



WATERLOO WELLINGTON DUFFERIN

COMMUNITY REPORT 2017

The EmployerOne Survey was conducted in Waterloo, Wellington and Dufferin in January 2017.

- **571** businesses shared valuable workforce information
- **400** businesses completed the full survey **↑ from 184 in 2016**
- There are **69,488** workers represented in the survey **↑ from 13,339 in 2016**
- A copy of the full technical report can be found at:
<http://workforceplanningboard.com>

CRITICAL FINDINGS

62% of businesses experienced separations in 2016

- 355 businesses had a total of 8,994 separations
- 5,454 separations were in the Manufacturing industry
- 6,057 of the separations were due to quits
- 1,557 of separations were due to dismissals

88% of businesses hired workers in 2016

- 406 businesses hired a total of 6,823 workers
- 1,983 of the positions hired were in the Manufacturing industry

56% of businesses had positions that were difficult to fill in 2016

- 80% of Agriculture businesses had difficulty hiring
- 75% of Manufacturers had difficulty hiring
- 53% of businesses who had difficulty hiring said there were not enough applicants

81% of businesses use word of mouth, personal contacts and referrals to recruit

- 95% of businesses recruit locally

54% of employers rated the availability of qualified workers in the area as fair or poor

76% of respondents plan to hire in 2017

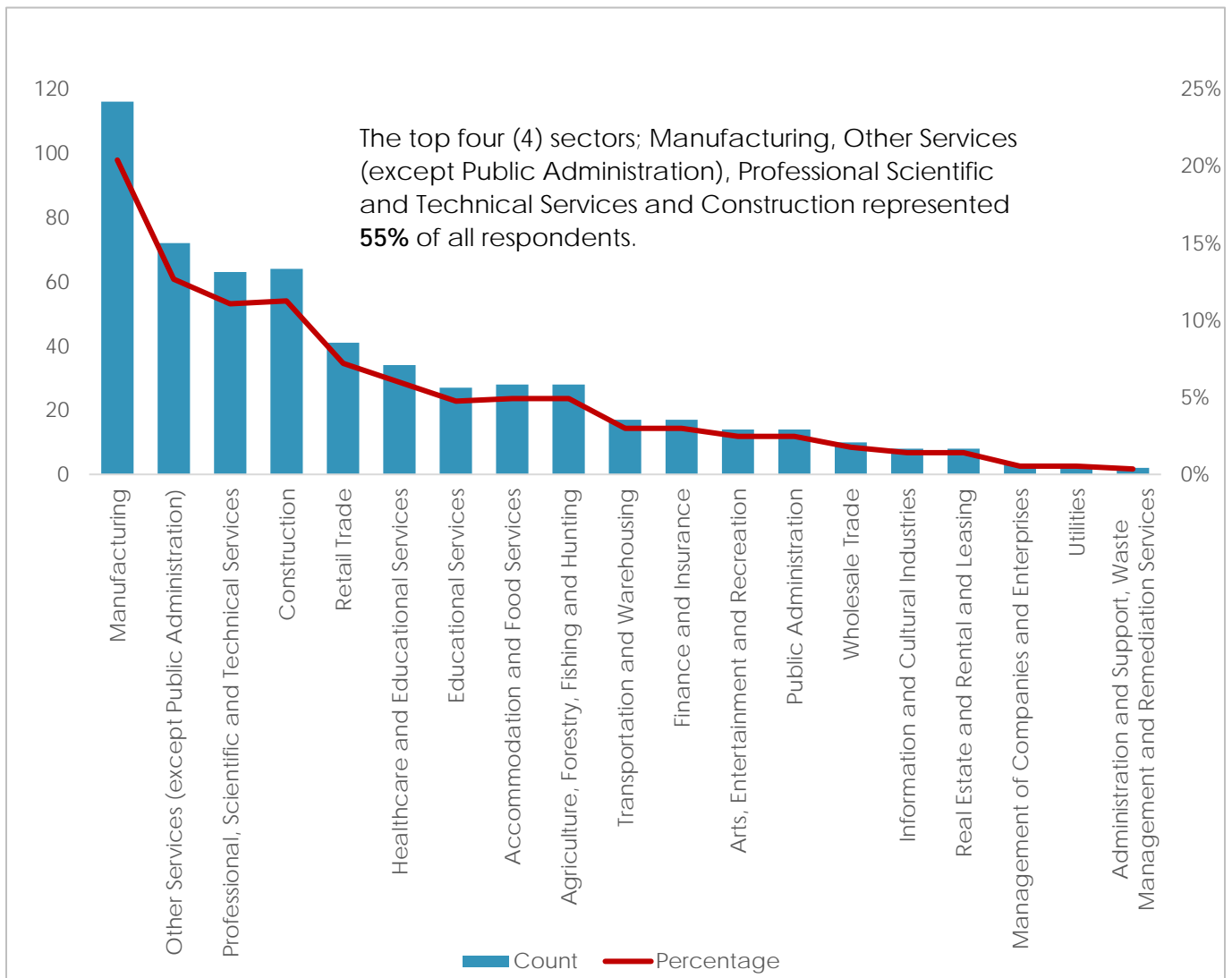


Workforce Planning Board
of Waterloo Wellington Dufferin



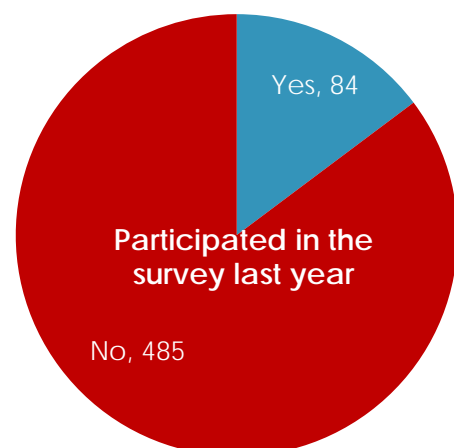
This project is funded in part by the Government of Canada
and the Government of Ontario.

