

2021 Workforce Survey Report

Prepared June 2021

Description

The Greater Moncton Chamber of Commerce and 3+ Corporation distributed the 2021 Workforce Survey to gauge employer sentiment in Greater Moncton. Nearly 1,400 businesses received the survey and 263 businesses responded. This represents a completion rate of 19%.

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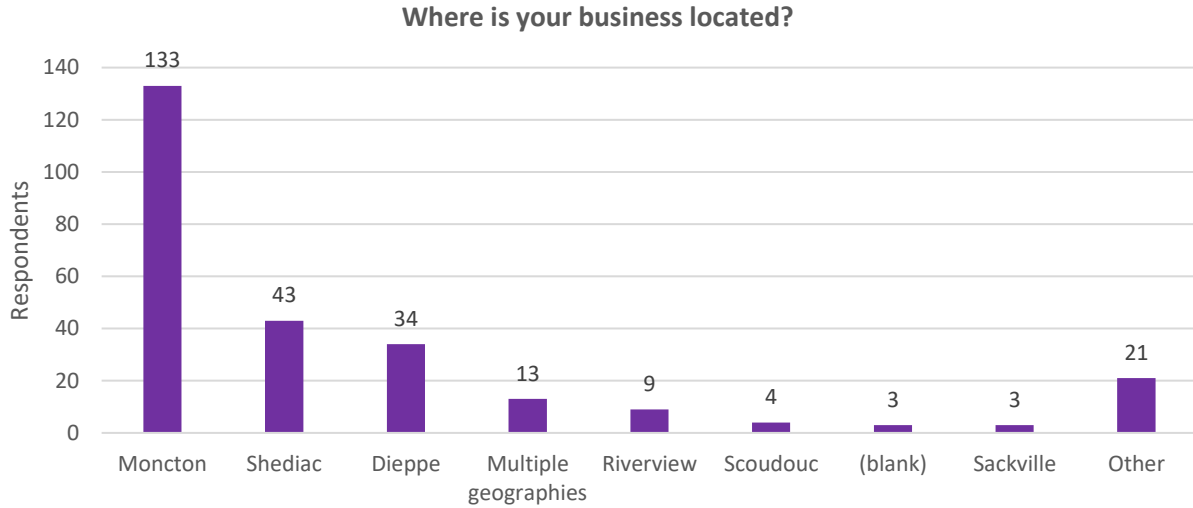
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Summary

- Most survey respondents are small businesses. Over half of respondents have fewer than 25 employees, and only 16% have more than 100 employees.
- Survey respondents belong to many different industries
- Nearly half of respondents have difficulty hiring qualified candidates. However, over half do not know how many students graduate from relevant programs each year.
- Around one-fifth of respondents hired fewer employees this year compared with last year. However, one quarter of respondents hired more workers this year compared with last year.
- Over three-quarters of respondents have not changed their hiring practices due to remote work. Only around 5% have started hiring employees working in other regions.
- Most respondents found government COVID-19 assistance programs to be helpful. However, many are concerned the Canadian Emergency Response Benefit (CERB) disincentivized staff from returning to work.
- One in five respondents have laid off workers this year. However, most of these companies have re-hired workers.
- Many respondents said following public health guidance was their business’s biggest challenge this year.
- Most respondents have hired post-secondary students in the past and have not changed their student hiring policies during COVID-19.

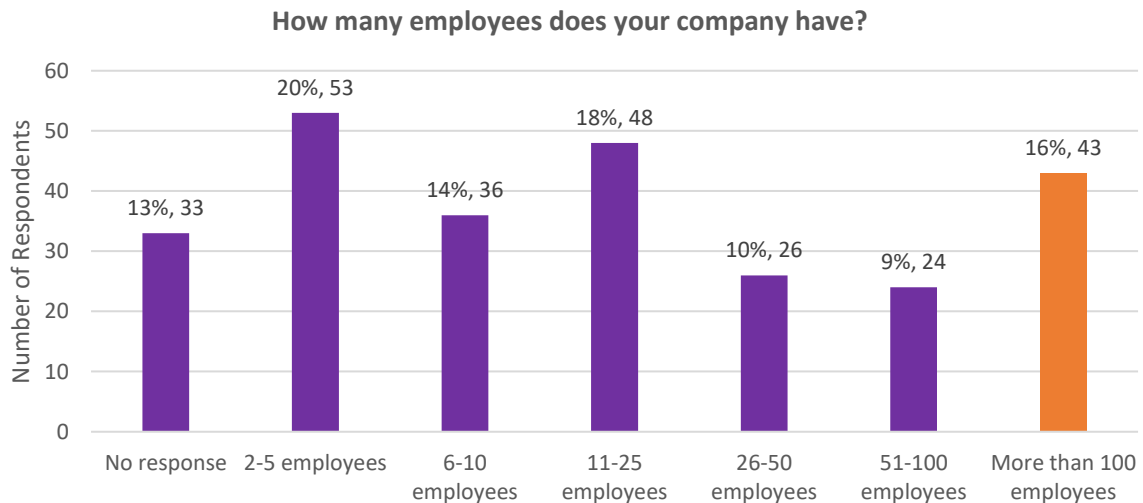
Respondent Information

All respondents are in Southeast New Brunswick. Around half are in Moncton, 16% are in Shediac, and 13% are in Dieppe. 13 respondents are in multiple regions.



