2001

NEW BRUNSWICK

EMPLOYER SURVEY

Prepared for :

Department of Training and Employment Development

Labour Market Analysis Branch

EXECUTIVE SUMMARY

This survey of New Brunswick employers was conducted in the spring of 2001. The information gathered will be used to update the New Brunswick Occupational Shortage and Surplus Report (NBOSS). The study was conducted for the New Brunswick Department of Training and Employment Development.

The purpose of the study was to determine if New Brunswick employers are experiencing or anticipate experiencing labour shortages and surpluses. The information gathered will be used by people working in human resource counseling and by those who plan training programs.

A database was first constructed of all New Brunswick employers having three or more employees. Each employer was assigned a NAICS (North American Industry Classification system) classification at the two digit level, based on its assumed business. There are twenty sectors at the two digit level.

A profile of the total employer population was developed using the NAICS assigned, and a quota random sample of employers was drawn from the population, to match the profile of all employers as closely as possible.

This quota random sample of employers was contacted by telephone to answer a short survey. Questions were about the types of occupations they employ, their number of employees, past and future vacancies, and difficulty staffing occupations and finding certain skills.

Results of the survey were compiled and analysed using SPSS. Analysis was by NAICS, by National Occupation Classification (NOC) at the four digit level, and by county.

In total, 750 employers completed the survey. This was a response rate of 24%. Employers were from every county, every NAICS sector, and were English and French speaking.

General results

1. 94.7% of employers are small businesses, employing 1-49 persons; 5.1% are medium size employers, with 50 – 499 employees, and 0.3% are large size employers with 500 or more employees.

2. The Retail Trade (NAICS 44-45) is the biggest sector, with the greatest number of employers. Other Services (NAICS 81) is the second biggest industry sector.

3. The employment status of the people who work for employers is: 61.5% full-time, 13.8% part-time, 11.4% casual, and 13.3% seasonal.

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4. Approximately one-third of employers (35.5%) are currently having difficulty staffing some occupations, and nearly two-thirds (62.9%) of these are for full-time positions. During this survey, a total of 137 different occupations (NOC at 4 digit level) were reported difficult to staff.

5. The three most often mentioned reasons cited for causing this difficulty are that (1) people lack the educational training or qualifications for the positions, (2) people have wage expectations that are too high, and (3) people applying lack the necessary experience.

6. More than one-third of employers (36%) anticipate difficulty in the next three years in staffing some occupations. They mentioned 149 different occupations (NOC at 4 digit level).

7. Nearly one-half of employers (46.7%) say there are some skills that are currently difficult to find in people, ranging from technical trades skills and soft skills to language capabilities. Some employers have difficulty finding people who can read, write, spell, and do mathematics.

8. When seeking people to fill vacancies, most employers use the local newspaper to advertise. Word of mouth is another often used method when hiring, as is using the NB or HRDC Job Bank.

9. During the past twelve months, an average of 4.8 vacancies per employer was reported. Close to one-quarter (24.7%) of employers had no vacancies during that time. Of all vacancies, 41.8% were seasonal and 32% were full-time. Part-time positions made up 15.2%, and casual positions accounted for 11% of these vacancies.

10. Fewer than 10% of all employers surveyed (8.7%) reported an overabundance in any occupations. Retail salespersons and secretaries (except legal and medical) were most often mentioned as being in overabundance in some areas of the province.

11. When looking ahead to the next three years, 82.3% of employers anticipate vacancies. Of these positions, 45.1% will be seasonal, 32.4% will be full-time, 14.1% will be part-time and 8.3% will be casual positions.

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1.0   INTRODUCTION

This Employers Survey was conducted in the spring of 2001 for the New Brunswick Department of Training and Employment Development. The information gathered for the study will be used to update the New Brunswick Occupational Shortage and/or Surplus Report, last carried out in collaboration with Human Resources Development Canada in 1998.

The purpose of the Employers Survey was to determine if New Brunswick employers are currently experiencing or anticipate experiencing labour or skill shortages defined by occupation. The National Occupational Classification (NOC) was used to define occupations.

In order to conduct this survey, a database of New Brunswick employers was constructed, and an industry classification was assigned to each employer based on the employer's main business. The North American Industry Classification System (NAICS) was used, at the two digit level, twenty industry sectors in total.

The next step involved drawing a random quota sample of these employers, ensuring that the industry distribution of the sample matched the industry distribution in the database population. Each employer in the random sample was contacted by telephone and asked to answer a ten-minute survey.

Employers were asked about current employment, any occupational and skills shortages they were currently experiencing, current overabundance of occupations, and anticipated occupational and skills shortages during the next three years.

The results of the survey are analysed by industry using the NAICS at the two digit level, and by occupation using the four digit level NOC, and by county where appropriate.

The following sections of the report describe the methodology in more detail, report the results of the survey, and draw conclusions. The separate appendices report in detail the survey results and statistical analyses, and they will be of interest to those looking at specific industries and occupations. In all, 82 tables of statistics are found in the separate appendix of results and analyses.

Note of caution: Although a random quota sample of 750 employers completed the survey, which should enable the results to be generalised at a 95% +/-5% level, caution should be used when interpreting some data, particularly when making generalisations. The response rate was 24%, and consequently the sample is not truly random. Rather, the sample represents those who were willing to answer the survey, from among the larger random sample that was called to participate. When cross-tabulations have resulted in fewer than 30 responses, as for example when data is analysed by industry and then by county, generalisations should not be made.

2.0   METHODOLOGY

This study had three major components:

- Construction of a database of all New Brunswick employers hiring three or more persons,
- Telephone survey of a random sample of these employers (750), and
- Statistical analysis of the data by NAICS code, by NOC, and by county.

