

# LOCAL WORKFORCE INSIGHTS

**MONTHLY**

presented by Sasha Bogdanovic

April 16, 2025



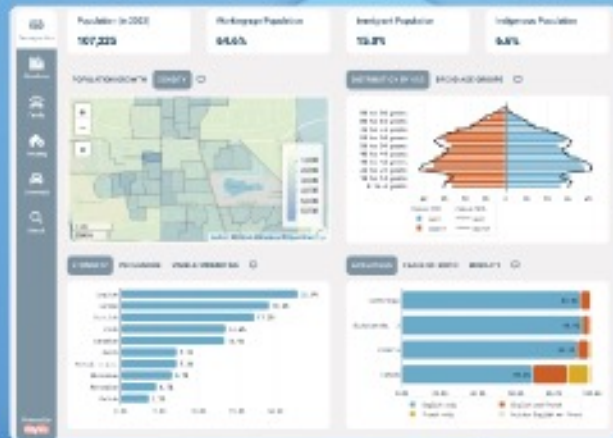




# DATA PLATFORM

## FOR ECONOMIC DEVELOPMENT





✓ website widgets

✓ community profile

✓ maps

✓ data portal

✓ workforce trends

✓ economic indicators



## CityViz Data Sources

**Statistics Canada**

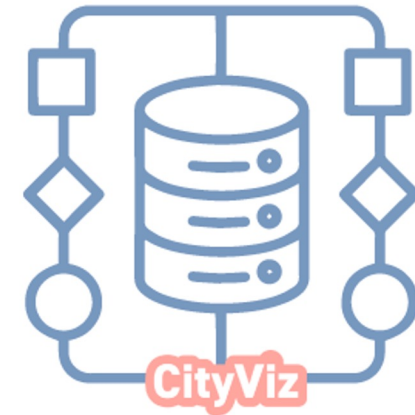
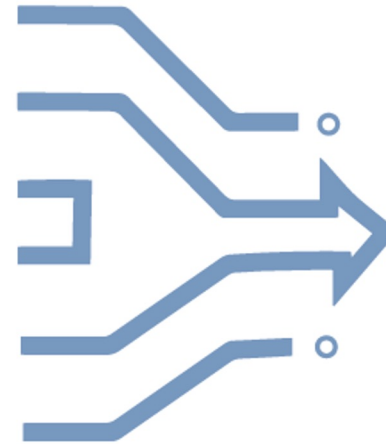
**Provincial open data**

**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](http://www.cityviz.ca/demo)



# WHY

ECONOMIC DEVELOPMENT PROFESSIONALS

# LOVE







**Customizable** – Add local data, maps, and content



**Always Up to Date** – Real-time data, zero manual effort



**Central Data Hub** – Visualizations, reports, and exports in one place



**Constantly Evolving** – New features and improvements all included



# 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





# Overview & Objectives

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



# Data for Workforce Development

- Measuring and understanding LMI
- Improve responsiveness to economic shifts
- Identify skills gaps and training needs
- 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 navigation bar with the Canadian flag, the text 'Statistics Canada / Statistique Canada', and a search bar. Below this is a menu with categories like '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 features a banner for 'Find 2021 Census data'. Below the banner, there are links for 'Census data' and 'Census analysis'. A section titled 'Key indicators' shows a population of 36,991,981 for 2021. To the right, there is a detailed section for the 'Labour Force Survey (LFS)' for December 2024, which includes a table with the following information:

Labour Force Survey (LFS)	Variable(s)	Summary of changes	Other reference periods	Related products
<b>Detailed information for December 2024</b>				
<b>Status:</b>	Active			
<b>Frequency:</b>	Monthly			
<b>Record number:</b>	3701			
<p>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.</p>				
<b>Data release - January 10, 2025</b>				
<ul style="list-style-type: none"><li>• <a href="#">Questionnaire(s) and reporting guide(s)</a></li><li>• <a href="#">Description</a></li><li>• <a href="#">Data sources and methodology</a></li><li>• <a href="#">Data accuracy</a></li><li>• <a href="#">Documentation</a></li></ul>				



# Strengths of these data sources

## Labour Force Survey

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

## Census

- Comprehensive and detailed
- Custom cross-tabulations linking to other dimensions like income, ethnicity, Indigenous population, etc.



