



4th Quarter 2003

Manpower Employment Outlook Survey  
United States

**MANPOWER**<sup>®</sup>

# Contents

United States Employment Outlook	2
The Americas Employment Outlook	14
Global Employment Outlook	16
About the Survey	18
About Manpower	19

## The United States Employment Outlook

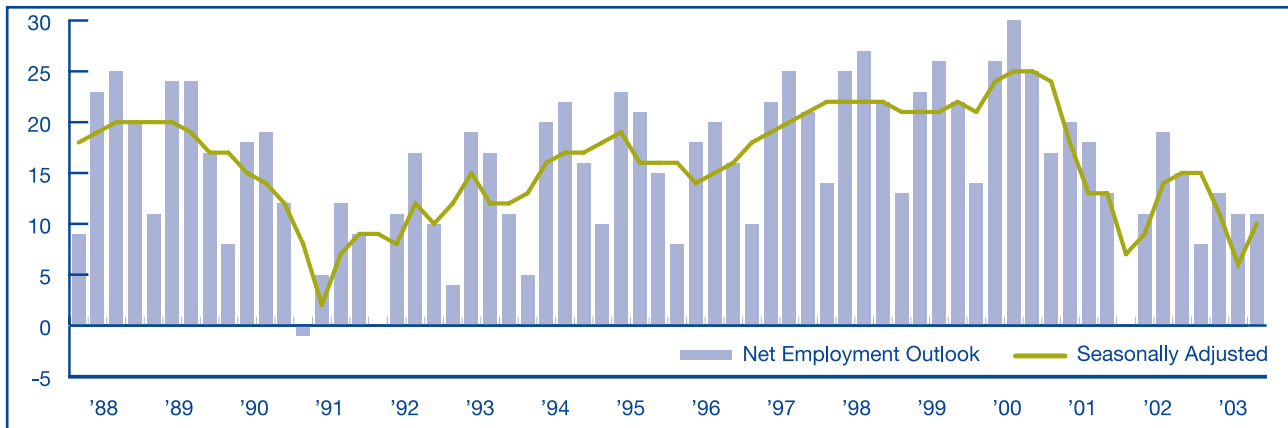
Nearly 16,000 interviews have been conducted with employers across the United States to measure anticipated employment trends between October and December 2003. All participants were asked, "How do you anticipate total employment at your location to change in the three months to the end of December 2003 as compared to the current quarter?"

Of the US employers that were surveyed, 22% predict an increase in hiring activity for the fourth quarter, while 11% expect a decrease in employment opportunities. Thus, the Net Employment Outlook is an 11% increase

in hiring activity anticipated for the fourth quarter. This outlook is identical to the third quarter forecast but represents a modest decline in expected job growth from a year ago.

The job picture brightens when the seasonal variations are removed from the data. This shifts the outlook to 10%, revealing stronger job prospects than last quarter and breaking the downward trend in hiring intentions that has continued since the first quarter of 2003. Nonetheless, employers are still not as confident in their hiring projections as they were last year at this time.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
4th Quarter 2003	22	11	62	5	11	10



The results of the Manpower Employment Outlook Survey in the United States include Puerto Rico.

The seasonally adjusted data shows that a mix of fourth quarter employment activity is anticipated across the 10 industry sectors.

Employers in seven of the 10 sectors are more optimistic than they were in their third quarter hiring intentions and intend to boost job levels during the October to December period. Durable and Non-Durable Goods Manufacturing jobs are expected to hold steady with projections that are identical to those in the third quarter. Mining is the only sector in which employers plan to hire fewer employees than last quarter.

Fourth quarter hiring estimates for the Mining, Construction, Transportation/Public Utilities and Finance/Insurance/Real Estate industries are stable compared with the forecast a year ago.

Wholesale/Retail Trade, Services and Public Administration employers are fairly cautious in their fourth quarter job outlook compared with last year at this time. Employers in the Manufacturing and Education sectors are even more hesitant to predict they will be adding more jobs for the coming quarter than a year ago.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
Construction	22	15	59	4	7	13
Education	19	11	65	5	8	2
Finance, Insurance & Real Estate	19	5	69	7	14	14
Manufacturing – Durables	18	14	62	6	4	6
Manufacturing – Non-Durables	18	12	65	5	6	7
Mining	16	11	71	2	5	5
Public Administration	15	15	64	6	0	5
Services	19	11	64	6	8	11
Transportation & Public Utilities	19	9	66	6	10	9
Wholesale & Retail Trade	32	9	54	5	23	13

At the overall national level, the margin of error on the data is +/- 0.8%.

Job prospects in each of the four US regions are a bit stronger for the fourth quarter than they were in the July – September period, although none of the regions expect to hire at the relatively faster pace they anticipated a year ago.

Employers in the Northeast, Midwest and West regions report equal hiring forecasts for the final three months of the year. The South has the most promising employment outlook again this quarter, as it has since the third quarter 2002.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
Midwest	21	13	62	4	8	9
Northeast	21	11	61	7	10	9
South	23	9	63	5	14	12
West	24	14	55	7	10	9

# Regional Comparisons

## Midwest

Twenty-one percent of employers surveyed in the Midwest report an increase in hiring intentions, while 13% anticipate a decrease, which leads to a Net Employment Outlook of 8%. When the seasonal variations are removed from the data, the job forecast for the fourth quarter is slightly more positive than it was last quarter but not as promising as it was in the final period of 2002.

