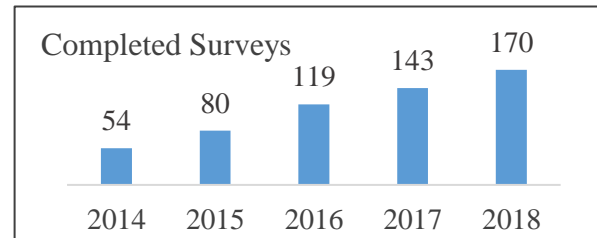


Thank you to all participants, partners and supporters of the 5th annual EmployerOne Survey!

EmployerOne is a community-wide survey that gathers information directly from local employers. Survey results provide insight into local workforce needs and help to identify trends. Local business and job seekers use this data for workforce and career planning.



ACTION PLAN ITEMS for COMMUNITY WORKFORCE DEVELOPMENT can be gleaned from each EmployerOne Survey. This year, survey results indicate 3 items remain a priority:

- 1. Businesses, particularly small in size, would benefit from learning about recruitment planning practices and job seekers would benefit from continuous networking.** Local businesses have a limited reach to qualified candidates. Using personal contacts continues to be the number one recruitment method; and yet, almost 40% of participating businesses had a difficult time filling at least one position (or still have vacancies).
- 2. Increasing awareness of local labour market information (i.e. available jobs, education pathways, etc...) among job seekers and students would help balance labour supply with labour demand in Sarnia Lambton.** Not enough applicants and lack of qualifications are reasons participating employers give for hard-to-fill positions. Postsecondary education (apprenticeship/trade certification, college diploma, university degree, or professional accreditation or graduate degree) is required for the majority of new hires in participating businesses.
- 3. Increasing awareness of soft skills among job seekers would help them to gain and retain employment.** Soft skills continue to be a main priority for local employers. Work ethic and customer service have been ranked in the top 3 competencies by participating businesses for the last 4 years.

The information in this report is based on the 170 businesses that participated in the 2018 survey. The results are not representative of *all* local businesses.

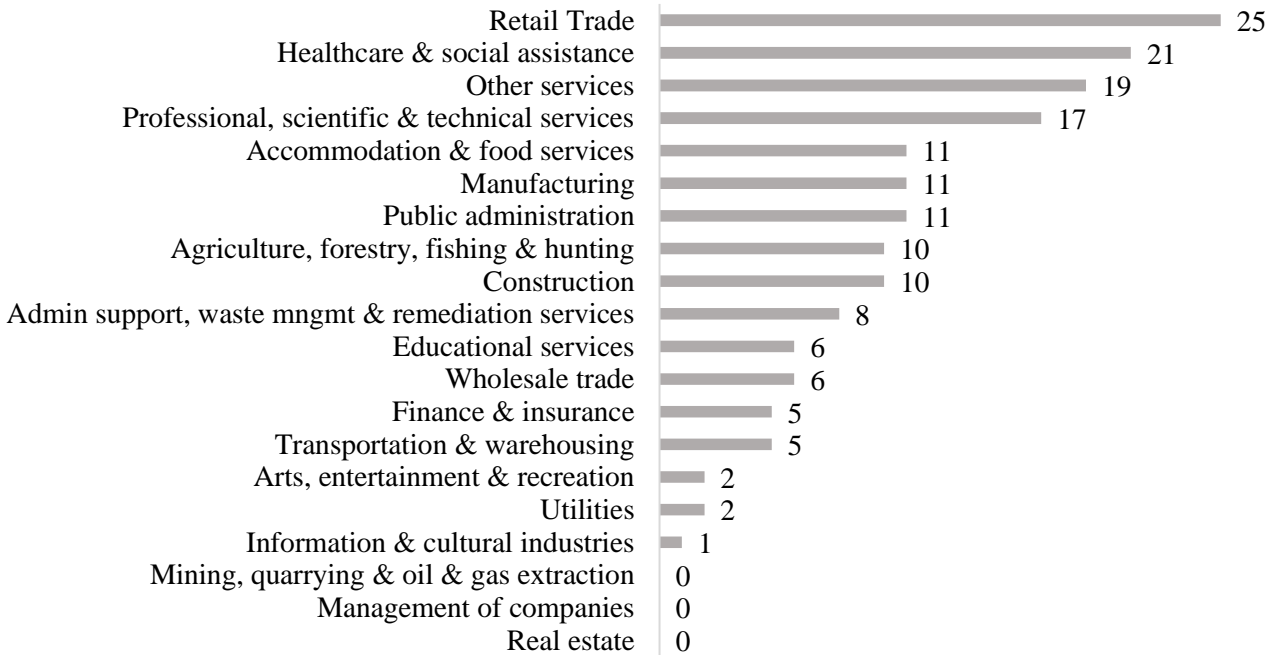
For more information about the EmployerOne Survey, please contact SLWDB at (519) 332-0000 or info@slwdb.org.

