



# Employment Forecast Survey

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For the 1st Quarter of 2024

Created by the Job Developers of the Employment Help Centre  
January 2024

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.

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## Employment Forecast Survey – Lincoln, Grimsby & West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the First Quarter of 2024 was conducted by our team of Job Developers, by telephone and email outreach 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 195 employers. Our findings are based on a sample of 134 surveys that were completed. The percentage of employers that completed our survey was 69%

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 2024, with a slight decrease in comparison to the hiring activities of the Fourth Quarter of 2023. Our results show that 48% of employers expect staffing levels to increase; 2% forecast a decrease, and 50% of employers foresee no change in their staffing levels. The Net Employment Forecast continues to remain positive at +46% in the First Quarter of 2024. See Chart below.

|                                    | Increase | Decrease | Remain | Net  |
|------------------------------------|----------|----------|--------|------|
|                                    | %        | %        | %      | %    |
| <b>1<sup>st</sup> Quarter 2024</b> | 48%      | 2%       | 50%    | +46% |
| <b>4<sup>th</sup> Quarter 2023</b> | 51%      | 3%       | 46%    | +48% |
| <b>3<sup>rd</sup> Quarter 2023</b> | 54%      | 2%       | 44%    | +52% |
| <b>2<sup>nd</sup> Quarter 2023</b> | 58%      | 2%       | 40%    | +56% |
| <b>1<sup>st</sup> Quarter 2023</b> | N/A      | N/A      | N/A    | N/A  |

When broken down by industry sectors, employers in the Lincoln, Grimsby and West Lincoln area are predicting an increase to staffing levels. Four of the 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 **Hospitality Sector** with a net of 70% of employers surveyed anticipating an increase in staff. See Chart below.

|                         | Increase | Decrease | Remain | Net  |
|-------------------------|----------|----------|--------|------|
|                         | %        | %        | %      | %    |
| <b>Service</b>          | 39%      | 1%       | 59%    | +38% |
| <b>Retail/Wholesale</b> | 36%      | 0%       | 64%    | +36% |
| <b>Hospitality</b>      | 74%      | 4%       | 22%    | +70% |
| <b>Manufacturing</b>    | 56%      | 0%       | 44%    | +56% |
| <b>Construction</b>     | 50%      | 0%       | 50%    | +50% |

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## Employment Forecast Survey – Grimsby

The Employment Help Centre (EHC) Employment Forecast Survey for the First Quarter of 2024 was conducted by our team of Job Developers, by performing telephone interviews and email outreach, with local employers in the Grimsby area. The total number of local businesses in our sample for the First Quarter was 75 employers. Our findings are based on a sample of 50 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 2024, with a slight decrease in hiring activities in comparison to the Fourth Quarter of 2023. Our results show that 52% of employers expect staffing levels to increase; 0% forecast a decrease and 48% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +52% for the First Quarter of 2024. See Chart below.

|                                    | Increase | Decrease | Remain | Net  |
|------------------------------------|----------|----------|--------|------|
|                                    | %        | %        | %      | %    |
| <b>1<sup>st</sup> Quarter 2024</b> | 52%      | 0%       | 48%    | +52% |
| <b>4<sup>th</sup> Quarter 2023</b> | 59%      | 2%       | 39%    | +57% |
| <b>3<sup>rd</sup> Quarter 2023</b> | 58%      | 2%       | 40%    | +56% |
| <b>2<sup>nd</sup> Quarter 2023</b> | 66%      | 3%       | 31%    | +63% |
| <b>1<sup>st</sup> Quarter 2023</b> | N/A      | N/A      | N/A    | N/A  |

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 **Hospitality Sector** with a net of 89% of employers surveyed anticipating an increase in staff. See Chart below.

|                         | Increase | Decrease | Remain | Net  |
|-------------------------|----------|----------|--------|------|
|                         | %        | %        | %      | %    |
| <b>Service</b>          | 39%      | 0%       | 61%    | +39% |
| <b>Retail/Wholesale</b> | 67%      | 0%       | 33%    | +67% |
| <b>Hospitality</b>      | 89%      | 0%       | 11%    | +89% |
| <b>Manufacturing</b>    | 67%      | 0%       | 33%    | +67% |
| <b>Construction</b>     | 50%      | 0%       | 50%    | +50% |

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## Employment Forecast Survey – Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the First Quarter of 2024 was conducted by our team of Job Developers, by performing telephone interviews and email outreach, with local employers in the Lincoln area. The total number of local businesses in our sample for the First Quarter was 55 employers. Our findings are based on a sample of 39 surveys that were completed. The percentage of employers that completed our survey was 71%.

