



## Recruitment market adapting to lockdown

- January 2021's index shows an increase in jobs posted compared to December 2020, as expected after the festive recruitment slowdown. Job levels are 18% down on January 2020 but the Index is at its highest since last February, a promising reflection of how businesses are maintaining activity despite being in locked down conditions. In fact, of the three national lockdowns, the recruitment market has fared the best during the current lockdown. This could be due to businesses adapting to remote recruitment and onboarding, along with business confidence improving.
- Despite January's job postings being 18% short of 2020's figures, it is still expected that the job recruitment market will continue to recover through to Spring, especially in light of the successes of the recent vaccine roll out. All sectors except Retail and Training saw an increase in jobs posted as we moved from December into the new year.
- Continuing the trend seen during 2020, salaries remain higher than they were pre-Covid. Salaries in January 2021 were 9% higher than in the same month in 2020, likely buoyed by the lack of entry level jobs.
- Customer Service roles are up hugely on the same month last year, by almost three times. This is perhaps indicative of the changing marketplace from bricks and mortar to online. This hypothesis is strengthened by the fact that Retail roles performed the worst of all sectors month on month and are at 56% of the levels seen last year.
- Transport and Logistics job postings are back to 'normal' levels, just 9% up on the same month last year.
- Across the UK, London made back some ground on the other regions, growing 41% in jobs posted, above the average increase of 33%. The West Midlands saw the biggest increase, of 50% month on month.



### Notes for data on following pages

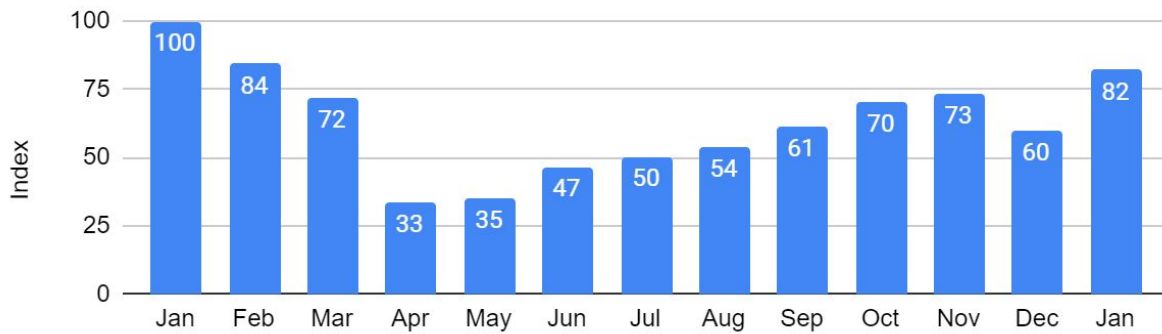
- This data includes the full 13 months from January 2020 to January 2021.
- Each month the Keep Britain Working Index tracks the number of job opportunities, salaries on offer and applications per job against a baseline of 100 set in January 2020.
- The monthly report uses the most recent job data, available up until the last complete month.
- The 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 10,000 recruiters across 37 career sectors throughout the UK.
- The Index is compiled from data drawn from online job vacancies and jobseeker activity on reed.co.uk.
- reed.co.uk is part of Reed Global, the international recruitment group of companies
- All data is for Permanent roles advertised on reed.co.uk.
- How to read the data - an index of 94 shows that the data for the month in question is 6% down on the baseline month (January 2020, index = 100).



