

Worker Survey 2019



Employees and Job
Seekers Had Their Say



Workforce Planning Board
of Waterloo Wellington Dufferin

Ontario



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The views expressed in this document do not necessarily reflect those of the Government of Canada and the Government of Ontario.

We would like to express our thanks to all who participated in the development of this report.

**For a copy of the full report contact the Workforce Planning Board of Waterloo Wellington Dufferin
or download it at workforceplanningboard.com**



Background and Introduction

The Workforce Planning Board of Waterloo Wellington Dufferin conducts EmployerOne, an annual survey of employers. WPB has hosted EmployerOne for five years and it has become a trusted source of employer insights and trends. The survey asks employers about the demographics of their current workforce and insights about their retention and recruitment practices. This information helps identify trends across WWD and understand the perspective of employers changes. However, there has been a gap in understanding the flip side of the coin - the perspective of workers, whether they are employed or seeking employment.

The new Worker Survey complements the EmployerOne Survey. The survey asks similar questions to EmployerOne which helps identify current labour market challenges for employers: finding employees, the increase of hard-to-fill positions and the ongoing struggle to retain employees long-term. To understand the workers' side, we choose to look at:

- Needs when looking for a job
- Reasons people quit jobs
- Barriers to employment
- Full-time work preferences
- Factors employees value when staying in a job.

The Worker Survey is completely anonymous with no personal identifiers. All questions are optional, and respondents can choose what they want to answer. Therefore, all responses, incomplete and complete, were used in analysis. The survey was open between February and May of 2019.

This report provides an analysis of the responses from the Worker survey. The respondents were diverse in age, type of work and employment status. The questions addressed use of skills, and job seeking methods. Analysis was conducted based on different variables then snapshots were developed, providing insights into how responses differed based on selected criteria. Each snapshot is comprised of a short analysis, summary of statistics and infographics of key findings. A list of the snapshots is available on the next page.

The survey is meant as a first step in understanding the perspective of employees and job seekers. The Board will continue to look at next steps, some of the barriers present and the possible gap between employers and workers.

Snapshots

Age: Three snapshots explore the survey results based on age of respondents. Younger Workers, Middle-Aged Workers, and Older Workers. Age is often correlated with the level of position employees hold and their workplace experience which has an impact on their insights and perceptions.

Type of Work: This snapshot compares respondents who work full-time and those who do not have full-time employment.

Unemployment: The results of unemployed respondents were created here. These worker experiences and barriers are unique and important to understand.

Long-Term Job Seekers: Job Seekers are divided into Long-term Job Seekers who have been looking for employment for over a year and Non-Long-Term Job Seekers (looking for employment for less than a year). This group includes both employed and unemployed respondents who have indicated they are seeking employment.

Voluntary Job Leavers: This snapshot was created to compare respondents who indicated they quit a job within the last year and those who remained employed.

Skill Use in the Workplace: One of the survey questions asks how often workers use their skills in the workplace. They were divided into high skill, medium skill and low skill users.





General Observations

Overview

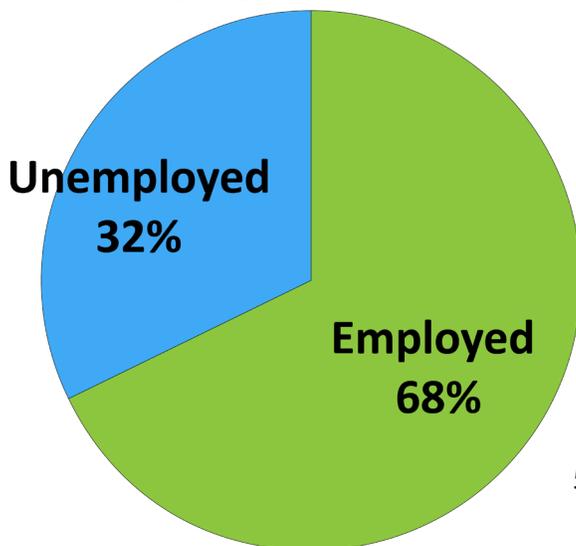
The Worker Survey was comprised of 16 questions, including a comments question at the end of the survey. All questions were optional and incomplete surveys were included in the analysis. There were 177 responses with a 92% completion rate.

Demographics and Employment Status

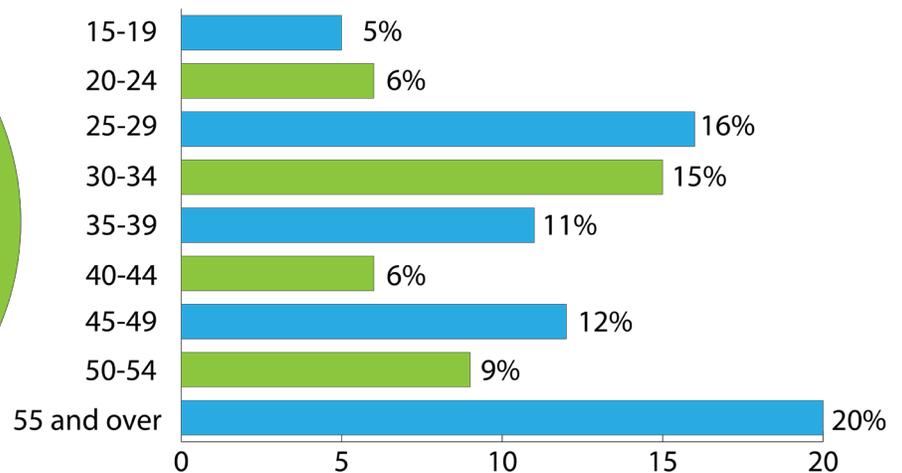
Although the survey was anonymous, respondents were asked to identify their age, location, industry, employment status, and if employed, the number of jobs and type of jobs (full-time, part-time, contract, seasonal) they held. Moreover, if respondents indicated they held non-full-time jobs, they were asked if they would prefer to be employed full-time.

The majority of respondents (68%) were employed while 32% were unemployed. The largest age group that completed the survey was 55 years of age or older (20%) while the smallest age groups were 15-19 years old (5%) and 20-24 years old (6%) and 40-44 years old (6%).

