LABOUR MARKET INFORMATION

POWERED BY FOOD PROCESSING SKILLS CANADA

Your Next Worker: What You Need to Know

OVERVIEW & DATA FROM OUR PERCEPTIONS RESEARCH

FOOD PROCESSING SKILLS CANADA

This project was funded by the Government of Canada's Sectoral Initiatives Program.

The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada.

ISBN 978-1-989541-52-4

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ABOUT US

Food Processing Skills Canada (FPSC) is the food and beverage manufacturing industry's workforce development organization. As a non-profit, located in Ottawa with representatives across Canada, we support food and beverage manufacturing businesses from coast to coast in developing skilled and professional employees and workplace environments.

Our work directly and positively impacts industry talent attraction, workforce retention and employment culture. We care about assisting the industry in finding, training and retaining the very best people for the job. Through our partnerships with industry, associations, educators and all levels of governments in Canada, FPSC has developed exceptional resources for the sector including the **Food Skills Library™**, **Canadian Food Processors Institute™**, **FoodCert™** and Labour Market Information Reports.

Canada
This program is funded by the Government of Canada's Sectoral Initiatives Program

To complement Food Processing Skills Canada's (FPSC) ongoing Labour Market Information study, Hill + Knowlton Strategies launched an online Choicebook™ survey to gather insights into the perceptions, interests and motivations of key target audiences for the organization: youth, Indigenous People, new Canadians and the unemployed.

Members of the general public were recruited alongside this study to provide a benchmark to better understand findings in a broader labour market context.

These Choicebook™ surveys were in-field between August 10 and September 24, 2018.

In total 2,089 respondents were gathered as part of the targeted audience, 972 of which were part of the youth group, 506 part of the Indigenous People group, 500 part of the new Canadians group, and 1,205 part of the unemployed group (Due to the nature of these groups, there was some overlap between them).

The general public sample included 1,248 Canadians. The data was weighted based on Census measures for age, gender and region in order to achieve a representative sample of the Canadian population.

The proportions presented as percentages in this report have been rounded to whole numbers. In some instances, the rounding of results will create charts and figures which add up to slightly above, or slightly below the expected total of 100%.

Key findings

- The audiences identified as targets were consistently more interested than members of the general public in both looking for new employment opportunities and applying to jobs in the meat and seafood processing sector.

- This was especially true among new Canadians, who were more willing than the other audiences identified to look for opportunities and to move for a job.

Employment information

- Across the board, online sources were the primary source of career information (particularly job search websites), followed by friends / family and social media.

- In terms of trusted sources, friends / family were at the top alongside employers, while industry human resource groups were at the bottom behind colleagues and federal / provincial governments.

Perceptions of the sector

- Similar to the general public, these audiences indicated a relatively low awareness of the food and beverage processing sector, but broadly viewed it more positively, and were more willing to consider a job in the sector.

- However, the target audiences were also more likely to associate the sector with negative terms. For instance, they were less likely than the general public to use terms “happy workforce”, “innovative”, “high pay” and “high skill” in reference to jobs, and more likely to use terms like “slow” and “not able to progress.”

- Meat and seafood processing was viewed slightly less positively overall, but on balance, the target audiences leaned positive more often than negative.

Advantages

Awareness

- Most aware among target audiences: Jobs are located in rural locations across the country, offered right out of school and do not always require specific education.

- Overall, target audiences were more aware of the advantages of the sector than the general public, particularly the availability of jobs, opportunities for training and competitive pay / benefits.

Believability

- The same advantages listed above were also the most believable to target audiences. However, the target audiences were less likely to believe that jobs are available right out of school and do not always require specific education.

Importance

- Most important to target audiences: Jobs offer competitive pay / benefits, are located in rural locations and allow for career progression.

- Generally speaking, the target audiences, particularly new Canadians, placed a higher level of importance on all of the items, with the exception of rural locations.

Advantages tested
Jobs in the meat and seafood manufacturing sector offer competitive pay and benefits.
Jobs in the meat and seafood manufacturing sector are currently available across the country.
Jobs in the meat and seafood manufacturing sector include a wide range of jobs (e g , engineers, managers, plant workers and many others).
Jobs in the meat and seafood manufacturing sector allow for career progression.
Jobs in the meat and seafood manufacturing sector offer opportunities for skills training.
Jobs in the meat and seafood manufacturing sector do not always require specific education / post-secondary education.
Jobs in the meat and seafood manufacturing sector offer jobs right out of school.*
Jobs in the meat and seafood manufacturing sector are located in rural locations across the country, including near a number of reserves.**
*Only asked of youth.
**Only asked of Indigenous Canadians.

Challenges

Awareness

- Most aware among target audiences: Meat and seafood manufacturing jobs involve killing animals, physical work and sometimes involve strong odours.
- Overall, however, these target audiences were less aware of the challenges, especially youth.

Importance

- Most important to target audiences: The seasonal nature of the jobs, involvement of killing and strong odours.
- The target audiences placed around the same level of importance on the listed challenges, with a few exceptions (e.g., higher importance for new Canadians regarding locations outside rural centres, Indigenous People regarding odours).

Challenges tested
They are often located outside cities or near rural communities.
Meat and seafood manufacturing involves animals being killed.
In some cases, these jobs require physical work.
In some cases, these jobs involve working in environments with strong odours.
Seafood manufacturing jobs are seasonal and do not always offer employment year-round.
Seafood manufacturing jobs can be unpredictable and require short notice.
Seafood manufacturing jobs are mostly located in Eastern Canada.

Target Groups at a Glance

Youth

- More likely to want to complete more education (66% to 36% in the general public) to improve job opportunities.
- 50% are willing to move for better job opportunities- 53% so for a specific job compared to 26% and 30% respectively in the general public.
- More likely to consider proximity to family and friends when considering move (67% to 51% in the general public).
- More likely to lean on social media for job opportunities (40% to 27% in the general public) with Facebook and Instagram being the most likely platforms.
- Less aware that jobs require physical work (67% to 73% in the general public) and could involve strong odours (64% to 72% in the general public).
- 13% more likely to apply to a job in food and beverage manufacturing were it to be closely located (30% to 17% in the general public).
- 9% more likely to apply to a job in meat and seafood manufacturing (20% to 11% in the general public). 29% likely to apply after Choicebook™.

Indigenous People

- Less likely among target audiences to want to complete more education (50% to 58% across all target groups) to improve job opportunities.
- Least likely to be looking for a new job among the groups, however more likely than the general public (33% to 23% in the general public).
- Closer to the general public in willingness to move for both better job opportunities (36%to 26% in the general public) and a specific job (39% to 30%).
- Only 15% use programs specifically for Indigenous People to learn about opportunities.
- Slightly more likely to have a positive impression of jobs in the food and beverage processing sector (38% to 31% in the general public).
- 14% more likely to apply to a job in food and beverage manufacturing were it to be closely located (31% to 17%in the general public).
- 11% more likely to apply to a job in meat and seafood manufacturing (22% to 11% in the general public). 29% likely to apply after Choicebook™.

New Canadians

- Three in four would switch careers for a better opportunity (73% to 45% in the general public).
- Half are actively looking for a new job (52% to 23% in the general public).
- 52% are willing to move for better job opportunities, the same proportion of which are willing to do so for a specific job.
- More likely to be persuaded to move by higher pay (80%), lower costs (72%), paid relocation (76%), paid housing (74%), and help in finding job for spouse (68%).
- Half look to social media for job opportunities (Facebook and LinkedIn being the most likely platforms). One in four attend general job fairs.
- 25% more likely to apply to a job in food and beverage manufacturing were it to be closely located (42% to 17% in the general public.
- 17% more likely to apply to a job in meat and seafood manufacturing (28% to 11% in the general public). 41% likely to apply after Choicebook™.

Unemployed

- 68% would switch careers for a better opportunity (compared to 45% in the general public).
- Over half are looking for a new job (55% to 23% in the general public).
- One in four use job placement services (26%) and employment centres (26%) to learn about opportunities.
- Slightly more likely to have a positive impression of jobs in the food and beverage processing sector (39% to 31% in the general public).
- 21% more likely to apply to a job in food and beverage manufacturing were it to be closely located (38% to 17% in the general public).
- 14% more likely to apply to a job in meat and seafood manufacturing were it to be closely located (25% to 11% in the general public). 32% likely to apply after Choicebook™.

Top Five Proposed Changes that could Sway Willingness to Work

Youth

Top arguments – would you be more willing to work in the meat and seafood sector if employers...:

1. Provide immigration legal support (60% - Small sample size)
2. Provide a path to citizenship (58% - Small sample size)
3. Offer bonuses based on performance (56%)
4. Offer bonuses based on retention (55%)
5. Offer to cover costs of tuition and school supplies (55%)
6. Take care of transport to and from work (55%)
7. Offer predictable full-time work (55%)

Indigenous People

Top arguments – would you be more willing to work in the meat and seafood sector if employers...:

1. Provide a path to citizenship (63% - Small sample size)
2. Offer opportunities for language training (63% - Small sample size)
3. Offer to cover costs of tuition and school supplies (57% - Small sample size)
4. Offer bonuses based on performance (57%)
5. Offer bonuses based on retention (55%)
6. Offer predictable full-time work (53%)
7. Provide immigration legal support (50% - Small sample size)
8. Take care of transport to and from work (50%)
9. Prepare meals for staff (49%)

New Canadians

Top arguments – would you be more willing to work in the meat and seafood sector if employers...:

1. Offer bonuses based on performance (65%)
2. Take care of transport to and from work (64%)
3. Offer bonuses based on retention (64%)
4. Take care of transport for employees living on reserve (63% - Small sample size)
5. Offer predictable full time work (62%)
6. Offer to cover costs of tuition and school supplies (59% - Small sample size)
7. Prepare meals for staff (58%)

Unemployed

Top arguments – would you be more willing to work in the meat and seafood sector if employers...:

1. Offer bonuses based on performance (59%)
2. Offer to cover costs of tuition and school supplies (58% - Small sample size)
3. Offer bonuses based on retention (58%)
4. Take care of transport to and from work (58%)
5. Offer predictable full-time work (56%)
6. Provide a path to citizenship (56% - Small sample size)
7. Provide immigration legal support (56% - Small sample size)
8. Offer opportunities for language training (53% - Small sample size)
9. Prepare meals for staff (52%)

*Some results have been excluded due to small sample sizes where only certain respondents were shown an argument based on the group they belonged to. This is an effect of overlap between the different groups.

Interest in meat and seafood manufacturing jobs

- Overall, target audiences were much more interested than the general public in applying for the four jobs profiled. The Operations Manager job generated the most interest – 37% Indigenous People new Canadians, 32% of youth, and 28% of Indigenous People and unemployed indicated they would apply, compared to only 18% of the general public.

- These target audiences, much like the general public, were the least qualified for the Operations Manager job profiled; however, respondents within all four groups indicated they were qualified much more often than the general public – 35% of new Canadians, 30% of youth, 29% of Indigenous People and 27% of unemployed qualified, compared to only 23% of the general public.

- For those interested in the jobs, a majority of each of the target audiences found all four jobs compelling because of pay and benefits, and because the jobs looked interesting.

- On the other hand, respondents who indicated they would not apply for a job were split on why. For those who would not apply to the Operations Manager job, most believed they simply did not have the qualifications; however, those who would not apply to the other three jobs indicated it was because it did not appear interesting enough, particularly among youth and new Canadians.

Interest in meat and seafood manufacturing jobs

- Generally speaking, proposed changes by employers to increase interest in sector jobs were received well by the target audiences, particularly opportunities for bonuses and transport to work, as well as an employers covering the costs of tuition and school supplies.

- Supports for immigration and citizenship rated high as well across groups, but lower down the list among new Canadians – however, new Canadians were also the most likely to be motivated by proposed changes and those two were viewed favourably by a majority of that audience.

- After participating in the Choicebook™, the target audiences were still more likely than the general public to apply to a sector job nearby, and were much more likely than at the start of the Choicebook™ - especially new Canadians, as shown in the table to the right.

	Would apply *(change from start)*	**Would move for job**
Youth	29% *(+9%)*	20%
Indigenous People	29% *(+7%)*	22%
New Canadians	41% *(+14%)*	22%
Unemployed	32% *(+7%)*	21%
General public	16% (+5%)	8%

Job Examples by the Numbers

Fish Filleter

- Youth feel the most qualified (54%), however all target groups believe they are more qualified than the general public (44%).
- Indigenous People are the most likely to apply (32%). Again, all groups are more likely to apply than Canadians in general (12%).
- Pay and benefits, interest, and the opportunity to advance are the top three motivating factors across the target groups just like they are for the general public.
- Those young Canadians and New Canadians that would not apply are most likely to give disinterest in the job as the reason for not applying (58% and 57% respectively, compared to 43% in the general public.
  - New Canadians are more likely to point to a lack of advancement opportunities (28% compared to 17% across the target audiences and 12% for the general public).

Industrial Butcher/ Meat Cutter

- Young Canadians are more likely to say they are qualified (38%) and again, all groups are more likely to say so compared to the general public (27%).
- All groups are at least 10% more likely than the general public to say they would apply (9% would among Canadians in general), with Indigenous People showing the most interest (24%).
- The top three motivations for applying are pay and benefits, interest, and advancement opportunities. This is true for the general public and across all target groups.
- Disinterest, lacking experience and pay and benefits are the top three reasons given for not applying.

Lobster Processor

- Respondents in all groups tend to believe they are qualified for the job compared to the general public, with young Canadians being the most confident (49% to 37% in the general public).
- While only 9% of the general public would apply for the job, at least one in four among each target audience would.
- Applicants to this job are motivated by interest, pay and benefits and advancement opportunities regardless of what segment they belong to.
- Those that would not apply point to disinterest, pay and benefits and a lack of experience.
  - New Canadians are more likely to avoid applying due to not having the required experience (31%compared to 21% across the target audiences and 20% for the general public).

Operations Manager

- While less believe they are qualified for this job compared to the other examples, all four target groups are more likely to be confident in their qualifications than Canadians in general (no group lower than 27% compared to 22% in the general public).
- New Canadians are the most likely to apply for the operations manager position(37%), while all groups are more likely to apply than Canadians in general (18%).
- Reasons for applying are consistent across groups and the general public, with pay and benefits, interest, and advancement opportunities making up the top three.
- Not having the required experience is the main reason for not applying (across segments and the general public). Young Canadians are more likely to say that the job does not look interesting (35% compared to 27% across all groups and 23% in the general public).

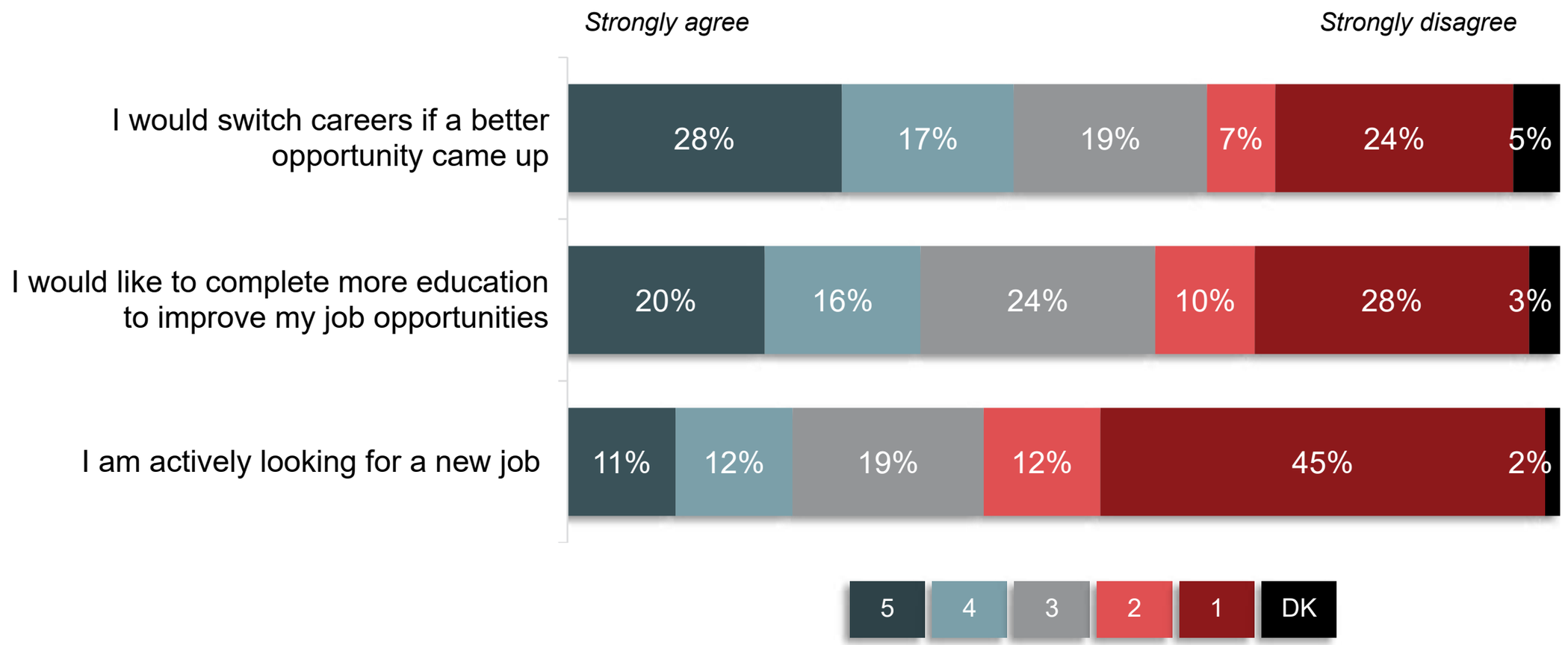
Detailed findings

Employment information

Employment profile

General public

Please indicate whether you agree or disagree with the following statements



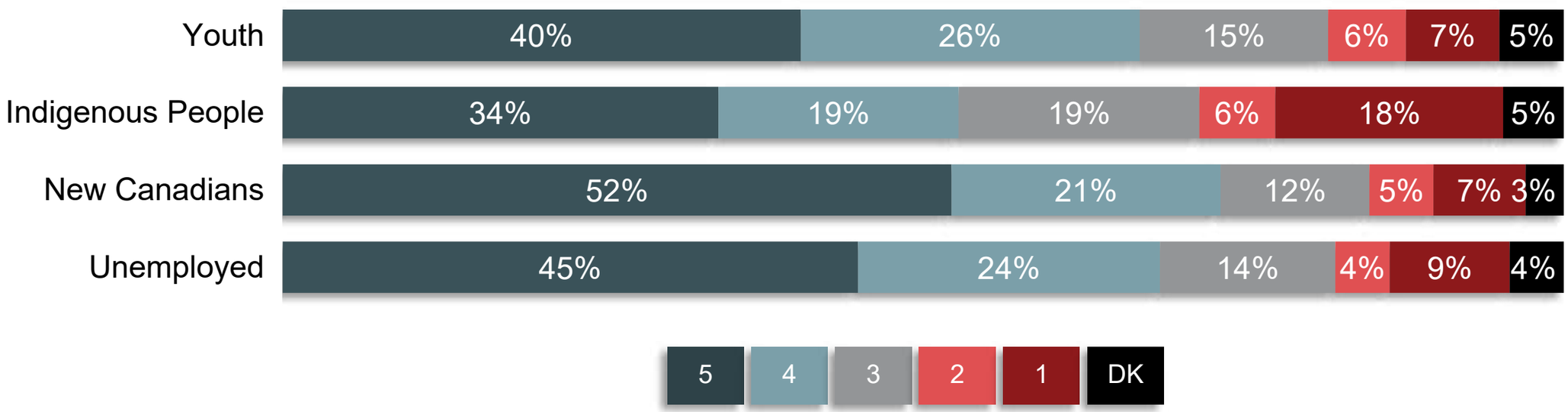
Scale 1 to 5: 5, Strongly agree; 4, Agree; 3, Neutral; 2, Disagree; 1, Strongly disagree; Don`t know

Employment profile

General public

Agree / disagree: **“I would switch careers if a better opportunity came up”**

Target audiences



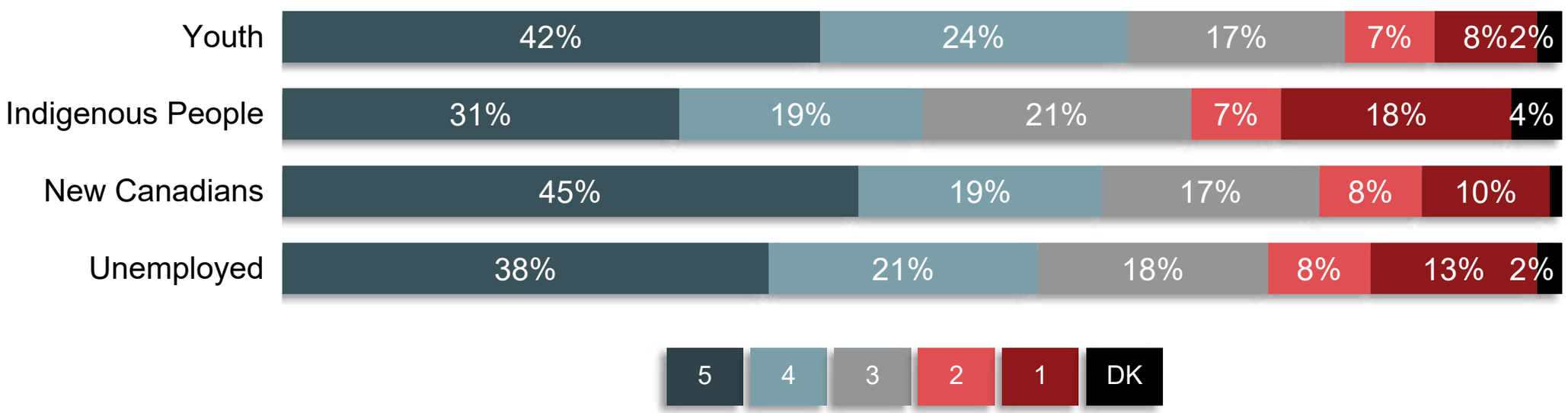
Scale 1 to 5: 5, Strongly agree; 4, Agree; 3, Neutral; 2, Disagree; 1, Strongly disagree; Don`t know

Employment profile

General public

Agree / disagree: **“I would like to complete more education to improve my job opportunities”**

Target audiences



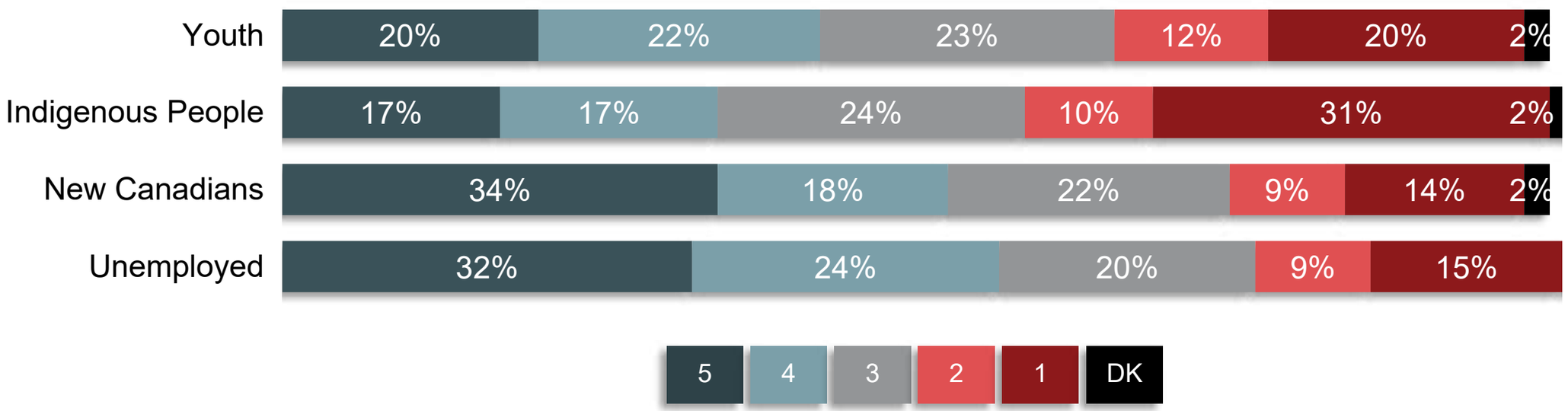
Scale 1 to 5: 5, Strongly agree; 4, Agree; 3, Neutral; 2, Disagree; 1, Strongly disagree; Don`t know

Employment profile

General public

Agree / disagree: **“I am actively looking for a new job”**

Target audiences

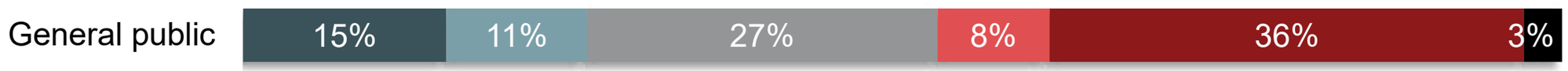


Scale 1 to 5: 5, Strongly agree; 4, Agree; 3, Neutral; 2, Disagree; 1, Strongly disagree; Don`t know

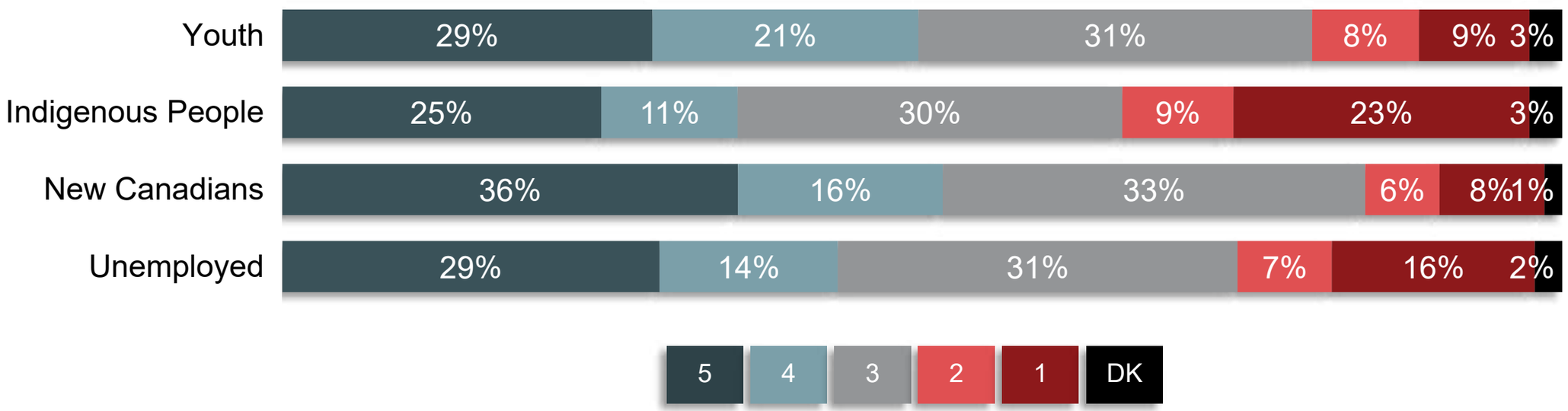
Employment profile

General public

Generally speaking, are you willing to move somewhere for better job opportunities?



Target audiences



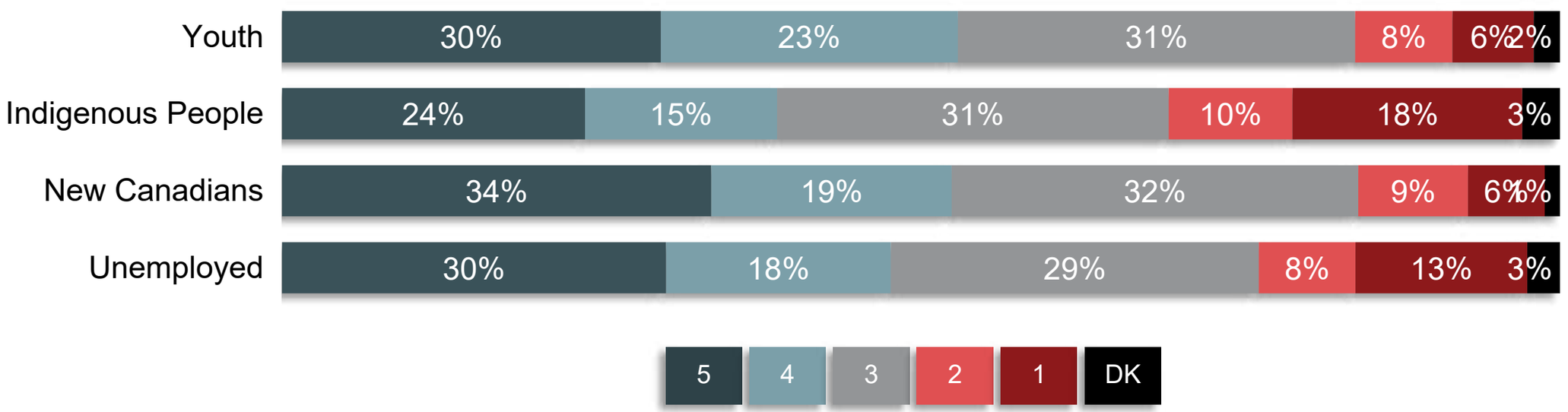
Scale 1 to 5: 5, Yes, definitely – 1, No, definitely not; Don`t know

Employment profile

General public

And are you willing to move somewhere for a <u>specific</u> job?

Target audiences

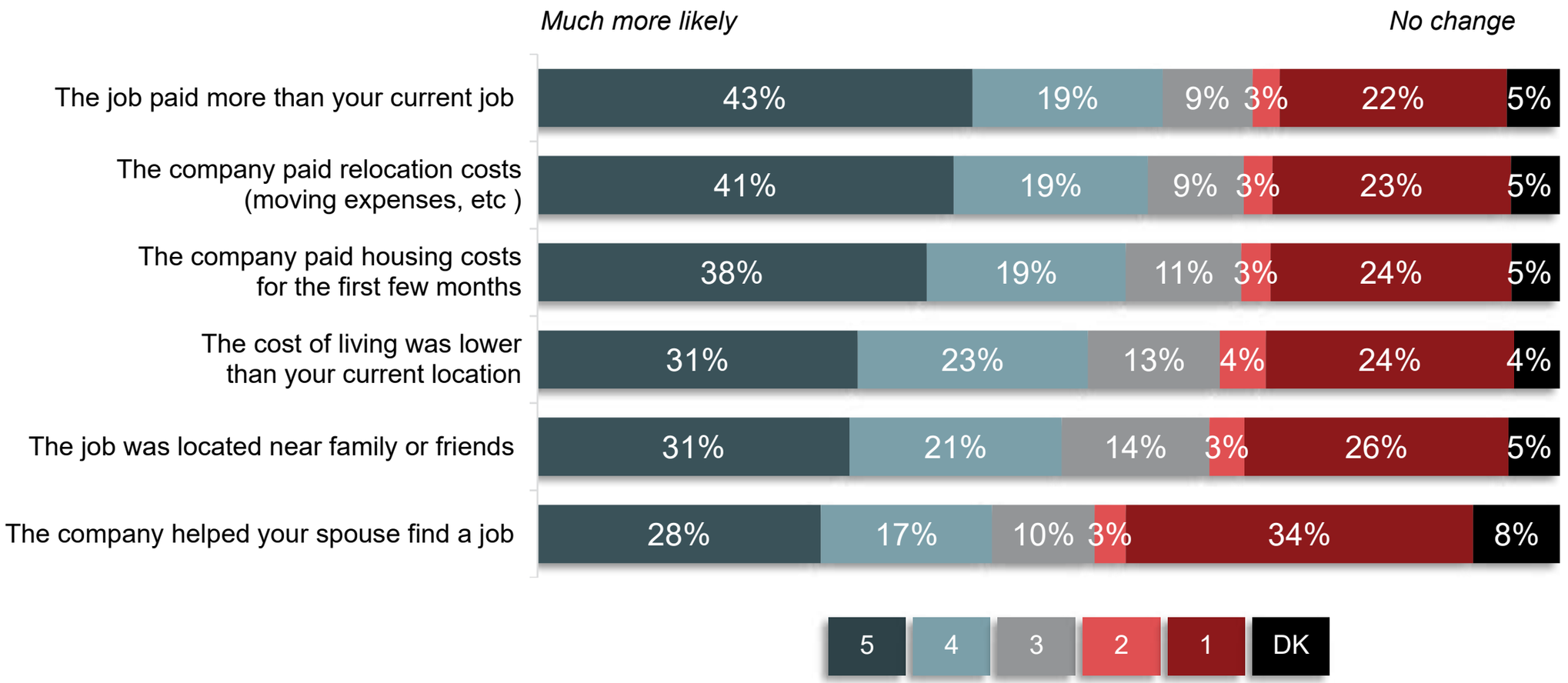


Scale 1 to 5: 5, Yes, definitely – 1, No, definitely not; Don`t know

Employment profile

General public

How would the following conditions impact your decision to move for a job?



