



July – Sep 2005

# Manpower Employment Outlook Survey

New Zealand

**MANPOWER**<sup>®</sup>

# Contents

<b>New Zealand Employment Outlook</b>	<b>1</b>
Regional Comparisons	
Sector Comparisons	
<b>Global Employment Outlook</b>	<b>6</b>
International Comparisons – Asia Pacific	
International Comparisons – Americas	
International Comparisons – Europe	
<b>About the Survey</b>	<b>12</b>
<b>About Manpower</b>	<b>13</b>

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**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.**

# New Zealand Employment Outlook

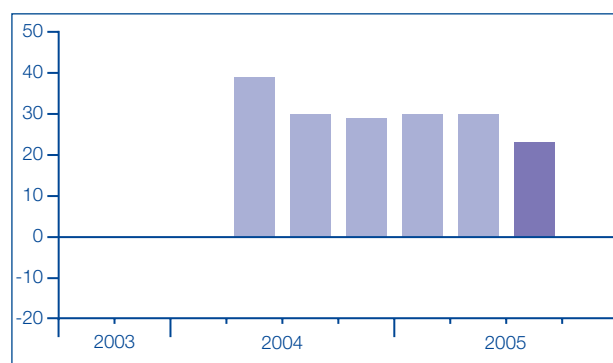
The Manpower Employment Outlook Survey for the July – September quarter of 2005 was conducted by interviewing a representative sample of 730 employers in New Zealand. All survey participants were asked, “How do you anticipate total employment at your location to change in the three months to the end of September 2005 as compared to the current quarter?”

Of the employers interviewed in New Zealand, 31% said they expect to hire more people during the July – September quarter of 2005. Only 8% anticipated their workforce would decline, and six-in-ten expected no change [60%]. Therefore, the Net Employment Outlook in New Zealand is +23%.

	Increase	Decrease	No Change	Don't Know	Net Employment Outlook
	%	%	%	%	%
<b>July-Sep 2005</b>	<b>31</b>	<b>8</b>	<b>60</b>	<b>1</b>	<b>23</b>
Apr-June 2005	35	5	59	1	30
Jan-Mar 2005	34	4	59	3	30
Oct-Dec 2004	32	3	64	1	29
July-Sep 2004	36	6	57	1	30

While employers hiring intentions in New Zealand remain healthy, the Net Employment Outlook has decreased 7 percentage points both quarter-over-quarter and year-over-year. This brings the Net Employment Outlook to the lowest recorded since the establishment of the survey in New Zealand in the July – September quarter of 2004.

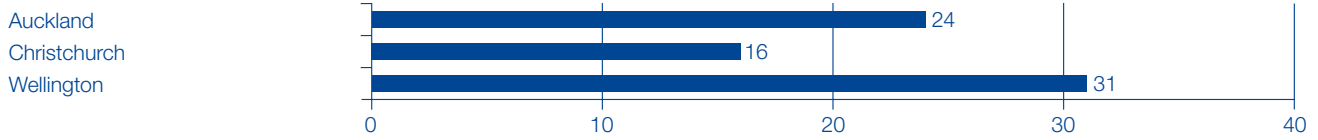
Throughout this report, we use the term “Net Employment Outlook”. This figure is derived by taking the percentage of employers anticipating total employment to increase, and subtracting from this, the percentage expecting to see a decrease in employment at their location in the next quarter. The result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



## Regional Comparisons

While employers in each of the regions hold positive expectations regarding third quarter hiring activity, for the fourth quarter in succession, those in Christchurch

reveal the lowest levels of optimism. All three regions reported quarter-over-quarter declines in hiring intentions.

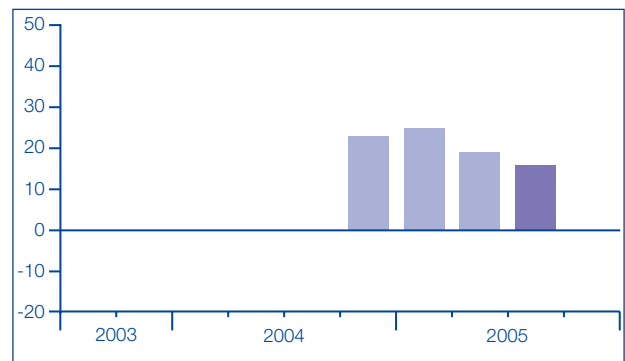
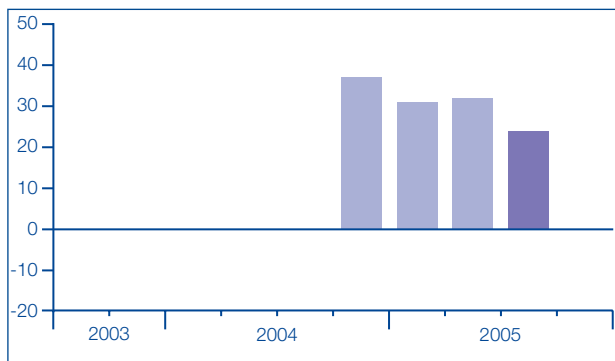


### Auckland

Hiring intentions in Auckland are at their lowest reported level with the Net Employment Outlook at +24%, down 8 percentage points since the previous quarter.

