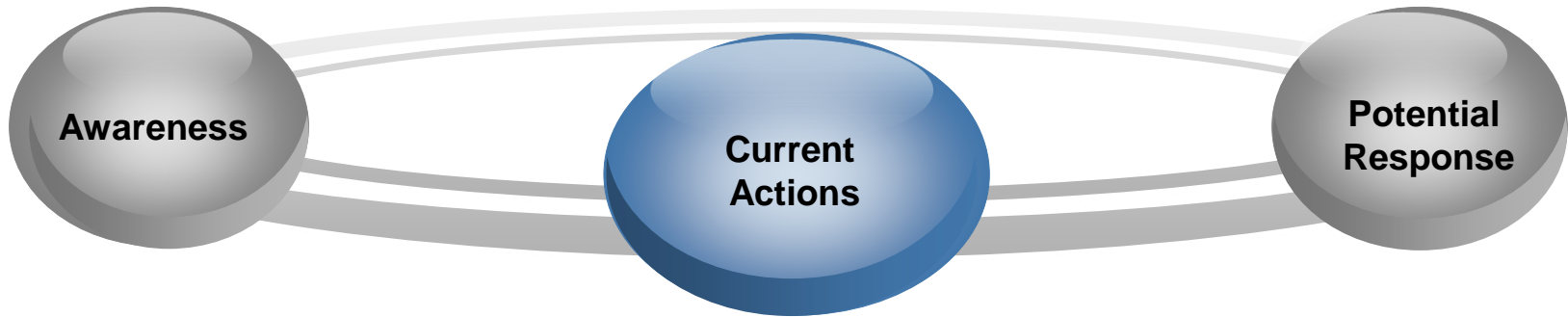


What did we explore?

- Research to date has yielded useful information from the perspective of those experiencing employment insecurity.
- KPMG and the United Way worked together to identify the “voice of the employer” in an effort to help explore potential policies and practices that could ameliorate this trend or mitigate its effects.

Our Research Approach

We reached out to senior executives across the Toronto and conducted interviews to help identify the “voice of the employer.” We also conducted a working session with C-suite leaders to answer the following questions:



- Are organizations aware of insecure employment and the associated impacts?
- What motivates businesses to hire temporary/contract workers?
- Are you aware of any actions/policies to mitigate the effects of insecure employment?
- What could employers potentially do to relieve the consequences associated with insecure employment?

Sector Focus

Manufacturing

Information Technology

Retail

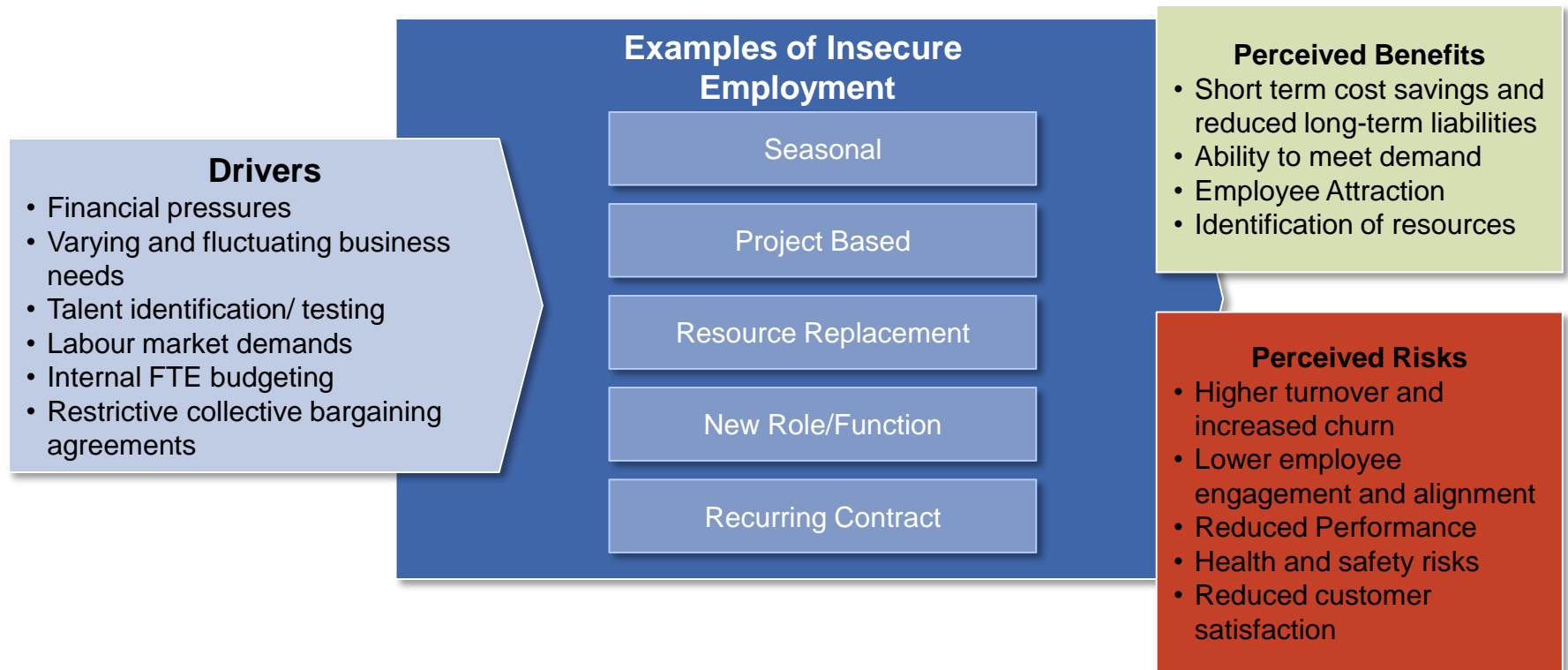
Health

Entertainment/
Media

Other

Non-Traditional Work – An Overview of Employers' Perspective

The following diagram outlines employer perspectives on non-traditional/insecure employment, from drivers to potential employer responses to help mitigate the negative social affects.



Potential Responses

