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Dorset Labour Market Information (LMI) – January 26 update

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January 2026



Dorset Skills
Business Growth with Training

Summary

- Overall, UK labour market continues to show signs of 'softening' – certainly down from post-pandemic peak. Advertised vacancies continue to fall from peak (although still around 730,000 per month) and numbers employed have steadily fallen
- Generally reflective of weak economic growth, with no real sustained period of strong growth driving demand, accompanied by persistent inflationary pressures. Signs that (nominal) wage growth slowing – reflective of other pressures on wider employment costs. The combination of the two factors (inflation and slowing nominal wage growth) results in weakened real wage growth
- Uncertainty over the Autumn Budget was cited by commentators as leading to weak business confidence in the last few months of 2025
- Employers – smaller businesses and those with a high labour need - citing increased staff costs as a major factor, including the increase in Employer NI contributions and increases in NLW. Evidence continues to suggest a particular impact on younger people
- Trends broadly also seen in the local area – with labour demand (as measured by advertised vacancies) also softening from the peak seen in 2022/23. Nevertheless, could equally be seen as being maintained at relatively healthy levels – still no 'collapse'. Nevertheless, the employment rate remains high and economic inactivity broadly remained stable. Data suggests that unemployment has begun to increase slightly, although some care needs to be taken with LMI data at smaller geographies

The primary sources used in this slide deck are from the [Office of National Statistics \(ONS\)](#) (slides 4-19) and [Lightcast \(2025\)](#) (slides 20 onwards). The Lightcast data has been provided through the [Dorset Chamber](#) licence, in support of the Dorset Skills Board. Other data shown also includes that from the Department for Education and the [NatWest Purchasing Managers Index \(PMI\)](#).



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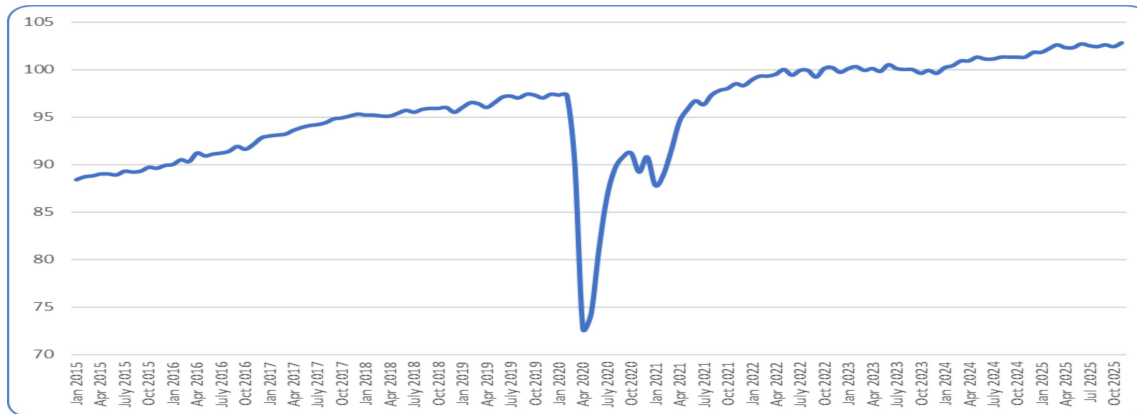
Part 1 – UK economic and labour market context

**Dorset Skills**
Business Growth with Training

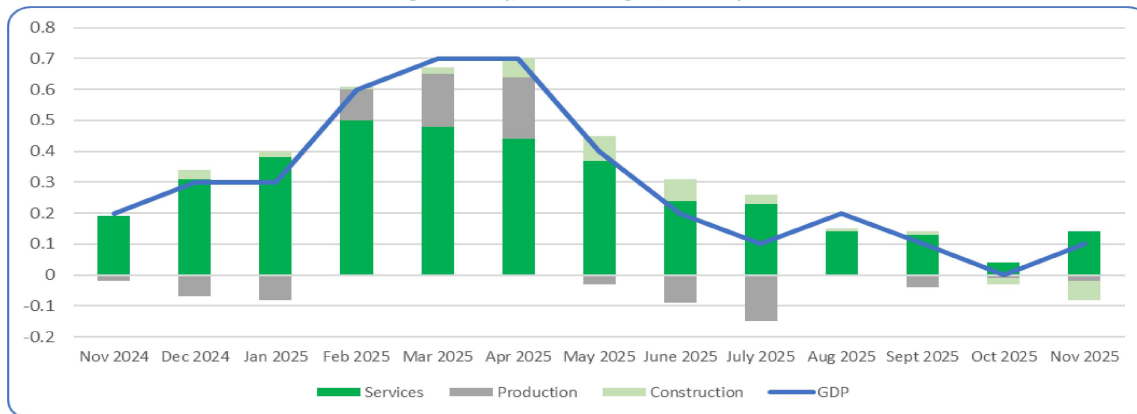


UK context – economic growth

UK monthly GDP index (2019=100)



UK contributions to UK GDP growth (percentage points)

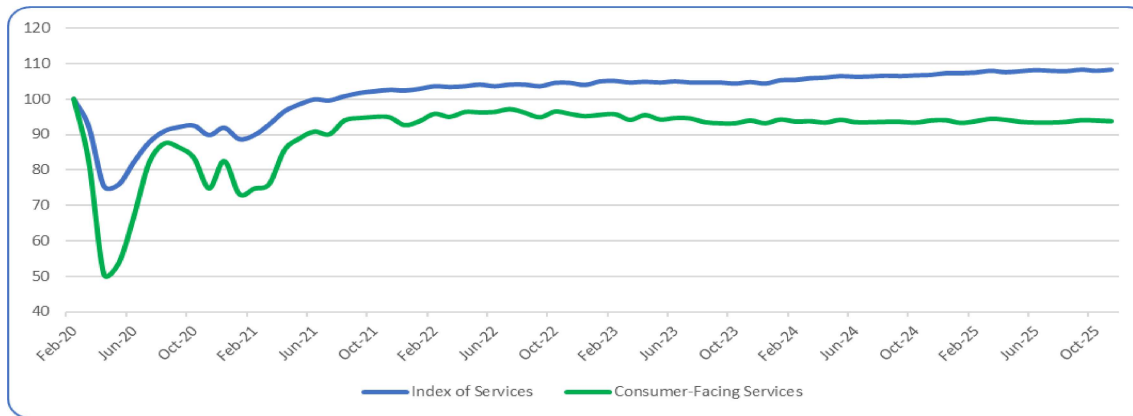


UK economic growth remain muted – as measured by GDP. In most recent data release monthly GDP was estimated to have grown by 0.3% (Nov 25), or 0.1% in the three months to November 25. The latest data on monthly growth was a little stronger than expected. Over the longer-term, GDP growth was 1.3% from Nov 24 to Nov 25. This data is often subject to revision.

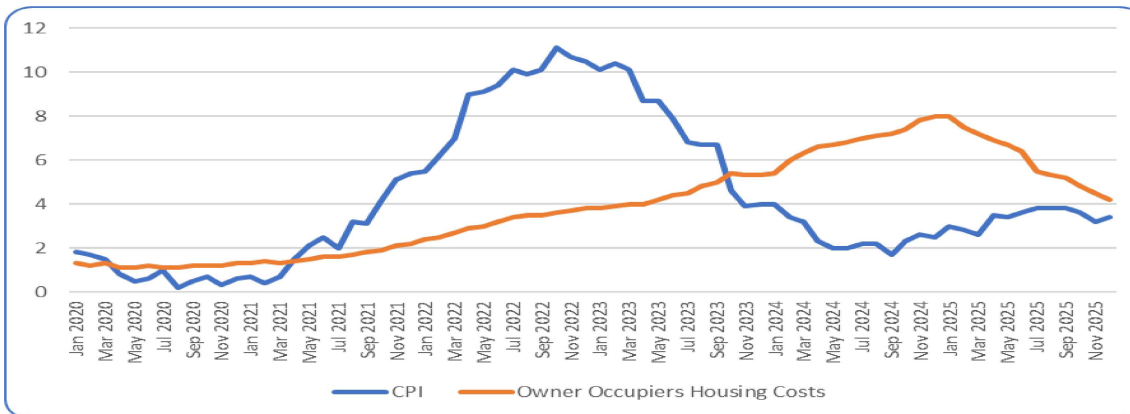
This was largely driven by growth in the services sector. Despite this, UK economic output estimated to be still only 2.8% above 2019 levels. Over the past 12 months services output has estimated to have grown by 1.4%, production by 0.4% and construction by 0.7%. However, over the last 3 months both production (0.1%) and construction (1.1%) output has fallen.

Inflationary pressures

UK consumer facing services (2020=100)



UK annual inflation rate



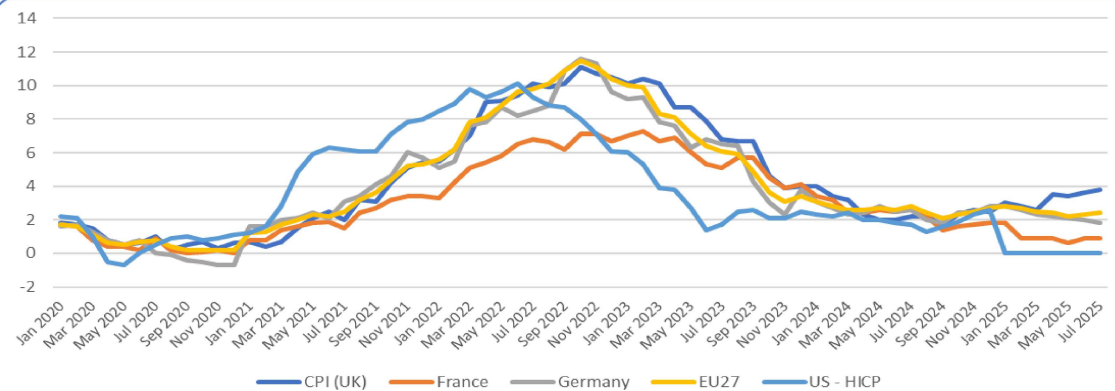
Consumer facing services continue to remain under pressure and remain below the levels seen pre-pandemic (as measured by volume/output). They have broadly been static now for several years and remain an indicator of the difficulty of building momentum in consumer confidence.

In part, this has been explained by persistent inflationary pressures that – despite being significantly below the highs seen in 2022 – remain stubbornly persistent. In the most recent data release (Dec 25) there was slight uptick in the annual inflation rate – 3.4% This was lower than seen in late summer/early autumn. The rate of Owner Occupiers housing costs have also steadily fallen over the last 12 months, in part reflecting some falls in costs such as energy.

Prices increases are influenced by many global trends, many of which are largely beyond the control of UK policy makers (Bank of England).

Inflationary pressures

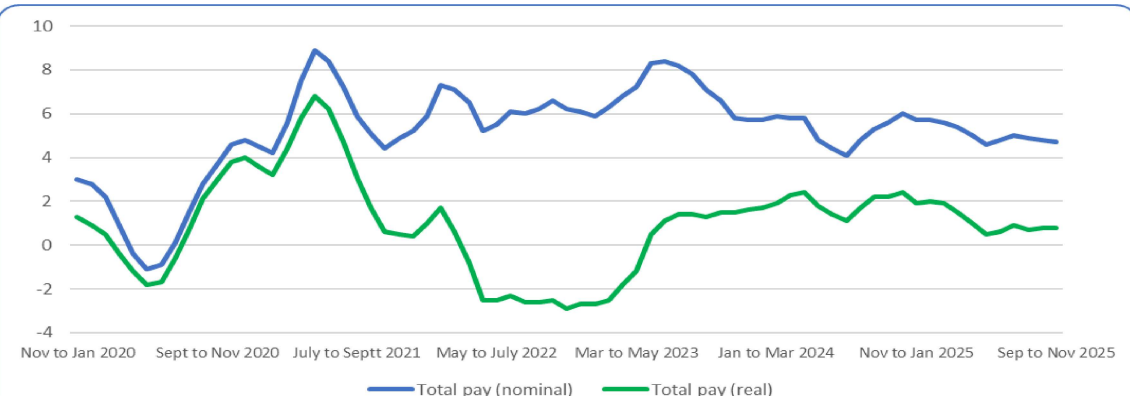
UK inflation compared to other major economies



Despite this most recent fall UK inflation is currently higher compared to France (in particular), Germany, the average across the EU-27, and the US (although this data is lagged).

These persistent inflationary pressures – coupled with a slowdown in nominal wage growth - means that real annual wage growth has fallen recently. In the period Sept-Nov 25 real pay growth was only 0.8% per annum – down from c2% experienced in late 24/early 25. Nevertheless, it does remain positive (it was negative during 2021-2023 due to the high inflation at the time).

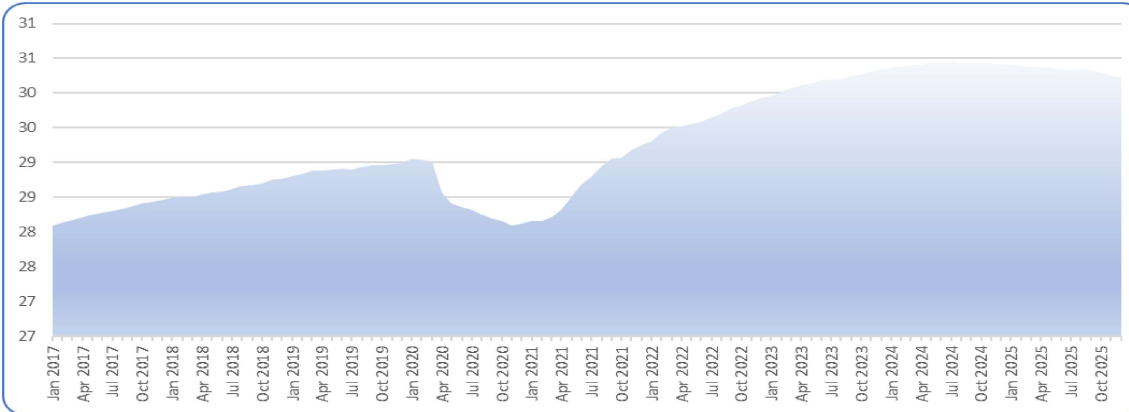
UK average wage growth (nominal and real)



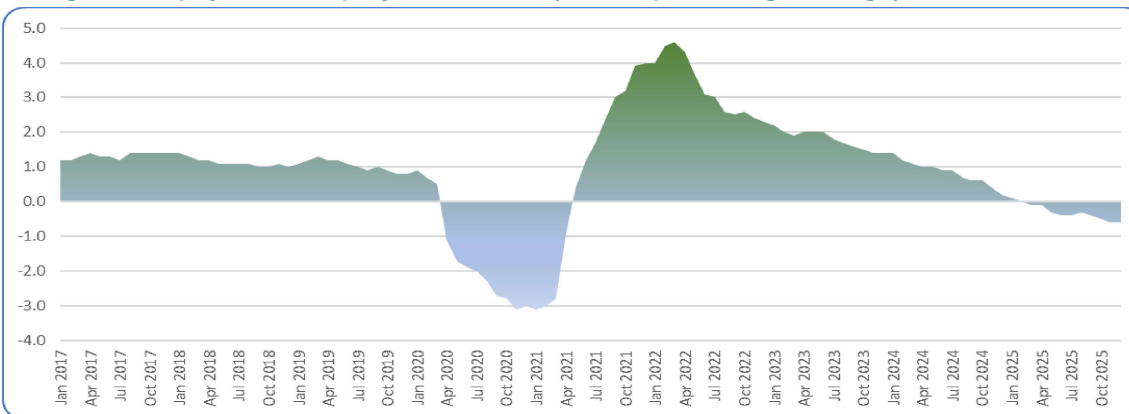
Anecdotal feedback from employers remains that they continue to struggle to support large pay growth for their employees, particularly in the context of associated increased costs such as the National Minimum or Living Wage, increased NI contributions etc.