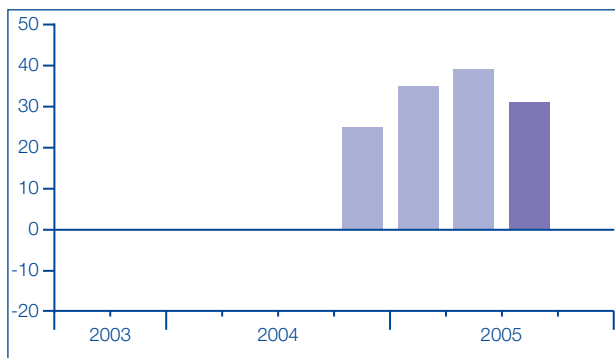
### Christchurch

Christchurch reported a quarter-over-quarter Net Employment Outlook decrease for the second successive quarter. Despite a 3 percentage point decline, its Net Employment Outlook remains a respectable +16%. This is the lowest Net Employment Outlook so far reported for the region.



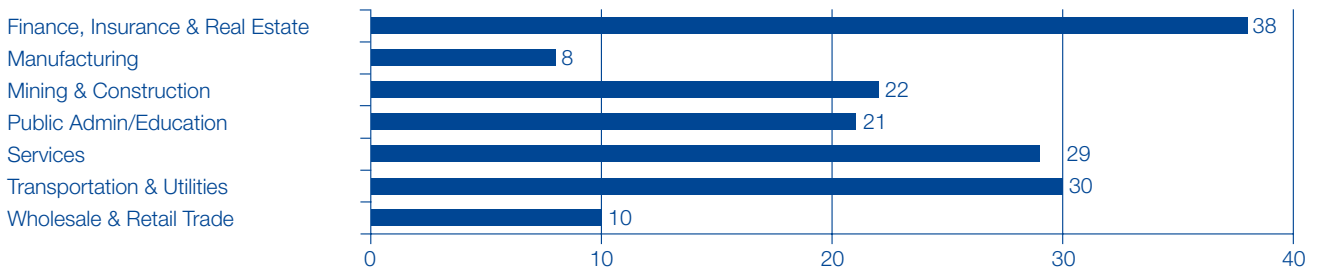
### Wellington

Employers in Wellington again anticipate a brisk July – September quarter of 2005, despite an 8 percentage point decline in the Net Employment Outlook since the previous quarter to +31%. Wellington for the third consecutive quarter records the strongest Net Employment Outlook between the regions surveyed.



## Sector Comparisons

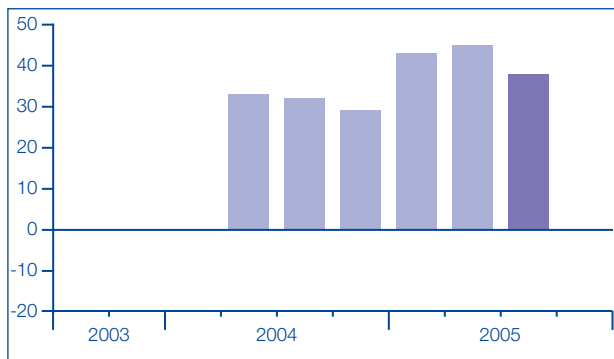
While positive July – September quarter hiring intentions are revealed across all industry sectors of the labour market, considerable variation between the industry sectors is seen. Employers in the Finance, Insurance & Real Estate [+38%] and Transportation & Utilities [+30%] industry sectors have the most positive expectations for the forthcoming quarter, with those in the Wholesale & Retail trade [+10%] and Manufacturing [+8%] industry sectors revealing lower levels of optimism.



A greater degree of variation is revealed when the industry sector-specific Net Employment Outlooks are analysed over time. As is revealed in the following section, quarter-over-quarter decreases are revealed in six industry sectors, and year-over-year decreases are revealed in five industry sectors.

### Finance, Insurance and Real Estate

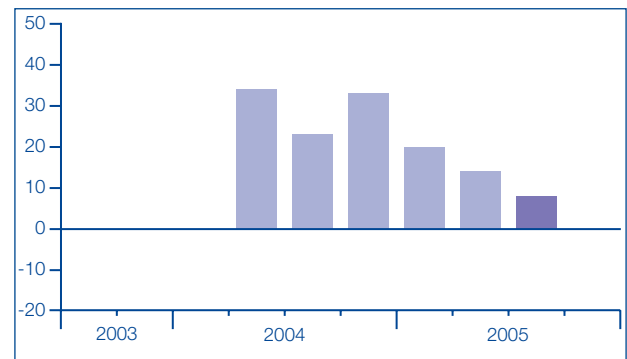
Despite a 7 percentage point quarter-over-quarter decline in the Net Employment Outlook, hiring intentions in the Finance, Insurance & Real Estate industry sector remain robust at +38%. This represents a 6 percentage point year-over-year increase.



