

# MANPOWERGROUP EMPLOYMENT OUTLOOK SURVEY

**Canadian Hiring Continues to Carry Momentum for Q3:**  
Canadian Employers Forecast a Dynamic Hiring Climate  
for the Coming Quarter



# EXECUTIVE SUMMARY

**Strong hiring optimism continues into the third quarter of 2022, according to the latest ManpowerGroup Employment Outlook Survey of more than 40,000 employers across 40 countries and territories.**

- **Canada has the highest hiring outlook in more than a decade.** 47 percent of hiring managers plan to add to their payroll in Q3 (figures are seasonally adjusted). This is 6 percentage points higher than last quarter's strong showing.
- **Manufacturing jobs are most in demand** with a Net Employment Outlook of +55%, followed by Primary Production (+53%) and IT, Tech, Telecoms, Communication and Media (+48) The weakest hiring intentions was in Not-for-Profit at -6 percentage points. However, this sample size was small and indicative only.
- Employers expect their payrolls to grow in all regions compared to last year. In comparison to last quarter, gains are expected in 3 of 6 Canadian regions.
- The global talent shortage is still a factor, with **62% of Canadian companies reporting some difficulty** with filling jobs due to a lack of skilled talent.
- Managers reported the most difficulty finding the following skills: IT/data (31%), Operations/Logistics (27%), and tied for third place were Sales/Marketing, Administration/Office Support and Front Office/Customer-facing skills (19% each)
- The most difficult soft skills to find were: Critical Thinking and Analysis (35%), Reasoning & Problem-solving (31%), and Accountability, Reliability and Discipline (29%).

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## WORKFORCE TRENDS & CHALLENGES



# The Trends Driving Transformation are Not New, but Newly Urgent

This recovery is unlike any we have ever seen – demand for skills is at record highs in many markets and unemployment levels remain high while workforce participation stagnates. Uneven economic growth continues with some markets recovering while others lag, hampered by Covid variants, vaccination rates and supply chain challenges.

15%

Of Canadian organizations are having a lot of trouble finding skilled tech talent.

**5 million jobs** may be

displaced by a shift in the division of labor between humans and machines, more than offset by **97 million new roles** anticipated to emerge.

