

LOCAL WORKFORCE INSIGHTS

MONTHLY

presented by Sasha Bogdanovic

February 19, 2025





DATA PLATFORM FOR ECONOMIC DEVELOPMENT



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)



CityViz Architecture

data portal



website widgets



Data updated automatically & maintained by CityViz



All data stored on servers in Canada

www.cityviz.ca/demo

WHY

ECONOMIC DEVELOPMENT PROFESSIONALS

LOVE

CityViz

CityViz Data Platform

Website widgets

Thematic collections of interactive charts and maps. Use cases:

- ✓ Investment & talent attraction
- ✓ Logistics & transportation options showcase
- ✓ Market research & business landscape

Data Portal

Central data hub & productivity tools.

Use cases:

- ✓ Business supports
- ✓ Customizable Council presentations (PowerPoint) and investor packages (PDF)
- ✓ Data support for grant applications
- ✓ Adding custom data





Customizable: they are adding custom data, maps, and content



Simplified data collection & real-time data updates



Accessing their visualizations in a single hub, where they can easily create and download reports



Constant improvements, always getting more value

Overview & Objectives

- Review existing data sources
- Showcase the new monthly local workforce data
- Comparison to Economic Region
- Benchmarking with other areas across BC

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



Data for Workforce Development

- Statistics Canada Labour Force Survey (LFS)

- Census workforce-related data

The screenshot shows the Statistics Canada website interface. At the top, there is a search bar and navigation links for 'Subjects', 'Data', 'Analysis', 'Reference', 'Geography', 'Census', 'Surveys and statistical programs', 'About StatCan', and 'Canada.ca'. The main content area is titled 'Census of Population' and 'Find 2021 Census data'. Below this, there is a section for 'Labour Force Survey (LFS)' with a detailed information table for December 2024.

Labour Force Survey (LFS)	Variable(s)	Summary of changes	Other reference periods	Related products
Detailed information for December 2024				
Status:	Active			
Frequency:	Monthly			
Record number:	3701			

The Labour Force Survey (LFS) provides estimates of employment and unemployment. With the release of the survey results only 10 days after the completion of data collection, the LFS estimates are the first of the major monthly economic data series to be released. LFS data are used to produce the well-known unemployment rate as well as other standard labour market indicators such as the employment rate and the participation rate.

Data release - January 10, 2025

- [Questionnaire\(s\) and reporting guide\(s\)](#)
- [Description](#)
- [Data sources and methodology](#)
- [Data accuracy](#)
- [Documentation](#)

Strengths of data sources

Labour Force Survey

- Monthly and annual
- Detailed breakdowns by:
 - Industry (NAICS)
 - Occupation (NOC)
 - Age group
 - Gender

Census

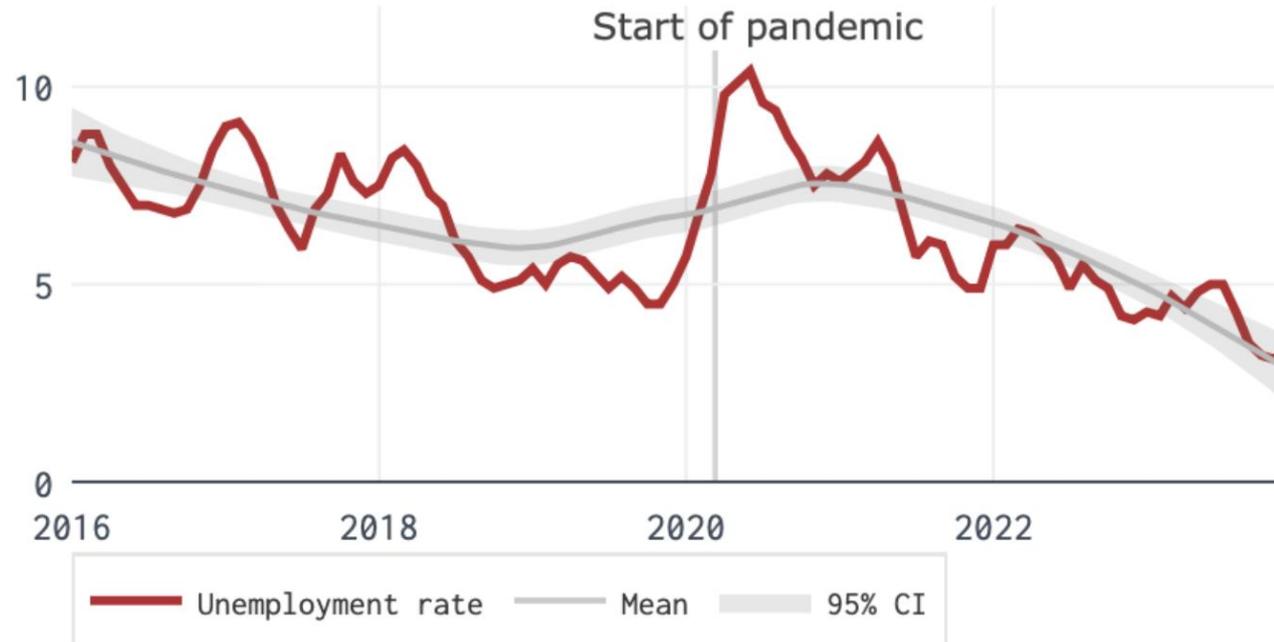
- Comprehensive and detailed
- Cross-tabulations linking to other dimensions like income, ethnicity,

Limitations

- **Census data every five years**
- **LFS data at Economic Region and CMA level, masking local trends**
- **LFS suppression of data at high granularity**