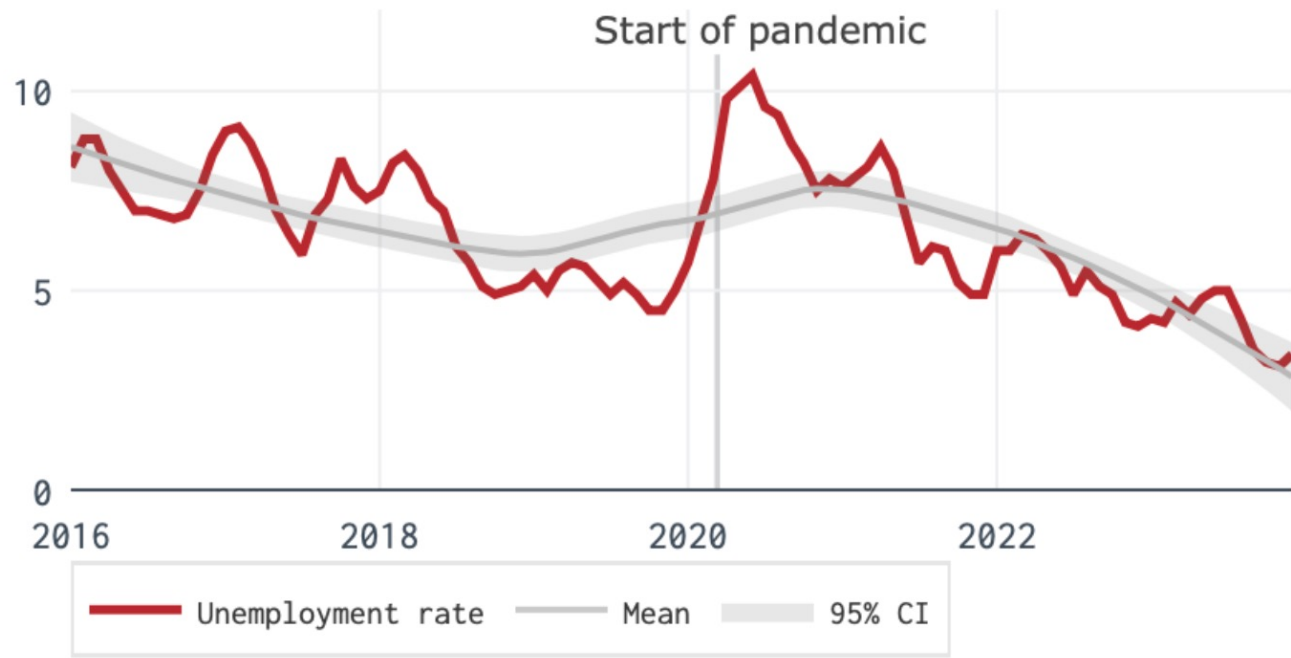
# Limitations

- **Census data every five years**
- **LFS data at Economic Region and CMA level, masking local trends**
- **LFS suppression of data at high granularity**
- **Declining response rates in Labour Force Survey**



