

**ManpowerGroup
Employment
Outlook Survey
United States**

**Q1
2021**



ManpowerGroup®

United States Employment Outlook

More than 6,700 interviews were conducted with employers within the United States, including all 50 states, the top 100 Metropolitan Statistical Areas (MSAs), the District of Columbia and Puerto Rico, to measure hiring intentions for the first quarter of 2021. The mix of industries within the survey follows the North American Industry Classification System (NAICS) supersectors and is structured to be representative of the U.S. economy.

All participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of March 2021 compared to the current quarter?”

Interviewing was carried out during the exceptional circumstances of the COVID-19 outbreak. The survey findings for the first quarter of 2021 are likely to reflect the impact of the global health emergency, and may be notably different to previous quarters.

Contents

United States Employment Outlook	1
Industry Sector Comparisons	
Regional Comparisons	
Metropolitan Statistical Areas	
Global Employment Outlook	8
About the Survey	9

United States Employment Outlook

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
Quarter 1 2021	21	6	68	5	15	17
Quarter 4 2020	20	8	67	5	12	14
Quarter 3 2020	17	11	62	10	6	3
Quarter 2 2020	23	3	73	1	20	19
Quarter 1 2020	22	5	72	1	17	19



In the first quarter of 2021, 21 percent of U.S. businesses surveyed expect to add to payrolls, while 6 percent anticipate a decrease and 68 percent expect no change.

Once the data is adjusted to allow for seasonal variation, the Net Employment Outlook for the January to March period is +17%. Hiring plans improve by 3 percentage points in comparison with the prior quarter, but decline by 2 percentage points year-over-year.

Employers in three of the four U.S. regions report stronger hiring intentions when compared with the final quarter of 2020. The Outlook for the Midwest increases by 4 percentage points, while improvements of 3 and 2 percentage points are reported for the South and the West, respectively. In the Northeast, employers report relatively stable hiring plans. When the four regions are compared, the strongest hiring

prospects are reported by employers in the Midwest with an Outlook of +20%. Respectable job gains are anticipated in the South, where the Outlook stands at +17%, and in the Northeast and the West, with Outlooks of +16% and +15%, respectively.

Employers in three of the four regions report slightly stronger hiring plans when compared with the previous quarter and hiring sentiment in the fourth remains relatively stable. When compared with this time one year ago, hiring prospects are moderately weaker in the South and decline slightly in the West and the Northeast. Midwest employers report relatively stable hiring intentions.

From this point forward, all data discussed in the commentary is seasonally adjusted, unless stated otherwise.

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

Employers in all 12 U.S. industry sectors expect payroll gains in the January to March time frame: Leisure & Hospitality (+26%), Transportation & Utilities (+22%), Wholesale & Retail Trade (+20%), Nondurable Goods Manufacturing (+19%), Construction (+17%), Professional & Business Services (+17%), Education & Health Services (+14%), Financial Activities (+14%), Durable Goods Manufacturing (+14%), Government (+10%), Information (+9%) and Other Services (+9%).

Employers in the national Nondurable Goods Manufacturing sector report a considerable improvement in hiring prospects when compared with the previous quarter.

Hiring plans strengthen moderately in three nationwide industry sectors when compared with the final quarter of 2020: Durable Goods Manufacturing, Financial Activities and Government.

In seven national industry sectors, employers report a slight quarter-over-quarter improvement in hiring sentiment: Construction, Information, Leisure & Hospitality, Other Services, Professional & Business Services, Transportation & Utilities and Wholesale & Retail Trade.

Hiring intentions remain relatively stable for the U.S. Education & Health Services sector in comparison with the prior quarter.

Industry	Increase %	Decrease %	No Change %	Don't Know %	Net Employment Outlook Q1 2021 %	Seasonally Adjusted %
Construction	17	7	70	6	10	17
Education & Health Services	18	4	73	5	14	14
Financial Activities	17	4	76	3	13	14
Government	12	2	80	6	10	10
Information	16	7	73	4	9	9
Leisure & Hospitality	33	11	50	6	22	26
Manufacturing – Durable Goods	17	6	73	4	11	14
Manufacturing – Nondurable Goods	24	5	66	5	19	19
Other Services	13	5	79	3	8	9
Professional & Business Services	20	6	71	3	14	17
Transportation & Utilities	25	6	64	5	19	22
Wholesale & Retail Trade	26	6	64	4	20	20

Regional Comparisons

+17 (+20)%

Midwest

Midwest employers in 22 percent of businesses surveyed expect to add to payrolls in the coming quarter, while 5 percent anticipate a decrease and 69 percent expect no change. The resulting Net Employment Outlook stands at +17%. Once the data is adjusted for seasonal variation, hiring intentions are slightly stronger in comparison with the prior quarter and remain relatively stable when compared with last year at this time.

