

FINAL  
REPORT

Canadian Attitudes toward Labour  
Market Issues  
A SURVEY OF CANADIAN OPINION

*Prepared for:*

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Development Canada  
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## Introduction and Executive Summary

In 2007, Human Resources and Social Development Canada commissioned Environics Research Group Limited to conduct a public opinion survey on labour market issues among 3,000 adult Canadians. The objective of the public opinion survey was to better understand the perceptions of Canadians regarding labour market challenges and opportunities in order to deal with concerns and build stakeholder support.

Following from a strategic long-term economic plan titled Advantage Canada, the Government of Canada is committed to a goal of creating the world's best-educated, most skilled and most flexible labour force. To understand the issues, principles and challenges from a public opinion perspective, the Government of Canada requires a quantitative analysis of these topics in a national opinion survey.

The topics examined in this survey include:

- Attitudes toward the economy and the labour market, including issues and priorities;
- Roles and responsibilities in addressing labour market issues, including federal, provincial, employers and individuals;
- Labour market strategy, knowledge, use and attitudes, including attitudes toward increasing the quality of the workforce, increasing the number of people participating in the workforce and increasing the ability of the labour market to adjust—all goals of Advantage Canada;
- Looking forward, including challenges and needs.

The survey is based on a national sample of 3,003 adults 18 years of age and older, living in the 10 provinces, and was conducted by telephone between October 29 and November 22, 2007. The sample was designed to be slightly disproportionate to the population of the provinces, to oversample in some regions. In particular, we designed the sample to include a minimum sample of 300 in each of Canada's three largest urban centres—Toronto, Montreal and Vancouver—to ensure adequate numbers of new Canadians for analysis. The final set of tabulated data is weighted to reflect the correct distribution of the population across the provinces and cities. The national sampling error for a sample of this size is plus or minus 1.8 percentage points, 19 times in 20.

This report presents the main findings from the survey. The discussion of the survey methods and the final questionnaires are appended to this report. The tabulated data are presented separately.

## **Key Findings**

### **Attitudes toward the economy**

Health care and environmental issues are seen as the most important problems facing Canada today. Labour market issues are mentioned by only two percent of the public.

Canadians are most likely to see health care and the environment as issues of great significance.

Nine in ten Canadians have a positive view of the current economic situation, and almost half believe the economy is getting stronger; just over four in ten believe Canada's economy will be about the same in five years as it is today.

Residents of Saskatchewan, Alberta and British Columbia express the greatest optimism about their provincial economy.

Most Canadians think that standard of living, quality of life and level of unemployment are determinants of a country's economic growth.

Most Canadians think that they are better off financially than their parents were at their age; however, only three in ten believe the next generation will be better off than they are.

Most Canadians have a positive opinion of the growing trade and business ties between Canada and other countries, however half of Canadians think that more jobs are lost than gained as a result of international trade.

### **Roles and responsibility in addressing labour market issues**

Canadians are divided as to whether the provincial or federal governments should have the main responsibility for dealing with issues of the labour force and employment.

Most Canadians think the federal government plays a very important role in dealing with workforce and employment issues.

### **Labour market attitudes, strategy, knowledge and use**

Three-quarters of Canadians believe the Canadian labour market is strong; their main reason for this optimism is that there is no shortage of jobs and low unemployment.

Canadians voice a wide range of concerns facing the labour market and the labour force, including foreign competition, poor quality jobs, labour shortages and lack of skills.

When it comes to specific issues, Canadians assign the highest significance to the loss of manufacturing jobs due to competition from other countries.

Canadians increasingly view the quality of the workforce through education and skills development as the highest priority goal in government efforts to improve the labour market.

When it comes to specific actions, Canadians assign the highest priorities to increasing training and learning opportunities for groups experiencing employment difficulties, increasing financial help for students for post-secondary education, providing incentives to low-income Canadians to encourage work, increasing financial support for working families with children, and improving the quality of post-secondary education.

Most Canadians think they have all or most of the skills needed to fulfill their employment goals.

Most working Canadians—85 percent—think it unlikely that they will lose their job or livelihood in the next year.

Majorities of the unemployed and those vulnerable to job loss say they could find a new job within a year, and that they would look for other kinds of jobs than their current type of employment; however, most would not move to seek work. Challenges in finding a job include health and disability issues, lack of skills and poor quality jobs.

Half of Canadians expect to need job-related training in the next five years, and about three in ten each foresee a need for labour market information, financial assistance for post-secondary studies, self-employment supports and programs that offer experience.

Just over one-third of those who are, or may be, seeking employment say they know of the income tax credit available to those moving to take up a new job – but for most, this is not a strong incentive to move.

## **Looking forward, including challenges**

Most Canadians expect the country's labour market to experience at least some changes over the next decade or so.

Most Canadians expect that over the next 10 years, skills shortages and unfilled jobs will be a key problem, and that the labour force will not show much growth.

Canadians anticipate a variety of issues that will result from an aging population, particularly health issues, a labour market shortage, and insufficient income and income supports.

## Survey Findings

### Respondent Profile: Employment Characteristics

This section of the report describes the employment and income status of the sample of 3,003 respondents. The distribution of the sample for these characteristics is summarized in the accompanying table.

#### Employment status

Survey respondents were asked to describe their employment status. One-half (48%) of the respondent sample in this survey say they are employed and working full-time (30 or more hours per week). An additional 11 percent are employed and working part-time (less than 30 hours per week); this includes four percent of the sample who are students working part-time. Twelve percent of the sample is self-employed and five percent is unemployed. In total, therefore, 76 percent are part of the labour force.

About one-quarter (24%) of the sample say they are not in the labour force; this comprises retired persons (16% of the sample), homemakers (3% of the sample), persons unable to work because of health conditions (3% of the sample) and full-time students who are not employed (1% of the sample).

All respondents who were either unemployed or not in the labour force were asked if they were or were not looking for work. Among this group, 15 percent say they are looking for work and 83 percent say they are not.

Throughout this report, when discussing respondents who are unemployed, we are referring to the five percent of the sample who describe themselves as unemployed. This is a self-identification, not the definition used by Statistics Canada in its monthly labour force calculations.

#### Industry

The sample for this survey is distributed over a wide range of industry sectors, including health and social services, educational services, transportation, manufacturing, financial, sales and others, as indicated in the accompanying table.

For the purposes of analysis, the food/accommodation/hospitality, manufacturing and primary industry sectors have been identified as vulnerable sectors in terms of the labour market, and are ref-

erenced in this report in discussion of the findings, where relevant.

## **Employment characteristics**

Among employed respondents, 80 percent hold a permanent job, nine percent hold an ongoing contract job, five percent hold a temporary, term or contract job, four percent hold a seasonal job, four percent hold casual jobs and two percent have an on-call job. Among those employed and self-employed, 37 percent belong to a labour union or a regulated profession.

## **Household income**

The sample is distributed over a wide range of income levels, as indicated in the accompanying table.

Within the respondent sample, 35 percent report one income earner in the household, and 43 percent report two income earners. Seven percent report three income earners, and three percent report four or more income earners in the household. Ten percent of respondents say there is no income earner in the household.



## Employment characteristics

November 2007

	%		%
Employed full-time	48	<i>Among employed and self-employed (sector)</i>	
Employed part-time (non-student)	7	Health and social services	13
Student and employed part-time	4	Educational services	11
Self-employed	12	Transportation	8
Unemployed	5	Manufacturing	8
		Finance/insurance/real estate	7
<i>Not in labour force:</i>		Sales	7
Homemaker	3	High-tech/computers	6
Retired	16	Business services	5
Disability	3	Primary industry	5
Full-time student	1	Construction	5
		Food/accommodation/hospitality	5
<i>Among employed (full-time and part-time)</i>		Arts and entertainment	5
Permanent job	80	Agriculture	3
Ongoing contract job	9	Government	3
Temporary/term/contract job	5	Police/security/military	2
Seasonal	4	International trade	1
Casual	4	Automotive	1
On-call	2	Food/accommodation/hospitality	5
		Customer service	1
<i>Among unemployed and not in labour force</i>		Non-profit sector	1
Looking for work	15		
Not looking for work	83	<i>Among employed and self-employed</i>	
		Belong to labour union or regulated profession	37
<i>Among unemployed only</i>		Do not belong to labour union or regulated profession	62
Looking for work	54		
Not looking for work	45	<i>Among total sample (household income)</i>	
		Under \$20,000	8
<i>Among total sample (income earners in household)</i>		\$20,000 to \$29,999	8
No income earners	10	\$30,000 to \$39,999	10
One	35	\$40,000 to \$59,999	17
Two	43	\$60,000 to \$79,999	14
Three or more	10	\$80,000 to \$99,999	10
		\$100,000 and over	18
		dk/na	15

## Attitudes toward the Canadian Economy and Economic Issues

### Most important problem

Health care and environmental issues are seen as the most important problems facing Canada today. Labour market issues are mentioned by only two percent of the public.

When Canadians are asked, unprompted, what they think is the most important problem facing Canada today, the largest proportions mention health care and the health care system (17%), and environmental issues, including pollution, global warming and the Kyoto accord (16%).

Smaller proportions mention a number of other problems, including the economy (6%), international issues, war and the military mission in Afghanistan (a total of 6%, including 2% mentioning war), poverty, homelessness and hunger (5%), issues of governance, including poor government, poor leadership and corruption (a total of 5%), crime, law and order (4%), immigration and racial issues (4%), taxes (4%) and unemployment (4%). A number of other issues are mentioned, but none by more than two percent. Labour market issues are mentioned by only two percent of the public.

#### Most important problem facing Canada today November 2007

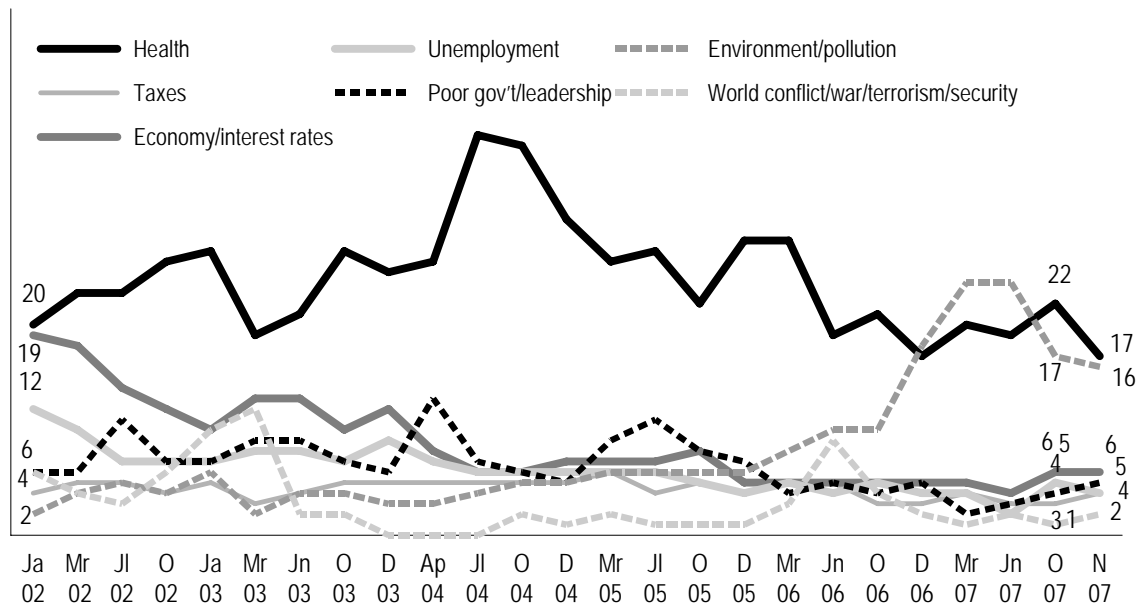
Health care/health care system	17
Environment/pollution/global warming/Kyoto	16
Economy	6
Poverty/homelessness/hunger	5
Poor government/poor leadership	5
Afghanistan/military mission	4
Crime/law and order	4
Immigration/racial issues/religious issues	4
Taxes/tax cuts	4
Unemployment	4
Labour market issues	2
International issues/war/peace	2
Education	2
Value of Canadian dollar	2
Social issues/social safety net/social programs	2
Other	8
dk/na	10

Tracking data from Environics' Focus Canada report are presented in the accompanying graph. The trend line shows that health care and the environment have been competing for the top concern among the public since October 2006. At that point, environmental issues gained increased prominence after a very long period of low visibility. The trend line also shows that health care was by far the dominant concern for Canadians during this decade.

Tracking data also show that economic concerns have not been prominent in recent years. The number of Canadians expressing concern about the economy was higher, over 15 percent, in the earlier part of this decade, but has fallen to around six percent. Similarly, concern with unemployment has been around the five or six percent level over the past several years.

### Most important problem facing Canada today

2002 - 2007



Certain issues in the current survey have greater salience in specific provinces or regions of the country. Health care and unemployment are mentioned more frequently in the Atlantic provinces than in other regions. Environmental issues are of greater importance in British Columbia and Ontario, and in the metropolitan area of Montreal. The economy is of greater salience in Saskatchewan. International issues and the war in Afghanistan are mentioned more often in Alberta. British Columbians and Manitobans are also more likely than other Canadians to mention poverty. Governance issues are of greater salience in Quebec and Saskatchewan; immigration and racial issues are also of greater salience in Quebec, and particularly in Montreal. British Columbians are more inclined than others to identify crime as an important problem.

Women, and Canadians aged 30 or older are more likely to mention health care; women are also more inclined to mention environmental issues and poverty. Men are more likely to see the economy and international issues, including the Afghanistan mission, as important problems. Younger Canadians place greater salience on environmental issues, as do Canadians with the highest levels of income and education. Canadians aged 60 or over are more inclined to mention governance and international issues, including the Afghanistan mission.

Urban dwellers are more likely than those living in towns or rural areas to mention the environment. Immigrants, particularly non-European immigrants and those who have been in Canada for less than 10 years, are more likely to mention immigration and racial issues; they are less likely to mention environmental issues.

## **Significance of issues**

**Canadians are most likely to see health care and the environment as issues of great significance.**

From a list of seven issues and challenges facing Canadians today—health care, the environment, crime, the state of the Canadian economy, taxation, the state of the Canadian labour market and unemployment—Canadians assign the highest significance to health care, followed by the environment. Crime, the state of the economy and taxation follow, with the state of the labour market and unemployment seen as least significant.

Canadians are almost unanimous (97%) in saying that health care is overall a significant issue; eight in ten (79%) think health care is very significant. Similarly, more than nine in ten (95%) say the environment is a significant issue, with seven in ten (71%) saying it is very significant.

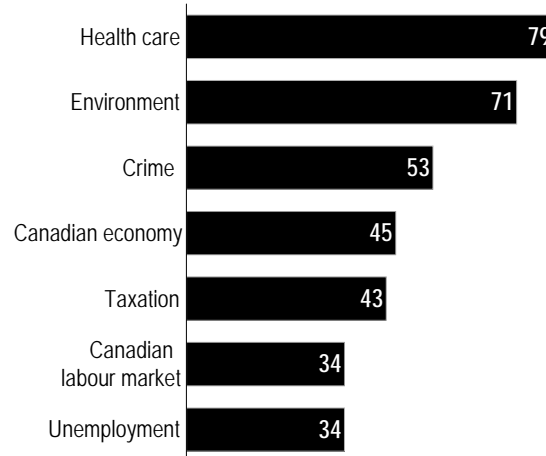
Nine in ten (88%) say that crime is a significant issue, with just over one-half (53%) saying it is very significant. Similar numbers say the state of the economy (86%, 45% very significant) and taxation (85%, 43% very significant) are significant issues.

Eight in ten (81%) say the state of the labour market is significant, with one-third (34%) saying it is very significant. Finally, three-quarters (77%) say unemployment is significant, with one-third (34%) saying it is very significant.

Residents of Atlantic Canada are more likely to see crime, the economy, the labour market and unemployment as very significant issues. Quebecers are most likely to say the environment is very significant, and least likely to see taxation as a very significant issue. Residents of the Prairie provinces

are least likely to consider the environment as a significant issue. Residents of the four western provinces, especially Manitoba, are more likely to say crime is very significant, and least likely to see unemployment as a very significant issue. Residents of Saskatchewan are more likely to identify the economy and taxation as very significant issues; B.C. residents are least likely to consider the state of the economy to be a very significant issue.