UK Labour Market

UK payrolled employees (millions)



Change in UK payrolled employee numbers (annual percentage change)



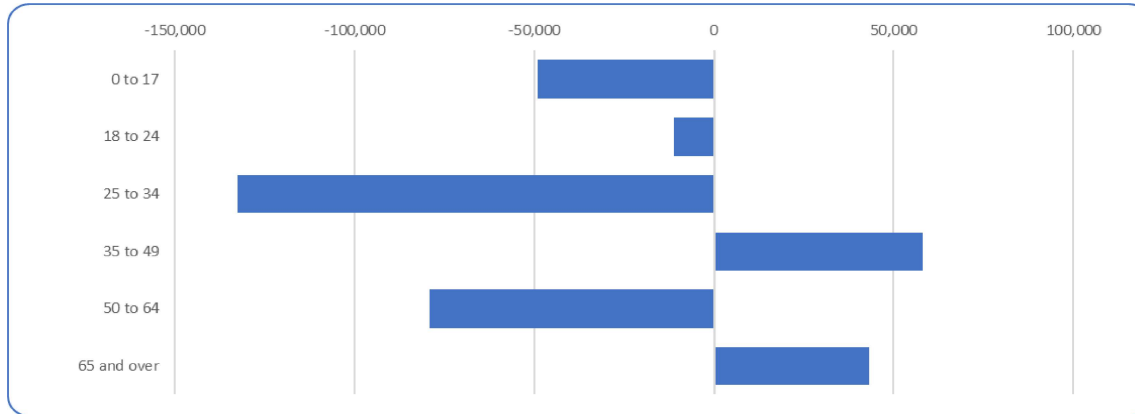
The number of people employed in the UK has been steadily falling from the highs seen post-pandemic – one indicator of the softening labour market. There were approximately 30.23 million payrolled employees across the UK in Dec 25 ('flash estimate') – down from the peak of 30.4 million in late 2024.

The change in numbers employed had been relatively constant at around 1% p.a. prior to the pandemic and then experienced significant annual growth in the post-pandemic period – with these trends also seen locally across Dorset (see later comment). However, there has been negative growth over the last few months – representing a contraction in the UK workforce.

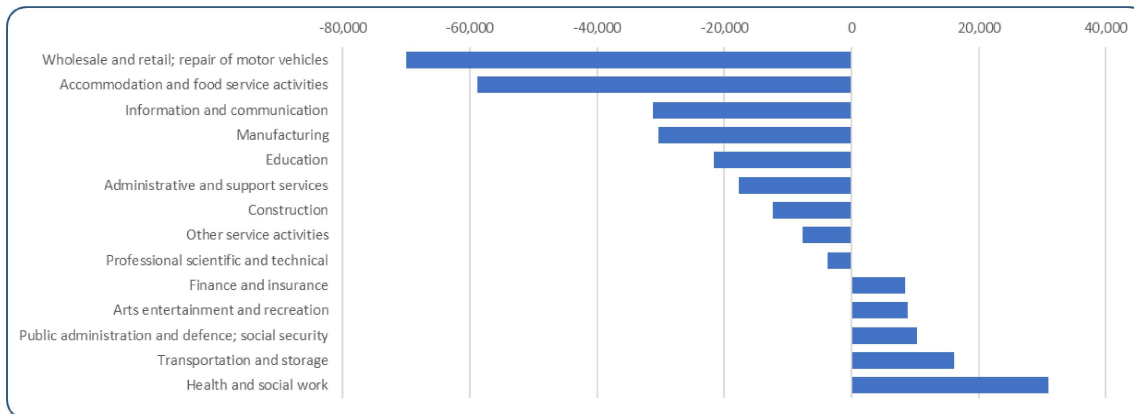
The latest data suggests that the number of payrolled employees across the UK contracted by a further 0.6% in Dec 25 and has been persistently falling since Mar 25.

UK Labour Market

Change in UK payrolled employees by age band – (Nov 24 to Nov 25)



Change in UK payrolled employees by broad sector – (Nov 24 to Nov 25)



Over the past 12 months the largest reductions in number of people employed has occurred in the 25-34 age group*, with falls also in those aged under 24. Interestingly, there has been an increase in those employed in those aged 35-49.

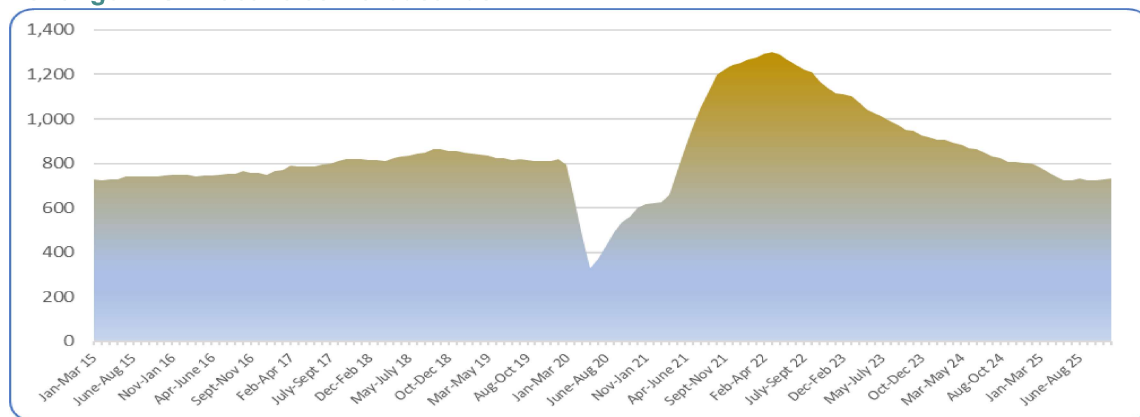
The most significant reductions from a broad sector basis has been in accommodation and food services and retail* (see earlier comment on the pressures facing consumer facing services). The most significant increases have been in health and social work and transportation and storage.

Interestingly, this latest data is now showing a fall in numbers employed in education. This probably reflects the job losses that have been announced in both the FE and HE sectors, as they face heightened financial pressures.

* This data does not account for the different sizes of the respective groupings, so may not be the same in proportional terms

UK Labour Market

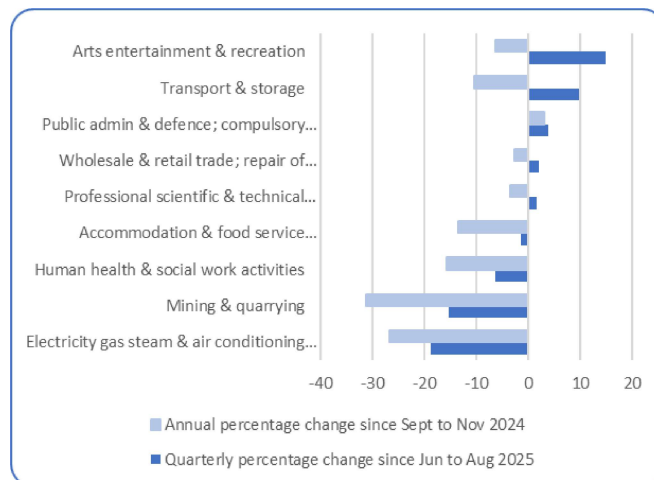
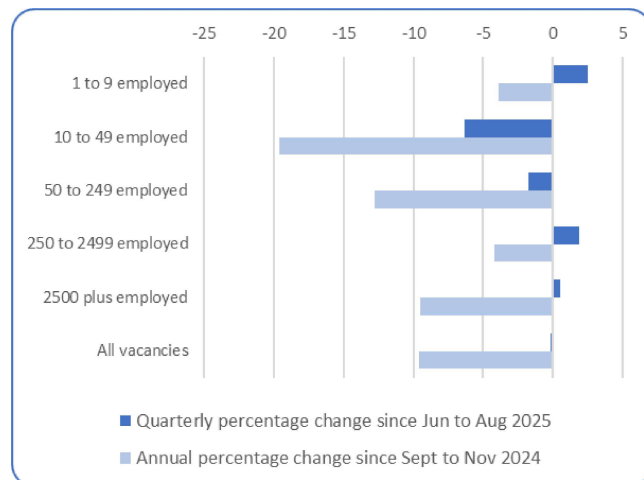
Change in UK vacancies – thousands



In a similar vein, the number of estimated vacancies across the UK has been consistently falling for nearly three years – from the peak at the end of 2022. The estimated number of vacancies in the UK was 734,000 in Oct to Dec 2025 (actually a slight uptick on the previous few quarters).

Vacancies have been falling across most sectors. There were falls in utilities and accommodation and food services. Interestingly, whilst the number of those employed in health and social work has continued to increase (see previous slide) the number of vacancies is now persistently falling.

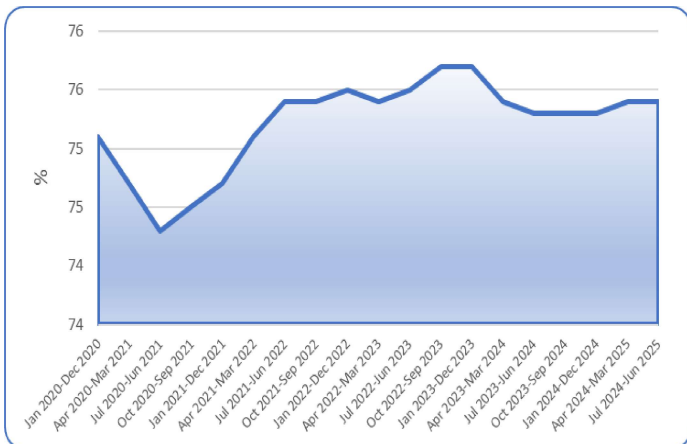
Change in UK vacancies by employer size band and broad sector (% change)



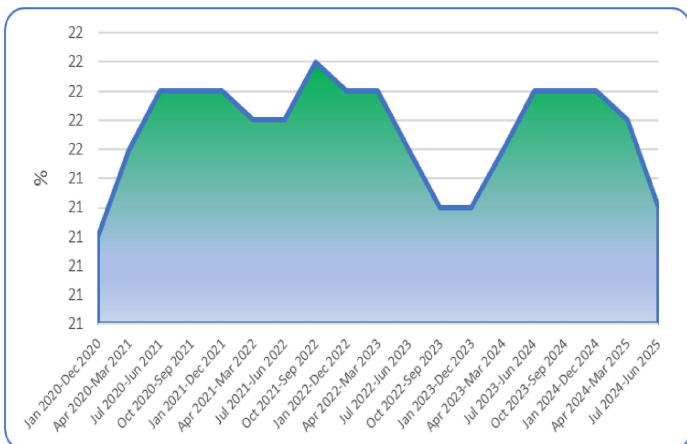
Total estimated vacancies were down by 77,000 (c10%) from the level of a year ago, and c10% below their pre-pandemic level (and c30% below the post-pandemic peak). The estimated number of unemployed people per vacancy was 2.5 in autumn 2025 - up from 2.3 in the summer.

UK Labour Market

UK employment rate (aged 16-64)

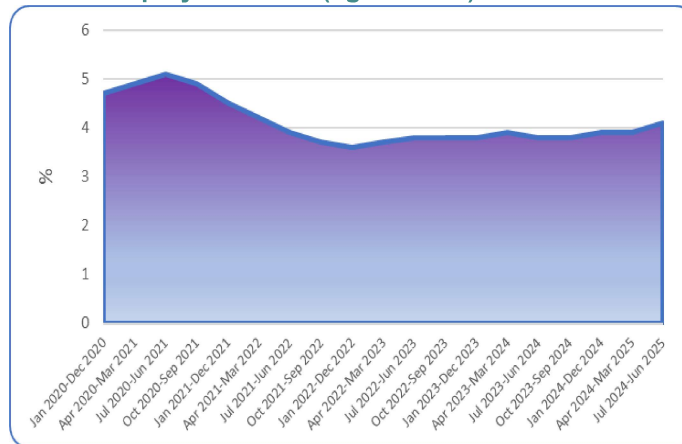


UK economic inactivity rate (aged 16-64)



Some care needs to be taken with interpreting this data – given much publicised issues with response rates to the main ONS Labour Force Survey from which these estimates are derived

UK unemployment rate (aged 16-64)



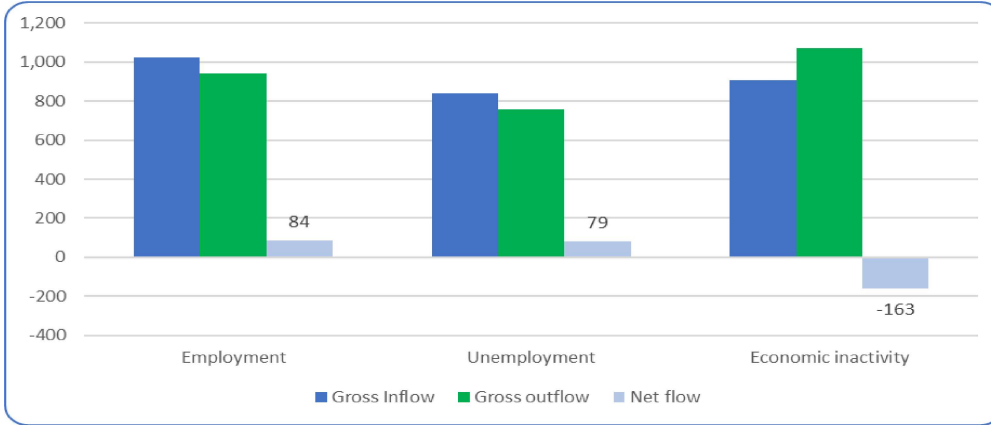
UK unemployment rate has been steadily increasing over the past few months – as a further indicator of a softening labour market. However, the rate still remains at c4% and is increasing slowly.

