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Press Release

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Growing optimism in the Norwegian labor market: ManpowerGroup Employment Outlook Survey 2Q 2017

Norwegian employers expect a more active hiring pace in 2Q 2017, according to ManpowerGroup's quarterly survey of employer hiring plans. – We have recorded the strongest level of employer optimism in four years. These are encouraging signs for job seekers all over Norway, says CEO in ManpowerGroup Norway Maalfrid Brath.

According to the ManpowerGroup Employment Outlook Survey released today, Norwegian employers are reporting a seasonally adjusted Net Employment Outlook of +6% for 2Q 2017. Compared with the previous quarter, hiring prospects have strengthened in six sectors and three regions.

– There is undoubtedly a growing optimism among Norwegian employers, with positive outlooks in both the private and public sector. Employers in labour intensive sectors such as Public & Social, Construction and Retail & Hospitality all expect large growth in net employment the coming quarter, says Maalfrid Brath, CEO in ManpowerGroup Norway Maalfrid Brath.

When compared with the outlooks from the same quarter of last year, hiring prospects have risen in six of nine observed sectors and five regions year-over-year.

– The development year-over-year corresponds well with the expected development along the longer trend, says Brath.

Upwards for Northern Norway

The most optimistic regional Outlook stands at +11% in Northern Norway. This is the strongest outlook in the region since 2011. This quarter's double-digit employment growth outlook marks a spectacular pace shift from the region's 0% average in 2016 and its +2% outlook from last quarter.

– After a slow 2016, employers in the North are really picking up the pace. Greater activity in aquaculture, tourism and technology translates into a boom in the region's employment outlook, says Brath.

Employers in both the East and South/West also report stronger forecasts. At 7%, the Outlook in Eastern Norway has been up for five consecutive quarters and is currently at its highest level in three years. The South/West reports yet another strong quarter, with a seasonally adjusted Outlook of 8 %. This marks a 2 % growth both quarter-over-quarter and year-over-year for the South/West.

Large growth among small employers



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When looking at organization size categories, a large contribution to payroll gains next quarter will be coming from small and medium sized businesses. With a reported Outlook of +13%, businesses with between 50 and 99 employees are looking to staff up the coming quarter. Micro- and Medium-size employers report cautious hiring plans, with Outlooks of +5% and +4% respectively. While large businesses reported the highest employment outlooks last quarter, they now plan to remain at status quo.

– As large companies increased payroll numbers last quarter, we expected small- and medium-sized organizations to follow suit. Small- and medium-sized businesses make up the large majority of employers in Norway, meaning these numbers should translate into better opportunities for job applicants across the country, says Brath.

Positive prospects in private sector

Of the nine sectors surveyed, the strongest hiring prospects are currently in the Construction sector with an Outlook of +13%. Hiring prospects in the Public & Social and Retail & Hospitality sectors are also encouraging at +9%. Compared with the second quarter of 2016, the Outlook for the Manufacturing sector is 9 percentage points stronger.

One sector struggles, Mining & Quarrying, where employers anticipate a net reduction in employment and report a disappointing forecast of -3%. Employers in this sector report a quarter-over-quarter reduction of -8 percentage points, with a long-run downward movement that started with the resource price drop in late 2014.

For more information, please contact:

Sven Fossum, Head of information ManpowerGroup Norway

Phone:+47 930 24 314

E-mail: sven.fossum@manpowergroup.no

<http://manpowergroup.com/meos>