### Manufacturing

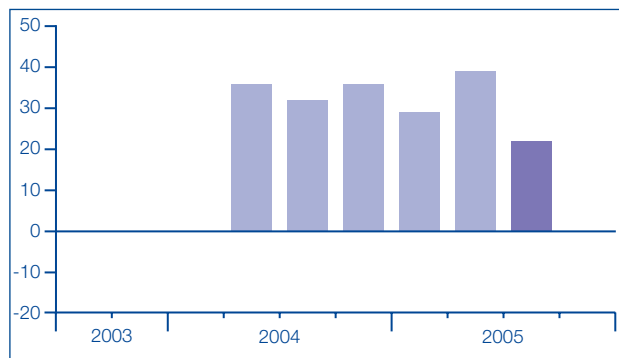
The Net Employment Outlook in the Manufacturing industry sector has decreased a further 6 percentage points this quarter to a conservative +8%; the lowest level reported for this industry sector since the establishment of the survey in New Zealand.

This industry sector has shown a 15 percentage point year-over-year decrease.



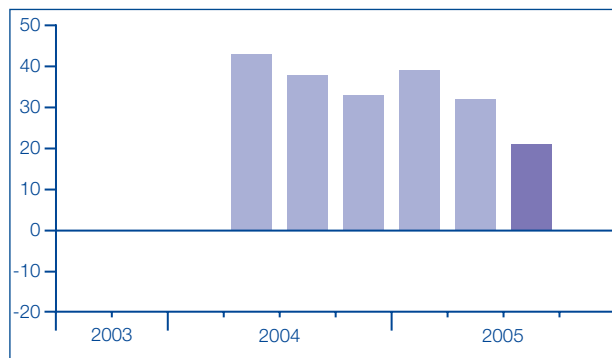
### Mining & Construction

Employers in the Mining & Construction industry sector have reversed the increase in optimism shown in the April – June quarter. The Net Employment Outlook is down 17 percentage points quarter-over-quarter and 10 percentage points year-over-year to +22%. This industry sector shows the largest quarter-over-quarter decline of any sector in the third quarter.



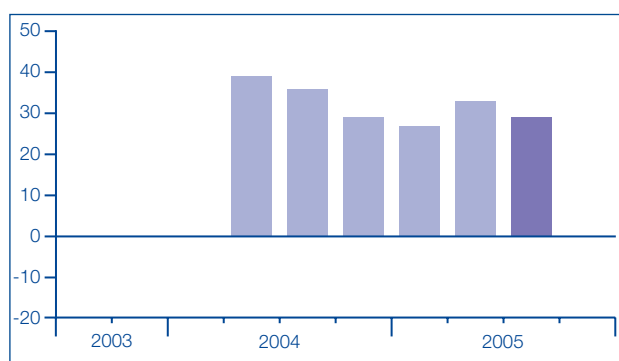
### Public Admin/Education

A quarter-over-quarter decrease of 11 percentage points and a year-over-year decrease of 17 percentage points is reported amongst employers in the Public Administration & Education industry sector. The Net Employment Outlook now stands at +21%, the lowest level so far reported in this industry sector since the establishment of the survey in New Zealand.



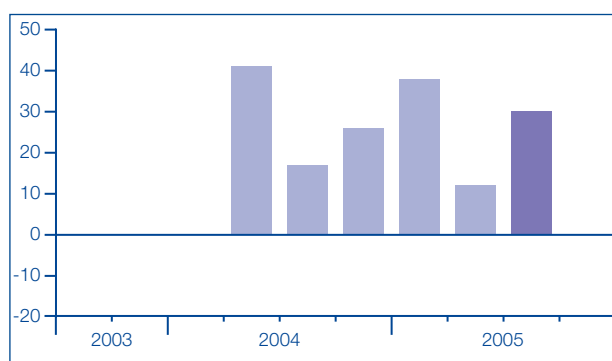
### Services

Employers in the Services industry sector reported a moderate 4 percentage point quarter-over-quarter decrease in the Net Employment Outlook which nevertheless remains strong at +29%.



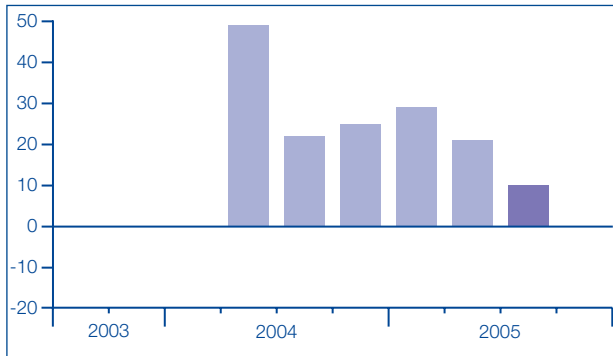
### Transportation & Utilities

The Transportation & Utilities industry sector reported the largest quarter-over-quarter increase of any industry sector since the establishment of the survey in New Zealand. The Net Employment Outlook increased 18 percentage points to a strong +30%. It was the only industry sector to report a quarter-over-quarter increase this quarter, and it also reported the largest year-over-year increase of 13 percentage points.