2.1   Database of New Brunswick Employers

In order to contact a random sample of New Brunswick employers, it was first necessary to build a database of these employers, since an accurate current database did not exist. The database was constructed using Microsoft Access, using recent lists of New Brunswick companies.

The two major sources used were (i) the Atlantic Provinces Business-to-Business Marketing Directory, 2001 Edition, (this directory indicates numbers of employees by ranges), and (ii) the most recent Yellow Pages from the complete set of 17 NB Tel telephone books. Other information sources included the Government of New Brunswick Telephone Directory, La Fédération des agriculteurs et agricultrices francophones du Nouveau-Brunswick (FAAFNB), la Fédération régionale acadienne des pêcheurs professionnels (FRAPP), the Southwest New Brunswick Groundfish Quota Management Board, and the Association of Municipalities of New Brunswick.

For the purposes of this study, an employer was included in the database if it had three or more employees on the payroll, not including the owner. Each provincial and federal government department was considered to be one employer, in spite of the fact that each has many offices throughout the province. Employers such as banks and franchises (e.g. Tim Horton's, McDonalds) were entered only once for each community, with the number of branches listed for that community. The branch with the highest number of employees was listed as the main contact. Each hospital corporation, each school district and each municipality was considered to be one employer.

Because of the difficulty of knowing the exact number of employees for each company and organisation, it was impossible to know for certain, without calling each employer in the database, whether or not it was still in business and employed three or more persons. For purposes of this study, an employee is any person employed full-time, part-time or on a seasonal or casual basis.

The database that was constructed contained 29,933 employers, using the above definitions. Each employer was assigned an industry classification using NAICS at the two digit level.

2.2   Telephone Survey of a Sample of New Brunswick Employers

Once the database was completed, an industry profile of the province was calculated. This profile was used so that a random quota sample of employers could be drawn, with the same industry profile in the sample as in the database. In order to be able to make generalisations about the sample at a confidence level of 95% +/- 5%, 720 completed surveys were required.

Some employers did not want to participate in the survey, never answered their phone, were no longer in business, or did not have at least three employees. At least four attempts were made to contact each employer in the sample. This resulted in contacting 3,124 employers in order to complete 750 surveys, a 24% response rate. The final number of completed surveys was higher than required because corrections were made to the original NAICS classification, when verifying survey responses.

The industry profile of the original database and that of the completed surveys is indicated in the following table.

Table 1: Profile of database and of completed surveys by NAICS

NAICS ID	NAICS Description	Count	% Total	Surveys Required	Surveys completed
11	Agriculture, Forestry and Hunting	2275	7.6%	55	50
21	Mining and Oil and Gas Extraction	40	0.1%	1	4
22	Utilities	22	0.1%	1	1
23	Construction	2282	7.6%	55	51
31-33	Manufacturing	1495	5.0%	36	53
41	Wholesale Trade	344	1.1%	8	12
44-45	Retail Trade	6069	20.3%	146	151
48-49	Transportation and Warehousing	828	2.8%	20	20
51	Information and Cultural Industries	455	1.5%	11	11
52	Finance and Insurance	1066	3.6%	26	26
53	Real Estate and Rental and Leasing	726	2.4%	17	17
54	Professional, Scientific and Technical Services	2485	8.3%	60	64
55	Management of Companies and Enterprises	121	0.4%	3	3
56	Admin. & Support, Waste Management, Remediation Services.	1002	3.3%	24	25
61	Educational Services	325	1.1%	8	9
62	Health Care and Social Assistance	2514	8.4%	60	67
71	Arts, Entertainment and Recreation	818	2.7%	20	21
72	Accommodation and Food Services	1970	6.6%	47	45
81	Other Services (except Public Administration)	4894	16.3%	118	116

NAICS ID	NAICS Description	Count	% Total	Surveys Required	Surveys completed
91	Public Administration	187	0.6%	4	4
	Unknown	15	0.1%	0	0
	Total	**29933**	**100.0%**	**720**	**750**

In some cases the questionnaire was sent to the employer by fax or email, but the response rate with this method was very low and not cost-efficient, especially with fax. The ten-minute survey was conducted in either French or English according to the preference of the employer.

Once the telephone surveys were completed, the NAICS classification was confirmed or changed, and a NOC code was assigned to each occupation mentioned. This work was done by one person to ensure consistency.

2.3   Statistical Analysis of Results

The data was then input to an SPSS data matrix and verified for inconsistencies prior to running the analysis using SPSS. The final step was the conversion of the raw SPSS data to Word tables for this report.

3.0   RESULTS OF TELEPHONE SURVEY

The detailed results are found in the separate appendix to this report, containing all tables, with frequencies and cross-tabulations by NAICS, by NOC, and by county where appropriate.

The employers surveyed were from every region of the province and every industry sector as illustrated in the following tables (Tables 1,2, 3 in separate appendix). It should be noted that because of the randomness of the sample, although it was by quota by industry sector, only one school district and one government department were interviewed. No hospital corporation was interviewed. Although the government department is located in York county, it hires people in every county of the province. The school district was located in one county, but in fact every county has a school district that would be hiring personnel. These are some facts to be kept in mind when interpreting the data.

Table 2: Employers surveyed and county of location

County	Number of employers surveyed	Percent of all surveyed
Albert	4	0.5%
Carleton	38	5.1%
Charlotte	32	4.3%
Gloucester	71	9.5%
Kent	33	4.4%
Kings	31	4.1%
Madawaska	30	4.0%
Northumberland	35	4.7%
Queens	3	0.4%
Restigouche	30	4.0%
Saint John	91	12.1%
Sunbury	16	2.1%
Victoria	25	3.3%
Westmorland	165	22.0%
York	146	19.5%
Total	**750**	**100.0%**

Table 3: Employers surveyed and their NAICS.