Survey respondents belong to various industries. 16% of respondents are in the 'Professional, scientific, and technical services' industry. This industry includes law firms, consulting firms, information technology (IT) firms, and other firms offering similar skilled services. Nearly 10% of respondents belong to the 'Retail trade' sector, and 8% belong to the manufacturing sector. The remaining respondents are divided among 19 other sectors.

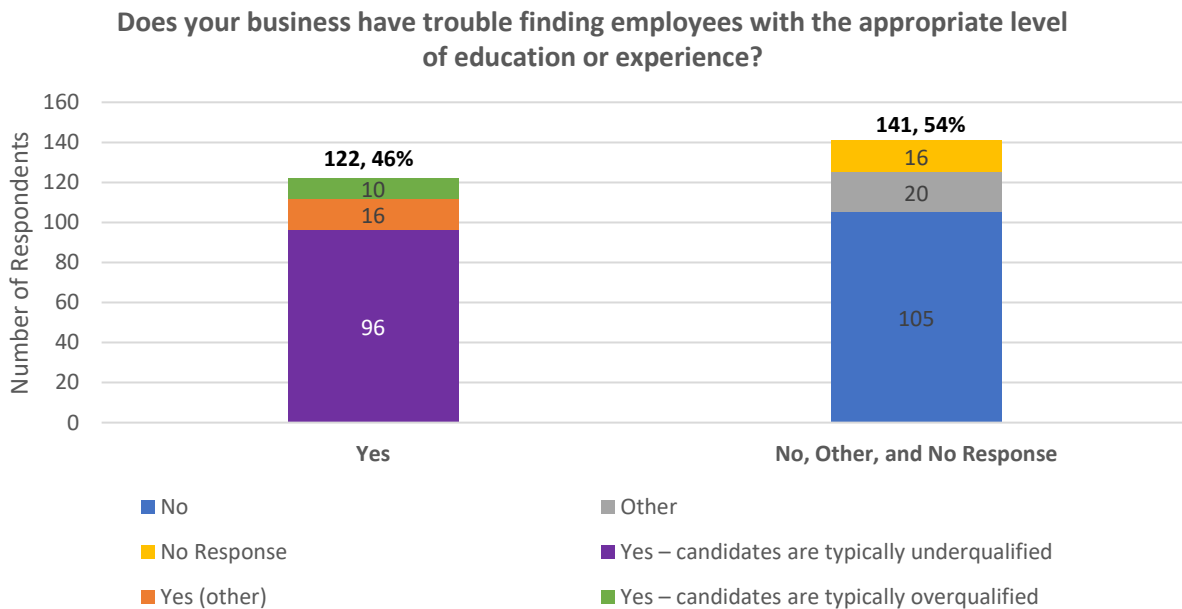
43 out of 263 respondents have over 100 employees. 53 respondents (around 20% of all respondents) are very small businesses with only 2-5 employees. Over half of respondents have fewer than 25 employees.



Hiring Challenges

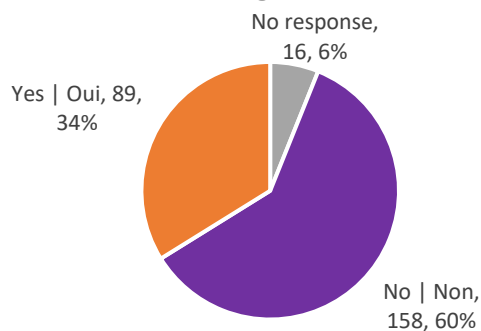
Nearly half of respondents have difficulty finding workers with the appropriate levels of education or experience. Most of these companies said candidates are underqualified for roles. Nearly one in five respondents that have difficulty finding qualified candidates belong to the 'Professional, scientific, and technical services' sector. Around 10% belong to the 'Construction', 'Health care and social assistance', 'Retail trade, 'Accommodation and food services', 'finance and insurance', and 'Manufacturing' sectors.

10 respondents cited 'other' difficulties when hiring candidates. These responses included complaints about the Canadian Emergency Response Benefit (CERB) disincentivizing workers. Several respondents also cited difficulty hiring bilingual candidates.



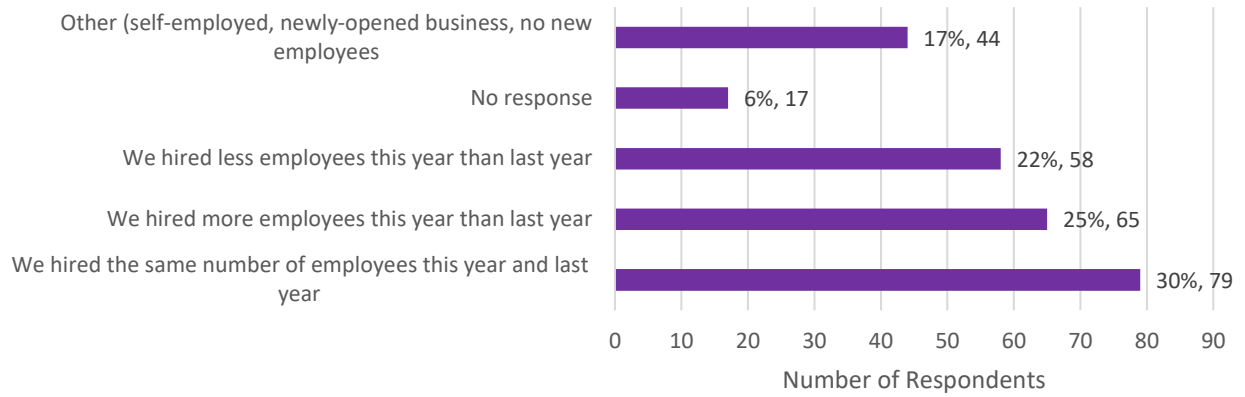
Despite difficulties finding qualified candidates, three out of five respondents are not aware of how many students graduate with relevant degrees and/or diplomas in the region.

