

Results from the 2010 Mobile Recruiting Survey

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Compiled by
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Survey Structure:

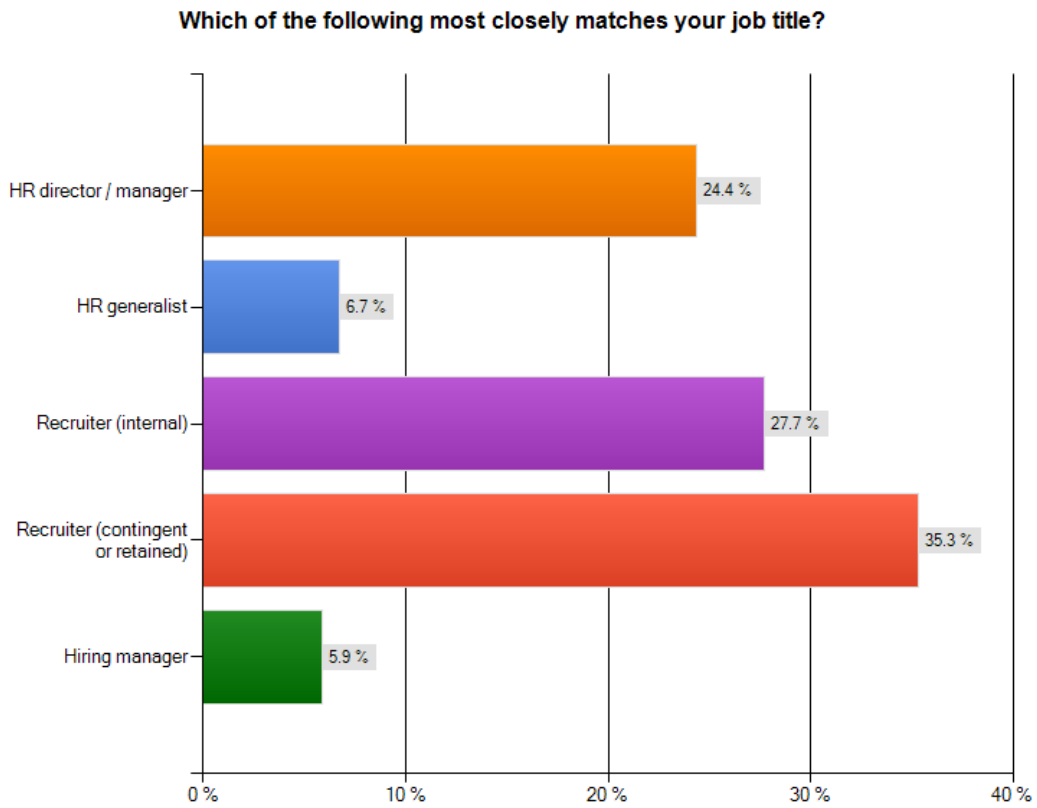
The 2011 Mobile Recruiting Survey was conducted to gather information about how human resources and recruiting professionals are using mobile in their sourcing and hiring efforts. The survey focused primarily on professionals located in the United States and the United Kingdom.

There were a total of 155 responses to the survey. The survey was conducted during December 2010 and January 2011.

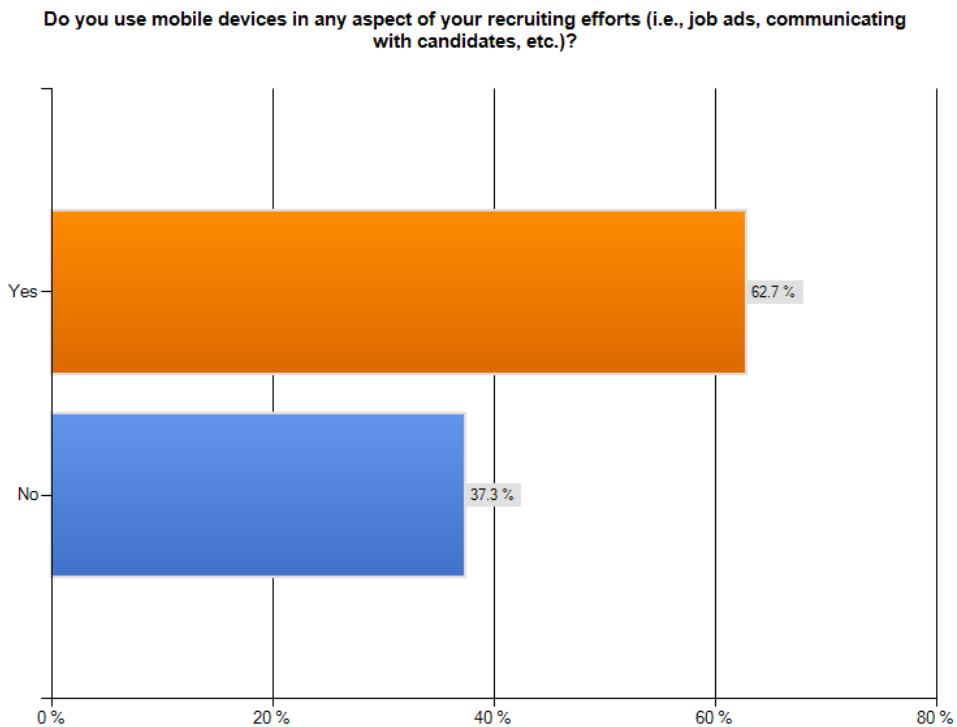
Key Findings:

- Blackberry retains a slim lead in usage over iPhone and Android
- Text communication directly to the candidate is the most common current use of mobile in recruiting
- 40% of respondents have a mobile version of their career site
- 89% are using social media in combination with mobile techniques
- Mobile's 'always on' aspect is most appealing to organizations
- 34% of respondents plan to increase spending on mobile during the coming year – but 37% have no plans to spend on mobile at all
- The biggest barrier to mobile adoption is a lack of knowledge about mobile recruiting options

Q1) Types of respondents:

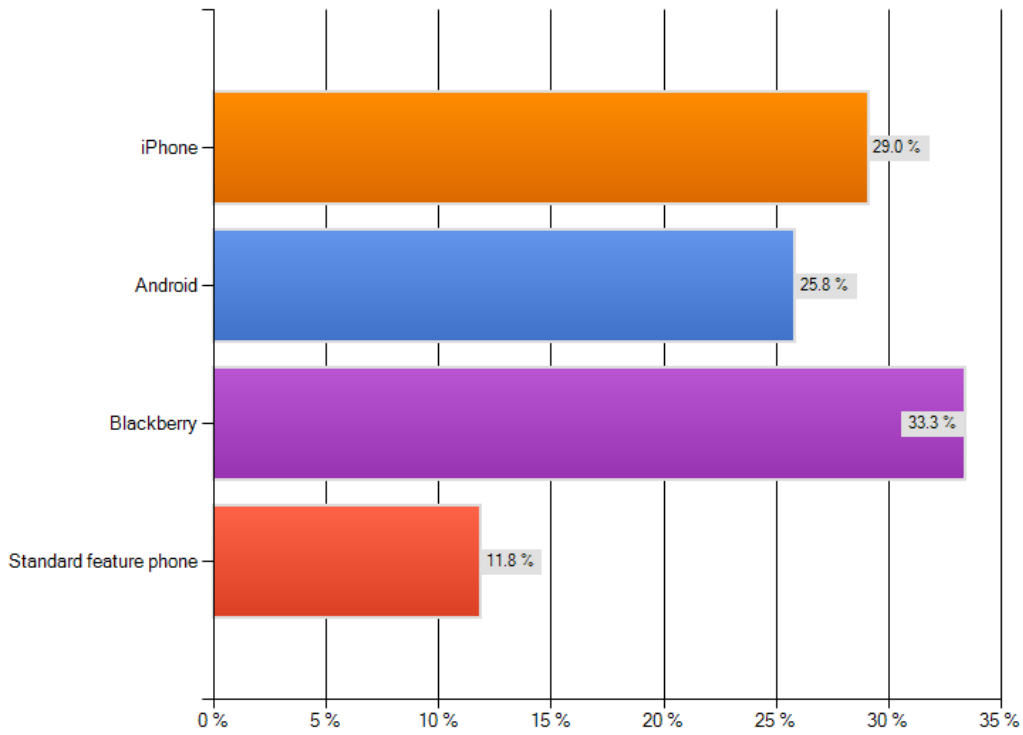


Q2) Usage of mobile in recruiting:



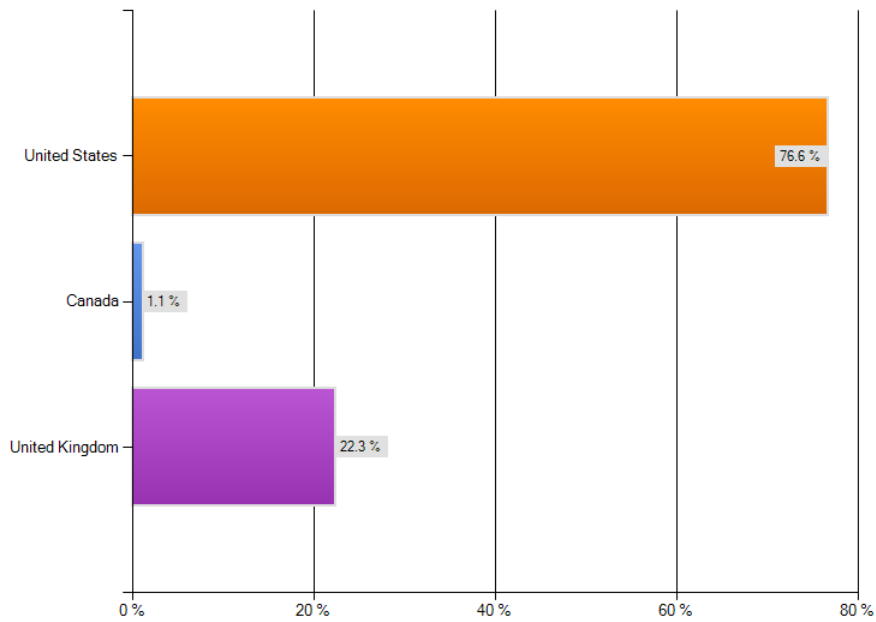
Q3) Types of mobile device used:

What type of mobile device do you use most frequently in your professional work?



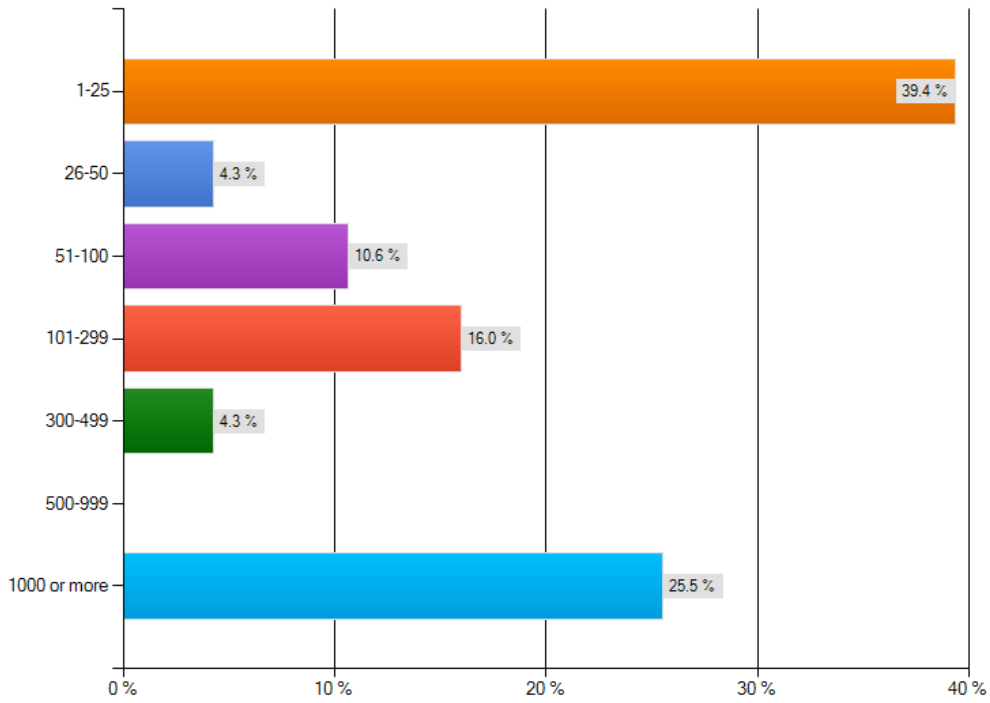
Q4) Location:

What country are you located in?



