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freelance.ca 2025 Study

How Freelancers Work In Canada



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Study Methodology

- Evaluation of the current state of research based on existing studies; subsequent identification of research gaps.
- Workshop and brainstorming regarding emerging issues.
- Testing of the questionnaire with freelancers regarding ease of comprehension, length and content comprehensiveness.
- Modification and finalization of the online questionnaire.

Survey Period:

- January 27 to February 25, 2025

Participant Acquisition:

- Invitations disseminated via email, LinkedIn, Instagram and Facebook.
- Promotion on freelance.ca website.

Cases Included:

- Only fully completed questionnaires were considered for the evaluation, resulting in a total of 324 participants.

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Chapter 1

Introduction



Dear readers,

In an era defined by economic shifts and accelerating technological innovation, freelancing continues to gain ground as a dynamic and viable career path.

The study “How Freelancers Work in Canada” explores the changing nature of freelance work, offering a comprehensive look into its evolution and growing relevance.

Through this study, we uncover key trends, challenges, and opportunities shaping the freelance landscape in Canada, providing valuable insights for professionals, policymakers, and companies alike.



The growth of remote work, one of the key dynamics in the current professional landscape, offers freelancers countless opportunities to offer their services across national borders. This global perspective is crucial in understanding the freelance market today and in the future.



Management of freelance.ca
Simon Gravel

At the same time, the integration of artificial intelligence (AI) into freelancers work processes has ushered in a new era of productivity and efficiency. AI tools are providing freelancers valuable assistance in their work.

Although financial satisfaction varies, the flexibility that freelancing offers, is considered an essential benefit for many professionals.

Our extensive study, based on the responses of a broad group of freelancers, paints a complex picture of the freelance community.

It outlines the current opportunities and challenges freelancers are faceing. It's a picture of adaptability, resilience and optimism.

We would like to thank all participants!

At freelance.ca, we would like to thank all 324 participants for their valuable contributions to this study.

Your feedback has helped us gain these insights and provide a comprehensive picture of the current situation of freelance landscape. Your commitment to this study reflects the vibrant and dynamic nature of freelancing.

We hope that the insights gained will not only inform you, but also encourage you to consider freelancing as a viable option.

Simon Gravel
CEO

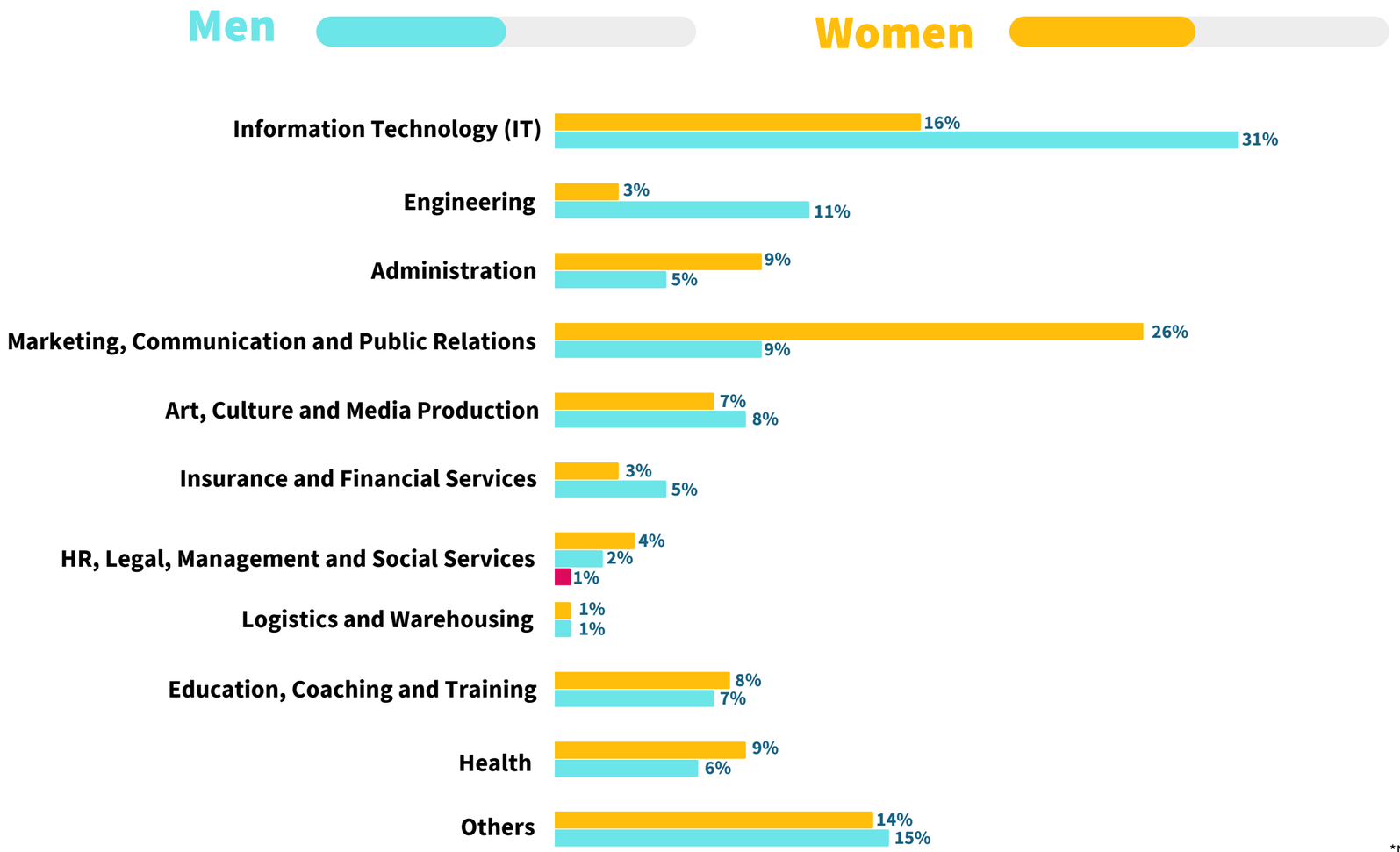
freelance.ca

Chapter 2

Study Demographics



The Freelance Market is Well Balanced, with More Women In Creative Fields and More Men In Technical Fields





HIGHLIGHTS

MARKETING & IT

Freelancers Are the Most Desired.

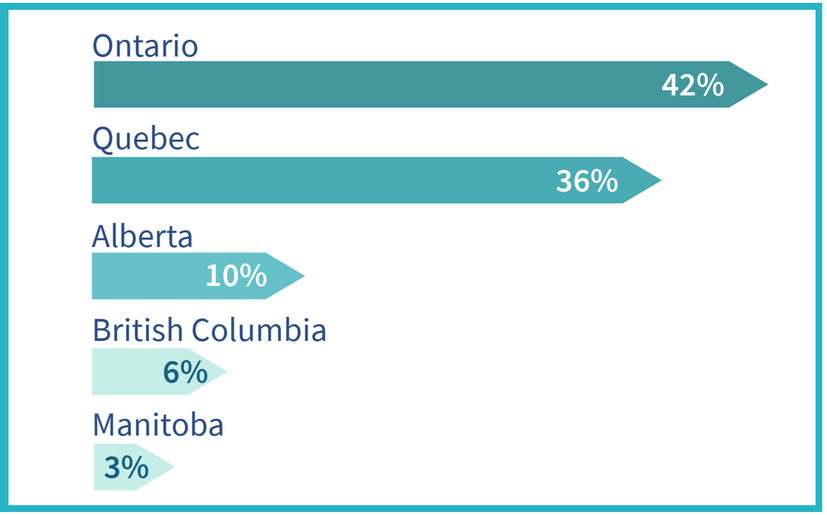
- Nearly 25% of freelancers work in IT.
- Women dominate in creative fields.
- Men are more prevalent in technical fields.

*Note: Please note that the number of participants who identified themselves as “other” in this study is too low to draw meaningful conclusions or gain gender-specific insights. Therefore, women and men will be considered throughout the study. We would like to point out that this decision does not negate the importance or value of diverse gender identities, but was made due to the limited number of participants.

Source: freelance.ca Study 2025– How Freelancers Work in Canada | Question 4: Please state your gender. Question 5: I work as a freelancer mainly in the following field.

Freelancers Are Concentrated in Canada’s Economic Hubs

Freelancers Are Located Mainly In Economic Centers



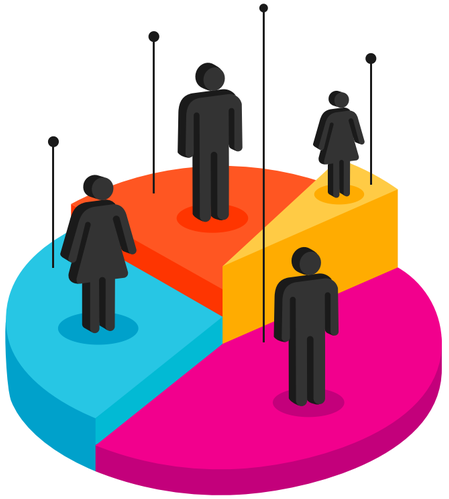
HIGHLIGHTS

MAJOR CITIES

Have more freelancers.

- Freelancers are located primarily in economic centers.
- Toronto and Montreal have the highest concentrations of freelancers.
- Other significant hubs include Edmonton, Calgary, and Quebec City.

Study Demographics - Key Findings



- **Gender Distribution:** In the Canadian freelance market, gender representation **is fairly balanced**. Men are more active in technical industries such as IT and engineering, while women are predominant in creative fields such as marketing.
- **Sector Concentration:** A large proportion of **freelancers work in IT and marketing**, making these the most represented industries.
- **Geographic Distribution:** Freelancers are **located primarily in major economic centers**, especially in cities such as Montreal, Toronto, Quebec, Edmonton, and Calgary.

This chapter outlines the key demographic trends shaping Canada's freelance market. According to the results, men lead in technical fields and women in creative domains. Understanding these patterns is essential for interpreting current industry dynamics and anticipating future trends.

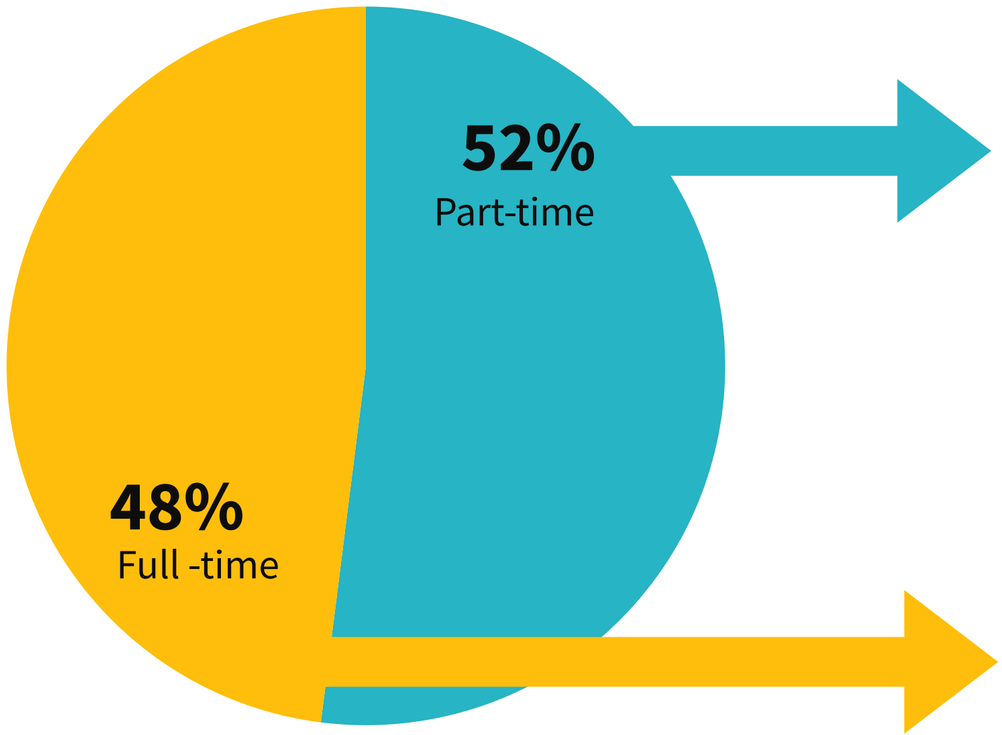
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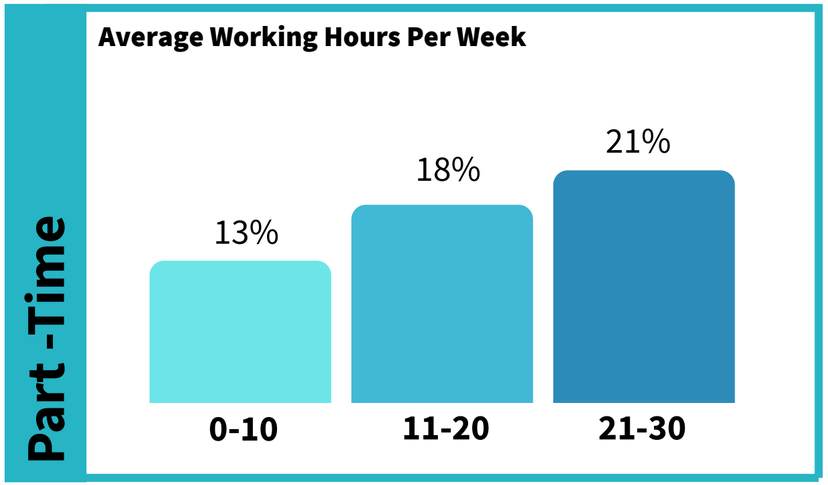
Chapter 3

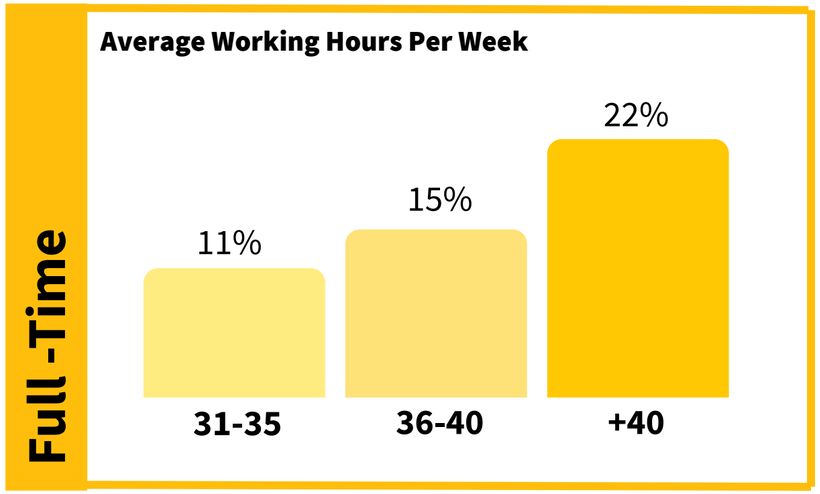
Work Models



More than One in Five Freelancers Works More than 40 Hours/Week



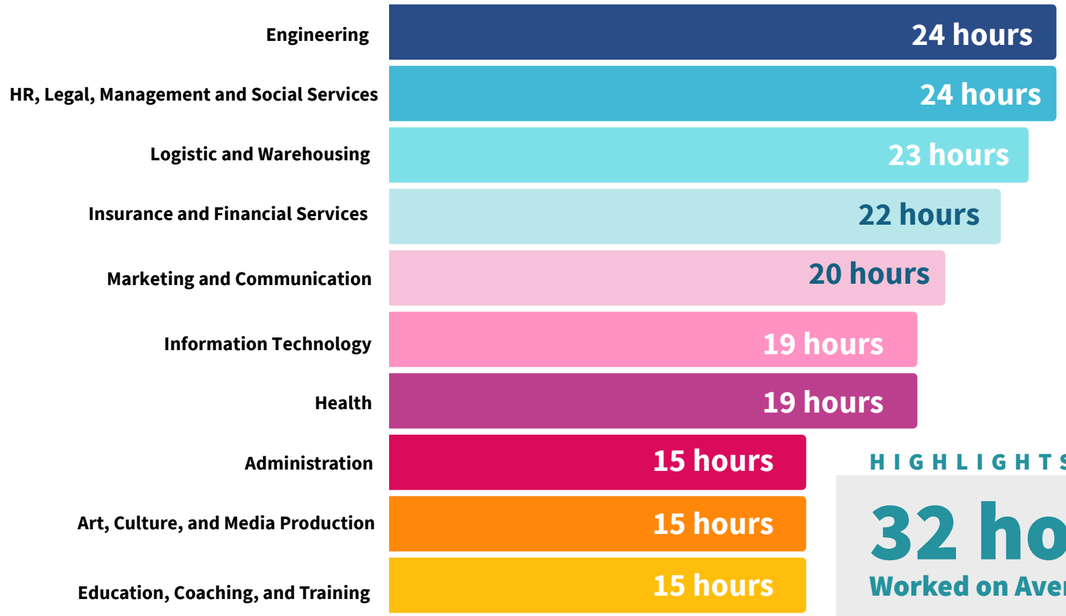




Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 7: On average, how many hours do you work per week as a freelancer?

