

## REED Job Index: August 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 100,000 job opportunities from more than 8,000 recruiters at any one time.

### KEY FINDINGS

- Employer demand for new workers stayed steady in August to give a Reed Job Index of 122.
- Demand for staff dropped back across a range of industries from Manufacturing (145) to Financial Services (102) in August.
- Consumer-facing sectors saw the largest falls with Retail (136) dropping by 16 points from July's record high.
- Core job areas from qualified accountants and purchasing professionals to marketing, media, digital and creative staff all experienced rising demand in August.
- Salaries for new jobs fell back two points in August compared to July to read 97.
- Average salaries increased across a number of sectors including Recruitment Consultancy (113) and Marketing & PR (106).
- While demand remained flat in the South East, falls were experienced in East Anglia, the East Midlands, the North West and the South West.
- Northern Ireland bounced back in August with an impressive 15 point rise compared with July.

#### 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 100,000 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: Experian Hitwise). Each month, more than 3.5 million jobseekers use reed.co.uk in their search for work, making over 75,000 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 August 2011:***

“Even though the jobs market is flat, our figures indicate that there are a fifth more new jobs available now than there were 12 months ago.

“Employers are able to attract the people they need and are investing in the future with skilled staff such as qualified accountants, purchasing professionals and marketers.”

## Reed Job Index

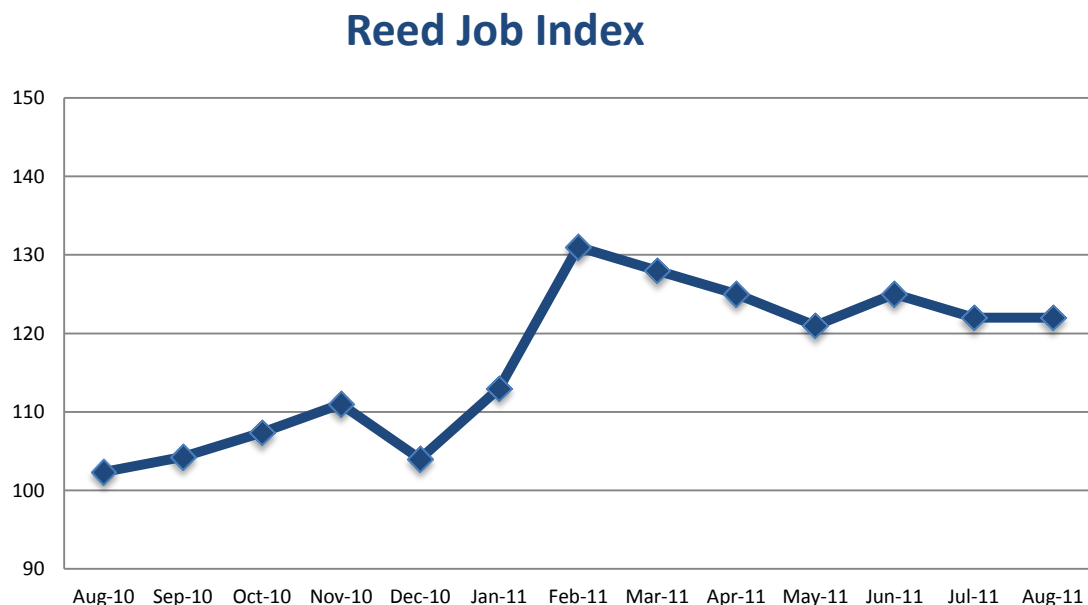
Each month, the Reed Job Index tracks the number of new job opportunities and the salaries on offer compared to the previous month and against a baseline of 100 set in December last year. The Reed Job Index is based on data from the UK's largest job recruitment website, reed.co.uk, which every day lists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

### August 2011

Employer demand for new UK workers stayed steady in August, bucking the usual summer slump, to give an overall Reed Job Index reading of 122. Although demand in some sectors fell, it rose in others to maintain the same month-on-month level.

This is a twenty per cent rise in year on year employer demand, with a fifth more jobs available now than in August twelve months ago. New job numbers have increased 22% from when the Index began in December 2009 when the baseline was set at 100, according to the report compiled from over 8,000 organisations by the UK's leading recruitment site reed.co.uk

### Reed Job Index: Aug '10 – Aug '11



Index set at 100 with 92,423 jobs

## Regions

Across the UK the picture was also mixed with demand for new staff in London, the North East, Yorkshire & Humberside, the West Midlands and Scotland on the up.

Northern Ireland bounced back in August with an impressive 15 point rise compared with July.

While demand remained flat in the South East, falls were experienced in East Anglia, the East Midlands, the North West and the South West of England.

