

KPMG and REC, UK Report on Jobs

Muted confidence around the economic outlook drives steeper drop in permanent placements

42.4

PERMANENT PLACEMENTS INDEX JUL '23

50.2

TEMPORARY BILLINGS INDEX JUL '23

The KPMG and REC, UK Report on Jobs is compiled by S&P Global from responses to questionnaires sent to a panel of around 400 UK recruitment and employment consultancies.

Permanent placements fall at quickest rate since June 2020

Upturn in candidate availability gathers pace

Pay pressures ease only slightly amid rising cost of living

Commenting on the latest survey results, Claire Warnes, Partner, Skills and Productivity at KPMG UK, said:

“The latest survey results reflect the current Summer weather – damp, but with some possible bright skies on the horizon.

“Recruiters told us that their clients aren’t yet confident enough in the economic outlook to commit to permanent hires, leading to the steepest pace of decline in placements since June 2020. Conversely, the growth in billings for temporary workers weakened last month as job hunters hold out for permanent roles.

“Businesses are also still freezing hiring, with some redundancies, which led to the sharpest upturn in labour supply since December 2020. This is good news for recruiters who have an even larger pool of candidates to place, but with the number of vacancies available increasing at the slowest pace for nearly two and a half years, supply and demand are once again off balance.

“For job seekers, the ongoing competition for skilled workers and cost of living pressures are keeping starting salaries high, making it an attractive time to move roles, though they may be cautious about doing so.

“To rebalance the labour market and aid economic recovery, more focus on reversing the deepening skills gap would be a step in the right direction.”

Neil Carberry, REC Chief Executive, said:

“The jobs market overall remains fairly robust, with vacancies and pay still rising and unemployment low but there is a sense in today’s report that the economy will need some growth soon to sustain this positive picture. Permanent hiring has been slowing all year. To some extent this is normalisation as the post-pandemic boom abates – but it is also driven by uncertainty. This is seen in the scale of companies reshaping themselves while hiring in other areas – recruiters report that the quickest rise in labour supply since the pandemic has been driven by an increase in redundancies. But it is also obvious in the way firms are relying on temporary labour to keep things going in uncertain times. Temping keeps people in work when firms are uncertain about the future path of the economy – it is a huge UK success story.

“Hiring overall is still at a good level, and some sectors remain under pressure from significant labour shortages, including hospitality and construction – so there is opportunity out there for job seekers. But today’s report emphasises again that sustained positivity in our labour market rests on economic growth and investment in the UK. A proper industrial strategy that tackles the big issues we face and which fully encompasses workforce thinking around skills, transport, access to work and immigration is long overdue.”

■ Permanent Placements Index
■ Temporary Billings Index

sa, >50 = growth since previous month



Contents

- 1 Executive summary
- 2 Staff appointments
- 3 Vacancies
- 4 Vacancies by sector
- 5 Staff availability
- 6 Demand for skills
- 7 Pay pressures
- 8 Special feature
- 9 Further information

1 Executive summary

The Report on Jobs is unique in providing the most comprehensive guide to the UK labour market, drawing on original survey data provided by recruitment consultancies and employers to provide the first indication each month of labour market trends.

The main findings for July are:

Accelerated drop in permanent staff appointments

A weaker economic climate and reduced market confidence weighed on recruitment activity during July, according to the latest survey data. Permanent staff appointments declined at the steepest pace for just over three years, as concerns over the outlook made clients hesitant to commit to new staff. Concurrently, growth in temp billings edged down to a fractional pace that was the slowest recorded since last October.

Sharper rise in candidate availability

The latest survey showed that faster increases in the supply of both temporary and permanent workers drove the sharpest upturn in overall labour supply since December 2020. There were frequent reports that redundancies and hiring freezes had underpinned the latest improvement in staff availability.

Salary inflation edges lower, but remains marked overall

Competition for skilled candidates and the increased cost of living continued to place upward pressure on rates of starting pay during July. Salaries for newly-placed permanent workers rose sharply, despite the rate of inflation slipping to the lowest since April 2021. Temp pay meanwhile increased at the softest pace in 29 months, albeit solidly overall.

