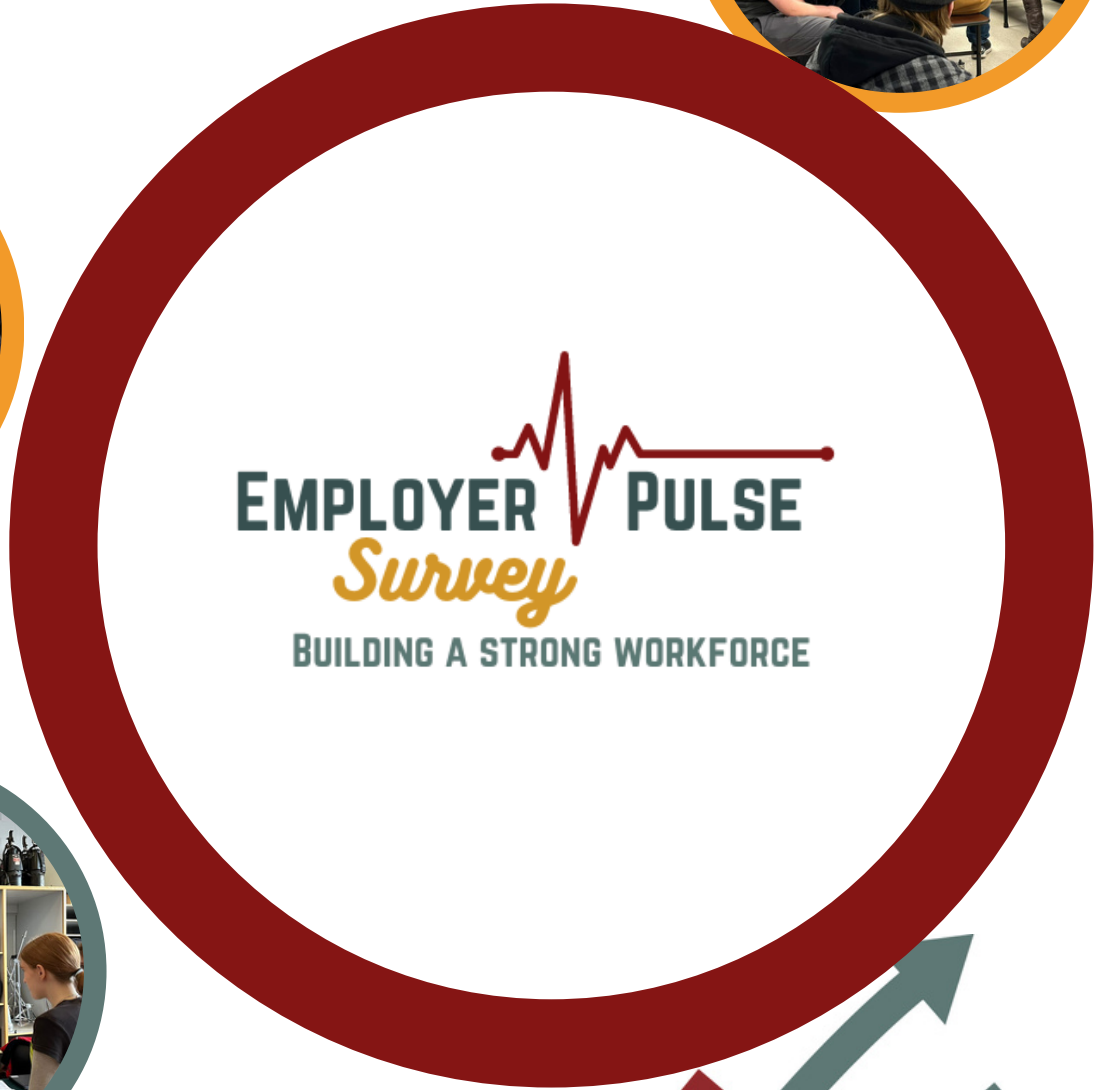


EMPLOYER PULSE SURVEY 2024



ACKNOWLEDGEMENTS



The Labour Market Group of Renfrew and Lanark (LMG) extends sincere thanks to all the employers in Renfrew and Lanark Counties who participated in the 2023 Employer Pulse Survey. Your input is invaluable to various stakeholders, including local municipalities, employment services providers, Chambers of Commerce, industry groups, and individual employers. We also appreciate the support from stakeholders and community partners who encouraged employer participation in the survey, including organizations focused on business support, economic development, and job seekers.

In the fall of 2022, the Local Labour Market Group of Renfrew and Lanark introduced the Employer Pulse Survey to gather insights into current labour market conditions experienced by employers in the region. This survey replaced the former, more time-consuming EmployerOne survey and was designed to provide localized intelligence for labour market planning and strategy development. Moving forward, the LMG plans to refine and use the pulse survey more frequently to stay updated on changing labour market conditions.

This project is funded in part by the Government of Canada and the Government of Ontario.

We acknowledge the Anishinaabe Algonquin People whose traditional unceded, unsundered territory is where the newsletter was produced.



Mission

TO WORK COLLABORATIVELY WITH COMMUNITY PARTNERS ON THE CREATION OF INNOVATIVE LABOUR MARKET SOLUTIONS THAT MEET LOCAL WORKFORCE DEVELOPMENT NEEDS.



Highlights

The Employer Pulse Survey, conducted over 18 weeks from September 2024 to January 2025, provided crucial insights that confirmed assumptions by the Labour Market Group (LMG). These assumptions were derived from unemployment data analysis, employment service office activity, local intelligence from community consultations, and job posting trends across various platforms. Based on feedback from the previous year, the survey included new questions about hiring practices involving underrepresented groups, such as newcomers, youth, and seniors.

Survey Participation

A total of 100 employers responded to the survey:

- 61.22% were from Renfrew County, 29.59% from Lanark County, and 9.18% from surrounding areas.

