

# innovantage

---

## Welcome to the latest **Innovantage Demand Barometer**

Our in-depth analysis of employment demand is based on the data we capture from millions of jobs posted online across job boards and company websites. By providing a snapshot of the prevailing hiring trends we hope to inform your staffing and talent decisions.

## Innovantage Demand Barometer – June 2019

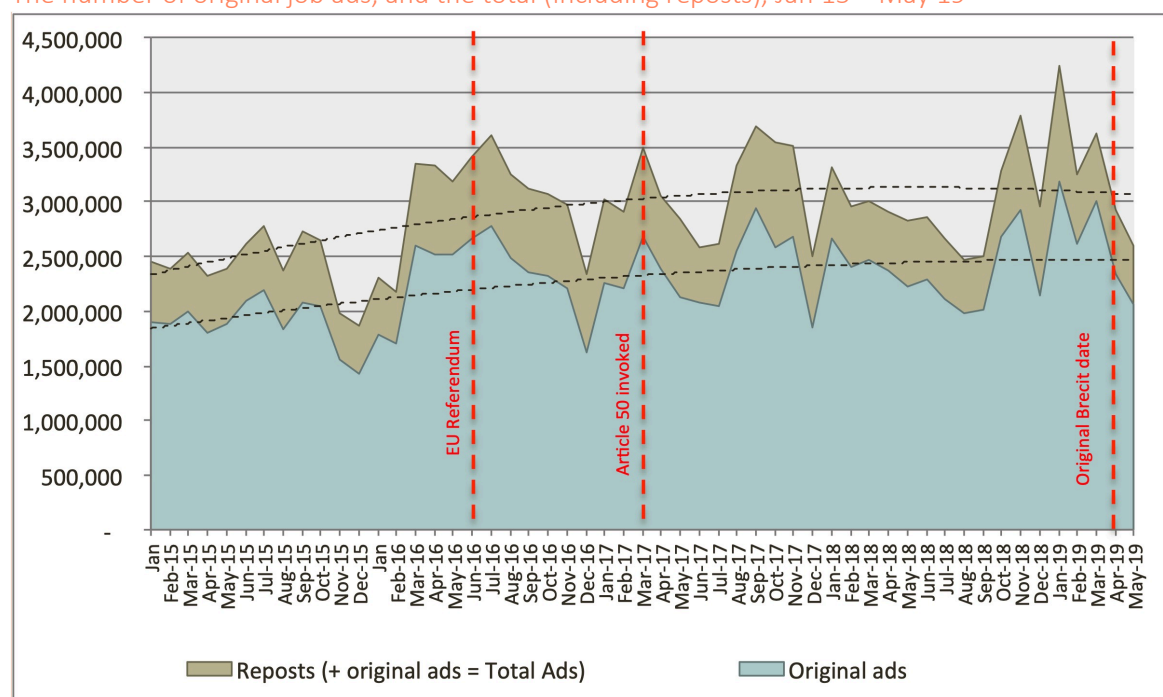
### Online ad numbers fall by 7% YoY

- After record number of original jobs ads in the run-up to the planned Brexit day, numbers fell back by 7% in May 2019, compared to the same month last year.
- Ad numbers fell by 14% in London
- Volumes were lower in all sectors except Health & Social Care
- The work being offered is more contingent: perm ad numbers fell by 12% whilst the number of ads offering contract/temporary work increased by 10%.

At 2,063k in May 2019, the number of original job ads captured by Innovantage was 7% lower than in the same month last year and 3% lower than in May 2017.

- In addition, 531k reposts of previous adverts were captured - suggesting that the role was unfilled via the original post and/or it was a role that an employer continually advertises. This equated to 26% of the volume of original ads posted.
- At 2,594k, the combined total of original job ads and reposts was 8% lower than in May 2018, and was 910% lower than in May 2017.

