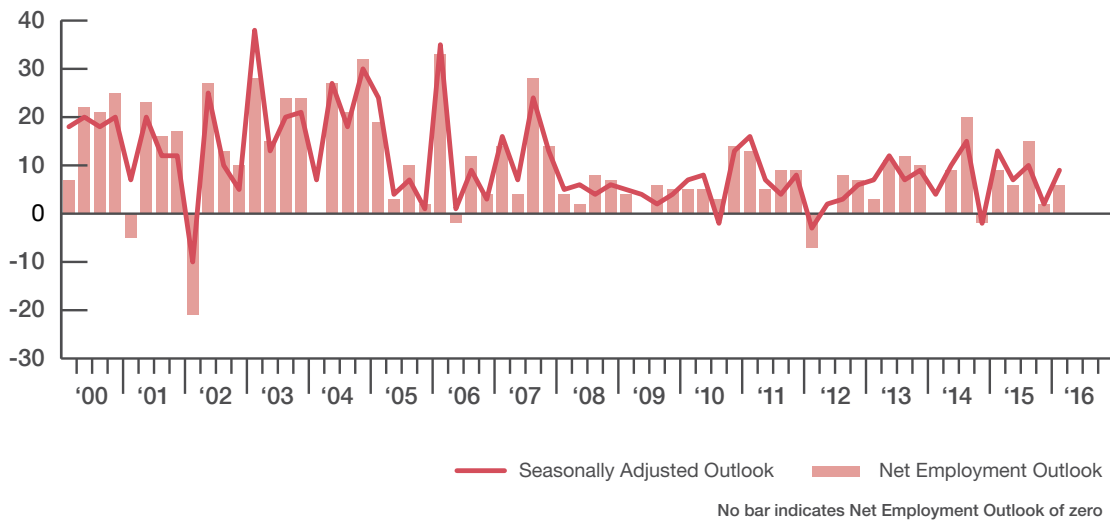




Manpower®

# Employer optimism grows in the South West

Already buoyed by high employment and low unemployment, organisations in the South West have now become more optimistic about hiring with an Employment Outlook of +9%. This result reflects increased employer confidence about job creation.



Q1 2016

## South West employment snapshot\*

### Average weekly pay

The South West is the fourth best-paid region in the UK. The average weekly wage is **£546**, £28 below the national average.

### Hiring Outlook

For the first quarter of 2016, the seasonally adjusted Net Employment Outlook in the South West is **+9%**. This is higher than the national average of +7%.

### Employment

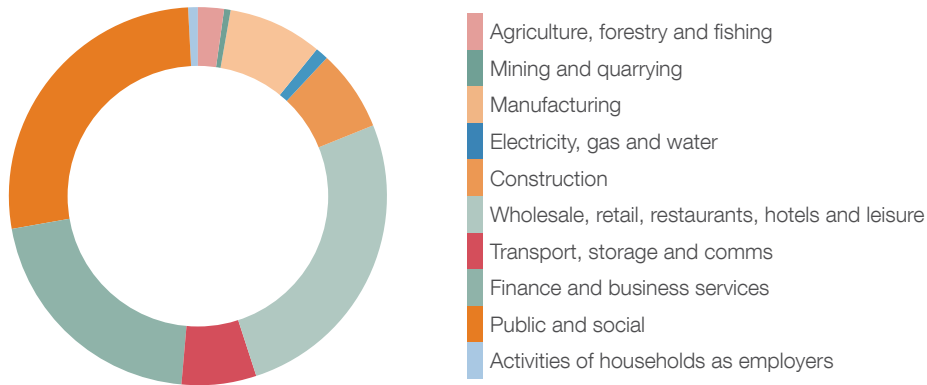
The rate of employment in the South West is above the national average and stands at **77.9%**. The South West has the highest rate of employment in the UK.

### Unemployment

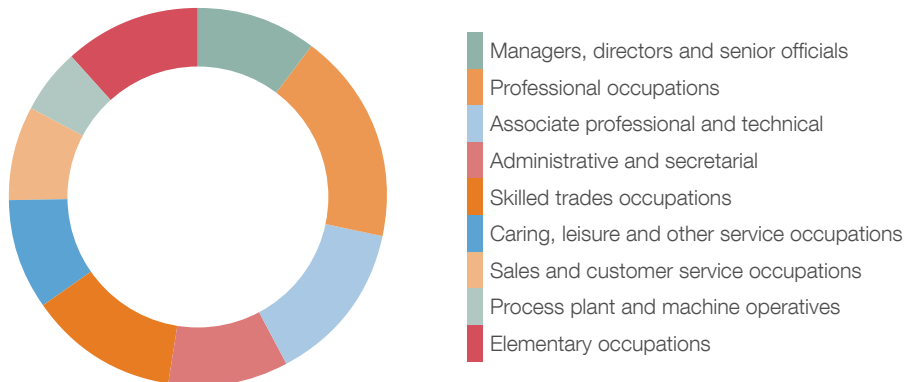
At **3.9%**, the unemployment rate continues to be lower than the national average, with the South West having among the lowest unemployment rates in the country.

2016  
Q1

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

As the regional employment market continues to boom, employers now face significant challenges in securing quality candidates since those with the most in-demand skills are able to pick and choose between multiple job opportunities.

As a result, candidates have become more confident as they realise their potential value to employers. We notice many are demanding higher pay and also becoming more discerning about the distances they are willing to commute to work. Consequently, and despite the improving economy, many employers in the South West now face a skills shortage.

Employers looking to find, attract and retain the best candidates, are increasingly reconsidering their approach. Many forward-thinking clients that we speak to are looking at solutions that range from reviewing employment packages; to the better use of temporary workforces to fill current skills shortages; and the upskilling of their existing employees.