Overall vacancies expand at slowest rate in 29 months

Growth of demand for staff continued to moderate at the start of the third quarter. Notably, total vacancies increased at the slowest pace in 29 months, and one that was well below the series trend. The latest upturn in demand for permanent workers was the weakest seen over the current period of recovery that began in March 2021. Concurrently, the rate of short-term vacancy growth was among the slowest recorded over the past three years.

■ Permanent Salaries Index
 ■ Temporary Wages Index
 sa, >50 = inflation since previous month

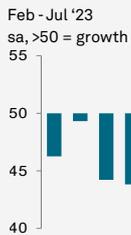


2 Staff Appointments

Recruitment consultancies report on the number of people placed in permanent jobs each month, and their revenues (billings) received from placing people in temporary or contract positions at employers.

An index reading above 50 signals a higher number of placements/billings than the previous month. Readings below 50 signal a decline compared with the previous month.

Permanent Placements Index



Fastest drop in permanent placements since June 2020

The seasonally adjusted Permanent Placements Index moved further below the neutral 50.0 level in July, to signal a steeper fall in the number of people placed into permanent job roles across the UK. Notably, the rate of decline was the sharpest seen for just over three years. Around 43% of panel members noted lower permanent staff appointments, compared with 27% that registered an increase. There were frequent reports that a weaker economic outlook and drop in client confidence had led to greater hesitancy to commit to new hires. An insufficient supply of workers with specific skills was also cited as a factor limiting recruiters' ability to fill roles.

All four monitored English regions posted a decline in permanent placements, led by London.

Permanent Placements Index

sa, >50 = growth since previous month

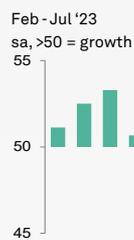


Permanent Placements Index

sa, >50 = growth since previous month

	UK	London	South	Midlands	North
Feb '23	46.3	42.2	47.1	44.9	51.5
Mar '23	49.3	40.2	51.2	49.0	49.7
Apr '23	44.2	35.3	46.2	44.7	43.8
May '23	43.8	40.4	40.5	49.5	42.1
Jun '23	46.4	36.6	43.3	46.8	52.6
Jul '23	42.4	35.6	38.6	46.4	46.0

Temporary Billings Index



Temp billings increase only fractionally

UK recruitment consultancies signalled a further increase in billings received from the employment of temporary workers during July, thereby extending the current period of growth to three years. That said, the rate of expansion was the weakest seen in nine months and only fractional. According to anecdotal evidence, more flexible staffing arrangements were often preferred by companies amid the subdued economic outlook. However, there were reports that limited candidate numbers, often due to peoples' preference for permanent roles, and a general softening of demand conditions had weighed on growth.

Divergent trends were seen at the regional level, with temp billings rising in the Midlands and London, but falling in the North and South of England.

Temporary Billings Index

sa, >50 = growth since previous month



Temporary Billings Index

sa, >50 = growth since previous month

	UK	London	South	Midlands	North
Feb '23	51.1	52.2	53.1	46.0	53.5
Mar '23	52.5	57.6	52.5	48.2	54.9
Apr '23	53.3	51.5	56.8	47.2	54.2
May '23	50.7	55.5	55.2	46.5	48.6
Jun '23	51.1	53.1	52.5	51.5	46.5
Jul '23	50.2	51.4	48.6	54.5	47.2

3 Vacancies

Recruitment consultants are asked to specify whether the demand for staff from employers has changed on the previous month, thereby providing an indicator of the number of job vacancies.



Overall vacancies expand modestly

At 52.3 in July, the seasonally adjusted Total Vacancies Index fell from 52.7 in June to indicate a sustained slowdown in growth of demand for staff. Notably, the latest increase in vacancies was only modest and the softest seen over the current period of recovery that began in March 2021.

