

Q4 / 2009

Manpower  
Employment  
Outlook Survey  
UK

A Manpower Research Report



Manpower®

# Q4/09

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# UK Employment Outlook

The Manpower Employment Outlook Survey for the fourth quarter of 2009 was conducted by interviewing a representative sample of 2,101 employers in the UK. All survey participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of December 2009 as compared to the current quarter?”

UK employers forecast flat hiring activity for Quarter 4 2009. With 9% of employers anticipating headcount growth, 9% predicting a decrease and 80% expecting no change, the Net Employment Outlook is a subdued 0%.

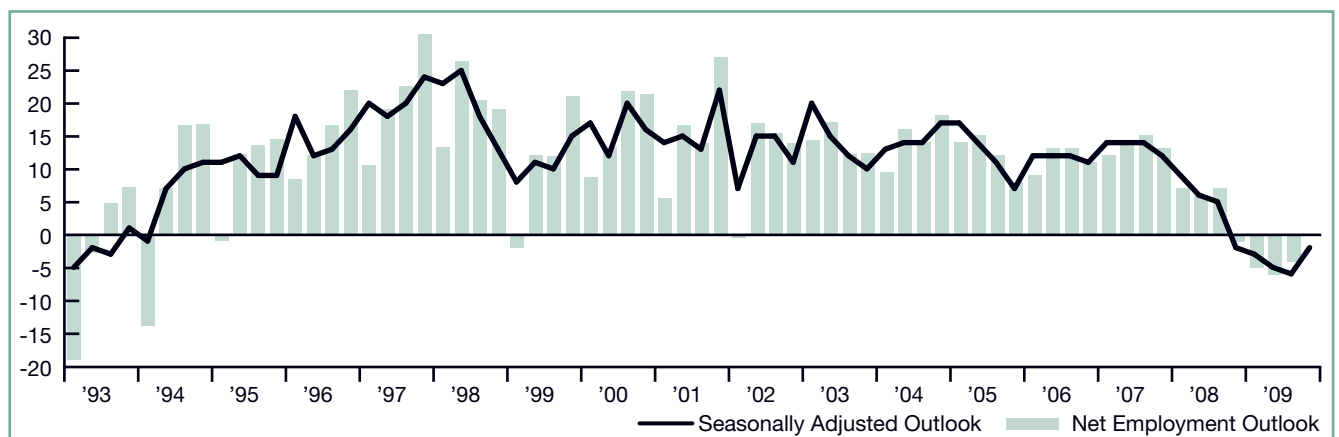
Throughout this report, we use the term “Net Employment Outlook.” This figure is derived by taking the percentage of employers anticipating total employment to increase, and subtracting from this the percentage expecting to see a decrease in employment at their location during the next three months. The result of this calculation is the Net Employment Outlook.

Employers report a slight improvement in hiring prospects compared to Quarter 3 2009, with a four percentage point increase in Outlook. Year-over-year, the Outlook is relatively stable.

Once seasonal adjustments are added to the data, the Outlook is -2%, indicating uncertain hiring plans for the upcoming quarter. However, this does reflect a four percentage point improvement quarter-over-quarter. Year-over-year, the Outlook is unchanged.

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

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted Outlook
	%	%	%	%	%	%
<b>4th Quarter 2009</b>	<b>9</b>	<b>9</b>	<b>80</b>	<b>2</b>	<b>0</b>	<b>-2</b>
3rd Quarter 2009	6	10	81	3	-4	-6
2nd Quarter 2009	5	11	81	3	-6	-5
1st Quarter 2009	5	10	82	3	-5	-3
4th Quarter 2008	7	8	82	3	-1	-2



No bar indicates Net Employment Outlook of zero.

## Regional Summary

Employers in five of the 12 regions anticipate headcount growth during Quarter 4 2009. In the North East, cautiously optimistic hiring prospects are reflected in a Net Employment Outlook of +8%. Some slight gains are also forecast by employers in the East, East Midlands and South West, each with an Outlook of +4%. However, employers in six regions forecast negative headcount growth. The weakest labour market is predicted by West Midlands employers with an Outlook of -10%, while in the North West employers forecast sluggish hiring activity with an Outlook of -8%.

Quarter-over-quarter, prospects for job seekers have strengthened in ten of the 12 regions. Employers in Northern Ireland report the greatest improvement, with an increase of 15 percentage points, and North East employers report a ten percentage point increase in the Outlook. More moderate improvements of five percentage points are reported for the East Midlands, South East and Wales.

Year-over-year, hiring intentions have strengthened in five regions, with notable improvements of 14 and 12 percentage points reported by employers in the South East and North East, respectively. However, employers in seven regions report weaker Outlooks, most notably in London, where there has been an eight percentage point decline.

Based on unadjusted survey data, employers in six regions forecast headcount gains in Quarter 4 2009, most notably in the North East. However, weak hiring prospects are reported for the North West, Scotland and Wales. Hiring intentions have strengthened in eight regions compared to Quarter 3 2009, and the Outlooks in five regions are stronger year-over-year.

	Increase Q4 2009	Decrease Q4 2009	Q4 2009	Q3 2009	Q4 2008	Qtr on Qtr Change Q3 2009 to Q4 2009	Yr on Yr Change Q4 2008 to Q4 2009
	%	%	%	%	%	%	%
East	11	7	4 (4) <sup>1</sup>	7 (2) <sup>1</sup>	1 (2) <sup>1</sup>	-3 (2) <sup>1</sup>	3 (2) <sup>1</sup>
East Midlands	10	5	5 (4) <sup>1</sup>	-3 (-1) <sup>1</sup>	-1 (-1) <sup>1</sup>	8 (5) <sup>1</sup>	6 (5) <sup>1</sup>
London	9	10	-1 (-5) <sup>1</sup>	-6 (-3) <sup>1</sup>	8 (3) <sup>1</sup>	5 (-2) <sup>1</sup>	-9 (-8) <sup>1</sup>
North East	16	7	9 (8) <sup>1</sup>	-1 (-2) <sup>1</sup>	-3 (-4) <sup>1</sup>	10 (10) <sup>1</sup>	12 (12) <sup>1</sup>
North West	5	12	-7 (-8) <sup>1</sup>	-5 (-5) <sup>1</sup>	0 (-1) <sup>1</sup>	-2 (-3) <sup>1</sup>	-7 (-7) <sup>1</sup>
Northern Ireland	9	7	2 (0) <sup>1</sup>	-14 (-15) <sup>1</sup>	-4 (-6) <sup>1</sup>	16 (15) <sup>1</sup>	6 (6) <sup>1</sup>
Scotland	7	14	-7 (-3) <sup>1</sup>	0 (-4) <sup>1</sup>	-4 (1) <sup>1</sup>	-7 (1) <sup>1</sup>	-3 (-4) <sup>1</sup>
South East	8	7	1 (2) <sup>1</sup>	-2 (-3) <sup>1</sup>	-9 (-12) <sup>1</sup>	3 (5) <sup>1</sup>	10 (14) <sup>1</sup>
South West	11	6	5 (4) <sup>1</sup>	6 (2) <sup>1</sup>	7 (6) <sup>1</sup>	-1 (2) <sup>1</sup>	-2 (-2) <sup>1</sup>
Wales	8	15	-7 (-7) <sup>1</sup>	-11 (-12) <sup>1</sup>	-5 (-5) <sup>1</sup>	4 (5) <sup>1</sup>	-2 (-2) <sup>1</sup>
West Midlands	5	11	-6 (-10) <sup>1</sup>	-15 (-14) <sup>1</sup>	-2 (-6) <sup>1</sup>	9 (4) <sup>1</sup>	-4 (-4) <sup>1</sup>
Yorkshire & Humberside	7	11	-4 (-2) <sup>1</sup>	-12 (-5) <sup>1</sup>	0 (-1) <sup>1</sup>	8 (3) <sup>1</sup>	-4 (-1) <sup>1</sup>

1. Number in parentheses is the Net Employment Outlook when adjusted to remove seasonal variations.

## Sector Summary

Employers in four of the nine industry sectors anticipate headcount growth during Quarter 4 2009. Utilities sector employers are cautiously optimistic, reporting a Net Employment Outlook of +7%, while Community & Social sector employers predict some headcount gains with an Outlook of +3%. In five industry sectors, employers report negative Outlooks. Transport & Communications sector employers report the weakest forecast at -10% and there are downbeat Outlooks of -7% for both the Mining sector and the Hotels & Retail sector.

Hiring intentions have strengthened in six of the nine industry sectors, quarter-over-quarter. Construction sector employers report the most notable improvement of eight percentage points. However, Transport & Communications sector employers report a six percentage point decline.

Year-over-year, employers report weaker hiring intentions in six sectors: the largest decline of ten percentage points is in the Transport & Communications sector Outlook. In the Construction sector, however, the Outlook improves by seven percentage points.

Based on unadjusted survey data, employers in three industry sectors anticipate positive hiring activity in the forthcoming quarter, although elsewhere, employers report negative Outlooks, with particularly weak prospects in both the Mining sector and the Transport & Communications sector. Quarter-over-quarter, the Outlook improves in five sectors, with the most notable increase reported by Finance & Business Services employers. Year-over-year, however, only two sector Outlooks have strengthened.

	Increase Q4 2009	Decrease Q4 2009	Q4 2009	Q3 2009	Q4 2008	Qtr on Qtr Change Q3 2009 to Q4 2009	Yr on Yr Change Q4 2008 to Q4 2009
	%	%	%	%	%	%	%
Agriculture	5	7	-2 (2) <sup>1</sup>	1 (0) <sup>1</sup>	-2 (1) <sup>1</sup>	-3 (2) <sup>1</sup>	0 (1) <sup>1</sup>
Community & Social	9	7	2 (3) <sup>1</sup>	1 (2) <sup>1</sup>	2 (4) <sup>1</sup>	1 (1) <sup>1</sup>	0 (-1) <sup>1</sup>
Construction	9	12	-3 (-2) <sup>1</sup>	-6 (-10) <sup>1</sup>	-10 (-9) <sup>1</sup>	3 (8) <sup>1</sup>	7 (7) <sup>1</sup>
Finance & Business Services	10	6	4 (1) <sup>1</sup>	-4 (-4) <sup>1</sup>	0 (-3) <sup>1</sup>	8 (5) <sup>1</sup>	4 (4) <sup>1</sup>
Hotels & Retail	8	13	-5 (-7) <sup>1</sup>	-7 (-9) <sup>1</sup>	-3 (-4) <sup>1</sup>	2 (2) <sup>1</sup>	-2 (-3) <sup>1</sup>
Manufacturing	8	12	-4 (-4) <sup>1</sup>	-5 (-5) <sup>1</sup>	3 (2) <sup>1</sup>	1 (1) <sup>1</sup>	-7 (-6) <sup>1</sup>
Mining	3	12	-9 (-7) <sup>1</sup>	-1 (-3) <sup>1</sup>	-4 (-2) <sup>1</sup>	-8 (-4) <sup>1</sup>	-5 (-5) <sup>1</sup>
Transport & Communications	3	12	-9 (-10) <sup>1</sup>	-5 (-4) <sup>1</sup>	3 (0) <sup>1</sup>	-4 (-6) <sup>1</sup>	-12 (-10) <sup>1</sup>
Utilities	10	6	4 (7) <sup>1</sup>	9 (9) <sup>1</sup>	9 (12) <sup>1</sup>	-5 (-2) <sup>1</sup>	-5 (-5) <sup>1</sup>

1. Number in parentheses is the Net Employment Outlook when adjusted to remove seasonal variations.

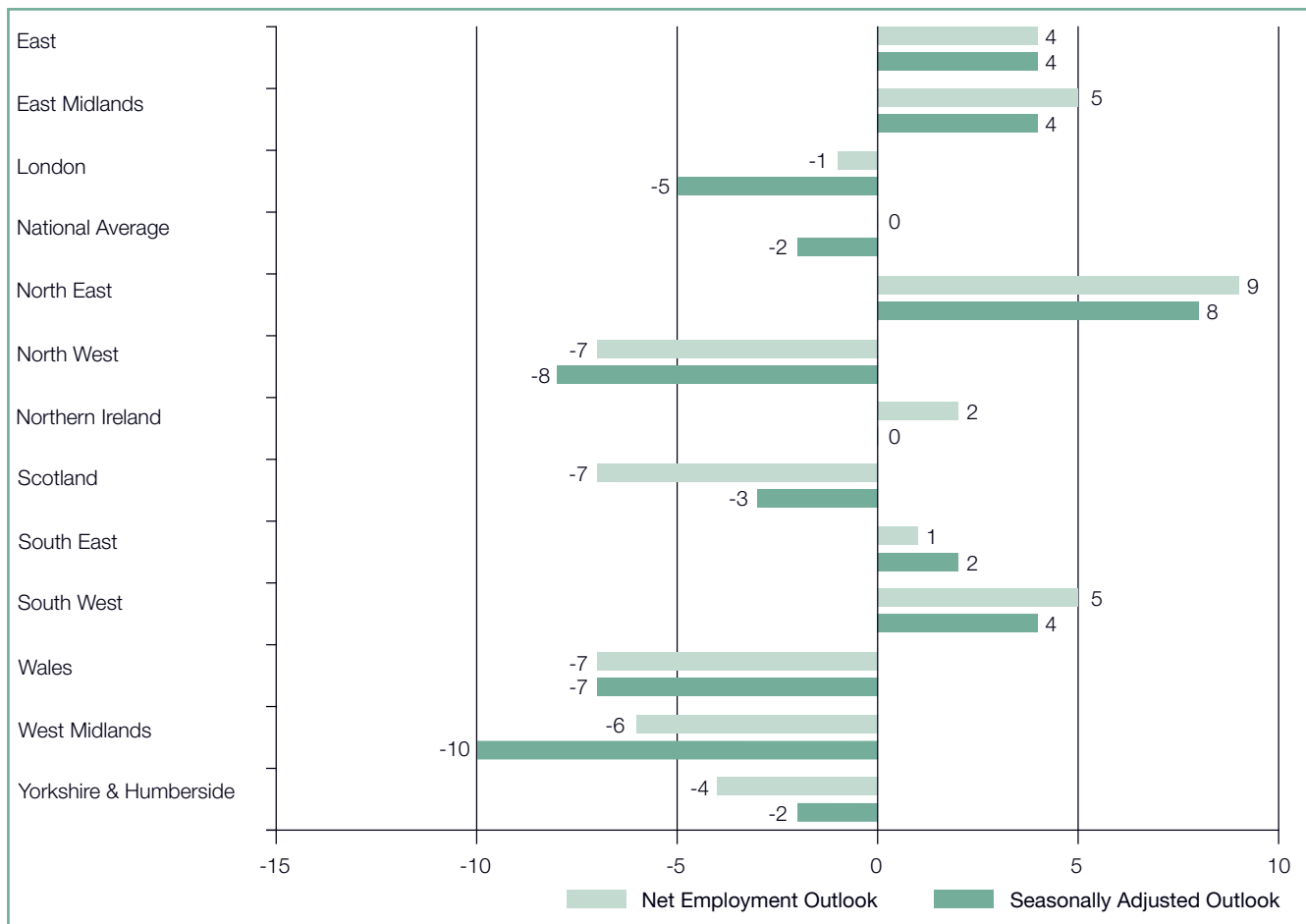
## Regional Comparisons

Employers in five of the 12 regions report positive hiring intentions for the forthcoming quarter. In the North East, employers report a cautiously optimistic Net Employment Outlook of +8%, while in the East, East Midlands and South West, employers report modest Outlooks of +4% each. In six regions, however, negative Outlooks are reported. The weakest hiring activity is forecast by employers in the West Midlands, where the Outlook stands at -10%, and there are Outlooks of -8% in the North West and -7% in Wales.

