Industry 4 – Information

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1.0 Current Employees

1.1 Provincial Overview

1.1 Provincial Overview (N=161)

Most commonly, businesses operating in the information industry employ library and archive technicians and assistants (21%, n=33).

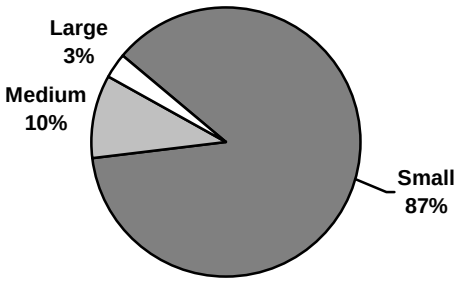
Table E1: Top Five Occupations of Surveyed Businesses* - Information - Provincial Overview

NOC Code	*Occupation Name*	*n*	*% (N=161)*
5211	Library and archive technicians and assistants	33	20.6
6411	Sales representatives – wholesale trade (non-technical)	30	18.8
0511	Library, archive, museum and art gallery managers	27	16.9
0512	Managers – publishing, motion pictures, broadcasting and performing arts	27	16.8
1411	General office clerks	25	15.8

*Multiple responses allowed.

On average, information businesses employ 15 paid employees. Furthermore, these surveyed businesses employ a total of 4,476 employees[1]. The large majority of businesses are small, employing one to 19 employees (87%, n=140).

Figure E1: Business Size – Information - Provincial Overview (N=161)



Almost all employees among surveyed businesses (96%) are permanent. Of permanent employees, the large majority (92%) are employed on a full-time basis.

Table E2: Profile of Employees – Information - Provincial Overview

Employee Classification	*n*	*%*
Permanent	4,282	95.7
Casual/Contract	184	4.1
Seasonal	10	0.2
Employee Total	4,476	100.0
Business Total	160	-

Status of Permanent Positions	*n*	*%*
Full-time	3,916	91.5
Part-time	367	8.6
Employee Total	4,282	100.0
Business Total	156	-

[1] Businesses with missing data were excluded from this analysis.

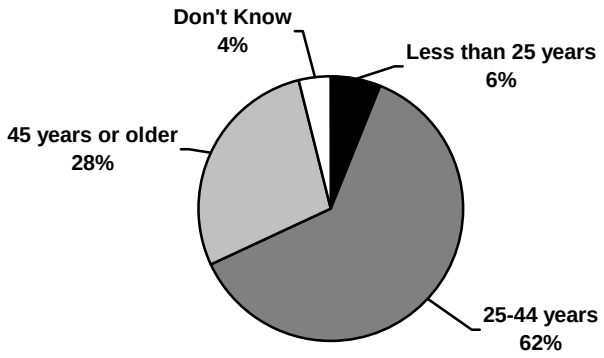
Almost one-half of employees from surveyed businesses (47%) have a high school diploma as their highest level of education, while 29% have a university degree.

Table E3: Highest Education Level of Employees – Information - Provincial Overview

	n	*%*
University degree	1,276	28.5
Journeyperson certification	80	1.8
College certificate or diploma	927	20.7
High school	2,098	46.9
Less than high school	95	2.1
Employee Total	4,476	100.0
Business Total	160	-

Almost two-thirds of businesses in the information industry (62%, n=99) report their employees to be, on average, between the ages of 25 and 44 years. Just over one-quarter (28%, n=45) report an average age of 45 years or older.

Figure E2: Average Age of Workforce – Information - Provincial Overview (N=161)



1.2 Urban/Rural Subdivision

1.2.1 Urban Subdivision
1.2.2 Rural Subdivision

1.2.1 Urban Subdivision (N=96)

Most commonly, urban businesses operating in the information industry employ sales representatives – wholesale trade (non-technical) (21%, n=20).

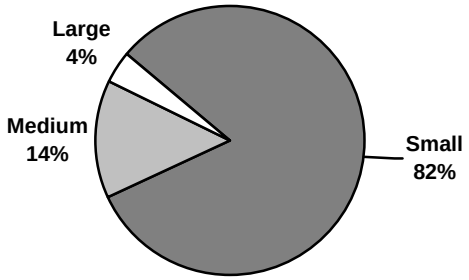
Table E4: Top Five Occupations of Surveyed Businesses* - Information – Urban Subdivision

NOC Code	*Occupation Name*	*n*	*% (N=96)*
6411	Sales representatives – wholesale trade (non-technical)	20	20.8
0512	Managers – publishing, motion pictures, broadcasting and performing arts	18	18.8
1411	General office clerks	18	18.8
5131	Producers, directors, choreographers and related occupations	16	16.7
5211	Library and archive technicians and assistants	15	15.6

*Multiple responses allowed.

On average, information businesses in urban areas employ 19 paid employees. Furthermore, these surveyed businesses employ a total of 3,642 employees[2]. The large majority of businesses are small, employing one to 19 employees (82%, n=79).

Figure E3: Business Size – Information – Urban Subdivision (N=96)



Among surveyed businesses, almost all employees (96%) are permanent. Of permanent employees, the large majority (92%) are employed on a full-time basis.

Table E5: Profile of Employees – Information – Urban Subdivision

Employee Classification	*n*	*%*
Permanent	3,499	96.1
Casual/Contract	137	3.8
Seasonal	6	0.2
Employee Total	3,642	100.0
Business Total	95	-

Status of Permanent Positions	*n*	*%*
Full-time	3,223	92.1
Part-time	276	7.9
Employee Total	3,499	100.0
Business Total	93	-

[2] Businesses with missing data were excluded from this analysis.

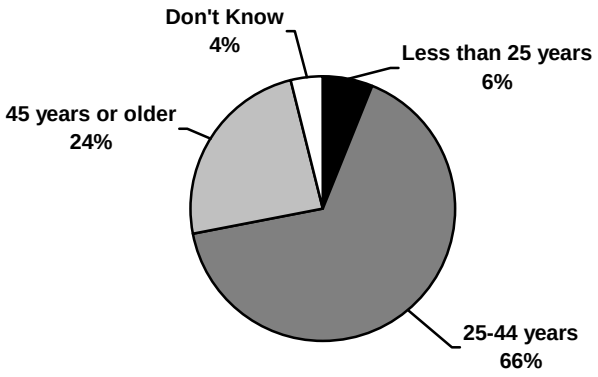
Almost one-half of employees from surveyed businesses (47%) have a high school diploma as their highest level of education, while 28% have a university degree.

Table E6: Highest Education Level of Employees – Information – Urban Subdivision

	n	*%*
University degree	1,026	28.2
Journeyperson certification	42	1.2
College certificate or diploma	763	21.0
High school	1,728	47.4
Less than high school	83	2.3
Employee Total	3,642	100.0
Business Total	95	-

Two-thirds of urban businesses in the information industry (66%, n=63) report their employees to be, on average, between the ages of 25 and 44 years. Approximately one-quarter (24%, n=23) report an average age of 45 years or older.

Figure E4: Average Age of Workforce – Information – Urban Subdivision (N=96)



1.2.2 Rural Subdivision (N=62)

Most commonly, rural businesses operating in the information industry employ library, archive, museum and art gallery managers (32%, n=20).

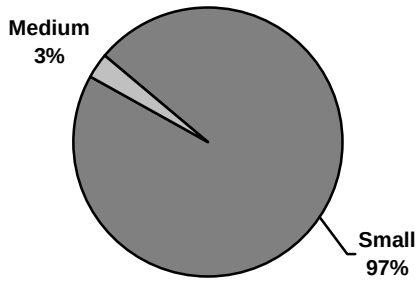
Table E7: Top Five Occupations of Surveyed Businesses* - Information – Rural Subdivision

NOC Code	*Occupation Name*	*n*	*% (N=62)*
0511	Library, archive, museum and art gallery managers	20	32.3
5211	Library and archive technicians and assistants	19	30.6
5111	Librarians	10	16.1
5123	Journalists	10	16.1
6411	Sales representatives – wholesale trade (non-technical)	9	14.5

*Multiple responses allowed.

On average, information businesses in rural areas employ seven paid employees. Furthermore, these surveyed businesses employ a total of 447 employees. Almost all businesses are small, employing one to 19 employees (97%, n=60).

Figure E5: Business Size – Information – Rural Subdivision (N=62)



Among surveyed businesses, the large majority of employees (91%) are permanent. Of permanent employees, 84% are employed on a full-time basis.

Table E8: Profile of Employees – Information – Rural Subdivision

Employee Classification	*n*	*%*
Permanent	408	91.3
Casual/Contract	35	7.8
Seasonal	4	0.9
Employee Total	447	100.0
Business Total	62	-

Status of Permanent Positions	*n*	*%*
Full-time	342	83.8
Part-time	66	16.2
Employee Total	408	100.0
Business Total	61	-

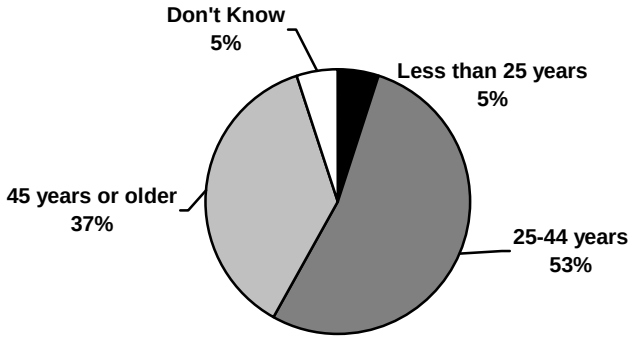
Forty-one percent of employees from surveyed businesses have a high school diploma as their highest level of education, while 32% have a university degree.

