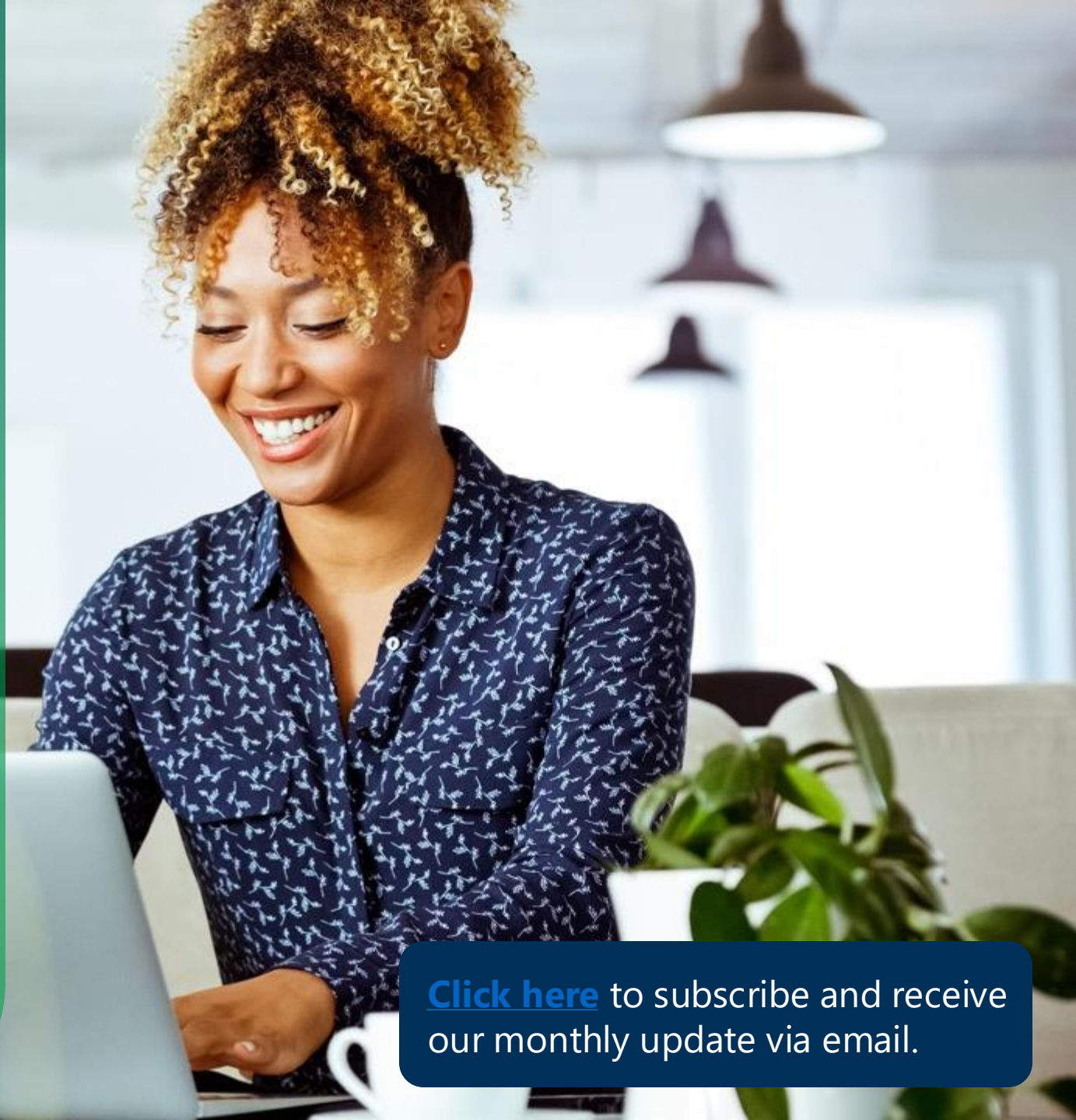




February 2025

Employment Landscape Overview

Broadleaf's monthly overview
of the employment landscape,
staffing updates, and
industry trends



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our monthly update via email.



