

FT Recruitment Solutions Research

Alistair Smith
Research Manager - Europe
October 2010



exec-appointments.com
global executive jobs

Part of Financial Times Recruitment Solutions

Contents

- Background and Methodology
- Current market climate and confidence
- Recruitment Market
 - Job sources
 - Print vs Online
 - Changing recruitment habits
- Executive Appointments Audience
- exec-appointments.com Audience
- Multi-platform
- Conclusions

Background & Methodology

FT Recruitment Solutions have conducted a second research project (first done in September 2008) to investigate the recruitment habits and attitudes of the Executive Appointments and executiveappointments.com audience

Over the last 2 years the recruitment market has experienced very tough and different challenges as a result of the 'credit crunch' and job security.

The project is designed to look at the changing habits of a senior business audience and how they consume recruitment platforms and act upon them

We collected respondents both in print and online to gather information for the study:

- ▶ Two in-paper questionnaires featured in the Executive Appointments section on May 25th and June 1st 2010
- ▶ An online questionnaire was sent to our executiveappointments.com registered users on May 25th 2010

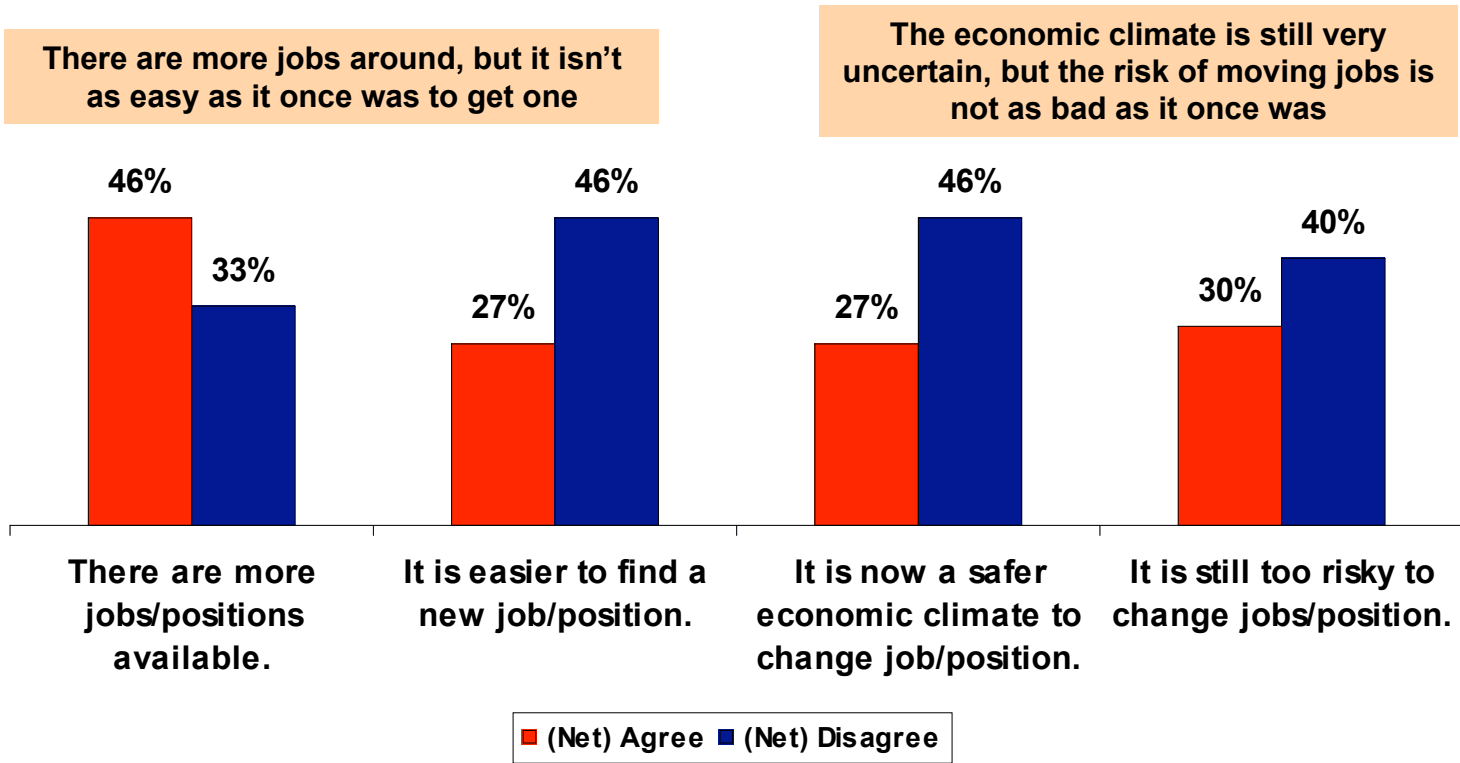
▶ Total number of respondents 3451

It's not all 'doom and gloom', but there is a long way to go until we get back to normal

79% of the audience are more likely to consider changing jobs/positions than they were 12 months ago

But caution, there are mixed feelings about the market

Compared to 12 months ago, how much do you agree or disagree with the following statements in relation to changing jobs/position at this current time?

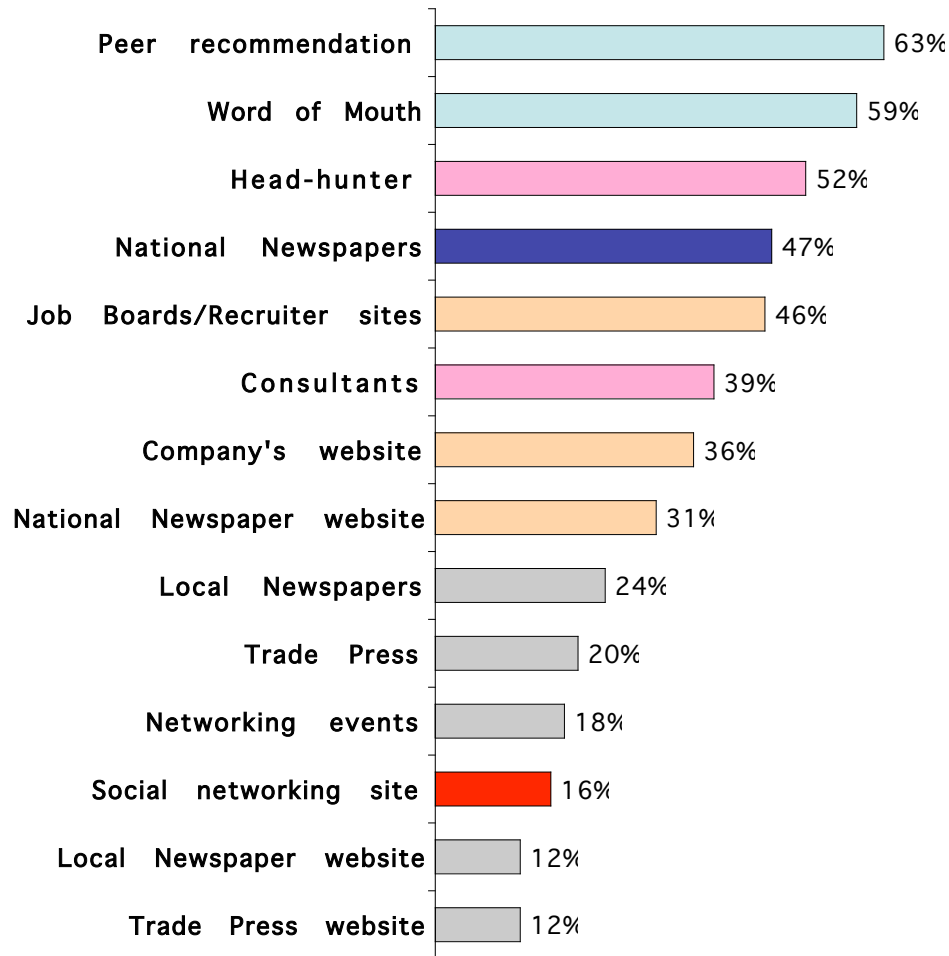


Base: All respondents 3451

Recruitment Market: Job Sources

How have senior executives audience found jobs in the past?

Which, if any, of the following sources have you used for looking for new job roles?



