

2021 EmployerOne Survey



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





“The reason I do it is because this is real data. This is stuff that is actually happening here”.

—Dale Hoard, MigroAge Technology Solutions

INTRODUCTION

The presentation today is a high level overview of key points from both the local and regional survey reports.



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.

EmployerOne Survey

303 employers completed the survey
compared to **114** in 2020

**This is a 166% increase in responses
over 2020!**

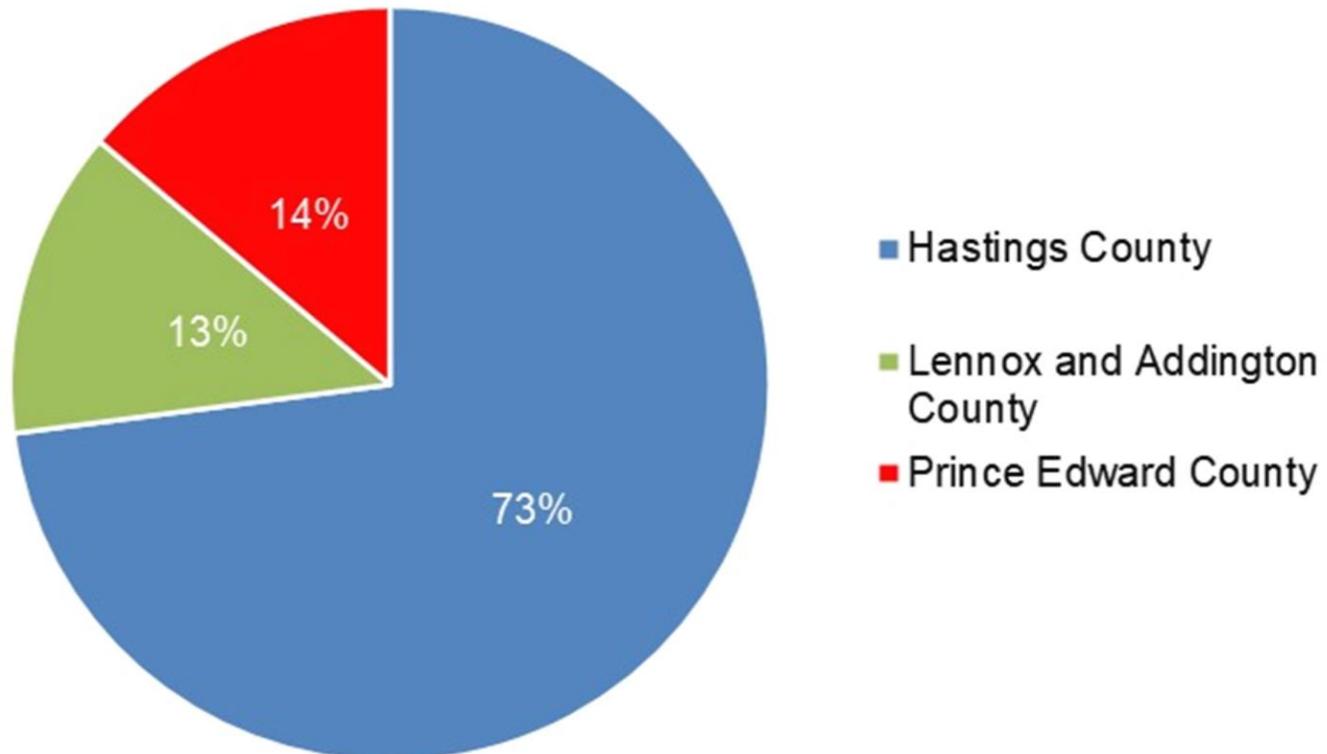
EmployerOne Survey

**Across Eastern Ontario 1,347
employers completed the survey.**

**The CFWD catchment area of
Hastings, Prince Edward and Lennox
