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U.S. EMPLOYERS REPORT IMPROVED HIRING OUTLOOK FOR FIRST QUARTER OF 2021 THOUGH EMPLOYERS EXPECT PRE-PANDEMIC HIRING LEVELS WILL TAKE LONGER TO RETURN

- *Hiring outlook intentions continue to improve in Q1 with an Employment Outlook of +17%, up +3 percentage points from the previous quarter.*
- *Hiring plans increased in all but one of the 12 sectors with Leisure and Hospitality, Transportation and Utilities, and Wholesale and Retail Trade reporting the greatest increase.*
- *23% of employers now expect return to pre-pandemic hiring levels by April 2021, weakening from one-third of employers who expected a return of April 2021 when asked in July.*

MILWAUKEE (DECEMBER 8, 2020) – Employers in the U.S. report steadily improving hiring plans for Q1 according to the ManpowerGroup (NYSE: MAN) Employment Outlook Survey of more than 6,700 employers conducted in October 2020, up +3% from the previous quarter. The survey also reveals employers are shifting their HR priorities as a result of the pandemic with employee health & wellbeing and upskilling.

Key Highlights:

- Employers in all 12 U.S. industry sectors forecast positive outlooks in Q1 2021, with hiring intentions strengthening in 11 sectors quarter-over-quarter. The strongest labor markets are forecast for the **Leisure and Hospitality sector** (+26%) and the **Transportation and Utilities sector** (+22%).
- Hiring intentions increase in all four U.S. regions, most notably the **Midwest** with an Outlook of +20%.
- Employers in Vermont (+56%), Montana (+38%) and Iowa, (+31%), report the strongest outlooks nationwide; weakest outlooks Nevada (+1%) and Kentucky (+2%).
- The biggest quarter-over-quarter improvement is reported by **Nondurable Goods Manufacturing** (+19%), increasing 10 percentage points from the previous quarter.

Employers in Leisure and Hospitality (+26%), Transportation and Utilities (+22%), Wholesale and Retail Trade (+20%) report the three strongest outlooks for the second consecutive quarter as employers re-hire furloughed workers and the rise in e-commerce continues through the



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holiday season. Nondurable Goods Manufacturing (+19%) saw the greatest improvements, increasing 10 percentage points from the previous quarter. Education and Health Services (+14%) report the only decrease in hiring when compared to the previous quarter, down 1 percentage point.

“As we continue to navigate the changing tides of the labor market in response to the pandemic, it is encouraging to see workforce participation continue to move in a positive direction. We are seeing hiring for the holiday season, yet not as we know it, and a rise of e-commerce means operations and logistics roles are in high demand, while jobs in traditional retail have slowed. Though we have much work to do to reach pre-pandemic numbers, we continue to see green shoots across industries with a growing demand for medical, cybersecurity and risk roles as preparedness in this unpredictable recovery remains key,” said Becky Frankiewicz, President of ManpowerGroup North America.

Beyond hiring, the pandemic has impacted other HR priorities. Employers tell us employee health and wellbeing (55%), development of leaders/managers (22%), and upskilling, learning and development (20%) have all risen in importance as a result of the crisis.

“The skills of tomorrow will be different from today - and employers have an important role to play in helping people upskill and reskill to develop sustainable skills,” said Frankiewicz. “It’s encouraging to see so many organizations prioritizing the wellbeing and development of their employees, which will in turn build a stronger and more resilient workforce for the future.”

View the complete Q1 2021 U.S. survey results: [ManpowerGroup.US/MEOS](https://www.manpowergroup.com/US/MEOS)

Region	Q1 2021	Quarter-over-Quarter Variation	Year-over-Year Variation
West	15%	2%	-4%
Midwest	20%	4%	-1%
South	17%	3%	-5%
Northeast	16%	1%	-2%

U.S. Hiring Plans by Industry Sectors, Regions, Metro Areas and States

- Employers in all 12 U.S. industry sectors expect to add workers during the upcoming quarter: Leisure & Hospitality (+26%), Transportation & Utilities (+22%), Wholesale & Retail Trade (+20%), Nondurable Goods Manufacturing (+19%), Professional & Business Services (+17%), Construction (+17%), Education & Health Services (+14%), Financial Activities (+14%) and Durable Goods Manufacturing (+14%), Government (+10%). Information (+9%), and Other Services (+9%).
- Hiring intentions strengthen in all four U.S. regions when compared with the previous quarter. When the four regions are compared, the strongest hiring pace is anticipated in the Midwest, where the Outlook is +20%. Northeast employers expect steady hiring intentions,



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reporting an Outlook of +16%, and hiring activity is anticipated to improve in the South and the West, with outlooks standing at +17% and +15%, respectively.

- Employers in Vermont (+56%), Montana (+38%), Iowa, (+31%), South Dakota (+29%), and Arkansas (+26%), report the strongest outlooks nationwide. Of the 100 largest metropolitan statistical areas, the strongest outlooks are expected in Cape Coral-Fort Myers, FL (+42%), Winston-Salem, NC (+34%), Grand Rapids-Wyoming, MI (+34%), El Paso, TX (+34%) and Des Moines-West Des Moines, IA (+31%).

To view complete results for the ManpowerGroup Employment Outlook Survey, visit: www.manpowergroup.com/meos. The next survey will be released March 9, 2021 and will report hiring expectations for Q2 2021.

*The survey – conducted October 2020 – is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator.

The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting a decrease in hiring activity.

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 hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis and Talent Solutions – creates substantial value for candidates and clients across more than 75 countries and territories and has done so for over 70 years. We are recognized consistently for our diversity - as a best place to work for Women, Inclusion, Equality and Disability and in 2020 ManpowerGroup was named one of the World's Most Ethical Companies for the eleventh year - all confirming our position as the brand of choice for in-demand talent.