Employment Status



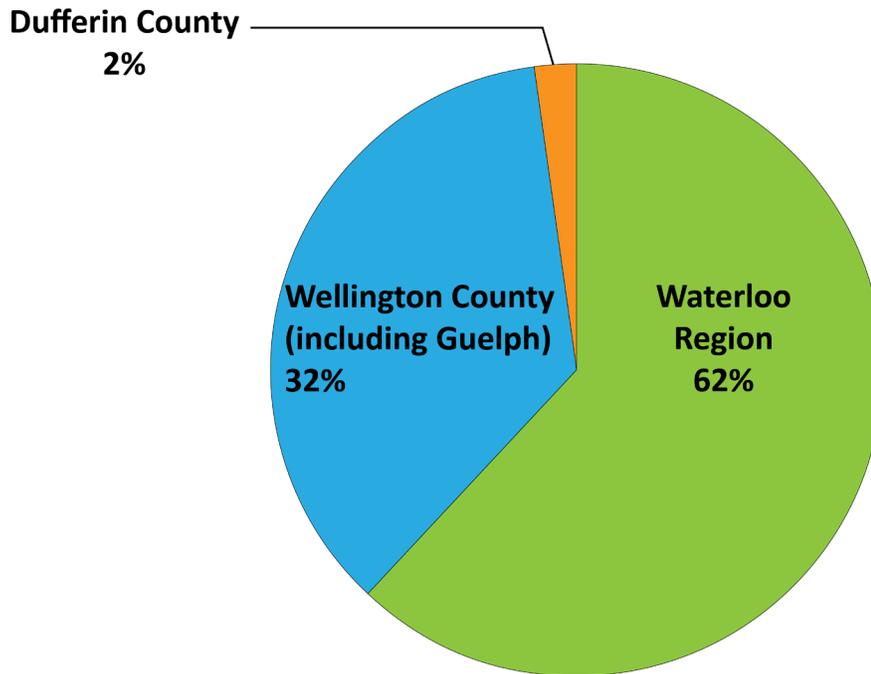
Age



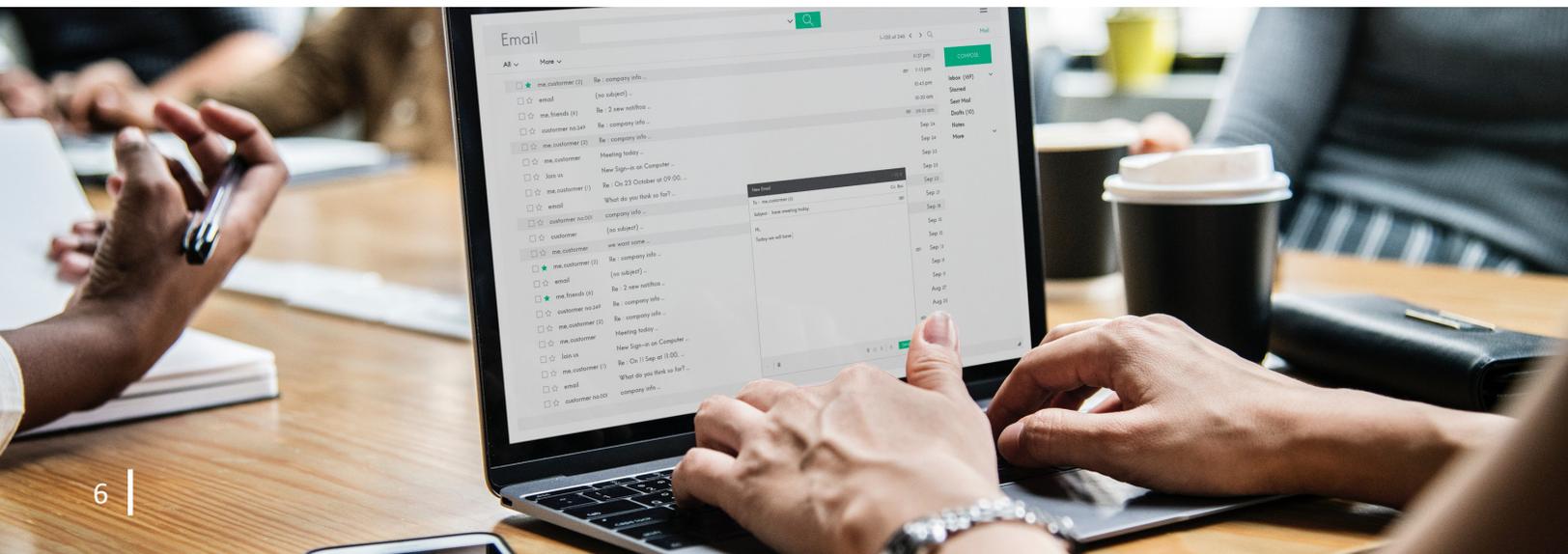
Location and Industry Breakdown

The majority of respondents (62%) were located in Waterloo Region. Most of the remaining respondents were in Wellington County which includes Guelph with the remaining 2% in Dufferin County.

Respondents also identified the industry in which they work or were seeking employment. Respondents were asked to select the industry they worked in most, if they worked in multiple industries.



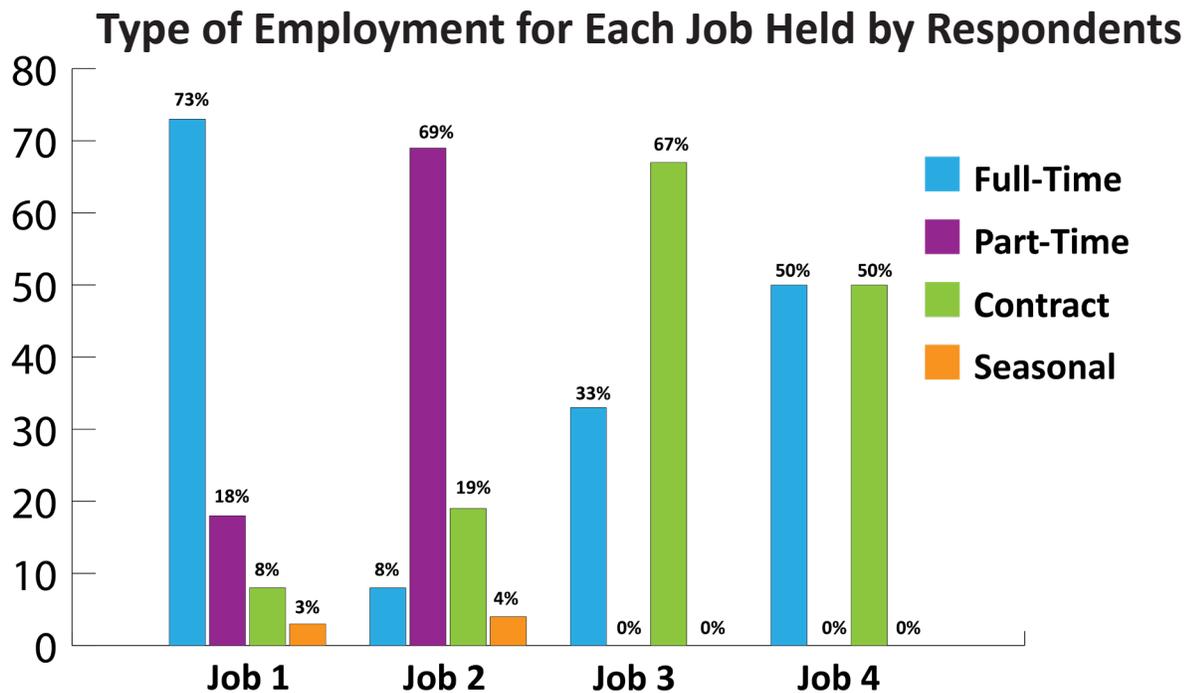
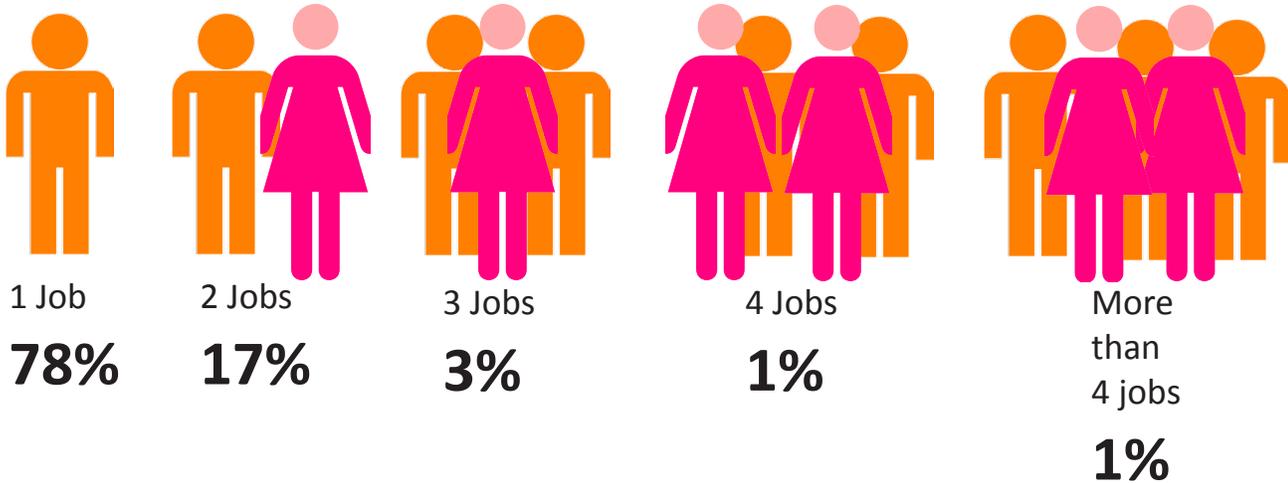
Survey respondents represented a diversity of industries. Survey respondents represented 85% of industries (2-digit NAICS). The industry with the highest number of respondents was Healthcare and Social Assistance. It is important to note that only 57% of respondents indicated their industry.



