

# Workforce Focus

From the Elgin, Middlesex, Oxford, Local Training Board.

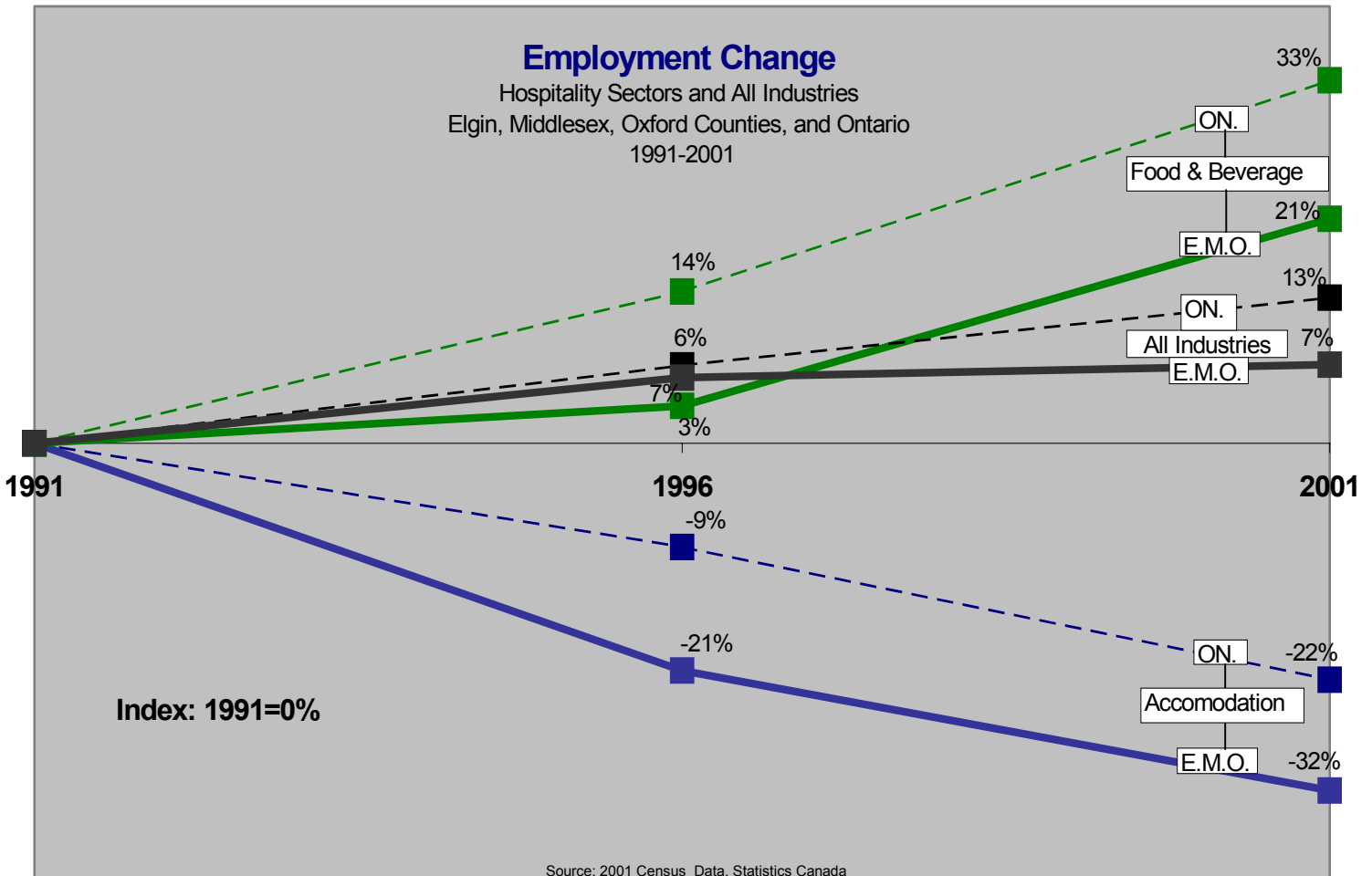
## Hospitality Sector

- Labour force trends of the Food & beverage, and Accommodation industries

### Welcome to Hospitality in Elgin, Middlesex and Oxford Counties

Size of Hospitality workforce: **16,900**

Share of total workforce: **5%**



#### Opposite Employment Trends: Accommodation and Food & Beverage

Using 1991 as a base year, the food and beverage service sectors of both this region and the province have grown at a much higher rate of employment than all industries combined. The opposite trend has been experienced in accommodation services. Both this region and the province as a whole have experienced an employment decline in this sector.

#### Established...earlier than you may think:

A common misconception is that the hospitality/ food service industry doesn't offer a future for its employees. It is perceived that most businesses close after a short period of time. However, the majority of establishments in London have been open for 10 years or longer. As a result, many of these businesses offer real career opportunity and fast advancement for dedicated people.

