Q3 2024

ManpowerGroup Employment Outlook Survey

Austria

Executive Summary

In the latest edition of the ManpowerGroup Employment Outlook Survey, 40,374 employers from 42 countries - 525 in Austria - were asked about their third-quarter hiring intentions, AI adoption journey, and challenges faced along the way.

20% **Austria Net Employment Outlook:**
Calculated by subtracting employers planning reductions vs. those planning to hire.* Strengthening by 6% when compared to the same period last year and 2% when compared to Q2 2024.

Nearly half of companies (46%) in Austria said they have already adopted AI, an increase of 20% year-over-year, though employers reveal that AI optimism varies by seniority.

More than half (52%) of employers in Austria expect to increase headcount due to AI and ML over the next two years and nearly one in three believe there will be no impact.

Highest Austrian Hiring Demand:

Information Technology (IT)

Finance and Real Estate

Healthcare and Life Sciences

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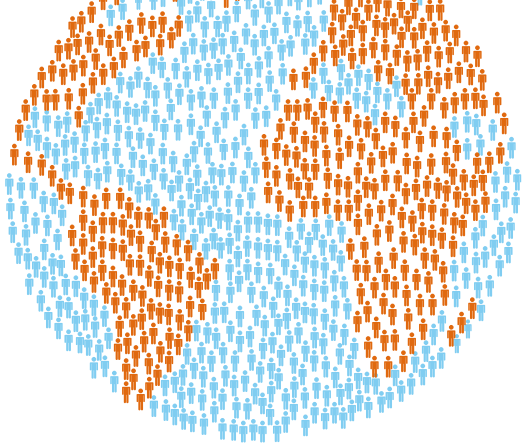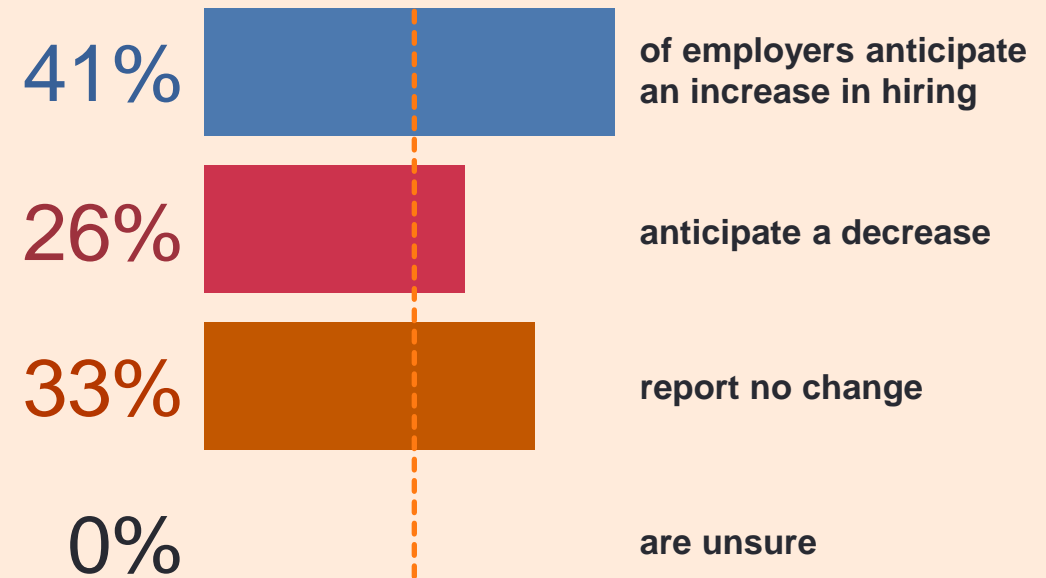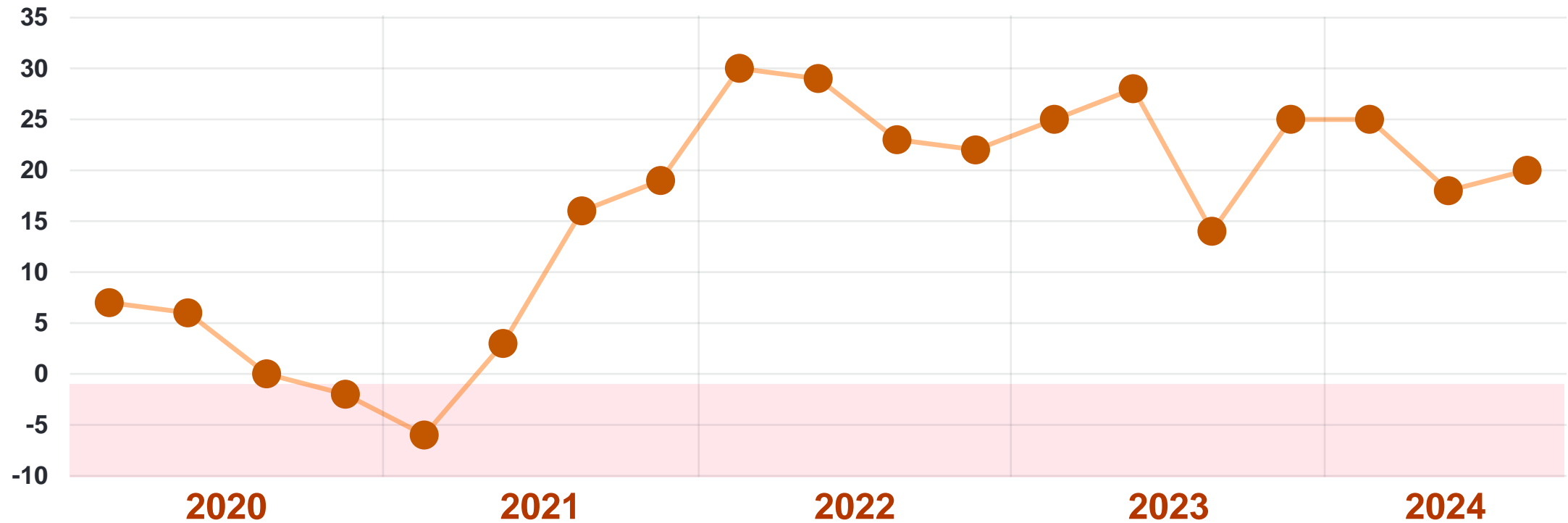
Q3 Employment Outlooks

