



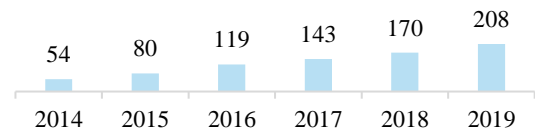
2019 Results Sarnia Lambton



Thank you to all participants, partners and supporters of the 6th 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 businesses and job seekers use this data for workforce and career planning.

Completed Surveys



ACTION PLAN ITEMS for COMMUNITY WORKFORCE DEVELOPMENT

This year's survey results indicate three items that remain a priority:

1. The number one **recruitment practice** used by employers continues to be using personal contacts/word of mouth. However, around 43% of participating businesses had a difficult time filling at least one position (or still have vacancies) and 58% indicated that they plan on hiring throughout the next 12 months. Thus, information on recruitment strategies (e.g., other strategies or diversification of strategies) may be useful for employers.
2. Related to **hiring practices**, the top reasons why jobs were hard to fill were due to not enough applicants for the position, lack of qualifications (e.g., education or credentials), and lack of work experience. Providing employers with data on the educational attainment of Sarnia-Lambton's workforce would give insight on characteristics and skills of the local labour force and may start to help bridge the gap between employer expectations and qualifications of the workforce.
3. The **top competencies of employees** (as ranked by employers) were work ethic/dedication/dependability, customer service, and being self-motivated. Customer service and work ethic have been in the top three competencies over the past five years. Thus, promoting awareness on the importance of soft skills for those entering and those already in the workforce is vital.

The information in this report is based on the 208 businesses that participated in the 2019 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.



This project is funded in part by the Government of Canada and the Government of Ontario.



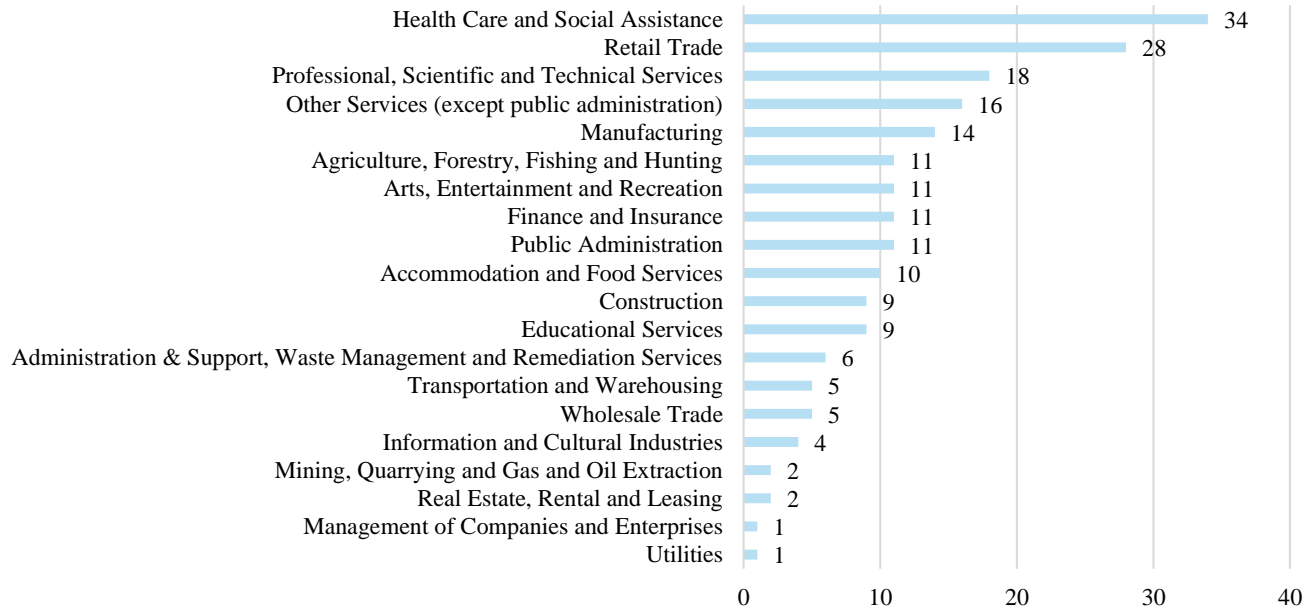
The views expressed in this report are those of SLWDB and do not necessarily reflect those of the Province.