Are you aware of how many students graduate with a degree or a diploma in relevant fields in the region?



Furthermore, despite challenges posed by COVID-19, only one in five respondents hired fewer employees this year compared with last year. One quarter hired more employees this year than last year, and nearly one third of respondents hired the same number of employees.

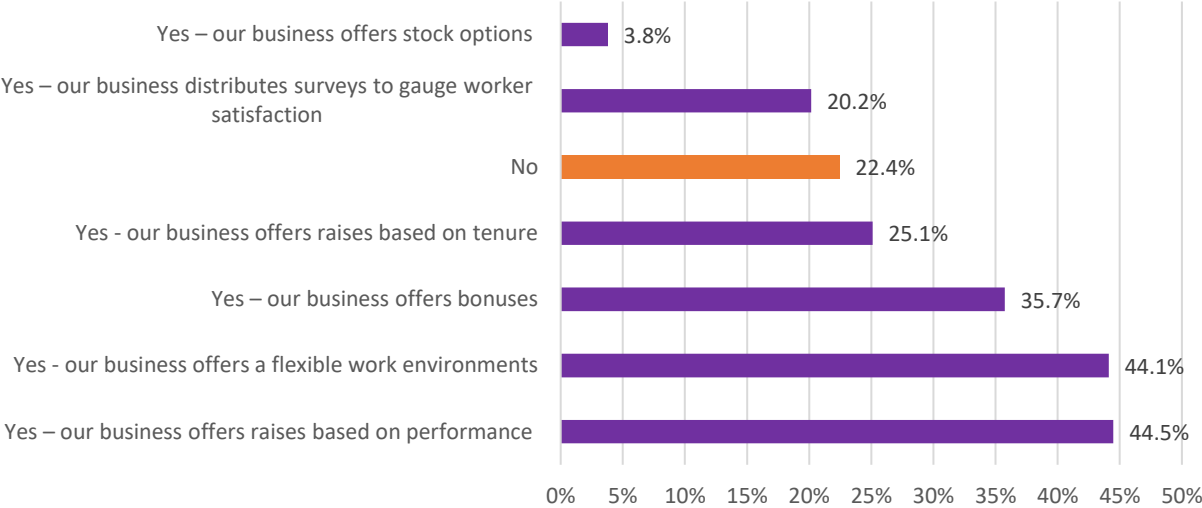
Compared to last year, how many employees did your business hire this year?



Retention and Remote Work

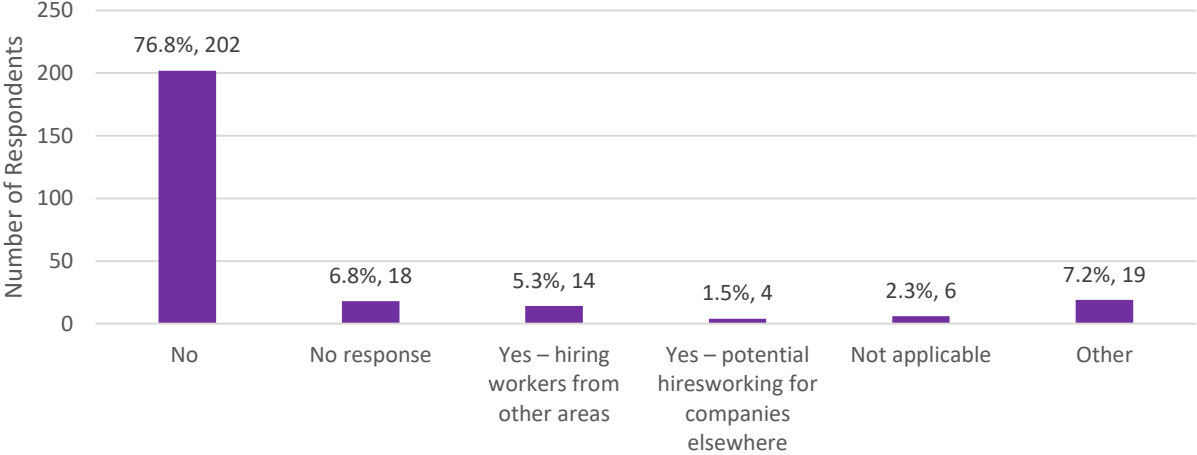
Nearly 80% of respondents offer retention incentives or initiatives. These include raises based on performance, flexible work environments, bonuses, raises based on tenure, surveys to gauge worker satisfaction, and stock options.