## Wholesale & Retail Trade

Hiring intentions of employers in the Wholesale Trade & Retail Trade industry sector have weakened for the second successive quarter. The Net Employment Outlook declined a further 11 percentage points to +10% for July – September quarter, the lowest level so far reported in this industry sector since the establishment of the survey in New Zealand.



## Global Employment Outlook

Over 45,000 employers have been interviewed across 23 countries and territories to measure anticipated employment trends between July and September 2005. Employers in India and Switzerland were surveyed for the first time this quarter.

Employers in 22 of the countries say they expect positive hiring activity in the next three months. Based on seasonally adjusted data, employers in just eight countries – mainly European – reported stronger hiring intentions compared to last quarter and nine countries' employers indicated improved hiring

conditions from last year at this time. India, Taiwan, New Zealand and Hong Kong employers reported the strongest hiring expectations, while those in Switzerland, Italy and the Netherlands anticipated the weakest hiring activity. Notably, German employers reported positive employment expectations for the first time this quarter.

In the U.S., Canada and the UK, seasonally adjusted results reveal continuing employer optimism and solid hiring activity.

Americas	Net Employment Outlook		Qtr on Qtr Change Q2 2005 to Q3 2005
	Quarter 2 2005	Quarter 3 2005	
	%	%	
Canada	26 (18) <sup>1</sup>	29 (18) <sup>1</sup>	3 (0) <sup>1</sup>
Mexico	22	18	-4
United States	23 (21) <sup>1</sup>	25 (21) <sup>1</sup>	2 (0) <sup>1</sup>

Asia Pacific	Net Employment Outlook		Qtr on Qtr Change Q2 2005 to Q3 2005
	Quarter 2 2005	Quarter 3 2005	
	%	%	
Australia	21	20	-1
China	28	13	-15
Hong Kong	19	22	3
India	–	34	N/A
Japan	35	14	-21
<b>New Zealand</b>	<b>30</b>	<b>23</b>	<b>-7</b>
Singapore	12	11	-1
Taiwan	35	24	-11

Europe	Net Employment Outlook		Qtr on Qtr Change Q2 2005 to Q3 2005
	Quarter 2 2005	Quarter 3 2005	
	%	%	
Austria	2	5	3
Belgium	7	8	1
France	2	4	2
Germany	-1	4	5
Ireland	15	20	5
Italy	3	3	0
Netherlands	-2	3	5
Norway	19	17	-2
Spain	10	10	0
Sweden	9	11	2
Switzerland	–	0	N/A
UK	15 (12) <sup>1</sup>	12 (12) <sup>1</sup>	-3 (0) <sup>1</sup>

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



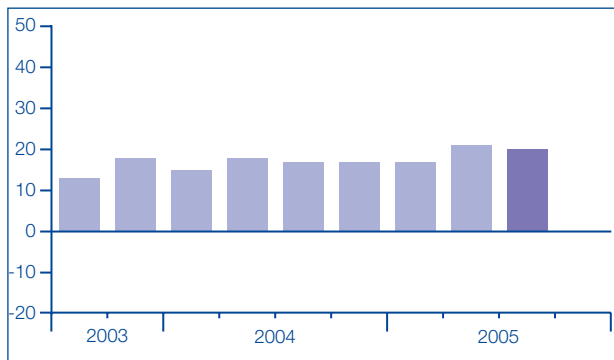
## International Comparisons – Asia Pacific

Nearly 13,000 interviews have been conducted across Asia Pacific to measure anticipated employment trends between July and September 2005.

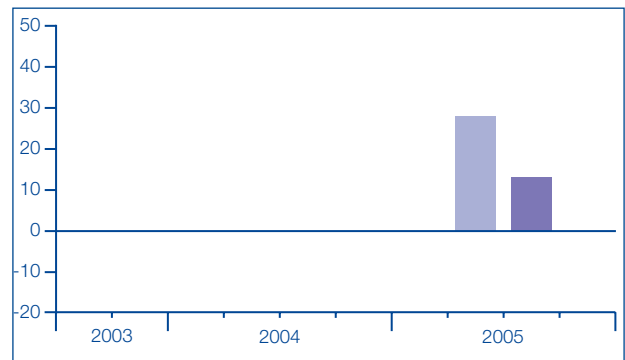
Overall, hiring activity in Asia Pacific is expected to soften for the third quarter of the year with employers throughout the region, except those in Hong Kong, reporting quarter-over-quarter decreases in hiring activity. Only employers in Australia and Japan indicated year-over-year improvements in hiring.

