



Information and Analysis Directorate – press release –

prepared by

Jobcentre Plus
Part of Department for Work and Pensions

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Publication of DWP research report 261:

Jobcentre Plus annual employer (market view) research report

New research published today by Jobcentre Plus (Department for Work and Pensions) examines employers' awareness, use and satisfaction with recruitment services in the market place, and how Jobcentre Plus services compare to other recruitment methods.

The research is intended for annual repetition, and this set of results provides a benchmark to compare future years. The findings will provide vital information to help staff understand employers' requirements so they can help individuals present themselves to employers in the best light. The findings will also be used to update future employer business strategies and contribute to development of marketing campaigns to attract the right vacancies for our individual customers.

The research and analysis was carried out by IFF Research Limited, between October 2004 and March 2005. Around 4,500 telephone interviews were conducted in October and November 2004.

There have been some interesting results identified through this research:

- Just over half a million (559,000) employers have recruited or tried to recruit in the last 12 months – which represents around a quarter of all establishments in GB.
- Employers were estimated to have advertised a total of 4 million vacancies in the last 12 months, most (86 per cent) of which were successfully filled, (making a total of 3.4 million successfully filled vacancies).
- Jobcentre Plus serves around 43 per cent of (recruiting) employers, and has maintained this level of service for at least the last two years, even within a very tight labour market.
- Jobcentre Plus has worked well with the very largest employers (with 20,000 plus staff) as their usage and satisfaction ratings are high.

- Jobcentre Plus has increased the number of employers served with 500 plus employees, from 60 per cent in Summer 2002 to 71 per cent in Autumn 2004, which demonstrates the success of the strategy at that time to concentrate on large employers with a team of account managers.
- The majority (80 per cent) of employer customers are satisfied with Jobcentre Plus services.
- Jobcentre Plus continues to enjoy a strong relationship amongst those that use its services. Over three quarters (77 per cent) of establishments that used Jobcentre Plus, placed at least half their vacancies with them (33 per cent of all establishments).
- The pattern for successfully filled vacancies was similar with 63 per cent of employers that used Jobcentre Plus, successfully recruiting at least half their recruits through Jobcentre Plus (15 per cent of all establishments that had recruited or tried to recruit in the last 12 months).
- 43 per cent of those employers that had recruited or had tried to recruit in the last 12 months used newspapers, 16 per cent recruitment agencies, 8 per cent via the internet
- Key factors driving choice of recruitment channels are:
 - Service quality
 - Producing suitable candidates
 - Understanding client needs
- Key factors in choosing to use Jobcentre Plus were as above but also that it was a 'free' service and recommendations from other employers (particularly for SMEs).
- On average, employers use two (external) channels to advertise each vacancy. The larger the establishment the greater the number of channels used, with large establishments (250+ employees) typically using three - four channels per vacancy.
- 38 per cent of all vacancies in the last 12 months were advertised with Jobcentre Plus. This proportion appears to have remained constant for at least the last two years.
- Jobcentre Plus has specifically targeted nine business sectors, as they contain those occupations that are most likely to be filled by our highest priority individual customers. This targeting is correct as it represents 62 per cent of all employers in Great Britain, but a much higher proportion of all vacancies advertised (76 per cent). The target occupations represent 52 per cent of all vacancies filled in GB, and the target sectors account for about four out of five of all successfully filled vacancies in the target occupations.

Notes to Editors

1. The research is based on findings from a quantitative survey of a representative random sample of 4,500 Great Britain employers carried out in October and November 2004. The survey process was carried out by IFF Research Limited on behalf of Jobcentre Plus, part of the Department for Work and Pensions. All interviews were conducted by telephone.
2. Research Report 261 – Jobcentre Plus Annual Employer (Market View) Research is published on 2 August 2005. The report is available on the DWP website and hard copies can be obtained from Paul Noakes, Strategic Research and Modelling Division, Department for Work & Pensions, 4th Floor Adelphi, 1-11 John Adam Street, London, WC2N 6HT.
3. Jobcentre Plus, part of the Department for Work and Pensions, brings together employment and benefit services for people of working age, and is a key element in the Government's objectives to help people based on 'Work for those who can, support for those who cannot'.
4. Jobcentre Plus provides:
 - A work-focus to the benefits system based on personal advisers to help people to get and keep work.
 - A dedicated service to support employers in filling their vacancies quickly and successfully.
 - Swift, secure and professional access to benefits for those entitled to them.

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