

Global Talent Barometer

2024 Canada Report and Key Findings



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Introduction: The Global Talent Barometer

When you hire someone for a role – are you filling a job, or placing talent? This is a question I encourage every HR leader to ask, because today's workers are looking for somewhere to place their talent and develop their skills, not simply receive a paycheck. As talent shortages continue to grow and tech accelerates, the ability to unleash potential and build talent mobility is key to business growth.

Understanding what people want from work is key to attracting and retaining the workforce you need to be successful. That's why I am so pleased that our new **Global Talent Barometer offers workers the opportunity to share how they are feeling about the world of work today and in the future.** It also offers employers the ability to understand employee needs and identify best practices to stand out in a competitive global talent market.

Having spent two decades in the consumer goods industry understanding how trends and behaviors impact demand, I can say for certain that the line between “me as consumer” and “me as employee” has blurred. **People expect work to offer them more. More balance. More development. More options. More flexibility. More humanity.** It is now up to us to listen and to act, and this data helps us do just that. Thank you for joining us as we shape the future of work.



Becky Frankiewicz

Chief Commercial Officer and President,
North America, ManpowerGroup



Insights from Darlene Minatel

In an ongoing talent shortage, it's important to equip yourself with all available tools to attract—and keep—talented individuals. One of these tools is the Manpower Employment Outlook Survey, which records employers' hiring intentions for each quarter of the year.

But we felt another tool was needed. Hence, the launch of The **Global Talent Barometer**. This comprehensive report provides detailed insights into what workers are thinking and feeling, with results segmented by country, industry, age demographics, skills, and more. This report **focuses on Canada**, but you'll find global comparisons as well.

We focused on **three main question groups** regarding confidence, well-being and job satisfaction. Of the three variables studied, confidence had the highest overall score in Canada, with **77%** reporting above-average confidence in

four benchmarked values. However, there was wide variation within these benchmarks. For example, **92%** of respondents said they were confident that they had the **right skills and experience to perform their jobs**, but only 61% are confident that they have opportunities for movement or promotion within the organization. This is a clear indication that there's work to do in this area.

Read on for more fascinating insights to help you shape your talent management efforts next year!

Darlene Minatel

Country Manager
Canada, ManpowerGroup





Key Findings



Global Talent Barometer Key Findings in Canada

ManpowerGroup surveyed more than **500 workers** across **Canada** to better understand what workers want and how they feel.

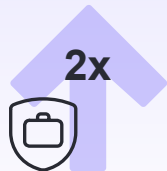


Well-Being



80% believe their work has **meaning and purpose**.

45% of workers say they **experience stress** at work every day.



Workers with **less daily stress** are **2x** as likely to **stay** in their current roles.



Job Satisfaction

34% of all workers say they are **likely to change jobs** in the next 6 months.



52% of **young workers** (ages 18-27) are **considering changing jobs** in the next 6 months.



39% of **remote workers** are **likely to change jobs** despite higher well-being and work-life balance.



Confidence

62% of workers say they **have not** received any **skills training** in the past six months.



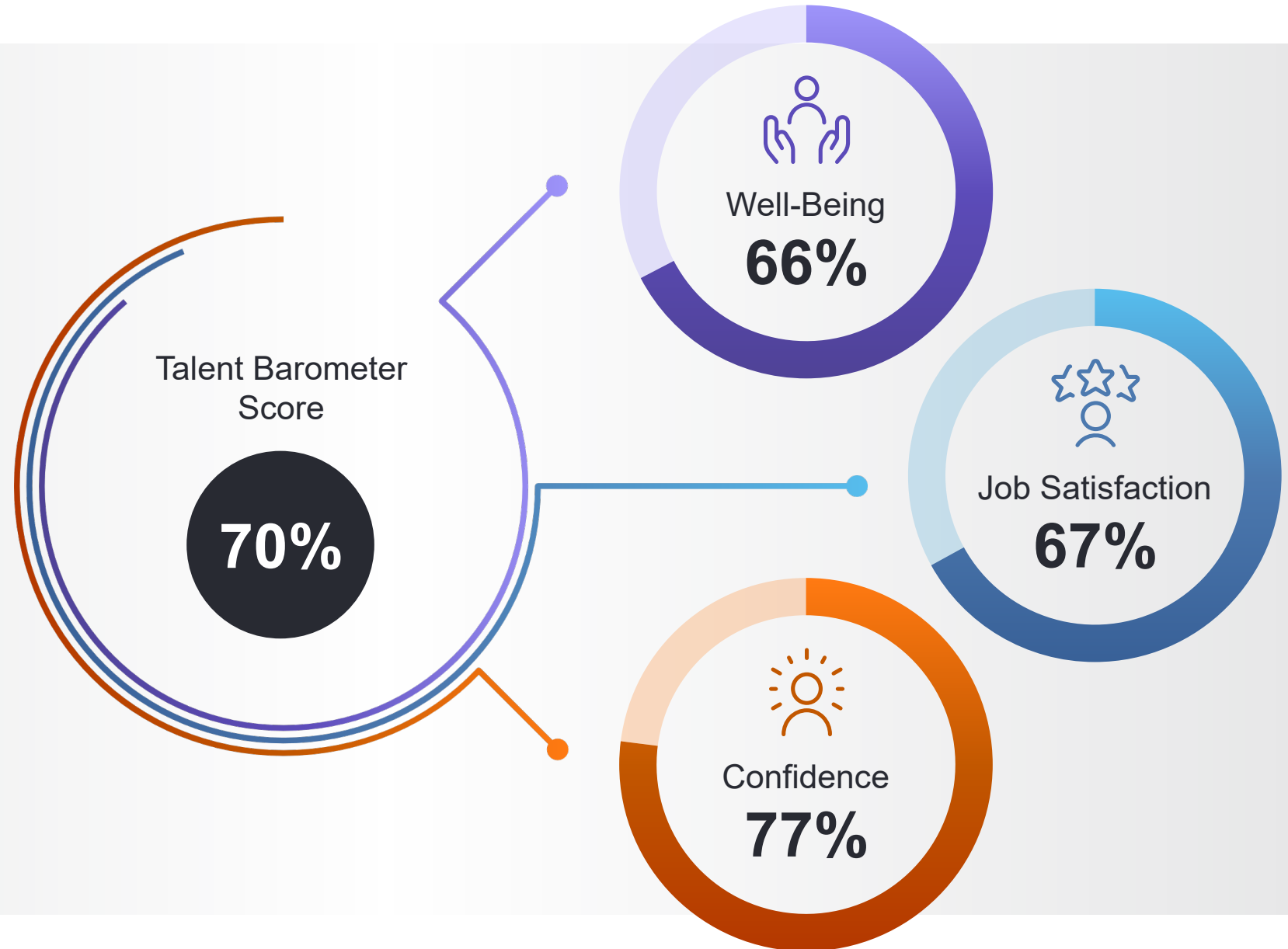
Only **47%** say they **have a mentor or coach** for their current role.

32% say they **don't have** enough **opportunities** to be able to **achieve their career goals** at their current employer.

