

# DAWSON SEASONAL WORKER SURVEY REPORT

2014

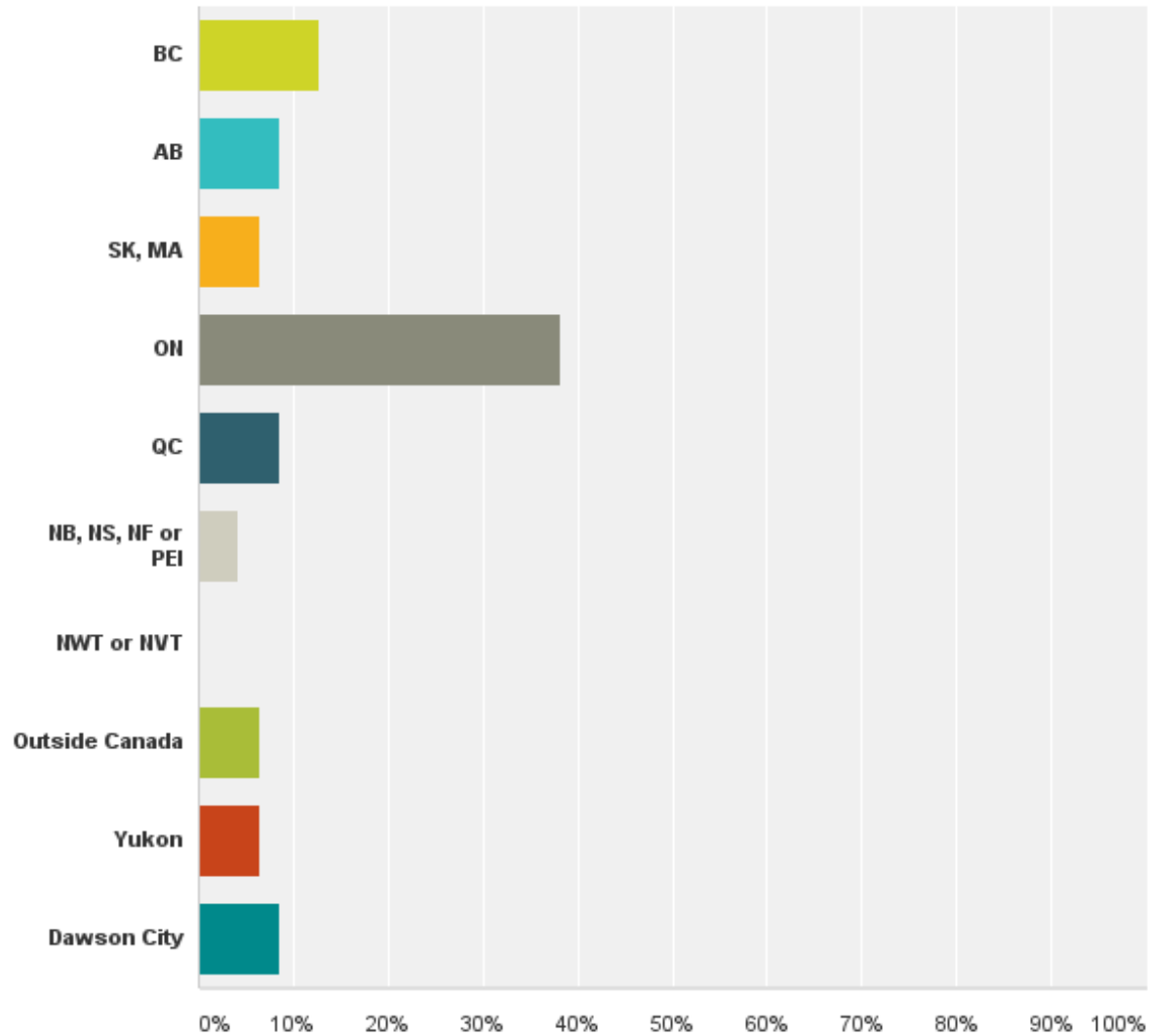
# About the Survey Respondents



- 54 Respondents in total
- 49 Identified as Seasonal Workers
- 80% are aged 20 to 29
- Only 33% are students

