



HIRING INTENTIONS

JULY 2024

**ALBERTA
PERSPECTIVES
SURVEY**



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INTRODUCTION AND METHODOLOGY

Hiring Intentions

This is the seventh survey in the series to focus on hiring intentions.

This report continues research initiated in March 2020 dealing with labour market issues in Alberta. Many of the original questions have been repeated in subsequent surveys and others have been added.

The overall purpose of the research is to understand the experiences and expectations of Alberta businesses (private sector, public sectors and NGO's) regarding their hiring needs over the next year. To this end, questions probed current staffing needs, incidence of staff shortages and the impact of shortages, and challenges hiring.

In addition, respondents agreeing to answer further questions were asked if they had recruited outside of the province, any barriers they experienced, and incentives offered to attract out-of-province talent.

This ongoing labour market research is facilitated by the Talent Development Taskforce project.



Hiring Intentions

Methodology

In all, 255 businesses completed the survey which was administered on the Alberta Perspectives platform by the Alberta Chambers of Commerce to members and other affiliated businesses.

In addition, 153 of the initial respondents answered a number of follow up questions appended to the end of the survey.

Fielding for the current survey was undertaken between July 8th and August 7th, 2024.

Significant differences are reported between waves of research.

↑↓ Significantly higher/lower vs. previous wave

KEY FINDINGS

HIRING INTENTIONS

Employers expecting to hire in the next 6-12 months continues to trend down.

Six-in-ten employers report they expect the size of their workforce to stay about the same in the next six months - unchanged compared to January 2024 but significantly higher than in the previous three years.

In step with this, only one-quarter (27%) of employers expect their workforce to expand in the next six months, down from almost half (48%) three years ago. Typically, it is the larger firms that are more likely to expand their workforce.

Less than one-in-ten expect their workforce will decrease in the next six (7%) or 12 (4%) months.

Considering the next year, the proportion that anticipate their workforce will stay about the same increased again this wave to 55%, with results up 13-points compared to a year ago.

Perceptions of Change in Size of Workforce
% Saying "Will Increase"



STAFFING SHORTAGES

While shortages remain a problem, the intensity of the talent shortage is decreasing.

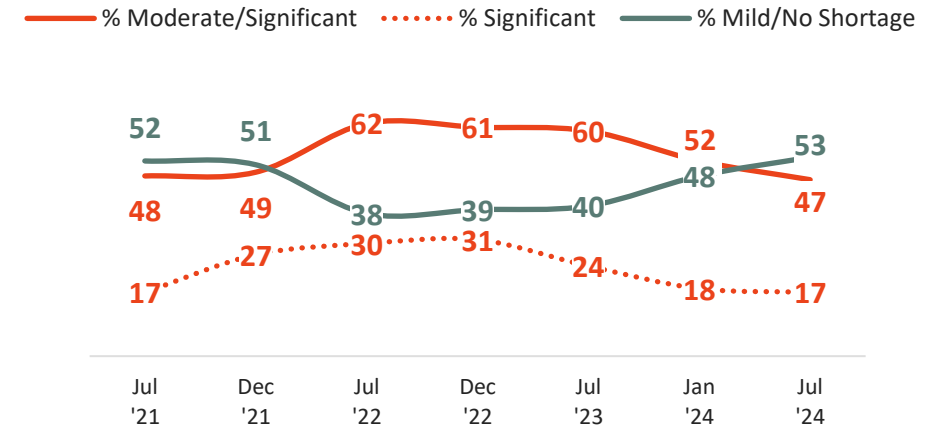
The lessening of the need for staff over the next six to 12 months is taking some pressure off shortages, resulting in staffing shortages trending down. However, half of employers (more larger firms than smaller) continue to report they are experiencing a moderate (30%) or significant (17%) staff shortage.

In all, seven-in-ten (71%) Alberta employers indicate they are experiencing some level of staffing shortage.

What has shifted is the intensity of the shortage. While unchanged over the past six months, employers reporting they have a 'significant' staffing shortage is down 14-points compared to the recorded peak in December 2022.

The overall easing of staffing needs has also meant that, at many levels of hiring - both educational and experience level - employers report somewhat less difficulty in hiring. The exception is trade- related skills.

Extent of Business Experiencing Staffing Shortage



IMPACT ON BUSINESS

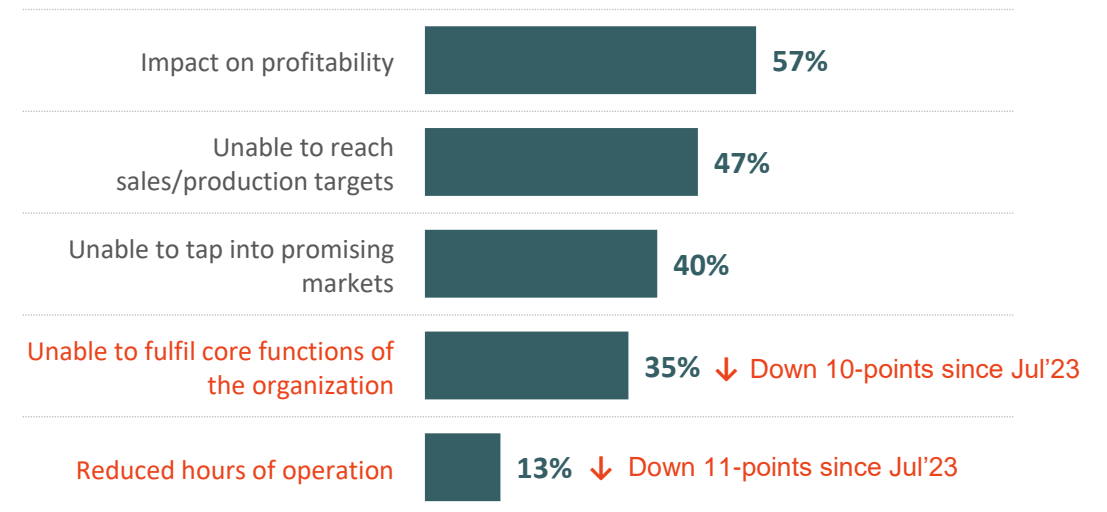
Consequently, staff shortages continue to have a negative impact on their business.

While there was an uptick in July 2024 to 63% of employers indicating their staffing shortage is having a 'moderate/significant' impact in terms of loss of production or sales opportunities, those reporting a 'significant' impact has continued to trend down this wave to 24%.

In addition to any loss of sales or production, staff shortages continue to have the biggest impact on profitability (57%) followed by the ability to reach sales/production targets (47%).