CHARACTERISTICS of PARTICIPATING BUSINESSES

170 businesses completed the 5th annual EmployerOne Survey in Sarnia Lambton. Together, they employ a total of 7,426 employees. The table below shows the breakdown by employee size.

Number of Employees						
<10	10-19	20-49	50-99	100-199	200-499	500+
51%	16%	17%	8%	4%	3%	2%

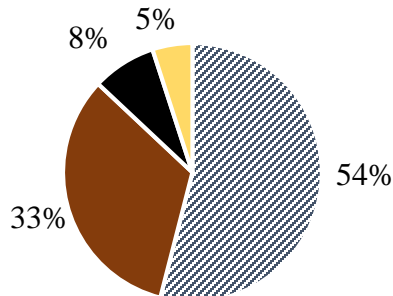
Participating Businesses by Industry



61% of participating businesses are located in Sarnia; 39% of participating businesses are located outside of the city

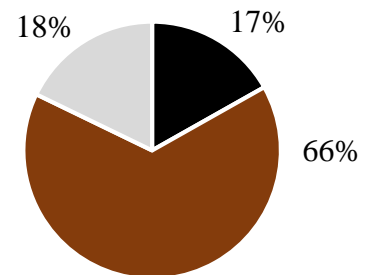
10% of participating businesses were established within the past 5 years

Workforce by Employment Status



- ▨ Permanent full-time (30 hours or more per week)
- Permanent part-time (less than 30 hours per week)
- Seasonal
- Contract

