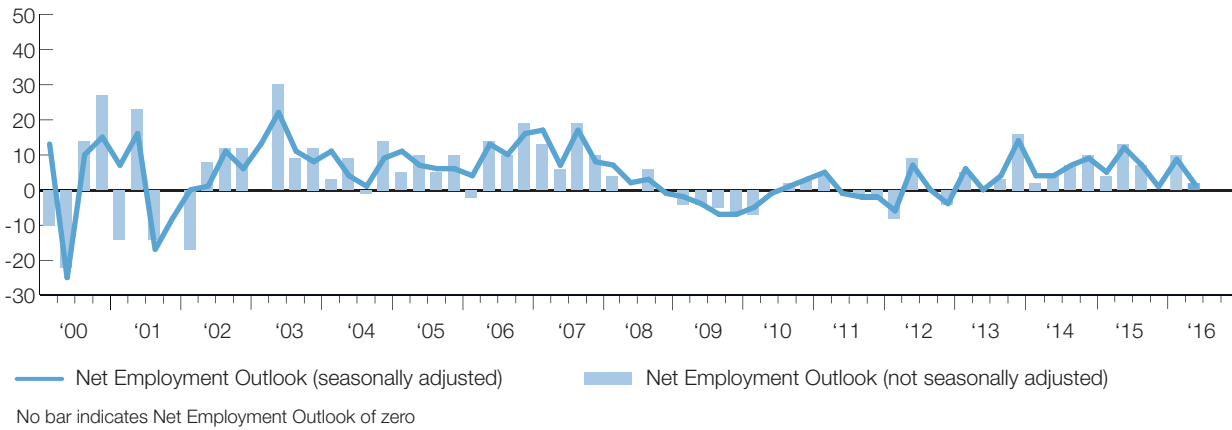




Manpower®

# Cautious optimism in the North West

When it comes to job creation, employer sentiment in the North West has decreased when compared to the previous quarter. However, with an Employment Outlook of +2%, employers still remain cautiously optimistic for the second quarter of 2016.



Q2 2016

## North West employment snapshot

### Average weekly pay

At **£512**, average weekly pay in the North West is £67 lower than the national average.

### Hiring Outlook

For the second quarter of 2016, the seasonally adjusted Net Employment Outlook in the North West has fallen to **+2%**. The national average currently stands at +7%.

### Employment

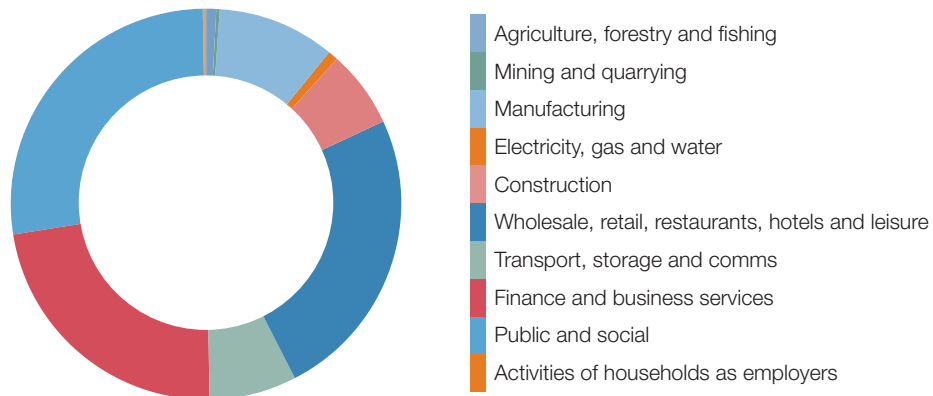
At **73.1%**, the North West rate of employment remains slightly below the national average (74.1%) but has seen an increase of 2.2% since the same period last year.

### Unemployment

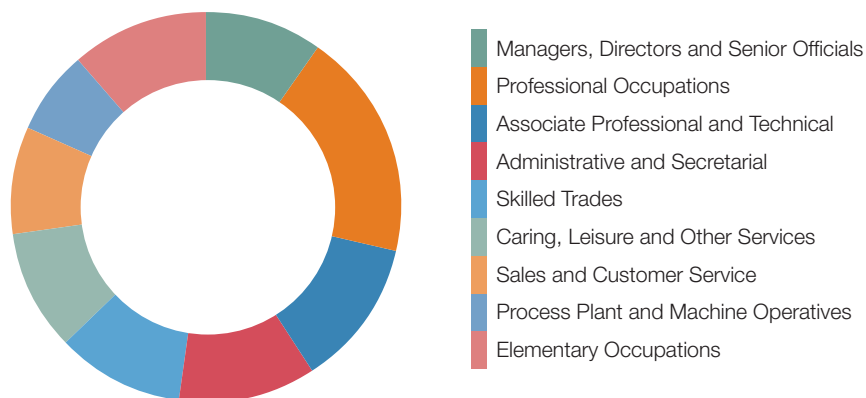
Unemployment in the North West has fallen year-on-year, and at **4.9%**, the unemployment rate remains slightly lower than the national average.

2016  
Q2

## WHERE DO PEOPLE WORK?



## WHAT DO PEOPLE DO?



### Market overview

The North West jobs market has seen growth in roles in the manufacturing sector, particularly in higher-skilled engineering positions, but also within senior roles associated with business development and account management. Some of these trends are being mirrored in the region's towns and cities. In Wigan, for example, current job opportunities are industrial-focused, while Liverpool is seeing positive growth in manufacturing and engineering roles. Meanwhile in Manchester, there has been an increase in the number of sales roles on offer, and we're expecting approximately 1,500 jobs to be created in the new Manchester Airport City development.

A future trend we are seeing across the region is permanent opportunities significantly outnumbering temporary ones. In fact, roles that might once have been temporary are increasingly being offered on a permanent basis.