



s.19(1)

s.24(1)

Labour Program
Federal Contractors Program

OFFICIAL USE ONLY
Agreement N°:

Agreement to Implement Employment Equity

(All sections must be completed)

- New Agreement
 Revised Agreement

ORGANIZATION	
Legal Name of Organization ACNielsen Company of Canada	Parent company is located outside Canada <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Operating Name (if different from Legal Name of Organization) Nielsen	Business Number [REDACTED]
Organization's North American Industry Classification System (NAICS) Code Number To find your organization's four-digit NAICS code please visit: http://www.statcan.gc.ca/subjects-sujets/standard-norme/naics-sciar/2007/list-liste-eng.htm 5419	Total number of employees in Canada (Permanent Full-Time and/or Part-Time) 888
	<input type="checkbox"/> Federally Regulated <input checked="" type="checkbox"/> Provincially Regulated

HEAD OFFICE			
Address (building number, street, suite, etc.) 160 McNabb Street	City Markham	Province ON	Postal Code L3R 4B8
	Telephone Number 905-475-3344		

EMPLOYMENT EQUITY CONTACT			
Name (print) Carolyn Parkinson	Title VP, Human Resources		
Telephone Number 905-943-8432	E-mail Address carolyn.parkinson@nielesn.com	Preferred Language of Correspondence <input checked="" type="checkbox"/> English <input type="checkbox"/> French	

CERTIFICATION
The above-named organization:
<ul style="list-style-type: none"> having a combined workforce of 100 or more permanent full-time and permanent part-time employees in Canada, AND intending to bid on, or being in receipt of, a federal government goods or services contract, standing offer or contract issued under a Supply Arrangement, valued at \$1,000,000 or more (including applicable taxes)
hereby certifies its commitment to implement or maintain employment equity on an on-going basis, beyond the period of the procurement instrument, in keeping with the Federal Contractors Program requirements. For more information on how to implement employment equity please refer to: http://www.esdc.gc.ca/eng/labour/equality/fcp/index.shtml :
Important note: If an audit of the Agreement to Implement Employment Equity uncovers misrepresentation on the part of the organization, the procurement instrument(s) with the Government of Canada may be terminated.

SIGNATORY			
NOTE: The signatory must be the Chief Executive Officer OR an authorized person in an executive position with legal authority to sign a contract on behalf of the organization.			
Name (print) Michael Ljubicic	Title Managing Director, Consumer Group Canada		
Telephone Number 905-943-8406	E-mail Address mike.ljubicic@nielsen.com	Preferred Language of Correspondence <input checked="" type="checkbox"/> English <input type="checkbox"/> French	
Signature [REDACTED]	Date (YYYY-MM-DD) 2017/03/24		

Privacy notice:
The information you provide on this form is collected under the authority of section 42 of the <i>Employment Equity Act</i> to determine your eligibility for the Federal Contractors Program (FCP).
Completion of this form is mandatory. Refusal to provide personal information will result in the organization's name being placed on the FCP Limited Eligibility to Bid List, loss of the right to bid on federal government goods or services contracts of any value and may also result in the termination of the contract.
The information you provide may be used and/or disclosed for policy analysis, research and/or evaluation purposes. However, these additional uses and/or disclosures of your personal information will never result in an administrative decision being made about you.
Your personal information is administered in accordance with the <i>Privacy Act</i> and other applicable laws. You have the right to the protection of, and access to, your personal information, which is described in Personal Information Bank ESDC PPU 721. Instructions for obtaining this information are outlined in the government publication entitled <i>Info Source</i> , which is available at the following website address: http://www.infosource.gc.ca . <i>Info Source</i> may also be accessed online at any Service Canada Centre.

RETURN INSTRUCTIONS
IMPORTANT
<ul style="list-style-type: none"> The signed Agreement to Implement Employment Equity form must be sent to the Labour Program by e-mail at: ee-eme@hrsdcc.gc.ca.

