



Employment Forecast Survey

For the 2nd Quarter of 2023

Created by the Job Developers of the Employment Help Centre
May 2023

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 Second Quarter of 2023 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 Second Quarter was 176 employers. Our findings are based on a sample of 95 surveys that were completed. The percentage of employers that completed our survey was 54%

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 Second Quarter of 2023, with a slight decrease in comparison to the hiring activities of the Fourth Quarter of 2022. Our results show that 58% of employers expect staffing levels to increase; 2% forecast a decrease, and 40% of employers foresee no change in their staffing levels. The Net Employment Forecast continues to remain positive at +56% in the Second Quarter of 2023. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
2nd Quarter 2023	58%	2%	40%	+56%
1st Quarter 2023	N/A	N/A	N/A	N/A
4th Quarter 2022	58%	0%	42%	+ 58%
3rd Quarter 2022	51%	2%	47%	+ 49%
2nd Quarter 2022	58%	0%	42%	+ 58%

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 Second 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 83% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	62%	2%	36%	60%
Retail/Wholesale	38%	0%	63%	38%
Hospitality	83%	0	17%	83%
Manufacturing	60%	7%	33%	53%
Construction	20%	0%	80%	20%

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Employment Forecast Survey – Grimsby

The Employment Help Centre (EHC) Employment Forecast Survey for the Second Quarter of 2023 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 Second Quarter was 75 employers. Our findings are based on a sample of 38 surveys that were completed. The percentage of employers that completed our survey was 51%

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 Second Quarter of 2023, with a significant increase in hiring activities in comparison to the Fourth Quarter of 2022. We can anticipate seasonal hiring activities will see an increase in comparison to the Second Quarter of 2022. Our results show that 66% of employers expect staffing levels to increase; 3% forecast a decrease and 31% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +63% for the Second Quarter of 2023. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
2nd Quarter 2023	66%	3%	31%	+63%
1st Quarter 2023	N/A	N/A	N/A	N/A
4th Quarter 2022	41%	2%	57%	+ 39%
3rd Quarter 2022	45%	2%	53%	+ 43%
2nd Quarter 2022	56%	0%	44%	+ 56%

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 Second Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Hospitality Sector** with a net of 83% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	67%	0%	33%	+67%
Retail/Wholesale	80%	0%	20%	+80%
Hospitality	83%	0%	17%	+83%
Manufacturing	25%	25%	50%	+0%
Construction	50%	0%	50%	+50%

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Employment Forecast Survey – Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Second Quarter of 2023 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 Second Quarter was 53 employers. Our findings are based on a sample of 37 surveys that were completed. The percentage of employers that completed our survey was 70%.

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 Second Quarter of 2023, with hiring activities significantly increasing in comparison to the Fourth Quarter of 2022. We can also anticipate a slight decrease in seasonal hiring activities in comparison to the Second Quarter of 2022. Our results show that 57% of employers expect staffing levels to increase; 3% forecast a decrease and 40% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains positive at +54% for the Second Quarter of 2023. See Chart below:

	Increase	Decrease	Remain	Net
	%	%	%	%
2nd Quarter 2023	57%	3%	40%	+54%
1st Quarter 2023	N/A	N/A	N/A	N/A
4th Quarter 2022	22%	1%	77%	+ 21%
3rd Quarter 2022	49%	1%	50%	+ 48%
2nd Quarter 2022	56%	1%	43%	+ 55%

When broken down by industry sectors, employers in the Lincoln area are predicting an increase to staffing levels. Most industry sectors that were surveyed for the Second Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Hospitality Sector** with a net of 100% of employers surveyed anticipating an increase in staff levels. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	68%	5%	26%	+63%
Retail/Wholesale	14%	0%	86%	+14%
Hospitality	100%	0%	0%	+100%
Manufacturing	67%	0%	33%	+67%
Construction	0%	0%	100%	0%

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Employment Forecast Survey – West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Second Quarter of 2023 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 Second Quarter was 48 employers. Our findings are based on a sample of 20 surveys that were completed. The percentage of employers that completed our survey was 42%.

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 Second Quarter of 2023, with slightly lower hiring activities in comparison to the Fourth Quarter of 2022. We can also anticipate a decrease to seasonal hiring activities in comparison to the Second Quarter of 2022. Our results show that 45% of employers expect staffing levels to increase; 0% forecast a decrease and 55% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +45% for the Second Quarter of 2023. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
2nd Quarter 2023	45%	0%	55%	+45%
1st Quarter 2023	N/A	N/A	N/A	N/A
4th Quarter 2022	60%	2%	38%	+ 58%
3rd Quarter 2022	61%	1%	38%	+ 60%
2nd Quarter 2022	62%	0%	38%	+ 62%

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 Second Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Manufacturing Sector** with a net of 80% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	29%	0%	71%	+29%
Retail/Wholesale	25%	0%	75%	+25%
Hospitality	67%	0%	33%	+67%
Manufacturing	80%	0%	20%	+80%
Construction	0%	0%	100%	0%

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