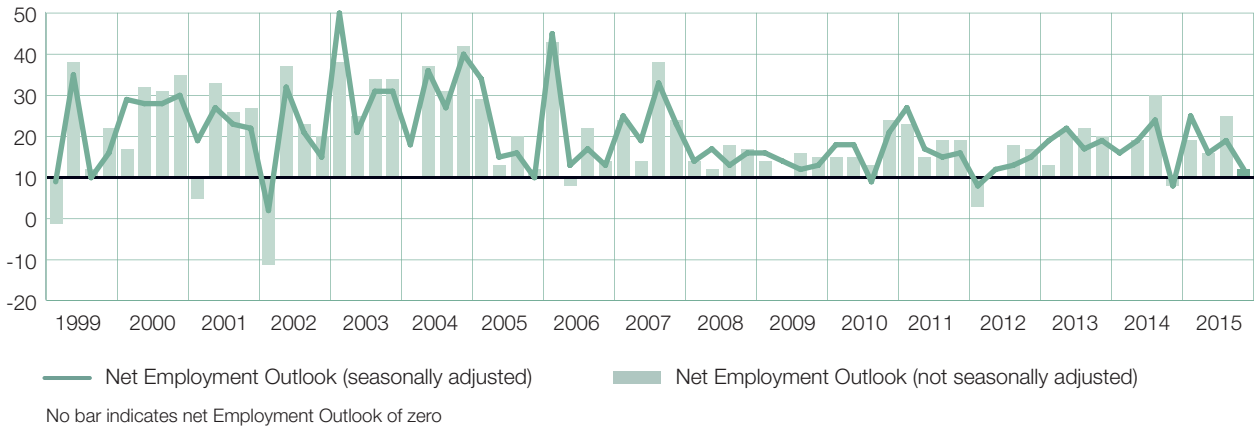




# Employer optimism dips in the South West

At +2%, the Employment Outlook in the South West has seen a moderate decrease in employer optimism for job creation when compared to the previous quarter, although hiring intentions still remain in positive territory.



Q4 2015

## South West employment snapshot

### Average weekly pay

The South West is the fifth best-paid region in the UK. The average weekly wage is **£550**, some £30 below the national average.

### Hiring Outlook

For the fourth quarter of 2015, the seasonally adjusted Net Employment Outlook in the South West is **+2%**. This is lower than the national average of +4%.

### Employment

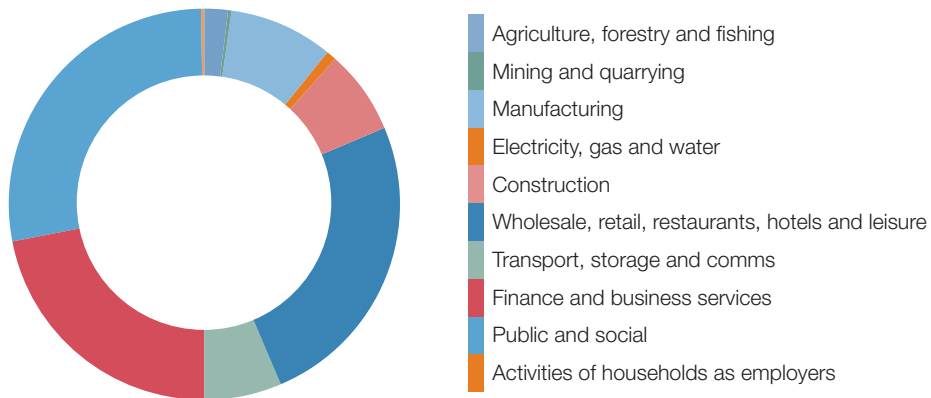
The rate of employment in the South West is above the national average and stands at **78.3%**. This represents a 0.7% increase since last quarter and a 2.2 percentage point increase since the same period last year. The South West has the highest rate of employment in the UK.

### Unemployment

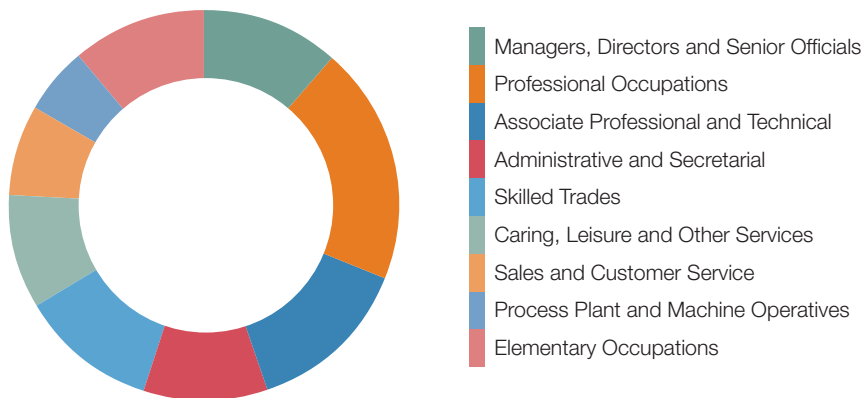
At **4.4%**, the unemployment rate continues to be lower than the national average with the South West having the lowest unemployment rate in the country.

Q4 2015

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

Across the region, there is a rise in permanent opportunities. Exeter is experiencing a competition for talent between manufacturing employers, while the NHS is still driving opportunities in both Exeter and Plymouth, the latter of which is also seeing strong demand within industrial sectors and contact centres.

However, employers are facing challenges in attracting and securing quality candidates, since those with in-demand skills are increasingly able to pick and choose between multiple job opportunities. Pay and time spent commuting to work are now increasingly important to candidates. Meanwhile employers who are reluctant to forgo valued employees are now all the more willing to make counter-offers in order to induce them to stay.

\*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.