Its not what you know, IT'S WHO YOU KNOW!
Traditionally, human contact has been the most common source of job information

Newspapers have played the most significant media role in providing respondents with information on new job roles

Recruitment professionals and agencies have played a key role in the past

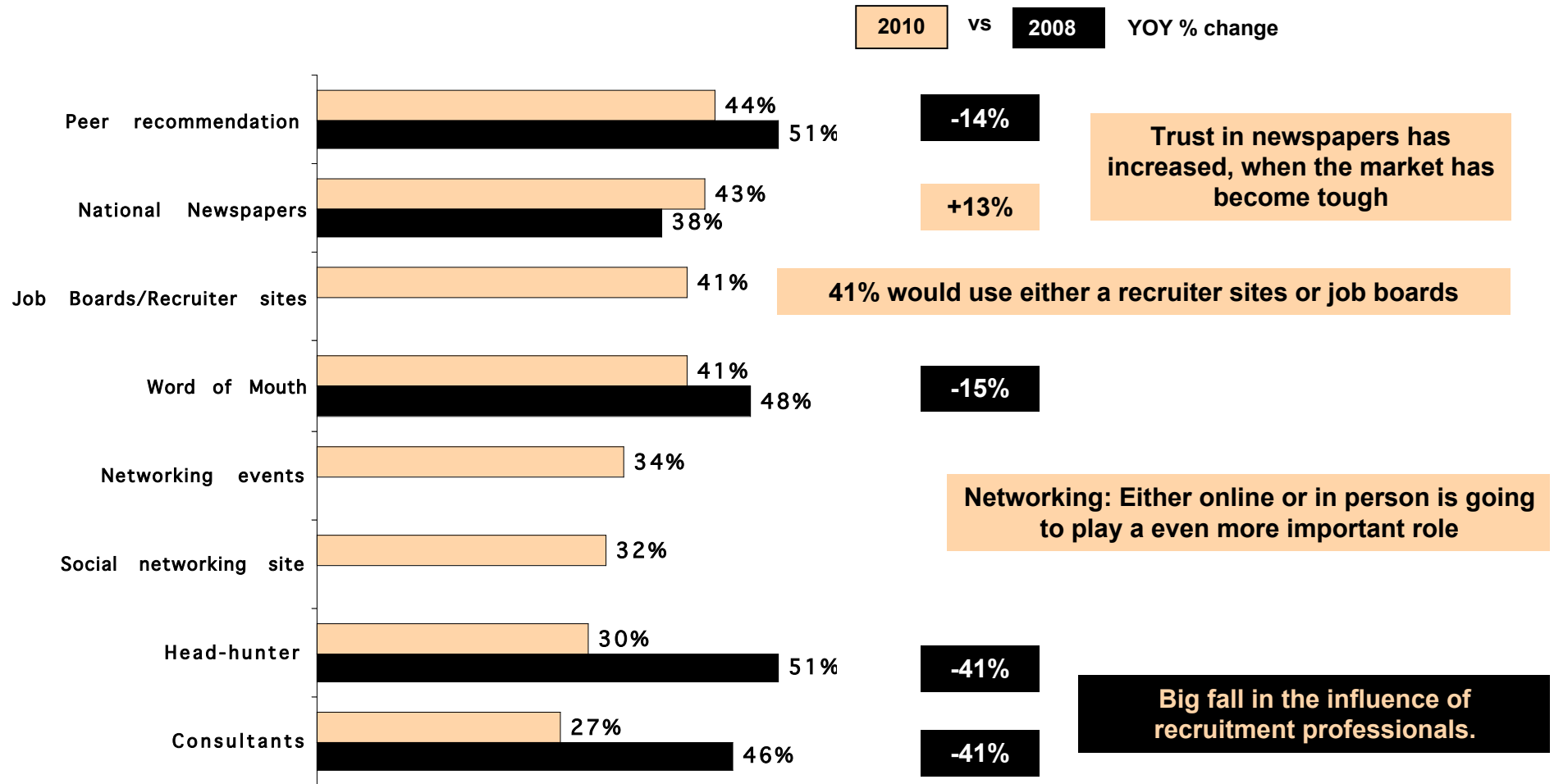
Respondents have used a wide range of different online platforms in the past, with Job Boards/Recruiter sites being most popular

Already, 16% of the audience have used social networking sites to find a previous job role

Base: All respondents 3451: weighted for equal Print and Online response

How will they find their next job...and has this changed in the last 2 years?

Which if any of the following sources do you expect to use in obtaining your next job?

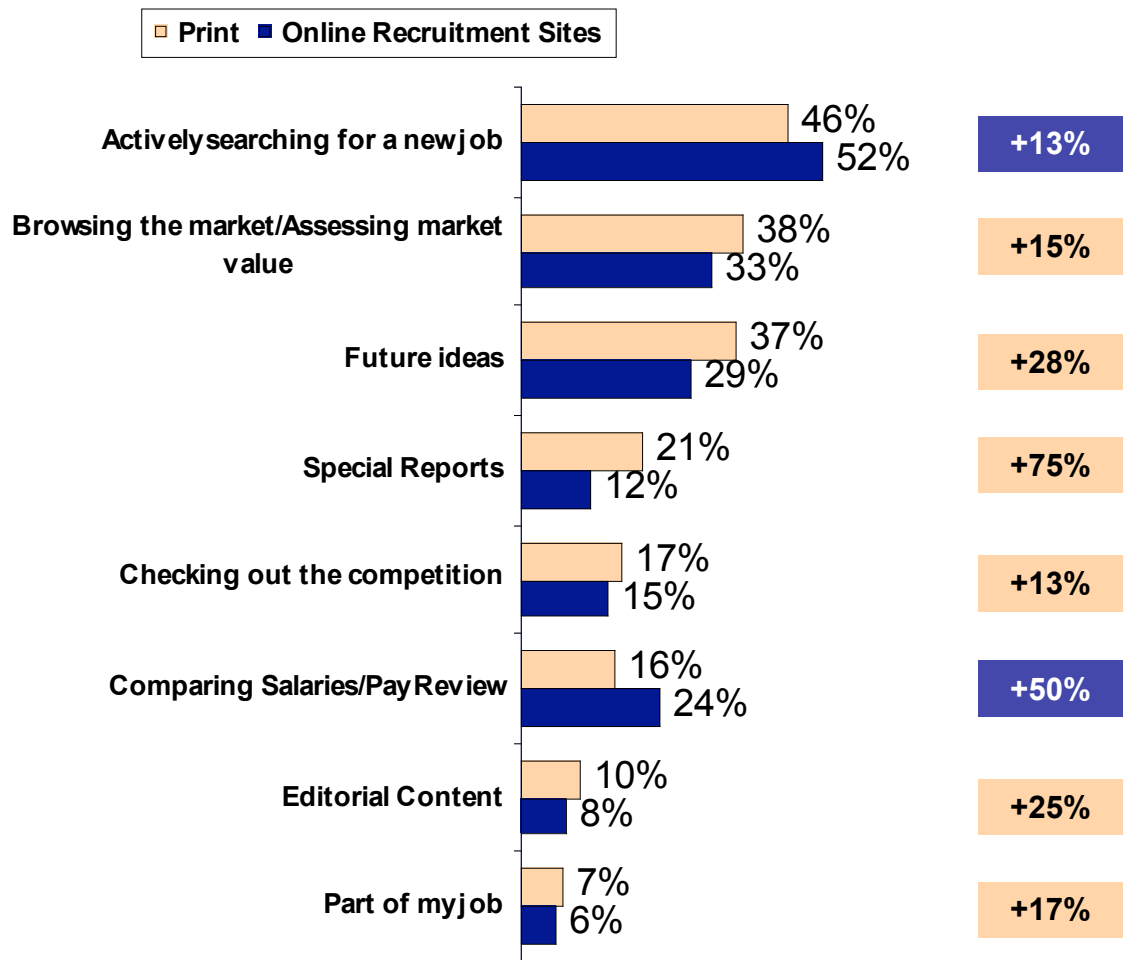


Base: All respondents 3451: weighted for equal Print and Online response

Recruitment Market: Print vs Online

What factors attract senior executives audience to the different recruitment media channels?

What are the main reasons for a) reading the recruitment pages in Newspapers/ Magazines AND/OR b) visiting online recruitment sites?
Newspapers/Magazines.



