

# *Comparison of Skilled Workers and Businesses*

*Business for the Arts (Ontario)*

*submitted by Nanos to Business for the Arts, April 2016*

*(Submission 2016-733)*



# About the project

The research was commissioned by Business for the Arts, with financial support from the Ontario Arts Council and a research contribution from Nanos Research.



**ONTARIO ARTS COUNCIL**  
**CONSEIL DES ARTS DE L'ONTARIO**

an Ontario government agency  
un organisme du gouvernement de l'Ontario



# > *A higher value on arts one way to make attracting skilled workers easier*

The survey of skilled workers and businesses in Ontario provide complementary perspectives on the question of the arts presence in our communities. Skilled workers clearly value and are frequent attendees of the arts. Businesses, who often have trouble recruiting people to move to their community appreciate that arts and cultural are positive attributes of their community but may not be leveraging the potential of these assets.

Both the skilled workers and Ontario businesses were asked about the importance of aspects of the community. For skilled workers, the question was phrased in terms of the importance for what they look for in a community whereas for businesses the question was about how important the aspect is for people considering moving to the community.

- **Importance** – While parks and recreation activities is the most important to both groups, businesses places less importance on the arts aspects of a community as well as the parks and proximity to natural environments than skilled workers. On the other hand, businesses are more likely to think that sports facilities are important compared with skilled workers. *The high importance that businesses give sports compared with the arts and culture items suggests a disconnect between these groups. The overall perceptions of community needs as reflected by businesses may not reflect the needs of skilled workers when they are looking to hire these types of employees.*
- **Community satisfaction** – Businesses are quite satisfied overall with what their community offers prospective employees. In fact on most items, businesses are more satisfied than skilled workers are with them except when it comes to museums and galleries. *There is a risk here that businesses do not see the potential to attract skilled workers to their community because they overestimate how well the community provides what skilled workers think is important.*

In addition, to the importance and satisfaction questions, both populations were asked about a number of other issues that we can draw some comparisons.

- **Community contribution** – Most skilled workers (55% agree and 35% somewhat agree) that they want to live in a community where they feel they can contribute to making it better. Businesses also value this as 67% agree and 22% somewhat agree that they want to hire people who want to live in a community where they feel like they can contribute to making it better
- **Involvement in arts organization** – Three in ten (32%) skilled workers consider themselves as part of an Arts and/or Cultural organization in their community, as a donor, volunteer, or regular subscriber. In comparison, 25% of businesses make an annual financial contribution to an Arts and/or Cultural organization in their community (another 16% do). Interestingly, only a minority (15% agree and 19% somewhat agree) of employed skilled workers think that their employers think that employee engagement with the arts is important.
- **Thriving arts and cultural scene** – A majority of skilled workers agree or somewhat agree (65%) that a thriving arts and cultural scene is something they would look for when considering moving and almost the same proportion of businesses (65%) think a thriving scene is something that would make it easier to attract top talent.

These observations are based on two surveys.

- **Skilled workers** – an online survey of 500 skilled workers in Ontario, 18 years of age or older, was conducted between April 12<sup>th</sup> and 17<sup>th</sup>, 2016. Participants were randomly recruited by telephone using live agents and administered a survey online.
- **Businesses** – an random telephone survey was conducted with 508 businesses in Ontario, between April 13<sup>th</sup> to 22<sup>nd</sup>. The sample included businesses that employ more than 20 employees and individuals who make hiring decisions (owners or HR managers) from a list of businesses in Ontario. Participants were randomly recruited by telephone using live agents and administered a survey. The margin of error for a random survey of 508 Ontario Businesses is  $\pm 4.4$  percentage points, 19 times out of 20.

# Important elements of a community

Source: Nanos Research, RDD dual frame online random survey, April 12<sup>th</sup> to 17<sup>th</sup>, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13<sup>th</sup> to 22<sup>nd</sup>, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.

