![triec - Toronto Region Immigrant Employment Council - Diversity Drives Success](logo)

Attracting **Immigrant** Talent:
Inclusive Job Postings

Contents

About TRIEC

The Toronto Region Immigrant Employment Council (TRIEC) helps employers enrich their organizations with the skills and experience newcomers bring and it helps newcomers secure work in their fields of expertise.

In partnership with corporations, individual supporters, community organizations and governments, we work to remove the labour market barriers that affect newcomers, and we support professional advancement efforts for newcomers.

Acknowledgements

"Exclusive phrasing" in job postings can especially discourage qualified applicants from disadvantaged groups from applying.

Why this Study?

This study provides recommendations for employers to make meaningful changes to their hiring practices, so they are immigrant inclusive.

Canada aims to welcome nearly 1.5 million new permanent residents between 2024 and 2026, many of whom will seek employment. Ensuring they are not discriminated against in the hiring process, and that they have a fair chance at finding a job that matches their skills and experience is key to their successful integration into the labour force.

Today, many highly skilled immigrants with post-secondary education from abroad end up taking jobs requiring no more than a high school diploma,[1] and lose their professional identity in the process. Furthermore, inequality in employment experiences and earnings gaps between immigrants — especially women — and the Canadian-born population are widely documented.

Research on the source of this imbalance points to the hiring process as a key contributor, as it favours those already studying or working in Canada who have networks useful for employment opportunities. Bias and discrimination often appear covertly at different stages of a hiring process. While compliance-minded HR professionals are careful to avoid any requirements that could be perceived as going against the need for the equal treatment of all applicants, previous research has shown that the type of information presented in job postings[2] can still influence an applicant's decision to apply or not.[3] "Exclusive phrasing" in job postings can especially discourage qualified applicants from disadvantaged groups from applying.[4]

For newcomers educated internationally who do not have Canadian work experience or a robust professional network, job postings are the avenue through which they seek to enter employment.[5] When the language in a job posting reflects biases, it discourages certain job seekers from applying and impacts the talent pipeline by limiting an organization's ability to tap into the entire pool of candidates.[6]

This study provides recommendations for employers to make meaningful changes to their hiring practices, so they are immigrant inclusive. More specifically, it provides insights into ways job postings can either introduce or counter bias against immigrants and quantifies the presence of immigrant exclusion and inclusion in job postings in the Toronto region, where Canada's business headquarters are mostly concentrated.[7]

Two general questions were explored in this study:

1. How prevalent is bias against immigrants in the evaluated job postings?

2. Are there any instances of intentional efforts toward immigrant inclusion in the evaluated job postings?

Few studies on access to employment issues have been done from the perspective of employers. This is partly due to the informal nature of employers' attitudes and practices which are not often specified or recorded and, therefore, not easily identified. Job postings, however, are readily accessible windows into organizational practices and using job postings as a data source for study has a long history. These studies have had various motivations, like examining the changing nature of skills required in the workplace, inferring job vacancies, and studying bias in hiring processes.[8] No studies on bias in job postings that specifically focus on immigrants could be found.

This report presents analysis of job postings for the Greater Toronto Area (GTA) and an outlook on potential future work. It also provides a checklist that human resources (HR) practitioners, hiring managers and recruiters could use to identify and prevent unwanted immigrant bias. This can help improve economic opportunities for immigrants and create diverse and inclusive workplaces.

Key Findings

A total of 578 job postings were analyzed, 465 from top GTA employers and 113 from organizations that have sent job postings to TRIEC to circulate among its networks.

- The majority (81%) of evaluated job postings were for positions located in the City of Toronto (79% from top GTA employers; 87% from TRIEC job posters).

- Among TRIEC job posters, 68% of evaluated postings were with large employers (500 or more employees). Eighty-six percent of top GTA employer job postings were made by large employers.

- Overall, most evaluated job postings were in finance and insurance (28%) and professional, scientific and technical services (17%). Among TRIEC job posters, 29% of postings were in health care and social assistance (vs. 9% from top GTA employers).

