



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.

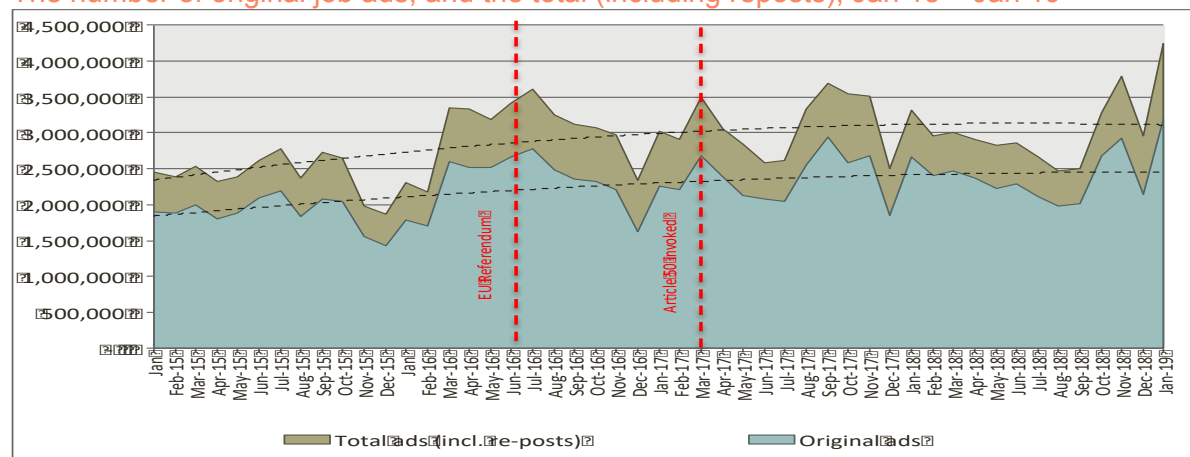
Innovantage Demand Barometer – February 2019

The volume of Education (+56% YoY), H&SC (+31%) and Finance & Insurance (+29%) ads skyrocket. The number of original job ads posted online in January 2019 was 19.3% higher than in the same month in 2018. Official vacancy numbers were up by just 5.6%.....but YoY changes in advertising volumes vary significantly by sector.

At 3.19m January 2019, the number of original job ads captured by Innovantage was **19.3% higher than in the same month last year** and a noteworthy 41.4% higher than in January 2018.

- In addition, 1064k 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 33% of the volume of original ads posted – significantly higher than the 22% reposted ad rate recorded in October 2018.
- At 4.25M, the combined total of original job ads and reposts was 28.0% higher than in January 2018, and **40.6% higher than in January 2017**.

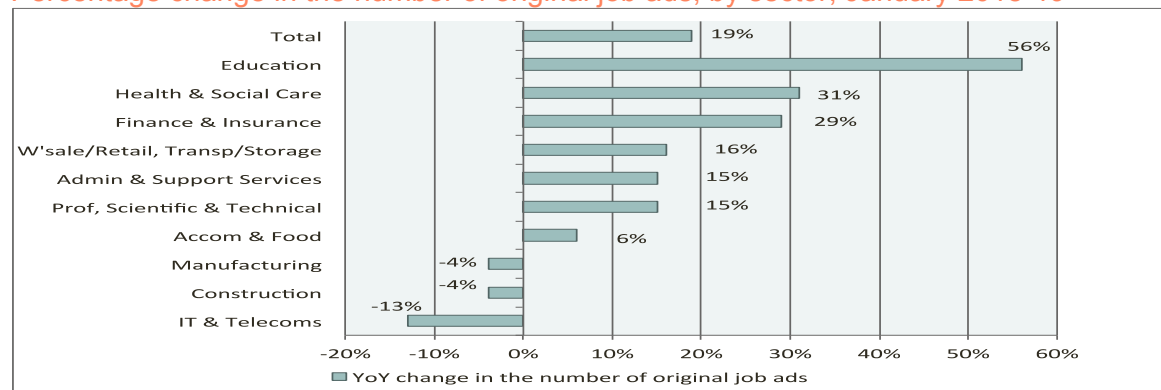
The number of original job ads, and the total (including reposts), Jan 15 – Jan 19



Industry profile: mixed demand, YoY, across the sectors, potentially fueled by the increasing loss of available workers

Behind the **19.3% YoY increase** in the volume of original job ads, there was a widely varying picture, by industry. This ranged from a **significant 56.0% YoY growth** in the numbers of ads in the Education sector to **13.0% fewer ads for roles in the IT & Telecoms**.

