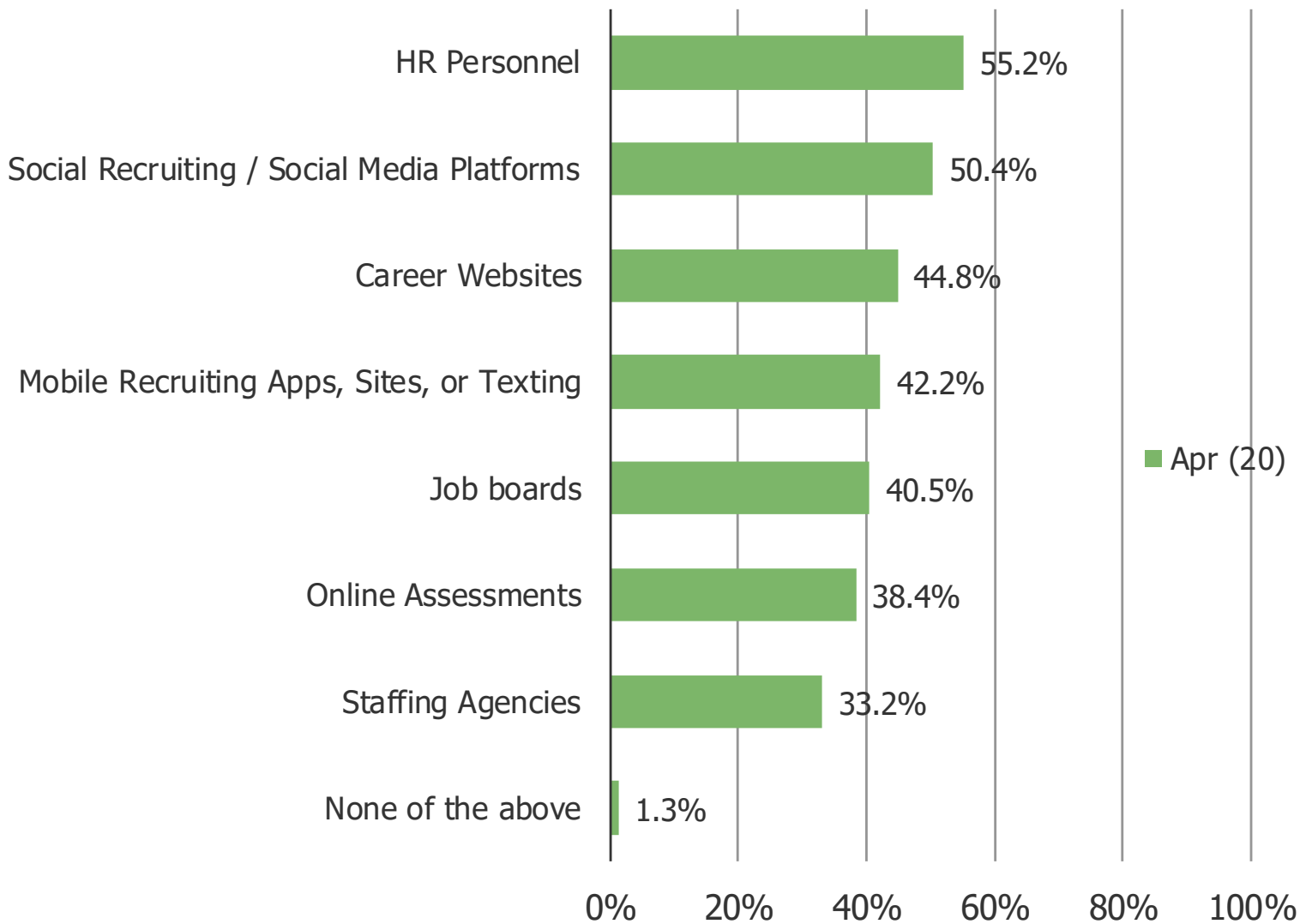
POSED TO RESPONDENTS WHO CALLED OUT DECLINES IN BUDGET | WHEN DO YOU EXPECT THE DECLINES THAT YOU SELECTED IN THE PREVIOUS QUESTION TO RETURN TO NORMAL?

Posed to respondents who work in HR, job function involves recruiting/hiring, and have visibility into company recruiting budget and services being used.



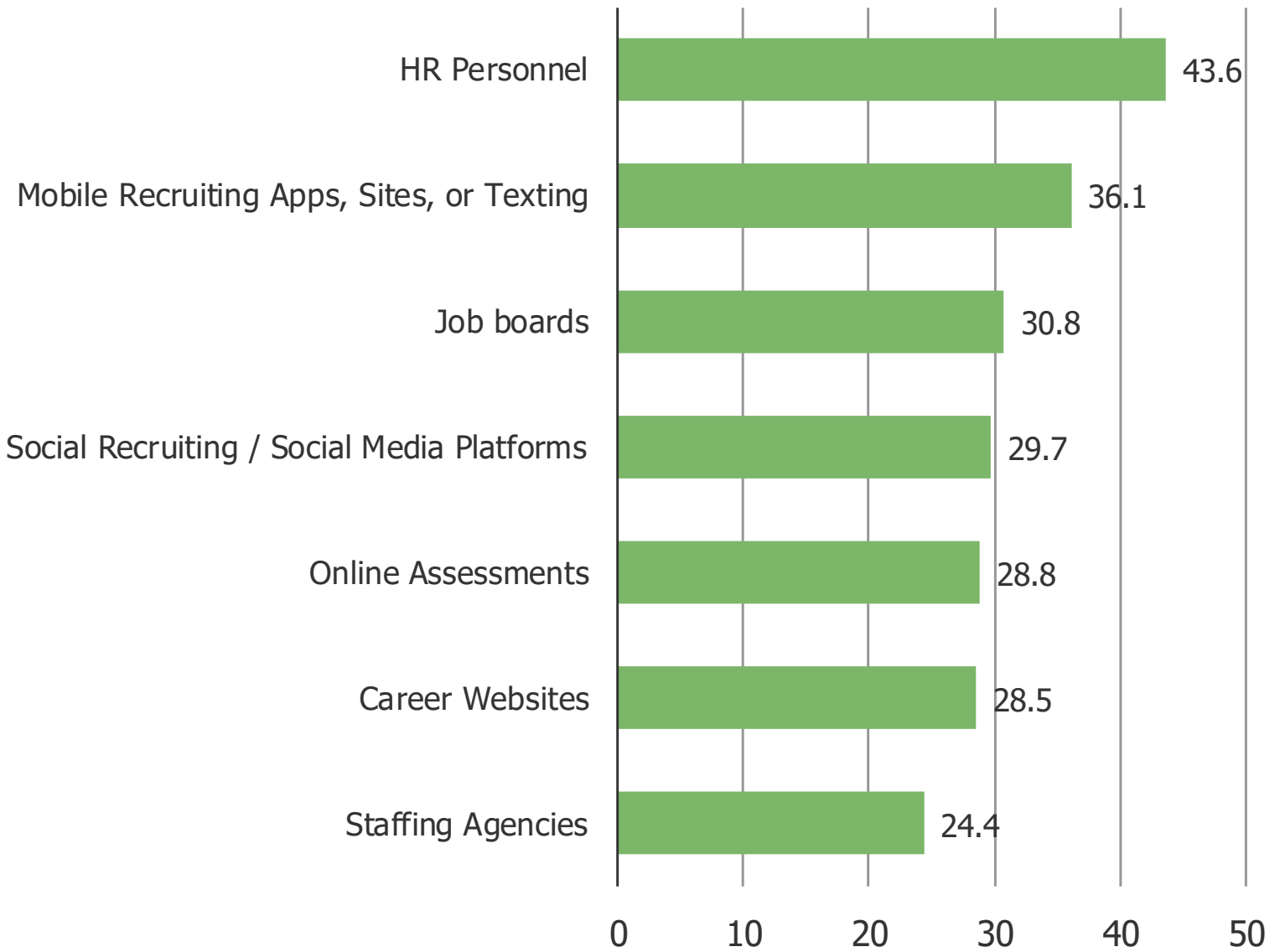
WHICH OF THE FOLLOWING IS INCLUDED IN YOUR ANNUAL RECRUITING BUDGET? (SELECT ALL THAT APPLY)

Posed to respondents who work in HR, job function involves recruiting/hiring, and have visibility into company recruiting budget and services being used.



