

Monster: In Italia Torna Crescere La Domanda Di Personale

**Riprende a correre la richiesta di personale da parte delle aziende anche mese su mese.
Dato positivo anche anno su anno**

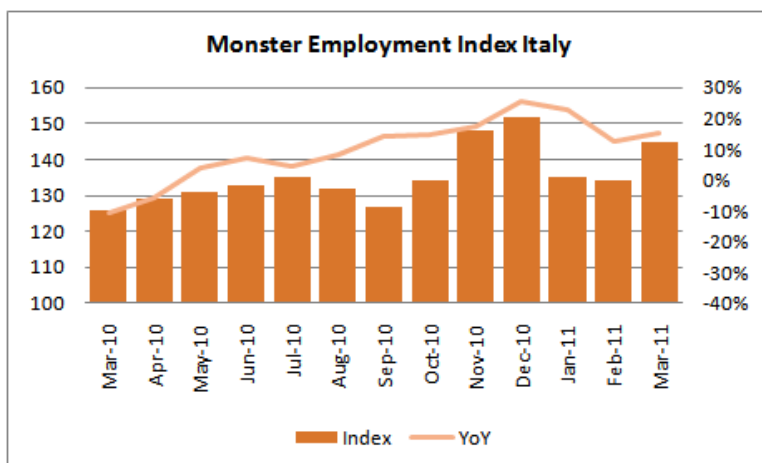
MILANO, 12 aprile 2011. Una crescita costante anno su anno della domanda di personale che tocca a marzo 2011 + 15% rispetto allo stesso periodo dell'anno scorso.

- Il dato più interessante che emerge dal Monster Employment Index di aprile è la ripresa delle assunzioni nel mese di marzo rispetto a febbraio. Un dato che mostra, dopo 4 mesi di cali sostanziosi, una rinnovata fiducia da parte delle imprese
- Marketing, PR e media il settore che registra il maggior incremento con un + 55% anno su anno della domanda da parte delle aziende
- La PA, l'istruzione, la sanità, e l'urbanistica vanno ancora a rilento rispetto alle attività di reclutamento osservate un anno fa
- La Regione del Veneto dimostra la più forte tendenza al rialzo a lungo termine con un aumento del 28% rispetto all'anno scorso, confermandosi la locomotiva d'Italia

Il Monster Employment Index rappresenta l'analisi mensile del recruiting online, basata su milioni di offerte di lavoro pubblicate in Europa dai maggiori portali di ricerca del personale e i più importanti siti di recruiting aziendale, incluso Monster.it.

"Mentre l'indice continua a mostrare gli effetti dei recenti tagli del governo alla spesa nel settore pubblico, la crescita di tutto il settore privato resta positiva", afferma Nicola Rossi, Country Manager di Monster Italia. "In particolare, il trend di crescita positivo osservato nel settore marketing e pubbliche relazioni, nonché nella produzione e fabbricazione dimostra un rinnovato ottimismo da parte delle aziende".

Il Monster Employment Index negli ultimi 13 mesi:



Mar 10	Apr 10	May 10	Jun 10	Jul 10	Aug 10	Sep 10	Oct 10	Nov 10	Dec 10	Jan 11	Feb 11	Mar 11	Y-O-Y GROWTH
126	129	131	133	135	132	127	134	148	152	135	134	145	15%

13 dei 22 settori industriali monitorati dall'Index mostrano un positivo trend di crescita annuale.

- Anche dal punto di vista della categorie occupazioni, si registra una crescita omogenea. Otto delle nove categorie prese in esame mostrano infatti un incremento delle opportunità lavorative
- Le occasioni di impiego per i manager crescono del 30% mentre, unica categoria a mostrare il segno meno è quella degli operai agricoli e forestali che perdono il 13% delle opportunità anno su anno

Industry Year-over-year Trends: 13 of the 22 industry sectors monitored by the Index showed positive annual growth trends.