Does your business offer retention incentives or initiatives



Most respondents have not changed their hiring processes due to remote work. Only around one in twenty respondents have started hiring workers from other regions. These include companies belonging to nine different industries.

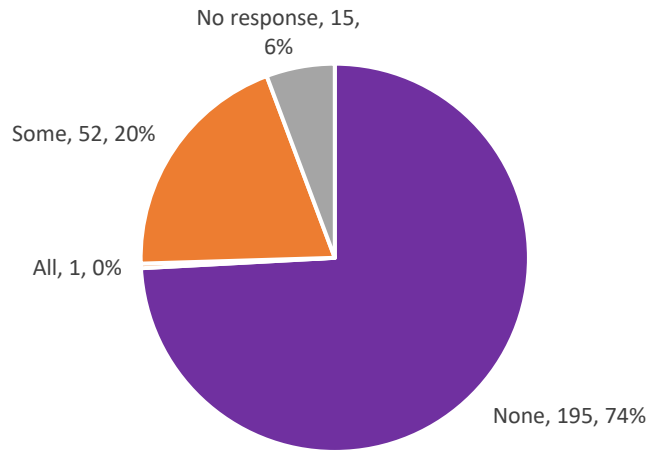
Has remote working changed your business's hiring processes?



Layoffs, Hiring, and Re-Hiring

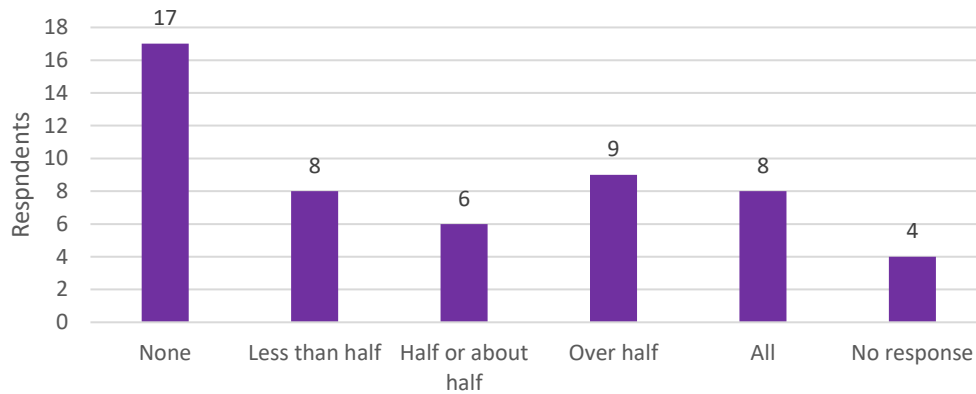
Nearly three-quarters of respondents have not laid off any employees since January of this year. Only one respondent has laid off all employees, and one in five respondents have laid off some employees.

Has your business laid off employees since January of this year?

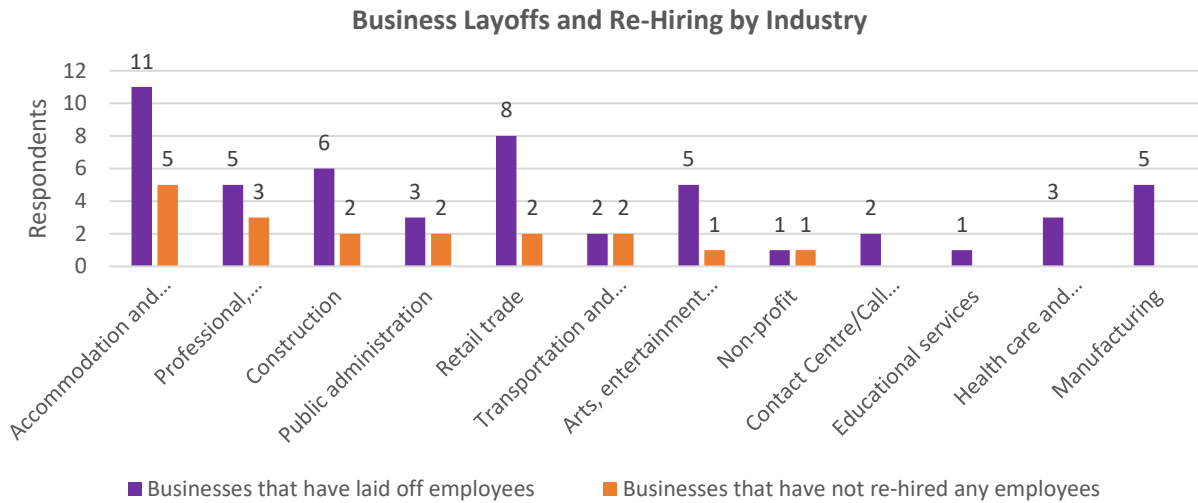


However, around 15% of companies who laid off some employees have brought all these employees back. 42% have brought some employees back. Only around one-third of companies that laid employees off have not re-hired any employees.