The Number of Working Hours Varies Across Industries

Average Hours Worked Per Week PART-TIME



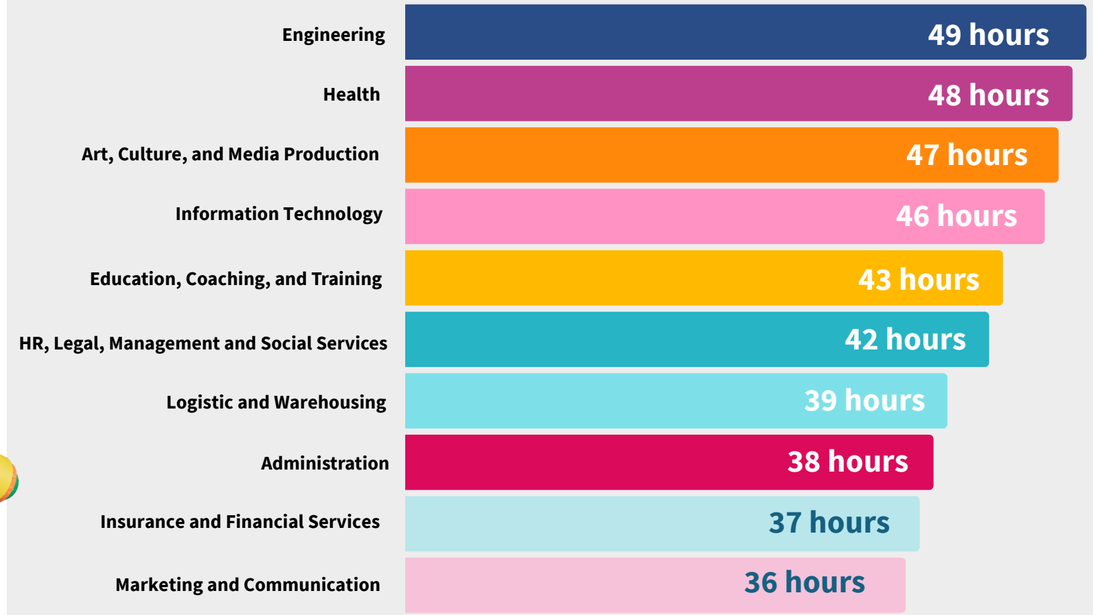
HIGHLIGHTS

32 hours

Worked on Average Per Week.

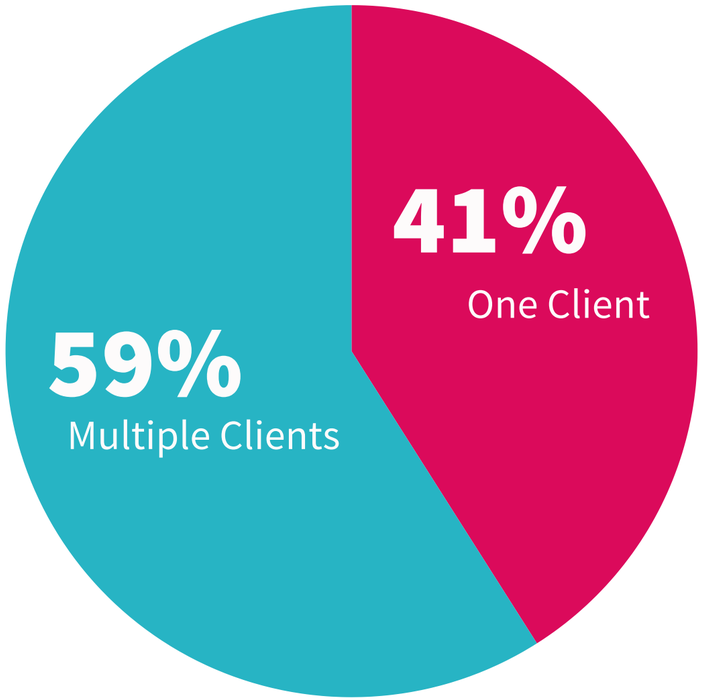
- Male freelancers work the same hours as female freelancers.
- Freelancers with more than 10 years of experience work slightly more hours per week on average (35 hours).

Average Hours Worked Per Week FULL-TIME

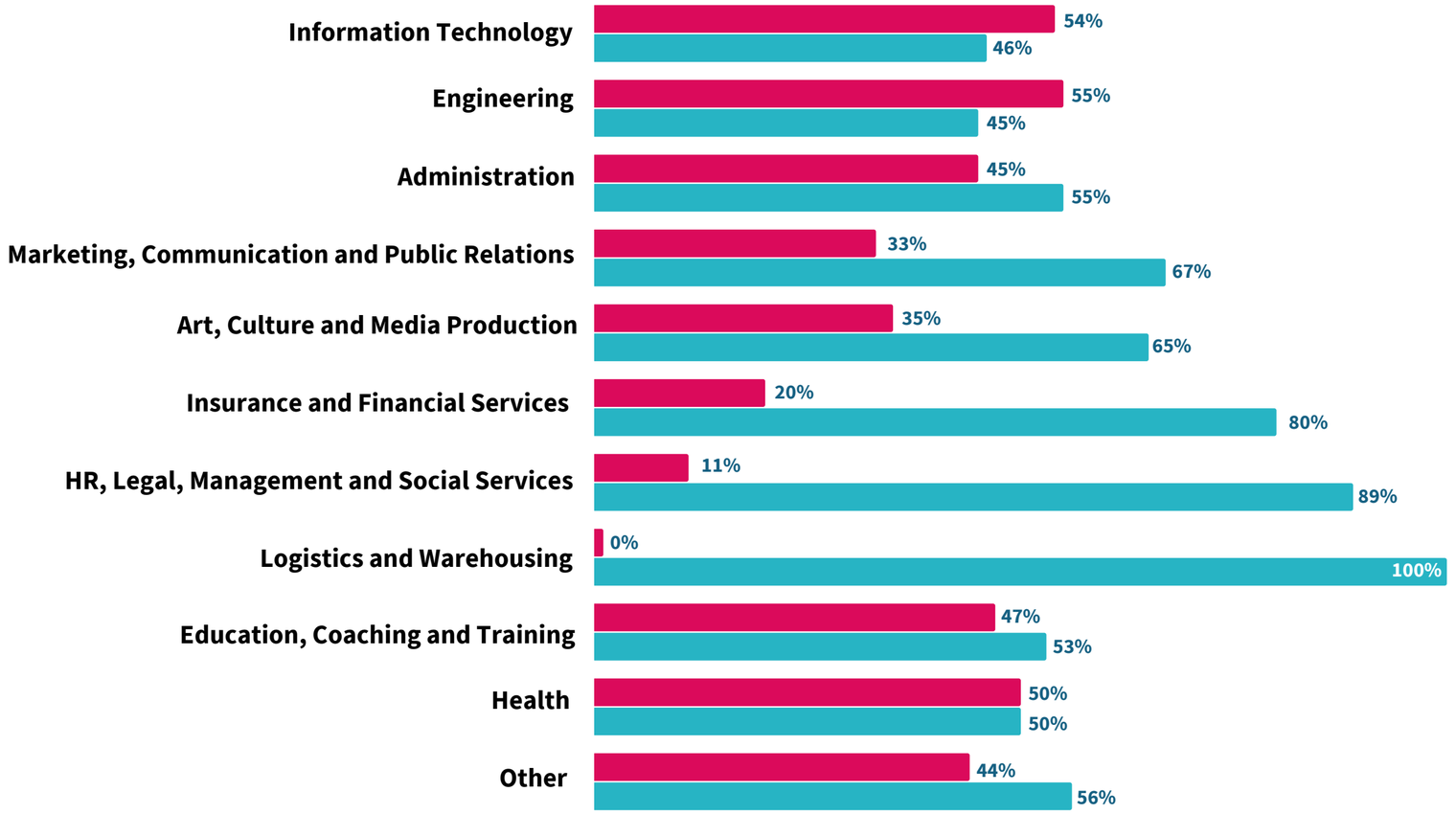


 Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 5: I work as a freelancer mainly in the following field. Question 7: On average, how many hours do you work per week as a freelancer?

59% of Freelancers Prefer Working for Multiple Clients at a Time

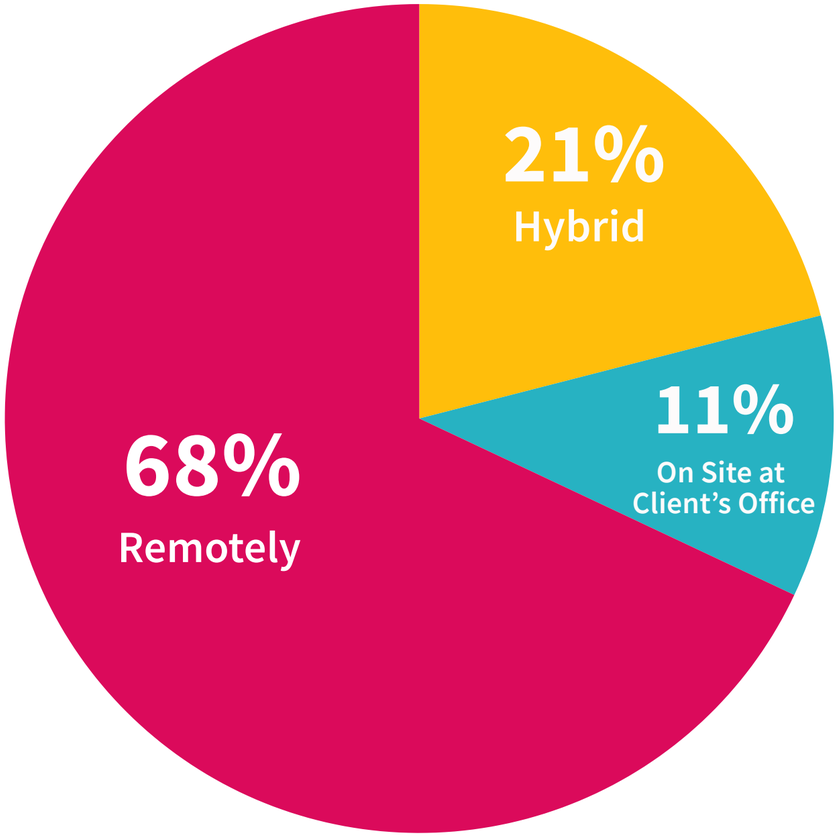


Preference by Industry



Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 6 : How many clients do you accept at one time? Question 5: In what key domain do you work as a freelancer?

Most Freelancers Work Remotely





HIGHLIGHTS

68%

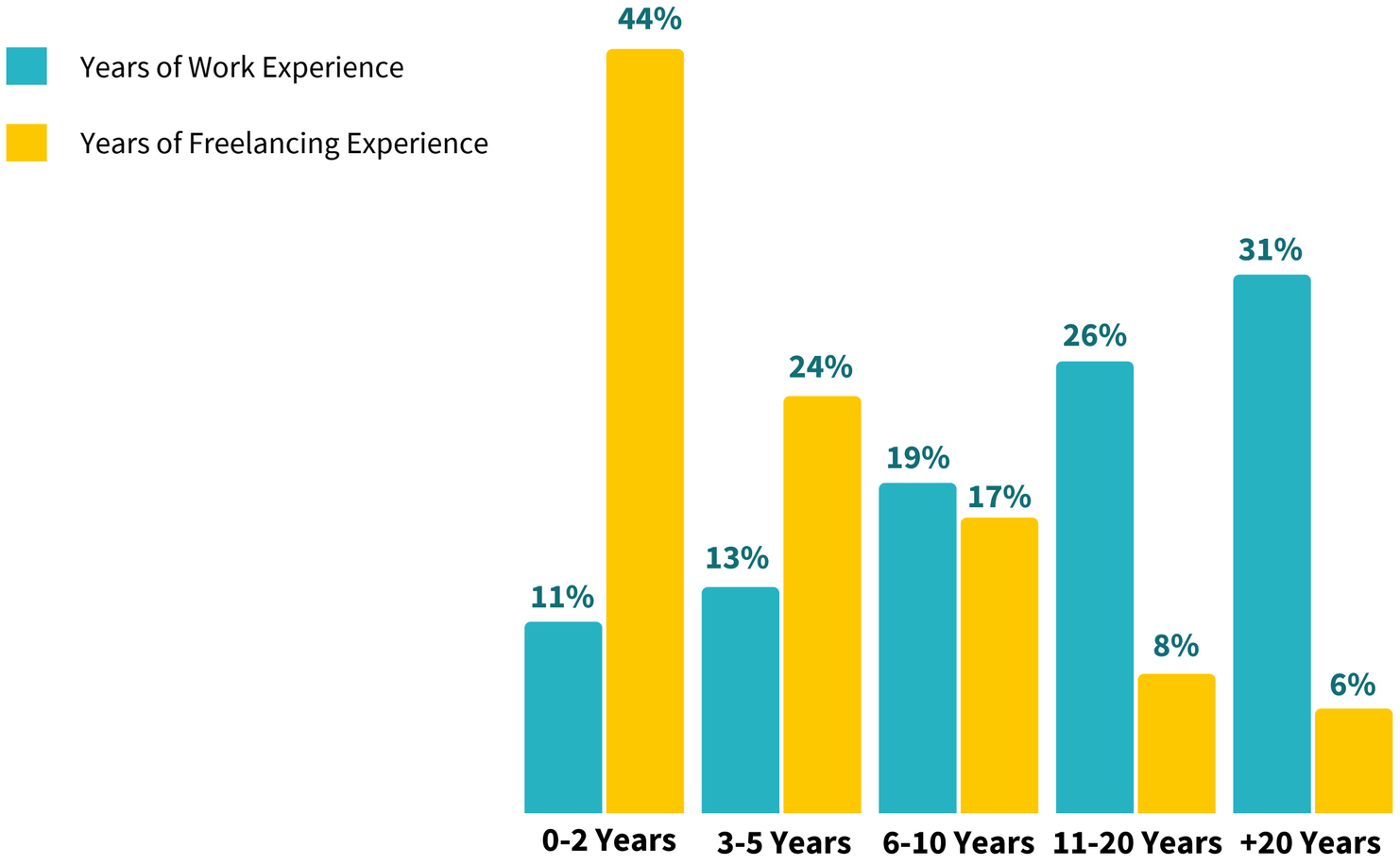
of Respondents Usually Provide their Services Completely Remotely.