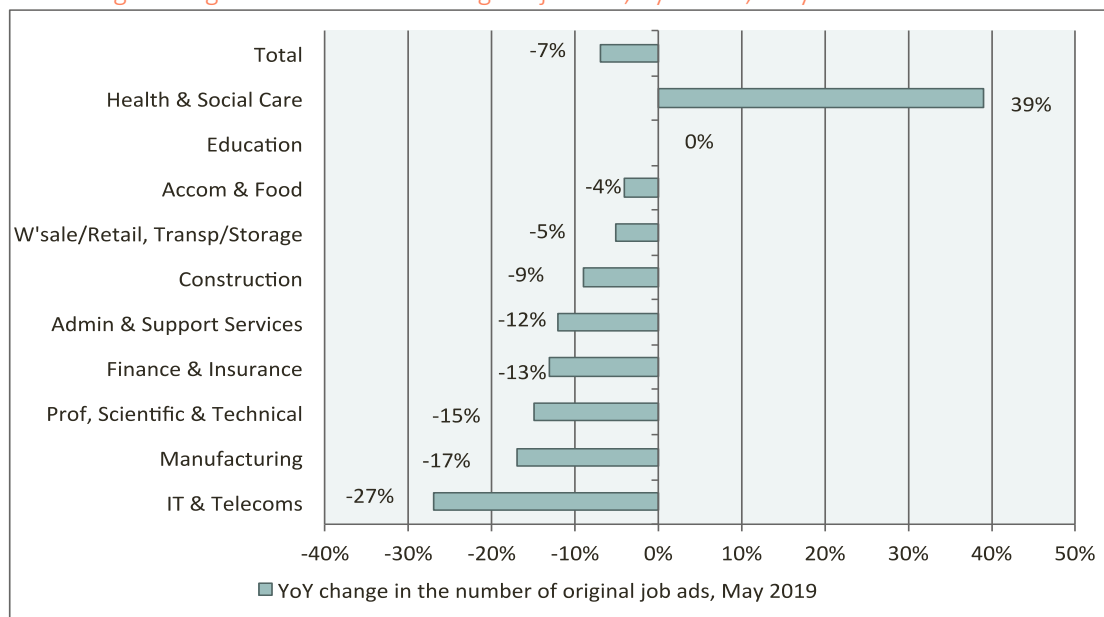
The number of original job ads, and the total (including reposts), Jan 15 – May 19



### Industry profile: volumes lower in all sectors except Health & Social Care

Behind the 7% YoY decrease in the volume of original job ads, there were declines across all industries with the exception of Health & Social Care, where numbers were 39% higher than in May 2018.

### Percentage change in the number of original job ads, by sector, May 2018-19



### Demand dynamics: official vacancy levels were up 1.4% YoY

Setting the 7% annual decline in the number of original job ads into context of the most recent total number of UK workforce jobs (35,492k in March 2019), the **workforce jobs total was just 1.7% (587k) higher than a year earlier and 1.9% (675k) higher than in March 2017.**

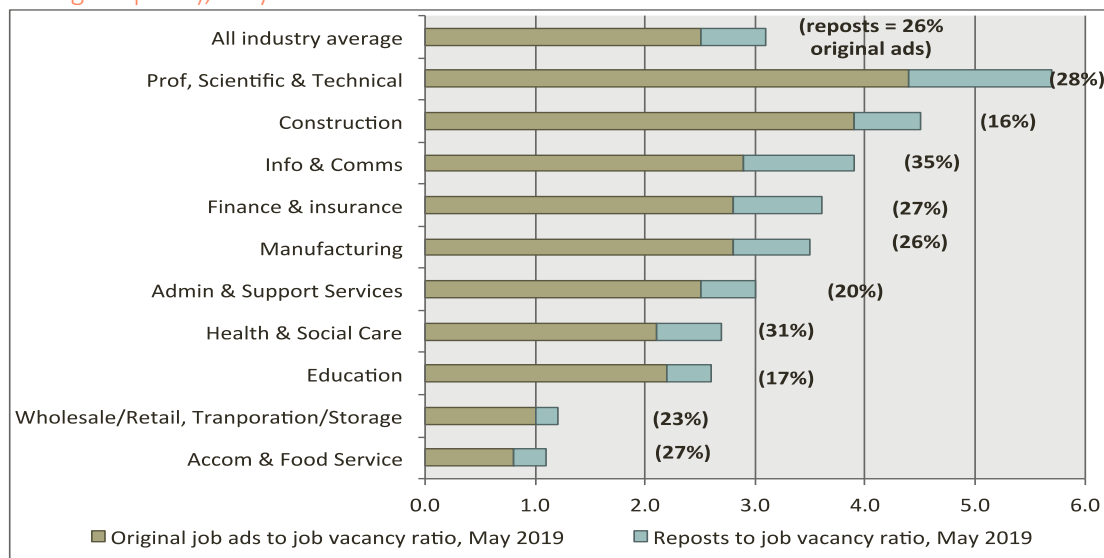
And in context of the official ONS vacancy number for the quarter ending May 2019 (837k), **UK vacancy numbers were 1.4% (11k) higher than the figure one year earlier and 6.4% (50k) higher than in March-May 2017.**