NAICS	Employers surveyed	Percent of employers surveyed	NAICS	Employers surveyed	Percent of employers surveyed
11 Agriculture/forestry/ fishing/and hunting	50	6.7%	**53** Real estate/rental/ leasing	17	2.3%
21 Mining and oil and gas extraction	4	0.5%	**54** Professional, scientific and technical services	64	8.5%
22 Utilities	1	0.1%	**55** Management of companies & enterprises	3	0.4%
23 Construction	51	6.8%	**56** Administrative and support, waste management & remediation services	25	3.3%
31-33 Manufacturing	53	7.1%	**61** Educational services	9	1.2%
41 Wholesale trade	12	1.6%	**62** Health care & social assistance	67	8.9%
44-45 Retail trade	151	20.1%	**71** Arts, entertainment & recreation	21	2.8%
48-49 Transportation & Warehousing	20	2.7%	**72** Accommodation and food services	45	6.0%
51 Information and cultural industries	11	1.5%	**81** Other services (except Public Administration)	116	15.5%
52 Finance/insurance	26	3.5%	**91** Public Administration	4	0.5%
			Total	**750**	**100%**

3.1.1 Employment Status

From the surveys, a total of 15,045 employees were reported, distributed in the following manner. Table 5 in the separate appendix shows the distribution by NAICS and by status.

Table 4: Current Employees by Employment Status

Employment Status	#	%	Employment Status	#	%
Full-time	9251	61.5%	Casual	1715	11.4%
Part time	2074	13.8%	Seasonal	2005	13.3%
Total Employees	**15,045**	**100%**			

3.1.2 Size of Employer

For the purposes of this study, the definition of the Canadian Federation of Independent Business (CFIB) was used to determine small, medium and large employers. The distribution is as follows. (Table 6 in separate appendix shows the further distribution by industry sector.

Table 5: Size of Employers

Employer Size	#	%
Small (1 – 49 employees)	710	94.7%
Medium (50 – 499 employees)	38	5.1%
Large (500 + employees)	2	0.3%
Total	**750**	**100%**

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3.1.3   Age of Employees

The average age of employees as reported by employers is shown in detail in Table 7 of the separate appendix. Generally, distribution is as follows.

Table 6: Average age of Employees

Company average employee age	# of companies	%
< 24 years (64% of these workers are in the Retail, and Accommodation and Food Services sectors)	47	6.3%%
24 – 44 years	637	84.9%%
>/= 45 years	66	8.8%
Total	**750**	**100%**

3.1.4   Occupations Employed

Employers were asked to name all the occupations they employed. A total of 346 different occupations (NOC codes at the 4 digit level) were named. These have been analysed in entirety (Table 8) and by industry sector (Tables 9 – 28) and are reported in the tables which are a separate appendix to this report. Because this survey is a random quota sample of employers, it is possible that other additional occupations are employed by those employers not surveyed. There are a potential 522 NOC codes indicating specific occupations.

The descriptor used by HRDC for each NOC is limited. Many occupational titles (i.e. the common name given to the occupation) are often included in one NOC. For example, *NOC 2163 Computer Programmer*, includes many Information Technology occupations in addition to that of programmer. A more detailed listing of occupations encompassed by each NOC is found in the main body of the National Occupational Classification, and the Index to this publication includes 25,000 occupational titles.

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3.1.5   Hiring of NBCC Graduates

Of the 750 employers surveyed, 29.1% have hired NBCC graduates (Tables 29, 30). These are across all industry sectors except Utilities. *The average level of satisfaction is 4.0, very satisfied, (*on a scale of 1 to 5, where 1 is extremely dissatisfied and 5 is extremely satisfied). (Tables 31, 32).

3.2   Current Occupational Shortages

Of the 750 employers surveyed, 35.5% said there are some occupations they are having difficulty staffing (Tables 33, 34, 36). This is across all counties and all industry sectors except Utilities (NAICS 22) and Management of Companies and Enterprises (NAICS 55). Employers named 137 different NOC codes or occupations as difficult to staff. Most of these occupations (62.9%) are in full-time positions. The others are part-time positions (11.4%), both full-time and part-time (3.2%), casual (4.4%) and seasonal (17.6%) (see Table 35 in separate appendix).

The most often mentioned occupations in shortage, where five or more employers indicated shortages, are:

Table 7: Occupations most often mentioned as being in shortage

NOC	Occupation title	Employers reporting shortage
NOC 7321	Motor vehicle mechanics, technicians and mechanical repairers	22
NOC 8431	General farm workers	18
NOC 6421	Retail sales persons and sales clerks	16
NOC 6242	Cooks	15
NOC 6611	Cashiers	14
NOC 7411	Truck drivers	13
NOC 3152	Registered nurses	6
NOC 4214	Community and social service workers	6
NOC 7271	Carpenters	6
NOC 7612	Other trades helpers and labourers	6
NOC 8611	Harvesting labourers	6
NOC 3414	Other aides and assistants in support of health services	5
NOC 6470	Early childhood educators and assistants	5
NOC 6661	Light duty cleaners	5
NOC 7421	Heavy equipment operators (except crane)	5

An analysis has been conducted to determine what percentage of employers hiring persons for each occupation in shortage is having difficulty finding qualified workers in these categories. This analysis is in the separate tables attached to this report (Table 37). The numbers by

county have also been analysed and detailed in the tables (Table 36). These are not numbers of positions but numbers of different occupations per county. The analysis has further been broken down by industry sector within each county (Table 36).