Business Profile

- Industries Represented:
 - Education: 12.24%
 - Healthcare: 11.22%
 - Tourism/Hospitality: 10.2%
 - Manufacturing/Utilities: 9.18%
- Sector: 52.04% private sector, 47.96% public sector.
- Size: Most businesses (31.63%) employed fewer than 10 people, while 29.59% had over 100 employees.

Hiring Trends

- 62.65% reported difficulty hiring, with 40.74% struggling to fill both full-time and part-time roles.
- Recruitment strategies included:
 - Increasing starting wages: 45.12%
 - Flexible work options (remote/hybrid): 34.15%
 - Professional development opportunities: 30.49%
 - Comprehensive benefits packages: 23.17%
- 45.12% hired individuals who immigrated to Canada in the past five years.
- 74.39% hired summer students.

Employee Turnover

- 40.24% experienced retirements.
- 50% reported employees leaving for competitors.
- 74.03% plan to hire in the coming year.

Social Challenges

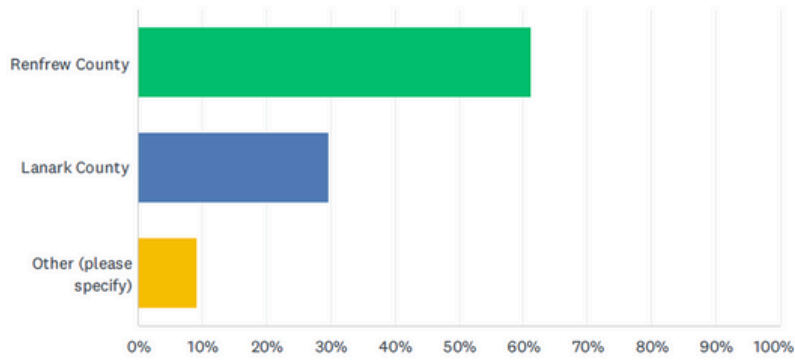
- Lack of affordable housing affected 24.39% of businesses.
- Inadequate public transportation impacted 35.37% of employers' recruitment and retention efforts.
- Limited childcare availability affected 24.39%.

Workplace Conditions

- Key hiring challenges included:
 - Lack of applicants: 42.68%
 - Inadequate work experience: 39.02%
 - Poor job search skills: 35.37%
 - Insufficient educational qualifications: 30.49%
- 41.46% of businesses offered hybrid or remote work options.

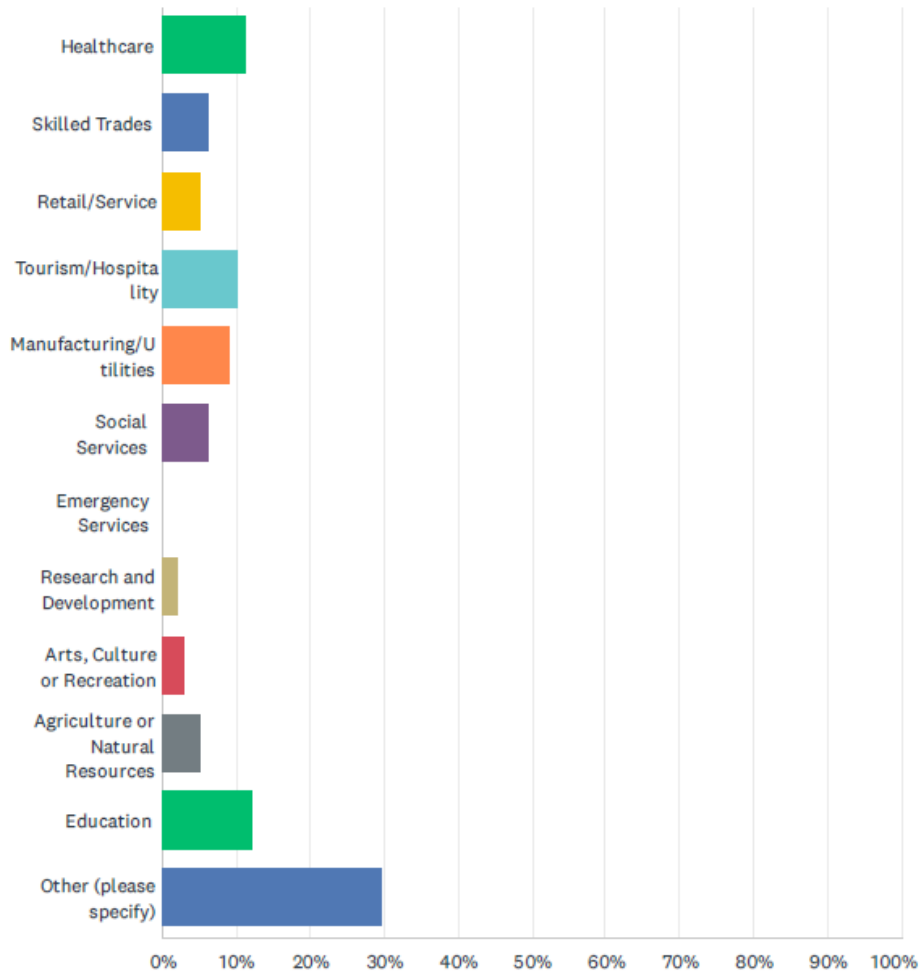


Q.1 MY BUSINESS/ORGANIZATION IS PRIMARILY LOCATED IN:

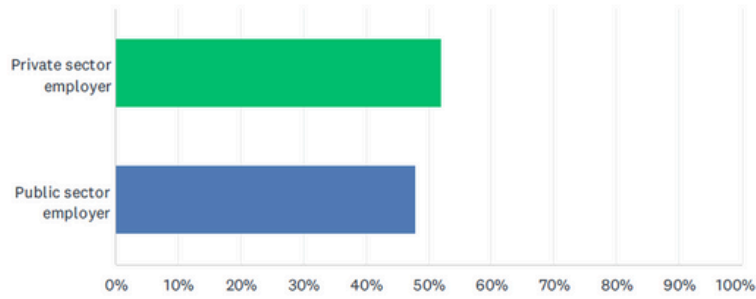


ANSWER CHOICES	RESPONSES	
Renfrew County	61.22%	60
Lanark County	29.59%	29
Other (please specify)	9.18%	9
TOTAL		98