and Addington Counties accounted
for 23% of responses.**

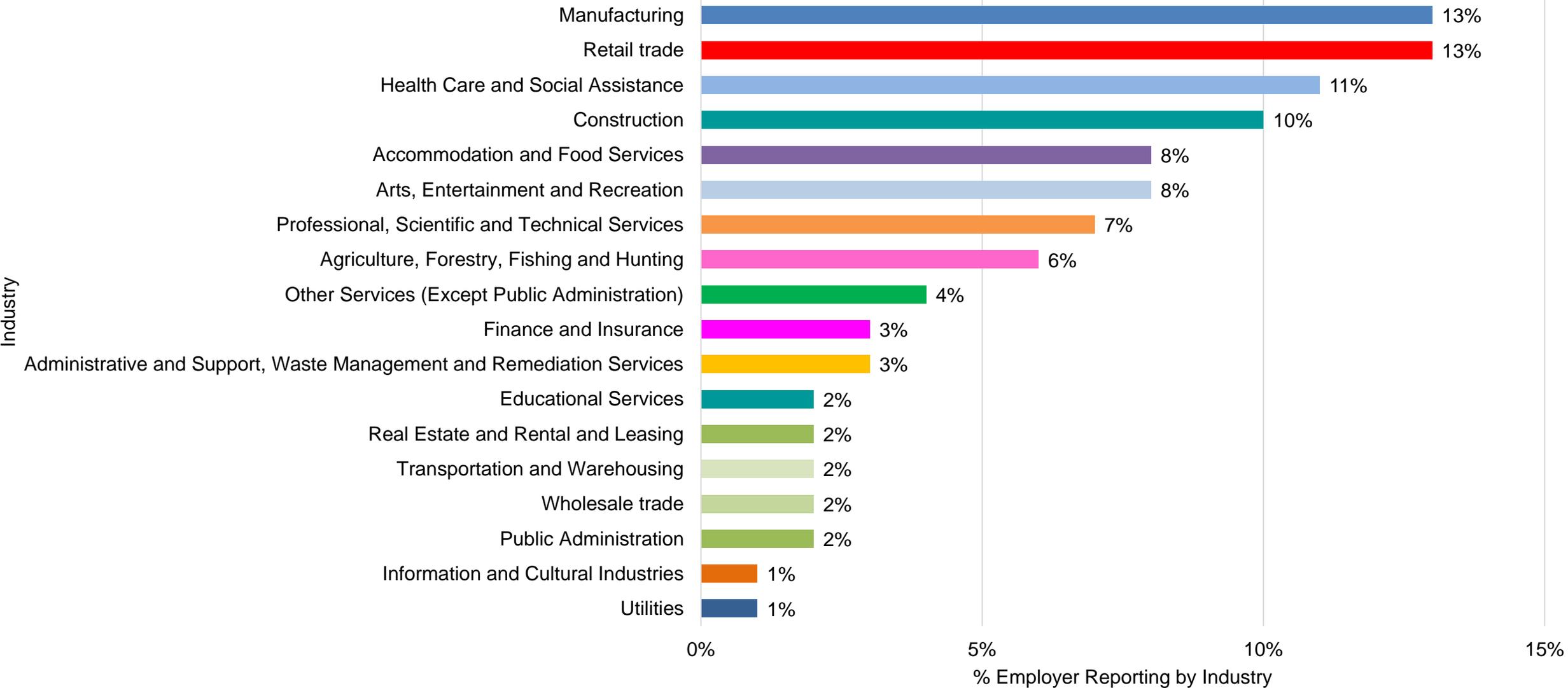
EmployerOne Survey

Respondent by Location

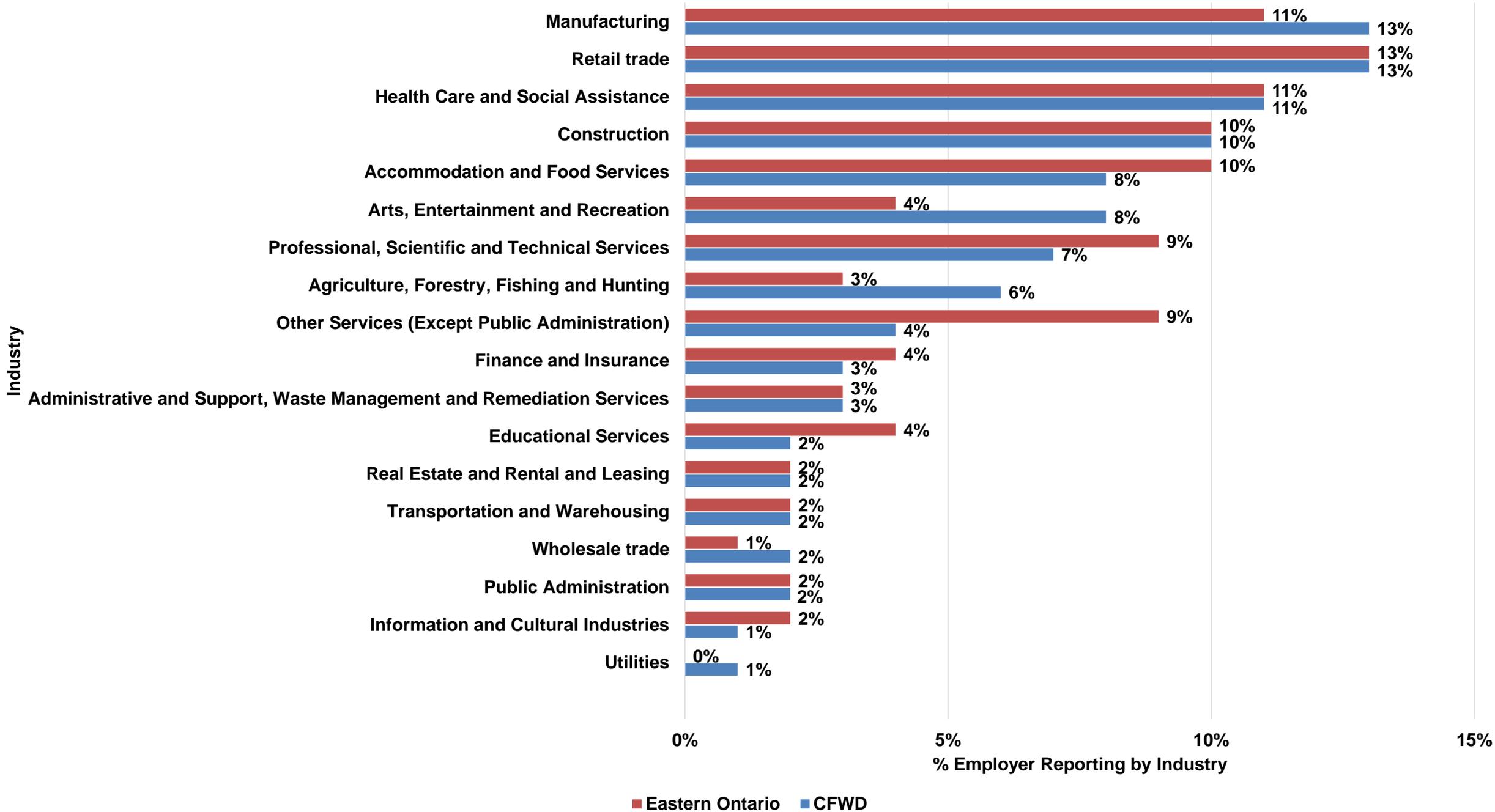


CFWD Area

Respondent by Sector



Respondent by Sector



EMPLOYEE SIZE RANGE

		CFWD	EWIB	WDB	EOTB	OEH	LMGRL	Number	Percent
35%	1 to 4	106	69	84	43	29	74	408	30.1%
22%	5 to 9	68	26	57	54	39	34	279	20.6%
13%	10 to 19	39	24	41	49	18	27	199	14.7%
14%	20 to 49	44	21	51	48	30	27	223	16.5%
10%	50 to 99	29	16	27	21	23	9	126	9.3%
2%	100 to 199	5	6	5	13	12	11	52	3.8%
2%	200 to 499	5	3	4	9	6	2	29	2.1%
3%	500 +	11	3	4	7	11	3	39	2.9%

FACT



78% of employees were in regular full time positions. Compared to **74%** in the 2020 survey.