For further details on the methodology and the sample of job postings, refer to the appendices.

Bias Against Immigrants in Evaluated Job Postings

Examining the potential types of bias against immigrants in the evaluated job postings highlighted several trends. These are discussed below, organized by coding categories.

Canadian experience

The Government of Ontario passed legislation in March 2024 to ban asking for Canadian work experience in job postings and application forms. In practice, the "Canadian experience" bias can be overt or subtle and nuanced. Asking for deep local knowledge, links within the local professional community, or local certifications can all signal a lack of openness to immigrant candidates.

Eight percent of the evaluated job postings included an ask for local experience, market connections or demonstrated knowledge of

processes, guidelines, standards, regulations and laws used in Canada where it did not seem to be a bona fide occupational requirement.[9] Below are some examples spanning different sectors:

- Experience using in-depth knowledge of Canada, state and local environmental regulations

- Strong Canadian healthcare market connection

- Canadian payroll processing experience

- In-depth knowledge of co-operative education within the Ontario post-secondary system

- Progressive leadership and responsibility in Canadian taxation

- Canadian charitable or not-for-profit fundraising experience or exposure

Further, 34% of evaluated job postings asked for some form of Canadian certification. Only one posting openly noted that job seekers with "foreign" certifications are eligible to apply, and another posting mentioned that a recognized international equivalent would be accepted.

34% of evaluated job postings asked for some form of Canadian certification

Jargon, metaphors and undefined acronyms

Metaphors may not resonate with newcomer job seekers who speak English as a second language or have different educational backgrounds. Additionally, jargon and acronyms can alienate job seekers who are not familiar with the employer's culture. Any technical terms or acronyms necessary for the job should be explained.

Within the sample evaluated, examples of jargon, metaphors and/or undefined acronyms were found in 71% of job postings.

Vague terms

The lack of clear language can be confusing for newcomer job seekers trying to understand the match between their qualifications and the role description. Phrases like "hands on" and "considerable experience" are unclear about the extent of familiarity. "Equivalent" and "relevant" are also ambiguous and can take on a variety of meanings. It is unreasonable to expect that job seekers, especially newcomers, would know what would be comparable. Relatedly, the use of phrases like "other duties as assigned" make it difficult for job seekers to understand the full scope of a position.

Among the evaluated job postings, 11% included vague requirements.

Skills requirements

Disadvantaged groups are less likely to apply to a job posting if they do not feel that they fully meet every requirement listed.[10] A long list of requirements can create unrealistic expectations and discourage these groups from applying.

Very few (2%) of the evaluated job postings had unreasonable basic or preferred requirements (excludes requirements discussed in other sub-sections of this report). Those that did most commonly included lengthy lists of credential/certification requirements without noting which among them would be prioritized.

While several job postings called for effective communication skills, some went on to note a requirement for "excellent," "superior" or "expert" verbal and written proficiency in English. Subsequent studies could examine how these qualifiers are perceived by immigrants. Some may interpret them to mean that those with accented English need not apply. Overall, 12% of all evaluated job postings mentioned language skills. Of them, just 14% (10 postings) indicated that fluency in a non-official language (e.g., Spanish, Italian, Portuguese, German, Persian, Mandarin, Cantonese) would also be an asset.

Culture 'fit' and character traits

"Fit" requirements are subjective and increase bias in hiring processes. When employers use terms like "culture fit," they are looking for candidates similar to existing employees based on factors such as life experiences, personality and interests outside of work. There is, therefore, a risk that it can undermine diversity and inclusivity and instead reinforce a homogenous workforce.[11] Subjective character traits (e.g., "natural leader") in job postings have a similar effect of discouraging women and members of racialized groups from applying.[12]

In the evaluated job postings, none used the term culture "fit" but two employers described their organizational cultures in ways that signal the attributes that would be most accepted. One referenced an appreciation for foosball, ping pong and pool skills, while another branded its culture as "quirky" and "nerdy". Further, 24% of all job postings listed desired (subjective) character traits, such as being "upbeat," "approachable" or a "natural relationship builder."

