

JobSeeker

CANADA REPORT

Spring 2026 Edition

**Job Market
Trends and Tips
to Fuel Your
Career**

Express[®]
EMPLOYMENT PROFESSIONALS

AI Is Reshaping the Job Market

AI has transformed how people search for jobs, learn new skills, and navigate the workplace. As employers adopt AI tools at a rapid pace, job seekers must understand how to use AI to their advantage while strengthening their uniquely human abilities that AI cannot replace. Learn **three critical ways** AI affects today's job search and how you can stay competitive.

Using AI to Your Advantage in Today's Job Market

Job seekers see AI influencing hiring trends, workplace expectations, and job security. While some fear reduced opportunities, others recognize AI's potential to improve processes and open new pathways.

53%

of employed job seekers say their company uses AI in the workplace.

78%

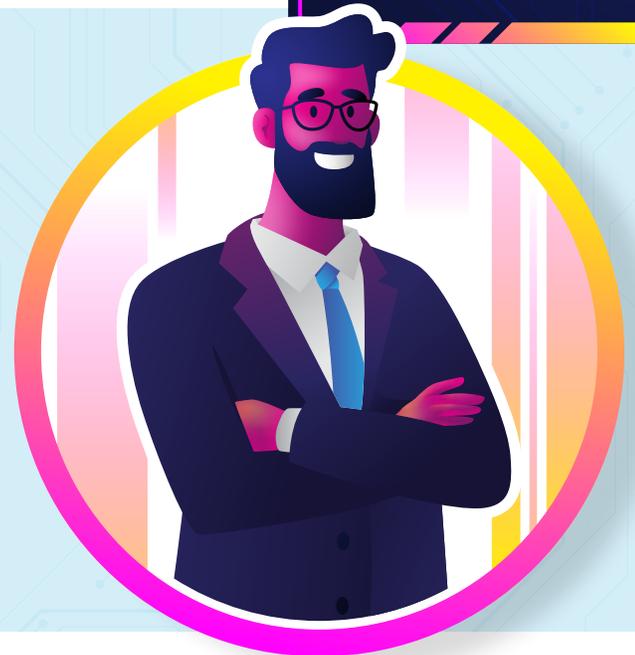
fear companies won't need to hire as much because of AI.

75%

of employed job seekers whose company uses AI worry that by doing so it could reduce their company's workforce.

41%

feel AI is more efficient for completing entry-level tasks than hiring/training candidates



AI for Your Job Search: The Ultimate Guide to Outshining the Competition

AI can now be used as your personal career sidekick, ready to coach you through resumes, applications, and even those nerve-wracking interviews. It's like having a confidence boost and stressbuster rolled into one smart assistant. Just remember to give everything a quick once-over to make sure it's spot-on before you hit send!

[Learn More](#)

Express Blog
ExpressPros.blog

AI can support your job search, but it doesn't replace personalized guidance. Express values connecting with an employment specialist who offers insight and real-world expertise.

Job seekers must understand AI tools not only to stay competitive, but to stay visible in a changing labour market. As AI becomes more prevalent, job seekers aren't waiting for employers to guide them—they're self-motivated to build new skills.

Accelerating Upskilling and Learning Through AI

AI is a driving factor for job seekers to seek additional training or learn professional skills. AI-powered learning platforms make it easier than ever to develop new skills. From tutorials to task simulations, these advancements have helped job seekers gain confidence and upskill faster.



67%

of job seekers say they are likely to seek out more training to enhance their skills given AI developments.

66% believe learning job skills using AI is appropriate.

52% believe self-taught skills that are acquired through informal online platforms are credible.

31% have taught themselves skills through informal online platforms that they include in their resume.



One significant advantage of AI is that it empowers anyone with drive and determination to rapidly and affordably expand their skillset. But even as AI helps automate tasks and accelerate learning, job seekers still recognize the irreplaceable value of human judgment.



Build Your Skills With ExpressLearn

EXPRESSLEARN

Express associates have access to ExpressLearn*, a free online learning resource, with a variety of courses to help you build your skills. With more than 100 mobile-friendly courses, grow your career at ExpressPros.com/ExpressLearn.

*You must be currently registered to work with an Express office as an Express associate to access these resources.

AI and the Lasting Value of Human Judgment

Despite AI growth, job seekers emphasize the irreplaceable value of human decision-making, communication, and empathy. Many job seekers believe it's absolutely essential or very important for companies to maintain a human-touch element in a range of tasks, particularly in scenarios where nuance or managing interpersonal exchanges are essential.

Top Human-Touch Elements % Who Report it's Absolutely Essential/Very Important

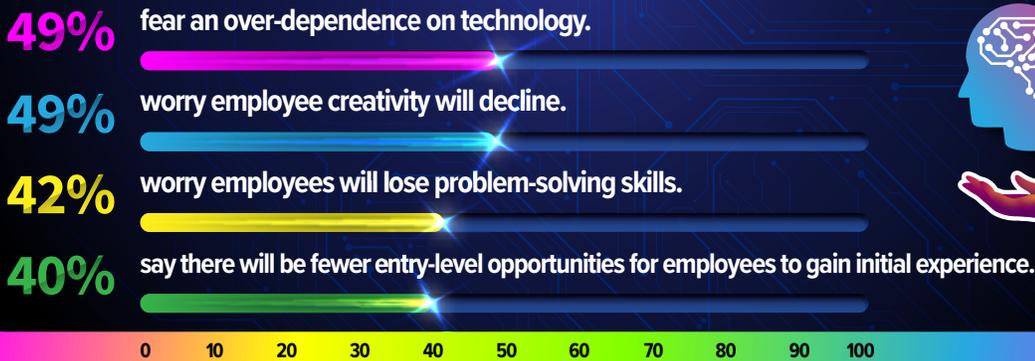


More Than

4 out of 5

employed job seekers whose company uses AI (81%) agree that utilizing generative AI will never replace the need for actual employees at their company.

Top Concerns About Growing Use of AI in the Workplace



In workplaces where both technology and interpersonal abilities are important, job seekers who are skilled in AI and excel at working with people will distinguish themselves.

Build Core "Human" Skills

Job Genius is an instructional video series on topics such as resume writing, interview tips, soft skills for career success, and more. Learn more at ExpressPros.com/JobGenius.

If you'd like a team of experts to help with your job search, reach out to your **local Express office**.





ExpressPros.com.CA



Facebook.com/ExpressEmploymentInternational



LinkedIn.com/Company/ExpressEmploymentInternational



@ExpressEmploymentInternational



YouTube.com/@ExpressEmploymentInternational



Find more fresh insights for today's job seekers at ExpressPros.blog.

Research was conducted online within Canada by The Harris Poll on behalf of Express Employment Professionals from Nov. 7 to 21, 2025, among 502 adults ages 18 and older who are employed but looking for a new job or not employed and looking for work ("Job seekers"). Data are weighted where necessary by education, age by sex, knowledge of official languages, region, race, size of household, and marital status to bring them in line with their actual proportions in the population.



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

JobSeeker
CANADA REPORT

Spring 2026 Edition

For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Communications@ExpressPros.com.