



2020 EmployerOne Full Technical Report

March 2020



Workforce Planning Board
of Waterloo Wellington Dufferin

The material contained in this report has been prepared by the Workforce Planning Board of Waterloo Wellington Dufferin (WPB). We make no representation or warranty, express or implied, as to its accuracy or completeness. In providing this material, WPB does not assume any responsibility or liability.



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

The views expressed in this document do not necessarily reflect those of the Government of Canada and the Government of Ontario.

Table of Contents

Executive Summary and Methodology.....	4
Highlights of the Survey.....	5
Section A: Organization and Workforce Characteristics	6
Section B: Hiring.....	8
Section C: Separations.....	9
Section D: Hard to Fill Positions.....	11
Section E: Planned Hires.....	13
Section F: Recruiting.....	14
Section G: Retention.....	17

Executive Summary and Methodology

EmployerOne is an employer survey that is promoted to industries across the Waterloo Region and the Counties of Dufferin and Wellington. For the 6th straight year, the Workforce Planning Board of Waterloo Wellington Dufferin (WPBWWD) has surveyed local employers to discuss their skills needs, practices around recruitment and hiring and separation activity for the past year. The survey also asks employers about their proposed future hiring needs over the next 12 months. This report summarizes those findings. Further reports will be released in 2020 that focus on specific industries, including technical skills that the industry seeks in applicants.

Methodology

The EmployerOne survey is used across the Western Ontario region to collect employer data round hiring and skills needs. The 9 planning boards across the region meet and develop the questions each year. Each individual board adds 1-2 questions that are relevant to their individual communities.

In Waterloo Wellington Dufferin, the survey was shared at a meeting with representatives from some of the 30 partners who support the survey. During this meeting, the questions were shared and the partners identified 2 additional questions to add to the survey.

The electronic survey opened on December 1st for all employers who had taken the survey in previous years followed by a launch on January 1st and a closing date of January 31st. After January 31st, WPBWWD did some follow-up calls with employer who were almost done to complete their surveys. Staff at the planning board then analyzed data to create this report back to the community.

Key Findings

- 91% of employers who responded hired. Hiring in 2019 was led by Manufacturing, Health care and social assistance, Transportation and warehousing and Arts, entertainment and recreation.
- A higher percentage of employers rated the availability of qualified workers as good compared to responses in the 2019 survey.
- 80% of reporting employers had separations. This has been a growing trend. 60% of those separations were quits, but dismissals are also starting to rise in some industries.
- There has been a slight shift downward from the previous year in employers who report hard-to-fill positions. “Not enough applicants” is still the number one reason followed by lack of work experience.
- 85% of employers plan to hire in 2020. We offered employers a range they may hire for each position and reported numbers based upon the low end of the range. Employers gave this answer prior to the current novel coronavirus-19 pandemic and that number may fluctuate.
- Care providers and support workers were the number one occupation to be hired in 2020 followed by transport and heavy equipment operation and related maintenance occupations. Employers specifically referenced home care support, personal support workers, transport and delivery drivers and the mechanics who fix those vehicles.

The logo features a blue square with a white checkmark on the left. To its right, the word "EMPLOYEROne" is written in a bold, black, sans-serif font, with "One" in a smaller size. Below "EMPLOYEROne", the word "Survey" is written in a large, black, rounded sans-serif font.

EMPLOYEROne Survey

Your Workforce. Our Future.

Highlights of the Survey

(Numbers in brackets are from 2019 survey)

- 432 employers completed the EmployerOne 2020 survey (542)
- 74% of responding employers have less than 100 workers
- The top three industries responding remain Manufacturing, Professional, scientific and technical services and Construction.

- 91% of employers hired staff in 2019 (76%)
- Employers hired 11,781 people to fill positions in 2019 (14,249)
- 62% of employers reported that they had positions that were difficult to fill in the past 12 months (64%)
- 59% of employers rated the availability of qualified workers as fair or poor (65%)

- 80% of employers reported that they had separations in 2019 (76%)
- 51% of employers identified retention as an issue in their organization
- 85% of employers said they plan to hire in 2020 (80%)
- Employers indicated they plan to hire a minimum of 2,937 people in 2020 (7,546)¹
- 94% of employers would hire a candidate they felt was a fit for their organization, even if they needed some technical training.

¹ In EmployerOne 2019, employers were asked for specific numbers of hires. In 2020, employers were given a range. This number is on the conservative side of those ranges.

