

**Manpower
Employment
Outlook Survey
United States**

**Q1
2015**



ManpowerGroup™

United States Employment Outlook

The Manpower Employment Outlook Survey for the first quarter 2015 was conducted by interviewing a representative sample of 18,000 employers in the United States.

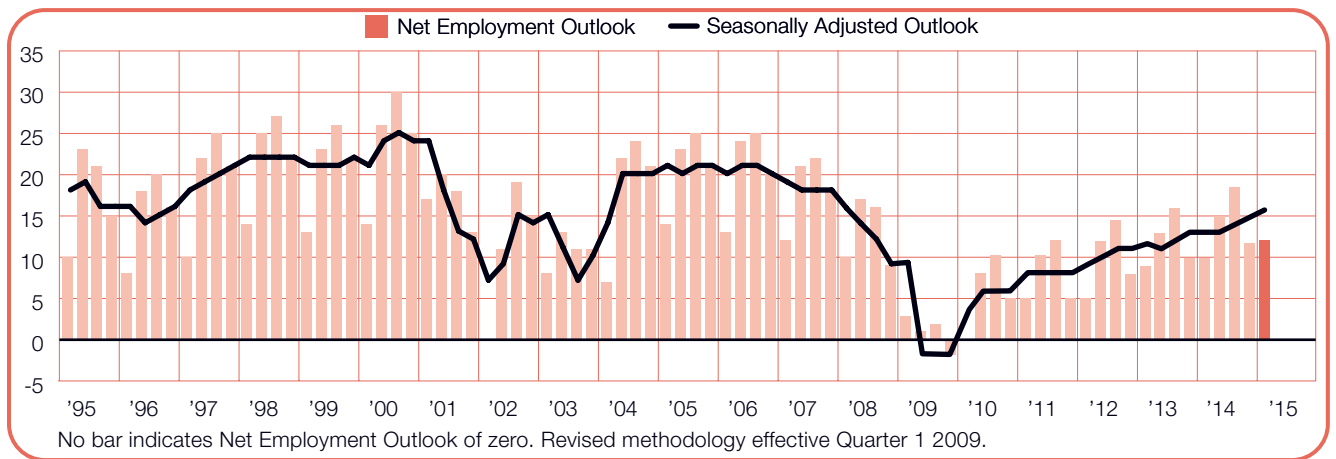
All survey participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of March 2015 as compared to the current quarter?”

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United States Employment Outlook

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
Quarter 1 2015	19	6	73	2	13	16
Quarter 4 2014	19	7	72	2	12	15
Quarter 3 2014	22	4	71	3	18	14
Quarter 2 2014	19	4	73	4	15	13
Quarter 1 2014	17	7	73	3	10	13



Among U.S. employers surveyed, 19 percent expect to add to their workforces, and 6 percent expect a decline in their payrolls during Quarter 1 2015. Seventy-three percent of employers anticipate making no change to staff levels, and the remaining 2 percent of employers are undecided about their Quarter 1 2015 hiring plans.

When seasonal variations are removed from the data, the Net Employment Outlook is +16%. Survey results suggest that employers expect hiring intentions to remain relatively stable during Quarter 1 2015 compared to Quarter 4 2014 and to slightly increase compared to one year ago at this time.

All four U.S. regions surveyed report a positive Net Employment Outlook. When seasonal variations are removed from the data, employers in the South and West region report the strongest Outlook at +18%. Quarter-over-quarter, employers in all four regions expect a slight increase in hiring. Compared to one year ago at this time, employers in the Midwest and West project a moderate increase in hiring for Quarter 1 2015, while employers in the Northeast and South expect hiring to slightly increase.

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

For Quarter 1 2015, employers have a positive Outlook in all 13 industry sectors included in the survey: Leisure & Hospitality (+28%), Wholesale & Retail Trade (+24%), Transportation & Utilities (+18%), Professional & Business Services (+18%), Mining (+17%), Construction (+15%), Durable Goods Manufacturing (+15%), Nondurable Goods Manufacturing (+13%), Financial Activities (+12%), Government (+12%), Education & Health Services (+11%), Other Services (+11%) and Information (+10%).

When the industry sector data is compared quarter-over-quarter, employers in the Wholesale & Retail Trade

sector anticipate a moderate hiring increase, while employers in the Construction and Leisure & Hospitality sectors expect the hiring pace to slightly increase.