- Remote work is prevalent in the marketing industry, with 90% of freelancers working entirely from home.
- The freelancers working primarily on-site are in the warehousing (100%) and health care (39%) industries.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 8: Where do you usually provide your services from?

Experts Gain Experience Before Becoming Freelancers

Freelancers' Professional Experience in Years



HIGHLIGHTS



57%

of Freelancers Have More than 10 Years of Professional Experience.

- 6% of experts have been freelancing for more than 20 years.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 9: For how many years have you been a freelancer?

Work Models – Key Findings

- Almost **half of freelancers are working full-time,** and 22% of all freelancers are working more than 40 hours per week.
- **Working Hours:** Freelancers work an **average of 32 hours per week**. Freelancers with more than **10 years of experience tend to work a few more** hours per week (35 hours).
- **59% of freelancers prefer to have multiple clients** at a time, especially in the HR, logistics, and finance sectors.
- **Preference for Remote Work: 68% of all projects are executed entirely remotely**, while only 11% of projects take place on-site at the client's premises. A higher proportion of freelancers in marketing work remotely (90%) compared to 63% in other sectors.
- **Professional Experience:** Experts tend to gain **extensive experience** in their field prior to **becoming freelancers.**
- **Trends in Work and Experiences: Flexible working hours and the prevalence of remote work reflect important trends in the freelance industry.** These developments are particularly evident in the marketing industry and meet the growing demands for flexibility and digital mobility in the global working world. They also highlight the need for companies and service providers to revise their working models.



Source: freelance.ca Study 2025 – How Freelancers Work in Canada

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Chapter 4

Financial Environment



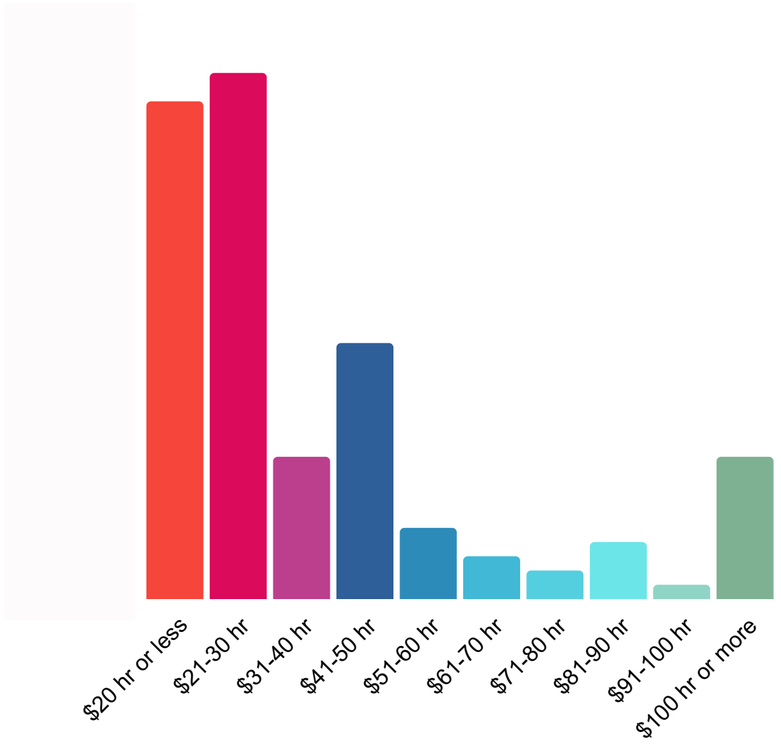
Consistent Increases in Hourly Rates Reflect a Growing Freelance Market

HIGHLIGHTS

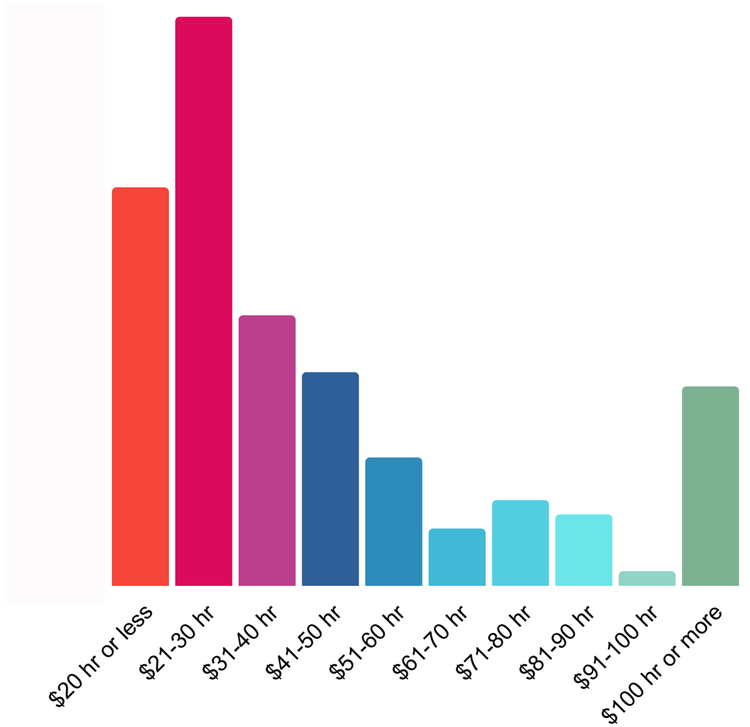
10%

average growth per year in the last 4 years.

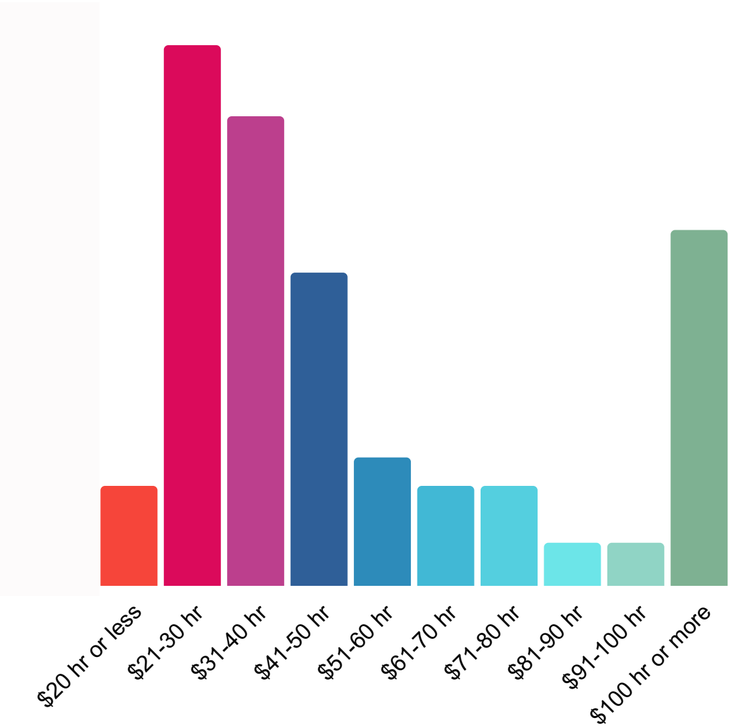
- The average hourly rate in 2021 was $38. In 2023 it was $44 and in 2025 it is $56.



2021 Average Hourly Rate



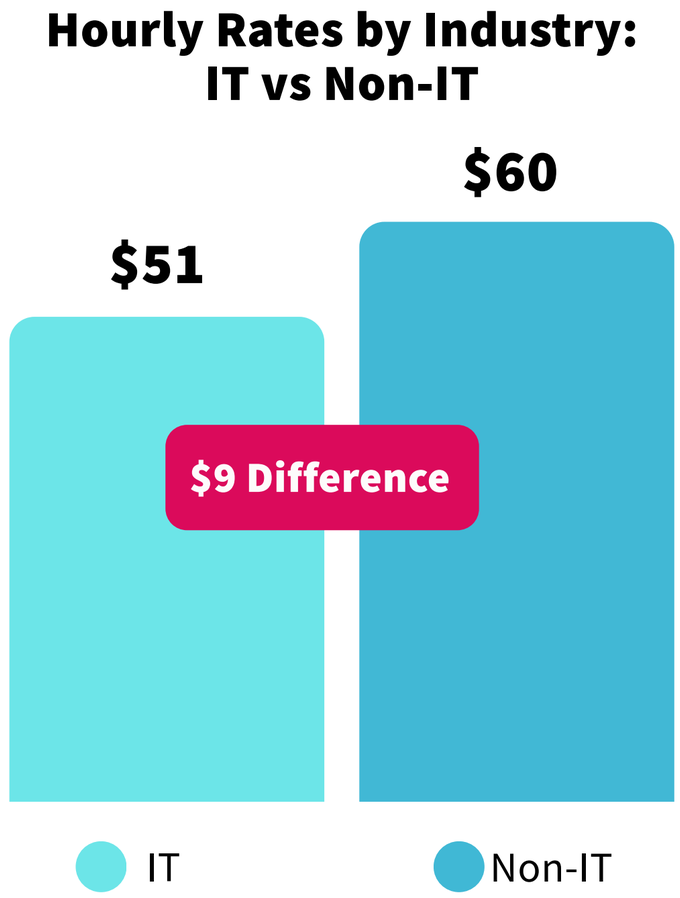
2023 Average Hourly Rate



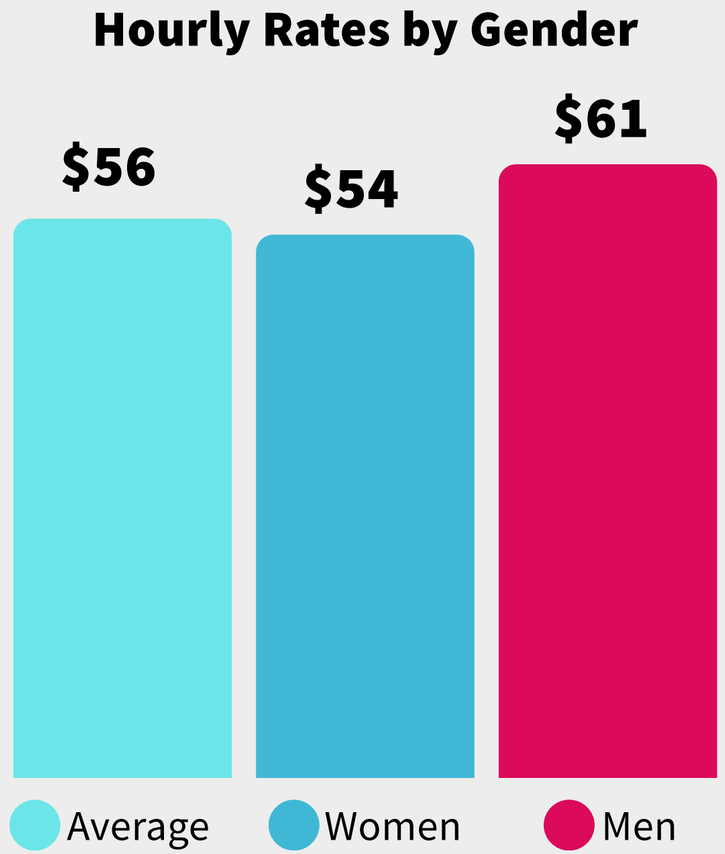
2025 Average Hourly Rate

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 11: What is your current average hourly rate? Question 12: What was your average hourly rate 2 years ago? Question 13: What was your average hourly rate 4 years ago?

IT Freelancers Report Lower Average Rates than Other Industries

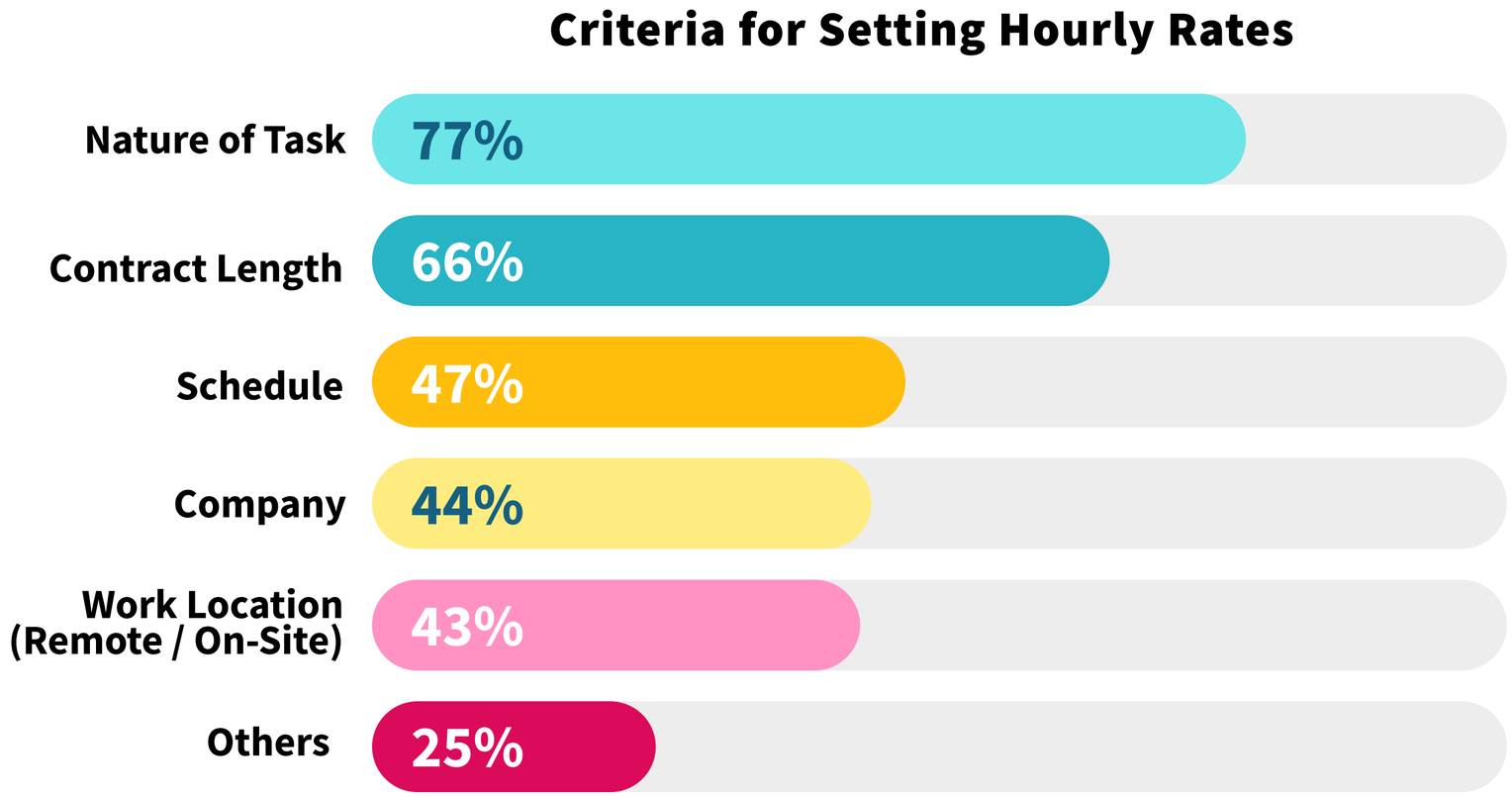


The Average Hourly Rate for Women is 11% Lower than for Men.



Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 4: What is your gender? Question 5 : In which sector do you mostly work as a freelancer? Question 11: What is your current average hourly rate?

The Nature of the Task Generates the Greatest Difference in the Hourly Rate Variation



HIGHLIGHTS



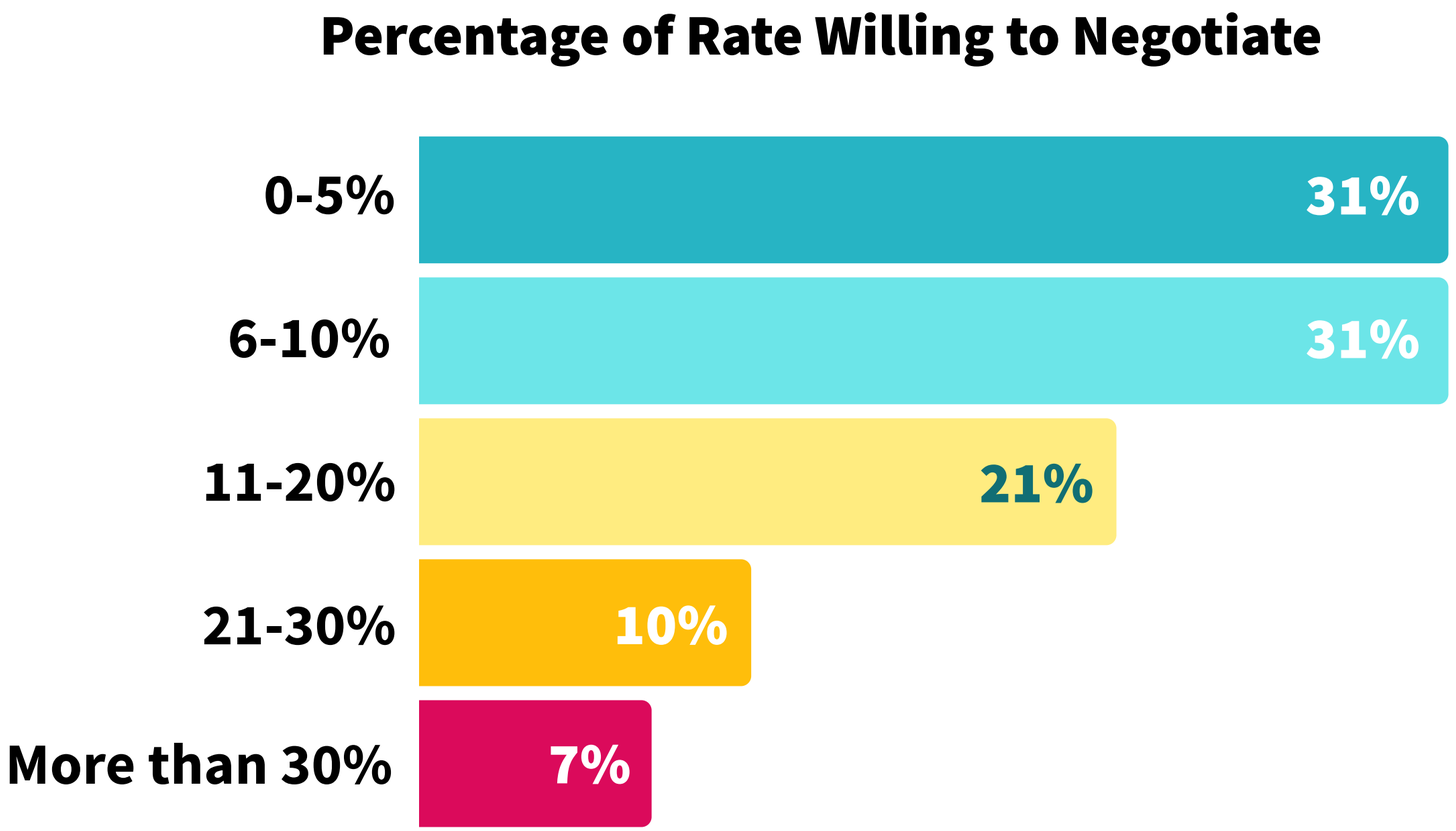
77%

of Freelancers Set Their Rate According to the Nature of the Task.

- Two-thirds also consider the contract duration when setting rates.
- In the IT industry, the rate varies even more depending of the nature of the task (85%).

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 14: What factors can influence a rate variation?

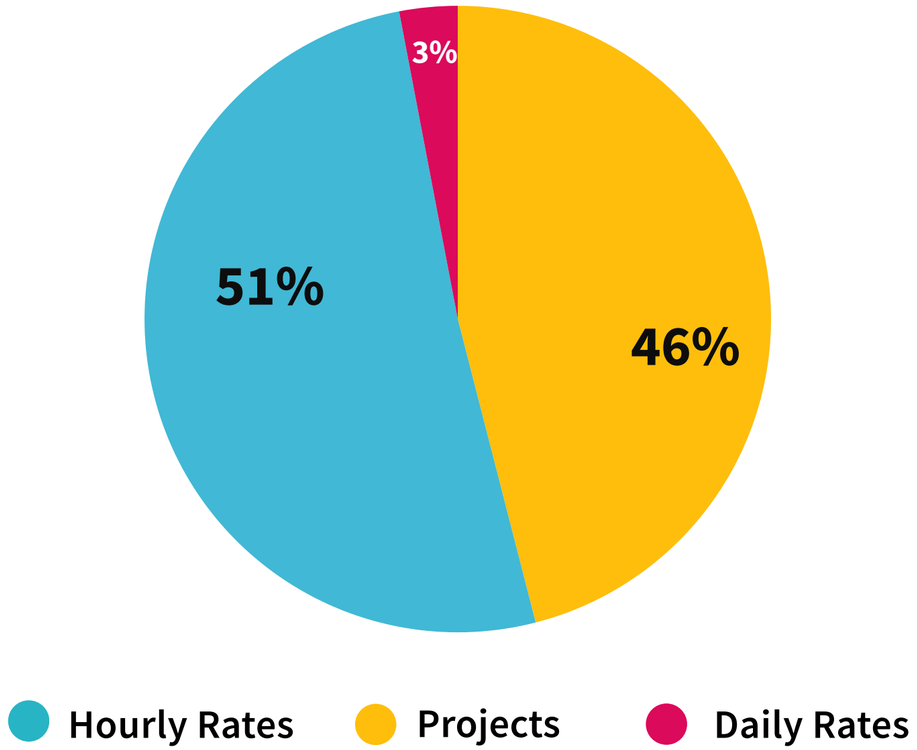
Most Freelancers Limit Their Rate Negotiation to 10% or Less



Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 15 : What percentage of your rate are you willing to negotiate?

Freelancers Invoice on an Hourly Basis or by Project

Billing Models Used by Freelancers





HIGHLIGHTS

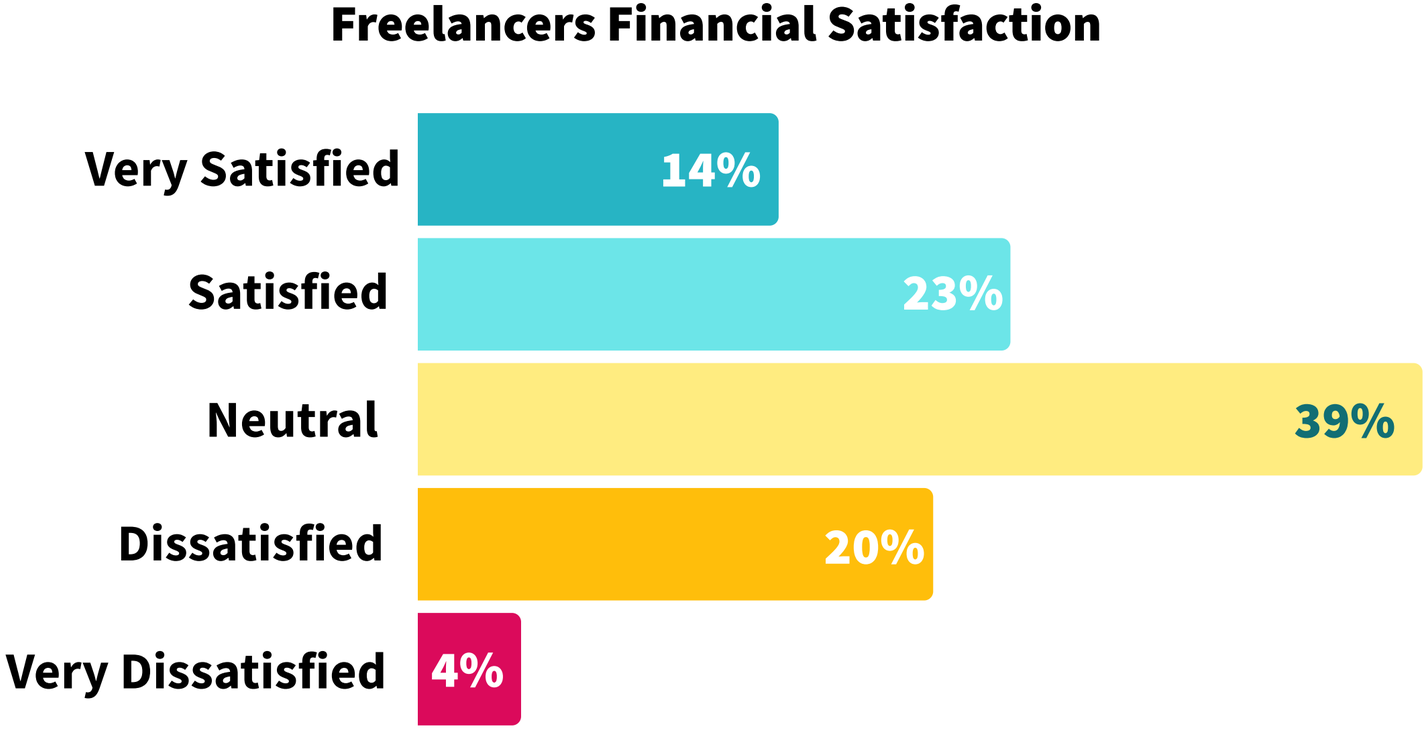
51%

of freelancers invoice based on hourly rates, while 46% use project-based billing.

- In the IT industry, hourly billing is even more common, with 58% of freelancers using this model.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 16 : What do you invoice according to?

76% of Freelancers Express Neutral or Positive Financial Satisfaction





HIGHLIGHTS

37%

of Freelancers Are Satisfied With their Financial Situation.

- 39% describe their financial situation as neither good nor bad.
- Satisfaction is lower in the IT industry, where only 33% express positive financial satisfaction.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada Question 18 :How satisfied are you overall with your financial situation?

Financial Environment – Key Findings

- **Comparative Hourly Rates:** **The average hourly rate is $56**, with women earning 11% less than men.
- **Rate Increases:** **The hourly freelance rate is increasing rapidly** with **45% growth in the last 4 years**. The greatest increase occured in the last 2 years, with an average hourly rate increase of 25%.
- **What Drives Rate Variation:** **The major influence on rate variation is the nature of the tasks,** with 77% of freelancers saying it has an impact. This is even more true for the IT industry (86%). Contract length is also important for most freelancers (66%).
- **Rate Negotiation Practices:** **Most freelancers (61%) aren't willing to negotiate more than 10% of their rate,** although some (7%) are willing to negotiate as much as 30% of their rate or even more.
- **Invoicing Preferences:** **Half of freelancers invoice hourly**, a model particularly common in IT (58%). Project-based billing remains the second most-used option.
- **Financial Satisfaction:** Overall, freelancers are moderately satisfied with their financial situation. A total of 37% report satisfaction, but only 33% in IT report the same, suggesting **mixed perceptions, even with rising rates**.



