

Q1 / 2010

Manpower  
Employment  
Outlook Survey  
New Zealand

A Manpower Research Report

# O T / T Q

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# New Zealand Employment Outlook

The Manpower Employment Outlook Survey for the first quarter 2010 was conducted by interviewing a representative sample of 521 employers in New Zealand. All survey participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of March 2010 as compared to the current quarter?”

Respectable headcount growth is anticipated in New Zealand during Quarter 1 2010. With 20% of employers expecting to increase headcount, 6% forecasting a decrease and 74% predicting no change, the resulting Net Employment Outlook is a hopeful +14%.

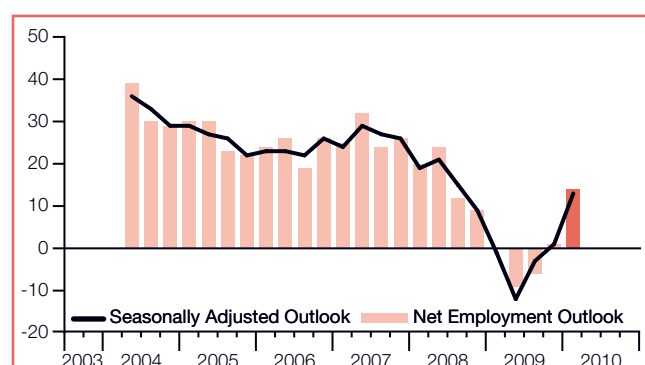
Employers report considerably stronger hiring intentions, both quarter-over-quarter and year-over-year: the Outlook improves by 13 and 14 percentage points, respectively.

Once the data is adjusted to account for seasonal variations, the Outlook stands at +13%, and has improved by 12 percentage points quarter-over-quarter. Year-over-year, the Outlook strengthens by 14 percentage points.

*Throughout this report, we use the term “Net Employment Outlook”. This figure is derived by taking the percentage of employers anticipating total employment to increase, and subtracting from this, the percentage expecting to see a decrease in employment at their location in the next quarter. The result of this calculation is the Net Employment Outlook.*

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

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook	Seasonally Adjusted
	%	%	%	%	%	%
<b>Jan-Mar 2010</b>	<b>20</b>	<b>6</b>	<b>74</b>	<b>0</b>	<b>14</b>	<b>13</b>
Oct-Dec 2009	14	13	71	2	1	1
July-Sep 2009	12	18	69	1	-6	-3
Apr-June 2009	13	22	63	2	-9	-12
Jan-Mar 2009	19	19	60	2	0	-1



No bar indicates Net Employment Outlook of zero.

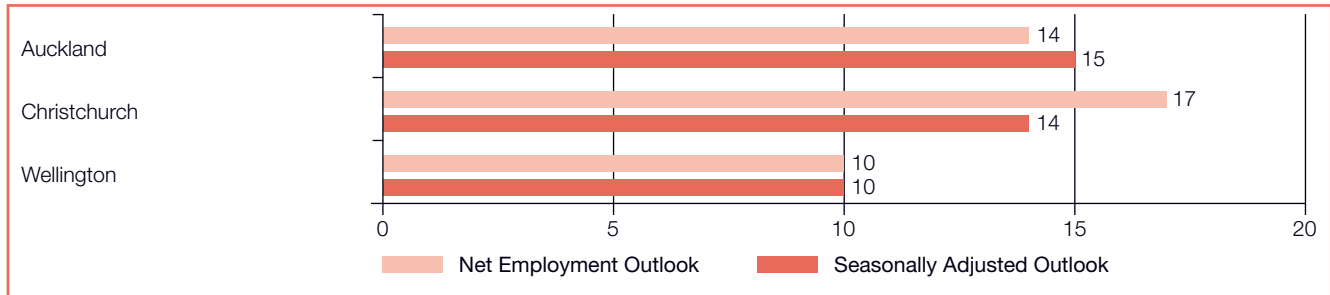
## Regional Comparisons

Employers in all three regions expect to make headcount gains in Quarter 1 2010. In Auckland, employers report upbeat hiring intentions, with a Net Employment Outlook of +15%, while in Christchurch, the Outlook is also favourable, standing at +14%. In Wellington, employers report a cautiously optimistic Outlook of +10%.

Quarter-over-quarter, hiring prospects have improved in all three regions. The most notable increase is reported by Christchurch employers, whose Outlook is 18 percentage points stronger. In Auckland, the Outlook improves by a considerable 13 percentage points, while in Wellington, there is a moderate eight percentage point increase.

Outlooks also improve in all three regions year-over-year. Auckland employers report a considerable 18 percentage point increase, while in Christchurch the Outlook improves by 14 percentage points.

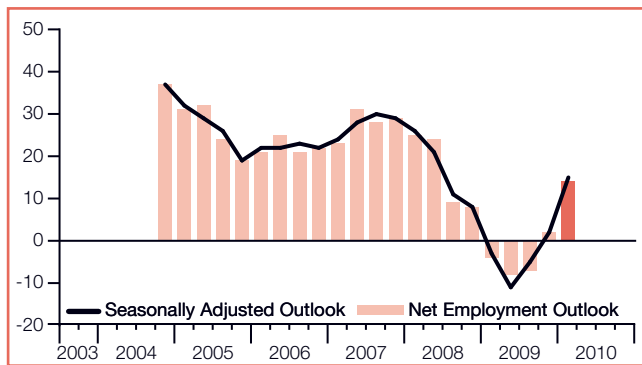
Based on unadjusted survey data, employers predict headcount gains in all three regions, with the strongest hiring pace in Christchurch. Quarter-over-quarter, the Outlook improves in all three regions, most notably in Christchurch. There are also year-over-year improvements in all three regions.



## Auckland +14 (15)%

With a Net Employment Outlook of +15%, Auckland employers anticipate a favourable hiring climate in Quarter 1 2010. Hiring prospects have strengthened considerably both quarter-over-quarter and year-over-year, with the Outlook increasing by 13 and 18 percentage points, respectively.

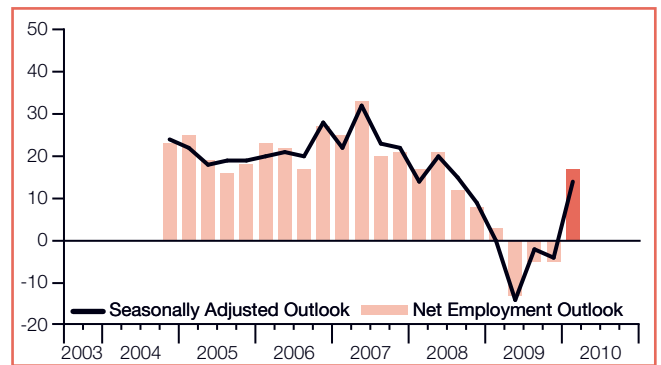
Based on unadjusted survey data, steady hiring activity is forecast for the upcoming quarter. The Outlook is considerably stronger both quarter-over-quarter and year-over-year.



## Christchurch +17 (14)%

Employers forecast respectable headcount growth in Quarter 1 2010, with a Net Employment Outlook of +14%. Quarter-over-quarter, the Outlook has improved by a considerable 18 percentage points, and the Outlook improves by 14 percentage points year-over-year.

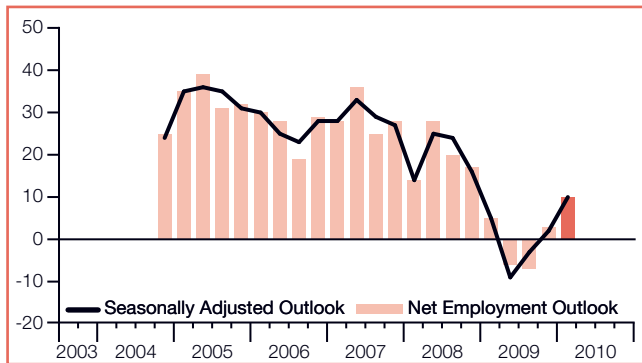
Based on unadjusted survey data, employers forecast upbeat hiring activity in the forthcoming quarter. The Outlook has strengthened sharply compared to Quarter 4 2009, and is also considerably stronger year-over-year.



## Wellington +10 (10)%

In Wellington, employers report cautiously optimistic hiring plans for Quarter 1 2010, with a Net Employment Outlook of +10%. The Outlook has strengthened both quarter-over-quarter and year-over-year, increasing by eight and five percentage points, respectively.

Based on unadjusted survey data, employers report encouraging signs in the labour market for the upcoming quarter. The Outlook improves moderately both quarter-over-quarter and year-over-year.



