



**Calgary Economic
Development**

Deloitte.

NEW DATA on TALENT PERCEPTIONS in the CALGARY ECONOMIC REGION

**Discussion on CED's Talent Perception Study of Six
Economic Growth Sectors in the Calgary Region**

June 10th, 2025




This report was produced as part of a project funded by the Future Skills Centre (FSC), with financial support from the Government of Canada's Future Skills Program.

FSC is a forward-thinking centre for research and collaboration dedicated to preparing Canadians for employment success. We believe Canadians should feel confident about the skills they have to succeed in a changing workforce. As a pan-Canadian community, we are collaborating to rigorously identify, test, measure, and share innovative approaches to assessing and developing the skills Canadians need to thrive in the days and years ahead. The Future Skills Centre was founded by a consortium whose members are Toronto Metropolitan University, Blueprint ADE, and Signal49 Research.

The opinions and interpretations in this publication are those of the author(s) and do not necessarily reflect those of the Future Skills Centre or the Government of Canada.





We acknowledge that we gather in the home of the Blackfoot Confederacy, comprising the Siksika, Kainai and Piikani Nations. The îethka Nakoda comprising the Bearspaw, Chiniki and Goodstoney Nations and the Tsuut'ina Nation. Calgary is also homeland to the historic Northwest Métis and to the Otipemisiwak Métis Government, Nose Hill Métis District 5 and Elbow Métis District 6. We acknowledge all Indigenous People who have made Calgary their home.

AGENDA



› Introductions



› Project Purpose



› Survey Insights and Discussion



› Final Thoughts



› Wrap-up & Networking



PROJECT PURPOSE

A STUDY DRIVEN BY CALGARY'S ECONOMIC STRATEGY



An action plan
for our economy

Vision:

Calgary is the place where **bright minds** and **big ideas** come together with an **unmatched spirit** to help solve global challenges.

INNOVATION

TALENT

LIVABILITY

BRAND

BUSINESS
ENVIRONMENT

Key Drivers

Home to bright minds

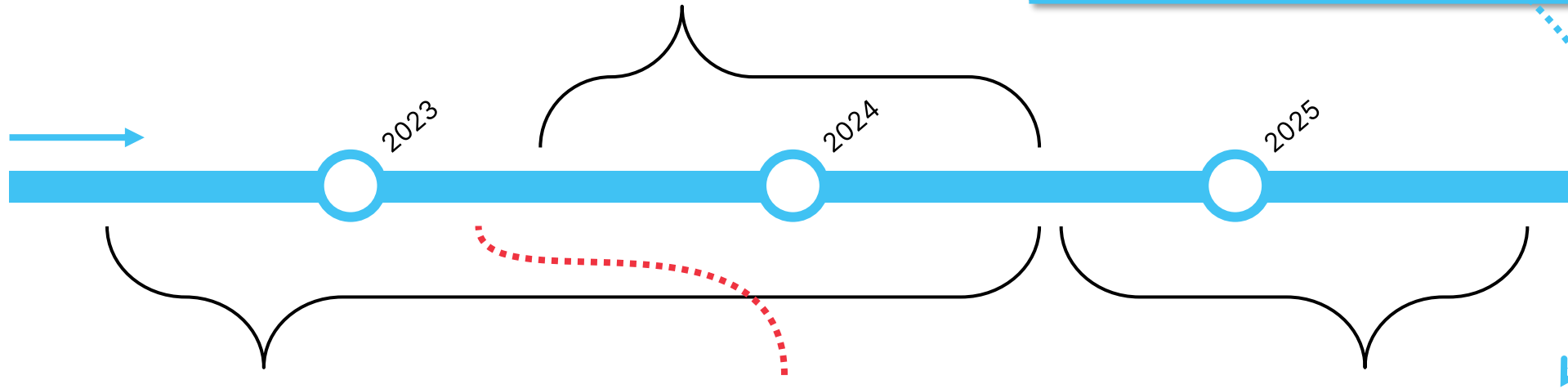
- Calgary is the place where bright minds **live**.
- Calgary is the place where bright minds are **built**.
- Calgary is the place where bright minds can **fully engage** in the workforce.

To achieve our mission we must address skills gaps, skills transferability, and job seeker misperceptions.

BACKGROUND

CED engaged Deloitte to produce a *Talent Supply, Demand, and Gap Study* to **understand the skills and qualifications that talent seekers will require** to 2030.

The study found that **persistent skills gaps** were negatively affecting **73% of employers surveyed**. Analysis of job growth and skills gaps pointed to six key sectors in the region for **further research**.



Calgary is the fastest growing urban center in Canada.
The Calgary Economic Region welcomed **nearly 200,000 people** – a per capita increase higher than any other metropolitan area in Canada.

Despite labour force growth, Calgary faced a lack of equilibrium in the labour market with an **estimated 35,000+ job vacancies** in Q1 2023

CED re-engaged Deloitte to build on this work by conducting **evidence-based research** to inform on **job seeker perceptions** and their willingness to consider employment within the six key growth sectors.