Employers in India, who were surveyed for the first time by Manpower this quarter, reported the most optimistic hiring expectations in Asia Pacific and among the other 22 countries and territories surveyed internationally. Employers in Hong Kong, Japan and Singapore reported notable third-quarter employment prospects compared to those negative or zero Net Employment Outlooks recorded in quarter three of 2003. Employers in New Zealand reported both quarter-over-quarter and year-over-year decreases in hiring activity.

### Australia

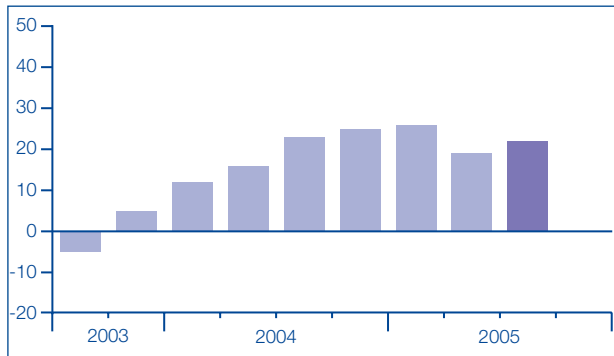


### China

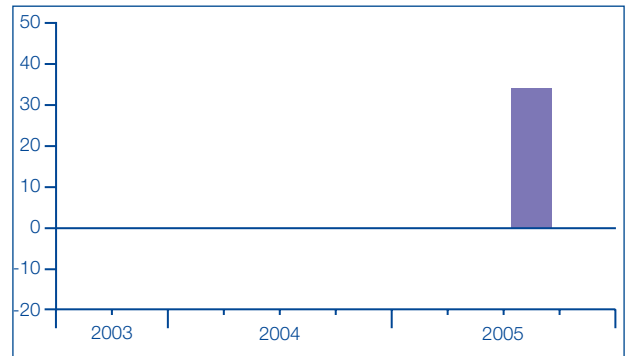


This country joined the survey in Q2 2005.

### Hong Kong

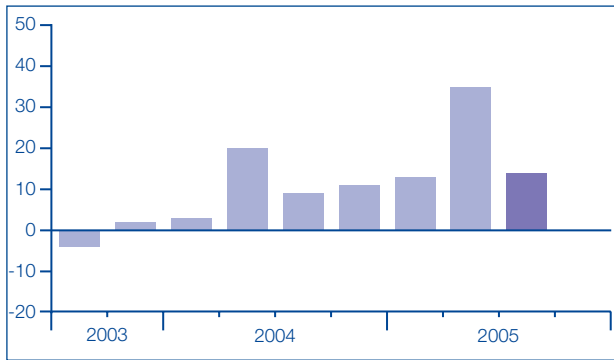


### India

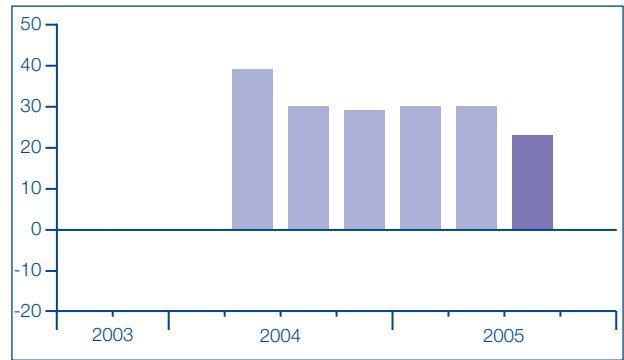


This country joined the survey in Q3 2005.

**Japan**

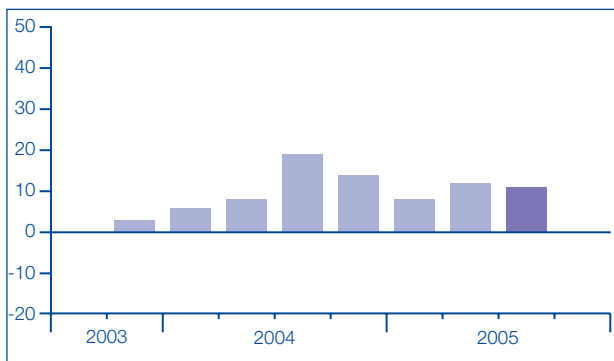


**New Zealand**



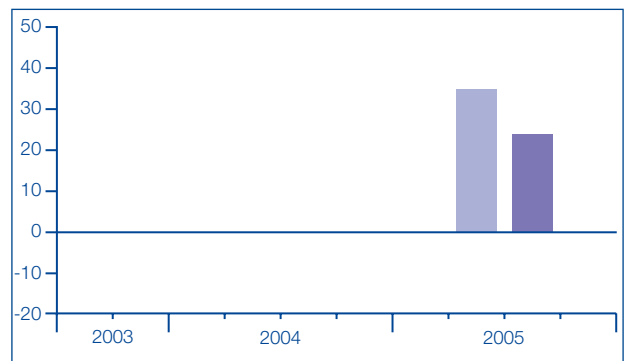
This country joined the survey in Q2 2004.