Seasonal full time accounted for **7%**. This also increased over the last survey.



FACT

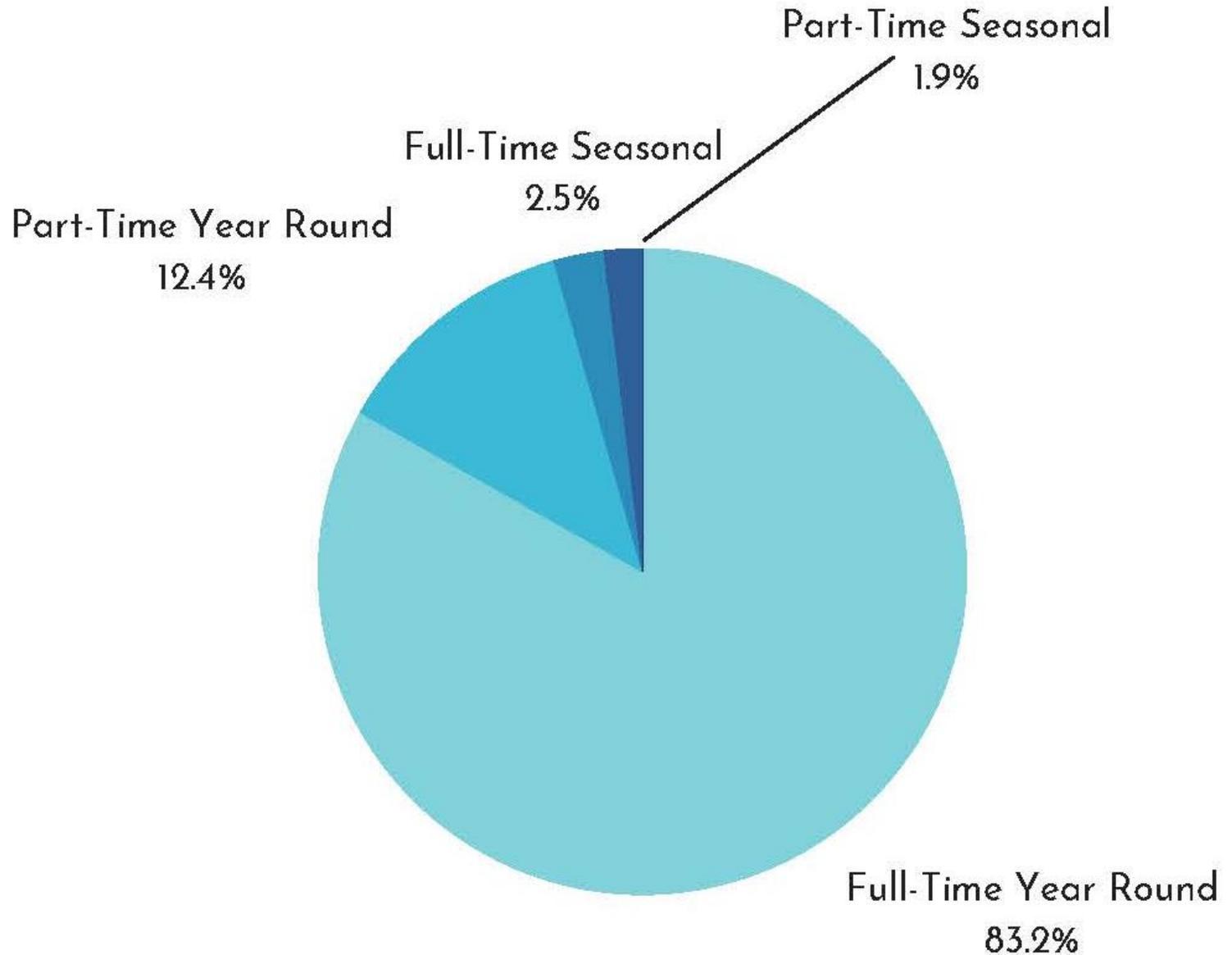


11% of employees were in regular part time positions. Compared to **13%** in the 2020 survey.

Seasonal part time accounted for **3%**. This is down compared to the last survey.