Staff levels are expected to remain relatively stable among employers in eight industry sectors: Durable and Nondurable Goods Manufacturing, Transportation & Utilities, Financial Activities, Professional & Business Services, Education & Health Services, Other Services and Government. Employers in the Mining and Information sectors anticipate hiring to decrease slightly.

Results for the Mining sector are reported only in the national survey data to ensure statistical accuracy.

Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q1 2015	Seasonally Adjusted
	%	%	%	%	%	%
Construction	17	10	70	3	7	15
Education & Health Services	14	3	80	3	11	11
Financial Activities	14	4	80	2	10	12
Government	16	4	77	3	12	12
Information	15	5	78	2	10	10
Leisure & Hospitality	31	8	59	2	23	28
Manufacturing - Durable Goods	16	5	76	3	11	15
Manufacturing - Nondurable Goods	18	7	74	1	11	13
Mining	19	8	70	3	11	17
Other Services	13	3	83	1	10	11
Professional & Business Services	21	6	71	2	15	18
Transportation & Utilities	21	8	70	1	13	18
Wholesale & Retail Trade	28	5	65	2	23	24

Regional Comparisons

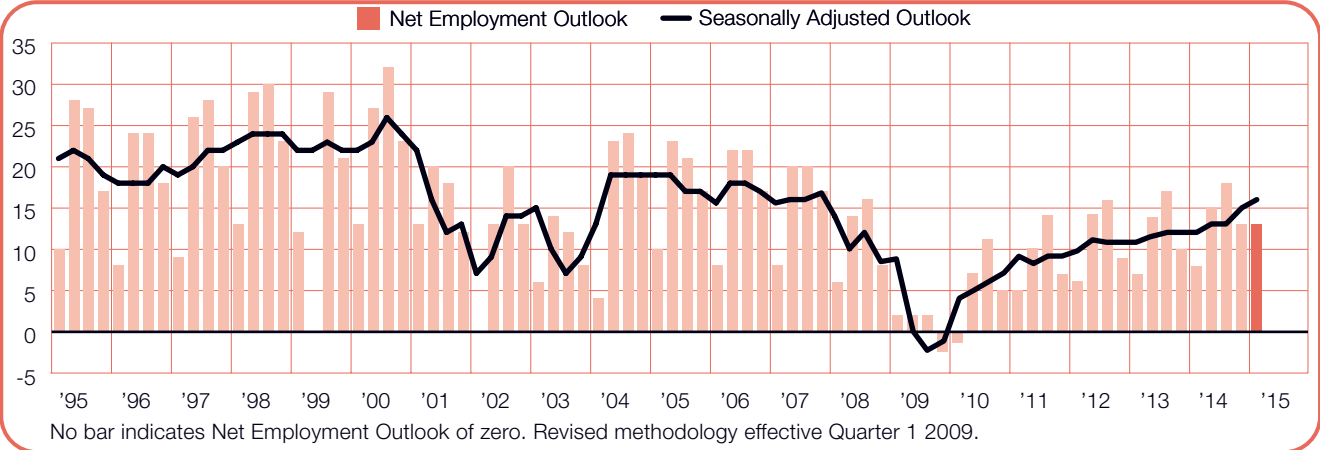
+13 (+17)%

Midwest

In the Midwest, 19 percent of employers surveyed expect to increase staff levels for Quarter 1 2015 and 6 percent anticipate reduced headcounts, leading to a Net Employment Outlook of +13%. When seasonal variations are removed from the data, the Outlook for Quarter 1 2015 reflects a slight increase over Quarter 4 2014 and a moderate increase compared to one year ago at this time.

Among Midwest employers, hiring plans are stronger for Quarter 1 2015 compared to Quarter 4 2014 across six of the industries surveyed. A considerable increase is anticipated among employers in the Construction and Leisure & Hospitality sectors, while employers in the Durable Goods Manufacturing, Wholesale & Retail Trade and Information sectors look for the hiring pace to slightly increase.

