

WORKPLACE DIVERSITY SURVEY 2012-2013

Produced by the Peterborough Partnership Council on Immigrant Integration (PPCII)

BACKGROUND

In 2010 the Peterborough Social Planning Council and the Trent Centre for Community-Based Education prepared a research document entitled *The Faces of our Future: Planning for a Diverse Community*. This document became the cornerstone upon which a cross-sectoral plan for immigrant integration in Peterborough was later developed. The document, namely the Integration Strategy 2010-2015, outlines “the goals and objectives that must be met in order to make Peterborough a more welcoming community for newcomers to work, live and study”. With recommendations from the *Faces of our Future* and the succeeding Integration Strategy, the Partnership Council (PPCII) was mandated to investigate how to improve labour market access for new Canadians.

In 2012 and 2013 PPCII contracted Fleming Data Research (FDR) to complete a telephone survey research study. The purpose of the study was to identify labour market trends in the Peterborough City and County affecting newcomers’ job prospects. The study also looked at the diversity of the local labour force, barriers in attracting, hiring and retaining newcomers, and the challenges faced by both the new Canadians and their employers. 245 local organizations were surveyed in total.

The survey results indicate that a significant number of local businesses are committed to the workforce diversity in their workplace within the Peterborough City and County. 48% of local employers surveyed strive for an ethnically or culturally diverse workforce, while 33% strive “to some degree.” The results show that 48% of local employers surveyed have at least one new Canadian employee.

METHODOLOGY

2012 Survey: In February 2012 a telephone survey of local businesses was developed by PPCII in collaboration with FDR. A database of contact information for 1,034 local businesses was provided to FDR by the Greater Peterborough Chamber of Commerce. Telephone interviews were conducted using a Computer Automated Telephone Interviewing System. FDR called the listing of business numbers between March 21 and April 2, 2012 until a sample of 206 local businesses was achieved.

2013 Survey: In January 2013 FDR was contacted to repeat the study using the same instrument with the addition of one question. The purpose of the 2013 survey round was

to expand the survey population to include the largest local employers (including private, public and non-profit as well as the PPCII member organizations). In addition, FDR was asked to provide qualitative analysis of the data derived from open-ended questions and combine the 2012 and 2013 survey findings in a single report. For the purposes of the 2013, survey FDR was provided with a new list of 116 organizations, which were cross-referenced to the list of organizations surveyed in 2012. A final list of 89 potential organizations was compiled. FDR called the listing of business numbers between February 12 and April 24, 2013 until a sample of 39 additional local employers was achieved.

2012-2013 Research Report: The results of 2012 and 2013 survey rounds were systemized and compiled in a single report format and represent information received from a total number of 245 local employers.

LIMITATIONS

FDR identified that threats to the validity of the survey results include historical effects attributable to time-related changes:

- As time passes, the characteristics of the population in the community change and the data will become less representative of the needs and opinions of local businesses. E.g., changes to the Peterborough economy between 2012 and 2013 may not be accurately reflected in the combination of data from these years.
- There were businesses and industries that closed and opened during this time, which may have had an effect on demand and supply of labour in the community.

KEY HIGHLIGHTS

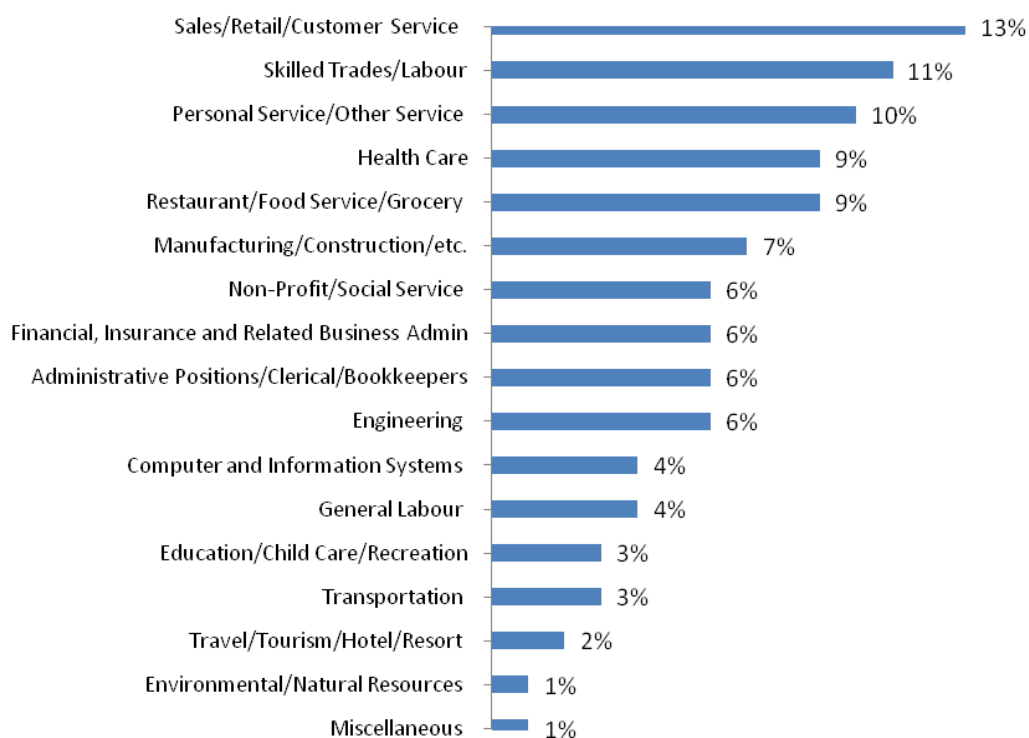
- 48% of local employers surveyed have at least one New Canadian employee.
- 48% of local employers surveyed strive for an ethnically or culturally diverse workforce, while 33% strive “to some degree.”
- The most difficult occupations to fill:
 - Sales/Retail/Customer Service (13%);
 - Skilled Trades/Labour (11%);
 - Personal/Other Service (10%).
- Anticipated vacancies in the next five years:
 - Sales/Retail/Customer Service (14%);
 - Non-Profit/Social Service (9%);
 - Administration/Clerical/Bookkeeping (9%);

