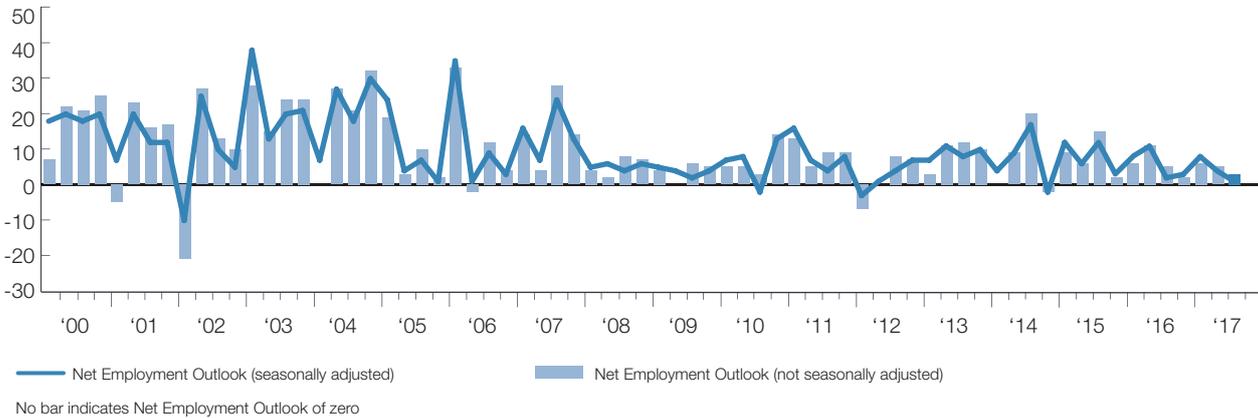




Manpower®

# Employer optimism is limited

At +1%, hiring intentions in the South West for the third quarter of 2017 have dipped slightly when compared to three months ago. Despite a buoyant labour market, this quarter's Outlook indicates that employers in the region now have a near-neutral view when it comes to the prospects for hiring and job creation.



Q3 2017

## South West employment snapshot

### Average weekly pay

The South West is the fifth best-paid region in the UK. The average weekly wage is **£567**, £32 below the national average.

### Employment

The rate of employment in the South West is above the national average and stands at **78.7%**. The South West has the highest rate of employment in the UK.

### Hiring Outlook

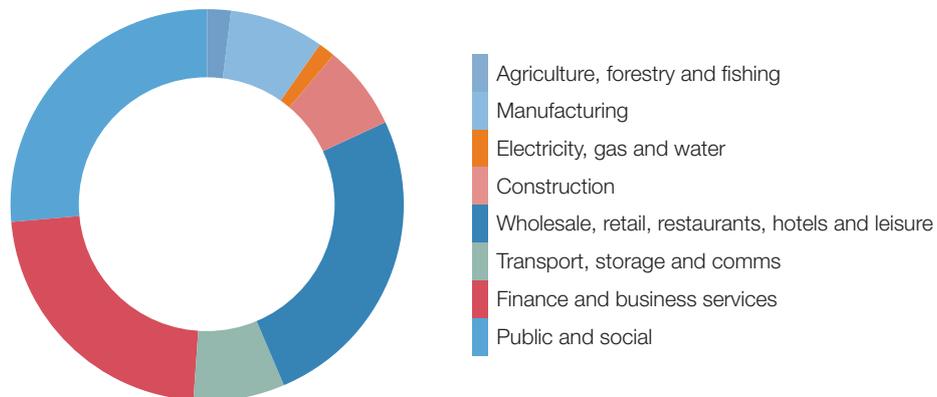
For the third quarter of 2017, the seasonally adjusted Net Employment Outlook in the South West is **+1%**. The region's Outlook is below the national average (+5%).

### Unemployment

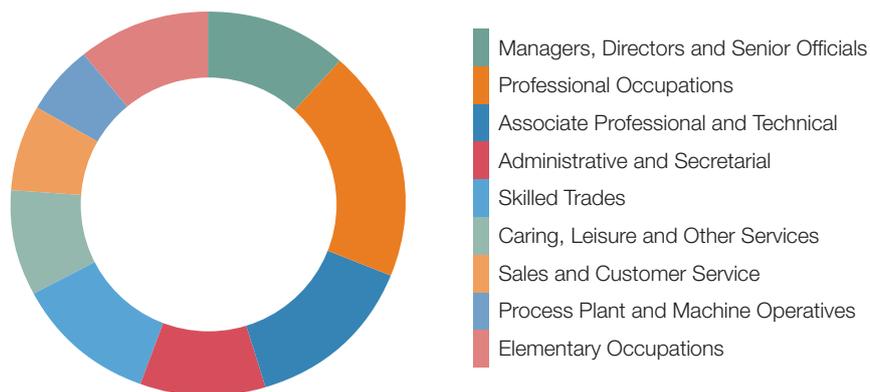
At **3.6%**, the unemployment rate continues to be markedly lower than the national average. The South West has the second-lowest unemployment rate in the country.

2017  
Q3

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

Despite the neutral Outlook, the last three months in the South West has seen demand for candidates remain steady, and for production, warehouse and driving roles in particular.

However, in a candidate-led market, employers still face a talent shortage. In a market where skilled candidates have choices, many of them are becoming more discriminating when it comes to factors like pay, job security, and commuting distances. Travel is becoming an increasingly important consideration. Candidates are facing longer journey times due to more congestion on main roads, particularly during the holiday season.

Organisations who wish to stand out as employers of choice, stand a greater chance of attracting quality candidates when pay rates are competitive and more flexible approaches to work are on offer, such as flexible hours and homeworking, for example.