Pandemic rollercoaster

Unemployment rate



Data source: Statistics Canada, Labour Force Survey

Economic Regions vast area

100 km

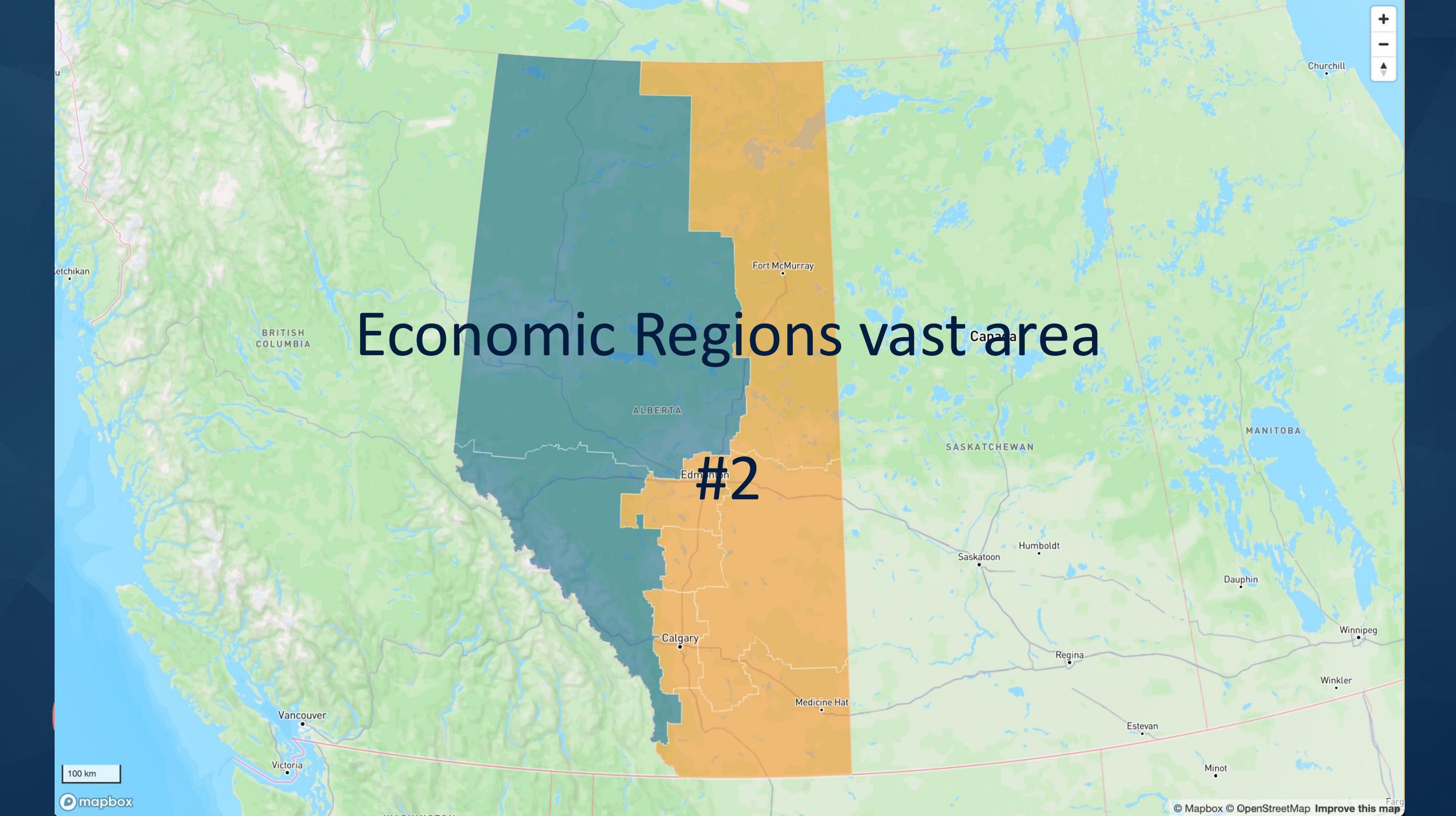
Economic Regions vast area examples

- Some LFS data points for sparsely populated economic regions gets occasionally suppressed
- In Alberta, two economic regions are combined:
 - **Banff-Jasper-Rocky Mountain House**
 - **Athabasca-Grande Prairie-Peace River**

Economic Regions vast area

#2

100 km





CityViz

Data



Statistics Canada / Statistique Canada

Search website

Subjects | Data | Analysis | Reference | Geography | Census | Surveys and statistical programs | About StatCan | Canada.ca

Home > Data

Small area estimates of labour force characteristics for sub-provincial areas, monthly, unadjusted for seasonality^{1, 2}

Frequency: Monthly [Help](#)

Table: 14-10-0457-01 [Save my customizations](#)

Release date: 2025-01-10

Geography:

▼ Customize table

Labour force characteristics : Unemployment rate

Statistics : ³ Estimate

Reference period

From: June 2024 To: October 2024

[Apply](#)

