



Centre for Workforce Development

The EmployerOne Survey was designed to collect information from local businesses and organizations on a range of workforce issues. This is the sixth year the survey has been conducted in the Hastings, Prince Edward, and Lennox & Addington Counties.

Overview of 2021 Results

303 employers completed the survey

Compared to **114** employers in **2020**

12,662 employees represented by the contributing businesses

Compared to **4,364** employees in **2020**

54% of employers reported at least one separation over the last 12 months

35% of employers hired over the last 12 months.

56% of employers anticipate hiring in the next 12 months.

The material contained in this report has been prepared by the Centre for Workforce Development (CFWD). This report was released in May 2021.

Please note that comparisons made between 2020 and 2021 EmployerOne Survey data are included where possible to show 'snapshots' in time. Readers must take into consideration the significant difference in sample sizes when reading this report. The 2021 EmployerOne Survey was done as a Eastern Region Project with a focus to increase employer participation. In the CFWD catchment area, employer involvement was significantly increased by 166%.

The views expressed do not necessarily reflect those of the Government of Canada or the Government of Ontario.

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

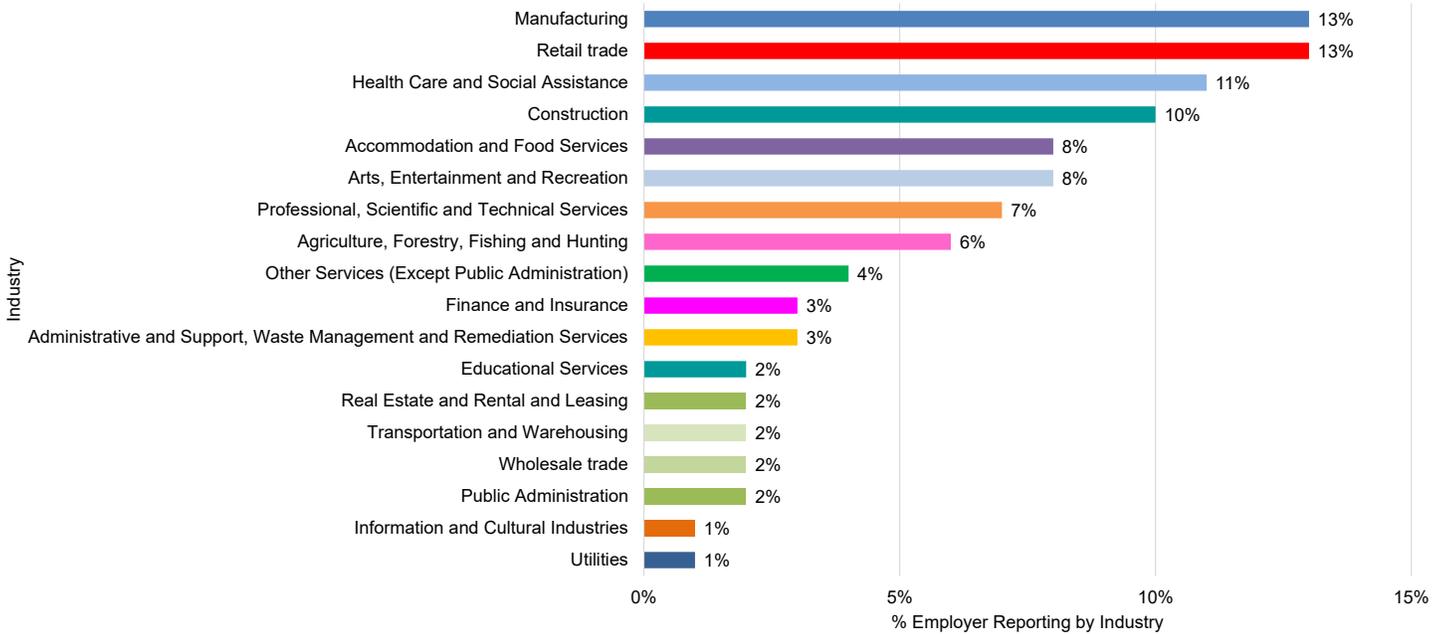


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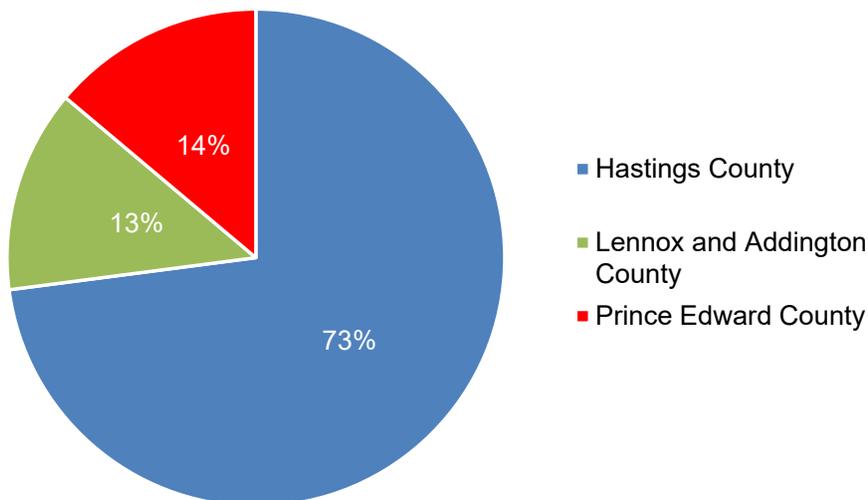
Respondent Demographics