### Reed Job Index – by region

Region	Dec '09	Aug '10	Sep '10	Oct '10	Nov '11	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11
National	100	102	104	106	111	104	113	131	128	125	121	125	122	122
East Anglia	100	105	104	110	117	112	116	136	133	132	133	142	139	138
East Midlands	100	96	106	109	117	107	115	128	119	119	119	128	129	124
London	100	96	98	101	110	105	115	136	126	132	126	128	125	127
North East England	100	97	104	110	109	96	122	138	127	130	127	123	119	123
North West England	100	94	100	101	107	93	106	123	106	111	106	112	108	105
Northern Ireland	100	123	116	113	126	101	106	126	121	107	121	118	93	108
Scotland	100	108	111	111	122	111	111	130	119	127	119	119	122	125
South East (excl. London)	100	105	106	111	117	107	115	132	125	129	125	129	125	125
South West England	100	115	109	111	115	104	110	135	124	126	124	127	130	125
Wales	100	90	109	103	111	95	105	125	105	114	105	103	104	99
West Midlands (Region)	100	111	111	114	122	113	134	150	132	137	132	133	133	135
Yorkshire and Humberside	100	110	116	120	123	112	119	136	124	130	124	123	124	128

## Sector

New job demand dropped back across a range of job sectors from financial services to manufacturing.

Consumer-facing sectors saw the largest falls with Retail jobs dropping by 16 index points from July's record high. Demand for new Public Sector staff slipped back again to nearly half its level when the Index began.

Rising demand for new workers in other job sectors balanced the falls, however. Core job areas from qualified accountants and purchasing professionals to administrative, marketing, media, digital and creative staff all experienced rising demand.

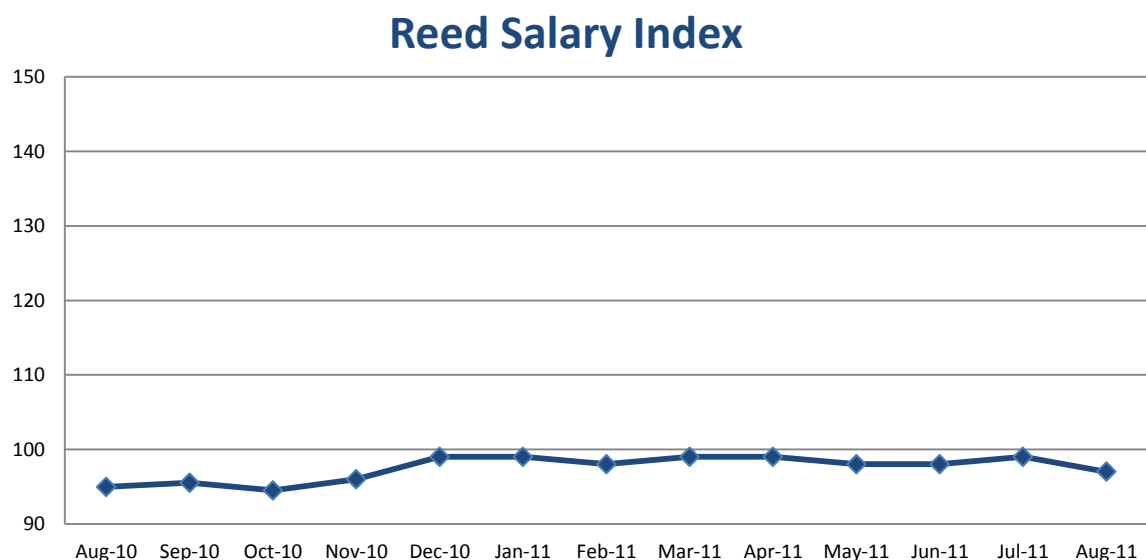
## Reed Job Index – by sector

Sector	Dec '09	Aug '10	Sep '10	Oct '10	Nov' 10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11
<b>National</b>	<b>100</b>	<b>102</b>	<b>104</b>	<b>106</b>	<b>111</b>	<b>104</b>	<b>113</b>	<b>131</b>	<b>128</b>	<b>125</b>	<b>121</b>	<b>125</b>	<b>122</b>	<b>122</b>
Accountancy	100	117	112	114	116	111	124	141	137	128	125	136	130	130
Accountancy (Qualified)	100	110	107	114	124	112	126	146	135	128	124	130	127	134
Admin, Secretarial & PA	100	115	113	117	108	110	129	144	143	140	137	131	129	138
Banking	100	111	93	110	123	112	126	131	105	92	93	92	80	86
Charity & Voluntary	100	107	114	115	110	96	122	125	119	119	143	123	112	122
Construction & Property	100	85	82	89	88	81	99	121	124	116	107	116	124	129
Customer Service	100	118	188	127	128	118	130	136	138	140	128	125	121	124
Education	100	82	80	96	104	108	99	125	121	117	111	99	92	73
Energy	100	67	71	75	69	71	76	88	85	80	71	80	69	72
Engineering	100	86	84	91	104	106	123	152	155	159	153	181	171	165
Estate Agency	100	95	90	88	103	95	94	112	120	127	120	124	130	126
Financial Services	100	113	104	112	123	107	109	132	120	116	111	117	112	102
General Insurance	100	136	128	128	125	116	123	145	142	138	138	148	145	142
Health & Medicine	100	81	84	84	84	82	79	97	88	172	77	73	74	79
Hospitality & Catering	100	85	96	109	107	94	94	111	119	88	117	120	106	105
Human Resources	100	109	105	112	119	110	133	150	144	115	148	138	145	142
IT & Telecoms	100	101	110	109	127	123	129	152	147	156	149	149	151	149
Legal	100	121	117	113	124	111	110	120	116	152	107	120	116	113
Leisure & Tourism	100	133	135	126	129	108	131	222	203	109	168	174	184	176
Manufacturing	100	111	113	123	122	105	122	141	157	147	139	155	150	145
Marketing & PR	100	113	110	123	135	126	135	150	144	141	136	152	143	148
Media, Digital & Creative	100	113	132	127	137	123	143	169	166	163	138	151	142	146
Motoring & Automotive	100	95	86	82	94	87	97	123	115	107	99	101	123	116
Public Sector	100	57	51	48	49	42	43	51	49	50	59	57	57	54
Purchasing	100	100	103	107	99	98	116	124	122	117	116	101	113	122
Recruitment Consultancy	100	84	84	86	91	92	95	111	114	109	103	102	105	108
Retail	100	116	133	137	130	111	128	126	113	118	139	147	152	136
Sales	100	115	113	109	117	104	124	143	141	139	135	136	135	135
Scientific	100	89	94	104	108	108	119	133	131	125	120	129	119	110
Security & Safety	100	85	105	93	88	68	55	68	76	77	79	83	79	93
Social Care	100	60	57	70	66	67	64	66	57	61	55	59	54	60
Strategy & Consultancy	100	133	109	133	138	134	134	185	195	178	183	165	168	148
Training	100	64	70	79	69	67	81	98	93	83	76	79	71	71
Transport & Logistics	100	133	148	152	154	143	152	166	178	171	188	186	194	206