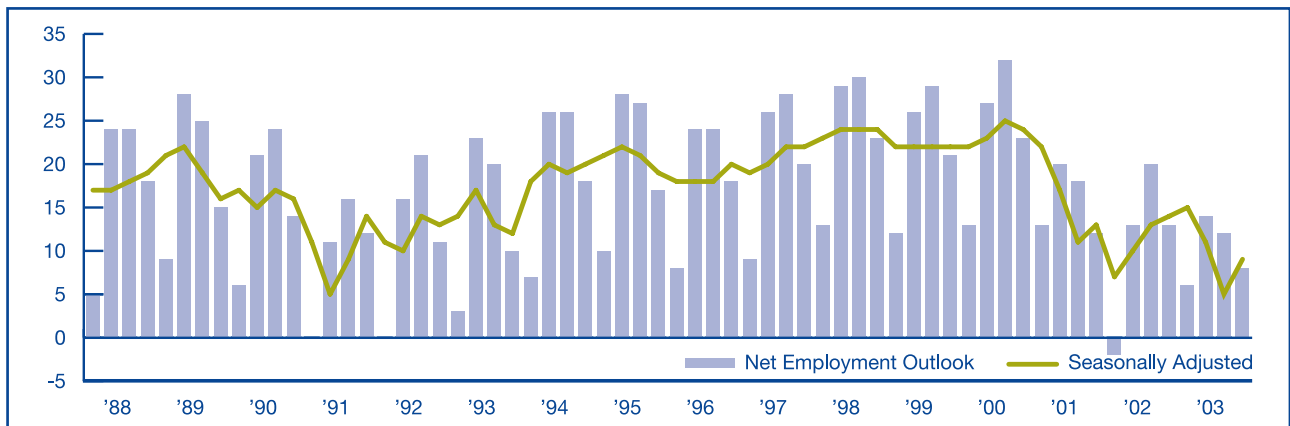
Employment opportunities in the Midwest are expected to be strongest in the Construction and Finance/ Insurance/Real Estate industries. Employers in the Education and Public Administration sectors estimate

modest job growth, but that marks a significant improvement over the third quarter outlook when the number of employers that planned to decrease hiring actually outweighed those that forecast an increase.

Durable Goods Manufacturers expect to hire at the same pace as last quarter, while Non-Durable Goods employers predict less jobs than they did three months ago. Employers across the Manufacturing industry were considerably more optimistic last year at this time.

Job prospects within the Transportation/Public Utilities and Wholesale/ Retail Trade sectors are stable for the fourth quarter.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
All Industries	21	13	62	4	8	9
Construction	20	23	56	1	-3	14
Education	19	11	66	4	8	2
Finance, Insurance & Real Estate	19	6	70	5	13	14
Manufacturing – Durables	18	16	61	5	2	5
Manufacturing – Non-Durables	16	12	68	4	4	4
Mining	14	29	57	0	-15	-16
Public Administration	10	17	70	3	-7	4
Services	18	12	66	4	6	10
Transportation & Public Utilities	15	8	73	4	7	9
Wholesale & Retail Trade	32	10	54	4	22	11



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

## Northeast

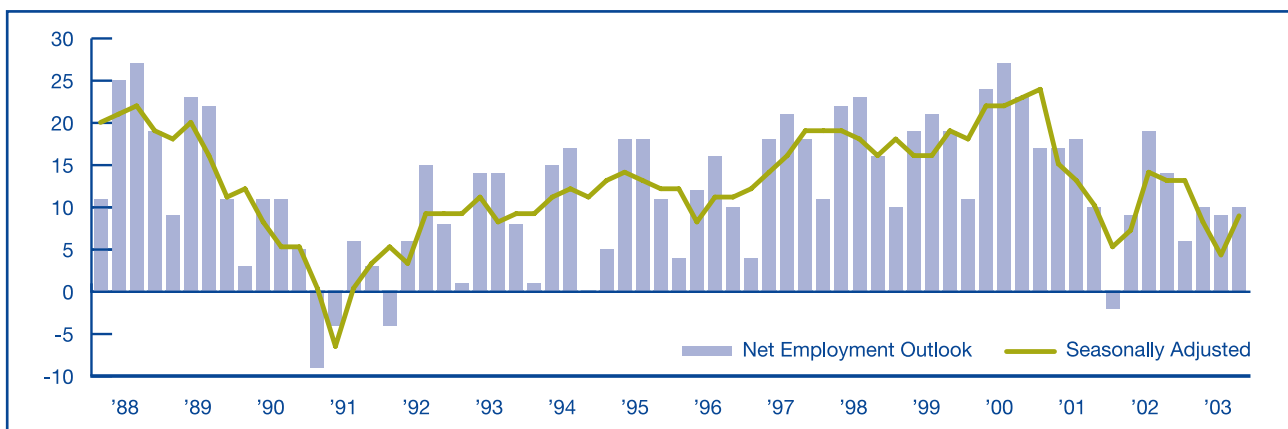
Of the employers surveyed in the Northeast, 21% report an increase in hiring intentions, while 11% expect a decrease, which creates a Net Employment Outlook of 10%. When the data is seasonally adjusted, job prospects in the Northeast are better than they were in the third quarter in all but one of the 10 industry sectors. Employment opportunities were, however, more promising last year at this time.

Substantial job growth is anticipated within the Construction and Transportation/Public Utilities sectors

during the fourth quarter. These are the only industries in the Northeast to have a stronger hiring outlook than last quarter and a year ago.

Education, Services and Public Administration employers forecast solid job gains from October to December compared with last quarter, while those in Durable Goods Manufacturing expect to hire fewer workers.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
All Industries	21	11	61	7	10	9
Construction	20	9	65	6	11	15
Education	19	12	62	7	7	0
Finance, Insurance & Real Estate	13	5	73	9	8	9
Manufacturing – Durables	18	12	63	7	6	5
Manufacturing – Non-Durables	21	14	61	4	7	10
Mining	25	0	75	0	25	20
Public Administration	12	16	62	10	-4	-1
Services	18	10	62	10	8	12
Transportation & Public Utilities	21	10	61	8	11	10
Wholesale & Retail Trade	29	10	54	7	19	9



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

## South

Employers surveyed in the South expect to increase hiring by 23% in the fourth quarter, while 9% plan to reduce job levels, which produces a Net Employment Outlook of 14%. According to the seasonally adjusted data, the South shows the strongest employment prospects of the four US regions for the sixth consecutive quarter. Nonetheless, employers in the South are still not as optimistic as they were a year ago.