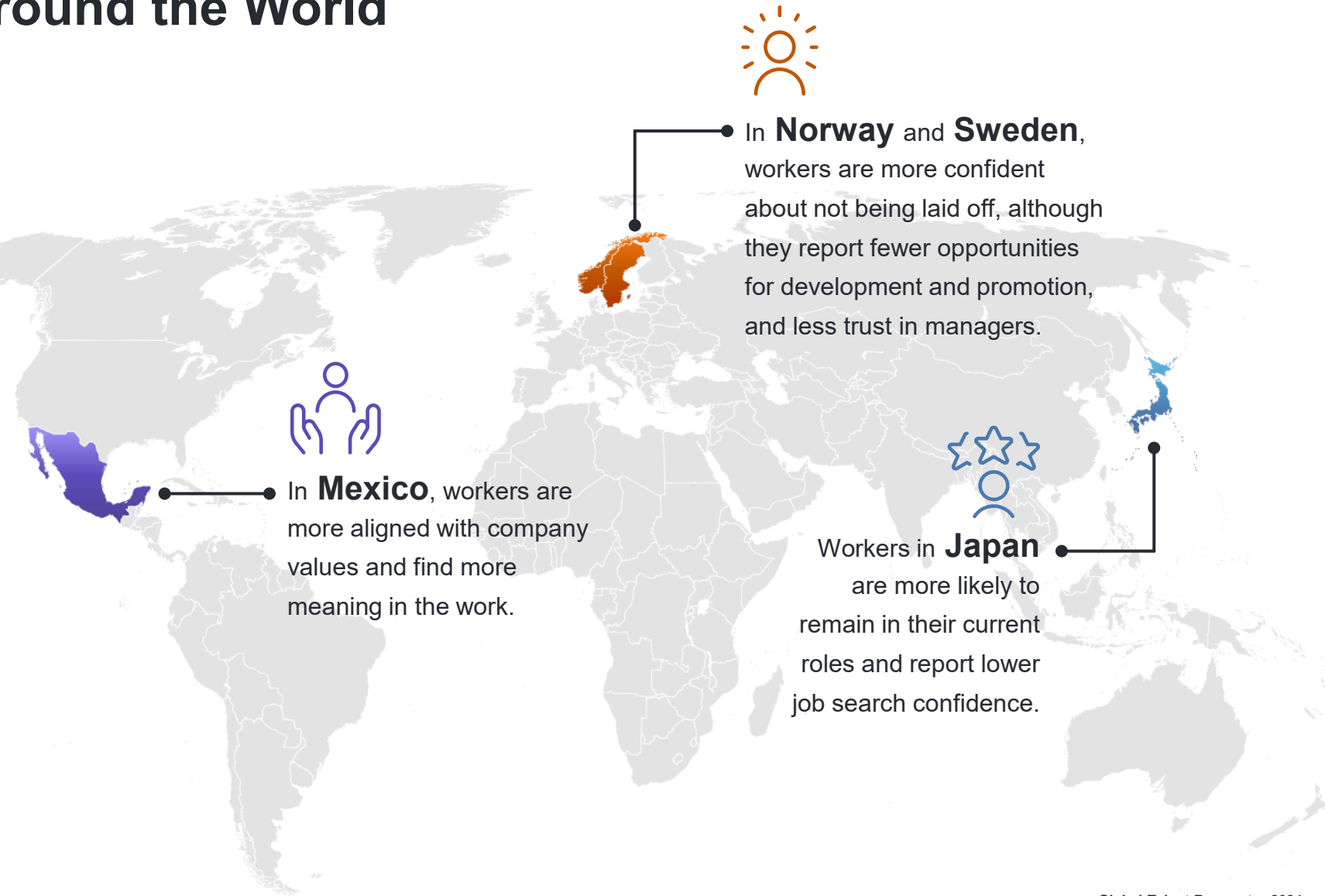
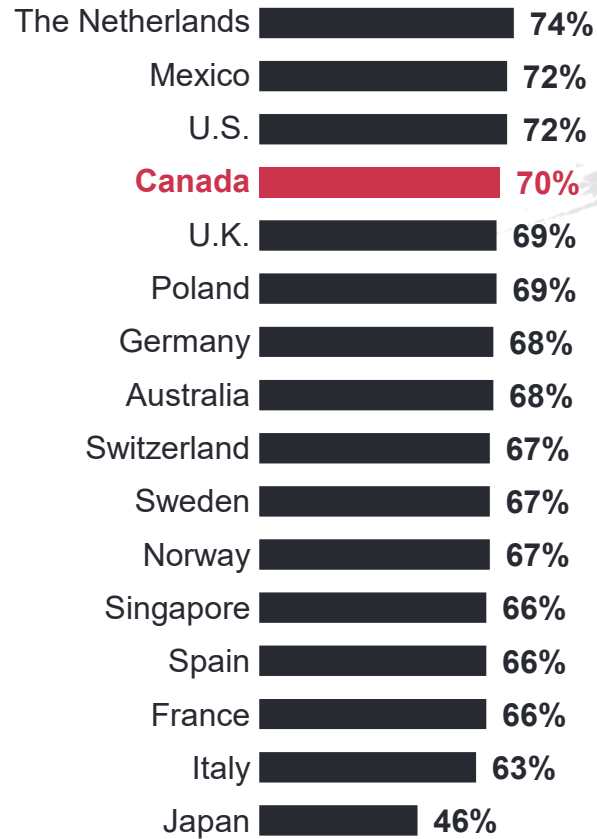


The Global Talent Barometer in Canada

A robust new tool to measure the **well-being**, **job satisfaction**, and **confidence** of the global workforce. The Global Talent Barometer examines twelve unique benchmarks of worker satisfaction to measure the employee view of today's world of work.



Worker Sentiment Around the World



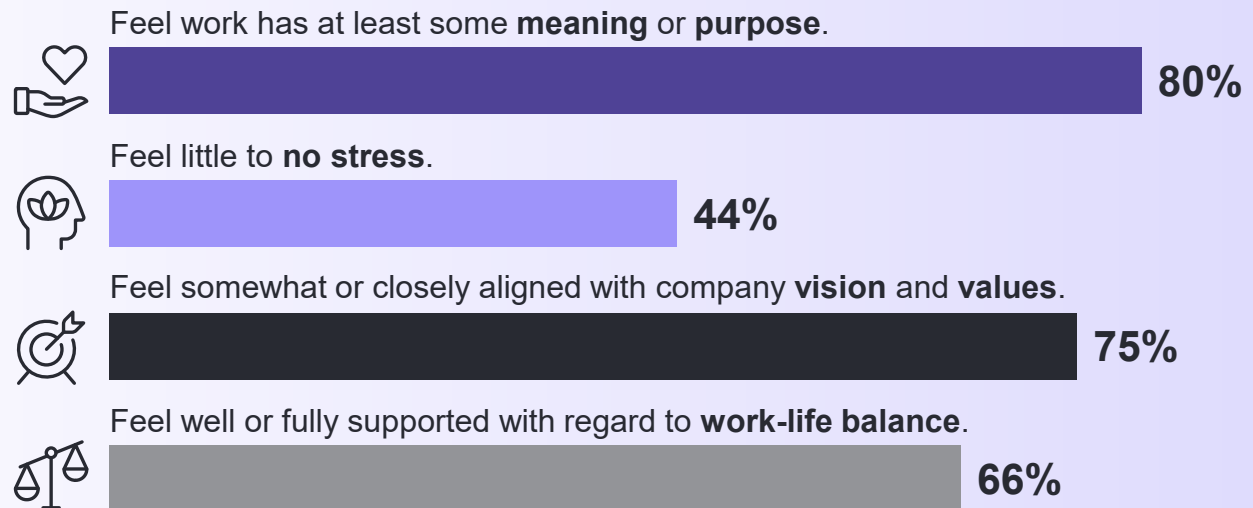
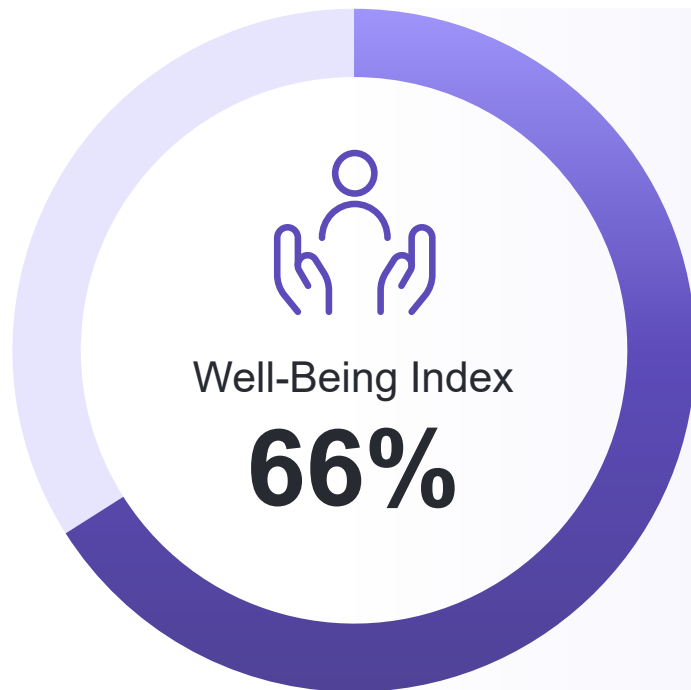


Well-Being



Key Findings

The Well-Being Index is based on four distinct benchmarks: meaning and purpose, minimal daily stress, values alignment, and work-life balance.

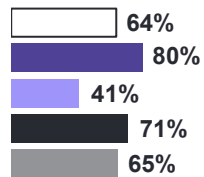


The Well-Being Index an average of the above percentages. Learn more about the [Methodology](#).

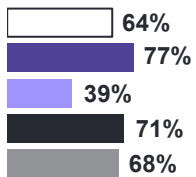
Country-Level Perspectives

Examine how well-being varies from nation to nation and its driving factors.