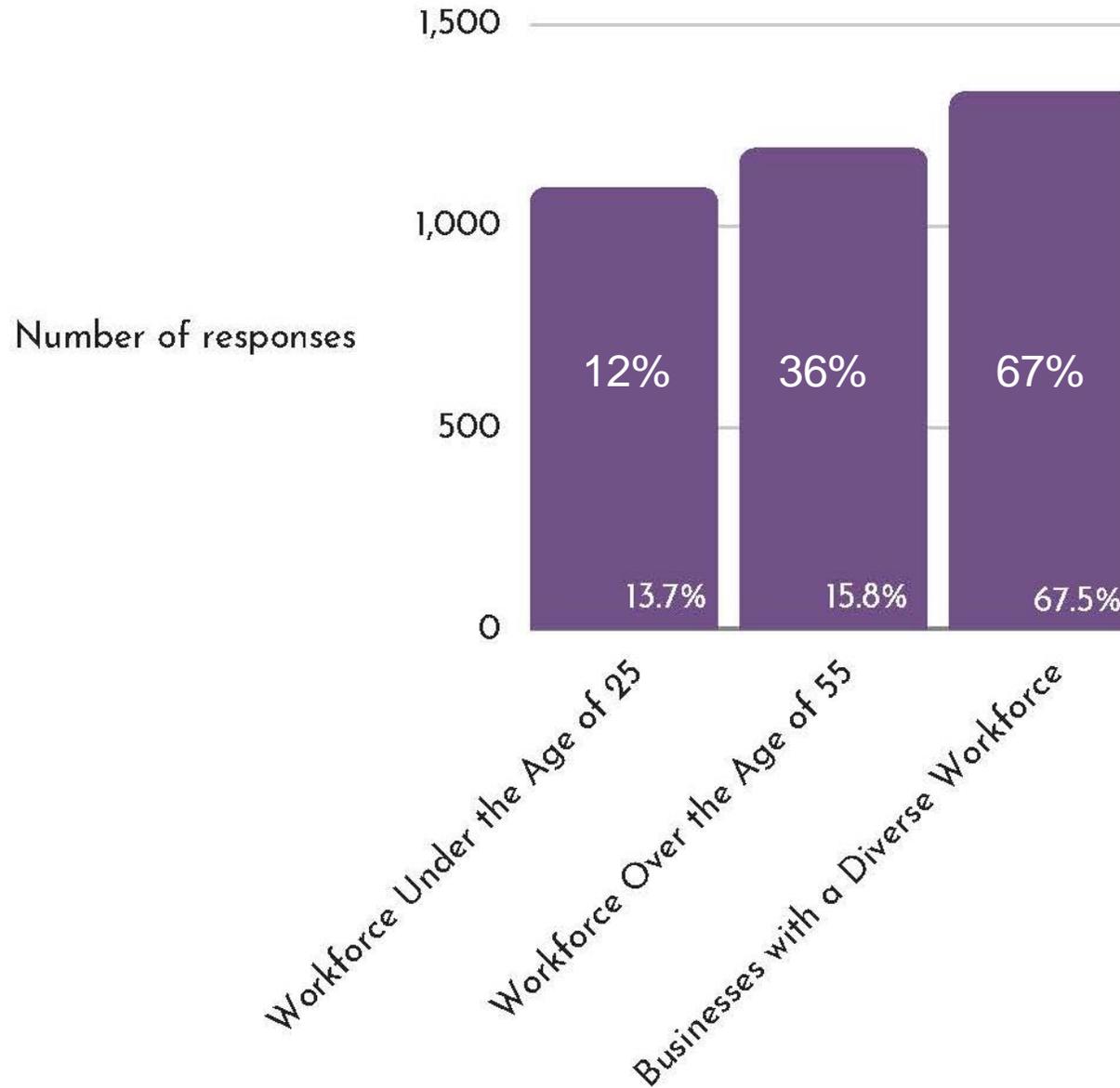
EMPLOYEE STATUS OF THE WORKFORCE



Employee
Status
across all of
Eastern
Ontario

PERCENTAGE OF WORKFORCE

Under 25; Over 55; Workforce Diversity



FACT

32%

35% of employers indicated that they had hired in 2020.

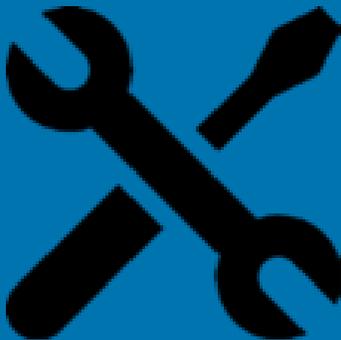
53%

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



Top 3 Hard to Fill Occupations

Construction
Laborer
11%



PSW
7%



Nursing
7%



WHY?

Top 5 Reasons:

Lack of applicants

Applicants demonstrate poor job search skills (e.g. not appearing for interviews)

Applicants lack work experience

COVID-19 related factors

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”

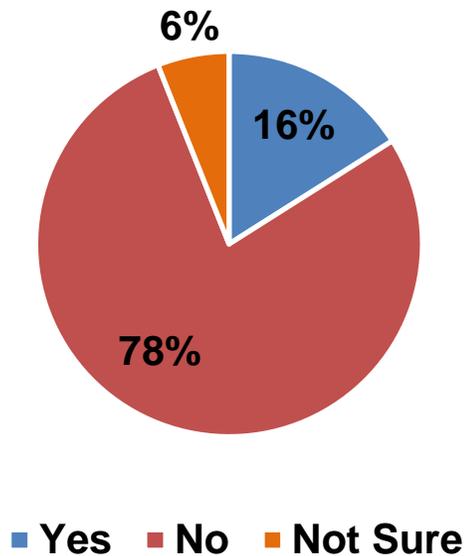
“We struggled with filling some production associate roles due to CERB”

