

REED Job Index: October 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 bounced back in October to give a Reed Job Index of 129.
- Employer demand is 23 points higher compared with October last year, and is 29 per cent above the level of December 2009.
- Demand for new staff rose by 10 points or more across core business job sectors, led by IT (a rise of 24 points to 173), Marketing (143) and Qualified Accountancy (142).
- Consumer-facing job sectors such as Retail (145) and Sales (143) also grew in October compared with September.
- Demand in the Public Sector is still low, but is up nine points from the previous month (to 66).
- Salaries for new jobs stayed steady in October to read 97.
- Demand for new staff increased across all 12 UK regions analysed in October.
- The number of new jobs advertised in London rose 10 index points to 135 compared with September, falling just short of the record high seen in February 2010.

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 October 2011:

“Job demand across the country has recovered strongly across nearly all areas of the private sector, compared to the previous quarter. But we need to be careful not to get carried away by one month’s figures, especially as this increase only brings us back to the level of demand for new staff that the UK was experiencing in the spring.

“Nevertheless, the rise suggests a returning employer optimism, at a level not seen for the last eight months.”

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.

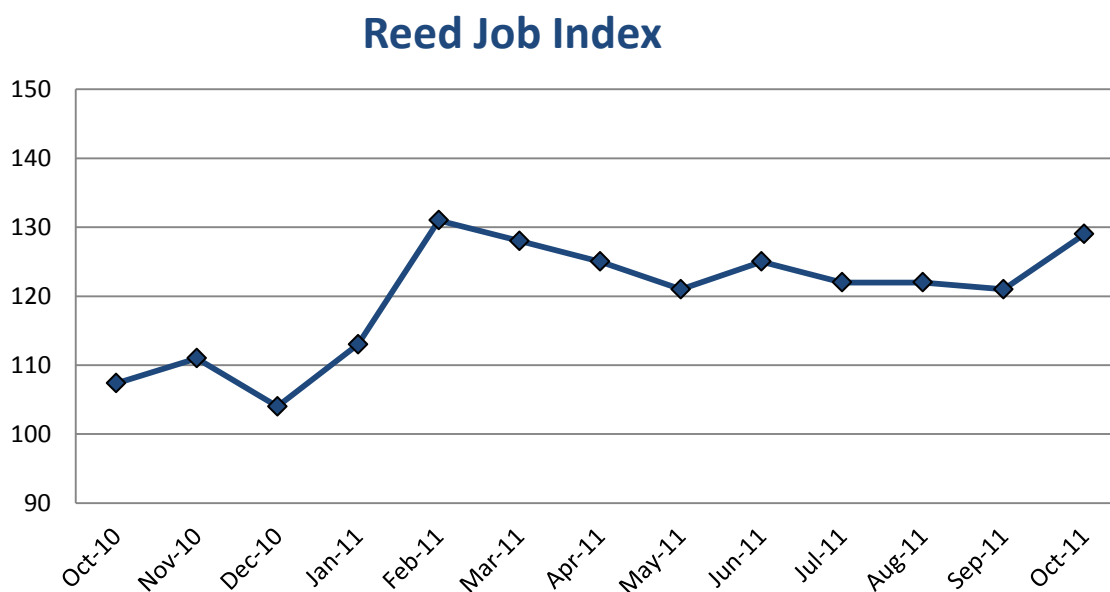
October 2011

Job opportunities across the UK rose in October with the biggest month-on-month increase in nearly two years, according to this month's Reed Job Index.

October's Reed Job Index stands at 129, which is eight index points (seven per cent) up from September 2011. This reverses the decline in job demand in Q3 of this year, and brings the number of new job vacancies advertised back up to the levels last seen in Q1.

Employer demand is 23 points higher compared to October 2010, and is 29 per cent above the level of December 2009 when the Index baseline was set at 100. The seven per cent increase is the largest month on month rise recorded since the Reed Job Index began 22 months ago.

Reed Job Index: Oct '10 – Oct '11



Index set at 100 with 92,423 jobs

Regions

Demand for new staff increased across all 12 UK regions analysed in October.

The number of new jobs advertised in London rose 10 index points to 135 compared with September, falling just short of the record high seen in February 2011.