- Skilled Trades/Labour (9%).
- Jobs that new Canadians tend to fill:
 - Administration/Clerical/Bookkeeping (14%);
 - Personal/Other Service (13%);
 - Non-Profit/Social Service (11%).
- Top challenges in *attracting* and *hiring* New Canadian employees:
 - Language/Communication barriers;
 - Certificates/Accreditation/Qualifications;
 - Lack of Experience/Skills.
- Top challenges in *retaining* New Canadian employees:
 - Language/Communication barriers;
 - Location/Peterborough not appealing;
 - Short-term/Part-time/Contract positions.
- The greatest training needs for *New Canadian employees*:
 - Language/Communication barriers;
 - Job Specific Training/Skills/Knowledge;
 - Certificates/Accreditation/Qualifications.
- The greatest training needs for the *employers* of New Canadians:
 - Effective Communications/Language;
 - Understanding/Accommodating Culture.
- 57% of local employers surveyed have positions in their workplace that require a specific license to work or practice.
- 25% of local employers surveyed place a high level of emphasis on evaluating the foreign credentials of New Canadian employees applying to their workplace.
- 38% of local employers surveyed have a method that assesses the credentials or competency equivalency of New Canadian applicants.
- 33% of local employers surveyed place a high level of importance on experience obtained outside of Canada for New Canadians applying to their workplace.
- The most commonly used employment programs within local employers:
 - Employment Agencies (57%);
 - Temporary Staffing Agencies (53%);
 - Summer Jobs Service (47%);
 - Summer Jobs for Youth (43%).

