

**Bespoke Market Intelligence**

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# **HR/Recruiting Survey**

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**April 2022**

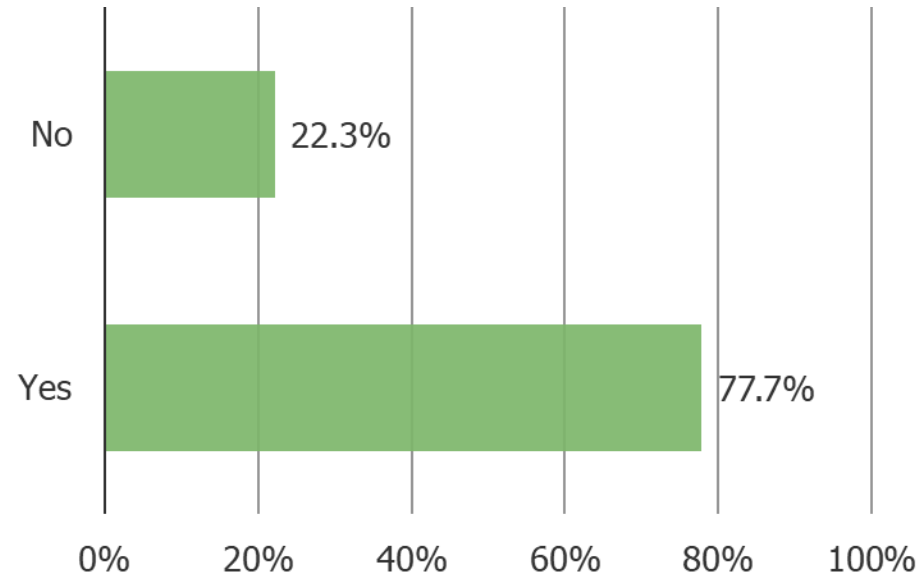
**Audience: 750 B2B Respondents**

- **Management Level, Partner, or Owner of SMB**
- **And/or IT Decision Maker**

## SMB & IT Decision Makers Survey

### Do you have visibility into recruiting and hiring decisions at your company?

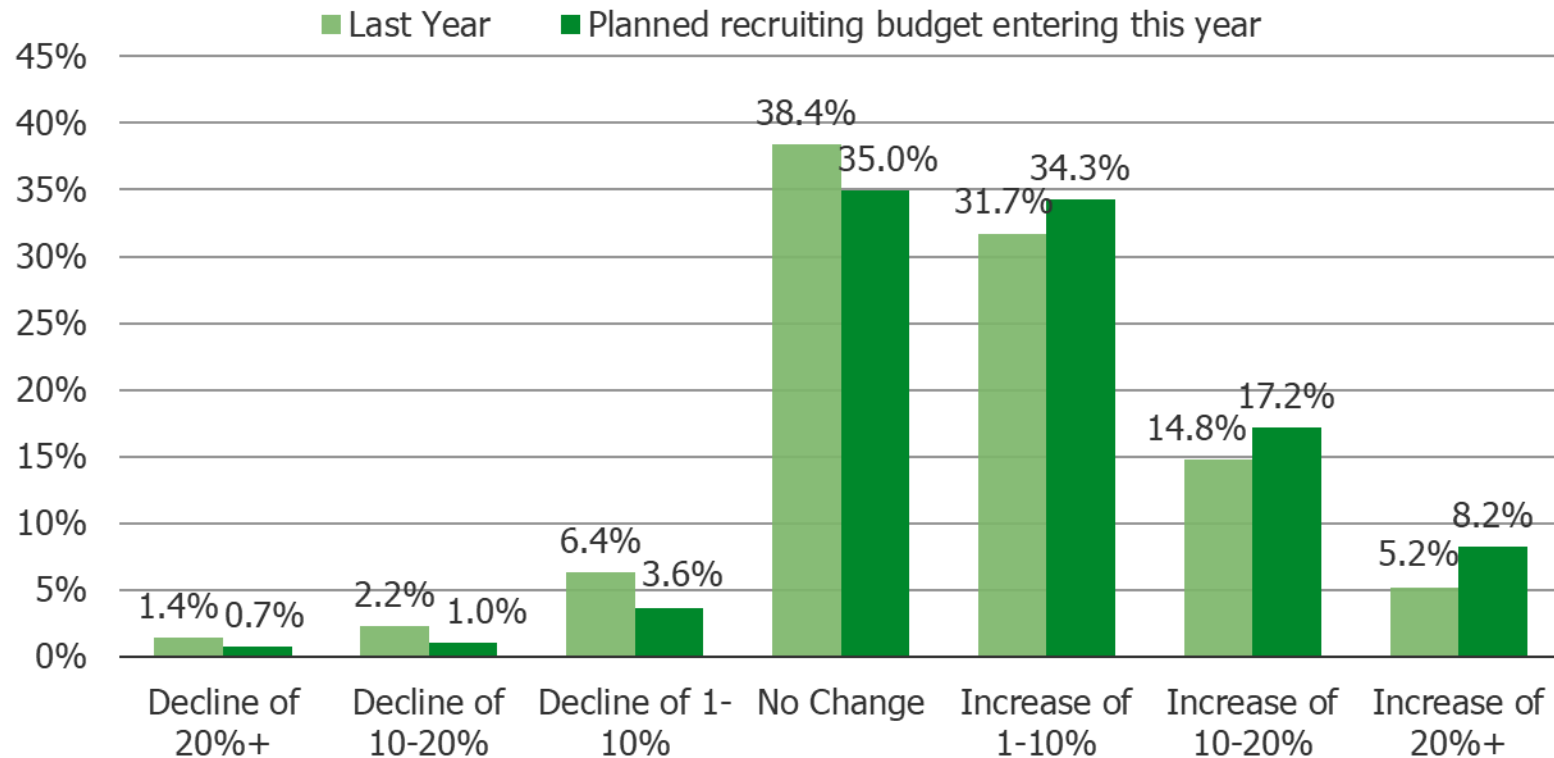
Posed to all respondents. (N=750)