	Skilled workers	Businesses
% important	QUESTION – Are each of the following important, somewhat important, somewhat unimportant, or unimportant when it comes to what you look for in a city or community?	QUESTION – Are each of the following important, somewhat important, somewhat unimportant, or unimportant for people considering moving to your community to work for you?
Parks and recreation activities	54	41
Proximity to natural environment (sea, mountains, countryside)	53	31
Restaurants and cafes	41	36
Theatre, plays and music concerts	36	16
Arts and cultural events and festivals	34	25
Museums and galleries	28	9
Sports facilities	27	32

**\*Note: Charts may not add up to 100 due to rounding**

**Note:** the skilled worker and business questions are slightly different with skilled workers being asked about the importance for them and businesses asked about the importance for people considering moving to work for them.

# Satisfaction with elements of a community

Source: Nanos Research, RDD dual frame online random survey, April 12<sup>th</sup> to 17<sup>th</sup>, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13<sup>th</sup> to 22<sup>nd</sup>, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.

	Skilled workers	Businesses
% satisfied	<b>QUESTION</b> – Are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following aspects of life in your city/ community?	<b>QUESTION</b> – Are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the following aspects of what your city/ community offers potential employees?
Parks and recreation activities	62	67
Proximity to natural environment (sea, mountains, countryside)	57	71
Restaurants and cafes	57	65
Arts and cultural events and festivals	52	60
Sports facilities	51	63
Theatre, plays and music concerts	49	52
Museums and galleries	49	48

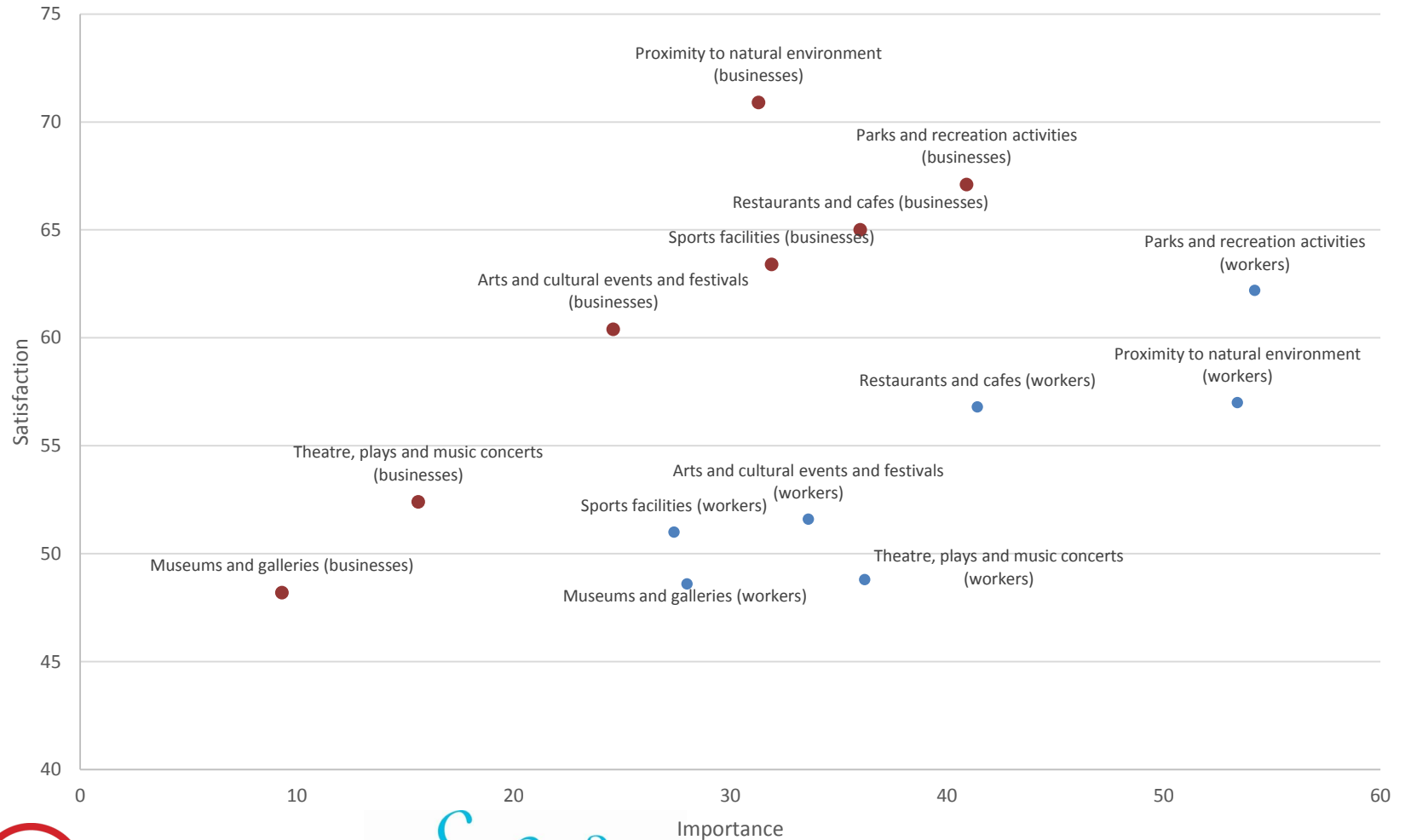
**\*Note: Charts may not add up to 100 due to rounding**

