



# Recruitment Habits Survey Report



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### Introduction

From December 18<sup>th</sup> to February 4<sup>th</sup>, CVid published a short survey to discover business recruitment habits, and gain further insight into how businesses go about choosing the right candidate. With 767 total responses, the replies we received were overwhelming, as we were able to gather amazing data from all kinds of organisations.

Having studied said data, we've extracted the best of the detailed findings and are pleased to be able to present them to you in this report, showcasing the results in an easy to read, user-friendly manner.

### About Us

The way people search for talent is antiquated, because a piece of paper is not a true reflection of character. So, CVid are using technology as a tool to change the way we search for talent so that you can see, hear and get a feel for your potential candidates.

This means you can find the best candidates, faster.

Use our web-based platform to view video CVs of candidates, rate them, tag them and shortlist them.

Plus you can share everything via email, making the interview screening process easier than ever and ensuring you don't miss out on the best recruits.

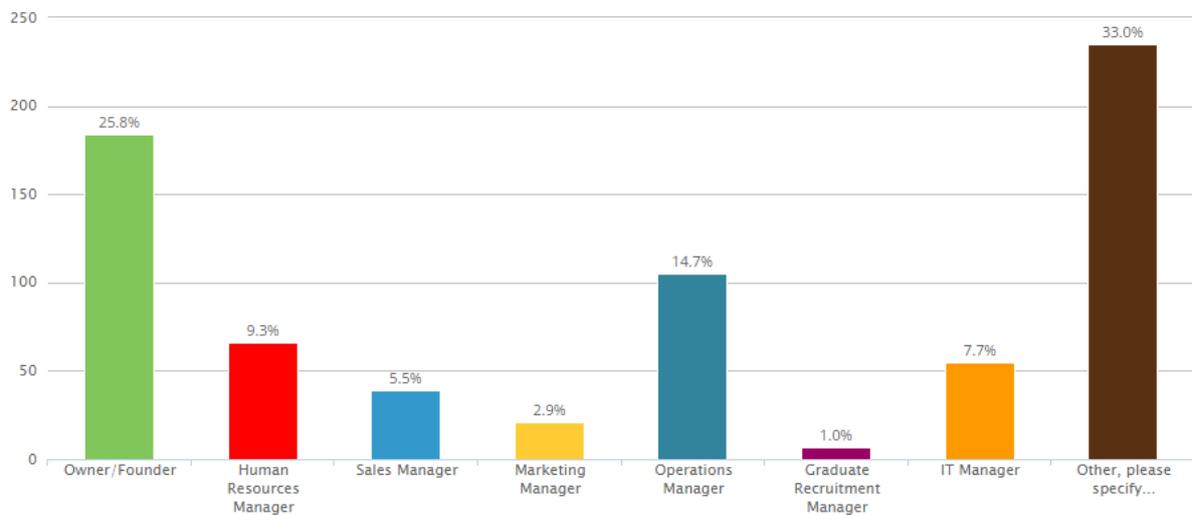
Please ensure you credit CVid (<http://cvid.co/>) if you are publishing any material contained within this document. Links can be followed or not followed, depending on your individual site policy.

## About The Respondents

In order to receive the widest possible spectrum of answers, we surveyed groups with a huge range of different job backgrounds, from operational managers to care home workers, and business founders to phone operators:

- 25.8% of our respondents were founders/owners of their own business
- 14.7% were operational managers
- 9.3% were human resource managers

What position do you currently hold?



Other popular answers included self-employed, customer service, educators and supervisors.

