



Employment Forecast Survey

For the 4th Quarter of 2021

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

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 Fourth 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 Fourth Quarter was 509 employers. Our findings are based on a sample of 346 surveys that were completed. The percentage of employers that completed our survey was 68%.

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 2021, with a slight increase in comparison to the hiring activities of the Third Quarter of 2021. We can also anticipate seasonal hiring activities will increase considerably in comparison to the Fourth Quarter of 2020. Our results show that 44% of employers expect staffing levels to increase; 2% forecast a decrease, and the majority of employers (54%) foresee no change in their staffing levels. The Net Employment Forecast continues to remain positive at +42% in the Fourth Quarter of 2021. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
4th Quarter 2021	44%	2%	54%	+ 42%
3rd Quarter 2021	42%	1%	57%	+ 41%
2nd Quarter 2021	36%	2%	62%	+ 34%
1st Quarter 2021	29%	2%	69%	+ 27%
4th Quarter 2020	32%	5%	63%	+ 27%

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 58% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	37%	1%	62%	+36%
Retail/Wholesale	49%	2%	49%	+47%
Hospitality	57%	8%	35%	+49%
Manufacturing	61%	3%	36%	+58%
Construction	47%	6%	47%	+41%

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Employment Forecast Survey – Grimsby

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth 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 Fourth Quarter was 191 employers. Our findings are based on a sample of 121 surveys that were completed. The percentage of employers that completed our survey was 63%.

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 2021, with a slight decrease in hiring activities in comparison to the Third Quarter of 2021. We can anticipate seasonal hiring activities will see a significant increase in comparison to the Fourth Quarter of 2020. 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 2021. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
4th Quarter 2021	39%	2%	59%	+ 37%
3rd Quarter 2021	40%	1%	59%	+ 39%
2nd Quarter 2021	33%	1%	66%	+ 32%
1st Quarter 2021	22%	3%	75%	+ 19%
4th Quarter 2020	31%	5%	64%	+ 26%

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 Fourth Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Construction Sector** with a net of 60% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	28%	1%	71%	+27%
Retail/Wholesale	43%	0%	57%	+43%
Hospitality	50%	0%	50%	+50%
Manufacturing	67%	11%	22%	+56%
Construction	60%	0%	40%	+60%

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Employment Forecast Survey – Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth 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 Fourth Quarter was 190 employers. Our findings are based on a sample of 126 surveys that were completed. The percentage of employers that completed our survey was 66%.

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 2021, with hiring activities remaining level in comparison to the Third Quarter of 2021. We can also anticipate a significant increase in seasonal hiring activities in comparison to the Fourth Quarter of 2020. Our results show that 44% of employers expect staffing levels to increase; 3% forecast a decrease and 53% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains very positive at +41% for the Fourth Quarter of 2021. See Chart below:

	Increase	Decrease	Remain	Net
	%	%	%	%
4th Quarter 2021	44%	3%	53%	+ 41%
3rd Quarter 2021	42%	1%	57%	+ 41%
2nd Quarter 2021	33%	2%	65%	+ 31%
1st Quarter 2021	32%	1%	67%	+ 31%
4th Quarter 2020	29%	7%	64%	+ 22%

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

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	39%	0%	61%	+39%
Retail/Wholesale	56%	0%	44%	+56%
Hospitality	56%	17%	27%	+39%
Manufacturing	44%	0%	56%	+44%
Construction	20%	20%	60%	0%

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Employment Forecast Survey – West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth 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 Fourth 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 an increase in hiring needs during the Fourth Quarter of 2021, with a steady increase in hiring activities in comparison to the Third Quarter of 2021. We can also anticipate a significant increase to seasonal hiring activities in comparison to the Fourth Quarter of 2020. Our results show that 52% of employers expect staffing levels to increase; 2% forecast a decrease and 46% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +50% for the Fourth Quarter of 2021. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
4th Quarter 2021	52%	2%	46%	+ 50%
3rd Quarter 2021	47%	0%	53%	+ 47%
2nd Quarter 2021	45%	2%	53%	+ 43%
1st Quarter 2021	34%	1%	65%	+ 33%
4th Quarter 2020	39%	2%	59%	+ 37%

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 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 80% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	44%	0%	56%	+44%
Retail/Wholesale	50%	13%	37%	+37%
Hospitality	80%	0%	20%	+80%
Manufacturing	77%	0%	23%	+77%
Construction	60%	0%	40%	+60%

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