**Singapore**



No bar indicates Net Employment Outlook of zero.

**Taiwan**



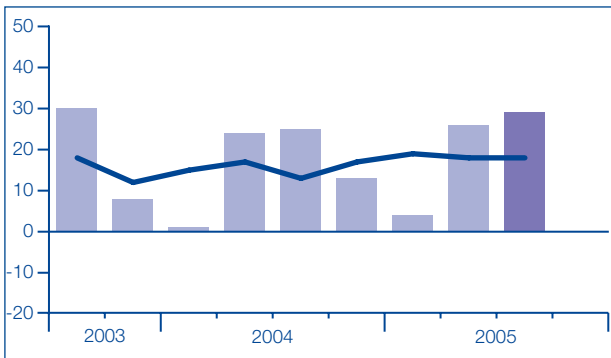
This country joined the survey in Q2 2005.

## International Comparisons – Americas

Over 21,000 interviews have been conducted across the United States, Canada and Mexico to measure anticipated employment trends between July and September 2005. The overall regional outlook is positive, with employers in all three countries anticipating positive hiring activity for the quarter ahead.

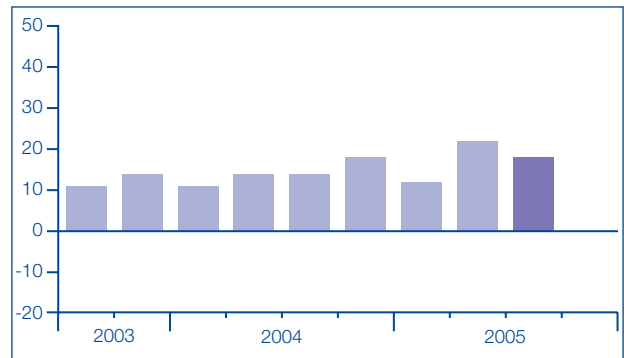
Employers in the U.S. and Mexico reported their most optimistic third-quarter hiring outlooks in recent years, and hiring in the U.S. is expected to continue at the same solid pace seen over the last six quarters. In Canada, employment prospects are expected to be stable compared to the second quarter; however, employers expect to take on more staff compared to last year at this time.

### Canada

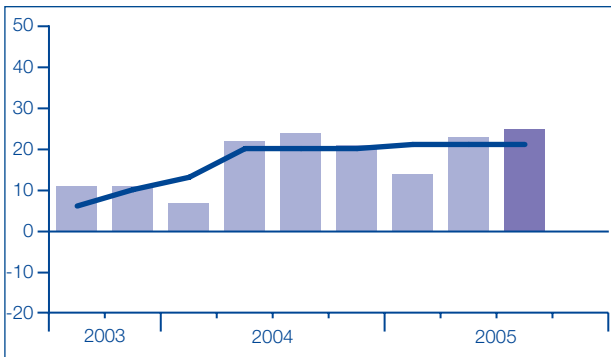


Line shows seasonally adjusted data.

### Mexico



### USA



Line shows seasonally adjusted data.

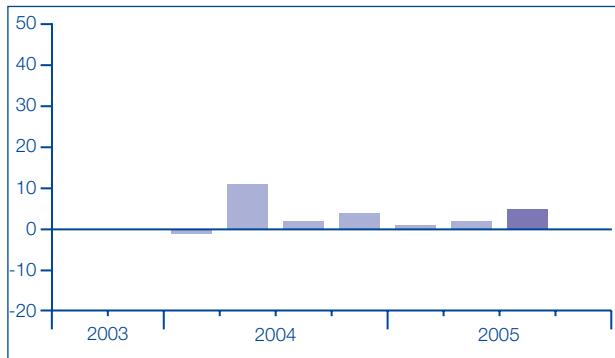
**International Comparisons – Europe**

Over 11,000 interviews have been conducted across 12 European nations to measure anticipated employment trends between July and September 2005. Within the majority of the European labor markets surveyed, employers reported improved hiring expectations compared to the previous quarter. However, compared to last year, hiring intentions were weaker in five countries.