Section A: Organization and Workforce Characteristics

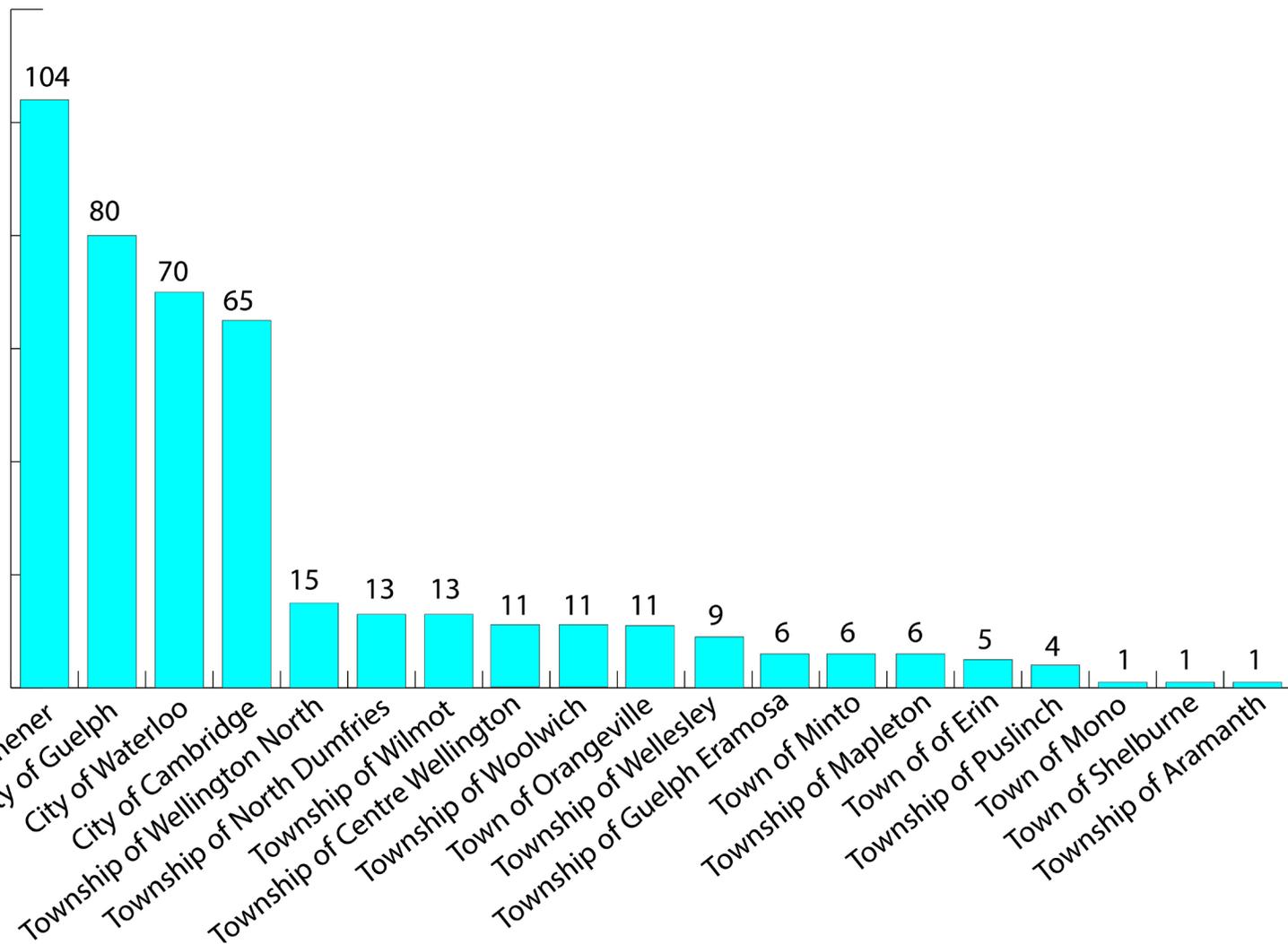


74% of employers were located in the cities of Guelph, Cambridge, Kitchener and Waterloo

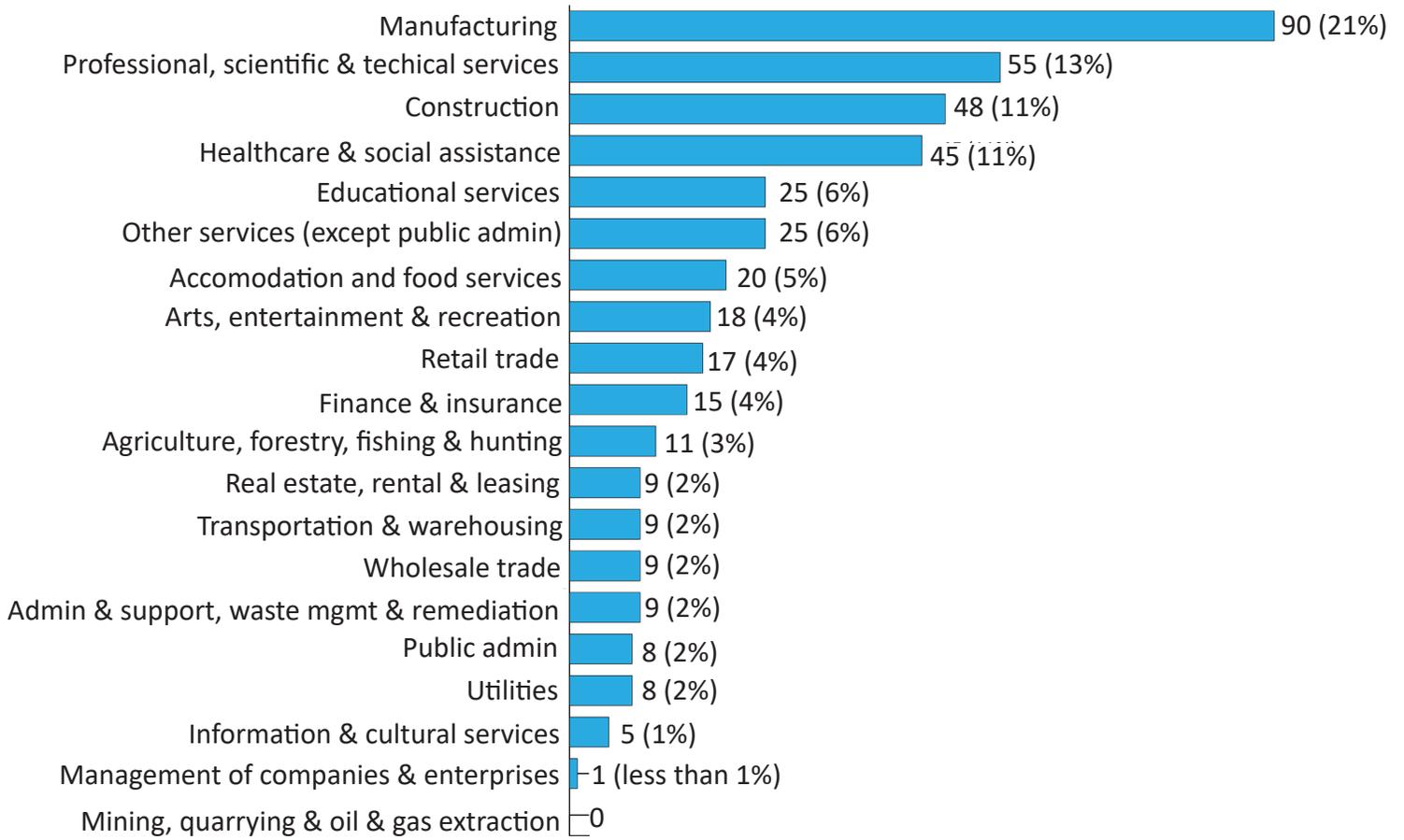
92% of all businesses have been in operation for more than 5 years

Top 3 industries with start-ups: Professional, scientific and technical, Construction and Accommodation and food