Respondent by Sector

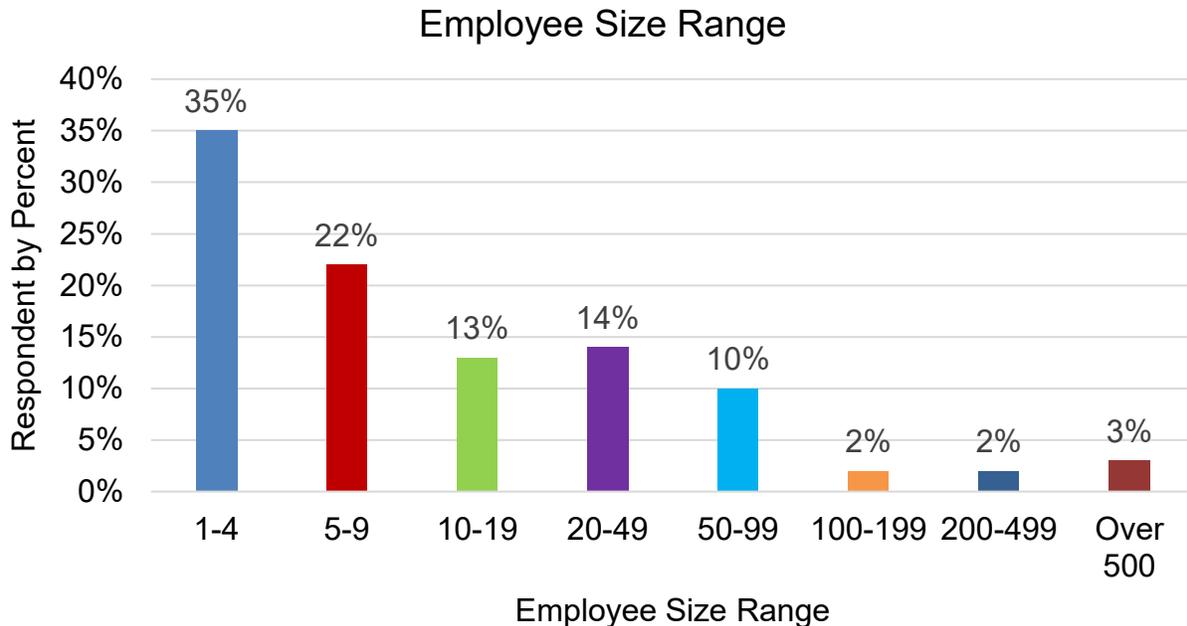


In the 2021 survey, *Manufacturing* remained as the top sector representing 13% of respondents, similar to the 2020 results. *Retail Trade* was tied as a top respondent. There was only one respondent from Mining, Quarrying and Oil, and Gas Extraction and Management of companies and enterprises, resulting in a less than 1% response rate. However, in the 2021 survey, there were respondents from Utilities and Real estate and rental and leasing. These industries were not represented in 2020.

Respondent by Location



Workforce Composition



78% of employees were in regular full time positions.

Compared to 74% in 2020.

Seasonal full time accounted for 7%.



11% of employees were in regular part time positions.

Compared to 13% in 2020.

Seasonal part time accounted for 3%.

12%

of the respondent's workforce is under the age of 25.

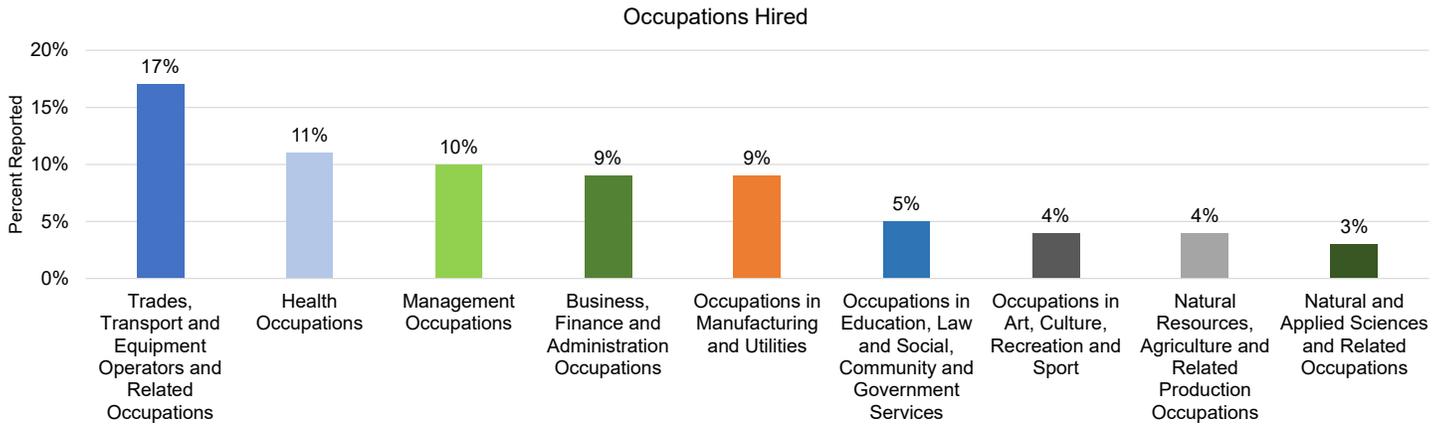
36%

of the respondent's workforce is over the age of 55.

Workers under the age of 25 continue to represent a smaller portion of the workforce overall. With 36% of the workforce over 55, unless there is a significant increase in the younger workforce age range, the retirement bubble on the horizon for those over 55 will add to the recruitment issues most industries are already facing.

Past Hiring

35% of employers indicated that they had hired over the last 12 months.



56% of employers indicated that they had hard to fill positions, down from **70%** in 2020.

Employers indicated that the top **3** Hard to Fill Occupations were:

Laborer
11%



PSW
7%



Nursing
7%





The number of employers that are experiencing hard to fill occupations continues to trend high at 55%. In the 2017 Survey, only 39% of employers experienced this issue. That rose to 58% in 2018, with a slight dip to 56% in 2020. This indicator reflects the tight labour force the area is facing and supports the importance to the developing strong tactics to address this, such as those outlined in the Rural Immigration Strategy.

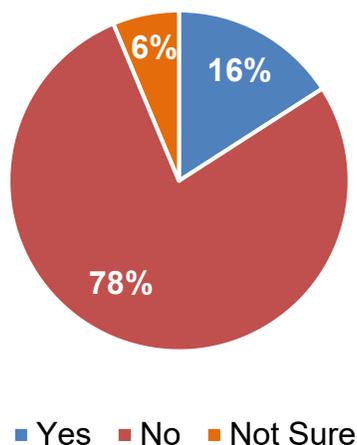
Why? Top 5 Reasons:

1. Lack of applicants
2. Applicants demonstrate poor job search skills (e.g. not appearing for interviews)
3. Applicants lack work experience
4. COVID-19 related factors
5. Inability to compete with other employers due to remote location, pay, benefits, promotion opportunities

Some COVID-19 Related Factors:

- “People are scared to be working with the public at this time”
- “Difficulty hiring bigger groups of candidates due to space concerns”
- “The Federal pandemic emergency assistance acted as a disincentive to work”
- “We struggled with filling some production associate roles due to CERB”

Has your company hired an individual(s) who has moved to Canada in the last five years?



New Canadians may be an untapped labour force locally.

A significant portion of employers in CFWD’s catchment area have not hired a New Canadian. With the vast number of vacancies going unfilled, employers should be reviewing participation qualifications for the Ontario Immigrant Nominee Program Regional Immigration Pilot.