For each official vacancy, employers and their intermediaries posted 2.5 original jobs ads in May 2019 (a ratio of **2.5 to 1**):

- This was slightly lower than the ratio of 2.7 to 1 recorded one year earlier.  
The ratio of **total ads (including reposts) to official vacancies was 3.1 to 1 in May 2019:**
- Once again, this was lower than 3.4 to 1 in May 2018.

There was a stark difference in the original job ad to vacancy ratios by sector, however, ranging from 0.8 ads to 1 vacancy (0.8: 1) for Accommodation & Food Service jobs to 4.4 ads to 1 vacancy (4.4:1) for roles in Professional, Scientific & Technical industries.

### Combined ratio of original job ads & reposts to ONS vacancy numbers (+ reposts as a percentage of original posts), May 2019



### Engagement status: perm ad numbers fall by 12% whilst contingent opportunity ad numbers increased by 10%

There were 1,022k original ads (50%) specifying a permanent opportunity in May 2019:

- This was 12% lower than the figure recorded in May 2018, when perm equated to 47% of all original ads.
- 72% of all original ads, where the engagement status was specified, were for Permanent opportunities.

There were 403k original ads (20%) specifying a contract or temporary opportunity in May 2019:

- This was 10% higher than the figure recorded in May 2018, when 17% of ads specified a contingent opportunity.
- There was a notable 41% increase in the number of ads highlighting that work was temporary, whilst there was an 8% fall in contract opportunities.
- 28% of all original ads, where the engagement status was specified, were for Temporary or Contract opportunities.

There were 607k original ads (29%) in May 2019 that did not carry any detail of engagement status:

- This was down by 172k (-22%) from May 2018, when they equated to 35% of all original ads.

### Regional profile: London ad volumes 14% lower than last year

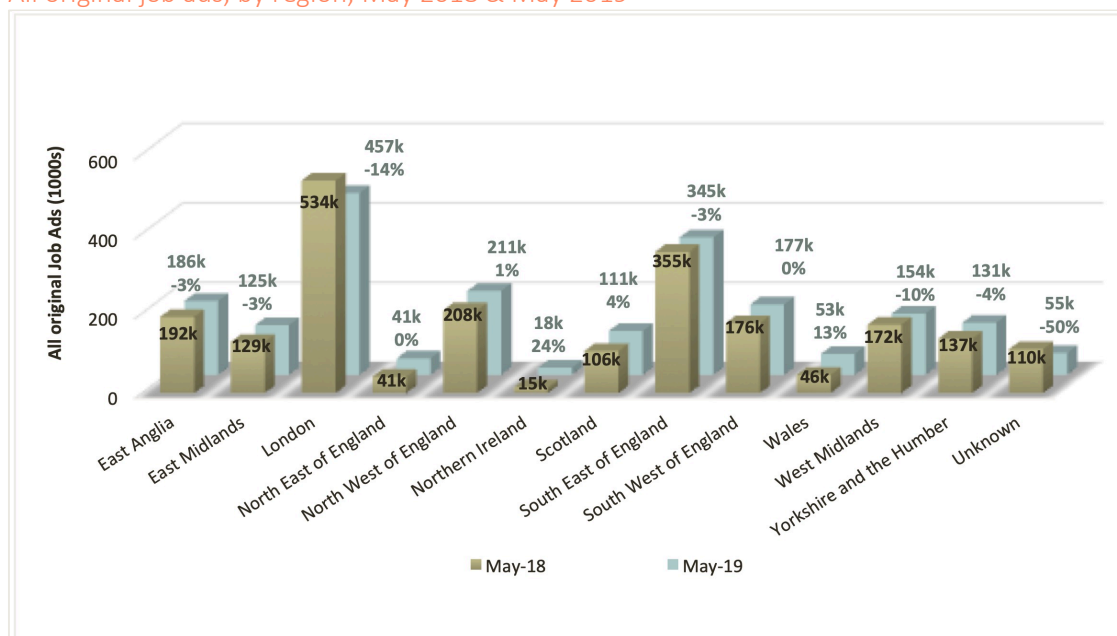
Beneath the 7% YoY decrease in the volume of all original online job ads across the UK, the regional variations were noteworthy. To set this month's data into context, however, it is important to note a 50% / 55k YoY decrease in the number of ads with no geographical detail included – therein bolstering the regional totals generally. For the volume of ads in London to be 14% lower than the prior year, therefore – twice the average decline - is noteworthy.

