

# 1Q18

## National News Release

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**ManpowerGroup Employment Outlook Survey Finds Canadian Employers Report  
Hopeful Hiring Plans for the First Quarter of 2018;  
Job Prospects Strongest in the Transportation & Public Utilities Sector**

Canadian employers expect a hopeful hiring climate for job seekers in the first quarter of 2018, with employers in the Transportation & Public Utilities sector reporting the strongest job prospects according to the latest ManpowerGroup 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 11 per cent is a one percentage point increase compared to both the previous quarter and the Outlook reported during the same time last year.

The survey of over 1,900 employers across Canada reveals that 16 per cent plan to increase their staffing levels in the first quarter of 2018, while eight per cent anticipate cutbacks. Of the employers surveyed, 74 per cent expect their current staffing levels to remain unchanged and two per cent are unsure about their hiring intentions for the upcoming quarter.

“While the Canadian economy is expected to do well overall in 2018, many employers are adopting a cautious approach,” said Darlene Minatel, Vice President & General Manager,

Manpower Canada Operations. “Many companies are waiting to see the impact of higher interest rates and proposed minimum wage increases in some provinces. Bright spots remain however, especially in Quebec, Ontario and Alberta. Plus, Outlooks in the Finance, Insurance & Real Estate, Manufacturing-Durables, and the Transportation & Public Utilities sectors are the strongest reported in seven years or more.”

### **Transportation & Public Utilities**

Employers in the Transportation & Public Utilities sector anticipate a strong hiring pace, reporting a Net Employment Outlook of 27 per cent for the first quarter of 2018. This is the strongest forecast reported since 1989, and is an 18 percentage point increase from the forecast reported for the previous quarter, and an increase of 19 percentage points from the Outlook reported during the same time last year. It is the most favorable Outlook for any sector this quarter.

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

In the Finance, Insurance & Real Estate sector, employers expect a healthy hiring outlook for the first quarter of 2018, reporting a Net Employment Outlook of 26 per cent. This is a 13 percentage point increase when compared to the previous quarter and an increase of 14 percentage points from the Outlook reported during the same time last year. The Outlook is the strongest reported by the sector's employers since 2006.

### **Manufacturing – Durables**

The Net Employment Outlook in the Manufacturing – Durables sector is a solid 20 per cent this quarter. This is a seven percentage point increase over the Outlook reported last quarter and an increase of five percentage points compared to the Outlook reported in the same quarter last year. The forecast is the strongest reported in the sector since the fourth quarter of 2010.

### **Public Administration**

Employers for this sector report a Net Employment Outlook of 16 per cent for the first quarter of 2018, indicating a hopeful hiring climate for job seekers. This Outlook is a decrease of one percentage point compared to the previous quarter's forecast and a four percentage point decrease from the Outlook at 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 respectable hiring environment in the coming quarter. This forecast is an eight percentage point increase from last quarter and on par with the Outlook reported during the same time last year.

## **Services**

Employment prospects in the Services sector are steady for the first quarter of 2018, with a Net Employment Outlook of 10 per cent. This is a one percentage point increase when compared to the previous quarter, and an increase of two percentage points from the Outlook reported during the same time last year.

## **Wholesale & Retail Trade**

In the Wholesale & Retail Trade sector, employers expect a moderate hiring pace and report a Net Employment Outlook of nine per cent. This reflects a two percentage point decrease compared to the previous quarter's forecast, and a decrease of one percentage point from the Outlook reported during the same time last year.

## **Education**

Employers in the education sector expect a mild hiring pace for the upcoming quarter, and report a Net Employment Outlook of eight per cent. This Outlook is an increase of five percentage points from last quarter and a two percentage point decrease from the Outlook reported during the same quarter last year.

## **Mining**

Employers in the Mining sector report a cautiously optimistic Net Employment Outlook of seven per cent for the first quarter of 2018. This forecast is a one percentage point increase from last quarter and an increase of three percentage points from the Outlook reported during the same time last year.

## **Construction**

Job seekers in the Construction sector are expected to see a subdued hiring climate for the upcoming quarter with a Net Employment Outlook of three per cent. This forecast is a decrease of five percentage points from the Outlook reported in the previous quarter, and a decrease of four percentage points compared to the same time last year.

## **Hiring Intentions Most Respectable in Quebec**

Survey results for the first 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 favorable hiring climate for the coming quarter, reporting a Net Employment Outlook of 17 per cent. Employers in Ontario and Western Canada anticipate a respectable hiring pace, with employers in these regions reporting Outlooks of 11 and 10 per cent, respectively. Job seekers in Atlantic Canada should plan for a slow hiring climate, with employers reporting an Outlook of four per cent.

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

Employers in large (250+ employees) and medium (50-249 employees) organizations report the most positive hiring plans for the upcoming quarter, reporting seasonally adjusted Outlooks of 34 and 15 per cent, respectively. Meanwhile, employers in small organizations (10-49 employees) report a moderate Outlook of nine 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 43 countries and territories included in this quarter's survey, plus regional and global comparisons, can be found at [manpowergroup.com](http://manpowergroup.com). 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 43 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), 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 nearly 70 years. In 2017, ManpowerGroup was named one of the World's Most Ethical Companies for the seventh 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)