Niagara Employment Inventory – Diversity, Equity, and Inclusion Data

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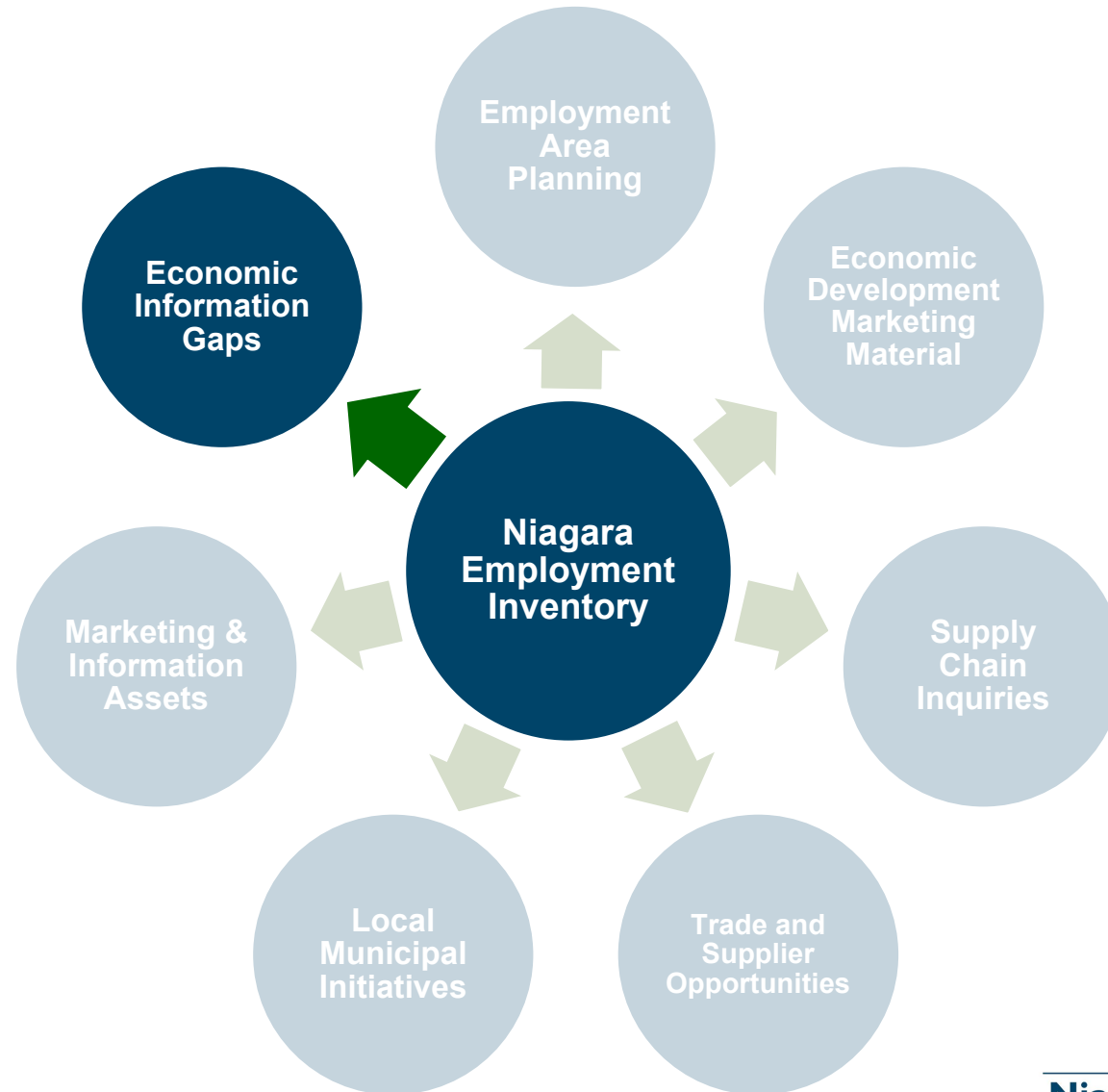
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Agenda

- Background
- Demographic Data
- DEI Questions Data
- Breakdown by Sector
- Breakdown by Organization Size
- 2024 Data Collection
- Discussion
  - Do we need to change any of the current questions?
  - Are there additional questions we should ask?
  - Do you have any recommendations on how to ask the questions to get a better response rate?