Compared to a year ago, fewer employers report they are unable to fulfil the core functions of their organizations (down 10-points to 35%) or that they had to reduce the number of hours of operation due to staff shortages (declining from one-quarter of employers to 13% in July 2024). **This suggests that the easing of shortages is having an impact on these areas, but not yet on improving profitability, achieving sales/production targets or growth.**

Impact of Staff Shortages on Different Aspects of the Business



BARRIERS TO RECRUITING SKILLS NEEDED

Lack of technical skills or qualifications has surpassed lack of applicants as the top barrier.

The slight easing of the need for staff is also reflected in a large drop (29% in July from 43% a year ago) in those citing lack of applicants as a major barrier. Declines in the easing of competitive pressures from other employers and the inability to afford the going rate also appear to be lessening as a result of a declining staff needs. Consequently, a lack of technical skills or qualifications has re-emerged as a top barrier.

In more detail, a lack of applicants as a barrier has been trending down from a high of 59% in December 2021 to 29% this wave, a decline of 30-points. Not being able to afford the going rates has also been declining during this same time period, down 10-points to 28%.



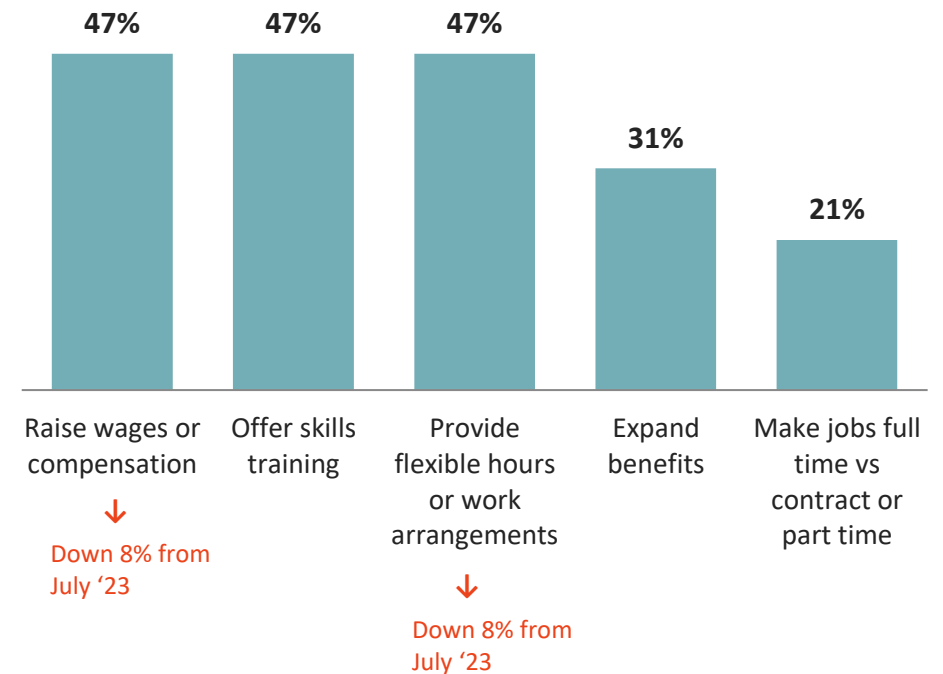
INCENTIVES OFFERED TO ATTRACT TALENT

Incentives remain an important tool to attract talent, both in Alberta and out-of-province.

The most frequently cited incentives offered when recruiting within Alberta continue to be raising wages or compensation, offering skills training, and offering flexible work conditions – all on par at 47% in July 2024. However, there are declines in the importance of both wages/compensation and flexibility this wave; likely a result of the easing of staffing shortages.

The shortages of Alberta talent continues to lead to almost 40% of employers seeking to hire outside Alberta (59% successfully), although fewer are now considering it. Of interest, the incentives needed to attract outside talent are changing slightly with an increased emphasis on skills training and/or credential recognition (54% and up from 43% in July '23) in addition to raising wages/compensation (46%) and flexible hours (43%).

Incentives Offered to Attract Talent in Alberta (Top 5)



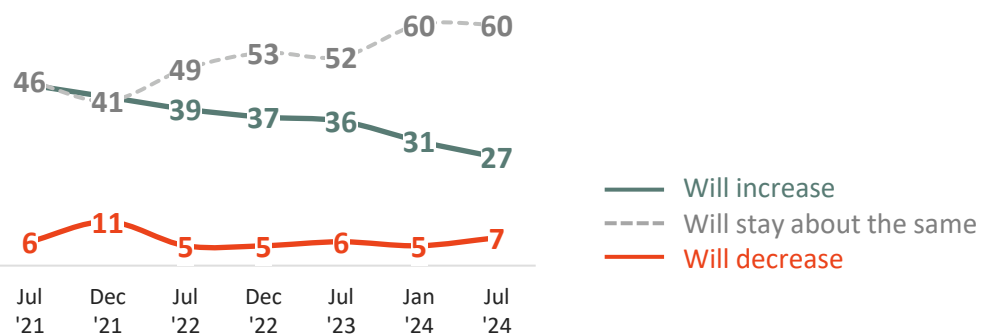
DETAILED FINDINGS

Six-in-ten employers report they expect the size of their workforce to stay about the same in the next six months - unchanged compared to January 2024 but significantly higher than in the previous three years.

- Considering the next year, the proportion that anticipate their workforce will stay about the same increased again this wave to 55%, with results up 13-points compared to a year ago.

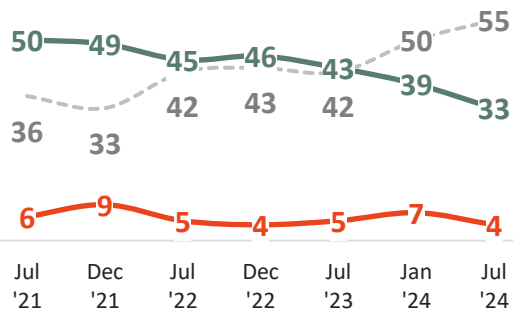
Perceptions of Change in Size of Workforce in Next 6 and 12 months

In the next 6 months ...



("Don't know" responses range from 3% to 7%)

In the next 12 months ...



("Don't know" responses range from 7% to 9%)

- Employers with less than 50 staff are less likely to say the size of their workforce will increase in next six months (24%) compared with those with 50 or more staff (41%). A similar pattern exists for the next 12 months.
- Employers recruiting outside the province, or considering it, are much more likely than those are not doing this to believe the size of their workforce will increase in the next six months (44% to 15%). This same pattern holds for the next 12 months.
- Perceptions their workforce will increase in the next six months continue to be significantly higher among organizations that are dealing with a 'significant' (54%) staffing shortage. This is almost double the results of employers with a 'moderate' (25%) or mild (29%) staff shortage. This declines to 15% among those experiencing no staff shortages. This pattern is repeated for the next 12 months.