Austria Employment Outlook for Q3 2024

Used internationally as a bellwether of labor market trends, the Net Employment Outlook (NEO) — calculated by subtracting the percentage of employers who anticipate reductions to staffing levels from those who plan to hire — **now stands at 20%.**

41% of employers anticipate an increase in hiring

26% anticipate a decrease

33% report no change

0% are unsure

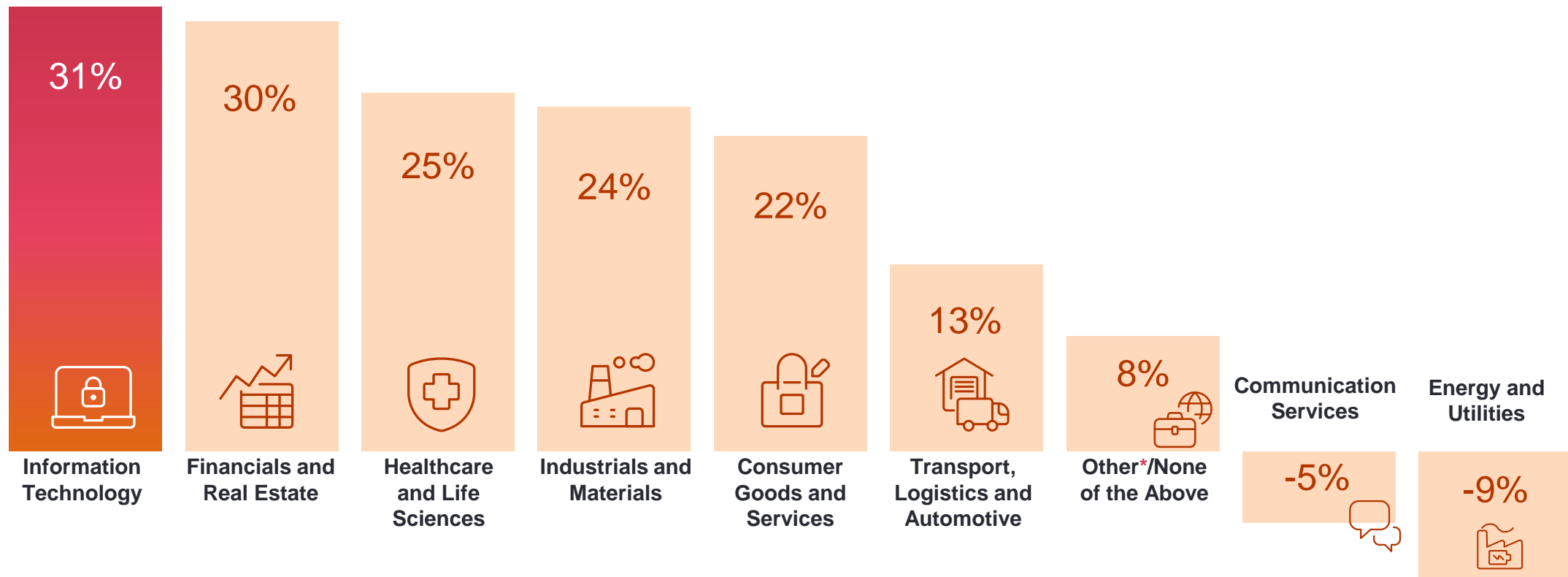**20%** Austria Net Employment Outlook

Changes Over Time | Austria

Outlooks in Austria are strengthening by 6% when compared to the same period last year and 2% when compared to Q2 2024.
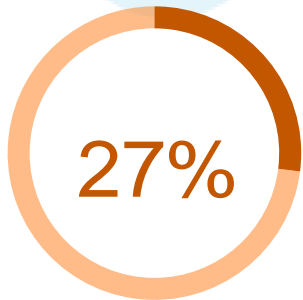
Austrian Employment Outlooks Across Key Industry Sectors

Businesses in the **Information Technology (IT) industry reported the strongest Outlook** but declined -12% versus Q3 2023.

31%	**30%**	**25%**	**24%**	**22%**	**13%**	**8%**	
Information Technology	Financials and Real Estate	Healthcare and Life Sciences	Industrials and Materials	Consumer Goods and Services	Transport, Logistics and Automotive	Other*/None of the Above	

Communication Services -5%

Energy and Utilities -9%

Hiring Expectations by Company Size | Austria

Less than 10
Employees

27%

10 - 49
Employees

4%

50 - 249
Employees

30%

250 - 999
Employees

24%
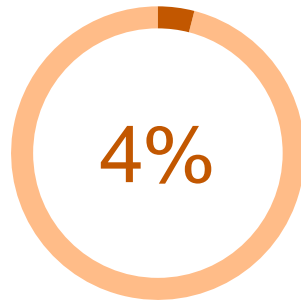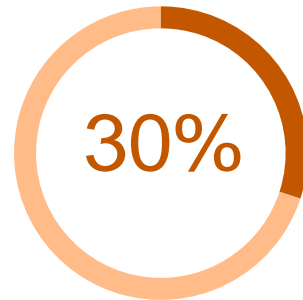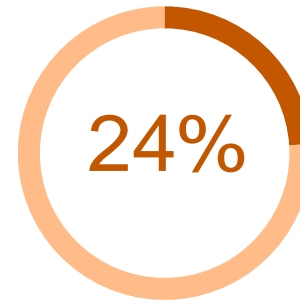
1,000 - 4,999
Employees

2%

5,000+
Employees

43%
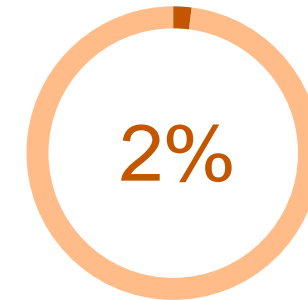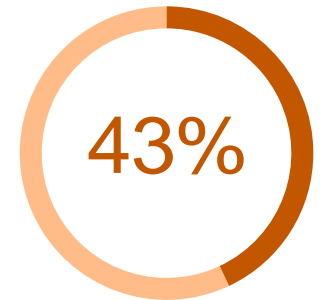
Hiring Expectations for July through September by Country

