



ManpowerGroup™

**UNDER STRICT EMBARGO:**

**NOT FOR PUBLICATION BEFORE 00.01 GMT 08 March 2016**

Press release

March 8, 2016

## **Manpower Employment Outlook Survey: Cautious optimism in Finnish labor market**

**The Manpower Employment Outlook Survey for the second quarter 2016 was conducted by interviewing a representative sample of 621 employers in Finland. Finnish employers report encouraging signs for job seekers in the forthcoming quarter, with 10% of employers forecasting an increase in staffing levels, 5% anticipating a decrease and 82% expecting no change. Finland's second-quarter forecast stands at +5%. Hiring prospects are 11 percentage points stronger when compared with the previous quarter, but decline by 6 percentage points year-over-year. 2 out of 4 regions and 8 out of 10 industry sectors forecast an increase in payrolls.**

According to the Manpower Employment Outlook Survey released today, there is some cautious optimism to be seen in the Finnish labor market. With 10% of employers predicting an increase in their workforce and only 5% anticipating a decrease, the second-quarter Net Employment Outlook of +5% climbed by 11 percentage points from the slump in the previous quarter. The majority of Finnish employers, 82%, expect no change in their staff numbers.

Significant differences can be seen between hiring prospects in different industries. Employers in 8 out of 10 sectors are expecting to increase their employment numbers, with those in the Public & Social sector anticipating the strongest hiring pace in the April-June time frame. The Transport, Storage & Communication sector is looking at a decreasing payroll, as is Construction.

"The second quarter is moderately positive for the third consecutive year, and employers are more inclined to hire than during the winter months. However, summer jobs are also filled in the second quarter, which increases the numbers as the Finnish figures are not yet adjusted seasonally. All in all, the percentage of employers planning to hire was higher year-on-year, but the percentage of unsure respondents was higher as well," says **likka Lindroos**, ManpowerGroup's Managing Director in Finland.

In Europe, workforce gains are expected in most countries, but hiring plans are more cautious than in the first quarter of 2016. Bulgaria reports the most positive outlook, while France has the gloomiest hiring predictions and is the only European country to forecast a decrease in the workforce. In Sweden, employers are slightly more optimistic than in the previous quarter, while Norway's Net Employment Outlook decreases by one percentage point.

## **Regional analyses – opportunities in south and west**

The grim expectations of the first quarter have improved, however, employers in Northern and Eastern Finland still expect a subdued hiring pace in the next three months with both reporting Net Employment Outlooks of 0%. The improvement from Q1 in Eastern Finland is a remarkable 16 percentage points, although year-on-year, the figures represent a 16 percentage point decline. Southern Finland reports a more optimistic Net Employment Outlook of +9%, while Western Finland reports a slightly more cautious +5% Outlook, up 10 percentage points from Q1.

## **Industry Sector analyses – Public and Social sector going strong**

Employers in 8 of the 10 industry sectors expect to grow staffing levels during the April-June time frame. Public & Social sector employers report the strongest hiring plans with a Net Employment Outlook of +18%, up by 32 percentage points from Q1. A steady hiring pace is also expected in the Agriculture, Hunting, Forestry & Fishing sector, where the Outlook is +11%. Employers in the Mining & Quarrying sector and the Finance, Insurance, Real Estate & Business Services sector also report rising optimism compared to the previous quarter. The sharpest slump in Outlook is seen in the Electricity, Gas & Water Supply sector, where employers report a decrease of 8 percentage points quarter-over-quarter.

”The most positive employment trends are seen in the Public & Social sector, which benefits from the growth of health and social services produced by privately owned companies,” Iikka Lindroos explains.

Payrolls are expected to decline in two sectors: the Transport, Storage & Communication sector Outlook is -8% and the Construction sector’s Outlook is -7%. Employers in both sectors report more positive figures than in the previous quarter, but show a steep decline year-on-year, with Construction down by 20 percentage points from Q2 2015.

