7. COMMUNITY SURVEY RESULTS

The CFDC-SN conducted a survey of community members during July and August 2006 to obtain input from community residents about their education and training needs, about their employment challenges, and how they feel about living and working in the Vanderhoof area.

7.1. SURVEY DESIGN

A telephone survey method was used for the community survey. Based on input from steering committee members, community members, and literature review findings, the CFDC-SN research team developed a 55-question survey. The survey was tested by Steering Committee members, CFDC-SN staff members, visitors, and CFDC-SN staff contacts who acted as pre-test participants by completing the survey by telephone and commenting on its structure and content. The survey was modified and re-tested in response to this feedback.

The final questionnaire asked respondents to answer questions pertaining to:

Personal demographics (such as age, gender, racial/ethnic group, and marital status, birthplace, years living in the Vanderhoof area, whether or not they have ever moved away from Vanderhoof, number of dependents and people per household, income information, and education level).

*Employment demographics (*such as employment and retirement status, current occupation and sector, years until retirement, whether or not they have looked for work with a different employer, if they own or are considering starting a business, expectations for training and education, plans for upgrading their training and education, and reasons for leaving employment).

*Perceptions about employment issues (*such as adequacy of community attributes, adequacy of skills, job satisfaction, barriers to working more hours or entering the workforce, barriers to upgrading training and education, adequacy of local training and education).

The survey included closed-ended choice questions and rating-type questions (scale of 1–10), and open-ended questions that allowed respondents to select "other." Skip logic was used on several questions to enable surveyors to ask questions based on the responses to previous questions.

7.2. Population, Sample and Analysis Process

Individuals targeted for the survey were youth and adults between the ages of 15–64 and living in the Vanderhoof area, which included the Regional District of Bulkley-Nechako Electoral Area F (Vanderhoof rural and Cluculz Lake). To obtain telephone numbers for the survey, the CFDC-SN staff compiled a list of numbers from the telephone directories for Vanderhoof and Cluculz Lake. The list was modified to exclude non-residential telephone numbers belonging to businesses, government, and other agencies and organizations. A map of the Regional District of Fraser Fort George was used to determine the telephone numbers in the Cluculz Lake directory located outside the survey boundary. Once the non-residential numbers were excluded, the list was comprised of 2,860 households.

A systematic method was used to draw a sample. The telephone list was divided into segments of 10 telephone numbers and random numbers between 1 and 10 determined which telephone numbers in each segment would be called on the first pass, second pass, and so on. The survey was designed to interview only one person (15 years of age and older) per household. To ensure that the respondent in each household was randomly selected, the CFDC-SN staff asked to speak with the household member who had had the most recent birthday.

The sampling included 10 passes through the telephone list until all numbers on the list were dialled once. When there was no answer, the number was called a second time on the next pass through the list. Numbers that were not in service, or that belonged to residents who declined to be surveyed, or had no residents aged 15–64 years were removed from the list. A total of 834 telephone numbers were removed from the list of residences in the population because they were fax numbers, duplicate numbers such as shop and barn numbers, not in service, or without residents aged 15–64. After these telephone numbers were removed from the list, a total of 2,026 households remained in the population.

In the last three days of the survey, 173 residents were contacted and a stratified survey of males was conducted to ensure that males were not under-represented in the sample.

From a population of 2,026, a total of 646 residents declined to participate in the survey, while 492 residents completed surveys for a response rate of 24.3%. This response rate, using a random sampling technique, produces a potential error margin of + or – 3.8% at a 95% confidence level, which is considered more than acceptable for this type of survey research. After the surveys were completed, the data were entered directly into Zoomerang, a commercially available Web-based survey compilation tool. The data were then transferred into SPSS (Statistical Package for Social Sciences) for the analysis. SPSS was used to generate frequencies and descriptive statistics and charts and graphs. Cross tabulations were conducted for many of the survey questions such as age by

likelihood to move away from Vanderhoof, and industrial sector by number of years until retirement.

7.3. NON-RESPONDENTS

To identify if there were major differences between community members who completed a survey and those who did not, and to see if there was bias in the results due to sampling error, the research team compared ages, personal and household incomes, genders, and education levels of respondents with the total population of the area obtained through the Canadian Census (2001). It is important to note that the Census was conducted in 2001 and this survey was conducted five years later. The 2006 Census data is expected to be available in early 2007.

The comparison found differences in three areas: age of respondents, household income, and education. First, the survey sample included slightly younger respondents than was reported in the population through the Canadian Census 2001. Second, median household income of respondents was slightly higher than the overall population in the 2001 Census ($58,999 for respondents and $45,621 for the Vanderhoof District as reported in the Census). Finally, fewer respondents reported having higher than high school diplomas compared to the overall population in the Vanderhoof District in the 2001 Census. One similarity between the survey and the Census came with the male/female ration, which in survey was almost equal to the overall population in the District in 2001. See Table 18.

Table 18: Respondents compared with population statistics from Census Canada

	Respondents	Census Canada data[21] [22]
Age (%15–39 years)	46%	38.9% (2001)
Household income (% under $59,999)	51%	Median[23] household (2000) was $45,621
Gender (% male, % female)	49% male 51% female	50.3% male 49.7% female
Education level (% that have less than high school graduation)	Ages 25-34- 9% Ages 35-44- 18% Ages 45-54- 17% Ages 55-64- 24%	20-34 years 16.3% 35-44 years 25.0% 45-64 years 26.3%

[21] http://www12.statcan.ca/english/profil01/CP01/Details/Page.cfm?Lang=E&Geo1=CSD&Code1=5951007&Geo2=PR&Code2=59&Data=Count&SearchText=Vanderhoof&SearchType=Begins&SearchPR=59&B1=All&Custom = Census Canada data is for Vanderhoof District, not Vanderhoof Rural or Cluculz Lake

[22] http://www.bcstats.gov.bc.ca/data/dd/facsheet/cf038.pdf

[23] median means that half of population has more than $45,621 and half the population has less than $45,621 household income

7.4. LIMITATIONS OF THE COMMUNITY SURVEY

Telephone surveys have inherent weaknesses that can lead to coverage error (error created when the list of community members does not include all elements of the population that were desired to study). Not everyone in the Vanderhoof area has telephones and some phone numbers were unlisted. The fact that the survey was conducted during the summer months meant that those community members such as farmers who have busy summer seasons could have been less available and under-represented in the sample. The fact that teachers were not in school means that this profession could be over-represented in the sample. Non-response error was minimized by placing calls during the daytime as well as evening time.

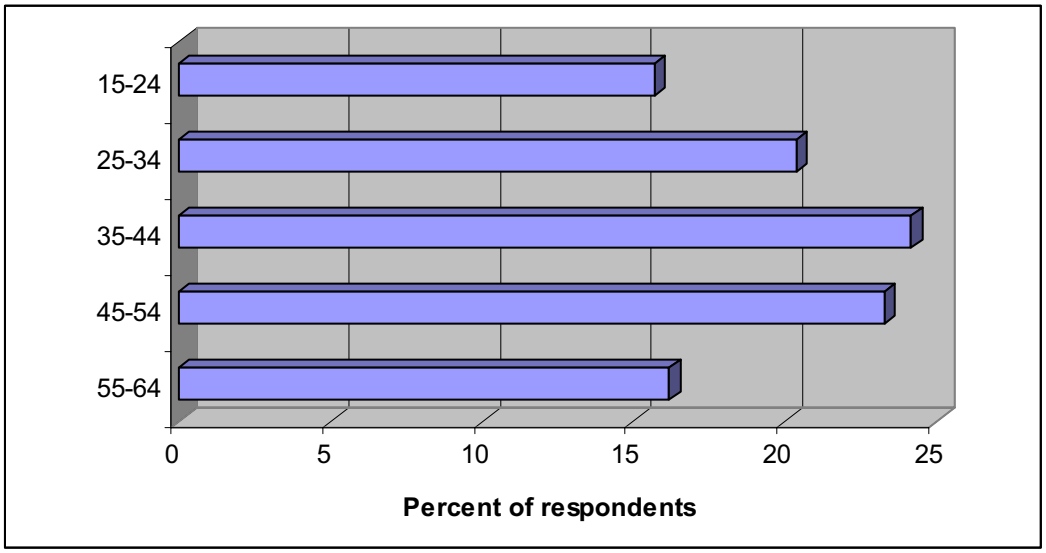
Surveys that rely on a sample, rather than a census, have inherent sampling error potential. The comparison of respondent demographics with Census Canada statistics in Section 7.3 shows that there are only minor differences between those who responded to the survey and the general population as reported by the 2001 Census.

