

# 2015 Hire Learning Survey

## Collecting Hamilton's real-time local labour market information

In January 2015, Workforce Planning Hamilton released its second annual Hire Learning Survey (HLS). The survey was distributed with support from community partners to employers across the city to capture real-time local labour market information. A special thanks to our partners: Mohawk College, Hamilton Chamber of Commerce, City of Hamilton, McMaster University, Employment Ontario Employment Service providers, and many others. Without all of their hard work this project would not be possible.

The HLS helps to better understand our local labour market and its specific needs such as current and future hiring needs, skill and educational requirements, recruitment difficulties, and other labour market challenges. The survey will continue to be released every January so that we can track any emerging trends over time.

The following pages include the complete set of results from the Hire Learning Survey available under the following topics: [Employment Outlook](#) | [Skill and Educational Requirements](#) | [Recruitment](#) | [10 Things You Need to Know about Hamilton's Labour Market](#)

## Who Completed the Survey?

A total of 172 employers in the Hamilton Census Metropolitan Area (CMA) region completed the survey. The region includes municipalities from Hamilton, Burlington, and Grimsby. These are the boundaries that Statistics Canada uses for the CMA.

The employers from our survey represent about **10%** of all employed people in the Hamilton CMA.

### Industry Breakdown (% of respondents)

Manufacturing 20.6%	Other Services (except Public Administration) 14.0%	Professional, Scientific and Technical Services 12.1%	Healthcare and Educational Services 8.4%	Educational Services 7.5%
Finance and Insurance 6.5%	Administration and Support, Waste Management 5.6%	Construction 4.7%	Arts, Entertainment and Recreation 4.7%	Transportation and Warehousing 3.7%
Accommodation and Food Service 2.8%	Utilities 1.9%	Retail Trade 1.9%	Real Estate and Rental and Leasing 1.9%	Wholesale Trade 0.9%
Management of Companies and Enterprises 0.9%	Information and Cultural Industries 0.9%	Agriculture, Forestry, Fishing and Hunting 0.9%	Mining, Quarrying and Oil and Gas Extraction 0.0%	Public Administration 0.0%

By Employee Size Range	Share of Employers
Owner-operated	2.3%
1 to 4	13.6%
5 to 9	19.3%
10 to 19	14.8%
20 to 49	15.9%
50 to 99	6.8%
100 to 199	6.8%
200 to 499	10.2%
500+	10.2%
Total	100.0%

Note: As part of our outreach this year we focused on attracting larger employers as they are significant contributors in terms of employment to the Hamilton labour market.

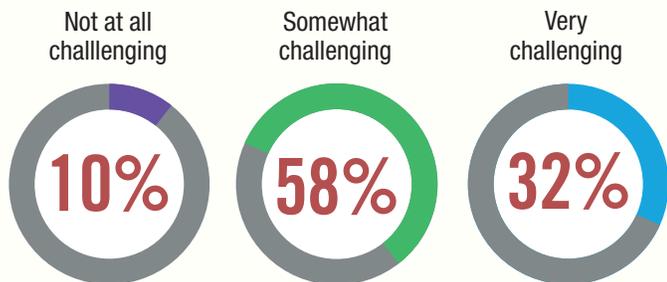


**Workforce Planning Hamilton**  
Planification de main d'oeuvre de Hamilton  
[www.workforceplanninghamilton.ca](http://www.workforceplanninghamilton.ca)



# RECRUITMENT

In general, does your organization find recruitment a challenging issue?



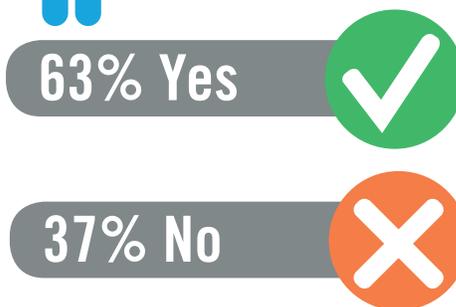
The majority of employers find recruitment a somewhat challenging issue, but about a third find it very challenging. Compared to last year's survey, the number of employers that found it very challenging has increased.



Word of mouth continues to be the top recruitment method for hiring. In fact, the share of employers that used word of mouth as a recruitment method is the same at 75%. After the top two the other recruitment methods seemed to be little used.



Were any of these positions hard-to-fill?