Source: freelance.ca Study 2025 – How Freelancers Work in Canada

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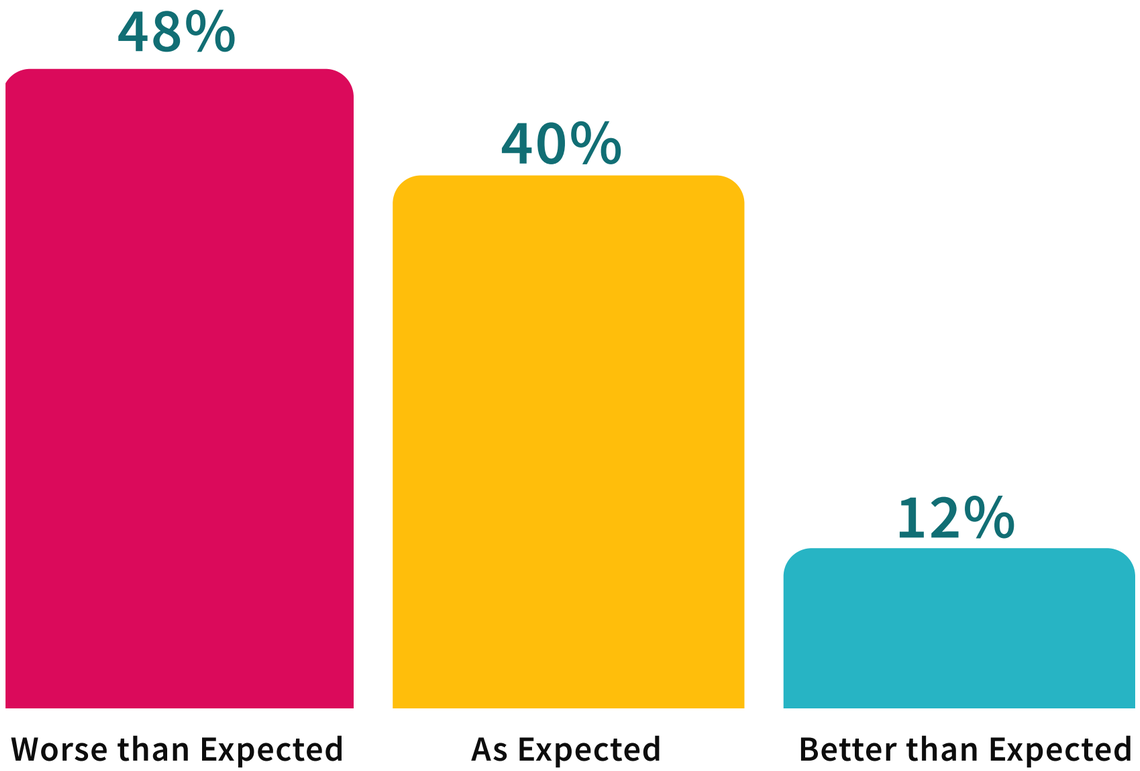
Chapter 5

Business Development



2024 Met or Exceeded Expectations for Half of Freelancers

How Freelancers Rated their Business in 2024





HIGHLIGHTS

52%

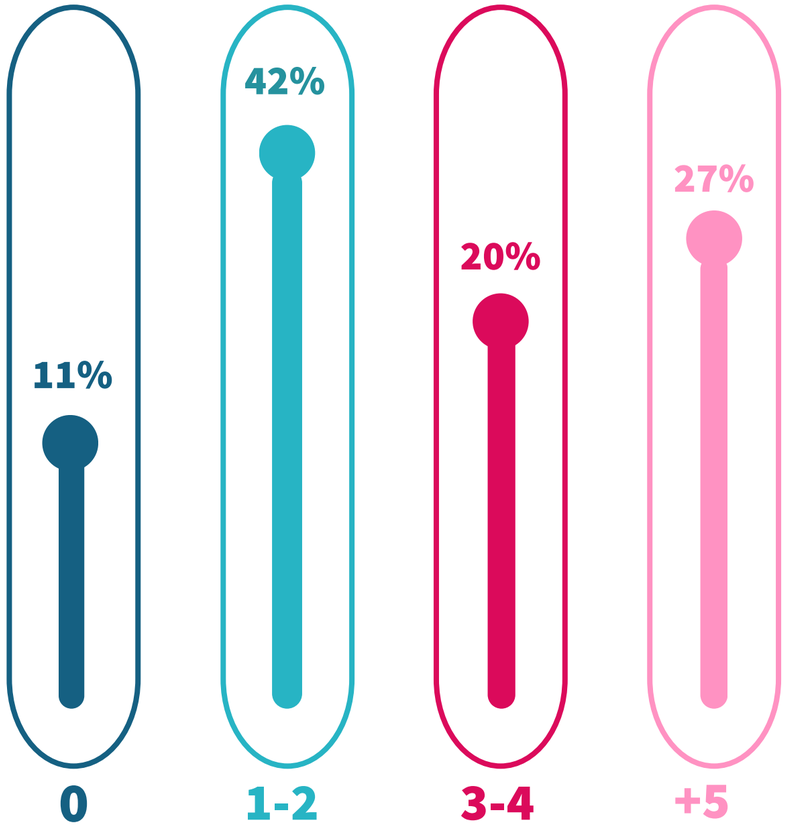
of freelancers say their 2024 business met or exceeded expectations.

- On average, full-time freelancers (14%) did better in 2024 than part-time freelancers (9%).

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 19: In 2024, how would you say your freelance business was ?

53% of Freelancers Worked on 2 or Fewer than 2 Projects Last Year

Freelancer Project Volume Over the Past Year



HIGHLIGHTS



27%

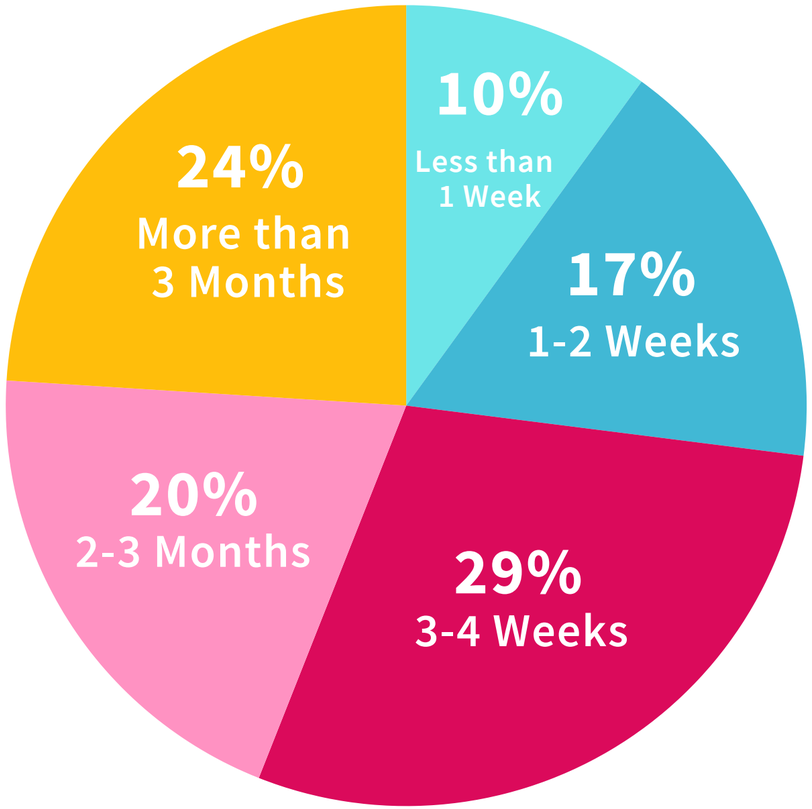
of Freelancers Worked on 5 Projects or More in 2024.

- 11% of freelancers had no project activity in the last 12 months.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 21: How many projects have you worked on in the last 12 months?

56% of Freelancers Can Find a New Project Within a Month

Timeframe for Project Acquisition Among Freelancers





HIGHLIGHTS

24%

of Freelancers Needed at Least 3 Months to Acquire a New Project.

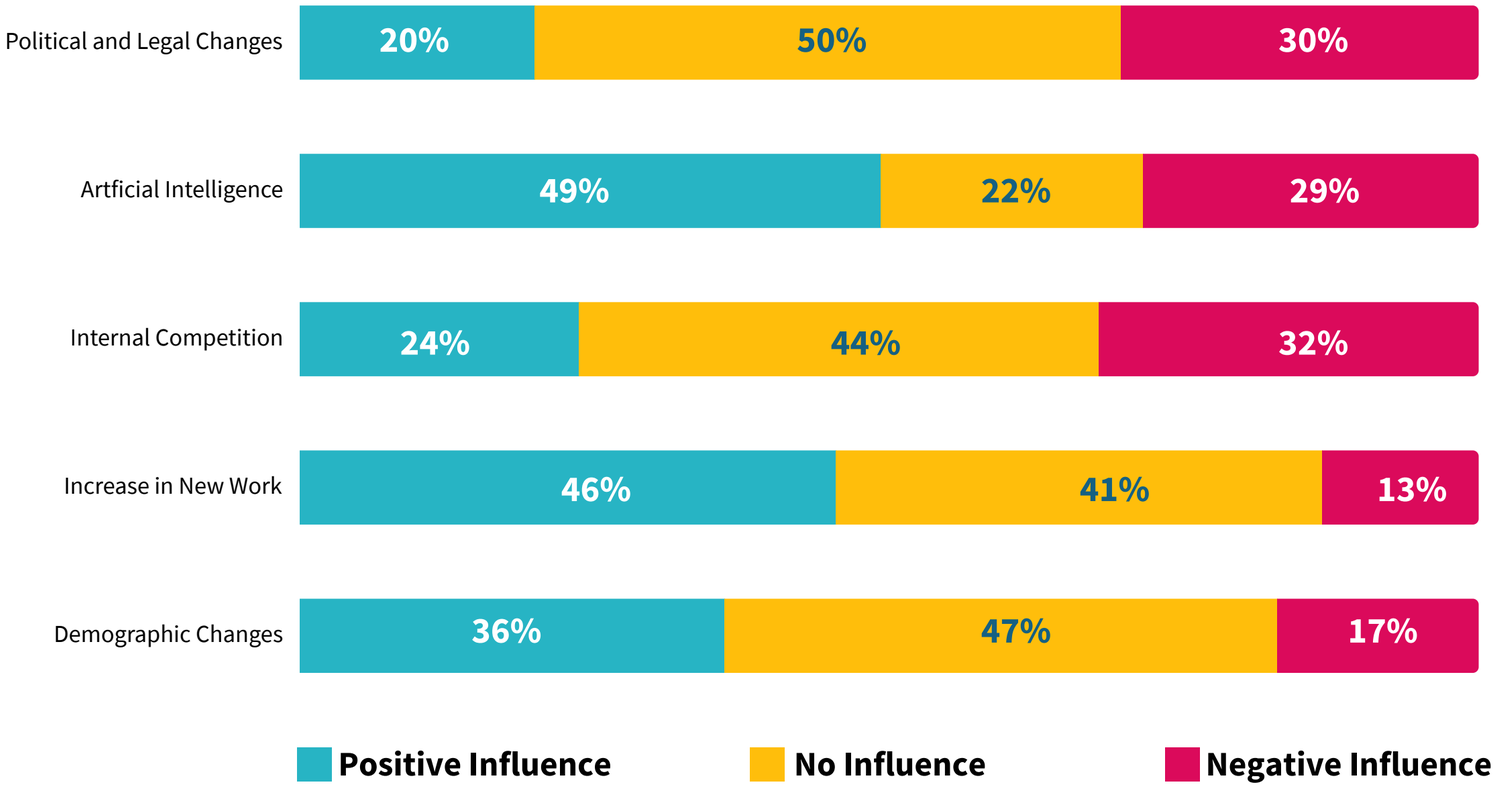
- In the IT industry, 30% of freelancers report longer interruptions, often exceeding three months.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 25: On average, how long does it take you to find a project?

Freelancers Expect Strong Impact from AI, Flexible Work Trends, and Demographic Shifts



Expected Influence of Key Trends on Freelancing



HIGHLIGHTS

49%

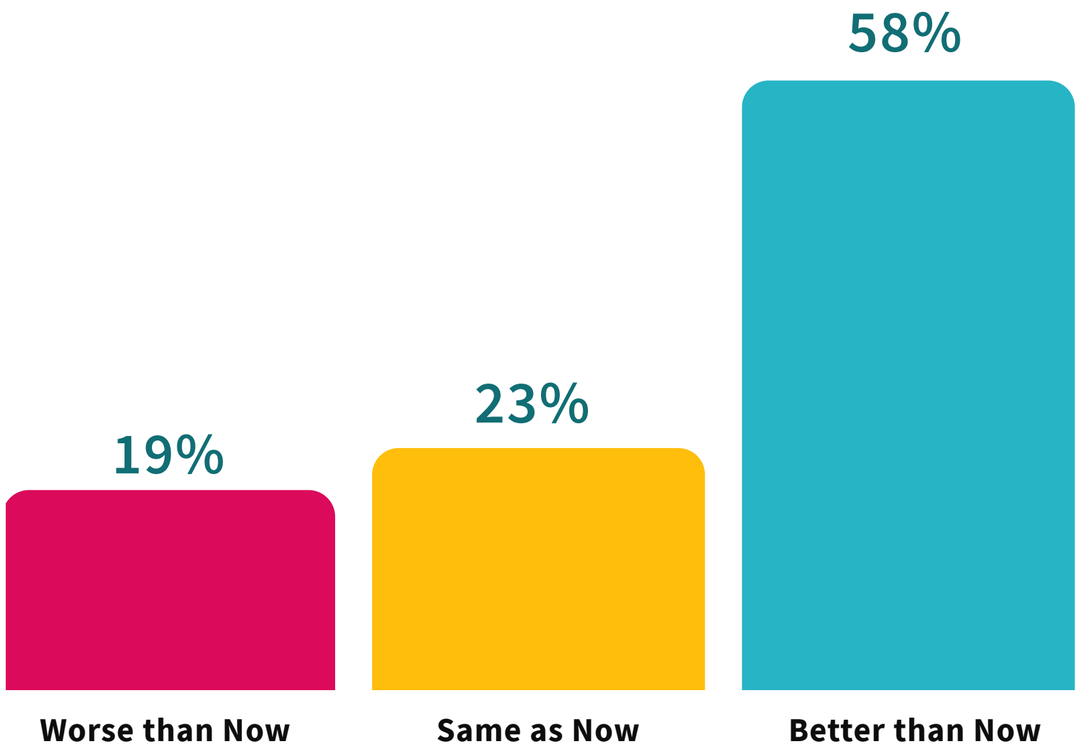
of Freelancers Stated That Artificial Intelligence Will Have a Positive Impact.

- Political and legal changes (30%) and growing internal competition (32%) are key concerns.
- The emergence of flexible work models (46%) and shifting demographics (36%) is generally viewed as beneficial.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 22: Rate the anticipated influence of the following topic on your freelance work in the next 12 months

Freelancers Are Optimistic About the Future of Their Work

Expectations for the Next 5 Years of Freelancing





HIGHLIGHTS

58%

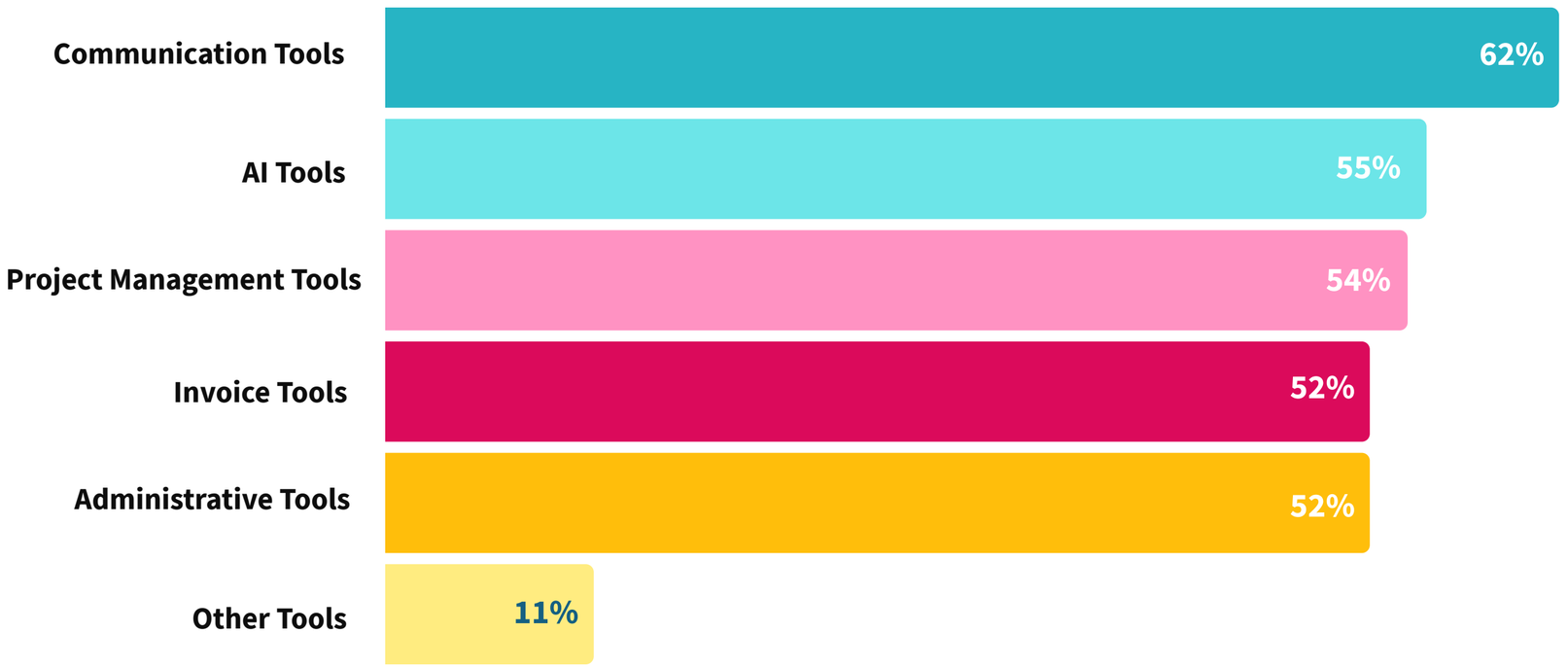
of Freelancers Believe Freelancing Will Improve Over the Next Five Years.