Who Participated in the Survey?



63 Start Ups

11% of participating businesses were start-ups
 ↑ from 8% in 2016



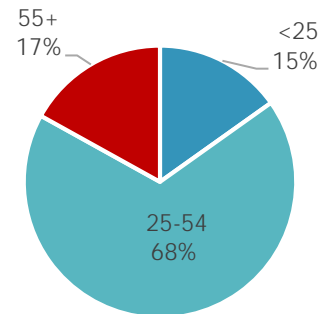
Workforce Represented



69,488 workers represented
in the survey
↑ from 13,339 in 2016

Number of Employees	2016	2015
200+	64	10
101-199	48	10
50-100	67	21
20-49	114	44
11-19	55	33
5-10	101	39
1-4	71	24

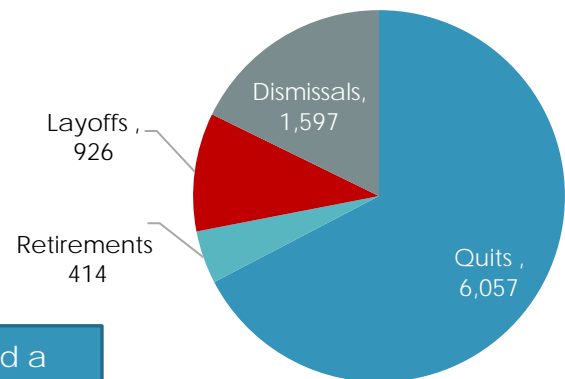
Workforce By Age Range



Type of Employment	Full Time	Part Time	Contract	Seasonal
2016	74%	15%	7%	4%
2015	68%	22%	2%	8%

Separations in 2016

62% of businesses had separations in 2016
↓ from 65% in 2015



355 businesses reported a
total of 8,994 separations

Sectors with the Highest Number of Separations in 2016	Quits	Retirement	Layoffs	Dismissal	Total number of Separations
Manufacturing	3907	209	259	1079	5,454
Transportation and Warehousing	494	19	15	61	589
Construction	103	16	359	44	522
Other Services (except Public Administration)	300	22	21	87	430
Healthcare and Educational Services	266	13	5	59	343
Educational Services	64	66	126	31	287
Public Administration	176	23	26	3	228
Accommodation and Food Services	198	4	4	16	222
Agriculture, Forestry, Fishing and Hunting	80	6	88	28	202
Retail Trade	125	11	9	46	191

Hires in 2016

88% of participating businesses hired workers in 2016
↑ from 78% in 2015

406
employers
hired

6,823
workers

Top 5 Occupations Hired in 2016	Total
Manufacturing and Utilities	1,805
Trades, Transport & Equipment Operators	1,275
Sales and Service Occupations	1,069
Business, Finance and Administrative	826
Health Occupation	474

Top Competencies Employers Seek:

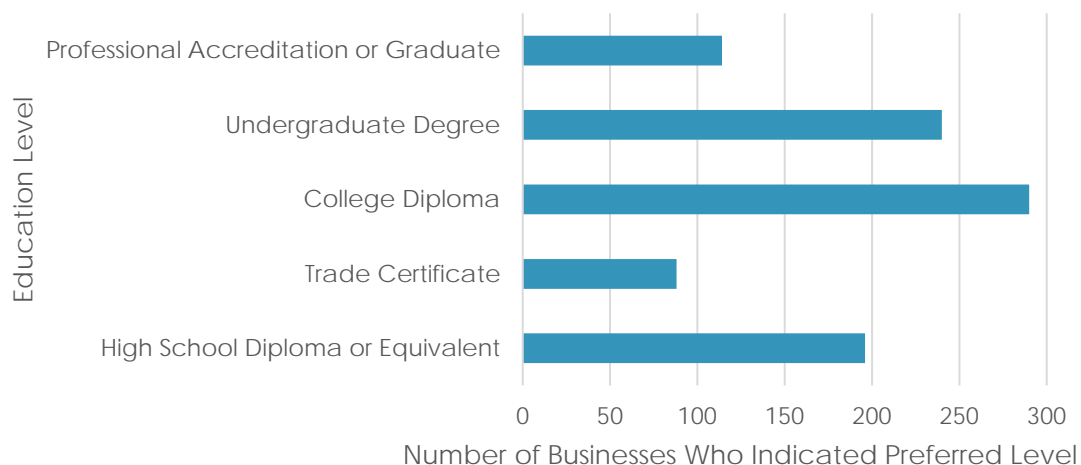
1. Customer Service
2. Technical/Industry Related
3. Work Ethic
4. Teamwork/Interpersonal
5. Dependability
6. Communication
7. Self-Motivated
8. Problem Solving/Reasoning
9. Willingness to Learn
10. Professionalism



848 Post-Secondary
grads were hired
(12% of hires)

↓ slightly from 13% in 2015

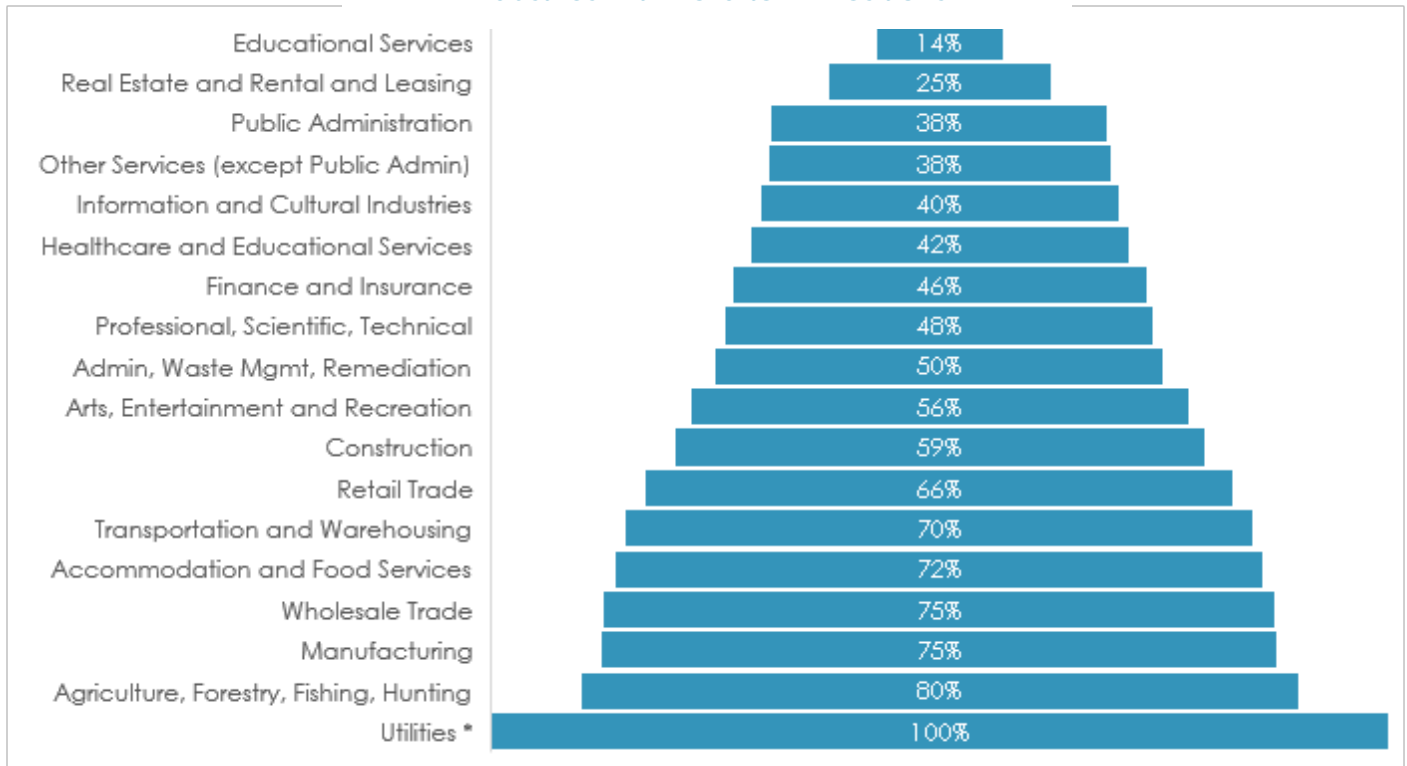
Overall Preferred Education Levels for New Hires