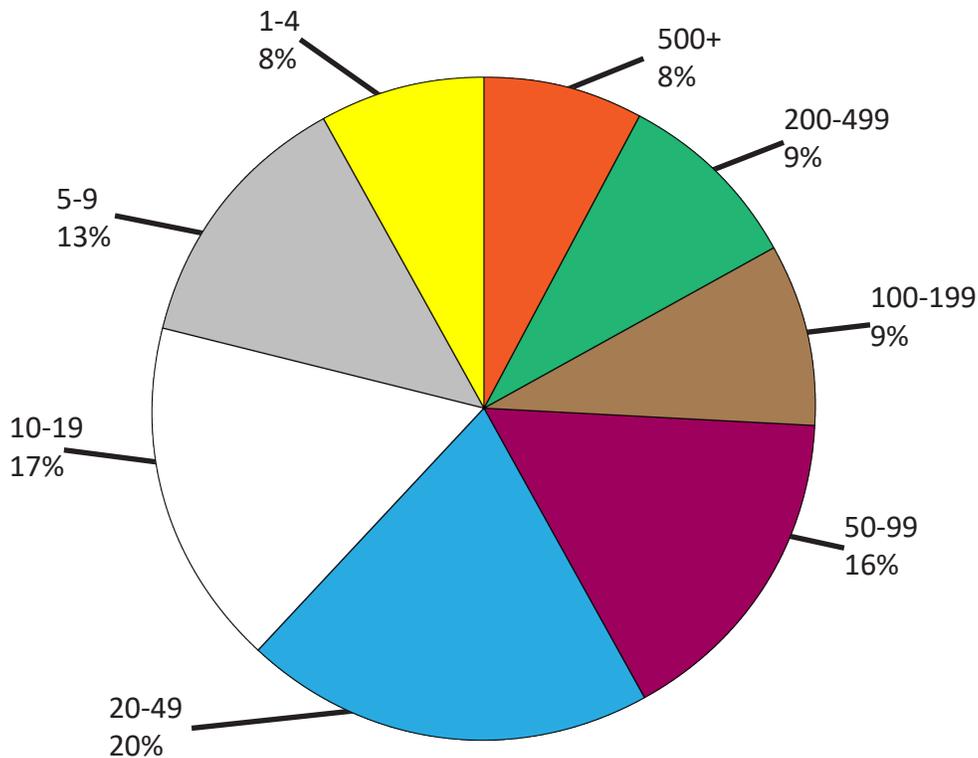
Business locations



Employers by Industry



Number of Employees



Section B: Hiring

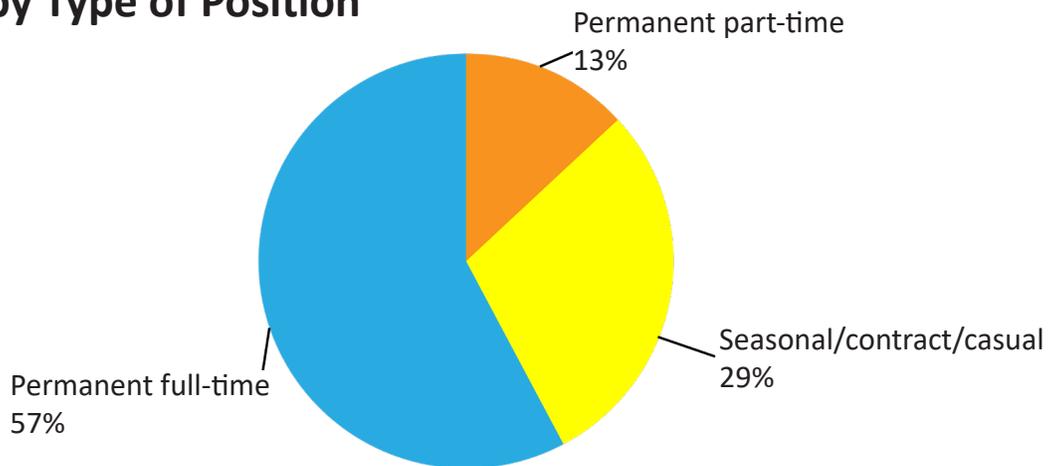


Employers reported that they hired for 11,781 positions in 2019.

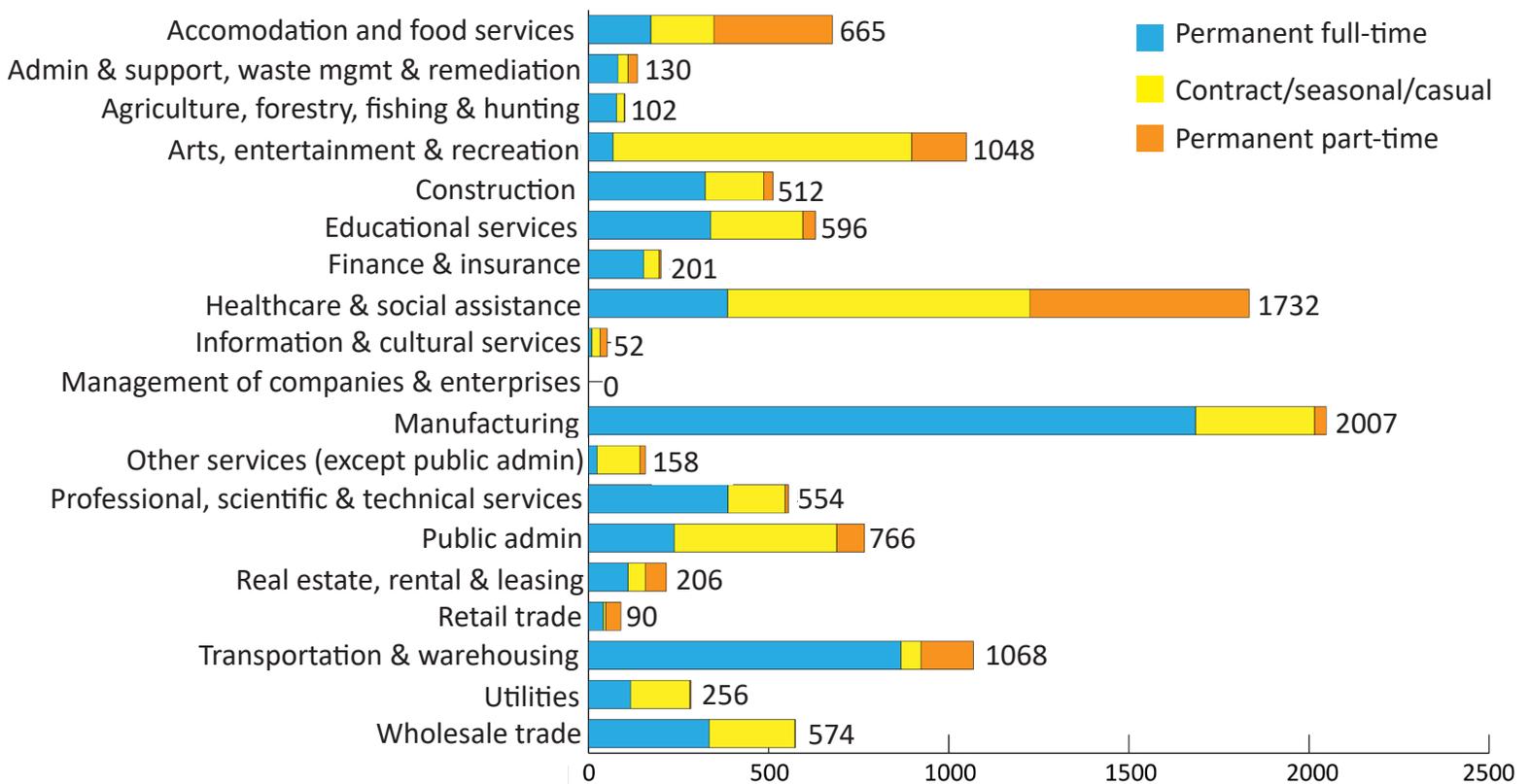
57% of the hiring in 2019 was for full-time positions.