## Salaries

Salaries for new jobs fell back across the board with the Reed Job Index down two points in August compared to July, to read 97. This means that salaries for new jobs are three per cent lower now in real terms than they were in December 2009.

### Reed Salary Index: Aug '10 – Aug '11



### Reed Salary Index - by region

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

## Reed Salary Index - by sector

Sector	Dec '09	Aug '10	Sep '10	Oct '10	Nov' 10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11
<b>National</b>	100	95	96	94	96	99	99	98	99	99	98	98	99	97
Accountancy	100	97	99	101	100	102	101	100	99	99	100	100	102	101
Accountancy (Qualified)	100	99	100	101	100	98	100	99	99	92	98	96	98	98
Admin, Secretarial & PA	100	103	103	103	104	104	106	104	105	95	105	107	103	102
Banking	100	103	105	105	95	108	110	113	127	100	119	123	120	117
Charity & Voluntary	100	94	99	98	100	107	103	103	97	94	97	105	110	105
Construction & Property	100	90	97	94	92	93	96	97	93	91	92	92	91	87
Customer Service	100	104	104	100	101	100	99	101	100	100	102	105	104	102
Education	100	100	99	98	97	100	99	100	100	102	100	100	100	97
Energy	100	88	84	83	82	86	89	91	90	83	81	90	82	76
Engineering	100	92	87	90	90	92	91	92	92	93	93	93	93	91
Estate Agency	100	183	185	189	94	94	105	105	108	118	110	112	107	108
Financial Services	100	93	94	95	97	94	91	94	96	97	96	97	96	95
General Insurance	100	95	95	95	96	97	99	97	97	98	99	98	101	98
Health & Medicine	100	100	98	96	98	98	97	98	97	94	95	91	95	91
Hospitality & Catering	100	100	104	103	103	103	104	104	105	105	101	106	109	107
Human Resources	100	95	100	100	101	103	101	103	106	100	106	102	100	106
IT & Telecoms	100	98	98	99	100	101	99	99	97	92	101	97	99	101
Legal	100	92	91	86	97	98	90	88	96	90	87	87	80	83
Leisure & Tourism	100	93	96	101	102	99	95	92	91	93	96	95	89	91
Manufacturing	100	89	88	87	90	91	89	94	91	97	92	89	87	89
Marketing & PR	100	101	101	99	98	97	103	102	102	98	106	106	103	106
Media, Digital & Creative	100	96	109	106	103	99	98	98	100	98	98	101	98	100
Motoring & Automotive	100	95	206	206	97	97	98	98	92	94	98	98	94	97
Public Sector	100	91	93	86	96	95	96	98	104	92	99	95	96	95
Purchasing	100	90	92	96	93	93	95	94	96	97	96	95	98	102
Recruitment Consultancy	100	103	105	100	101	98	110	106	108	105	105	105	109	113
Retail	100	101	112	113	109	124	120	119	115	117	118	108	108	110
Sales	100	94	98	99	100	98	98	100	98	101	101	103	106	104
Scientific	100	97	100	99	98	102	101	96	95	94	96	94	92	92
Security & Safety	100	62	62	54	59	62	80	74	74	77	81	79	79	82
Social Care	100	78	78	84	74	72	68	70	67	74	72	76	76	72
Strategy & Consultancy	100	106	111	109	118	121	116	106	108	96	110	122	118	112
Training	100	196	171	174	108	105	116	113	113	109	108	109	110	105
Transport & Logistics	100	94	92	95	96	97	98	101	96	92	92	93	91	89