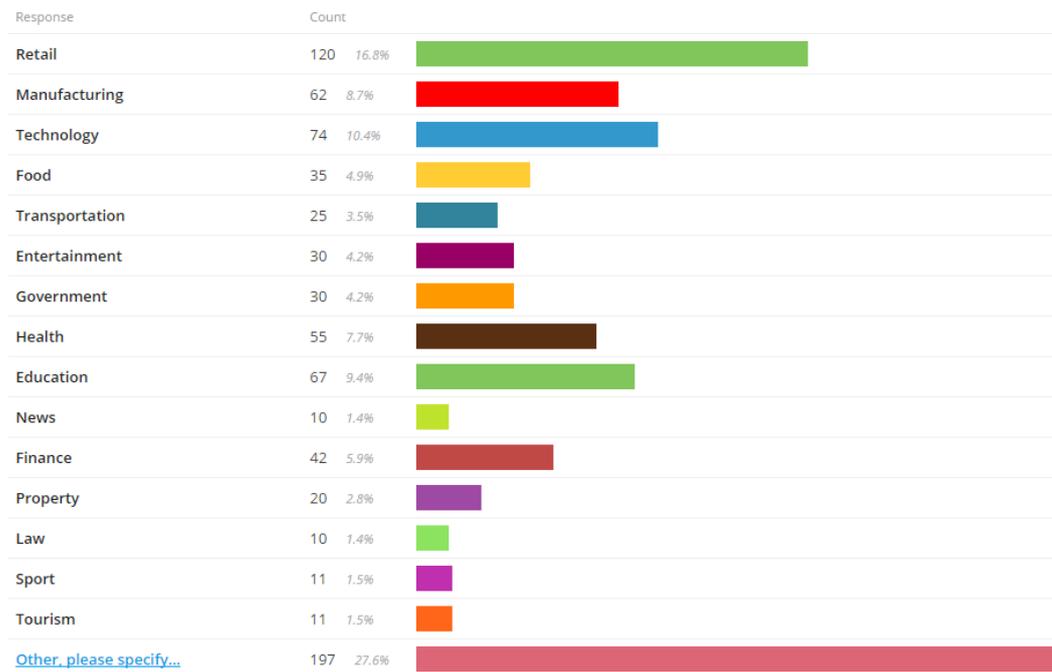
We would expect many of those involved in the recruitment process to have some form of managerial or directorial role of their company, and later questions within the survey can be used to reinforce this thought process.

## Industry

When asked which industry these respondents worked in, the retail and technology sectors stood out predominantly.

- 16.8% of respondents worked in some kind of retail related business
- 10.4% stated their business was in the technology sector

Which industry/sector does the company you work for, or own, operate in?

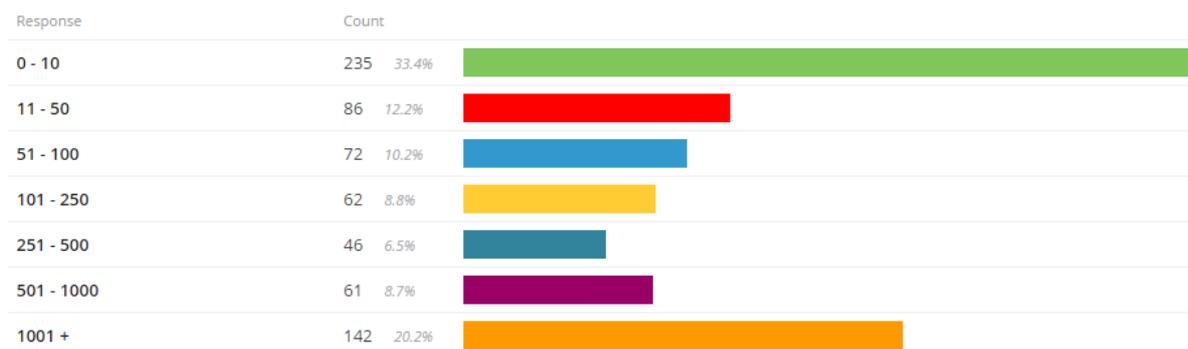


Of the respondents that specified a different sector, a very small percentage worked in telecommunication (1.1%), construction (2.66%) and not-for-profit (3.08%) verticals.

### Employment Rates

When asked how many staff members are currently employed at the companies of the respondents, the majority came back with either very low or very high numbers.

How many staff does the company you work for, or own, currently employ?