Employers in Switzerland were surveyed for the first time by Manpower this quarter and expect stable employment prospects for the third quarter of 2005. German

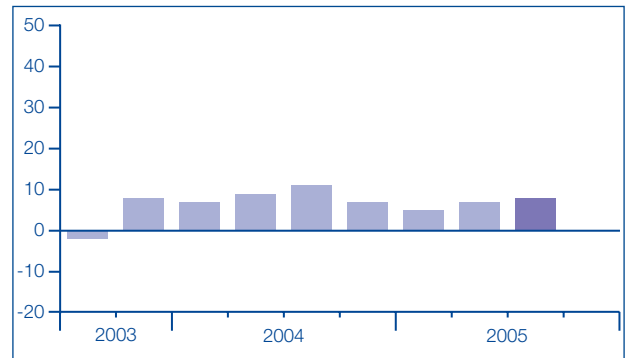
employers reported their first positive employment expectations since the survey began in the country, indicative of an improved labor market for the quarter ahead. Similarly, employers in the Netherlands reversed the second quarter's negative outlook with positive hiring intentions. Irish and Norwegian employers once again anticipated the most buoyant hiring activity for the quarter ahead in Europe. In Spain, Italy and the UK, employment prospects are expected to be stable from the outlooks reported in the previous quarter.

**Austria**

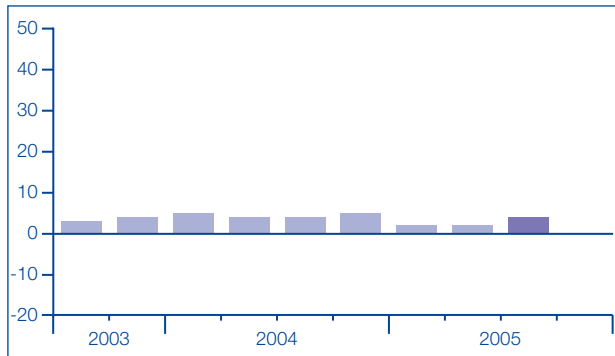


No bar indicates Net Employment Outlook of zero.

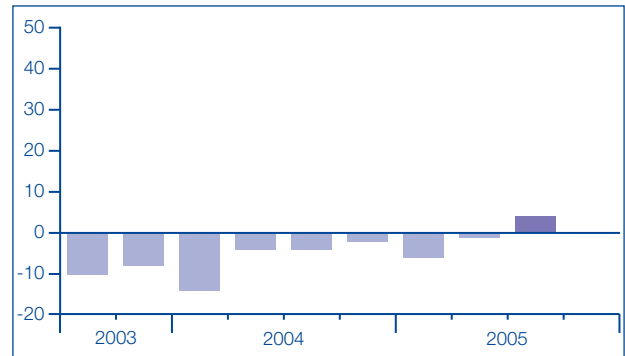
**Belgium**



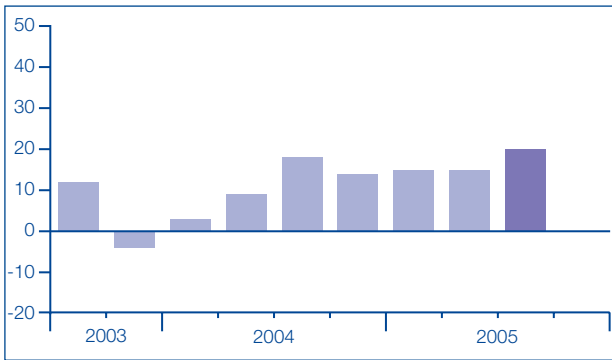
**France**



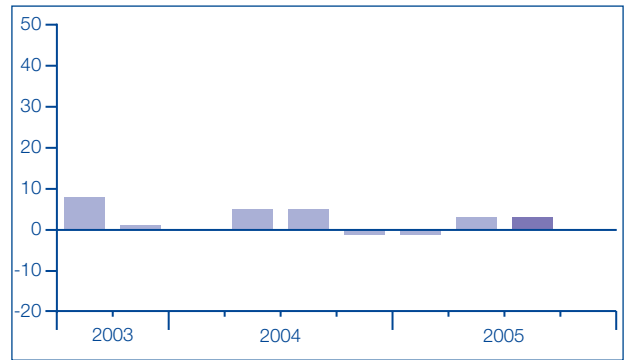
**Germany**



### Ireland

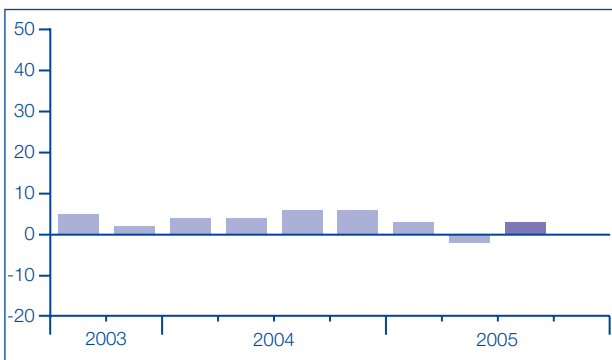


### Italy

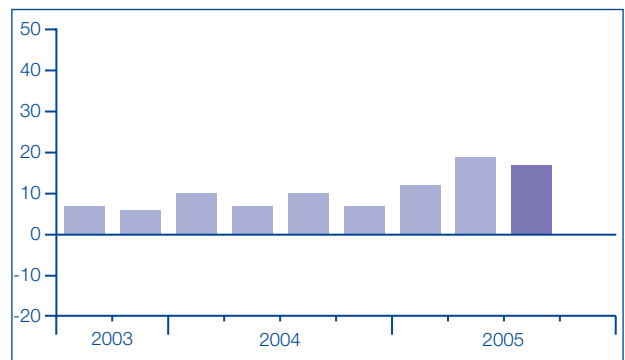


No bar indicates Net Employment Outlook of zero.