Permanent and temporary vacancies

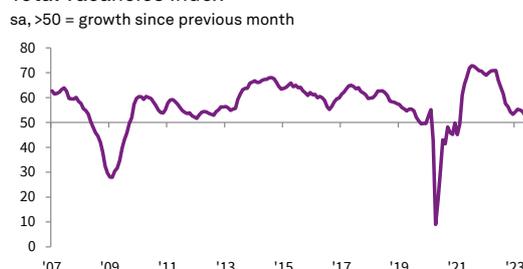
July survey data signalled historically subdued upturns in demand for both permanent and temporary staff across the UK. Permanent roles increased at the softest pace in 29 months and mildly overall. Concurrently, growth of demand for short-term staff also moderated, though remained solid.

Public & private sector vacancies

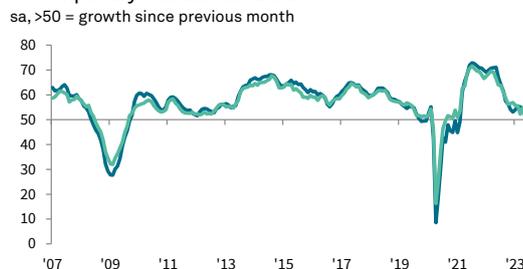
The latest survey highlighted slightly stronger increases in demand for staff in the private sector, but rates of vacancy growth cooled in the public sector.

The strongest overall upturn in demand was signalled for temporary workers in the private sector. Meanwhile, the weakest increase in vacancies was seen for short-term roles in the public sector, which rose only marginally.

Total Vacancies Index



Permanent Vacancies Index / Temporary Vacancies Index



Vacancy Index summary

sa, >50 = growth since previous month. *Not seasonally adjusted.

	Total	Permanent		Temporary			
		Total	Private*	Public*	Total	Private*	Public*
Feb '23	55.3	55.3	55.9	55.1	55.6	53.8	56.6
Mar '23	55.0	55.2	55.5	53.3	52.2	52.1	52.8
Apr '23	54.4	54.4	54.2	55.1	54.8	54.8	54.9
May '23	52.8	53.0	53.1	52.5	50.9	50.2	54.1
Jun '23	52.7	52.6	51.8	56.5	53.6	53.4	54.4
Jul '23	52.3	52.3	52.4	51.8	53.1	53.6	50.8

Official data: UK job vacancies

Data from the Office for National Statistics (ONS) pointed to a further reduction in total vacancies across the UK. The number of available roles fell 85,000 to 1,034,000 in the three months to June 2023, which marked the lowest level since the three months to July 2021.

Nevertheless, the figure remained high in the context of historical data. Notably, the number of roles available were +25.2% above that recorded just prior to the pandemic (826,000 in the three months to February 2020).

UK job vacancies



4 Vacancies by sector

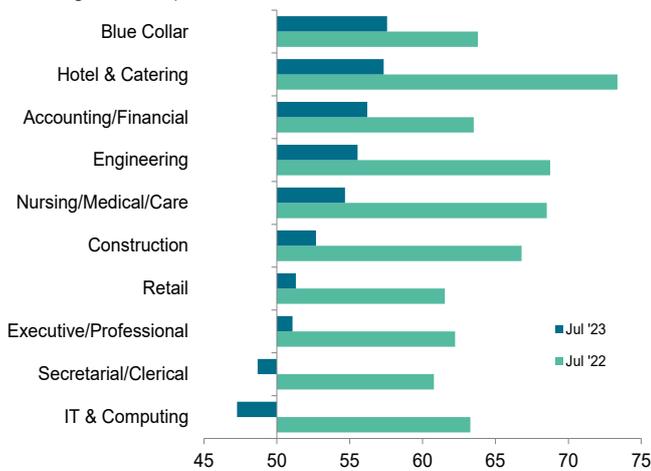
Recruitment consultancies are requested to compare the demand for staff according to sector with the situation one month ago.

Permanent vacancies

Demand for permanent workers increased across the majority of monitored sectors during July. Blue Collar topped the rankings, closely followed by Hotel & Catering. However, demand for permanent staff in the IT & Computing and Secretarial/Clerical sectors weakened.