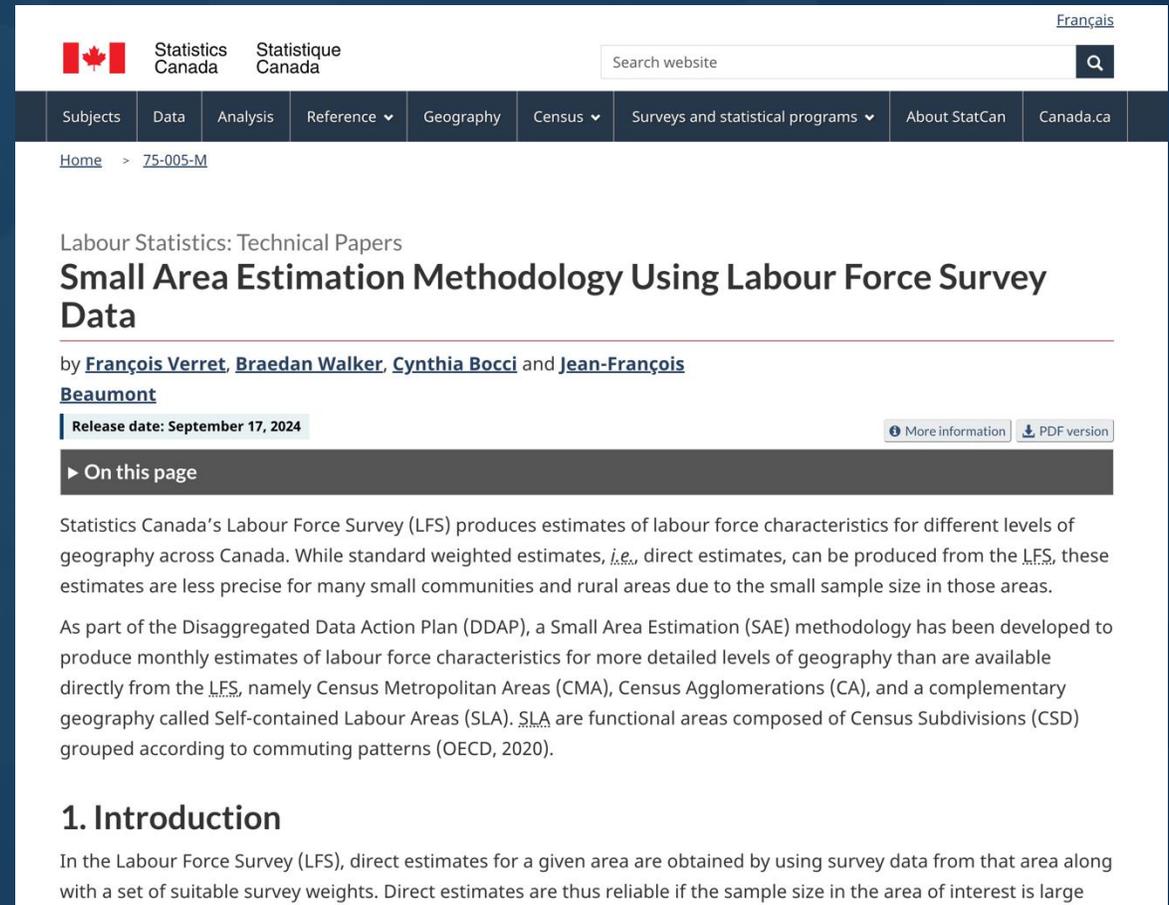
[Add/Remove data](#) [Download options](#)

Showing 638 records [Filter](#) [Reset](#)

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

Methodology

- Includes additional data sources, like Employment Insurance Beneficiaries.
- Uses commuting patterns to establish “local areas”
- Less significant for CMAs



The screenshot shows the Statistics Canada website interface. At the top, there is a navigation bar with the Canadian flag, the text 'Statistics Canada / Statistique Canada', a search bar, and a 'Français' link. Below this is a menu with categories: Subjects, Data, Analysis, Reference, Geography, Census, Surveys and statistical programs, About StatCan, and Canada.ca. The main content area has a breadcrumb trail: Home > 75-005-M. The title of the page is 'Labour Statistics: Technical Papers' followed by 'Small Area Estimation Methodology Using Labour Force Survey Data'. The authors listed are François Verret, Braedan Walker, Cynthia Bocci, and Jean-François Beaumont. The release date is September 17, 2024. There are buttons for 'More information' and 'PDF version'. A section titled 'On this page' is visible. The main text explains that 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). SLAs are functional areas composed of Census Subdivisions (CSD) grouped according to commuting patterns (OECD, 2020). The section '1. Introduction' begins with the text: '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'.

Rural Data Viewer



Statistics Canada / Statistique Canada

Search website

Home > 71-607-X

Rural Data Viewer

[How to use](#) [Feedback](#) [More information](#)

This map displays the content of select databases relevant to the [Rural Canada Statistics Portal](#).

Enter the name of a municipality, census subdivision (CSD) or region in the search bar below. A detailed table for the selected geography will appear below the map. To change the database visualized on the map, click the layers icon (🗨️) on the left-side of the map.

Enter region name or ID:

- Search new area
- Add comparison area(s) to the table below

Note: Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes (e.g., Indian reserves, Indian settlements and unorganized territories). Regions can be provinces, rural/urban provincial divisions, or other geographies.

Proximity to amenities and services, RST

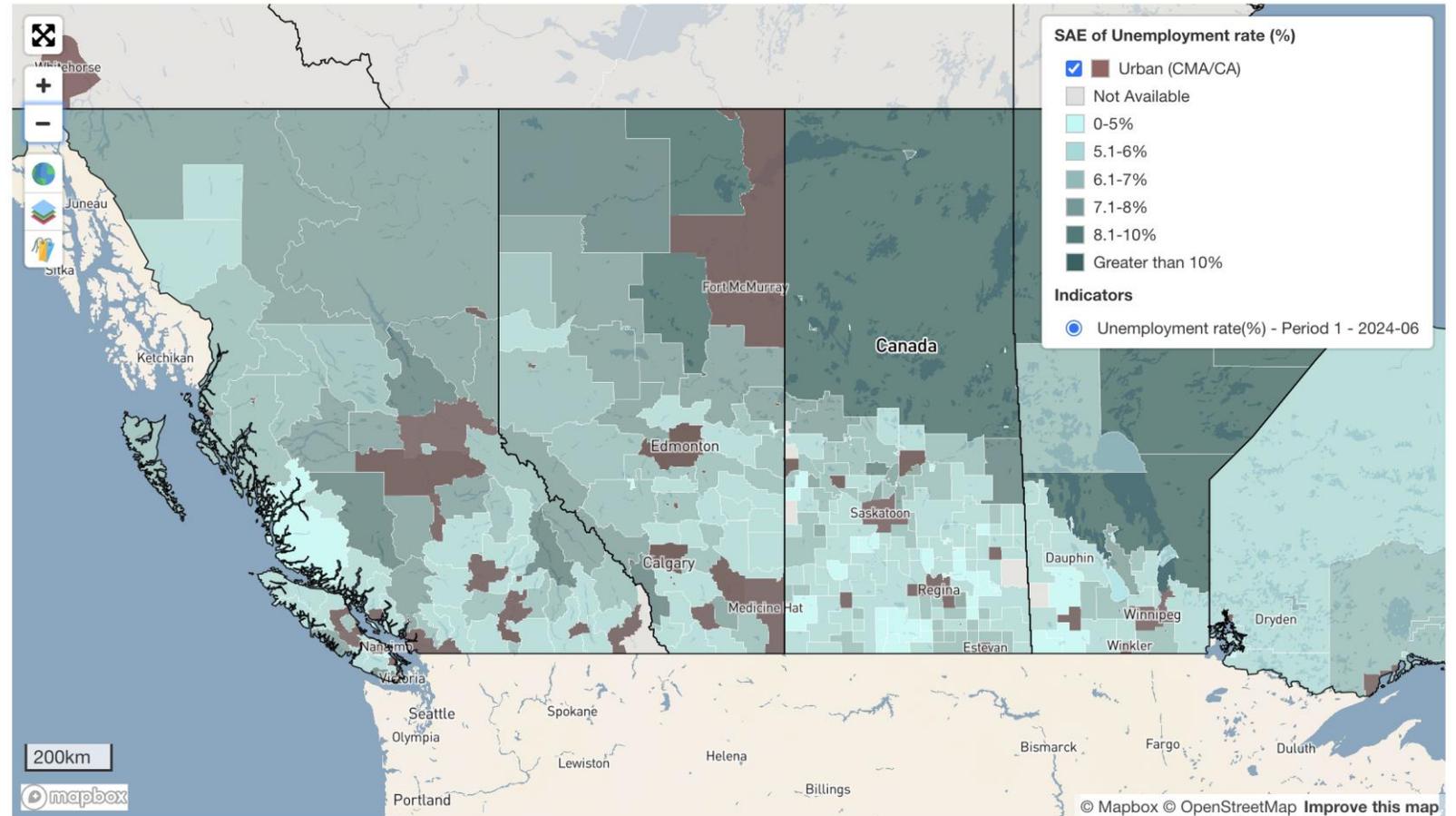
- Urban (CMA/CA)
- .. not available for a specific reference period
- F too unreliable to be published
- From 0.000 to 0.012
- From 0.012 to 0.021
- From 0.021 to 0.036
- From 0.036 to 0.069
- From 0.069 to 1.00