Amongst regions where there was a YoY increase in volumes:

- In Northern Ireland, the volume of original ads was 24% higher than in May 2018
- In the latest available workforce jobs data (March 2018), the volume for the region was 1.7% lower YoY.
- In Wales, the volume of original ads was 13% higher than in May 2018.

- In the latest available workforce jobs data (March 2018), the volume for the region was 0.3% lower YoY.

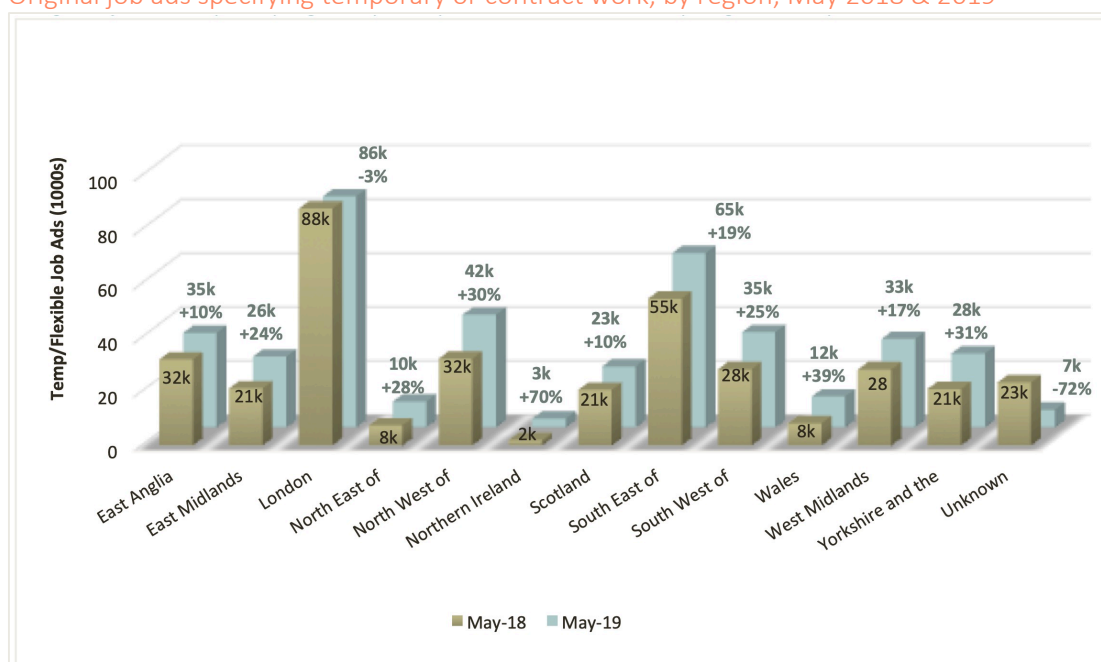
#### All original job ads, by region, May 2018 & May 2019



Beyond the 10% overall annual increase in the number of original temporary/contract ads posted in May 2019, the YoY change in the proportion of contingent ads by region should be set into context of a decrease in the volume of ads (-16k / -72%) where no location was specified:

Beneath the all-UK 10% upward trend in contingent ads, the numbers notably rose in the South East (+19%), North West (+30%), Yorkshire & Humber (+31%), Northern Ireland (+70%) and East Midlands (+24%). In contrast, original ad numbers declined by 3% YoY in London – the only region to experience a downward trend.

#### Original job ads specifying temporary or contract work, by region, May 2018 & 2019



## Industry Profiles

### Professional, scientific & technical

Whilst the official number of job vacancies within the Professional, Scientific & Technical sectors increased by 3% in the year to March-May 2019, the number of original ads decreased by 15% in the last month of the quarter. Whilst the number of ads placed directly by hirers remaining virtually static, YoY (at c. 140k), the volume of ads placed by agencies declined. Amongst the underpinning disciplines, the number of Legal job ads fell by 9%, the number of ads for generic Marketing roles fell by 18% and the number of ads for roles in Digital/Online fields fell by 26%. Additionally, there were 9% fewer ads for roles in R&D and 3% fewer ads for scientists.

