

October
2022

 Tech and Innovation Series

Edition 2 | Tech Talent

Attracting and retaining talent in
Canada's tech industry

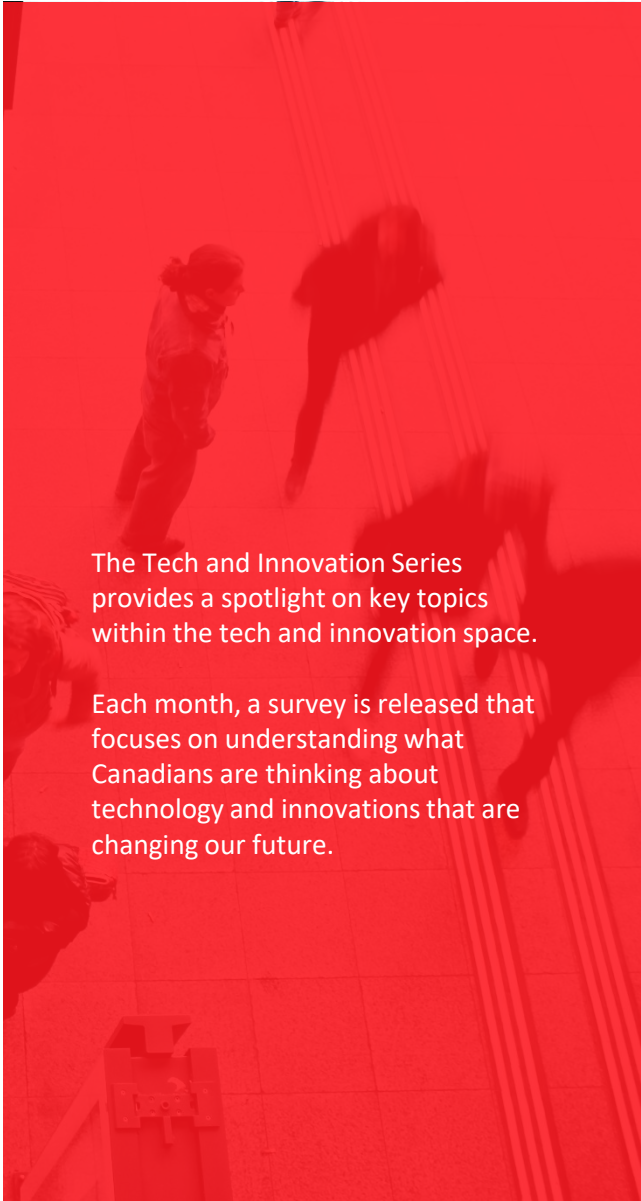
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Leger

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Tech and Innovation Series



The Tech and Innovation Series provides a spotlight on key topics within the tech and innovation space.

Each month, a survey is released that focuses on understanding what Canadians are thinking about technology and innovations that are changing our future.



1.
Going Green

September 2022



2.
Tech Talent

October 2022



3.
Digital Experiences

November 2022



4.
Fintech

December 2022



5.
Education

January 2023

Methodological approach

Topic

Perceptions and interest in Canada's tech industry, and how to attract and retain talent.

Study population

French- and English-speaking Canadians, aged 18 or over.

Sample

A total of **2,432 Canadians** were surveyed. For the Alberta-specific results, a total of 1,001 Albertans were surveyed.

Data collection

The study was conducted online. Respondents were randomly selected from Leger's LEO panel, a panel representative of Canada's population which includes more than 400,000 members across Canada and the United States.

Collection period

Data collection was conducted from September 9th – 12th, 2022. For the Alberta-specific results, data collection was conducted from September 15th – 19th, 2022.

Weighting and representativeness

To ensure that the sample is representative of the entire adult population of Canada, raw data was weighted according to the actual distribution of the population based on gender, age, and regions.

The same approach was used to ensure the Alberta-specific sample is representative of the entire adult population of Alberta.

The results are weighted using data from Statistics Canada's latest available census.

Margin of error

As a comparison, a probability sample of this size (n=2,432) would have a margin of error of +/- 1.99% with a confidence interval of 95% (19 times out of 20).

For the Alberta-specific results, a probability sample of this size (n=1,001) would have a margin of error of +/- 3.1% with a confidence interval of 95% (19 times out of 20).

A woman with dark hair, wearing a dark blue top, is pointing at a computer monitor. The monitor displays a code editor with HTML and CSS code. In the background, a man and a woman are looking at a laptop. The setting is a modern office with a brick wall and warm lighting.

Key Learnings

Key Learnings

1

Fifteen percent (15%) of the Canadian workforce is likely to consider a job in the tech sector, with Albertans and Ontarians most likely.

A similar portion (17%) are undecided whether they would consider a job in the tech industry which is an opportunity to convince fence-sitters.

Those aged 25-34 years old may also be an opportunity to attract into tech as they are the most likely to consider switching careers.

2

The tech industry has a long way to go to make Canadians aware of the types of jobs in tech.

Among 12 different tech jobs shown to Canadians, less than half knew “a little” or “a lot” about them. Low knowledge levels are likely a barrier to entering the tech industry.

British Columbians, Albertans, and Ontarians tend to be more knowledgeable about the different roles.

3

Financial incentives will motivate the workforce to consider a job in tech.

Paid/partially paid education or training, and paid learning opportunities (e.g., internship, co-op, etc.) are most motivating to consider a job in tech.

Other impactful motivators are: help identifying transferable skills to a tech job, and a mentor who is already in the industry/role they are interested in.

4

Alberta has a blank slate to tell its story about its tech sector.

The vast majority of Canadians don't know anything about Alberta's tech industry (86%).

Among Canadians who knew something about Alberta's tech industry, mentions tended to be quite positive, including growth, diversification, and technological advancement.

