



ManpowerGroup®

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## National News Release

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**ManpowerGroup Employment Outlook Survey:  
Optimism Among Canadian Employers Remains Upbeat for the Final Quarter of 2018;  
Job Prospects Strongest in the Public Administration Sector**

(Toronto, ON, September 11, 2018) – Canadian job seekers are likely to benefit from steady job growth in the last three months of the year, according to the latest ManpowerGroup Employment Outlook Survey, the most extensive, forward-looking employment survey in the world. The strongest fourth-quarter hiring plans are reported by employers in the Public Administration and Manufacturing-Durables sectors, and Outlooks improve from last year at this time in all four regions and in eight of 10 industry sectors.

With seasonal variations removed from the data, the Net Employment Outlook of 14 per cent is a one percentage point increase compared to the previous quarter and is an increase of four percentage points compared to the Outlook reported during the same time last year. The fourth-quarter forecast also matches this year's second-quarter forecast which was then the strongest Outlook reported since 2011.

The survey of over 1,900 employers across Canada reveals that 16 per cent plan to increase their staffing levels in the fourth quarter of 2018, while six per cent anticipate cutbacks. Of the employers surveyed, 77 per cent expect their current staffing levels to remain unchanged, while the remaining one per cent are unsure of their hiring intentions.

"With the unemployment rate hovering near 40-year lows, competition for talent is heating up across the country," said Darlene Minatel, Country Manager for ManpowerGroup Canada. "Skilled trades and bilingual candidates are especially in demand, causing upward pressure on wages and an increase in permanent full-time hiring as the need to improve retention becomes more urgent."

**Public Administration**

Employers in this sector report a Net Employment Outlook of 19 per cent for the fourth quarter of 2018, indicating an upbeat hiring pace. This is a three percentage point increase from the forecast reported for the previous quarter, and an increase of two percentage points compared to the same time last year. It is the most favourable Outlook for any sector this quarter.

**Manufacturing – Durables**

The Net Employment Outlook in the Manufacturing – Durables sector is a respectable 18 per cent this quarter. This is a five percentage point increase from the Outlook reported last quarter and in the same quarter last year.

**Transportation & Public Utilities**

Employers in the Transportation & Public Utilities sector anticipate positive hiring opportunities, reporting a Net Employment Outlook of 15 per cent for the fourth quarter of 2018. This is a five percentage point decrease from the forecast reported for the previous quarter, and an increase of five percentage points compared to the same time last year.

**Services**

Employment prospects in the Services sector remain steady for the fourth quarter of 2018, with a Net Employment Outlook of 14 per cent. This is a one percentage point increase when compared to the previous quarter and an increase of five per cent over the Outlook reported during the same time last year.

**Construction**

Job seekers in the Construction sector should expect to see a steady hiring pace for the upcoming quarter with a Net Employment Outlook of 14 per cent. This forecast is a decrease of two percentage points from the Outlook reported in the previous quarter and a five percentage point increase compared to the same time last year.

**Manufacturing – Non-Durables**

In the Manufacturing – Non-Durables industry, employers report a Net Employment Outlook of 12 per cent, indicating a more favourable hiring environment in the coming quarter. This forecast is an increase of four percentage points from last quarter and an eight percentage point increase over the Outlook reported during the same time last year.

**Mining**

Employers in the Mining sector forecast a favourable hiring climate with a Net Employment Outlook of 12 per cent for the fourth quarter of 2018. This represents a one percentage point increase from last quarter and an increase of six percentage points from the Outlook reported during the same time last year.

**Finance, Insurance & Real Estate**

In the Finance, Insurance & Real Estate sector, employers anticipate a steady hiring climate for the fourth quarter of 2018, reporting a Net Employment Outlook of 12 per cent. Hiring prospects are three

percentage points stronger in comparison with 3Q 2018 while one percentage point weaker when compared with the same period one year ago.

### **Education**

Employers in the education sector expect a respectable increase in staffing levels for the upcoming quarter reporting a Net Employment Outlook of 11 per cent. This Outlook is an increase of two percentage points from last quarter and a substantial 11 percentage point increase from the Outlook reported during the same quarter last year.

### **Wholesale & Retail Trade**

In the Wholesale & Retail Trade sector, employers anticipate the weakest labour market in two years, reporting a Net Employment Outlook of seven per cent. This reflects a three percentage point decrease compared to the previous quarter's forecast, and a decrease of four percentage points from the Outlook reported during the same time last year.

### **Strongest Hiring Intentions Reported in Quebec**

Survey results for the fourth quarter of 2018 show that job seekers across much of Canada can expect to see hopeful levels of hiring activity. Employers in Quebec expect the most favourable hiring climate for the coming quarter, reporting a Net Employment Outlook of 18 per cent. Employers in Ontario and Western Canada anticipate an upbeat hiring pace, with employers in these regions reporting Outlooks of 13 and 12 per cent, respectively. Job seekers in Atlantic Canada should plan for a conservative hiring climate, with employers reporting an Outlook of nine per cent.

### **Employers in Large and Medium-sized Organizations Expect Most Positive Hiring Climate**

Employers in large (250+ employees) and medium (50-249 employees) sized organizations report the most positive hiring plans for the upcoming quarter, reporting seasonally adjusted Outlooks of 29 and 17 per cent, respectively. Meanwhile, employers in small organizations (10-49 employees) report a moderate Outlook of 11 per cent, while those in micro-sized organizations (1-9 employees) expect a limited hiring pace, reporting an Outlook of four per cent for the upcoming quarter.

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### **Note to Editors**

Full survey results for each of the 44 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 ManpowerGroup 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 55 years and is one of the most trusted surveys of employment activity in the world. The ManpowerGroup Employment Outlook Survey is based on interviews with nearly 60,000 public and private employers worldwide and is considered a highly respected economic indicator.

The ManpowerGroup Employment Outlook Survey is currently available for 44 countries and territories: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Costa Rica, Croatia, Czech Republic, Finland, France, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Panama, Peru, Poland, Portugal, 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, Portugal joined in 2016, and Croatia launches the survey for the first time with this edition. 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), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for over 400,000 clients and connect 3+ million people to meaningful, sustainable work across a wide range of industries and skills. Our expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done so for 70 years. In 2018, ManpowerGroup was named one of the World's Most Ethical Companies for the eighth 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 is powering the future of work: [www.manpowergroup.com](http://www.manpowergroup.com)