

exec-appointments.com and NORAS 2010

National Online Recruitment Audience Survey (NORAS) is the UK's leading source of independent and objective information on the audiences of job boards. Gathering user demographics and unique user numbers (ABCe) provides advertisers with relevant information on which to make informed decisions.

Yet again, exec-appointments.com has shown it's the leading global job board for senior executive level positions in the private and public sectors. Our global candidates are highly experienced and well-educated, reflected in their seniority and salary with nearly half at C-suite or Director level. This year, we have maintained our dominance within the C-suite market, and increased our presence in the younger, more diverse, aspiring C-suite audience.

Key demographics

- Average salary £101,800*
- Average daily rate £774*
- Average age 45 years
- 35% earn £100,000+*
- Average 22 years work experience
- 81% have a degree or higher qualification, 48% have a professional qualification
- 75% of our candidates are actively looking for a new job
- 92% AB, 99% ABC1

Employment

- 40% are at C-suite or Director level*
- 21% are C-suite or Directors earning more than £100,000 per annum*
- 32% are senior management or above earning more than £100,000 per annum*
- The most popular industries for our candidates are Banking & Financial Services (14%), IT (9%) and Consulting/Strategy (8%)
- Top jobs roles (by category) are General Management (21%), Consulting/Strategy (14%) and Accountancy/Finance (13%)
- 65% of candidates are looking for job opportunities in Europe, 43% in North America, 30% in Asia and 28% in the Middle East

Online job seeking

- 79% have applied for a job found on the internet
- 75% have referred a job to a friend
- exec-appointments.com candidates are highly successful with 55% obtaining an interview for a job found online

All stats are from NORAS 2010. *Highest on survey

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	exec-appointments.com	NORAS general population
C-suite/Director: Base	40%*	7%
Job title		
C-suite	19%*	4%
Director	21%	3%
Senior manager	30%	8%
Avg. salary	£101,800*	£33,900
Avg. years work experience	22	14
Country of residence		
Resident in UK	50%	76%
Resident in another EU country	19%	8%
A non-EU resident	31%	16%
Gender		
Male	79%	48%
Female	21%	52%
Age		
25 ~ 34	14%	31%
35 ~ 44	31%	21%
45 ~ 54	37%	18%
55 ~ 64	14%	7%
Social grade 'A'	20%	4%
Master's qualified	44%	19%

With offices in the UK, US and Dubai, and over 310,000** registered candidates, our dedication to providing the best site for executive recruiters and job seekers alike is paying dividends and, our unrivalled focus on delivering the best in business, through the best in business, is working.

For more information on how to locate the finest global talent contact our sales team:

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All stats are from NORAS 2010. *Highest on survey, **Internal figures