**Significance of issues**  
Very significant November 2007



Women are more likely than men to identify health care, the environment, crime and unemployment as very significant issues. Older Canadians, particularly those over 45, are more likely to say that most of these issues are very significant, with the exception of the environment. Canadians with lower levels of income and education tend to think that most of these issues are very significant; however, those with higher levels of education are more likely to consider the environment to be very significant.

Immigrants, particularly non-European immigrants, are more likely to say that taxation and the state of the labour market are very significant. Non-European immigrants are also more likely to see unemployment as very significant, but less likely to see the environment in this light.

Immigrants who have been in Canada for less than 10 years are more likely to see unemployment as very significant, but less likely to consider crime and the environment as very significant.

Unemployed Canadians are more likely to consider the environment, crime, unemployment and the state of the labour market as very significant. Retirees<sup>1</sup> are more likely to think that health care, crime and taxation are very significant issues.

<sup>1</sup> A person who defines their employment status as “retired”.

## **State of the Canadian economy**

**Nine in ten Canadians have a positive view of the current economic situation, and almost half believe the economy is getting stronger; just over four in ten believe Canada's economy will be about the same in five years as it is today.**

Canadians have a positive view of the current state of the Canadian economy, with an overwhelming majority saying the current economic situation is good, and almost half believing that the economy is in a state of good economic growth. Expectations of the future suggest that many Canadians do not expect this state of growth to continue, although close to half believe that in five years, the Canadian economy will be in much the same situation as it is today.

### ***Current economic situation***

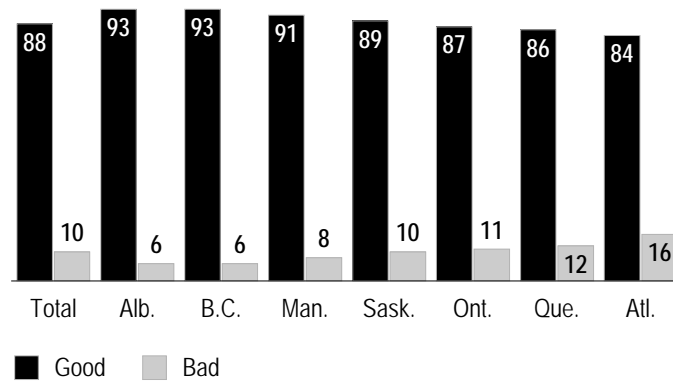
Canadians express strongly positive opinions of the current economic situation in Canada. Nine in ten (88%) say that the situation is good, with three in ten (29%) thinking it is very good and six in ten (59%) thinking it is somewhat good.

Tracking and comparative data show that Canadians' assessments of the economy are extremely positive compared to those of other countries, and even more positive today than in previous years and earlier in 2007. The accompanying table presents data from the Pew Global Attitudes Project, using the exact same question used in this survey. We see that Canadian assessments of the economy are more positive today than in 2002 and earlier in 2007. Looking at the Spring 2007 data, we see that Canadian opinion was more positive than opinion in many other countries, including the U.S., Britain, France, India and Japan. In fact, of 47 countries surveyed in Spring 2007, Canada ranked in fourth place. (Kuwait ranked highest at 87%.)

The new survey shows that residents of Alberta and British Columbia are more inclined than other Canadians to describe the current economic situation as very good, while Atlantic Canadians and Quebecers are less likely to do so.

## Current economic situation in Canada

November 2007



Men, older Canadians, particularly those aged 60 or older, urban dwellers, those with higher levels of education and income, non-European immigrants and those who have been in Canada for 10 years or more are more likely to describe the economic situation as very good, as are those who are self-employed or retired.

### Current economic situation

Good (selected countries)

	2002 *	SPRING 2007*	NOV. 2007
Canada	70	80	88
U.S.	46	50	–
Britain	65	69	–
France	45	30	–
India	39	74	–
Japan	6	28	–

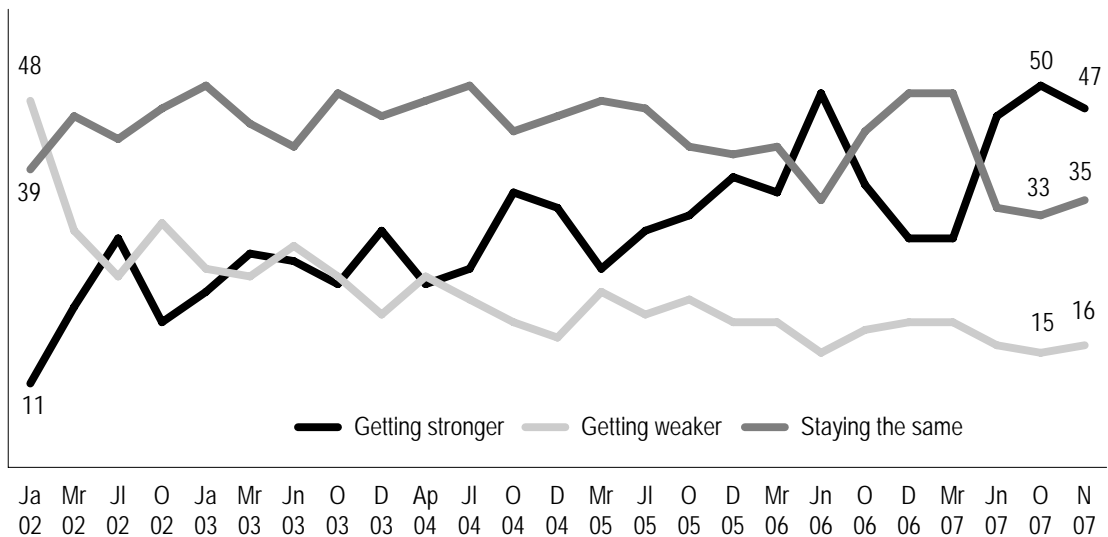
\*Source: Pew Global Attitudes Project – Canadian surveys conducted by Environics Research Group

**Strength of the economy**

Canadians are also optimistic about the national economy; almost one-half (47%) say that the Canadian economy is getting stronger, and one-third (35%) believe it is staying the same. Fewer than two in ten (16%) think it is getting weaker.

**Strength of the Canadian economy**

2002 - 2007

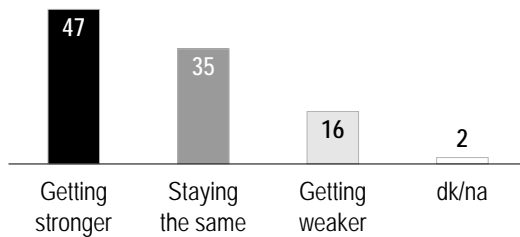


Note: 2002 to 2006 tracking from Environics' Focus Canada

Tracking data from Environics' Focus Canada report, shown in the accompanying graph, indicate that optimism is very high today compared to earlier in this decade (since 2000), with the number who believe the economy is getting stronger almost at its highest point since tracking began. The number of Canadians who think the economy is getting weaker is also at a low point.

**Strength of the Canadian economy**

November 2007

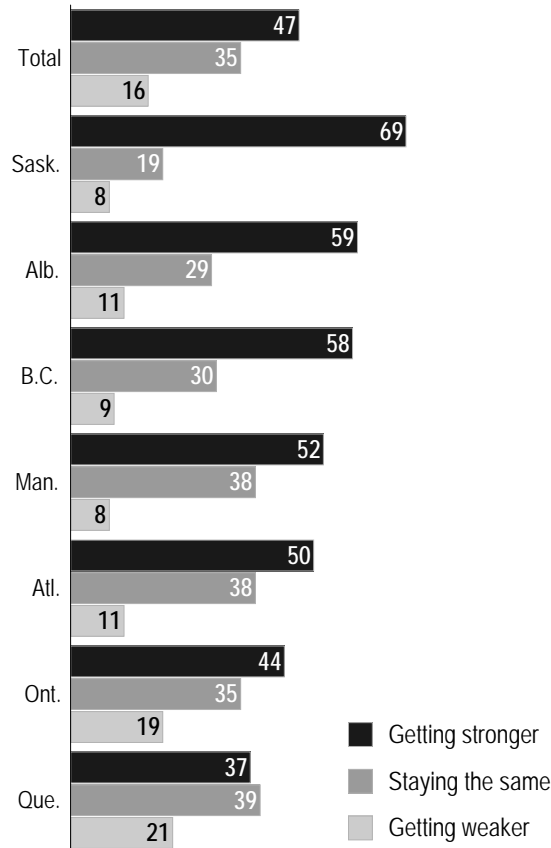




In the current survey, the belief that the national economy is getting stronger is most prevalent in the Western provinces, particularly in Saskatchewan. Quebecers and Ontarians are more likely than the population as a whole to think the economy is getting weaker.

### Strength of Canadian economy

November 2007



Men, Canadians aged 18 to 44, those with higher levels of education and income, and non-European immigrants are more likely to say the national economy is getting stronger. Those aged 45 or older, and those with lower levels of education and income, are more inclined to think the economy is remaining stable. The less educated and least affluent, those who have lived in Canada for less than 10 years, self-employed persons and the unemployed are also somewhat more likely than others to think the economy is getting worse.

### ***Future situation of the economy***

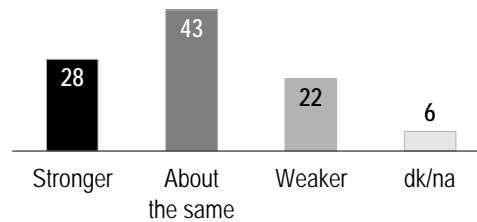
Despite these strongly positive views about the current economic situation, Canadians are less optimistic that current conditions will remain. Three in ten (28%) say they think Canada's economy will

be stronger in five years, just over four in ten (43%) think it will be about the same, and two in ten (22%) think the economy will be weaker.

Residents of Saskatchewan are most likely to believe that Canada’s economy will be stronger, while residents of Quebec are least likely to feel that way. Residents of Western Canada, Ontario and the Atlantic provinces are more likely than Quebecers to think that Canada’s economy will be stronger in about five years.

Men, those aged 18 to 44, non-European immigrants, those who have lived in Canada less than 10 years and the unemployed are more inclined to think the economy will be stronger in five years; women are more likely to think it will be about the same.

Canadian economy in about five years  
November 2007



Canadian economy will get stronger  
November 2007

Total	28
Residents of Saskatchewan	40
Less than 10 years in Canada	40
Unemployed	39
Born outside Canada/U.S./Europe	37
Students	35
Some university education	34
Non-permanent job status	33
Canadians aged 18-29	32
Parents of one to two children	31
Married	30
Men	30
Residents of Quebec	21

## State of provincial economies

**Residents of Saskatchewan, Alberta and British Columbia express the greatest optimism about their provincial economy.**

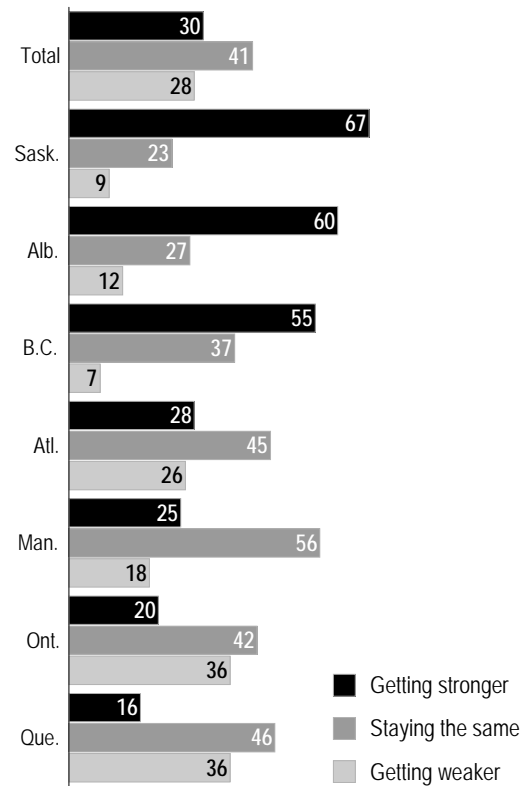
Opinions about the health of provincial economies across Canada vary widely. Two-thirds of Saskatchewan residents (67%), six in ten Albertans (60%), and more than one-half of British Columbians (55%) say the economy of their province is getting stronger, while only two in ten Ontarians (20%) and a somewhat smaller percentage of Quebecers (16%) hold the same opinion.

Manitobans (56%) are most likely to think that their provincial economy is staying about the same; pluralities of Quebecers (46%), Atlantic Canadians (45%) and Ontarians (42%) hold the same opinion about their provincial economies.

Just over one-third each of Ontarians (36%) and Quebecers (36%) think their provincial economy is getting weaker.

### Strength of provincial economy

November 2007



Tracking data from Environics' Focus Canada surveys show the rapid growth of positive assessments in the three most western provinces since 2002. The Atlantic provinces, Manitoba and Ontario are relatively stable in their view of economic growth in their provincial economies, while Quebec optimism appears to be at its lowest level today since 2002.

Overall, men are somewhat more likely to think the economy of their province is getting weaker, while women are more inclined to think it is staying the same. Younger Canadians are least likely to think their provincial economy is getting worse. More affluent and better educated Canadians are more likely to see their provincial economy as changing as they are more inclined to say it is either getting weaker or stronger; less affluent Canadians are more likely to say it is staying the same. The less affluent and less educated are more inclined to think their provincial economy is staying the same. Non-European immigrants are more likely than others to think their provincial economy is getting stronger.

Strength of the provincial economy  
Province's economy getting stronger 2002 - 2007

	2002	2003	2004	2005	2006	2007
Saskatchewan	9	9	13	25	30	67
Alberta	39	48	75	89	80	60
B.C.	19	24	52	51	62	55
Atlantic	22	21	23	29	26	28
Manitoba	25	25	31	27	28	25
Ontario	22	31	26	17	21	20
Quebec	23	20	21	18	20	16

Note: 2002 to 2006 tracking from Environics' Focus Canada survey

## Factors associated with economic growth

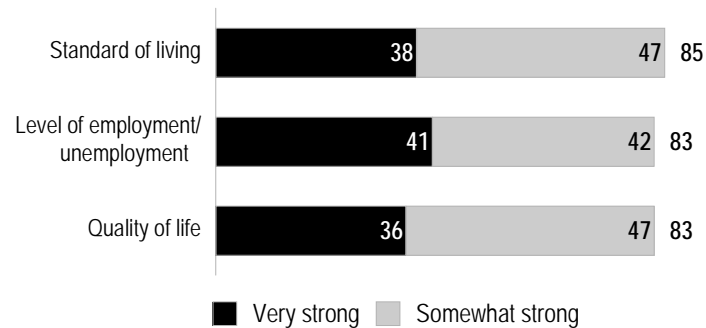
**Most Canadians think that standard of living, quality of life and level of unemployment are all related to a country's economic growth.**

When Canadians are asked whether they think the relationship between a country's economic growth is related to several key factors – standard of living, quality of life, and level of employment or unemployment – in that country, most think there is a strong relationship with all three.

More than eight in ten Canadians (85%) say that there is a strong relationship between a country's economic growth and its standard of living, with four in ten (38%) saying the relationship is very strong. Similar proportions say that a strong relationship exists between economic growth and level of employment or unemployment (83%, 41% very strong), and between economic growth and quality of life (83%, 36% very strong).

## Factors associated with economic growth

Strong November 2007



Residents of Ontario and British Columbia are more likely than other Canadians to think the relationship between economic growth and all three factors is very strong. Atlantic Canadians and Quebecers are less likely to think there is a very strong relationship with each of the three factors examined. As well, Manitobans are less likely to think there is a strong relationship between economic growth and level of employment or unemployment.

Men, Canadians with higher levels of education and income, immigrants, those living in larger urban centres, students and full-time workers are more likely than others to think there is a very strong relationship between a country's economic growth and all three factors examined. As well, Canadians aged 30 to 59 are more likely to think there is a very strong relationship between economic growth and quality of life.

