

Data-Driven Workforce Trends to Elevate Your Hiring Strategy

JobInsights
CANADA REPORT

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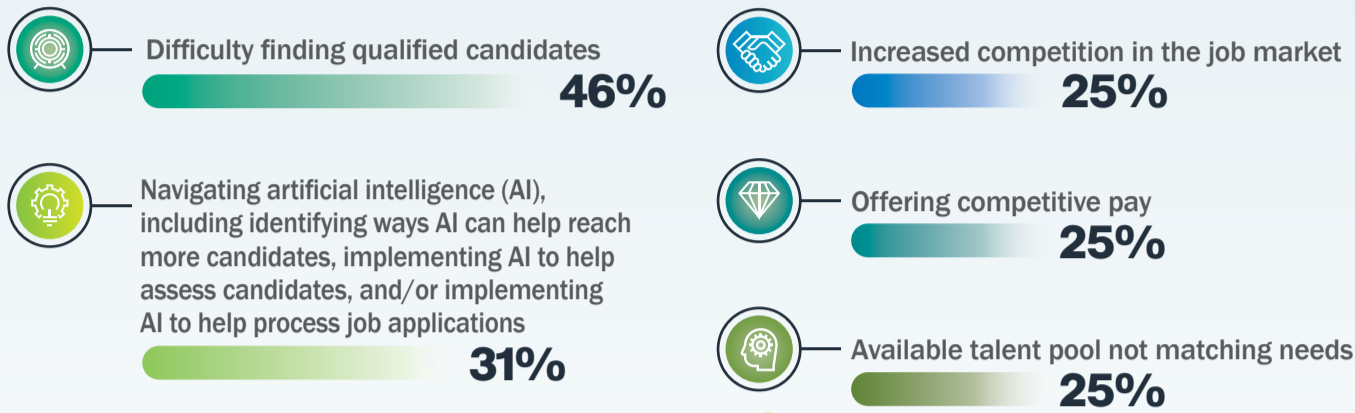


HIRING DECISION-MAKERS OPTIMISTIC FOR THE FUTURE

Most Canadian hiring decision-makers (71%) feel positively about their company's hiring outlook for the next year. Feelings of optimism (39%), confidence (36%), and hopefulness (33%) are top of mind. Around half of companies (51%) plan to increase headcount in the first half of the year (Jan. 1–June 30).

This positive forecast may be partly attributed to continued new business or opportunities as many companies that expect to increase headcount point to the need to manage increased volumes of work (58%), fill newly created positions (45%), and expand into other categories or markets (26%).

Despite the optimistic outlook, 93% of hiring decision-makers expect to face challenges over the next year, including:



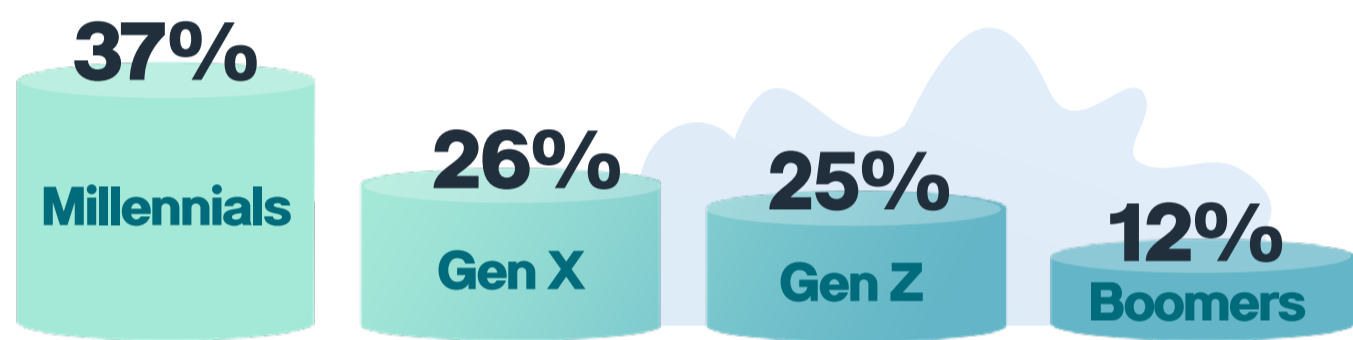
“While the future of hiring looks promising, it's essential for companies to stay flexible and adaptable in a changing job market. Emphasizing soft skills and being open to diverse candidates can help businesses thrive. Addressing workplace challenges and adopting new technologies like AI, while maintaining a human touch, will be key to success. By embracing these changes, companies can look forward to growth and innovation.”