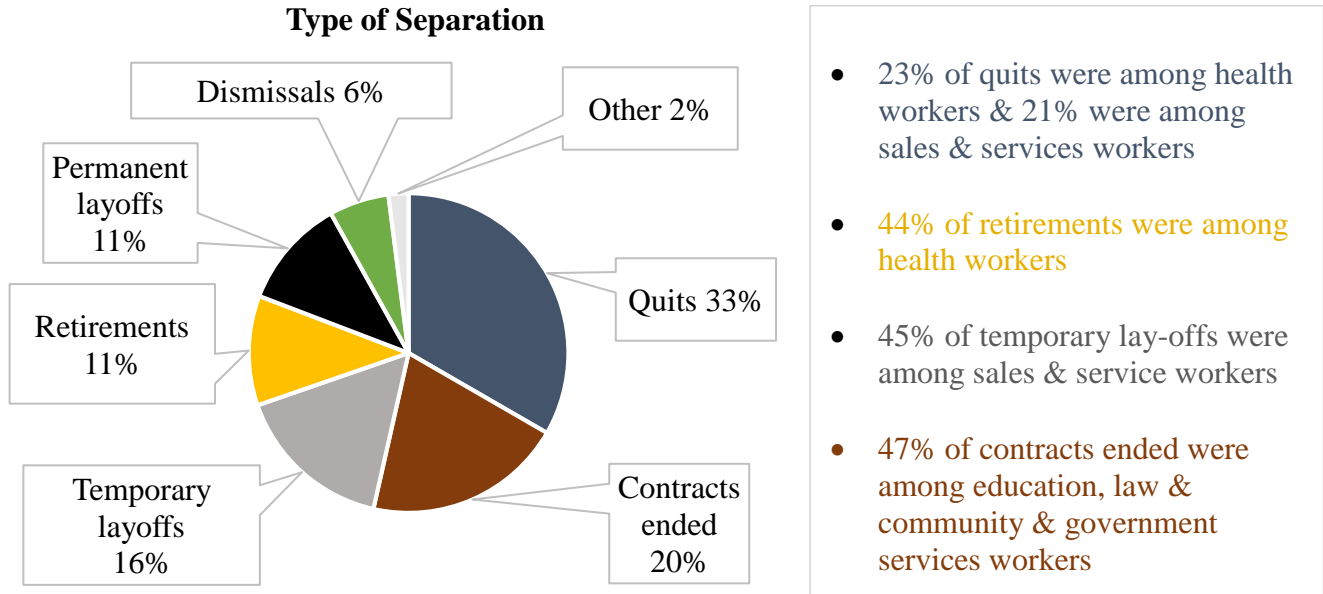
Workforce by Age



- <25 years
- 25-54 years
- 55 years or older

SEPARATION of EMPLOYEES in 2017

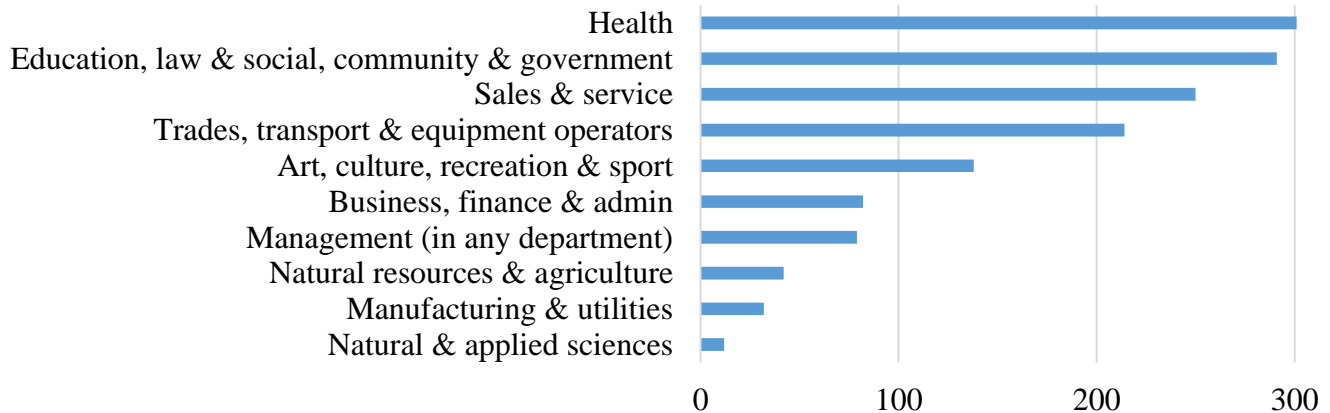
69% of participating businesses reported a separation in 2017 with a grand total of 1,117 employees leaving local employers. Almost ½ of the total separations in 2017 resulted from a combination of contracts ending and layoffs (permanent or temporary).



HIRING of EMPLOYEES in 2017

75% of participating businesses reported hiring at least 1 worker in 2017 with a grand total of 1,441 hires. Twenty percent of these new hires were recent post-secondary graduates (who graduated within the last 2 years).

2017 Hires by Job Category



New hires by employment type:

25% of new hire positions were reported as permanent full-time, 27% permanent part-time, 14% contract, 19% seasonal and 15% were unspecified.

Top Hires in 2017

Participating businesses were asked to select up to 3 jobs for which they hired the most employees in 2017. Jobs listed below saw at least 10 or more positions filled.