A woman with dark hair, wearing a dark blue top, is pointing at a computer monitor. The monitor displays a code editor with various lines of code, including HTML and CSS. In the background, a man with glasses and a woman are also working at their desks. The office has a brick wall and a window with warm light. A red semi-transparent banner is overlaid on the image, containing the text "Detailed Findings".

Detailed Findings

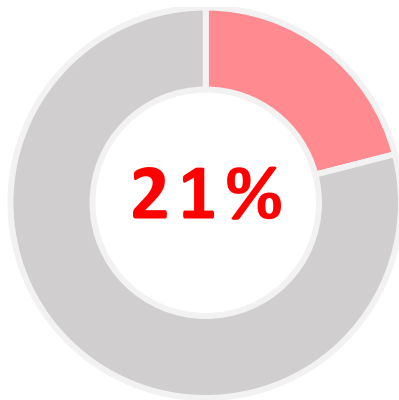
Likelihood to Change Role, Place of Employment, or Career in Next Year

% somewhat/very likely to change...



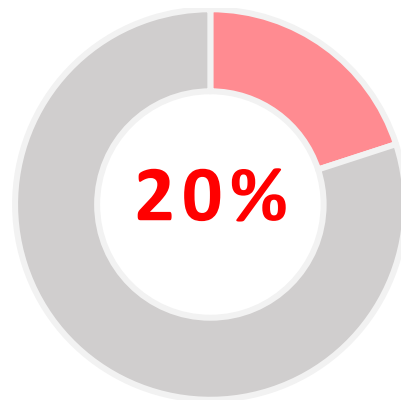
Role within company

Change roles within the same organization/company



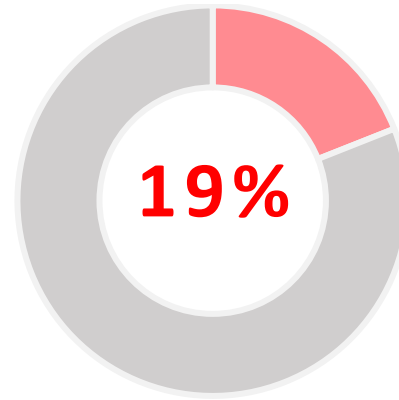
Place of employment

Get a similar job at another company/organization



Career

Make a career change to another type of work or profession

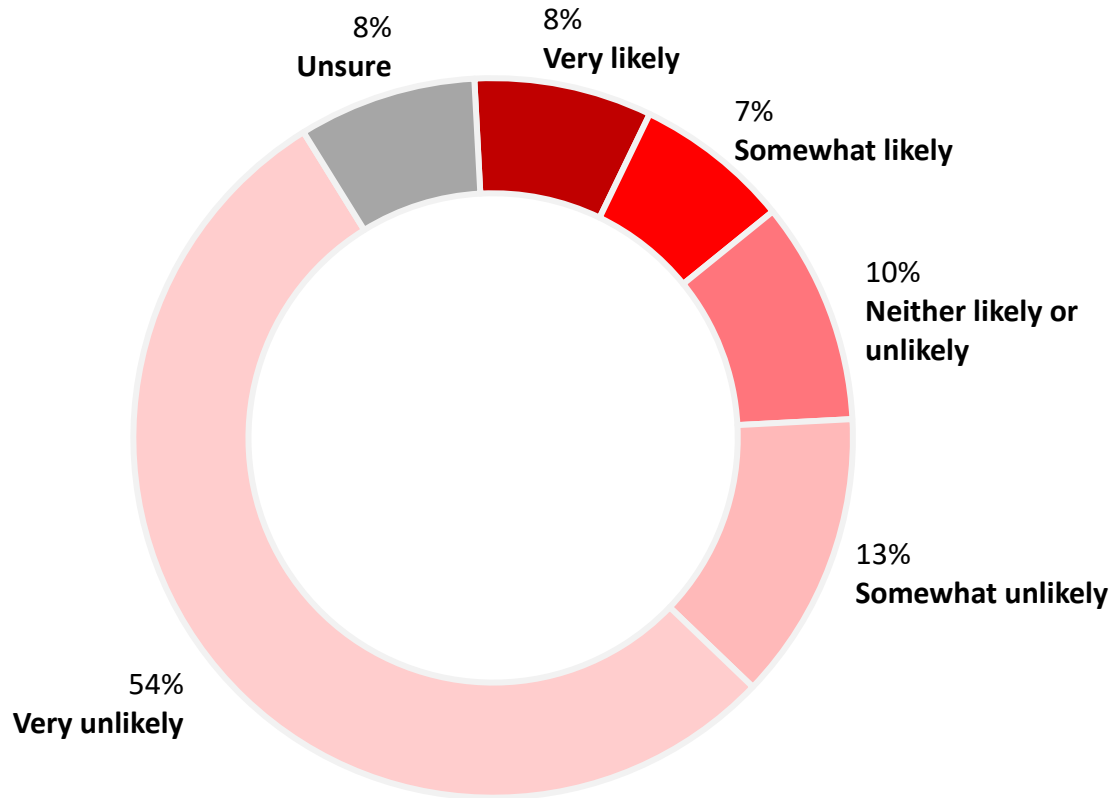


About one-in-five employed Canadians are likely to change their role within their company, their place of employment, or their career in the next year.

Those 25-34 years old are the greatest opportunity and risk for companies, as they are the most likely to change their role within their company (31%), their place of employment (30%), or their career (24%).

This age cohort may be an opportunity to attract into the tech sector given their openness for change.

Likelihood to Consider a Job in the Tech Industry (Remote or In-Office)



Likely
Somewhat/Very
15%

Undecided
Unsure/Neither likely or unlikely
17%

Fifteen percent (15%) of Canadians who are employed or seeking employment are likely to consider a role in the tech industry.

Albertans (20%) and Ontarians (21%) are the most likely to consider a job in the tech industry.