# Pandemic rollercoaster

Unemployment rate



Data source: Statistics Canada, Labour Force Survey



**Economic Regions  
vast area**

100 km

mapbox

UNITED STATES

Chicago

Toronto

New York

© CARTO, © OpenStreetMap contributors

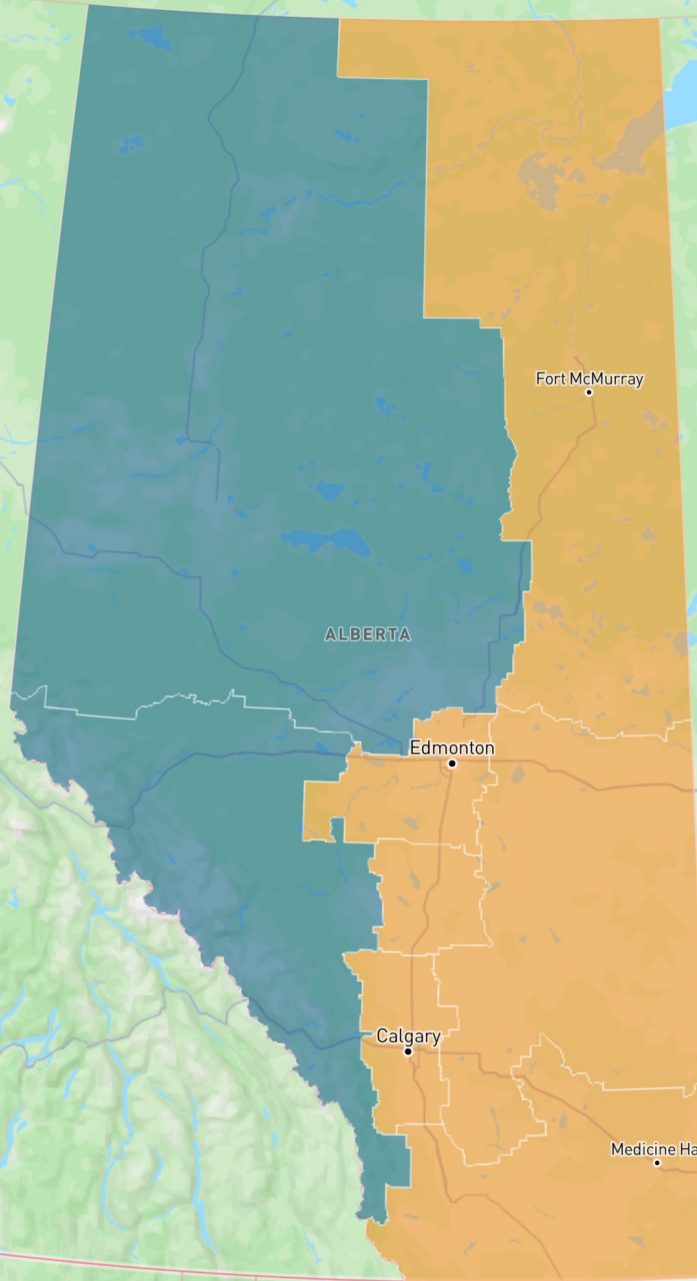


# Economic Regions vast area examples

- 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




# Combined economic regions





# Data





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Canada

Franglais

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[Home](#) > [Data](#)

## Small area estimates of labour force characteristics for sub-provincial areas, monthly, unadjusted for seasonality<sup>1, 2</sup>

Frequency: Monthly

Table: 14-10-0457-01

Release date: 2025-01-10

[? Help](#)

[Save my customizations](#)

Geography:

▼ Customize table

Labour force characteristics :

Statistics : <sup>3</sup>

Reference period

Unemployment rate ▼

Estimate ▼

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 value for CMAs



 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). SLAs 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>



# Rural Data Viewer






Statistics  
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Search website



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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:**