CHARACTERISTICS of PARTICIPATING BUSINESSES

208 businesses completed the 6th annual EmployerOne Survey in Sarnia Lambton. Together, they employ a total of 9,956 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+
47%	20%	15%	9%	3%	4%	1%

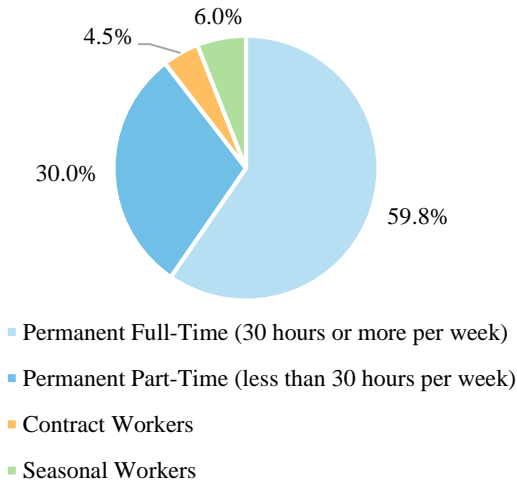
Participating Businesses by Industry



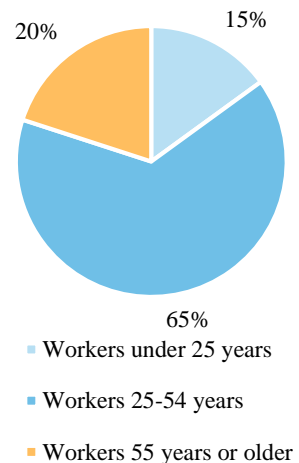
59% of participating businesses are located in Sarnia; **41%** of participating businesses are located outside of the city

8% of participating businesses were established within the past 5 years

Workforce by Employment Status

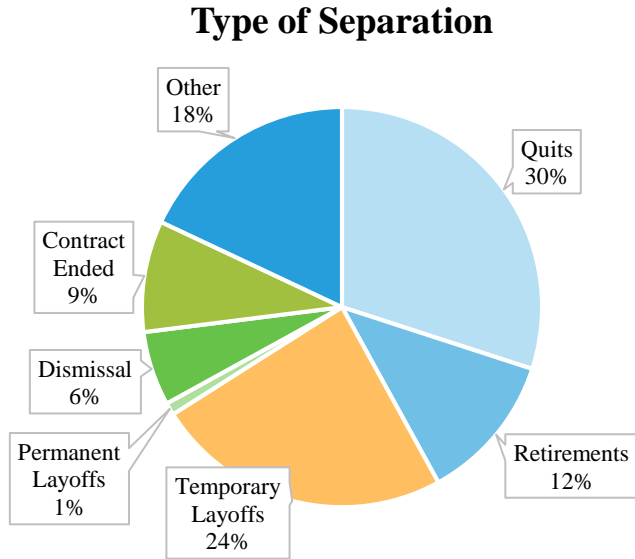


Workforce by Age



SEPARATION of EMPLOYEES in 2018

69.2% of participating businesses reported a separation in 2018 with a grand total of 1,268 employees leaving local employers. Over half of the total separations in 2018 resulted from a combination of quits (30.3%) and temporary layoffs (24.2%).

