



Job Referral Survey Results

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Summary

Between July 4 2008 and July 14 2008 Inspecht conducted a brief survey of referral practices in Australia. The survey was completed by 62 participants from a variety of industries, backgrounds and sources; with 90% of responses from Australia. The primary industry of the participants was Information Technology (46.8%) followed by Banking & Financial Services (8.1%), Human Resources & Recruitment (8.1%), Other (8.1%) and Government (6.5). The survey contained 13 questions primarily focused on if participants had either been referred a job or referred a job to some and what were the reasons and barriers for referring jobs.

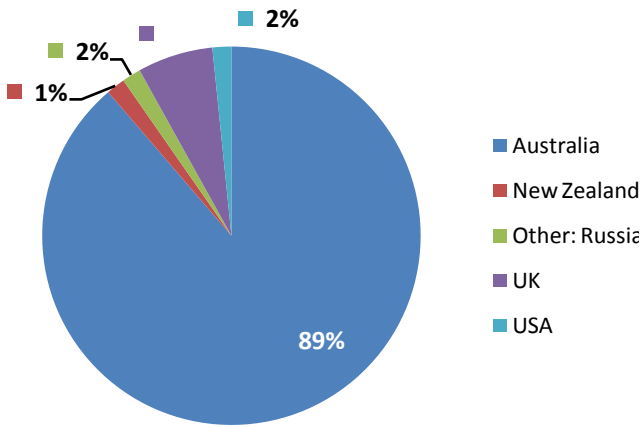
The main results of the survey are:-

- 87% of participants have been referred a job
- 85.6% of participants had referred a job
- Professional contacts (51%) were more likely to refer jobs than social contacts (40%) or family members (9%)
- Participants were almost as likely to refer a job to a professional contact (49%) as they were to a social contact (47%); they were very unlikely to refer a job to a family member (4%)
- A majority of participants had found their current role through a non-recruiter referral (40%)
- The biggest driver for someone to refer a job was a good match to the candidate's skills (53.3%) followed by a general willingness to help out either the candidate or the hiring organisation (20%). The payment of a referral bonus was only mentioned once in the 60 comments.
- There were two major barriers for someone to refer a job, firstly the risk to their personal reputation if the candidate did not work out (27.3%) followed by the fit of the candidate to the job (27.3%).

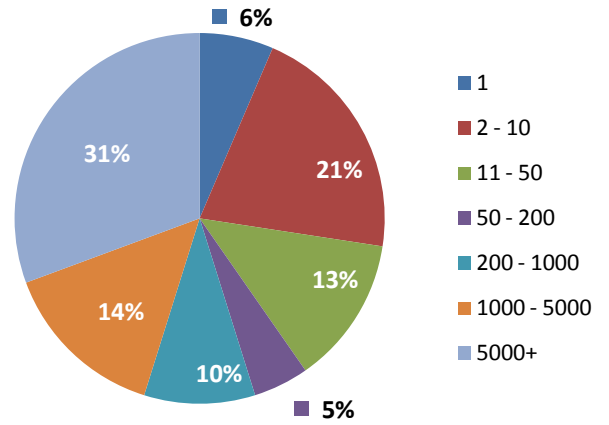


Survey Results

What country are you from? (n=62)



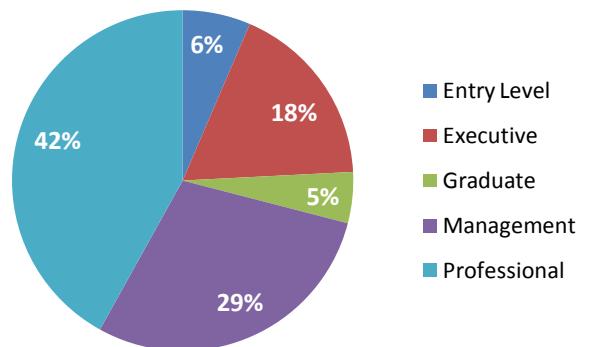
What is the size of your organisation? (n=62)



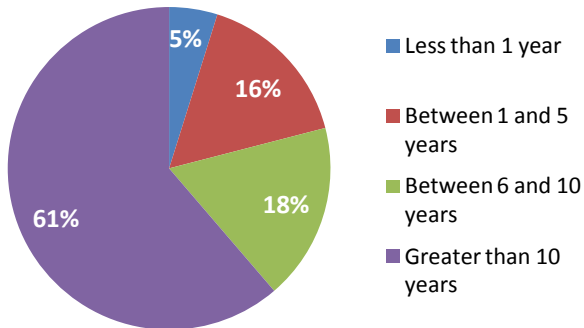
Please select your industry (n=62)

Industry	%
IT & Telecommunications	46.8
Banking & Financial Services	8.1
Human Resources & Recruitment	8.1
Government	6.5
Media	4.8
Customer Service	3.2
Retail	3.2
Administration/Office Support	1.6
Automotive	1.6
Community	1.6
Construction	1.6
Engineering	1.6
Hospitality & Travel	1.6
Trades	1.6
Other: Advertising	1.6
Other: Business services	1.6
Other: Management consulting	1.6
Other: Risk Management	1.6
Other: Usability Research	1.6