The employment rate has stabilised at around 75% and economic inactivity also remains broadly stable at a level of c21.5%. The latest UK employment rate stands at 75.3%, and economic inactivity at 21.3%.

In broad terms, the main labour market indicators have remained remarkably consistent/stable over the past few years, but the unemployment rate (combined with fewer vacancies) inching higher does continue to reflect the softening in labour market conditions.

Labour Market Flows

UK labour market flows (Jul-Sept 25) (000s)



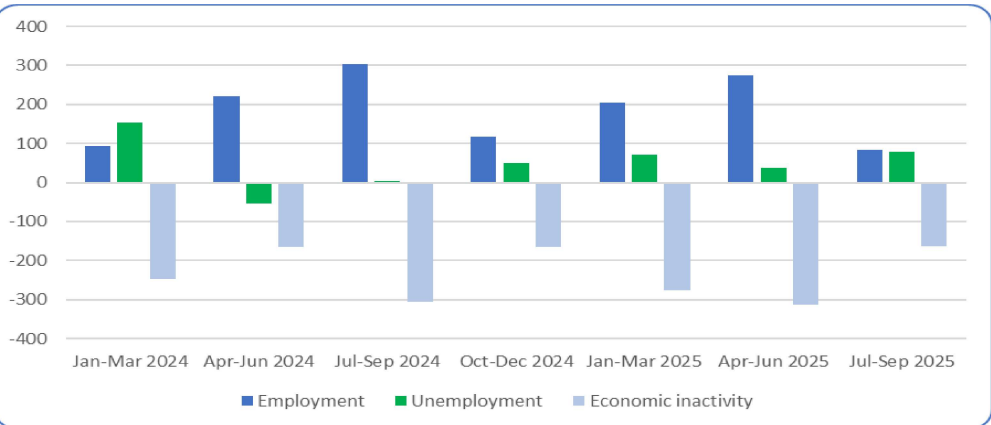
The latest data around labour market flows shows that there is a general flow from economic inactivity into employment. In the quarter Jul-Sep 25, around 1mn people moved into employment status, although 940,000 moved out of employment – resulting in a net inflow of c84,000 across the UK.

In terms of unemployment, 838,000 people became unemployed during this period but 760,000 moved out of unemployment (although many moved into economic inactivity – see below). Consequently, unemployment increased by 79,000 in the last quarter.

The opposite trend continues to be seen in economic inactivity, whilst 910,000 moved into being classified as economically inactive in the last quarter, c1.1mn moved out of economic inactivity – resulting in a new outflow of 163,000.

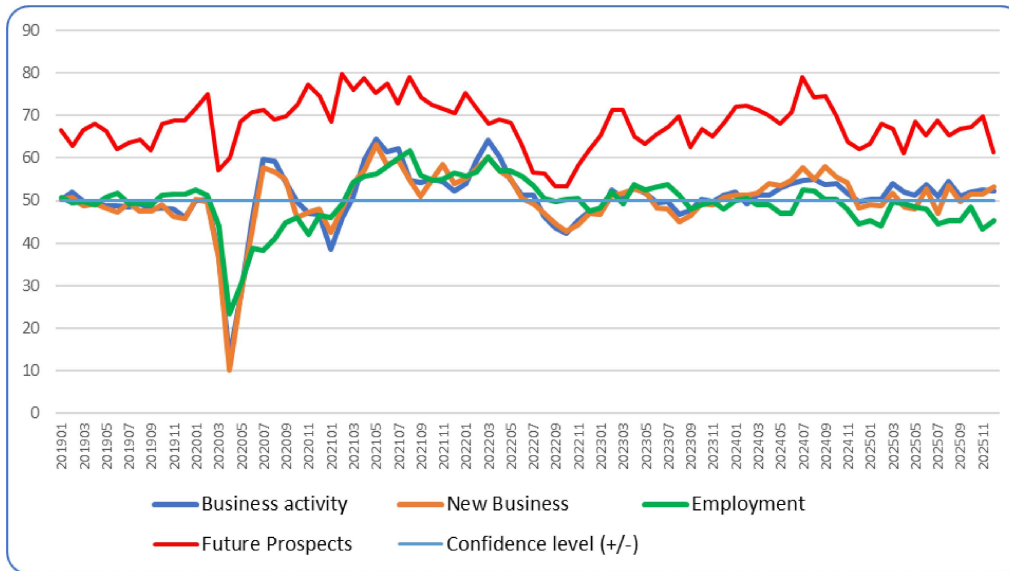
This net outflow from economic inactivity has been seen over the last couple of years (bottom up) and is likely a result of changes in the economic landscape, as well as policy changes around benefits eligibility.

UK labour market flows – net inflows (000s)



Business sentiment

Nat West Purchasing Managers Index (PMI)



The regional [South West PMI produced by S&P Global on behalf of NatWest](#) is a seasonally adjusted index that measures the month-on-month change in sentiment from a panel of businesses. The indices on several measures vary between 0 and 100, with a reading above 50 indicating an overall increase compared to the previous month, and below 50 an overall decrease.

The latest survey response data (based on the survey undertaken in December) suggests confidence in South West businesses is marginally positive. At 52.2 in December, the headline South West Growth Tracker Business Activity Index was in slightly positive territory above the neutral mark of 50. There was greater positive sentiment around new business activity (53.3) and in particular future growth prospects (61.3 – businesses tend to be always optimistic around this longer-term indicator). However, there remained more negative sentiment around employment and hiring intentions.

Employer sentiment

- The [latest Labour Market Summary \(Autumn 25\) from the CIPD](#) indicates that the UK labour market remains stable. **The net employment balance indicator remains stable.** However, this is still at an unprecedented low outside of the pandemic. **Within the public sector, employment intentions remain below negative, meaning more public sector employers expect staff numbers to decrease rather than increase over the next three months.** Employment intentions continue to be stable in the private sector, marginally more positive than seen in Spring 25. Employees in three-quarters of UK organisations are using AI tools. **Around half of employers expect AI to make no difference to their headcount in the next 12 months, while 17% expect the use of AI tools to reduce their headcount in the next 12 months. Among employers who believe there will be a decrease in headcount, a quarter expect the reduction to be greater than 10%. Clerical, junior managerial, professional and administrator roles are seen by employers as those most likely to be reduced.**
- The [latest Bank of England Agent's summary of business \(Q3 2025\)](#) indicated that goods and services sales volumes are stagnant, with demand inhibited by weak consumer confidence. Most businesses expected demand and confidence to remain subdued into the new year. In terms of hiring intentions, businesses were cautious, waiting to see what the Budget would bring and the strength of Christmas trading. **Some significant headcount reductions have already taken place.** An increasing share of businesses reported reducing headcount over the past 12 months. **Greater caution has led more firms to not replace leavers immediately, as they wait to see if the firm can manage without that role. Employee churn remains low, with staff reluctant to move given the uncertain environment. Businesses generally report an increased number of job applicants. Firms expect labour cost pressures in 2026 to be somewhat weaker than in 2025, driven by a looser labour market and subdued demand, and less upward pressure from the National Living Wage (NLW) compared with last year.**



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Part 2 – Local Dorset labour market analysis



Local Dorset Labour Market Indicators

Dorset employment rate (aged 16-64)

	Employment rate (Jul 23 -June 24)	Employment rate (Jul 24 - Jun 25)
UK	75.3	75.4
BCP	75.1	76.3
Dorset CC	82.2	79.0

BCP 76.3% (+/- 2.9%)
Dorset C 79.0% (+/- 3.7%)

Dorset unemployment rate (aged 16-64)

	Unemployment rate (Jul 23 -June 24)	Unemployment rate (Jul 24 - Jun 25)
UK	3.8	4.1
BCP	2.2	4.8
Dorset CC	2.2	3.2

BCP 4.8% (+/- 1.7%)
Dorset C 3.2% (+/- 1.8%)

Dorset economic inactivity rate (aged 16-64)

	Economic inactivity rate (Jul 23 -June 24)	Economic inactivity rate rate (Jul 24 - Jun 25)
UK	21.7	21.3
BCP	23.3	19.9
Dorset CC	16.0	18.5

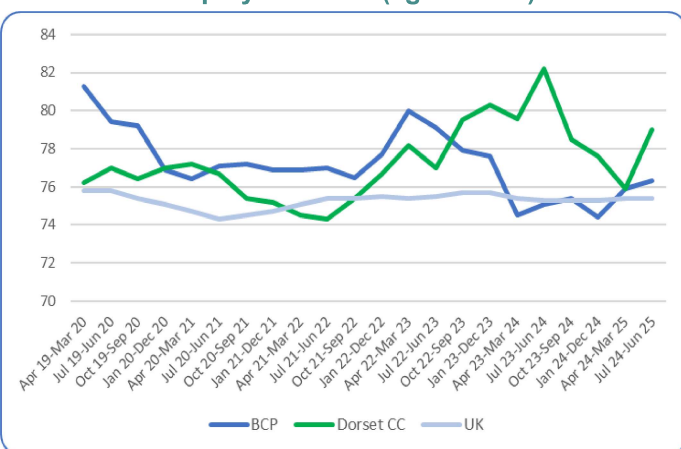
BCP 19.9% (+/- 2.7%)
Dorset C 18.5% (+/- 3.5%)

The latest employment rate and economic inactivity estimates (covering the period Jul 24 – Jun 25) show some difference between BCP and Dorset Council areas (although note the confidence intervals) – standing at 76.3% and c79.0% respectively.

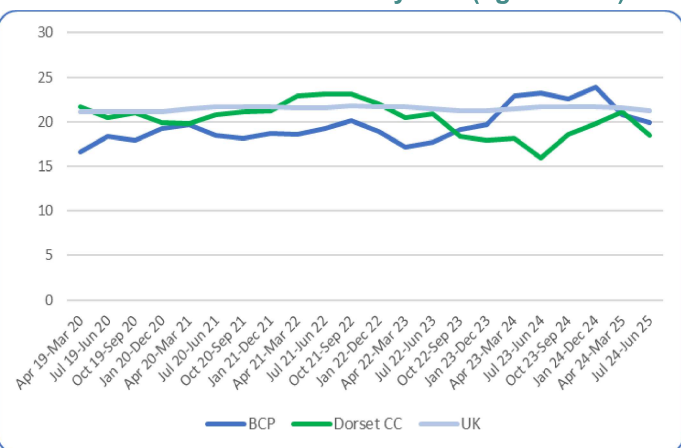
The latest measure of unemployment locally indicates that 4.8% of those of working age are unemployed in BCP and 3.2% in Dorset C. However, there are reasonably wide confidence intervals associated with this data – as shown above, so what may seem like differences between areas may well be within margins of error.

Local Dorset Labour Market Indicators

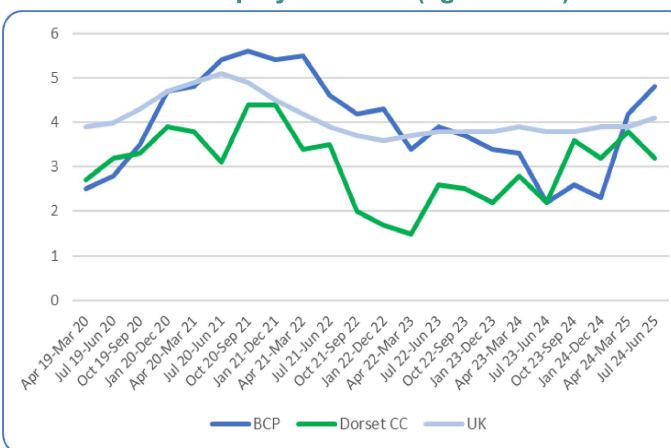
Dorset LA's employment rate (aged 16-64)



Dorset LA's economic inactivity rate (aged 16-64)



Dorset LA's unemployment rate (aged 16-64)



* Some care needs to be taken with interpreting this data – given much publicised issues with response rates to the main ONS Labour Force Survey from which these estimates are derived. This is more marked at local geography levels and may explain some of the movements

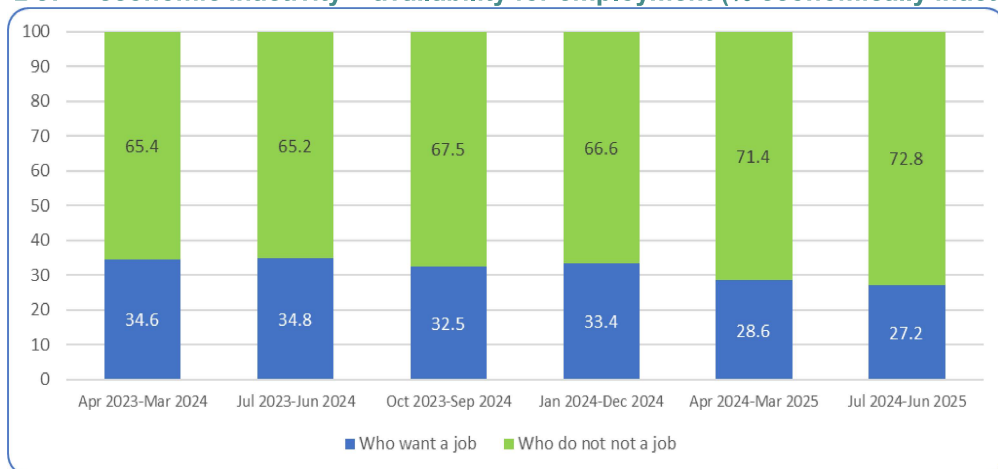
The employment rate has tended to be higher in Dorset C than the national average. It is not clear why there has been a relative significant decline in the employment rate in the Dorset C area – potentially as much an illustration of issues around the survey-based data as an indicator of actual movement*.