## SMB & IT Decision Makers Survey

### How does your current overall recruiting budget for this year compare to:

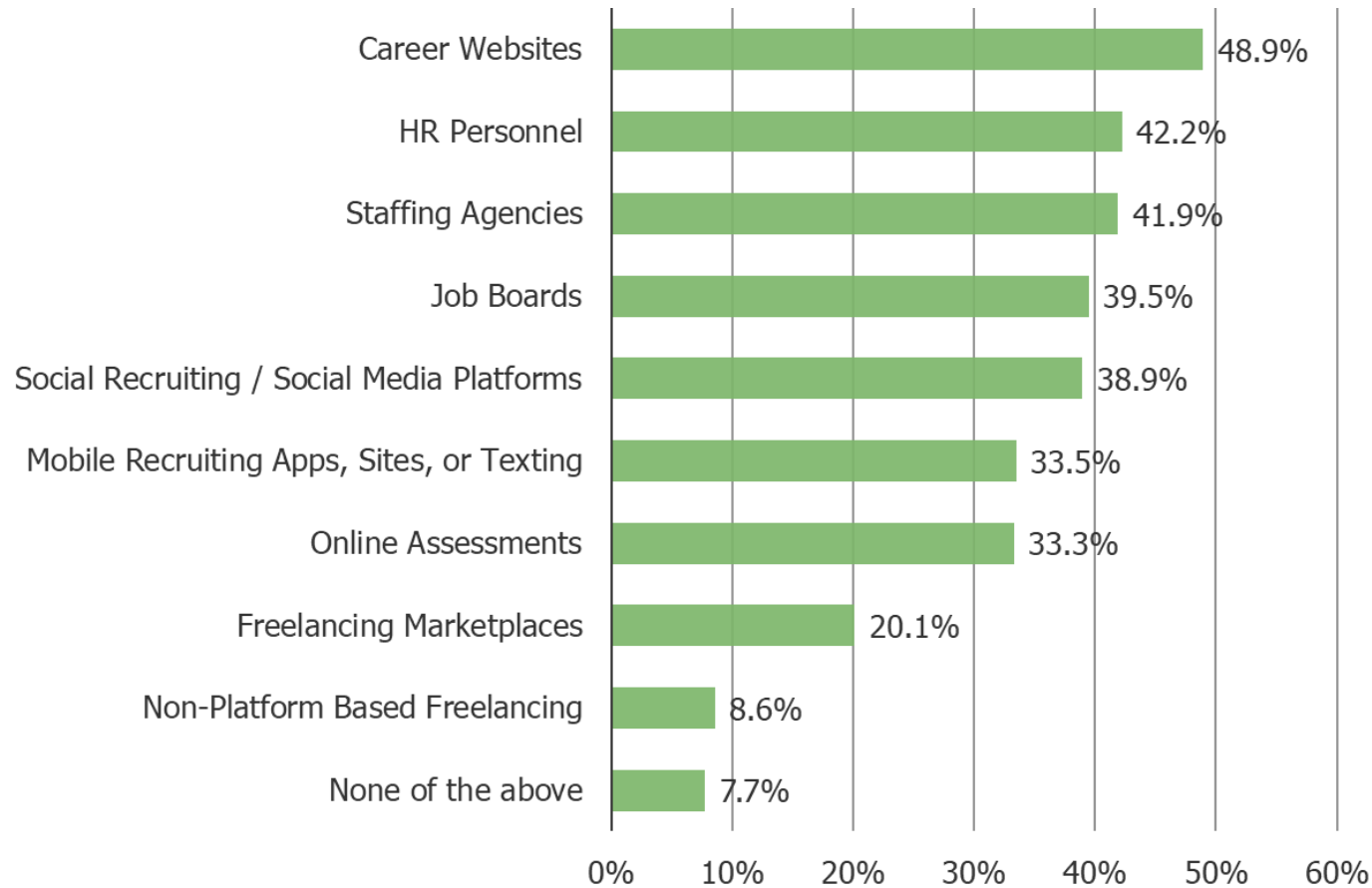
Posed to respondents with visibility into recruiting and hiring decisions at their company. (N=583)



## SMB & IT Decision Makers Survey

### Which of the following is included in your annual recruiting budget? Select ALL that apply

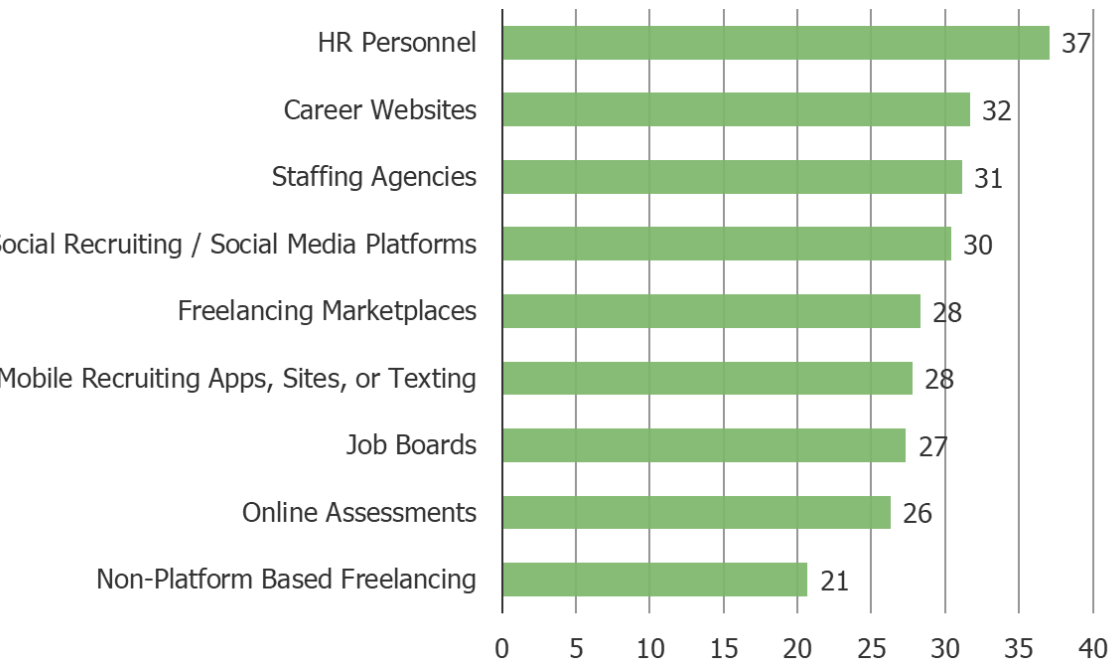
Posed to respondents with visibility into recruiting and hiring decisions at their company. (N=583)



# SMB & IT Decision Makers Survey

**What percentage of your recruiting budget gets spent on the following? Please enter a number for each percentage, but do not include the % symbol.**

Posed to respondents with visibility into recruiting and hiring decisions at their company who said they include the following in their recruiting budget.



	N =
None of the above	45
Non-Platform Based Freelancing	50
Freelancing Marketplaces	117
Online Assessments	194
Mobile Recruiting Apps, Sites, or Texting	195
Social Recruiting / Social Media Platforms	227
Job Boards	230
Staffing Agencies	244
HR Personnel	246
Career Websites	285

How do you expect spend on the following to change this year relative to last year?

Posed to respondents with visibility into recruiting and hiring decisions at their company who said they include the following in their recruiting budget.



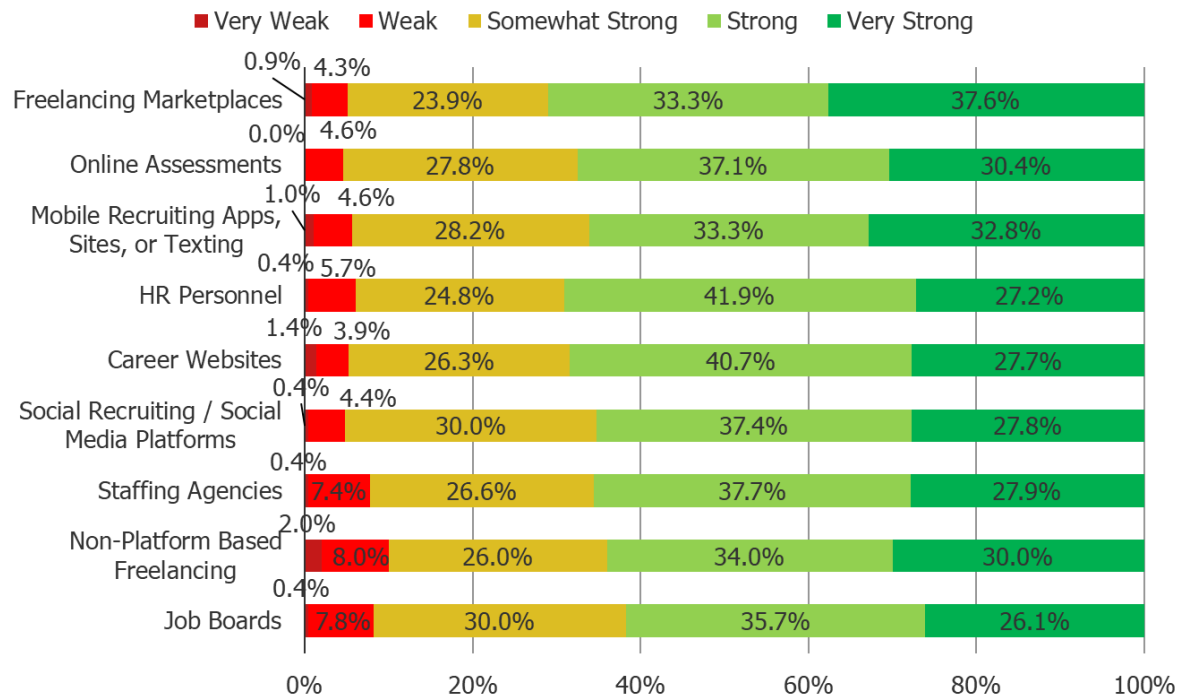
	N =
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Weighted Average Scale:  
1 = Decline of 20%+  
2 = Decline of 10-20%  
3 = Decline of 1-10%  
4 = No change  
5 = Increase of 1-10%  
6 = Increase of 10-20%  
7 = Increase of 20%+

# SMB & IT Decision Makers Survey

## How do you rate the following when it comes to return on investment?

Posed to respondents with visibility into recruiting and hiring decisions at their company who said they include the following in their recruiting budget.

