



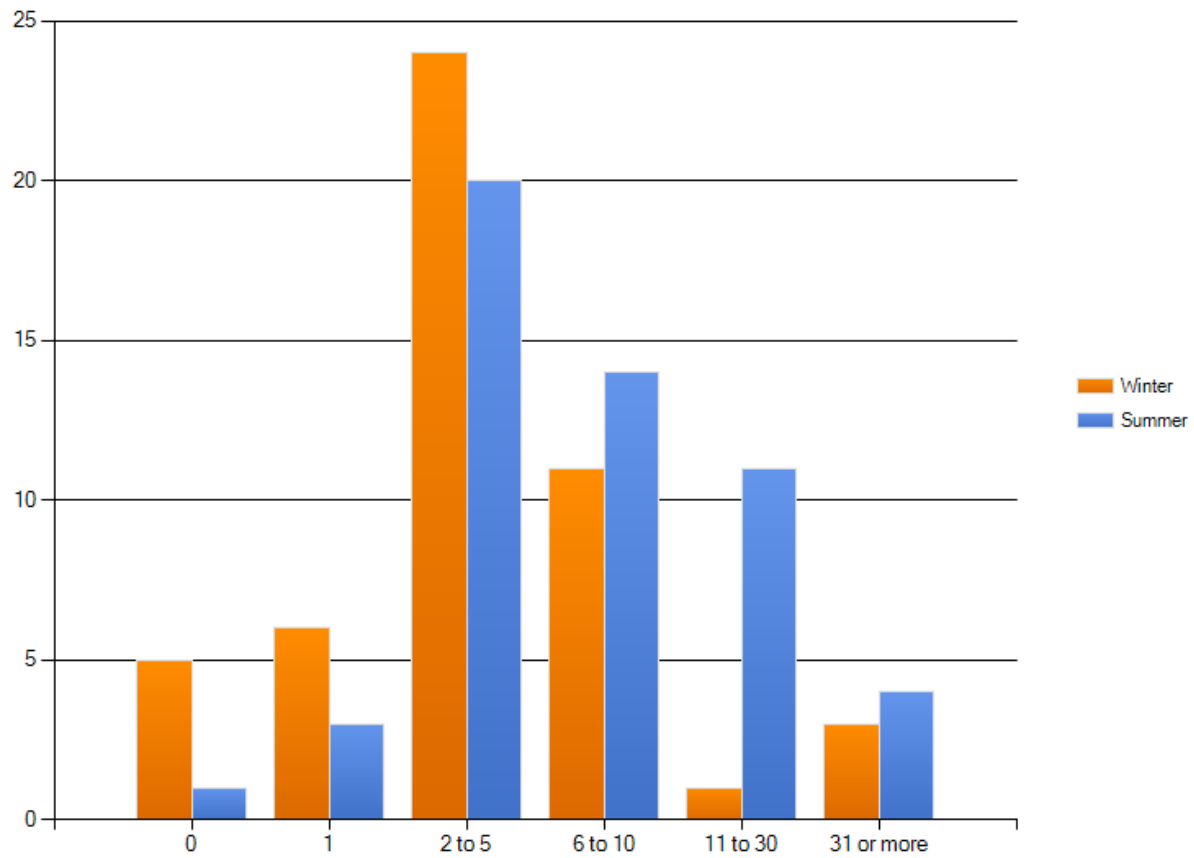
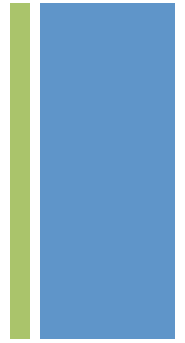
Dawson Employer Labour Market Survey Report

July, 2013



A partnership of the City of Dawson, Dawson City
Chamber of Commerce, Klondike Visitors Association,
Klondike Institute of Art & Culture, and Chief Isaac Inc.

+ How many people are employed in your business, including owner(s)?





Employment Trends & Expectations

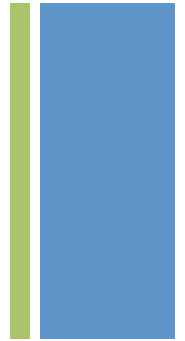


- 55% said their number of staff has stayed the same in last 2 years
34% said it had increased
11% said it had decreased

Anticipating next 2 years...