The economic inactivity measurement has remained broadly stable across both local authority areas, and with both areas showing some increase in the unemployment measure – although not significantly so.

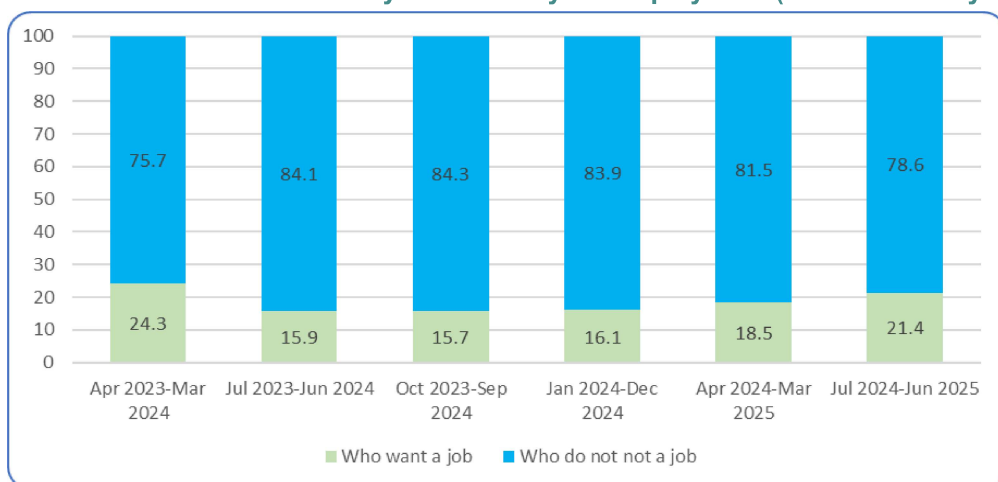
Again, when viewing this as a timeseries it is useful to highlight increased volatility of ONS' LFS estimates which may explain some of these movements.

Focus on economic inactivity

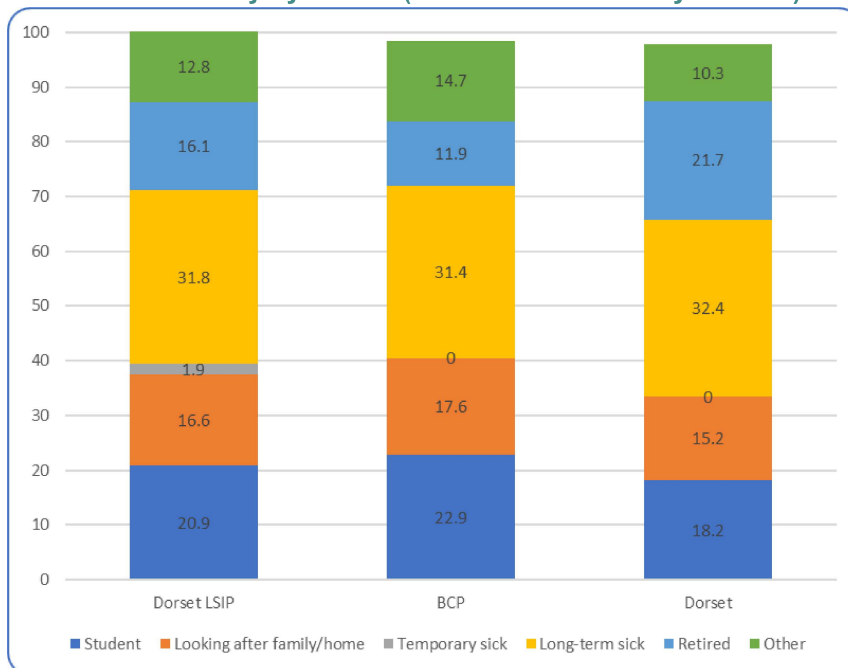
BCP – economic inactivity – availability for employment (% economically inactive)



Dorset C – economic inactivity – availability for employment (% economically inactive)



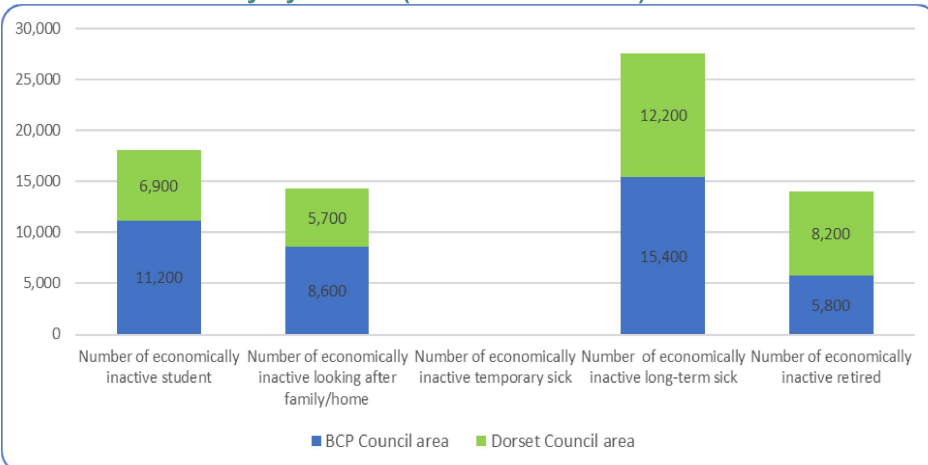
Economic inactivity by reason (% those economically inactive)



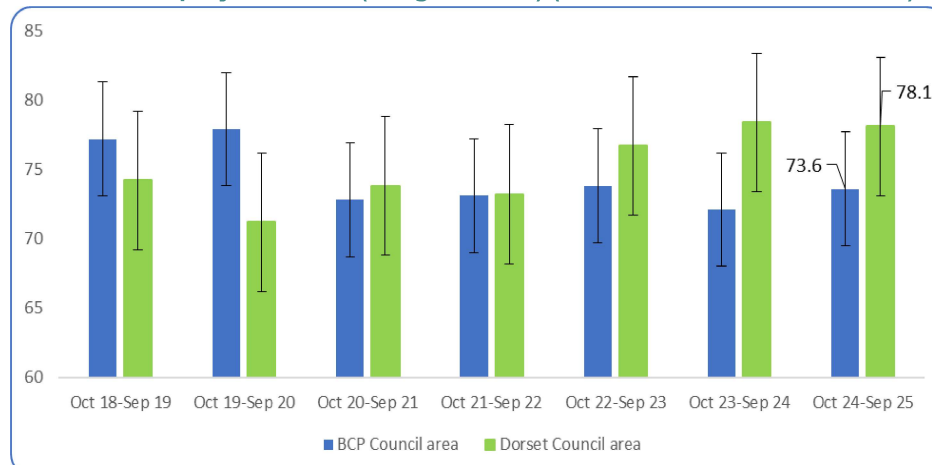
Greater proportion of those economically inactive in BCP would like a job ('involuntary inactive') compared to Dorset C where there is a greater prevalence of those wanting a job ('voluntarily inactive'). Around a third of those of working age (16-64) are inactive due to long-term sickness across Dorset LSIP area (Jul 24-Jun 25). In this latest data release, the data relating to temporary sickness was suppressed due to data confidentiality.

Disadvantage in the labour market

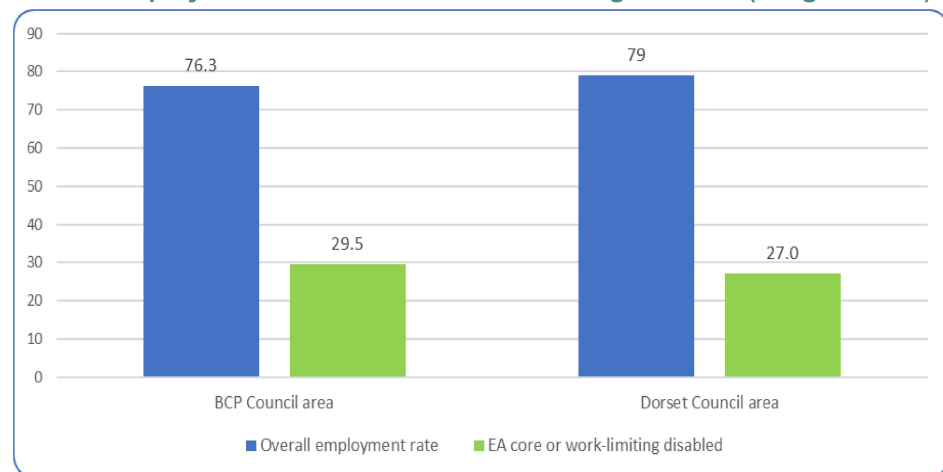
Economic inactivity by reason (absolute numbers)



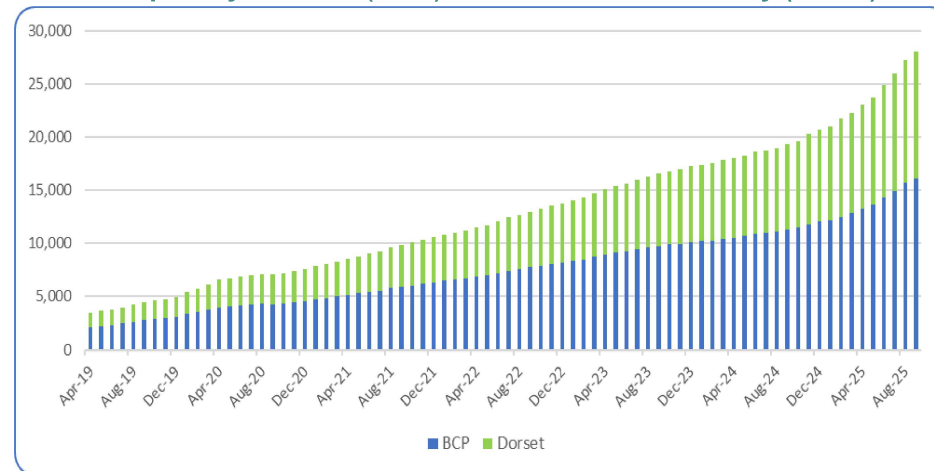
Female employment rate (% aged 16-64) (confidence intervals shown)



Overall employment rate and EA or work-limiting disabled (% aged 16-64)

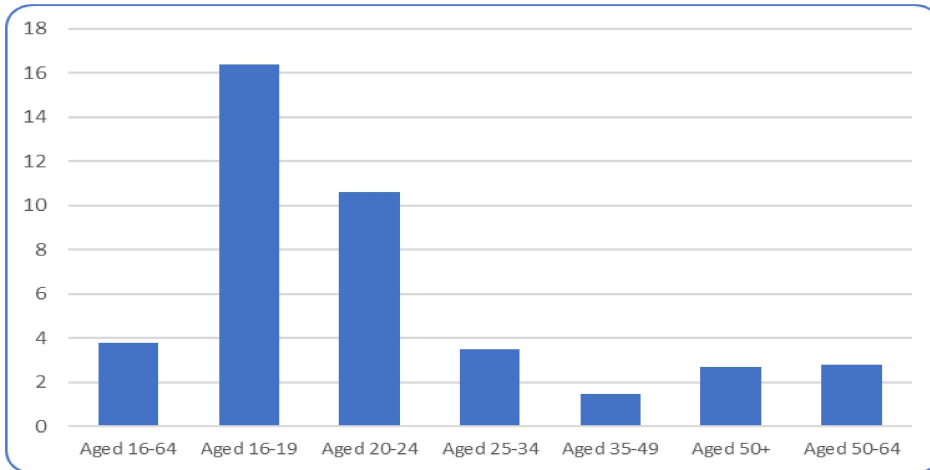


Limited Capability for Work (LCW) and Work-Related Activity (LCWA)

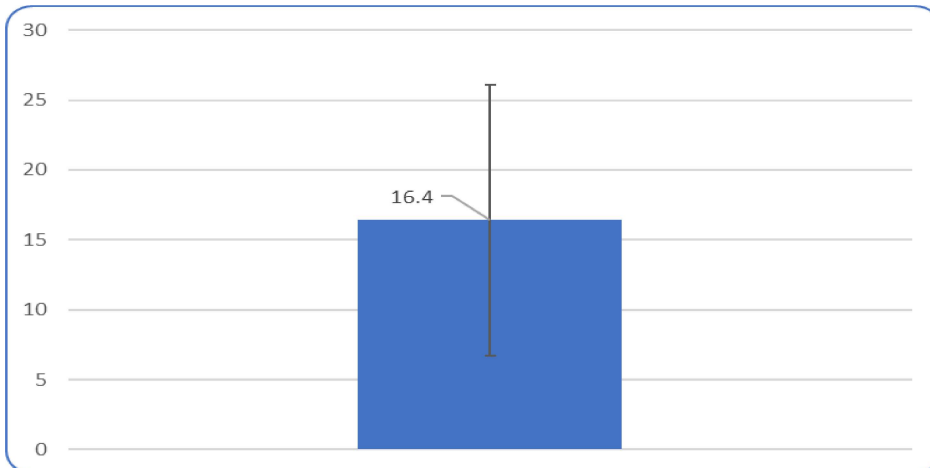


Youth unemployment & NEET

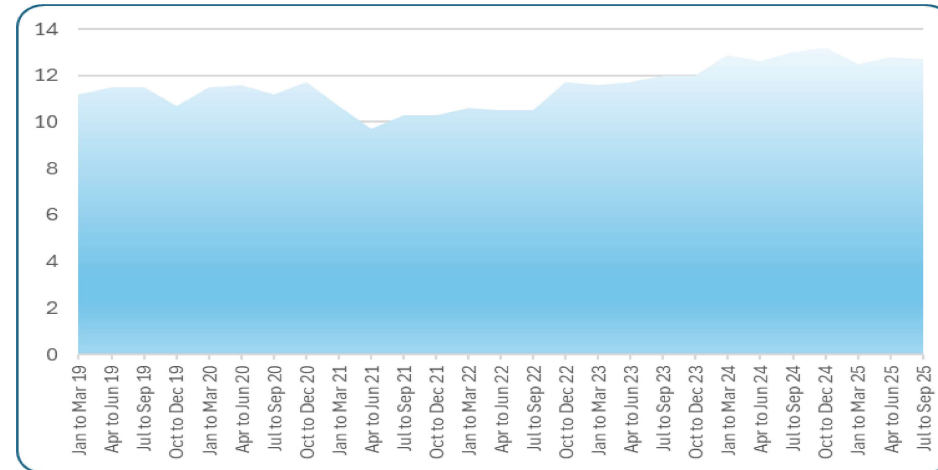
Unemployment rate by age band – Dorset LSIP area



Unemployment rate aged 16-19 – showing wide confidence intervals



Percentage of all 16-to-24-year-olds who are NEET - UK



The data that is available suggests that the unemployment rate for young people across the Dorset LSP area is significantly higher than the average across the working age population. However, care needs to be taken with the data and there are very wide confidence intervals associated with this data due to small sample sizes (hence, not showing the data at BCP and Dorset local authority areas). This is shown in the bottom left chart. Similarly, data showing the proportion of young people classified as NEET means that estimates of change even at a national level (as shown in above chart) should also be treated with caution.