A similar portion are undecided (17%, unsure or neither likely or unlikely), which is an opportunity to convince fence-sitters to consider a job in the tech industry.

Knowledge of “Tech” Professions

Know “a little” or “a lot”

	Total	BC	AB	MB/SK	ON	QC	ATL
Unweighted base size n=	2,432	166	1,001	126	610	427	102
Web developer	50%	51%	56%	51%	50%	44%	48%
Product manager / project manager	46%	52%	56%	44%	48%	39%	39%
Software engineer	43%	42%	51%	44%	48%	32%	39%
Quality assurance analyst/engineer	35%	41%	41%	34%	39%	24%	34%
Network engineer	25%	25%	26%	25%	26%	24%	20%
Security engineer/architect	25%	22%	27%	22%	25%	26%	24%
Data scientist	21%	24%	21%	22%	22%	18%	16%
User experience (UX) designer	18%	18%	18%	20%	21%	12%	19%
Search Engine Optimization (SEO) strategist	17%	20%	20%	17%	19%	13%	17%
Digital strategist	16%	15%	17%	15%	16%	14%	14%
User experience (UX) researcher	15%	13%	16%	19%	17%	13%	16%
Cloud engineer	15%	16%	14%	17%	13%	18%	13%

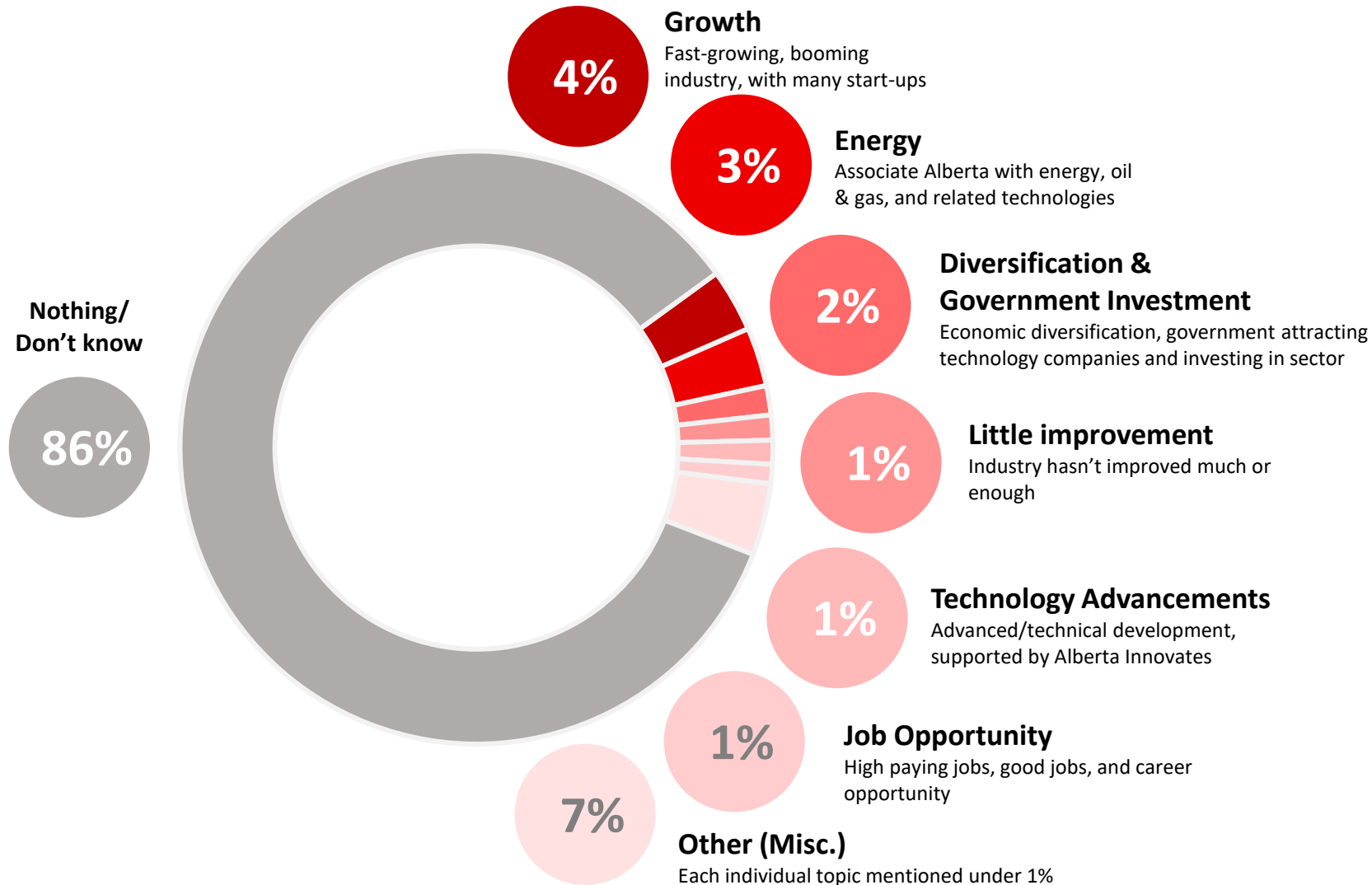
The tech industry has a long way to go to make Canadians aware of the types of jobs, as knowledge is low.

Consideration of entering the tech sector among Canadians may be low due to this lack of knowledge and awareness of the types of jobs they could do.

British Columbians, Albertans, and Ontarians tend to be more knowledgeable about the different roles.

Within Alberta, Calgarians and Edmontonians tend to be more knowledgeable about tech professions vs. the rest of Alberta.