Employers in the Nondurable Goods Manufacturing, Professional & Business Services, Education & Health Services, and Other Services sectors expect hiring to remain relatively stable, while a slight decrease in the hiring pace is expected by employers in the Transportation & Utilities, Financial Activities and Government sectors.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q1 2015	Seasonally Adjusted
	%	%	%	%	%	%
All Industries - Midwest	19	6	74	1	13	17
Construction	16	11	71	2	5	20
Education & Health Services	12	3	83	2	9	9
Financial Activities	13	5	81	1	8	9
Government	13	5	81	1	8	10
Information	15	3	80	2	12	12
Leisure & Hospitality	33	9	58	0	24	33
Manufacturing - Durable Goods	21	6	72	1	15	20
Manufacturing - Nondurable Goods	21	7	71	1	14	17
Other Services	10	3	86	1	7	10
Professional & Business Services	18	5	75	2	13	17
Transportation & Utilities	19	5	73	3	14	18
Wholesale & Retail Trade	30	6	63	1	24	24

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

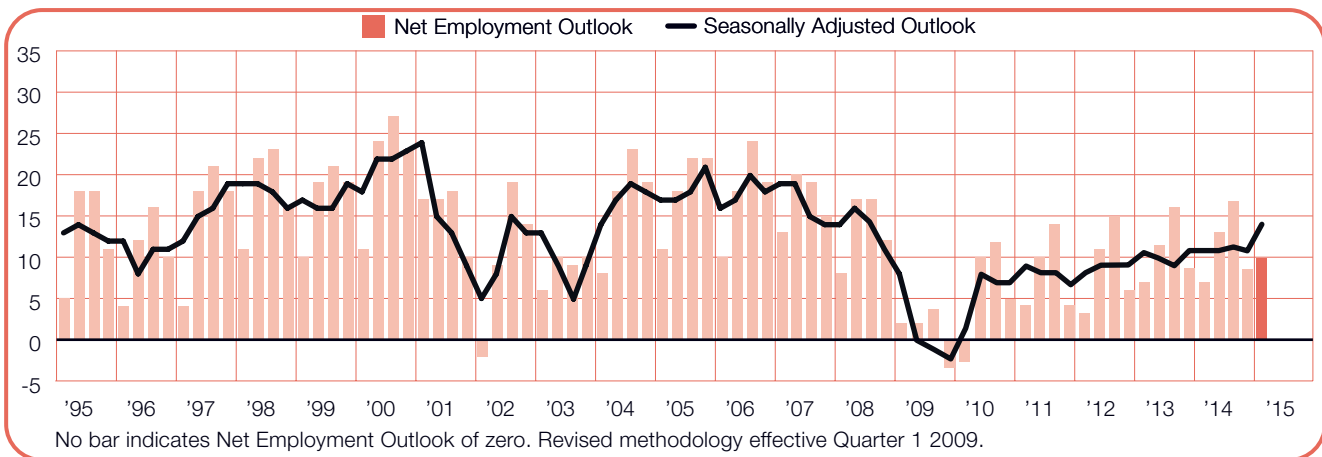
+10 (+14)%

Northeast

In the Northeast, 17 percent of employers indicate plans to increase staff levels, while 7 percent expect to decrease payrolls, resulting in a Net Employment Outlook of +10% for Quarter 1 2015. According to seasonally adjusted survey results, employers anticipate hiring to slightly increase compared to Quarter 4 2014 and one year ago at this time.

Compared to Quarter 4 2014 survey results for the Northeast, employers in the Leisure & Hospitality sector expect a considerable increase in the hiring pace for Quarter 1 2015, while employers in the Construction, Durable Goods Manufacturing and Professional & Business Services sectors look for the hiring pace to moderately increase. Transportation & Utilities and Wholesale & Retail Trade sector employers are slightly more confident about their hiring plans. Employers in the Other Services and Government sectors expect hiring to remain relatively stable.

Employers in two industry sectors report a slight decrease in hiring intentions for January – March 2015 compared to October – December 2014: Financial Activities and Education & Health Services. Nondurable Goods Manufacturers foresee a moderate decline in the hiring pace quarter-over-quarter, while Information employers anticipate a considerable decrease.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q1 2015	Seasonally Adjusted
	%	%	%	%	%	%
All Industries - Northeast	17	7	74	2	10	14
Construction	13	14	67	6	-1	14
Education & Health Services	13	5	79	3	8	8
Financial Activities	15	6	78	1	9	10
Government	12	5	80	3	7	7
Information	8	6	86	0	2	2
Leisure & Hospitality	26	11	60	3	15	27
Manufacturing - Durable Goods	15	6	76	3	9	11
Manufacturing - Nondurable Goods	9	5	82	4	4	6
Other Services	10	3	87	0	7	9
Professional & Business Services	21	6	70	3	15	19
Transportation & Utilities	21	8	69	2	13	18
Wholesale & Retail Trade	22	7	69	2	15	19

