

Public Relations

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Tampa-St. Petersburg-Clearwater, FL MSA Job Market Expected to be Among Strongest in Nation

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December 13, 2011 - Tampa-St. Petersburg-Clearwater, FL MSA employers expect to hire at a solid pace during Quarter 1 2012, according to the Manpower Employment Outlook Survey. Among survey participants, the Tampa-St. Petersburg-Clearwater, FL MSA employment outlook is the fourth best in the nation.

From January to March, 18% of the companies interviewed plan to hire more employees, while 6% expect to reduce staff. Another 69% expect to maintain their current workforce levels and 7% are not certain of their hiring plans. This yields a Net Employment Outlook* of 12%.

"Hiring activity is expected to increase during the first quarter of 2012 compared to Quarter 4 2011 when the Net Employment Outlook was 5%," said Manpower spokesperson Judy Leppla. "Employers expect significantly improved employment prospects compared with one year ago when the Net Employment Outlook was 2%."

Summary of Results for Tampa-St. Petersburg-Clearwater, FL MSA

	Increase Staff Levels	Decrease Staff Levels	Maintain Staff Levels	Don't Know	Net Employment Outlook
Q1 2012(current)	18%	6%	69%	7%	12%
Q4 2011(previous quarter)	19%	14%	64%	3%	5%
Q1 2011(one year ago)	13%	11%	70%	6%	2%

**The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting a decrease in hiring activity.*

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For the coming quarter, job prospects appear best in Construction, Manufacturing-NonDurable, Wholesale/Retail Trade, Financial Activities, Professional & Business Services, Education & Health Services, Leisure & Hospitality and Government. Employers in Manufacturing-Durable plan to reduce staffing levels, while hiring in Transportation & Utilities, Information and Other Services is expected to remain unchanged.

Manpower Employment Outlook Survey Results for the United States

Of the more than 18,000 employers surveyed in the United States, 14 percent expect to add to their workforces, and 9 percent expect a decline in their payrolls during Quarter 1 2012. Seventy percent of employers anticipate making no change to staff levels, and the remaining seven percent of employers are undecided about their hiring plans. When seasonal variations are removed from the data, the Net Employment Outlook is +9%, slightly stronger than the Quarter 4 2011 Net Employment Outlook of +7%.

To view results for other Metropolitan Statistical Areas or states, visit <http://press.manpower.com>.

The next Manpower Employment Outlook Survey will be released on March 13, 2012 to report hiring expectations for Quarter 2 2012.

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 Manpower Employment Outlook Survey's United States results are based on interviews with 18,000 employers located in the 50 states, the District of Columbia and Puerto Rico, which includes the largest 100 Metropolitan Statistical Areas based on number of business establishments. The mix of industries within the survey follows the North American Industry Classification System Supersectors and is structured to be representative of the U.S. economy.

The complete results of the Manpower Employment Outlook Survey can be found in the online Press Room at <http://press.manpower.com>. There you will also find the results for the 100 Metropolitan Statistical Areas surveyed, the 50 states, the District of Columbia and Puerto Rico. Questions can be directed to press@na.manpower.com.