### Small Businesses

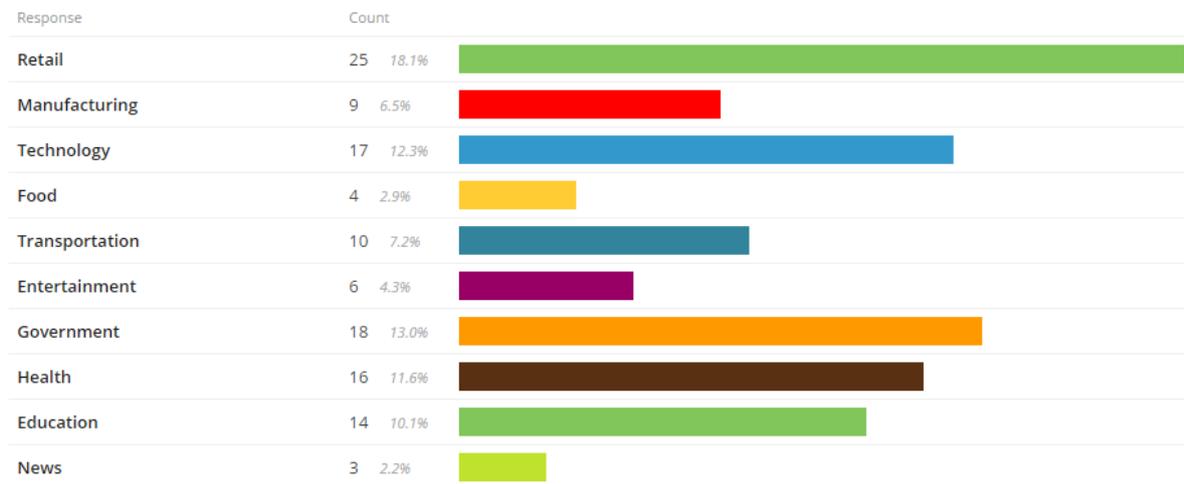
A third of respondents said their company employed 10 or less people, meaning that the majority of our respondents worked for smaller businesses. As this is the case, our findings will prove particularly applicable to small and medium sized enterprises.

This data clearly correlates with the rise of startups and transition of product production and distribution power from larger companies to smaller enterprises that we've seen across the UK over the last year (Source: [Telegraph](#)).

## Large Businesses

Just over 20% said they recruited over 1,000 employees.

The following graph shows the number of companies with workforces of 1,001 plus:



Of the respondents that stated their business employs more than a thousand people:

- 18.1% were in retail
- 12.3% in technology
- 13% in government
- 11.6% in worked in the health sector

Whilst areas like government are consistently growing, it's also interesting to see the retail and technology sectors employing high numbers.

## Involvement In Recruitment

Nearly 58% of our respondents answered that yes, they do have a direct input into the recruitment process at their business.

### Owner/Founders

Further research revealed that of the 207 respondents who identified as owner/founders, 141 (68.12%) said they were directly involved with the recruitment process.

### Operations Managers

Of the 105 people identified as operations managers, 63 (60%) said they were involved in the recruitment process.

### Human Resources

In terms of Human Resources, a role typically linked with recruitment, 83.33% of those who identified as Human Resource Managers said they were involved in the recruitment process.

### Not Responsible

Out of the 296 respondents who stated they were not responsible, or had any involvement in the recruitment process, 6.75% were in IT management, 4.39% were in administrative roles, and 2.7% were self-employed.

### Average Age Of Workforce

Our survey found that the majority of people who work alongside our respondents were aged 36-45.

What is the average age of the workforce at the company you work for, or own?

Response	Count	
18 - 25	44 6.5%	
26 - 35	207 30.4%	
36 - 45	264 38.8%	
46 - 55	99 14.6%	
55+	66 9.7%	

This number varies when we look at specific industries, for example, the majority of those working in the technology industry are slightly younger, aged 26-35.

Technological trends are constantly updating, with new devices and inventions released daily. The rapid-pace of expansion and adoption of new processes within this sector makes it ideal for a younger, more absorbent workforce.