### Job index

#### Jobs posted

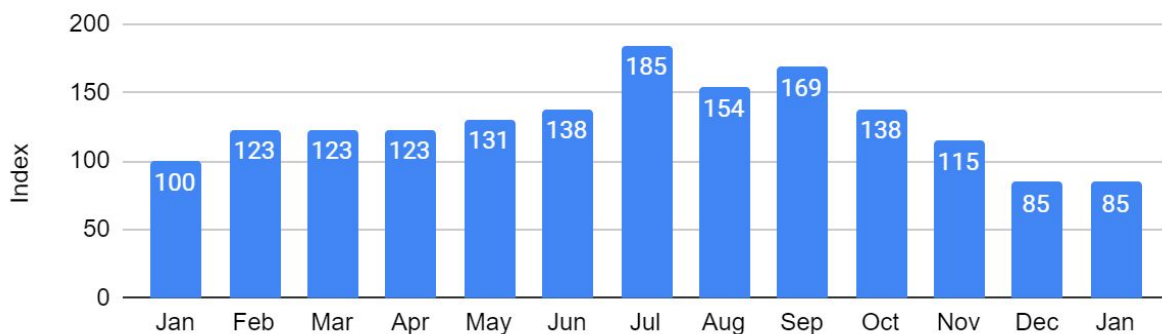
Index 100 = Jan20



### Applications Index

#### Applications per vacancy

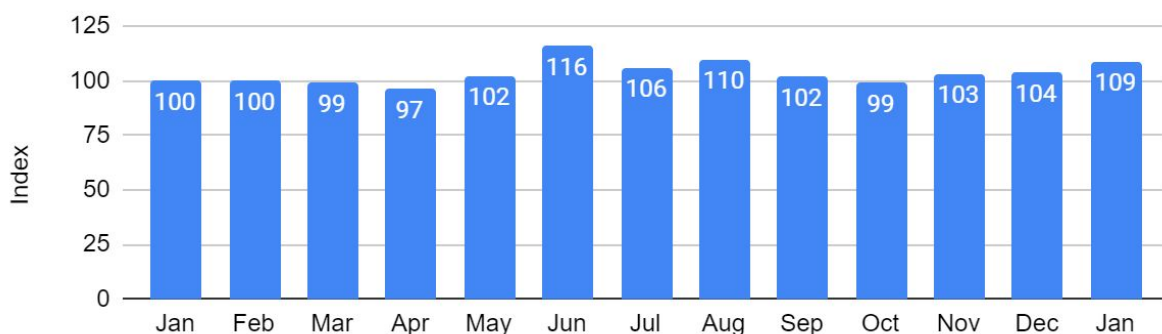
Index 100 = Jan20



### Salary index

#### Average Salary per job

Index 100 = Jan20



Index 100 = £34,388 (Jan'20)



### Job Count by Sector

	2020												2021	Last 2 mths % diff
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
Accountancy	100	87	63	17	18	27	33	32	42	46	43	33	53	60%
Accountancy..Qualified.	100	81	66	23	24	30	41	39	53	63	66	56	80	43%
Admin..Secretarial...PA	100	89	56	11	10	15	22	24	33	37	40	31	40	29%
Apprenticeships	100	105	89	27	30	59	54	43	66	67	58	39	83	114%
Banking	100	94	67	32	35	45	79	78	66	179	166	184	242	31%
Charity...Voluntary	100	79	51	14	17	24	365	244	101	90	95	76	111	47%
Construction...Property	100	90	70	19	22	34	53	64	75	77	72	52	81	55%
Customer.Service	100	82	58	13	27	25	28	30	46	55	94	143	295	106%
Education	100	90	91	49	56	62	67	45	94	95	90	83	89	8%
Energy	100	84	63	21	20	27	48	45	55	63	74	63	82	30%
Engineering	100	85	70	22	22	29	39	40	51	58	58	46	62	34%
Estate.Agency	100	87	54	10	16	38	46	59	61	58	55	48	63	33%
Financial.Services	100	84	63	22	22	36	43	41	56	59	57	47	72	55%
FMCG	100	79	71	30	35	43	53	55	81	83	88	68	72	6%
General.Insurance	100	87	72	25	22	35	42	44	56	62	64	46	78	68%
Graduate.Training...Internships	100	48	71	10	12	13	13	13	20	32	36	23	28	23%
Health...Medicine	100	80	104	120	75	105	75	129	73	75	81	63	83	32%
Hospitality...Catering	100	84	53	13	13	11	19	27	31	28	27	14	21	49%
Human.Resources	100	87	57	16	20	24	32	35	44	47	48	41	61	49%
IT...Telecoms	100	80	72	33	34	43	50	49	61	71	74	60	85	43%
Legal	100	89	66	17	16	22	35	38	52	63	62	49	128	163%
Leisure...Tourism	100	86	93	53	79	61	96	65	113	70	144	92	102	11%
Manufacturing	100	88	71	26	31	43	54	61	90	117	104	65	95	46%
Marketing...PR	100	84	52	13	15	22	27	26	36	41	43	37	58	56%
Media..Digital...Creative	100	84	52	12	18	20	27	26	37	43	45	41	59	43%
Motoring...Automotive	100	76	53	5	28	25	33	36	60	61	37	33	37	11%
Other	100	87	108	53	39	52	62	63	82	77	77	62	83	34%
Purchasing	100	87	61	21	23	32	40	39	54	58	61	52	70	35%
Recruitment.Consultancy	100	85	53	6	7	10	16	19	28	33	35	28	43	51%
Retail	100	78	64	11	26	43	49	42	62	70	66	130	56	-57%
Sales	100	87	56	10	11	19	26	27	37	39	40	31	42	34%
Scientific	100	87	73	41	48	57	215	66	82	86	90	71	99	41%
Security...Safety	100	76	69	33	39	39	47	52	68	73	74	69	86	24%
Social.Care	100	82	136	188	202	287	131	217	120	123	202	106	150	42%
Strategy...Consultancy	100	89	62	24	85	63	101	87	105	160	220	220	254	16%
Training	100	88	65	44	38	56	61	79	108	87	344	100	94	-6%
Transport...Logistics	100	85	95	23	35	55	87	86	125	253	176	96	109	14%



