

**ManpowerGroup
Employment
Outlook Survey
United States**

**Q4
2020**



ManpowerGroup®

United States Employment Outlook

More than 8,700 interviews were conducted with employers within the United States, including all 50 states, the top 100 Metropolitan Statistical Areas (MSAs), the District of Columbia and Puerto Rico, to measure hiring intentions for the fourth quarter of 2020. The mix of industries within the survey follows the North American Industry Classification System (NAICS) supersectors and is structured to be representative of the U.S. economy.

All participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of December 2020 compared to the current quarter?”

Interviewing was carried out during the exceptional circumstances of the COVID-19 outbreak. The survey findings for the fourth quarter of 2020 are likely to reflect the impact of the global health emergency, and may be notably different to previous quarters.

Contents

United States Employment Outlook	1
Industry Sector Comparisons	
Regional Comparisons	
Metropolitan Statistical Areas	
Global Employment Outlook	8
About the Survey	9

United States Employment Outlook

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
Quarter 4 2020	20	8	67	5	12	14
Quarter 3 2020	17	11	62	10	6	3
Quarter 2 2020	23	3	73	1	20	19
Quarter 1 2020	22	5	72	1	17	19
Quarter 4 2019	22	5	72	1	17	20



Employers in 20 percent of U.S. businesses surveyed expect to add to payrolls in the October to December period, with 8 percent anticipating a decrease and 67 percent expecting no change.

Once the data is adjusted to allow for seasonal variation, the Net Employment Outlook for the upcoming quarter is +14%. Hiring intentions are 11 percentage points stronger when compared with the prior quarter, but decline by 6 percentage points in comparison with this time one year ago.

Hiring prospects strengthen considerably in all four U.S. regions when compared with the previous quarter, with Outlooks increasing by 11 percentage points in the Midwest, the Northeast, the South and the West. When the four regions are compared, the

strongest hiring pace is anticipated in the Midwest, where the Outlook is +16%. Northeast employers expect steady workforce gains, reporting an Outlook of +15%, and positive hiring activity is anticipated in the South and the West, with Outlooks standing at +14% and +13%, respectively.

Hiring sentiment improves considerably in all four regions in a comparison with the third quarter of 2020. When compared with the fourth quarter of 2019, employers in the West report a moderate decline, while Outlooks are slightly weaker in the Midwest, the Northeast and the South.

From this point forward, all data discussed in the commentary is seasonally adjusted, unless stated otherwise.

Please note that throughout this report, the figure used in all graphs is the "Net Employment Outlook." This figure is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers that expect to see a decrease in employment at their location in the next quarter. In addition, percentage totals may not equal 100% due to rounding.

Industry Sector Comparisons

Employers in all 12 U.S. industry sectors expect to add to payrolls during the final quarter of 2020: Leisure & Hospitality (+22%), Transportation & Utilities (+19%), Wholesale & Retail Trade (+18%), Education & Health Services (+15%), Professional & Business Services (+15%), Construction (+14%), Financial Activities (+9%), Nondurable Goods Manufacturing (+9%), Durable Goods Manufacturing (+8%), Information (+7%), Other Services (+6%), Government (+4%).

Hiring intentions improve considerably in seven nationwide industry sectors when compared with the previous quarter: Construction, Information, Leisure & Hospitality, Other Services, Professional & Business Services, Transportation & Utilities and Wholesale & Retail Trade.

In three U.S. industry sectors, employers report moderately stronger hiring plans in comparison with the prior quarter: Financial Activities, Durable Goods Manufacturing and Nondurable Goods Manufacturing.

Employers report a slight quarter-over-quarter improvement in hiring prospects for the national Education & Health Services sector.

Nationally, Government employers report no change when compared with the third quarter of 2020.

Industry	Increase %	Decrease %	No Change %	Don't Know %	Net Employment Outlook Q4 2020 %	Seasonally Adjusted %
Construction	17	8	72	3	9	14
Education & Health Services	21	6	68	5	15	15
Financial Activities	12	4	81	3	8	9
Government	10	9	77	4	1	4
Information	16	10	69	5	6	7
Leisure & Hospitality	31	15	47	7	16	22
Manufacturing – Durable Goods	13	7	76	4	6	8
Manufacturing – Nondurable Goods	17	9	70	4	8	9
Other Services	12	8	75	5	4	6
Professional & Business Services	19	6	70	5	13	15
Transportation & Utilities	23	7	65	5	16	19
Wholesale & Retail Trade	24	6	66	4	18	18

Regional Comparisons

+12 (+16)%

Midwest

In 19 percent of Midwest businesses surveyed, employers anticipate an increase in payrolls during the next three months. With 7 percent expecting to trim payrolls, and 70 percent anticipating no change, the resulting Net Employment Outlook is +12%. Once the data is adjusted to allow for seasonal variation, hiring plans improve considerably in comparison with the prior quarter, while declining slightly year-over-year.