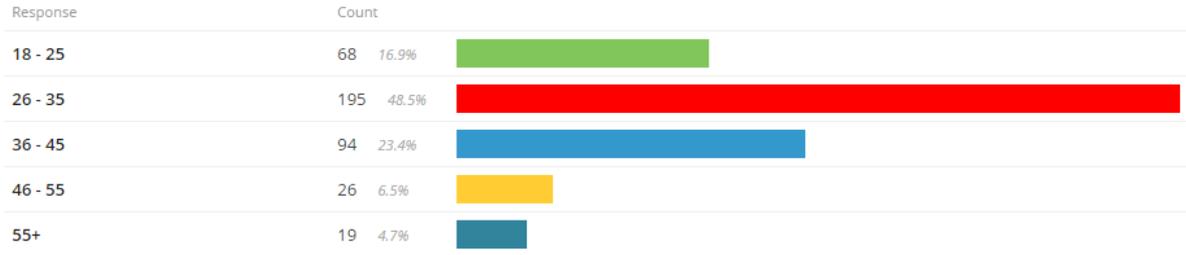
Those working in the health sector reported typically older average ages, with 17.6% saying their workforce was aged 46-55, whereas respondents working in the education sector only reported 11.5%. Just 13.6% of those in the technology sector reported that their workforce was aged over 46.

This means that when looking to target health professionals, businesses should tailor their outreach and marketing towards a more mature demographic.

### Average Age Of Applicants

Compare the above findings to the average age of applicants, and the numbers show a younger side to recruitment.

What would you say is the average age of your applicants?

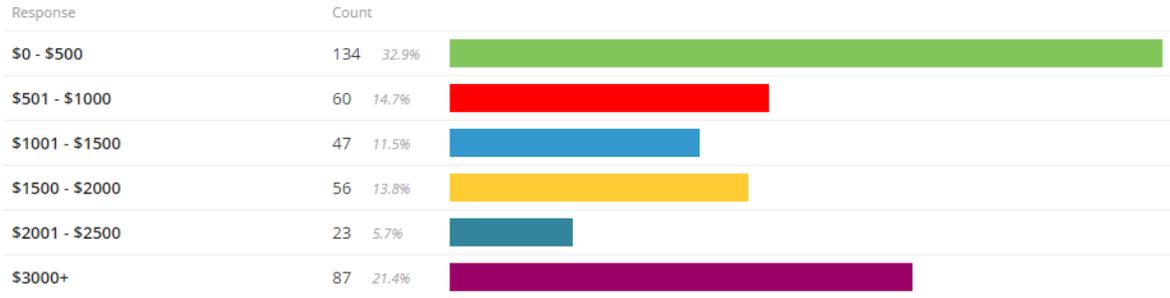


Of the 402 respondents that stated they are involved in the recruitment process, just under half reported that the average age of job applicants is 26-35.

Considering that the average age of the pre-existing workforce surrounding these respondents is much higher, the argument could be made that the experience that comes with age is a highly valued commodity, and a powerful tool in attaining and maintaining a career.

### Recruitment Spend

On average, the companies we questioned tend to spend under \$500 per annum on their recruitment process; however, 21.4% spent over \$3,000.



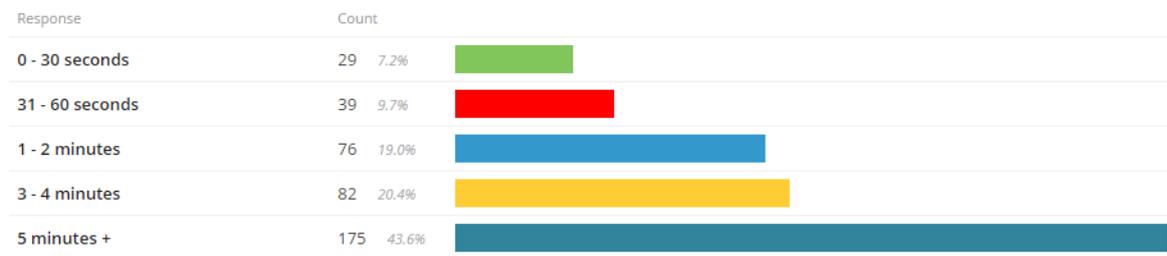
The statistics confirm that companies with more employees spend more on their recruitment process than those with smaller numbers, as would be expected.

It’s interesting to note that out of the sectors with the highest number of employees, those in the health industry tend to spend more on recruitment (28.6% spend over \$3,000) than those in retail (19.5%), government (12.5%), technology (24.4%), and education (19.4%).

### Time Taken

The majority of respondents pointed out that it takes over five minutes to go through each potential applicant’s documentation.

On estimate, how much time do you spend going through each potential candidates' documentation?



54.5% of the companies with over a thousand employees stated that it takes them over 5 minutes to read through all the necessary papers.