Knowledge about Alberta's Tech Industry



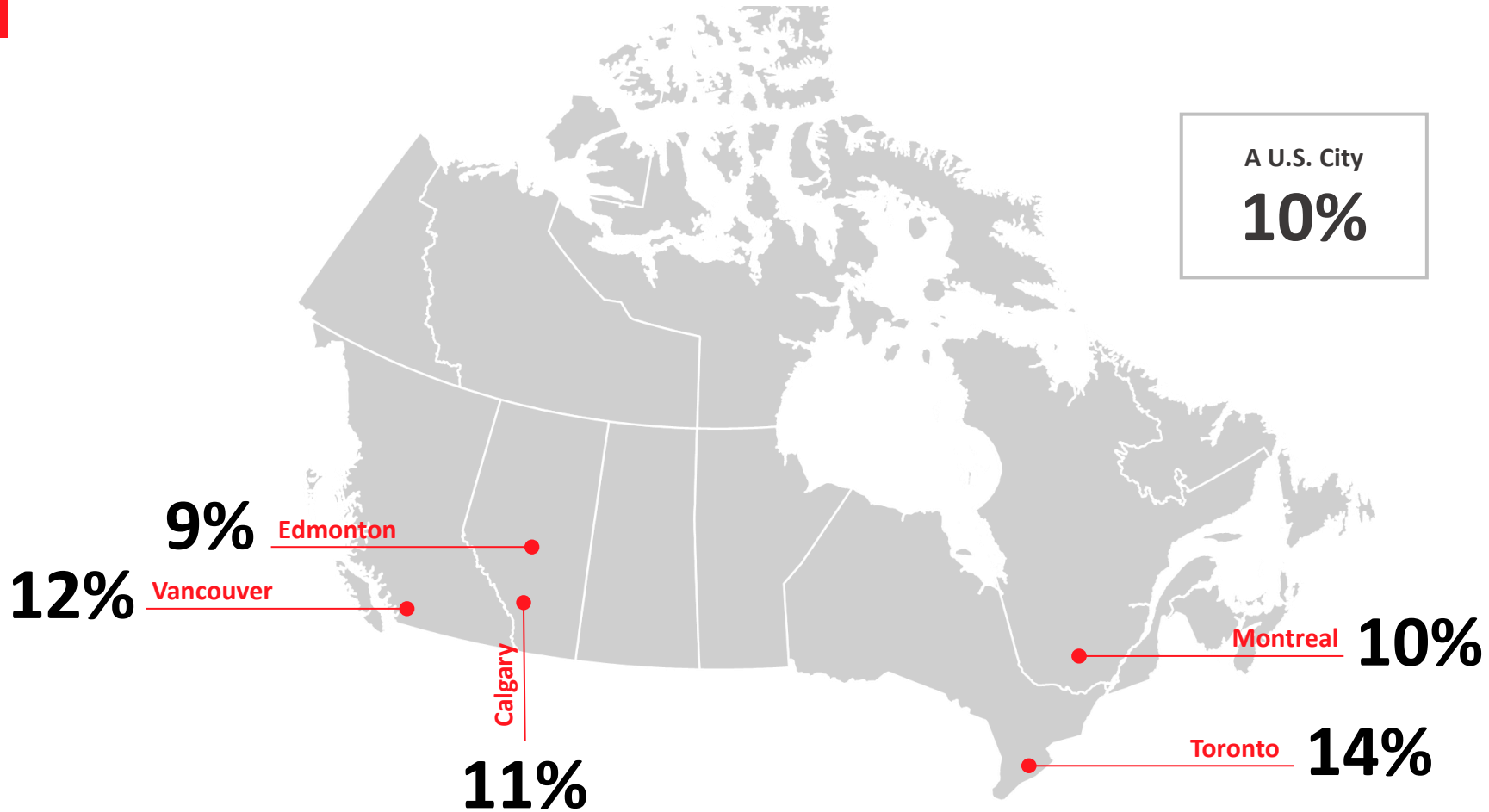
The vast majority of Canadians don't know anything about Alberta's tech industry (86%), which means Alberta has a blank slate to tell its story about its tech industry.

Among Canadians who knew something about Alberta's tech industry, mentions tended to be quite positive, including growth, diversification, and technological advancement.

Calgarians are more likely to associate Alberta's tech industry with growth (25%) vs. Edmontonians (9%) and those in the rest of Alberta (8%), suggesting an opportunity to educate those outside of Calgary. This may also speak to the attitudes among Calgarians that they are seeking diversification.

Consideration of Tech Jobs in Canadian Cities

Somewhat/very likely to consider a job in the tech industry in each city



Canadian cities are relatively equal when it comes to consideration of a tech role in each city.

Because of larger populations in Toronto and Vancouver, we would expect much higher consideration as a person is more likely to consider a role in their own city. This suggests Alberta is over-indexing as consideration is quite comparable.

Among Canadians who are employed or seeking employment, 14% would consider Toronto, followed by Vancouver (12%) and Calgary (11%).