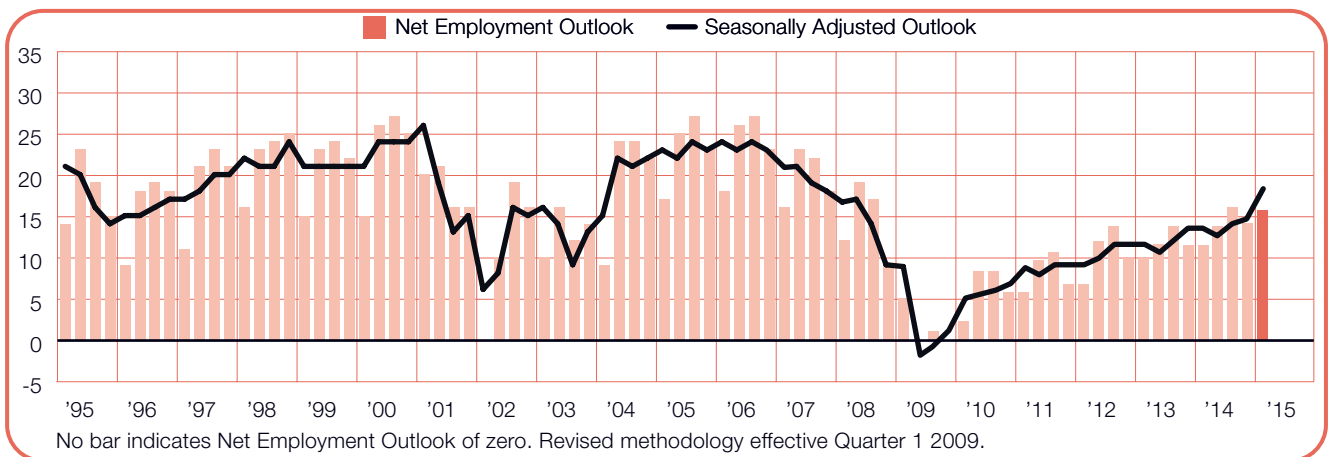
The Northeast Region comprises the following states: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont.

+16 (+18)%

South

In the South, 20 percent of employers surveyed expect to increase staff levels and 4 percent plan to decrease their employee headcounts, resulting in a Net Employment Outlook of +16%. When seasonal variations are removed from the data, employers anticipate hiring to slightly increase compared to Quarter 4 2014 and to Quarter 1 2014.

Quarter-over-quarter, employers in the Construction sector anticipate a moderate increase in hiring plans, while employers in the Nondurable Goods Manufacturing, Wholesale & Retail Trade, Information, Leisure & Hospitality and Government sectors report a slight increase in hiring expectations. Employers in the Transportation & Utilities, Professional & Business Services, Education & Health Services and Other Services sectors report relatively stable hiring expectations in Quarter 1 2015, and employers in two industry sectors anticipate a slight decrease in the hiring pace: Durable Goods Manufacturing and Financial Activities.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q1 2015	Seasonally Adjusted
	%	%	%	%	%	%
All Industries - South	20	4	73	3	16	18
Construction	18	6	72	4	12	14
Education & Health Services	14	3	81	2	11	11
Financial Activities	13	4	82	1	9	11
Government	18	2	77	3	16	16
Information	18	5	75	2	13	14
Leisure & Hospitality	34	6	58	2	28	29
Manufacturing - Durable Goods	16	4	78	2	12	15
Manufacturing - Nondurable Goods	19	5	74	2	14	16
Other Services	15	4	80	1	11	12
Professional & Business Services	22	5	70	3	17	19
Transportation & Utilities	20	6	73	1	14	18
Wholesale & Retail Trade	28	4	66	2	24	23