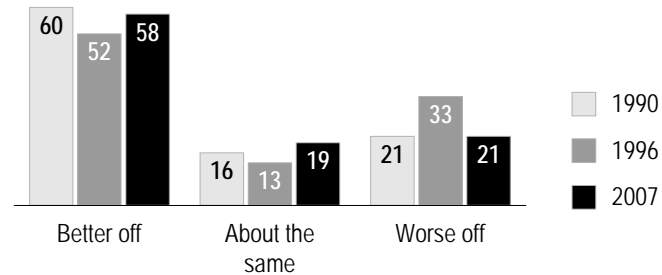
## Personal financial situation

**Most Canadians think that they are better off financially than their parents were at their age; however, only three in ten believe the next generation will be better off than they are.**

When Canadians look back at the differences between the financial situation of their parents and their own situation today, most feel that they are better off. However, when they look forward, they are less optimistic that the next generation will improve on the situation of their parents.

## Financial situation compared to parents

1990 - 2007



Six in ten Canadians (58%) feel that, financially speaking, they are better off than their parents were at that age. Two in ten (19%) say their financial situation is about the same as that of their parents, and a similar proportion (21%) say that they are worse off financially.

It is interesting to note that these expectations were very similar in the previous decade. Referring to Environics' tracking data from 1990 and 1996, we see that between five and six in ten felt they were better off financially than their parents were.

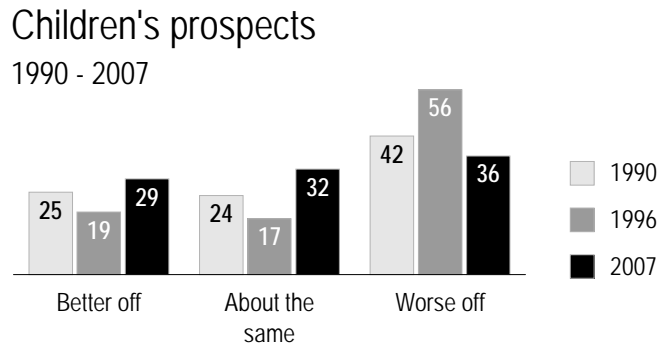
From the current survey, residents of Atlantic Canada and the Prairie provinces, particularly Alberta, are more likely than other Canadians to say they are better off financially than their parents were. British Columbians are more likely than others to say they are worse off.

Canadians aged 60 or older are notably more likely to think that they are better off than their parents were at their age; those aged 30 to 44 are more likely than others to say they are worse off financially than their parents. Canadians with higher levels of income are more likely to say they are better off than their parents were; those with lower levels of income are more inclined to think their financial situation is the same or worse than that of their parents. Those born outside Canada are also more inclined to say they are better off than their parents were.

Looking to the future, Canadians are less optimistic that the next generation will experience the same kind of economic advancement that they themselves have known. Three in ten (29%) say that the next generation – their children, nieces, nephews – will be better off when they reach the same age as they themselves are now. One-third (32%) think the next generation will be in about the same financial situation, and just over one-third (36%) think the future generation will be worse off financially. But here, if we look at the tracking data from Focus Canada, one can see somewhat less pessimism than was found in the previous decade. Today, the number who think the next generation will be “worse off” is notably less than we found in 1996, with more people today saying the next

generation will be “about the same.”

Ontarians, particularly Torontonians, Manitobans and Atlantic Canadians are somewhat more likely to think the next generation will be better off. Quebecers and Albertans are somewhat more inclined to think the next generation will be in about the same situation financially, while British Columbians are more likely to think the next generation will be worse off.



Canadians aged 18 to 44 are more likely to think the next generation will be better off than they are; they are also more likely to think the next generation will be about the same. Those aged 45 to 59, and to a lesser extent those aged 60 or older, are more inclined to think the next generation will be worse off. Those born outside Canada, especially non-European immigrants and those who have lived in Canada for less than 10 years, and those living in larger urban centres are more likely to think the next generation will be better off. Rural Canadians are more likely to think the next generation will be worse off than they are. Those with higher levels of income are more likely to think the next generation will be about the same in terms of financial circumstances.

Students and the unemployed are more likely to think the next generation will be better off, while part-time workers and retirees are more inclined to say the next generation will be worse off.

## International Trade and the Labour Market

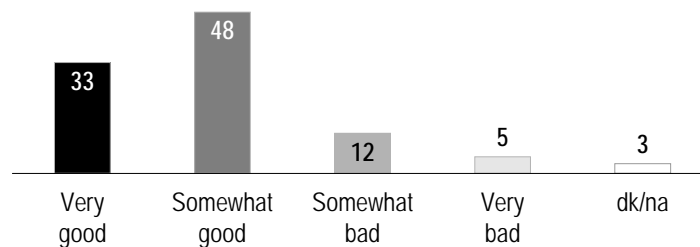
### Opinions about international trade and business ties

**Most Canadians have a positive opinion of the growing trade and business ties between Canada and other countries.**

Canadians see the growth of trade and business ties between Canada and other countries as something that is good for the country. Eight in ten (81%) say that it is a good thing for the country, with one-third (33%) saying that it is a very good thing. Very few, 17 percent, say this is a bad thing.

#### Growing trade and business ties between Canada and other countries

November 2007



The accompanying table presents data from the Pew Global Attitudes Project, using the exact same question used in this survey in surveys conducted in 2002 and Spring 2007. We see that international opinion about the growth of trade became somewhat less positive between 2002 and Spring 2007 in a number of countries, notably the U.S. and in several European countries, but Canadian opinion remained more positive than most.

#### Growing trade and business ties are good (Selected countries)

	2002*	SPRING 2007*	Nov. 2007
Canada	86	82	81
U.S.	78	59	–
Britain	87	78	–
France	88	78	–
India	88	89	–
Japan	72	72	–

\*Source: Pew Global Attitudes Project – Canadian surveys conducted by Environics Research Group



A strongly positive response to international business ties is most prevalent in Western Canada, particularly in Saskatchewan, and in Ontario, particularly in Toronto. Quebecers are least likely to think the growth of international trade is a very good thing for the country.

Men, Canadians aged 18 to 44, those with higher levels of education and income, urban dwellers and immigrants – particularly non-European immigrants and those who have lived in Canada for less than 10 years – are more likely to say that growing trade with other countries is a very good thing for Canada.

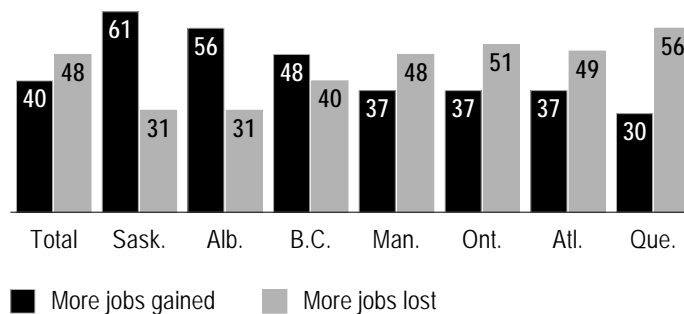
### Effects of international trade on job growth

#### Half of Canadians think that more jobs are lost than gained as a result of international trade.

Although most think that trade ties between Canada and other countries are positive, Canadians are less positive when it comes to the effects of such trade on jobs. One-half of Canadians (48%) say that more jobs are lost as a result of trade between Canada and other countries, while four in ten (40%) say that more jobs are gained. Just over one in ten (13%) offer no opinion.

Residents of Saskatchewan, Alberta and British Columbia are more inclined to believe that international trade results in a net gain of jobs. Those in other provinces and regions think that job losses outweigh gains.

Impact on jobs of trade between  
Canada and other countries  
November 2007



Men, Canadians aged 18 to 44, those with higher levels of income and education, full-time workers, students, the self-employed and non-European immigrants are more likely to think that more jobs are gained than lost due to trade between Canada and other countries.

## Labour Force and the Labour Market

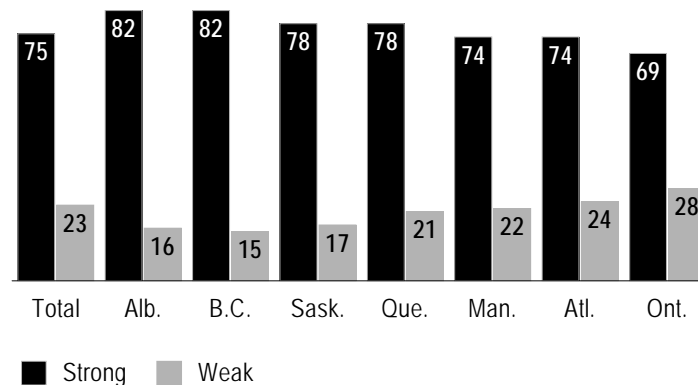
### Strength of the labour market

Three-quarters of Canadians believe the Canadian labour market is strong; their main reason for this optimism is that there is no shortage of jobs and low unemployment.

Canadians are confident about the Canadian labour market. When asked their opinion of the current strength of the labour market in Canada, three-quarters of Canadians (75%) think that it is strong, with two in ten (18%) saying it is very strong. Only 23 percent of Canadians say it is weak.

Overall confidence is high in all regions. Canadians living in Saskatchewan, Alberta and British Columbia are more likely than others to say the labour market is very strong, and Atlantic Canadians are less likely than others to think the Canadian labour market is very strong.

Strength of Canadian labour market  
November 2007



Men, those aged 30 to 44, those with higher levels of income and education, those living in larger urban areas, full-time workers and retired Canadians are more likely to say the labour market is very strong. Those working in vulnerable industries are more likely to say it is weak.

When those who think the country's labour market is strong are asked the reason for their opinion, the most frequent response by far is that there is no shortage of employment and the unemployment rate is low (49%). Much smaller proportions say the labour market is strong because of the strong Canadian dollar and a good economy (10%), that it depends on the province but that certain areas are booming (7%), and that there is a labour shortage and workers are being imported (6%). A wide range of other comments are offered, but none by more than four percent. It is interesting to note that only two percent of Canadians think it is strong because of Canada's well-educated, highly

skilled workforce.

The perception that the labour market is strong because there is no shortage of employment is most prevalent in Quebec, and least prevalent in Atlantic Canada. Ontarians are more likely than others to mention the strong Canadian dollar. Albertans and Atlantic Canadians are more likely to comment that it depends on the province but that certain areas are booming. Residents of the Prairie provinces, particularly Alberta, are more likely to mention labour shortages and importing workers.

Those aged 18 to 44 are more likely to mention the low unemployment rate, and those aged 30 to 44 are more likely to mention the low unemployment rate, the strong dollar, the economy and labour shortages. Canadians aged 45 to 59 are more likely to mention the strong dollar, the economy and the labour shortage.

The most affluent Canadians are more likely to mention lack of employment shortages, booms in certain areas of the country and labour shortages; the better educated tend to be more likely to mention lack of employment shortages, the strong dollar and labour shortages. Non-European immigrants are more likely to mention lack of employment shortages, while the self-employed are more inclined to mention the strong dollar, booms in certain areas and labour shortages.

Reasons for saying Canadian labour market is strong  
November 2007

No shortage of employment/low unemployment rate	49
Strong Canadian dollar/good economy	10
Depends on area/some booming	7
Labour shortage/importing workers	6
Unemployment/jobs hard to find	4
Demand for Canada's resources/products	4
Need more skilled labour	3
Auto industry/manufacturing suffering	3
Industries/trades doing well/exporting	3
Poor quality jobs/no benefits/low pay	3
Strong Canadian dollar is bad	3
Other	24
dk/na	9

*Subsample: Those who think the Canadian labour market is currently strong*

The small number, 23 percent, who think the labour market is weak mention a variety of reasons for their opinion, including: high unemployment rate (19%), foreign competition and outsourcing (11%), problems in the manufacturing sector (10%), low pay, minimum wage, poor quality jobs (9%), untrained workers (8%), labour shortages (7%), lack of job security (7%), the strong Canadian

dollar (7%), depends on the province (5%) and problems in the automotive industry (5%). A number of other reasons are mentioned, but none by more than four percent of this subsample.

Atlantic Canadians and Quebecers are more likely than others to mention high unemployment rates. Ontarians are more likely to mention foreign competition and outsourcing problems in the manufacturing sector, problems in the automotive industry, the strong Canadian dollar, and minimum wage, poor quality jobs. Western Canadians are more inclined to mention labour shortages, untrained workers, and minimum wage, poor quality jobs.

Men are more likely to mention problems in the manufacturing sector and the automotive industry; women are more likely to mention high unemployment rates and minimum wage, poor quality jobs. Canadians aged 18 to 29 are more likely to mention high unemployment rates, while those aged 45 or older are more likely to mention foreign competition and problems in the manufacturing sector. Those with lower levels of education, low income and in vulnerable industries are more likely to mention high unemployment rates; those with higher income levels are more inclined to mention foreign competition, problems in the manufacturing sector and untrained workers.

Reasons for saying Canadian labour market is weak  
November 2007

High unemployment rate/lack of jobs/opportunity	19
Foreign competition/outsourcing	11
Problems in the manufacturing/factory closures	10
Low pay/minimum wage/poor quality jobs	9
Untrained workers/lack of specific skills	8
Labour shortage/not enough people/workers	7
Lack of job security/layoffs/job losses	7
Strong Canadian dollar/good economy	7
Depends on area/more work in west	5
Problems with layoffs automotive industry	5
Lack of/demands for education/training	4
Problems with the market/economy/dollar	4
People refusing to get jobs/on welfare/poor work ethic	3
Inability to get job in chosen field/underemployed	3
Company closures	3
Other	17
dk/na	9

*Subsample: Those who think the Canadian labour market is currently weak*

## Problems facing the labour market and labour force

Canadians voice a wide range of concerns facing the labour market and the labour force, including foreign competition, poor quality jobs, labour shortages and lack of skills.

We have seen that the public has a very positive view of the strength of the labour market. Therefore, it is not surprising to see that no single issue emerges as the most important problem facing Canada's labour market and labour force today in the public's view. Rather, when asked an open-ended question, Canadians mention a broad range of issues, including foreign competition (9%), poor quality, low paying or part-time jobs (9%), labour shortages (8%), lack of specific skills (8%), lack of education (5%), the economy and the strength of the Canadian dollar (5%), and low-skilled workers (5%). A number of other issues are mentioned, but none by more than three percent. Not surprisingly, unemployment is seen as the major problem by only three percent. It is interesting to note that immigration is viewed as the most important problem by only two percent of Canadians.

### Problems facing Canada's labour market today November 2007

	MOST IMPORTANT PROBLEM	OTHER PROBLEMS
Foreign competition	9	5
Poor job quality/low paying jobs/part-time jobs	9	5
Labour shortages/not enough people to fill jobs	8	4
Lack of specific skills	8	6
Lack of education (general)	5	5
Economy/strength of Canadian dollar/inflation	5	2
Low-skilled workers	5	4
Loss of manufacturing jobs	3	2
Unemployment	3	2
Immigration/immigrants*	2	4
Union/labour issues	2	3
Other	27	31
dk/na	12	42

\* Refers to all comments about immigrants and immigration

Atlantic Canadians and residents of Saskatchewan are more likely than others to mention poor quality jobs. Foreign competition is more frequently mentioned in Quebec and Ontario. Labour shortages are mentioned more frequently in Quebec and Alberta. Manitobans and British Columbians are

more likely than others to mention lack of specific skills, while Albertans are more likely to mention low-skilled workers. Ontarians are more likely to mention the economy/strength of the Canadian dollar.

Women, those aged 18 to 29, those with lower levels of income and education, part-time workers and the unemployed are more likely to mention poor quality, low paying and part-time jobs. Those with higher levels of income are more likely to mention foreign competition, labour shortages and lack of specific skills; foreign competition is also more frequently mentioned by better educated Canadians and the retired.

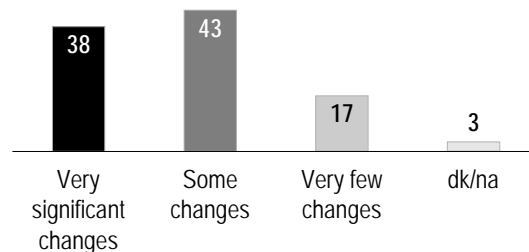
When asked if there are any other problems or issues facing Canada’s labour market and workforce that they consider important, the same wide range of issues are proposed, including lack of specific skills (6%), poor quality low paying and part-time jobs (5%), lack of education in general (5%) and foreign competition (5%). Four in ten (42%) do not mention any additional labour market issues.