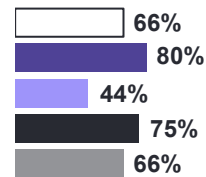
Global Average



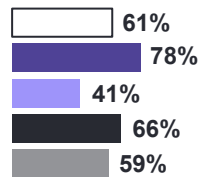
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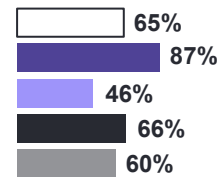
Canada



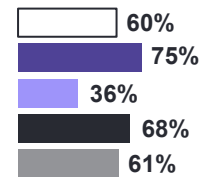
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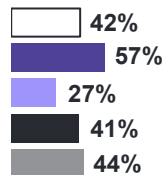
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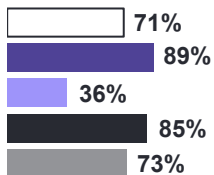
Italy



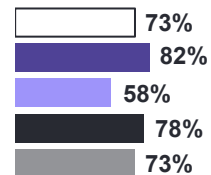
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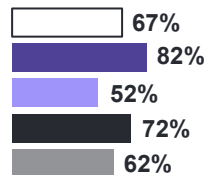
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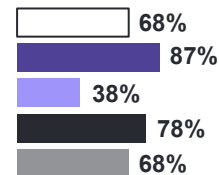
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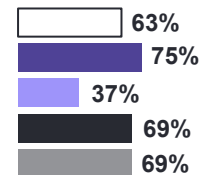
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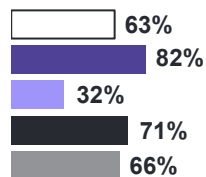
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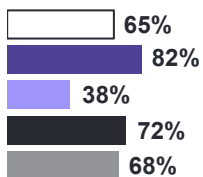
Singapore



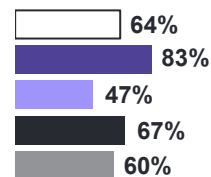
Spain



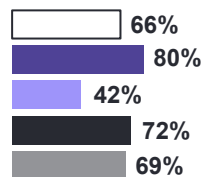
Sweden



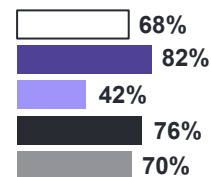
Switzerland



U.K.



U.S.



The Netherlands reported the **best** overall workforce **well-being**.



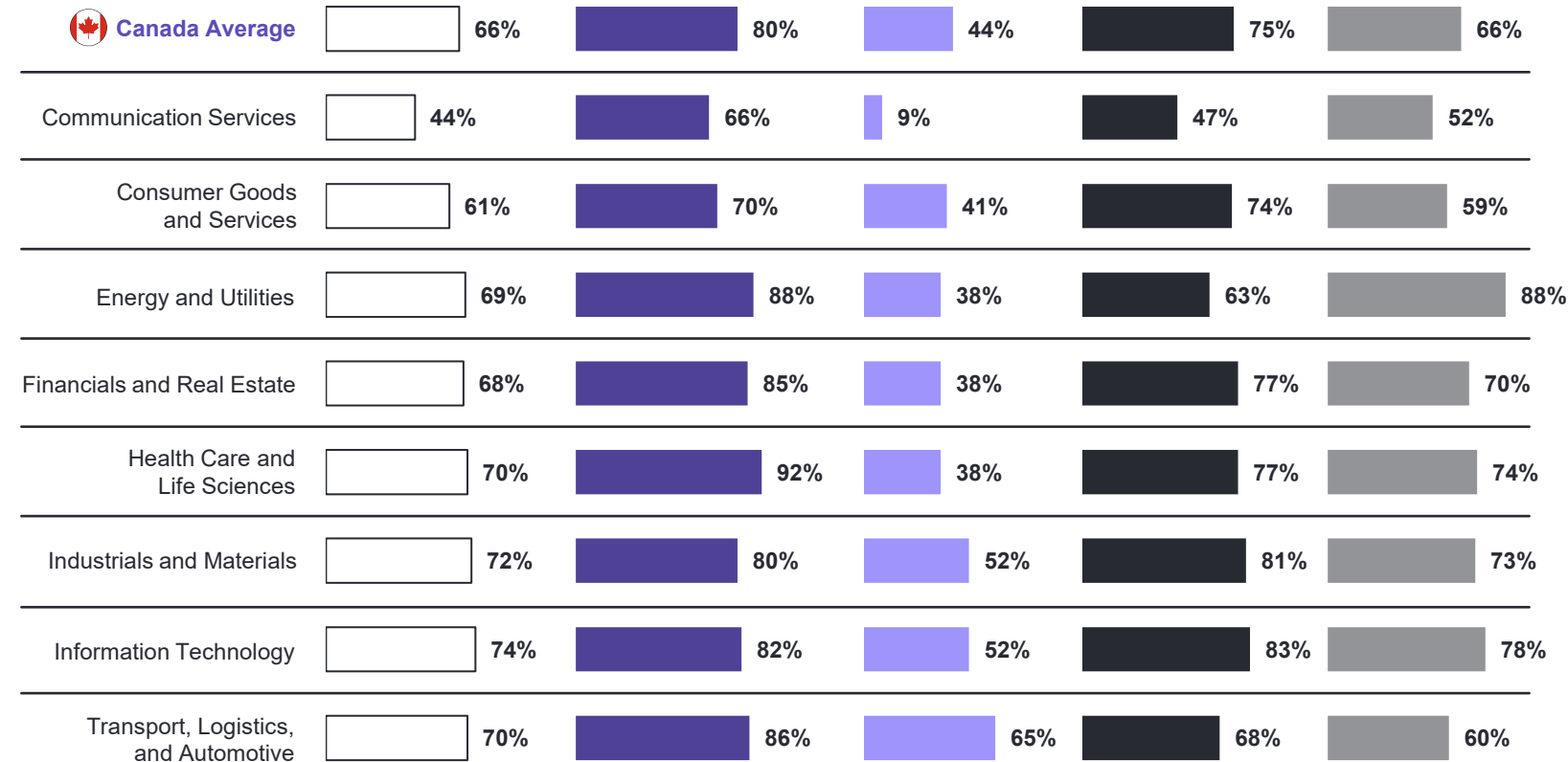
Canada ranked 2 points above the **Global Well-Being Index** at **66%**.



Japan was an outlier, but this is consistent with historical survey trends and the true sentiment is **likely closer** to the **global average**.

Industry Insights

Explore how well-being differs across key industry verticals.



Well-Being Index
 Meaning and Purpose
 Minimal Daily Stress
 Values Alignment
 Work-Life Balance



Communication Services workers report the highest **daily stress** levels, and the lowest **work-life balance**.



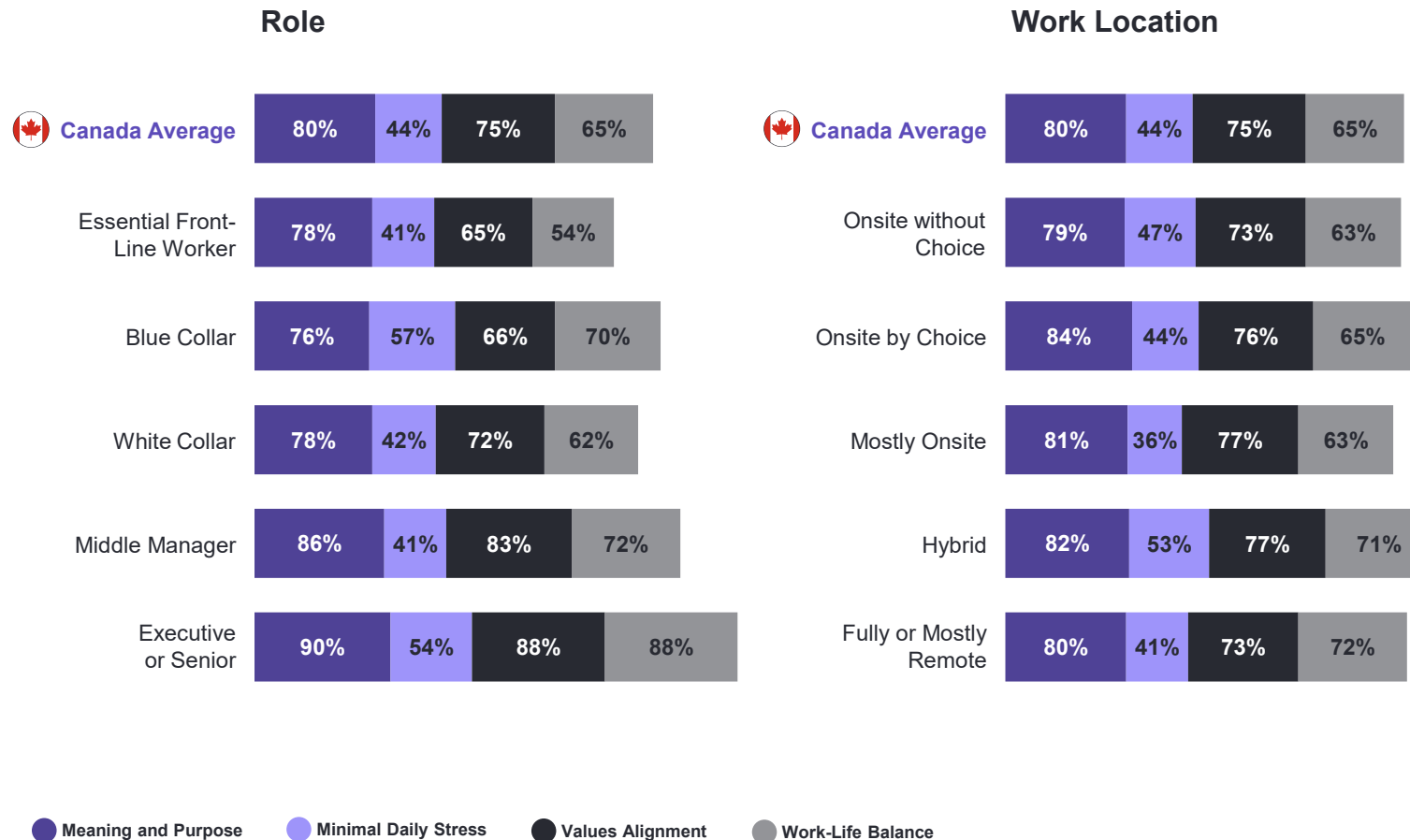
Healthcare and Life Sciences employees find the **most meaning** in their work.