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



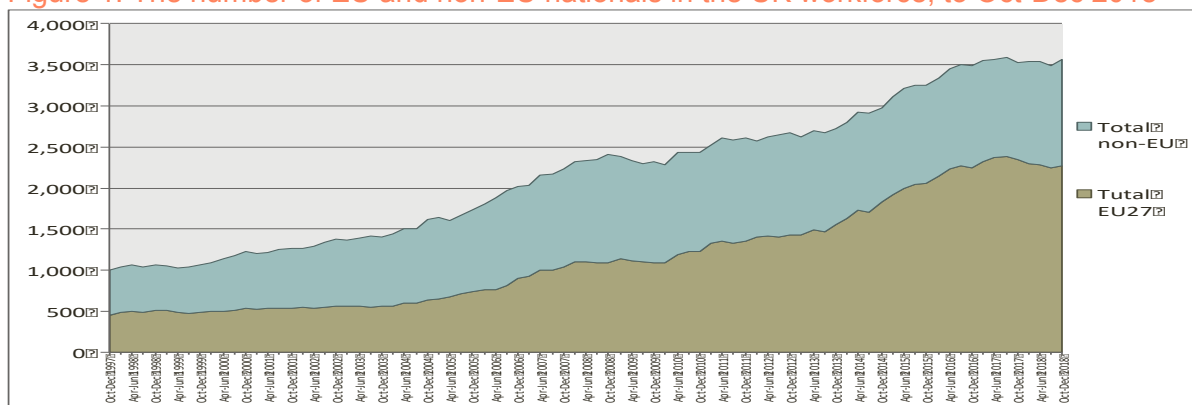
As to what extent ongoing uncertainty over the future rights of non-UK nationals to stay and work in the UK is impacting the availability of staff, it is undoubtedly exacerbating legacy worker shortages. Whilst the total number of non-UK nationals in the UK workforce continues to increase, there are net losses of nationals from key countries upon which different industries have become historically reliant.

In new ONS data for the period to **October-December 2018**, a **2.8% YoY decline** (-61k) in EU nationals was more than offset by an increase of 11.2% (130k) increase in workers from the rest of the world. The decline in the EU national workforce continues to be driven by the net loss of workers from EU8 countries (including Poland and the Czech Republic), down by 9.3% (89k), YoY. It is also interesting to note that the net YoY increase in workers from Romania and Bulgaria slowed to just 2.4% (+9k).

Amongst changes in the **non-EU workforce population**:

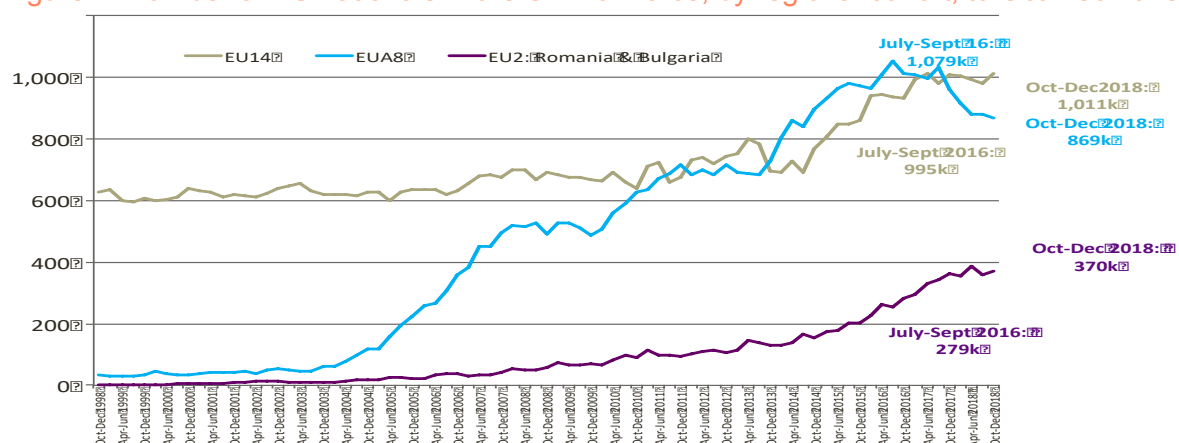
- The number of workers from Africa (277k) rose by 4.4% (12k) YoY,
- The number of Asian nationals (583k) increased by 16.7% (85k), including a 9.9% (17k) increase in Indian Nationals (194k) and a 23.5% (20k) increase in a nationals from Bangladesh and Pakistan.
- The number of worker of US nationality (96k) increased by 5.1% (5k).
- The number of Australian and New Zealand nationals (71k) fell by 20.5% (-18k).