Professional, Scientific & Technical	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of total ads
May 2018	76k	408k	5.4 : 1	78% / 22%	524k	7.5 : 1	80% / 20%
May 2019	79k (+3%)	348k (-15%)	4.4 : 1	79% / 21%	446k (-15%)	7.2 : 1	81% / 19%

### Information & communications

Despite a 2% annual increase in the number of official vacancies in the three months to May, the number of original job ads in the final month of the period was 27% lower than the number posted a year earlier. This was driven by a decline in the volume of original ads placed by both hirers directly and their agency partners. Occupations with noteworthy reductions in the numbers of original ads included IT Security (-34%) and Technical Support (-26%).

Information & comms	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of total ads
May 2018	47k	191k	4.1 : 1	74% / 26%	256k	5.4 : 1	78% / 22%
May 2019	48k (+2%)	140k (-27%)	2.9 : 1	75% / 25%	189k (-26%)	3.9 : 1	78% / 22%

### Manufacturing

The number of official vacancies within Manufacturing declined, YoY, for a second successive rolling quarter in March-May 2019 – and by the last month of the quarter (May), the volume of original ads was 17% lower than a year earlier. A 7% increase in the number of ads within automotive disciplines remains the one major occupational outlier. Beyond this, there were declines in original ad volumes within Design Engineering (-24%), Production (-15%) and Skilled Trades (-14%).

Manufacturing	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of Total ads
May 2018	60k	191k	3.2 : 1	77% / 23%	240k	4.0 : 1	78% / 22%
May 2019	57k (-5%)	159k (-17%)	2.8 : 1	74% / 26%	199k (-17%)	3.5 : 1	75% / 25%

### Construction

Whilst there was a noteworthy 16% annual increase in the number of official vacancies within the Construction sector in the March-May – the highest increase within any sector - the number of original ads in the last month of the quarter was 8% lower than the prior year. With the number of direct ads remaining relatively static year-on-year (c.14k), the fall in the total number of original ads was, therefore, driven by a reduction in the number placed by agencies. Also of note, there was a significant shift towards advertising roles on a contingent basis, with the proportion

increasing from 43% to 53% year-on-year. The most notable declines in ad volumes were within the Architecture and Surveying arenas, where numbers fell by 23% and 19% respectively. In contrast, the number of ads for roles in Building Trades was 6% higher than in the same month last year.

Construction	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of Total ads
May 2018	23k	114k	5.0 : 1	57% / 43%	138k	6.0 : 1	60% / 40%
May 2019	27k (+16%)	104k (-8%)	3.9 : 1	47% / 53%	122k (-12%)	4.5 : 1	51% / 49%

### Admin & Support Services

Having been buoyant in recent months, the number of official vacancies for Admin & Support Services was 5% lower in March-May 2019 than in the same period last year. By May 2019, original job ad numbers were 12% lower than last year. With the proportion of direct ads rising from 46% to 52%, YoY, the decline in numbers was fueled by a reduction in the number of posts by agencies. Amongst the underpinning occupations, the volume of original ads for PAs rose by 2% whilst the number of ads for Call Centre / Advisor roles fell by 24%.

Admin & Support Services	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of Total ads
May 2018	75k	205k	2.7 : 1	69% / 31%	263k	3.5 : 1	70% / 30%
May 2019	71k (-5%)	180k (-12%)	2.5 : 1	68% / 32%	215k (-18%)	3.0 : 1	69% / 31%

### Finance & Insurance

In line with a 15% fall, YoY, in the number of official Finance & Insurance industry vacancies recorded by ONS in March-May, there were 13% fewer original ads posted in the last month of the quarter (May). As with many other sectors, with the number of ads placed by employers remaining static, YoY, the decline was fueled by fewer ads being placed by recruitment intermediaries. Amongst the noteworthy underlying occupations movements, there was a 22% decrease in the number of ads for roles in Compliance & Risk, a 27% reduction in volume of ads for roles in Underwriting and 14% falls in ad volumes for roles in both Pensions and Mortgages.