IT workers say they are the **most aligned** with their **employer's values**.

Role and Location Dynamics

Uncover the connection between job roles, work locations and overall well-being.



Fully or mostly **remote** and **hybrid** workers report the highest levels of **work-life balance** by location.



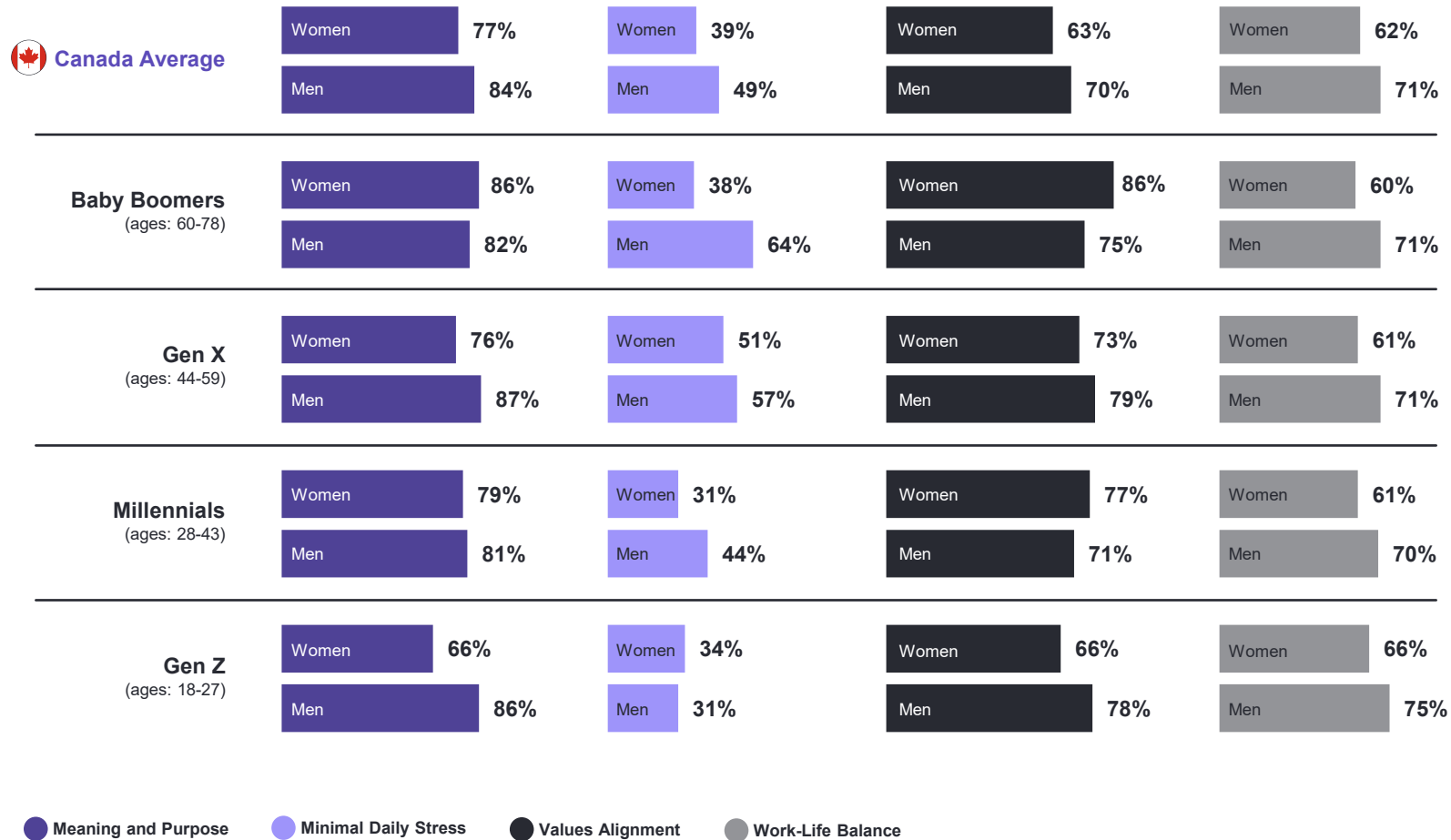
Workers who report feeling the highest levels of **daily stress** are **middle managers**.



Executive and Senior workers reported the **highest satisfaction** with values alignment and work-life balance.

The Intersection of Age and Gender

Examine well-being differences and similarities by age group and gender.



58% of **Gen Z** men reported feeling **moderate** to **high stress** on a daily basis, the highest of those surveyed.



Only 60% of **Baby Boomer women** feel supported in work-life balance and personal well-being, the lowest of those surveyed.



87% of **Gen X** men report feeling that their work is **purposeful**, the highest of those surveyed.



Job Satisfaction



Key Findings

The **Job Satisfaction Index** is based on four distinct **benchmarks**: current job satisfaction, job security, job-search confidence, and manager trust.

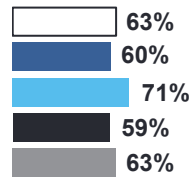


The Job Satisfaction Index an average of the above percentages. . Learn more about the [Methodology](#).

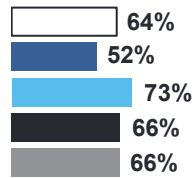
Country-Level Perspectives

Explore how job satisfaction differs across countries.

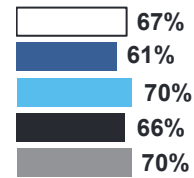
Global Average



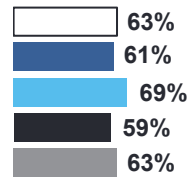
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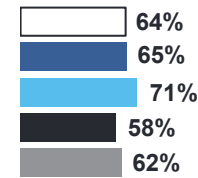
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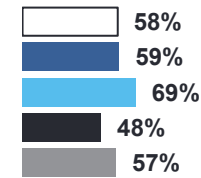
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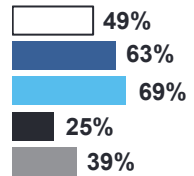
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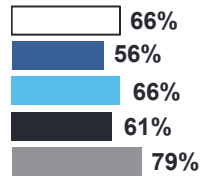
Italy



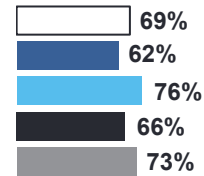
Japan



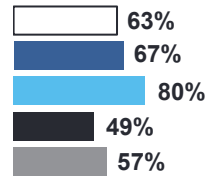
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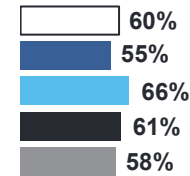
The Netherlands



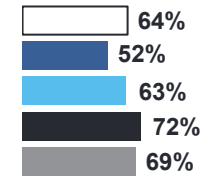
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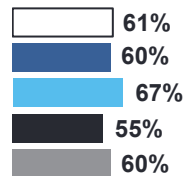
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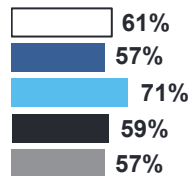
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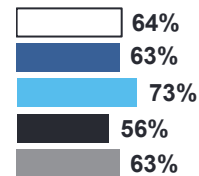
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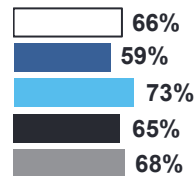
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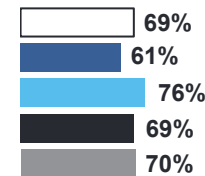
Switzerland



U.K.



U.S.



○ Job Satisfaction Index

● Current Job Satisfaction

● Current Job Security

● Job-Search Confidence

● Trustworthy Manager



More than one-third of the global workforce plans to **leave their current job** in the next six months.



