



FOUR COUNTY LABOUR MARKET PLANNING BOARD

LABOUR MOBILITY CHARACTERISTICS SUMMARY

BRUCE GREY HURON PERTH



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Community Benchmarks
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Photo Credit: Piktochart, Corporation of the County of Perth

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Four County Labour Mobility

Previous migration research undertaken by the Four County Labour Market Planning Board demonstrated that, while the population base of each of the four counties of Bruce, Grey, Huron and Perth appears to be relatively stable, a considerable number of people move in and out of each county annually. This means that the population base of each county is renewing itself on a regular basis.

While we are able to measure how many people move in or out of a county, an understanding of the motivations behind a move are unclear, as is the propensity for people to move in or out of an area. At the individual level, people move for a variety of reasons: some move for a job, some move for a better paying job, some move to live in a particular place, and others move for a combination of factors.

At the local level, a region’s labour mobility characteristics and trends are complex and a function of many factors, including employment opportunities (or lack of opportunities), amenities, location, cost of living, et cetera. To provide insight into the connection between individual migration and the nuances of place, we draw upon Labour Mobility data.

Skills mismatches, workforce retention and attraction, and the attractiveness of place have all generated regional attention and requires great resources. This warrants a deeper understanding of Labour Mobility in and out of each county to determine how strategies are affected.

Research Overview

A summary for Bruce, Grey, Huron and Perth provides a high-level assessment of the county's Labour Mobility characteristics as they pertain to in-migration and out-migration.



Will people move to Bruce for a pay decrease?

Yes, more easily than they would move to the average Ontario community.

- » 31.1 percent of people who moved to Bruce took an employment income decrease, a higher proportion than the average for Ontario communities which is 28.0 percent.

Do people move to Bruce for a pay increase?

Yes, but less so than within other areas of the province.

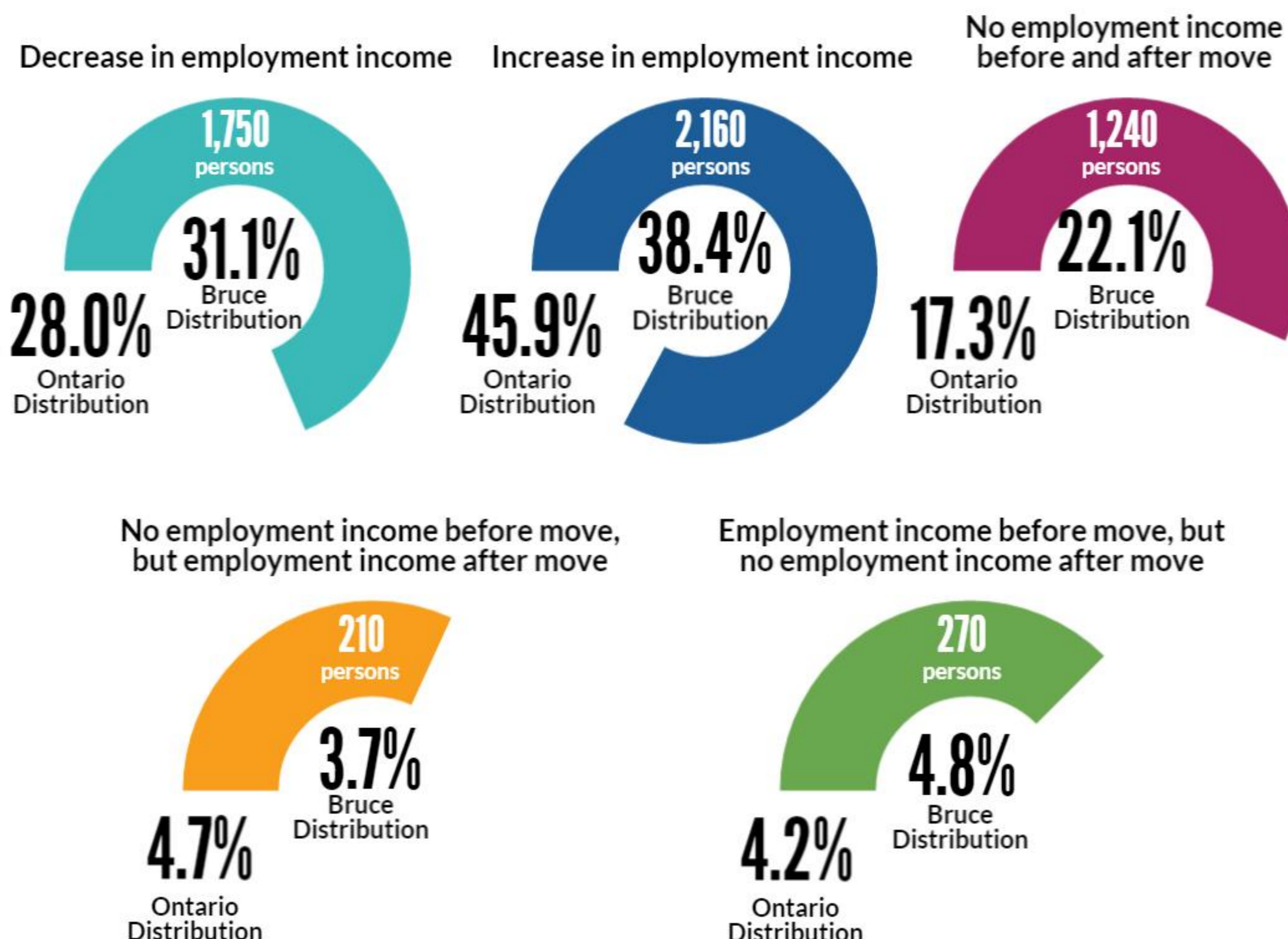
- » 38.4 percent of people who moved to Bruce saw employment income increase, compared to the Ontario average, 45.9 percent.

Does Bruce attract people who have no employment income (not working)?

Notably so.

- » Bruce attracts a significantly higher proportion of people who have no employment income. 22.1 percent compared to the Ontario average of 17.3 percent.