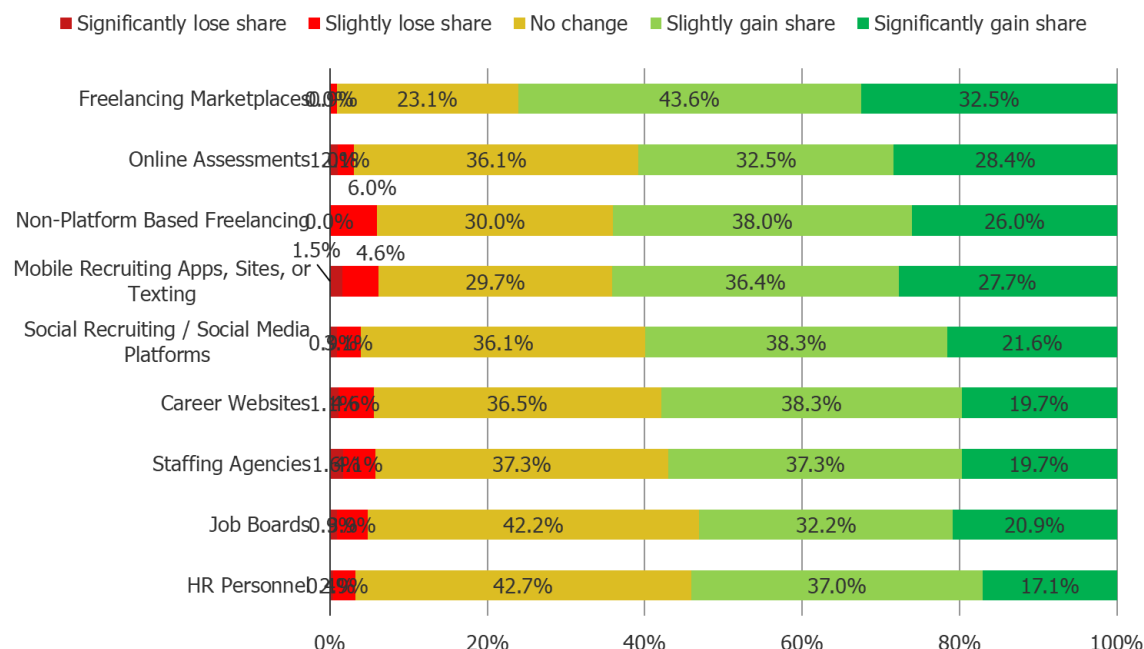


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# SMB & IT Decision Makers Survey

## Going forward, do you expect the following to gain or lose share of your recruiting budget?

Posed to respondents with visibility into recruiting and hiring decisions at their company who said they include the following in their recruiting budget.



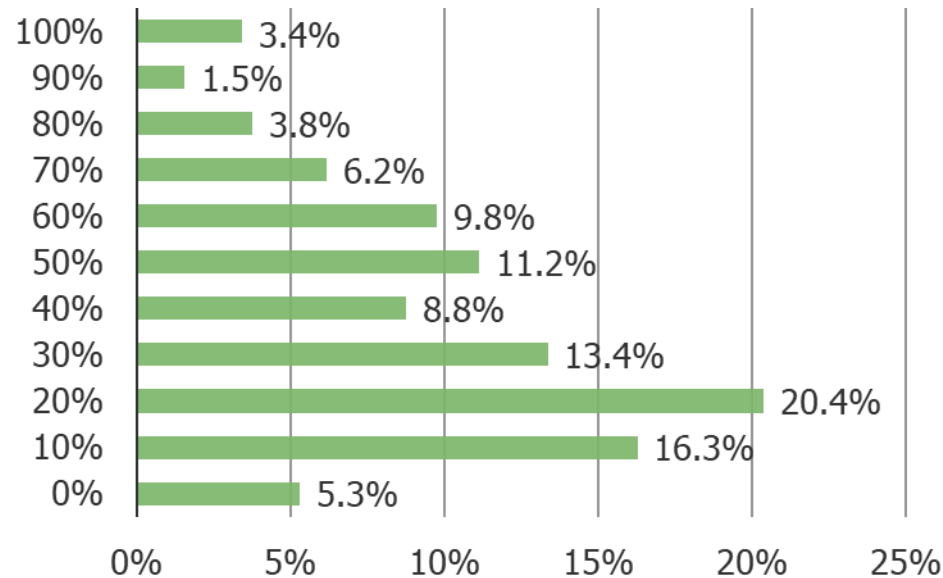
	N =
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## SMB & IT Decision Makers Survey

**What percentage of your budget is spent on digital categories (ie, job boards, career websites, social recruiting, mobile recruiting, online assessments, freelance marketplaces, etc)**

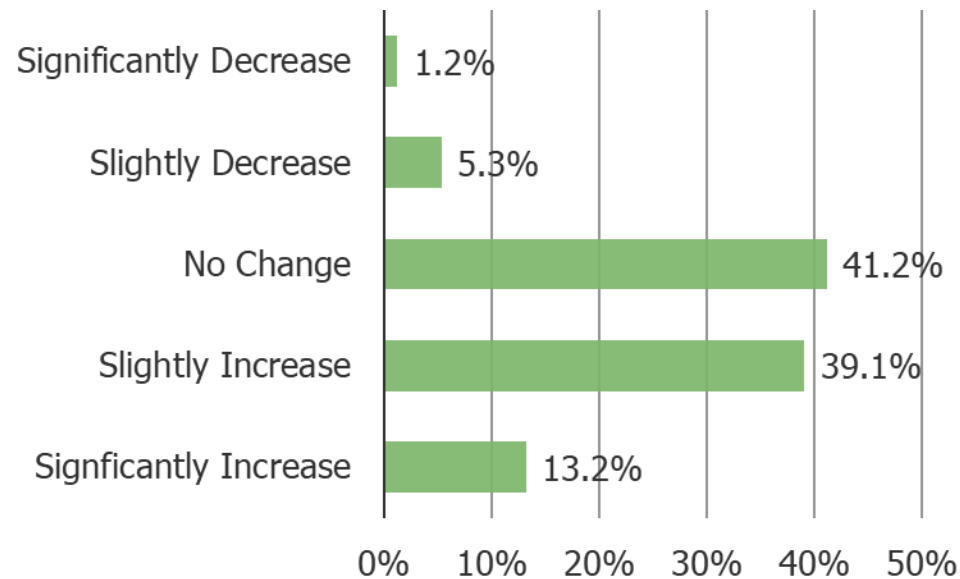
Posed to respondents with visibility into recruiting and hiring decisions at their company. (N=583)



## SMB & IT Decision Makers Survey

**Do you expect spend on digital recruiting categories to change going forward? (ie, job boards, career websites, social recruiting, mobile recruiting, online assessments, freelance marketplaces, etc)**