### Average Applications per Job by Sector

	2020												2021	Last 2 mths % diff
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
Accountancy	100	114	111	128	207	251	296	258	247	221	182	156	142	-9%
Accountancy..Qualified.	100	119	122	133	214	265	277	247	238	199	169	146	124	-15%
Admin..Secretarial...PA	100	113	115	132	219	301	315	289	233	179	163	122	124	1%
Apprenticeships	100	160	81	89	91	85	107	195	156	115	101	101	89	-12%
Banking	100	130	118	113	191	203	186	117	127	105	55	47	37	-22%
Charity...Voluntary	100	111	123	147	212	215	24	41	91	107	93	71	75	6%
Construction...Property	100	113	117	120	201	237	207	145	118	104	94	82	82	0%
Customer.Service	100	114	112	147	222	261	299	266	220	153	140	33	23	-29%
Education	100	124	112	107	152	158	153	173	172	161	132	124	115	-7%
Energy	100	119	114	109	155	197	173	225	150	143	113	81	72	-11%
Engineering	100	116	114	120	185	247	244	217	196	157	131	106	113	7%
Estate.Agency	100	106	111	104	208	193	339	290	239	189	159	119	128	7%
Financial.Services	100	113	120	127	194	218	232	234	203	179	142	129	122	-6%
FMCG	100	121	120	135	205	217	244	209	177	132	101	90	94	5%
General.Insurance	100	136	125	126	201	254	287	280	221	209	163	133	113	-15%
Graduate.Training...Internships	100	129	135	181	382	410	693	601	400	312	199	156	167	7%
Health...Medicine	100	132	124	104	127	99	150	72	149	152	174	117	181	55%
Hospitality...Catering	100	100	99	137	171	202	226	145	146	155	229	117	109	-7%
Human.Resources	100	100	103	116	173	237	221	189	176	147	136	112	105	-7%
IT...Telecoms	100	119	125	134	154	182	216	191	171	148	128	100	98	-2%
Legal	100	106	106	123	295	218	247	204	171	153	141	129	109	-16%
Leisure...Tourism	100	182	137	107	38	45	48	57	48	53	23	23	33	44%
Manufacturing	100	135	132	151	193	191	201	163	128	75	82	64	79	23%
Marketing...PR	100	114	123	148	272	286	316	301	250	216	176	143	127	-11%
Media..Digital...Creative	100	114	124	154	232	211	279	257	208	183	157	120	129	7%
Motoring...Automotive	100	112	111	128	254	221	271	303	159	127	114	76	98	29%
Other	100	116	152	111	231	230	184	156	165	120	99	96	116	21%
Purchasing	100	113	114	131	201	223	234	295	202	152	155	116	116	0%
Recruitment.Consultancy	100	138	143	183	349	386	511	481	344	283	214	172	150	-13%
Retail	100	121	124	171	209	185	193	154	127	110	93	38	109	185%
Sales	100	116	115	135	259	322	385	334	259	191	173	146	142	-3%
Scientific	100	128	105	98	110	146	49	113	144	126	99	98	88	-10%
Security...Safety	100	157	120	158	135	135	179	158	162	118	81	57	71	26%
Social.Care	100	125	74	49	45	40	77	44	93	84	55	61	64	5%
Strategy...Consultancy	100	129	147	165	167	157	155	100	112	95	57	47	48	3%
Training	100	97	91	108	112	174	145	104	107	88	24	39	43	10%
Transport...Logistics	100	187	192	248	325	342	298	200	146	69	92	69	111	60%