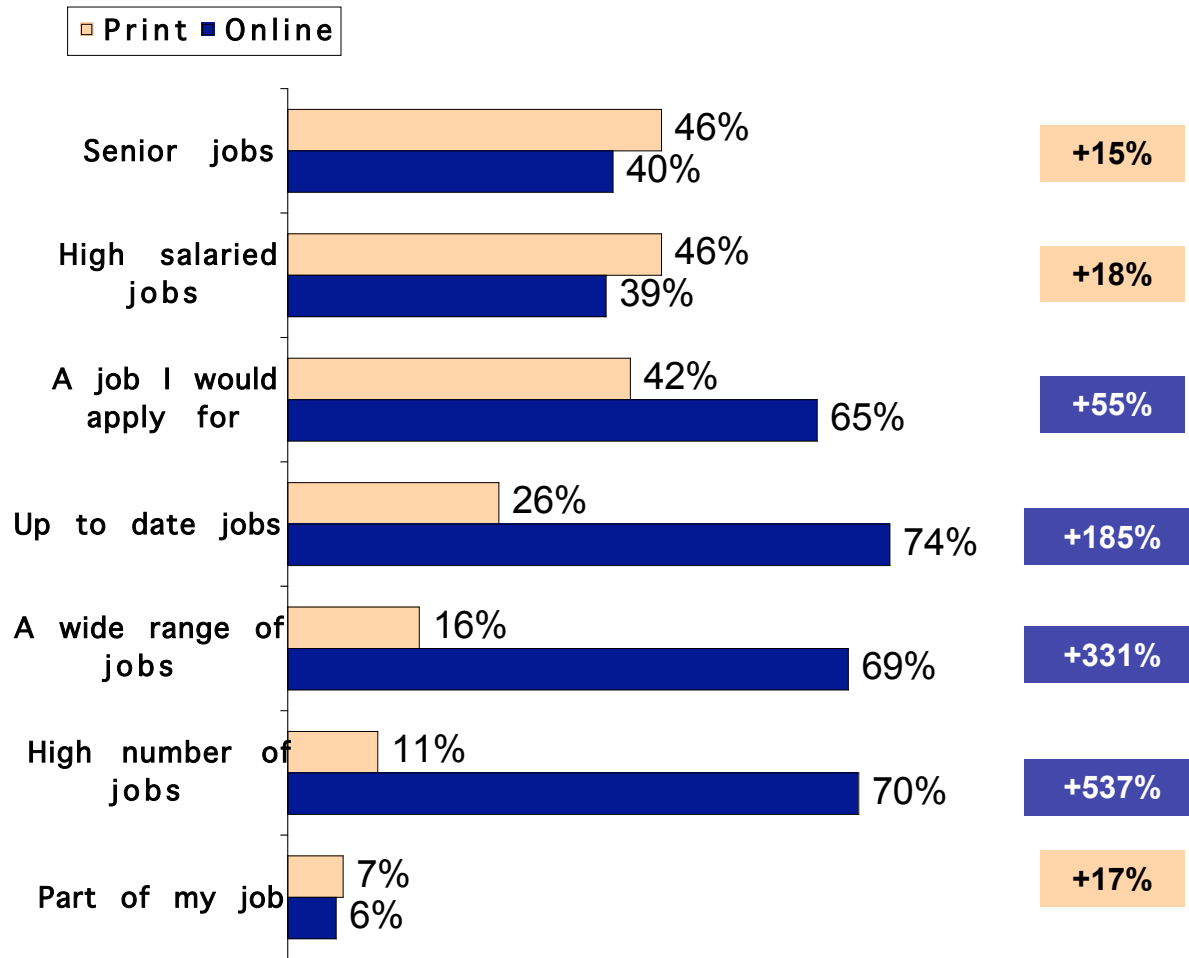
Print's main use is still actively searching for a new job (despite being less important than online). However, print clearly shows it has a wider range of factors that attracts job seekers to print, and remains the media channel to target the 'passive' job seeker.

Online site's primary use is actively searching for a new job. It also is used more than print for comparing salaries/pay reviews.

Base: All respondents 3451: weighted for equal Print and Online response

What does each recruitment channel offer?

Which channels are most effective in delivering the following...? Newspapers/Magazines & Online.



The perception of Print recruitment is that it is more effective in delivering the most senior and the highest paid jobs.

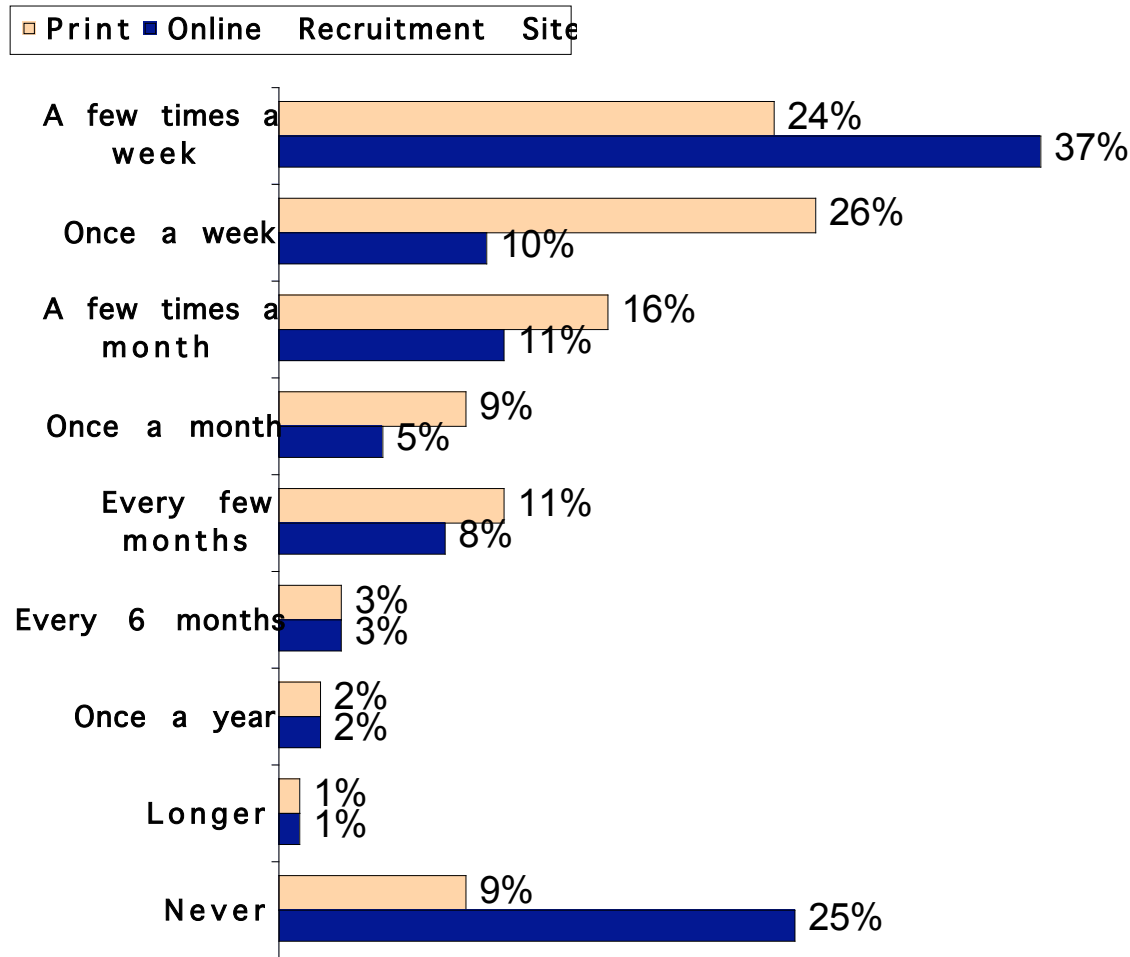
It is also seen as an effective platform for advertising 'jobs I would apply for' (despite being less effective than online).

Online functionality and immediate nature means it is perceived as a platform that offers a fuller range of job-seeking attributes.

Online search functionality and unlimited job capacity means that it can deliver a larger number and wider range of jobs, as well as jobs that senior executive audience would apply for.

Frequency of recruitment channel usage

How often do you a) read the recruitment pages within Newspapers/Magazines AND/OR b) visit online recruitment sites? Newspapers / Magazines.



Online recruitment sites are used much more frequently and heavily than print, with a large proportion of users visiting multiple times in a week.