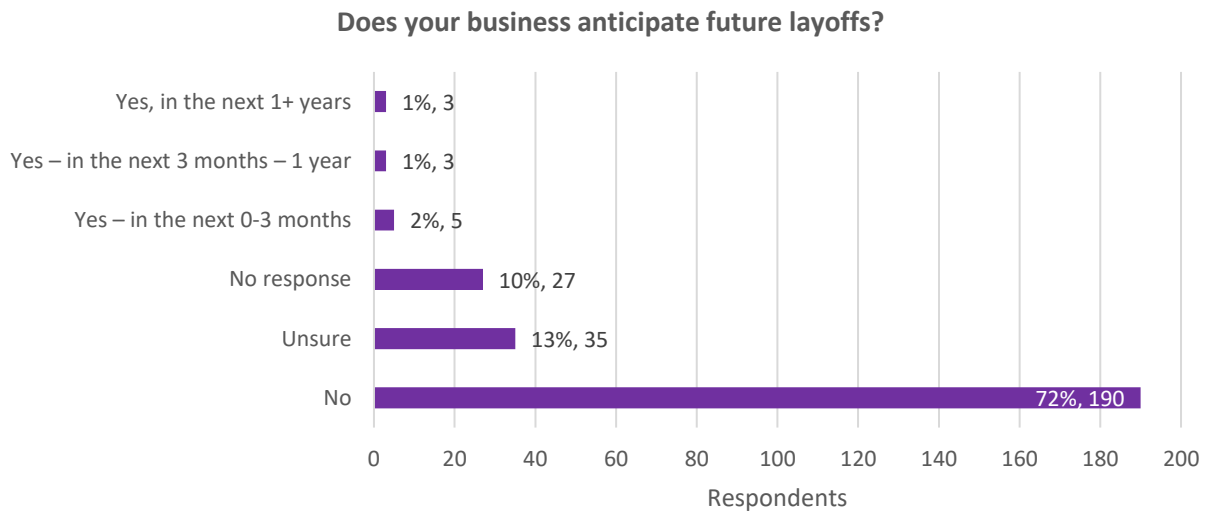
How many employees has your business brought back/rehired?



Most companies that have not re-hired any employees belong to the 'Accommodation and food services' sector, the 'Professional, scientific, and technical services' sector, the 'Construction' sector, the 'Public administration' sector, and the 'Retail trade' sector.

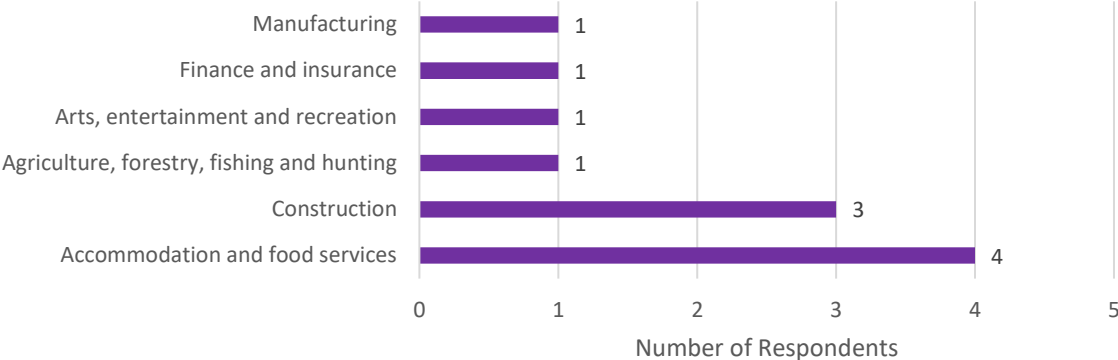


Nearly three-quarters of respondents do not anticipate future layoffs. Only around 4% of respondents anticipate future layoffs.



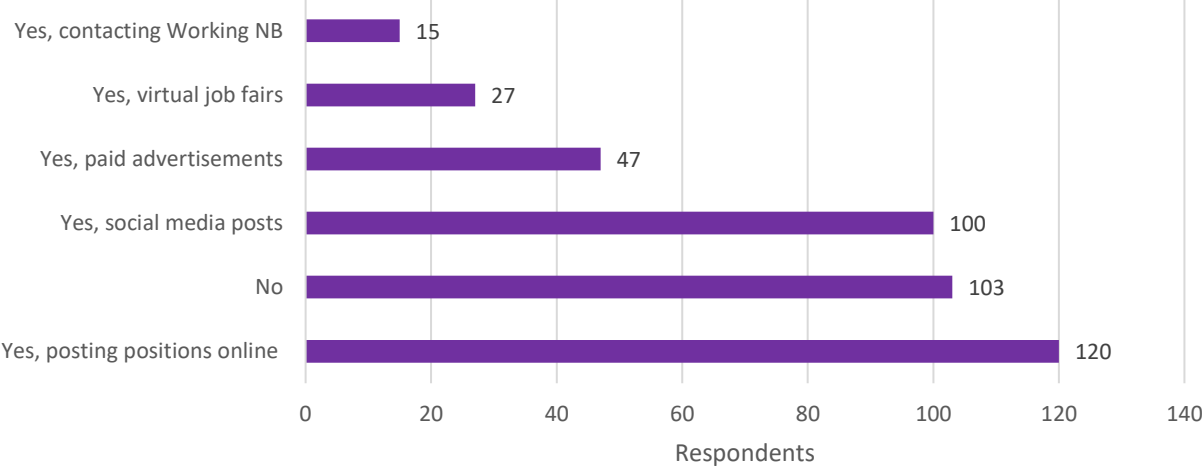
Businesses that anticipate future layoffs belong to the 'Accommodation and food services', 'Construction', 'Agriculture, forestry, fishing, and hunting', 'Arts, entertainment, and recreation', 'Finance and insurance', and 'Manufacturing' sectors.