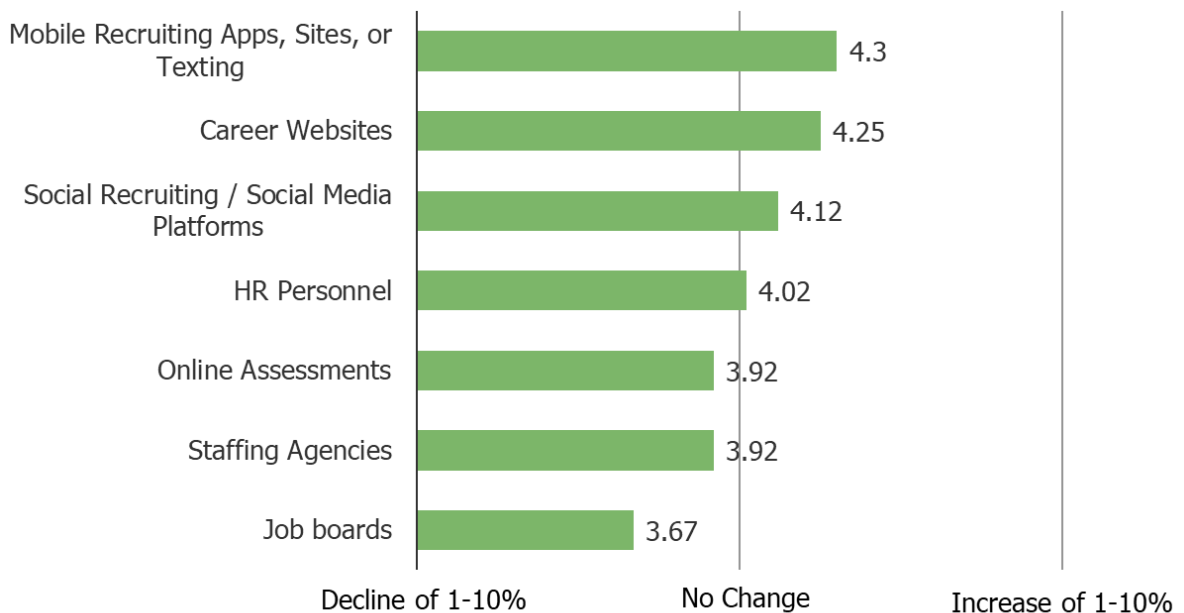
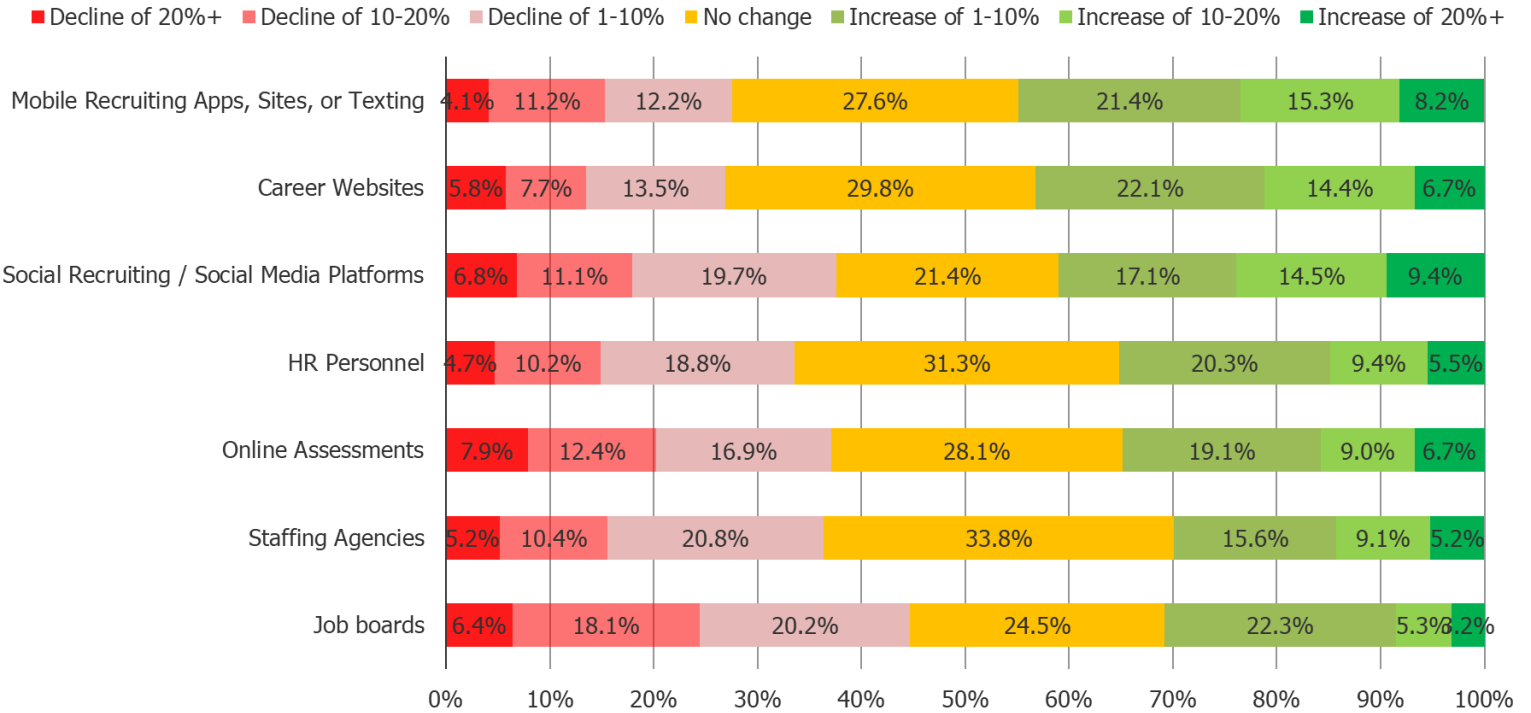
WHAT PERCENTAGE OF YOUR RECRUITING BUDGET GETS SPENT ON THE FOLLOWING? (PLEASE MAKE SURE ALL OPTIONS ADD UP TO 100)

Posed to respondents who work in HR, job function involves recruiting/hiring, and have visibility into company recruiting budget and services being used.



HOW DO YOU EXPECT SPEND ON THE FOLLOWING TO CHANGE IN 2020 RELATIVE TO 2019?

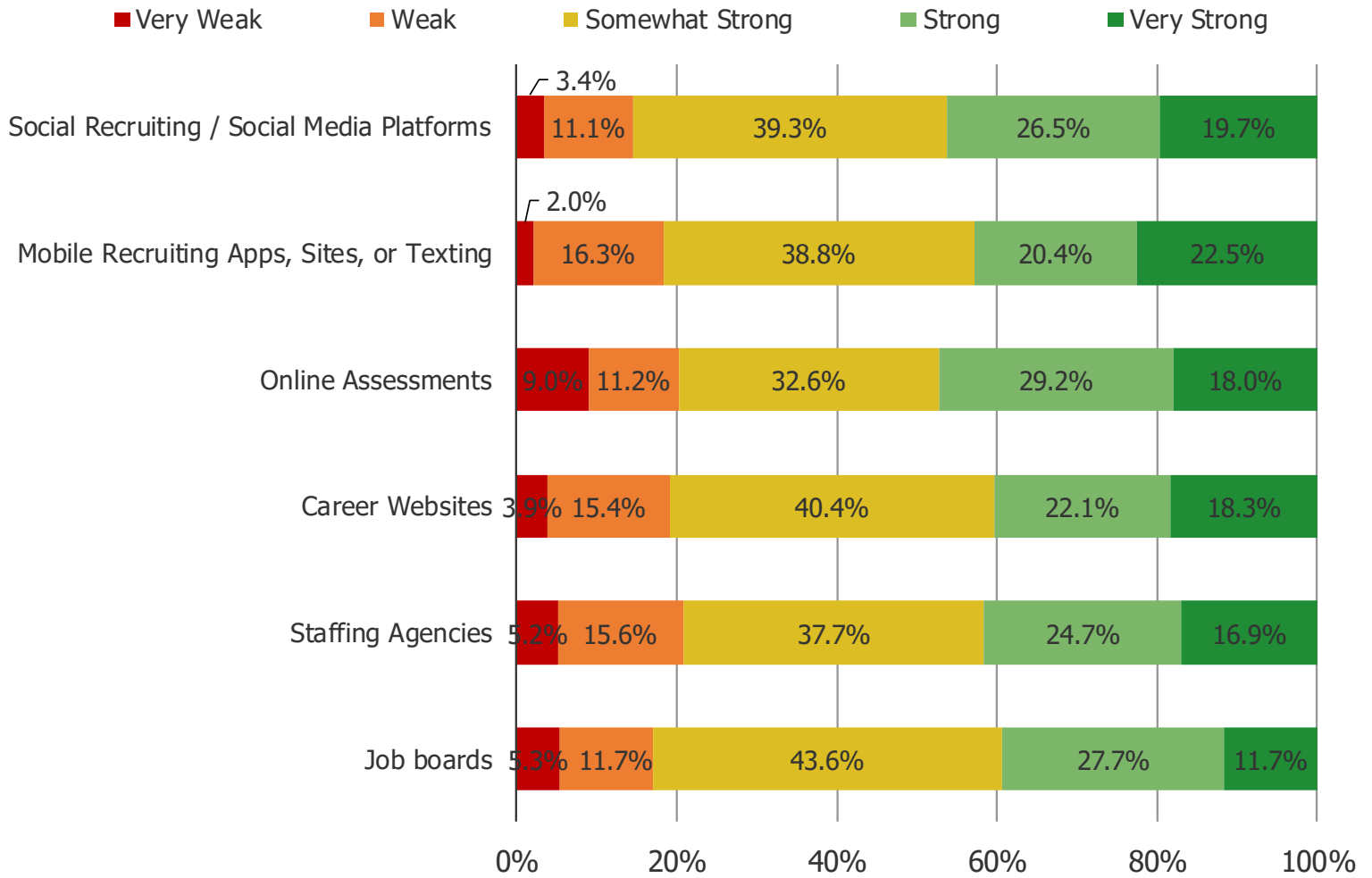
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B2B RECRUITING

