



# Summary of the job vacancy survey in the United Counties of Prescott and Russell

NOVEMBER 23RD 2022



Municipalité de RUSSELL Township



Novembre 2022

1



2

# SUMMARY

The Job Vacancy Survey across the municipalities of the United Counties of Prescott and Russell is a survey that was conducted jointly by the municipalities of: The Nation, Alfred-Plantagenet, Hawkesbury, Champlain, Casselman, Russell, and to a lower extent, Clarence-Rockland. A questionnaire was developed and distributed to as many businesses as possible by the economic development departments of each municipality.

Thanks to the participation and financial support of the Employment Services Centre of Hawkesbury, the statistical survey methodology was carried out and the sampling steps were supervised by a senior Statistics Canada methodologist to produce reliable results.

# Goals

The main purpose of the survey was simple; survey local businesses to find out the number of vacancies in each municipality, as well as some related characteristics. The results of the survey will allow us to develop a targeted action plan. It will also be an additional tool in order to determine the number of housing units that are missing in each municipality for the required workers and their families to establish in the area.

The survey was structured so that it could be replicated over time. This is essential if the effectiveness of the actions undertaken is to be measured at a later stage.



# Survey Questions

The survey was conducted in English and in French.

The survey consisted of 9 questions and took approximately 5 minutes to complete.

The survey asked questions about:

- The Company
- The respondent
- Vacancies within the company as of June 1, 2022. Where applicable, a range of salaries offered for these positions was requested.
- Some information about recent hires made in the last year.



5

# Survey Methodology

We retained a methodologist from Statistics Canada to assist us with the survey and data processing

6

# Survey data collection

The economic development officers of each of the participating municipalities worked very hard to update the business directory of their respective municipalities.

To reach the companies, the strategy was to advertise the survey in various media and send the link to the questionnaire to almost 100% of the companies in the directory, who had at least one employee. When possible, sending the survey by email was prioritized. Otherwise, letters were mailed providing information to connect to the questionnaire on the Internet.

**Labour shortage in Prescott-Russell**

Crying need of labour force within your company?  
**Help us help you!**

**55%** of Canadian SMB do not have the necessary staff to operate their business normally.

**64%** of Canadian businesses say labor shortage is limiting their growth.

**WHO IS THIS SURVEY FOR?**  
 ALL BUSINESS OWNERS  
 Those with vacancies  
 Those who are not in recruitment period  
 Those who do not have employees

We want to find solutions for the labour shortage and the housing crisis. These results will allow us to:

- Support your grant applications
- Develop labour attraction strategies
- Determine the number of housing units needed

Visit: [CHAMPLAIN.CA/SURVEY2022](http://CHAMPLAIN.CA/SURVEY2022) or call us at 613.678.3003 ext 234

Logos for Hawkesbury, Carleton Place, Prescott & Russell, and other regional partners.

Novembre 2022

7

# Estimation Methodology

The estimation methodology had previously been established by the survey methodologist, in collaboration with Mr. Benjamin Bercier. This corresponds to an adequate, proven, and regularly used survey methodology for the needs of Statistics Canada business surveys.

Quantitative variables (e.g., number of vacancies) were to be estimated as totals, while qualitative variables (e.g., reasons for recent hires) were to be estimated as proportions. For each estimate, the variance would be calculated as well as a 95% confidence interval determined, according to standard statistical formulas.

To do this, the sampling weights would be adjusted by **reweighting** within specific and known groups (e.g., NAICS groups, classes of # of employees, municipality, etc.) as precise and adapted as possible depending on the response rate that would be obtained.

Only questionnaires mostly completed would be kept for estimation purposes. **Partial imputation** would then be applied to the few unanswered questions if any.

Confidentiality and dissemination rules would be the same as those normally used for official Statistics Canada publications.

Novembre 2022

8

# Survey Highlights

Directory for all of Prescott-Russell containing **2317 businesses** counted by municipal economic development officers. More than 750 people started a questionnaire, but in the end, only 360 questionnaires were filled accordingly and kept for processing.

**16% response rate.**

Given the relatively high non-response rate, getting reliable estimates by the industrial activity sector (NAICS) was not conceivable. However, when possible, we have published most of the variables collected at the level of each municipality.

The fact remains that in regard to the United Counties of Prescott-Russell, the survey results are reliable and paint a relatively precise picture of the state of the situation affecting the shortage of personnel in the region as of June 1<sup>st</sup>, 2022 (the reference date).


**N.B. Just over 50% of respondents indicated that they had one or more vacancies for which they were actively recruiting as of June 1<sup>st</sup>, 2022.**



---

# Survey Estimates


Here are some results of the survey in the form of estimates (UCPR level and municipalities). A full estimate document is available upon request.



