

## REED Job Index: November 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 experienced rapid growth in November to give a Reed Job Index of 133.
- Employer demand is 22 points higher year-on-year and is 33 per cent above the level of December 2009.
- Demand for new staff experienced double digit growth across a range of sectors, including Accountancy, Leisure & Tourism, Manufacturing and Scientific, compared with October.
- Demand in the Public Sector continues to struggle and is down six index points compared with the previous month (to 60).
- Salaries for new jobs grew one index point in November to read 98.
- New job growth has been led by London, the South West and the North West.
- Employer demand fell in five out of the 12 regions analysed, including Wales, the North East and Scotland.

#### 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

**James Reed, Chairman of reed.co.uk's parent company, Reed Global, comments on the Reed Job Index for November:**

*"The latest Reed Job Index shows that confidence about the future has continued to increase right across the private sector, in spite of last week's gloomy economic pronouncements. Not only is employer demand up by twenty per cent year on year, newly available private sector jobs are at their highest level since the dark days which followed the last banking crisis. There are even signs that the British economy is rebalancing towards the industrial sector, with demand for technical staff, such as engineering and IT specialists, 90 per cent higher now than when our Index began 23 months ago.*

*"Caution remains, with salaries for new jobs staying low, and growth more patchy outside the regional powerhouses of London, the South East and North West. Only fools forecast, and increasing turmoil in the Eurozone makes us all wary of plotting a clear path forwards. At the same time, the Reed Job Index has proved to be a reliable leading economic indicator, and certainly demonstrates that the underlying appetite for growth across the private sector is at a higher level than some commentators believe."*

## 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 37 career sectors throughout the UK.

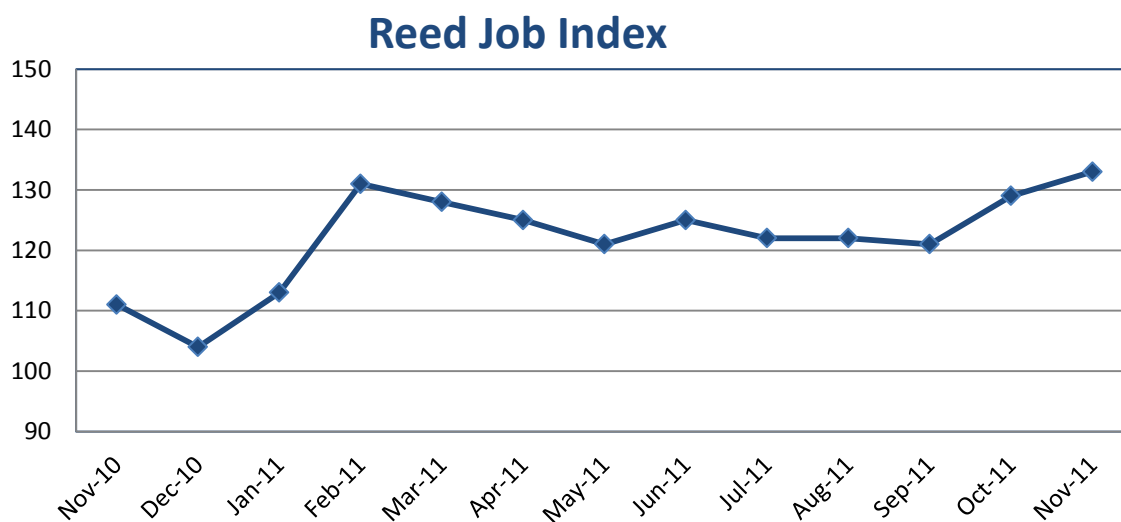
### November 2011

New job opportunities across the UK bucked the gloomy economic news and rose to their highest level for nearly two years, according to the Reed Job Index for November.

Employer demand for new staff is a third higher than it was 23 months ago, and 22 index points higher than the same time last year.

This builds on the return to jobs growth seen in October and represents the highest level of new job opportunities since the Reed Job Index was started in December 2009.

### Reed Job Index: Nov '10 – Nov '11



Index set at 100 with 92,423 jobs

## Regions

New job growth has been led by London, the South West and the North West, and has risen in more than half of the 12 areas analysed by the Index.

Yet the growth is patchy, with five out of the 12 areas, including Wales, the North East of England and Scotland, showing falls in employer demand.