Permanent Vacancies Index

sa, >50 = growth since previous month.

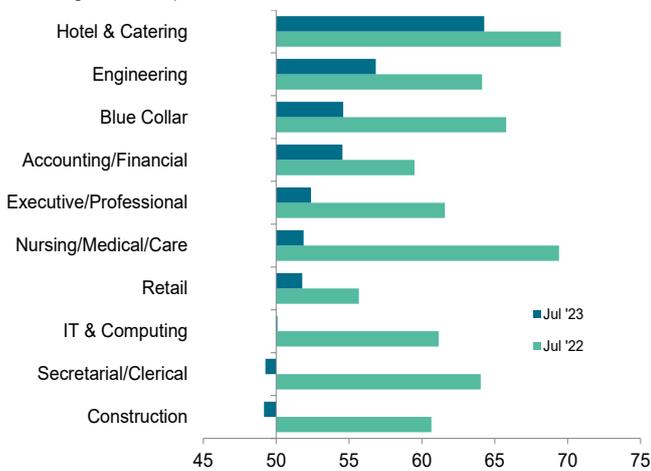


Temporary vacancies

Hotel & Catering saw by far the steepest upturn in demand for temp workers of all ten categories in July. Strong rates of vacancy growth were also reported for Engineering and Blue Collar personnel. In contrast, the Construction and Secretarial/Clerical sectors saw modest drops in demand.

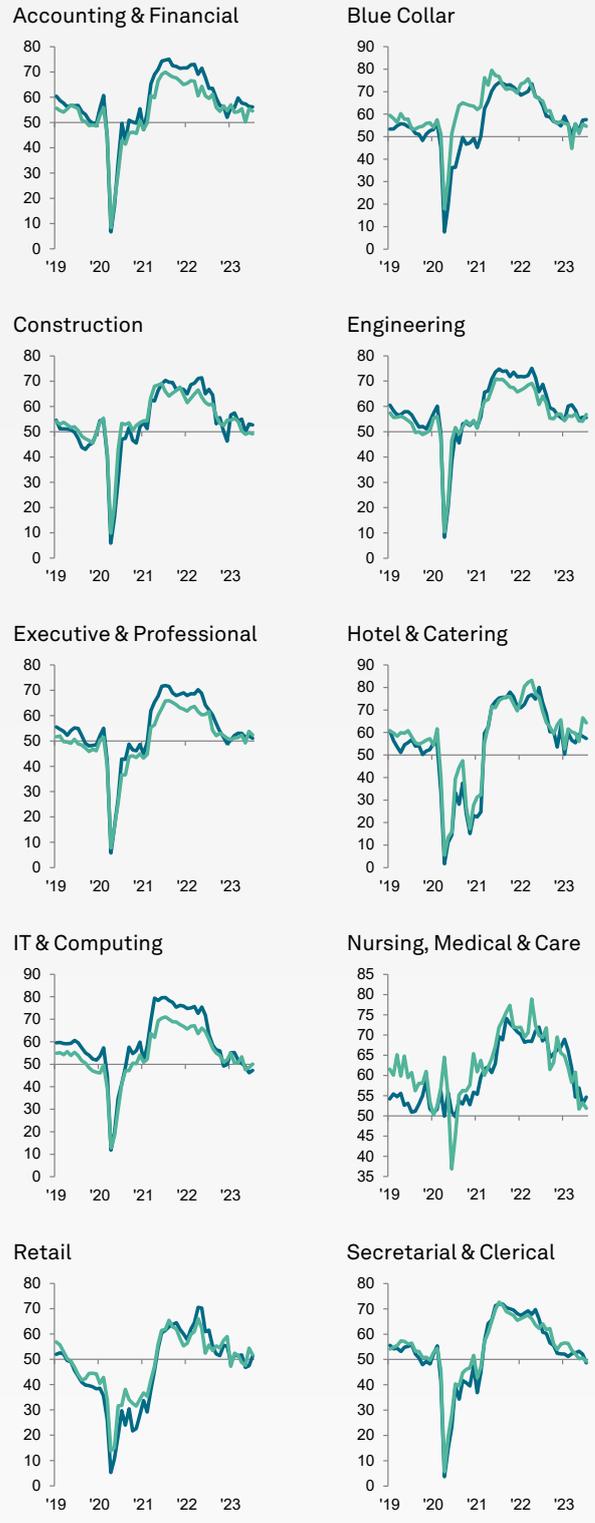
Temporary Vacancies Index

sa, >50 = growth since previous month.