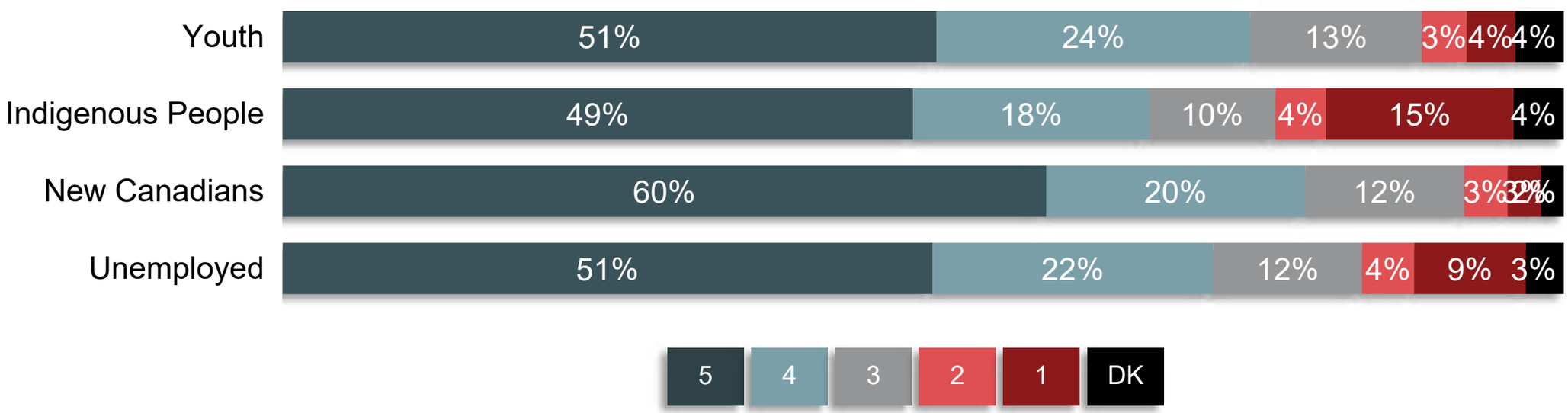
Scale 1 to 5: 5, Much more likely – 1, No change; Don`t know

Employment profile

General public

Impact on decision: **“The job paid more than your current job”**

Target audiences



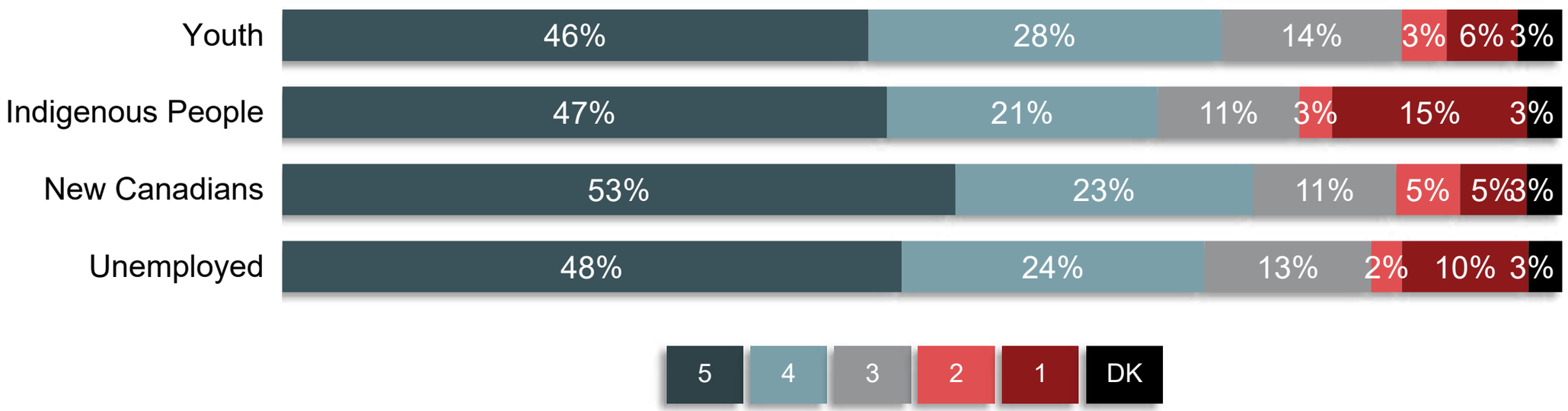
Scale 1 to 5: 5, Much more likely – 1, No change; Don`t know

Employment profile

General public

Impact on decision: **“The company paid relocation costs”**

Target audiences



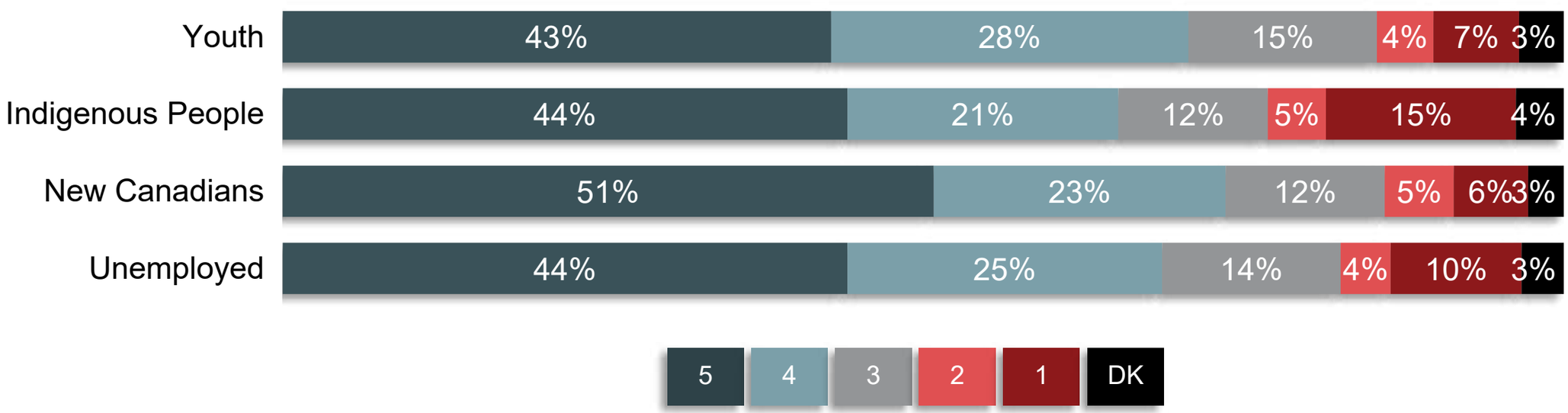
Scale 1 to 5: 5, Much more likely – 1, No change; Don`t know

Employment profile

General public

Impact on decision: **“The company paid housing costs for the first few months”**

Target audiences

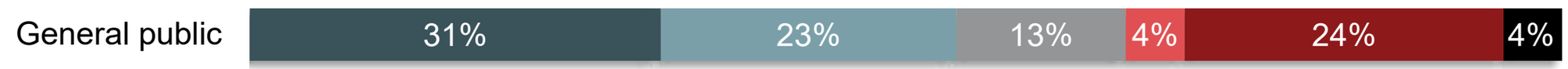


Scale 1 to 5: 5, Much more likely – 1, No change; Don`t know

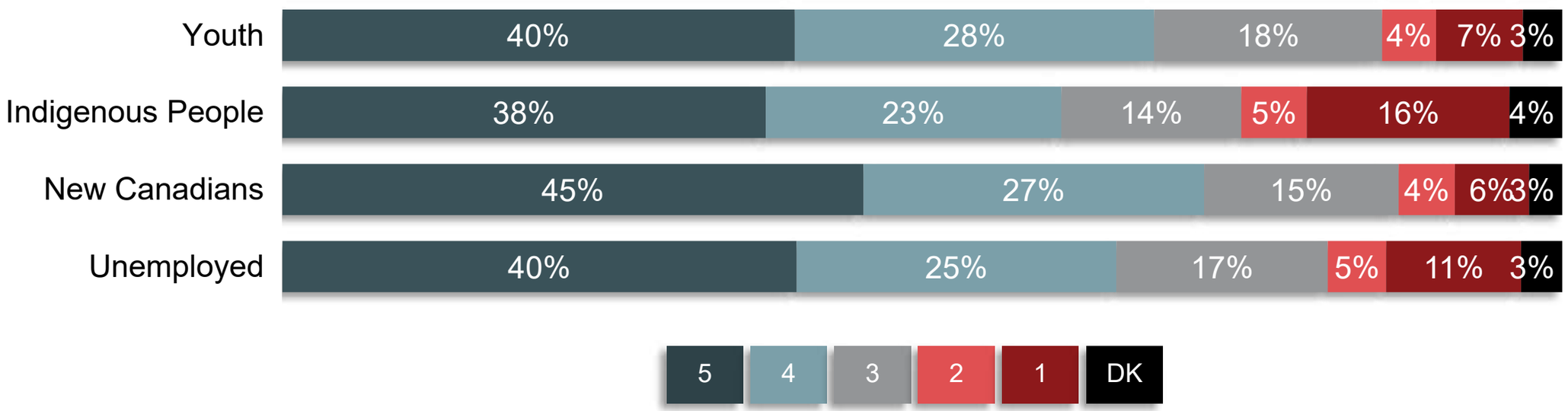
Employment profile

General public

Impact on decision: **“The cost of living was lower than your current location”**



Target audiences

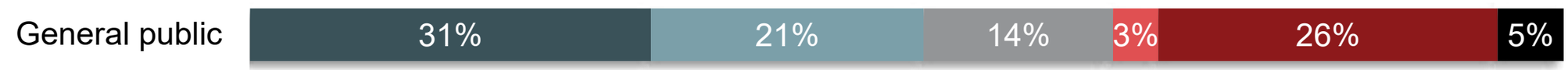


Scale 1 to 5: 5, Much more likely – 1, No change; Don`t know

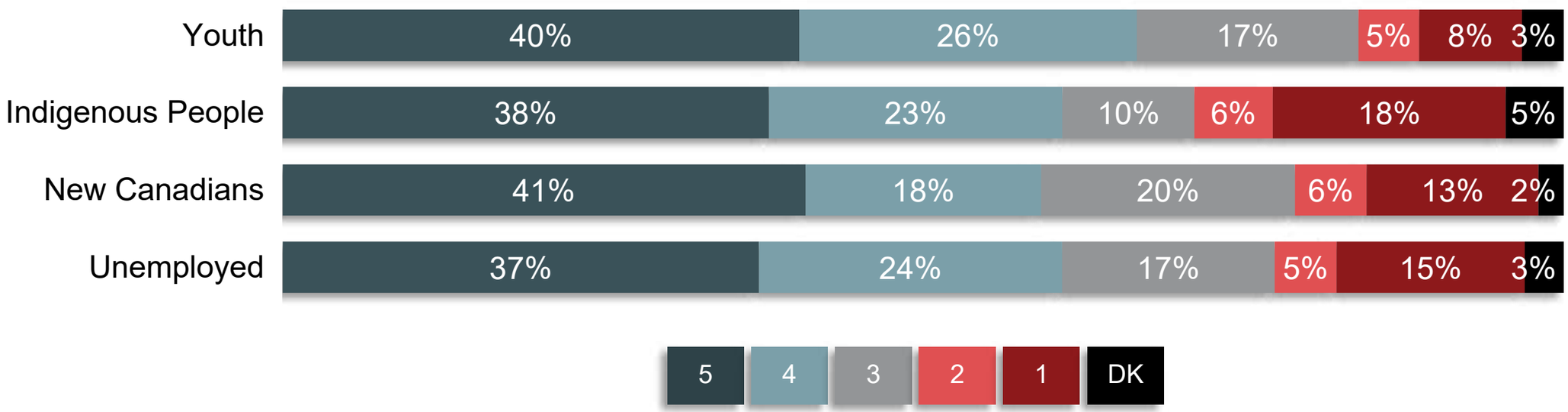
Employment profile

General public

Impact on decision: **“The job was located near family or friends”**



Target audiences



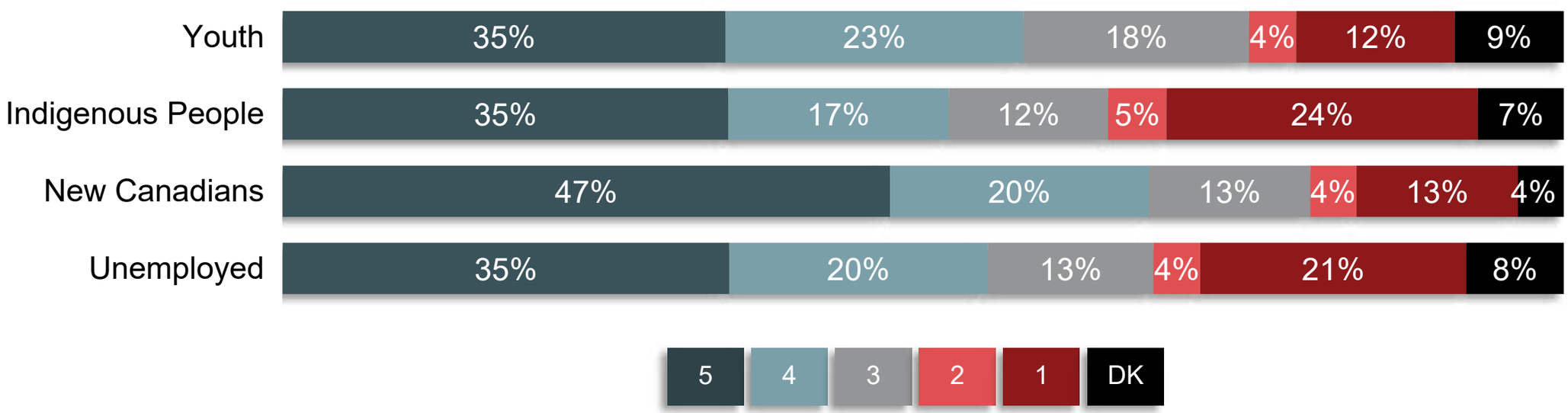
Scale 1 to 5: 5, Much more likely – 1, No change; Don`t know

Employment profile

General public

Impact on decision: **“The company helped your spouse find a job”**

Target audiences

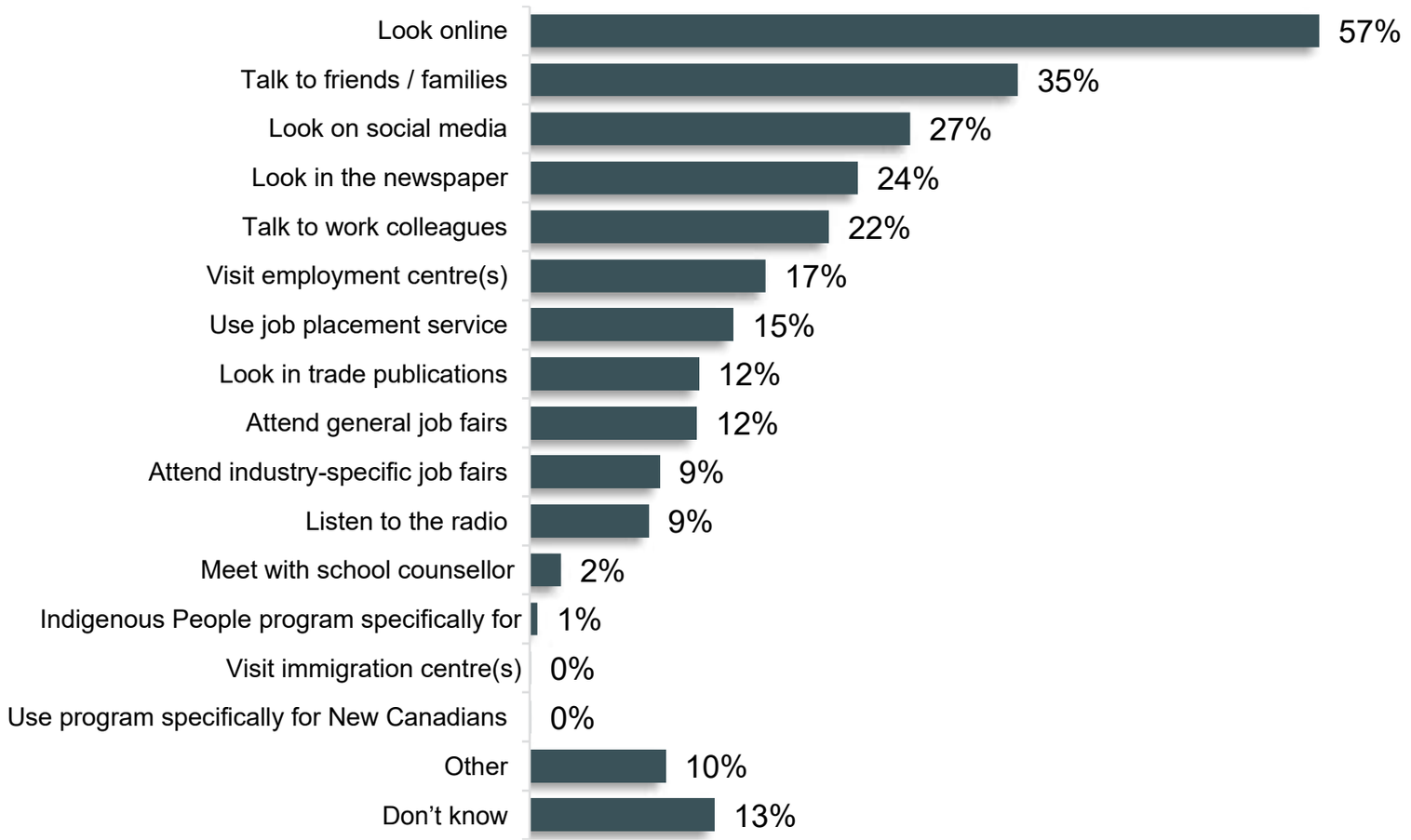


Scale 1 to 5: 5, Much more likely – 1, No change; Don`t know

Employment information sources

General public

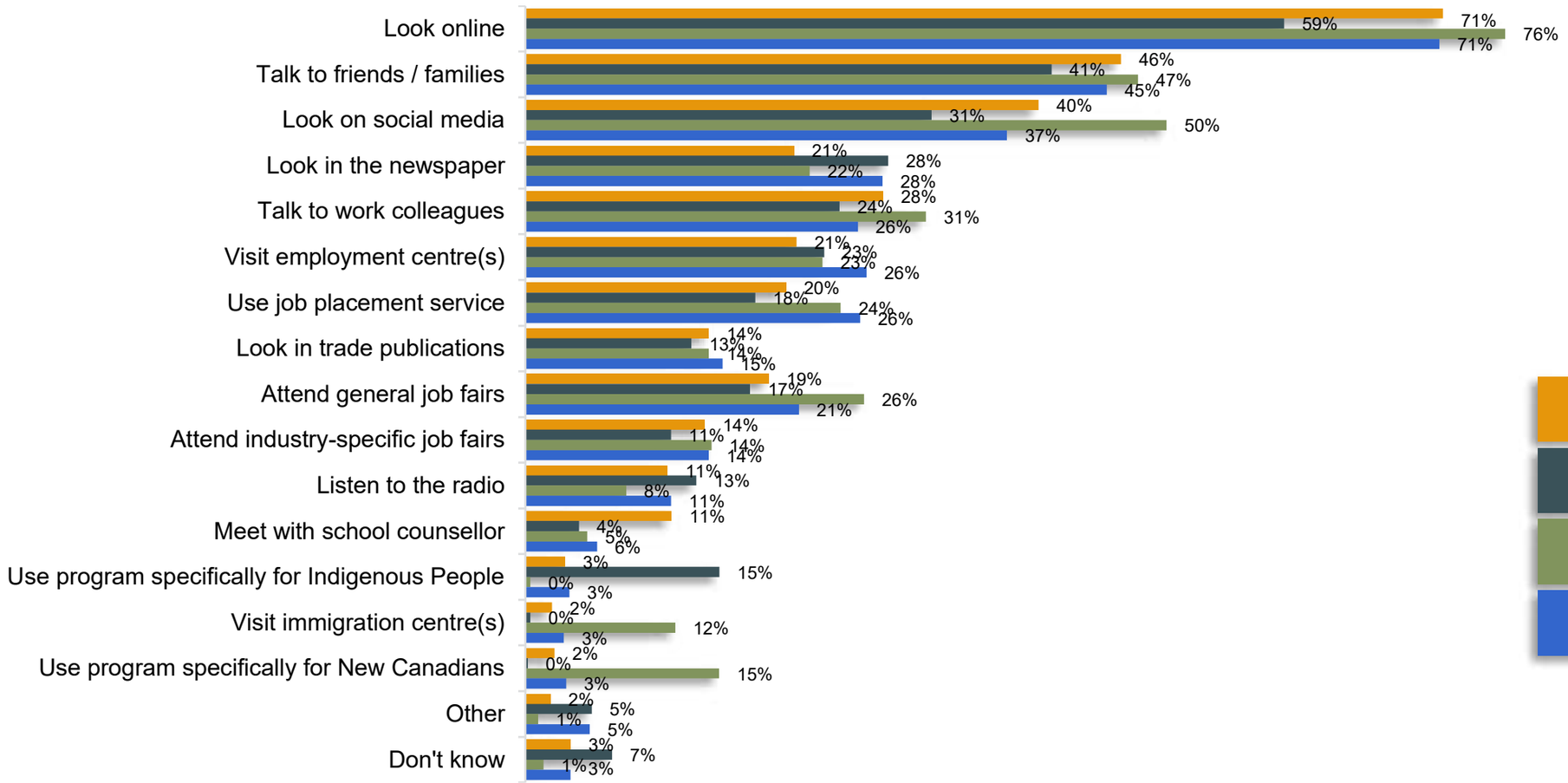
How do you generally learn about career opportunities?



Employment information sources

Target audiences

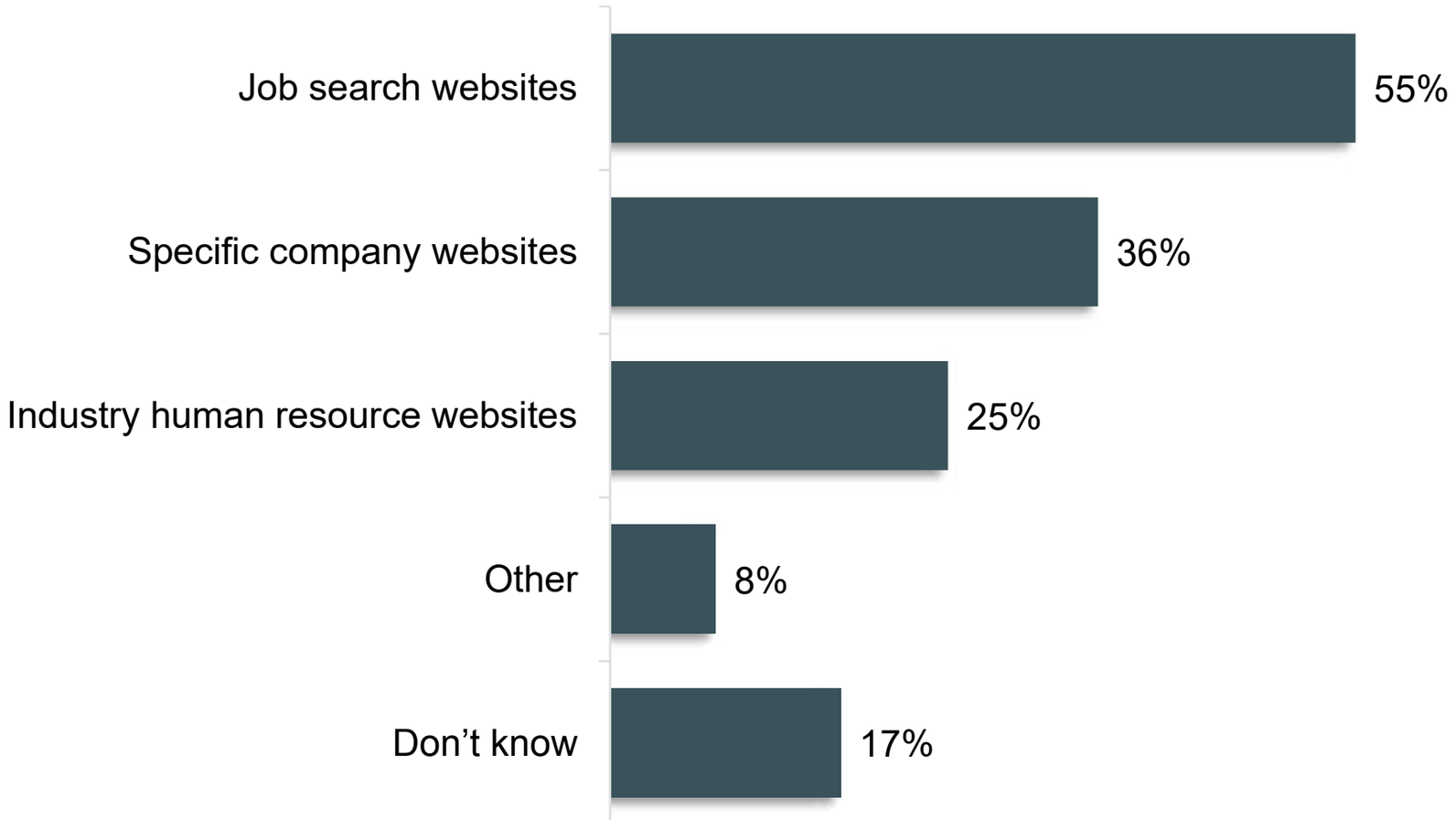
How do you generally learn about career opportunities?



Employment information sources

General public

What kinds of websites do you look on?



Employment information sources

Target audiences

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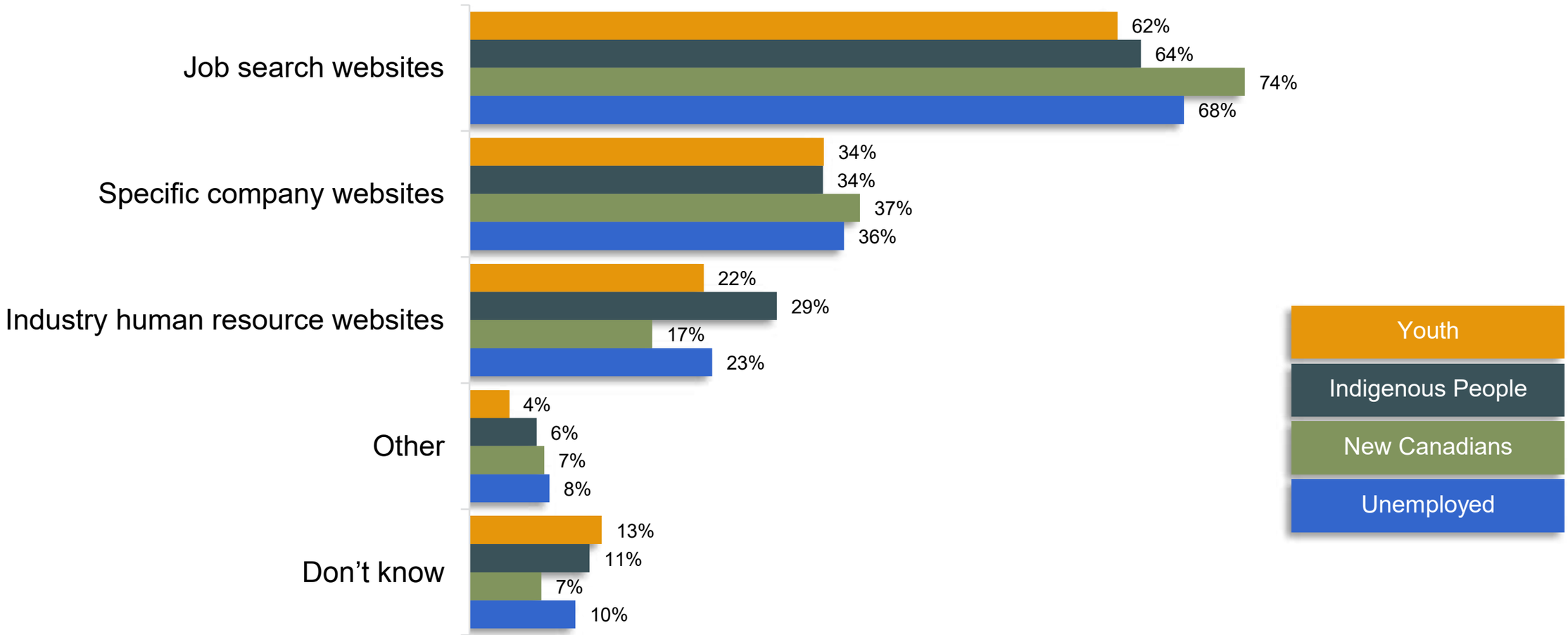
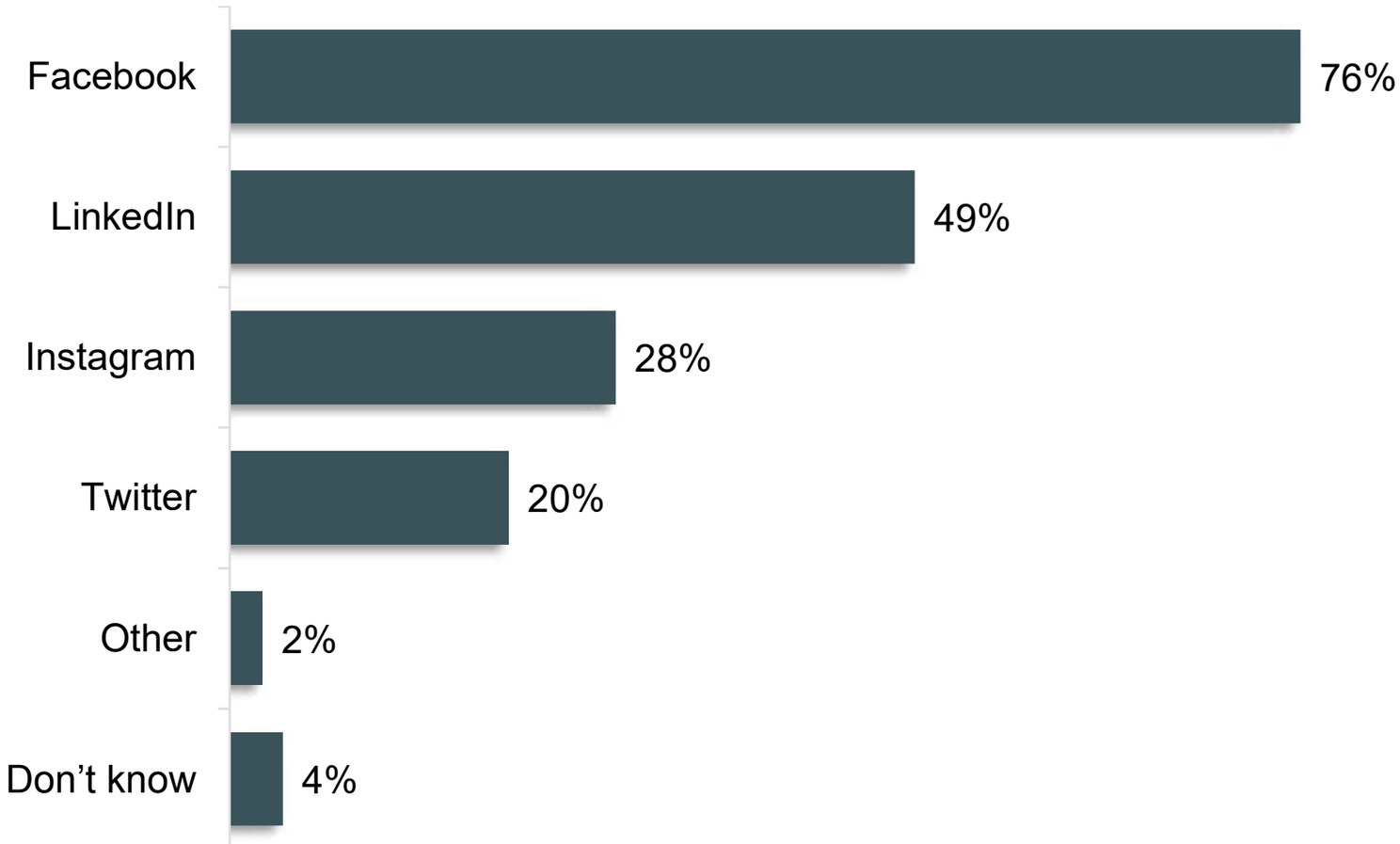


Employment information sources

General public

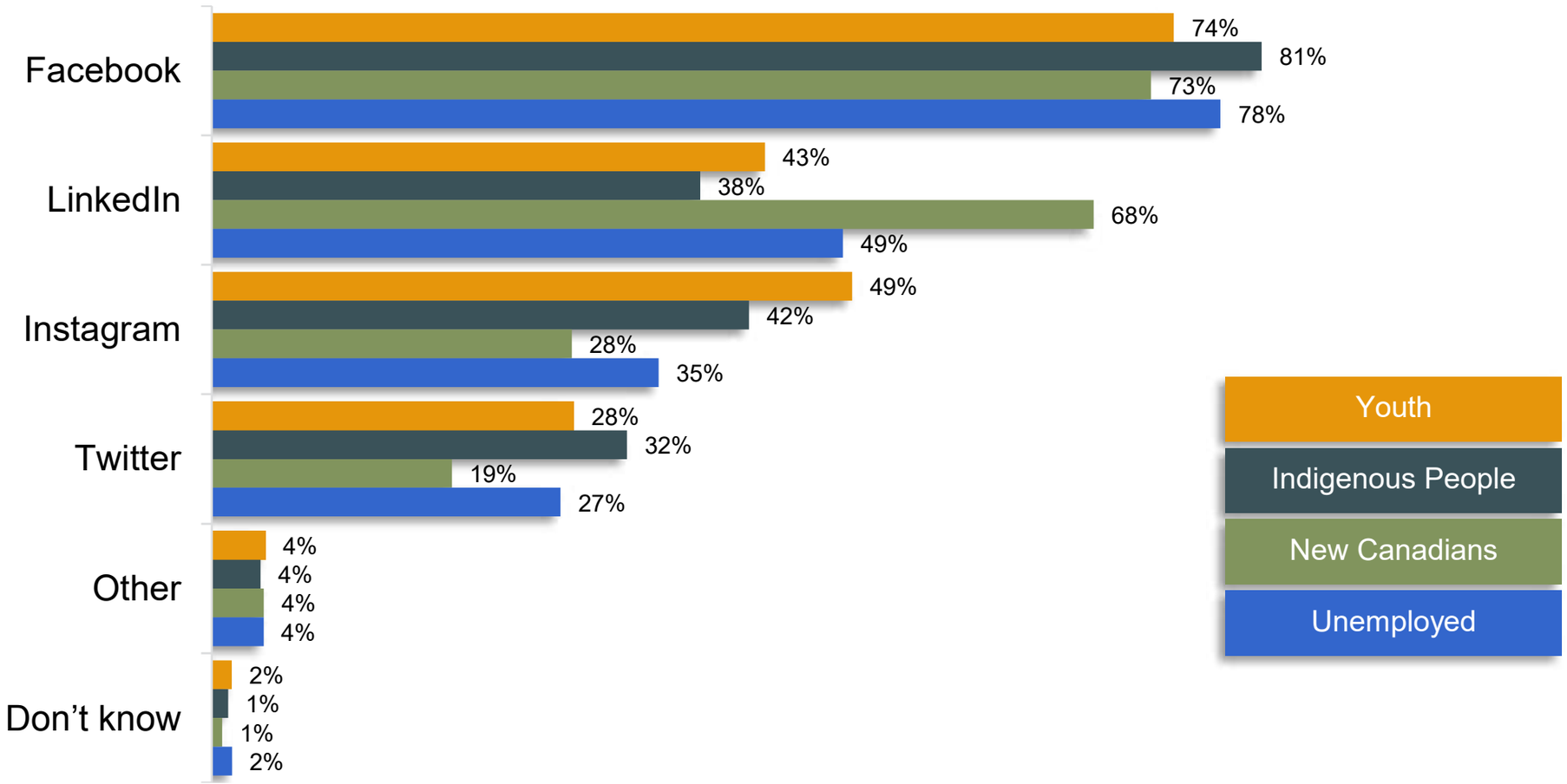
What social media platforms do you look on?



Employment information sources

Target audiences

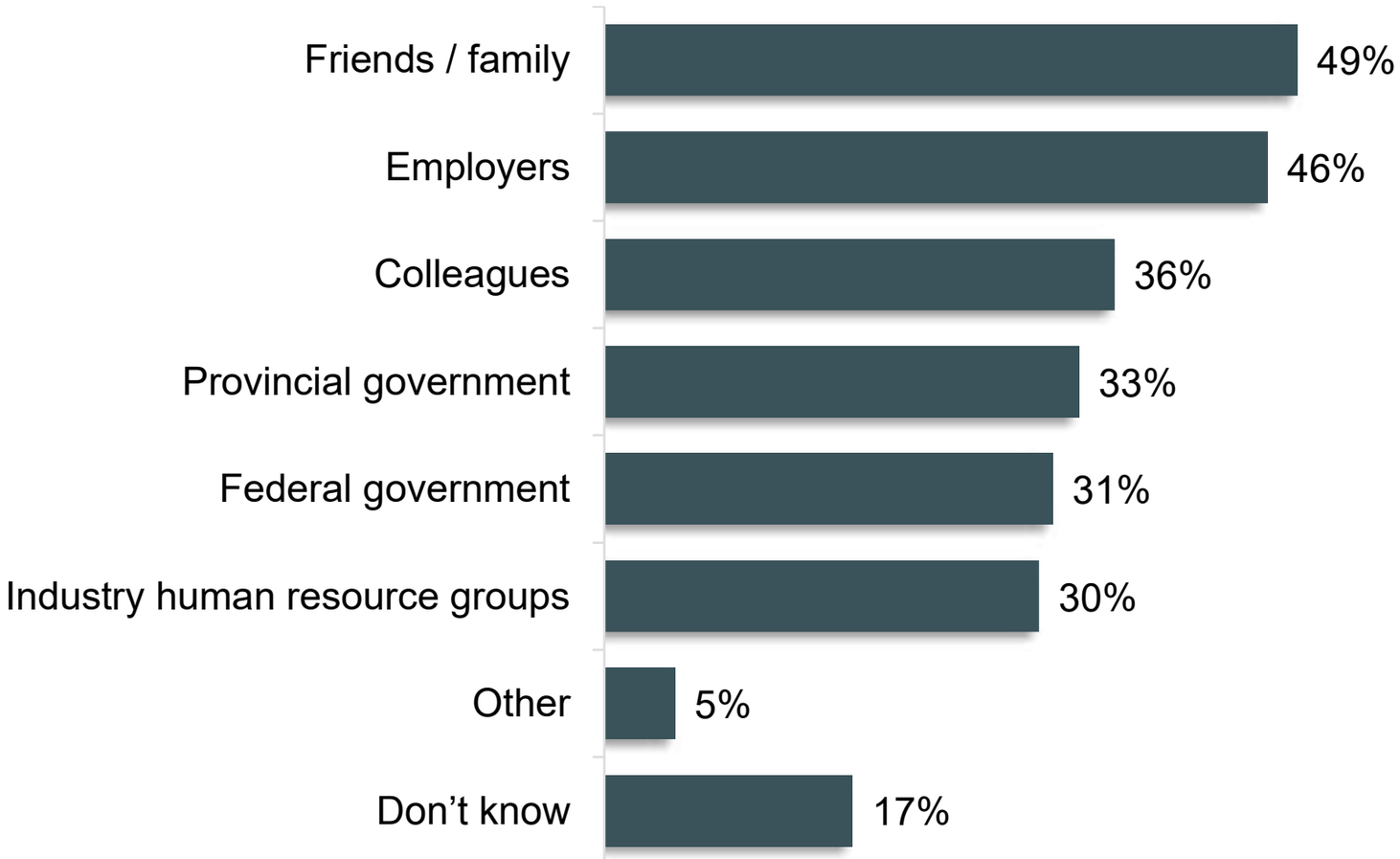
What social media platforms do you look on?



Employment information sources

General public

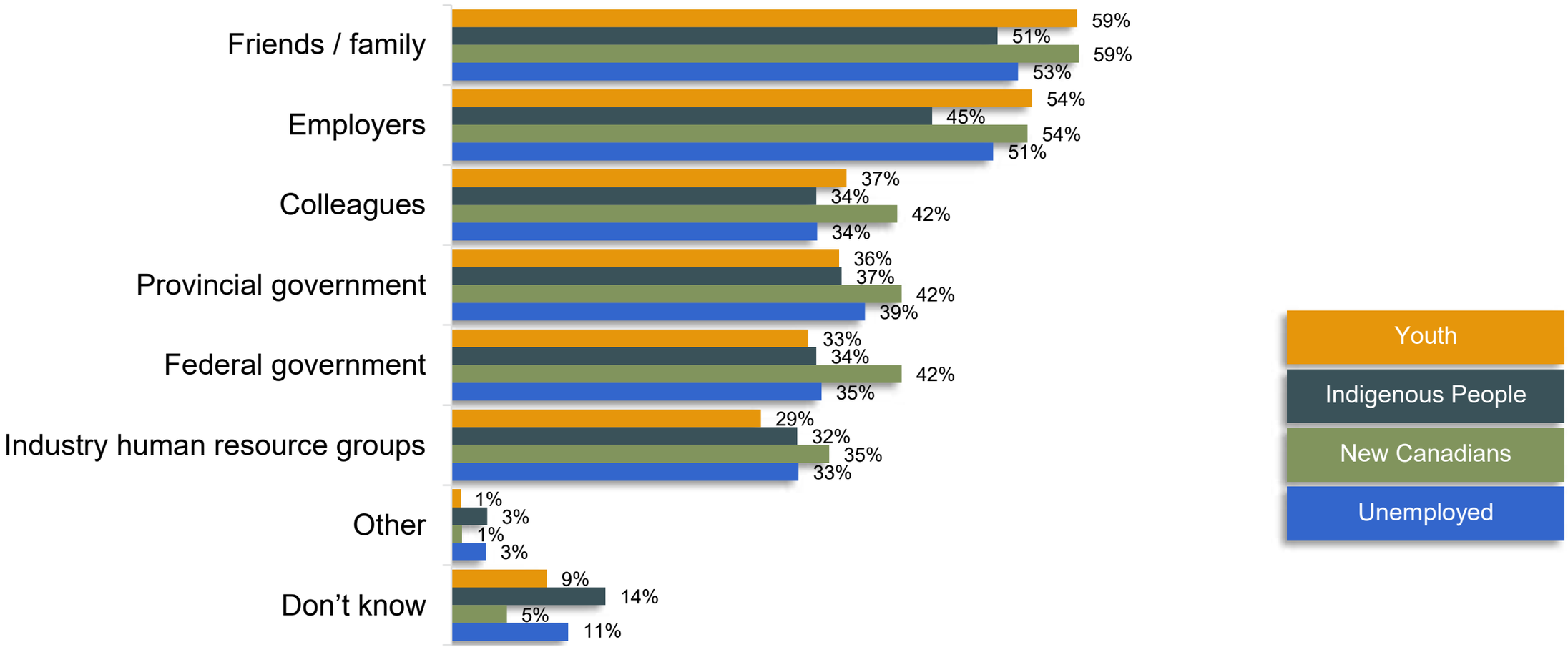
Who do you trust for information on careers and job opportunities?



Employment information sources

Target audiences

Who do you trust for information on careers and job opportunities?



