

# 2017

## EMPLOYEROne survey

### CHECKING THE PULSE OF HAMILTON'S LABOUR MARKET IN REAL TIME

The third edition of Workforce Planning Hamilton's annual EmployerOne survey results provides a timely picture of local employment trends and complements labour market data supplied by the Labour Force Survey and other sources.

This year 238 local employers completed the EmployerOne survey. This was an increase of almost 100 employers from last year. Their responses highlight the jobs in demand, skill and educational requirements, and recruitment and other labour market challenges.

A section on Start-Ups is a special feature of this year's report. With the growth of entrepreneurship and small business in our community there are opportunities which may be overlooked. We have noted the unique characteristics and needs of these businesses.

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

You will find the latest information from local employers on:

**EMPLOYMENT OUTLOOK**

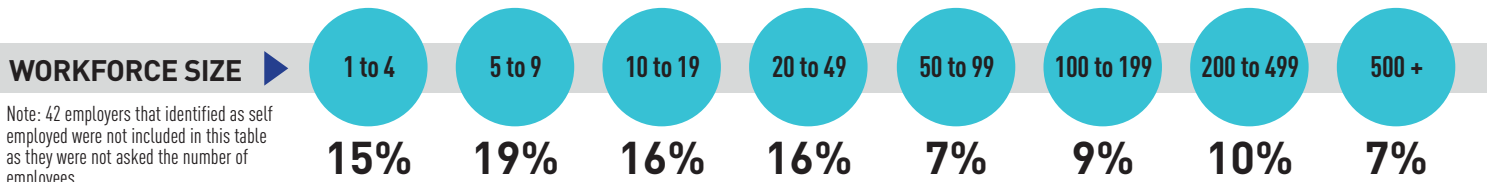
**RECRUITMENT**

**SKILLS AND EDUCATION**

**SIX THINGS YOU NEED TO KNOW**

**WHO COMPLETED THE SURVEY?** A total of 238 employers in Hamilton completed the survey this year. Through a targeted and systematic approach, the responses represent virtually every sector and employer size in the local economy.

#### SHARE OF EMPLOYERS BY



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

#### INDUSTRY BREAKDOWN (% OF RESPONDENTS)

13%  Other Services (except Public Administration)	13%  Retail Trade	11%  Healthcare and Social Assistance	10%  Manufacturing	9%  Professional, Scientific and Technical Services
8%  Construction	7%  Administration and Support, Waste Management and Remediation Services	6%  Arts, Entertainment and Recreation	4%  Accommodation and Food Services	4%  Educational Services
4%  Transportation and Warehousing	3%  Real Estate and Rental and Leasing	3%  Wholesale Trade	2%  Finance and Insurance	2%  Information and Cultural Industries
1%  Public Administration	1%  Agriculture, Forestry, Fishing and Hunting	1%  Management of Companies and Enterprises	1%  Utilities	<b>TOTAL RESPONSES</b> <b>238</b>

#### TYPE OF EMPLOYMENT



The industries with the highest part-time/contract/seasonal jobs were **Educational Services (54%)**; **Retail Trade (53%)**; **Accommodation and Food Services (44%)**; **Healthcare and Social Assistance (40%)**; and **Arts, Entertainment, and Recreation (39%)**.



# JOBS, JOBS, JOBS: RECRUITMENT

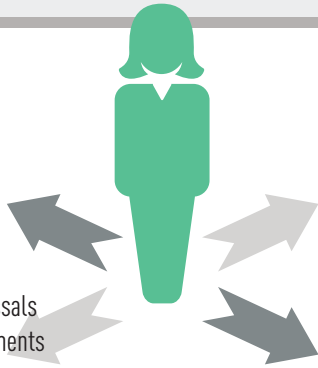
## SEPARATIONS

**74% OF EMPLOYERS EXPERIENCED SEPARATIONS IN 2016...**

- 70% of all separations were through quits
- 22% of all separations were through dismissals
- 11% of all separations were through retirements
- 5% of all separations were through layoffs

**THE INDUSTRIES THAT SAW THE MOST SEPARATIONS WERE:**

- Public Administration
- Manufacturing
- Healthcare and Social Assistance



## HIRES IN 2016

**87% OF EMPLOYERS HIRED STAFF IN 2016...**

- 30% of all hires in 2016 were for permanent full-time positions
- 26% of all hires in 2016 were for permanent part-time positions
- 41% of all hires in 2016 were for contract/seasonal positions
- 4% of all hires in 2016 were for paid co-op positions

NOTE: Three of the largest employers responding to our survey made up 52% of all hires in 2016. This influenced the hiring breakdown of the respondents, with a larger share going to part-time and contract/seasonal. Not including the large employers the breakdown would be: 51% permanent full-time; 24% permanent part-time; 19% contract/seasonal, 7% paid co-op.