In-Migrants 2009 - 2012

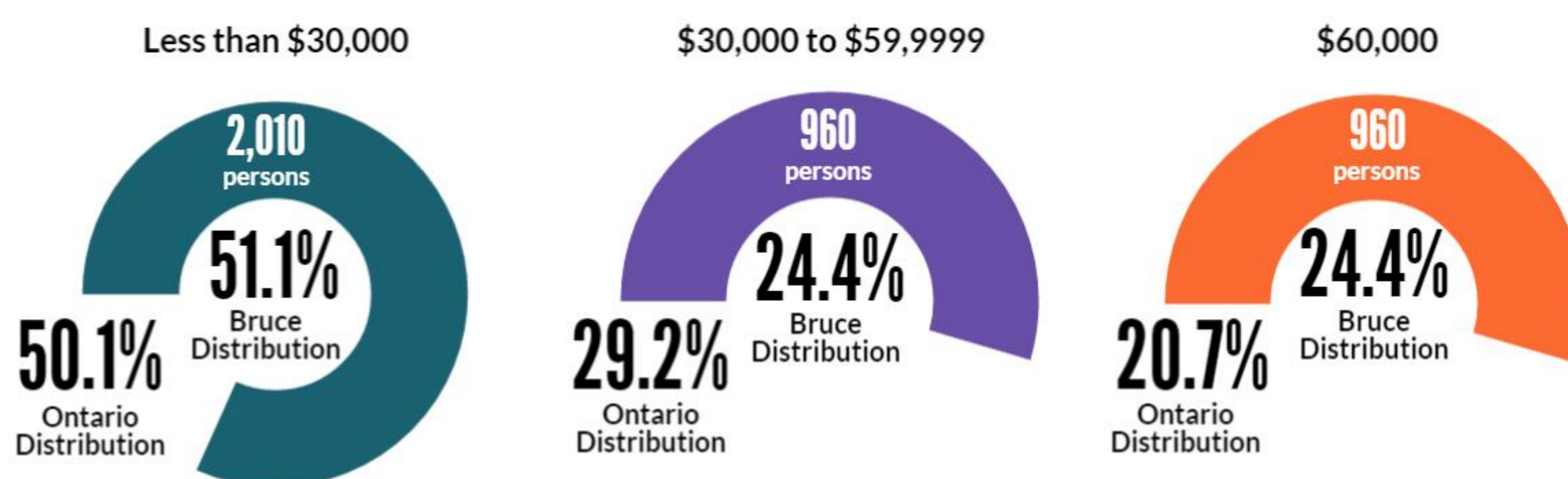


What are the employment income characteristics of people attracted to Bruce?

It varies.

- » 51.1 percent of people attracted earn under \$30,000, a similar proportion to the Ontario average.
- » Bruce attracts a significantly lower proportion of people earning between \$30,000 to \$59,999.
- » Bruce attracts a significantly higher proportion of people earning over \$60,000 than Ontario.

In-Migrants Employment Income After Move



Will people leave Bruce for a pay decrease?

Yes, but less likely to leave Bruce than other areas of the province.

- » 26.7 percent of people who leave Bruce take a pay decrease compared to the Ontario average of 28.0 percent.

Do people leave Bruce for a pay increase?

Yes, but less so than within other areas of the province.

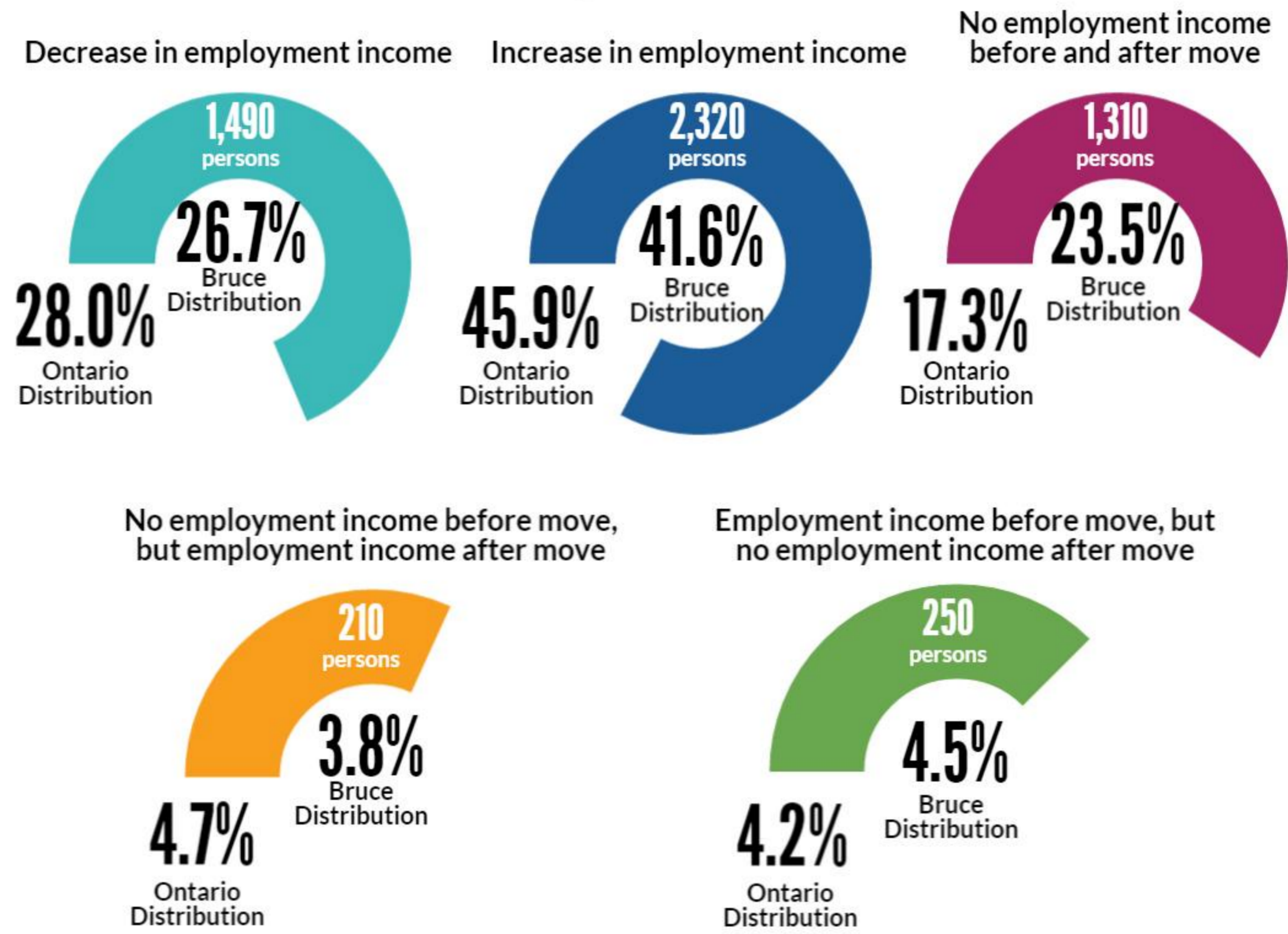
- » 41.6 percent of people who moved away from Bruce saw employment income increase, compared to the Ontario average, 45.9 percent.

Does Bruce lose people who have no employment income (not working)?

Notably so.

- » Bruce loses a significantly higher proportion of people who have no employment income. 23.5 percent compared the Ontario average of 17.3 percent.

