

# LOCAL LENS ON

# 20

# BRUCE COUNTY 18

123 businesses identified their workforce needs in this year's EmployerOne survey. This represents 6% of all businesses in Bruce County.

## ECONOMIC SUMMARY

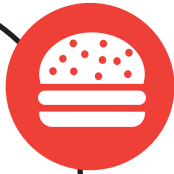


**81%** OF EMPLOYERS **HIRED** in 2017



**TOP 3 sectors represented**

- Wholesale & retail trade
- Accommodation & food services
- Healthcare and social assistance



**60%** of employers had **HARD-TO-FILL** positions in 2017



**75%** Plan to hire in **2018**



**36%** of surveyed businesses **IDENTIFIED** over **25%** of their business as relating to **TOURISM**



### Bruce County Workforce

**Full-Time**  
**52%**



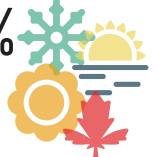
**Part-Time**  
**42%**



**Contract**  
**<1%**



**Seasonal**  
**5%**



**Under 25**  
**8%**



**Over 55**  
**26%**



### Bruce County Businesses

**Start-up**  
**17%**



**Established**  
**83%**



## RECRUITMENT

### TOP 3 RECRUITMENT METHODS:

- Word of mouth
- Online job postings
- Social media



## TOP HARD-TO-FILL JOBS in 2017



**SALES**

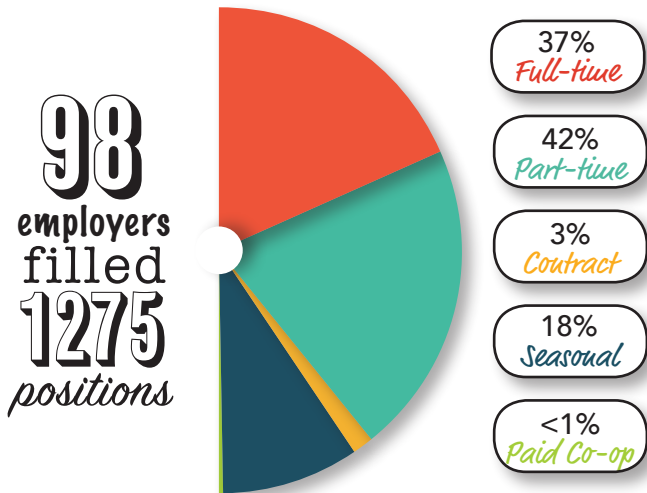


**COOKS/ CHEFS**

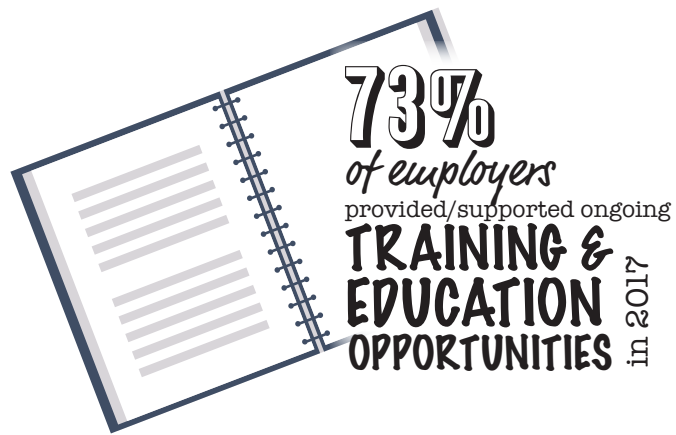


**LABOURERS**

# HIRING TRENDS



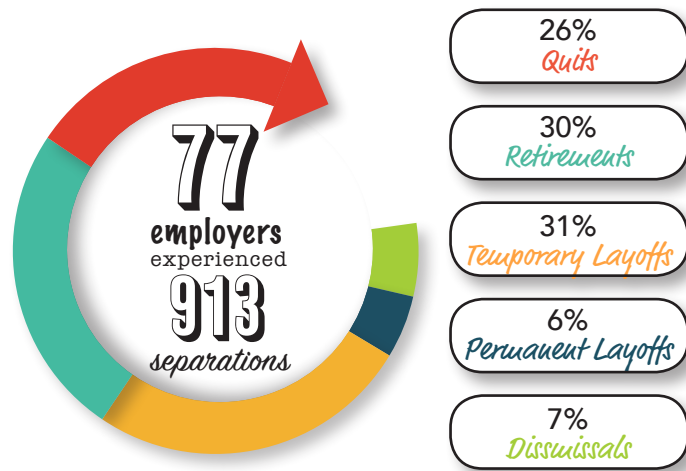
# TRAINING



## Top 3 Barriers to TRAINING

- 
- Cost
  - Distance to training facility
  - Losing trained employees to other businesses

# RETENTION TRENDS



# SKILLS SHORTAGE

Percentage of employers who rate the availability of qualified workers as:



# HARD-TO-FILL POSITIONS

**60%** OF EMPLOYERS experienced **HARD-TO-FILL** positions in 2017

**21%** of employers have spent **1+ YEAR** trying to fill **HARD-TO-FILL** positions

## TOP 3 REASONS POSITIONS WERE HARD-TO-FILL

Reasons positions were **HARD-TO-FILL**

- 1 Not enough applicants
- 2 Lack of qualifications (education/credentials)
- 3 Lack of work experience

## TOP 3 COMPETENCIES employers are looking for in hard-to-fill positions

**COMPETENCIES** employers are looking for in *hard-to-fill positions*

- 1 Work ethic, dedication, dependability
- 2 Teamwork/interpersonal abilities
- 3 Customer service