# LOCAL WORKFORCE INSIGHTS - MONTHLY

presented by Sasha Bogdanovic

January 22, 2025

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# CityViz Data Platform

## Website widgets

- Embeddable website widgets are collections of interactive charts, or maps that are positioned strategically across your website.

## Data Portal

- Central data portal with vast amount of data & advanced functionalities (report generation, …

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www.cityviz.ca

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# CityViz Architecture

data portal

website widgets

Data updated automatically & maintained by CityViz

All data stored on servers in Canada

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## CityViz Data Sources

Statistics Canada

Provincial open data

Regional & municipal open data

CMHC

3rd party data sources
(Spacelist, Telus, Moneris)

Custom data
(building permits, business licences)

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# Overview & Objectives

- Review existing data sources.
- Showcase the new monthly local workforce data.
- Explore benefits, use cases, and key differences.

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# Data for Workforce Development

- Improve Responsiveness to Economic Shifts
- Identify Skills Gaps and Training Needs
- Monitor Economic Health and Trends
- Shape Targeted Policy and Funding
- Support Business and Investment Decisions

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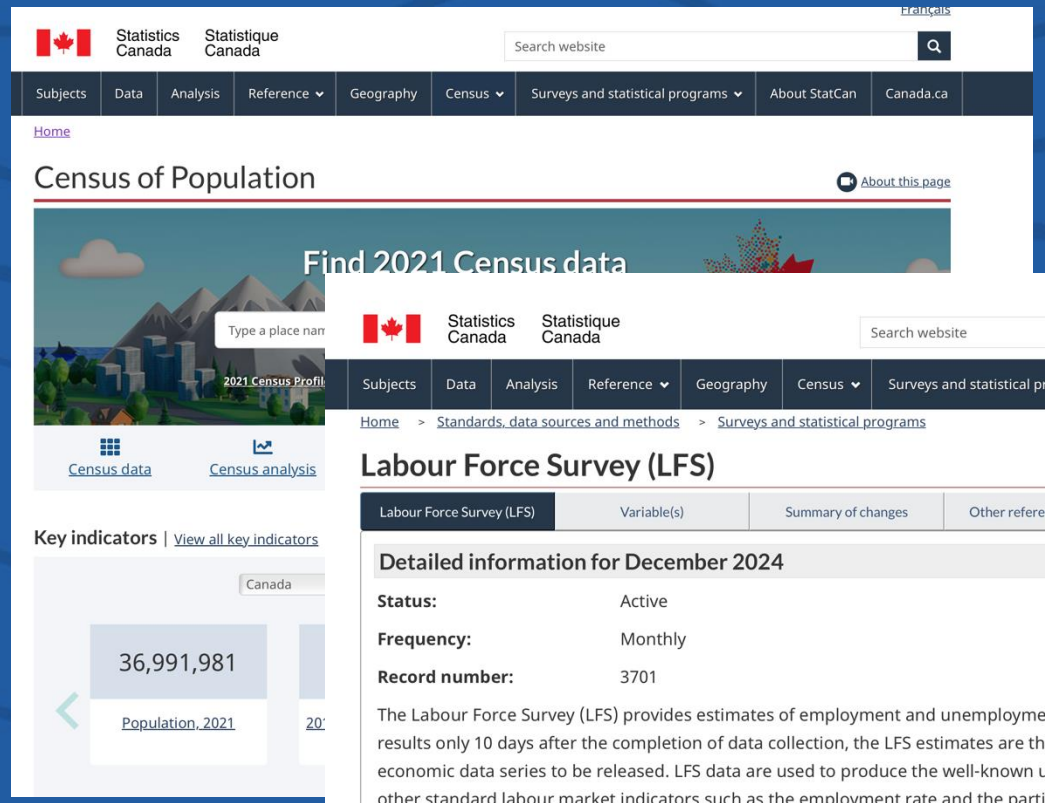
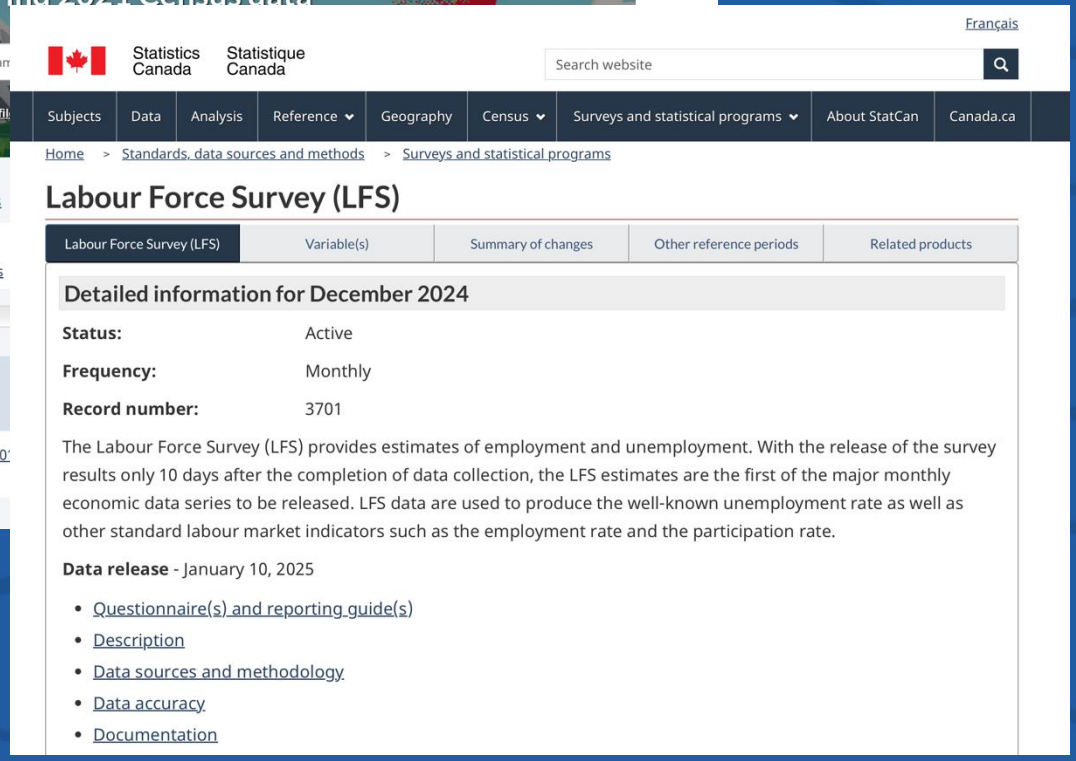
# Data for Workforce Development

- **Statistics Canada Labour Force Survey (LFS)**
- **Census workforce-related data**

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# Limitations

- Census data every five years.