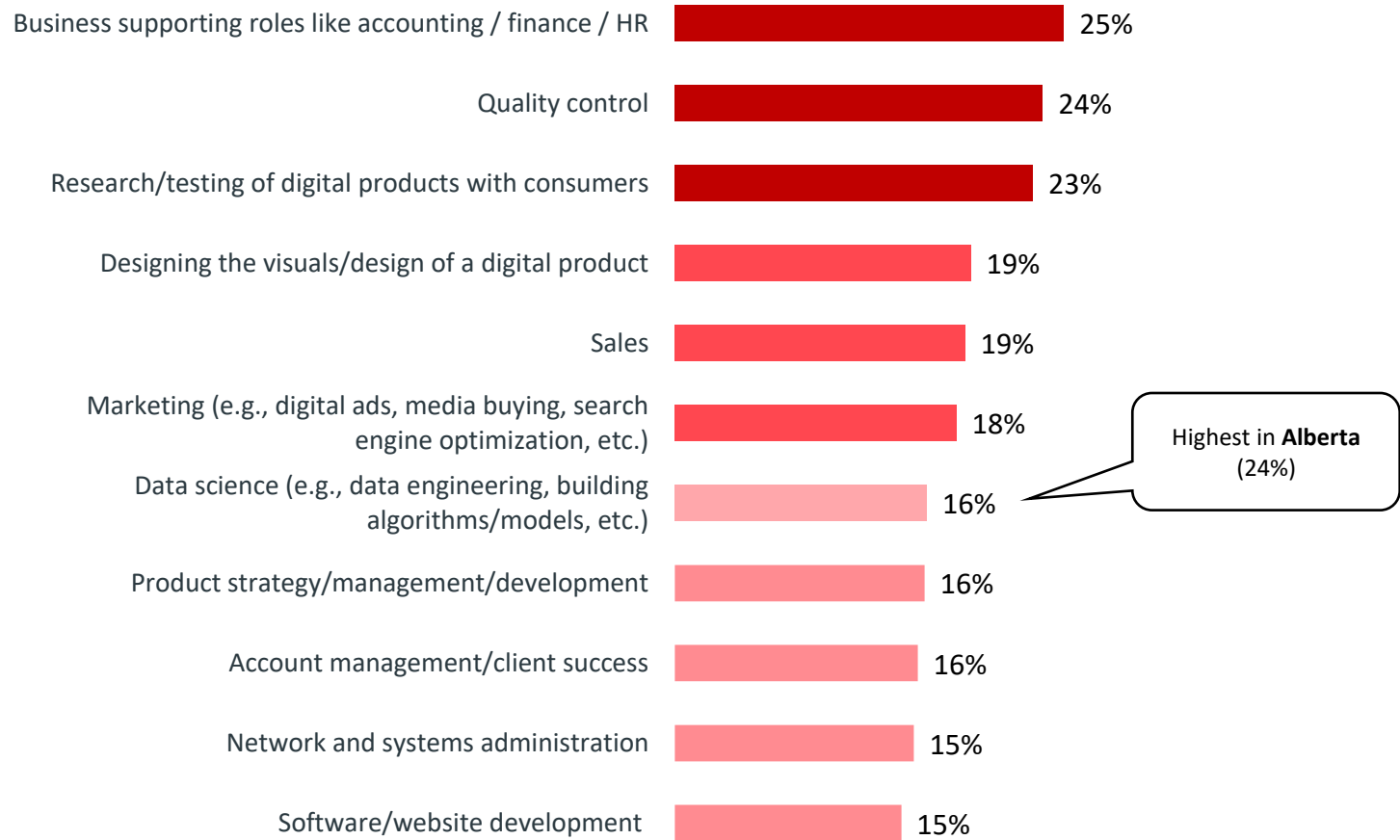
Q. How likely or not are you to consider a job in the tech industry in each of the following places (that would involve living/relocating to that place, not a remote job)
Base: Canadians employed or seeking employment (Total: n=1,695)

Consideration of Tech Jobs

% Would Consider

Consideration tends to be higher for non-technical roles in the tech industry vs. technical roles.

Among Canadians who would consider a job in the tech industry, Albertans are the most likely to consider data science. Given this is a role in high demand, there may be an opportunity to attract Albertans into this line of work.



Q. What kind of role would you consider in the tech industry, if any? Base: Canadians who would consider a job in the tech industry (n=935)

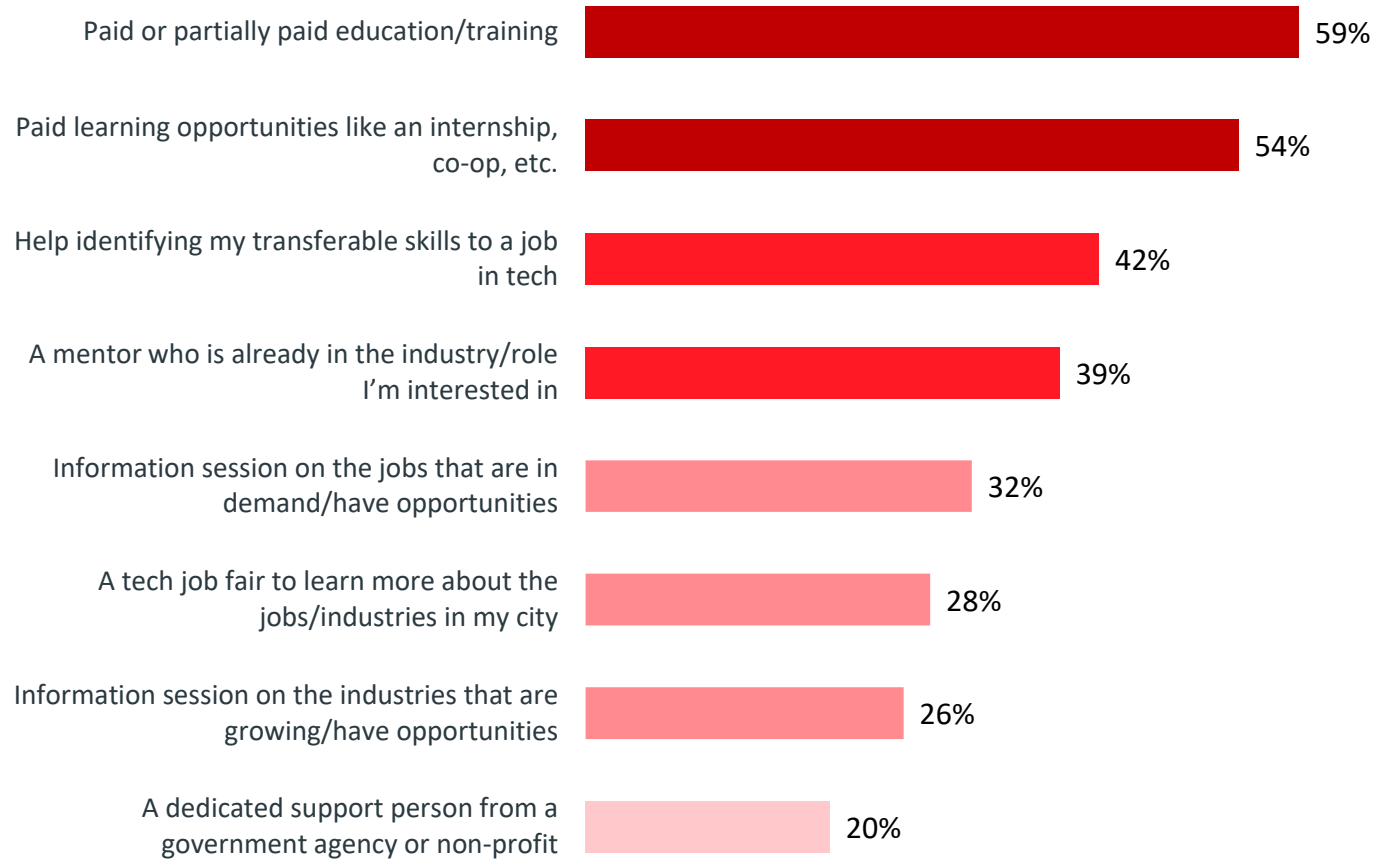
Motivators to Consider a Career in the Tech Industry

