



Manpower®

Employer optimism subdued in the West Midlands

At 0%, the Employment Outlook in the West Midlands has declined, continuing a trend of falling employer optimism that we have seen over the past year. For the fourth quarter of 2015, hiring intentions amongst employers in the West Midlands are limited.



G15
2015
Q4

West Midlands employment snapshot

Average weekly pay

The West Midlands is now the eighth best-paid region in the UK with an average weekly wage of **£525**, some £55 below the national average.

Hiring Outlook

For the fourth quarter of 2015 the seasonally adjusted Net Employment Outlook in the West Midlands stands at **0%**; this is markedly lower than the national average (+4%).

Employment

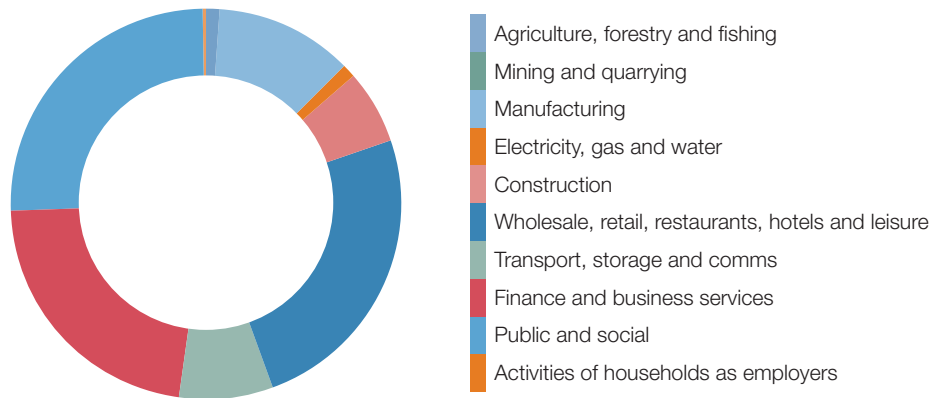
The rate of employment in the West Midlands is below the national average and stands at **70.7%**. However there has been a 0.8% increase in the level of employment since the same period last year.

Unemployment

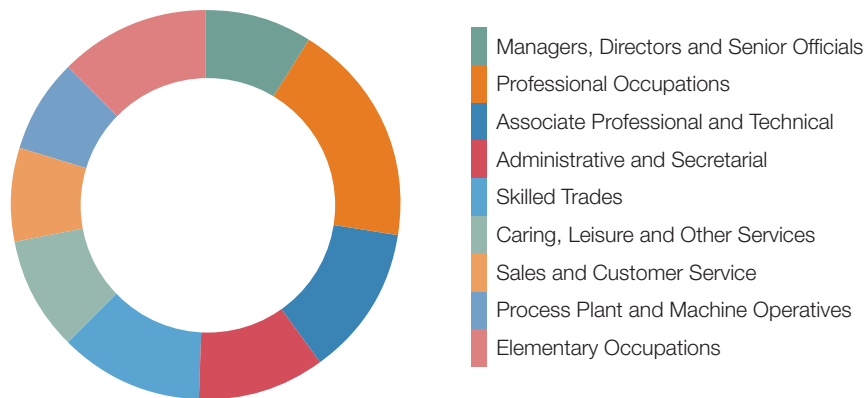
At **6.0%**, the unemployment rate is slightly above the national average and higher than a number of other UK regions. However, the rate of unemployment has fallen 1.7% since the same period last year.

Q4 2015

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

There is a particularly buoyant demand for candidates with sales experience within the finance and business services sectors, while demand in the logistics sector is also increasing with more permanent positions being created. However employers are finding customer service and sales roles more difficult to fill due to regional skills shortages.

In fact, across all sectors, businesses are giving more consideration to how they find and attract quality candidates. Jobseekers now have greater choice in terms of where to work and many can pick and choose between multiple job opportunities. And as businesses increasingly have to compete for them, they are realising the need to present themselves as employers of choice.

*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 4 2015.