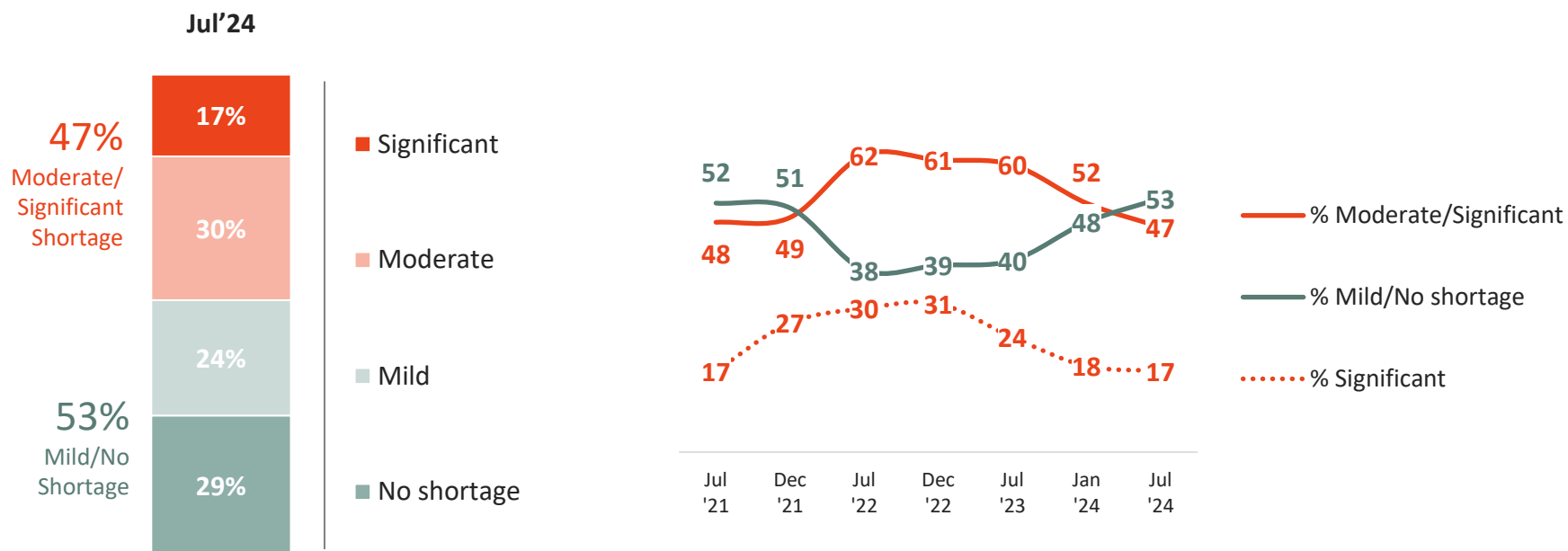
Q1. Aside from any seasonal fluctuations, do you anticipate any change in the size of your workforce relative to the following time periods [in the next 6 months] [in the next 12 months]

Base: Total sample Jul'21 n=487, Dec'21 n=410, Jul'22 n=560, Dec'22 n=535, Jul'23 n=321, Jan'24 n=322, Jul'24 n=255

The extent of staffing shortages continue to trend down with less than half of employers reporting they are experiencing a moderate (30%) or significant (17%) staff shortage. Employers reporting that they have a ‘significant’ staffing shortage is down 14-points from the recorded peak in December 2022.

- That said, seven-in-ten (71%) Alberta employers indicate they are experiencing some level of staffing shortage.

Extent of Business Experiencing Staffing Shortage

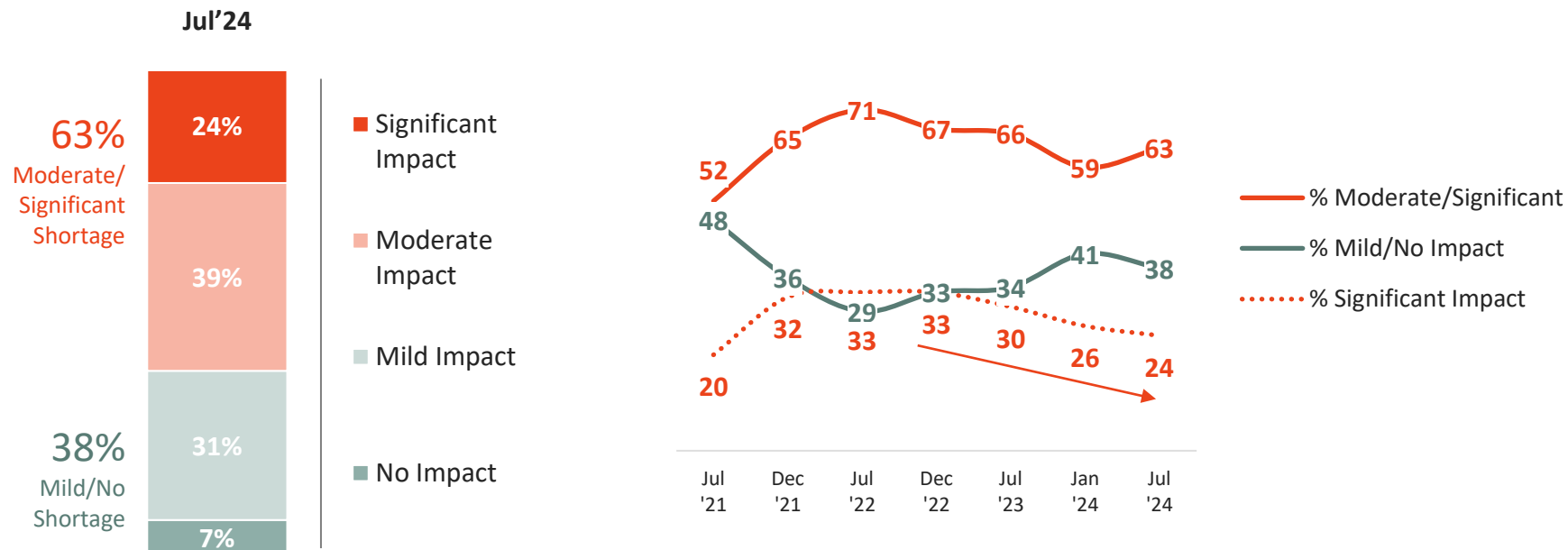


- Larger employers (200+ staff) are much more likely than those smaller employers (<200 staff) to indicate they are experiencing a significant or moderate staffing shortage (67% to 45%).
- Those employers recruiting outside the province, or considering it, are much more likely than those not doing this to say their staff shortage is significant (27% to 14%).
- Businesses in the tourism industry are more likely than businesses in other industries to report they are experiencing a significant or moderate staffing shortage (65% to 40%).