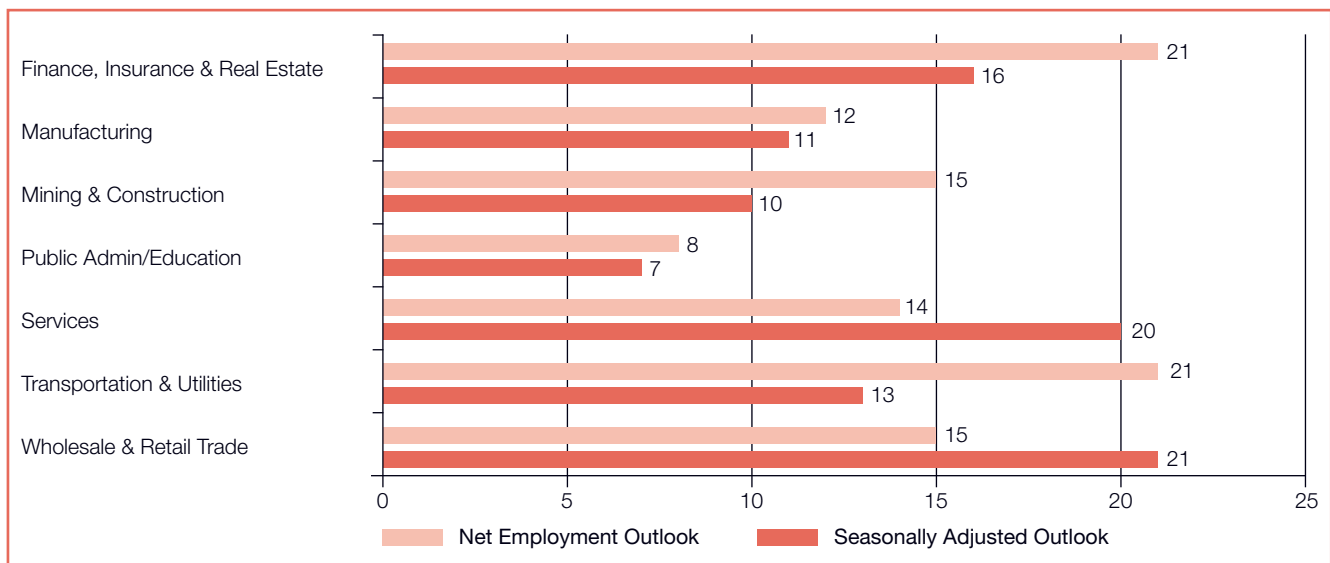
## Sector Comparisons

Employers in all seven industry sectors expect to make headcount gains during Quarter 1 2010. The healthiest hiring climate is anticipated by Wholesale Trade & Retail Trade sector employers, who report a Net Employment Outlook of +21%. Favourable hiring prospects are also reported in the Services sector, with an Outlook of +20%, the Finance, Insurance & Real Estate sector, where the Outlook is +16%, and the Transportation & Utilities sector, with an Outlook of +13%.

Quarter-over-quarter, stronger hiring intentions are reported in all seven industry sectors, with particularly sharp improvements of 25 percentage points in the Wholesale Trade & Retail Trade sector and 24 percentage points in the Services sector. Considerable improvements of 13 and 12 percentage points are reported in the Outlooks for the Mining & Construction sector and the Manufacturing sector, respectively.

Year-over-year, the Outlook is stronger in all seven industry sectors, with the sharpest increase of 26 percentage points reported in the Wholesale Trade & Retail Trade sector. The Finance, Insurance & Real Estate sector Outlook has also improved sharply, by 21 percentage points, and there is a 19 percentage point increase in the Manufacturing sector Outlook.

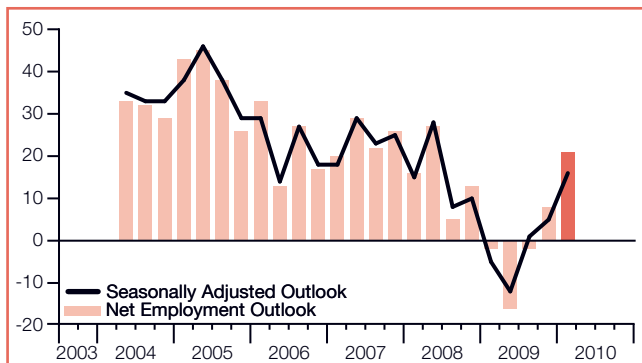
Based on unadjusted survey data, headcount growth is forecast for all seven industry sectors, with the strongest hiring prospects for job seekers to be found in the Transportation & Utilities sector and the Finance, Insurance & Real Estate sector. The Outlook is stronger in all seven sectors both quarter-over-quarter and year-over-year.



## Finance, Insurance & Real Estate +21 (16)%

Employers report hopeful hiring intentions for the upcoming quarter with a Net Employment Outlook of +16%. Hiring plans are considerably stronger both quarter-over-quarter and year-over-year, with the Outlook improving by 11 and 21 percentage points, respectively.

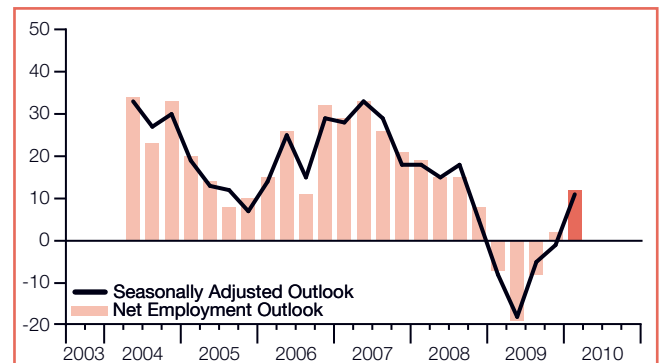
Based on unadjusted survey data, employers forecast solid headcount gains for Quarter 1 2010, and the Outlook is considerably stronger both quarter-over-quarter and year-over-year.



## Manufacturing +12 (11)%

Respectable headcount growth is anticipated in Quarter 1 2010, with employers reporting a Net Employment Outlook of +11%. The Outlook is considerably stronger both quarter-over-quarter and year-over-year, by 12 and 19 percentage points, respectively.

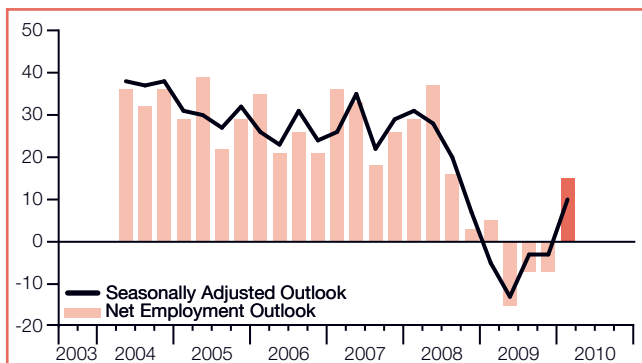
Based on unadjusted survey data, employers report upbeat hiring plans for the upcoming quarter. The Outlook improves considerably both quarter-over-quarter and year-over-year.



## Mining & Construction +15 (10)%

Employers report cautiously optimistic hiring intentions for Quarter 1 2010, with a Net Employment Outlook of +10%. Quarter-over-quarter, the Outlook improves by a considerable 13 percentage points, and hiring intentions are also 15 percentage points stronger year-over-year.

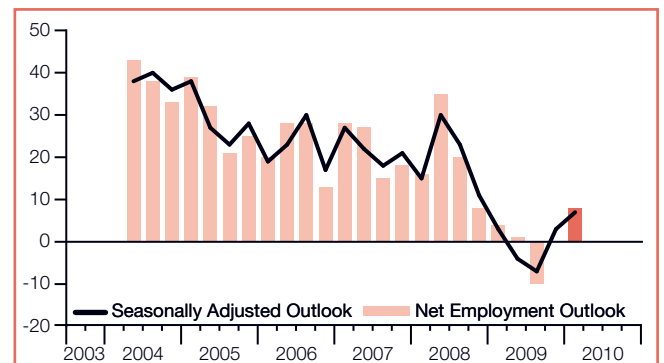
Based on unadjusted survey data, employers forecast upbeat hiring activity in the forthcoming quarter. Hiring prospects are considerably stronger both quarter-over-quarter and year-over-year.



## Public Administration & Education +8 (7)%

Modest headcount gains are forecast in the sector during Quarter 1 2010, with employers reporting a Net Employment Outlook of +7%. The Outlook has improved by a slight four percentage points both quarter-over-quarter and year-over-year.

Based on unadjusted survey data, employers are cautiously optimistic for the upcoming quarter. Hiring intentions have improved both quarter-over-quarter and year-over-year.