Q.2 IDENTIFY THE LABOUR MARKET SECTOR THAT YOUR BUSINESS/ORGANIZATION PRIMARILY RESIDES IN:

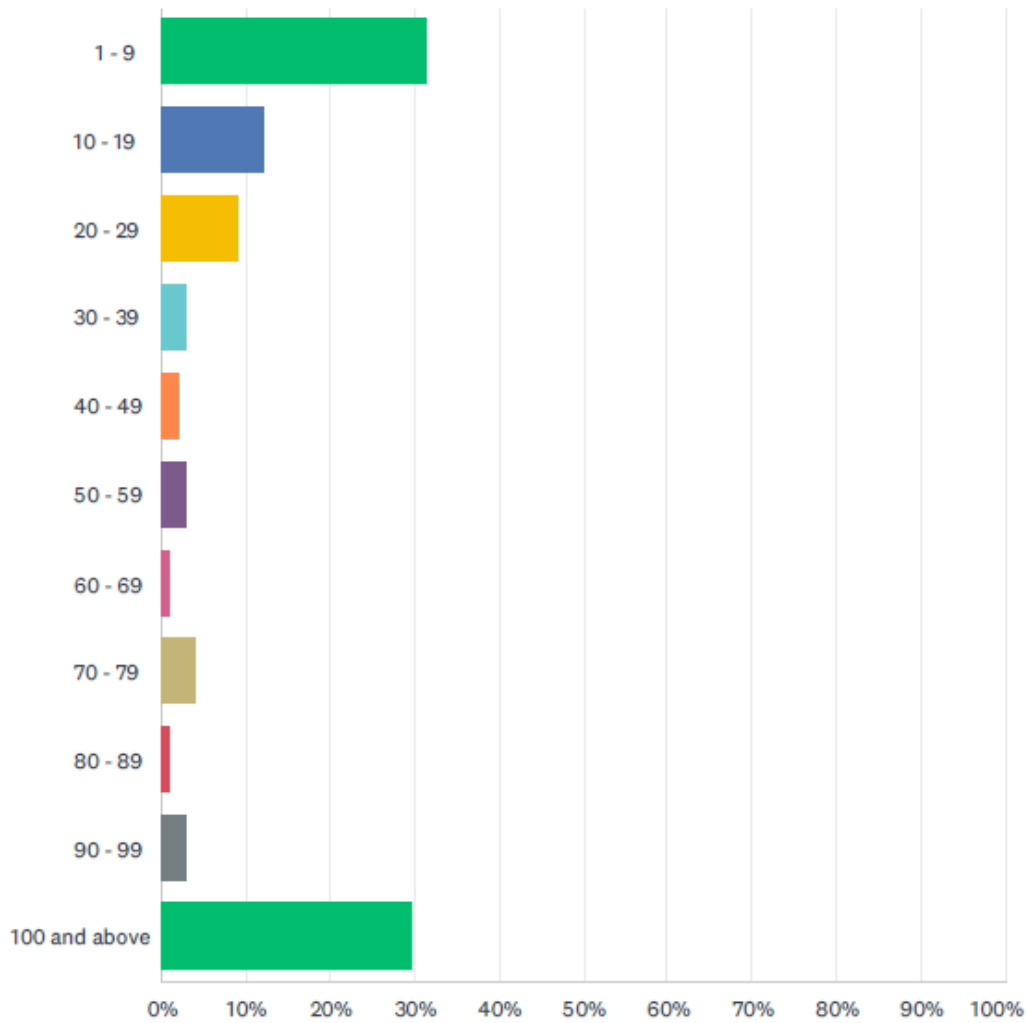


Q.3 IS YOUR BUSINESS/ORGANIZATION A PRIVATE OR PUBLIC SECTOR EMPLOYER?

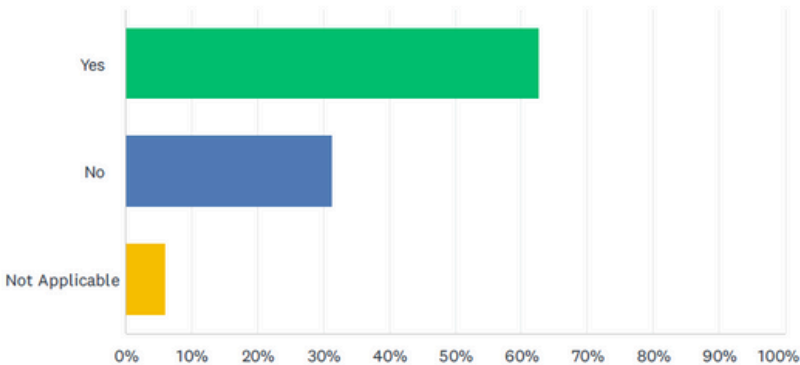


ANSWER CHOICES	RESPONSES	
Private sector employer	52.04%	51
Public sector employer	47.96%	47
TOTAL		98

Q.4 WHAT IS THE APPROXIMATE TOTAL NUMBER OF STAFF EMPLOYED BY YOUR BUSINESS/ORGANIZATION?