Industry	# of Responses	%
Healthcare and social assistance	17	17%
Professional, scientific and technical services	11	11%
Manufacturing	9	9%
Educational services	9	9%
Administration and support, waste management and remediation services	7	7%
Information and cultural industries	6	6%
Public administration	6	6%
Accommodation and food services	5	5%
Management of companies and enterprises	5	5%
Other services (except public administration)	5	5%
Finance and insurance	4	4%
Transportation and warehousing	3	3%
Construction	2	2%
Utilities	1	1%
Wholesale trade	1	1%
Arts, entertainment and recreation	1	1%
Retail trade	1	1%
Other	8	8%

Number of Jobs and Type of Work

The majority of respondents held only one job (78%) and less than 5% of respondents held more than two jobs. The majority of respondents indicated they held full-time jobs. Respondents who held more than two jobs had full-time and contract jobs.



Full-Time Work

74% of those who do not currently hold a full-time job indicated that they would prefer one, while 26% of respondents were okay not having a full-time position. There has been an increase in people seeking part-time work. Non-full-time work could be appealing to people with disabilities, young parents, workers considering retirement, and younger workers who may be seeking a permanent position to pair with their gig economy job.

Job Seekers and Job Leavers

Job Seekers

Job seekers were classified as anyone who answered the questions about job seeking activities during the last year. 114 respondents identified as job seekers and included people who were employed (56%) and unemployed (44%). Survey questions pertaining to job seeking activities included methods used to find new employment and the length of time they had spent looking for a job.

Job Seekers reported using the following methods to look for a job:



Online Job Boards



Word of Mouth

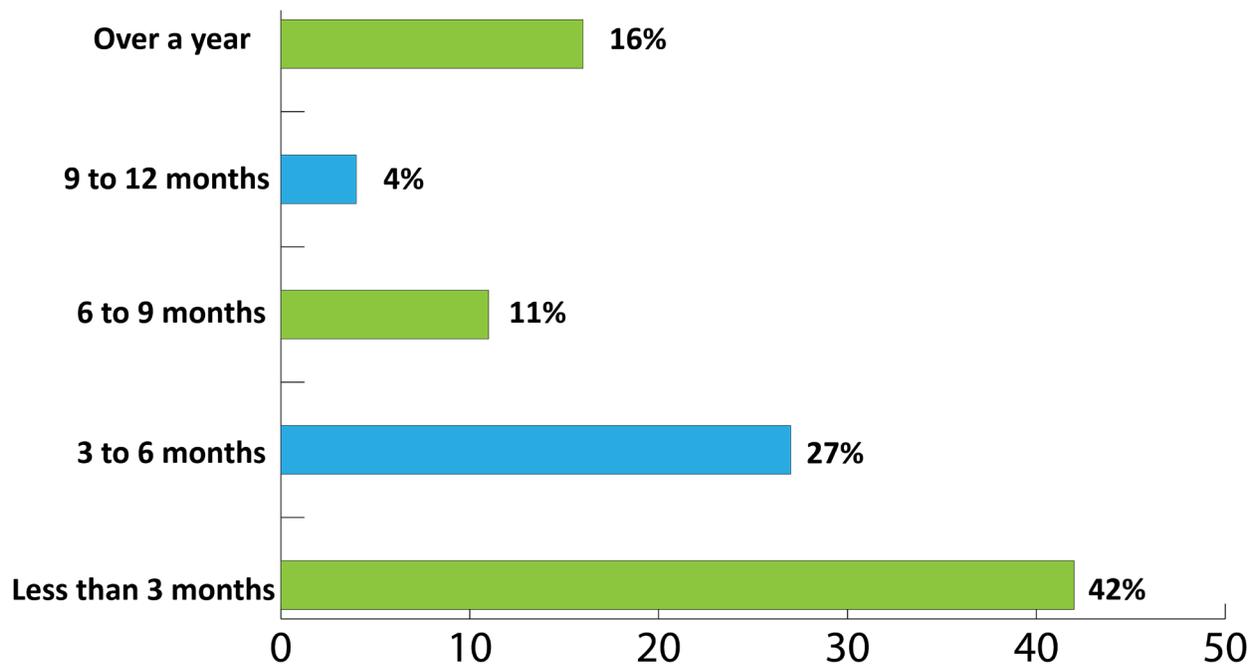


**Checking Company's
Website**

Word of mouth and Online job boards were also the top two methods employers used to looking for new employees in the EmployerOne survey. Checking a company's website was the fourth top methods used by employers. This suggests that employers advertising for new employees and job seekers who are looking for work are using similar methods to do so.



We asked Job Seekers how long they had been looking for a job. Less than half (42%) were looking for less than 3 months. Also, over one third (31%) had been looking for over 6 months, with 16% looking for a job for over a year. To compare this with the employer response from EmployerOne, 64% of businesses indicated that they had positions that were hard-to-fill in 2018. Hard-to-fill positions are jobs for which the search for workers takes longer than planned. The percentage of employers with hard-to-fill positions has steadily increased over the past four years, and the top reason employers found positions hard-to-fill was not having enough applicants. Job seekers appear to have a range of employment options when looking for a job with many of them leaving the market within 6 months.



When looking at the 16% who have been looking for employment for over a year, it seems employers are finding it difficult to fill positions, while some job seekers are struggling to find employment. This could point to a disconnect between job seekers and potential employers. This disconnect could be attributed to several factors. To understand why Job Seekers were struggling to find employment, we asked them to identify factors they believe may be contributing to not finding work:

- Lack of postings in my chosen field of employment
- Lack of postings at a desirable pay or salary level
- Need to improve training/education to be eligible for available jobs (i.e., High School Diploma/GED, College, University, Trades Certification)

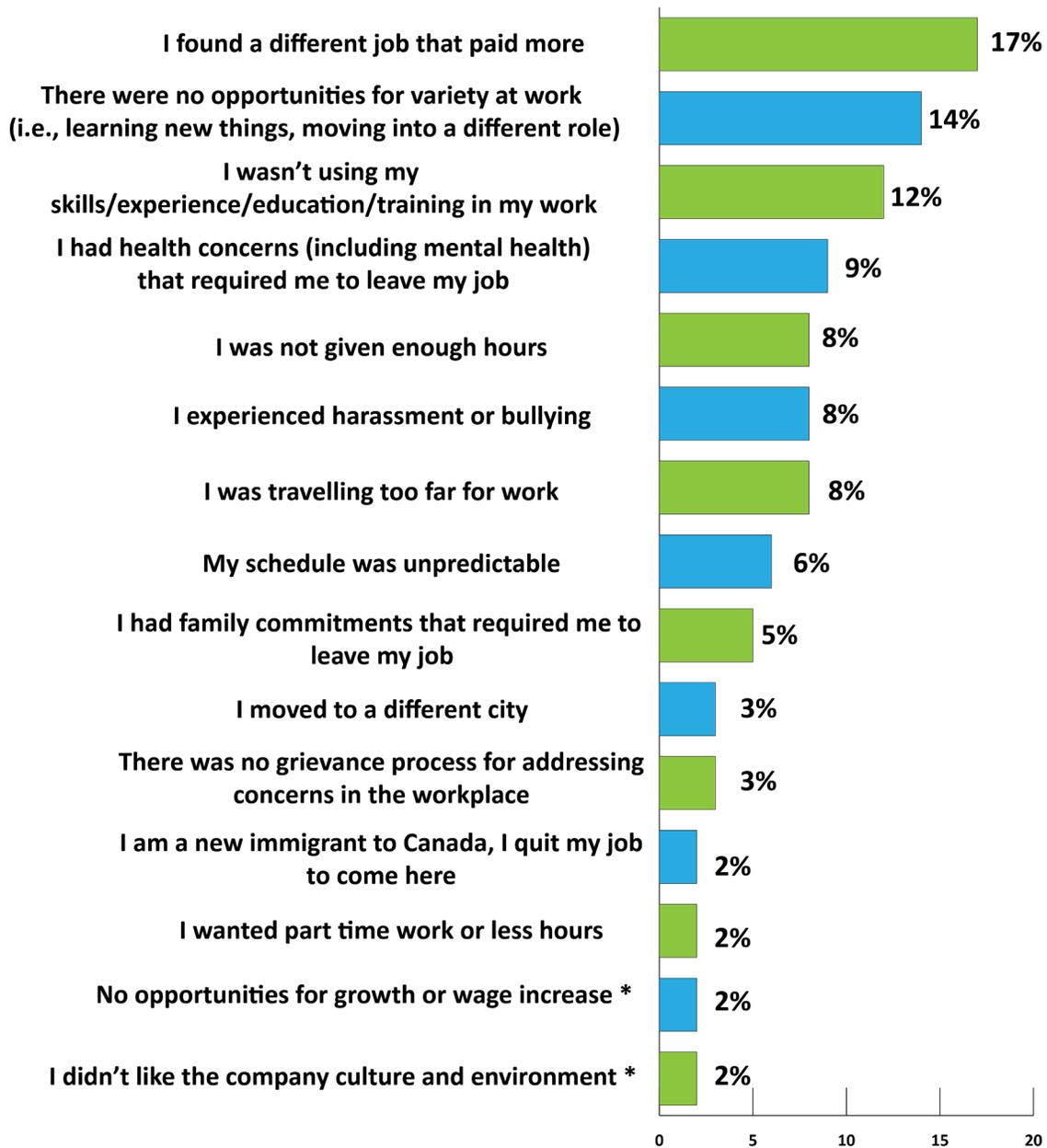
More research on the first two points could better identify if workers are looking in the right markets and if their expectations are aligned with the employer's offerings.