Very similar weekly usage
Print 50% vs Online 47%

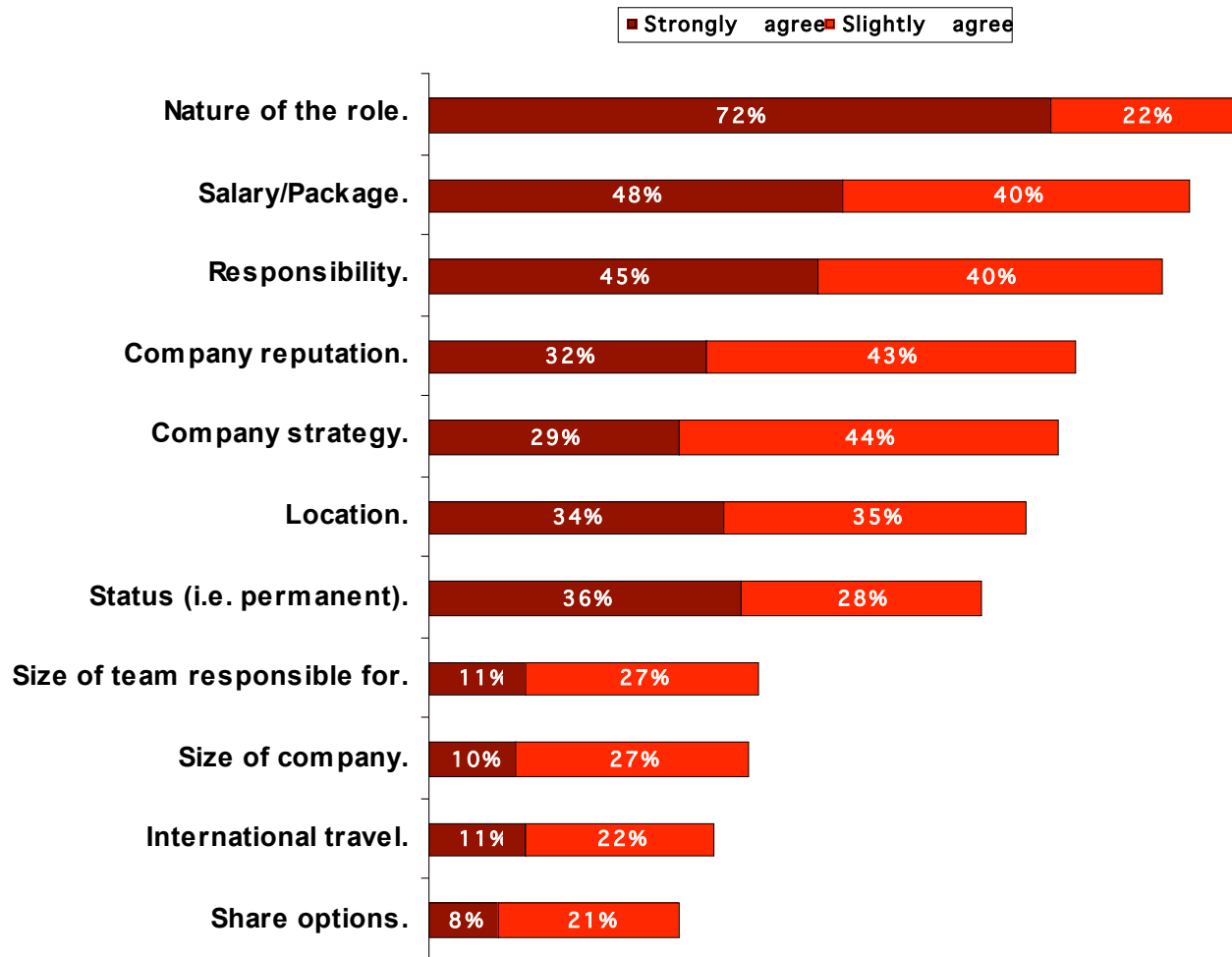
More of senior executive audience read the recruitment pages within print than visit online recruitment sites.
Total ever read/visited
Print 91% vs Online 75%

Base: All respondents 3451: weighted for equal Print and Online response

Recruitment Habits

What are the key drivers that senior executives audience looks for in a job?

On a scale of 1 to 5 can you rate the following drivers in terms of importance when considering a new job/position (with 5 being a very important driver and 1 being not important at all)?



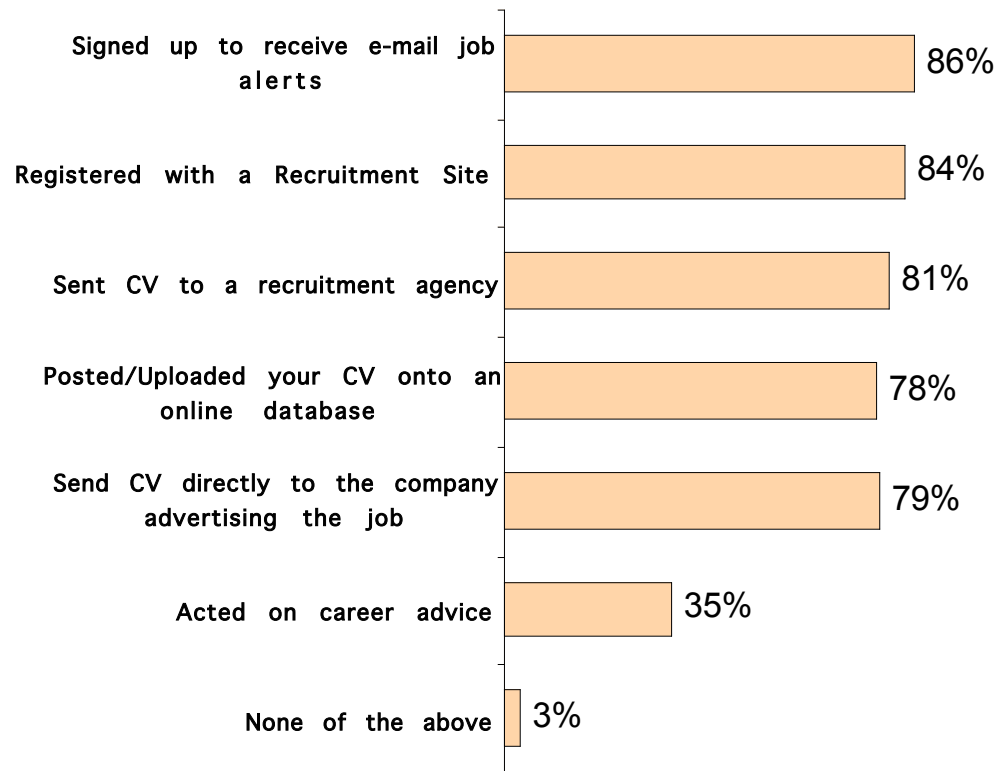
Primary
Money is not everything.
 The nature of the role and the responsibility that comes with it are just as important as the salary

Secondary
 The company's reputation, strategy and location also play a significant role

Other
 Size of the company, team responsibility, international travel and share options play a much smaller role when considering a role

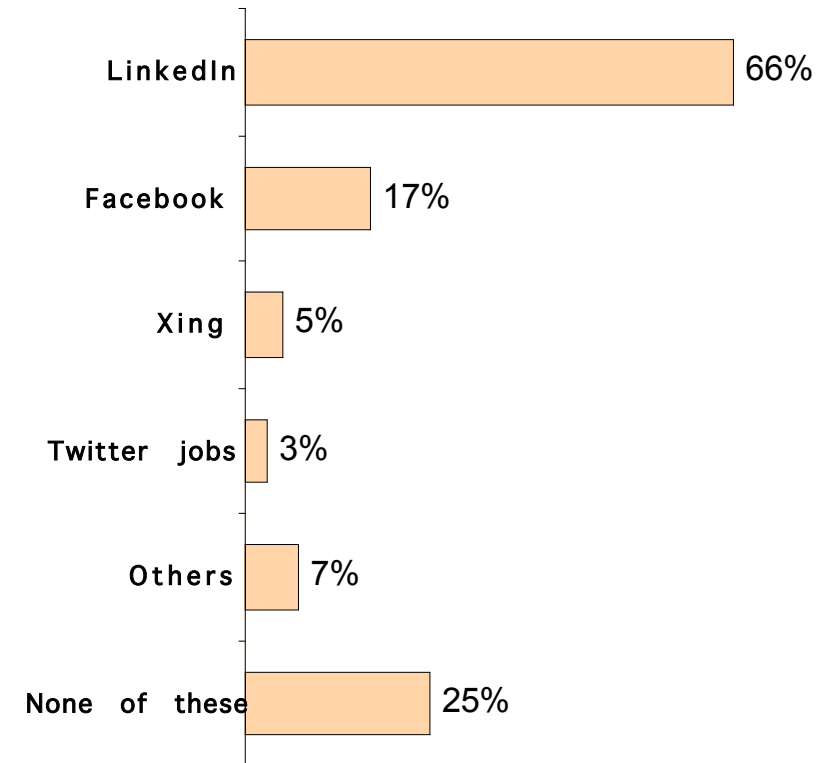
Changing online recruitment habits

Have you ever done any of the following activities online?



**97% of senior executives audience are active in using online tools for recruitment...
...and the majority are using multiple tools**

Do you use any of the following social networking sites for recruitment/jobs?



