

\*Based on 2014 activities

Your Workforce. Our Future.

# LOCAL LENS ON BRUCE COUNTY

63 business in Bruce County identified their workforce needs in this year's EmployerOne survey. This report summarizes the results from Bruce County with 22% of all survey respondents.



## SURVEY KEY FINDINGS



Employers are facing challenges finding enough applicants and finding job applicants that meet work experience or qualifications (education level/credentials)



77% of employers hired in 2014 and 43% had hard-to-fill positions



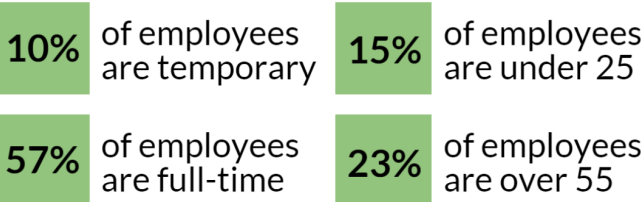
10% of the workforce in Bruce County is temporary, and 57% is full-time

**68% plan to hire in 2015**

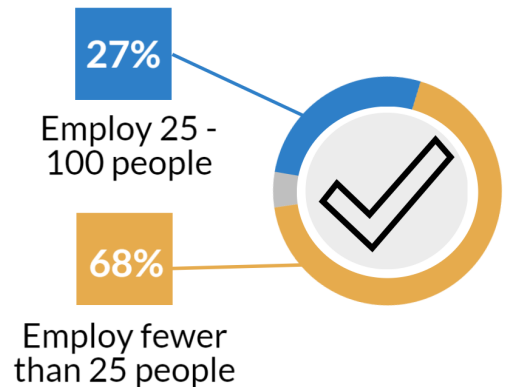


## ECONOMIC PROFILE

### Bruce County Workforce



### Survey Respondents



## RECRUITMENT

### Top Recruitment Methods

- ★ Word of Mouth
- ★ Company's own internet site
- ★ Online job boards/postings & Unsolicited Resumes



### Postions Filled in 2014

- Customer Service
- Registered Nurses
- Administration & Sales Servers
- Production Workers
- Kitchen Staff



## HIRING TRENDS

**How Many?** 43 employers filled 475 positions

**How?** Employers usually recruit for local talent, but sometimes look outside the Four County region



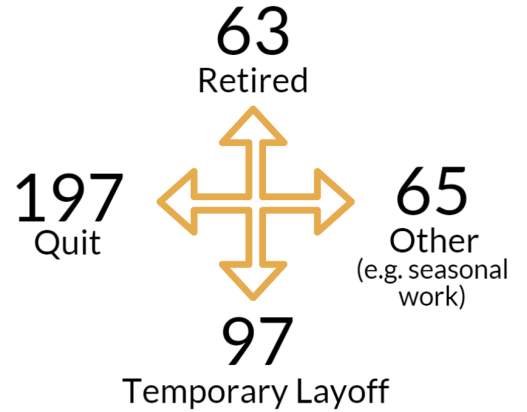
## RETENTION CHALLENGES

### Who Separated?

37 employers experienced  
**422**  
separations

Majority of separations occurred in service worker, sales and marketing and professional positions and were due to quits, temporary layoffs, retirement and seasonal work

### Reason for Separation



## HARD-TO-FILL JOBS

# 43%

of employers experience hard-to-fill jobs including: Cooks, Personal Support Workers, IT Technicians, Bakers and Bartenders.

### Why?

- 1 Not enough applicants
- 2 Applicants not meeting qualifications (education level/credentials)
- 3 Applicants not meeting work experience



## TRAINING

# 70%

 of employers supported ongoing training

### Top Training Challenges

- > Distance to travel to facility
- > Cost



# 43%

 of supporting employers funded training

# 30%

 of employers could not

- ### Why?
- 1 Distance to travel to facility
  - 2 Relevant training not offered locally and unfamiliar with available training support programs
  - 3 Cost



## EDUCATION

Minimum level of education that companies require for new hires.

### University

Engineers and accountants (92%)  
Managers and executives (48%)  
Technical (13%)

### College or Trade Certificate

Skilled trades (85%)  
Administrative and clerical (42%)  
Sales and Marketing (27%)

### High School or Equivalent

Production occupations (86%)  
Service occupations (80%)  
Apprentices (64%)

For more information about EmployerOne or to sign up for next year's survey (January 2016), contact the Four County Labour Market Planning Board