Table E9: Highest Education Level of Employees – Information – Rural Subdivision

	n	*%*
University degree	144	32.2
Journeyperson certification	38	8.5
College certificate or diploma	81	18.1
High school	182	40.7
Less than high school	2	0.4
Employee Total	447	100.0
Business Total	62	-

Just over one-half of rural businesses in the information industry (53%, n=33) report their employees to be, on average, between the ages of 25 and 44 years. Over one-third (37%, n=23) report an average age of 45 years or older.

Figure E6: Average Age of Workforce – Information – Rural Subdivision (N=62)



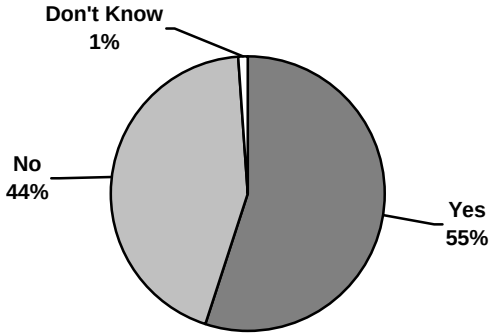
2.0 Hiring and Recruitment Practices

2.1 Provincial Overview

2.1 Provincial Overview (N=161)

Just over one-half of businesses in the information industry (55%, n=88) have a formal human resources plan, that is, a written plan including key elements such as recruitment, retention, compensation and benefits, training, and safety.

Figure E7: Businesses with a Formal Human Resources Plan – Information - Provincial Overview (N=161)



Almost two-thirds of businesses in this industry (64%, n=102) hired at least one new employee over the past 12 months. Of those who hired (n=102), an average of five new employees were hired. Furthermore, these surveyed businesses hired a total of 1,177 employees.

Sales representatives – wholesale trade (non-technical) (13%, n=14) was the top occupation hired over the past 12 months.

Table E10: Top Five Occupations Hired in the Past 12 Months* - Information - Provincial Overview

NOC Code	*Occupation Name*	*n*	*% (N=102)*
6411	Sales representatives – wholesale trade (non-technical)	14	13.3
5241	Graphic designers and illustrators	10	9.9
5123	Journalists	10	9.7
5231	Announcers and other broadcasters	10	9.6
5211	Library and archive technicians and assistants	10	9.4

*Multiple responses allowed.

Of those who hired new employees over the past 12 months (n=102), 78% (n=80) were fully satisfied with their new hires.

Those not satisfied with at least one employee (n=22) reported, on average, that they were not satisfied with 29% of the new employees hired. A minority (10%, n=2) were not satisfied with all new employees hired over the past 12 months.

The primary reason identified for dissatisfaction was new employees lacking work ethic/motivation (n=6).

Table E11: Primary Reason for Dissatisfaction with New Employees – Information – Provincial Overview

	n	*% (N=22)*
Lacking work ethic/motivation	6	25.3
Unhappy with performance	4	20.2
Unreliable	2	8.9
Not suited/qualified for position	2	7.6
Lacking adequate training/skills	1	5.1
Difficulty adapting to position	1	5.1
Not a good fit within the company	1	5.1
Other	2	7.6
Don't know	3	15.2

Of the 1,177 new employees hired by surveyed businesses over the past 12 months, 58% have a high school diploma as their highest level of education.

Table E12: Highest Education Level of New Employees – Information - Provincial Overview

	n	*%*
University	179	15.2
Public Community College	179	15.2
Private Training Institution	83	7.1
High School	687	58.4
Less than High School	49	4.2
New Employee Total	1,177	100.0
Business Total	102	-

Businesses that hired at least one employee from the various educational categories were asked to rate the overall job readiness of the employees from each category.

As shown below, the majority of businesses rated the job readiness of new employees as excellent or good, regardless of employees' education level:

- University graduates (n=49) – 41% of employers (n=20) rated job readiness as excellent, 47% (n=23) rated it as good, 5% (n=2) rated it as fair, one rated it as poor and 5% (n=2) were unsure.
- Public Community College graduates (n=42) – 34% of employers (n=14) rated job readiness as excellent, 56% (n=23) rated it as good, one rated it as fair, and 8% (n=3) were unsure.
- Private Training Institution graduates (n=9) – One employer rated job readiness as excellent and eight rated it as good.
- High School graduates (n=45) – 22% of employers (n=10) rated job readiness as excellent, 57% (n=26) rated it as good, 14% (n=6) rated it as fair, and 8% (n=3) were unsure.

Among surveyed businesses in the information industry that hired new employees over the past 12 months, a total of 6% were hired from each of the groups shown below.

Table E13: Classifications of New Employees – Information – Provincial Overview

	n	*%*
Immigrants	34	3.1
Co-op students hired for work placement	14	1.3
Persons with disabilities	6	0.5
Aboriginals	9	0.8
New Employee Total	1,114	5.7
Business Total	99[3]	-

Businesses were asked to identify, in general, the methods they use to fill staffing vacancies that occur. Overall, the most popular method used is placing an ad in the newspaper (56%, n=89).

Table E14: Methods Used to Fill Staffing Vacancies* - Information - Provincial Overview

	n	*% (N=161)*
Place ad in newspaper	89	55.6
Place ad on or check internet/websites	50	31.2
Place ad/use Service Canada Student Employment Centre	50	31.2
Use word of mouth/employee referrals	36	22.4
Post internally in your company/organization	32	20.1
Place ad in student employment centres at colleges/universities	18	11.4
Radio	11	7.0
Use unsolicited resumes	11	6.7
Place ad on bulletin boards in local community	6	3.9
Use an employment agency/headhunter	6	3.5
Place ad in trade/professional/association journals	5	3.3
Signs, flyers, pamphlets	5	3.3
Done through district/head office	4	2.3
Other	12	7.3
Don't know	2	1.4

*Multiple responses allowed.

Over the past 12 months, over one-half of businesses in the information industry (57%, n=92) have had at least one vacant position available. Those with at least one vacancy (n=92) reported an average of four vacancies. Furthermore, among these surveyed businesses, there were a total of 446 vacant positions.

Of the 446 vacant positions available among these surveyed businesses, 104 positions or 23% were vacant more than once throughout the past 12 months.

Furthermore, among these surveyed businesses, the large majority of the positions available (83%) were permanent.

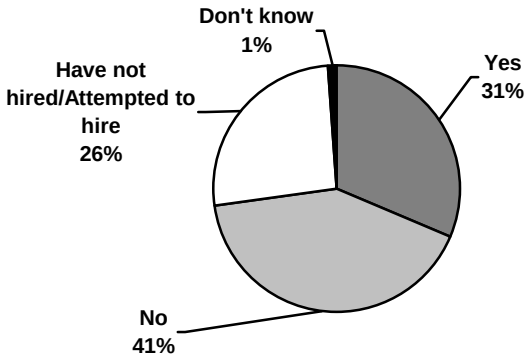
Table E15: Classification of Vacancies – Information – Provincial Overview

	n	*%*
Permanent	371	83.3
Casual/Contract	52	11.7
Seasonal	23	5.2
Vacancy Total	445	100.0
Business Total	91[4]	-

[3] Businesses with missing data were excluded from this analysis.
[4] Businesses with missing data were excluded from this analysis.

Businesses were asked if they have experienced any difficulty in filling vacancies. Almost one-third (31%, n=50) have experienced difficulty, 41% (n=66) have not, and 26% (n=42) have not hired or attempted to hire.

Figure E8: Businesses Experiencing Difficulty Filling Vacancies – Information - Provincial Overview (N=161)



The most common reason for experiencing difficulty in filling vacancies was potential hires lacking experience (33%, n=16).

Table E16: Main Reason for Experiencing Difficulty in Filling Vacancies* - Information - Provincial Overview

	n	*% (N=50)*
Lacking experience	16	32.7
Lacking educational/training qualifications	12	24.3
Workforce shortage	12	24.3
Lacking specific technical skills	5	10.7
Salary expectations too high	5	10.7
Position did not provide enough hours	5	9.1
Difficult working conditions	4	9.0
Lacking soft skills (such as communication/teamwork)	3	6.2
Lack bilingual skills	1	2.3
Location	1	1.7
Other	7	13.6

*Multiple responses allowed.

Among businesses experiencing difficulty in filling vacancies (n=50), journalists (13%, n=7) was the most difficult occupation to fill over the past 12 months.

Table E17: Top Four Occupations That Were Difficult to Fill Over the Past 12 Months* - Information - Provincial Overview

NOC Code	*Occupation Name*	*n*	*% (N=50)*
5123	Journalists	7	13.0
6411	Sales representatives – wholesale trade (non-technical)	6	12.4
5241	Graphic designers and illustrators	5	10.7
5211	Library and archive technicians and assistants	5	9.1

*Multiple responses allowed.

