

REED Job Index: July 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

- Employer demand slipped back three index points in July to give a Reed Job Index of 122.
- Demand for staff rose across a range of industries, including: Leisure & Tourism (184), Human Resources (145), IT & Telecoms (151) and Transport & Logistics (194).
- A record demand for Retail staff (152) was recorded in July.
- Overall salary levels edged up one point in July, to give a Reed Salary Index of 99, one point below the Index start point of 100 set in December 2009.
- Average salaries increased across a number of sectors, including Hospitality & Catering (109) and Accountancy (102).
- Sales salaries are at a 19 month high, rising to a Salary Index figure of 106 in July.
- Job demand in the East Midlands reached a record high in July with a Reed Job Index of 129.
- New jobs on offer in London dipped, while demand increased in Yorkshire & Humberside and the South West.

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 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 July 2011:

"Economic confidence at the start of the third quarter appears to have flattened out, according to the latest Reed Job Index figures. There is residual fragility in the economy which has dampened demand for new staff and continues to restrain salaries.

"However, job demand is still 20 per cent up on this time last year and July's figures include other positive indications for the future. New jobs increased in key sectors, from IT and Telecoms to Construction and the car industry, which looks promising for long term growth, while the 19-month high in retail recruitment suggests employers believe consumer confidence is set to rise."

Reed Job Index

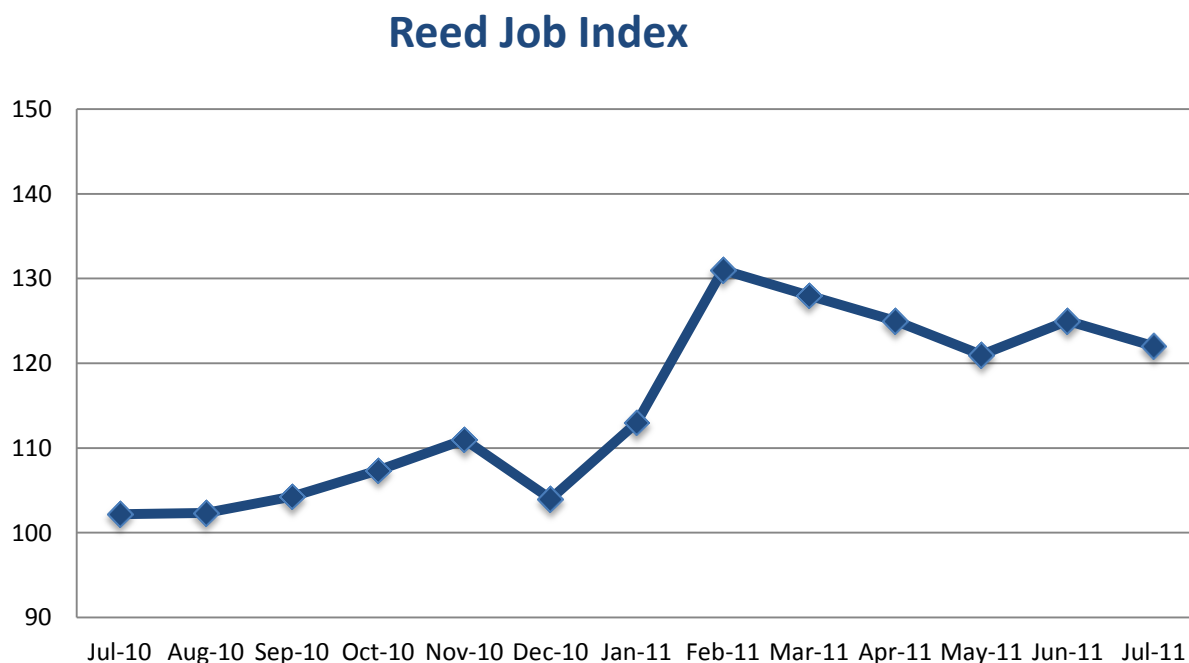
Each month, the Reed Job Index tracks the number of new job opportunities and the salaries on offer compared to the previous month and against a baseline of 100 set in December last year. The Reed Job Index is based on data from the UK's largest job recruitment website, reed.co.uk, which every day lists over 100,000 job opportunities from 8,000 recruiters across 37 career sectors throughout the UK.