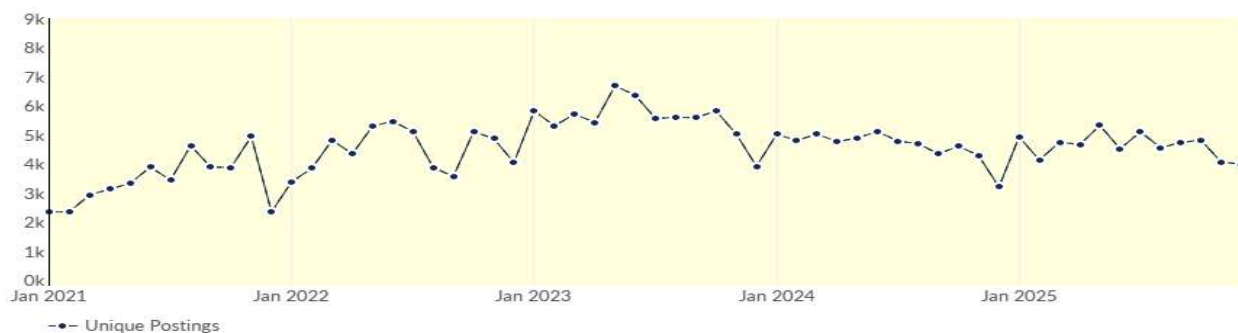
Dorset LSIP area – vacancies (labour demand)

- Overall scale of advertised vacancies continued to fall from the peak in late 2022
- However, monthly vacancies were still around c6,000 per month in Dec 25
- Average advertised wages have steadily risen over the last 5 years – in nominal terms
- Some changes in the most prevalent advertised roles over the last 5 years – particularly some health-related roles which have fallen in absolute and relative terms, although care-related roles remain the most sought after
- However, NHS remains by far the largest recruiter – and in both BCP and Dorset Council areas, although there are differences across the two areas. There are indications of hiring by some large businesses in recent months – notably JPMorgan Chase
- There are some differences in the types of specialised skills sought for advertised roles – with finance-related skills more prevalent in BCP. There was an increase in specialised skills sought around food safety and sanitation. The types of common (soft) skills are consistent across both areas

Dorset LSIP area – trends (annual)

Unique vacancies – Dorset LSIP area

Unique Postings Trend



The scale of advertised vacancies across the Dorset LSIP area has fallen from the peaks seen at the end of 2022 and mirror the trends seen nationally (see earlier comment). At the end of 2022 there were just under 12,000 vacancies advertised per month, but now standing at c6,000.

Average (median) advertised salary trend – Dorset LSIP area

Advertised Salary Trend

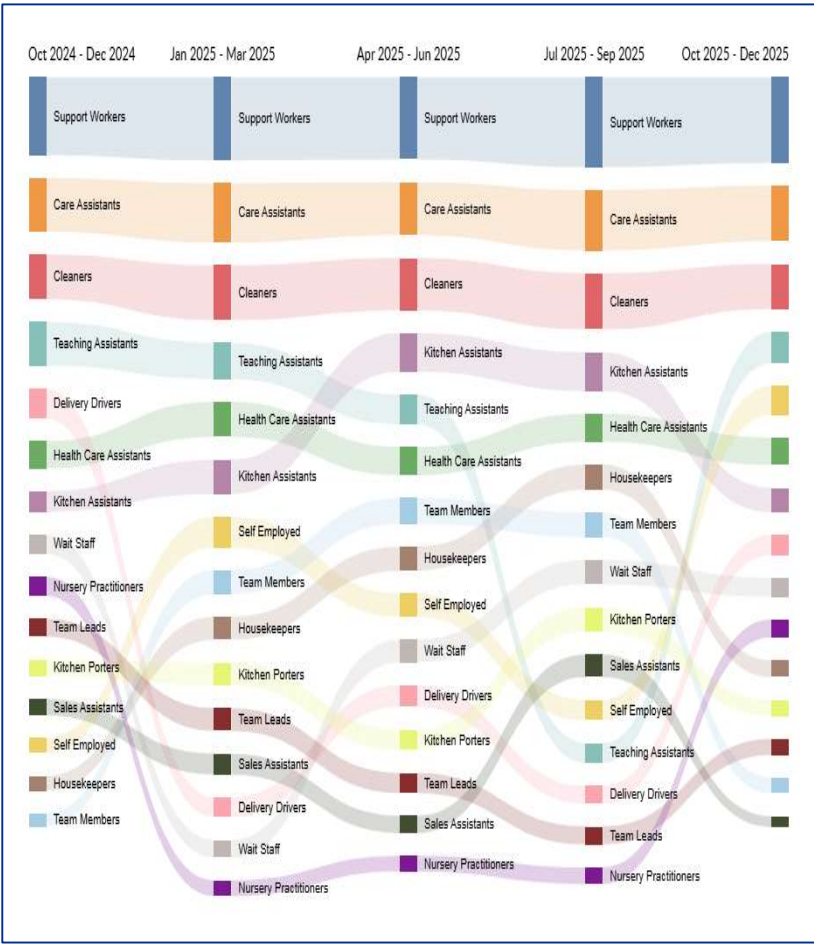
▲ 13.3% Dec 2019 – Dec 2025
£25.9k Median



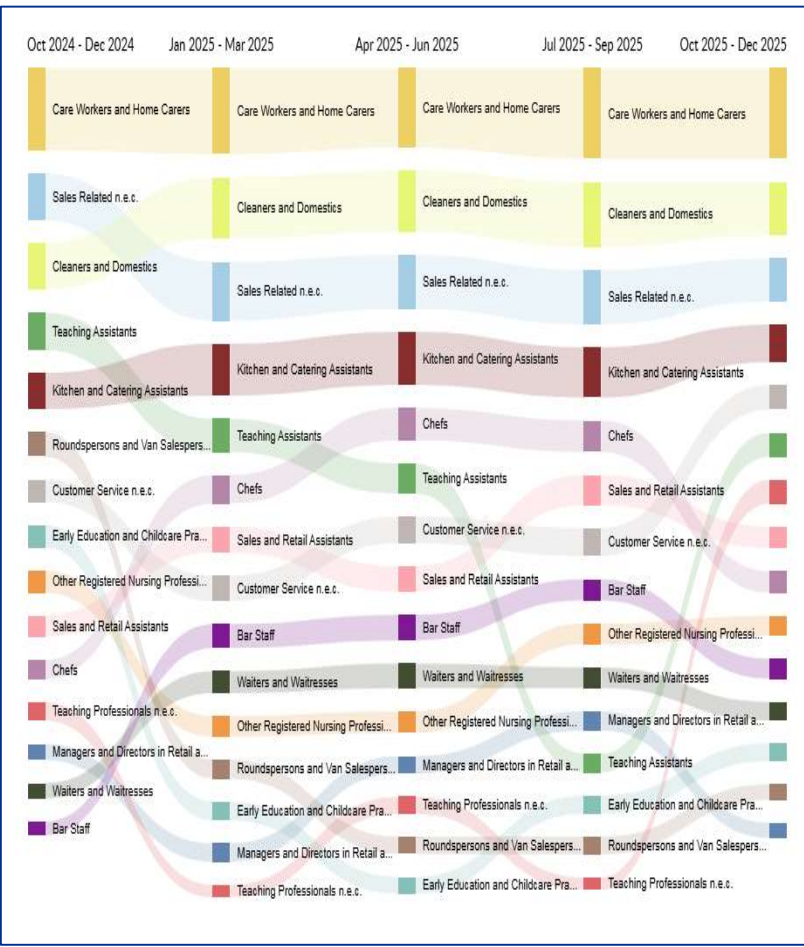
The average advertised salary (noting this is different to earnings data for those already in jobs) has risen by c8% since Jan 2020 – now standing at c£28,000 across the Dorset LSIP area. However, it is important to recognise that many jobs are advertised without salary details so does not capture all jobs (although does capture c490,000 advertised jobs over this time).

Dorset LSIP area – trends (annual)

Vacancies by job title – by year



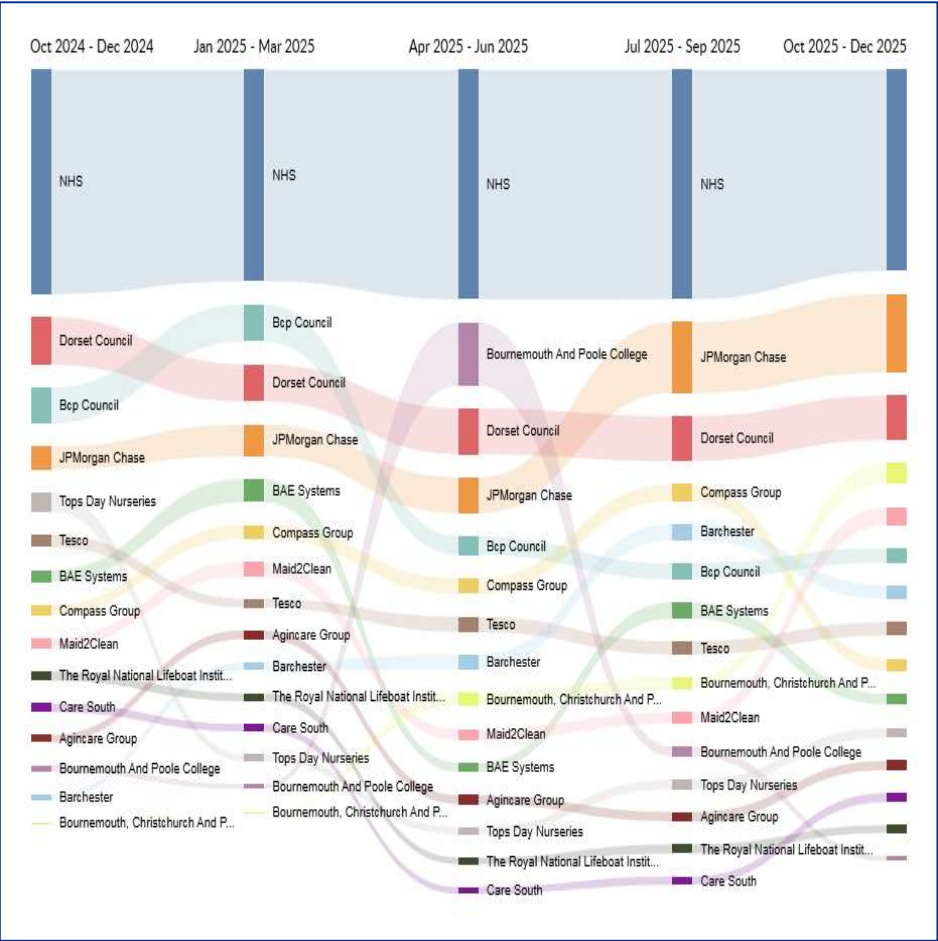
Vacancies by occupation – by year



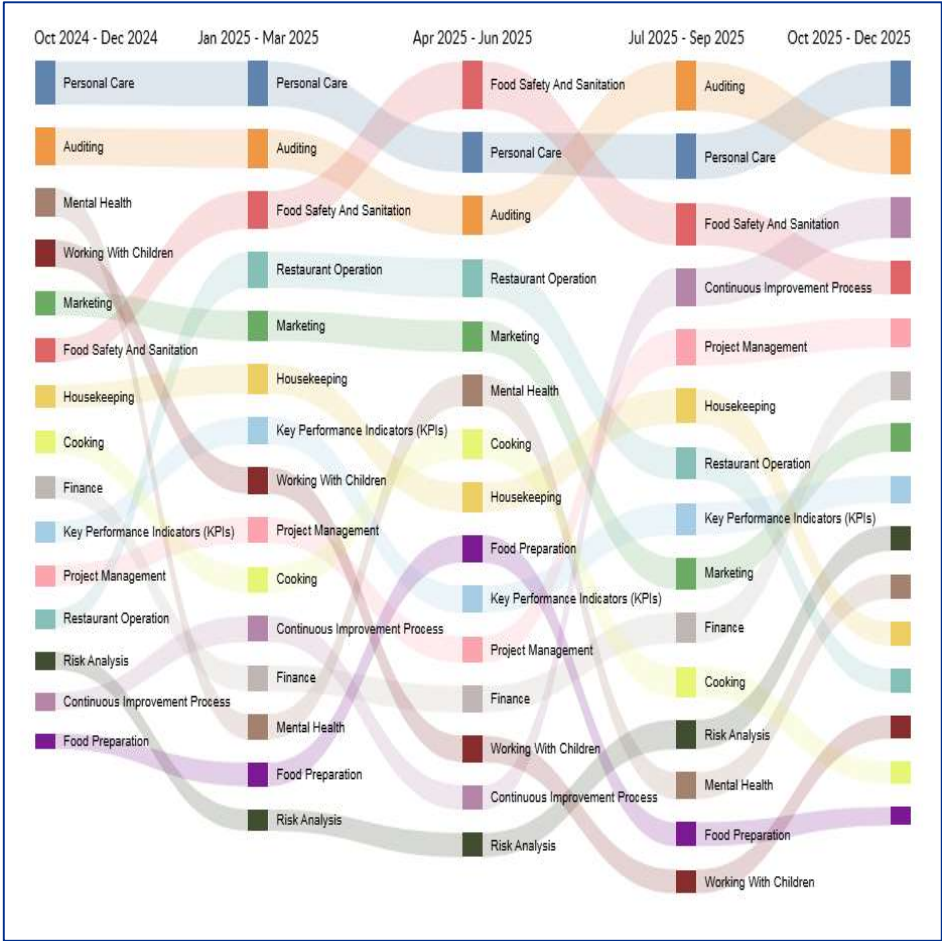
Roles (defined here as either job titles or occupation) associated with health and care sector continue to be the most prevalent in terms of advertised vacancies – although there have been some jobs/occupations that have experienced significant declines – notably nursing associated roles.