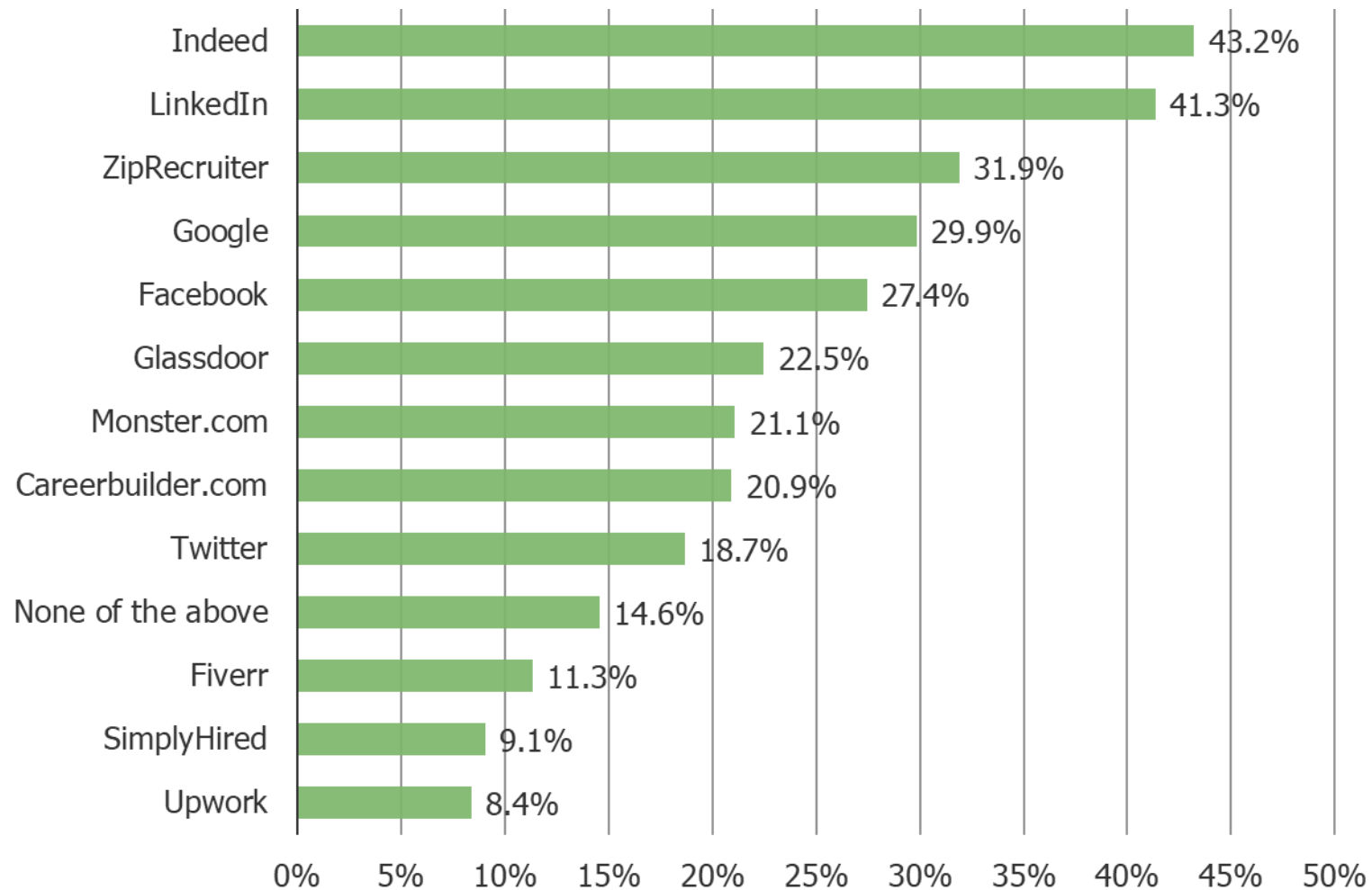
Posed to respondents with visibility into recruiting and hiring decisions at their company. (N=583)



## SMB & IT Decision Makers Survey

**Does your company currently pay to use any of the following for recruiting purposes? Select ALL that apply**

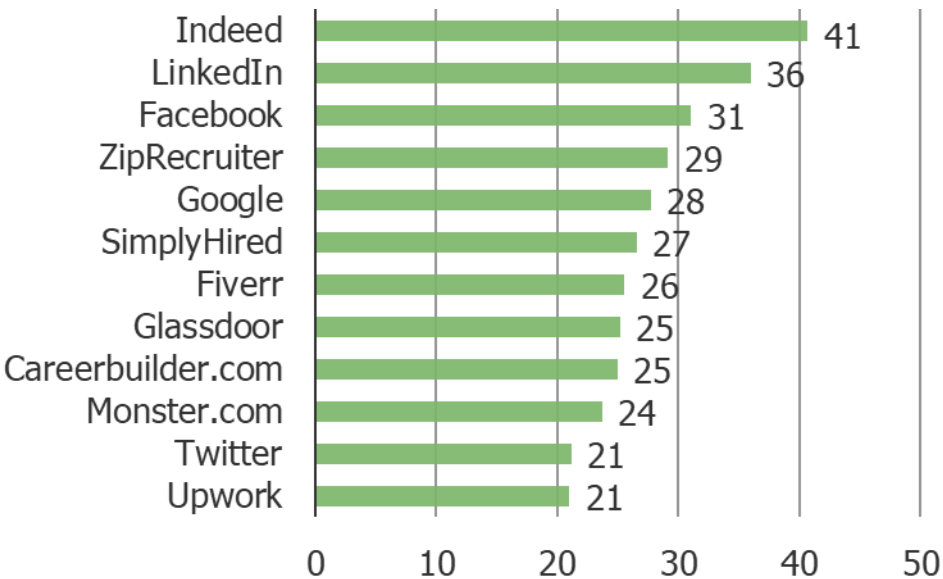
Posed to respondents with visibility into recruiting and hiring decisions at their company. (N=583)



# SMB & IT Decision Makers Survey

**What percentage of your total digital recruiting budget gets spent on the following? Please enter a number for each percentage, but do not include the % symbol. Please make sure the numbers add up to 100.**

Posed to respondents with visibility into recruiting and hiring decisions at their company who said they currently pay to use each of the following.

