

REED Job Index: April 2011

The Reed Job Index tracks the number of new job opportunities and the salaries on offer compared to the previous month and against a baseline of 100 set in December 2009. This monthly report analyses data across every major sector and UK region and highlights important industry trends.

The Reed Job Index is powered by reed.co.uk, the UK's #1 job site, which features over 110,000 job opportunities from more than 9,000 recruiters at any one time.

KEY FINDINGS

- The number of new jobs available fell back in April to give a Reed Job Index of 125
- Job demand rose across nine sectors, encompassing both service and industrial job sectors
- Year-on-year demand was up 22 per cent in April 2011 and 25 per cent higher than when the Index was first set in December 2009
- Despite the fall across many sectors, demand in Human Resources (156) and Engineering (159) reached new monthly records
- April's overall salary levels remained at the same level as March at 99 points, one point below the Index start point of 100 set in December 2009
- Scotland and Yorkshire & Humberside were the only regions to show growth in job demand in April 2011

About Reed Job Index

The Reed Job Index tracks the number of new job opportunities and the salaries on offer compared to the previous month and against a baseline of 100 set in December last year.

Data for the index is compiled from reed.co.uk, the UK's largest job board, which every day lists over 90,000 job opportunities from 8,000 recruiters across 42 career sectors throughout the UK.

Reed Job Index figures are released at the start of each month and give an accurate and timely snapshot of the UK's job market.

About reed.co.uk

Launched in February 1995, reed.co.uk was the first recruitment site offered by a recruitment agency in the UK.

Today, reed.co.uk is the UK's most visited job site (source: Hitwise). Each month, more than 3 million jobseekers use reed.co.uk in their search for work, making over 60,000 applications every day.

Jobs on reed.co.uk come from over 8,000 recruiters, including leading employers in the private and public sectors, recruitment agencies and consultants from Reed's network 350 offices across the UK, and around the world.

Market Commentary

Martin Warnes, Managing Director of reed.co.uk, comments on the Reed Job Index for April 2011:

"The numbers of new job vacancies fell back down in April, perhaps not surprisingly as the Easter and Royal Wedding holidays led to a disjointed period for UK businesses.

"However, the Reed Job Index remains over 20 percent higher than last year's level following the steep increase in the first quarter of the year, mirroring falling unemployment and rising GDP figures for the same period.

"Clearly business growth has been sustained at a higher level than the last quarter of 2010, but continued recovery remains difficult to predict."

Reed Job Index

Each month the Reed Job Index tracks the number of new job opportunities and the salaries on offer compared to the previous month and against a baseline of 100 set in December last year. The Reed Job Index is based on data from the UK's largest job board, reed.co.uk, which every day lists over 100,000 job opportunities from 8,000 recruiters across 37 career sectors throughout the UK.

