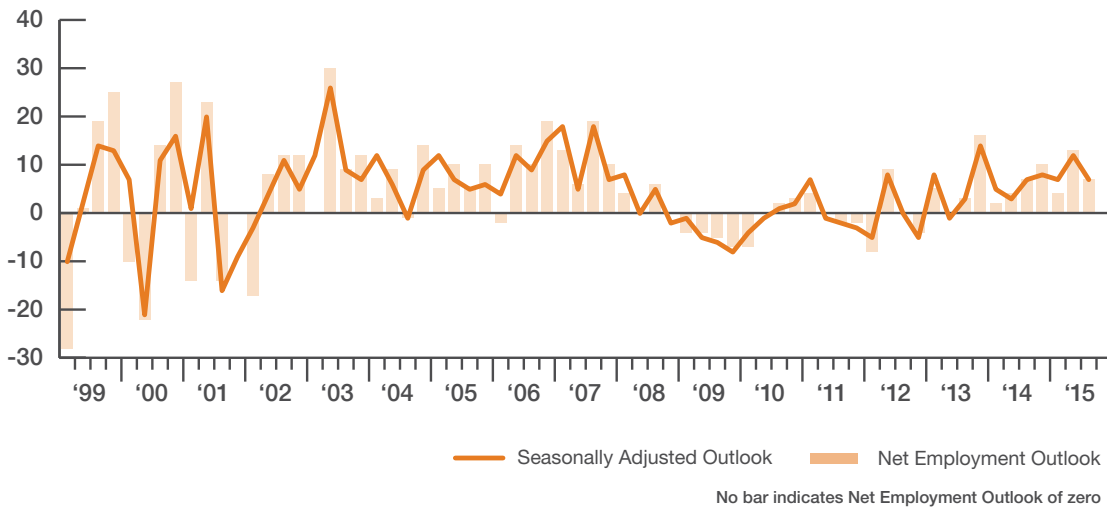




Manpower®

Modest payroll growth forecast in the North West

At +7%, the Employment Outlook has seen hiring intentions cool off compared to three months ago. However, for the third quarter of 2015, employer optimism still remains in positive territory when it comes to job creation and is above the national average.



Q3 2015

North West employment snapshot*

Average weekly pay

At **£520**, average weekly pay in the North West is £56 lower than the national average.

Hiring Outlook

For the third quarter of 2015, the Net Employment Outlook in the North West is **+7%** and, as in previous quarters, employer optimism has remained higher than the national average (+6%).

Employment

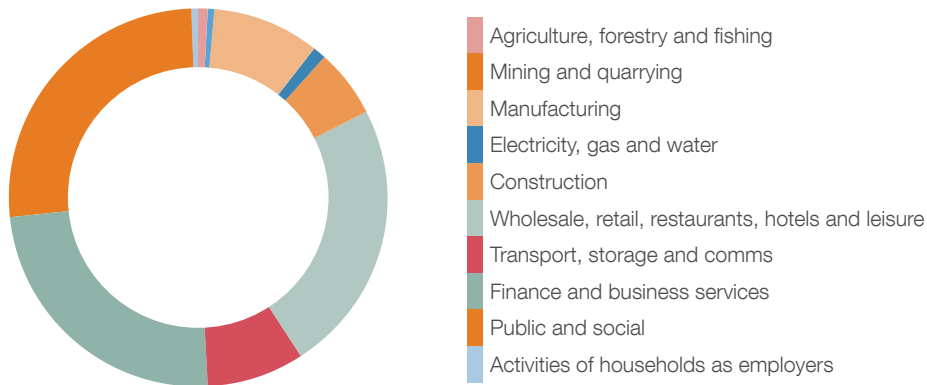
At **71.8%**, the North West rate of employment remains below the national average (73.6%) but has seen an increase of two percentage points since the same period last year.

Unemployment

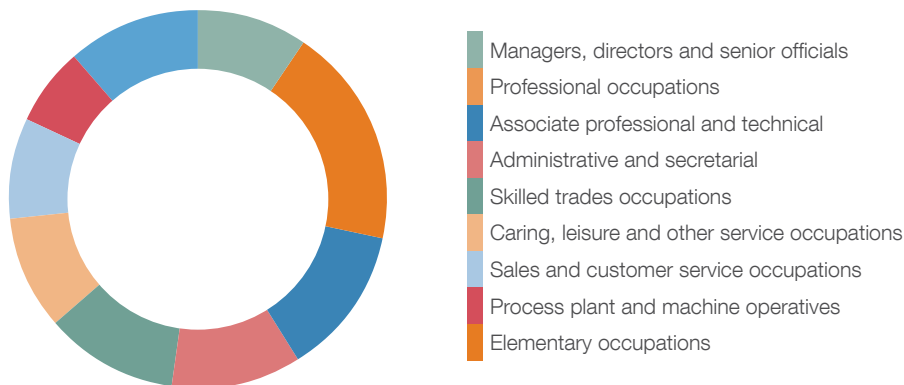
Unemployment in the North West has fallen year-on-year, and at **5.7%**, the unemployment rate remains slightly higher than the national average.

Q3 2015

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

The regional labour market in the North West is improving; however there is a skills shortage in the region, and increased competition for candidates with the in-demand skills employers want. In an increasingly candidate-led market, candidates have more opportunity than ever before to negotiate the salary they want and choose between multiple job openings. As a result, employers will need to look at new and innovative ways to attract and retain the talent they need.

Candidates with sales, administration, and clerical roles are in strong demand - particularly when those skills were gained within a contact centre environment. There is little employer demand for part-time roles in the region, with candidates rarely requesting this type of role either.