- LFS data at Economic Region level, masking local trends.

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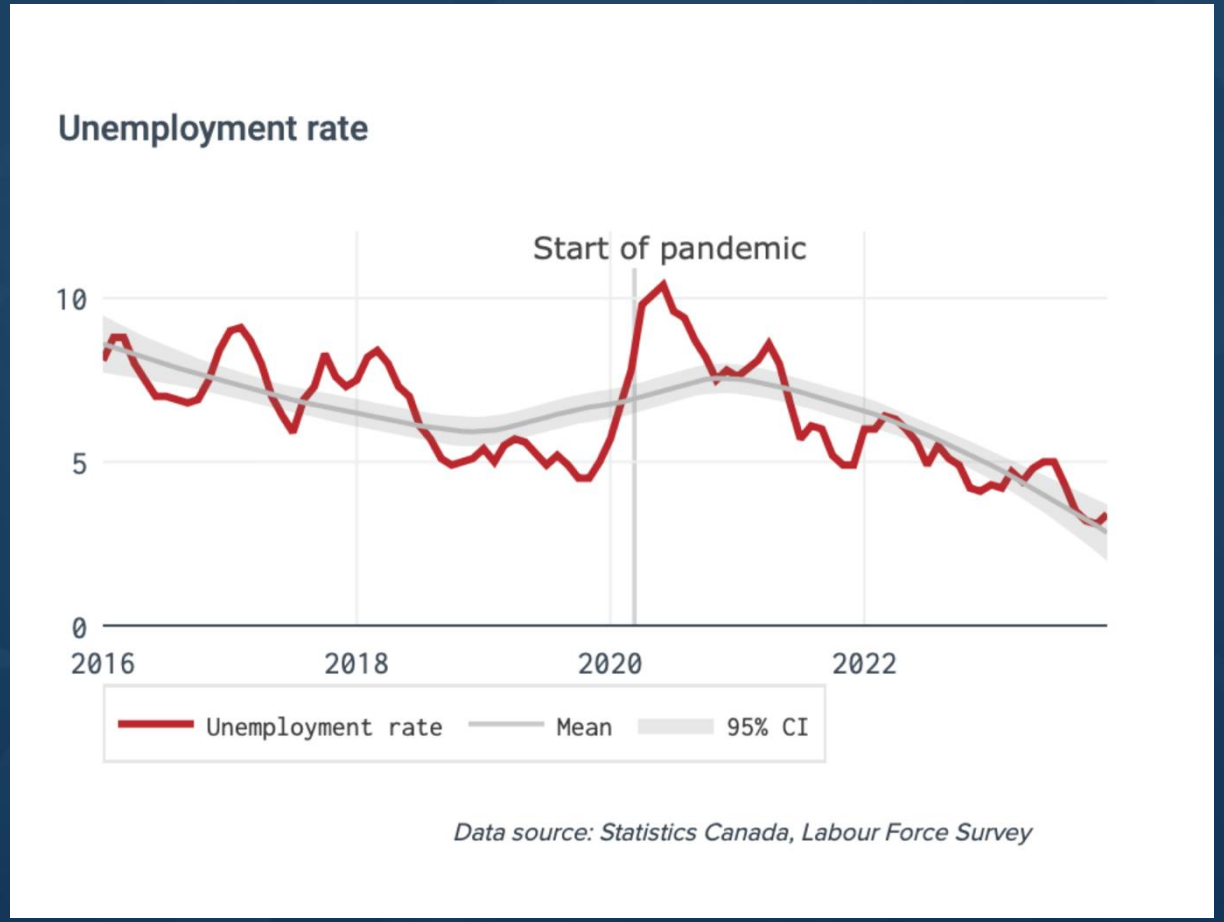
# Pandemic rollercoaster

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# Economic Regions vast area