July 2011

The Reed Job Index indicates that total employer demand for new UK workers slipped back in July compared with June's figure to give an overall Reed Job Index reading of 122.

This growth of 19%, year-on-year, suggests there is confidence returning to the UK jobs market, driven chiefly by the private sector.

Reed Job Index: Dec'09 – July '11



Index set at 100 with 92,423 jobs

Regions

Across the country the picture is mixed in July. Demand for new staff dropped back in London and the South East, East Anglia and the North East compared with the previous month.

Employer demand increased in the South West, Yorkshire & Humberside and Scotland. While the number of jobs advertised in the East Midlands recorded a 19 month high

Reed Job Index – by region

Region	Dec '09	Jul '10	Aug '10	Sep '10	Oct '10	Nov '11	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11
National	100	102	102	104	106	111	104	113	131	128	125	121	125	122
East Anglia	100	107	105	104	110	117	112	116	136	133	132	133	142	139
East Midlands	100	96	96	106	109	117	107	115	128	119	119	119	128	129
London	100	99	96	98	101	110	105	115	136	126	132	126	128	125
North East England	100	104	97	104	110	109	96	122	138	127	130	127	123	119
North West England	100	93	94	100	101	107	93	106	123	106	111	106	112	108
Northern Ireland	100	118	123	116	113	126	101	106	126	121	107	121	118	93
Scotland	100	105	108	111	111	122	111	111	130	119	127	119	119	122
South East (excl. London)	100	104	105	106	111	117	107	115	132	125	129	125	129	125
South West England	100	113	115	109	111	115	104	110	135	124	126	124	127	130
Wales	100	89	90	109	103	111	95	105	125	105	114	105	103	104
West Midlands (Region)	100	111	111	111	114	122	113	134	150	132	137	132	133	133
Yorkshire and Humberside	100	111	110	116	120	123	112	119	136	124	130	124	123	124

Sector

New job demand dropped back across a range of job sectors, including Accountancy, Financial Services and Customer Service, while Banking jobs continued their five month decline from February's high point. Demand for new Public Sector Staff remained flat, close to half its level when the Index began.

Other sectors bucked the trend, led by the Retail Job Index which reached a record high of 152, and supported by rising demand for Leisure & Tourism Staff. Indicators of future economic growth were seen across industrial as well as business services sectors with increasing demand for IT & Telecoms, Motoring & Automotive, Purchasing, Transport & Logistics, Construction and Human Resources staff in July.