Manufacturing, Healthcare and social assistance, Transportation and warehousing and Arts, entertainment and recreation led the way in hiring.

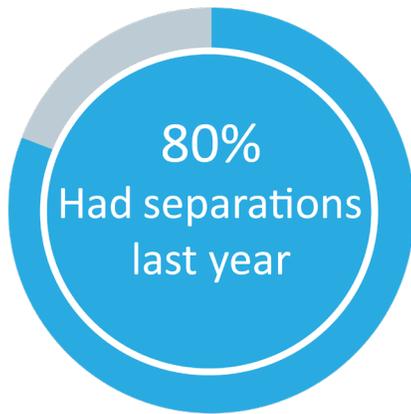
Hiring by Type of Position



Sector Hiring by Type



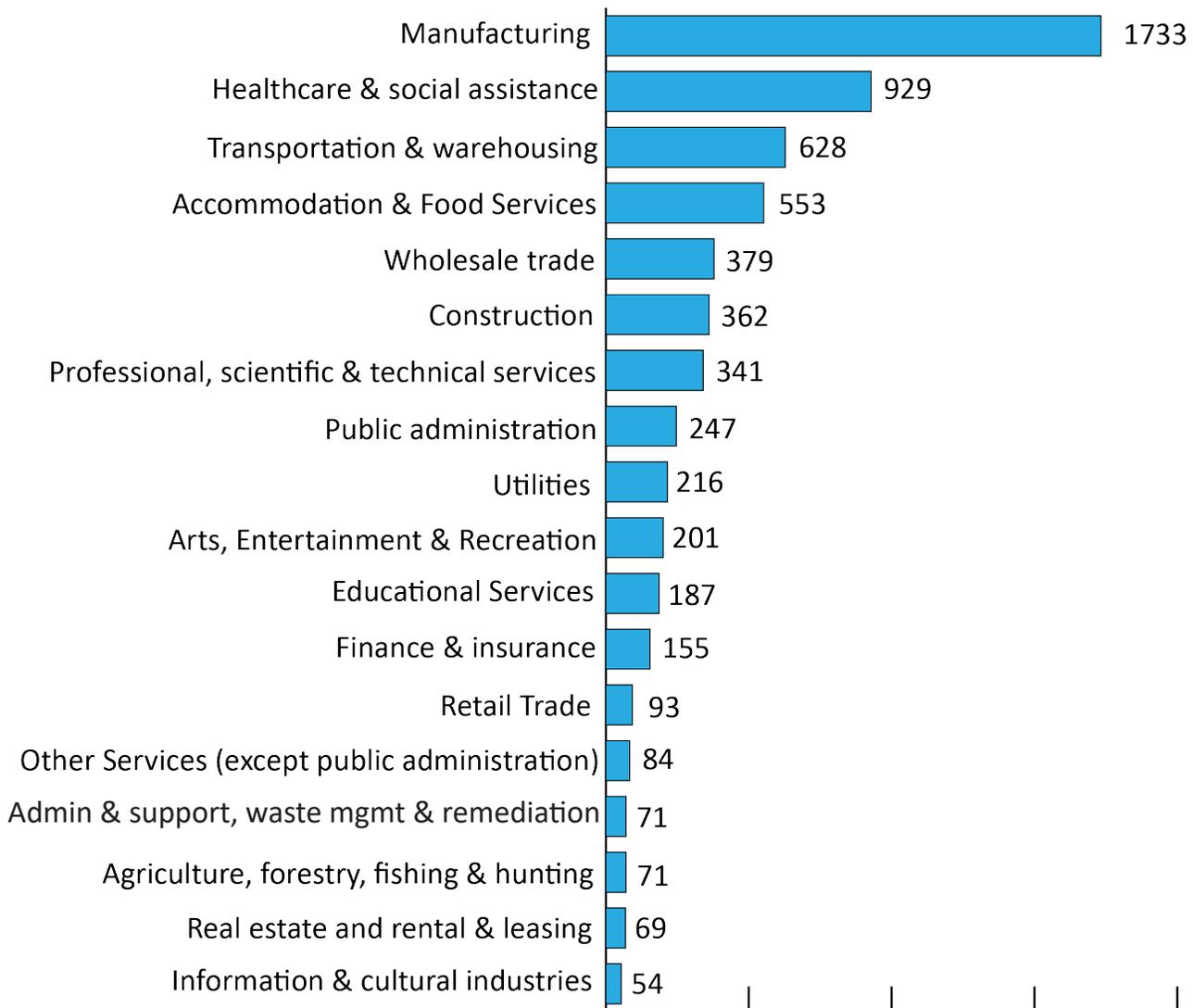
Section C: Separations



Separations are defined as retirements, dismissals, lay-offs (both temporary and permanent), quits or other times when staff have left positions.

Employers reported 6,373 separations in 2019.

Separations by Industry



Separations by Type & Sector

	Total	Quits	Retirements	Layoffs	Dismissals	Other
Manufacturing	1733	984	87	125	418	88
Healthcare & social assistance	929	743	56	38	86	58
Transportation & warehousing	628	454	41	10	130	3
Accommodation & food services	553	365	5	92	59	32
Wholesale trade	379	231	51	0	36	61
Construction	362	139	3	147	51	5
Professional, scientific & technical services	341	180	14	3	65	25
Public administration	247	87	68	3	8	31
Utilities	216	86	12	106	16	6
Arts, entertainment and recreation	201	126	0	33	16	26
Educational services	187	72	33	9	17	63
Finance and insurance	155	87	22	0	77	13
Retail trade	93	62	6	6	16	1
Other services (except public administration)	84	23	2	2	8	4
Admin & support, waste management & remediation	71	52	1	2	15	1
Agriculture, forestry, fishing & hunting	71	44	9	2	7	5
Real estate & rental & leasing	69	32	10	0	18	2
Information & cultural industries	54	36	5	6	6	1

Quits remain the largest source of separations at 60% followed by Dismissals at 16%, Layoffs at 9% and Retirements and Other at 7%.