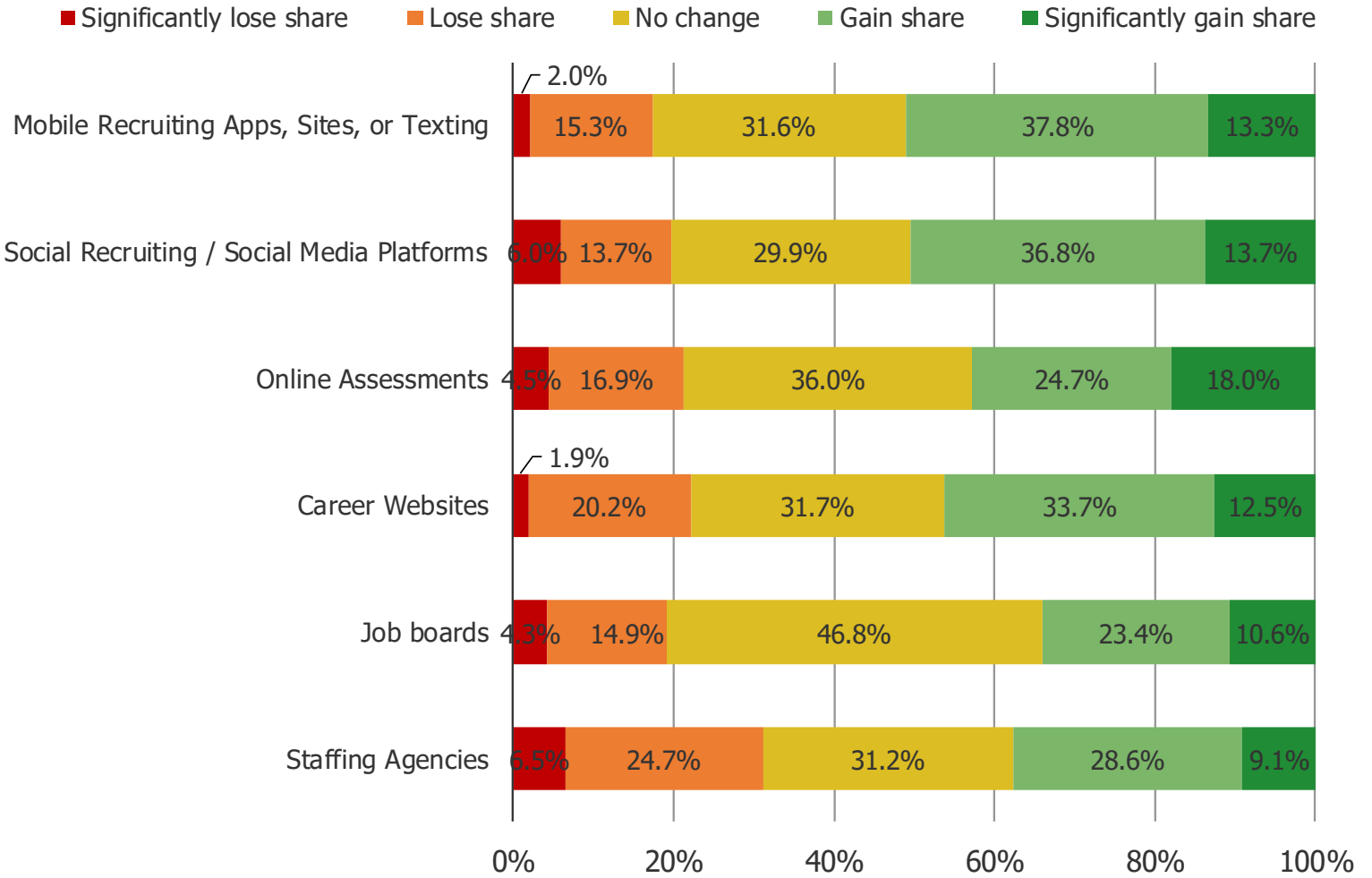
HOW DO YOU RATE THE FOLLOWING WHEN IT COMES TO RETURN ON INVESTMENT (COST PER HIRE, COST PER APPLICATION, ETC).

Posed to respondents who include the following in their recruiting budget



GOING FORWARD, DO YOU EXPECT THE FOLLOWING TO GAIN OR LOSE SHARE OF YOUR RECRUITING BUDGET?

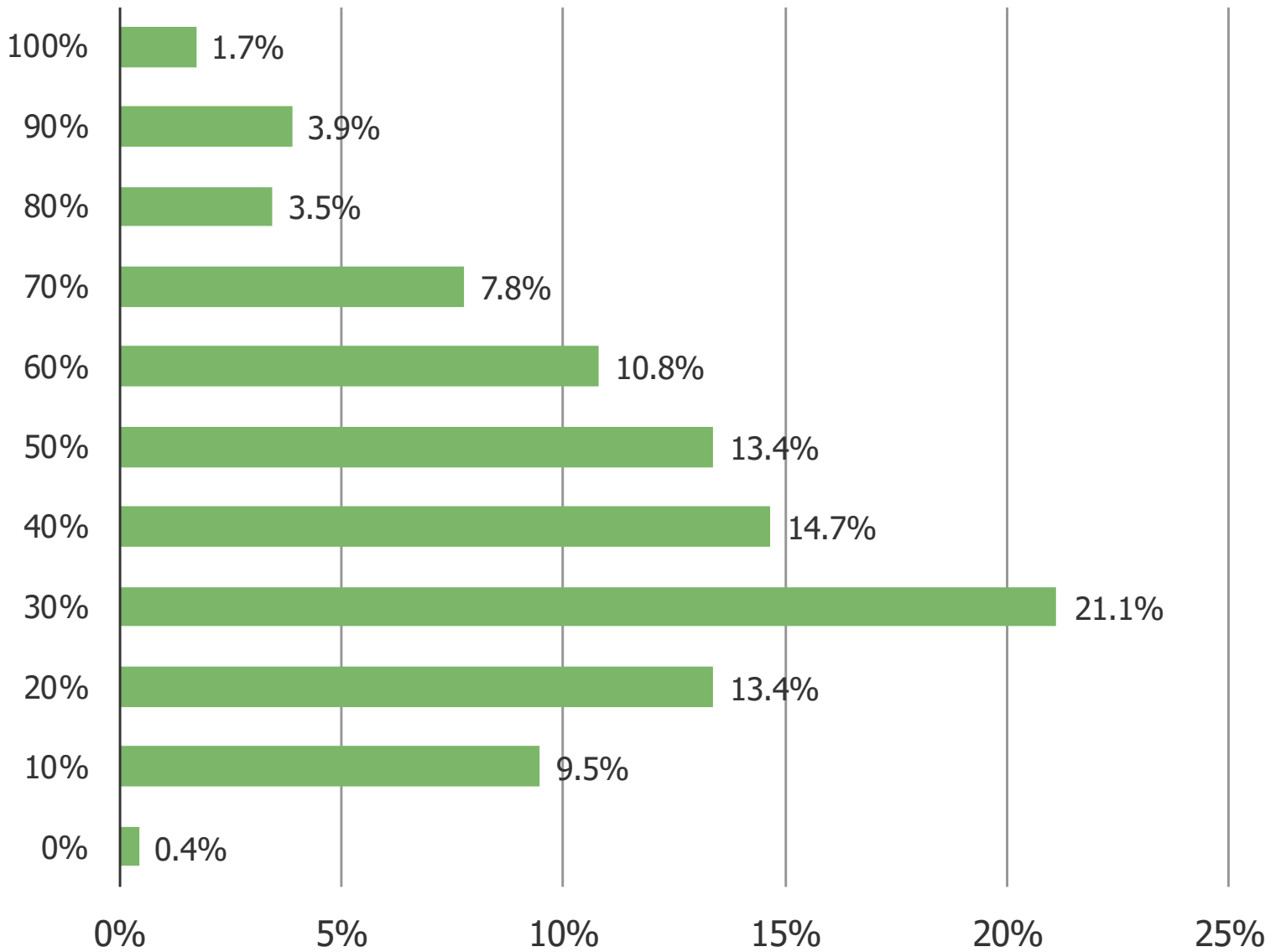
Posed to respondents who include the following in their recruiting budget



