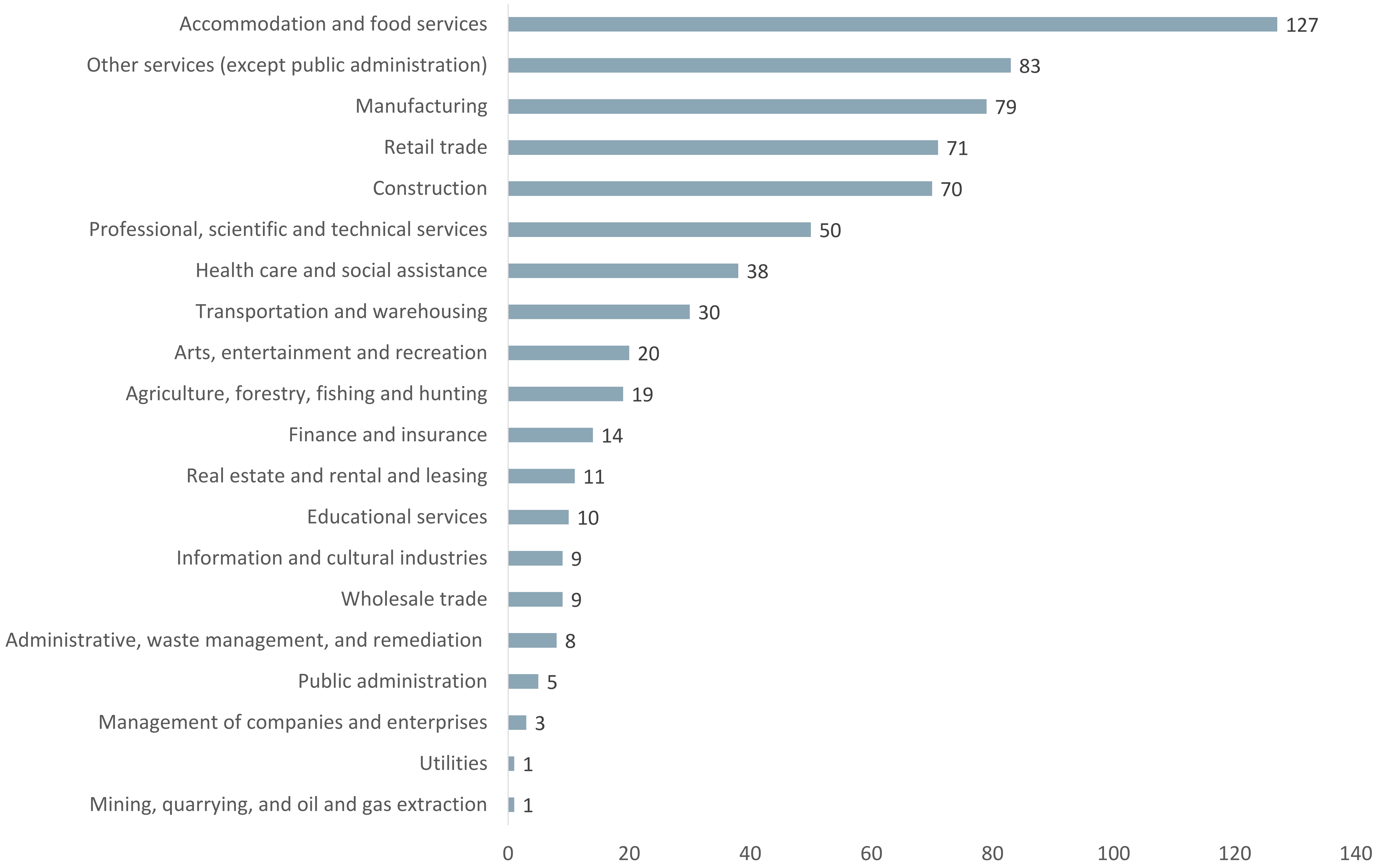

WHERE INNOVATION GOES TO WORK
INVEST IN HAMILTON

Figure 1

Sector Representation



Survey Respondents by 2-digit North American Industrial Classification System Code. n=658.

The sectors comprising the majority of the data set include:

Accommodation and food service: 19.3%
Other services: 12.6%
Manufacturing: 12.0%
Retail Trade: 10.8%
Construction: 10.6%

Table 1

Employee Counts

Sector	Employee Count Jan 2021	Employee Count Jan 2023	Absolute Change	% Change
Manufacturing	4,978	5,242	264	5.3%
Accommodation and food services	2,345	3,386	1,041	44.4%
Health care and social assistance	2,514	3,148	634	25.2%
Arts, entertainment and recreation	2,391	2,763	372	15.6%
Educational services	2,054	2,533	479	23.3%
Retail trade	1,468	2,224	756	51.5%
Construction	1,551	2,010	459	29.6%
Transportation and warehousing	1,737	1,856	119	6.9%
Other services (except public administration)	1,283	1,402	119	9.3%
Agriculture, forestry, fishing and hunting	1,217	1,317	100	8.2%
Professional, scientific and technical services	730	811	81	11.1%
Finance and insurance	232	488	256	110.3%
Management of companies and enterprises	222	322	100	45.0%
Administrative and support, waste management and remediation services	330	320	-10	-3.0%
Wholesale trade	269	307	38	14.1%
Real estate and rental and leasing	148	170	22	14.9%
Public administration	173	164	-9	-5.2%
Information and cultural industries	137	127	-10	-7.3%
Mining, quarrying, and oil and gas extraction	45	45	0	0.0%
Utilities	45	45	0	0.0%
Total	23,869	28,680	4,811	20.2%