Health

Professional occupations in nursing

Assisting occupations in support of health services (possible examples: unit helpers, dental assistants)



Trades, transport & equipment operators

Trades helpers & labourers

Other installers, repairers & servicers

Contractors and supervisors, industrial, electrical and construction trades and related workers

Other construction trades



Natural resources & agriculture

Agriculture & horticulture workers

Harvesting, landscaping & natural resources labourers



Sales & service

Retail salespersons

Occupations in food & beverage (e.g. servers)

Chefs & cooks



Business, finance & administration

Finance, insurance & related business administrative occupations (possible example: bookkeepers)

Office administrative assistants (general, legal, medical)



Art, culture, recreation & sport

Athletes, coaches, referees & related occupations



Education, law & social, community & government services

Social & community service professionals (e.g., social workers)



Manufacturing & utilities

Labourers in processing, manufacturing & utilities

Management

Managers in health care

Managers in construction and facility operation and maintenance

Hiring Challenges in 2017

39% of participating businesses reported at least one hard-to-fill position in the last 12 months. Jobs reported by more than one business include:



Business, finance & administration

Finance, insurance & related business administrative (possible example includes bookkeepers)
General office workers
Administrative services supervisors



Education, law & social, community & government services

Social & community service professionals (example might include social workers)



Health

Other technical occupations in health care (e.g., registered practical nurses, massage therapists)



Natural & applied sciences

Computer & information systems professionals



Trades, transport & equipment operators

Electrical trades & electrical power line & telecommunications workers
Machinery & transportation equipment mechanics (except motor vehicle)
Trades helpers & labourers



Sales & service

Chefs & cooks
Retail salespersons
Other service support
Occupations in food & beverage service
Food counter attendants, kitchen helpers & related support occupations

Management (in any department)

Managers in engineering, architecture, science & information systems
Managers in food service & accommodation
Managers in manufacturing & utilities
Corporate sales managers
Managers in agriculture, horticulture & aquaculture
Managers in financial & business services

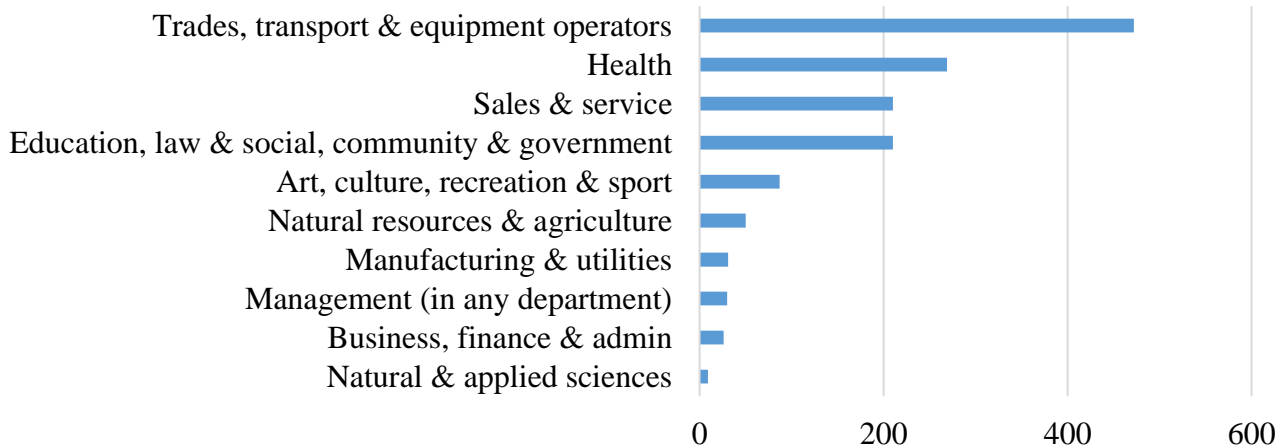
Top ranked reasons why positions were hard-to-fill, according to participating businesses:

1. Not enough applicants
2. Lack of qualifications (education level/credentials)
3. Lack of motivation, attitude, or interpersonal abilities
4. Lack of work experience
5. Lack of technical skills

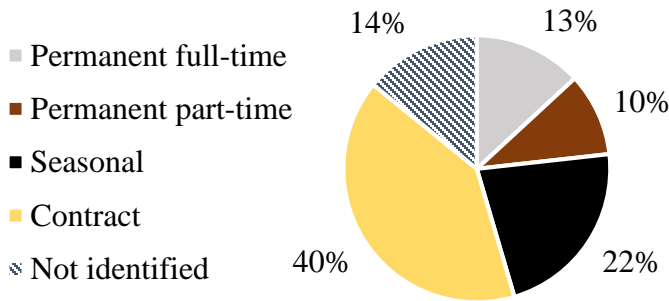
PLANNED HIRES for 2018

58% of participating businesses planned on hiring someone in 2018 with a grand total of 1,394.