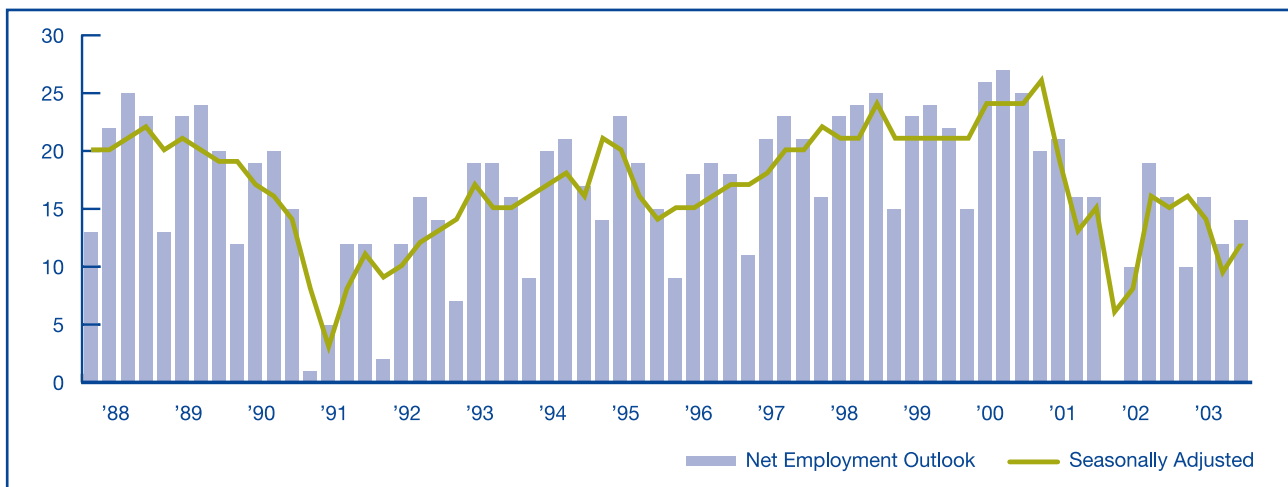
Stability dominates the fourth quarter job forecast in the South, with more than half of the industry sectors

indicating hiring intentions similar to last quarter.

These sectors include Durable and Non-Durable Goods Manufacturing, Transportation/Public Utilities, Finance/Insurance/Real Estate, Education and Services.

Public Administration is the only sector in which employers plan to fill more jobs this quarter than they did last quarter and last year at this time. Modest job growth is anticipated among Construction and Wholesale/Retail Trade companies, while Mining employers predict a sharp decline in new hires.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
All Industries	23	9	63	5	14	12
Construction	25	11	59	5	14	17
Education	19	6	71	4	13	7
Finance, Insurance & Real Estate	18	5	71	6	13	13
Manufacturing – Durables	19	13	62	6	6	8
Manufacturing – Non-Durables	17	10	68	5	7	7
Mining	15	12	71	2	3	0
Public Administration	20	13	61	6	7	10
Services	20	10	65	5	10	12
Transportation & Public Utilities	18	9	67	6	9	7
Wholesale & Retail Trade	33	8	54	5	25	14



The South Region is comprised of 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.

## West

Of the employers surveyed in the West, 24% forecast job increases during the fourth quarter, while 14% plan to hire less workers, which leads to a Net Employment Outlook of 10%. When the seasonal variations are removed from the data, the job outlook in the West is slightly more positive than it was from July to September but not as upbeat as a year ago.

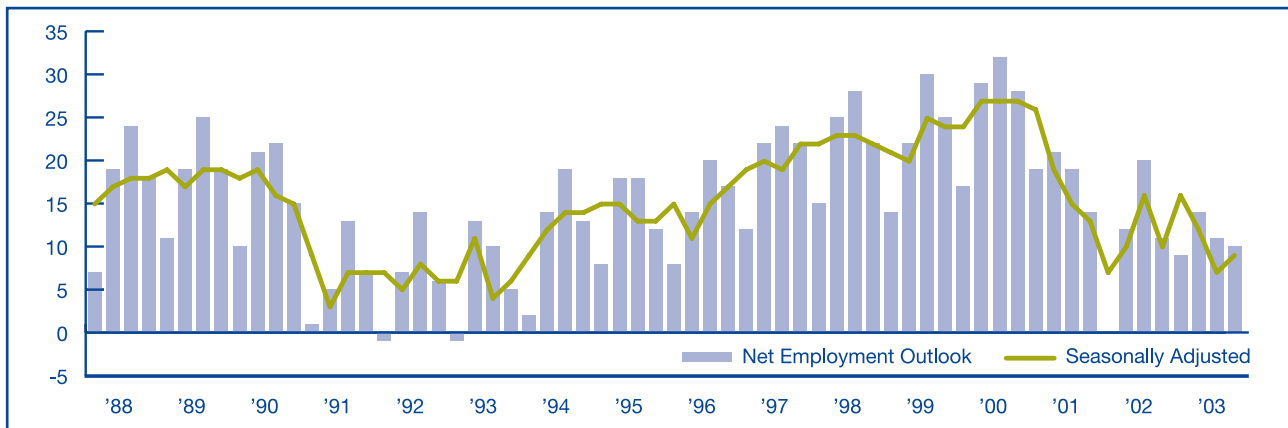
The Finance/Insurance/Real Estate sector in the West is clearly the hotbed for job growth in the fourth quarter. Employers in this industry not only envision a considerable rise in employment opportunities over last quarter and a

year ago but also report the most promising hiring outlook of any sector across the four US regions.

By contrast, jobs within the Education sector are expected to be scarce, as more employers plan to decrease employment than increase it.

Transportation/Public Utilities, Services and Public Administration employers anticipate a mild improvement in hiring from the third quarter, while those in Durable and Non-Durable Goods Manufacturing are more sluggish in their hiring estimates for the coming quarter.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
All Industries	24	14	55	7	10	9
Construction	18	16	59	7	2	7
Education	20	21	55	4	-1	-5
Finance, Insurance & Real Estate	27	4	61	8	23	22
Manufacturing – Durables	19	17	55	9	2	5
Manufacturing – Non-Durables	22	15	56	7	7	8
Mining	17	6	71	6	11	14
Public Administration	14	15	66	5	-1	2
Services	24	14	53	9	10	12
Transportation & Public Utilities	24	11	58	7	13	9
Wholesale & Retail Trade	31	12	51	6	19	10



The West Region is comprised of the following states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.