7.5. PROFILE OF COMMUNITY MEMBERS

7.5.1. Age, gender and racial/ethnic group, and marital status

Just under half of respondents (46%) are under 40 years old, while the remaining 54% are 40–64 years old. The largest age group is the 35–55 age group (21%). Sixteen percent are in the 15–24 age group and 9% are under 20. Eleven percent of respondents are Aboriginal. Three quarters of respondents are married or the equivalent. A quarter of respondents are single, widowed, divorced, or separated. See Figure 22.

Figure 22: Age groups of respondents.



Respondents are almost evenly split among males and females (51% females and 49% males).

7.5.2. Birthplace of respondents

Just over one quarter (27%) of respondents said that they were born in Vanderhoof, while 34% said they were born in B.C. but outside Vanderhoof. Another quarter (26%) said that they were born in other parts of Canada. Thirteen percent were born outside of Canada.

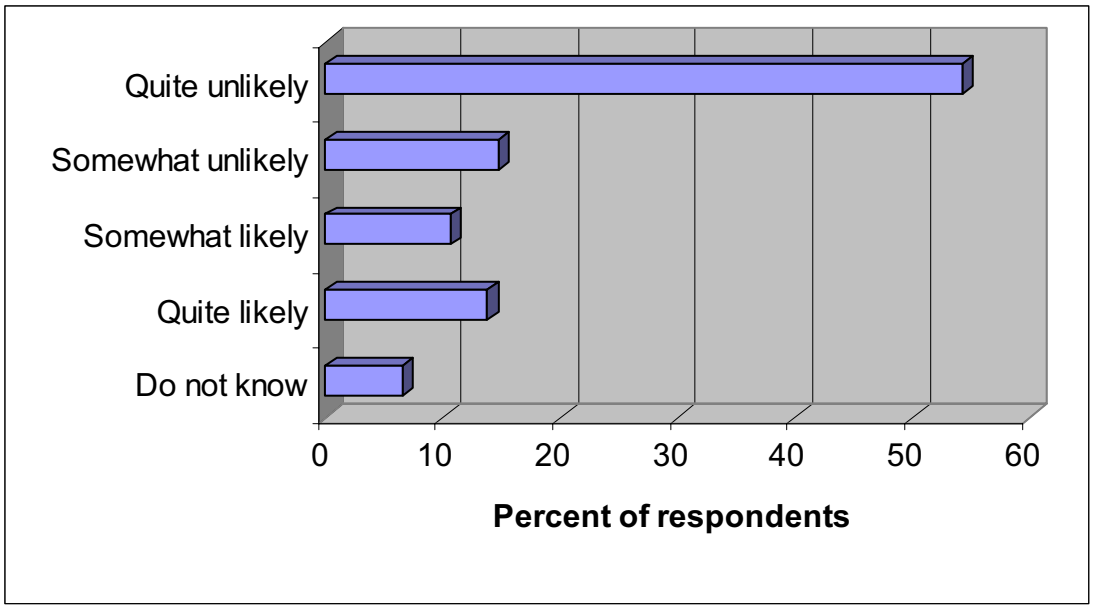
7.5.3. Years living in Vanderhoof area

Respondents have lived an average of 21 years in the Vanderhoof area, with a wide range between 0 and 63 years (SD[24] = 13). Half of the respondents have lived in Vanderhoof 18 years or more.

7.5.4. Moving away from Vanderhoof area

Vanderhoof is a relatively stable community. One hundred eighty community members (37%) said that they have moved from the Vanderhoof area in the past, while 63% said that they have not. Twenty-four percent of respondents said that they were either “quite likely” or “somewhat likely” to move away from Vanderhoof area in the next five years. The remaining 76% said that they were “somewhat” or “quite unlikely” to leave in the next five years. See Figure 23.

Figure 23: Move away within the next five years.



[24]Standard deviation is a measure of variability among responses. Footnote on page 13 explains the definition.

Younger people are more likely to move in the next five years compared with older people, as shown in Figure 24. Males are only slightly more likely than females to move in the next five years, as shown in Figure 25.

Figure 24: Move away within the next five years, by age group.

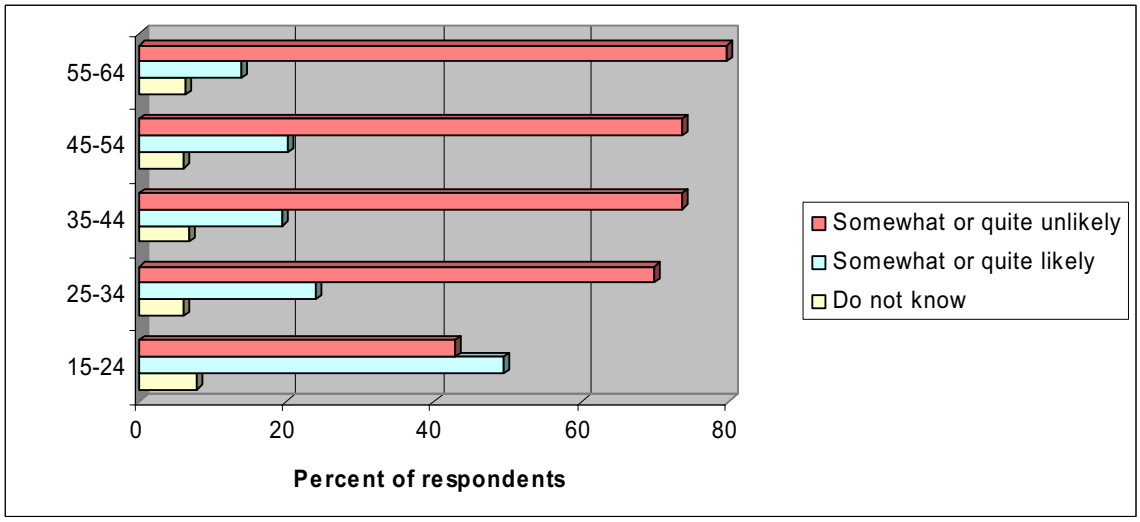
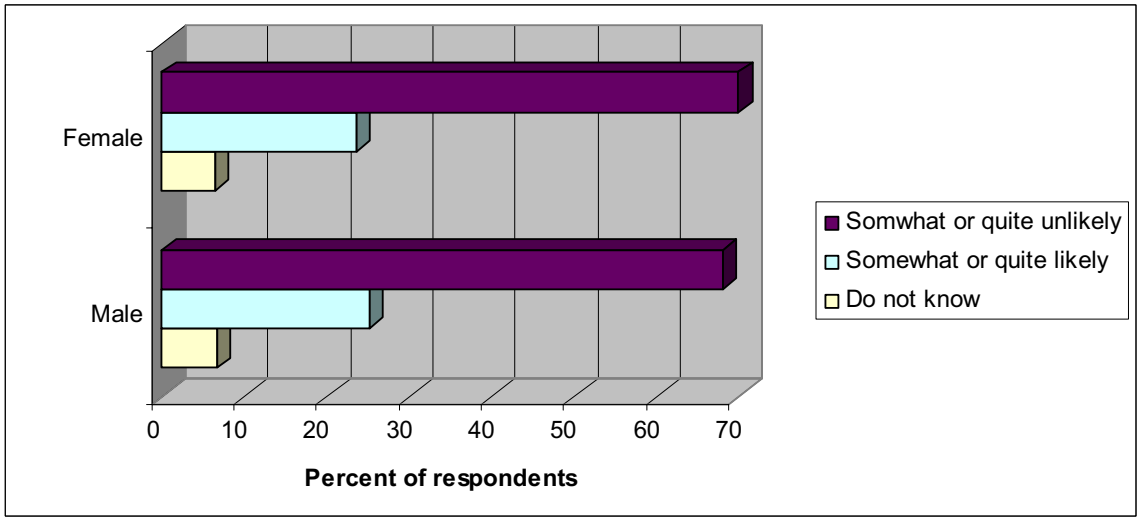


Figure 25: Move away in the next five years, by gender.



7.5.5. Number of dependents

Forty-three percent of respondents (208) said that they do not have any dependents. Eighty-nine percent said that they have three or fewer. The average number of dependents is 1.4 (SD = 1.5). The number of dependents ranged from 0 to 6.

