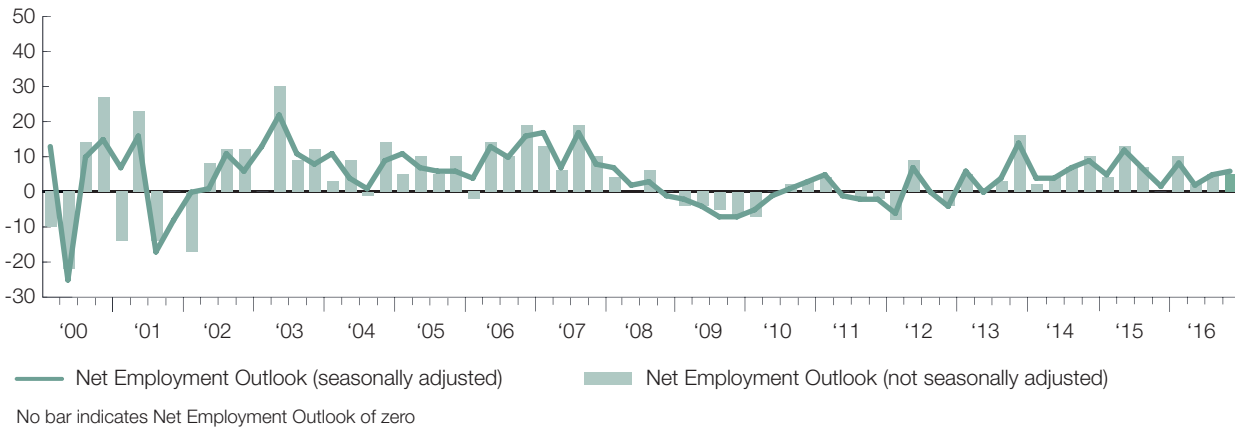




Manpower®

Employers are cautiously optimistic

When it comes to job creation, employer sentiment in the North West has again increased slightly when compared to the previous quarter. With an Employment Outlook of +6%, employers remain cautiously optimistic for the fourth quarter of 2016.



Q4 2016

North West employment snapshot

Average weekly pay

At **£533**, average weekly pay in the North West is £61 lower than the national average.

Hiring Outlook

For the fourth quarter of 2016, the seasonally adjusted Net Employment Outlook in the North West has risen to **+6%**, slightly above the national average.

Employment

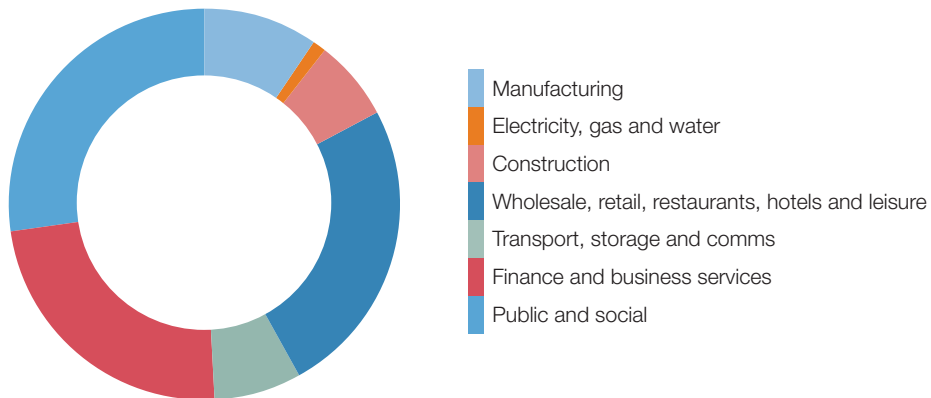
At **72.6%**, the North West rate of employment remains slightly below the national average (74.5%) but has seen an increase of 1.4% since the same period last year.

Unemployment

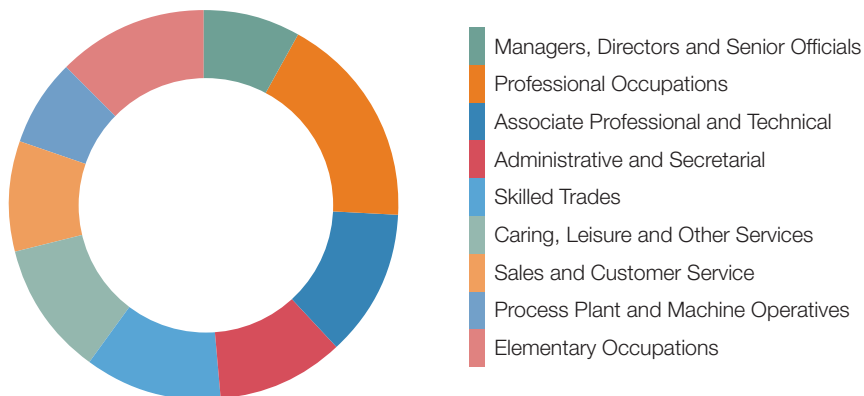
Unemployment in the North West has fallen 1.1% year-on-year, and at **4.9%**, the unemployment rate remains in line with the national average.

Q4 2016

WHERE DO PEOPLE WORK?



WHAT DO PEOPLE DO?



Market overview

In the North West, the recruitment market has remained steady, but quiet, over the last quarter, without the usual seasonal uplift in temp jobs over the summer. In Liverpool, we've noticed more demand for candidates in the manufacturing, logistics and supply chain sectors. In Manchester, by contrast, we've seen increased demand for roles within sales, HR and marketing.

However, in a market characterised by skills shortages, employers are finding they have fewer candidates to choose from. At the same time, candidates are also becoming increasingly picky about whom they choose to work for. To counter this, employers are increasingly seeking advice on talent attraction, particularly when it comes to how best to portray themselves as an employer of choice. We have noticed employers are also becoming more receptive to considering candidates with transferrable skills.