



**EMBARGOED UNTIL TUESDAY, 13 MARCH 2012 AT 00.01 GMT**

Manpower Employment Outlook Survey second quarter 2012 results:

**Great news for jobseekers:**

## **Norwegian employers expect slight increase in hiring according to Manpower Employment Outlook Survey**

**Norwegian employers report hopeful signs for job seekers in the second quarter of 2012. In the quarterly Manpower Employment Outlook Survey, employers in all five regions and nine industry sectors expect to increase in staffing levels. The majority of employers – 83 percent – say they will hold on to the staff they have. Norway’s hiring plans are now among the strongest in Europe.**

Employers throughout Norway report optimistic hiring intentions going into the second quarter of the year. Of the 751 employers surveyed, 12 percent expect to add to their workforces in the second quarter, while only 4 percent plan to reduce payrolls. Once seasonal variations have been removed from the data, Norway’s Net Employment Outlook stands at a steady +11%.

### **From caution to optimism**

The optimism captured by the quarterly Manpower survey is particularly significant given the cautious approach on part of employers in the last quarter.

“In contrast to the cautious approach reported by employers in our first-quarter survey, employer confidence appears to be slightly stronger. ManpowerGroup Norway has been closely analyzing the effects of the global financial crisis to assess whether ongoing market turmoil might negatively impact Norwegian hiring in 2012. Our concern regarding a possible reduction in recruitment is to some extent contradicted by this quarter’s results. We now see hiring prospects strengthened both quarter-over-quarter and year-over-year, by 2 and 5 percentage points respectively,” says Maalfrid Brath, CEO of ManpowerGroup Norway. “In any case, the data suggests stability in the quarter ahead with more than four in five employers saying that they will make no changes to their staff.”

### **Positive signs in Wholesale, Retail, Restaurants & Hotels and Construction**

An increase in staffing levels is forecast in all nine industry sectors during the second quarter of 2012 based on seasonally adjusted Outlooks. Employers in the Wholesale, Retail, Restaurants & Hotels sector, as well as the Construction sector, report the most optimistic hiring intentions, with Net Employment Outlooks of +20% and +19%, respectively. The Mining & Quarrying sector Outlook stands at +17% and employers in the Finance, Insurance, Real Estate & Business Services sector report hopeful hiring plans

with an Outlook of +15%. Steady payroll growth is anticipated in the Electricity, Gas & Water sector, where the Outlook is +13%, while Manufacturing sector employers are cautiously optimistic, reporting an Outlook of +10%.

“We continue to see demand for a broad range of skilled professionals throughout Norway,” said Brath, “Recent oil discoveries in the North Sea continue to spur recruitment of engineers and construction workers. Accountants, drivers and healthcare professionals are also sought after. In fact, we reach across the border to recruit nursing staff in Sweden to help meet the shortage in the healthcare sector.”

#### **Hiring intentions growing across the country**

Employers in all five regions forecast payroll gains during the next three months. The strongest hiring prospects are reported in Greater Oslo, where the Net Employment Outlook stands at +14%. Mid Norway employers predict respectable headcount gains with an Outlook of +11%, and employers in the Eastern, Northern and South/West regions all report cautiously optimistic Outlooks of +8%.

“Overall, the result from this quarter’s survey is great news for Norwegian jobseekers. We hope employers’ optimism materializes into real increases in hiring, and that we continue to see steady growth in recruitment throughout the second quarter and the rest of 2012,” says Brath.

#### **For more information, please contact:**

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**International figures:** [www.manpower.com/meos](http://www.manpower.com/meos)

#### **About Manpower Employment Outlook Survey**

The global leader in innovative workforce solutions, ManpowerGroup releases the Manpower Employment Outlook Survey quarterly to measure employers’ intentions to increase or decrease the number of employees in their workforce during the next quarter. It is the longest running, most extensive, forward-looking employment survey in the world, polling nearly 65,000 employers in 41 countries and territories. The survey serves as a bellwether of labor market trends and activities and is regularly used to inform the Bank of England’s Inflation Reports, as well as a regular data source for the European Commission, informing its EU Employment Situation and Social Outlook report the *Monthly Monitor*. ManpowerGroup’s independent survey data is also sourced by financial analysts and economists around the world to help determine where labor markets are headed.

The margin of error in Norway’s Manpower Employment Outlook Survey is +/- 3.6 %.