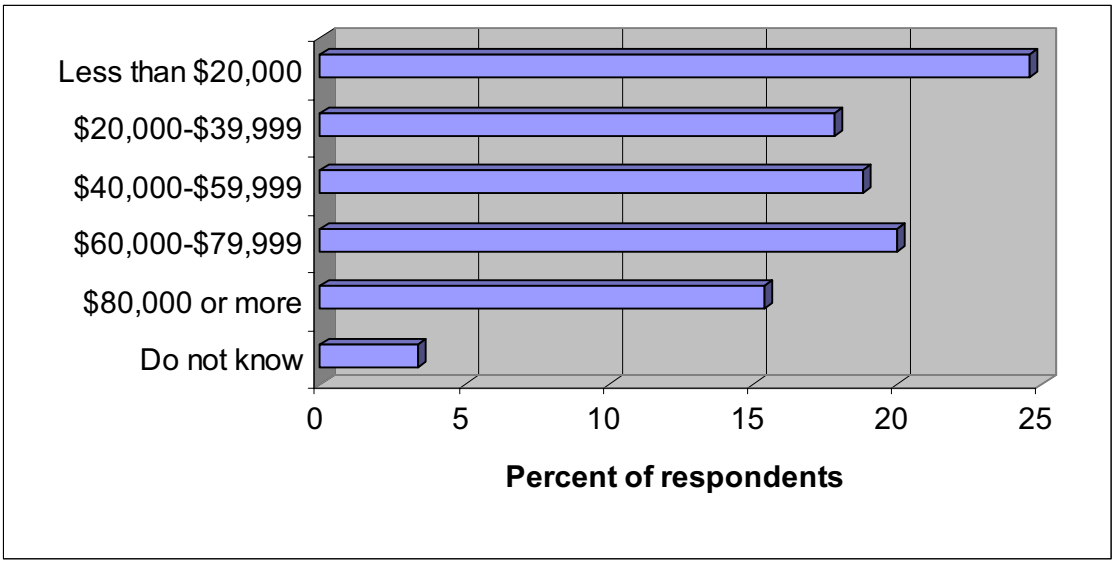
7.5.6. Number of people per household

The average number of people per household is 3.4 (SD = 1.5). The minimum is one and the maximum is 10. The most frequently mentioned number of people per household is two (a quarter of respondents said their household contained two persons). Just over half (55%) said that their household contained three or fewer members.

7.5.7. Personal annual income

Of the 325 respondents who provided their personal annual income, almost a quarter earn less than $20,000. Forty-three percent reported earning less than $40,000 annually, while 57% reported earning over $40,000. Of those, 15 percent of respondents earn $80,000 or more. See Figure 26.

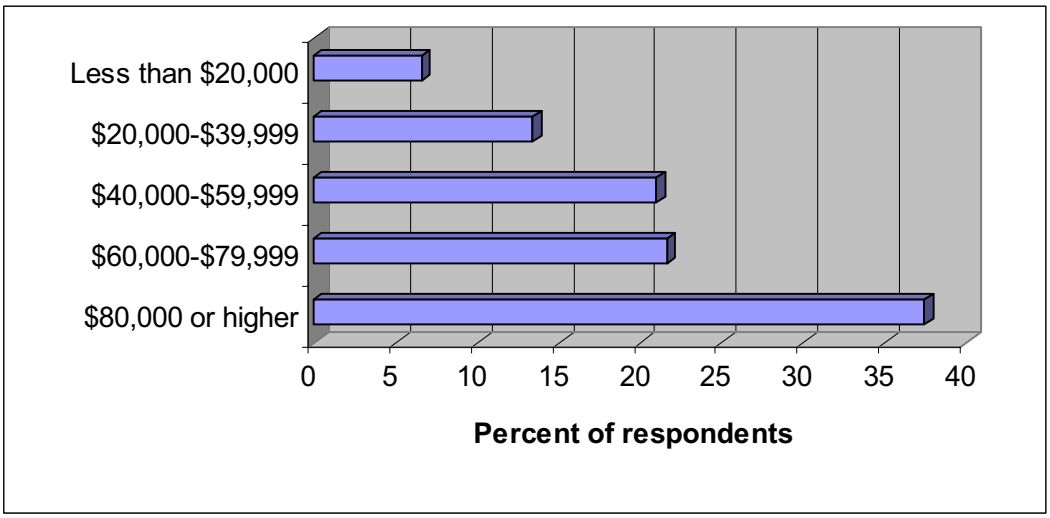
Figure 26: Personal annual incomes.



7.5.8. Household income

Just over a third (37%) of respondents who reported their household annual salaries indicated household earnings of $80,000 or more. Seven percent of respondents live in households that earn less than $20,000. A quarter said they didn't know or preferred not to disclose the information. See Figure 27.

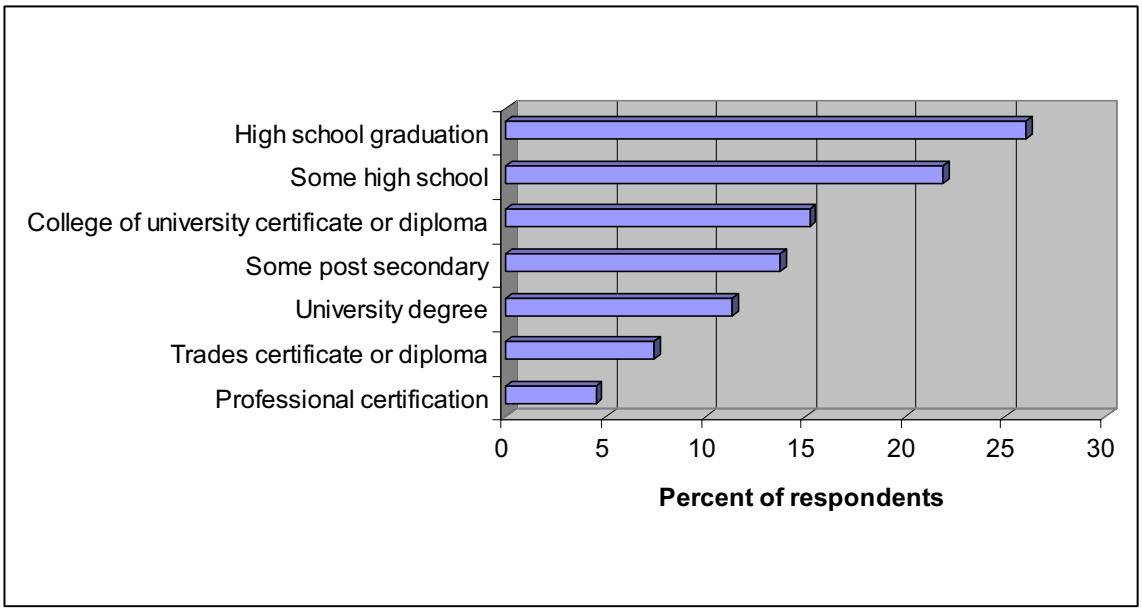
Figure 27: Household annual incomes.



7.5.9. Education level

A quarter of respondents indicated that a high school diploma is their highest level of education. Twenty-one percent said they had some high school education. Thirteen percent indicated having some post secondary, and 7% selected trades certificate/diploma as their highest level of education. Fifteen percent have a college or university certificate or diploma. Eleven percent has a university degree. Just under 5% have professional certifications. See Figure 28.

Figure 28: Highest education level attained.



Forty-one percent of Aboriginal respondents have completed some high school, but did not graduate.

7.5.10. Business ownership

Of the 379 community survey respondents who were employed, 121 (32%) said that they have their own business. Seventy-two (19%) said that they own their own business as a primary income source, and 49 (13%) said they own their business as a secondary income source. Sixty-five (54%) said that they employ others, including family members, while 56 (46%) said that they did not employ others.