- Banff-Jasper-Rocky Mountain House and Athabasca-Grande Prairie-Peace River

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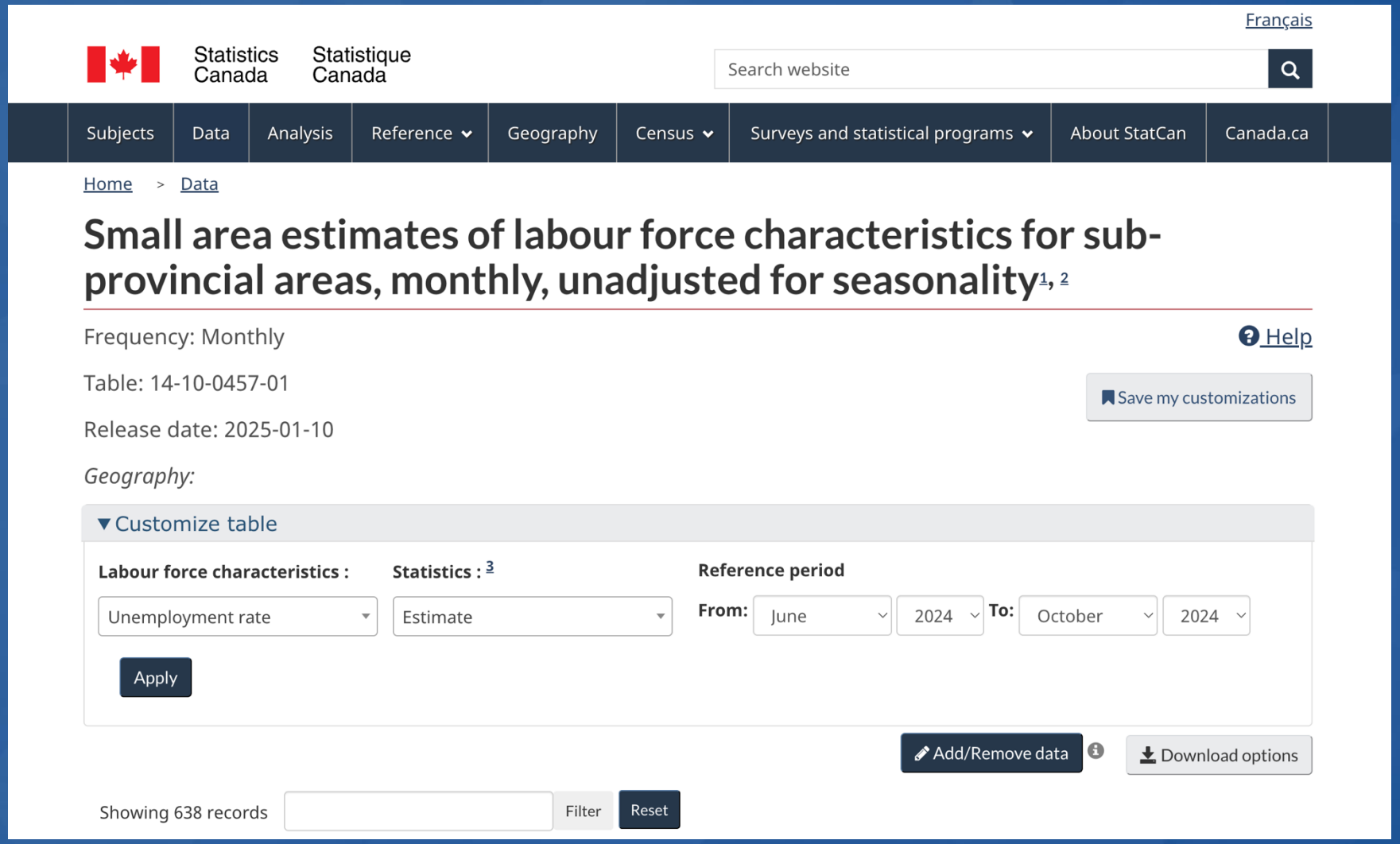
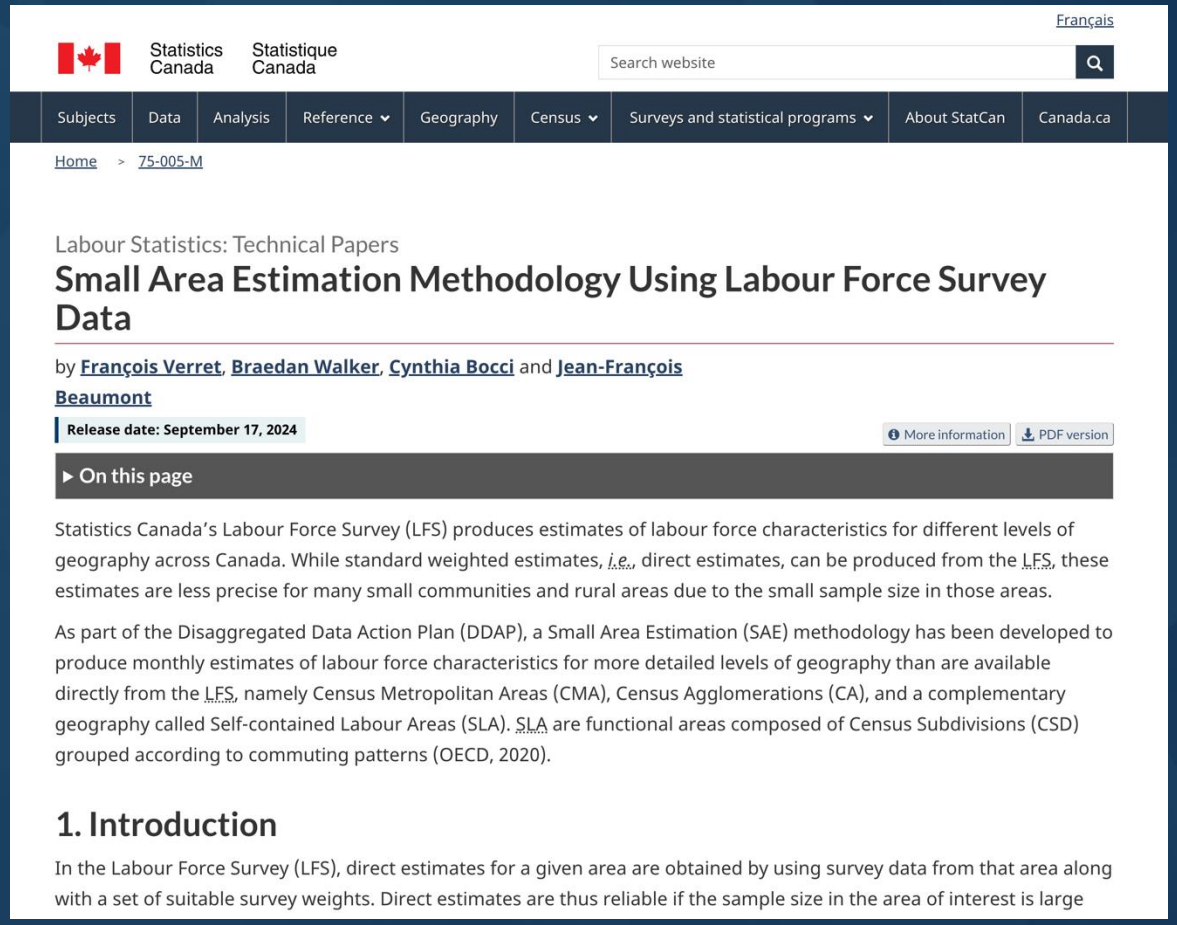
# Data




https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410045701

# Methodology



Français

Statistics Canada | Statistique Canada

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Labour Statistics: Technical Papers

## Small Area Estimation Methodology Using Labour Force Survey Data

by François Verret, Braedan Walker, Cynthia Bocci and Jean-François Beaumont

**Release date: September 17, 2024**

More information | PDF version

▸ On this page

Statistics Canada's Labour Force Survey (LFS) produces estimates of labour force characteristics for different levels of geography across Canada. While standard weighted estimates, *i.e.*, direct estimates, can be produced from the LFS, these estimates are less precise for many small communities and rural areas due to the small sample size in those areas.

As part of the Disaggregated Data Action Plan (DDAP), a Small Area Estimation (SAE) methodology has been developed to produce monthly estimates of labour force characteristics for more detailed levels of geography than are available directly from the LFS, namely Census Metropolitan Areas (CMA), Census Agglomerations (CA), and a complementary geography called Self-contained Labour Areas (SLA). SLA are functional areas composed of Census Subdivisions (CSD) grouped according to commuting patterns (OECD, 2020).