WEF: 2021 Future of Jobs Report

**81%** of employees expect training programs from their employers to help keep skills up to date

2021: Edelman Trust Barometer: The Belief Driven Employee



## Q3 EMPLOYMENT OUTLOOKS:

Hiring Optimism Continues  
Carries Momentum into Third  
Quarter of 2022

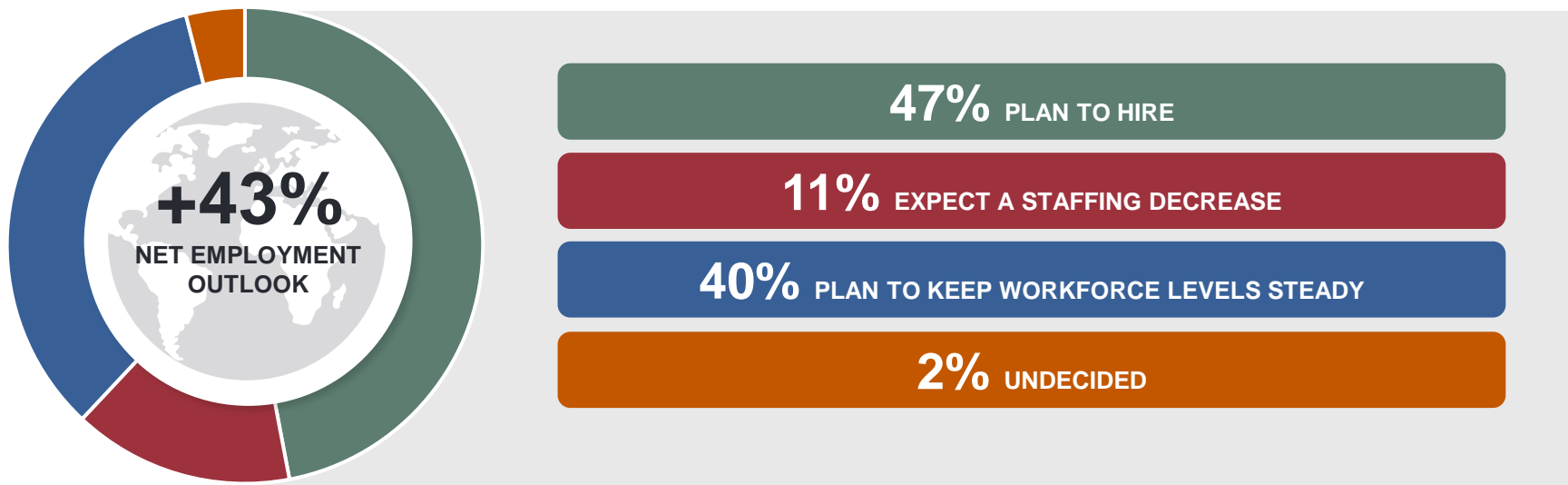


"Despite chaotic market conditions and the challenges of inflation, we are living through one of the strongest job markets in U.S. history. The empowered workforce is here to stay"

- Becky Frankiewicz, President, ManpowerGroup North America

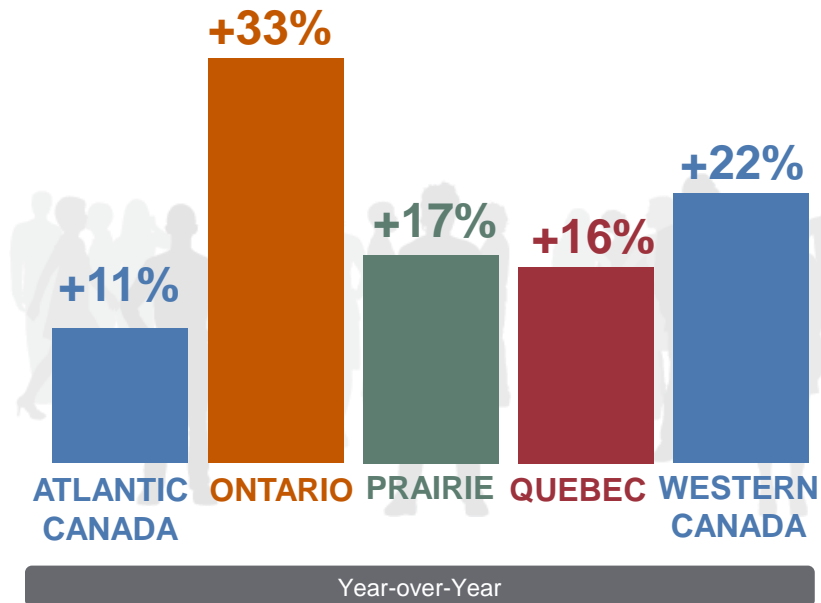
# Canadian Employment Outlook Q3 2022

Canadian employers expect a robust labor market in the third quarter of 2022, reporting a seasonally adjusted Net Employment Outlook of +43%.