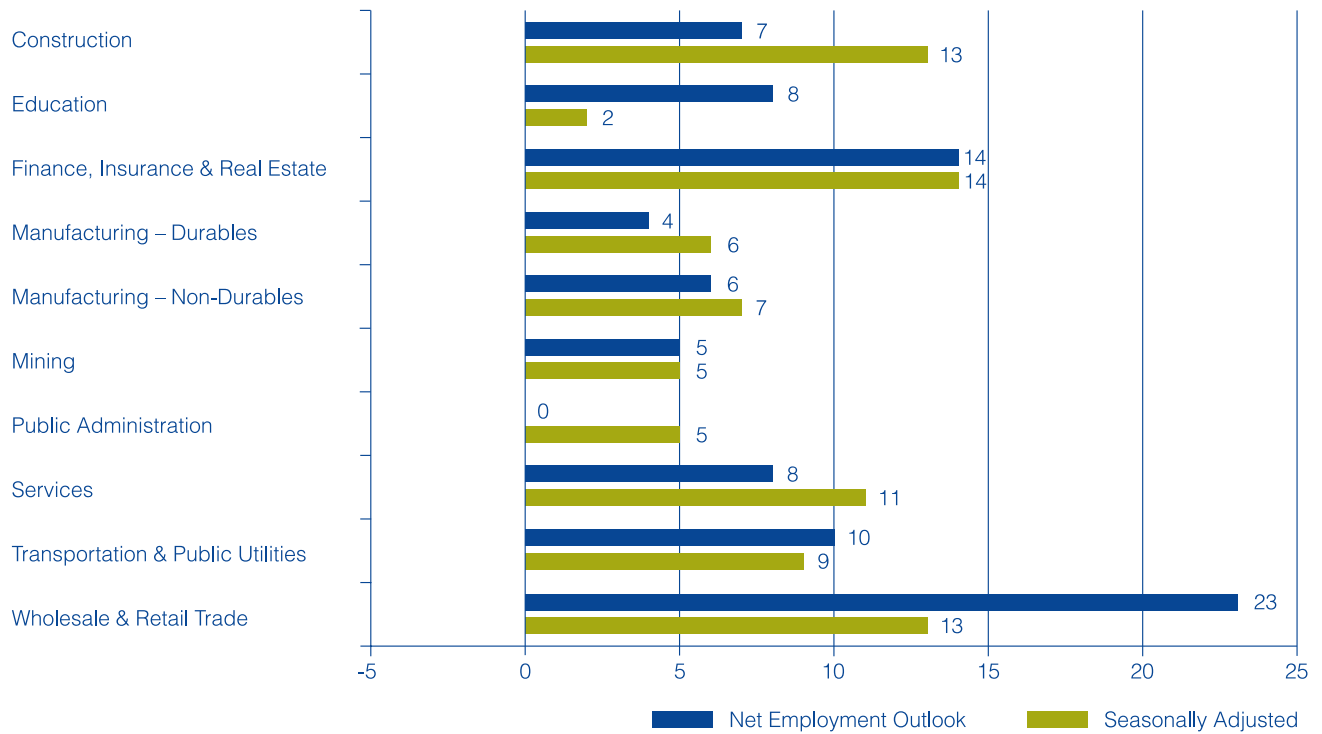
# Sector Comparisons

Wholesale/Retail Trade employers are quite confident in their hiring expectations for the fourth quarter. That optimism is typical for the final three months of the year when holiday shoppers bring a surge of activity to the retail industry. The seasonally adjusted data creates a clearer picture of the forecast over time.

Employers in the Education and Public Administration sectors appear sluggish in their hiring plans for the

fourth quarter. However, it is important to note that this quarter's forecast represents a marked improvement over the third quarter outlook when job losses were on the horizon for these two sectors.

Further analysis of the historical and seasonally adjusted data for each of the 10 industry sectors provides greater insight into the job picture for the fourth quarter.

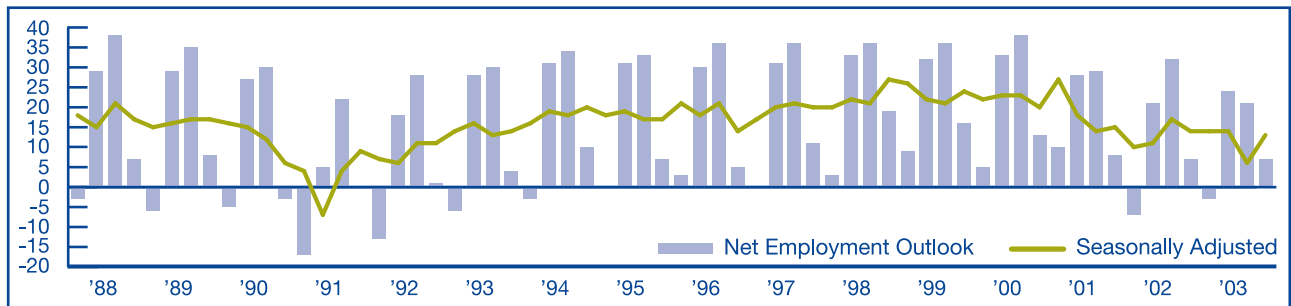


## Construction

The onset of the winter months generally prompts a decline in fourth quarter hiring for the Construction industry, which is evident in the forecast this quarter. The seasonally adjusted data puts the outlook in better perspective. The Construction sector is expected to gain job momentum after hitting a 11-year low in last

quarter's survey. The October – December outlook is relatively consistent with hiring intentions a year ago.

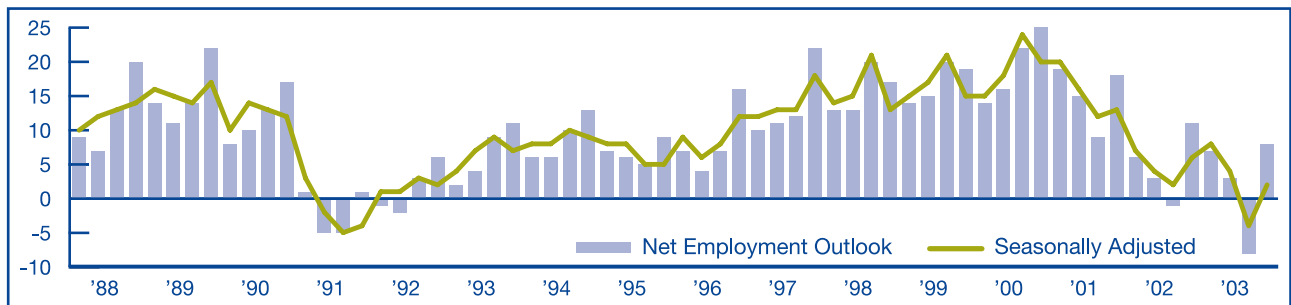
Estimated job levels are strongest in the South and weakest in the West.