Nielsen
31-Dec-16
Women

Occupational Group & Occupational Level	All Employees #	Women				Gap #*	Geographic Location of Recruitment
		Representation #	%	Availability %	#*		
1 Senior Managers	1	0	0.0%	48.2%	0	0	
Employment Equity Occupational Group (EEOG)	1	0	0.0%	48.2%	0	0	National
2 Middle & Other Managers	85	36	42.4%	48.2%	41	-5	
Employment Equity Occupational Group (EEOG)	85	36	42.4%	48.2%	41	-5	National
3 Professionals	294	156	53.1%	46.7%	137	13	
1111: Financial auditors and accountants	1	1	100.0%	48.2%	0	1	National
1112: Financial and investment analysts	3	3	100.0%	48.2%	1	2	National
1114: Other financial officers	2	1	50.0%	48.2%	1	0	National
1121: Human resources professionals	6	6	100.0%	48.2%	3	3	National
1122: Professional occupations in business management consulting	191	110	57.6%	48.2%	92	18	National
1123: Professional occupations in advertising, marketing, and public relations	2	2	100.0%	48.2%	1	1	
2161: Mathematicians, statisticians, and actuaries	7	4	57.1%	48.2%	3	1	
2171: Information systems analysts and consultants	36	10	27.8%	48.2%	17	-7	
2173: Software engineers and designers	10	1	10.0%	48.2%	5	-4	
2174: Computer programmers and interactive media developers	11	3	27.3%	48.2%	5	-2	
4163: Business development officers and marketing researchers and sales representatives	16	9	56.3%	48.2%	8	1	National
4 Semi-Professionals & Technicians	33	17	51.5%	61.3%	20	3	
2172: Database analysts and data administrators	3	1	33.3%	48.2%	1	0	
4021: College and other vocational instructors	5	4	80.0%	48.2%	2	2	
5125: Translators, terminologists, and interpreters	1	1	100.0%	48.2%	0	1	
2282: User support technicians	32	16	50.0%	48.2%	15	1	Provincial
2283: Information systems testing technicians	1	1	100.0%	48.2%	0	1	Provincial
5 Supervisors	28	17	60.7%	48.2%	13	4	
1211: Supervisors, general office, and administrative support workers	9	8	88.9%	48.2%	4	4	CMA
1212: Supervisors, finance, and insurance office workers	2	1	50.0%	48.2%	1	0	
1213: Supervisors, library, correspondence, and related information services	16	8	50.0%	48.2%	8	0	
6314: Customer and information services supervisors	1	0	0.0%	48.2%	0	0	CMA
6 Supervisors: Crafts & Trades	0	0	#DIV/0!	#DIV/0!	0	0	
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	Provincial
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	Provincial
7 Administrative & Senior Clerical Personnel	27	19	70.4%	48.2%	13	6	
1221: Administrative officers	9	5	55.6%	48.2%	4	1	CMA
1223: Human resources and recruitment officers	3	3	100.0%	48.2%	1	2	
1241: Administrative assistants	10	10	100.0%	48.2%	5	5	

1254: Statistical officers and related research support occupations	5	1	20.0%	48.2%	2	-1	CMA
8 Skilled Sales & Service Personnel	0	0	#DIV/0!	#DIV/0!	0	0	
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	Provincial
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	Provincial
9 Skilled Crafts & Trades Workers	0	0	#DIV/0!	#DIV/0!	0	0	
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	Provincial
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	Provincial
10 Clerical Personnel	80	62	77.5%	41.6%	33	21	
1411: General office support workers	2	2	100.0%	48.2%	1	1	CMA
1415: Personnel clerks	1	1	100.0%	48.2%	0	1	
1422: Data entry clerks	44	36	81.8%	48.2%	21	15	
1431: Accounting and related clerks	13	11	84.6%	48.2%	6	5	
1432: Payroll clerks	2	2	100.0%	48.2%	1	1	
1454: Survey interviewers and statistical clerks	7	2	28.6%	48.2%	3	-1	CMA
11 Intermediate Sales & Service Personnel	21	17	81.0%	48.2%	10	7	
6552: Other customer and information services representatives	21	17	81.0%	48.2%	10	7	CMA
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	CMA
12 Semi-Skilled Manual Workers	0	0	#DIV/0!	#DIV/0!	0	0	
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	CMA
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	CMA
13 Other Sales & Service Personnel	0	0	#DIV/0!	#DIV/0!	0	0	
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	CMA
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	CMA
14 Other Manual Workers	0	0	#DIV/0!	#DIV/0!	0	0	
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	CMA
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	CMA
Grand Total	569	324	56.9%	47.3%	269	47	

* Totals may not equal the sum of components due to rounding.