Only one case of behavioural descriptions to demonstrate a preferred character trait could be found in the evaluated job postings. Specifically, the posting gave examples of how to demonstrate "passion" for technology and data analytics (e.g., watch TED talks, read *Wired Magazine*).

Gender- and age-biased language

Within the newcomer population, additional layers of social identity such as gender and age can affect experiences with a hiring process. Women, for example, tend to assume that "roles advertised with stereotypically masculine words" are in "male-dominated teams and they may not fit."[13] Empirical studies such as in Böhm et al. (2020) and Österlund (2020) have shown that words like "challenging" and "dominant" tend to appeal to male applicants in job advertisements. Women expect a stronger sense of belonging when stereotypically feminine words are used, but these words have no effect on men.[14] Good practice is to balance masculine and feminine skewed language, while reducing the number of masculine-coded words.[15]

In total, 95% of the evaluated job postings included at least one masculine-coded word and 96% included one or more feminine-coded words. Gender neutrality or balance (i.e., either no gender skewed words or a balance of masculine- and feminine-coded words) was present in only 18% of all evaluated job postings.

Research has shown that older people assume they are less likely to be selected for an interview or hired for a role advertised with stereotypically younger-age words (e.g., young team, fast-paced, dynamic), but it has no impact on their decision to apply or not.[16] Overall, 68% of the evaluated job postings were found to use age-biased language.

Salary information

Publishing salaries on job ads increases pay transparency and helps level the playing field as marginalized groups are less likely to have connections who could give them information about salary scales. The job listing should include a numerical value rather than using descriptive words like commensurate or competitive.[17] If there is any room for negotiating pay, it should be stated in the posting and negotiation outcomes should be tracked to prevent any unfair disadvantage.[18]

With the passing of Ontario's fourth *Working for Workers Act*, employers will be required to disclose salary ranges in job postings. Among the evaluated job postings, which were collected in 2023 before this legislation was passed, 20% included a salary or salary range. Where salary ranges were included, the spread was between $5,419 and $200,000. Large ranges do not help workers make informed decisions or provide a useful basis for negotiation.

Inadvertently harmful policies, practices and requirements

Certain common recruitment and hiring policies, practices and requirements may inadvertently disadvantage newcomers:

- Internal mobility: Some of the evaluated job postings target both internal and external candidates. For internal candidates, mobility policies may limit movement unless they have been in the role for a period of time (usually 12 months or longer). For newcomers who accept jobs at levels below their qualifications as a way to get their foot in the door, waiting more than a year to seek to move up internally can

be challenging to them and for the retention of qualified employees.