**Note:** the skilled worker and business questions are slightly different with skilled workers being aspect about their satisfaction with the community and businesses asked about their satisfaction with what the community offers potential employees.

# Satisfaction with elements of a community

Source: Nanos Research, RDD dual frame online random survey, April 12<sup>th</sup> to 17<sup>th</sup>, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

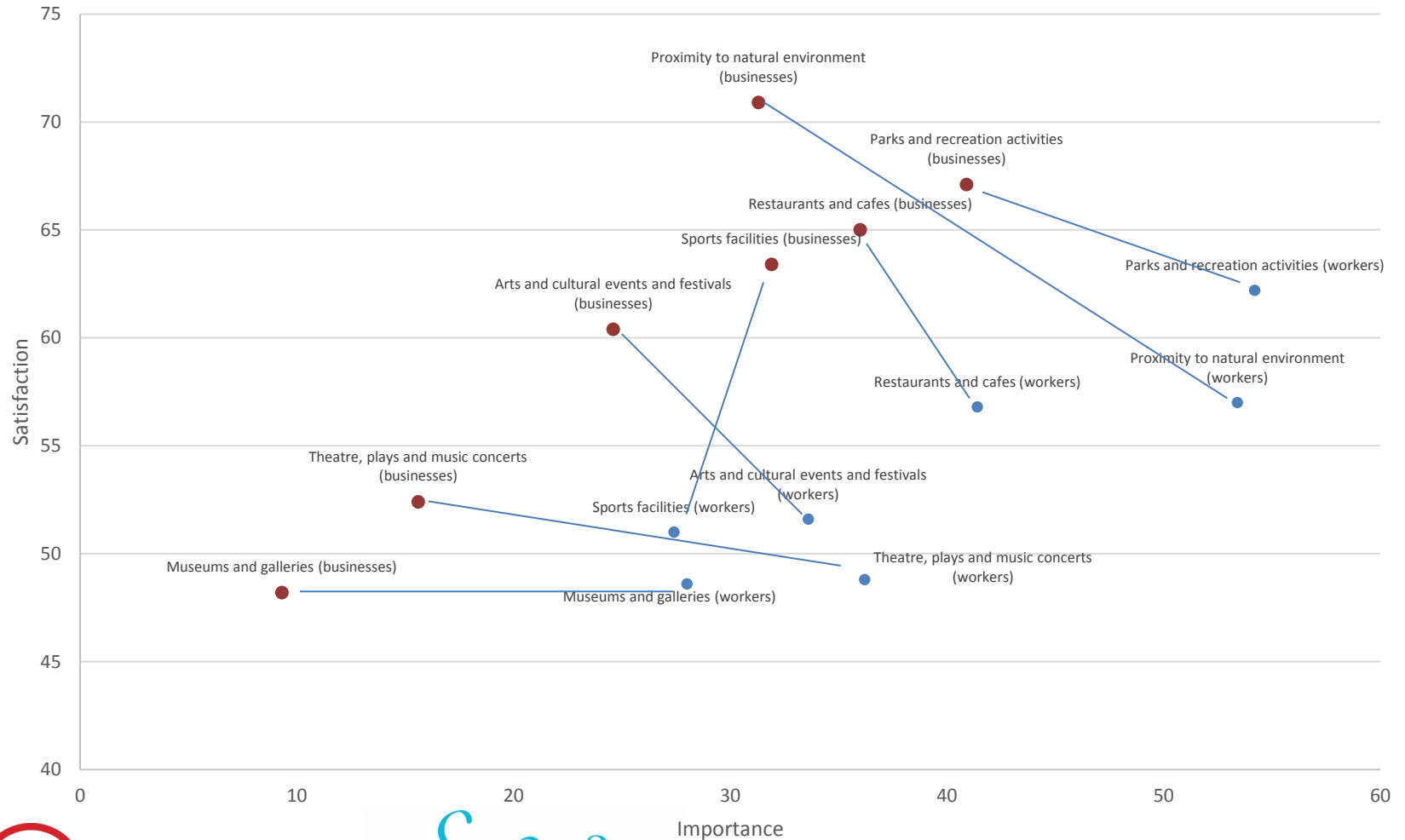
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13<sup>th</sup> to 22<sup>nd</sup>, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.