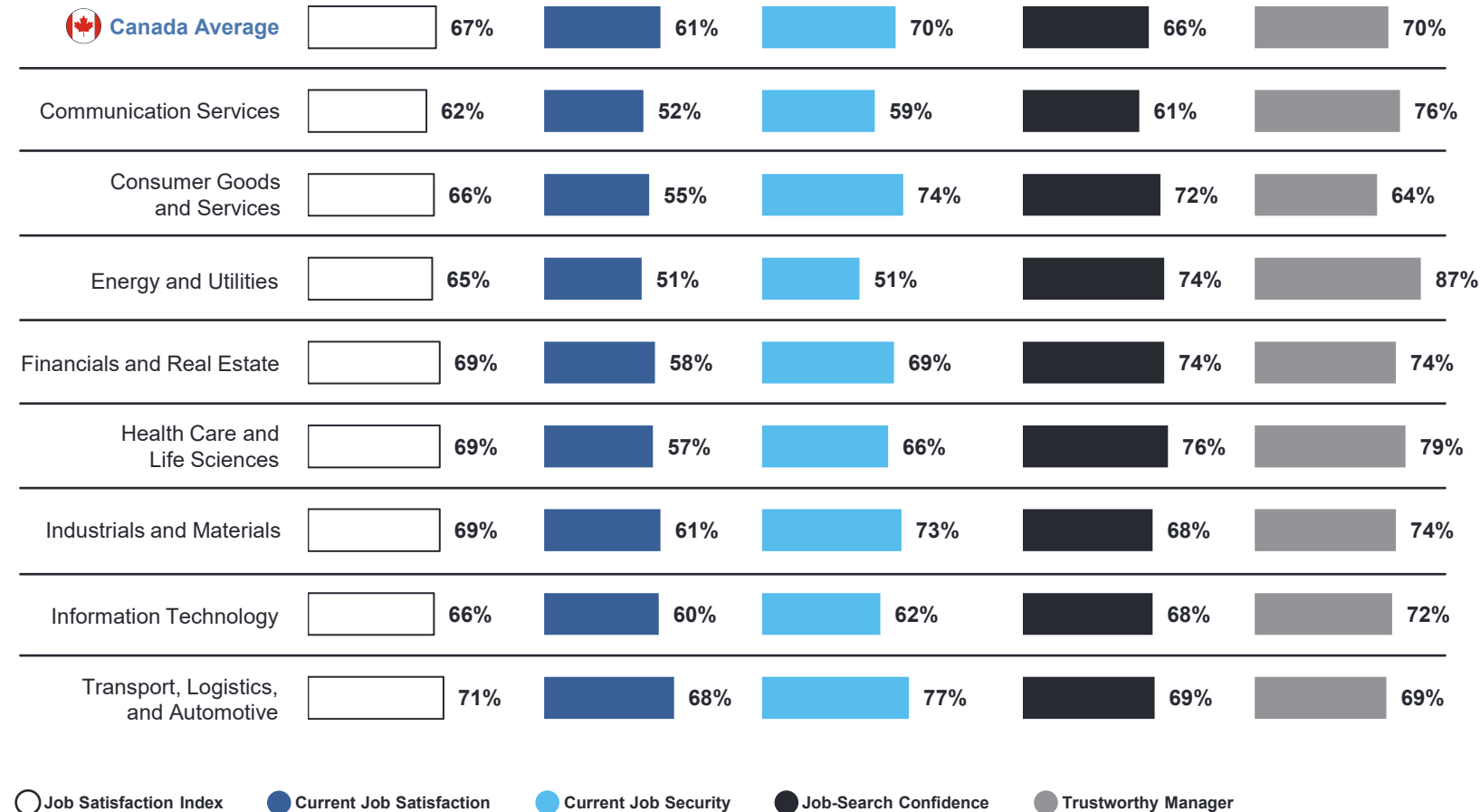
One in four workers globally **anticipate job termination** in the next six months.



Workers in **Singapore** are the **most likely to change jobs** in the next six months. However, they are also the **most confident** their current skills can help them **find a new role**.

Industry Insights

Examine sector-specific trends in worker job satisfaction.



Energy and Utilities workers are the most concerned about their **current job security** in the next six months.



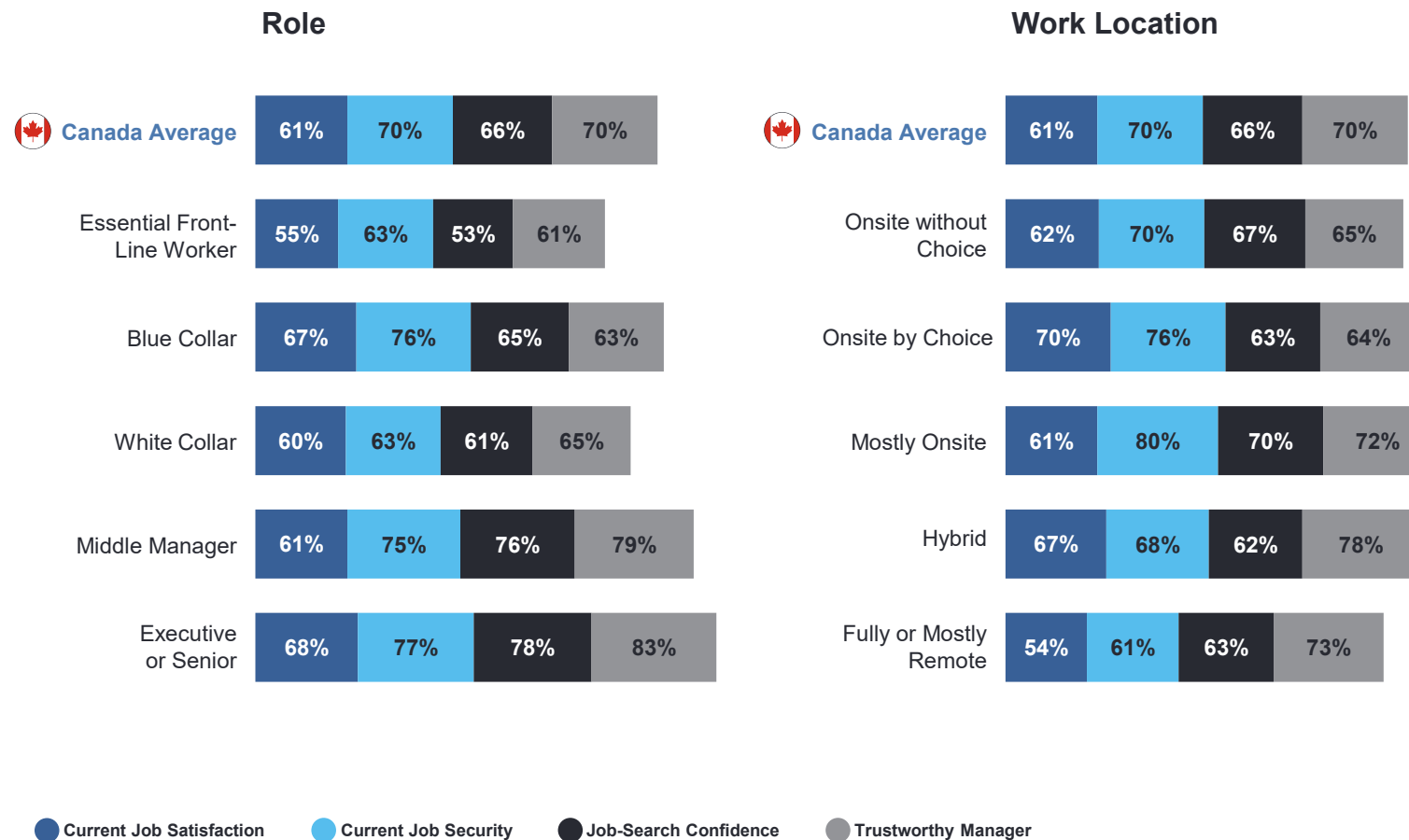
Consumer Goods and Services workers have the **least manager trust**, while Energy and Utilities report the highest.



Only half of **Energy and Utilities** workers expect to **stay in their current role** in the next six months.

Role and Location Dynamics

Examine how job roles and working locations shape employee satisfaction.



Both **essential front-line** workers and **hybrid workers** report the **lowest job-search confidence** scores.



