

1Q21

National News Release

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ManpowerGroup Employment Outlook Survey: Canadian Employer Hiring Intentions are Moderate as Covid-19 Pandemic Continues to Impact Prospects for Job Seekers

- *Employers report a +7% National Outlook for 1Q 2021. It's a three percentage point decrease from the 1Q 2020 Outlook and one percentage point increase from the 4Q 2020 Outlook.*
- *41% of employers expect to return to pre-COVID-19 hiring levels within the next 12 months.*
- *Employers in nine Canadian industry sectors and in all four regions of the country have positive employment Outlooks for the upcoming quarter*
- *Employers in the Public Administration and the Transportation & Public Utilities sectors report the highest industry Outlooks (+14%) followed by the Manufacturing Non-Durables sector (+12%). The Mining sector anticipates a reserved Outlook of -2%, the weakest of all sector Outlooks in Canada*
- *The strongest regional Outlook is reported by employers in Ontario and Quebec (+9%). In Ontario, this is the same percentage as the Outlook in the previous quarter and a one percentage point decrease from the Outlook in 1Q 2020. In Quebec, this is an increase of nine percentage points in comparison with 4Q 2020, and an eight percentage point decrease in comparison with the same period last year*

TORONTO, ON, (December 8, 2020) – According to the latest ManpowerGroup Employment Outlook Survey, the most extensive, forward-looking employment survey in the world, Canadian employers expect a moderate hiring pace over the next three months. Employers in the Public Administration and the Transportation & Public Utilities sectors report the strongest job prospects, and job creators in Ontario and Quebec are forecasting the strongest Outlook of the four regions in Canada with Outlooks of +9%.

With seasonal variations removed from the data, the Net Employment Outlook for Canada is +7%. This is a one percentage point increase when compared to the previous quarterly Outlook (4Q 2020) and a three percentage point decrease from the Outlook reported during the same time last year (1Q 2020). Employers in all four regions of the country and in nine industry sectors expect to increase payrolls next quarter.

The survey of over 1,200 employers across Canada reveals that 12% of employers plan to increase their staffing levels in the first quarter of 2021, while 9% anticipate cutbacks. Meanwhile, 74% of the employers surveyed expect their current staffing levels to remain unchanged, while the remaining 5% are unsure of their hiring intentions.

The Covid-19 pandemic continues to impact businesses with 41% of employers expecting to return to pre-Covid -19 hiring levels within the next 12 months while 34% of employers don't expect to ever return to pre-Covid hiring levels.

“With the uncertainty surrounding the second wave of the Covid-19 pandemic, a moderate hiring Outlook for employers in the first quarter of 2021 can be seen as a positive development,” said Darlene Minatel, Country Manager of ManpowerGroup Canada. “With nine of the ten industry sectors expecting to add workers in the upcoming quarter, there will be opportunities for job seekers. All four regions of the country have positive employment Outlooks for the first quarter of 2021 but it's still challenging for job seekers in Western Canada with a flat employment Outlook (+1%).”

Table-Industry Sector Employer Outlook

Industry Sector	Q1 2021 Outlook	Q4 2020 Variation	Q1 20 Variation
Public Administration	+14%	3% Decrease	2% Decrease
Transportation & Public Utilities	+14%	1% Decrease	2% Increase
Manufacturing-Non-Durables	+12%	No Change	3% Decrease
Manufacturing-Durables	+11%	2% Increase	5% Decrease
Education	+10%	11% Increase	6% Decrease
Financing & Real Estate	+5%	3% Decrease	9% Decrease
Services	+5%	3% Increase	1% Decrease
Construction	+4%	2% Decrease	8% Decrease
Wholesale & Retail Trade	+2%	No Change	3% Decrease
Mining	-2%	2% Increase	1% Decrease

Canada Hiring Plans by Industry Sectors, Regions and Metro Areas

- Nationwide, employers in nine industry sectors expect to add staff in Q1 2020. The strongest Outlooks are reported in the Public Administration and Transportation & Public Utilities sectors (+14%) followed by the Manufacturing Non-Durables sector (+12%). The Mining sector is the only industry sector that expects a decrease in employment in this quarter. When compared with the previous quarter, hiring plans improve in four sectors, decrease in four sectors and remain unchanged in two. In a year-over-year comparison, employers in nine sectors report a weaker hiring sentiment with the Transportation & Public Utilities sector the only sector reporting a stronger hiring sentiment when compared to last year.
- Ontario and Quebec have the strongest regional Outlooks in the country (+9%). In Ontario, this is the same percentage as the Outlook in the previous quarter and a one percentage point decrease from the Outlook in 1Q 2020. In Quebec, this is an increase of nine percentage points in comparison with 4Q 2020, and an eight percentage point decrease in comparison with the same period last year. Hiring prospects in Atlantic Canada (+6%) expect a conservative hiring pace this quarter while job seekers in Western Canada (+1%) should plan for a subdued hiring climate.
- Of the 46 markets serviced by Manpower in Canada, the strongest job gains are expected in Quebec City (+25%), Cornwall (+20%), Mississauga (+20%), London (+19%) and Kitchener/Cambridge (+18%).



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Complete results for the ManpowerGroup Employment Outlook Survey are available for download at www.manpowergroup.ca/meos. The Q2 2021 survey will be released March 9, 2021.

**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.*

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Note to Editors

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 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 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 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®, 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 ninth year and one of Fortune's Most Admired Companies for the sixteenth year, 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.