Figure 1. The number of EU and non-EU nationals in the UK workforce, to Oct-Dec 2018



Source: Innovantage analysis of ONS data

Figure 2. Number of EU nationals in the UK workforce, by regional cohort, to Oct-Dec 2018



Source: Innovantage analysis of ONS data

Demand dynamics: official vacancy levels were up 5.6% YoY

Setting the 19.3% annual growth in the number of original job ads into context of the most recent total number of UK workforce jobs (35.1m in September 2018), the **workforce jobs total was just 0.5% (185k) higher than a year earlier and 1.5% (537k) higher than in September 2016.**

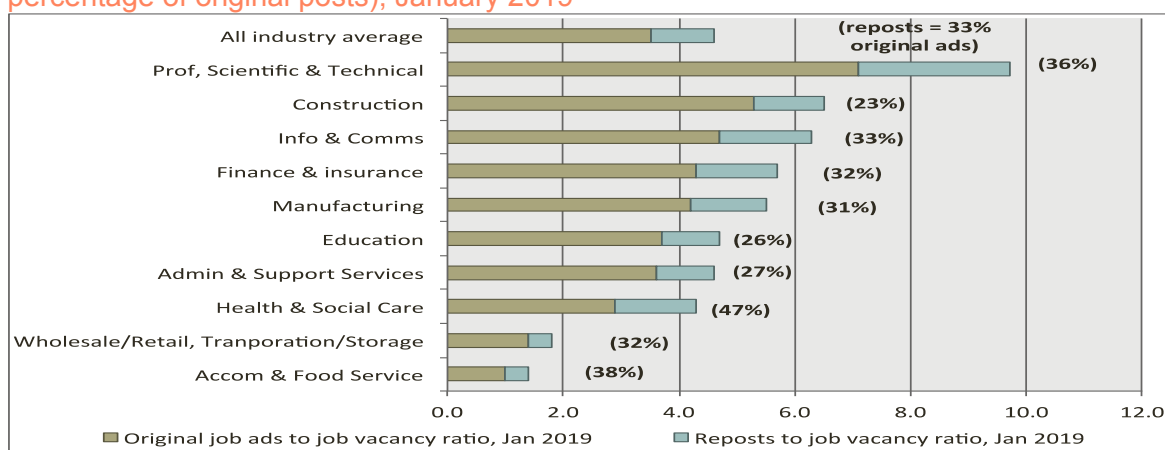
And in context of the official ONS vacancy number for the quarter ending January 2019 (870k), **UK vacancy numbers were 5.6% higher than the figure one year earlier and 15.5% higher than in November 2016-January 2017.**

For each official vacancy, employers and their intermediaries posted 3.7 original jobs ads in January 2019 (a ratio of **3.7 to 1**):

- This was higher than the ratio of 3.2 to 1 recorded one year earlier.
The ratio of total ads (including reposts) to official vacancies was **4.9 to 1 in January 2019**:
- This was up from 4.0 to 1 in January 2018.

There was a stark difference in the original job ad to vacancy ratios by sector, however, ranging from a 1.0 ads to 1 vacancy for Accommodation & Food Service jobs to 7.1 ads to 1 vacancy for Professional, Scientific & Technical roles.