PROJECT OVERVIEW

PURPOSE:

To inform strategies to **attract, retain,** and **develop a skilled workforce** in support of Calgary's **economic competitiveness.**

OBJECTIVES:

Conduct evidence-based research that informs on job seeker **perceptions, preferences,** and **priorities** in **6 growth industries:**

- Creative Industries
- Construction
- Aerospace and Defence
- Agribusiness and Food
- Energy and Environment
- Life Sciences and Health

METHODOLOGY:

- Conducted **industry SME roundtables** to identify and discuss sector-specific trends and challenges.
- Designed a **15-minute survey** to be administered online to respondents in and around the Calgary Economic Region via open link email invitation and an online panel.
- Received responses between May 5, 2025 and May 23, 2025, resulting in a total of **1,009 completed survey responses** from individuals in the **Calgary Region** and **Southern Alberta.**

RESPONDENTS' PROFILE



Calgary is the Region's Employment Hub:

A significant majority, 84%, of respondents are located within the Calgary Economic Region (CER), with 89% of these being specifically situated within the City of Calgary, indicating a strong concentration of respondents in the urban center. The remaining 16% are located outside the CER, but within southern Alberta.



High Relocation Readiness Could Reflect Global Urbanization Trends:

Respondents currently residing outside the Calgary Economic Region show a high potential for relocation, with 84% indicating a likelihood to move to the region if suitable job opportunities arise – this presents an opportunity for proportionately distributing talent and investment in the region as Calgary and surrounding municipalities in southern Alberta implement a regional growth strategy.



High Employment Landscape Still Has Large Pool of Underutilized Talent:

A substantial portion of respondents, 74%, are currently employed, highlighting a stable employment landscape. However, 18% are either unemployed or underemployed.



The Region's Workforce is Experienced:

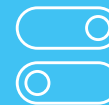
A diverse range of work experience is evident among respondents, with 42% having between 3 to 9 years of experience and 38% possessing over 10 years of experience in their respective fields.

Career Intentions



Career Development Intentions Are Top of Mind:

More than half of the respondents, 54%, are actively seeking new employment opportunities, and 46% are planning a career change within the next 12 months. This indicates a dynamic job market with a significant portion of the workforce open to transitions.



Industry Change Intentions Are Balanced with Loyalty:

A notable 35% of respondents are looking to find new roles within their current industry, while 30% are interested in exploring opportunities in a different industry. This highlights a balanced trend between industry loyalty and the pursuit of new career paths.



TODAY'S OBJECTIVES



CURRENT STATE

Survey Findings

Today we will present key findings from the 2025 Talent Perceptions Survey. We aim to:

- Provide insights on the **current perceptions** of the Calgary Region talent pool **about your industry**
- Hear about **your experiences** with the **challenges** and **opportunities** identified

PATH AHEAD

Gathering Feedback

Questions to brainstorm on the following topics:

- Overcoming **misconceptions** and **perceived barriers** to working in your industry
- Understanding and **leveraging strengths** and **communication opportunities** to attract talent

SURVEY INSIGHTS & DISCUSSION QUESTIONS

INFORMED CONSENT

Please read the
following carefully



Purpose – What are the benefits of taking part in today's session?

You are the first group to be seeing the results of Calgary Economic Development's Talent Perceptions Study of Six Economic Growth Sectors. During this presentation, our goal is to gather your feedback on key insights through several live survey questions and group discussion.



INFORMED CONSENT

Please read the
following carefully



Confidentiality

- The live survey questions are anonymous and voluntary. You **will not** be asked to provide any personal identifiable information (i.e., name, address, contact info, etc.). All responses will be aggregated and loaded into data analysis tools to show trends.
- We will apply **Chatham House** rules to any verbal discussion taking place. Any comments you offer verbally will be noted by our scribe without attribution to any particular person.
- Key insights from your feedback will appear in a final report that will be publicly available.



INFORMED CONSENT

Please read the
following carefully



Data Storage

All responses will be stored on Deloitte and Calgary Economic Development's **secure Canadian servers** and will only be accessible by the research team.

Following the study end date, Calgary Economic Development will maintain a copy of the data in perpetuity and Deloitte will retain their copy in accordance with their Records Retention Policy (data will be deleted after eight years).



INFORMED CONSENT

Please read the
following carefully



Who can I reach out to if I have questions about the survey?

If you have any questions about the survey or the broader study, we will direct you to our **Principal Investigator** on the Deloitte team.



INFORMED CONSENT

Please read the
following carefully



By answering our live survey questions and/or partaking in the group discussion you consent to having your anonymous feedback used in the Talent Perceptions Study.

Thank you for your participation!