Vacancy index by sector

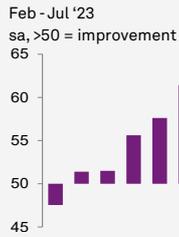
■ Permanent ■ Temporary
sa, >50 = growth since previous month



5 Staff availability

Recruitment consultants are asked to report whether availability of permanent and temporary staff has changed on the previous month. An overall indicator of staff availability is also calculated.

Total Staff Availability Index



Accelerated upturn in overall candidate availability in July

The total supply of candidates across the UK expanded for the fifth consecutive month in July. At 61.4, the respective seasonally adjusted index rose from 57.6 in June to point to the fastest rate of growth since December 2020. Furthermore, when excluding the pandemic, the upturn was the most pronounced since October 2009.

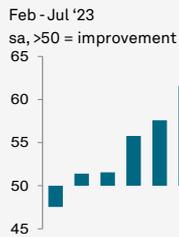
Underlying data signalled sharper rises in both permanent and temporary candidate numbers.

Total Staff Availability Index

sa, >50 = improvement since previous month



Permanent Staff Availability Index



Quickest rise in permanent labour supply for 31 months

Recruiters across the UK signalled a sharp and quicker rise in the availability of permanent workers at the start of the third quarter. The supply of permanent labour has now risen in each of the past five months, with the latest expansion the steepest seen in just over two-and-a-half years. There were widespread reports that company redundancies and restructuring plans had pushed up candidate numbers, alongside a general slowdown in hiring.

All four monitored English areas recorded rapid increases in permanent candidate availability, with London seeing the quickest rate of growth.

Permanent Staff Availability Index

sa, >50 = improvement since previous month



Temporary Staff Availability Index



Sharper increase in temp candidate numbers

July survey data indicated that the upturn in temporary candidate numbers also gathered pace. Though not as rapid as that seen for permanent labour supply, the latest increase in short-term staff availability was also the most pronounced since December 2020. Recruiters often commented that reduced recruitment activity and company layoffs had increased the pool of available temp workers.

London recorded the sharpest expansion in short-term worker supply, while the softest was seen in the South of England.

Permanent Staff Availability Index

sa, >50 = improvement since previous month

	UK	London	South	Midlands	North
Feb '23	47.5	51.6	49.4	47.5	45.7
Mar '23	51.4	50.6	52.2	49.1	56.5
Apr '23	51.6	56.0	50.5	50.3	51.7
May '23	55.8	66.4	53.6	56.4	55.9
Jun '23	57.6	66.8	58.1	55.7	57.5
Jul '23	61.6	74.3	60.8	60.7	63.3

Temporary Staff Availability Index

sa, >50 = improvement since previous month

	UK	London	South	Midlands	North
Feb '23	47.6	54.8	44.6	46.4	47.5
Mar '23	51.3	50.2	49.7	49.5	55.2
Apr '23	50.2	51.8	49.5	48.8	54.6
May '23	52.9	56.8	51.3	51.2	58.3
Jun '23	58.0	58.1	57.7	59.2	58.6
Jul '23	58.8	62.9	55.9	59.5	60.5

6 Demand for skills

Recruitment consultancies are invited to specify any areas in which they have encountered skill shortages during the latest month.