See the appendix for more detailed survey results

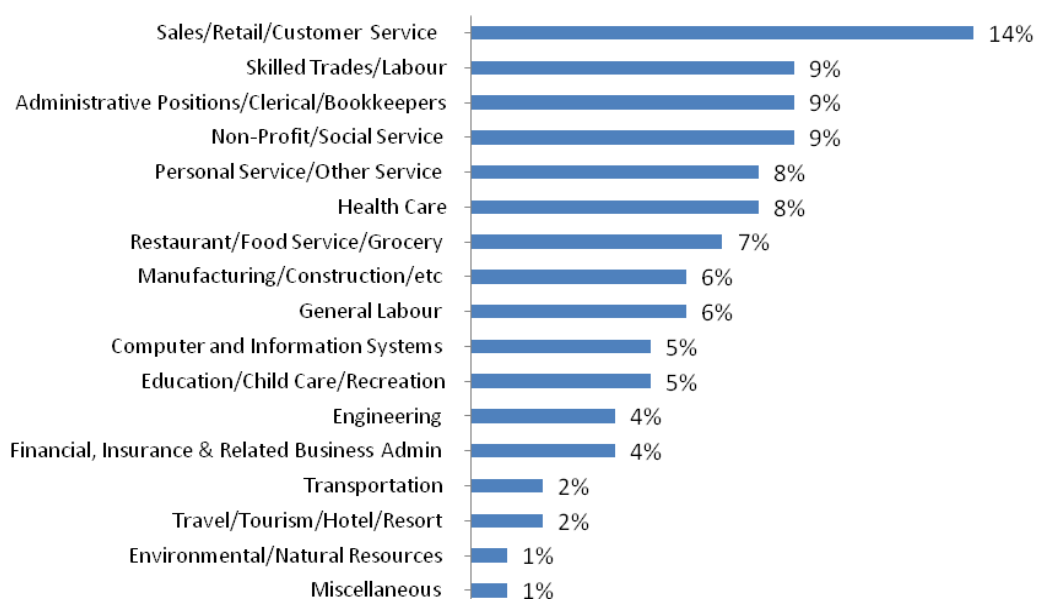
APPENDIX – GRAPHS AND CHARTS OF KEY HIGHLIGHTS

The most difficult occupations to fill



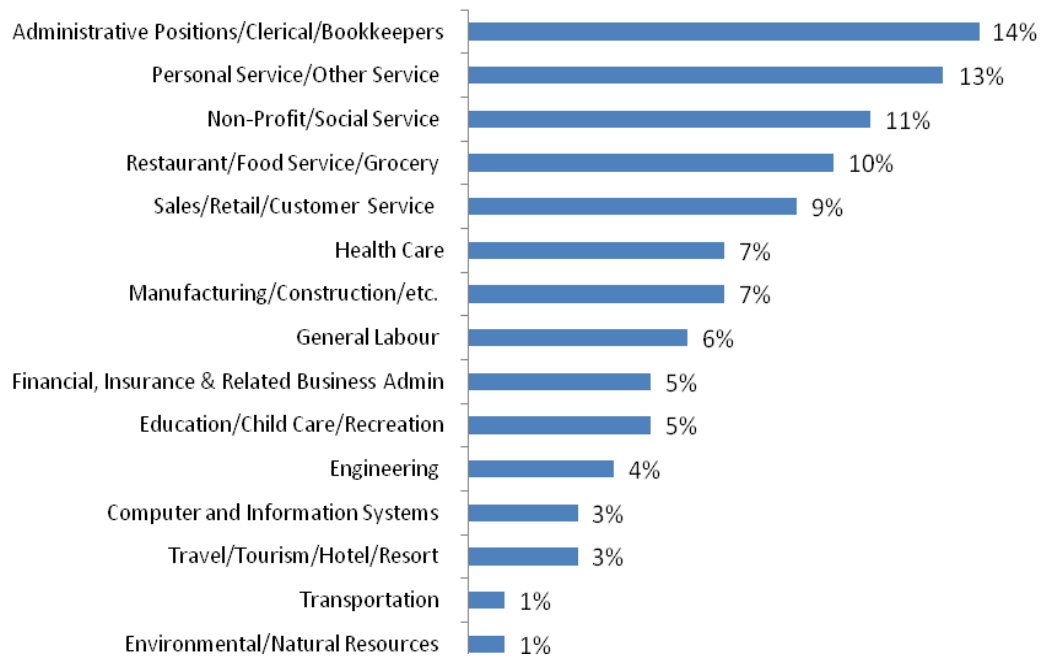
Graph 1: 158 employers provided one or more positions that are difficult to fill (for a total of 217 positions)