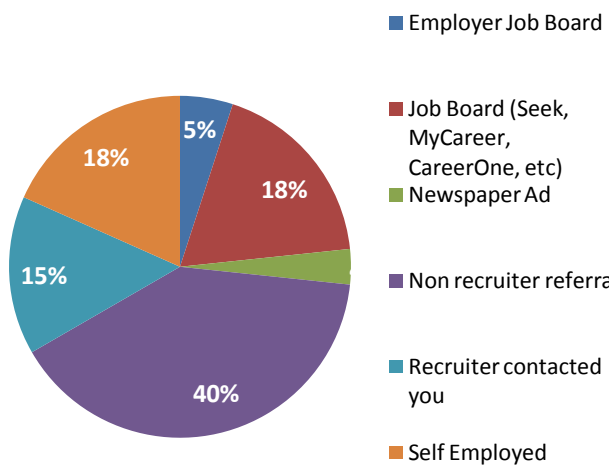
What is your level in the organisation? (n=62)



How long have you been in the workforce? (n=62)



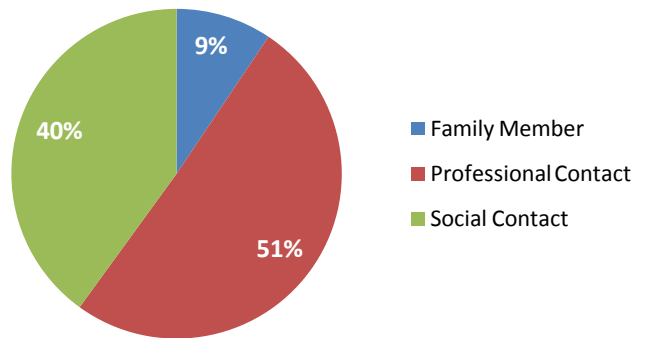
How did you find your current job? (n=60)



Have you referred a job to friend or associate? (n=62)

	Count	%
Yes	54	87%
No	8	13%

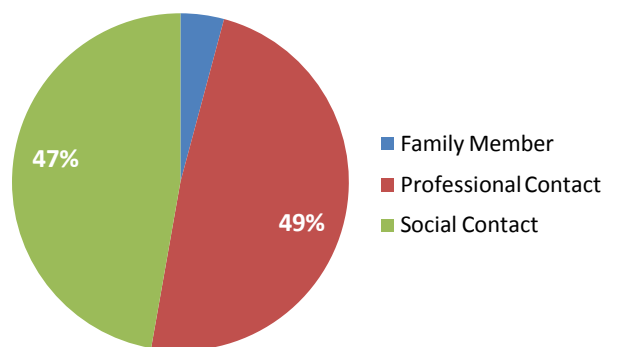
Who did you refer the job to? (n=85)



Have you ever been referred a job by someone you know? (Not a professional recruiter) (n=62)

	Count	%
Yes	53	85.4%
No	9	14.6%

Who referred you the job? (n=72)



What would be your biggest reason to refer a job to a family member or associate?

This question was open ended and received 49 responses. The responses were divided into several broad categories outlined below; each comment was aligned to a maximum of two separate categories that best matched the interpreted intend of the comment.

By far the greatest reason for someone to refer a job to another person was that they felt that the role was a good fit for them (53.3%). A similar second category capability returned 10% they have been left as two separate categories as the wording was specifically used within the answers. Fit is looked at do the skills of the candidate match that of the role. Whereas capability is could the candidate perform well within the role, which indicates a greater degree of thought has gone into the referral.

Reason	%
Good fit of the person skills to role	53.3%
To help out either the candidate or the organisation	20.0%
Was the person capable of doing the job	10.0%
Did the person need a job	5.0%
To enhance your personal reputation	3.3%
Was a referral bonus being paid	1.7%
If it was felt the person would perform well in the role	1.7%
Did the hiring organisation have a good reputation	1.7%
Did the personal fit the organisational culture	1.7%
The person was a personal contact	1.7%

What would be the biggest barrier, or reason, you would not refer a job?

This question was open ended and received 46 responses. The responses were divided into several broad categories outlined below; each comment was aligned to a maximum of two separate categories that best matched the interpreted intend of the comment.

The top three barriers to referring a job onto another person are fairly evenly matched with the top 2 equal. The personal reputation of refer and a poor fit of the candidate to the role are the top reasons, followed by the reputation of the employer.

Reason	%
Personal reputation of the referrer if the person performed poorly	27.3%
Poor fit of the person skills to role	27.3%
The employer had a bad reputation	14.5%
If the person lacked the capabilities to do the job	7.3%
The culture of the employer did not suit the individual	7.3%
Other	5.5%
Fear of nepotism	3.6%
If the person failed to get the role it would reflect poor on the referrer	3.6%
They would not want to work together in the same organisation	3.6%



About Inspecht

Inspecht provides consulting services around HR Technology, Online Recruitment and Enterprise 2.0. Services offered to clients are feasibility studies, strategy definition, business case development, project and change management, along with implementation management to support the implementation of your technology project. *Inspecht's overarching objective: leverage networks of expertise to prepare your organisation for the future.* For more information, visit www.inspecht.com.au

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