

## 3Q11 National News Release

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### **Manpower Employment Outlook Survey Reveals Canadian Employers Anticipate a Steady Hiring Pace for the Third Quarter of 2011**

(Toronto, ON, June 14, 2011) – Canadian employers expect the hiring pace to remain steady for the third quarter of 2011, according to the latest results of the Manpower Employment Outlook Survey, the most extensive, forward-looking employment survey in the world. For the second consecutive quarter, job seekers should see the most optimistic hiring plans in the Mining sector.

With seasonal variations taken into account, the Outlook of 16 per cent is a moderate increase from the Outlook reported in the previous quarter. This Outlook also shows a six percentage point improvement from the same time last year. The survey of more than 1,900 Canadian employers reveals that 26 per cent plan to increase their payrolls in the third quarter of 2011, while four per cent anticipate cutbacks. Of those surveyed, 68 per cent of employers expect to maintain their current staffing levels and two 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 respectable hiring climate for the July to September time frame,” says Lori Procher, Vice President and General Manager for Manpower Canada. “Overall, Canadian employers are telling us that they plan to increase their payrolls during the upcoming summer months which is a good sign for job seekers. And looking at longer term hiring trends, compared to last year at this time, Outlooks are stable or improved.”

#### **Mining**

Employers in the Mining sector anticipate a solid third quarter, reporting a Net Employment Outlook of 24 per cent once seasonal variations are removed from the survey data. This is a one percentage point decrease from the Outlook reported in the previous quarter. However, it is a five percentage point improvement from the Outlook reported during the same time last year indicating a strong hiring climate for the third quarter of 2011.

### **Transportation & Public Utilities**

Employers forecast an upbeat hiring climate, reporting a Net Employment Outlook of 19 per cent for the third quarter of 2011. This quarter's Outlook is a three percentage point improvement from the forecast reported for the previous quarter and is a 15 percentage point increase from the Outlook reported during the same time last year.

### **Public Administration**

In the Public Administration industry sector employers anticipate a respectable hiring environment for the third quarter of 2011, reporting a seasonally adjusted Net Employment Outlook of 17 per cent. This is an increase from the previous quarter, when employers reported a seasonally adjusted Outlook of 12 per cent. It is also an 11 percentage point improvement when compared to the same period a year ago.

### **Construction**

Reporting a Net Employment Outlook of 16 per cent, employers in the Construction sector anticipate a steady hiring climate for the upcoming quarter. This forecast is on par with the Outlook reported during the previous quarter. However, it is a slight increase from the Outlook of 15 per cent which was reported during the same time last year.

### **Services**

In the Services sector, employers anticipate a respectable hiring climate for the third quarter of 2011 reporting a Net Employment Outlook of 15 per cent. This forecast is a slight drop from the previous quarter when employers reported a seasonally adjusted Net Employment Outlook of 16 per cent. However, it is a six percentage point improvement from the Outlook reported during the same time last year.

### **Wholesale & Retail Trade**

In the Wholesale & Retail Trade industry sector, employers anticipate a hopeful hiring climate, reporting a Net Employment Outlook of 14 per cent. This quarter's forecast is a slight improvement from the previous quarter when employers reported a seasonally adjusted Outlook of 13 per cent. It is also a two percentage point increase from the same time last year.

### **Finance, Insurance & Real Estate**

Employers report a seasonally adjusted Net Employment Outlook of 13 per cent for the third quarter of 2011. This Outlook is a slight drop from the forecast of 14 per cent which was reported for the previous quarter. However, it is a two percentage point improvement from the Outlook reported during the same time last year indicating a favourable hiring climate.

### **Manufacturing—Durables**

With a Net Employment Outlook of 13 per cent, employers in the Manufacturing – Durables sector anticipate a positive hiring climate for job seekers. This Outlook is a slight increase from the previous quarter, as well as the same time last year, when industry employers reported an Outlook of 12 per cent.

### **Manufacturing – Non-Durables**

In the Manufacturing – Non-Durables industry sector employers report a seasonally adjusted Net Employment Outlook of 13 per cent. This Outlook is an improvement from the previous quarter when employers reported an Outlook of nine per cent. It is also an increase from the Outlook of seven per cent which was reported during the same time last year, indicating an upbeat hiring climate for the third quarter of 2011.

### **Education**

Employers report a seasonally adjusted Net Employment Outlook of nine per cent indicating a mild hiring climate for the upcoming three-month period. This quarter's Outlook is a slight increase from the previous quarter when sector employers reported an Outlook of eight per cent. However, it is on par with the Outlook predicted in the same time last year.

### **Regional Hiring Intentions Upbeat**

“Regionally, employers in Western and Atlantic Canada anticipate the strongest hiring climates for the upcoming quarter,” adds Procher. “The seasonally adjusted data indicates employers in Western Canada expect a positive environment for job seekers, reporting a Net Employment Outlook of 19 per cent. The positive forecast for this region is due in part to the strong hiring forecast reported by employers in the Construction and Transportation & Public Utilities industry sectors. In Atlantic Canada, employers anticipate an upbeat hiring climate for the upcoming quarter, reporting a Net Employment Outlook of 17 per cent. Meanwhile, employers in Ontario project a steady hiring climate with an Outlook of 13 per cent, and Quebec area employers anticipate a hopeful third 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](http://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 ManpowerGroup Web site at <http://www.manpowergroup.com/meos>.

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 63,000 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 ManpowerGroupWeb site at [www.manpowergroup.com](http://www.manpowergroup.com) and enter the Research Center.

### **About ManpowerGroup**

ManpowerGroup™ (NYSE: MAN), the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our \$19 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,900 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. The ManpowerGroup suite of solutions is offered through ManpowerGroup Solutions, Experis,™ Manpower® and Right Management.® Learn more about how the ManpowerGroup can help you win in the Human Age at: [manpowergroup.com](http://manpowergroup.com)