

2021 EMPLOYER SURVEY

**GREATER MONCTON
& SOUTHEASTERN
NEW BRUNSWICK**

COMPLETED BY

263

**BUSINESSES IN
SOUTHEAST NB**

(20% RESPONSE RATE)

MOST WERE
SMALL-TO-MEDIUM
ENTERPRISES (SMEs)

WITH OVER

50%

HAVING UNDER
25 EMPLOYEES

NEARLY
50%
HAVE DIFFICULTY
FINDING EMPLOYEES
WITH APPROPRIATE
LEVEL OF EDUCATION
OR EXPERIENCE

NEARLY
80%
OFFER SOME KIND
OF RETENTION
INCENTIVE

44%
OFFER
FLEXIBLE WORK
ENVIRONMENTS

RESPONDENTS
BELONG TO
21
DIFFERENT
SECTORS

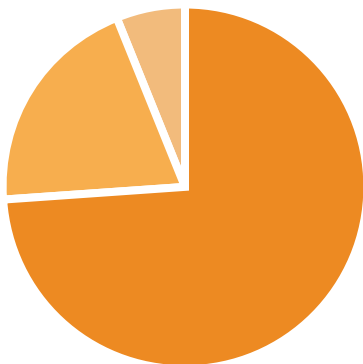
60%
ARE INTERESTED IN
LEARNING HOW THEIR
WORKPLACE CAN
BECOME MORE DIVERSE
AND INCLUSIVE

40%
HAVE ACCEPTED HIGH
SCHOOL STUDENTS
FOR EXPERIENTIAL
LEARNING
OPPORTUNITIES

80%
HAVE HIRED
POST-SECONDARY
STUDENTS

25%
HAVE HIRED
INTERNATIONAL
STUDENTS

LAYOFFS SINCE JANUARY 2021



NONE - 74%
SOME - 20%
ALL - 0%
NO RESPONSE - 6%

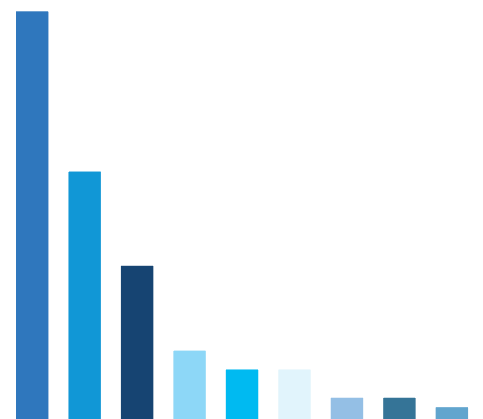
4%
ANTICIPATE FUTURE LAYOFFS

3%
BELIEVE THEY WILL CLOSE
WITHIN THE NEXT YEAR

MOST HELPFUL ASSISTANCE PROGRAMS

CANADA EMERGENCY
WAGE SUBSIDY - 44%
CANADA EMERGENCY
BUSINESS ACCOUNT - 27%
THESE PROGRAMS WERE
NOT HELPFUL - 17%
CANADA EMERGENCY RENT
SUBSIDY - 8%
NB LOAN AND INTEREST
PAYMENT DEFERRAL - 6%

CANADA EMERGENCY
COMMERCIAL RENT
ASSISTANCE - 6%
ONB WORKING CAPITAL
LOANS - 3%
EXPLORE NB TRAVEL REBATE
PROGRAM - 3%
REGIONAL RELIEF AND
RECOVERY FUND - 2%



BIGGEST CHALLENGES DURING THE PAST YEAR



FOLLOWING PUBLIC
HEALTH REQUIRMENTS - 21%
OTHER CHALLENGES - 17%
FINDING EMPLOYEES WITH
REQUIRED SKILLS/
EDUCATION - 15%
BELONGING TO A SECTOR
THAT HAS BEEN ESPECIALLY
HARD HIT - 15%

ATTRACTING
AND RETAINING
EMPLOYEES - 13%
INCREASED BUSINESS
COSTS - 10%
NO RESPONSE - 10%
NO CHALLENGES - 9%

OTHER CHALLENGES INCLUDE :

- SLOWER BUSINESS/LACK OF CLIENTS
- SUPPLY CHAIN CHALLENGES
- KEEPING UP WITH CHANGING REGULATIONS (INCLUDING COLOUR PHASES AND BORDER REGULATIONS)

EMPLOYER SURVEY ACTION ITEMS

HIRING CHALLENGES

Disconnect between employers and job seekers – Underqualified VS Overqualified

- Do primary and secondary research and analysis on the perception of being underqualified vs overqualified from an employee vs an employer's perspective
- Deliver awareness workshop on the subject matter

The need for a better connection between Education and Industry

- Deliver presentations to employers on the regional talent pipeline of their sector

RETENTION AND REMOTE WORKERS

Retention incentives and initiatives

- Toolkit and awareness raising on the importance of flexible workplace and being recognized as an employer of choice in the market

Remote work as a hiring practice

- Toolkit and webinar series to be delivered on the subject matter

BUSINESS LAY-OFFS AND REHIRING BY INDUSTRY

Non-traditional recruitment tools

- Promote and deliver a series of awareness sessions on recruitment options and support organizations
- Explore the development of a HR capacity building program

DIVERSITY AND INCLUSION

Benefits of diversity, equity and inclusion on recruitment and retention

- Toolkit and webinar series to be delivered on the subject matter

STUDENT HIRING PRACTICES

Increase awareness of the benefits and support available to hire international students, newcomers, and students

- To be addressed through the Greater Moncton Local Immigration Strategy initiatives and the promotion of Future NB and related programs

FOLLOW-UP

Employer follow-up based on survey needs

- Based on their interests
- Contact employers regarding their needs by relevant SLMP partner