Seasonally Adjusted Net Employment Outlooks (NEO)

35% Costa Rica
Strongest NEO

22% Global
Average NEO

3%
Argentina and Romania
Weakest NEO

Costa Rica	**35%**	Germany	23%	Slovakia	15%
Switzerland	34%	Ireland	23%	Spain	15%
Guatemala	32%	Finland	22%	Hungary	14%
Mexico	32%	Norway	22%	Poland	14%
South Africa	31%	**Austria**	**20%**	Sweden	13%
India	30%	Colombia	20%	Japan	12%
U.S.	30%	Singapore	20%	Greece	10%
China	28%	U.K.	20%	Puerto Rico	8%
The Netherlands	28%	Panama	19%	Hong Kong	8%
Brazil	27%	Portugal	18%	Czech Republic	8%
Belgium	25%	Taiwan	18%	Chile*	7%
Peru	25%	Türkiye	17%	Israel	4%
France	24%	Italy	16%	**Argentina**	**3%**
Canada	23%	Australia	15%	**Romania**	**3%**

*Chile joined the program in Q2 2024. There is currently no historical data, and the data has not been seasonally adjusted.

Employment Outlooks Across Europe, the Middle East, and Africa

Hiring expectations remain the lowest in Europe, the Middle East, and Africa (18%), but strengthened by +2% since Q2 2024 and weakened -3% year-over-year.

Outlooks vary across the region with employers most keen to hire in Switzerland (34%), South Africa (31%), and The Netherlands (28%). Weakest Outlooks are in Romania (3%) and Israel (4%).

The strongest hiring intentions globally for the Energy & Utilities (66%) industry vertical are reported by employers in Switzerland, Transport and Logistics & Automotive (50%) and Industrials & Materials (47%) in Ireland.

⤴ Strongest Hiring Intentions

Switzerland
34%

South Africa
31%

The Netherlands
28%

⤵ Weakest Hiring Intentions

Romania
3%

Israel
4%

Workforce
Trends

Navigating AI Adoption | Austria

Nearly half (46%) of companies said they have already adopted AI. This is a 20% increase when compared to employers' responses one year ago (26%).

Artificial Intelligence (AI)

Early adopter 14%	Current adopter 32%	Next 12 months 21%

Generative Conversational AI

Early adopter 14%	Current adopter 29%	Next 12 months 23%

Machine Learning (ML)

Early adopter 14%	Current adopter 29%	Next 12 months 22%

Virtual Reality

Early adopter 11%	Current adopter 25%	Next 12 months 19%
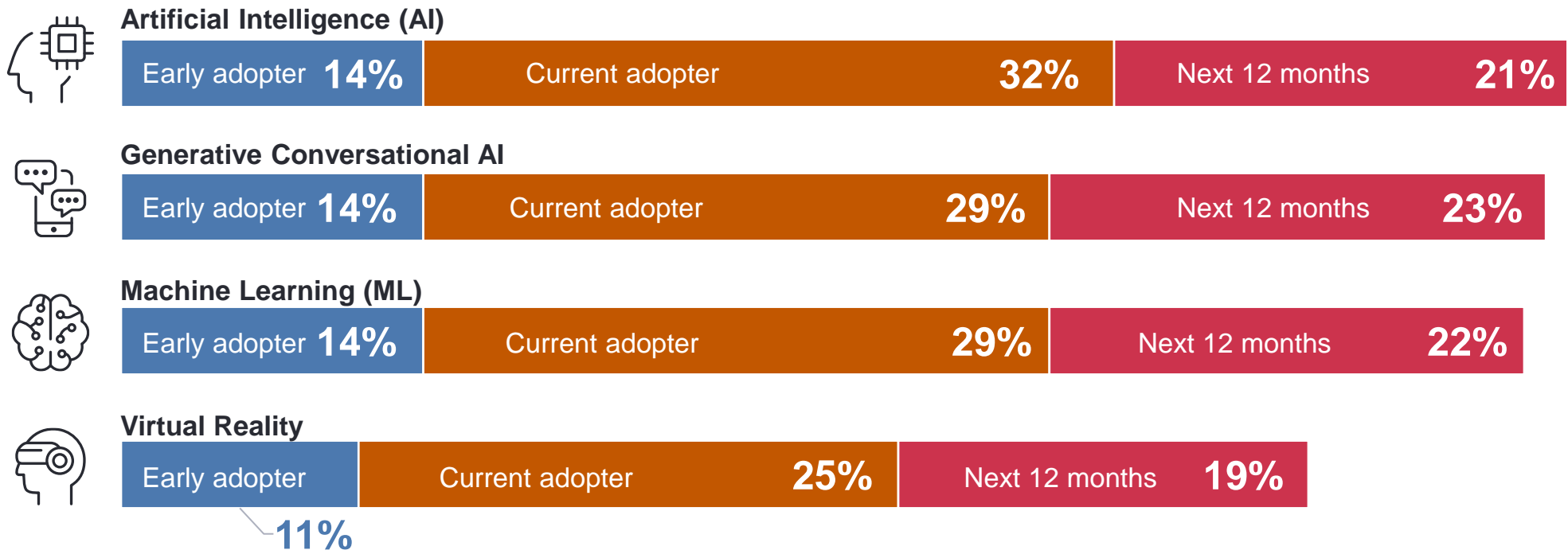
Diverging Sentiments Emerge on AI Impact to Work | Austria

