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Madison, WI MSA Employers Report Active Hiring Outlook for First Quarter of 2021 While National Lift In Hiring Anticipated Though Employers are Less Optimistic About Swift Recovery

- *For the coming months of January-March employers are optimistic to hire in Construction, Durable Goods Manufacturing, Wholesale & Retail Trade, Education & Health Services and Leisure & Hospitality.*
- *U.S. Net hiring outlook intentions continue to improve in Q1 with a Net Employment Outlook of +17%, up +3 percentage points from the previous quarter.*
- *3% of employers now expect return to pre-pandemic hiring levels by April 2021, weakening from one-third of employers who expected a return of April 2021 in July.*

MILWAUKEE (DECEMBER 8, 2020) — Madison, WI MSA employers plan to hire at a strong pace in Q1 2021 with an Employment Outlook of 21%*, according to the ManpowerGroup Employment Outlook Survey (NYSE: MAN). Among employers surveyed, 24 percent plan to hire more employees from January through March. This number is offset by the 3 percent that plan to reduce payrolls while 68 percent of employers expect to maintain current staff levels and 5 percent indicate they are not sure of their hiring plans. This yields a Net Employment Outlook (NEO) of 21 percent. Research was conducted in October 2020 and the survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator.

View the complete Q1 2021 U.S. survey results: [ManpowerGroup.US/MEOS](https://www.manpowergroup.com/US/MEOS)

“Compared to Q4 2020 when the Net Employment Outlook was 14 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 slowed down from when the Outlook was 27 percent.”

Hiring Intentions For Madison, WI MSA					
	Increase	Decrease	Maintain	Unsure	NEO
Q1 2021 Current	24%	3%	68%	5%	21%
Q4 2020 Q-over-Q	23%	9%	62%	6%	14%
Q1 2020 Y-over-Y	32%	5%	60%	3%	27%

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

U.S. Hiring Plans by Industry Sectors, Regions, Metro Areas and States

- Employers in all 12 U.S. industry sectors expect to add workers during the upcoming quarter: Leisure & Hospitality (+26%), Transportation & Utilities (+22%), Wholesale & Retail Trade (+20%), Nondurable Goods Manufacturing (+19%), Professional & Business Services (+17%), Construction (+17%), Education & Health Services (+14%), Financial Activities (+14%) and Durable Goods Manufacturing (+14%), Government (+10%). Information (+9%), and Other Services (+9%).
- Hiring intentions improve in 11 U.S. industry sectors when compared with the previous quarter: Leisure & Hospitality, Transportation & Utilities, Wholesale & Retail Trade, Professional & Business Services, Construction, Financial Activities, Nondurable Goods Manufacturing, Durable Goods Manufacturing, Information, Other Services, and Government.
- Hiring prospects strengthen in all four U.S. regions when compared with the previous quarter. When the four regions are compared, the strongest hiring pace is anticipated in the Midwest, where the Outlook is +20%. Northeast employers expect steady workforce gains, reporting an Outlook of +16%, and hiring activity is anticipated to improve in the South and the West, with Outlooks standing at +17% and +13%, respectively.
- Employers in Vermont (+56%), Montana (+38%), Iowa, (+31%), South Dakota (+29%), and Arkansas (+26%), report the strongest outlooks nationwide. Of the 100 largest metropolitan statistical areas, the strongest outlooks are expected in Cape Coral-Fort Myers, FL (+42%), Winston-Salem, NC (+34%), Grand Rapids-Wyoming, MI (+34%), El Paso, TX (+34%) and Des Moines-West Des Moines, IA (+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 2021 survey will be released March 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 substantially more value for candidates and clients across more than 75 countries and territories and has done so for over 70 years. We are recognized consistently for our diversity - as a best place to work for Women, Inclusion, Equality and Disability and in 2020 ManpowerGroup was named one of the World's Most Ethical Companies for the eleventh year - all confirming our position as the brand of choice for in-demand talent. ###