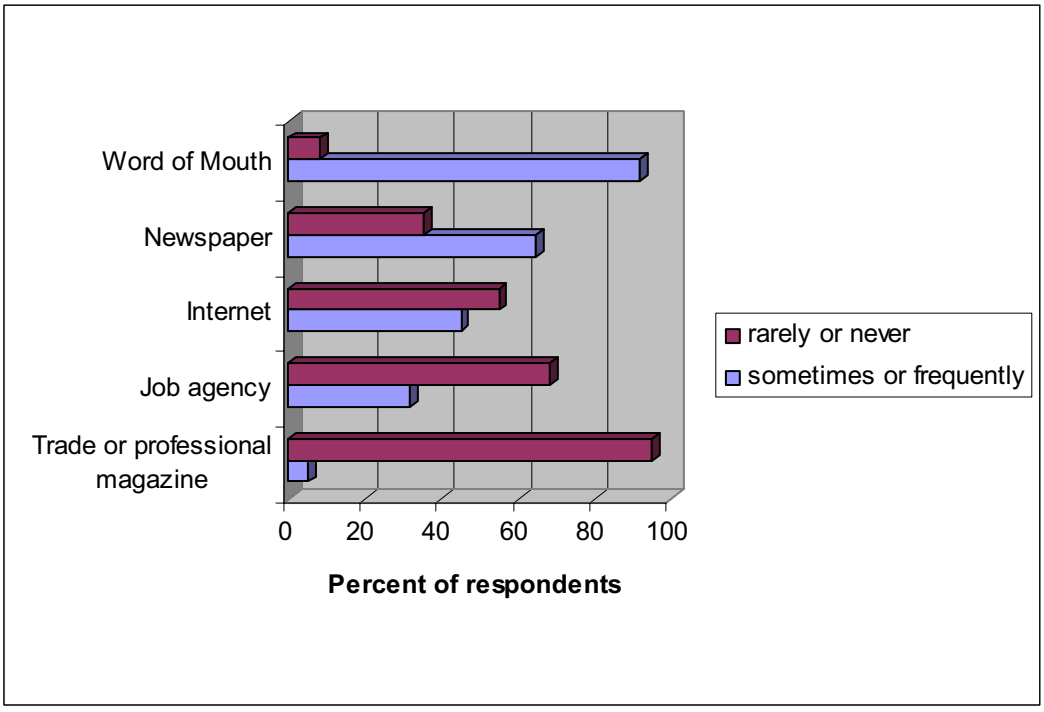
7.6. CURRENT EMPLOYMENT SITUATION IN THE VANDERHOOF AREA

7.6.1. Employment and retirement status

Just under three-quarters of respondents (375 or 73%) said that they are currently employed. An additional 5% (24) are not employed but expect to return to work (such as seasonal workers) in the next year. Twenty-two percent (110) of respondents are not employed.

Of the 492 respondents, 193 or 39% said that they have looked for work in the past five years. When looking for a job, these respondents said they most frequently use word of mouth to learn about job opportunities. They use trade or professional magazines the least, as shown in Figure 29.

Figure 29: Ways to learn about job opportunities.



While most respondents overall did not use trade or professional magazines to look for job openings, 21% of those in the administrator/manager/supervisor category said they used this method “frequently” or “sometimes.” The Internet was used more frequently by those respondents in the occupations of professional and administrative/manager/supervisor as compared to those from other occupations. The vast majority of sales and service representatives, technicians, and truck/bus/courier/taxi driver respondents “rarely” or “never” use the Internet to look for job openings. Half of labour workers use job agencies frequently or sometimes. One hundred percent of equipment operator respondents frequently use word–of-mouth, as do 85% of administrative/manager/supervisor respondents, and 72% of sales or service representative respondents.

Of the 109 respondents who are not working and don’t expect to work in the next year, 16 (15%) said that they are retired.

7.6.2. Occupations

The largest occupation group is labourers (70, or 18.7% of employed workers or those who expect to return to work in the next year), followed by professionals at 55 or 14.7% and administrators/managers/supervisors at 53 or 14.1%. See Table 19.

Table 19: Respondents employed or planning to return to work in the next year, by occupation

	Frequency	Percent
Labourer	70	18.7
Professional	55	14.7
Administrator/Manager/Supervisor	53	14.1
Sales or Service Representative	41	10.9
Equipment Operator	37	9.9
Clerical Worker	23	6.1
Technician	16	4.3
Truck/Bus/Courier/Taxi driver	14	3.7
Trades	28	7.5
Total	**375**	**100.0**

Table 20 shows the distribution of respondents who were employed or expected to return to work in the next year by age group. More than half of labourers are younger people (age 15–29) and half of young people are labourers. The 28 trades respondents were normally distributed among the age groups, with the largest group of respondents in the middle years (25–49).

Table 20: Percent of respondents in each occupation, by age group

		Age groups					
		15-24	**25-34**	**35-44**	**45-54**	**55-64**	**Total**
Labourer	Count	22	17	12	13	6	70
	% within occupation	31.4%	24.3%	17.1%	18.6%	8.6%	100.0%
Truck/Bus/Courier/Taxi Driver	Count		3	3	6	2	14
	% within occupation		21.4%	21.4%	42.9%	14.3%	100.0%
Equipment Operator	Count	5	9	13	5	5	37
	% within occupation	13.5%	24.3%	35.1%	13.5%	13.5%	100.0%
Clerical Worker	Count	2	2	9	6	4	23
	% within occupation	8.7%	8.7%	39.1%	26.1%	17.4%	100.0%
Sales/Service Rep.	Count	8	9	7	12	5	41
	% within occupation	19.5%	22.0%	17.1%	29.3%	12.2%	100.0%
Technician	Count	1	3	4	3	4	15
	% within occupation	6.7%	20.0%	26.7%	20.0%	26.7%	100.0%
Professional	Count	1	12	20	14	7	54
	% within occupation	1.9%	22.2%	37.0%	25.9%	13.0%	100.0%
Administrator/Mgr/Supervisor	Count	2	5	17	17	11	52
	% within occupation	3.8%	9.6%	32.7%	32.7%	21.2%	100.0%
Trades	Count	3	7	7	5	6	28
	% within occupation	10.7%	25.0%	25.0%	17.9%	21.4%	100.0%
Total	**Count**	**44**	**67**	**92**	**81**	**50**	**334**
	% within occupation	**13.2%**	**20.1%**	**27.5%**	**24.3%**	**15.0%**	**100.0%**

The trades include electrical, plumbing and heating, millwright, welding or fabricating, automotive or heavy-duty mechanic, and carpenter/cabinet maker/ painter. When trades are broken down, the highest number of respondents is in automotive or heavy-duty mechanics or electrical trades (7 or 1.9% of employed or returning to work respondents each). Electrical trades tend to be older workers, while automotive or heavy duty mechanics ages are more evenly distributed. The ages of the five respondents in welding and fabricating were fairly evenly distributed, and the ages of the five people in the carpenter/cabinet maker/painter category are in the middle age groups (25–54). See Table 21.

Table 21: Distribution of age groups – trades occupations

	Age Group	15-24	25-34	35-44	45-54	55-64	Total
Electrical	Count	1		1	2	3	7
	% within occupation	14.3%		14.3%	28.6%	42.9%	100.0%
Plumbing or Heating	Count		1				1
	% within occupation		100.0%				100.0%
Millwright	Count		2	1			3
	% within occupation		66.7%	33.3%			100.0%
Welding or Fabricating	Count		2	1		2	5
	% within occupation		40.0%	20.0%		40.0%	100.0%
Automotive/Heavy Duty Mechanic	Count	2	1	2	1	1	7
	% within occupation	28.6%	14.3%	28.6%	14.3%	14.3%	100.0%
Carpenter/Cabinet Maker/Painter	Count		1	2	2		5
	% within occupation		14.3%	28.6%	28.6%		100.0%

7.6.3. Employment sectors

Logging is the most frequently mentioned sector for respondents who said they are employed or expecting to return to work in the next year work in (51 or 13.6%), followed by the education services sector (48 or 12.8%), as shown in Table 22.

Table 22: Employment, by sector

	Frequency	Percent
Logging[1]	51	13.6
Education Services	48	12.8
Manufacturing	46	12.3
Retail Trade	46	12.3
Business, Building and Other Support Services	27	7.2
Health Care and Social Assistance	27	7.2
Forestry	26	6.9
Accommodation and Food Service	23	6.1
Agriculture	18	4.8
Construction (residential and commercial)	17	4.5
Information, Culture, and Recreation	12	3.2
Financial, Insurance, Real Estate and Leasing	10	2.7
Public Administration	8	2.1
Mining, Oil and Gas	5	1.3
Transportation and Warehousing	4	1.1
Wholesale Trade	3	.8
Professional, Scientific and Technical Services	2	.5
High Tech	1	.3
Utilities	1	.3
Total	**375**	**100.0**

[1]Logging refers to activities related to harvest and hauling of trees while forestry more broadly refers to forest management and planning activities.

7.6.4. Hours and seasons of work

Of the 375 respondents who said that they are employed or will return to work in the next year, 80% (299) said that they work 30 hours or more per week. The remaining 20% (76) said that they work less than 30 hours per week. One hundred and twenty-three respondents (33%) said that they work on a casual/contract/seasonal basis. On average, casual/contract/seasonal employees work 8.7 months per year (SD=3.0).

Respondents were asked when they were available to work on a casual/ contract/seasonal basis. Of the 123 community members who work in casual/contract/seasonal positions, 105 (85%) said they are available at any time of year. Eight (6.5%) are available January–March; 15 (12%) are available April–June; 16 (13%) are available July–September; and 11 (9%) are available October–December.