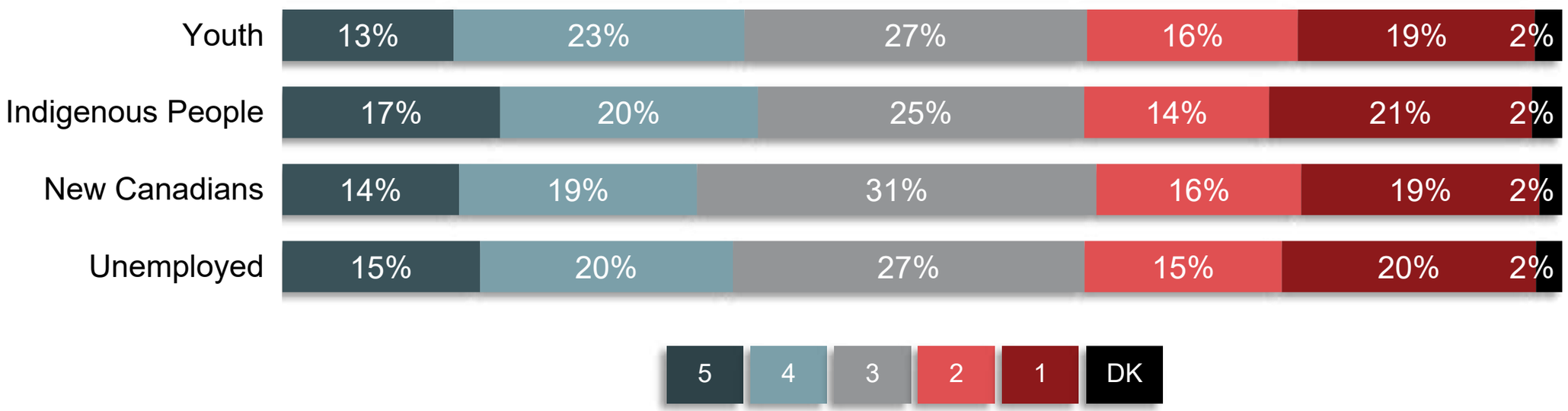
Food and beverage manufacturing sector

Food and beverage manufacturing sector

General public

How familiar are you with the food and beverage manufacturing sector?

Target audiences

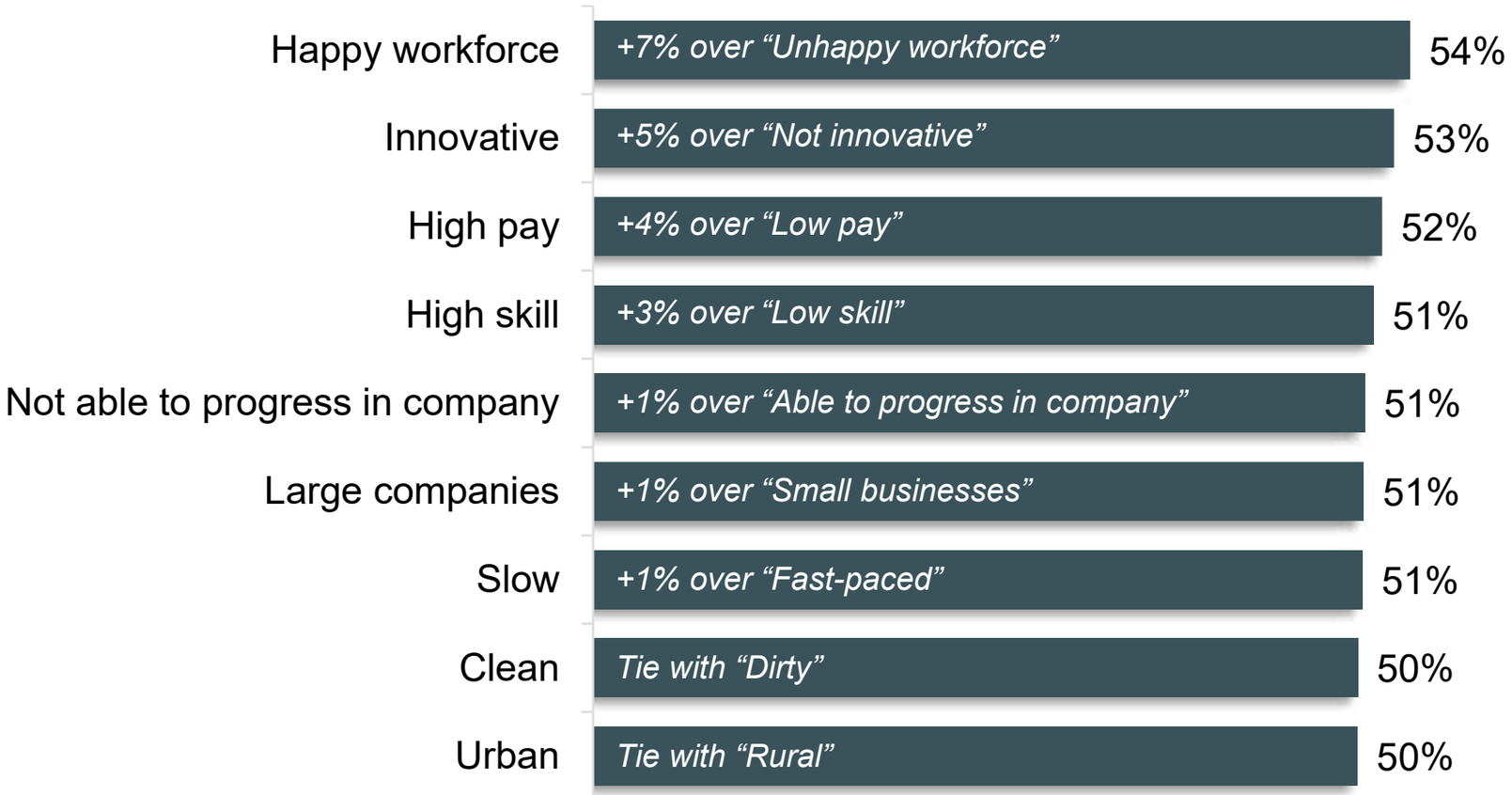


Scale 1 to 5: 5, Very familiar – 1, Not at all familiar; Don`t know

Food and beverage manufacturing sector

General public

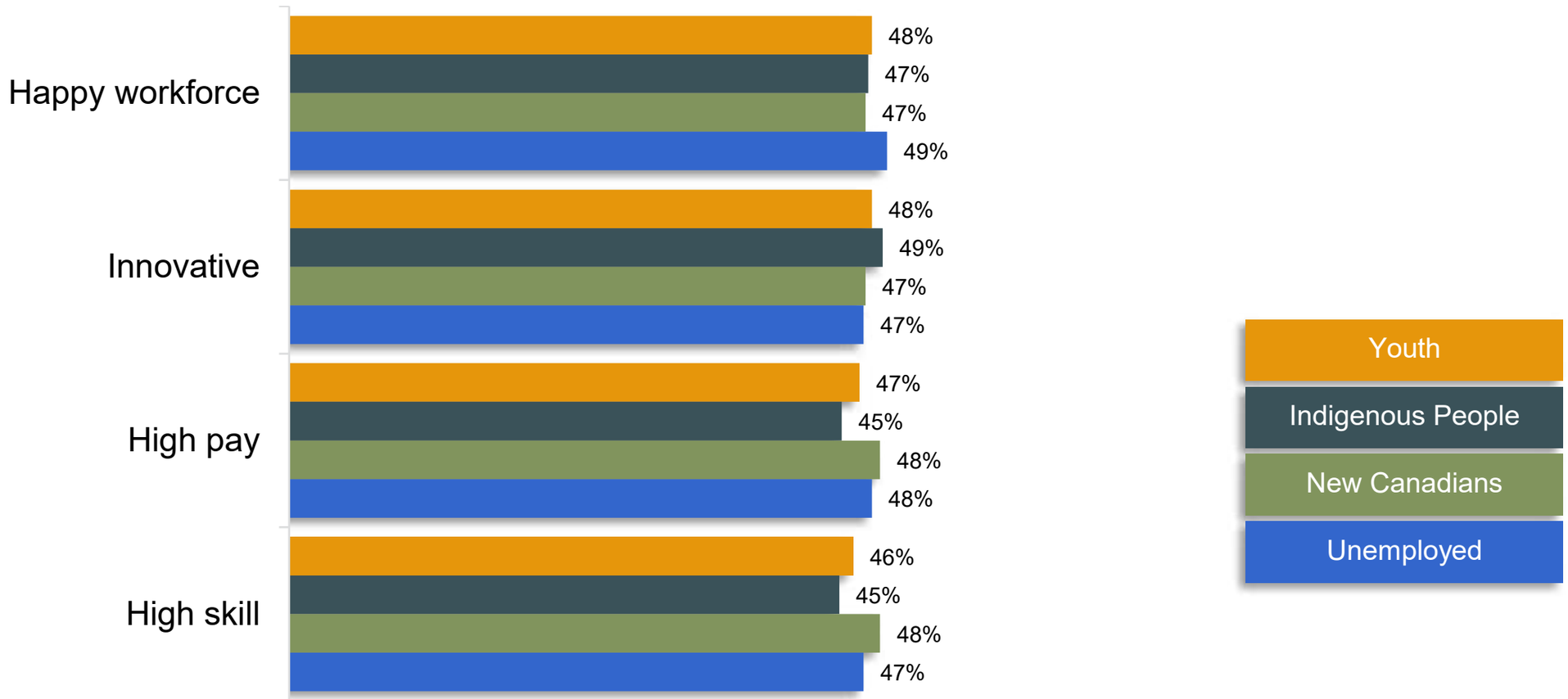
From what you know about food and beverage manufacturing, which words would you select from the options below to describe jobs in the sector?



Food and beverage manufacturing sector

Target audiences

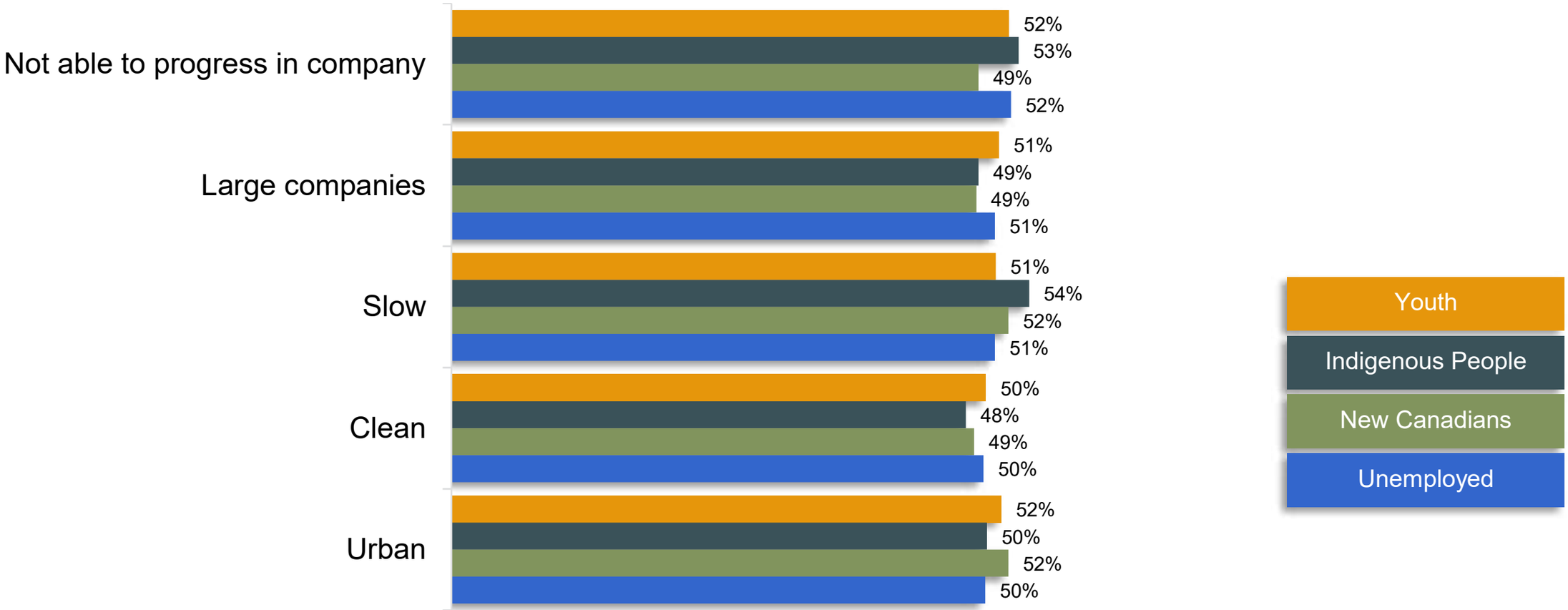
From what you know about food and beverage manufacturing, which words would you select from the options below to describe jobs in the sector?



Food and beverage manufacturing sector

Target audiences

From what you know about food and beverage manufacturing, which words would you select from the options below to describe jobs in the sector? (cont'd)

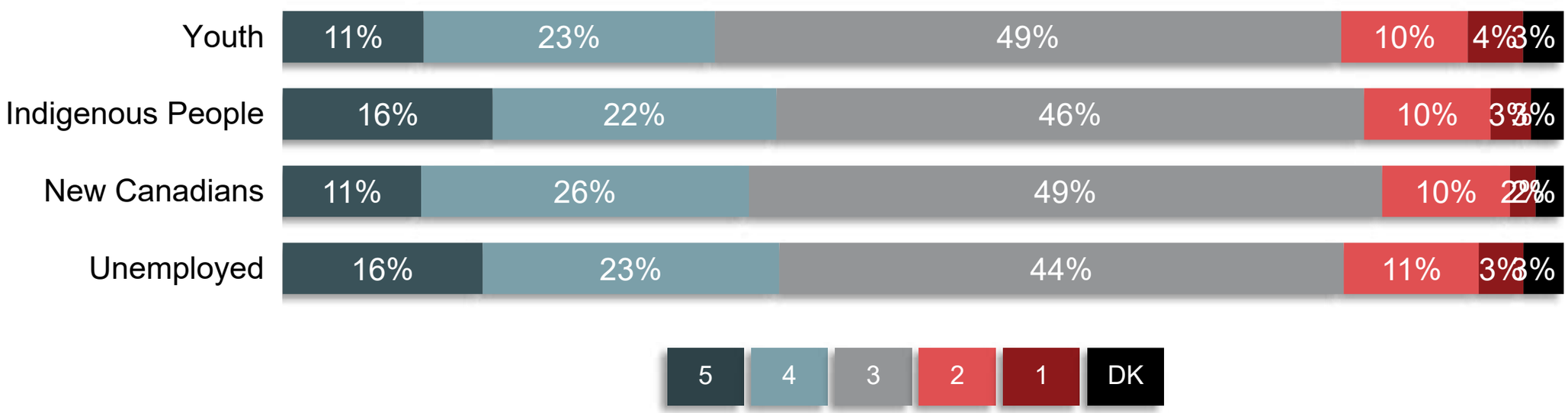


Food and beverage manufacturing sector

General public

In general, do you have a positive or negative impression of jobs in the food and beverage manufacturing sector?

Target audiences



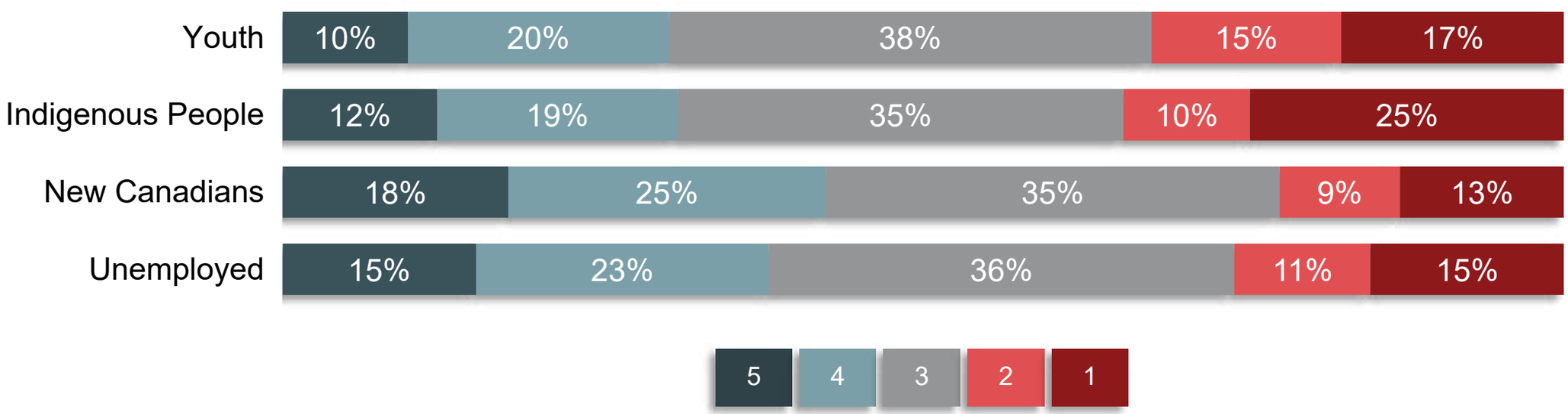
Scale 1 to 5: 5, Very positive – 1, Very negative; Don`t know

Food and beverage manufacturing sector

General public

Generally speaking, if a food and beverage manufacturing job was located near you, would you apply?

Target audiences

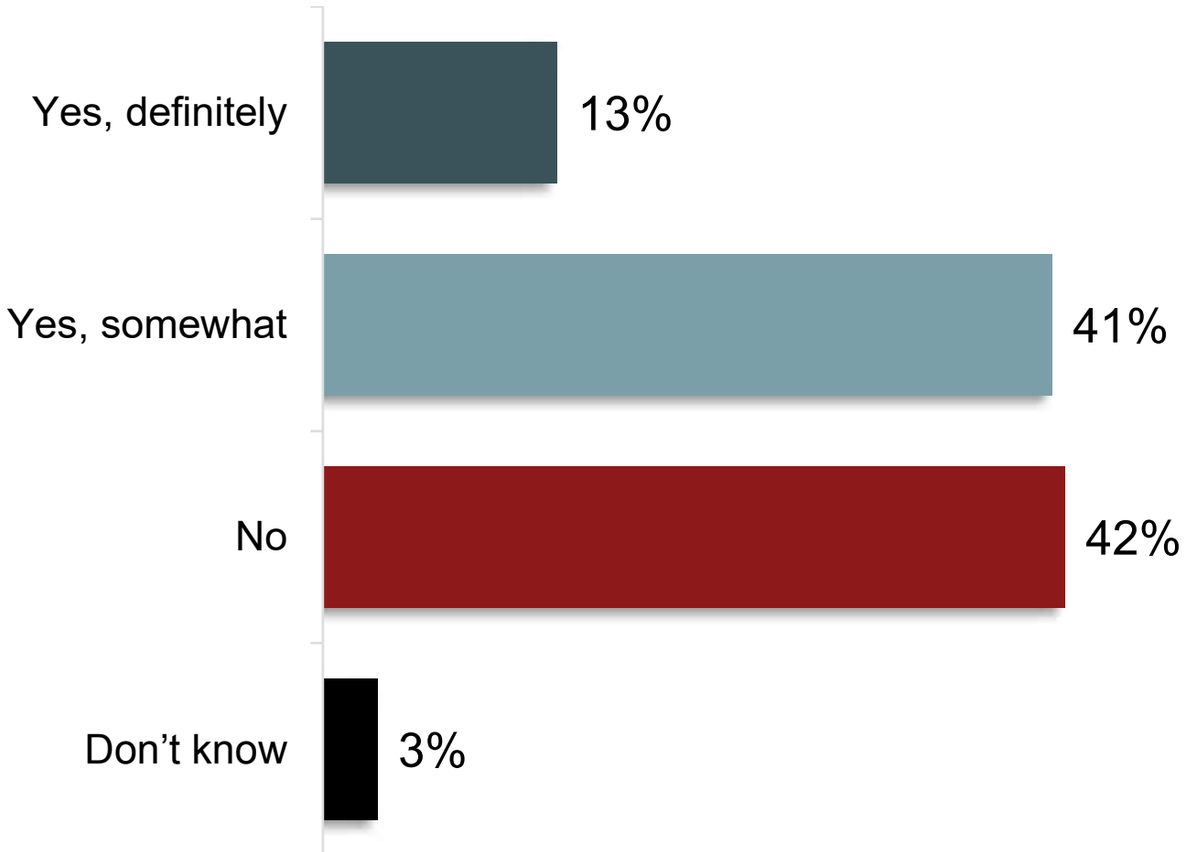


Scale 1 to 5: 5, Yes, definitely – 1, No, definitely not; Don`t know

Food and beverage manufacturing sector

General public

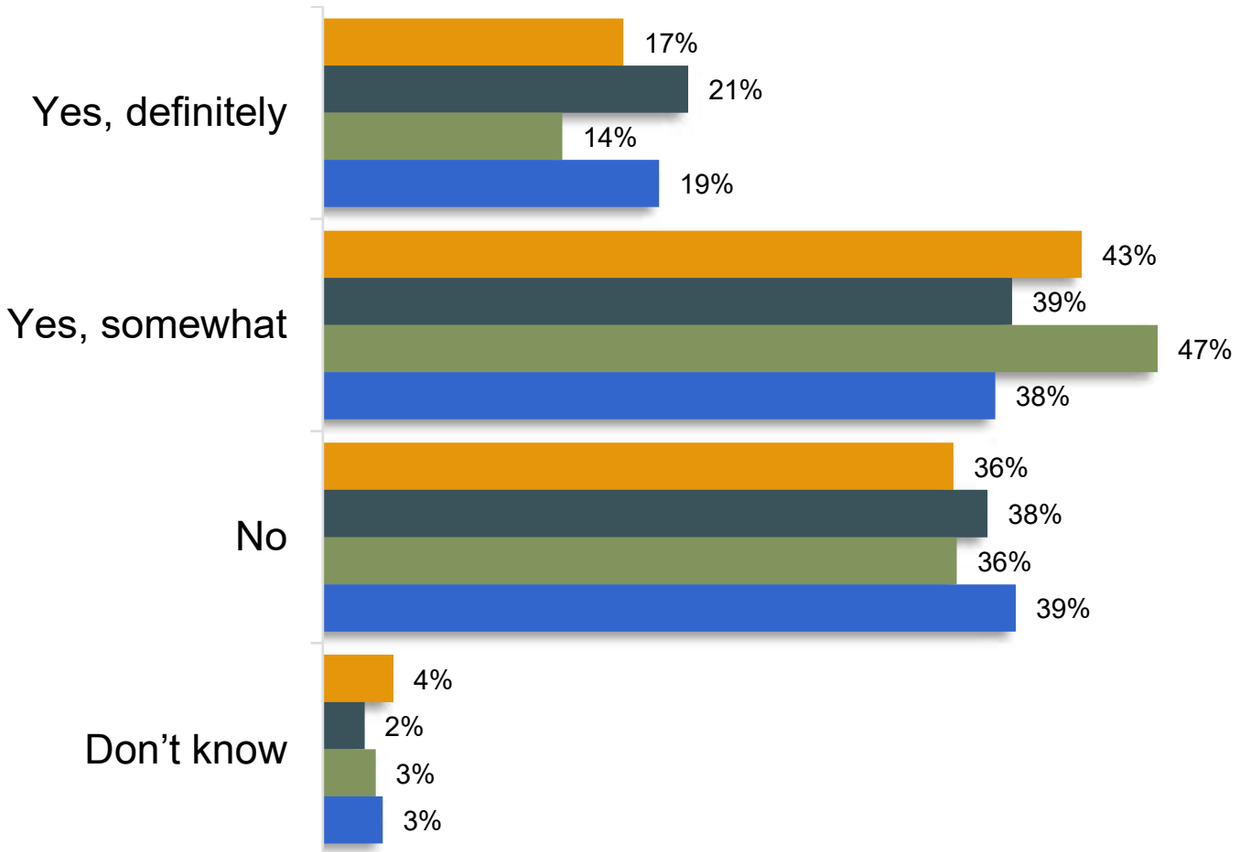
Before today, did you know the food manufacturing sector involved that many sectors?



Food and beverage manufacturing sector

Target audiences

Before today, did you know the food manufacturing sector involved that many sectors?



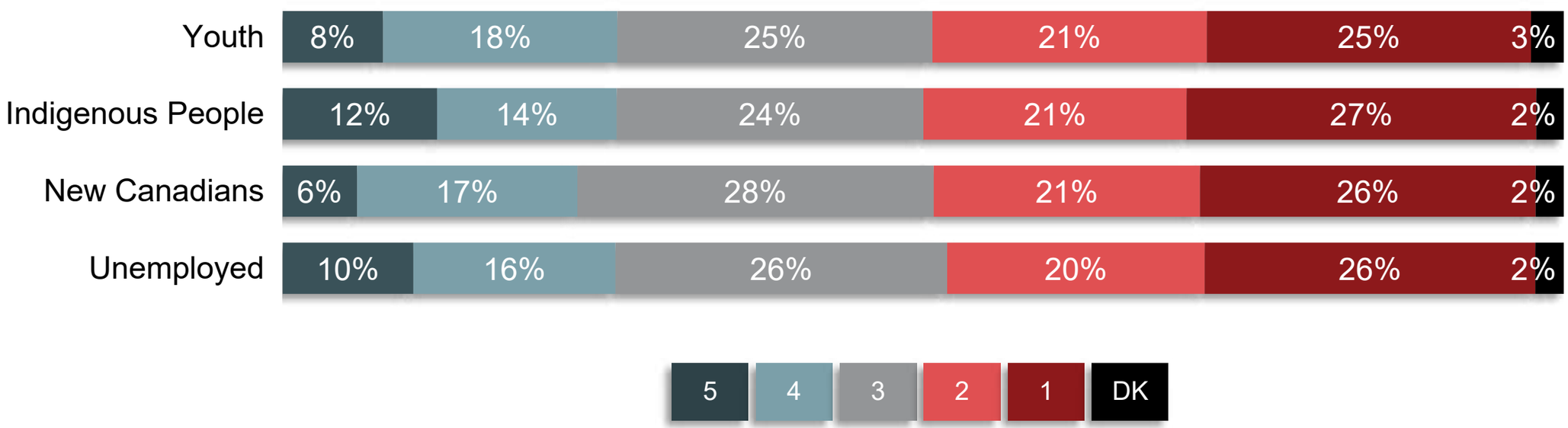
Meat and Seafood manufacturing sector

Meat and seafood manufacturing sector

General public

How familiar are you with <u>meat and seafood manufacturing</u>, specifically?

Target audiences



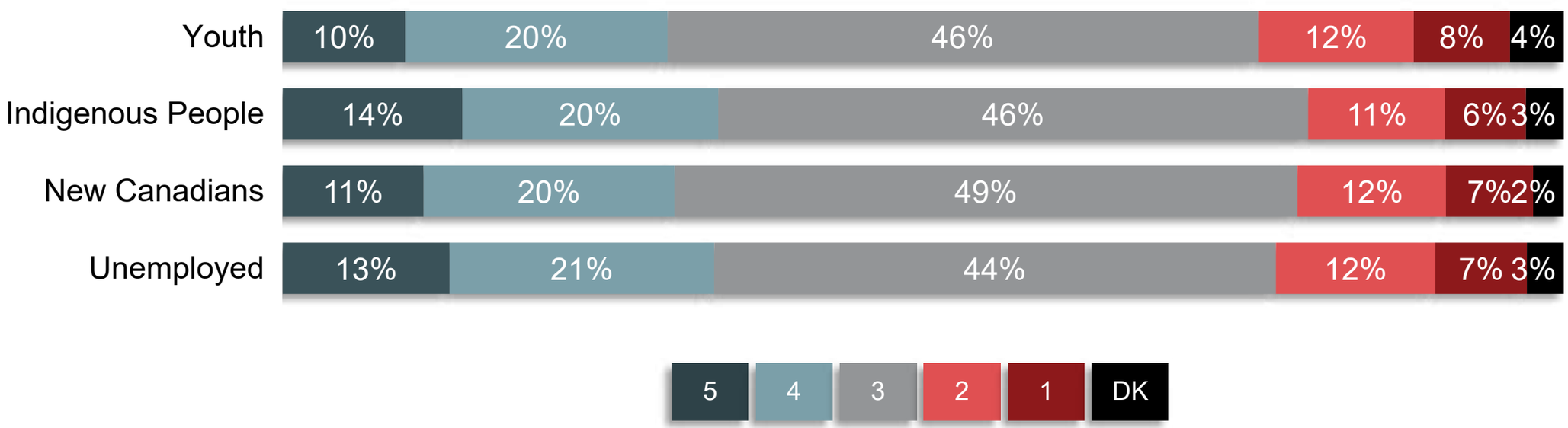
Scale 1 to 5: 5, Very familiar – 1, Not familiar at all; Don`t know

Meat and seafood manufacturing sector

General public

In general, do you have a positive or negative impression of jobs in meat and seafood manufacturing?

Target audiences



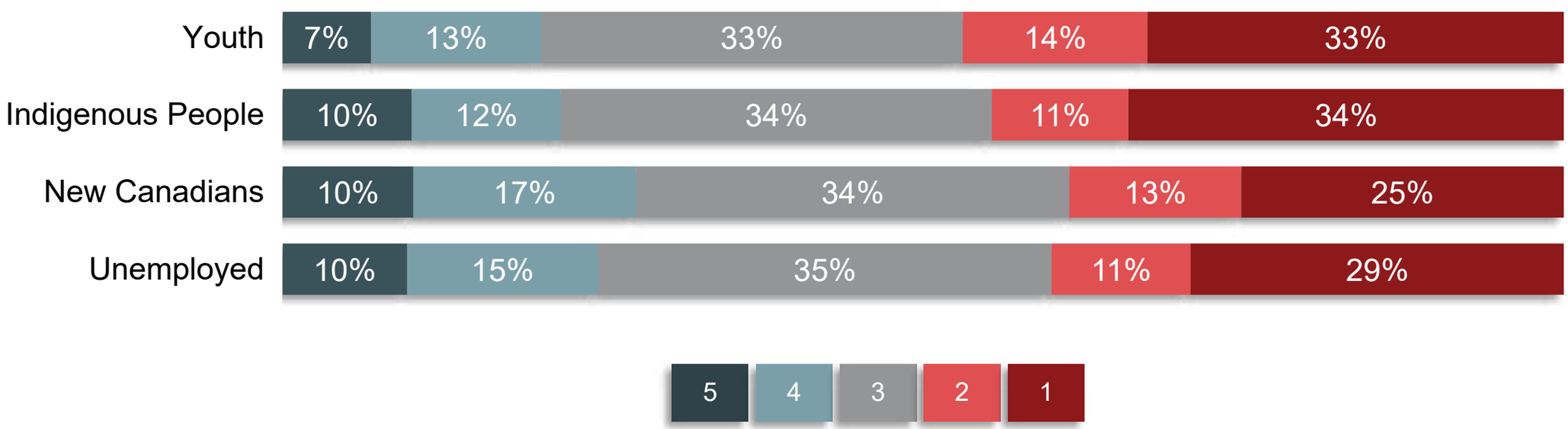
Scale 1 to 5: 5, Very positive – 1, Very negative; Don`t know

Meat and seafood manufacturing sector

General public

If a <u>meat and seafood manufacturing</u> job was located near you, would you apply?

Target audiences



Scale 1 to 5: 5, Yes, definitely – 1, No, definitely not; Don`t know

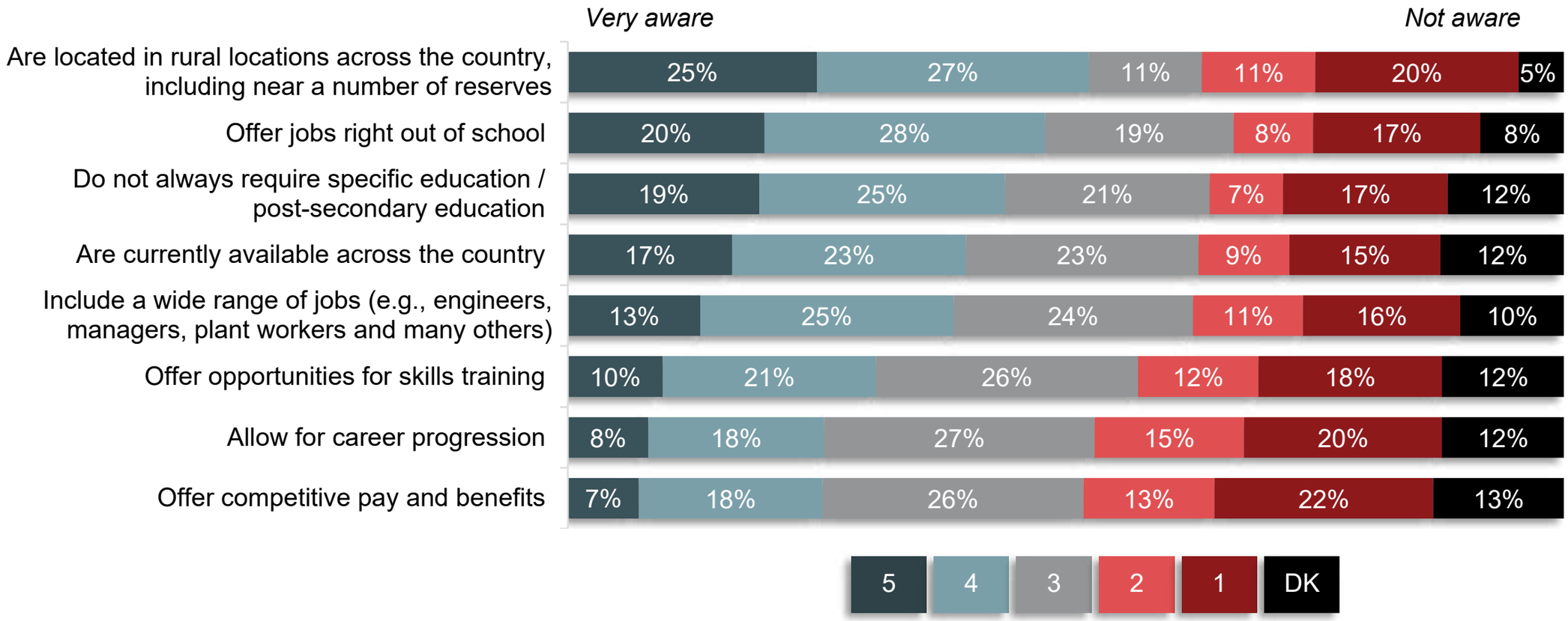
Job advantages

Job advantages: Awareness

General public

Before today, how aware were you of these advantages?