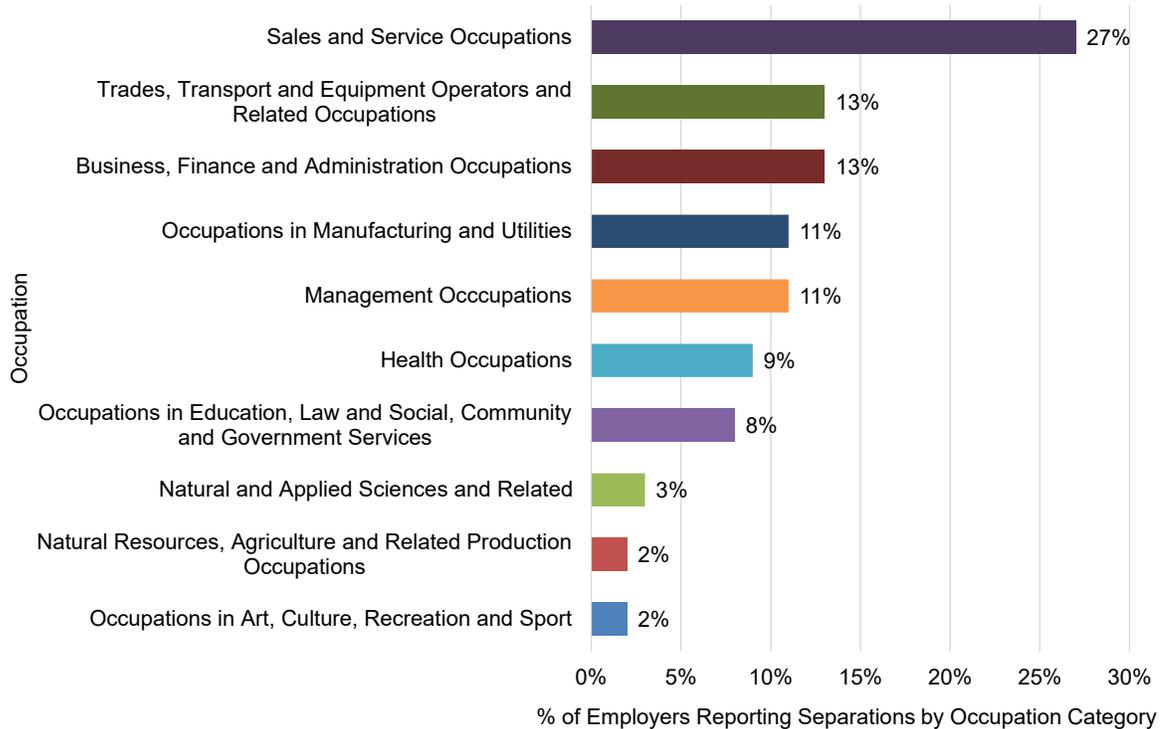
They should also connect with Quinte Immigration Services to access their employment supports.

Separations



In 2021, employers were asked to report their separations by occupation category and reason for the separation. However, unlike previous years, they did not report on the separations by employment status.

Separations by Occupation



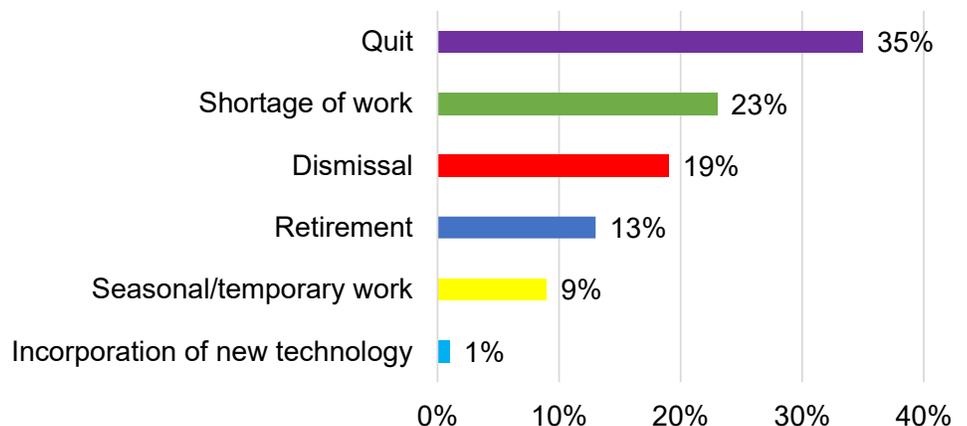
54% of employers experienced at least one separation.

It is not surprising that Sales and Service Occupations lead the separations. Many of these occupations would fall within Retail and Accommodation and Food Services, two of the hardest hit industries by COVID-19.

This is down compared to 2020 where **71%** of employers had experienced at least one separation.



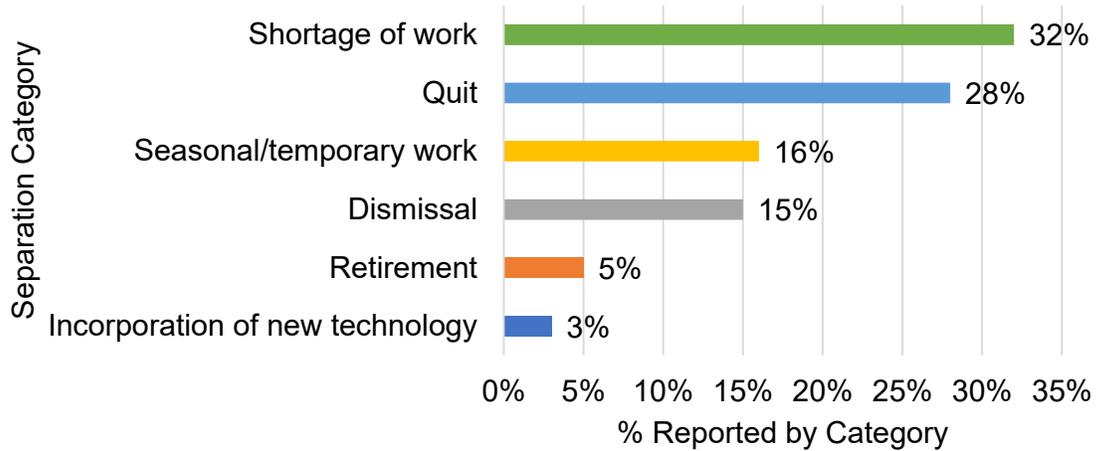
Separation by Category



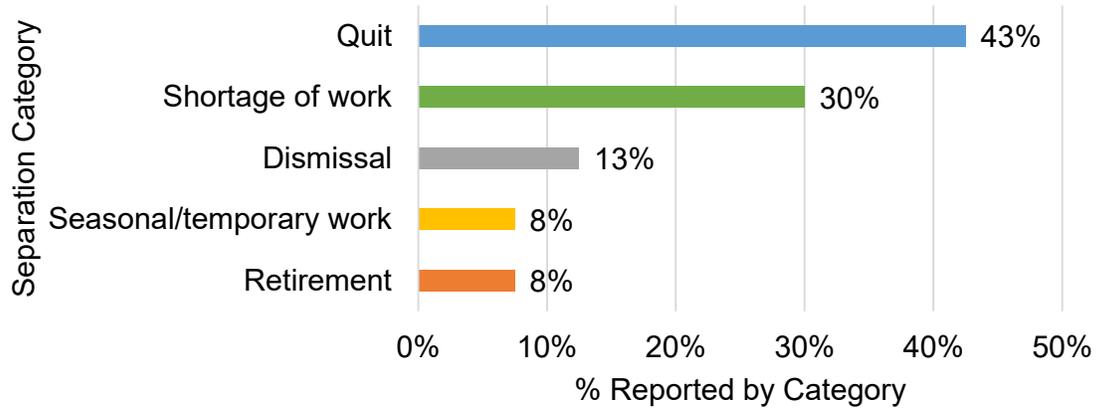


The tables below share the breakdown of separations for the top three occupation categories.