Survey Respondents by 2-digit North American Industrial Classification System Code. n=658

Hamilton's industry sectors that reported the largest absolute growth in employees between January 2021 and January 2023 include:

Accommodation and food service: 1,041 employees added

Retail Trade: 756 employees added

Healthcare and Social Assistance: 634 employees added

Educational Services: 479 employees added

Construction: 459 employees added

Table 2

Business Outlook - Citywide

Short Term Business Outlook	Number of Responses	Percentage
Excellent - Rapid growth / expansion of business	22	3.4%
Very Good - Growth / expansion of business	86	13.3%
Good - Stable business operation with stable/growth outlook	297	45.8%
Fair - Relatively stable business operations with a slightly negative outlook	151	23.3%
Poor - Unstable business operations with a negative outlook	64	9.9%
Emergency - Imminent permanent closure	5	0.8%
Other	23	3.6%

Survey Respondents: n=648

An aggregation of responses on the 2023 business outlook among survey respondents yields the following results:

Positive Outlook: 62.5%
Negative Outlook: 34.0%
Other Outlook: 3.5%

Table 3

Business Outlook - Wards

Ward	Excellent	Very Good	Good	Fair	Poor	Emergency	Other	Respondent Count
Ward 1	6.6%	18.0%	36.1%	26.2%	8.2%	1.6%	3.3%	61
Ward 2	3.4%	14.5%	39.3%	25.5%	9.7%	2.8%	4.8%	145
Ward 3	6.3%	20.7%	39.6%	20.7%	6.3%	1.8%	4.5%	111
Ward 4	5.9%	14.9%	46.5%	15.8%	12.9%	1.0%	3.0%	101
Ward 5	6.3%	12.7%	54.0%	15.9%	3.2%	1.6%	6.3%	63
Ward 6	3.0%	13.4%	38.8%	20.9%	14.9%	1.5%	7.5%	67
Ward 7	0.0%	13.7%	49.0%	19.6%	9.8%	2.0%	5.9%	51
Ward 8	0.0%	11.4%	43.2%	22.7%	11.4%	2.3%	9.1%	44
Ward 9	6.4%	10.6%	46.8%	21.3%	6.4%	2.1%	6.4%	47
Ward 10	5.4%	24.1%	37.5%	23.2%	5.4%	0.9%	3.6%	112
Ward 11	0.0%	16.7%	45.8%	27.1%	4.2%	2.1%	4.2%	48
Ward 12	2.5%	16.5%	55.7%	13.9%	6.3%	1.3%	3.8%	79
Ward 13	2.8%	16.7%	47.2%	19.4%	8.3%	1.4%	4.2%	72
Ward 14	2.2%	15.2%	50.0%	15.2%	6.5%	2.2%	8.7%	46
Ward 15	1.5%	10.8%	46.2%	33.8%	1.5%	1.5%	4.6%	65

Survey Respondents: n=648

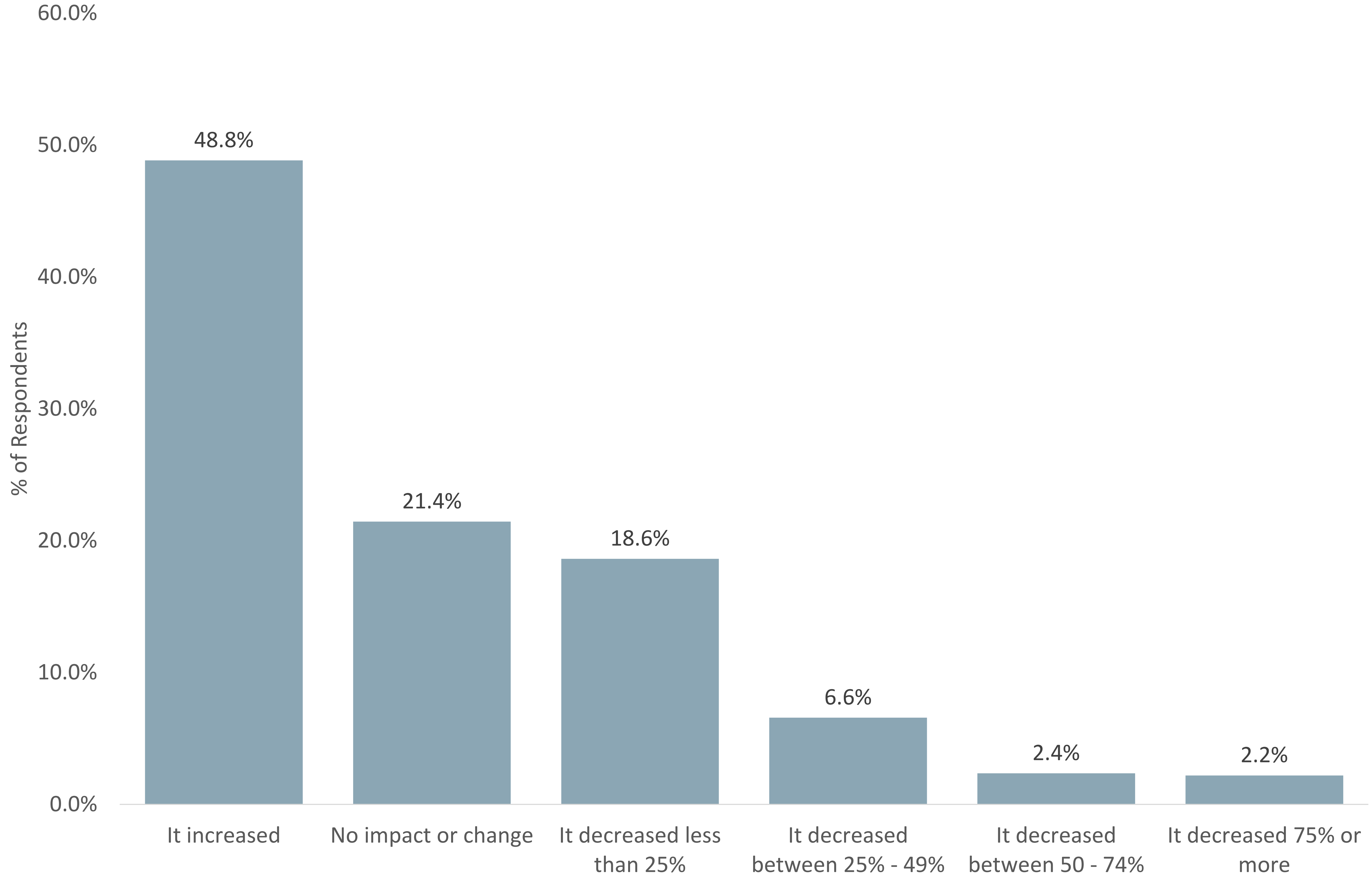
Survey respondents were asked in which wards did their operations have a physical presence. A ward map was provided in the survey tool to increase completion rates on this question compared to in previous years.