Businesses that anticipate future layoffs by industry



Around 40% of respondents have not taken any initiatives to recruit workers this year. Nearly one-half of respondents posted jobs online. Many others posted jobs on social media or through paid advertisements. Several respondents attended virtual job fairs and/or have contacted WorkingNB.

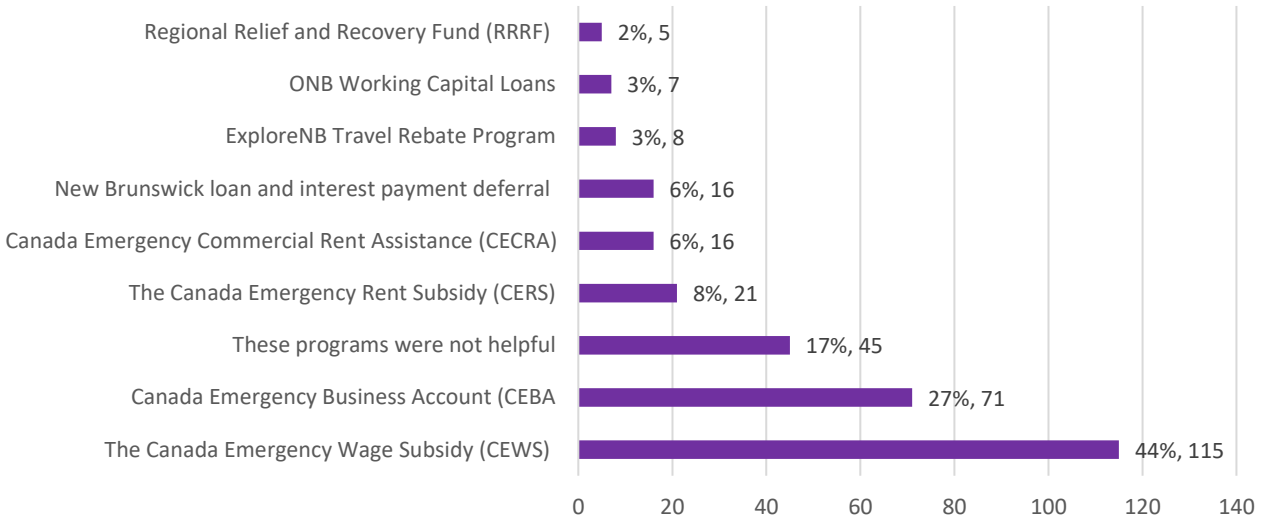
Has your business taken any initiatives to recruit workers this year?



Assistance Programs and Awareness

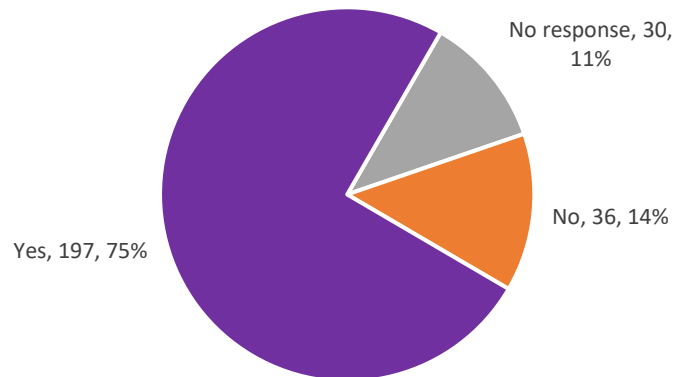
Many government assistance programs were available for businesses during COVID-19. Around one in five respondents did not find these programs helpful. However, nearly half found the Canada Emergency Wage Subsidy helpful. Around one-quarter found the Canada Emergency Business Account helpful.

Which assistance programs or initiatives have been helpful to your business?



Around 15% of respondents are not aware of how to apply for government assistance programs. Around three-quarters of respondents are aware of how to apply to these programs.

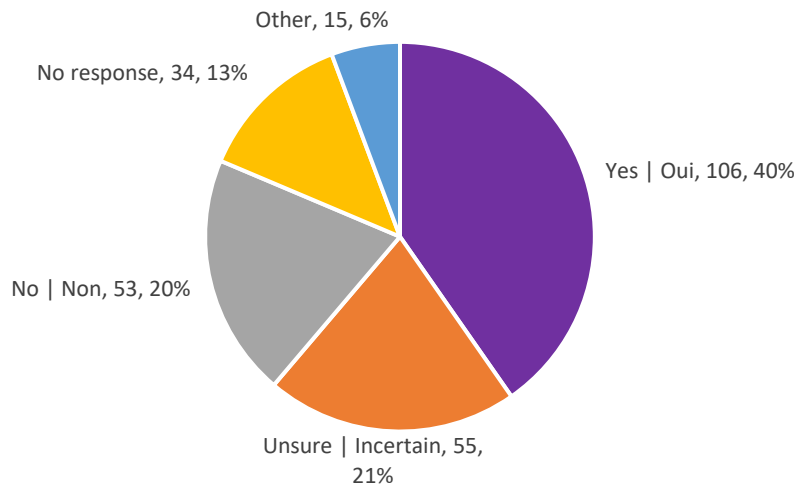
Is your business aware of how to apply for government assistance programs