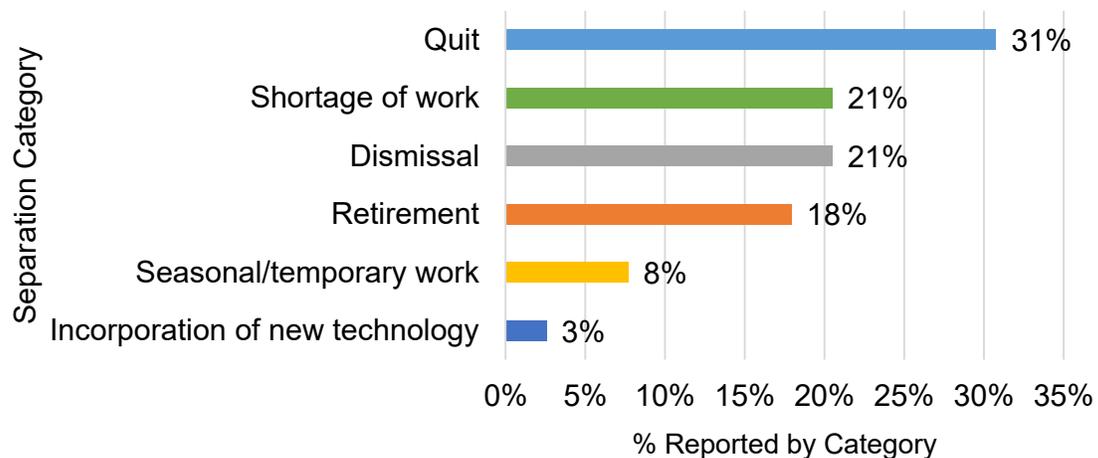
6 Sales and service occupations



7 Trades, transport and equipment operators and related occupations



1 Business, finance and administration occupations



Recruitment

56% of employers indicated that they plan to hire in 2021.

Top Reasons Driving Recruitment Needs:

1. Increase in sales
2. Change in products and services
3. Change in work processes

Anticipated occupation areas openings (by percent of employer response):



28%

Sales and Service



14%

Trades, transport and
equipment operators



14%

Business, finance and
administration



12%

Management



7%

Manufacturing and
Utilities



7%

Health



6%

Education, law and social,
community and government
services



5%

Art, culture,
recreation and
sport



5%

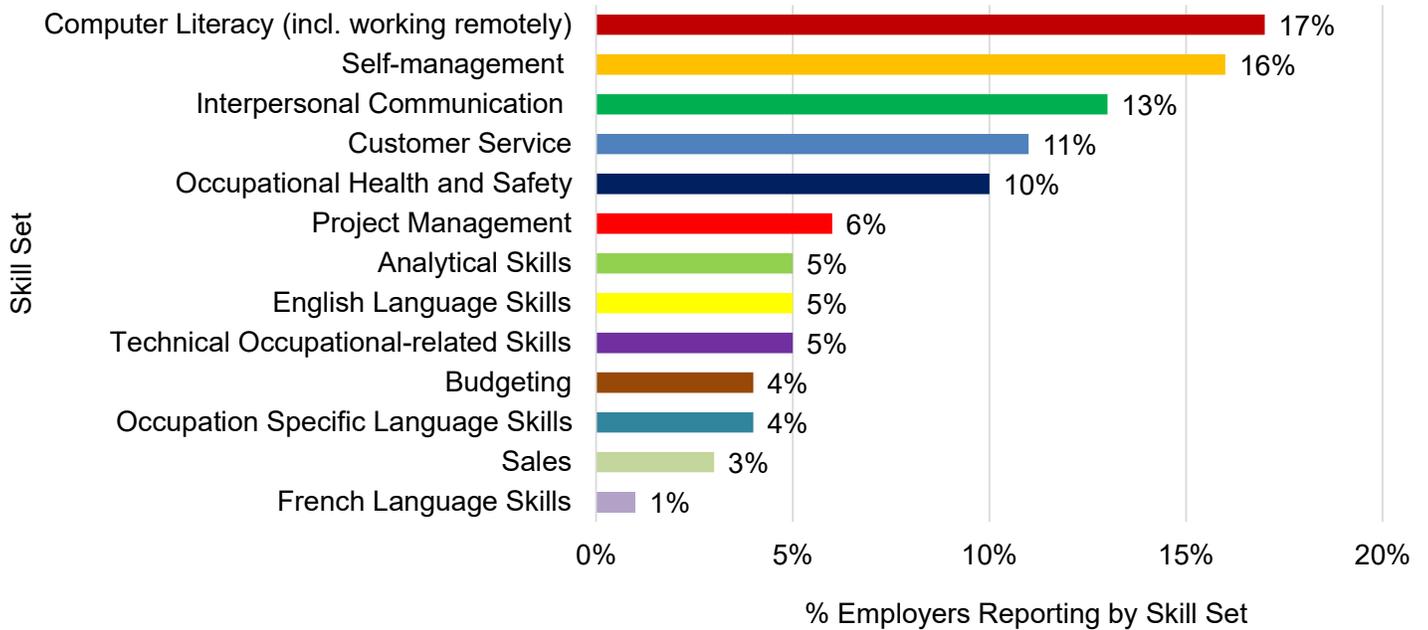
Natural resources, agriculture
and related production
occupations



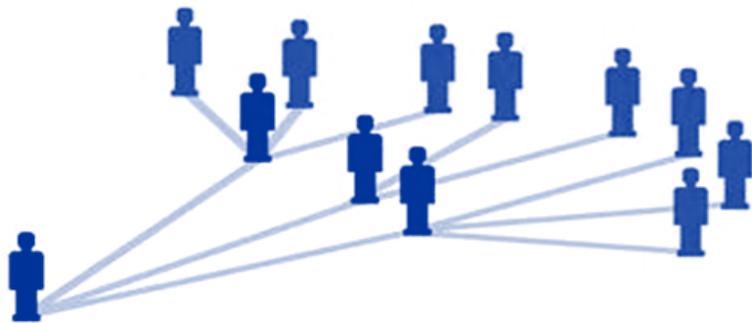
2%

Natural and applied
sciences

New or Changed Skill Requirements



#1 method of recruitment continues to be **Word of Mouth**



53% of employers recruited strictly from the local region.

17% of employers recruited provincially.

Availability of Qualified Workers:

Employers were asked to rank the availability of employees. The data below reflects how the majority responded in each category.



Excellent

4%



Good

22%



Fair

41%



Poor

33%

The top three industries that rated availability as **Fair** were:

- Retail trade (15%)
- Accommodation and Food Services (14%)
- Manufacturing (10%)

The top four industries that rated availability as **Poor** were:

- Manufacturing (19%)
- Construction (19%)
- Retail trade (12%)
- Health Care and Social Assistance (12%)

76% of employers do not use Employment Ontario services.

18% of employers use recruitment agencies.

Training Requirements

84% of employers indicated they are able to access the training their staff needed.

