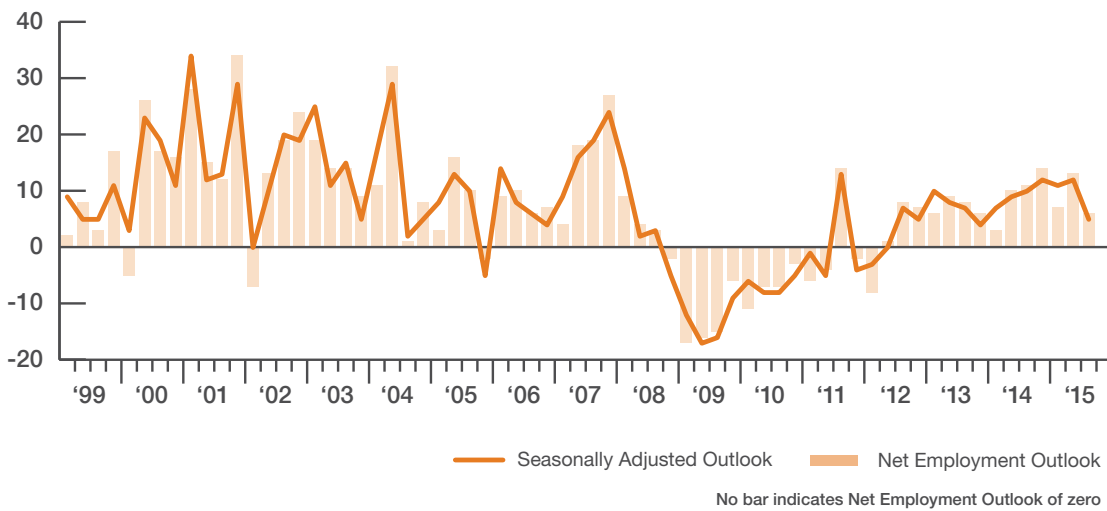




Manpower®

# West Midlands report modest hiring intentions

At +5%, the Employment Outlook in the West Midlands remains positive but after a year of being among the most optimistic regions in the country for job creation, it shows that employers in the West Midlands have become increasingly cautious. Compared to the previous six months, the third quarter of 2015 now shows a sharp fall in hiring intentions amongst employers.



Q3 2015

## West Midlands employment snapshot\*

### Average weekly pay

The West Midlands is the fifth best-paid region in the UK with an average weekly wage of **£538**, some £38 below the national average.

### Hiring Outlook

For the third quarter of 2015 the Net Employment Outlook in the West Midlands stands at **+5%**; just one percentage point under the national average (+6%).

### Employment

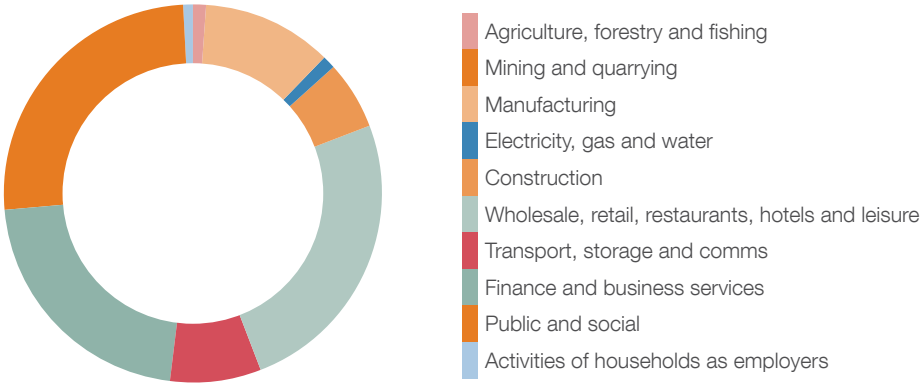
The rate of employment in the West Midlands is below the national average and stands at **71.2%**. A 1.3% increase in employment level has been seen since the same period of 2014.

### Unemployment

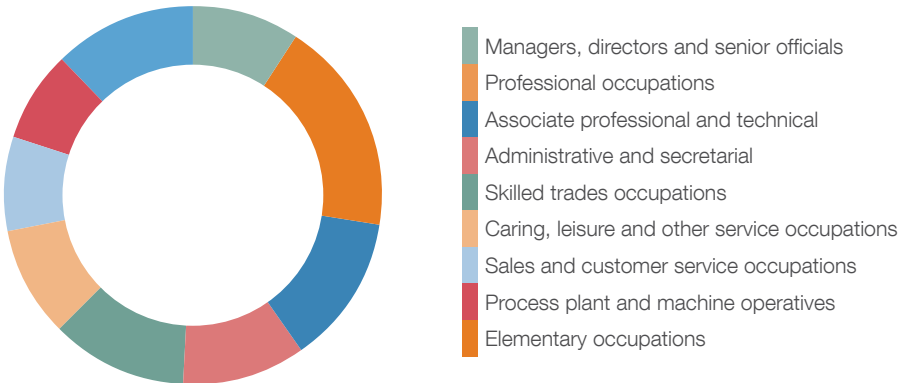
At **6.4%**, the unemployment rate continues to be well above the national average and significantly higher than most other UK regions.

2015  
Q3

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

In the West Midlands, the market continues to be strongly candidate-driven. Those with experience in sales and/ or customer service roles are in particularly high demand. However, we have observed that across the region, employers are finding lower-salaried roles harder to fill.

We have also noted an increase in the number of 18-24 year olds applying for jobs, however many lack the skills and experience required for the roles advertised. At the same time, while there has been a decrease in demand for part-time staff, we have seen that employers are becoming increasingly open to the option of offering flexible working hours for their staff.

\*ONS employment and unemployment rates and average weekly pay statistics relate to January – March of 2015; employment by occupation refers to January 2014 – December 2014; and workforce jobs by industry refers to December 2014. The Manpower Employment Outlook Survey is a forward looking measure, anticipating hiring intentions for Quarter 3 2015.