Considerably stronger hiring prospects are reported in three Midwest industry sectors when compared with the previous quarter: Financial Activities, Durable Goods Manufacturing and Nondurable Goods Manufacturing.

Employers in three Midwest industry sectors forecast moderately stronger hiring plans in comparison with the prior quarter: Leisure & Hospitality, Professional & Business Services and Wholesale & Retail Trade.

The Midwest’s Education & Health Services sector employers expect slightly stronger hiring intentions quarter-over-quarter.

Employers in three Midwest industry sectors anticipate relatively stable labor markets in comparison with the fourth quarter of 2020: Government, Information and Other Services.

Midwest employers in the Transportation & Utilities sector report moderately weaker hiring prospects when compared with the previous quarter, and a slight quarter-over-quarter decline is forecast in the Midwest Construction sector.



Industry	Increase %	Decrease %	No Change %	Don't Know %	Net Employment Outlook Q1 2021 %	Seasonally Adjusted %
All Industries – Midwest	22	5	69	4	17	20
Construction	15	13	68	4	2	13
Education & Health Services	19	1	76	4	18	18
Financial Activities	24	3	70	3	21	22
Government	15	4	79	2	11	10
Information	12	3	81	4	9	9
Leisure & Hospitality	34	11	49	6	23	29
Manufacturing – Durable Goods	18	5	73	4	13	17
Manufacturing – Nondurable Goods	27	0	67	6	27	28
Other Services	14	4	81	1	10	9
Professional & Business Services	25	7	65	3	18	22
Transportation & Utilities	29	8	58	5	21	25
Wholesale & Retail Trade	30	3	65	2	27	25

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

+14 (+16)%

Northeast

In 21 percent of Northeast businesses surveyed employers anticipate workforce gains during the next three months. With 7 percent of employers expecting to trim payrolls and 66 percent anticipating no change, the resulting Net Employment Outlook is +14%. Once the data is adjusted to allow for seasonal variation, hiring intentions remain relatively stable in comparison with the prior quarter, but decline by 2 percentage points when compared with this time one year ago.

Northeast employers in the Nondurable Goods Manufacturing and Professional & Business Services sectors report considerably stronger hiring prospects when compared with the previous quarter.

A moderately stronger hiring pace is anticipated in four Northeast industry sectors in comparison with the fourth quarter of 2020: Financial Activities, Government, Information and Other Services.

Wholesale & Retail Trade sector employers in the Northeast expect slightly stronger hiring plans when compared with the prior quarter.

Hiring sentiment remains relatively stable in two Northeast industry sectors quarter-over-quarter: Construction and Durable Goods Manufacturing.

In the Northeast's Leisure & Hospitality sector employers report considerably weaker hiring intentions in comparison with the prior quarter. A moderate quarter-over-quarter decline is anticipated by the Northeast's Transportation & Utilities sector employers, and the forecast for the region's Education & Health Services sector is slightly weaker.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q1 2021	Seasonally Adjusted
	%	%	%	%	%	%
All Industries – Northeast	21	7	66	6	14	16
Construction	17	9	67	7	8	20
Education & Health Services	20	2	71	7	18	19
Financial Activities	16	3	81	0	13	12
Government	8	6	78	8	2	3
Information	10	5	82	3	5	5
Leisure & Hospitality	29	14	48	9	15	21
Manufacturing – Durable Goods	18	8	71	3	10	9
Manufacturing – Nondurable Goods	31	6	63	0	25	24
Other Services	25	8	62	5	17	15
Professional & Business Services	18	6	74	2	12	13
Transportation & Utilities	26	10	61	3	16	16
Wholesale & Retail Trade	29	8	56	7	21	23

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

+17 (+17)%

South

Employers in 22 percent of businesses surveyed in the South expect job gains during the January to March period. With 5 percent of employers anticipating a decline in payrolls and 69 percent expecting no change, the resulting Net Employment Outlook is +17%. Once the data is adjusted to allow for seasonal variation, hiring sentiment is slightly stronger in comparison with the fourth quarter of 2020, but moderately weaker when compared with this time one year ago.