**75% of senior executives audience already use a social networking site for job-seeking
A massive 89% who do use one, use LinkedIn**

Relocation, Relocation, Relocation

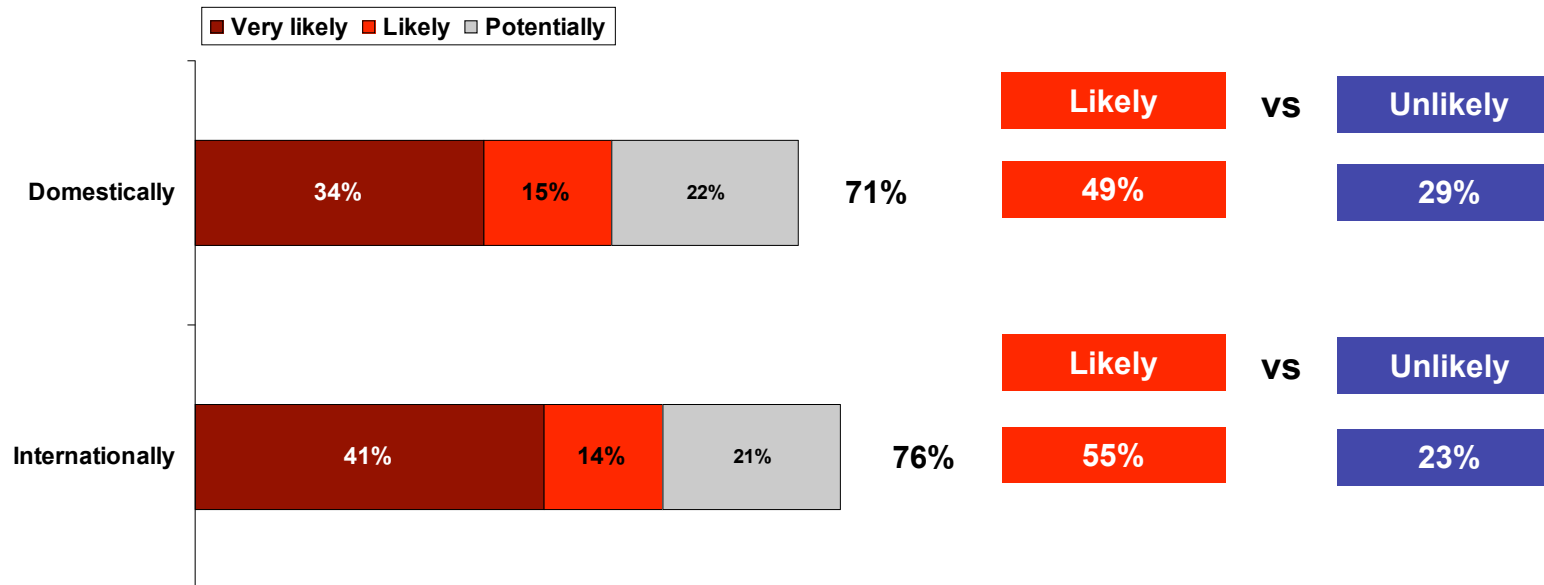
Have you ever relocated for a new job/position?

76% have relocated before

43% Domestically

49% Internationally

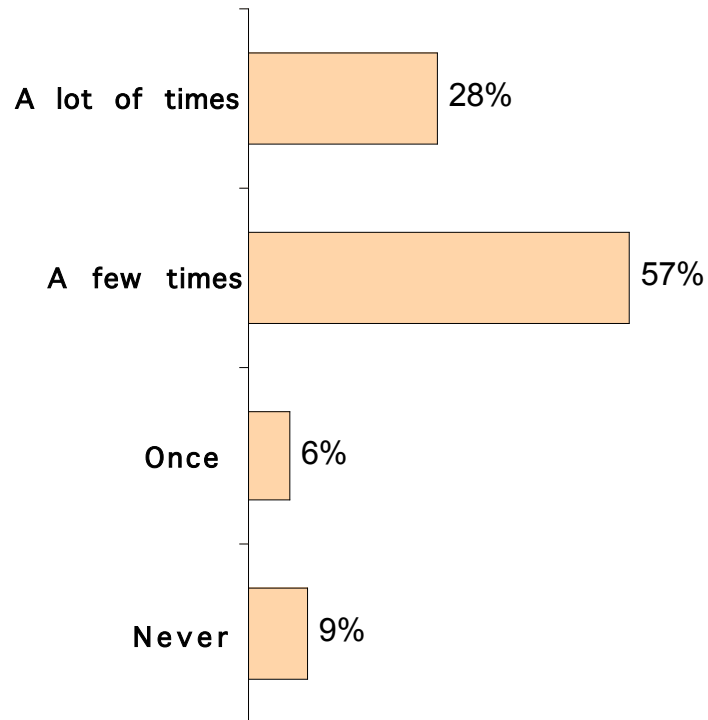
How likely would you be to relocate a) Domestically and b) Internationally, if the relevant job/position became available?



**Senior executives have already relocated at least once, and the vast majority would be willing to do so again
They are very internationally-focused and are more prepared to relocate internationally than domestically**

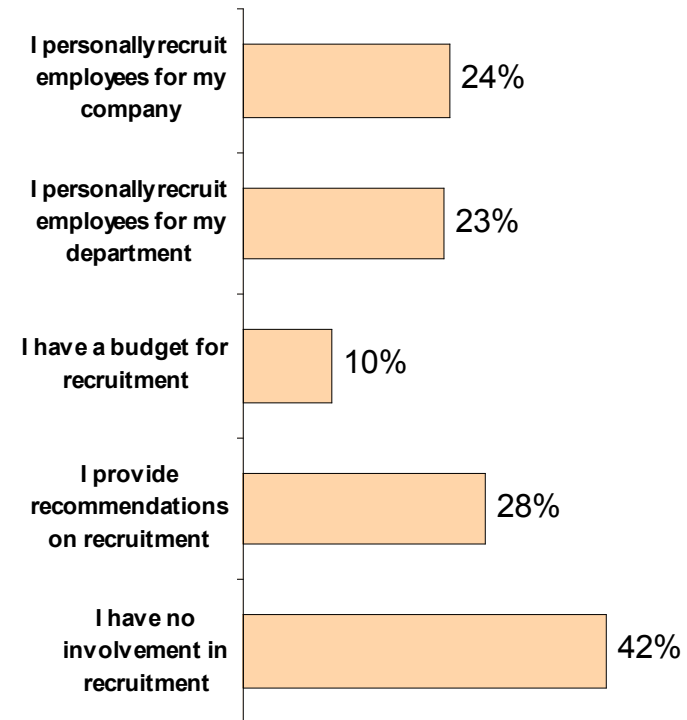
An 'indirect' recruitment influence...

How often have you recommended/referred someone else to a job/role that you have seen advertised?



**91% of senior executives audience have actively reacted to recruitment advertising by referring someone to the ad...
...and they do it multiple times, with 3 in 10 doing it on a regular basis**

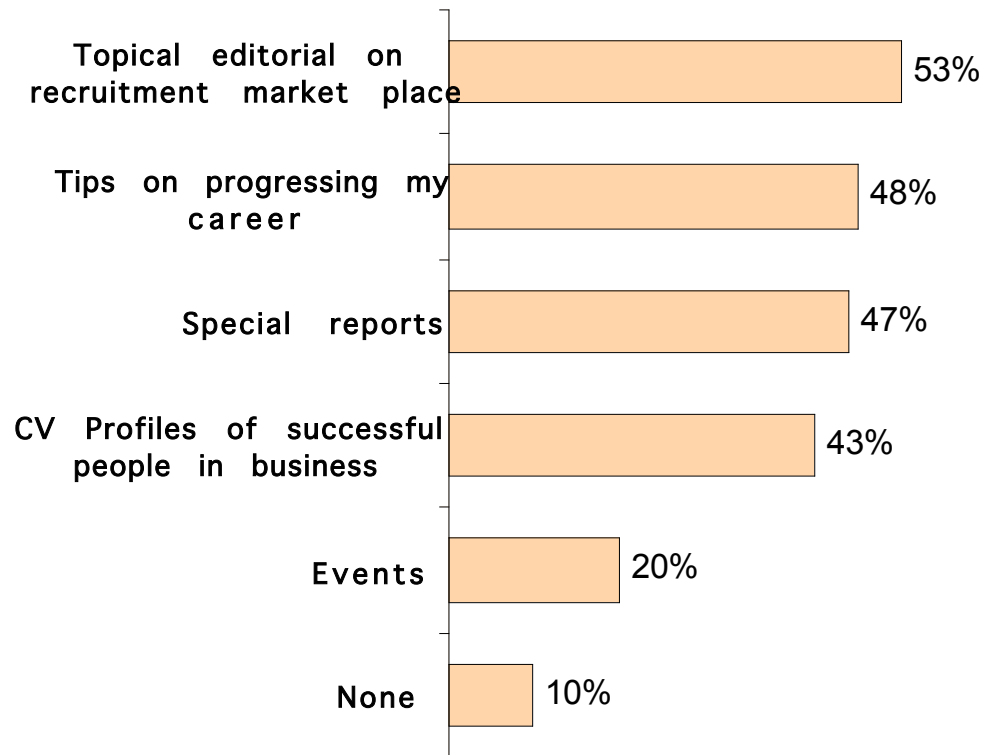
Are you personally involved/responsible for recruitment in your current position?



**58% of senior executives audience are personally involved in recruiting in their current position...
...with 47% having direct responsibility for the recruitment decision**

It is more than just advertising

Other than the vacancies, what other content do you find informative when reading generally about recruitment?



