

New Survey: As Labour Demand Grows — What Benefits are Employers Offering?

Express Experts: In Tight Labor Market, Employees Seek Flexibility

TORONTO, July 11, 2018 – Flexible work hours. Ability to work from home. More paid vacation time. Even health insurance for employee’s pets. Paid training. Profit-sharing.

Bradley Jenkins, an Express Employment Professionals franchise owner in Cambridge, Ontario, reports businesses are rolling out new and expanded benefits as the competition for workers grows fiercer.

According to Jenkins, employees value benefits more than ever before, with flexibility being the most requested and important.

“In today’s tight labour market, competitive wages are no longer enough to attract quality employees,” said Jenkins. “Workers increasingly value flexibility, including modified work schedules and the ability to work from home. More paid time off and profit-sharing are also being provided more frequently by employers.”

“Smart employers will take the time to figure out what benefits their employees want,” Jenkins adds. “In return, employers will find they have a much easier time attracting and retaining skilled employees.”

In Edmonton, Alberta, the economy is still recovering after the recession and the labour market is not as tight, but Express franchise owner Jessica Culo says benefits are becoming increasingly important and sought out by prospective employees there too.

“Extra paid time off is definitely something that candidates are requesting more frequently, and employers are providing,” said Culo. “Flexibility is also important, with many candidates requesting modified work schedules.”

Culo reports that several businesses are offering new benefits not commonly provided in the past.

“Built-in cafeterias providing lunch daily at no-cost or reduced-cost are a huge hit with employees,” Culo observed. “In the downtown core, free parking is also something workers want, and employers are providing more readily.”

Express recently put the question to business leaders, “What benefits, not including health, does your company offer employees?”

Responses included the following;

- Casual dress code – 16 per cent
- Access to training/certification classes – 14 per cent
- Flexible work schedule – 9.5 per cent
- College tuition reimbursement – 8 per cent
- Professional organization memberships – 8 per cent
- Community service/volunteer opportunities – 7 per cent
- Profit sharing/stock options – 7 per cent
- Opportunities to work from home/remotely – 6 per cent
- Cafeteria programs – 6 per cent
- Company gym/membership discount at a local gym – 5.5 per cent
- Generous/unlimited vacation time – 4 per cent
- Opportunities to travel – 4 per cent
- Child care – 0.5 per cent



“It’s a job seeker’s economy, and that means employers have greater incentive to provide additional benefits, especially if they are already offering competitive wages,” said Bill Stoller, CEO of Express. “Flexibility seems to be the priority for today’s employees, and benefits that help provide that flexibility—from days off and remote work to child care or continued learning—are likely to be well-received.”

The survey of business leaders was conducted via Express Employment Professionals' [Refresh Leadership blog](#). Fielded in April, the tally from the survey included 739 votes.

If you would like to arrange for an interview to discuss this topic, please contact Ana Curic at (613) 858-2622 or email ana@mapleleafstrategies.com.

About Bill Stoller

William H. "Bill" Stoller is chairman and chief executive officer of Express Employment Professionals. Headquartered in Oklahoma City, the international staffing company has more than 800 franchises in the U.S., Canada and South Africa. Since its inception, Express has put more than 6 million people to work worldwide.

About Express Employment Professionals

Express Employment Professionals puts people to work. It generated \$3.4 billion in sales and employed a record 540,000 people in 2017. Its long-term goal is to put a million people to work annually. For more information, visit ExpressPros.com.