# Satisfaction with elements of a community

Source: Nanos Research, RDD dual frame online random survey, April 12<sup>th</sup> to 17<sup>th</sup>, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13<sup>th</sup> to 22<sup>nd</sup>, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.

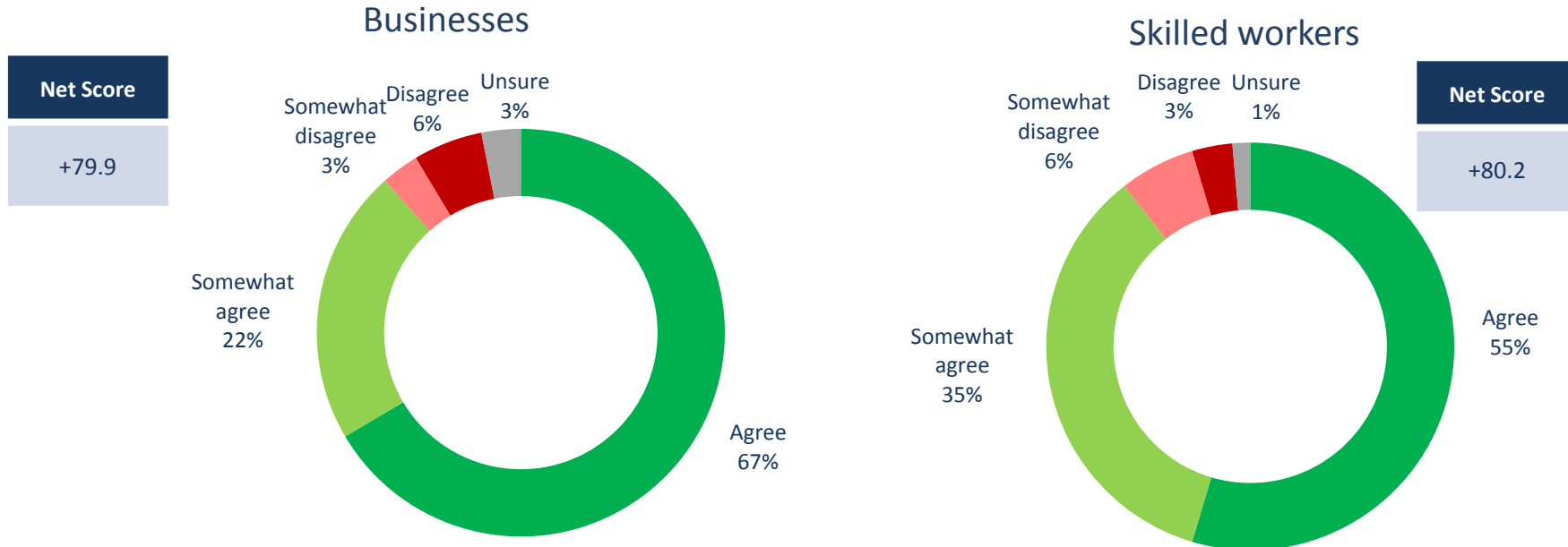




# Hiring people who want to contribute to the community

Source: Nanos Research, RDD dual frame online random survey, April 12<sup>th</sup> to 17<sup>th</sup>, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13<sup>th</sup> to 22<sup>nd</sup>, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following?