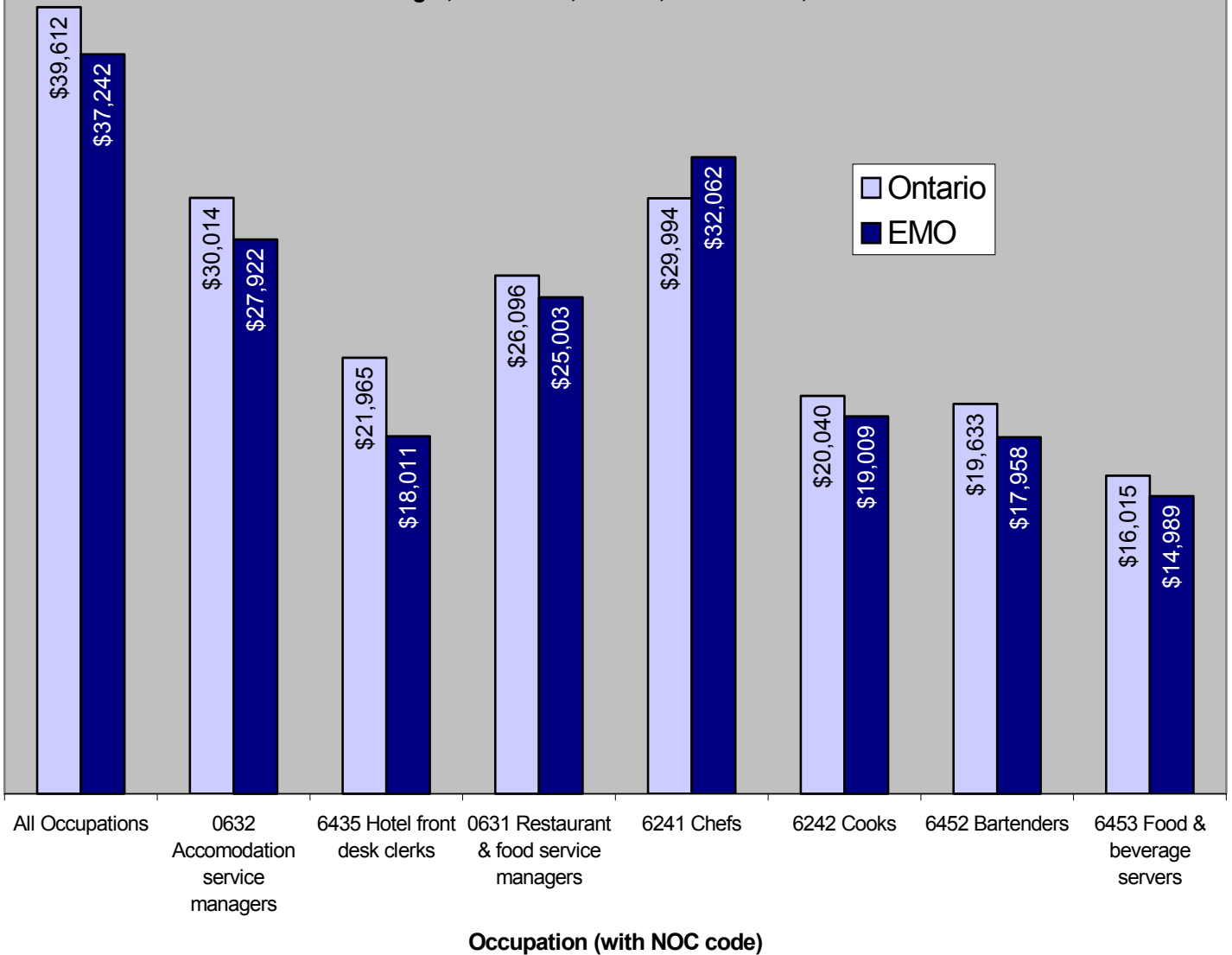
Source: Hospitality Labour Market Survey: London Training Centre, 2004



For more information please contact The Local Training Board at:  
705 Consortium Court, London ON N6E 2S8 (519) 672-3499 [info@localboard](mailto:info@localboard).

## Hospitality Median Incomes by Occupation

Elgin, Middlesex, Oxford, and Ontario, 2001



Source: 2001 Census Data, Statistics Canada

### Comparing Incomes

The median income represents what the middle ranked person in a population group earns. Overall, the median income in Elgin, Oxford, and Middlesex counties is about \$2,400 or 6% less a year than the provincial average. This is dependent on the local cost of living which is less for this region ( the average value of a dwelling in this region in 2001 was \$157,597, compared to the provincial average of \$199,884). Examining the incomes of the hospitality sector, most of the region's occupations are near the same 6% less than the provincial counterpart. Two notable exceptions are Hotel front desks clerks and chefs. Hotel front desk clerks earn 18% less than those of the province. Chefs are the only hospitality occupation of this region to surpass the provincial counterpart median, earning 7% more. It will be interesting to note whether the 2006 census will continue to show similar exceptions.