The average number of wards represented per response was 1.7.

While the number of responses to this survey are statistically reliable at a city level, ward data should only be seen as reflecting those businesses who completed the survey, and not extrapolated to reflect business conditions as a whole at the ward level.

Figure 2

Revenue Change 2022 compared to 2021



Survey Respondents: n=639

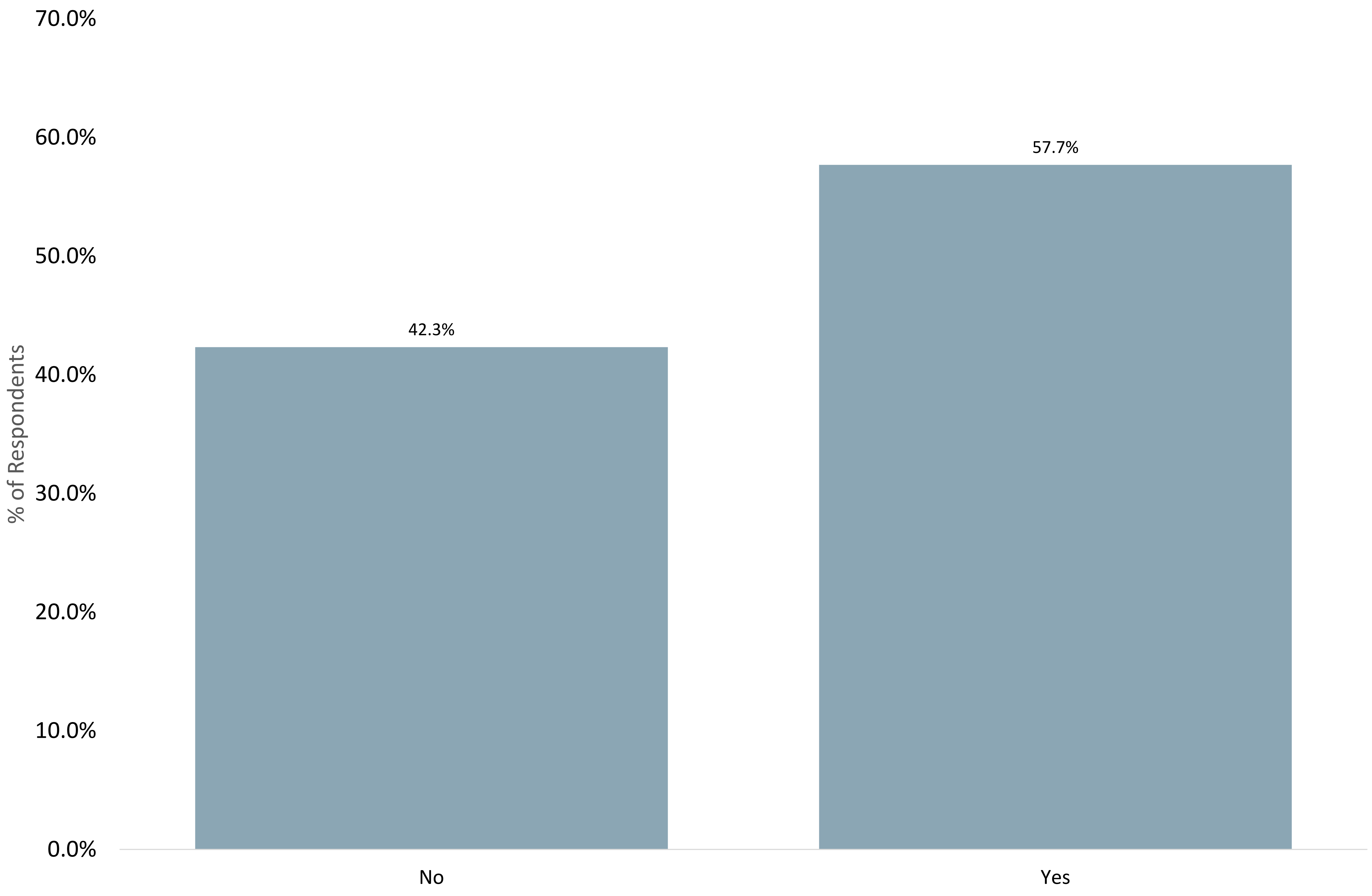
48.8% of respondents reported revenue growth in 2022 compared to 2021

