



## 3Q14

### National News Release

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#### **Manpower Employment Outlook Survey Finds Canadian Employers Anticipate a Fair Hiring Climate for the Third Quarter of 2014; Job Prospects Strongest in Transportation & Public Utilities Sector**

(Toronto, ON, June 10, 2014) – Canadian employers project a fair hiring climate for the third quarter of 2014, with employers in the Transportation & Public Utilities sector reporting the strongest job prospects according to the latest Manpower Employment Outlook Survey, the most extensive, forward-looking employment survey in the world.

With seasonal variations removed from the data, the Net Employment Outlook of 10 per cent is a one percentage point increase compared to the previous quarter as well as compared to the Outlook reported during the same time last year.

The survey of over 1,900 employers across Canada reveals that 20 per cent plan to increase their staffing levels in the third quarter of 2014, while four per cent anticipate cutbacks. Of those surveyed, 74 per cent of employers expect their current staffing levels to remain the same and two per cent are unsure about their hiring intentions for this upcoming quarter.

“Starting this quarter, we are excited to also report national survey results based on the size of the organization: micro (1-9 employees), small (10-49 employees), medium (50-249 employees) and large (250+ employees). Once seasonal variations are taken into account, medium-sized organizations report the most optimistic Outlook of 21 per cent this quarter, followed by large

organizations at a respectable 18 per cent. Small organizations report a hopeful Outlook of 11 per cent, while micro organizations indicate a mild hiring pace, with an Outlook of three per cent. Although a fair hiring climate is projected for the third quarter of 2014, we are seeing some potential for brighter opportunities for job seekers," said Byrne Luft, Vice President of Operations for Manpower Canada. "On the whole, the survey indicates that one out of every five employers intend to add to their payrolls in the next three months. Plus, employment levels in professional, scientific and services sectors are hitting record highs and Canadian manufacturers' sales are returning to pre-recession levels. However, Canada currently has one of the highest rates of youth unemployment among all countries in the Organization for Economic Co-operation and Development (OECD)."

### **Transportation & Public Utilities**

Employers in the Transportation & Public Utilities sector anticipate a steady hiring pace, reporting a Net Employment Outlook of 20 per cent for the third quarter of 2014. This quarter's Outlook is a six percentage point increase from the forecast reported for the previous quarter, and a one percentage point decrease from the Outlook reported during the same time last year. It is the most favourable Outlook for any sector this quarter.

### **Public Administration**

In the Public Administration sector, employers report hopeful hiring plans for the third quarter of 2014, reporting a Net Employment Outlook of 17 per cent. This is an increase of six percentage points when compared to the previous quarter and a five percentage point increase over the Outlook from the same period last year.

### **Construction**

Employers in the Construction sector expect job seekers to benefit from a positive hiring climate for the upcoming quarter with a Net Employment Outlook of 16 per cent. This forecast is a three percentage point increase from the Outlook reported in the previous quarter, as well as a one percentage point increase over the Outlook reported during the same time last year.

### **Manufacturing – Durables**

The Net Employment Outlook in the Manufacturing – Durables sector is a respectable 16 per cent this quarter. This is a seven percentage point increase from the Outlook reported last quarter and an eleven percentage point increase over the Outlook reported in the same quarter last year.

### **Education**

Employers expect a steady hiring pace for the upcoming quarter, reporting a Net Employment Outlook of 15 per cent. This Outlook is an increase of three percentage points from last quarter and a seven percentage point increase from the Outlook reported during the same quarter last year.

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

Employers report a Net Employment Outlook of 11 per cent for the third quarter of 2014, indicating job seekers may benefit from an upbeat hiring climate. This Outlook is a one percentage point decrease compared to the previous quarter's forecast, but is an increase of four percentage points when compared to the Outlook from the same time last year.

### **Wholesale & Retail Trade**

In the Wholesale & Retail Trade industry sector, employers expect a favourable hiring pace, reporting a Net Employment Outlook of 11 per cent. This reflects a two percentage point increase compared to the previous quarter's forecast, and an increase of three percentage points from the Outlook reported during the same time last year.

### **Services**

Employment prospects in the Services sector remain slightly conservative for the third quarter of 2014, with a Net Employment Outlook of eight per cent. This reflects a decrease of one percentage point when compared to the Outlook reported in the previous quarter and is a decrease of three percentage points compared to the same time last year.

### **Mining**

The Net Employment Outlook in the mining sector is a modest eight per cent for the third quarter of 2014. This is a one percentage point decrease over last quarter's Outlook and a decrease of four percentage points from the Outlook reported for the same quarter last year.

### **Manufacturing – Non-Durables**

In the Manufacturing – Non-Durables industry sector, employers report a Net Employment Outlook of zero per cent, indicating a stagnant environment for job seekers in the coming quarter. This forecast is unchanged from the previous quarter and is a decrease of five percentage points from the Outlook reported during the same time last year.

### **Hiring Intentions Most Positive in Western Canada**

Survey results for the third quarter of 2014 show that job seekers across Canada can expect to see varying amounts of hiring activity. Employers in Western Canada expect the most upbeat hiring

climate for this coming quarter, reporting a Net Employment Outlook of 15 per cent. Employers in Atlantic Canada also expect a positive hiring pace with an Outlook of 14 per cent, while employers in Quebec and Ontario anticipate modest opportunities for job seekers, reporting Outlooks of nine and eight per cent, respectively. It is also the first time since Quarter 4 2012 the Outlook for Ontario lags behind all other regions in Canada.

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#### Note to Editors

Full survey results for each of the 42 countries and territories included in this quarter's survey, plus regional and global comparisons, can be found at [http://manpowergroup.com/press/meos\\_landing.cfm](http://manpowergroup.com/press/meos_landing.cfm). 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 [www.manpower.ca](http://www.manpower.ca) > Employers > Research and Insights.

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 50 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 over 65,000 public and private employers worldwide and is considered a highly respected economic indicator.

The Manpower Employment Outlook Survey is currently available for 42 countries and territories: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Costa Rica, Czech Republic, Finland, France, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Panama, Peru, Poland, Romania, Singapore, Slovakia, 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; Panama joined in 2010 and Israel and Slovakia joined in 2011. Finland joined the survey in 2012. For more information, visit the ManpowerGroup Web site at [www.manpowergroup.com](http://www.manpowergroup.com) and enter the Research Center.

#### About ManpowerGroup

ManpowerGroup™ (NYSE: MAN) has been the world's workforce expert, creating innovative workforce solutions, for more than 65 years. As workforce experts, we connect more than 600,000 men and women to meaningful work across a wide range of skills and industries every day. Through our ManpowerGroup family of brands — Manpower®, Experis™, Right Management® and ManpowerGroup™ Solutions — we help more than 400,000 clients in 80 countries and territories address their critical talent needs, providing comprehensive solutions to resource, manage and develop talent. In 2014, ManpowerGroup was named one of the World's Most Ethical Companies for the fourth 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 makes powering the world of work humanly possible: [www.manpowergroup.com](http://www.manpowergroup.com).