B2B RECRUITING

WHAT PERCENTAGE OF YOUR BUDGET IS SPENT ON DIGITAL CATEGORIES? (IE. JOB BOARDS, CAREER WEBSITES, SOCIAL RECRUITING, MOBILE RECRUITING, ONLINE ASSESSMENTS, ETC).

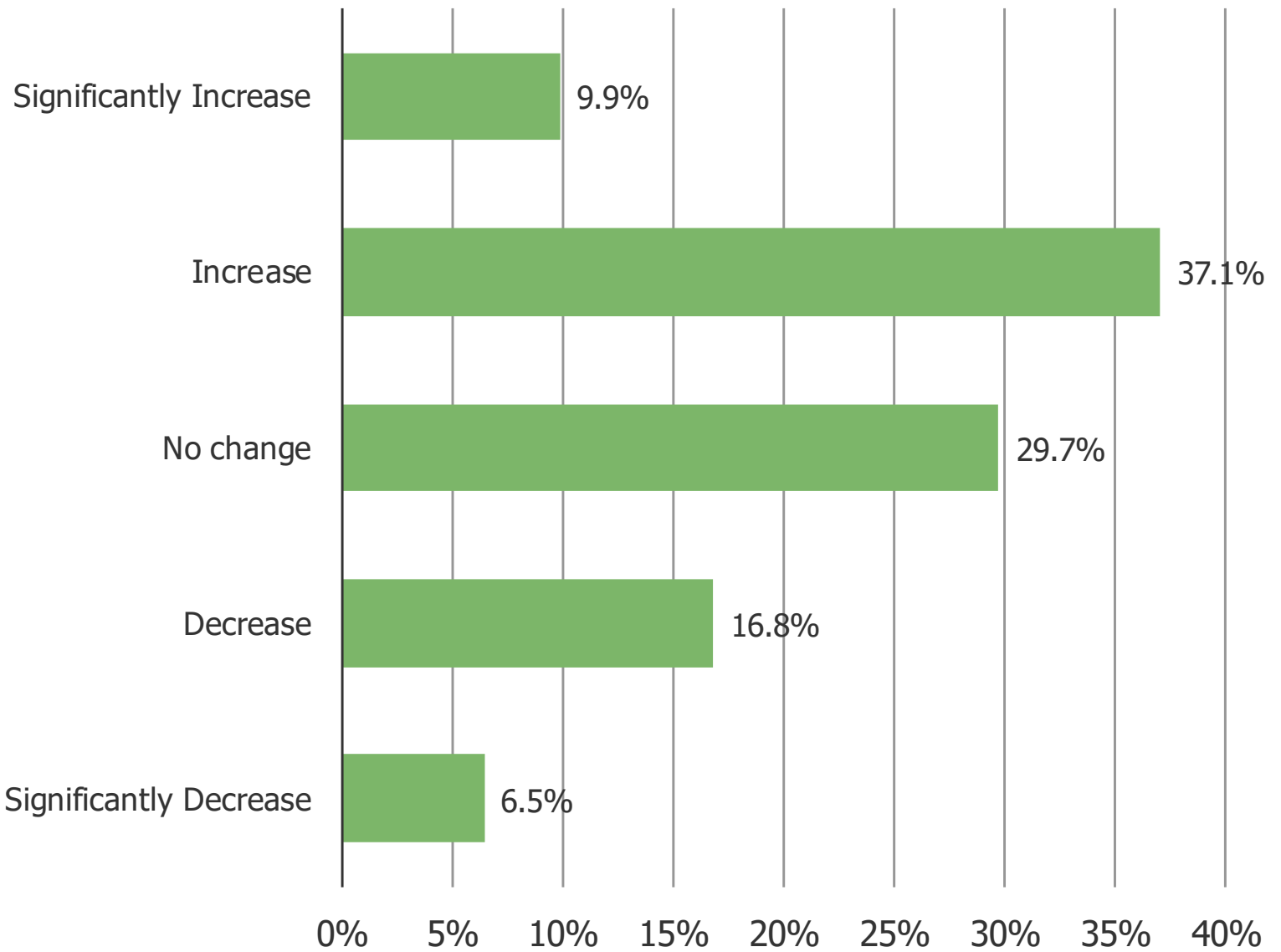
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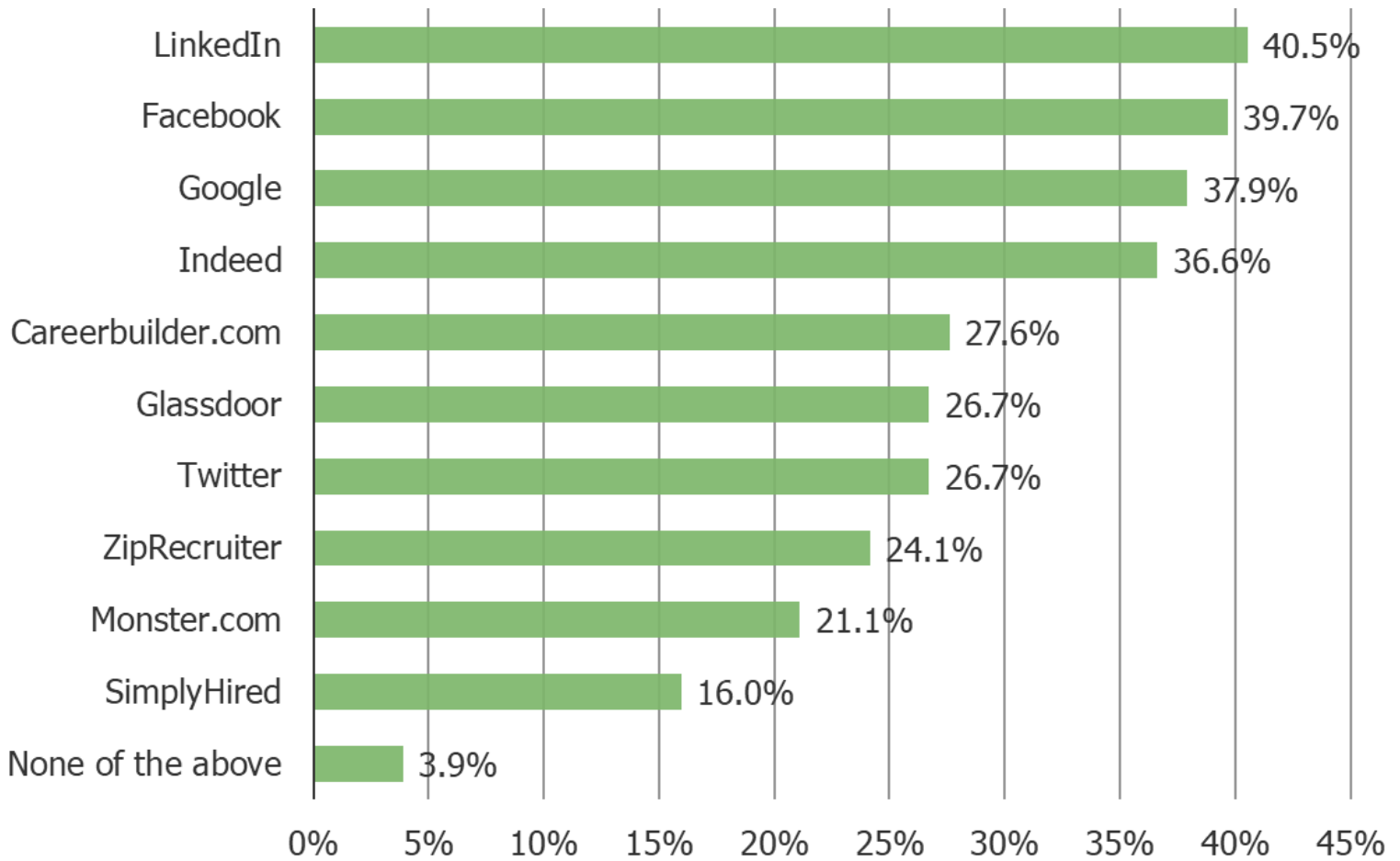
DO YOU EXPECT SPEND ON DIGITAL RECRUITING CATEGORIES TO CHANGE GOING FORWARD? (IE. JOB BOARDS, CAREER WEBSITES, SOCIAL RECRUITING, MOBILE RECRUITING, ONLINE ASSESSMENT, ETC.)