7.6.5. Looking for work with different employer

Of 375 working respondents, 55 (14.5%) said that they are currently employed in more than one job. Forty percent (193) of all survey respondents said that they have looked for work in the past five years. Eighty-eight percent (333) of respondents are not currently looking for a job with another employer; however, 5% (19) have been looking for a job with another employer for up to three months. Another 3.7% (14) said that they have been looking for a job for up to a year. Twelve respondents (3.2%) have been looking for more than a year, as shown in Table 23.

Table 23: Length of time looking for work with a different employer – working respondents

	Frequency	Percent
Not currently looking	333	88.1
Up to 3 months	19	5.0
3 months to 1 year	14	3.7
Looking for more than one year	12	3.2
Total	**378**	**100.0**

A higher percentage of those who are working casual/contract/seasonal positions are looking for work with a different employer than those who are not casual/contract/seasonal (17% compared with 10%). A higher percentage of casual/contract/seasonal workers have been looking between three months and a year compared to those who don't work in the casual/contract/seasonal sector (5.7% compared with 2.8%). See Table 24.

Table 24: Length of time looking for work with a different employer – Respondents working casual/contract/seasonal and others

	Working casual/contract/seasonal		Not Working casual/contract/seasonal	
	Frequency	Percent	Frequency	Percent
Not currently looking	103	83	228	90
Up to 3 months	10	8.1	9	3.6
3 months to 1 year	7	5.7	7	2.8
Looking for more than one year	20	2.4	9	3.6
Total	**123**	**100.0**	**254**	**100.0**

7.6.6. Years until retirement by occupation

Fifty-one percent of respondents across all occupation categories said that they expect to retire in more than 10 years and 25% did not know. Eighty-five percent of labourers and equipment operators, 70.6% of clerical workers, 72% of sales or service representatives, 70% of professionals, and 66.7% of trade workers said they plan to retire in more than 10 years. See Table 25.

Table 25: Years until retirement, by occupation

		Within a year	1-4.9 yrs	5-10 yrs	>10 yrs	Do not know	Total
Laborer	Count		2	4	34	30	70
	% within occupation		2.9%	5.7%	48.6%	42.9%	100.0%
Truck, bus, courier, taxi	Count		3	2	6	3	14
	% within occupation		21.4%	14.3%	42.9%	21.4%	100.0%
Equipment operator	Count		2	2	23	10	37
	% within occupation		5.4%	5.4%	62.2%	27.0%	100.0%
Clerical worker	Count			5	12	6	23
	% within occupation			21.7%	52.2%	26.1%	100.0%
Sales or service representative	Count	1		6	18	16	41
	% within occupation	2.4%		14.6%	43.9%	39.0%	100.0%
Technician	Count		3	2	7	4	16
	% within occupation		18.8%	12.5%	43.8%	25.0%	100.0%
Professional	Count	3	2	10	36	3	54
	% within occupation	5.6%	3.7%	18.5%	66.7%	5.6%	100.0%
Administrator/ Mgr/Supervisor	Count	2	2	14	27	8	53
	% within occupation	3.8%	3.8%	26.4%	50.9%	15.1%	100.0%
Trades	Count		4	3	14	7	28
	% within occupation		14.3%	10.7%	50.0%	25.0%	100.0%
TOTAL	**Count**	**6**	**18**	**48**	**177**	**87**	**336**
	% within occupation	**1.8%**	**5.4%**	**14.3%**	**52.7%**	**25.9%**	**100.0%**

Table 26 shows the breakdown of trade occupations by the number of years until retirement. While half of the trades respondents expect to retire in more than 10 years, some employees in the electrical trades, automotive or heavy duty mechanic, and welding and fabricating trades said they plan to retire in the next 1-5 years.

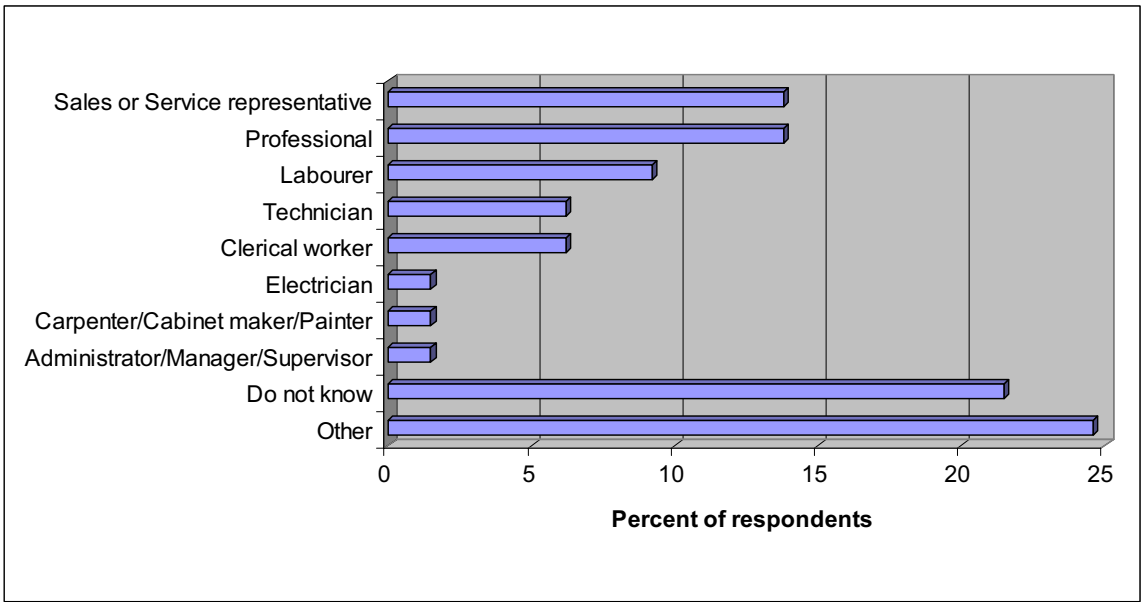
Table 26: Distribution of years until retirement among trade occupations

		Within a year	1–4.9 yrs	5–10 yrs	> 10 yrs	Do not know	Total
Electrical	Count		2		3	2	7
	% within occupation		28.6%		42.9%	28.6%	100.0%
Plumbing or Heating	Count				1		1
	% within occupation				100.0%		100.0%
Millwright	Count				3		3
	% within occupation				100.0%		100.0%
Welding or Fabricating	Count		1		4		5
	% within occupation		20.0%		80.0%		100.0%
Automotive/Heavy Duty Mechanic	Count		1	1	1	4	7
	% within occupation		14.3%	143%	14.3%	57.1%	100.0%
Carpenter/Cabinet Maker/Painter	Count			2	2	1	5
	% within occupation			40.0%	40.0%	20.0%	100.0%
Total	**Count**		**4**	**3**	**14**	**7**	**28**

7.6.7. Re-entering the workforce

Respondents who are not working or don't plan to work in the next year were asked if they plan to re-enter the workforce. Sixty-five (59% of 109) said that they do plan to enter the workforce, while 31 (28%) reported the opposite. Thirteen (12%) did not know. Of those respondents who said that they plan to enter the workforce, the highest percentage said that they plan to enter the sales or service occupations and professional occupations, as shown in Figure 30. A smaller percentage plans to enter the workforce as a labourer, clerical worker, or technician. Less than 5% of respondents that plan to re-enter the workforce say that they will do so as administrator/manager/supervisor, or a carpenter/cabinet maker/painter, or an electrician.

Figure 30: Occupations in which respondents plan to re-enter the workforce.



Many respondents indicated “other” occupations, including:

- Agriculture worker
- Artisan
- Artist
- Chef
- Child care worker
- Hairstylist
- Health care aid
- Homecare worker
- Massage therapist
- Masseuse
- Personal Attendant
- Refereeing hockey
- Restaurant work
- Special needs care worker
- Teaching assistant
- Training and education of some sort

7.6.8. Considering starting a business

Respondents were asked if they are considering starting a business in the next five years. Sixteen percent of 492 (80) said “yes,” 74% (359) said “no,” and 10% (48) said they did “not know.” Of Aboriginal respondents, 26% said that they were planning to start a business.

7.6.9. Have stopped working for a Vanderhoof area employer

Almost a third of respondents (151 or 30%) said that they have stopped working for a Vanderhoof area employer in the past five years. The highest percentage of these respondents are in the retail sector (21%) followed by the accommodation and food service sector (18%), and the logging sector (11%), as shown in Table 27 below.