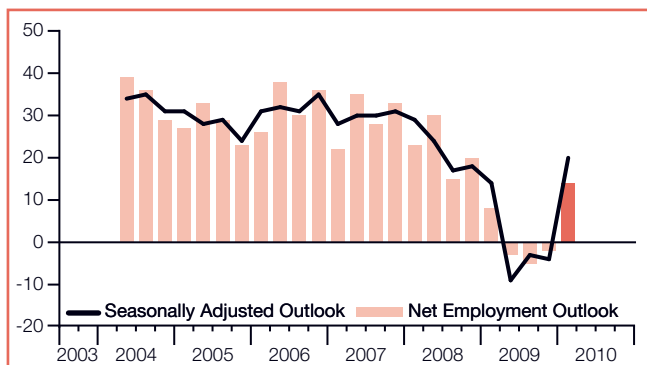


No bar indicates Net Employment Outlook of zero.

### Services +14 (20)%

With a Net Employment Outlook of +20%, employers predict solid headcount growth in Quarter 1 2010. Quarter-over-quarter, hiring intentions have improved sharply, and the Outlook is 24 percentage points stronger. Year-over-year, the Outlook improves by a moderate six percentage points.

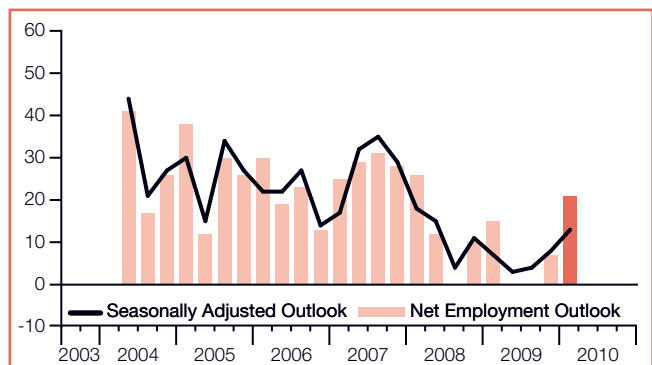
Based on unadjusted survey data, employers report hopeful hiring intentions for the upcoming quarter, reflecting a considerable improvement in the Outlook quarter-over-quarter, and a moderate year-over-year increase.



### Transportation & Utilities +21 (13)%

Sector employers forecast a favourable hiring climate for the upcoming quarter, with a Net Employment Outlook of +13%. The Outlook improves moderately both quarter-over-quarter and year-over-year, by five and six percentage points, respectively.

Based on unadjusted survey data, employers forecast an active labour market for Quarter 1 2010. The Outlook improves considerably quarter-over-quarter and is moderately stronger year-over-year.

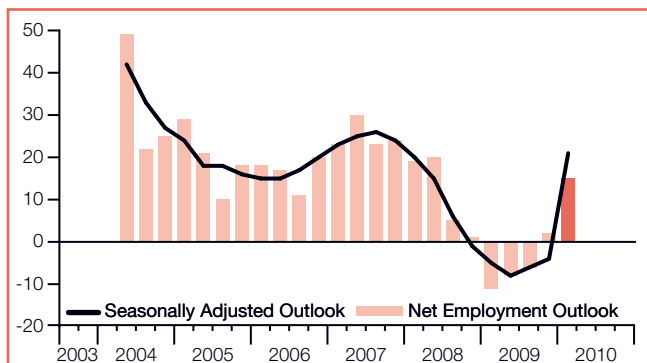


No bar indicates Net Employment Outlook of zero.

### Wholesale & Retail Trade +15 (21)%

A healthy hiring climate is forecast for the sector in Quarter 1 2010, with employers reporting a Net Employment Outlook of +21%. Hiring plans in the sector have strengthened sharply, both quarter-over-quarter and year-over-year: the Outlook improves by 25 and 26 percentage points, respectively.

Based on unadjusted survey data, employers forecast a steady hiring pace for the upcoming quarter. The Outlook is considerably stronger than in Quarter 4 2009, and improves sharply year-over-year.



# Global Employment Outlook

Americas	Net Employment Outlook			Qtr on Qtr Change	Yr on Yr Change
	Quarter 1 2009	Quarter 4 2009	Quarter 1 2010	Q4 2009 to Q1 2010	Q1 2009 to Q1 2010
	%	%	%		
Argentina	8	3	12	9	4
Brazil	-	21	31	10	-
Canada	7 (18) <sup>1</sup>	4 (7) <sup>1</sup>	2 (13) <sup>1</sup>	-2 (6) <sup>1</sup>	-5 (-5) <sup>1</sup>
Colombia	16	13	9	-4	-7
Costa Rica	19	6	20	14	1
Guatemala	7	1	12	11	5
Mexico	-2 (-6) <sup>1</sup>	4 (4) <sup>1</sup>	6 (6) <sup>1</sup>	2 (2) <sup>1</sup>	8 (12) <sup>1</sup>
Peru	24	9	19	10	-5
United States	3 (9) <sup>1</sup>	-2 (-2) <sup>1</sup>	0 (6) <sup>1</sup>	2 (8) <sup>1</sup>	-3 (-3) <sup>1</sup>

Asia Pacific	Net Employment Outlook			Qtr on Qtr Change	Yr on Yr Change
	Quarter 1 2009	Quarter 4 2009	Quarter 1 2010	Q4 2009 to Q1 2010	Q1 2009 to Q1 2010
	%	%	%		
Australia	6 (6) <sup>1</sup>	9 (8) <sup>1</sup>	19 (19) <sup>1</sup>	10 (11) <sup>1</sup>	13 (13) <sup>1</sup>
China	9 (7) <sup>1</sup>	11 (10) <sup>1</sup>	14 (11) <sup>1</sup>	3 (1) <sup>1</sup>	5 (4) <sup>1</sup>
Hong Kong	1 (3) <sup>1</sup>	4 (4) <sup>1</sup>	13 (14) <sup>1</sup>	9 (10) <sup>1</sup>	12 (11) <sup>1</sup>
India	18 (21) <sup>1</sup>	34 (28) <sup>1</sup>	36 (39) <sup>1</sup>	2 (11) <sup>1</sup>	18 (18) <sup>1</sup>
Japan	-3 (3) <sup>1</sup>	-4 (-2) <sup>1</sup>	-4 (-1) <sup>1</sup>	0 (1) <sup>1</sup>	-1 (-4) <sup>1</sup>
<b>New Zealand</b>	<b>0 (-1)<sup>1</sup></b>	<b>1 (1)<sup>1</sup></b>	<b>14 (13)<sup>1</sup></b>	<b>13 (12)<sup>1</sup></b>	<b>14 (14)<sup>1</sup></b>
Singapore	-38 (-34) <sup>1</sup>	14 (17) <sup>1</sup>	22 (26) <sup>1</sup>	8 (9) <sup>1</sup>	60 (60) <sup>1</sup>
Taiwan	-6 (-3) <sup>1</sup>	17 (19) <sup>1</sup>	22 (25) <sup>1</sup>	5 (6) <sup>1</sup>	28 (28) <sup>1</sup>

EMEA*	Net Employment Outlook			Qtr on Qtr Change	Yr on Yr Change
	Quarter 1 2009	Quarter 4 2009	Quarter 1 2010	Q4 2009 to Q1 2010	Q1 2009 to Q1 2010
	%	%	%		
Austria	-2 (2) <sup>1</sup>	-3 (-3) <sup>1</sup>	-1 (3) <sup>1</sup>	2 (6) <sup>1</sup>	1 (1) <sup>1</sup>
Belgium	7 (6) <sup>1</sup>	2 (-1) <sup>1</sup>	-4 (-5) <sup>1</sup>	-6 (-4) <sup>1</sup>	-11 (-11) <sup>1</sup>
Czech Republic	-4	-4	-6	-2	-2
France	-3 (-2) <sup>1</sup>	0 (-1) <sup>1</sup>	0 (1) <sup>1</sup>	0 (2) <sup>1</sup>	3 (3) <sup>1</sup>
Germany	-1 (3) <sup>1</sup>	-1 (-1) <sup>1</sup>	1 (5) <sup>1</sup>	2 (6) <sup>1</sup>	2 (2) <sup>1</sup>
Greece	3	0	1	1	-2
Hungary	-	-4	-7	-3	-
Ireland	-14 (-12) <sup>1</sup>	-10 (-8) <sup>1</sup>	-13 (-11) <sup>1</sup>	-3 (-3) <sup>1</sup>	1 (1) <sup>1</sup>
Italy	-11 (-9) <sup>1</sup>	-5 (-3) <sup>1</sup>	-8 (-6) <sup>1</sup>	-3 (-3) <sup>1</sup>	3 (3) <sup>1</sup>
Netherlands	6 (7) <sup>1</sup>	2 (0) <sup>1</sup>	-3 (-3) <sup>1</sup>	-5 (-3) <sup>1</sup>	-9 (-10) <sup>1</sup>
Norway	5 (6) <sup>1</sup>	1 (4) <sup>1</sup>	5 (6) <sup>1</sup>	4 (2) <sup>1</sup>	0 (0) <sup>1</sup>
Poland	12	5	4	-1	-8
Romania	16	-11	-11	0	-27
South Africa	13	1	13	12	0
Spain	-13 (-12) <sup>1</sup>	-11 (-8) <sup>1</sup>	-12 (-11) <sup>1</sup>	-1 (-3) <sup>1</sup>	1 (1) <sup>1</sup>
Sweden	0 (4) <sup>1</sup>	3 (3) <sup>1</sup>	2 (6) <sup>1</sup>	-1 (3) <sup>1</sup>	2 (2) <sup>1</sup>
Switzerland	7 (5) <sup>1</sup>	-3 (0) <sup>1</sup>	4 (1) <sup>1</sup>	7 (1) <sup>1</sup>	-3 (-4) <sup>1</sup>
UK	-5 (-4) <sup>1</sup>	0 (-1) <sup>1</sup>	-1 (0) <sup>1</sup>	-1 (1) <sup>1</sup>	4 (4) <sup>1</sup>