- Referral bonuses: Eighteen percent of top employers in the GTA report providing referral bonuses, which can be seen as anti-diverse. If employees share vacancies only with people they know, it can lead to an applicant pool that looks similar to the employer's current demographics. Relatedly, newcomers are less likely to have professional networks useful for seeking high-wage employment. Among the 33 top GTA employers offering referral bonuses, only six report having community partnerships for recruiting diverse talent.[19] And few top GTA employers make use of platforms like the Government of Canada's Job Bank that allow job postings to be tagged by targeted employment groups (e.g., newcomers, temporary foreign workers, mature worker, youth, etc.). At the time of this study, just 16% of top GTA employers with open positions advertised on their websites also had postings on Job Bank (for any position, anywhere in Canada).
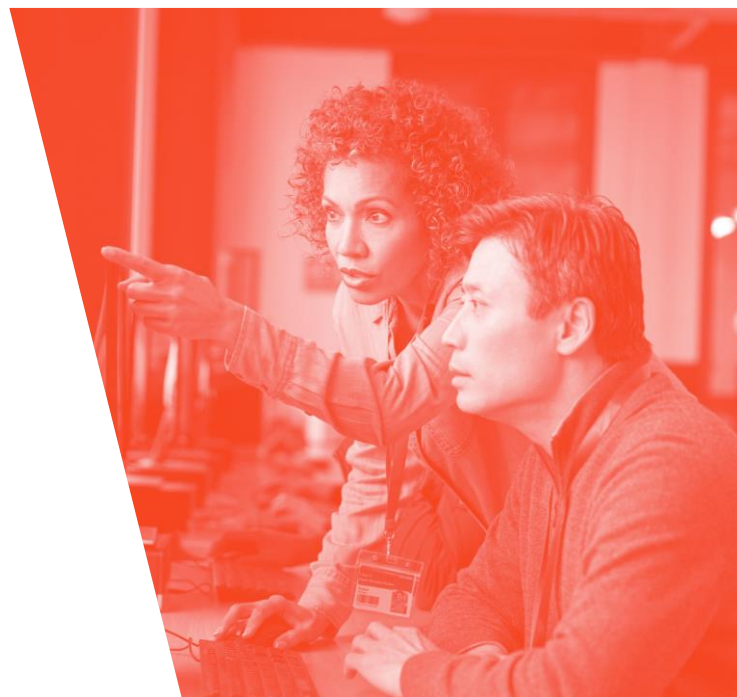
- Driver's licenses: Positions that require travel to different sites within the GTA or Ontario require applicants to hold a valid driver's license and, in some cases, have access to a vehicle (3% of total evaluated job postings). Some countries, such as the United States and France, have license exchange agreements with Canada. Where an agreement does not exist, it can take 20+ months to complete Ontario's two-step licensing process, meaning that newcomers may not be able to meet this requirement on arrival.

- Preference for Canadian citizen and permanent resident applicants: Five percent of the evaluated job postings explicitly noted that priority will be given to Canadian citizen and permanent resident applicants and 12% mentioned ongoing legal eligibility to work in Canada. On March 21, 2024, Immigration, Refugees and Citizenship Canada announced that temporary residents will be included in the annual levels plans going forward, and there could potentially be more opportunities for current temporary residents to transition to permanent residency. Job offers can help temporary residents get more points under Express Entry and help Ontario retain more qualified, in-demand workers.
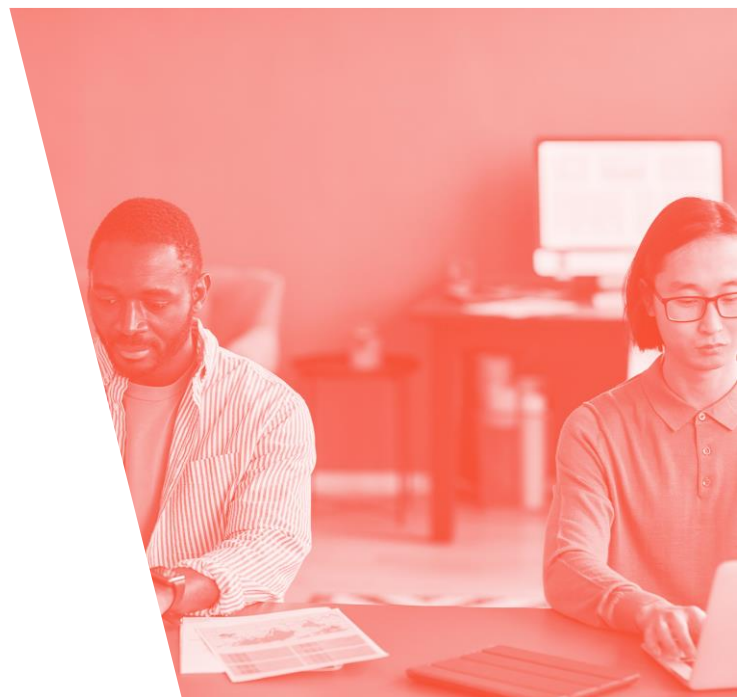
Immigrant Inclusion in Evaluated Job Postings

The only examples of purposeful actions on immigrant-inclusive hiring in the evaluated job postings are those already described in the previous section: postings explicitly stating that "foreign" experience would be counted; those that mention knowledge of non-official languages as assets; and the handful of top GTA employers who connect with community organizations to circulate job postings.