Enter CSD or 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

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

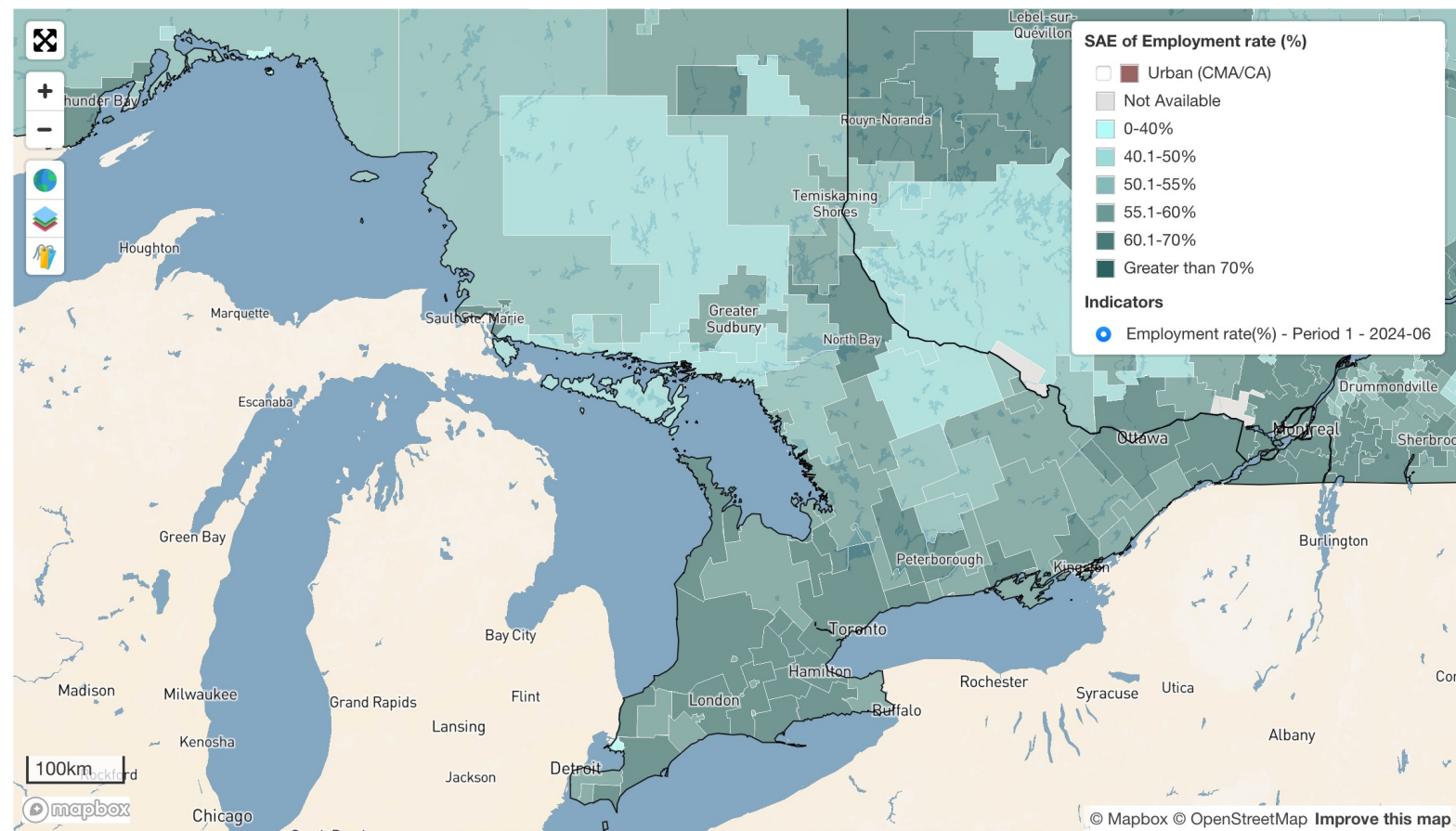


# Rural Data Viewer

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# The CityViz way

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



# Local Workforce Insights

## Local Workforce Insights

### Key Local Labour Market Insights

Total local employment is 16,090 in December 2024, it reduced by 340 jobs from November and reduced by 720 jobs year-over-year.

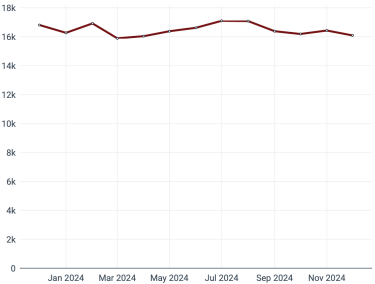
The local employment rate registered 56.9%. It declined of 1.2 percentage points from November and decreased by 2.7 percentage points from same month last year.

Local unemployment rate stands at 5.8%. It showed growth by 0.3 percentage points month-over-month, and showed growth by 0.7 percentage points year-over-year.

### Employment Trends

Total employment in December 2024 was 16,090, showing a considerable decrease of 340, against December, employment levels declined by 720, showing weakness.

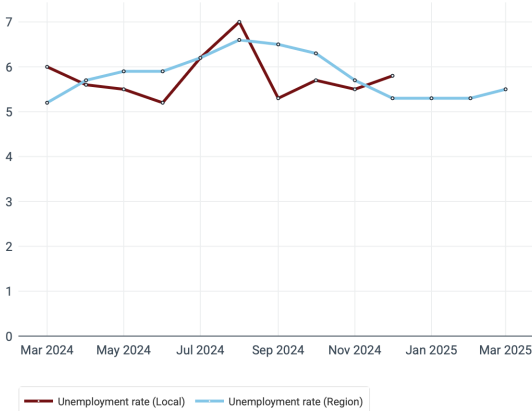
Scroll down to explore more data



Data source: Statistics Canada - Labour Force Survey March, 2025

## 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.



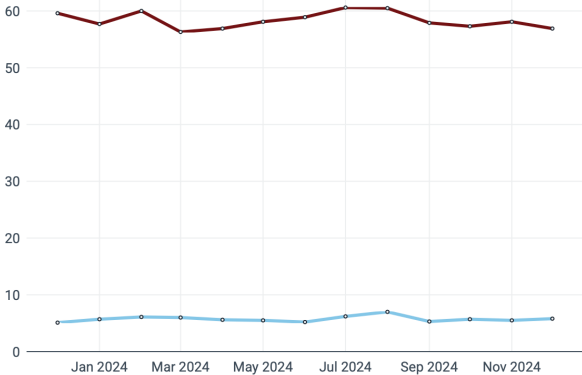
Data source: Statistics Canada - Labour Force Survey March, 2025

## Employment Rate Dynamics

The employment rate reached 56.9% in December 2024. This represents a decline of 1.2 percentage points from November (58.1%). Year-over-year, the rate decreased by 2.7 percentage points from 59.6%.