Quarter-over-quarter, hiring prospects have improved in ten of the 12 regions. Employers in Northern Ireland report a considerable improvement of 15 percentage points, while in the North East, the Outlook is ten percentage points stronger. Employers in the East Midlands, the South East and Wales report moderate improvements of five percentage points. Meanwhile, there have been slight declines of three and two percentage points in the Outlooks for the North West and London, respectively.

Year-over-year, hiring prospects are stronger in five regions. The most notable improvements are reported in the South East, where the Outlook is 14 percentage points stronger, and the North East, where an improvement of 12 percentage points is reported. The Outlook has weakened in seven regions, however, with moderate declines of eight percentage points in London and seven percentage points in the North West.

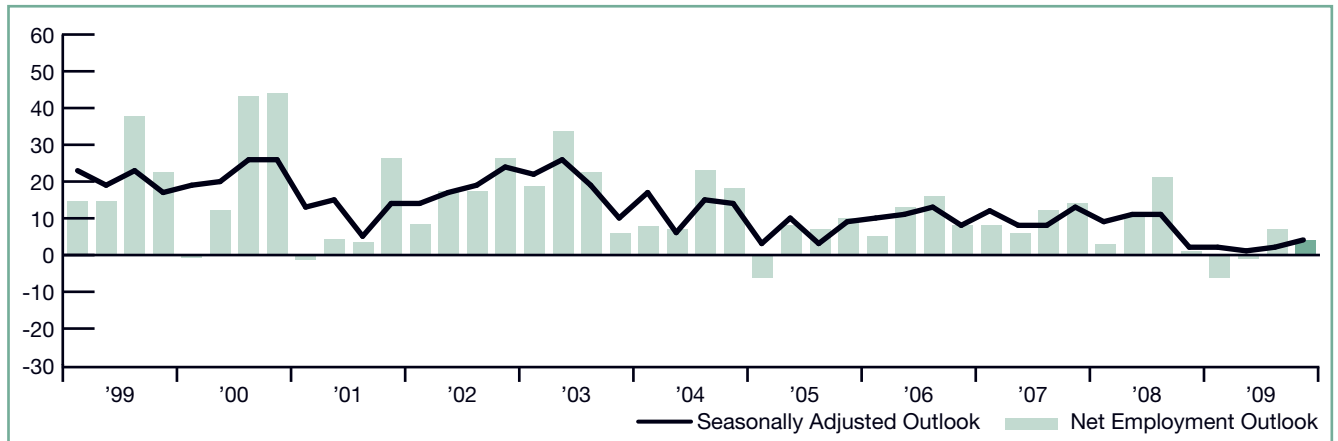
Based on unadjusted survey data, employers predict headcount gains in six regions during Quarter 4 2009, with the strongest Outlook reported in the North East. A negative Outlook is expected in six regions, with the weakest Outlooks reported by employers in the North West, Scotland and Wales. Quarter-over-quarter, eight regions have stronger Outlooks, with considerable improvements reported for both Northern Ireland and the North East. Year-over-year, Outlooks have improved in five regions but are weaker in the remaining seven.



## East +4 (4)%

Employers in the East forecast modest opportunities to grow headcount during Quarter 4 2009, with a Net Employment Outlook of +4% reported. The Outlook has slightly improved by two percentage points both quarter-over-quarter and year-over-year.

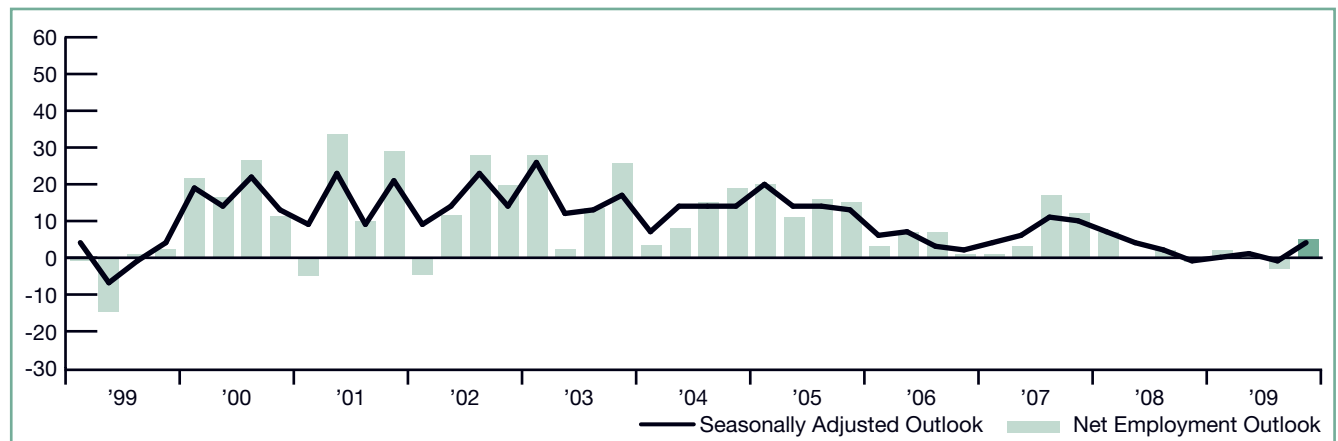
Based on unadjusted survey data, employers forecast a mild hiring climate in the upcoming quarter. The Outlook for the region is +4%, reflecting a three percentage point decrease in Outlook quarter-over-quarter, but a three percentage point increase year-over-year.



## East Midlands +5 (4)%

Encouraging signs are observed in the labour market by East Midlands employers, where the Net Employment Outlook for Quarter 4 2009 is +4%. Hiring prospects in the region have moderately improved both quarter-over-quarter and year-over-year by five percentage points each.

Based on unadjusted survey data, employers report cautiously optimistic hiring plans for Quarter 4 2009 at +5%, reflecting significant eight and six percentage point improvements quarter-over-quarter and year-over-year, respectively.

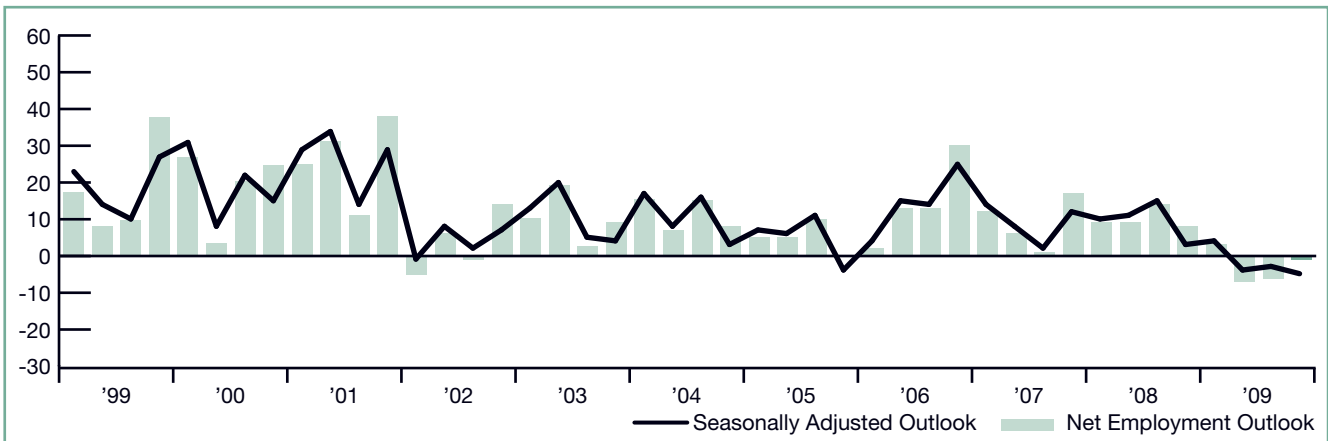


No bar indicates Net Employment Outlook of zero.

## London -1 (-5)%

London employers predict a downbeat hiring pace for Quarter 4 2009, with a Net Employment Outlook of -5% reported. This is the weakest Outlook for the region since Quarter 1 1993. The Outlook has declined both quarter-over-quarter and year-over-year, by two and eight percentage points, respectively.

Based on unadjusted survey data, employers report uncertain hiring plans at -1%. While the Outlook has strengthened by five percentage points quarter-over-quarter, it is weaker year-over-year by nine percentage points.

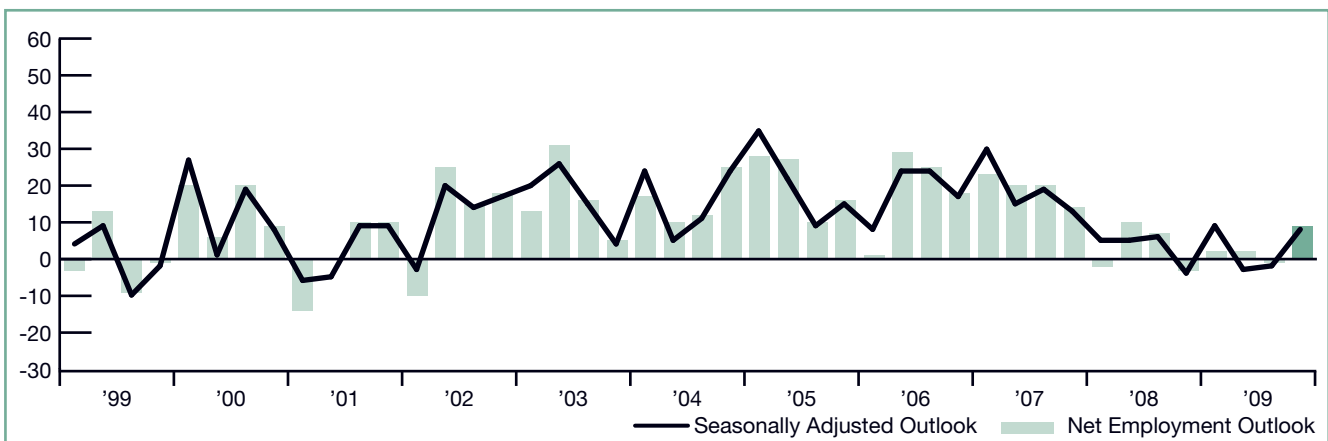


No bar indicates Net Employment Outlook of zero.

## North East +9 (8)%

With a Net Employment Outlook of +8%, employers report cautiously optimistic hiring prospects for Quarter 4 2009. Hiring intentions are considerably stronger both quarter-over-quarter and year-over-year, with the Outlook increasing by ten and 12 percentage points, respectively.

Based on unadjusted survey data, employers anticipate moderate increases in staffing levels in the forthcoming quarter at +9%. Hiring prospects have improved considerably both quarter-over-quarter and year-over-year, by ten and 12 percentage points, respectively.

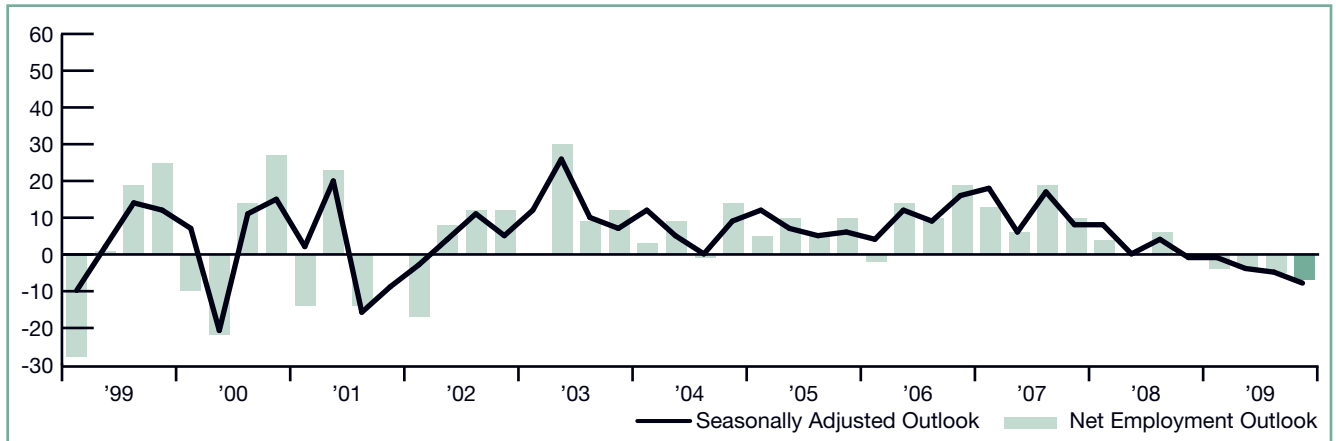


No bar indicates Net Employment Outlook of zero.

## North West -7 (-8)%

North West employers anticipate pessimistic hiring intentions in Quarter 4 2009, reporting a Net Employment Outlook of -8%, the weakest for the region since Quarter 4 2001. This reflects a three percentage point decline quarter-over-quarter and a seven percentage point decrease year-over-year.

Based on unadjusted survey data, employers forecast downbeat hiring prospects at -7%. The Outlook is weaker both quarter-over-quarter and year-over-year, by two and seven percentage points, respectively.

