



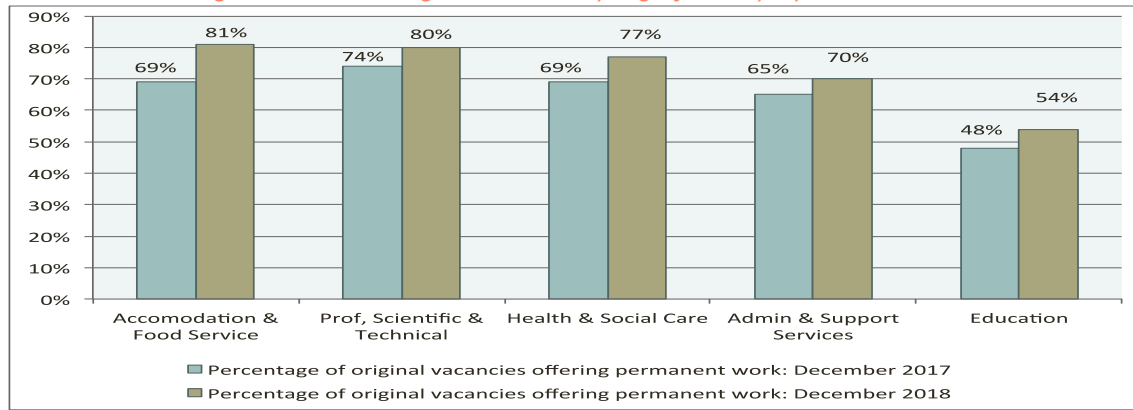
Welcome to the latest **Innovantage Demand Barometer**

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 – January 2019

Employers increase the proportion of permanent job opportunities in skills-short sectors

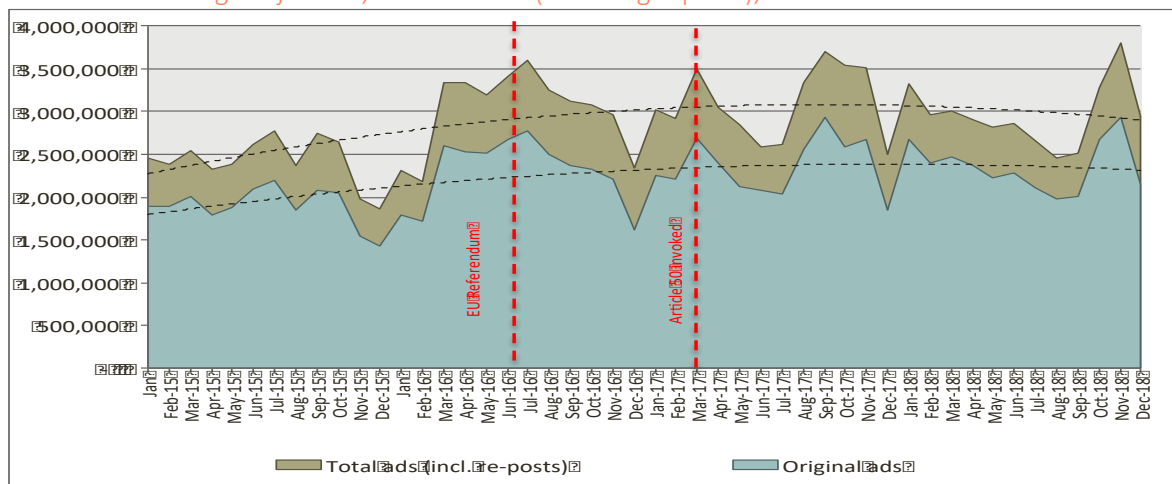
The number of original job ads posted online in December 2018 was 16.4% higher than in the same month in 2017. Official vacancy numbers were up by just 4.8%..
....but YoY changes in advertising volumes vary significantly by sector.



At 2.14m in December 2018, the number of **original job ads** captured by Innovantage was 16.4% higher than in the same month last year and a noteworthy 32.4% higher than in December 2016.

- In addition, 808k 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 38% of the volume of original ads posted – significantly higher than the 22% reposted ad rate recorded in October 2018.
- At 2.95m, the combined total of original job ads and reposts was 18.3% higher than in December 2017, and 26.1% higher than in December 2016.