The large majority of businesses in the information industry (88%, n=141) did not have any employees retire over the past 12 months. Of the surveyed businesses that did experience retirement (n=19), a total of 53 employees retired, averaging two employees per business.

Of businesses that experienced employee retirement over the past 12 months (n=19), library, archive, museum and art gallery managers (n=4) was the top occupation from which employees retired[5].

Over one-half of businesses in this industry (58%, n=93) do not expect any employees to retire in the next five years. Of the surveyed businesses that expect employee retirement over this period (n=67), an average of three employees are expected to retire, with retirement totaling 230 employees.

Most commonly, employees are expected to retire from the library and archive technicians and assistants occupation (24%, n=16).

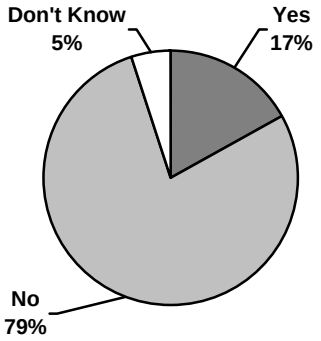
Table E18: Top Five Occupations From Which Employees Are Expected to Retire Over the Next Five Years* - Information - Provincial Overview

NOC Code	*Occupation Name*	*n*	*% (N=67)*
5211	Library and archive technicians and assistants	16	23.9
5111	Librarians	7	10.9
0511	Library, archive, museum and art gallery managers	7	10.5
6411	Sales representatives – wholesale trade (non-technical)	6	9.2
0512	Managers – publishing, motion pictures, broadcasting and performing arts	6	9.2

*Multiple responses allowed.

Seventeen percent of businesses in the information industry (n=27) expect their owner/manager/CEO to retire within the next five years.

Figure E9: Businesses Expecting Owner/Manager/CEO to Retire in Next Five Years – Information - Provincial Overview (N=161)



Of the 27 businesses that expect their owner/manager/CEO to retire within the next five years, 18 have a formal or informal succession plan in place.

[5] Multiple responses allowed.

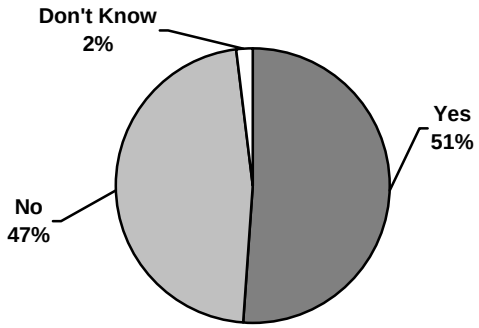
2.2 Urban/Rural Subdivision

2.2.1 Urban Subdivision
2.2.2 Rural Subdivision

2.2.1 Urban Subdivision (N=96)

Approximately one-half of urban businesses in the information industry (51%, n=49) have a formal human resources plan, that is, a written plan including key elements such as recruitment, retention, compensation and benefits, training, and safety.

Figure E10: Businesses with a Formal Human Resources Plan – Information – Urban Subdivision (N=96)



Nearly two-thirds of urban businesses in this industry (65%, n=62) hired at least one new employee over the past 12 months. Of those who hired (n=62), an average of six new employees were hired. Furthermore, these surveyed businesses hired a total of 981 employees.

Sales representatives – wholesale trade (non-technical) (15%, n=9) was the top occupation hired over the past 12 months.

Table E19: Top Four Occupations Hired in the Past 12 Months* - Information - Urban Subdivision

NOC Code	*Occupation Name*	*n*	*% (N=62)*
6411	Sales representatives – wholesale trade (non-technical)	9	14.5
5231	Announcers and other broadcasters	8	12.9
5241	Graphic designers and illustrators	6	9.7
5123	Journalists	5	8.1

*Multiple responses allowed.

Of those who hired new employees over the past 12 months (n=62), 74% (n=46) were fully satisfied with their new hires.

Those not satisfied with at least one employee (n=16) reported, on average, that they were not satisfied with 29% of the new employees hired. A minority (13%, n=2) were not satisfied with all new employees hired over the past 12 months.

The primary reason identified for dissatisfaction was new employees lacking work ethic/motivation (n=5).

Table E20: Primary Reason for Dissatisfaction with New Employees – Information – Urban Subdivision

	n	*% (N=16)*
Lacking work ethic/motivation	5	31.3
Unhappy with performance	4	25.0
Unreliable	1	6.3
Lacking adequate training/skills	1	6.3
Not a good fit within the company	1	6.3
Difficulty adapting to position	1	6.3
Don't know	3	18.8

Of the 981 new employees hired by surveyed businesses over the past 12 months, over one-half (59%) have a high school diploma as their highest level of education.

Table E21: Highest Education Level of New Employees – Information – Urban Subdivision

	n	*%*
University	142	14.5
Public Community College	144	14.7
Private Training Institution	74	7.5
High School	580	59.1
Less than High School	41	4.2
New Employee Total	981	100.0
Business Total	62	-

Businesses that hired at least one employee from the various educational categories were asked to rate the overall job readiness of the employees from each category.

The majority of businesses rated the job readiness of new employees as excellent or good, regardless of employees' education level:

- University graduates (n=30) – 30% of employers (n=9) rated job readiness as excellent, 53% (n=16) rated it as good, 7% (n=2) rated it as fair, one rated it as poor, and 7% (n=2) were unsure.
- Public Community College graduates (n=29) – Eight employers rated job readiness as excellent, 17 rated it as good, one rated it as fair, and three were unsure.
- Private Training Institution graduates (n=8) – One employer rated job readiness as excellent and seven rated it as good.
- High School graduates (n=25) – Five employers rated job readiness as excellent, 13 rated it as good, four rated it as fair, and three were unsure.

Among surveyed businesses that hired new employees over the past 12 months, a total of 6% were hired from each of the groups shown below.

Table E22: Classifications of New Employees – Information – Urban Subdivision

	n	*%*
Immigrants	30	3.2
Co-op students hired for work placement	8	0.9
Persons with disabilities	5	0.5
Aboriginals	8	0.9
New Employee Total	925	5.5
Business Total	59[6]	-

Businesses were asked to identify, in general, the methods they use to fill staffing vacancies that occur. In urban areas, the most popular method used is placing an ad in the newspaper (55%, n=53).

Table E23: Methods Used to Fill Staffing Vacancies* - Information - Urban Subdivision

	n	*% (N=96)*
Place ad in newspaper	53	55.2
Place ad on or check internet/websites	34	35.4
Place ad/use Service Canada Student Employment Centre	28	29.2
Use word of mouth/employee referrals	26	27.1
Post internally in your company/organization	25	26.0
Place ad in student employment centres at colleges/universities	11	11.5
Use unsolicited resumes	8	8.3
Radio	7	7.3
Use an employment agency/headhunter	5	5.2
Place ad on bulletin boards in local community	4	4.2
Place ad in trade/professional/association journals	4	4.2
Signs, flyers, pamphlets	4	4.2
Other	7	7.2
Don't know	2	2.1

*Multiple responses allowed.

Over the past 12 months, 57% of urban businesses in the information industry (n=55) have had at least one vacant position available. Those with at least one vacancy (n=55) reported an average of four vacancies. Furthermore, among these surveyed businesses, there were a total of 340 vacant positions.

Of the 340 vacant positions available among these surveyed businesses, 87 positions or 26% were vacant more than once throughout the past 12 months.

Furthermore, among these surveyed businesses, the large majority of the positions available (89%) were permanent.

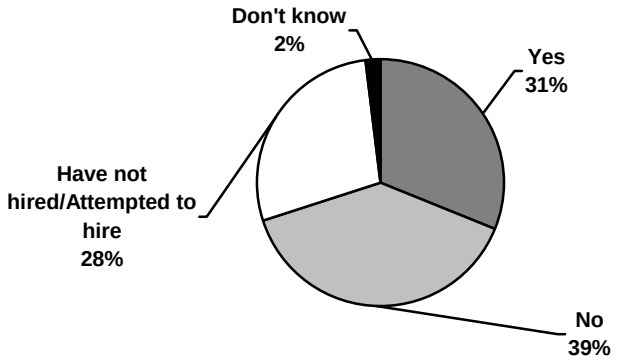
Table E24: Classification of Vacancies – Information – Urban Subdivision

	n	*%*
Permanent	300	88.5
Casual/Contract	31	9.1
Seasonal	8	2.4
Vacancy Total	339	100.0
Business Total	54[7]	-

[6] Businesses with missing data were excluded from this analysis.
[7] Businesses with missing data were excluded from this analysis.

Businesses were asked if they have experienced any difficulty in filling vacancies. Almost one-third (31%, n=30) have experienced difficulty, while 39% (n=37) have not and 28% (n=27) have not hired or attempted to hire.

Figure E11: Businesses Experiencing Difficulty Filling Vacancies – Information – Urban Subdivision (N=96)



The most common reason for experiencing difficulty in filling vacancies was potential hires lacking experience (43%, n=13).

Table E25: Main Reason for Experiencing Difficulty in Filling Vacancies* - Information - Urban Subdivision

	n	*% (N=30)*
Lacking experience	13	43.3
Lacking educational/training qualifications	7	23.3
Workforce shortage	7	23.3
Lacking specific technical skills	4	13.3
Salary expectations too high	4	13.3
Difficult working conditions	4	13.3
Lacking soft skills (such as communication/teamwork)	2	6.7
Lacking bilingual skills	1	3.3
Position did not provide enough hours	1	3.3
Other	3	10.0

*Multiple responses allowed.

