



**If you have any questions about this survey, please contact [info@peelhaltonlepc.com](mailto:info@peelhaltonlepc.com)**

This survey is sponsored by the Peel Halton Workforce Development Group.

We would like to thank the following organizations for their support in dissemination of last year's survey:

\* ACCES Employment \* Brampton Board of Trade \* Brampton Economic Development Office \* Burlington Economic Development Office \* Caledon Chamber of Commerce \* Caledon Community Services \* Caledon Economic Development Office \* Canadian Manufacturers & Exporters \* Canadian Supply Chain Sector Council (CSCSC) \* Centre for Education & Training \* Centre for Skills Development and Training \* City of Mississauga \* College Boreal \* Connecting YOU \* COSTI \* Dixie Bloor Neighbourhood Centre \* Family Services of Peel \* Goodwill Career Centre \* Halton Hills Economic Development Office \* Halton Hills Chamber of Commerce \* Halton Region Employment \* HSPA Peel \* Humber Community Employment Services \* Job Skills \* John Howard Society of Peel \* Halton Dufferin \* Landscape Ontario \* Mississauga Board of Trade \* Mississauga Economic Development Office \* Oakville Chamber of Commerce \* Oakville Economic Development Office \* Ontario March of Dimes \* Ontario Trucking Association \* Peel Newcomer Strategy Group (PNSG) \* Polycultural Immigrant & Community Services \* Region of Peel \* Sheridan College Community Employment Services \* Sheridan College Co-op \* Sheridan College Workforce Development \* The Employers Choice \* TRIEC \* VPI Mississauga \* VPI Georgetown \* YMCA Halton \* YMCA Peel \*

This survey has 20 questions. The survey should take no more than 15-20 minutes. Your participation in this survey is greatly appreciated. The purpose of this survey is to understand your most pressing workforce challenges. Your responses are completely confidential. The final report will help inform training programs and employment services activities, and hopefully will provide a benchmark against which you can compare your company's issues with those of other local employers.

## INDUSTRY

\* 1. In what industry/sector is your organization?

## LOCATION

\* 2. In which community is your organization located?

## NUMBER OF EMPLOYEES

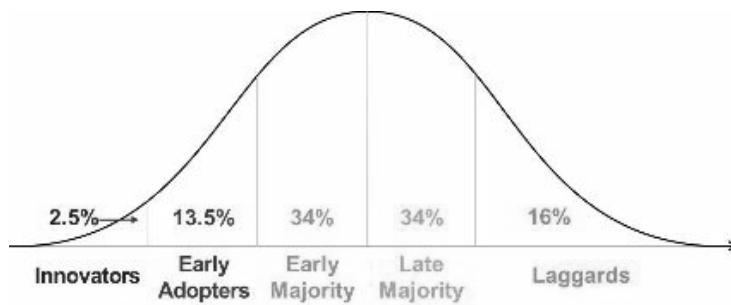
\* 3. On an annual basis, approximately how many full-time equivalent staff do you employ? (By full-time equivalent, we mean hours that add up to a full-time job; for example, if TWO employees work 20 hours part-time a week for a year, that equals ONE full-time equivalent job)

- Zero employees
- 1-4 employees
- 5-9 employees
- 10-19 employees
- 20-49 employees
- 50-99 employees
- 100-199 employees
- 200-499 employees
- 500 or more employees

## DESCRIPTION OF ESTABLISHMENT

\* 4. How would you describe your company's practice when it comes to adopting new technology (i.e. computers, robots, automated systems, etc.)? (Please check only one option)

- Innovator: first individuals to adopt an innovation, high-risk tolerance
- Early adopter: Second fastest group to adopt innovation, less risk-oriented
- Early majority: Tend to be slower and conservative, but, open to new ideas
- Late majority: Adopt innovation after the average member of society, highly sceptical
- Laggard: Last adopter of innovation, very conservative and prefer traditional ways



## MAIN QUESTIONS

\* 5. What is your general impression about the impact of emerging technological advancements (e.g. robotics, advanced manufacturing, artificial intelligence, etc.) on **employment**?

Technology advancements will:

- Not impact** employment
- Negatively** impact employment or cause mass unemployment
- Cause disruptions**, with some jobs lost but other jobs gained, with the net result being the same or more jobs
- Increase** employment by introducing new jobs to the economy

## MAIN QUESTIONS

\* 6. Over the past **three** years, how has **NET employment** changed in your company as a result of technological changes?

- Increased
- No change
- Decreased

## MAIN QUESTIONS

\* 7. Please indicate the three occupations for which you have had the greatest amount of hiring. (Please be as specific as possible)

1

2

3



## MAIN QUESTIONS

\* 8. We would like to know the reason that your net employment has not changed. (Please check all that apply)

- We generally do not do any hiring
- Job losses and hiring offset each other
- Technological change had no impact as far as the number of jobs
- We did not experience any technological change

Other (please specify)

## MAIN QUESTIONS

\* 9. Please indicate the three occupations that have suffered the largest number of job losses. (Please be as specific as possible)

1

2

3

## MAIN QUESTIONS

\* 10. Please indicate your level of agreement with the following statements.

Technology advancements will:

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

**Reshape** the current in-demand skill sets toward technology related skills (e.g. programming, computer science, IT, etc.)





**Not replace** current in-demand skill sets for each job, however, will add new essential skills to job requirements (e.g. computer literacy to work with robots or advanced machinery, data analytics, etc.)





**Shift the in-demand skill sets** toward human-specific skills (e.g. interpersonal, innovation, negotiation, team work)





**There will be no change in the in-demand skill sets**

## MAIN QUESTIONS

\* 11. Have your employees received any special or new training related to the adoption of new technologies over the last 24 months?