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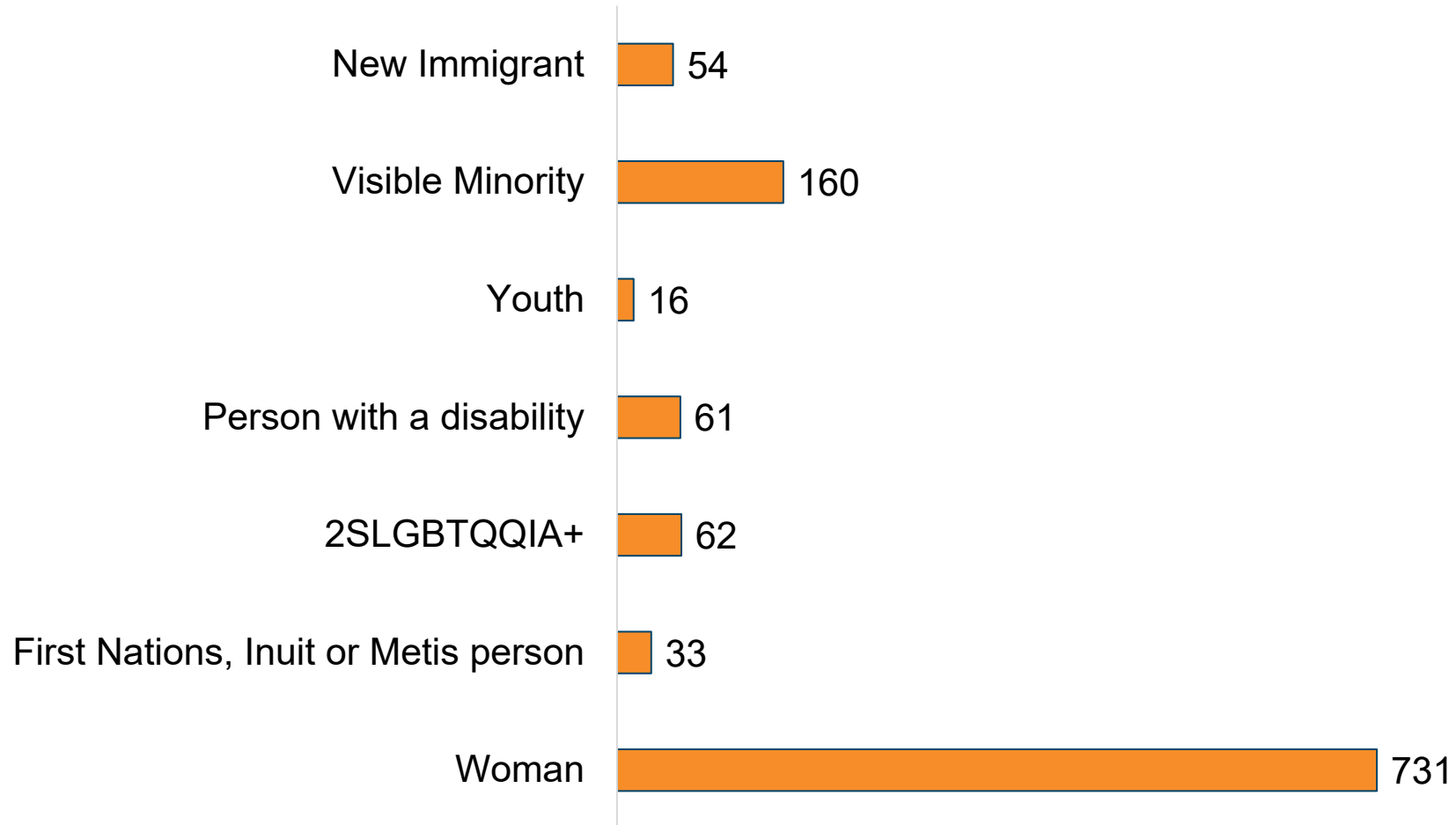# Niagara Employment Inventory and Diversity, Equity, and Inclusion

- NEI began in 2016, conducted yearly from May – August

- Team of post-secondary students conduct door-to-door interviews with business owners/leadership teams

- Targets all publicly accessible (signed) businesses in Niagara, in urban and rural areas

- DEI was included in the NEI in 2022

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Why DEI data collection?