Q2. To what extent is your business currently experiencing a staffing shortage, that is you have insufficient qualified candidates to meet your business needs?
 Base: Total Sample Jul'21 n=487, Dec'21 n=410, Jul'22 n=525, Dec'22 n=520, Jul'23 n=297, Jan'24 n=292, Jul'24 n=230
 (From July'22 those saying a decline in staff at Q1 were not asked the staffing related questions)

While there was an uptick in July 2024 to 63% of employers indicating their staffing shortage is having a ‘moderate/significant’ impact in terms of loss of production or sales opportunities, those reporting a ‘significant’ impact has continued to trend down this wave to 24%.

Impact of Staffing Shortage on Production and Sales Opportunities



- Despite businesses of 200+ staff being more likely to indicate they are experiencing staffing shortages; this does not appear to be translating into a greater loss of production or sales compared with smaller businesses (50% to 63% report a loss of production/sales). Presumably, larger businesses have more resources to manage the impact of staff shortages.
- Businesses recruiting outside Alberta, or considering it, are more likely than those not doing this to report a significant or moderate impact on production or sales (71% to 52%).
- Those businesses currently experiencing a significant staff shortage continue to be the most likely to report they are dealing with the biggest impact on production/sales: 62% of this group say the shortage is having a significant impact compared with only 19% when the shortage is considered moderate.

Q3. How much of an impact, if any, is your staffing shortage causing in loss of production or sales opportunities?
 Base: Currently experiencing a staffing shortage Jul'21 n=336, Dec'21 n=287, Jul'22 n=390, Dec'22 n=414, Jul'23 n=251, Jan'24 n=216, Jul'24 n=160
 (From July'22 those saying a decline in staff at Q1 were not asked the staffing related questions)

In addition to any loss of sales or production, staff shortages continue to have the biggest impact on profitability (57%) followed by the ability to reach sales/production targets (47%).

- Four-in-ten employers report it impacts their ability to tap into promising markets and implement productivity enhancements.
- Compared to a year ago, fewer employers report they are unable to fulfil the core functions of their organizations (down 10-points to 35%) or that they had to reduce the number of hours of operation due to staff shortages (declining from one-quarter of employers to 13% in July 2024).

Impact of Staff Shortages on Different Aspects of the Business

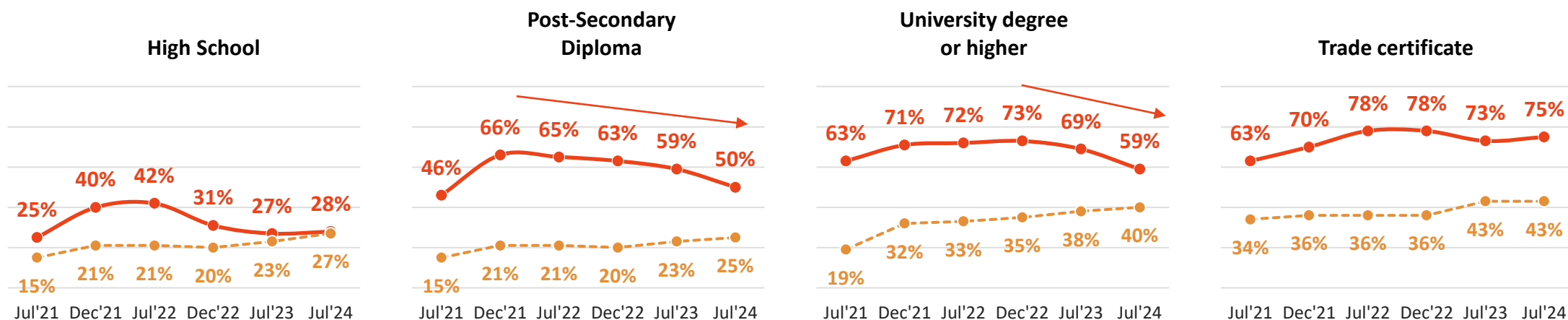
	Jul'24	Trended:		
		Jul'23	Jan'24	Jul'24
Impact on profitability	57%	62%	57%	57%
Unable to reach sales/production targets	47%	41%	46%	47%
Unable to tap into promising markets	40%	38%	49%	40%
Unable to implement productivity enhancements	38%	37%	37%	38%
Unable to fulfill core functions of the organization	35%	45%	33%	35%
Impact on organizations viability	26%	23%	17%	26%
Unable to pursue strategic partnerships	25%	28%	29%	25%
Unable to undertake renovations or expansions	24%	32%	25%	24%
Reduced number of hours of operations	13%	24%	19%	13%
Other	12%	8%	6%	12%
None of these	4%	3%	2%	4%
Don't know	1%	1%	4%	1%

- Those employers reporting a significant impact of staffing shortages on sales/production continue to be more likely to identify the range of impacts.
- Importantly, six-in-ten (59%) of this segment cite being unable to fulfill core functions of the organization. This compares to 29% experiencing moderate staff shortages.
- As well, 65% experiencing significant staff shortages report being unable to tap into promising markets (32% for moderate). The implication here is that staff shortages are continuing to have an impact on a business' growth.

Q4. You mentioned that staffing shortage are causing a loss of production or sales opportunities. In addition to any loss of sales or production are these shortages causing any of the following?
 Base: Staffing shortage has a Significant, Moderate or Mild impact Jul'23 n=229, Jan'24 n=200, Jul'24 n=144

Among those reporting staffing shortages, a majority continue to say it is very or somewhat difficult to hire all but the high school educated. Notably, the difficulty hiring those with a post-secondary diploma or a university degree continues to trend down.

- Reported difficulty hiring people with a trade certificate remains the highest with results remaining relatively unchanged compared to a year ago.
- People with high school or a post-secondary diploma continue to be the most in demand when hirings with only 27% and 25%, respectively, saying they have not needed to hire at these education levels recently. This compares to 40% for those with a university education and 43% with a trade certificate.
- The tourism sector is highly dependent on the high school educated. Only 5% say they have not needed to hire for this education level recently compared to 28% among other sectors. In addition, only 30% of tourism operators say it is easy to hire high school level educated compared with 57% saying this for other sectors.