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 2024, with hiring activities remaining consistent with the Fourth Quarter of 2023. Our results show that 49% of employers expect staffing levels to increase; 0% forecast a decrease and 51% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains positive at +49% for the First Quarter of 2024. See Chart below:

|                                    | Increase | Decrease | Remain | Net  |
|------------------------------------|----------|----------|--------|------|
|                                    | %        | %        | %      | %    |
| <b>1<sup>st</sup> Quarter 2024</b> | 49%      | 0%       | 51%    | +49% |
| <b>4<sup>th</sup> Quarter 2023</b> | 49%      | 0%       | 51%    | +49% |
| <b>3<sup>rd</sup> Quarter 2023</b> | 59%      | 2%       | 39%    | +57% |
| <b>2<sup>nd</sup> Quarter 2023</b> | 57%      | 3%       | 40%    | +54% |
| <b>1<sup>st</sup> Quarter 2023</b> | N/A      | N/A      | N/A    | N/A  |

When broken down by industry sectors, employers in the Lincoln area are predicting an increase to staffing levels. All 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 100% of employers surveyed anticipating an increase in staff levels. See Chart below.

|                         | Increase | Decrease | Remain | Net   |
|-------------------------|----------|----------|--------|-------|
|                         | %        | %        | %      | %     |
| <b>Service</b>          | 33%      | 0%       | 67%    | +33%  |
| <b>Retail/Wholesale</b> | 33%      | 0%       | 67%    | +33%  |
| <b>Hospitality</b>      | 70%      | 0%       | 30%    | +70%  |
| <b>Manufacturing</b>    | 50%      | 0%       | 50%    | +50%  |
| <b>Construction</b>     | 100%     | 0%       | 0%     | +100% |

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## Employment Forecast Survey – West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the First Quarter of 2024 was conducted by our team of Job Developers, by performing telephone interviews and email outreach, with local employers in the West Lincoln area. The total number of local businesses in our sample for the First Quarter was 65 employers. Our findings are based on a sample of 45 surveys that were completed. The percentage of employers that completed our survey was 69%.

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 an increase in hiring needs during the First Quarter of 2024, with similar hiring activities in comparison to the Fourth Quarter of 2023. Our results show that 42% of employers expect staffing levels to increase; 4% forecast a decrease and 54% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains steady at +38% for the First Quarter of 2024. See Chart below.

|                                    | Increase | Decrease | Remain | Net  |
|------------------------------------|----------|----------|--------|------|
|                                    | %        | %        | %      | %    |
| <b>1<sup>st</sup> Quarter 2024</b> | 42%      | 4%       | 54%    | +38% |
| <b>4<sup>th</sup> Quarter 2023</b> | 43%      | 7%       | 50%    | +36% |
| <b>3<sup>rd</sup> Quarter 2023</b> | 43%      | 2%       | 55%    | +41% |
| <b>2<sup>nd</sup> Quarter 2023</b> | 45%      | 0%       | 55%    | +45% |
| <b>1<sup>st</sup> Quarter 2023</b> | N/A      | N/A      | N/A    | N/A  |

When broken down by industry sectors, employers in the West Lincoln area are predicting an 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 **Manufacturing Sector** with a net of 60% of employers surveyed anticipating an increase in staff. See Chart below.

|                         | Increase | Decrease | Remain | Net  |
|-------------------------|----------|----------|--------|------|
|                         | %        | %        | %      | %    |
| <b>Service</b>          | 44%      | 4%       | 52%    | +40% |
| <b>Retail/Wholesale</b> | 25%      | 0%       | 75%    | +25% |
| <b>Hospitality</b>      | 50%      | 25%      | 25%    | +25% |
| <b>Manufacturing</b>    | 60%      | 0%       | 40%    | +60% |
| <b>Construction</b>     | 33%      | 0%       | 67%    | +33% |

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