Top Recruiting Method

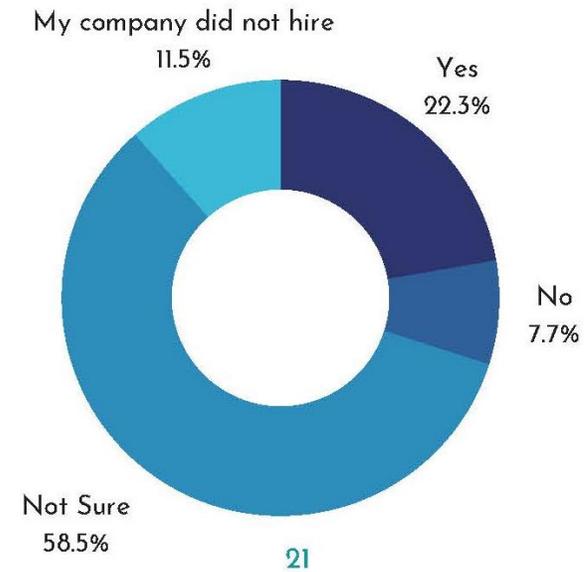


New Canadian Recruitment

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



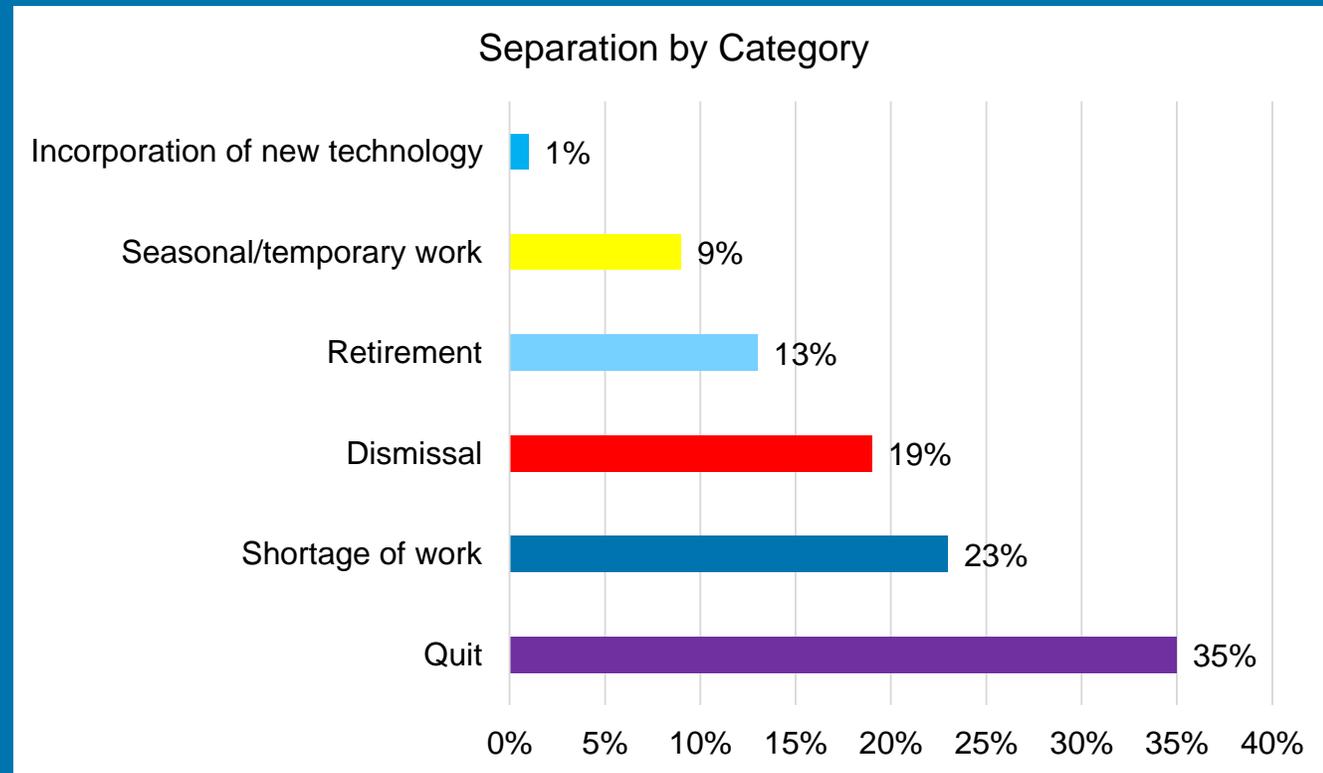
COMPANIES WHO HAVE HIRED AN INDIVIDUAL WHO MOVED TO CANADA IN THE LAST FIVE YEARS