Job Leavers

In 2018, employers from the EmployerOne survey reported that 60% of their total separations were because of employees quitting. This increasing level of quits has become a growing challenge for employers, especially in the manufacturing industry. However, EmployerOne does not provide insight on why employees are quitting. This survey hoped to capture some of those reasons.

Respondents who answered questions about quitting during the last year were classified as Job Leavers. Job Leavers represented 74 respondents; 64% were employed and 36% were unemployed. One question pertaining to job leaving asked workers to identify the top 3 reasons that contributed to their decision to quit a job within the last year. In the chart below are the most commonly cited reasons for quitting a job. (Totals do not equal 100%.)



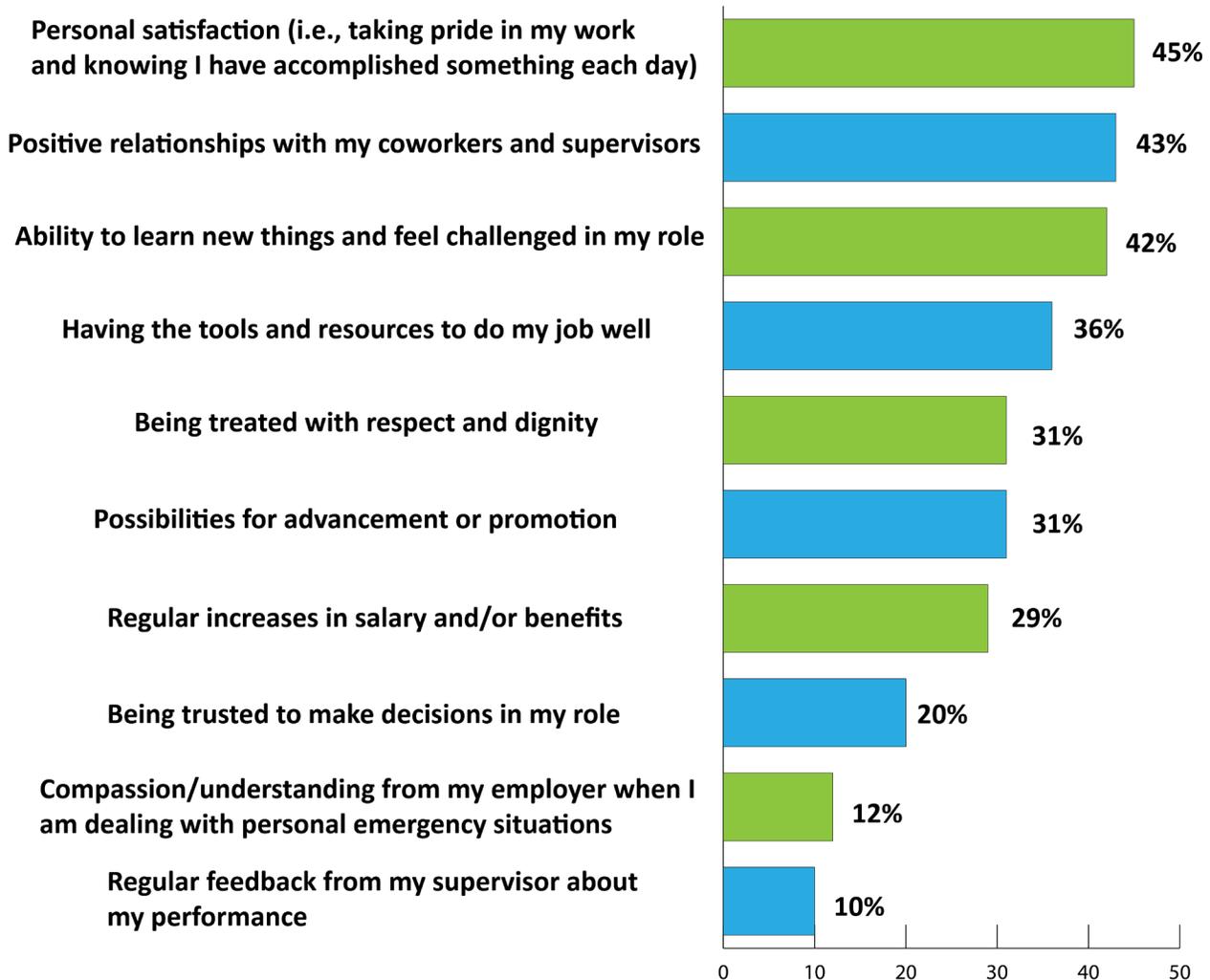
* Not original answer choices but were mentioned by respondents in the comment field

The most common reason why Job Leavers quit their last job was finding a different job with higher pay at 17% of responses. Lack of opportunities for variety at work followed closely as the second reason at 14%, and 12% of the responses indicated an inability to use their skills/experience/education/training at their last job as a reason. It seems Job Leavers slightly prioritize the income and their ability to grow and use their skills in their employment over other benefits or the company's work culture.



Workplace Satisfaction

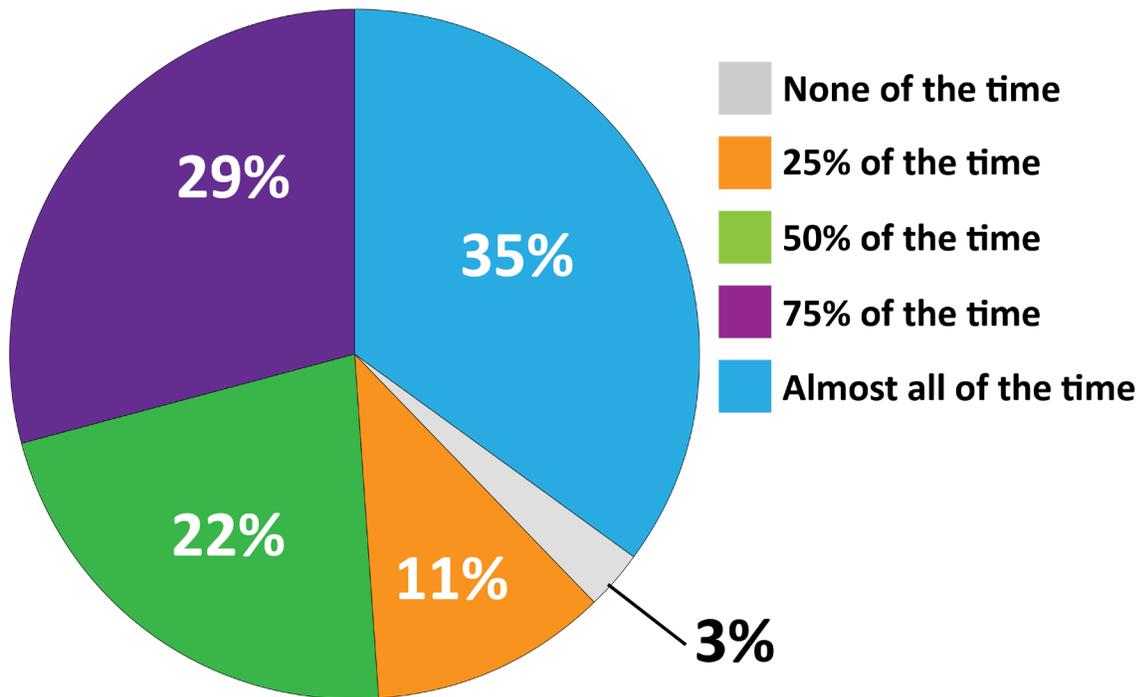
Job satisfaction is a critical component of employee retention in the workplace which is currently a common challenge for employers. The process of constantly recruiting, hiring and training new staff is time and cost consuming for employers. To explore what influences worker job satisfaction, the survey asked respondents to select their three most important factors for staying in a job. Totals in the chart do not equal to 100%.