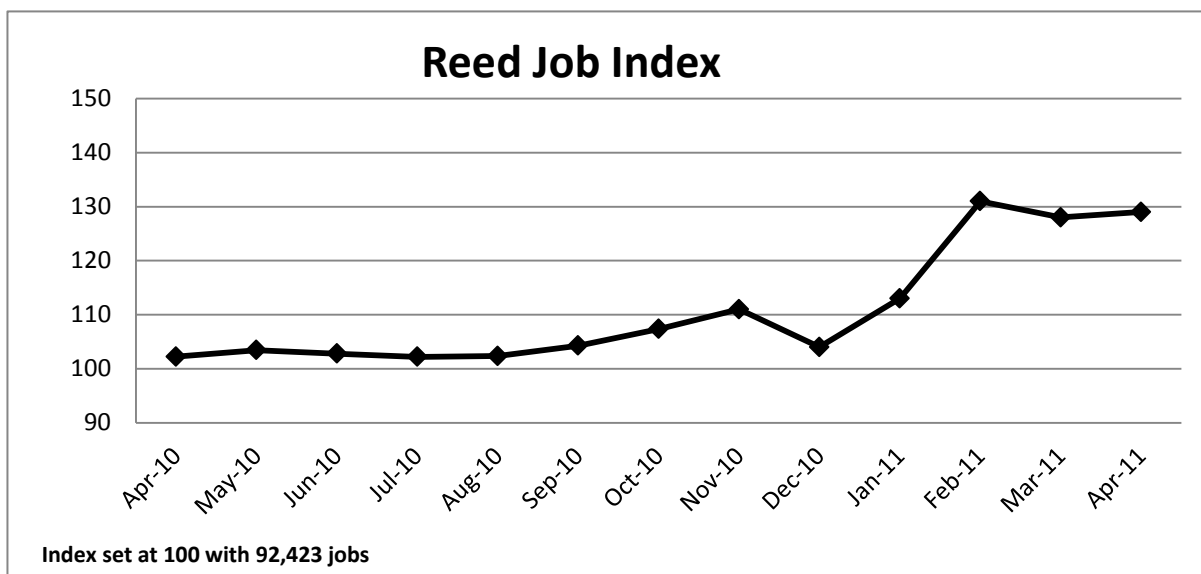
April 2011

The Reed Job Index indicates that total employer demand for new UK workers fell slightly from its March level of 128 to give an overall Reed Job Index reading of 125 for April.

Despite April's reduced demand, the Reed Job Index showed growth of 25 per cent compared to December 2009 when the Index was first set.

Year-on-year, job demand has increased by 22 per cent; this growth can largely be attributed to increased demand in the private sector, with the Public Sector Job Index remaining at only 50 points.

Reed Job Index - new jobs advertised



Sector

Employer demand continued to rise across nine job sectors, comprising: Customer Service (140); Engineering (159); Estate Agency (127); Human Resources (156); IT & Telecoms (152); Public Sector (50); Retail (118); Security & Safety (77); and Social Care (61).

Reed Job Index – by Sector

Sector	Dec '09	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11
reed.co.uk	100	102	103	103	102	102	104	106	111	104	113	131	128	125
Accountancy	100	103	107	112	114	117	112	114	116	111	124	141	137	128
Accountancy (Qualified)	100	108	110	106	98	110	107	114	124	112	126	146	135	128
Admin, Secretarial & PA	100	119	124	114	107	115	113	117	108	110	129	144	143	140
Banking	100	97	101	105	103	111	93	110	123	112	126	131	105	92
Charity & Voluntary	100	118	136	120	147	107	114	115	110	96	122	125	119	119
Construction & Property	100	86	90	85	84	85	82	89	88	81	99	121	124	116
Customer Service	100	111	113	105	106	118	188	127	128	118	130	136	138	140
Education	100	92	97	98	89	82	80	96	104	108	99	125	121	117
Energy	100	74	85	77	68	67	71	75	69	71	76	88	85	80
Engineering	100	76	83	85	91	86	84	91	104	106	123	152	155	159
Estate Agency	100	87	97	93	93	95	90	88	103	95	94	112	120	127
Financial Services	100	120	110	117	116	113	104	112	123	107	109	132	120	116
General Insurance	100	131	120	129	138	136	128	128	125	116	123	145	142	138
Health & Medicine	100	86	77	79	83	81	84	84	84	82	79	97	88	88
Hospitality & Catering	100	94	90	89	87	85	96	109	107	94	94	111	119	115
Human Resources	100	110	105	101	103	109	105	112	119	110	133	150	144	156
IT & Telecoms	100	102	109	106	105	101	110	109	127	123	129	152	147	152
Legal	100	118	121	106	113	121	117	113	124	111	110	120	116	109
Leisure & Tourism	100	129	116	106	112	133	135	126	129	108	131	222	203	172
Manufacturing	100	97	100	106	116	111	113	123	122	105	122	141	157	147
Marketing & PR	100	119	125	106	109	113	110	123	135	126	135	150	144	141
Media, Digital & Creative	100	114	114	123	123	113	132	127	137	123	143	169	166	163
Motoring & Automotive	100	101	98	95	90	95	86	82	94	87	97	123	115	107
Public Sector	100	74	97	74	63	57	51	48	49	42	43	51	49	50
Purchasing	100	100	94	103	104	100	103	107	99	98	116	124	122	117
Recruitment Consultancy	100	103	99	92	88	84	84	86	91	92	95	111	114	109
Retail	100	94	91	95	114	116	133	137	130	111	128	126	113	118
Sales	100	106	111	117	116	115	113	109	117	104	124	143	141	139
Scientific	100	80	98	79	92	89	94	104	108	108	119	133	131	125
Security & Safety	100	114	108	80	69	85	105	93	88	68	55	68	76	77
Social Care	100	78	79	72	69	60	57	70	66	67	64	66	57	61
Strategy & Consultancy	100	111	119	110	107	133	109	133	138	134	134	185	195	178
Training	100	92	87	84	84	64	70	79	69	67	81	98	93	83
Transport & Logistics	100	108	118	129	121	133	148	152	154	143	152	166	178	171

Region

April 2011 saw the Reed Job Index fall in nine of the 12 regions analysed.