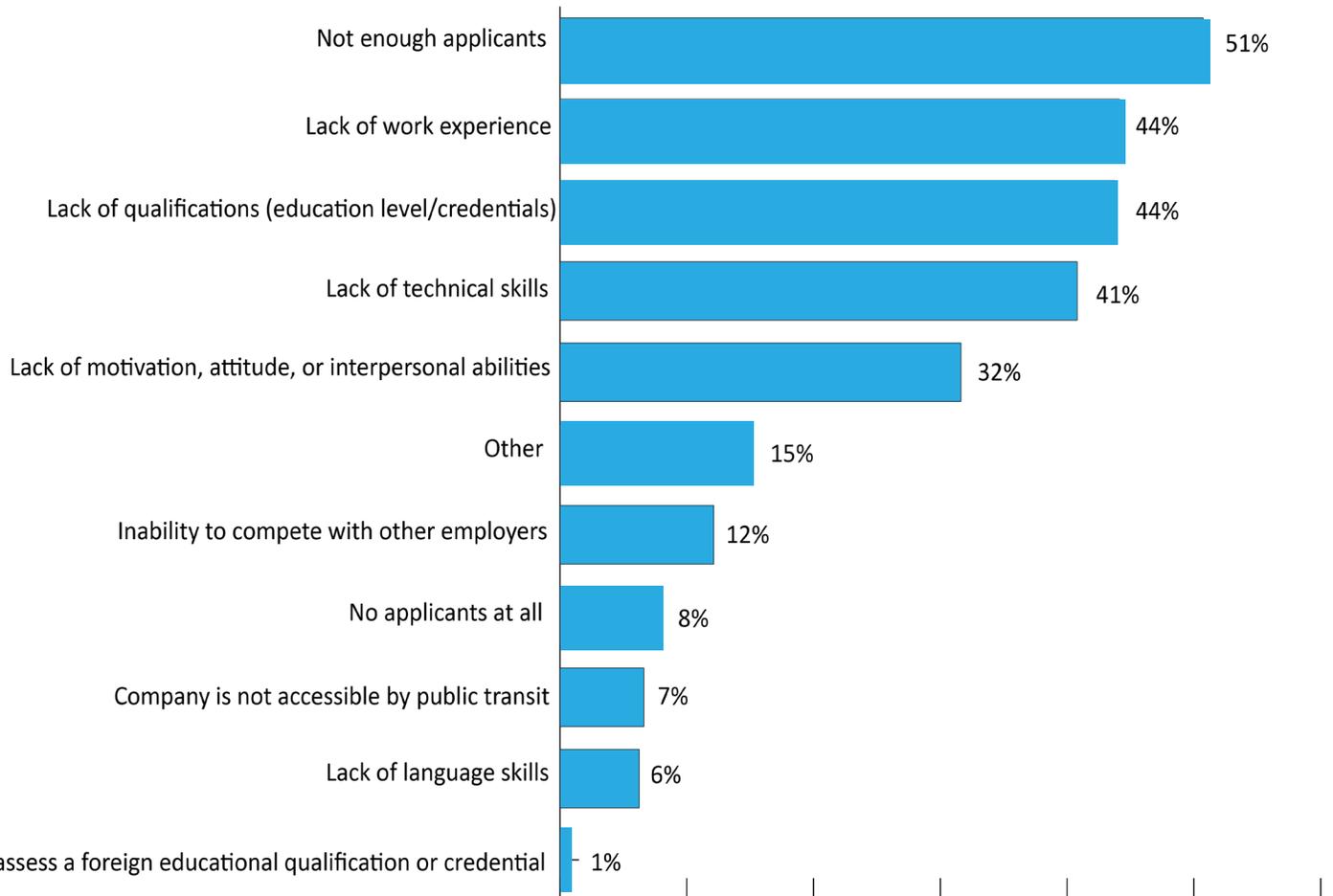
27% of all separations were in Manufacturing followed by Healthcare and social assistance at 15% and Transportation and warehousing at 10%.

Section D: Hard to Fill Positions



This percentage has shifted down slightly from 2018 when it was 64% of employers reporting difficulties with hiring.