— **Bill Stoller**
Express Employment International
Founder, CEO, and Chairman of the Board

EXPERIENCED EMPLOYEES FILLING ENTRY-LEVEL POSITIONS

Entry-level jobs are often perceived to be held by younger generations, but 68% of hiring decision-makers say more older workers are applying for these roles now than three years ago. Fifty-eight percent report their company has about the same number of entry-level positions as three years ago, and 30% say they have more now than they did three years ago. As older workers fill these positions, 59% of hiring decision-makers say they would rather hire a more seasoned candidate than a younger one to perform an entry-level role.

Entry-level positions are most filled by:



31%

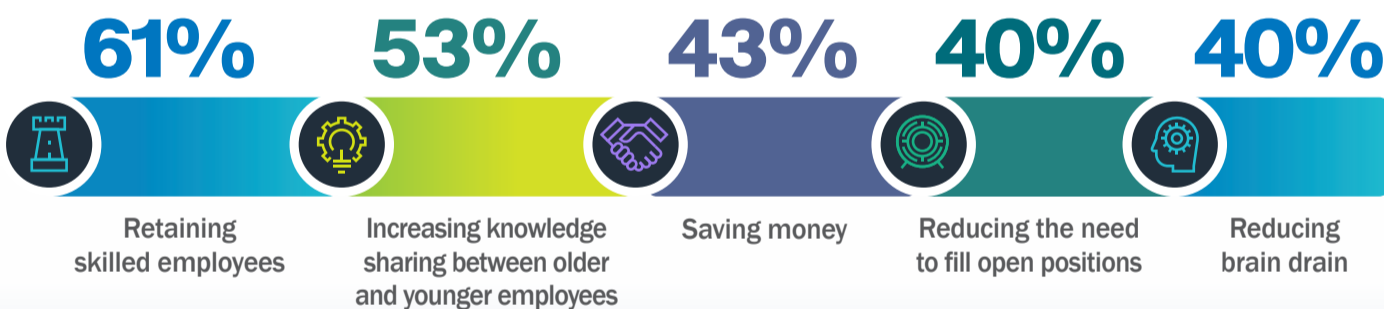
of companies would prefer to retain retirees than train younger workers.

Retirement Delays

Cost of living may impact employees' ability and age at which they retire, leading to a change in the generational makeup of companies' workforces. Nearly 3 in 10 hiring decision-makers report the number of employees delaying retirement (28%) has increased over the past three years. Around 16% say the same of retired employees coming back to work at the company. Sixty-eight percent of companies agree workers over age 65 will always have a place in the workforce.

Semi-retirement may be an attractive opportunity, with 93% of companies seeing the advantages it can offer. A quarter of hiring decision-makers (25%) say the number of employees at their company choosing to semi-retire has increased over the past three years. Despite the benefits semi-retirement can have, 48% of hiring decision-makers are concerned that allowing semi-retirement may hinder junior employees' ability to advance in their career at their company.

Advantages of semi-retirement for companies:



WORSENING SKILLS GAP HEIGHTENS HIRING CHALLENGES

Among the companies with open positions over the past year, more than half of hiring decision-makers (54%) reported difficulty finding the right candidates to fill these positions, and 58% said it is now harder than five years ago. More than 3 in 5 hiring decision-makers (63%) report the skills gap they see from new hires in the past year is wider than ever.

Companies that have open positions attribute hiring difficulties to a lack of qualified applicants with:



Applicants lacking such skills may be a result of extended unemployment. Two-thirds of hiring decision-makers (66%) report deterioration of hard and soft skills as an impact of extended unemployment, particularly for young adults aged 18–26. Three-quarters of hiring decision-makers (75%) feel their company has the tools needed to fill any skills gaps new hires may have, but 53% would prefer to take more time to fill the position with a candidate who meets all of the requirements and does not need time to train or address any skills gaps.

Companies' Preferences to Fill Open Positions

53%

I would prefer to take more time to fill the position with a candidate who meets all of the requirements and does not need time to train or address any skills gaps.

47%

I would prefer to fill the position with a candidate who meets most of the requirements and train them/ address any skills gaps on the job.



82% agree the money and time invested to find quality candidates is worth it for the long-term success of the company.

The Job Insights survey was conducted online within Canada by The Harris Poll on behalf of Express Employment International, parent company of Specialized Recruiting Group, from Nov. 11–26, 2024, among 505 Canadian hiring decision-makers (adults ages 18+ in the 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). Data are weighted where necessary by company size to bring them in line with their actual proportions in the population. For complete survey methodology, please contact Communications@ExpressPros.com.

The Harris Poll
Harris Insights & Analytics LLC, A Stagwell Company

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