Jobs in the meat and seafood manufacturing sector…



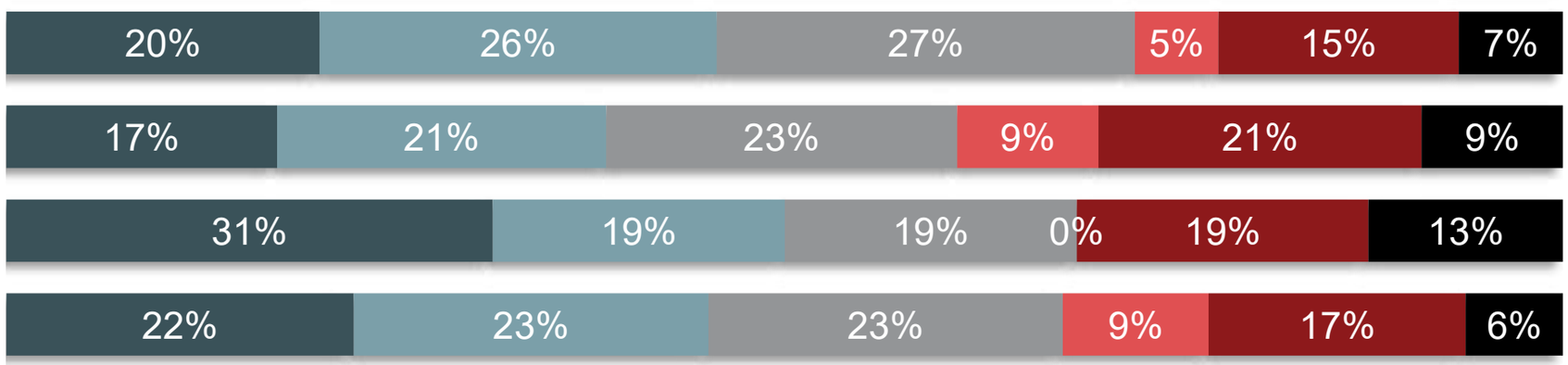
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job advantages: Awareness

General public

Awareness: [Jobs in the sector] **"Are located in rural locations across the country, including near a number of reserves"**

Target audiences



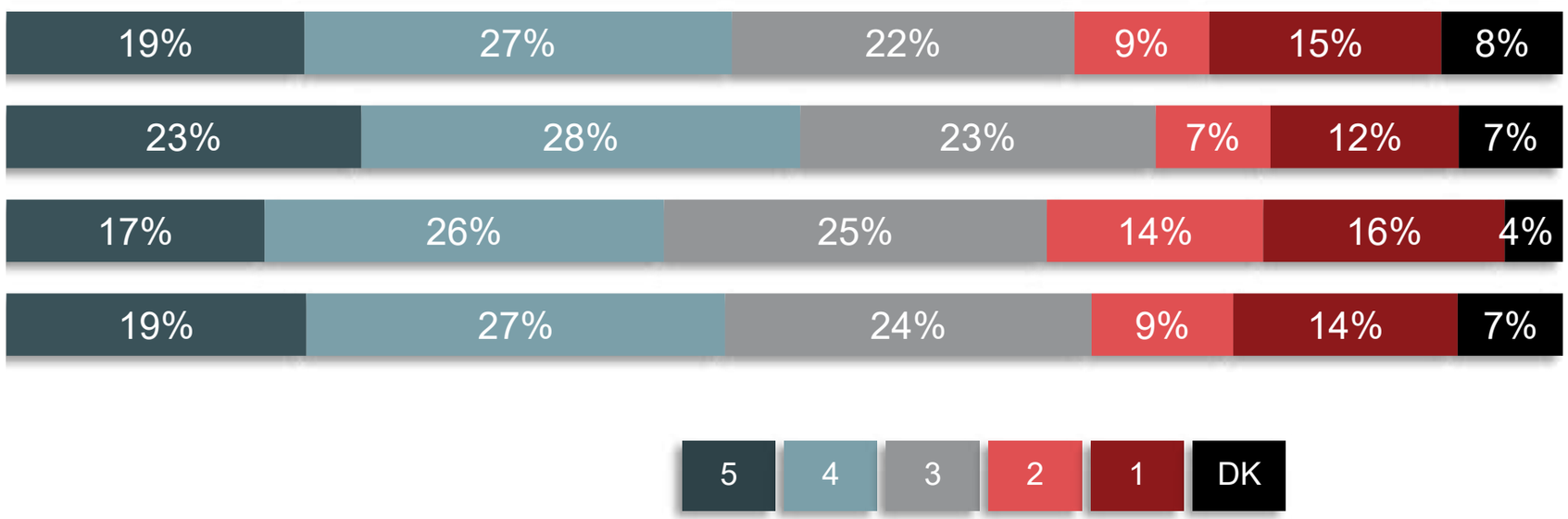
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job advantages: Awareness

General public

Awareness: [Jobs in the sector] **“Offer jobs right out of school”**

Target audiences



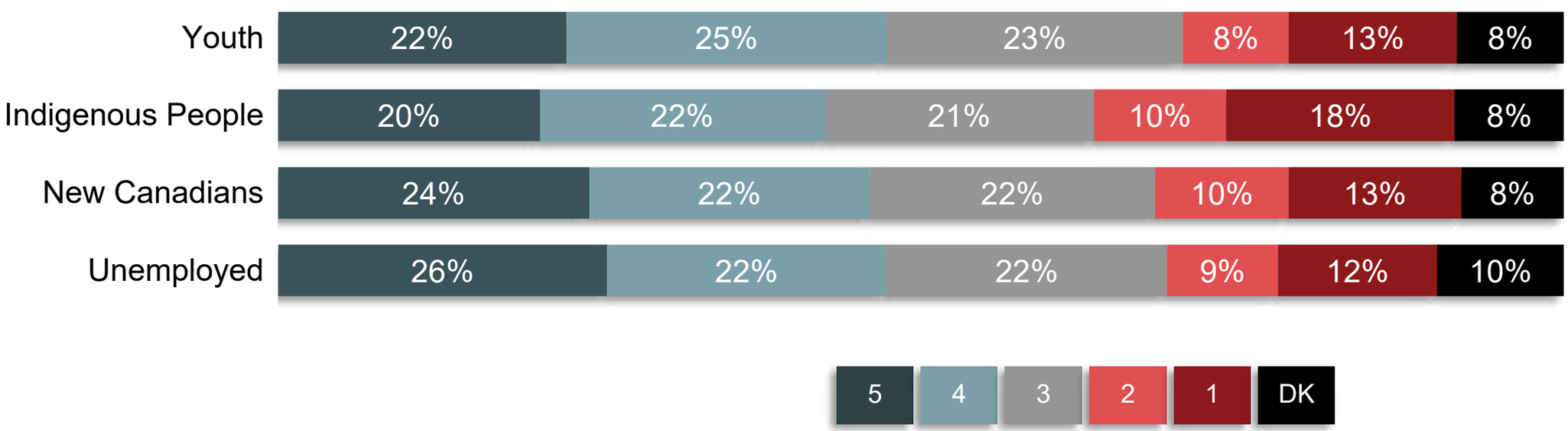
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job advantages: Awareness

General public

Awareness: [Jobs in the sector] **“Do not always require specific education”**

Target audiences



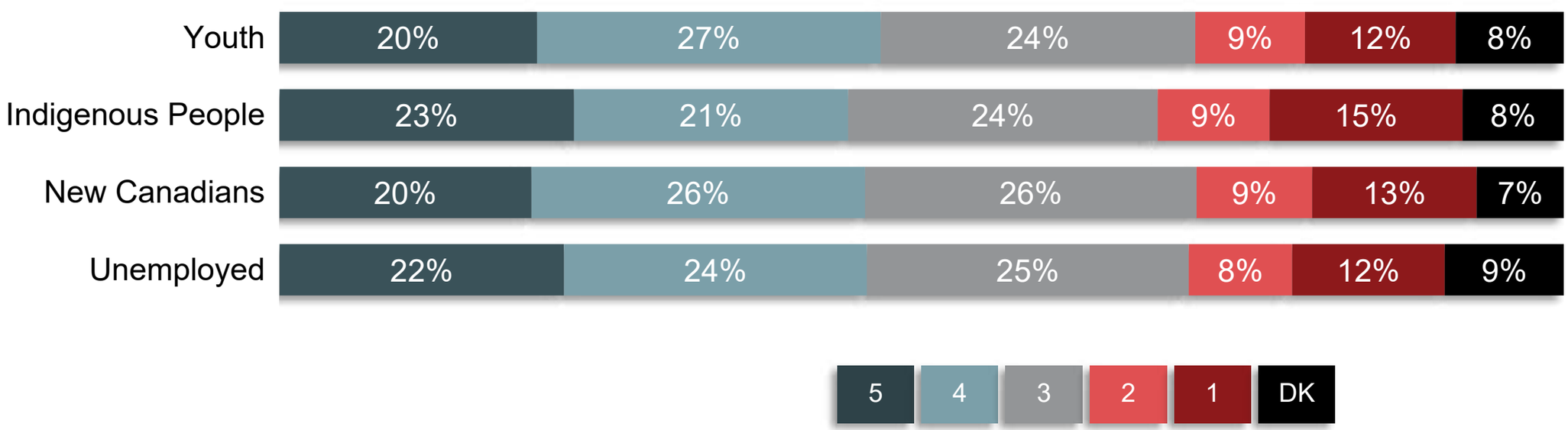
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job advantages: Awareness

General public

Awareness: [Jobs in the sector] **"Are currently available across the country"**

Target audiences



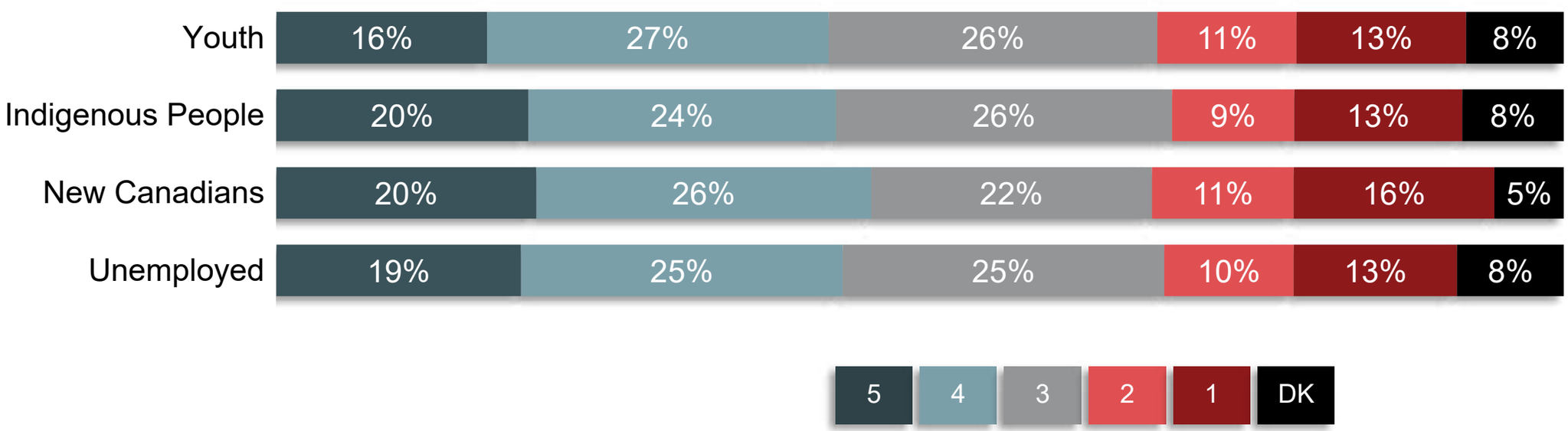
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job advantages: Awareness

General public

Awareness: [Jobs in the sector] **“Include a wide range of jobs”**

Target audiences



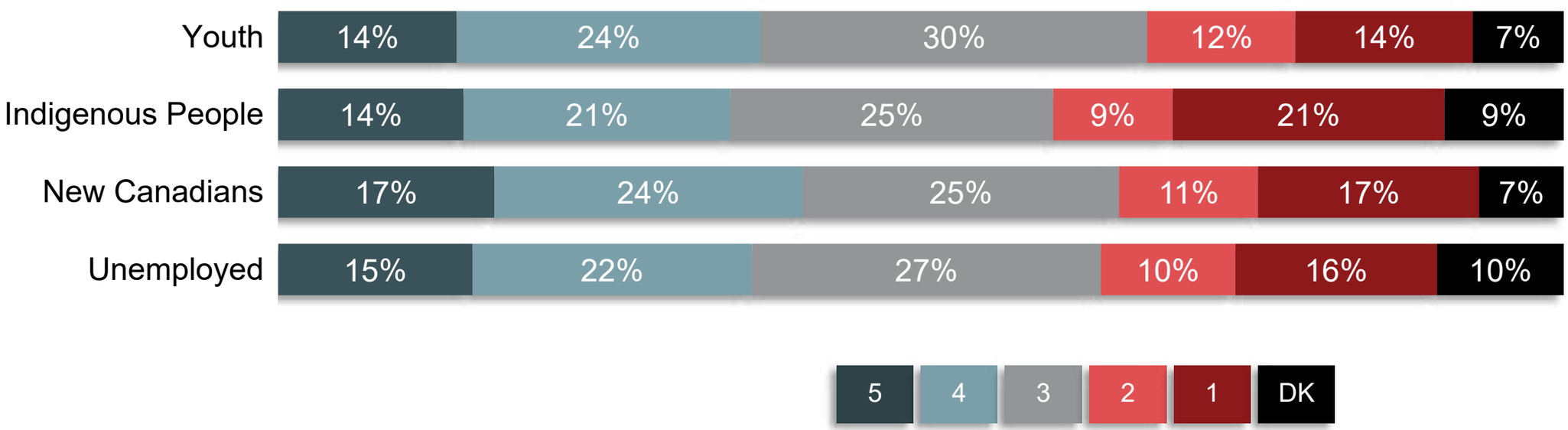
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job advantages: Awareness

General public

Awareness: [Jobs in the sector] **“Offer opportunities for skills training”**

Target audiences

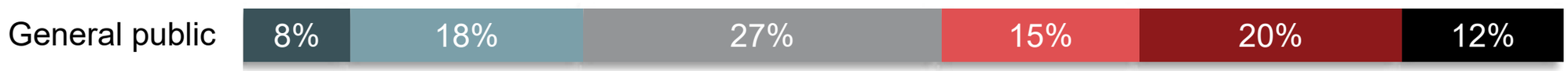


Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

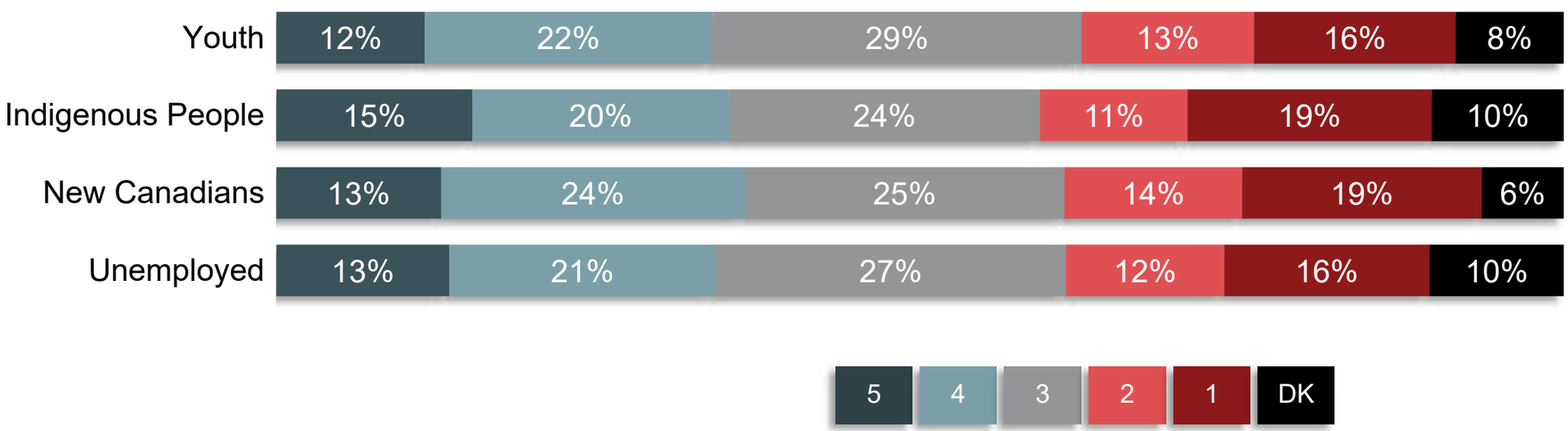
Job advantages: Awareness

General public

Awareness: [Jobs in the sector] **“Allow for career progression”**



Target audiences

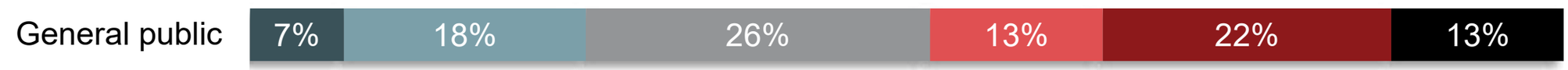


Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

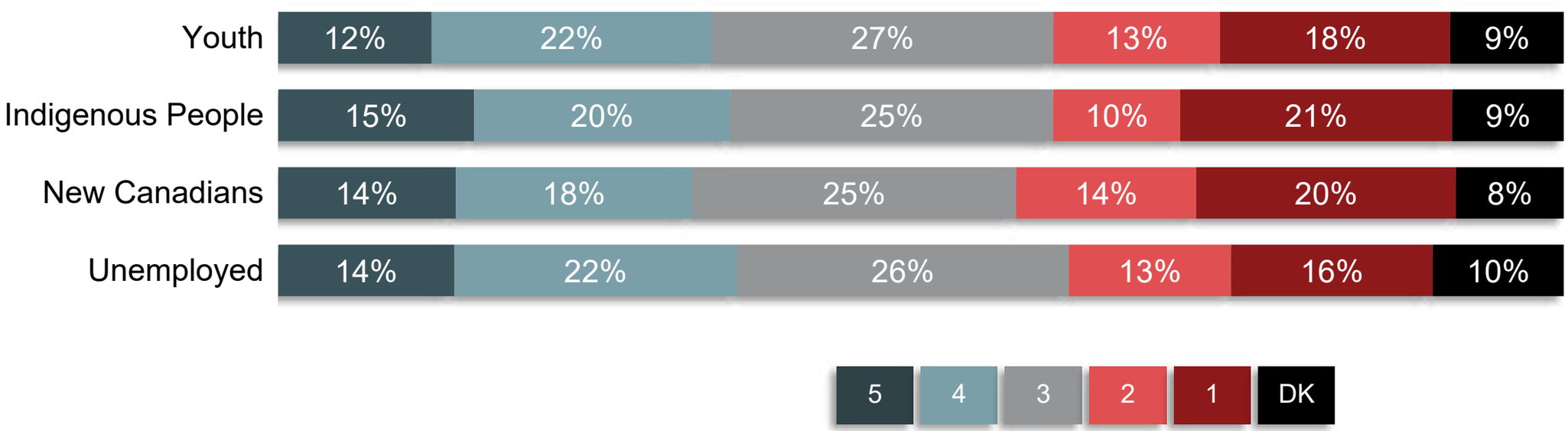
Job advantages: Awareness

General public

Awareness: [Jobs in the sector] **“Offer competitive pay and benefits”**



Target audiences



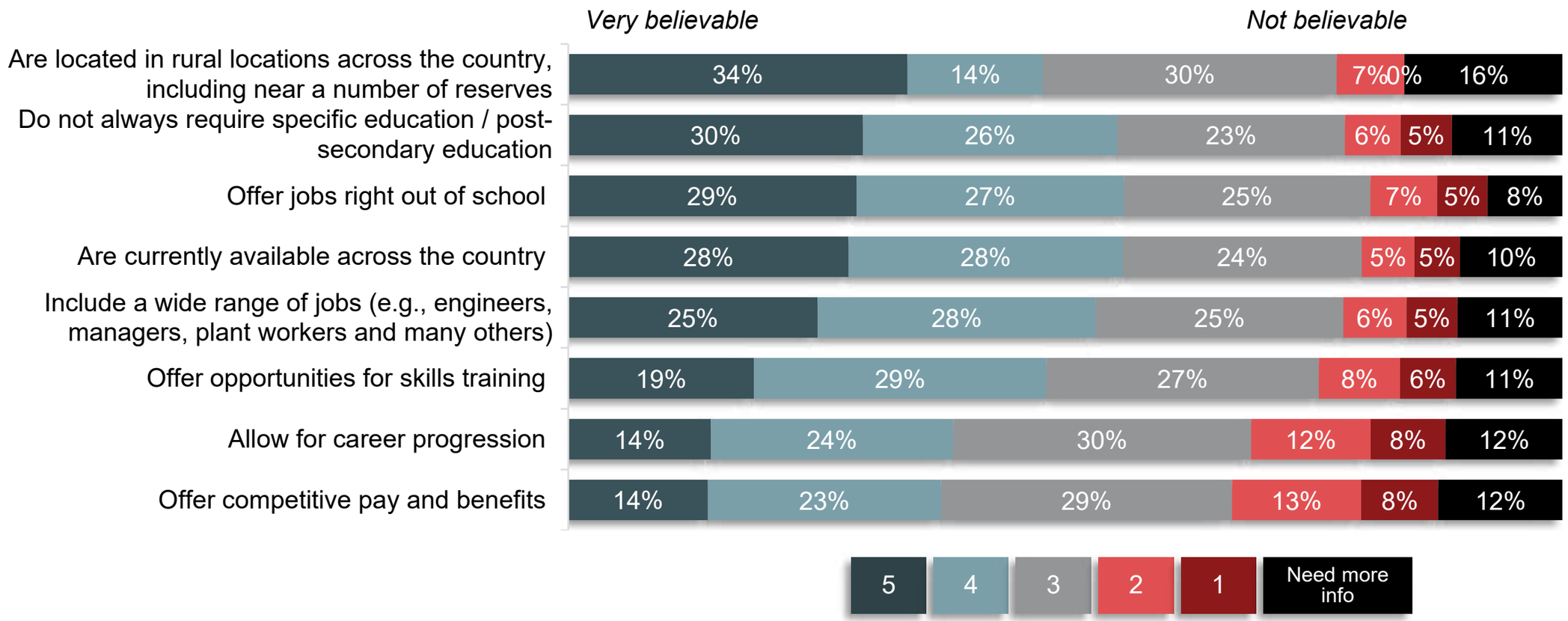
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job advantages: Believability

General public

How believable is this information regarding jobs in the meat and seafood sector?

Jobs in the meat and seafood manufacturing sector…

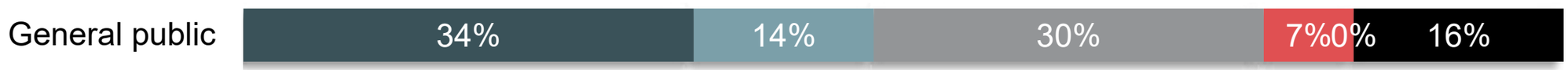


Scale 1 to 5: 5, Very believable – 1, Not believable; Need more information

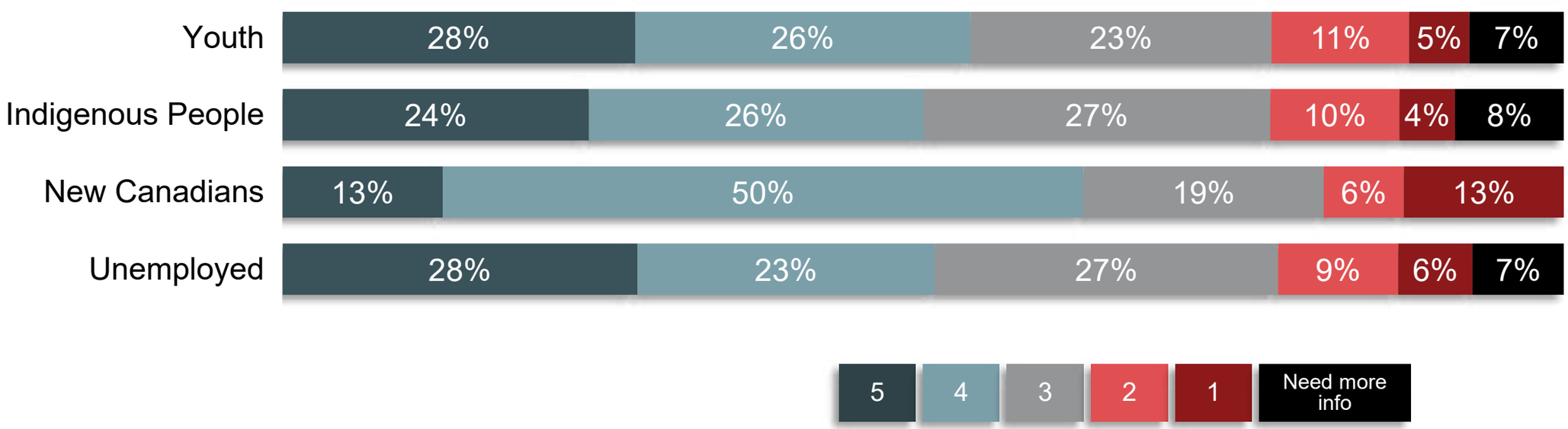
Job advantages: Believability

General public

Believability: [Jobs in the sector] **"Are located in rural locations across the country, including near a number of reserves"**



Target audiences

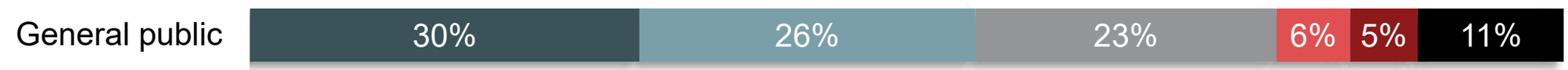


Scale 1 to 5: 5, Very believable – 1, Not believable; Don`t know

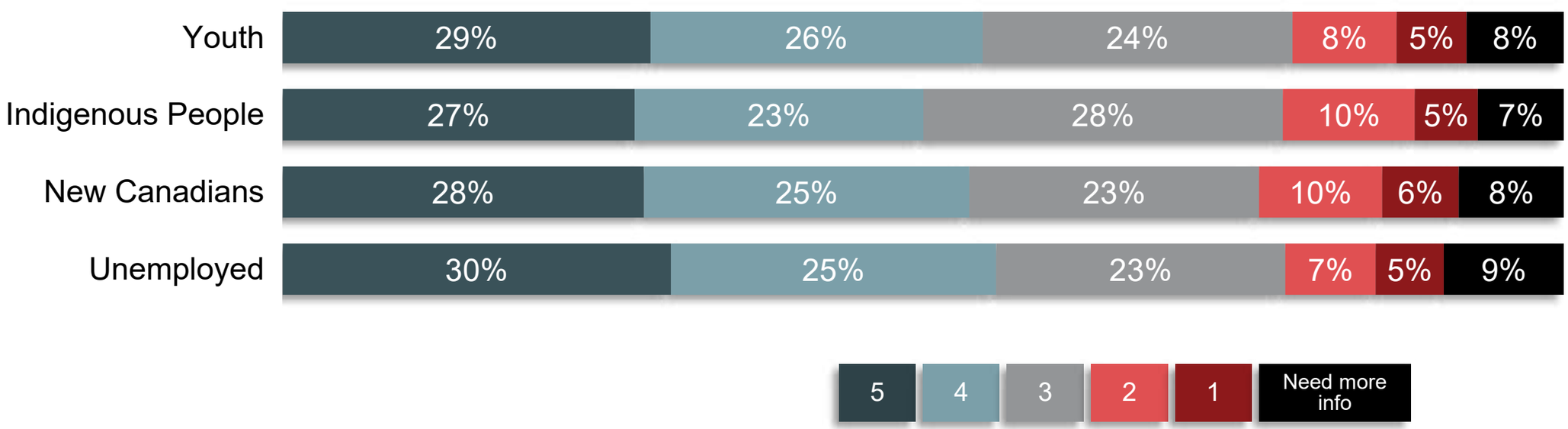
Job advantages: Believability

General public

Believability: [Jobs in the sector] **“Do not always require specific education”**



Target audiences



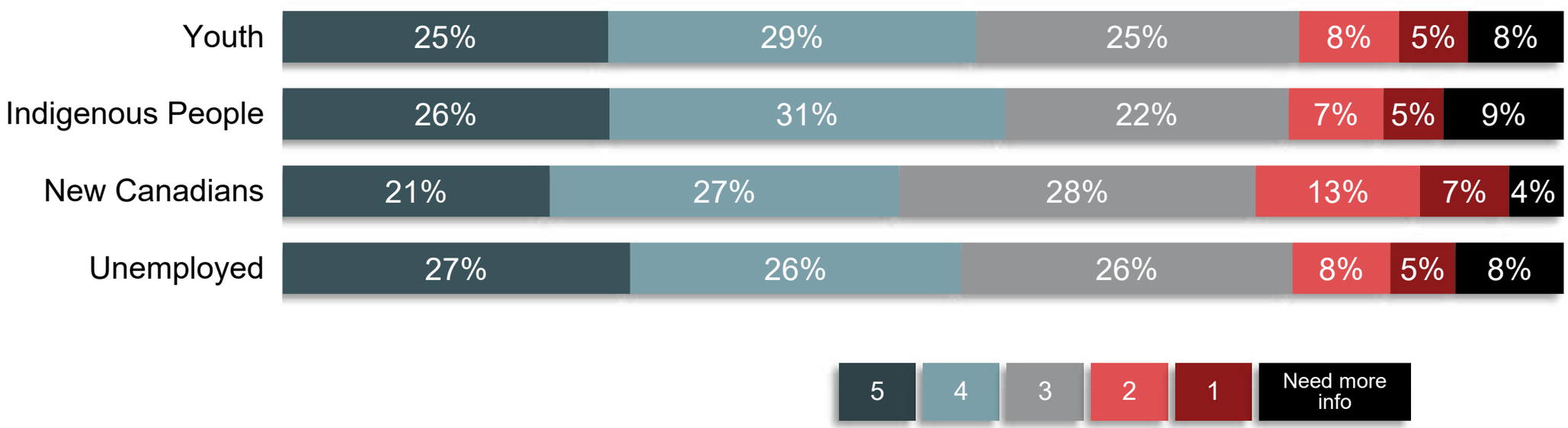
Scale 1 to 5: 5, Very believable – 1, Not believable; Don`t know

Job advantages: Believability

General public

Believability: [Jobs in the sector] **“Offer jobs right out of school”**

Target audiences

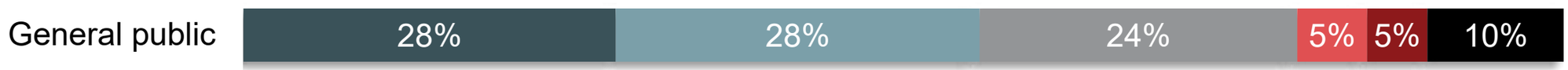


Scale 1 to 5: 5, Very believable – 1, Not believable; Don`t know

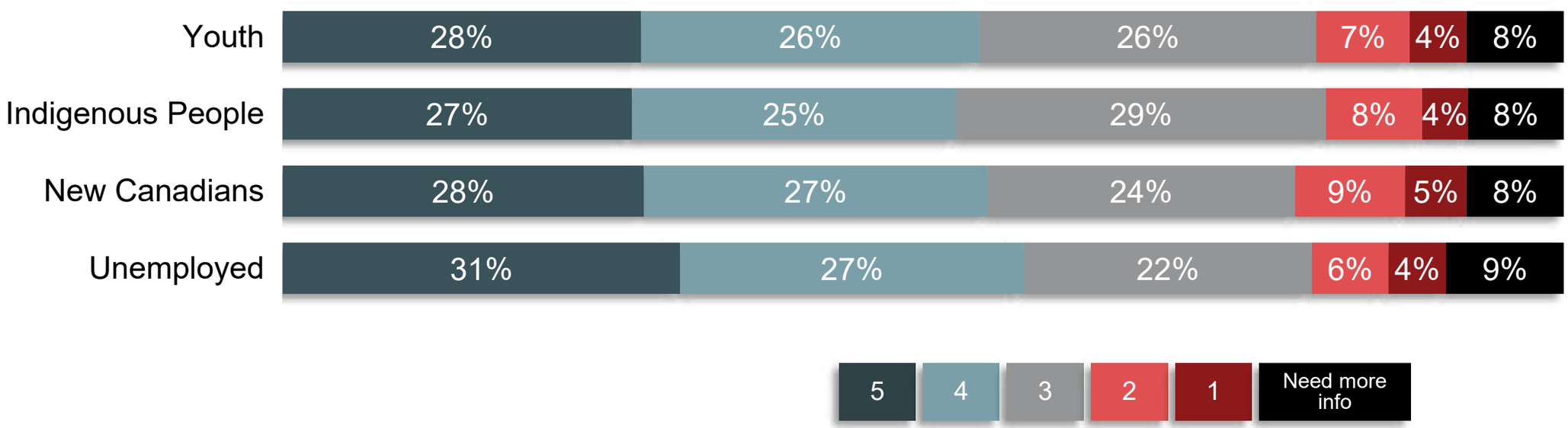
Job advantages: Believability

General public

Believability: [Jobs in the sector] **"Are currently available across the country"**



Target audiences

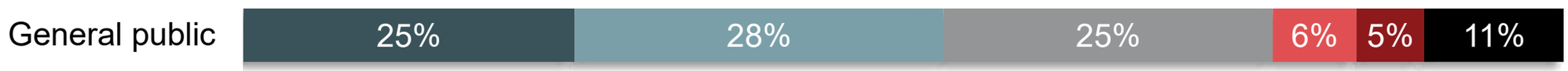


Scale 1 to 5: 5, Very believable – 1, Not believable; Don`t know

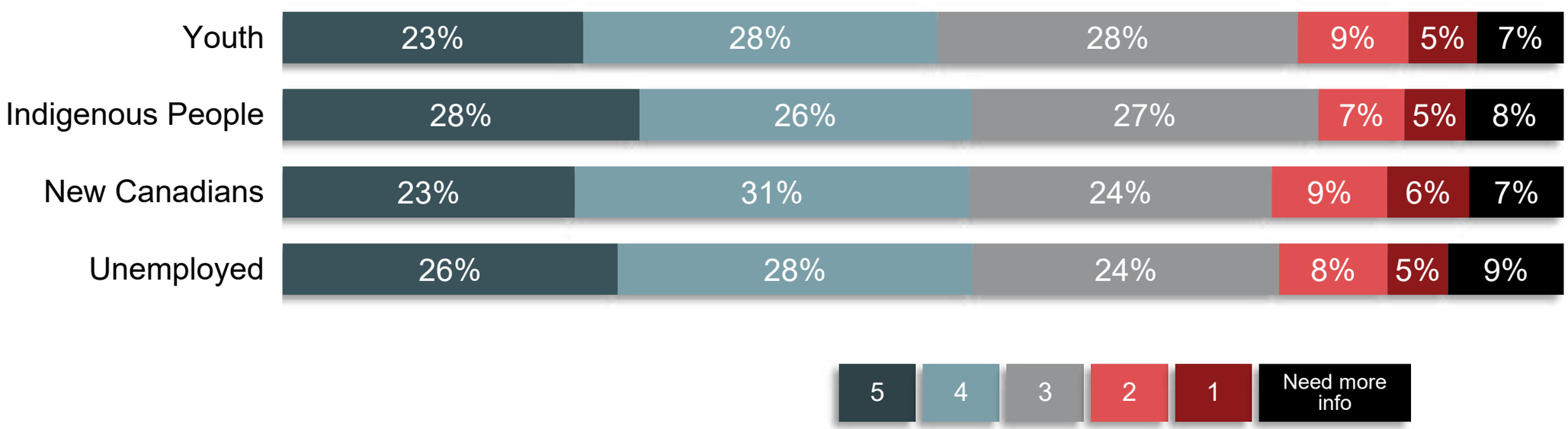
Job advantages: Believability

General public

Believability: [Jobs in the sector] **“Include a wide range of jobs”**



Target audiences



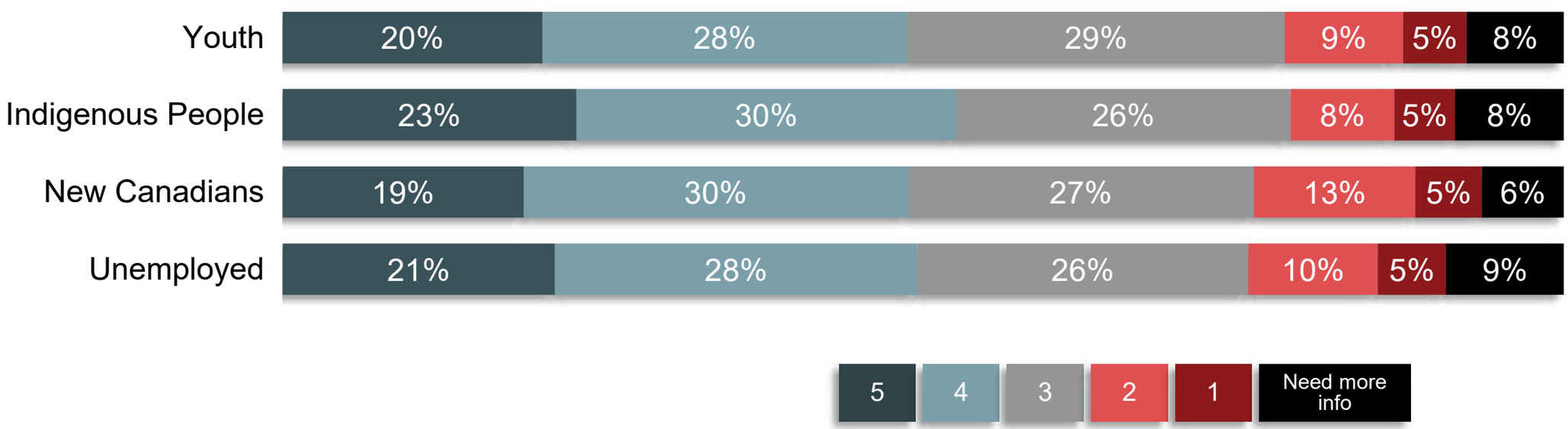
Scale 1 to 5: 5, Very believable – 1, Not believable; Don`t know

Job advantages: Believability

General public

Believability: [Jobs in the sector] **"Offer opportunities for skills training"**

Target audiences



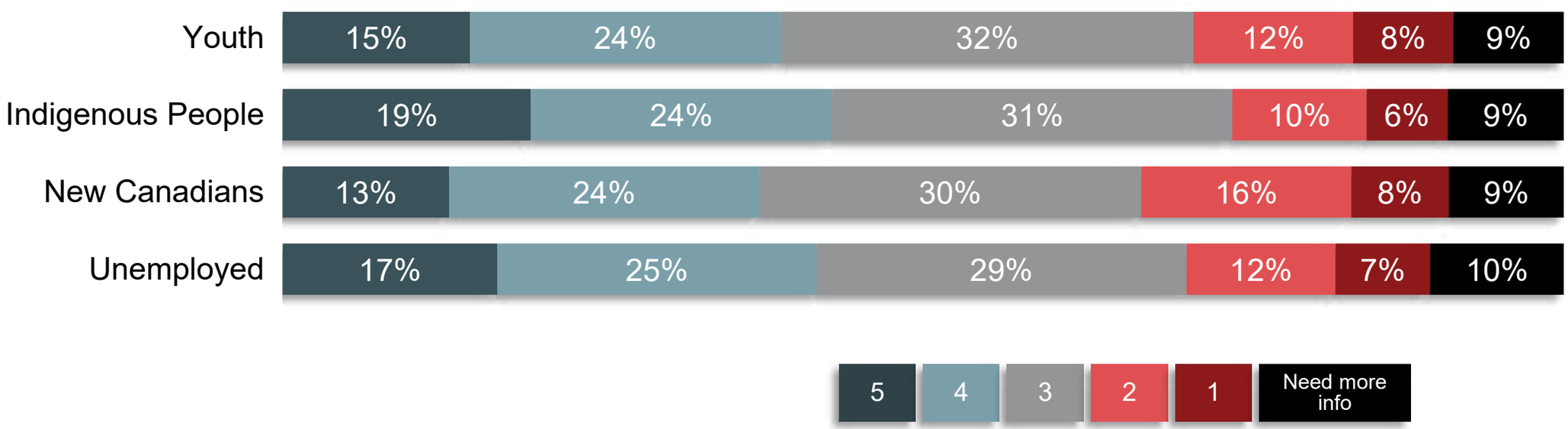
Scale 1 to 5: 5, Very believable – 1, Not believable; Don`t know

Job advantages: Believability

General public

Believability: [Jobs in the sector] **“Allow for career progression”**

Target audiences



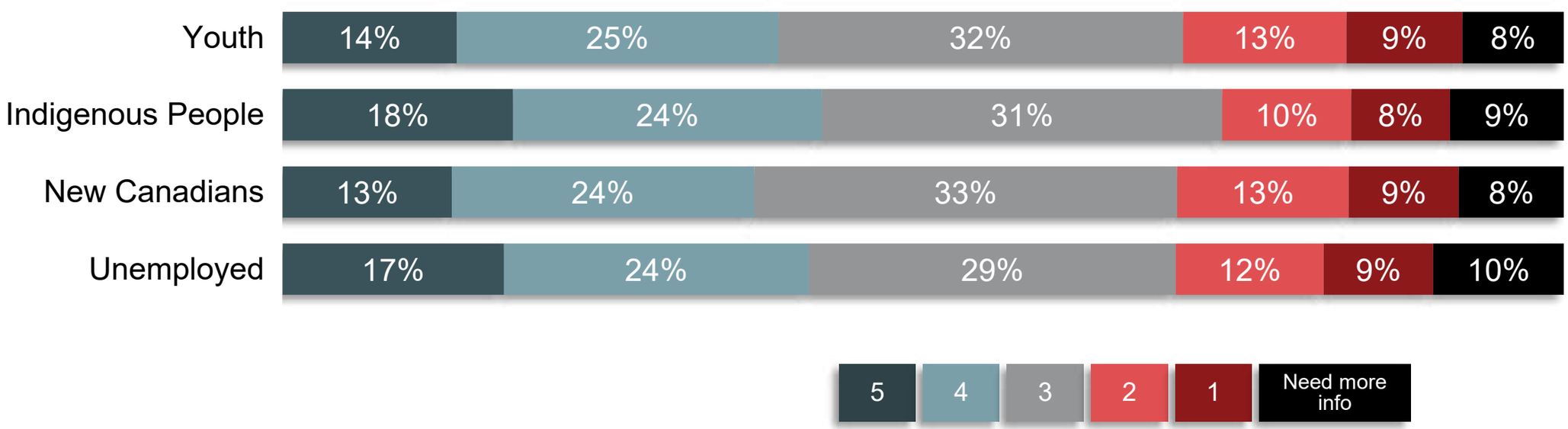
Scale 1 to 5: 5, Very believable – 1, Not believable; Don`t know

Job advantages: Believability

General public

Believability: [Jobs in the sector] **“Offer competitive pay and benefits”**

Target audiences



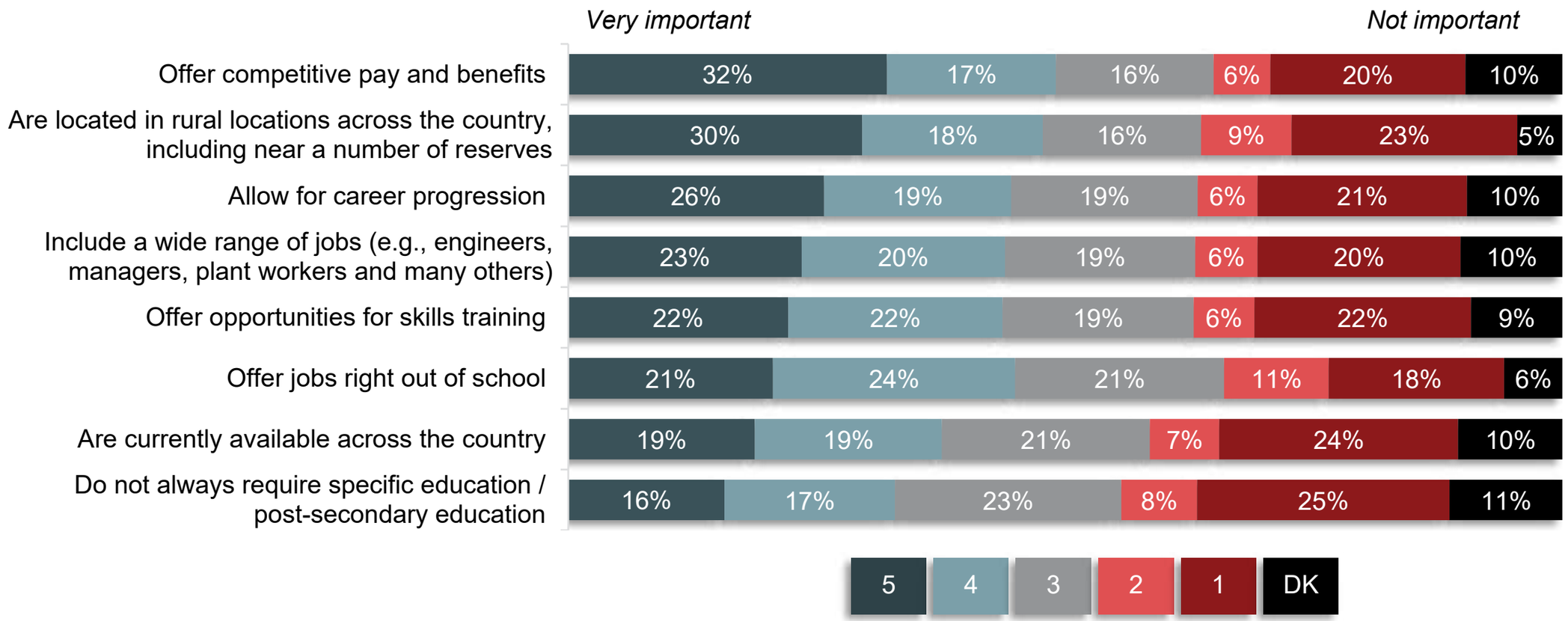
Scale 1 to 5: 5, Very believable – 1, Not believable; Don`t know

Job advantages: Importance

General public

How important is this to your interest in a meat and seafood manufacturing job?

