



ManpowerGroup™

**PRESS RELEASE**

**Under embargo until 11 December 2018 (00.01 GMT)**

## **Employment Outlook Survey: Hiring intentions remain cautiously optimistic in Finland in early 2019**

**ManpowerGroup, the leading global workforce solutions company, has published its Employment Outlook Survey for the first quarter of 2019. Hiring prospects are looking good, with the seasonally adjusted net employment indicator standing at +7%. The majority of Finnish employers anticipate no change in their payrolls, 7% plan increases and 8% estimate reductions. The manufacturing sector has the strongest hiring intentions, while construction industry sector employers report the weakest.**

According to the ManpowerGroup Employment Outlook Survey for the next quarter released today, optimistic hiring intentions mark the beginning of the new year. The indicator adjusted for seasonal variation<sup>1</sup> (Net Employment Outlook) for the first quarter of 2019 stands at +7%. Even though it shows a slight decrease from the corresponding period in the previous year, the growth in hiring intentions can still be seen as optimistic.

The survey collects data from more than 60,000 employers in 44 countries four times a year. In Finland, 625 employers from different regions, sectors and organization size categories are interviewed for the Outlook.

### **Strongest outlook in manufacturing**

Seven out of ten industry sectors forecast an increase in personnel during the next quarter. The most promising sector is manufacturing, with the indicator at +16%. Even if hiring intentions in manufacturing have weakened from the previous quarter, they still stand two percentage points stronger than a year ago.

Cautiously optimistic hiring intentions were also reported in the Public & Social sector (+10%); Finance, Insurance, Real Estate & Business Services sector (+9%); and the Transportation, Storage & Communication sector (+7%).

“The ongoing and widening discussion about making work-related immigration easier and faster is a clear indication of the challenges our demographic structure is facing. There are many industries and services that have simply become difficult to run with the staffing levels available,” says **Matti Kariola**, Managing Director of ManpowerGroup Finland, on the study results.

In comparison with the first three months of 2018, seven out of ten industries expect the hiring pace to slow. The most notable slowdown is reported in the Agriculture, Forestry & Fishing sector (-1%) where

the Outlook declines 11 percentage points. Considerable declines of 9 percentage points are also reported in the Construction (-11%) and the Finance, Insurance, Real Estate and Business Services sector (+9%).

“The overall slowdown in economic growth is having only a minor effect on the hiring intentions in Finland so far. Even if the macroeconomy growth slowed down, it isn’t immediately reflected in the real economy. For example, the order backlog in manufacturing will translate into a need for an increased workforce in the long term,” says Matti Kariola.

### **Midsized companies the most confident**

Geographically, the strongest signal still comes from Itä-Suomi (+5%), although with a slight weakening from the corresponding period in the previous year. The report shows the weakest growth in Länsi-Suomi (+1%) where hiring intentions have dropped by five percentage points from the previous quarter. Yet, in comparison with early 2018, the outlook is now four percentage points stronger.

Employers forecast growing payrolls in all four organization size categories. The most positive outlook for the start of the year is posted by midsized (50–249 employees) companies (+20%), while the most cautious hirers are micro companies that employ fewer than 10 people (+3%).

Compared with the other Nordic countries, Finland still has the strongest hiring intentions. The outlook in both Sweden and Norway is +5%.

ManpowerGroup is seeing companies taking an increasingly active role in meeting their workforce challenges.

“Companies are looking for partners that are able to offer different and relatively quickly implemented reskilling and upskilling programs. The market is also increasingly interested in wide-ranging and versatile ‘recruitment offerings’ and want to develop their employer image, attractiveness and employer value proposition,” Matti Kariola says.

More information on the Outlook and downloadable material are available at <https://www.manpowergroup.fi/Ajankohtaista1/>

The results for all 44 countries can be viewed in the interactive [Manpower Employment Outlook Survey Explorer](https://www.manpowergroup.com/DataExplorer/) tool at <https://www.manpowergroup.com/DataExplorer/>

The ManpowerGroup Employment Outlook Survey results for Q2/2019 will be published on 12 March 2019.

<sup>1</sup> The Net Employment Outlook for the first quarter of 2019 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 for Finland has been seasonally adjusted. Seasonal adjustment is a calculation method used to eliminate regularly occurring seasonal variation from the results, such as seasonal weather changes, public holidays, vacation periods, and the seasonal variation in the different industries.

**For further information, please contact:**

Matti Kariola, Managing Director  
ManpowerGroup Oy  
[matti.kariola@manpowergroup.fi](mailto:matti.kariola@manpowergroup.fi)  
Telephone +358 40 824 0117

Mika Wilén, Director, Marketing & Communications  
ManpowerGroup  
[mika.wilen@manpowergroup.fi](mailto:mika.wilen@manpowergroup.fi)  
Telephone +358 41 455 2970

## **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. The ManpowerGroup Employment Outlook Survey was conducted by interviewing a representative sample of 625 employers in Finland. All survey participants were asked, "How do you anticipate total employment at your location to change in the next three months compared to the current quarter?"

## **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 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 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 at [www.manpowergroup.fi](http://www.manpowergroup.fi)