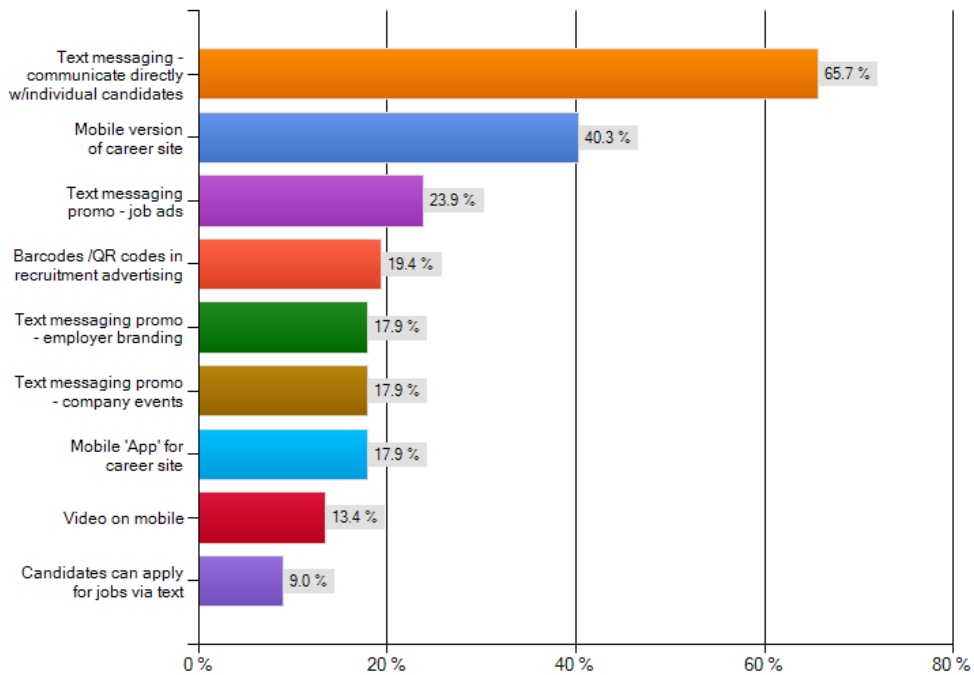
Q5) Size of organization:

What is the total number of employees in your organization?

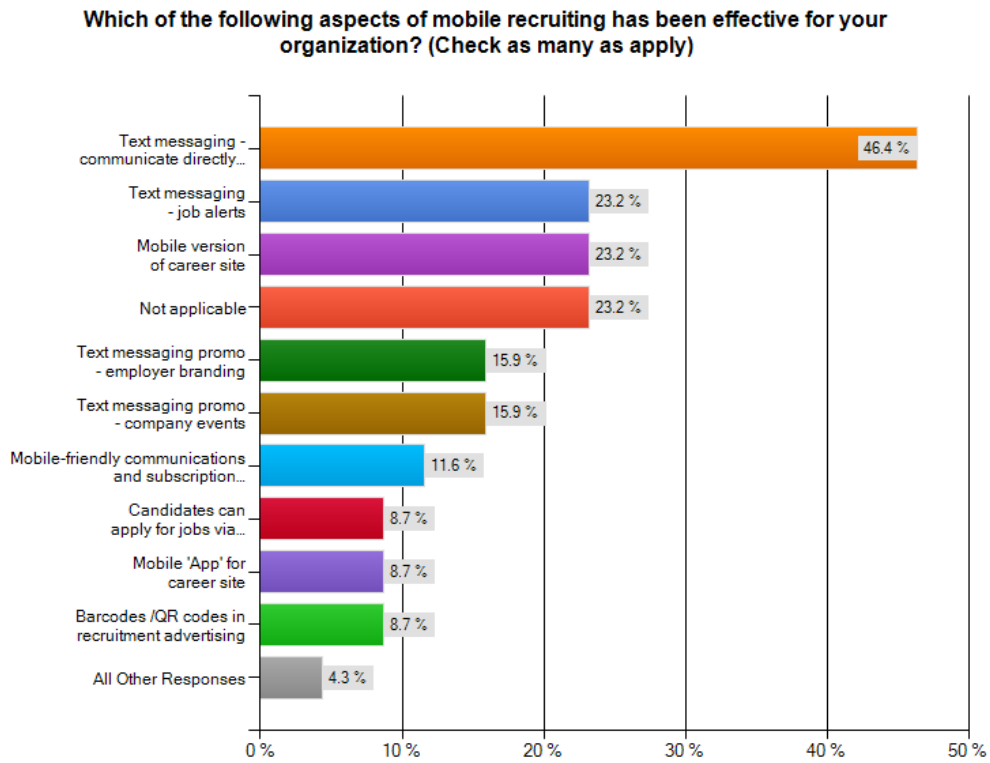


Q6) Mobile techniques currently used:

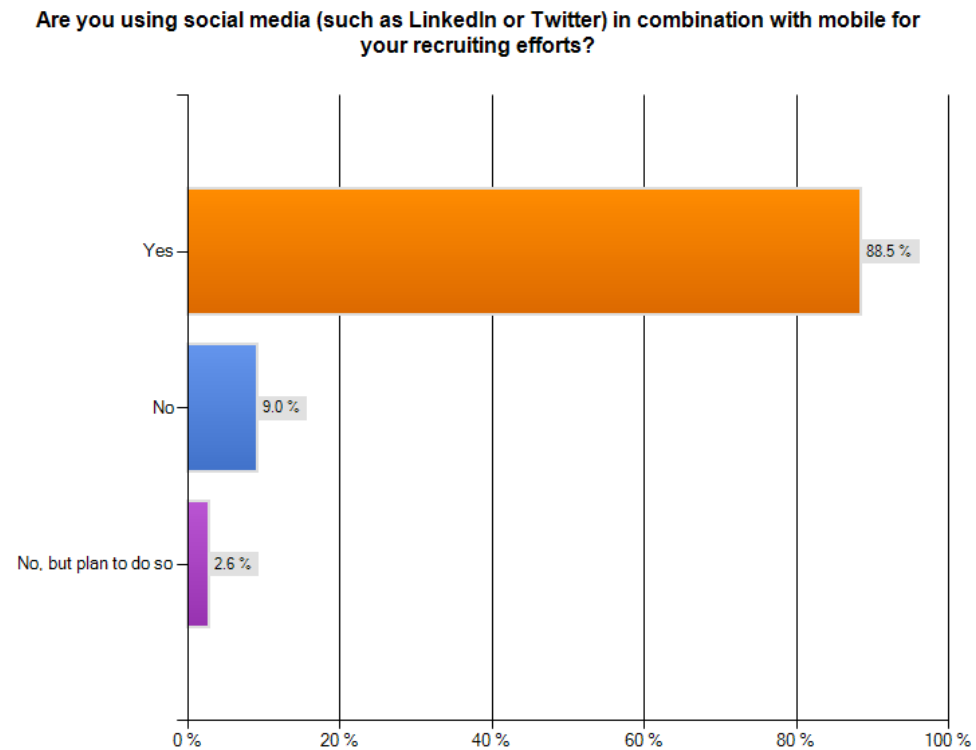
Which of the following aspects of mobile recruiting do you *currently* use? (Check as many as apply)



Q7) What techniques are working?:

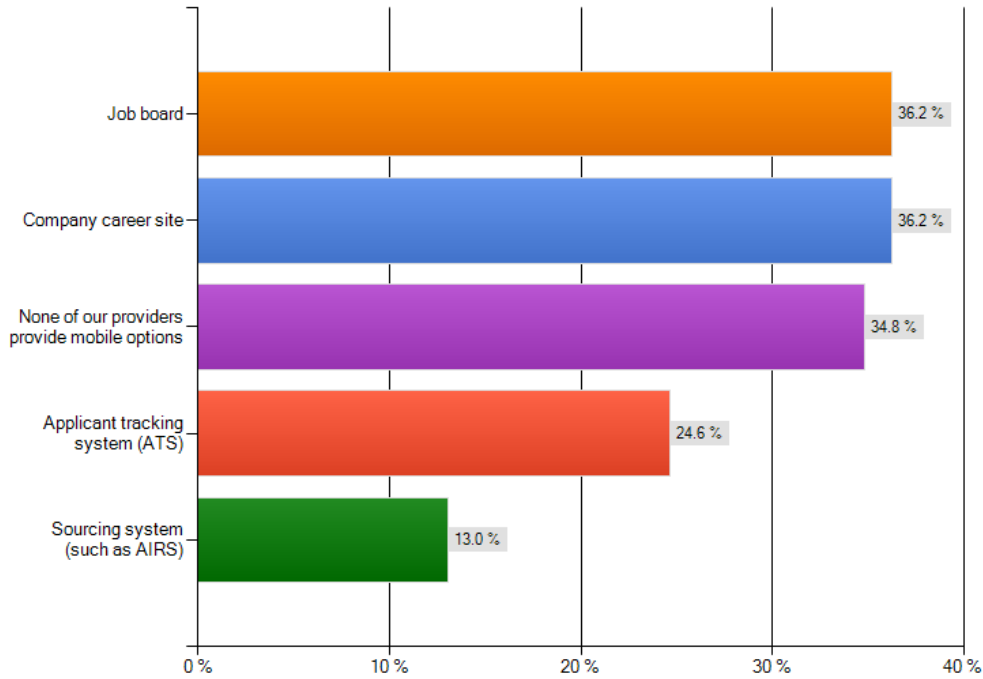


Q8) Using social media with mobile:



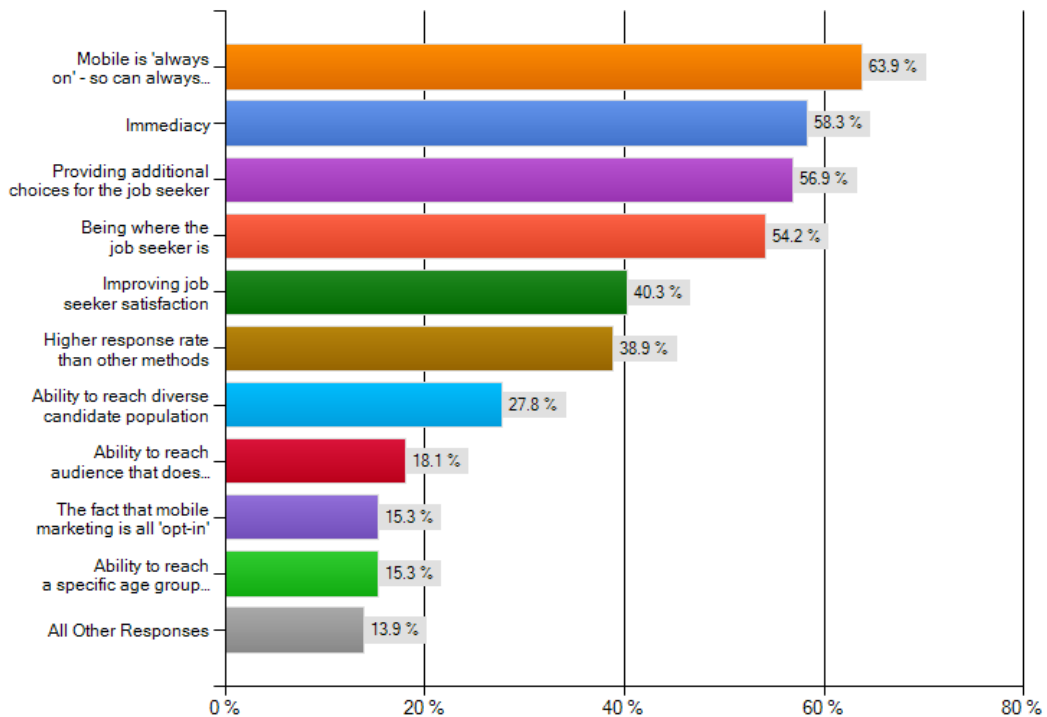
Q9) Other services using mobile:

Which of the following recruitment services that your organization currently uses *also* provides some type of mobile version of its service? (Check all that apply)