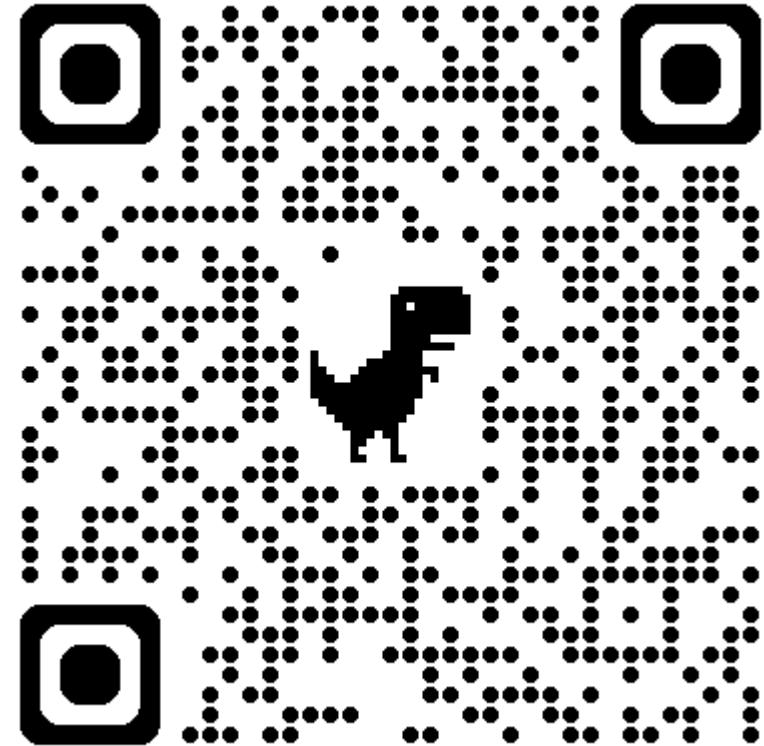
ACCESSING MENTI

Scan the
QR code

OR

Go to
Menti.com and
enter the code
7394 2513

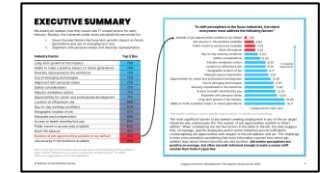
To get everyone warmed up, please
answer the first question once you
open up Menti



FEEDBACK APPROACH

To help our research team collect insights from today's discussion, we will facilitate the session as follows

1 We'll **present a key insight** from the Talent Perceptions Survey



2 For each key insight, you'll use Menti to answer: **"Do these insights differ** from what you have heard, observed, or assumed was the case?"



3 Answer any relevant **follow-up questions** on Menti

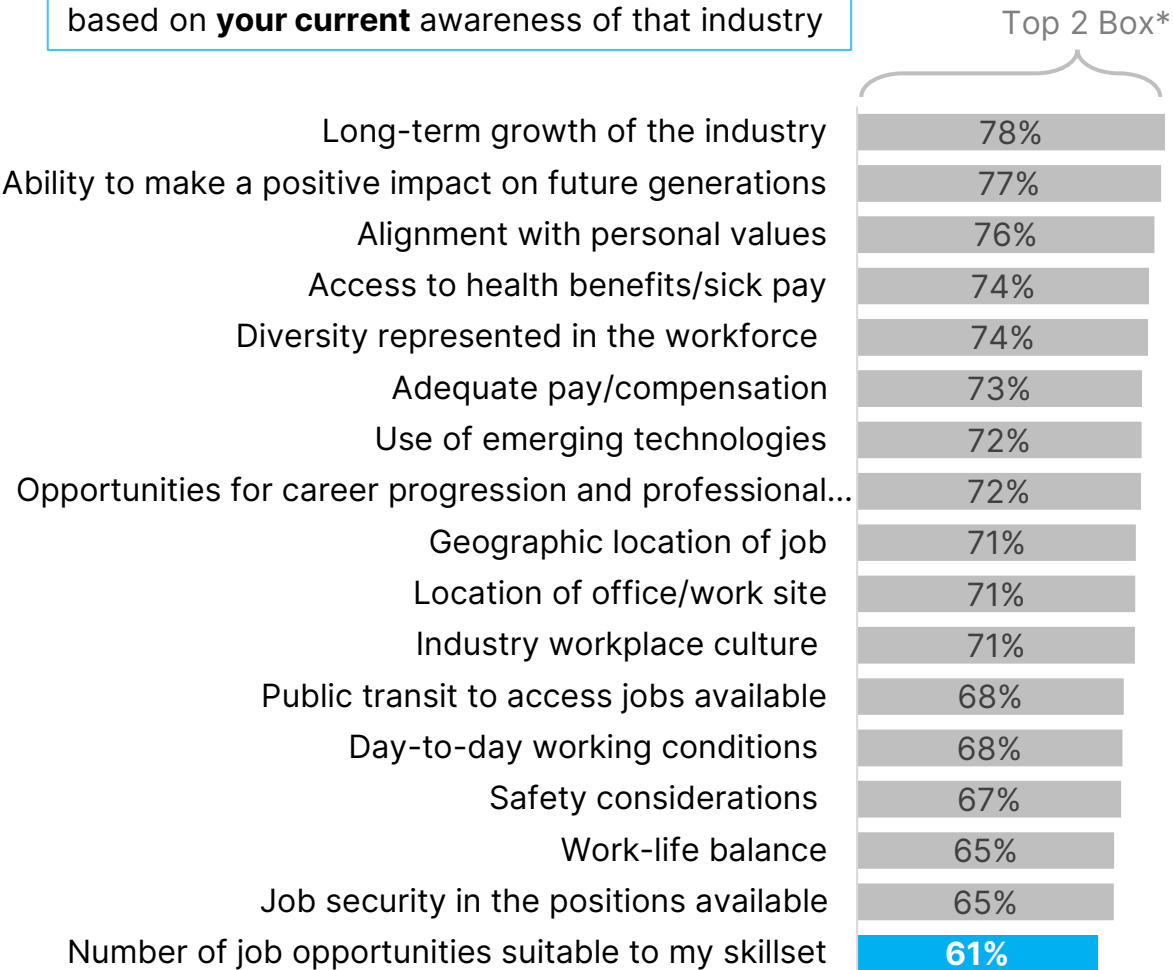


4 **A few minutes** of discussion at your tables – our scribes will be taking notes