Planned Hires by Job Category



Planned Hires by Employment Status



- 87% of planned trades jobs are expected to be contract
- 61% of sales & service jobs are expected to be seasonal
- About 80% of education, law & social, community & government jobs are expected to be either contract or seasonal positions

The main reasons why participating employers expect hiring in 2018:

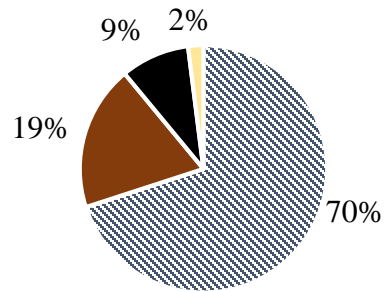
- to fill a vacancy/replacement
- expansion
- seasonal

RECRUITMENT

Ranked top 6 recruitment methods:

1. Personal contacts/word of mouth/referrals/informal networks
2. Online job boards/postings
3. Social media
4. Company’s own internet site
5. Government employment centres or websites
6. Unsolicited resumes

Geographic Areas Targeted



- ⊗ Within the local area (Sarnia Lambton)
- Provincially
- Nationally
- Internationally

- The use of personal contacts was the #1 recruitment method by participating businesses in past surveys (2014-2017)
- About 1 in 4 participating businesses received assistance from a free employment service agency for recruiting employees
- 12% percent of participating businesses used a paid recruitment agency

SKILLS, TRAINING and EDUCATION REQUIREMENTS

How participating businesses rate the availability of qualified workers in Sarnia Lambton:

		2018 results	2017 results	2016 results	2015 results	2014 results
Excellent	☆☆☆	8%	7%	15%	8%	11%
Good	☆☆	38%	46%	51%	45%	48%
Fair	☆	35%	33%	26%	30%	34%
Poor	☆	19%	14%	7%	18%	7%

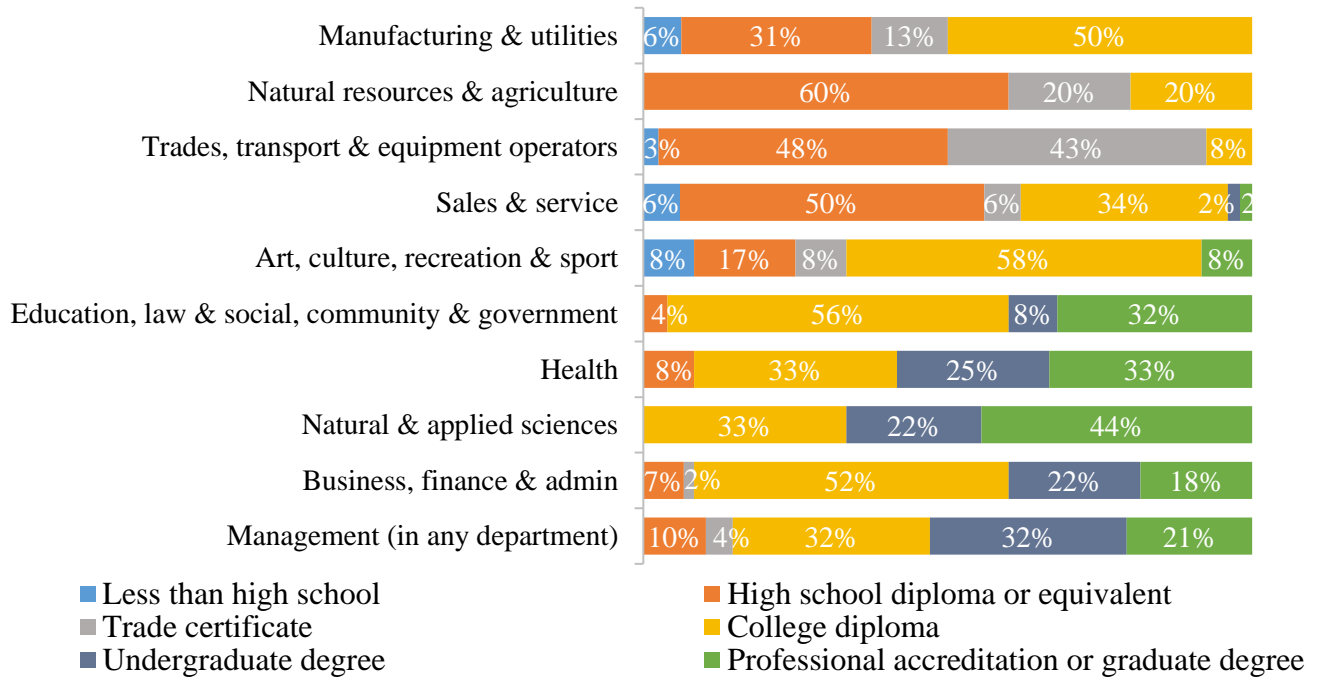
- Ranking of availability of qualified workers as fair or poor has gone up slightly in 2018
 - Businesses with hard-to-fill jobs, over the last 12 months, most frequently reported “not enough applicants” followed by “lack of qualifications (education)” as the reason
 - It might be possible that an employers’ recruitment methods (e.g. #1 preferred method is personal contacts) might limit the reach to qualified candidates.
 - Lower local unemployment rates might suggest that more individuals are already employed and therefore less likely to be available for work now.

