

2016 EMPLOYEROne survey

Collecting Hamilton's real-time local labour market information

Looking for the most up-to-date information on Hamilton's labour market? The EmployerOne survey provides a snapshot of labour demand in Hamilton. It includes the latest information, based on employer experiences through 2015 on:

**RECRUITMENT | SKILLS AND EDUCATIONAL REQUIREMENTS
EMPLOYMENT OUTLOOK | KEY FINDINGS**

In 2013, Workforce Planning Hamilton implemented an annual survey to collect information from local employers. It was known as the Hire Learning Survey and in 2015, the survey was renamed the EmployerOne survey to align with the other Workforce Planning Boards across Ontario. Each board asks similar questions which are mostly the same year to year.

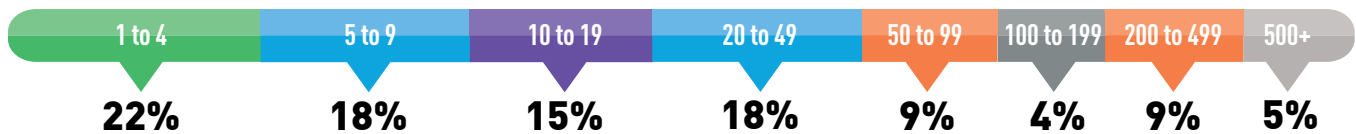
This year, the EmployerOne survey was fully completed by 144 employers and their answers help us better understand our local labour market and its specific needs such as current and future hiring needs, skill and educational requirements, recruitment difficulties, and other labour market challenges.

We would like to thank all of the employers who completed the survey as well as our partners: Hamilton Chamber of Commerce, City of Hamilton, employment service providers, and many others. Without all their contributions and support, this report would not be possible.

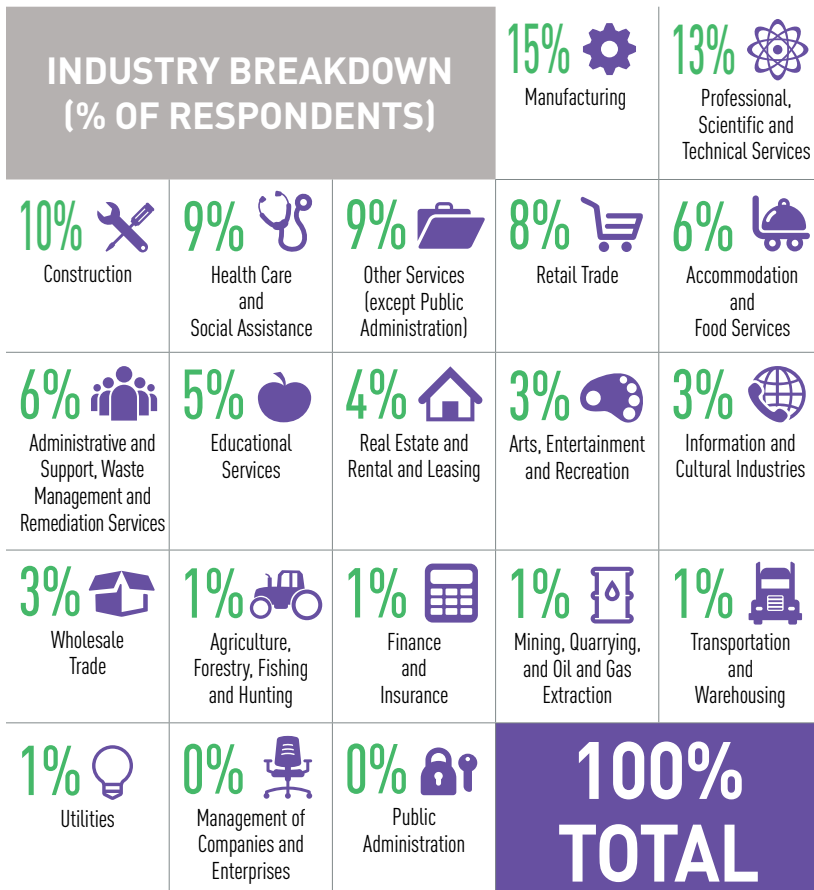
The survey will be released every January so that we can track emerging trends over time.

WHO COMPLETED THE SURVEY? A total of 144 employers in the Hamilton Census Metropolitan Area (CMA) region completed the survey. The region includes municipalities from Hamilton, Burlington, and Grimsby. Through a targeted and systematic approach, the responses represent virtually every sector and employer size in the local economy.

SHARE OF EMPLOYERS BY WORKFORCE SIZE



We had a **DIVERSE REPRESENTATION** of **EMPLOYERS** from virtually all sectors and sizes.



