



Employment Forecast Survey

For the 1st Quarter of 2021

Created by the Job Developers of the Employment Help Centre
January 2021

**EMPLOYMENT
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This *Employment Ontario* service is funded by the Ontario government.

The Employment Help Centre Employment Forecast Survey is released quarterly to measure employers' intentions to increase or decrease the number of employees in their workforce during the next quarter in the West Niagara area.

The views expressed in this publication are based on the results and findings of a survey conducted by the Employment Help Centre. The Government of Ontario and its agencies are in no way bound by the recommendations contained in this document.

Employment Forecast Survey – Lincoln, Grimsby & West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the First Quarter of 2021 was conducted by our team of Job Developers by performing telephone interviews with local employers in the Lincoln, Grimsby and West Lincoln areas. The total number of local businesses in our survey for the First Quarter was 517 employers. Our findings are based on a sample of 375 surveys that were completed. The percentage of employers that completed our survey was 73%.

All survey participants were asked, “Over the course of the next 3 months and based on your current business demands, are you forecasting that your company will need to: Increase Staff, Decrease Staff or Remain the Same?”

Overall employers in the Lincoln, Grimsby and West Lincoln area anticipate an increase in hiring needs during the First Quarter of 2021, with no change in comparison to the hiring activities of the Fourth Quarter of 2020. We can also anticipate seasonal hiring activities will decrease slightly in comparison to the First Quarter of 2020. Our results show that 29% of employers expect staffing levels to increase; 2% forecast a decrease, and the majority of employers (69%) foresee no change in their staffing levels. The Net Employment Forecast continues to remain positive at +27% in the First Quarter of 2021. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
1st Quarter 2021	29%	2%	69%	+ 27%
4th Quarter 2020	32%	5%	63%	+27%
3rd Quarter 2020	34%	4%	62%	+ 30%
2nd Quarter 2020	25%	14%	61%	+ 11%
1st Quarter 2020	32%	1%	67%	+ 31%

When broken down by industry sectors, employers in the Lincoln, Grimsby and West Lincoln area are predicting an increase to staffing levels. All five industry sectors that were surveyed for the First Quarter anticipate a steady increase in staffing levels. The largest growth in jobs is anticipated to come in the **Construction Sector** with a net of 39% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	27%	1%	72%	+26%
Retail/Wholesale	24%	4%	71%	+ 20%
Hospitality	29%	2%	68%	+27%
Manufacturing	38%	2%	60%	+36%
Construction	39%	0%	61%	+39%

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Employment Forecast Survey – Grimsby

The Employment Help Centre (EHC) Employment Forecast Survey for the First Quarter of 2021 was conducted by our team of Job Developers by performing telephone interviews with local employers in the Grimsby area. The total number of local businesses in our sample for the First Quarter was 193 employers. Our findings are based on a sample of 130 surveys that were completed. The percentage of employers that completed our survey was 67%.

All survey participants were asked, “Over the course of the next 3 months and based on your current business demands, are you forecasting that your company will need to: Increase Staff, Decrease Staff or Remain the Same?”

Overall employers in the Grimsby area anticipate an increase in hiring needs during the First Quarter of 2021, with a slight decrease in hiring activities in comparison to the Fourth Quarter of 2020. We can anticipate seasonal hiring activities will see a noticeable decrease in comparison to the First Quarter of 2020. Our results show that 22% of employers expect staffing levels to increase; 3% forecast a decrease and 75% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +19% for the First Quarter of 2021. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
1st Quarter 2021	22%	3%	75%	+ 19%
4th Quarter 2020	31%	5%	64%	+ 26%
3rd Quarter 2020	32%	6%	62%	+ 26%
2nd Quarter 2020	28%	15%	57%	+ 13%
1st Quarter 2020	30%	2%	68%	+ 28%

When broken down by industry sectors, employers in the Grimsby area are predicting an increase to staffing levels. All five of the industry sectors that were surveyed for the First Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Construction Sector** with a net of 36% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	21%	0%	79%	+21%
Retail/Wholesale	22%	11%	67%	+11%
Hospitality	15%	8%	77%	+7%
Manufacturing	27%	9%	64%	+18%
Construction	36%	0%	64%	+36%

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Employment Forecast Survey – Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the First Quarter of 2021 was conducted by our team of Job Developers by performing telephone interviews with local employers in the Lincoln area. The total number of local businesses in our sample for the First Quarter was 196 employers. Our findings are based on a sample of 146 surveys that were completed. The percentage of employers that completed our survey was 74%.

All survey participants were asked, “Over the course of the next 3 months and based on your current business demands, are you forecasting that your company will need to: Increase Staff, Decrease Staff or Remain the Same?”

Overall employers in the Lincoln area anticipate an increase in hiring needs during the First Quarter of 2021, with a slight increase in hiring activities in comparison to the Fourth Quarter of 2020. We can also anticipate an increase in seasonal hiring activities in comparison to the First Quarter of 2020. Our results show that 32% of employers expect staffing levels to increase; 1% forecast a decrease and 67% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains positive at +32% for the First Quarter of 2021. See Chart below:

	Increase	Decrease	Remain	Net
	%	%	%	%
1st Quarter 2021	32%	1%	67%	+ 32%
4th Quarter 2020	29%	7%	64%	+ 22%
3rd Quarter 2020	29%	5%	66%	+ 24%
2nd Quarter 2020	15%	20%	65%	- 5 %
1st Quarter 2020	28%	1%	71%	+ 27%

When broken down by industry sectors, employers in the Lincoln area are predicting an increase to staffing levels. All of the five industry sectors that were surveyed for the First Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Construction Sector** with a net of 44% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	30%	1%	68%	+29%
Retail/Wholesale	32%	0%	68%	+32%
Hospitality	30%	0%	70%	+30%
Manufacturing	38%	0%	62%	+38%
Construction	44%	0%	56%	+44%

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Employment Forecast Survey – West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the First Quarter of 2021 was conducted by our team of Job Developers by performing telephone interviews with local employers in the West Lincoln area. The total number of local businesses in our sample for the First Quarter was 128 employers. Our findings are based on a sample of 99 surveys that were completed. The percentage of employers that completed our survey was 77%.

All survey participants were asked, “Over the course of the next 3 months and based on your current business demands, are you forecasting that your company will need to: Increase Staff, Decrease Staff or Remain the Same?”

Overall employers in the West Lincoln area anticipate a steady increase in hiring needs during the First Quarter of 2021, with a slight decrease in hiring activities in comparison to the Fourth Quarter of 2020. We can also anticipate a slight decrease to seasonal hiring activities in comparison to the First Quarter of 2020. Our results show that 34% of employers expect staffing levels to increase; 1% forecast a decrease and 65% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +33% for the First Quarter of 2021. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
1st Quarter 2021	34%	1%	65%	+ 33%
4th Quarter 2020	39%	2%	59%	+ 37%
3rd Quarter 2020	45%	0%	55%	+ 45%
2nd Quarter 2020	35%	4%	61%	+ 31%
1st Quarter 2020	40%	0%	60%	+ 40%

When broken down by industry sectors, employers in the West Lincoln area are predicting a solid increase to staffing levels. All five industry sectors that were surveyed for the First Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Hospitality Sector** with a net of 60% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	32%	2%	67%	+30%
Retail/Wholesale	13%	0%	88%	+13%
Hospitality	60%	0%	40%	+60%
Manufacturing	47%	0%	53%	+47%
Construction	36%	0%	64%	+36%

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