Posed to respondents who work in HR, job function involves recruiting/hiring, and have visibility into company recruiting budget and services being used.



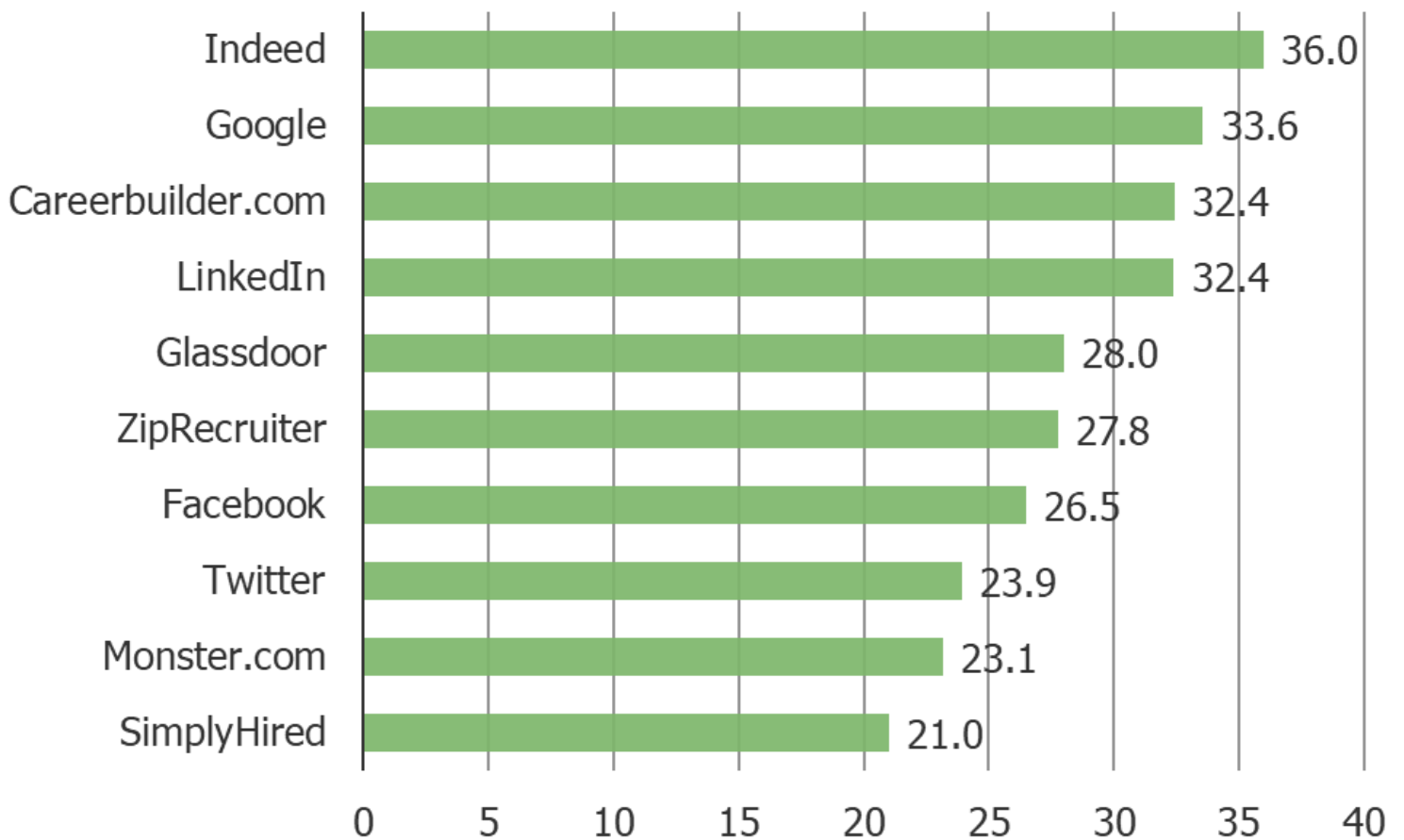
DOES YOUR COMPANY CURRENTLY PAY TO USE ANY OF THE FOLLOWING FOR RECRUITING PURPOSES?
(SELECT ALL THAT APPLY)

Posed to respondents who work in HR, job function involves recruiting/hiring, and have visibility into company recruiting budget and services being used.



WHAT PERCENTAGE OF YOUR TOTAL DIGITAL RECRUITING SPEND GOES TO EACH OF THE FOLLOWING?
(PLEASE MAKE SURE THE PERCENTAGES ADD UP TO 100)

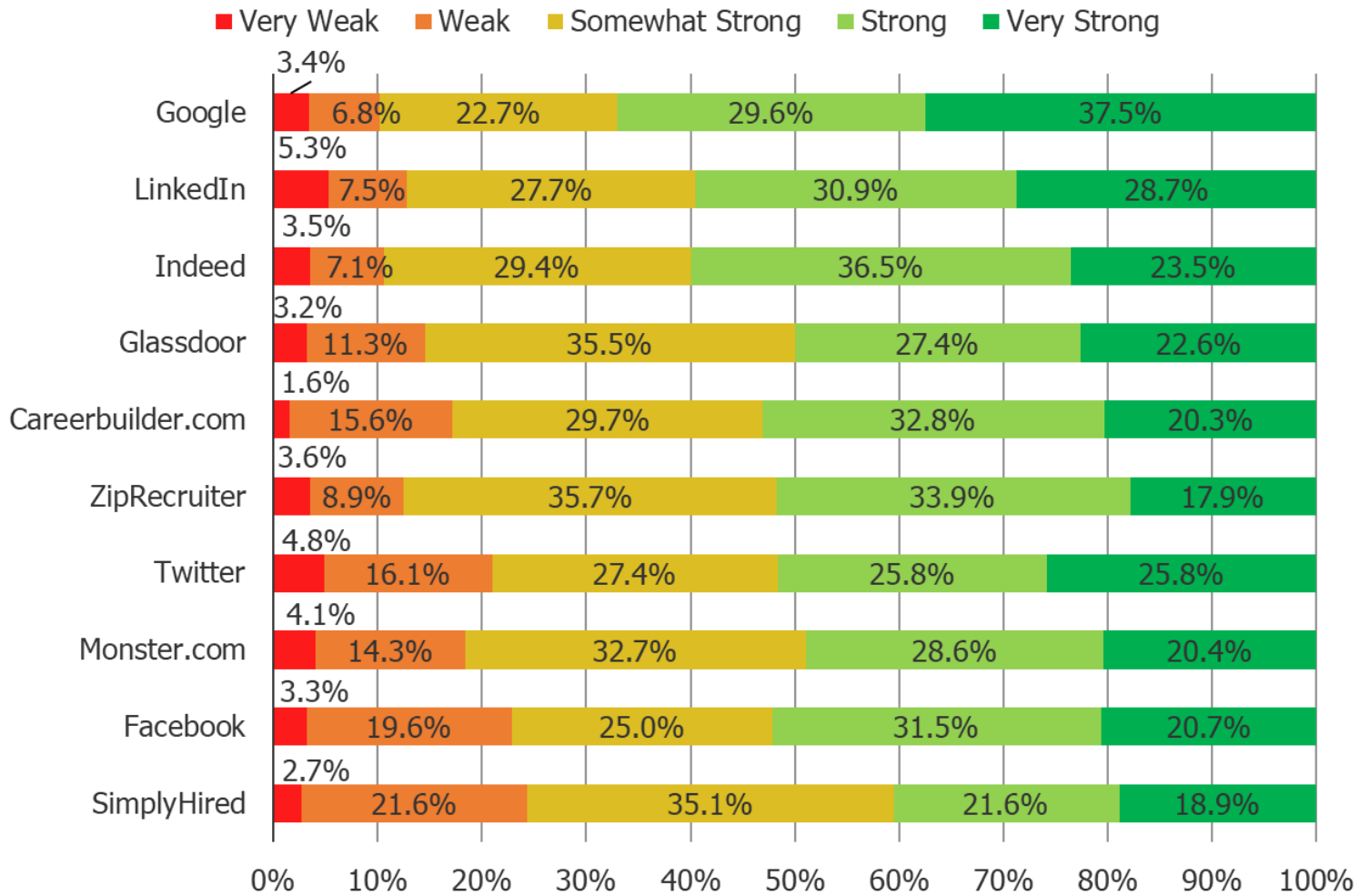
Respondents were shown platforms they said they currently pay to use for recruiting purposes.