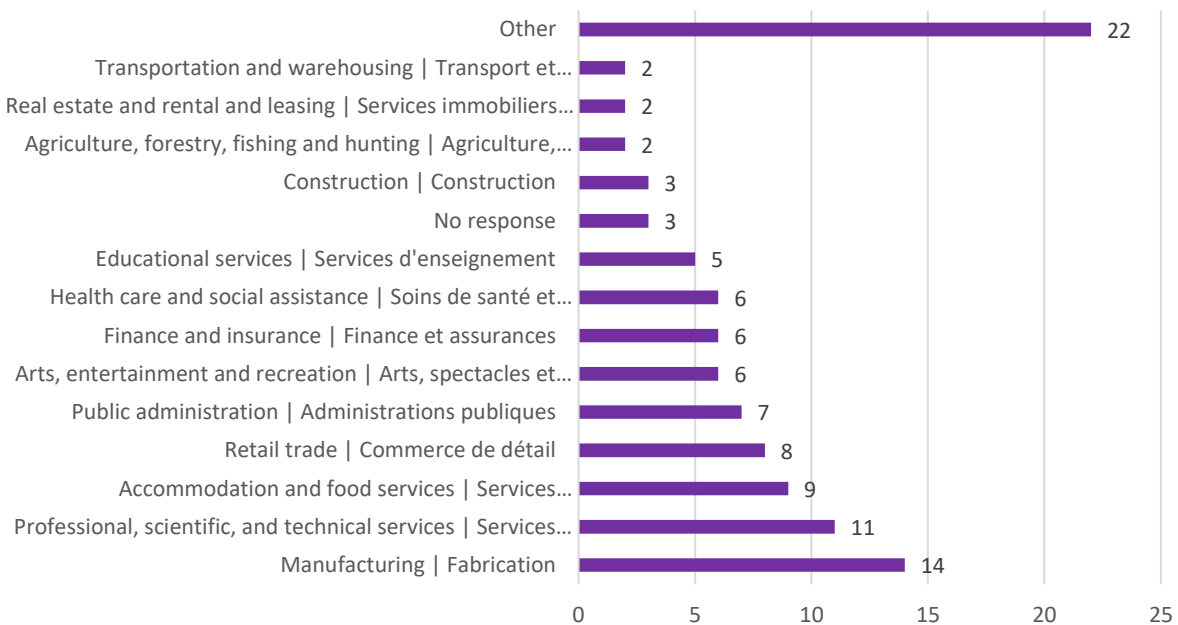
Diversity and Inclusion

3 of 5 respondents are interested in learning how their workplaces can become more diverse and inclusive. These respondents are divided among many industries. Manufacturing, Professional, scientific, and technical services, and accommodation and food services expressed the highest level of interest.

Are you interested in learning how your workplace can become more diverse and inclusive?