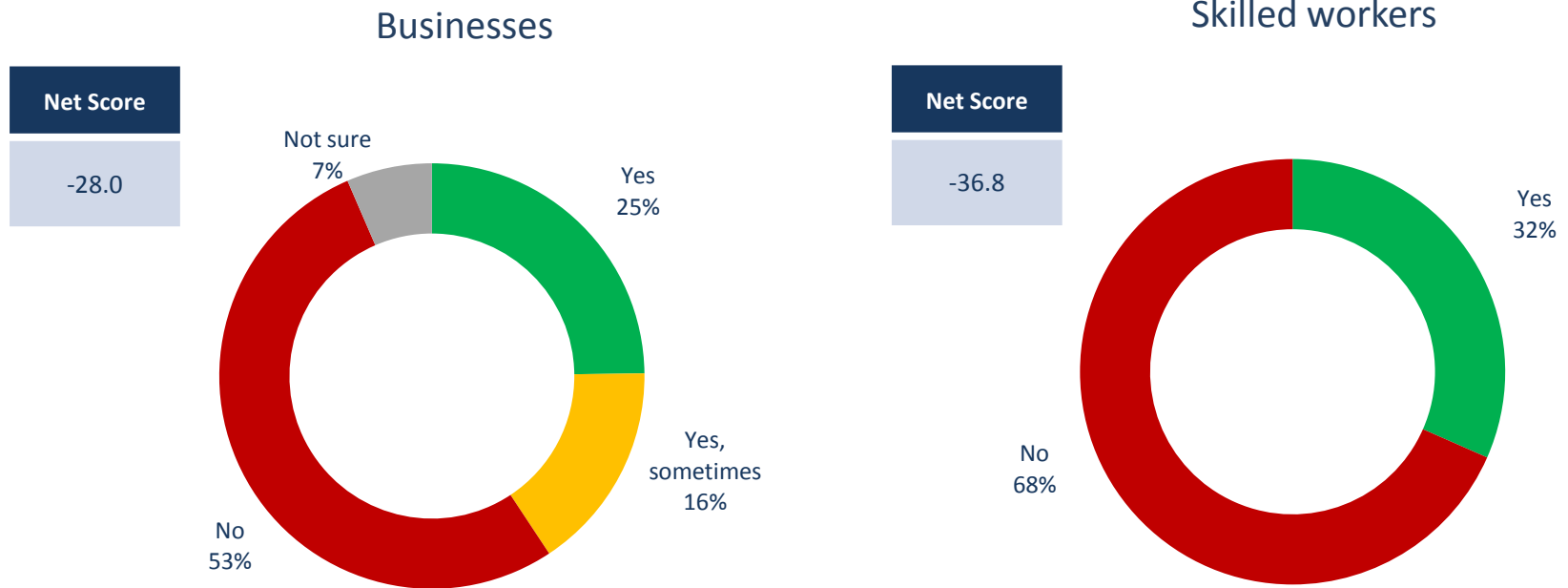
**[Businesses]** The people we want to hire want to live in a community where they feel like they can contribute to making it better

**[Skilled workers]** I want to live in a community where I feel like I can contribute to making it better

# Financial contributions to arts and culture

Source: Nanos Research, RDD dual frame online random survey, April 12<sup>th</sup> to 17<sup>th</sup>, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13<sup>th</sup> to 22<sup>nd</sup>, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