Skills in short supply: Permanent staff

Accounting/Financial Accountants Auditors Book Keepers Credit Controllers Finance Financial Controllers Management Accountants Payroll Taxation	Executive/Professional Business Analysts Compliance Human Resources Legal Legal Secretarial Management Marketing Professional Project Managers	Pharmacists Support Workers Vets Secretarial/Clerical Administration Office Staff Receptionist Secretary Support Other All Types of Candidates Buyers Commercial Customer Service Education Graduates Sales Skilled Supply Chain Telemarketing White Collar
Blue Collar Blue Collar Cleaners Drivers Electricians HVAC Industrials Manufacturing Mechanics Production Refrigeration	Hotel/Catering Catering Chefs Hospitality IT/Computing Analysts Cloud Engineers Cyber Security Data Scientists Developers Digital IT Software Engineers Technical Managers Technology	
Construction Quantity Surveyors Surveyors	Nursing/Medical/Care Carers Clinical Professionals Hearing Aid Dispensers Nurses Occupational Therapist Optometrists	
Engineering Electrical Engineers Engineers Hardware Engineers Mechanical Engineers Service Engineers Technicians		

Skills in short supply: Temporary staff

Accounting/Financial Accountants Auditors Credit Controllers Finance Insurance Payroll Taxation	Marketing Project Managers Recruitment Consultants Hotel/Catering Chefs Hospitality Housekeeping	Other All Types of Candidates Customer Service Logistics Skilled Teachers Unskilled White Collar
Blue Collar Automotive Blue Collar Decorators Drivers Electricians Forklift Drivers Industrials Labour Manufacturing Mechanics Security Guards Warehouse Welders	IT/Computing Automation Testers Data Professionals Developers Digital IT Software Engineers Technology	
Construction Architectural Tech Bricklayers Construction Labourers	Nursing/Medical/Care Healthcare Assistants Hearing Aid Dispensers Nurses Optometrists Pharmacists Social Workers Support Workers	
Engineering Engineers	Retail Retail	
Executive/Professional Legal Secretarial Management	Secretarial/Clerical Administration Office Staff	

Skills in excess supply: Permanent staff

Accounting/Financial Finance Finance Directors	Recruitment Consultants IT/Computing CAD Data Engineers IT Software Software Engineers	Support Other Commercial Customer Service Graduates Sales Testers Unskilled
Blue Collar Industrials Manufacturing Site Managers Warehouse	Nursing/Medical/Care Carers Health Professionals Pharmacists	
Construction Unskilled Labourers	Retail Retail	
Executive/Professional Business Analysts Human Resources Management Marketing Project Managers	Secretarial/Clerical Administration Office Staff	

Skills in excess supply: Temporary staff

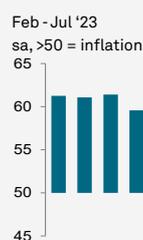
Blue Collar Blue Collar Industrials Manufacturing Scaffolders Site Managers Warehouse	IT/Computing Analysts CAD IT
Executive/Professional Business Analysts Management Marketing Project Managers Recruitment Consultants	Retail Retail
Hotel/Catering Hospitality	Secretarial/Clerical Administration
	Other Graduates Remote Workers Students Unskilled

Note : Skills can be reported as being both in short supply and excess supply as we survey various recruitment agencies across the country, so there is geographical variation as well as the possibility of candidates with particular skills being concentrated in certain areas.

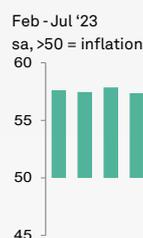
7 Pay pressures

The recruitment industry survey tracks both the average salaries awarded to people placed in permanent jobs each month, as well as average hourly rates of pay for temp/contract staff.

Permanent Salaries Index



Temporary Wages Index



Softest increase in starting salaries since April 2021

Average starting salaries for people placed in permanent jobs by recruitment consultancies increased further at the start of the third quarter. The rate of pay growth edged down for the third month in a row and was the softest recorded since April 2021. Nevertheless, the increase remained sharp overall and above the series average. Panellists cited the general increase in the cost of living and competition for skilled candidates as factors driving salaries higher.

The steepest rate of inflation was seen in the North of England and the softest in London.

Temp wage inflation dips to 29-month low

Hourly rates of pay for staff in temporary/contract employment continued to rise in July. Though solid overall, the rate of wage inflation was the slowest seen over the current 29-month sequence of rising pay. Where higher wage rates were reported, recruiters often attributed this to shortages of skilled candidates and efforts to attract applicants.

