



SARNIA LAMBTON WORKFORCE DEVELOPMENT BOARD

 **EMPLOYER** *one*
survey

2020 RESULTS

Your Workforce. Our Future.

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The views expressed in this publication are the views of the Sarnia Lambton Workforce Development Board and do not necessarily reflect those of the Province. The Government of Ontario and its agencies are in no way bound by the recommendations contained in this document.



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

Executive Summary

The EmployerOne Survey is a community-wide survey that gathers information directly from local employers, to help local employers with local workforce needs and identifying trends. This report provides job seekers and employers with data on local hiring trends and recruitment methods for future and career planning.

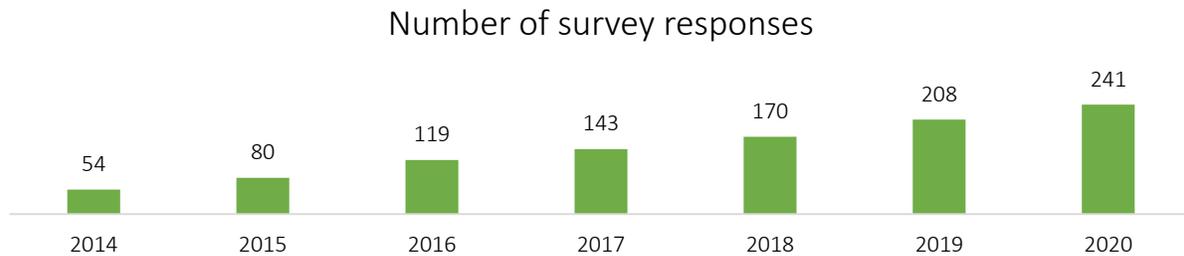


Figure 1

In 2019, there was an increase in employer participation, especially in the Manufacturing and Construction sectors. There were also a greater number of large businesses that took part, primarily in the Healthcare and social assistance industry. It is anticipated that the 2021 survey will have even greater participation from businesses to allow for a more accurate picture of local workforce trends.

The employers who participated in this year's survey hired 3,000 new and/or existing positions, over half of which were contract, seasonal, or casual. Despite this large number of new hires, many employers reported having a hard-to-fill position and offered suggestions regarding why positions were hard-to-fill. As almost 75% of employers experienced a loss of staff, it was not surprising that employers reported having a concern about retaining employees. Many employers offered strategies to retain qualified workers.

Employers took steps to recruit qualified candidates and the majority of employers reported that the availability of qualified workers was good or fair. Employers once again identified key competencies they are looking for in employees with the greatest skill being essential 'soft' skills. Furthermore, over half of employers indicated they do not have a succession plan in place.

We invite your feedback on all publications produced by SLWDB. Additional information can be obtained by contacting:

Mikelle Bryson-Campbell, Interim Executive Director
Sarnia Lambton Workforce Development Board
St. Clair Corporate Centre
265 Front Street North, Suite 504
Sarnia, Ontario N7T 7X1
(519) 332-0000
mikelle.bryson.campbell@slwdb.org

Characteristics of Employers

There was a total of 241 employers who completed the 7th annual EmployerOne Survey. Of those employers, 93% were pre-existing businesses in Lambton, while 7% were business startups. There was a decrease in feedback received from employers in Healthcare and social assistance in 2020 compared to the 2019 survey, while there was an increased response from employers in Manufacturing and Construction.