Source: 2001 Census Data, Statistics Canada

## Training Gaps?

Of an estimated 8363 hospitality/ food service employees across the Greater London area, only 7% have completed the National Food Safety Training Program. WHMIS has even lower stats of employees certified at only 4%. These are both areas for greater training attention. Safe food handling is definite asset to employers and employees alike.

Source: Hospitality Labour Market Survey: London Training Centre, 2004

## Hospitality Educational Attainments

% distributions by select highest education level obtained  
Elgin, Middlesex, Oxford, and Ontario 2001

	All Occupations	Hospitality Workers Occupation with NOC Code						
		0632 Accommodation Service Managers	6435 Hotel front desk clerks	0631 Restaurant & Food Service Managers	6241 Chefs	6242 Cooks	6452 Bartenders	3453 Food & Beverage Servers
* The first number is for this region; the number in brackets represents Ontario.								
Less than Grade 9	3% (3)	6% (3)	0% (1)	7% (5)	0% (3)	5% (8)	0% (2)	1% (3)
Secondary School Graduation	17% (15)	8% (14)	14% (13)	23% (19)	9% (13)	21% (21)	19% (19)	22% (20)
Trades Certificate	4% (4)	8% (4)	0% (1)	2% (3)	3% (3)	4% (3)	2% (2)	1% (1)
College Diploma	29% (25)	33% (26)	45% (30)	18% (20)	55% (37)	14% (13)	9% (16)	14% (13)
University Degree or Higher	18% (24)	14% (19)	0% (11)	11% (13)	3% (5)	1% (3)	15% (10)	9% (8)

Source: 2001 Census Data, Statistics Canada

## Comparing Educations

Overall, this region has a slightly greater share of its population with college diplomas, and slightly less with university degrees. The rest of the main educational attainments are on par with the provincial average. Turning to the hospitality occupations, two notable figures stand out in this region's college category: Hotel front desk clerks have a much greater share of college diplomas than the provincial average, and as a result, a lesser share of University degrees. A majority of local chefs have a college diploma as opposed to 37% of Ontario's chefs. This may contribute to the higher earnings the local chefs enjoy, as seen on the last page.

## Getting in the Door: Recruitment

The vast majority of hospitality establishments use word of mouth followed by the newspaper for recruiting staff. The internet is a popular resource in some industries, however it appears the food service industry is not one of them.

Source: Hospitality Labour Market Survey: London Training Centre, 2004

### Location Quotient

- Measure of specialization of a community in different sectors or occupations
- $$\frac{\% \text{ local employment in the occupation/ industry}}{\% \text{ provincial employment in the occupation/ industry}}$$

### Location Quotient Interpretation:

- Greater than 1.25: relatively high % employment  
-Could indicate a surplus though regions industry strengths must be considered
- 0.75 to 1.25: average % employment  
-Indicates no apparent strength or gap
- Less than 0.75: relatively low % employment  
-Possible gaps in services

### Industry Concentration Level Comparison Hospitality Workers: Elgin, Middlesex, Oxford, and Ontario 2001

Industry with NAICS code	Ontario # of Workers	E.M.O # of Workers	Location Quotient
<b>Total employed workforce</b>	5713900	291490	
7211 Traveler accommodation	47165	1255	0.52
7221 Full service restaurant	143375	7295	1.00
7222 Limited service eating places	121340	7310	1.18
7223 Special food services	22390	1010	0.88
7224 Drinking places (alcoholic beverages)	12160	630	1.02

Source: 2001 Census Data, Statistics Canada

### Any rooms available?

All of the hospitality industries have a healthy representation in our region except for traveler accommodation. Here, the number of people working in the industry is nearly half of what is expected for a region of our population. Examining the occupations within the accommodation industry, managers and front desk clerks subsequently have a low concentration of employment as well.

The demand on the region as a destination for travelers may not be as high as the provincial average, or the areas population growth has not been met with an increase in traveler accommodations.

### Occupations Concentration Level Comparison Hospitality Workers: Elgin, Middlesex, Oxford, and Ontario 2001

Occupation with NOC code	Ontario # of Workers	E.M.O # of Workers	Location Quotient
<b>Total employed workforce</b>	5713900	291490	
0632 Accommodation service managers	9610	255	0.52
6435 Hotel front desk clerks	4930	145	0.58
0631 Restaurant & food service managers	48460	2480	1.00
6241 Chefs	11890	530	0.87
6242 Cooks	54020	2495	0.91
6452 Bartenders	14050	620	0.87
6453 Food & beverage servers	67380	3565	1.04

Source: 2001 Census Data, Statistics Canada

Canada

SEE MORE LABOUR MARKET INFORMATION  
ON THE WEB AT [WWW.LOCALBOARD.ON.CA](http://WWW.LOCALBOARD.ON.CA)

 Ontario

THE VIEWS EXPRESSED IN THIS DOCUMENT DO NOT NECESSARILY REFLECT THOSE OF THE GOVERNMENT OF CANADA OR THE GOVERNMENT OF ONTARIO.