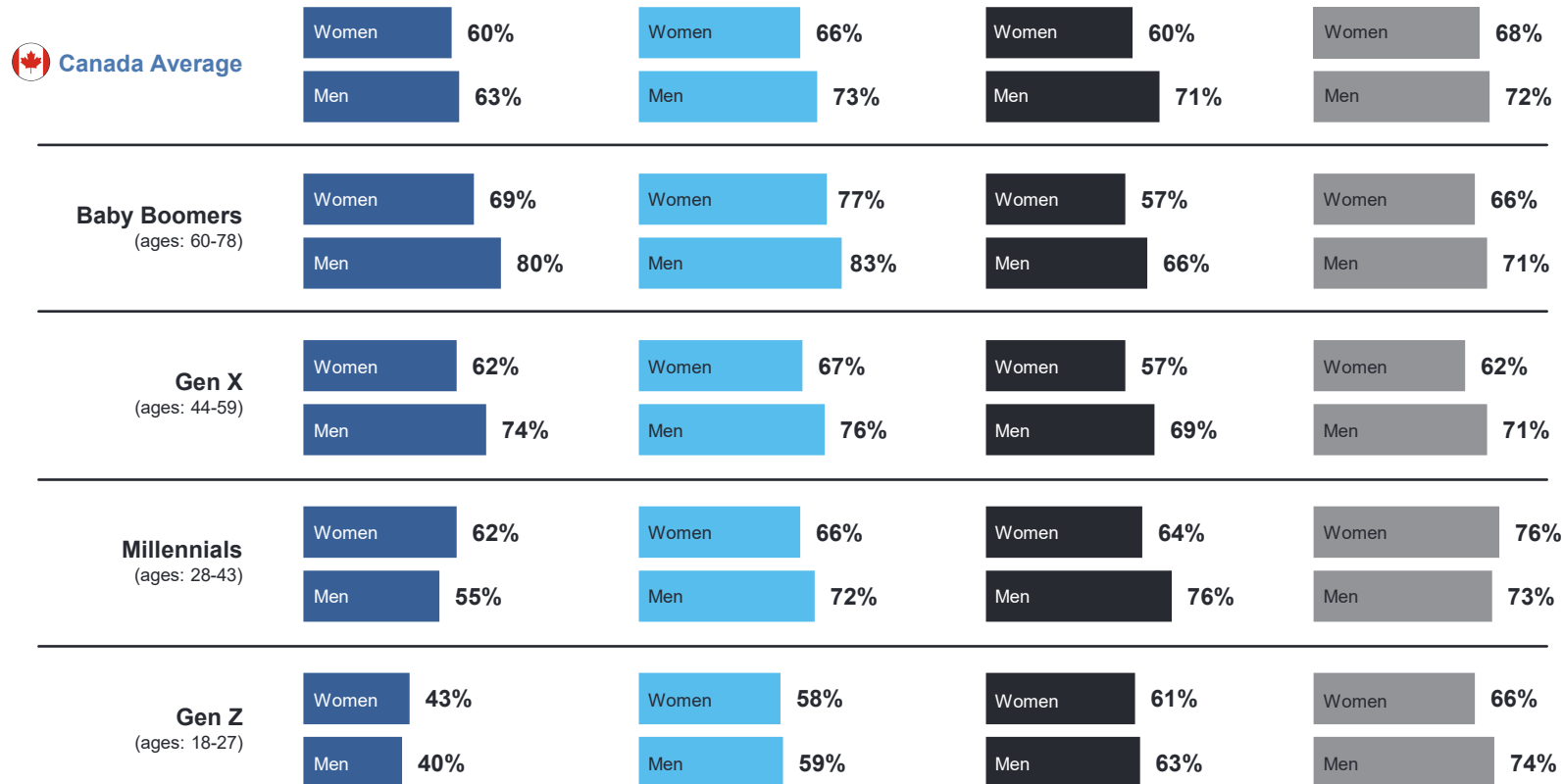
Trust is lower among essential frontline workers.



Hybrid workers are the **most likely** to say they **trust their manager**.

The Intersection of Age and Gender

Explore how different age groups and genders experience job satisfaction.



Current Job Satisfaction Current Job Security Job-Search Confidence Trustworthy Manager



Women report **lower** feelings of overall **Job Satisfaction**.



Gen Z men have the highest likelihood of **voluntarily leaving** their organization (+19% vs. the Canada average).



Gen X women report the **lowest** levels of overall **manager trust**.

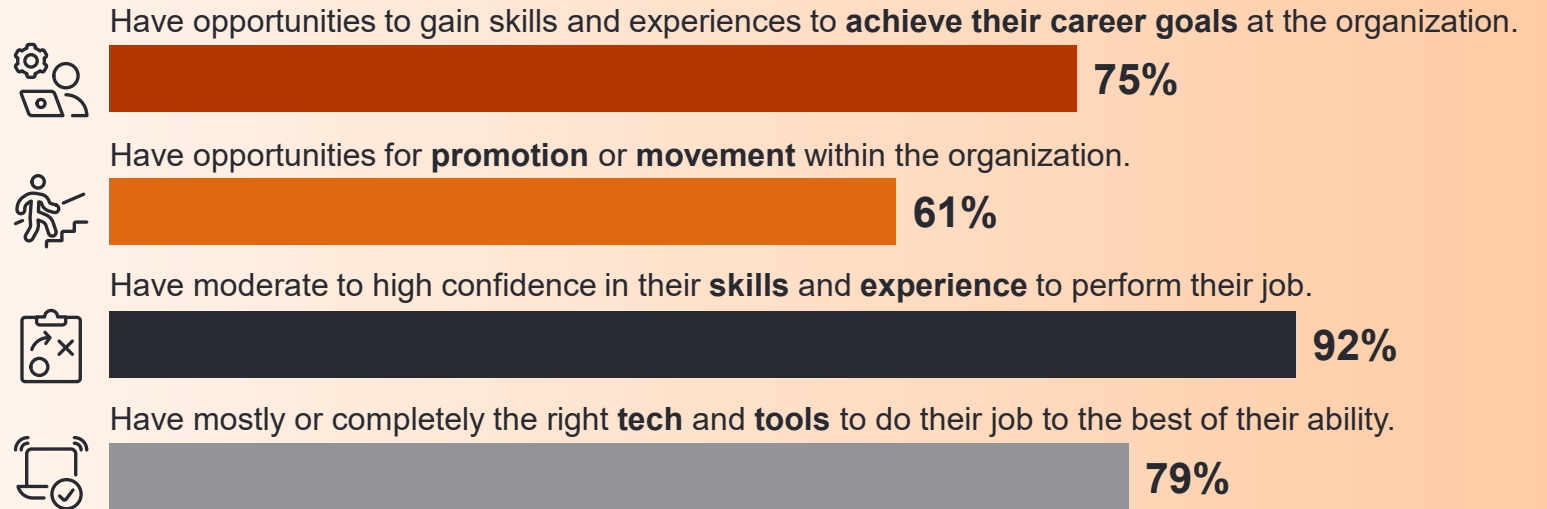


Confidence



Key Findings

The Confidence Index is based on four distinct benchmarks: career development, career opportunities, experience and skills, and tech and tools.

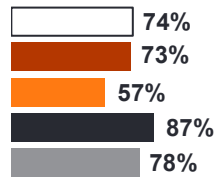


The Confidence Index is the an average of the above percentages. [Learn more about the Methodology.](#)

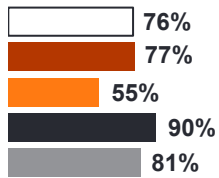
Country-Level Perspectives

Examine how worker confidence is experienced around the globe.

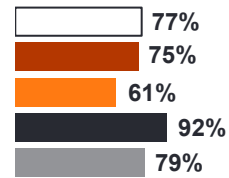
Global Average



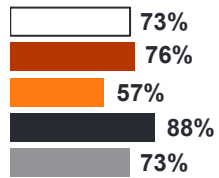
Australia



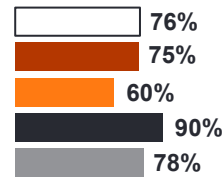
Canada



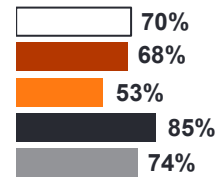
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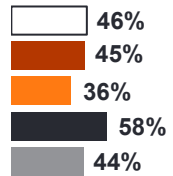
Germany



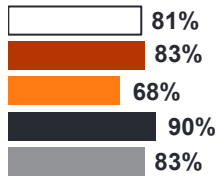
Italy



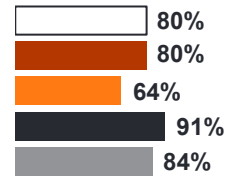
Japan



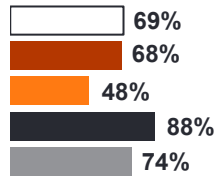
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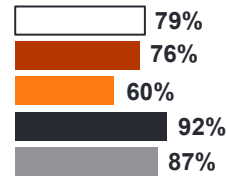
The Netherlands



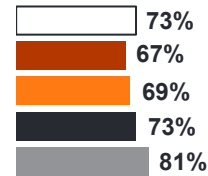
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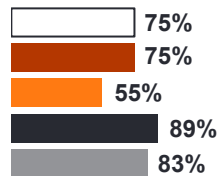
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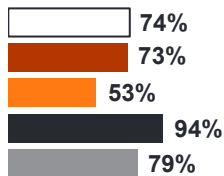
Singapore



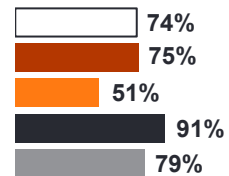
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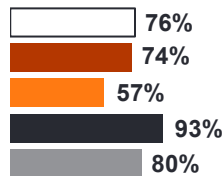
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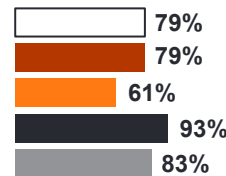
Switzerland



U.K.



