



CONTACT:

Amber Laurent
(920) 475-6874
amber.laurent@manpower.com

Jamie Grab
(414) 231-1102
jamie.grab@experis.com

2020 Outlook: Prosperous Hiring Intentions Expected in First Quarter for Madison, WI MSA

- *For the coming months of January - March, employers are optimistic to hire in Construction, Durable Goods Manufacturing, Transportation & Utilities, Wholesale & Retail Trade, Information, Professional & Business Services, Education & Health Services, Leisure & Hospitality, and Government.*
- *National results forecast stable hiring across the U.S. for Q1 2020 with an Outlook of +19%, down 1 percentage point year-over-year*
- *Employers in the South and the Midwest expect to hire at the strongest pace in 13 (+22%) and 19 (+21%) years, respectively*

MILWAUKEE, WI (Dec. 10, 2019) — U.S. employers expect the hiring pace to remain steady in Q1 2020 though regional and industry forecasts are mixed, according to the ManpowerGroup (NYSE: MAN) Employment Outlook Survey. The survey of more than 11,500 employers show softening in 10 of 13 industries and in two regions of the United States, while employers in Madison, WI MSA expect to hire at a vigorous pace.

Among the local employers surveyed, 32 percent plan to hire more employees from January through March. This number is offset by the 5 percent that plan to reduce payrolls while 60 percent of employers expect to maintain current staff levels and 3 percent indicate they are not sure of their hiring plans. This yields a net employment outlook of 27 percent.

“Compared to Q4 2019 when the Net Employment Outlook was 24 percent, Madison, WI MSA employers have reported stronger hiring pace,” said Amber Laurent of Manpower. “When looking at year-over-year expectations, hiring intentions have picked up from when the Outlook was 21 percent.”

View the complete Q1 2020 U.S. survey results: [ManpowerGroup.US/MEOS](https://www.manpowergroup.com/US/MEOS)

Staff Level Expectations	Increase	Decrease	Maintain	Unsure	Net Employment Outlook (NEO)
Q1 2020 Current	32%	5%	60%	3%	27%
Q4 2019 Q-over-Q	33%	9%	57%	1%	24%
Q1 2019 Y-over-Y	27%	6%	66%	1%	21%

For the coming months of January - March, employers are optimistic to hire in Construction, Durable Goods Manufacturing, Transportation & Utilities, Wholesale & Retail Trade, Information, Professional & Business Services, Education & Health Services, Leisure & Hospitality, and Government. Nondurable Goods Manufacturing, Financial Activities, and Other Services job prospects remain unchanged

U.S. Hiring Plans

“Continued concerns over trade uncertainty are leading to some uneven market conditions in the U.S., yet the overall labor market looks resilient heading into the new year,” said Becky Frankiewicz, President of ManpowerGroup North America. “With 7M jobs open for 11 straight months and ongoing positive hiring intentions across all industries, employers need to work harder to match people to the right roles. Companies that want to hire and retain the best talent, should hire for learnability and help people develop new skills for emerging roles. Our economic prosperity depends on helping people adapt their skills so companies can compete in a talent-scarce economy.”

- Employers in all 13 U.S. industry sectors expect to add workers during the upcoming quarter: Leisure & Hospitality (+30%), Construction (+22%), Professional & Business Services (+22%), Wholesale & Retail Trade (+22%), Transportation & Utilities (+19%), Government (+18%), Durable Goods Manufacturing (+17%), Education & Health Services (+16%), Financial Activities (+14%), Other Services (+14%), Nondurable Goods Manufacturing (+13%), Mining (+13%), Information (+12%).
- In the South, employers anticipate the strongest regional hiring pace, up four percentage points quarter over quarter and the highest in 13 years (+22%). The Outlook in the Midwest (+21%) is at a 19-year high. Year-over-year hiring intentions weaken in the West and Northeast yet remain flat compared to last quarter. In the West, the Outlook (+19%) declines by 1 percentage point compared to a year ago, while employers in the Northeast (+18%) report a decrease of 2 percentage points.
- Employers in Arkansas (+28%), Maryland (+27%), New Hampshire (+25%), and South Carolina (+24%) report the strongest Outlooks nationwide. Of the 100 largest metropolitan statistical areas, the strongest job gains are expected in Chattanooga, Tenn., (+34%), Columbus, Ohio, (+33%), Cape Coral, Fla. (+31%) and Deltona, Fla. (+31%).

Complete results for the ManpowerGroup Employment Outlook Survey are available for download at [ManpowerGroup.US/MEOS](https://www.manpowergroup.com/US/MEOS). The Q2 2020 survey will be released March 10, 2020.

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

About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions – creates substantially more value for candidates and clients across 80 countries and territories and has done so for over 70 years. In 2019, ManpowerGroup was named one of Fortune's Most Admired Companies for the seventeenth year and one of the World's Most Ethical Companies for the tenth year, confirming our position as the most trusted brand in the industry. See how ManpowerGroup is powering the future of work:

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