**67%** of all hires in 2016 were for permanent part-time or contract/seasonal positions

**MOST HIRED OCCUPATIONS:**

17% of the hires in 2016 were for **Customer and Information Services representatives**

- 53% of the **Customer and Information Services** representatives hired in 2016 were hired by call centers. The rest were hired in **Administration and Support, Waste Management and Remediation Services**.



Other occupations that saw growth in 2016 were:

- General **office workers** (mostly found in Education Services)
- Labourers in **processing, manufacturing and utilities** (mostly found in Manufacturing and Construction)
- Professional occupations in **nursing** (mostly found in Healthcare & Social Assistance)
- Other **construction trades** (mostly found in Construction)

## HARD TO FILL

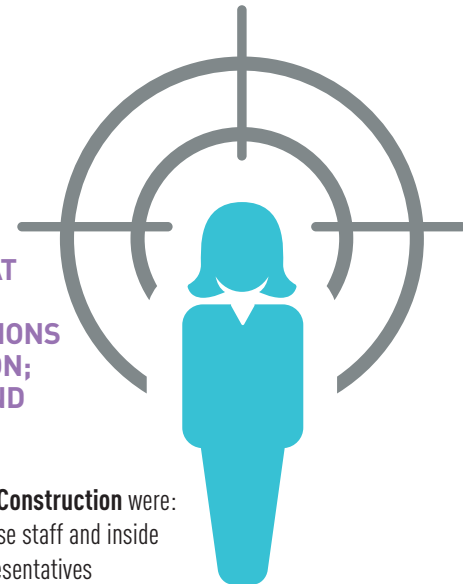
**49% OF EMPLOYERS HAD POSITIONS THAT WERE HARD-TO-FILL IN 2016...**

The occupations that employers had a difficult time filling were:

- truck drivers
- millwrights
- electricians
- inside sales
- cooks
- early childhood educators

**THE INDUSTRIES THAT HAD THE MOST HARD-TO-FILL POSITIONS WERE: CONSTRUCTION; TRANSPORTATION AND WAREHOUSING; AND MANUFACTURING**

- The hard-to-fill positions in **Construction** were: Inspectors, riggers, warehouse staff and inside sales/customer service representatives
- The hard-to-fill positions in **Transportation and Warehousing** were: Truck drivers
- The hard-to-fill positions in **Manufacturing** were: Engineers, electricians, millwrights, and general labourers



**Our biggest challenge is the lack of skilled workers...**

– Other Services employer

**WHY WERE POSITIONS HARD-TO-FILL?**

- 1** Not enough applicants (57% of employers)
- 2** Lack of technical skills (54% of employers)
- 3** Lack of qualifications (education level/credentials) (40% of employers)





**11% OF EMPLOYERS SURVEYED HIRED PAID CO-OP STAFF IN 2016**

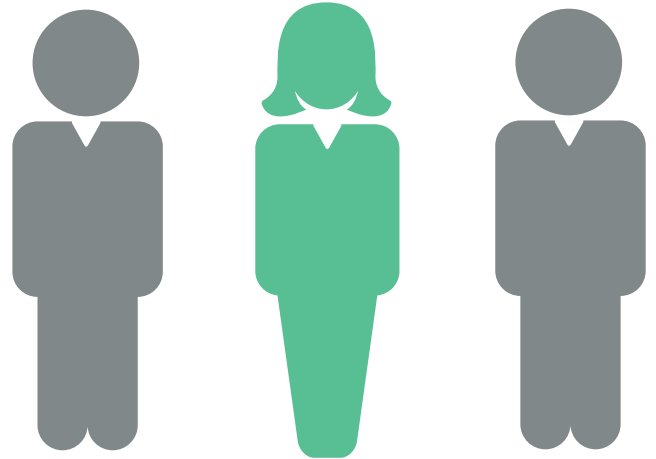
The industries most likely to hire paid co-op staff were:

- **Manufacturing**
- **Healthcare and Social Assistance**

## THE AVAILABILITY OF QUALIFIED WORKERS IS EXCELLENT OR GOOD...


Employers generally consider that the availability of qualified workers is **GOOD** (46%). This share has grown from 33% in 2015 to 46% in 2017. Sectors that are more likely to report that the availability of qualified workers is **FAIR** or **POOR** are **Construction** and **Manufacturing**.