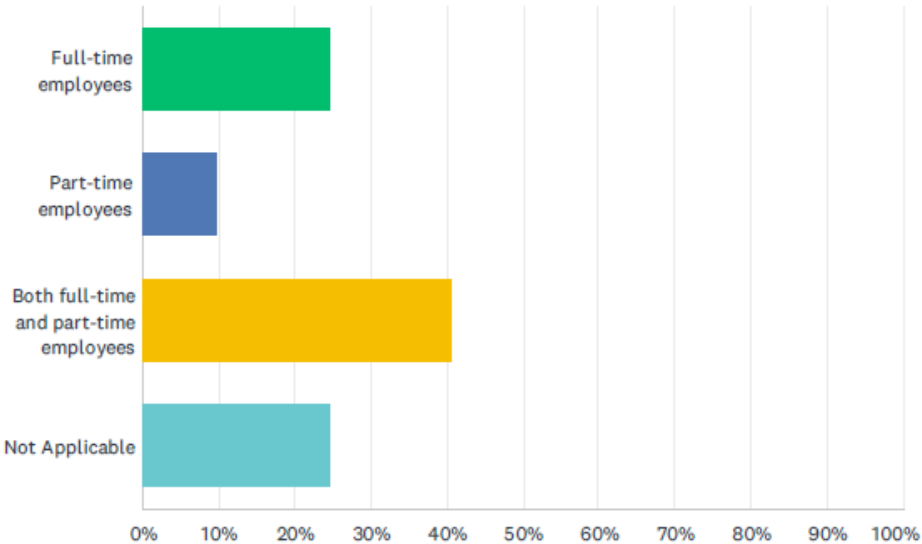


Q.5 HAS YOUR BUSINESS/ORGANIZATION HAD DIFFICULTY HIRING EMPLOYEES IN THE PAST YEAR?



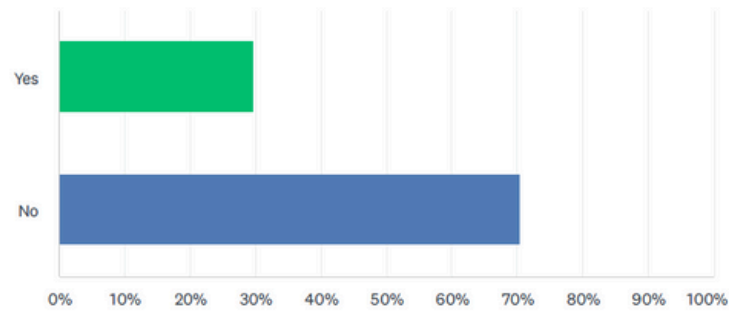
ANSWER CHOICES	RESPONSES	
Yes	62.65%	52
No	31.33%	26
Not Applicable	6.02%	5
TOTAL		83

Q.6 WHAT CATEGORY OF EMPLOYEES HAS YOUR BUSINESS HAD MORE DIFFICULTY HIRING?



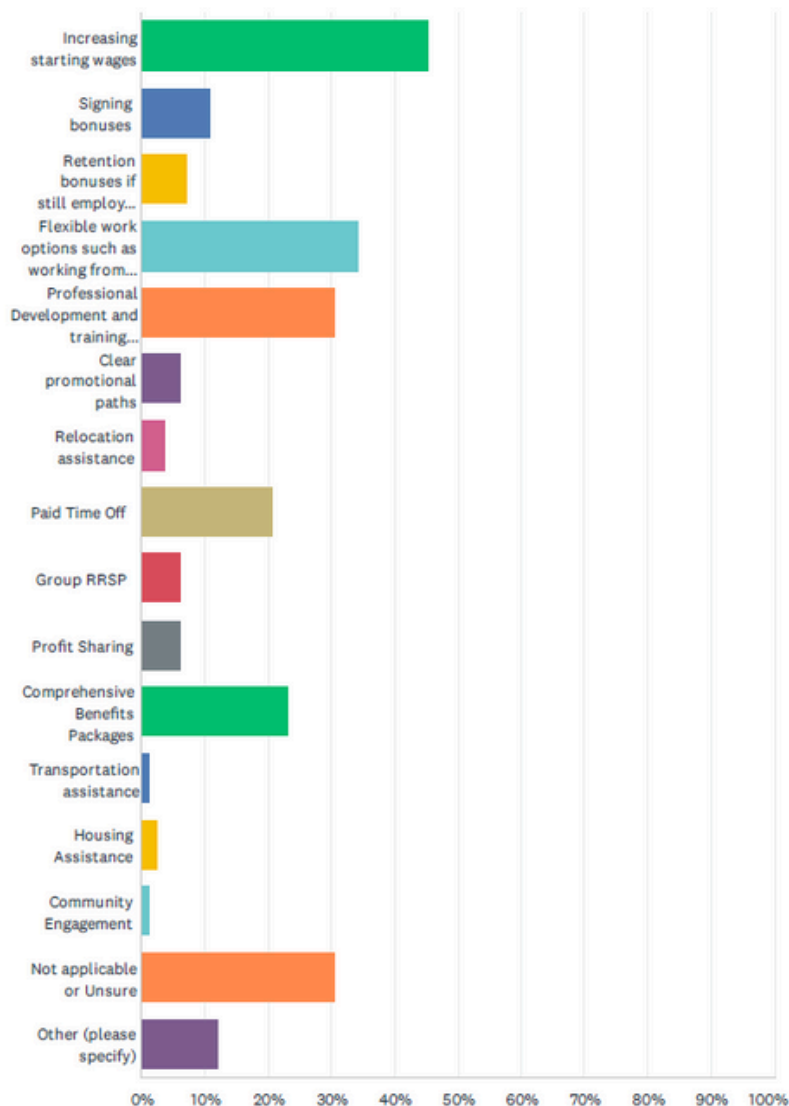
ANSWER CHOICES	RESPONSES	
Full-time employees	24.69%	20
Part-time employees	9.88%	8
Both full-time and part-time employees	40.74%	33
Not Applicable	24.69%	20
TOTAL		81

Q.7 DOES YOUR BUSINESS/ORGANIZATION HAVE A PREDOMINANTLY UNIONIZED WORKFORCE?

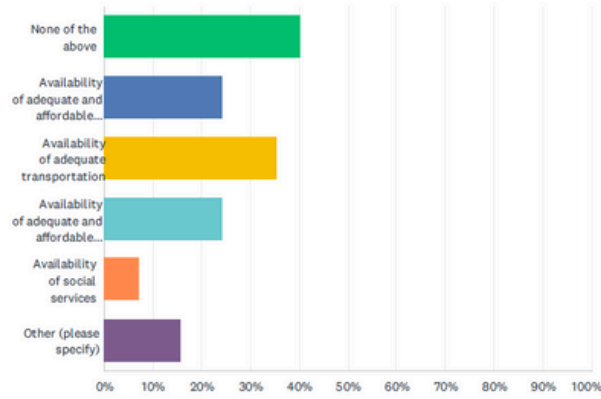


ANSWER CHOICES	RESPONSES	
Yes	29.63%	24
No	70.37%	57
TOTAL		81

Q.8 HAS YOUR BUSINESS/ORGANIZATION INTRODUCED INCENTIVES TO ADDRESS YOUR HIRING NEEDS?