Indicators

Rural Data Viewer

- Search new area
- Add comparison area(s) to the table below

Note: Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes (e.g., Indian reserves, Indian settlements and unorganized territories). Regions can be provinces, rural/urban provincial divisions, or other geographies.

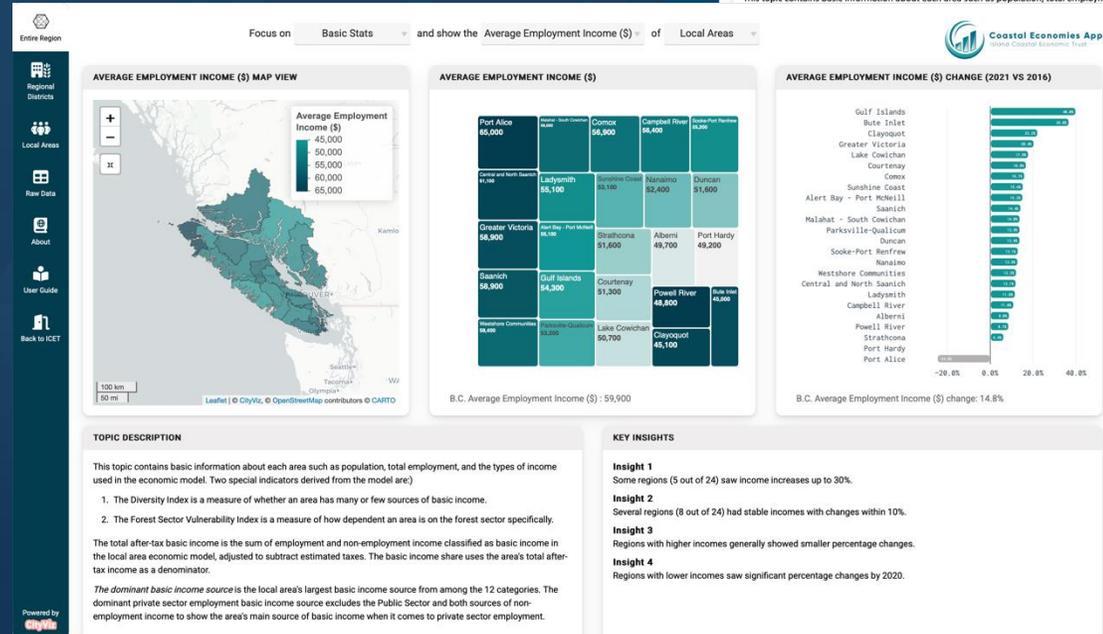
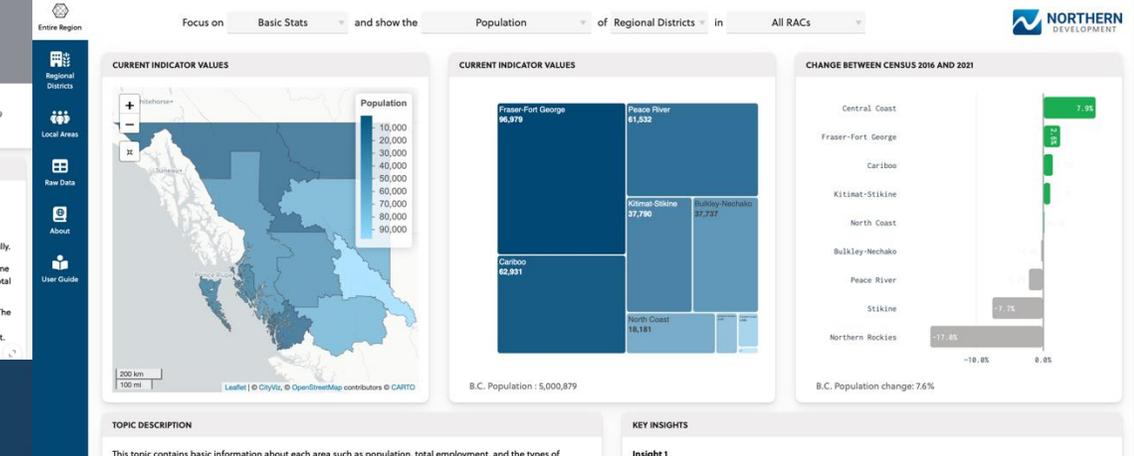
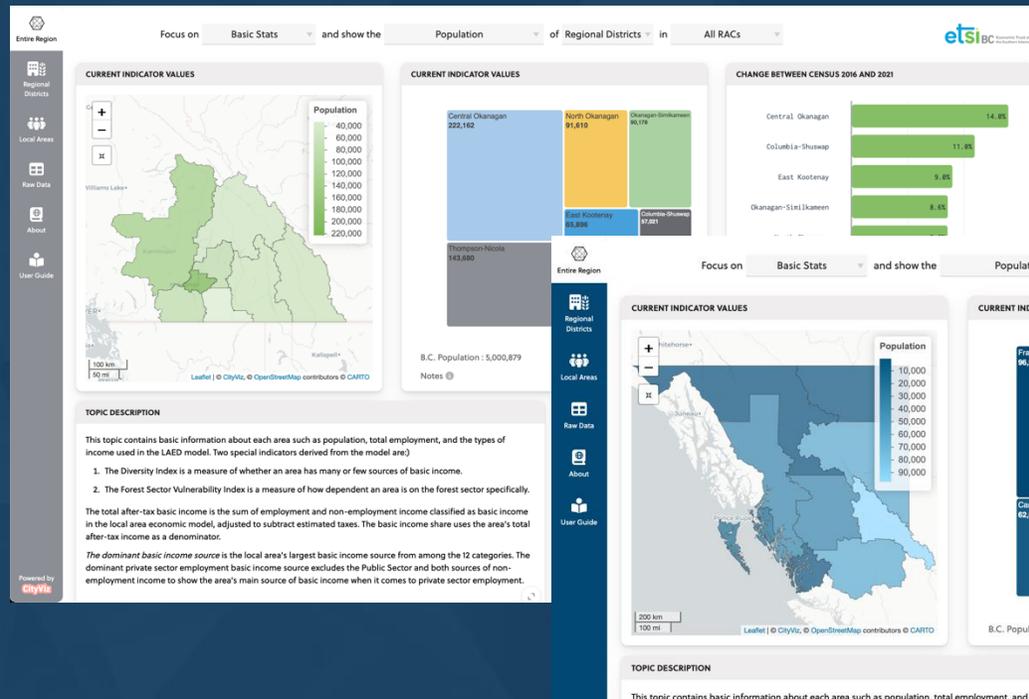


