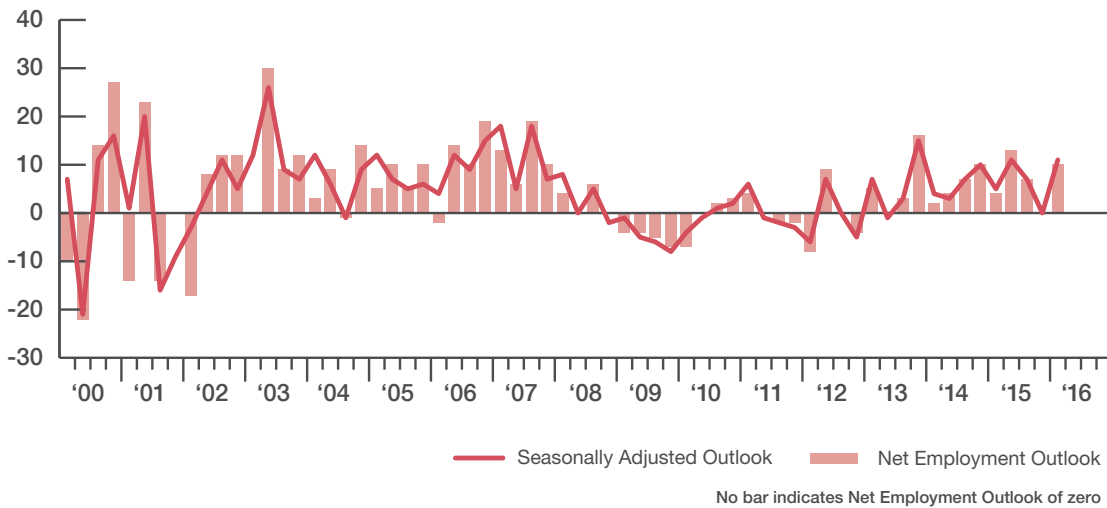




Manpower®

Employer optimism increases in the North West

After three successive quarters of declining hiring intentions, employer sentiment in the North West has improved going into 2016. With an Employment Outlook of +11%, employers in the region are amongst the most optimistic in the country when it comes to job creation for the first quarter of 2016.



Q1 2016

North West employment snapshot*

Average weekly pay

At **£528**, average weekly pay in the North West is £44 lower than the national average.

Hiring Outlook

For the first quarter of 2016, the seasonally adjusted Net Employment Outlook in the North West has risen to **+11%**. The national average currently stands at +7%.

Employment

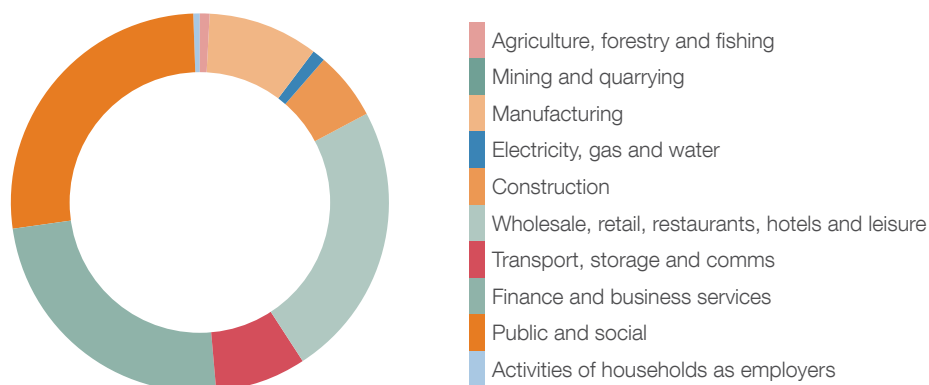
At **72.1%**, the North West rate of employment remains below the national average (73.7%) but has seen an increase of 1.5% since the same period last year.

Unemployment

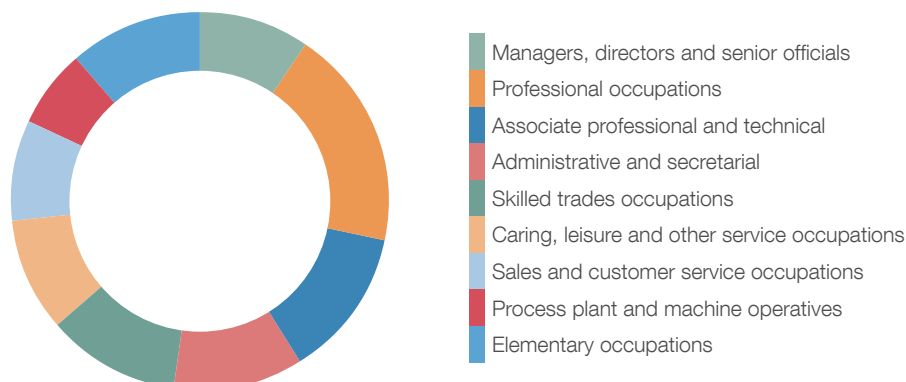
Unemployment in the North West has fallen year-on-year, and at **5.5%**, the unemployment rate remains slightly higher than the national average.

2016
Q1

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

Employers and candidates have good reason to feel optimistic. Permanent hiring has seen strong growth throughout 2015, in particular for roles in sales, account management and customer services. One notable trend in the region has been a growing demand from employers for multi-lingual candidates.

However, in a candidate-led market, jobseekers with in-demand skills are still able to pick and choose between multiple job opportunities. And with pay rising, we have seen an increase in counter-offers being made by employers who are keen to attract and retain skilled talent. Clients in general appear to be becoming aware of a growing talent shortage and are looking at different methods of assessing and attracting candidates.

*ONS employment and unemployment rates and average weekly pay statistics relate to July 2015 – September 2015; employment by occupation refers to July 2014 – June 2015; and workforce jobs by industry refers to June 2015. The Manpower Employment Outlook Survey is a forward-looking measure, anticipating hiring intentions for Quarter 1 2016.