

REED Job Index: January 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

- A new record for Employer Demand was set in January, with the index reaching 113.
- Job demand reached new highs in over half of industry sectors examined by the Index, representing a sustained return to growth across the private sector.
- Despite record growth in many sectors, demand for new jobs in Health and Medicine (77) and the Public Sector (44) remain behind the national level.
- Overall salary levels remain one point below the Index start point of 100 set in December 2009, with the Reed Salary Index reading 99 for January 2011.
- Average salaries remained steady across many industries, although Marketing & PR jobs showed a significant climb to a Salary Index figure of 103.
- Demand for new employees in London rose significantly in January, seeing a 10 point increase month-on-month.
- Job demand in the North East and East Midlands reached record highs in January.

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 January:

"UK employers seem to be in job-creation mode, according to the latest Reed Job Index, with 13 per cent more jobs on offer now than 13 months ago. Employers right across the private sector are confident enough to recruit new staff, and flat salaries make this a good time for them to attract the talented people they need."

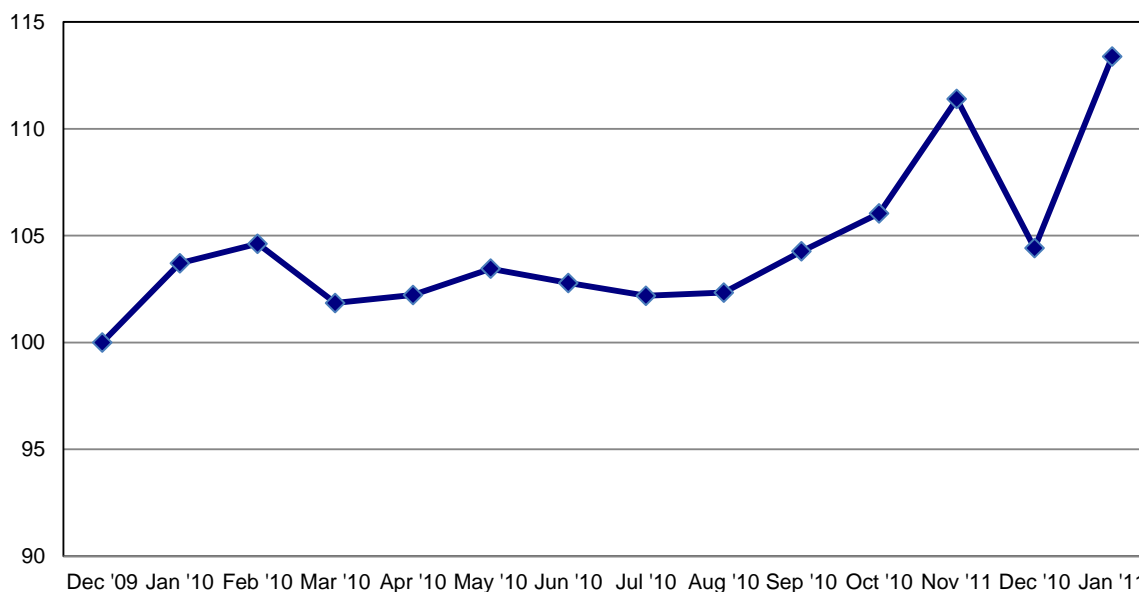
Reed Job Index

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.

January 2011

The Reed Job Index indicates that total employer demand for new UK workers rose above November's 111 high to give an overall Reed Job Index reading of 113 for January. This growth of 9%, year on year, suggests there is confidence returning to the UK jobs market, driven chiefly by the private sector.

Reed Job Index: Dec'09 – Jan'11



Regions

January's regional job index shows increasingly positive signs for the UK job market, with demand for UK employees rising in all regions analysed.

Demand for staff in London climbed considerably, with the number of new jobs available up 9% with a reading of 115 compared with December's 105.

Job Index highs were recorded in the West Midlands (134) and North East England (122).

Reed Job Index – by Region

Region	Dec '09	Jan '10	Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '11	Dec '10	Jan '11
National	100	104	105	102	102	103	103	102	102	104	106	111	104	113
East Anglia	100	106	108	107	112	114	111	107	105	104	110	117	112	116
East Midlands	100	100	94	96	99	101	105	96	96	106	109	117	107	115
London	100	107	107	100	99	102	101	99	96	98	101	110	105	115
North East England	100	112	109	115	111	101	100	104	97	104	110	109	96	122
North West England	100	104	100	102	99	100	98	93	94	100	101	107	93	106
Northern Ireland	100	91	117	123	125	100	92	118	123	116	113	126	101	106
Scotland	100	105	104	105	105	98	98	105	108	111	111	122	111	111
South East (excl. London)	100	102	105	102	104	105	103	104	105	106	111	117	107	115
South West England	100	104	110	99	101	104	106	113	115	109	111	115	104	110
Wales	100	94	91	96	90	93	98	89	90	109	103	111	95	105
West Midlands (Region)	100	101	103	105	108	113	111	111	111	111	114	122	113	134
Yorkshire and Humberside	100	110	113	116	112	112	114	111	110	116	120	123	112	119

Sector

Job demand rose to its highest since the Index began in half of the job sectors covered by the Index. This rise underlines a sustained growth in demand across the private sector.

Demand for new employees reached its highest level in 13 months in business and support services, including Marketing & PR, Charity & Voluntary and Media, Digital & Creative, and across technology areas, with demand increasing for new jobs in both Engineering and IT.

In contrast, demand in some sectors, including Health & Medicine and the Public sector, remains well below the national index.