21.4% of respondents reported no revenue change in 2022 compared to 2021

29.7% of respondents reported revenue loss in 2022 compared to 2021

Figure 3

Self-Identified Living Wage Employers

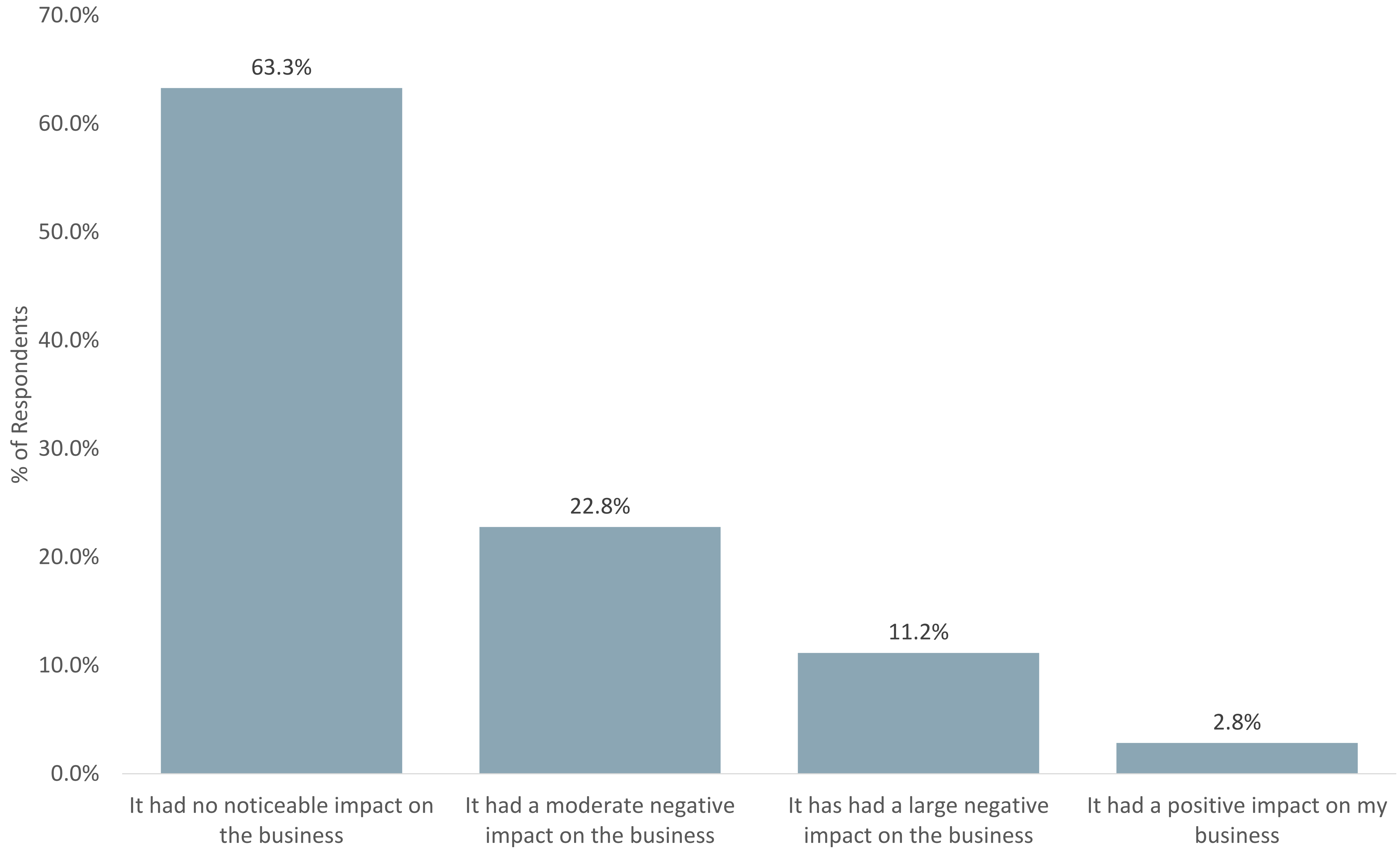


Survey Respondents: n=638

Respondents were offered a yes/no response to the following question: The Ontario Living Wage Network estimates Hamilton's living wage at $19.05 per hour. Based on this definition, do you believe your company qualifies as a living wage employer such that all employees earn at least $19.05 per hour?