Niagara Employment Inventory

- Employment Area Planning
- Economic Development Marketing Material
- Supply Chain Inquiries
- Trade and Supplier Opportunities
- Local Municipal Initiatives
- Marketing & Information Assets
- Economic Information Gaps

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Breakdown by Demographic +50%

Is the majority (+50%) owned or led by a person who identifies as being:

Demographic	Count
New Immigrant	54
Visible Minority	160
Youth	16
Person with a disability	61
2SLGBTQQIA+	62
First Nations, Inuit or Metis person	33
Woman	731

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Breakdown by Demographic

Does your company/organization …

Would you be interested in connecting with Niagara Region for DEI-related resources or training information (you would be contacted diectly by the DEI team)? — 309

Has your company/organization implemented training programs to educate employees on diversity, equity, and inclusion (DEI) topics? — 545

Does your company/organization have written policy prohibiting discrimination based on race, ethnicity, gender, religion, age, disability, or other protected grounds? — 870

Does your company/organization consider DEI in your recruitment, hiring, promotion, or retention processes? — 1145

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Breakdown by Sector – Demographics

The majority (+50%) is owned or led by:	Retail Trade	Healthcare and Social Assistance	Accommodation and Food Services	Manufacturing	Professional, scientific, and technical services	Other Services*
Woman	184	139	97	49	45	84
First Nations, Metis or Inuit	12	6	6	3	2	1
2SLGBTQQIA+	20	11	9	7	5	7
Person with a disability	17	9	7	3	7	9
Youth	7	1	8			
Visible Minority	44	33	32	6	9	14
New Immigrant	16	7	12	4	3	2

** other services (except public administration) includes repair shops, personal care facilities and laundry services, among other industries.
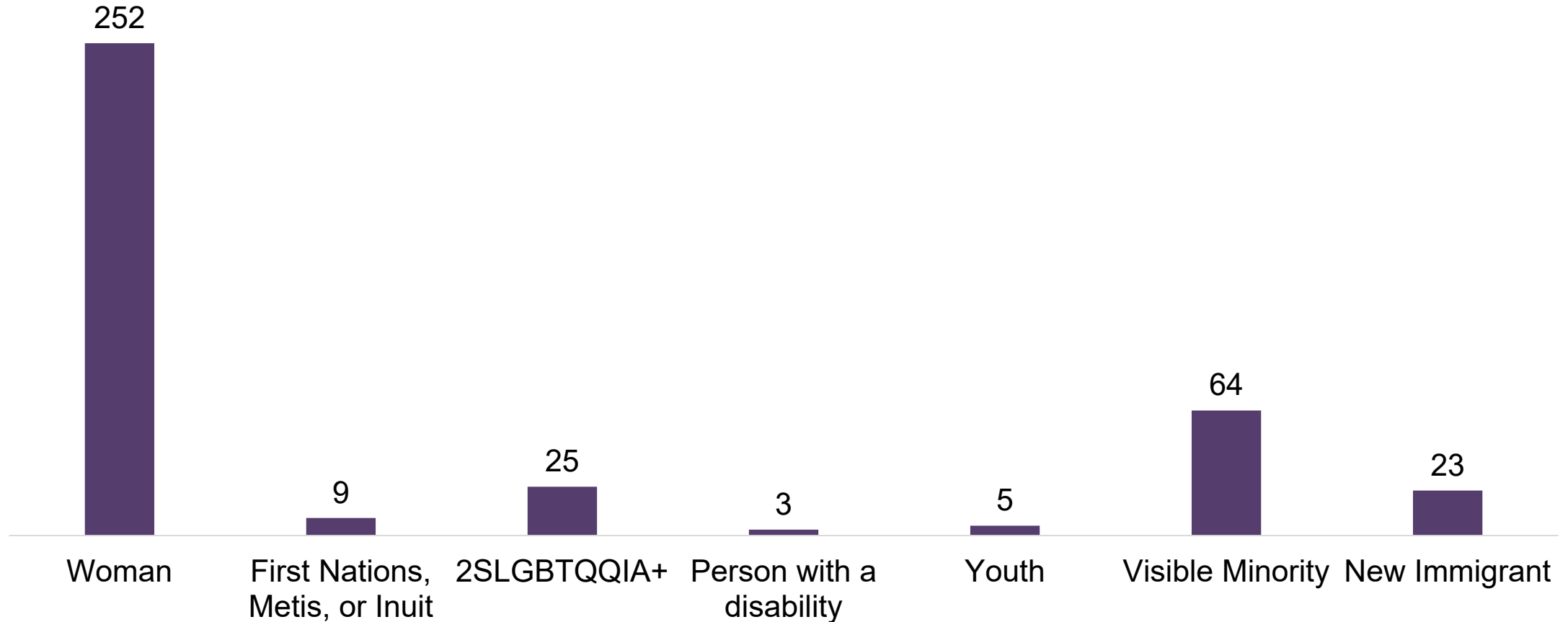
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Breakdown by Sector – DEI Practices