## Education

Education employers plan to hire at a modest pace in the fourth quarter, which marks a vast improvement over last quarter when more employers planned to reduce job levels than increase them. Employers were, however, more upbeat in their hiring intentions last year at this time.

The seasonally adjusted data shows us that jobs are expected to be most abundant in the South and least plentiful in the West where estimated job losses outpace gains.

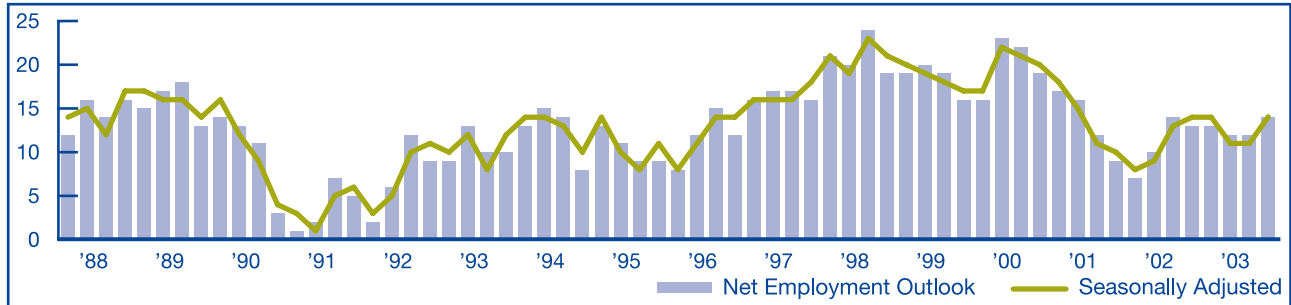


## Finance, Insurance & Real Estate

Job prospects in the Finance/Insurance/Real Estate industry are among the strongest of all the industry sectors. In addition, employers in this sector plan to increase their hiring pace over both last quarter and a year ago, which is an optimism shared

only by the Transportation/Public Utilities sector.

According to the seasonally adjusted data, employment opportunities are strongest in the West and weakest in the Northeast by a wide margin.

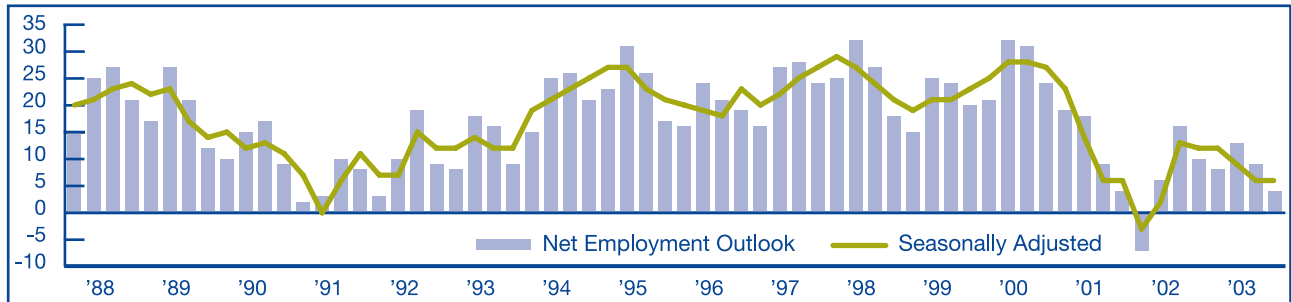


## Manufacturing – Durable Goods

With the seasonal variations removed from the data, Durable Goods Manufacturers expect to hire at the same pace as last quarter, which is moderately slower than the forecast a year ago.

The Northeast, Midwest and West share identical employment outlooks for the Durable Goods Manufacturing sector, which are slightly less positive than in the South.

The South anticipates the most job opportunities.

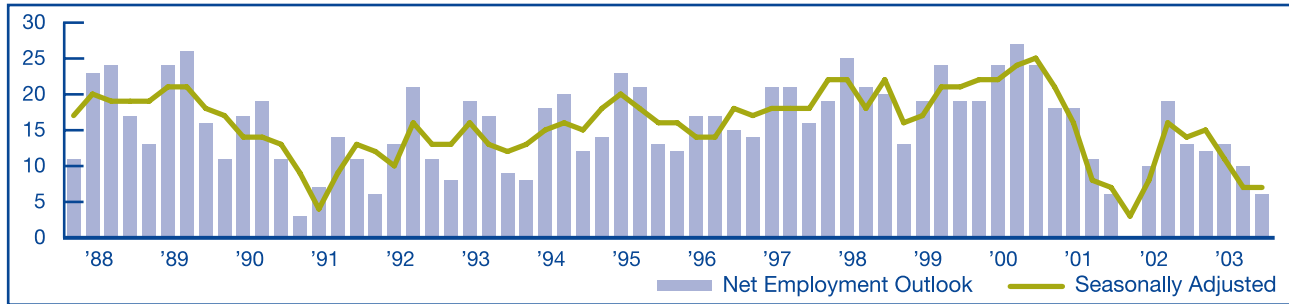


## Manufacturing – Non-Durable Goods

Non-Durable Goods Manufacturers plan to hire at a consistent pace with last quarter, according to the seasonally adjusted data. This causes a plateau in the downward trend in hiring intentions that began in the

first quarter of the year, but job levels are still lower than they were in the fourth quarter of 2002.

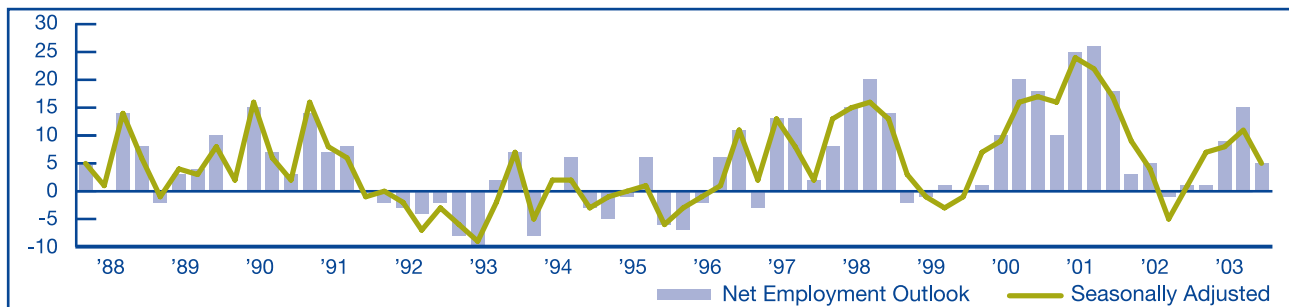
Employment opportunities are greatest in the Northeast and fewest in the Midwest.