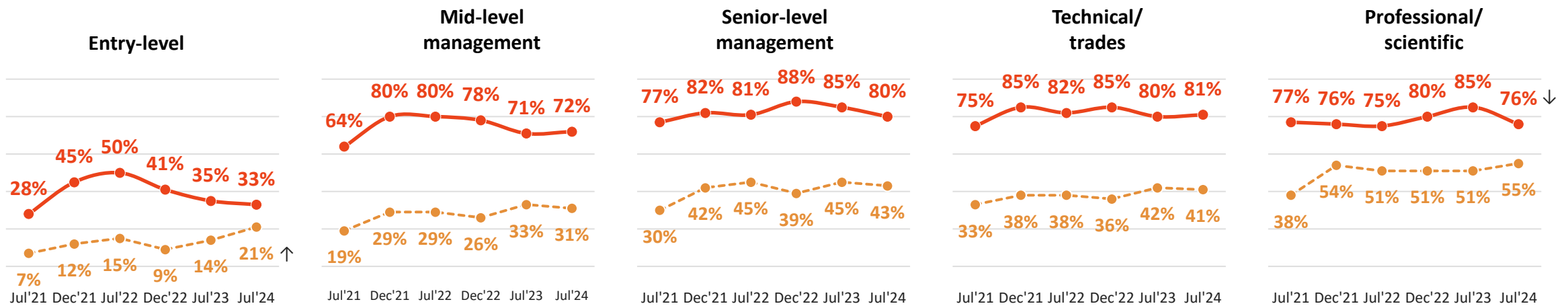


—●— % saying "Very/Somewhat Difficult to hire" (re-proportioned to exclude "Have not needed to hire recently" responses)
 ---●--- % saying "Have not needed to hire recently"

Q5. How easy or difficult is it to hire people with the following education levels to manage your business?
 Base: Currently experiencing a staffing shortage Jul'21 n=336, Dec'21 n=287, Jul'22 n=389, Dec'22 n=414, Jul'23 n=297, Jul'24 n=207 (Excludes those reporting No shortage)
 (From July'22 those saying a decline in staff at Q1 were not asked the staffing related questions)

Entry level positions continue to be the least difficult to fill – with results remaining stable compared to a year ago. However, for other levels, employers continue to report difficulty.

- While the level of difficulty hiring remained stable for mid-level management (72%) and technical/trades (81%) YoY, declines were measured for senior-level management (80%) and professional/scientific (76%) in July 2024.
- Although entry level positions continue to be the most frequently hired, there was an increase this wave from 14% to 21% reporting they have not needed to hire at this level recently.
- Similar to hiring the high school educated, tourism operators are also the most likely sector to report needing to hire at entry level and the least likely to report it as easy.



—●— % saying "Very/Somewhat Difficult to hire (re-proportioned to exclude "Have not needed to hire recently" responses)
 ---●--- % saying "Have not needed to hire recently"

Q6. How easy or difficult is it to hire people with the following skills to manage your business?
 Base: Currently experiencing a staffing shortage Jul'21 n=336, Dec'21 n=287, Jul'22 n=389, Dec'22 n=414, Jul'23 n=297, Jul'24 n=207 (Excludes those reporting No shortage)
 (From July'22 those saying a decline in staff at Q1 were not asked the staffing related questions)

There has been a significant decrease this month in the proportion of employers indicating a lack of applicants (29%) compared with results over the last three years. Lack of technical skills or qualifications has regained its place as a top recruiting barrier.

- In addition, lack of people skills or qualifications and not being able to afford the going rates for the staff they would like to hire continue to be identified as significant recruiting barriers.
- While competition from other employers has declined significantly as a recruiting barrier, it remains a major recruiting barrier for larger enterprises (see note below).

Top Barriers for Recruiting Skills Your Business Needs

	Mar '20	Mar '21	Jul '21	Dec '21	Jul '22	Dec '22	Jul '23	Jul '24
Lack of technical skills or qualifications	35%	44%	45%	47%	43%	37%	34%	42%
Lack of people skills or qualifications	40%	44%	48%	51%	50%	33%	29%	32%
Lack of applicants	28%	42%	54%	59%	48%	39%	43%	29%↓
Can't afford the going rates for the staff we would like to hire	36%	37%	35%	38%	36%	28%	34%	28%
Competition for skills from other employers	23%	28%	48%	43%	38%	29%	27%	19%
Language barriers (English as a second language)	9%	6%	9%	9%	-	-	7%	17%
Lack of management and/or leadership skills	19%	17%	31%	29%	21%	11%	10%	13%
Business budget constraints	36%	29%	27%	33%	24%	18%	15%	13%
High cost of training someone without some basic skills we need	-	-	-	-	28%	14%	13%	10%
Applicants do not have accessible housing to relocate	8%	8%	8%	8%	9%	7%	8%	9%
Government regulation for hiring workers from outside Canada	6%	8%	13%	19%	13%	7%	8%	8%
Candidates unwilling to relocate	18%	23%	20%	19%	18%	9%	12%	7%
Applicants don't have adequate transportation	9%	10%	9%	13%	16%	5%	5%	7%
Candidates cannot pass screening (drug, criminal record check, etc.)	10%	11%	12%	11%	11%	4%	4%	5%
Foreign credentials recognition	2%	2%	8%	6%	8%	3%	3%	3%
Applicants cannot access adequate childcare	9%	11%	14%	15%	12%	4%	7%	2%
Candidates unwilling to forgo government income support programs	-	-	24%	25%	18%	5%	7%	2%
Lack necessary language skills (require recruits to be bilingual or multilingual)	3%	3%	5%	3%	12%	4%	2%	1%
Interprovincial credential recognition	3%	3%	7%	3%	5%	1%	2%	1%
There are no significant barriers	-	4%	3%	2%	4%	8%	6%	6%
Other	7%	7%	11%	10%	10%	5%	6%	5%
Don't know/not sure	3%	1%	1%	2%	2%	4%	1%	1%

- Businesses recruiting outside Alberta, or considering it, are much more likely than those not doing this to cite lack of applicants as a barrier (40% to 23%).
- Businesses of 50+ staff are much more likely to cite competition for skills from other employers as a barrier compared with businesses of <50 staff (38% to 13%).
- A lack of technical skills or qualifications is the top barrier whether experiencing a significant, moderate or mild staff shortage.

Note: Top 3 barriers asked for this wave, rather than all barriers. Our analysis indicates this has not had a discernable impact of tracking.

Q7. What are the three top barriers for recruiting the skills your business needs? Previous phrasing (Q8) What are the top barriers for recruiting the skills your business needs?

Base: Total sample Mar'20 n=317, Mar'21 n=356, Jul'21 n=336, Dec'21 n=287, Excluding Jul'21 n=151, Dec'21 n=123 who at Q3 said no shortage), Jul'22 n= 482, Dec'22 n=520, Jul'23 n=297, Jul'24 n=204 (From July'22 those saying a decline in staff at Q1 were not asked the staffing related questions)

Lack of technical skills or qualifications is identified as the single largest recruitment barrier, surpassing lack of applicants this wave. The lack of applicants as the largest barrier continues to trend down.

- Overall, one-third (32%) of employers indicate the lack of various types of skills as their largest barrier.
- When all barriers related to cost related issues (can't afford going rate, business budget constraints and competition from other employers) are combined, 27% cite one of these issues as the most important recruiting barrier they face.