The top three factors selected had very similar percentages: personal satisfaction, positive relationships with coworkers and the ability to learn new things. It seems the workplace environment is as important as the ability to learn, use and improve the skills of employees. Having the tools to do one's job came in fourth place. Being treated well and opportunities to advance tied for fifth place. It is important to note that regular increases in salary was not in the top five factors. This is critical for employers to note as the assumption is often that pay or salary is the main reason why employees are satisfied when in fact retention seems to be more connected to relationships, learning and being supported to do the work involved.

Use of Skills

Based upon the previous section, it could appear that how often a worker uses their skills in a job could influence their job satisfaction, and their decision to stay in a job. Employed respondents were asked how often they feel that their job is a good match with their skills/experience/training/education. The majority of respondents (63%) note that they use their skills almost all or 75% of the time. 22% use their skills 50% of the time and 11% are at 25% skills use. Only 3% of respondents use their skills none of the time. These results suggest that a good majority of respondents are in jobs that align with their skills, experience, training or education.





Snapshots

Young Workers

Middle-Aged Workers

Older Workers

Type of Work

Unemployment

Voluntary Job Leavers

Skills Use in the Workforce

Long Term Job Seekers

Snapshot of Younger Workers (15-29 years old)

49 respondents were classified as younger workers as they were 29 years and younger. This was chosen as a benchmark to classify younger workers since 29 is the eligibility cut-off for Employment Ontario youth services such as Youth Job Connection and Summer Company.

Key Findings Compared to Middle-Aged and Older Workers

- Most Frequently reported holding more than one job, 26% similar to that of Middle-Aged workers at 25%.
- Younger workers who do not hold a full-time job were most likely to prefer full time employment.
- The younger the respondents the less they feel it is Extremely Important/Somewhat Important to use their skills in the workplace.
- “Having the tools and resources to do my job well” was one of the most important things when staying in a job for Younger Workers. The other two groups did not prioritize this sentiment.

YOUNGER WORKERS SURVEY RESPONDENTS

65%
Are Employed



26%
Hold more than one job



21%
Have been looking for work
for over a year



42%
Use their skills
almost all the time or 75% of the
time in the workplace

82%
Feel it is Extremely Important/Somewhat Important
to use their skills in the workplace

94%
Would prefer full-time work



Top 3 Job seeking methods for respondents who are currently looking for work

Younger Workers

- Online Job Boards/Postings
- Word of Mouth
- Checking a Company's Website



Top 3 Most important things when looking for work

Younger Workers

- Pay or salary
- Location (i.e., work is close to my home or my children's school/daycare)
- Hours of work (i.e., set schedule, knowing my hours in advance)

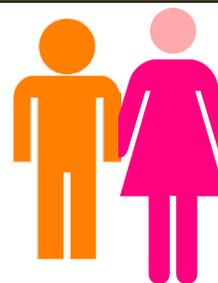


Top 3 Most important things when staying in a job

Younger Workers

- Positive relationships with my coworkers and supervisors
- Personal satisfaction (i.e., taking pride in my work)
- Ability to learn new things and feel challenged in my role*
- Having the tools and resources to do my job well*

* Tied for third most frequent responses



Top 3 Reasons quit a job within the last year

Younger Workers

- There were no opportunities for variety at work (i.e., learning new things, moving into a different role)
- I had health concerns (including mental health) that required me to leave my job
- I found a different job that paid more



Snapshot on Middle-Aged Workers (30-54 years old)

93 respondents identified as middle-aged workers, between the ages of 30 and 54. This cohort includes those who are older than the maximum age for Employment Ontario Youth services, and younger than the qualifying age for Employment Ontario older worker services.

Key Findings Compared to Younger and Older Workers

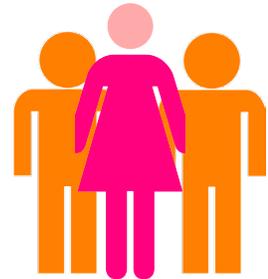
- Least likely to be looking for work for over a year.
- Middle-Aged and Older Workers both listed “Work that I find meaningful” and “Ability to use my skills/experience/training/education” as the most important things when looking for a job.
- “Personal Satisfaction” was chosen as the most important thing when staying in a job for all three age cohorts.

MIDDLE-AGED WORKERS SURVEY RESPONDENTS

70%
Are Employed



25%
Hold more than one job



12%
Have been looking for work
for over a year



69%
Use their skills
almost all the time or 75% of the
time in the workplace

98%
Feel it is Extremely Important/Somewhat Important
to use their skills in the workplace

67%
Would prefer full-time work



Top 3 Job seeking methods for respondents who are currently looking for work

Middle-Aged Workers

- Online Job Boards/Postings
- Word of Mouth
- Checking a Company's Website



Top 3 Most important things when looking for work

Middle-Aged Workers

- Pay or salary
 - Work that I find meaningful
 - Ability to use my skills/experience/training/education *
 - Non-salary benefits (i.e., health plan, vacation time, flexibility) *
- * Tied for third



Top 3 Most important things when staying in a job

Middle-Aged Workers

- Ability to learn new things and feel challenged in my role
- Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day)
- Feeling my role is valued and my work is recognized by my supervisors and coworkers



Top 3 Reasons quit a job within the last year

Middle-Aged Workers

- I found a different job that paid more
- There were no opportunities for variety at work (i.e., learning new things, moving into a different role)
- I wasn't using my skills/experience/education/training in my work



Snapshot on Older Workers

35 respondents identified as being 55 years and older, which is classified as older workers. Older Workers are classified as such because Employment Ontario services for older workers are targeted towards individuals between 55 and 64 years old.

Key Findings Compared to Younger and Middle-Aged Workers

- Older Workers who do not hold a full-time job were the least likely to want full time employment compared to Younger and Middle-Aged Workers.
- As respondents' age increases, the percentage who reported using their skills all the time of 75% of the time, also increased.
- Most likely to feel it is Extremely Important/Somewhat Important to use their skills in the workplace.
- Older Workers were the only age cohort that did not list Pay or Salary as one of the top 3 things when looking for a job.
- One of the top three methods for job seeking was social media. This is the only group to have social media in their top three seeking methods.

OLDER WORKERS SURVEY RESPONDENTS

69%
Are Employed



13%
Hold more than one job



21%
Have been looking for work
for over a year



79%
Use their skills
almost all the time or 75% of the
time in the workplace

100%
Feel it is Extremely Important/Somewhat Important
to use their skills in the workplace

56%
Would prefer a full-time job



Top 3 Job seeking methods for respondents who are currently looking for work

Older Workers

- Online Job Boards/Postings
- Word of Mouth
- Checking a Company's website*
- Social Media (i.e., Facebook, Twitter) *

* Tied for third most frequent responses



Top 3 Most important things when looking for work

Older Workers

- Work that I find meaningful
- Ability to use my skills/experience/training/education *
- Non-salary benefits (i.e., health plan, vacation time, flexibility) *
- Hours of work (i.e., set schedule, knowing my hours in advance)

* Tied for second



Top 3 Most important things when staying in a job

Older Workers

- Feeling my role is valued and my work is recognized by my supervisors/ coworkers
- Positive relationships with my coworkers and supervisors
- Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day)



Top 3 Reasons quit a job within the last year

Older Workers

- I found a different job that paid more
- I was not given enough hours*
- I wasn't using my skills/experience/education/training in my work*