% Ranked Top 3

Financial incentives such as paid/partially paid education or training, and paid learning opportunities (e.g., internship, co-op, etc.) are the top motivators for making Canadians more likely to consider a job in the tech industry.

Other impactful motivators are help identifying transferable skills to a tech job, and a mentor who is already in the industry/role they are interested in.

A dedicated support person from a government agency or non-profit is least appealing.



What **All** (Not Just Tech) Companies Can Do to Keep Employees Happy and Retain Them

% Ranked Top 3

Employed Canadians rank attractive benefits (e.g., health, dental, spending account, etc.), annual salary review/promotion considerations, and a good work life balance as the top things their companies can do to keep them happy and retain them as an employee.

Unconventional benefits (e.g., unlimited vacation, 4-day work week, etc.) are highly ranked among Canadians, suggesting that this could be a way for companies to stand out to the Canadian workforce.

Within Alberta, those outside of Calgary and Edmonton are more likely to value a good work life balance and good job security.



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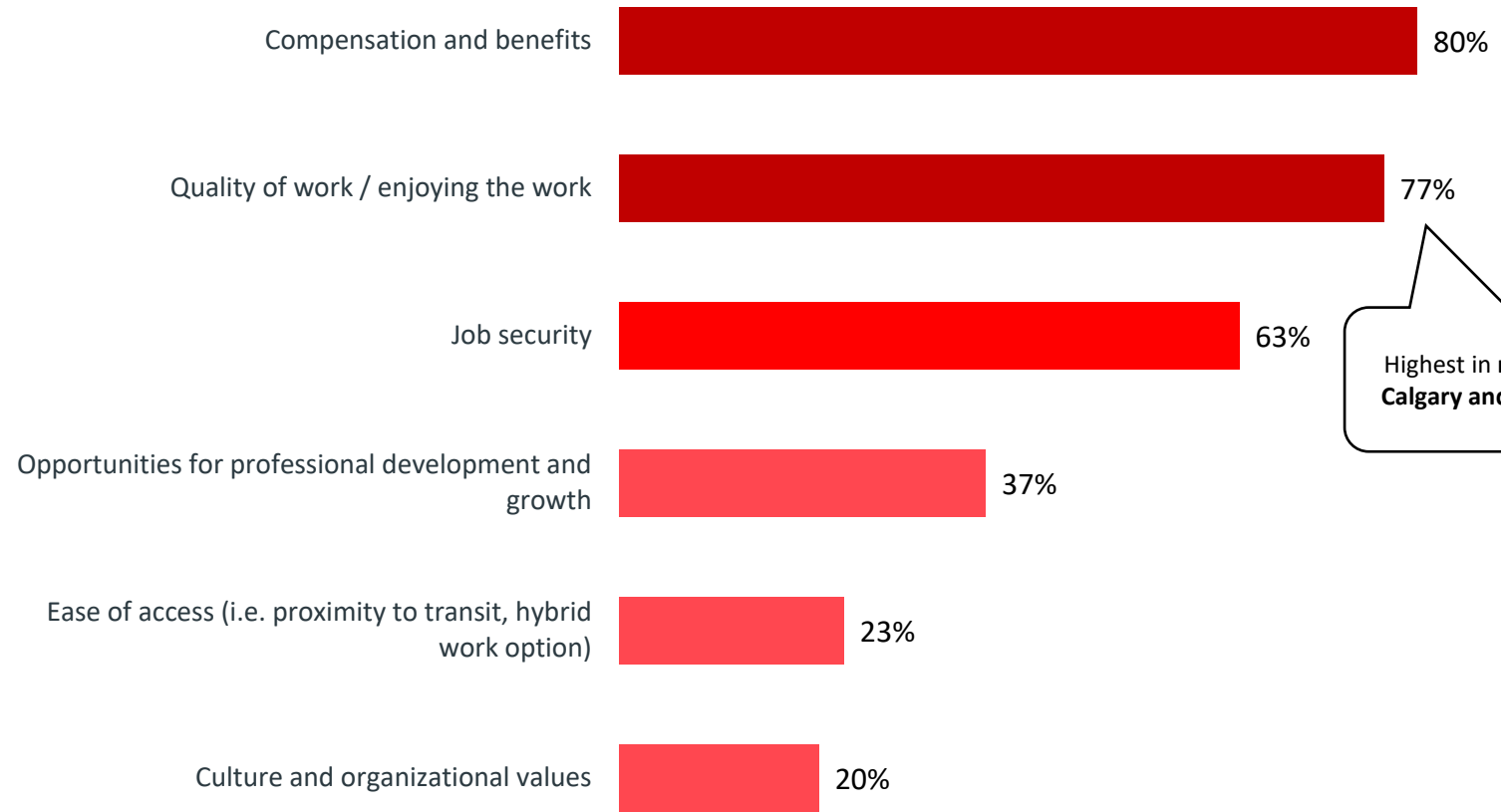
Alberta-Specific Findings

What Albertans Value Most in a Job

% Ranked Top 3

Employed Albertans value compensation/benefits and the quality of work/enjoying the work most in a job.