Figure 4

Impacts of Minimum Wage Increases

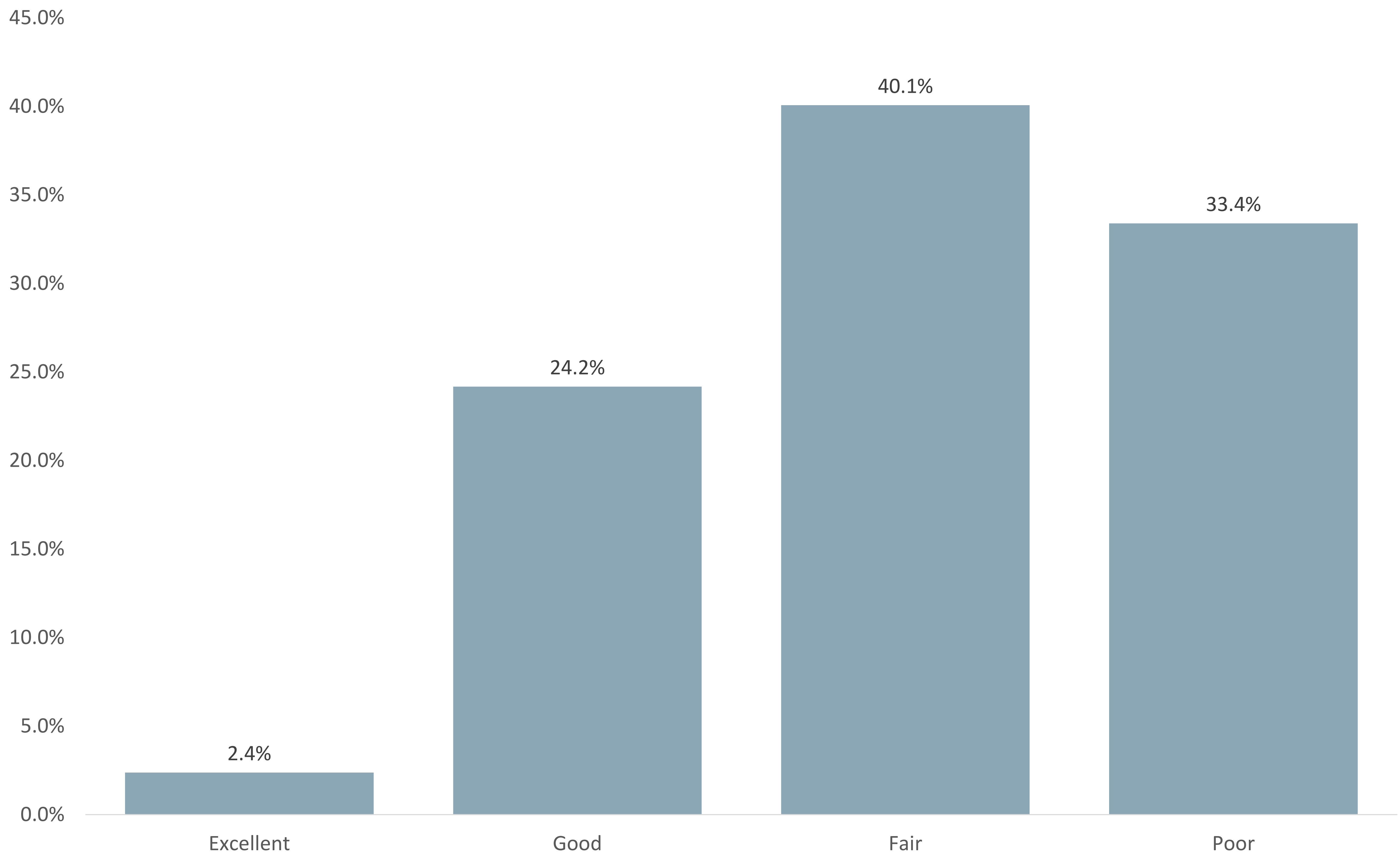


Survey Respondents: n=637

Ontario's minimum wage increased to $15.50. This calculation was derived based on increases to the consumer price index. Subsequent increases to Ontario's minimum wage are generally expected to be announced in April of a given year, coming into force in October of the same year.