* Tied for second most frequent response

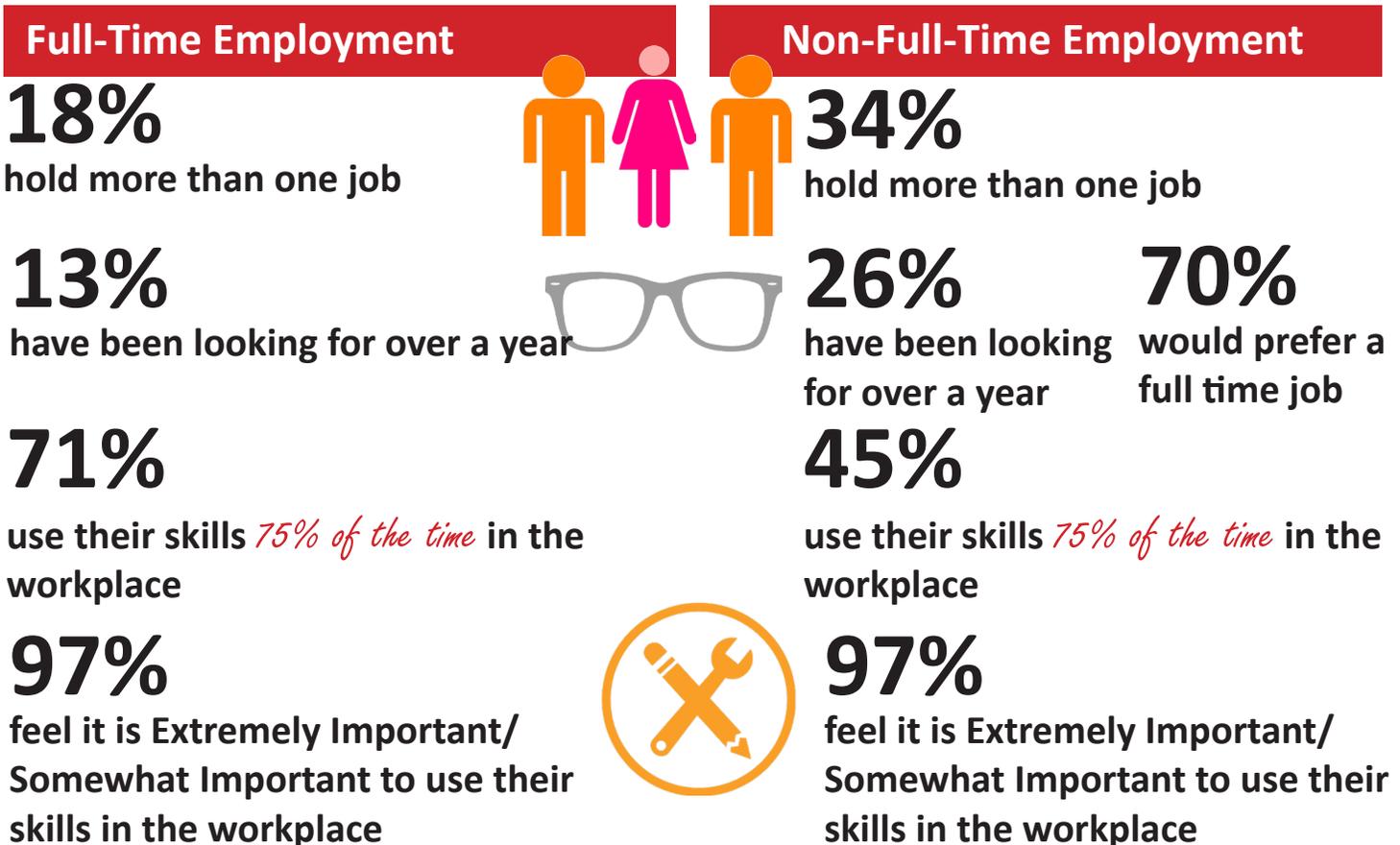


Snapshot on Type of Work

87 workers identified full-time work as their primary or only type of employment. Compared to 33 workers who identified part-time, seasonal, or contract positions as their primary or only type of employment.

Key Findings

- Non-full-time workers were more likely than full-time workers to hold more than one job.
- Non-full-time workers were twice as likely to have been looking for work for over a year than full-time workers.
- The majority (70%) of Non-Full-Time workers would prefer a full-time job.
- Full-Time Workers were more likely to use their skills almost all the time or 75% of the time in the workplace.
- Full-Time Workers and Non-Full-Time workers equally feel it is Extremely Important/ Somewhat Important to use their skills.
- Full-Time Workers and Non-Full-Time workers have the same top 3 job seeking methods in the same order.
- Non-Full-Time Workers chose “ability to use my skills/experience/training/education” and “Location” as important things when looking for a job.
- “I wasn’t using my skills/experience/education/training in my work”, “I was not given enough hours”, and “My schedule was unpredictable” were chosen by Non-Full-Time Workers as reasons they quit a job.



Top 3 Most important things when looking for work



Full-Time Employed

- Pay or salary
- Work that I find meaningful
- Non-salary benefits (i.e., health plan, vacation time, flexibility)

Non-Full-Time Employed

- Ability to use my skills/experience/training/education
- Pay or salary
- Location (i.e., work is close to my home or my children's school/daycare)

Top 3 Reasons quit a job within the last year



Full-Time Employed

- I found a different job that paid more
- There were no opportunities for variety at work (i.e., learning new things, moving into a different role)
- I had health concerns (including mental health) that required me to leave my job

Non-Full-Time Employed

- I wasn't using my skills/experience/education/training in my work
 - There were no opportunities for variety at work (i.e., learning new things, moving into a different role)
 - I was not given enough hours*
 - My schedule was unpredictable*
- * Tied for third most frequent responses

Top 3 Most important things when staying in a job

Full-Time Employed

- Feeling my role is valued and my work is recognized by my supervisors/coworkers
- Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day)
- Positive relationships with my coworkers and supervisors



Non-Full-Time Employed

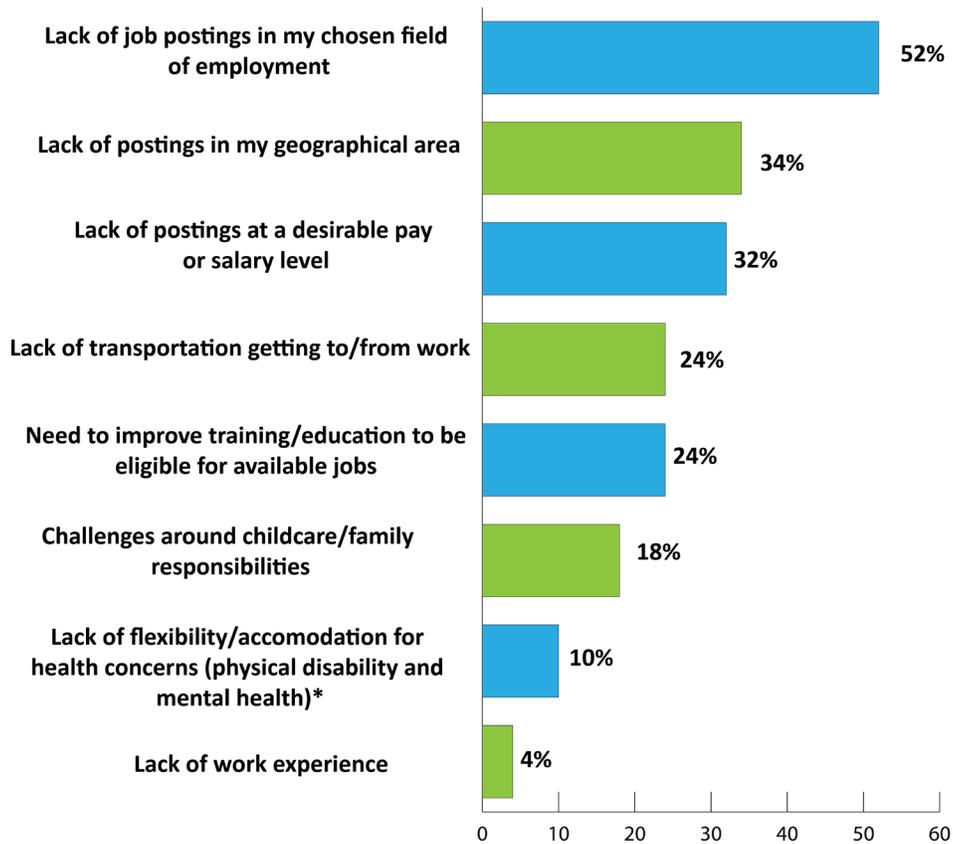
- Having the tools and resources to do my job well
 - Positive relationships with my coworkers and supervisors
 - Ability to learn new things and feel challenged in my role*
 - Feeling my role is valued and my work is recognized by my supervisors/coworkers*
 - Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day) *
- * Tied for third most frequent responses

Snapshot on Unemployment

There were 50 respondents who indicated they were unemployed. This represented 29% of all survey respondents. Unemployed respondents did not answer questions pertaining to employment status and type of work. They were asked about current obstacles to employment in addition to other questions.