However, in the evaluated job postings, there were some examples of practices that may indirectly support immigrants and marginalized groups to apply, as discussed below.

Openness to training and development

Including a clause in job postings that expresses a "willingness to train" (or something similar) can signal that the employer is open to giving a new employee the opportunity to grow into their role.[20]

Among the evaluated job postings, 5% of those from top GTA employers and 14% of those from the TRIEC list included a comment about training opportunities and/or explicitly encouraged potential applicants to apply even if their past experiences don't fully align with the skills and qualifications listed.

Demonstrating a commitment to equity, diversity and inclusion (EDI)

Thirty-six percent of the evaluated job postings included a statement on diversity, equity and/or inclusion. Additionally, 45% of all evaluated job postings included statements on being an equal opportunity employer. Evidence about the impact of diversity statements in job ads or company websites for marginalized groups is inconsistent. Some evidence suggests that they make underrepresented groups less likely to apply, while other studies find that they make them more likely to apply.[21]

Making diversity and inclusion a qualification or responsibility for the position can better demonstrate the organization's commitment to these principles than only listing a generic institutional statement.[22] A requirement of demonstrated commitment to EDI was evident in 5% of all evaluated job postings.

Mentioning specific benefits and policies available

While the effect of describing benefits in job ads has not been tested, there exists some evidence that it helps job seekers find roles that best align with their situations.[23] Benefits and policies that go beyond legal minimums, promote inclusivity and protect work-life balance (e.g., flexible work arrangements, parental leave and pay, vacation allowance, sick leave and pay, pension contributions, learning, growth potential, social impact, etc.) may be particularly important to list to attract diverse candidates with different circumstances.

Thirty percent of evaluated job postings included a "what's in it for you" section that describes entitlements and benefits.

Describing the steps in the recruitment process

The hiring process can look different in Canada compared to other countries. There are also differences across organizations. Descriptions of what to expect after applying to a role can be helpful to newcomer job seekers.

Overall, 4% of the evaluated job postings described next steps (3% among the postings of top GTA employers, 7% among the TRIEC list).[24] Additionally, a few postings (six by top GTA employers) included a cautionary note about fraudulent recruiting activity, with details on the type of requests that would not be made during a recruiting or hiring process with the organization (e.g., asking for sensitive personal data by email or phone, requesting any form of payments, etc.).

Disclosing the use of AI in the hiring process is another new measure introduced in Ontario to promote transparency for job seekers. Employers using an applicant tracking system for recruitment processes that exclude candidates from consideration based on certain criteria (e.g., gaps in full-time employment, location of study) irrespective of their other qualifications may institutionalize bias that negatively affects immigrant applicants. Among the evaluated job postings, only four (from three top GTA employers) mentioned the use of automated decision making during the applicant screening process.

Job Postings Checklist

Based on the findings, the following checklist can be used to help ensure principles of immigrant inclusion are incorporated into any job posting. While these "rules" can potentially help to receive more applications from immigrant talent, a supporting system for inclusive talent management must also be in place to successfully attract and retain them.

The Do's:

✓ Use plain language that anyone can understand.

✓ Write each sentence within a job posting and application form using the lens of equity, diversity and inclusion principles and practices. Examine the presence of stereotyped words that could deter a certain pool of candidates from applying (e.g., masculine-coded words, age-biased words).

✓ Include equity, diversity and inclusion as a required qualification in the job posting to demonstrate commitment to hiring applicants who understand the value and importance of it.

✓ List a quantitative salary range that isn't too broad to be informative and mention if salary is negotiable.

✓ Be realistic, not aspirational when listing required skills. For non-essential skills, job postings should use flexible and inclusive terms such as "desired" or "nice-to-have" instead of "mandatory" or "required."

✓ Be specific about the types of experiences and education preferred for the role (e.g., replace "an advanced degree, or equivalent" with "a PhD, an MA with three years' work experience, or BA with five years' experience"). Instead of devaluing education from abroad, ask for an educational credential assessment report to show Canadian equivalency.