- 78% expect their number of staff to stay the same
In July of 2011 approximately 67% of surveyed businesses were expecting staff numbers to stay the same over the next 2 years
- 14% expect an increase
2011: 20% were expecting an increase
- 7% expect a decrease
2011: 8% expected a decrease

+ Do you have difficulty recruiting employees (for either summer or year round)?

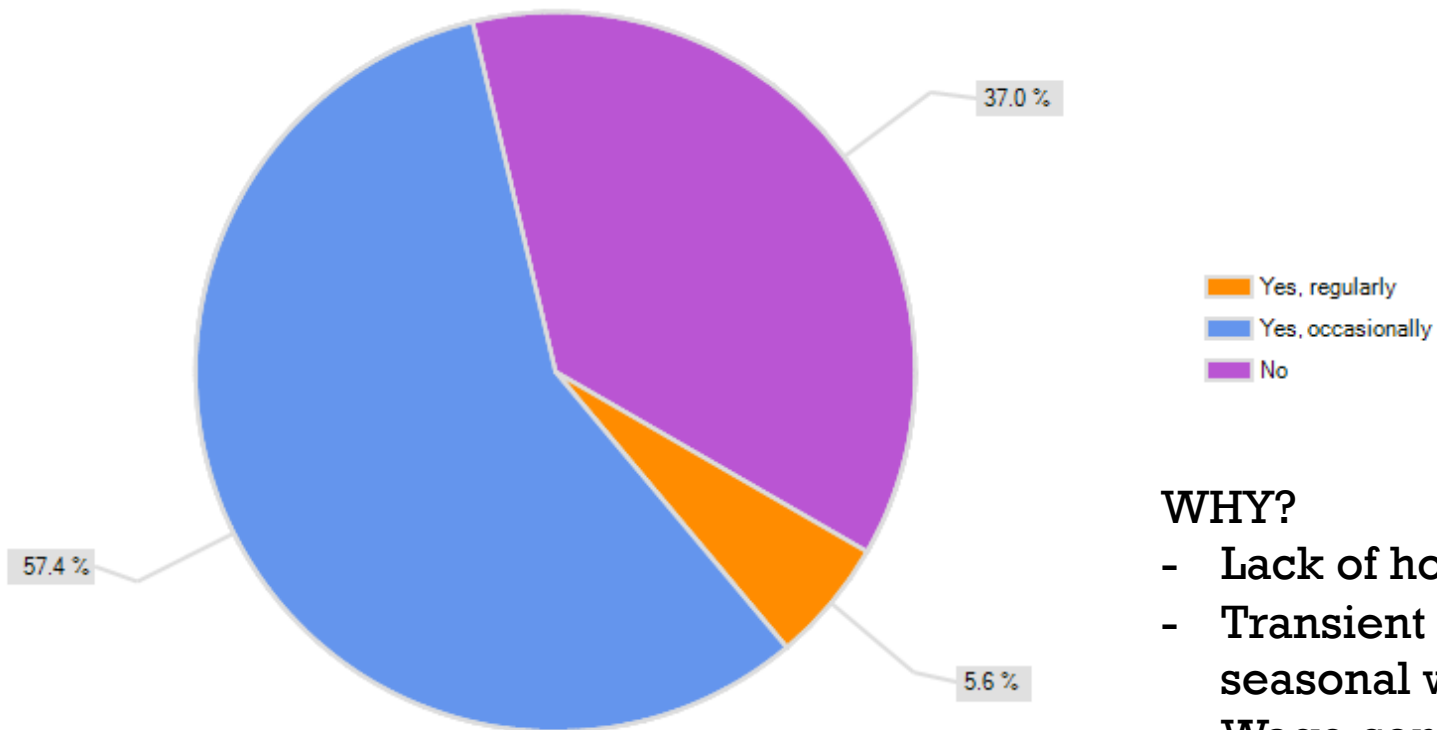


- 21% report regular difficulty recruiting employees
- 37% report occasional difficulty
- 41% report no difficulty

WHY? Most common answers:

- Lack of qualified people
- Lack of housing
- Not enough work to offer year-round employment
- EI system

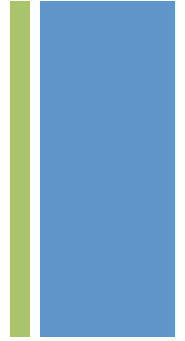
+ Do you have difficulty retaining employees?