That's a minimum of at least eight and a half hours per 100 applicants. This has huge room for improvement, and shows potential for apps such as CVid to revolutionise the recruitment market by streamlining the application process and bringing all the necessary administration under one roof, in an easy to manage online platform.

Employers can sign up to CVid today, [click here to find out more](#).

### Recruitment Agencies

62% of the participants stated that they hadn't used recruitment agencies.



Dividing the findings by money spent on recruitment, we find three quarters of those who spend under \$1,500 do not use recruitment agencies, whilst the majority (58%) of those that spent over \$1,500 stated they did.

With this in mind, it's clear that these agencies are costing businesses considerable amounts, once again highlighting another opportunity where businesses could use CVid to list their available positions and hunt for new applicants, all whilst saving money.

For more information on CVid's range of great value pricing plans, [visit our website](#) today.

### Candidate Documentation

Our findings suggest that the three most important elements employees require from potential candidates are CVs, covering letters and relevant work experience.

What documentation do you request candidates supply? Tick as many that apply:

Response	Count	Percentage	Bar
CV	193	49.4%	
Covering Letter	200	51.2%	
Examples of work related to the job being applied for	252	64.5%	
Presentation	109	27.9%	
LinkedIn Profile	70	17.9%	
Facebook Profile	73	18.7%	
Twitter Profile	30	7.7%	
<a href="#">Other, please specify...</a>	30	7.7%	

Surprisingly, the CV is the third most important element, giving credence to the suggestion that employees care more about the person applying for the role, and how they can demonstrate their experience, than they do the application that is submitted.

Further research shows that opinions are almost split on whether or not a CV is an accurate reflection of an applicant’s true attributes:

Do you believe that traditional CVs accurately reflect critical employee attributes such as personality and communication skills?

Response	Count	Percentage	Bar
Yes	199	51.2%	
No	190	48.8%	

A video CV can highlight critical employee attributes in advance of an interview. This is the perfect opportunity for job seekers to create their own video resume, using applications such as CVid, showcasing their character and experience first-hand.

**Video Resume**

To emphasise the above point further, 55% of companies that use recruitment agencies said that they could save time viewing a video CV, and over 70% of the respondents said that they would watch a video resume if it was submitted as part of the application.

Would you watch a short applicant video resume if it were presented to you in conjunction with their resume?

Response	Count	Percentage	Bar
Yes	271	70.4%	
No	114	29.6%	

This highlights how valuable a tool CVid can be in allowing HR and recruiters to make the best decisions.

Those looking for new and exciting roles can click the button below for a free download of the CVid app, and begin applying today:



<http://cvid.co/>

## Recruitment Procedure

When it comes to the recruitment procedure, 44.1% of people questioned rely on telephone interviews as the first step in choosing an application, with 26.5% then moving on to face-to-face interviews.

Just fewer than 15% leave the face-face interviews until the last step, choosing to set tasks, group activities and trials for their applicants beforehand.

A video CV replaces a telephone interview and can highlight the need (or not) for a face to face interview. Given the significance organisations place on these two procedures, enhancing them is critical.

Platforms like CVid condense the long-winded interview process, allowing businesses to efficiently recruit the right candidates.

## Securing The Job Role

Looking at the qualifications that candidates need to attain employment, it's clear that a large emphasis is put on education and experience, with almost 47% of employers looking for relevant qualifications, and just 42% asking for 2 or more years' experience in a similar role.