## Future of labour market

**Most Canadians expect the country’s labour market to experience at least some changes over the next decade or so.**

There is a considerable expectation among Canadians that there will be at least some changes in the Canadian labour market in the next decade or so although not necessarily great changes. A total of eight in ten Canadians say that they expect the country’s labour market will experience very significant (38%) or some (43%) changes in the next decade.

Future of Canadian labour market  
November 2007



Ontarians and British Columbians, particularly Vancouverites, are more likely to say the labour market will experience very significant changes; Atlantic Canadians are least likely to say this.

Men, those aged 45 to 59, those with higher levels of income and education, students and the self-employed are more inclined to think the labour market will experience very significant changes.

## Issues of an aging population

**Canadians anticipate a variety of issues that will result from an aging population, particularly health issues, a labour market shortage, and insufficient income and income supports.**

Survey respondents were informed that the population of Canada is aging and that, in the future, there will be a higher proportion of older Canadians than in the past, and were asked what would be the major issues facing the country as a result of an aging population. While large numbers mention that health issues will be predominant, still, a considerable number suggest that labour shortages will be an issue.

The largest proportions of Canadians mention health issues and illness (60%), a labour market shortage and fewer workers (34%), and insufficient income or income supports (22%), as issues of an aging population. Smaller proportions mention such issues as more housing, affordable housing or seniors' housing (8%), funding for pensions and CPP (8%), and more long-term medical attention and care for the elderly (6%). Other issues are also mentioned, but none by more than three percent.

### Issues of an aging population

November 2007

Health issues/illness	60
Labour market shortage/fewer workers	34
Insufficient income/income supports	22
More housing/affordable housing/senior homes	8
Pensions/funding for pensions/ CPP	8
More long-term/medical attention/care for elderly	6
Poverty	3
Taxation	2
More education/lack of educated/skilled people/workers	2
Social services/assistance/finances	2
Retirement issues (various)	2
Other	5
dk/na	5

Health issues are mentioned more frequently in Ontario and British Columbia. Quebecers are more likely to mention labour market shortages, and insufficient income and income supports, and less likely to mention housing issues, and pension and CPP funding. Atlantic Canadians are more inclined to mention more long-term medical attention and care for the elderly.

Women are more likely to mention health issues and housing issues. Older Canadians tend to be more likely to mention health issues, insufficient income and income supports, and housing issues; younger Canadians are more likely to mention labour market shortages. Those with higher levels of income and education are more likely to mention health issues and labour market shortages. European immigrants and immigrants who have lived in Canada for 10 years or more are more inclined to mention health issues; non-European immigrants and immigrants who have lived in Canada for less than 10 years are more likely to mention labour market shortages. Full-time workers and students are more likely to mention labour market shortages; students are also more likely to mention insufficient income; as are retired persons.

## **Significance of labour force issues**

**When it comes to specific issues, Canadians assign the highest significance to the loss of manufacturing jobs due to competition from other countries.**

Survey respondents were offered a list of 15 issues facing the labour market and workforce today, and were asked how significant they felt each one is. At the top of the agenda, about nine in ten Canadians think that the loss of manufacturing jobs due to competition from other countries is significant (90%, 60% very significant). As we saw earlier, this issue emerged in the context of concerns about foreign trade, and at the top of the list of unaided responses when it comes to labour market concerns.

As well, the skills shortage in some parts of the country where jobs go unfilled (89%, 52% very significant), the aging workforce with more people about to retire (89%, 56% very significant), and salaries and paycheques that are not keeping up (87%, 54% very significant), are mentioned by about nine in ten.

More than eight in ten assign significance to a lack of employer investment in employee skills (85%, 45% very significant), employment obstacles faced by low-skilled workers (84%, 44% very significant), and the mismatch between workers' skills and employment opportunities (84%, 38% very significant).

About eight in ten assign significance to employment obstacles faced by immigrants (81%, 40% very

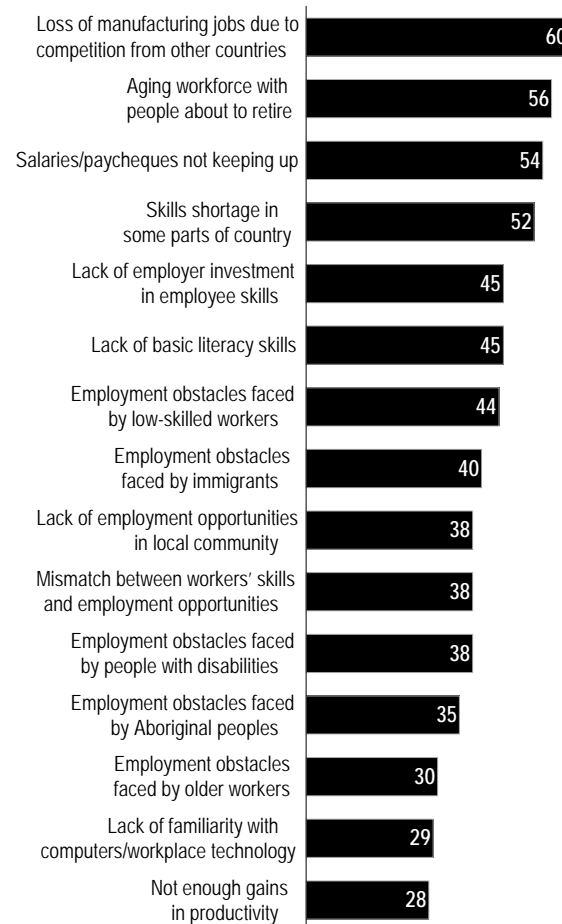


significant), employment obstacles faced by people with disabilities (81%, 38% very significant), employment obstacles faced by older workers (77%, 30% very significant), and a lack of basic literacy skills (77%, 45% very significant).

About seven in ten say the following issues are significant: a lack of employment opportunities in the local community (73%, 38% very significant), not enough gains in productivity in recent years (71%, 28% very significant), employment obstacles for Aboriginal peoples (70%, 35% very significant), and lack of familiarity with computers or workplace technology (68%, 29% very significant).

### Significance of labour force issues

Very significant November 2007



The accompanying graph shows the figures for the number who say that each of these is a “very significant” issue, which is a better measure of the true importance that the public attaches to each of these. Here we can see that the loss of manufacturing jobs because of competition clearly emerges as the most important, and that only four issues on the list, including an aging workforce, salaries not keeping up and the skills shortage, are viewed as very significant by a majority of Canadians. The employment obstacles faced by various specific groups, including those in local communi-

ties, those with disabilities, older workers and others, rank much lower on the list of public concerns. Finally, low productivity is a pressing concern for very few.

Atlantic Canadians are more likely than other Canadians to say that the lack of employment opportunities in the community, lack of familiarity with computers and technology, the mismatch between skills and employment opportunities, a skills shortage in some parts of the country, obstacles facing low-skilled workers, an aging workforce, and salaries that are not keeping up are very significant. They are less likely to say that obstacles facing Aboriginal workers and a lack of basic literacy skills are very significant.

Quebecers are more likely to say that a basic lack of literacy skills, a lack of familiarity with technology, a lack of employer investment in employee skills, and obstacles facing immigrant workers are very significant. They are less likely to say that the issue of an aging workforce is very significant.

Ontarians are more likely to say that obstacles faced by Aboriginal peoples (41% say very significant), a loss of manufacturing jobs to international competition and obstacles facing immigrants are very significant.

Manitobans are more likely to think that obstacles faced by Aboriginal peoples and low-skilled workers are very significant; they are less likely to assign a high level of significance to the lack of employer investment in employee skills, obstacles faced by older workers and immigrants, and salaries that are not keeping up.

Residents of Saskatchewan are more inclined to say that the lack of employment opportunities in the community, a lack of familiarity with technology, and a mismatch of skills and opportunities are very significant. They are less likely to assign a high level of significance to the lack of employer investment in employee skills, obstacles faced by low-skilled workers and immigrants, the loss of manufacturing jobs, and salaries that are not keeping up.

Albertans are more likely to say that a shortage of skills in some parts of the country is very significant; they are less likely to place high significance on lack of employment opportunities in the community and obstacles facing older workers.

British Columbians are less likely than other Canadians to place high significance on a lack of basic literacy skills, lack of employment opportunities in the community, a skills shortage in some areas of the country, obstacles facing older workers, not enough gains in productivity and loss of manufacturing jobs.

Women are more likely to place high levels of significance on many of these issues; however, men are more likely to say that a lack of employer investment in employee skills and not enough gains in productivity are very significant. Both sexes place similar significance on the issues of lack of familiarity with technology, obstacles facing older workers, and an aging workforce.

Canadians aged 45 or older are more likely to consider as very significant issues the mismatch of skills and opportunities, the lack of employer investment in skills, obstacles faced by Aboriginal peoples, older workers and low-skilled workers, and the loss of manufacturing jobs. Those aged 60 or older are also more likely to say that the lack of familiarity with technology, and obstacles faced by people with disabilities and immigrants are very significant. All but the youngest age cohort see the skills shortage in certain parts of the country as very significant. Canadians aged 18 to 44 are less likely to place high significance on insufficient gains in productivity.

Canadians with lower levels of education and income tend to be more likely to say that most of these issues are very significant, with the exception of regional skills shortages, obstacles facing Aboriginal peoples and immigrants, and the aging workforce.

Immigrants to Canada in general are more likely to find the mismatch of skills and opportunities, and employment obstacles facing immigrants to be very significant issues. European immigrants are more likely to place high significance on obstacles for Aboriginal peoples and the loss of manufacturing jobs; non-European immigrants are more inclined to assign high levels of significance to lack of literacy skills, lack of employment opportunities in the community, lack of familiarity with technology, and lack of employer investment in employee skills.

The length of time since immigrating to Canada is also a factor in assigning significance to certain of these issues. More recent immigrants (those who have been in Canada less than 10 years) are more likely to place high significance on the mismatch of skills and opportunities, while those who have been in Canada for longer are more likely to say that regional skills shortages, obstacles facing Aboriginal peoples, people with disabilities and low-skilled workers, and the loss of manufacturing jobs are very significant issues.

Urban dwellers are more inclined to place high significance on basic literacy skills, and obstacles faced by Aboriginal peoples and immigrants, while rural dwellers are more likely to say that a lack of employment opportunities in the community, insufficient productivity gains and failure of salaries to keep pace are very significant issues.

The unemployed place higher than average levels of significance on most of these issues, with the exception of regional skills shortages, insufficient gains in productivity, and obstacles facing immi-

grants. Retired persons are more likely to think that lack of familiarity with technology, mismatches of skills and opportunities, lack of employer investment in workers' skills, regional skills shortages, insufficient gains in productivity, loss of manufacturing jobs, and obstacles facing Aboriginal people, people with disabilities, low-skilled workers and immigrants are very significant. Students are more likely to place high significance on basic literacy skills, lack of employment opportunities in the community, lack of familiarity with technology, a mismatch of skills and opportunities, and obstacles facing people with disabilities and immigrants. Part-time workers are more likely to say that obstacles facing low-skilled workers and the loss of manufacturing jobs are very significant issues. The self-employed are more likely to say that insufficient gains in productivity are very significant issue. Those with non-permanent jobs are more inclined to assign high levels of significance to lack of employment opportunities in the community and obstacles facing immigrants, while those with permanent jobs are more likely to say the same of issues of an aging workforce.

## **Future of labour market and labour force**

**Most Canadians expect that over the next 10 years, skills shortages and unfilled jobs will be a key problem, and that the labour force will not show much growth.**

Respondents were presented with four statements about the future of the labour force in the next 10 years and were asked if they thought each statement was true (definitely or probably) or not true. The findings give an indication of the extent of the public's knowledge of labour force developments.

The survey findings show that Canadians' image of the medium-term future of the country's labour market is one of a slow-growing labour force that is more likely to experience shortages of skilled and qualified workers than it is to face serious unemployment.

Just over eight in ten (83%) Canadians think it is definitely (40%) or probably (43%) true that skills shortages and unfilled jobs will be an important problem in the next 10 years or so. Additionally, seven in ten (72%) think it is definitely (22%) or probably (50%) true that Canada's labour force will grow quite slowly. Only four in ten (42%) think it is definitely (13%) or probably (29%) true that there will be enough qualified workers to replace those who retire; almost six in ten (57%) disagree.

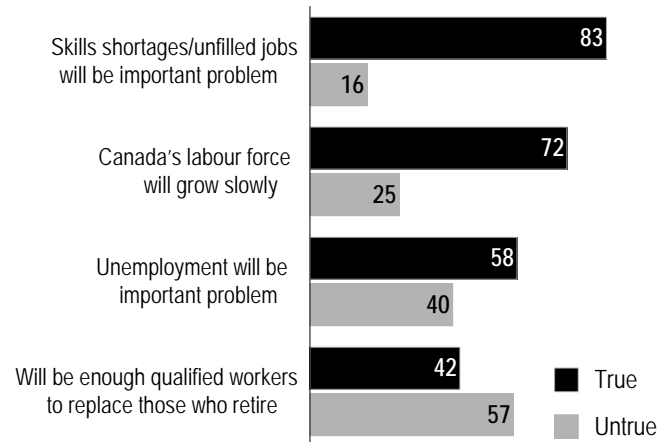
These numbers show a good grasp of these important labour force developments, which most economists agree will be important.

However, six in ten (58%) think it is definitely (26%) or probably (32%) true that unemployment

will be an important problem, while only four in ten (40%) disagree. In fact, unemployment is not expected to be a major problem in the medium-term future.

The expectation that the labour force will grow slowly is more prevalent in Quebec. Ontarians are more likely to anticipate a shortage of qualified replacements for retired workers, but at the same time they are more likely to think that unemployment will be an important problem, and less likely to think skills shortages will be a problem. Atlantic Canadians are more likely to think that skills shortages and unfilled jobs will be a problem. Residents of Western Canada tend to be less likely to expect that any of these conditions will occur.

Future of labour market and labour force  
November 2007



Those aged 30 or more are more likely to expect slow growth in the labour force and skills shortages. Immigrants and those with lower levels of income and education are more inclined to think that there will be a major unemployment problem and a shortage of qualified replacement workers. Part-time workers and unemployed people are more likely to think that unemployment will be an important problem. Those who are unemployed are also more likely to foresee a slow growth of the labour force. Permanent workers are more likely to think that there will be skills shortages.

## Role of Government

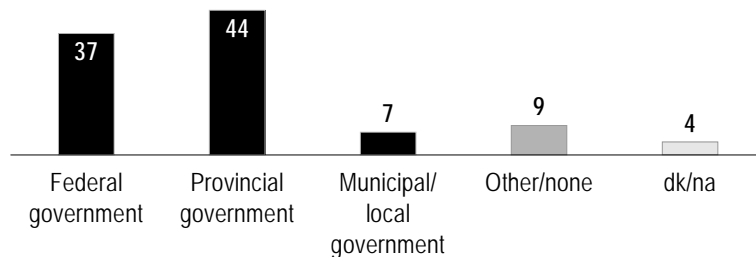
### Responsibility

Canadians are divided as to whether the provincial or federal governments should have the main responsibility for dealing with issues of the labour force and employment.

When Canadians are asked which level of government should have the main responsibility for dealing with issues of the labour force and employment, they are divided between the federal and provincial governments. More than four in ten (44%) think their provincial government should have the main responsibility of this area, while 37 percent say the federal government. Few (7%) think issues of the labour force and employment should be mainly the responsibility of their municipal or local government. Nine percent mention some other response or say none of these levels of government should have main responsibility of this area.

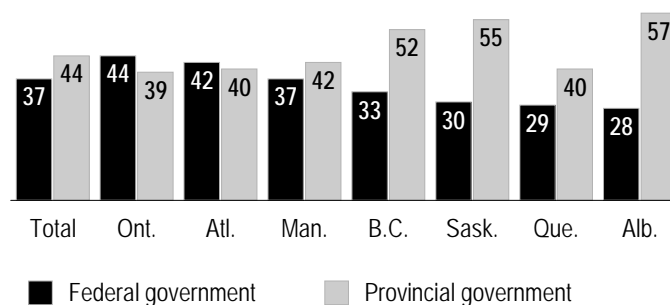
#### Should have main responsibility for labour force and employment

November 2007



#### Should have main responsibility for labour force and employment

November 2007



Residents of Alberta, Saskatchewan, British Columbia and Quebec show a clear preference for their provincial government having the main responsibility for dealing with issues of the labour force and employment. Residents of Atlantic Canada, Ontario and Manitoba are divided as to whether this should be the main responsibility of the federal or provincial government. In Quebec, 21 percent say none of these levels should have authority, suggesting perhaps that some Quebecers would rather not engage in a discussion about federal-provincial relations.