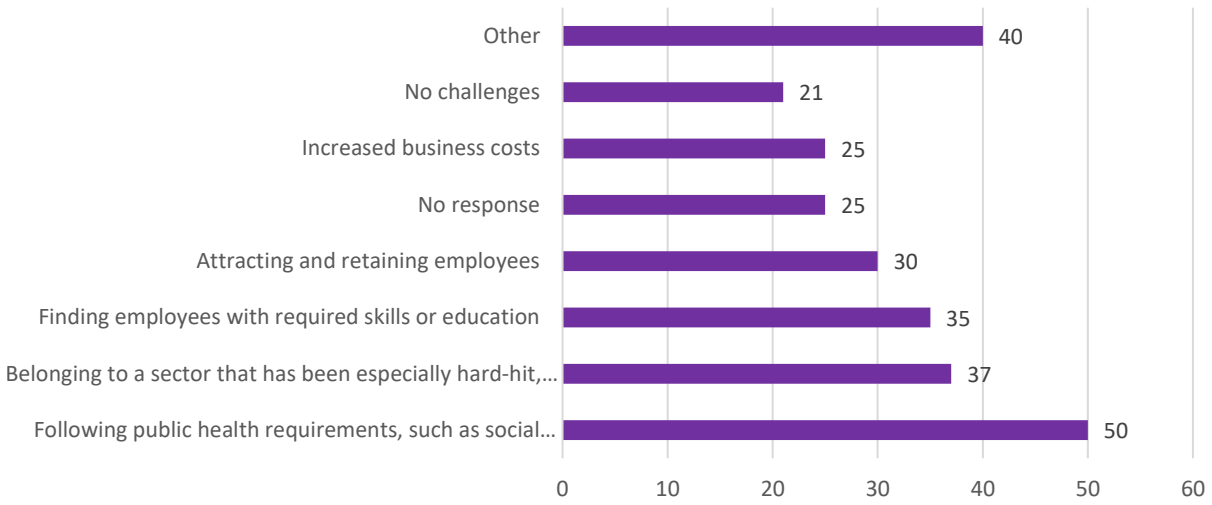
Interested Respondents by Industry



Challenges and Solutions

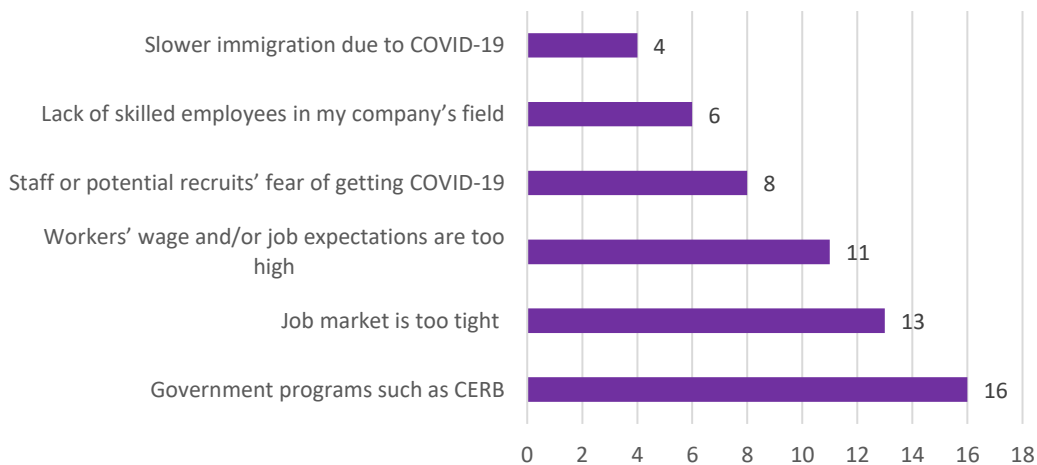
Many businesses said following public health requirements was their biggest challenge this year. Many others said their biggest challenge was belonging to a sector that was especially hard-hit by COVID-19 and related public health measures. Several said their biggest challenge was finding employees with the required skills or education or attracting and retaining employees in general.

What has been your business's biggest challenge during the past year?



Among employers who have difficulty attracting and retaining employees, many cite government programs such as CERB as their main difficulty. Others say the job market is too tight, or workers' high wage and/or job expectations.

If attracting and retaining employees, what do you believe caused this difficulty?



Closure Risk

Only seven out of 263 respondents believe their business will close within the next year. Nine respondents said their risk of closing depends on COVID-19 restrictions. These respondents said continued lockdowns would further harm their business and force them to close.



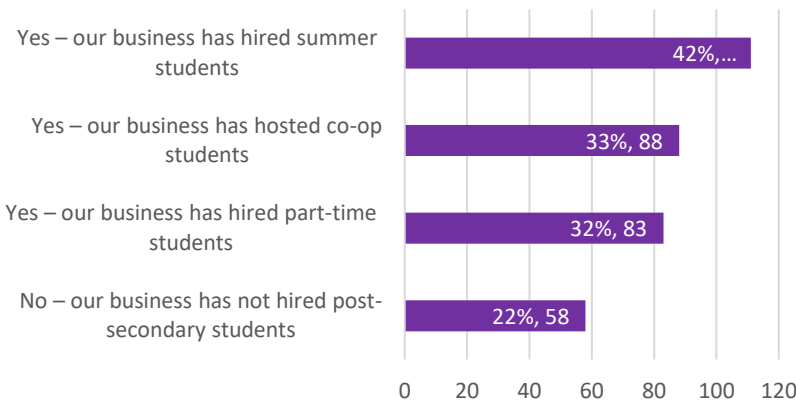
All at-risk respondents said support programs, such as loans, rent relief, or loosened COVID-19 restrictions, could help them stay open in the long-term.



Student Hiring Practices

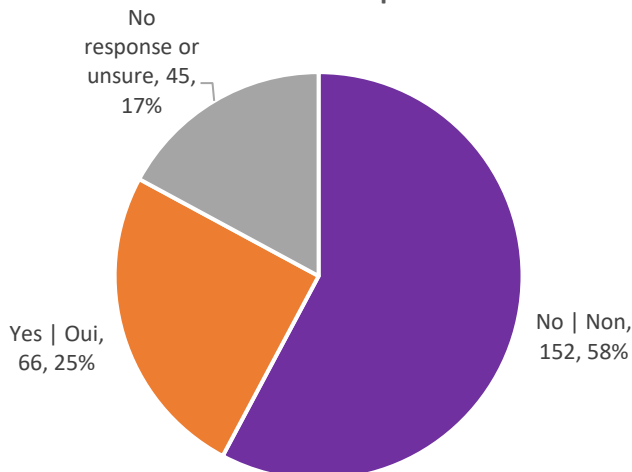
Nearly 80% of businesses have hired post-secondary students in the past. 42% have hired summer students, while around a third have hired co-op students and/or part-time students. Most respondents said they have not changed their student hiring policies in the past year, and do not plan to do so in the future.

Has your business hired post-secondary students in the past? (either part-time, summer, or co-op)?
Check all that apply



Only about a quarter of respondents have hired international students in the past. A quarter of respondents also said they would be interested in attending a career fair to recruit international students.

Has your business hired international students in the past?



Are you interested in attending a virtual newcomer and international student employment fair to hire recently arrived immigrants and/or international students?