3.2.1   Reasons for Current Shortages

When asked to give reasons for shortages or difficulty finding qualified workers in these occupations, the six most mentioned reasons, in order of frequency mentioned, are (Table 38)

1.   lacking educational training or qualifications
2.   wage expectations too high
3.   lacking experience
4.   difficult working conditions
5.   lacking proper license or permit
6.   not enough hours.

There were also reasons given that were classed as "other reasons" and these have been detailed and analysed by industry sector in the tables (Table 40). The reasons vary by sector, and range from "lacking sufficient people in this field" to "no interest in working in this occupation". They have also been detailed for those occupations where five or more employers expressed reasons for difficulty hiring workers (Table 41). These occupations, where more than five employers have named "other reasons" for shortages, are, in order of NOC codes:

3152: Registered nurses
4212: Community and social service workers
6242: Cooks
6421: Retail salespersons and sales clerks
6611: Cashiers
7271: Carpenters
7321: Motor vehicle mechanics, technicians and mechanical repairers
7411: Truck drivers
7612: Other trades helpers and labourers
8431: General farm labourers
8611: Harvesting labourers.

3.2.2   Occupational Shortages Anticipated in the Next Three Years

Thirty-six per cent (36%) of employers surveyed anticipate having difficulty hiring qualified workers in 149 different occupations (NOC codes) in the next three years (Tables 43, 46). As in current shortages, this is in every industry sector except Utilities (NAICS 22) and Management of Companies and Enterprises (NAICS 55), and an analysis has been conducted by county

(Tables 44, 45). Table 46 also analyses the percentage of all employers who hire these occupations (by NOC) who anticipate shortages in the next three years.

The occupations where at least five employers anticipate difficulty hiring in the next three years are, in order of NOC code:

2163: Computer programmers
3152: Registered nurses
3414: Other aides and assistants in support of health services
4131: College and other vocational instructors
6242: Cooks
6421: Retail salespersons and sales clerks
6611: Cashiers
7271: Carpenters
7321: Motor vehicle mechanics, technicians and mechanical repairers
7411: Truck drivers
7612: Other trades helpers and labourers
8431: General farm labourers
8611: Harvesting labourers.

3.3 Current Skills Shortages

Forty-six percent (46.7%) of employers surveyed said there are some skills that are currently difficult to find in employees (Table 47). This is across all industry sectors except Utilities (Table 48). The types of skills that are difficult to find, in order of most mentions are as follows:

Table 8: Skills that are difficult to find currently

Skills	Number of. Employers	Percent of all employers
Technical trades skills	99	13.2%
Soft skills	96	12.8%
Miscellaneous skills	91	12.1%
Customer service skills	52	6.9%
Willingness to stay with an employer	44	5.9%
Understanding of the industry	44	5.9%
Language skills	37	4.9%
Computer skills	37	4.9%
Willingness to learn	35	4.7%

Technical trades skills: (Table 51) Trades skills mentioned by five or more employers as being currently difficult to find, include:

- Mechanic/auto mechanic/licensed mechanic (14/99, 14%)
- Other mechanics (millwright, motor cycle mechanic, transmission repair mechanic, bowling alley mechanic): (5/99, 5%)
- Carpentry, cabinetmaking, woodworking: (5/99, 5%).

Soft skills: (Table 52) Those most often mentioned by employers as being difficult to find include:

- Communication (25/96, 26%)
- Interpersonal skills (12/96, 12.5%)
- Work ethic and ethics (12/96, 12.5%)
- Motivation, initiative to work (7/96, 7%)
- Lacking a good or positive attitude (7/96, 7%)
- Ability to work independently (7/96, 7%)
- Reliability, dependability (5/96, 5%)

Miscellaneous skills: (Table 53) The skills mentioned by five or more employers as difficult to find include:

- Writing (26/91, 29%)
- Reading (11/91, 12%)
- Spelling (9/91, 10%)
- Math skills (8/91, 9%)
- Report writing (6/91, 7%).

Language skills: (Table 49) Among employers mentioning difficulty finding people with language skills (i.e. a good understanding of and ability to use properly):

- 13.5% mentioned English only
- 13.5% mentioned French only
- 45.9% mentioned both English and French
- 27% mentioned a shortage of bilingualism.

Computer skills: (Table 50) The skills mentioned by five or more employers as difficult to find include:

- basic computer skills (13/37, 35%)
- basic office software programs (10/37, 27%).

3.3.1   Anticipated Skills Shortages in the Next Three Years

Thirty-four percent (34.8%) of employers say there are skills they anticipate difficulty finding in the next three years, compared to 46.7% who say they have difficulty now. It is interesting to note that the ranking of skills that will be difficult to find over the next three years changes very little when compared to present difficulty (Tables 55 compared to Table 48), as illustrated in the next table.

Table 9: Comparison of current and anticipated difficulty finding certain skills

Skills	Number of. Employers With current difficulty	Percent of all employers	Number of. Employers anticipating difficulty	Percent of all employers
Technical trades skills	99	13.2%	82	10.9%
Soft skills	96	12.8%	68	9.1%
Miscellaneous skills	91	12.1%	63	8.4%
Customer service skills	52	6.9%	33	4.4%
Willingness to stay with an employer	44	5.9%	33	4.4%
Understanding of the industry	44	5.9%	32	4.3%
Language skills	37	4.9%	28	3.7%
Computer skills	37	4.9%	27	3.6%
Willingness to learn	35	4.7%	27	3.6%

When asked to specify the technical trades skills, the soft skills, miscellaneous skills, language and computer skills that would be difficult to find in the next three years, skills named were practically identical in their ranking to those skills currently in shortage. The only slight difference is that among soft skills, work ethic and ethics ranked second after communication, when looking ahead three years (compare Tables 52 and 59). Also under miscellaneous skills, willingness to work ranked third with spelling as something that would be difficult to find when looking ahead three years (Tables 53 compared to Table 60).