WHY?

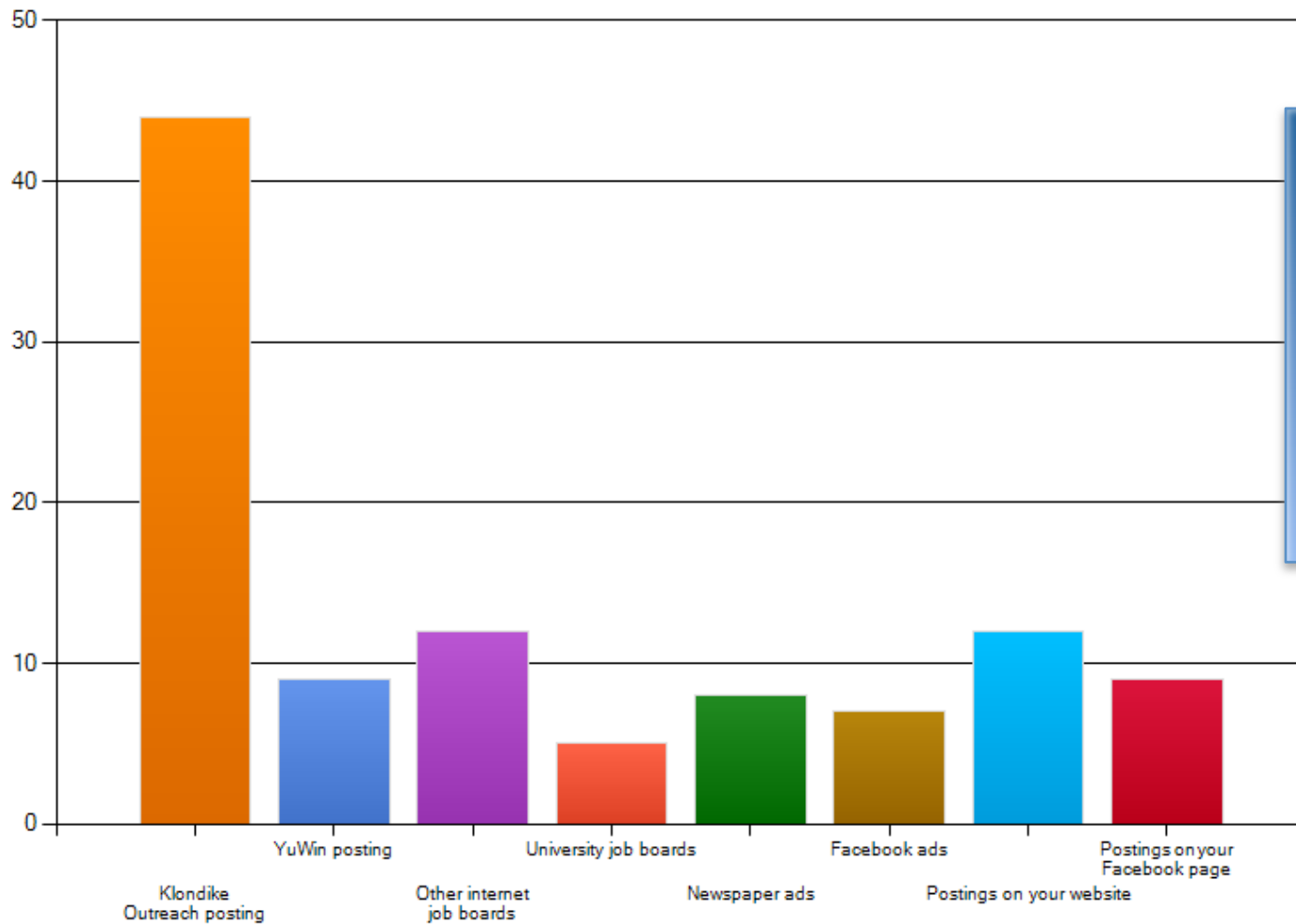
- Lack of housing
- Transient nature of seasonal workers
- Wage competition, especially with government

+ What positions are hardest to fill?