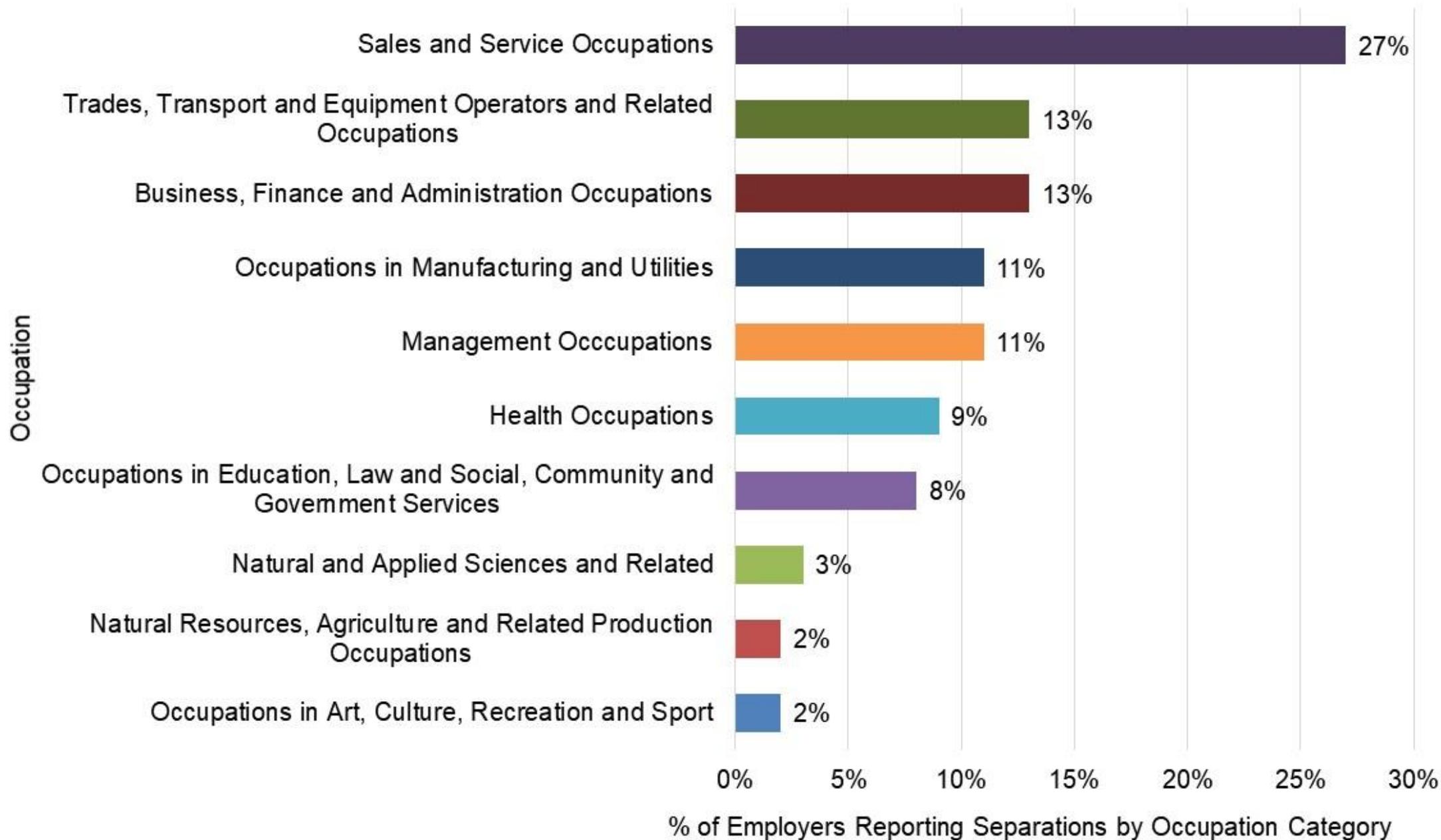
Separations

**54% of
Employers had
at least one
separation**

17%

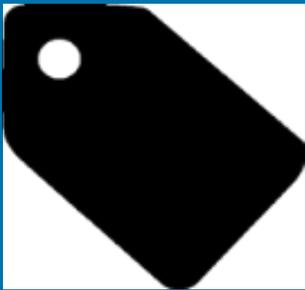


Separations by Occupation



Recruiting

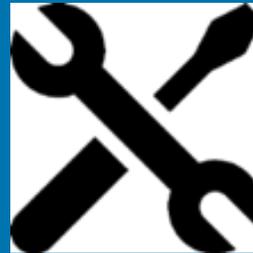
56% of Employers plan to hire



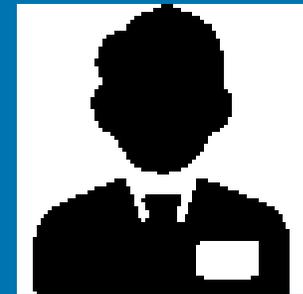
28%
**Sales and
Service**



23%
**Business, finance
and administration**



23%
**Trades,
transport and
equipment
operators**



12%
Management

Availability of Qualified Workers



Excellent
4%



Good
22%



Fair
41%



Poor
33%

Training

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

For those that could not, the leading reasons were:

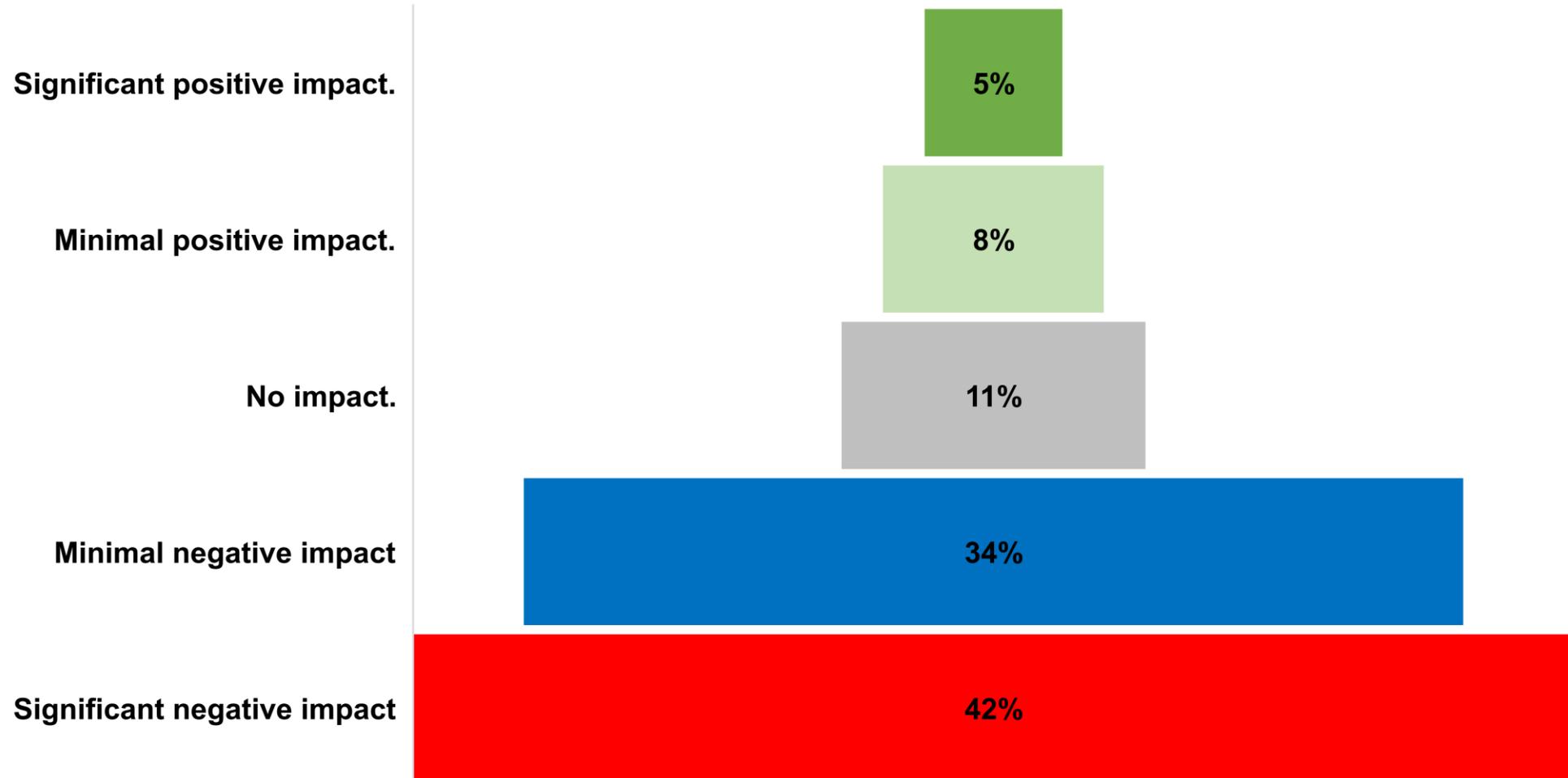
- Training unavailable locally
- Training too costly