3.4   Methods Used to Fill Vacancies

Employers were asked to name the methods they use to fill vacancies. In order of importance, these are the methods they use. The following figures combine results found in Tables 61 and 64 in the separate appendix.

Table 10: Order of frequency of methods used to fill vacancies

Method of filling vacancies	Number of employers	Percent of all employers
Newspapers	341	45.5%
Word of mouth	292	38.9%
NB Job Bank/HRDC Employment Centre	217	28.9%
Resume bank (on file)	145	19.3%
Post internally in company	111	14.8%
Student employment centres at colleges and universities	88	11.7%
Advertise or check on Internet sites	38	5.1%
Placement agencies	23	3.1%
Post help wanted sign at employer's site	23	3.1%
Referrals	18	2.4%
Trade/professional journals and associations	15	2%
Radio	15	2%

Newspapers: The papers used most often to advertise were a local community paper (314/750, 41.8%), the *Telegraph Journal* (27/750, 3.6%), and *l'Acadie Nouvelle* (24/750, 3.2%).

An analysis of methods and newspapers used by industry sector (NAICS) appears in Tables 62, 63, and 65.

3.5   Vacancies During the Past 12 Months

The employers surveyed reported a total number of 3,573 vacancies in the last twelve months, averaging 4.8 vacancies per employer. However, 185 employers (24.7% of employers surveyed) reported no vacancies during the same time period, and 14 employers (1.9%) did not know if they had had any vacancies (Table 66).

The employment status of these vacancies is distributed as follows (Table 67):

Table 11: Number of vacancies during the past twelve months by employment status.

Employment Status	#	%	Employment Status	#	%
Full time	1144	32.0%	Casual	394	11.0%
Part time	543	15.2%	Seasonal	1492	41.8%
Total Employees	*3573*	**100%**			

3.5.1   *Vacancies by Industry Sector During the Past 12 Months*

Table 12: Vacancies by NAICS

Sector	Number of vacancies	Per cent of total vacancies
11 Agriculture, forestry, fishing, hunting	275	7.7%
21 Mining, oil and gas extraction	27	0.8%
22 Utilities	0	0.0%
23 Construction	238	6.7%
31-33 Manufacturing	1000[1]	28.0%
41 Wholesale trade	14	0.03%
44-45 Retail Trade	411	11.5%
48-49 Transportation & Warehousing	72	2.0%
51 Information & cultural Industries	35	1.0%
52 Finance & Insurance	45	1.3%
53 Real Estate & Rental & Leasing	33	0.9%
54 Professional & Scientific & Technical	139	3.9%
55 Management of companies & Enterprises	8	0.2%
56 Administrative support, Waste Management & Remediation	123	3.4%
61 Educational Services	168	4.7%
62 Health Care & Social Assistance	238	6.7%
71 Arts, Entertainment & Recreation	102	2.9%
72 Accommodation & Food Services	240	6.7%
81 Other Services	184	5.1%
91 Public Administration	221	6.2%
Total	**3,573**	**100%**

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[1] This includes 807 seasonal jobs: 53% in food processing (fish), 39% in forestry products (Christmas wreaths) , 8% in other types of manufacturing.

3.5.2   *Vacancies by Sector and by Employment Status*

This information is reported in Table 68 in the separate appendix of complete tables.

3.6   Overabundance Among Some Occupations in the Last 12 Months

Many employers expressed amusement when they were asked if they had received an overabundance of qualified applicants for any vacancies. They indicated that an overabundance does not generally exist. Only 11.7% of employers who had vacancies in the last 12 months indicated they had received an overabundance of applications for some positions. This represents 8.7% of all employers who participated in the survey.

This overabundance was reported in all sectors except Utilities (no vacancies), Construction (had vacancies), and Public Administration (had vacancies), and in all counties except Albert and Queens (Table70). Retail (NAICS 44-45) and Other Services (NAICS 81) had the highest number of employers reporting an overabundance, and this would be, in part, because these are the biggest sectors in terms of numbers of employers.

The overabundance was reported for 45 different occupations (NOC codes) (Table 71). The only occupations that were reported as being in overabundance by five or more employers are:

- 1241 Secretary (except legal and medical)
- 6421 Retail salespersons and sales clerks.

3.7 Vacancies During the Past Three Years and Estimated Vacancies in the Next Three Years

Employers were asked to estimate the vacancies they had in the last three years and those they would have in the next three years, and the employment status of those vacancies. Their responses have been analysed by industry sector (NAICS) and by county and appear in Tables 72 – 78.

Since 212 employers were unable to predict the vacancies they would have in the next three years, their vacancies were examined for the past three years. This led to a revised estimate of vacancies for the next three years, based on the employers' history, and makes the assumption that the future three years will be similar to the past three years. (Tables 79 – 82)

Table 13: Vacancies in the next three years (estimated)

Employment status	Vacancies last 3 Years	% of Total Vacancies	Vacancies next 3 Years	% of Total Vacancies	Revised vacancies next 3 Years	% of total vacancies
Full-time	2401	34.6%	1563	29.1%	2170	32.4%
Part-time	914	13.2%	752	14.0%	946	14.1%
Casual	428	6.2%	499	9.3%	558	8.3%
Seasonal	3197[2]	46.1%	2555[3]	47.6%	3016	45.1%
Don't know	75	-	212	-	44	-
Total	**6940**	**100%**	**5369**	**100%**	**6690**	**100%**

The tables do show the vacancies distributed by county. However since this is a quota random sample, and some statistical "cells" are smaller than 30, care should be taken in the interpretation at this county level.