Reed Job Index – by region

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

Sector

Employer demand for new staff rose by 10 points or more across core business job sectors in October, led by IT (a rise of 24 points to 173), Marketing (143) and Qualified Accountancy (142), as well as in consumer-facing job sectors such as Retail (145) and Sales (143).

Demand in the Public Sector is still low, but is up nine points from the previous month (to 66).

Reed Job Index – by sector

Sector	Dec '09	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11
National	100	106	111	104	113	131	128	125	121	125	122	122	121	129
Accountancy	100	114	116	111	124	141	137	128	125	136	130	130	129	130
Accountancy (Qualified)	100	114	124	112	126	146	135	128	124	130	127	134	133	142
Admin, Secretarial & PA	100	117	108	110	129	144	143	140	137	131	129	138	134	134
Banking	100	110	123	112	126	131	105	92	93	92	80	86	75	86
Charity & Voluntary	100	115	110	96	122	125	119	119	143	123	112	122	123	166
Construction & Property	100	89	88	81	99	121	124	116	107	116	124	129	130	126
Customer Service	100	127	128	118	130	136	138	140	128	125	121	124	127	136
Education	100	96	104	108	99	125	121	117	111	99	92	73	82	90
Energy	100	75	69	71	76	88	85	80	71	80	69	72	81	92
Engineering	100	91	104	106	123	152	155	159	153	181	171	165	166	178
Estate Agency	100	88	103	95	94	112	120	127	120	124	130	126	124	138
Financial Services	100	112	123	107	109	132	120	116	111	117	112	102	106	114
General Insurance	100	128	125	116	123	145	142	138	138	148	145	142	128	140
Health & Medicine	100	84	84	82	79	97	88	172	77	73	74	79	80	81
Hospitality & Catering	100	109	107	94	94	111	119	88	117	120	106	105	105	110
Human Resources	100	112	119	110	133	150	144	115	148	138	145	142	130	134
IT & Telecoms	100	109	127	123	129	152	147	156	149	149	151	149	149	173
Legal	100	113	124	111	110	120	116	152	107	120	116	113	114	114
Leisure & Tourism	100	126	129	108	131	222	203	109	168	174	184	176	175	167
Manufacturing	100	123	122	105	122	141	157	147	139	155	150	145	150	144
Marketing & PR	100	123	135	126	135	150	144	141	136	152	143	148	133	143
Media, Digital & Creative	100	127	137	123	143	169	166	163	138	151	142	146	147	157
Motoring & Automotive	100	82	94	87	97	123	115	107	99	101	123	116	165	161
Public Sector	100	48	49	42	43	51	49	50	59	57	57	54	57	66
Purchasing	100	107	99	98	116	124	122	117	116	101	113	122	115	126
Recruitment Consultancy	100	86	91	92	95	111	114	109	103	102	105	108	110	115
Retail	100	137	130	111	128	126	113	118	139	147	152	136	134	145
Sales	100	109	117	104	124	143	141	139	135	136	135	135	133	143
Scientific	100	104	108	108	119	133	131	125	120	129	119	110	103	115
Security & Safety	100	93	88	68	55	68	76	77	79	83	79	93	99	89
Social Care	100	70	66	67	64	66	57	61	55	59	54	60	65	77
Strategy & Consultancy	100	133	138	134	134	185	195	178	183	165	168	148	156	155
Training	100	79	69	67	81	98	93	83	76	79	71	71	64	81
Transport & Logistics	100	152	154	143	152	166	178	171	188	186	194	206	201	220

