

## REED Job Index: March 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 March to give a Reed Job Index of 128
- Job demand rose across ten key areas encompassing both service and industrial job sectors
- Despite the fall across many sectors, demand in Manufacturing (157) and Consultancy (195) reached new monthly records
- Overall salary levels remained below the Index start point of 100 set in December 2009, although they regained ground in March, increasing by one point to 99
- Average salaries remained steady across many sectors
- Salaries for new banking jobs reached their highest level yet with an index reading of 127
- Demand for new employees fell in all but one UK region in March
- Job demand in East Anglia grew by two points compared to February to register a UK-high of 138

#### 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 March 2011:

"The sharp rise in job creation witnessed in January and February has slowed, indicating that economic recovery should not be taken for granted. Indeed, rising inflation, rising unemployment figures and international turbulence have been reminders that the economy remains fragile.

"However job creation is well ahead of last year. Encouragingly this growth has been spread across a wide range of private sector areas, from Engineering and Manufacturing right through to service sector staff from Strategic Consultants to Catering. With high job competition keeping salaries flat this is a good time for employers to find 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.

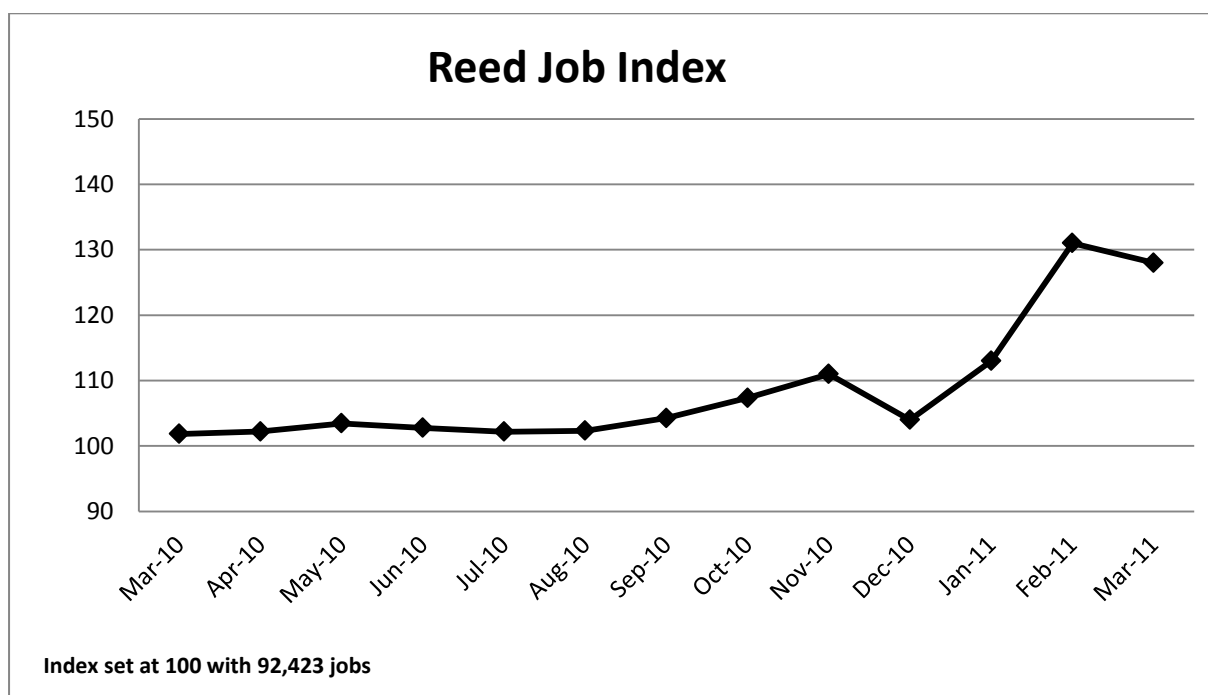
## March 2011

The Reed Job Index indicates that total employer demand for new UK workers fell slightly from its February high of 131 to give an overall Reed Job Index reading of 128 for March.