The seasonal anticipated vacancies in manufacturing are mainly in food processing (fish), and manufacturing Christmas wreaths.

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[2] Includes 1546 vacancies in the Manufacturing sector.
[3] Includes 1408 vacancies in the Manufacturing sector.

ORION Marketing Research

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4.0 CONCLUSIONS

General Information

1. It would appear that New Brunswick has more than the estimated 15,000 employers with three or more employees. The number cannot be confirmed until every employer in the database has been contacted. The definition of an employer varies with each study.

2. Three-quarters of New Brunswick employees were working in either full-time (61.5%) or part-time positions (13.8%) in the spring of 2001, at the time of the survey. Thirteen percent (13.3%) worked in seasonal positions and eleven percent (11.4%) worked in casual positions.

3. Retail (NAICS 44-45) and Other Services (except Public administration) (NAICS 81) are the sectors with the greatest number of employers in New Brunswick, when using the parameters of this study.

4. The vast majority (94.7%) of New Brunswick employers are small, employing 1 – 49 persons, and are found in every industry sector.

5. Medium size employers (hiring 50 – 499 persons) are found in the following nine sectors, in order of frequency (numbers of employers):
31-33:	Manufacturing
62:	Health Care and Social Assistance;
54:	Professional, Scientific and Technical;
48-49:	Transportation and Warehousing;
51:	Information and Cultural Industries;
56:	Administrative and Support, Waste Management and Remediation Services;
11:	Agriculture, forestry, Fishing and Hunting;
21:	Mining, and Oil and Gas Extraction;
44-45:	Retail Trade.

6. Large size employers (hiring 500 or more persons) are found mainly in Educational Services and Public Administration.

7. Twenty-nine percent (29.1%) of New Brunswick employers have hired NBCC graduates, and this is in every industry sector.

8. The average level of satisfaction with NBCC graduates among those who have employed them is "very satisfied" (4.0 on a scale of 1 – 5, with 1 = extremely dissatisfied and 5 = extremely satisfied)

_____

Occupational Shortages

9. Slightly more than one-third (35.5%) of New Brunswick employers are having difficulty staffing some occupations. This is across all industry sectors except Utilities (NAICS 22) and Management of Companies and Enterprises (NAICS 55), and in all counties.

10. The most frequently mentioned occupations (mentioned by five or more employers) that are difficult to staff are, in order of frequency mentioned:

   - Motor vehicle mechanics
   - General farm workers
   - Retail salespersons and sales clerks
   - Cooks
   - Cashiers
   - Truck drivers
   - Registered nurses
   - Community and social service workers
   - Carpenters
   - Other trades helpers and labourers
   - Early childhood educators and assistants
   - Light duty cleaners
   - Heavy equipment operators (except crane).

11. The three most frequently mentioned reasons for having difficulty staffing are:

   - Workers are lacking the necessary training and qualifications
   - Workers' salary expectations are too high
   - Workers are lacking experience.

12. Roughly the same proportion of employers (35.6%) anticipate difficulty hiring people for some occupations in the next three years. This is across every industry sector and in every county.

13. The most frequently mentioned anticipated occupational shortages (mentioned by five or more employers) include (not in order of frequency mentioned, but NOC code):

   - Computer programmers
   - Registered nurses
   - Dental hygienists and dental therapists
   - Registered nursing assistants

- College and other vocational instructors
- Cooks
- Retail salespersons and sales clerks
- Cashiers
- Carpenters
- Motor vehicle mechanics
- Truck drivers
- General farm workers
- Harvesting labourers.

Skill Shortages

14. Forty-six percent (46.7%) pf employers say there are skills they have difficulty finding in current workers. The most often mentioned skills are technical trades skills, soft skills (such as communication, interpersonal skills, and work ethic/ethics), and other skills (such as writing, reading and spelling).

15. In the next three years, slightly more than one-third of employers (34.8%) anticipate difficulty finding certain skills in their employees. The skills they anticipate most difficulty finding are technical trades, soft skills (communication and work ethics), and other skills (such as writing, reading and spelling).

Advertising Vacancies

16. The most frequently used methods of filling vacancies are newspapers (used by 45.5% of employers), word of mouth (38.9% of employers) and the NB Job Bank or HRDC Employment Centre (28.9%).

17. The newspaper most often used by employers to advertise vacancies is their local community paper.

Vacancies in the last 12 Months

18. Seventy-three percent of employers (73.5%) reported having vacancies in the last 12 months.

19. Nearly one-quarter (24.7%) of employers reported no vacancies in the last 12 months.

20. There have been vacancies in every industry sector except Utilities (NAICS 22).

21. Vacancies in the last 12 months have mainly been for seasonal positions (41.8%), and full-time positions (32%). Part-time positions (15.2%) and casual positions (11%) have been fewer.

22. Fifty-four percent (54.1%) of seasonal vacancies were in the manufacturing sector, with 53% of those vacancies in food processing (fish products) and 39% in forestry products (Christmas wreaths) manufacture.

Overabundance of Qualified Applicants

23. Fewer than 10% of employers (8.7%) reported an overabundance of qualified applicants for any occupation.

24. Two occupations were mentioned by more than five employers as being in overabundance in their area: Retail salespersons and sales clerks, and secretaries (except legal and medical).