### Q3 Where do you live during the winter (where do you call home)?

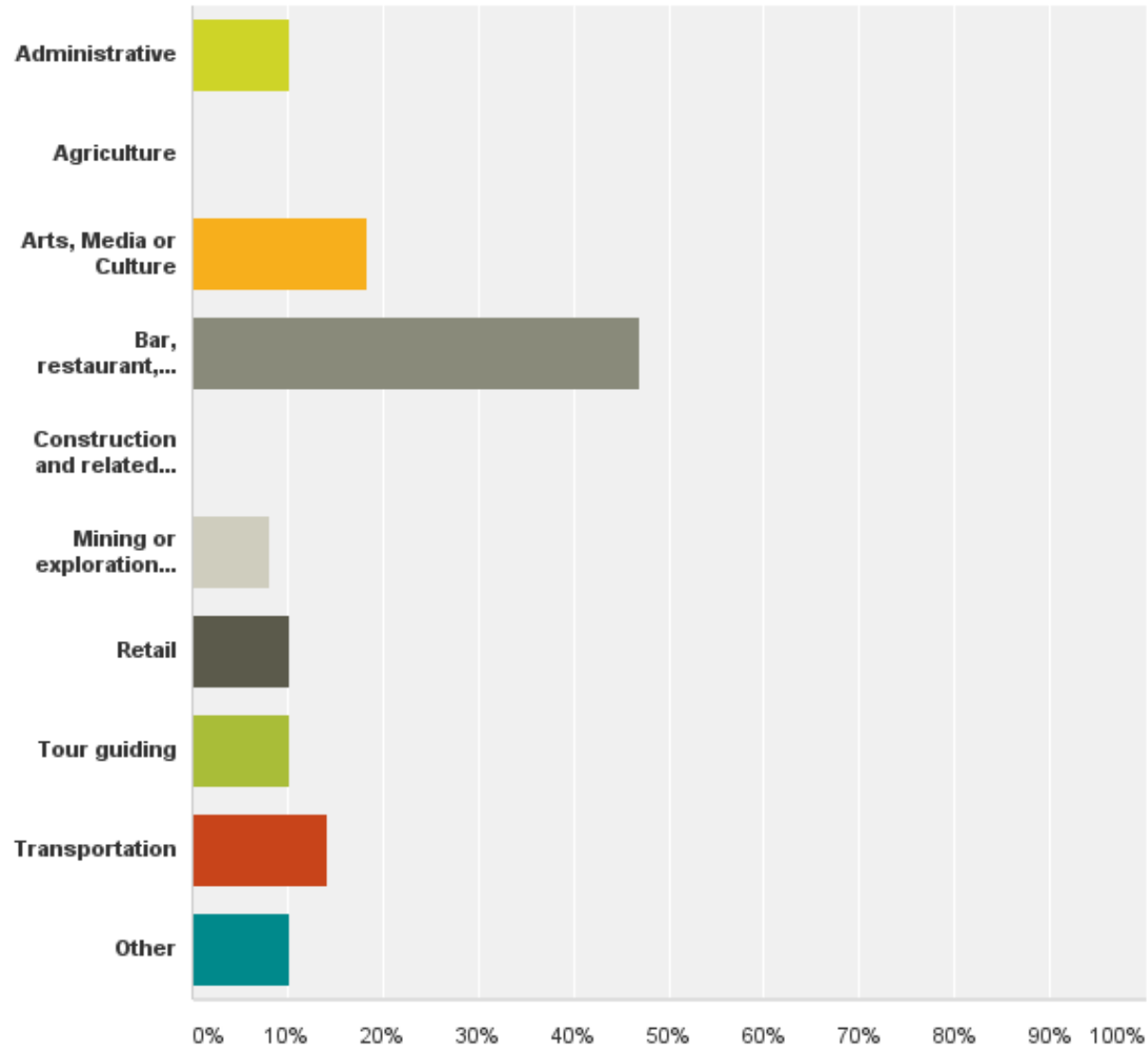
Answered: 47 Skipped: 2



Where  
do  
Dawson's  
seasonal  
workers  
come  
from?

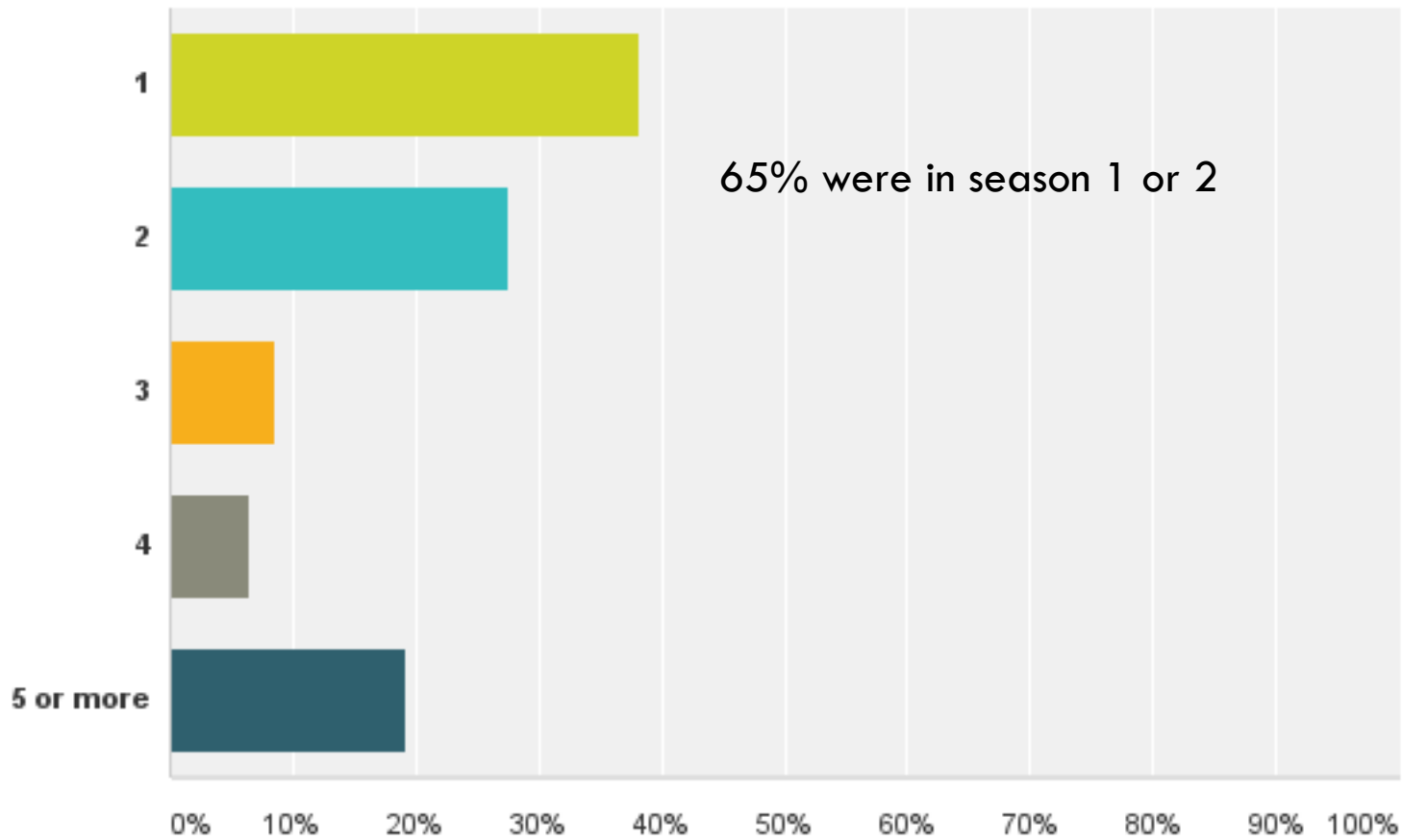
## Q5 What type of job or jobs did you have in Dawson this summer?