✓ Frame job requirements by providing objective behavioural examples (e.g., "you have held people management responsibilities") instead of listing character traits (e.g., "you are a born leader").

✓ Use targeted referrals and outreach efforts to disrupt the tendency people have to refer people similar to them. For example, partner with external organizations with connections to underrepresented groups.

✓ Show openness to training over an expectation that the successful candidate will "hit the ground running" or be a "self-starter." Encourage individuals with less than 100% of the required qualifications to apply.

✓ Describe the next steps in the screening and selection process and be transparent about the use of AI.

✓ Include "What's in it for you" statements listing key benefits, including flexible and hybrid/remote work policies.

✓ Be purposefully immigrant inclusive. Where applicable, recognize how international experience could be an asset to a role.

The Don'ts:

✕ Do not ask for Canadian work experience in any form.

✕ Do not state only that the salary is "competitive" without providing a numerical range.

✕ Do not use jargon, metaphors, undefined acronyms, vague terms (e.g., relevant, equivalent) or phrases (e.g., "other duties as assigned"), or other arbitrary language.

✕ Do not include a long list of requirements that can create unrealistic expectations and discourage marginalized groups from applying.

✕ Do not use "culture fit" or other subjective requirements.

✕ Do not use gendered and/or aged-biased language.

Conclusion and Future Work

Because recruitment and hiring processes are subjective, they are susceptible to biases and discrimination. Job postings in particular can either work to encourage potential employees to apply or discourage them. When processes aren't specifically designed to interrupt bias, they can result in a loss of potential talent.

This study looked at the ways in which job postings can introduce bias against immigrants, and how they can be redesigned to reduce the influence of bias and encourage immigrant job seekers to apply. The results presented in this report can be used to help further conversations about inclusive human resource practices.

Future studies could seek to provide a more rounded understanding of hiring processes by, for example:

- Examining the impact of immigrant exclusion/inclusion in job postings on the actual decisions and outcomes of job seekers, including using complementary empirical methods (e.g., interviews, surveys). Specifically, future studies could explore the extent to which applicants detect bias in job postings, if the biases play a role in their decisions to apply for jobs, how biases affect the results of a competition and, where a candidate is successful, how the job ad compares to the reality of the role. Surveys and interviews with employers could help to better understand if job ads were useful for attracting the desired applicants, as well as the skills and qualities of successful candidates.

- Exploring the ways in which features on a career webpage beyond the job posting itself influence who applies. Features that can help promote applications from marginalized groups may include a chatbot to ask questions, description of the job application process and examples of staff career journeys.

- Tracking levels of immigrant inclusion in job postings through time, to see if any changes are reflected as a result of growing awareness of good practices or other factors (for example,

employers may require fewer skills when the labour market is tight and more skills when workers are plentiful).

- Analyzing other parts of the process for hiring employees. Though job postings are an important part of the process, they are only a first step in a sequence of events that results in a job offer or rejection for an applicant. Changing language in a job description serves only to attract a more diverse pool of talent. Other aspects of the hiring process, such as application forms, screening, interviews, reference checks and contract negotiations, also need to be examined to understand how to remove bias against immigrants.

While not a cure-all for exclusionary practices, starting at the top with recruitment and hiring — and specifically with job postings — can help employers and recruiters consider and address how this part of the process is impacted by biases that can negatively affect their reputations and bottom lines.

Appendices

A. Methodology

B. Sample Profile

A. Methodology

Target, Data Source and Sample Selection

The target for analysis was advertisements for skilled jobs in the GTA. The aim was to select unique job postings from 188 organizations that received external recognition as a top employer by Mediacorp in 2022 and/or 2023, as well as 71 organizations that have sent (unsolicited) job postings to TRIEC during the same time frame for circulation among our networks.[25] The decision was made to include these employers, rather than using search engines that allow job seekers to see all positions based on job titles, skills, location or other criteria for these reasons:

- Newcomers may be more likely to search for jobs with organizations that are widely known and recognized.[26]

- Search engines may not capture specialized or senior roles as this is likely not the primary means by which employers target these workers.