### 1. Introduction

In the Labour Force Survey (LFS), direct estimates for a given area are obtained by using survey data from that area along with a set of suitable survey weights. Direct estimates are thus reliable if the sample size in the area of interest is large

https://www150.statcan.gc.ca/n1/pub/75-005-m/75-005-m2024003-eng.htm

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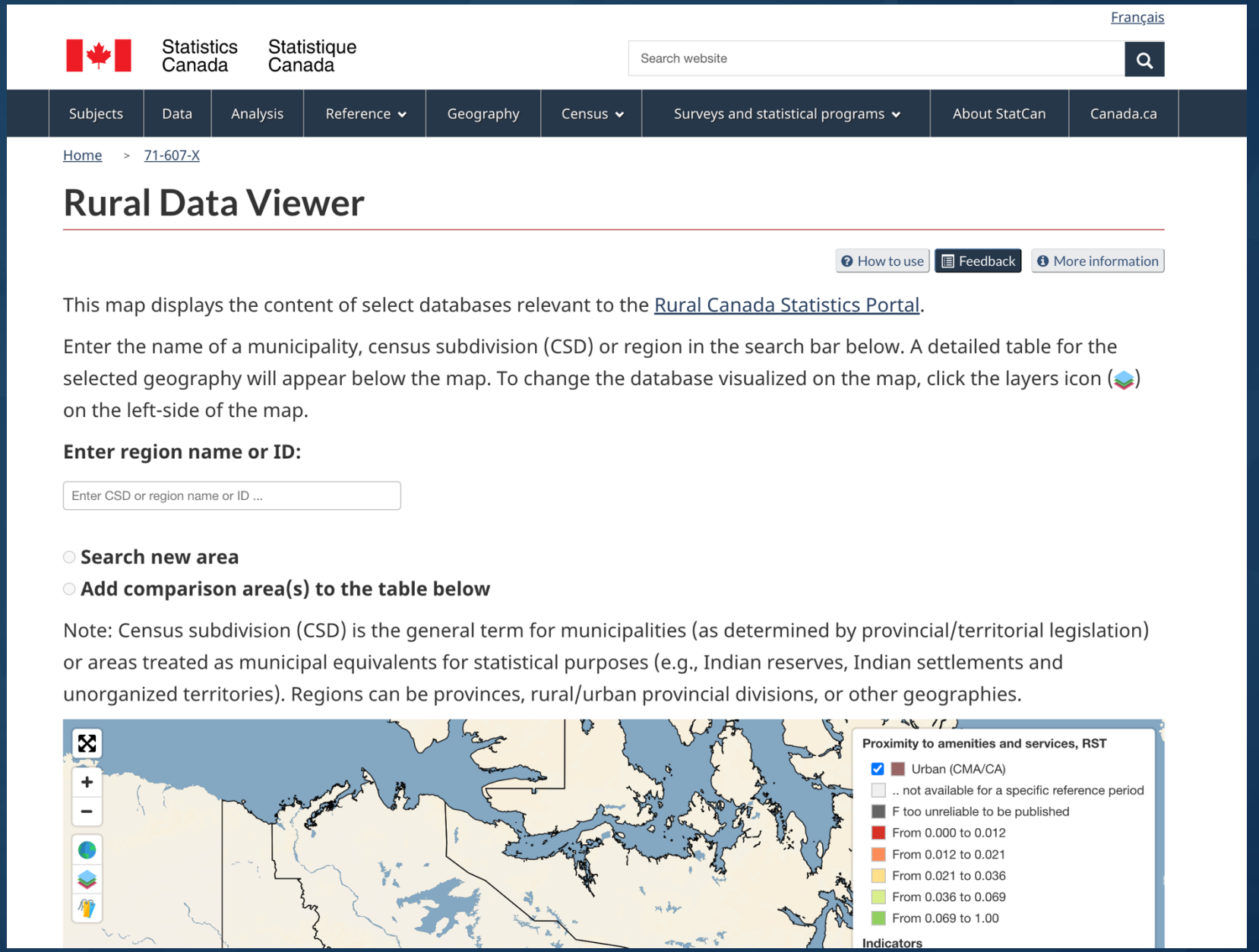
# Rural Data Viewer

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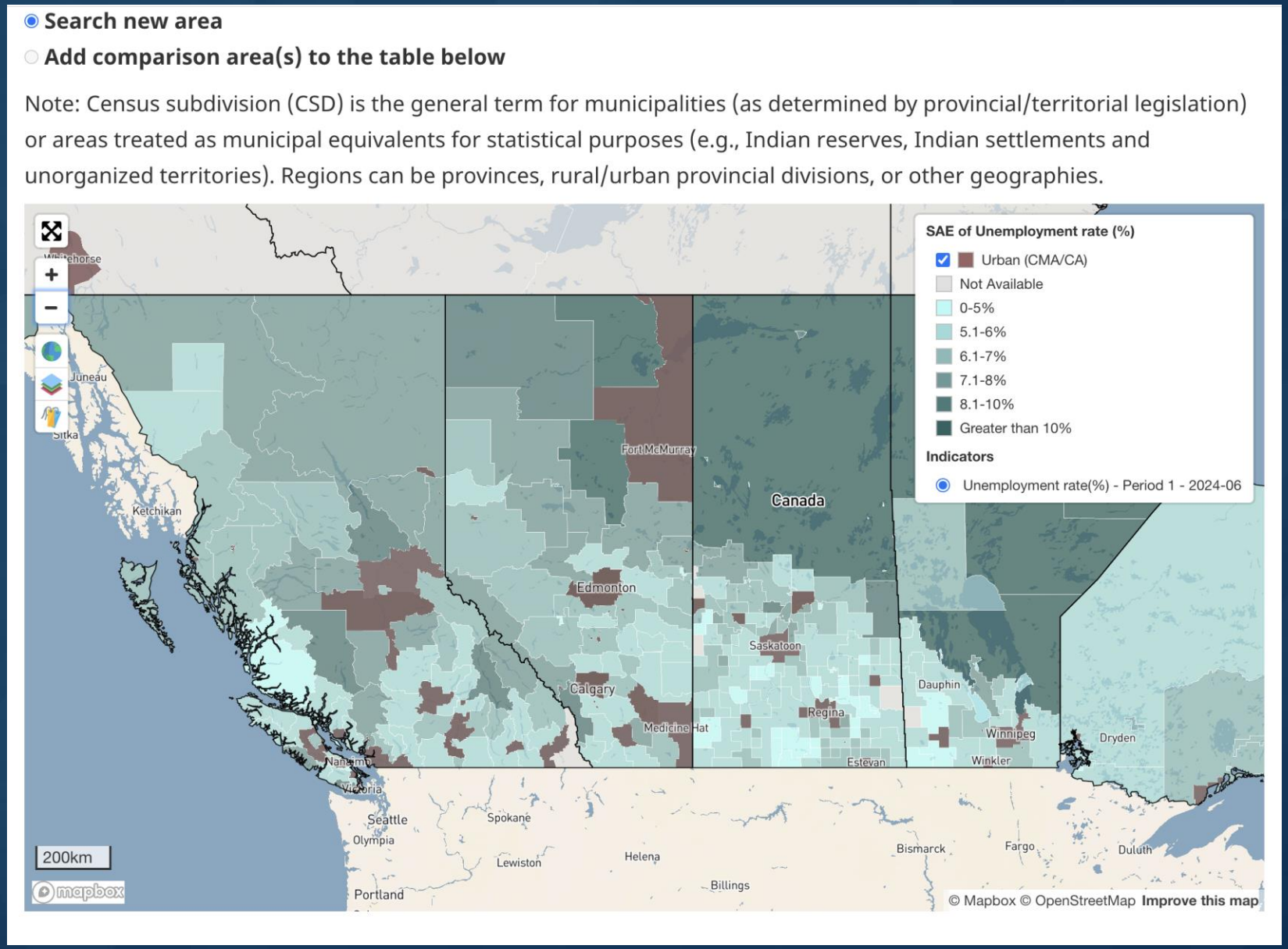
# Rural Data Viewer




