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**Madison, WI MSA Employers Report Brisk Hiring Outlook for Q2 2020 While Overall National Outlooks Remain Steady**

- *For the coming months of April - June, employers are optimistic to hire in Construction, Durable Goods Manufacturing, Transportation & Utilities, Wholesale & Retail Trade, Financial Activities, Professional & Business Services, Education & Health Services, Leisure & Hospitality, and Government.*
- *U.S. employers report stable hiring compared to the previous quarter and year with a seasonally adjusted, national employment Outlook of +19%.*

**MILWAUKEE, WI (March 10, 2020)** — Madison, WI MSA employers plan to hire at a bright pace in Q2 2020 with an Employment Outlook of 35%\*, according to the ManpowerGroup Employment Outlook Survey (NYSE: MAN). Among employers surveyed, 39 percent plan to hire more employees from April through June. This number is offset by the 4 percent that plan to reduce payrolls while 57 percent of employers expect to maintain current staff levels and 0 percent indicate they are not sure of their hiring plans. This yields a Net Employment Outlook (NEO) of 35 percent.

View the complete Q2 2020 U.S. survey results: [ManpowerGroup.US/MEOS](https://www.manpowergroup.com/US/MEOS)

“Compared to Q1 2020 when the Net Employment Outlook was 27 percent, Madison, WI MSA employers have reported a 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 31 percent.”

Madison, WI MSA Employers Hiring Intentions					
	Increase	Decrease	Maintain	Unsure	NEO
<b>Q2 2020</b> Current	39%	4%	57%	0%	<b>35%</b>
<b>Q1 2020</b> Q-over-Q	32%	5%	60%	3%	<b>27%</b>
<b>Q2 2019</b> Y-over-Y	34%	3%	63%	0%	<b>31%</b>

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

## Hiring Plans Across the United States

U.S. employers plan to continue hiring at a solid pace in Q2 2020 with an Employment Outlook of +19%\*. The survey of more than 11,250 employers shows positive hiring intentions across all 12 industries with the strongest Outlooks in Q2 reported in Leisure & Hospitality (+28%), Transportation & Utilities (+24%), Wholesale & Retail Trade (+22%) as consumer confidence keeps the economy and the labor market on a solid footing.

“U.S. consumers are remaining confident and as long as consumers keep spending, our experience tells us that jobs will follow, which is reflected in the steady hiring Outlooks in Q2,” said Becky Frankiewicz, President of ManpowerGroup North America. “Like the rest of the world, U.S. employers remain cautious, particularly in manufacturing as trade negotiations continue and hiring intentions soften for the coming quarter. The reality is U.S. employers have added jobs every month since October 2010 and demand continues to outpace the supply of skilled workers. When jobs are plush, it takes more than pay to attract and keep talent. Our research of over 2,000 workers shows the best way to compete in a talent-scare environment is three-fold: offer people flexibility over when and where work gets done, challenging work to learn new skills plus competitive pay.”

- Employers in all 12 U.S. industry sectors expect to add workers during the upcoming quarter: Leisure & Hospitality (+28%), Transportation & Utilities (+24%), Wholesale & Retail Trade (+22%), Professional & Business Services (+21%), Construction (+20%), Government (+18%), Durable Goods Manufacturing (+16%), Education & Health Services (+17%), Financial Activities (+14%), Information (+13%), Other Services (+12%) and Nondurable Goods Manufacturing (+12%).
- The Outlook in the Midwest (+21%) remains at a 19-year high, flat quarter-over-quarter and 2 percentage points higher year-over-year. Hiring intentions in the West (18%), Northeast (17%) and South (21%) all decline by 1 percent quarter over-quarter. In the West and Northeast, the Outlook declines by 1 percentage point compared to a year ago, while employers in the South report an increase of 1 percentage point.
- Employers in Alaska (+34%), Maine (+34%), Virginia (+30%) and Wisconsin (+30%) report the strongest Outlooks nationwide. Of the 100 largest metropolitan statistical areas, the strongest job gains are expected in Virginia Beach, Va. (+37%), Madison, Wis., (+35%), Charleston, S.C. (+34%) and Deltona, Fla. (+34%).

Complete results for the ManpowerGroup Employment Outlook Survey are available for download at [ManpowerGroup.com/MEOS](https://www.manpowergroup.com/MEOS). The Q3 2020 survey will be released June 9, 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 and Talent Solutions – creates substantial value for candidates and clients across 80 countries and territories and has done so for over 70 years. See how ManpowerGroup is powering the future of work: [www.manpowergroup.com](https://www.manpowergroup.com)

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