Jobs in the meat and seafood manufacturing sector…

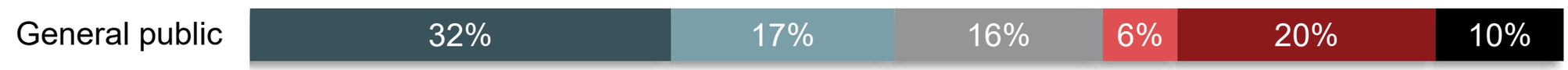


Scale 1 to 5: 5, Very important – 1, Not important; Don't know

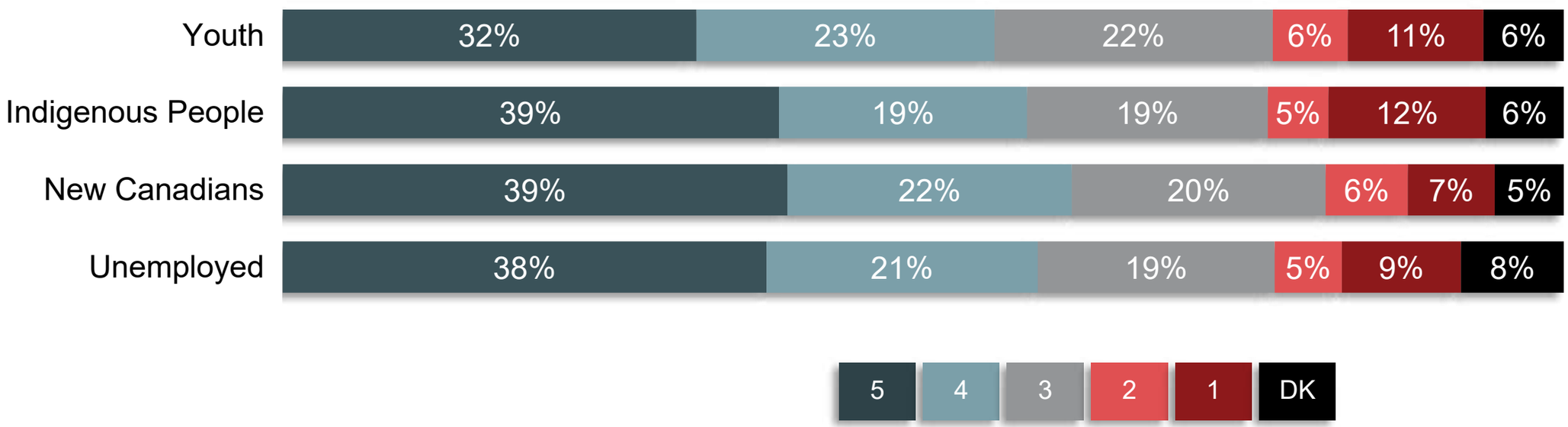
Job advantages: Importance

General public

Importance: [Jobs in the sector] **"Offer competitive pay and benefits"**



Target audiences

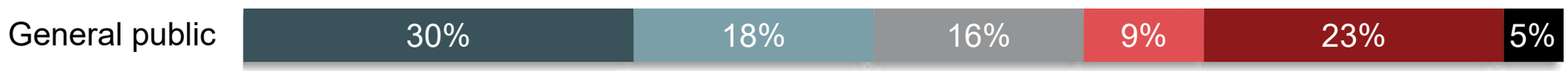


Scale 1 to 5: 5, Very important – 1, Not important; Don't know

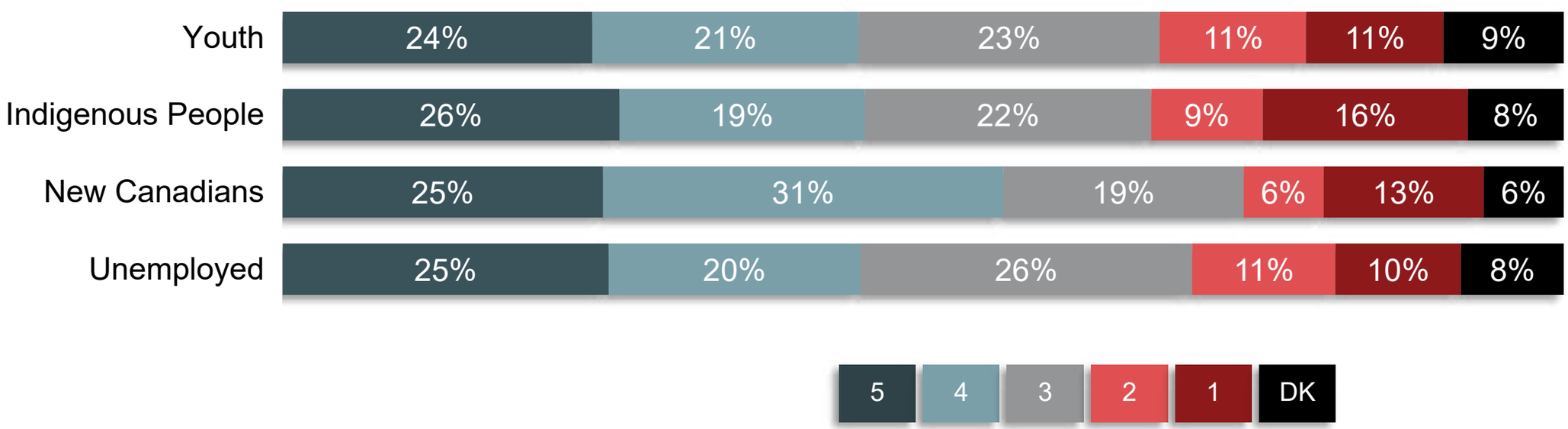
Job advantages: Importance

General public

Importance: [Jobs in the sector] **"Are located in rural locations across the country, including near a number of reserves"**



Target audiences



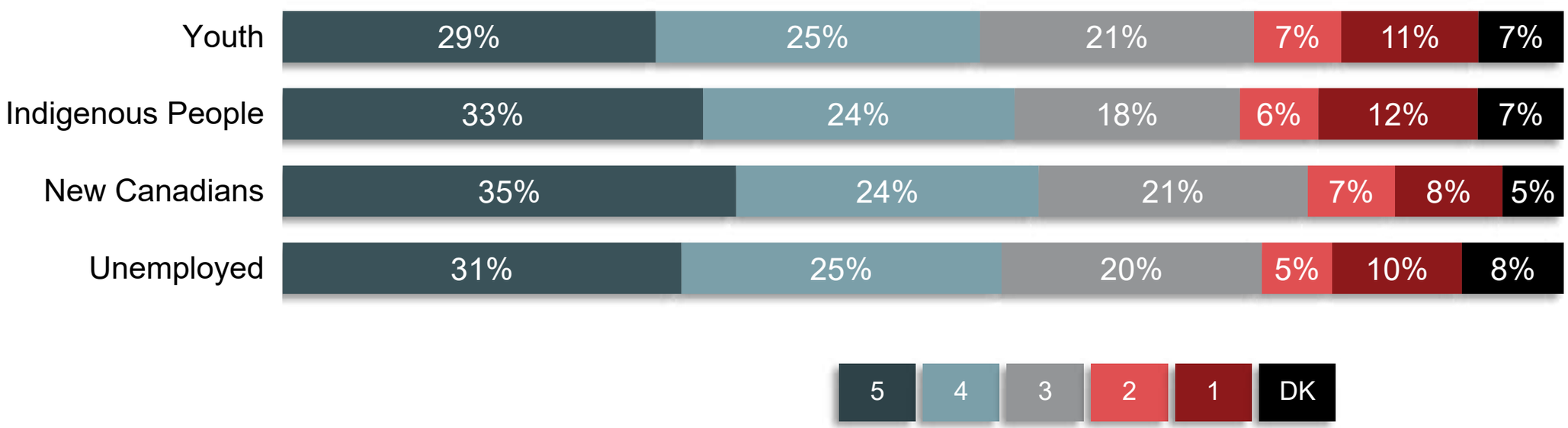
Scale 1 to 5: 5, Very important – 1, Not important; Don't know

Job advantages: Importance

General public

Importance: [Jobs in the sector] **"Allow for career progression"**

Target audiences



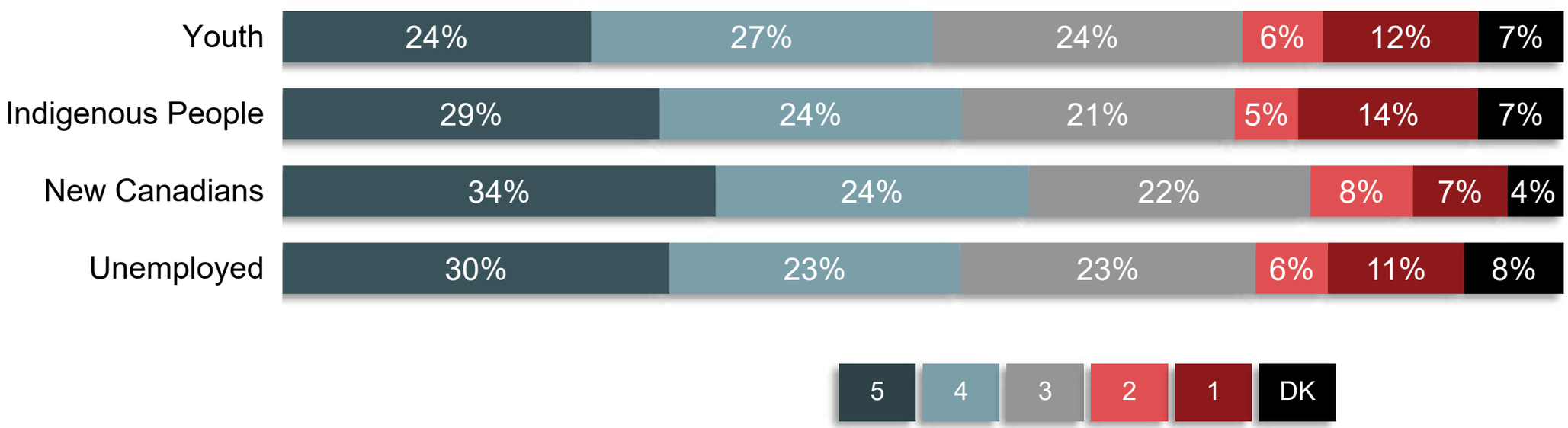
Scale 1 to 5: 5, Very important – 1, Not important; Don't know

Job advantages: Importance

General public

Importance: [Jobs in the sector] **“Include a wide range of jobs”**

Target audiences



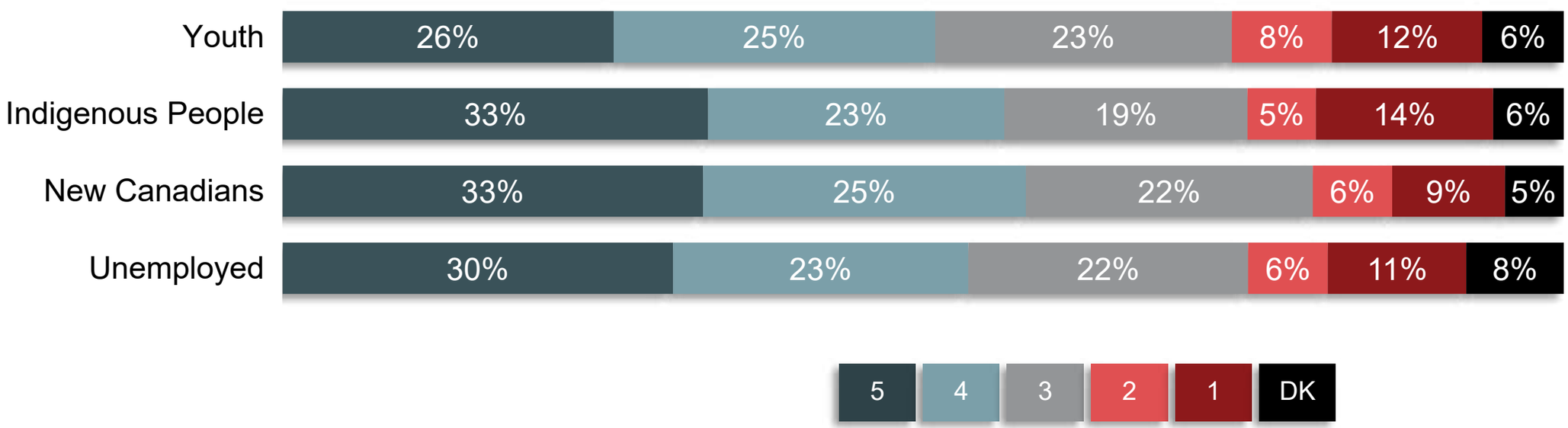
Scale 1 to 5: 5, Very important – 1, Not important; Don’t know

Job advantages: Importance

General public

Importance: [Jobs in the sector] **"Offer opportunities for skills training"**

Target audiences



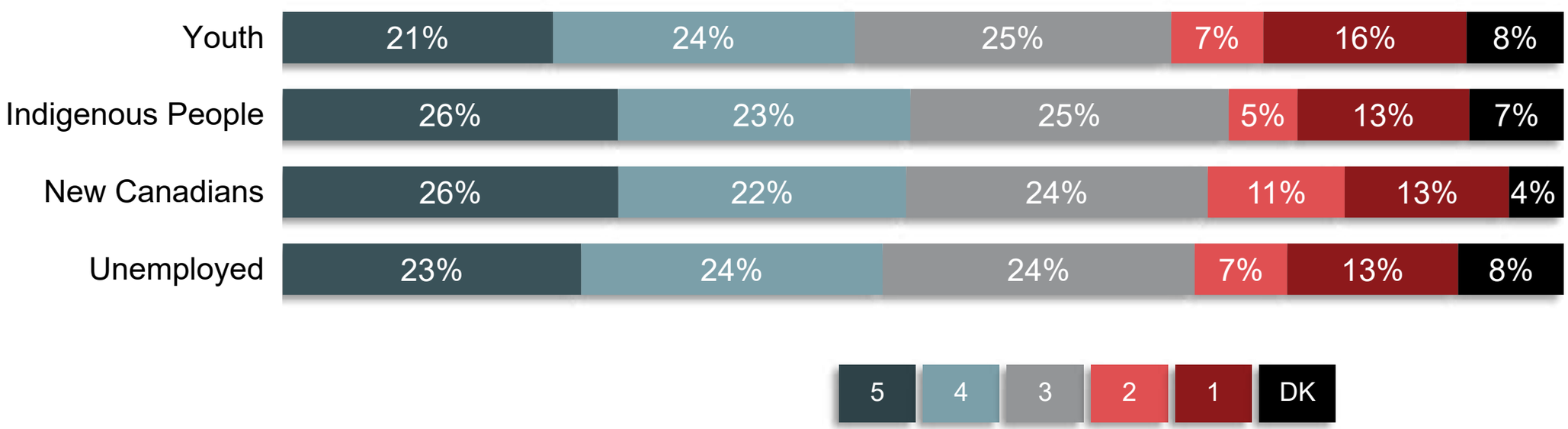
Scale 1 to 5: 5, Very important – 1, Not important; Don't know

Job advantages: Importance

General public

Importance: [Jobs in the sector] **"Offer jobs right out of school"**

Target audiences



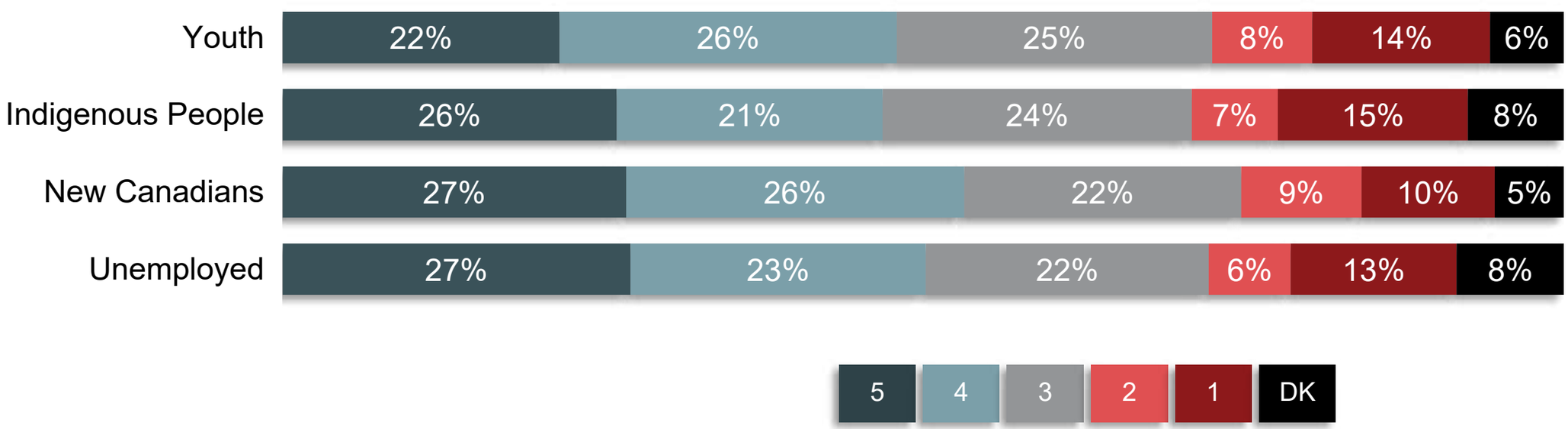
Scale 1 to 5: 5, Very important – 1, Not important; Don't know

Job advantages: Importance

General public

Importance: [Jobs in the sector] **"Are currently available across the country"**

Target audiences



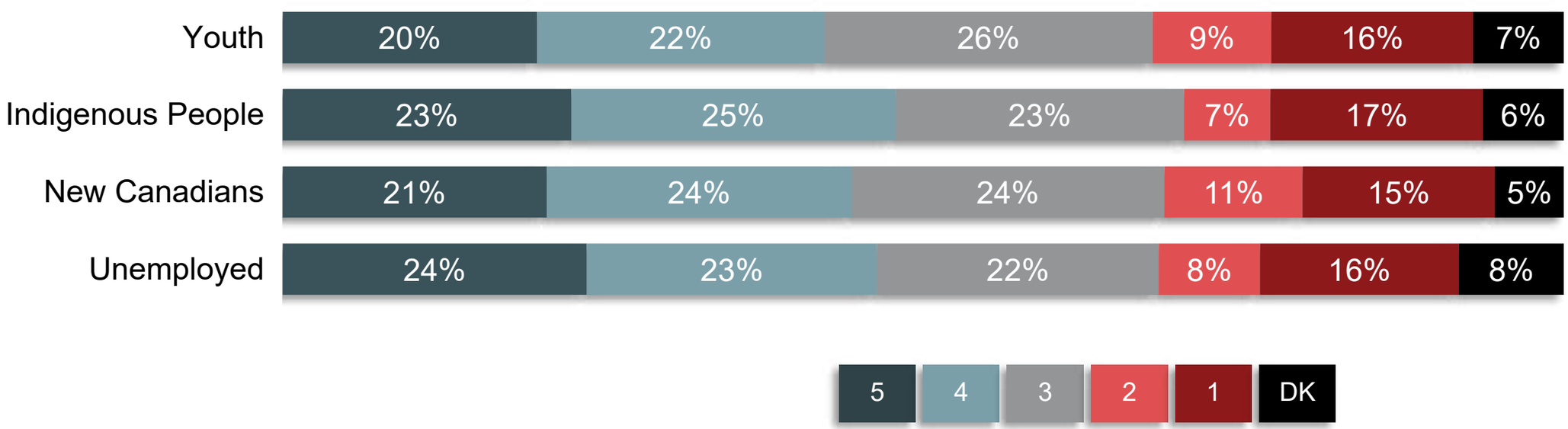
Scale 1 to 5: 5, Very important – 1, Not important; Don't know

Job advantages: Importance

General public

Importance: [Jobs in the sector] **"Do not always require specific education"**

Target audiences



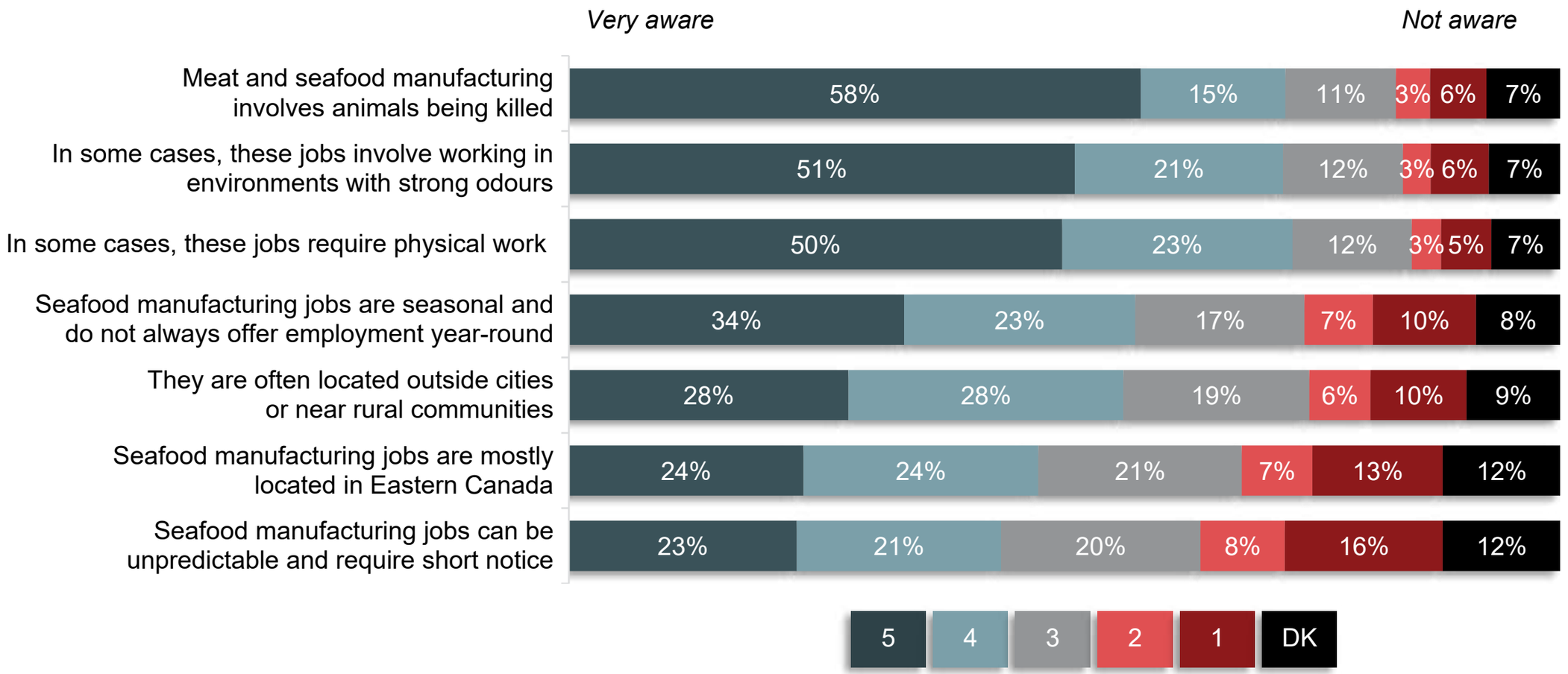
Scale 1 to 5: 5, Very important – 1, Not important; Don't know

Job challenges

Job challenges: Awareness

General public

Before today, how aware were you of these challenges?



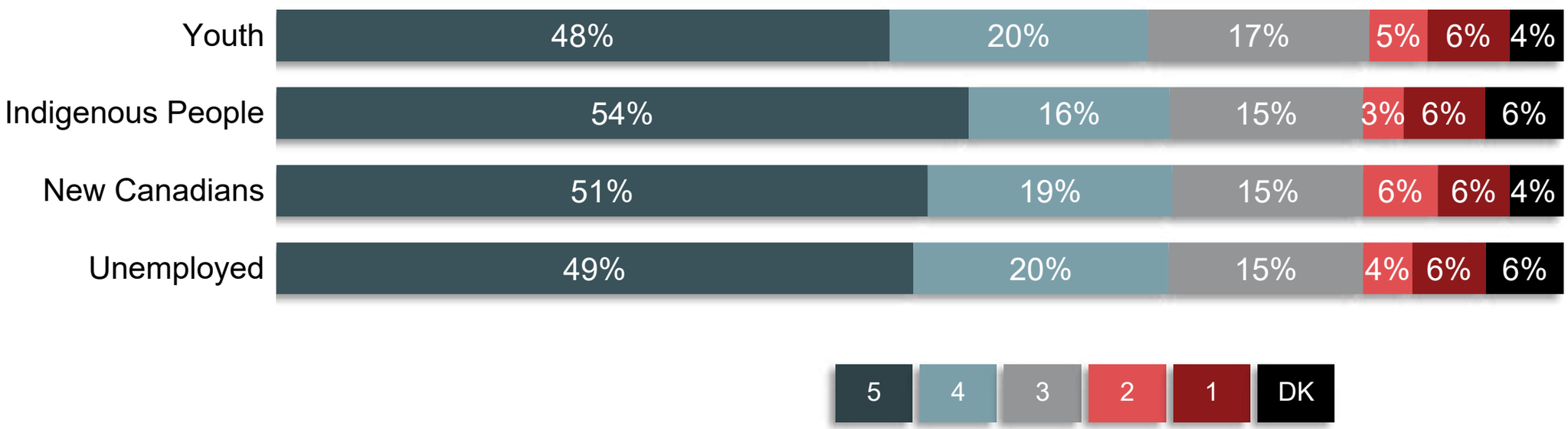
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job challenges: Awareness

General public

Awareness: **“Meat and seafood manufacturing involves animals being killed”**

Target audiences



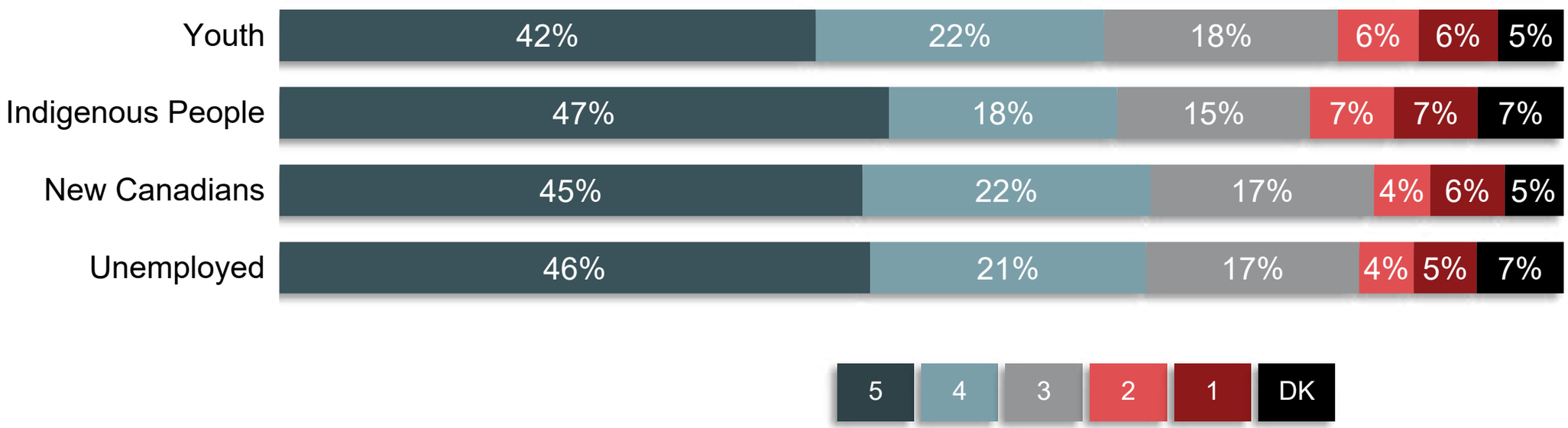
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job challenges: Awareness

General public

Awareness: **“In some cases, these jobs involve working in environments with strong odours”**

Target audiences



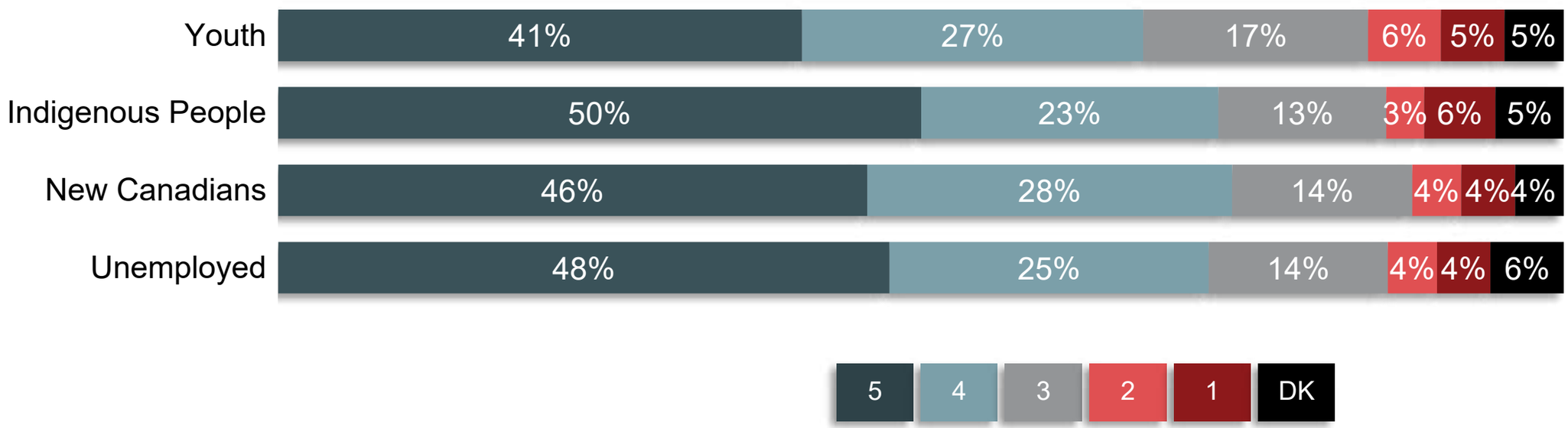
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job challenges: Awareness

General public

Awareness: **“In some cases, these jobs require physical work”**

Target audiences



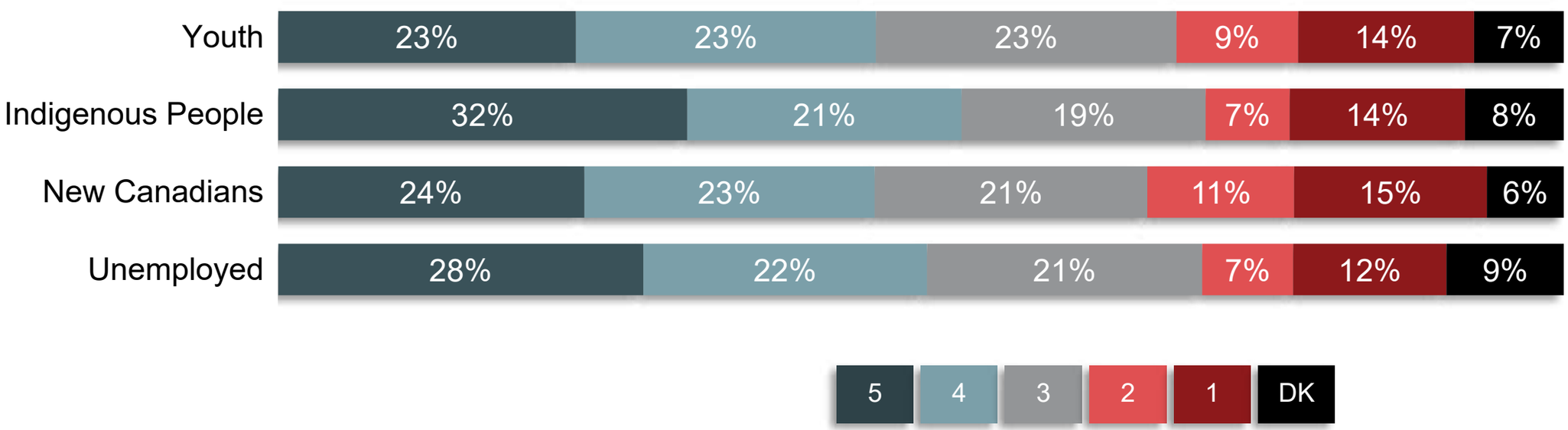
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job challenges: Awareness

General public

Awareness: **"Seafood manufacturing jobs are seasonal and do not always offer employment year-round"**

Target audiences

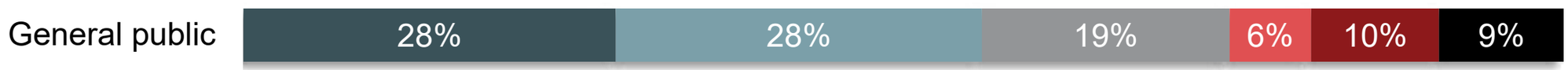


Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

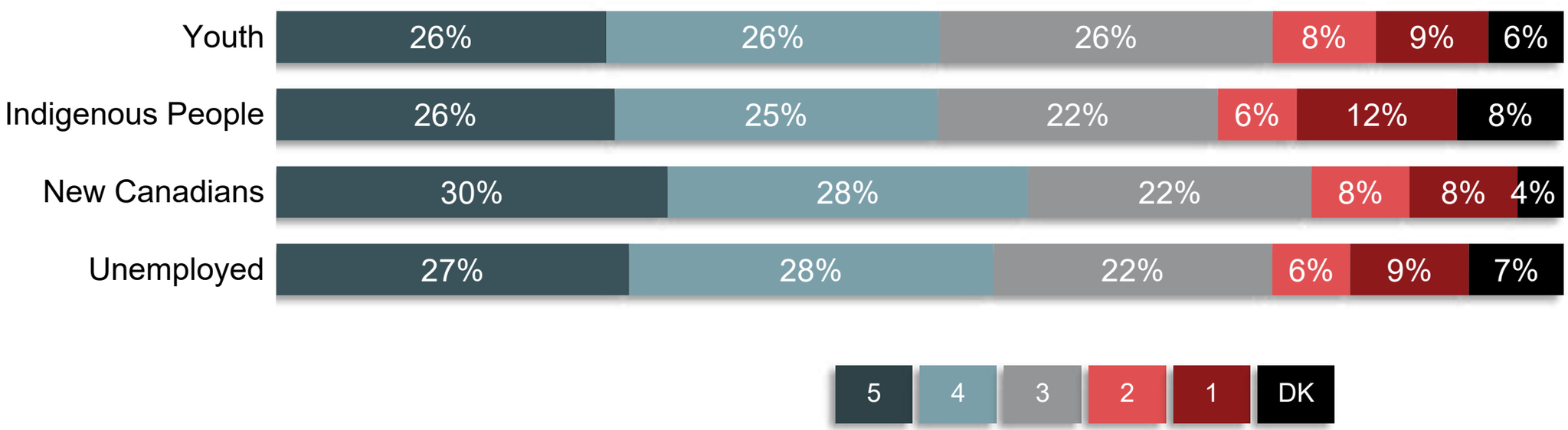
Job challenges: Awareness

General public

Awareness: **“They are often located outside cities or near rural communities”**



Target audiences



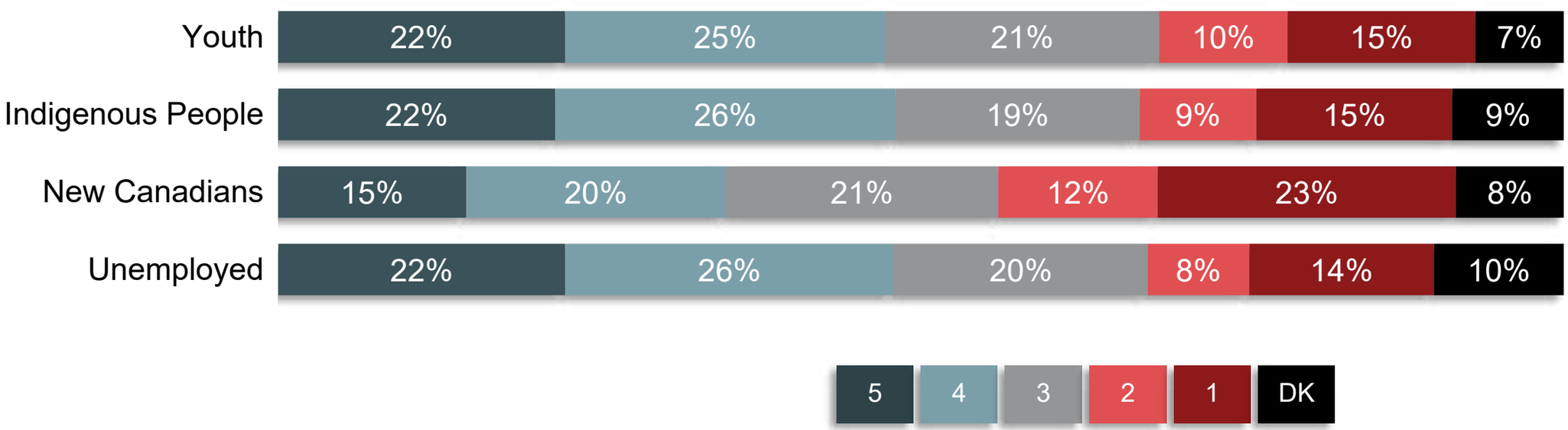
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job challenges: Awareness