\*EMEA – Europe, Middle East and Africa.

1. Number in parentheses is the Net Employment Outlook when adjusted to remove the impact of seasonal variations in hiring activity. Please note that this data is not available for all countries as a minimum of 17 quarters worth of data is required.

# Manpower Employment Outlook Survey New Zealand

Nearly 71,000 employers have been interviewed across 35 countries and territories to measure anticipated employment trends\* between January and March 2010.

All participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of March 2010 as compared to the current quarter?”

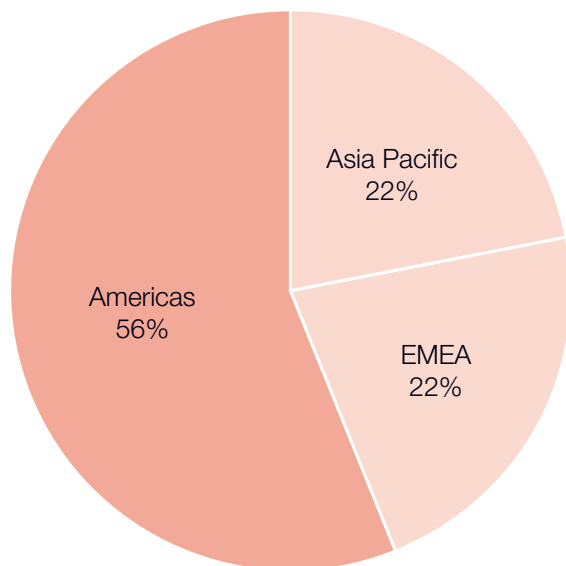
Hiring activity is expected to be mostly positive throughout the Asia Pacific and Americas, but employer forecasts in the Europe, Middle East & Africa (EMEA) region are mixed. Employers in 25 of the 35 countries and territories Manpower surveys expect to add to their workforces in Quarter 1 2010. In quarter-over-quarter comparisons, Outlooks improve in 25 of 35 countries and territories. Hiring expectations are also stronger in 19 of 33 countries and territories where year-over-year comparisons can be made.

Employment forecasts are most favourable in India, Brazil, Singapore, Taiwan, Costa Rica, Australia and Peru. Conversely, employer hiring expectations are weakest in Ireland, Romania and Spain.

Regionally, employers across the Americas report positive Net Employment Outlooks, with only employers in Colombia reporting a weaker forecast compared to Quarter 4 2009. Employers in Brazil, Costa Rica and Peru report the strongest hiring plans in the region. Job prospects in the U.S. and Mexico are the weakest in the region, however employer hiring sentiment is stronger than three months ago in both countries. Labour market strength in Asia Pacific is expected to be similar to that seen prior to the global downturn, with employers in India reporting the most optimistic hiring plans globally. In the EMEA region, hiring sentiments are mixed with employers in nine countries indicating modest improvements from three months ago.

\* Commentary is based on seasonally adjusted data where available.

## Survey Respondents by Region



Research for the Quarter 1 2010 Manpower Employment Outlook Survey involved surveying nearly 71,000 human resource directors and senior hiring managers from public and private organisations worldwide. 56% of the respondents came from nine countries in the Americas; 22% from eight countries and territories across Asia Pacific; and 22% from 18 countries in EMEA.

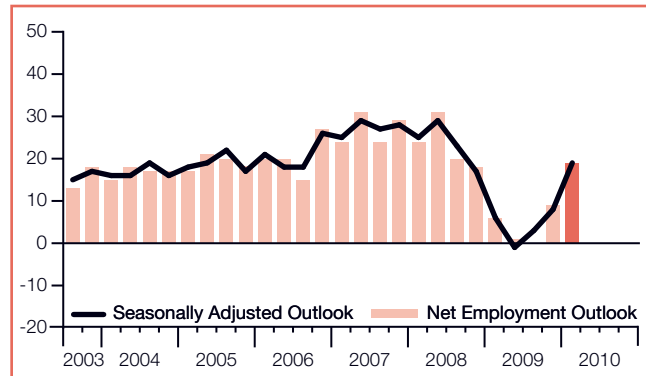
# International Comparisons – Asia Pacific

Nearly 16,000 interviews have been conducted across the Asia Pacific region to measure anticipated hiring activity between January and March 2010. Hiring plans are strongest in India, Singapore, Taiwan and Australia, with Japanese employers reporting the weakest – and only negative – Outlook. Employer optimism increased from Quarter 4 2009 in all eight countries and territories surveyed. Year-over-year comparisons also reveal stronger hiring plans in all countries and territories except Japan.

Employer hiring intentions in the Manufacturing industry sector are boosting optimism throughout the region

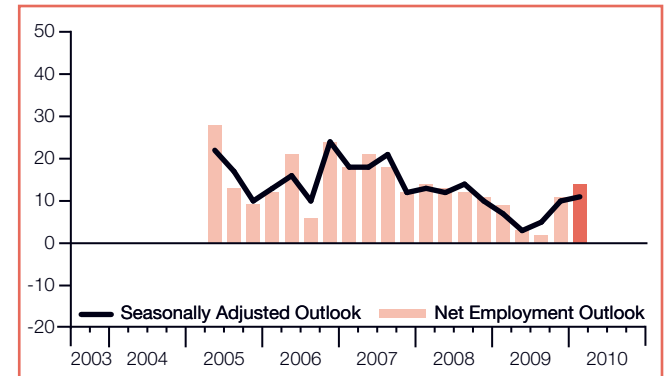
with forecasts for the sector improving in every country and territory from both three months ago and last year at this time. Considerable quarter-over-quarter and year-over-year improvements in India's Services sector are a key reason why the country's employers are anticipating the strongest hiring plans in the region. Conversely, the survey indicates Japanese employers will remain the most reluctant to hire in the region: the weakest job prospects are reported in Japan's Transportation & Utilities industry sector where 24 percent of employers plan to reduce staff in the next three months.

## Australia



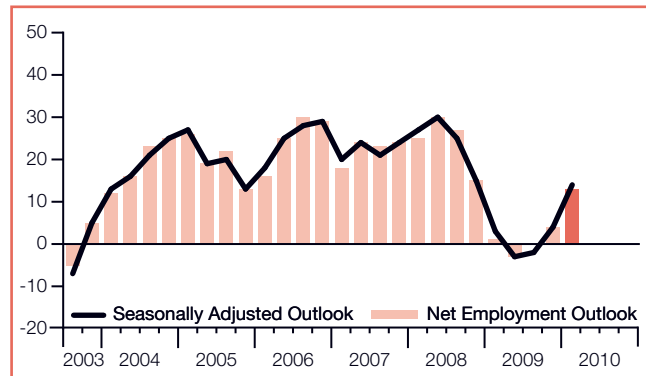
No bar indicates Net Employment Outlook of zero.

## China



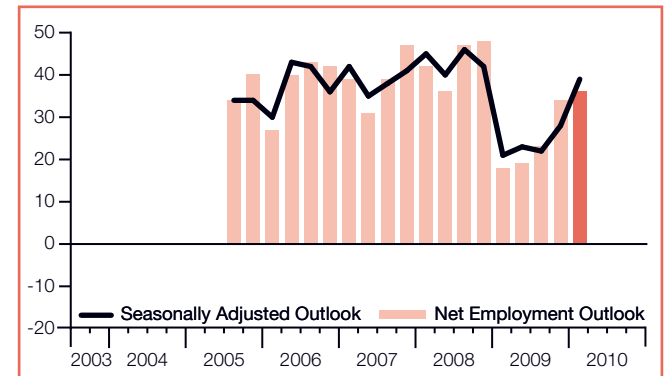
China joined the survey in Q2 2005.