IS YOUR ORGANIZATION A START-UP?

(started in the last five years)

Slightly greater than **ONE** in **SIX** employers are start-ups among the employers surveyed.



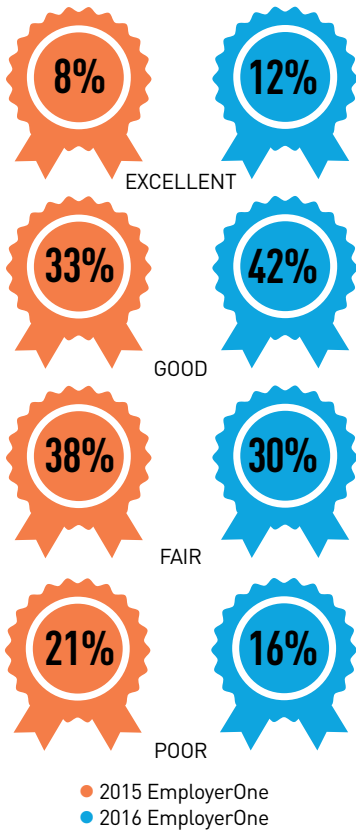
TYPES OF EMPLOYMENT



Of the 144 employers who completed the survey, the vast majority indicated that they have mostly full-time staff on board. Most industries have a high share of full-time workers; however these sectors have higher shares of part-time/contract workers: **Accommodation and Food Services (79%); Educational Services (54%); Healthcare and Social Assistance (31); Administrative and Support, Waste Management and Remediation Services (30%)**

RECRUITMENT

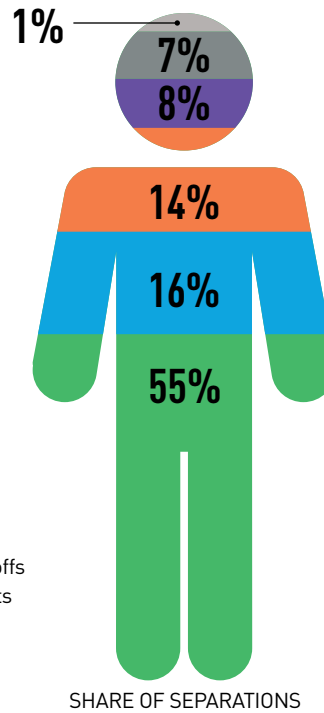
HOW DO YOU RATE THE AVAILABILITY OF QUALIFIED WORKERS IN HAMILTON?



54% of employers rate the availability of qualified workers in Hamilton as good or excellent. Overall, the ratings have improved year over year.

HIRING AND SEPARATIONS

The 2016 EmployerOne survey revealed that **69% of employers** experienced separations in 2015. 'Separations' refers to quits, retirements, layoffs and other forms of termination. 55% of all separations were due to people quitting, followed by 16% of separations through retirement. Most separations were seen by production workers (43% of all separations were production workers).



77% of the quits were by production workers, service workers and professionals.

59% of the retirements were by: trades people, production workers and professionals.

SHARE OF SEPARATIONS

- Other
- Dismissals
- Perm. Layoffs
- Temp. Layoffs
- Retirements
- Quits

More people were hired in 2015 than those who left their jobs:

Separations: **69%**
Hires: **83%**

ALL EMPLOYERS experienced hiring and separations last year.

66% of all hires in 2015 were for full-time positions.

This is the first year that **social media recruitment** made it to the top 5 recruitment methods.

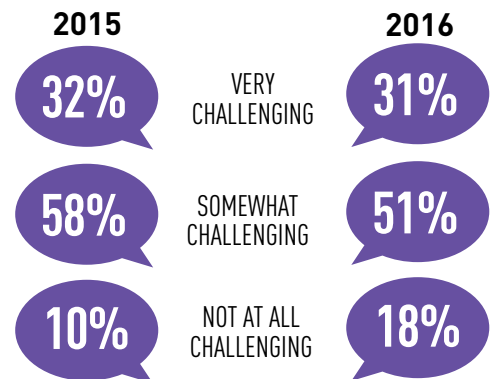


TOP RECRUITMENT METHODS

Word of mouth/ personal contacts/referrals/ informal networks	73%
Online job boards/postings	61%
Company's own internet site	44%
Social Media	35%
Unsolicited Resumes	35%

As with previous years, **WORD OF MOUTH** continues to be the most popular recruitment method amongst employers.

82% of employers experienced recruitment challenges in 2015; with close to 1/3rd finding recruitment very challenging.