- Among IT freelancers, only 14% anticipate a decline, showing higher confidence in this sector.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 23: How do you view freelancing in the next 5 years?

Freelancers Rely on a Diverse Set of Tools to Support their Work

Most Common Tools Used by Freelancers





HIGHLIGHTS

52%

of freelancers report using all listed tool types to support their daily work.

- Freelancers mention using additional tools in areas such as graphic design and media creation.
- Among IT professionals, project management tools are particularly prevalent, used by 70% of respondents.

Source: freelance.ca Study 2025 – How Feelancers Work in Canada | Question 27: What tools do you use as a freelancer?

Business Development - Key Findings



- **Freelance Business in 2024:** The freelancing business was more challenging than expected in 2024, with **48% reporting it worse than expected**. However, full-time freelancers fared better than part-time freelancers, with 22% exceeding expectations versus 19% for part-timers.

- **Project Volume and Acquisition:** 53% of freelancers completed 2 or less than 2 projects in the previous year, and 11% had no projects at all. While 56% were able to secure a new project within one month, 24% needed over 3 months. IT professionals reported longer interruptions, with 30% needing more than 3 months to find work.

- **Trends:** Freelancers are optimistic about the impact of artificial intelligence, flexible work models, and demographic shifts. In contrast, concerns remain around political changes and internal competition. **Still, 58% believe freelancing will improve in the next five years.**

- **Tools:** Freelancers rely on a wide range of tools. **Communication tools are the most used overall**, while project management tools are especially popular among IT professionals.

Although 2024 was challenging for many freelancers, the long-term outlook remains positive. New technologies, evolving work models, and tool adoption are helping shape a more dynamic and resilient freelance economy.

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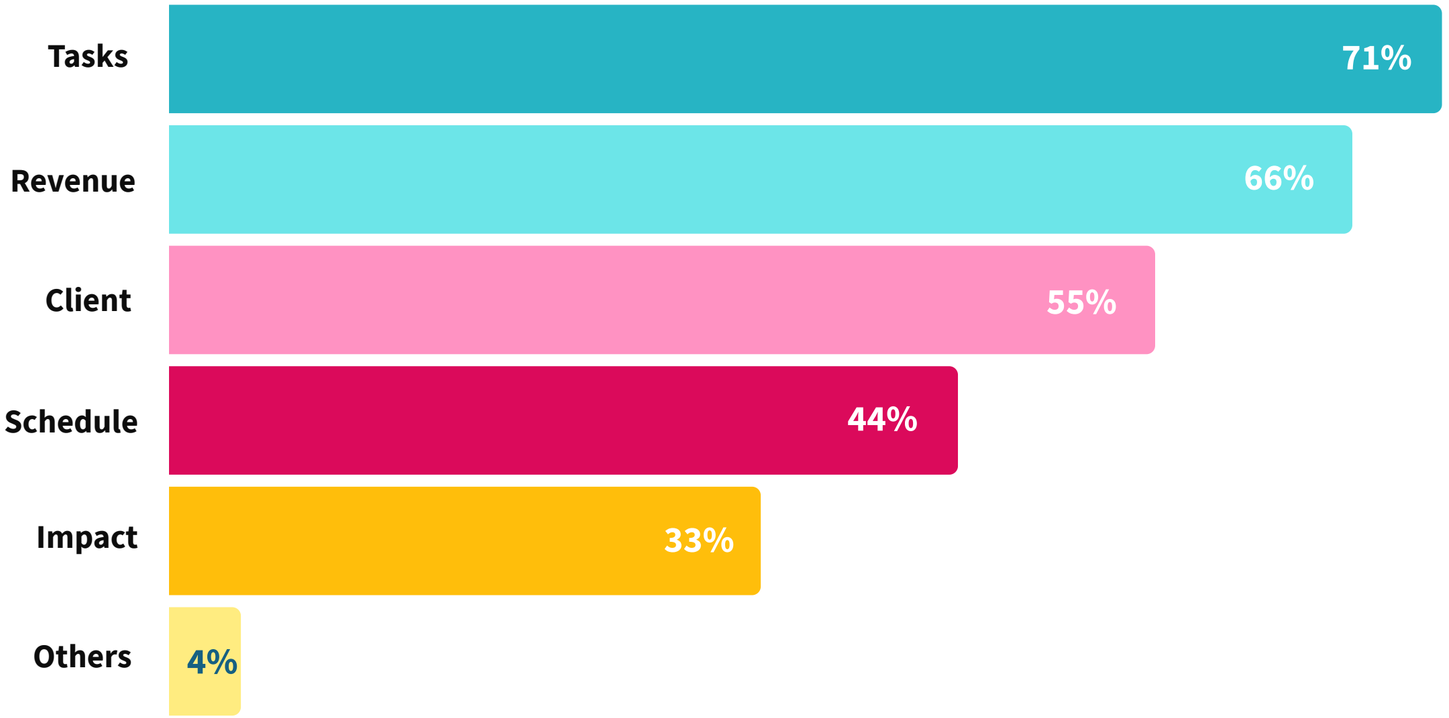
Chapter 6

Project Acquisition



Tasks and Revenue Drive Freelancers' Project Choices

Key Motivators for Accepting Projects





HIGHLIGHTS

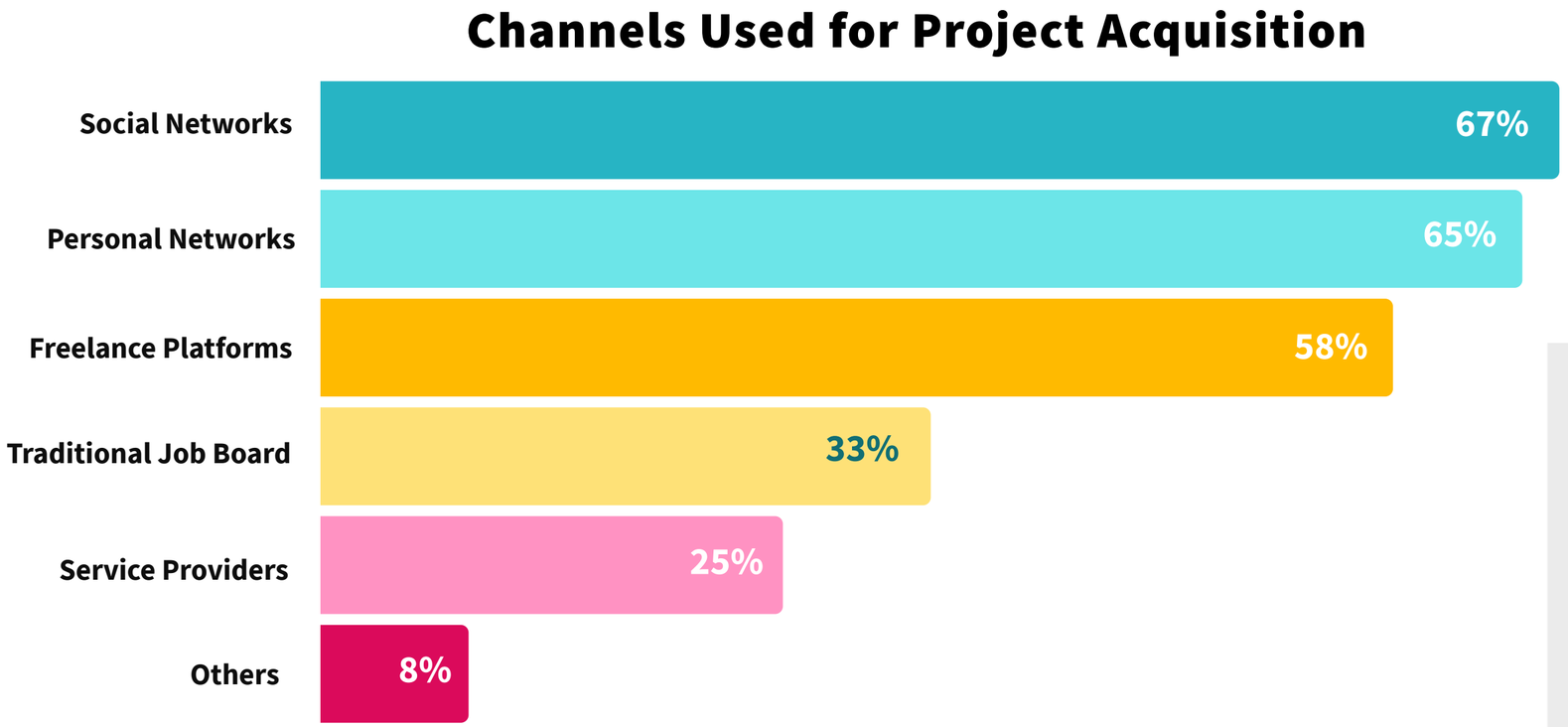
71%

of freelancers are motivated by the task.

- Intellectual stimulation and gaining experience with new tools are also motivators for accepting a project.
- For IT professionals, the impact of their work carries significant weight—cited by 43% as a key factor.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 26: What motivates you to hop on a project?

Freelancers Primarily Use Networks and Freelance Platforms to Find Projects



HIGHLIGHTS



65%

of freelancers rely on personal connections to find new projects.

- In the IT industry, 70% of freelancers use online freelance platforms to secure work.
- Use of their own website was often mentioned in the open-ended responses.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question24: What channels do you use for project acquisition?

Project Acquisition – Key Findings



- **What Motivates Freelancers to Accept a Project:** Freelancers are **primarily driven by the nature of the tasks** involved in a project. However, revenue and clients also play a significant role in their decision-making.

- **Preferred Channels for Finding Projects:** Freelancers tend to acquire new projects through social networks (67%), personal contacts (65%), and freelancer platforms (58%), highlighting a multi-channel approach to project sourcing.

This chapter reveals that freelancers use a wide range of channels to find projects, with a strong preference for social media, personal networks, and freelancer platforms. Their project choices are primarily motivated by the tasks and financial viability, underscoring the need for well-structured opportunities that align with their goals and values.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada

freelance.ca

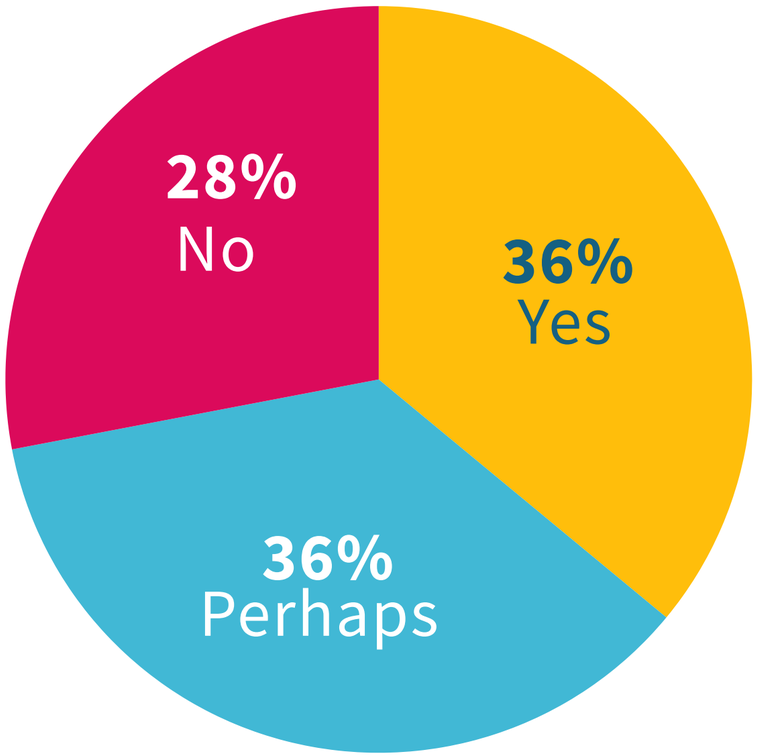
Chapter 7

Freelance Work



Most Freelancers Remain Open to Traditional Employment

Freelancers' Willingness to Return to Traditional Employment





HIGHLIGHTS

72%

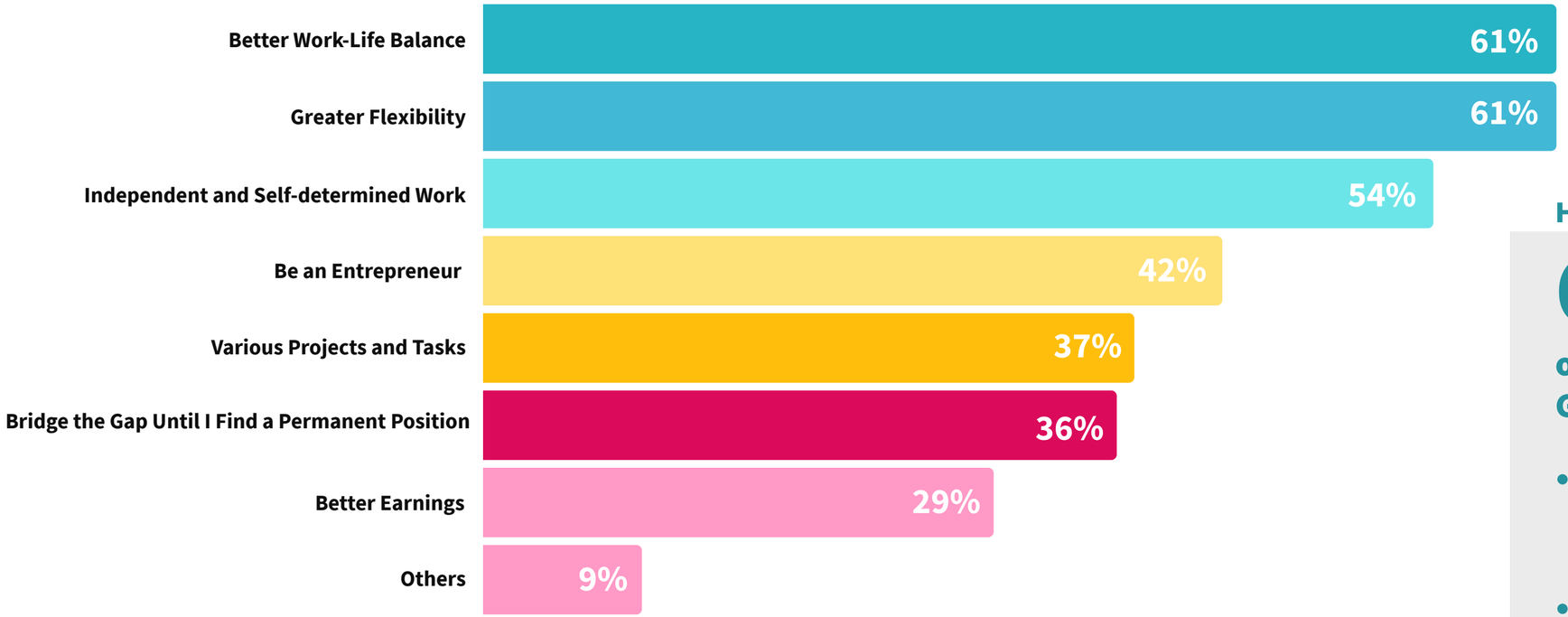
of Freelancers Remain Open to Returning to a Salaried Role.