### Average Salary by Sector

	2020												2021	Last 2 mths % diff
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
Accountancy	100	100	103	109	107	107	108	103	101	104	105	104	104	0%
Accountancy..Qualified.	100	101	101	105	104	103	98	97	98	95	94	92	94	2%
Admin..Secretarial...PA	100	101	102	114	120	111	105	104	105	105	111	106	107	1%
Apprenticeships	100	94	104	121	93	83	135	105	102	100	101	101	104	3%
Banking	100	97	99	115	98	112	88	100	99	72	71	68	68	1%
Charity...Voluntary	100	105	108	136	128	113	155	144	115	112	114	114	111	-2%
Construction...Property	100	99	99	102	99	96	96	94	96	96	97	99	99	1%
Customer.Service	100	100	100	107	113	115	106	110	111	111	162	182	189	4%
Education	100	100	102	105	103	100	97	99	97	97	99	100	100	0%
Energy	100	102	101	107	115	123	104	108	104	102	126	104	112	8%
Engineering	100	101	104	113	109	108	103	102	103	102	103	102	105	3%
Estate.Agency	100	96	104	127	127	115	110	103	103	104	109	105	106	0%
Financial.Services	100	99	104	125	129	118	107	106	108	102	109	108	106	-2%
FMCG	100	97	93	100	99	95	95	91	87	85	88	88	99	13%
General.Insurance	100	103	108	129	128	121	121	112	111	111	115	112	113	1%
Graduate.Training...Internships	100	96	98	100	92	96	96	102	105	106	116	104	103	-1%
Health...Medicine	100	102	93	82	92	123	108	127	109	103	102	104	103	-1%
Hospitality...Catering	100	100	99	100	79	123	102	111	107	108	141	110	121	10%
Human.Resources	100	102	103	114	116	116	107	105	100	99	106	99	105	6%
IT...Telecoms	100	97	98	103	102	102	99	100	99	97	97	96	99	3%
Legal	100	98	99	127	119	114	112	111	108	108	107	102	130	27%
Leisure...Tourism	100	100	102	105	110	98	111	109	108	107	103	106	105	-1%
Manufacturing	100	101	101	106	108	97	94	92	88	90	93	96	93	-3%
Marketing...PR	100	101	104	121	115	116	113	107	108	109	112	111	110	-1%
Media..Digital...Creative	100	98	102	115	109	111	107	100	102	103	103	102	103	1%
Motoring...Automotive	100	99	99	97	99	102	102	102	100	105	108	113	108	-4%
Other	100	96	99	92	105	102	109	106	103	106	114	114	113	-1%
Purchasing	100	101	105	116	113	107	105	106	106	107	107	101	110	9%
Recruitment.Consultancy	100	104	97	99	106	108	115	109	105	106	101	102	102	1%
Retail	100	102	103	110	114	102	121	122	115	113	117	126	132	5%
Sales	100	102	105	133	122	111	110	105	105	104	109	110	111	1%
Scientific	100	103	106	118	108	103	120	120	108	103	104	103	107	4%
Security...Safety	100	106	99	110	99	102	106	107	110	107	107	111	120	8%
Social.Care	100	101	83	73	104	162	120	137	111	107	119	99	103	4%
Strategy...Consultancy	100	97	99	116	86	96	85	81	90	77	71	72	76	6%
Training	100	104	101	92	106	130	99	93	96	102	96	97	100	2%
Transport...Logistics	100	104	98	105	107	104	102	105	103	97	101	110	110	0%



