

2Q11 National News Release

Embargoed Until 12:01AM, March 8th 2011

Contact:

John Settino
The iPR Group
1.416.850.2524
john@theiprgroup.ca

Manpower Employment Outlook Survey Reveals Canadian Employers Expect Hiring Climate to Remain Steady for Second Quarter of 2011

(Toronto, ON, March 8, 2011) – Canadian employers project a steady hiring climate for the second quarter of 2011, according to the latest results of the Manpower Employment Outlook Survey, the most extensive, forward-looking employment survey in the world. Second quarter hiring intentions are strongest in the Mining sector, where 29 per cent of employers said they would add staff in the next three months.

With seasonal variations taken into account, the Outlook of 13 per cent is on par with the Outlook reported in the previous quarter. This Outlook also shows a five percentage point improvement from the same time last year when employers reported a seasonally adjusted Net Employment Outlook of eight per cent.

The survey of more than 1,900 Canadian employers reveals that 21 per cent plan to increase their payrolls in the second quarter of 2011, while five per cent anticipate cutbacks. Of those surveyed, 73 per cent of employers expect to maintain their current staffing levels and one per cent are unsure of their hiring intentions for the upcoming quarter.

“Strengthened by an active Outlook in the Western Region, the Net Employment Outlook for the upcoming quarter indicates a hopeful hiring climate for the April to June time frame,” says Byrne Luft, VP of Operations – Staffing Services for Manpower Canada. “Overall, Canadian employers are telling us that they plan to hire at a similar pace as they did in the previous quarter. “

Among the 10 surveyed industry sectors, employers in the Mining sector report the most optimistic results for the second quarter of 2011 with a seasonally adjusted Net Employment Outlook of 25 per cent. This is followed by the Services and Transportation & Public Utilities industry sectors both of which reported positive Net Employment Outlooks of 16 per cent.

Mining

Employers in the Mining sector anticipate an active second quarter, reporting a Net Employment Outlook of 25 per cent once seasonal variations are removed from the survey data. This is a 12 percentage point increase from the previous quarter. It is also a 10 percentage point improvement from the Outlook reported during the same time last year indicating a strong hiring climate for the second quarter of 2011.

Services

In the Services sector, employers anticipate an upbeat hiring climate with a Net Employment Outlook of 16 per cent. This forecast is an increase from the previous quarter when employers reported a seasonally adjusted Net Employment Outlook of nine per cent. It is also a 12 percentage point improvement from the Outlook reported during the same time last year.

Transportation & Public Utilities

Employers forecast a favourable hiring climate, reporting a Net Employment Outlook of 16 per cent for the second quarter of 2011. This quarter's Outlook is on par with the forecast reported for the previous quarter and is an eight percentage point increase from the Outlook reported during the same time last year.

Construction

Reporting a Net Employment Outlook of 15 per cent, employers in the Construction sector anticipate a respectable hiring climate for the upcoming quarter. This forecast is a slight increase from the Outlook of 12 per cent which was reported during the previous quarter. It is also a four percentage point increase from the hopeful hiring climate reported for the same time last year.

Finance Insurance & Real Estate

Employers report a seasonally adjusted Net Employment Outlook of 14 per cent for the second quarter of 2011. This Outlook remains unchanged from the forecast reported for the previous quarter. However, it is a six percentage point improvement from the Outlook reported during the same time last year.

Public Administration

Employers anticipate a respectable hiring environment for the second quarter of 2011, reporting a Net Employment Outlook of 12 per cent. This is a slight drop from the previous quarter, when employers reported a seasonally adjusted Outlook of 14 per cent. Despite this decrease, this quarter's outlook is an improvement of four percentage points when compared to the same period a year ago.

Wholesale & Retail Trade

In the Wholesale & Retail Trade industry sector, employers anticipate a hopeful hiring climate, reporting a Net Employment Outlook of 12 per cent. This quarter's forecast is a decline from the previous quarter when employers reported a seasonally adjusted Outlook of 15 per cent. It is, however, a three percentage point increase from the same time last year.

Manufacturing—Durables

With a Net Employment Outlook of 12 per cent, employers in the Manufacturing—Durables sector anticipate a respectable hiring climate for job seekers. This quarter's Outlook is a slight decrease from the previous quarter when industry employers reported an Outlook of 13 per cent. However, it is an eight percentage point improvement from the same time last year indicating an upbeat second quarter.

Education

Employers report a seasonally adjusted Net Employment Outlook of eight per cent indicating a mild hiring climate for the upcoming three-month period. This quarter's Outlook is a slight decrease from previous quarter when sector employers reported an Outlook of nine per cent. It is a seven percentage point decrease from the Outlook reported for the same time last year.

Regional Hiring Intentions Favourable

"Regionally, employers in Western Canada and Quebec anticipate the most favourable hiring climates," adds Luft. "The seasonally adjusted data indicates employers in Western Canada have favourable hiring intentions for the coming quarter, reporting a Net Employment Outlook of 20 per cent. The positive forecast for this region is due in part to the strong hiring forecast reported by employers in the Mining and Manufacturing—Durables industry sectors. In Quebec, employers anticipate an upbeat hiring environment for the upcoming quarter, reporting a Net Employment Outlook of 14 per cent. Meanwhile, employers in Ontario project a steady hiring climate with an Outlook of 13 per cent, and Atlantic area employers anticipate a hopeful second quarter reporting a Net Employment Outlook of 12 per cent."

###

For a video overview of the survey visit:

<http://manpower.ca/ca/en/research/meos/default.jsp>

Note to Editors

Full survey results for each of the 39 countries and territories included in this quarter's survey, plus regional and global comparisons, can be found in the Research Centre at www.manpower.ca. In addition, all tables and graphs from the full report are available to be downloaded for use in publication or broadcast from the Manpower Web site at <http://www.manpower.com/library>.

Note that in Quarter 2 of 2008, the survey adopted the TRAMO-SEATS model for seasonal adjustment of data. As a result, you may notice some seasonally adjusted data points change slightly from previous reports. This model is recommended by the Eurostat department of the European Union and the European Central Bank and is widely used internationally.

About the Survey

The Manpower Employment Outlook Survey is conducted quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce 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 has been running for more than 47 years and is one of the most trusted surveys of employment activity in the world. The Manpower Employment Outlook Survey is based on interviews with more than 61,000 public and private employers worldwide and is considered a highly respected economic indicator.

The Manpower Employment Outlook Survey is currently available for 39 countries and territories: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Costa Rica, Czech Republic, France, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Panama, Peru, Poland, Romania, Singapore, Slovenia, Spain, South Africa, Sweden, Switzerland, Taiwan, Turkey, the United Kingdom and the United States. The program began in the United States and Canada in 1962, and the United Kingdom was added in 1966. Mexico and Ireland launched the survey in 2002, and 13 additional countries were added to the program in 2003. New Zealand joined the program in 2004, China, India, Switzerland and Taiwan were added in 2005, and Argentina, Peru, Costa Rica and South Africa joined in 2006. Colombia, the Czech Republic, Greece, Guatemala, Poland and Romania joined in 2008; Brazil and Hungary joined in 2009; and Panama joined in 2010. For more information, visit the Manpower Inc. Web site at www.manpower.com and enter the Research Center.

About Manpower Canada

With nearly 50 offices strategically located across the country, Manpower Canada's staffing services include administrative, industrial, skilled trades and contact centre personnel as well as the assignment of contract professionals in information technology, scientific, finance, engineering, telecommunications and other professional areas under the Manpower Professional brand. More information can be found on Manpower Canada's Web sites: manpower.ca and manpowerprofessional.ca.