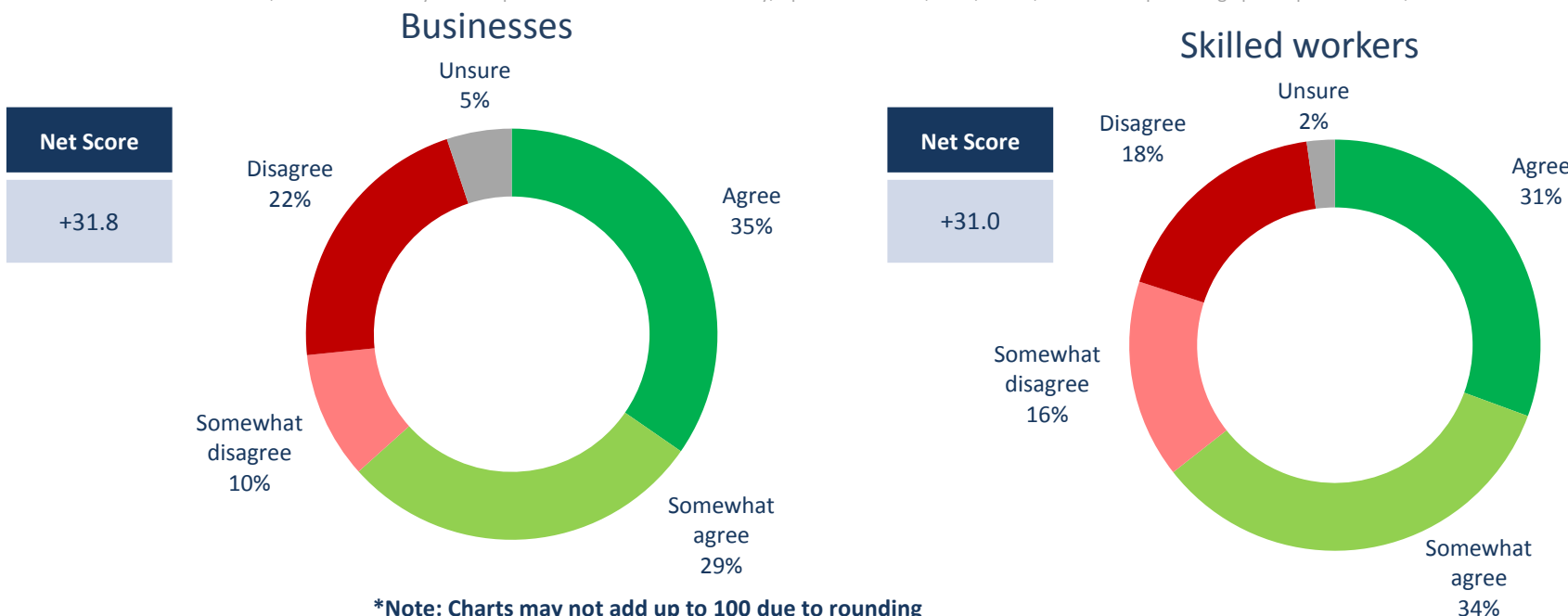
**QUESTION – [Businesses]** Does your company make an annual financial contribution to an Arts and/or Cultural organization in your community?

**QUESTION – [Skilled workers]** Are you part of an Arts and/or Cultural organization, as a donor, volunteer, or regular subscriber in your community?

# Thriving arts and cultural scene and attracting talent

Source: Nanos Research, RDD dual frame online random survey, April 12<sup>th</sup> to 17<sup>th</sup>, 2016, n=500 skilled workers in Ontario, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 13<sup>th</sup> to 22<sup>nd</sup>, 2016, n=508, accurate 4.4 percentage points plus or minus, 19 times out of 20.



**QUESTION** – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following?

**[Businesses]** A thriving arts cultural scene is something that makes it/ would make it easier to attract top talent to our community

**[Skilled workers]** A thriving arts cultural scene is something I would look for when considering moving to a new community



## *Methodology*

# Methodology

**Skilled Workers** - Nanos conducted an RDD dual frame (land- and cell-lines) random online survey of 500 skilled workers in Ontario, 18 years of age or older, between April 12<sup>th</sup> and 17<sup>th</sup>, 2016. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Ontario. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Ontario. Individuals were randomly called using random digit dialling with a maximum of five call backs. The margin of error for a random survey of 500 skilled Ontario workers is  $\pm 4.4$  percentage points, 19 times out of 20.

**Businesses** - Nanos conducted an RDD random telephone survey of 508 businesses in Ontario, between April 13<sup>th</sup> to 22<sup>nd</sup>. The sample included businesses that employ more than 20 employees and individuals who make hiring decisions (owners or HR managers) from a list of businesses in Ontario. Participants were randomly recruited by telephone using live agents and administered a survey. Individuals were randomly called using random digit dialling with a maximum of five call backs. The margin of error for a random survey of 508 Ontario Businesses is  $\pm 4.4$  percentage points, 19 times out of 20.

The research was commissioned by Business for the Arts.