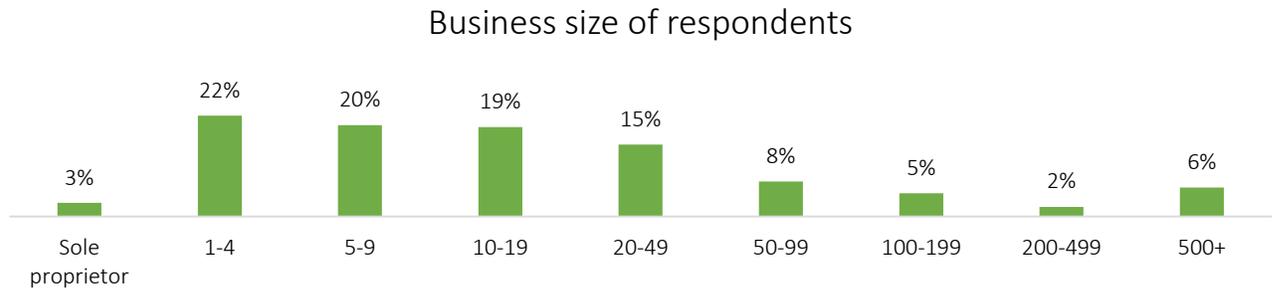


Figure 2

Breakdown of participating business by industry

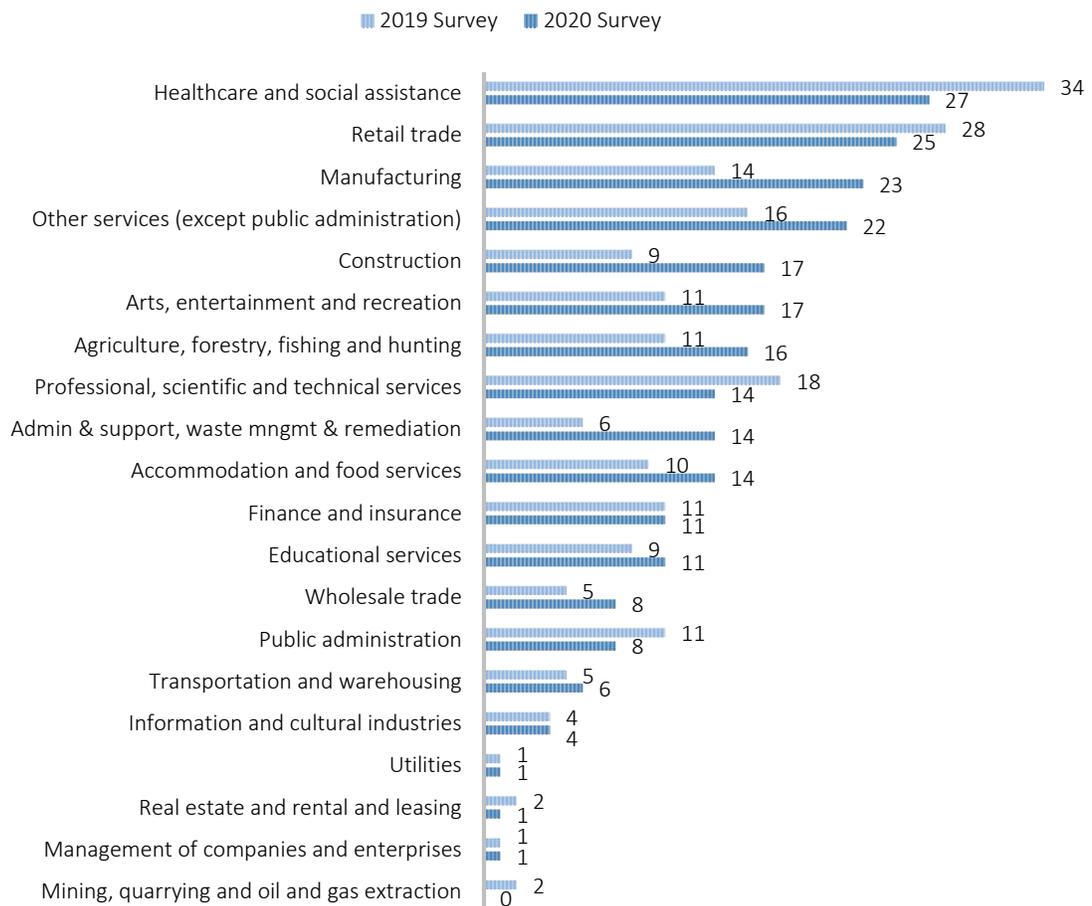


Figure 3

2019 Hiring Trends

In 2019, there was an estimated 3,000 employees hired by 193 employers. According to employer responses, 51% of hires in 2019 were contract/season/casual, while 25% of positions were permanent part-time and 24% permanent full-time. Industries with the highest percentage of permanent full-time positions include Transportation and warehousing, Information and cultural industries, Finance and insurance, and Manufacturing.