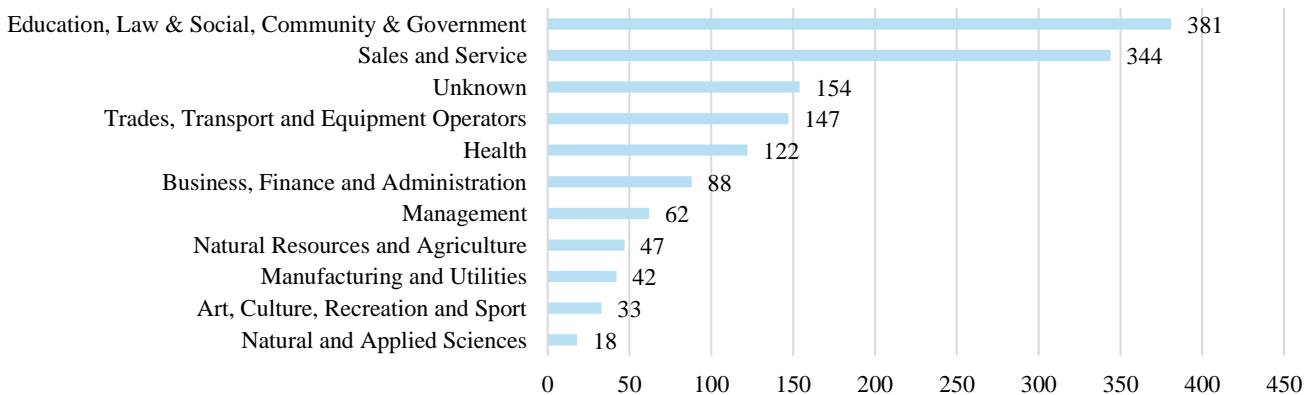


- **28%** of quits were among education, law & social, community & government services workers
- **40%** of retirements were among health workers
- **35%** of temporary layoffs were among sales and service workers
- **46%** of contracts ended were among sales and service workers

HIRING of EMPLOYEES in 2018

79% of participating businesses reported hiring at least one worker in 2018 with a grand total of 1,438 hires. Approximately 28% of these new hires were recent post-secondary graduates (who graduated within the last two years).

Planned Hires by Job Category



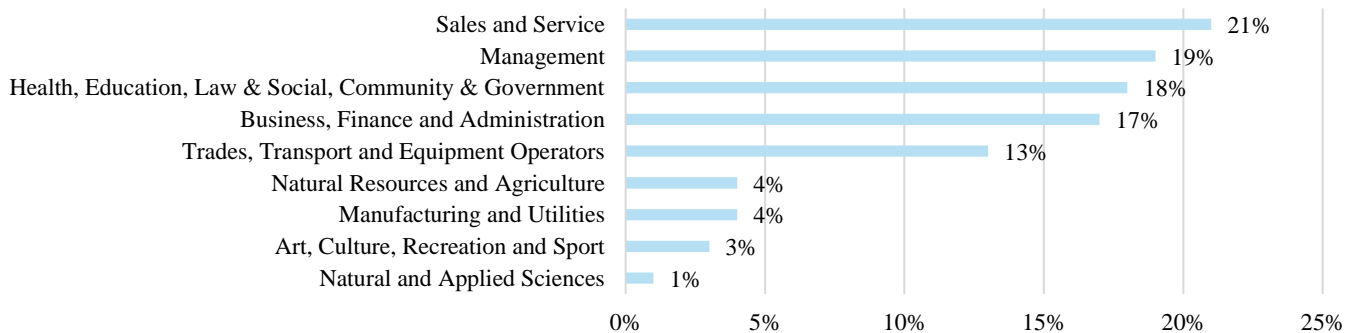
New hires by employment type:

38% of new hire positions were reported as permanent full-time, 26% permanent part-time, 6% contract, 19% seasonal and 11% were unspecified.

Top Hires in 2018

Participating businesses were asked to select up to three jobs for which they hired the most employees in 2018. At the broadest level, the most important hires were for occupations in sales and service and management positions. However, employers also hired a significant number of employees in Health, Education, Law & Social, and Community & Government as well as Business, Finance and Administration.