Factors that make recruitment challenging:

- APPLICANTS NOT MEETING**
- skills
  - qualifications
  - work experience
  - motivation, attitude, or interpersonal abilities

The largest share of employers view the availability of qualified workers as fair. In fact, the majority (59%) rate it as fair or poor, and only 8% rate it as excellent.



How do you rate the availability of qualified workers in Hamilton?



The large majority of employers did not use a paid or free employment/recruitment agency.

When there was assistance received it was for recruiting youth to job openings.

# 10 THINGS YOU NEED TO KNOW

## about Hamilton's labour market in 2014:

**1 Employers generally have a positive outlook** | Almost half of respondents see their organization growing and 92% plan on hiring in the next year |

**2 Permanent full-time positions are the most common types of jobs available** | Over 70% of positions among employers surveyed are permanent full-time |

**3 Applicants with a college diploma is the most demanded level of education** | Over a quarter of the most hired occupations were applicants with a college diploma. This was more than any other post secondary level of education |

**4 Majority of employers are finding positions hard-to-fill and state applicants' qualifications, skills and experience as the main reasons** | 63% of employers stated they had a position that was challenging to fill in the past year |

**5 Skill requirements are expected to increase to a moderate extent over the next 5 years** | 60% of employers stated that skill requirements will increase by a moderate extent, and 22% stated that it would increase by a significant extent |

**6 The top competencies employers look for in employees are soft skills** | Communication, work ethic, self-motivation were the top selected soft skills among employers |

**7 The large majority of employers provided some sort of training and education opportunities for their employees in the past year** | 80% of respondents said they provided training and education opportunities |

**8 Cost and loss of productivity during training time are the main barriers to providing more training** | 86% of employers stated loss of productivity during training time and 57% stated cost as the greatest barriers |

**9 The top recruitment methods are word of mouth and online job postings** | 75% of employers stated word of mouth as the main source of hiring, and 63% stated online job postings |

**10 The largest share of separations are due to retirements** | 37% of job losses were due to retirements and 36% were due to quits |

### Interpreting the results of the 2015 Hire Learning Survey

The results of the 2015 Hiring Learning Survey can be used to enrich our knowledge of Hamilton's current labour market conditions. The employer voices heard through the survey can help us understand the labour market data released from Statistics Canada and other data-collecting organizations. As with any information of this type, one should always interpret results with caution and use a variety of sources when collecting labour market information to assess what is happening in the community.

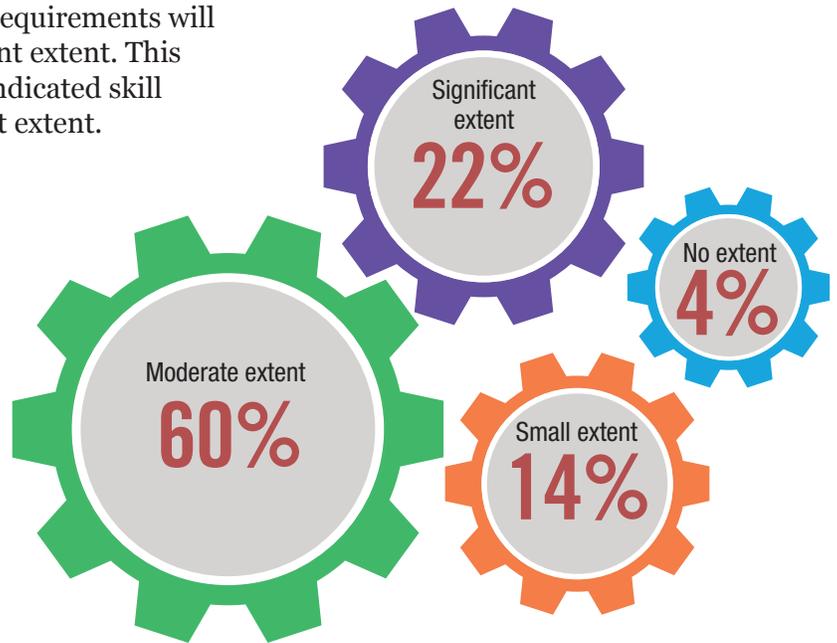
While this is the second year the Hire Learning Survey was released, much of the information gathered here was the first time it was asked so it represents one point in time. Some questions do have comparative results and where that is the case it is mentioned in the report. In future years we will be able to place the results in a comparative context and look at any changing trends over time. Check out [www.workforceplanninghamilton.ca](http://www.workforceplanninghamilton.ca) for more information about Hamilton's local labour market.

