

NORAS 2011

NORAS is the UK's leading source of independent and objective information on the audiences of job boards.

exec-appointments.com & NORAS

NORAS gathers user demographics and unique user numbers (ABCe) and provides advertisers with relevant information on which to make informed decisions.

This year, results for exec-appointments.com show:

- visitors and registered users remain at a very senior level
- the geographic spread of our users is diversifying
- users come from a wide range of industries and professions

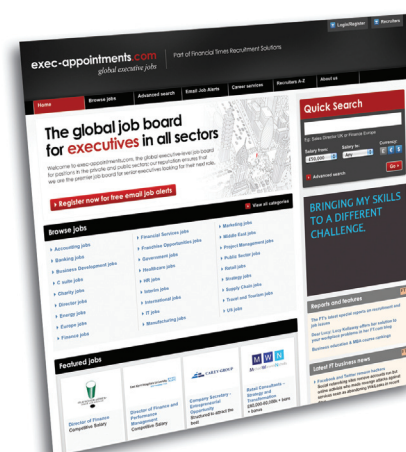
Key Statistics:

- 32% earn over £100,000
- 64% have a daily rate of more than £500
- 41% are at C-suite or Director-level
- 68% are aged between 35-54
- 84% have more than 10 years work experience, 52% have more than 20 years
- 82% have a degree or higher qualification, 24% have an MBA
- 43% have professional qualification
- 71% would consider taking a course to improve their career prospects
- 72% are actively looking for their next job
- 73% are currently employed

Why do candidates use exec-appointments.com?

Top three reasons:

1. Selection of jobs
 2. Selection of employers
 3. Ease of use
- 83% think we have better jobs than other job boards they use
 - 74% think we have a better selection of employers
 - **A candidate using exec-appointments.com is 37% more likely than the NORAS average to have obtained an interview as a result of submitting an application on our site**



Source: NORAS 2011

For more information

Contact your account manager on
+44 (0)207 873 4909 or recruitmentsales@ft.com
www.ft.com/executiverecruitment

exec-appointments.com
global executive jobs

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What's important to executives when looking for their next role?

Top three reasons for changing role are:

1. 54% for career progression or prospects
2. 30% for a pay rise
3. 24% for a change in location

Top three additional items of information they consider most important in a job ad are:

1. Employer information
2. Qualifications required
3. Person specification

What other mediums do senior candidates use to find their next job?

- 53% use their personal networks
- 51% use recruitment consultants/headhunters
- 23% read the FT, 6% read FT Weekend
- 18% read the Sunday Times
- 76% don't use trade magazines or websites to look for jobs
- 53% use LinkedIn to look for new jobs
- 59% use iPhones and 49% use another type of smartphone to look for their next job
- **14% only use recruitment sites to look for jobs**

Candidates around the globe

Where they currently live:

- UK, 46%
- Europe, 21%
- Rest of the world, 33%

Where they are looking for their next role:

- Europe, 60%
- North America, 43%
- Middle East, 38%
- Asia, 36%

- Nearly a quarter of our candidates are looking for a new role so they can change location; higher than the NORAS average of 17%.
- Candidates visiting exec-appointments.com are more likely to live, or be looking for a job in a country other than the UK than the average NORAS respondent.

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