## Mining

Mining employers expect to offer some job opportunities in the fourth quarter. On a seasonally adjusted basis, however, Mining is the only sector in which employers plan to decrease hiring from both last quarter and last year at this time.

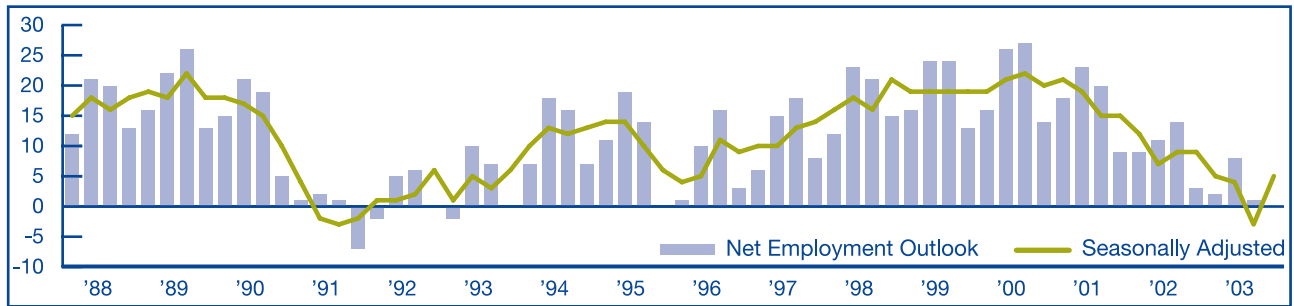
The Northeast is by far the region that offers the most promising job prospects. The forecast is weakest in the Midwest where the number of Mining employers that intend to decrease hiring levels outweighs the number that expects to increase them.



## Public Administration

According to the seasonally adjusted data, Public Administration employers expect to hire at a modest pace in the October – December period, which represents a substantial increase in hiring intentions over last quarter. The fourth quarter employment outlook for the Public Administration sector is slightly lower than it was a year ago.

Employers in the South expect the most employment opportunities, while the Northeast struggles with a negative forecast that offers more job declines than growth.

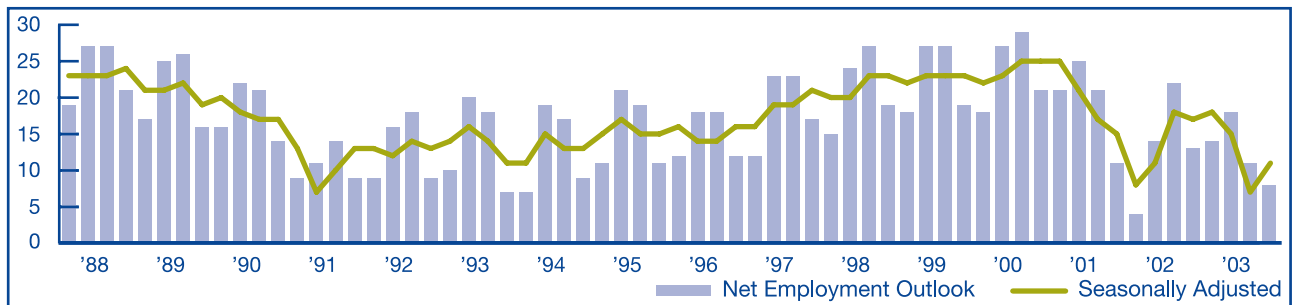


## Services

The survey's historical data tell us that hiring expectations for the Service sector generally dwindle as each year comes to a close, and this year is no exception. When seasonal adjustments are applied to the data, however, hiring intentions for the service sector are up slightly over last quarter although they still

haven't reached last year's fourth quarter level.

Job prospects are strongest in the Northeast, South and West where the forecast is identical. The outlook in the Midwest is slightly less optimistic.

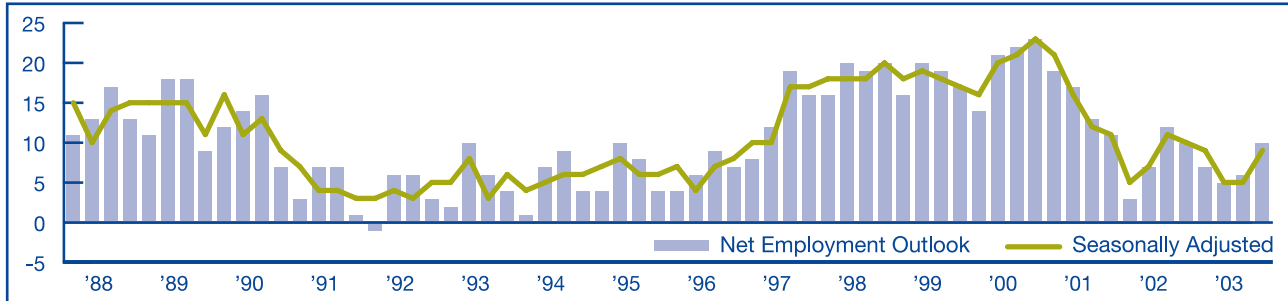


## Transportation & Public Utilities

The survey's history suggests that hiring expectations in the Transportation/Public Utilities sector typically trail off in the fourth quarter. Employers bucked that trend this quarter by anticipating more jobs in the fourth quarter than any other quarter this year, which has

happened only one other time in the survey's history.

According to the seasonally adjusted data, hiring intentions are most optimistic in the Northeast and least promising in the South.