General public

Awareness: **“Seafood manufacturing jobs are mostly located in Eastern Canada”**

Target audiences



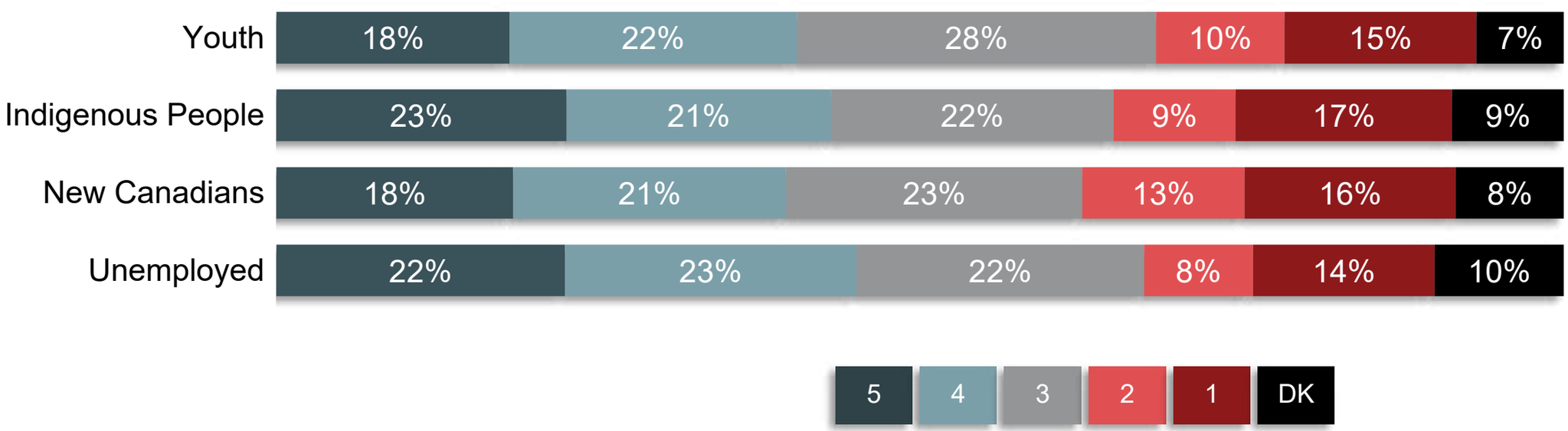
Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job challenges: Awareness

General public

Awareness: **“Seafood manufacturing jobs can be unpredictable and require short notice”**

Target audiences

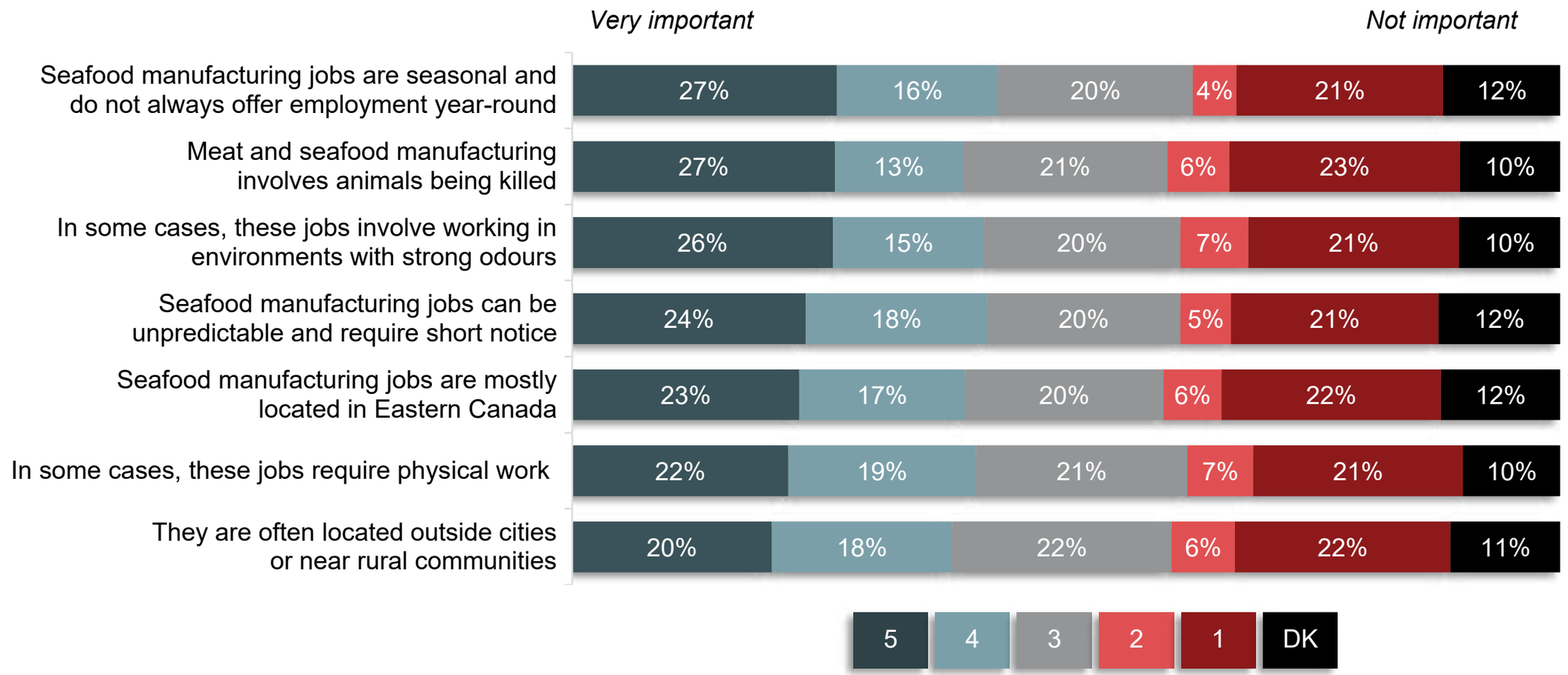


Scale 1 to 5: 5, Very aware – 1, Not aware; Don`t know

Job challenges: Importance

General public

How important is this to your interest in a meat and seafood manufacturing job?



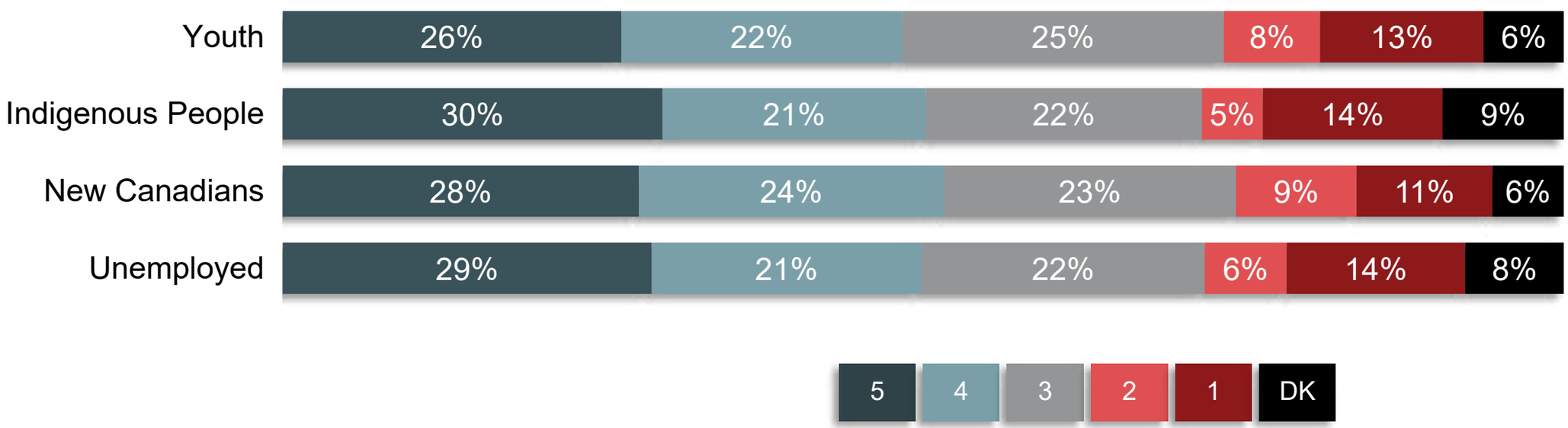
Scale 1 to 5: 5, Very important – 1, Not important; Don`t know

Job challenges: Importance

General public

Importance: **"Seafood manufacturing jobs are seasonal and do not always offer employment year-round"**

Target audiences

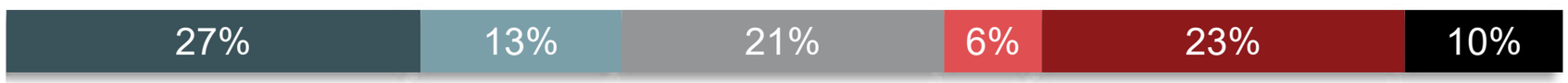


Scale 1 to 5: 5, Very important – 1, Not important; Don`t know

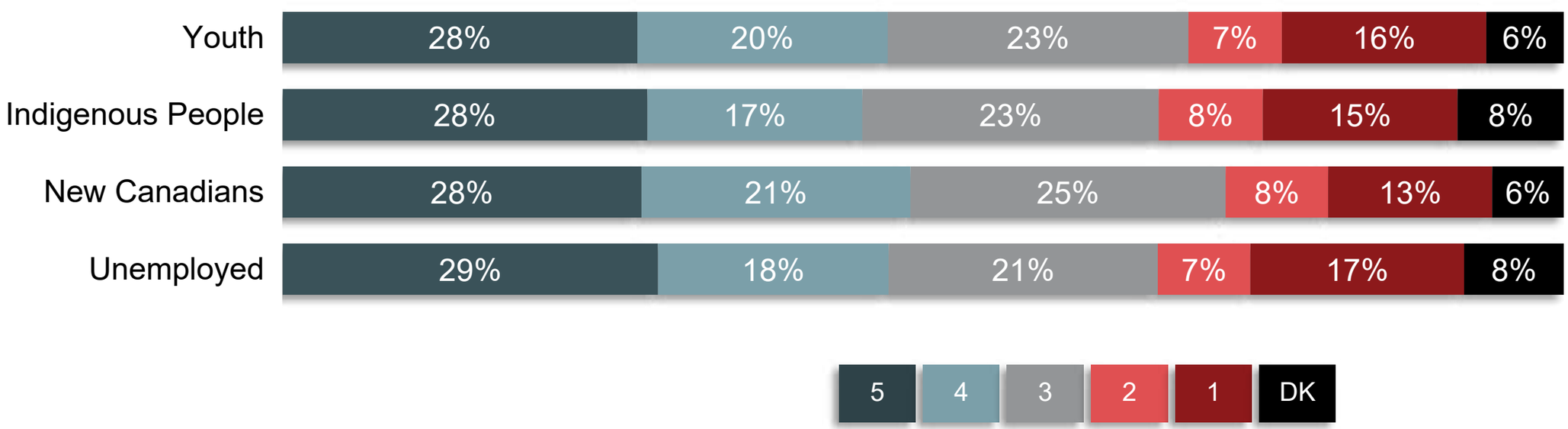
Job challenges: Importance

General public

Importance: **“Meat and seafood manufacturing involves animals being killed”**



Target audiences



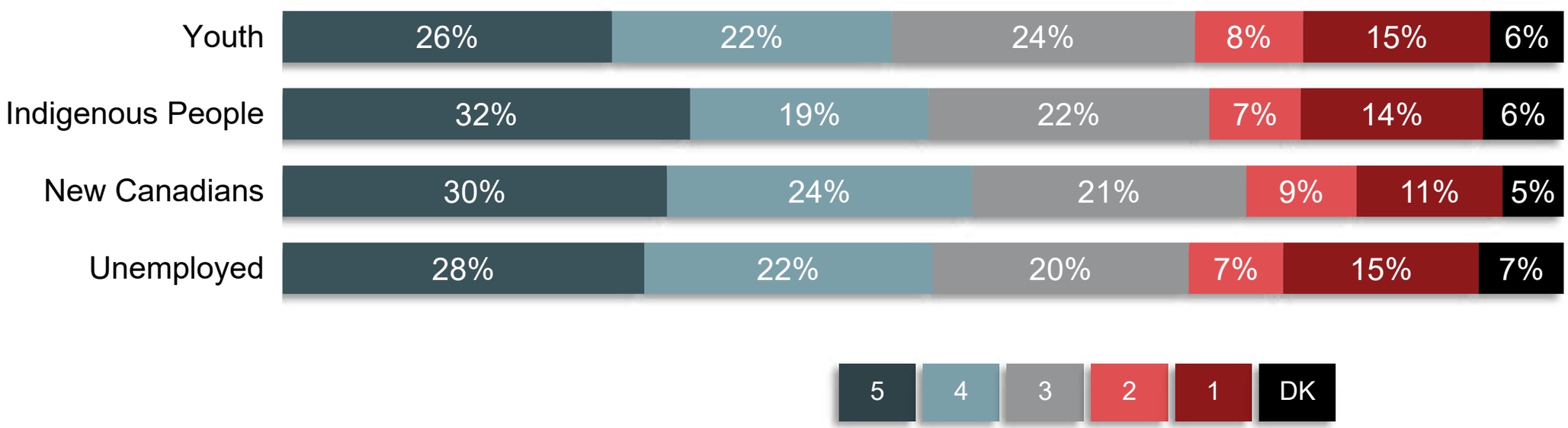
Scale 1 to 5: 5, Very important – 1, Not important; Don`t know

Job challenges: Importance

General public

Importance: **“In some cases, these jobs involve working in environments with strong odours”**

Target audiences



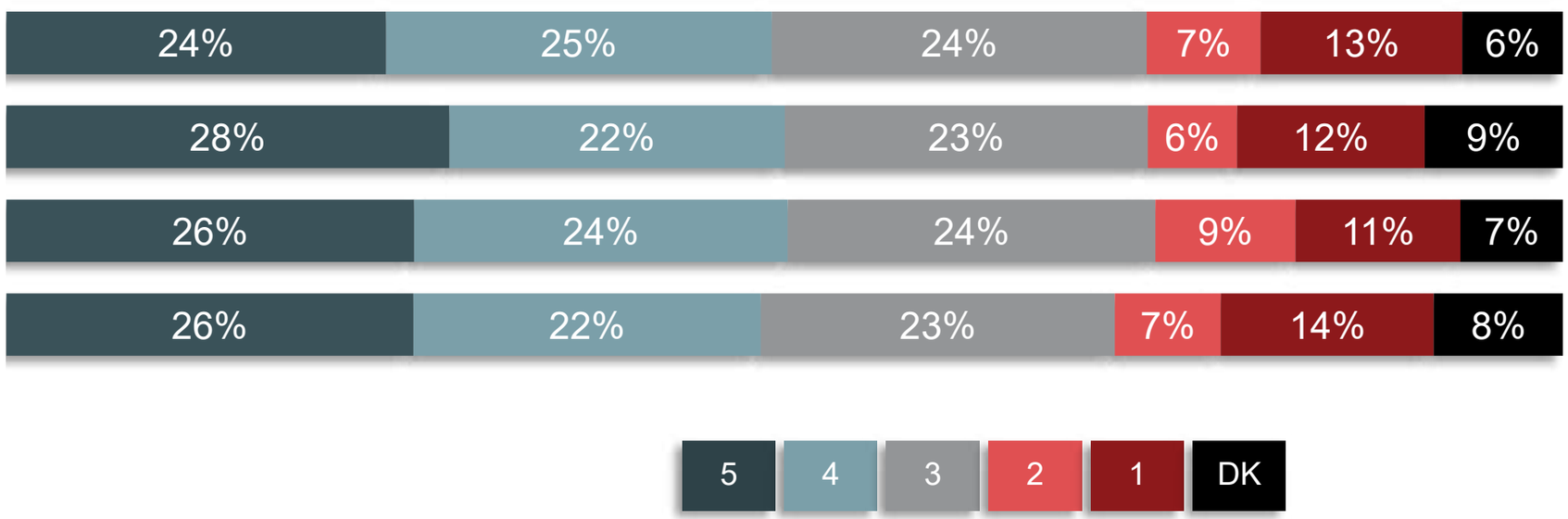
Scale 1 to 5: 5, Very important – 1, Not important; Don`t know

Job challenges: Importance

General public

Importance: **“Seafood manufacturing jobs can be unpredictable and require short notice”**

Target audiences



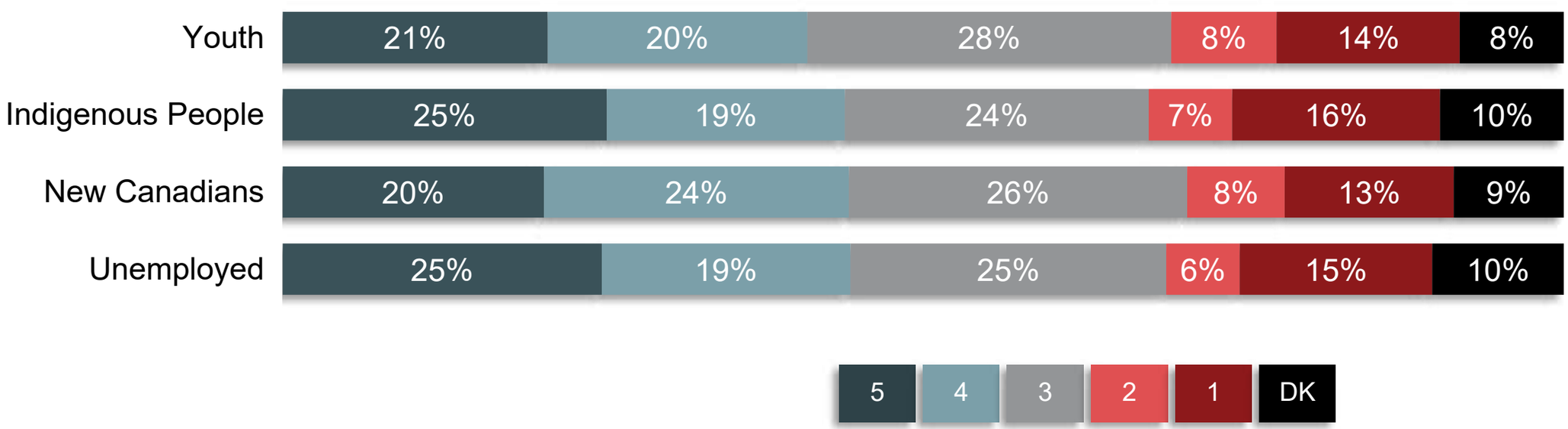
Scale 1 to 5: 5, Very important – 1, Not important; Don`t know

Job challenges: Importance

General public

Importance: **“Seafood manufacturing jobs are mostly located in Eastern Canada”**

Target audiences



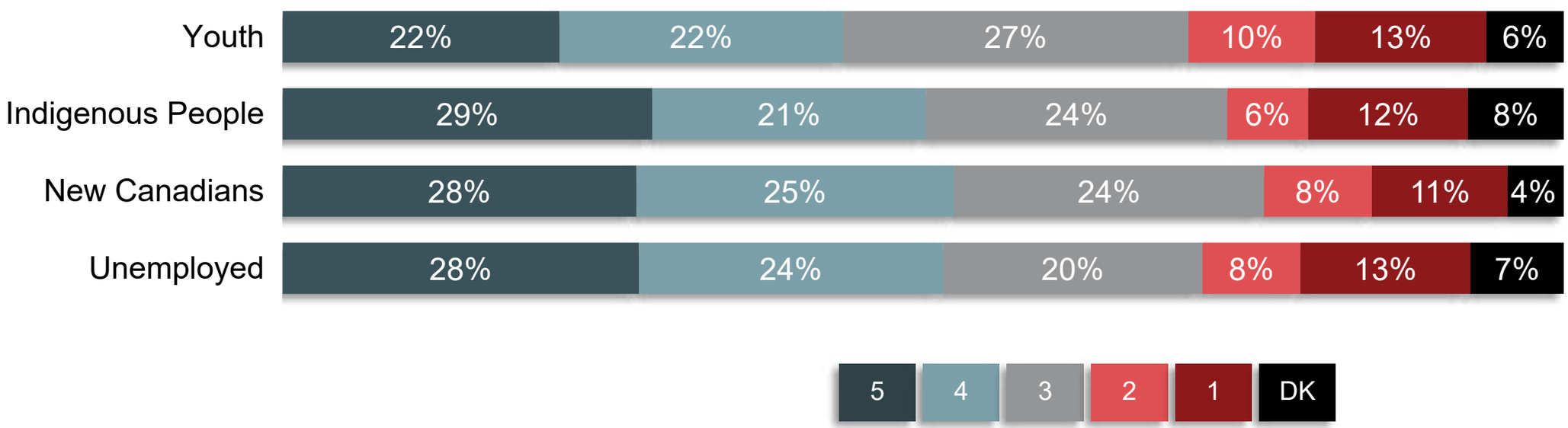
Scale 1 to 5: 5, Very important – 1, Not important; Don`t know

Job challenges: Importance

General public

Importance: **“In some cases, these jobs require physical work”**

Target audiences



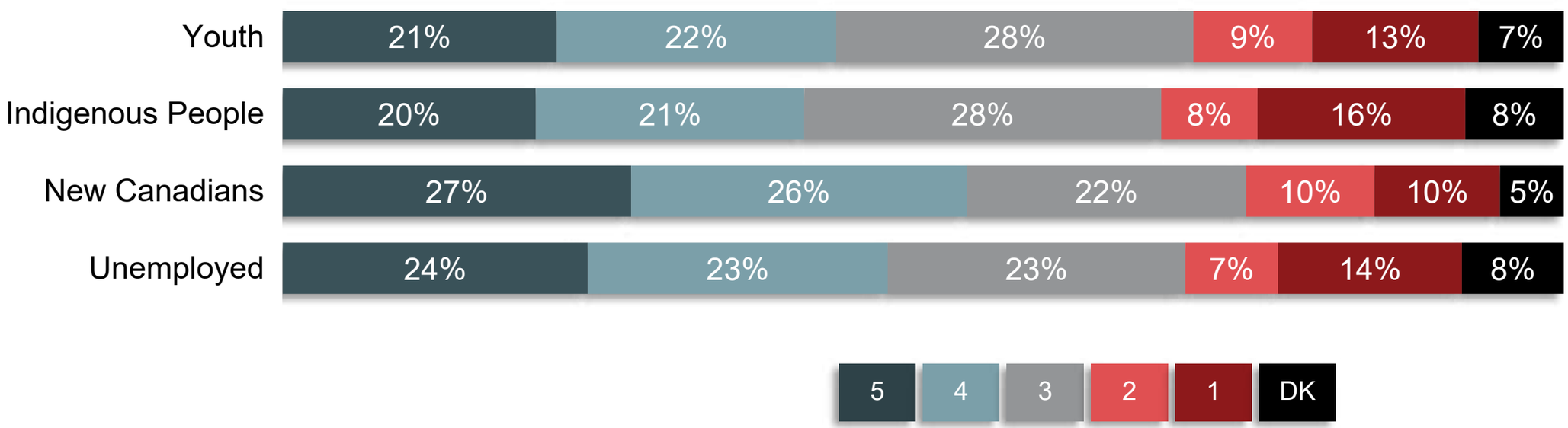
Scale 1 to 5: 5, Very important – 1, Not important; Don`t know

Job challenges: Importance

General public

Importance: **“They are often located outside cities or near rural communities”**

Target audiences



Scale 1 to 5: 5, Very important – 1, Not important; Don`t know

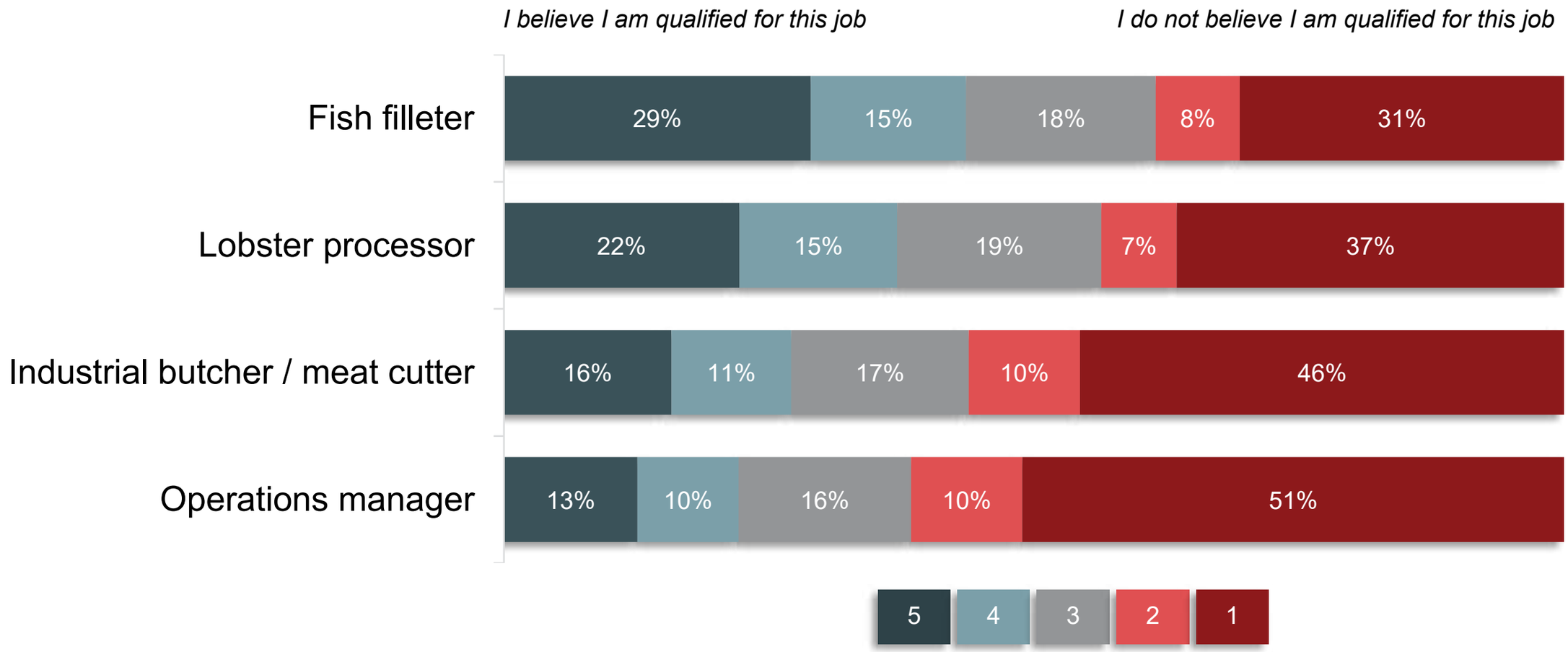
Interest in meat and seafood manufacturing jobs

Qualifications for job examples

Qualifications

General public

Qualified or not: **Looking at this job, what perspective is closest to your own?**

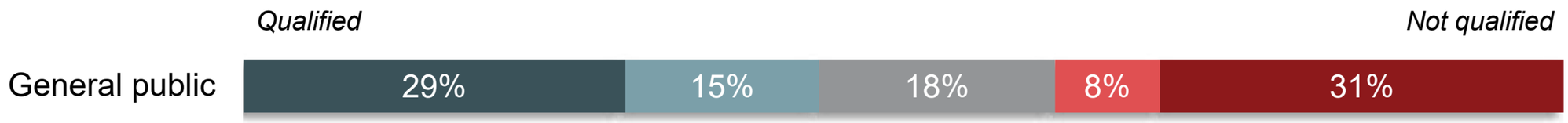


Scale 1 to 5: 5, I believe I am qualified for this job – 1, I do not believe I am qualified for this job; Don`t know

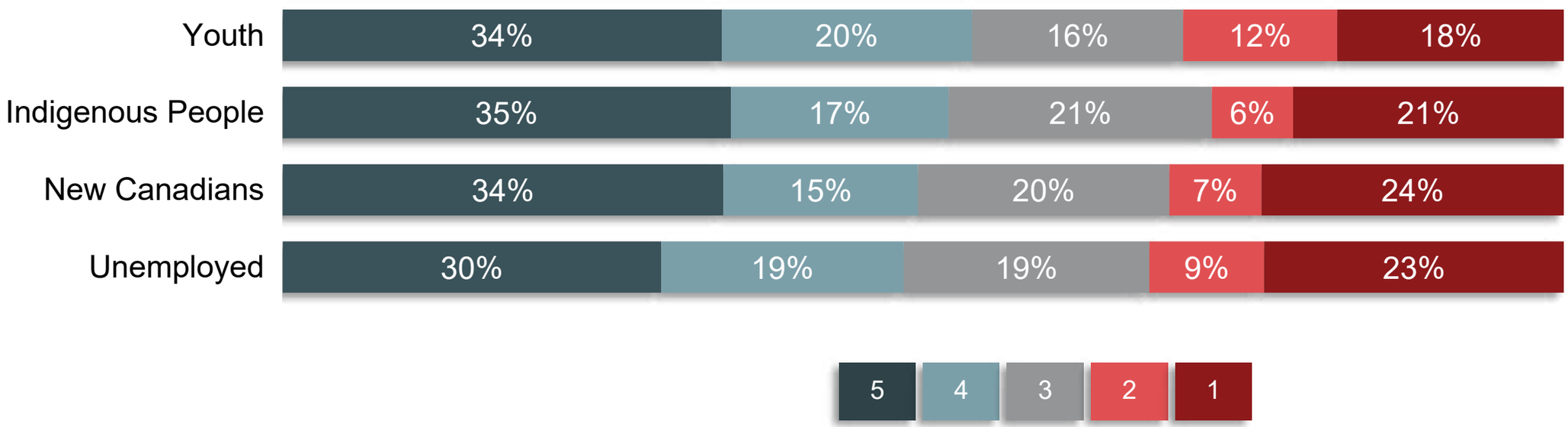
Qualifications: Fish filleter

General public

Qualified or not: **Looking at this job, what perspective is closest to your own?**



Target audiences

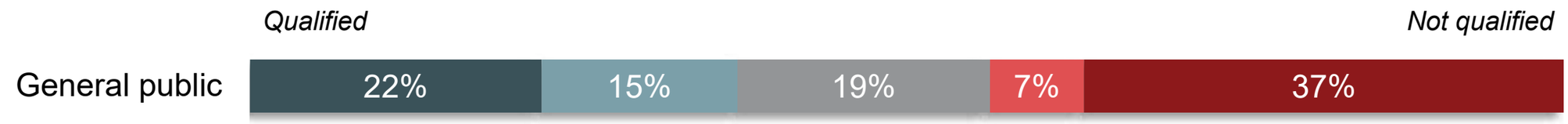


Scale 1 to 5: 5, I believe I am qualified for this job – 1, I do not believe I am qualified for this job; Don`t know

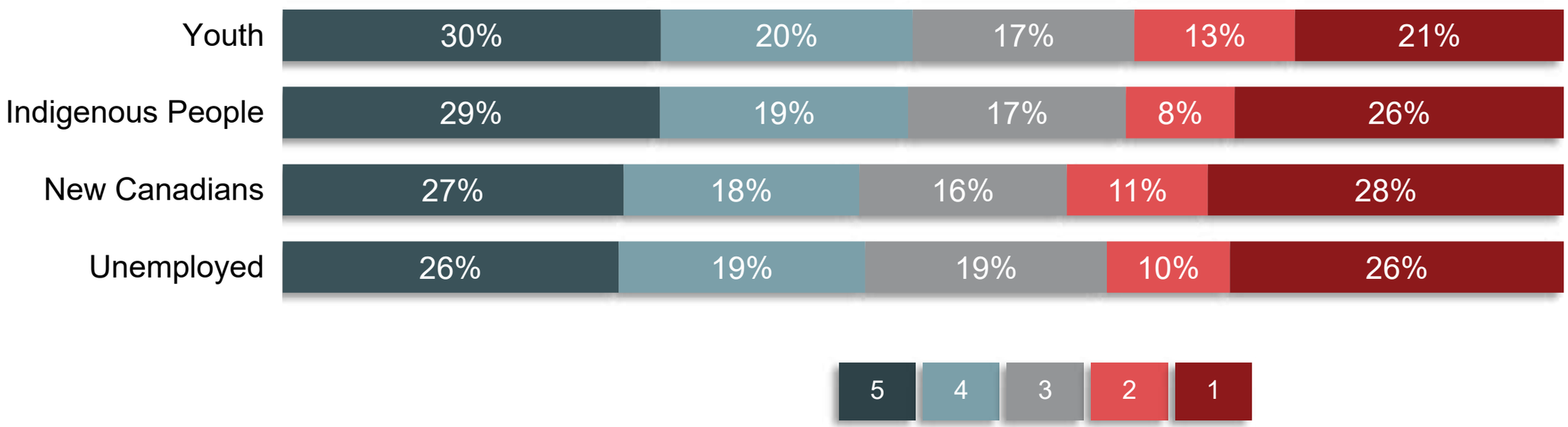
Qualifications: Lobster processor

General public

Qualified or not: **Looking at this job, what perspective is closest to your own?**



Target audiences

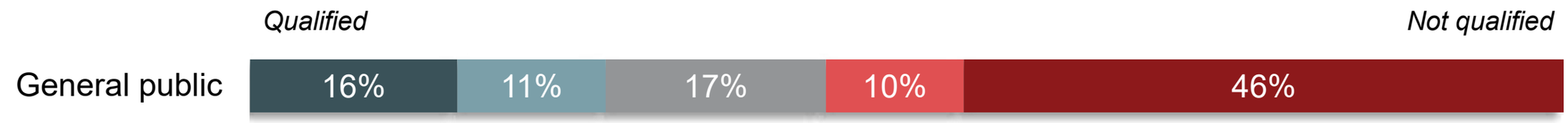


Scale 1 to 5: 5, I believe I am qualified for this job – 1, I do not believe I am qualified for this job; Don`t know

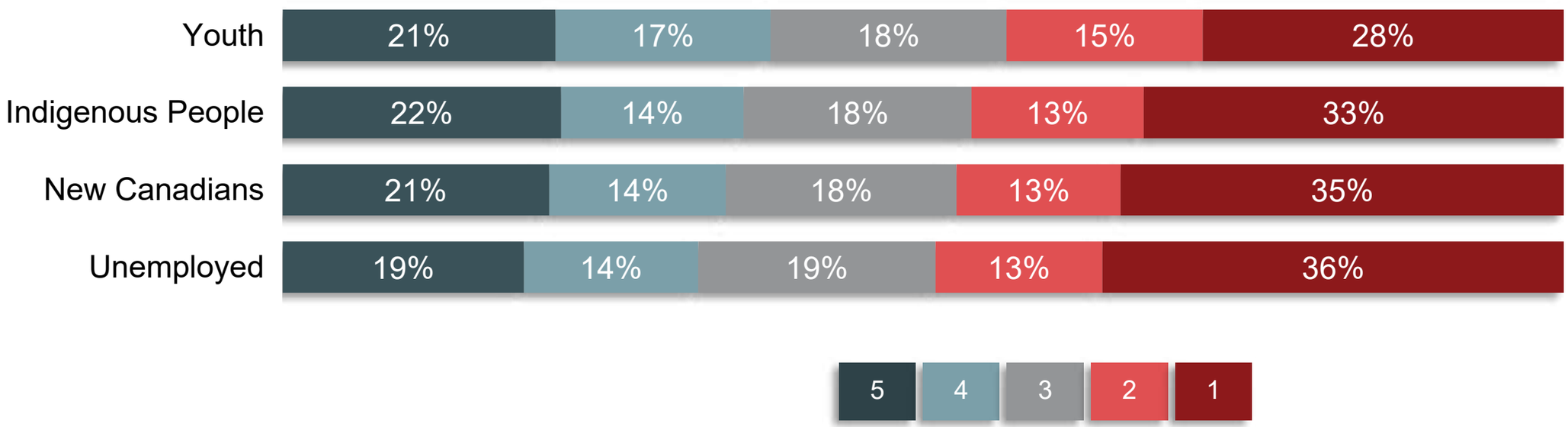
Qualifications: Industrial butcher / meat cutter

General public

Qualified or not: **Looking at this job, what perspective is closest to your own?**



Target audiences

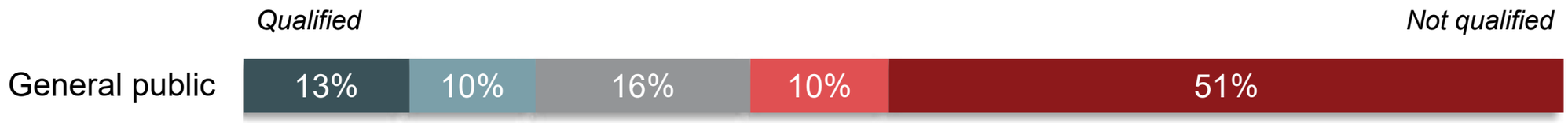


Scale 1 to 5: 5, I believe I am qualified for this job – 1, I do not believe I am qualified for this job; Don`t know