Vacancies in the Last Three Years

25. Seventy-six percent (76.1%) of New Brunswick employers report having had vacancies in the last three years. Fourteen percent (13.9%) report having had no vacancies. All industry sectors except Utilities reported having had vacancies.

26. There has been an average of 9.25 vacancies per employer over the past three years, and this average includes those reporting no vacancies.

27. Forty-six percent (46%) of the vacancies were seasonal, 35% were full-time, 13% were part-time and 6% were casual.

28. Forty-eight percent (48.4%) of the seasonal vacancies were in manufacturing; 18.7% were in agriculture, forestry, fishing and hunting.

29. Sixty percent (60%) of the seasonal manufacturing positions were making Christmas wreaths, while 35.7% were in food processing (fish products).

Vacancies in the Next Three Years

30. Fifty-six percent (56.1%) of New Brunswick employers anticipate vacancies in the next three years. This is across every county and all industry sectors except Utilities (NAICS 22).

31. Fifteen percent (15.6%) of employers report there will be no vacancies in the next three years.

32. Nearly one-half of anticipated vacancies (47.6%) in the next three years will be for seasonal positions, while 29.1% will be for full-time positions. The remainder will be for part-time (14%) and casual (9.3%) work.

33. Fifty-five percent (55.1%) of the seasonal positions will be in the manufacturing sector.

34. Eight-seven percent (87.4%) of these positions will be in the manufacture of Christmas wreaths, while 11.8% will be in food processing (fish products). However, a large number of employers did not know how many vacancies they would have in the next three years.

Revised Vacancies in the Next three Years

35. Using the history of vacancies in the past three years, and assuming the same environment for the next three years, revised estimates have been made for vacancies in the next three years. This is because 28.2% of employers were unable to predict their vacancies for the next three years.
    o Seventy-six percent (76.4%) of employers anticipate vacancies in the next three years (revised), while 17.7% anticipate no vacancies. Forty-four employers are not able to predict whether they will have vacancies.
    o Forty-seven percent (47.5%) of vacancies will be seasonal, 31% will be full-time, 13.5% will be part-time and 8% will be casual.
    o More than half of seasonal vacancies (53.4%) will be in the manufacturing sector.

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APPENDIX A

NEW BRUNSWICK OCCUPATIONAL SHORTAGES AND SURPLUSES

Interviewers' Questionnaire for Employers Survey 2001

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Could I please speak to the person who is responsible for human resources? Could you tell me the person's name? If he/she is busy, when could I call back?

Is the company/organization still in business?　　[1]　Yes　　　　[2]　No

Do you have three or more employees?　　　1]　Yes　　　　[2]　No

IF THE COMPANY IS NO LONGER IN BUSINESS OR THERE ARE FEWER THAN 3 EMPLOYEES, THANK AND TERMINATE THE INTERVIEW.

INTRODUCTION: ONCE YOU HAVE THE CORRECT PERSON ON THE PHONE.

Hello, my name is _____ and I am calling from Fredericton. Our company has been contracted by the New Brunswick Department of Training and Employment Development to conduct its biannual survey of New Brunswick employers, in collaboration with Human Resources Development Canada. They conducted their last such survey in 1998.

Your company has been randomly selected to participate in this survey. It will require only 15 minutes of your time, and everything you tell me will be treated confidentially. The information will be compiled statistically, and analysed by geographic region as well as industry sectors.

The information will be used by employment counsellors to help people make career choices, and to prepare a report for the New Brunswick government about occupational shortages and surpluses in the province. It will also be used to develop training programs for New Brunswick workers.

If you are interested, and because you participate in the survey, the Department of Training and Employment will send you a summary of the survey results at the end of the project.

Do you have time to answer a few questions now or can I make an appointment to call you back at a more convenient time?

_____

SECTION 1: DEMOGRAPHIC INFORMATION

Employer Name: _____

Phone: _____ Fax: _____ E-mail: _____

Contact person and title: _____

_____

Location of employer/plant/office/branch in NB _____

Postal code, *(essential information)*: _____ _____

What is the main business of the employer? _____

NAICS Code – 2 digit *(to be entered by Orion)* _____

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SECTION 2:   PRESENT EMPLOYEES

EMPLOYMENT DEFINITIONS

FULL-TIME: **greater than 35 hours/week, minimum of 49 weeks/year**
PART-TIME: **less than 35 hours/week, minimum of 49 weeks/year**
CASUAL: **as needed throughout the year**
SEASONAL: **full time, part time or casual every year at the same time**

1a.   What is the total number of employees you have? (at this site)?   _____

Note to interviewer: *If more than 50 employees, suggest that it would probably be easier for them to fill out a faxed copy (or emailed in Word), and offer to fax or email it to them. Ask for it to be returned the following day if possible and say you will follow up to see if they are having any difficulty with the questions.*

1b.   How many of these employees are full-time, part-time, casual and seasonal workers?

Employment Category	Number	Employment Category	Number
Full-time [1]		Casual [3]	
Part-time [2]		Seasonal [4]	

2.   Please estimate the average age of your total workforce. (force them to make a choice)

    [1] less than 24 years   [3]   45 years and older

    [2] 24 to 44 years

3a.   What occupations do you employ? *(List ALL the occupations they employ: e.g. secretary, civil engineer, etc.)*

Name/Description of Occupation	4 digit NOC Code

If employer has more than 8 occupations, extra NOC code sheets are attached.

3b.   Have you hired any graduates of the New Brunswick Community Colleges?

[1] Yes   [2] No   [3] Don't know

3c.   ***If yes***, how satisfied are you with the training they received at the community college? ***(on a scale of 1 – 5, with 1 being not at all satisfied and 5 being extremely satisfied).***

1	2	3	4	5
Not at all satisfied				Extremely satisfied

SECTION 3:   OCCUPATIONAL SHORTAGES

4a   Are there any occupations which you are currently having difficulty staffing?