# SKILLS AND EDUCAT

Almost a quarter of employers believe skill requirements will increase for their organization by a significant extent. This is a larger share than last year as only 16% indicated skill requirements would increase by a significant extent.



Overall, to what extent do you expect skills requirements to increase over the next 5 years?



## Minimum Level of Education Required by Job Category

-  High School Diploma or Equivalent
-  College Diploma or Trades Certificate
-  University Degree or Higher



# TRAINING REQUIREMENTS

## Who is getting hired?

For the three most hired occupations by employers over the past year, high school diploma or equivalent and college were the most targeted education levels.

Employers were asked to rank the top 3 competencies for their current and future employees. Listed is the top 5. It appears employers demand soft skills as the first three are work ethic, communication and self-motivation.



## Did you know?

**77%** of organizations were able to support ongoing training and education opportunities for their employees.

The most common source of training/education for occupations is on-the-job training.

Please select the top 3 competencies for most of your employees:	Share
Work ethic, dedication, dependability	13%
Communication (both oral and written)	13%
Self-motivated/ability to work with little or no supervision	12%
Problem solving, reasoning, creativity	11%
Technical	10%

## What are the greatest challenges/barriers to your employees receiving ongoing training and education?

### Training in the Workplace

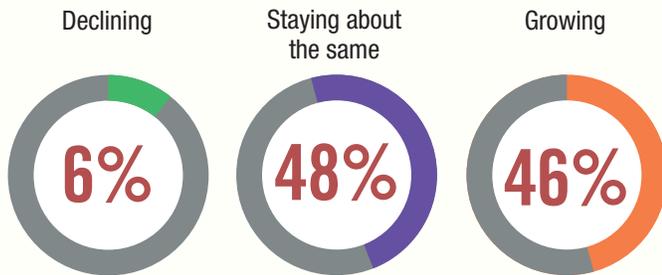


Loss of productivity during training time and cost are the greatest barriers for employers giving their employees more training.

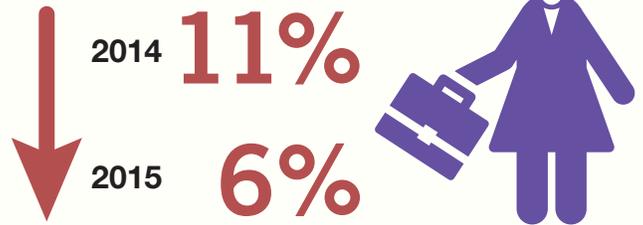


# EMPLOYMENT OUTLOOK

Overall, thinking about just your organization, are the number of employees currently growing, declining or staying about the same?



Compared to last year's Hire Learning Survey, the number of employers that said they were declining in number of employees has dropped from 11% to 6%. Also, the number of employers that said they were growing increased.



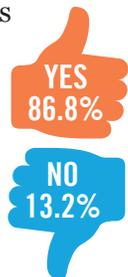
**9.3%** of employers surveyed were start-up organizations. 90% of these companies have less than 15 people.

Which industries were most likely to say they were growing?



The large majority of employers say that they plan on hiring in the upcoming year.

Do you plan on hiring anyone over the next 12 months?



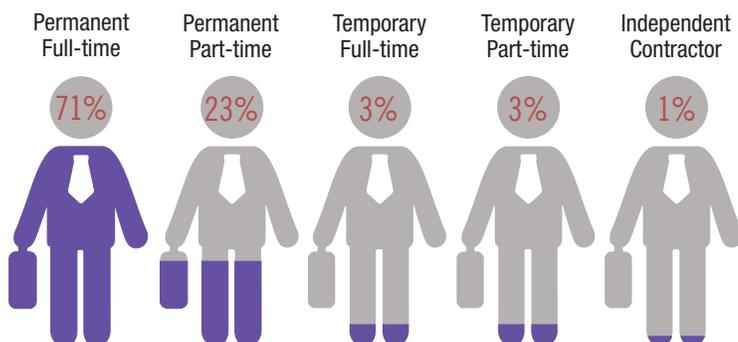
Employers experienced both hires and separations over the past year. On a positive note there were more employers that said they hired someone than lost an employee.

Did your organization experience hiring or separations over the past 12 months?



The share of permanent full-time positions is slightly higher than last year as about 66% of positions were permanent full-time. There are also more permanent positions than according to last year's survey.

What percent of your positions are:



Most commonly cited occupations in demand:

- IT Professionals
- Skilled Trades & Apprentices
- Manufacturing Labourers
- Administrative Support Workers
- Customer Service Representatives