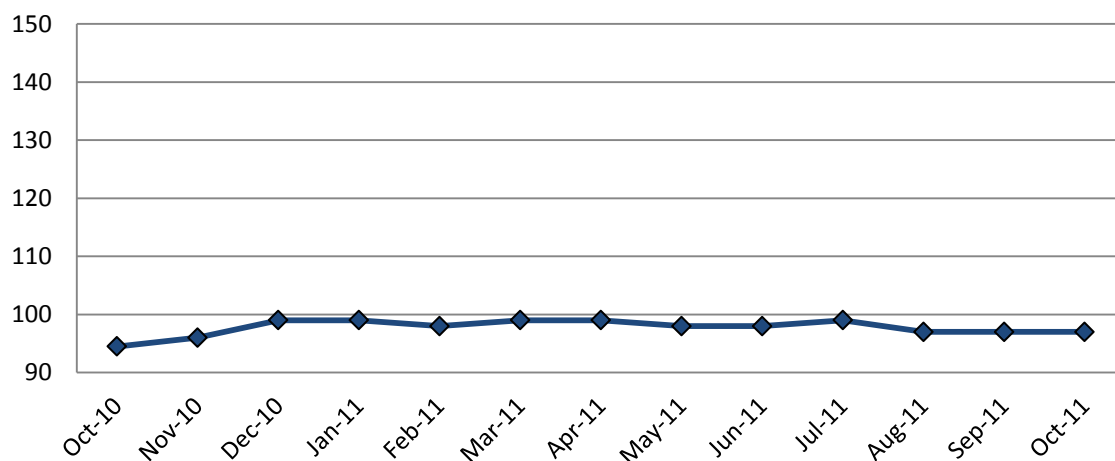
Salaries

Salaries for new jobs remained steady in October, to give an overall Reed Salary Index reading of 97 for the third month running.

This means that salaries on offer for new jobs are still down three per cent in real terms since December 2009, and continue to lag behind rising inflation.

Reed Salary Index: Oct '10 – Oct '11

Reed Salary Index



Reed Salary Index - by region

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

Reed Salary Index - by sector

Sector	Dec '09	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11	Aug '11	Sep '11	Oct '11
National	100	94	96	99	99	98	99	99	98	98	99	97	97	97
Accountancy	100	101	100	102	101	100	99	99	100	100	102	101	101	102
Accountancy (Qualified)	100	101	100	98	100	99	99	92	98	96	98	98	98	99
Admin, Secretarial & PA	100	103	104	104	106	104	105	95	105	107	103	102	104	103
Banking	100	105	95	108	110	113	127	100	119	123	120	117	112	113
Charity & Voluntary	100	98	100	107	103	103	97	94	97	105	110	105	101	101
Construction & Property	100	94	92	93	96	97	93	91	92	92	91	87	89	92
Customer Service	100	100	101	100	99	101	100	100	102	105	104	102	100	101
Education	100	98	97	100	99	100	100	102	100	100	100	97	94	96
Energy	100	83	82	86	89	91	90	83	81	90	82	76	80	87
Engineering	100	90	90	92	91	92	92	93	93	93	93	91	93	92
Estate Agency	100	189	94	94	105	105	108	118	110	112	107	108	102	109
Financial Services	100	95	97	94	91	94	96	97	96	97	96	95	98	100
General Insurance	100	95	96	97	99	97	97	98	99	98	101	98	97	98
Health & Medicine	100	96	98	98	97	98	97	94	95	91	95	91	90	90
Hospitality & Catering	100	103	103	103	104	104	105	105	101	106	109	107	105	103
Human Resources	100	100	101	103	101	103	106	100	106	102	100	106	106	103
IT & Telecoms	100	99	100	101	99	99	97	92	101	97	99	101	97	96
Legal	100	86	97	98	90	88	96	90	87	87	80	83	78	78
Leisure & Tourism	100	101	102	99	95	92	91	93	96	95	89	91	97	102
Manufacturing	100	87	90	91	89	94	91	97	92	89	87	89	87	86
Marketing & PR	100	99	98	97	103	102	102	98	106	106	103	106	106	104
Media, Digital & Creative	100	106	103	99	98	98	100	98	98	101	98	100	101	100
Motoring & Automotive	100	206	97	97	98	98	92	94	98	98	94	97	95	90
Public Sector	100	86	96	95	96	98	104	92	99	95	96	95	99	0
Purchasing	100	96	93	93	95	94	96	97	96	95	98	102	97	95
Recruitment Consultancy	100	100	101	98	110	106	108	105	105	105	109	113	114	109
Retail	100	113	109	124	120	119	115	117	118	108	108	110	112	116
Sales	100	99	100	98	98	100	98	101	101	103	106	104	102	104
Scientific	100	99	98	102	101	96	95	94	96	94	92	92	94	90
Security & Safety	100	54	59	62	80	74	74	77	81	79	79	82	91	81
Social Care	100	84	74	72	68	70	67	74	72	76	76	72	72	71
Strategy & Consultancy	100	109	118	121	116	106	108	96	110	122	118	112	116	112
Training	100	174	108	105	116	113	113	109	108	109	110	105	106	103
Transport & Logistics	100	95	96	97	98	101	96	92	92	93	91	89	90	88