Employers reveal that AI optimism varies by seniority. With a 11-point-gap between senior leadership and frontline workers, leaders can seize the opportunity to clearly communicate the positive influence that AI will bring to their workload.

Factory floor and frontline workers are least optimistic about AI

Senior leadership

63%

Middle managers and supervisors

60%

Office workers

61%

Factory floor and frontline workers

52%
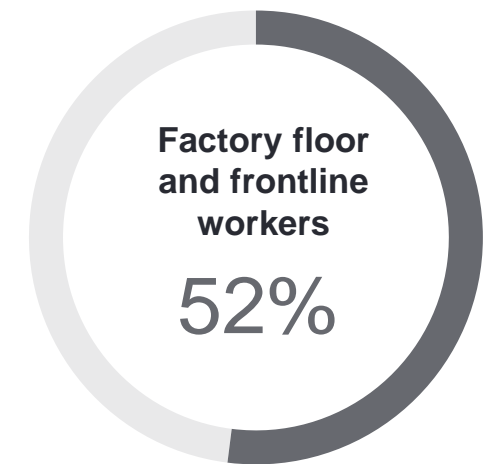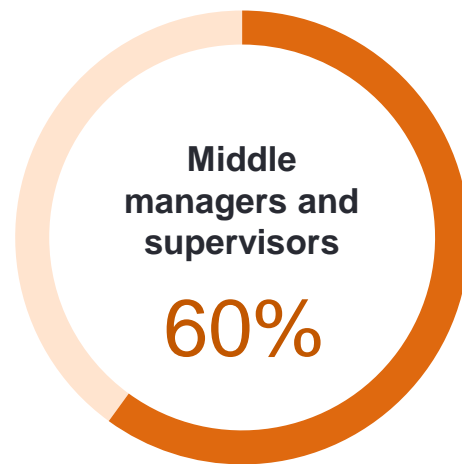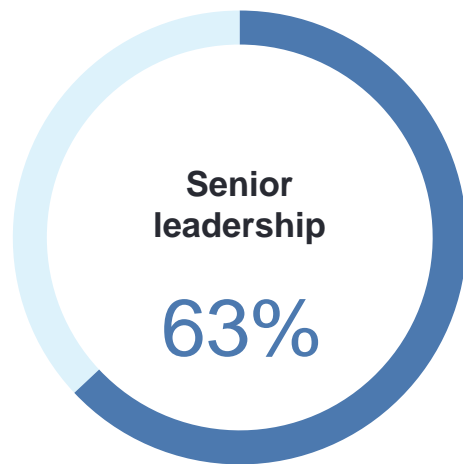
AI Optimism Varies by Seniority and Region

Most of the workforce (65%) at all seniority levels believe AI will have a positive impact on the future of work. However, the level of optimism varies based on the region and seniority of the employees. While office professionals in the South and Central Americas are the most optimistic (76%) about the positive impact of AI, less frontline workers (54%) in Europe share this view.