The most difficult occupations to fill over the past 12 months are presented in the table below.

Table E26: Top Four Occupations That Were Difficult to Fill Over the Past 12 Months* - Information – Urban Subdivision

NOC Code	*Occupation Name*	*n*	*% (N=30)*
1453	Customer service, information and related clerks	4	13.3
6411	Sales representatives – wholesale trade (non-technical)	4	13.3
5241	Graphic designers and illustrators	4	13.3
5231	Announcers and other broadcasters	4	13.3

*Multiple responses allowed.

The large majority of businesses in the information industry (84%, n=81) did not have any employees retire over the past 12 months. Of the surveyed businesses that did experience retirement (n=15), a total of 45 employees retired, averaging two employees per business.

Of businesses that experienced employee retirement over the past 12 months (n=15), library, archive, museum and art gallery managers (n=3) was the top occupation from which employees retired[8].

Just over one-half of businesses in this industry (54%, n=52) do not expect any employees to retire in the next five years. Of the surveyed businesses that expect employee retirement over this period (n=44), an average of four employees are expected to retire, with retirement totaling 182 employees.

Most commonly, employees are expected to retire from the library and archive technicians and assistants occupation (21%, n=9).

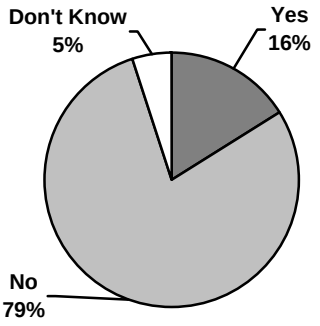
Table E27: Top Five Occupations From Which Employees Are Expected to Retire Over the Next Five Years* - Information - Urban Subdivision

NOC Code	*Occupation Name*	*n*	*% (N=44)*
5211	Library and archive technicians and assistants	9	20.5
5111	Librarians	5	11.4
0511	Library, archive, museum and art gallery managers	4	9.1
6411	Sales representatives – wholesale trade (non-technical)	4	9.1
0512	Managers – publishing, motion pictures, broadcasting and performing arts	4	9.1

*Multiple responses allowed.

Sixteen percent of urban businesses in the information industry (n=15) expect their owner/manager/CEO to retire within the next five years.

Figure E12: Businesses Expecting Owner/Manager/CEO to Retire in Next Five Years – Information – Urban Subdivision (N=96)



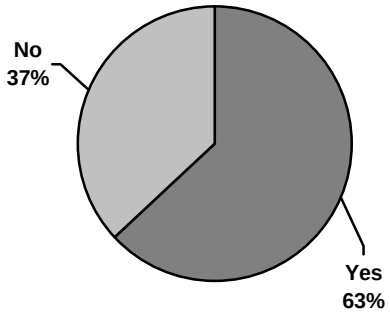
Of businesses that expect their owner/manager/CEO to retire within the next five years (n=15), nine have a formal or informal succession plan in place.

[8] Multiple responses allowed.

2.2.2 Rural Subdivision (N=62)

Almost two-thirds of rural businesses in the information industry (63%, n=39) have a formal human resources plan, that is, a written plan including key elements such as recruitment, retention, compensation and benefits, training, and safety.

Figure E13: Businesses with a Formal Human Resources Plan – Information – Rural Subdivision (N=62)



Almost two-thirds of rural businesses in this industry (61%, n=38) hired at least one new employee over the past 12 months. Of those who hired (n=38), an average of two new employees were hired. Furthermore, these surveyed businesses hired a total of 87 employees.

Library and archive technicians and assistants (16%, n=6) was the top occupation hired over the past 12 months.

Table E28: Top Four Occupations Hired in the Past 12 Months* - Information - Rural Subdivision

NOC Code	*Occupation Name*	*n*	*% (N=38)*
5211	Library and archive technicians and assistants	6	15.8
5123	Journalists	5	13.2
5241	Graphic designers and illustrators	4	10.5
6411	Sales representatives – wholesale trade (non-technical)	4	10.5

*Multiple responses allowed.

Of those who hired new employees over the past 12 months (n=38), 87% (n=33) were fully satisfied with their new hires. Those not satisfied with at least one employee (n=5) reported, on average, that they were not satisfied with 25% of the new employees hired.

The primary reasons identified for dissatisfaction were new employees not being suited/qualified for the position (n=2), being unreliable (n=1) or other responses (n=2).

Of the 87 new employees hired by surveyed businesses over the past 12 months, 47% have a high school diploma as their highest level of education, while 26% have a university degree and 23% have public community college.

Table E29: Highest Education Level of New Employees – Information – Rural Subdivision

	n	*%*
University	23	26.4
Public Community College	20	23.0
Private Training Institution	-	-
High School	41	47.1
Less than High School	3	3.4
New Employee Total	87	100.0
Business Total	38	-

Businesses that hired at least one employee from the various educational categories were asked to rate the overall job readiness of the employees from each category.

The majority of businesses rated the job readiness of new employees as excellent or good, regardless of employees' education level:

- University graduates (n=18) – 12 employers rated job readiness as excellent and six rated it as good.
- Public Community College graduates (n=11) – Six employers rated job readiness as excellent and five rated it as good.
- High School graduates (n=20) – Five employers rated job readiness as excellent, 13 rated it as good, and two rated it as fair.

Among surveyed businesses that hired new employees over the past 12 months, a total of 8% were hired from each of the groups shown below.

Table E30: Classifications of New Employees – Information – Rural Subdivision

	n	*%*
Immigrants	-	-
Co-op students hired for work placement	6	6.9
Persons with disabilities	1	1.1
Aboriginals	-	-
New Employee Total	87	8.0
Business Total	38	-

Businesses were asked to identify, in general, the methods they use to fill staffing vacancies that occur. In rural areas, the most popular method used is placing an ad in the newspaper (57%, n=35).

Table E31: Methods Used to Fill Staffing Vacancies* - Information - Rural Subdivision

	n	*% (N=62)*
Place ad in newspaper	35	56.5
Place ad/use Service Canada Student Employment Centre	22	35.5
Place ad on or check internet/websites	14	22.6
Use word of mouth/employee referrals	8	12.9
Place ad in student employment centres at colleges/universities	7	11.3
Post internally in your company/organization	5	8.1
Radio	4	6.5
Done through district/head office	3	4.8
Use unsolicited resumes	2	3.2
Place ad on bulletin boards in local community	2	3.2
Place ad in trade/professional/association journals	1	1.6
Other	7	11.3

*Multiple responses allowed.

Over the past 12 months, 57% of rural businesses in the information industry (n=35) have had at least one vacant position available. Those with at least one vacancy (n=35) reported an average of two vacancies. Furthermore, among these surveyed businesses, there were a total of 75 vacant positions.

Of the 75 vacant positions available among these surveyed businesses, 7 positions or 9% were vacant more than once throughout the past 12 months.

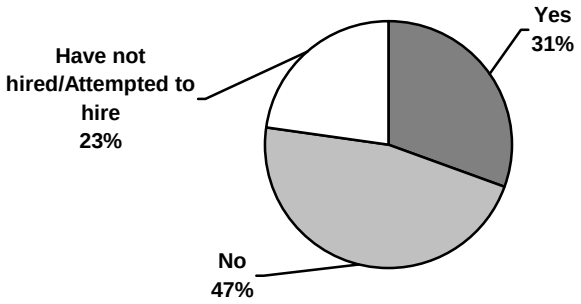
Furthermore, among these surveyed businesses, just over one-half of the positions available (52%) were permanent, while 27% were casual/contract and 21% were seasonal.

Table E32: Classification of Vacancies – Information – Rural Subdivision

	n	*%*
Permanent	39	52.0
Casual/Contract	20	26.7
Seasonal	16	21.3
Vacancy Total	75	100.0
Business Total	35	-

Businesses were asked if they have experienced any difficulty in filling vacancies. Almost one-third (31%, n=19) have experienced difficulty, 47% (n=29) have not, and 23% (n=14) have not hired or attempted to hire.

Figure E14: Businesses Experiencing Difficulty Filling Vacancies – Information – Rural Subdivision (N=62)



The most common reasons for experiencing difficulty in filling vacancies were a workforce shortage (n=5) and potential hires lacking educational/training qualifications (n=5).

Table E33: Main Reason for Experiencing Difficulty in Filling Vacancies* - Information - Rural Subdivision

	n	*% (N=19)*
Workforce shortage	5	26.3
Lacking educational/training qualifications	5	26.3
Position did not provide enough hours	4	21.1
Lacking experience	2	10.5
Location	1	5.3
Lacking soft skills (such as communication/teamwork)	1	5.3
Salary expectations too high	1	5.3
Lacking specific technical skills	1	5.3
Other	4	21.1

*Multiple responses allowed.

Among businesses experiencing difficulty in filling vacancies (n=19), journalists (n=5) and library and archive technicians and assistants (n=4) were the most difficult occupations to fill over the past 12 months[9].