Canadians under the age of 45, those with higher levels of income or education, part-time workers, students and those living in smaller communities are clearly more likely to prefer that their provincial government have main responsibility in this area. Those who have not completed high school are clearly more inclined to think the federal government should take the main responsibility in this area. Those aged 45 or older, those with the lowest income, the unemployed and those living in larger communities are divided as to whether this should be the main responsibility of the federal or provincial government.

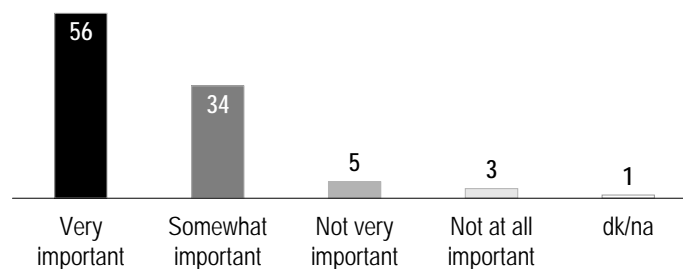
## Importance of federal government

**Most Canadians think the federal government plays a very important role in dealing with workforce and employment issues.**

Although provincial governments are important, the vast majority still see a role for the federal government in workforce issues.

### Role of federal government in workforce and employment issues

November 2007



When asked specifically about the importance of the role of the federal government in dealing with workforce and employment issues, nine in ten Canadians (90%) think it plays a very (56%) or

somewhat (34%) important role. Only one in ten (8%) think the federal government's role in this area is not very (5%) or not at all (3%) important.

The view that the federal government plays a very important role in dealing with workforce and employment issues is lower in Quebec (45%) than in the rest of the country, particularly in Ontario (64%) and Atlantic Canada (64%).

Those under the age of 30, part-time workers, students and the unemployed are less likely to think the role played by the federal government in dealing with workforce and employment issues is very important. This view is more prevalent among full-time workers and retirees.



## Priorities for Action to Improve the Labour Market

### Goals

Canadians view increasing the quality of the workforce through education and skills development as the highest priority goal in government efforts to improve the labour market.

In the Government's discussion of priorities in Advantage Canada, three general goals are outlined as being important to pursue in the upcoming years: increasing the participation of people in the workforce to meet current and future shortages, enhancing the quality of education and skills, and facilitating workforce adjustment and mobility.

When the public is asked about the priority of these three goals to improve the labour market, eight in ten (81%) think increasing the quality of the workforce through education and skills development should be a high priority. Smaller proportions say that increasing the ability of the labour market to adjust quickly to fill new jobs with qualified people should be a high priority (69%) and that increasing the number of people participating in the workforce should be a high priority (61%). Hardly anyone thinks any of these goals should be low priorities.

### Priority of actions to improve labour market

High priority November 2007



Atlantic Canadians are more likely than other Canadians to think that increasing the quality of the workforce and the number of people participating in the workforce should be high priorities. Residents of Saskatchewan are also more inclined to think increasing the number of people participating in the workforce should be a high priority. Quebecers are less likely than other Canadians to rate these two goals as a high priority.

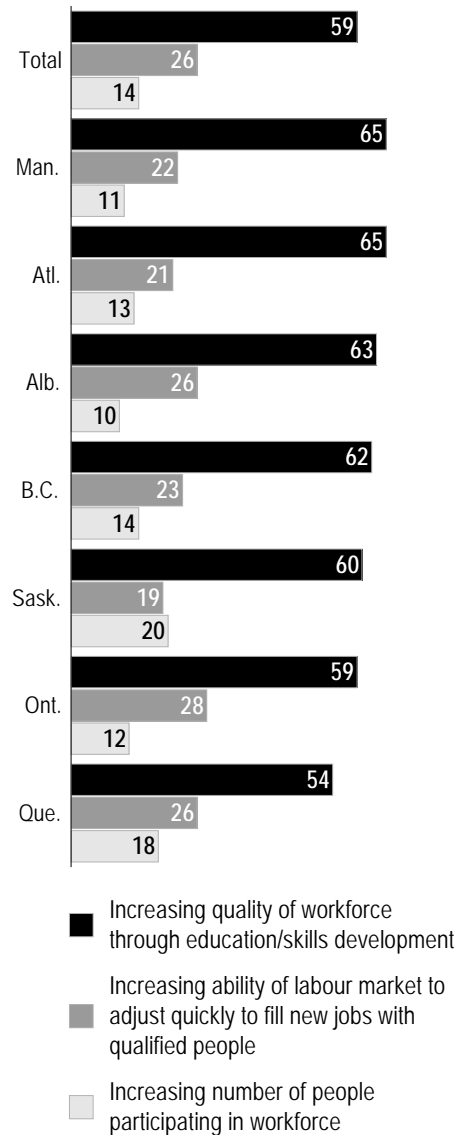
Those aged 45 and older are more likely than others to see all three of these goals as a high priority. Those who have been in Canada for 10 years or more, the unemployed and retirees are more likely

to think increasing the quality of the workforce should be a high priority. Immigrants and retirees are more inclined to see increasing the ability of the labour market to adjust quickly to fill new jobs with qualified people as a high priority.

Students are less likely than others to rate any of these three goals as a high priority. Those with the highest income and education are less inclined to see increasing the number of people participating in the workforce as a high priority.

### Highest priority to improve labour market

November 2007



When asked to choose among these three priorities as to which one should be the highest priority, six in ten (59%) say increasing the quality of the workforce through education and skills develop-

ment. Fewer than three in ten (26%) opt for increasing the ability of the labour market to adjust quickly to fill new jobs with qualified people, while over one in ten (14%) think increasing the number of people participating in the workforce should be the highest priority.

Majorities across all regional and demographic groups think increasing the quality of the workforce should be the highest priority. This view is slightly lower in Quebec than in other parts of the country.

Those who have been in Canada for 10 years or more are more inclined to think increasing the quality of the workforce should be the highest priority. The unemployed are more likely than other Canadians to think increasing the ability of the labour market to adjust quickly to fill new jobs with qualified people should be the highest priority.

## **Specific government actions**

**Canadians assign the highest priorities to increasing training and learning opportunities for groups experiencing employment difficulties, increasing financial help for students for post-secondary education, providing incentives to low-income Canadians to encourage work, increasing financial support for working families with children, and improving the quality of post-secondary education.**

Survey respondents were read a list of 13 specific actions that the federal government might undertake and were asked whether these actions should be a high, medium or low priority when it comes to the labour market.

At the top of the list, two-thirds of Canadians think the following actions should be a high priority: increasing training and learning opportunities for groups experiencing employment difficulties (67%), increasing financial help for students for post-secondary education (67%), providing incentives, like tax credits, to low-income Canadians to encourage work (66%), increasing financial support for working families with children (66%), and improving the quality of post-secondary education (65%).

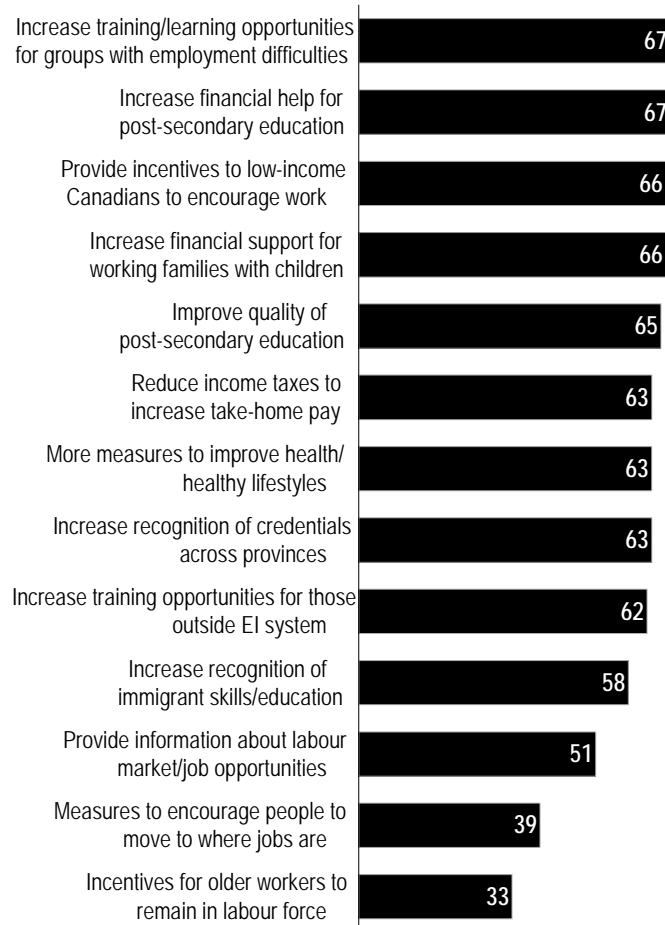
About six in ten assign a high priority to reducing income taxes to increase workers' take-home pay (63%), introducing more measures to improve workers' health and healthy lifestyles (63%), increasing the recognition of educational credentials and qualifications across the provinces so people can move more easily from province to province (63%), increasing training opportunities for those workers and others who are outside the Employment Insurance system (62%), and increasing the

recognition of immigrant skills and education (58%).

Five in ten assign a high priority to providing more information about labour market and job opportunities (51%). Four in ten say the same for introducing measures to encourage people to move to where the jobs are (39%). Very few – one-third – assign a high priority to creating incentives for older workers to remain in the labour force (33%).

### Priority for government actions

High priority November 2007



Atlantic Canadians are more likely than other Canadians to place a high priority on increasing financial help for students for post-secondary education, reducing income taxes to increase workers' take-home pay, increasing financial support for working families with children, increasing training opportunities for those workers and others who are outside the Employment Insurance system, and creating incentives for older workers to remain in the labour force. They are less likely to think increasing the recognition of immigrant skills and education, and introducing measures to encourage people to move to where the jobs are should be a high priority.

Quebecers are more likely to assign a high priority to increasing financial support for working families with children, improving the quality of post-secondary education, increasing training opportunities for those workers and others who are outside the Employment Insurance system, increasing the recognition of immigrant skills and education, and creating incentives for older workers to remain in the labour force. They are less likely to think increasing financial help for students for post-secondary education and reducing income taxes to increase workers' take-home pay should be a high priority.

Ontarians are more likely to think that increasing the recognition of immigrant skills and education should be a high priority; they are less likely to assign a high priority to increasing financial support for working families with children and reducing income taxes to increase workers' take-home pay.

Manitobans are less likely to assign a high priority to introducing more measures to improve workers' health and healthy lifestyles.

Residents of Saskatchewan are less inclined to assign a high priority to increasing financial help for students for post-secondary education, introducing more measures to improve workers' health and healthy lifestyles, increasing the recognition of educational credentials and qualifications across the provinces so people can move more easily from province to province, increasing training opportunities for those workers and others who are outside the Employment Insurance system, increasing the recognition of immigrant skills and education, providing more information about labour market and job opportunities, and creating incentives for older workers to remain in the labour force.

Albertans are less likely to think increasing training opportunities for those workers and others who are outside the Employment Insurance system, and providing more information about labour market and job opportunities should be a high priority.

British Columbians are more likely to place a high priority on increasing the recognition of immigrant skills and education; they are less likely to place a high priority on increasing financial support for working families with children, introducing more measures to improve workers' health and healthy lifestyles, and providing more information about labour market and job opportunities.

Women are more likely than men to assign a high priority to increasing training and learning opportunities for groups who experience employment difficulties, increasing financial help for students for post-secondary education, providing incentives, like tax credits, to low-income Canadians to encourage work, increasing financial support for working families with children, and introducing more measures to improve workers' health and healthy lifestyles.

Canadians aged 45 or older, particularly those aged 60 and older, are more likely to consider many of these actions as a high priority. Those under the age of 45 are more inclined to place a high priority on increasing financial support for working families with children, and those under the age of 30 are more likely to assign a high priority to increasing financial help for students for post-secondary education.

Canadians with lower levels of education and income tend to be more likely to say that most of these issues should be a high priority. Those with higher levels of education are more inclined to assign a high priority to increasing the recognition of immigrant skills and education.

Immigrants to Canada in general are more likely to assign a high priority to increasing training and learning opportunities for groups who experience employment difficulties, increasing the recognition of educational credentials and qualifications across the provinces so people can move more easily from province to province, increasing training opportunities for those workers and others who are outside the Employment Insurance system, increasing the recognition of immigrant skills and education, providing more information about labour market and job opportunities, and introducing measures to encourage people to move to where the jobs are. Non-European immigrants are also more inclined to place a high priority on increasing financial support for working families with children, improving the quality of post-secondary education, and reducing income taxes to increase workers' take-home pay.

Those living in larger communities are more inclined to place a high priority on increasing the recognition of immigrant skills and education, while those living in smaller communities are more likely to assign a high priority to providing incentives, like tax credits, to low-income Canadians to encourage work, increasing financial support for working families with children, and providing more information about labour market and job opportunities.

The unemployed are more likely to place a high priority on increasing training and learning opportunities for groups who experience employment difficulties, increasing financial support for working families with children, providing incentives, like tax credits, to low-income Canadians to encourage work, reducing income taxes to increase workers' take-home pay, introducing more measures to improve workers' health and healthy lifestyles, increasing training opportunities for those workers and others who are outside the Employment Insurance system, and providing more information about labour market and job opportunities. Retirees are more inclined to assign a high priority to increasing training and learning opportunities for groups who experience employment difficulties, providing incentives, like tax credits, to low-income Canadians to encourage work, improving the quality of post-secondary education, introducing measures to encourage people to move to where the jobs are,

increasing training opportunities for those workers and others who are outside the Employment Insurance system, increasing the recognition of educational credentials and qualifications across the provinces so people can move more easily from province to province, increasing the recognition of immigrant skills and education, and providing more information about labour market and job opportunities. They are less likely to think increasing financial help for students for post-secondary education should be a high priority.

Students are more likely to place a high priority on increasing financial help for students for post-secondary education and increasing financial support for working families with children; they are less inclined to assign a high priority to reducing income taxes to increase workers' take-home pay and creating incentives for older workers to remain in the labour force. Those who anticipate needing financial assistance for post-secondary education in the next five years, not surprisingly, are more likely to say that improving the quality of post-secondary education should be a high priority. The self-employed are less likely to assign a high priority to increasing financial help for students for post-secondary education. People working in vulnerable industries are more likely to say that income taxes should be reduced to increase workers' take-home pay.

## Personal Prospects in Labour Market

In the first section of the report, we documented the employment characteristics of our sample. Here, we look at people's perceived prospects for job loss and finding new employment.

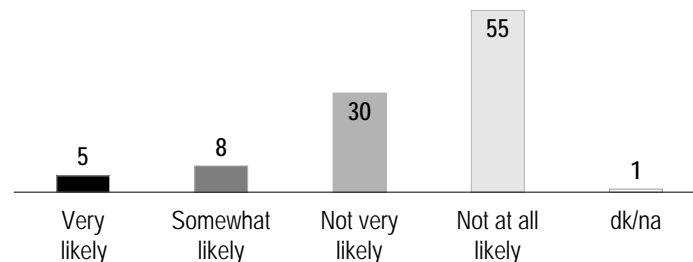
### Likelihood of employment loss

**Most working Canadians – 85 percent – think it unlikely that they will lose their job or livelihood in the next year.**

Canadians' general sense of optimism concerning the state of the national economy is reflected in an overall feeling of security in their current work situation. More than eight in ten employed or self-employed Canadians (85%) say it is not very (30%) or not at all (55%) likely that they will lose their job or livelihood in the next year. Only 13 percent believe that they are likely to lose their job in the next year.

#### Likelihood of employment loss

November 2007



Residents of Manitoba and Saskatchewan are most likely to express a feeling of job security, while Ontarians are somewhat less likely to feel that they are secure in their current work situation.