## Hong Kong



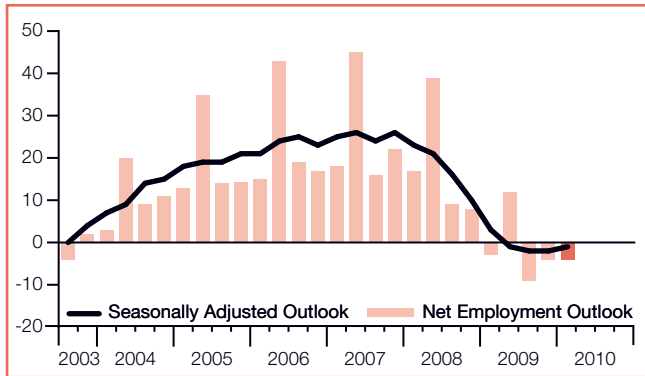
No bar indicates Net Employment Outlook of zero.

## India

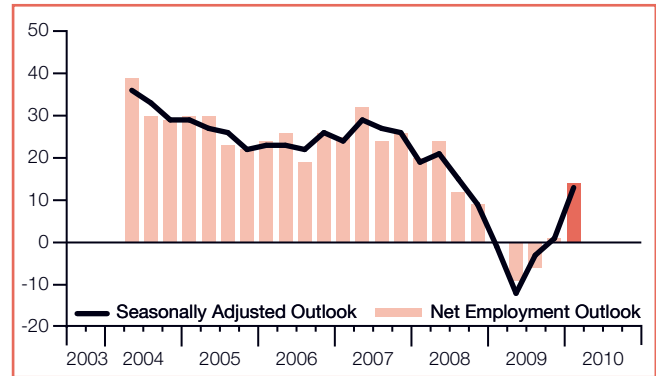


India joined the survey in Q3 2005.

Japan

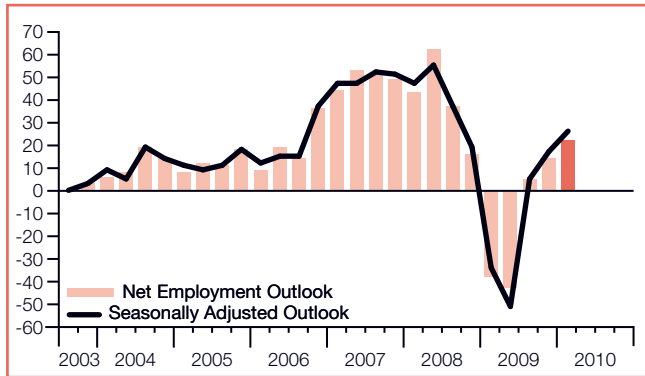


New Zealand



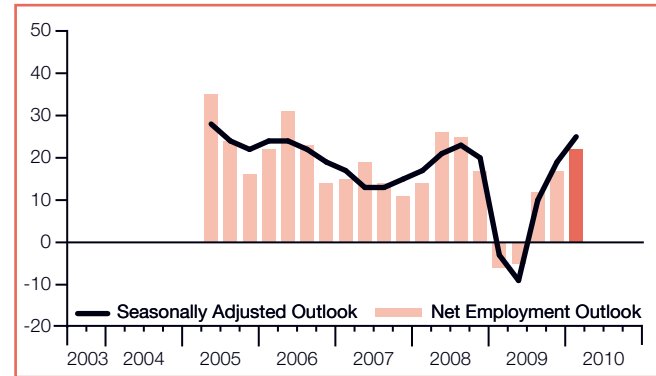
New Zealand joined the survey in Q2 2004.  
No bar indicates Net Employment Outlook of zero.

Singapore



No bar indicates Net Employment Outlook of zero.

Taiwan



Taiwan joined the survey in Q2 2005.

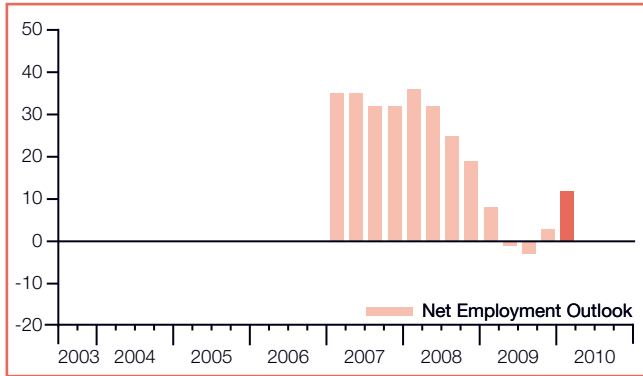
# International Comparisons – Americas

Nearly 39,500 interviews were conducted across the Americas region to measure anticipated hiring activity between January and March 2010.

Employers across the nine countries surveyed in the region report varying degrees of positive hiring activity. On a quarter-over-quarter basis, only employers in Colombia are reporting weaker hiring plans. Meanwhile, year-over-year comparisons remain mixed; Outlooks strengthen in four of the eight countries where data is available. Notably, Mexican employers anticipate a stronger year-over-year hiring pace in every industry sector and region.

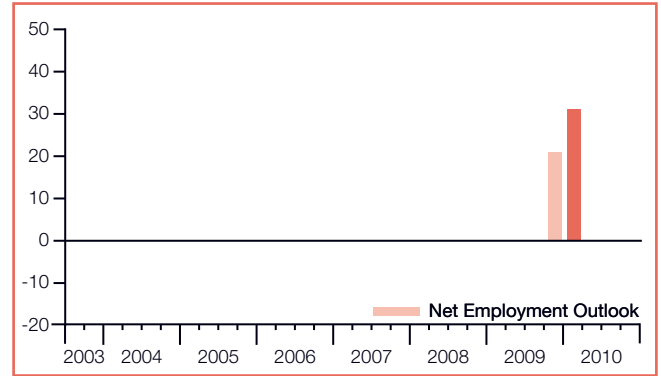
For the second consecutive quarter, employers in Brazil anticipate the most active hiring pace, driven by bullish forecasts in the Construction industry sector. Favourable opportunities for job seekers are also reported by employers in Costa Rica, Peru and Canada. Meanwhile, employers in the United States are more optimistic: they return the Outlook to positive territory three months after reporting the weakest jobs forecast since the survey began. Additionally, the percentage of U.S. employers saying they will hold on to their current staff through the next quarter is the highest in the history of the survey, suggesting some stability in the labour market for the quarter ahead.

## Argentina



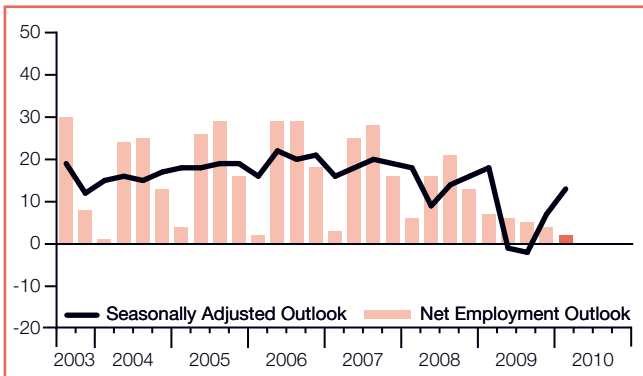
Argentina joined the survey in Q1 2007.

## Brazil

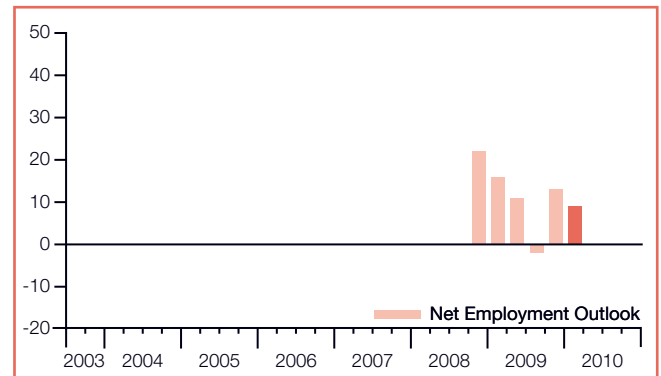


Brazil joined the survey in Q4 2009.