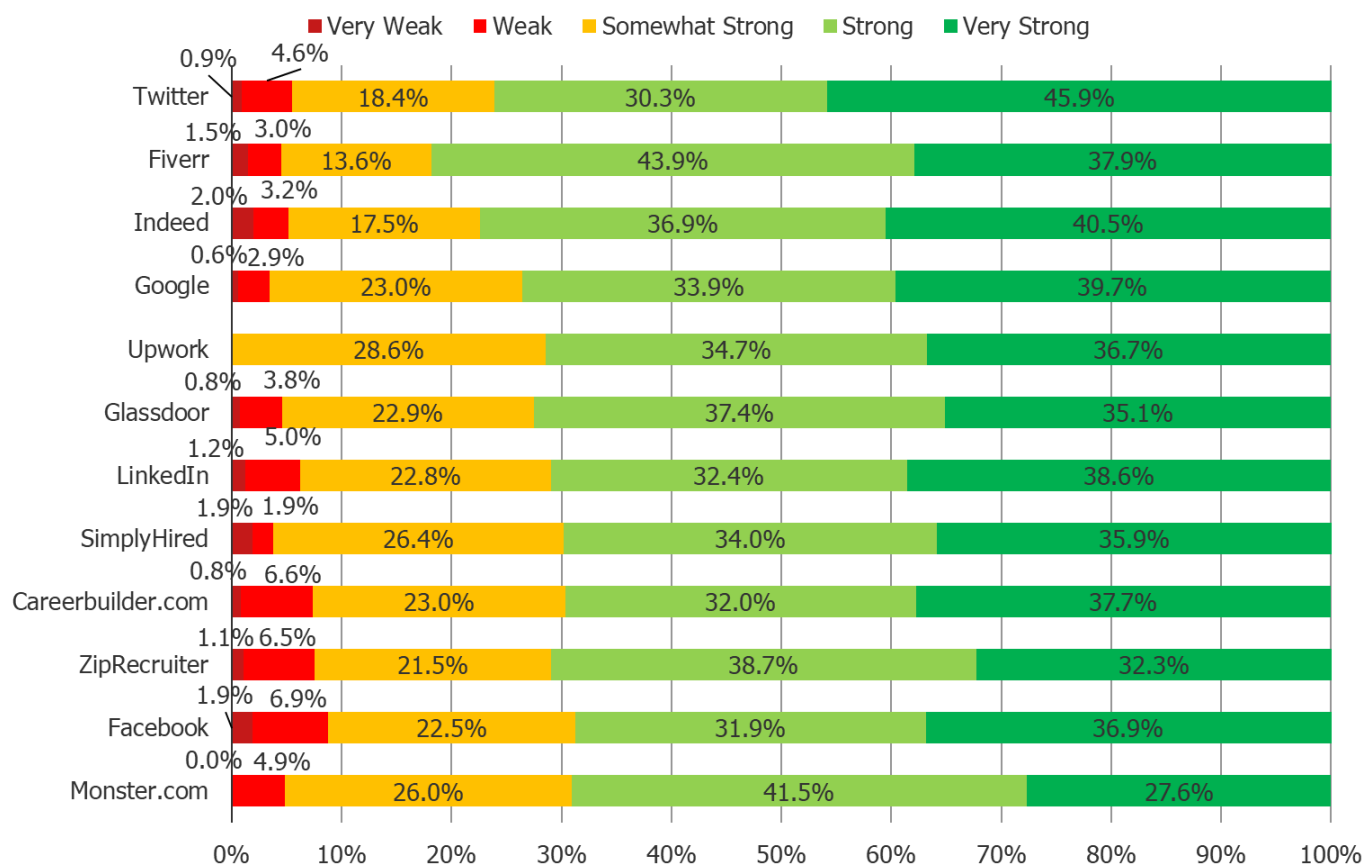


	N =
Upwork	49
Twitter	109
Monster.com	123
Careerbuilder.com	122
Glassdoor	131
Fiverr	66
SimplyHired	53
Google	174
ZipRecruiter	186
Facebook	160
LinkedIn	241
Indeed	252

# SMB & IT Decision Makers Survey

## How do you rate the following when it comes to return on investment?

Posed to respondents with visibility into recruiting and hiring decisions at their company who said they currently pay to use each of the following.

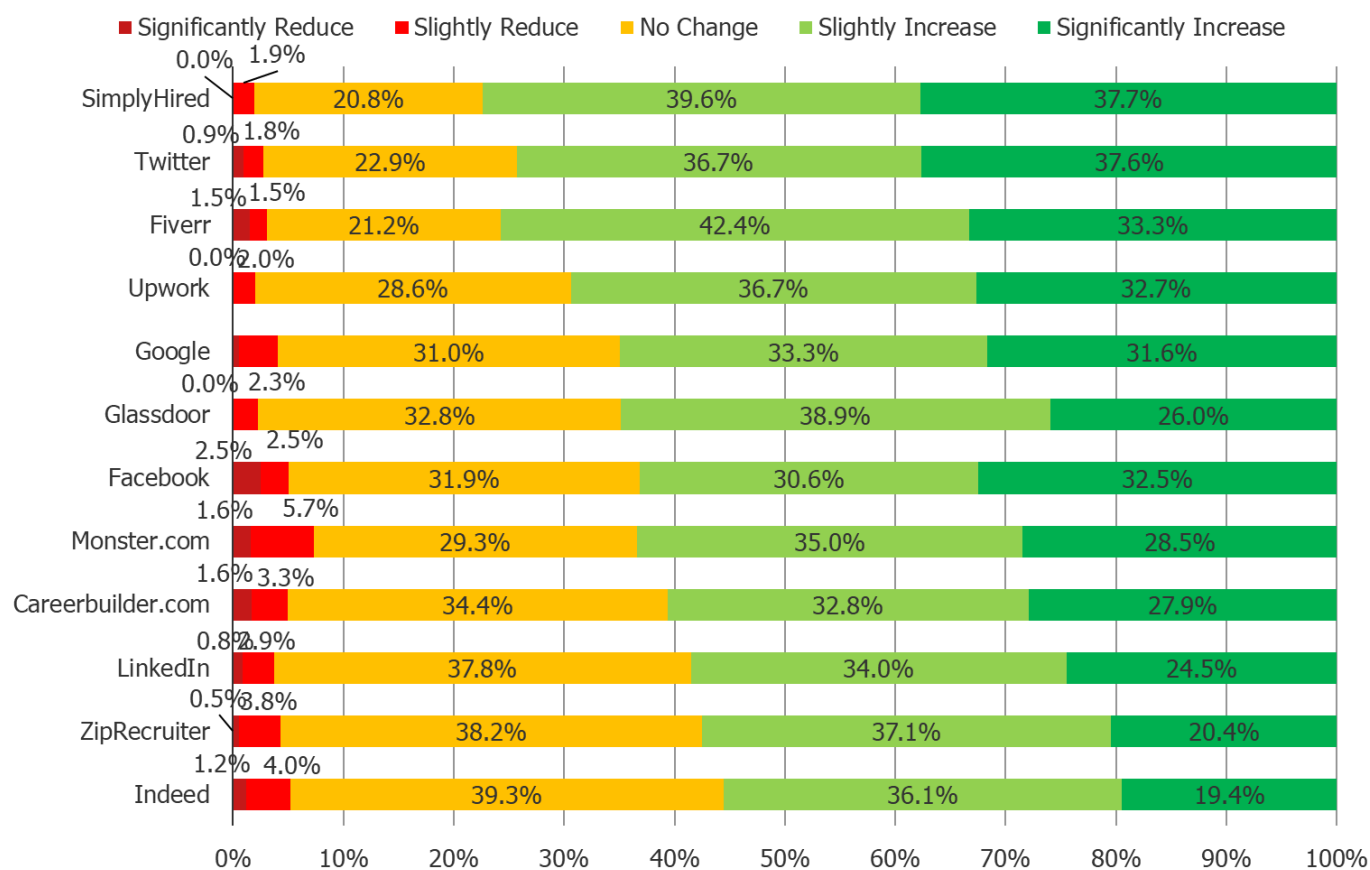


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ZipRecruiter	186
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LinkedIn	241
Indeed	252