Those with lower levels of income and education tend to express less confidence in their job security, as do immigrants, particularly non-European immigrants and those who have been in Canada for less than 10 years. Those working in vulnerable industries are more likely than others to think they will lose their job. Full-time and permanent workers are more likely than others to express confidence in their job security.



## Likely to lose job

November 2007

	%
<b>Total</b>	<b>13</b>
Less than high school education	16
College/vocational education	16
Live in Ontario	17
Live in Toronto	18
Born outside Canada, U.S. and Europe	19
Less than \$30K household income	20
Student	20
Non-permanent job	22
Work in vulnerable industry	22

*Subsample: Those who are employed or self-employed*

## Seeking new employment

**Majorities of the unemployed and those vulnerable to job loss say they could find a new job within a year, and that they would look for other kinds of jobs than their current type of employment; however, most would not move to seek work. Challenges in finding a job include health and disability issues, lack of skills and poor quality jobs.**

Those who are currently unemployed, or who think it is likely that they could lose their job or livelihood in the next year, were asked to consider the likelihood of several scenarios resulting from job loss. While majorities of this subsample (n=438) think they would find a new job within 12 months, and that they would seek employment of a different kind within their community, most do not think it likely that they would move to another area of their province, or another province, in search of work.

Just over six in ten (63%) say it is very (34%) or somewhat (29%) likely that they would be able to find a new job, as good or better than their current or most recent job, within 12 months.

Six in ten (60%) think it is very (29%) or somewhat (31%) likely that they would seek another type of job in their community.

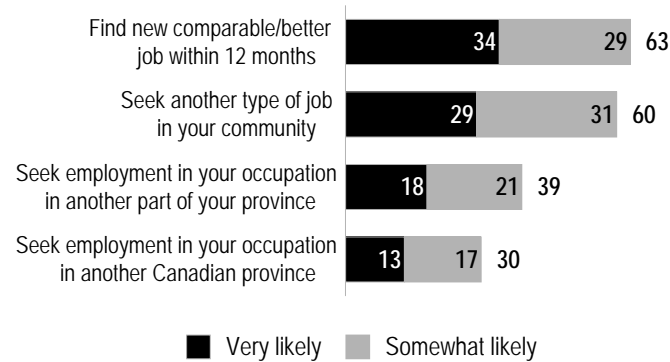
Fewer, four in ten (39%), think it is very (18%) or somewhat (21%) likely that they would seek employment in their occupation in another part of their province.

Finally, three in ten (30%) say it is very (13%) or somewhat (17%) likely that they would seek employment in their occupation in another Canadian province.

Albertans are more likely than others to think it is very likely that they would find a new job within 12 months, seek another type of job in their community, or seek work elsewhere in their province. Quebecers are also more likely to think they would be very likely to find a new job, while Ontarians and British Columbians are more likely to think they would be very likely to seek another type of job in their community. Manitobans and residents of Saskatchewan are less likely to say they would be very likely to find a new job, or seek another type of job in their community.

### Likelihood of pursuing various actions in event of job loss

November 2007



Possible actions in event of job loss  
November 2007

	FIND NEW COMPARABLE/ BETTER JOB WITHIN 12 MONTHS	SEEK DIFFERENT TYPE OF JOB IN COMMUNITY	SEEK EMPLOYMENT IN YOUR FIELD IN ANOTHER PART OF PROVINCE	SEEK EMPLOYMENT IN YOUR FIELD IN ANOTHER CANADIAN PROVINCE
Total	63	60	39	30
Quebec	69	49	39	25
Alberta	65	66	56	38
B.C.	63	65	44	32
Ontario	60	68	35	31
Atlantic	60	54	40	34
Saskatchewan	57	41	57	37
Manitoba	45	43	17	29

*Subsample: Among those who think they will lose their job or livelihood in the next year*

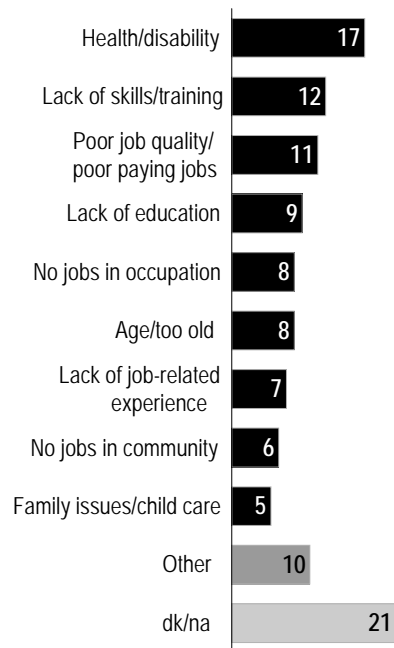
*Subsample: Among those who are unemployed*

Men are more likely than women to think that they would be very likely to find a new job, as good or better than their current one, within 12 months, to seek work elsewhere in their province or to seek work in another province. Younger Canadians, especially those aged 18 to 29, are more likely to say that all of these scenarios are very likely.

Urban dwellers, and those with lower levels of income and education are more inclined to think they would seek employment in another province; non-European immigrants in particular are more inclined to say it is very likely that they would seek another type of job or seek employment elsewhere in the province. Those in vulnerable industries are more likely to say they would seek a job elsewhere in their province, but are not less confident that they would find a job.

The unemployed in the survey (n=151) were specifically asked what are the main challenges they face in finding a job. Challenges mentioned include: health and disability issues (17%), lack of specific skills or training (12%), and poor job quality or low-paying jobs (11%), lack of education (9%), no jobs in desired occupation (8%), age (8%), lack of job-related experience (7%), no jobs in the community (6%), and family or child care issues (5%). Two in ten (21%) offer no response.

## Challenges in seeking new employment November 2007



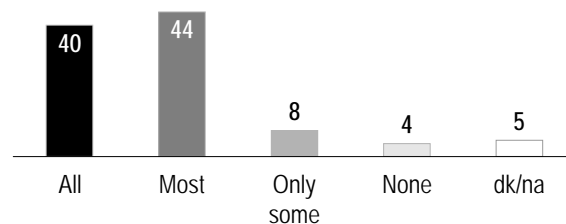
## Supports for Employment Goals

### Assessment of skills required

**Most Canadians think they have all or most of the skills needed to fulfill their employment goals.**

In general, Canadians believe they have the skills needed to meet their employment goals. Four in ten (40%) say they have all the skills required, and a similar proportion (44%) say they have most of the skills they need. Only one in ten (12%) believe they have only some (8%) or none (4%) of the necessary skills.

Have skills needed to fulfill  
employment goals  
November 2007



Quebecers and Ontarians are the most likely to say they have all the skills they need to fulfill their employment goals; residents of Saskatchewan are least likely to say they have all the skills they need.

Older Canadians, particularly those aged 45 or older, those with higher levels of income, and, not surprisingly, those who have attended college or vocational school or who are university graduates, are more likely to say they have all the skills they need. Non-European immigrants, those who have been in Canada for less than 10 years and those in vulnerable industries are less likely to say they have all the skills they need.

Full-time workers, the self-employed, retirees and those with permanent positions are more likely to say they have all the skills they need; students, homemakers and the unemployed are less likely to say this.

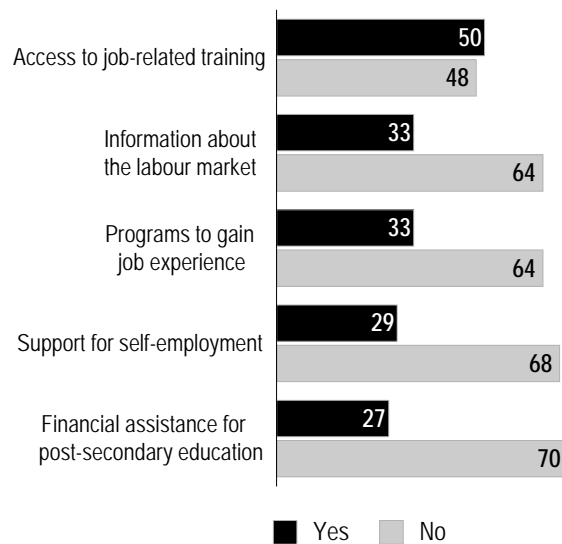
## Anticipated need for services and supports

Half of Canadians expect to need job-related training in the next five years, and about three in ten each foresee a need for labour market information, financial assistance for post-secondary studies, self-employment supports and programs that offer experience.

Significant numbers of Canadians see a possible need for services and supports over the next five years to meet their employment goals. One-half (50%) say they will likely need access to job-related training, and one-third each expect that they might need services such as information about labour markets (33%) and programs to gain experience (33%). Fewer need support for self-employment (29%) and financial assistance for post-secondary education (PSE) (27%).

### Anticipated need for services and supports

November 2007



Atlantic Canadians are more likely than those in other regions to anticipate a need for most of these supports and services, with the exception of support for self-employment. Residents of Quebec and Ontario are less inclined to say that they are likely to need financial assistance for post-secondary education. Ontarians are less likely to see a need for access to job training, information about the labour market and programs to gain experience. Manitobans are less likely to anticipate a need for most of these services and supports, with the exception of financial assistance for PSE. Residents of Saskatchewan are more likely to perceive a need for access to job training and programs to gain experience, and less likely to think they may need information about the labour market. Albertans are more likely to think they will need labour market information, while British Columbians are more

inclined to see a need for financial assistance for PSE and support for self-employment.

Men are more inclined to say they will likely need support for self-employment in the next five years, while women are more likely to anticipate a need for financial assistance for PSE. Canadians aged 18 to 44, and particularly those aged 18 to 29, are more likely to perceive a need for all of these services and supports.

The less affluent are more likely to say they will likely need most of these services, with the exception of access to job training. Those with lower levels of education are more likely to say they may need support for self-employment and programs to gain experience, while those who have attended college or vocational school, and those with some university education are more inclined to perceive a need for access to job training and, along with those who have not completed high school, information about the labour market. Those who have some university experience are also more likely to see a need for financial assistance for PSE.

Non-European immigrants and those who have lived in Canada for less than 10 years are more likely than others to see a need for all of these supports and services.

Students, those with non-permanent positions and those in vulnerable industries are more likely to anticipate a need for all of these supports and services in the next five years. The unemployed are also more inclined to say they will likely need all of these supports and services. Not surprisingly, self-employed Canadians are more likely than most to think they may need support for self-employment.

When asked if there are any other services or supports they are likely to need in the next five years or so to meet their employment goals, eight in ten (82%) say there are none. Those who do mention other services or supports that they are likely to need make a variety of suggestions, including more job-related support courses (4%), more funding and financial assistance, including grants and loans (4%), and access to education (2%).

Other services and supports likely to need  
November 2007

Likely to need other services or supports	14
Not likely to need other services or supports	82
dk/na	4
<i>Type of service or support needed among those indicating a need for other services or supports (n=418)</i>	
More job-related support courses/ training/ skills/upgrading	4
More funding/financial assistance/ grants/ loans/ support	4
Access to education	2
Available employment opportunities/ good wages	1
Lower taxes/tax breaks	1
Health care/medical support	1
Access to child care	1
More information (general)	1
Retirement/old age/disability support/pension	1
Other	1



## Job mobility income tax credit

Just over one-third of those who are, or may be, seeking employment say they know of the income tax credit available to those moving to take up a new job – but for most, this is not a strong incentive to move.

Among Canadians who are unemployed, or who are likely to lose their jobs or livelihoods, just over one-third (36%) say they have heard of the income tax credit which is available to help pay for expenses when people have to move to take up a new job. Just over six in ten (63%) say they are unaware of the tax credit.

### Tax credit for job mobility November 2007

Have heard of tax credit	36
Have not heard of tax credit	63
<i>Incentive of tax credit</i>	
Strong incentive	20
Moderate incentive	28
Not an incentive	51
dk/na	2

*Subsample: Those who are employed and are likely to lose their job, and those who are unemployed*

Women, older Canadians, and those with higher levels of income and education are more likely to be aware of the income tax credit, as are residents of Ontario.

Among those who are or who believe they may become unemployed, one-half (51%) say this income tax credit is not an incentive for them personally to move to another community or province to take up a job. Three in ten (28%) see the tax credit as a moderate incentive, and two in ten (20%) consider it to be a strong incentive.

Those aged 18 to 29, and those with lower levels of income and education tend to be more likely to see the income tax credit as a strong incentive to move, as are residents of Ontario.

## Profiles of Key Segments

The following section offers an examination of trends in attitudes, opinions and perceived needs among specific key segments – youth, older workers, the unemployed and those employed in vulnerable industries – in order to provide a more nuanced understanding of the perceptions of Canadians regarding labour markets and opportunities.

### Youth (aged 18–29)

#### ***Overall economic situation***

Canadian youth for the most part share the national positive attitude toward the country's current economic state, but their perspective is more tempered – fewer young Canadians say that the current economic situation is “very good.” However, their optimism concerning future economic circumstances is stronger than average; they are slightly more likely than older Canadians to say that both the national economy and their provincial economy are getting stronger.

#### ***International trade and the labour market***

Canadian youth tend to have a greater openness toward international trade; they are more likely than older Canadians to think that business ties between Canada and other countries are very good for the country and to think that jobs are gained as a result of international trade.

#### ***Labour force and the labour market***

While young Canadians express an overall confidence in the strength of the labour market that is similar to that of Canadians as a whole, they are less likely than older Canadians to believe the labour market is very strong. When asked to identify the most important problem facing the labour force today, they are more likely than others to mention low quality, low-paying or part-time jobs.

Given a list of issues facing the labour market and the workforce today, young Canadians tend to be less likely than Canadians as a whole to see a number of these issues as very significant, notably the mismatch between workers' skills and employment opportunities, the skills shortage in some areas of the country, employment obstacles faced by older workers, low-skilled workers, lack of productivity gains in recent years and the loss of manufacturing jobs. The proportions of youth who think that a lack of literacy skills, a lack of local employment opportunities, a lack of familiarity with tech-

nology, employment obstacles faced by people with disabilities and immigrants, salaries and pay-cheques that are not keeping up and the aging workforce are very significant issues are similar to those in the Canadian population as a whole.

### ***Role of government***

Canadian youth tend to see less of a role for the federal government on issues of the labour force and employment. They are less likely than Canadians as a whole to assign the main responsibility for these issues to the federal government, and more likely to see this as the responsibility of provincial governments. They are also less likely to think the federal government plays a very significant role in dealing with these issues.

### ***Priorities***

When asked to place a priority on the three goals outlined by the Government of Canada as key actions in improving the labour market, young Canadians tend to be less likely than Canadians as a whole to assign a high priority to all three. However, like other Canadians, they identify increasing the quality of the workforce through education and skills development as having the highest priority of these three goals.

Given a list of specific actions the federal government might undertake, young Canadians place a higher than average priority on two of these: increasing financial help for post-secondary education and increasing financial support for working families with children.

### ***Supports for employment goals***

Young Canadians are less likely than Canadians as a whole to say that they have all the skills they need to fulfill their employment goals, but more likely to say they have most of the skills they need. They are more likely to anticipate a need for various services and supports in the next five years, notably access to job-related training, information about the labour market, financial assistance to post-secondary education and programs to gain job experience.

## **Older workers (55 or older)**

### ***Overall economic situation***

Older workers are somewhat more positive than Canadians as a whole about the current economic situation. Their expectations of future economic circumstances, both nationally and provincially, are more in line with those of the population as a whole.

### ***International trade and the labour market***

Older workers share the general Canadian perspective toward international trade.

### ***Labour force and the labour market.***

While older workers are no less likely than the population as a whole to think the Canadian labour market is very strong, they are slightly less inclined to express overall confidence in the market's current strength. When asked to identify the most important problem facing the labour force today, they are more likely than others to identify lack of specific skills and low-skilled workers as key issues.

Given a list of issues facing the labour market and the workforce today, older workers tend to be more likely than Canadians as a whole to see a number of these issues as very significant, including the mismatch between workers' skills and employment opportunities, the unemployment obstacles faced by aboriginal peoples and low-skilled workers, lack of productivity gains in recent years and the loss of manufacturing jobs due to competition from other countries. Their assessment of the significance of other issues is similar to the average.

### ***Role of government***

Older workers see a larger role for the federal government on issues of the labour force and employment. They are more likely than average to think the federal government should have the main responsibility for dealing with such issues, and they are more likely to say the government's role in dealing with these issues is very important.