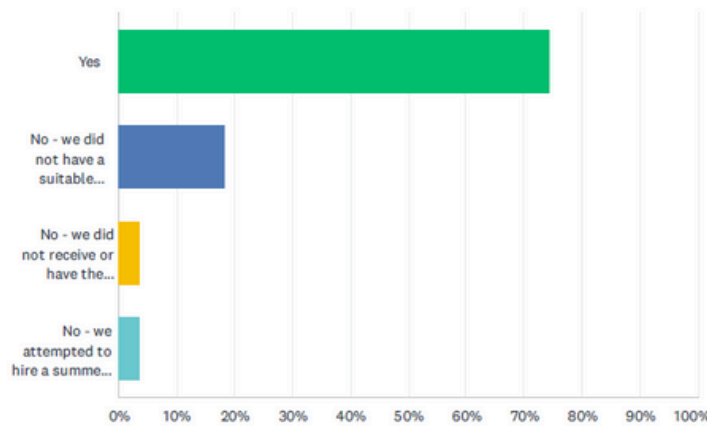


Q.9 WHAT SOCIAL BARRIERS AFFECT YOUR ORGANIZATION'S ABILITY TO RECRUIT AND RETAIN EMPLOYEES? (SELECT ALL THAT APPLY)



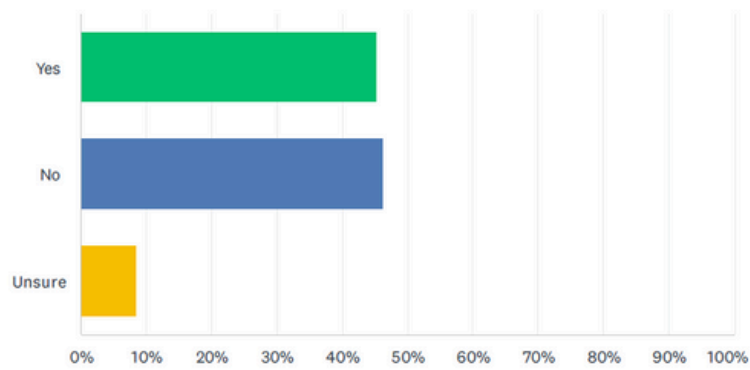
ANSWER CHOICES	RESPONSES
None of the above	40.24% 33
Availability of adequate and affordable housing	24.39% 20
Availability of adequate transportation	35.37% 29
Availability of adequate and affordable childcare	24.39% 20
Availability of social services	7.32% 6
Other (please specify)	15.85% 13
Total Respondents: 82	

Q.10 HAS YOUR BUSINESS/ORGANIZATION HIRED A SUMMER STUDENT IN THE PAST?



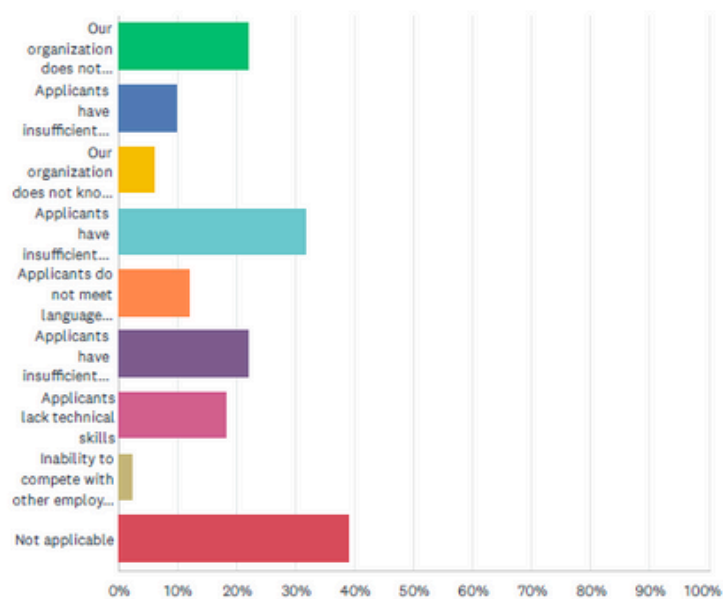
ANSWER CHOICES	RESPONSES
Yes	74.39% 61
No - we did not have a suitable position available.	18.29% 15
No - we did not receive or have the funding to support a summer position.	3.66% 3
No - we attempted to hire a summer student but were unsuccessful (e.g. few applicants, unsuitable candidates, specific requirements like a driver's license, etc.).	3.66% 3
TOTAL	

Q.11 HAS YOUR BUSINESS/ORGANIZATION HIRED AN INDIVIDUAL(S) WHO HAS MOVED TO CANADA IN THE LAST FIVE YEARS?