Important Hires, 2018



At a deeper level of occupational classifications, the most common occupations for hiring ranged across a variety of sectors. Each of these occupations were mentioned at least five times:



Health

- Assisting occupations in support of health services
- Professional occupations in nursing



Sales and Service

- Chefs and cooks
- Food counter attendants, kitchen helpers and related support occupations
- Occupations in food & beverage (e.g. servers)
- Other service support and related occupations
- Retail salespersons
- Tourism and amusement services occupations



Trades, Transport and Equipment Operators

- Contractors and supervisors, industrial, electrical, and construction trades and related workers
- Other installers, repairers & servicers
- Motor vehicle and transit drivers



Natural Resources and Agriculture

- Agriculture & horticulture workers



Management

- Administrative services managers
- Corporate sales managers
- Managers in engineering, architecture, science and information systems



Business, Finance and Administration

- General office workers
- Office administrative assistants



Manufacturing and Utilities

- Labourers in processing, manufacturing & utilities



Education, Law & Social, Community & Government Services

- Social & community service professionals
- Home care providers and educational support occupations

Hiring Challenges in 2018

43% of participating businesses reported at least one hard-to-fill occupation in the last 12 months. Hard-to-fill occupations reported by more than two employers include:



Business, Finance and Administration

- Administrative & regulatory occupations
- Auditors, accountants & investment professionals
- General office workers
- Office administrative assistants – general, legal & medical



Education, Law & Social, Community & Government Services

- Social & community service professionals (example might include social workers)
- Secondary & elementary school teachers & educational counsellors
- Policy & program researchers, consultants & officers



Health

- Professional occupations in nursing
- Home care providers & educational support occupations



Trades, Transport and Equipment Operators

- Automotive service technicians
- Machining, metal forming, shaping & erecting trades
- Other installers, repairers & servicers



Sales and Service

- Chefs & cooks
- Retail salespersons
- Sales & account representatives in wholesale & retail trade
- Technical sales specialists in wholesale trade, retail & wholesale buyers



Management (in any department)

- Managers in agriculture, horticulture & aquaculture
- Managers in customer and personal services
- Managers in financial & business services
- Retail and wholesale trade managers



Natural Resources and Agriculture

- Agriculture & horticulture workers

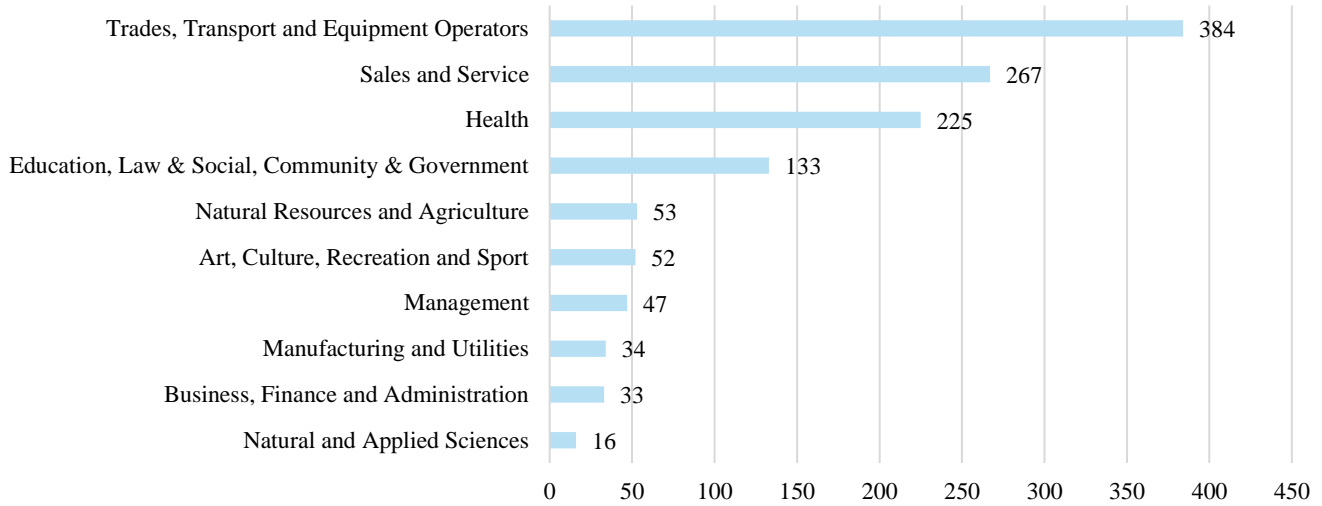
Top ranked reasons why positions were hard-to-fill, according to participating businesses:

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

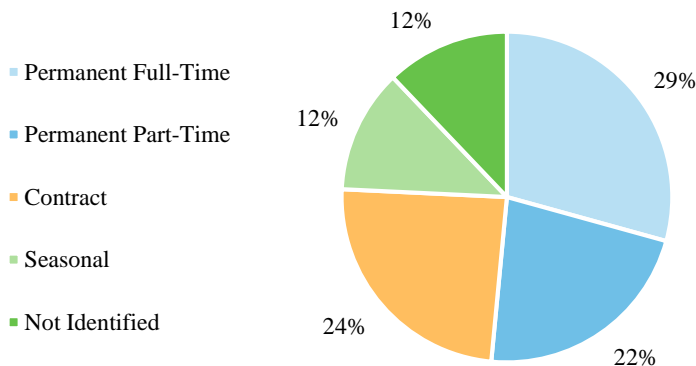
PLANNED HIRES for 2019

58% of participating businesses planned on hiring someone in 2019 with a grand total of 1,244 expected hires.

Planned Hires by Job Category



Planned Hires by Employment Status



- **57%** of planned trades jobs are expected to be contract
- **28%** of sales & service jobs are expected to be seasonal
- About **21%** 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 2019:

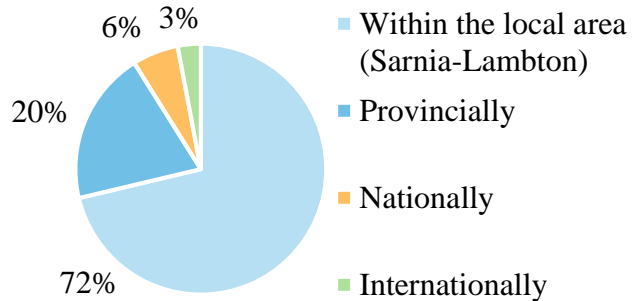
- To fill a vacancy/replacement
- Seasonal
- Expansion
- Retirements

RECRUITMENT

Ranked top 5 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

Geographic Areas Targeted



- The use of personal contacts was the #1 recruitment method by participating businesses in past surveys (2014-2018)
- About 23% of 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:

		2019 Results	2018 Results	2017 Results	2016 Results	2015 Results	2014 Results
Excellent	★★★	6%	8%	7%	15%	8%	11%
Good	★★	38%	38%	46%	51%	45%	48%
Fair	★	42%	35%	33%	26%	30%	34%
Poor	☆	14%	19%	14%	7%	18%	7%