Dorset LSIP area – trends (annual)

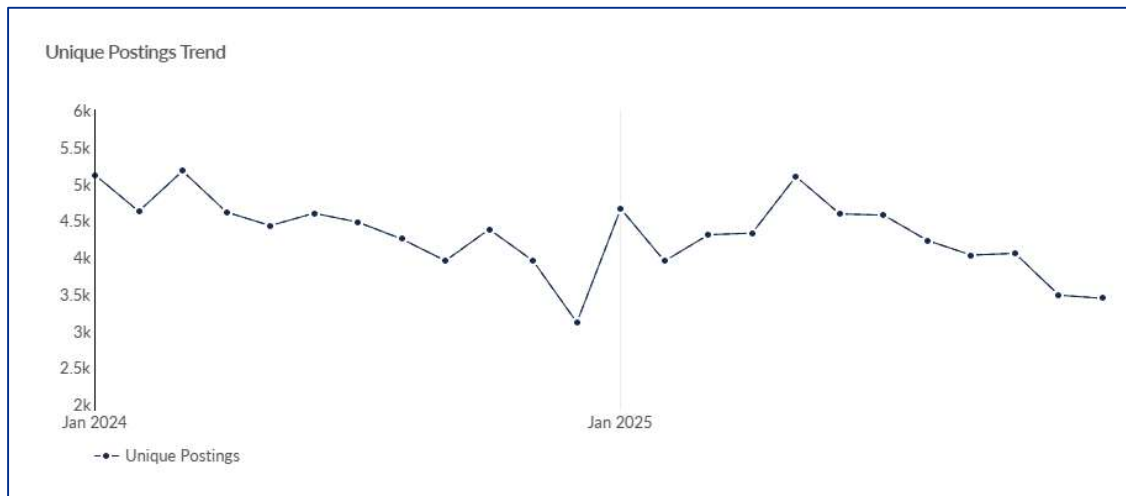
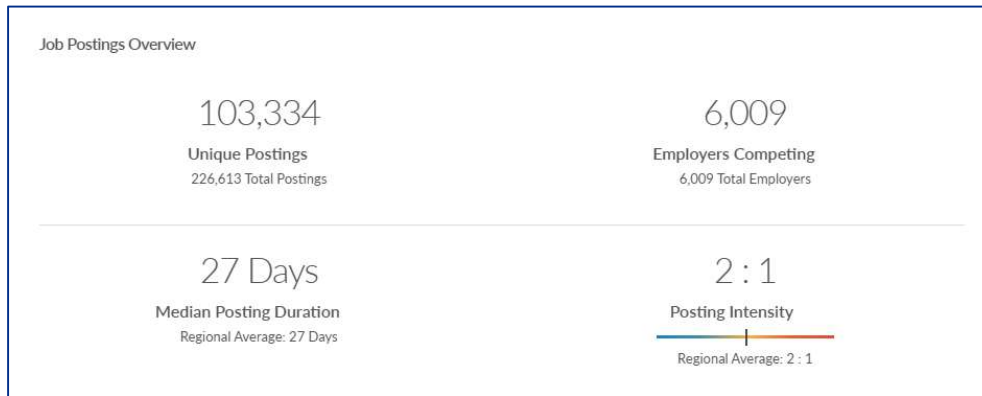
Vacancies by recruiter – by year



Vacancies by broad skills sought – by year



BCP – advertised vacancies (Jan 24 – Dec 25)



Focusing specifically on the BCP Council area – and over the last 12-18 months – the number of monthly advertised vacancies have steadily fallen, most not markedly so. Currently, there are c3,500 advertised vacancies from BCP-based employers – representing around 1,000 active recruiters (Dec 25 – c6,000 over the 24-month period).

Salary growth has been sound, and with a continued prevalence of demand for roles in care, sales, catering etc.

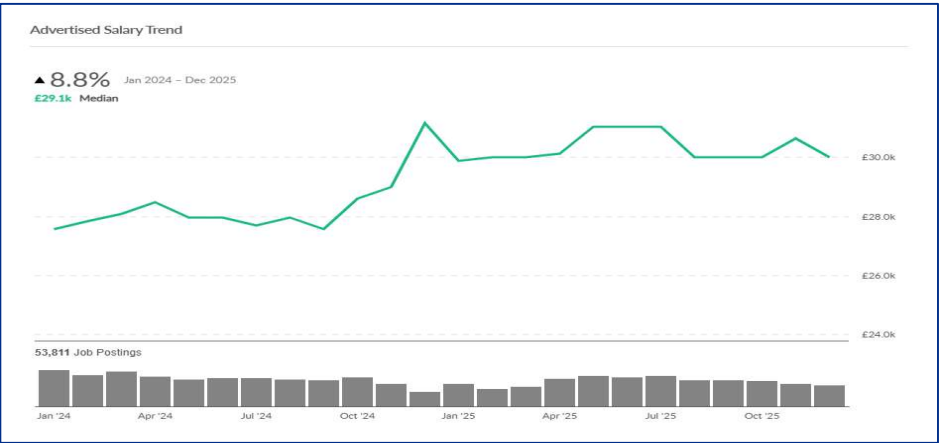
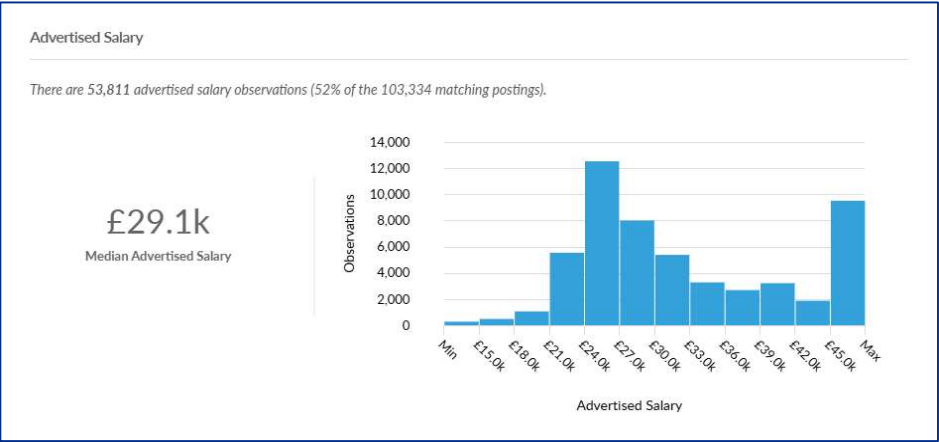
Again, given the presence of hospitals, universities, colleges and BCP Council – the public sector remains an important source of labour demand – as evidenced by the most prevalent recruiters.

BCP – advertised vacancies (quarterly - Jan 24 – Dec 25)

Posted job vacancies by broad industry

Top Industries			
Industry	Total/Unique (Jan 2024 - Dec 2025)	Posting Intensity	Median Posting Duration
Employment Activities	64,219 / 28,490	2 : 1	29 days
Human Health Activities	28,926 / 9,286	3 : 1	30 days
Food and Beverage Service Activities	9,882 / 3,789	3 : 1	25 days
Retail Trade, Except of Motor Vehicles and Motorcycles	10,846 / 3,758	3 : 1	21 days
Financial Service Activities, Except Insurance and Pension Funding	7,991 / 3,368	2 : 1	27 days
Education	4,883 / 3,042	2 : 1	25 days
Public Administration and Defence; Compulsory Social Security	3,595 / 2,439	1 : 1	22 days
Residential Care Activities	5,972 / 2,374	3 : 1	28 days
Accommodation	4,357 / 1,857	2 : 1	24 days
Other Professional, Scientific and Technical Activities	3,966 / 1,507	3 : 1	31 days
Office Administrative, Office Support and Other Business Support Activities	2,635 / 1,450	2 : 1	25 days
Social Work Activities Without Accommodation	2,677 / 1,308	2 : 1	22 days
Activities of Head Offices; Management Consultancy Activities	2,595 / 1,273	2 : 1	24 days
Real Estate Activities	2,587 / 1,272	2 : 1	27 days
Insurance, Reinsurance and Pension Funding, Except Compulsory Social Security	2,016 / 1,204	2 : 1	19 days
Computer Programming, Consultancy and Related Activities	2,076 / 1,180	2 : 1	24 days
Wholesale Trade, Except of Motor Vehicles and Motorcycles	2,098 / 1,127	2 : 1	25 days
Other Personal Service Activities	1,952 / 1,058	2 : 1	25 days
Services to Buildings and Landscape Activities	1,824 / 985	2 : 1	19 days
Wholesale and Retail Trade and Repair of Motor Vehicles and Motorcycles	1,553 / 824	2 : 1	25 days

Advertised salary – current and trends



BCP – advertised vacancies (quarterly - Jan 24 – Dec 25)

Top posted job titles

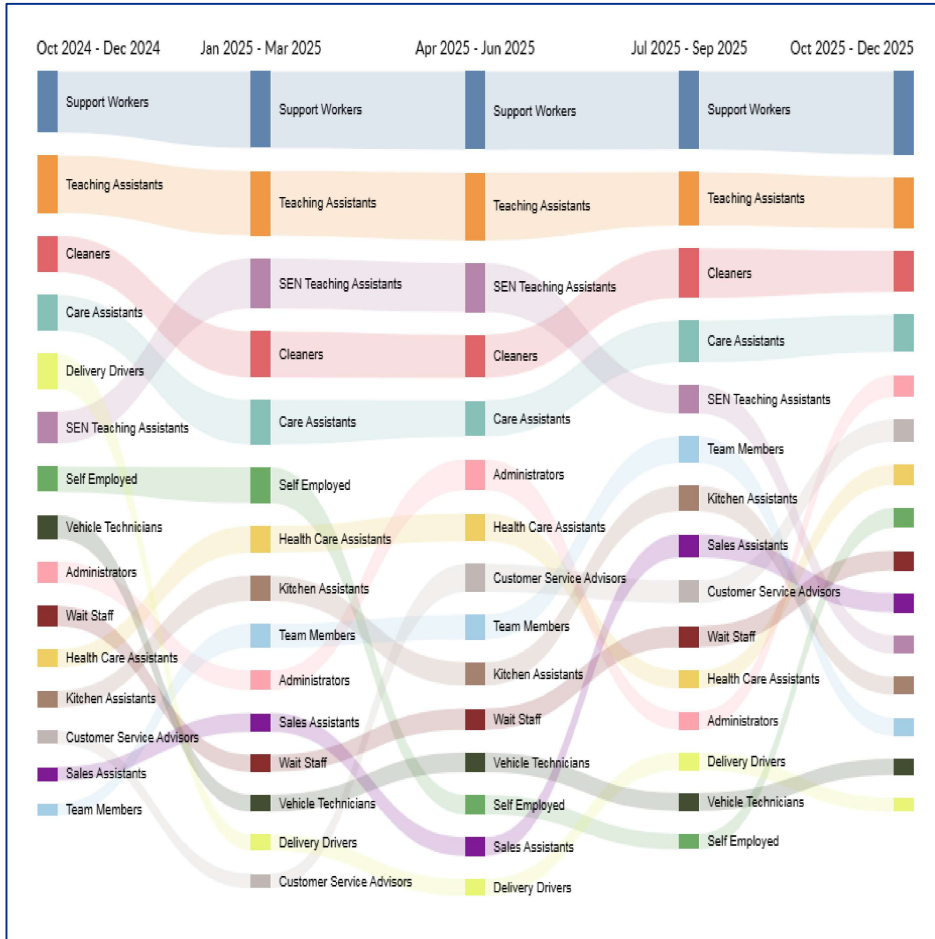
Job Title	Total/Unique (Jan 2024 - Dec 2025)	Posting Intensity	Median Posting Duration
Support Workers	3,360 / 1,551	2 : 1	28 days
Teaching Assistants	2,389 / 1,198	2 : 1	28 days
Cleaners	2,051 / 1,006	2 : 1	24 days
Care Assistants	2,850 / 831	3 : 1	28 days
SEN Teaching Assistants	1,428 / 630	2 : 1	29 days
Administrators	1,222 / 586	2 : 1	25 days
Health Care Assistants	980 / 502	2 : 1	30 days
Kitchen Assistants	1,112 / 481	2 : 1	24 days
Vehicle Technicians	1,530 / 470	3 : 1	31 days
Customer Service Advisors	1,205 / 465	3 : 1	29 days
Team Members	1,218 / 462	3 : 1	27 days
Self Employed	729 / 457	2 : 1	26 days
Wait Staff	1,034 / 451	2 : 1	25 days
Sales Assistants	930 / 438	2 : 1	25 days
Account Assistants	805 / 420	2 : 1	26 days
Delivery Drivers	1,049 / 415	3 : 1	26 days
Labourers	786 / 405	2 : 1	25 days
Kitchen Porters	762 / 399	2 : 1	27 days
Sales Executives	864 / 387	2 : 1	29 days
Warehouse Operatives	785 / 378	2 : 1	28 days

Top posted occupations (SOC)