## Unemployment Rate Trends

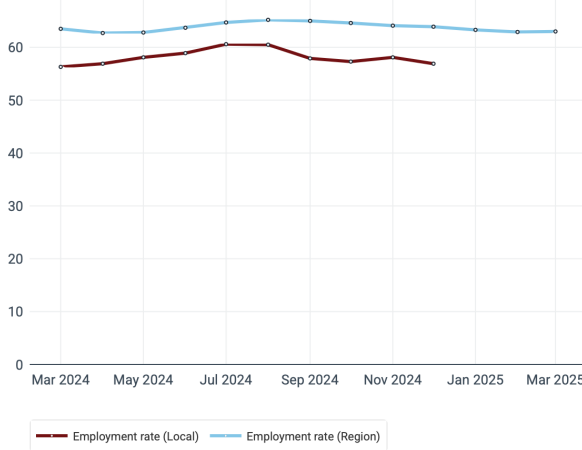
The unemployment rate was 5.8% in December 2024, up 0.3 percentage points from November. Compared to December last year (5.1%), the rate has increased by 0.7 percentage points.



Data source: Statistics Canada - Labour Force Survey March, 2025

## Employment Rate: Regional vs Local Patterns

Employment rates show a moderate correlation (0.55) between regional and local levels. This shows moderate similarity in workforce engagement, suggesting that there are some shared labor market influences.



Data source: Statistics Canada - Labour Force Survey March, 2025



# Regional Workforce Insights

## Ottawa Economic Region Workforce Insights

### Key Insights

**Employment** increased by 2,600 jobs from the previous month and increased by 15,900 jobs compared to the same month last year.

**Full-time Employment** decreased by 800 jobs from the previous month and increased by 3,500 jobs year-over-year.

**Part-time Employment** increased by 3,400 jobs from the previous month and increased by 12,400 jobs year-over-year.

**Unemployment** increased by 2,100 people from the previous month and increased by 3,400 compared to the same month last year.

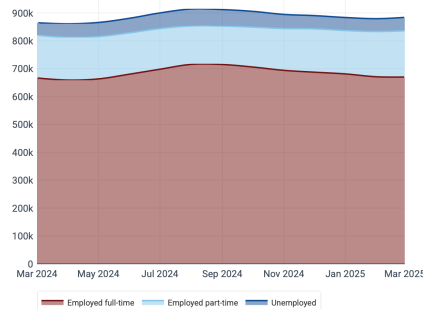
### Workforce Composition by Status

In the most recent month, **Full-time Employment** decreased by 800 jobs from last month and increased by 3,500 jobs compared to the same month last year.

**Part-time Employment** increased by 3,400 jobs from last month and increased by 12,400 jobs year-over-year.

The number of **Unemployed** individuals increased by 2,100 from the previous month and increased by 3,400 compared to last year.

Scroll down to explore the data



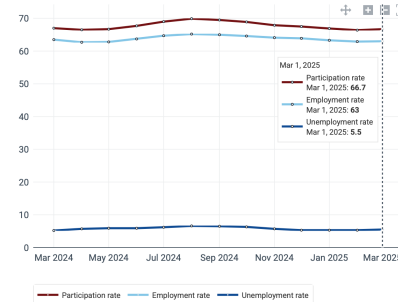
Data source: Statistics Canada - Labour Force Survey March 2025

### Employment, Unemployment, and Participation Rate

The **Employment Rate** decreased by 0.5 percentage points year-over-year.

The **Unemployment Rate** increased by 0.3 percentage points from a year ago.

The **Participation Rate** decreased by 0.3 percentage points year-over-year.

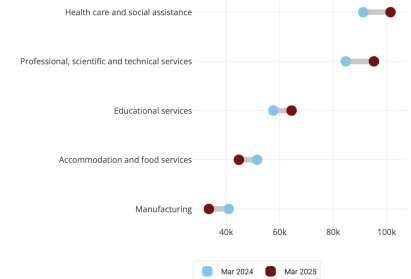


Data source: Statistics Canada - Labour Force Survey March 2025

### Top 5 Industries by Change from Same Month Last Year

- Professional, scientific and technical services**: Change of 10,500 workers (increased by 12.4 %).
- Health care and social assistance**: Change of 10,200 workers (increased by 11.18 %).
- Manufacturing**: Change of 7,400 workers (decreased by 18.09 %).
- Educational services**: Change of 6,800 workers (increased by 11.81 %).
- Accommodation and food services**: Change of 6,800 workers (decreased by 13.2 %).

The year-over-year changes provide insights into longer-term shifts, highlighting industries that have grown or declined significantly.



Data source: Statistics Canada - Labour Force Survey March 2025

### Top 3 Industries in Goods Sector

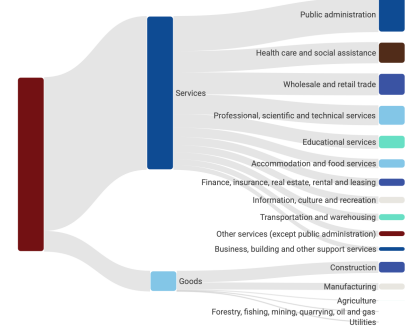
- Construction**: 55,600 workers.
- Manufacturing**: 33,500 workers.
- Agriculture**: 5,000 workers.