Yes

No

## MAIN QUESTIONS

\* 12. Technological changes have been reshaping the work environment in different ways. We would like to know which of the following tactics your company has adopted to keep up with impacts on the workplace. (please check all that apply)

- Flexible work hours
- Work from home
- Remote communication technologies (e.g. on line meeting platform)
- Empowering workers to be more innovative and to think out of the box
- Greater flexibility to accomplish jobs in new ways
- We have not adopted any of these tactics yet, however, we plan to in the near future
- We do not intend to adopt any of the tactics anytime soon

Other (please specify)

## MAIN QUESTIONS

\* 13. How have technological advancements changed your company's talent management strategy? Please indicate the degree to which you rely on the following strategies.

	We regularly do this	We sometimes do this	We never do this
Hire new employees with hybrid skills (e.g. technical and business skills)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hire "new collar" employees (i.e. individuals with no college diploma/university degree but with good technical skills and knowledge base)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terminate or re-assign employees whose duties can be carried out via automation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hire younger employees who can adapt to changing technology much faster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hire mature workers who can provide stability in changing times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hire new immigrants with the right technical skills, with less emphasis on language skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train current employees to use new technologies or systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We make no change to our talent management strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (Please Specify)

## MAIN QUESTIONS

\* 14. Considering technology advancements and future skill needs of your company, how would you rank the importance of the following skill sets? (Please rank from 1 to 5, where 5 indicates the highest importance and 1 indicates the lowest importance)

	1	2	3	4	5
Basic computer skills (to work with new technologies)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advanced computer skills (e.g. programming, database analytics, robotics)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial intelligence/Machine learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Statistics and mathematics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativity and innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data visualization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business and marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finance and accounting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other skills (Please Specify)



## MAIN QUESTIONS

\* 15. The emergence of a connected/sharing economy has increased the value of building relationships more than ever before. In order to keep up with this trend, what adjustments have been made in your company? (Select as many as apply)

- Increased use of social media to enhance connections with customers and businesses
- Utilizing data analytics to differentiate various groups of website viewers and to carry out targeted marketing
- Increasing international business relationships
- Utilizing advanced marketing techniques (e.g. AdWords or Search Engine Optimization) to increase traffic
- Providing live chat and 24-hour customer services
- Other (please specify)

## MAIN QUESTIONS

\* 16. What do you think will be the impact of technological changes on retirement age?

Technological changes will:

- Delay retirement age in most occupations/industries
- Delay retirement age only in occupations/industries that offer on-the-job technological training to maintain the currency of workers' skills
- Not impact retirement age
- Accelerate the retirement age in most occupations/industries
- Accelerate retirement only in occupations/industries that have higher proportions of routine functions
- Other (please specify)

## MAIN QUESTIONS

\* 17. Big data refers to the gathering, storage and analysis of complex information and very large data sets. Please indicate the level of reliance of your business on big data analytics, whether undertaking the analytics in-house or purchasing it externally.

- High reliance
- Some reliance
- Barely any reliance
- No reliance

## MAIN QUESTIONS

\* 18. Are you familiar with services offered by community based employment agencies funded by government (e.g., Employment Ontario, Employment Halton, Peel Employment Services) for recruitment and training?

Yes

No

## MAIN QUESTIONS

\* 19. One of the mandates of public employment service agencies is to help employers in recruitment and training. In order for these services to support you with technological changes, what functions do you think they should emphasize or improve? (Please select the level of priority: High priority, some priority, not a priority)

	High priority	some priority	not a priority
Improve resume screening and provide better matching between job candidates and the job requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide assessment tests to evaluate candidates' expertise in soft or in technical skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase awareness among job seekers about in-demand skill sets/jobs in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitate quick and electronic access for employers to support programs and government funds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide human resources support for recruitment and training (e.g., on-boarding support)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consult more with employers to better understand their individual needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

## CONCLUDING QUESTIONS

20. Would you like to add a comment about this survey or make an observation regarding labour market issues that you face?

## CONCLUDING QUESTIONS

\* 21. Would you be interested in receiving a copy of these survey results?

Yes

No

## CONCLUDING QUESTIONS

\* 22. Would you be interested in having someone follow-up with you on any of the following (check as many as are relevant to you)?

- Yes, I would like to be kept informed of labour market initiatives being undertaken in my area
- Yes, I would like to work together with other employers on workforce issues
- Yes, I would like to work together with high schools to help students understand their future career options
- Yes, I would like to learn more about collaborating with post-secondary institutions on R&D projects, customized training and/or student co-op/internship placements
- Yes, I would like to learn more about recruitment assistance available from an Employment Ontario agency
- Yes, I would like to learn more about hiring and training grants available through an Employment Ontario agency
- Yes, I would like to learn more about workplace training for literacy and essential skills
- Yes, I would like to learn more about integrating newcomers into my workforce
- Yes, I would like to learn more about how to recruit a co-op student or intern.
- Yes, I would like to receive labour market data
- Yes, I have some other issue I want to ask about
- No



## CONCLUDING QUESTIONS

23. If you answered “Yes” to either receiving a copy of the survey or to having someone contact you about workforce issues, or if you wish to be kept informed of labour market initiatives being undertaken in your area, please provide your contact information:

Your responses will not be linked with your identity or the identity of your organization. Your responses will only be used for the purpose of this project.

Contact name

Title

Contact e-mail

Phone

Organization name



THANK YOU

**Thank you very much for participating in the 2017 Employer Survey. Your feedback is greatly appreciated.**