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NOT FOR PUBLICATION BEFORE 00.01 GMT 12 June 2018

Press release

June 12, 2018

ManpowerGroup Employment Outlook Survey: Upbeat hiring intentions reported by Finnish employers

The ManpowerGroup Employment Outlook Survey for the third quarter of 2018 was conducted by interviewing a representative sample of 625 employers in Finland. Finnish employers anticipate a steady hiring pace for the July–September time frame with 12% of employers forecasting an increase in staffing levels, 2% anticipating a decrease and 85% expecting no change. Following four consecutive quarters of gradual improvement, the seasonally adjusted Net Employment Outlook stands at +12%. Compared with the previous quarter, hiring prospects are 2 percentage points stronger and 8 percentage points stronger in comparison with the third quarter of 2017. Payrolls are expected to increase in three regions out of four. Employers in nine of the 10 industry sectors expect an increase in staffing levels during the coming quarter.

According to the ManpowerGroup Employment Outlook Survey released today, Finnish employers are reporting favorable hiring intentions for the third quarter of 2018. The seasonally adjusted Outlook stands at 12%, which is the strongest forecast reported by employers since the survey began six years ago.

Employment intentions increasing in nine out of ten industry sectors

Hiring intentions are optimistic in most sectors: payrolls are forecasted to grow in nine of the ten industry sectors during the forthcoming quarter. The strongest hiring plans are reported by employers in the Restaurants & Hotels sector with a Net Employment Outlook of +23%, the Manufacturing sector with a Net Outlook of +19% and the Finance, Insurance, Real Estate & Business Services sector with an Outlook of +17%.

When compared with the second quarter of 2018, hiring prospects strengthen in five of the 10 industry sectors. Employers in eight of the 10 industry sectors report stronger hiring plans when compared with the third quarter of 2017.

The Restaurants & Hotels sector is seeing the strongest hiring pace in three years for the next three months. The Manufacturing sector employers report 17 percentage points stronger hiring intentions in comparison with this time one year ago. Employers in the Finance, Insurance, Real Estate & Business Services report the highest payroll increases since the survey began.

“The hiring Outlook in Finland is the strongest since the country started the survey nearly six years ago, which is good news for job-seekers. The demand for special expertise, in particular, is gaining ground. This is signified, for example, by permanent work contracts being offered more than before. The higher the competition for experts, the more tempting the packages offered by employers must be”, says **Matti Kariola**, Managing Director at ManpowerGroup Finland.

Favorable hiring intentions reported across all organization size categories and throughout much of the world

Payroll increases are forecasted in all four organization size categories during the forthcoming quarter. Medium employers report the strongest hiring intentions with a strong Net Employment Outlook of +31%. Elsewhere, Large employers forecast an active labor market, reporting an Outlook of +25%, while Outlooks for Small- and Micro-size employers stand at +20% and 10%, respectively.

“Strong recruitment intentions indicate that the caution which has long been the dominant trend is becoming a thing of the past. With all the near-future forecasts displaying positive signs, we are now also seeing predictive resource allocation”, Matti Kariola says.

In Europe, Middle East & Africa (EMEA region), workforce increases are planned in 25 of 26 countries. Based on seasonally adjusted data, Croatia’s employers have the most optimistic hiring plans in the EMEA region, sharing with Japan the strongest hiring intentions worldwide. In the Nordics, the strongest Outlook is reported in Finland.

For the Q3 2018 research, all employers participating in the survey worldwide are asked the same question, “How do you anticipate total employment at your location to change in the three months to the end of September 2018 as compared to the current quarter?”

¹ The Net Employment Outlook for the third quarter of 2018 in Finland is +12%. The Outlook is calculated by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting to see a decrease in employment at their location in the next quarter. The result of this calculation is the Net Employment Outlook. The data has been seasonally adjusted. Seasonal adjustment is a calculation method used to standardize time series for regularly occurring seasonal variation. This allows presentation of the data without the effect of fluctuations triggered by commonly encountered events such as seasonal weather changes, public holidays, harvests or school schedules. Seasonal adjustment makes it easier to observe cyclical and other underlying trends in data collected over time.

The following files are available for download at <http://www.manpowergroup.fi/ajankohtaista1/>

- Full report
- Diagrams
- Infographics
- Photo of Matti Kariola, Managing Director

The Q4/2018 Manpower Employment Outlook Survey will be published on 11 September 2018. Results for all 44 countries can be viewed in the new interactive [Manpower Employment Outlook Survey Explorer tool](https://www.manpowergroup.com/DataExplorer/) at <https://www.manpowergroup.com/DataExplorer/>

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About the ManpowerGroup Employment Outlook Survey

The ManpowerGroup Employment Outlook Survey is conducted quarterly to measure employers' intentions to increase or decrease the number of employees in their workforces during the next quarter. ManpowerGroup's comprehensive forecast of employer hiring plans has been running for more than 55 years and is one of the most trusted surveys of employment activity in the world. Various factors underpin the success of the Manpower Employment Outlook Survey:

Unique: It is unparalleled in its size, scope, longevity and area of focus.

Projective: The ManpowerGroup Employment Outlook Survey is the most extensive, forward-looking employment survey in the world, asking employers to forecast employment over the next quarter. In contrast, other surveys and studies focus on retrospective data to report on what occurred in the past.

Independent: The survey is conducted with a representative sample of employers from throughout the countries and territories in which it is conducted. The survey participants are not derived from ManpowerGroup's customer base.

Robust: The survey is based on interviews with nearly 60,000 public and private employers across 44 countries and territories to measure anticipated employment trends each quarter. This sample allows for analysis to be performed across specific sectors and regions to provide more detailed information.

Focused: For more than 55 years the survey has derived all of its information from a single question:

About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations 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 over 400,000 clients and connect 3+ million people to meaningful, sustainable work 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 so for nearly 70 years. In 2018, ManpowerGroup was named one of the World's Most Ethical Companies for the eighth consecutive year and one of Fortune's Most Admired Companies, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: www.manpowergroup.com