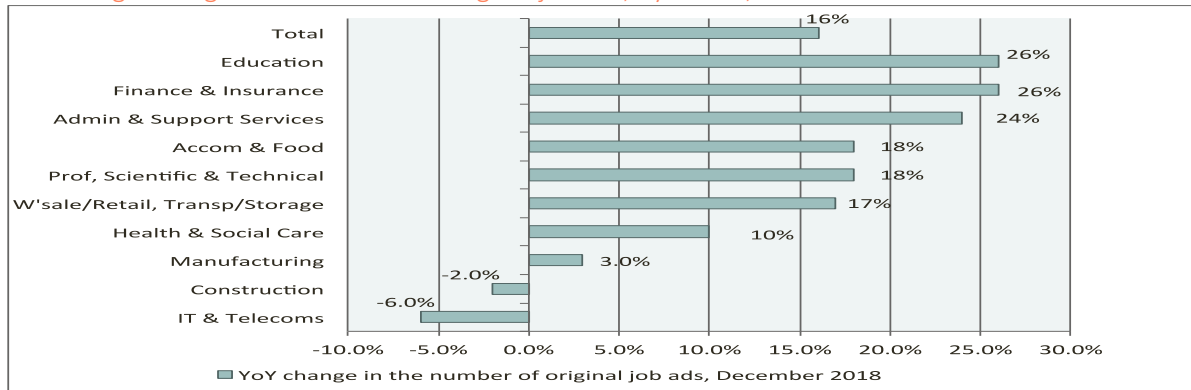
The number of original job ads, and the total (including reposts), Jan 15 – Dec 18



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

Behind the 16.4% YoY increase in the volume of original job ads, there was a widely varying picture, by industry. This range from 26.0% YoY growth in the numbers of ads in the Education and Finance & Insurance sectors - and a 23.5% increase in original ads seeking workers for the Admin & Support Services sector – to 6.0% fewer ads for roles in the IT & Telecoms.

Percentage change in the number of original job ads, by sector, Dec 2017-18



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. And as a means of encouraging workers to take up posts, key sectors are increasing the proportion of vacancies that they are advertising on a permanent rather than contingent basis (see industry profiles below).

Demand dynamics: official vacancy levels were up 4.8% YoY

Setting the 16.4% 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.**

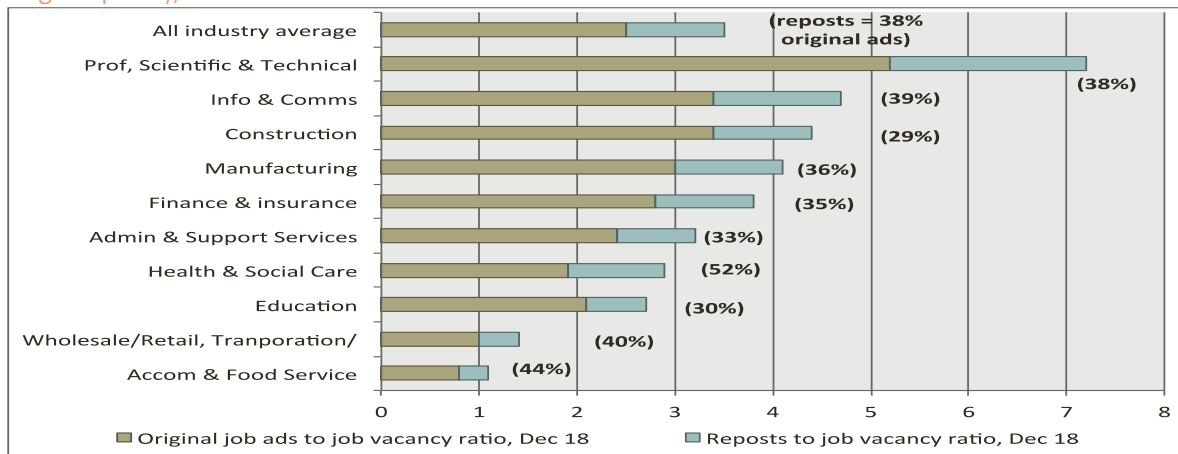
And in context of the official ONS vacancy number for the quarter ending December 2018 (853k), **UK vacancy numbers were 4.8% higher than the figure one year earlier and 13.4% higher than in October-December 2016.**

For each official vacancy, employers and their intermediaries posted 2.5 original jobs ads in December 2018 (a ratio of **2.5 to 1**):

- This was higher than the ratio of 2.3 to 1 recorded one year earlier.
The ratio of **total ads (including reposts) to official vacancies was 3.5 to 1 in December 2018:**
- This was up from 3.1 to 1 in December 2017.