- The open-ended responses to this question indicate that certain freelancers would consider transitioning back to salaried employment for improved compensation or enhanced benefits.
- Roughly one-third remain undecided, indicating that permanent employment is still an option for them.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 28: Can you envision returning to a salaried position? Question 29: Under what conditions would you go back to a salaried position?

Freelancers Value Flexibility, Autonomy, and Improved Work-Life Balance

Key Motivations for Freelancing



HIGHLIGHTS



61%

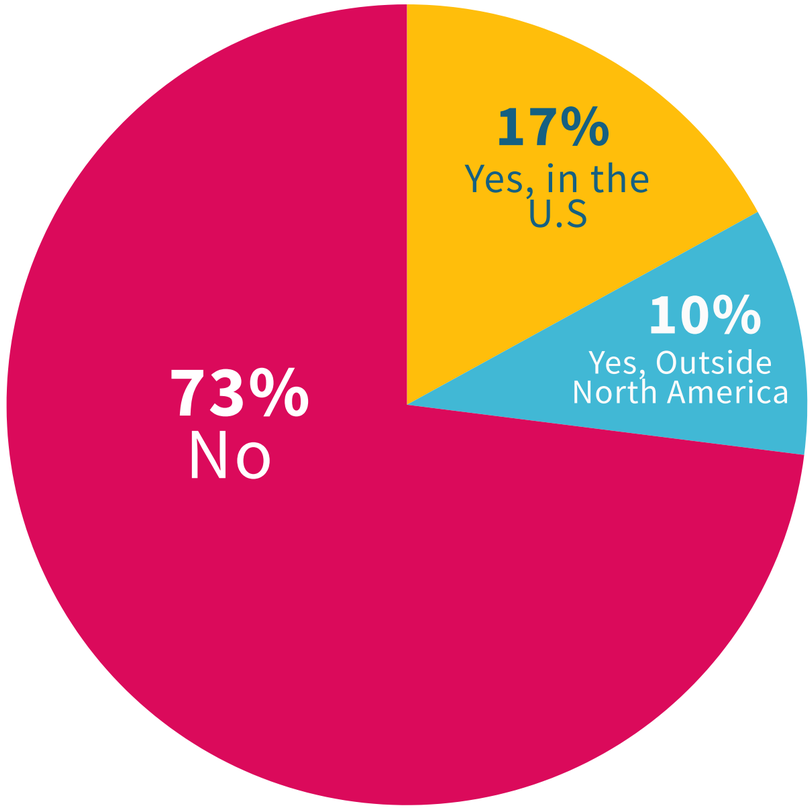
of Freelancers Value Flexibility and Good Work-Life Balance.

- Only 29% of freelancers view better earning opportunities as a motivation for self-employment. In the IT industry, the figure is lower, at 22%.
- Just over half of professionals chose self-employment to gain greater independence.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 30: Why did you become a freelancer?

Most Freelancers Worked Exclusively within Canada in the last 12 months

Have Freelancers Worked Internationally?





HIGHLIGHTS

73%

of Freelancers Worked Exclusively in Canada.

- 17% have worked on a project in the United States in the last 12 months.
- 85% of freelancers working in the U.S worked on project remotely.
- Not a single Canadian freelancer worked on-site outside North America.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 31: Did you work internationally in the last 12 months?

Freelance Work – Key findings



- **Work-Life Balance & Flexibility Remain Strong Motivators:** While freelancing is often chosen for greater flexibility and improved work-life balance, **72% of freelancers say they could return to a salaried job**—but only under better conditions, such as higher pay or improved benefits.

- **International Work:** **73% of freelancers focus solely on projects within Canada**. Still, the United States remains an attractive market, with 17% of Canadian freelancers reporting work with American clients, but with only a few (15%) working on-site.

In summary, this chapter highlights that freelancing is largely chosen for its autonomy and work-life balance. While most freelancers are open to returning to salaried roles, it would only be under favourable conditions.

Freelancing in Canada remains domestically focused, with only a minority accepting international contracts, primarily from the United States.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada

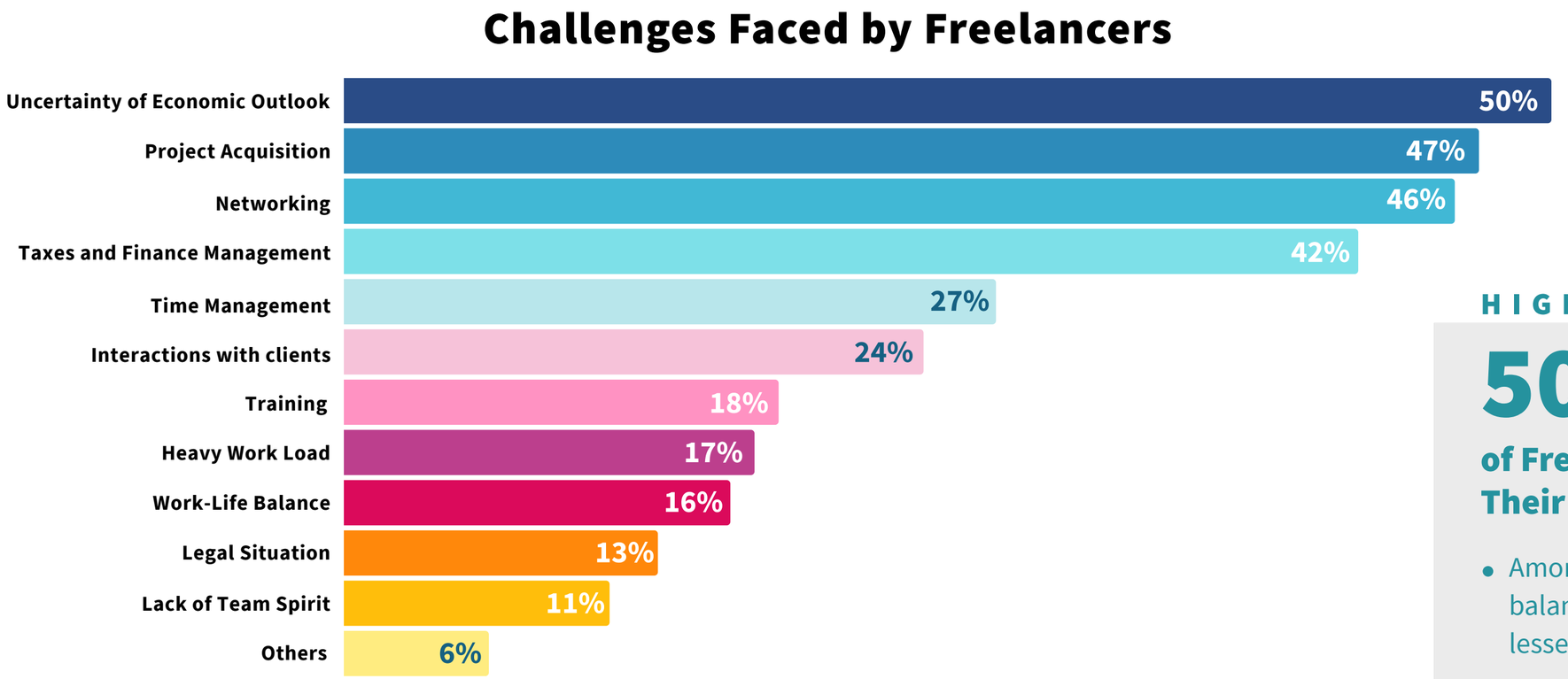
freelance.ca

Chapter 8

Policies and Trends



The Main Challenges for Freelancers Are Uncertainty, Project Acquisition, and Networking.





HIGHLIGHTS

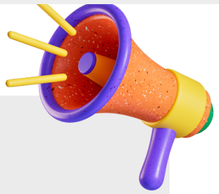
50%

of Freelancers Identify Uncertainty as Their Primary Challenge.

- Among IT freelancers, only 10% cite work-life balance as a challenge, suggesting it's an even lesser concern in this industry.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 33: What are your greateast challenges as a freelancer?

Freelancers Would Like More Political Support

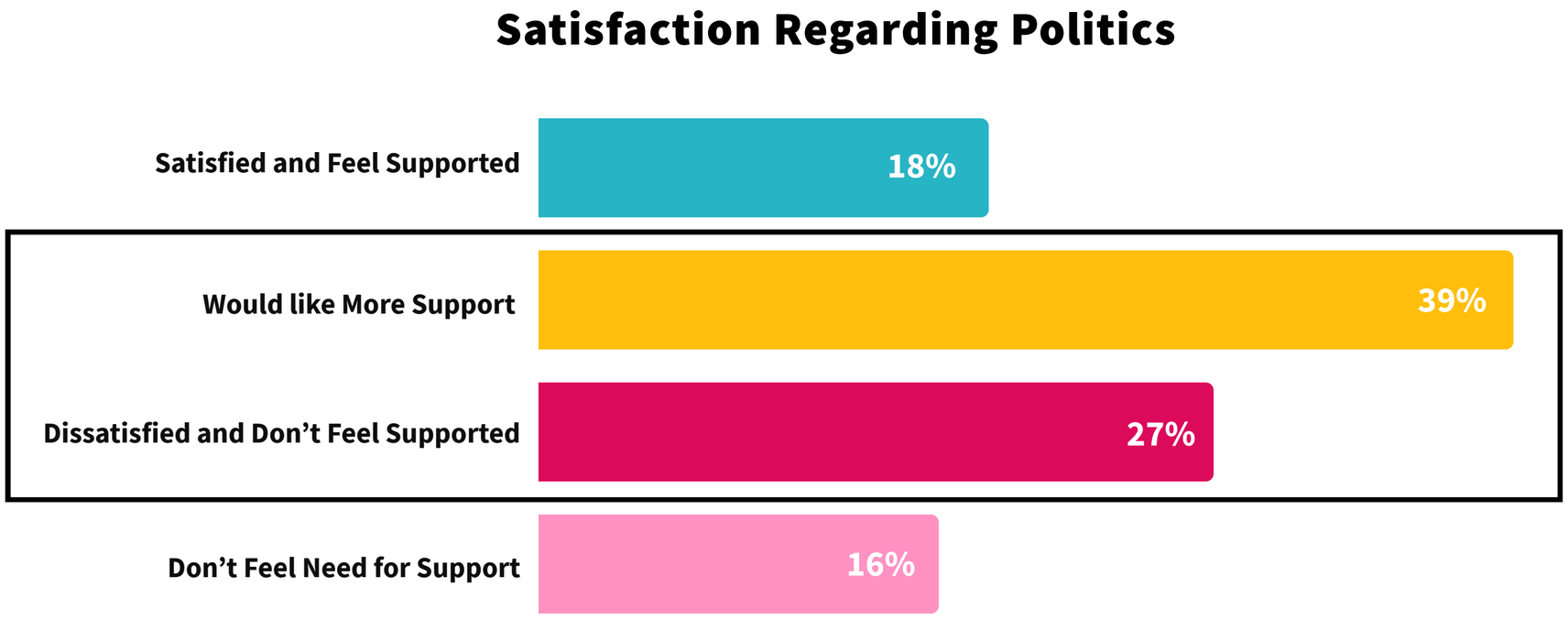


HIGHLIGHTS

66%

of Freelancers Are Dissatisfied or would Like More Support From the Political Leadership.

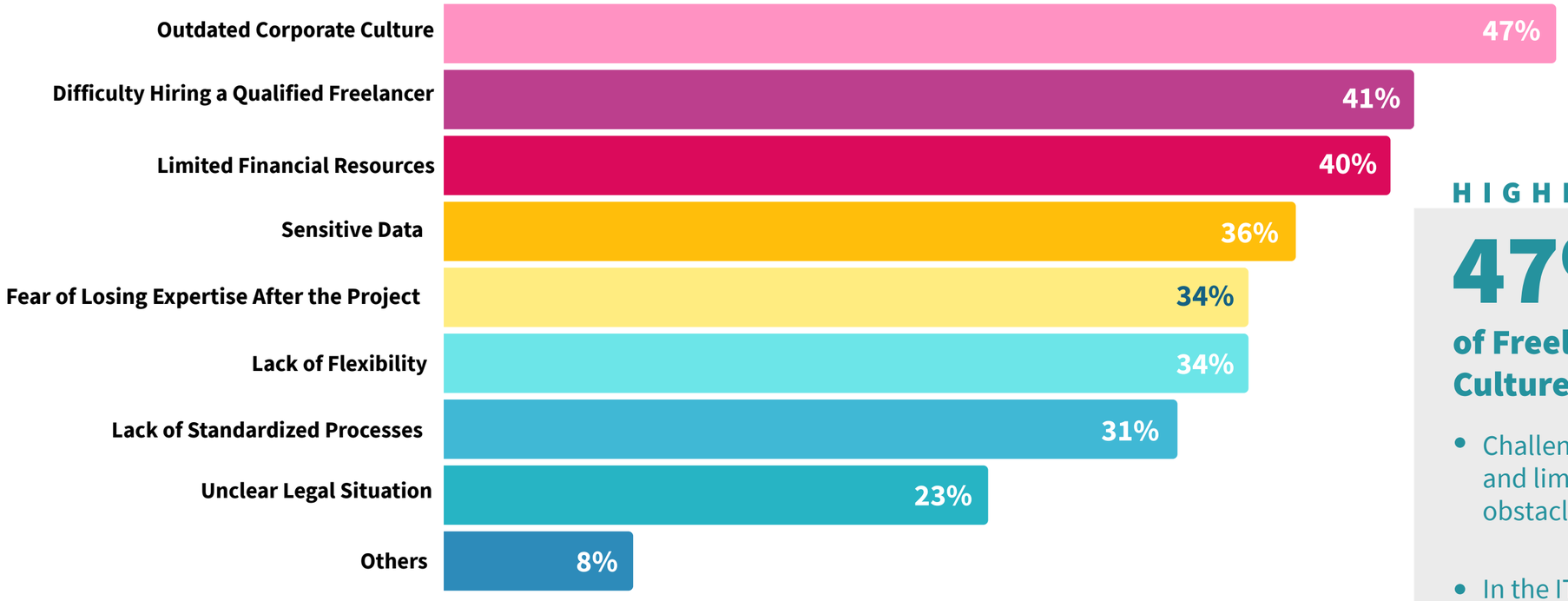
- 27% of freelancers report a lack of political support—rising to 31% among those in the IT industry.
- 16% of freelancers state they do not perceive political support as necessary.



Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 32: What do you think about the political support for freelancers in Canada?

Freelancers Identify Outdated Corporate Culture as a Key Barrier to Collaboration

Freelancers' Opinion about Barriers Preventing Companies from Collaborating with Them



HIGHLIGHTS



47%

of Freelancers Perceive Company Culture as Outdated.

- Challenges in finding qualified freelancers (41%) and limited financial resources (40%) are also major obstacles according to freelancers.
- In the IT industry, concerns over sensitive data are particularly prominent, cited by 52% as the main reason companies refrain from collaboration.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 20: In your opinion, why are companies not working more with freelancers?

Policies and Trends – Key Findings



- **Main Challenges for Freelancers:** Uncertainty (50%), project acquisition (47%), networking (46%) and financial management (42%) are identified as the most pressing issues faced by Canadian freelancers.

- **Political Support Lacking:** According to this study, 27% of freelancers are dissatisfied with the limited political recognition of self-employment. An additional 39% would like more support, while only 18% feel supported enough.

- **Barriers to Collaboraion with Companies:** **Freelancers believe that companies refrain from working with them due to an outdated corporate culture** (47%). Other reported obstacles include the difficulty of finding qualified freelancers (41%), and limited financial resources (40%). In the IT industry, sensitive data is a major trigger with 52% of freelancers in IT citing it as a key issue in their opinion.

These findings indicate that Canadian freelancers face a variety of challenges shaped by both political and economic factors. To address these, policymakers should develop targeted strategies to improve the working conditions of freelancers and promote better collaboration between them and companies. This is vital not only for the freelancer community but also for the broader economy, especially as flexible work models and digitalization become increasingly important.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada

freelance.ca

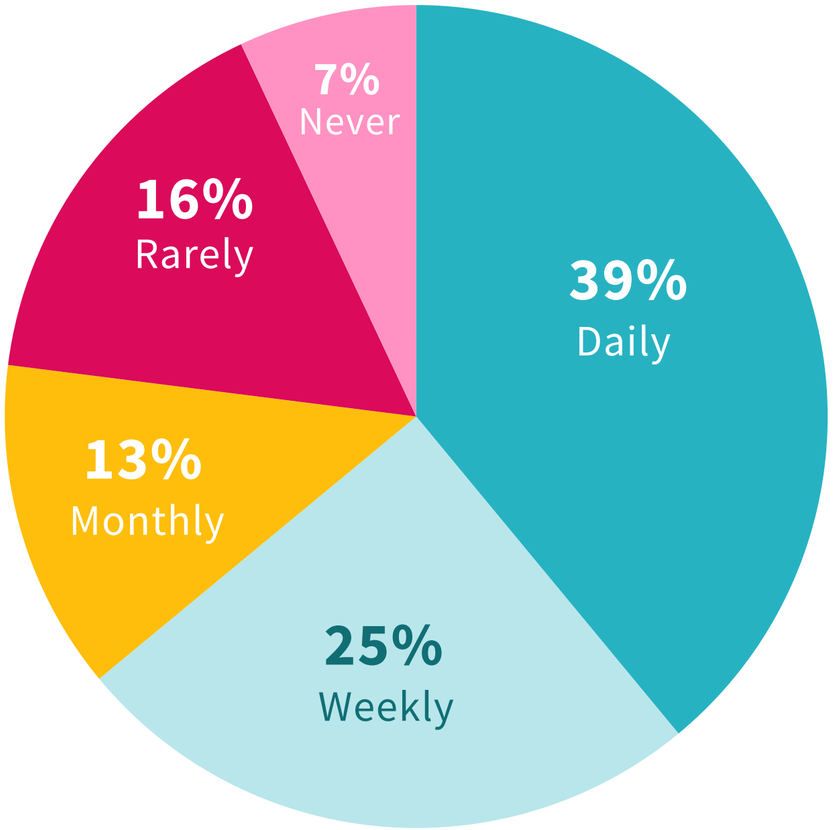
Chapter 9

Artificial Intelligence (AI)



39% of Freelancers Use AI Tools on a Daily Basis

Frequency of AI Tool Usage





HIGHLIGHTS

93%

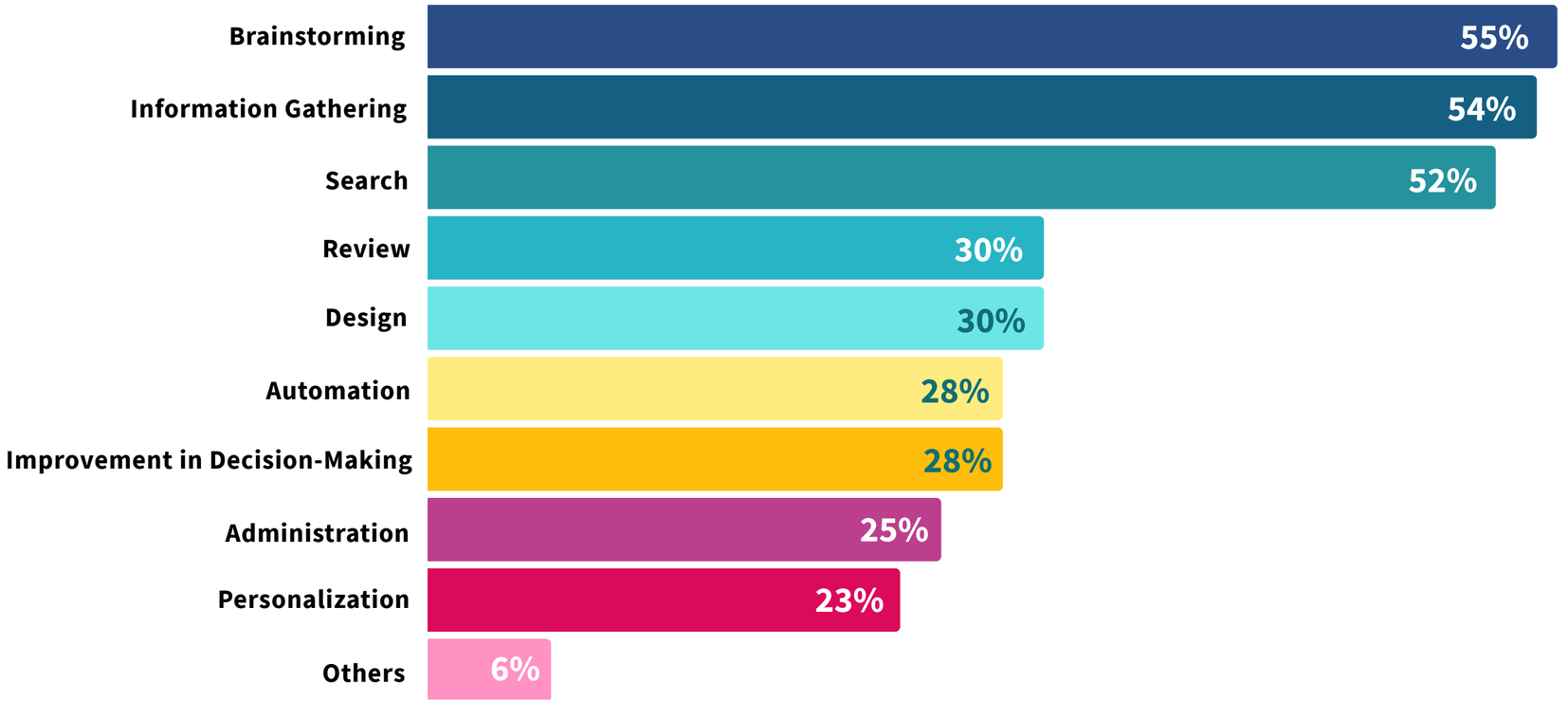
of Freelancers Actively Use AI Tools in their Professional Activities.

- AI is used daily by 51% of IT freelancers, compared to 35% in other industries.
- 91% of freelancers with over a decade of professional experience use AI, slightly less than the 94% adoption rate among those with less than five years of experience.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 35: How often do you use AI tools?

Over 50% of Freelancers Use AI Tools for Brainstorming, Gathering Information, and Conducting Searches

Primary Uses of AI Tools Among Freelancers



HIGHLIGHTS



23%

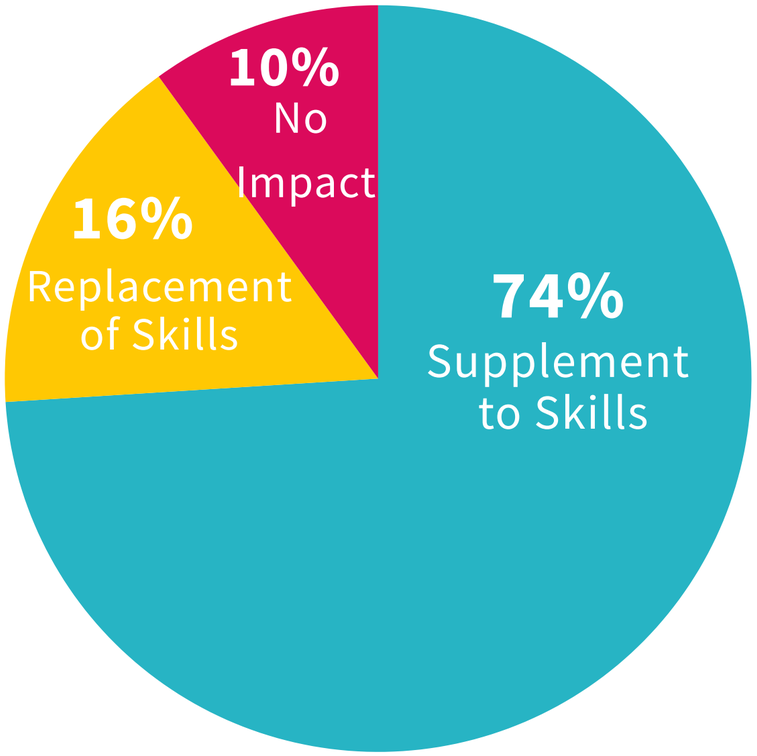
of Freelancers Use All the AI Tools Listed.

- In the “Other” category, most freelancers also indicate using AI tools for text editing and redaction.
- Within the IT industry, AI tools are more widely adopted for information gathering (76%) and search tasks (63%).

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 36: For what purpose do you use AI tools?

74% of Freelancers Perceive AI as an Enhancement to their Skill Set

Impact of AI on Freelance Work





HIGHLIGHTS

Only 10%

of Freelancers Report That AI Has No Impact on Their Professional Activities.

- In the IT industry, 80% of freelancers consider AI a skill-enhancing tool, slightly higher than the 72% observed in other industries.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada | Question 34: Do you think AI have an impact on your work?

Artificial Intelligence – Key Findings



- **Widespread Adoption of AI:** **93% of freelancers have already integrated AI tools into their workflow**. This highlights the growing significance and transformative potential of AI in reshaping how freelancers operate across various domains.

- **Diverse Tool Usage:** **Freelancers leverage a wide range of AI tools to support their work**. The most commonly used tools include brainstorming (55%), information gathering (54%), and search (52%). In the IT industry, the use of AI for information gathering (76%) and search (63%) is even higher.

- **Perceived Impact of AI:** **75% of freelancers view AI as a complement to their skills**, illustrating the value AI adds by enhacing productivity and enabling freelancers to accomplish more in their work.

Artificial Intelligence plays an increasingly central role in freelancing, with the vast majority of professionals now relying on it. A wide array of AI tools is being adopted for various purposes, helping freelancers simplify tasks and boost efficiency.

Source: freelance.ca Study 2025 – How Freelancers Work in Canada

Chapter 10

Conclusion



High Confidence Level Despite Challenges in Project Acquisition



- The demographic analysis reveals a gender distribution with a **strong male presence in technical fields and higher female representation in creative fields.** Freelancers often accumulate extensive experience before transitioning to self-employment, making them highly skilled professionals. This trend is also reflected in the increasing demand for **flexibility**, particularly through remote and hybrid work models.
- Despite obstacles such as low income and gender-based income disparities, freelancing remains attractive due to its inherent **flexibility and the improved work-life balance** it offers.
- Business development and project acquisition are seen as both opportunities and challenges, with **freelancer platforms, social networks and personal networks** playing a crucial role in acquisition.
- **The current political framework highlights the need for stronger support for freelancers**. The growing integration of AI technologies fosters new perspectives, and freelancers are already adopting these tools in their daily work.

Freelancers in Canada remain confident despite challenges such as project acquisition and income disparities. Freelancing's appeal lies in flexibility, autonomy, and improved work-life balance. With growing reliance on AI tools and digital networks for client acquisition, freelancers' role in the economy is evolving. However, stronger political support is needed to recognize their contribution and improve working conditions in a rapidly digitizing world.

“As a committed partner to freelancers, our mission is to deliver an up-to-date and in-depth understanding of the freelance market. This study has allowed us to reflect the key challenges Canadian freelancers face today. Our continued goal is to help experts connect with the right projects and to strengthen collaboration between freelancers and project providers.”

Simon Gravel
CEO



Chapter 11

About freelance.ca



Our Mission

At freelance.ca, our mission is to connect companies with highly qualified freelancers quickly and efficiently, meeting the demands of a rapidly-evolving work environment.

Our platform is built on intelligent, data-driven matching—ensuring that the right talents are linked to the right projects through verified information and strategic networking.

As a member of the freelance.group global network, we're helping shape the future of work. Our goal is to foster independent, successful freelance careers by providing the tools, visibility and access to opportunities freelancers need and value.



Source: freelance.ca Study 2025 – How Freelancers Work in Canada

We Empower Highly-qualified Freelancers to Work Independently and Successfully!

freelance.group

+1.000.000
Freelancers

+100.000
Companies

8
Markets

18+
Successful business years

To freelance.group

freelance.ca

+30.000
Freelancers

+3.000
Companies

To freelance.ca

Source: freelance.ca Study 2025 – How Freelancers Work in Canada

Our team

