

# EMPLOYMENT GOALS AND JOB SEARCH

SURVEY FINDINGS  
OF  
YORK REGION  
LITERACY AND BASIC SKILLS CLIENTS





# INTRODUCTION

In the fall of 2022, the Workforce Planning Board (WPB) of York Region, in partnership with York Region skills upgrading and literacy agencies, organized and delivered an online survey to literacy and basic skills clients (LBS) to better understand their employment goals and job search requirements.

Participating agencies included Chippewas of Georgina Island, Georgian College Academic and Career Preparation (ACP), Learning Centre for Georgina, Literacy Council York-Simcoe, Literacy Council York South, Simcoe County District School Board – Learning Centres, Bradford, as well as York Region District School Board (YRDSB) Uplands Community Learning Centre (CLC).

The goal of this survey was to obtain responses from 100 LBS clients. In total, 67 people responded to this survey. Clients answered a series of questions, and the following report provides information on the survey findings.



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# SURVEY FINDINGS

Four-point five percent of the survey responses were received from YRDSB Uplands CLC, seven-point five percent from clients from Georgian College CAP program. Twelve percent from Literacy Council York South, thirteen-point five percent from the Learning Centre of Georgina and sixty-three percent of responses were received from Literacy Council York-Simcoe.

## RESPONDENTS EMPLOYMENT STATUS:

Sixty percent of respondents identified that they are currently looking for employment, while forty percent identified that they are not currently looking for employment.

## LENGTH OF TIME RESPONDENTS HAVE BEEN LOOKING FOR EMPLOYMENT:

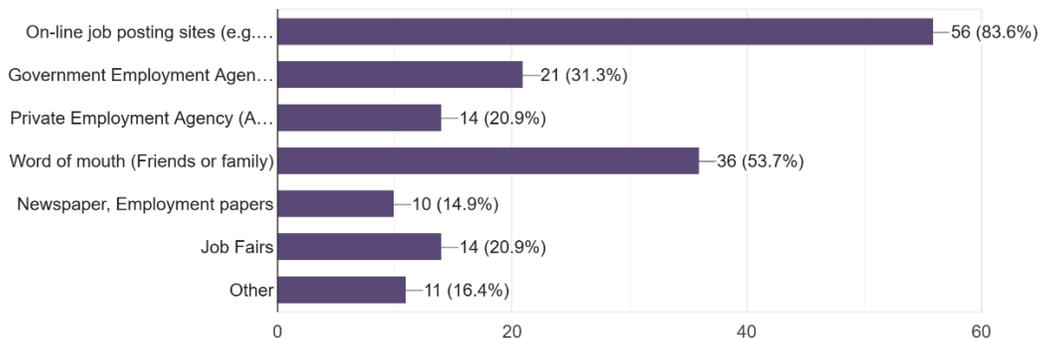
Forty percent identified that they have been looking for employment for less than one month. Thirty percent identified that they have been looking for employment for more than one month, and thirty percent identified that they have been looking for work for over six months.

## METHODS USED TO LOOK FOR EMPLOYMENT:

Eighty-four percent identified that they utilize online job posting sites, while thirty-one percent utilize Government Employment Agencies and twenty one percent accessed private employment agencies. Fifty-four percent used friends and family or word of mouth, while fifteen percent used newspapers or want ads and twenty-one percent utilized job fairs. It is clear from these responses that respondents use a multi-pronged approach for their job search.

If you are currently looking for employment or have done so in the recent past, how do you look for work? Check all that apply.