The large majority of businesses in the information industry (95%, n=59) did not have any employees retire over the past 12 months. Of those surveyed businesses that did experience retirement (n=3), a total of 3 employees retired, averaging one employee per business.

Of businesses that experienced employee retirement over the past 12 months (n=3), retail trade managers (n=1), library, archive, museum and art gallery managers (n=1), librarians (n=1) and editors (n=1) were the top occupations from which employees retired[10].

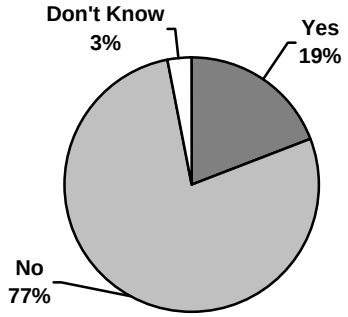
[9] Multiple responses allowed.
[10] Multiple responses allowed.

Two-thirds of businesses in this industry (66%, n=41) do not expect any employees to retire in the next five years. Of those surveyed businesses that do expect employee retirement over this period (n=21), an average of one employee is expected to retire, with retirement totaling 30 employees.

Most commonly, employees are expected to retire from the library and archive technicians and assistants (n=7) and library, archive, museum and art gallery managers (n=3) occupations[11].

Nineteen percent of rural businesses in the information industry (n=12) expect their owner/manager/CEO to retire within the next five years.

Figure E15: Businesses Expecting Owner/Manager/CEO to Retire in Next Five Years – Information – Rural Subdivision (N=62)



Of businesses that expect their owner/manager/CEO to retire within the next five years (n=12), nine have a formal or informal succession plan in place.

[11] Multiple responses allowed.

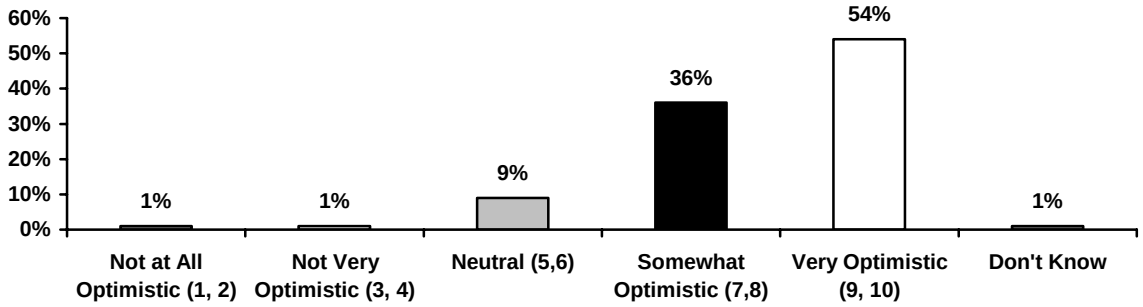
3.0 Business Outlook and Confidence

3.1 Provincial Overview

3.1 Provincial Overview (N=161)

Businesses operating in this industry were generally optimistic about the future, providing a mean rating of 8.5 on a scale of 1 to 10, where 1 was "not at all optimistic" and 10 was "very optimistic". The large majority of businesses provided a somewhat optimistic (36%, n=58) or very optimistic (54%, n=86) outlook toward the future.

Figure E16: Level of Optimism About the Future – Information – Provincial Overview (N=161)



Businesses that provided an optimistic rating (7 or higher out of 10, n=144) explained their positive outlook by their business doing well (37%, n=53).

Businesses with a neutral rating (5 or 6 out of 10, n=14) mainly indicated that the future is uncertain (n=4), while businesses that provided a pessimistic rating (4 or lower out of 10, n=2) stated that the business is not doing well or the business relies on limited outside funding (n=1 each).

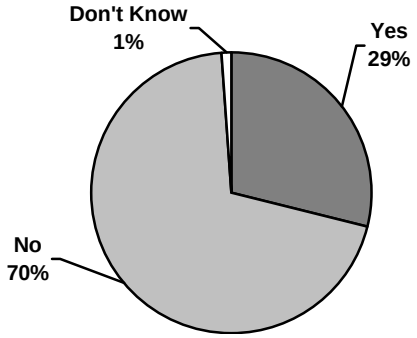
Table E34: Reasons for Rating Provided* - Information – Provincial Overview

Optimistic	***n***	***% (N=144)***
Business is doing well	53	36.8
Operating in the public sector	14	19.6
Well established company	20	13.7
Growing industry/company	19	13.5
Offering an essential service	10	6.7
Business is not doing well	4	2.7
Future is uncertain	3	2.3
Workforce shortage	2	1.6
Increase in competition	2	1.6
Business relies on limited outside funding	2	1.2
Other	22	15.1
Don't know/no answer	7	4.5
Neutral	***n***	***% (N=14)***
Future is uncertain	4	28.6
Increase in competition	2	16.3
Business relies on limited outside funding	1	8.1
Business is not doing well	1	8.1
Increase in operating costs	1	8.1
Offering an essential service	1	8.1
Other	3	22.5
Pessimistic	***n***	***% (N=2)***
Business relies on limited outside funding	1	50.0
Business is not doing well	1	50.0

*Multiple responses allowed.

Just over one-quarter of businesses operating in the information industry (29%, n=46) have experienced significant changes to their external operating environment over the past two years.

Figure E17: Experienced Significant Change to External Operating Environment Over the Past Two Years – Information – Provincial Overview (N=161)



Businesses that experienced changes (n=46) identified the biggest change as an increase in fuel prices (32%, n=15).

Table E35: Changes Experienced* - Information – Provincial Overview

	n	*% (N=46)*
Increase in fuel prices	15	31.9
Change in exchange rates	13	27.6
Government legislation	7	14.7
Increase in competition	6	12.2
Decline in particular industries	3	6.2
Downturn in economy	3	6.2
Increase in cost of supplies/overhead	3	5.6
Growth in economy	2	4.9
Other	14	31.3

*Multiple responses allowed.

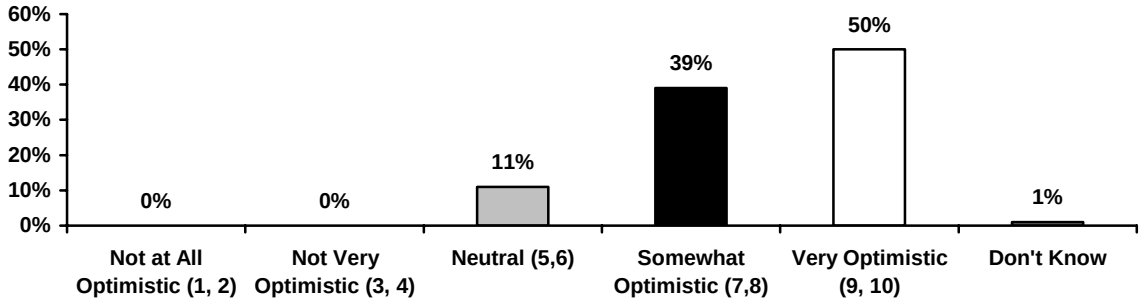
3.2 Urban/Rural Subdivision

3.2.1 Urban Subdivision
3.2.2 Rural Subdivision

3.2.1 Urban Subdivision (N=96)

Urban businesses operating in this industry were generally optimistic about the future, providing a mean rating of 8.5 on a scale of 1 to 10, where 1 was "not at all optimistic" and 10 was "very optimistic". The large majority of businesses provided a somewhat optimistic (39%, n=37) or very optimistic (50%, n=48) outlook toward the future.

Figure E18: Level of Optimism About the Future – Information – Urban Subdivision (N=96)



Businesses that provided an optimistic rating (7 or higher out of 10, n=85) explained their positive outlook by their business doing well (38%, n=32).

Businesses with a neutral rating (5 or 6 out of 10, n=10) mainly indicated that the future is uncertain or an increase in competition (n=2 each)

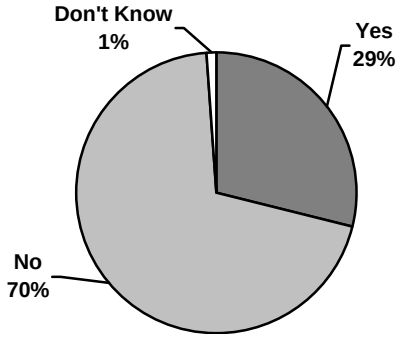
Table E36: Reasons for Rating Provided* - Information – Urban Subdivision

Optimistic	***n***	***% (N=85)***
Business is doing well	32	37.6
Growing industry/company	15	17.6
Well established company	10	11.8
Operating in the public sector	7	8.2
Offering an essential service	4	4.7
Future is uncertain	3	3.5
Increase in competition	2	2.4
Business is not doing well	2	2.4
Workforce shortage	2	2.4
Other	14	16.5
Don't know/no answer	2	2.4
Neutral	***n***	***% (N=10)***
Future is uncertain	2	20.0
Increase in competition	2	20.0
Increase in operating costs	1	10.0
Offering an essential service	1	10.0
Business is not doing well	1	10.0
Business relies on limited outside funding	1	10.0
Other	2	20.0

*Multiple responses allowed.

Just over one-quarter of urban businesses operating in the information industry (29%, n=28) have experienced significant changes to their external operating environment over the past two years.