B2B RECRUITING

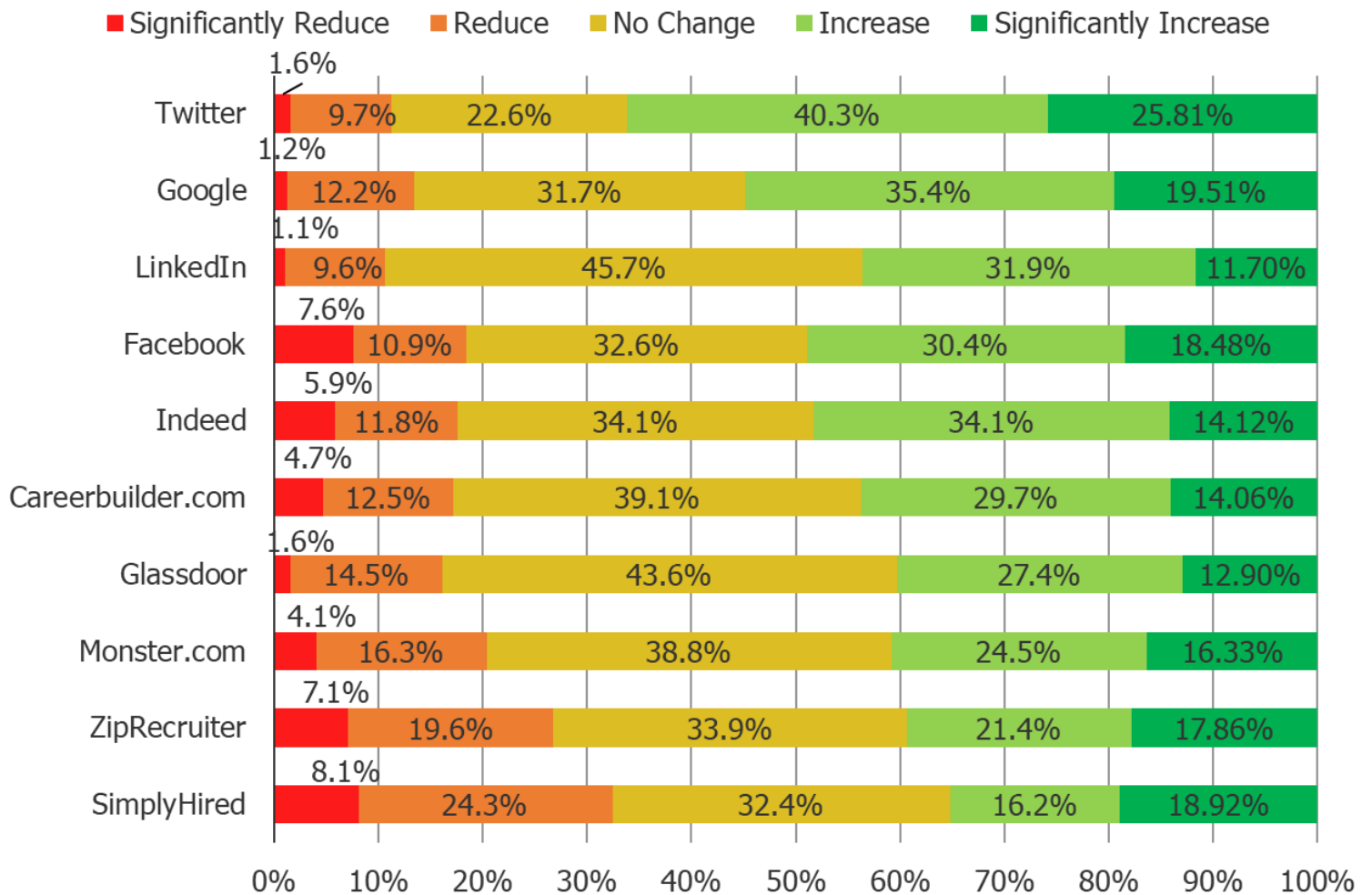
HOW DO YOU RATE THE FOLLOWING WHEN IT COMES TO RETURN ON INVESTMENT (COST PER HIRE, COST PER APPLICATION, ETC)

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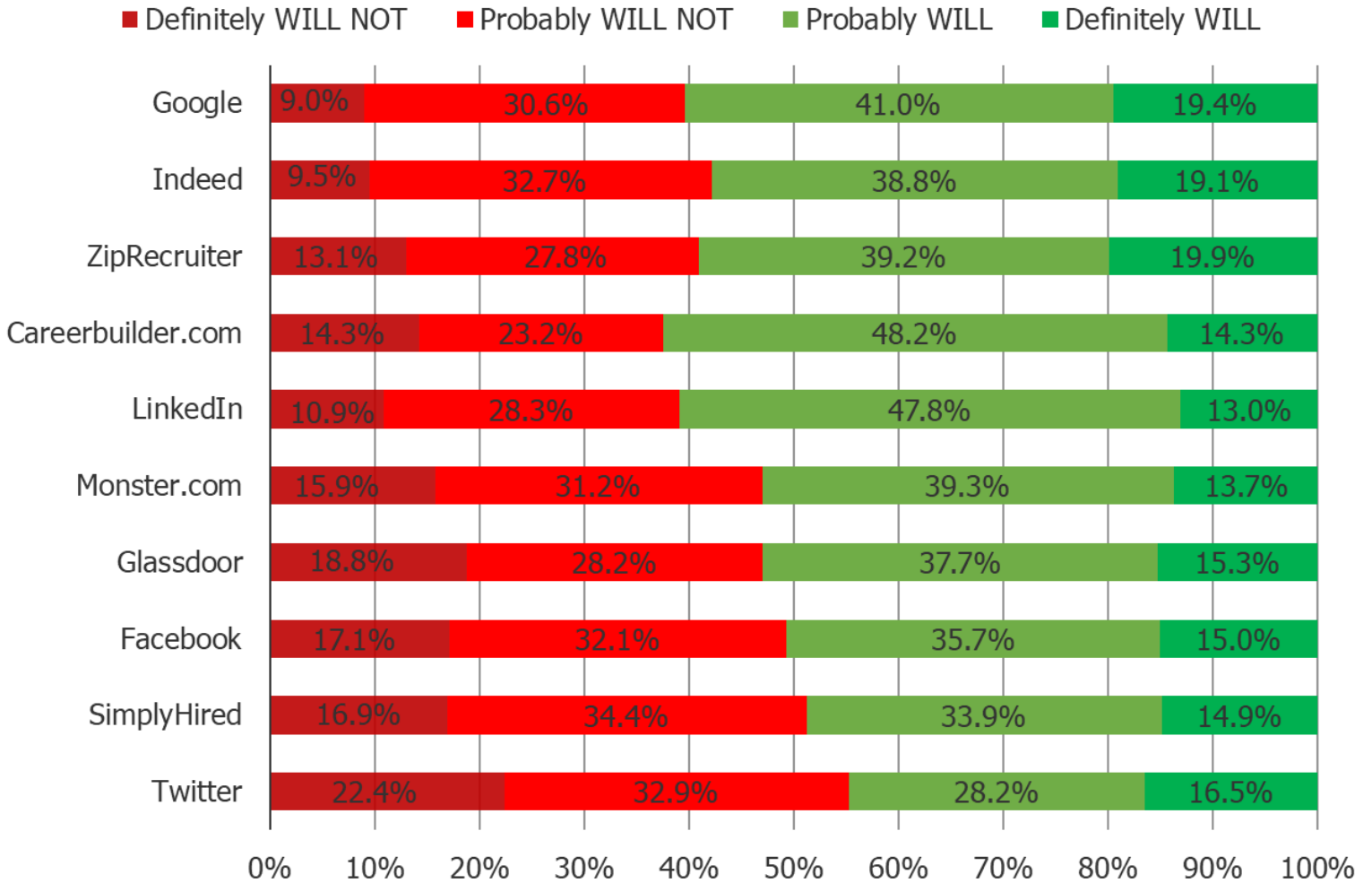
GOING FORWARD, DO YOU EXPECT TO CHANGE HOW MUCH YOU SPEND FOR RECRUITING PURPOSES ON THE FOLLOWING?