Least valued are the ease of access (i.e., proximity to transit, hybrid work option) and the culture and organizational values.



Highest in regions outside of Calgary and Edmonton (87%)

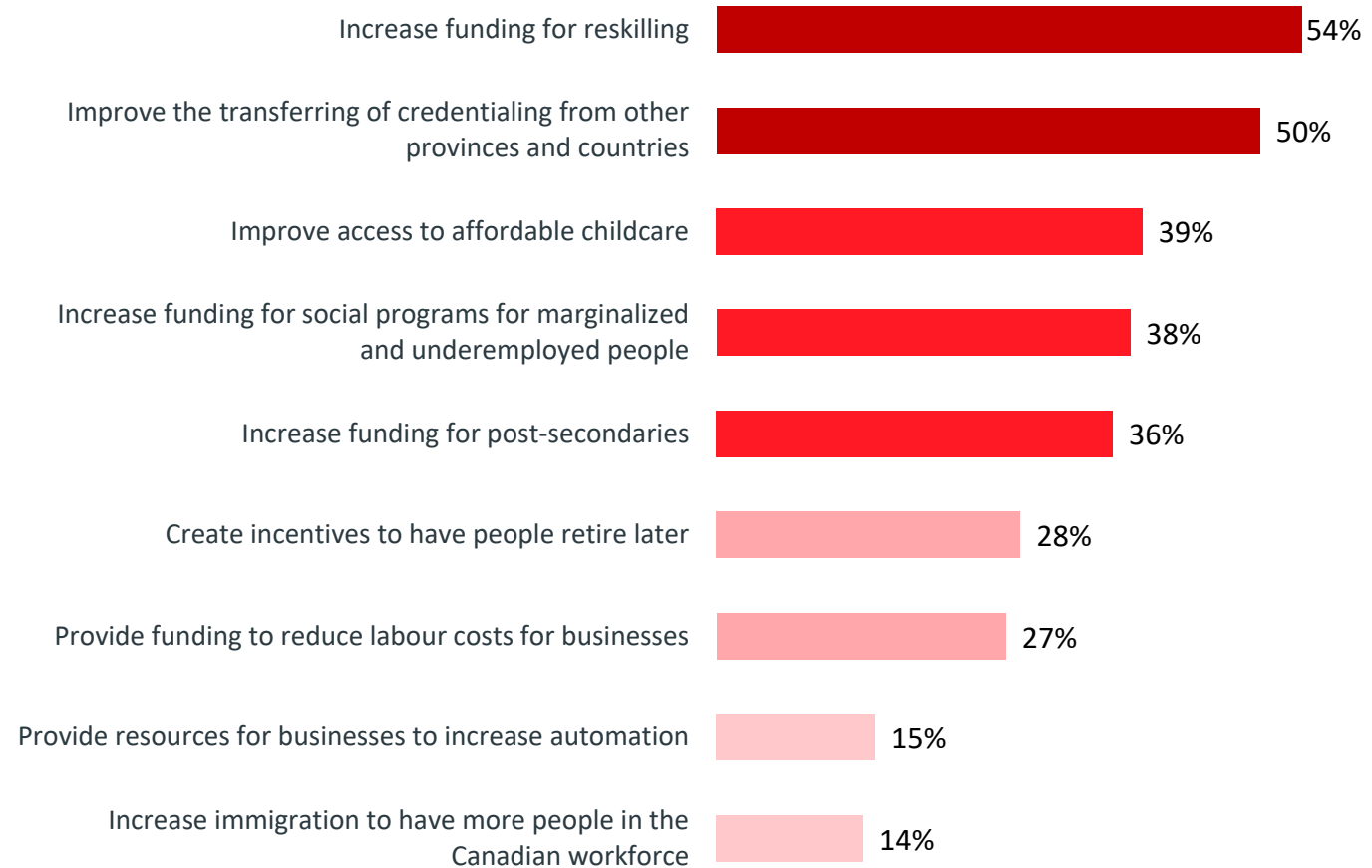
What Governments Should Do to Alleviate Labour Shortage

% Ranked Top 3

To alleviate the current labour shortage, Albertans want to see increased funding for reskilling and improved transferring of credentials from other provinces and countries, first and foremost.

Improved access to affordable childcare is also a priority for Albertans.

On the other hand, few Albertans want resources for increased automation and increased immigration to have more people in the workforce.