90% of senior executives audience believe recruitment platforms are about more than advertising vacancies

Editorial within recruitment channels is clearly important to them...

...whether that be:

Topical articles on the state of the market

Career advice

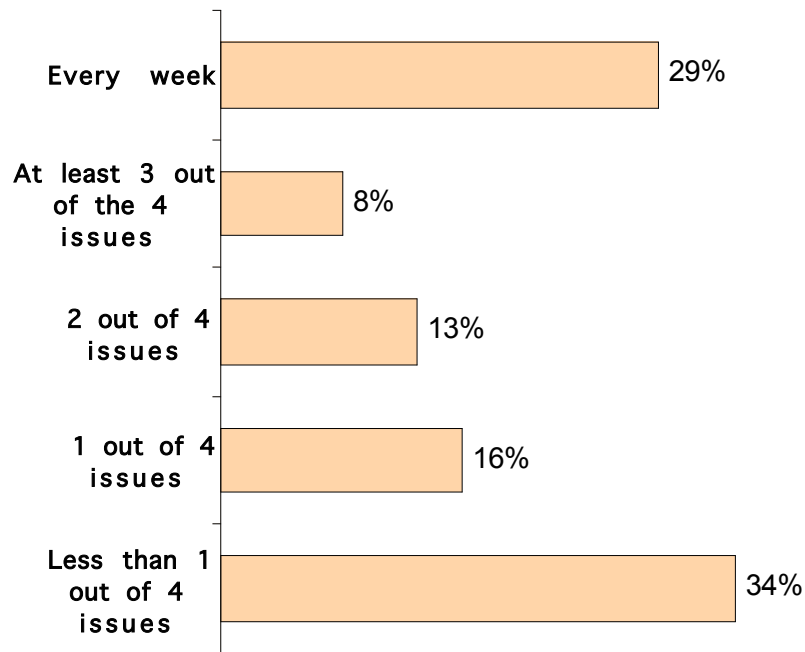
Special reports

Executive Appointments audience

exec-appointments.com audience

Frequency in reading Executive Appointments

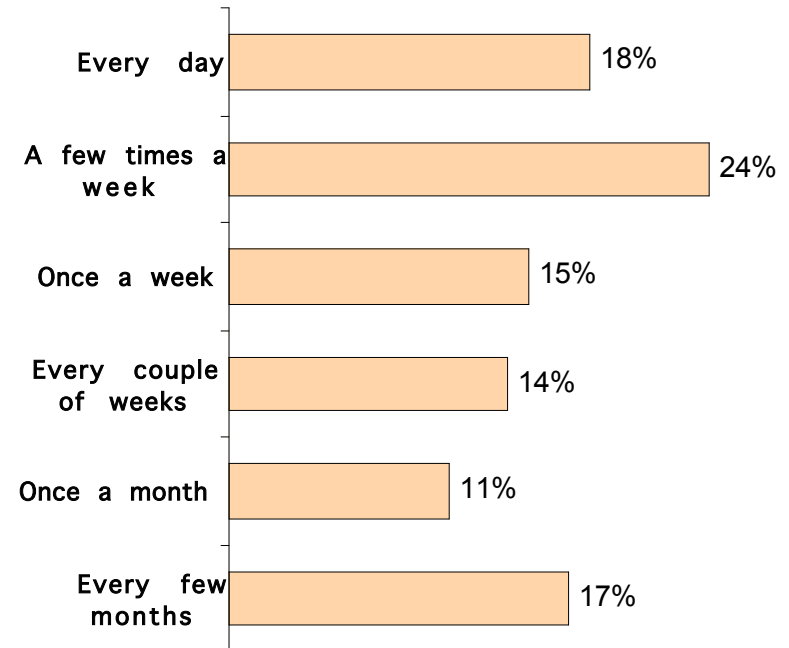
How frequently do you read the Executive Appointments section in Thursday's edition of the Financial Times?



37% are regular readers of Executive Appointments, rarely missing an edition

Half the Executive Appointments audience read the section at least every other edition

How frequently do you visit exec-appointments.com?



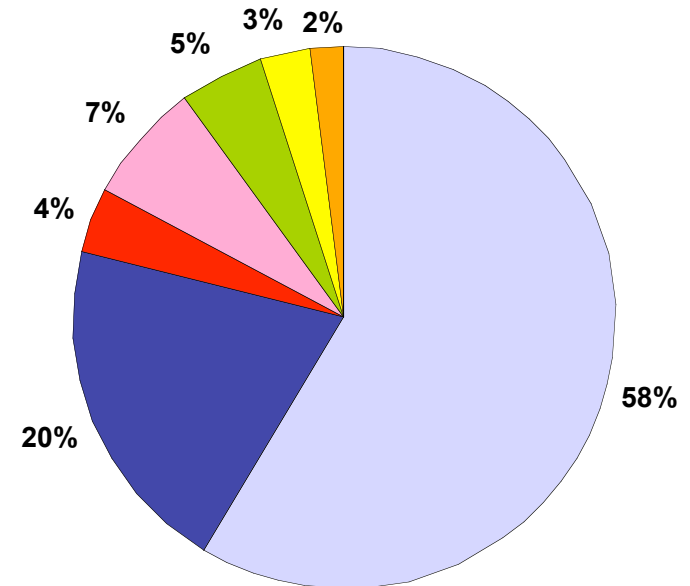
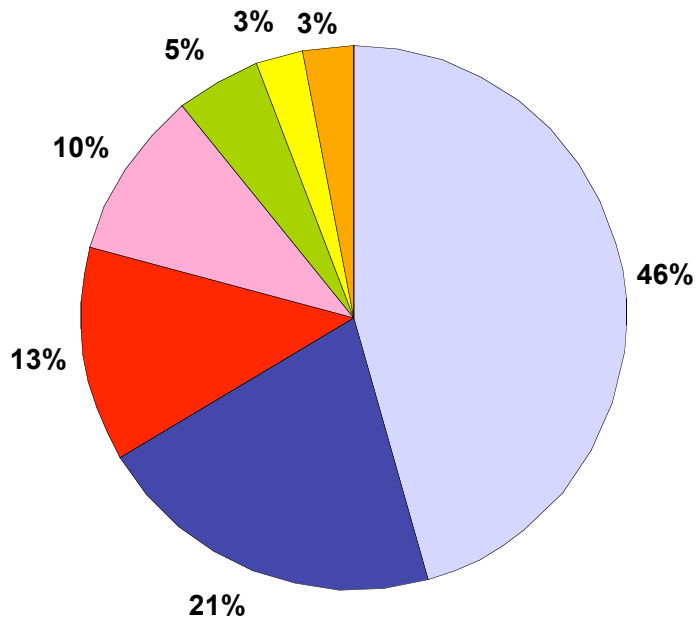
42% are heavy users of exec-appointments.com visiting the site multiple times every week

This could be due to our 'job alerts' that have no job being repeated in an alert

57% of the exec-appointments.com audience visit the site at least once a week

International audience

In which country do you currently live?



54% of the Executive Appointments readership comes from outside of the UK

Two thirds of the Executive Appointments readership comes from Europe

23% of the Executive Appointments readership currently reside in country not of their birth – indicating ‘relocated for work’