Anticipated vacancies

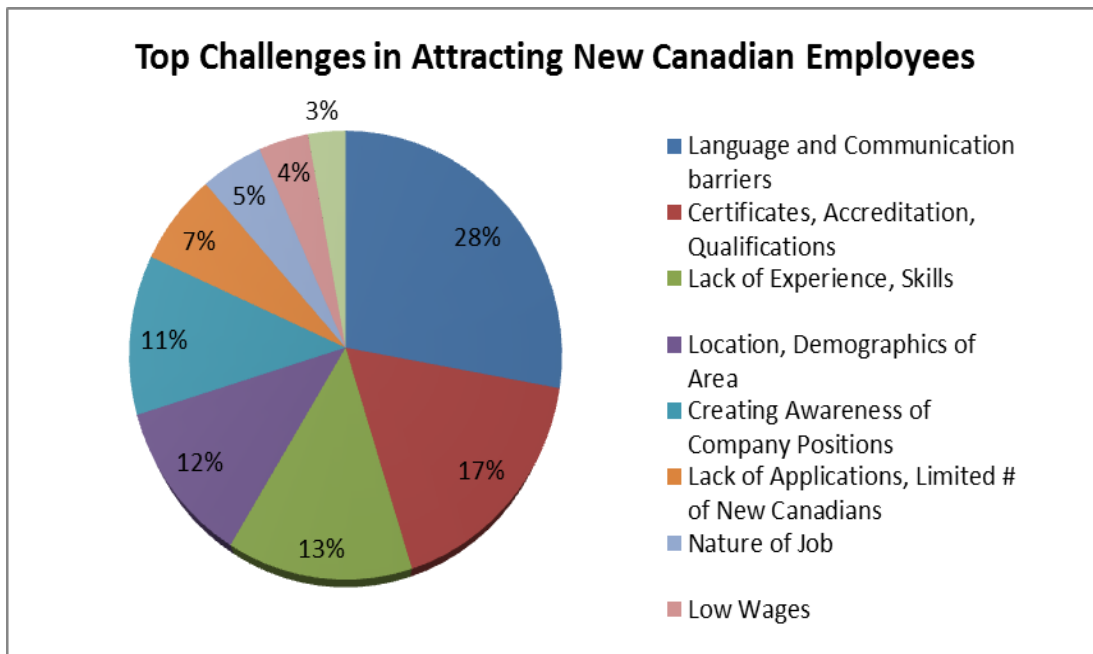


Graph 2: 187 employers provided one or more positions they anticipate that they will need to fill in the next five years (for a total of 329 positions)

What jobs are the New Canadians filling?

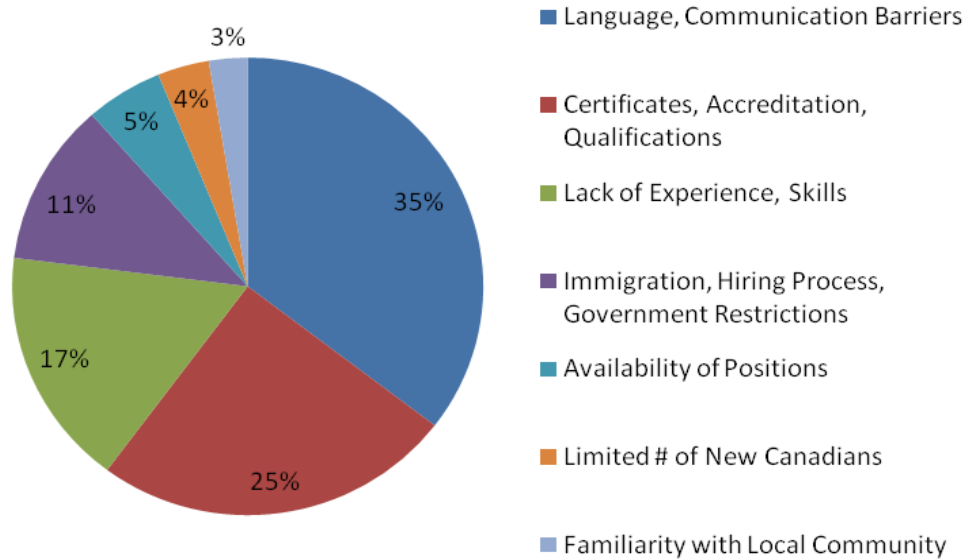


Graph 3: 117 employers provided one or more positions that are filled by New Canadians (for a total of 167 positions)



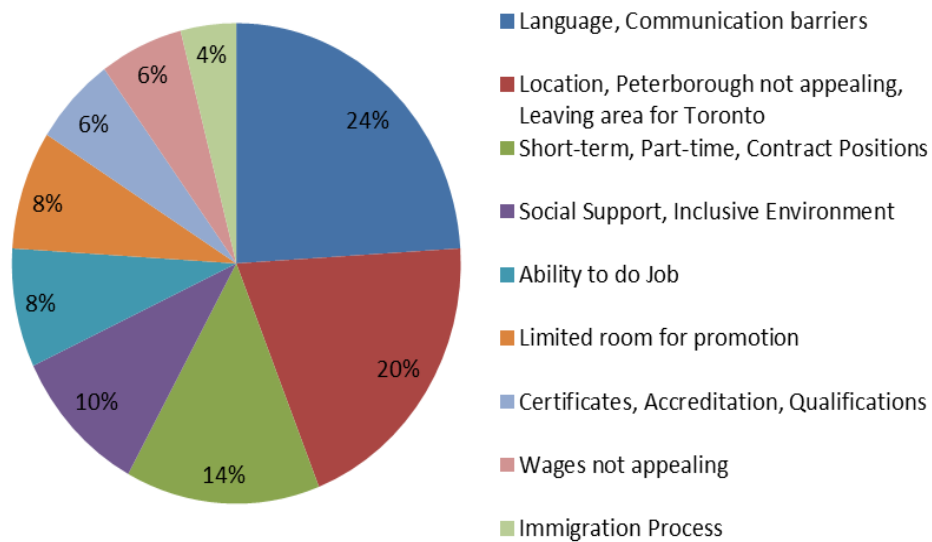
Graph 4: 99 comments provided on the above question

Top Challenges in Hiring New Canadian Employees



Graph 5: 114 comments provided on the above question

Top Challenges in Retaining New Canadian Employees



Graph 6: 57 comments provided on the above question



Graph 7: 187 comments provided on the above question



Graph 8: 81 comments provided on the above question