

## 2 in 5 Employers Plan to Hire Full-Time, Permanent Workers in the Back Half of 2015, According to CareerBuilder.ca's Midyear Job Forecast

PR Newswire  
TORONTO

- 37 per cent plan to hire temporary or contract workers in the second half of 2015
- 29 per cent of employers plan to increase salary levels on job offers
- 1 in 5 workers plan to change jobs

TORONTO, July 16, 2015 /PRNewswire/ -- At the halfway point in 2015, many Canadian employers and job seekers are feeling positive about their prospects, according to CareerBuilder.ca's Midyear Job Forecast. Forty per cent of employers plan to hire full-time, permanent staff over the next six months and 37 per cent plan to hire temporary or contract workers. Meanwhile, 1 in 5 workers (22 per cent) plan to change jobs in the next 12 months.

"Despite slower-than-average job growth in the first half of 2015, many Canadian employers continue to add jobs," said Mark Bania, managing director of CareerBuilder Canada. "Employers are practicing cautious optimism. While they may not be hiring at the pace they have in previous years, they are continuing to add headcount in several areas in order to remain competitive in a slower market."

The national surveys were conducted online by Redshift Research on behalf of CareerBuilder.ca and included representative samples of 400 hiring managers and human resources managers and 500 full-time, Canadian workers across industries and company sizes.

### Starting Salaries

Nearly half of employers (47 per cent) expect to increase salary levels for current employees in the second half of the year. Around 1 in 5 will increase salary levels by 5 per cent or more. Twenty-nine per cent plan to increase starting salaries on job offers over the next 6 months. Around 1 in 8 employers will raise starting salaries by 5 per cent or more.

### Hot Areas for Hiring

The top functional areas where employers will be adding jobs in the second half of 2015 include:

- Customer Service - 30 per cent of hiring managers
- Sales - 20 per cent
- Production - 19 per cent
- Information Technology - 12 per cent
- Accounting/Finance - 12 per cent
- Marketing - 11 per cent
- Human Resources - 10 per cent

Drilling down into specifics, some of the in-demand areas employers will be recruiting for include those tied to social media, wellness, mobile technology, search or cloud technology; cyber security; content strategy for the Web social media; the environment; managing and interpreting big data; and financial regulation.

### Survey Methodology

The survey was conducted among 500 employees and 400 hiring managers in Canada. The interviews were conducted online by Redshift Research in June & July 2015 using an email invitation and an online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

### About CareerBuilder.ca

CareerBuilder.ca is a leading job site in Canada. Owned by Gannett Co., Inc. (NYSE: GCI), the Tribune Company, The McClatchy Company (NYSE: MNI), CareerBuilder.ca powers the career centers for more than 250 Canadian partners that reach national, local, industry and niche audiences. Job seekers visit CareerBuilder.ca every month to search for opportunities by industry, location, company and job type, sign up for automatic e-mail job alerts, and get advice on job hunting and career management. For more information about CareerBuilder.ca products and services, visit <http://www.careerbuilder.ca>.

## Media Contact

Mary Lorenz

+1 773-527-3613

[Mary.Lorenz@careerbuilder.com](mailto:Mary.Lorenz@careerbuilder.com)

[http://www.twitter.com/CB\\_Canada\\_PR](http://www.twitter.com/CB_Canada_PR)

SOURCE CareerBuilder.ca

---

<https://press.careerbuilder.com/2015-07-16-2-in-5-Employers-Plan-to-Hire-Full-Time-Permanent-Workers-in-the-Back-Half-of-2015-According-to-CareerBuilder-cas-Midyear-Job-Forecast>