Source: 2011 National Household Survey

Nielsen
ABORIGINAL PEOPLES
31-Dec-16

Occupational Group & Occupational Level	All Employees #	Aboriginal Peoples					Geographic Location of Recruitment
		Representation #	%	Availability %	Gap #*	Gap #*	
1 Senior Managers	1	0	0.0%	3.5%	0	0	National
Employment Equity Occupational Group (EEOG)	1	0	0.0%	3.5%	0	0	
2 Middle & Other Managers	85	0	0.0%	3.5%	3	-3	National
Employment Equity Occupational Group (EEOG)	85	0	0.0%	3.5%	3	-3	
3 Professionals	294	1	0.3%	3.4%	10	-9	National
1111: Financial auditors and accountants	1	0	0.0%	3.5%	0	0	
1112: Financial and investment analysts	3	0	0.0%	3.5%	0	0	
1114: Other financial officers	2	0	0.0%	3.5%	0	0	
1121: Human resources professionals	6	0	0.0%	3.5%	0	0	
1122: Professional occupations in business management c	191	1	0.5%	3.5%	7	-6	
1123: Professional occupations in advertising, marketing, a	2	0	0.0%	3.5%	0	0	
2161: Mathematicians, statisticians, and actuaries	7	0	0.0%	3.5%	0	0	
2171: Information systems analysts and consultants	36	0	0.0%	3.5%	1	-1	
2173: Software engineers and designers	10	0	0.0%	3.5%	0	0	
2174: Computer programmers and interactive media developers	11	0	0.0%	3.5%	0	0	
4163: Business development officers and marketing researchers a	16	0	0.0%	3.5%	1	-1	
4 Semi-Professionals & Technicians	33	0	0.0%	3.6%	1	-1	
2172: Database analysts and data administrators	3	0	0.0%	3.5%	0	0	
4021: College and other vocational instructors	5	0	0.0%	3.5%	0	0	
5125: Translators, terminologists, and interpreters	1	0	0.0%	3.5%	0	0	
2282: User support technicians	32	0	0.0%	3.5%	1	-1	
2283: Information systems testing technicians	1	0	0.0%	3.5%	0	0	
5 Supervisors	28	1	3.6%	3.5%	1	0	CMA
1211: Supervisors, general office, and administrative support wor	9	0	0.0%	3.5%	0	0	
1212: Supervisors, finance, and insurance office workers	2	0	0.0%	3.5%	0	0	
1213: Supervisors, library, correspondence, and related informati	16	1	6.3%	3.5%	1	0	
6314: Customer and information services supervisors	1	0	0.0%	3.5%	0	0	
6 Supervisors: Crafts & Trades	0	0	#DIV/0!	#DIV/0!	0	0	Provincial
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	
7 Administrative & Senior Clerical Personnel	27	0	0.0%	3.5%	1	-1	CMA
1221: Administrative officers	9	0	0.0%	3.5%	0	0	
1223: Human resources and recruitment officers	3	0	0.0%	3.5%	0	0	
1241: Administrative assistants	10	0	0.0%	3.5%	0	0	
1254: Statistical officers and related research support occupations	5	0	0.0%	3.5%	0	0	
8 Skilled Sales & Service Personnel	0	0	#DIV/0!	#DIV/0!	0	0	Provincial
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	
9 Skilled Crafts & Trades Workers	0	0	#DIV/0!	#DIV/0!	0	0	Provincial
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0	
10 Clerical Personnel	80	2	2.5%	3.0%	2	0	CMA
1411: General office support workers	2	0	0.0%	3.5%	0	0	
1415: Personnel clerks	1	0	0.0%	3.5%	0	0	
1422: Data entry clerks	44	2	4.5%	3.5%	2	0	
1431: Accounting and related clerks	13	0	0.0%	3.5%	0	0	
1432: Payroll clerks	2	0	0.0%	3.5%	0	0	
1454: Survey interviewers and statistical clerks	7	0	0.0%	3.5%	0	0	
11 Intermediate Sales & Service Personnel	21	0	0.0%	3.5%	1	-1	CMA
6552: Other customer and information services representatives	21	0	0.0%	3.5%	1	-1	
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	
12 Semi-Skilled Manual Workers	0	0	#DIV/0!	#DIV/0!	0	0	CMA
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	
13 Other Sales & Service Personnel	0	0	#DIV/0!	#DIV/0!	0	0	CMA
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	
14 Other Manual Workers	0	0	#DIV/0!	#DIV/0!	0	0	CMA
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	
Grand Total	569	4	0.7%	3.4%	19	-15	

* Totals may not equal the sum of components due to rounding.