Respondents were shown platforms they said they currently pay to use for recruiting purposes.



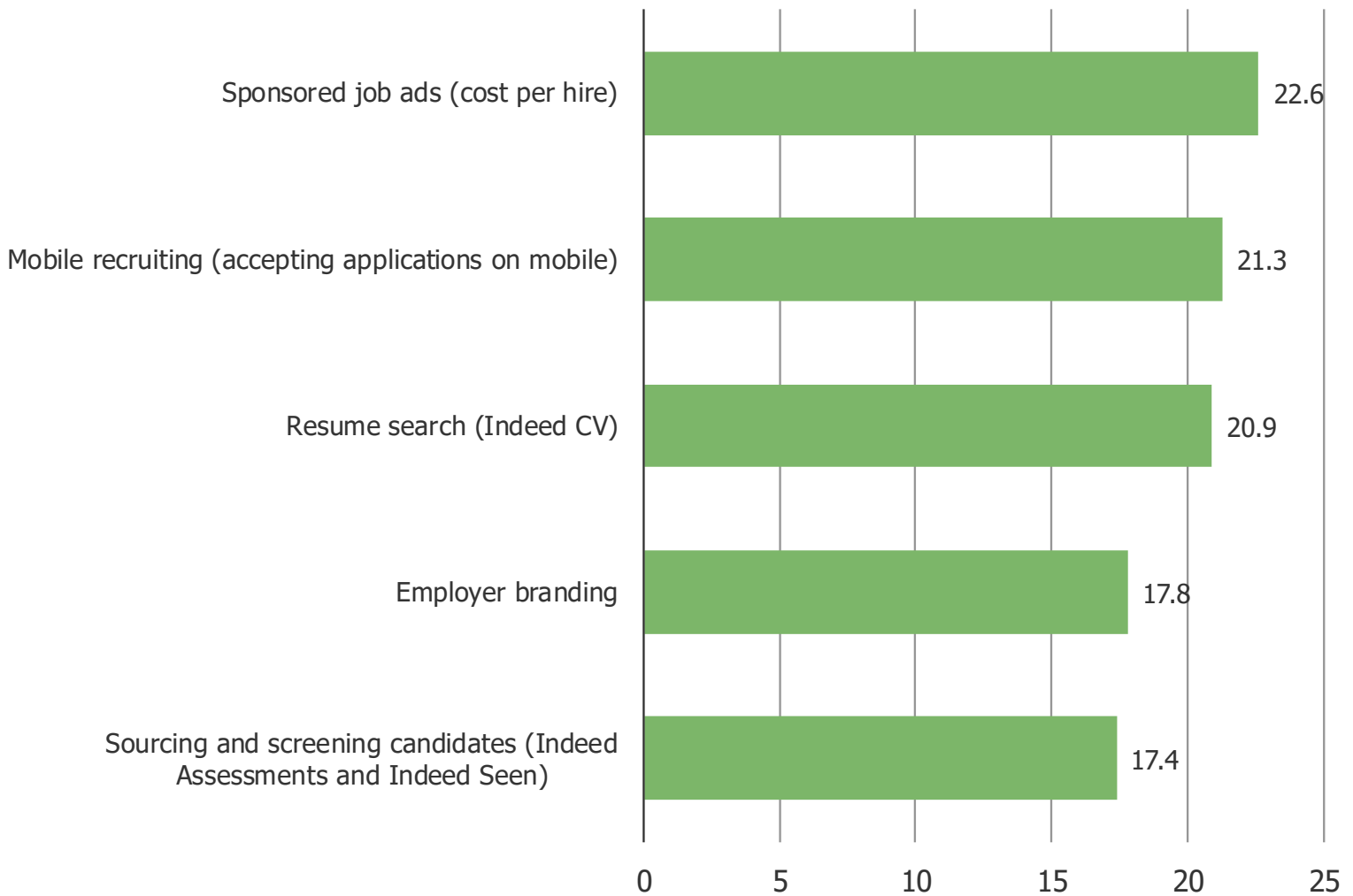
DO YOU PLAN TO TRY OUT USING ANY OF THE FOLLOWING RECRUITING/HIRING IN THE NEXT YEAR?

Posed to respondents whose company does not currently pay to use each of the following for recruiting purposes.



PLEASE BREAKDOWN WHAT PERCENTAGE OF YOUR SPENDING ON INDEED GOES TO THE FOLLOWING BUCKETS? (PLEASE MAKE SURE THE NUMBERS ADD UP TO 100)

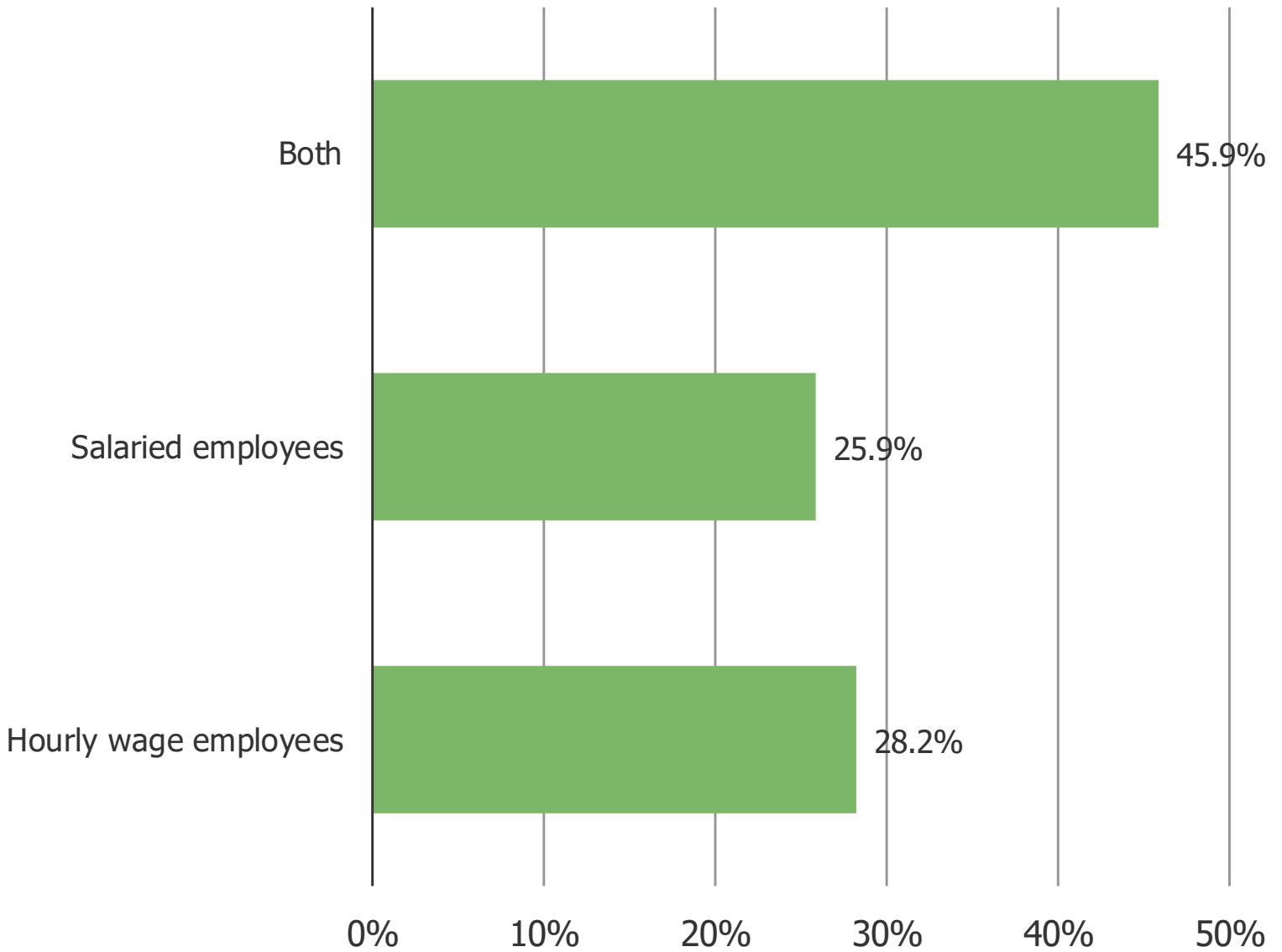
Posed to respondents who currently pay to use Indeed