Largest Barrier for Recruiting Skills

	Mar'20	Mar'21	Jul'21	Dec'21	Jul'22	Jul'23	Jul'24
Lack of technical skills or qualifications	11%	19%	14%	17%	15%	16%	18%
Lack of applicants	11%	20%	20%	28%	22%	21%	13%
Can't afford the going rates for the staff we would like to hire	18%	16%	9%	12%	11%	17%	12%
Lack of people skills or qualifications	13%	12%	9%	10%	10%	9%	9%
Competition for skills from other employers	5%	5%	14%	10%	11%	8%	9%
Business budget constraints	18%	11%	8%	11%	8%	8%	6%
Language barriers (English as a second language)	-	-	-	-	-	-	4%
Lack of management and/or leadership skills	4%	2%	3%	6%	2%	3%	3%
Candidates unwilling to relocate	4%	7%	5%	3%	4%	3%	3%
Applicants do not have accessible housing to relocate	-	-	-	-	-	3%	3%
Government regulation for hiring workers from outside Canada	3%	2%	2%	8%	2%	3%	3%
High cost of training someone without some basic skills we need	-	-	-	-	4%	3%	2%
Candidates unwilling to forgo government income support programs	-	-	7%	5%	3%	2%	<1%

*Note: The highlighted figures are related to a lack of various types of skill

- Larger employers (200+) are more likely than others to cite lack of applicants (28% to 11%), while businesses of 50+ staff are more likely than others to cite competition from other businesses (22% to 5%).
- Among employers experiencing a significant staff shortage, lack of applicants (28%) is their largest barrier closely followed by lack of technical skills (25%).

Mentions of 1% or less are not shown in table. They include (Jul'24):

- Candidates cannot pass screening
- Applicants don't have adequate transportation
- Foreign credentials recognition
- Interprovincial credential recognition











Q8. Which of the barriers you selected is the largest barrier to recruiting the skills your business needs?

Base: Mar'20 n=280, Mar'21 n=343, Jul'21 n=325, Dec'21 n=277, Jul'22 n=451 (Excludes those who answered "No significant barriers", "Don't know/not sure" at Q7 Jul'21 n=9, Dec'21 n=10), Jul'23 n=276, Jul'24 n=201 (From July'22 those saying a decline in staff at Q1 were not asked the staffing related questions)

Consistent with the declines in the intensity of staffing shortages and lower expectations of the need for more workers in the next 6 and 12 months, there are also declines in what employers are willing to offer as incentives. Both in terms of raising wages or compensation and offering flexible work conditions, these incentives show declines compared with earlier waves.

- Significantly, offering skills training did not decline suggesting the continued importance of enhancing the skill sets of employees.

Types of Incentives Offered to Attract Talent

	Jul'24	Trended:					
		Jul'21	Dec'21	Jul'22	Dec'22	Jul'23	Jul'24
Raise wages or compensation	 47%	33%	46%	45%	53%	55%	47%
Offer skills training	 47%	44%	42%	50%	49%	48%	47%
Provide flexible hours or work arrangements	 47%	65%	60%	54%	57%	55%	47%
Expand benefits	 31%	24%	27%	30%	32%	38%	31%
Make jobs full time rather than contract or part time	 21%	-	-	22%	23%	30%	21%
Allow staff to work from home, all or partly	 18%	-	-	23%	27%	18%	18%
Covering relocation costs	 8%	-	-	13%	13%	11%	8%
None	 11%	18%	13%	-	-	5%	11%
Other	 3%	6%	9%	7%	4%	5%	3%
Don't know	 7%	-	-	4%	4%	8%	7%

- Those experiencing significant staffing shortages are more likely to report they offer raised wages or compensation (58%), offer skills training(56%), and provide flexible hours or work arrangements (64%).
- Employers already recruiting outside of Alberta are more likely than those that are not to offer raised wages or compensation (56% to 35%).
- Employers in a knowledge-based industry are more likely to offer allowing staff to work from home, all or partly (33%).

Q9. What incentives, if any, is your company offering or planning to offer to attract talent?

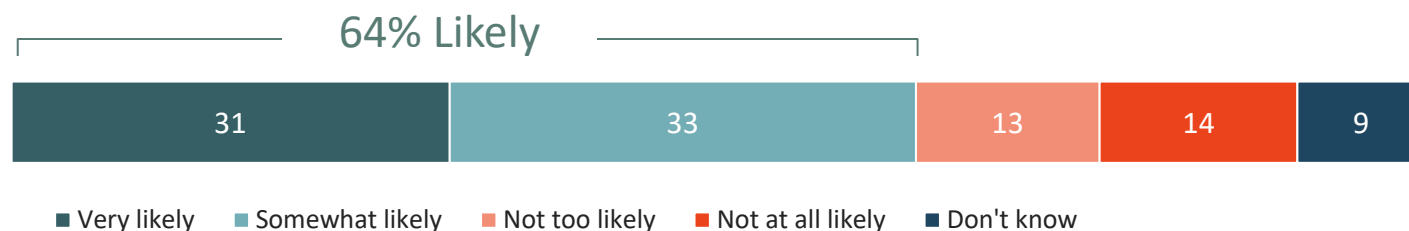
Base: Jul'21 n=187, Dec'21 n=151, Jul'22 n=371, Dec'22 n=414, Jul'23 n=251, Jul'24 n=145 (From July'22 those saying a decline in staff at Q1 were not asked the staffing related questions)

If seeking to hire a recent post-secondary graduate or graduating student, almost two-thirds (64%) of employers indicate they would make use of a tool that allowed them to specify their hiring needs and that would identify potential hires for their organization to review.

- Intensity is high with three-in-ten (31%) 'very' likely to use this tool.

Likelihood of using this tool:

A free online data base that allowed you to specify your hiring needs, such as: qualifications, skills, experience, that they live in your part of the province, contact details, etc. and would identify potential hires for your organization to review.



- Those experiencing significant staffing shortages are more likely to report they offer raised wages or compensation (58%), offer skills training (56%), and provide flexible hours or work arrangements (64%).
- Employers already recruiting outside of Alberta are more likely than those that are not to offer raised wages or compensation (56% to 35%).
- Employers in a knowledge-based industry are more likely to offer allowing staff to work from home, all or partly (33%).

Q10. How likely would you be to make use of the following tool, if you were seeking to hire a recent post-secondary graduate or graduating student?

Base: Jul'24 n=197

INSIGHT COMMUNITY

Half indicate they are already recruiting (39%) or are considering recruiting (12%) from outside the province. The proportion already recruiting has increased 11-points in the past two years.

- This wave, there was a decline in employers reporting they are considering the option.
- The proportion already recruiting outside of the province increases with company size. Among those with 50+ staff, 36% report recruiting or considering it compared with 11% among those not.
- Business in the primary sector are most likely to have recruited outside of the province (53%) followed by the knowledge sector (48%) and manufacturing (44%). The service sector is the least likely (25%).

Business is already / is considering recruiting from outside Alberta



- Half (53%) of businesses with a significant staff shortage are already recruiting outside of Alberta.