Employment type of hires

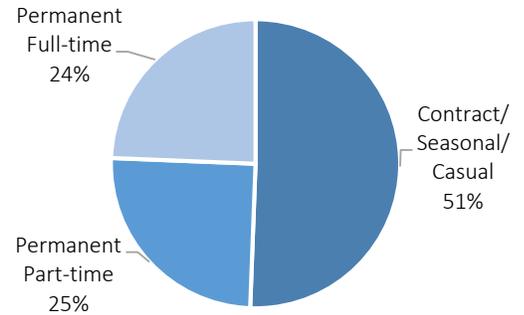


Figure 4

Employment type of hires by industry

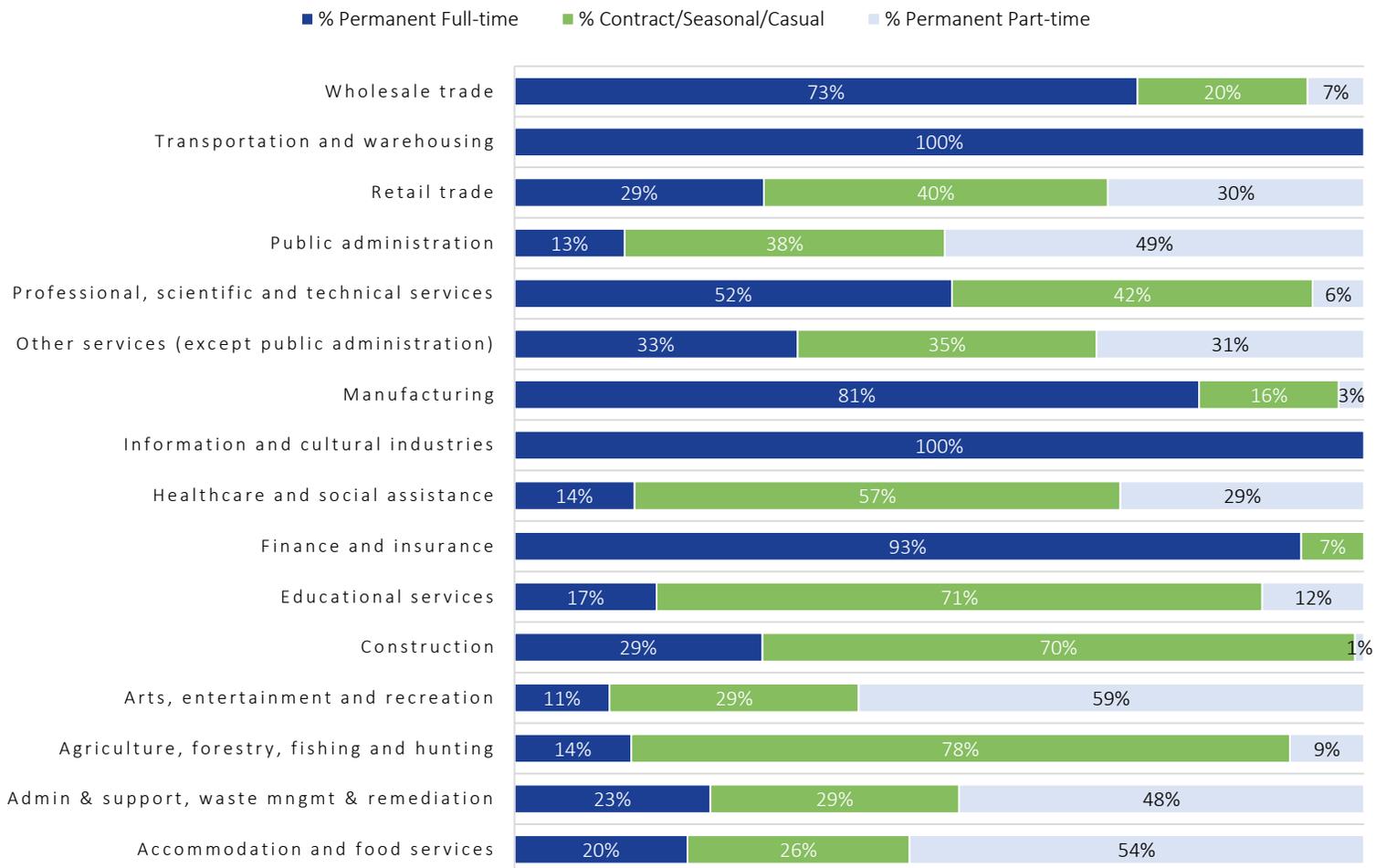


Figure 5

Of the 3,000 new employees hired, 49% were hired by businesses with 500+ employees. The industries with the most hires included Healthcare and social assistance, Educational services, and Public administration. When asked if any positions were considered shift work, which is defined as work scheduled outside the hours of 7:00 am to 6:00 pm, 34% of the 179 respondents indicated the positions hired for included shift work.