Scotland (127) and Yorkshire & Humberside (130) saw small increases, whilst the Reed Job Index for London remained level at 132 points.

Reed Job Index – by Region

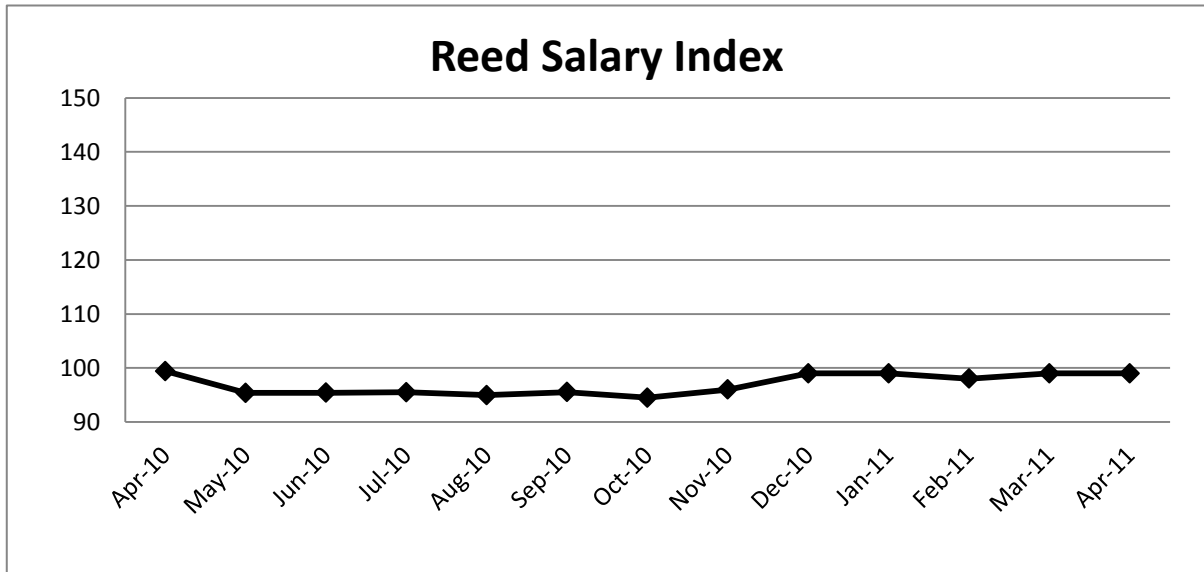
Region	Dec '09	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '11	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11
National	100	102	103	103	102	102	104	106	111	104	113	131	128	125
East Anglia	100	112	114	111	107	105	104	110	117	112	116	136	138	132
East Midlands	100	99	101	105	96	96	106	109	117	107	115	128	124	119
London	100	99	102	101	99	96	98	101	110	105	115	136	132	132
North East England	100	111	101	100	104	97	104	110	109	96	122	138	132	130
North West England	100	99	100	98	93	94	100	101	107	93	106	123	115	111
Northern Ireland	100	125	100	92	118	123	116	113	126	101	106	126	110	107
Scotland	100	105	98	98	105	108	111	111	122	111	111	130	123	127
South East (excl. London)	100	104	105	103	104	105	106	111	117	107	115	132	131	129
South West England	100	101	104	106	113	115	109	111	115	104	110	135	132	126
Wales	100	90	93	98	89	90	109	103	111	95	105	125	116	114
West Midlands (Region)	100	108	113	111	111	111	111	114	122	113	134	150	144	137
Yorkshire and Humberside	100	112	112	114	111	110	116	120	123	112	119	136	129	130

Salary

The Reed Salary Index remained level between March and April 2011 at 99 points.

Salaries on offer for new jobs in April are still down one per cent in real terms since December 2009, and continue to lag behind rising inflation.