Reed Job Index – by sector

Sector	Dec '09	Jul '10	Aug '10	Sep '10	Oct '10	Nov' 10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11
National	100	102	102	104	106	111	104	113	131	128	125	121	125	122
Accountancy	100	114	117	112	114	116	111	124	141	137	128	125	136	130
Accountancy (Qualified)	100	98	110	107	114	124	112	126	146	135	128	124	130	127
Admin, Secretarial & PA	100	107	115	113	117	108	110	129	144	143	140	137	131	129
Banking	100	103	111	93	110	123	112	126	131	105	92	93	92	80
Charity & Voluntary	100	147	107	114	115	110	96	122	125	119	119	143	123	112
Construction & Property	100	84	85	82	89	88	81	99	121	124	116	107	116	124
Customer Service	100	106	118	188	127	128	118	130	136	138	140	128	125	121
Education	100	89	82	80	96	104	108	99	125	121	117	111	99	92
Energy	100	68	67	71	75	69	71	76	88	85	80	71	80	69
Engineering	100	91	86	84	91	104	106	123	152	155	159	153	181	171
Estate Agency	100	93	95	90	88	103	95	94	112	120	127	120	124	130
Financial Services	100	116	113	104	112	123	107	109	132	120	116	111	117	112
General Insurance	100	138	136	128	128	125	116	123	145	142	138	138	148	145
Health & Medicine	100	83	81	84	84	84	82	79	97	88	172	77	73	74
Hospitality & Catering	100	87	85	96	109	107	94	94	111	119	88	117	120	106
Human Resources	100	103	109	105	112	119	110	133	150	144	115	148	138	145
IT & Telecoms	100	105	101	110	109	127	123	129	152	147	156	149	149	151
Legal	100	113	121	117	113	124	111	110	120	116	152	107	120	116
Leisure & Tourism	100	112	133	135	126	129	108	131	222	203	109	168	174	184
Manufacturing	100	116	111	113	123	122	105	122	141	157	147	139	155	150
Marketing & PR	100	109	113	110	123	135	126	135	150	144	141	136	152	143
Media, Digital & Creative	100	123	113	132	127	137	123	143	169	166	163	138	151	142
Motoring & Automotive	100	90	95	86	82	94	87	97	123	115	107	99	101	123
Public Sector	100	63	57	51	48	49	42	43	51	49	50	59	57	57
Purchasing	100	104	100	103	107	99	98	116	124	122	117	116	101	113
Recruitment Consultancy	100	88	84	84	86	91	92	95	111	114	109	103	102	105
Retail	100	114	116	133	137	130	111	128	126	113	118	139	147	152
Sales	100	116	115	113	109	117	104	124	143	141	139	135	136	135
Scientific	100	92	89	94	104	108	108	119	133	131	125	120	129	119
Security & Safety	100	69	85	105	93	88	68	55	68	76	77	79	83	79
Social Care	100	69	60	57	70	66	67	64	66	57	61	55	59	54
Strategy & Consultancy	100	107	133	109	133	138	134	134	185	195	178	183	165	168
Training	100	84	64	70	79	69	67	81	98	93	83	76	79	71
Transport & Logistics	100	121	133	148	152	154	143	152	166	178	171	188	186	194

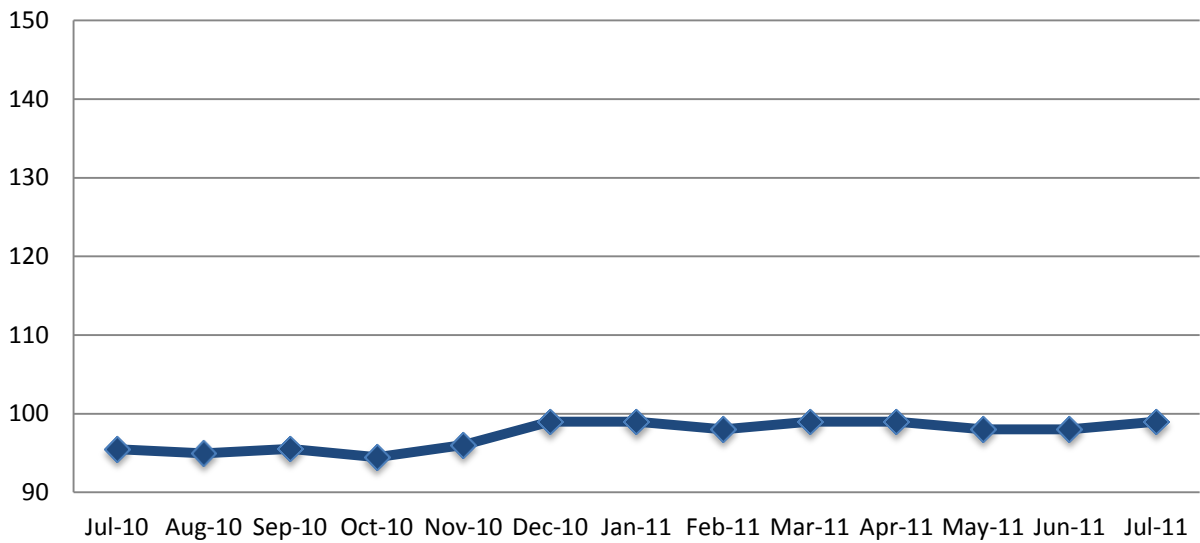
Salaries

Salaries for new jobs edged up one point in July to give an overall Reed Salary Index reading of 99. Salary increases were seen across a range of areas, including Accountancy, Hospitality & Catering and Sales.