Finance & Insurance	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of Total ads
May 2018	39k	106k	2.7 : 1	76% / 24%	134k	3.4 : 1	78% / 22%
May 2019	33k (-15%)	93k (-13%)	2.8 : 1	75% / 25%	118k (-12%)	3.6 : 1	76% / 24%

### Health & Social Care

A 5% annual increase in official vacancies remains significant in and of itself for a sectoral employer the size of Health & Social Care. By the last month of the quarter (May), however, original ad volumes had increased by 39% in attempt to fill the positions, with the proportion of directly advertised posts increasing from 52% to 60% YoY. The sharpest YoY increases in ad volumes included an 83% increase in ads for Dental professionals, a 47% increase in ads seeking Pharmacy professionals and 47% more ads for roles in Social Care.



Health & Social Care	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of Total ads
May 2018	130k	201k	1.5 : 1	76% / 24%	255k	2.0 : 1	76% / 24%
May 2019	136k (+5%)	280k (+39%)	2.1 : 1	74% / 26%	368k (+44%)	2.7 : 1	75% / 25%

### Education

Whilst there were 8% more official vacancies in Education sector in March-May than in the same period last year, job ad numbers had flat-lined by the last month of the period – a stark contrast to volumes being up 16%, YoY, in March. Amongst the occupations where ad volumes increased YoY, were Supply Teachers (+19%) and Teaching Assistants (+4%). In contrast, there was a 9% decline in ads for Lecturers and a 4% fall in the number of ads for Headteachers. Across all occupations, there was also a noteworthy shift in the proportion of ads offering contingent rather than permanent work, rising from 33% to 39% YoY.

Education	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of Total ads
May 2018	48k	117k	2.4 : 1	67% / 33%	135k	2.8 : 1	66% / 34%
May 2019	52k (+8%)	117k (+0%)	2.2 : 1	61% / 39%	136k (+1%)	2.6 : 1	60% / 40%

### Accommodation and Food Service

Whilst there was an 8% YoY increase in the official vacancy number within the Accommodation & Food Service sector the March-May 2019, there were 4% fewer original job ads posted online in the last month of the quarter. This sector continues to have the highest proportion of direct job ads. At 71% of all originals, this was also up from 63% in the same period last year. Amongst the underlying occupations, the number of original ads for Baristas rose acutely, by 90% YoY. In contrast, there was a 15% decline in ads for Chefs.

Accommodation & Food Service	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of Total ads
May 2018	88k	83k	0.9 : 1	76% / 24%	109k	1.2 : 1	75% / 25%
May 2019	94k (+8%)	79k (-4%)	0.8 : 1	76% / 24%	101k (-7%)	1.1 : 1	75% / 25%

### Wholesale, Retail, Transport & Storage

Whilst there was a 2% annual increase in the official vacancy number within Wholesale/Retail and Transport & Storage in March-May 2019, there were 5% fewer ads placed in the last month of the quarter, when compared to May 2018. Of note, the proportion of original ads offering a contingent rather than a permanent opportunity increased from 34% to 41% YoY. Within Retail, the number of ads for Merchandisers fell by 26% and the number of posts for Store Manager positions fell by 17%. Within Transport & Storage, whilst there was a 13% increase in the number of ads for Drivers there was a 24% decline in the number of ads for roles in Procurement.

Wholesale, Retail, Transport & Storage	Number of official job vacancies	Number of original job ads	Original jobs ads to vacancy ratio	Perm / contingent ratio of original ads	Total number of job ads (incl. reposts)	Total jobs ads to vacancy ratio	Perm / contingent ratio of Total ads
May 2018	133k	145k	1.1 : 1	66% / 34%	187k	1.4 : 1	66% / 34%
May 2019	136k (+2%)	137k (-5%)	1.0 : 1	59% / 41%	168k (-10%)	1.2 : 1	59% / 41%



# innovantage\_

Recruitment insights and analytics to help you grow more quickly and profitably.



Our recruitment tools inform staffing firms and job boards of market trends and opportunities.



## Insight

Uncover live vacancies within seconds of them being posted and have them delivered straight to your inbox, and fully integrated with your Adapt recruitment CRM.



## Discovery

Industry leading recruitment insights and analytics trusted by some of the biggest names in the world.



## Workforce Analytics

Understand employment supply versus demand using real-time recruitment data to support your business operations.