## SMB & IT Decision Makers Survey

### Going forward, do you expect to change how much you spend for recruiting purposes on the following?

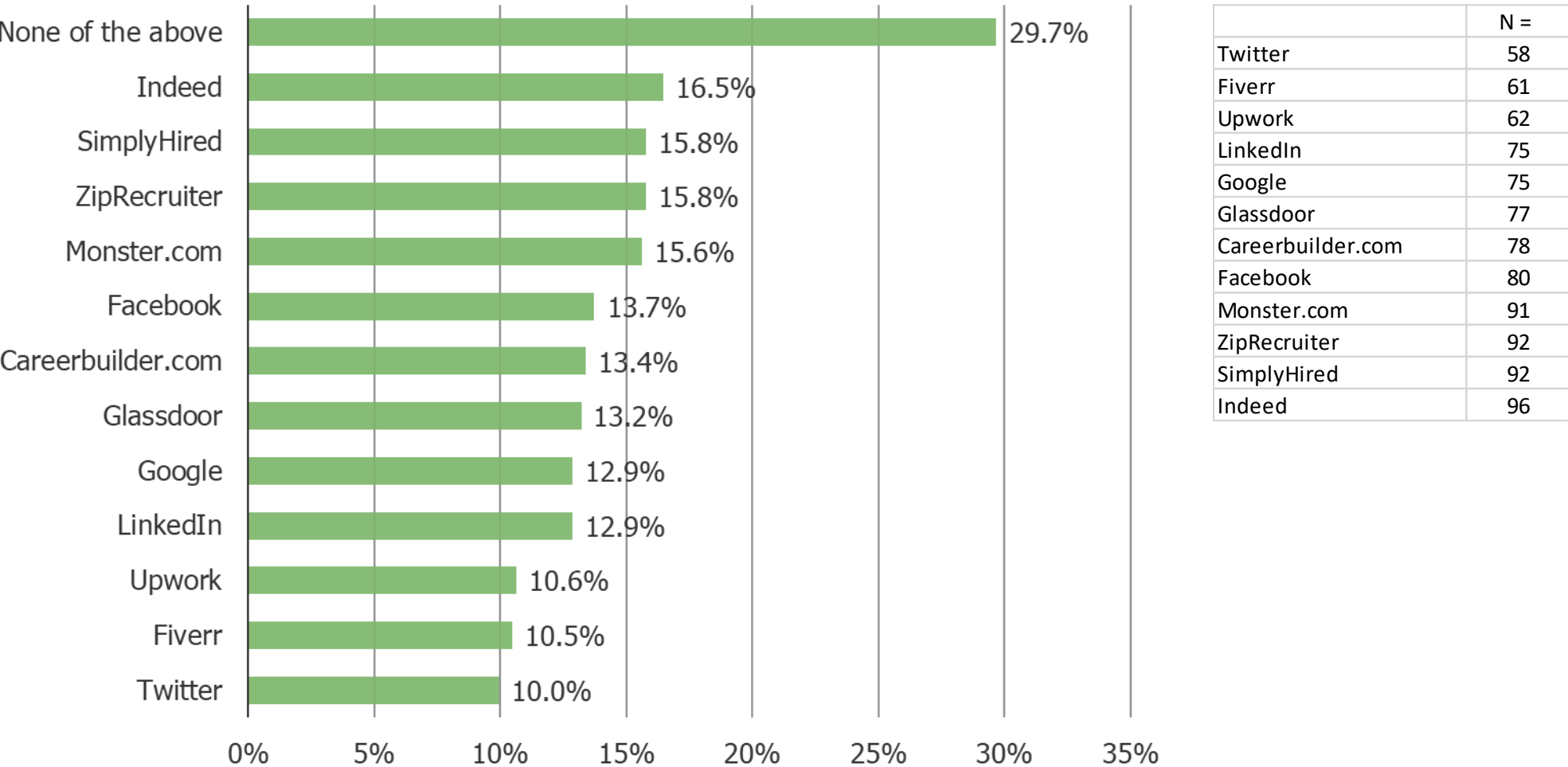
Posed to respondents with visibility into recruiting and hiring decisions at their company who said they currently pay to use each of the following.



	N =
Upwork	49
Twitter	109
Monster.com	123
Careerbuilder.com	122
Glassdoor	131
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Google	174
ZipRecruiter	186
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LinkedIn	241
Indeed	252

Do you plan to try out using any of the following for recruiting / hiring in the next year?

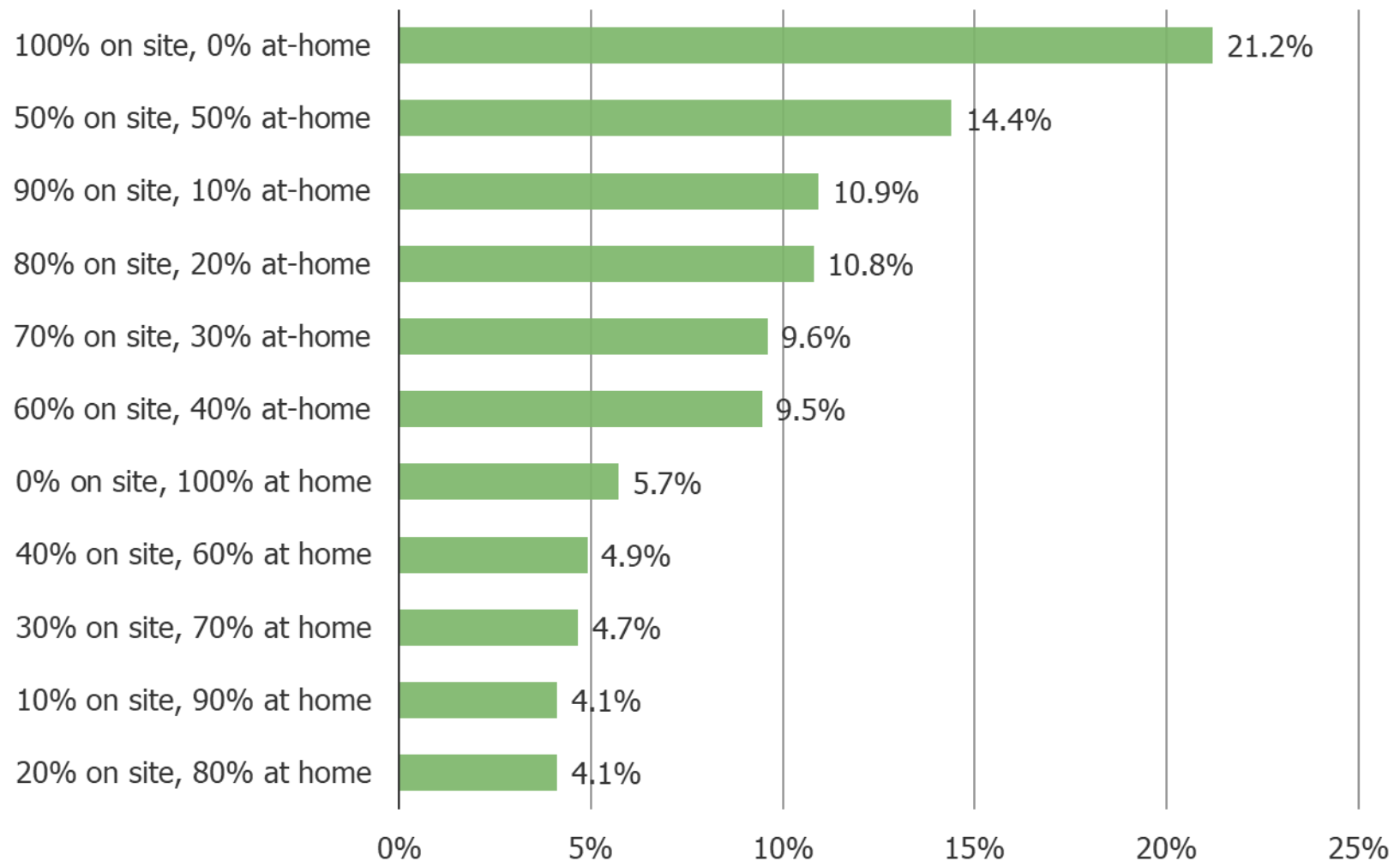
Posed to respondents with visibility into recruiting and hiring decisions at their company who said they DO NOT use each of the following.



## SMB & IT Decision Makers Survey

### Approximately what portion of your companies work force is working from home currently vs. in-person at a business location?

Posed to all respondents. (N=750)