Affect of Pandemic

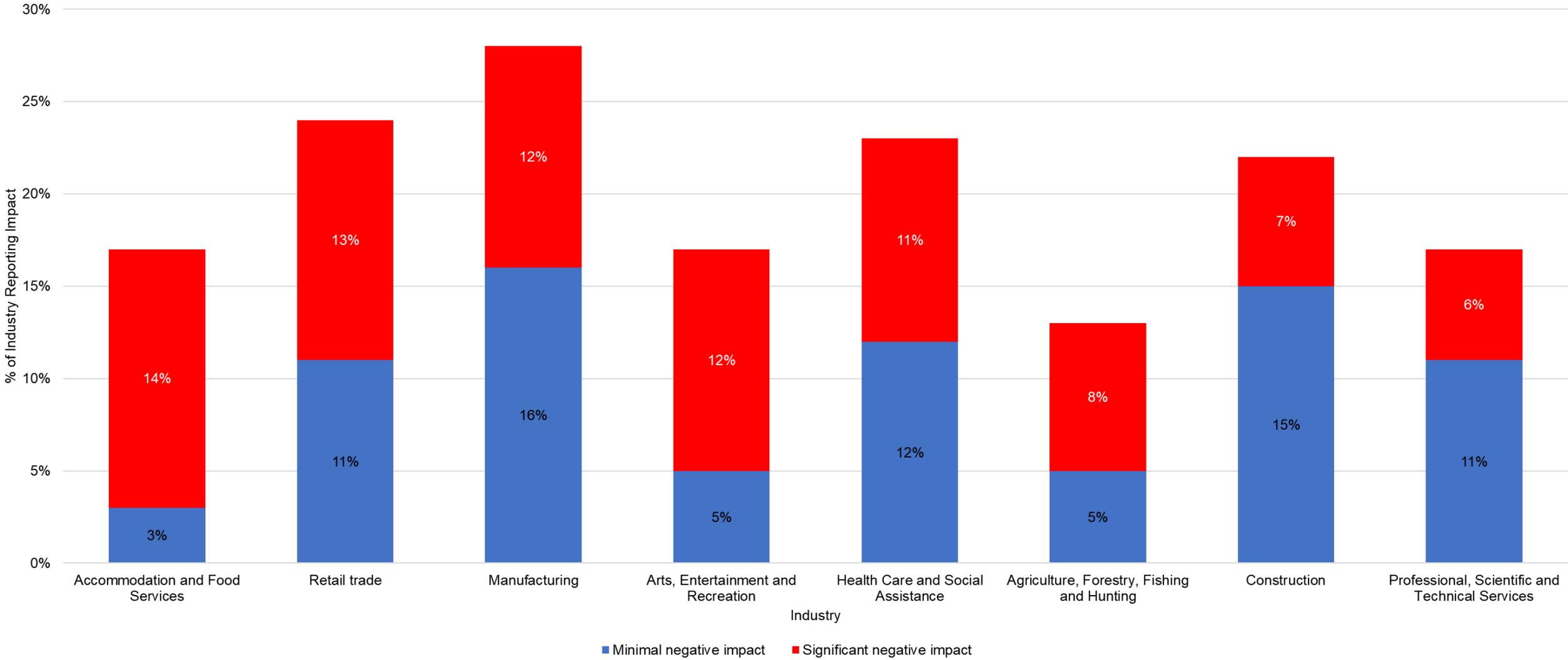
- The COVID-19 Pandemic caused a labour force disruption that is worse than any recent recession.
- Some areas across North America experienced unemployment rates similar to the Great Depression of the 1930s.
- According to Statistics Canada in their October 2020 report, Economic impacts and recovery 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.”