Source: 2011 National Household Survey

Nielsen
PERSONS WITH DISABILITIES
31-Dec-16

Occupational Group & Occupational Level	All Employees #	Persons with Disabilities				Geographic Location of Recruitment	
		Representation #	%	Availability %	Gap #*		
1 Senior Managers Employment Equity Occupational Group (EEOG)	1	0	0.0%	4.9%	0	National	
2 Middle & Other Managers Employment Equity Occupational Group (EEOG)	85	0	0.0%	4.9%	4	-4	National
3 Professionals Employment Equity Occupational Group (EEOG)	294	3	1.0%	4.9%	14	-11	National
4 Semi-Professionals & Technicians Employment Equity Occupational Group (EEOG)	33	0	0.0%	4.9%	2	-2	National
5 Supervisors Employment Equity Occupational Group (EEOG)	28	1	3.6%	4.9%	1	0	National
6 Supervisors: Crafts & Trades Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	National
7 Administrative & Senior Clerical Personnel Employment Equity Occupational Group (EEOG)	27	0	0.0%	4.9%	1	-1	National
8 Skilled Sales & Service Personnel Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	National
9 Skilled Crafts & Trades Workers Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	National
10 Clerical Personnel Employment Equity Occupational Group (EEOG)	80	1	1.3%	4.9%	4	-3	National
11 Intermediate Sales & Service Personnel Employment Equity Occupational Group (EEOG)	21	1	4.8%	4.9%	1	0	National
12 Semi-Skilled Manual Workers Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	National
13 Other Sales & Service Personnel Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	National
14 Other Manual Workers Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0	National
Grand Total	569	6	1.1%	4.9%	28	-22	

* Totals may not equal the sum of components due to rounding.
Source: 2012 Canadian Survey on Disability

Nielsen
MEMBERS OF VISIBLE MINORITIES
31-Dec-16

Occupational Group & Occupational Level	All Employees #	Members of Visible Minorities				Geographic Location of Recruitment
		Representation #	%	Availability % #*	Gap #*	
1 Senior Managers Employment Equity Occupational Group (EEOG)	1	0	0.0%	17.8%	0	0
2 Middle & Other Managers Employment Equity Occupational Group (EEOG)	85	22	25.9%	17.8%	15	7
3 Professionals	294	111	37.8%	17.3%	51	60
1111: Financial auditors and accountants	1	1	100.0%	17.8%	0	1
1112: Financial and investment analysts	3	1	33.3%	17.8%	1	0
1114: Other financial officers	2	2	100.0%	17.8%	0	2
1121: Human resources professionals	6	2	33.3%	17.8%	1	1
1122: Professional occupations in business management consulting	191	73	38.2%	17.8%	34	39
1123: Professional occupations in advertising, marketing, and public	2	0	0.0%	17.8%	0	0
2161: Mathematicians, statisticians, and actuaries	7	2	28.6%	17.8%	1	1
2171: Information systems analysts and consultants	36	16	44.4%	17.8%	6	10
2173: Software engineers and designers	10	5	50.0%	17.8%	2	3
2174: Computer programmers and interactive media developers	11	4	36.4%	17.8%	2	2
4163: Business development officers and marketing researchers and c	16	5	31.3%	17.8%	3	2
4 Semi-Professionals & Technicians	33	12	36.4%	18.3%	6	6
2172: Database analysts and data administrators	3	0	0.0%	17.8%	1	-1
4021: College and other vocational instructors	5	2	40.0%	17.8%	1	1
5125: Translators, terminologists, and interpreters	1	0	0.0%	17.8%	0	0
2282: User support technicians	32	12	37.5%	17.8%	6	6
2283: Information systems testing technicians	1	0	0.0%	17.8%	0	0
5 Supervisors	28	6	21.4%	17.8%	5	2
1211: Supervisors, general office, and administrative support workers	9	2	22.2%	17.8%	2	0
1212: Supervisors, finance, and insurance office workers	2	0	0.0%	17.8%	0	0
1213: Supervisors, library, correspondence, and related information v	16	4	25.0%	17.8%	3	1
6314: Customer and information services supervisors	1	1	100.0%	17.8%	0	1
6 Supervisors: Crafts & Trades	0	0	#DIV/0!	#DIV/0!	0	0
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0
7 Administrative & Senior Clerical Personnel	27	4	14.8%	17.8%	5	-1
1221: Administrative officers	9	2	22.2%	17.8%	2	0
1223: Human resources and recruitment officers	3	0	0.0%	17.8%	1	-1
1241: Administrative assistants	10	1	10.0%	17.8%	2	-1
1254: Statistical officers and related research support occupations	5	1	20.0%	17.8%	1	0
8 Skilled Sales & Service Personnel	0	0	#DIV/0!	#DIV/0!	0	0
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0
9 Skilled Crafts & Trades Workers	0	0	#DIV/0!	#DIV/0!	0	0
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0
NOC Occupational Title	0	0	#DIV/0!	0.0%	0	0
10 Clerical Personnel	80	28	35.0%	2.0%	2	0
1411: General office support workers	2	1	50.0%	17.8%	0	1
1415: Personnel clerks	1	0	0.0%	17.8%	0	0
1422: Data entry clerks	44	14	31.8%	17.8%	8	6
1431: Accounting and related clerks	13	3	23.1%	17.8%	2	1
1432: Payroll clerks	2	0	0.0%	17.8%	0	0
1454: Survey interviewers and statistical clerks	7	2	28.6%	17.8%	1	1
11 Intermediate Sales & Service Personnel	21	10	47.6%	17.8%	4	6
6552: Other customer and information services representatives	21	10	47.6%	17.8%	4	6
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0
12 Semi-Skilled Manual Workers	0	0	#DIV/0!	#DIV/0!	0	0
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0
13 Other Sales & Service Personnel	0	0	#DIV/0!	#DIV/0!	0	0
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0
14 Other Manual Workers	0	0	#DIV/0!	#DIV/0!	0	0
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0
Employment Equity Occupational Group (EEOG)	0	0	#DIV/0!	0.0%	0	0
Grand Total	569	193	33.9%	15.3%	87	81