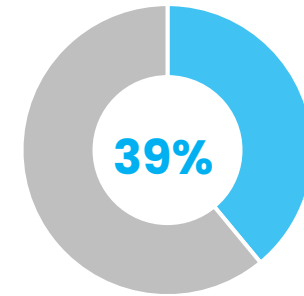
FACTORS THAT PROMPT JOB SEEKING ALL RESPONDENTS

Q: To the best of your ability, please rate each of the following as they relate to [the industry] based on **your current** awareness of that industry



*Sum of somewhat positive and very positive

Number of Job Opportunities Suitable to my Skillset



■ negative perception

Across sectors, an average of **39%** of respondents felt that there were **not job opportunities suitable to their skillset**.

Question 1:

*A recurring theme among respondents was that they **would not** pursue employment in other industries if they perceived to be lacking the necessary skills.*

- **Would you encourage job seekers that have primarily worked in a different industry to apply to an open position? Why or why not?**

PERCEIVED STRENGTHS OF WORKING IN EACH INDUSTRY

TOP RATED ATTRIBUTES AMONG JOB SEEKERS RELATED TO EACH INDUSTRY SECTOR

Ranking	Top 5 Strengths of Creative Industries	Top 5 Strengths of Construction	Top 5 Strengths of Aerospace & Defence	Top 5 Strengths of Agribusiness & Food	Top 5 Strengths of Energy & Environment	Top 5 Strengths of Life Sciences & Health
1	Ability to make a positive impact on future generations	Long-term growth of the industry	Ability to make a positive impact on future generations	Alignment with personal values	Access to health benefits/sick pay	Long-term growth of the industry
2	Long-term growth of the industry	Ability to make a positive impact on future generations	Access to health benefits/sick pay	Ability to make a positive impact on future generations	Use of emerging technologies	Ability to make a positive impact on future generations
3	Diversity represented in the workforce	Adequate pay/compensation	Long-term growth of the industry	Long-term growth of the industry	Long-term growth of the industry	Access to health benefits/sick pay
4	Alignment with personal values	Access to health benefits/sick pay	Adequate pay/compensation	Use of emerging technologies	Ability to make a positive impact on future generations	Alignment with personal values
5	Use of emerging technologies	Geographic location of the job	Use of emerging technologies	Diversity represented in the workforce	Adequate pay/compensation	Location of office/work site

Q20: To the best of your ability, please rate each of the following as they relate to the creative industries based on your current awareness of that industry.

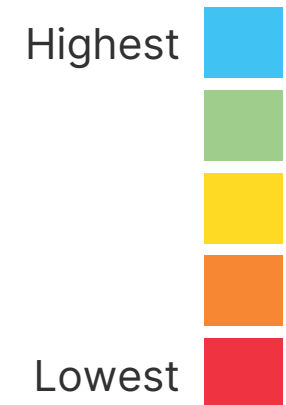
TOP 5 PERCEIVED STRENGTHS OF WORKING IN EACH INDUSTRY

TOP RATED ATTRIBUTES COMPARED ACROSS INDUSTRY SECTORS

Ability to make a positive impact on future generations
 Long-term growth of industry
 Access to health benefits/sick pay
 Use of emerging technologies
 Alignment with personal values
 Adequate pay/compensation
 Diversity represented
 Geographic location of the workforce
 Location of office/work site

	Ability to make a positive impact on future generations	Long-term growth of industry	Access to health benefits/sick pay	Use of emerging technologies	Alignment with personal values	Adequate pay/compensation	Diversity represented	Geographic location of the workforce	Location of office/work site
Creative Industries	1	2		5	4		3		
Construction	2	1	4			3		5	
Aerospace & Defence	1	3	2	5		4			
Agribusiness & Food	2	3		4	1		5		
Energy & Environment	4	3	1	2		5			
Life Sciences & Health	2	1	3		4				5

Rank Order Legend



WHAT ARE YOUR THOUGHTS?

Question 3: Menti

- Which factors rated by job seekers differ most from your understanding of your industry? Are there any others that come to mind?

Question 4: Menti

- What are the most challenging factors that are the hardest for your sector to address?