- **Marketing, PR and media** (up 55 percent) saw the highest annual increase in online job demand suggesting a certain degree of investment in future business growth following the recession
- **Production, manufacturing, maintenance, repair** (up 42 percent) rose significantly over the course of the year, highlighting ongoing improvement in trade patterns
- **Healthcare, social work, personal care** (down 22 percent) fell sharply year-over-year and led the decline in all industries, likely aligned with public sector budget reductions
- **Public sector, defence, community** (down 13 percent) declined annually to follow the overall trend in government-funded industries during current economic uncertainty

Top Growth Industries

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Marketing, PR and media	94	146	55%
Production, manufacturing, maintenance, repair	161	229	42%
Transport, post and logistics	148	202	36%
Banking, finance, insurance	116	151	30%
Research and development	93	117	26%

Lowest Growth Industries

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Education, training, library	140	135	-4%
Environment, architecture, urbanism	106	97	-8%
Real Estate	99	90	-9%
Public sector, defence, community	93	81	-13%
Healthcare, social work, personal care	169	132	-22%

Occupation Year-over-year Trends: Annual online demand for workers rose in eight of the nine occupational categories in March.

- **Managers** (up 30 percent), and **Plant and machine operators and assemblers** (up 25 percent) saw the most rapid increase year-over-year in the Index
- **Skilled agricultural, forestry and fishery workers** (down 13 percent) was the only occupational group to note a decline year-over-year
- **Technicians and associate professionals** (up one percent) only saw a slight increase, as online demand for this group across sectors such as sales and administrative were counterbalanced by a decline in the financial services sector

Top Growth Occupations

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Marketing, PR and media	94	146	55%
Production, manufacturing, maintenance, repair	161	229	42%
Transport, post and logistics	148	202	36%
Banking, finance, insurance	116	151	30%
Research and development	93	117	26%

Lowest Growth Occupations

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Technicians and associate professionals	101	102	1%
Service and sales workers	142	146	3%
Clerical support workers	139	148	6%
Skilled agricultural, forestry and fishery workers	129	112	-13%

Dal punto di vista geografico, anno su anno 15 regioni su 20 mostrano un trend di crescita:

- **Veneto (+28 %)** ha registrato la crescita più significativa nel corso dell'anno
- **Emilia Romagna (+13 %)** andamento notevolmente migliorato in alcuni settori compreso produzione, ingegneria e contabilità
- **Lombardia (+ 24 %)** mostra segni di vivacità in particolare nel settore vendite.

Top Growth Regions

Year-over-year Growth	Mar 10	Mar 11	% Growth Y-o-y
Veneto	130	167	28%
Friuli-Venezia Giulia	126	158	25%
Sicilia	119	147	24%
Lombardia	123	149	21%

Lowest Growth Regions

Year-over-year Growth	Feb 10	Feb 11	% Growth Y-o-y
Valle D'Aosta	112	111	-1%
Umbria	113	112	-1%
Calabria	107	106	-1%
Basilicata	110	108	-2%

International Trends:

The Monster Employment Index Europe increased 26 percent year-over-year, the most rapid pace seen during the current economic cycle. Industrial production related sectors led the Index in terms of annual growth in March, while notable improvements were observed across the financial services segment.

To obtain a full copy of the Monster Employment Index report for March 2011, and to access current individual data charts for each of the seven European markets tracked, please visit <http://about-monster.com/employment/index/17>. Data for the month of April 2011 will be released on May 10, 2011.

By Industry

	2010											2011	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Accounting, audit, taxes	115	119	120	116	111	107	96	97	102	106	99	105	114
Administrative, organisation	170	168	161	177	183	171	160	179	194	197	170	167	192
Arts, entertainment, sport, leisure	144	149	160	147	151	147	139	160	163	179	169	142	163
Banking, finance, insurance	116	118	123	124	121	129	130	129	145	148	135	132	151
Construction and extraction	116	116	119	115	118	116	111	110	115	111	111	111	114
Education, training and library	140	141	145	132	131	126	127	128	131	127	132	131	135
Engineering	147	154	165	159	149	166	149	156	181	193	171	165	177
Environment, architecture, urbanism	106	110	110	104	105	93	96	95	93	91	89	87	97
Healthcare, social work, personal care	169	170	181	196	186	161	148	150	155	153	133	128	132
Hospitality and tourism	139	157	171	184	190	157	139	134	135	137	122	119	135
HR	104	106	106	105	103	94	97	99	101	102	93	95	107
IT	101	100	100	103	102	103	99	103	109	110	105	103	110
Legal	140	135	137	150	160	162	128	136	143	161	136	145	170
Management and consulting	113	113	115	113	115	117	117	120	123	125	118	122	119
Marketing, PR and media	94	96	98	103	101	113	120	125	143	146	123	125	146
Production, manufacturing, maintenance, repair	161	167	179	186	196	189	189	203	218	225	191	196	229
Public sector, defence, community	93	93	98	97	93	89	80	81	79	82	83	75	81
Real estate	99	96	99	102	107	112	98	98	89	91	93	92	90
Research and development	93	93	91	90	97	119	102	109	119	122	118	116	117
Sales	115	114	111	119	118	107	103	111	117	120	108	102	119
Telecommunications	148	151	162	166	175	196	185	193	225	228	201	203	202
Transport, post and logistics	115	119	120	116	111	107	96	97	102	106	99	105	114