Question	Healthcare and Social Assistance	Retail Trade	Accommodation and Food Services	Manufacturing	Professional, scientific, and technical services	Other Services*
Does your company/organization consider DEI in your recruitment, hiring, promotion, or retention processes?	244	210	114	107	93	99
Does your company/organization have written policy prohibiting discrimination based on race, ethnicity, gender, religion, age, disability, or other protected grounds?	192	143	85	98	69	58
Has your company/organization implemented training programs to educate employees on diversity, equity, and inclusion (DEI) topics?	123	95	40	45	47	42
Would you be interested in connecting with Niagara Region for DEI-related resources or training information (you would be contacted directly by the DEI team)?	123	96	41	45	19	28

** other services (except public administration) includes repair shops, personal care facilities and laundry services, among other industries.
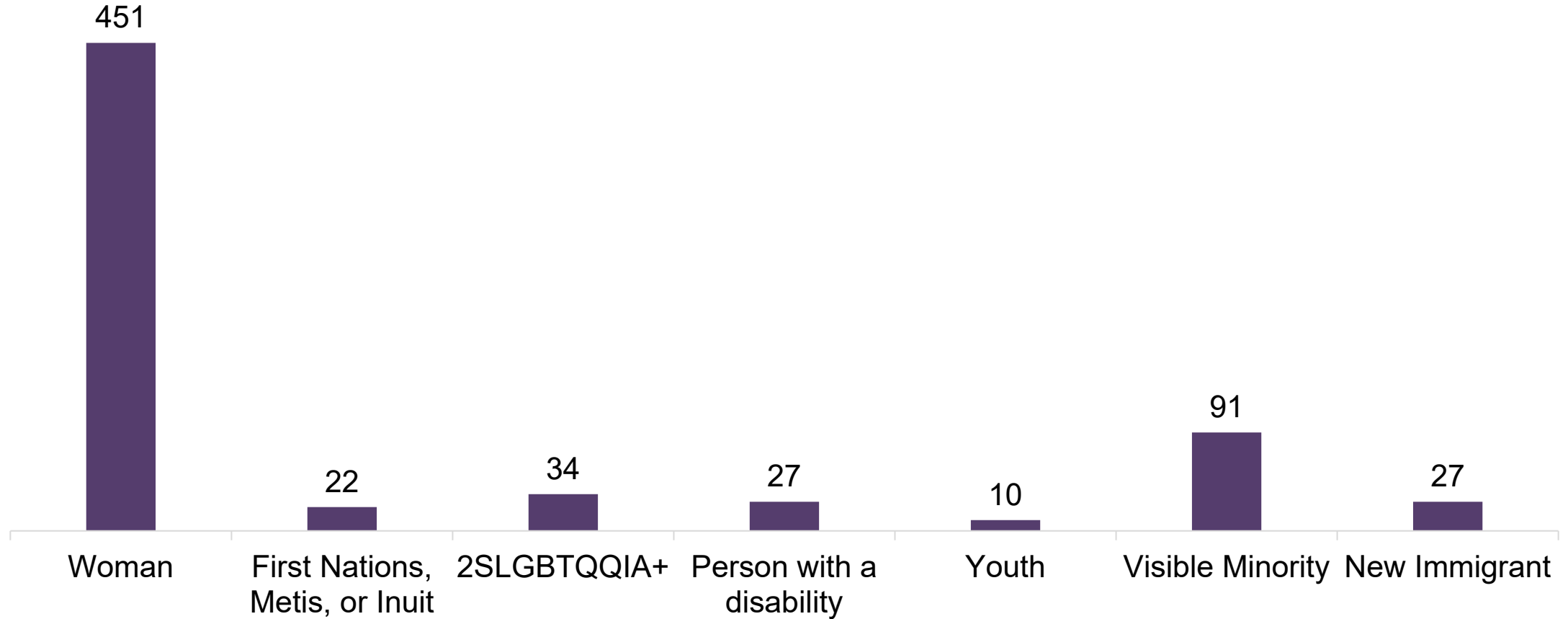
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Breakdown by Micro Company (1 – 4 employees)