**Please refer to handouts to see how these factors were perceived for your industry.*

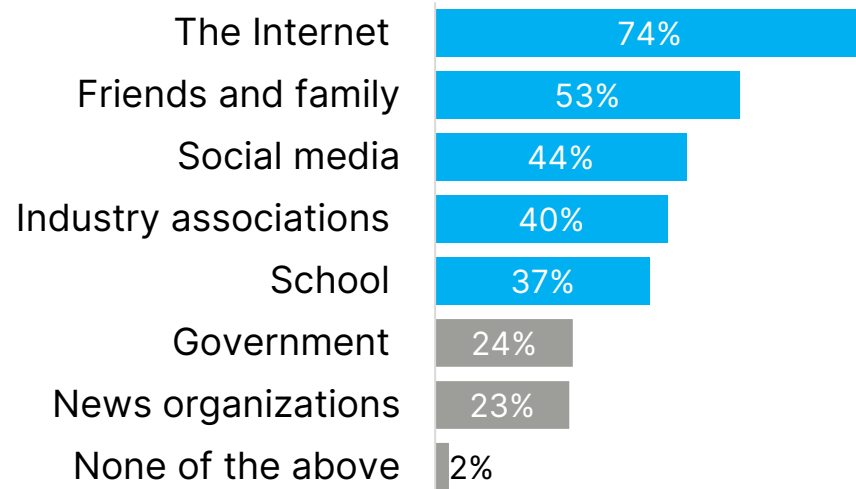
FACTORS RATED BY JOB SEEKERS

- Number of job opportunities suitable to my skill set
- Ability to make a positive impact on future generations
- Long-term growth of the industry
- Use of emerging technologies
- Safety considerations (i.e., workplace safety)
- Day-to-day working conditions
- Work-life balance
- Job security in the positions available
- Alignment with personal values
- Number of job opportunities suitable to the jobseeker's skillset
- Adequate pay/ compensation
- Access to health benefits/sick pay
- Public transit to access jobs available
- Industry workplace culture
- Diversity represented in the workforce
- Opportunities for career and professional development

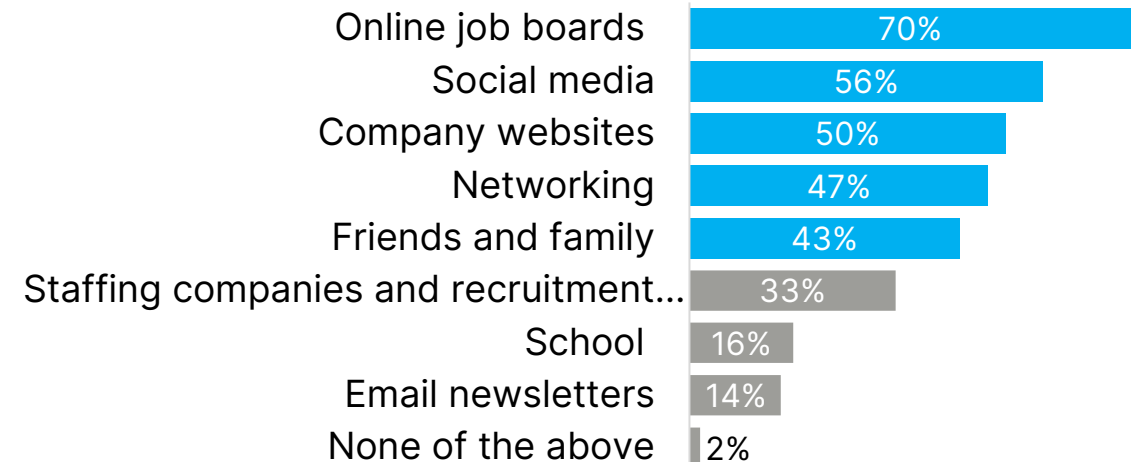
SOURCES OF INFORMATION

Respondents were asked where they receive information that helps them learn about a specific industry, along with available job opportunities.

Where to find information about **specific industries**



Where to find information about **available job opportunities**



SOURCES OF INFORMATION

Respondents were asked where they receive information that helps them learn about a specific industry, along with available job opportunities.

Question 5: Group Discussion

- What information or perspective do you believe job seekers might be missing or unaware of?

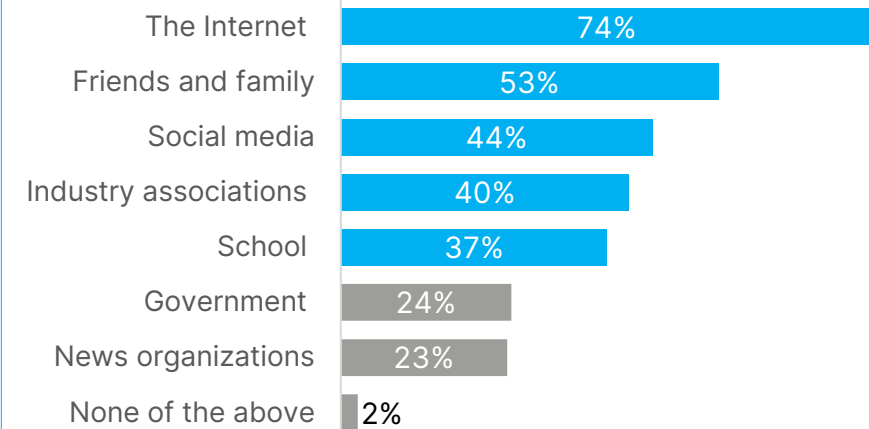
Question 6: Group Discussion

- What might be missing in how your industry markets itself to jobseekers, and what role could you or your organization play in closing that gap?