Out-Migrants 2009 - 2012

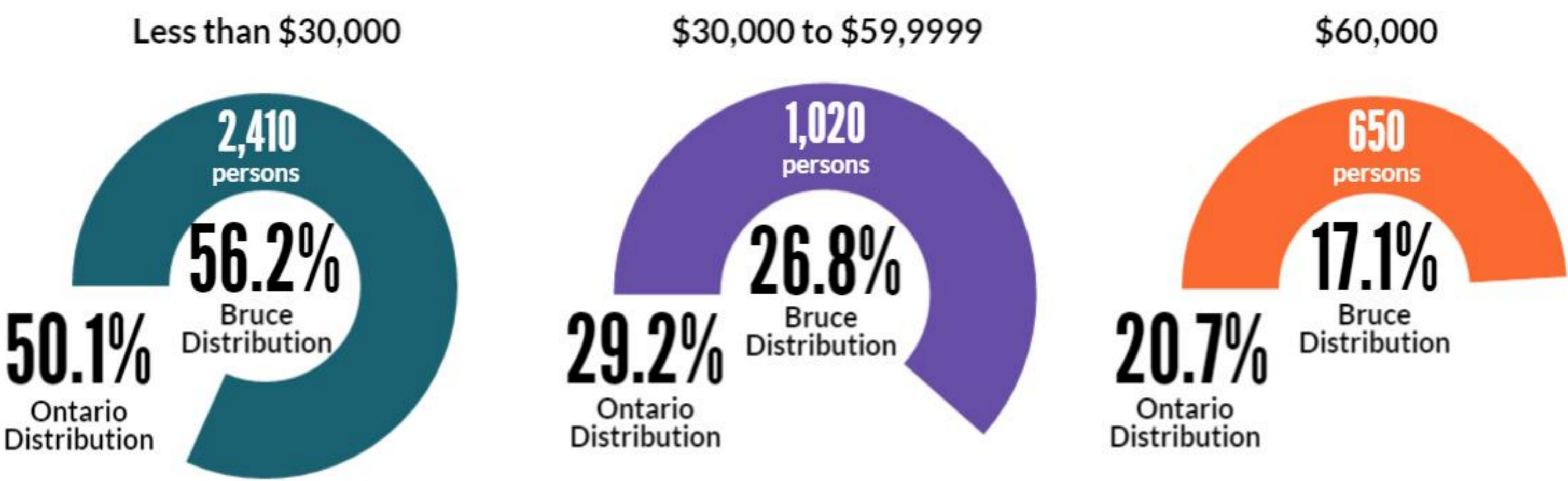


What are the employment income characteristics of people who move away from Bruce?

Low income people are more likely to leave.

- » 56.2 percent of people who moved away earn under \$30,000, a much higher proportion than the Ontario average of 50.1 percent.
- » People earning between \$30,000 to \$59,999 and over \$60,000 are less likely to leave Bruce.

Employment Income After Move



*Sums do not equal 100 due to rounding

Will people move to Grey for a pay decrease?

Yes, more easily than they would move to the average Ontario community.

- » 30.1 percent of people who moved to Grey took an employment income decrease, a higher proportion than the average for Ontario communities which is 28.0 percent.

Do people move to Grey for a pay increase?

Yes, but less so than within other areas of the province.

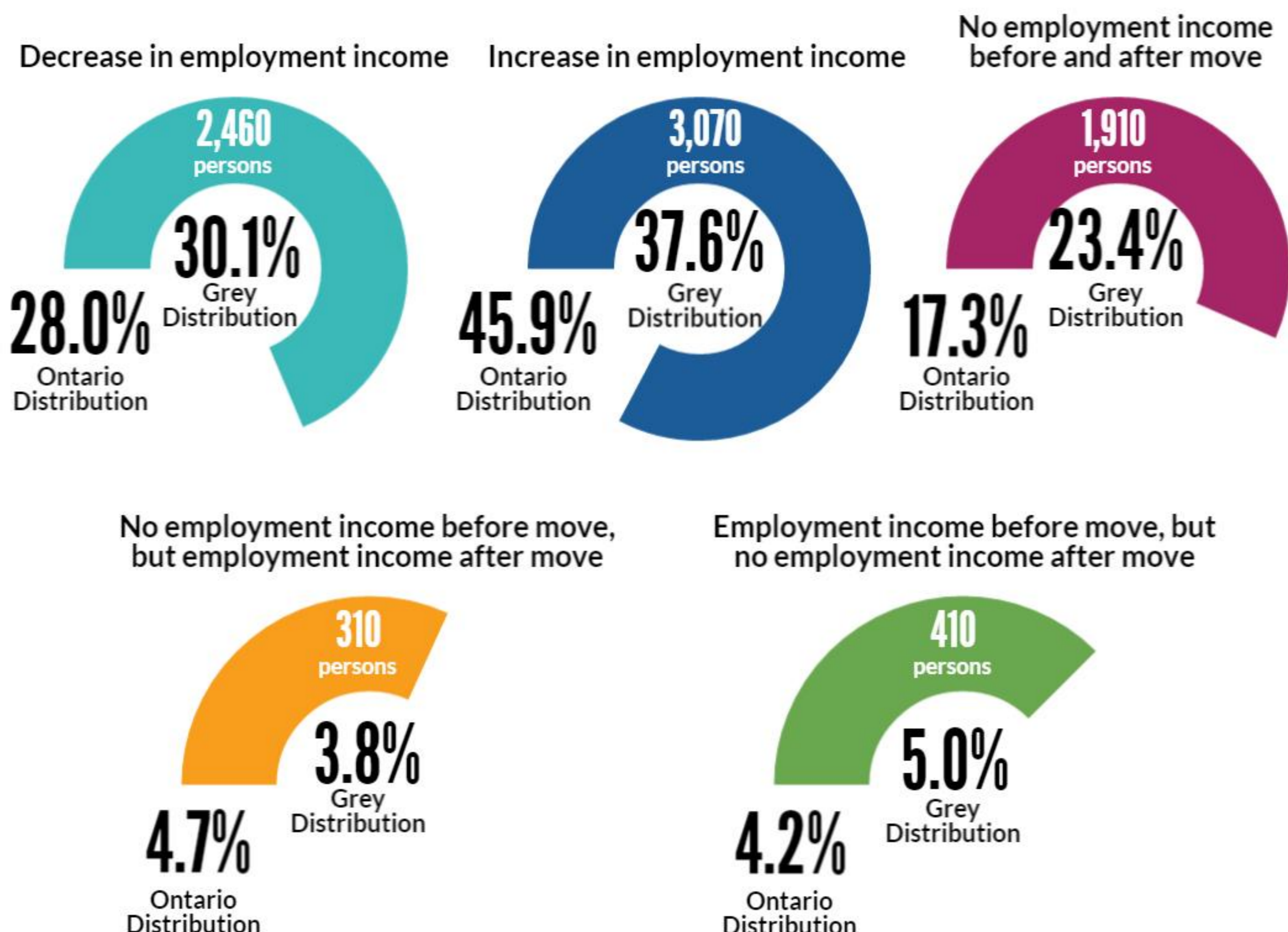
- » 37.6 percent of people who moved to Grey saw employment income increase, compared to the Ontario average, 45.9 percent.

Does Grey attract people who have no employment income (not working)?

Significantly so.

- » Grey attracts a significantly higher proportion of people who have no employment income. 23.4 percent compared the Ontario average of 17.3 percent.