Figure 5

Labour Force Availability

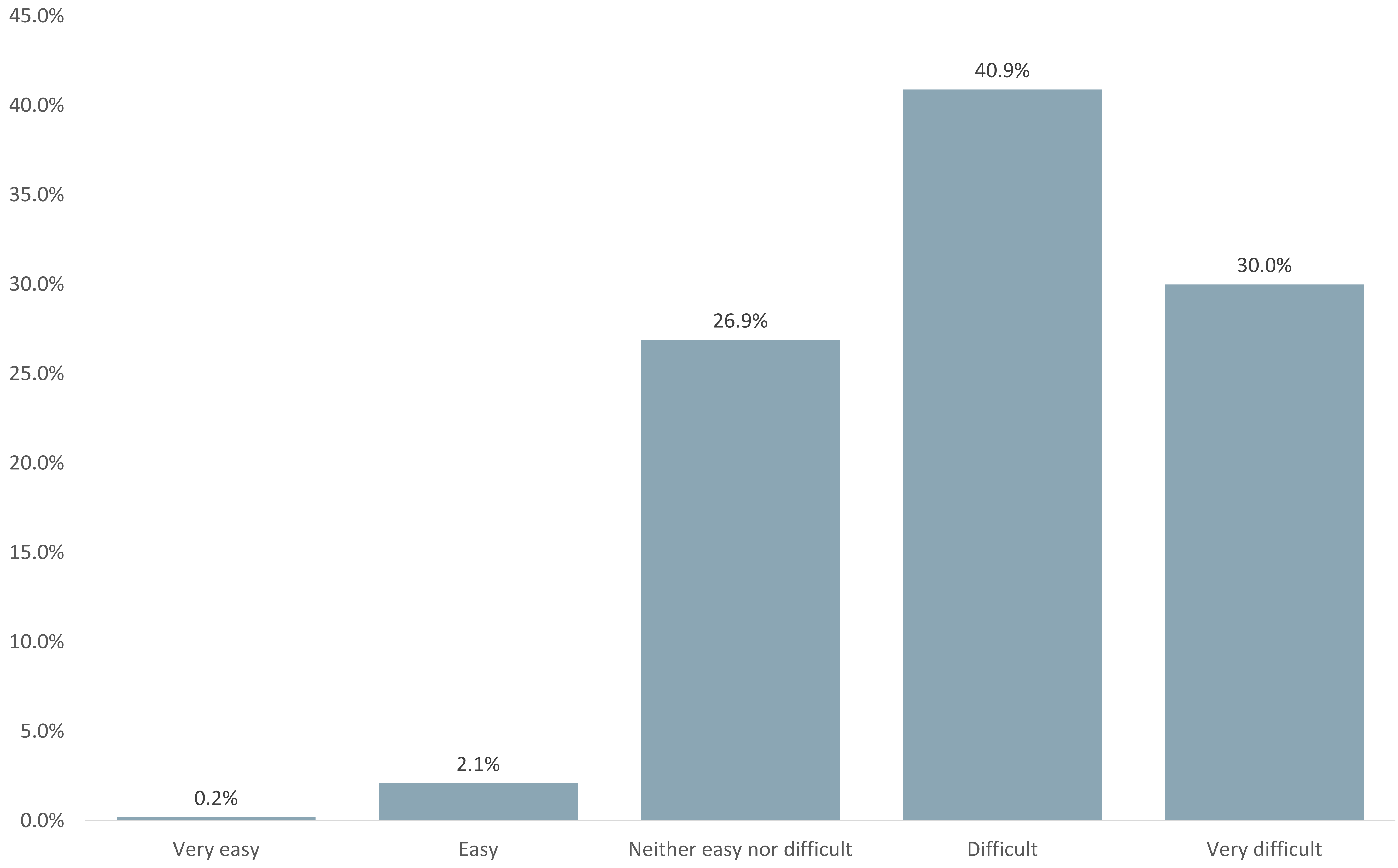


Survey Respondents: n=629.

Additional context on these data can be seen in Q1 2023 data from the Canadian Survey on Business Conditions. Therein, 32.3% of Ontario businesses surveyed Canadian Survey on Business Conditions reported that “recruiting skilled employees” was a key business obstacle for the next three months.
Though methodologies differ between these two surveys, the two data points convey similar insights.

Figure 6

Difficulty to Hire in Current Business Climate



Survey Respondents: n=629

Contextual data for Ontario from the Canadian Survey on Business Conditions suggests Hamilton's hiring climate may be more challenging than that of Ontario, as a whole.

Therein, the Canadian Survey on Business Conditions only reports 27.3% of Ontario respondents citing a shortage of labour as an obstacle to the business or organization. Once again, these data points are not covariant as they emerge from differing surveys. As a piece of related context, the provincial trend supports a greater understanding of Hamilton's potentially unique labour force trends.

Table 4

Business Priorities for 2023

Priority for 2023	Count of Responses	% of Respondents
Attracting new employees	276	51.1%
Increasing marketing / promotional activities to increase customer awareness (including increasing online presence)	240	44.4%
Finding and applying to current provincial and federal government funding programs	234	43.3%
Offering co-op, internship, apprenticeship and/or work placements	181	33.5%
Implementing new technologies/systems to automate or improve processes	144	26.7%
Forming local partnerships / buying local	141	26.1%
Providing external training or professional development opportunities for your staff (example digital skills)	137	25.4%
Wanting help in accessing the immigrant/newcomer talent pool	127	23.5%
Increasing equity / diversity / inclusion (or EDI) practices in your business (hiring, staff training, client relations, etc.)	116	21.5%
Expanding my business (to a larger location or adding another location)	108	20.0%
Seeking financing for my business (increasing debt or pursuing investment)	98	18.1%
Increasing environmental protection (or "Green") activities in your business	90	16.7%
Succession planning for new ownership	80	14.8%
Undertaking research and development activities	56	10.4%
Pursuing international export opportunities	39	7.2%
Other (please specify)	34	6.3%

Survey Respondents: n=540

Respondent rankings of top priorities similarly aligned to the top three priorities in Table 4. Therein, attracting new employees, increasing marketing, and finding and applying to funding programs were the top three priorities.

Economic Development is already undertaking activities to support all of these activities through the creating of a workforce attraction and retention strategy, delivering the Digital Main Street program through the Hamilton Business Center, and hosting an AI-driven funding aggregator on investinhamilton.ca

Table 5

Citywide Business Concerns for 2023

Concern for 2023	Count of Concerns	% of Companies Responding
The impacts of inflation on my business and my customers	325	59.1%
The mental and physical health of the employees of the business	218	39.6%
Global supply chain issues relating to receiving goods/shipping goods	208	37.8%
Existing business debt levels	148	26.9%
The inability to reasonably predict the business environment in the short term	134	24.4%
The mental and physical health of the owners of the business (including myself)	134	24.4%
Ability to obtain financing to continue operating my business (either debt or equity financing)	115	20.9%
Criminal activity and/or the perceived safety in the immediate area my business operates	94	17.1%
Having to downsize my business and reduce existing employment levels	81	14.7%
Succession planning (who will I be able to transfer or sell my business to)	79	14.4%
Availability of land or facilities to enable growth or expansion in Hamilton	73	13.3%
Having to permanently close my business	62	11.3%
Other (please specify)	53	9.6%
The impacts of climate change	49	8.9%

Survey Respondents: n=550

Almost 60% of survey respondents identified the rising cost of inflation as a business concern for 2023.

For context, 56.4% of Ontario Businesses completing the Q1 2023 Canadian Survey on Business Conditions identified rising inflation as a business obstacle. While these survey methods are not identical, they both identify inflation as the most frequently selected concern from two separate sample groups.