Reasons for hard to fill positions



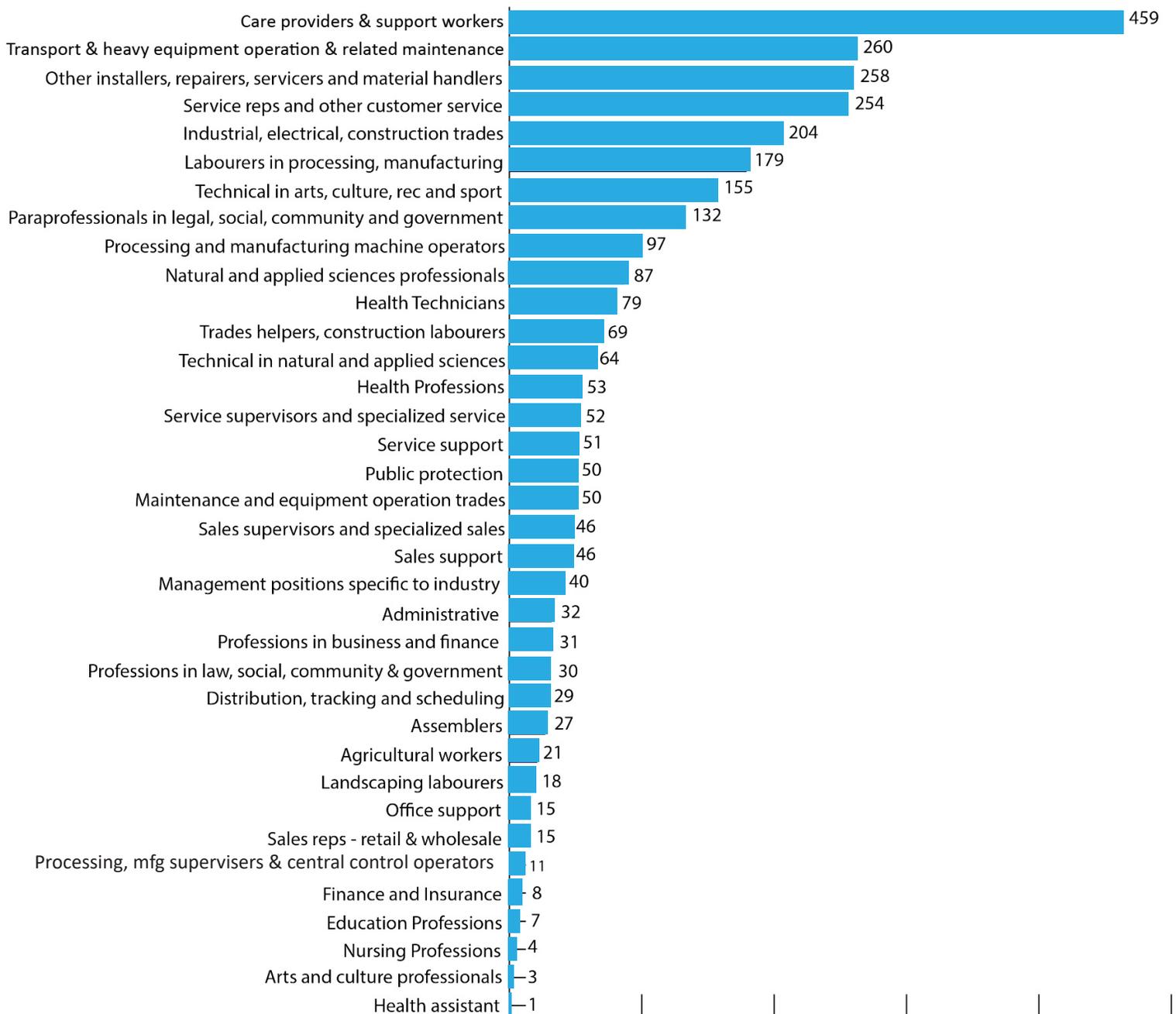
Sector	Hard-to-fill positions - Top 3
Accommodation and Food Services	Cooks Culinary - Line Cook Server - Restaurant
Administration, support, waste management, remediation	Security Guard Millwright Welder
Agriculture, forestry, fishing and hunting	Farm Labourer Service Tech Customer Service Representative
Arts, Entertainment and Recreation	Server Kitchen staff Cook
Construction	Skilled Trades (eg. sheet metal worker, millwright, carpenter) General Labourer
Educational Services	Registered Early Childhood Educators Administrative Assistant
Finance and insurance	Underwriting Assistant Agricultural Lending
Healthcare and social assistance	Personal Support Worker Registered Nurse Clinical Coordinator
Information and cultural industries	Custodian Sales Representative
Manufacturing	CNC Machinist Welder General Labour
Other Services (except public administration)	Lawn Care Technician General Labour - seasonal and permanent
Professional, scientific and technical services	Architecture Technologist Project Manager Programmer
Public administration	Personal Support Worker Aquatics staff Crossing Guard
Real estate and rental and leasing	Maintenance Worker Assistant Property Manager
Retail Trade	Repair Service Technician Experienced retail sales
Transportation and warehousing	310T Technician Tractor-Trailer Commercial Driver
Utilities	Project Manager Seasonal Driver
Wholesale trade	Inside Sales Service Technician

Section E: Planned Hires



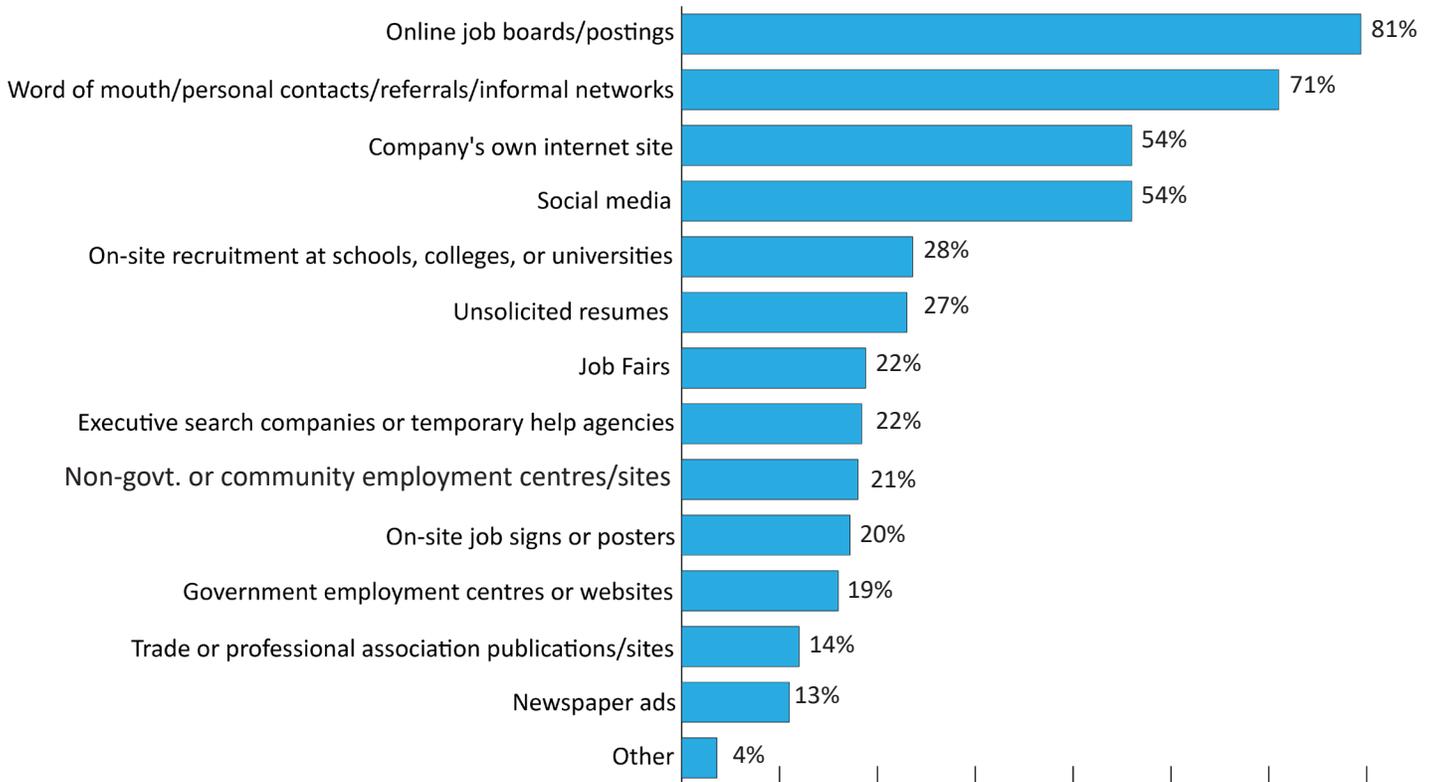
Employers were asked to provide a range for hiring numbers. Conservative estimates indicate that employers anticipate hiring for 2,937 positions in 2020.

