



ManpowerGroup™

December 10, 2013

Manpower Employment Outlook Survey Reveals Canadian Employers Anticipate a Steady Hiring Climate for the First Quarter of 2014; Job Prospects Strongest in Construction

TORONTO, Dec. 10, 2013 /CNW/ - Canadian employers expect a steady hiring climate for the first quarter of 2014, with employers in the Construction sector reporting the strongest job prospects according to the results of 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 12 per cent is a two percentage point increase compared to the previous quarter and is relatively stable compared to the Outlook reported during the same time last year.

The survey of over 1,900 employers across Canada reveals that 13 per cent plan to increase their payrolls in the first quarter of 2014, while eight per cent anticipate cutbacks. Of those surveyed, 78 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.

"Overall, a respectable national hiring climate is projected in the coming quarter," said Byrne Luft, Vice President of Operations for Manpower Canada. "Employers in the construction industry are again anticipating the strongest payroll gains, however most new jobs in the sector are expected in Western Canada and Ontario. Nationally, though job creation continues at a steady pace, many of the gains are expected to occur in lower-paying sectors."

Construction

Reporting a Net Employment Outlook of 16 per cent, employers in the Construction sector expect to see a steady hiring climate for the upcoming quarter. This forecast is a four percentage point decrease from the Outlook reported during the previous quarter, and a two percentage point decrease over the Outlook reported during the same time last year. It is the most optimistic Outlook for any sector in the first quarter of 2014.

Manufacturing - Durables

The Net Employment Outlook in the Manufacturing - Durables sector is a respectable 14 per cent. This is a two percentage point increase from the Outlook last quarter, and a three percentage point increase when compared to the Outlook reported in the same time last year.

Wholesale & Retail Trade

In the Wholesale & Retail Trade industry sector, employers project a positive hiring climate, reporting a Net Employment Outlook of 14 per cent. This reflects a three percentage point increase when compared to the previous quarter's forecast, and an increase of four percentage points from the Outlook reported during the same time last year.

Education

Employers report a Net Employment Outlook of 13 per cent, indicating an upbeat hiring climate for the upcoming quarter. This Outlook is an increase of nine percentage points from the last quarter and a one percentage point decrease from the Outlook reported last year during the same time.

Finance, Insurance & Real Estate

Employers report a Net Employment Outlook of 12 per cent for the first quarter of 2014, indicating a favourable hiring climate. This Outlook is a decrease of two percentage points from the previous quarter's forecast, and a decrease of three percentage points when compared to the Outlook from the same time last year.

Services

In the Services sector, employers anticipate a moderate hiring climate for the first quarter of 2014, reporting a Net Employment Outlook of nine per cent. This forecast is a decrease of one percentage point from the Outlook reported in the previous quarter and a decrease of six percentage points compared to the same time last year.

Public Administration

In the Public Administration sector, employers expect a modest hiring environment for the first quarter of 2014, reporting a Net Employment Outlook of eight per cent. This is an increase of one percentage point when compared to the previous quarter and is unchanged from the Outlook from the same period last year.

Manufacturing - Non-Durables

In the Manufacturing - Non-Durables industry sector, employers report a Net Employment Outlook of six per cent indicating a fair hiring climate for the first quarter of 2014. This Outlook is a one percentage point decrease from the previous quarter and is on par with the Outlook reported during the same time last year.

Mining

The Net Employment Outlook in the mining sector is a modest five per cent for the coming quarter. This is a two percentage point decrease over the prior quarter's Outlook, and a drop of three percentage points from the Outlook reported during the same time last year.

Transportation & Public Utilities

Employers anticipate a moderate hiring climate, reporting a Net Employment Outlook of five per cent for the first quarter of 2014. This quarter's Outlook is a 10 percentage point drop from the forecast reported for the previous quarter, and an 18 percentage point decrease from the Outlook reported during the same time last year.

Hiring Intentions Most Favourable in Western Canada

Survey results this quarter show that job seekers across Canada are expected to see various amounts of positive hiring activity. Employers in Western Canada expect the most favourable hiring climate for the coming quarter, reporting a Net Employment Outlook of 17 per cent. Employers in Ontario and Atlantic Canada expect a modest hiring pace with an Outlook of eight per cent, while employers in Quebec anticipate only limited opportunities for job seekers, reporting an Outlook of one per cent.

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. 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 > 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. For more information, visit the ManpowerGroup Web site at www.manpowergroup.com and enter the Research Center.