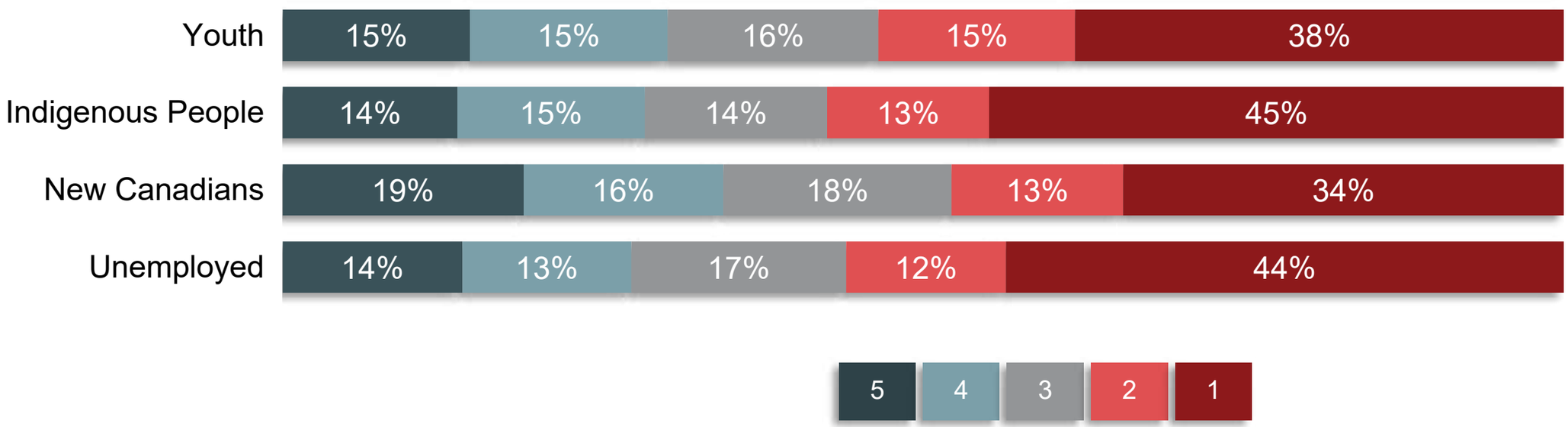
Qualifications: Operations manager

General public

Qualified or not: **Looking at this job, what perspective is closest to your own?**



Target audiences



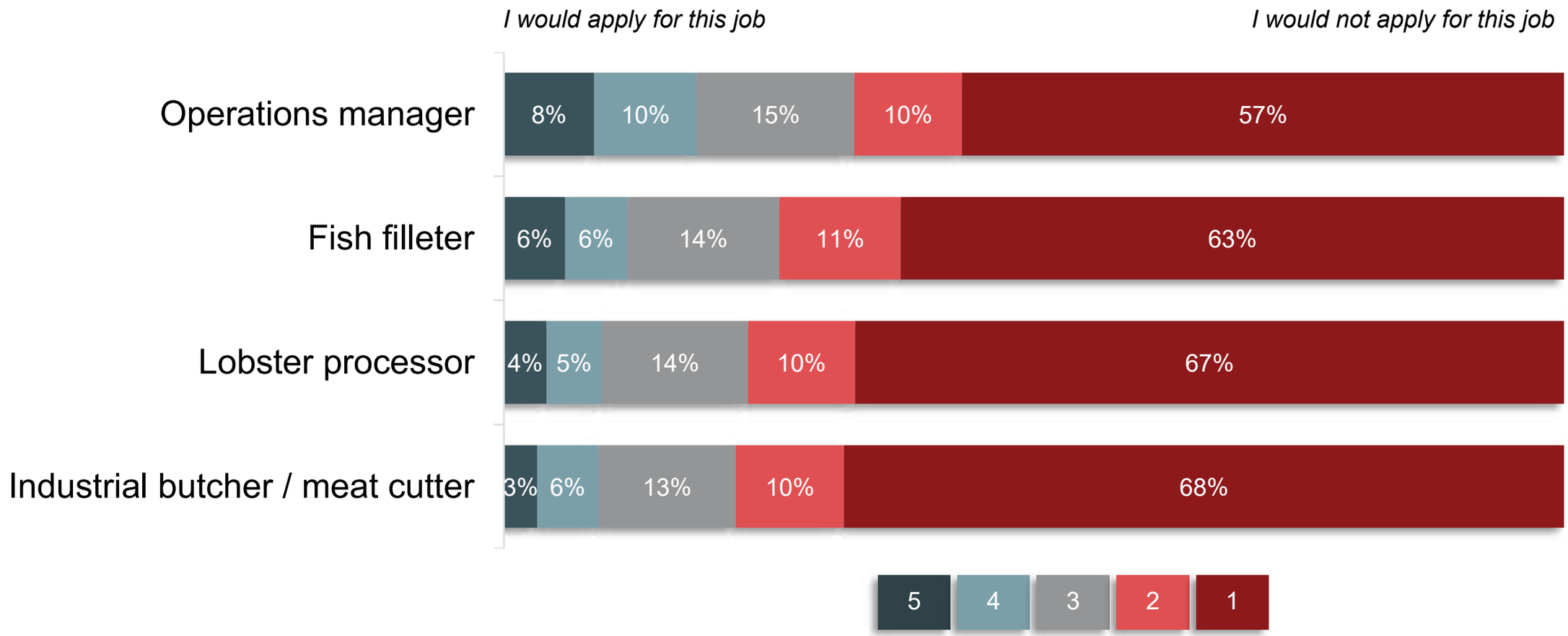
Scale 1 to 5: 5, I believe I am qualified for this job – 1, I do not believe I am qualified for this job; Don`t know

Interest in job examples

Interest in applying

General public

Apply vs. not apply: **Looking at this job, what perspective is closest to your own?**

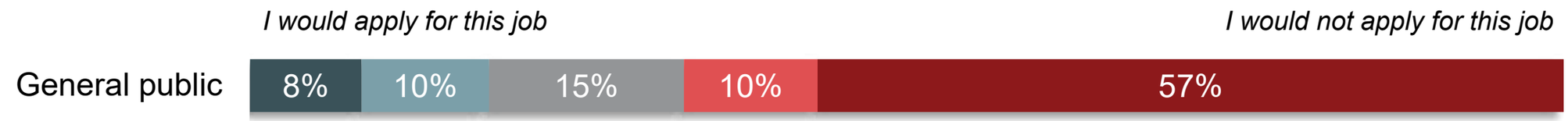


Scale 1 to 5: 5, I would apply for this job – 1, I would not apply for this job; Don`t know

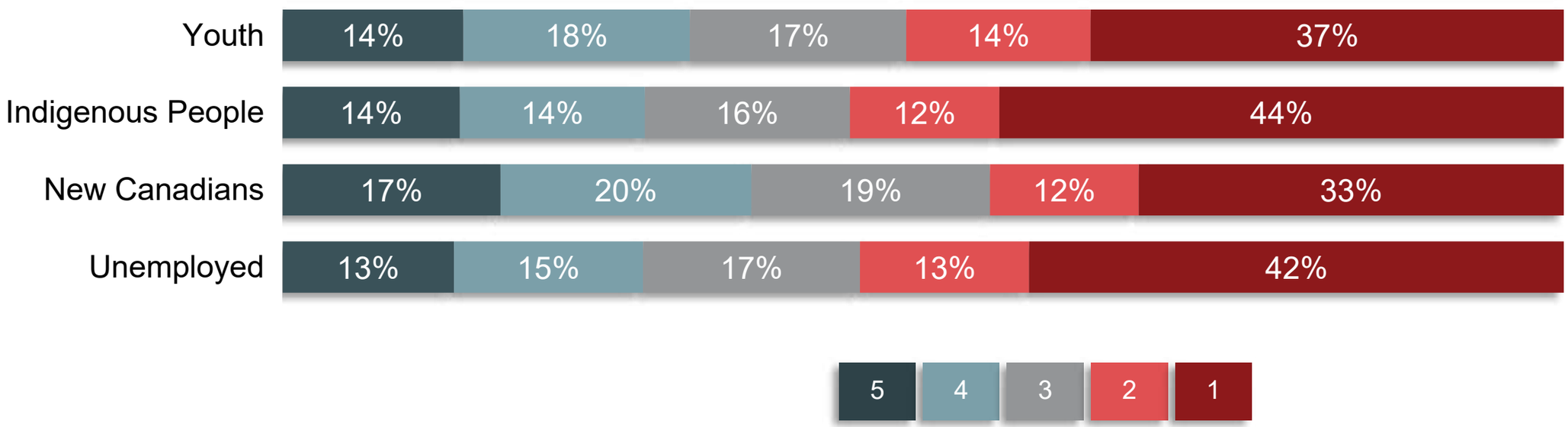
Interest in applying: Operations manager

General public

Apply vs. not apply: **Looking at this job, what perspective is closest to your own?**



Target audiences

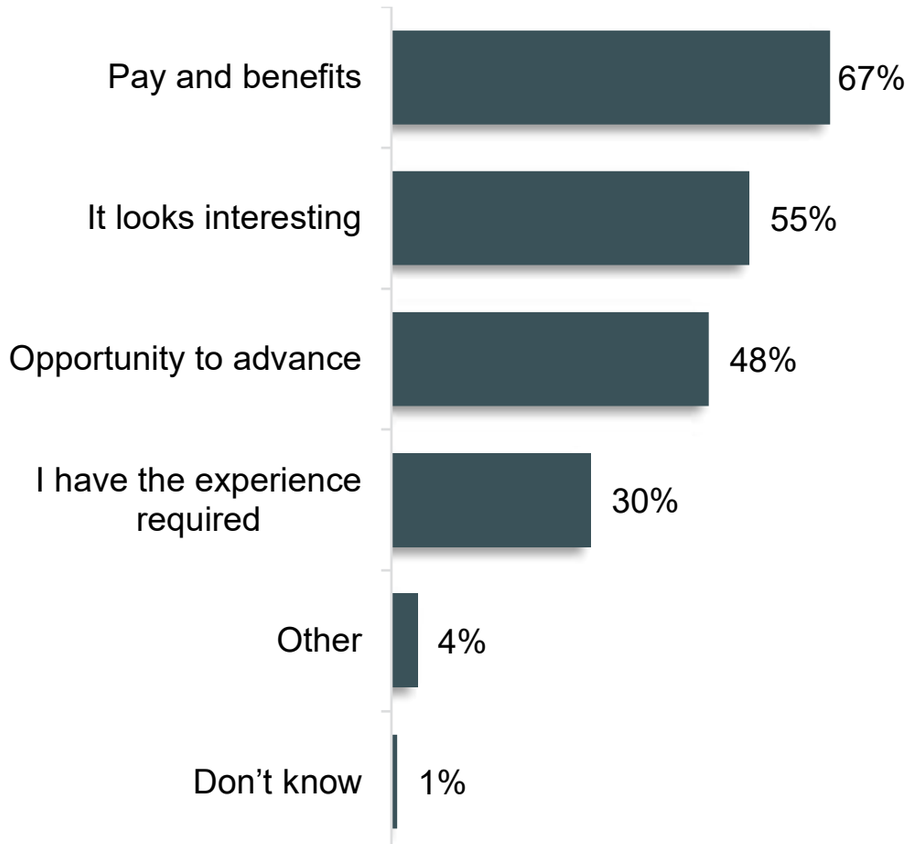


Scale 1 to 5: 5, I would apply for this job – 1, I would not apply for this job; Don`t know

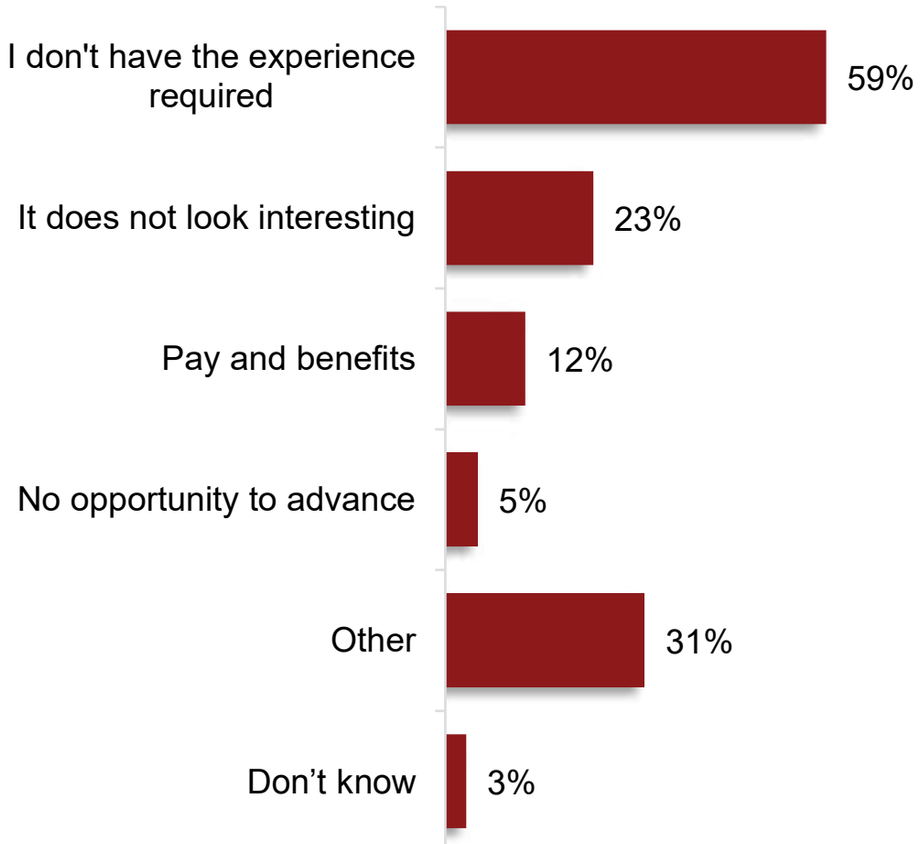
Interest in applying: Operations manager

General public

Why would you apply for this job?



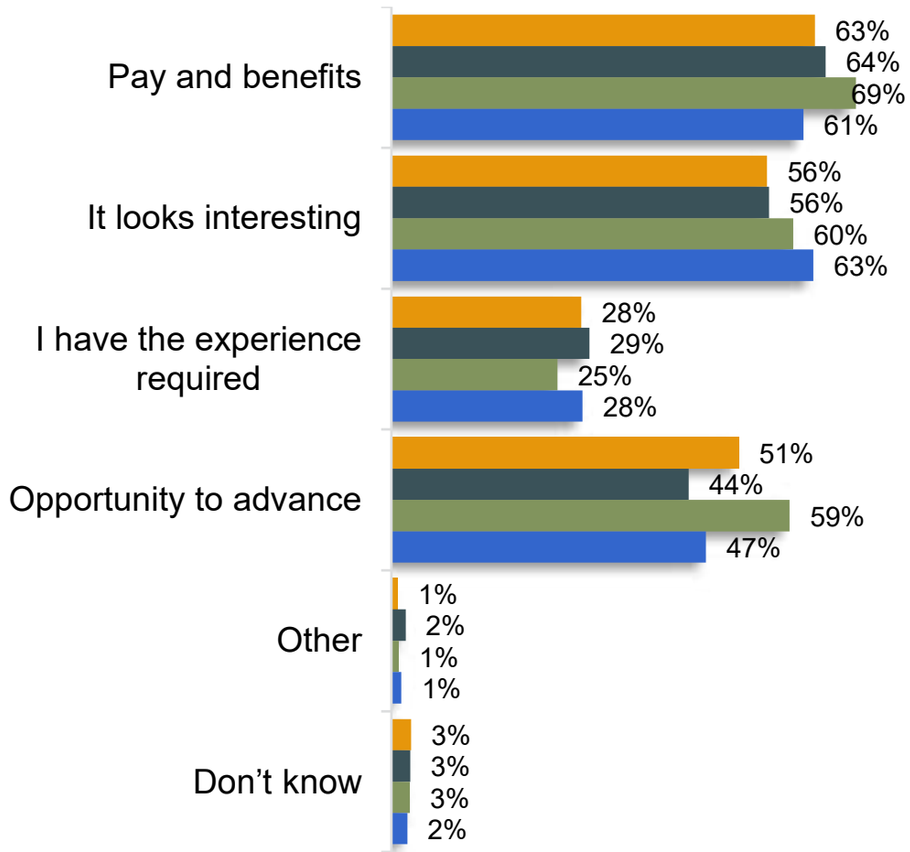
Why would you <u>not</u> apply for this job?



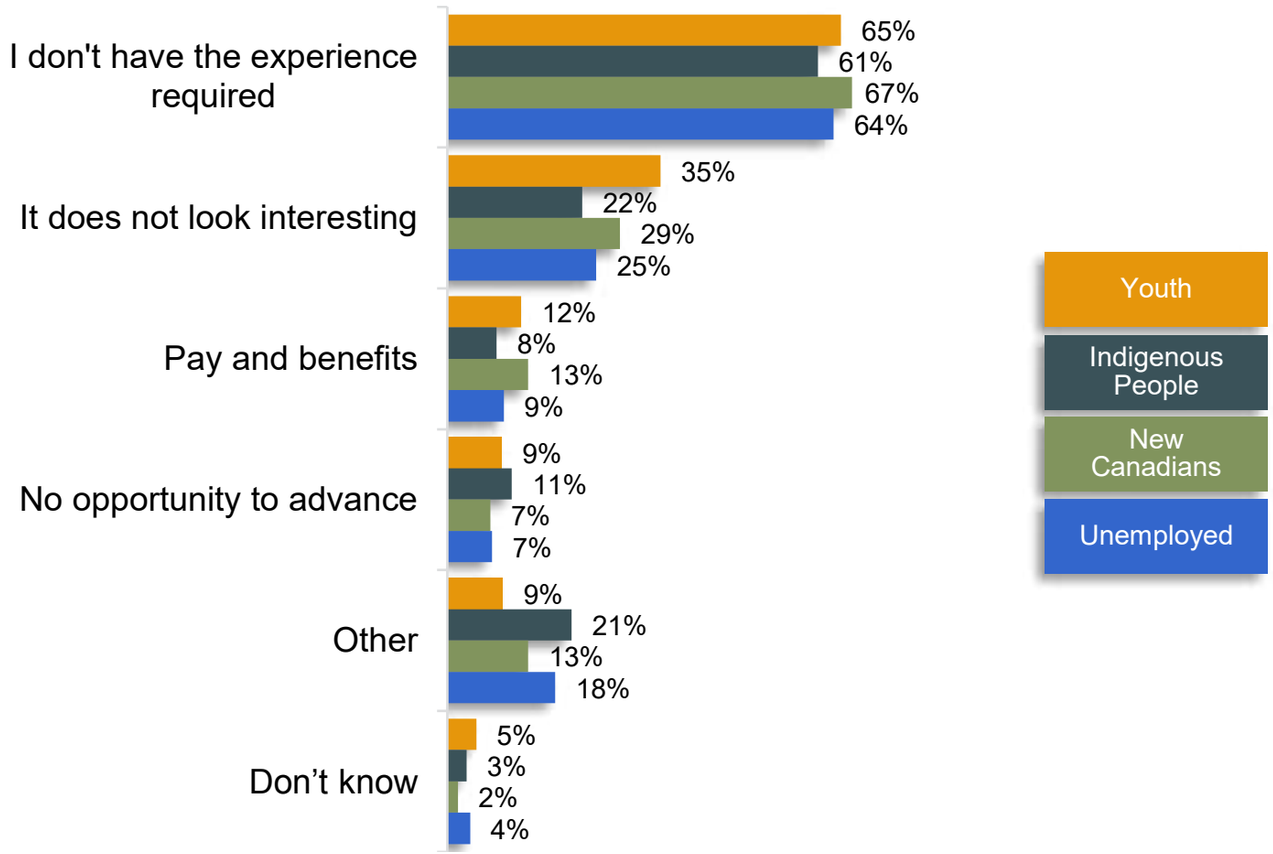
Interest in applying: Operations manager

Target audiences

Why would you apply for this job?



Why would you <u>not</u> apply for this job?

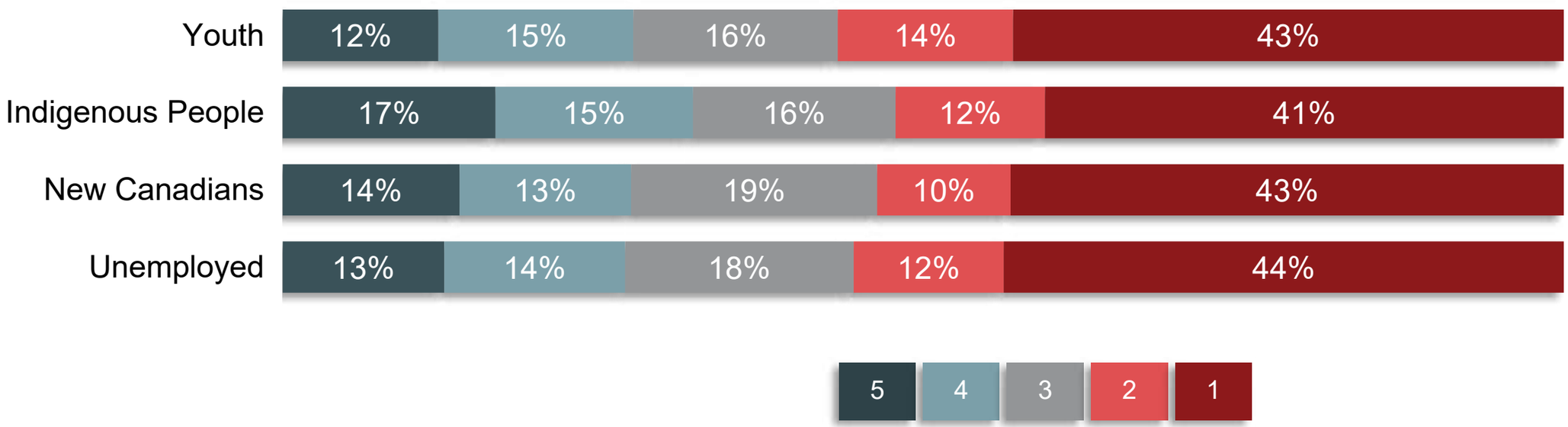


Interest in applying: Fish filleter

General public

Apply vs. not apply: **Looking at this job, what perspective is closest to your own?**

Target audiences

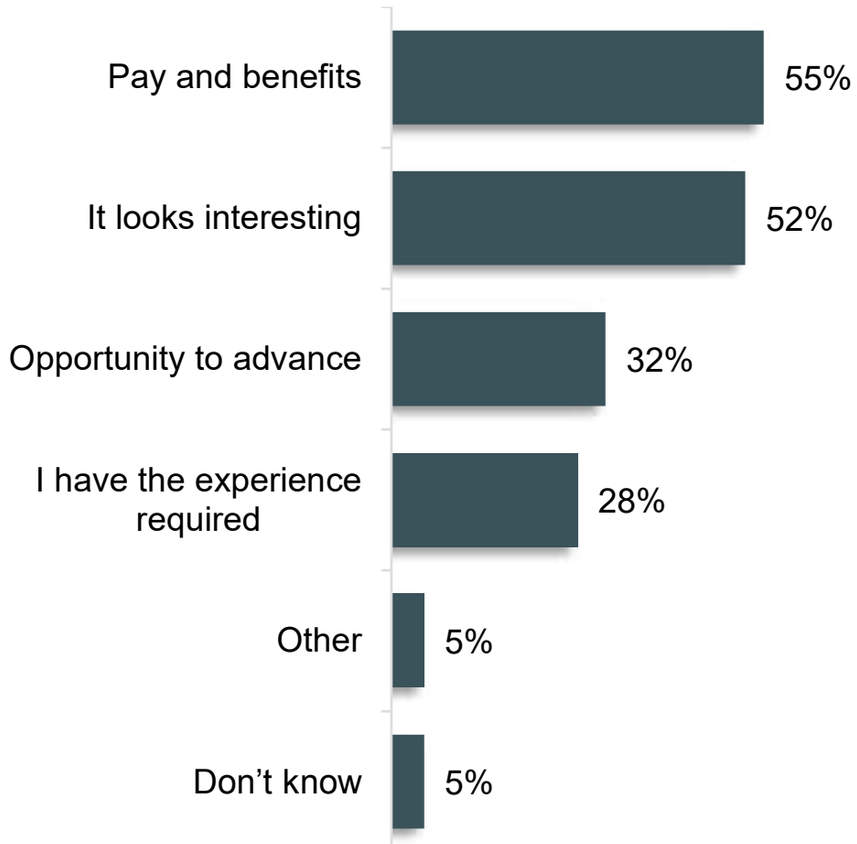


Scale 1 to 5: 5, I would apply for this job – 1, I would not apply for this job; Don`t know

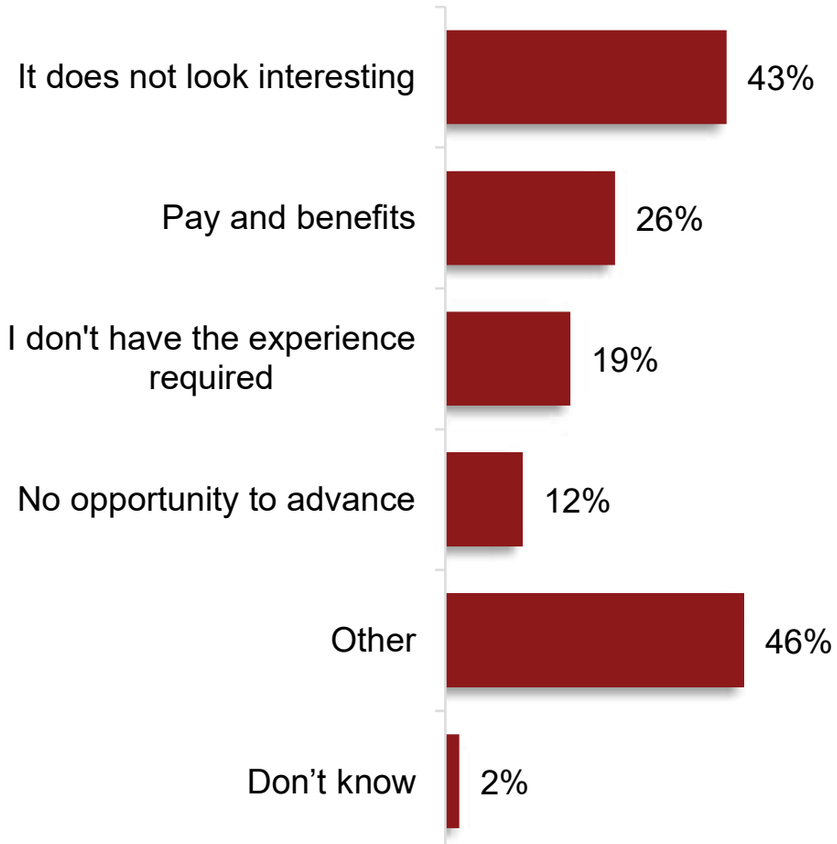
Interest in applying: Fish filleter

General public

Why would you apply for this job?



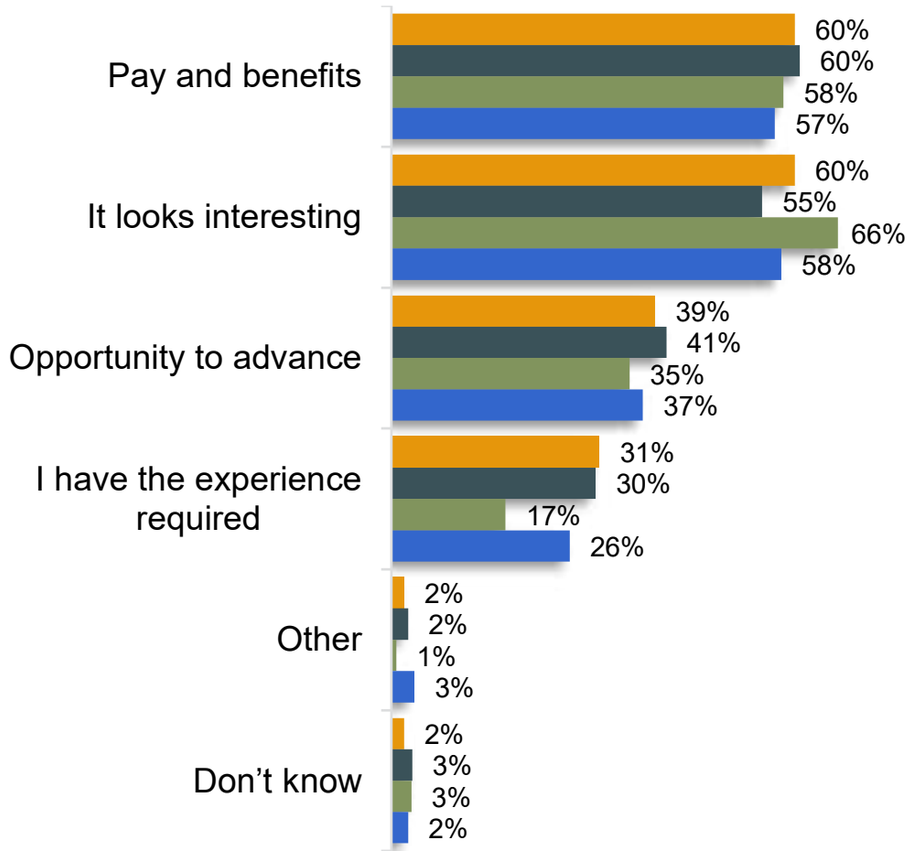
Why would you <u>not</u> apply for this job?



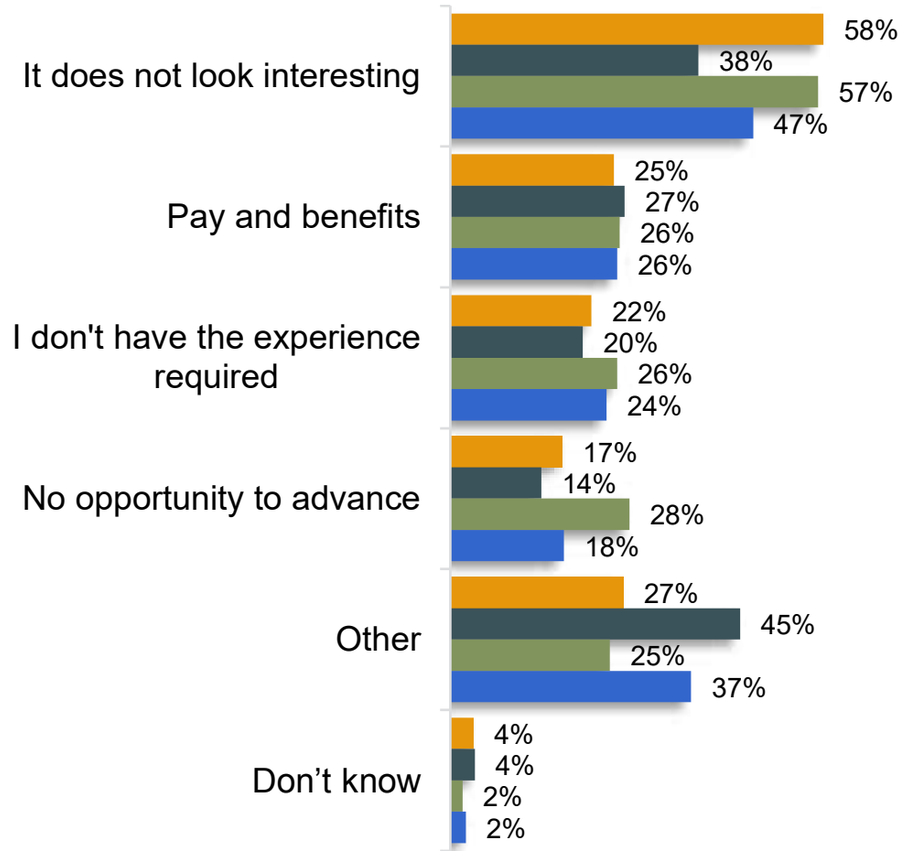
Interest in applying: Fish filleter

Target audiences

Why would you apply for this job?



Why would you <u>not</u> apply for this job?

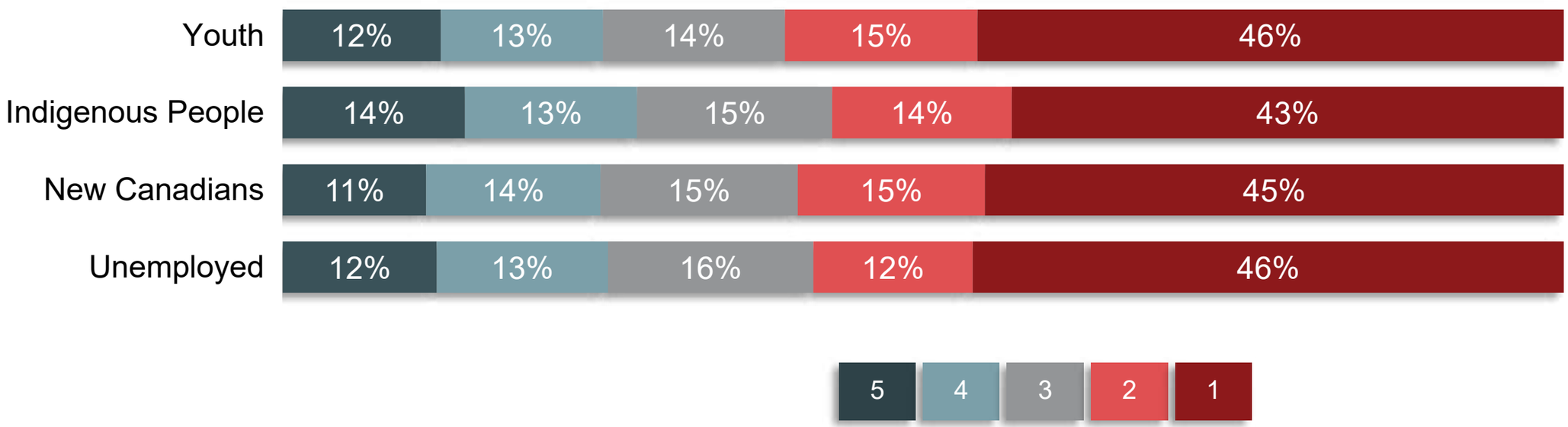


Interest in applying: Lobster processor

General public

Apply vs. not apply: **Looking at this job, what perspective is closest to your own?**

Target audiences

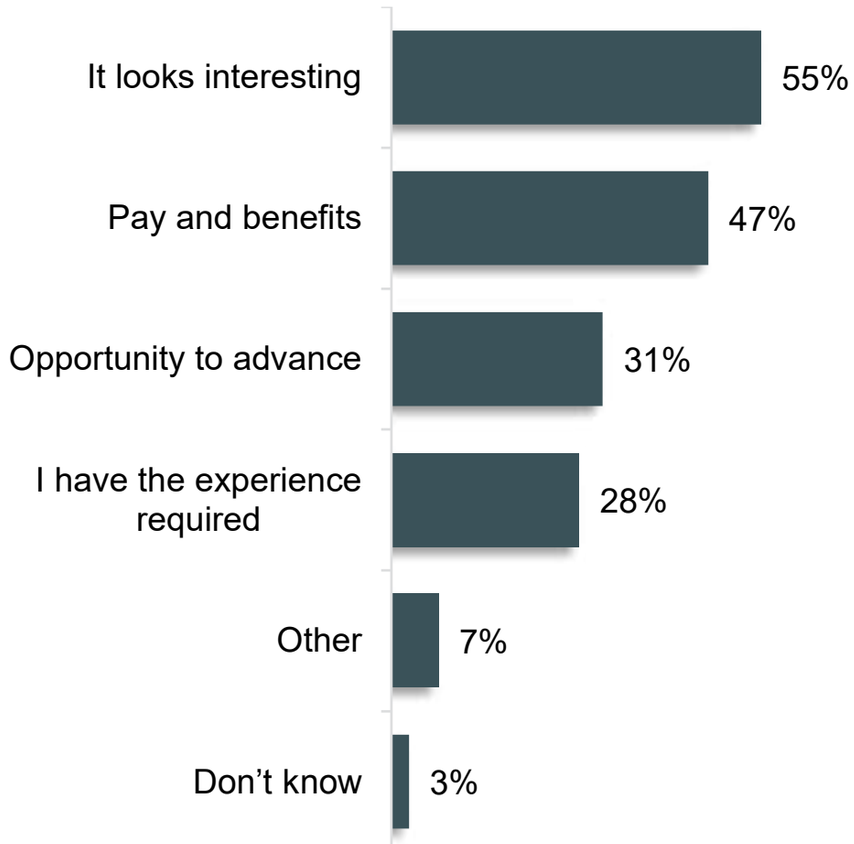


Scale 1 to 5: 5, I would apply for this job – 1, I would not apply for this job; Don`t know

Interest in applying: Lobster processor

General public

Why would you apply for this job?