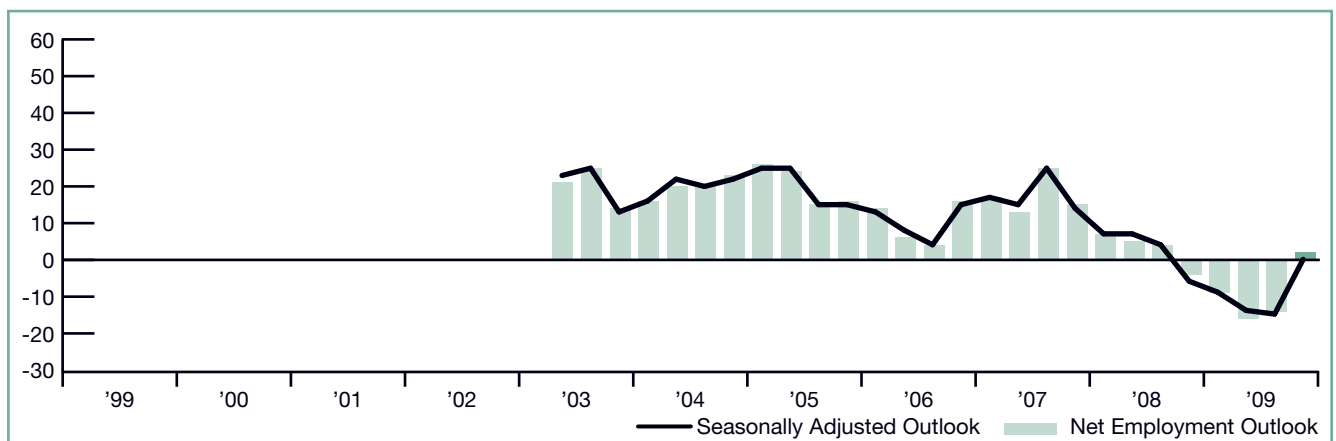


No bar indicates Net Employment Outlook of zero.

## Northern Ireland +2 (0)%

Employers in Northern Ireland are reporting flat hiring intentions for Quarter 4 2009, with a Net Employment Outlook of 0%. Hiring intentions are 15 percentage points stronger quarter-over-quarter, and six percentage points stronger year-over-year.

Based on unadjusted survey data, employers forecast moderate headcount gains at +2%, following encouraging signs in Outlook both quarter-over-quarter and year-over-year, by 16 and six percentage points, respectively.

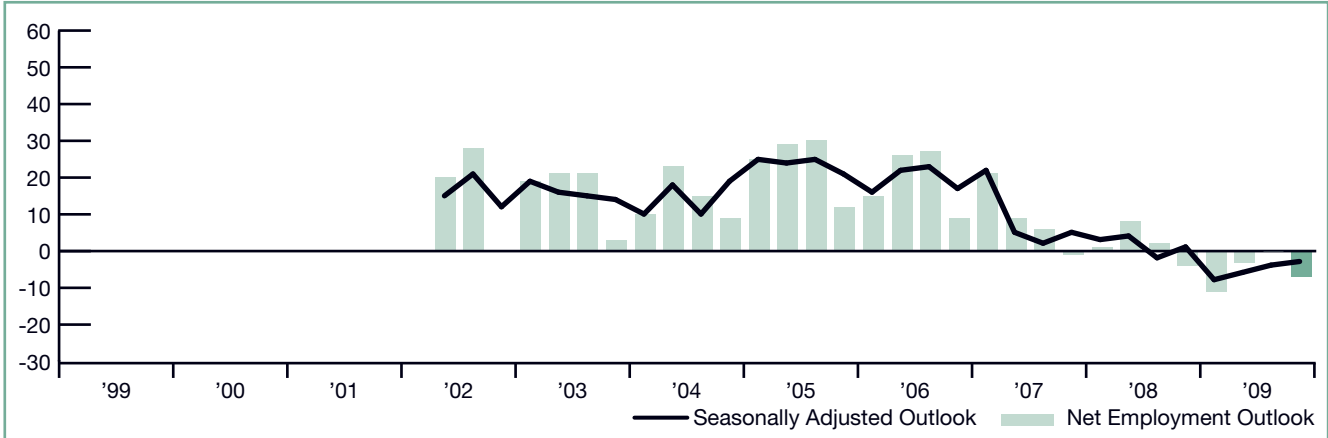


Northern Ireland joined the survey in Q2 2003.

### Scotland -7 (-3)%

In Scotland, employers predict a downbeat hiring pace for Quarter 4 2009, with a Net Employment Outlook of -3% reported. This is relatively stable compared to the previous quarter, but has weakened by four percentage points year-over-year.

Based on unadjusted survey data, employers are downbeat about hiring prospects for Quarter 4 2009 at -7%. The Outlook is weaker both quarter-over-quarter and year-over-year, by seven and three percentage points, respectively.

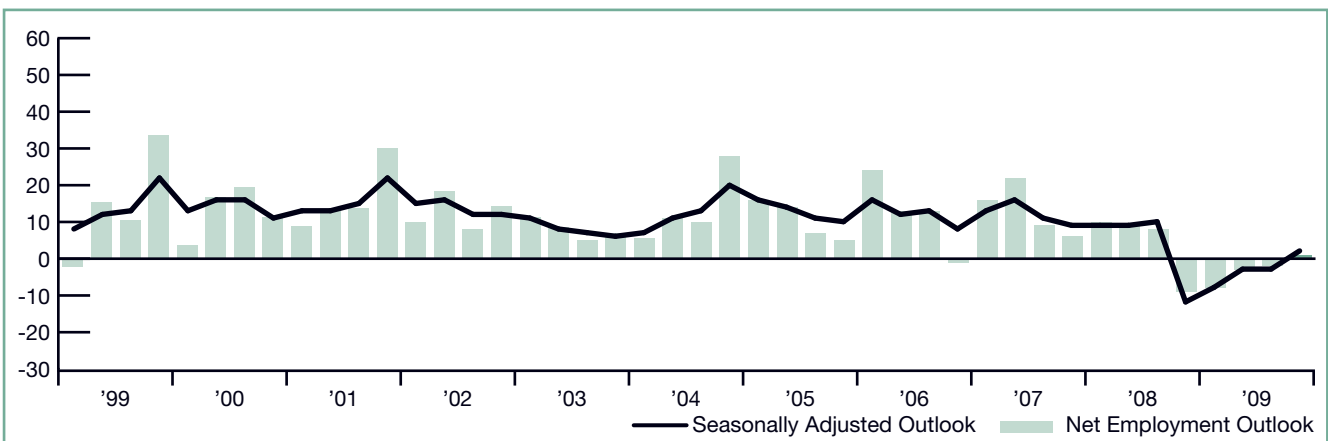


Scotland joined the survey in Q2 2002. No bar indicates Net Employment Outlook of zero.

### South East +1 (2)%

Some opportunities for headcount growth are anticipated by South East employers in Quarter 4 2009, with a Net Employment Outlook of +2% reported. Hiring prospects in the region have moderately improved by five percentage points quarter-over-quarter, and have significantly improved by 14 percentage points year-over-year.

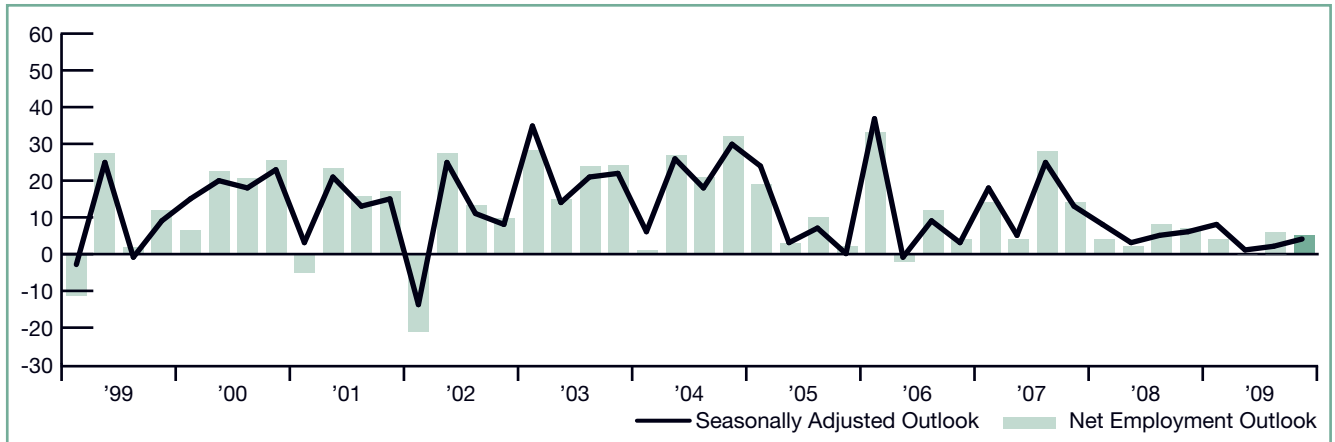
Based on unadjusted survey data, employers report some encouraging signs in Quarter 4 2009 at +1%. There is a slight three percentage point improvement in Outlook quarter-over-quarter, while year-over-year it is considerably stronger by ten percentage points.



## South West +5 (4)%

Job seekers in the South West will find some opportunities in the local labour market during Quarter 4 2009, according to employers who report a modest Net Employment Outlook of +4%. Hiring intentions in the region have strengthened slightly by two percentage points quarter-over-quarter, but the Outlook is two percentage points weaker year-over-year.

Based on unadjusted survey data, headcount growth is predicted to be slow-paced for Quarter 4 2009 at +5%. The Outlook is relatively stable quarter-over-quarter, with a one percentage point decline, but slightly weaker year-over-year by two percentage points.

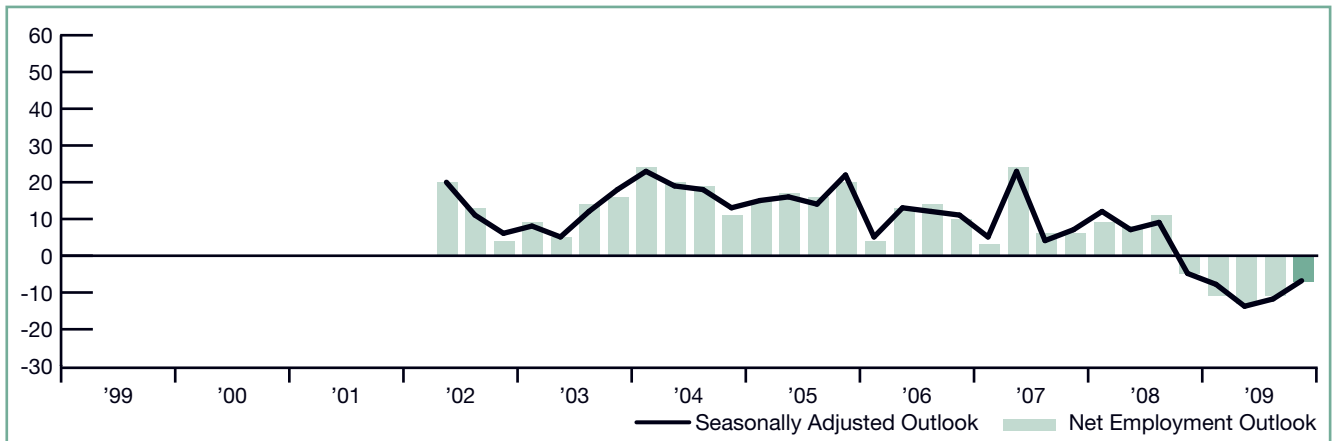


No bar indicates Net Employment Outlook of zero.

## Wales -7 (-7)%

Welsh employers forecast a weak hiring climate for Quarter 4 2009, with a Net Employment Outlook of -7% reported. While this reflects a moderate improvement of five percentage points quarter-over-quarter, the Outlook has declined by two percentage points year-over-year.

Based on unadjusted survey data, hiring prospects are downbeat for Quarter 4 2009 at -7%. While there has been a slight improvement of four percentage points quarter-over-quarter, year-over-year the Outlook is slightly weaker with a decline of two percentage points.

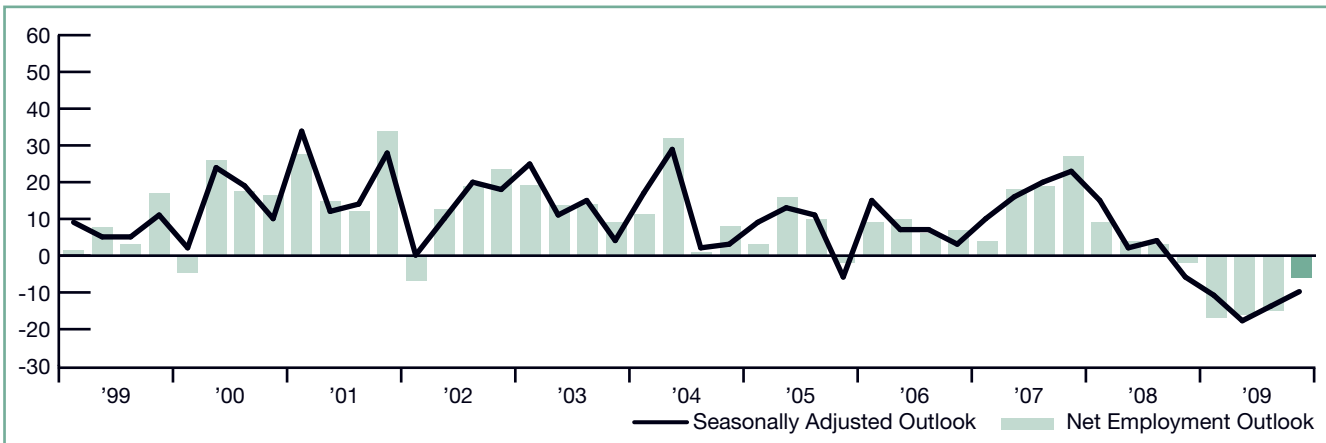


Wales joined the survey in Q2 2002.

### West Midlands -6 (-10)%

West Midlands employers forecast a weak labour market during Quarter 4 2009, with a Net Employment Outlook of -10% reported. However, the Outlook is four percentage points stronger than in Quarter 3 2009. Year-over-year, the Outlook is weaker by four percentage points.

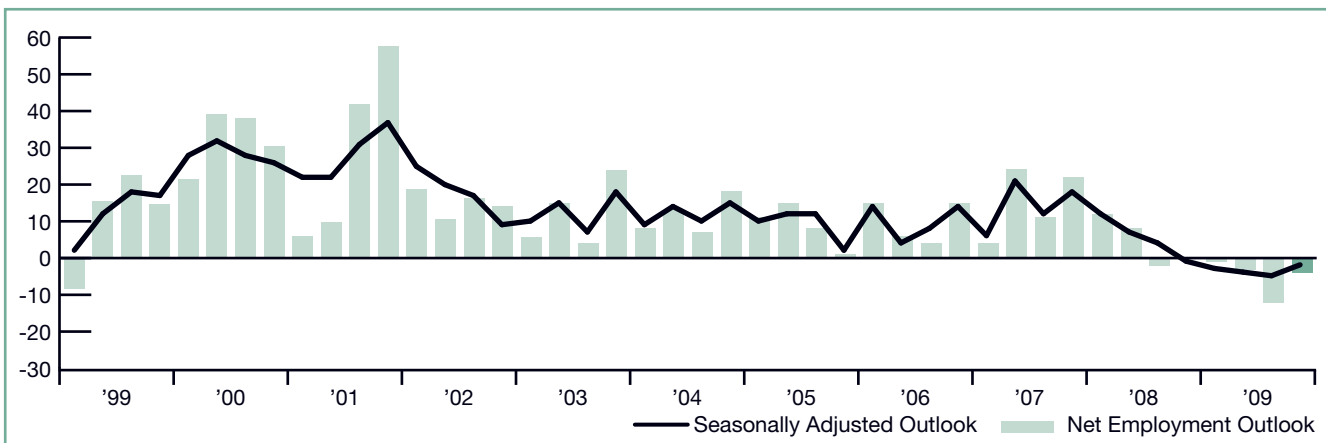
Based on unadjusted survey data, employers are downbeat about hiring prospects for the upcoming quarter at -6%. West Midlands employers do, however, report a considerable quarter-over-quarter improvement, by nine percentage points. Year-over-year, the Outlook is slightly weaker by four percentage points.