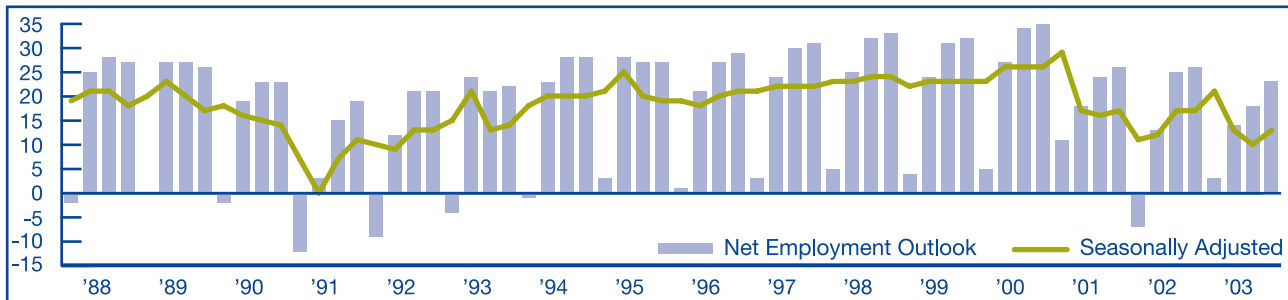


## Wholesale & Retail Trade

Wholesale/Retail Trade employers report their usual spike in hiring plans for the fourth quarter, due to the annual holiday shopping frenzy. The seasonally adjusted data gives that surge a bit more context. Employers anticipate an increase in jobs over last quarter but not

as many as they planned to offer a year ago.

Wholesale/Retail Trade jobs are expected to be most plentiful in the South, while the Northeast will offer the fewest employment opportunities in this sector.



# The Americas Employment Outlook

Over 20,000 employers were interviewed across The United States, Canada and Mexico to measure anticipated employment trends between October and December 2003.

## International Comparisons

Employers in the United States are anticipating a consistent level of hiring activity from the third quarter through the end of the year. This is good news for job seekers, as the fourth quarter typically brings a decrease in job prospects compared to the third quarter.

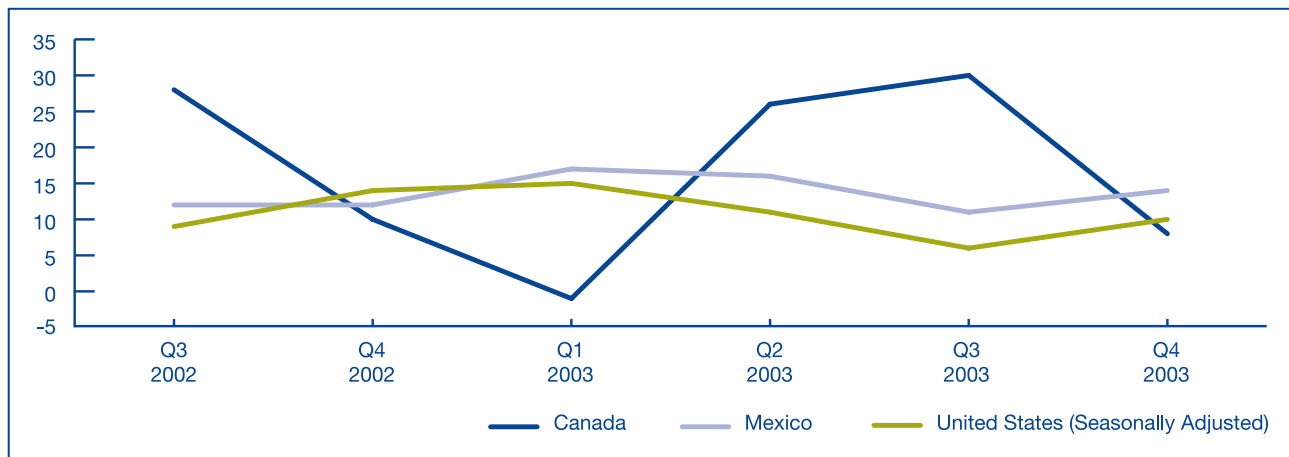
The employment outlook in Mexico is also more positive for the last three months of the year.

In Canada, employers anticipate a steep reduction in hiring activity through the fourth quarter, but this is quite consistent with their normal annual employment trends.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook
	%	%	%	%	%
Canada	23	15	59	3	8
Mexico	27	13	60	0	14
<b>United States</b>	<b>22</b>	<b>11</b>	<b>62</b>	<b>5</b>	<b>11 (10)<sup>1</sup></b>

As we compare the survey data over time, since 2002 when Mexico began its survey, the significant shifts from quarter to quarter for Canada become clear, with the colder months from October through March

coinciding with a deep freeze in employers' recruiting activity. In contrast, employers in the US and Mexico appear to be rather closely aligned in their hiring expectations over the past 6 quarters.



1. Number in parentheses is Net Employment Outlook when adjusted to remove the impact of seasonal variations in hiring activity for the United States.

## Sector Comparisons

Within this section, we outline variation in the Net Employment Outlook across two broad categories: Industry and Services<sup>2</sup>. In Canada, the Industry category more clearly reflects the overall decrease in anticipated hiring activity that was reported for the fourth quarter. Employers in the US and Mexico also reported more pessimistic job prospects in the Industry category through the end of the year, although the decrease reported in

Mexico is only a slight drop from the third quarter.

In the Services category, hiring prospects declined significantly for Canada, but not quite as deeply as in the Industry category in this country. Conversely, employers in the US and Mexico anticipate an increase in hiring activity in the Services category during the fourth quarter.

	Net Employment Outlook			
	Industry		Services	
	Q3 2003	Q4 2003	Q3 2003	Q4 2003
	%	%	%	%
Canada	27	0	31	13
Mexico	12	10	11	14
<b>United States</b>	<b>11</b>	<b>6</b>	<b>11</b>	<b>14</b>

2. **Industry** comprises Mining, Manufacturing, Public Utilities and Construction. **Services** comprises Wholesale/Retail Trade/Restaurants/Hotels, Transport Storage and Communication, Finance, Insurance, Real Estate and Business Services, and Public Administration.

# Global Employment Outlook

Over 35,000 employers have been interviewed across 18 countries to measure anticipated employment trends between October and December 2003.

## Regional and International Comparisons

Employers across 15 of the 18 countries reported that they intend to increase their hiring activity in the fourth quarter, with the most optimistic survey results in Australia and Mexico and the most pessimistic results in Germany and Ireland. Hong Kong and Belgium recorded the greatest quarter-over-quarter improvements in anticipated hiring activity, while employers in Canada, Ireland and

Spain reported a more negative outlook heading into the end of the year. When seasonal adjustments are applied to the survey data for the United States and the UK (noted in parentheses in the charts below), a more meaningful view of the data is revealed, with anticipated hiring activity moving in opposite directions through the end of the year for these two countries.

