

REED Job Index: December 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

- Job opportunities are up 17% year-on-year to give a Reed Job Index of 121 in December 2011
- Demand for new staff fell 12 points compared with November's record high (133)
- Two of the sectors analysed, Hospitality (134) and Purchasing (121), bucked the downward trend
- Demand for new Public Sector staff continues to fall and is 15 per cent below its level of a year ago
- Throughout 2011, technical areas, such as engineering and IT, and core consumer facing sectors, like Leisure and Hospitality, drove the growth in demand for new staff

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 2009.

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 December:

“The year-on-year increase in demand for new staff is particularly striking against the backdrop of economic turmoil of the last few months. While the traditional seasonal drop in recruitment activity has had an impact against the two-year highs recorded in November, the fact that the number of new job vacancies on offer remains 17 per cent higher than 12 months ago is significant. Skilled technical staff in traditional areas of heavy industry, like engineering, have been especially sought after, alongside IT, telecommunications, leisure and tourism staff.

“Certainly, employers have become more cautious as 2011 draws to a close, and it is impossible to predict impact of any new economic challenges that lie ahead. However, right now, UK employers are not only investing in new talent to fill their immediate needs, they are clearly planning for growth in 2012.”

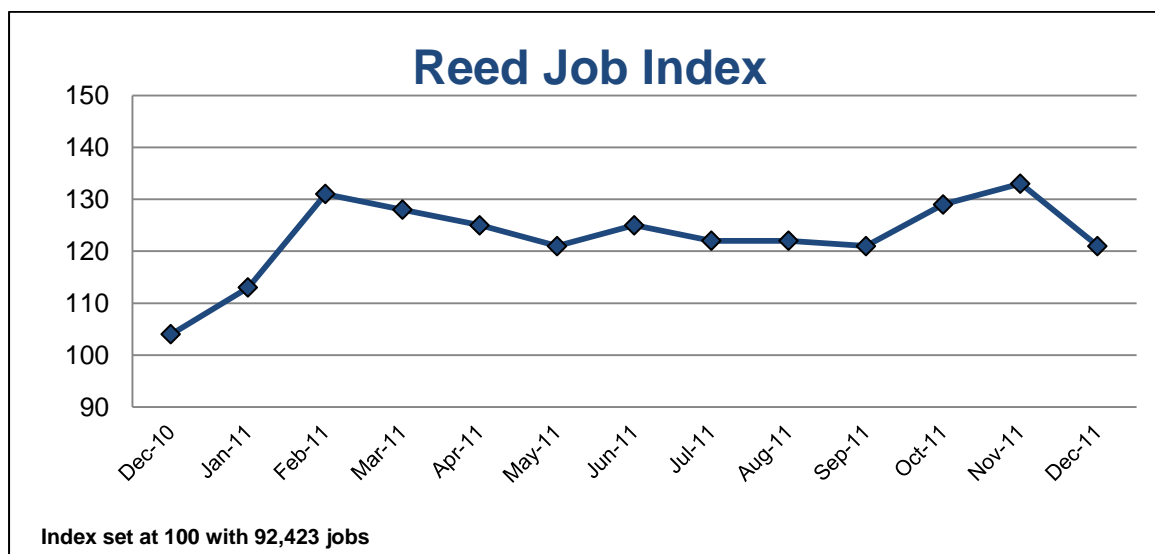
Reed Job Index

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 2009. 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 40 career sectors throughout the UK.

December 2011

Job opportunities were 17 per cent higher compared to the same time last year in December and more than a fifth higher than two years ago, according to the Reed Job Index's analysis of job vacancy trends from over 8,000 recruiters across the UK.

Seasonal falls in vacancies saw month-on-month Index figures fall 12 points (9 per cent) in December compared to November, although two sectors – Hospitality and Purchasing – bucked the downward trend.