Figure E19: Experienced Significant Change to External Operating Environment Over the Past Two Years – Information – Urban Subdivision (N=96)



Businesses that experienced changes (n=28) identified the biggest changes as a change in exchange rates (n=9) and an increase in fuel prices (n=7).

Table E37: Changes Experienced* - Information – Urban Subdivision

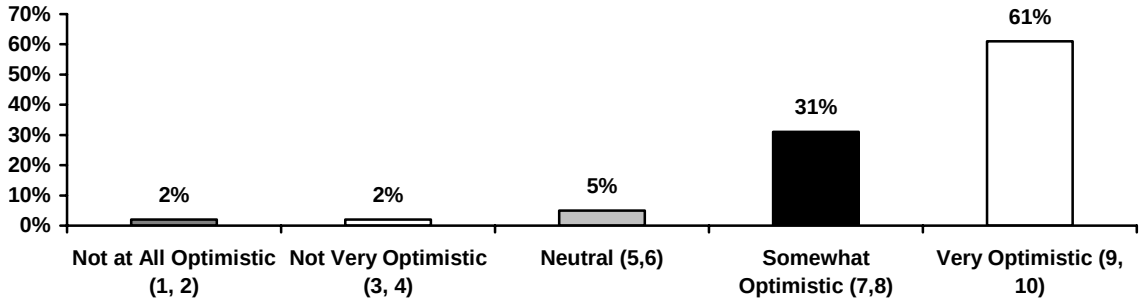
	n	*% (N=28)*
Change in exchange rates	9	32.1
Increase in fuel prices	7	25.0
Increase in competition	5	17.9
Government legislation	3	10.7
Growth in economy	2	7.1
Decline in particular industries	1	3.6
Downturn in economy	1	3.6
Other	9	32.1

*Multiple responses allowed.

3.2.2 Rural Subdivision (N=62)

Rural businesses operating in this industry were generally optimistic about the future, providing a mean rating of 8.6 on a scale of 1 to 10, where 1 was "not at all optimistic" and 10 was "very optimistic". The large majority of businesses provided a somewhat optimistic (31%, n=19) or very optimistic (61%, n=38) outlook toward the future.

Figure E20: Level of Optimism About the Future – Information – Rural Subdivision (N=62)



Businesses that provided an optimistic rating (7 or higher out of 10, n=57) explained their positive outlook by their business doing well (35%, n=20).

Businesses with a neutral rating (5 or 6 out of 10, n=3) mainly indicated that the future is uncertain (n=2), while businesses that provided a pessimistic rating (4 or lower out of 10, n=2) stated that the business is not doing well or the business relies on limited outside funding (n=1 each).

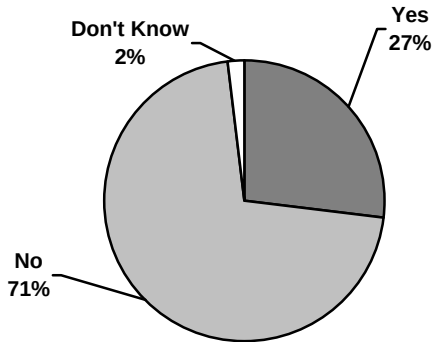
Table E38: Reasons for Rating Provided* - Information – Rural Subdivision

Optimistic	***n***	***% (N=57)***
Business is doing well	20	35.1
Well established company	10	17.5
Operating in the public sector	7	12.3
Offering an essential service	6	10.5
Growing industry/company	3	5.3
Business relies on limited outside funding	2	3.5
Business is not doing well	2	3.5
Economy is unstable	1	1.8
Other	6	10.5
Don't know/no answer	5	8.8
Neutral	***n***	***% (N=3)***
Future is uncertain	2	66.7
Other	1	33.3
Pessimistic	***n***	***% (N=2)***
Business relies on limited outside funding	1	50.0
Business is not doing well	1	50.0

*Multiple responses allowed.

Just over one-quarter of rural businesses operating in the information industry (27%, n=17) have experienced significant changes to their external operating environment over the past two years.

Figure E21: Experienced Significant Change to External Operating Environment Over the Past Two Years – Information – Rural Subdivision (N=62)



Businesses that experienced changes (n=17) identified the biggest change as an increase in fuel prices (n=8).

Table E39: Changes Experienced* - Information – Rural Subdivision

	n	*% (N=17)*
Increase in fuel prices	8	47.1
Government legislation	4	23.5
Increase in cost of supplies/overhead	3	17.6
Change in exchange rates	3	17.6
Downturn in economy	2	11.8
Decline in particular industries	2	11.8
Other	5	29.4

*Multiple responses allowed.

4.0 Training and Employment Development

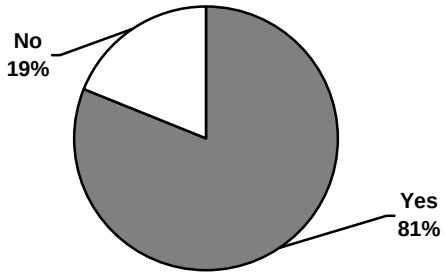
4.1 Provincial Overview

4.1 Provincial Overview (N=161)

Among businesses in the information industry, the large majority (81%, n=130) have offered some form of informal or formal training to their employees over the past two years.

Of those businesses that made training available to their employees (n=130), 23% (n=30) did not offer formal training, while the remaining 77% (n=100) made formal training available.

Figure E22: Percentage of Businesses that Offered Informal or Formal Training Over the Past Two Years – Information - Provincial Overview (N=161)



Of businesses that offered formal training to their employees (n=100), the most common source of formal, structured training was internal staff (78%, n=78).

Overall, formal training sessions account for approximately 5% of these businesses' overall operating budgets.

Table E40: Sources of Formal, Structured Training* - Information - Provincial Overview

	n	*% (N=100)*
Internal staff	78	78.2
A non-profit organization/professional association	27	27.4
A private training institution	19	19.5
Another public educational institution	17	17.5
NBCC or CCNB	15	14.7
Private consultant	12	12.1
Online/internet	3	3.1
Conferences, seminars, trade shows	3	3.1
Manufacturers training/new equipment training	2	2.3
Courses offered by government	2	2.3
Other	12	11.9
Don't know/no answer	1	1.1

*Multiple responses allowed.

4.2 Urban/Rural Subdivision

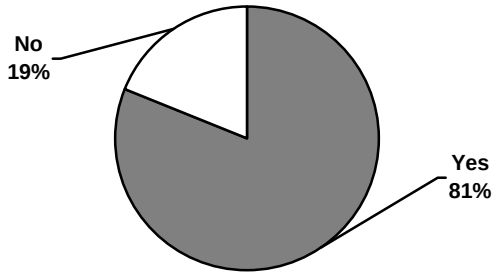
4.2.1 Urban Subdivision
4.2.2 Rural Subdivision

4.2.1 Urban Subdivision (N=96)

Among businesses in the information industry, the large majority (81%, n=78) have offered some form of informal or formal training to their employees over the past two years.

Of those businesses that made training available to their employees (n=78), 27% (n=21) did not offer formal training, while the remaining 73% (n=57) made formal training available.

Figure E23: Percentage of Businesses that Offered Informal or Formal Training Over the Past Two Years – Information – Urban Subdivision (N=96)



Of businesses that offered formal training to their employees (n=57), the most common source of formal, structured training was internal staff (81%, n=46).

Overall, formal training sessions account for approximately 5% of these businesses' overall operating budgets.

Table E41: Sources of Formal, Structured Training* - Information - Urban Subdivision

	n	*% (N=57)*
Internal staff	46	80.7
A non-profit organization/professional association	16	28.1
A private training institution	12	21.1
Another public educational institution	11	19.3
NBCC or CCNB	10	17.5
Private consultant	7	12.3
Courses offered by government	2	3.5
Manufacturers training/new equipment training	2	3.5
Online/internet	2	3.5
Conferences, seminars, trade shows	2	3.5
Other	6	10.5
Don't know/no answer	1	1.8

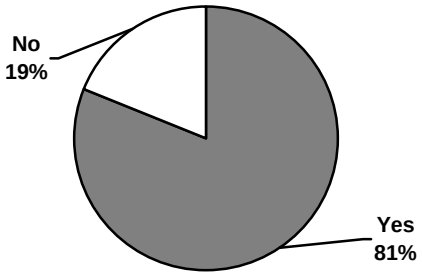
*Multiple responses allowed.

4.2.2 Rural Subdivision (N=62)

Among businesses in the information industry, the large majority (81%, n=50) have offered some form of informal or formal training to their employees over the past two years.

Of those businesses that made training available to their employees (n=50), 16% (n=8) did not offer formal training, while the remaining 84% (n=42) made formal training available.

Figure E24: Percentage of Businesses that Offered Informal or Formal Training Over the Past Two Years – Information – Rural Subdivision (N=62)



Of businesses that offered formal training to their employees (n=42), the most common source of formal, structured training was internal staff (74%, n=31).

Overall, formal training sessions account for approximately 5% of these businesses' overall operating budgets.