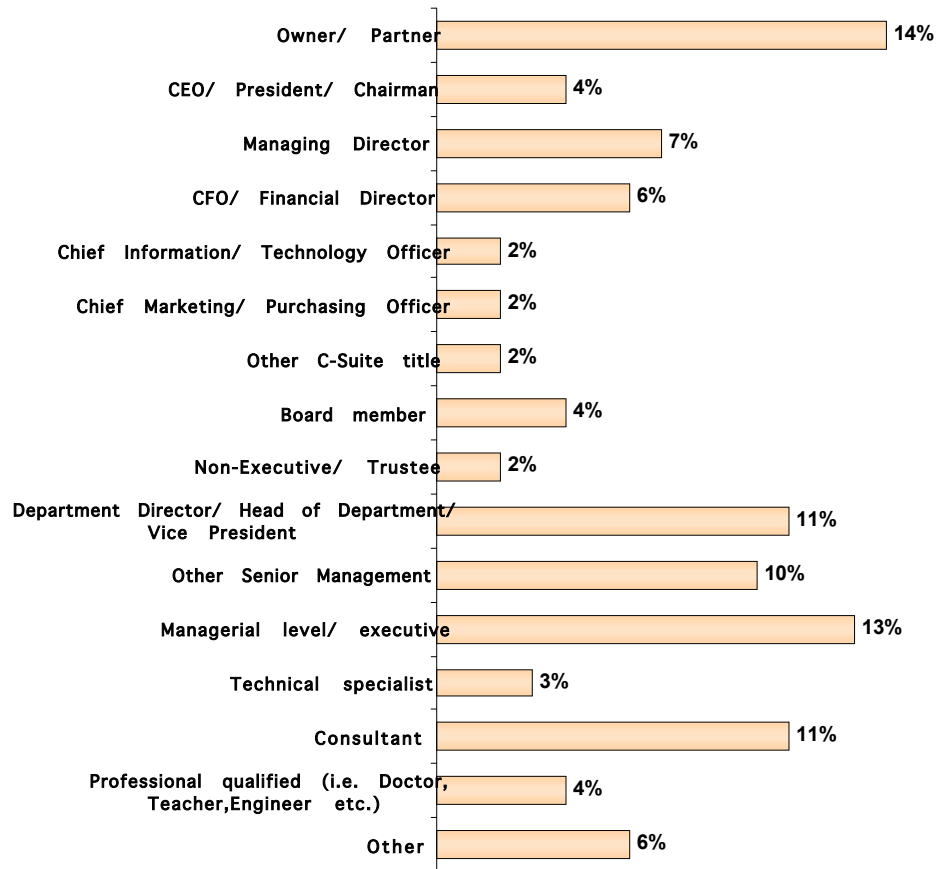
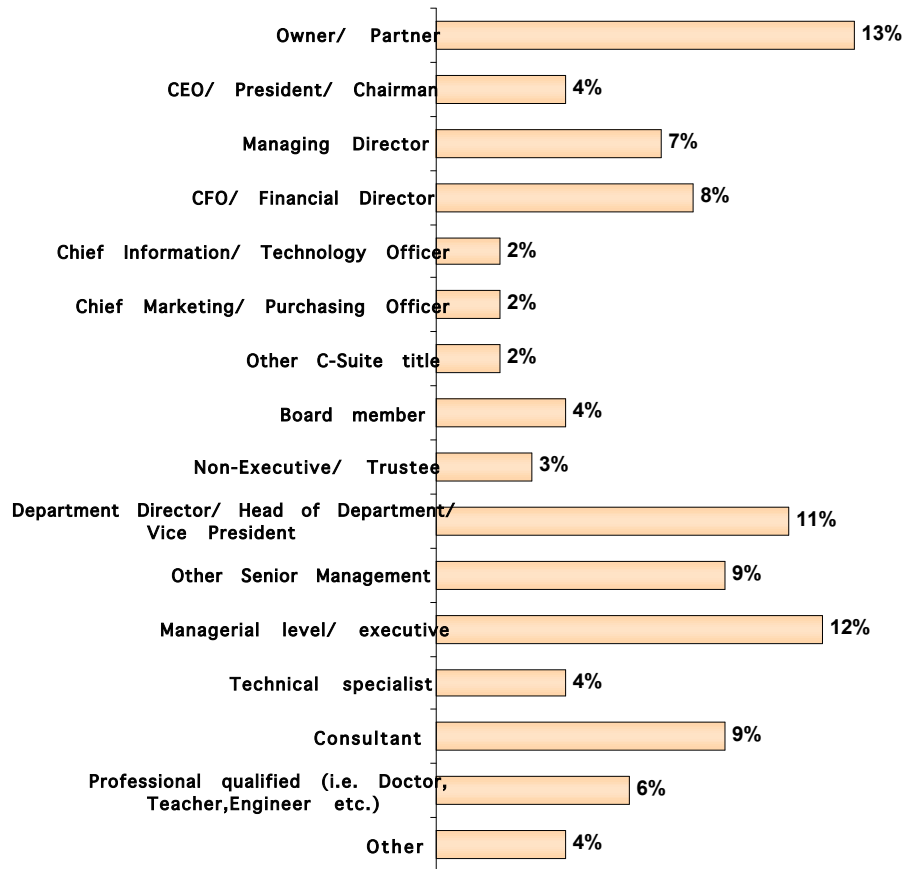
42% of the exec-appointments.com users come from outside of the UK

3/4's of the exec-appointments.com users come from Europe

20% of the exec-appointments.com users currently reside in a country not of their birth – indicating ‘relocated for work’

Market leader for executive jobs

Which of the following best describes your current position/job title?



38% are C-Suite executives

7% are Board members

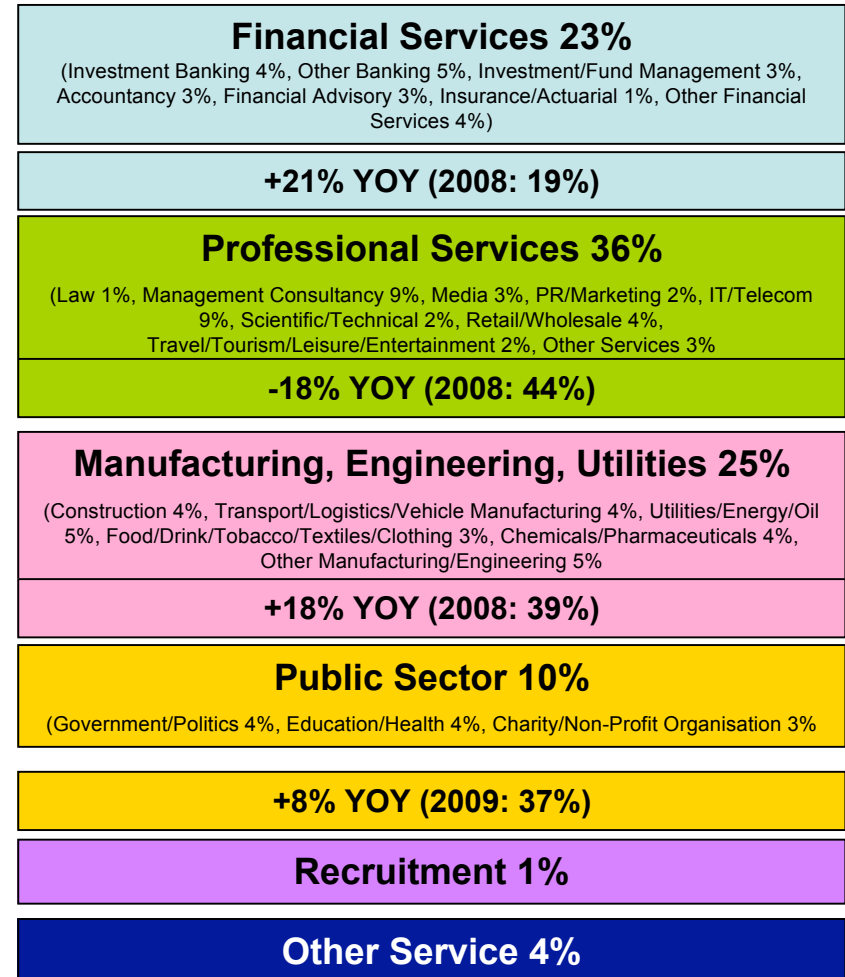
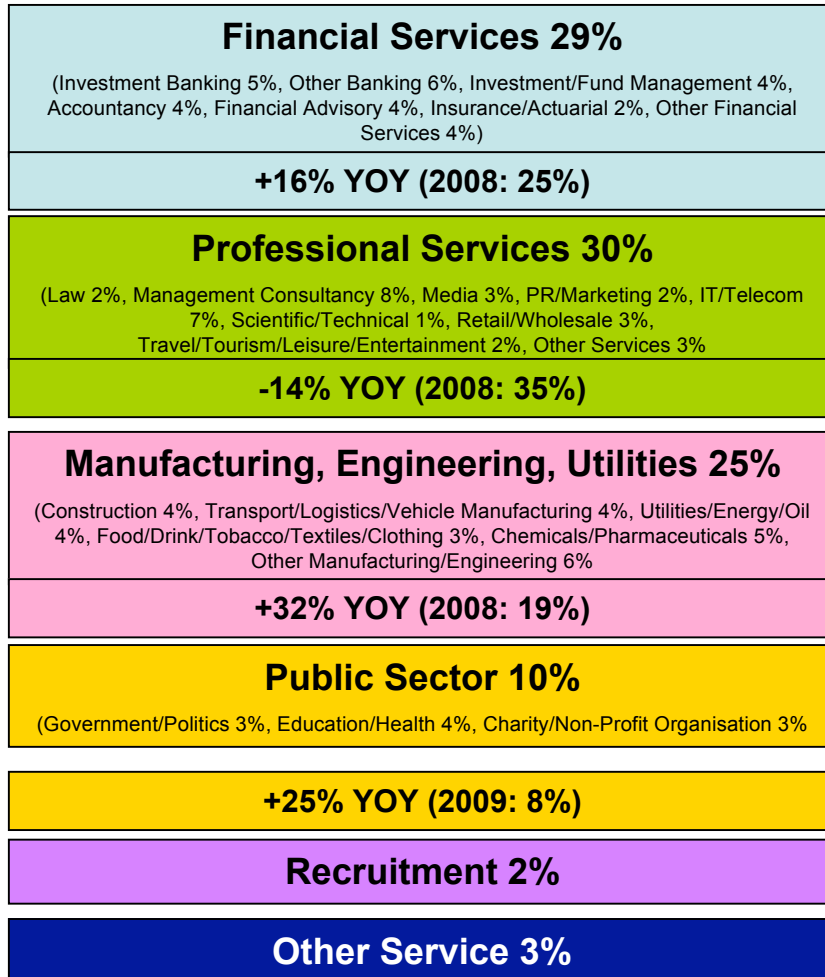
20% are Senior management team