Construction, Manufacturing, and Healthcare industries were more likely to say they found recruitment **VERY CHALLENGING**. Retail trade, Educational Services, and Accommodation and Food Services were more likely to say recruitment was **NOT AT ALL CHALLENGING**.

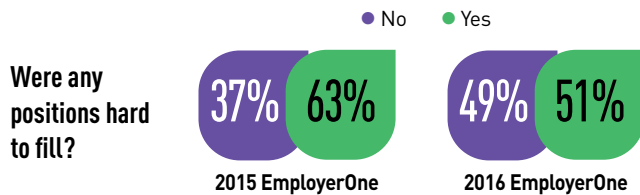
SKILLS AND EDUCATION

TOP 3 Reasons Employers identified for hard-to-fill positions

- Not enough applicants
- Lack of qualifications (education level/credentials)
- Candidates lacked work experience

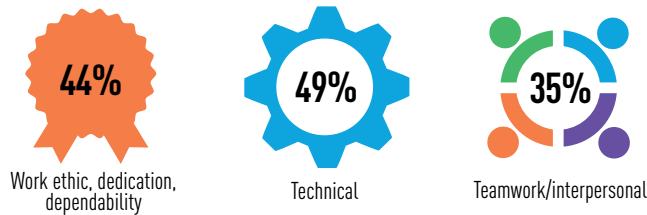
HARD TO FILL POSITIONS

51% of employers indicated that they had one or more hard-to-fill positions. This is lower than last year when 63% said they had a position that was hard-to-fill.



The top three competencies for hard-to-fill positions showed a slightly different picture. Soft skills are still two out of the top three such as work ethic, but technical skills has become the top competency needed. This means for hard-to-fill positions candidates need good technical and soft skills.

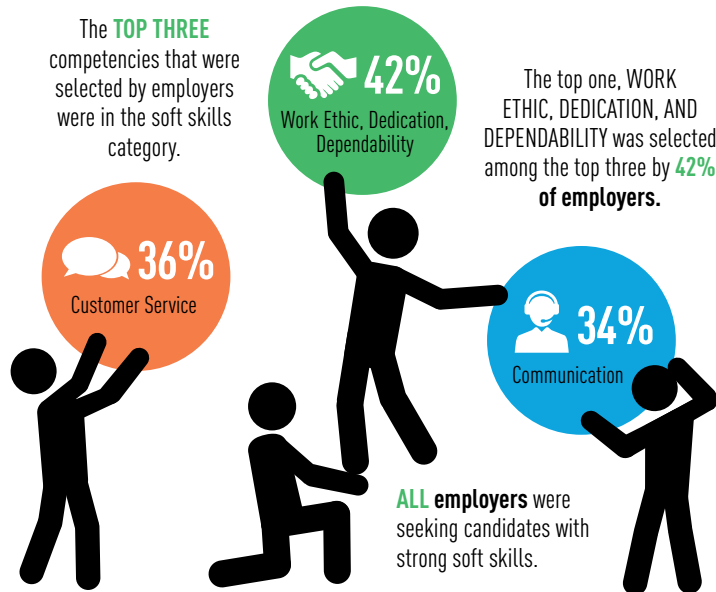
TOP THREE COMPETENCIES EMPLOYERS SEEK IN HARD-TO-FILL POSITIONS



The manufacturing and construction sectors were more likely to report they had hard-to-fill positions.

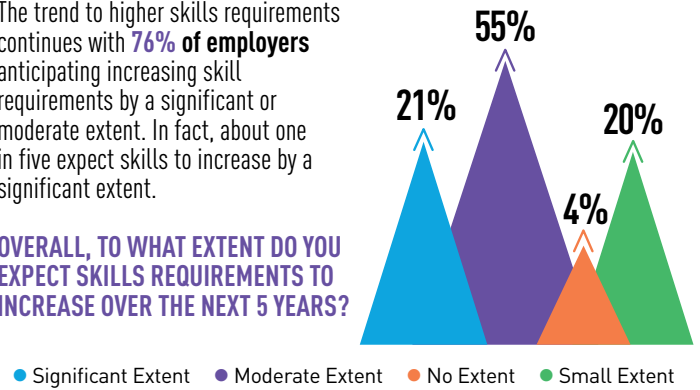
THE TOP THREE COMPETENCIES EMPLOYERS SEEK

The TOP THREE competencies that were selected by employers were in the soft skills category.



The trend to higher skills requirements continues with 76% of employers anticipating increasing skill requirements by a significant or moderate extent. In fact, about one in five expect skills to increase by a significant extent.

OVERALL, TO WHAT EXTENT DO YOU EXPECT SKILLS REQUIREMENTS TO INCREASE OVER THE NEXT 5 YEARS?



