

# Global Technology PMI

## Technology maintains growth momentum at end of Q1

- Solid and broad-based increase in technology output in March
- Software firms record faster rise in business activity than tech equipment manufacturers...
- ...and also lead job creation

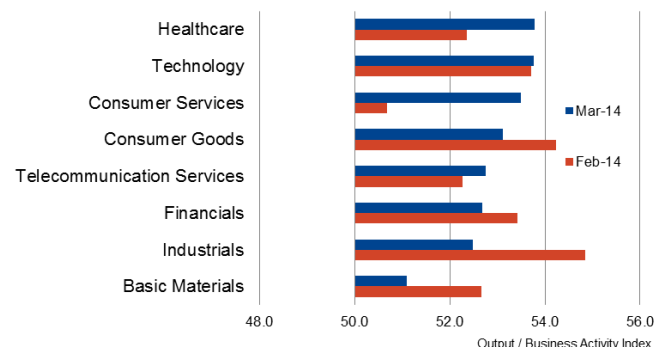
The latest batch of Global Sector PMI™ data from Markit showed a solid increase in the level of business activity at **technology** firms in March. Growth in the industry group accelerated fractionally since February and was the joint-fastest among the eight groups monitored with **healthcare**. Furthermore, over the first quarter as whole, technology firms shared the top position in the global growth ranking alongside **consumer goods** manufacturers.

March's increase in business activity at technology firms was the thirteenth in successive months and, although growth was slower than the peak reached at the end of 2013, it was still slightly faster than the global all-sector average. Driving the upturn in business activity was another rise in incoming new work, albeit one that was the slowest in five months. Backlogs of work continued to accumulate despite the weaker rise in new business, boding well for the prospect of output growth being sustained into Q2.

The sector-level breakdown of the data showed broad-based growth within the technology industry in March. **Software & services** firms and **technology equipment** manufacturers alike recorded an increase in output, the former at a slightly faster pace. With the two sectors seeing similarly solid rises in new work, the slightly better performance among software firms on the output front partly reflected their progress on backlogs of work which, unlike at tech equipment producers, fell during March.

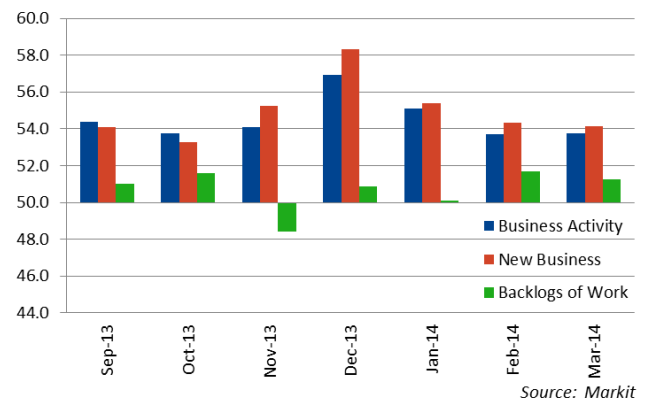
Data showed that staffing capacity at software firms continued to rise more rapidly than in the technology equipment sector. Although down on February's series record, job creation in software & services remained robust at the end of Q1 and was the fastest among the

### Global Sector PMI



Source: Markit.

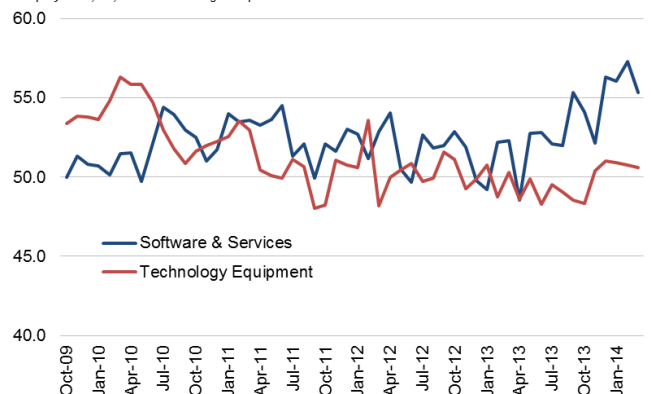
### Technology



Source: Markit

### Sector Level: Employment Index

Employment, sa, 50.0 = no change on previous month



Source: Markit.

23 most detailed sectors covered by the global PMI survey. In contrast, employment in technology equipment rose only marginally.

**Notes on data**

Markit Global Technology PMI data are derived from surveys of over 1,000 companies operating in 28 major economies. The data are typically released on the fifth working day (UK) of each month at 0930 UK time.

The Global Sector PMI data provide corporate planners and decision makers, economic analysts, policy makers and investors with a powerful and unique database with which to monitor business cycles by industry. Sector trends over time can be tracked as well as relative performance between sectors, allowing identification of key growth industries and the drivers within them.

The data create powerful insight into sector profitability and provide tools for investment strategy and asset allocation. Corporate users are able to examine trends within industry sectors, to help industry forecasting and inventory planning. The dataset provides monthly indicators of business trends across variables such as output, order books, prices, inventories and employment for eight major groups including: basic materials, consumer goods, consumer services, financials, healthcare, industrials, technology and telecommunication services; and a further 26 sectors and subsectors of those groups.

Detailed historical global sector data are available via a subscription from Markit, and datasets are also available for Europe. For further information please contact [economics@markit.com](mailto:economics@markit.com).

**Global Sector PMI structure**

**Groups**

- Sectors
- Subsectors

**Basic Materials**

- Chemicals
- Resources
  - Forestry & Paper Products
  - Metals & Mining

**Consumer Goods**

- Automobiles & Auto Parts
- Beverages & Food
  - Food
  - Beverages
- Household & Personal Use Products

**Consumer Services**

- Media
- Tourism & Recreation

**Financials**

- Banks
- Insurance
- Other Financials
- Real Estate

**Healthcare**

- Healthcare Services
- Pharmaceuticals & Biotechnology

**Industrials**

- Industrial Goods
  - Machinery & Equipment
  - Construction Materials
- Industrial Services
  - Commercial & Professional Services
  - General Industrials
- Transportation

**Technology**

- Technology Equipment
- Software & Services

**Telecommunication Services**

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