In-Migrants 2009 - 2012

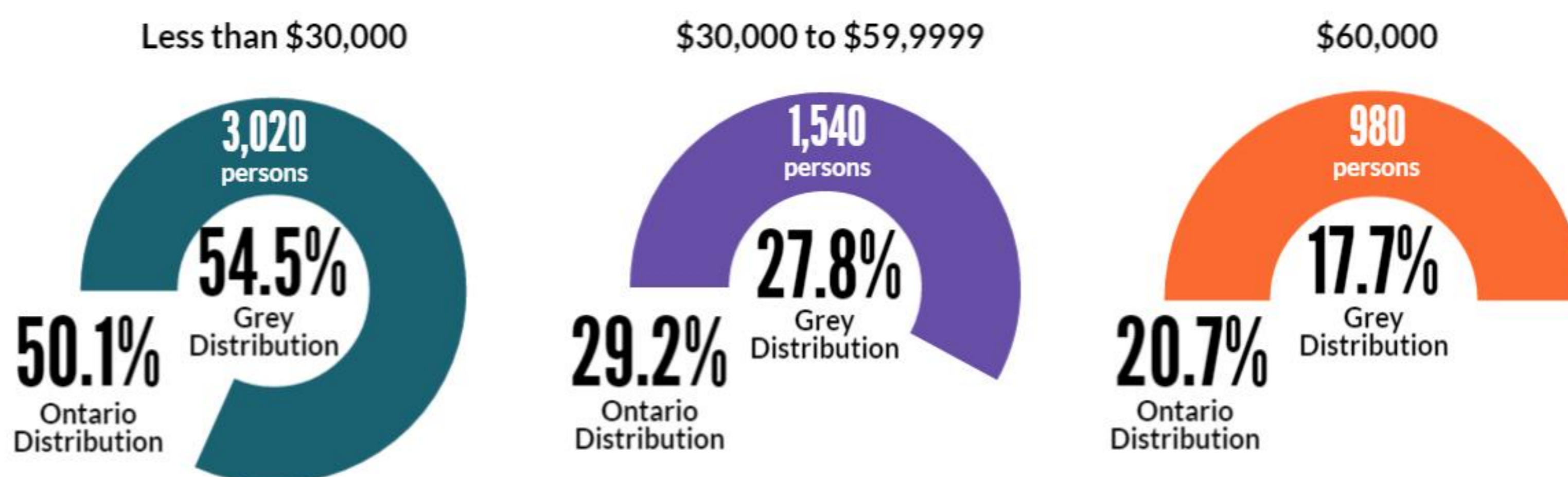


What are the employment income characteristics of people attracted to Grey?

It varies.

- » 54.5 percent of people attracted earn under \$30,000, a higher proportion than the the Ontario average of 50.1 percent.
- » Grey attracts a lower proportion of people earning between \$30,000 and \$59,999 and over \$60,000 than Ontario.

In-Migrants Employment Income After Move



Will people leave Grey for a pay decrease?

Yes, but less likely to leave Grey than other areas of the province.

- » 26.7 percent of people who leave Grey take a pay decrease compared to the Ontario average of 28.0 percent.

Do people leave Grey for a pay increase?

Yes, but less so than within other areas of the province.

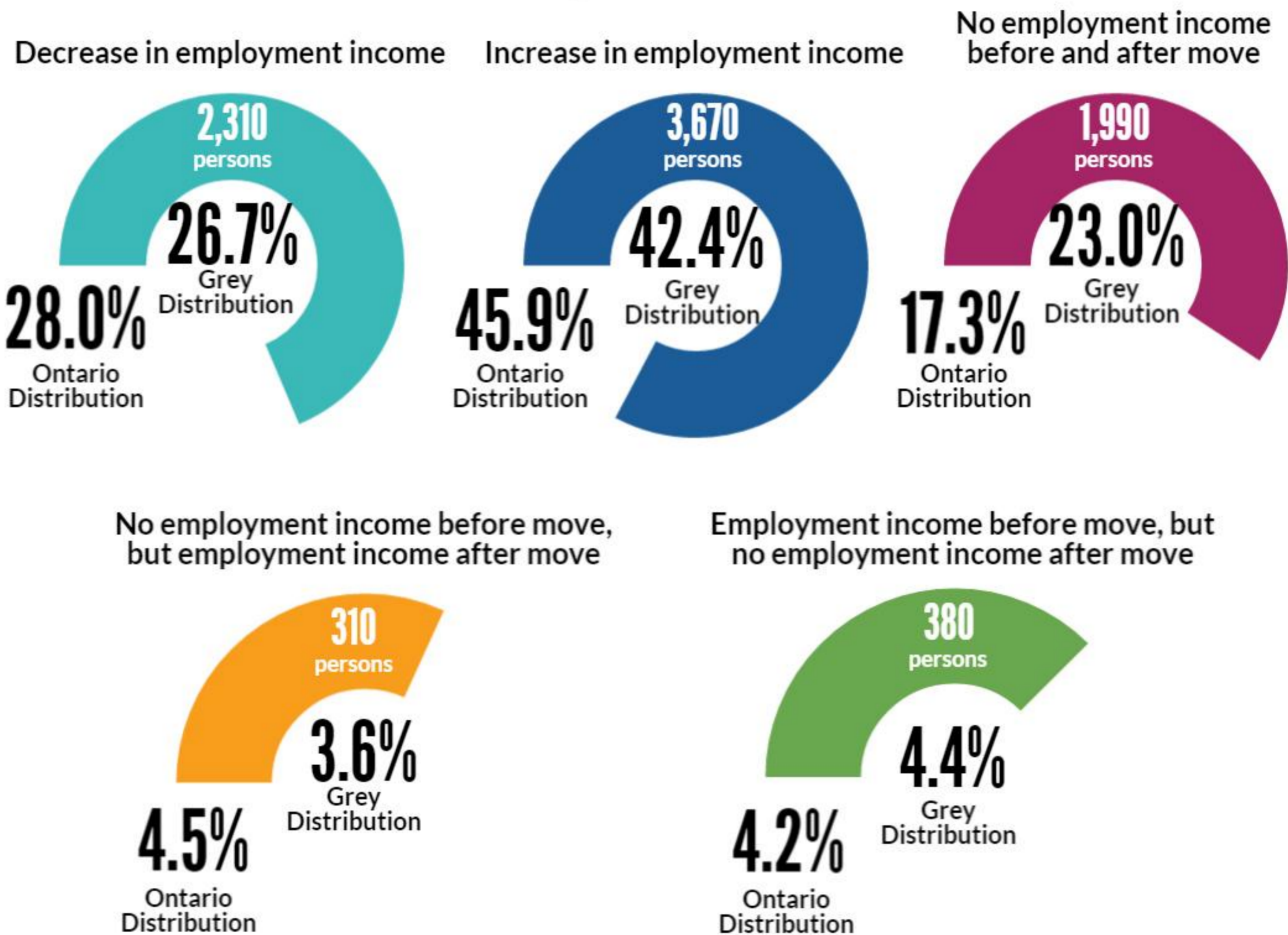
- » 42.4 percent of people who moved away from Grey saw employment income increase, compared to the Ontario average, 45.9 percent.

Does Grey lose people who have no employment income (not working)?

Considerably so.

- » Grey loses a significantly higher proportion of people who have no employment income. 23.0 percent compared to the Ontario average of 17.3 percent.