Regionally, salary levels varied with only those on offer in London , the West Midlands and Yorkshire & Humberside recording readings of 100 or above.

Reed Salary Index: Dec'09 – July '11

Reed Salary Index



Reed Salary Index - by sector

Sector	Dec '09	Jul '10	Aug '10	Sep '10	Oct '10	Nov' 10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11
National	100	95	95	96	94	96	99	99	98	99	99	98	98	99
Accountancy	100	101	97	99	101	100	102	101	100	99	99	100	100	102
Accountancy (Qualified)	100	99	99	100	101	100	98	100	99	99	92	98	96	98
Admin, Secretarial & PA	100	101	103	103	103	104	104	106	104	105	95	105	107	103
Banking	100	99	103	105	105	95	108	110	113	127	100	119	123	120
Charity & Voluntary	100	106	94	99	98	100	107	103	103	97	94	97	105	110
Construction & Property	100	92	90	97	94	92	93	96	97	93	91	92	92	91
Customer Service	100	102	104	104	100	101	100	99	101	100	100	102	105	104
Education	100	101	100	99	98	97	100	99	100	100	102	100	100	100
Energy	100	81	88	84	83	82	86	89	91	90	83	81	90	82
Engineering	100	96	92	87	90	90	92	91	92	92	93	93	93	93
Estate Agency	100	105	183	185	189	94	94	105	105	108	118	110	112	107
Financial Services	100	94	93	94	95	97	94	91	94	96	97	96	97	96
General Insurance	100	96	95	95	95	96	97	99	97	97	98	99	98	101
Health & Medicine	100	102	100	98	96	98	98	97	98	97	94	95	91	95
Hospitality & Catering	100	102	100	104	103	103	103	104	104	105	105	101	106	109
Human Resources	100	99	95	100	100	101	103	101	103	106	100	106	102	100
IT & Telecoms	100	99	98	98	99	100	101	99	99	97	92	101	97	99
Legal	100	95	92	91	86	97	98	90	88	96	90	87	87	80
Leisure & Tourism	100	96	93	96	101	102	99	95	92	91	93	96	95	89
Manufacturing	100	89	89	88	87	90	91	89	94	91	97	92	89	87
Marketing & PR	100	99	101	101	99	98	97	103	102	102	98	106	106	103
Media, Digital & Creative	100	95	96	109	106	103	99	98	98	100	98	98	101	98
Motoring & Automotive	100	90	95	206	206	97	97	98	98	92	94	98	98	94
Public Sector	100	105	91	93	86	96	95	96	98	104	92	99	95	96
Purchasing	100	91	90	92	96	93	93	95	94	96	97	96	95	98
Recruitment Consultancy	100	98	103	105	100	101	98	110	106	108	105	105	105	109
Retail	100	104	101	112	113	109	124	120	119	115	117	118	108	108
Sales	100	97	94	98	99	100	98	98	100	98	101	101	103	106
Scientific	100	97	97	100	99	98	102	101	96	95	94	96	94	92
Security & Safety	100	107	62	62	54	59	62	80	74	74	77	81	79	79
Social Care	100	87	78	78	84	74	72	68	70	67	74	72	76	76
Strategy & Consultancy	100	98	106	111	109	118	121	116	106	108	96	110	122	118
Training	100	115	196	171	174	108	105	116	113	113	109	108	109	110
Transport & Logistics	100	92	94	92	95	96	97	98	101	96	92	92	93	91

Reed Salary Index - by region

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