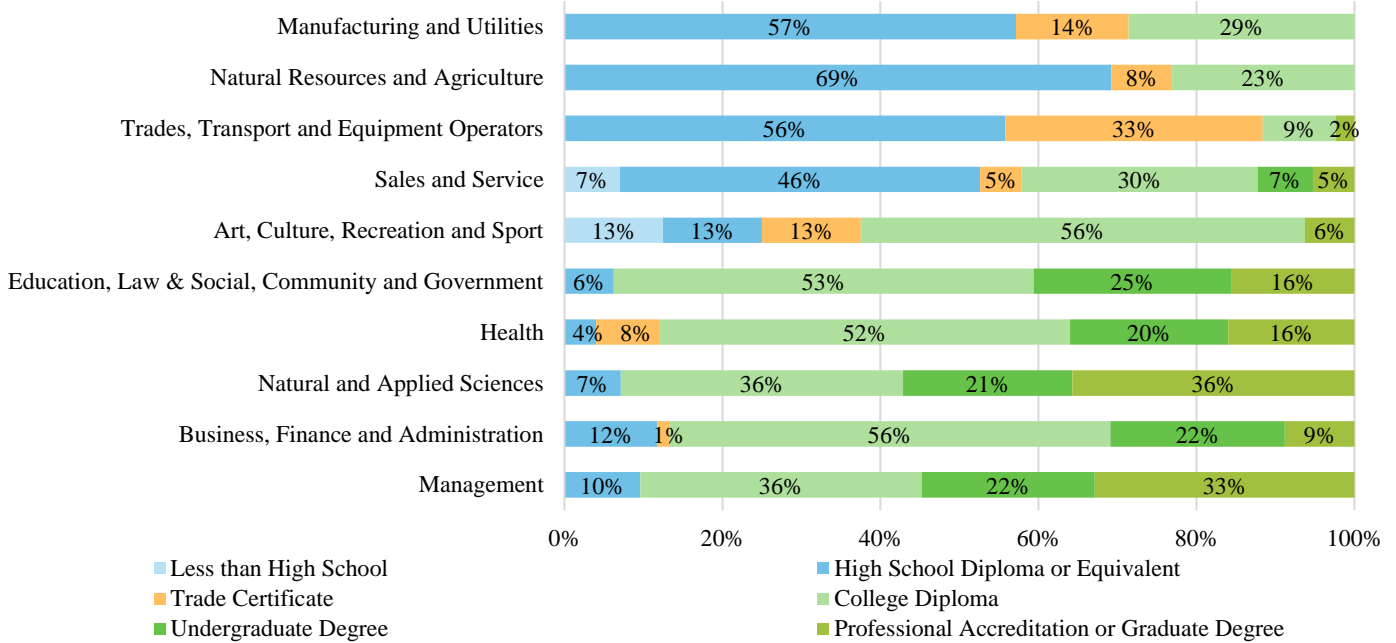
- Ranking of availability of qualified workers as fair has gone up slightly in 2019
 - Businesses with hard-to-fill jobs, over the last 12 months, most frequently reported “not enough applicants” followed by “lack of qualifications (education)” as the reason
 - It might be possible that an employers’ recruitment methods (e.g. #1 preferred method is personal contacts) might limit the reach to qualified candidates

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

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

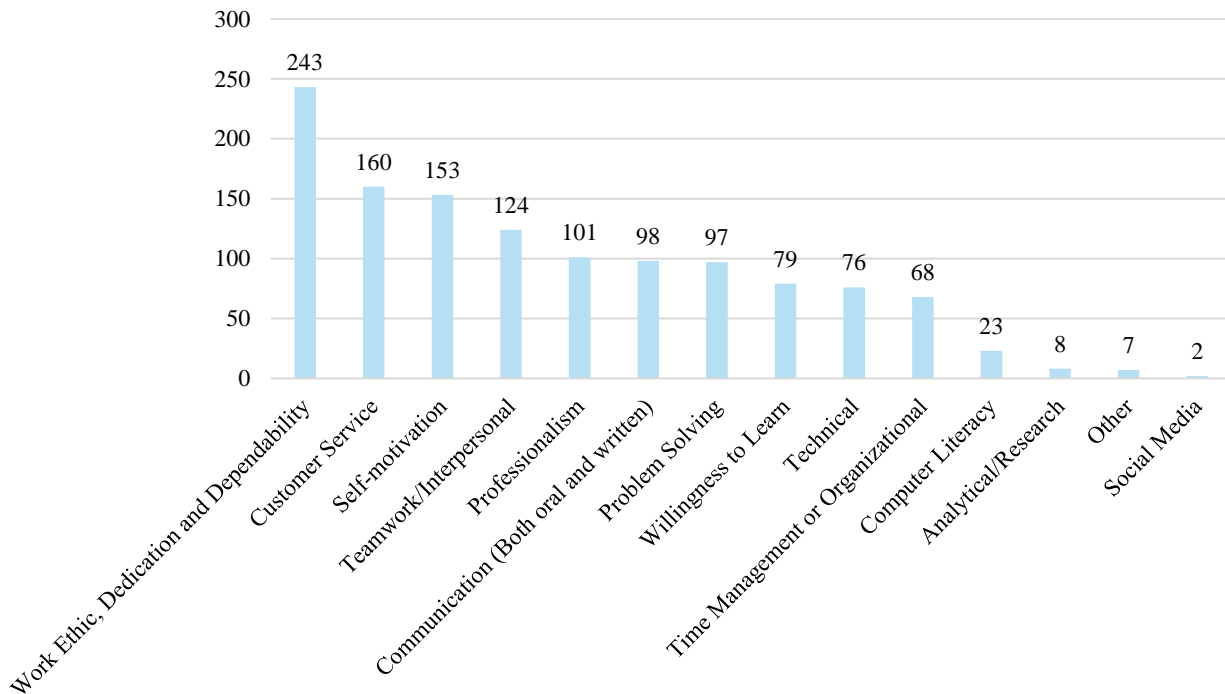
Postsecondary education includes apprenticeship/trade certification, college diploma, university degree, professional accreditation or graduate degree.