### Reed Job Index – by region

Region	Dec '09	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11
<b>National</b>	100	111	104	113	131	128	125	121	125	122	122	121	129	133
East Anglia	100	117	112	116	136	133	132	133	142	139	138	141	147	144
East Midlands	100	117	107	115	128	119	119	119	128	129	124	122	130	134
London	100	110	105	115	136	126	132	126	128	125	127	125	135	142
North East England	100	109	96	122	138	127	130	127	123	119	123	115	121	115
North West England	100	107	93	106	123	106	111	106	112	108	105	108	114	121
Northern Ireland	100	126	101	106	126	121	107	121	118	93	108	109	118	120
Scotland	100	122	111	111	130	119	127	119	119	122	125	115	125	124
South East (excl. London)	100	117	107	115	132	125	129	125	129	125	125	123	130	135
South West England	100	115	104	110	135	124	126	124	127	130	125	123	131	135
Wales	100	111	95	105	125	105	114	105	103	104	99	100	112	105
West Midlands (Region)	100	122	113	134	150	132	137	132	133	133	135	140	148	150
Yorkshire and Humberside	100	123	112	119	136	124	130	124	123	124	128	133	142	140

## Sector

Growth is spread across the private sector and may indicate some rebalancing of the economy towards industry.

Technical jobs sectors, such as Engineering and IT, led the growth as much as service sectors, such as Accountancy and Leisure & Tourism.

Public Sector recruitment continues to struggle and fell back six points in November compared to October, to give a Reed Public Sector Index reading of 60.

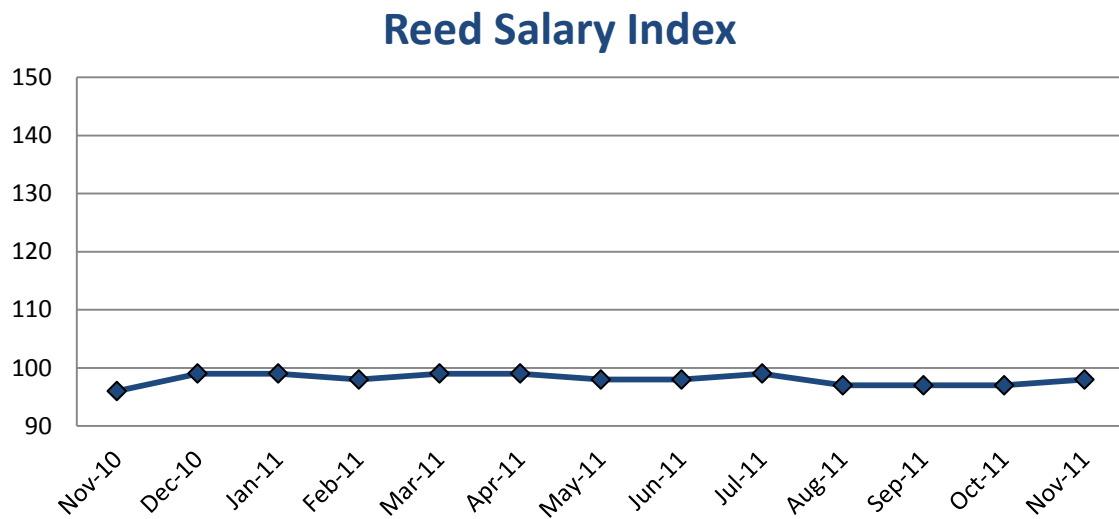
## Reed Job Index – by sector

Sector	Dec '09	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11
<b>National</b>	<b>100</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>	<b>121</b>	<b>129</b>	<b>133</b>
Accountancy	100	116	111	124	141	137	128	125	136	130	130	129	130	138
Accountancy (Qualified)	100	124	112	126	146	135	128	124	130	127	134	133	142	156
Admin, Secretarial & PA	100	108	110	129	144	143	140	137	131	129	138	134	134	140
Banking	100	123	112	126	131	105	92	93	92	80	86	75	86	80
Charity & Voluntary	100	110	96	122	125	119	119	143	123	112	122	123	166	130
Construction & Property	100	88	81	99	121	124	116	107	116	124	129	130	126	125
Customer Service	100	128	118	130	136	138	140	128	125	121	124	127	136	133
Education	100	104	108	99	125	121	117	111	99	92	73	82	90	102
Energy	100	69	71	76	88	85	80	71	80	69	72	81	92	108
Engineering	100	104	106	123	152	155	159	153	181	171	165	166	178	192
Estate Agency	100	103	95	94	112	120	127	120	124	130	126	124	138	149
Financial Services	100	123	107	109	132	120	116	111	117	112	102	106	114	115
General Insurance	100	125	116	123	145	142	138	138	148	145	142	128	140	143
Health & Medicine	100	84	82	79	97	88	172	77	73	74	79	80	81	88
Hospitality & Catering	100	107	94	94	111	119	88	117	120	106	105	105	110	125
Human Resources	100	119	110	133	150	144	115	148	138	145	142	130	134	139
IT & Telecoms	100	127	123	129	152	147	156	149	149	151	149	149	173	190
Legal	100	124	111	110	120	116	152	107	120	116	113	114	114	131
Leisure & Tourism	100	129	108	131	222	203	109	168	174	184	176	175	167	211
Manufacturing	100	122	105	122	141	157	147	139	155	150	145	150	144	149
Marketing & PR	100	135	126	135	150	144	141	136	152	143	148	133	143	136
Media, Digital & Creative	100	137	123	143	169	166	163	138	151	142	146	147	157	144
Motoring & Automotive	100	94	87	97	123	115	107	99	101	123	116	165	161	170
Public Sector	100	49	42	43	51	49	50	59	57	57	54	57	66	60
Purchasing	100	99	98	116	124	122	117	116	101	113	122	115	126	120
Recruitment Consultancy	100	91	92	95	111	114	109	103	102	105	108	110	115	111
Retail	100	130	111	128	126	113	118	139	147	152	136	134	145	126
Sales	100	117	104	124	143	141	139	135	136	135	135	133	143	143
Scientific	100	108	108	119	133	131	125	120	129	119	110	103	115	129
Security & Safety	100	88	68	55	68	76	77	79	83	79	93	99	89	97
Social Care	100	66	67	64	66	57	61	55	59	54	60	65	77	75
Strategy & Consultancy	100	138	134	134	185	195	178	183	165	168	148	156	155	161
Training	100	69	67	81	98	93	83	76	79	71	71	64	81	64
Transport & Logistics	100	154	143	152	166	178	171	188	186	194	206	201	220	204

