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## **ManpowerGroup Employment Outlook Survey: Moderate job opportunities for the first quarter of 2018**

**The ManpowerGroup Employment Outlook Survey for the first quarter of 2018 was conducted by interviewing a representative sample of 627 employers in Finland. Finnish employers report modest hiring prospects with 10% of employers expecting to increase staffing levels, 6% anticipating a decrease and 79% expecting no change. The seasonally adjusted Net Employment Outlook for the first quarter stands at +7%. Hiring intentions are unchanged when compared with the previous quarter, but are slightly stronger than in the first quarter of 2017. Hiring gains are expected in three regions out of four, and eight of the 10 industry sectors forecast a positive hiring pace.**

According to the ManpowerGroup Employment Outlook Survey released today, Finnish employers report modest hiring prospects for the next three months, with 10% of employers expecting to increase staffing levels, 6% anticipating a decrease and 79% forecasting no change. The seasonally adjusted\* Net Employment Outlook for the first quarter of 2018 is +7%. Hiring intentions are unchanged when compared with the previous quarter but The Outlook improves by 3 percentage points when compared to the first quarter of 2017.

Employers report the strongest hiring pace in the Finance, Insurance, Real Estate & Business Services sector. The most pessimistic outlooks are shared by employers in the Construction sector and the Mining & Quarrying sector.

In Europe, job seekers can expect a positive hiring climate. The most optimistic employers can be found in Romania and Slovenia. The upcoming Brexit in Great Britain can be seen in British employers' answers: the Outlook hits its weakest point since late 2012. Finland does well in the Nordic comparison: Norway's Outlook is +7% and Sweden's Outlook is +5%.

"The positive outlook reported in the last quarter continues. The continuing good news about economic growth - both in projections and in real economy - gives added incentive to increase personnel, and Finland's first-quarter forecast appears to be consistent with these additional indicators," says **Matti Kariola**, ManpowerGroup Finland's Managing Director.

## **Regional Comparisons – Southern and Eastern Finland have the strongest Outlooks**

In three out of four regions, job seekers can expect growing job opportunities. Especially employers in Southern Finland and Eastern Finland report good outlooks with +14% and +12%, respectively. Northern Finland can also expect to see positive but cautious growth in recruiting plans with an Outlook +1%. Instead, employers in Western Finland anticipate a sluggish labor market for the January-March period, with a Net Employment Outlook of -3%.

Despite the positive general outlook, when compared with the previous quarter, hiring prospects weaken in three of the four regions, most notably by 11 percentage points in Western Finland. Employers in Eastern Finland report a decrease of 5 percentage points, while the Outlook for Northern Finland is 3 percentage points weaker than in the previous quarter. Meanwhile, Southern Finland employers report an improvement of 7 percentage points.

Year-over-year, Southern Finland's hiring prospects are 5 percentage points stronger, whereas Eastern Finland's Outlook is unchanged. In Western Finland, hiring plans have declined by 7 percentage points and in Northern Finland by 3 percentage points.

## **Sector Comparisons – employers in almost all sectors forecast staff increases**

Payrolls are expected to increase in eight of the 10 industry sectors during the first quarter of 2018. Employers report the strongest hiring plans in the Finance, Insurance, Real Estate & Business Services sector, where the Net Employment Outlook stands at +18%. Steady workforce gains are also forecast for the Public & Social sector, where the Outlook is +12%. The weakest forecasts are presented by employers from the Construction sector and the Mining & Quarrying sector, with Outlooks of -9% and -6%, respectively.

## **Skill shortages continue to challenge employers**

“The Finance, Insurance, Real Estate & Business Services sector employers expect the strongest employment growth. The situation has even improved by 6 percentage points from the beginning of last year. The staffing sector, which is included in this group, has also experienced brisk growth for over two years”, says Matti Kariola. “All of the above mentioned sectors are visibly at the forefront of digitalization, strengthening their organizations with today's experts and future growth builders in particular,” Matti Kariola continues. “We are in a situation in which the shortage of skilled personnel restricts growth more than any other single factor. The required expertise is simply not available anywhere in sufficient amounts.”

When compared year-over-year, six of the 10 industry sectors report an accelerating hiring pace. The strongest outlooks are shared by the Public & Social sector and the Restaurants & Hotels sector with an increase of 10 percentage points. For the Construction sector, job gains have declined a hefty 21 percentage points from last year.

## **Organization Size Comparisons – all company sizes optimistic**

Payroll gains are anticipated in all four organization size categories during the upcoming quarter. Medium-sized employers (50-249 employees) forecast the most positive hiring climate with a Net Employment Outlook of +27%, while Outlooks stand at +18% and +14% for Large

(250 or more employees) and Small (10-49 employees) employers, respectively. Micro employers (less than 10 employees) report the most cautious Outlook of +6%.

“Organizations and the society have to constantly search for ways to mitigate the polarization of the labor market, in which there is a surplus of obsolete expertise and a high demand for the next-gen expertise that employers want. All measures to fix this imbalance on the part of companies as well as the public sector are necessary, and they will directly affect the availability of labor and Finland's competitiveness”, summarizes Kariola.

\* Following the accumulation of more than four years of data, Finland's ManpowerGroup Employment Outlook Survey now features seasonally adjusted data. 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
- Photo of Mika Wilén, Director, Marketing & Communications

The Q2/2018 ManpowerGroup Employment Outlook Survey will be published on 13 March 2018. Results for all 43 countries can be viewed in the new interactive [ManpowerGroup Employment Outlook Survey Explorer tool](http://www.manpowergroup.com/DataExplorer/) at <http://www.manpowergroup.com/DataExplorer/>

### **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 ManpowerGroup 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 59,000 public and private employers across 43 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:

For the 1Q 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 March 2018 as compared to the current quarter?”

<sup>1</sup> The Net Employment Outlook for the first quarter of 2018 in Finland is +7%. 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.

**More information:**

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**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 2017, ManpowerGroup was named one of the World's Most Ethical Companies for the seventh 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](http://www.manpowergroup.com)