Education Level Preferred for New Hires by Occupational Categories



Other Skills Required: Top Competencies

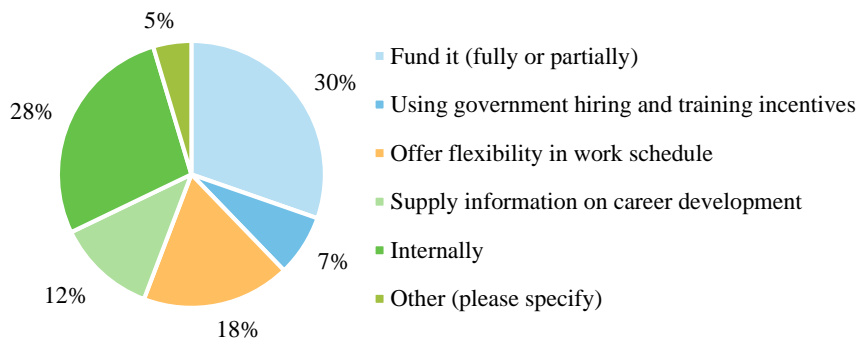
Employers were asked to rank the top three competencies for employees. Work ethic and customer service have consistently ranked in the top 3 from 2015-2019.



TRAINING for EMPLOYEES

80% of participating businesses reported being able to provide or support professional development or training for employees in 2018:

How Businesses Supported Training & Professional Development



Top Types of Training:

1. Health & Safety
2. New employee orientation
3. Technical skills
4. Professional qualifications
5. Soft skills (e.g., communication, teamwork)

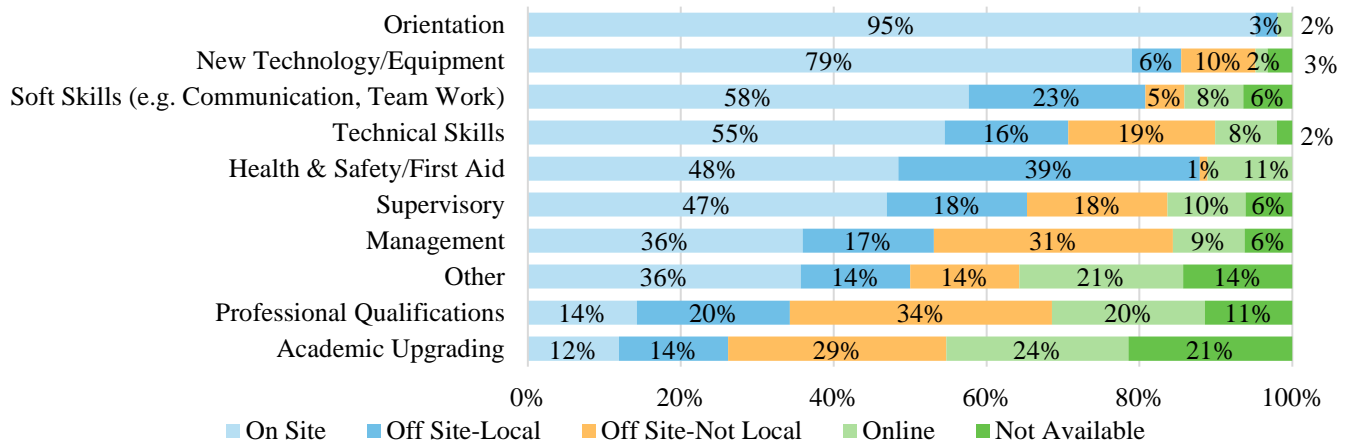
Occupations Most Frequently Trained:

1. Sales & service
2. Education, law & social, community & government
3. Trades, transport & equipment operators
4. Health
5. Business, finance & admin

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. Distance to travel to facility

The top 3 reported barriers have remained the same in the 2015 through 2019 surveys.

