

## New, third-party research sheds light on hiring trends for the first half of 2024.



ExpressPros.com/CA

To provide accurate and timely employment forecasts for business leaders, Express Employment Professionals commissions an ongoing Job Insights survey to track employment and hiring trends across a wide range of industries.

The research was conducted online within Canada by The Harris Poll on behalf of Express Employment Professionals among 504 Canadian hiring decision-makers (defined as adults ages 18+ in Canada who are employed full-time or self-employed, work at companies with more than one employee, and have full/significant involvement in hiring decisions at their company). The survey was conducted Oct. 31–Nov. 10, 2023. Data are weighted where necessary by company size to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within  $\pm 4.6$  percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.



Harris Insights & Analytics LLC, A Stagwell Company

## A Year of Opportunity

A majority of Canadian hiring decision-makers (70%) report positive expectations for hiring opportunities in 2024—though this optimistic outlook has dipped since the first half of 2023 from 73%. Most who feel positively cite feelings of optimism (39%), confidence (34%), and hopefulness (32%). Nearly half of hiring decision-makers (49%) say their company plans to increase the number of employees at their company in the first half of 2024. More than 2 in 5 companies (42%) plan to stay at about the same number or make no changes to the number of employees. A few (7%) say their company plans to reduce their employee count.

### Reasons Companies Are Hiring



**54%**

Manage increased volumes of work



**43%**

Fill newly created positions



**32%**

Fill positions that are open due to employee turnover



**26%**

Get expertise in new areas

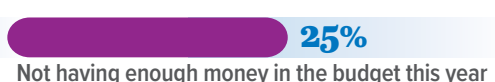
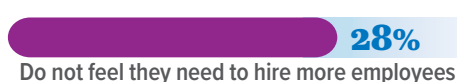


**26%**

Handle expansion into other categories or markets

**66%** of companies are willing to hire contingent workers to meet business needs.

### Why Companies Are Decreasing or Making No Change to Employee Count in the First Half of 2024



## Overcoming Hiring Difficulties

While many Canadian hiring decision-makers are hopeful for new hiring prospects, the majority are aware this may come with a balance of challenges. Nearly 9 in 10 (89%) expect to face challenges over the next year, including finding qualified candidates to hire (45%). More than half of decision-makers (55%) say more employees at their company have asked for a raise in their salary or wages this year compared to last year because of increased cost of living, and 72% report their company will increase wages in 2024 compared to 2023.

### Top Challenges Hiring Decision-Makers Expect to Face in 2024



Finding qualified candidates  
**45%**



Increased competition in the job market  
**25%**



Company's pay not being competitive  
**24%**



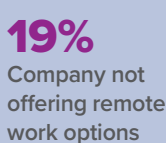
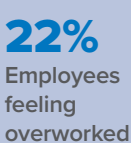
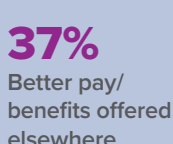
Available talent pool not matching the company's needs  
**23%**



Company's benefits not being competitive  
**21%**

### Turnover Increases on the Table

Nearly 3 in 10 (28%) hiring decision-makers expect turnover at their company to increase this year, for reasons including:



**81%** of companies are making plans in 2024 to hire to offset turnover—a significant increase from **75%** last year.

## Influence of Positive Company Culture

Ensuring the company has a strong culture appears essential for most hiring decision-makers, with 85% saying that maintaining a strong culture is a priority for their company. Luckily, these efforts appear fruitful with 87% of hiring decision-makers believing their employees feel connected to the company's culture, 89% describing their culture as positive, and 35% reporting their company's culture has improved over the past year.

### How Companies Improve Culture



### The majority of hiring decision-makers see the value in a positive and casual company culture.



“Employees are a business’s most important asset, and recruiting qualified candidates and retaining long-term employees is critical in today’s job market,” said Bill Stoller, Express Employment International CEO. “These survey results show a high level of hiring optimism but challenges persist, such as the lack of skilled workers, continuing to be a top challenge.”



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