### Job Count by Region *\*likely to be an anomaly*

	2020												2021	Last 2 mths % diff
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
East Anglia	100	88	106	94	77	64	65	80	76	82	93	71	92	28%
East Midlands	100	81	70	30	32	55	56	69	72	86	94	72	91	26%
North East England	100	78	70	32	41	67	59	77	79	88	96	77	98	28%
North West England	100	86	72	30	34	48	50	52	66	70	82	63	88	40%
London	100	84	64	24	26	31	38	34	45	54	55	49	69	41%
South East England	100	84	72	34	35	47	47	53	58	66	66	55	74	35%
South West England	100	83	74	38	39	55	51	64	65	74	78	65	95	46%
West Midlands Region	100	87	75	30	35	50	52	56	66	75	82	66	98	50%
Yorkshire and Humberside	100	86	72	27	33	50	52	62	67	77	81	62	83	35%
Wales	100	84	76	37	38	52	138*	66	74	91	101	75	109	47%
Scotland	100	81	68	40	43	46	44	50	59	91	84	65	73	13%
Northern Ireland	100	92	58	17	22	21	30	39	45	53	66	45	64	42%

### Average Applications per Job by Region

	2020												2021	Last 2 mths % diff
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
East Anglia	100	115	83	61	62	103	147	112	131	113	97	72	78	8%
East Midlands	100	128	128	133	137	127	184	135	145	112	98	69	80	16%
North East England	100	123	119	131	100	67	123	95	103	80	71	51	56	10%
North West England	100	124	119	119	137	147	202	173	171	138	112	84	88	5%
London	100	120	122	129	170	185	220	203	204	178	143	110	101	-9%
South East England	100	118	114	118	126	137	210	159	184	152	132	101	101	1%
South West England	100	117	110	112	120	122	193	143	166	133	117	83	83	0%
West Midlands Region	100	121	118	114	124	131	163	138	142	120	94	75	73	-3%
Yorkshire and Humberside	100	118	118	121	137	135	188	126	147	119	106	82	87	6%
Wales	100	125	114	115	133	111	64	108	139	89	88	57	66	15%
Scotland	100	119	120	129	112	114	202	132	151	91	102	71	86	20%
Northern Ireland	100	80	104	124	166	305	299	132	103	127	110	88	69	-21%

### Average Salary by Region

	2020												2021	Last 2 mths % diff
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
East Anglia	100	97	83	62	77	113	100	98	98	96	102	101	108	7%
East Midlands	100	101	101	108	105	125	107	116	101	95	103	106	109	3%
North East England	100	102	103	106	112	133	106	126	103	100	105	106	107	0%
North West England	100	100	102	109	109	119	107	111	104	104	107	108	113	5%
London	100	99	102	113	108	110	107	111	109	105	107	104	111	7%
South East England	100	100	100	96	105	120	107	115	103	102	106	106	111	4%
South West England	100	100	99	88	100	126	107	116	104	102	106	105	112	6%
West Midlands Region	100	100	100	101	108	119	110	111	102	101	104	106	112	5%
Yorkshire and Humberside	100	100	100	106	108	120	107	116	102	100	103	105	108	3%
Wales	100	98	96	98	101	115	129	113	99	94	105	107	110	2%
Scotland	100	99	99	105	105	125	107	110	102	88	104	104	109	4%
Northern Ireland	100	96	97	108	103	119	99	102	105	94	100	101	107	6%