https://www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2021023-eng.htm

# The CityViz way

- Updated automatically
- Visualized using charts and maps
- Downloadable in PDF, Word, and PowerPoint

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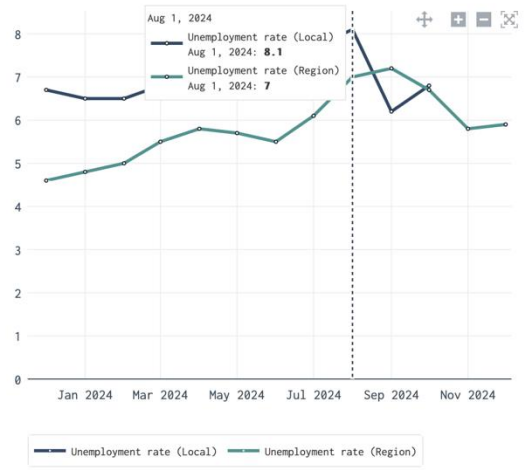
# Local Workforce Insights

## UNEMPLOYMENT RATE: REGIONAL VS LOCAL PATTERNS

The unemployment rate correlation of 0.26 shows a weak relationship. This points to distinct local unemployment dynamics, indicating that local unemployment follows its own distinct pattern.

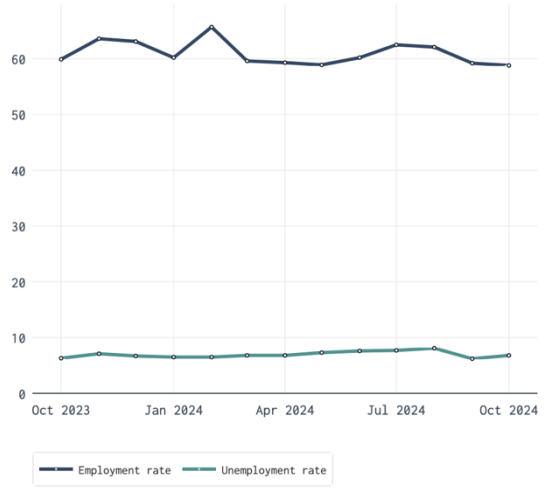



## EMPLOYMENT RATE DYNAMICS

The employment rate reached 58.8% in October 2024. This represents a decline of 0.4 percentage points from September (59.2%). Year-over-year, the rate decreased by 1.1 percentage points from 59.9%.

## UNEMPLOYMENT RATE TRENDS

The unemployment rate was 6.8% in October 2024, up 0.6 percentage points from September. Compared to October last year (6.3%), the rate has increased by 0.5 percentage points.




## KEY LOCAL LABOUR MARKET INSIGHTS

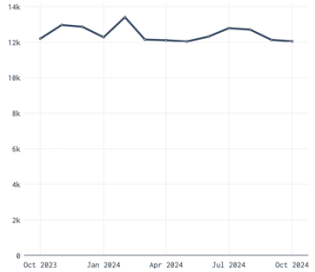
Total local employment reached 12,040 in October 2024, it showed a decline of 80 jobs from September and contracted by 150 jobs year-over-year.

The local employment rate is 58.8%. It decreased of 0.4 percentage points from September and fell by 1.1 percentage points from same month last year.

Local unemployment rate reached 6.8%. It rose by 0.6 percentage points month-over-month, and grew by 0.5 percentage points year-over-year.

## EMPLOYMENT TRENDS

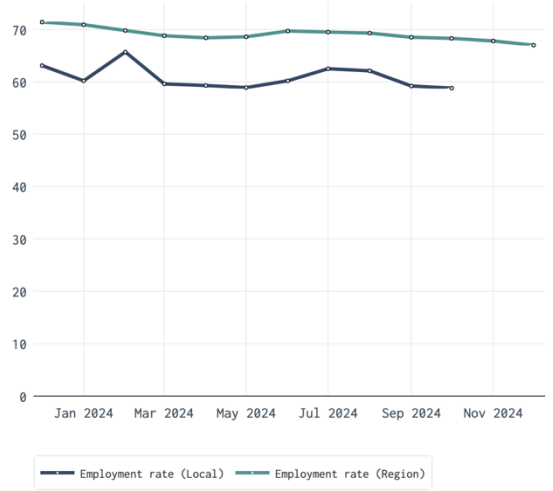
Total employment in October 2024 was 12,040, showing a steady decrease of 80. versus October, employment levels contracted by 150, showing strain.




EMPLOYMENT RATE DYNAMICS

## EMPLOYMENT RATE: REGIONAL VS LOCAL PATTERNS

Employment rates show a moderate correlation (0.57) between regional and local levels. This shows moderate similarity in workforce engagement, suggesting that there are some shared labor market influences.

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# Regional Workforce Insights

## REGIONAL WORKFORCE INSIGHTS

### KEY INSIGHTS

**Employment** decreased by 700 jobs from the previous month and decreased by 2,600 jobs compared to the same month last year.

**Full-time Employment** decreased by 100 jobs from the previous month and decreased by 3,700 jobs year-over-year.

**Part-time Employment** decreased by 600 jobs from the previous month and increased by 1,200 jobs year-over-year.

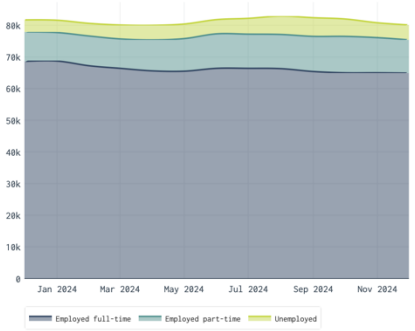
**Unemployment** remained unchanged at 0 people from the previous month and increased by 900 compared to the same month last year.