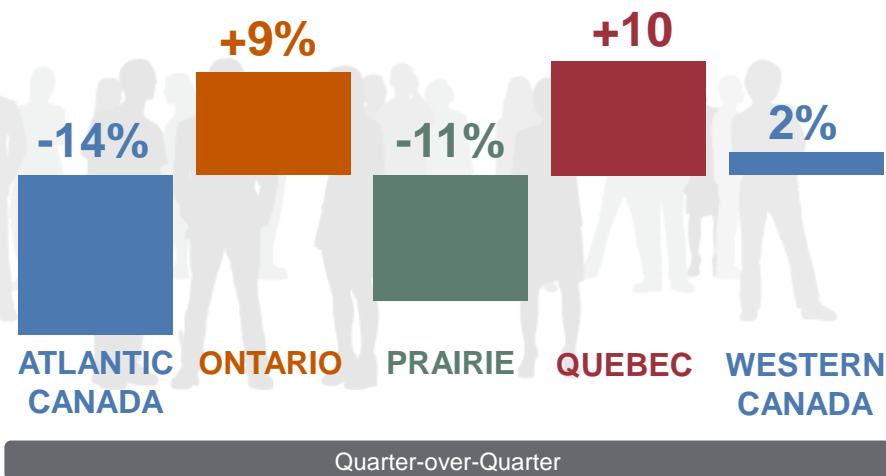


# Strong Outlooks Year-over-Year And Quarter-over-Quarter

The **strongest year-over-year improvements** are reported in Ontario (+33%), Western Canada (+22%), and Prairie (+17%).



The **strongest quarter-over-quarter improvements** are reported in Quebec (+10%) and Ontario (+9%).

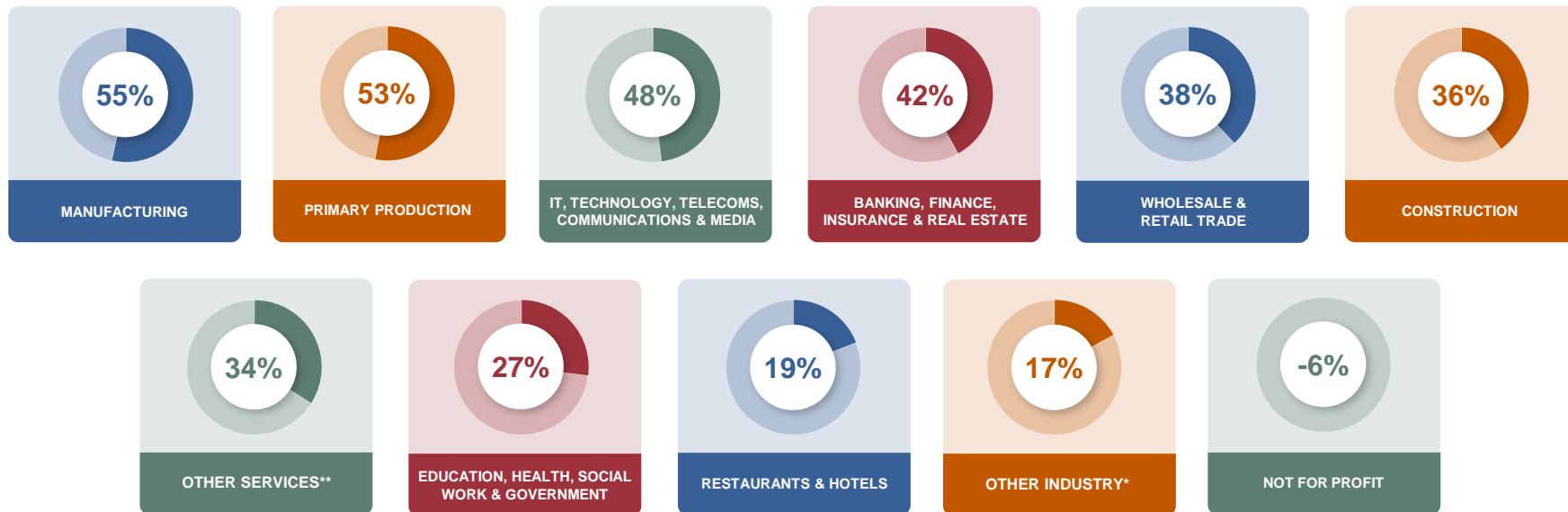


\*Where a number is asterixed (\*) it is indicating a small sample size, and these numbers or comparisons should be treated as indicative only.