Table 27: Stopped working – Local employer – Past five years, by sector

	Frequency	Percent
Retail Trade	32	21.2
Accommodation and Food Service	27	17.9
Logging	16	10.6
Education Services	13	8.6
Forestry	12	7.9
Manufacturing	12	7.9
Business, Building and Other Support Services	6	4.0
Public Administration	6	4.0
Health Care and Social Assistance	5	3.3
Agriculture	4	2.6
Information, Culture and Recreation	4	2.6
Transportation and Warehousing	4	2.6
Construction (residential and commercial)	3	2.0
Financial, Insurance, Real Estate and Leasing	3	2.0
Wholesale Trade	2	1.3
Mining, Oil and Gas Extraction	1	0.7
Professional, Scientific and Technical Services	1	0.7
Total	**151**	**100.0**

The 151 respondents who have stopped working for a Vanderhoof area employer in the past five years selected conditions that contributed to their decision to leave. A third of those selected “lack of career development opportunities” as a condition that contributed to their decision. Thirty-one percent said “lack of opportunities to advance” contributed to their decision to leave. To a slightly lesser, but still considerable degree, management and supervision were mentioned. Still less frequently mentioned were work environment conditions and wages. See Table 28.

Table 28: Condition for leaving job

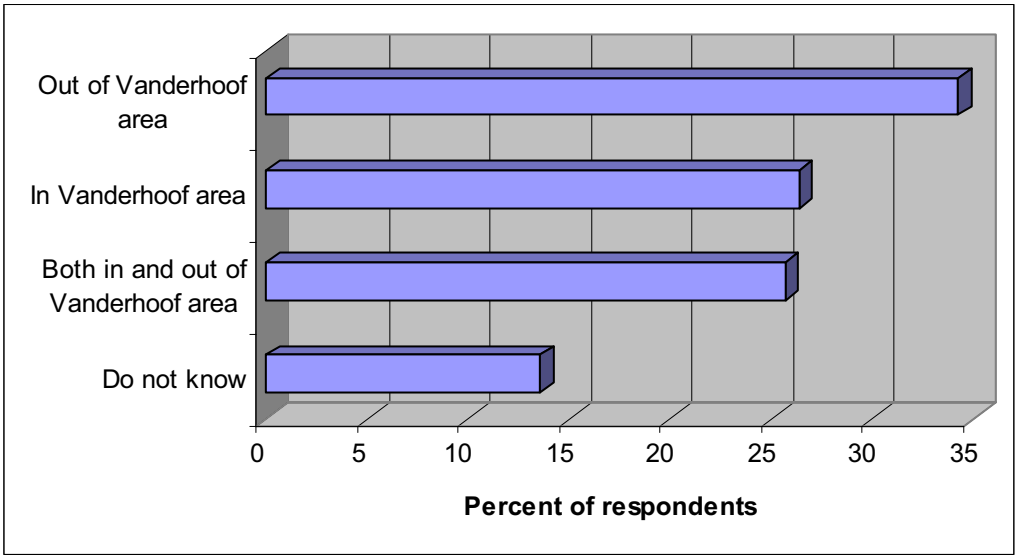
Condition for leaving job	Frequency	Percent
Lack of career development opportunities	50	33.1
Lack of opportunities to advance	47	31.1
Management and supervision	43	28.5
Work environment	40	26.5
Wages	37	24.5
Work demands	35	23.2
Hours of work	33	21.9
Incentives (i.e., bonuses)	26	17.2
Benefits	22	14.6

Lack of opportunities to advance and lack of career opportunities were conditions for leaving a job that were mentioned most in the accommodation and food service, retail trade, and manufacturing occupations. Wages were also selected by a high percentage of respondents in the following sectors: retail trade; transportation and warehousing; and financial, insurance, real estate and leasing. Work environment was cited by two out of three construction respondents as a condition for leaving a Vanderhoof employer in the past five years.

7.6.10. Expectations for training or education

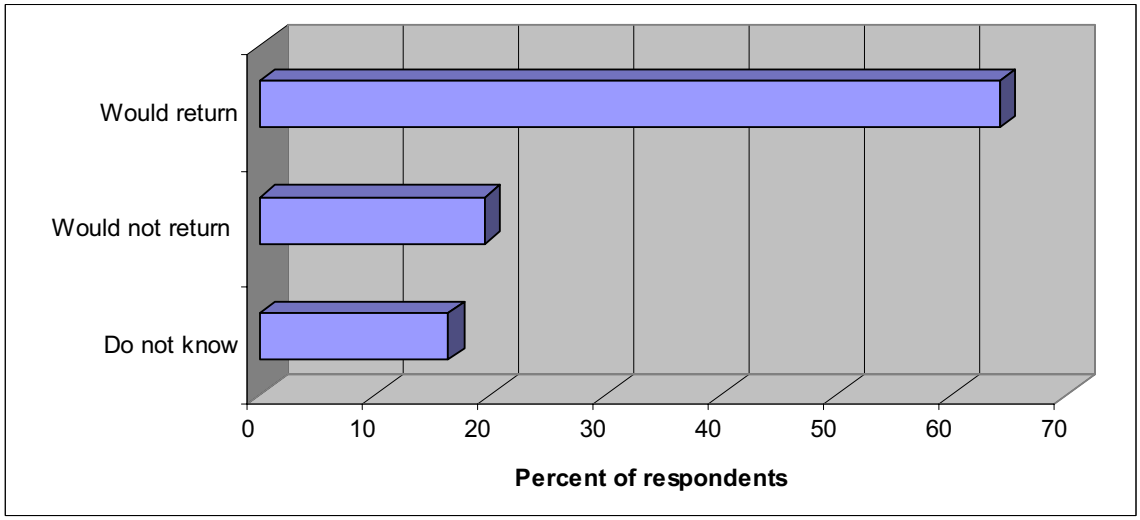
Of the 477 respondents, 265 (56%) said that they expect to take some training or education related to their career in the next five years. Of those, only a quarter said they plan to take it in the Vanderhoof area. Sixty percent said they plan to take at least some of their training outside of the Vanderhoof area (34% of those said they would take their training or education outside Vanderhoof area and 26% said they plan to take it both in and outside of Vanderhoof area). Thirteen percent did not know where they might take the training or education, as shown in Figure 31. Sixty-seven percent of Aboriginal respondents said that they expected to take some training or education related to their career in the next five years.

Figure 31: Expected location of training or education, next five years.



Of the 159 respondents who expect to take training or education outside the Vanderhoof area, or both in and out and of the Vanderhoof area, 102 (64%) said that they expect to return to the area to work, while 31 (20%) said they do not expect to return. Twenty-six (16%) did not know. See Figure 32.

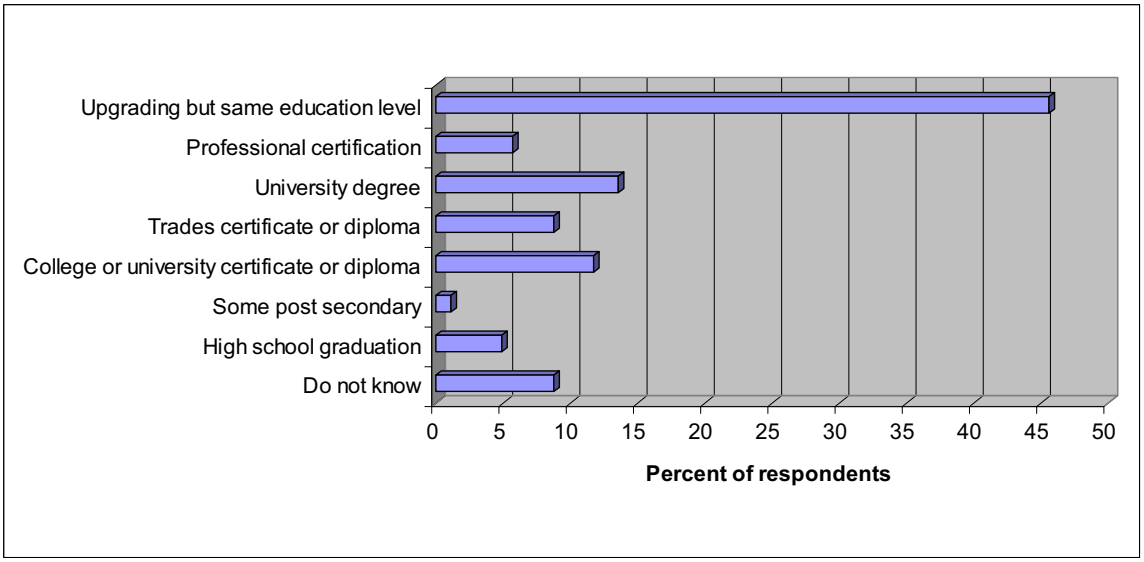
Figure 32: Expect to return after training or education.