Affect of Pandemic

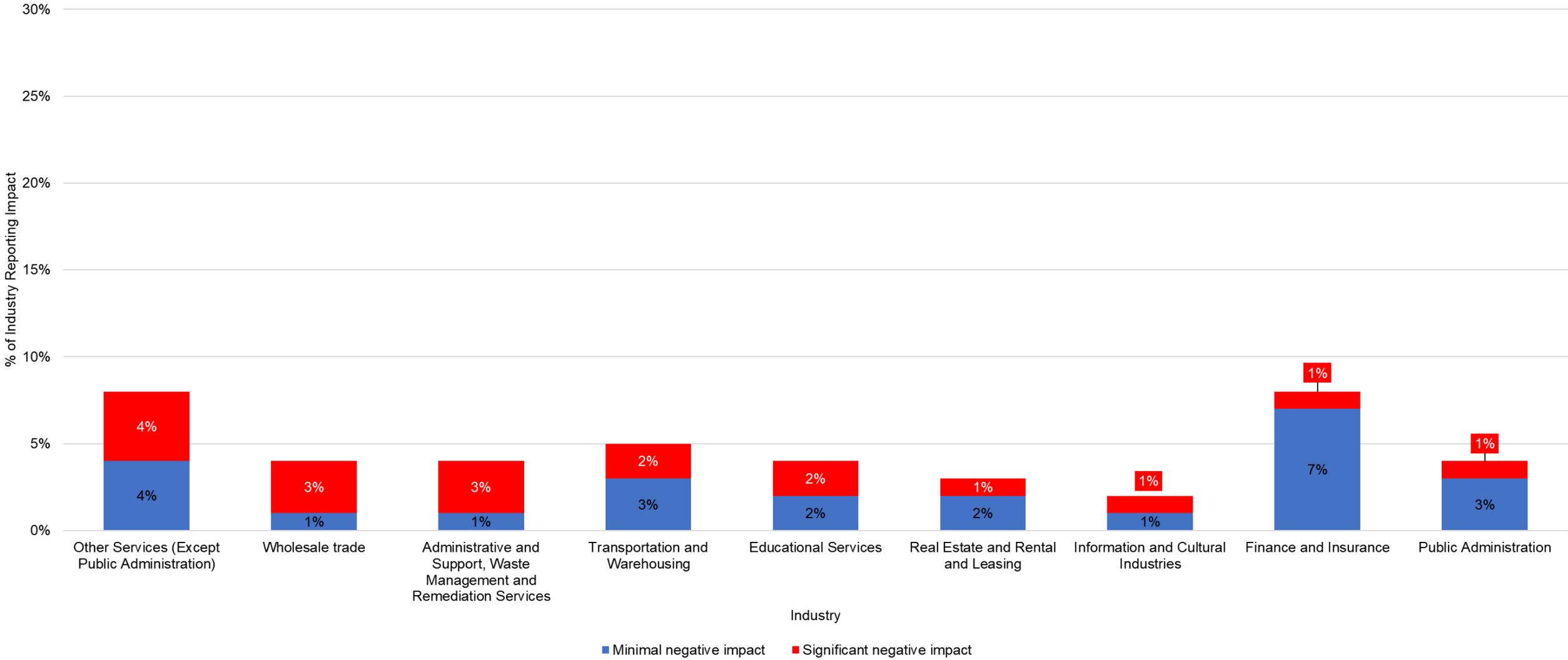
Overall Impact of COVID-19 Across All Industries



COVID-19 Negative Impact By Industry



COVID-19 Negative Impact By Industry



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
- 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

Significant Negative Impact

- Closed
- Closed for 4 months - then when we were open we had limited services to offer
- Closed to the public, no work to offer
- 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

Significant Negative Impact

- Everyone in the shop was made to take time off unpaid as they are contract workers
- Lack of customers due to shut downs
- Laid off 1 employee. Sales down 30%.
- Lay offs and loss of revenue
- 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.

Positive Impact

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
- 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

Worker Impact Survey



Survey Components

These Worker Impact Survey included surveys conducted with ninety-seven (97) community partners; focus groups held with forty-eight (48) participants; and an overall worker impact survey gathering input from one-thousand and four (1004) workers.

Examining the effects of the covid-19 pandemic on the workforce in Eastern Ontario

The COVID-19 pandemic continues to impact on all social and economic aspects of our society. The purpose of the Worker Impact Survey conducted in Eastern Ontario, was to fully understand the barriers to employment, service priorities and programming needs for workers, job-seekers, under-utilized workers and those not currently in the local labour force.

- **Many workers in Eastern Ontario are in need of some form of employment assistance (82%)**
- **Many do not know how to move forward to access services and further their career/job pathway (50%)**
- **Results were shown to be consistent across census divisions, educational attainment, age groupings and gender demographics**



Key Findings

Obstacles In Finding Better Job Opportunities

Top Two Obstacles

1. Lack of jobs in the area – 320 responses or 31.9% of respondents
2. Lack of experience/training – 306 responses or 30.5% of respondents

Factors Preventing Workers From Improving Job Opportunities

Top Two Factors

1. A lack of sufficient financial resources – 405 responses or 40.3% of respondents
2. I don't know where to start – 266 responses or 26.5% of respondents

Experience Or Training That Would Improve Job Opportunities

Top Two Opportunities

1. I need long-term training programs/education (over three months) that would lead to a diploma or degree – 296 responses or 29.5% of respondents
2. I need to update my skills to keep up with the new technology and/or changes in my job– 273 responses or 27.2% of respondents

The “I Don’t Know” Respondents

Five hundred and seven (507) unique respondents checked at least one “I don’t know” response, demonstrating that 50.5% of total respondents have no awareness on how to improve their job opportunities. This suggests that 50.5% of survey respondents have no job/career pathway.

Confidence Levels Of Finding Better Job Opportunities

- 586 or 58.3% of the total survey respondents indicated that they are “not sure”, “not so confident”, or “not at all confident” in finding better job opportunities when the COVID-19 situation improves
- Interestingly, the lack of confidence is not concentrated among those who have lower educational attainment
 - ❑ College certificate and diploma holders account for 27.7%
 - ❑ University graduates account for 22.6%
 - ❑ High School graduates account for only 20.0%.



Key
Recommendations

Develop evolving job/career pathways that appeal to a broader cross-section of workers. Specifically, this refers to an increased emphasis on the availability of comprehensive needs assessments of the workforce.

Develop programming that recognizes the opportunities and challenges that re present within various population demographics (including, females, older workers and youth).

Reposition and strengthen marketing efforts to increase awareness of employment service providers, especially for the most vulnerable groups of workers.

Conduct further research into the reasons for the disconnect between employers and workers and develop initiatives to address them.

Understand the education and training needs specific to Eastern Ontario's workforce and develop the type/duration of programming accordingly.



What's Next?
Feedback and Ideas!



Ask questions!
Provide feedback!
Get involved!

Thank you!

Local Labour Market

Planning is not
possible without
your involvement!!