Workplace Wellness Program Participation?

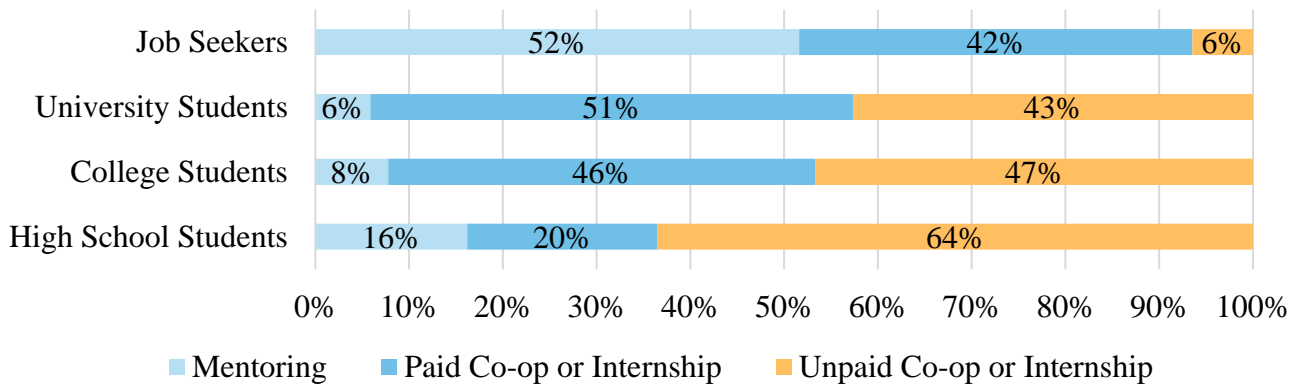
43.8% of participating businesses reported yes.

Apprenticeship Training was provided by 28 participating businesses in the last 12 months. Apprenticeships included:

- Automotive*
- Boilermaker
- Brewer
- Carpenter
- Chef/Cook
- Child & Family Resource Centre Programs
- Civil
- Early Childhood Educator
- Electrician*
- Engineer
- Esthetician
- Gas Fitter
- I.T. Tech
- Instrumentation/Electrical*
- Machinist*
- Millwright*
- Mechanic*
- Metal Worker*
- Pipefitter
- Process Operator
- Recreational Therapist
- Refrigeration
- Social Services Worker*
- Teacher
- Truck Driver
- Welder

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



Workplace Relevant Training to Students and Future Workers

- Paid co-op or internships are the most typical form of workplace training for university students
- Unpaid co-op or internships are the most common form of workplace training for high school or college students
- The workplace relevant training offered the most in 2018 for job seekers was mentoring

SUMMARY of 2019 KEY FINDINGS

- 208 businesses completed the survey
- Job categories with the most hires in 2018 included:
 - Education, Law & Social, Community & Government
 - Sales & Service
 - Trades, Transport and Equipment Operators
 - Health
- Almost 45% of participating businesses reported having a hard-to-fill position in 2018
- Top planned hires for 2019 include jobs in:
 - Trades, Transport and Equipment Operators
 - Sales & Service
 - Health
 - Education, Law & Social, Community & Government
- The majority of these planned hires (51%) are expected to be permanent full- or part-time positions
- The 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 almost 3 out of 4 new hires in 2018
- Employers ranked work ethic, customer service and self-motivation as top competencies for their employees
- Almost 80% of participating businesses provided training for employees in 2018: the most common being health & safety and new employee orientation

Please give us your feedback on our EmployerOne 2019 Results Report by answering a 4-question survey.

Survey link: <https://www.surveymonkey.com/r/DVWRG6H>

Thank you again!

We look forward to your participation next year in the 2020 EmployerOne Survey!