## Salaries

Salaries for new vacancies increased one index point in November compared to October to give a Reed Salary Index of 98.

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



### Reed Salary Index - by region

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

## Reed Salary Index - by sector

Sector	Dec '09	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11
<b>National</b>	100	96	99	99	98	99	99	98	98	99	97	97	97	98
Accountancy	100	100	102	101	100	99	99	100	100	102	101	101	102	101
Accountancy (Qualified)	100	100	98	100	99	99	92	98	96	98	98	98	99	98
Admin, Secretarial & PA	100	104	104	106	104	105	95	105	107	103	102	104	103	104
Banking	100	95	108	110	113	127	100	119	123	120	117	112	113	112
Charity & Voluntary	100	100	107	103	103	97	94	97	105	110	105	101	101	93
Construction & Property	100	92	93	96	97	93	91	92	92	91	87	89	92	96
Customer Service	100	101	100	99	101	100	100	102	105	104	102	100	101	103
Education	100	97	100	99	100	100	102	100	100	100	97	94	96	97
Energy	100	82	86	89	91	90	83	81	90	82	76	80	87	90
Engineering	100	90	92	91	92	92	93	93	93	93	91	93	92	94
Estate Agency	100	94	94	105	105	108	118	110	112	107	108	102	109	110
Financial Services	100	97	94	91	94	96	97	96	97	96	95	98	100	102
General Insurance	100	96	97	99	97	97	98	99	98	101	98	97	98	101
Health & Medicine	100	98	98	97	98	97	94	95	91	95	91	90	90	90
Hospitality & Catering	100	103	103	104	104	105	105	101	106	109	107	105	103	104
Human Resources	100	101	103	101	103	106	100	106	102	100	106	106	103	101
IT & Telecoms	100	100	101	99	99	97	92	101	97	99	101	97	96	98
Legal	100	97	98	90	88	96	90	87	87	80	83	78	78	84
Leisure & Tourism	100	102	99	95	92	91	93	96	95	89	91	97	102	98
Manufacturing	100	90	91	89	94	91	97	92	89	87	89	87	86	91
Marketing & PR	100	98	97	103	102	102	98	106	106	103	106	106	104	105
Media, Digital & Creative	100	103	99	98	98	100	98	98	101	98	100	101	100	101
Motoring & Automotive	100	97	97	98	98	92	94	98	98	94	97	95	90	93
Public Sector	100	96	95	96	98	104	92	99	95	96	95	99	92	92
Purchasing	100	93	93	95	94	96	97	96	95	98	102	97	95	94
Recruitment Consultancy	100	101	98	110	106	108	105	105	105	109	113	114	109	109
Retail	100	109	124	120	119	115	117	118	108	108	110	112	116	112
Sales	100	100	98	98	100	98	101	101	103	106	104	102	104	102
Scientific	100	98	102	101	96	95	94	96	94	92	92	94	90	89
Security & Safety	100	59	62	80	74	74	77	81	79	79	82	91	81	85
Social Care	100	74	72	68	70	67	74	72	76	76	72	72	71	69
Strategy & Consultancy	100	118	121	116	106	108	96	110	122	118	112	116	112	113
Training	100	108	105	116	113	113	109	108	109	110	105	106	103	107
Transport & Logistics	100	96	97	98	101	96	92	92	93	91	89	90	88	93