U.S.



○ Confidence Index

● Career Development

● Career Opportunities

● Experience and Skills

● Tech and Tools



Most of the **global workforce is confident** in their individual skills and opportunities for career development.



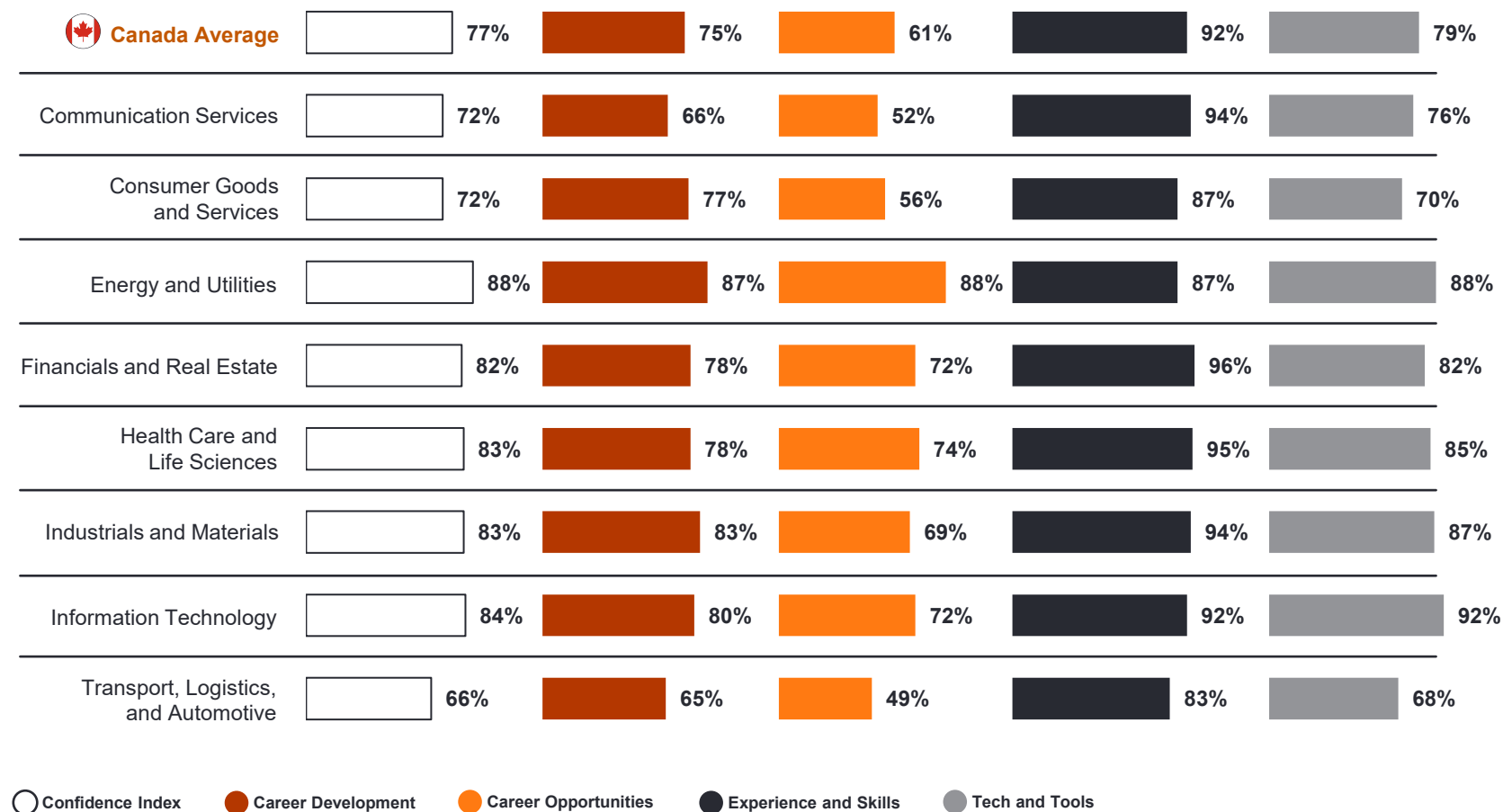
Globally, 34% of workers feel their current **employer lacks** sufficient **career opportunities** for their goals.



Workers in **Mexico** were the **most confident** overall. Confidence was lower in Italy and Japan.

Industry Insights

Understand how sector-specific factors influence worker confidence.



Energy and Utilities workers reported the **highest** overall **confidence**.



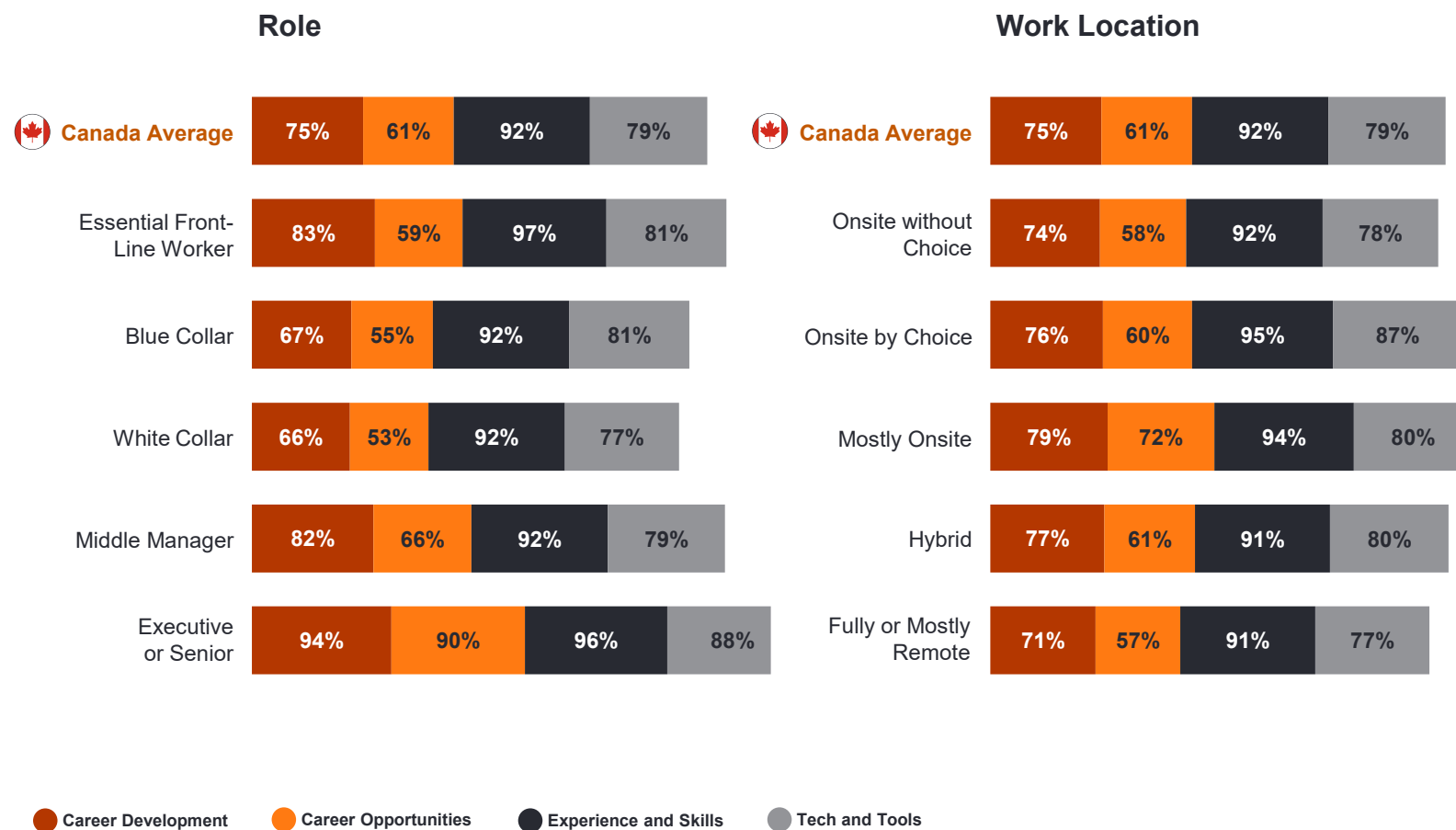
Transport, Logistics and Automotive workers reported the **lowest** industry **confidence**.