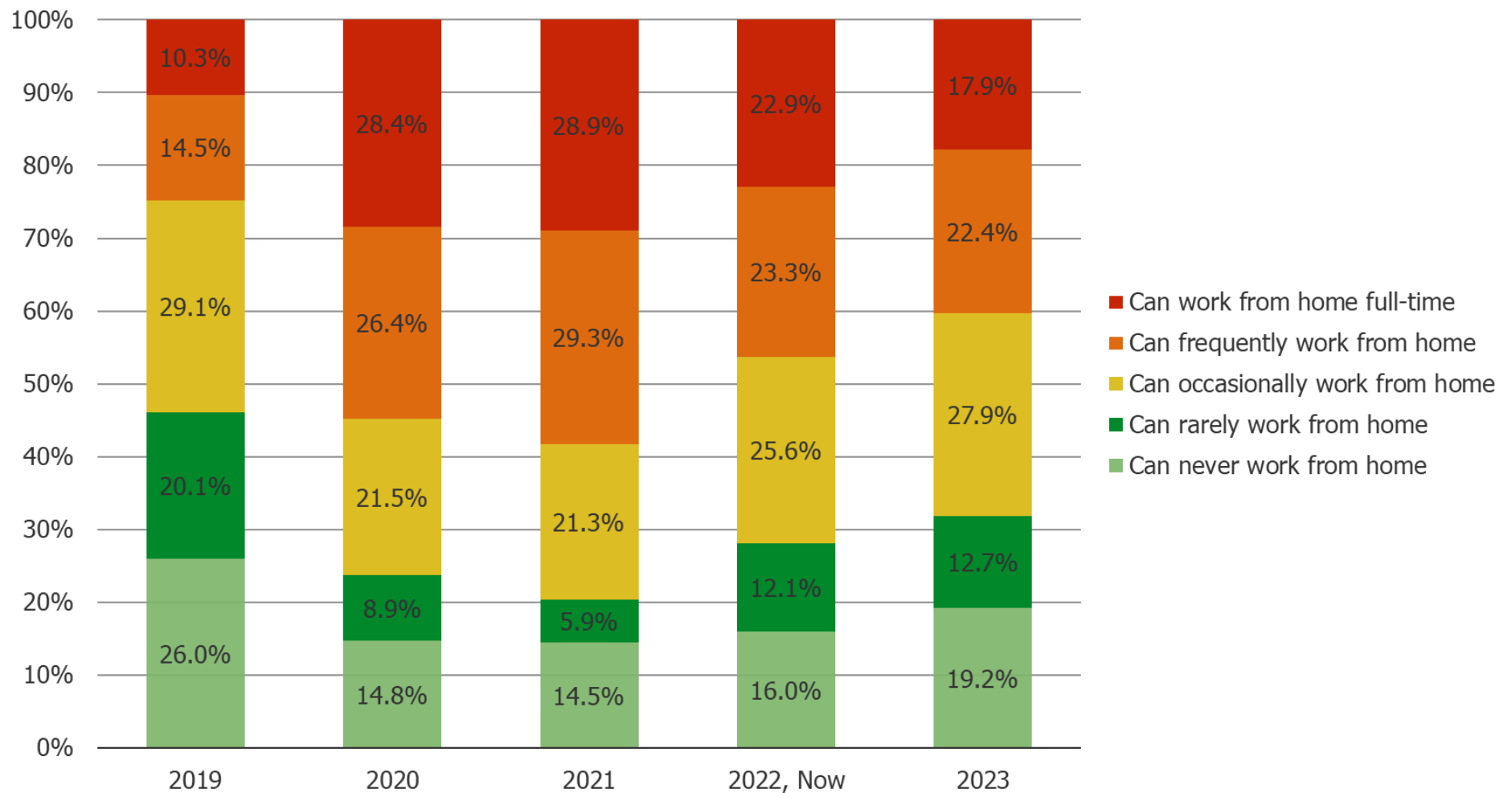




## SMB & IT Decision Makers Survey

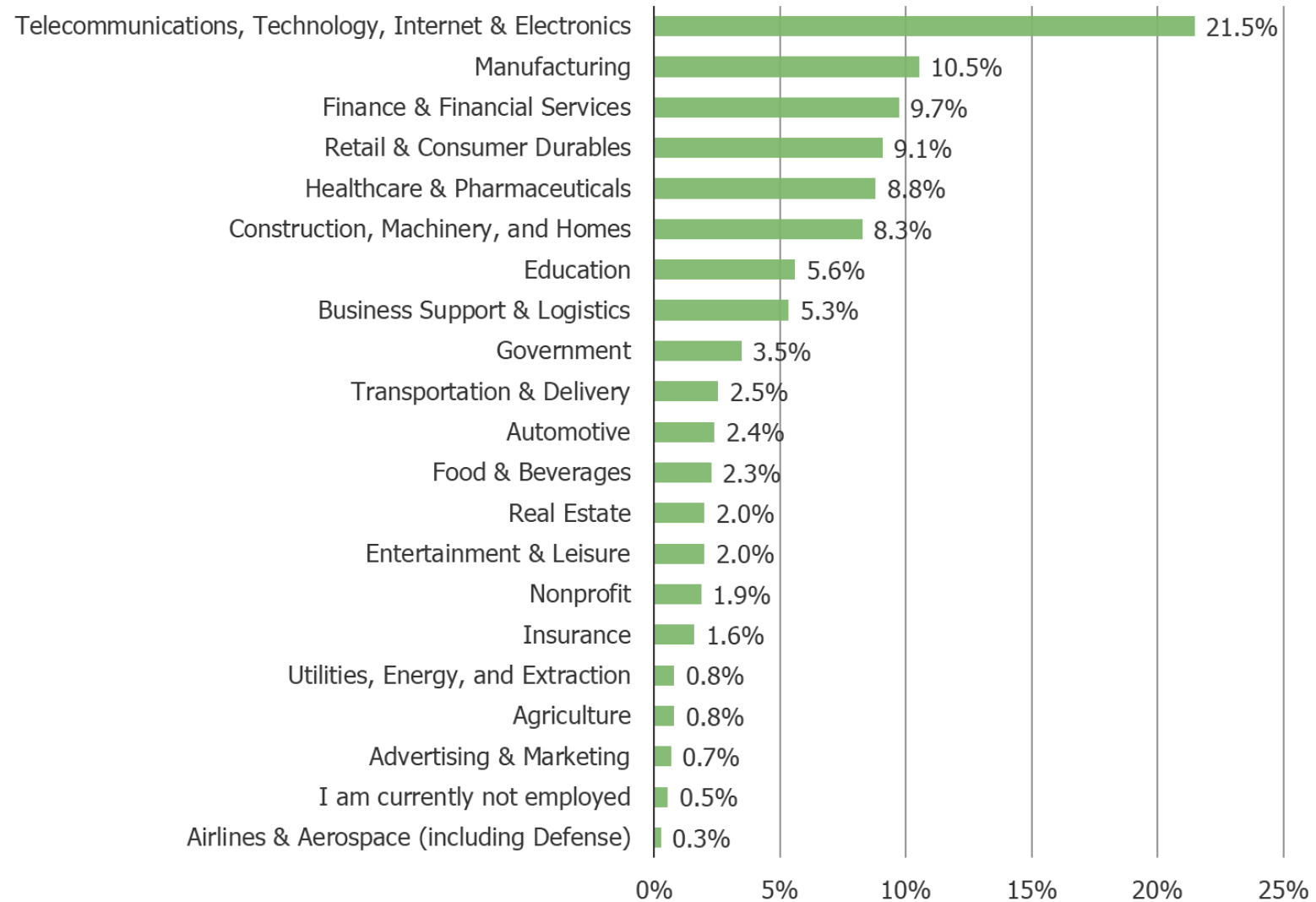
**Please assess work-from-home flexibility offered by your company during the following periods...Employees...**

Posed to all respondents. (N=750)



### Which of the following best describes the principal industry of your organization?

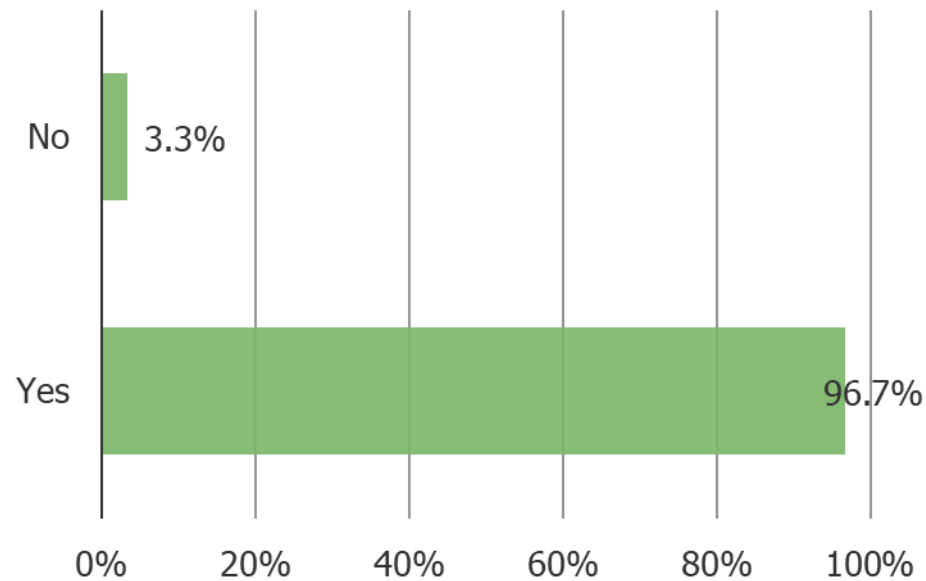
Posed to all respondents. (N=750)