### Yorkshire & Humberside -4 (-2)%

Subdued hiring plans are reported by Yorkshire & Humberside employers, with a Net Employment Outlook of -2% for Quarter 4 2009. Hiring prospects have slightly improved by three percentage points quarter-over-quarter, but year-over-year the Outlook remains relatively stable with a small one percentage point decline reported.

Based on unadjusted survey data, employers anticipate a muted hiring environment at -4%. Although hiring prospects have improved by eight percentage points compared to Quarter 3 2009, year-over-year the Outlook is weaker by four percentage points.



No bar indicates Net Employment Outlook of zero.

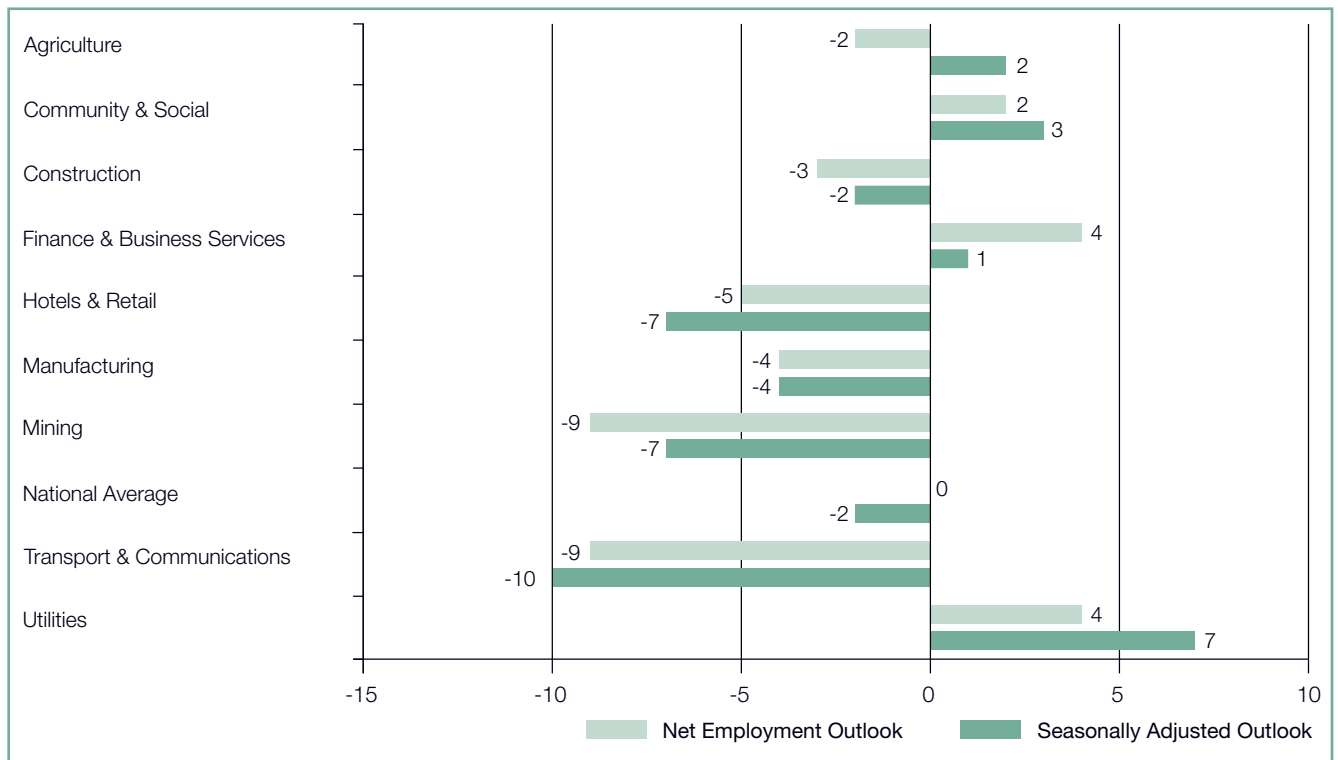
## Sector Comparisons

Positive hiring activity is forecast for four of the nine industry sectors in the forthcoming quarter. Employers in the Utilities sector report a cautiously optimistic Net Employment Outlook of +7% while there are modest Outlooks of +3% in the Community & Social sector, +2% in the Agriculture sector and +1% in the Finance & Business Services sector. Elsewhere, employers forecast negative headcount growth, with a particularly weak Outlook of -10% in the Transport & Communications sector. Employers in both the Hotels & Retail sector and the Mining sector report pessimistic Outlooks of -7%.

Quarter-over-quarter, hiring intentions have improved in six industry sectors, with the most notable increase of eight percentage points reported by Construction sector employers. However, the Outlook has declined in three sectors, including a moderate decline of six percentage points in the Transport & Communications sector.

Employers in three industry sectors report a year-over-year improvement in hiring plans, including a moderate seven percentage point increase in the Construction sector Outlook and a slight four percentage point increase in the Finance & Business Services sector. Meanwhile, in the remaining six sectors the Outlook has weakened, with notable declines of ten percentage points in the Transport & Communications sector and six percentage points in the Manufacturing sector. Both the Utilities sector and the Mining sector report downbeat Outlooks with declines of five percentage points each.

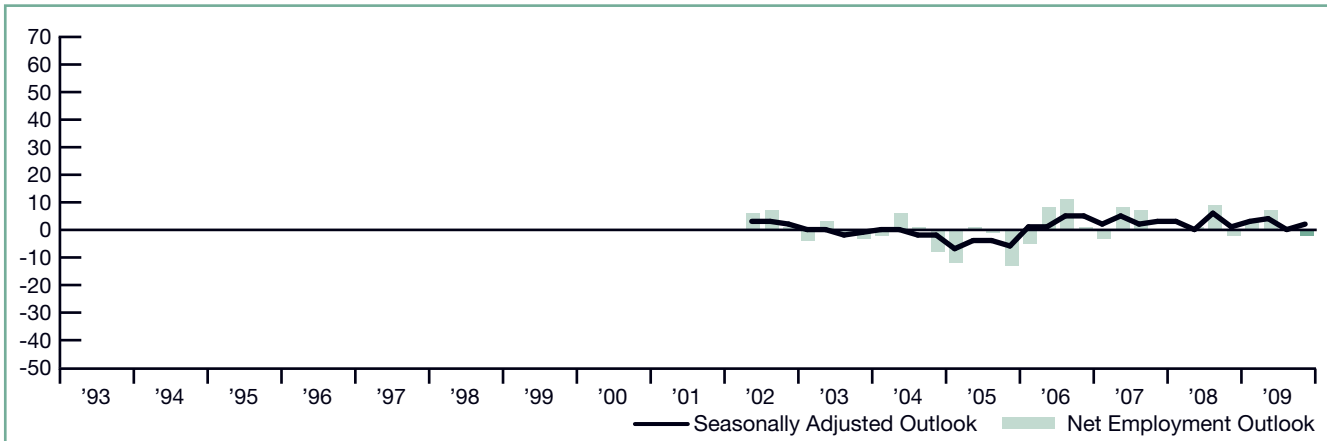
Based on unadjusted survey data, employers in three sectors forecast modest headcount gains, but in the remaining six sectors, negative headcount growth is anticipated – with the weakest labour markets forecast in the Mining sector and Transport & Communications sector. Quarter-over-quarter, improved hiring prospects are reported in five sectors, but are only reported by two sectors year-over-year – the Construction sector and the Finance & Business Services sector.



### Agriculture -2 (2)%

Sector employers forecast a slight increase in opportunities to grow headcount in Quarter 4 2009, with a Net Employment Outlook of +2% reported. Hiring intentions have strengthened slightly by two percentage points when compared to Quarter 3 2009, and remain relatively stable year-over-year.

Based on unadjusted survey data, employers report uncertain hiring plans at -2%, while quarter-over-quarter the Outlook has declined three percentage points. Year-over-year the Outlook is unchanged.

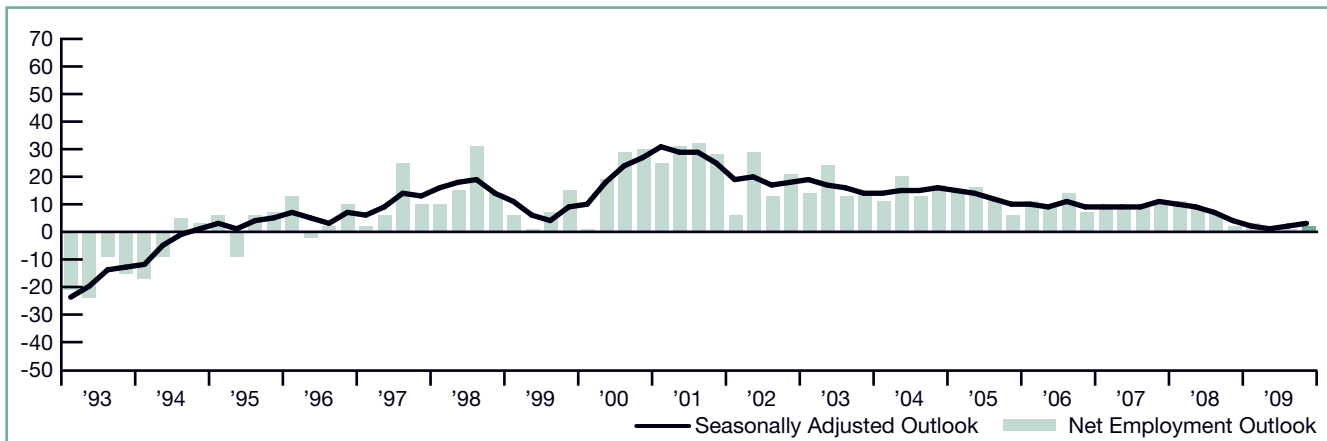


The Agriculture sector joined the survey in Q2 2002. No bar indicates Net Employment Outlook of zero.

### Community & Social +2 (3)%

Sector employers forecast some opportunities for headcount growth in Quarter 4 2009, with a Net Employment Outlook of +3% reported. The Outlook remains relatively stable, having increased by one percentage point quarter-over-quarter and declined by one percentage point year-over-year.

Based on unadjusted survey data, staffing levels in the sector are expected to grow slightly at +2%. The Outlook is relatively stable quarter-over-quarter, with an increase of one percentage point, while it remains unchanged year-over-year.

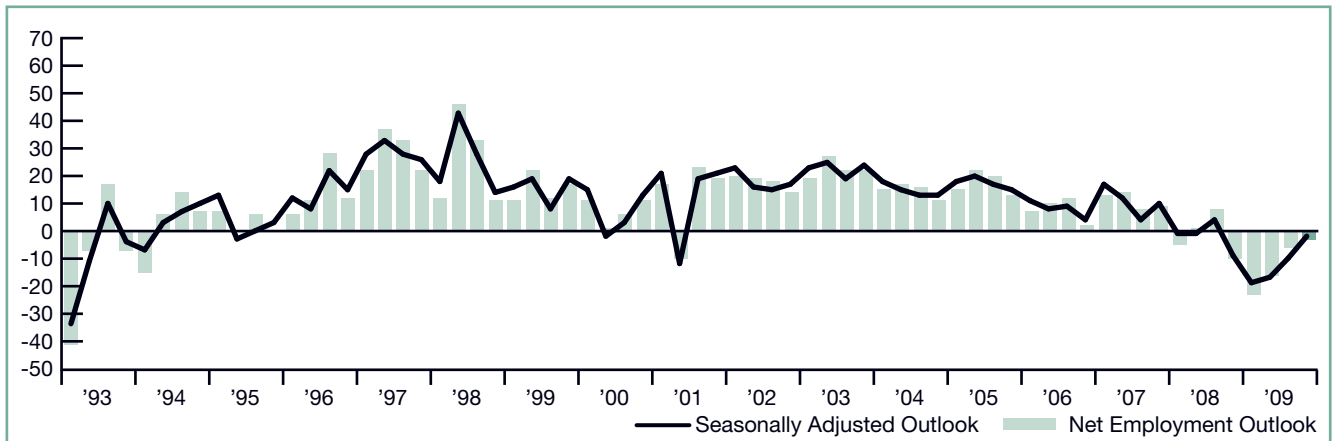


No bar indicates Net Employment Outlook of zero.

## Construction -3 (-2)%

A Net Employment Outlook of -2% indicates that sector employers anticipate uncertain hiring activity in Quarter 4 2009. However, hiring prospects in the sector have improved both quarter-over-quarter and year-over-year, by eight and seven percentage points, respectively.

Based on unadjusted survey data, employers reported a subdued hiring pace of -3% for the upcoming quarter, although the Outlook has strengthened both quarter-over-quarter and year-over-year, by three and seven percentage points, respectively.



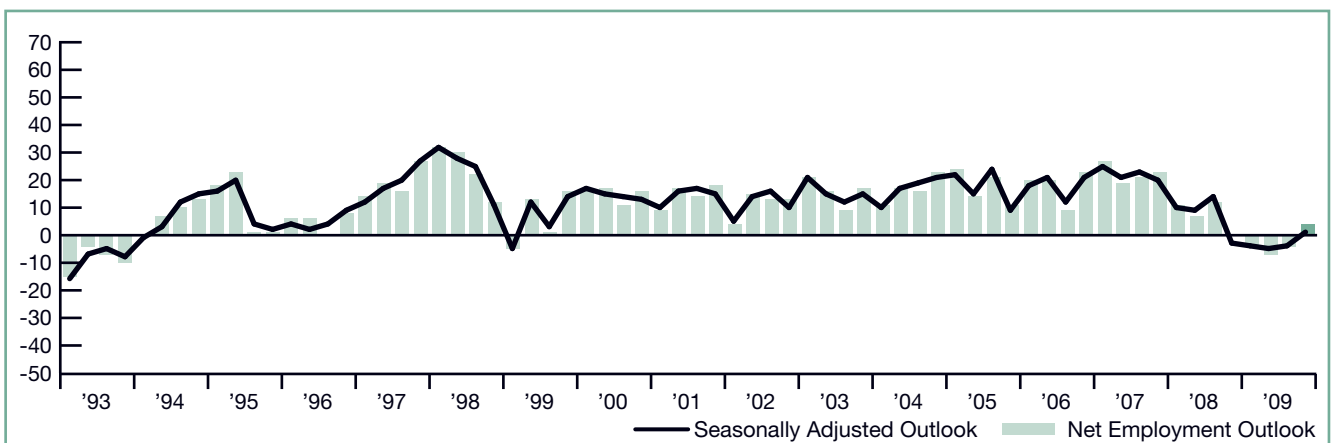
No bar indicates Net Employment Outlook of zero.