North America

Senior leadership	68%
Middle managers and supervisors	66%
Office workers	67%
Factory floor and frontline workers	59%

South and Central America

Senior leadership	73%
Middle managers and supervisors	74%
Office workers	76%
Factory floor and frontline workers	66%

EMEA

Senior leadership	67%
Middle managers and supervisors	65%
Office workers	66%
Factory floor and frontline workers	54%

Asia-Pacific

Senior leadership	69%
Middle managers and supervisors	68%
Office workers	68%
Factory floor and frontline workers	56%

Employers Reveal that Nearly All Organizations Encounter AI Adoption Challenges | Austria

Most common ones relating to **privacy, cost and lack of AI skills.**

33%
Concerns about privacy & regulations

29%
High cost of investment

27%
Workers don't have the skills to use AI effectively

Concerns about privacy & regulations	33%
High cost of investment	29%
Workers don't have the skills to use AI effectively	27%
Lack of appropriate AI tools & platforms	26%
Identifying relevant use cases	25%
Implementing AI effectively is too complex	23%
Workers are resistant to change	22%
Our organization's data is not structured enough to use AI	22%
Leaders are resistant to change	20%
None of the above	5%

Employers Begin Identifying Future Impacts From AI | Austria

When asked to predict the future impact of AI and ML at their organization, **employers in Austria found consensus across industries and regions that these tools will have a positive impact on business performance,** especially in the IT and Communication Services industries.

72%
Information Technology

72%
Communication Services

Overall business performance	69%
Required employee training	67%
Upskilling & reskilling of existing employees	66%
Employee engagement	60%
Recruiting process	58%
Onboarding process	57%
Diversity, Equity, Inclusion, & Belonging (DEIB) initiatives	53%
ESG initiative performance	52%
ESG initiative performance	49%

About the Survey

About the Survey

The ManpowerGroup Employment Outlook Survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator. The Net Employment Outlook is derived from the percentage of employers anticipating an increase in hiring activity and subtracting from it the percentage of employers expecting a decrease. Running since 1962, various factors underpin its success:

Unique: It is unparalleled in its size, scope, longevity and area of focus. The 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.

Independent: The Survey is conducted with a representative sample of employers from throughout the countries and territories in which it is conducted. The survey participants are not derived from ManpowerGroup's customer base.

Robust: The Survey is based on interviews with 40,374 public and private employers across 42 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. The sample for Austria consists of 525 interviews.

Focused: For more than six decades, the Survey has derived all 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 September 2024 as compared to the current quarter?"

Survey Methodology: The methodology used to collect NEO data has been digitized in 42 markets for the Q3 2024 report. Survey responses were collected from April 1-30, 2024. Both, the question asked and the respondent profile remain unchanged. The size of the organization and sector are standardized across all countries and territories to allow international comparisons.

Forward-Looking Statements: This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, economic uncertainty and the use and impact of AI in the global labor market . Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties and assumptions. These factors include those found in the Company's reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2023, whose information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.

Frequently Asked Questions

What does Net Employment Outlook mean?

The Net Employment Outlook (NEO) 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. A positive NEO figure means that, on balance, more employers expect to add to their headcount in the following three months than those who intend to reduce staff.

What does Seasonal Adjustment mean? Why is it used in the ManpowerGroup Employment Outlook Survey?

Seasonal adjustment is a statistical process that allows the Survey data to be presented without the impact of hiring fluctuations that normally occur through the course of the year – typically due to various external factors, such as changes in weather, traditional production cycles and public holidays. Seasonal adjustment has the effect of flattening peaks and smoothing troughs in the data to better illustrate underlying employment trends and provide a more accurate representation of the Survey results.

How are companies selected for the Survey?

Employers are selected based on the types of companies and organizations they represent. We want to ensure that our panel is representative of each participating country's national labor market, so each country's panel is built in proportion to that country's overall distribution of industry sectors and organization sizes.

Who do you interview in each company?

The person we select to interview will be someone with a good overview of staffing levels and hiring intentions within their organization. Normally, this will be the head of human resources (HR) or an HR manager. In smaller organizations, however, that person may be a general manager or even the CEO.