67 responses





# SURVEY FINDINGS

## RESPONDENTS PRIOR RESEARCH ABOUT INDUSTRIES, EMPLOYERS AND OCCUPATIONS WHEN CONSIDERING A CAREER CHANGE:

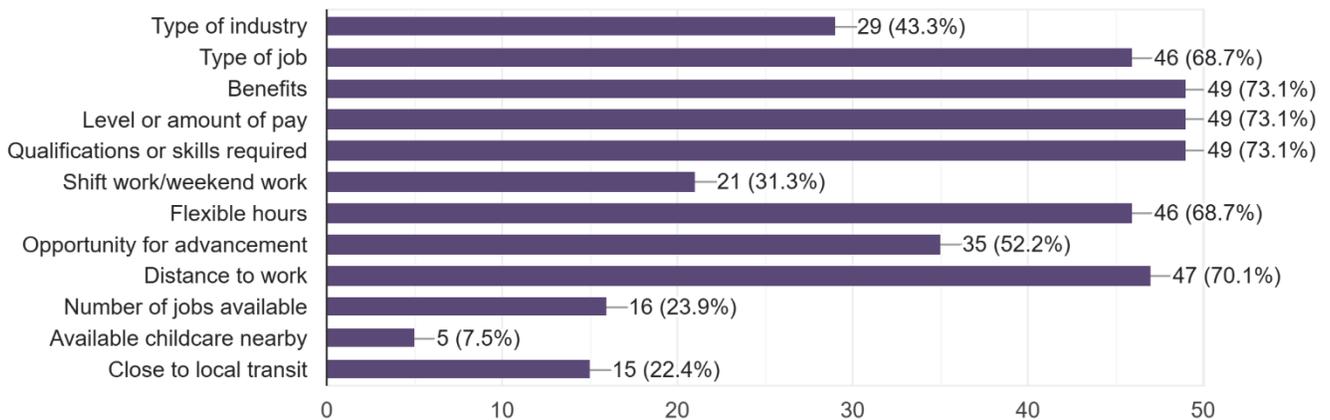
Sixty-nine percent of respondents indicated that they undertake a research process to make a career change decision, whereas thirty-one percent indicated they do not.

## INFORMATION THAT WAS CONSIDERED IMPORTANT BY RESPONDENTS IN CHOOSING A CAREER:

The majority (seventy and seventy-three percent) of respondents identified company benefits, level of pay, qualifications or skills required and distance to work as major factors in deciding the type of work they might look for. Also, important considerations (sixty-nine percent) were the type of job and flexible hours. Type of industry, shift work, the opportunity for advancement, close to transit and available childcare were considerations to a lesser degree.

What types of information would help you in deciding what type of job or career you might look for? Check all that apply.

67 responses



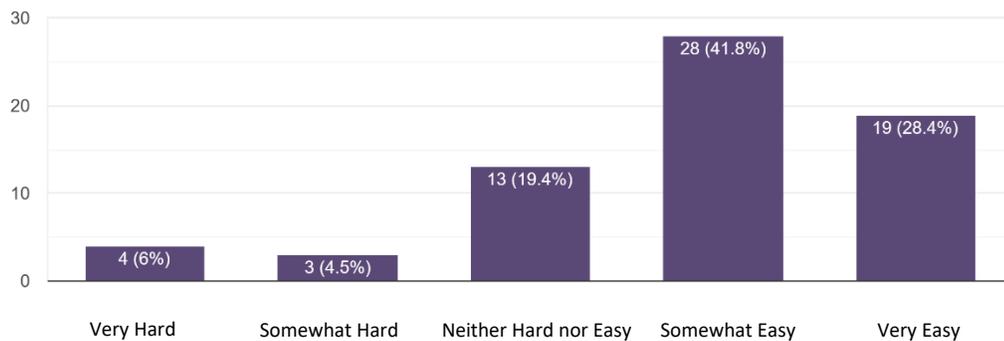
# SURVEY FINDINGS

## RESPONDENTS EXPERIENCE IN USING ONLINE JOB SEARCH PLATFORMS:

**Ease of Use:** Twenty-eight percent of respondents said it was very easy to navigate, forty-two percent said it was easy, nineteen percent said it was somewhat easy, and eleven percent identified it as a challenge to navigate these job search platforms.

The tool was easy to navigate.

67 responses

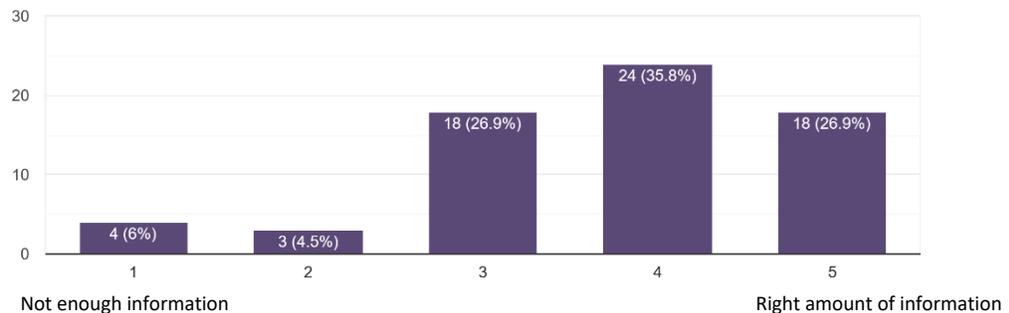


## THE LEVEL OF INFORMATION PROVIDED BY THE ONLINE TOOLS:

Twenty-seven percent said the tools provided a lot of information to help them make a decision on applying for jobs, while thirty-six percent said there was sufficient information and twenty-seven percent said information provided was acceptable while eleven percent indicated that information was somewhat lacking.