Reed Job Index: Dec '10 – Dec '11

Sector	Dec '09	Dec '10	Jan '11	Feb '11	March '11	Apr '11	May '11	June '11	July '11	Aug '11	Sept '11	Oct '11	Nov '11	Dec '11
National	100	104	113	131	128	125	121	125	122	122	121	129	133	121
Accountancy	100	111	124	141	137	128	125	136	130	130	129	130	138	128
Accountancy (Qualified)	100	112	126	146	135	128	124	130	127	134	133	142	156	144
Admin, Secretarial & PA	100	110	129	144	143	140	137	131	129	138	134	134	140	130
Banking	100	112	126	131	105	92	93	92	80	86	75	86	80	71
Charity & Voluntary	100	96	122	125	119	119	143	123	112	122	123	166	130	120
Construction & Property	100	81	99	121	124	116	107	116	124	129	130	126	125	109
Customer Service	100	118	130	136	138	140	128	125	121	124	127	136	133	125
Education	100	108	99	125	121	117	111	99	92	73	82	90	102	98
Energy	100	71	76	88	85	80	71	80	69	72	81	92	108	99
Engineering	100	106	123	152	155	159	153	181	171	165	166	178	192	170
Estate Agency	100	95	94	112	120	127	120	124	130	126	124	138	149	122
Financial Services	100	107	109	132	120	116	111	117	112	102	106	114	115	104
General Insurance	100	116	123	145	142	138	138	148	145	142	128	140	143	132
Health & Medicine	100	82	79	97	88	172	77	73	74	79	80	81	88	88
Hospitality & Catering	100	94	94	111	119	88	117	120	106	105	105	110	125	134
Human Resources	100	110	133	150	144	115	148	138	145	142	130	134	139	137
IT & Telecoms	100	123	129	152	147	156	149	149	151	149	149	173	190	173
Legal	100	111	110	120	116	152	107	120	116	113	114	114	131	115
Leisure & Tourism	100	108	131	222	203	109	168	174	184	176	175	167	211	154
Manufacturing	100	105	122	141	157	147	139	155	150	145	150	144	149	124
Marketing & PR	100	126	135	150	144	141	136	152	143	148	133	143	136	123
Media, Digital & Creative	100	123	143	169	166	163	138	151	142	146	147	157	144	139
Motoring & Automotive	100	87	97	123	115	107	99	101	123	116	165	161	170	158
Public Sector	100	42	43	51	49	50	59	57	57	54	57	66	60	36
Purchasing	100	98	116	124	122	117	116	101	113	122	115	126	120	121
Recruitment Consultancy	100	92	95	111	114	109	103	102	105	108	110	115	111	101
Retail	100	111	128	126	113	118	139	147	152	136	134	145	126	107
Sales	100	104	124	143	141	139	135	136	135	135	133	143	143	128
Scientific	100	108	119	133	131	125	120	129	119	110	103	115	129	116
Security & Safety	100	68	55	68	76	77	79	83	79	93	99	89	97	98
Social Care	100	67	64	66	57	61	55	59	54	60	65	77	75	64
Strategy & Consultancy	100	134	134	185	195	178	183	165	168	148	156	155	161	153
Training	100	67	81	98	93	83	76	79	71	71	64	81	64	61
Transport & Logistics	100	143	152	166	178	171	188	186	194	206	201	220	204	165

Reed Job Index – by region

Region	Dec '09	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11
National	100	104	113	131	128	125	121	125	122	122	121	129	133	121
East Anglia	100	112	116	136	133	132	133	142	139	138	141	147	144	135
East Midlands	100	107	115	128	119	119	119	128	129	124	122	130	134	122
London	100	105	115	136	126	132	126	128	125	127	125	135	142	129
North East England	100	96	122	138	127	130	127	123	119	123	115	121	115	102
North West England	100	93	106	123	106	111	106	112	108	105	108	114	121	111
Northern Ireland	100	101	106	126	121	107	121	118	93	108	109	118	120	96
Scotland	100	111	111	130	119	127	119	119	122	125	115	125	124	114
South East England (excl. London)	100	107	115	132	125	129	125	129	125	125	123	130	135	123
South West England	100	104	110	135	124	126	124	127	130	125	123	131	135	123
Wales	100	95	105	125	105	114	105	103	104	99	100	112	105	96
West Midlands (Region)	100	113	134	150	132	137	132	133	133	135	140	148	150	130
Yorkshire and Humberside	100	112	119	136	124	130	124	123	124	128	133	142	140	129

Sector

Technical staff, such as engineers, IT and telecommunications specialists, were at the forefront of growth in demand for new staff in 2011 with an annual increases in job vacancies of over 40 per cent.

Staff demand in job sectors as diverse as construction, qualified accountancy, sales, leisure and tourism all rose considerably higher than the average year-on-year 17 per cent increase.

Two key job areas have declined over the last twelve months, however. Demand for Public Sector staff continues to collapse, and is 15 per cent below this time last year and a third of its level two years ago. Demand for Financial Services staff levelled off in December to a little below its level of 12 months ago, although still above its level two years ago, when the Index began.