Transport, Logistics and Automotive workers were the **least confident** in **current skills** to perform their existing role.

Role and Location Dynamics

Analyze how different roles and work settings influence employee confidence.



38% of **white-collar** workers believe their **employer does not offer** adequate opportunities to **learn new skills**.



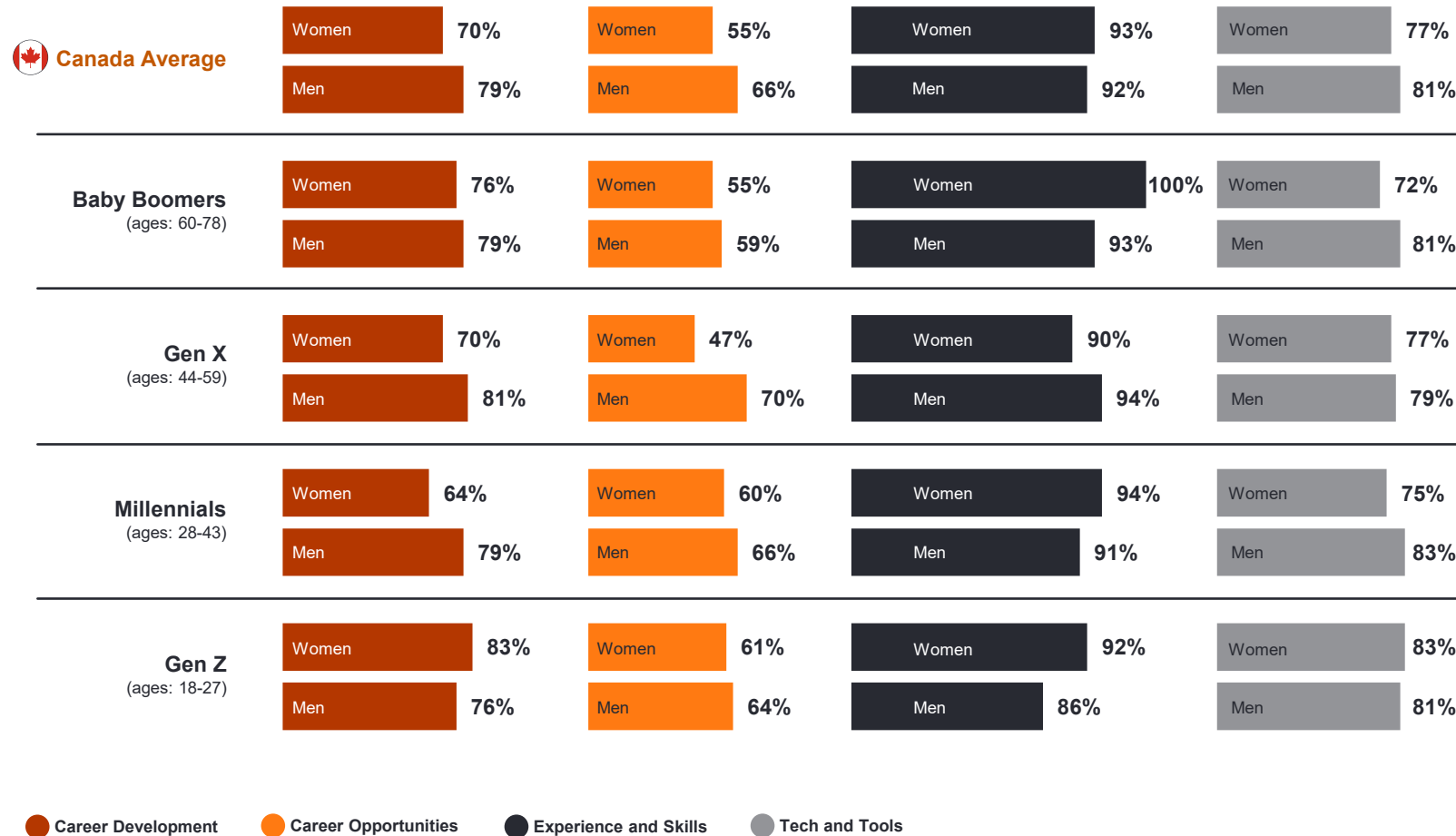
Fully or mostly remote workers are **least confident** about career **opportunities** with their current employer.



Overall, the workforce is **highly satisfied** with their own **experience and skills**.

The Intersection of Age and Gender

Explore how worker confidence varies across different age groups and genders.



38% of **Gen X women** feel they **lack opportunities** to reach their **career goals** at their current organization.



Gen Z workers were the **most satisfied** with the **technology and tools** to do their job.



Gen X men were the **most confident** about career development opportunities.



Conclusion





Opportunities for Employers

Foundations for Success



Meaning and Purpose

Most employees (**80%**) say their work offers meaning and purpose.



Confidence

Most workers (**92%**) are confident they have the right skills to perform their current role.



Management

Most employees (**70%**) say their managers are aligned with their best interests, but it is worth noting more than 1 in 4 (**23%**) disagree.



Technology

A majority say (**79%**) they have the right technology tools to perform their current roles.

Opportunities for Improvement



Managing Stress

45% of workers say they experience moderate to high stress at work every day.



Retention

More than one-third (**34%**) of workers plan to leave their current job in the next six months.



Training

The World Economic Forum estimates **60%** of the workforce needs additional training, but only **41%** of respondents had received training in the past six months.



Mentoring

Only **47%** of workers said they worked with a mentor in the past six months.

About the Survey

The ManpowerGroup Global Talent Barometer measures worker confidence, job satisfaction, and well-being around the world. The Talent Barometer leverages independent survey best-practices and statistically significant samples to create a powerful tool to better understand what workers want globally. The research aims to improve the future of work through deeper understanding of key drivers of workforce sentiment today.

Countries Surveyed:

Australia, Canada, France, Germany, Italy, Japan, Mexico, The Netherlands, Norway, Poland, Singapore, Spain, Sweden, Switzerland, U.K., and U.S.

Forward-Looking Statements:

This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, economic uncertainty, and the use and impact of AI. Actual events or results may differ materially from those contained in the forward-looking statements, due to risk, uncertainties and assumptions. These factors include those found in the Company's reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2023, whose information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.

Survey Methodology:

Survey responses were collected from 12,062 workers across 16 countries from April 15 to May 10, 2024. All the data is weighted to match the worker population in each country by gender, age and region, and all countries are weighted to be equal.

Well-Being

- **Minimal Daily Stress:** Percentage of workers who rate their stress levels as 'little' to 'no stress' using a 10-point scale.
- **Meaning and Purpose:** Percentage of workers who rate their work as being either 'somewhat' or 'very meaningful' using a 10-point scale.
- **Values Alignment:** Percentage of workers who rate their alignment with their employer's values as "somewhat" or "closely aligned" using a 10-point scale.
- **Work-life Balance:** Percentage of workers who rate their company's support for work-life balance and personal well-being as "well" or "completely supported" using a 10-point scale.
- **Well-Being Index:** The Well-Being Index is an average of the above percentages.

Job Satisfaction

- **Current Job Satisfaction:** Percentage of workers who agree they are "very unlikely" or "unlikely" to change jobs on their own initiative, using a 10-point scale.
- **Current Job Security:** Percentage of workers who agree they are "very unlikely" or "unlikely" to be forced to leave their current job, using a 10-point scale.
- **Job-Search Confidence:** Percentage of workers who agree they're "very confident" or "confident" they could find another job that meets their needs, using a 10-point scale.
- **Trustworthy Manager:** Percentage of workers who agree they "trust very much" or "somewhat trust" that their manager has their best interests at heart concerning their career development, based on a 10-point scale.
- **Job Satisfaction Index:** The Job Satisfaction Index is an average of the above percentages.

Confidence

- **Experience and Skills:** Percentage of workers who agree they are "very confident" or "confident" they have the skills and experience to perform their current job, using a 10-point scale.
- **Career Development:** Percentage of workers who agree they "very much so" or "do" have enough opportunities to gain the skills and experience they need to achieve their career goals at their current organization, using a 10-point scale.
- **Career Opportunities:** Percentage of workers who agree they "very much so" or "do" have enough opportunities for promotion or movement within their organization to achieve their career goals, using a 10-point scale.
- **Tech and Tools:** Percentage of workers who agree they "very much so" or "do" feel they have the right technology and tools available to do their job to the best of their ability, based on a 10-point scale.
- **Confidence Index:** The Confidence Index is an average of the above percentages.

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