What is the preferred level of education required for new hires in the following occupation categories?

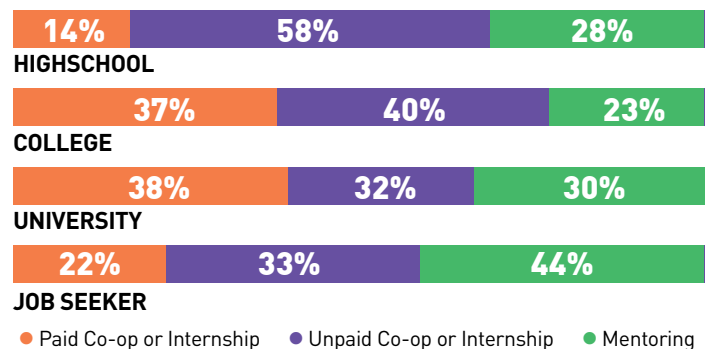
Occupational Group	High school diploma or equivalent	College Diploma or Trades Certificate	University Degree or Higher
Managers and Executives	4%	17%	79%
Professionals	2%	24%	75%
Technical	8%	73%	18%
Trades (Journeypersons)	20%	80%	0%
Apprentices	50%	46%	4%
Sales and Marketing	18%	41%	41%
Administrative and Clerical	27%	61%	12%
Production Workers	77%	17%	7%
Service Workers	52%	33%	15%

Note: University Degree or Higher includes people with a University degree and/or other advanced qualifications.

- 78% of employers surveyed said they were able to provide or support professional development or training opportunities for their employees last year.
- Technical skills training were the most common types of training.
- Employers said they supported most training by offering it in-house.

University and College students were most likely to receive workplace experiences.

WORKPLACE EXPERIENCES FOR STUDENTS OR JOBSEEKERS



EMPLOYMENT OUTLOOK

SLOWER GROWTH IN THE UPCOMING YEAR

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



The **majority of employers** stated that their organization size is staying about the same. This is slightly higher than last year, and we are not seeing an increase in the number of employers stating they are growing.

In the 2015 survey **87% of employers** indicated that they planned to hire one or more people in 2016. Survey responses in 2016 showed that **83% of employers** had hired in the past year.

SUCCESSION PLANNING

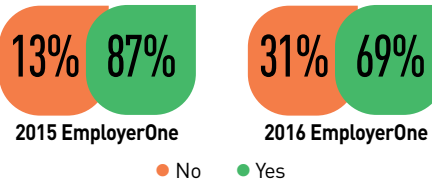
35% of employers have a succession plan in place to deal with projected growth and/or retirements over the next 3-5 years. The larger the employer the more likely they are to have a succession plan.



PLANNED HIRES

- In 2016, **69% of employers** plan on hiring in the upcoming year
- The industries most likely to hire were Manufacturing; Construction; Accommodation and Food Services; Administration and Support, Waste Management and Remediation Services; and Professional, Scientific and Technical Services
- Hires were mostly because of expansions within the company.

DO YOU PLAN ON HIRING ANYONE OVER THE NEXT 12 MONTHS?



53%

of projected hires are for full-time positions

42%

are for part-time positions

Planned hires are down from last year

87% (2015)
69% (2016)

OCCUPATIONS CITED AS MOST IN DEMAND BY THE 144 EMPLOYERS



Industrial, Electrical and Construction Trades



Labourers in Processing, Manufacturing and Utilities



Professional Occupations in Education Services



Service Support and Other Service Occupations



Service Representatives and Other Customer and Personal Service Occupations

THINGS TO KNOW ABOUT THE LABOUR MARKET IN 2015

1

Fewer employers stated that they are hiring this year. This can be an indication of an economy that is slowing down.

2

Small businesses are more likely to recruit through unsolicited resumes and word of mouth as opposed to online mediums.

3

Social Media is gaining popularity as a recruitment method with 35% of employers using it.

4

Year after year, employers place a strong emphasis for candidates to have strong soft skills (ie: communications skills, work ethic, professionalism) and the need for increased skills.

5

College Diplomas or Trades Certificates are the most desirable educational background for the majority of jobs with the exception of Managerial, Executive, and Professional positions.

INTERPRETING THE RESULTS OF THE EMPLOYERONE SURVEY

The results of the 2016 EmployerOne survey can be used to enrich our knowledge of Hamilton's current labour market conditions. As with any information, one should always interpret results with caution and use a variety of sources to add validity to the information. For more information about Hamilton's labour market and to obtain this report in a larger print format, please visit www.workforceplanninghamilton.ca