Table E42: Sources of Formal, Structured Training* - Information - Rural Subdivision

	n	*% (N=42)*
Internal staff	31	73.8
A non-profit organization/professional association	11	26.2
A private training institution	7	16.7
Another public educational institution	6	14.3
Private consultant	5	11.9
NBCC or CCNB	4	9.5
Various tourism agencies and associations	1	2.4
Online/internet	1	2.4
Conferences, seminars, trade shows	1	2.4
Other	5	11.9

*Multiple responses allowed.

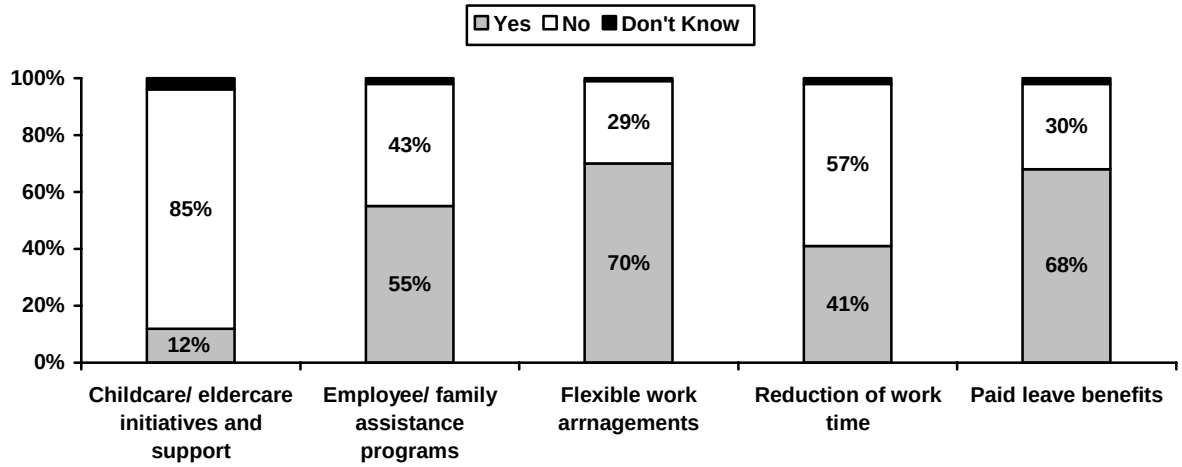
5.0 Family Friendly Policies and Procedures

5.1 Provincial Overview

5.1 Provincial Overview (N=161)

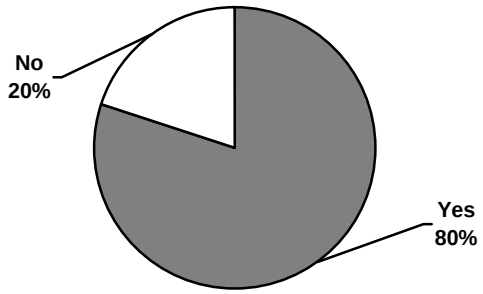
Among businesses in the information industry, the most common forms of family-oriented benefits offered are flexible work arrangements (70%, n=113) and paid leave benefits (68%, n=109).

Figure E25: Types of Family-Friendly Benefits Offered by Businesses – Information – Provincial Overview (N=161)



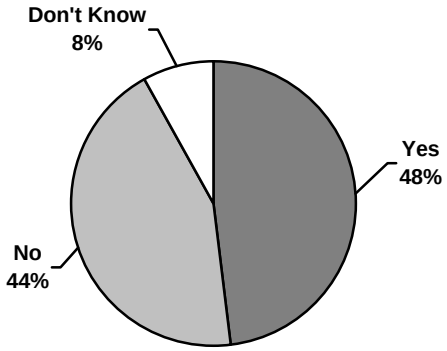
The large majority of businesses in this industry (80%, n=128) employ women in key decision-making positions such as positions at the management and senior management level. Within these businesses (n=128), women account for an average of 65% of all key decision-making positions.

Figure E26: Percentage of Businesses that Employ Women in Key Decision-Making Positions – Information - Provincial Overview (N=161)



To ensure that jobs of equal value earn equal pay, almost one-half of businesses in this industry (48%, n=78) have developed and implemented a written, formal gender-neutral process for job evaluation based on skill level, effort, responsibility and working conditions.

Figure E27: Percentage of Businesses/Organization that have a Written, Formal Gender-Neutral Process of Job Evaluation – Information – Provincial Overview (N=161)



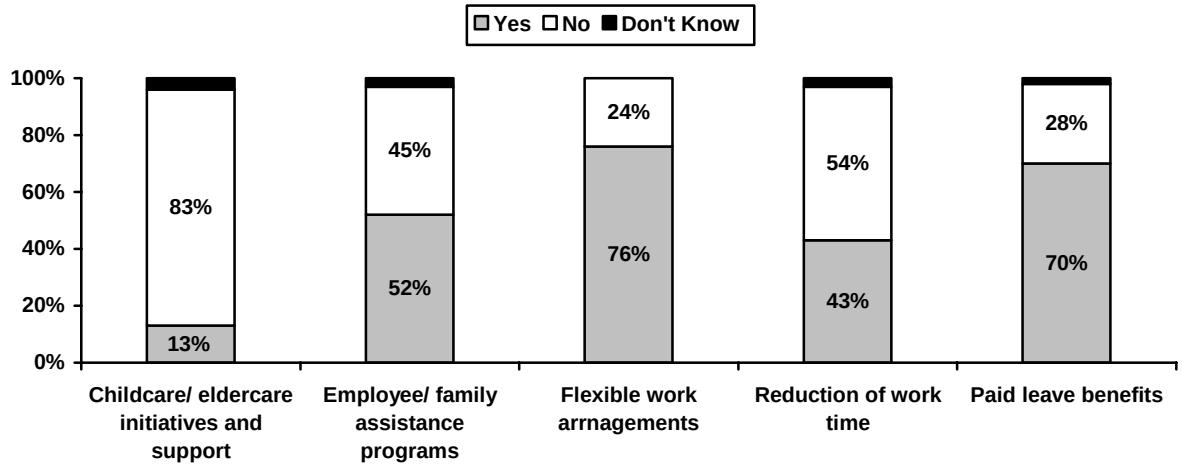
5.2 Urban/Rural Subdivision

5.2.1 Urban Subdivision
5.2.2 Rural Subdivision

5.2.1 Urban Subdivision (N=96)

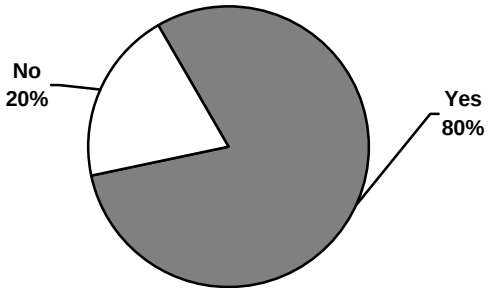
Among urban businesses in the information industry, the most common forms of family-oriented benefits offered are flexible work arrangements (76%, n=73) and paid leave benefits (70%, n=67).

Figure E28: Types of Family-Friendly Benefits Offered by Businesses – Information – Urban Subdivision (N=96)



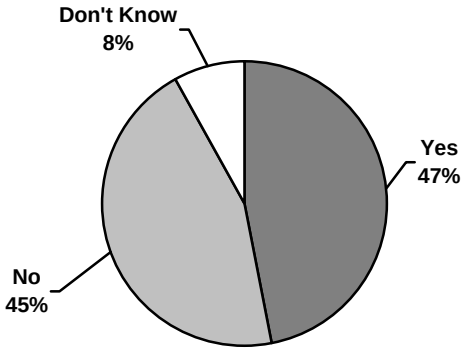
The large majority of urban businesses in this industry (80%, n=77) employ women in key decision-making positions such as positions at the management and senior management level. Within these businesses (n=77), women account for an average of 59% of all key decision-making positions.

Figure E29: Percentage of Businesses that Employ Women in Key Decision-Making Positions – Information – Urban Subdivision (N=96)



To ensure that jobs of equal value earn equal pay, almost one-half of urban businesses in this industry (47%, n=45) have developed and implemented a written, formal gender-neutral process for job evaluation based on skill level, effort, responsibility and working conditions.

