



CAUTIOUSLY OPTIMISTIC HIRING PLANS IN THE NORTH WEST

- **Encouraging signs in the North West's jobs market for early 2019**
- **Balance of +7% plan to recruit more staff next quarter**
- **Yet talent shortages may hamper recruitment efforts**

11 DECEMBER 2018: Employers in the North West are cautiously optimistic about the start of 2019, reporting hiring intentions that exceed the national average, according to ManpowerGroup, the world's workforce expert. A balance of +7% of the region's employers plan to take on additional workers in the first three months of the year, compared to a national average of +6%.

The ManpowerGroup Employment Outlook Survey is based on responses from 2,102 UK employers. It asks whether employers intend to hire additional workers or reduce the size of their workforce in the coming quarter. It is the most comprehensive, forward-looking employment survey of its kind and is used as a key economic indicator by both the Bank of England and the UK Government.

Jason Greaves, Director at ManpowerGroup, comments: "We're seeing strong demand for workers in manufacturing, logistics and sales across the North West. It's encouraging that organisations are positive about their recruitment plans for the coming months, which continues six years of positive hiring plans in the region.

"Nonetheless, the region remains a candidate-driven market, and there is a shortage of talent looking for new jobs. This is creating some concern amongst local employers, particularly those who are looking to recruit large numbers of workers at short notice. We're working in partnership with many organisations across the region to help them accurately forecast their upcoming hiring needs, so we can establish a healthy pipeline of talent to meet their needs."

In the other regions, employers in the East are the most optimistic with a balance of +12% to add to their headcount. Employers in the East Midlands are similarly upbeat (+11%) followed by those in the West Midlands and Wales (both +10%). Job confidence is weaker in London (+3%) and Scotland (+2%).

Employers in the Construction and Agriculture sectors (both +9%) will lead on job creation in early 2019 closely followed by those Community & Social, Hotels & Retail and Utilities (all +7%). Closer examination of the data shows that High Street retailers will be recruiting at a thirteen year high of +12% - being driven by high staff turnover as opposed to job creation. Employers in the Finance & Business Services sector will also continue to take on more staff in early 2019.

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NOTES TO EDITORS

A 'Net Employment Outlook' is calculated by subtracting those employers who plan to reduce staffing levels from those who plan to hire staff. A positive result indicates that more employers plan to increase rather than decrease staffing levels; a negative result reflects the opposite. [% increase - % decrease]

Commentary and full details on every sector and region can be found in the survey report at manpowergroup.co.uk/meos, or by calling the Press Office on 0207 404 5959/ manpower@brunswickgroup.com

For international comparisons and visual library with graphs, visit manpowergroup.com

Commentary is based on seasonally adjusted data where available. Full survey results for each of the 43 countries and territories included in this quarter's survey, plus regional and global comparisons, can be found in the ManpowerGroup Press Room at www.manpowergroup.com/meos. In addition, all tables and graphs from the full report are available to be downloaded for use in publication or broadcast from the ManpowerGroup Web site at: <http://www.manpowergroup.com/press/meos.cfm>

Note that in Quarter 2 2008, the Survey adopted the TRAMO-SEATS model for seasonal adjustment of data. As a result, you may notice some seasonally adjusted data points change slightly from previous reports. This model is recommended by the Eurostat department of the European Union and the European Central Bank, and is widely used internationally.

About the Survey

The world leader in innovative workforce solutions, ManpowerGroup releases the ManpowerGroup Employment Outlook Survey quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce during the next quarter. It is the longest running, most extensive, forward-looking employment survey in the world, polling over 58,000 employers in 43 countries and territories. The survey serves as a bellwether of labour market trends and activities and is regularly used to inform the Bank of England's Inflation Reports, as well as a regular data source for the European Commission, informing its EU Employment Situation and Social Outlook report the *Monthly Monitor*. ManpowerGroup's independent survey data is also sourced by financial analysts and economists around the world to help determine where labour markets are headed.

About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organisations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organisations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done for 70 years. In 2018, ManpowerGroup was named one of the World's Most Ethical Companies for the ninth year and one of Fortune's Most Admired Companies for the sixteenth year, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: www.manpowergroup.co.uk