



SURVEY INFORMATION

SI1. Interview date*

SI2. Interviewer 1*

SI3. Interviewer 2

SI4. Company contact*

SI5. Survey information notes

BUSINESS CLIMATE HIRING

1. How would you describe your company's hiring challenges?
(Select all that apply)

- Too few applicants
- Lack of applicants' appropriate skills or training
- Lack of applicants' relevant experience
- Applicants mental health/addiction issues
- Applicants lack of personal or reliable transportation
- Applicants poor fit to our way of doing business
- Our lack of recruitment tools
- Our lack of recruitment experience
- Other

If *applicants poor fit to our way of doing business*, please specify

If *Other*, please specify

2. Have you hired employees outside of Hastings Highlands due to a lack of qualified candidates within the municipality?

- Yes
- No - skip to Workforce 1

What qualifications are you looking for within Hastings Highlands that have not been readily accessible?

WORKFORCE

3. In the last 3 years, what percentage of your new hires were

Trained in a skilled trade

Unskilled

Professional

Don't know

4. What are the top three occupational skills that your company is anticipating hiring in the next 3 years?

Skill 1

Skill 2

Skill 3

5. Of the total number of people you employ, what percentage are in the following age groups

16-25

26-40

41-55

56 and up

6. What percentage of your employees will be retiring over the next 3 years?

7. Please rank the following in regard to their effectiveness as tools for employee retention and attraction.

Competitive wages

- No response No effect Negative effect Positive effect

Employee benefits

- No response No effect Negative effect Positive effect

Development and training opportunities

- No response No effect Negative effect Positive effect

Employee recognition programs

- No response No effect Negative effect Positive effect

Opportunity for promotion

- No response No effect Negative effect Positive effect

Other

- No response No effect Negative effect Positive effect

If *Other*, please specify

BUSINESS CLIMATE PROMOTION

1. Are you interested in working jointly or in partnership with other businesses in the community to pursue any of the following?

(Select all that apply)

- To meet municipal/provincial/federal requirements
- To keep up with competitors
- To surpass competitors
- Requested by customers
- Requested by employees
- Improve public perception of business
- Improve efficiency
- Other

If *Other*, please specify

2. Do you attend tradeshows on a regular basis?

- Yes No

If *Yes*, which ones and why?

3. What distinguishes your business from your competition?

4. By which of the following do you use to become known to potential customers?
(Select all that apply)

- Billboards
- Business Directory Listings through Chamber of Commerce/Maynooth & Hastings Highlands Business Association/BIA
- Farmers' Markets
- Flyers and brochures
- Magazines and other publications
- Newspapers
- Other internet advertising
- Pop-up businesses
- Product placement in other businesses
- Radio
- Social media marketing (Facebook, LinkedIn, Instagram, etc.)
- Sponsorship ads for local events
- Studio/Local Tours
- Television
- Trade shows
- Website
- Word of mouth and networking
- Other

If *Other*, please specify

BUSINESS DEVELOPMENT

1. In what ways could local business associations or economic development offices assist your industry?
Select all that apply

- Attracting young families to locate here
- Business & financial planning workshops
- Co-ordination of entrepreneur and education workshops (business planning, etc.)
- Co-ordination of industry issues with government
- Identifying and tracking labour availability and skill needs of industry
- Investment and financial planning assistance
- Lobbying of government (taxes, regulations, legislation, etc.)
- Marketing and trade promotion and coordination
- Other

If *Other*, please specify



COMMUNITY DEVELOPMENT

1. How do you think we could be more welcoming to those who are new to the community?

How do you think we could be more welcoming to those who are new to the country?

2. In your opinion, what are the three (3) most important things for our community to focus on in the next 5 years?

Focus 1

Focus 2

Focus 3