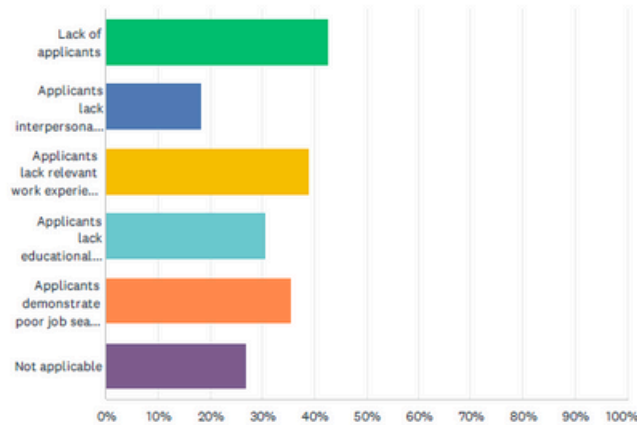
ANSWER CHOICES	RESPONSES	
Yes	45.12%	37
No	46.34%	38
Unsure	8.54%	7
TOTAL		82

Q.12 WHICH OF THE FOLLOWING REPRESENTS YOUR MOST SIGNIFICANT CHALLENGE WITH RESPECT TO HIRING NEWCOMERS? (SELECT ALL THAT APPLY)



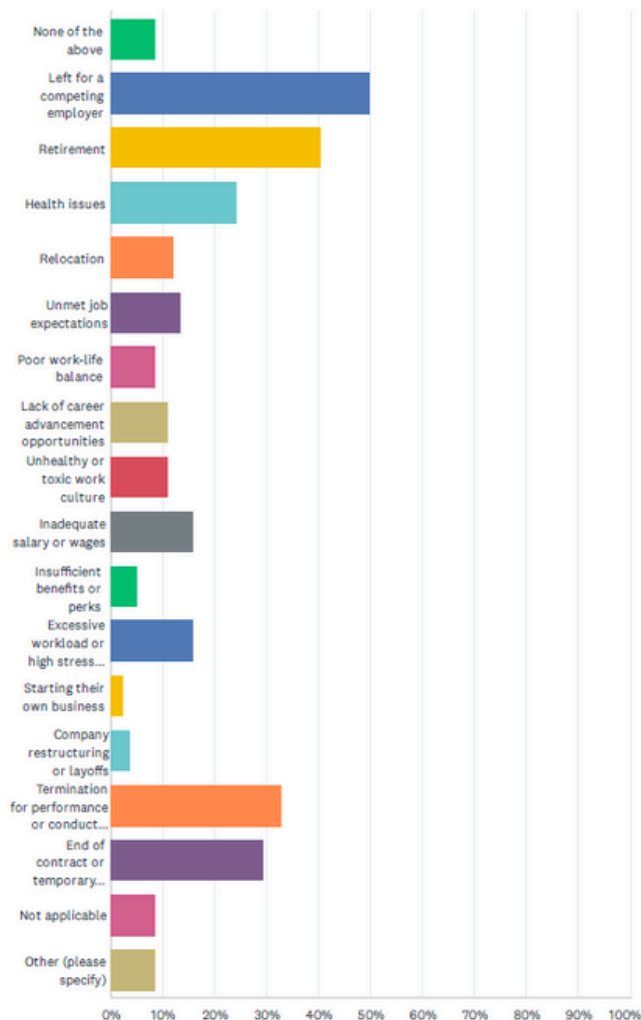
ANSWER CHOICES	RESPONSES	
Our organization does not receive many immigrant/newcomer applicants	21.95%	18
Applicants have insufficient interpersonal abilities	9.76%	8
Our organization does not know where to find newcomer/immigrant talent	6.10%	5
Applicants have insufficient qualifications (education levels/credentials)	31.71%	26
Applicants do not meet language requirements of posted jobs	12.20%	10
Applicants have insufficient work experience	21.95%	18
Applicants lack technical skills	18.29%	15
Inability to compete with other employers for qualified candidates	2.44%	2
Not applicable	39.02%	32
Total Respondents: 82		

Q.13 IF YOUR BUSINESS/ORGANIZATION HAS HAD DIFFICULTY FILLING POSITIONS OVER THE PAST YEAR, WHAT WAS THE REASON? (SELECT ALL THAT APPLY)

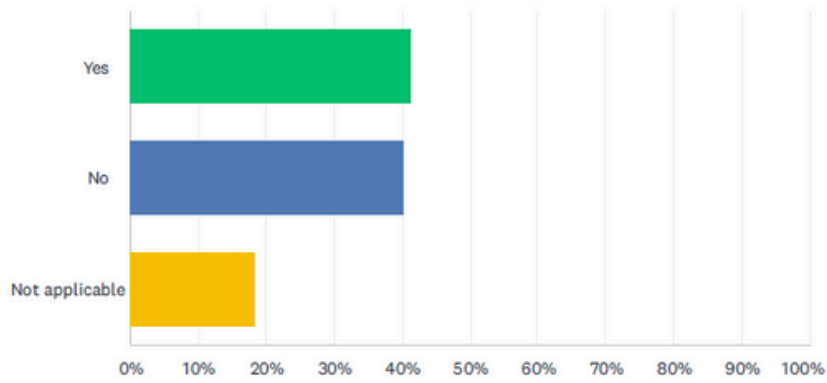


ANSWER CHOICES	RESPONSES	
Lack of applicants	42.68%	35
Applicants lack interpersonal/communication skills	18.29%	15
Applicants lack relevant work experience	39.02%	32
Applicants lack educational qualifications	30.49%	25
Applicants demonstrate poor job search skills (e.g., poor resume, not appearing for interviews)	35.37%	29
Not applicable	26.83%	22
Total Respondents: 82		

Q.14 HAS YOUR BUSINESS/ORGANIZATION LOST EMPLOYEES IN THE PAST YEAR? (SELECT ALL THAT APPLY)

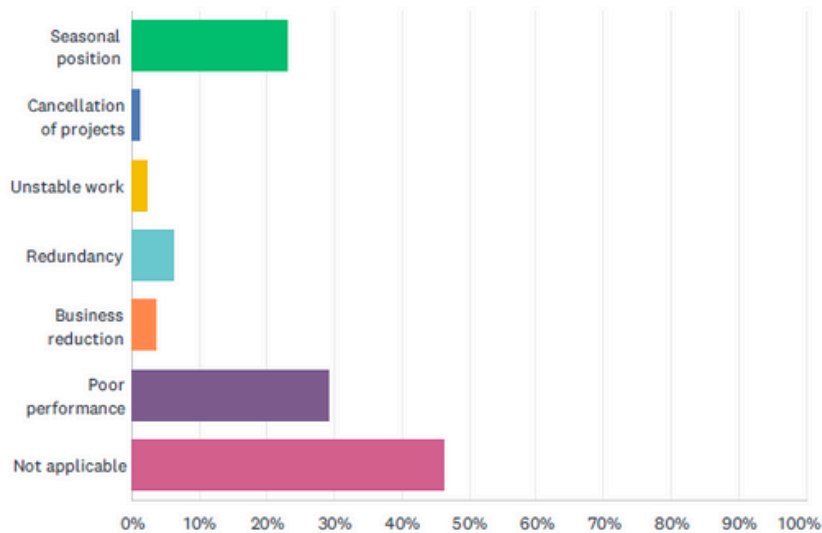


Q.15 DOES YOUR BUSINESS/ORGANIZATION OFFER HYBRID OR REMOTE WORKING OPPORTUNITIES TO EMPLOYEES?