There was a stark difference in the original job ad to vacancy ratios by sector, however, ranging from a 1.1 ads to 1 vacancy for Accommodation & Food Service jobs to 7.2 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), Dec 2018



Engagement status: 25% of original ads, where the engagement status was specified, were for contingent opportunities

There were 938k original ads (43.7%) specifying a permanent opportunity in December 2018:

- This was 19.6% higher than the figure recorded in December 2017, when perm equated to 42.6 % of all original ads.
- **74.8% of all original ads, where the engagement status was specified, were for permanent opportunities.**

There were 316k original ads (14.7%) specifying a contract or temporary opportunity in December 2018:

- This was 2.1% lower than the figure recorded in December 2017, when 17.5% of ads specified a contingent opportunity.
- There was a 19.0% increase in the number of ads highlighting that work was temporary, whilst there was a 12.6% fall in contract opportunities.
- **25.2% of all original ads, where the engagement status was specified, were for contingent opportunities.**
- There were 874k original ads (40.7%) December 2018 that did not carry any detail of engagement status:
- This was up from 38.5% in December 2017.

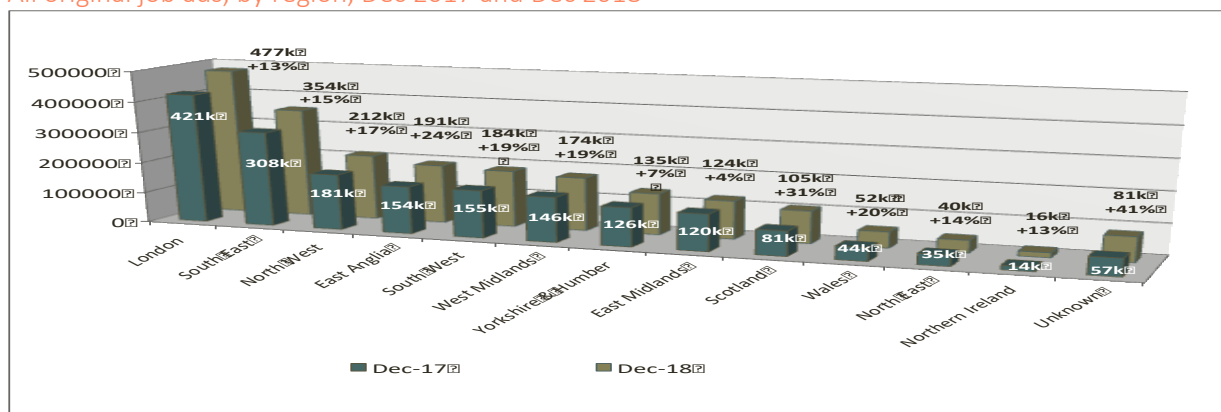
Regional profile: continuing fall in the volume of contingent job ads in London (-7%) and the South East (-12%)

Beneath the 16.4% 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:

- In Scotland, the volume of original ads was 31% higher than in December 2017.
- 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 20% higher than in December 2017.
- In the latest available workforce jobs data (Sept 2018), the volume for the region was unchanged YoY.
- In East Anglia, the volume of original ads was 24% higher than in December 2017.
- In the latest available workforce jobs data (Sept 2018), the volume for the region was just 2% higher YoY.