# Employers Anticipate Strong Demand for Talent Across Key Sectors

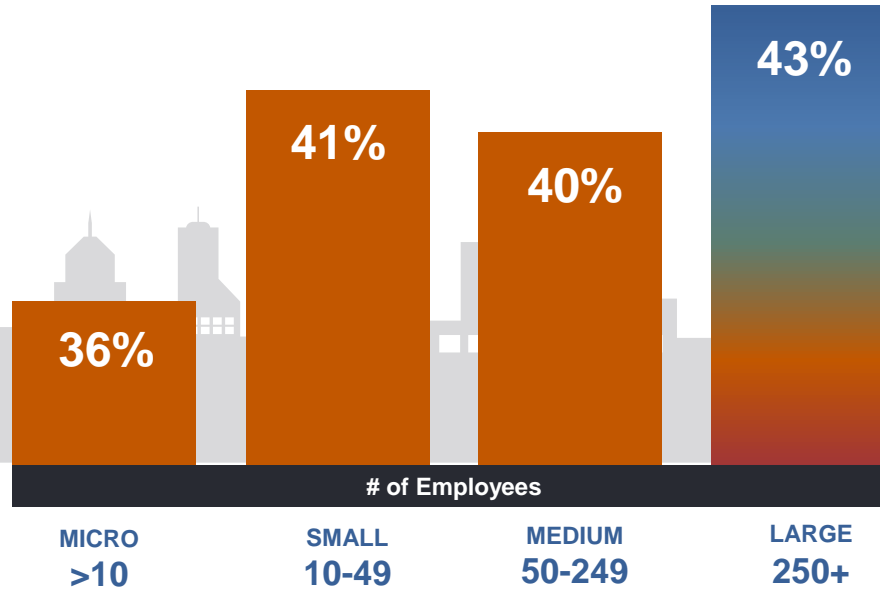
**Manufacturing roles drive the most demand** reporting the strongest outlook at +55%. Primary Production came in next at +53%, followed by IT, Technology Telecoms, Communication and Media came in next at +48%.



\*Includes: Agriculture, Forestry and Fishing; Mining and Quarrying; Electricity; Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation Activities.

\*\*Includes: Professional, Scientific and Technical Activities; Administrative and Support Services; Other Service Activities.

# Large Organizations Report Strongest Hiring Intentions



# Hiring Intentions in U.S. & Canada Improve in All Countries YoY For Third Consecutive Quarter

**The Net Employment Outlook is substantially stronger in U.S. and Canada when compared to this time last year.**

47% of Canadian employers are planning to add to the payroll in Q3 a 6 point rise from Q2 2022. In the U.S. employers report a 38% net employment outlook, up 3 points from last quarter.

Growth is expected in all 11 industry sectors, regions and company sizes.





*“As we emerge from the pandemic, this is our collective opportunity to act with urgency, to scale bold, disruptive ideas and collaborations across business, government and education. And now is the time to reshape a better, brighter future for workers – one that is more skilled, more diverse, and more wellbeing-orientated than we could ever have imagined.”*

**– Jonas Prising, Chairman & CEO**





## ABOUT THE MANPOWERGROUP EMPLOYMENT OUTLOOK SURVEY

# About the ManpowerGroup Employment Outlook Survey

[EXPLORE THE DATA](#)

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 by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting a decrease in hiring activity. Running since 1962, various factors underpin the success of the Survey:

## Unique

It is unparalleled in its size, scope, longevity and area of focus. The ManpowerGroup Employment Outlook 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 more than 40,000 public and private employers across 40 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.

## Focused

For more than six decades the survey has derived all of 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 2022 as compared to the current quarter?"

## Survey Methodology

The methodology used to collect the data for the Employment Outlook has been digitized in 40 markets for the Q3 2022 report. Respondents in prior quarters were contacted via telephone. With the shift to remote working and much higher reliance on the internet, responses are now being collected online.

Respondents are members of double opt in online panels and are incentivized to complete the survey. The question asked and the respondent profile remains unchanged. Size of organization and sector are standardized across all countries to allow international comparisons.

# ManpowerGroup Solutions Across the Entire HR Life Cycle



**Workforce Consulting & Analytics**



**Workforce Management**



**Talent Resourcing**



**Career Management**



**Career Transition**



**Top Talent Attraction**



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Talent  
Solutions  
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