15% of all anticipated hires will be Care providers and support workers, mostly personal support workers.



Section F: Recruiting

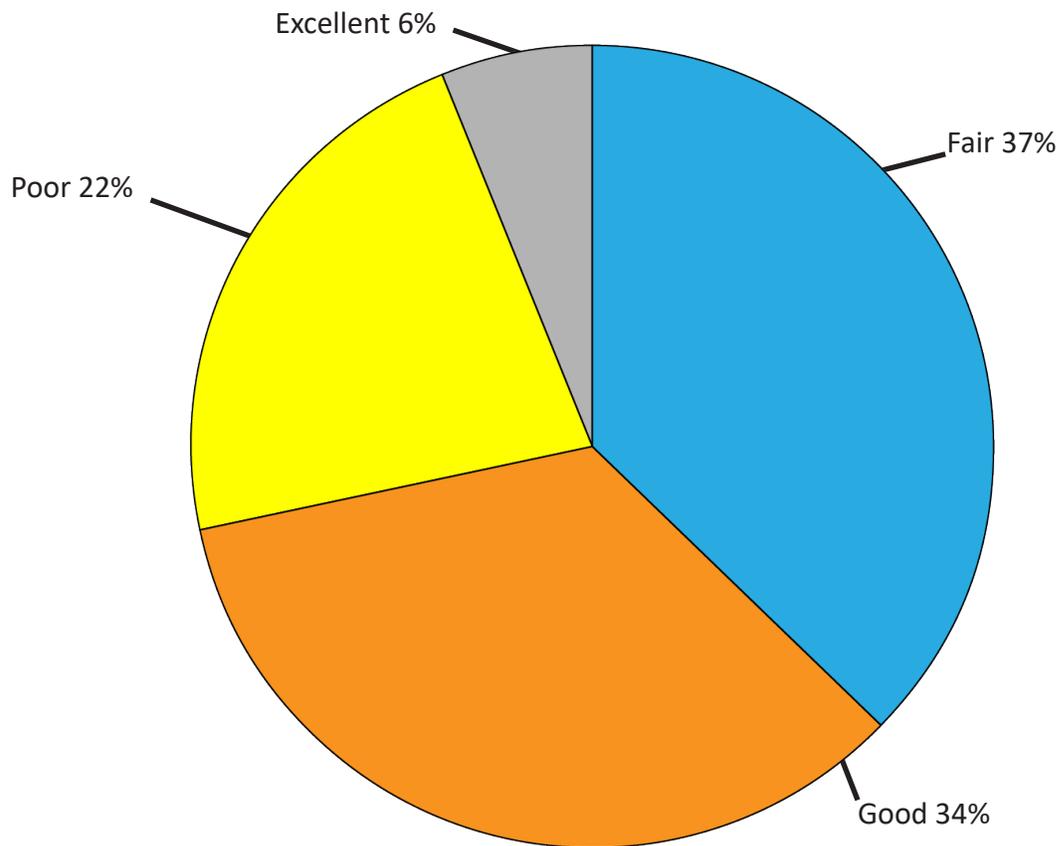
For the first time in 4 years, more employers report that they are using online job boards and postings over word of mouth and informal networks. Company web sites and social media posts are still the third most popular recruitment methods.



Top competencies employers were looking for



Employers rating of available workers



59% of responding employers rated they would rate the availability of workers as poor or fair. This is a drop from 2019 when 65% of employers indicated the same.

If you have a candidate who is a fit for your organization but is lacking some technical skills, are you willing to train?

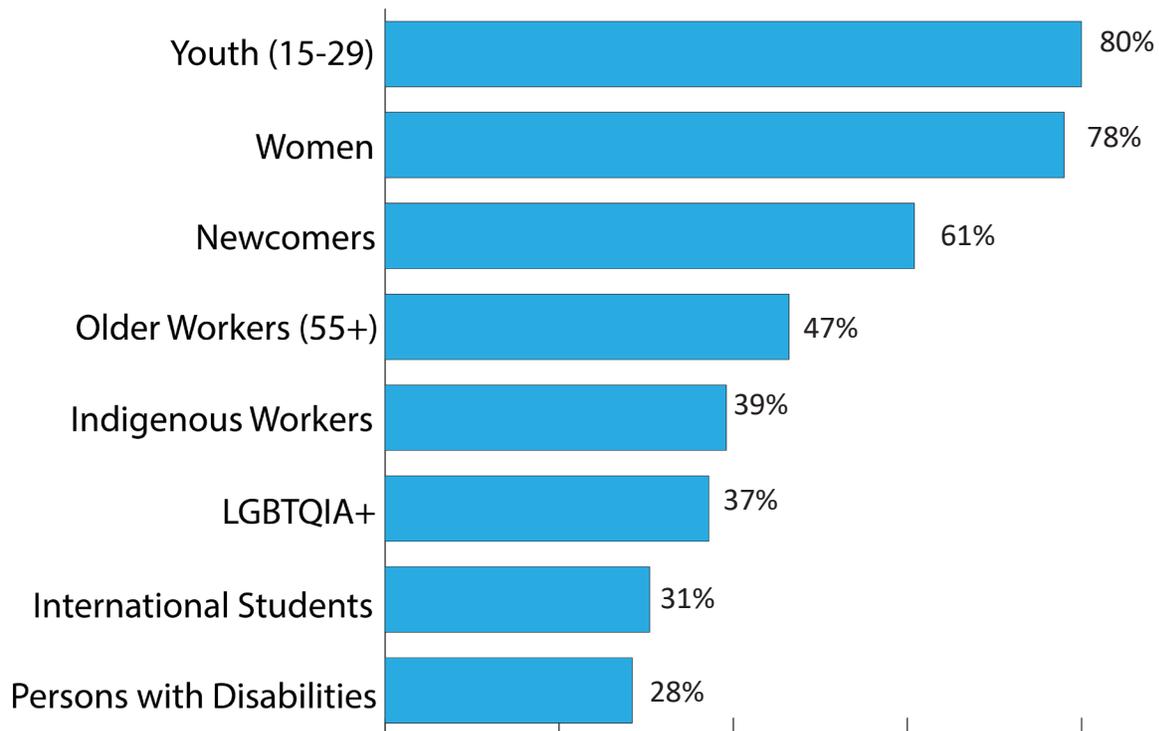


94% of employers indicated that if they had a candidate who fit their organization but needed some training, they would train that person.