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



Engagement status: 26% of original ads, where the engagement status was specified, were for contingent opportunities

There were 1,375k original ads (43.1%) specifying a permanent opportunity in January 2019:

- This was 5.2% higher than the figure recorded in January 2018, when perm equated to 48.9 % of all original ads.
- **74.2% of all original ads, where the engagement status was specified, were for permanent opportunities.**

There were 477k original ads (15.0%) specifying a contract or temporary opportunity in January 2019:

- This was 6.0% lower than the figure recorded in January 2018, when 19.0% of ads specified a contingent opportunity.
- There was a 19.7% increase in the number of ads highlighting that work was temporary, whilst there was an 18.3% fall in contract opportunities.

- **25.8% of all original ads**, where the engagement status was specified, were for contingent opportunities.

There were 1,306k original ads (41.0%) in January 2019 that did not carry any detail of engagement status, this was up from 30.9% in January 2019.

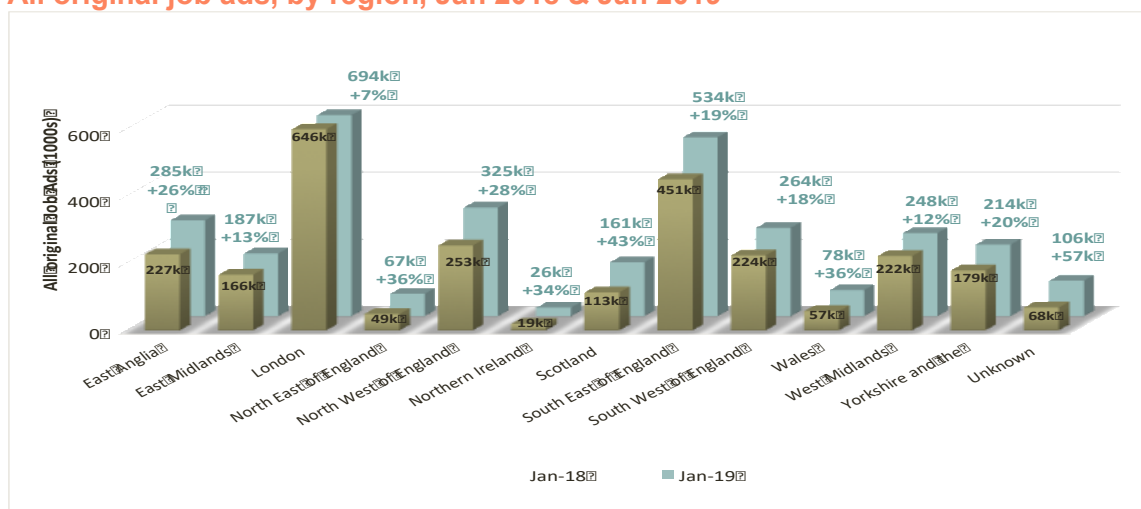
Regional profile: continuing fall in the volume of contingent job ads in London (-14%) and the South East (-12%)

Beneath the 19.3% YoY increase in the volume of all original online job ads across the UK, the regional variations were noteworthy. Amongst regions where the YoY increase was higher than the UK average, Scotland, the volume of original ads was 43% higher than in January 2018

- In the latest available workforce jobs data (Sept 2018), the volume for the region was 2% lower YoY.
- In Wales, the volume of original ads was 36% higher than in January 2018.
- In the latest available workforce jobs data (Sept 2018), the volume for the region was unchanged YoY.
- In the North West, the volume of original ads increased by 28% YoY.
- In the latest available workforce jobs data (Sept 2018), the volume for the region was just 3% higher YoY.

Of additional note, in no region did the number of original job ads decrease YoY.