A notable slowdown in wage growth in the capital meant that it saw the slowest rise in temp pay of all four monitored English regions.

Permanent Salaries Index

sa, >50 = inflation since previous month



Permanent Salaries Index

sa, >50 = inflation since previous month

	UK	London	South	Midlands	North
Feb '23	61.3	61.0	60.7	61.9	62.9
Mar '23	61.1	54.7	58.5	60.9	67.3
Apr '23	61.4	58.0	62.2	59.7	65.7
May '23	59.6	55.4	56.3	63.7	66.3
Jun '23	58.6	56.7	54.9	55.2	63.5
Jul '23	58.3	56.5	57.2	58.4	58.9

Temporary Wages Index

sa, >50 = inflation since previous month

	UK	London	South	Midlands	North
Feb '23	57.6	53.2	58.2	57.4	57.9
Mar '23	57.5	54.8	56.9	56.9	60.7
Apr '23	57.9	58.6	54.6	54.4	62.9
May '23	57.4	55.0	57.5	55.6	62.1
Jun '23	56.4	59.0	55.4	54.3	56.3
Jul '23	54.6	52.3	55.9	54.1	56.6

Official data: UK average weekly earnings

Latest data from the Office for National Statistics (ONS) signalled that annual growth of employee earnings (including bonuses) accelerated to +6.9% in the three months to May 2023, up from +6.7% in the three months to April 2023. Excluding the pandemic period, when rates of pay growth in 2021 were impacted by the furlough scheme and subsequent return to work, this was the quickest rate of expansion on record.

More detailed data revealed that rates of earnings growth were at near-record highs across both the private (+7.1%) and public (+5.9%) sectors.

UK average weekly earnings



Source: Office for National Statistics via S&P Global Market Intelligence.

8 Special feature

This section features data from the Recruitment and Employment Confederation

Employers' confidence in UK economy is improving - just

A couple of trends are clear from labour market statistics for recruiters as they head off on their summer holidays: confidence among businesses is marginally better and starting pay keeps going up.

The REC's latest *JobsOutlook* survey found that business confidence in the UK economy is showing signs of improvement, with the respective net balance rising to: -41 in May-July 2023 from net: -43 in February-April 2023. Yes, it is still in negative territory, but the trend has been upwards for months now. Moreover, the survey found that employers' confidence in making hiring and investment decisions over the next year was also up, with the balance of sentiment rising by five percentage points to net: +7. A separate survey by the Confederation of British Industry showed that confidence among businesses has improved for the first time in two years.

This determined confidence is shown in REC's *Labour Market Tracker* reflecting strong demand for new staff with job adverts above two million active postings (2,248,918) in the week of 3-9 July 2023 – 53.3% higher than the year before (4-10 July 2022). But it is best not to get too excited because closer inspection shows that, despite greater candidate availability, businesses are still struggling to fill roles, and this means that many businesses cannot maximise revenues just at the time that inflation is biting.

The ONS's latest data puts salary inflation at 7.3% during April and May 2023 and the annual growth in nominal average regular pay (excluding bonuses) among UK employees reached its highest point since the pandemic – and pay including bonuses grew by 6.9 percentage when compared with the same period in 2022. And pay pressure will continue because, for example, the Consumer Prices Index including owner occupiers' housing costs (CPIH) rose by 7.3% in the 12 months to June 2023. This indicates that while wages are rising, price increases are generally outpacing this growth.

Hirers are acting with speed and agility like never before to nab workers. For instance, recruiters tell us that candidates do not just want a job or a pay rise, they demand training and development opportunities and work-life balance. This means recruiters need to help re-design roles to make them attractive enough in the competition for talent.

A saving grace is the sheer amount of research on recruitment trends and statistics which gives recruiters an advantage in other industries.

And a further sign of hope for recruiters is the Bank of England's latest monetary report prediction that the labour market has started to loosen up and they expect employment growth.

