

4Q14

Local News Release

Embargoed Until 12:01AM ET, September 9th, 2014

Contact:

Julianne Ross Brooks

Manpower

902.422.1373

julianne.rossbrooks@manpower.com

DISAPPOINTING HIRING CLIMATE EXPECTED FOR CAPE BRETON

(Cape Breton, NS, September 9, 2014) – Cape Breton area employers expect a disappointing hiring climate for the fourth quarter of 2014, according to the latest Manpower Employment Outlook Survey.

“Survey data reveals that 10 per cent of employers plan to hire for the upcoming quarter (October to December), while 23 per cent anticipate cutbacks,” stated Julianne Ross Brooks of Manpower’s Halifax office. Another 67 per cent of employers plan to maintain their current staffing levels in the upcoming quarter.

“With seasonal variations removed from the data, Cape Breton’s fourth quarter Net Employment Outlook of -10 per cent is a significant decrease of 31 percentage points when compared to the previous quarterly Outlook,” said Brooks. “It is also a 22 percentage point decrease from the Outlook reported during the same time last year, indicating a struggling hiring pace for the upcoming months.”

“We continue to see some positive signs from employers across the country. However, the hiring climate is expected to be more modest in the fourth quarter, with the weakest Net Employment Outlook we’ve seen since the second quarter of 2010,” said Byrne Luft, Vice President of Operations for Manpower Canada. “Although the political environments in Quebec and Ontario have stabilized after their provincial elections, it has not yet translated to an uptick in the general mood, particularly among SMBs. We do expect to see growth in the public administration, transportation & public utilities, and financial, insurance & real estate sectors however, and energy

exports continue to grow at a strong rate. This growth is expected to be strongest in Western Canada; Alberta is, once again, a strong driver of the Canadian economy.”