



The Manpower Employment Outlook Survey

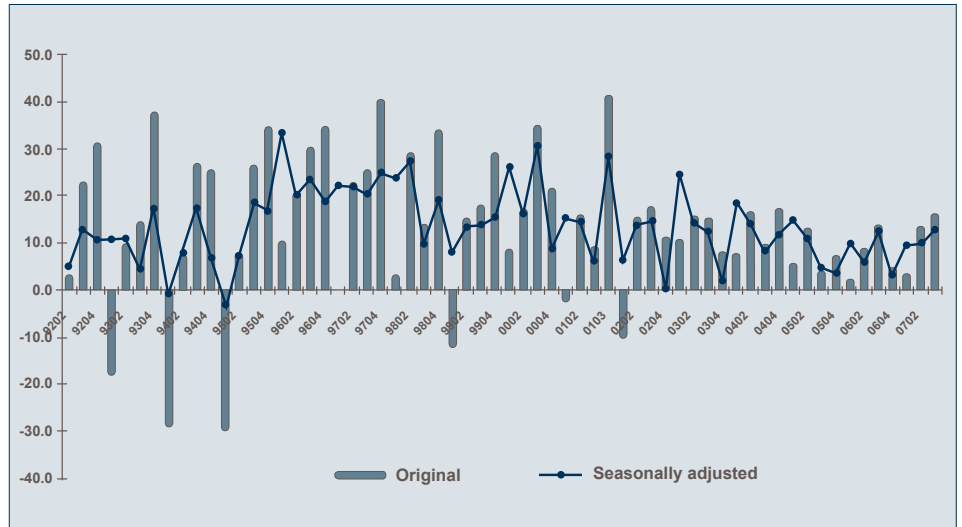
GfK NOP Social Research carry out a quarterly quantitative survey on behalf of Manpower UK Ltd, to measure employers' intentions to increase or decrease their number of employees in the next quarter. This is the only employment forecasting survey of its kind.

The research challenge

This quarterly forecasting survey started in the UK in its original form in 1966. In 2002, Manpower started working with GfK NOP (then NOP) on the survey, where the challenge was to update the research methodology in the UK to make the research more robust. This was in preparation for the 2003 relaunch, when the survey was rolled out worldwide, using similar methodologies.

Why GfK NOP Social Research?

Manpower and GfK had a successful working relationship on the survey and changing the methodology, so it was decided to continue this relationship following the relaunch. Having done the



survey for a number of years, GfK NOP was able to offer insight and value for money to Manpower.

What we do

GfK NOP carry out the survey in the UK. It is conducted over the telephone using a pre-recruited panel of businesses. This panel is updated annually and consists of around 4,000 people who are responsible for staff recruitment at their site. From this panel, approximately 2,100 interviews are achieved every quarter.

The telephone survey lasts five minutes and consists of three questions regarding the respondents' hiring intentions for the

next quarter and whether they have any vacancies. This is followed by a series of adhoc questions that change quarterly.

The survey data is weighted by company size and sector and seasonally adjusted. GfK NOP provide Manpower with a comprehensive report on the UK data; in addition the data for the UK is analysed alongside similar surveys conducted worldwide. A full report is published quarterly by Manpower which includes UK and global analysis. The report is sent to all respondents to engage them in the research and share the overall findings, as well as a way of thanking them for their participation.

