



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



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 May 16–June 3, 2024. Data are weighted where necessary by company size to bring them in line with their actual proportions in the population.

Previous waves of data collection were conducted from October 31 to November 10, 2023 (n=504), June 8 to 22, 2023 (n=507), December 1 to 15, 2022 (n=506), May 3 to 23, 2022 (n=504), November 10 to December 2, 2021 (n=510), March 23 to April 12, 2021 (n=505), November 16 to December 7, 2020 (n=506), and April 21 to May 6, 2020 (n=501). The sample for the baseline survey in the first half of 2020 also included those who had been laid off, furloughed, or given a zero-hour schedule in the previous 60 days but worked full-time or were self-employed full-time prior and met all other qualification criteria.

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 ± 5.1 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.



Bracing for Challenges Amidst Optimism

Most Canadian hiring decision-makers (74%) feel positively about hiring over the next year with feelings of optimism (38%), confidence (33%), and hopefulness (32%). Despite their optimism, nearly 9 in 10 hiring decision-makers (88%) anticipate challenges this year, including their pay not being competitive (17%). Companies may need to adjust wages company-wide to account for mandatory minimum wage increases.

Preparation for Minimum Wage Increases on the Horizon

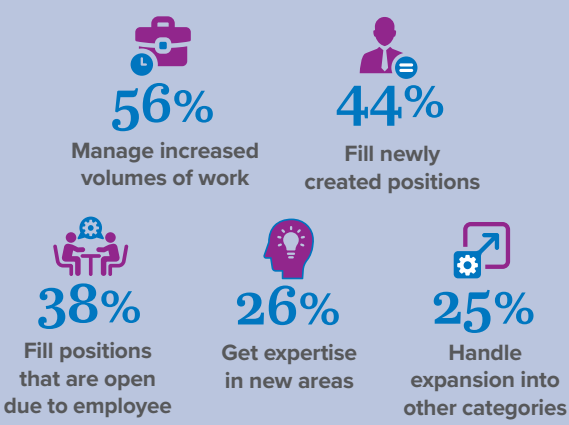
Most hiring decision-makers (85%) agree minimum wage should increase to keep up with inflation rates—47% strongly agree. Around a third (32%) say their company would need to increase salaries/wages across the company (not just for minimum wage workers) if/when there is a mandated minimum wage increase.

Companies may account for mandatory minimum wage increases in a variety of ways, including:



2024 Hiring Outlook

Motives for Workforce Increases
 (Among those who plan to increase the number of employees in the second half of 2024.)



Reasons for Not Hiring or Decreasing Headcount
 (Among those who plan to decrease the number of employees or not hiring in the second half of 2024.)



Full-Time Employees Wanted

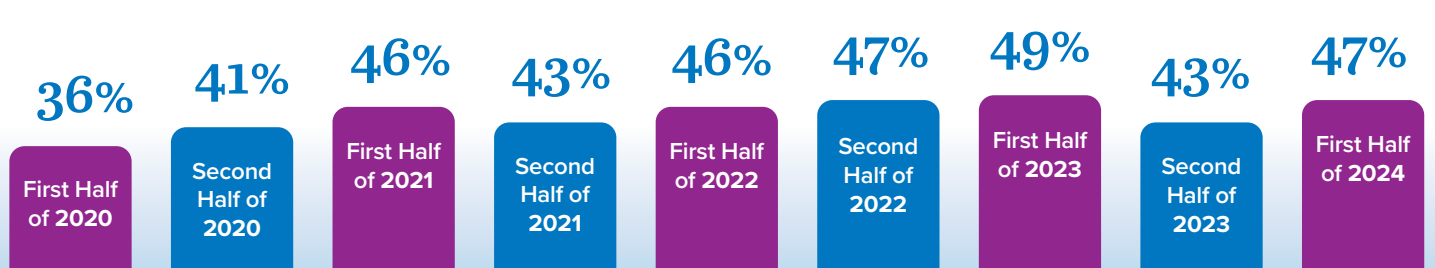
Finding qualified candidates is a challenge 51% of hiring decision-makers expect to face this year, and 31% predict increased competition in the job market. Companies' interest in hiring full-time employees (75%) remains high (from 75% in the second half of 2023), but some may prioritize hiring part-time, temporary, or junior level employees. On par with previous years, 56% of companies plan to fill entry-level roles and 49% plan to hire for mid-level positions (from 55% entry-level and 46% mid-level in first half of 2023).



29% of companies plan to hire vocational/career tech graduates in 2024—up from 23% in the second half of 2023.