Answered: 49 Skipped: 0



What do  
they work  
at?

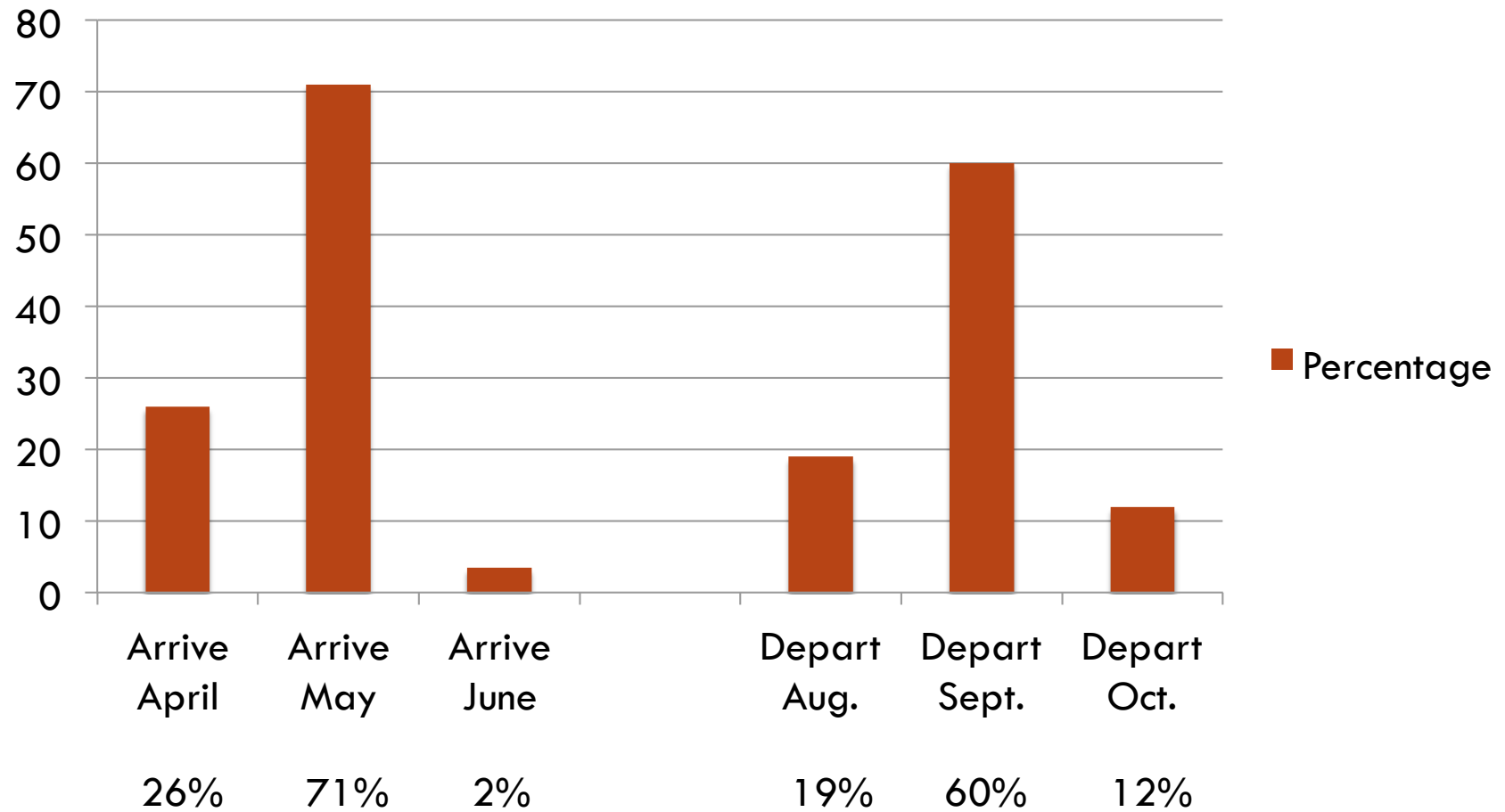
# How many seasons have they worked in Dawson?