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

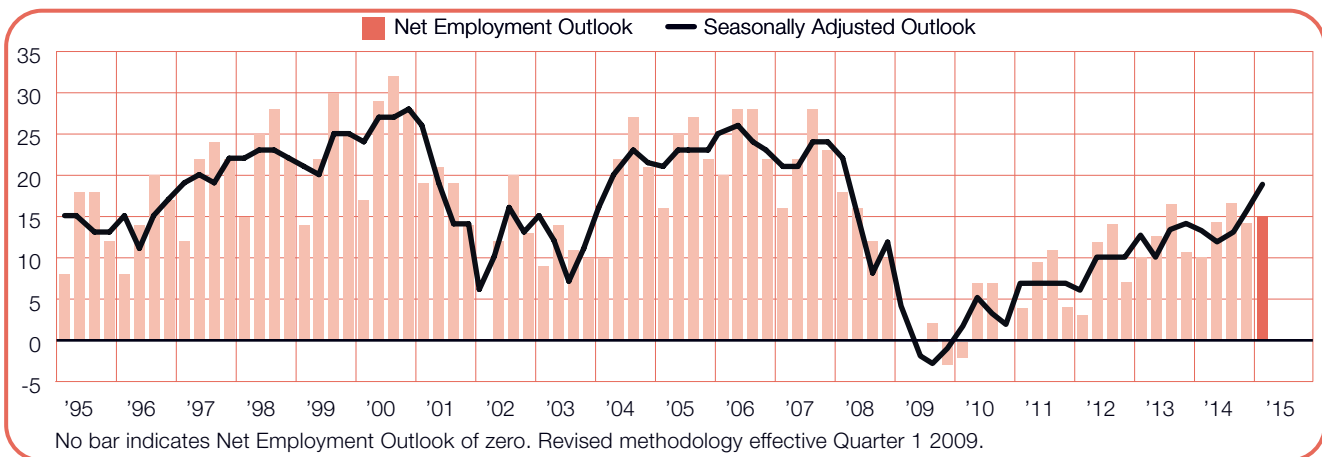
+15 (+18)%

West

Among employers surveyed in the West, 21 percent plan to add staff, while 6 percent anticipate a decline in payrolls, resulting in a Net Employment Outlook of +15% for Quarter 1 2015.

According to seasonally adjusted survey results, employers in the West anticipate hiring to increase slightly compared to Quarter 4 2014 and increase moderately compared to one year ago at this time.

Employers in the Wholesale & Retail Trade sector expect hiring a moderate improvement in job prospects, while employers in the Nondurable Goods Manufacturing, Financial Activities and Government sectors anticipate a slight increase in hiring. Employers in five sectors report a relatively stable Net Employment Outlook: Durable Goods Manufacturing, Professional & Business Services, Education & Health Services, Leisure & Hospitality and Other Services. Transportation & Utilities employers expect staff levels to decrease slightly, Construction employers plan to moderately decrease hiring and Information employers expect hiring to decrease considerably.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q1 2015	Seasonally Adjusted
	%	%	%	%	%	%
All Industries - West	21	6	70	3	15	18
Construction	18	11	68	3	7	15
Education & Health Services	17	3	78	2	14	14
Financial Activities	16	2	78	4	14	15
Government	21	4	71	4	17	16
Information	16	6	76	2	10	8
Leisure & Hospitality	31	8	60	1	23	25
Manufacturing - Durable Goods	13	6	78	3	7	12
Manufacturing - Nondurable Goods	20	10	68	2	10	13
Other Services	13	3	81	3	10	12
Professional & Business Services	22	7	69	2	15	17
Transportation & Utilities	23	11	66	0	12	18
Wholesale & Retail Trade	29	7	61	3	22	25

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 1 2015, all 100 of the largest Metropolitan Statistical Areas (MSA) in the United States report positive Net Employment Outlooks. Additional survey results for each MSA are available at press.manpower.com.

Net Employment Outlook Q1 2015	Metropolitan Statistical Areas
32%	Cape Coral
29%	McAllen
26%	Deltona, Grand Rapids
24%	Milwaukee, Oxnard
23%	Honolulu
22%	New Orleans
21%	Austin, Charleston, El Paso, San Jose, Seattle
20%	Detroit
19%	Albuquerque, Atlanta, Chattanooga, Greensboro, Lakeland, San Diego, San Francisco
18%	Memphis, Nashville, North Port, Raleigh, Stockton, Tampa, Washington (DC)
17%	Allentown, Dallas, Jacksonville, Knoxville, San Antonio, Wichita
16%	Cincinnati, Colorado Springs, Fresno, Greenville, Houston, Provo
15%	Albany, Augusta, Columbia, Des Moines, Las Vegas, Oklahoma City, Orlando, Worcester
14%	Baton Rouge, Dayton, Denver, Kansas City, Salt Lake City, Toledo, Tucson, Winston-Salem
13%	Buffalo, Columbus, Harrisburg, Jackson, Louisville, Omaha, Phoenix, Richmond, Tulsa, Virginia Beach
12%	Bakersfield, Baltimore, Birmingham, Charlotte, Madison, Pittsburgh, Riverside, Springfield (MA)
11%	Little Rock, Los Angeles, Miami, Ogden, Philadelphia, Scranton, St. Louis
10%	Boise, Chicago, Cleveland, Hartford, Palm Bay
9%	New Haven, Sacramento
8%	Boston
7%	Akron, Bridgeport, Minneapolis, New York, Providence, Youngstown
6%	Indianapolis, Rochester, Syracuse
3%	Portland (OR)
2%	Spokane