All original job ads, by region, Jan 2018 & Jan 2019

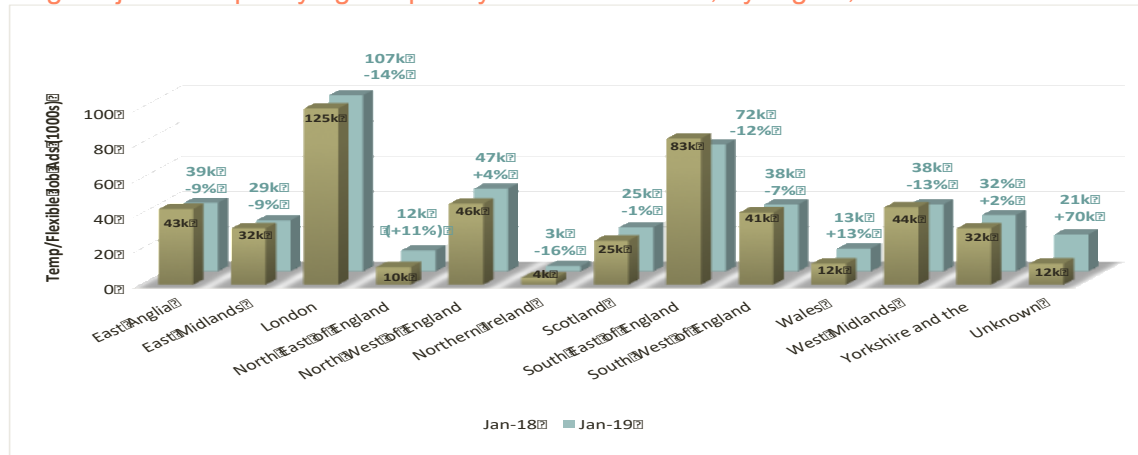


Beyond the 6.0% overall annual decrease in the number of original temporary/contract ads posted in January 2019, the YoY change in the proportion of contingent ads by region should be set into context of a small increase in the volume of ads carrying no locational detail.

- The proportion of perm ads where no location was specified (3.0%) was slightly higher than the level in January 2018 (2.2%).
- The proportion of contingent ads where no location was specified (4.4%) was higher than the level recorded in January 2018 (2.4%).

Countering the downward trend in contingent ads, the numbers notably rose in the North East (+11%), The North West (+4%) and Wales (+13%). In contrast, there was a higher than average negative growth in the number of contingent job ads in London (-14%), the South East (-12%), the East Midlands (-9%), the West Midlands (-13%) and Northern Ireland (-16%).

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



Industry Profiles

Professional, scientific & technical

Talent availability for roles in Professional, Scientific & Technical sectors appears to be tightening as, despite just a 3% YoY increase in the number of official vacancies, the number of original ads increased by 15%. Moreover, this industry witnessed a YoY shift towards permanent rather than contingent hiring, with the proportion of perm ads increasing from 74% to 80%. Amongst the underpinning disciplines, the number of legal job ads rose by 34% YoY, which included a 33% rise in commercial law ads. The number of ads for roles in Property/Land increased by 31%, whilst those for PR/Comms opportunities rose by 26%.

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
Jan 2018	76k	484k	6.4 : 1	74% / 26%	609k	8.0 : 1	76% / 24%
Jan 2019	78k (+3%)	558k (+15%)	7.1 : 1	80% / 20%	758k (+24%)	9.7 : 1	82% / 18%

Information & communications

Despite a 22% annual increase in the number of official vacancies in the three months to January, the number of original job ads in the final month of the period was 13% lower than the number posted a year earlier. At 4.7 original ads to 1 official vacancy, however, the ratio was remained higher than the 3.7 to 1 all-occupation average. Occupations with noteworthy reductions in the numbers of original ads included IT Security (-13%) and Software Engineers (-17%). Of additional note, the proportion of original ads posted directly by hirers – whilst still low - rose from 10% to 18% YoY.

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
Jan 2018	44k	291k	6.6 : 1	75% / 25%	354k	8.0 : 1	77% / 23%
Jan 2019	54k (+22%)	253k (-13%)	4.7 : 1	74% / 26%	337k (-5%)	6.2 : 1	78% / 22%

Manufacturing

Manufacturing was another industry that experienced a noteworthy YoY rise (+14%) in the number of official vacancies. The market responded by placing 4% fewer original ads, however. Amongst these, there were some notable sub-sectoral/occupational variances, including a 55% increase in the number of ads within automotive disciplines, 11% more ads for Skilled Trades roles but 16% fewer for Design Engineers.

