

# Industry Labour Market Information 2006/2007

## Executive Summary

Between November 2006 and January 2007, the Canadian Automotive Repair and Service (CARS) Council conducted research to understand how employers and employees perceived training in the automotive repair and service industry and to gauge perceptions of the industry amongst the Canadian general population. 350 employees, 350 employers and 2047 households were surveyed. Here are the highlights...

### Through the Public's Eyes

- Two-thirds of Canadians agree that those who work in the industry are highly knowledgeable (similar to 2004 results)
- 54% of Canadians believe that consumers receive good quality service from the industry (same as 2004)
- 46% agree that industry employers are honest (same as 2004)
- 52% of Canadians believe working in the industry is a satisfying and lucrative career (a decrease from 61% in 2004)

### Industry's Perspective on...

#### The Industry

- 68% of employees have a positive perception of the industry as a place to work (an increase from 63% in 2004)
- 85% of employees surveyed are proud to be working in the industry (an increase from 78% in 2004)
- 71% would recommend the industry to young people as a good place to work (compared to 60% in 2004)

#### Career Expectations

- 65% employers and 60% of employees expect their company to increase in size over the next 5 years (compared to 54% of employers and 62% of employees in 2004)
- 62% employers and 45% employees expect to have the same job in 5 years (similar to 2004 results)

#### The Barriers to Employment

- Initial expense of buying tools (63%)
- Low salaries (57%)
- Lack of skills (43%)
- Negative public perception of skilled trades (24%) and industry working conditions (23%)

#### The Training Culture

- Employers and employees have relatively positive perceptions of training and professional development
- 91% of employers believe that professional development contributes to business success (an increase from 85% in 2004)
- 94% of employees think it is important to their career (same as 2004)

#### The Barriers to Professional Development

- The cost of training (26%) (same as 2004)
- The lack of time for training (21%) (same as 2004)

#### The Barriers to Developing Training Plans for Employees

- The company is too small (16%) (similar to 2004)
- They prefer that their staff learn on the job (15%) (similar to 2004)
- Their staff is already qualified (9%) (similar to 2004)
- Every job is different (8%) (similar to 2004)

#### The Hiring Process

- Newspaper ads tend to be the most common channel used by employers to promote vacant positions (same as 2004)
- 43% of employees indicated that the most common way of finding their current job was through word-of-mouth (a decrease from 61% in 2004)
- Roughly half of employees are able to find a position within one month of searching (a decrease from 70% in 2004), however three quarters of employers continue to have difficulty in finding skilled staff (compared to 68% in 2004). 77% feel they will continue to face this challenge over the next year (an increase from 67% in 2004)
- 43% of employers have hired recent graduates from an automotive repair and service post secondary program in the last couple of years. Among these employers, 70% say they are satisfied with the skills of the recent graduates (similar to 2004)

#### The CARS Council, Its Resources and Its Accredited Post Secondary Programs

- Awareness of CARS is higher among employers (41%) than employees (30%) (compared to 36% of employers and 27% of employees in 2004)
- Awareness of CARS research and studies has increased from 41% in 2004 to the current 53%
- 27% of employers and 38% of employees are aware of the CARS Interactive Distance Learning (IDL) courses (an increase from 22% and 23% in 2004)
- 81% of employers who have hired staff from CARS accredited post secondary programs rated the graduates as "good" or "very good" (73% in 2004) compared to those who have hired staff from non-accredited programs (65%)(72% in 2004)



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