Employers in two of the Midwest industry sectors report a sharp improvement in hiring prospects when compared with the previous quarter: Information and Transportation & Utilities.

Considerably stronger hiring plans are reported in five of the Midwest's industry sectors in comparison with the third quarter of 2020: Construction, Leisure & Hospitality, Nondurable Goods Manufacturing, Professional & Business Services and Wholesale & Retail Trade.

Midwest employers in three industry sectors report moderately stronger hiring intentions when compared with the prior quarter: Financial Activities, Government and Durable Goods Manufacturing.

Other Services employers in the Midwest report no quarter-over-quarter change in hiring prospects.

In the Education & Health Services sector, Midwest employers report a slight decline in comparison with the previous quarter.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q4 2020	Seasonally Adjusted
	%	%	%	%	%	%
All Industries – Midwest	19	7	70	4	12	16
Construction	15	4	75	6	11	17
Education & Health Services	19	5	71	5	14	14
Financial Activities	15	4	80	1	11	13
Government	9	6	84	1	3	9
Information	18	12	67	3	6	8
Leisure & Hospitality	31	16	47	6	15	24
Manufacturing – Durable Goods	13	8	75	4	5	7
Manufacturing – Nondurable Goods	21	9	65	5	12	14
Other Services	13	8	74	5	5	8
Professional & Business Services	16	4	77	3	12	17
Transportation & Utilities	32	3	59	6	29	31
Wholesale & Retail Trade	22	5	72	1	17	19

The Midwest Region comprises the following states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin.

+13 (+15)%

Northeast

Northeast employers in 20 percent of businesses surveyed expect to grow payrolls during the coming quarter, while 7 percent anticipate a decrease and 67 percent expect no change. The resulting Net Employment Outlook is +13%. Once the data is adjusted to allow for seasonal variation, hiring sentiment is considerably stronger in comparison with the previous quarter, but declines slightly when compared with this time one year ago.

In three Northeast industry sectors, employers anticipate a steep improvement in hiring activity when compared with the previous quarter: Leisure & Hospitality, Transportation & Utilities and Wholesale & Retail Trade.

Considerably stronger hiring prospects are reported in three of the Northeast's industry sectors in comparison with the third quarter of 2020: Construction, Nondurable Goods Manufacturing and Other Services.

Durable Goods Manufacturing and Professional & Business Services sector employers in the Northeast report moderately stronger hiring plans in comparison with the prior quarter, while Education & Health Services employers in the region report a slight improvement.

Employers in the Northeast's Financial Activities sector report no quarter-over-quarter change in hiring sentiment.

The Outlook for the Government sector in the Northeast is considerably weaker when compared with the previous quarter, while Information sector employers in the region report a slight decline in hiring prospects.



Industry	Increase %	Decrease %	No Change %	Don't Know %	Net Employment Outlook Q4 2020 %	Seasonally Adjusted %
All Industries – Northeast	20	7	67	6	13	15
Construction	21	8	65	6	13	20
Education & Health Services	27	4	62	7	23	21
Financial Activities	11	7	78	4	4	7
Government	6	11	79	4	-5	-3
Information	7	7	74	12	0	0
Leisure & Hospitality	37	12	46	5	25	32
Manufacturing – Durable Goods	12	6	77	5	6	9
Manufacturing – Nondurable Goods	17	9	67	7	8	8
Other Services	10	4	74	12	6	8
Professional & Business Services	10	10	74	6	0	4
Transportation & Utilities	24	6	67	3	18	21
Wholesale & Retail Trade	24	4	66	6	20	20

The Northeast Region comprises the following states: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont.

+12 (+14)%

South

One fifth of businesses surveyed in the South expect to add to payrolls during the October to December period, while 8 percent expect to trim payrolls and 68 percent anticipate no change. The resulting Net Employment Outlook is +12%. Once the data is adjusted to allow for seasonal variation, hiring plans improve considerably in comparison with the third quarter of 2020, while declining slightly year-over-year.

Hiring prospects are considerably stronger in five industry sectors across the South when compared with the prior quarter: Construction, Leisure & Hospitality, Other Services, Professional & Business Services and Wholesale & Retail Trade.

Outlooks are moderately stronger in three of the South's industry sectors in a comparison with Quarter 3 2020: Education & Health Services, Financial Activities and Information.

Employers in the South's Durable Goods Manufacturing and Nondurable Goods Manufacturing sectors report slight quarter-over-quarter improvements in hiring sentiment.

Hiring intentions are unchanged for the Government sector in the South when compared with the previous quarter.