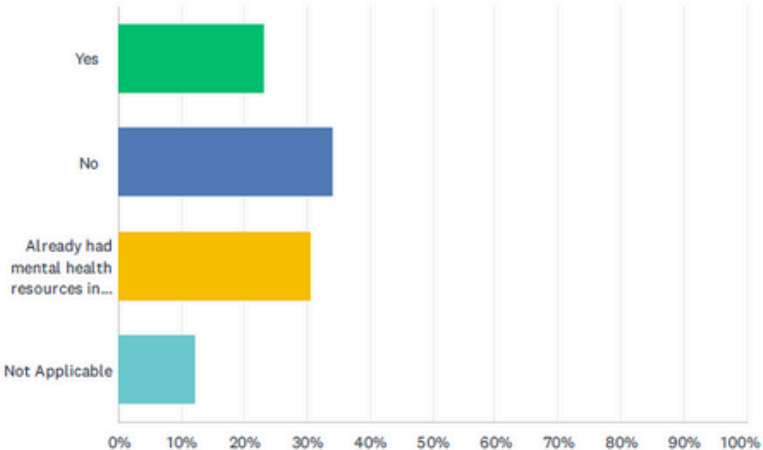
ANSWER CHOICES	RESPONSES	
Yes	41.46%	34
No	40.24%	33
Not applicable	18.29%	15
TOTAL		82

Q.16 IF YOUR BUSINESS/ORGANIZATION HAS HAD TO LAY OFF/TERMINATE ANY EMPLOYEES IN THE PAST YEAR, WHAT WAS THE REASON? (SELECT ALL THAT APPLY)



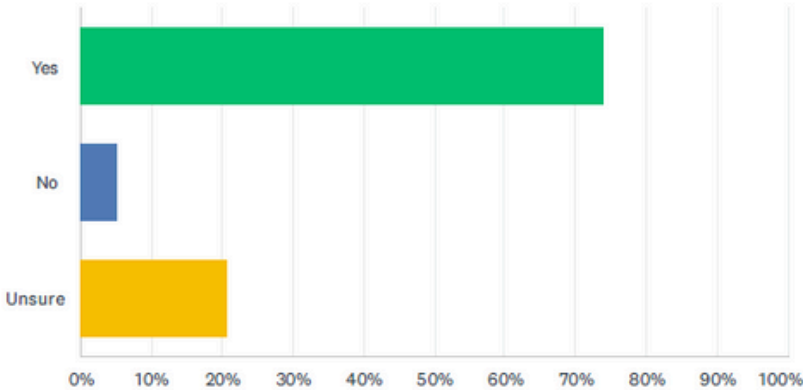
ANSWER CHOICES	RESPONSES	
Seasonal position	23.17%	19
Cancellation of projects	1.22%	1
Unstable work	2.44%	2
Redundancy	6.10%	5
Business reduction	3.66%	3
Poor performance	29.27%	24
Not applicable	46.34%	38
Total Respondents: 82		

Q.17 HAS YOUR BUSINESS/ORGANIZATION HAD TO PUT ADDITIONAL RESOURCES IN PLACE TO SUPPORT EMPLOYEE MENTAL HEALTH IN THE PAST YEAR?



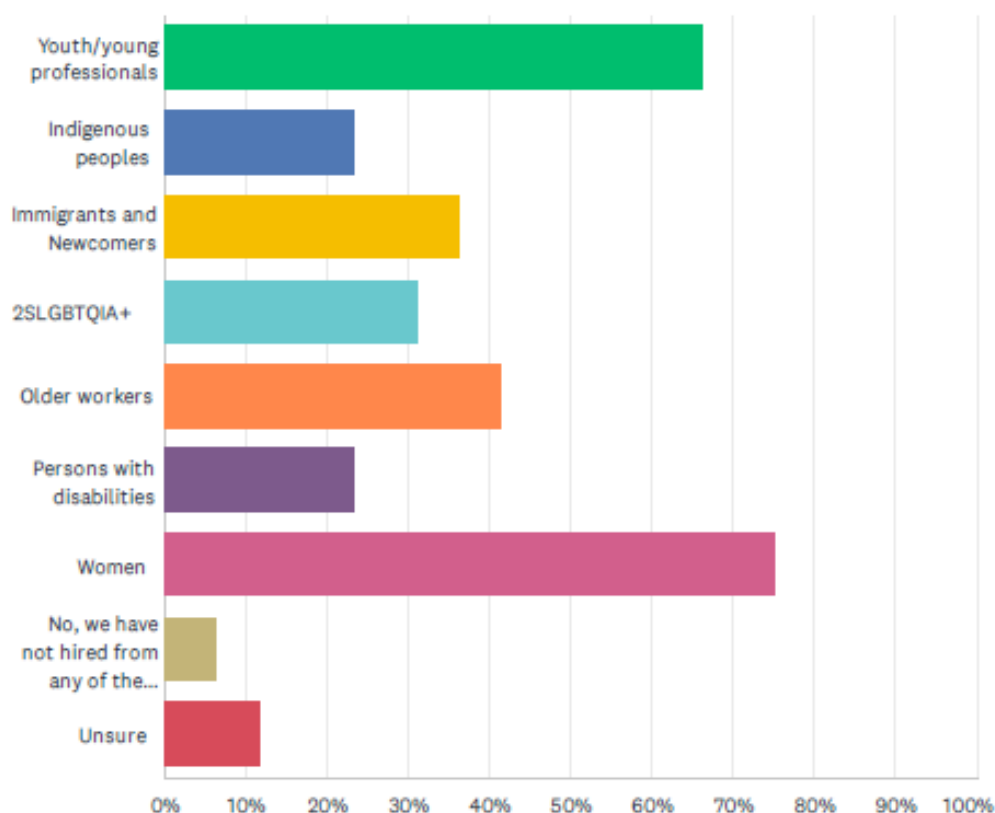
ANSWER CHOICES	RESPONSES	
Yes	23.17%	19
No	34.15%	28
Already had mental health resources in place	30.49%	25
Not Applicable	12.20%	10
TOTAL		82

Q.18 DO YOU PLAN TO HIRE IN THE NEXT YEAR?