Hiring Challenges in 2016

56% of participating businesses had difficulty filling positions in 2016
 ↑ from 48% in 2015

Industries with Hard to Fill Positions



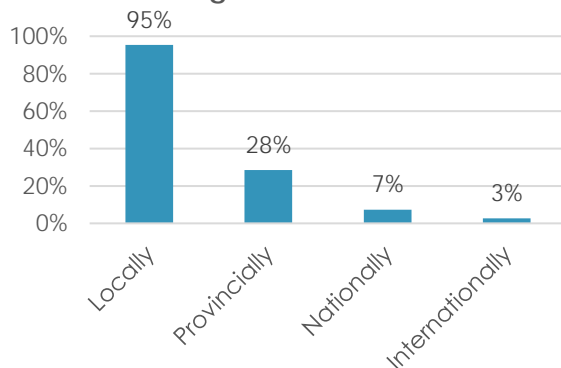
*Only 1 respondent

Top 5 Reasons that Jobs are Hard to Fill

1. Not enough applicants
2. Lack of work experience
3. Lack of qualifications
4. Lack of technical skills
5. Lack of motivation, attitude or interpersonal skills

25% used paid
 recruitment firms
 ↑ from 23% in 2015

Areas Targeted for Recruitment



Top Recruitment Methods Used

Word of mouth/ Personal Connections	81%
On-line job boards/Postings	69%
Company's Own Internet Site	41%
Social Media	37%
Unsolicited Resumes	27%
Recruitment at Schools, Colleges, Universities	26%

Training In 2016

54% of respondents rated the availability of qualified workers as fair or poor
 ↑ from 47% in 2015



87% of employers provide professional development opportunities
 ↓ from 84% in 2015

Most Frequent Training Types

1. Technical Skills (58%)
2. New employee training (57%)
3. Health and Safety (52%)
4. Soft skills (35%)
5. Professional Qualifications (26%)

22% provided Apprenticeship training
 ↑ from 20% in 2015

Barriers to Offering Training

1. Cost
2. Loss of productivity
3. Awareness of existing training programs
4. Relevant training is not offered locally
5. Awareness of training support programs

Anticipated Hires in 2017

76% of businesses plan to hire in 2017
 Same as 2016

Main Reasons: Expansions and Filling a Vacancies/Replacements

Occupation	Anticipated Hires (in number of people)				
	1-5	5-10	10-25	25-50	50+
Management Occupations	74	5	1	0	0
Business, Finance and Administrative Occupations	68	3	2	0	2
Natural and Applied Sciences and Related Occupations	15	5	2	0	0
Health Occupations	12	2	6	2	2
Occupations in Education, Law/Social, Community, Government	11	4	0	0	0
Occupations in Art, Culture, Recreation and Sport	7	3	1	2	0
Sales and Service Occupations	85	3	5	2	1
Trades, Transport and Equipment Operators and Related Occupations	63	9	5	0	3
Natural Resources, Agriculture and Related Production Occupations	4	3	0	1	0
Occupations in Manufacturing and Utilities	31	17	11	6	2
Total number of businesses in each volume category	370*	54	33	13	10

*370 businesses plan to hire between 1 and 5 workers in 2017