* Totals may not equal the sum of components due to rounding.

Source: 2011 National Household Survey

**NIELSEN SUMMARY
31-Dec-16**

Occupational Group	All Employees #	Women					Aboriginal Peoples					Persons with Disabilities					Members of Visible Minorities				
		Representation #	%	Availability %	**	Gap **	Representation #	%	Availability %	**	Gap **	Representation #	%	Availability %	**	Gap **	Representation #	%	Availability %	**	Gap **
1 Senior Managers	1	0	0.0%	48.2%	0	0	0	0.0%	3.5%	0	0	0	0.0%	4.9%	0	0	0	0.0%	17.8%	0	0
2 Middle & Other Managers	85	36	42.4%	48.2%	41	-5	0	0.0%	3.5%	3	-3	0	0.0%	4.9%	4	-4	22	25.9%	17.8%	15	7
3 Professionals	294	156	53.1%	46.7%	137	13	1	0.3%	3.4%	10	-9	3	1.0%	4.9%	14	-11	111	37.8%	17.3%	51	60
4 Semi-Professionals & Tech.	33	17	51.5%	61.3%	20	3	0	0.0%	3.6%	1	-1	0	0.0%	4.9%	2	-2	12	36.4%	18.3%	6	6
5 Supervisors	28	17	60.7%	48.2%	13	4	1	3.6%	3.5%	1	0	1	3.6%	4.9%	1	0	6	21.4%	17.8%	5	2
6 Supervisors: Crafts & Trades	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	0.0%	0	0	0	#DIV/0!	#DIV/0!	0	0
7 Admin. & Senior Clerical	27	19	70.4%	48.2%	13	6	0	0.0%	3.5%	1	-1	0	0.0%	4.9%	1	-1	4	14.8%	17.8%	5	-1
8 Skilled Sales & Service	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	0.0%	0	0	0	#DIV/0!	#DIV/0!	0	0
9 Skilled Crafts & Trades	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	0.0%	0	0	0	#DIV/0!	#DIV/0!	0	0
10 Clerical Personnel	80	62	77.5%	41.6%	33	21	2	2.5%	3.0%	2	0	1	1.3%	4.9%	4	-3	28	35.0%	2.0%	2	0
11 Intermediate Sales & Service	21	17	81.0%	48.2%	10	7	0	0.0%	3.5%	1	-1	1	4.8%	4.9%	1	0	10	47.6%	17.8%	4	6
12 Semi-Skilled Manual Workers	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	0.0%	0	0	0	#DIV/0!	#DIV/0!	0	0
13 Other Sales & Service	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	0.0%	0	0	0	#DIV/0!	#DIV/0!	0	0
14 Other Manual Workers	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	#DIV/0!	0	0	0	#DIV/0!	0.0%	0	0	0	#DIV/0!	#DIV/0!	0	0
Grand Total	569	324	56.9%	47.3%	269	47	4	0.7%	3.4%	19	-15	6	1.1%	4.9%	28	-22	193	33.9%	15.3%	87	81

* Totals may not equal the sum of components due to rounding.