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

- Public administration**: 168,500 workers.
- Wholesale and retail trade**: 105,200 workers.
- Health care and social assistance**: 101,400 workers.

In the Services sector, Health Care, Retail, and Professional Services lead employment, representing a dominant portion of the workforce.

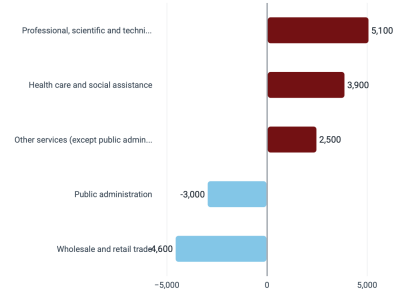


Data source: Statistics Canada - Labour Force Survey March 2025

### Top 5 Industries by Change from Previous Month

- Professional, scientific and technical services**: Change of 5,100 workers (increased by 5.66 %).
- Wholesale and retail trade**: Change of 4,600 workers (decreased by 4.19 %).
- Health care and social assistance**: Change of 3,900 workers (increased by 4 %).
- Public administration**: Change of 3,000 workers (decreased by 1.75 %).
- Other services (except public administration)**: Change of 2,500 workers (increased by 9.73 %).

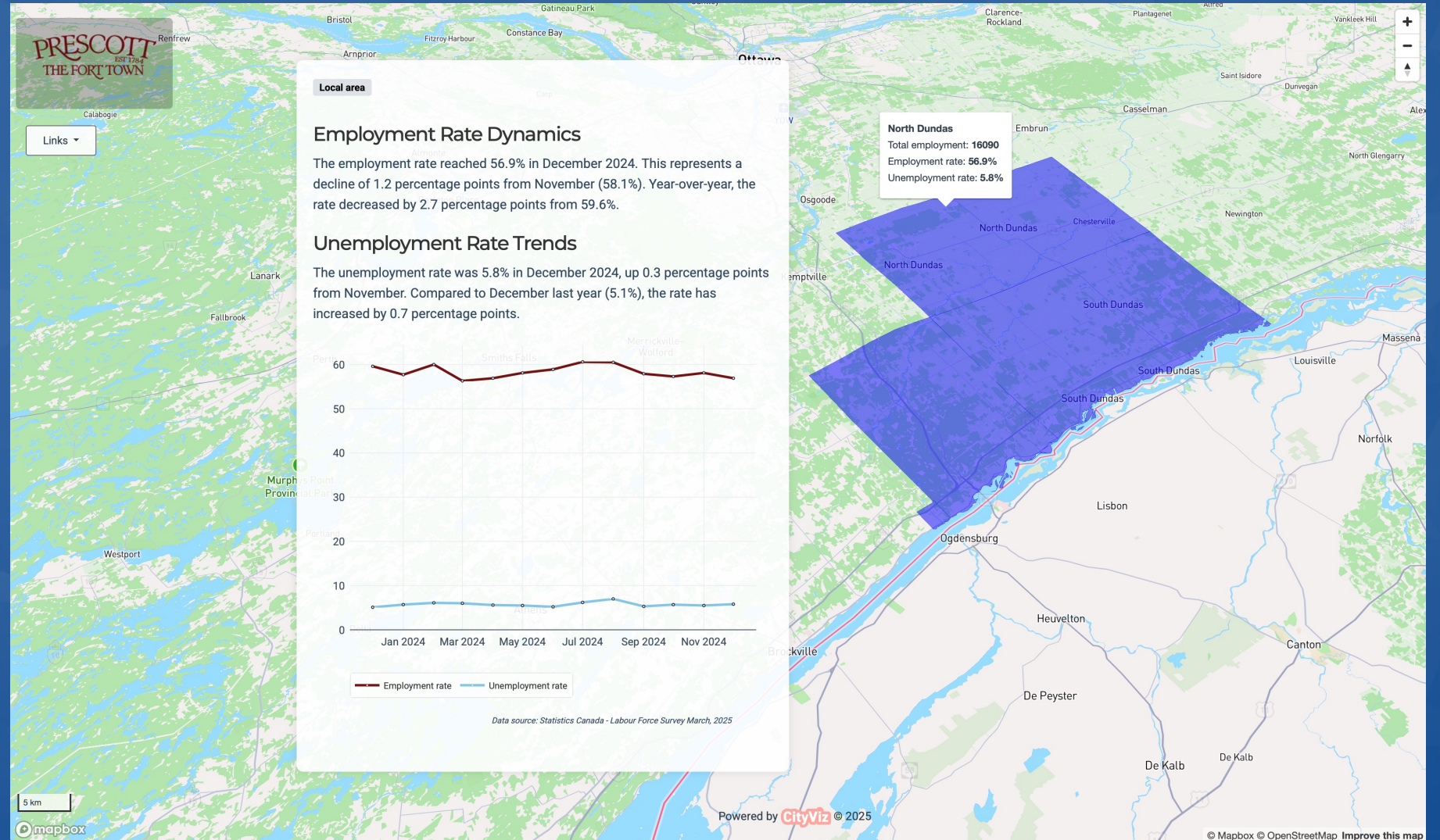
These industries saw the largest month-over-month changes, indicating short-term trends.



