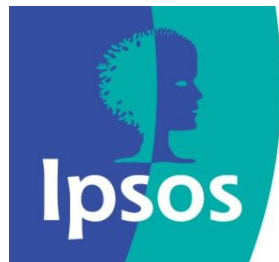


Although Three in Four (74%) Employers Believe Essential Skills Are Strategically Relevant to Their Business, Only Three in Ten (31%) Would Like to Provide Training in These Skills

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Ipsos Reid

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Toronto, ON – A new survey conducted by Ipsos Reid on behalf of ABC Life Literacy Canada reveals that while employers realize the importance of essential skills to their business, not many are willing to invest and provide training for such skills for their employees.

Given a list of different workplace skills, three in four (74%) Canadian employers consider 'essential skills', defined as skills pertaining to different forms of literacy and workplace needs, such as computer use, thinking, oral communication, etc., as strategically relevant to their business, placing it third out of a list of ten different workplace skills.

While a majority of employers believe these essential skills are relevant to their business, far less are actually willing to provide training in these skills. Given the opportunity, and based on the skills needed in their workplace, barely three in ten (31%) employers would like to provide training in essential skills. The difference between employers who believe essential skills are strategically relevant to their place of business and who would actually like to provide training in these skills reveals one of the largest gaps (43 pts.) based on these different workplace skills.

The following table outlines the full list of different workplace skills Canadian employers find strategically relevant to their business and how many would like to provide training in these skills based on the needs of their workplace:

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<u>Workplace Skill</u>	<u>Strategically Relevant to Business</u>	<u>Would Like to Provide Training In</u>	<u>Difference</u>
Thinking/problem solving	80%	36%	44 pts.
Customer service	77%	42%	35 pts.
Essential skills	74%	31%	43 pts.
Oral/communication/presentation skills	74%	38%	33 pts.
Work-related reading, writing, and math	72%	29%	43 pts.
Digital literacy (computer/technology competency)	69%	43%	26 pts.
Fluency in English or French	63%	34%	29 pts.
Workplace health and safety	63%	43%	20 pts.
Project management skills	58%	43%	15 pts.
Using machinery or equipment	49%	39%	10 pts.



These are some of the findings of an Ipsos Reid poll conducted between March 5th to 13th, 2013 on behalf of ABC Life Literacy Canada. For this survey, a sample of 808 Canadian Employers, including 400 small business owners and 404 managers or executives, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.9 percentage points had all Canadian employers been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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