The level of information the tool provided helped determine whether I would apply.

67 responses



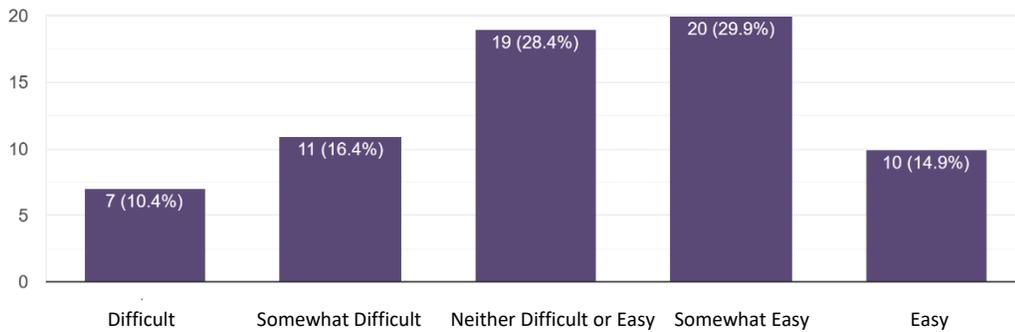


# SURVEY FINDINGS

## RESPONDENTS EXPERIENCE IN FINDING THE JOB THEY WERE LOOKING FOR:

Twenty seven percent identified challenges with finding the job they wanted, while twenty-eight percent identified no real difficulties locating their ideal job, thirty and fifteen percent identified ease in locating the job they were looking for.

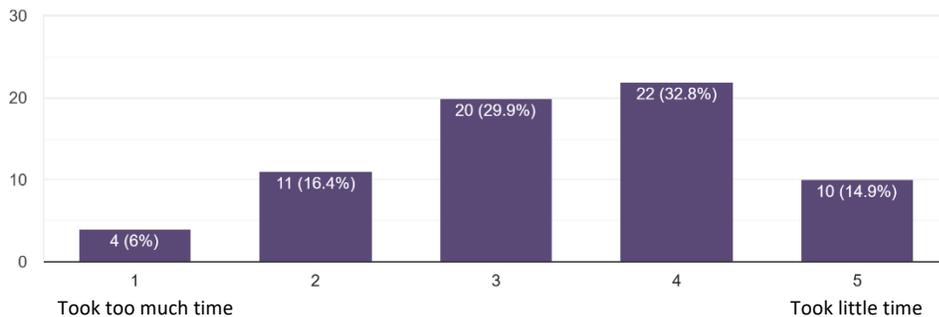
How easy was it to find the type of job I wanted?  
67 responses



## RESPONDENTS TIME TO JOB SEARCH UTILIZING ONLINE TOOLS:

Fifteen percent identified that it took very little time to job search, while thirty-three percent felt it took some time to job search and thirty percent felt it took the appropriate amount of time and twenty-two percent felt it took a lot of time to job search.