## **Priorities**

When asked to place a priority on the three goals outlined by the Government of Canada as key actions in improving the labour market, older workers are more likely than average to place a high priority on all three. Like other Canadians, they identify increasing the quality of the workforce through education and skills development as having the highest priority of these three goals.

Given a list of specific actions the federal government might undertake, older workers place a higher than average priority on increasing the recognition of immigrant skills and education, introducing measures to encourage people to move to where the jobs are, providing more information about labour market and job opportunities, increasing recognition of educational credentials and qualifications across the provinces, creating incentives for older workers to remain in the workforce, and increasing training opportunities for those workers and others who are outside the EI system. They place a lower than average priority on increasing financial help for students for post-secondary education and increasing financial support for working families with children.

## **Supports for employment goals**

Older workers are notably more likely than average to say that they have all of the skills they need to fulfill their employment goals. They are less likely than average to anticipate a need for any of the listed services or supports in the next five years to meet their employment goals.

## **Unemployed workers**

### **Overall economic situation**

Unemployed workers express a less positive view of the country's current financial situation than do Canadians as a whole, and their expectations of future economic circumstances, both nationally and provincially, are less optimistic than those of the population as a whole.

### **International trade and the labour market**

Unemployed workers express somewhat less openness than the general population toward international trade. They are less likely to think that Canada's growing trade and business ties with other countries is a very good thing and to think that more jobs are gained as a result of international trade.

### ***Labour force and the labour market***

Unemployed workers are less inclined than Canadians as a whole to express overall confidence in the labour market's current strength. When asked to identify the most important problem facing the labour force today, they are more likely than others to identify poor quality, low-paying and part-time jobs and unemployment in general as key issues, and less likely to mention labour shortages.

Given a list of issues facing the labour market and the workforce today, unemployed workers tend to be more likely than Canadians as a whole to see a number of these issues as very significant, including a lack of literacy skills, a lack of local employment opportunities, a lack of familiarity with technology, the mismatch between workers' skills and employment opportunities, the unemployment obstacles faced by people with disabilities, older workers and low-skilled workers, the aging workforce, salaries and paycheques that are not keeping up and the loss of manufacturing jobs due to competition from other countries. They are less likely to see the lack of productivity gains in recent years as very significant. Their assessment of the significance of other issues is similar to the average.

### ***Role of government***

Unemployed workers tend to see less of a role for the federal government on issues of the labour force and employment. They are less likely than Canadians as a whole to think that the federal government should take the main responsibility for these issues, and more likely to see this as the responsibility of municipal governments. They are also less likely to think the federal government plays a very significant role in dealing with these issues.

### ***Priorities***

When asked to place a priority on the three goals outlined by the Government of Canada as key actions in improving the labour market, unemployed workers are more likely than average to place a high priority on increasing the quality of the workforce through education and skills development. When asked to identify the goal that should take the highest priority, equal numbers choose increasing the quality of the workforce through education and skills development and increasing the ability of the labour market to adjust quickly to fill new jobs with qualified people as the top priority.

Given a list of specific actions the federal government might undertake, unemployed workers place a higher than average priority on providing incentives to low-income Canadians to encourage work, increasing training and learning opportunities for groups who experience employment difficulties, increasing financial help for students for post-secondary education, providing more information

about labour market and job opportunities, creating incentives for unemployed workers to remain in the workforce, increasing recognition of educational credentials and qualifications across the provinces, increasing financial support for working families with children, reducing income taxes to increase workers' take-home pay and increasing training opportunities for those workers and others who are outside the EI system.

### ***Supports for employment goals***

Unemployed workers indicate a considerable need for employment supports and services. They are notably less likely than average to say that they have all of the skills they need to fulfill their employment goals, and markedly more likely than average to anticipate a need in the next five years for all the specific services or supports to meet their employment goals that are asked about in the survey.

## **Workers in vulnerable industries**

### ***Overall economic situation***

Workers in vulnerable industries hold a less positive overall view of the country's current financial situation than do Canadians as a whole; further, their expectations of future economic circumstances, both nationally and provincially, are somewhat more pessimistic than those of the population as a whole – they are more likely than average to think that both the national economy and their provincial economy is getting weaker.

### ***International trade and labour market***

Workers in vulnerable industries express much the same opinions as the general population toward Canada's growing trade and business ties with other countries and the effect this has on job creation.

### ***Labour force and the labour market***

While workers in vulnerable industries are no less likely than average to think that the Canadian labour market is very strong, they are somewhat less inclined to express overall confidence in the market's current strength. When asked to identify the most important problem facing the labour force today, they are more likely than others to identify lack of education as a key issue.

Given a list of issues facing the labour market and the workforce today, workers in vulnerable industries tend to express opinions similar to those of Canadians as a whole as to the significance of most issues. However, they are less likely to see the unemployment obstacles faced by people with disabilities, aboriginal people, immigrants and low-skilled workers as very significant.

### ***Role of government***

Workers in vulnerable industries tend to be slightly more likely than Canadians as a whole to think that the federal government should take the main responsibility on issues of the labour force and employment and to think the federal government plays a very significant role in dealing with these issues.

### ***Priorities***

When asked to place a priority on the three goals outlined by the Government of Canada as key actions in improving the labour market, workers in vulnerable industries express similar opinions to those of Canadians as a whole. When asked to identify the goal that should take the highest priority, they are, like other Canadians, most likely to choose increasing the quality of the workforce through education and skills development, although their preference is slightly less marked.

Given a list of specific actions the federal government might undertake, workers in vulnerable industries place a higher than average priority on reducing income taxes to increase workers' take-home pay; they are more likely to place a lower than average priority on providing incentives to low-income Canadians to encourage work, increasing the recognition of immigrant skills and education. On other issues, their priorities are similar to those of Canadians as a whole.

### ***Supports for employment goals***

Workers in vulnerable industries indicate a considerable need for employment supports and services. They are somewhat less likely than average to say that they have all of the skills they need to fulfill their employment goals, and markedly more likely than average to anticipate a need in the next five years for all the listed specific services or supports to meet their employment goals.

### **Profiles of workers in other industries**

Below is a summary of views toward the economy and the labour market of those working in other industry sectors.



***High-tech/computers***

Workers in this industry are generally positive with the current economic situation, but significantly more likely to say the Canadian economy is staying the same and the provincial economy is getting weaker. They feel that the labour market is strong and that the economic ties between Canada and other countries is a good thing. They are significantly more inclined to say that the biggest problem facing the labour market is foreign competition. They feel that jobs are gained as a result of trade and that action the federal government can undertake is to increase recognition of skilled immigrants. They also believe they have most of the skills required to fulfill their employment goals.

***Artistic/crafts/music/entertainment***

Workers in this industry are most inclined to think the Canadian economy is getting stronger and that jobs are gained as a result of trade. They see foreign competition as the biggest issue facing the labour market, and they say that the most significant problems in the labour market are lack of investment in the employees and obstacles faced by Aboriginals. They see an increase in financial help for students for post-secondary education as a high priority for the federal government. Although they are among the most inclined to say they have most of the skills needed to fulfill their employment goals, they are significantly more inclined to say they will need support for self-employment in the next five years. They are likely to say they do not need information about the labour market.

***Finance/insurance/real estate***

Individuals in this industry are generally positive about the economic situation in Canada, but are more inclined to say the provincial economy is getting weaker. They feel that the very significant issues in the labour market are the aging workforce and lack of productivity in recent years. This sector feels that the ties between Canada and other countries are a good thing and that the biggest problem facing the labour market is labour shortage. They have all the skills they need to fulfill their employment goals.

***Construction***

Workers in this sector feel there is a strong economy and labour market. They are significantly more likely to say the provincial economy will get stronger and that the labour market is very strong. They say the provincial government should have responsibility for dealing with issues of employment. Although they are among the most inclined to say they have most of the skills needed to fulfill their

employment goals, they are also more likely to say they will need support for self-employment in the next five years. They feel a high priority for the federal government is to increase financial support for working families with children.

### ***Sales***

Workers in the sales industry feel that the labour market is weak, but they are significantly more inclined to say they will need information about the labour market in the next five years. They feel that jobs will be lost as a result of trade, and that the significant issues in the labour market are a lack of literacy and a mismatch between skills and jobs. They believe that increasing the number of people in the workforce should be a high priority to improving the labour market. Although they are inclined to say they have most of the skills required to reach their employment goals, they feel that the quality of the workforce can be increased through education and skills development. These workers say that action the federal government can undertake to improve the labour market is to reduce income taxes.

### ***Educational services***

Workers in the educational services industry see the labour market as strong and are more inclined to say they have all the skills they need to fulfill employment goals. They are significantly more inclined to say they do not need information about the labour market. This industry feels that action the federal government can undertake to improve the labour market is to increase recognition of skilled immigrants.

### ***International trade***

Workers in this industry feel the provincial economy is getting stronger and that the economic ties between Canada and other countries is a good thing. They are significantly more inclined to say that there has been a loss of manufacturing jobs because of international competition. They believe that financial assistance for post-secondary education and a skills shortage in parts of the country where jobs go unfilled are the most significant issues facing the labour market. These individuals are more likely to say that the quality of the workforce can be increased through education and skills development, and that action the federal government can undertake is to reduce income taxes.

### ***Health and social services***

Workers in this industry are significantly more inclined to think the biggest problems in the labour market are skills shortage in parts of country where jobs go unfilled and the aging workforce. They

see an increase in financial help for students for post-secondary education and access to job-related training as high priorities for the federal government. They feel they have most of the skills required to reach their employment goals.

### ***Transportation/communications/other utilities***

Workers in this industry are significantly more inclined to think the Canadian economy is staying the same and that the labour market is strong. They say that they have all the skills they need to fulfill their employment goals, but they are also more likely to say they will need access to job-related training in the next five years.

### ***Business services***

Workers in this industry believe a very significant issue in the labour market is lack of familiarity with computers and technology. They say that actions the federal government can undertake are to provide incentives and to provide more measures to improve workers' health. They are also significantly inclined to say they will need access to job-related training in the next five years.

### ***Agriculture***

Although opinions toward the economic situation are generally positive across all industries, the agriculture industry is significantly less positive than the others. Although they are more inclined to say they have most of the skills needed to fulfill their employment goals, they are also more likely to say they will need support for self-employment in the next five years.

## **Methodology**

## Methodology

The results of the survey are based on questions asked to 3,003 residents of Canada aged 18 or older by telephone from October 29 to November 22, 2007.

### Sample selection

The sampling method was designed to complete approximately 3,000 interviews with Canadians (over 18 years of age) living within households randomly selected across the 10 provinces.

Interviews were allocated disproportionate to the provincial populations in order to ensure adequate sample sizes for all regions (minimum sample size of 300 in each region) and for the three metropolitan urban areas of Montreal, Toronto and Vancouver (minimum sample size of 300 for each urban area) in order to ensure a significant sample of new Canadians.

The final sample is distributed as follows.

	QUOTAS	N (UNWEIGHTED)	N (WEIGHTED)	MARGIN OF ERROR (%)
<b>Canada</b>	<b>3,000</b>	<b>3,003</b>	<b>3,003</b>	<b>1.8</b>
Atlantic Region	300	300	232	5.7
Quebec	700	700	725	3.7
<i>Montreal</i>	<i>300</i>	<i>304</i>	<i>314</i>	<i>5.6</i>
Ontario	800	803	1,145	3.5
<i>Toronto</i>	<i>300</i>	<i>365</i>	<i>517</i>	<i>5.1</i>
Manitoba/Saskatchewan	300	300	210	5.7
<i>Manitoba</i>		<i>159</i>	<i>112</i>	<i>7.8</i>
<i>Saskatchewan</i>		<i>141</i>	<i>98</i>	<i>8.3</i>
Alberta	400	400	298	4.9
British Columbia	500	500	392	4.4
<i>Vancouver</i>	<i>300</i>	<i>300</i>	<i>241</i>	<i>5.7</i>

Environics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to

four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is processed through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures that both unlisted numbers and numbers listed after the directory publication are included in the sample.

From within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

Further screening was conducted to exclude from the study persons in households in which one (or more) persons is employed by a market research firm or by Human Resources and Social Development Canada.

In the data analysis, the sample was weighted by region based on population data to reflect the actual proportions of each region. The sample was also weighted by age and gender to reflect proportions found in the general population.

### ***Telephone interviewing***

Fieldwork was conducted at Environics’ central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. During fieldwork, 10 percent of each interviewer’s work was unobtrusively monitored for quality control. The survey was conducted in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA) and applicable federal legislation (PIPEDA), and was registered with the Canadian Survey Research Council. A minimum of eight calls were made to each household selected into the sample before classifying it as a “no answer.”

## Completion results

The sample for this survey consisted of 3,003 interviews completed among adult Canadians. The margin of error for a sample of 3,003 is +/- 1.8 percentage points, 19 times in 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

The effective response rate for the survey is 10 percent.<sup>2</sup> This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants – 3,296), divided by unresolved numbers (busy, no answer – 8,208) plus non-responding households or individuals (refusals, language barrier, missed callbacks – 20,162) plus responding participants (3,296) [R/(U+IS+R)]. The disposition of all dialed sample is presented in the following table.

Completion results	
Total sample dialed	39,086
<b>UNRESOLVED NUMBERS (U)</b>	<b>8,208</b>
Busy	203
No answer	3,657
Answering machine	4,348
<b>RESOLVED NUMBERS (Total minus Unresolved)</b>	<b>30,878</b>
OUT OF SCOPE (Invalid/non-eligible)	7,420
Non-residential	591
Not-in-service	6,051
Fax/modem	778
IN SCOPE NON-RESPONDING (IS)	20,162
Refusals – household	10,099
Refusals – respondent	6,118
Language barrier	1,116
Callback missed/respondent not available	2,654
Break-offs (interview not completed)	175
IN SCOPE RESPONDING (R)	3,296
Disqualified	111
Quota filled	182
Completed	3,003
<b>RESPONSE RATE [R / (U + IS + R)]</b>	<b>10%</b>

<sup>2</sup> This response rate calculation is based on a new formula recently developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).

**HRSDC Labour Market Issues  
Questionnaire – Final Version**

*Introduction*

Good morning/afternoon/evening. My name is \_\_\_\_\_ and I am calling from Environics Research Group, a public opinion research company. We are conducting a study on behalf of the Government of Canada to find out what people think about some important issues facing Canada today.

We choose telephone numbers at random and then select one person from each household to be interviewed. To do this, we would like to speak to the person in your household, 18 years of age or older, who has had the most recent birthday. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

IF PERSON SELECTED IS NOT AVAILABLE OVER INTERVIEW PERIOD, ASK FOR PERSON WITH NEXT MOST RECENT BIRTHDAY

IF ASKED: The survey will take about 20 minutes to complete.

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-800-554-9996.

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**Participant Screening**

Are you or are any members of your immediate family employed by a market research firm or by Human Resources and Social Development Canada?

01 – Yes            THANK AND TERMINATE  
02 – No             CONTINUE



**AFTER RESPONDENT IS SELECTED:**

Please be assured that we are not selling or soliciting anything. Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. Your participation is voluntary and your decision to participate or not will not affect any dealings you may have with the federal Government in any way. This survey is registered with the national survey registration system.