Local areas

LFS vs EDD

Not the same!

Different methodologies by StatCan and BC Stats



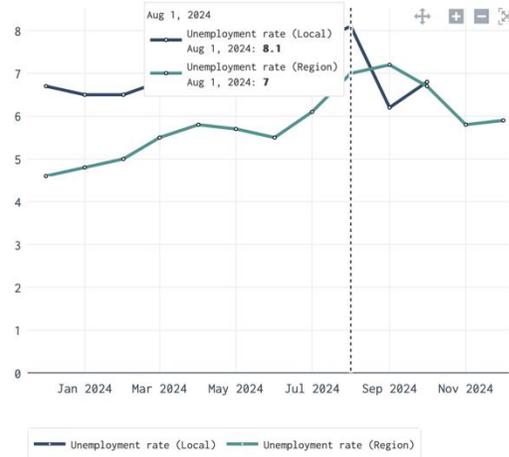
The CityViz way

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

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.

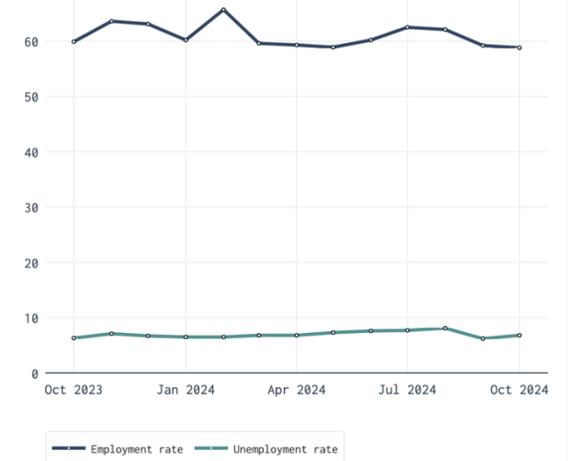


EMPLOYMENT RATE DYNAMICS

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

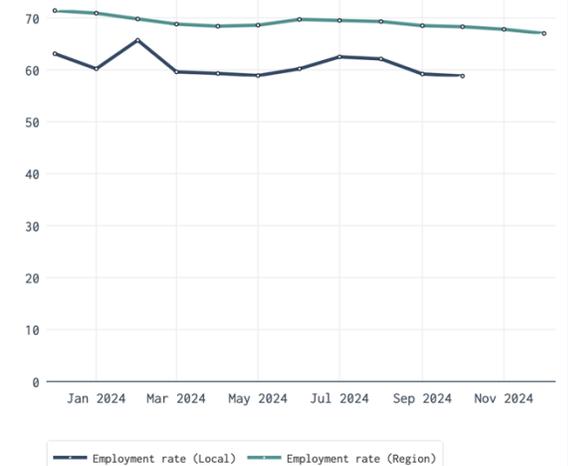
Total employment in October 2024 was 12,040, showing a steady decrease of 80 versus October, employment levels contracted by 150, showing strain.



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.



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.

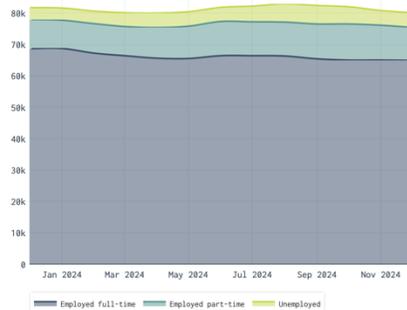
Unemployment remained unchanged at 0 people from the previous month and increased by 900 compared to the same month last year.

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.

