



Employment Forecast Survey

For the 4th Quarter of 2023

Created by the Job Developers of the Employment Help Centre
October 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 Fourth 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 Fourth Quarter was 185 employers. Our findings are based on a sample of 123 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, Grimsby and West Lincoln area anticipate an increase in hiring needs during the Fourth Quarter of 2023, with a slight decrease in comparison to the hiring activities of the Third Quarter of 2023. Our results show that 51% of employers expect staffing levels to increase; 3% forecast a decrease, and 46% of employers foresee no change in their staffing levels. The Net Employment Forecast continues to remain positive at +48% in the Fourth Quarter of 2023. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
4th Quarter 2023	51%	3%	46%	+48%
3rd Quarter 2023	54%	2%	44%	+52%
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%

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 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 69% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	46%	3%	51%	+43%
Retail/Wholesale	35%	0%	65%	+35%
Hospitality	68%	5%	27%	+63%
Manufacturing	69%	0	31%	+69%
Construction	43%	14%	43%	+29%

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Employment Forecast Survey – Grimsby

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth 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 Fourth Quarter was 66 employers. Our findings are based on a sample of 44 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 Fourth Quarter of 2023, with a slight increase in hiring activities in comparison to the Third Quarter of 2023. We can also anticipate that seasonal hiring will increase significantly when comparing results with the Fourth Quarter of 2022. Our results show that 57% of employers expect staffing levels to increase; 2% forecast a decrease and 39% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +57% for the Fourth Quarter of 2023. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
4 th Quarter 2023	59%	2%	39%	+57%
3 rd Quarter 2023	58%	2%	40%	+56%
2 nd Quarter 2023	66%	3%	31%	+63%
1 st Quarter 2023	N/A	N/A	N/A	N/A
4 th Quarter 2022	41%	2%	57%	+ 39%

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 **Retail /Wholesale Sector** with a net of 60% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	59%	0%	41%	+59%
Retail/Wholesale	60%	0%	40%	+60%
Hospitality	72%	14%	14%	+58%
Manufacturing	33%	0%	67%	+33%
Construction	50%	0%	50%	+50%

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Employment Forecast Survey – Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth 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 Fourth Quarter was 59 employers. Our findings are based on a sample of 39 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 2023, with hiring activities significantly decreasing in comparison to the Third Quarter of 2023, however showing a significant increase in comparison to the Fourth Quarter in 2022. 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 Fourth Quarter of 2023. See Chart below:

	Increase	Decrease	Remain	Net
	%	%	%	%
4 th Quarter 2023	49%	0%	51%	+49%
3 rd Quarter 2023	59%	2%	39%	+57%
2 nd Quarter 2023	57%	3%	40%	+54%
1 st Quarter 2023	N/A	N/A	N/A	N/A
4 th Quarter 2022	22%	1%	77%	+ 21%

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 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 100% of employers surveyed anticipating an increase in staff levels. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
Service	38%	0%	63%	+38%
Retail/Wholesale	25%	0%	75%	+25%
Hospitality	57%	0%	43%	+57%
Manufacturing	86%	0%	14%	+86%
Construction	100%	0%	0%	+100%

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Employment Forecast Survey – West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Fourth 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 Fourth Quarter was employers. Our findings are based on a sample of 40 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 West Lincoln area anticipate an increase in hiring needs during the Fourth Quarter of 2023, with similar hiring activities in comparison to the Third Quarter of 2023. We can also anticipate a decrease to seasonal hiring activities in comparison to the Fourth Quarter of 2022. Our results show that 43% of employers expect staffing levels to increase; 7% forecast a decrease and 50% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains steady at +36% for the Fourth Quarter of 2023. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
4th Quarter 2023	43%	7%	50%	+36%
3rd Quarter 2023	43%	2%	55%	+41%
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%

When broken down by industry sectors, employers in the West 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. 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	38%	8%	54%	+30%
Retail/Wholesale	25%	0%	75%	+25%
Hospitality	80%	0%	20%	+80%
Manufacturing	67%	0%	33%	+67%
Construction	25%	25%	50%	0%

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