## Canada



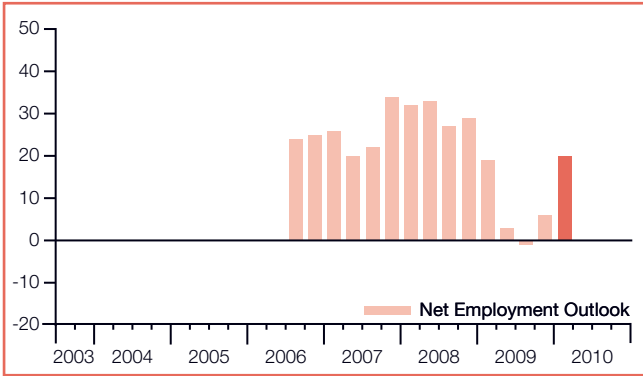
## Colombia



Colombia joined the survey in Q4 2008.

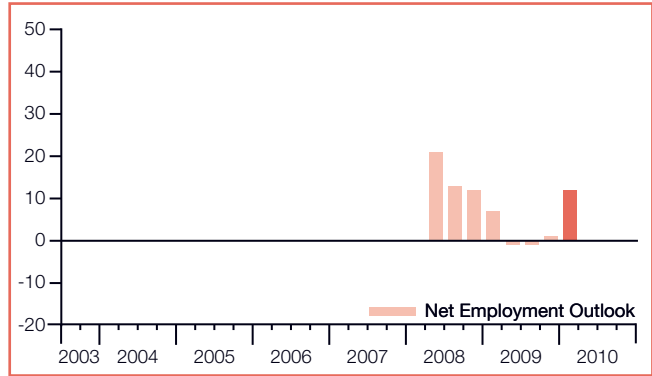
# Manpower Employment Outlook Survey New Zealand

## Costa Rica



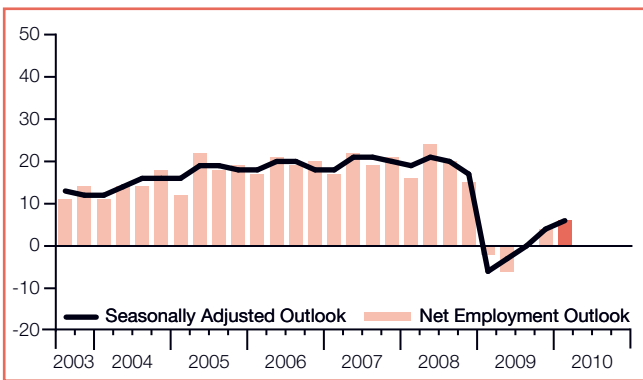
Costa Rica joined the survey in Q3 2006.

## Guatemala



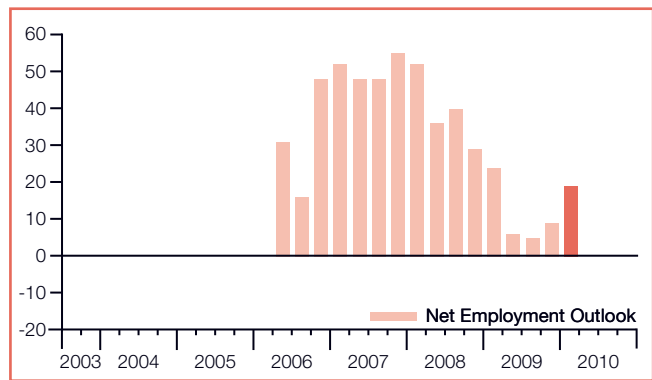
Guatemala joined the survey in Q2 2008.

## Mexico



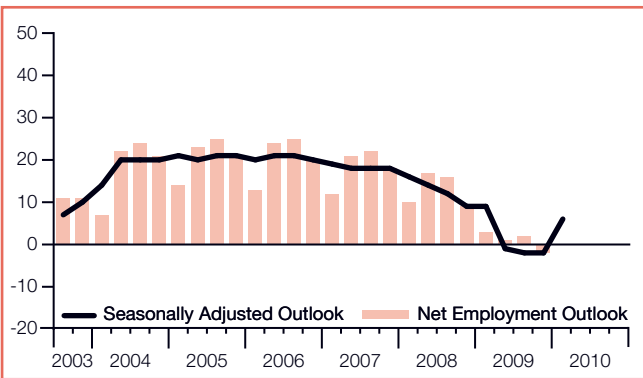
No bar indicates Net Employment Outlook of zero.

## Peru



Peru joined the survey in Q2 2006.

## USA



No bar indicates Net Employment Outlook of zero.

# International Comparisons – EMEA

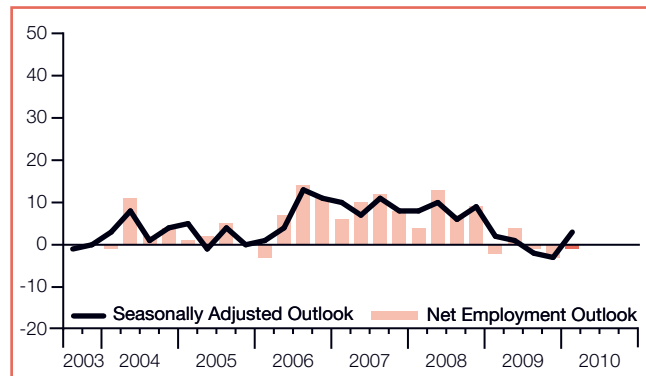
Interviews with nearly 16,000 employers across 18 countries were conducted to measure anticipated employment trends across the Europe, Middle East and Africa (EMEA) region for Quarter 1 2010.

Hiring expectations are mixed with employers in nine countries reporting positive hiring activity for the quarter ahead. Compared to three months ago, the pace of hiring is expected to improve in nine countries and in eight countries where year-over-year comparisons can be made. Hiring activity in the region is expected to be strongest in South Africa, Norway and Sweden. German employers are also anticipating a stronger labour market, fuelled partly by optimism in the Finance

and Business Services industry sector where 16 percent of employers indicate they will add employees in the next three months.

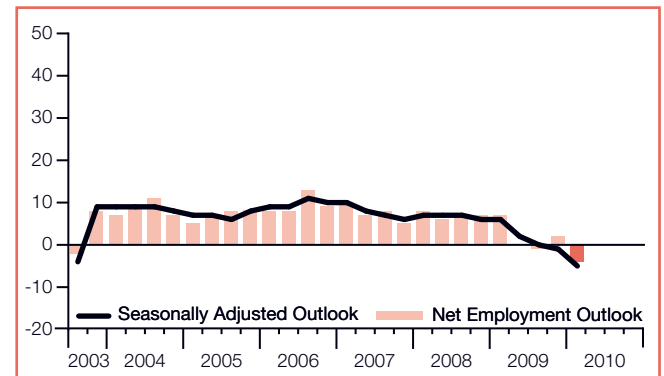
Negative hiring intentions are reported by employers in eight countries for the first three months of the year. Declining employer confidence among Dutch Manufacturing sector employers is contributing to the country's least optimistic – and only negative – forecast since the survey began in the country. Employers in Belgium, the Czech Republic, Hungary, Poland and Romania are also reporting their weakest hiring plans to date.

## Austria



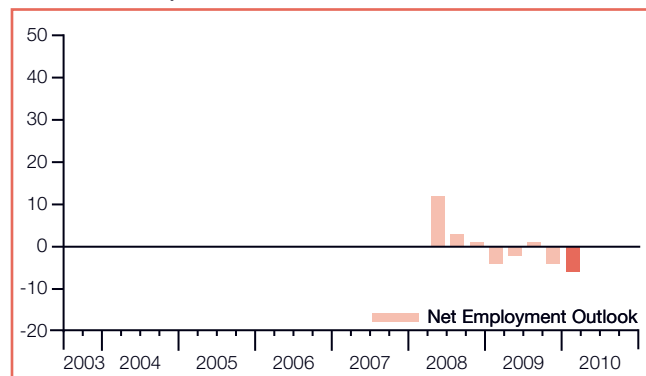
No bar indicates Net Employment Outlook of zero.

## Belgium



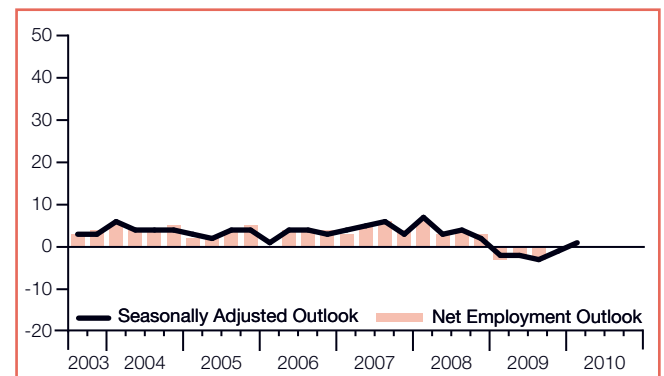
No bar indicates Net Employment Outlook of zero.