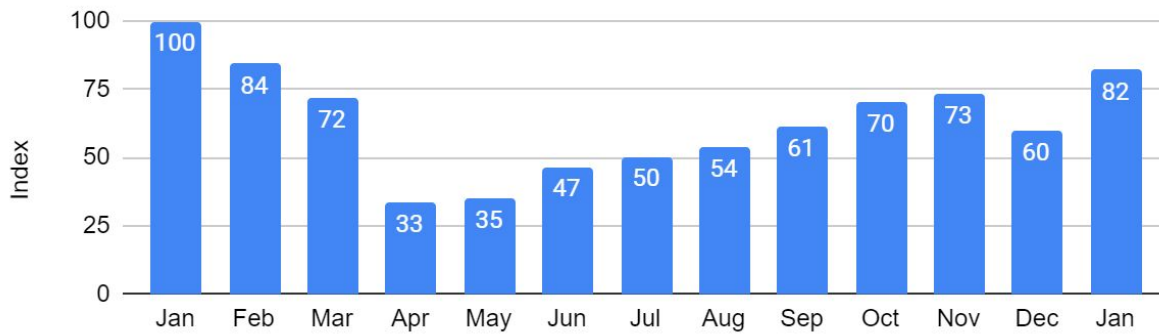




### Further analysis - year on year comparison

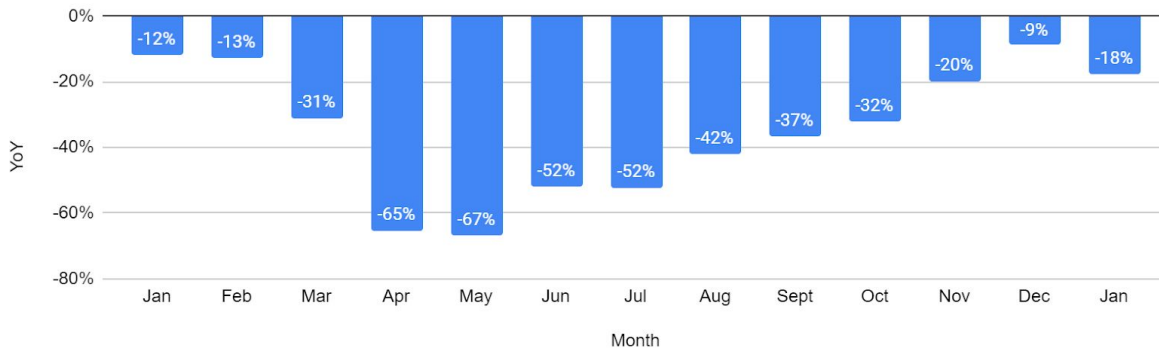
#### Jobs posted

Index 100 = Jan20

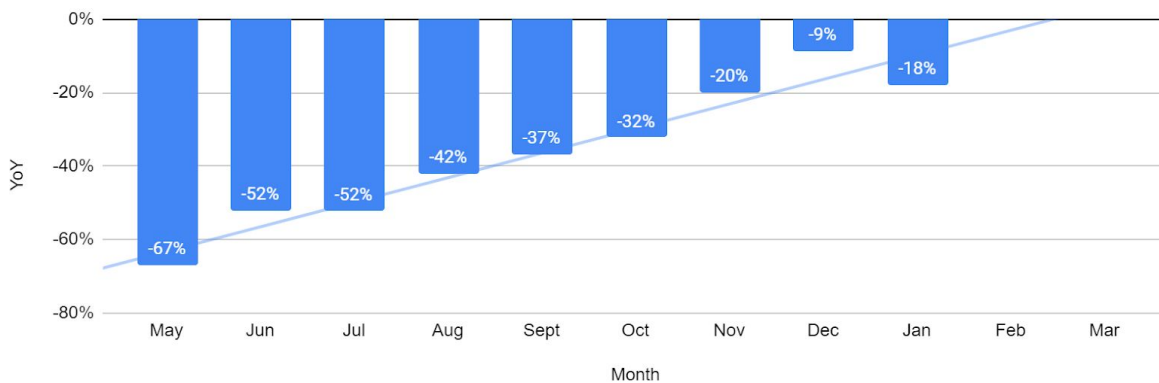


#### Jobs advertised year on year % change: 2020 compared to 2019

source: Keep Britain Working Job Index, reed.co.uk



#### Jobs Posted year on year % change from May'20 with projection







### Further analysis - 'white collar' workers / office workers

A 'white collar' occupation is defined as an Occupation that includes ANY of the following words:

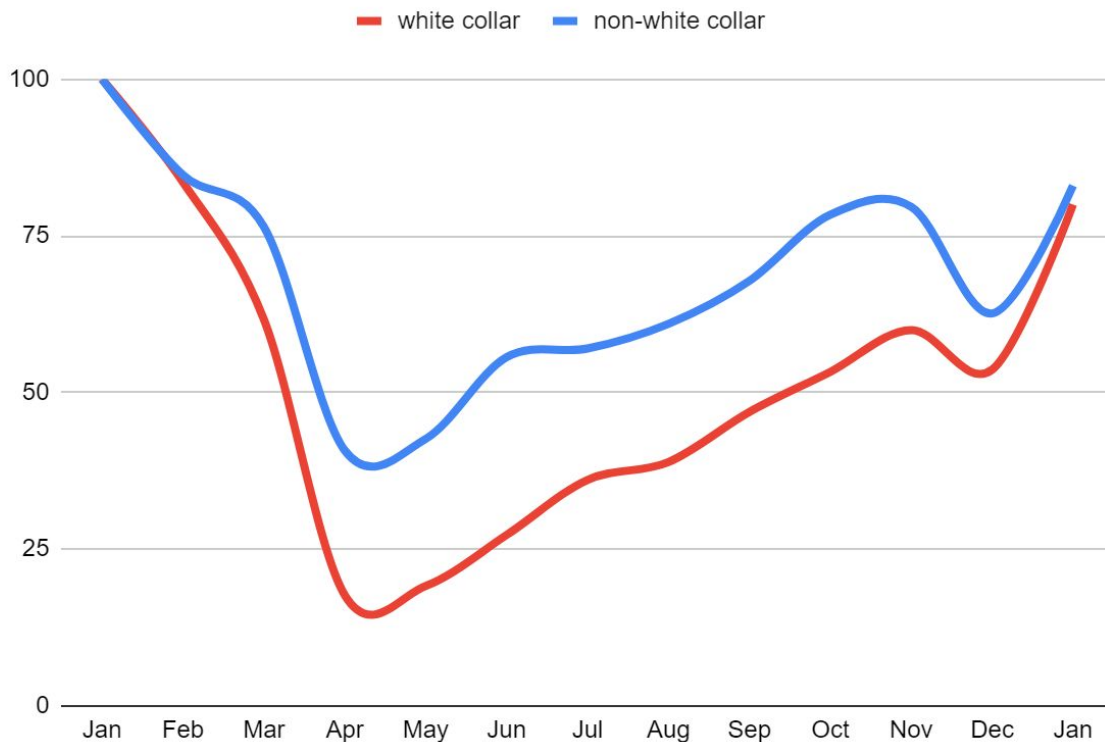
*account, admin, advisor, agent, analyst, audit, buyer, clerk, consultant, credit, data, developer, director, executive, finance, hr, legal, office, payroll, professional, sales, seller, solicitor*

### Job index - white collar vs. non-white collar (as defined above)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
<b>white collar</b>	100	84	62	18	19	27	36	39	47	53	60	54	80
<b>non-white collar</b>	100	85	76	41	43	56	57	61	68	78	80	63	83

### Job posted - 'white collar' workers

index 100 = Jan 2020



source: Keep Britain Working Job Index / reed.co.uk



## Further analysis - selected industry sectors

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
<b>Construction...Property</b>	100	90	70	19	22	34	53	64	75	77	72	52	81
<b>Hospitality...Catering</b>	100	84	53	13	13	11	19	27	31	28	27	14	21
<b>Retail</b>	100	78	64	11	26	43	49	42	62	70	66	130	56
<b>Transport...Logistics</b>	100	85	95	23	35	55	87	86	125	253	176	96	109

## Jobs posted by Select industry sectors