## Finance & Business Services +4 (1)%

Modest headcount gains are likely in the sector during Quarter 4 2009, with a Net Employment Outlook of +1% reported. Hiring intentions in the sector have moderately improved by five percentage points quarter-over-quarter and by four percentage points year-over-year.

Employers in both the Finance and Business Services sub-sectors reflect cautious optimism in their hiring plans for Quarter 4 2009. The Net Employment Outlook for the Finance sub-sector is +6%, while for the Business Services sub-sector it stands at +4%. Both Outlooks have improved considerably quarter-over-quarter, with a ten percentage point increase in the Finance sub-sector, and a nine percentage point increase in the Business Services sub-sector. Year-over-year, the Business Services sub-sector Outlook is five percentage points stronger, but in the Finance sub-sector the Outlook is three percentage points weaker.

Based on unadjusted survey data, employers report encouraging signs for job seekers during the forthcoming quarter at +4%, and hiring plans have strengthened both quarter-over-quarter and year-over-year, by eight and four percentage points, respectively.



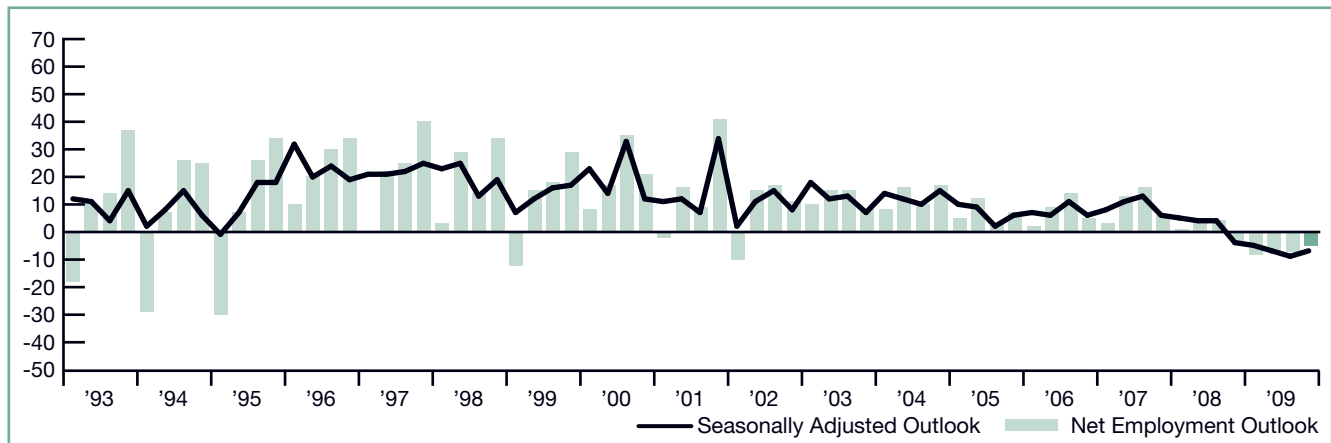
No bar indicates Net Employment Outlook of zero.

## Hotels & Retail -5 (-7)%

Employers forecast sluggish hiring activity in the sector during Quarter 4 2009 with a Net Employment Outlook of -7% reported. While the Outlook has improved by two percentage points when compared to the previous quarter, it is three percentage points weaker year-over-year.

Based on unadjusted survey data, employers predict a downbeat labour market for Quarter 4 2009 at -5%. The Outlook has improved slightly quarter-over-quarter with an increase of two percentage points, but is slightly weaker year-over-year with a decrease of two percentage points.

In the Hotels & Restaurants sub-sector, employers anticipate a gloomy hiring climate, with a Net Employment Outlook of -16% reported. While the Outlook remains relatively stable quarter-over-quarter, the sub-sector Outlook is 18 percentage points weaker year-over-year. Employers in both the B2C and B2B sub-sectors anticipate an uncertain Quarter 4 2009, reporting Outlooks of -1% each. The B2C sub-sector Outlook has improved moderately by five percentage points quarter-over-quarter, and is also four percentage points stronger year-over-year. The B2B sub-sector Outlook remains relatively stable both quarter-over-quarter and year-over-year.

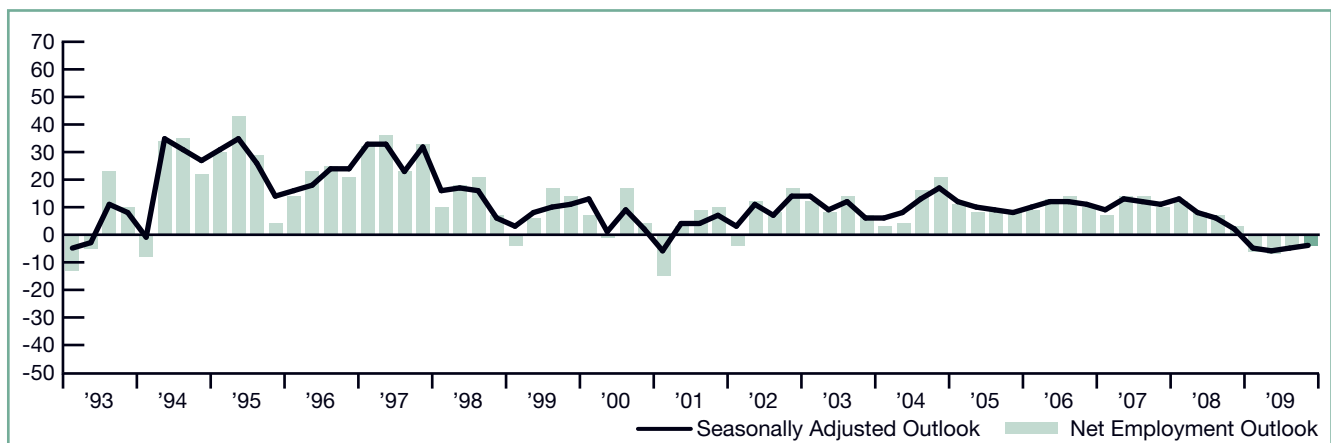


No bar indicates Net Employment Outlook of zero.

## Manufacturing -4 (-4)%

Employers in the Manufacturing sector report a downbeat hiring climate for Quarter 4 2009. Although the Outlook is relatively stable quarter-over-quarter, with a one percentage point increase, it has declined by six percentage points when compared to Quarter 4 2008.

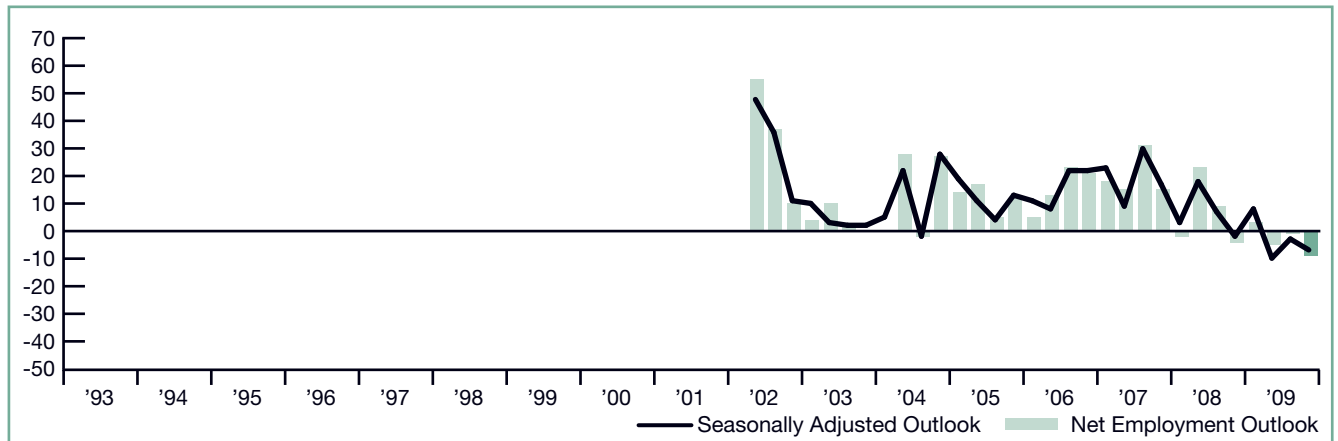
Based on unadjusted survey data, hiring prospects are disappointing for the next three months at -4%. While the Outlook is relatively stable quarter-over-quarter, with a small one percentage point improvement, it is moderately weaker year-over-year by seven percentage points.



## Mining -9 (-7)%

Mining sector employers expect a disappointing hiring pace in Quarter 4 2009, with a Net Employment Outlook of -7% reported. Hiring intentions in the sector are weaker both quarter-over-quarter and year-over-year, with the Outlook declining by four and five percentage points, respectively.

Based on unadjusted survey data, employers forecast a weak labour market for the upcoming quarter at -9%, reflecting declines of eight and five percentage points quarter-over-quarter and year-over-year, respectively.



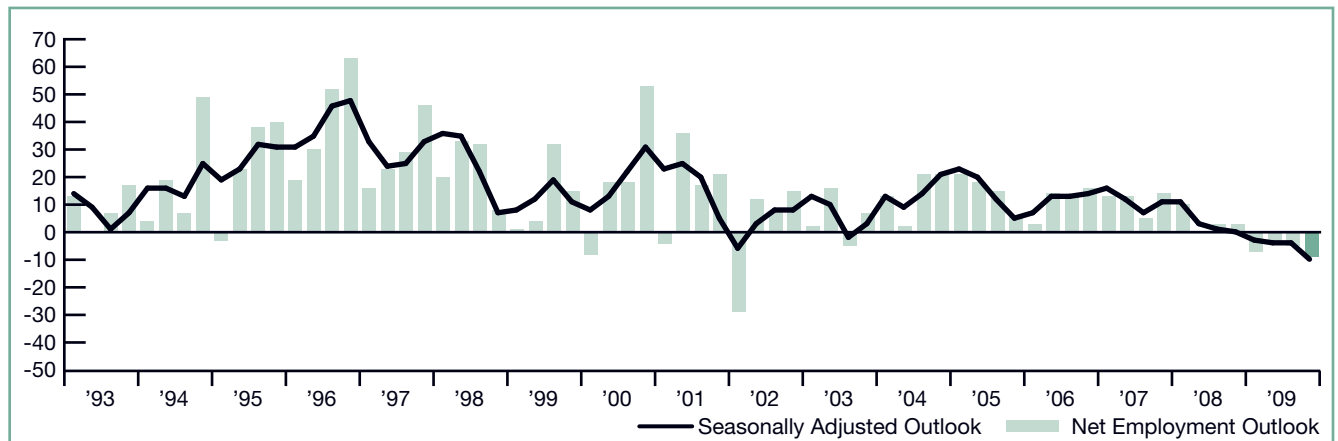
The Mining sector joined the survey in Q2 2002. No bar indicates Net Employment Outlook of zero.

## Transport & Communications -9 (-10)%

Employers in the Transport and Communications sector are pessimistic about the upcoming quarter with a Net Employment Outlook of -10% reported. Hiring plans for Quarter 4 2009 are weaker than at any point since the survey began in Quarter 2 1992, and the Outlook has declined by six percentage points quarter-over-quarter and by ten percentage points year-over-year.

Transport sub-sector job seekers face a gloomy Quarter 4 2009, with a Net Employment Outlook of -13% reported. Meanwhile, Telecommunications sub-sector employers anticipate some limited headcount gain, with an Outlook of +3%. Hiring prospects in both sub-sectors are weaker quarter-over-quarter, by five percentage points in each case. Year-over-year, the Transport sub-sector Outlook has declined by a considerable 16 percentage points, while there has only been a two percentage point decrease in the Telecommunications sub-sector Outlook.

Based on unadjusted survey data, the labour market in the sector is struggling at -9%, reflecting a significant decline of 12 percentage points year-over-year and a slight decline of four percentage points quarter-over-quarter.

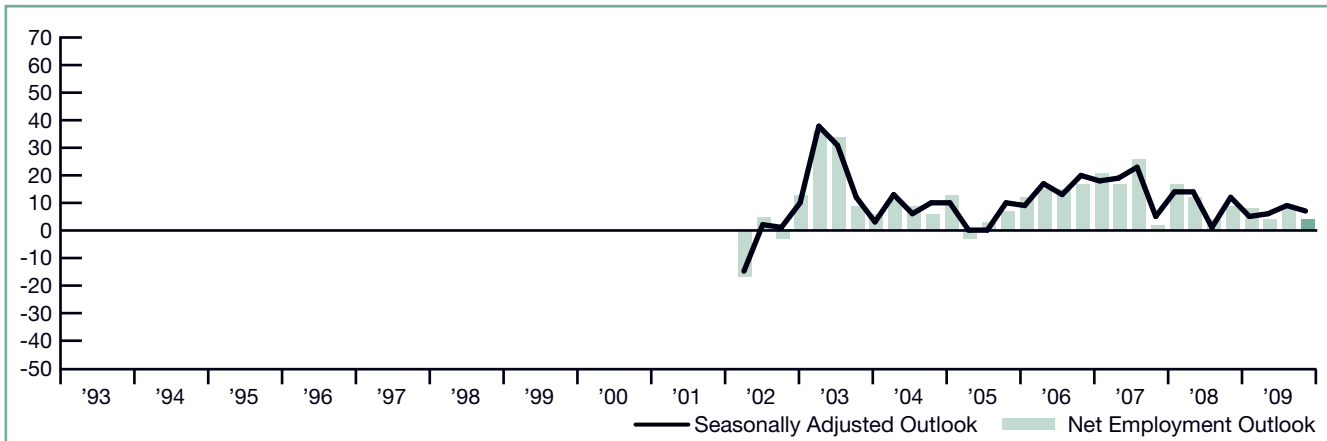


No bar indicates Net Employment Outlook of zero.

## Utilities +4 (7)%

Employers predict moderate headcount growth for the sector in Quarter 4 2009, with a Net Employment Outlook of +7% reported. However, both quarter-over-quarter and year-over-year, the Outlook has weakened, by two and five percentage points, respectively.

Based on unadjusted survey data, hiring prospects in the sector are conservative at +4%, reflecting moderate declines of five percentage points both quarter-over-quarter and year-over-year.