Recruiters will keep their fingers crossed for continuing good news on the economy.

Contact

KPMG

Tanya Holden
Deputy Head of Media Relations
+44 (0) 7874 888656
tanya.holden@kpmg.co.uk

REC

Hamant Verma
Communications Manager
T: +44 (0)20 7009 2129
hamant.verma@rec.uk.com

S&P Global

Annabel Fiddes
Economics Associate Director
S&P Global Market Intelligence
T: +44 149 146 1010
annabel.fiddes@spglobal.com

Sabrina Mayeen
Corporate Communications
S&P Global Market Intelligence
T: +44 (0) 7967 447030
sabrina.mayeen@spglobal.com

Methodology

The KPMG and REC, UK Report on Jobs is compiled by S&P Global from responses to questionnaires sent to a panel of around 400 UK recruitment and employment consultancies.

Survey responses are collected in the second half of each month and indicate the direction of change compared to the previous month. A diffusion index is calculated for each survey variable. The index is the sum of the percentage of 'higher' responses and half the percentage of 'unchanged' responses. The indices vary between 0 and 100, with a reading above 50 indicating an overall increase compared to the previous month, and below 50 an overall decrease. The indices are then seasonally adjusted.

Underlying survey data are not revised after publication, but seasonal adjustment factors may be revised from time to time as appropriate which will affect the seasonally adjusted data series.

For further information on the survey methodology, please contact economics@ihsmarkit.com.

Survey Dates

Data were collected 12-25 July 2023.

About S&P Global

S&P Global (NYSE:SPGI) S&P Global provides essential intelligence. We enable governments, businesses and individuals with the right data, expertise and connected technology so that they can make decisions with conviction. From helping our customers assess new investments to guiding them through ESG and energy transition across supply chains, we unlock new opportunities, solve challenges and accelerate progress for the world.

We are widely sought after by many of the world's leading organizations to provide credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity and automotive markets. With every one of our offerings, we help the world's leading organizations plan for tomorrow, today. www.spglobal.com.

About KPMG

KPMG LLP, a UK limited liability partnership, operates from 20 offices across the UK with approximately 17,000 partners and staff. The UK firm recorded a revenue of £2.72 billion in the year ended 30 September 2022.

KPMG is a global organization of independent professional services firms providing Audit, Legal, Tax and Advisory services. It operates in 143 countries and territories with more than 265,000 partners and employees working in member firms around the world. Each KPMG firm is a legally distinct and separate entity and describes itself as such. KPMG International Limited is a private English company limited by guarantee. KPMG International Limited and its related entities do not provide services to clients.

About REC

The REC is the voice of the recruitment industry, speaking up for great recruiters. We drive standards and empower recruitment businesses to build better futures for their candidates and themselves. We are champions of an industry which is fundamental to the strength of the UK economy. Find out more about the Recruitment & Employment Confederation at www.rec.uk.com.

Disclaimer

The intellectual property rights to the data provided herein are owned by or licensed to S&P Global and/or its affiliates. Any unauthorised use, including but not limited to copying, distributing, transmitting or otherwise of any data appearing is not permitted without S&P Global's prior consent. S&P Global shall not have any liability, duty or obligation for or relating to the content or information ("data") contained herein, any errors, inaccuracies, omissions or delays in the data, or for any actions taken in reliance thereon. In no event shall S&P Global be liable for any special, incidental, or consequential damages, arising out of the use of the data.

This Content was published by S&P Global Market Intelligence and not by S&P Global Ratings, which is a separately managed division of S&P Global. Reproduction of any information, data or material, including ratings ("Content") in any form is prohibited except with the prior written permission of the relevant party. Such party, its affiliates and suppliers ("Content Providers") do not guarantee the accuracy, adequacy, completeness, timeliness or availability of any Content and are not responsible for any errors or omissions (negligent or otherwise), regardless of the cause, or for the results obtained from the use of such Content. In no event shall Content Providers be liable for any damages, costs, expenses, legal fees, or losses (including lost income or lost profit and opportunity costs) in connection with any use of the Content.