Number of new hires by business size

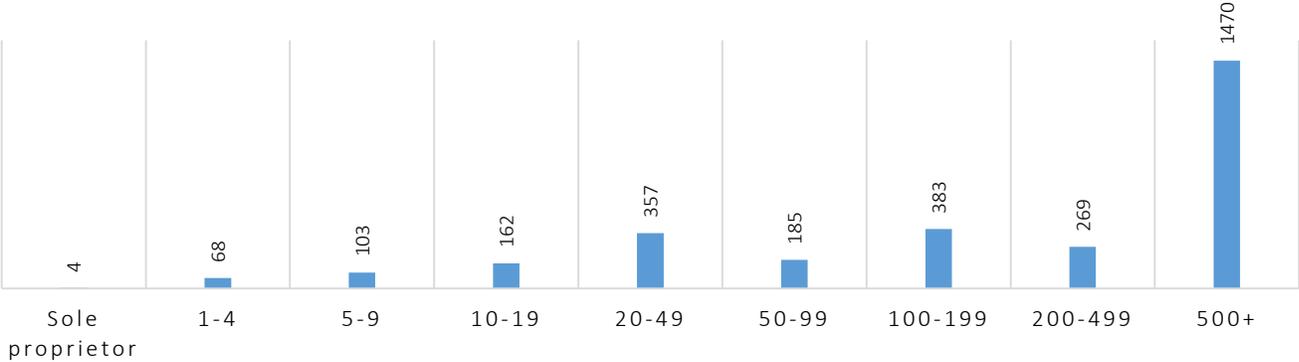


Figure 6

Industry breakdown of new hires

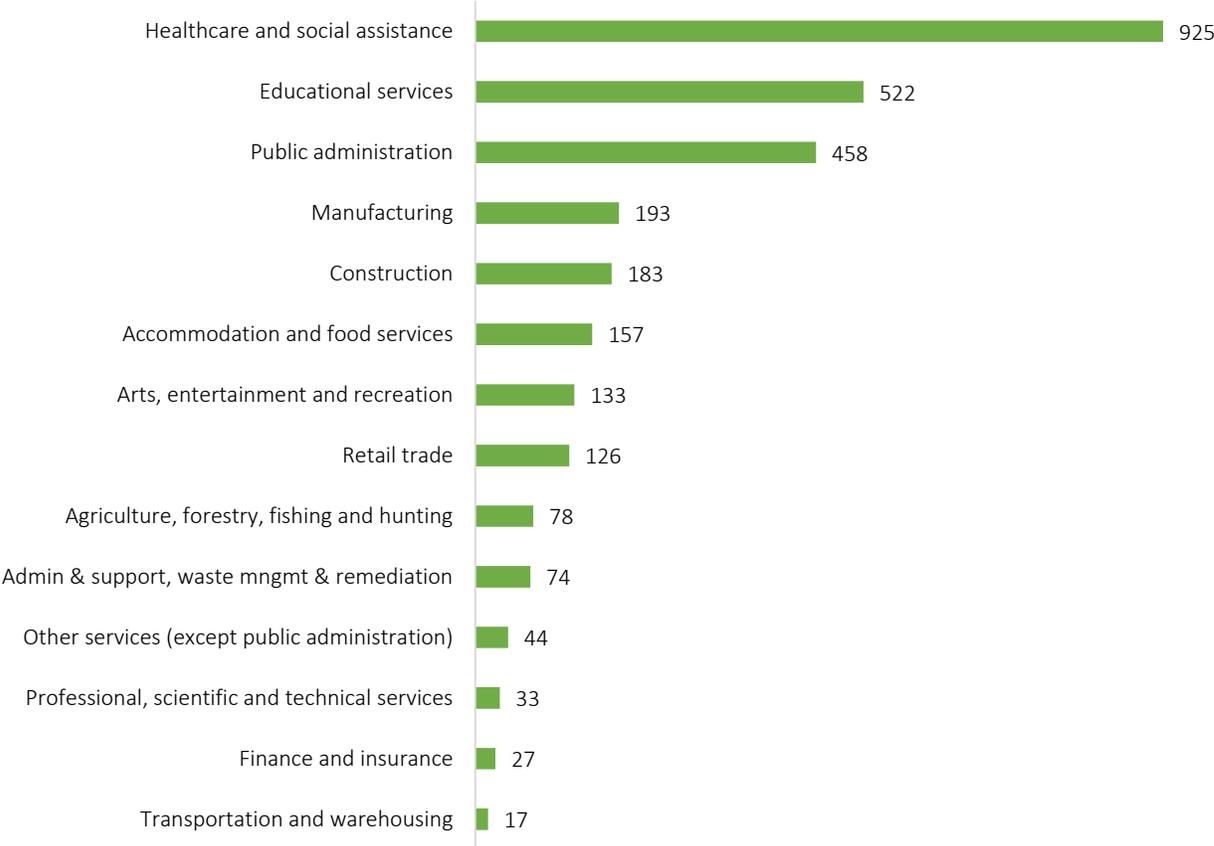


Figure 7

Hard-to-Fill Positions

Approximately 42% of local employers indicated they had a position that was hard-to-fill in 2019. In total, there were 342 hard-to-fill positions, defined as any positions that took longer than expected to fill or was not able to be filled. Similar to results from the EmployerOne survey conducted in 2018, the top reasons why positions were hard-to-fill in 2019 according to employers was; a lack of applicants, a lack of applicants with the appropriate qualifications, and a lack of work experience in applicants. The top jobs that were hard-to-fill included those in the Trades, transport and equipment operators and related occupations, Sales and service occupations, occupations in Education, law and social, community and government services, and Business, finance and administration occupations.