## **Company size comparisons – all categories hopeful**

Payrolls are forecast to grow in all organization size categories during the forthcoming quarter. Medium employers (50 to 249 employees) report the strongest Net Employment Outlook of +21%, with an increase of 30 percentage points quarter-over-quarter. Small companies (10 to 49 employees) increase their Outlook by 19 percentage points, ending up at +16%, and large firms (250 or more employees) report an Outlook of +11%. Micro firms, with less than 10 employees, are not quite as positive in their expectations but still show an Outlook of +3%, up by 10 percentage points from the previous quarter.

Year-over-year, Medium employers report a moderate improvement of 5 percentage points and the Outlook for Large firms remains relatively stable. Outlooks decline by 8 and 5 percentage points in the Micro- and Small-size organization categories, respectively.

## **Global Employment Outlook**

Job gains are expected in 39 of 42 countries and territories during the April-June time frame. However, hiring intentions in most countries and territories remain modest, and actual job growth is expected to slow by varying degrees with employers in a slim majority of countries scaling back their hiring plans in both quarter-over-quarter and year-over-year comparisons. For the third consecutive quarter,

employer confidence is strongest in India. Nearly half of employers surveyed there expect to add to their payrolls. Across the Europe, Middle East & Africa region, workforce gains are forecast in 22 of 24 countries. Employers in Bulgaria report the most optimistic hiring intentions, while French employers report the only negative forecast in EMEA.

”The beginning of 2016 has continued to bring disconcerting news from the global market, from the uncertainty of the Chinese market to the plight of oil producers. Finland traditionally counts on export to remedy the situation, but looking at the global economy and Finland’s competitiveness, we cannot trust in export taking off,” says Iikka Lindroos. “Employment plans have declined even in the manufacturing industry that depends on export – 12 percentage points year-on-year. With the continuing instability of the global economy, companies are unwilling to invest and therefore choose not to increase their staff. They are cautious and wait for better times,” Lindroos concludes.

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

- Full report
- Diagrams
- Infographics
- Photo of Iikka Lindroos, Managing Director

The Q3/2016 Manpower Employment Outlook Survey will be published on 14 June 2016.

Results for all 42 countries can be viewed in the new interactive [Manpower Employment Outlook Survey Explorer tool](http://manpowergroupsolutions.com/DataExplorer) at <http://manpowergroupsolutions.com/DataExplorer>

### **Manpower Employment Outlook Survey**

The Manpower 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. It is the most extensive forward-looking survey of its kind, unparalleled in its size, scope, longevity and area of focus. The survey was launched over 50 years ago in the United States and is one of the most trusted surveys of employment activity in the world. The Manpower Employment Outlook Survey is based on interviews with over 58,000 public and private employers in 42 countries. In Finland a representative sample of 621 employers were interviewed. All those interviewed answer the same question: *“How do you anticipate total employment at your location to change in the three months to the end of June 2016 as compared to the current quarter?”*

<sup>1</sup> The Net Employment Outlook for the second quarter of 2016 in Finland is +5%. 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.

### **More information:**

Iikka Lindroos, Managing Director, Finland  
ManpowerGroup  
[iikka.lindroos@manpowergroup.fi](mailto:iikka.lindroos@manpowergroup.fi)  
Tel. +358 (0)40 801 8331

Mika Wilén, Director, Marketing & Communications  
ManpowerGroup

[mika.wilen@manpowergroup.fi](mailto:mika.wilen@manpowergroup.fi)

Tel. +358 (0)41 455 2970

**ManpowerGroup**

ManpowerGroup® (NYSE: MAN) is the world's workforce expert, creating innovative workforce solutions for nearly 70 years. As workforce experts, we connect more than 600,000 people to meaningful work across a wide range of skills and industries every day. Through our ManpowerGroup family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – we help more than 400,000 clients in 80 countries and territories address their critical talent needs, providing comprehensive solutions to resource, manage and develop talent. In 2016, ManpowerGroup was named one of the World's Most Ethical Companies for the sixth 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 makes powering the world of work humanly possible: [www.manpowergroup.com](http://www.manpowergroup.com)