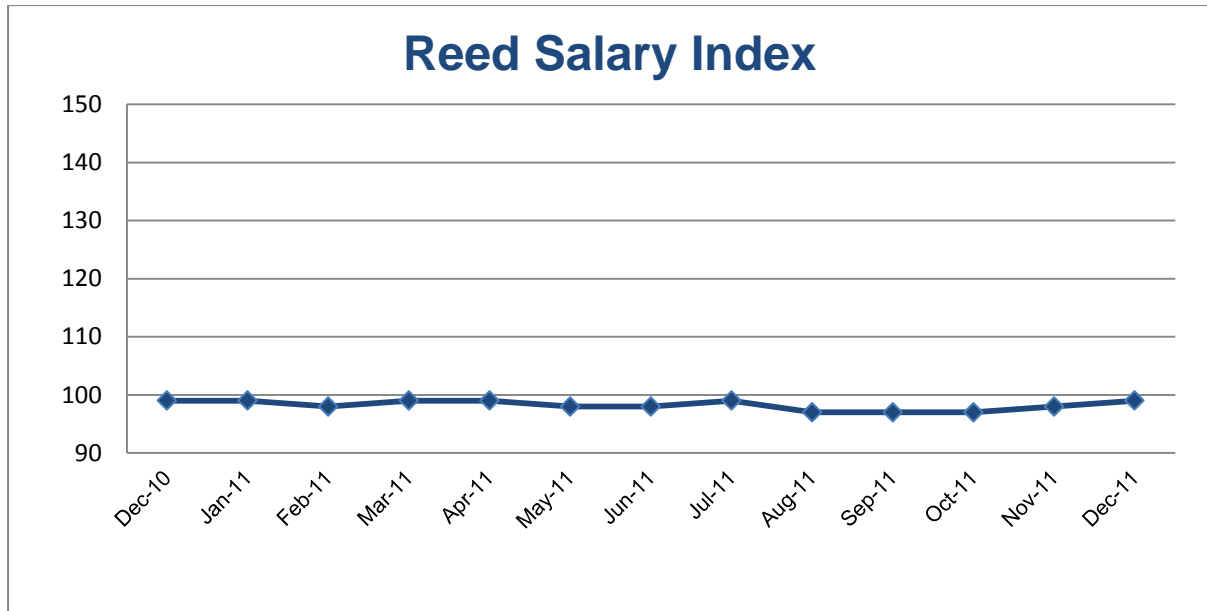
Reed Job Index – by sector

Sector	Dec '09	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep t '11	Oct '11	Nov '11	Dec '11
National	100	104	113	131	128	125	121	125	122	122	121	129	133	121
Accountancy	100	111	124	141	137	128	125	136	130	130	129	130	138	128
Accountancy (Qualified)	100	112	126	146	135	128	124	130	127	134	133	142	156	144
Admin, Secretarial & PA	100	110	129	144	143	140	137	131	129	138	134	134	140	130
Banking	100	112	126	131	105	92	93	92	80	86	75	86	80	71
Charity & Voluntary	100	96	122	125	119	119	143	123	112	122	123	166	130	120
Construction & Property	100	81	99	121	124	116	107	116	124	129	130	126	125	109
Customer Service	100	118	130	136	138	140	128	125	121	124	127	136	133	125
Education	100	108	99	125	121	117	111	99	92	73	82	90	102	98
Energy	100	71	76	88	85	80	71	80	69	72	81	92	108	99
Engineering	100	106	123	152	155	159	153	181	171	165	166	178	192	170
Estate Agency	100	95	94	112	120	127	120	124	130	126	124	138	149	122
Financial Services	100	107	109	132	120	116	111	117	112	102	106	114	115	104
General Insurance	100	116	123	145	142	138	138	148	145	142	128	140	143	132
Health & Medicine	100	82	79	97	88	172	77	73	74	79	80	81	88	88
Hospitality & Catering	100	94	94	111	119	88	117	120	106	105	105	110	125	134
Human Resources	100	110	133	150	144	115	148	138	145	142	130	134	139	137
IT & Telecoms	100	123	129	152	147	156	149	149	151	149	149	173	190	173
Legal	100	111	110	120	116	152	107	120	116	113	114	114	131	115
Leisure & Tourism	100	108	131	222	203	109	168	174	184	176	175	167	211	154
Manufacturing	100	105	122	141	157	147	139	155	150	145	150	144	149	124
Marketing & PR	100	126	135	150	144	141	136	152	143	148	133	143	136	123
Media, Digital & Creative	100	123	143	169	166	163	138	151	142	146	147	157	144	139
Motoring & Automotive	100	87	97	123	115	107	99	101	123	116	165	161	170	158
Public Sector	100	42	43	51	49	50	59	57	57	54	57	66	60	36
Purchasing	100	98	116	124	122	117	116	101	113	122	115	126	120	121
Recruitment Consultancy	100	92	95	111	114	109	103	102	105	108	110	115	111	101
Retail	100	111	128	126	113	118	139	147	152	136	134	145	126	107
Sales	100	104	124	143	141	139	135	136	135	135	133	143	143	128
Scientific	100	108	119	133	131	125	120	129	119	110	103	115	129	116
Security & Safety	100	68	55	68	76	77	79	83	79	93	99	89	97	98
Social Care	100	67	64	66	57	61	55	59	54	60	65	77	75	64
Strategy & Consultancy	100	134	134	185	195	178	183	165	168	148	156	155	161	153
Training	100	67	81	98	93	83	76	79	71	71	64	81	64	61
Transport & Logistics	100	143	152	166	178	171	188	186	194	206	201	220	204	165