Is the majority (+50%) owned or led by a person who identifies as being:

252	9	25	3	5	64	23
Woman	First Nations, Metis, or Inuit	2SLGBTQQIA+	Person with a disability	Youth	Visible Minority	New Immigrant

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Breakdown by Small Company (5 – 99 employees)

Is the majority (+50%) owned or led by a person who identifies as being:

Category	Value
Woman	451
First Nations, Metis, or Inuit	22
2SLGBTQQIA+	34
Person with a disability	27
Youth	10
Visible Minority	91
New Immigrant	27

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Breakdown by Company Size

DEI practices

Question	Micro (1-4 employees)	Small (5-99 employees)	Medium (100-499 employees)	Large (500 + employees)
Does your company/organization consider DEI in your recruitment, hiring, promotion, or retention processes?	306	771	48	10
Does your company/organization have written policy prohibiting discrimination based on race, ethnicity, gender, religion, age, disability, or other protected grounds?	155	646	53	10
Has your company/organization implemented training programs to educate employees on diversity, equity, and inclusion (DEI) topics?	100	388	42	8
Would you be interested in connecting with Niagara Region for DEI-related resources or training information (you would be contacted diectly by the DEI team)?	70	196	29	9

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Comments

- 118 Additional Comments
- 17 – Diverse staff
- 11 – Diverse led but under 50% (33-50%)
- 10 – Immigrants
- 09 – Family business
- 08 – Large corporation
- 06 – Should not ask
- 05 – Hired people most competent
- 05 – Sole owner

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2024 Data Collection

- Separate survey
- Ask for consent during current NEI deployment to receive survey links from the Region
- Plan to send out the DEI survey in September once all the other data collection is completed.
- Analyze separately, but still connected

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DEI Practice Questions

- Does your company/organization incorporate diversity, equity, and inclusion practices in your recruitment, hiring, promotion, or retention processes (i.e. review your hiring process for potential barriers due to disability, gender, or race; ask all candidates the same interview questions; have a transparent process for promotions)?

- Does your company/organization have written policy prohibiting discrimination based on race, ethnicity, gender, religion, age, disability, or other protected grounds?

- Has your company/organization implemented training programs to educate employees on diversity, equity, and inclusion (DEI) topics?

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Demographic Questions

- Is the majority (+50%) owned or led by a woman?

- Is the majority (+50%) owned or led by a First Nations, Inuit or Metis person?

- Is the majority (+50%) owned or led by a person who identifies as a member of the 2SLGBTQQIA+ community?

- Is the majority (+50%) owned or led by a person who has a disability?

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Demographic Questions Con't

- Is the majority (+50%) owned or led by a youth? (less than 18 years old)?

- Is the majority (+50%) owned or led by a person who identifies as racialized?

- Is the majority (+50%) owned or led by a new immigrant (born outside of Canada and have lived in Canada less than five years)?

Discussion

- Do you have any recommendations on how to ask the questions to get a better response rate?

- Do you have any other questions or comments?

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Thank You!

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