

Labour Market Trends United Counties of Leeds and Grenville

**Canadian Small Business Patterns
And
Population Dynamics**

**Economic Development Summit
November 30, 2012**

1000 Islands Region
WORKFORCE DEVELOPMENT BOARD



Outline

1. Changes in Employment in Small Business
2. Population Changes
3. Challenges
4. Discussion Questions

Changes In Employment In Small Business Leeds & Grenville

Data Source:

Statistics Canada - Canadian Business Patterns

- Provides counts of active establishments and locations by various geography levels, industry classification and employment size.
- Canadian Business Patterns is compiled from the Business Register, which is a repository of information on the Canadian business population

Changes In Employment In Small Business Leeds & Grenville

Data Limitations of Canadian Business Patterns:

- Ignores businesses with 0 employees and revenues of less than \$30k annually, resulting in an understatement of self-employment in all geographies
- Reports data by geography source area of payroll

Number of Employers Leeds & Grenville

Employee Size Range	Number of Employers	Number of Employers	Number of Employers	Absolute Change '11 vs '12	Percent Change (%)	Ontario Percent Change (%)
	Dec 2010	June 2011	June 2012			
0	3046	2,986	2,896	-90	-3.0	-1.75
1 - 4	1619	1,598	1,608	10	0.6	0.6
5 - 9	677	686	662	-24	-3.5	-0.9
10 - 19	328	321	374	53	16.5	3.3
20-49	234	236	223	-13	-5.5	2.8
50-99	71	66	72	6	9.1	7.7
Total Employers <100 ees	5975	5,893	5,835	-58	-1.0	
100-199	23	23	27	4	17.4	6.0
200-499	14	14	16	2	14.3	10.7
500+	6	6	5	-1	-16.7	2.4
Total Employers 100+ ees	43	43	48	5	11.6	
Total	6018	5,936	5,883	-53	-0.9	-0.5
Source: Statistics Canada, Canadian Business Patterns						

Number of Employers Leeds & Grenville

Comments:

- Total number of employers **decreased 0.9% or -53 from June 2011 to June 2012 from 5936 to 5883**. From December 2010 to June 2012 there was a decrease in the total number of employers 6018 to 5883 or -2.2%.
- **Continued loss of small businesses under 100 employees** (135 since December 2010) – mainly in industries reporting no employees
- Significant decrease in the number of employers with 5-9 employees (-24) and with 20-49 employees (-13)
- Increase in employment of businesses with 50-99 employees (6)
- Stable employment in businesses with over 100 employees – growth in businesses with 100-199 employees (+4)

Number of Employees (Businesses under 100ees)

NAICS	2011	2012	Absolute Change	Percent Change (%)
11 - Agriculture, Forestry, Fishing & Hunting	813	899	86	10.5%
21 - Mining, Quarrying, & Oil & Gas Extraction	N/A	N/A	#VALUE!	#VALUE!
22 - Utilities	69	68	-1	-1.4%
23 - Construction	2,856	2,936	80	2.8%
31-33 - Manufacturing	1,566	1,636	70	4.5%
41 - Wholesale Trade	472	527	55	11.6%
44-45 - Retail Trade	1,765	1,965	200	11.3%
48-49 - Transportation	1,125	1,129	4	0.4%
51 - Information and Cultural Industries	224	165	-59	-26.3%
52 - Finance & Insurance	1,434	1,434	0	0.0%
53 - Real Estate & Rental and Leasing	645	644	-1	-0.2%
54 - Professional, Scientific and Technical Ser.	1,526	1,503	-22	-1.4%
55 - Management of Companies and Enterprises	167	171	4	2.4%
56 - Admin & Support, Waste Man & Remediation	N/A	N/A	#VALUE!	#VALUE!
62 Health Care & Social Services	2,275	2,235	-40	-1.8%
71 - Arts, Entertainment & Recreation	536	488	-48	-9.0%
72 - Accommodation & Food Services	3,606	3,564	-42	-1.2%
81 - Other Services (except public admin)	1,067	1,190	123	11.5%
91 - Public Administration	N/A	N/A	#VALUE!	#VALUE!
Total	20,300	20,709	409	2.0%

Number of Employees (Businesses under 100ees)