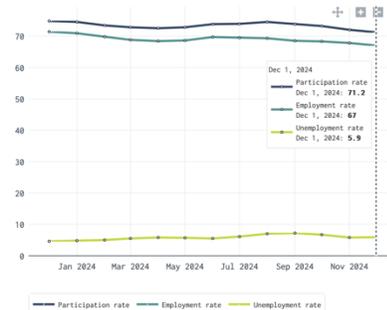


EMPLOYMENT, UNEMPLOYMENT, AND PARTICIPATION RATE

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

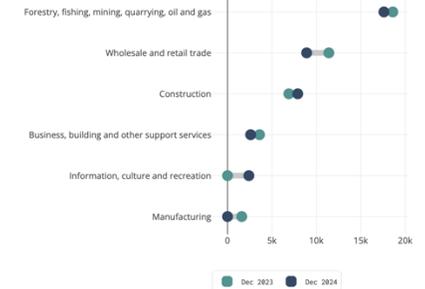
The **Unemployment Rate** increased by 1.3 percentage points from a year ago.

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



TOP 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 %).



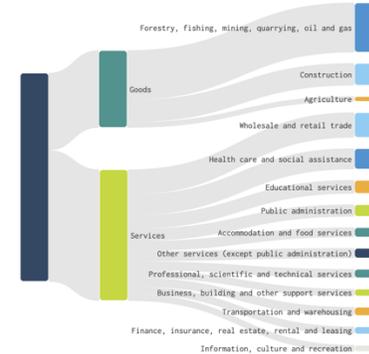
TOP 3 INDUSTRIES IN GOODS SECTOR

- 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.