- A great variety of positions were mentioned, however the most common answers were:
 - Book-keepers
 - Trades (mechanics, carpenters etc.)
 - Kitchen and serving staff
 - Office managers
 - Highly skilled positions or positions requiring high level of experience or knowledge

+ What measures have you taken to recruit employees?



Word of mouth was the top recruiting method mentioned in “other” comment box: (30%)

What do you believe are the biggest barriers to attracting labour to Dawson City?

#1:

75% cite lack of housing as the primary barrier



Followed by:

Distance/remoteness, then cost of living

#2:

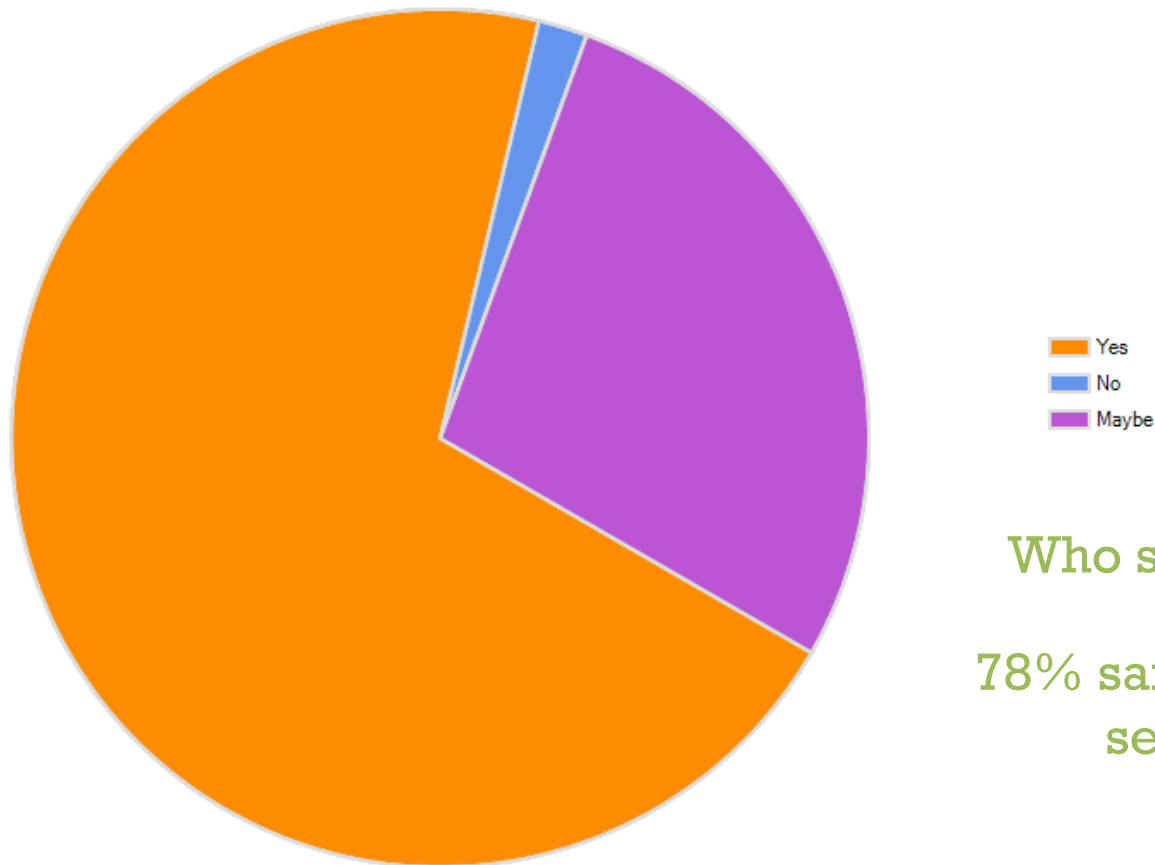
Housing (25%), followed by:

Seasonality of jobs & community, then cost of living

#3 :

Housing then distance/remoteness then wage competition

+ Do you think we should actively promote Dawson City to the rest of Yukon and Canada as a great place



Who should we focus on?

78% said both year-round & seasonal workers

Numerous respondents (11) made the point that Dawson needs to increase its stock of available housing prior to actively advertising itself in order to recruit labour.