N=85

ARE YOUR JOB POSTS ON INDEED FOR HOURLY WAGE EMPLOYEES OR SALARIED EMPLOYEES?

Posed to respondents who currently pay to use Indeed

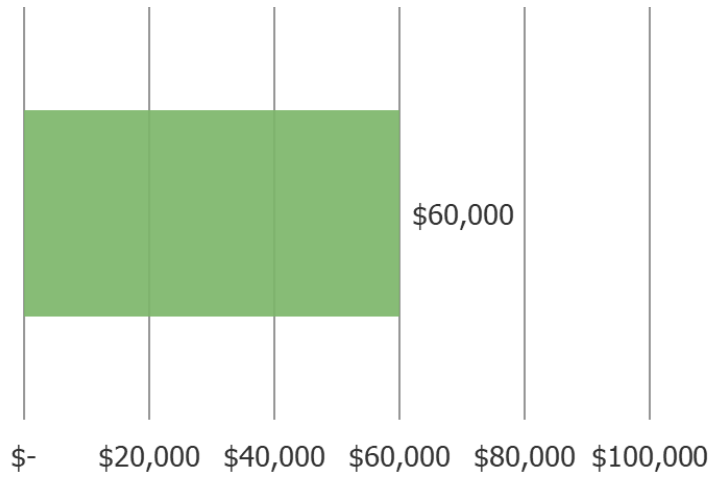


N=85

APPROXIMATELY WHAT IS THE MEDIAN ANNUAL SALARY OF YOUR SALARIED POSTS? (IE. AMOUNT OF MONEY PER YEAR)

Posed to respondents who currently pay to use Indeed

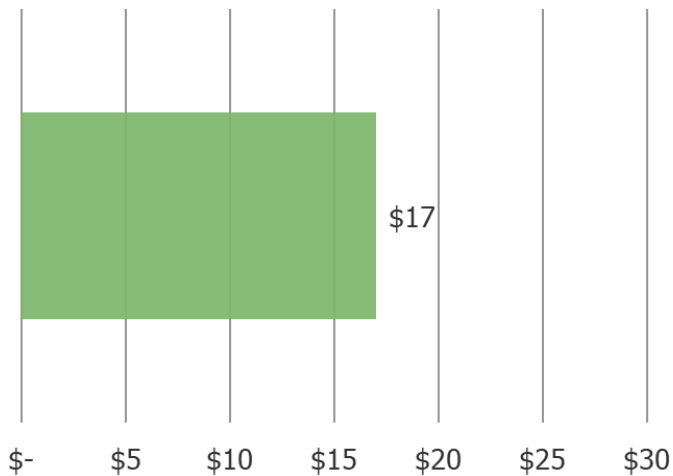
N=63



APPROXIMATELY WHAT IS THE MEDIAN RATE FOR HOURLY JOB POSTS? (IE. AMOUNT OF MONEY PER YEAR)

Posed to respondents who currently pay to use Indeed

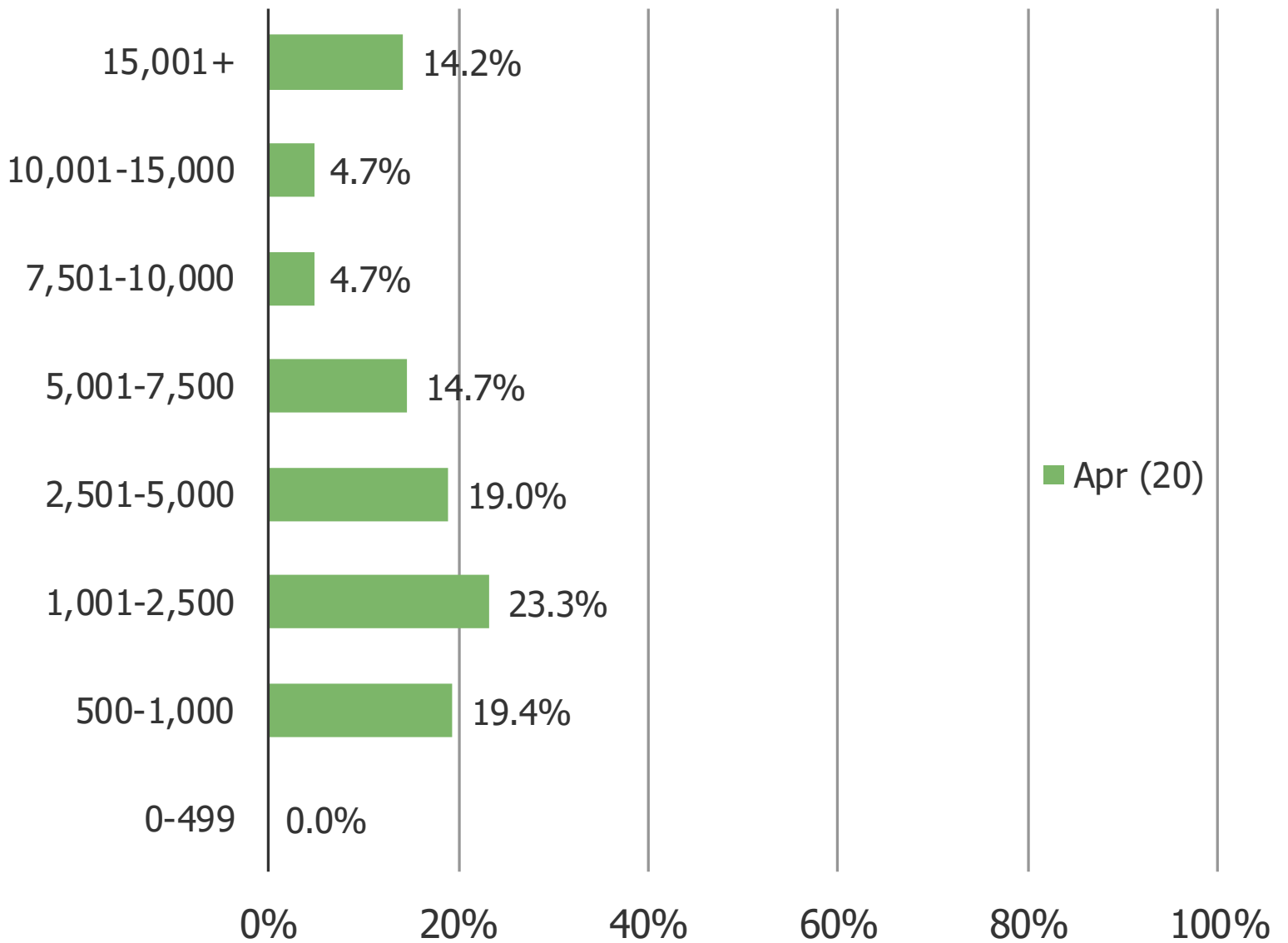
N=61



BACKGROUND

APPROXIMATELY HOW MANY EMPLOYEES ARE AT YOUR ENTERPRISE?

Posed to respondents who work in HR, job function involves recruiting/hiring, and have visibility into or make spending decisions



APPROXIMATELY HOW LARGE IS YOUR COMPANY IN TERMS OF ANNUAL REVENUE?

Posed to respondents who work in HR, job function involves recruiting/hiring, and have visibility into or make spending decisions

