



Employment Forecast Survey

For the 4th Quarter of 2020

Created by the Job Developers of the Employment Help Centre
October 2020

**EMPLOYMENT
ONTARIO**

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 Fourth Quarter of 2020 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 Fourth Quarter was 520 employers. Our findings are based on a sample of 391 surveys that were completed. The percentage of employers that completed our survey was 75%.

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 Fourth Quarter of 2020, with a slight decrease in the hiring activities in comparison to the Third Quarter of 2020. We can also anticipate seasonal hiring activities will increase slightly in comparison to the Fourth Quarter of 2019. Our results show that 32% of employers expect staffing levels to increase; 5% forecast a decrease, and the majority of employers (63%) foresee no change in their staffing levels. The Net Employment Forecast continues to remain positive at +27% in the Fourth Quarter of 2020. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
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%
4th Quarter 2019	31%	7%	62%	+ 24%

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 Fourth Quarter anticipate a steady increase in staffing levels. The largest growth in jobs is anticipated to come in the **Manufacturing Sector** with a net of 62% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	29%	5%	67%	+24%
Retail/Wholesale	30%	4%	66%	+ 26%
Hospitality	37%	8%	55%	+29%
Manufacturing	62%	0%	38%	+62%
Construction	16%	11%	73%	+4%

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Employment Forecast Survey – Grimsby

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth Quarter of 2020 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 Fourth Quarter was 197 employers. Our findings are based on a sample of 127 surveys that were completed. The percentage of employers that completed our survey was 64%.

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 Fourth Quarter of 2020, with no change in the hiring activities in comparison to the Third Quarter of 2020. We can anticipate seasonal hiring activities will see a noticeable decrease in comparison to the Fourth Quarter of 2019. Our results show that 31% of employers expect staffing levels to increase; 5% forecast a decrease and 64% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +26% for the Fourth Quarter of 2020. See Chart below.

	Increase %	Decrease %	Remain %	Net %
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%
4th Quarter 2019	37%	3%	60%	+ 34%

When broken down by industry sectors, employers in the Grimsby area are predicting an increase to staffing levels. Four out of five of the industry sectors that were surveyed for the Fourth Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Manufacturing Sector** with a net of 75% of employers surveyed anticipating an increase in staff. Most notable, employers in the **Construction Sector** anticipate an unprecedented decrease in hiring activities during the Fourth Quarter of 2020. See Chart below.

	Increase %	Decrease %	Remain %	Net %
Service	26%	4%	69%	+ 22%
Retail/Wholesale	42%	0%	58%	+ 42%
Hospitality	32%	5%	63%	+ 27%
Manufacturing	75%	0%	25%	+ 75%
Construction	10%	20%	70%	-10%

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Employment Forecast Survey – Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth Quarter of 2020 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 Fourth Quarter was 193 employers. Our findings are based on a sample of 164 surveys that were completed. The percentage of employers that completed our survey was 85%.

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 Fourth Quarter of 2020, with a slight decrease in hiring activities in comparison to the Third Quarter of 2020. We can also anticipate an increase in seasonal hiring activities in comparison to the Fourth Quarter of 2019. Our results show that 29% of employers expect staffing levels to increase; 7% forecast a decrease and 64% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains positive at 22% for the Fourth Quarter of 2020. See Chart below:

	Increase	Decrease	Remain	Net
	%	%	%	%
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%
4th Quarter 2019	23%	11%	66%	+ 12%

When broken down by industry sectors, employers in the Lincoln area are predicting an increase to staffing levels. Three of the five industry sectors that were surveyed for the Fourth Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Manufacturing Sector** with a net of 56% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	29%	7%	64%	+22%
Retail/Wholesale	11%	11%	78%	-/+ 0%
Hospitality	36%	12%	52%	+ 24%
Manufacturing	56%	0%	44%	+ 56%
Construction	8%	8%	84%	-/+ 0%

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Employment Forecast Survey –West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth Quarter of 2020 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 Fourth Quarter was 130 employers. Our findings are based on a sample of 100 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 Fourth Quarter of 2020, with a slight decrease in hiring activities in comparison to the Third Quarter of 2020. We can also anticipate no change to seasonal hiring activities in comparison to the Third Quarter of 2019. Our results show that 39% of employers expect staffing levels to increase; 2% forecast a decrease and 59% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +37% for the Fourth Quarter of 2020. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
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%
4th Quarter 2019	40%	3%	57%	+ 37%

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 Fourth Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Hospitality Sector** with a net of 75% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	32%	2%	66%	+ 30%
Retail/Wholesale	44%	0%	56%	+ 44%
Hospitality	75%	0%	25%	+ 75%
Manufacturing	63%	0%	37%	+ 63%
Construction	27%	7%	66%	+ 20%

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