- Top employers and employers connecting with TRIEC to share job postings may be more likely to have good practices that other organizations could learn from.

- Corporate websites are not limited by character counts.

Job postings were retrieved between November 9, 2023 and December 21, 2023. Many corporate websites had job postings filters like location, time type (i.e., part time or full time) and job type (e.g., permanent, contract, etc.). Online searches by company name were used to find job postings in the 16 cases where the company website had no listings. Postings meeting the below criteria were saved as PDF screen shots:

- Paid full-time roles

- Permanent positions or contract positions for 6 months or longer

- Positions that require or prefer post-secondary education, professional certifications and/or prior related work experience[27]

- Role locations in the GTA (or remote with affiliation to a GTA office)

- Postings written in English (or are bilingual)

- Positions originally posted between January 1, 2023 and December 21, 2023[28]

Metadata about each job posting was recorded in a spreadsheet, including the organization name, job title and posting date. Postings were scrutinized to determine and remove any duplicates of the same position based on posting date, job title, requisition/job ID number, responsibilities and qualifications.

In total, 4,872 job postings were collected from 242 companies (179 top GTA employers, 58 TRIEC posters and five that satisfy both categories). Top GTA employers and employers who sent job postings to TRIEC were excluded where no full postings meeting the above-noted criteria could be located.

To reduce potential bias in sample selection and ensure effective data analysis without risking over-saturation, 578[29] job posts were randomly selected for analysis (465 from top GTA employers and 113 from TRIEC posters, with replacements not made for organizations appearing on both lists).[30]

Coding and Analysis

Prior to analyzing job postings, a codebook was developed based on a literature review[31] and crowdsourced inputs to categorize data and track occurrences. Each variable in the codebook was operationally defined to avoid ambiguity. If the variable was mentioned in several locations in the job postings, only one location was recorded.

Initially, 30 job postings were coded and the codebook was refined to define variables more clearly, where necessary. The entire sample of job postings was then analyzed, noting the presence of each variable in the codebook.

Analysis was done exclusively on the text in the job postings. While some postings also contain images, videos and social media, text remains the most important source for applicants to learn about the role, the organization and benefits.

Following common practices for this kind of study discussed in Harper (2012) and Thielen and Neeser (2020), data was coded manually to ensure words were analyzed in terms of both context and frequency.

Limitations

Analyzing job ads is attractive because the data are readily accessible, naturalistic and of practical support to job seekers and employers. There are, however, some limitations of using job ads as research data:

- Jobs advertised internally only, or hired through recruitment agencies, are not available for analysis.

- Coding was difficult due to inconsistencies in the type of information and level of detail provided in job postings across, and sometimes within, organizations.

- Job postings are influenced by legal requirements, especially among large organizations with human resources departments.

- Document analysis would normally rely on the durability of its sources, but online job postings are not archived for later use. It was possible to retrieve a few postings after their closing dates, but most were removed from websites within a limited time period.

B. Sample Profile

Work Location

Region	Top GTA Employers (n=465)	TRIEC Job Posters (n=113)	Total (n=578)
City of Toronto	79.4%	86.7%	80.8%
Durham Region	0.9%	0.9%	0.9%
Halton Region	1.5%	1.8%	1.6%
Peel Region	12.3%	6.2%	11.1%
York Region	4.5%	4.4%	4.5%
Anywhere in GTA / Remote	1.5%	0.0%	1.2%

Size of Employer

Number of Full-Time Employees in Canada	Top GTA Employers (n=465)	TRIEC Job Posters (n=113)	Total (n=578)
Small (0 to 99 employees)	1.3%	17.7%	4.5%
Medium (100 to 499 employees)	12.5%	14.2%	12.8%
Large (500+ employees)	86.2%	68.1%	82.7%