Reed Salary Index - salary levels for new jobs



See below for additional data:

Reed Salary Index - by sector

Sector	Dec '09	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11
National	100	99	95	95	95	95	96	94	96	99	99	98	99	99
Accountancy	100	95	96	98	101	97	99	101	100	102	101	100	99	99
Accountancy (Qualified)	100	97	97	96	99	99	100	101	100	98	100	99	99	92
Admin, Secretarial & PA	100	101	102	100	101	103	103	103	104	104	106	104	105	95
Banking	100	97	95	90	99	103	105	105	95	108	110	113	127	100
Charity & Voluntary	100	104	104	101	106	94	99	98	100	107	103	103	97	94
Construction & Property	100	92	92	95	92	90	97	94	92	93	96	97	93	91
Customer Service	100	101	101	103	102	104	104	100	101	100	99	101	100	100
Education	100	98	101	103	101	100	99	98	97	100	99	100	100	102
Energy	100	85	79	79	81	88	84	83	82	86	89	91	90	83
Engineering	100	90	90	95	96	92	87	90	90	92	91	92	92	93
Estate Agency	100	215	107	224	105	183	185	189	94	94	105	105	108	118
Financial Services	100	95	92	94	94	93	94	95	97	94	91	94	96	97
General Insurance	100	94	94	96	96	95	95	95	96	97	99	97	97	98
Health & Medicine	100	109	103	100	102	100	98	96	98	98	97	98	97	94
Hospitality & Catering	100	106	102	101	102	100	104	103	103	103	104	104	105	105
Human Resources	100	102	98	96	99	95	100	100	101	103	101	103	106	100
IT & Telecoms	100	95	99	97	99	98	98	99	100	101	99	99	97	92
Legal	100	102	99	87	95	92	91	86	97	98	90	88	96	90
Leisure & Tourism	100	100	90	98	96	93	96	101	102	99	95	92	91	93
Manufacturing	100	88	85	87	89	89	88	87	90	91	89	94	91	97
Marketing & PR	100	101	100	99	99	101	101	99	98	97	103	102	102	98
Media, Digital & Creative	100	97	96	96	95	96	109	106	103	99	98	98	100	98
Motoring & Automotive	100	284	205	90	90	95	206	206	97	97	98	98	92	94
Public Sector	100	187	95	105	105	91	93	86	96	95	96	98	104	92
Purchasing	100	93	93	91	91	90	92	96	93	93	95	94	96	97
Recruitment Consultancy	100	102	101	100	98	103	105	100	101	98	110	106	108	105
Retail	100	105	109	107	104	101	112	113	109	124	120	119	115	117
Sales	100	97	94	96	97	94	98	99	100	98	98	100	98	101
Scientific	100	100	99	95	97	97	100	99	98	102	101	96	95	94
Security & Safety	100	69	66	110	107	62	62	54	59	62	80	74	74	77
Social Care	100	93	94	95	87	78	78	84	74	72	68	70	67	74
Strategy & Consultancy	100	107	104	105	98	106	111	109	118	121	116	106	108	96
Training	100	105	177	107	115	196	171	174	108	105	116	113	113	109
Transport & Logistics	100	94	91	92	92	94	92	95	96	97	98	101	96	92

Reed Salary Index - by region

Region	Dec '09	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11
National	100	99	95	95	95	95	96	94	96	99	99	98	99	99
East Anglia	100	102	97	98	97	98	97	97	94	97	97	99	99	98
East Midlands	100	96	93	92	93	92	91	94	94	99	96	97	96	96
London	100	100	97	97	97	97	97	97	98	101	101	99	99	98
North East England	100	98	100	94	95	90	93	94	92	97	92	95	91	92
North West England	100	100	95	96	96	94	98	97	97	99	99	99	99	98
Northern Ireland	100	88	95	86	90	86	109	92	92	94	95	91	97	101
Scotland	100	94	95	95	93	92	98	95	95	101	104	105	101	100
South East (excl. London)	100	100	96	99	98	96	96	96	98	99	98	99	99	100
South West England	100	94	93	96	95	95	94	93	93	97	96	97	96	97
Wales	100	100	96	91	97	99	99	95	100	104	104	98	101	99
West Midlands (Region)	100	96	96	99	99	96	96	95	95	96	97	97	99	99
Yorkshire and Humberside	100	101	97	101	101	97	101	97	97	99	99	99	100	100