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
Jan 2018	57k	281k	4.9 : 1	75% / 25%	334k	5.9 : 1	75% / 25%
Jan 2019	65k (+14%)	271k (-4%)	4.2 : 1	79% / 21%	356k (+7%)	5.5 : 1	80% / 20%

Construction

Despite a noteworthy 16% annual increase in the number of official vacancies within the Construction sector, in the three months to January, the number of original ads in January fell by 4% YoY. This included a 21% fall in the number of ads for Civil Engineers and a 4% fall in ads for Construction workers. In contrast, the volume of ads for Surveyors rose by 1%. One additional area to continue to watch is the rise in the proportion of original ads posted by employers directly – which, whilst very low, was up to 12% from 7% in January 2018.

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
Jan 2018	25k	161k	6.3 : 1	59% / 41%	186k	7.4 : 1	61% / 39%
Jan 2019	29k (+16%)	155k (-4%)	5.3 : 1	60% / 40%	191k (+2%)	6.6 : 1	63% / 37%

Admin & Support Services

The 7% YoY increase the number of official vacancies within Admin & Support Services business translated into a 15% increase in original ad volumes. Moreover, the proportion that were offering permanent work rose from 65% to 70% YoY. Of additional note, the proportion of roles advertised directly by employers rose from 18% to 43%. Amongst the underpinning occupations, the volume of original ads for Call Centre / Advisor roles increased by 11%, whilst the number of ads for roles involved in travel increased by 34%.

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
Jan 2018	72k	239k	3.3 : 1	65% / 35%	281k	3.9 : 1	65% / 35%
Jan 2019	77k (+7%)	276k (+15%)	3.6 : 1	70% / 30%	351k (+25%)	4.6 : 1	71% / 29%

Finance & Insurance

Despite a 2% fall, YoY, in the number of official Finance & Insurance industry vacancies recorded by ONS in November-January, there were a noteworthy 29% more original ads posted in the last month of the quarter (January) – suggesting that these roles are proving extremely difficult to fill. This included a 100% increase in the number of ads for roles in underwriting, a 75% increase in ads for roles involved with Mortgages and for Actuaries and 14% more ads for Investment Management roles.

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
Jan 2018	39k	126k	3.2 : 1	74% / 26%	153k	3.9 : 1	75% / 25%
Jan 2019	38k (-2%)	164k (+29%)	4.3 : 1	75% / 25%	216k (+41%)	5.7 : 1	77% / 23%

Health & Social Care

Whilst there no increase, YoY, in the number of official job vacancies within Health & Social Care in November-January, there were 31% more original ads posted online in the last month of the quarter (January). Moreover, the volume of total ads, including reposts, rose by 50%. Employers are also increasing their share of advertising, with the proportion of direct ads rising from 36% to 47% YoY – and this sector experience a noteworthy YoY increase in the proportion of ads offering permanent rather than contingent work opportunities, up from 69% in January 2018 to 74% this year. Amongst the underpinning occupations, there were notable variations in demand. This included a 54% increase in ads for Social Workers, 42% more ads for roles in A&E and a 30% increase in the number of ads for Nurses. Conversely, the volume of ads for doctors fell by 45%, YoY.

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
Jan 2018	131k	289k	2.2 : 1	69% / 31%	372k	2.8 : 1	70% / 30%
Jan 2019	131k (0%)	378k (+31%)	2.9 : 1	74% / 26%	556k (+50%)	4.2 : 1	76% / 24%

Education

The availability of talent to work in the Education sector appears increasingly challenged, with a noteworthy 56% more ads placed in January 2019 than a year previously, despite there being 1% fewer official vacancies in November-January. As to in which occupations the increased volumes of ads were most noteworthy, there were 49% more original ads for Supply Teachers, 43% more ads for Headteachers and 55% more for Teaching Assistants.

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
Jan 2018	49k	116k	2.5 : 1	55% / 45%	133k	2.7 : 1	55% / 45%
Jan 2019	50k (-1%)	180k (+56%)	3.7 : 1	55% / 45%	227k (+70%)	4.6 : 1	54% / 56%

Accommodation and Food Service

Despite there being a 1% YoY decrease in the official vacancy number within the Accommodation & Food Service sector in November-January, there were 6% more original job ads posted online in the last month of the quarter. Of significant note, this sector experienced the greatest sectoral YoY increase in the proportion of ads offering permanent work opportunities – up to 82% compared to 72% in January 2018. Amongst the underlying occupations, the number of original ads for Baristas rose by 25% YoY, whilst there were 8% more ads for Waiting/Bar staff.