Main Industry

Industry (NAICS Canada 2022)	Top GTA Employers (n=465)	TRIEC Job Posters (n=113)	Total (n=578)
Accommodation and food services [72]	0.9%	0.0%	0.7%
Administration and support, waste management and remediation services [56]	0.6%	2.7%	1.0%
Arts, entertainment and recreation [71]	0.6%	1.8%	0.9%
Construction [23]	0.2%	3.5%	0.9%
Educational services [61]	8.2%	5.3%	7.6%
Finance and insurance [52]	31.2%	15.0%	28.0%
Health care and social assistance [62]	8.8%	29.2%	12.8%
Information and cultural industries [51]	3.0%	7.1%	3.8%
Manufacturing [31-33]	13.3%	3.5%	11.4%
Mining, quarrying, and oil and gas extraction [21]	0.4%	0.0%	0.3%
Other services (except public administration) [81]	1.5%	0.9%	1.4%
Professional, scientific and technical services [54]	18.7%	9.7%	17.0%
Public administration [91-92]	2.4%	11.5%	4.2%
Real estate and rental and leasing [53]	2.4%	3.5%	2.6%
Retail trade [44]	4.1%	0.0%	3.3%
Transportation and warehousing [48-49]	1.5%	4.4%	2.1%
Utilities [22]	1.5%	0.0%	1.2%
Wholesale trade [42]	0.6%	1.8%	0.9%

Excludes: Agriculture, forestry, fishing and hunting; and Management of companies and enterprises

Endnotes

1. StatCan, 2022a

2. A job posting, listing or advertisement is defined in this report as the announcement and dissemination of an open position by an employer. These terms are used interchangeably in this report, regardless of whether the job posting, listing or advertisement is published on the company's career website or on a third-party paid job portal.

3. Oldford & Fiest, 2021

4. Frissen, Adebayo & Nanda, 2023: 1,025

5. TRIEC, 2022

6. Sodhi & Son, 2009

7. StatCan, 2024

8. e.g., Sodhi & Son, 2009; Rosenbaum & Feor, 2020; Bellatin & Galassi, 2021; Gaucher, Friesen & Kay, 2011

9. In this report, proportions are reported separately for top GTA employers and employers from the TRIEC list of postings only where differences are statistically significant (at 95% confidence).

10. Thielen & Neeser, 2019

11. CIPD, 2022

12. ESDC, 2022; CIPD, 2022

13. ESDC, 2022: 17

14. CIPD, 2022

15. CIPD, 2022

16. CIPD, 2022

17. Thielen & Neeser, 2019

18. CIPD, 2022

19. Author's estimation based on employer profiles developed by Mediacorp (2022, 2023).

20. Conference Board of Canada (The), 2023

21. CIPD, 2022

22. Thielen & Neeser, 2019

23. CIPD, 2022

24. Some employers may include a description of the hiring process on their career websites and not within the job posting itself. Analyzing the content of career websites was not within scope of what was coded.

25. Note that five employers recognized by Mediacorp as top employers in the GTA in 2022 and/or 2023 (for 2023 and/or 2024) also sent job postings to TRIEC for circulation among its network.

26. Roy, 2012

27. Jobs in the information technology sector are included even where degrees/diplomas or certifications are not listed as required. Roles where it is known that degrees and/or certifications are required or preferred (e.g., human resources, finance/accounting, health care, etc.) are included even where the job posting doesn't explicitly list basic qualifications.

28. Thirty-four percent of job postings did not include information on the original date of posting.

29. A self-weighted random sample of 500 job postings was initially selected. This resulted in no job postings selected from employers with four or fewer postings. One job posting was randomly selected for each of these employers. Additionally, if the employer appears on both the top GTA employers list and the TRIEC posters list, half the selected postings were grouped as 'top GTA employer' and the other half were grouped as 'TRIEC posters.'

30. There is little guidance on the collection and analysis of job postings. Harper (2012) suggests a minimum sample of 100 job ads.

31. While no studies on bias in job ads that focus on immigrants could be found, findings related to other disadvantaged groups would apply to immigrants. Lists of masculine/ feminine-coded words and jargon terms were informed by Gaucher, Friesen and Kay (2011) and Canva (n.d.), respectively, for example.

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