Most employers would do that training on-the-job.

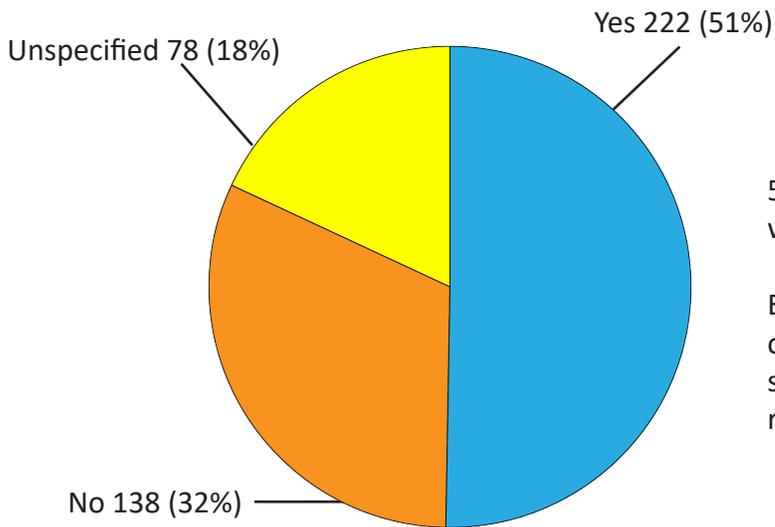
There are many organizations that support employers to recruit and hire targeted workforce cohorts. Employers were asked to identify if they recruited any specific workforce cohorts.

Knowing there is a labour shortage, do you actively recruit any of the following workforce cohorts:



Section G: Retention

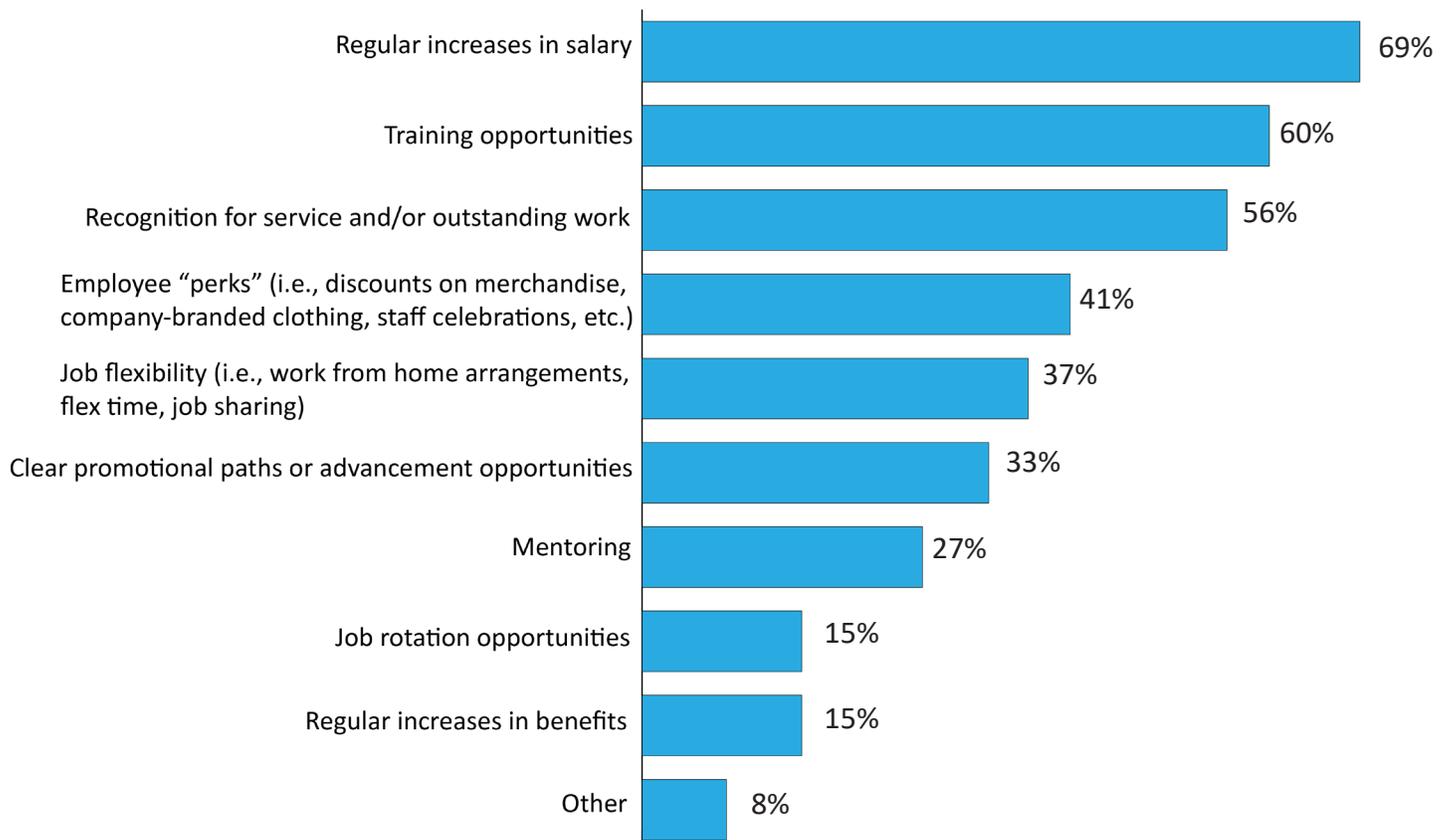
Is retention an issue for your business?



51% of employers identified retention as a workplace issue for their organization.

Employers undertook regular salary increases, offered training opportunities and recognized service and outstanding work as their top three retention strategies.

What retention strategies do you use?





Workforce Planning Board
of Waterloo Wellington Dufferin

workforceplanningboard.com

218 Boida Ave.

Ayr, Ontario

N0B 1E0

519-622-7122