The Utilities sector joined the survey in Q2 2002.

# Global Employment Outlook

Americas	Net Employment Outlook			Qtr on Qtr Change	Yr on Yr Change
	Quarter 4 2008	Quarter 3 2009	Quarter 4 2009	Q3 2009 to Q4 2009	Q4 2008 to Q4 2009
	%	%	%		
Argentina	19	-3	3	6	-16
Brazil	-	-	21	-	-
Canada	13 (14) <sup>1</sup>	5 (-3) <sup>1</sup>	4 (5) <sup>1</sup>	-1 (8) <sup>1</sup>	-9 (-9) <sup>1</sup>
Colombia	22	-2	13	15	-9
Costa Rica	29	-1	6	7	-23
Guatemala	12	-1	1	2	-11
Mexico	15 (10) <sup>1</sup>	0 (-3) <sup>1</sup>	4 (-5) <sup>1</sup>	4 (-2) <sup>1</sup>	-11 (-15) <sup>1</sup>
Peru	29	5	9	4	-20
United States	9 (9) <sup>1</sup>	2 (-2) <sup>1</sup>	-2 (-3) <sup>1</sup>	-4 (-1) <sup>1</sup>	-11 (-12) <sup>1</sup>

Asia Pacific	Net Employment Outlook			Qtr on Qtr Change	Yr on Yr Change
	Quarter 4 2008	Quarter 3 2009	Quarter 4 2009	Q3 2009 to Q4 2009	Q4 2008 to Q4 2009
	%	%	%		
Australia	18 (16) <sup>1</sup>	0 (2) <sup>1</sup>	9 (7) <sup>1</sup>	9 (5) <sup>1</sup>	-9 (-9) <sup>1</sup>
China	11 (9) <sup>1</sup>	2 (3) <sup>1</sup>	11 (8) <sup>1</sup>	9 (5) <sup>1</sup>	0 (-1) <sup>1</sup>
Hong Kong	15 (14) <sup>1</sup>	0 (-3) <sup>1</sup>	4 (3) <sup>1</sup>	4 (6) <sup>1</sup>	-11 (-11) <sup>1</sup>
India	48 (39) <sup>1</sup>	23 (19) <sup>1</sup>	34 (25) <sup>1</sup>	11 (6) <sup>1</sup>	-14 (-14) <sup>1</sup>
Japan	8 (10) <sup>1</sup>	-9 (-6) <sup>1</sup>	-4 (-6) <sup>1</sup>	5 (0) <sup>1</sup>	-12 (-16) <sup>1</sup>
New Zealand	9 (8) <sup>1</sup>	-6 (-5) <sup>1</sup>	1 (-1) <sup>1</sup>	7 (4) <sup>1</sup>	-8 (-9) <sup>1</sup>
Singapore	16 (10) <sup>1</sup>	5 (5) <sup>1</sup>	14 (6) <sup>1</sup>	9 (1) <sup>1</sup>	-2 (-4) <sup>1</sup>
Taiwan	17 (13) <sup>1</sup>	12 (5) <sup>1</sup>	17 (5) <sup>1</sup>	5 (0) <sup>1</sup>	0 (-8) <sup>1</sup>

EMEA*	Net Employment Outlook			Qtr on Qtr Change	Yr on Yr Change
	Quarter 4 2008	Quarter 3 2009	Quarter 4 2009	Q3 2009 to Q4 2009	Q4 2008 to Q4 2009
	%	%	%		
Austria	9 (9) <sup>1</sup>	-1 (-2) <sup>1</sup>	-3 (-3) <sup>1</sup>	-2 (-1) <sup>1</sup>	-12 (-12) <sup>1</sup>
Belgium	7 (6) <sup>1</sup>	-1 (-1) <sup>1</sup>	2 (0) <sup>1</sup>	3 (1) <sup>1</sup>	-5 (-6) <sup>1</sup>
Czech Republic	1	1	-4	-5	-5
France	3 (2) <sup>1</sup>	-3 (-4) <sup>1</sup>	0 (-1) <sup>1</sup>	3 (3) <sup>1</sup>	-3 (-3) <sup>1</sup>
Germany	8 (7) <sup>1</sup>	-2 (-4) <sup>1</sup>	-1 (-2) <sup>1</sup>	1 (2) <sup>1</sup>	-9 (-9) <sup>1</sup>
Greece	12	-7	0	7	-12
Hungary	-	-4	-4	0	-
Ireland	-7 (-5) <sup>1</sup>	-7 (-11) <sup>1</sup>	-10 (-8) <sup>1</sup>	-3 (3) <sup>1</sup>	-3 (-3) <sup>1</sup>
Italy	-5 (-3) <sup>1</sup>	-3 (-6) <sup>1</sup>	-5 (-3) <sup>1</sup>	-2 (3) <sup>1</sup>	0 (0) <sup>1</sup>
Netherlands	11 (9) <sup>1</sup>	-1 (0) <sup>1</sup>	2 (0) <sup>1</sup>	3 (0) <sup>1</sup>	-9 (-9) <sup>1</sup>
Norway	8 (10) <sup>1</sup>	15 (10) <sup>1</sup>	1 (3) <sup>1</sup>	-14 (-7) <sup>1</sup>	-7 (-7) <sup>1</sup>
Poland	19	9	5	-4	-14
Romania	21	-7	-11	-4	-32
South Africa	17	2	1	-1	-16
Spain	-9 (-6) <sup>1</sup>	-5 (-8) <sup>1</sup>	-11 (-8) <sup>1</sup>	-6 (0) <sup>1</sup>	-2 (-2) <sup>1</sup>
Sweden	9 (9) <sup>1</sup>	1 (-2) <sup>1</sup>	3 (3) <sup>1</sup>	2 (5) <sup>1</sup>	-6 (-6) <sup>1</sup>
Switzerland	5 (5) <sup>1</sup>	-1 (2) <sup>1</sup>	-3 (-3) <sup>1</sup>	-2 (-5) <sup>1</sup>	-8 (-8) <sup>1</sup>
<b>UK</b>	<b>-1 (-2)<sup>1</sup></b>	<b>-4 (-6)<sup>1</sup></b>	<b>0 (-2)<sup>1</sup></b>	<b>4 (4)<sup>1</sup></b>	<b>1 (0)<sup>1</sup></b>

\*EMEA – Europe, Middle East and Africa.

1. Number in parentheses is the Net Employment Outlook when adjusted to remove the impact of seasonal variations in hiring activity. Please note that this data is not available for all countries as a minimum of 17 quarters worth of data is required.

Over 72,000 employers were interviewed across 35 countries and territories to measure anticipated employment trends\* between October and December 2009.

Manpower surveys employers in Brazil for the first time this quarter, expanding the reach of the Manpower Employment Outlook Survey to four key labour markets in South America.

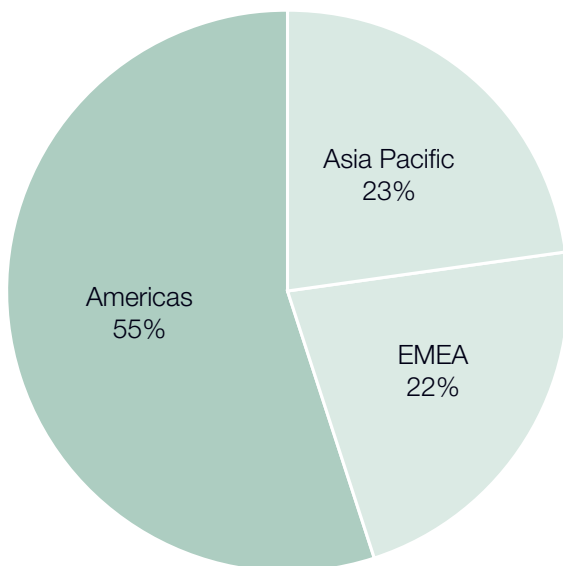
Employers in 17 of the 35 countries and territories Manpower surveys expect to add to their workforces in Quarter 4 2009. Where quarter-over-quarter comparisons are available, Outlooks improve in 20 of 34 countries and territories indicating an easing in the pattern of layoffs prevalent in the past several quarters. Where year-over-year comparisons can be made, hiring expectations are weaker in 31 of 33 countries and territories surveyed. Employers in 15 countries and territories are forecasting negative Outlooks, while those in ten countries and territories are reporting the weakest hiring plans since the surveys were established in these markets.

Employment prospects are most favourable in India, Brazil, Colombia, Peru, China, Australia, Singapore, Costa Rica, Canada, Taiwan and Poland. Conversely, employer hiring expectations are weakest in Romania, Spain, Ireland, Japan and Mexico.

On a regional basis, employer hiring expectations remain mixed. However, there are indications that the stabilisation of labour markets first noted in Quarter 3 2009 is continuing with Outlooks improving in nearly two thirds of the countries and territories surveyed. In the Asia Pacific region, job prospects improve quarter-over-quarter in six of the eight countries and territories surveyed. In the Europe, Middle East & Africa (EMEA) region, Outlooks improve from three months ago in eight of 18 countries. In the Americas, employers report improving, but conservative, prospects for job seekers in six of the countries surveyed with only employers in Mexico and the United States reporting negative hiring intentions in the next three months.

\* Commentary is based on seasonally adjusted data where available.

## Survey Respondents by Region



Research for the Quarter 4 2009 Manpower Employment Outlook Survey involved surveying over 72,000 human resource directors and Senior hiring managers from public and private organisations worldwide: 55% of the respondents came from nine countries in the Americas; 23% from eight countries and territories in Asia Pacific; and 22% from 18 countries in EMEA.

# International Comparisons – EMEA

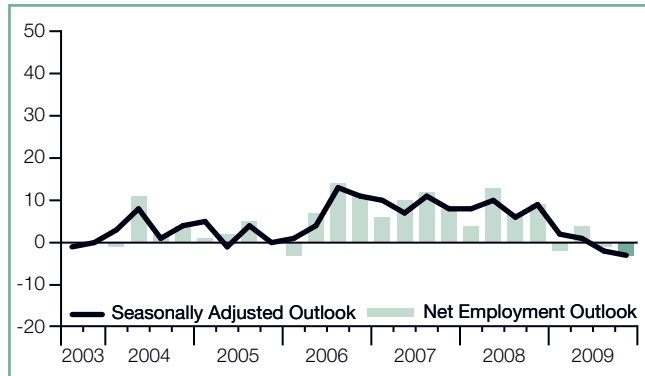
Nearly 16,000 interviews were conducted with employers across 18 countries to measure anticipated employment trends for Quarter 4 2009.

In general, hiring is expected to remain sluggish in Europe, Middle East and Africa (EMEA), with only employers in Norway, Poland, Sweden and South Africa reporting positive, but modest, fourth-quarter hiring activity. Where quarter-over-quarter comparisons can be made, the forecasts improve in eight of 18 countries. Where year-over-year comparisons are possible, 15 of 18 countries expect to slow the pace of hiring. Across the region, job seekers in the Manufacturing industry

sector will continue to encounter a difficult market, particularly in Germany, where sector employers continue to lower their hiring expectations, and report declines for the sixth consecutive quarter.

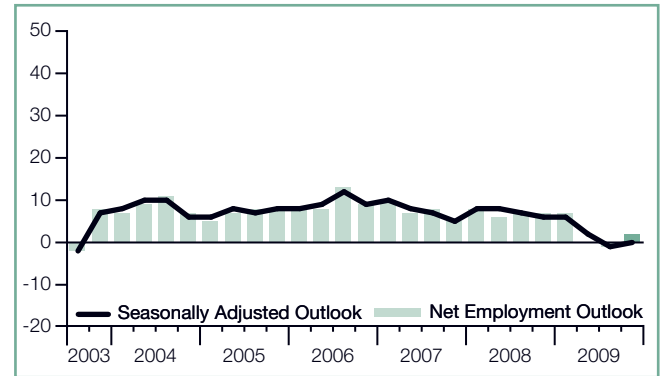
Employers in Poland, Norway and Sweden are forecasting the most favourable hiring activity, while employers in Romania, Ireland and Spain are the least optimistic about adding employees in the quarter ahead. Notably, employers in Austria, the Czech Republic, the Netherlands, Poland, Romania, South Africa and Switzerland report their least optimistic hiring plans since the surveys were launched in these countries.

## Austria



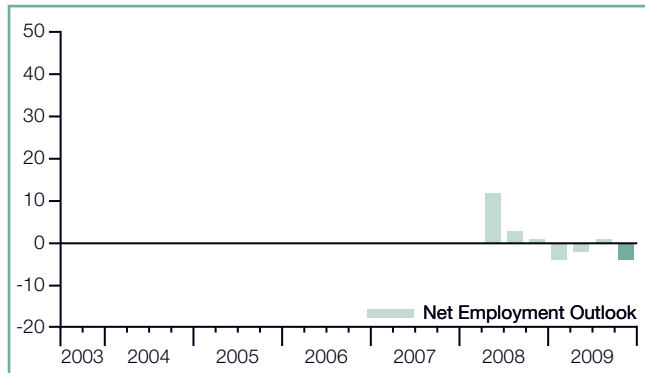
No bar indicates Net Employment Outlook of zero.

## Belgium



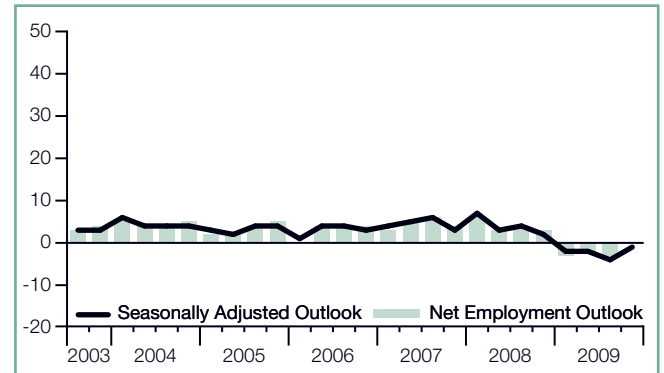
No bar indicates Net Employment Outlook of zero.

## Czech Republic



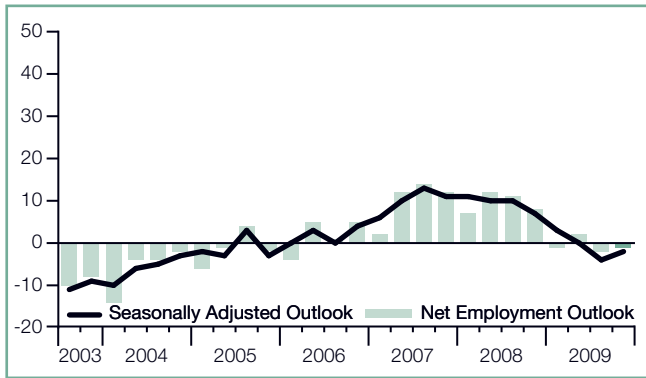
Czech Republic joined the survey in Q2 2008.