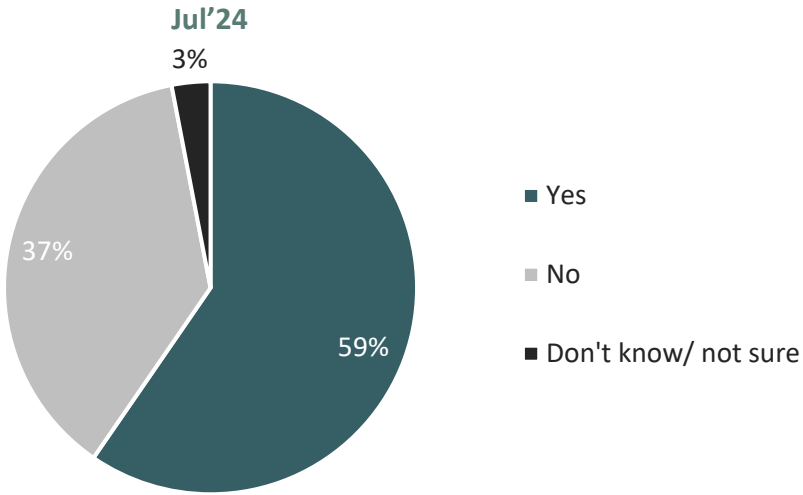
Trended	Jul'22	Jul'23	Jul'24
TOTAL YES	45%	53%	50%
Yes, we are already recruiting from outside Alberta	28%	34%	39%
Yes, we are considering the option	17%	19%	12%
No	50%	45%	43%
Don't know/not sure	5%	1%	7%

Q1. Has your business considered trying to recruit from outside Alberta?

Base: Total sample Jul'22 n=482, Jul'23 n=205, Jul'24 n=153

The majority (59%) of those recruiting from outside of the province continue to report they have been successful.

Success in recruiting from outside Alberta

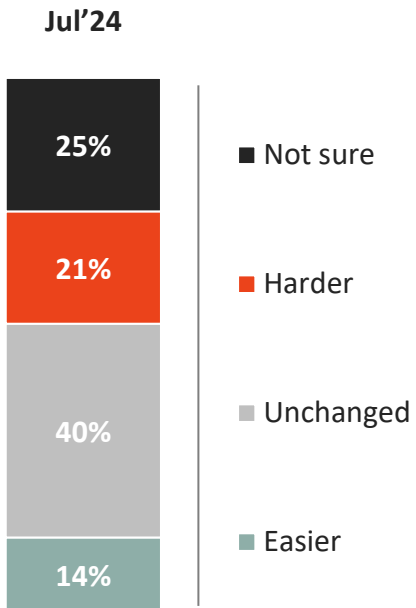


Trended	Jul'23	Jul'24
Yes	60%	59%
No	33%	37%
Don't know/ not sure	7%	3%

Q2. Have you been successful in recruiting out of province?
Base: Already recruiting from outside Alberta (Jul'23 n=70, Jul'24 n=59)

One-in-five (21%) employers already recruiting outside of Alberta - or considering it – believe that it has become harder in the last year to recruit outside of the province and 14% say easier. A plurality (40%) say it is unchanged.

Easier or Harder to Recruit from Outside the Province in the last year?



Factors cited as contributing to making it easier

Note: small base size (n=11)

- Cost of living in Alberta
- Alberta is more business-friendly
- People want to relocate to Alberta
- The Alberta economy is strong
- Alberta is open to business
- Housing is more affordable
- The provincial government’s Alberta is Calling campaign to attract skilled workers to Alberta
- Housing is more available
- Higher wages/salaries
- Improved interprovincial credential recognition

Q3. In the past year do you believe it has become easier or harder to recruit from outside the province?

Base: Already recruiting or considering recruiting from outside Alberta (Jul'24 n=77)

Q4. What factors do you believe have contributed to making it easier to recruit from outside of Alberta?











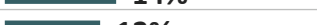
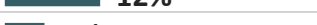



Base: Easier to recruit from outside Alberta Jul'24 n=11 caution, small base size

Lack of applicants (39%) remains a top barrier for those already recruiting outside Alberta. However, candidates unwilling to relocate (39%) is now on par. Competition from other employers (34%) and applicants not having accessible housing to relocate (32%) are also up.

- Of note, a new barrier ‘budget constraints’ - combined from two previous related items - did not lead to an increase in identification of this area as a major barrier. Instead, there has been a significant drop in this issue as a recruitment barrier. It appears that while competition with other employers for outside talent has increased, budget related constraints are no longer a major issue.

Perceived Barriers to Hiring from Outside Alberta

Trended:

	Jul'24	Jul'22	Jul'23	Jul'24
Candidates unwilling to relocate	 39%	26%	24%	39%
Lack of applicants	 39%	33%	40%	39%
Competition for skills from other employers	 34%	25%	24%	34%
Applicants do not have accessible housing to relocate	 32%	26%	23%	32%
Canada’s immigration polices do not align with labour market demands	 24%	-	-	24%
Business budget constraints/Can’t afford the going rates for the staff we would like to hire	 20%	n/a	n/a	20%
Business budget constraints		11%	29%	n/a
Can’t afford the going rates for the staff we would like to hire		19%	30%	n/a
Government regulation for hiring workers from outside Canada	 19%	29%	29%	19%
Language barriers	 15%	14%	24%	15%
Foreign credentials recognition	 15%	13%	13%	15%
Applicants don’t have adequate transportation	 14%	15%	17%	14%
Interprovincial credential recognition	 12%	5%	9%	12%
Candidates cannot pass screening	 5%	6%	6%	5%
Applicants cannot access adequate childcare	 2%	8%	13%	2%
Other	 10%	3%	1%	10%
There are no significant barriers	 8%	11%	4%	8%
Don't know/not sure	0%	16%	-	-

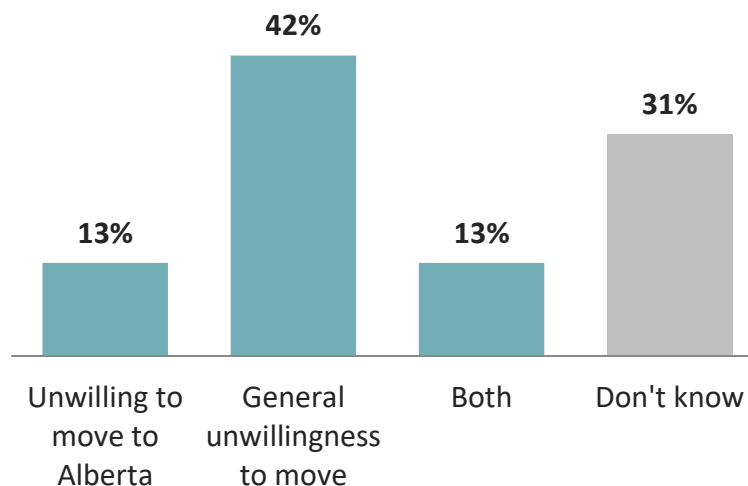
Q5. What do you believe are the major barriers to recruiting from outside of Alberta?