In all 12 of the South's industry sectors, employers report stronger hiring prospects when compared quarter-over-quarter, including a considerable improvement reported for the Durable Goods Manufacturing sector.

Hiring plans improve moderately in four of the South's industry sectors in a comparison with the prior quarter: Financial Activities, Government, Nondurable Goods Manufacturing and Transportation & Utilities.

Job seekers in seven industry sectors in the South can expect slightly stronger labor markets in comparison with the final quarter of 2020, according to employers: Construction, Education & Health Services, Information, Leisure & Hospitality, Other Services, Professional & Business Services and Wholesale & Retail Trade.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q1 2021	Seasonally Adjusted
	%	%	%	%	%	%
All Industries – South	22	5	69	4	17	17
Construction	18	4	73	5	14	17
Education & Health Services	19	4	73	4	15	17
Financial Activities	13	6	79	2	7	9
Government	13	0	81	6	13	12
Information	18	7	67	8	11	11
Leisure & Hospitality	36	11	51	2	25	27
Manufacturing – Durable Goods	18	6	71	5	12	14
Manufacturing – Nondurable Goods	18	6	68	8	12	12
Other Services	12	5	82	1	7	9
Professional & Business Services	21	6	72	1	15	19
Transportation & Utilities	27	5	64	4	22	21
Wholesale & Retail Trade	25	4	67	4	21	20

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

+13 (+15)%

West

One fifth of businesses surveyed in the West anticipate an increase in payrolls during the first quarter of 2021. With 7 percent expecting to trim payrolls and 69 percent anticipating no change, the resulting Net Employment Outlook is +13%. Once the data is adjusted to allow for seasonal variation, the Outlook is slightly stronger in comparison with the final quarter of 2020, but slightly weaker when compared with the same period last year.

Nondurable Goods Manufacturing sector employers in the West report a considerably stronger hiring pace when compared with the previous quarter.

Hiring sentiment in five of the West's industry sectors improves moderately in a quarter-over-quarter comparison: Construction, Government, Leisure & Hospitality, Durable Goods Manufacturing and Transportation & Utilities.

Relatively stable hiring intentions are expected by employers in four of the West's industry sectors in comparison with the prior quarter: Financial Activities, Information, Professional & Business Services and Wholesale & Retail Trade.

Other Services sector employers in the West anticipate moderately weaker hiring plans when compared with the final quarter of 2020, and the forecast for the Education & Health Services sector in the region is slightly weaker.



Industry	Increase	Decrease	No Change	Don't Know	Net Employment Outlook Q1 2021	Seasonally Adjusted
	%	%	%	%	%	%
All Industries – West	20	7	69	4	13	15
Construction	18	6	69	7	12	18
Education & Health Services	16	7	74	3	9	11
Financial Activities	18	3	75	4	15	15
Government	11	3	80	6	8	8
Information	20	12	67	1	8	7
Leisure & Hospitality	30	11	51	8	19	23
Manufacturing – Durable Goods	16	5	75	4	11	15
Manufacturing – Nondurable Goods	26	6	63	5	20	20
Other Services	10	7	77	6	3	5
Professional & Business Services	17	5	73	5	12	17
Transportation & Utilities	20	3	70	7	17	20
Wholesale & Retail Trade	24	9	64	3	15	16

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 2021, all of the 100 largest Metropolitan Statistical Areas (MSAs) in the United States report positive Net Employment Outlooks. Additional survey results for each MSA are available at meos-press.manpowergroup.us.

Net Employment Outlook Q1 2021	Metropolitan Statistical Areas
42%	Cape Coral
34%	El Paso, Grand Rapids, Winston-Salem
31%	Des Moines
30%	Scranton
28%	Greenville
26%	Jacksonville, Little Rock, Richmond, Tampa
25%	Buffalo, Greensboro
23%	Omaha, Raleigh
22%	Chattanooga
21%	Akron, Atlanta, Indianapolis, Madison, Phoenix
20%	Charlotte, Detroit
19%	Lakeland, Memphis, Providence, Riverside, Rochester, Salt Lake City
18%	Hartford, Minneapolis, Ogden
17%	Boise City, Houston, North Port, Oxnard, Tucson
16%	Allentown, Chicago, Cincinnati, Knoxville, McAllen, Miami, Palm Bay, Philadelphia, Provo-Orem, Washington, Wichita
15%	Columbia, Denver, Los Angeles, Sacramento, St. Louis, Toledo
14%	Columbus, Dallas, Dayton, Harrisburg, Virginia Beach
13%	Albuquerque, Baton Rouge, Birmingham, Milwaukee, San Diego, Seattle, Stockton
12%	Baltimore, Cleveland, San Francisco
11%	Boston, Charleston, New York, Orlando, Syracuse, Worcester
10%	Austin, Portland, San Jose
9%	Augusta, Spokane, Tulsa
8%	Jackson, Kansas City, Nashville, Oklahoma City, Youngstown
7%	Deltona, San Antonio, Springfield
6%	Bridgeport, Pittsburgh
5%	Albany, New Haven
4%	Honolulu, New Orleans
3%	Colorado Springs, Fresno
2%	Bakersfield, Louisville
1%	Las Vegas