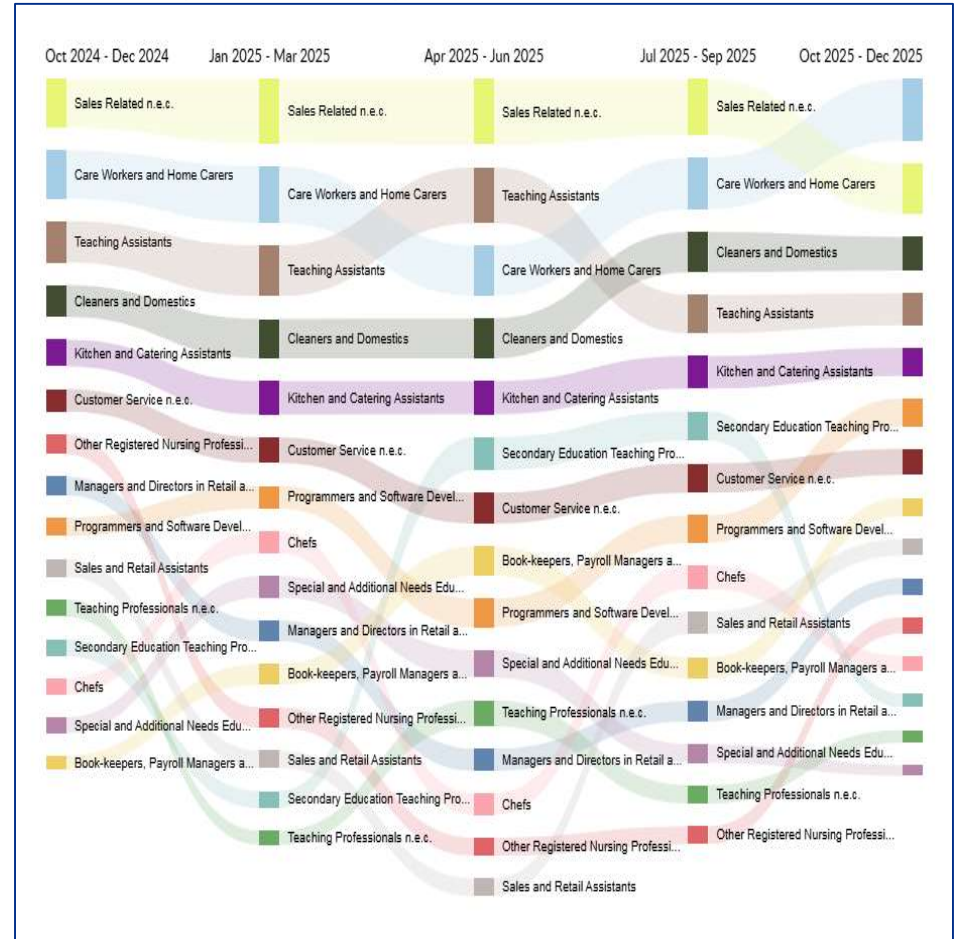
Occupation (SOC)	Total/Unique (Jan 2024 - Dec 2025)	Posting Intensity	Median Posting Duration
Sales Related Occupations n.e.c.	8,682 / 4,210	2 : 1	25 days
Care Workers and Home Carers	8,975 / 3,529	3 : 1	29 days
Cleaners and Domestic	5,089 / 2,683	2 : 1	24 days
Teaching Assistants	5,470 / 2,667	2 : 1	28 days
Kitchen and Catering Assistants	4,801 / 2,065	2 : 1	23 days
Customer Service Occupations n.e.c.	4,838 / 2,022	2 : 1	26 days
Programmers and Software Development Professionals	3,605 / 1,714	2 : 1	23 days
Book-keepers, Payroll Managers and Wages Clerks	2,919 / 1,558	2 : 1	26 days
Managers and Directors in Retail and Wholesale	3,151 / 1,402	2 : 1	27 days
Chefs	3,916 / 1,387	3 : 1	25 days
Other Registered Nursing Professionals	4,707 / 1,334	4 : 1	29 days
Sales and Retail Assistants	3,364 / 1,309	3 : 1	23 days
Special and Additional Needs Education Teaching Professionals	2,390 / 1,308	2 : 1	28 days
Secondary Education Teaching Professionals	2,020 / 1,291	2 : 1	28 days
Other Administrative Occupations n.e.c.	2,575 / 1,218	2 : 1	25 days
Teaching Professionals n.e.c.	1,897 / 1,208	2 : 1	28 days
Solicitors and Lawyers	2,203 / 1,168	2 : 1	29 days
Advertising and Marketing Associate Professionals	1,783 / 1,090	2 : 1	22 days
Transport and Distribution Clerks and Assistants	2,938 / 1,062	3 : 1	27 days
Vehicle Technicians, Mechanics and Electricians	3,036 / 1,047	3 : 1	31 days

BCP – advertised vacancies (quarterly - Jan 24 – Dec 25)

Vacancies by job title – by quarter

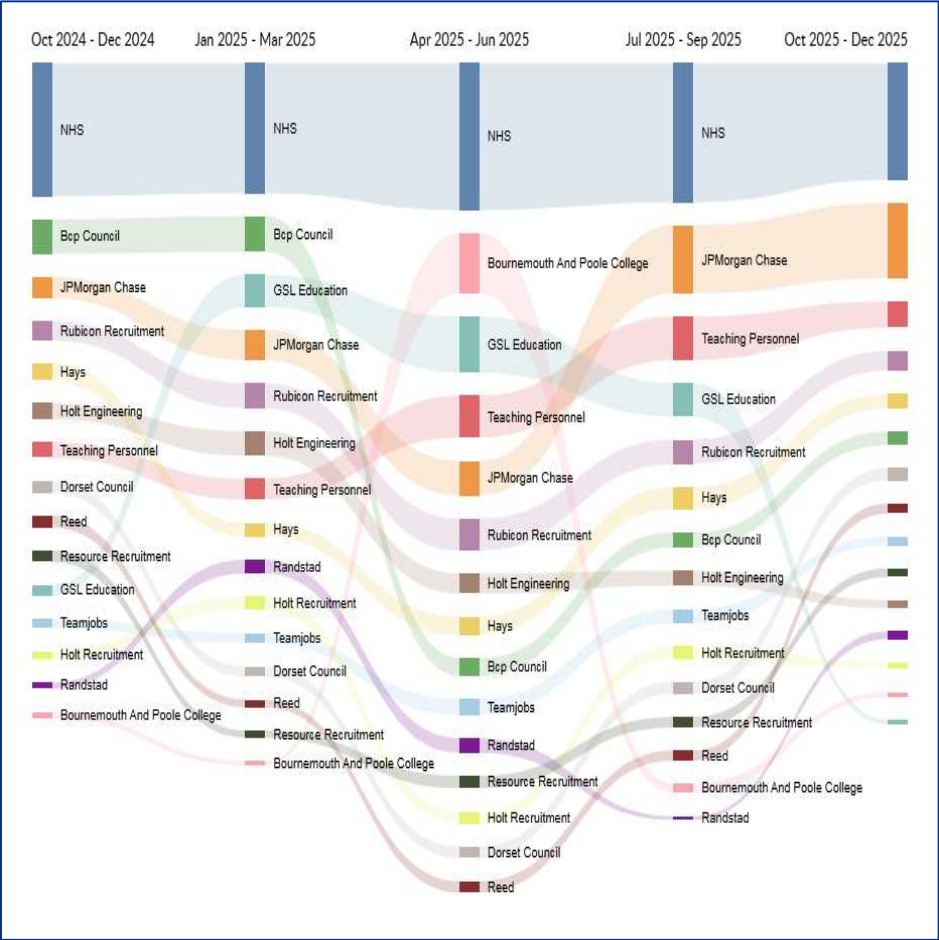


Vacancies by occupation – by quarter

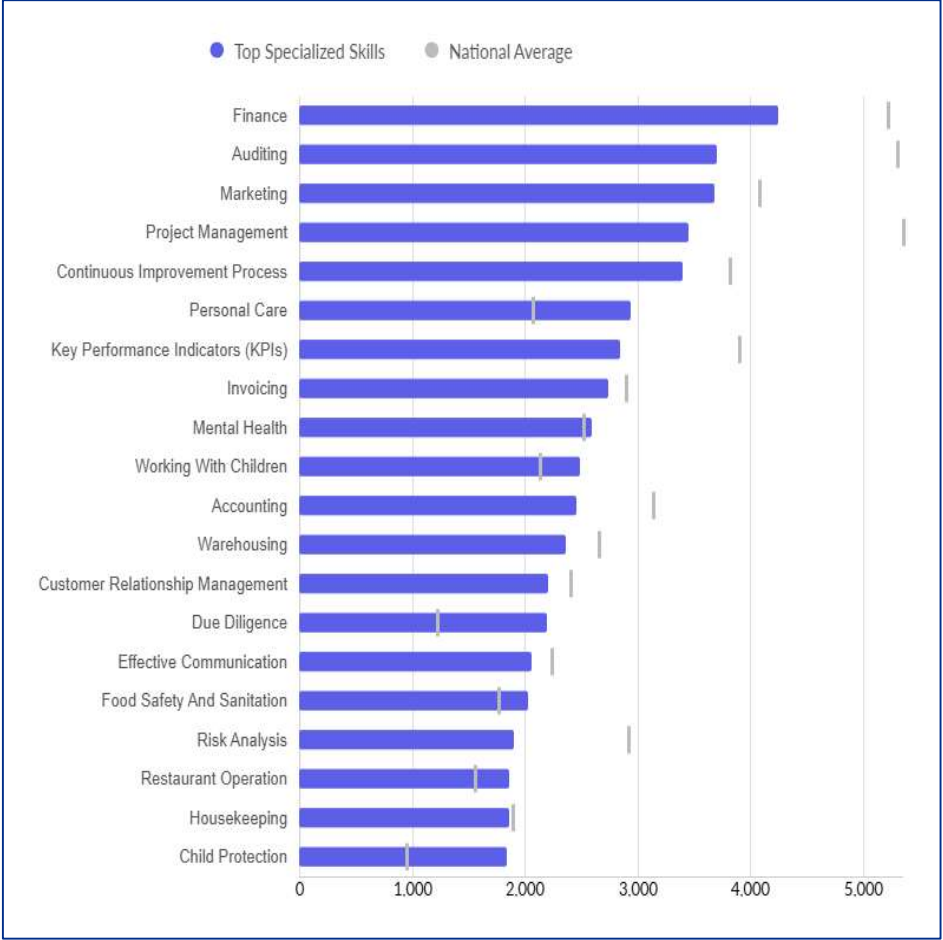


BCP – advertised vacancies (quarterly - Jan 24 – Dec 25)

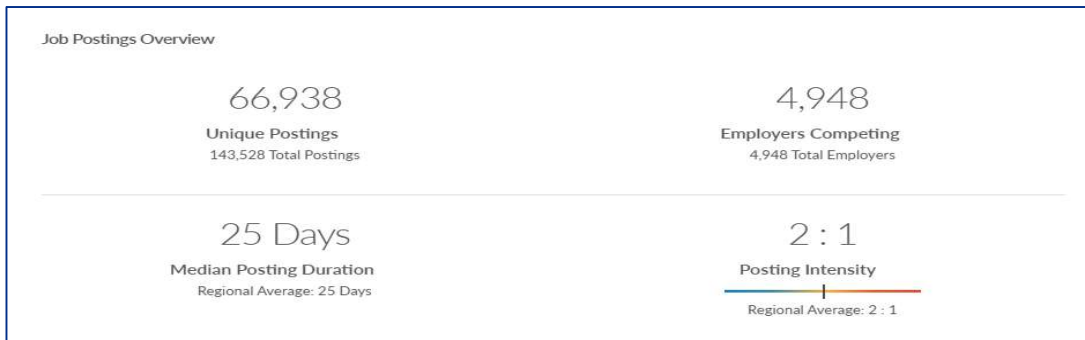
Vacancies by recruiter – by quarter



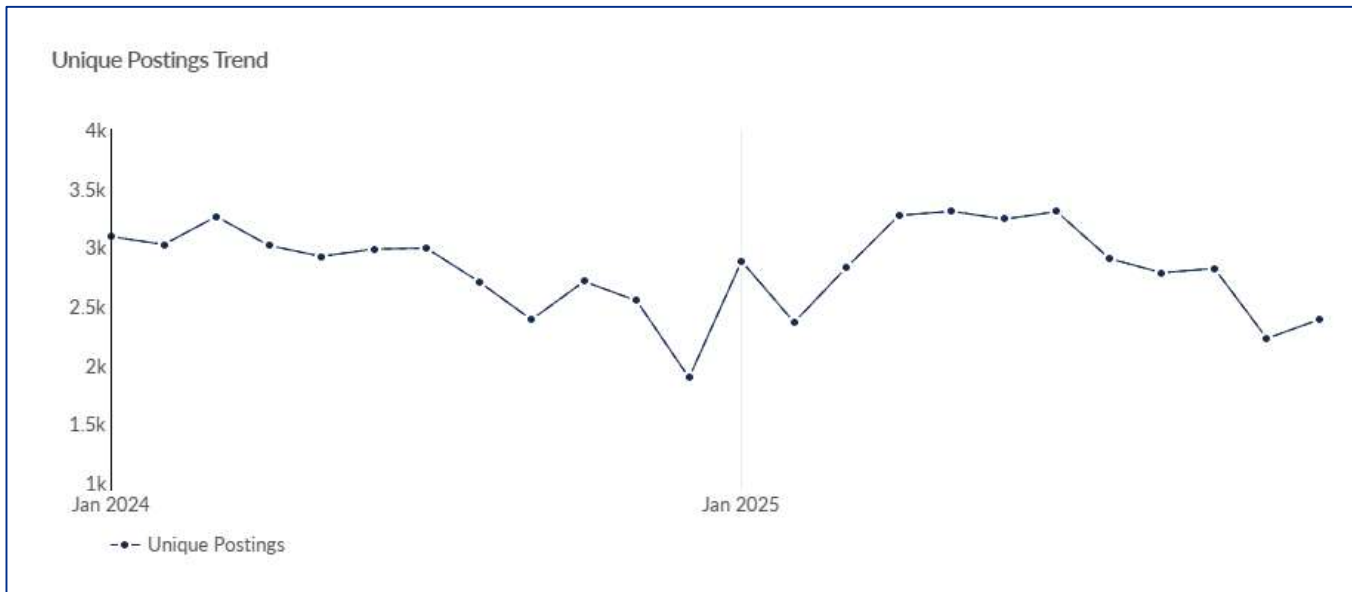
Top sought specialised skills



Dorset – advertised vacancies (Jan 24 – Dec 25)



Similar trends have been experienced in the Dorset Council area, as seen in BCP Council area (see previous slides). Whilst advertised vacancies have shown some softness, they remain relatively resilient. Around 2,400 advertised vacancies in Dec 25.



Similar recruiting sectors, with some larger private care home providers amongst the main recruiters.