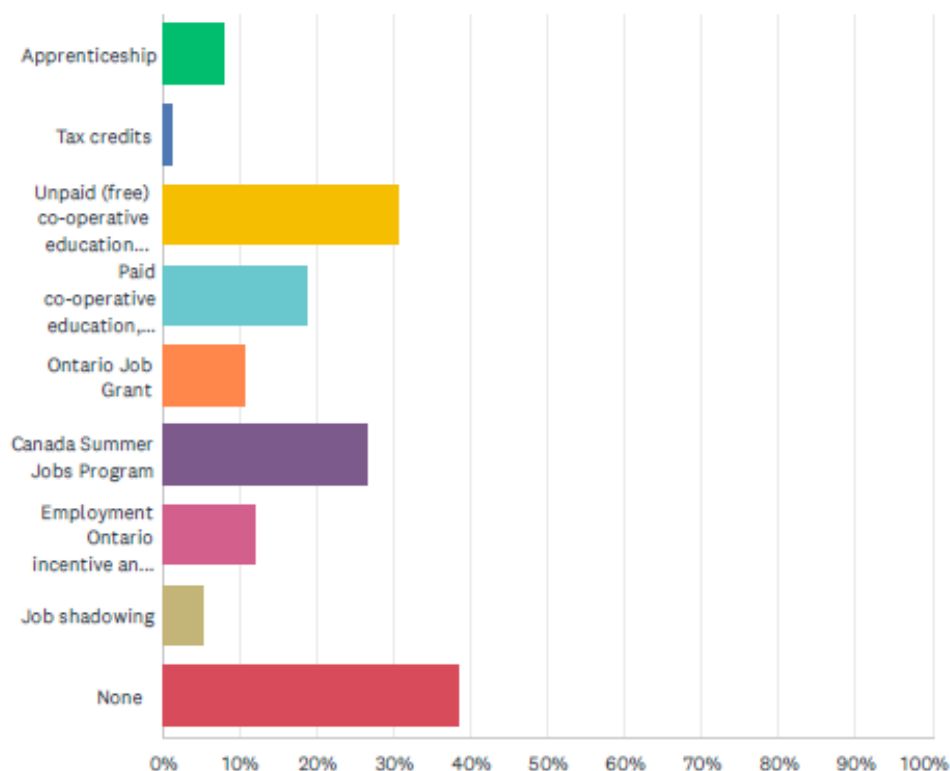
ANSWER CHOICES	RESPONSES	
Yes	74.03%	57
No	5.19%	4
Unsure	20.78%	16
TOTAL		77

**Q.19 HAVE YOU HIRED FROM ANY OF THE FOLLOWING GROUPS IN THE PAST YEAR?
(SELECT ALL THAT APPLY)**



ANSWER CHOICES	RESPONSES	
Youth/young professionals	66.23%	51
Indigenous peoples	23.38%	18
Immigrants and Newcomers	36.36%	28
2SLGBTQIA+	31.17%	24
Older workers	41.56%	32
Persons with disabilities	23.38%	18
Women	75.32%	58
No, we have not hired from any of the groups	6.49%	5
Unsure	11.69%	9
Total Respondents: 77		

Q.20 WHICH WORKFORCE DEVELOPMENT PROGRAMS HAS YOUR BUSINESS ACCESSED IN THE PAST YEAR? (SELECT ALL THAT APPLY)



ANSWER CHOICES	RESPONSES
Apprenticeship	8.00% 6
Tax credits	1.33% 1
Unpaid (free) co-operative education internship or work placement	30.67% 23
Paid co-operative education, internship or work placement	18.67% 14
Ontario Job Grant	10.67% 8
Canada Summer Jobs Program	26.67% 20
Employment Ontario incentive and wage subsidy programs	12.00% 9
Job shadowing	5.33% 4
None	38.67% 29
Total Respondents: 75	

Q.21 DO YOU HAVE ANY OTHER COMMENTS OR CONCERNS ABOUT THE CURRENT LABOUR MARKET THAT YOU WOULD LIKE TO SHARE?

The following is a selection from the 17 comments we received

- “Would love to offer employees a benefit package that is affordable for all.”
- “Work abilities, skills and ethics have changed for many kids, where they they need significantly more training, supervision and direction to complete tasks safely and well.”
- “We receive a lot of resumes, when called the applicant does not return phone call, appear for the scheduled interview or call back when offered employment.”
- “Arnprior - hard to attract workers from Southern Ontario that may have our specialized skill set. Lack of affordable housing. Lack of public transportation. No transit to/from Ottawa”
- “Lack of applicants; poor quality applicants (don't show up, spend day avoiding work, excessive breaks, numerous excuses why must leave early of not come in...)”
- “Insufficient government assistance for training unskilled people and apprenticeship programs.”
- “We are a not-for-profit, charitable organizations that drive people to medical appointments with very low employee turn over. Creating an employee friendly workplace is a priority. Annual rate of inflation plus seniority pay increases (up to year 5). Offer part-time and work-share positions .Drivers take their vehicles home and are paid from driveway to driveway is a big plus.”



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Published: May 2024

For more information on the Labour Market Group of Renfrew and Lanark, please visit our website at www.labourmarketgroup.ca or follow us on social media.

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