Sixty-three percent of those who expect to take training or education outside of the Vanderhoof area and those who plan on upgrading to a higher education level also expect to return to the Vanderhoof area to work. Eighteen percent of the respondents do not expect to come back to Vanderhoof and another 15% do not know.

Of the 265 respondents who expect to take training or education related to their careers in the next five years, 45.7% (121) plan on upgrading their training or education but maintain the same education level, 11.7% plan on a college or university certificate or diploma, 13% plan on a university degree, 8% plan on a trades certificate or diploma, as shown in Figure 33. Thirty-nine percent of Aboriginal respondents plan to upgrade but stay at the same level, while 15% said they plan to upgrade to a high school diploma. Twelve percent plan to upgrade to a university degree. Fifteen percent do not know.

Figure 33: Level of education desired from upgrading.



As shown in Table 29, within each occupation except labour, half or more of respondents who expect to upgrade their training or education said they plan to stay at the same education level. Twenty-four percent of labour respondents and 36% of equipment operators plan to upgrade to a trade certificate or diploma. Twenty-two percent of administrator/manager/supervisor respondents plan to upgrade to a university degree.

As shown in Table 30, twelve of the 24 trade respondents (50%) who plan to take training or education in the next five years said they plan to upgrade but stay at the same education level. Two of the five (40%) electrical trade respondents said they planned to get professional or trade certificates/diplomas.

Respondents who plan to take training or education in the next five years were asked what occupation or career they plan to pursue after completing their education or training. Forty-six percent want to pursue a job in their same occupation, while 54% want to pursue other occupations. The other top occupations to pursue include professional (50 or 19.8%) and administrator/ manager/supervisor (11 or 4.3%). Ten percent do not know what they want to pursue.

Table 29: Level of education respondents plan achieve, by occupation

		Upgrading but same educ. level	High school graduation	Some post secondary	College or university certificate or diploma	Trades certificate or diploma	University degree	Professional certification	Do not know	Total
Labourer	Count	12	3		4	11	6	5	5	46
	% within occupation	26.1%	6.5%		8.7%	23.9%	13.0%	10.9%	10.9%	100.0%
Truck/Bus/Courier/Taxi Driver	Count	2	1						1	4
	% within occupation	50.0%	25.0%						25.0%	100.0%
Equipment operator	Count	6				4		1		11
	% within occupation	54.5%				36.4%		9.1%		100.0%
Clerical worker	Count	7	1		2		2	1	1	14
	% within occupation	50.0%	7.1%		14.3%		14.3%	7.1%	7.1%	100.0%
Sales or Service representative	Count	9			1	1	3		3	17
	% within occupation	52.9%			5.9%	5.9%	17.6%		17.6%	100.0%
Technician	Count	7			1		1			9
	% within occupation	77.8%			11.1%		11.1%			100.0%
Professional	Count	27			3	1	8	3	1	43
	% within occupation	62.8%			7.0%	2.3%	18.6%	7.0%	2.3%	100.0%
Administrator/ Manager/ Supervisor	Count	18		1	5	1	7			32
	% within occupation	56.3%		3.1%	15.6%	3.1%	21.9%			100.0%
Trades	Count	12				4		1	1	18
	% within occupation	66.7%				22.2%		5.6%	5.6%	100.0%
	Count	100	5	1	16	22	27	11	12	194
Total	**% within occupation**	**51.5%**	**2.6%**	**.5%**	**8.2%**	**11.3%**	**13.9%**	**5.7%**	**6.2%**	**100.0%**

Table 30: Level of upgrading education respondents plan to achieve – Trades

		Upgrading but same educ. level	High school graduation	Some post secondary	College or university certificate or diploma	Trades certificate or diploma	University degree	Professional certification	Do not know	Total
Electrical Trades	Count	3				1		1		5
	% within Q27	60.0%				20.0%		20.0%		100.0%
Plumbing or Heat Trades	Count	1								1
	% within Q27	100.0%								100.0%
Millwright Trades	Count	3								3
	% within Q27	100.0%								100.0%
Welding or Fabricating Trades	Count	1				1				2
	% within Q27	50.0%				50.0%				100.0%
Automotive or Heavy Duty Mechanic	Count	3				2				5
	% within Q27	60.0%				40.0%				100.0%
Carpenter/ Cabinet Maker/ Painter	Count	1							1	2
	% within Q27	50.0%							50.0%	100.0%

Twenty-four community respondents said that they want to obtain a trade after completing their education or training. Eight of those respondents want to pursue welding or fabrication, seven want to pursue a career as a carpenter/cabinet maker/painter and five respondents want to pursue automotive or heavy-duty mechanics. Two of the 24 respondents want to pursue millwright trades, and two respondents want to pursue electrical trades. No respondent selected plumbing/heating trades. No Aboriginal respondents selected the trades; however 16% selected professional, 6% selected carpenter/cabinet maker/painter, and 6% selected clerical occupations.

The number of individuals who want to pursue various occupations can be compared with the number of vacancies predicted by employers in the next five years, and 6–10 years as in Table 31 below. The number estimated for the survey population is calculated by dividing the frequency (number of respondents) of the sample (for example 116 for "same occupation") by the response rate of the survey of 23.4%. Thus, for example, the estimated number of people in the entire population who will choose the "same occupation" is 496.

Table 31: Respondents desired occupations after completing education or training, and vacancies expected by employers

	#	%	Estimated # for popt[1]	# filled 5 yrs[2]	Expected shortfall 5 yrs[3]	# filled 6–10 yrs[4]	Expected shortfall 6–10 yrs[5]
Same occupation	116	45.8	496	na	na	na	na
Professional	50	19.8	214	111	–103	111	–103
Trades	24	9.4	103	235[6]	132	177[7]	74
Admin/Mgr/ Supervisor	11	4.3	47	124	77	111	64
Clerical Worker	8	3.2	34	66	32	66	32
Technician	8	3.2	34	52	18	61	27
Sales/Service Rep.	5	2	21	190	169	275	254
Equipment Operator	2	.8	9	127	118	163	154
Labourer	1	.4	4	851	847	589	585
Truck/Bus/Courier/Taxi Driver	1	.4	4	89	85	151	147
Do not know	27	10.7	496	na	na	na	na
Total	**253**	**100**	**1081**	**na**	**na**	**na**	**na**

[1]calculated by dividing the frequency of responses by the response rate of 23.4%
[2]data from the employer survey
[3]number of positions expected to be filled minus estimated population number
[4]data from the employer survey
[5]number of positions expected to be filled minus estimated population number
[6]includes 56 "other trades"
[7]includes 53 "other trades"

Other occupations listed include:

- Agriculture Worker
- Bridge Inspector
- Culinary-Chef
- Fishing Guide
- Graphic Art and Web designer
- Health care Aid
- Homecare Worker
- Photographic Artist
- Special Needs Worker
- Teacher's Aid
- Teaching Assistant

To calculate the estimated shortfall in occupations in the next five years, population frequency multiplied by a factor of 4.27 was then subtracted from the number of vacancies expected to be filled in the next five years provided by employers in the employer survey.

Given a survey response rate of 23.4%, it can be estimated that a total of 103 individuals want to pursue the trades in the next five years in the Vanderhoof area. This contrasts with the number of positions predicted by employers in the next five years and 6–10 years (235 and 177 consecutively). This could represent a shortage in trade professionals in the future. The data also show a huge potential shortfall in labour workers (shortfall of 847). The data revealing that the majority of labourers are younger workers points to the importance of maintaining and supporting a young workforce in Vanderhoof.

The data also show that there will be a higher number of workers seeking professional positions than the number of professional positions that will exist. Employers predict there will be 111 professional positions needing to be filled in the next five years and the data shows that 214 people will be looking for such positions (a shortfall of 103 positions). If employers have accurately predicted the number of positions that will be available and respondents pursue their aspirations for professional credentials, many respondents will either need to leave the community to practise their professions, or will need to create their own employment to use their professional skills.

Twenty-four respondents said that they want to pursue trades. Extrapolated to the population and broken out by trade (Table 32), the category that most people indicate they want to pursue a trade in is welding or fabricating (34), followed by carpenter/cabinet maker/painter (30). Note that many respondents wrote in “other trades” as well.

Table 32: Respondents who want to pursue trades occupations after completing education or training, extrapolated to population.

	# respondents	# estimated for population
Welding or Fabricating Trades	8	34
Carpenter/Cabinet Maker/Painter	7	30
Automotive or Heavy Duty Mechanic	5	21
Electrical Trade	2	9
Millwright Trade	2	9
Total	**24**	**103**

All but two community respondents who want to pursue trades said they plan to upgrade their level of education in the next five years (carpenter/cabinet maker/painter and automotive or heavy duty mechanic).