### WORKFORCE COMPOSITION BY STATUS

In the most recent month, **Full-time Employment** decreased by 100 jobs from last month and decreased by 3,700 jobs compared to the same month last year.

**Part-time Employment** decreased by 600 jobs from last month and increased by 1,200 jobs year-over-year.

The number of **Unemployed** individuals remained unchanged at 0 from the previous month and increased by 900 compared to last year.

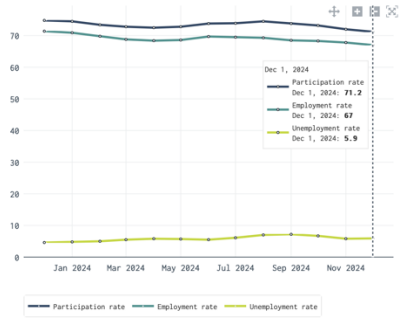



### EMPLOYMENT, UNEMPLOYMENT, AND PARTICIPATION RATE

The **Employment Rate** decreased by 4.4 percentage points year-over-year.

The **Unemployment Rate** increased by 1.3 percentage points from a year ago.

The **Participation Rate** decreased by 3.6 percentage points year-over-year.



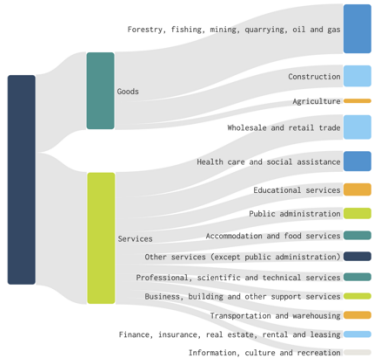

### TOP 3 INDUSTRIES IN GOODS SECTOR

- **Forestry, fishing, mining, quarrying, oil and gas** : 17,600 workers.
- **Construction** : 7,900 workers.
- **Agriculture** : 1,900 workers.

The Goods sector is mainly driven by industries such as Construction, Manufacturing, and Agriculture, which together account for a substantial share of the workforce.

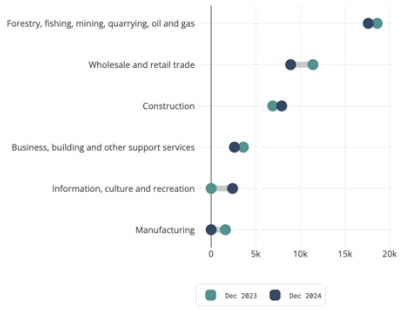
### TOP 3 INDUSTRIES IN SERVICES SECTOR

- **Wholesale and retail trade** : 8,900 workers.
- **Health care and social assistance** : 7,400 workers.
- **Educational services** : 4,800 workers.



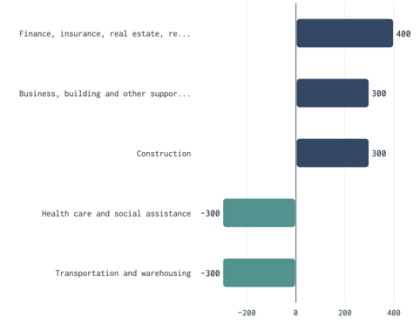

### TOP 5 INDUSTRIES BY CHANGE FROM SAME MONTH LAST YEAR

- **Wholesale and retail trade** : Change of 2,500 workers ( decreased by 21.93 %).
- **Information, culture and recreation** : Change of 2,400 workers ( increased by Inf %).
- **Manufacturing** : Change of 1,600 workers ( decreased by 100 %).
- **Construction** : Change of 1,000 workers ( increased by 14.49 %).
- **Business, building and other support services** : Change of 1,000 workers ( decreased by 27.78 %).
- **Forestry, fishing, mining, quarrying, oil and gas** : Change of 1,000 workers ( decreased by 5.38 %).




### TOP 5 INDUSTRIES BY CHANGE FROM PREVIOUS MONTH

- **Finance, insurance, real estate, rental and leasing** : Change of 400 workers ( increased by 17.39 %).
- **Construction** : Change of 300 workers ( increased by 3.95 %).
- **Transportation and warehousing** : Change of 300 workers ( decreased by 8.82 %).
- **Business, building and other support services** : Change of 300 workers ( increased by 13.04 %).
- **Health care and social assistance** : Change of 300 workers ( decreased by 3.9 %).

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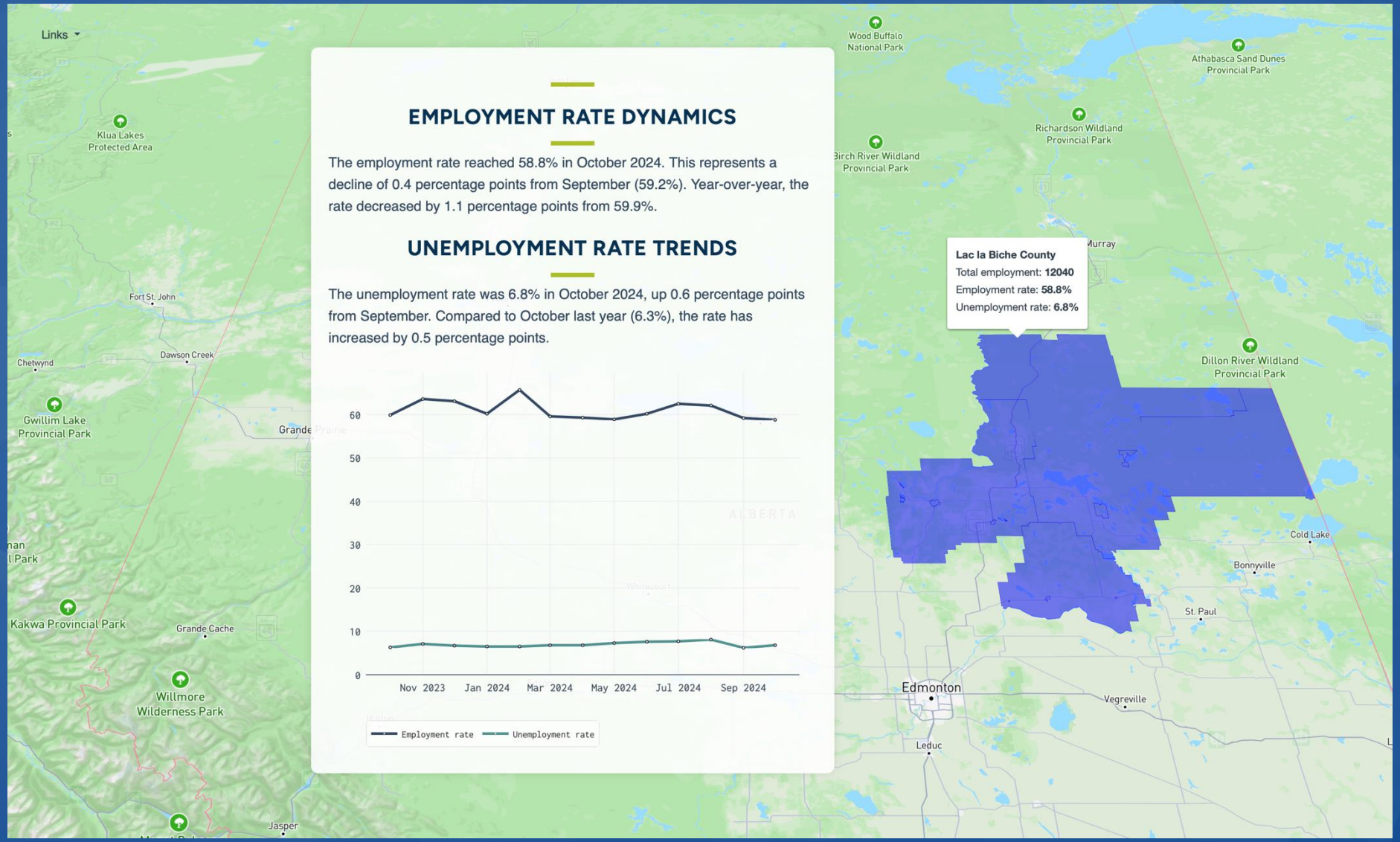
# Workforce Insights – Map View