Reed Job Index – by Sector

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

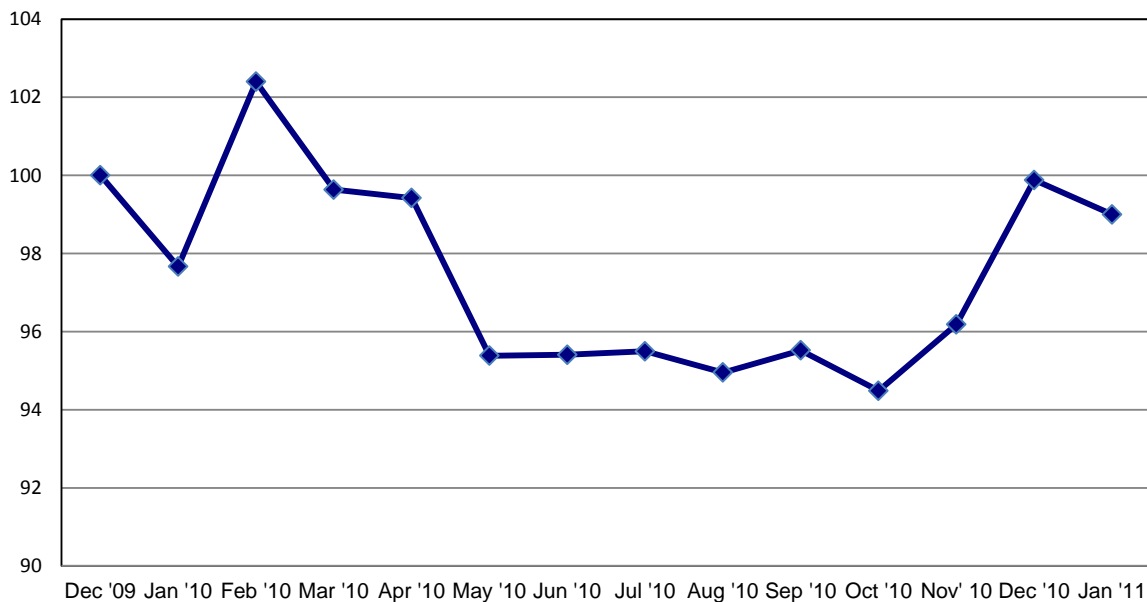
Salaries

Salaries continue to be subdued below the Index start point of 100, set in December 2009. Compared with the previous month, salaries remain flat, with the Reed Salary Index for January reading 99.

Salaries for Marketing & PR roles rose six points compared to last month, with a Reed Salary Index of 103 for January.

Regionally, salary levels varied with only those on offer in London (101), Scotland (104) and Wales (104) recording readings above 100.

Reed Salary Index: Dec'09 – Jan'11



Reed Salary Index - by sector

Sector	Dec '09	Jan '10	Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov' 10	Dec '10	Jan '11
National	100	98	102	100	99	95	95	95	95	96	94	96	100	99
Accountancy	100	98	99	97	95	96	98	101	97	99	101	100	102	101
Accountancy (Qualified)	100	97	97	100	97	97	96	99	99	100	101	100	98	100
Admin, Secretarial & PA	100	100	99	99	101	102	100	101	103	103	103	104	104	106
Banking	100	93	100	99	97	95	90	99	103	105	105	95	108	110
Charity & Voluntary	100	102	102	99	104	104	101	106	94	99	98	100	107	103
Construction & Property	100	96	100	97	92	92	95	92	90	97	94	92	93	96
Customer Service	100	101	102	103	101	101	103	102	104	104	100	101	100	99
Education	100	100	97	97	98	101	103	101	100	99	98	97	100	99
Energy	100	91	80	80	85	79	79	81	88	84	83	82	86	89
Engineering	100	98	94	92	90	90	95	96	92	87	90	90	92	91
Estate Agency	100	95	99	107	215	107	224	105	183	185	189	94	94	105
Financial Services	100	97	100	97	95	92	94	94	93	94	95	97	94	91
General Insurance	100	95	98	96	94	94	96	96	95	95	95	96	97	99
Health & Medicine	100	104	101	104	109	103	100	102	100	98	96	98	98	97
Hospitality & Catering	100	100	105	103	106	102	101	102	100	104	103	103	103	104
Human Resources	100	97	101	103	102	98	96	99	95	100	100	101	103	101
IT & Telecoms	100	96	98	96	95	99	97	99	98	98	99	100	101	99
Legal	100	94	98	89	102	99	87	95	92	91	86	97	98	90
Leisure & Tourism	100	97	94	99	100	90	98	96	93	96	101	102	99	95
Manufacturing	100	92	91	92	88	85	87	89	89	88	87	90	91	89
Marketing & PR	100	103	100	101	101	100	99	99	101	101	99	98	97	103
Media, Digital & Creative	100	98	97	97	97	96	96	95	96	109	106	103	99	98
Motoring & Automotive	100	99	97	96	284	205	90	90	95	206	206	97	97	98
Public Sector	100	107	100	104	187	95	105	105	91	93	86	96	95	96
Purchasing	100	98	94	93	93	93	91	91	90	92	96	93	93	95
Recruitment Consultancy	100	102	103	102	102	101	100	98	103	105	100	101	98	110
Retail	100	109	102	115	105	109	107	104	101	112	113	109	124	120
Sales	100	95	96	97	97	94	96	97	94	98	99	100	98	98
Scientific	100	99	99	98	100	99	95	97	97	100	99	98	102	101
Security & Safety	100	88	75	89	69	66	110	107	62	62	54	59	62	80
Social Care	100	100	90	87	93	94	95	87	78	78	84	74	72	68
Strategy & Consultancy	100	110	106	109	107	104	105	98	106	111	109	118	121	116
Training	100	110	102	105	105	177	107	115	196	171	174	108	105	116
Transport & Logistics	100	98	98	100	94	91	92	92	94	92	95	96	97	98

Reed Salary Index - by region

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