[1] Yes   [2] No   **(IF NO, GO TO QUESTION 5)**

4b   ***If yes***, for which occupations ***(provide a specific name).***

Name of Occupation	FT	PT	Cas	Seas	4 digit NOC Code

If e***mployer has shortages in more than 8 occupations, extra NOC code sheets are attached.***

4c   Can you suggest reasons for this difficulty? (check as many as apply)

(for other, enter a number and write the reason in the table below with the corresponding occupation name or NOC code)

Name of occupation from 4b If e*mployer has shortages in more than six occupations, extra NOC code sheets are attached.*	NOC CODE	Lacking educational/ training qualifications	Lacking proper license/ permit	Lacking experience	Difficult working conditions	Wage/salary expectations too high	Not enough hours	Workers leave NB to work elsewhere	Leave to work for the competition	Prefer to stay on Social Assistance	Other (specify)

NOC #	Other, specify and include occupation name

_____

5a.   Are there any occupations for which you anticipate having difficulty finding workers in the next three years?   [1]   Yes   [2]   No   **(IF NO, GO TO QUESTION 6)**

[3]   Don't know

5b.   **If yes**, please list the occupations. (If more than 8, extra forms are attached.)

Name of occupation	NOC Code

SECTION 4: SKILLS SHORTAGE

6a   Thinking about the skills you require of your present employees, are there any in particular that are difficult to find in people now?   [1] Yes   [2] No   [3] Don't know

6b   **If yes**, what are they? *(check as many as apply, prompt only if necessary*)

[1]   Language skills (specify):

English [1]   French [2]   Spanish [3]   Other [4] (specify) _____

[2]   Computer skills (specify) _____

_____

[3]   Technical trades skills (specify)   _____

_____

[4]   Soft skills (e.g. communication, writing, specify)   _____

[5]   Customer service skills

[6]   Willingness to learn

[7]   Willingness to stay with employer

[8]   Understanding of the particular industry

[9]   Other (specify) _____

_____

7. Are there any particular skills you anticipate difficulty finding in the next three years?

    [1] Yes   [2] No   [3] Don't know

    if yes, which skills? **(DO NOT PROMPT, LISTEN AND CHECK AS MANY AS APPLY**)

Skill	Yes [1]
a. Language skills:	
▪ English	
▪ French	
▪ Spanish	
▪ Other language	
b. Computer skills	
c. Technical trades skills	
e. Soft skills (e.g. communication, writing, specify)	
f. Customer service skills	
g. Willingness to learn	
h. Willingness to stay with employer	
i. Understanding of the particular industry	
j. Other (specify)	

SECTION 5: VACANCIES

8. When your company/organization has staffing vacancies, how do you find people to fill them? (do not prompt, check as many as apply)

a. Advertise in newspaper (specify)   [1] Yes   [2] No

If yes, in which papers? (Check as many as apply).

      Telegraph Journal [1]   Globe and Mail [2]   National Post [3]   Acadie Nouvelle [4]

      Local community paper [5]   Other paper[6] (specify) _____

b.   Advertise in NB Job Bank, HRDC Employment Centre

c.   Advertise in trade/professional journals/associations

d.   ]   Advertise in student employment centres at colleges/universities/schools

e.   Advertise on or check internet sites

f.   Advertise on bulletin boards in local community

g.   Advertise through placement agency (headhunters)

h.   Post internally in company/organization

i.   Other (specify) _____

_____

9a   In the past 12 months, how many vacancies has your company/organization had?

   (estimate the total)   _____   [3]   Don't know

9b.   How many of these vacancies were full-time, part-time, casual and seasonal?

Vacancies in past 12 months	Number	Vacancies in past 12 months	Number
Full-time [1]		Casual [3]	
Part-time [2]		Seasonal [4]	

10a   Thinking about these vacancies in the last 12 months, are there any for which you received an over-abundance of qualified applications?   Yes [1]   No [2]   Dk[3]

10b   **If yes**, for which occupations?

Name/Description of Occupation	4 digit NOC Code

11a   Can you estimate the number of vacancies you have had in the last 3 years?

   _____   [3]   Don't know

11b   How many of these vacancies were full-time, part-time, casual and seasonal?

Vacancies in past 3 years	Number	Vacancies in past 3 years	Number
Full-time [1]		Casual [3]	
Part-time [2]		Seasonal [4]	

12a   Can you estimate the number of vacancies you will have in the next 3 years?

   _____   [3]   Don't know

12b   How many of these vacancies will be full-time, part-time, casual and seasonal?

Vacancies in next 3 years	Number	Vacancies in next 3 years	Number
Full-time [1]		Casual [3]	
Part-time [2]		Seasonal [4]	

Thank-you for taking the time to answer our questions. This information will be used by the government for helping employers, workers, and for planning training programs

_____

As I mentioned at the beginning, if you are interested in receiving a summary of the survey results, the Department of Training and employment Development will send you a copy of the summary once the report is finished. Could I please have your mailing address?

_____

_____

_____

_____

_____

APPENDIX B

NAICS AT TWO DIGIT LEVEL

NAICS ID	NAICS Description
11	Agriculture, Forestry and Hunting
21	Mining and Oil and Gas Extraction
22	Utilities
23	Construction
31-33	Manufacturing
41	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information and Cultural Industries
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific and Technical Services
55	Management of Companies and Enterprises
56	Admin. & Support, Waste Management, Remediation Services.
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)
91	Public Administration