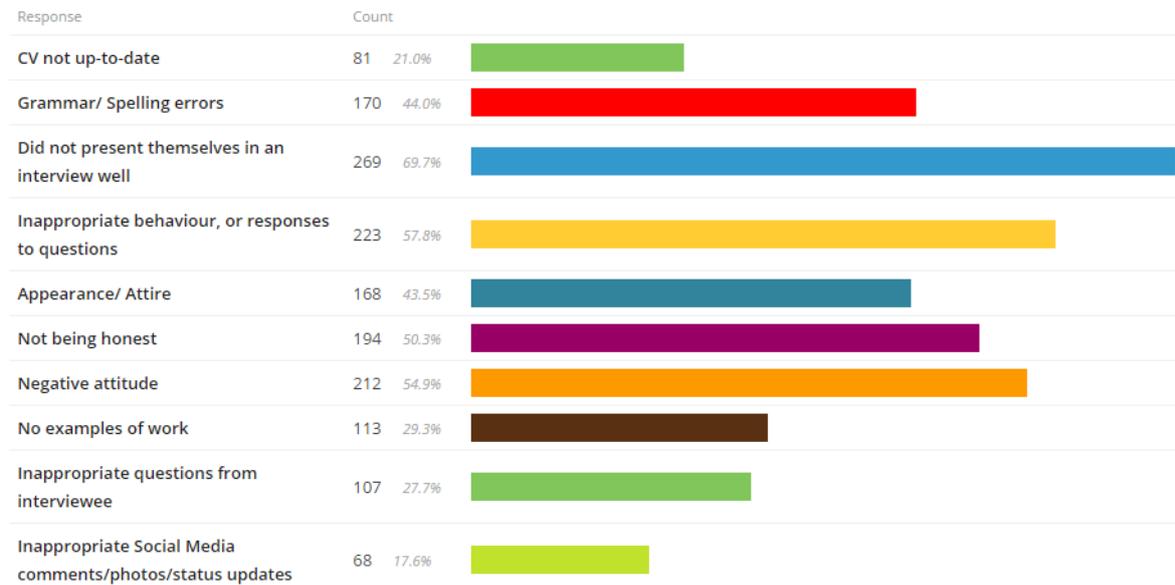
Please rank the following statements on how important they are for your candidates:

Variable	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
<b>Candidates must have a degree - Postgraduate (MSc, MBA)</b>	65 16.6%	107 27.3%	74 18.9%	84 21.4%	62 15.8%
<b>Candidates must have at least 2 years' experience in a similar role</b>	18 4.6%	52 13.2%	56 14.2%	166 42.2%	101 25.7%
<b>Candidates must have vocational qualifications in their field</b>	16 4.1%	30 7.7%	74 19.0%	183 46.9%	87 22.3%
<b>Candidates must have a portfolio of work</b>	20 5.1%	46 11.7%	76 19.3%	162 41.2%	89 22.6%

The main reasons for candidates not getting the job include:

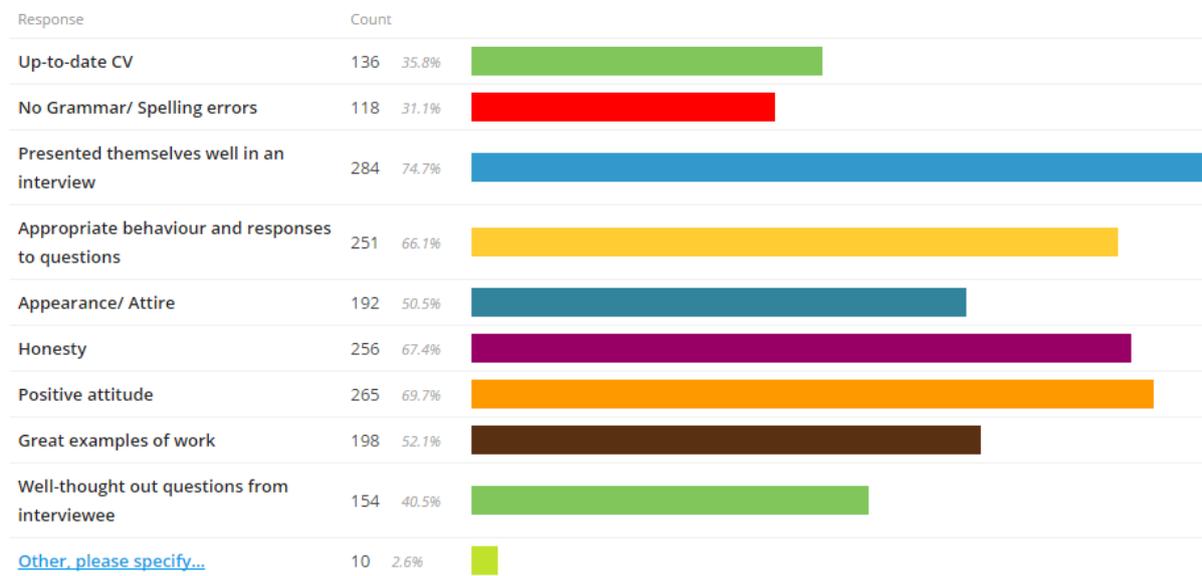
- Applicants presenting themselves badly during the interview
- Giving inappropriate behaviour, or responses to questions
- Having a negative attitude
- Lack of honesty

What are the main reasons for candidates not succeeding in getting the job role?