Data source: Statistics Canada - Labour Force Survey March 2025

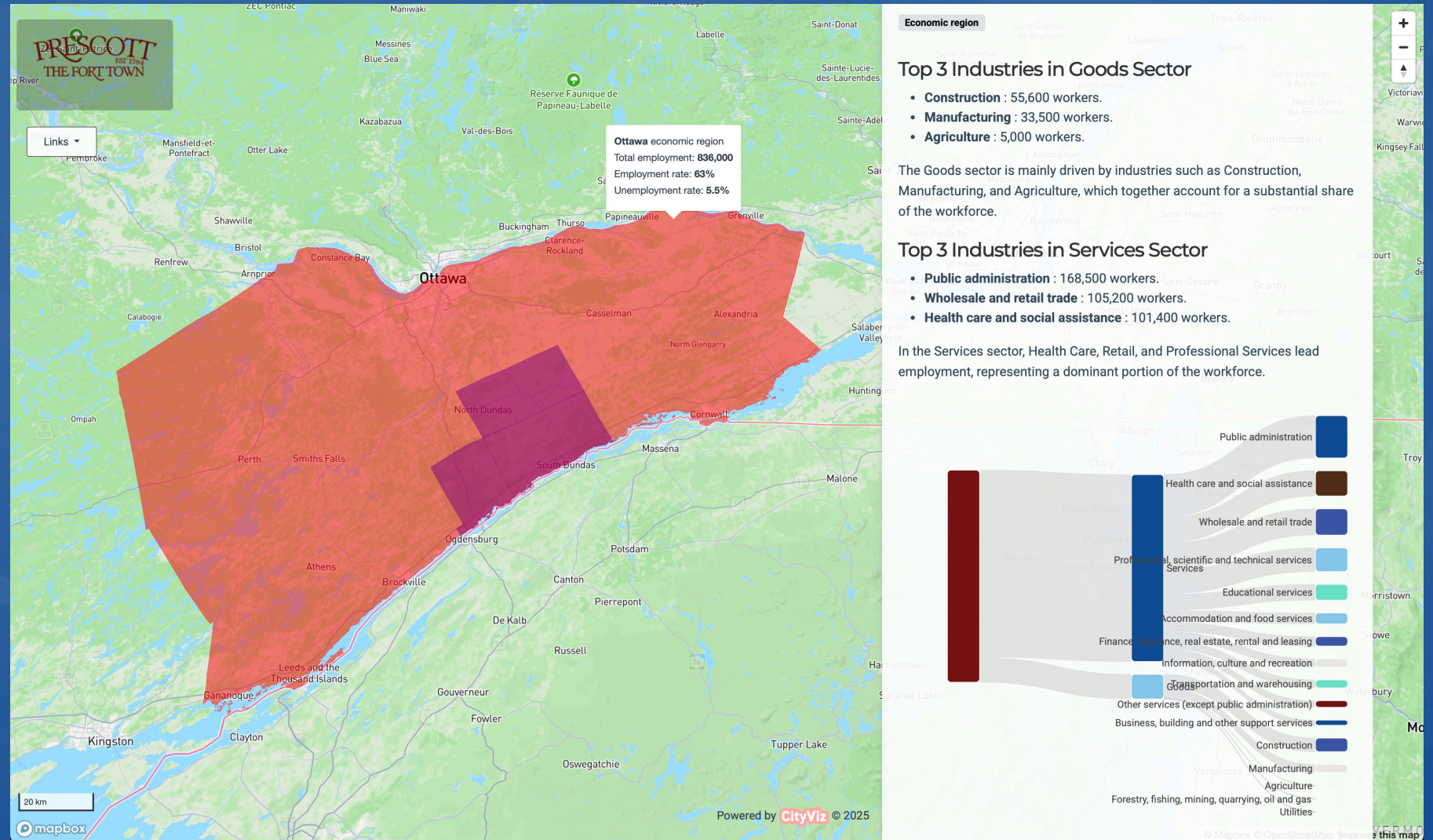


# Workforce Insights – Map View



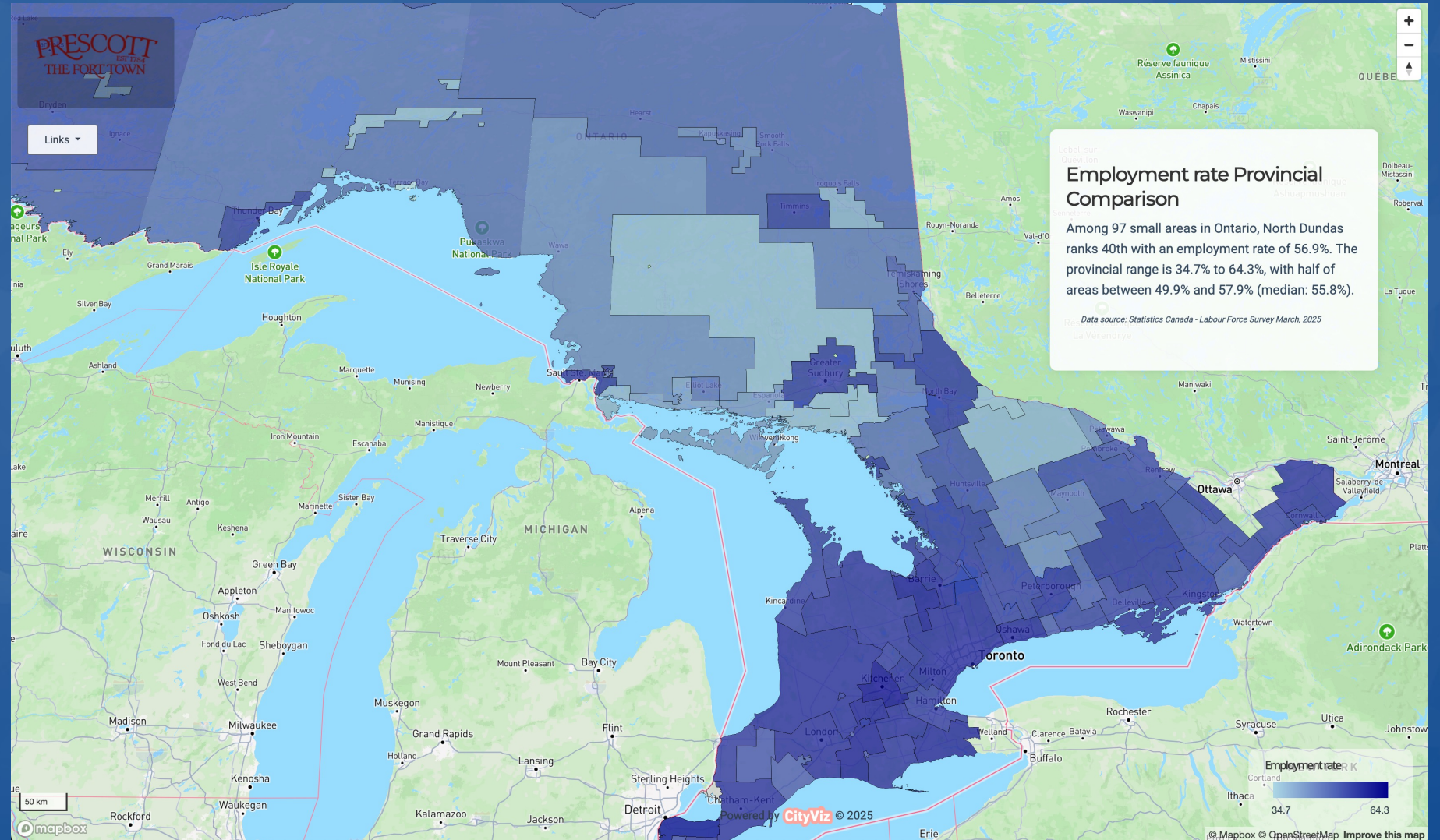


# Workforce Insights – Map View





# Workforce Insights – Map View






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 **Sasha Bogdanovic**  
**CityViz online meeting**  
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January 2025 Today < >

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29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

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Tuesday 21

No availability

Wednesday 22

7:00 AM

8:00 AM

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11:00 AM

1:00 PM

2:00 PM

3:00 PM

4:00 PM

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