SURVEY RESULTS AT THE LEVEL OF THE UNITED COUNTIES OF PRESCOTT-RUSSELL		EMPLOYMENT STATUS	TOTAL JOB VACANCIES	LOWER BOUND	UPPER BOUND	COEFFICIENT OF VARIATION (%)
<b>Total number of employees working in a business operating within the UCPR territory (Estimate)</b>		21 251		20 536,0	21 966,8	1,7
<b>Number of job vacancies by employment status</b>		<b>Full-time</b>	2 855	2433,3	3276,8	7,5
		<b>Part-time</b>	815	629,9	999,9	11,6
<b>Number of job vacancies by salary bracket</b>		<b>\$15 to \$18 per hour</b>	1 318	1063,3	1573,3	9,9
		<b>\$19 to \$26 \$ per hour</b>	1 537	1018,3	2055,0	17,2
		<b>\$27 to \$34 per hour</b>	478	284,6	671,6	20,6
		<b>\$35 and more per hour</b>	337	145,7	528,2	29,0
<b>Number of job vacancies by job type</b>		<b>Other</b>	848	354,7	1341,6	29,7
		<b>Permanent</b>	2 822	2637,8	3005,8	3,3
<b>Number of vacancies by level of difficulty in filling the position</b>		<b>Less than 3 months</b>	2 131	1585,8	2676,4	13,1
		<b>More than 3 months</b>	1 539	1356,9	1720,9	6,0


Novembre 2022

11



RESULTS BY MUNICIPALITY - PART 1	ALFRED-PLANTAGENET	CASSELMAN	CHAMPLAIN	CLARENCE-ROCKLAND	HAWKESBURY	THE NATION	RUSSELL	TOTAL (PRESCOTT-RUSSELL)
<b>Total number of jobs within the municipality</b>	1,651	1,583	1,641	4,383	5,380	2,623	3,990	21,251
<b>Total job vacancies</b>	<b>311</b>	<b>250</b>	<b>233</b>	<b>982</b>	<b>765</b>	<b>390</b>	<b>739</b>	<b>3,670</b>
Lower bound	295	219	216	721	629	330	624	3,347
Upper Bound	328	282	251	1,242	900	449	854	3,993
Full-time positions	245	131	166	715	637	345	616	2,855
Part-time positions	67	119	68	267	127	45	123	815

12



RESULTS BY MUNICIPALITY -PART 2	ALFRED-PLANTAGENET	CASSELMAN	CHAMPLAIN	CLARENCE - ROCKLAND	HAWKESBURY	THE NATION	RUSSELL	TOTAL (PRESCOTT-RUSSELL)
<b>Total vacancies as of June 1, 2022</b>								
	311	250	233	982	765	390	739	3,670
<b>Job vacancies by salary bracket</b>								
\$15 to \$18 per hour	118	185	91	353	301	98	173	1,318
\$19 to \$26 per hour	103	38	76	463	260	206	391	1,537
\$27 and more per hour	91	27	67	166	203	86	175	815
**\$35 and more per hour								(337)
<b>Number of job vacancies by job type</b>								
Other	52	35	77	X	67	X	X	848
Permanent	259	216	157	X	698	X	X	2,822
<b>Number of vacancies by level of difficulty in filling the position</b>								
Less than 3 months	152	192	133	542	358	262	491	2,131
More than 3 months	159	58	100	439	407	127	248	1,539

\*\* Estimates available only at the United Counties level  
 X Insufficient estimation quality to be published.

13



SURVEY RESULTS AT THE LEVEL OF THE UNITED COUNTIES OF PRESCOTT-RUSSELL	EMPLOYMENT STATUS	TOTAL JOB VACANCIES	LOWER BOUND	UPPER BOUND	COEFFICIENT OF VARIATION (%)
<b>Number of recent hires (last 12 months) that have taken place on the territory of the UCPR</b>	6658		5679,9	7636,5	7,5
<b>Reasons for recent hires (last 12 months)</b>	<b>Staff turnover</b>	44,8 %	37,9 %	51,7 %	3,5
	<b>Retirement replacement</b>	10,1 %	5,6 %	14,6 %	2,3
	<b>Business growth</b>	47,7 %	40,5 %	54,9 %	3,7
	<b>Work optimization</b>	3,9 %	1,8 %	6,1 %	1,1
<b>Did you have at least one vacancy as of June 1, 2022?</b>	<b>Yes</b>	54,0 %	48,2 %	59,8 %	2,9

Novembre 2022

14

## Housing : 4 principles to consider

That the housing unit is:

1. Affordable: represents 30% or less of the family's gross salary.
2. Consistent with the desired retention period (seasonal, temporary, permanent)
3. At an optimal distance from the workplace allowing the use of more than one means of transportation (e.g., car, public transit, walking, cycling, carpooling)
4. Supporting/stimulating areas of professional expertise in need in the region, now and for the next generation

15

## Next Steps

It would be desirable for the results of the job vacancy survey to serve as a tool for the various regional stakeholders in their efforts to promote the economic development of our beautiful region.

It seems reasonable to us to say that a significant portion of vacancies must be filled by workers from outside the United Counties of Prescott-Russell = > need for attraction strategies.

From today's results, we can link to the number of units required to meet estimated labor needs. Joint research with CMHC would better measure the vacancy rate in the housing inventory. At the very least, an attraction strategy, including a real estate development plan, should be put in place by the various partners.

Novembre 2022

16

8



Thanks for your  
attention  
**Questions?**

Novembre 2022