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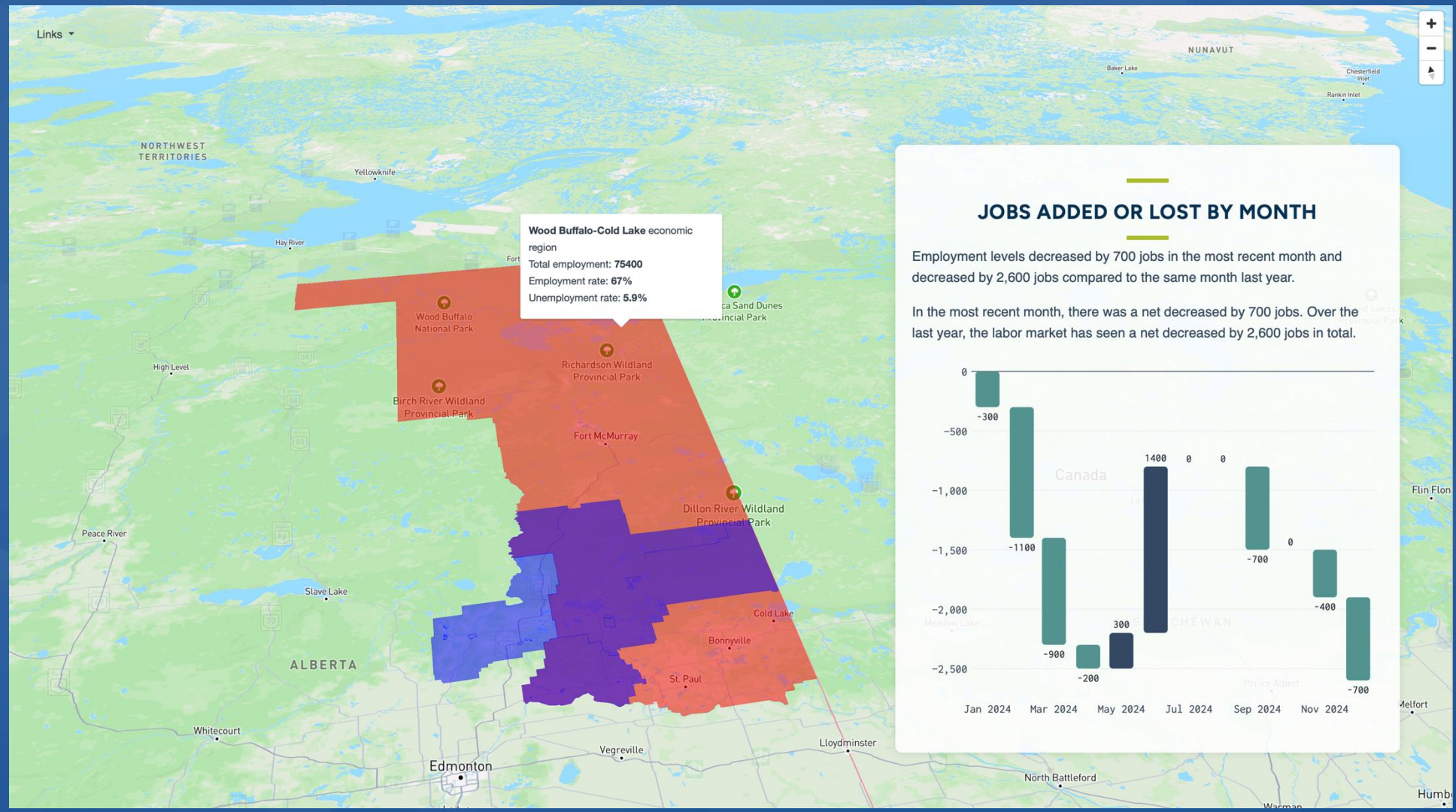