Hard-to-fill positions by industry

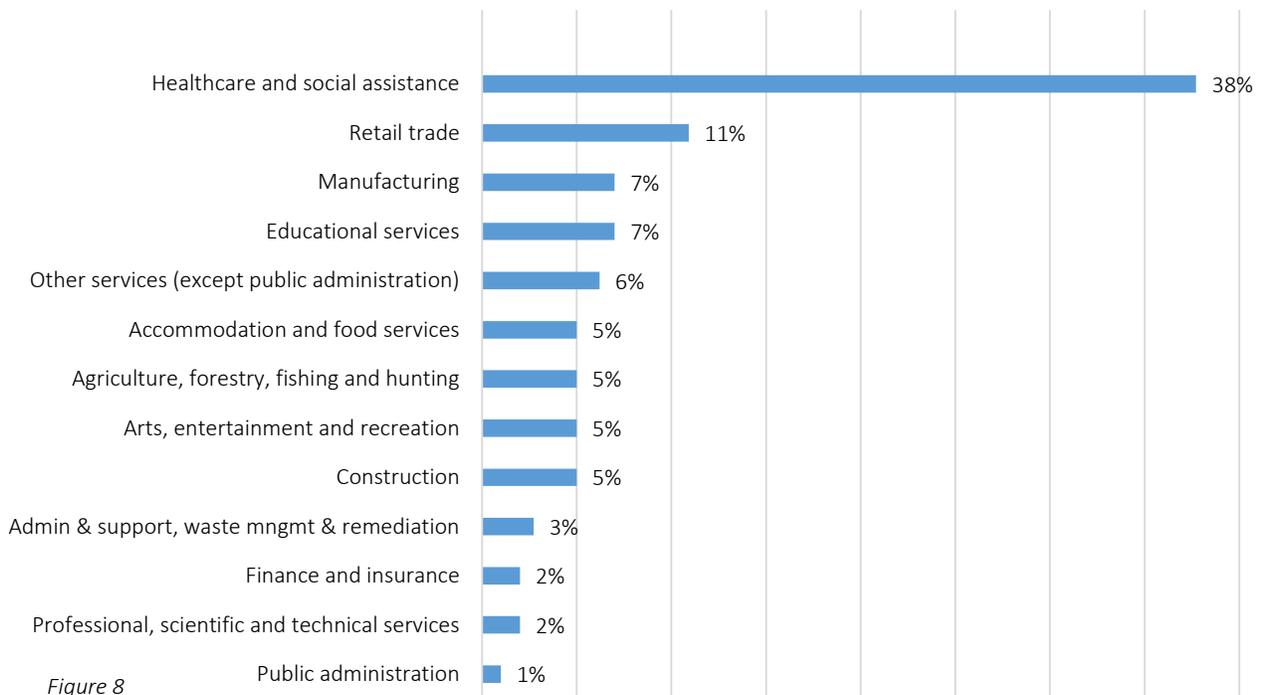


Figure 8

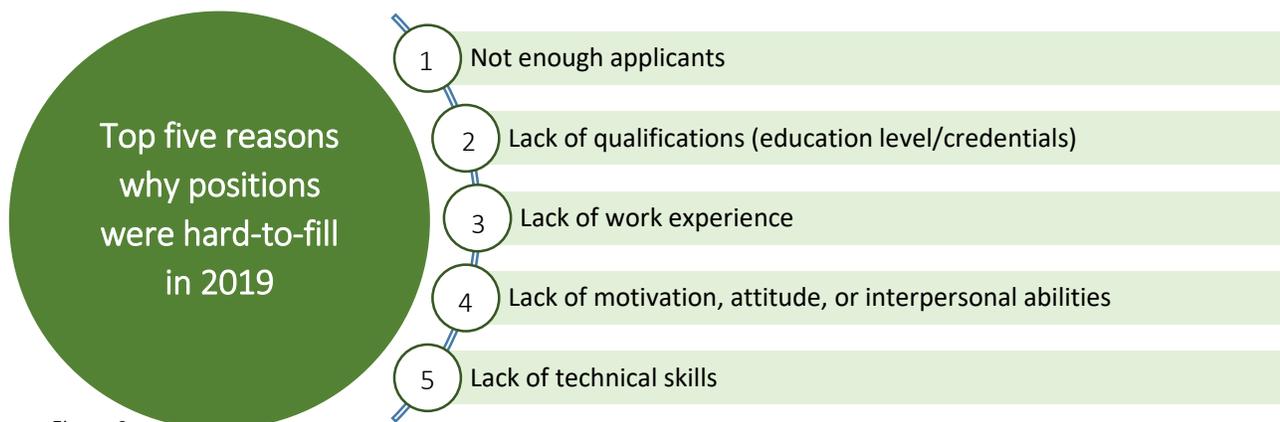


Figure 9

Separations

In 2019, 73% of responding employers indicated they experienced a separation, with a combined total of 2,336 separations. Employers reported the highest number of separations in the Healthcare and social assistance, Educational services, and Public administration industries. Over half of the separations in 2019 resulted from quits and layoffs.

Employers reported that the Industries with the highest percentage of retirements included Transportation and warehousing, Finance and insurance, and Educational services. The industries with the largest number of layoffs according to employers included Construction, Agriculture, forestry, fishing and hunting, and Retail trade. The top industries where employers experienced the greatest turnover caused by quits included Wholesale trade, Healthcare and social assistance, and Transportation and warehousing.