37% are C-Suite executives

6% are Board members

21% are Senior management team

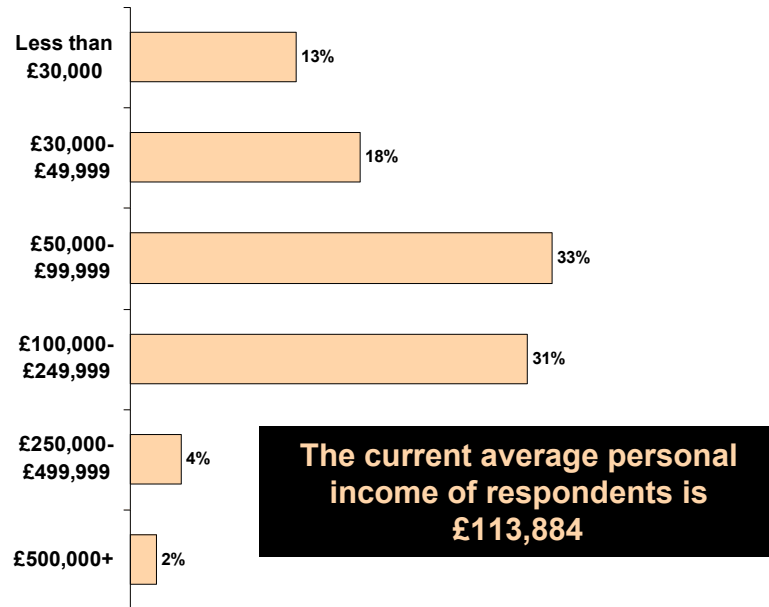
Wide range of sectors



Very high salaries and well educated

Into which of the following bands, including bonuses, does your current total annual package fall?

37% earn over £100,000 a year



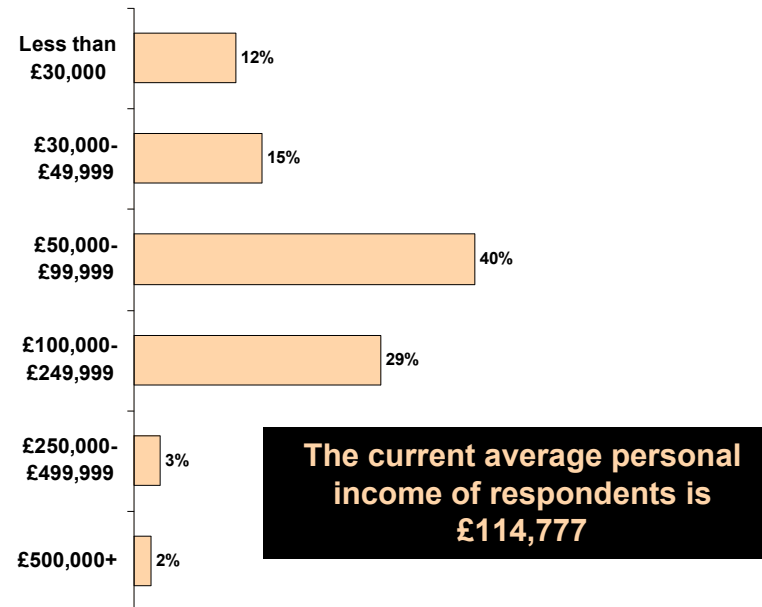
Which of the following qualifications have you achieved?

89% have a Degree or above

- 34% have a masters
- 5% a doctorate
- 24% have professional qualifications

Into which of the following bands, including bonuses, does your current total annual package fall?

34% earn over £100,000 a year



Which of the following qualifications have you achieved?

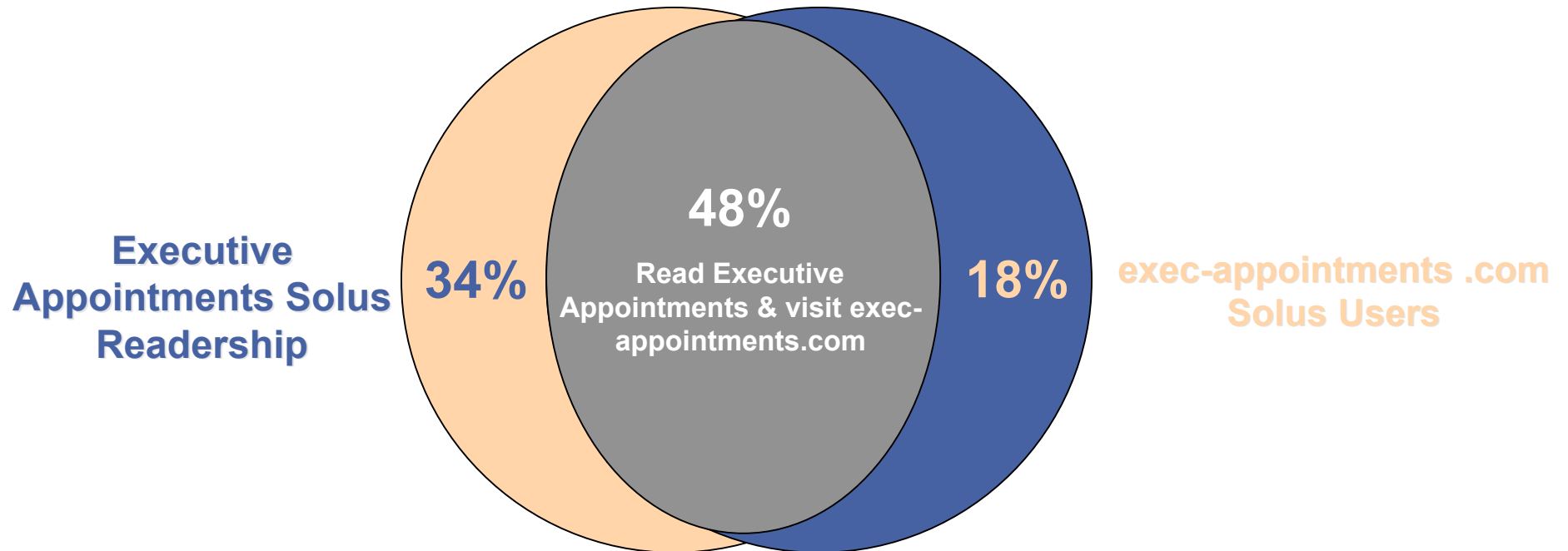
88% have a Degree or above

- 34% have a masters
- 3% a doctorate
- 23% have professional qualifications

Multi-platform campaigns

FT Executive Appointments & exec-appointments.com

Maximise the campaign



- 82% of Executive Appointment readers also use exec-appointments.com
- 18% of Executive Appointment readers do not use exec-appointments.com

- 66% of FT exec-appointments.com users also read Executive Appointments
- 34% of FT exec-appointments.com users do not read Executive Appointments

Conclusions

Current market climate, confidence and changing recruitment habits

There is more confidence in the market than a year ago but it is far from back to normal

In tough times we have seen an increase in readers turning back to newspapers (trust)

Print recruitment attracts both 'Active' and 'Passive' job seekers, while online recruitment tends to be used more by the 'Active' job seeker

It is clear that social networking is going to play an increasingly influential part in the recruitment search process in the future

There is also a strong indirect influence of recruitment advertising, leading to engagement of word of mouth and the passing on of job opportunities

Relocating for a new job is something that most people have done before and would be willing to do again – more internationally than domestically

FT Recruitment Audience

The Executive Appointments and exec-appointments.com audiences are very similar audiences, with 48% people using both channels

The audiences are global with around half of each audience living outside of the UK – and we also know they are likely to relocate internationally too

The seniority and affluence of our audiences make them extremely powerful and influential. Over a third of both channels are C-Suite executives and a third earn over £100k

The Financial Times and exec-appointments.com are in great shape
...Financial Times: Daily global readership (1.5m)
...exec-appointments: unique users (155,000)

A combination of our print and online platforms can increase an advertisers potential audience reach by between 18%-34%

Thank you for your time

Any questions?

FT Recruitment Solutions Research

Alistair Smith

Research Manager - Europe

Tel: 020 7873 4635

Email: alistair.smith@ft.com