Base: Already recruiting from outside Alberta Jul'22 n=80, Jul'23 n=70, Jul'24 n=59

Among those unwilling to relocate to Alberta, the reason is more likely to be a general unwillingness to move (42%) than an unwillingness to move to Alberta (13%).

39% say “unwilling to relocate” is a barrier to hiring from outside Alberta

Is it an unwillingness to move to Alberta or a general unwillingness to move?












Q6. Where potential hires from outside the province appear unwilling to relocate, do you think this is an unwillingness to move to Alberta or a general unwillingness to move?

Base: “Unwilling to relocate” mentioned as a barrier to recruiting from outside Alberta (Jul’24 n=45)

Offering skills training and/or credential recognition has become the most frequently cited incentive employers offer to attract out-of-province talent. Presumably, based on the success employers are having at attracting talent, is a key contributing factor (together with compensation and flexible hours).

- Expanding benefits is also becoming a more important incentive offered.
- Covering relocation costs or allowing staff to work from home, after a bump up in 2023, have returned to 2022 levels.

Incentives offered to attract workers from Outside Alberta

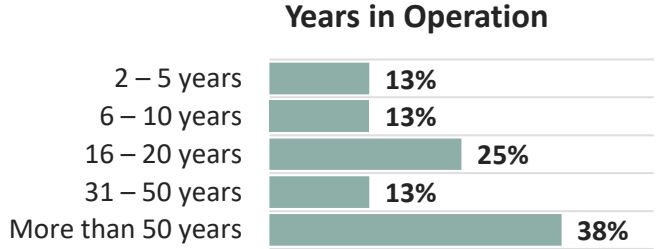
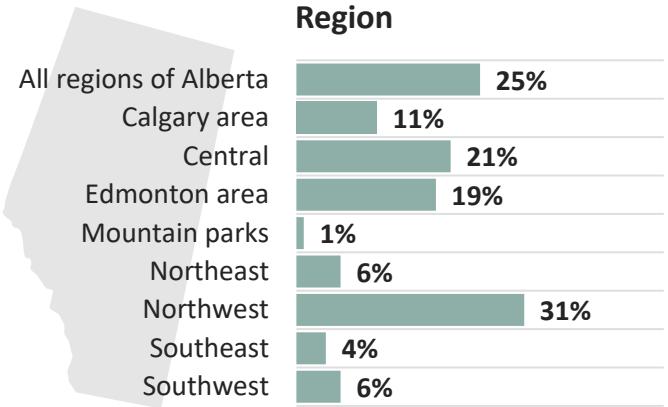
	Jul'24	Trended:		
		Jul'22	Jul'23	Jul'24
Offer skills training and/or credential recognition	 54%	36%	43%	54%
Raise wages or compensation	 46%	21%	40%	46%
Provide flexible hours or work arrangements	 42%	40%	43%	42%
Make jobs full time rather than contract or part time	 32%	14%	34%	32%
Expand benefits	 32%	16%	23%	32%
Covering relocation costs	 20%	21%	34%	20%
Allow staff to work from home	 17%	14%	29%	17%
Other	0%	5%	9%	0%
None	 12%	19%	16%	12%
Don't know/not sure	 5%	18%	3%	5%

Q8. What incentives, if any, has your company offered or would your organization offer to attract out-of-province talent?

Base: Already recruiting from outside Alberta Jul'22 n=80, Jul'23 n=70, Jul'24 n=59

RESPONDENT PROFILE - FIRMOGRAPHICS

Respondent Profile – Firmographics

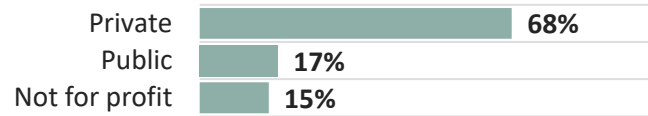


8%	NET - PRIMARY
5%	Oil and gas
2%	Agriculture
<1%	Forestry
<1%	Mining
16%	NET – MANUFACTURING
8%	Construction
4%	Transportation
3%	Manufacturing
1%	Remediation
45%	NET - SERVICE
18%	Other services (except public administration)
12%	Retail trade
3%	Food services
3%	Accommodation
2%	Commercial real estate
2%	Recreation
1%	Administrative and support
1%	Private real estate
1%	Rental and leasing
1%	Wholesale trade
<1%	Insurance
<1%	Utilities

31%	NET - KNOWLEDGE
8%	Professional, scientific, and technical services
5%	Educational services
4%	Finance
3%	Social assistance
3%	Health care
3%	Public administration
2%	Arts
2%	Information and cultural industries
2%	Management of companies and enterprises
<1%	Entertainment

Respondent Profile – Firmographics

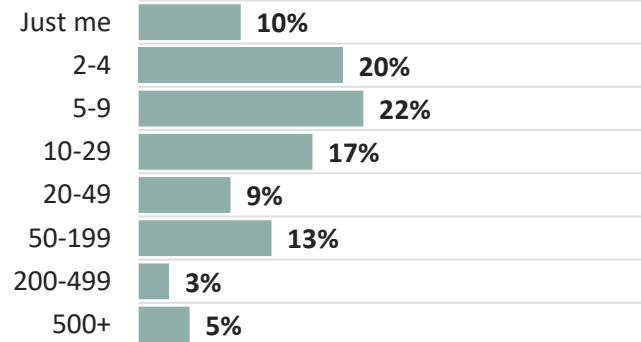
Sector



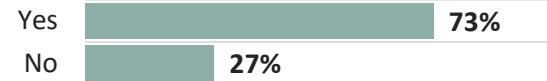
Tourism Industry



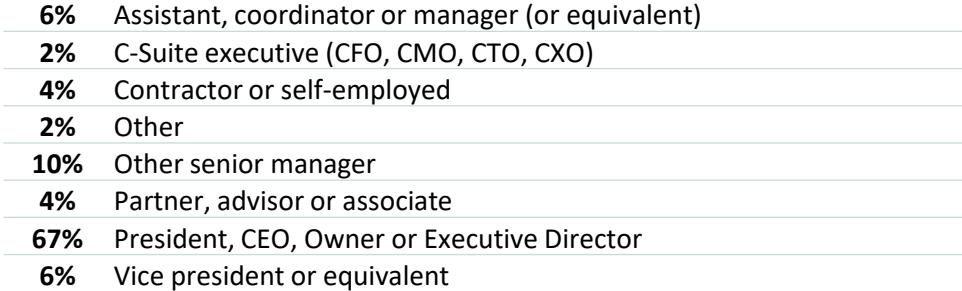
Number of employees in Alberta



Owner/Partner



Job Title



Gender