## France

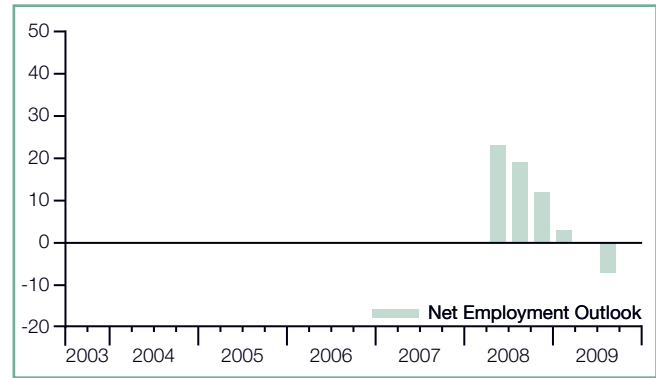


No bar indicates Net Employment Outlook of zero.

Germany

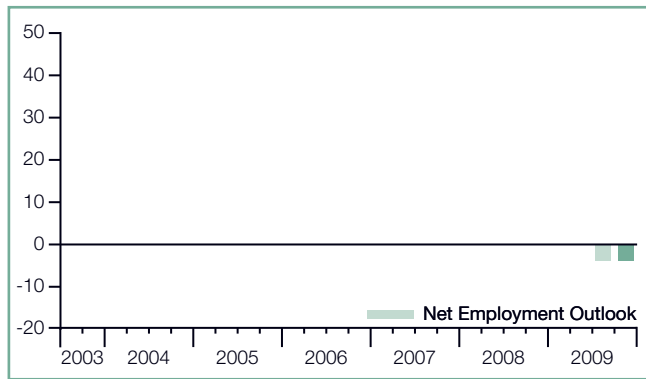


Greece



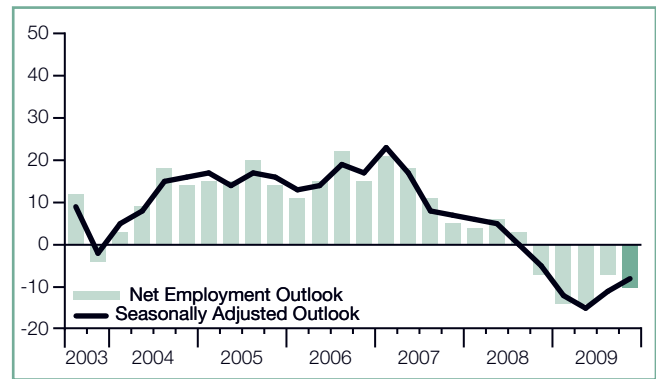
Greece joined the survey in Q2 2008.  
No bar indicates Net Employment Outlook of zero.

Hungary

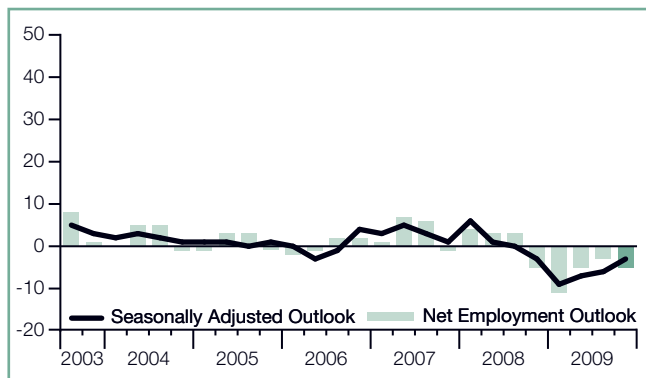


Hungary joined the survey in Q3 2009.

Ireland

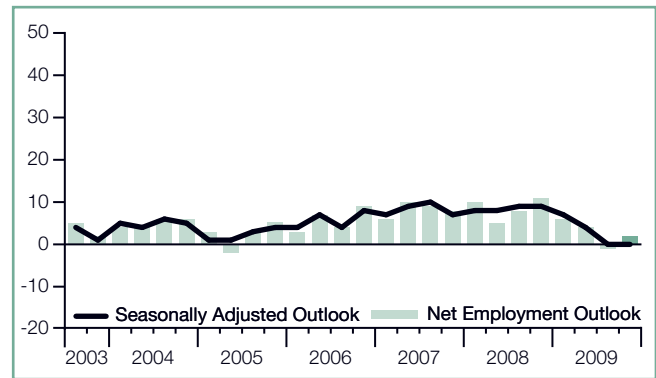


Italy

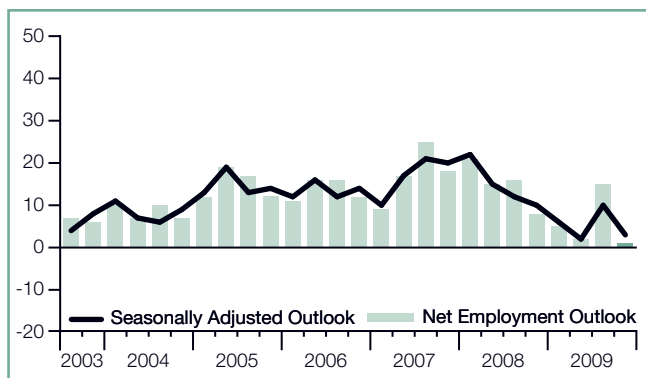


No bar indicates Net Employment Outlook of zero.

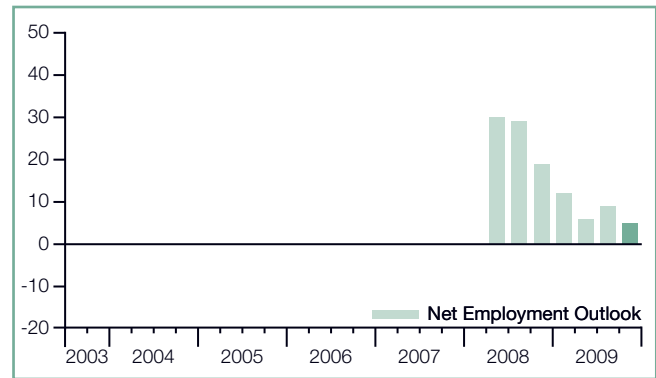
Netherlands



Norway

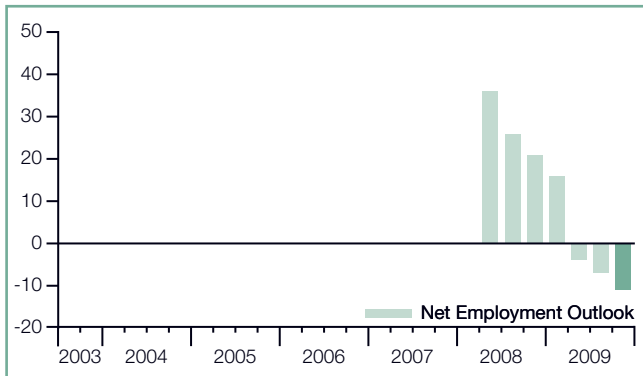


Poland



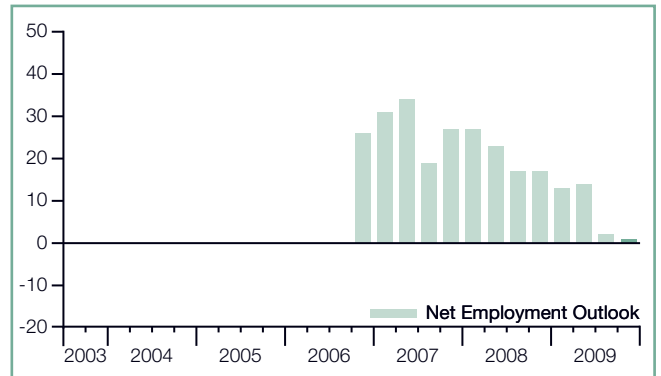
Poland joined the survey in Q2 2008.

## Romania



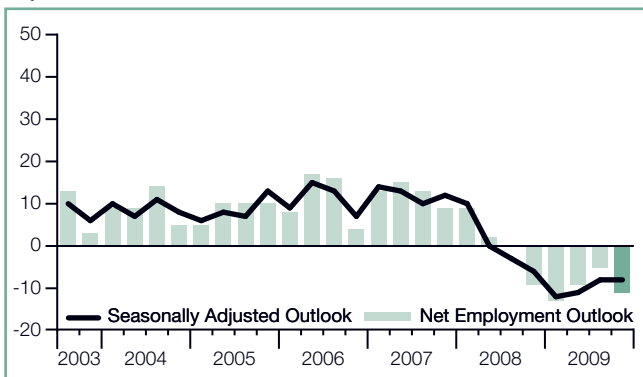
Romania joined the survey in Q2 2008.

## South Africa



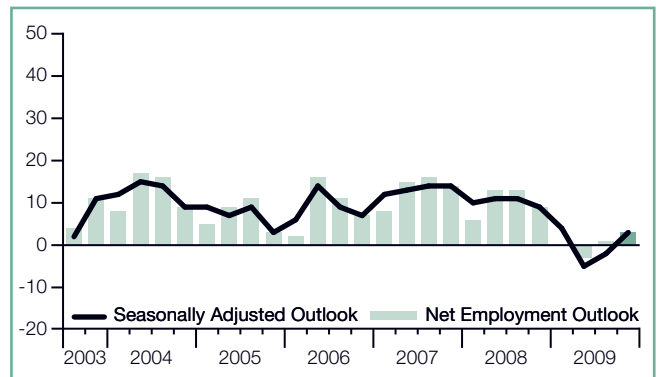
South Africa joined the survey in Q4 2006.

## Spain



No bar indicates Net Employment Outlook of zero.

## Sweden



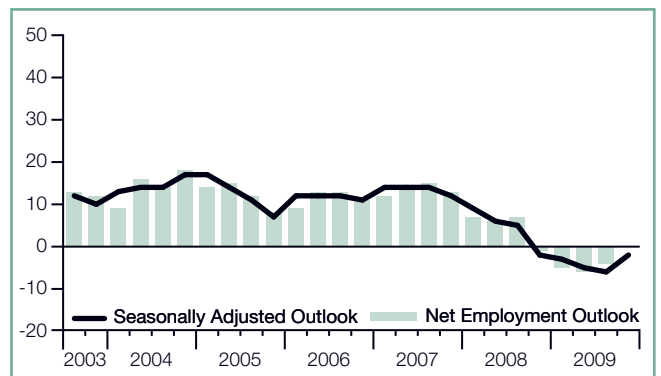
No bar indicates Net Employment Outlook of zero.

## Switzerland



Switzerland joined the survey in Q3 2005.  
No bar indicates Net Employment Outlook of zero.

## UK



No bar indicates Net Employment Outlook of zero.

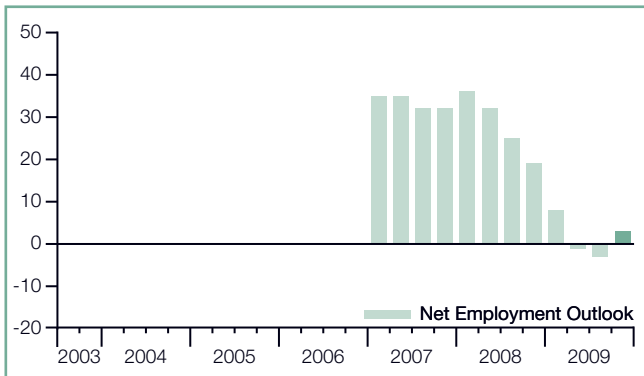
## International Comparisons – Americas

Over 39,500 interviews were conducted across Argentina, Brazil, Canada, Colombia, Costa Rica, Guatemala, Mexico, Peru and the United States to measure employment prospects for Quarter 4 2009.

Positive Net Employment Outlooks are reported in seven of the nine countries surveyed. Compared to three months ago, the hiring pace is expected to improve in every country except Mexico and the United States, where employer hiring plans are at their weakest since Manpower established the survey in these countries. In the eight countries where year-over-year data is available, the hiring pace is expected to be slower in all markets.

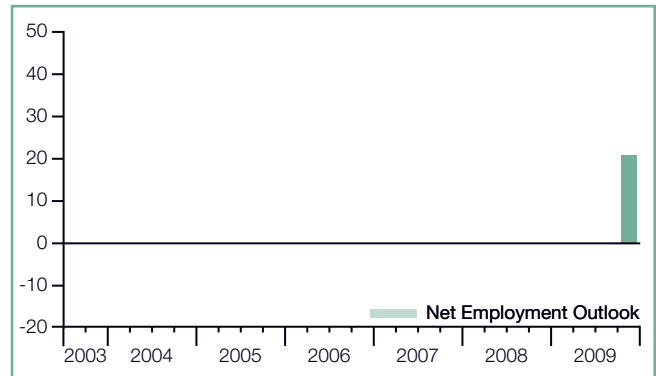
Employers in Brazil are forecasting the strongest hiring pace, with much of the optimism fueled by robust predictions in the Services industry sector. Employers in Peru, Colombia and Costa Rica also report positive hiring intentions. Employer optimism in Canada returns the Outlook to positive territory after a disappointing Quarter 3 forecast, with the Construction and the Finance, Insurance & Real Estate sectors holding the most promise for job seekers. Despite weak fourth-quarter hiring intentions in Mexico and the United States, approximately seven out of ten employers in both countries indicate they will make no changes to current payrolls in the next three months, suggesting more stability in the quarter ahead.

### Argentina



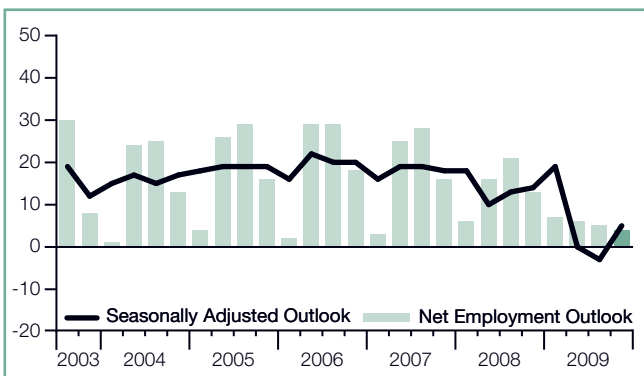
Argentina joined the survey in Q1 2007.

### Brazil



Brazil joined the survey in Q4 2009.