Types of separations in 2019

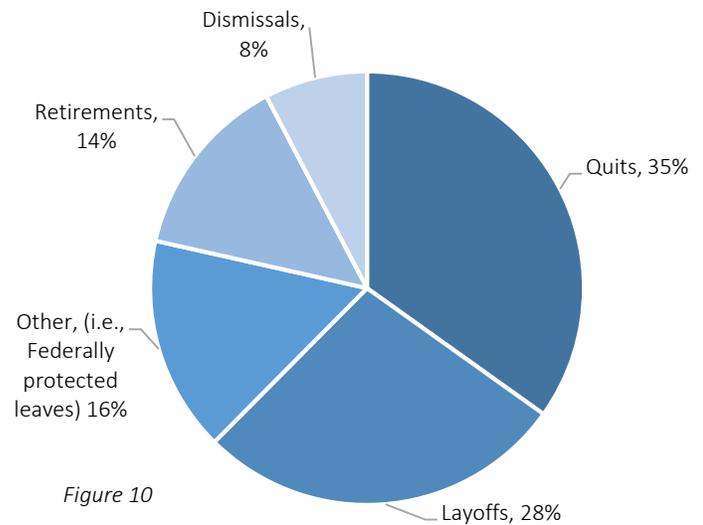


Figure 10

Separation type by industry

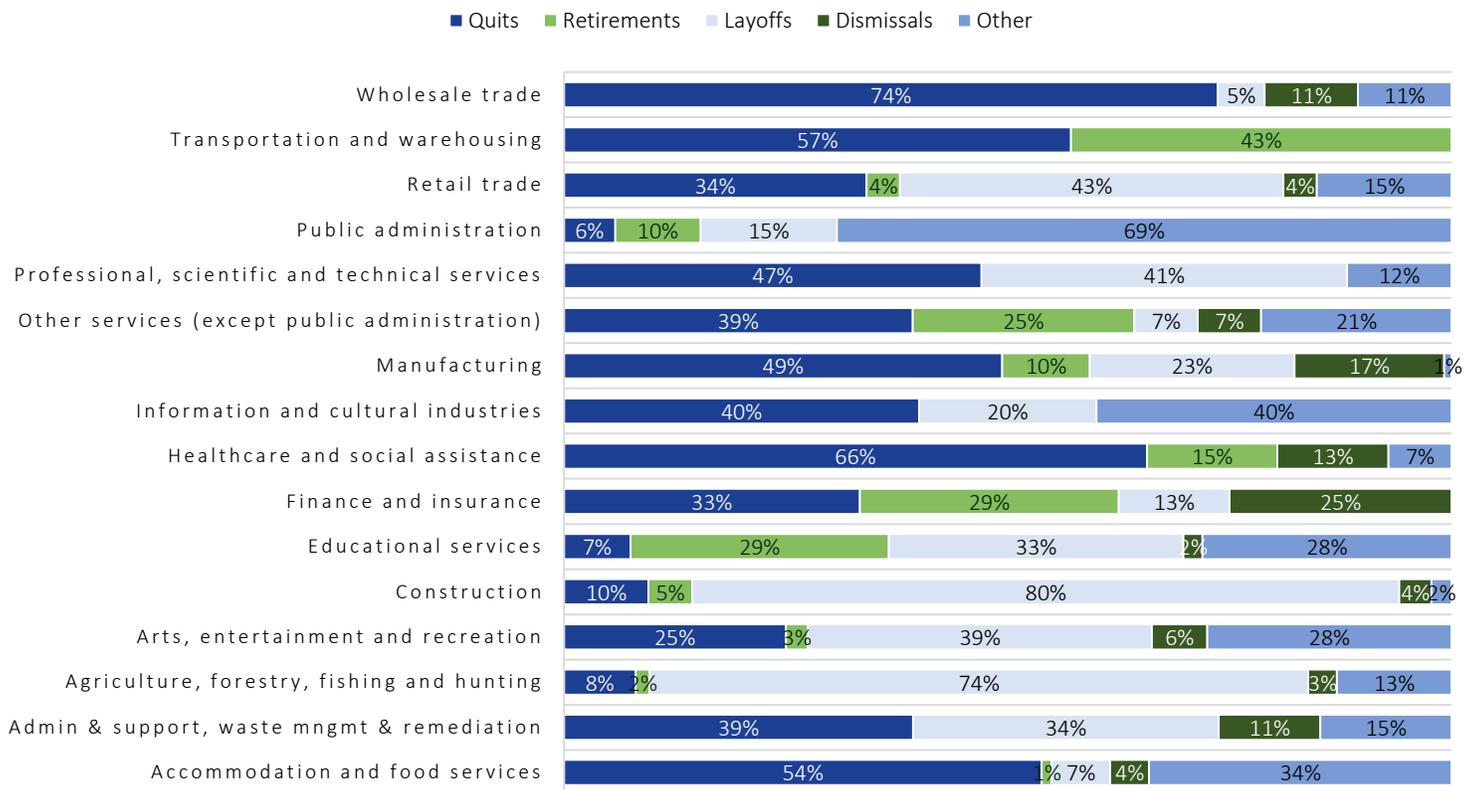


Figure 11

Total number of separations in 2019 by industry

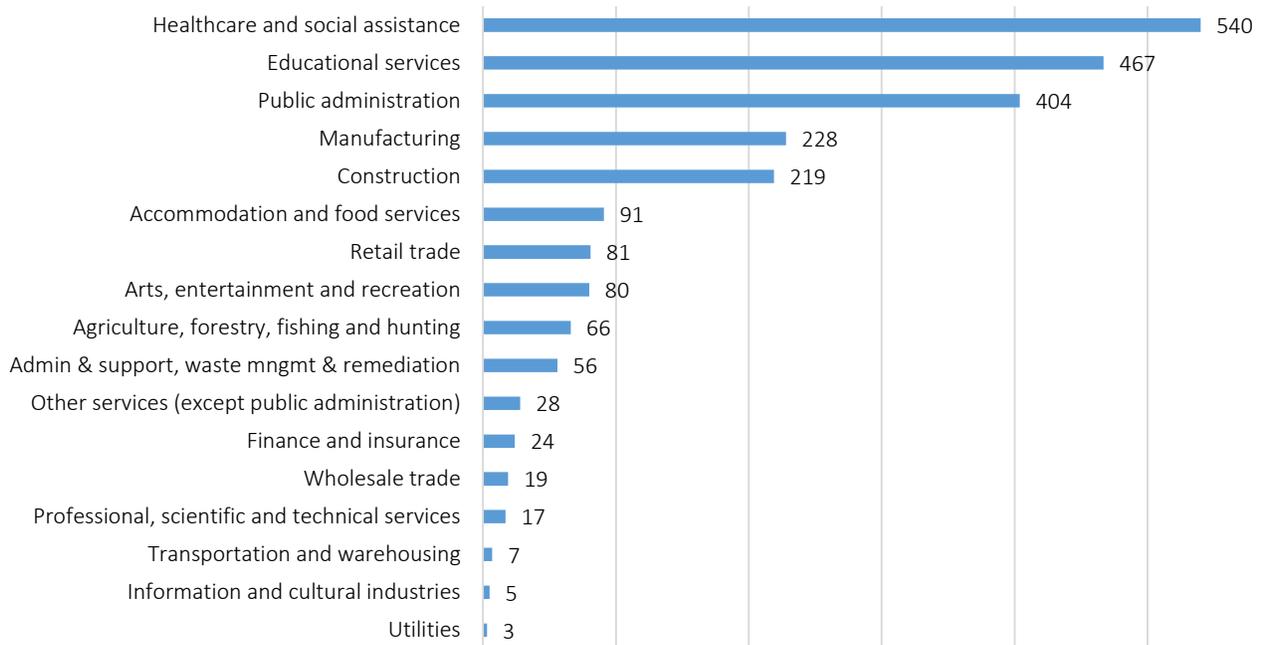


Figure 12

Retention

Employers with the largest concern for retention were in the Healthcare and social assistance, Accommodation and food services, Administration and support, waste management and remediation services, and Construction Industries. Businesses with the highest concern for retention included those with 100-499 employees. The top three strategies listed for retaining employees included regular increases in pay, providing training opportunities, and demonstrating recognition for service/outstanding work.



Figure 13

Percentage of employers reporting a retention concern by industry



Figure 14

Planned Hires for 2020

Of the 241 respondents, 71% of employers stated they expect to hire in 2020. The top jobs that are expected to be recruited for in 2020 include those in the Trades, transport and equipment operators and related occupations. For a full list of the in-demand skilled trades occupations needed by employers in Sarnia Lambton, refer to the “In-Demand Skilled Trades Report” on the SLWDB website.

Reasons why employers expect to hire in 2020

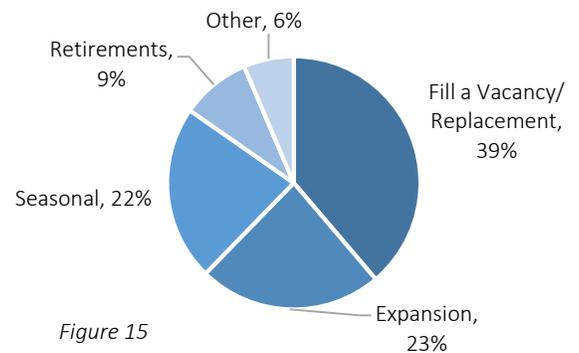


Figure 15

Trades, transport and equipment operators and related occupations	Occupations in education, law and social, community and government services	Business, finance and administration occupations	Sales and service occupations
Welders	Early Childhood Educator	Accounting	Sales associate
Drivers	Teacher	Administration	Cook
Equipment Operators	Personal Support Worker	Human Resources	Food and beverage server
Labourers	Social Service Worker	Financial Advisory	Housekeeping/Janitorial

Table 1

Succession Planning

A succession plan is a process to identify new or current employees who can take on a leadership (ownership) role within the company when the current leader (owner) retires or moves on. Of the 241 employers who took part in this EmployerOne Survey, only 47% indicated that they had a succession plan in place. The employers identifying as sole proprietor reported the lowest rates of succession planning with only 13% indicating they have a succession plan in place.