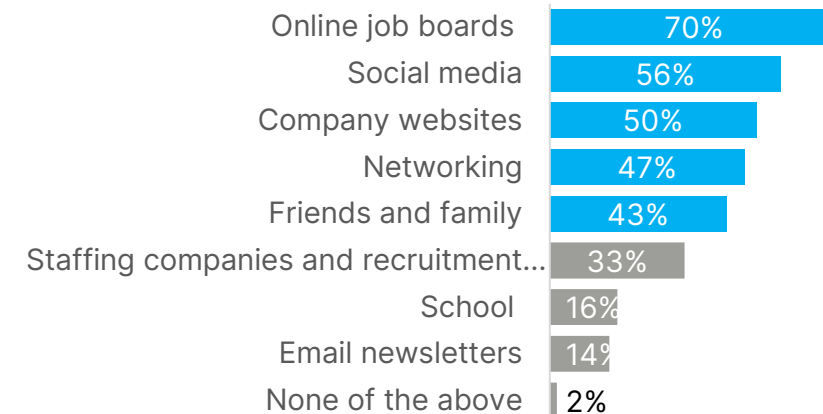
Question 7: Group Discussion

- What (if anything) would you consider changing in your recruitment or retention strategies?

Where to find information about specific industries



Where to find information about available job opportunities



Appendix – Industry Specific Insights (Print-outs)

PERCEIVED STRENGTHS OF WORKING IN EACH INDUSTRY

TOP RATED ATTRIBUTES AMONG JOB SEEKERS RELATED TO EACH INDUSTRY SECTOR

Ranking	Top 5 Strengths of Creative Industries	Top 5 Strengths of Construction	Top 5 Strengths of Aerospace & Defence	Top 5 Strengths of Agribusiness & Food	Top 5 Strengths of Energy & Environment	Top 5 Strengths of Life Sciences & Health
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5	Use of emerging technologies	Geographic location of the job	Use of emerging technologies	Diversity represented in the workforce	Adequate pay/compensation	Location of office/work site

Q20: To the best of your ability, please rate each of the following as they relate to the creative industries based on your current awareness of that industry.

TALENT PERCEPTIONS OF THE INDUSTRY

Creative Industries

Communication Opportunities

Factor	Rank
Number of job opportunities suitable to my skillset	1
Job security in the positions available	2
Work-life balance	3
Public transit to access jobs available	4
Access to health benefits/sick pay	5
Adequate pay/compensation	6
Geographic location of job	7
Day-to-day working conditions	8
Location of office/work site	9
Use of emerging technologies	10
Industry workplace culture	11
Opportunities for career progression and professional development	12
Alignment with personal values	13
Safety considerations	14
Diversity represented in the workforce	15
Long-term growth of the industry	16
Ability to make a positive impact on future generations	17

Definition:

Communication Opportunities

1. Highly important to job seekers
2. Higher rank means factor was perceived relatively **less positively** for that sector among the general talent pool in the Calgary region
3. Higher rank means progress in factor will have the biggest positive impact

Information most important to seek opportunities for this sector

-  **Salary and compensation**
-  **Job opportunities available**
-  **Required qualifications**
-  **Career growth opportunities**

Perception Gaps Between Highly vs. Less-Informed Job Seekers

1. Number of job opportunities suitable to my skillset
2. Geographic location of job
3. Public transit to access jobs available
4. Location of office/work site
5. Work-life balance

Reasons to be **unlikely** to seek employment

-  **Lack of Interest**
-  **Insufficient skills or experience**
-  **Misalignment with goal**
-  **Perceived industry challenges**

Reasons to be **likely** to seek employment

-  **Personal interest / passion**
-  **Creative expression**
-  **Relevant skills & experience**
-  **Career opportunities**

PERCEIVED STRENGTHS OF WORKING IN EACH INDUSTRY

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TALENT PERCEPTIONS OF THE INDUSTRY

Construction

Communication Opportunities



Factor	Rank
Number of job opportunities suitable to my skillset	1
Safety considerations	2
Day-to-day working conditions	3
Work-life balance	4
Job security in the positions available	5
Public transit to access jobs available	6
Industry workplace culture	7
Opportunities for career progression and professional development	8
Location of office/work site	9
Use of emerging technologies	10
Diversity represented in the workforce	11
Alignment with personal values	12
Geographic location of job	13
Access to health benefits/sick pay	14
Adequate pay/compensation	15
Ability to make a positive impact on future generations	16
Long-term growth of the industry	17

Definition:

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3. Higher rank means progress in factor will have the biggest positive impact

Information most important to seek opportunities for this sector

-  **Salary and benefits**
-  **Job opportunities and roles**
-  **Training & qualifications**
-  **Work environment & conditions**

Perception Gaps Between Highly vs. Less-Informed Job Seekers

1. Safety considerations
2. Number of job opportunities suitable to my skillset
3. Day-to-day working conditions
4. Work-life balance
5. Job security in the positions available

Reasons to be **unlikely** to seek employment

-  **Physical demands**
-  **Lack of interest / skills**
-  **Age and health concerns**
-  **Perceived work environment & culture**

Reasons to be **likely** to seek employment

-  **Relevant skills & experience**
-  **Compensation**
-  **Personal interest**
-  **Variety of work**

PERCEIVED STRENGTHS OF WORKING IN EACH INDUSTRY

TOP RATED ATTRIBUTES AMONG JOB SEEKERS RELATED TO EACH INDUSTRY SECTOR

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Q20: To the best of your ability, please rate each of the following as they relate to the creative industries based on your current awareness of that industry.

