

Local Lens on

# PERTH COUNTY

131 businesses in Perth County (including Stratford and St. Marys) identified their workforce needs in this year's EmployerOne survey. This report summarizes the results from Perth County with 25% of all survey respondents.

## Survey Key Findings 2016

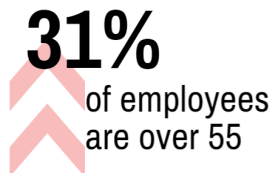
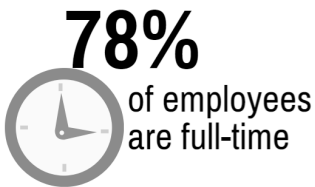
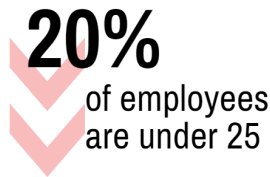
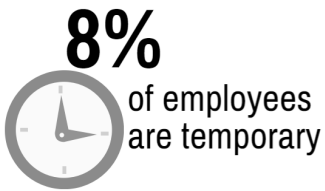
85% of employers hired in 2015

57% had hard-to-fill positions

71% plan to hire in 2016

### Economic Profile

#### Perth County Workforce



#### Survey Respondents



■ Start-up company (<5 years) (6%)  
 ■ Not a start-up company (94%)

### Recruitment



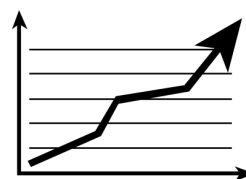
#### Top Recruitment Methods

- Word of mouth
- Newspaper ads
- Online job boards/postings

#### Positions Filled in 2015

- 
- Technologists
  - Veterinarian
  - Line Operator
  - Digital Imaging Technician
  - Truck Drivers
  - Machinists

### Hiring Trends

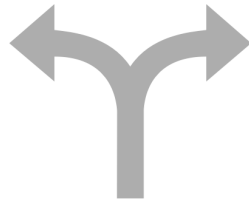


93 employers filled 1027 positions

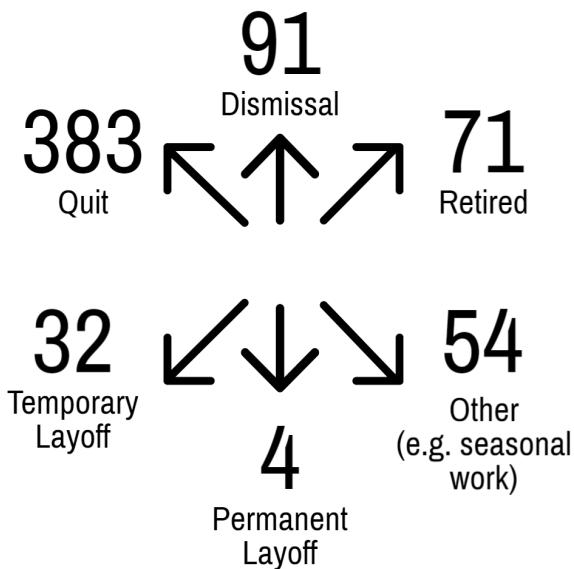
Employers usually recruit for local talent, but sometimes look outside the Four County region

## Retention Challenges

75 employers  
experienced  
635 separations



### Reason for Separation



## Training

**87%** of employers supported  
ongoing training

**13%** of employers could not

### Why?

- ■ Cost
- ■ Loss of productivity during training time
- ■ 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 (70%)  
Managers and executives (56%)  
Technical (24%)



### College or Trade Certificate

Skilled trades (84%)  
Administrative and clerical (56%)  
Sales and marketing (50%)



### High School or Equivalent

Production occupations (92%)  
Service occupations (71%)  
Apprentices (76%)

## Hard-to-Fill Jobs

**57%** of employers experienced hard-to-fill  
jobs including:

- »»» Early Childhood Educator
- »»» Production Worker
- »»» Physiotherapist
- »»» Truck Driver

### Why?

- ■ Not enough applicants
- ■ Applicants lack motivation, attitude or interpersonal abilities
- ■ Applicants not meeting qualifications (education level/credentials)

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

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