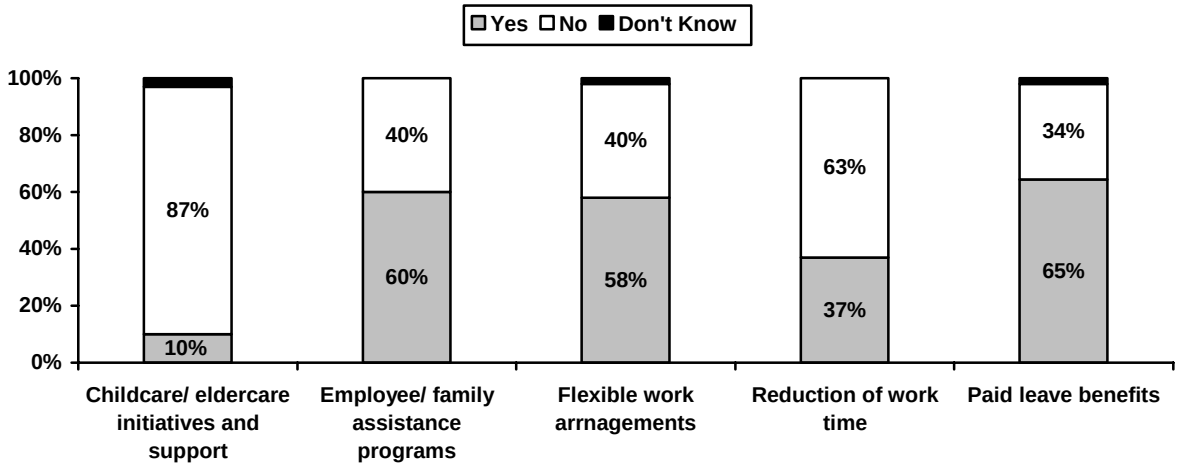
Figure E30: Percentage of Businesses/Organization that have a Written, Formal Gender-Neutral Process of Job Evaluation – Information – Urban Subdivision (N=96)



5.2.2 Rural Subdivision (N=62)

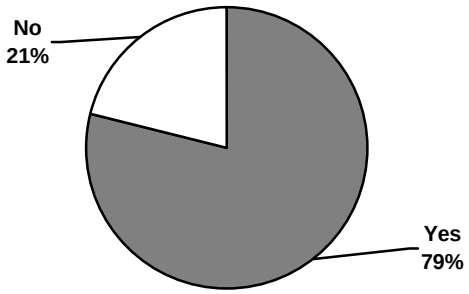
Among rural businesses in the information industry, the most common forms of family-oriented benefits offered are paid leave benefits (65%, n=40) and flexible work arrangements (58%, n=36).

Figure E31: Types of Family-Friendly Benefits Offered by Businesses – Information – Rural Subdivision (N=62)



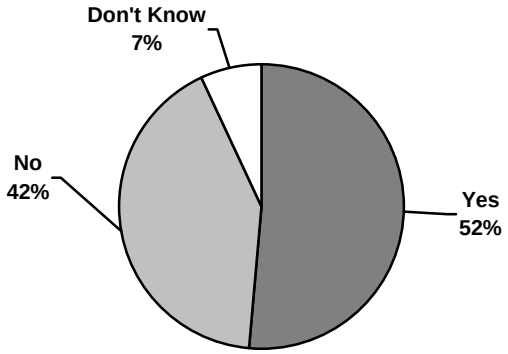
Just over three-quarters of rural businesses in this industry (79%, n=49) employ women in key decision-making positions such as positions at the management and senior management level. Within these businesses (n=49), women account for an average of 76% of all key decision-making positions.

Figure E32: Percentage of Businesses that Employ Women in Key Decision-Making Positions – Information – Rural Subdivision (N=62)



To ensure that jobs of equal value earn equal pay, just over one-half of rural businesses in this industry (52%, n=32) have developed and implemented a written, formal gender-neutral process for job evaluation based on skill level, effort, responsibility and working conditions.

Figure E33: Percentage of Businesses/Organization that have a Written, Formal Gender-Neutral Process of Job Evaluation – Information – Rural Subdivision (N=62)



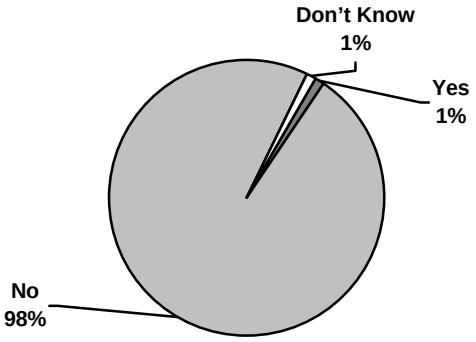
6.0 Literacy

6.1 Provincial Overview

6.1 Provincial Overview (N=161)

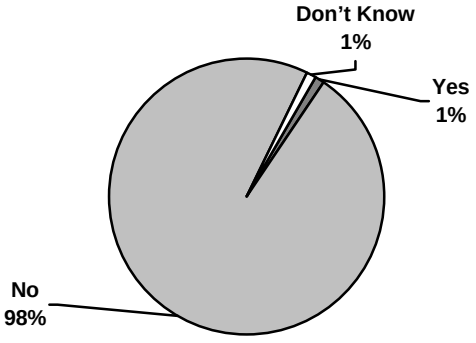
Overall, a very small minority of businesses in the information industry (1%, n=2) report having at least one employee who has difficulty reading and subsequently applying what was read to his/her job. Among these businesses (n=2), it is estimated that an average of 10% of employees experience this problem.

Figure E34: Percentage of Businesses With Employees Who Have Difficulty Reading, Understanding or Applying What They Have Read to Their Jobs – Information - Provincial Overview (N=161)



Furthermore, a very small minority of businesses (1%, n=2) report having at least one employee who has difficulty working with numbers in his/her job, including difficulty in measuring, calculating, or observing or recording results. Among these businesses (n=2), it is estimated that an average of 7% of employees experience this problem.

Figure E35: Percentage of Businesses With Employees Who Have Difficulty Working With Numbers in Their Jobs – Information – Provincial Overview (N=161)



Businesses in this industry with at least one employee who experiences a reading or numeracy difficulty (n=3) were asked if they have any initiatives or programs in place to support these employees. Two of these three businesses do not have any initiatives or programs in place.

The business that has such initiatives or programs in place offers internal training opportunities[12].

[12] Multiple responses allowed.

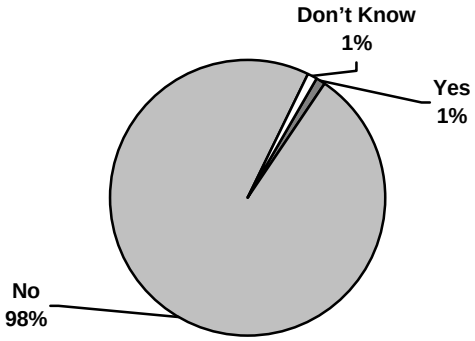
6.2 Urban/Rural Subdivision

6.2.1 Urban Subdivision
6.2.2 Rural Subdivision

6.2.1 Urban Subdivision (N=96)

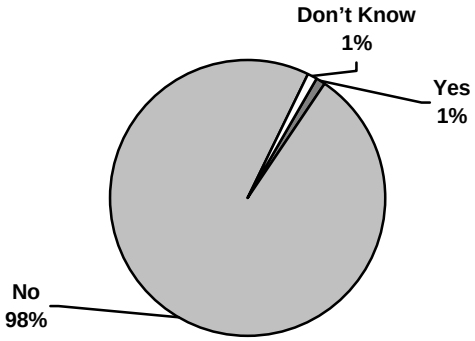
Overall, one urban business in the information industry reports having at least one employee who has difficulty reading and subsequently applying what was read to his/her job. This business estimates that an average of 10% of employees experience this problem.

Figure E36: Percentage of Businesses With Employees Who Have Difficulty Reading, Understanding or Applying What They Have Read to Their Jobs – Information – Urban Subdivision (N=96)



Furthermore, one urban business reports having at least one employee who has difficulty working with numbers in his/her job, including difficulty in measuring, calculating, or observing or recording results. This business estimates that an average of 5% of employees experience this problem.

Figure E37: Percentage of Businesses With Employees Who Have Difficulty Working With Numbers in Their Jobs – Information – Urban Subdivision (N=96)



The two urban businesses in this industry with at least one employee who experiences a reading or numeracy difficulty were asked if they have any initiatives or programs in place to support these employees. One of these businesses does not have any initiatives or programs in place.

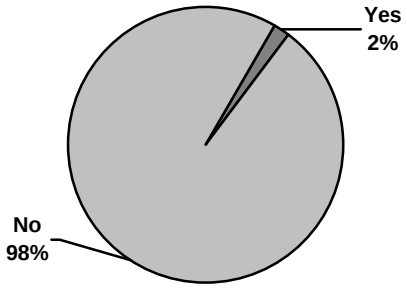
The business that does have initiatives or programs in place offers internal training opportunities[13].

[13] Multiple responses allowed.

6.2.2 Rural Subdivision (N=62)

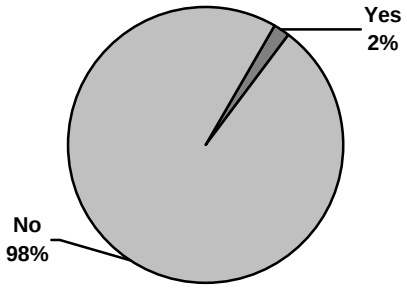
Overall, one rural business in the information industry reports having at least one employee who has difficulty reading and subsequently applying what was read to his/her job. This business estimates that an average of 10% of employees experience this problem.

Figure E38: Percentage of Businesses With Employees Who Have Difficulty Reading, Understanding or Applying What They Have Read to Their Jobs – Information – Rural Subdivision (N=62)



Furthermore, one rural business reports having at least one employee who has difficulty working with numbers in his/her job, including difficulty in measuring, calculating, or observing or recording results. This business estimates that an average of 10% of employees experience this problem.

Figure E39: Percentage of Businesses With Employees Who Have Difficulty Working With Numbers in Their Jobs – Information – Rural Subdivision (N=62)



The one rural business in this industry with at least one employee who experiences a reading or numeracy difficulty was asked if there are any initiatives or programs in place to support these employees. This business does not have any initiatives or programs in place[14].

[14] Multiple responses allowed.