TALENT PERCEPTIONS OF THE INDUSTRY

Aerospace & Defence

Communication Opportunities



Factor	Rank
Number of job opportunities suitable to my skillset	1
Public transit to access jobs available	2
Geographic location of job	3
Location of office/work site	4
Work-life balance	5
Job security in the positions available	6
Safety considerations	7
Industry workplace culture	8
Day-to-day working conditions	9
Diversity represented in the workforce	10
Alignment with personal values	11
Use of emerging technologies	12
Opportunities for career progression and professional development	13
Adequate pay/compensation	14
Access to health benefits/sick pay	15
Long-term growth of the industry	16
Ability to make a positive impact on future generations	17

Definition:

Communication Opportunities

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2. Higher rank means factor was perceived relatively **less positively** for that sector among the general talent pool in the Calgary region
3. Higher rank means progress in factor will have the biggest positive impact

Information most important to seek opportunities for this sector

-  **Salary and compensation**
-  **Job opportunities available**
-  **Education requirements**
-  **Work environment & culture**

Perception Gaps Between Highly vs. Less-Informed Job Seekers

1. Number of job opportunities suitable to my skillset
2. Ability to make a positive impact on future generations
3. Industry workplace culture
4. Adequate pay/compensation
5. Day-to-day working conditions

Reasons to be **unlikely** to seek employment

-  **Lack of Interest**
-  **Lack of qualifications**
-  **Perceived complexity**
-  **Perceived barriers to entry**

Reasons to be **likely** to seek employment

-  **Personal interest / passion**
-  **Challenging & exciting work**
-  **Financial incentives**
-  **Career opportunities**

PERCEIVED STRENGTHS OF WORKING IN EACH INDUSTRY

TOP RATED ATTRIBUTES AMONG JOB SEEKERS RELATED TO EACH INDUSTRY SECTOR

Ranking	Top 5 Strengths of Creative Industries	Top 5 Strengths of Construction	Top 5 Strengths of Aerospace & Defence	Top 5 Strengths of Agribusiness & Food	Top 5 Strengths of Energy & Environment	Top 5 Strengths of Life Sciences & Health
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5	Use of emerging technologies	Geographic location of the job	Use of emerging technologies	Diversity represented in the workforce	Adequate pay/compensation	Location of office/work site

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TALENT PERCEPTIONS OF THE INDUSTRY

Agribusiness & Food

Communication Opportunities

Factor	Rank
Number of job opportunities suitable to my skillset	1
Job security in the positions available	2
Public transit to access jobs available	3
Adequate pay/compensation	4
Day-to-day working conditions	5
Work-life balance	6
Safety considerations	7
Location of office/work site	8
Access to health benefits/sick pay	9
Opportunities for career progression and professional development	10
Industry workplace culture	11
Geographic location of job	12
Diversity represented in the workforce	13
Use of emerging technologies	14
Long-term growth of the industry	15
Ability to make a positive impact on future generations	16
Alignment with personal values	17

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Information most important to seek opportunities for this sector

-  **Salary and compensation**
-  **Job opportunities and availability**
-  **Qualifications and training**
-  **Work environment & conditions**

Perception Gaps Between Highly vs. Less-Informed Job Seekers

1. Number of job opportunities suitable to my skillset
2. Work-life balance
3. Adequate pay/compensation
4. Location of office/work site
5. Public transit to access jobs available

Reasons to be **unlikely** to seek employment

-  **Low interest/motivation**
-  **Lack of qualifications and experience**
-  **Misalignment with career goals**
-  **Perceived job conditions**

Reasons to be **likely** to seek employment

-  **Alignment with values and lifestyle**
-  **Personal interest and passion**
-  **Experience and skills**
-  **Perceived opportunity and stability**

PERCEIVED STRENGTHS OF WORKING IN EACH INDUSTRY

TOP RATED ATTRIBUTES AMONG JOB SEEKERS RELATED TO EACH INDUSTRY SECTOR

Ranking	Top 5 Strengths of Creative Industries	Top 5 Strengths of Construction	Top 5 Strengths of Aerospace & Defence	Top 5 Strengths of Agribusiness & Food	Top 5 Strengths of Energy & Environment	Top 5 Strengths of Life Sciences & Health
1	Ability to make a positive impact on future generations	Long-term growth of the industry	Ability to make a positive impact on future generations	Alignment with personal values	Access to health benefits/sick pay	Long-term growth of the industry
2	Long-term growth of the industry	Ability to make a positive impact on future generations	Access to health benefits/sick pay	Ability to make a positive impact on future generations	Use of emerging technologies	Ability to make a positive impact on future generations
3	Diversity represented in the workforce	Adequate pay/compensation	Long-term growth of the industry	Long-term growth of the industry	Long-term growth of the industry	Access to health benefits/sick pay
4	Alignment with personal values	Access to health benefits/sick pay	Adequate pay/compensation	Use of emerging technologies	Ability to make a positive impact on future generations	Alignment with personal values
5	Use of emerging technologies	Geographic location of the job	Use of emerging technologies	Diversity represented in the workforce	Adequate pay/compensation	Location of office/work site

Q20: To the best of your ability, please rate each of the following as they relate to the creative industries based on your current awareness of that industry.