	2015	2016	2017
 Excellent	<b>8%</b>	<b>12%</b>	<b>5%</b>
 Good	<b>33%</b>	<b>42%</b>	<b>46%</b>
 Fair	<b>38%</b>	<b>30%</b>	<b>30%</b>
 Poor	<b>21%</b>	<b>16%</b>	<b>19%</b>
	N = 72	N = 143	N = 238



## THE STRUGGLE IS REAL: RECRUITMENT CHALLENGES FACED BY 80% OF EMPLOYERS

Consistently the majority of employers stated recruitment was **Somewhat Challenging**. The employers who state that recruitment is **Very Challenging** is decreasing. **Construction (53%)** and **Manufacturing (42%)** were most likely to say they found recruitment **Very Challenging**.

	2015	2016	2017
 Very challenging	<b>32%</b>	<b>31%</b>	<b>21%</b>
Somewhat challenging	<b>58%</b>	<b>51%</b>	<b>59%</b>
Not at all challenging	<b>10%</b>	<b>18%</b>	<b>20%</b>
	N = 172	N = 143	N = 238



**Workforce is our biggest issue...**

– Healthcare & Social Assistance employer

## WORD OF MOUTH AND ONLINE JOB POSTINGS ARE THE MOST USED RECRUITMENT METHOD...

RECRUITMENT METHOD	% OF EMPLOYERS
Online job boards/postings	<b>70%</b>
Word of mouth/personal contacts/referrals/informal networks	<b>64%</b>
Company's own internet site	<b>50%</b>
Social media	<b>33%</b>
Government employment centres or websites	<b>24%</b>

### Word of mouth and Online job postings

continue to be the dominant recruitment methods used by employers. Four out of the top five recruitment methods were the same as last year.

**Government employment centres or websites** was replaced with **Unsolicited resumes**.



**We have found Employment Ontario training incentives critical to our growth.**

– Professional, Scientific & Technical employer

## EMPLOYERS ARE USING RECRUITMENT SERVICES...

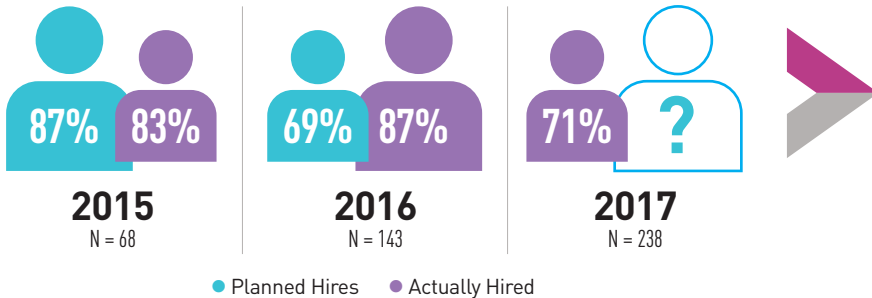
35% of employers used a free employment agency for recruitment. This was 9% higher than the number of employers that used a paid recruitment agency. Of the 22,400 unemployed in Hamilton in 2016, nearly 22% received direct service from one of the Employment Ontario service providers in Hamilton.



# GREAT EXPECTATIONS: EMPLOYMENT OUTLOOK

## LOCAL EMPLOYERS PLAN TO HIRE...

Employers are more optimistic this year in terms of planned hiring. They will most likely hire **1-4 people**, and **expansion** is the major reason.