When we look at the main reasons for candidates securing the job role, we can see that these values are perfectly reflected, with attitude, honesty, behaviour and presentation once again proving to be popular factors.

What are the main reasons for candidates succeeding in getting the job role? Tick all that apply:



The two most important factors in candidates succeeding in getting the job role are a positive attitude and presenting themselves well. A video CV can highlight both of these elements in advance of an interview.

Conversely, the two biggest factors in candidates not getting the job role are negative attitude and not presenting themselves well; once again elements which can be clearly identified through the use of video applications.

These are all vital points to remember when applying for any position, and should be addressed during every step of the recruitment process.

### Unorthodox Answers

When asked if they'd ever received any unorthodox answers to questions, or witnessed strange behaviour when interviewing candidates? Our respondents had some very interesting stories to tell.

Some choice picks have been included below:

**"One candidate wore inappropriate clothing and behaved 'over-friendly'"**

**"Texting and fidgeting during the interview"**

**"Not paying attention enough or showing me that they want the job"**

**"Candidate wanted to know if he could come in late if he went drinking at night"**

**"So many candidates refuse to look at you. I'll ask them a question and they'll look at the wall to their left or up at the sky"**

Common phrases included within these responses include applicant's texting, being distracted, and not maintaining eye contact. All the more reason to keep interviews focussed and succinct, using set questions like the ones offered in CVid's video application software.

### Key Findings

To summarise our findings, below are 20 key takeaways businesses should keep in mind when undertaking recruitment:

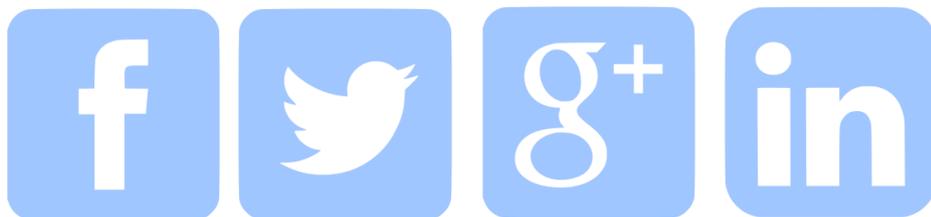
1. The majority of our respondents were founders/owners of their own company
2. Employment levels are high within the retail sector
3. A third of respondents said their company employed 10 or less people
4. Just over 20% said they recruited over 1,000 employees
5. The industries that employed the most people include retail, government, technology, and health sectors
6. The majority of company owners/founders (68.12%) are directly involved with the recruitment process
7. The average workforce is aged between 36-45

8. Those working in the technology industry are typically younger, aged 26-35
9. The average applicant is aged between 26-35
10. Most companies spend under \$500 per annum on their recruitment process
11. The health industry spends more on recruitment than any other sector
12. It takes most companies over 5 minutes to read through all the necessary recruitment documents
13. Businesses who use recruitment agencies are likely to spend more on employment than those which do not
14. CVs, covering letters and relevant work experience are considered to be vital elements in the application process
15. However, almost 50% of companies believe that the CV is not an accurate reflection of an applicant's true attributes
16. Over 70% said that they would watch a video resume if it was submitted as part of an application
17. 55% of those that use recruitment agencies believe they could save time viewing a video CV
18. The majority of companies rely on telephone interviews before meeting applicants face-to-face
19. Employers consider education and employment experience to be invaluable assets
20. In order to secure a job role, candidates need to focus on presentation, behaviour and attitude

### [Find Out More](#)

If the above information has you re-evaluating your thoughts on the way you carry out recruitment, why not [get in touch](#) with a member of the CVid team today to find out how we can streamline your businesses employment processes.

Alternatively, you can connect with us on the following social platforms:



###Content Ends###