**RECORD RESPONDENT GENDER**

- 01 – Male
- 02 – Female

**LANGUAGE OF INTERVIEW**

- 01 – English
- 02 – French

**Canadian Economy/Issues**

1) *What do you think is the most important problem facing Canada today? DO NOT READ /CODE ONE ONLY*

- 01 – Health care/health care system
- 02 – Poor Government/poor leadership
- 03 – Honesty/ethics/scandals/corruption
- 04 – Unemployment
- 05 – Economy
- 06 – Taxes/tax cuts
- 07 – Poverty/homelessness/hunger
- 08 – Canada-U.S relations
- 09 – International issues/war/peace
- 10 – Environment/pollution/global warming/Kyoto
- 11 – Education
- 12 – Crime/law and order
- 13 – Deficit/debt

- 14 – Social issues/social safety net/social programs
- 15 – National unity/Quebec
- 16 – Afghanistan / military mission
- 17 – Child care
- 18 - Immigration/racial issues/religious issues
- 19 - High gasoline prices
- 20 - Labour market issues
- 21 - Provincial Government performance
- 22 - Other (SPECIFY) \_\_\_\_\_
- 99 – DK/NA

2) *Thinking about the issues and challenges facing Canada today, is each of the following a very significant issue, is it somewhat significant, is it not very significant or is it not at all significant?*

**READ AND ROTATE**

a) *The state of Canadian economy*

- 01 - Very significant
- 02 - Somewhat significant
- 03 - Not very significant
- 04 – Not at all significant
- 99 – DK/NA

b) *The environment*

c) *Health care*

d) *Unemployment*

e) *The state of the Canadian labour market*

f) *Taxation*

g) *Crime*

3) (PEW) *Thinking about the economic situation in general, how would you describe the current economic situation in Canada – is it very good, somewhat good, somewhat bad or very bad?*

- 01 - Very good
- 02 - Somewhat good
- 03 - Somewhat bad
- 04 - Very bad
- 99 – DK/NA

4) (FC) *In your opinion, is the Canadian economy getting stronger, weaker or is it staying about the same?*

- 01 - Stronger
- 02 - Weaker
- 03 - Staying the same

99 - DK/NA

- 5) Compared to today, do you think Canada's economy will be stronger in about five years, will it be weaker, or will it be about the same?

01 – Stronger

02 – Weaker

03 – About the same

99 – DK/NA

- 6) (FC) *And in your opinion is the economy of your province getting stronger, weaker or is it staying about the same?*

01 – Stronger

02 – Weaker

03 – About the same

99 – DK/NA

- 7) (PEW) *What do you think about the growing trade and business ties between Canada and other countries – do you think it is a very good thing, somewhat good, somewhat bad or a very bad thing for this country?*

01 - Very good

02 - Somewhat good

03 - Somewhat bad

04 - Very bad

99 – DK/NA

- 8) (FC) Financially speaking, do you feel that you are better off, worse off, or about the same as your parents were at your age?

01 – Better off

02 – Worse off

03 – About the same

99 – DK/NA

- 9) (FC) And do you think the next generation (for example your children, nieces or nephews) will be better off, worse off or about the same when they are your age?

01 – Better off

02 – Worse off

03– About the same  
99 – DK/NA

10) When it comes to economic growth in a country, do you think there is a very strong, somewhat strong, somewhat weak or very weak relationship between economic growth and each of the following:

a) the standard of living in a country?

01 – Very strong  
02 – Somewhat strong  
03 – Somewhat weak  
04 – Very weak  
99 – DK/NA

b) the quality of life that people have?

c) the level of employment or unemployment in a country?

### Labour Force/Labour Market

11 a) Do you think the Canadian labour market is currently very strong, somewhat strong, somewhat weak, or very weak?

01 – Very strong	<b>ASK b</b>
02 – Somewhat strong	<b>ASK b</b>
03 – Somewhat weak	<b>ASK b</b>
04 – Very weak	<b>ASK b</b>
99 – DK/NA	

b) Why do you say that?

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99 – DK/NA\_

- 12) What in your opinion is the most important problem or issue facing Canada's labour market and work force today? **DO NOT READ /CODE ONE ONLY**

- 01 – Unemployment
- 02 – Loss of manufacturing jobs
- 03 – Lack of education (general)/
- 04 – Lack of specific skills
- 05 – Labour shortages/not enough people to fill jobs
- 06 – Regional disparities/regional inequalities
- 07 – Aging population/older workers
- 08 – Immigration/immigrants
- 09 – Youth issues/youth can't find jobs
- 10 – Aboriginal workers/Aboriginal employment or unemployment
- 11 – Low skilled workers
- 12 – Poor people without jobs
- 13 – Low productivity
- 14 – Foreign competition
- 15 – Poor job quality / low paying jobs/ part time jobs/etc.
- 16 – Other (**SPECIFY** \_\_\_\_\_)
- 99 – DK/NA

- 13) And are there any other problems or issues facing Canada's labour market and work force today that you think are important? Are there any other important labour market and work force issues? **DO NOT READ / CODE ALL THAT APPLY**

- 01 – Unemployment
- 02 – Loss of manufacturing jobs
- 03 – Lack of education (general)/
- 04 – Lack of specific skills
- 05 – Labour shortages/not enough people to fill jobs
- 06 – Regional disparities/regional inequalities
- 07 – Aging population/older workers
- 08 – Immigration/immigrants
- 09 – Youth issues/youth can't find jobs

- 10 – Aboriginal workers/Aboriginal employment or unemployment
- 11 – Low skilled workers
- 12 – Poor people without jobs
- 13 – Low productivity
- 14 – Foreign competition
- 15 – Poor job quality / low paying jobs/ part time jobs/etc.
- 16 – Other (**SPECIFY**) \_\_\_\_\_
- 99 – DK/NA

- 14) Thinking about the next decade or so, do you expect the Canadian labour market will experience **READ**

- 01 – Very significant changes
- 02 – Some changes, or
- 03 – Very few changes?
- 99 – DK/NA

- 15) Statistics show that the population of Canada is aging and that there will in the future be a higher proportion of older Canadians than in the past. What in your opinion will be the major issues facing the country with an aging population? Are there any other issues? **DO NOT READ CODE ALL THAT APPLY**

- 01 – Health issues / illness
- 02 – Poverty
- 03 – Insufficient income/ income supports
- 04 – Labour market shortage/ fewer workers
- 05 - Other (**SPECIFY** \_\_\_\_\_)
- 99 – DK/NA

- 16) Do you think more jobs are lost or more jobs are gained as a result of trade between Canada and other countries?

- 01 – Gained
- 02 – Lost
- 99 – DK/NA

17) Thinking about the labour market and the work force today, please tell me if you think that each of the following is a very significant issue, is it somewhat significant, is it not very significant or is it not at all significant? **READ AND ROTATE**

a) A lack of basic literacy skills

- 01 – Very significant
- 02 – Somewhat significant
- 03 – Not Very Significant
- 04 – Not at all significant
- 99 – DK/NA

- b) A lack of employment opportunities in the local community
- c) A lack of workers familiarity with computers or workplace technology
- d) The mismatch between workers skills and employment opportunities
- e) A lack of employer investment in employee skills
- f) The skills shortage in some parts of the country where jobs go unfilled
- g) The employment obstacles faced by aboriginal peoples
- h) The employment obstacles faced by people with disabilities
- i) The employment obstacles faced by older workers
- j) The employment obstacles faced by low-skilled workers
- k) Not enough gains in productivity in recent years
- l) The loss of manufacturing jobs because of competition from other countries.
- m) The employment obstacles faced by immigrants
- n) The aging workforce with more people about to retire
- o) Salaries and paycheques that are not keeping up

18) Thinking of the next ten years or so, are each of the following statements definitely true, probably true, probably not true or definitely not true? **READ AND ROTATE**

a) Canada's labour force will grow quite slowly

- 01 – Definitely true
- 02 – Probably true
- 03 – Probably not true
- 04 – Definitely not true

99 – DK/NA

- b) Unemployment will be an important problem
- c) The skills shortages and unfilled jobs will be an important problem
- d) There will be enough qualified workers to replace those who retire.

### **Roles**

- 19) Which level of government do you think should have the main responsibility for dealing with issues of the labour force and employment... **READ**

- 01 – The federal government
- 02 – The provincial governments
- 03 – The municipal or local governments

#### **VOLUNTEERED**

- 04 – Other/None
- 99 – DK/NA

- 20) And thinking specifically about the federal government do you think its role in dealing with work force and employment issues is very, somewhat, not very or not at all important?

- 01 – Very important
- 02 – Somewhat important
- 03 – Not very important
- 04 – Not at all important
- 99 – DK/NA

### **Priorities**

- 21) When it comes to government efforts to improve the labour market should each of the following be a high priority, a medium priority, or a low priority? **READ AND ROTATE**

- a) Increasing the number of people participating in the work force

- 01 – High



- 02 – Medium
- 03 – Low
- 99 – DK/NA

- b) Increasing the quality of the work force through education and skills development
- c) Increasing the ability of the labour market to adjust quickly to fill new jobs with qualified people

22) And which of these should be the highest priority? **READ AND ROTATE**

- 01 – Increasing the number of people participating in the work force
- 02 – Increasing the quality of the work force through education and skills development
- 03 – Increasing the ability of the labour market to adjust quickly to fill new jobs with qualified people?
- 99 – DK/NA

23) I'm going to read a list of actions that the federal government might undertake. Please tell me if you think each of the following should be a high, medium or low priority for the government when it comes to the labour market? **READ AND ROATATE**

- a) Provide incentives, like tax credits, to low-income Canadians to encourage work.

- 01 – High Priority
- 02 – Medium Priority
- 03 – Low Priority
- 99 – DK/NA

- b) Increase training and learning opportunities for groups who experience employment difficulties
- c) Increase the recognition of immigrant skills and education
- d) Increase financial help for students for post-secondary education
- e) Improve the quality of post-secondary education
- f) Introduce measures to encourage people to move to where the jobs are
- g) Provide more information about labour market and job opportunities
- h) Create incentives for older workers to remain in the labour force.

- i) Increase the recognition of educational credentials and qualifications across the provinces so people can move more easily from province to province.
- j) Increase training opportunities for those workers and others who are outside the Employment Insurance system
- k) Increase financial support for working families with children
- l) Introduce more measures to improve workers' health and healthy lifestyles
- m) Reduce income taxes to increase workers take-home pay

**Individual Experiences**

- 24) Which of the following best describes your employment status. Are you ... **READ 01 TO 05**

01 – Employed and working full-time (> 30 hours per week)

02 – Employed and working part-time (<30 hours per week)

**ASK** Are you a student or non-student?

021 - student

022 - non-student

03 – Self-employed

04 – Unemployed

05 – Not in the labour force **ASK** Are you...**READ 051 TO 055**

051 – A homemaker?

052 – Retired?

053 – Full-time student?

054 – Discouraged worker?

055 – Not able to work due to health conditions?

06 – DK/NA

- 25) **ASK EMPLOYED AND SELF-EMPLOYED** In what industry do you work? **DO NOT READ LIST – ACCEPT ONE RESPONSE ONLY**

01 - Agriculture

02 - Artistic/crafts/music/entertainment

03 - Business services

04 - Construction

05 - Educational services

06 - Finance/insurance/real estate

- 07 - Food and accommodation/hospitality
- 08 - Health and social services
- 09 - High tech/computers
- 10 - International trade
- 11 - Manufacturing
- 12 - Primary industry (not agriculture)(forestry, mining, resource extraction etc.)
- 13 - Sales
- 14 - Transportation/communications/other utilities
- 15 - Other (**SPECIFY**) \_\_\_\_\_
- 16 - DK/NA

26) **ASK EMPLOYED:** Is your job...**READ ..... MORE THAN ONE ANSWER IS POSSIBLE**

- 01 - A permanent job
- 02 - An ongoing contract job
- 03 - Seasonal
- 04 - Casual
- 05 - A temporary, term or contract job
- 06 - Or, an on call job?
- 07 - Others (**SPECIFY** \_\_\_\_\_)
- 99 - DK/NA

**ASK ALL UNEMPLOYED AND NOT IN THE LABOUR FORCE**

27) Are you ... **READ**

- 01 - Looking for work, or
- 02 - Not looking for work?
- 99 - DK/NA

**ASK EMPLOYED AND SELF-EMPLOYED**

28) Is it very, somewhat, not very or not at all likely that you will lose your job or livelihood in the next year?

- 01 – Very likely
- 02 – Somewhat likely
- 03 – Not very likely
- 04 – Not at all likely
- 99 – DK/NA

29) **ASK VERY OR SOMEWHAT LIKELY TO LOSE JOB OR LIVELIHOOD** If you did lose your job, would you be very, somewhat, not very or not at all likely to do each of the following? **ASK UNEMPLOYED** Are you very, somewhat, not very or not at all likely to do each of the following? **READ**

a) Be able to find a new job, as good as or better than your current job within 12 months?

- 01 – Very likely
- 02 – Somewhat likely
- 03 – Not very likely
- 04 – Not at all likely
- 99 – DK/NA

b) Seek another type of job in your community?

c) Seek employment in your occupation in another part of your province?

d) Seek employment in your occupation in another Canadian province?

**ASK UNEMPLOYED**

30) What are the main challenges for you in finding a job? Are there any others? **DO NOT READ CODE ALL THAT APPLY**

- 01 – Lack of education
- 02 – Lack of specific skills or training
- 03 - Lack of job related experiences
- 04 - Family issues / child care
- 05 - Health/ disability
- 06 - No jobs in your occupation
- 07 – No jobs in your community
- 08 - Poor job quality/poor paying jobs
- 08 – Other (**SPECIFY**)
- 99 – DK/NA

**ASK ALL**

31) Do you feel that you have all the skills you need to fulfill your employment goals, do you have most of the skills, only some of the skills or none of the skills you need?

- 01 – All
- 02 – Most
- 03 – Most some
- 04 – None
- 99 – DK/NA

32) Looking ahead, which if any, of the following services or supports are you likely to need, in the next five years or so, to meet your employment goals. **READ AND ROTATE**

a) Access to job-related training

- 01 – Yes
- 02 – No
- 99 – DK/NA

- b) Information about the labour market
- c) Financial assistance for post-secondary education
- d) Support for self-employment
- e) Programs to gain job experience

33) Are there any other services or supports that you are likely to need in the next five years or so to meet your employment goals?

- 01 – Yes **SPECIFY** \_\_\_\_\_
- 02 – No
- 99 – DK/NA

**ASK: EMPLOYED WHO ARE VERY OR SOMEWHAT LIKELY TO LOSE JOB/ASK UNEMPLOYED**

34) a) Have you ever heard of the income tax credit which is available to help pay for expenses when people have to move to take up a new job?

- 01 – Yes
- 02 – No

99 – DK/NA

b) For you personally, would such a tax credit be a strong incentive, a moderate incentive, or not an incentive to move to another community or province to take up a job?

01 – Strong

02 – Moderate

03 – Not an incentive

99 – DK/NA

### Demographics

#### **ASK ALL**

35) In what year were you born?

\_\_\_\_\_.  
02 – DK/NA

36) What is the **highest level** of education that you have reached? **DO NOT READ – CODE ONE ONLY**

01 - Some elementary

02 - Completed elementary

03 - Some high school

04 - Completed high school

05 – Some community college/ vocational/ trade school/ commercial/CEGEP

06 – Completed community college/ vocational/ trade school/ commercial/CEGEP

07 - Some university (no degree)

08 - Completed university (bachelors degree)

09 - Post-graduate university/professional school

10 - No Schooling

99 - DK/NA

37) **ASK EMPLOYED AND SELF-EMPLOYED ONLY** Do you belong to a labour union or a regulated profession?

01 – Yes

- 02 - No
- 99 - DK/NA

**ASK ALL**

38) Are you ... **READ**

- 01 – Married or living as a couple
- 02 – Single
- 03 – Widowed
- 04 – Separated
- 05 – Divorced
- 06 – DK/NA

39) Are there any children in your household age 18 and under and if so, how many?

- 01 – One
- 02 – Two
- 03 - Three
- 04 – Four or more
- 05 - None 18 or under
- 06 – DK/NA

40) a) Were you born in:

**READ**

- 01 – Canada **GO TO Q 41**
- 02 - United States **ASK b**
- 03 - Great Britain **ASK b**
- 04 - Another European country, or **ASK b**
- 05 - Another country, outside Europe and Canada and the U.S.? **ASK b**
- 06 - DK/NA

b) Have you lived in Canada for ...**READ**

- 01 - Ten years or more, or
- 02 – Less than 10 years?
- 03 – DK/NA

41) How many income earners are there in your household?

- 01 – One
- 02 – Two
- 03 – Three
- 04 – Four or more
- 05- None
- 99 – DK/NA

42) Which of the following best corresponds to the total annual income, before taxes, of all members of your household, for 2006? **READ**

- 01 - Under \$20,000
- 02 - \$20,000 to \$29,999
- 03 - \$30,000 to \$39,999
- 04 - \$40,000 to \$59,999
- 05 - \$60,000 to \$79,999
- 06 - \$80,000 to \$99,999
- 07 - \$100,000 and over
- 08 – DK/NA

**This concludes the survey.  
Thank you for your participation.  
Good-bye.**