The chart on the following page shows the education level preferred for new hires by job category.

- 3 out of 4 new hires were required to have postsecondary education

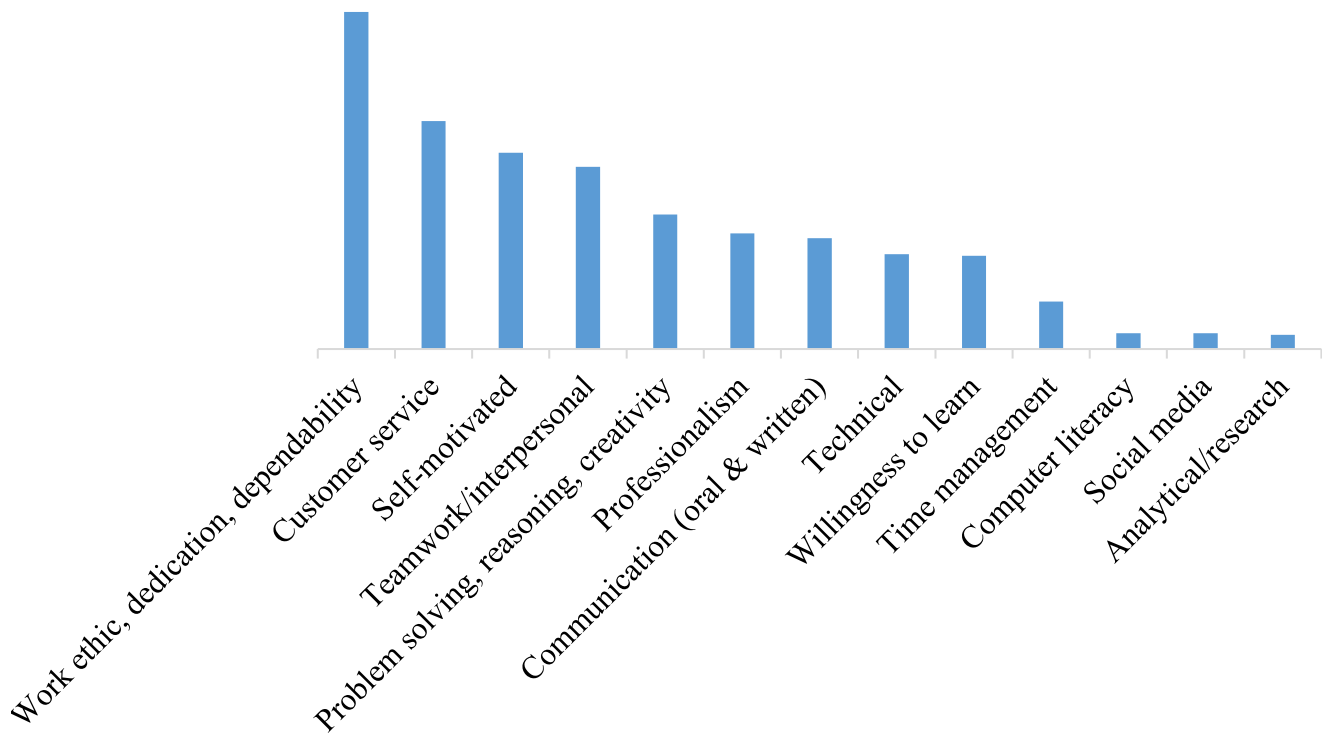
Postsecondary education includes apprenticeship/trade certification, college diploma, university degree, or professional accreditation or graduate degree.