# Arrivals and Departures of Seasonal Workers



Percentage



# Before and After

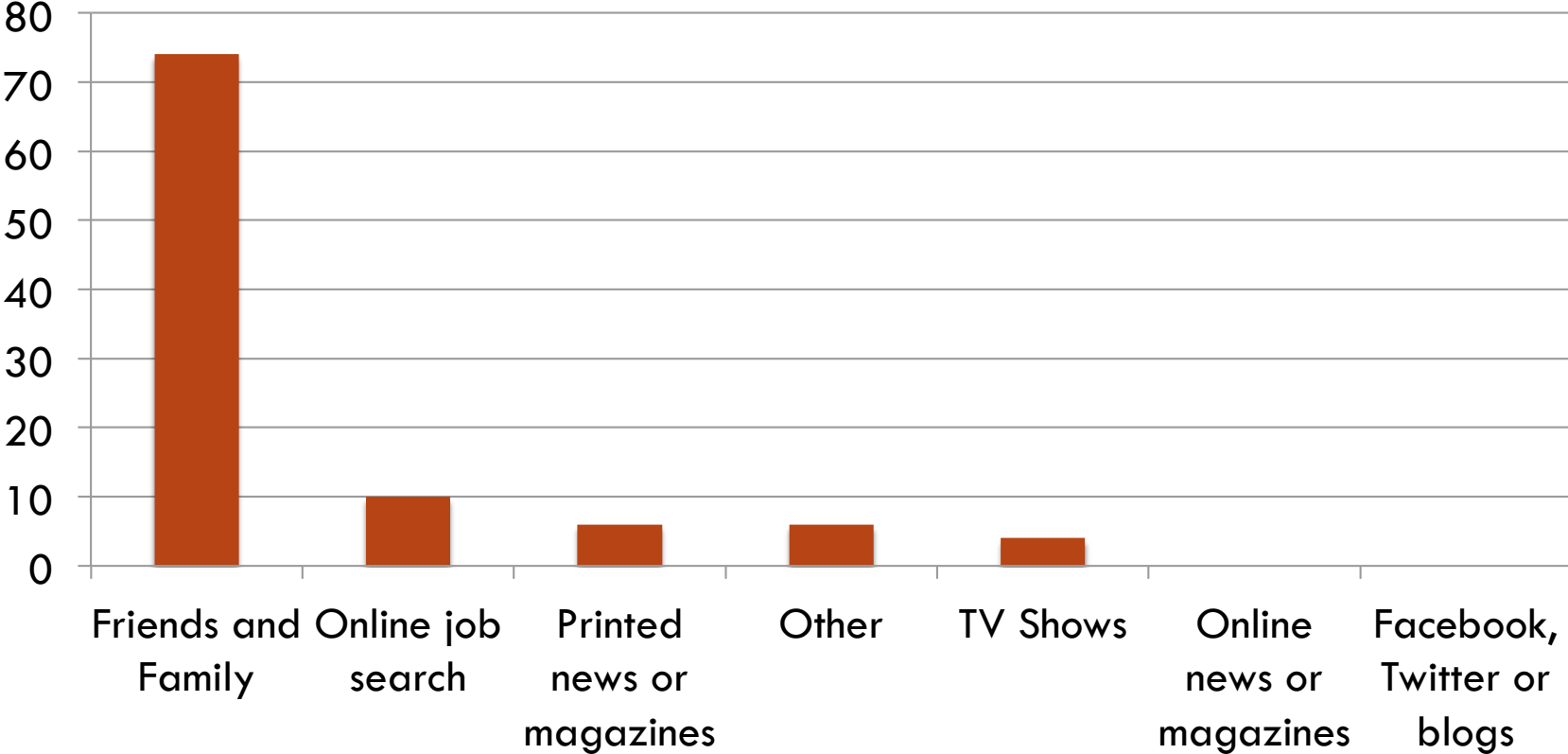
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## Retention Rate?