Sources: 2011 National Household Survey and 2012 Canadian Survey on Disability

Summary of Goals
Nielsen
January 9, 2018

Women

Workforce Analysis Results			Goals		Comments
Employment Equity Occupational Group (EEOG)		Present Gap	Short-term (1 to 3 years)	Long-term (3 years or more)	
#	Description	#	# or %	Cumulative (additional to ST goals)	
85	Middle and other Managers	-5	5	8 (+3)	2.7% Turnover, 48% availability

Aboriginal Peoples

Workforce Analysis Results			Goals		Comments
Employment Equity Occupational Group (EEOG)		Present Gap	Short-term (1 to 3 years)	Long-term (3 years or more)	
#	Description	#	# or %	Cumulative (additional to ST goals)	
85	Middle and Other Managers	-3	3		Low turnover and availability
294	Professionals	-9	9	11 (+2)	Avail. 3.4%, turnover 14.7%
33	Semi-Professionals and Tech	-1	1		Low turnover
27	Admin. & Senior Clerical	-1	1	2 (+1)	Low turnover
21	Intermediate Sales & Service	-1	1		Low turnover

Persons with Disabilities

Workforce Analysis Results			Goals		Comments
Employment Equity Occupational Group (EEOG)		Present Gap	Short-term (1 to 3 years)	Long-term (3 years or more)	
#	Description	#	# or %	Cumulative (additional to ST goals)	
85	Middle and Other Managers	-4	4		Low turnover
294	Professionals	-11	11	14 (+3)	Avail 5%
33	Semi-Professionals and Tech	-2	2		Low turnover
27	Admin & Senior Clerical	-1	1		Low turnover
80	Clerical Personnel	-3	3	6 (+3)	41% availability

Members of Visible Minorities

Workforce Analysis Results			Goals		Comments
Employment Equity Occupational Group (EEOG)		Present Gap	Short-term (1 to 3 years)	Long-term (3 years or more)	
#	Description	#	# or %	Cumulative (additional to ST goals)	
27	Admin & Senior Clerical	-1	1		Low turnover

Turnover – *Cumulative* not by EEOG

NOC Category	Turnover Rate
Senior Managers	0%
Middle and Other Managers	2.7%
Professionals	14%
Semi and Technicians	.8%
Supervisors	.5%
Admin and Sr. Clerical	1%
Clerical	8.2%
Intermediate Sales	1.4%

SAP Number

I do not want to answer the survey questions.

1. Gender

Female

Male

Check the appropriate box:

2. Persons with Disabilities

For the purposes of employment equity, “persons with disabilities” means persons who have a long-term or recurring physical, mental, sensory, psychiatric or learning impairment and who:

(a) consider themselves to be disadvantaged in employment by reason of that impairment, or

(b) believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment, and includes persons whose functional limitations owing to their impairment have been accommodated in their current job or workplace.

In order to assist you, self-identification categories have been provided as a guide. This is not a comprehensive listing.

Self-Identification Category	Examples
Any persistent degree of: <ul style="list-style-type: none">● Coordination/dexterity impairment● Mobility impairment● Non-visible physical impairment● Deafness/hearing impairment● Blindness/visual impairment● Muteness/speech impairment	<ul style="list-style-type: none">● Cerebral palsy● Paraplegia● Haemophilia● Hard of hearing, deafness● Glaucoma● Inability to generate or emit verbal messages, such as aphasia
Any persistent degree of: <ul style="list-style-type: none">● Developmental/mental impairment● Psychiatric impairment	<ul style="list-style-type: none">● Down’s syndrome● A previous mental illness, or one which is under control, such as schizophrenia
Any persistent degree of: <ul style="list-style-type: none">● Learning impairment● Other impairment	<ul style="list-style-type: none">● Dyslexia

Based on this definition, are you a person with a disability?

Yes

No

3. Aboriginal Person

An Aboriginal person is a North American Indian or a member of a First Nation, a Métis, or Inuit. North American Indians or members of a first nation include status, treaty or registered Indians, as well as non-status and non-registered Indians.

Based on this definition, are you an aboriginal person?

Yes

No

4. Members of Visible Minorities

For the purposes of employment equity, "Member of visible minorities" means persons, other than aboriginal peoples, who are non-Caucasian in race or non-white in colour.

Based on this definition, are you a member of a visible minority? Yes No

If you answered yes, please check the box that best describes your racial origin regardless of your place of birth.

- Black** (*Including Black Africans, West Indies, Canadians or Americans*)
- Chinese**
- Japanese**
- Filipino**
- Korean**
- Indo-Pakistani** (*Bangladeshi, East Indian, Pakistan, Sri Lankan*)
- West Asian and Arab** (*Afghani, Armenian, Egyptian, Iranian, Iraqi, Jordanian, Lebanese, Palestinian, Syrian, Turk*)
- South East Asian** (*Burmese, Cambodian/Kampuchean, Laotian, Malaysian, Thai, Vietnamese*)
- Latin American, Indonesian or Pacific Islander**
- Other - Specify** _____

5. Consent

If you are in a designated group (women, aboriginal people, visible minorities, people with disabilities), you may also consent to your self-identification information being used for human resource management purposes related to diversity in the workplace. This will identify you for specific initiatives which will be directed at the designated groups; these could include suggestions on accommodation/elimination of barriers, participation on advisory councils or gaining your input on specific diversity issues.