Recent Grads in Demand

There's good news for recent college graduates—47% of companies are looking to hire recent grads and 34% plan to hire college students.

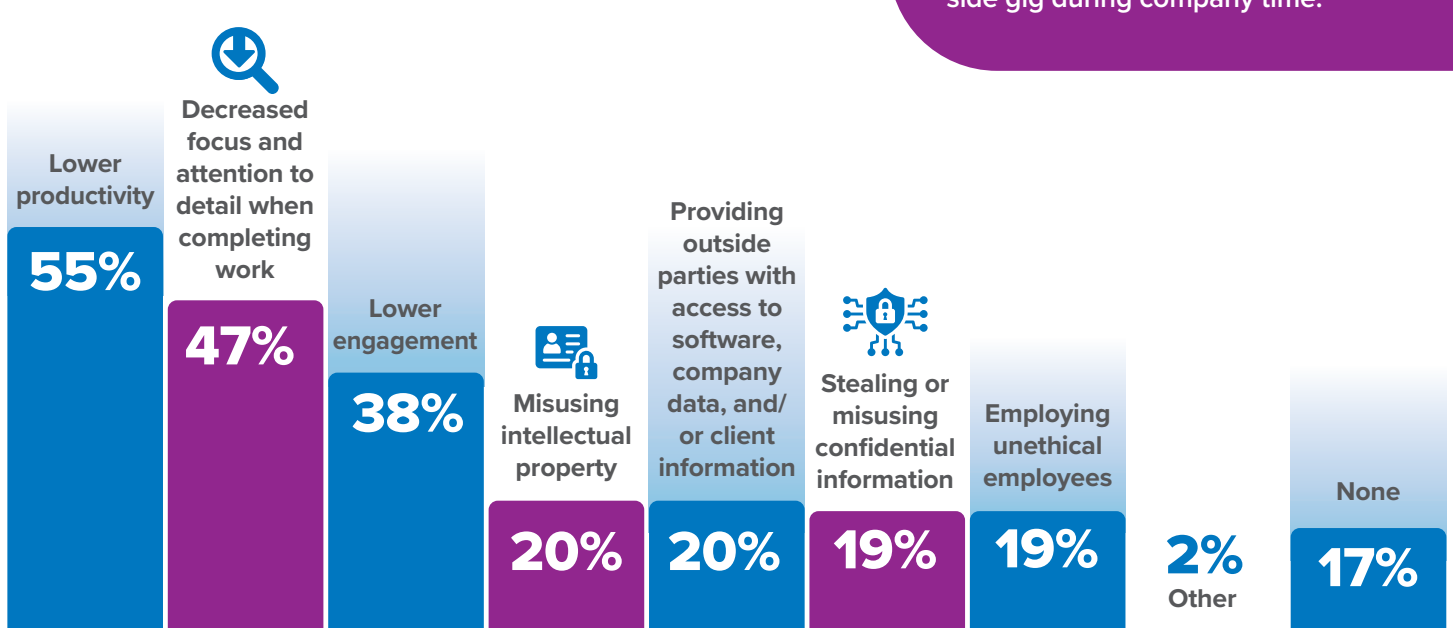


Side Hustles on Company Time

Employees may turn to side hustles to meet gaps left by uncompetitive pay and increases in cost of living and inflation rates. Nearly half of companies (49%) do not have a code of conduct or policy prohibiting this. Companies that discover their employees working a side hustle during company time may take action, including around 3 in 10 asking the employee to only work their side hustle/side gig outside of company time (32%) or giving them a verbal warning (30%).

Concerns with Employees Working a Side Hustle/Side Gig on Company Time

51% of hiring decision-makers have heard about or discovered employees at their company working a side hustle/side gig during company time.



“While hiring decision-makers remain optimistic about onboarding talent this year, companies are still facing a prolonged shortage of qualified workers. Now is the time to invest in resources to reskill workers instead of waiting for the perfect candidate,” said Bill Stoller, Express Employment International CEO. “It’s encouraging to see so many hiring decision-makers say employee training is a priority and intriguing to see the introduction of artificial intelligence as a teaching tool.”



Bill Stoller
 CEO and Chairman of the Board
 Express Employment International

Facebook.com/ExpressEmploymentInternational

LinkedIn.com/Company/ExpressEmploymentInternational

@ExpressEmploymentInternational

YouTube.com/@ExpressEmploymentInternational



©2024 Alamo Franchise Services, LLC, a subsidiary of Express Services, Inc. All rights reserved. 9/24

More fresh ideas for today's business leaders at ExpressPros.Blog.