Accom & 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
Jan 2018	94k	87k	0.9 : 1	72% / 28%	111k	1.2 : 1	72% / 28%
Jan 2019	93k (-1%)	92k (+6%)	1.0 : 1	82% / 18%	127k (+15%)	1.4 : 1	82% / 18%

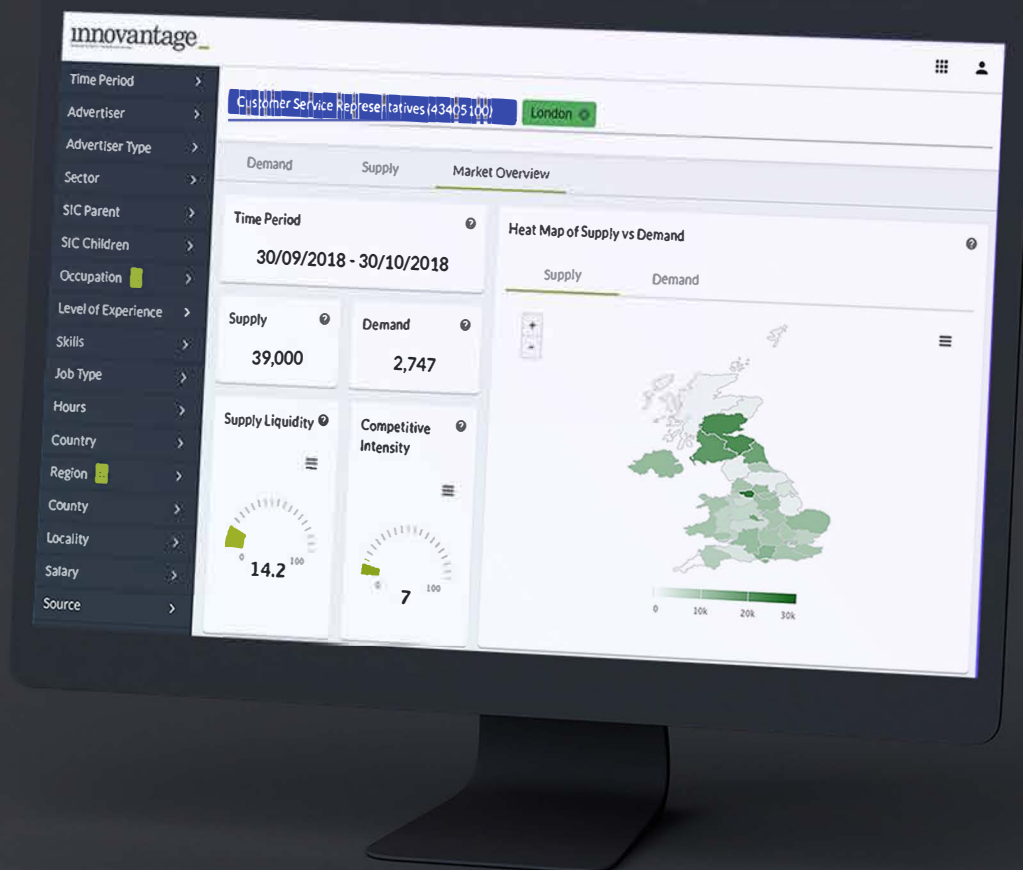
Wholesale, Retail, Transport & Storage

Despite just a 5% increase in the official vacancy number within Wholesale/Retail and Transport & Storage, there were 15% more original job ads posted online in January. As a proportion of all original ads, employers placed an increased percentage (40%) in January 2019, compared to the same month in 2018 (26%). Within Retail, the volume of demand for Store Assistants increased by 15%, whilst the number of ads for Merchandisers fell by 30%. Within Transport & Storage, there was a 44% increase in the number of ads for Drivers and a 15% increase in original ads for Storage/warehouse workers.

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
Jan 2018	133k	169k	1.3 : 1	62% / 38%	218k	1.6 : 1	65% / 35%
Jan 2019	140k (+5%)	196k (+16%)	1.4 : 1	65% / 35%	359k (+19%)	1.9 : 1	65% / 35%

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.