Yes No

Comments

*Thank you for your cooperation.
Please enclose the survey in the envelope provided.*

Upon request, Nielsen will provide or arrange for the provision of this material in an accessible format.

Nielsen Workforce Analysis January 1 to December 31, 2016	
Number of employees surveyed (active at 12/31/2016)	569
Combined number of self-identification questionnaires returned blank, partially, and fully completed	569
Number of fully completed and returned self-identification questionnaires	527

Federal Contractors Program Report of the First Compliance Assessment

Employer Name: ACNielsen Company of Canada

Primary Location: 160 McNabb Street, Markham, Ontario L3R 4B8.

Number of Employees: 569 employees .The majority of employees are located in Ontario (510 employees), Quebec (47 employees), British Columbia (10 employees) and Alberta (2 employees).

Organization Overview:

ACNielsen Company of Canada (NAICS 5419: Other Professional, scientific and Technical Services).

ACNielsen is company who measure and analyze data of consumers and markets worldwide to help companies understand their consumer's behavior and preferences.

Key Dates – First Year Assessment

Initiated: 2017/12/14
Received: 2018/01/09
WFA: 2016/12/31

COLLECTION OF WORKFORCE INFORMATION

	#	%
Number of Surveys Handed Out:	569	100%
Number of Surveys Returned:	569	100%
Number of Completed Surveys Returned:	527	92.6%

- The questionnaire includes appropriate definitions.
- The questionnaire or accompanying documentation indicates that an employee may self-identify as being a member of more than one group.
- The questionnaire has an employee identifier.
- The questionnaire includes a question on gender if this information cannot be obtained from payroll or personnel records.
- The questionnaire indicates that it is available in alternate formats upon request.
- The questionnaire indicates that answering the self-identification questions is voluntary.

- The questionnaire indicates that the information gathered is confidential and will only be shared with others within the organization in order to carry-out employment equity obligations.

The questionnaire do not indicates that it can be made available in another format.

Observations:

WORKFORCE ANALYSIS & GOAL SETTING

- The workforce analysis was done using WEIMS.
- The organization selected the occupational defaults for establishing external availability estimates or provided reasonable justifications.
- The organization selected the geographic defaults for establishing external availability estimates or provided reasonable justifications.
- The organization appears to have properly coded its positions using the 2011 National Occupational Classification (NOC).
- X The organization has set a goal for every designated group in every occupational group where a gap was identified.
The organization has demonstrated that it has considered the following in setting its short-term goals: the degree of under-representation, the availability, anticipated growth or reduction and anticipated turnover in order to set a goal in each occupational group where a gap was identified.
- The goals set are sufficient to ensure reasonable progress by being above, or at minimum, equal to availability.

Observations:

- Short term and long term goals are set in percentage and are at the Labour Market Availability.

Women

- A gap in EEOG 07 (Administrative & Senior Clerical Personnel) however, the contractor has a representation of 70.4%. No need to establish a goal.

Aboriginal Peoples

-

Workforce Analysis Results		Goals		Representation	LMA
Employment Equity Occupational Group (EEOG)	Present Gap	Short-term (1 to 3 years)	Long-term (3 years or more)		

#	Description	#	# or %	# or %	%	%
2	Middle & Other Managers	-2	2.2		0.0	2.2
3	Professionals	-3	1.5		0.3	1.5
4	Semi-Professionals & Technicians	-1	1.6		0.0	1.6
7	Administrative & Senior Clerical Personnel	-1	1.9	3	0.0	1.9

Observations:

Members of Visible Minorities

Workforce Analysis Results			Goals		Representation	LMA
Employment Equity Occupational Group (EEOG)		Present Gap	Short-term	Long-term		
#	Description		#	(1 to 3 years)	(3 years or more)	%
7	Administrative & Senior Clerical Personnel	-2	22.4	24	14.8	22.4
10	Clerical Personnel	-6	43	46	35	43

Observations:

Person with Disabilities

Workforce Analysis Results			Goals		Representation	LMA
Employment Equity Occupational Group (EEOG)		Present Gap	Short-term	Long-term		
#	Description		#	(1 to 3 years)	(3 years or more)	%
1&2	Senior Middle & Other Managers	-4	4.3		0	4.3
3	Professionals	-8	3.8		1.0	3.8
4	Semi-Professionals & Technicians	-2	4.6		0	4.6
5	Supervisors	-3	13.9	15	3.6	13.9

7	Administrative & Senior Clerical Personnel	-1	3.4		0	3.4
10	Clerical Personnel	-5	7.0	9	1.3	7

Observations:

RECOMMENDATION

I recommend that the employer be found:

in compliance in non-compliance

Having assessed the data submitted by the employer regarding its workforce and considered its unique circumstances; I recommend that the closing letter include the following:

The Self Identification questionnaire should indicate that it is available in alternate formats upon request.

•

Name of Analyst: Sylvie Fortin

Date: 2018/04/06

From: Fortin, Sylvie SY [NC] **On Behalf Of** EE-EME

Sent: May 3, 2018 2:39 PM

To: 'mike.ljubicic@nielsen.com' <mike.ljubicic@nielsen.com>

Cc: 'Maria Hines' <maria.hines@nielsen.com>

Subject: Government of Canada Agreement Number: 061137 – Notification of Compliance with the Federal Contractors Program

Subject: Government of Canada Agreement Number: 061137 – Notification of Compliance with the Federal Contractors Program

Cette information est également disponible en français sur demande.

Dear Michael Ljubicic:

I am writing to inform you that the compliance assessment initiated on January 10th, 2018 has been completed. As a result of the assessment, ACNielsen Company of Canada has been found to be in compliance with the requirements of the Federal Contractors Program (FCP) under the Employment Equity Act.

The purpose of this initial assessment was to verify that your organization has taken steps to achieve employment equity by surveying its workforce, conducting a workforce analysis and setting hiring and promotion goals where gaps in the representation of the designated groups were identified.

Based on a review of the information submitted by your organization, you will find recommendations below for your consideration to ensure the ongoing success of ACNielsen Company of Canada's employment equity program.

- The self-identification questionnaire you used to survey your workforce was missing one requirement. Given that you updated the questionnaire after the survey was completed, we recommend that you inform all your employees that the Self-identification questionnaire is available in alternate formats.

Next Steps

Under the terms of the FCP, your organization will be subject to a subsequent compliance assessment four years after the award date of your initial goods or services contract and every three years thereafter. Future compliance assessments will focus on the achievement of reasonable progress in meeting the goals established in your organization's initial or updated employment equity submission.

When ACNielsen Company of Canada is notified of a subsequent assessment, the following information will be required:

1. Workforce data (Form1 to 6) at the national level.
2. A current workforce analysis; and
3. A completed Achievement Report that includes revised short-term and long-term numerical goals for any remaining gaps in representation.

These documents will allow the Labour Program to assess whether or not reasonable progress has been made since the previous assessment. If reasonable progress has not been made, ACNielsen Company of Canada will be required to demonstrate that it has made reasonable efforts to achieve its goals. We encourage your organization to develop an action plan to ensure that goals will be met.

The FCP does not prescribe measures to be undertaken. Each federal contractor is encouraged to implement employment equity in ways that are meaningful and relevant to their organization. Evidence of reasonable efforts could include:

- the implementation of initiatives to foster a diverse and inclusive workplace;
- measures to remove employment barriers;
- tailored programs to attract and retain designated group members in areas where they are under-represented; and
- the establishment of accountability mechanisms supported by senior management to ensure that goals are met.

You may also visit our website to access a number of tools. In particular, we encourage your organization to continue using the Workplace Equity Information Management System (WEIMS). WEIMS can assist you in generating your workforce analysis and contains other data analysis tools, including the Achievement Report, as well as a series of training modules.

Should you require any further information regarding your organization's obligations under the FCP, please contact us by email at ee-eme@hrscd-rhdcc.gc.ca.

Your cooperation during the course of this compliance assessment was appreciated and we wish BGRS Limited continued success in achieving a diverse and inclusive workplace.

Sincerely,

Workplace Equity Team

Workplace Equity Division, Labour Program
Employment and Social Development Canada / Government of Canada
ee-eme@hrscd-rhdcc.gc.ca



Joignez-vous au **Forum de l'équité, la diversité et l'inclusion en milieu de travail (FEDIMT)** en ligne, un espace collaboratif pour employeurs. Envoyez-nous un courriel pour vous joindre!
Join the online **Workplace Equity, Diversity and Inclusion Forum (WEDIF)**, a collaborative space for employers. Send us an email to join!