Time it took to job search  
67 responses





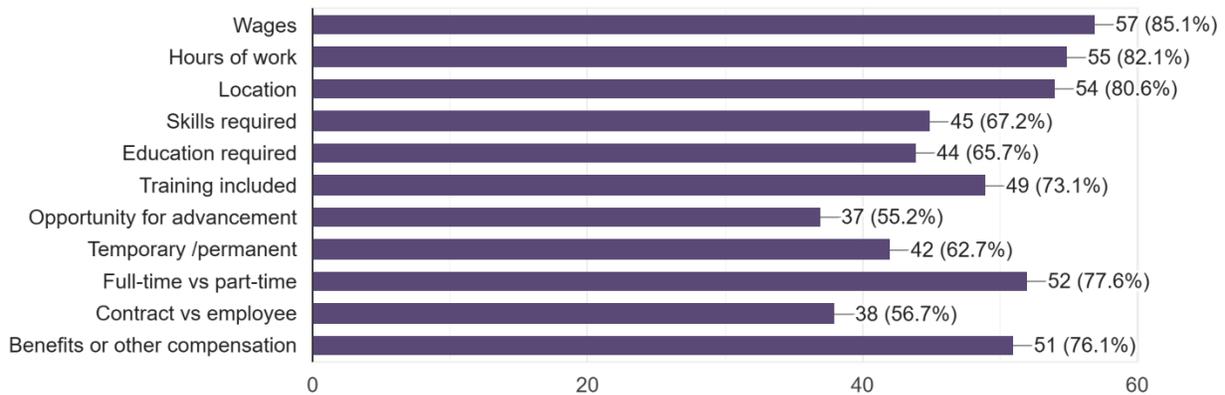
# SURVEY FINDINGS

## ADDITIONAL INFORMATION RESPONDENTS WOULD LIKE TO BE INCLUDED IN JOB POSTINGS :

Respondents felt strongly that wages (eighty-five percent), hours of work (eighty-two percent) and location (eighty-one percent) should be included in all job postings. Job type – full-time vs part-time (seventy-eight percent), benefits (seventy-six percent) and training (seventy-three percent) were also important to respondents. Skills and education required (sixty-seven and sixty-six percent) and employment status (sixty-three percent) were definite considerations, while opportunity for advancement (fifty-five percent) and self-employment (fifty-seven percent) were of lesser importance but still useful information for consideration.

What additional information should be included in all job postings? Check all that apply.

67 responses



## RESPONDENTS CHOICES OF GOVERNMENT, EDUCATION, SCHOOLS OR EMPLOYMENT PROGRAMS TO REDUCE THE GAP BETWEEN THE SKILLS THEY HAVE OR NEED AND THE WORK THEY WANT:

Respondents were asked to check all choices that applied. Preferred options included free training opportunities at seventy-nine percent, information about career opportunities at fifty-five percent, education or employment mentoring at fifty-two percent, education or employment counseling at forty-six percent and information about growing occupations and sectors at forty percent.



# SURVEY FINDINGS

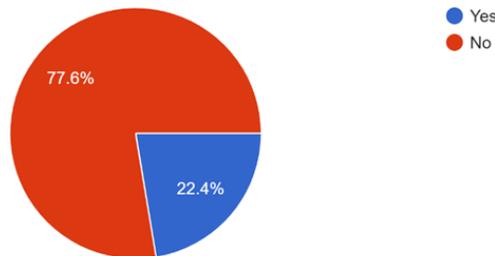
This question included an option to choose “other” and expand further on their needs regarding reaching their employment goals or job search needs. These included:

- Workbooks to further master skills training
- Offering help in learning alternate languages, lower costs to (train for) particular sectors
- Give Loans to part-time students
- Testing and credentials as well as the ability to receive on the job training to give experience needed for jobs or other possibilities
- Assess your skills and provide courses that meet your specific needs or education level
- More on the job training by employers
- Financial help to start a business
- Paid co-ops or entry level job placements to gain exposure

## RESPONDENTS AWARENESS ABOUT THE JOB FINDING & CAREER DEVELOPMENT TOOL AVAILABLE TO RESIDENTS OF YORK REGION:

Seventy-eight percent of respondents said they were not aware of the free tool from the Workforce Planning Board of York Region while twenty-two percent said they were aware of the tool.

Are you aware of the WORK IN YORK job finding and career development tools to find employment in York Region?  
67 responses



# NEXT STEPS

In closing, it is clear that York Region skills upgrading and literacy basic skills (LBS) agencies play a pivotal role in preparing job seekers by providing essential skills training opportunities that support their job search and help provide direction with their goals for employment.

Some of the survey responses also generated the following considerations and recommendations for action:

1. Responses indicate that 30% of clients have been looking for employment for more than six months. This could reflect the slow recovery from pandemic issues but could also mean that these clients need extra support in their job search. Improving partnerships and referrals where appropriate between the Workforce Planning Board of York Region, employers, employment services and LBS programs would help identify appropriate employment opportunities, skills upgrading and other supports needed for clients who struggle to gain employment for extended periods.
2. Responses indicate that 31% of clients do very little research before making a career decision - with the increased competition in the labour market, this lack of research could lead job seekers to accept positions that they are not adequately prepared for, and thus lead to short term employment situations. A review of their knowledge, skills, abilities and interests through skills assessments with an LBS program could identify occupation specific skills that would be beneficial in preparing job seekers for the labour market and a more in-depth career consultation with employment services could assist job seekers to discover greater employment opportunities better suited to them which may result in more permanent employment.
3. Responses about clients' experience in using on-line job platforms for their job search indicates that the level of their digital literacy varies. Job seekers need to have digital literacy skills to participate in the job market, since most employers have moved to on-line applications and resume submissions. Providing all clients with increased digital literacy skills, including training in on-line navigation needs to be a greater focus moving forward.
4. It is apparent that the more promotion and demonstration of the WORK IN YORK job finding, and career development tools would benefit this group of job seekers to help them further develop their employment pathway.

Demonstrations of WORK IN YORK can be organized by contacting  
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Project Manager – Workforce Planning Board of York Region.

## SPECIAL THANKS TO OUR PARTNERS

