

## 2Q09

### Introduction/Welcome to MEOS

#### **Welcome to the second quarter 2009 release of the Manpower Employment Outlook Survey (MEOS)!**

The MEOS survey is conducted quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce during the next quarter. MEOS has been running for more than 45 years, and is one of the most trusted surveys of employment activity in the world. The survey derives all of its information from a single question, "How do you anticipate total employment at your location to change in the three months to the end of June 2009 as compared to the current quarter. This survey is based on interviews with nearly 72,000 public and private employers across 33 countries and territories.

**The 2Q09 survey was conducted from January 15<sup>th</sup> to January 28<sup>th</sup>, 2009.** In Canada specifically, the survey was conducted with over **1,900** public and private employers. Throughout the survey, two very important terms are used – the Net Employment Outlook, and Seasonally Adjusted Data. It is very important to understand both when reading the survey:

**Net Employment Outlook:** Derived by subtracting the percentage of employers expecting a decrease in hiring activity from the percentage of employers expecting an increase in hiring activity.

**Seasonally Adjusted Data:** The data is run through a statistical process that allows us to present the survey data without the effects of fluctuations that normally occur throughout the year, such as changes in the weather, public holidays, etc. The resulting data is a much more accurate representation over time, and allows us to identify real trends in the labour market.

The 2Q09 survey is very interesting for us – **Canadian employers are telling us that while they will continue to increase their payrolls they will do so at a more cautious pace than in the previous quarters. Employers Expect a Modest Hiring Climate for the Second Quarter of 2009.** The Services (+11%) Construction and Public Administration (+10%) sectors report the strongest hiring intention (Seasonally Adjusted Net Employment Outlook). Employers in Atlantic Canada report a hopeful hiring climate with a Net Employment Outlook of 19 per cent, while employers in Western Canada expect a fair hiring climate with a Net Employment Outlook of eight per cent. Employers in Quebec anticipate a mild hiring climate reporting a Net Employment Outlook of three per cent and with a Net Employment of one per cent Ontario employers predict a quiet hiring climate for the upcoming quarter.

Please take the time to become familiar with the data for your local area, as the regions that form the MEOS are slightly different than the regions that form Manpower Canada. You may be contacted by the press to speak to your results, for print (magazines, newspapers), online, radio or television. If you are uncomfortable with speaking to the press, please contact our public relations agent, John Settino at +1.416.901.5963 to provide you with tips when speaking to the media.

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