Overview

61.1%

Employment did not change

The employment rate held steady at 61.1%.

6.6%

Unemployment did not change

The unemployment rate was unchanged at 6.6%.

1.7%

Employment increases were led by wholesale and retail trade

Employment increased in wholesale and retail trade (+51,000; +1.7%) as well as finance, insurance, real estate, rental and leasing (+16,000; +1.1%).

3.8%

Average hourly wages increased

Average hourly wages among employees were up 3.8%.

0.8%

Employment decreased in Nova Scotia

Employment fell in Nova Scotia (-4,300; -0.8%) and was little changed in all other provinces in February.



Overview

Snowstorms lead to lost work hours in February

- Total actual hours worked fell 1.3% in February—the largest monthly decline since April 2022. On a year-over-year basis, total actual hours worked were up 0.5% in February 2025.
- Notable winter storms buried parts of Central and Eastern Canada in snow throughout the LFS reference week of February 9 to February 15. In total, 429,000 employees lost work hours due to the weather for part of the week (not seasonally adjusted). This was more than four times higher than the average number of employees who lost work hours due to weather in February over the previous five years (96,000).

More people willing to move to another province for a suitable job in February 2025

- 30.3% of Canadians aged 18-64 in the labour force were willing to move to another province for a suitable job in February 2025, up 3.5 percentage points from February 2022.
- Men (32.9%) were more likely than women (27.4%) to be willing to move for a job.
- Willingness to move was highest in Manitoba (35.7%), Saskatchewan (35.5%), and Newfoundland and Labrador (34.2%), and lowest in Quebec (25.5%) and New Brunswick (25.7%).
- Workers in natural and applied sciences were most willing to move (35.6%), while those in management, education/law/social services, and health occupations were least willing.
- Personal or family considerations (73.2%) were the primary reasons for not wanting to move, with financial reasons (5.3%) and high housing costs (2.2%) being less common factors.
- Lack of credential recognition was rarely cited (0.5%) as a main reason for not moving.

Core-aged women more likely to work part-time and multiple jobs

- Employment Rate: The employment rate for core-aged (25-54 years) women was 80.5% in February 2025, slightly above the pre-pandemic average.
- Work Patterns: Women were more likely to work part-time (15.7%) and hold multiple jobs (7.6%) compared to men (6.1% part-time, 5.2% multiple jobs).
- Wage Gap: Core-aged women earned \$36.04 per hour on average, which is 12.1% less than men (\$41.02), though the gender wage gap has narrowed since 1998.



Industry Trends – Top Four Factors Employees Consider When Looking for a New Job

Key Insights from Employee Preferences:

- 51% of employees are exploring job opportunities, with many actively seeking new roles.
- Employee satisfaction is at an all-time low, contributing to the “Great Detachment,” where workers feel increasingly disconnected from their employers.

Top Employee Priorities in 2025

1. Work-Life Balance & Wellbeing (59%)
 - Offer flexibility, wellness programs, supportive environment
2. Competitive Pay & Benefits (54%)
 - Provide comprehensive package beyond salary
3. Job Stability & Security (54%)
 - Emphasize long-term outlook and growth opportunities
4. Alignment with Skills & Passion (48%)
 - Highlight projects matching strengths and interests



How Employers Can Leverage These Insights to Secure Top Talent

Competitive Compensation: While pay is vital, it should be part of a broader offering, including benefits, growth opportunities, and work-life balance.

Flexible Work Arrangements: Consider offering remote work, flexible hours, or hybrid schedules to cater to employees’ growing desire for balance.

Security and Career Growth: Especially in uncertain times, clearly communicate how your company is positioned for long-term stability and emphasize opportunities for advancement and professional development.

Job Fit: Use detailed job descriptions and interviews to showcase how the role will allow candidates to utilize their unique strengths and passions, increasing long-term satisfaction.

[Gallup](#)