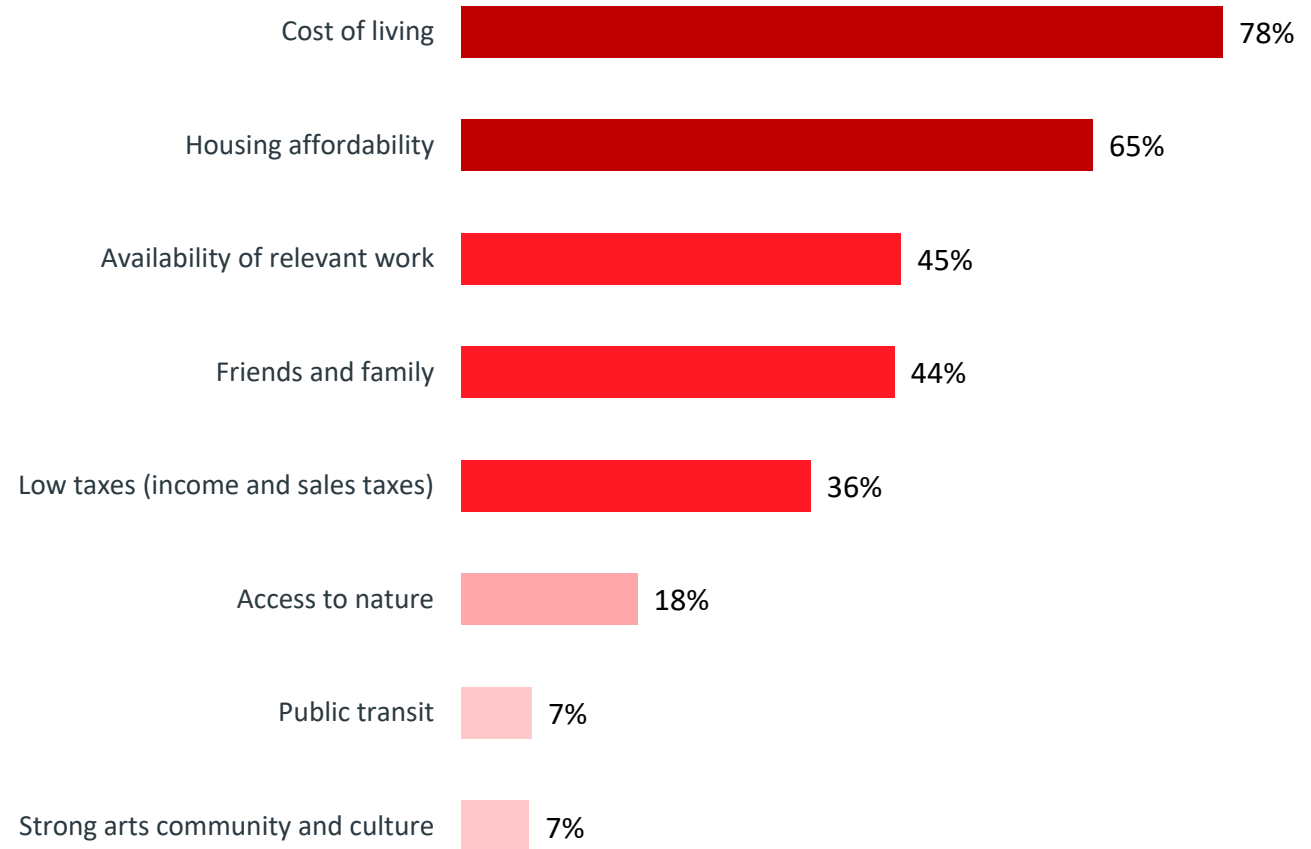


Factors that Influence Willingness to Relocate to a New City

% Ranked Top 3

Factors that have the most influence on Albertans' willingness to relocate to a new city are the cost of living and housing affordability.

Other factors with strong influence include the availability of relevant work, friends and family, and low taxes.



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Respondent Profile

Respondent Profile

PROVINCE	
British Columbia	14%
Alberta	11%
Saskatchewan	3%
Manitoba	4%
Ontario	39%
Quebec	23%
New Brunswick	2%
Nova Scotia	3%
Prince Edward Island	<1%
Newfoundland and Labrador	1%
AGE	
18-24	9%
25-34	17%
35-44	17%
45-54	16%
55-64	18%
65-74	18%
75+	6%
GENDER	
Male	49%
Female	51%

REGION TYPE	
Urban area	42%
Suburban area	36%
Rural area	21%
Prefer not to answer	1%
CHILDREN UNDER 18 IN HH	
Yes	27%
No	72%
EMPLOYMENT	
Working full time	41%
Working part time	8%
Self-employed / freelance work	6%
Student	6%
Homemaker	5%
Unemployed	5%
Retired	28%
I prefer not to answer	1%
OWN/RENT HOME	
Own	65%
Rent	33%

EDUCATION	
High school or less	31%
College (pre-university, technical training, certificate, accreditation or advanced diploma)	40%
University (certificate, diploma, bachelor/master/PhD degree)	28%
I prefer not to answer	1%
INCOME (ANNUAL)	
Under \$40,000	22%
\$40,000-\$80,000	30%
Over \$80,000	39%
Prefer not to answer	9%
MARITAL STATUS	
Single	31%
Married	42%
Common law	13%
Divorced	6%
Widowed	4%
Separated	2%

Respondent Profile: Alberta-Specific Results

REGION	
Calgary	36%
Edmonton	34%
Other regions of Alberta	30%
REGION TYPE	
Urban area	47%
Suburban area	34%
Rural area	18%
Prefer not to answer	1%
AGE	
18-24	9%
25-34	18%
35-44	20%
45-54	17%
55-64	17%
65+	19%
GENDER	
Male	48%
Female	52%

CHILDREN UNDER 18 IN HH	
Yes	30%
No	70%
EMPLOYMENT	
Working full time	44%
Working part time	9%
Self-employed / freelance work	6%
Student	7%
Homemaker	6%
Unemployed	5%
Retired	22%
I prefer not to answer	1%
OWN/RENT HOME	
Own	73%
Rent	25%

EDUCATION	
High school or less	32%
College (pre-university, technical training, certificate, accreditation or advanced diploma)	39%
University (certificate, diploma, bachelor/master/PhD degree)	29%
I prefer not to answer	1%
INCOME (ANNUAL)	
Under \$40,000	17%
\$40,000-\$80,000	27%
Over \$80,000	45%
Prefer not to answer	11%

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