Dorset – advertised vacancies (quarterly - Jan 24 – Dec 25)

Posted job vacancies by broad industry

Top Industries

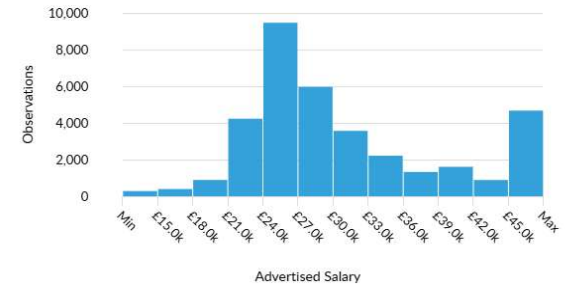
Industry	Total/Unique (Jan 2024 - Dec 2025)	Posting Intensity	Median Posting Duration
Employment Activities	32,872 / 15,940	2 : 1	28 days
Human Health Activities	19,058 / 6,271	3 : 1	30 days
Food and Beverage Service Activities	9,774 / 3,265	3 : 1	26 days
Retail Trade, Except of Motor Vehicles and Motorcycles	7,302 / 2,870	3 : 1	23 days
Residential Care Activities	9,536 / 2,613	4 : 1	28 days
Public Administration and Defence; Compulsory Social Security	3,349 / 2,278	1 : 1	22 days
Education	3,126 / 1,704	2 : 1	23 days
Services to Buildings and Landscape Activities	2,213 / 1,202	2 : 1	18 days
Accommodation	1,777 / 1,099	2 : 1	23 days
Office Administrative, Office Support and Other Business Support Activities	2,254 / 1,094	2 : 1	22 days
Activities of Head Offices; Management Consultancy Activities	2,331 / 1,062	2 : 1	27 days
Social Work Activities Without Accommodation	2,243 / 939	2 : 1	26 days
Other Personal Service Activities	1,741 / 850	2 : 1	24 days
Other Professional, Scientific and Technical Activities	1,929 / 796	2 : 1	30 days
Real Estate Activities	1,666 / 778	2 : 1	27 days
Computer Programming, Consultancy and Related Activities	1,547 / 721	2 : 1	19 days
Manufacture of Beverages	1,801 / 639	3 : 1	24 days
Wholesale Trade, Except of Motor Vehicles and Motorcycles	980 / 589	2 : 1	25 days
Specialised Construction Activities	768 / 489	2 : 1	23 days
Financial Service Activities, Except Insurance and Pension Funding	937 / 473	2 : 1	28 days

Advertised salary – current and trends

Advertised Salary

There are 35,495 advertised salary observations (53% of the 66,938 matching postings).

£28.0k
Median Advertised Salary



Advertised Salary Trend

▲ 9.7% Jan 2024 – Dec 2025
£28.0k Median



Dorset – advertised vacancies (quarterly - Jan 24 – Dec 25)

Top posted job titles

Top Posted Job Titles

Job Title	Total/Unique (Jan 2024 - Dec 2025)	Posting Intensity	Median Posting Duration
Support Workers	3,170 / 1,316	2 : 1	30 days
Care Assistants	3,368 / 1,057	3 : 1	30 days
Cleaners	1,923 / 927	2 : 1	22 days
Teaching Assistants	1,542 / 813	2 : 1	27 days
Health Care Assistants	1,148 / 571	2 : 1	29 days
Kitchen Assistants	1,434 / 517	3 : 1	25 days
Housekeepers	848 / 468	2 : 1	24 days
Labourers	844 / 430	2 : 1	24 days
SEN Teaching Assistants	745 / 374	2 : 1	29 days
Delivery Drivers	908 / 370	2 : 1	23 days
Self Employed	591 / 348	2 : 1	19 days
Administrators	639 / 330	2 : 1	24 days
Production Operatives	717 / 327	2 : 1	23 days
Catering Assistants	1,045 / 320	3 : 1	28 days
Chefs	1,213 / 314	4 : 1	27 days
Home Care Assistants	2,314 / 312	7 : 1	29 days
Customer Service Assistants	991 / 298	3 : 1	24 days
Warehouse Operatives	615 / 287	2 : 1	26 days
Kitchen Porters	490 / 283	2 : 1	26 days
Groundworkers	416 / 265	2 : 1	24 days

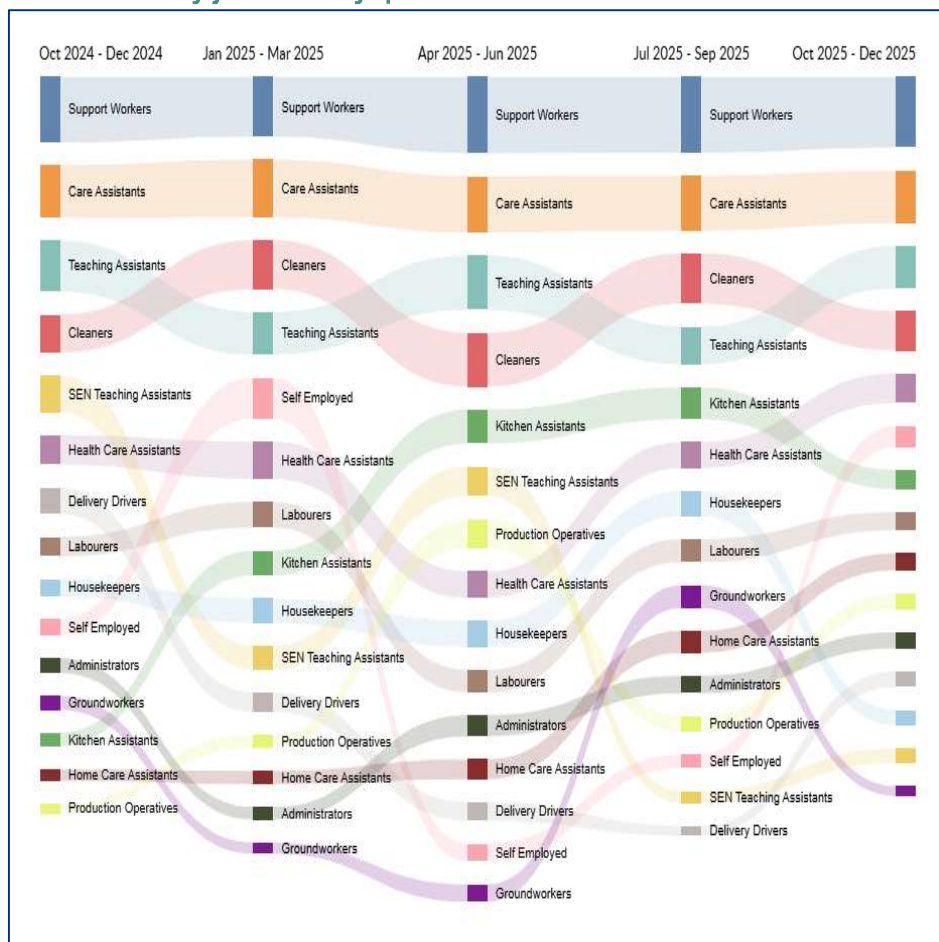
Top posted occupations (SOC)

Top Posted Occupations

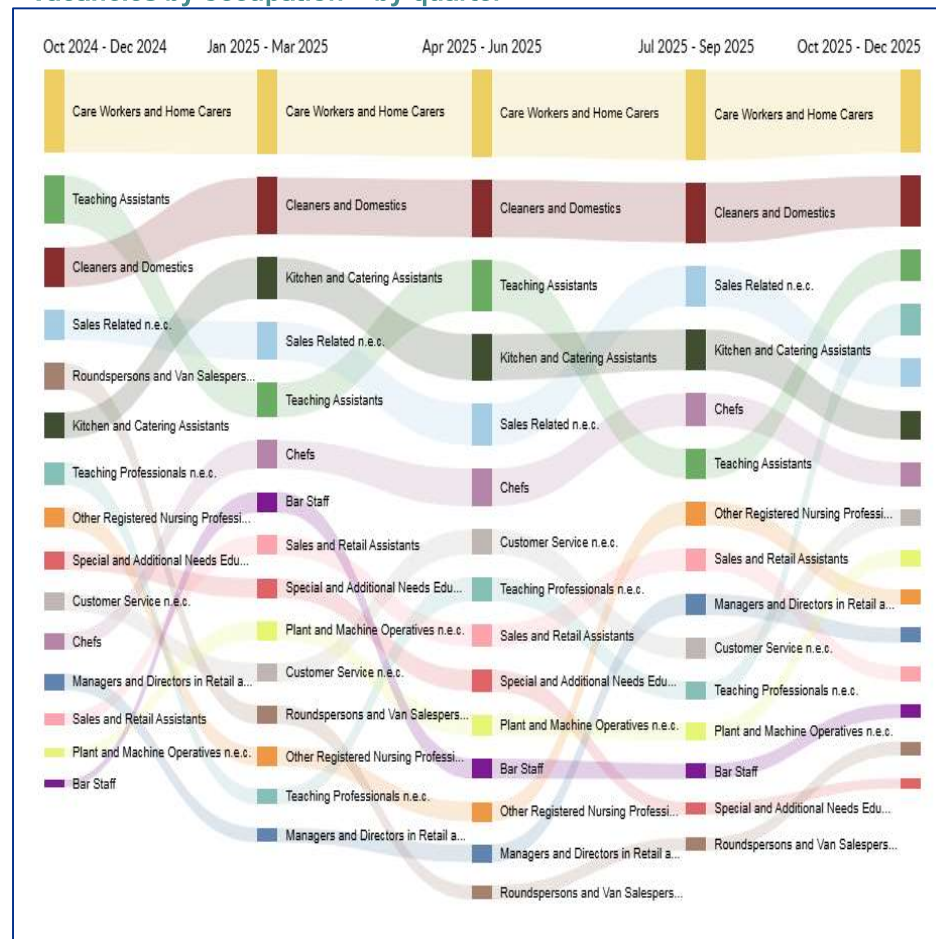
Occupation (SOC)	Total/Unique (Jan 2024 - Dec 2025)	Posting Intensity	Median Posting Duration
Care Workers and Home Carers	12,248 / 4,015	3 : 1	30 days
Cleaners and Domestic	4,947 / 2,515	2 : 1	22 days
Kitchen and Catering Assistants	4,905 / 1,908	3 : 1	25 days
Sales Related Occupations n.e.c.	3,685 / 1,889	2 : 1	25 days
Teaching Assistants	3,100 / 1,648	2 : 1	27 days
Chefs	3,650 / 1,418	3 : 1	22 days
Customer Service Occupations n.e.c.	2,500 / 1,015	2 : 1	24 days
Teaching Professionals n.e.c.	1,537 / 961	2 : 1	26 days
Sales and Retail Assistants	2,416 / 933	3 : 1	22 days
Other Registered Nursing Professionals	3,650 / 922	4 : 1	29 days
Managers and Directors in Retail and Wholesale	1,552 / 789	2 : 1	24 days
Roundspersons and Van Salespersons	1,747 / 784	2 : 1	22 days
Book-keepers, Payroll Managers and Wages Clerks	1,242 / 765	2 : 1	23 days
Bar Staff	1,638 / 763	2 : 1	25 days
Waiters and Waitresses	1,521 / 761	2 : 1	25 days
Plant and Machine Operatives n.e.c.	1,747 / 758	2 : 1	30 days
Solicitors and Lawyers	1,402 / 748	2 : 1	28 days
Special and Additional Needs Education Teaching Professionals	1,358 / 745	2 : 1	28 days
Other Administrative Occupations n.e.c.	1,282 / 666	2 : 1	24 days
Secondary Education Teaching Professionals	995 / 653	2 : 1	25 days

Dorset – advertised vacancies (quarterly - Jan 24 – Dec 25)

Vacancies by job title – by quarter

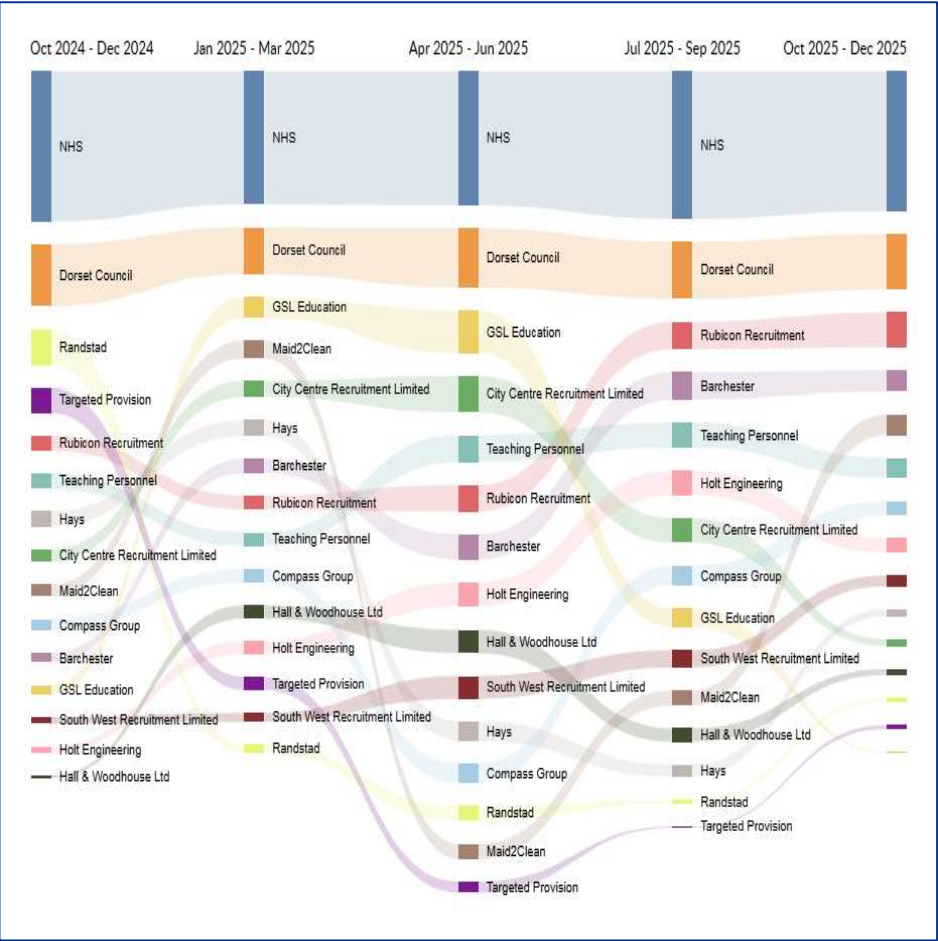


Vacancies by occupation – by quarter



Dorset – advertised vacancies (quarterly - Jan 24 – Dec 25)

Vacancies by recruiter – by quarter



Top sought specialist skills