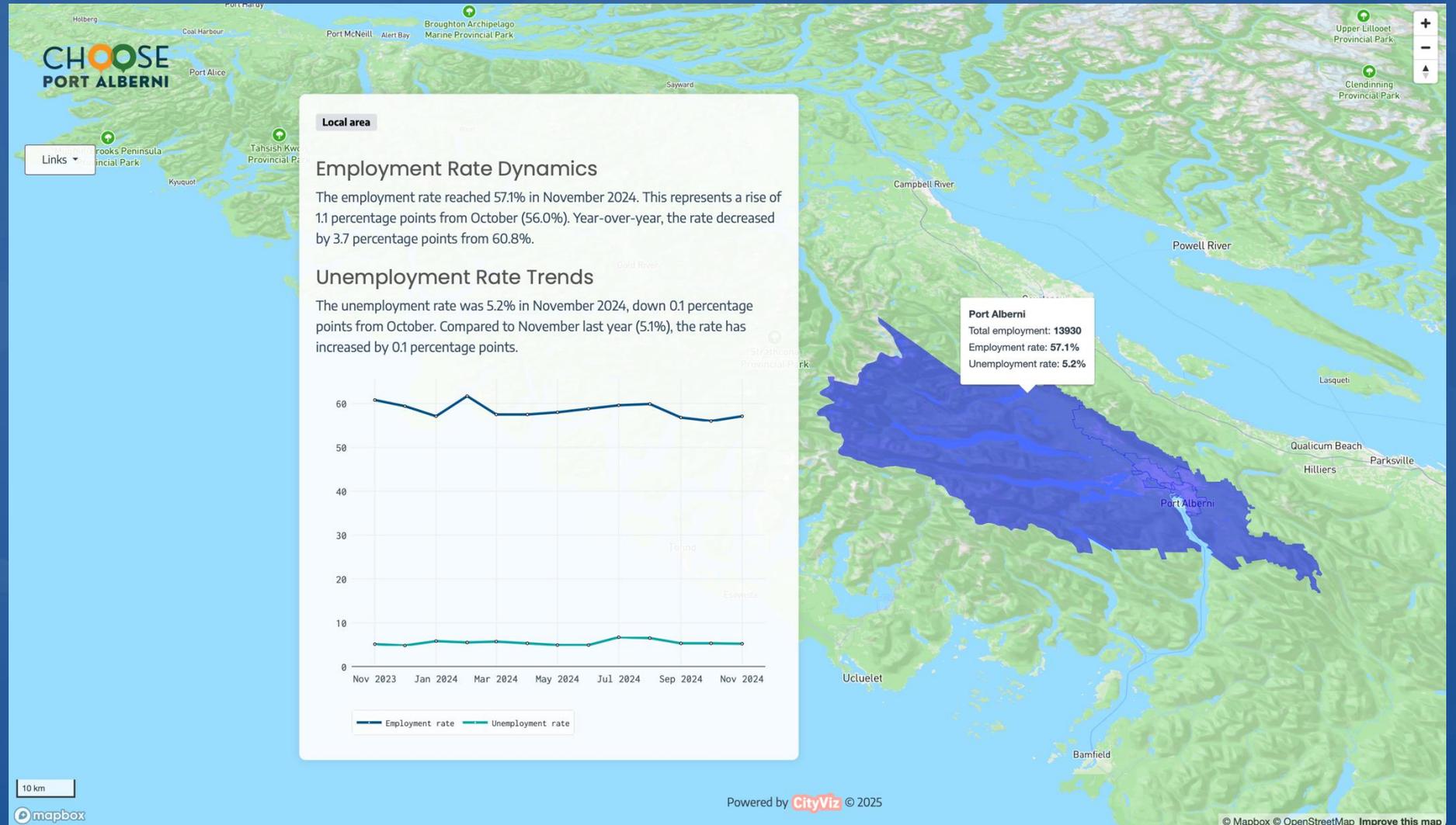


TOP 5 INDUSTRIES BY CHANGE FROM PREVIOUS MONTH

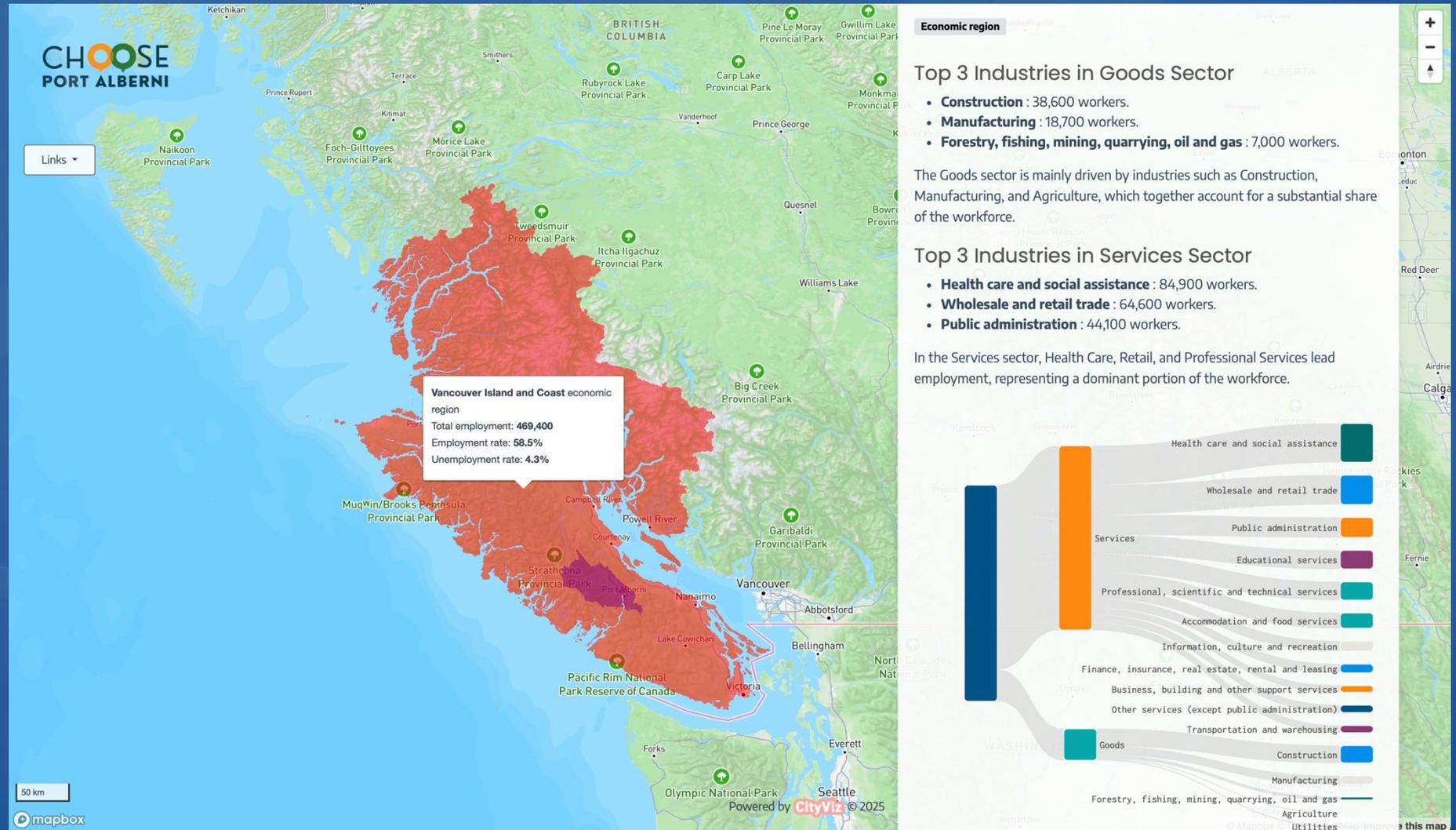
- Finance, insurance, real estate, rental and leasing** : Change of 400 workers (increased by 17.39 %).
- Construction** : Change of 300 workers (increased by 3.95 %).
- Transportation and warehousing** : Change of 300 workers (decreased by 8.82 %).
- Business, building and other support services** :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