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

All original job ads, by region, Dec 2017 and Dec 2018



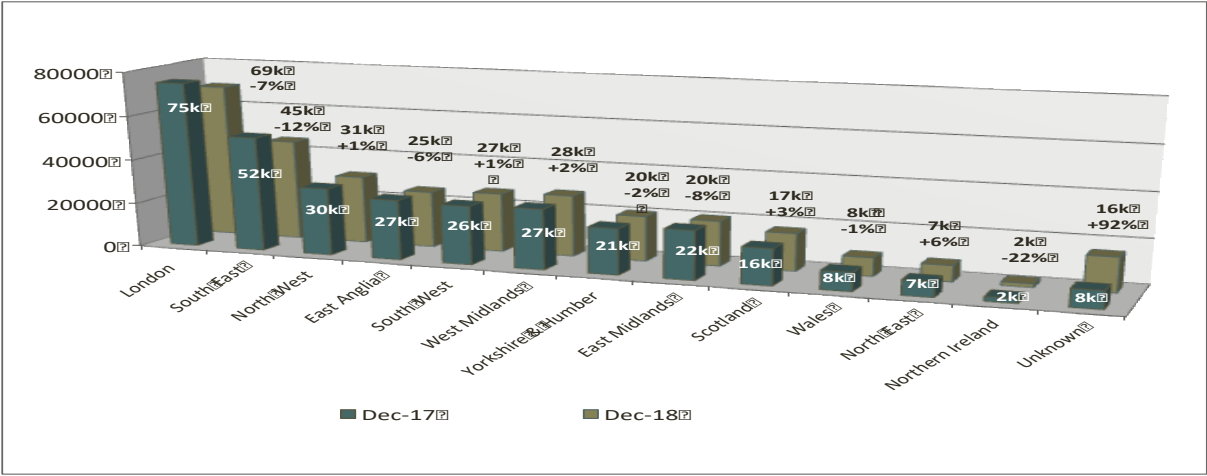
Beyond the 2.1% overall annual decrease in the number of original temporary/contract ads posted in December 2018, the YoY change in the proportion of contingent ads by region should be set into context of a small increase in the volume of ads carrying no locational detail.

- The proportion of perm ads where no location was specified (3.5%) was higher than the level in December 2017 (2.5%).
- The proportion of contingent ads where no location was specified (4.9%) was higher than the level recorded in December 2017 (2.5%).

Countering the downward trend in contingent ads, the numbers notably rose in the North East (+6%), Scotland (+3%) and the West Midlands (+2%). In contrast, there was a higher than average negative growth

in the number of contingent job ads in London (-7%), the South East (-12%), the East Midlands (-8%) and Northern Ireland (-22%).

Original job ads specifying temporary or contract work, by region, Dec 2017 & Dec 2018



Industry Profiles

Professional, scientific & technical

Talent availability for roles in Professional, Scientific & Technical sectors appears to be tightening as, despite a 4% YoY fall in the number of official vacancies, the number of original ads increased by 18%. Moreover, this industry witnessed a YoY shift towards permanent rather than contingent hiring, with the proportion of perm ads increasing from 74% to 80%. Of additional note, the proportion of ads posted directly by employers rose from 25% to 36%. Amongst the underpinning disciplined, the number of legal vacancies rose by 40% YoY, the number of ads for generic marketing positions increased by 35%, ad numbers for digital/online roles increased by 20% whilst those for PR/Comms rose by 22%.

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
Dec 2017	77k	325k	4.2 : 1	74% / 26%	449k	5.8 : 1	76% / 24%
Dec 2018	74k (-4%)	385k (+18%)	5.2 : 1	80% / 20%	531k (+18%)	7.2 : 1	82% / 18%

Information & communications

Despite a 22% annual increase in the number of official vacancies in the three months to December, the number of original job ads in the final month of the period was 6% lower than the number posted a year earlier. At 3.4 original ads to 1 official vacancy, however, the ratio was remained notably higher than the 2.5 to 1 all-occupation average. Occupations with noteworthy reductions in the numbers of original ads included Technical Architecture (-10%) and Software Engineers (-8%). Conversely, ads for IT Security opportunities increased by 2%, YoY, whilst the volume of ads for Technical support and Business Intelligence roles increased by 1%. Of additional note, the proportion of original ads posted directly by hirers rose from 11% to 21% 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
Dec 2017	43k	185k	4.3 : 1	75% / 25%	345k	5.6 : 1	78% / 22%
Dec 2018	52k (+22%)	174k (-6%)	3.4 : 1	76% / 24%	242k (+1%)	4.7 : 1	82% / 18%

Manufacturing

Manufacturing was another industry that experienced a noteworthy YoY rise (+7%) in the number of official vacancies. The market responded by placing just 3% more original ads, however. Amongst these, there were some notable sub-sectoral/occupational variances, including a 49% increase in the number of ads within automotive disciplines and an 11% increase in ads for workers in Skilled Trades.