7.6.11. Length of time to complete training or education

Among respondents who expect to pursue training or education, the number of years they expect to take to complete training or education ranges from less than 1 year to 5 or more years. Twenty-nine percent (77) said it would take less than one year, 23% (60) said it would take 1–2 years, 21% (55) said it would take 2–5 years, and 11% (29) said it would take 5 or more years.

7.6.12. Exit interviews

Of the 148 community respondents who have left an employer in the past five years, 27% said that employers had conducted exit interviews to determine why they were leaving, 68% said exit interviews were not conducted, and 5% did not know. When asked the same question, 32% of employers said they did, and 63% said they did not. Four percent of community respondents did not know whether exit interviews had been conducted.

7.7. Perceived Employment Issues

7.7.1. Adequacy of community characteristics

Respondents were invited to rate the adequacy of various community characteristics of the Vanderhoof area as to how well they met their needs on a scale of 1 to 10, with 1 being very inadequate and 10 very adequate. The highest average score among all respondents relates to the adequacy of the community for meeting the needs of their spouse's career or job (mean = 7.82), followed by their own career or job needs being met (mean = 7.71). Less adequate, on average, are social and cultural activities, business services and shopping, and sport and leisure activities (mean = 5.92, 5.89, and 5.02, consecutively). No characteristic received a mean score of less than 5.

Younger respondents (under age 40) rated the adequacy of "proximity to family" somewhat higher than all respondents (mean = 7.12 compared with mean = 6.53 overall), and their own career or job needs only slightly lower than the overall score. In general, however, there are not considerable differences in the perspective of younger people compared to the overall community perspective on the adequacy of most community characteristics. See Table 33. These numbers do not reflect the young people who have already left the community and were not surveyed.

Table 33: Adequacy of community characteristics for all ages verses respondents under age 40.

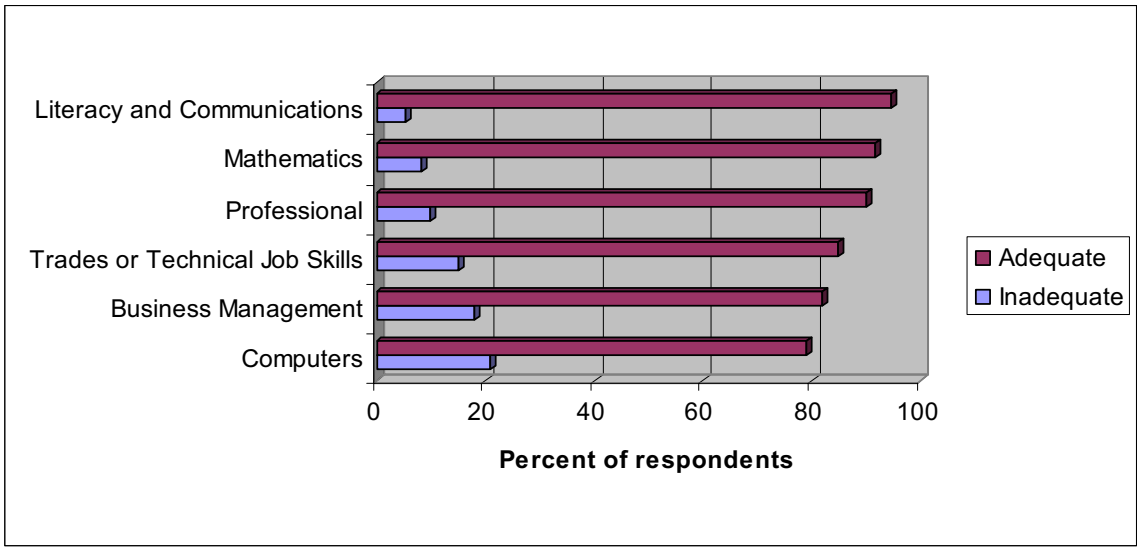
	All ages			Under age 40		
	N	Mean	SD	N	Mean	SD
Spouse's Career/Job	325	7.82	2.3	137	7.74	2.3
Career or Job	392	7.71	2.3	173	7.55	2.3
Sen. Care Facilities & Services	346	7.19	2.0	147	7.55	1.9
Health Services	484	7.06	2.1	223	7.20	2.0
Education Services	451	6.88	2.0	212	6.96	1.9
Proximity to Family	475	6.53	3.2	223	7.12	3.1
Lifestyle & Recreation Opportunities	480	6.50	2.2	221	6.32	2.1
Housing & Infrastructure	469	6.48	2.0	215	6.63	2.0
Social & Cultural Activities	442	5.92	2.2	206	5.97	2.1
Business Services & Shopping	486	5.89	2.0	225	5.74	2.0
Sport & Leisure Activities	446	5.02	2.3	209	5.09	2.3

Aboriginal respondents rated the adequacy of "career or job," "senior care facilities and services," and "business services and shopping" slightly higher than all respondents, but rated "spouse's career or job," "lifestyle and recreation opportunities," and "social and cultural activities" lower than all respondents. "Spouse's career or job" rated particularly low compared with the overall average of respondents (average 6.84 compared with 7.82).

7.7.2. Adequacy of skills in meeting work requirements

The vast majority of respondents who are employed or expecting to return to work in the next year said that their current skills meet their work requirements, as shown in Figure 34. Literacy and communications were rated as adequate by the highest percentage of respondents (95%), followed by mathematics, professional skills, and trades or technical job skills. Business management and computers are considered adequate by a smaller percentage of working respondents but are still considered adequate by 82% and 79% of working respondents.

Figure 34: Percent of respondents who said current skills meet requirements.



When broken out by sector, computer skills were adequate for 50% of community members working in agriculture, and also adequate for 100% of construction; finance, insurance, real estate and leasing; utilities, and wholesale trade. Fifty percent of those in professional, scientific and technical services feel that their business and management skills are adequate. Other percentages by sector are shown in Table 34.

7.7.3. Satisfaction with job characteristics in main occupation

Respondents who are employed or expect to return to work in the next year rated hours of work and work environment highest in terms of satisfaction overall. Less satisfying are the opportunities to advance, benefits, and incentives (i.e., bonuses) (mean = 6.61, 6.49, and 5.26 consecutively on a scale of 1 to 10 where 1 is very unsatisfied and 10 is very satisfied).

The level of satisfaction among respondents under age 40 did not differ considerably from the overall respondent on most job characteristics, as shown in Table 35. Younger respondents rated all job characteristics slightly lower than respondents overall except concerning the job characteristic “opportunities for advancement.”

Table 34: Percent of working (or plan to return to work) respondents who consider their skills adequate, by skill area and sector

	n	Computers	Math	Literacy & Communic.	Business & Mgmt	Professional	Trades or Technical Skills
Accommodation & Food Service	23	67	78	95	81	90	67
Agriculture	18	50	94	82	75	62	92
Bus., Building & Other Support Services	27	65	95	100	96	96	89
Construction	17	100	100	93	90	100	88
Educ. services	48	89	91	96	76	96	71
Fin., Ins., Real Estate & Lease	10	100	100	100	86	90	100
Forestry	26	96	100	91	91	100	83
Health & SA	27	75	85	93	93	96	85
High tech	1	100	100	100	100	100	100
Info., Culture & Recreation	12	64	90	100	91	75	71
Logging	51	79	88	94	67	88	88
Manufacturing	46	85	91	98	86	92	94
Mining, Oil & Gas Extraction	5	75	80	100	50	80	75
Prof., Sc. & Tech. Services	2	100	100	100	50	100	100
Public Admin.	8	75	100	86	83	86	75
Retail Trade	46	71	93	96	82	83	81
Transportation & Warehousing	4	67	100	100	100	100	50
Utilities	1	100	100	0	0	0	100
Wholesale Trade	3	100	100	100	100	100	100

Table 35: Satisfaction with job characteristics for all ages compared with respondents under age 40

	All ages			Under age 40		
	N	Mean	SD	N	Mean	SD
Hours of work	373	7.93	2.37	166	7.87	2.48
Work environment	373	7.83	2.11	166	7.63	2.30
Management and supervision	313	7.53	2.39	155	7.45	2.50
Wages	371	7.37	2.43	164	7.35	2.28
Work demands	371	7.33	2.29	166	7.28	2.28
Training (Professional Development)	303	6.68	2.85	149	6.52	2.92
Opportunities to advance	286	6.61	2.98	145	6.68	2.85
Benefits	316	6.49	3.36	148	6.36	3.40
Incentives (i.e., bonuses)	258	5.26	3.39	135	5.13	3.38