Out-Migrants 2009 - 2012

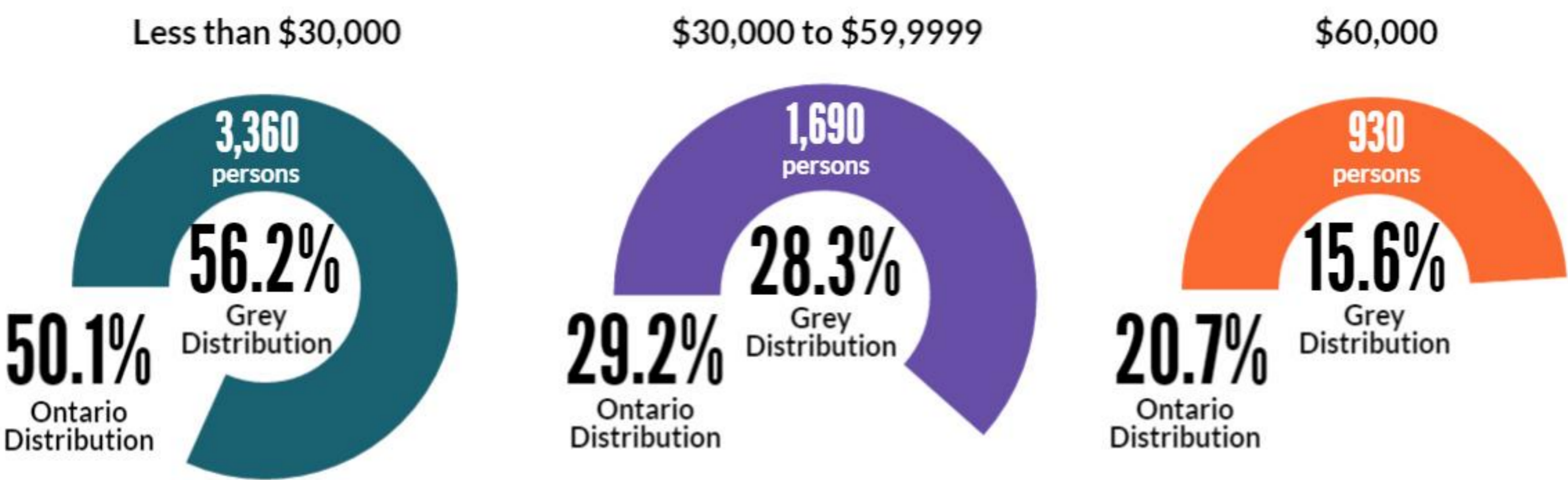


What are the employment income characteristics of people who move away from Grey?

Low income people are more likely to leave.

- » 56.2 percent of people who moved away from Grey earn under \$30,000, a much higher proportion than the Ontario average of 50.1 percent.
- » People earning over \$60,000 are far less likely to leave Grey.

Employment Income After Move



*Sums do not equal 100 due to rounding

Will people move to Huron for a pay decrease?

Yes, more easily so than the average community in Ontario.

- » 30.2 percent of people who moved to Huron took a pay decrease, a higher proportion than the average for Ontario communities which is 28.0 percent.

Do people move to Huron for a pay increase?

Yes, but less so than within other areas of the province.

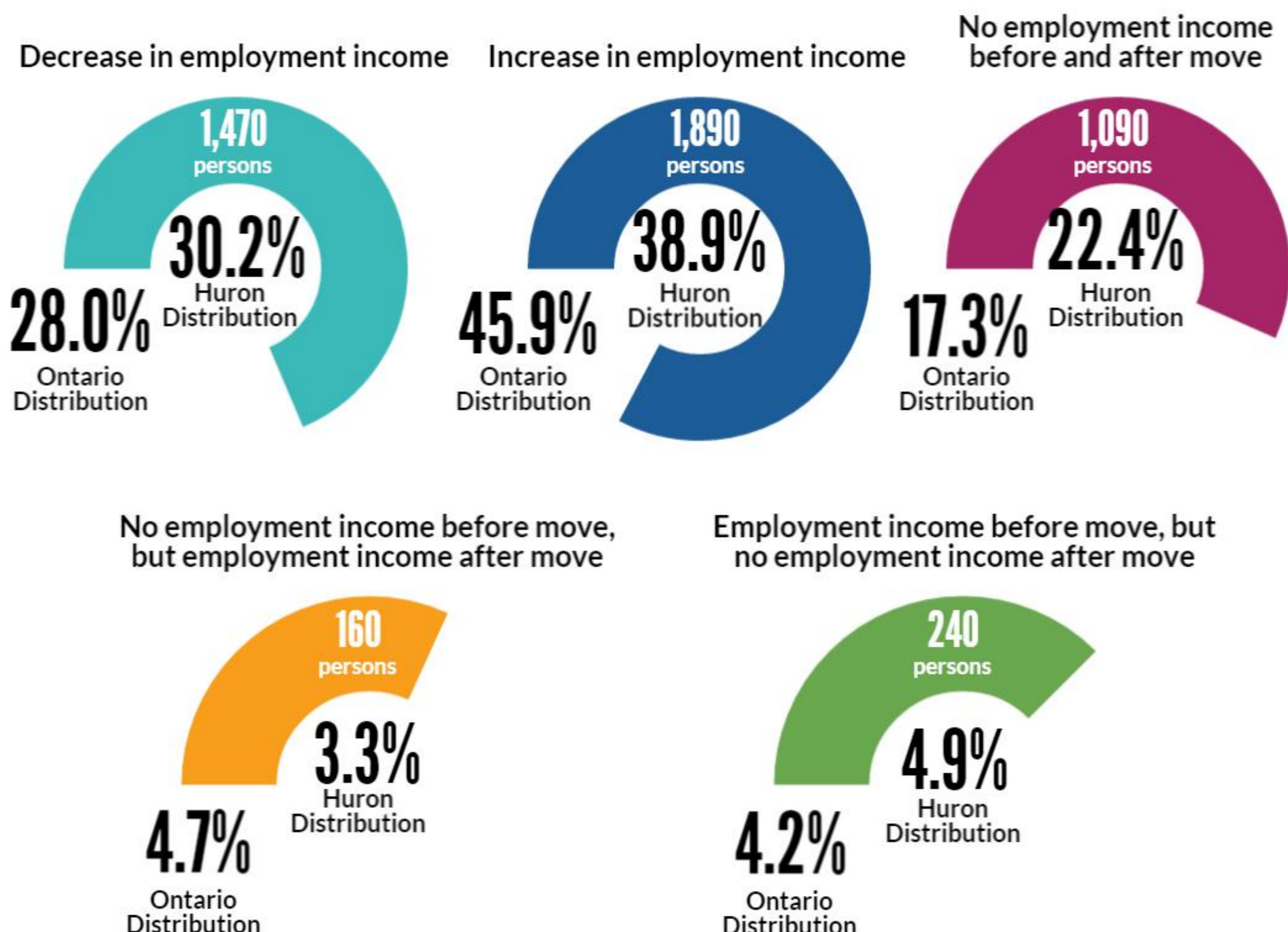
- » 38.9 percent of people, who moved to Huron saw employment income increase, compared to the Ontario average, 45.9 percent.

Does Huron attract people who have no employment income (not working)?

Significantly so.

- » Huron attracts a significantly higher proportion of people who have no employment income. 22.4 percent compared to the Ontario average of 17.3 percent.