## EMPLOYERS' HIRING GOALS MAY CHANGE DURING THE YEAR...

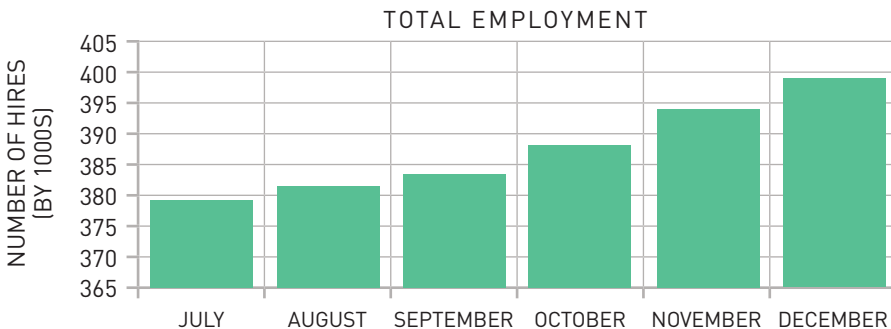
Last year **69%** of employers said they were planning to hire in 2016 but our data shows that **87%** of employer respondents to the 2017 survey had hired one or more employees.



I am having problems finding people because people don't think Hamilton is a High Tech town

- Manufacturing employer

## THIS OPTIMISM IS REFLECTED IN EMPLOYMENT GAINS IN THE 2ND HALF OF 2016 IN HAMILTON...



Source: Labour Force Survey



I am now being hampered in my business for lack of staff...

- Construction employer

## HOT OCCUPATIONS FOR 2017

The occupations that employers are most likely to hire in the upcoming year are:

- Administrative and Clerical
- Service Workers
- Managers and Executives
- Sales and Marketing
- Production Workers

## GROWTH SECTORS

The sectors that saw the most growth in 2016 were:

- Transportation and Warehousing
- Wholesale Trade
- Accommodation and Food Services
- Construction
- Manufacturing

## GROWTH FOR ALMOST HALF OF ALL BUSINESSES IN 2017...

Similar to last year, almost all businesses report that their workforce is growing or staying about the same in 2017. Very few stated they are declining.

These trends hold across most sectors. Two industries that predict stronger growth are **Accommodation and Food Services (86%)**, and **Professional, Scientific, and Technical Services (65%)**.

DECLINING

7%

STAYING ABOUT THE SAME

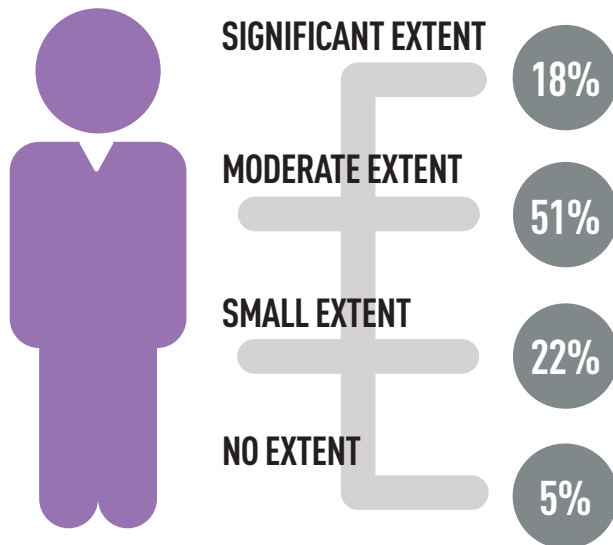
47%

GROWING

46%

# FOUNDATION FOR SUCCESS: SKILLS & EDUCATION

## CLOSE TO 80% EMPLOYERS EXPECT SKILL REQUIREMENTS TO INCREASE...



Similar to last year most employers said skill requirements will increase by a **moderate extent** and about 1 in 5 state it will change by a **significant extent**.

The sectors that anticipated the greatest increase in skills requirements were: **Professional and Scientific (30%)**; **Accommodation and Food Services (40%)**; and **Construction (24%)**.

## SOFT SKILLS ARE IMPORTANT TO EMPLOYERS...



Across all sectors and sizes of employers **work ethic** was identified as the **most important soft skill**, but this was especially true for **Construction; Transportation and Warehousing; and Accommodation and Food Services**.

For **Construction** the top skills requirements were aligned with all other sectors. **Manufacturing's** top requirement was **Technical/Industry related**, followed by a three way tie with **Self-Motivation; Work Ethic; and Willingness to Learn**.