The top industries whereby employers indicated that they do not have a succession plan in place included; Agriculture, forestry, fishing and hunting, Construction, and Administration and support, waste management and remediation services.

Percentage of businesses indicating they have a succession plan by industry

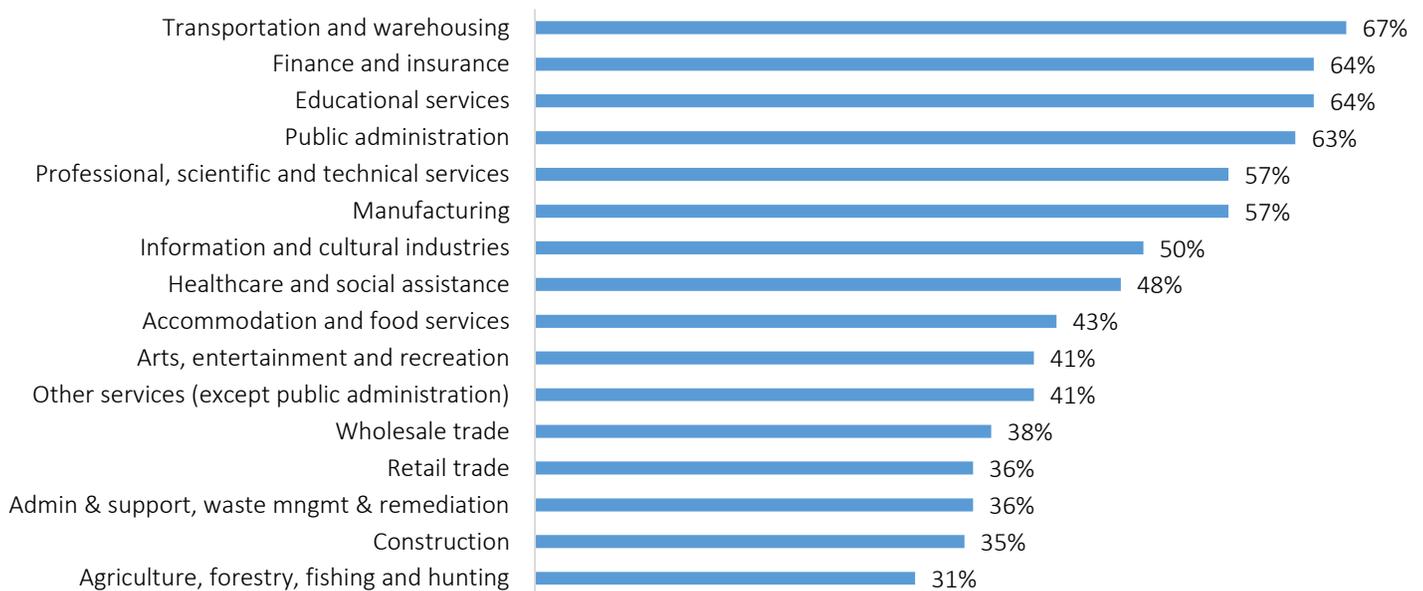


Figure 16

Percentage of businesses with a succession plan by business size

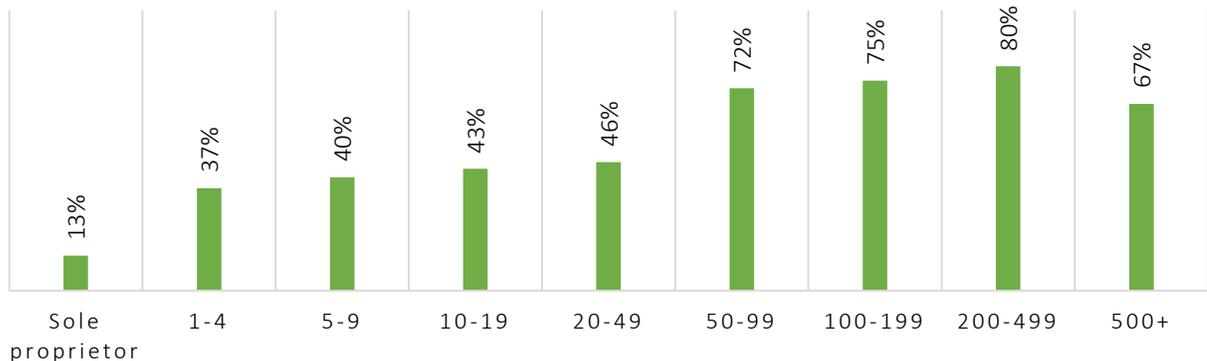


Figure 17

Recruitment Methods

Similar to the results gathered in 2019, the current EmployerOne survey results suggested that the top recruitment method is word of mouth, personal contacts, referrals, or informal networks. This suggests that to find suitable candidates employers readily ask personal contacts for leads on potential employees. In 2019 there was an increase in the use of online job boards, online postings and job fairs. This suggests that employers may be extending their use of technological resources to recruit qualified candidates.