Comments

- Total number of employees increased by 409 from June 2011 to June 2012 (20300 to 20709 - numbers may vary due to rounding)
- **Significant Increases in Employment:**
 - Retail Trade: 200
 - Other Services: 123
 - Construction: 80
 - Manufacturing 70
 - Wholesale Trade 55

Number of Employees (Businesses under 100ees)

Comments

- **Significant Decreases:**
 - Information & Cultural Industries -59
 - Arts, Entertainment & Recreation: -48
 - Accom. & Food Services: -42
 - Health Care & Social Services: -40
 - Professional, Scientific, & Tech -22

POPULATION CHANGES

POPULATION DYNAMICS

- Population growth drives the labour supply in a region, therefore, it is important to identify population trends over time. A growing population suggests an increased labour supply and higher training needs.
- A slowing and/or declining population growth suggests a limited labour supply and training should be focused on existing supply. It may also indicate a greater need to increase migration to the area.
- Ultimately it is important that the supply of the labour force is adequate to address the employment demands of the employers in the area to ensure a thriving and vibrant economy.

POPULATION CHANGES

GEOGRAPHY	2001	2006	2011	Population Change 2006-2011 (%)
Frontenac County	138,606	143,865	149,738	4.1
Leeds & Grenville Counties	96,606	99,206	99,306	0.1
Loyalist Township	14,590	15,062	16,221	7.7
1000 Islands Region (TOTAL)	249,802	258,133	265,265	2.8
ONTARIO	11,410,046	12,160,282	12,851,821	5.7

Population Growth

Source: Statistics Canada, 2011 Census

POPULATION CHANGES

Population Growth - Comments

- The population for the 1000 Islands Region grew by 2.8% from 2006-2011, which is less than half of the national growth of 5.9% and Ontario's growth of 5.7%.
- The population in Frontenac County grew by 4.1 %, **while the counties of Leeds & Grenville experienced a minimum growth of 0.1%.** Loyalist Township, which is included in the boundaries of the 1000 Islands Region experienced a significant growth of population at 7.7%.

FACTORS OF POPULATION GROWTH

It is not sufficient to know whether or not the area is experiencing population growth. It is also necessary to understand the factors of this population growth/decline.

Factors of Population Growth from July 2010 to June 2011*

	July 2010 to June 2011					
	Natural Increase	Net International Migration	Net Interprovincial Migration	Net Intraprovincial Migration	Total Net Migration	TOTAL GROWTH
Kingston CMA	67	203	408	750	1361	1428
Frontenac	77	213	415	605	1233	1310
Leeds & Grenville	-193	-11	109	619	717	524
Ontario	48859	98644	-2298	0	96346	145205

FACTORS OF POPULATION GROWTH

	July 2009 to June 2010					
	Natural Increase	Net International Migration	Net Interprovincial Migration	Net Intraprovincial Migration	Total Net Migration	TOTAL GROWTH
Kingston CMA	54	210	565	745	1520	1574
Frontenac	80	194	510	833	1537	1617
Leeds & Grenville	-211	32	27	125	184	-27
Ontario	46924	106118	-7275	0	98843	145767

Table 2B: Factors of Population Growth from July 2009 to June 2010*

*Annual Population Estimates: Sub-provincial Area 2005-2010, Statistics Canada – Catalogue No. 91-214-X, February 2011

FACTORS OF POPULATION GROWTH

Leeds & Grenville

- The counties of Leeds & Grenville had an estimated population growth in the year ending June 2011 of 524 but this was solely attributed to significant net-migration from within Ontario and to a lesser extent from other provinces in Canada. This is an improved estimate from the previous year which showed this area having a decline in population of -27.
- Over both years, there has been a negative growth of natural factors, that is there are more deaths than births. And although there was little population growth attributed to international migration in 2009/10, there was a net loss of -11 in 2010/11. This region is solely reliant on external factors in increasing its population and labour supply. It needs to continue to focus on attracting more migrants to the area from not only Ontario and the rest of the country but internationally as well.