By Occupation

	2010											2011	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Managers	107	108	111	116	117	129	134	133	140	151	138	139	139
Professionals	130	131	134	136	135	135	130	134	144	148	136	137	145
Technicians and associate professionals	101	102	99	103	100	96	94	97	101	102	96	91	102
Clerical support workers	139	138	135	146	154	146	137	146	154	156	138	136	148
Service and sales workers	142	148	155	159	165	152	145	147	152	156	142	140	146
Skilled agricultural, forestry and fishery workers	129	135	133	120	114	110	113	110	110	113	110	110	112
Craft and related workers	147	155	160	145	159	165	151	156	171	182	158	154	170
Plant and machine operators, and assemblers	167	170	177	192	201	204	190	200	219	223	188	195	209
Elementary occupations	103	108	109	107	104	104	104	102	108	104	103	104	110

By Region

	2010											2011	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Abruzzo	119	120	129	137	131	116	108	115	120	125	114	113	123
Basilicata	110	113	119	117	113	105	102	111	115	114	106	104	108
Calabria	107	110	117	115	113	102	100	105	108	110	100	98	106
Campania	110	115	110	113	114	105	102	117	118	118	110	107	115
Emilia-Romagna	138	138	141	142	145	139	135	140	149	151	138	138	156
Friuli-Venezia Giulia	126	129	138	139	135	136	134	144	150	157	140	142	158
Lazio	113	114	117	124	123	113	105	124	144	144	123	118	135
Liguria	122	121	123	128	126	121	113	121	128	126	118	118	129
Lombardia	123	125	122	128	136	135	131	140	159	164	144	140	149
Marche	121	123	129	139	134	122	107	116	124	124	114	111	122
Molise	108	107	112	112	112	103	101	108	110	110	104	104	107
Piemonte	127	128	129	137	137	136	125	137	146	151	133	134	148
Puglia	120	121	118	119	119	105	106	111	123	127	115	114	124
Sardinia	118	123	138	134	126	109	101	117	126	125	110	108	126
Sicilia	119	112	121	117	126	131	132	146	149	143	131	129	147
Toscana	116	125	129	136	136	129	118	123	140	140	121	115	135
Trentino Alto-Adige	117	122	123	125	121	116	115	116	121	120	115	116	127
Umbria	113	121	127	123	122	117	109	110	113	115	106	105	112
Valle d' Aosta	112	115	125	118	112	102	102	112	114	115	105	103	111
Veneto	130	129	142	134	137	134	138	149	166	173	143	144	167

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Monster

Monster.it è il portale Internet leader nella ricerca e offerta di lavoro on line, insignito del Premio WWW del Sole 24 Ore come miglior sito italiano dedicato al lavoro. Monster.it offre un servizio fondamentale per aiutare chi cerca il primo lavoro o una nuova opportunità professionale e supporta le aziende a trovare in modo rapido ed efficace i migliori talenti disponibili.

Questi i numeri che consolidano mese dopo mese la leadership nel settore del recruiting on line

- 5.000 Aziende clienti
- 30.000 offerte di lavoro presenti sul sito ogni mese, aggiornate quotidianamente
- oltre 3.500.000 candidature veicolate nel 2010
- 1.300.000 visitatori unici, 2.600.000 visite, 24 milioni di pagine viste ogni mese
- Numerose partnership con le più importanti realtà Internet e offline
- Decine di eventi con candidati e Aziende su tutto il territorio nazionale

About Monster Worldwide

Monster Worldwide, Inc. (NYSE: MWW), parent company of Monster, the premier global online employment solution for more than a decade, strives to inspire people to improve their lives. With a local presence in key markets in North America, Europe, and Asia, Monster works for everyone by connecting employers with quality job seekers at all levels and by providing personalized career advice to consumers globally. Through online media sites and services, Monster delivers vast, highly targeted audiences to advertisers. Monster Worldwide is a member of the S&P 500 index. To learn more about Monster's industry-leading products and services, visit www.monster.com. More information about Monster Worldwide is available at <http://about-monster.com>.

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