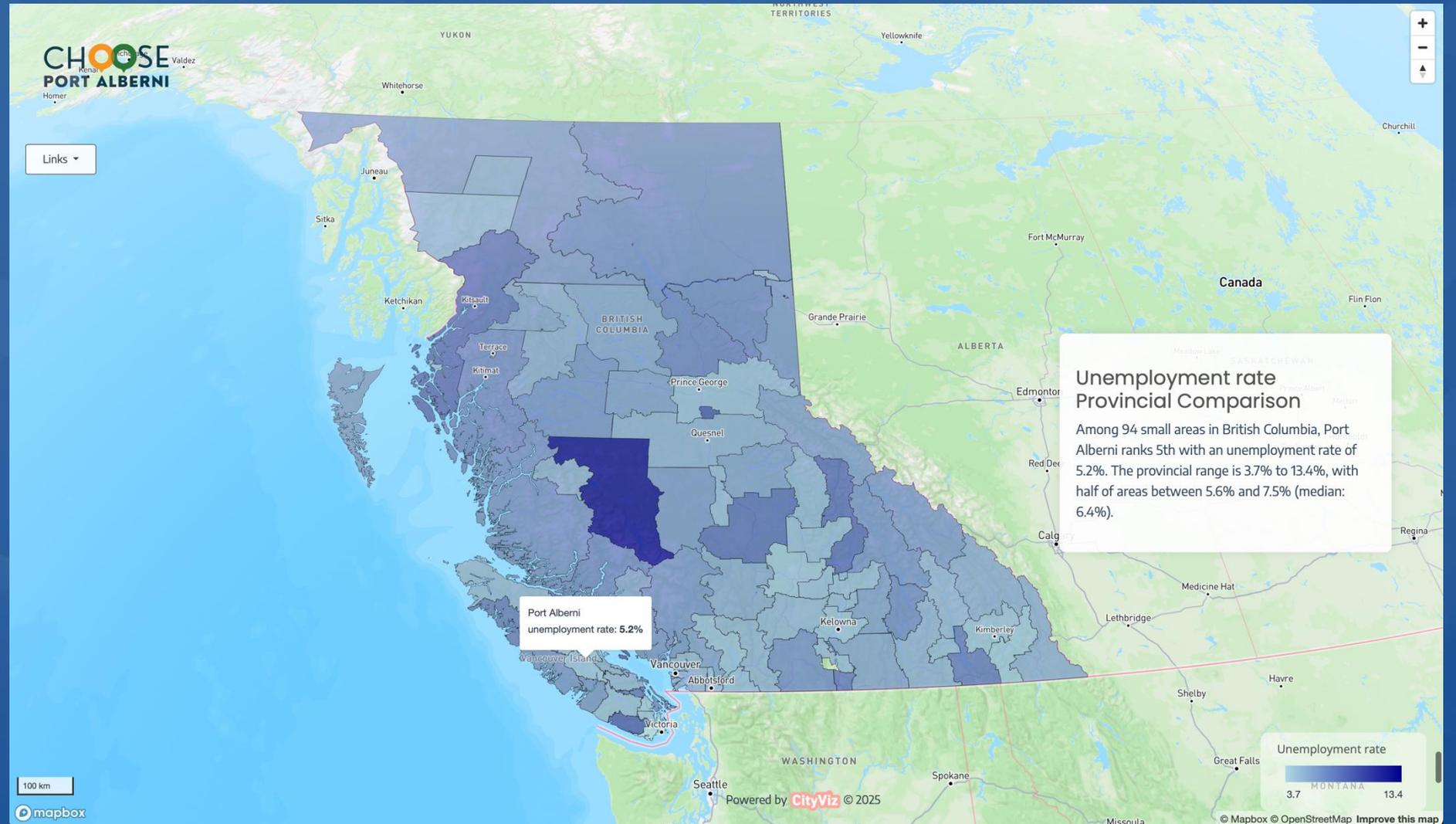
Workforce Insights – Map View



Workforce Insights – Map View



Workforce Insights – Map View



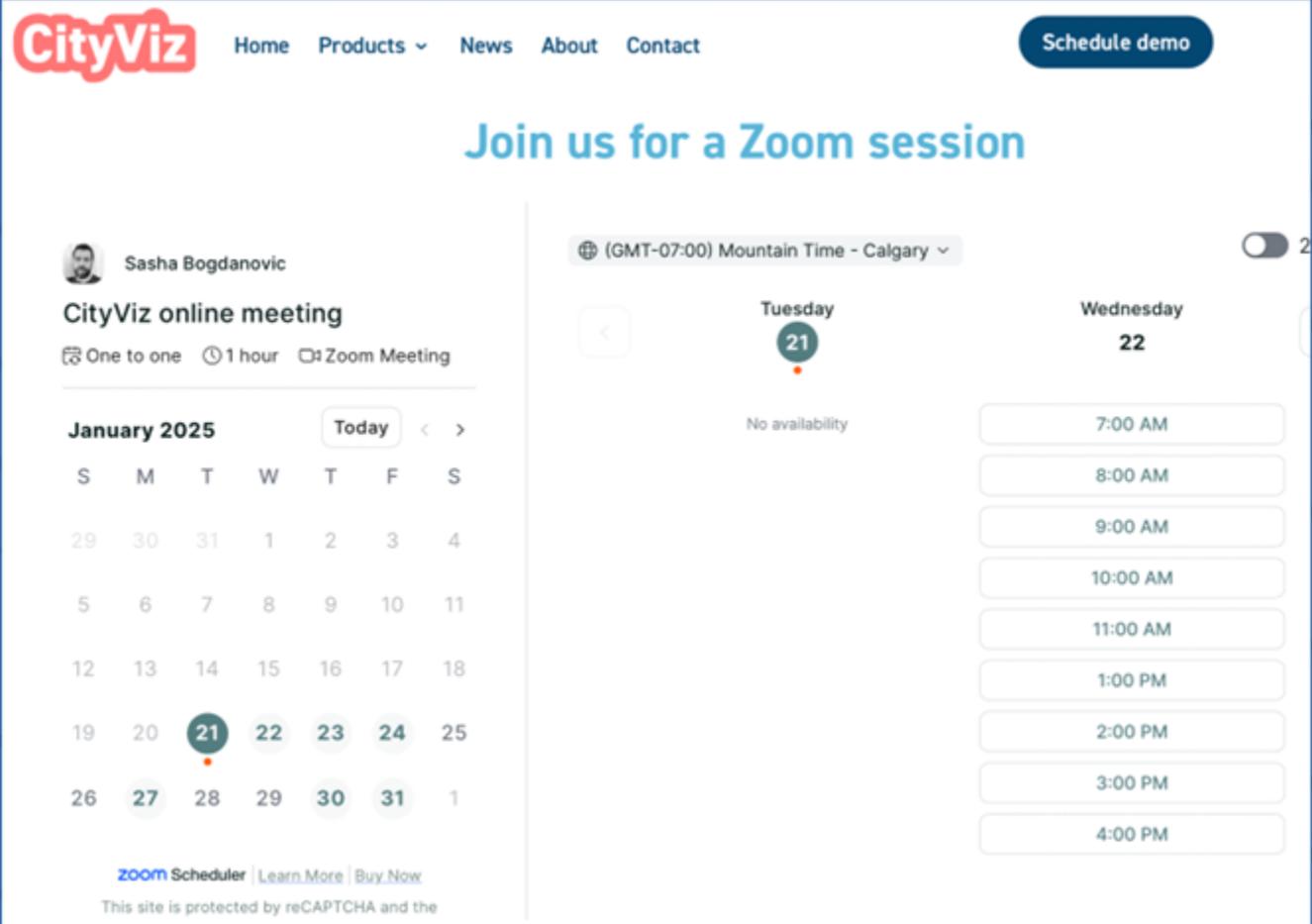
Schedule CityViz Demo

 **BCEDA member discount**

Use our online scheduler or you can do
the same by email or phone:

sasha@cityviz.ca

 (250) 317-5636



The screenshot shows the CityViz website's online meeting scheduler. At the top, there is a navigation bar with 'Home', 'Products', 'News', 'About', and 'Contact'. A 'Schedule demo' button is in the top right. The main heading is 'Join us for a Zoom session'. Below this, the user 'Sasha Bogdanovic' is identified. The meeting details are 'CityViz online meeting', 'One to one', '1 hour', and 'Zoom Meeting'. The time zone is set to '(GMT-07:00) Mountain Time - Calgary'. A calendar for January 2025 is shown, with the 21st highlighted. To the right, a list of time slots is available for selection, ranging from 7:00 AM to 4:00 PM. The interface also includes a 'zoom Scheduler' link and a reCAPTCHA notice.

<https://cityviz.ca/book-a-demo/>