Key Findings

What may be contributing to not finding work, over half of the respondents selected lack of postings in their chosen field of employment. Lack of postings in desired geographical area and pay/salary level were selected over a third of the time. Inadequate transportation to get to and from work and the need to improve training or education were each mentioned by over 20% of respondents. Many respondents (34%) indicated “Other” as a top reason. The starred options below are extracted from the comments of unemployed respondents. Totals in the chart do not equal to 100% because respondents were asked to select up to three responses.



*Not original answer choices but were mentioned by respondents in the comment field



Top 3 Barriers to Employment by age cohort

All three job cohorts listed the lack of postings in my chosen field of employment as one of the top 3 barriers to employment. This is interesting as 64% of employers who responded to EmployerOne indicated that they had positions that were hard-to-fill in 2018. Moreover, over half of respondents listed not enough applicants as a top reason that jobs were hard-to-fill. It seems there is a disconnect between employees and unemployed jobseekers. It is possible that job seekers are looking for job opportunities that are not currently available in the local job market.

Top 3

Barriers to employment for Younger Workers

- Lack of postings in my geographical area
- Need to improve training/education to be eligible for available jobs
- Lack of postings in my chosen field of employment

Top 3

Barriers to employment for Middle-Aged Workers

- Lack of postings in my chosen field of employment
- Lack of postings at a desirable pay or salary level
- Lack of transportation getting to/from work

Top 3

Barriers to employment for Older Workers

- Lack of postings in my chosen field of employment
- Lack of postings in my geographical area
- Lack of postings at a desirable pay or salary level



14%

have been looking for over a year

85%

Feel it is

Extremely/somewhat important to use their skills in the workplace

Top 3 Job Seeking Methods for unemployed respondents currently looking for work

Unemployed

- Online job boards/postings
- Word of mouth/personal contacts/referrals/informal networks
- Checking a company's website



Top 3 Most Important Things When looking for a job

Unemployed

- Pay or salary*
 - Hours of work (i.e., set schedule, knowing my hours in advance)*
 - Ability to use my skills/experience/training/education
- * Tied for most frequent responses



Top 3 Most Important Things When staying in a job

Unemployed

- Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day)
- Being treated with respect and dignity
- Ability to learn new things and feel challenged in my role



Top 3 Reasons Why Individuals Quit a job within the last year

Unemployed

- I found a different job that paid more*
- There were no opportunities for variety at work (i.e., learning new things, moving into a different role) *
- I wasn't using my skills/experience/education/training in my work**
- I experienced harassment or bullying**

* Tied for most frequent responses

** Tied for second most frequent responses



Snapshot on Voluntary Job Leavers

74 respondents reported quitting a job within the last year and were classified as Job Leavers. 64% of job leavers are employed and 36% are unemployed.

Key Findings

- The top job seeking methods are the same for employed and unemployed Job Leavers. However, Government employment centres or websites was a top method for unemployed job leavers.
- Both employed and unemployed job leavers listed pay or salary as an important thing when looking for a job. However, unemployed job leavers listed the ability to use one's skills and location as top reasons while employed job leavers rated meaningful work and non-salary benefits as top important things.
- Employed and unemployed job leavers had the same two reasons for quitting a job. Experiencing workplace harassment was a top reason unemployed job leavers quit their last job. That may be why unemployed job leavers also listed being treated with respect and dignity as a top reason to stay in a job.

VOLUNTARY JOB LEAVERS SURVEY RESPONDENTS

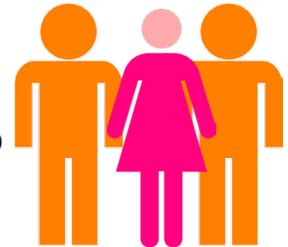
64%

Are Employed



33%

Hold more than one job



17%

Have been looking for work for over a year



52%

Use their skills

almost all the time or 75% of the time in the workplace

96%

Feel it is Extremely Important/Somewhat Important to use their skills in the workplace

71%

Would prefer a full-time job



Top 3 Most important things when looking for work



Employed

- Pay or salary
- Work that I find meaningful
- Non-salary benefits (i.e., health plan, vacation time, flexibility)

Unemployed

- Ability to use my skills/experience/training/education *
- Location (i.e., work is close to my home or my children's school/daycare) *
- Pay or salary
- * Tied for most frequent responses

Top 3 Most important things when staying in a job

Employed

- Having the tools and resources to do my job well
- Positive relationships with my coworkers and supervisors
- Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day)

Unemployed

- Ability to learn new things and feel challenged in my role
- Being treated with respect and dignity
- Possibilities for advancement or promotion



Top 3 Reasons quit a job within the last year

Employed

- I found a different job that paid more
- There were no opportunities for variety at work (i.e., learning new things, moving into a different role)
- I wasn't using my skills/experience/education/training in my work

Unemployed

- I found a job that paid more.*
- There were no opportunities for variety at work (i.e., learning new things, moving into a different role) *
- I experienced harassment or bullying.
- * Tied for most frequent responses

Snapshot on Skills Use in the Workplace

The survey asked respondents how often their skills were a good match for their current employment. The responses of employed participants were divided into low skills use (none 25% of the time); average skills use (50% of the time); and high skills use (75% to all the time). Most respondents were in the high skills use category:

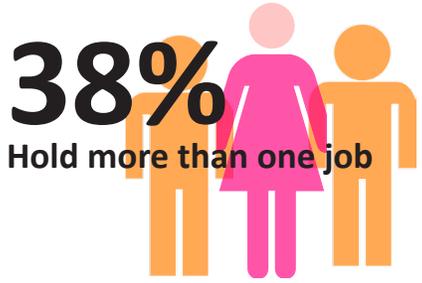
- 14% low skills use
- 22% average skills use
- 64% high skills use

Key Findings

- Participants in the low skills job category were almost twice as likely to hold more than one job than the other two categories.
- All of those employed in low skills use category with no full-time work indicated they would prefer full-time employment if it were available.
- Majority of participants in all three categories felt it was extremely important or some what important to use their skills in the workplace .
- All three categories had the same top job seeking methods: word of mouth, checking a company's website and online job board/postings.
- "Pay or salary" is the top most important thing when looking for a job for all three categories and "Work that I find meaningful "was the second most important thing in average and high skill use categories.
- "Feeling my role is valued and my work is recognized by my supervisors/coworkers" was listed as a top important thing when staying in a job for all three categories.
- Respondents in the low use category were the only ones to report "Having the tools and resources to do my job well" and "Possibilities for advancement or promotion" as the top factor to stay in a job.
- Job seeking respondents in the low skills use category were the only ones to report that "I was not given enough hours" was a top reason to quit a job within the last year.