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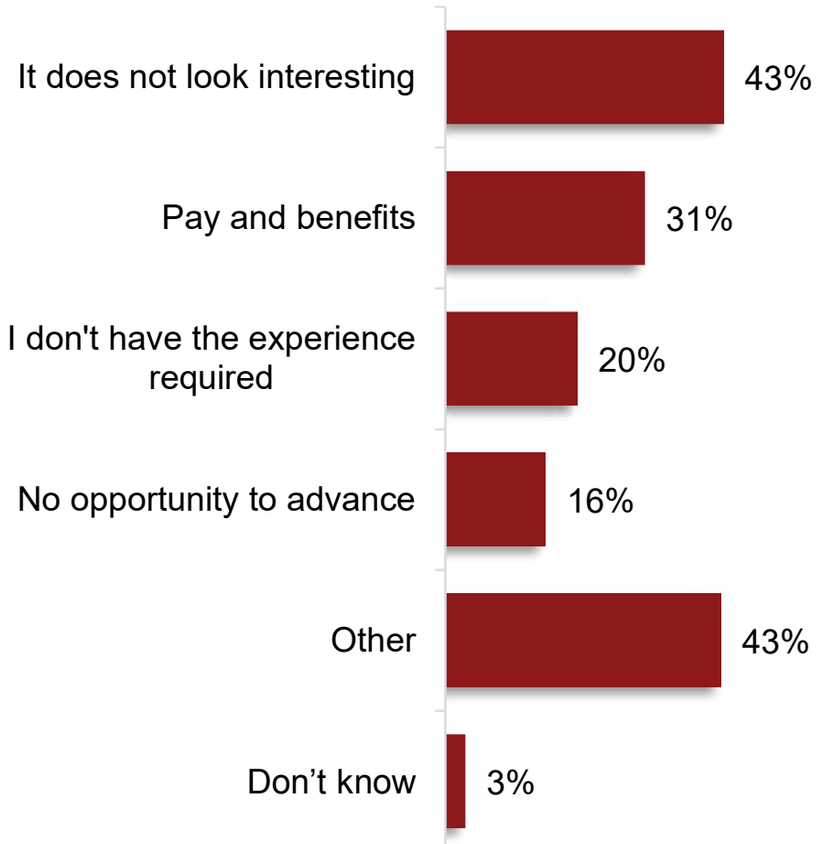

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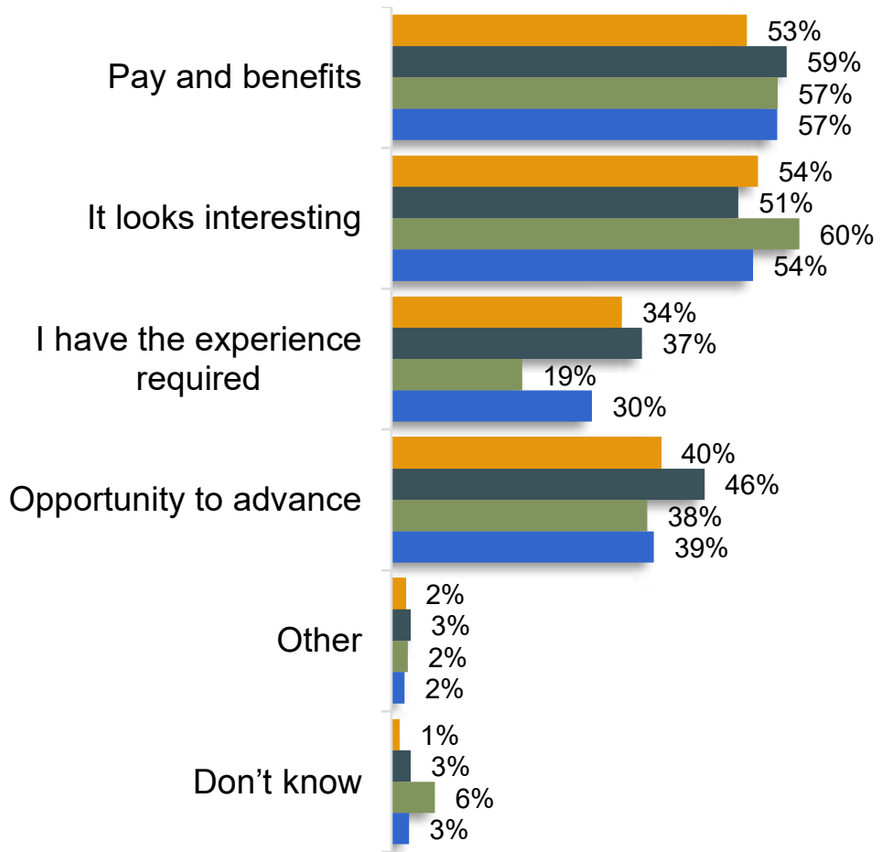

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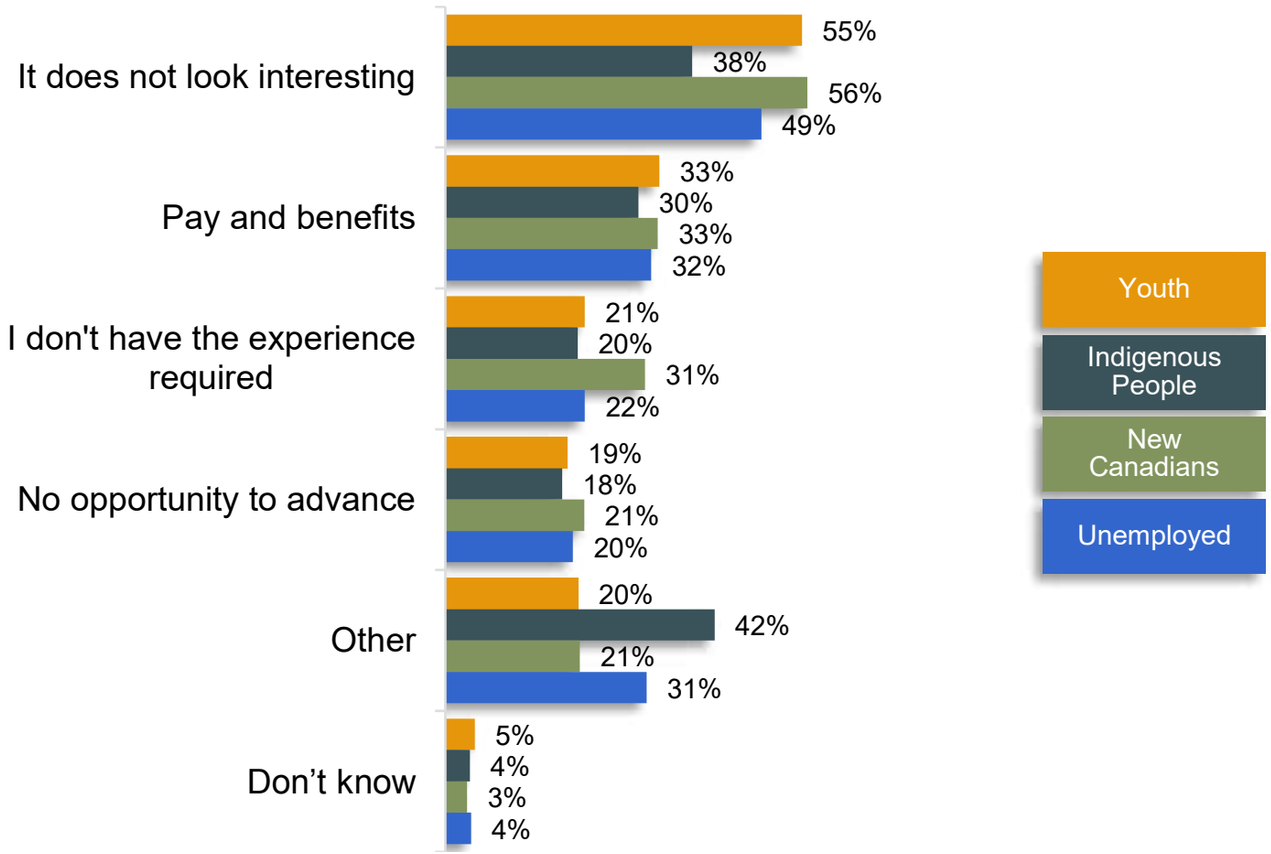
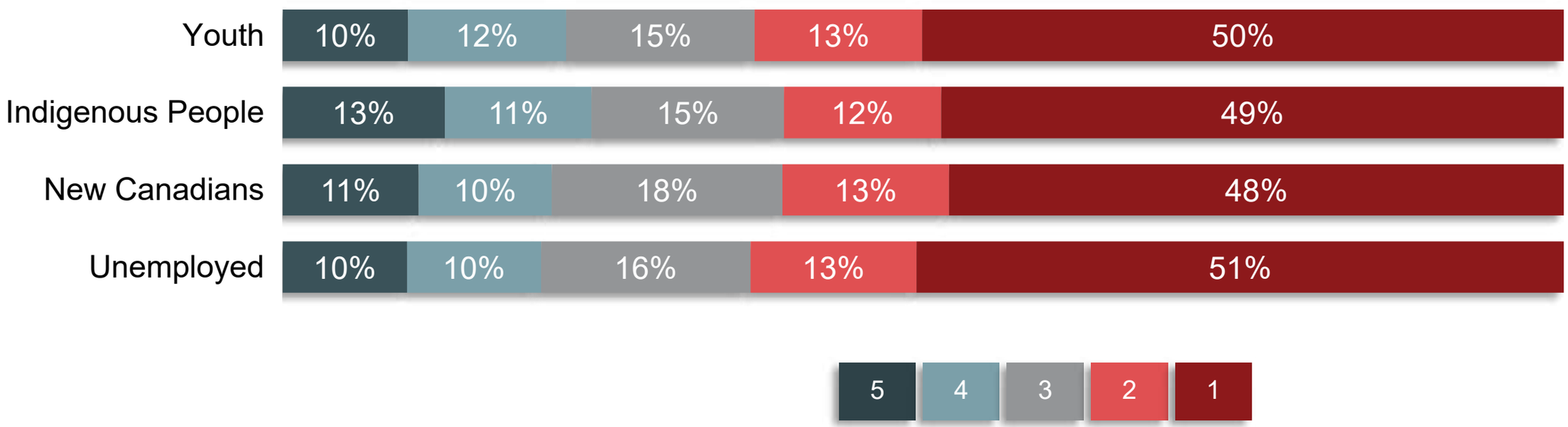


Interest in applying: Industrial butcher / meat cutter

General public

Apply vs. not apply: **Looking at this job, what perspective is closest to your own?**

Target audiences

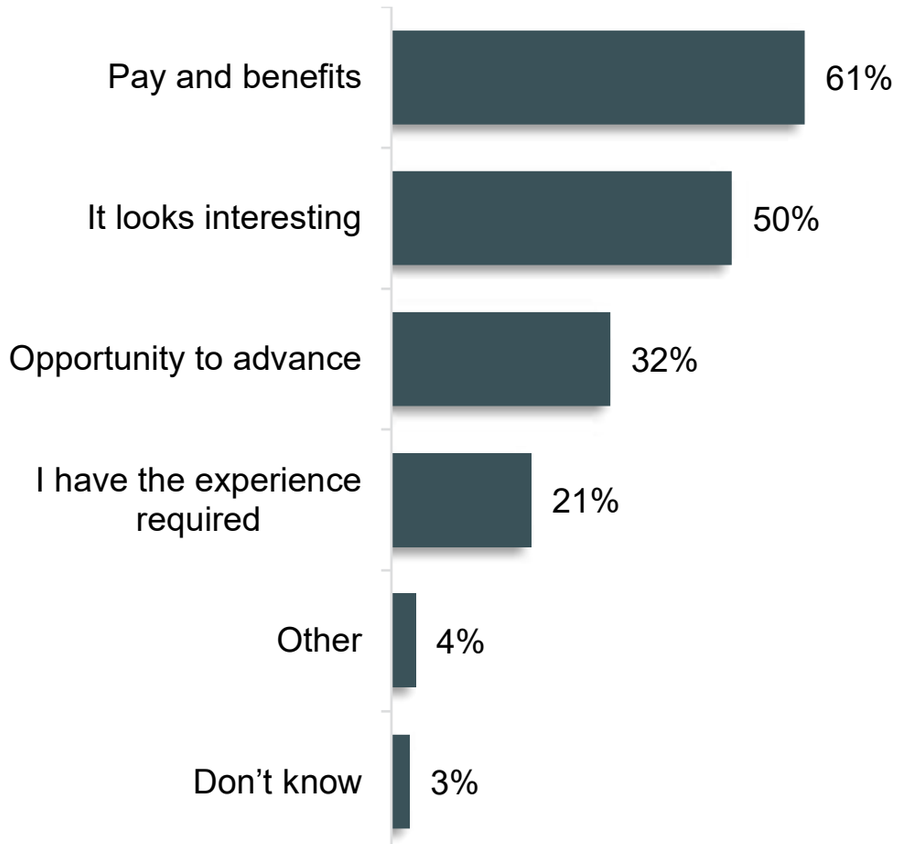


Scale 1 to 5: 5, I would apply for this job – 1, I would not apply for this job; Don`t know

Interest in applying: Industrial butcher / meat cutter

General public

Why would you apply for this job?



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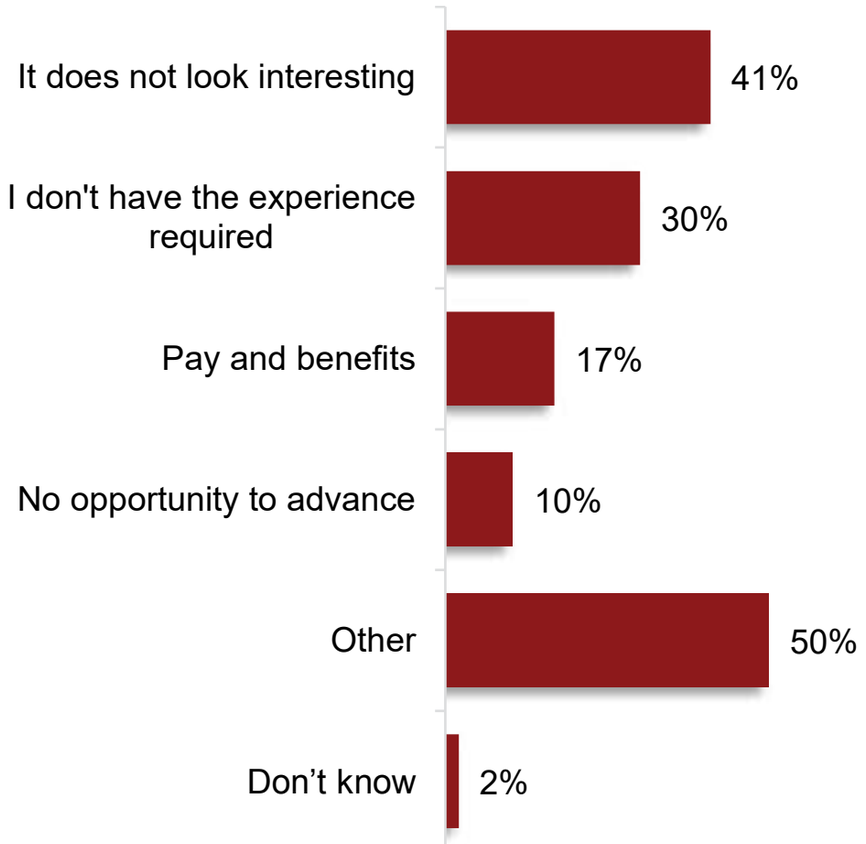

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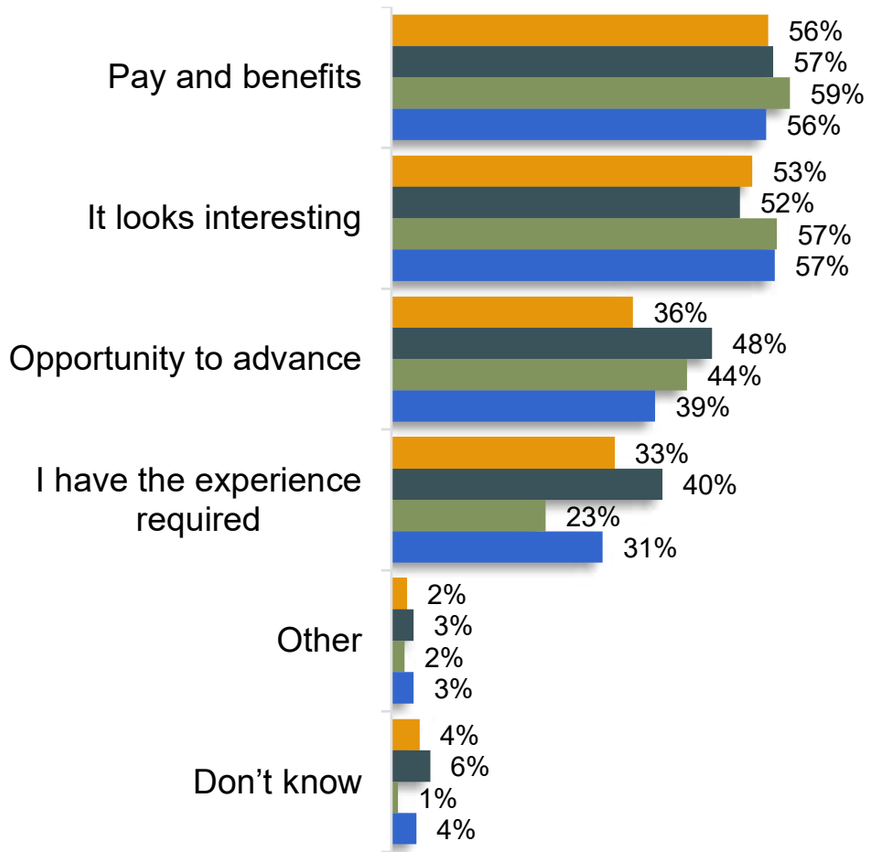

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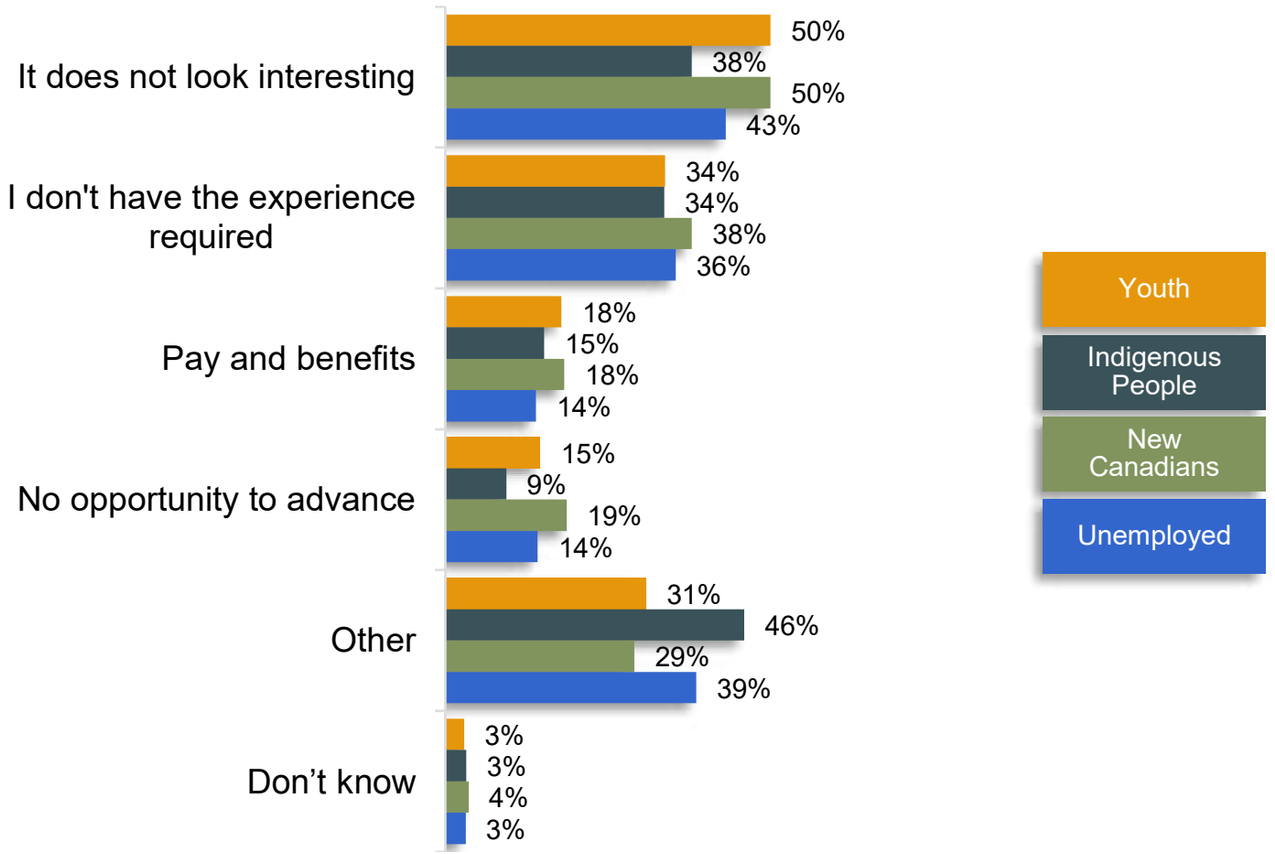
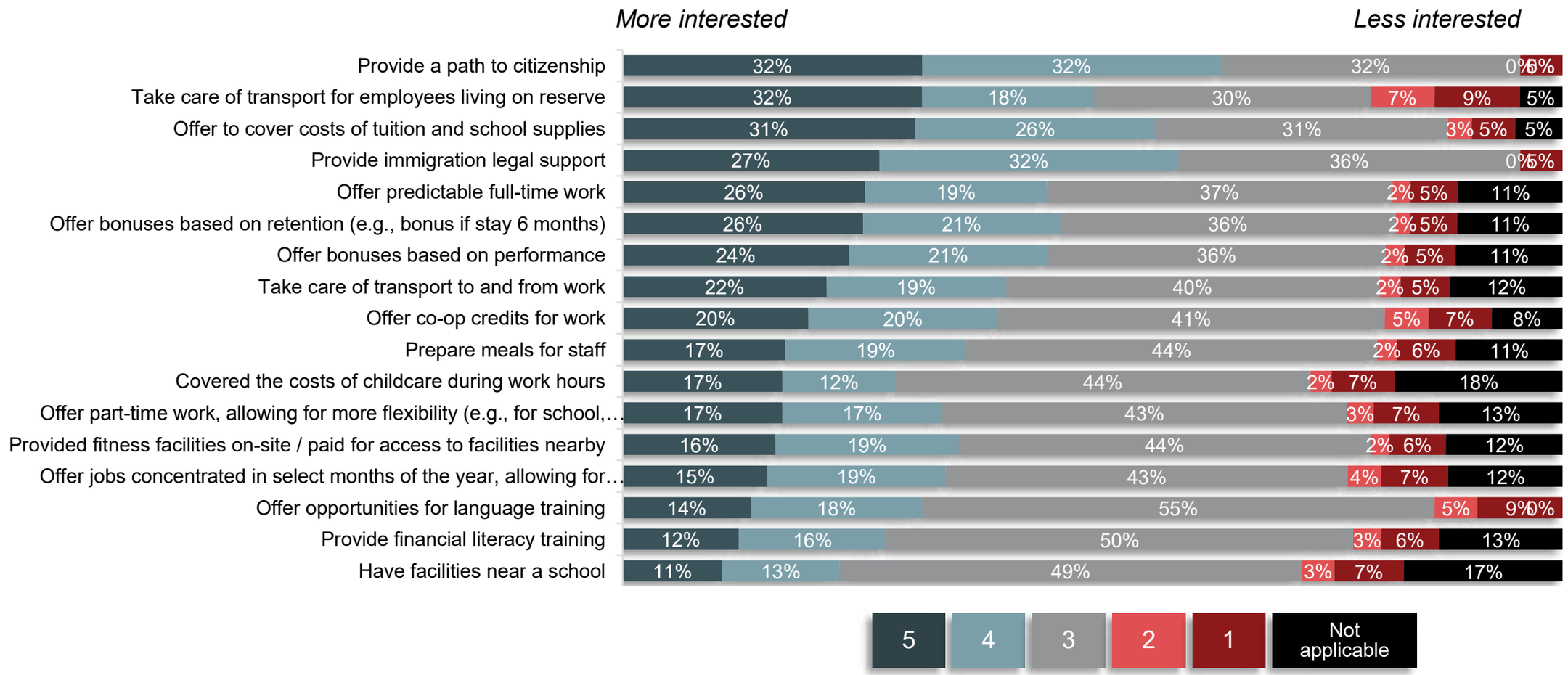


Meat and Seafood jobs: Interest

General public

Would you be more or less willing to work in the meat and seafood sector if employers…



Scale 1 to 5: 5, More interested – 1, Less interested; Not applicable

Meat and Seafood jobs: Interest

Target audiences

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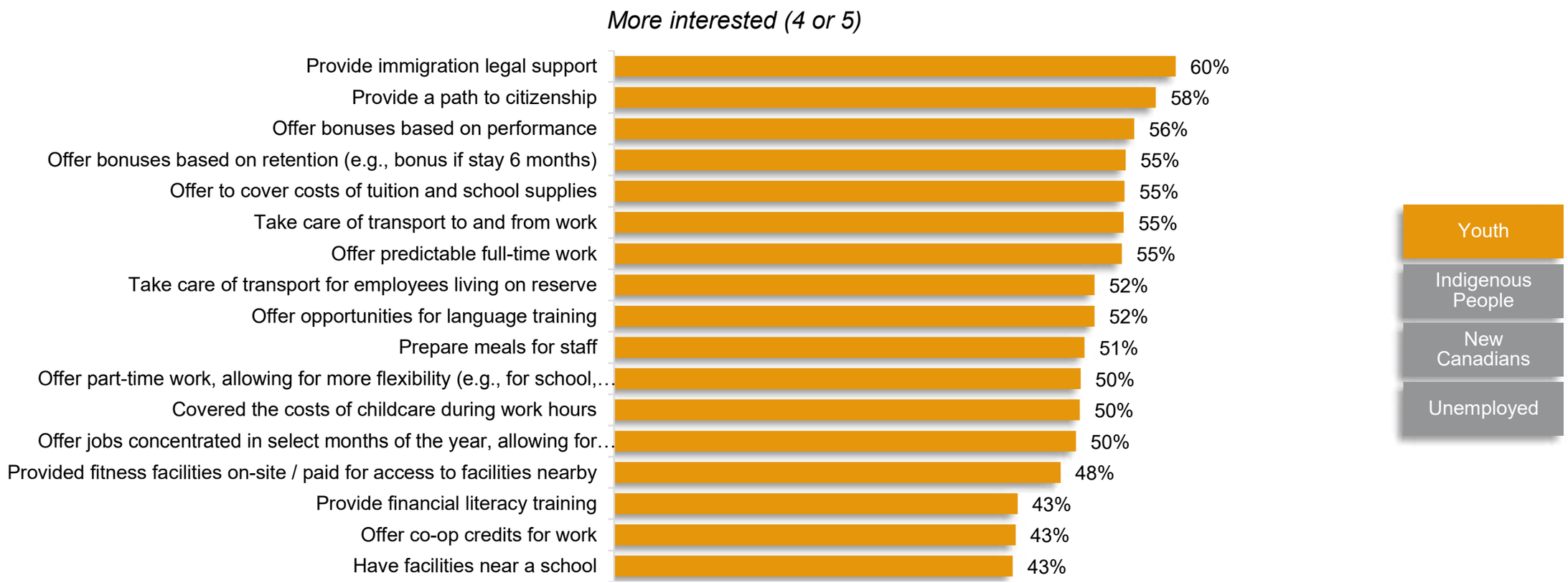

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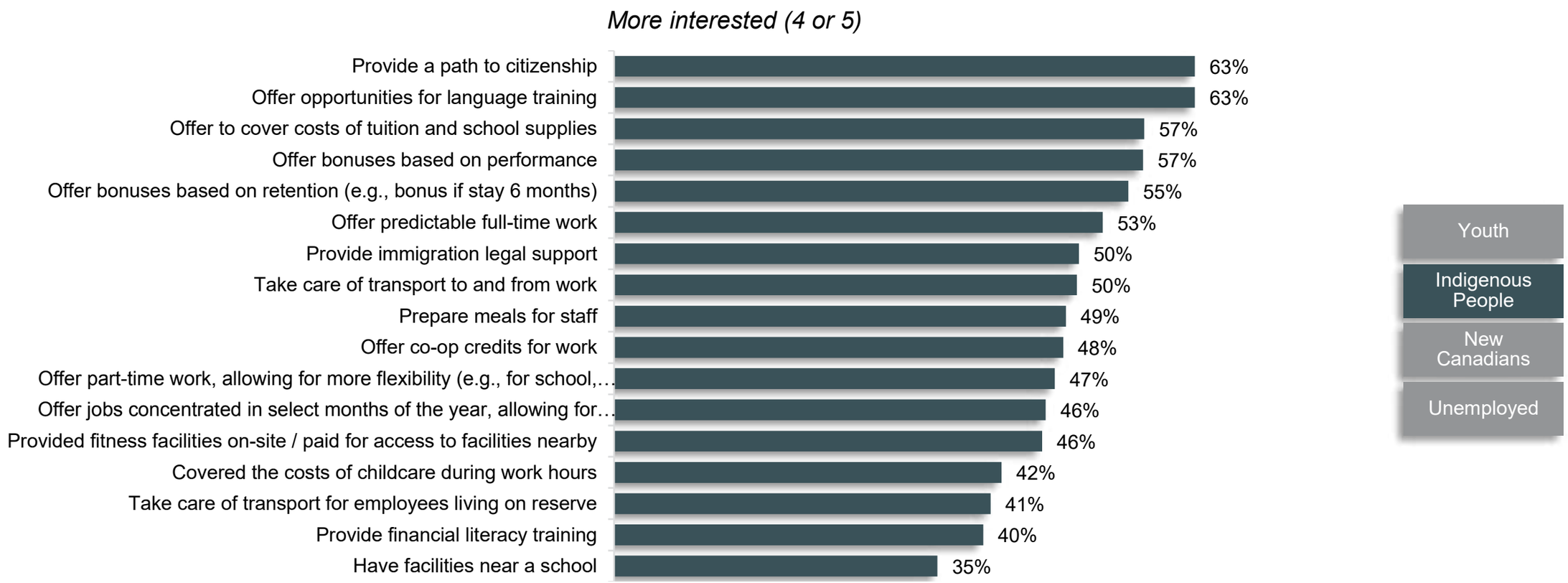

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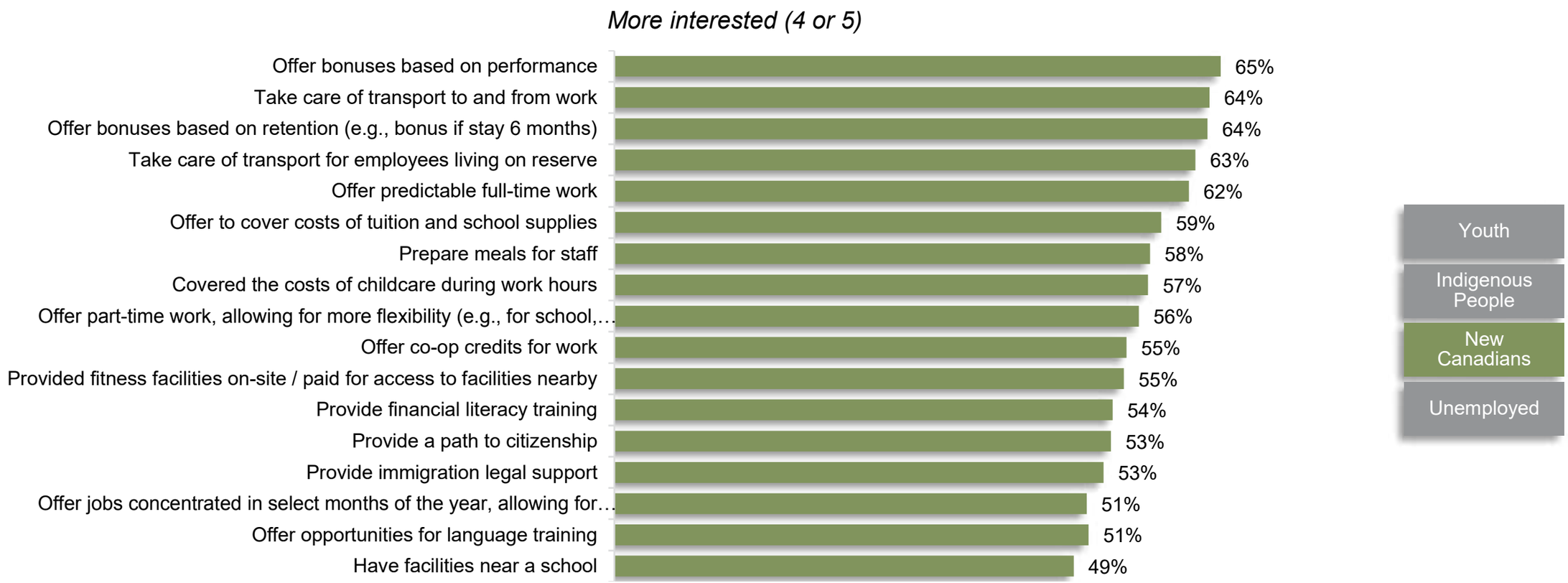

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Meat and Seafood jobs: Interest

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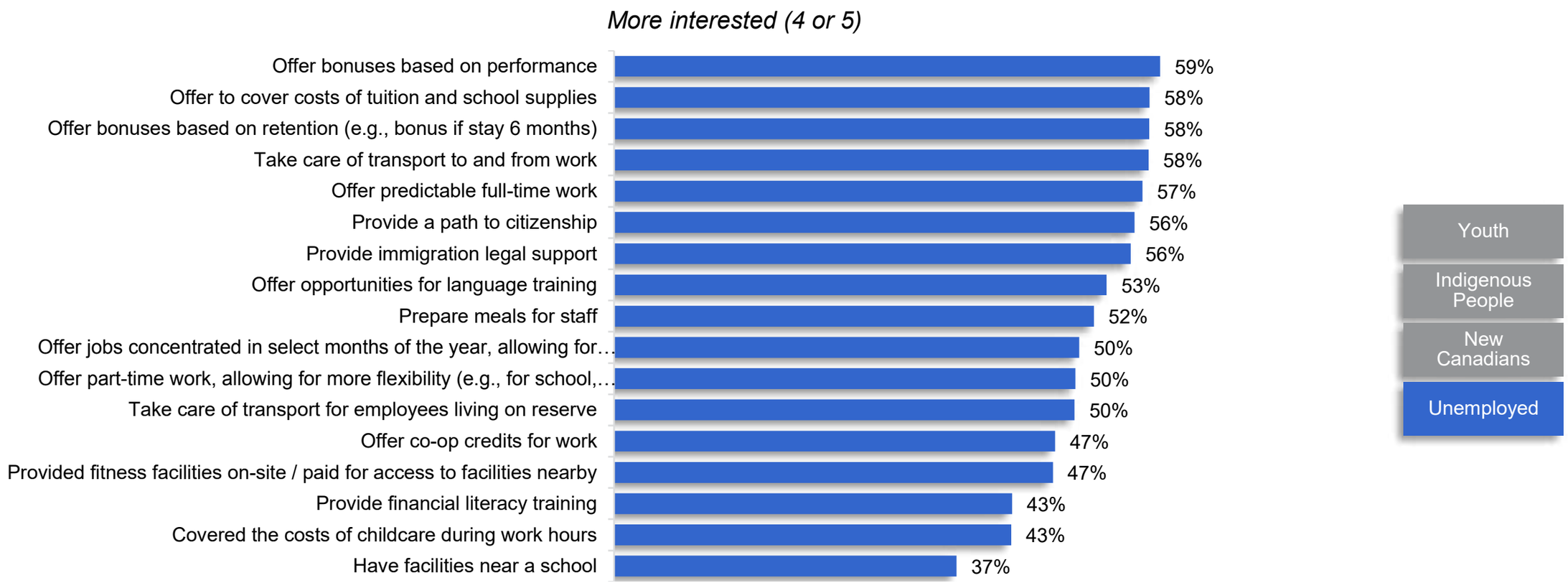


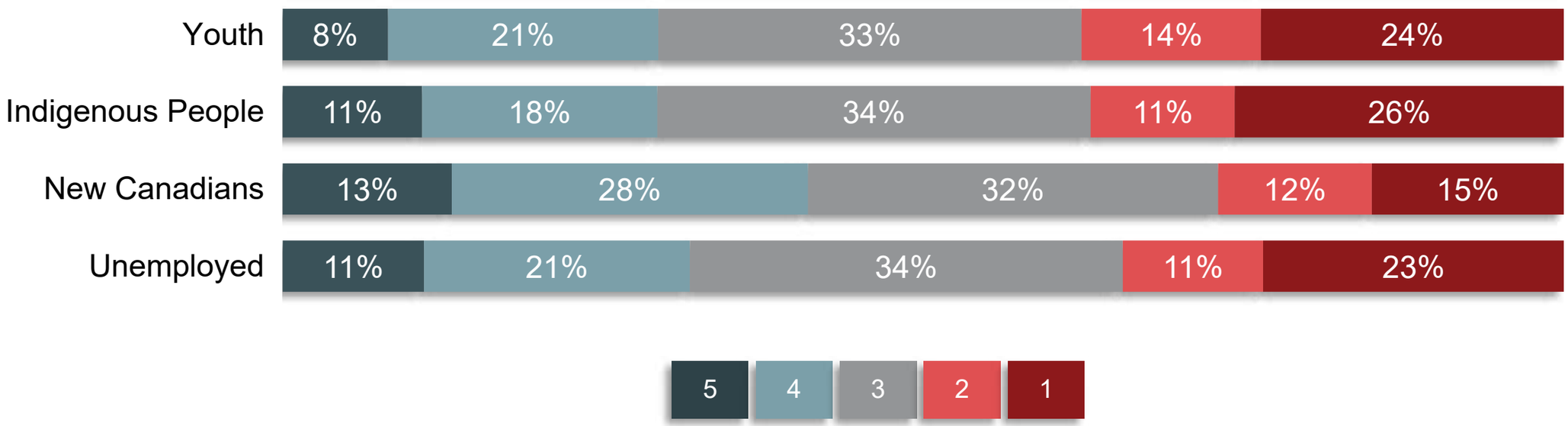
Scale 1 to 5: 5, More interested – 1, Less interested; Not applicable

Meat and Seafood jobs

General public

Now that you have learned more about it, if a <u>meat and seafood manufacturing</u> job was located near you, would you apply?

Target audiences



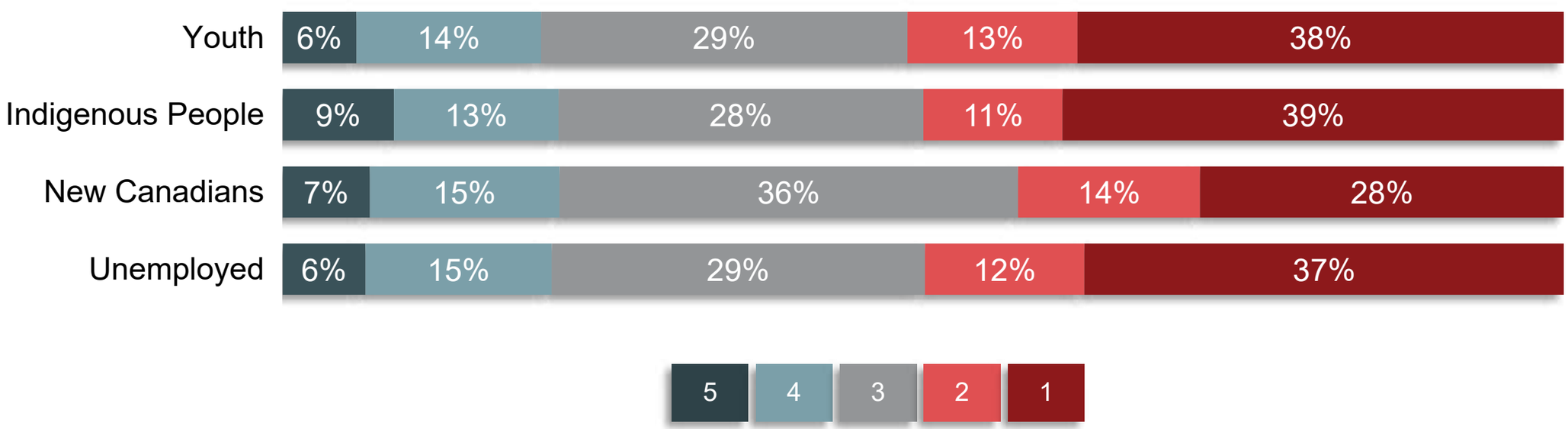
Scale 1 to 5: 5, Yes, definitely – 1, No, definitely not; Don`t know

Meat and Seafood jobs

General public

And if one was not located near you, would you move to work there?

Target audiences



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