A slight decline in hiring prospects is reported for the South's Transportation & Utilities sector in comparison with the third quarter of 2020.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q4 2020	Seasonally Adjusted
	%	%	%	%	%	%
All Industries – South	20	8	68	4	12	14
Construction	18	8	72	2	10	13
Education & Health Services	20	6	69	5	14	15
Financial Activities	8	3	86	3	5	4
Government	13	7	74	6	6	7
Information	13	7	75	5	6	7
Leisure & Hospitality	33	14	47	6	19	24
Manufacturing – Durable Goods	13	8	75	4	5	5
Manufacturing – Nondurable Goods	14	8	75	3	6	7
Other Services	10	8	79	3	2	5
Professional & Business Services	21	5	70	4	16	17
Transportation & Utilities	22	10	64	4	12	14
Wholesale & Retail Trade	26	7	64	3	19	18

The South Region comprises the District of Columbia and Puerto Rico along with the following states: Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia.

+11 (+13)%

West

Employers in 20 percent of businesses surveyed in the West expect workforce gains during the forthcoming quarter. With 9 percent of employers anticipating a decrease in payrolls and 66 percent expecting no change, the Net Employment Outlook is +11%. Once the data is adjusted to allow for seasonal variation, hiring prospects are considerably stronger in comparison with the third quarter of 2020, but are moderately weaker when compared with the same period last year.

In six of the West's industry sectors, employers report considerably stronger hiring plans when compared with the previous quarter: Financial Activities, Leisure & Hospitality, Other Services, Professional & Business Services, Transportation & Utilities and Wholesale & Retail Trade.

Durable Goods Manufacturing sector employers in the West report a moderate improvement in hiring prospects when compared with Quarter 3 2020, while labor markets strengthen slightly in three of the region's industry sectors: Construction, Government and Information.

Hiring sentiment remains relatively stable in two of the West's industry sectors in comparison with the prior quarter: Education & Health Services and Nondurable Goods Manufacturing.



Industry	Increase %	Decrease %	No Change %	Don't Know %	Net Employment Outlook Q4 2020 %	Seasonally Adjusted %
All Industries – West	20	9	66	5	11	13
Construction	15	10	73	2	5	10
Education & Health Services	21	7	69	3	14	13
Financial Activities	18	4	75	3	14	15
Government	11	13	72	4	-2	2
Information	22	15	58	5	7	7
Leisure & Hospitality	27	17	46	10	10	15
Manufacturing – Durable Goods	14	6	75	5	8	9
Manufacturing – Nondurable Goods	16	13	68	3	3	6
Other Services	17	8	70	5	9	10
Professional & Business Services	23	8	64	5	15	16
Transportation & Utilities	15	9	72	4	6	13
Wholesale & Retail Trade	23	6	66	5	17	17

The West Region comprises the following states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.

Metropolitan Statistical Areas

For Quarter 4 2020, 97 of the 100 largest Metropolitan Statistical Areas (MSAs) in the United States report positive Net Employment Outlooks. Additional survey results for each MSA are available at meos-press.manpowergroup.us.

Net Employment Outlook Q4 2020	Metropolitan Statistical Areas
29%	Rochester
23%	Springfield
22%	Knoxville
21%	Buffalo, Little Rock
20%	Boise City, Jackson, Tucson
19%	Albany, Cape Coral, Deltona, Louisville, Memphis, Richmond, Sacramento, Salt Lake City
18%	Grand Rapids, Indianapolis, Virginia Beach
17%	Colorado Springs, Greensboro
16%	Charlotte, Chicago, Houston, Omaha, Orlando, St. Louis
15%	Atlanta, Bakersfield, Detroit, Lakeland, New York, Scranton, Wichita
14%	Dayton, Hartford, Madison, North Port, San Diego, Winston-Salem
13%	Baltimore, Chattanooga, Cincinnati, Providence, Worcester
12%	Birmingham, Des Moines, Greenville, Nashville, Ogden, Palm Bay, Provo-Orem
11%	Charleston, New Orleans, Pittsburgh, Portland, Riverside, San Antonio
10%	Columbia, Philadelphia, Raleigh, Seattle
9%	Allentown, Augusta, Milwaukee, Oklahoma City, Oxnard, Spokane, Syracuse, Tampa, Youngstown
8%	Denver, Kansas City, Minneapolis, Toledo
7%	Boston, Cleveland, Fresno, Stockton, Tulsa
6%	Akron, Albuquerque, Jacksonville, San Jose
5%	Baton Rouge, Columbus, Phoenix
4%	Austin, Dallas, Harrisburg, San Francisco, Washington
3%	Las Vegas, McAllen
1%	Bridgeport, El Paso, Honolulu
-1%	Los Angeles
-3%	New Haven
-4%	Miami

Survey results are available for the 100 largest Metropolitan Statistical Areas based on business establishment count.