For those that could not, the leading reasons were:

1. Training unavailable locally
2. Training too costly

What kind of training are employers accessing?



Training Subsidies
18%



Canada Emergency Wage Subsidy
20%



Apprenticeships
9%



Tax Credits
6%

20% of employers do not access any kind of training.

26% of employers accessed training through free or paid co-operative education, internship or work placement.

The top training areas employers want to focus on in 2021:

| | |
|---|-----|
| Health & safety | 15% |
| Job-specific technical skills | 14% |
| Orientation of new employees | 12% |
| Sales, Marketing, and customer services | 11% |
| Quality assurance | 8% |
| Interpersonal skills | 7% |
| Mental health and well-being | 7% |
| Computer literacy and job-specific software | 7% |

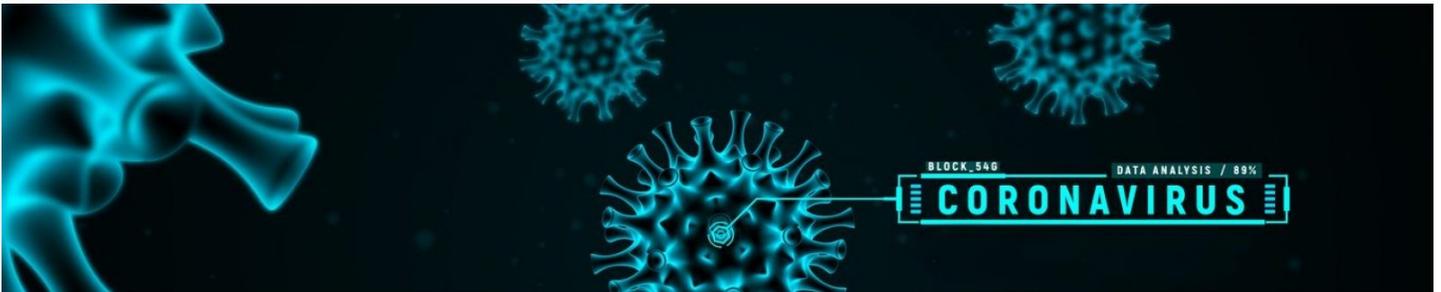
Employers also indicated some other training areas of focus included Productivity Improvement, Managerial and Supervisory Training, Diversity Training, Literacy and Numeracy, and Apprenticeship and Specialty Trades.

Workplace Diversity



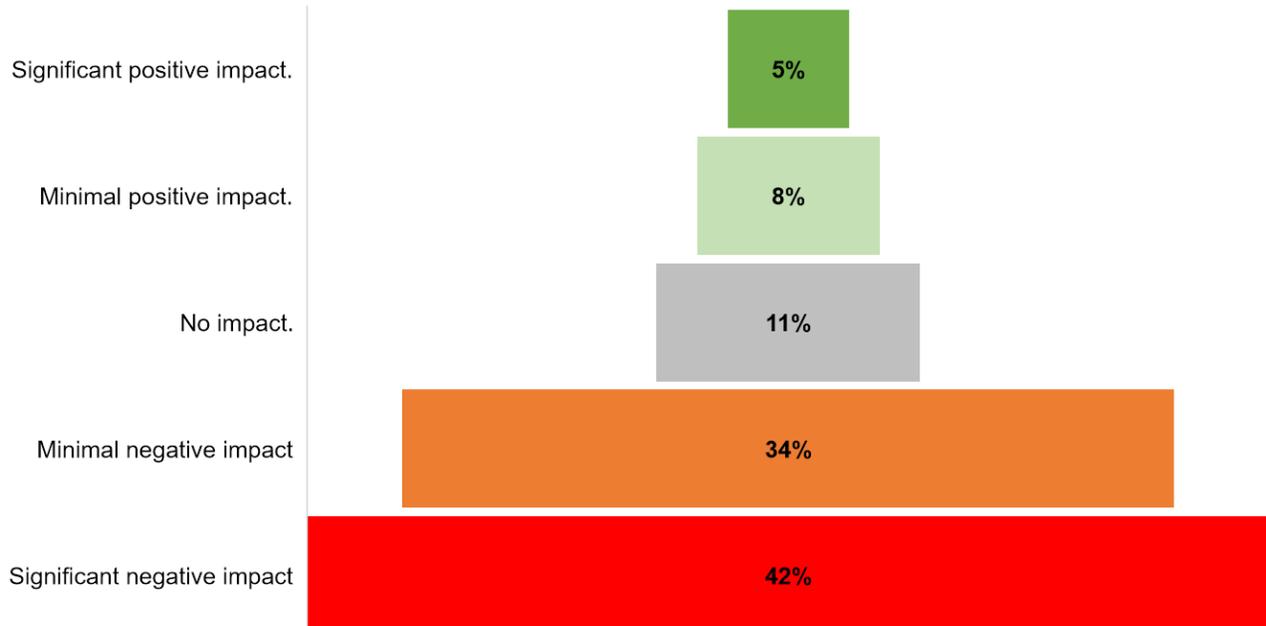
67% of employers consider themselves as having a diverse workplace.