Americas	Net Employment Outlook		Qtr on Qtr Change
	Quarter 3 2003	Quarter 4 2003	Q3 to Q4 2003
	%	%	%
Canada	30	8	-22
Mexico	11	14	3
<b>United States</b>	<b>11 (6)<sup>1</sup></b>	<b>11 (10)<sup>1</sup></b>	<b>0 (4)<sup>1</sup></b>

Asia Pacific	Net Employment Outlook		Qtr on Qtr Change
	Quarter 3 2003	Quarter 4 2003	Q3 to Q4 2003
	%	%	%
Australia	13	18	5
Hong Kong	-5	5	10
Japan	-4	2	6
Singapore	0	3	3

Europe	Net Employment Outlook		Qtr on Qtr Change
	Quarter 3 2003	Quarter 4 2003	Q3 to Q4 2003
	%	%	%
Austria	0	0	0
Belgium	-2	8	10
France	3	4	1
Germany	-10	-8	2
Ireland	12	-4	-16
Italy	8	1	-7
Netherlands	5	2	-3
Norway	7	6	-1
Spain	13	3	-10
Sweden	4	11	7
UK	13 (11) <sup>1</sup>	12 (8) <sup>1</sup>	-1 (-3) <sup>1</sup>

1. Number in parentheses is Net Employment Outlook when adjusted to remove the impact of seasonal variations in hiring activity for the UK and United States.

## Sector Comparisons

Below, we compare the Net Employment Outlook for each country across two main categories: Industry and Services<sup>2</sup>. Overall, hiring prospects in the fourth quarter are expected to be stronger in the Services category for countries in the Americas and Asia Pacific. This trend reverses somewhat in Europe where employers in the Industry category across Austria, Belgium, France, Germany, Spain and the UK are more optimistic than their peers in the Services sectors for the upcoming quarter.

Canada, Ireland and Hong Kong recorded the greatest quarter-over-quarter changes in hiring expectations for the Industry category, while the greatest changes in the Services category were noted in Canada, Spain and Sweden. The downward shift in hiring expectations for Canada between the third and fourth quarters is consistent with the historical survey trends in this country.

	Net Employment Outlook			
	Industry		Services	
	Q3 2003	Q4 2003	Q3 2003	Q4 2003
<b>Americas</b>	%	%	%	%
Canada	27	0	31	13
Mexico	12	10	11	14
<b>United States</b>	<b>11</b>	<b>6</b>	<b>11</b>	<b>14</b>

	Net Employment Outlook			
	Industry		Services	
	Q3 2003	Q4 2003	Q3 2003	Q4 2003
<b>Asia Pacific</b>	%	%	%	%
Australia	14	15	12	20
Hong Kong	-12	5	-3	4
Japan	-4	-1	-4	4
Singapore	0	2	0	4

	Net Employment Outlook			
	Industry		Services	
	Q3 2003	Q4 2003	Q3 2003	Q4 2003
<b>Europe</b>	%	%	%	%
Austria	6	2	-4	-1
Belgium	1	10	-2	8
France	4	9	2	3
Germany	-8	-7	-11	-8
Ireland	13	-10	13	3
Italy	9	0	7	1
Netherlands	2	0	6	4
Norway	7	1	7	9
Spain	7	4	17	3
Sweden	15	6	-1	13
UK	18	14	11	13

2. **Industry** comprises Mining, Manufacturing, Public Utilities and Construction. **Services** comprises Wholesale/Retail Trade/Restaurants/Hotels, Transport, Storage & Communication, Finance, Insurance, Real Estate & Business Services, and Public Administration.

## 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 workforce 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 only forward-looking survey, 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.

**Focused:** For more than four decades, the survey has derived all of its information from a single question.

**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 more than 35,000 public and private employers across eighteen national economies 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.

## 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 18 countries where the survey is currently conducted includes Manpower's Market Intelligence team; the Research & Diagnostics Division of The Empower Group – an independent operating division of Manpower Inc.; NOP World and Grupo IDM. 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 +/- 4.2%.

In the United States, the national survey is conducted by Manpower's North American Market Intelligence Team and includes 16,000 employers. With this number of interviews, the margin of error for the United States survey is +/- 0.8%.

## 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 2003 as compared to the current quarter?"

## 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 the United States and United Kingdom 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.

## Sectors

The industry sectors that are reported for each country in this report are representative of the local economy. In some areas of the report, we have reported the data in two broad sector categories: Industry and Services. These categories are consistent with standards of other respected international data sources. The "Industry" category includes sectors such as: construction, manufacturing, mining and public utilities. The "Services" category includes wholesale and retail trade; restaurants and hotels; transportation and storage; communication; finance; insurance; real estate; other business services and public administration.

## History of the Survey

- 1962** 1st generation of the Manpower Employment Outlook Survey launched in the United States and Canada.
- 1966** Manpower's UK 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** 2nd generation of Manpower's 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 UK'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** 3rd generation of the Manpower Employment Outlook Survey is launched, expanding the program to a total 18 countries worldwide: Australia, Austria, Belgium, Canada, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, Norway, Singapore, Spain, Sweden, United Kingdom and United States.

## About Manpower Inc.

Manpower Inc. is a world leader in the staffing industry, providing workforce management services and solutions to customers through 4,000 offices in 63 countries. The firm annually provides employment to two million people worldwide and is an industry leader in employee assessment and training. Manpower also provides a range of staffing solutions, engagement and consulting services worldwide under the subsidiary brands of Brook Street, Elan, The Empower Group and Jefferson Wells. More information on Manpower Inc. can be found at the company's Web site, [www.manpower.com](http://www.manpower.com).

In the United States, Manpower offers businesses a range of HR services, in addition to providing administrative, industrial and contact center personnel. Under the Manpower Professional brand, the company places contract professionals on assignment in areas such as information technology, scientific, finance, engineering and telecommunications. More information about Manpower's US operation can be found at [www.us.manpower.com](http://www.us.manpower.com).

Manpower Inc., 5301 N. Ironwood Dr., Milwaukee, WI 53217  
Tel: 414 961 1000  
[www.us.manpower.com](http://www.us.manpower.com)