In-Migrants 2009 - 2012

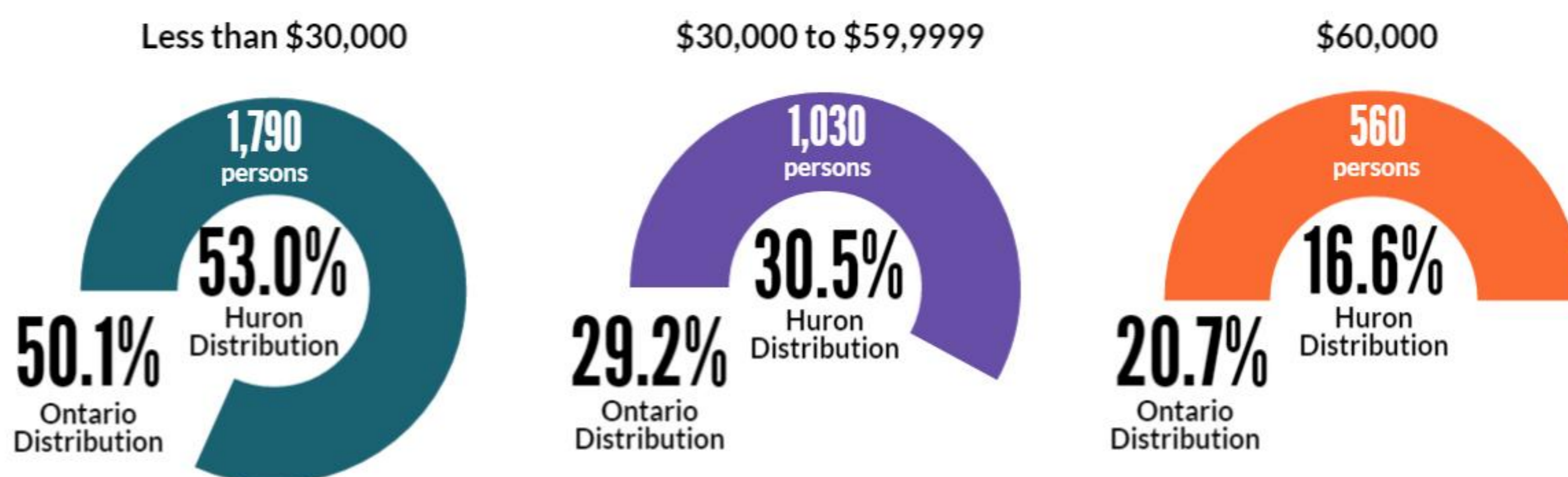


What are the employment income characteristics of people attracted to Huron?

It differs.

- » 53.0 percent of people attracted earn under \$30,000, a higher proportion than the Ontario average of 50.1 percent.
- » Huron attracts a significantly lower proportion of people earning over \$60,000 than Ontario.

In-Migrants Employment Income After Move



Will people leave Huron for a pay decrease?

Yes, a similar proportion as the Ontario average.

- 27.1 percent of people who leave Huron take a pay decrease similar to the Ontario average of 28.0 percent.

Do people leave Huron for a pay increase?

Yes, but slightly less so than within other areas of the province.

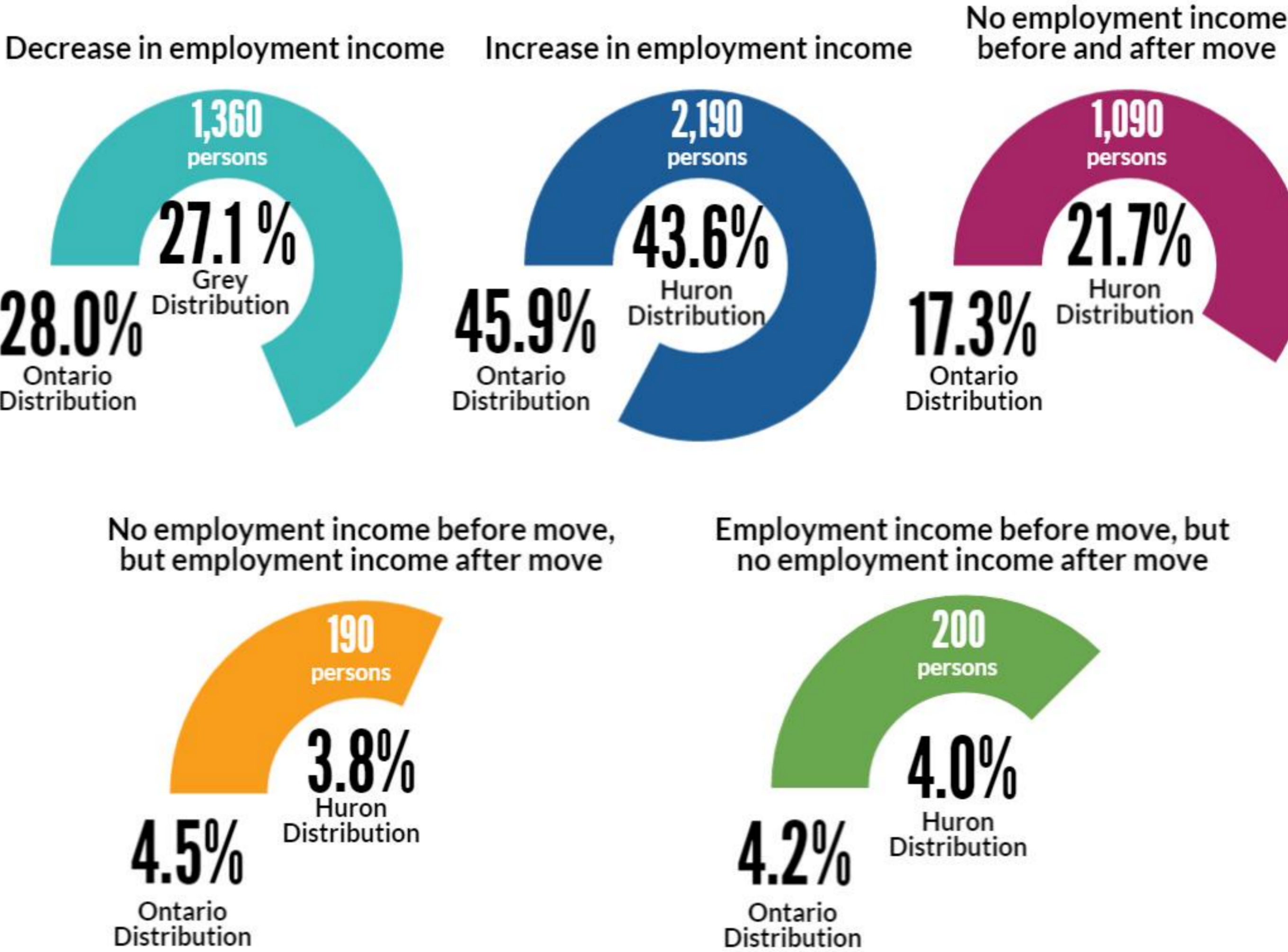
- 43.6 percent of people who moved away from Huron saw employment income increase, compared to the Ontario average, 45.9 percent.

Does Huron lose people who have no employment income (not working)?

Yes.

- Huron loses a higher proportion of people who have no employment income. 21.7 percent compared the Ontario average of 17.3 percent.