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
Dec 2017	58k	183k	3.1 : 1	76% / 24%	230k	4.0 : 1	76% / 24%
Dec 2018	62k (+7%)	188k (+3%)	3.0 : 1	79% / 21%	255k (+11%)	4.1 : 1	79% / 21%

Construction

Despite a 9% annual increase in the number of official vacancies within the Construction sector, in the three months to December, the number of original ads in December fell by 2% YoY. This included a 10% fall in the number of ads for Civil Engineers and a 3% fall in ads for workers in Building Trades. In contrast, the volume of ads for Construction roles was 2% higher YoY, and the number of ads for Surveyors rose by 3%. One additional area to continue to watch is the rise in the proportion of original ads offering permanent employment – up to 64% from 60% in December 2017.

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
Dec 2017	26k	99k	3.8 : 1	60% / 40%	124k	4.8 : 1	62% / 38%
Dec 2018	29k (+9%)	97k (-2%)	3.4 : 1	64% / 36%	126 (+1%)	4.3 : 1	67% / 33%

Admin & Support Services

The 7% YoY increase the number of official vacancies within Admin & Support Services business translated into a 24% increase in original ad volumes – suggesting that these roles are proving increasingly difficult to fill. 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 32% to 44%. Amongst the underpinning occupations, the volume of original ads for Call Centre / Advisor roles increased by a noteworthy 37%, whilst the number of ads for roles involved in travel also increased by 23%.

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
Dec 2017	70k	147k	2.1 : 1	65% / 35%	190k	2.7 : 1	66% / 34%
Dec 2018	75k (+7%)	182k (+24%)	2.4 : 1	70% / 30%	242k (+27%)	3.2 : 1	71% / 29%

Finance & Insurance

Despite a 2% fall, YoY, in the number of official Finance & Insurance industry vacancies recorded by ONS in October - December, there were a noteworthy 26% more original ads posted in the last month of the quarter (December). This included a staggering 97% increase in the number of ads for Actuaries, a 45% increase in ads for roles involved with Mortgages and 23% more ads for Pension roles. Conversely, there were 12% fewer ads seeking Underwriting professionals.

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
Dec 2017	39k	83k	2.1 : 1	73% / 27%	109k	2.8 : 1	75% / 25%
Dec 2018	38k (-2%)	105k (+26%)	2.8 : 1	76% / 24%	141k (+30%)	3.7 : 1	77% / 23%

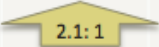
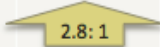
Health & Social Care

Whilst there was just a 2% increase, YoY, in the number of official job vacancies within Health & Social Care in October-December, there were 11% more original ads posted online in the last month of the quarter (December) – suggesting a tightening of availability of workers. Moreover, the volume of total ads, including reposts, rose by 19%. Reposts represented a noteworthy 52% of total ads – significantly higher than the 37% all-sector average. Employers are also increasing their share of advertising, with the proportion of direct ads rising from 37% to 52% 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 December 2017 to 77% this year. Amongst the underpinning occupations, there were notable variations in demand. This included a 40% increase in ads for dental professionals and an 18% increase in the number of original ads for roles in Social Care. Conversely, the volume of ads for doctors fell by 31%, 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
Dec 2017	1267	226k	1.8 : 1	69% / 31%	320k	2.5 : 1	72% / 28%
Dec 2018	130k (+2%)	250k (+11%)	1.9 : 1	77% / 23%	382k (+19%)	2.9 : 1	79% / 21%

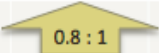
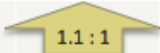
Education

The availability of talent to work in the education sector appears increasingly challenged, with 26% more ads placed in December 2018 than a year previously, despite just 1% more official vacancies in the last quarter of the year. Additionally, as with other candidate-short sectors, the proportion of ads offering permanent rather than contingent work opportunities rose YoY, from 48% to 54%. As to in which occupations the increased volumes ads were most noteworthy, there were 34% more ads for Supply Teachers and 46% 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
Dec 2017	51k	87k	1.7 : 1	48% / 52%	110k	2.2 : 1	48% / 52%
Dec 2018	51k (+1%)	109k (+26%)	 2.1 : 1	54% / 46%	142k (+29%)	 2.8 : 1	54% / 46%

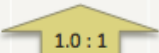
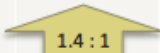
Accommodation and Food Service

Despite there being no YoY increase in the official vacancy number within the Accommodation & Food Service sector in October-December, there were 18% more original job ads posted online in the last month of the quarter – suggesting a tightening in the availability of workers. Of significant note, this sector experienced the greatest YoY increase in the proportion of ads offering permanent work opportunities – up to 81% compared to 69% in December 2017. Amongst the underlying occupations, the number of original ads for Baristas rose by 34% YoY, whilst there were 15% more ads for Waiting/Bar staff and 12% more ads for Chefs.