Salaries

Salaries for new vacancies increased one index point in December compared to November to give a Reed Salary Index of 99.

Reed Salary Index: Dec '10 – Dec '11



Reed Salary Index - by region

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

Reed Salary Index - by sector

Sector	Dec '09	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sept '11	Oct '11	Nov '11	Dec '11
National	100	99	99	98	99	99	98	98	99	97	97	97	98	99
Accountancy	100	102	101	100	99	99	100	100	102	101	101	102	101	98
Accountancy (Qualified)	100	98	100	99	99	92	98	96	98	98	98	99	98	91
Admin, Secretarial & PA	100	104	106	104	105	95	105	107	103	102	104	103	104	98
Banking	100	108	110	113	127	100	119	123	120	117	112	113	112	101
Charity & Voluntary	100	107	103	103	97	94	97	105	110	105	101	101	93	90
Construction & Property	100	93	96	97	93	91	92	92	91	87	89	92	96	92
Customer Service	100	100	99	101	100	100	102	105	104	102	100	101	103	99
Education	100	100	99	100	100	102	100	100	100	97	94	96	97	95
Energy	100	86	89	91	90	83	81	90	82	76	80	87	90	82
Engineering	100	92	91	92	92	93	93	93	93	91	93	92	94	93
Estate Agency	100	94	105	105	108	118	110	112	107	108	102	109	110	98
Financial Services	100	94	91	94	96	97	96	97	96	95	98	100	102	110
General Insurance	100	97	99	97	97	98	99	98	101	98	97	98	101	100
Health & Medicine	100	98	97	98	97	94	95	91	95	91	90	90	90	91
Hospitality & Catering	100	103	104	104	105	105	101	106	109	107	105	103	104	107
Human Resources	100	103	101	103	106	100	106	102	100	106	106	103	101	100
IT & Telecoms	100	101	99	99	97	92	101	97	99	101	97	96	98	94
Legal	100	98	90	88	96	90	87	87	80	83	78	78	84	85
Leisure & Tourism	100	99	95	92	91	93	96	95	89	91	97	102	98	90
Manufacturing	100	91	89	94	91	97	92	89	87	89	87	86	91	96
Marketing & PR	100	97	103	102	102	98	106	106	103	106	106	104	105	96
Media, Digital & Creative	100	99	98	98	100	98	98	101	98	100	101	100	101	92
Motoring & Automotive	100	97	98	98	92	94	98	98	94	97	95	90	93	95
Public Sector	100	95	96	98	104	92	99	95	96	95	99	92	92	93
Purchasing	100	93	95	94	96	97	96	95	98	102	97	95	94	90
Recruitment Consultancy	100	98	110	106	108	105	105	105	109	113	114	109	109	108
Retail	100	124	120	119	115	117	118	108	108	110	112	116	112	104
Sales	100	98	98	100	98	101	101	103	106	104	102	104	102	101
Scientific	100	102	101	96	95	94	96	94	92	92	94	90	89	90
Security & Safety	100	62	80	74	74	77	81	79	79	82	91	81	85	84
Social Care	100	72	68	70	67	74	72	76	76	72	72	71	69	77
Strategy & Consultancy	100	121	116	106	108	96	110	122	118	112	116	112	113	109
Training	100	105	116	113	113	109	108	109	110	105	106	103	107	99
Transport & Logistics	100	97	98	101	96	92	92	93	91	89	90	88	93	92