Out-Migrants 2009 - 2012

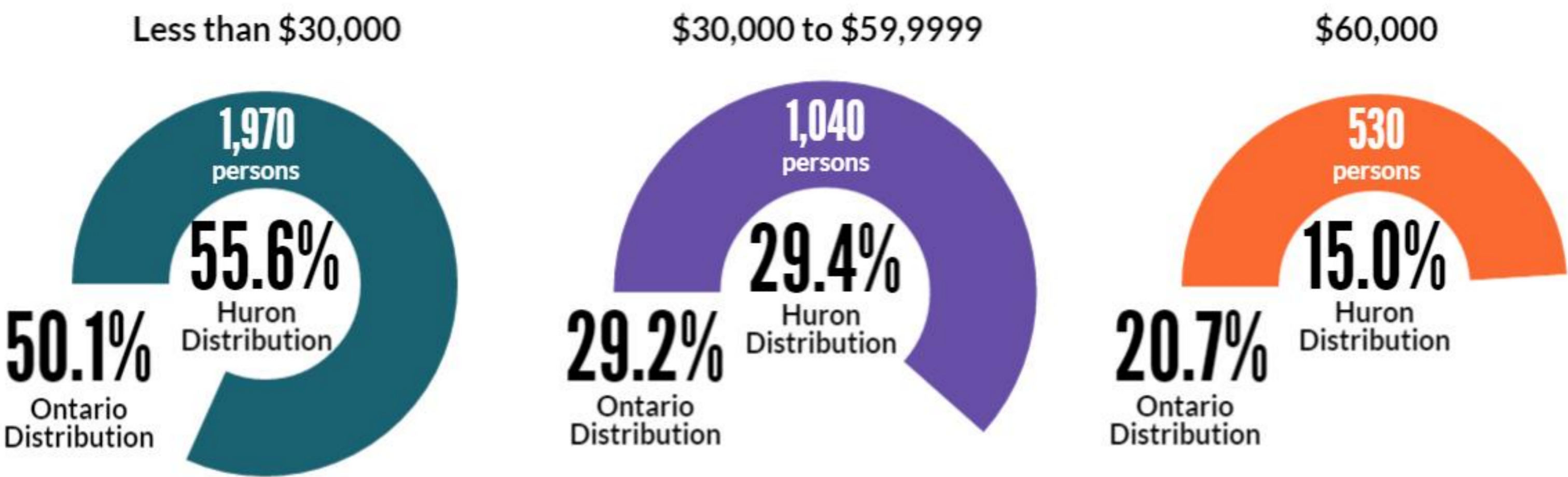


What are the employment income characteristics of people who move away from Huron?

Low income people are most likely to leave.

- 55.6 percent of people who moved away earn under \$30,000, a much higher proportion than the Ontario average of 50.1 percent.
- People earning over \$60,000 are far less likely to leave Huron.

Employment Income After Move



*Sums do not equal 100 due to rounding

Will people move to Perth for a pay decrease?

Yes, a similar proportion as the Ontario average.

- » 28.2 percent of people who moved to Perth took a pay decrease, similar to Ontario.

Do people move to Perth for a pay increase?

Yes, a slightly lower proportion than the province.

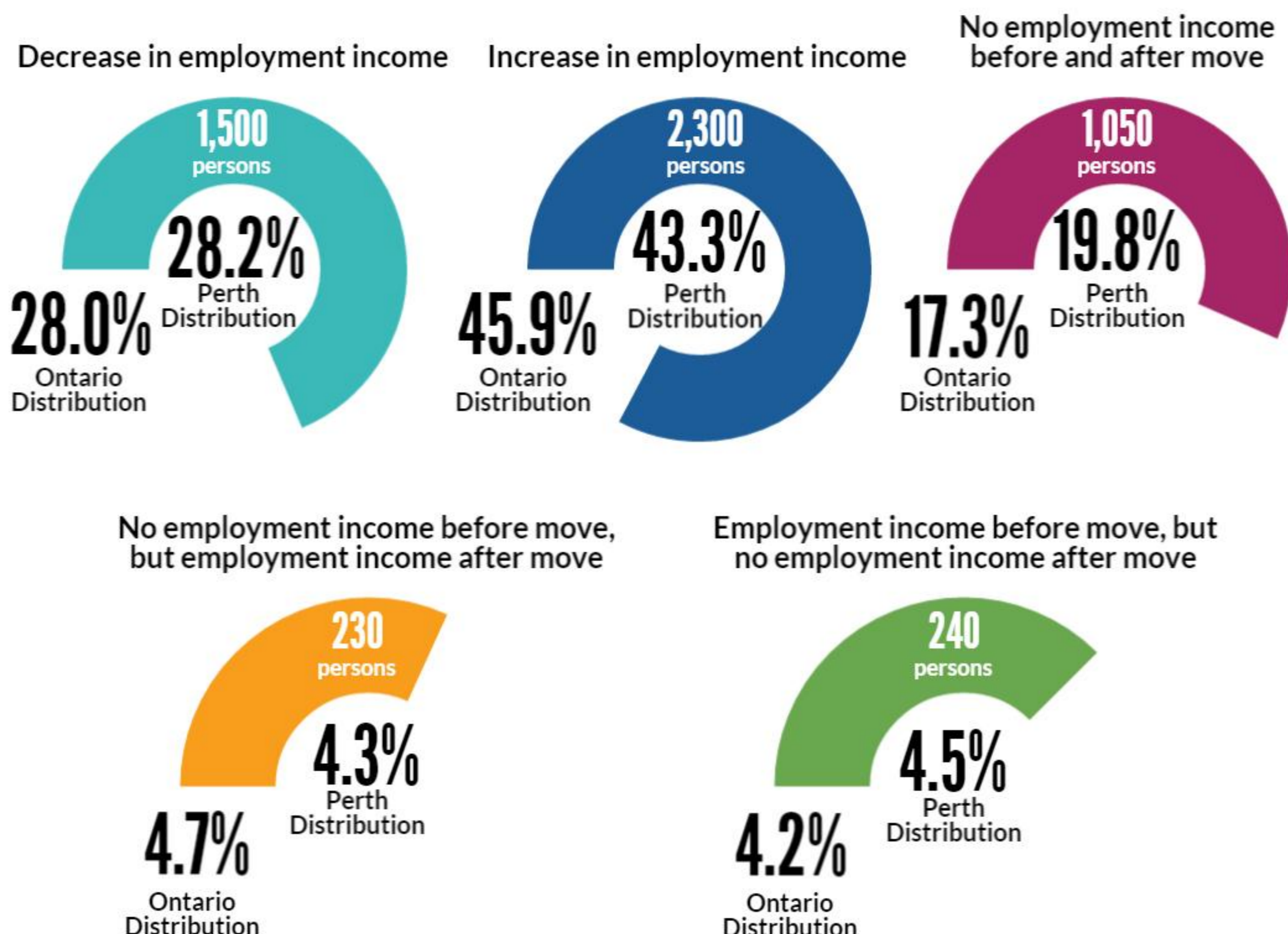
- » 43.3 percent of people who moved to Perth saw employment income increase, compared to the Ontario average, 45.9 percent.

Does Perth attract people who have no employment income (not working)?

Yes, but only a modestly higher proportion than Ontario.

- » 19.8 percent of people who moved to Perth have no employment income, compared to the Ontario average of 17.3 percent.