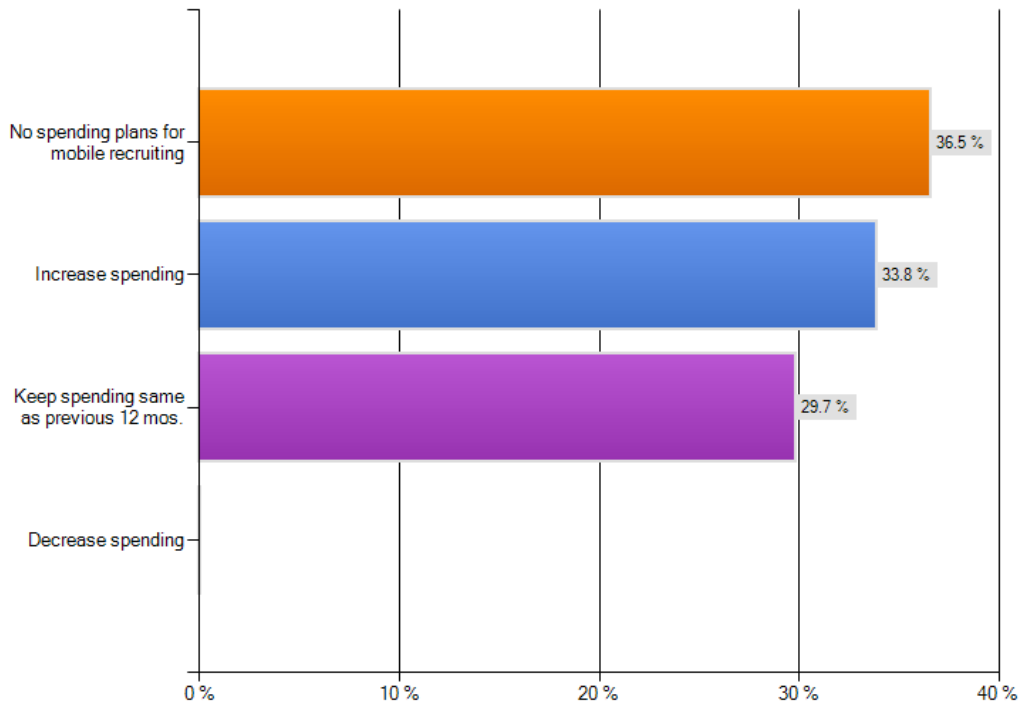
Q10) Why use mobile:

Which of the following is an important factor in your decision to use mobile in your recruiting efforts? (Check all that apply)



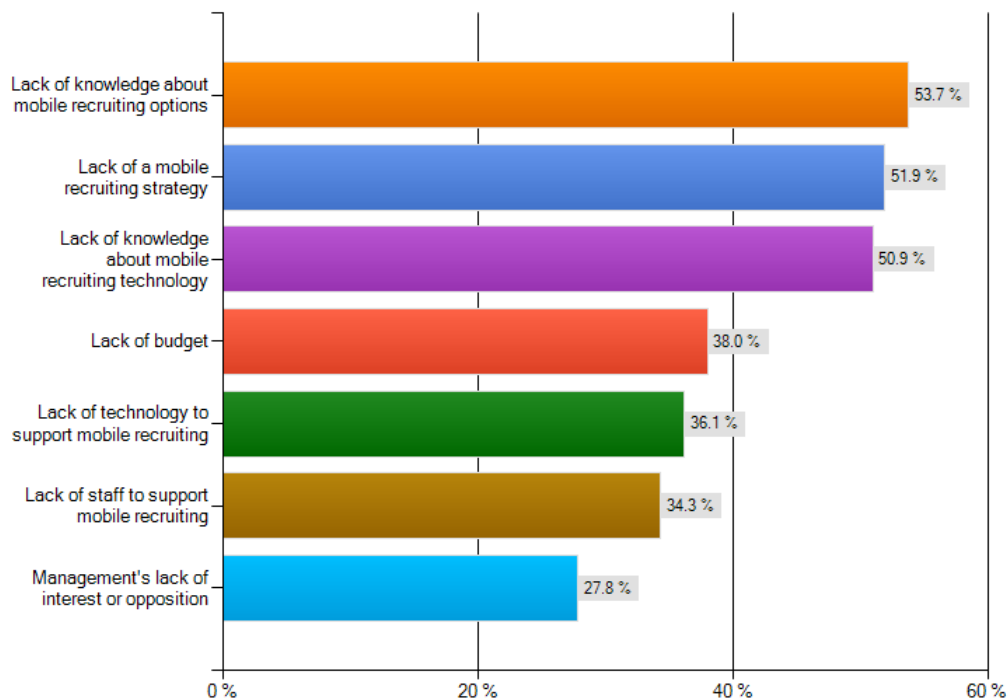
Q11) Mobile spending plans:

Which of the following best reflects your spending plans for mobile recruitment during the next 12 months?



Q12) Barriers to implementing mobile recruiting:

Regardless of whether or not you have implemented mobile recruiting in your organization, which of the following do you see as barriers to such implementation?



About Job Board Doctor:

Job Board Doctor is a consulting service for job boards and career sites. It provides strategic and tactical help in the following areas:

- Short and long-range planning
- Product development and launch
- Sales and marketing
- SEO
- Social media and content creation
- Site and user interface analysis

Jeff Dickey-Chasins is the Job Board Doctor, a veteran of the job board, publishing, and e-learning industries. Jeff was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with numerous job boards and HR-related sites over the past 20 years.

You can learn more about Job Board Doctor here: <http://www.jobboarddoctor.com>