COVID-19 Pandemic Impact

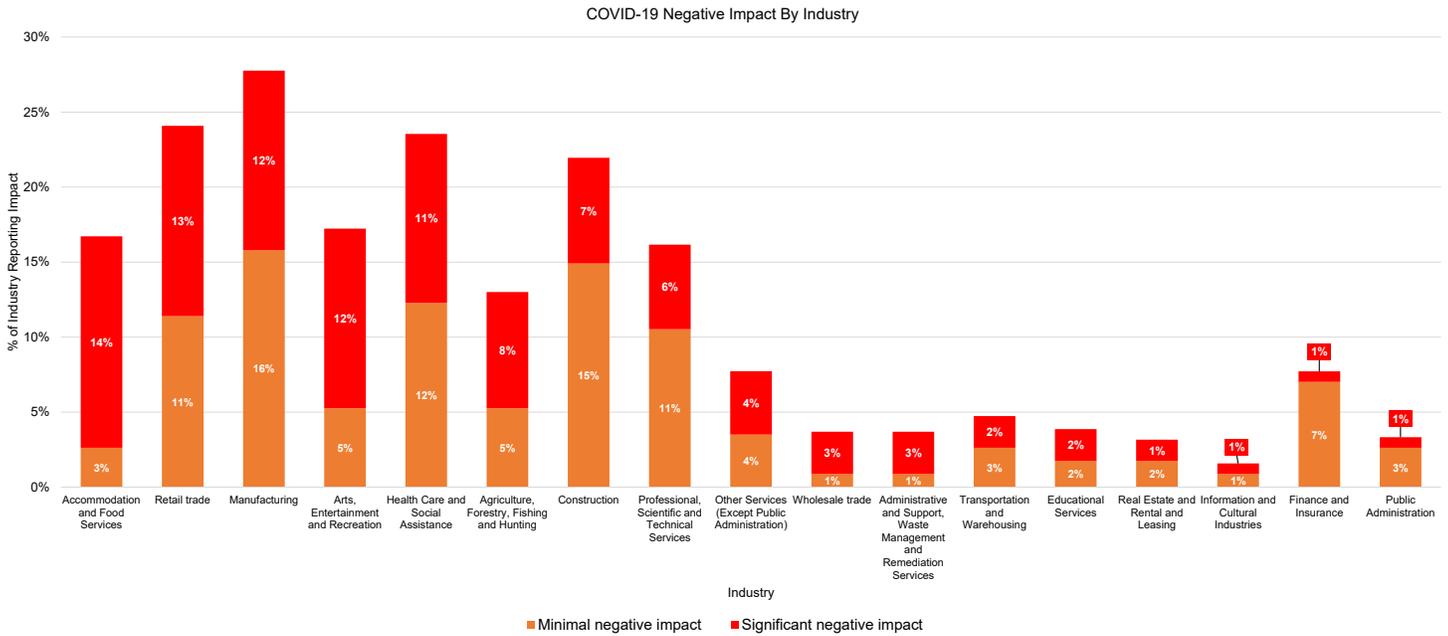


2020 was a difficult year for many businesses. The COVID-19 Pandemic caused a labour force disruption that is worse than any recent recession. Some areas across North America experienced unemployment rates similar to the Great Depression of the 1930s. According to Statistics Canada in their October 2020 report, Economic impacts and recovery related to the pandemic, *“Employment is recovering, but steep losses remain in certain highly impacted sectors. Youth, less educated workers, women, recent immigrants, and temporary employees have been hit harder.”* Employers were asked to provide information on how they had been affected by the COVID-19 Pandemic. The chart below indicates that 76% of reporting employers were impacted in a negative manner. Surprisingly, 13% saw some degree of positive impact.

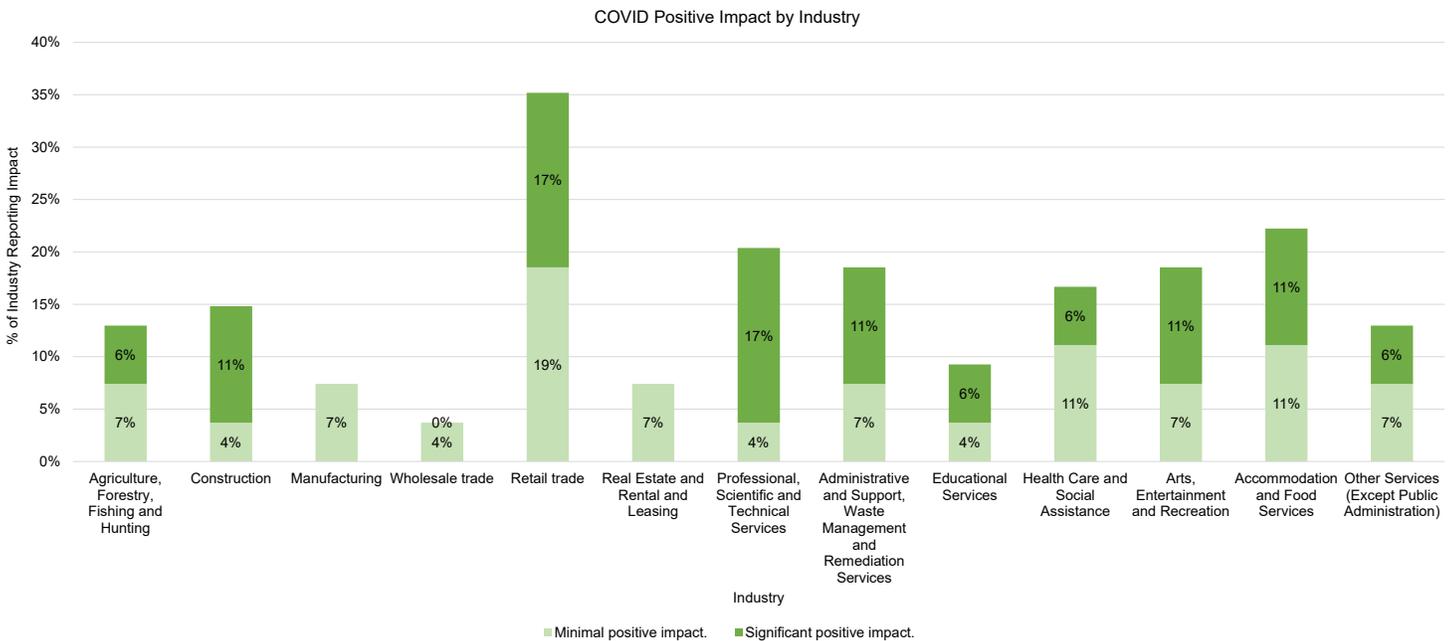
Overall Impact of COVID-19 Across All Industries



The following table identifies the breakdown by industry of Minimal Negative Impact and Significant Negative Impact.



The following table identifies the breakdown by industry of Minimal Positive Impact and Significant Positive Impact.



Employer responses to the negative impact levels are outlined below. These anecdotal comments provide significant insight to the impact that COVID-19 had across businesses in the area.

Minimal Negative Impact

- 2 months of shutdown during Mar-Apr 20
- A few months of needing CEWS but then things bounced back
- A new business opening during a pandemic with little to no following (due to having not been open long enough)
- A number of people took leave from the previously mentioned age groups
- Additional Client intake
- Adjusted opening hours
- Afraid to go to work, just wanted to stay home
- As we are a new business offered free shipping anywhere in Ontario so made no profits revenue did increase but no profits.
- Building permits not issued at normal volume
- Cannot get new hires
- Child care for owners and staff made things hard
- Clients businesses heavily impacted
- Closed for 3 months of our tourist season
- Closed or restricted for much of the past year
- Closed restaurant
- Closed with curbside pick up
- Connectivity issues with poor internet
- Continued with telephone and online orders
- Contract to manufacture parts for hand sanitizing stations
- Decreased revenue
- Didn't open restaurant
- Difficulties in finding labour, we received a Canada Summer Jobs grant for 1 employee, however he left when the student grants materialized.
- Disruption in supply chain. Mental fatigue in workplace.