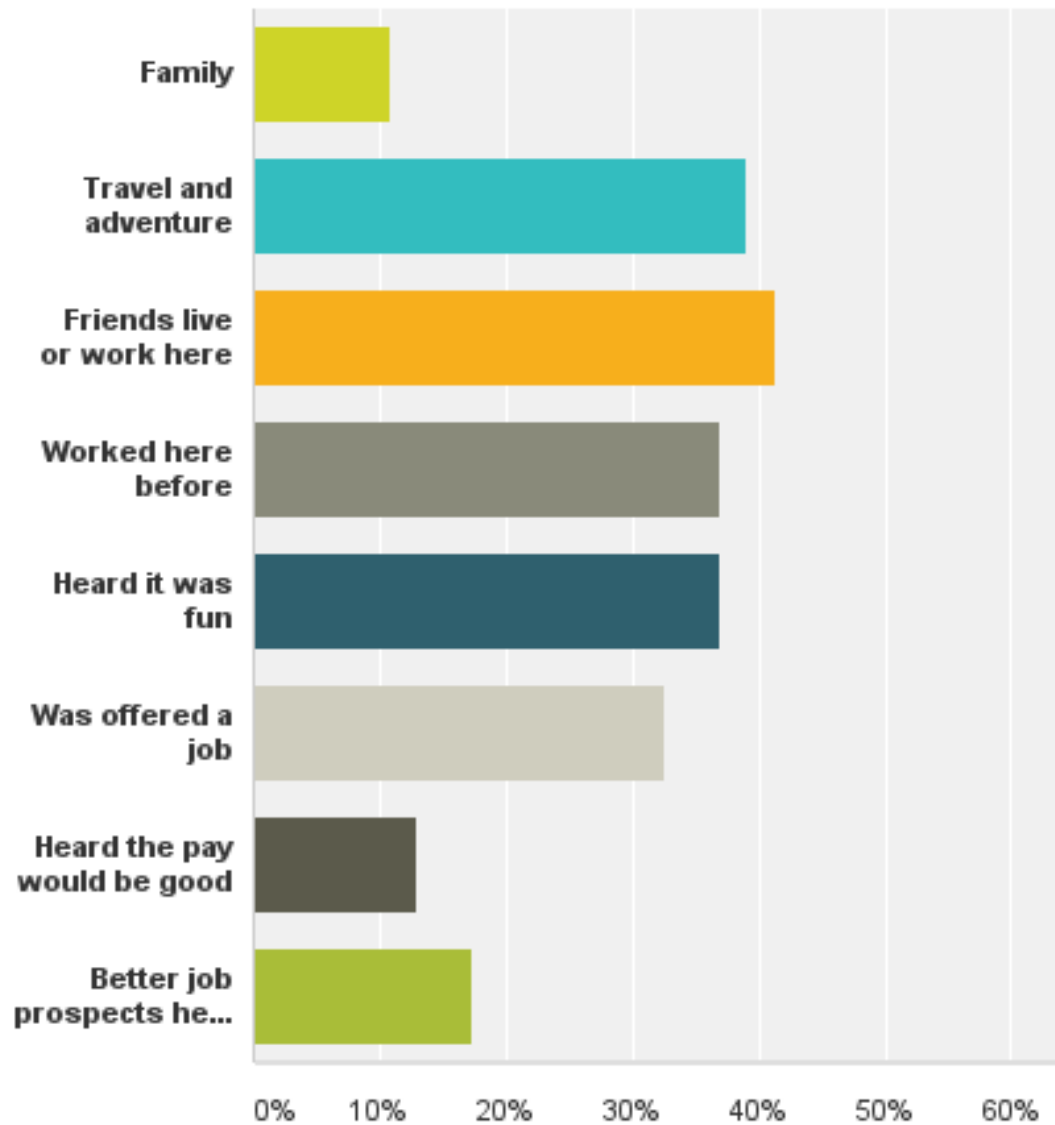
- 66% found jobs BEFORE arriving in Dawson
- 56% are planning to return to Dawson next year, while 33% are still considering
- (only 10% have decided NOT to return)