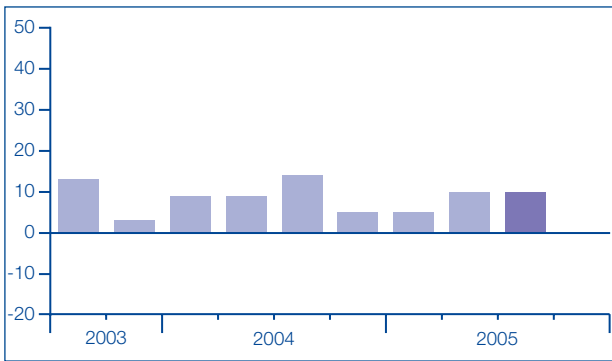
### Netherlands



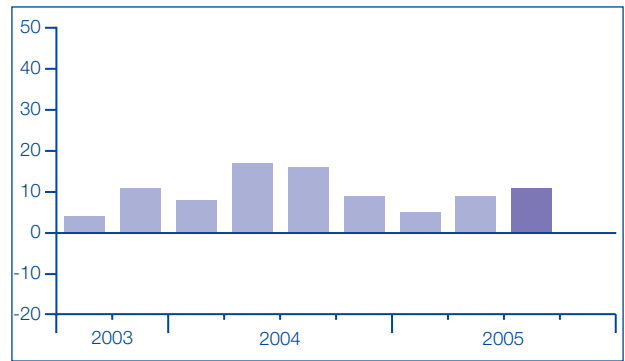
### Norway



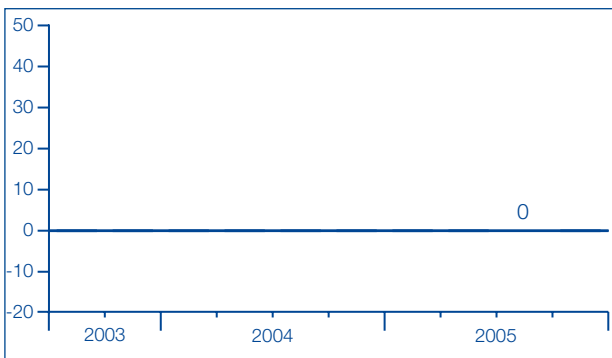
### Spain



### Sweden

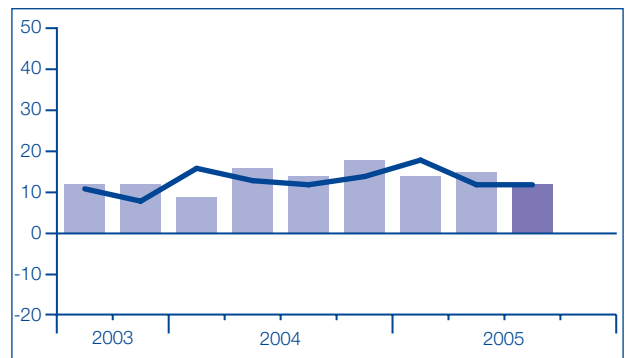


### Switzerland



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

### UK



Line shows seasonally adjusted data.

## 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 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.

**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 45,000 public and private employers across 23 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.

## 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 23 countries and territories where the survey is currently conducted includes Manpower's Market Intelligence team; the Organization Research and Analysis Division of Right Management Consultants – 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 +/- 4.0%.

In New Zealand, the national survey is conducted by external surveyors and includes 730 employers. With this number of interviews, the margin of error for the New Zealand Survey is +/- 4%.

## 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 September 2005 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 Canada, 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.

## 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 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.

## About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry, offering customers a continuum of services to meet their needs throughout the employment and business cycle. The company specializes in permanent, temporary and contract recruitment; employee assessment; training; career transition; organizational consulting services and professional financial services. Manpower's worldwide network of 4,300 offices in 68 countries and territories enables the company to meet the needs of its 400,000 customers 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, enabling customers to concentrate on their core business activities. In addition to the Manpower brand, the company operates under the brand names of Right Management Consultants, Jefferson Wells, Elan and Brook Street. More information on Manpower Inc. is available at [www.manpower.com](http://www.manpower.com).

## About Manpower New Zealand

Founded in 1948, Manpower offers its clients 55 years of staffing industry experience. We are listed on the NYSE and currently ranked number 176 on the 2003 Fortune 500.

In addition to the Manpower brand, in New Zealand the company operates under the brand names of Right Management Consultants, Elan and Stratum. Please visit [www.manpower.co.nz](http://www.manpower.co.nz) for more information.

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