



Local Lens on

BRUCE COUNTY

80 businesses in Bruce County identified their workforce needs in this year's EmployerOne survey. This report summarizes the results from Bruce County with 15% of all survey respondents.

Survey Key Findings 2016

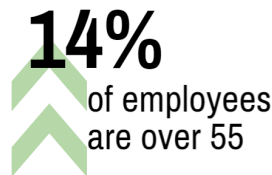
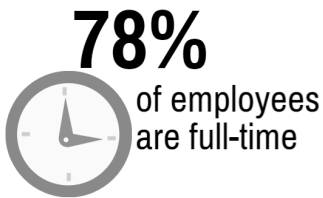
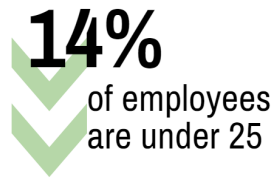
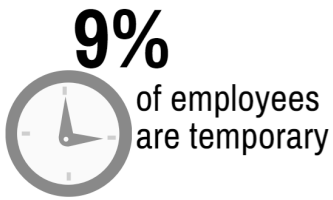
76% of employers hired in 2015

36% had hard-to-fill positions

63% plan to hire in 2016

Economic Profile

Bruce County Workforce



Survey Respondents



■ Start-up company (<5 years) (11%)

■ Not a start-up company (89%)

Recruitment



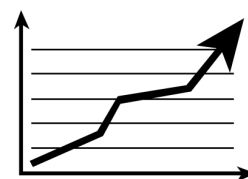
Top Recruitment Methods

- Word of mouth
- Online job boards/postings
- Company's own internet site

Positions Filled in 2015

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- Kitchen Staff
 - Dental Assistant
 - Administration
 - Engineer
 - Farm Equipment Technician
 - Sales Associate

Hiring Trends

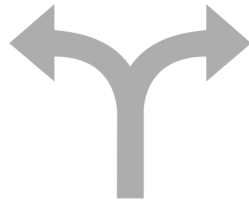


59 employers filled 534 positions

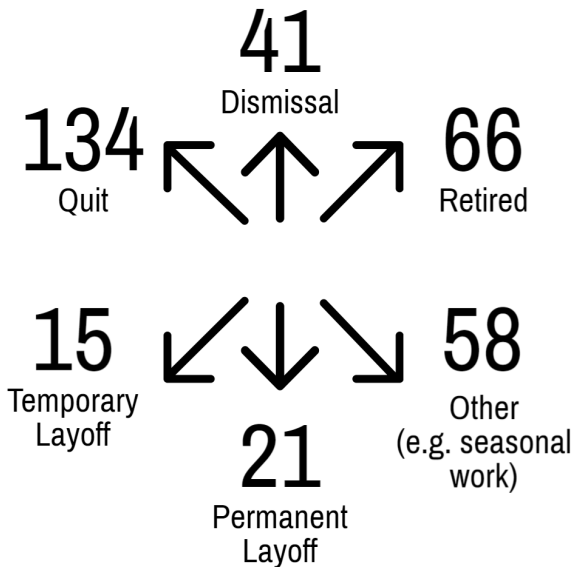
Employers usually recruit for local talent, but sometimes look outside the Four County region

Retention Challenges

49 employers
experienced
335 separations



Reason for Separation



Training

70% of employers supported ongoing training

30% of employers could not

Why?

- Distance to travel to facility
- Cost
- Relevant training not offered locally

71% of supporting employers funded training



Education

Minimum level of education that companies require for new hires



University

Engineers and accountants (80%)
Managers and executives (74%)
Technical (30%)



College or Trade Certificate

Skilled trades (89%)
Administrative and clerical (61%)
Sales and marketing (60%)



High School or Equivalent

Production occupations (92%)
Service occupations (72%)
Apprentices (63%)

Hard-to-Fill Jobs

36% of employers experienced hard-to-fill jobs including:

- Media Sales
- Equipment Technician
- Registered Nurses
- Managers

Why?

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

For more information about EmployerOne or to sign up for next year's survey (January 2017), contact the Four County Labour Market Planning Board

EMPLOYMENT ONTARIO

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Four County
Labour Market Planning Board

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