### Canada

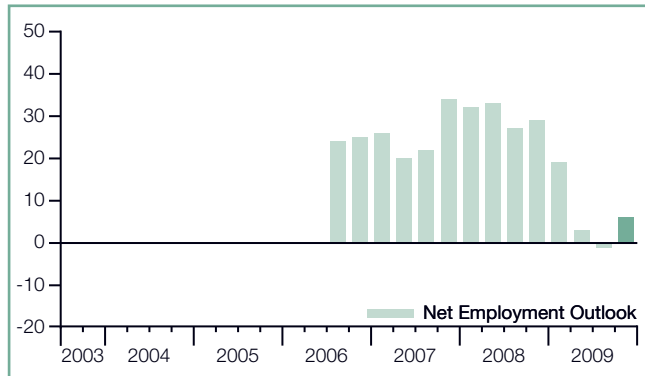


### Colombia



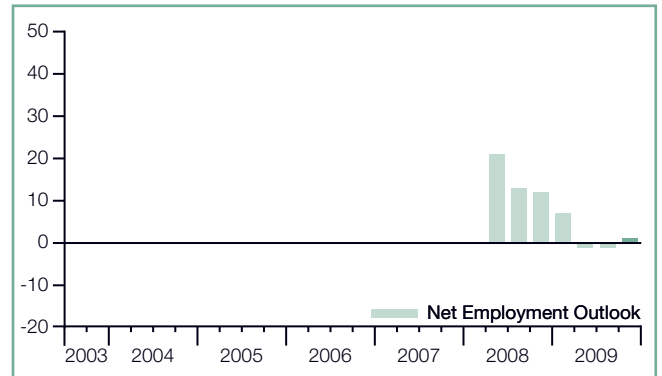
Colombia joined the survey in Q4 2008.

## Costa Rica



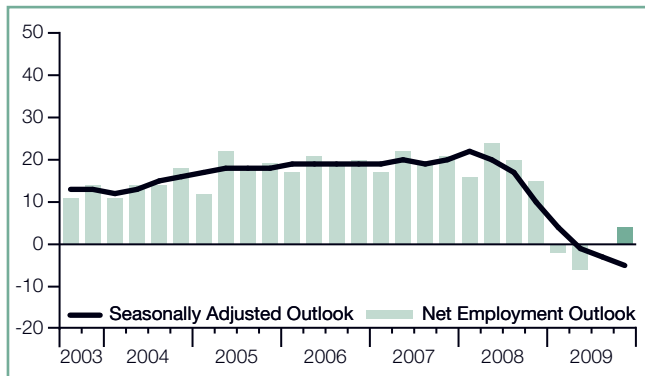
Costa Rica joined the survey in Q3 2006.

## Guatemala



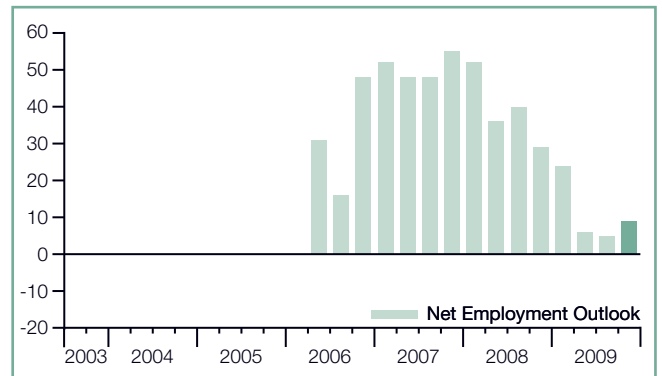
Guatemala joined the survey in Q2 2008.

## Mexico



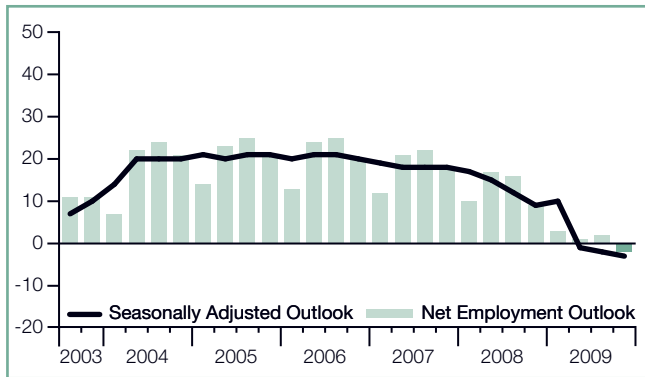
No bar indicates Net Employment Outlook of zero.

## Peru



Peru joined the survey in Q2 2006.

## USA



## International Comparisons – Asia Pacific

Over 16,500 interviews were conducted across the Asia Pacific region to measure anticipated hiring activity between October and December 2009.

Hiring confidence is improving in most labour markets surveyed across the region, with employers reporting positive hiring intentions in six of the eight countries and territories surveyed. However, hiring activity is expected to be slower than historical patterns across the region. Hiring intentions improve or remain unchanged in all countries and territories compared to three months ago, with employers reporting encouraging improvements in Hong Kong, India, Australia and China. The year-over-year hiring pace, however,

is expected to remain weaker throughout the region, with employers in Japan reporting their least optimistic forecast since the survey began there in Quarter 3 2003. Employers in India and Hong Kong also report notable year-over-year declines.

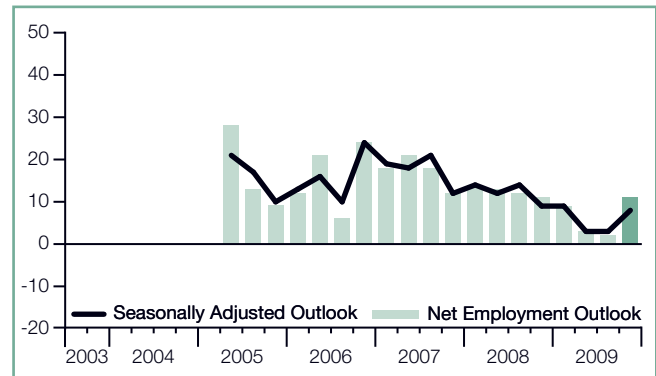
Although their hiring expectations are considerably more conservative compared to one year ago, employers in India remain the most optimistic in the region with a brisk hiring pace forecast in the Public Administration/Education and the Wholesale & Retail Trade industry sectors. Elsewhere, hiring expectations in China are moderately stronger with Outlooks from all industry sectors improving from three months ago.

### Australia



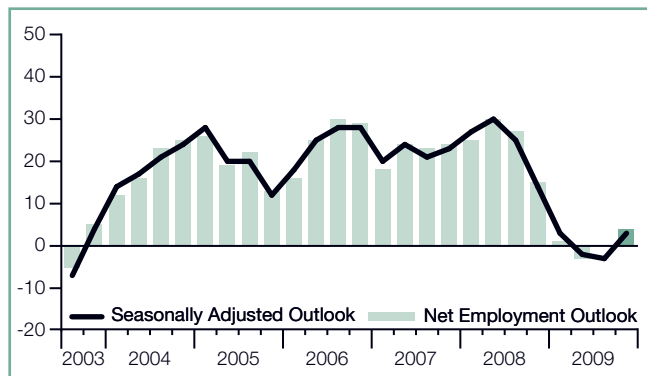
No bar indicates Net Employment Outlook of zero.

### China



China joined the survey in Q2 2005.

### Hong Kong



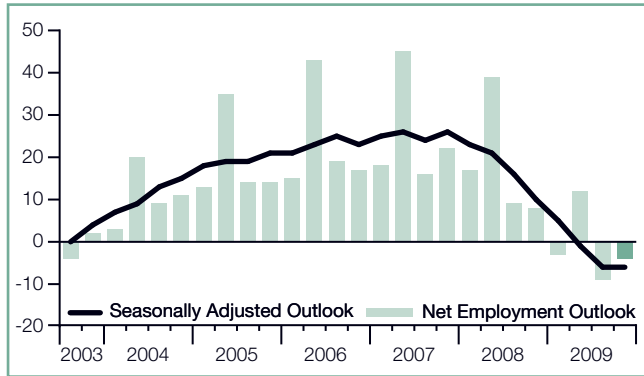
No bar indicates Net Employment Outlook of zero.

### India

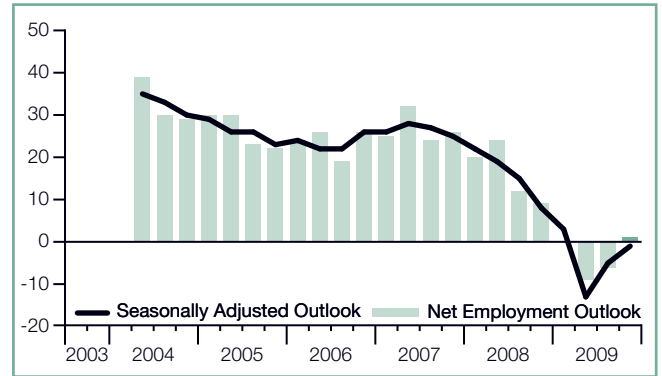


India joined the survey in Q3 2005.

## Japan

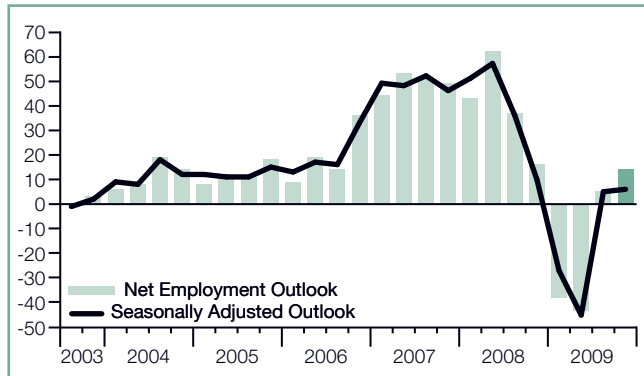


## New Zealand



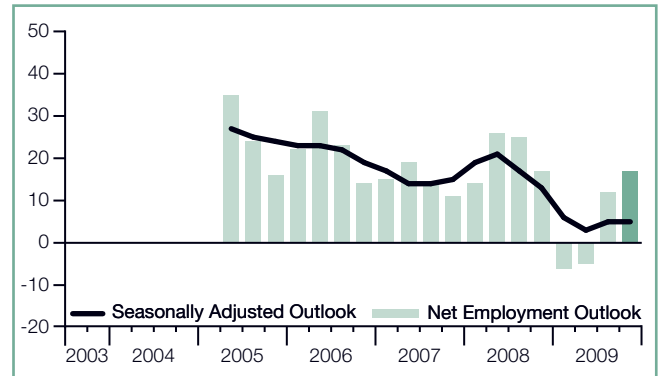
New Zealand joined the survey in Q2 2004.  
No bar indicates Net Employment Outlook of zero.

## Singapore



No bar indicates Net Employment Outlook of zero.

## Taiwan



Taiwan joined the survey in Q2 2005.

## 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 workforces during the next quarter. The survey has been running for more than 40 years and is one of the most trusted surveys of employment activity in the world. Various factors underpin the success of the Manpower Employment Outlook Survey:

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

**Projective:** The Manpower 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 in which it is conducted. The survey participants are not derived from Manpower's customer base.

**Robust:** The survey is based on interviews with over 72,000 public and private employers across 35 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 four decades, the survey has derived all of its information from a single question.

## Survey Question

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 2009 as compared to the current quarter?"

## Methodology

The Manpower Employment Outlook Survey is conducted using a validated methodology, in accordance with the highest standards in market research. The research team for the 35 countries and territories where the survey is currently conducted includes Manpower's internal research team and Infocorp Ltd. 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 +/- 3.9%.

In the UK, the national survey includes 2,101 employers. With this number of interviews, the margin of error for the UK survey is +/- 2.1%.

## 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 that expect to see a decrease in employment at their location in the next quarter. The result of this calculation is the Net Employment Outlook.

## Seasonal Adjustment

Seasonal adjustments have been applied to the data for Australia, Austria, Belgium, Canada, China, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan, United Kingdom and the United States to provide additional insight into the survey data. These adjustments make it possible to review the data without the employment fluctuations that normally occur at the same time each year, thus providing a clearer picture of the data over time.

Manpower intends to add seasonal adjustments to the data for other countries in the future, as more historical data is compiled. Note that in Quarter 2 2008, Manpower adopted the TRAMO-SEATS method of seasonal adjustment for data.

## About Manpower Inc.

### History of the Survey

- 1962** First generation of the Manpower Employment Outlook Survey launched in the United States and Canada.
- 1966** Manpower's United Kingdom operation launches the equivalent of the United States survey, naming the report the Quarterly Survey of Employment Prospects. The survey adopts the same forward-looking research format as the United States survey and is the first of its kind in Europe.
- 1976** Second generation of the Manpower Employment Outlook Survey launched in the United States and Canada. Research methodology is updated to evolve with advancements in the field of market research.
- 2002** Manpower United Kingdom's Quarterly Survey of Employment Prospects is updated to adopt an enhanced research methodology. Manpower's operations in Mexico and Ireland launch the survey in their respective countries.
- 2003** Third generation of the Manpower Employment Outlook Survey is launched, expanding the program to a total 18 countries and territories worldwide: Australia, Austria, Belgium, Canada, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, Norway, Singapore, Spain, Sweden, United Kingdom and the United States.
- 2004** Manpower operations in New Zealand launch the Manpower Employment Outlook Survey.
- 2005** Manpower operations in China, India, Switzerland and Taiwan launch the Manpower Employment Outlook Survey.
- 2006** Manpower operations in Costa Rica, Peru and South Africa join the survey program. Surveys in Australia, Austria, Belgium, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, Norway, Singapore, Spain and Sweden add seasonally adjusted data in the third quarter.
- 2007** Manpower operations in Argentina launch the Manpower Employment Outlook Survey. The survey in New Zealand adds seasonally adjusted data in the first quarter.
- 2008** Manpower operations in Colombia, the Czech Republic, Greece, Guatemala, Poland and Romania join the survey program. China and Taiwan add seasonally adjusted data in the second quarter. India and Switzerland add seasonally adjusted data in the third quarter.
- 2009** Manpower operations in Hungary and Brazil launch the Manpower Employment Outlook Survey.

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. Founded in 1948, the \$22 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,100 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).

## About Manpower UK

Manpower is one of the largest and most innovative companies in the UK's employment services industry; creating and delivering services that enable its clients to win in the changing world of work. The company provides a wide range of services including permanent, temporary and contract recruitment, employee assessment and selection, training, outplacement, outsourcing and consulting.

Manpower was established in the UK in 1956, and today works with organisations in both the public and private sectors, ranging from small and medium size enterprises, to multi-national organisations such as BT, Hertfordshire County Council, IBM, Royal Mail and Xerox.

The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction, enabling customers to concentrate on their core business. Manpower works across all industries finding people for every level of an organisation.

Manpower Professional, a division of Manpower UK, offers comprehensive, expert recruitment services in the accountancy and finance sectors, backed by award-winning training, assessment and selection.

Manpower UK has a network of over 300 offices and is a subsidiary of Manpower Inc, a worldwide network of 4,100 offices in 82 countries and territories.

For more information, see [manpower.co.uk](http://manpower.co.uk)





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