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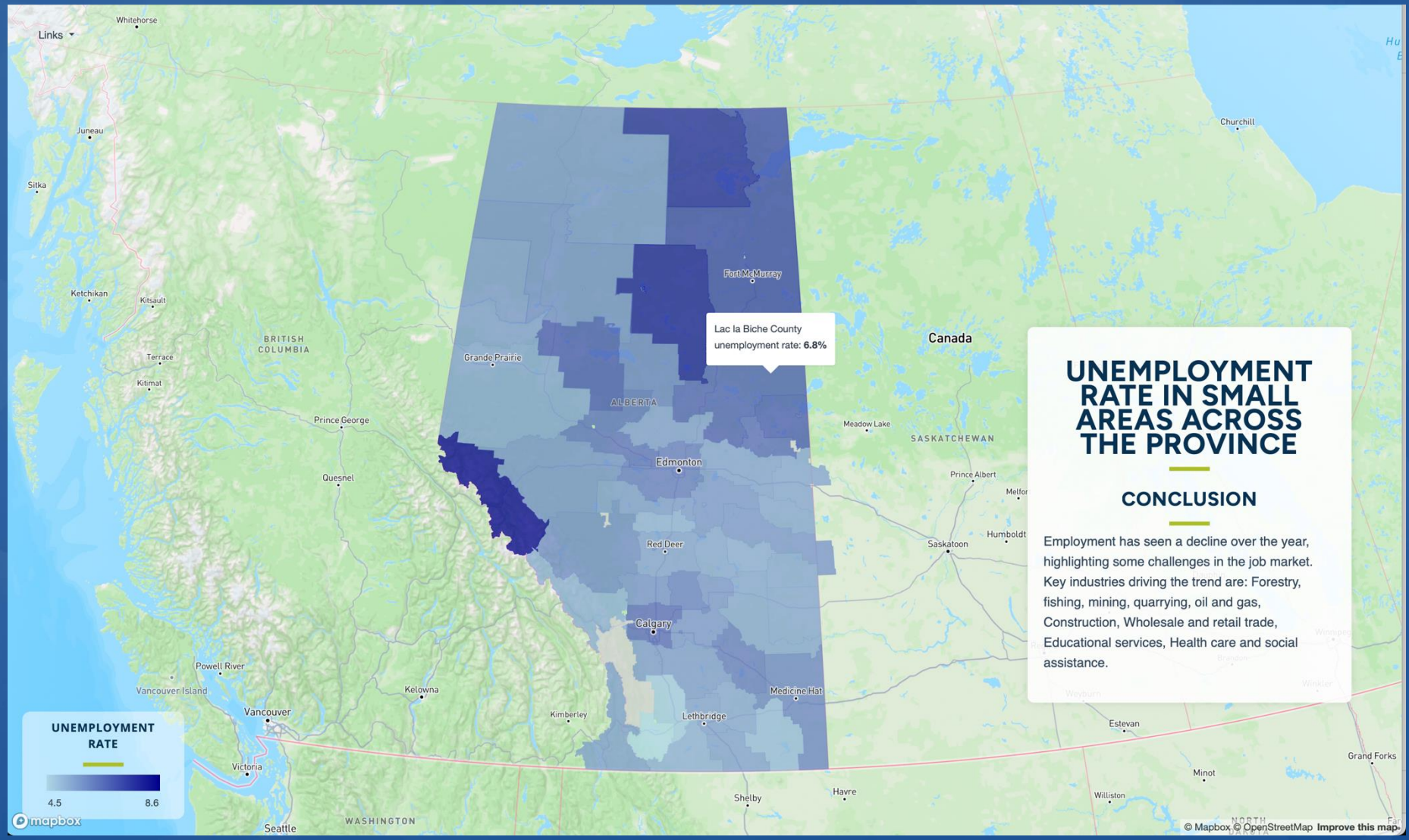


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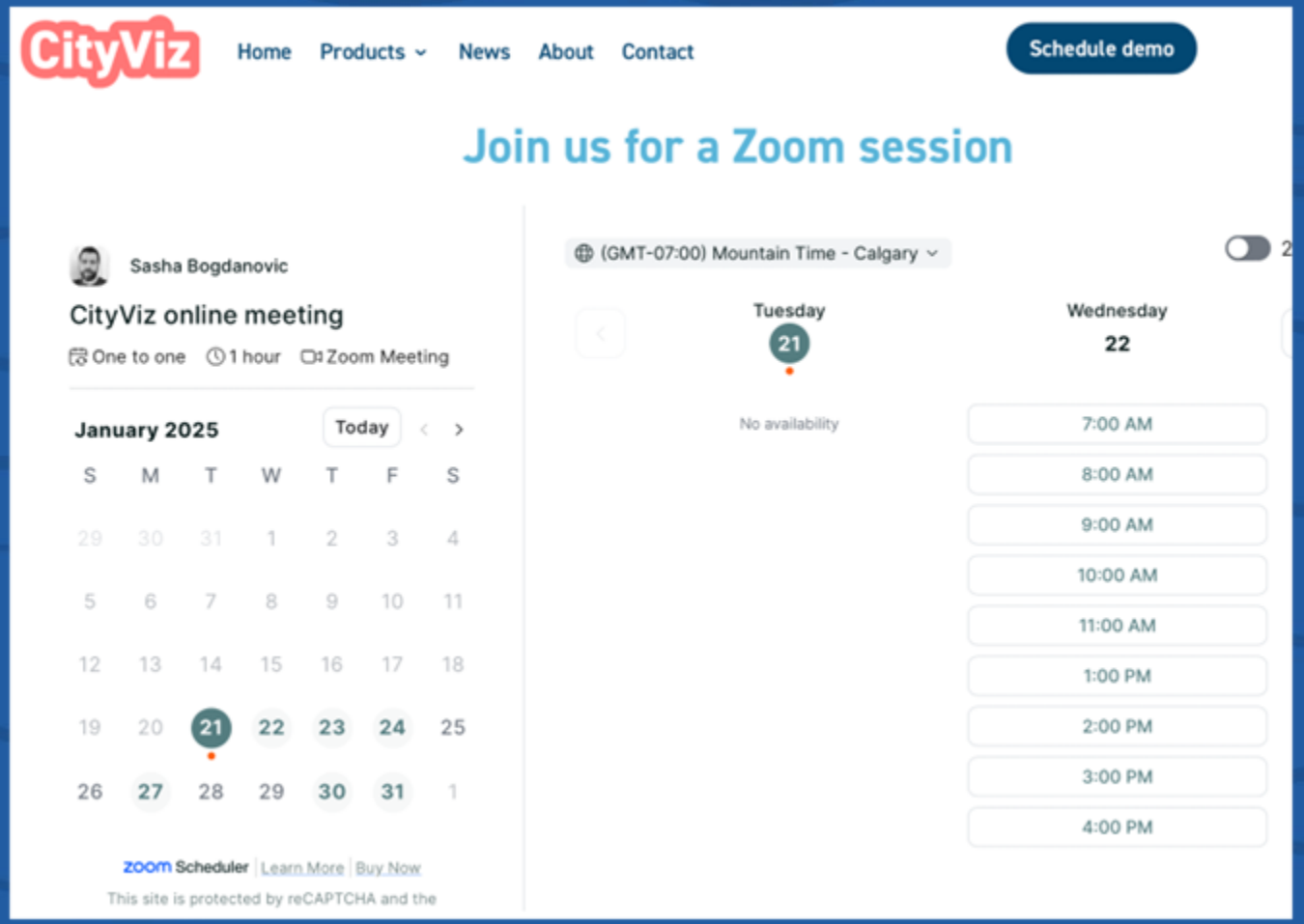


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