



Employer optimism decreases considerably in the North West

At +0%, the Employment Outlook has seen hiring intentions cool significantly when compared to three months ago. In the fourth quarter of 2015, employers have indicated a flat Outlook when it comes to job creation.



Q4 2015

North West employment snapshot

Average weekly pay

At **£509**, average weekly pay in the North West is £71 lower than the national average.

Hiring Outlook

For the fourth quarter of 2015, the seasonally adjusted Net Employment Outlook in the North West has fallen to **0%**. As employer's hiring intentions turn neutral, this marks a considerable decrease in optimism when compared to the previous three quarters. The national average is +4%.

Employment

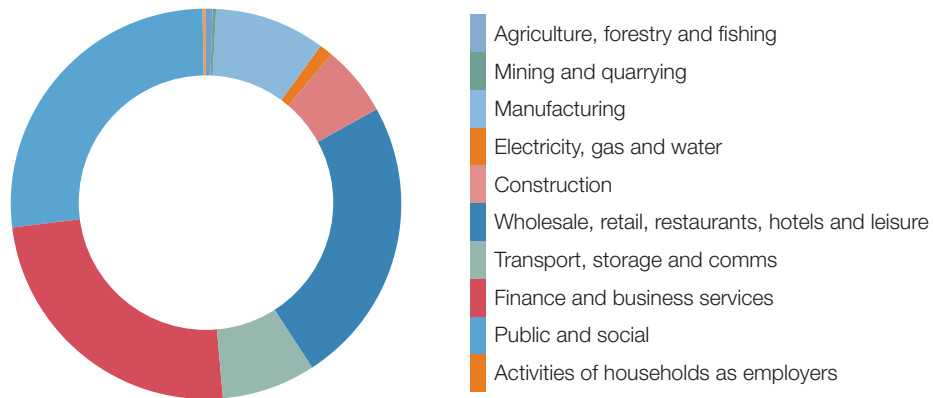
At **71.0%**, the North West rate of employment remains below the national average (73.4%) but has seen an increase of 1.1% since the same period last year.

Unemployment

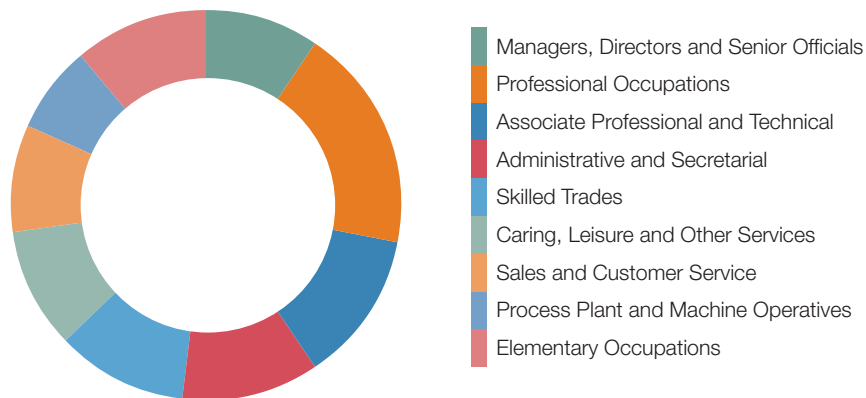
Unemployment in the North West has fallen year-on-year, and at **6.0%**, the unemployment rate remains slightly higher than the national average.

Q4 2015

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

The permanent market continues to improve in the region, particularly in Manchester, where we have seen strong demand for sales people within call centres and financial services. However, in a candidate-led market, jobseekers with in-demand skills are now able to pick and choose between multiple job opportunities.

Consequently, pay is rising, and employers have noticed a decline in the number of applications to each vacancy as they compete with one another for quality candidates. In order to get them, many clients are investing in their recruitment process and working with Manpower to improve the candidate experience from application to interview.

*ONS employment and unemployment rates and average weekly pay statistics relate to April – June of 2015; employment by occupation refers to April 2014 – March 2015; and workforce jobs by industry refers to March 2015. The Manpower Employment Outlook Survey is a forward-looking measure, anticipating hiring intentions for Quarter 4 2015.