## SMB & IT Decision Makers Survey

**Within your company, do you have decision making authority when it comes to IT software and services that your company pays to use?**

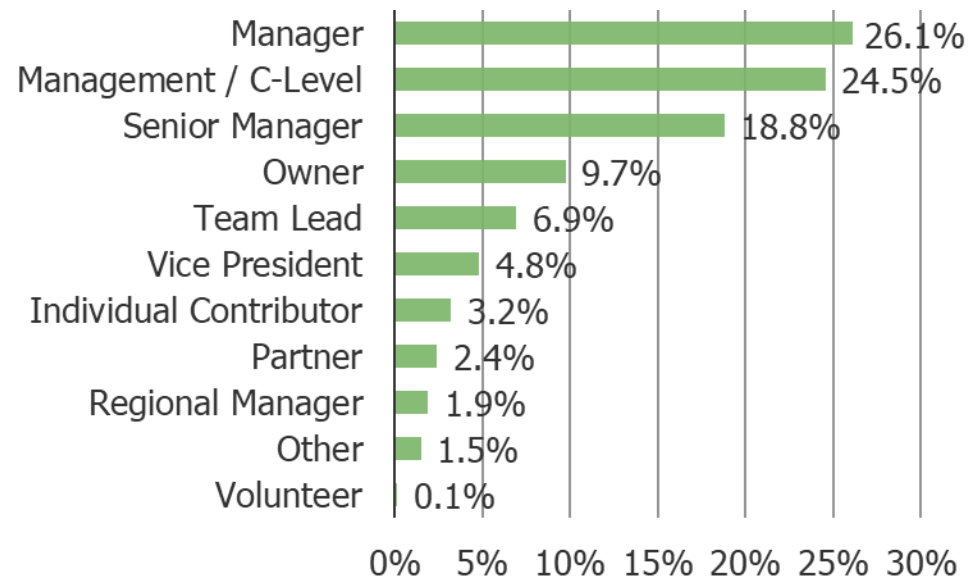
Posed to all respondents. (N=750)



## SMB & IT Decision Makers Survey

### What is your job role?

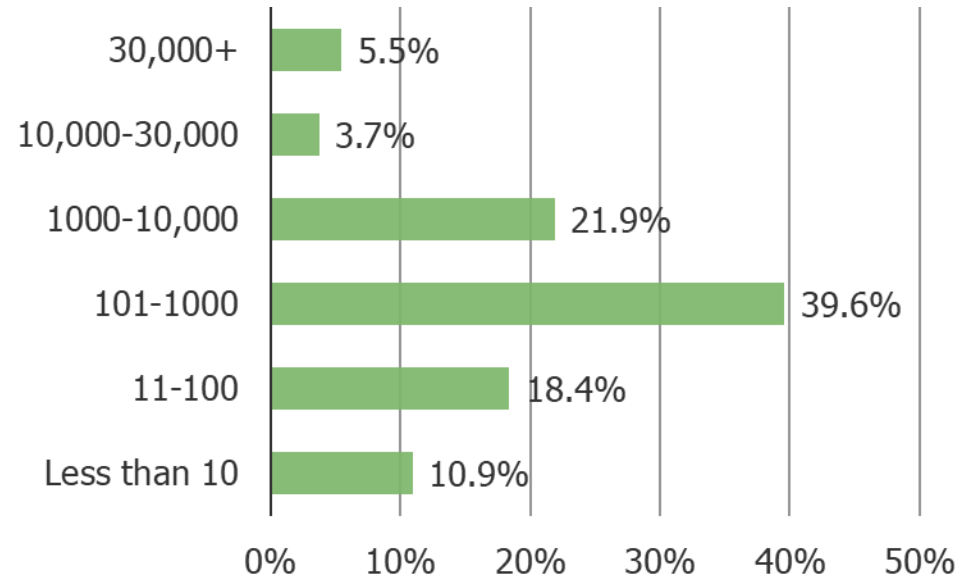
Posed to all respondents. (N=750)



## SMB & IT Decision Makers Survey

### How many employees are there at your company?

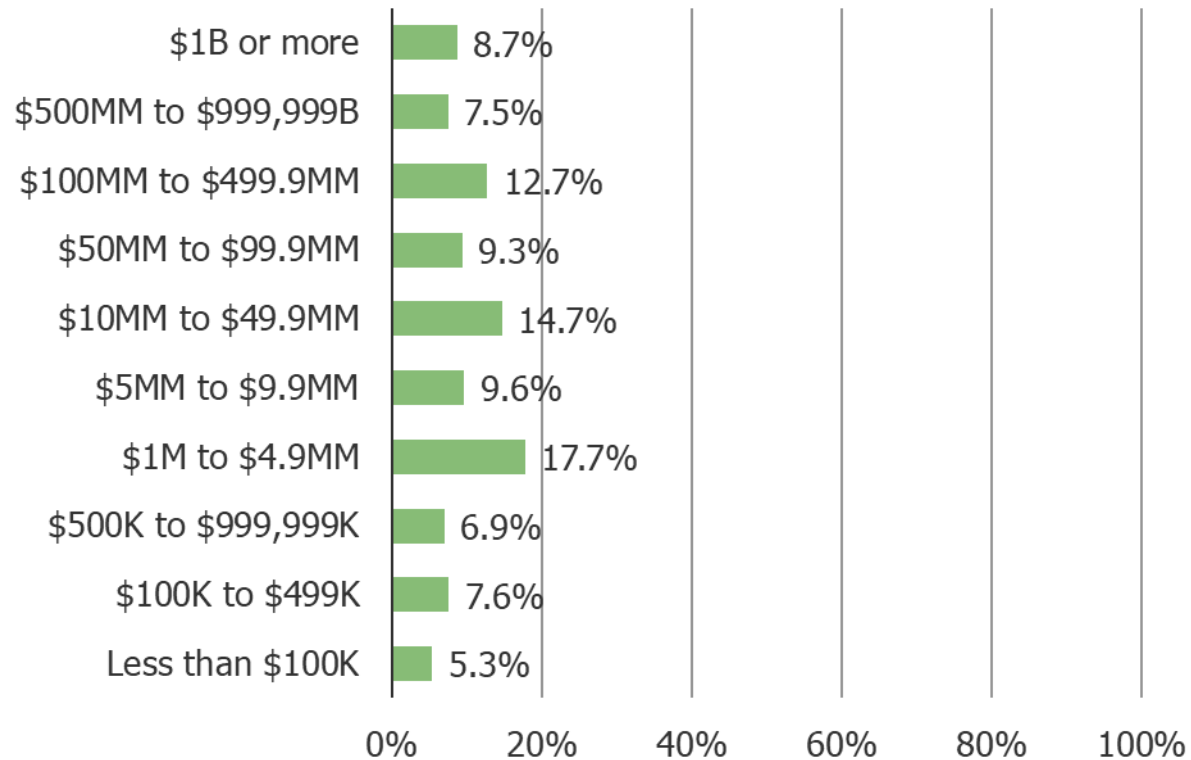
Posed to all respondents. (N=750)



## SMB & IT Decision Makers Survey

### What is your company's annual revenue?

Posed to all respondents. (N=750)



## SMB & IT Decision Makers Survey

### Do you work in any of the following departments? Select ALL that apply

Posed to all respondents. (N=750)

