



# Employment Forecast Survey

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For the 3<sup>rd</sup> Quarter of 2021

Created by the Job Developers of the Employment Help Centre  
July 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 Third 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 Third Quarter was 509 employers. Our findings are based on a sample of 352 surveys that were completed. The percentage of employers that completed our survey was 69%.

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 Third Quarter of 2021, with a sizeable increase in comparison to the hiring activities of the Second Quarter of 2021. We can also anticipate seasonal hiring activities will increase considerably in comparison to the Third Quarter of 2020. Our results show that 42% of employers expect staffing levels to increase; 1% forecast a decrease, and the majority of employers (57%) foresee no change in their staffing levels. The Net Employment Forecast continues to remain positive at +41% in the Third Quarter of 2021. See Chart below.

	<b>Increase</b>	<b>Decrease</b>	<b>Remain</b>	<b>Net</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>3<sup>rd</sup> Quarter 2021</b>	<b>42%</b>	<b>1%</b>	<b>57%</b>	<b>+ 41%</b>
<b>2<sup>nd</sup> Quarter 2021</b>	36%	2%	62%	+ 34%
<b>1<sup>st</sup> Quarter 2021</b>	29%	2%	69%	+ 27%
<b>4<sup>th</sup> Quarter 2020</b>	32%	5%	63%	+27%
<b>3<sup>rd</sup> Quarter 2020</b>	34%	4%	62%	+ 30%

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 Third 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 79% of employers surveyed anticipating an increase in staff. See Chart below.

	<b>Increase</b>	<b>Decrease</b>	<b>Remain</b>	<b>Net</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>Service</b>	32%	0%	67%	+32%
<b>Retail/Wholesale</b>	49%	0%	51%	+49%
<b>Hospitality</b>	79%	0%	21%	+79%
<b>Manufacturing</b>	50%	3%	47%	+47%
<b>Construction</b>	49%	0%	51%	+49%

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## Employment Forecast Survey – Grimsby

The Employment Help Centre (EHC) Employment Forecast Survey for the Third 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 Third Quarter was 191 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 Grimsby area anticipate an increase in hiring needs during the Third Quarter of 2021, with a noticeable increase in hiring activities in comparison to the Second Quarter of 2021. We can anticipate seasonal hiring activities will see an increase in comparison to the Third Quarter of 2020. Our results show that 40% of employers expect staffing levels to increase; 1% forecast a decrease and 60% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +39% for the Third Quarter of 2021. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
<b>3<sup>rd</sup> Quarter 2021</b>	<b>40%</b>	<b>1%</b>	<b>60%</b>	<b>+ 39%</b>
<b>2<sup>nd</sup> Quarter 2021</b>	33%	1%	66%	+ 32%
<b>1<sup>st</sup> Quarter 2021</b>	22%	3%	75%	+ 19%
<b>4<sup>th</sup> Quarter 2020</b>	31%	5%	64%	+ 26%
<b>3<sup>rd</sup> Quarter 2020</b>	32%	6%	62%	+ 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 Third Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Hospitality Sector** with a net of 86% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
<b>Service</b>	29%	1%	69%	+ 28%
<b>Retail/Wholesale</b>	41%	0%	59%	+ 41%
<b>Hospitality</b>	86%	0%	14%	+ 86%
<b>Manufacturing</b>	50%	0%	50%	+ 50%
<b>Construction</b>	40%	0%	60%	+ 40%

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## Employment Forecast Survey – Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Third 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 Third Quarter was 190 employers. Our findings are based on a sample of 134 surveys that were completed. The percentage of employers that completed our survey was 71%.

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 Third Quarter of 2021, with an increase in hiring activities in comparison to the Second Quarter of 2021. We can also anticipate a significant increase in seasonal hiring activities in comparison to the Third Quarter of 2020. Our results show that 42% of employers expect staffing levels to increase; 1% forecast a decrease and 57% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains very positive at +41% for the Third Quarter of 2021. See Chart below:

	Increase	Decrease	Remain	Net
	%	%	%	%
<b>3<sup>rd</sup> Quarter 2021</b>	<b>42%</b>	<b>1%</b>	<b>57%</b>	<b>+41%</b>
<b>2<sup>nd</sup> Quarter 2021</b>	33%	2%	65%	+ 31%
<b>1<sup>st</sup> Quarter 2021</b>	32%	1%	67%	+ 31%
<b>4<sup>th</sup> Quarter 2020</b>	29%	7%	64%	+ 22%
<b>3<sup>rd</sup> Quarter 2020</b>	29%	5%	66%	+ 24%

When broken down by industry sectors, employers in the Lincoln area are predicting an increase to staffing levels. All of the five industry sectors that were surveyed for the Third Quarter anticipate an increase in staffing levels. The largest growth in jobs is anticipated to come in the **Hospitality Sector** with a net of 74% of employers surveyed anticipating an increase in staff. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
<b>Service</b>	33%	0%	67%	+33%
<b>Retail/Wholesale</b>	67%	0%	33%	+67%
<b>Hospitality</b>	74%	0%	26%	+74%
<b>Manufacturing</b>	38%	8%	54%	+30%
<b>Construction</b>	25%	0%	75%	+25%

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## Employment Forecast Survey – West Lincoln

The Employment Help Centre (EHC) Employment Forecast Survey for the Third 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 Third Quarter was 128 employers. Our findings are based on a sample of 92 surveys that were completed. The percentage of employers that completed our survey was 72%.

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 healthy increase in hiring needs during the Third Quarter of 2021, with an increase in hiring activities in comparison to the Second Quarter of 2021. We can also anticipate a slight increase to seasonal hiring activities in comparison to the Third Quarter of 2020. Our results show that 47% of employers expect staffing levels to increase; 0% forecast a decrease and 53% of employers foresee no change in staffing levels. The overall or Net Employment Forecast remains strong at +47% for the Third Quarter of 2021. See Chart below.

	Increase	Decrease	Remain	Net
	%	%	%	%
<b>3<sup>rd</sup> Quarter 2021</b>	<b>47%</b>	<b>0%</b>	<b>53%</b>	<b>+ 47%</b>
<b>2<sup>nd</sup> Quarter 2021</b>	45%	2%	53%	+ 43%
<b>1<sup>st</sup> Quarter 2021</b>	34%	1%	65%	+ 33%
<b>4<sup>th</sup> Quarter 2020</b>	39%	2%	59%	+ 37%
<b>3<sup>rd</sup> Quarter 2020</b>	45%	0%	55%	+ 45%

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 Third 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
	%	%	%	%
<b>Service</b>	35%	0%	65%	+35%
<b>Retail/Wholesale</b>	38%	0%	63%	+38%
<b>Hospitality</b>	80%	0%	20%	+80%
<b>Manufacturing</b>	64%	0%	36%	+64%
<b>Construction</b>	65%	0%	35%	+65%

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