Global Employment Outlook

ManpowerGroup interviewed over 38,000 employers in 43 countries and territories to anticipate hiring prospects* in the fourth quarter of 2020. All participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of December 2020 as compared to the current quarter?” Interviewing was carried out during the exceptional circumstances of the COVID-19 outbreak. The survey findings for the October to December 2020 period reflect the impact of the global health emergency, and the subsequent economic shutdown in many countries.

Employers in 22 of the 43 countries and territories surveyed by ManpowerGroup expect to add to payrolls in the period up to the end of December 2020. In 16 countries and territories employers expect to reduce payrolls, while flat hiring activity is forecast in five.

When compared with the third quarter of 2020, hiring prospects improve in 37 countries and territories, but weaken in five, with no change reported in one. Employers in 41 countries and territories report weaker hiring plans when compared with this time one year ago, with no change in one and an improvement in one – Turkey. The strongest labor markets are expected in Taiwan, the United States, Turkey, Japan and Greece, while the weakest hiring intentions are reported in Panama, Costa Rica, South Africa, Colombia and the UK.

Workforce gains are expected in 13 of the 26 Europe, Middle East & Africa (EMEA) region countries during the next three months, while employers in eight countries expect to trim payrolls, with flat hiring prospects reported in five. Hiring plans strengthen in 24 of the 26 EMEA countries when compared with the third quarter of 2020, but weaken in 25 when compared with this time one year ago. The strongest labor markets are anticipated in Turkey, Greece and Poland, while the weakest hiring activity is expected by employers in South Africa, the UK and Croatia.

Employers in five of the seven Asia Pacific countries and territories surveyed expect to grow payrolls during the final quarter of 2020, while a decrease is anticipated in two. Hiring plans strengthen in four of the region's countries and territories when compared with the prior quarter, but weaken in three. In a comparison with the fourth quarter of 2019, employers report weaker hiring sentiment in six countries and territories. The strongest hiring activity for the coming quarter is expected in Taiwan and Japan, while the weakest labor markets are forecast in Singapore and Hong Kong.

In four of the 10 Americas countries employers expect to add to payrolls during the forthcoming quarter, while a decrease is anticipated in the remaining six. Hiring prospects improve in nine of the 10 countries when compared with the previous quarter, but weaken in all 10 countries when compared with this time one year ago. The strongest fourth quarter hiring intentions are reported in the United States and Canada, while employers in Panama, Costa Rica and Colombia report the weakest hiring plans.

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

www.manpowergroup.com/meos

The next ManpowerGroup Employment Outlook Survey will be released on 8 December 2020 and will detail expected labor market activity for the first quarter of 2021.

* Commentary is based on seasonally adjusted data where available. Data is not seasonally adjusted for Croatia or Portugal.

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 workforces during the next quarter.

ManpowerGroup's comprehensive forecast of employer hiring plans has been running for more than 55 years and is one of the most trusted surveys of employment activity in the world. Various factors underpin the success of the ManpowerGroup Employment Outlook Survey:

Unique: It is unparalleled in its size, scope, longevity and area of focus.

Projective: The ManpowerGroup Employment Outlook Survey is the most extensive, forward-looking employment survey in the world, asking employers to forecast employment over the next quarter. In contrast, other surveys and studies focus on retrospective data to report on what occurred in the past.

Independent: The survey is conducted with a representative sample of employers from throughout the countries and territories in which it is conducted. The survey participants are not derived from ManpowerGroup's customer base.

Robust: For Quarter 4 2020, sample sizes are smaller than in previous quarters, reflecting the impact of the global health emergency. The survey is based on interviews with over 38,000 public and private employers across 43 countries and territories to measure anticipated employment trends each quarter. This sample allows for analysis to be performed across specific sectors and regions to provide more detailed information.

Focused: For more than five decades the survey has derived all of its information from a single question:

For the Quarter 4 2020 research, all employers participating in the survey worldwide are asked the same question, "How do you anticipate total employment at your location to change in the three months to the end of December 2020 as compared to the current quarter?"

Methodology

The ManpowerGroup Employment Outlook Survey is conducted using a validated methodology, in accordance with the highest standards in market research. The survey has been structured to be representative of each

national economy. The margin of error for all national, regional and global data is not greater than +/- 5.5%.

Net Employment Outlook

Throughout this report, we use the term "Net Employment Outlook." This figure is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting to see a decrease in employment at their location in the next quarter. The result of this calculation is the Net Employment Outlook. Net Employment Outlooks for countries and territories that have accumulated at least 17 quarters of data are reported in a seasonally adjusted format unless otherwise stated.

Seasonal adjustments have been applied to the data for all participating countries except Croatia and Portugal. ManpowerGroup intends to add seasonal adjustments to the data for other countries in the future, as more historical data is compiled.

Additional Information Available

Find complete survey results, including reports for the top 100 Metropolitan Statistical Areas, 50 states, District of Columbia and Puerto Rico on our website at press.manpower.com.

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.

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