## Czech Republic



Czech Republic joined the survey in Q2 2008.

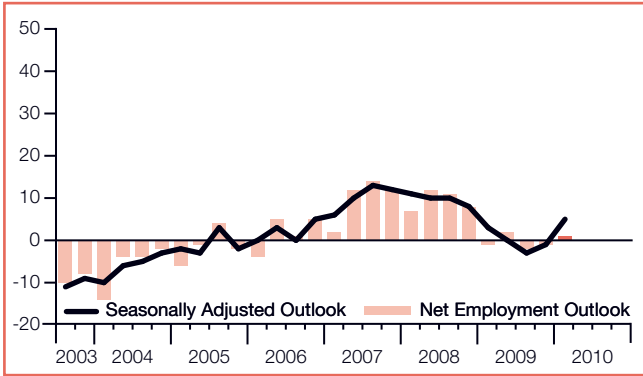
## France



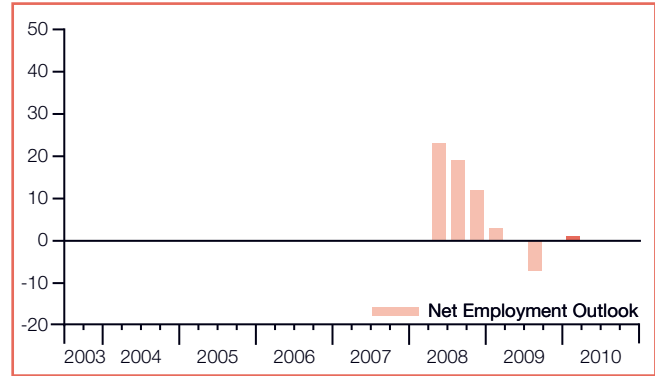
No bar indicates Net Employment Outlook of zero.

# Manpower Employment Outlook Survey New Zealand

## Germany

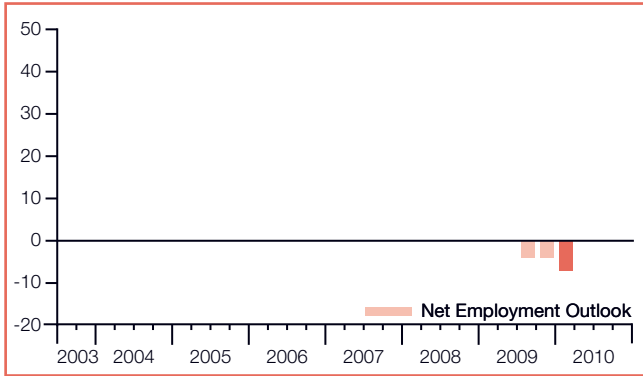


## Greece



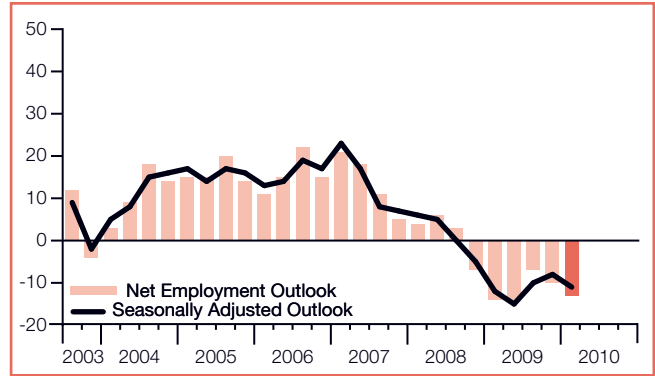
Greece joined the survey in Q2 2008.  
No bar indicates Net Employment Outlook of zero.

## Hungary

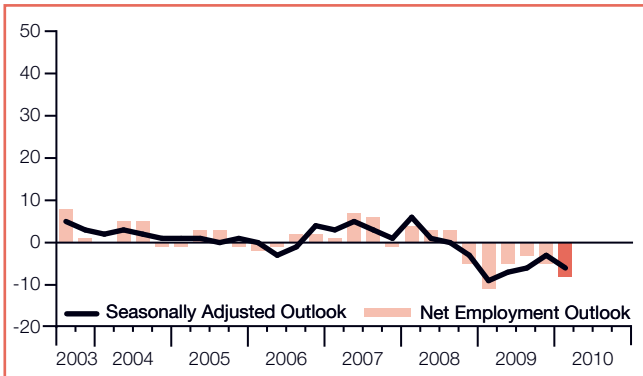


Hungary joined the survey in Q3 2009.

## Ireland

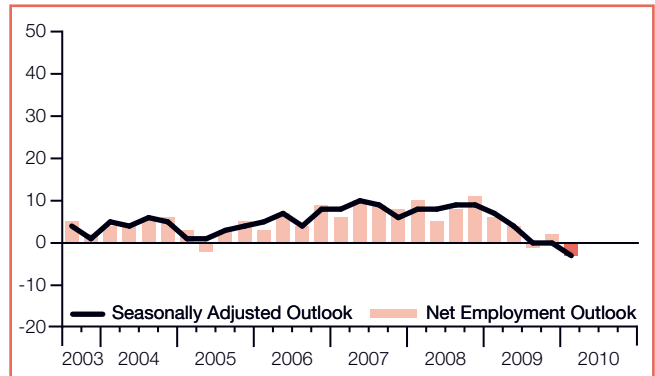


## Italy

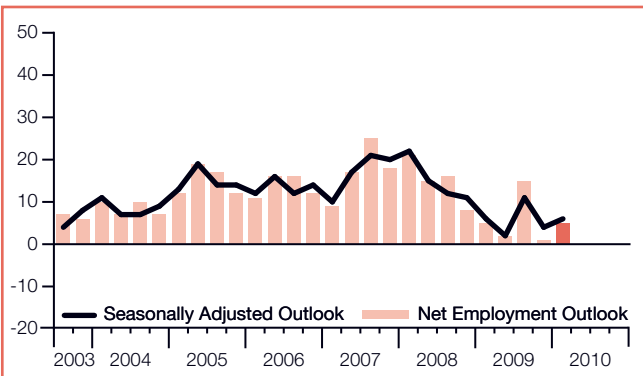


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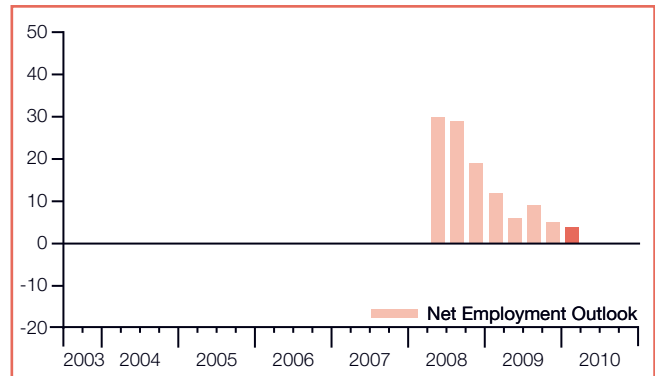
## Netherlands



## Norway

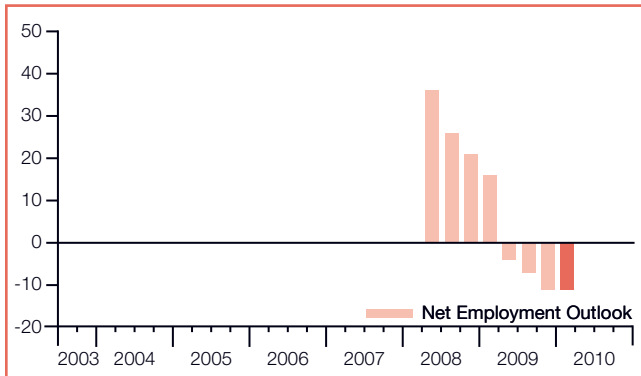


## Poland



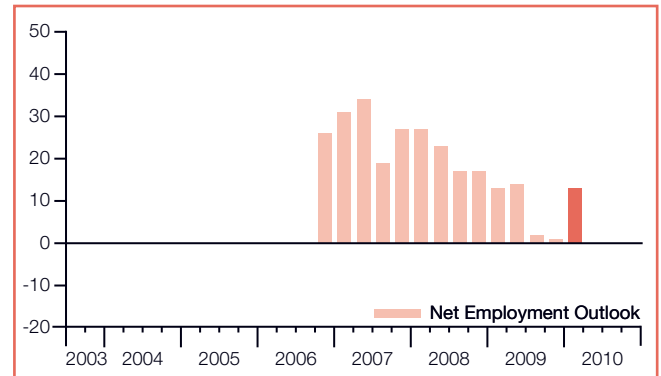
Poland joined the survey in Q2 2008.