POPULATION BY AGE

	Leeds & Grenville – 2011 CENSUS				ONTARIO
AGE COHORT	TOTAL	MALE	FEMALE	DISTRIBUTION (%)	DISTRIBUTION (%)
Total Population by Age Group	99,305	48,465	50,840	100.0	100.0
0 to 4 years	4,355	2,195	2,165	4.4%	5.5%
5 to 9 years	4,815	2,470	2,340	4.8%	5.5%
10 to 14 years	5,720	2,925	2,795	5.8%	5.9%
15 to 19 years	6,495	3,410	3,090	6.5%	6.7%
20 to 24 years	4,965	2,580	2,380	5.0%	6.6%
25 to 29 years	4,220	2,080	2,135	4.2%	6.3%
30 to 34 years	4,515	2,210	2,305	4.5%	6.2%
35 to 39 years	5,500	2,610	2,885	5.5%	6.6%
40 to 44 years	6,515	3,165	3,345	6.6%	7.2%
45 to 49 years	8,260	4,015	4,245	8.3%	8.2%
50 to 54 years	8,515	4,205	4,315	8.6%	7.8%
55 to 59 years	8,130	3,930	4,200	8.2%	6.7%
60 to 64 years	7,825	3,790	4,030	7.9%	6.0%
65 to 69 years	6,185	3,130	3,055	6.2%	4.4%
70 to 74 years	4,550	2,220	2,325	4.6%	3.4%
75 to 79 years	3,605	1,645	1,955	3.6%	2.8%
80 to 84 years	2,670	1,115	1,550	2.7%	2.1%
85 years and over	2,485	770	1,715	2.5%	1.9%
Median age of the population	46.7	45.8	47.4		40.4
% of the population aged 15 and over	85	84.3	85.7		83.0

POPULATION BY AGE

Relative to the province as a whole, the Region has a lower percentage distribution in the key income earning age groups from 20 – 49 cohorts at 39.6% locally vs. 41.1% provincially. In the age cohorts older than 45-49 years (*i.e.* 50+), the situation is reversed, with the area having a significant higher percentage of its total population in these older age cohorts relative to Ontario as a whole at 44.3% and 35.1% respectively.

The median age of the population of the counties of Leeds & Grenville is significantly higher than that of Ontario **at 46.7% vs 40.4%.**

POPULATION BY AGE

These differences in percentage distribution of the local population, relative to that of the Province as a whole, primarily reflect regional economic differences, **with younger income earners tending to migrate to regions of greater economic activity, while older workers and retirees are more likely to settle locally.**

The relatively lower regional percentages of the youngest cohorts (0-4 years, 5-9 years, and 10-14 years) at 16.5% vs 23.6 for Ontario reflect the lower percentages of the key earning cohorts (20-49 years) noted above, **as these are the parents of this segment of the population.**

MIGRATION

Migration is often a good indicator of how a local labour market is doing. High in-migration suggests greater employment opportunities, while high out-migration suggests a limited work supply, forcing residents to seek out of region employment

Migration – Leeds & Grenville 2006 – 2011

Age Group	In-migrants	Out-migrants	Net-migrants
0-17	4,225	3,347	878
18-24	2,079	3,491	-1,412
25-44	6,458	6,076	382
45-64	5,006	3,305	1,701
65+	1,771	1,655	116
Total	19,539	17,874	1,665

Source: Statistics Canada, Taxfiler

MIGRATION

Leeds and Grenville

- Although reporting a net increase of migrants, had a significant loss in migrants in the prime working age group of 18 – 44, specifically in the younger group of 18-24.
- This indicates a limited supply of labour and youth seeking employment outside the area. This is very much a concern, particularly in sectors that traditionally look to youth to fill seasonal employment opportunities such as in the tourism operations.

CHALLENGES

- Maintaining and increasing number of employers and employment in small-medium sized businesses - **Job Creation**
- Ensuring an adequate **supply of skilled labour** is available to meet the demands of employers from new employment opportunities and from attrition and turnover - **Migration**
- Retaining and attracting youth to the area - **Job Creation**

DISCUSSION QUESTIONS

In the candid discussions later today we are going to talk about these and other labour market challenges and issues in the counties of Leeds and Grenville.

Questions to Be Addressed Include:

1. Will we have the supply of labour to fill the employment needs of employers in the future?
2. What skills are you needing for the future?
3. How many people are retiring? Who will replace them?
4. Etc.

CONTACT INFORMATION

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