# Ways seasonal workers find out about Dawson

How heard about Dawson

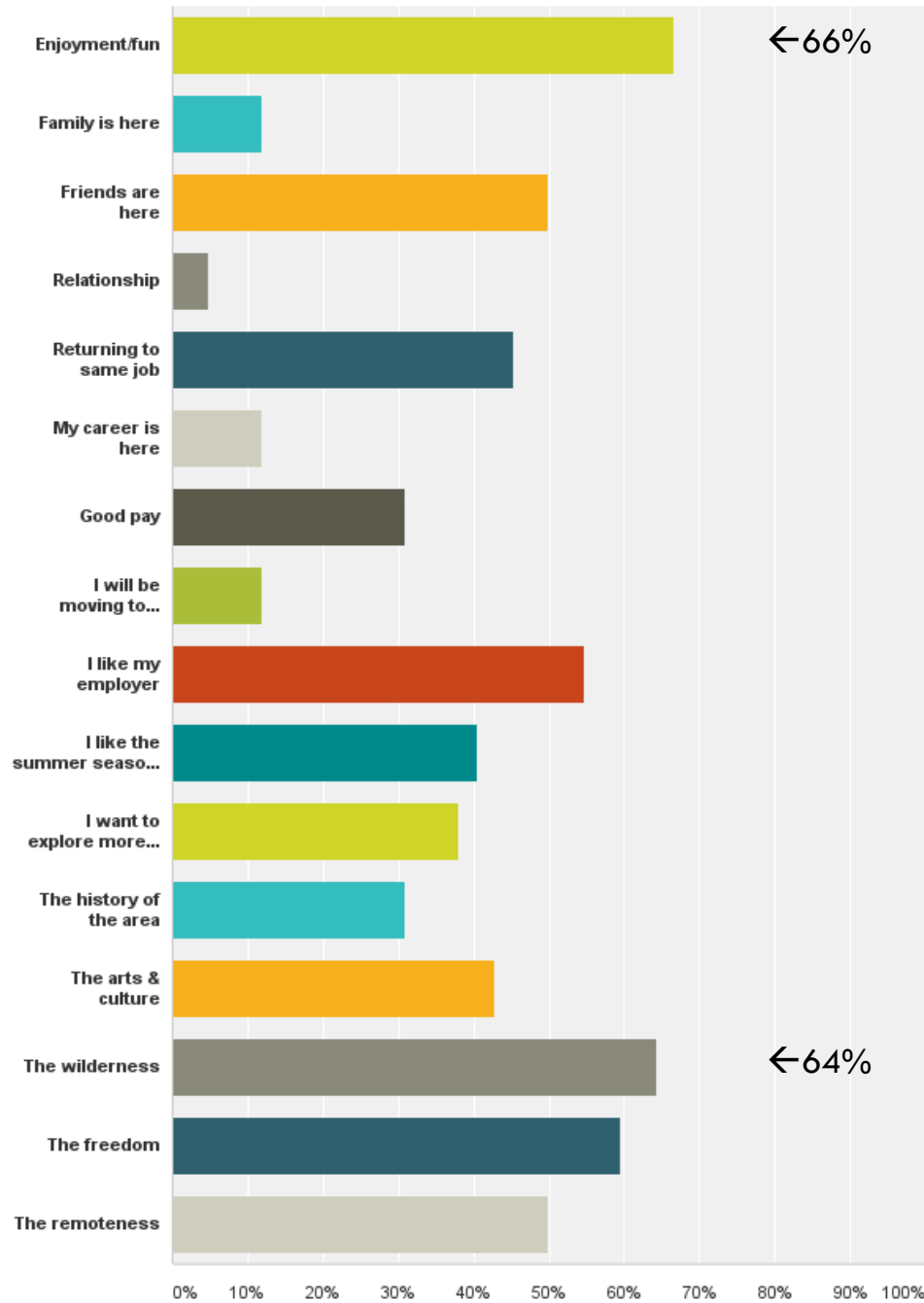




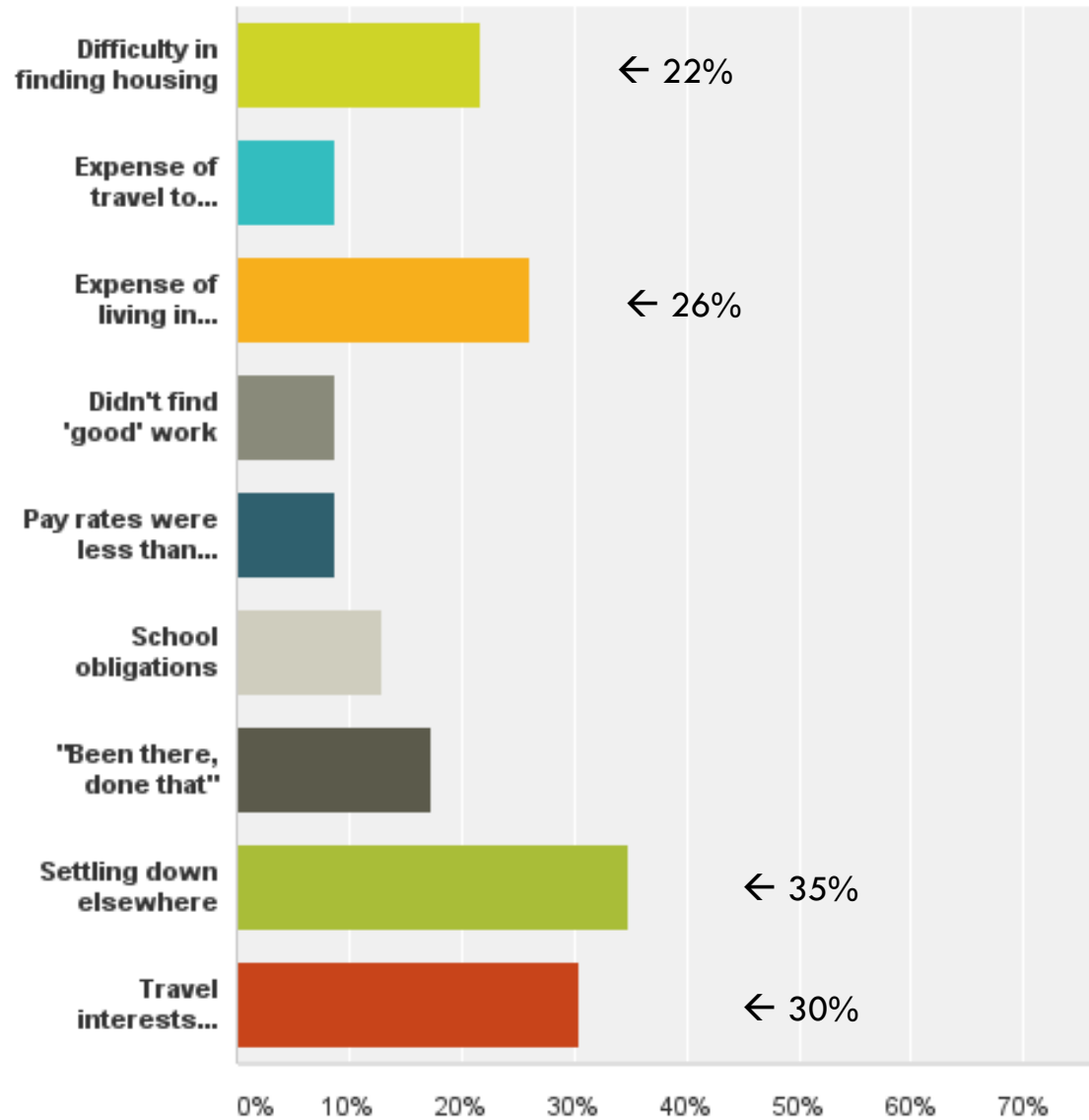


# Why Choose Dawson?

(instead of Whitehorse or a southern town or city)