Table 5a

Ward-Level Business Concerns for 2023

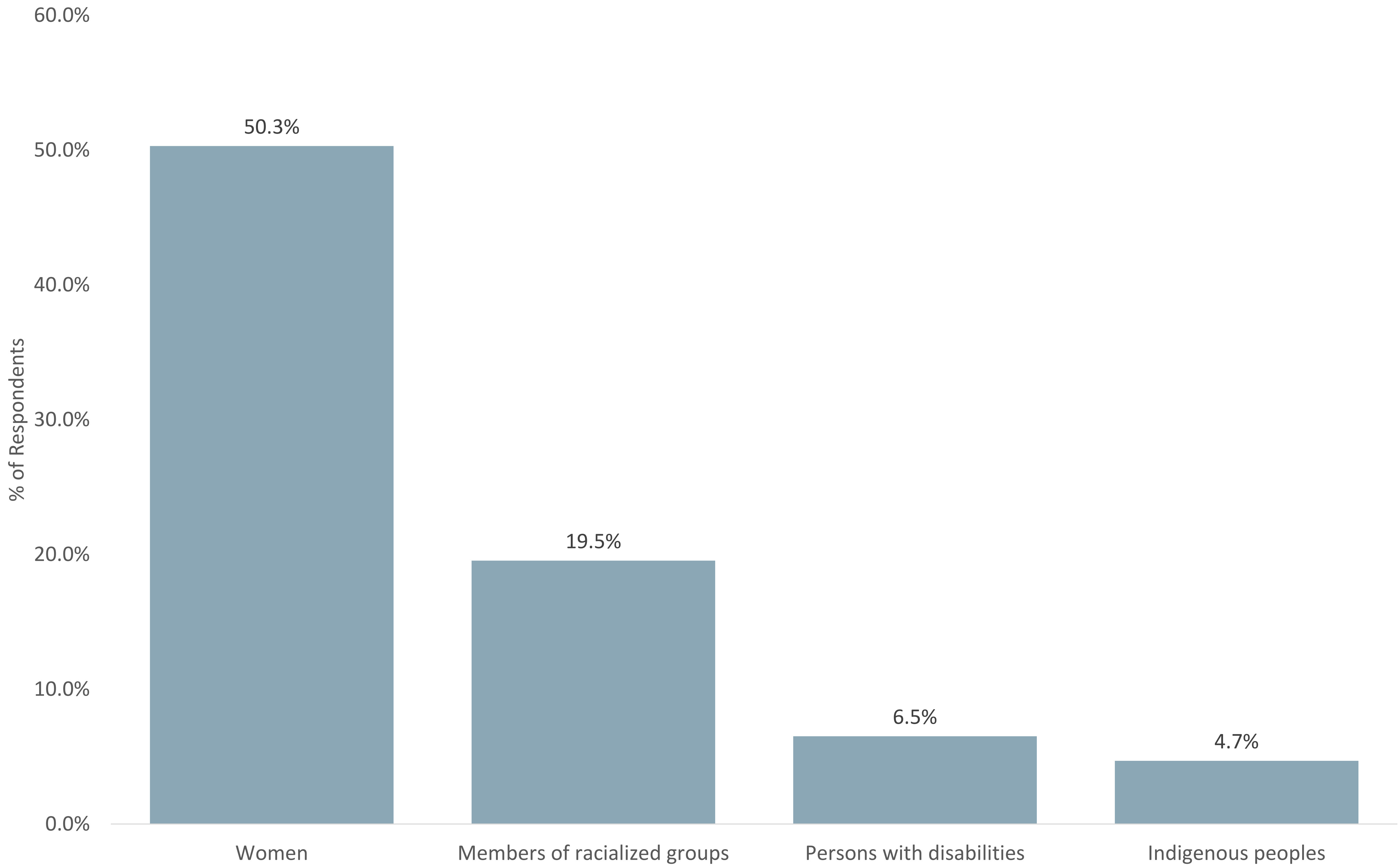
Ward	Most Selected Concern	Second Most Selected Concern	Third Most Selected Concern
Ward 1	The impacts of inflation on my business and my customers	Existing business debt levels	The inability to reasonably predict the business environment in the short term
Ward 2	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Criminal activity and/or the perceived safety in the immediate area my business operates
Ward 3	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Global supply chain issues relating to receiving goods/shipping goods
Ward 4	The impacts of inflation on my business and my customers	Global supply chain issues relating to receiving goods/shipping goods	The mental and physical health of the employees of the business
Ward 5	The impacts of inflation on my business and my customers	Global supply chain issues relating to receiving goods/shipping goods	The mental and physical health of the employees of the business
Ward 6	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Global supply chain issues relating to receiving goods/shipping goods
Ward 7	The impacts of inflation on my business and my customers	Existing business debt levels	Global supply chain issues relating to receiving goods/shipping goods
Ward 8	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Global supply chain issues relating to receiving goods/shipping goods
Ward 9	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Global supply chain issues relating to receiving goods/shipping goods
Ward 10	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Global supply chain issues relating to receiving goods/shipping goods
Ward 11	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Global supply chain issues relating to receiving goods/shipping goods
Ward 12	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Existing business debt levels
Ward 13	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Existing business debt levels
Ward 14	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Existing business debt levels
Ward 15	The impacts of inflation on my business and my customers	The mental and physical health of the employees of the business	Existing business debt levels

Survey Respondents: n=550

Note: ward-level data conveyed in this table is only representative of the businesses who completed the survey. The sample size of this survey does not allow for reliable extrapolation of these data to the ward level as anything more than a bellwether for future follow-up.

Figure 7

Hiring Equity in Leadership Positions



Survey Respondents: n=660

Approximately 59.7% of survey respondents, 394 respondents in total, reported that one of their establishment's owners, C-suite officers, or senior executives, as defined by the Canadian Employment Equity Act.

The 2016 Canadian Employment Equity Data Report, which is derived from 2016 Census data, reported that 51% of private sector employers, nationally, employed women in executive roles.