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
Dec 2017	93k	60k	0.6 : 1	69% / 31%	89k	1.0 : 1	72% / 28%
Dec 2018	94k (0%)	70k (+18%)	 0.8 : 1	81% / 19%	102k (+14%)	 1.1 : 1	81% / 19%

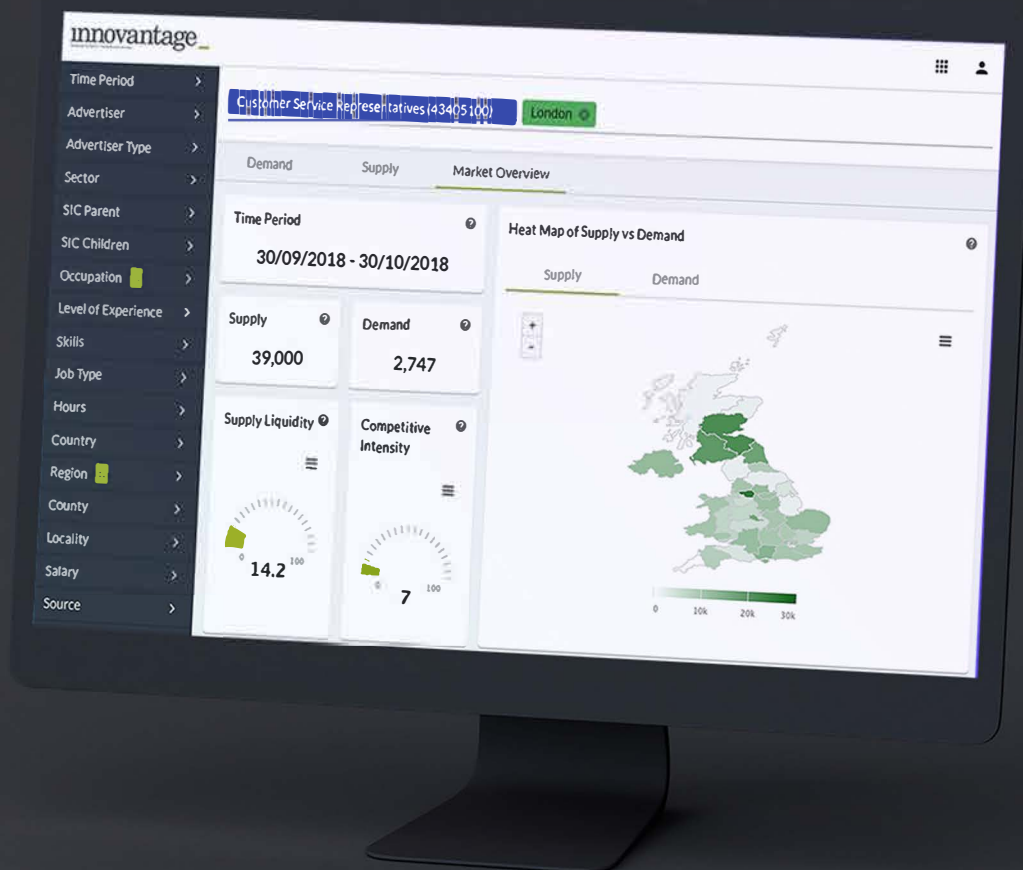
Wholesale, Retail, Transport & Storage

Despite just a 3% increase in the official vacancy number within Wholesale/Retail and Transport & Storage, there were 17% more original job ads posted online in December. As a proportion of all original ads, employers place in increased percentage (36%) in December 2018, compared to the same month in 2017 (24%). Within Retail, the volume of demand for Store Assistants increased by 34%, whilst the number of ads for Merchandisers fell by 26%. Within Transport & Storage, there was a 26% increase in the number of ads for Drivers and a 20% 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
Dec 2017	137k	124k	0.9 : 1	62% / 38%	174k	1.3 : 1	63% / 37%
Dec 2018	140k (+3%)	145k (+17%)	 1.0 : 1	64% / 36%	202k (+16%)	 1.4 : 1	49% / 51%

innovantage

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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.



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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.