



ManpowerGroup™

Manpower Employment Outlook Survey
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Manpower Employment Outlook Survey for Q1 2016:

Stable demand for labor

Employers who reported relatively optimistic job forecasts for the autumn continue to be upbeat into the new year and the Net Employment Outlook for Sweden as a whole remains at a cautiously optimistic +5%. Employers in Skåne report the strongest employment outlook among the regions, with improvements both quarter-over-quarter and year-over-year, while their counterparts in both the Stockholm and Göteborg regions are somewhat less confident. The industry survey shows that job seekers will likely have the greatest chance of finding work in the Finance, Real Estate and Consultancy sectors, while hiring plans in the Restaurants & Hotels sector tumbled 20 percentage points quarter-over-quarter.

Sweden's Net Employment Outlook (*see footnote*) now stands at +5%—which is unchanged both quarter-over-quarter and year-over-year.

“The positive hiring signals from employers in southern Sweden are extremely encouraging, especially given the strong pressure coming from the continental border. While Stockholm region employers remain confident, we see fewer positive signals from both West Sweden and the cyclically sensitive Restaurants & Hotels sector, which looks like it will collapse during the first quarter,” says **Lars Forseth**, CEO of ManpowerGroup Sweden.

Skåne sails up

Employers in four of the six regions expect to add to their workforces in the first quarter of 2016. Demand for labor is strongest in Skåne, with an outlook of +11 percent, up six percentage points year-over-year. Employers in Östra Götaland also report upbeat hiring plans with an employment outlook of +8%. Stockholm and Uppsala region employers are somewhat less confident, though demand for labor continues to be stable, while their counterparts in Västra Götaland and Halland slip to a zero forecast. Norrland employers continue to be cautiously optimistic about the labor market, while Central Sweden employers anticipate the only negative regional forecast.

Continued job growth in Finance, Real Estate and Consultancy sectors

Of all industries in the survey, employers in seven of ten report positive job forecasts. Just like the past two surveys, the strongest forecasts come from employers in the Finance, Real Estate and Services sector, rising four percentage points to a clearly optimistic +26 percent, the highest in the sector since the survey began in 2003. Job seekers in the Utilities and the Transport & Communications sectors can look forward to improved work opportunities in the first quarter, while a long-awaited upswing is anticipated in Manufacturing. Employers are much gloomier in the Restaurants & Hotels sector, plummeting 20 percentage points to a pessimistic -7%. Green industry employers also report negative hiring plans.

No clear signs globally

Globally, employers from 39 of 42 surveyed countries report upbeat job forecasts, but there are no clear signs in which direction and demand for labor remains essentially the same as it was at the end 2015. The strongest forecasts globally come from employers in India, Taiwan, Japan, Turkey and the United States. Employers in Brazil, Finland and France report the weakest – and only negative – forecasts.

The slowdown in China now also appears to be affecting labor markets outside the region and pressures on commodity prices are having repercussions on employment in many countries, including Colombia, Peru and South Africa. In Europe, demand for labor is greatest in Turkey, while employers in Italy are finally reporting positive job growth.

Footnote: The Net Employment Outlook is defined as the percentage of employers who anticipate an increase in hiring activities, minus the percentage who project a decrease. During the first quarter of 2016, 9 percent of Swedish employers expect to increase hiring, 5 percent expect to reduce staff, while most (78 percent) expect employment to remain unchanged. The employment outlook for Sweden is therefore +4%, but after adjustment for seasonal variations, the Net Employment Outlook is +5%.

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The following can be downloaded at www.manpowergroup.se/Pressrum1/#/:

- The report in its entirety
- Video in which the CEO describes the results
- Diagrams
- Photo of CEO Lars Forseth and photos of surveyed sectors

The Q2 2016 Manpower Employment Outlook Survey will be published on March 8, 2016.

About the Manpower Employment Outlook Survey

The Manpower Employment Outlook Survey has been conducted in Sweden for eleven years and is unique in that it measures future hiring intentions globally; in other words, it is predictive, rather than retrospective. The survey is based on interviews with almost 59,000 public and private employers in 42 countries. In Sweden 750 interviews were conducted. The survey is conducted with a representative sample of employers from throughout the countries in which it is conducted and participants are not taken from Manpower's customer database. For over 50 years, employers in countries such as the U.S., the U.K., and Canada have responded to the same question. Decision-makers and analysts around the world make good use of the survey results.

Unique: The survey is unique in its size, geographic scope, and industry coverage.

Projective: The Employment Outlook Survey is the only survey that asks employers to forecast employment over the next quarter. Most other surveys focus on retrospective data.

Consistent: For over 50 years, employers in countries such as the U.S. and Canada have responded to the same question.

Independent: Participants include a representative sample of employers from the countries in which the survey is conducted. Survey participants are not taken from Manpower's customer base.

Reliable: The survey is based on interviews with about 59,000 public and private employers in 42 countries. The scope of the survey makes it possible to provide detailed analyses of both sectors and regions.

Facts about ManpowerGroup

ManpowerGroup™ is the world leader in employment services. By combining global insights with local expertise, we create value for our customers. We call it innovative workforce solutions. ManpowerGroup™ Sweden has 12,000 employees in about 70 offices. ManpowerGroup operations are divided into three brands: Experis, Manpower and Right Management. Through ManpowerGroup Solutions we provide customized workforce management solutions. [Manpower.se](https://www.manpower.se) is Sweden's largest private job site with more than 180,000 active CVs and thousands of vacant positions.