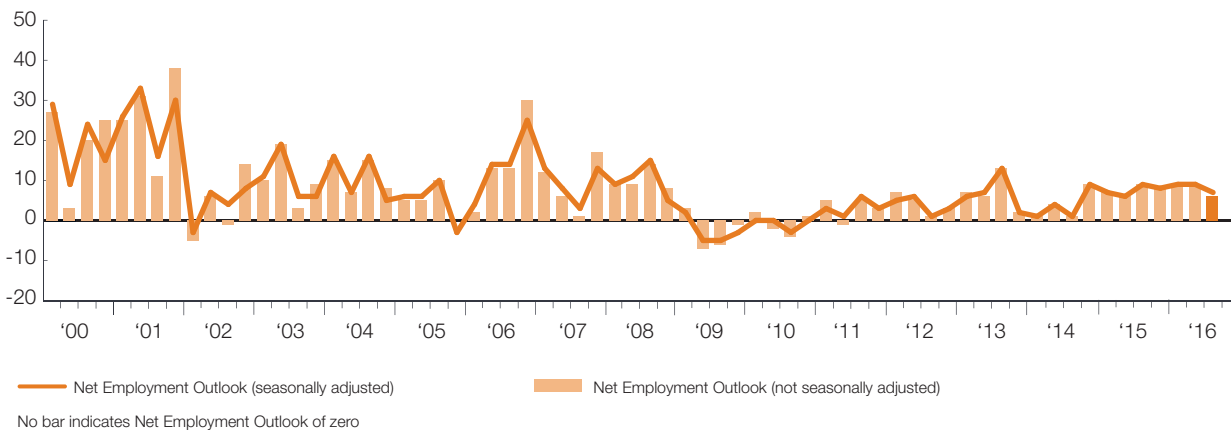


London employers remain optimistic

At +7%, the Employment Outlook for London remains in positive territory, although optimism has dipped slightly when compared to the previous quarter. Nevertheless, with an Outlook above the national average, employers in London remain cautiously optimistic about job creation in the third quarter of 2016.



Q3 2016

London employment snapshot

Average weekly pay

London continues to be the best-paid region in the UK, with average weekly earnings of **£756**. This is £170 higher than the national average.

Hiring Outlook

For the third quarter of 2016, the seasonally adjusted Net Employment Outlook in London stands at **+7%** and higher than the National Outlook (+5%).

Employment

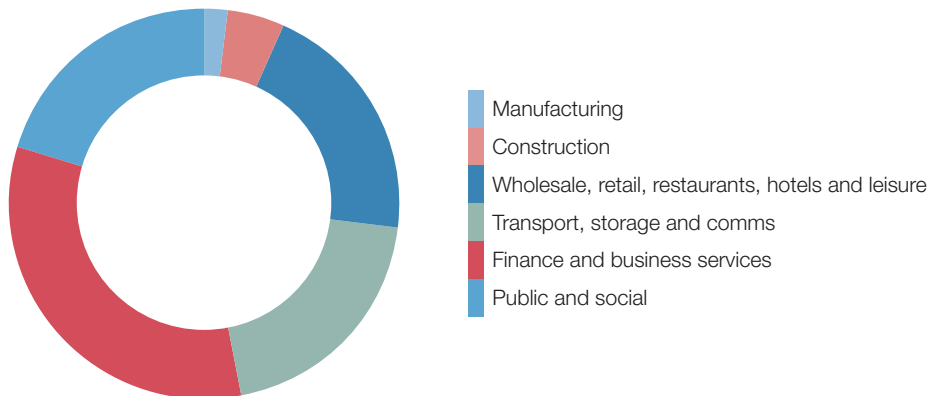
At **73.2%**, the rate of employment in London is below the national average. The current employment rate has seen a 1.1% increase since the same period last year.

Unemployment

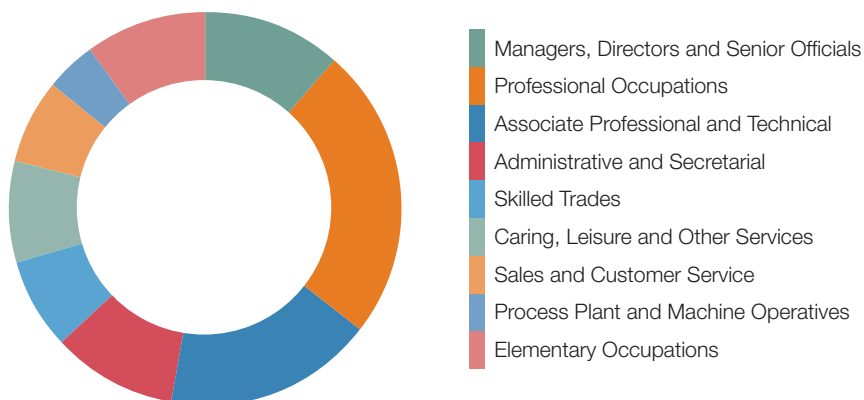
Unemployment in London is currently **5.8%**, which is higher than the national average (5.1%). However this quarter has seen a 0.5% decrease when compared to the same period last year. London has the third-highest unemployment rate in the country.

2016
Q3

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

While recruiting permanent members of staff is a big focus for employers, we are seeing a distinct shift in the employer mindset. In a market where candidates have choices, and skills shortages are prevalent (particularly in industries like IT and telecommunications), the employers we speak to are now looking ever more closely at their employer brand and how they are perceived by the candidates they wish to attract.

In today's market, employers know that they have to compete for talent. With candidates increasingly being approached by recruitment companies even when they are not looking for a new role, employers are now taking a hard look at every aspect of their employer brand and value proposition. From company culture and values, to benefit and remuneration packages, many are now re-evaluating how they can best position themselves as employers of choice.