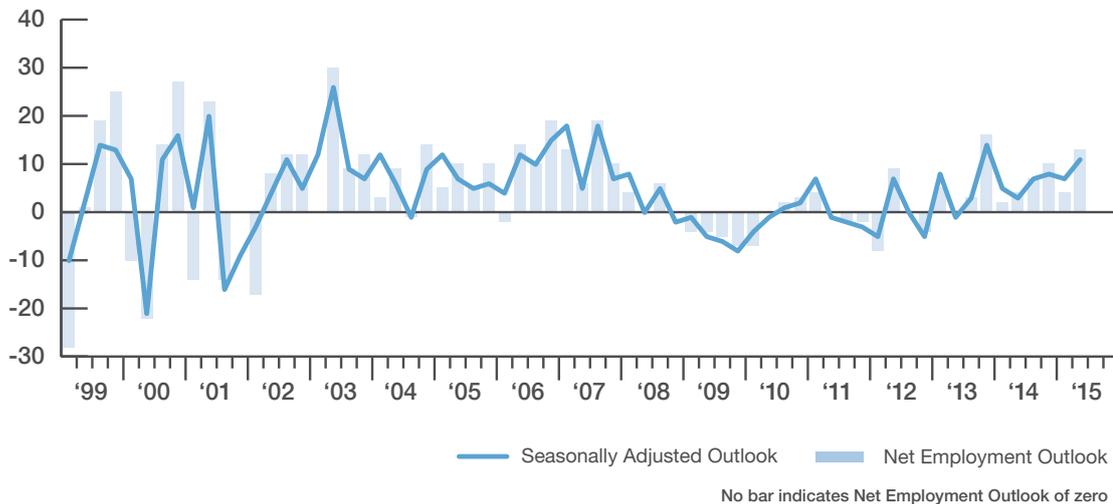




Manpower®

Hiring intentions rise in the North West

With an Employment Outlook of +11%, hiring intentions in the North West are higher than the national average and the second-highest regional Outlook this quarter. Employer optimism has increased more than any other region, compared to the previous quarter.



Q2 2015

North West employment snapshot*

Average weekly pay

At **£510**, average weekly pay in the North West is £58 below the national average.

Hiring Outlook

For the second quarter of 2015, the Net Employment Outlook in the North West is **+11%**.

Employment

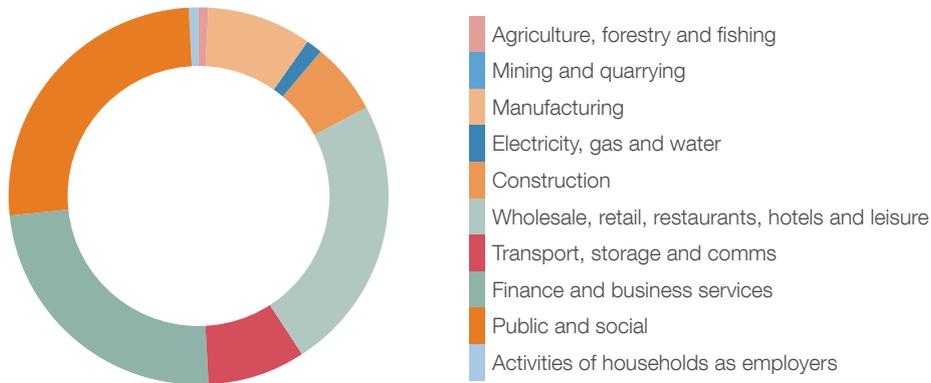
At **70.9%**, the North West rate of employment remains below the national average (73.2%) but has seen an increase of 2.2 percentage points since the same period last year.

Unemployment

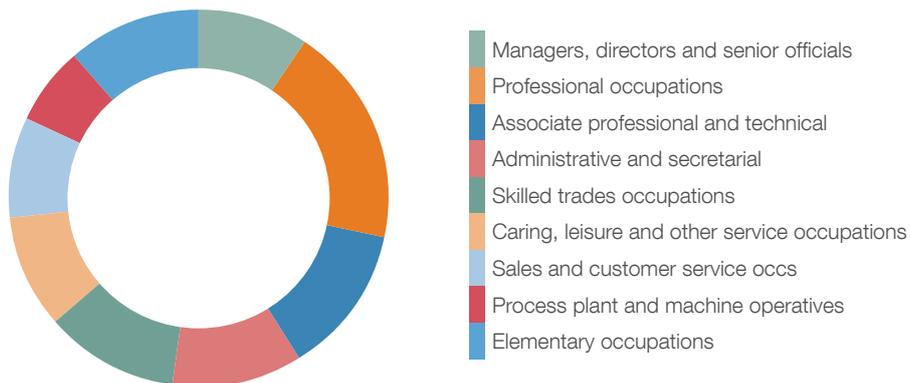
Although unemployment in the North West has fallen year-on-year, at **6.5%**, unemployment remains higher than the national average and is the third highest rate in the UK.

2015
Q2

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

Manpower has observed an increase in demand for candidates in the North West, particularly in call centre, sales and customer service roles, and in sectors such as manufacturing and engineering.

Strong candidates with proven experience are in high demand with more employers in competition to attract the best talent. Meanwhile, candidates with in-demand skills are finding themselves in a stronger position and, in a candidate-driven market, able to command higher salaries. With many employers reporting growth in business opportunities, many of them appear more inclined towards hiring temporary rather than permanent staff. However, employers may not be offering the flexibility that candidates are looking for, with the number of part-time vacancies available being relatively lower than the demand for them.