Minimal Negative Impact

- Fewer people hired
- Government mandated shutdowns impacted our ability to employ most staff.
- Had to adjust business operations and invest to accommodate customers outside only for max safety of staff and customers. Forced to close due to lockdown both in 2020 and early 2021 which impacted overall sales.
- Had to set up work from home functionality
- Harder to find summer staff
- Hazardous Waste Depot was non-essential, so was shut down for a short period.
- High anxiety, uncertainty to compliance rules, safety concerns. Mental health
- I work remotely regardless-- slight uptake with People requiring my service to navigate their banking situations during covid Information and additional access to funding Refinance.... Government insurances
- I'm self-employed. Minimal negative impact in terms of client's ability to pay for my services. Growing my business was a challenge.
- Impact on mental health and stress in the workplace due to pandemic. No job loss or layoffs occurred.
- Increase in demand for our services. Uncertainty did slow us down on our growth plans however
- Increased costs due to adopting service delivery to virtual services. PPE costs also impact our budget.
- It was difficult to find someone to work. Had to recruit someone I knew and urged him to work
- Larger fluctuations in work rather than consistency, increased costs due to new processes, employee issue re: fear of work/contact,
- Larger fluctuations in work rather than consistency, increased costs due to new processes, employee issue re: fear of work/contact,
- Lockdowns closed our tasting bar

Minimal Negative Impact

- Lost sales
- Lower sales & employee lay-offs
- March 2020-April 2020 wasn't allowed to operate
- More clients seeking mental health resources.
- More requests for services. More difficult to hire Guards.
- Most can work from home effectively, but a few could not.
- Not as efficient out of the office, particularly the younger staff.
- Not sure why but we saw unexpected growth
- Once determined to be essential hard to get them back to work
- Our Charter Revenue was eliminated and we lost employees due to COVID concerns
- Our counsellors are now providing services over the phone or internet rather than in person
- Our staff are dealing with increased stress, and a lack of childcare during the pandemic's early days.
- Our workforce was impacted with the first wave in that customers were hesitant to spend money. Since the fall, we have been functioning at regular capacity.
- People scared at the beginning, but then started to filter back
- Pivot to online sales
- Positive impact for business - Increase in some production demand, increase in jobs for employees. COVID-19 had negative impact on our workforce in terms of absenteeism, morale and mental health concerns.
- Products sold online
- Reduced volume and shorter operating hours
- Reduction in order volume; increased costs due to protocols; delivery dates pushed back ; significant supplier interruptions and delays; decrease in regular PPE availability

Minimal Negative Impact

- Restrictions on healthcare workers working in LTC, childcare issues for staff to be unable to work, not enough PSWS, RPNS and RNS, retention, and hiring efforts produce very little fully onboarded staff. Staff are unable to get CPICS, TB shot, CPR renewed, N95 mask fit testing and even the Flu shot ran out.
- Revenues increased in Q4 due to "shop local" efforts
- Sales are the same, workforce has fluctuated between announcements. Lost 8 guys when initial announcement came through, have lost employees intermittently due to COVID Daycare issues, and sick days.
- Short term Layoffs
- Shorted hours for a limited time
- Significant losses and layoffs at onset and for about 6 weeks...decent recovery since then and almost back to full staff
- Slight increase in sales but huge increase in labor cost associated with COVID cleaning, customer counting and cleaning and supplies
- Slow start busy end of season
- Small number of people left
- Some clients were late in paying
- Some employees can work remotely
- Some projects delayed or indefinitely suspended
- Spring new home builds were down considerably
- Staff and client mental health
- Staff had to work remotely and connections with clients were strongly impacted, however, all programs continue running and no one has been laid off.
- Staff turnover
- Teaching from home - stress. Teachers are used to interacting with students - virtual is not the same. Increased hiring in cleaning and food services.

Minimal Negative Impact

- The lack of public events restricted my publicity/promotion business.
- There was little loss of work due to being essential service provider. The impact was more of a mental impact and most struggled.
- Two main product lines. One increased in sales while the other virtually stopped. Net result is a very small increase.
- We are Essential, so our work continues but will delays of several projects
- We continue to offer all of our programs remotely, and child care in person so all staff have remained employed
- We did not proceed with hiring spring/summer temporary employees. Existing temporary employees were laid off and some permanent employees were redeployed.
- We felt an increase in regional tourism during the summer season
- We had to shift our services online which impacted the volume of in person service.
- We launched during the pandemic. It's hard to know the extent of the impact.
- We were able to deliver most of our services via phone. Urgent patients were seen in person.
- We were able to have employees working from home. Our main challenge is arranging for travel and quarantine restrictions.
- We were closed May and half of June
- We were considered essential, most staff did however work from home during lockdown periods
- We were deem essential services
- We were working 3 days a week, but back to 5 days currently.
- We've adapted to provide services people need
- Workers not wanting to engage with customers
- Working from home, revenue reductions

Significant Negative Impact

- 0% growth since the beginning of the pandemics versus 100% growth expected.
- 1st wave clients did not want us to enter building were work was needed
- 30% decrease in business
- 30% drop in revenue
- 30% revenue reduction
- Absenteeism and inability to hire people with the support programs in place
- Administrative staff report feeling isolated while working from home, new policies for safety and infection control are emotionally difficult in a Hospice setting
- All 2020 weddings pushed until 2021/2022. Lost ~50% revenue over two years
- All workshops have been halted since March 2020 due to unclear restrictions and threat of fines if not operating properly, even though all workshops take place outdoors.
- Although we have continued working our capacity to serve clients was reduced because they don't have reliable or any access to the internet.
- Approximately only 50% of members returned
- As we are an essential service there have been a number of impacts for employees ranging from how we support people, stay at home orders, need to wear PPE all day, risk factors, fatigue & stress, sole employer which has caused a reduction in hours of work for relief employees, etc.
- As we could not run our summer program, we did hire many staff. We only hired 3 seasonals
- Changed residential service calls to emergency type only.
- Closed
- Closed for 4 months - then when we were open we had limited services to offer
- Closed to the public, no work to offer

Significant Negative Impact

- Decreased revenue, increased costs.
- Delayed migrant worker arrivals. Lack of willing local workers who would work more than CERB minimum 1000 dollars earnings
- Delayed opening due to COVID, reduced sales delayed hiring staff
- Did not renew contract for ice maker.
- Do not travel orders have decimated accommodators.
- Due to average demographic of patients, many are at high risk and delayed care to due COVID, second provincial shutdown left many confused as to what business remained open (we had many patients who expected or assumed we were closed)
- Due to the recent lockdown we cannot start new projects
- Everyone in the shop was made to take time off unpaid as they are contract workers
- Extending filing deadlines, working with the public was exhausting
- Extra costs of supplies and time dealing with the restrictions
- Few to no applicants to job postings
- First lockdown closed doors, hesitant public engagement since reopening
- Full-time employee took a couple months off, part-time employee currently off
- Full-time employee took a couple months off, part-time employee currently off
- Had to close store to public.
- Had to lay off 4
- Had to lay off staff
- Hours were drastically reduced due to forced government closure.
- I hired at least 10-12 less people than usual. Those who did work made significantly less money if they were dependent on tips to supplement their income.

Significant Negative Impact

- I was unable to find enough tour guides as most are over the age of 50, and they did not want to work under these circumstances. As well I have had to lay off 1 full time winter staff, as we were unable to operate our tour division.
- I was unable to find enough tour guides as most are over the age of 50, and they did not want to work under these circumstances. As well I have had to lay off 1 full time winter staff, as we were unable to operate our tour division.
- Implementing procedures, increased risk, loss of clientele
- In the middle of opening our business in March when COVID hit. Impacted everything from construction, customers, supplies, etc
- Inability to travel
- Inconsistent work
- Lack of ad revenue, extreme measures to keep volunteers and staff safe
- Lack of customers due to shut downs
- Laid off 1 employee. Sales down 30%.
- Lay offs and loss of revenue
- Limited showings on homes, no showings at one point in the beginning.
- Limited training which significantly impacted sales. Stopped travel which has delayed certifications because Canada relies on US certification for firefighting products.
- Limiting People who can gather for funeral or visitation
- Loss of bookings due to lockdowns and distancing requirements
- Loss of income
- Loss of physical space to operate from
- Low moral, fear, staff shortages while tests were being completed for illness that had similar symptoms, staff shortages while staff were dealing with personal issues with daycare and schooling. Moral low for residents requiring extra staff for behaviours, extra staff needed for covid standards and protocols to be met.