## HIRING BY SKILL LEVEL

- Among Skill Level A occupations those in **Health**, and in **Education, Law and Social, Community and Government Services** were most frequently hired.
- Within the **Trades, Transport and Equipment Operators and Related Occupations**, 54% of the hires were for Skill Level B.
- Occupations with Skill Level C in the **Sales and Service** category were among the most frequently hired positions at 54%.
- Within occupations in **Manufacturing and Utilities**, 57% of hires were for positions that required Skill Level D.



**Skill Level C** also had the largest share among online job postings, according to Workforce Planning Hamilton's Vacancy Data. There are many opportunities for people without postsecondary education.



**SKILL LEVEL A**  
Occupations that typically require at least a University degree



**SKILL LEVEL B**  
Occupations that typically require at least a College Diploma or Apprenticeship



**SKILL LEVEL C**  
Occupations that typically require at least a High School Diploma



**SKILL LEVEL D**  
Occupations that require on-the-job training



We look for professionalism, work ethic and self-motivated people.

– Retail Trade employer

# START-UPS

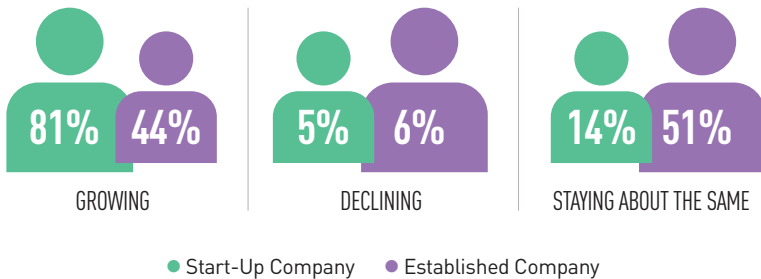
## ABOUT 20% OF SURVEY RESPONDENTS ARE START-UPS IN HAMILTON...

For two years in a row the EmployerOne Survey found 20% of businesses as being start-ups. They are well dispersed among the industries. There were a few industries that had higher rates of start-ups: **Other Services (28%)**; **Accommodation and Food Services (38%)**; and **Art and Entertainment (26%)**.

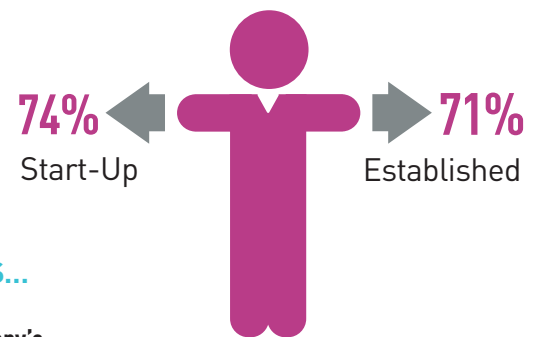
Most of the employers were smaller as 82% had less than 35 employees.



## START-UPS ARE MORE LIKELY TO SAY THEY ARE GROWING THAN ESTABLISHED COMPANIES...



## START-UPS ARE SLIGHTLY MORE LIKELY TO SAY THEY ARE PLANNING TO HIRE IN 2017...



## SOCIAL MEDIA AND JOB FAIRS WERE MORE IMPORTANT FOR START-UPS...

**Online job postings** and **word of mouth** were the most used recruitment methods for start-ups and established companies. However, **social media** and **job fairs** were higher among start-ups, while **company's own internet site** and **unsolicited resumes** were higher among established companies.

# 6 THINGS TO KNOW ABOUT THE LABOUR MARKET IN 2017

01

Employers are cautiously optimistic for the coming year. Hiring is estimated to be slightly higher than last year.

02

The nature of work is changing. There are an increasing number of jobs that are part-time, seasonal or contract.

03

Despite increasing skills requirements, there continue to be jobs for people without a postsecondary education.

04

Construction and Manufacturing are two sectors that show clear signs of recruitment challenges.

05

Hamilton has a significant start-up sector with about 20% of businesses being established within the last 5 years. The start-ups are more likely to be hiring in the upcoming year

06

Work ethic continues to be most important soft skill that employers seek

## INTERPRETING THE RESULTS OF THE EMPLOYERONE SURVEY

The results of the 2017 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](http://www.workforceplanninghamilton.ca)