How employers rate the availability of qualified workers in Sarnia Lambton



Figure 18

Top recruitment methods used by local employers

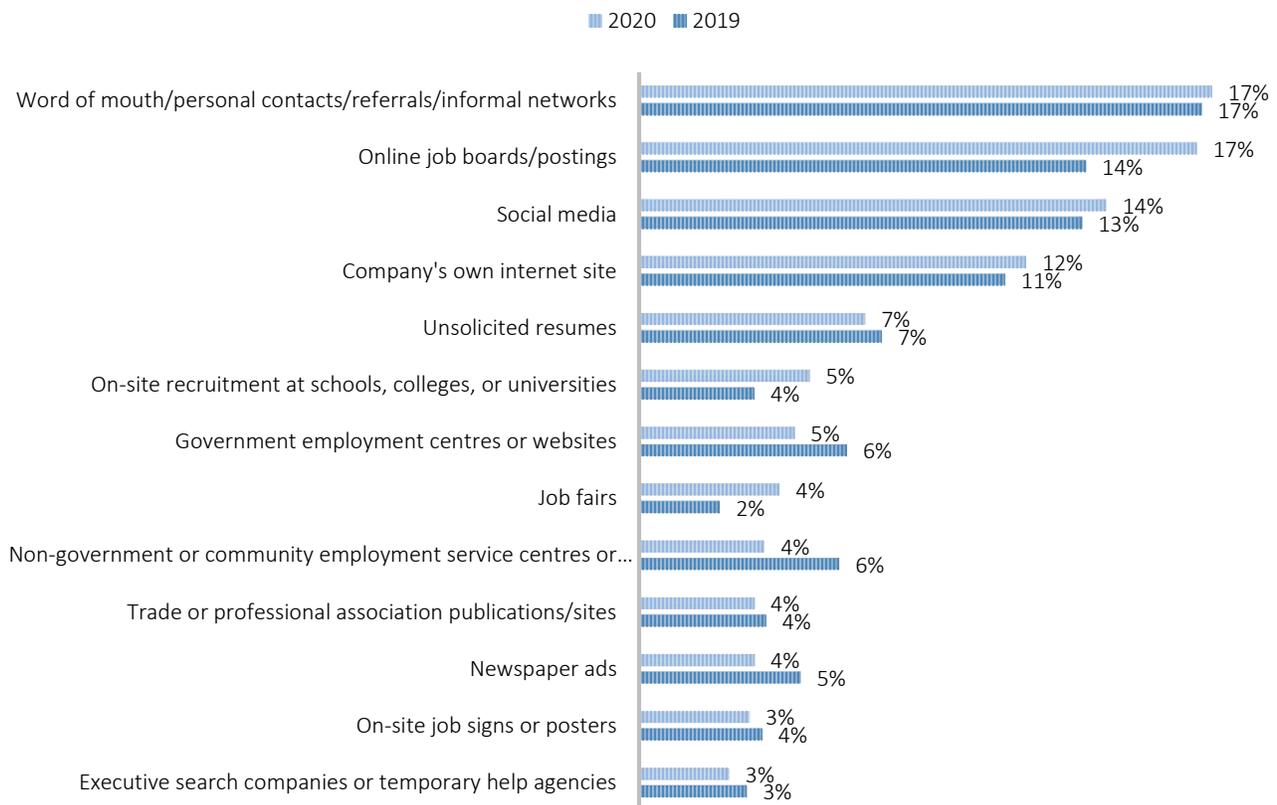


Figure 19

Competencies

The top competencies employers reportedly are looking for in a future candidate include work ethic, someone who is self-motivated with the ability to work with little or no supervision, and someone with interpersonal skills who is able to work in a team environment. Meanwhile, the top two in-demand technical skills, which do not include soft skills, are essential skills and credentials.

Top competencies employers are looking for



Figure 20

Greatest in-demand technical skills

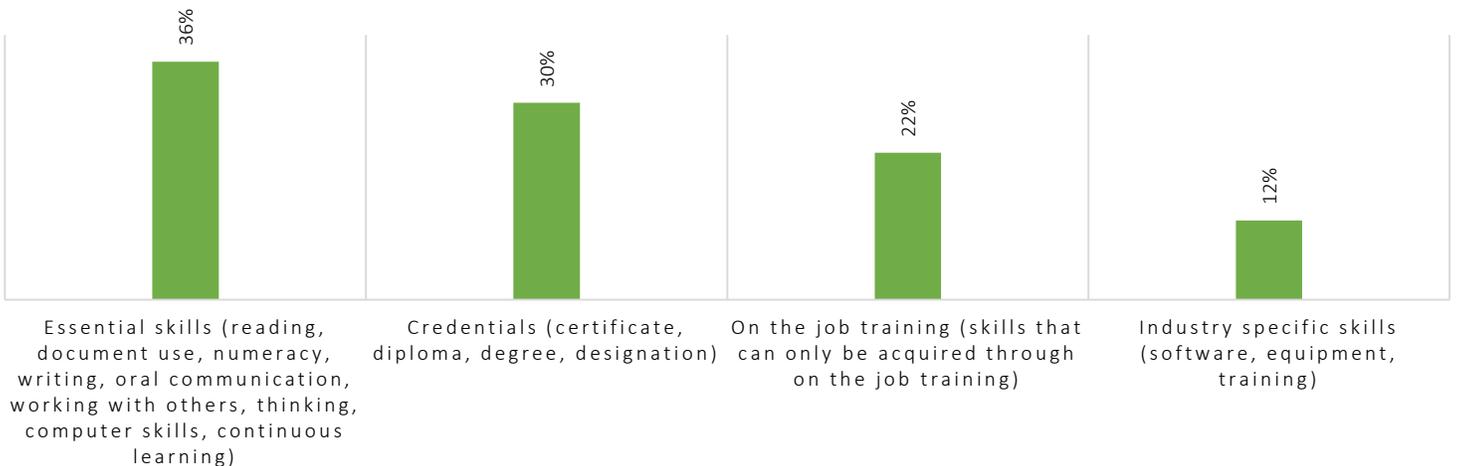


Figure 21



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FEEDBACK

<https://www.surveymonkey.com/r/2020EmployerOne>

SARNIA LAMBTON WORKFORCE DEVELOPMENT BOARD

265 Front Street North, Suite 504 | Sarnia, ON N7T 7X1

Telephone: (519) 332-0000

Email: info@slwdb.org