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

Global Employment Outlook

ManpowerGroup interviewed more than 65,000 employers across 42 countries and territories to measure anticipated labor market activity* between January and March 2015.

Forecasts indicate that the hiring pace in most of the world's labor markets will not shift dramatically in comparison to three months ago or last year at this time. Staffing levels are expected to grow by varying margins in all but four countries but there is little evidence of a broad-based acceleration of hiring activity. Instead, patterns similar to prior quarters continue. Employer confidence in both the U.S. and the UK continues to gradually improve. Hiring intentions in China and Brazil remain positive, but the energetic pace that once characterized both labor markets continues to slow down to more modest levels. And the hiring pace in Ireland and Spain regains momentum as Outlooks again turn positive following dips into negative territory three months ago.

Across the globe, employers in 38 of the 42 countries and territories report positive first-quarter hiring plans. Hiring confidence for the January-March time frame is once again strongest in India, Taiwan and New Zealand. The weakest and only negative forecasts are reported by employers in Finland, Italy, Netherlands and Switzerland.

In the Europe, Middle East & Africa (EMEA) region, job prospects are mixed. Employers in 20 of 24 countries forecast payroll gains in the quarter ahead, while employers in four countries expect staffing levels to decline. Turkish employers report the region's most optimistic hiring plans for the first three months of the year, while job growth is expected to be weakest in Finland.

Outlooks remain positive in all eight Asia Pacific countries and territories. First-quarter forecasts are stronger in five countries and territories in comparison to Quarter 4 2014, weakened in only one and are unchanged in two. Employer hiring confidence strengthens year-over-year in six countries and territories, declines in one and is unchanged in one. Employers in India report the strongest hiring plans as well as the most optimistic across the globe, while the region's weakest forecast is reported by Australian employers.

Employers in each of the 10 countries surveyed in the Americas also report positive Outlooks. Employers in Panama report the strongest first-quarter hiring plans while those in Argentina expect the weakest job growth.

Full survey results for each of the 42 countries and territories included in this quarter's survey, plus regional and global comparisons, can be found at manpowergroup.com/press/meos_landing.cfm.

The next Manpower Employment Outlook Survey will be released on 10 March 2015 to report hiring expectations for the second quarter of 2015.

* Commentary is based on seasonally adjusted data where available. The Quarter 1 2015 survey represents the first time survey results for Bulgaria, Slovenia and Turkey are seasonally adjusted. Data is not seasonally adjusted for Finland, Israel and Slovakia.

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. ManpowerGroup's comprehensive forecast of employer hiring plans has been running for more than 50 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 and territories in which it is conducted. The survey participants are not derived from ManpowerGroup's customer base.

Robust: The survey is based on interviews with over 65,000 public and private employers across 42 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 1Q 2015 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 March 2015 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 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%.

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 Finland, Slovakia and Israel. ManpowerGroup 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, ManpowerGroup adopted the TRAMO-SEATS method of seasonal adjustment for data.

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) has been the world's workforce expert for more than 65 years. We source, assess, develop and manage talent across a wide range of skills and industries. Our ManpowerGroup family of brands — Experis™, Manpower®, ManpowerGroup™ Solutions, and Right Management® — helps 400,000 clients in 80 countries and territories improve workforce performance, while connecting more than 600,000 individuals to meaningful work.

ManpowerGroup was named one of the World's Most Ethical Companies for the fourth consecutive year in 2014, confirming our position as the most trusted brand in the industry.

www.manpowergroup.com

ManpowerGroup, 100 Manpower Place, Milwaukee, WI 53212, USA
Tel: 414 961 1000
www.manpowergroup.com

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