



# Local Lens on BRUCE COUNTY

121 businesses in Bruce County identified their workforce needs in this year's EmployerOne survey. This represents 17% of all survey responses from the Four County area, and 6% of all businesses in Bruce County.

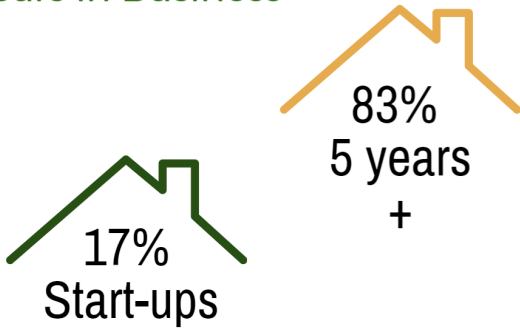
## Survey Key Findings



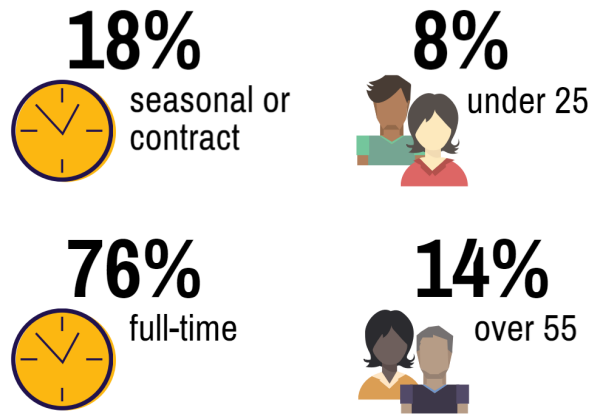
- 69% of employers hired in 2016
- 38% had hard-to-fill positions
- 66% plan to hire in 2017

## Economic Profile

### Years in Business

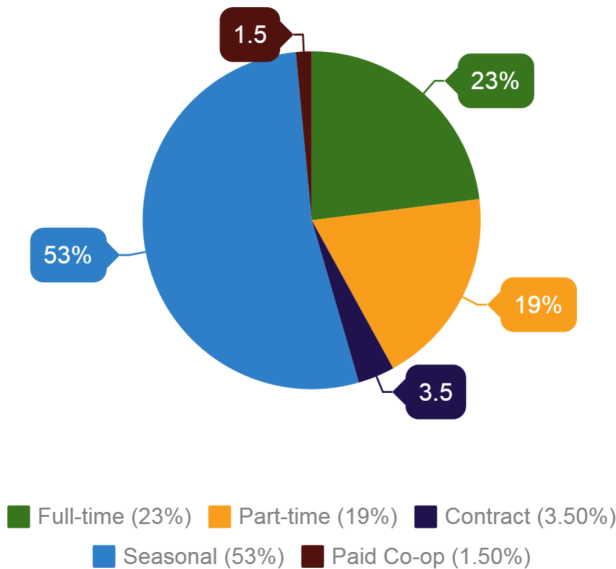


## Bruce County Workforce



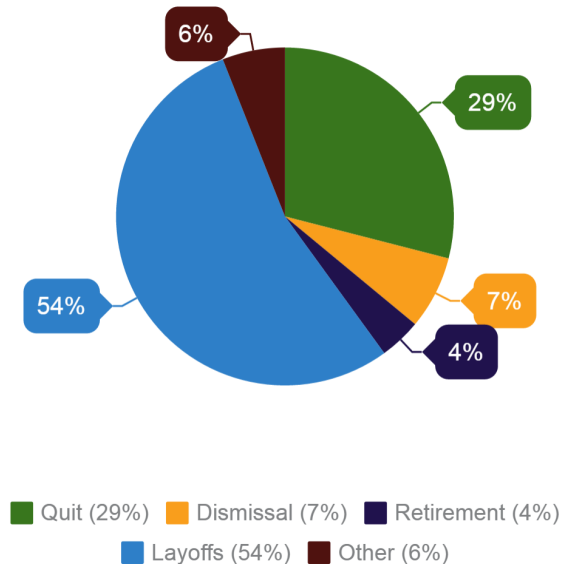
## Hiring Trends

81 employers filled **455** positions



## Retention Trends

67 employers experienced **414** separations



# Skill Shortage

Employers rate the availability of skilled workers as

**31%**

EXCELLENT-GOOD



**69%**

FAIR-POOR

## Hard-to-Fill Jobs

**25%** of employers have spent over a year trying to fill hard-to-fill jobs

### Top 3 reasons positions were hard to fill:

- Not enough applicants
- Lack of motivation, attitude, or interpersonal abilities
- Lack of qualifications (education level/credentials)

### Top 3 Competencies needed in hard-to-fill positions:

- Work ethic, dedication, dependability
- Self-motivated/ability to work with little or no supervision
- Customer service

**Top Hard-to-Fill Jobs**

- Sales
- Cook
- Labourer

## Recruitment

### Top Recruitment Methods



Word of Mouth



Online job boards/postings



Social Media

### Positions Filled in 2016

Labourers  
Sales  
Cook/chef



## Training

**68%** of employers supported ongoing training

**32%** of employers could not support ongoing training

### Top 3 Barriers to supporting training



- Relevant training not offered locally
- Cost
- Loss of productivity during training time

For more information about EmployerOne or to sign up for next year's survey (January 2018), contact the Four County Labour Market Planning Board