TALENT PERCEPTIONS OF THE INDUSTRY

Energy & Environment

Communication Opportunities

Factor	Rank
Number of job opportunities suitable to my skillset	1
Public transit to access jobs available	2
Job security in the positions available	3
Day-to-day working conditions	4
Safety considerations	5
Work-life balance	6
Industry workplace culture	7
Location of office/work site	8
Geographic location of job	9
Diversity represented in the workforce	10
Alignment with personal values	11
Opportunities for career progression and professional development	12
Adequate pay/compensation	13
Use of emerging technologies	14
Ability to make a positive impact on future generations	15
Long-term growth of the industry	16
Access to health benefits/sick pay	17

Definition:

Communication Opportunities

1. Highly important to job seekers
2. Higher rank means factor was perceived relatively **less positively** for that sector among the general talent pool in the Calgary region
3. Higher rank means progress in factor will have the biggest positive impact

Information most important to seek opportunities for this sector

-  **Financial incentives and job security**
-  **Interest and passion for the environment**
-  **Career growth and development**
-  **Relevant skills and qualifications**

Perception Gaps Between Highly vs. Less-Informed Job Seekers

1. Number of job opportunities suitable to my skillset
2. Public transit to access jobs available
3. Location of office/work site
4. Safety considerations
5. Geographic location of job

Reasons to be **unlikely** to seek employment

-  **Lack of interest**
-  **Lack of experience and skills**
-  **Educational background**
-  **Perception of the industry**

Reasons to be **likely** to seek employment

-  **Relevant experience and skills**
-  **Passion and interests**
-  **Financial incentives**
-  **Alignment with personal values**

PERCEIVED STRENGTHS OF WORKING IN EACH INDUSTRY

TOP RATED ATTRIBUTES AMONG JOB SEEKERS RELATED TO EACH INDUSTRY SECTOR

Ranking	Top 5 Strengths of Creative Industries	Top 5 Strengths of Construction	Top 5 Strengths of Aerospace & Defence	Top 5 Strengths of Agribusiness & Food	Top 5 Strengths of Energy & Environment	Top 5 Strengths of Life Sciences & Health
1	Ability to make a positive impact on future generations	Long-term growth of the industry	Ability to make a positive impact on future generations	Alignment with personal values	Access to health benefits/sick pay	Long-term growth of the industry
2	Long-term growth of the industry	Ability to make a positive impact on future generations	Access to health benefits/sick pay	Ability to make a positive impact on future generations	Use of emerging technologies	Ability to make a positive impact on future generations
3	Diversity represented in the workforce	Adequate pay/compensation	Long-term growth of the industry	Long-term growth of the industry	Long-term growth of the industry	Access to health benefits/sick pay
4	Alignment with personal values	Access to health benefits/sick pay	Adequate pay/compensation	Use of emerging technologies	Ability to make a positive impact on future generations	Alignment with personal values
5	Use of emerging technologies	Geographic location of the job	Use of emerging technologies	Diversity represented in the workforce	Adequate pay/compensation	Location of office/work site

Q20: To the best of your ability, please rate each of the following as they relate to the creative industries based on your current awareness of that industry.

TALENT PERCEPTIONS OF THE INDUSTRY

Life Sciences & Health

Communication Opportunities





Factor	Rank
Number of job opportunities suitable to my skillset	1
Work-life balance	2
Day-to-day working conditions	3
Safety considerations	4
Job security in the positions available	5
Adequate pay/compensation	6
Industry workplace culture	7
Opportunities for career progression and professional development	8
Public transit to access jobs available	9
Use of emerging technologies	10
Geographic location of job	11
Diversity represented in the workforce	12
Location of office/work site	13
Alignment with personal values	14
Access to health benefits/sick pay	15
Ability to make a positive impact on future generations	16
Long-term growth of the industry	17

Definition:

Communication Opportunities

1. Highly important to job seekers
2. Higher rank means factor was perceived relatively **less positively** for that sector among the general talent pool in the Calgary region
3. Higher rank means progress in factor will have the biggest positive impact


Information most important to seek opportunities for this sector

-  **Compensation and benefits**
-  **Education and qualifications**
-  **Career growth and opportunities**
-  **Work-life balance and flexibility**

Perception Gaps Between Highly vs. Less-Informed Job Seekers

1. Number of job opportunities suitable to my skillset
2. Geographic location of job
3. Work-life balance
4. Location of office/work site
5. Public transit to access jobs available

Reasons to be **unlikely** to seek employment

-  **Lack of qualifications and education**
-  **Lack of interest**
-  **Mismatch with current skills**
-  **Perceived barriers and challenges**

Reasons to be **likely** to seek employment

-  **Impact and contribution**
-  **Passion and interests**
-  **Financial incentives**
-  **Career opportunities and job security**

FINAL THOUGHTS



**Calgary Economic
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