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

Global Employment Outlook

ManpowerGroup interviewed over 37,500 employers in 43 countries and territories on hiring prospects* in the first quarter of 2021. All participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of March 2021 as compared to the current quarter?” Interviewing was carried out during the exceptional circumstances of the COVID-19 outbreak. The survey findings for the January to March 2021 time frame reflect the impact of the global health emergency, and the ongoing economic restrictions in many countries.

In 34 of the 43 countries and territories surveyed by ManpowerGroup employers expect to add to payrolls during the first quarter of 2021. Employers expect to trim payrolls in seven countries and territories during the coming quarter, while flat labor markets are forecast in two.

Hiring sentiment strengthens in 32 countries and territories when compared with the previous quarter, while declining in six and remaining unchanged in five. In a comparison with this time one year ago, employers in 33 countries and territories report weaker hiring intentions, while Outlooks strengthen in six and are unchanged in four. During the next three months, employers anticipate the strongest hiring activity in Taiwan, the U.S., Singapore, Australia and Brazil. The weakest labor markets are expected in Panama, the UK, Switzerland, Austria and Hong Kong.

Employers expect to add to payrolls in 19 of the 26 Europe, Middle East & Africa (EMEA) region countries during the upcoming quarter, while a decline in payrolls is anticipated in five and flat hiring activity in two. Hiring prospects improve in 18 EMEA countries in comparison with the prior quarter, but weaken in 24 countries when compared with last year at this time. The strongest hiring plans for the next three months are reported in Greece, Germany and Turkey, while employers in the UK, Switzerland and Austria anticipate the weakest labor markets.

Workforce gains are expected in six of the seven Asia Pacific countries and territories during the first quarter of 2021, with a decrease in payrolls anticipated in one. When compared with the previous quarter, hiring plans improve in four countries and territories, while weakening in one. In a year-over-year comparison, Outlooks decline in four countries and territories, but strengthen in one. Taiwanese employers anticipate the strongest regional labor market followed by Singapore and Australia. Meanwhile, Hong Kong employers report the weakest forecast in the region, expecting to trim payrolls.

Positive hiring activity is expected in nine of the 10 Americas countries during the January to March period, while payrolls are expected to decrease in one. In a quarter-over-quarter comparison, hiring sentiment strengthens in all 10 Americas countries, while Outlooks strengthen in four countries but weaken in five when compared with last year at this time. Employers in the U.S. and Brazil anticipate the strongest hiring activity during the coming quarter, but employers expect to trim payrolls in Panama.

Full survey results for each of the 43 countries and territories included in this quarter’s survey, plus regional and global comparisons, can be found at

www.manpowergroup.com/meos

The next ManpowerGroup Employment Outlook Survey will be released on 9 March 2021 and will detail expected labor market activity for the second quarter of 2021.

* Commentary is based on seasonally adjusted data where available. Data is not seasonally adjusted for Croatia or Portugal.

About the Survey

The ManpowerGroup 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 55 years and is one of the most trusted surveys of employment activity in the world. Various factors underpin the success of the ManpowerGroup Employment Outlook Survey:

Unique: It is unparalleled in its size, scope, longevity and area of focus.

Projective: The ManpowerGroup 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: For Quarter 1 2021, sample sizes are smaller than other quarters, reflecting the impact of the global health emergency so total number of interviews is significantly lower than normal in some countries. The survey is based on interviews with over 37,500 public and private employers across 43 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 Quarter 1 2021 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 2021 as compared to the current quarter?"

Methodology

The ManpowerGroup 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 almost all national, regional and global data is not greater than +/- 5%.

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 Croatia and Portugal. ManpowerGroup intends to add seasonal adjustments to the data for other countries in the future, as more historical data is compiled.

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), 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.

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