Education Level Preferred for New Hires by Occupational Categories



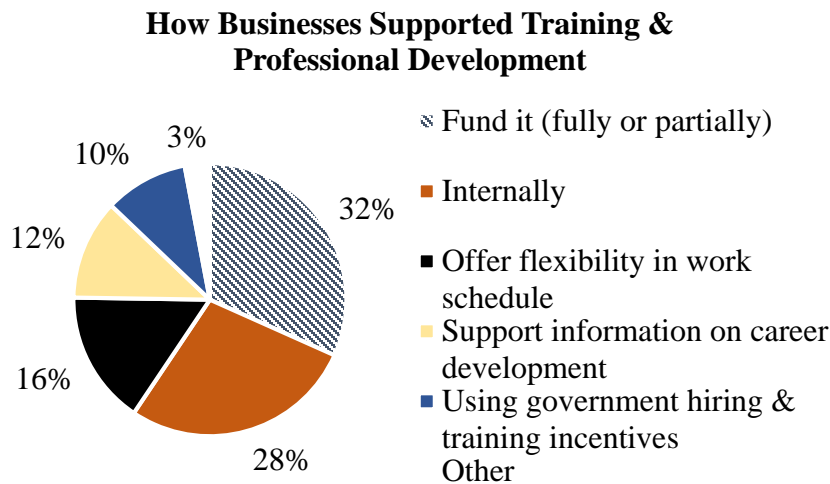
Other Skills Required: Top Competencies

Employers were asked to rank the top three competencies for employees. Work ethic and customer service have consistently ranked in the top 3 from 2015-2018.



TRAINING for EMPLOYEES

76% of participating businesses reported being able to provide or support professional development or training for employees in 2017:



Top Types of Training:

1. Health & safety
2. New employee orientation
3. Technical skills
4. Soft skills
5. Professional qualifications

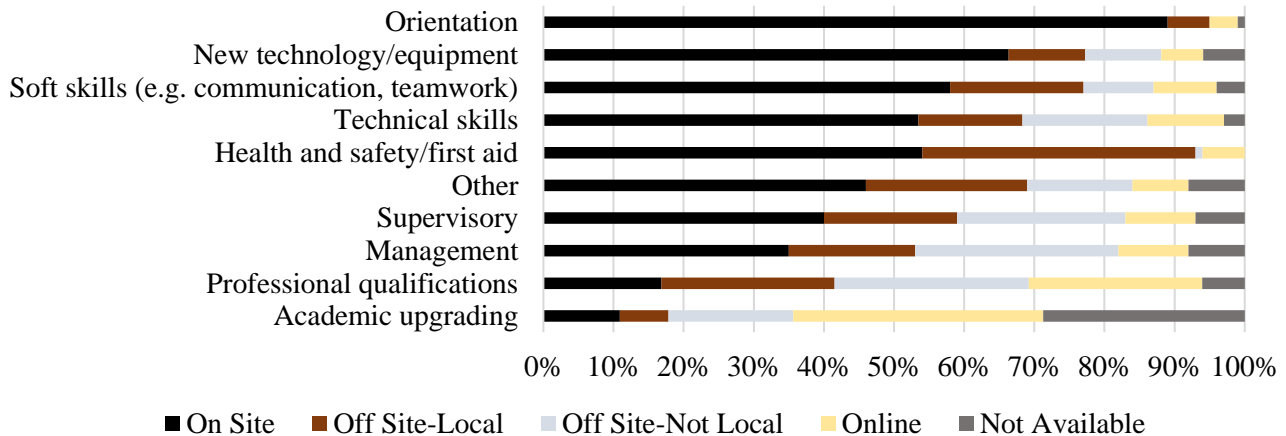
Occupations Most Frequently Trained:

1. Sales & service
2. Trades
3. Education, law & social, community & government
4. Business, finance & admin
5. Management

Access to Training Needed for Employees

Most of the training needed for employees of participating businesses was provided locally. The chart below shows where most of the training needed was offered by type of training.

Training Needed & Location Offered



Top Barriers to Employees Receiving Ongoing Training and Education

1. Cost
2. Loss of productivity during training time
3. Relevant training is not offered locally
4. Losing trained employees to other businesses
5. Awareness of existing training programs

The top 3 reported barriers have remained the same in the 2015 through 2018 surveys.

Workplace Wellness Program Participation?

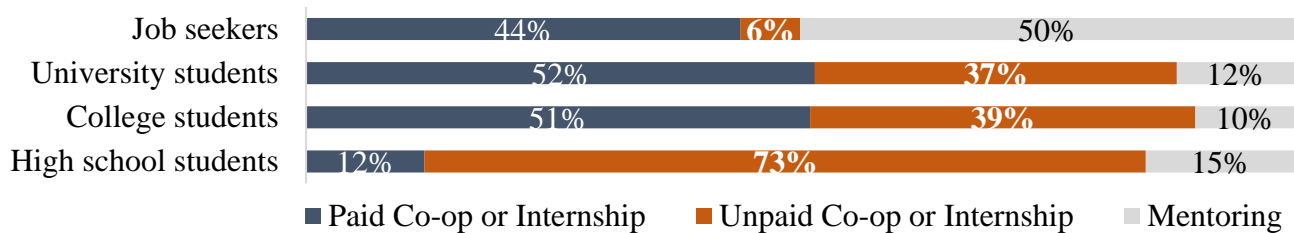
41% of participating businesses reported yes.

Apprenticeship Training was provided by 27 of participating businesses in the last 12 months. Apprenticeships included:

- automotive
- boilermaker
- carpentry*
- cook*
- child development practitioner*
- electrical*
- hairstylist
- heavy equipment mechanic
- information technology
- instrumentation
- machinist*
- millwright*
- motive power technician
- plumber*
- steamfitter*
- power line technician
- process operator
- R.V. technician
- Refrigeration
- sheet metal

Notes: apprenticeships marked with an asterisk (*) had more than one business provide training. The list is comprised of a mix of compulsory and voluntary trades.

Workplace Relevant Training to Students and Future Workers



- paid co-op or internships are the most typical form of workplace training for college and university students
- unpaid co-op or internships are the most common form of workplace training for high school students
- The workplace relevant training offered the least in 2017 for job seekers was unpaid co-op or internships

SUMMARY of 2018 KEY FINDINGS

- 170 businesses completed the survey
- Job categories with the most hires in 2017 included:
 - health
 - education, law & social, community & government
 - sales & service
 - trades, transport & equipment operators
- Almost 40% of participating businesses reported having a hard-to-fill position in 2017
- Top planned hires for 2018 include jobs in:
 - Trades, transport & equipment operators
 - Health
 - Sales & service
 - Education, law & social, community & government
- The majority of these planned hires (62%) are expected to be contract or seasonal positions
- Top method of recruitment reported by employers: personal contacts/word of mouth referrals/informal networks
- The geographic area most employers target for recruitment: local, Sarnia Lambton area
- Postsecondary education was required for 3 out of 4 new hires in 2017
- Employers ranked work ethic, customer service and self-motivation as top competencies for their employees
- 76% of participating businesses provided training for employees in 2017: the most common being health & safety and new employee orientation

Please give us your feedback on our EmployerOne 2018 Results Report by answering a 4 question survey.

Survey link: <https://www.surveymonkey.com/r/R2G5B7Z>

Thank you again!

We look forward to your participation next year in the 2019 EmployerOne Survey!