Despite March's reduced demand, the Reed Job Index showed growth of 28 percent compared to December 2009 when the Index was first set.

Year-on-year, job demand has increased by 25 percent; this growth can largely be attributed to increased demand in the private sector, with the number of new Public Sector vacancies available falling to less than half the level of a year ago.

### Reed Job Index - new jobs advertised



## Sector

Employer demand continued to rise across ten key private sector job sectors. These range from industrial areas such as Transport & Logistics (178), Manufacturing (157), Engineering (155), and Construction & Property (124) to services job sectors such as Strategy & Consultancy (198) Estate Agency (120), and Hospitality & Catering (119). In contrast the Reed Public Sector Job Index now reads 49.

## Reed Job Index – by Sector

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

## Region

March 2011 saw the Reed Job Index fall in all but one of the 12 regions analysed.

However, year-on-year job demand increased by more than 10% in the Midlands (both East and West), Yorkshire & Humberside, East Anglia and Scotland, and by 5% or more in London and the South East.

### Reed Job Index – by Region

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

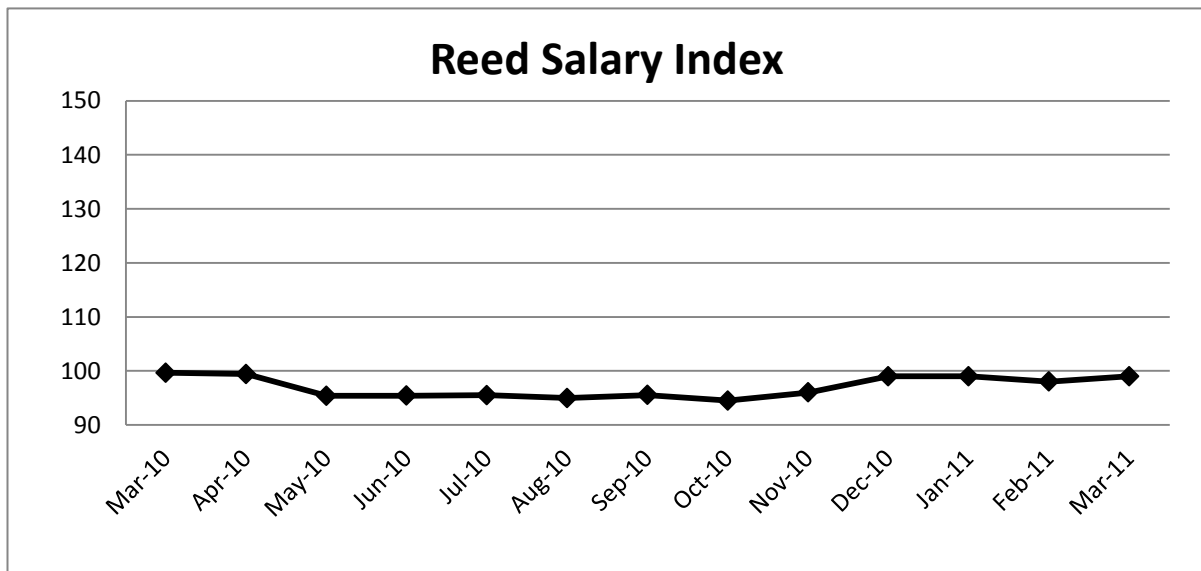
## Salary

Salaries for new jobs edged up one point from February to March, to give a Reed Salary Index reading of 99.

Salaries on offer for new jobs in March are still down one percent in real terms since December 2009, and continue to lag behind rising inflation. At the same time a few initial indications of skills shortages have appeared, with salaries above the December base-line and rising in areas such as Administration, Estate Agency, Hospitality & Catering and HR job sectors.

In Banking, salaries for new jobs reached their highest level yet, with an index reading of 127.

### Reed Salary Index - salary levels for new jobs



See below for additional data:

## Reed Salary Index - by sector

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

## Reed Salary Index - by region

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