Table 6

Ward-Level Business Concerns for 2023

Sector	Count	Percentage
Accommodation and food services	45	20.4%
Other services (except public administration)	31	14.0%
Manufacturing	25	11.3%
Professional, scientific and technical services	21	9.5%
Retail trade	17	7.7%
Construction	14	6.3%
Health care and social assistance	14	6.3%
Agriculture, forestry, fishing and hunting	10	4.5%
Arts, entertainment and recreation	10	4.5%
Transportation and warehousing	7	3.2%
Information and cultural industries	6	2.7%
Educational services	5	2.3%
Finance and insurance	4	1.8%
Administrative and support, waste management and remediation services	3	1.4%
Real estate and rental and leasing	3	1.4%
Wholesale trade	3	1.4%
Management of companies and enterprises	2	0.9%
Public administration	1	0.5%

Survey Respondents: n=574

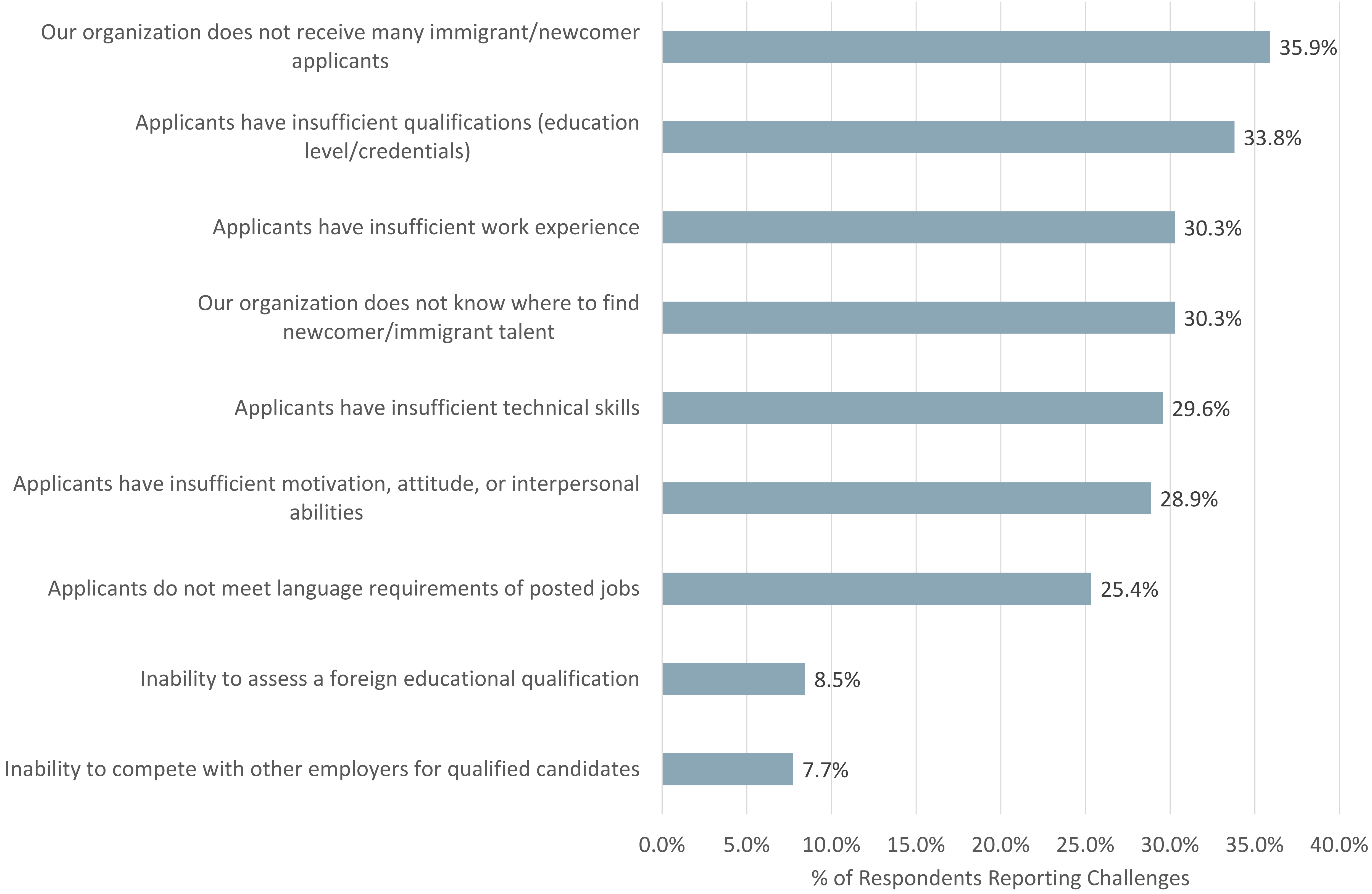
Approximately 38.5% of respondents to this question reported successes that emerged from the creation of polices and procedures that supported the recruitment and retention of peoples from the following groups:

Indigenous peoples
Racialized peoples and communities
2SLGBTQIA+ peoples and communities
Women
Newcomers to Canada (i.e. refugees, landed immigrants, and permanent residents)
Francophone peoples
Non-official language speakers
Persons with disabilities
Recent graduates
Youth (aged 15 to 29)
Older individuals (aged 55+)

From those responses 39 success stories were shared through the survey. Economic Development and HIPC staff are reviewing these success stories to identify possible best practices to support the in-progress Workforce Strategy.

Figure 8

Newcomer Recruitment



Survey Respondents: n=589

More than 75% of respondents reported that their organization did not experience challenges with respect to recruiting or retaining newcomers (i.e. landed immigrants, refugees, and permanent residents).

Among those who did report difficulties, a lack of applicants was the most frequently selected response, closely followed by applicants lacking sufficient qualifications, and applicants lacking sufficient work experience.