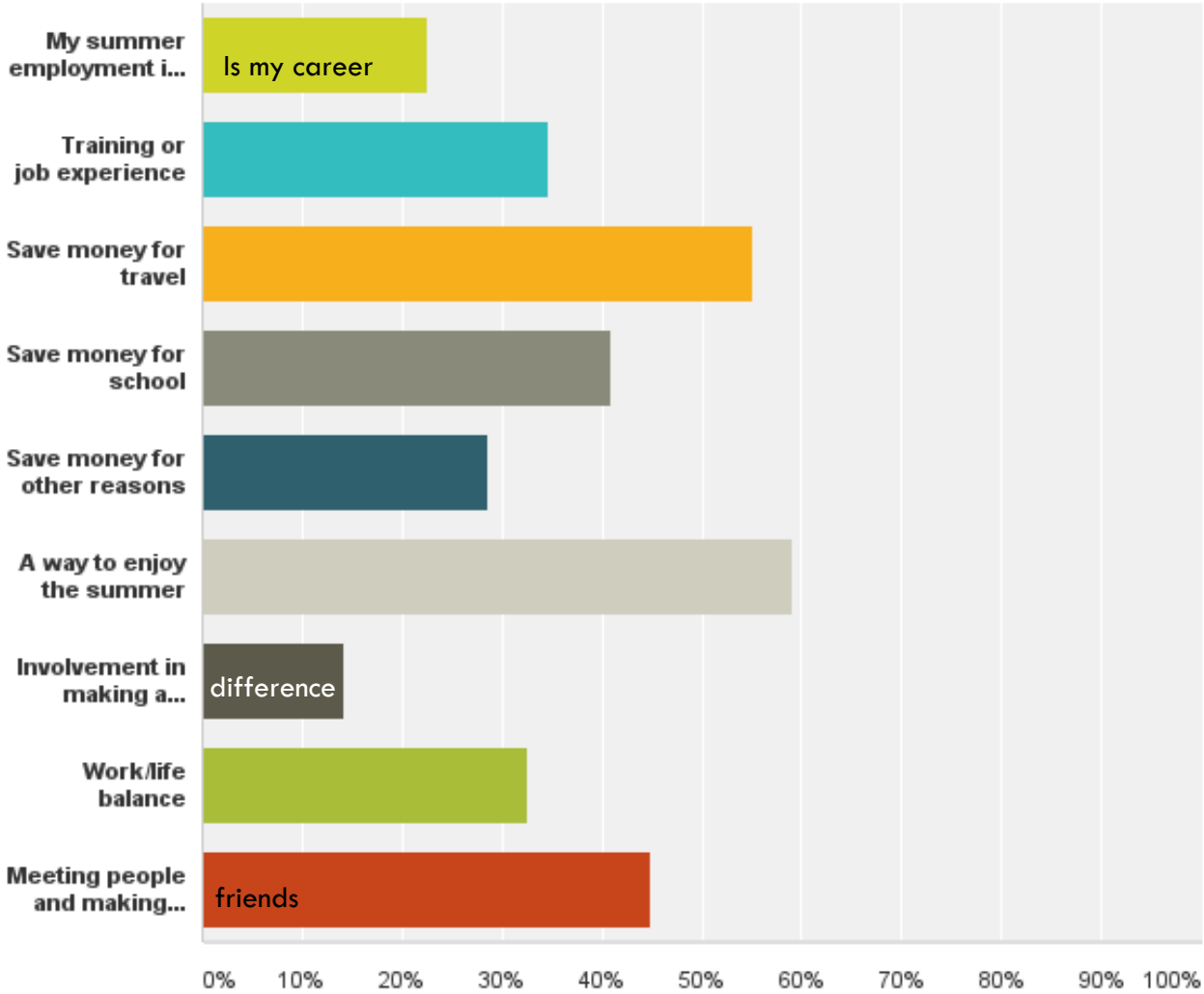


Reasons why  
workers  
would return  
to Dawson  
next year

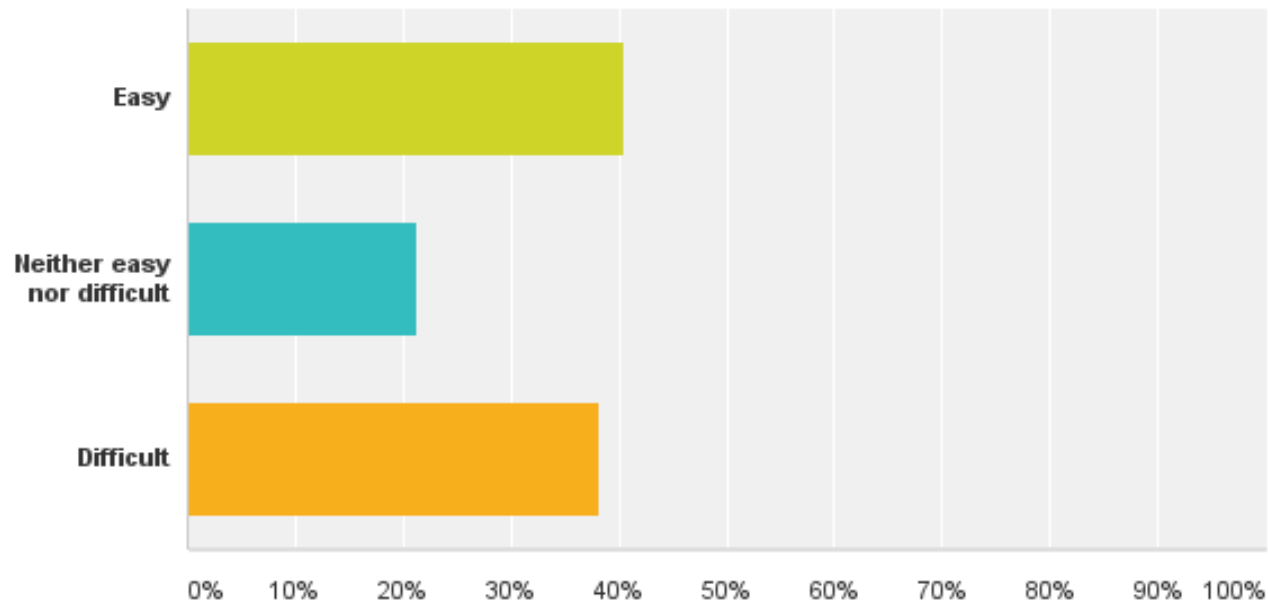


Reasons  
why  
workers  
would not  
return to  
Dawson  
next year

# What do our seasonal workers hope to get out of their summer jobs?




# Ratings of how easy or difficult it was to find housing in Dawson



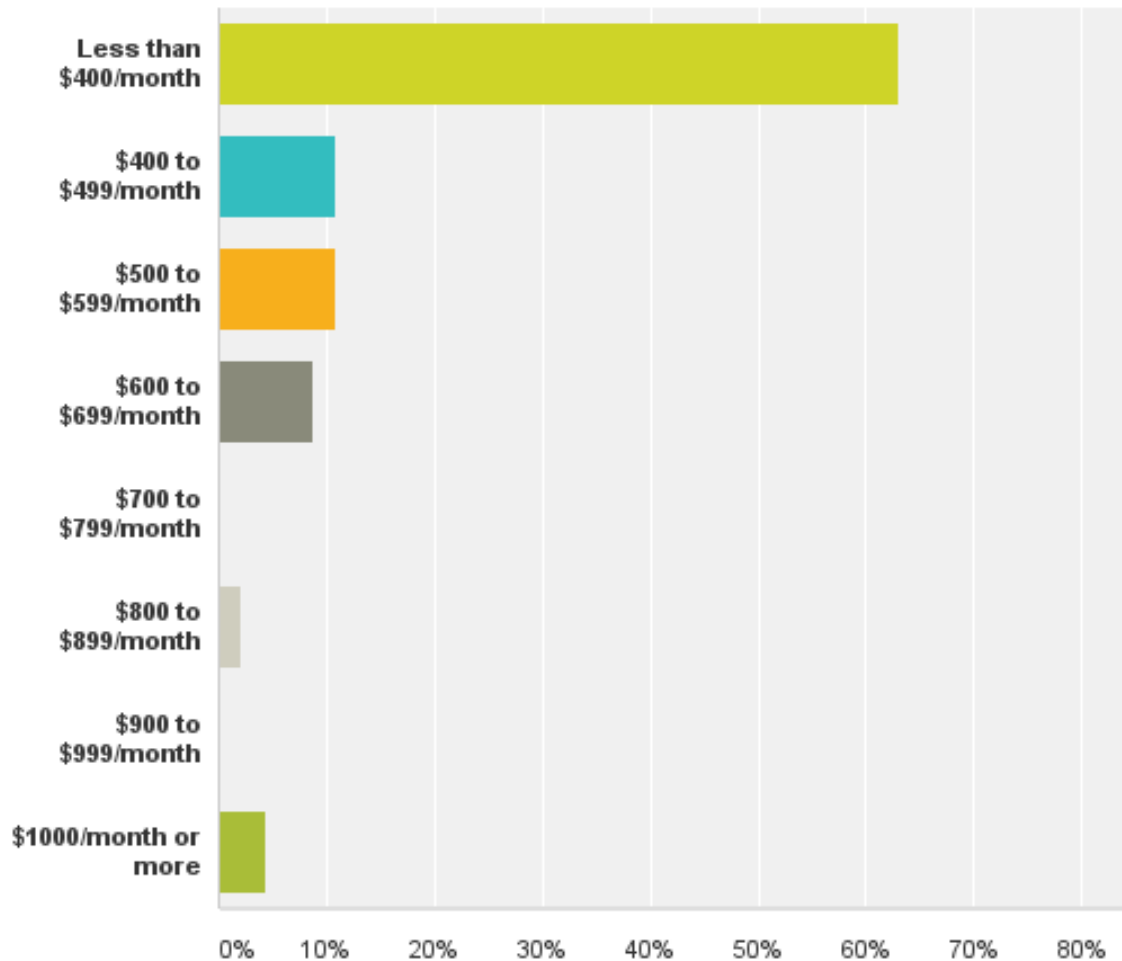
- 68% of the 'easy' ratings derived from workers whose employers provided accommodations.
- Several comments on this question related to housing being relatively easy to find, but that it was not necessarily the housing you wanted (due to either price, quality or both).
- One respondent lived in a delivery van for the summer.
- One respondent moved 3 times during the summer.

- Staff accommodations: 40%
- Shack or old cabin: 18%
- House: 15%
- Apartment or suite: 13%
- Tent: 13%
- Other: 1%



Where  
were  
respondents  
living during  
summer  
2014?

# How much do you pay for your current accommodations?



Quality Rating:

Good: 57%

Adequate: 33%

Poor: 10%

# Some Stats – Yukon Employment Report



- Dawson EI claims 180 (11%) in January '14 – lowest on record since 2006 (High of 230 in '11 & '12)
- Across Canada, Yukon has:
  - Highest participation rate (76.1%)
  - Highest employment rate (73.2%)
  - Second lowest unemployment rate (3.8%)
  - Third highest full-time employment rate (87%)
- 41% are directly employed by governments (8,500)
- No pool of unemployed workers and skills with exception of 'rural' communities in winter months



# Key Observations



- Fully 40% of workers must be recruited new to town each and every year – approx. 160-200 people.
- Survey data does not indicate clear means with which to promote Dawson to potential workers effectively but Friends and Family are a key link
- Our seasonal workers are here for a good time over all else including money: we need to ensure that seasonal workers have good experiences here.
- Workers without staff accommodations have a much more mixed and more difficult housing situation

# Key Observations



The Dawson and Yukon labour markets are very tight

- ▣ We must be proactive for summer recruitment in a highly competitive market place
- ▣ Economic development strategies should focus on off-season opportunities to lessen cycle of recruitment and retention