Low 16% Average 21% High 64%

Low

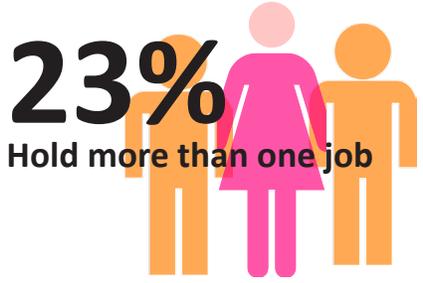


100%
Would prefer a full time job

31%
Have been looking for work for over a year

94%
Feel it is **extremely important or somewhat important** to use their skills in the workplace

Average



60%
Would prefer a full time job

8%
Have been looking for work for over a year

100%
Feel it is **extremely important or somewhat important** to use their skills in the workplace

High



67%
Would prefer a full time job

16%
Have been looking for work for over a year

97%
Feel it is **extremely important or somewhat important** to use their skills in the workplace

Top 3 Most important things when looking for a job



Low

- Pay or salary
- Non-salary benefits (i.e., health plan, vacation time, flexibility) *
- Location (i.e., work is close to my home or my children's school/daycare) *
- Ability to use my skills/experience/training/education*

* Tied for second most frequent responses

Average

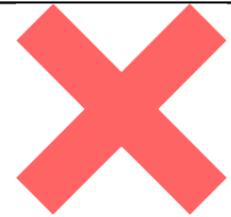
- Pay or salary
- Work that I find meaningful
- Ability to use my skills/experience/training/education **
- Non-salary benefits (i.e., health plan, vacation time, flexibility) **

** Tied for third most

High

- Pay or salary
- Work that I find meaningful
- Non-salary benefits (i.e., health plan, vacation time, flexibility)

Top 3 Individuals Quit a Job Within the Last Year



Low

- I was not given enough hours
- There were no opportunities for variety at work (i.e., learning new things, moving into a different role) *
- I wasn't using my skills/experience/education/training in my work*

* Tied for second most frequent responses

Average

- There were no opportunities for variety at work (i.e., learning new things, moving into a different role)
- I found a different job that paid more
- I had health concerns (including mental health) that required me to leave my job*
- I experienced harassment or bullying*

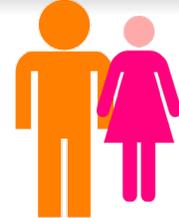
* Tied for third most frequent responses

High

- I found a different job that paid more
- I wasn't using my skills/experience/education/training in my work
- My schedule was unpredictable

Snapshot on Skills in Use in the Workplace

Top 3 Most Important Things when staying in a job



Low

- Having the tools and resources to do my job well*
- Possibilities for advancement or promotion*
- Ability to learn new things and feel challenged in my role**
- Feeling my role is valued and my work is recognized by my supervisors/coworkers**
- Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day) **

* Tied for most frequent responses

** Tied for second most frequent responses

Average

- Feeling my role is valued and my work is recognized by my supervisors/coworkers
- Ability to learn new things and feel challenged in my role *
- Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day) *

* Tied for second most frequent responses

High

- Positive relationships with my coworkers and supervisors*
- Feeling my role is valued and my work is recognized by my supervisors/coworkers*
- Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day)

* Tied for most frequent responses

Snapshot on Long-Term Job Seekers

The length of time Job Seekers have been looking for work is explored in this snapshot. Long-term Job Seekers are defined as those who have been looking for a job for more than a year, which make up 16% of respondents to the question. Non-long-term job seekers have spent less than a year looking for work and they are the majority of respondents at 84%.

Key Findings

- The majority of job seekers – both long-term and non-long-term – are currently employed
- Non-long-term job seekers were more likely to hold more than one job than long-term job seekers
- Non-long-term job seekers reported hours of work and location as important things when looking for a job

NON-LONG TERM JOB SEEKERS

51%

Are Employed

35%

Hold more than one job

82%

Would prefer
a full-time job

48%

use their skills almost all the time or
75% of the time in the workplace

91%

feel it is *Extremely important* or
Somewhat important to use their skills in
the workplace

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LONG TERM JOB SEEKERS

59%

Are Employed

10%

hold more than one job

100%

Would prefer
a full-time job

40%

use their skills almost all the time or
75% of the time in the workplace

94%

feel it is *Extremely important* or
Somewhat important to use their skills in
the workplace



Top 3 Job Seeking Methods for those respondents currently looking for work

LONG TERM JOB SEEKERS

- Online job boards/postings
 - Word of Mouth*
 - Checking a Company's website*
- * Tied for second most frequent responses

NON-LONG TERM JOB SEEKERS

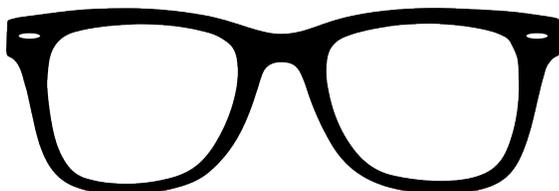
- Online Job boards/Postings
- Word of Mouth
- Checking a Company's website



Top 3 Most Important Things when looking for a job

LONG TERM JOB SEEKERS

- Ability to use my skills/experience/training/education
 - Pay or salary**
 - Work that I find meaningful**
- ** Tied for second most frequent responses



NON-LONG TERM JOB SEEKERS

- Pay or salary
 - Hours of work (i.e., set schedule, knowing my hours in advance)
 - Work that I find meaningful*
 - Ability to use my skills/experience / training/education*
 - Location (i.e., work is close to my home or my children's school/daycare) *
- * Tied for third most frequent responses

Top 3 Most Important Things when staying in a job

LONG TERM JOB SEEKERS

- Having the tools and resources to do my job well**
 - Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day)**
 - Possibilities for advancement or promotion
- ** Tied for most frequent responses



NON-LONG TERM JOB SEEKERS

- Ability to learn new things and feel challenged in my role
 - Positive relationships with my coworkers and supervisors
 - Feeling my role is valued and my work is recognized by my supervisors/coworkers*
 - Personal satisfaction (i.e., taking pride in my work and knowing I have accomplished something each day) *
 - Being treated with respect and dignity*
- * Tied for third most frequent responses

Top 3 Reasons Individuals Quit a job within the last year

LONG TERM JOB SEEKERS

- There were no opportunities for variety at work (i.e., learning new things, moving into a different role)
 - I found a different job that paid more**
 - I wasn't using my skills/experience / education/training in my work**
 - I had family commitments that required me to leave my job
 - I had health concerns (including mental health) that required me to leave my job
- ** Tied for second most frequent responses (all selected only once)

NON-LONG TERM JOB SEEKERS

- I found a different job that paid more*
 - I wasn't using my skills/experience / education/training in my work*
 - There were no opportunities for variety at work (i.e., learning new things, moving into a different role)
- * Tied for most frequent responses



Conclusion

The Workers Survey provided employee and job seeker insight around their work experiences in Waterloo Wellington Dufferin, the other side of the EmployerOne Survey which is the perspective of the employer. Since worker experience varies so much, the information presented in this report provides an opportunity for further discussion and research.

Employers who want to continue to attract and retain employees in WWD need to look at the insights of job seekers. While most job seekers were employed, job seekers who were looking for work for less than a year were more likely to hold more than one job than long-term job seekers. This may mean that job seekers who are waiting longer to get a job are holding out for a better job or possibly full-time work which they cannot seem to find. Knowing that most jobseekers find work quickly, it is understandable why employers are having problems finding staff. Workers appear to have many options when applying for a job and most find employment within 6 months.

When it comes to full-time work, most employees who do not have full-time employment would prefer to work full-time. This is most prevalent among younger workers. However, it is important to note that 26% of respondents who did not have full-time employment are not seeking full-time positions. There is a large pool of people who are seeking shorter work weeks, and employers who are facing labour shortages may want to look at providing opportunities for this talent pool to fill their labour shortages. As well, all respondents, regardless of employment status, felt it is extremely or somewhat important to use their skills in the workplace. All employees want to feel they are contributing to the business no matter their employment status.

Long-term retention is critical for employers. The most common reason why respondents quit their last job was finding a different job with higher pay. However, many participants also cited lack of opportunities for variety at work and inability to use their skills/experience/education/training as reasons for leaving a job. This all connects back into the previous point of feeling they are contributing. It seems job leavers only slightly prioritize income over other reasons which are much more centered on their skills, benefits or the company's work culture.

This need to focus on the culture and learning that exists in workplaces as a retention method is also supported by all three age cohorts choosing the same 3 factors for staying in a job - personal satisfaction, positive relationships with coworkers and ability to learn new things. Salary and pay were not the most important factors for workers to stay in a job but, as mentioned earlier, could convince workers to change jobs when combined with the bullying at the workplace that some job leavers gave for quitting positions.

Finally, the survey explored unemployment barriers. The top 3 barriers do speak to a big disconnect happening in the labour market; lack of postings in their chosen field of employment, lack of postings in a desired geographical area and pay/salary level seem to point to employers and jobseekers not being aware of what exists in their communities from a job and talent perspective.

In conclusion, the insights gathered from the Worker Survey demonstrate the varied perspectives of workers. The results suggest there is a gap between employers and workers, where both are facing challenges and barriers based upon expectations that they may not be aware the other has. Further work with employers and workers will help to reduce this gap.





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