Significant Negative Impact

- Low sales, no summer tourist
- Mandatory shutdown for three months and felt unsafe to reopen for an additional two months after that. Less clients per day due to covid protocols and being regulated to breathing in micro plastics from surgical masks is really not my idea of a good time.
- March/April were the toughest months in my 13 year history. But the COVID-19 Pandemic has helped our business bounce back and our Year over Year was a positive. So in conclusion two very negative months then record sales after that
- More people at home doing their own work rather than keeping us employed.
- More people at home doing their own work rather than keeping us employed.
- Mostly female workforce, we have staff with childcare issues, others choosing the one workplace only, also issues of employees needing time off because of COVID symptoms
- My business falls under categories that were locked down, all events had to be canceled and tickets sold were refunded.
- My business was able to operate via Zoom instruction, but many families overwhelmed and did not return to dance.
- No part time
- One employee left because they couldn't or wouldn't comply with COVID protocols, but we have since hired two more and are about to hire 1.5 more staff. But it has taken a great negative emotional toll on everyone.
- Open one month late. Lots of restrictions
- Operations closed for 4months due to lockdown and closed again for a month starting January14
- Our business has flourished over the pandemic. We have struggled unbelievable to hire a work force to keep up with our demand. People found it easier to stay home and collect CERB.
- People remained off on CERB so Sub trades didn't have enough people

Significant Negative Impact

- PPE shortages; staff fatigue due to increased hours
- Primary customer base for wholesale (restaurants/bars) hurt which impacts our volumes. On-premise sales restrictions (lack of indoor dining) have hurt us, as well as pandemic shut downs.
- Reduced in-person traffic, reduced licensee sales
- Reduced sales
- Reduction in client requirements
- Restrictions to only 1 Long term care facility really affected our workforce and confused the facilities with unclear guideline for the first few months
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- Revenue drop of more than 20%
- Sales are down 40%, we brought everyone laid off back to work utilizing CEWS
- Scheduling nightmare, material delays, inconsistent work, turning work away rules very vague so some competition staying open
- Shortage of farm workers and staff
- The first lock down occurred at what was to be the highest sales season - in the first year that I had significant community traction. This was the third year of business and advertising along with advance orders was leading to increased interest and potential sales. All that went belly up.
- The first lockdown almost ended my business. Hopefully the second one ends soon as I cannot afford bills at a business in which is closed for much longer. It's causing a huge financial strain on my family.
- The negative effect was related to lack of candidates for workforce to fill needed positions.
- Totally closed. Attempting to sell online, but not great with antiques

Significant Negative Impact

- Visiting boaters, bar and event sales
- Was closed for almost 6 months in the past 11 months with limited services for the 5 months we were open
- We are a mobile service, so travel limitations are extremely impactful, as are closures to the locations to which we travel, such as marinas and boat yards
- We are a restaurant.
- We cannot work remotely so during lockdowns our store is closed to the public with minimal sales coming from curbside pick up. One employee is a single mom so could not work for 6 months due to school closures and no summer camps running. She will be off again on this lock down for the same reasons. Two of our staff are over the age of 65 and did not want to risk exposure to the public in the work place even with protocol in place.
- We closed our doors
- We didn't hire enough staff early in the season as it was lock down and we struggled with staffing all summer. Also everything took longer because of the sanitisation.
- We had to close down our business for several months, now even though we are open our sales are way down and we are struggling to stay afloat.
- We had to lay off both employees as we are temporarily closed due to lockdown regulations as implemented by the government
- We have lost significant revenue in all channels and have had farm production negatively impacted by labourer issues
- We have shifted to lower paying work and jobs that have less immediate return on investment.
- We shut down for 2 months, maintained pay and employment. We have had some additional retirements and absences related to COVID.
- We specialize/depend on weddings/corporate/social functions of which there were none. Our Restaurant was either closed or on modified capacity throughout the year (the size and location of our Restaurant does not lend itself to take out. In short we have been decimated.

Significant Negative Impact

- We split into 2 teams for 6 months which reduced our ability to see as many patients. We had 1 team member trapped in Peru for a few weeks and 1 team member unable to work due to a lowered immune system
- We work closely with our employees on the farm. Training new seasonal employees was a challenge and an additional risk. Many people would rather stay on CERB then work.
- While demand for local food escalated, we are not large scale farm and did not have the resources to expand our business quickly enough
- Winery visits were constrained and so fewer wine stewards were required
- With 2 major lockdowns, the inability to provide programming to our seniors has resulted in a major decrease in revenues. Secondly, due to regulations, when we have been able to provide programming it has been at a much reduced rate resulting in a decline in revenues as well as the need to purchase sanitizing equipment to help ensure safety of our participants.
- Work force dropped by 96% due to fear of covid 19. Our work force is made up of 80% volunteers.
- Yoga classes could not be offered as studio had to be closed

There were some positive impact statements which included:

- As a digital marketing company a number of businesses either pivoted or started and needed our skills to help them get online. Plus increased grant funding to do so made it easier for those businesses.
- Both Negative at beginning when things shut down, now positive impact, hiring and expanding services
- Brought more customers into the store
- Increase in sales
- Increase in sales as people had time to improve their yards
- Initially lost all of my business with no foreseeable income. Changed my focus by building on what I had and now have more opportunity and lucrative contract
- My busiest year yet
- My business found a niche and has done well.
- My business has grown so much that I have hired a student to help

Special Thanks

The Centre for Workforce Development (CFWD) would like to thank the employers that took the time to complete the 2021 EmployerOne Survey. Your input is valuable in helping the community understand your workforce issues and collaboratively work towards developing solutions to them.

The Board would also like to thank our community partners, listed below, who helped connect employers in the community to this important survey. Your continued effort to assist CFWD in linking to the business community has been key to identifying local workforce issues.

Thank you everyone!

Bancroft Chamber of Commerce
Belleville Chamber of Commerce
Belleville Economic Development
Career Edge
Community Learning Alternatives
Greater Napanee Economic Development
Hastings County Economic Development
Kingston Literacy & Skills
Lennox and Addington Economic Development
Loyalist College
Loyalist Community Employment Services
Madoc Chamber of Commerce

Manufacturing Resource Centre
META Employment Services
Napanee Chamber of Commerce
Prince Edward County Chamber of Commerce
Prince Edward County Community Development
Prince Edward Learning Centre
Quinte Economic Development Commission
Quinte West Chamber of Commerce
Quinte West Economic Development
Regional Marketing Board
Small Business Centre
Trenval



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