## Romania



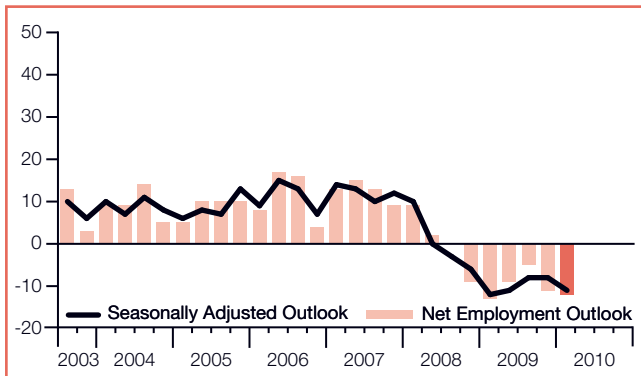
Romania joined the survey in Q2 2008.

## South Africa



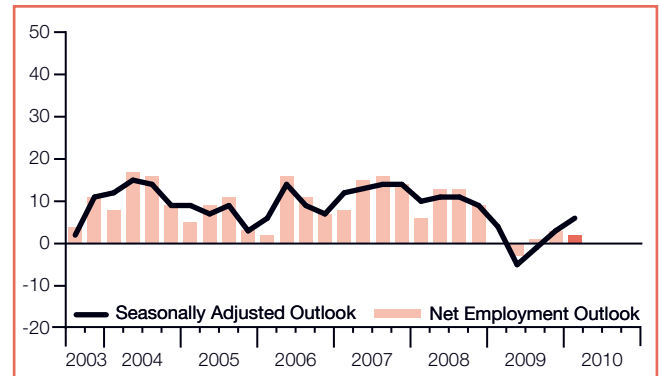
South Africa joined the survey in Q4 2006.

## Spain



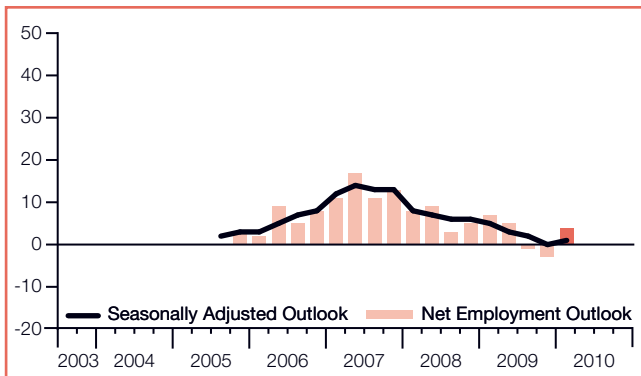
No bar indicates Net Employment Outlook of zero.

## Sweden



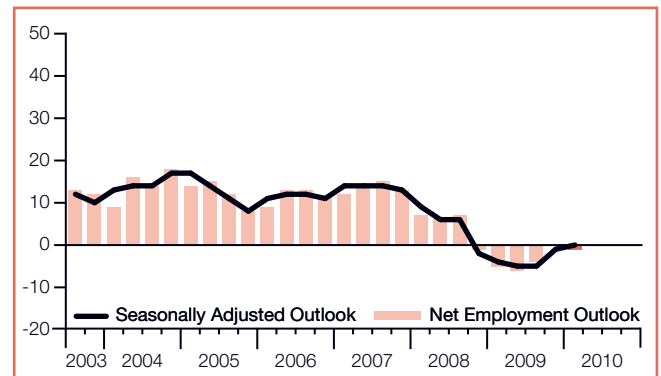
No bar indicates Net Employment Outlook of zero.

## Switzerland



Switzerland joined the survey in Q3 2005.  
No bar indicates Net Employment Outlook of zero.

## UK



No bar indicates Net Employment Outlook of zero.

## 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 workforces during the next quarter. The survey has been running for more than 45 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 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 in which it is conducted. The survey participants are not derived from Manpower's customer base.

**Robust:** The survey is based on interviews with nearly 71,000 public and private employers across 35 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 four decades, the survey has derived all of its information from a single question.

## 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 March 2010 as compared to the current quarter?"

## 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 35 countries and territories where the survey is currently conducted includes Manpower's internal research team and Infocorp Ltd. The survey has been structured to be representative of each national economy.

In New Zealand, the national survey is conducted by external surveyors and includes 521 employers. With this number of interviews, the margin of error for the New Zealand Survey is +/- 4.3%.

## 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 Australia, Austria, Belgium, Canada, China, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan, United Kingdom and the United States 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. Note that in Quarter 2 2008, Manpower adopted the TRAMO-SEATS method of seasonal adjustment for data.

## History of the Survey

- 1962** First generation of the Manpower Employment Outlook Survey launched in the United States and Canada.
- 1966** Manpower's United Kingdom 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** Second 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 United Kingdom'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** Third generation of the Manpower Employment Outlook Survey is launched, expanding the programme to a total 18 countries and territories worldwide: Australia, Austria, Belgium, Canada, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, Norway, Singapore, Spain, Sweden, United Kingdom and United States.

- 2004 Manpower operations in New Zealand launch the Manpower Employment Outlook Survey.
- 2005 Manpower operations in China, India, Switzerland and Taiwan launch the Manpower Employment Outlook Survey.
- 2006 Manpower operations in Costa Rica, Peru and South Africa join the survey programme. Surveys in Australia, Austria, Belgium, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, Netherlands, Norway, Singapore, Spain and Sweden add seasonally adjusted data in the third quarter.
- 2007 Manpower operations in Argentina launch the Manpower Employment Outlook Survey. The survey in New Zealand adds seasonally adjusted data in the first quarter.
- 2008 Manpower operations in Colombia, the Czech Republic, Greece, Guatemala, Poland and Romania join the survey programme. China and Taiwan add seasonally adjusted data in the second quarter. India and Switzerland add seasonally adjusted data in the third quarter.
- 2009 Manpower operations in Hungary and Brazil launch the Manpower Employment Outlook Survey.

## About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. Founded in 1948, the \$22 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,100 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).

## The Manpower Group

From strategy to implementation, we are unique in that we create and deliver services that help our clients win in the changing world of work.

**Manpower** is a world leader in the employment services industry. We offer a complete range of services to help clients meet their workforce challenges: permanent, temporary and contract recruitment, employee assessment and selection, training, outsourcing and consulting. Our 400,000 customers range from small through mid-size to global corporations.

**Manpower Professional** helps find and retain the best people in IT, e-commerce, Accounting, Finance, Engineering, Sales and Marketing and other business professions. Our recruiters are industry experts who know where to find the top people to suit each client's specific needs.

**Elan** is the world's leading IT resourcing and recruitment consultancy, covering the range of positions from help desk, programmers and telecoms to program managers and IT Directors.

**Right Management** is the world leader in both outplacement and organisational consulting. We help companies attract and assess top talent, grow and develop leaders, engage and align people with strategy, transition and re-deploy employees.

**Jefferson Wells** delivers professional services in Finance and Accounting, Internal Audit and Controls, Technology Risk Management and Tax. Our seasoned professionals average 18 years of public accounting or industry experience, partnering with clients through professional staff augmentation, complete project solutions and through leadership.

## About Manpower New Zealand

Manpower established its first offices in New Zealand in 1996 and in addition to the Manpower brand, in New Zealand the company operates under the brand names of Manpower Professional and Right Management. Please visit [www.manpower.co.nz](http://www.manpower.co.nz) or [www.manpowerprofessional.co.nz](http://www.manpowerprofessional.co.nz) for more information.

## What we do

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### People

From management to staff. Permanent hire to contract. Financial to industrial. Manpower and Manpower Professional find the best people for all types of jobs and industries at all levels.

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### Training

Through Manpower, Manpower Professional, Elan and our subsidiary company Right Management, we have a wide choice of training and development solutions. Our award-winning online training has successfully enhanced the skills of over nine million people worldwide. There are now more than 3,600 courses and 200,000 current users of our Training & Development Centre.

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### HR Services

Recruiting. Prescreening. Testing. Interviewing. We have a full spectrum of customisable HR Services to reduce your hiring timeline and costs. Candidates are thoroughly screened and evaluated, which means a better fit of employee to work and higher staff retention.

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### Outsourcing

Recruitment process outsourcing. Technology enabled solutions. Customised vendor management programs. Business planning. Internal audit and tax operations. Finance and accounting. These are just some of the areas of expertise offered by Manpower and our subsidiary companies.

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### Consulting

HR consulting. Research and diagnostics. Benchmarking. Talent architecture. Career transition. Organisation consulting across sectors. Offered through Manpower and Manpower Professional, along with our subsidiaries, Right Management and Jefferson Wells.







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