In-Migrants 2009 - 2012

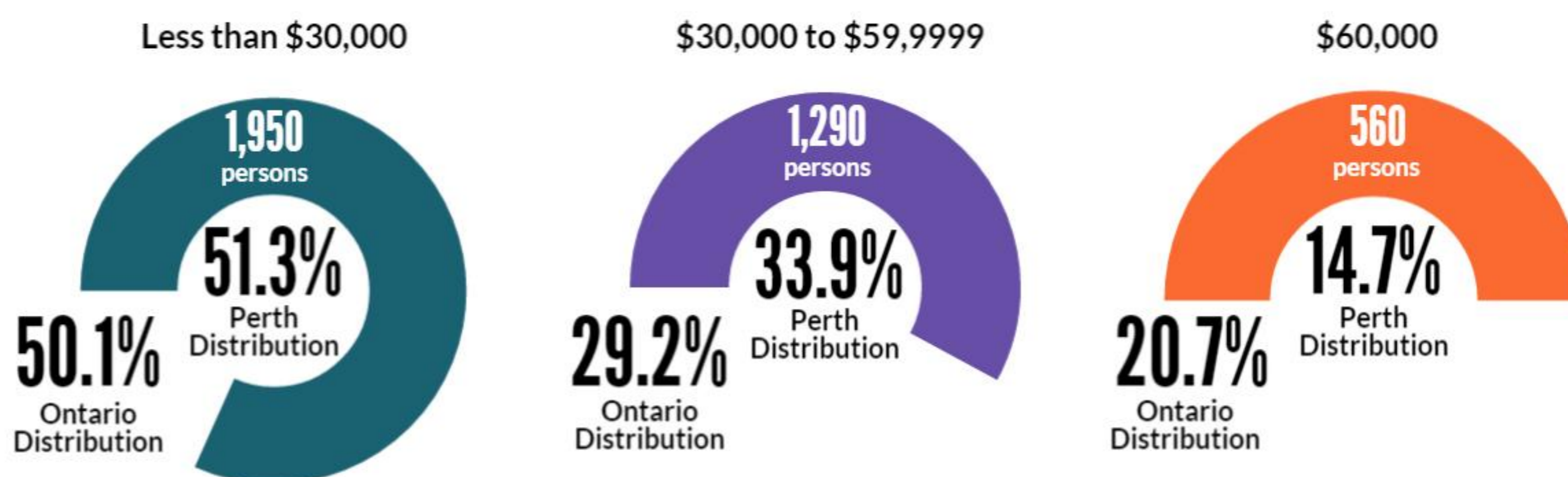


What are the employment income characteristics of people attracted to Perth?

It varies.

- » Perth attracts a higher proportion of people earning between \$30,000 and \$59,999 compared to Ontario.
- » Perth attracts a significantly lower proportion of people earning over \$60,000 compared to Ontario.

In-Migrants Employment Income After Move



Will people leave Perth for a pay decrease?

Yes, in fact people are more likely to leave Perth than other areas of the province.

- » 29.4 percent of people who leave Perth take a pay decrease compared to the Ontario average of 28.0 percent.

Do people leave Perth for a pay increase?

Yes, slightly more so than within other areas of the province.

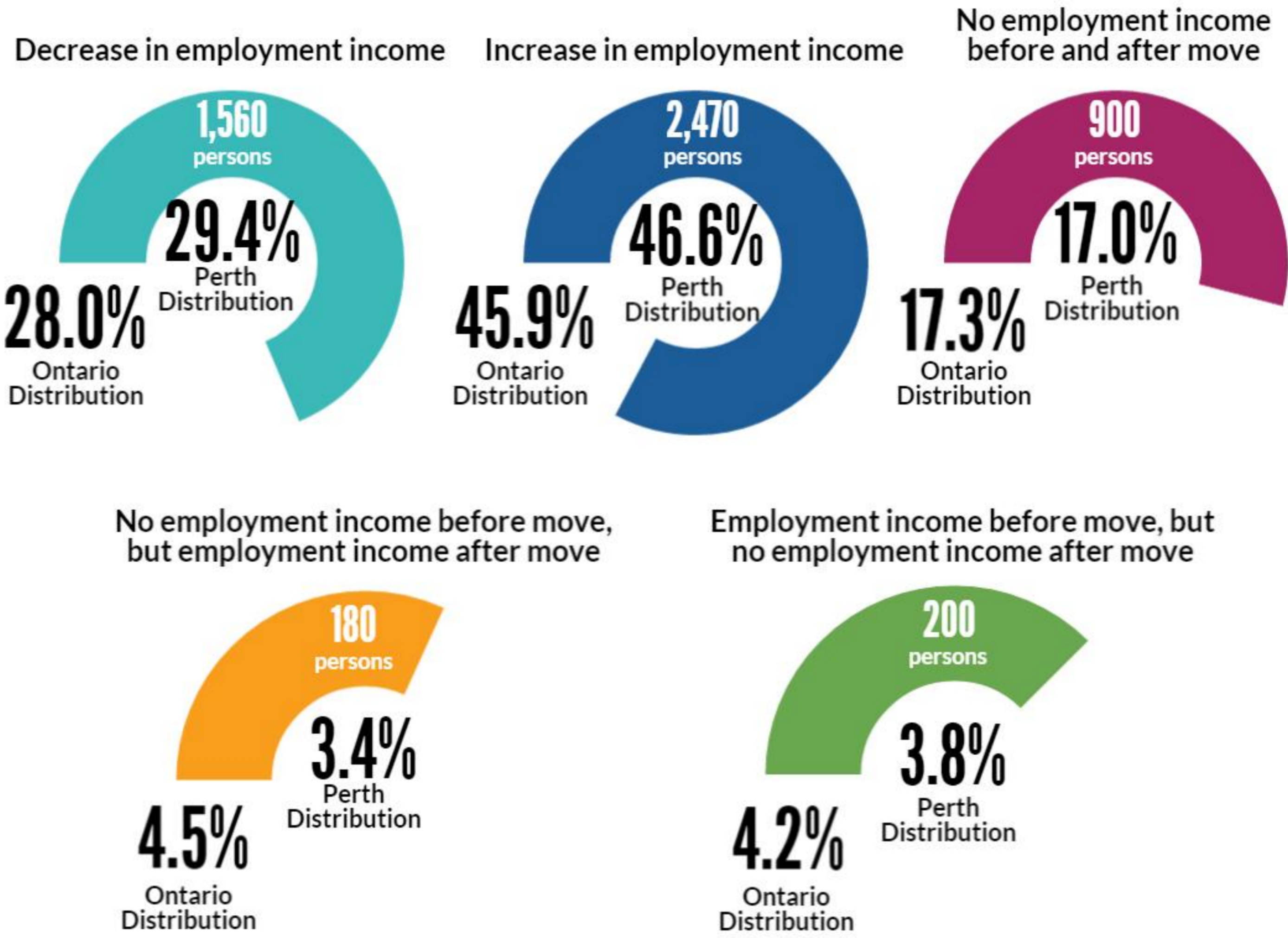
- » 46.6 percent of people who moved away from Perth saw employment income increase, compared to the Ontario average, 45.9 percent.

Does Perth lose people who have no employment income (not working)?

Yes, a similar proportion to the Ontario average.

- » 17.0 percent of people who leave Perth have no employment income, similar to the Ontario average at 17.3 percent.

Out-Migrants 2009 - 2012

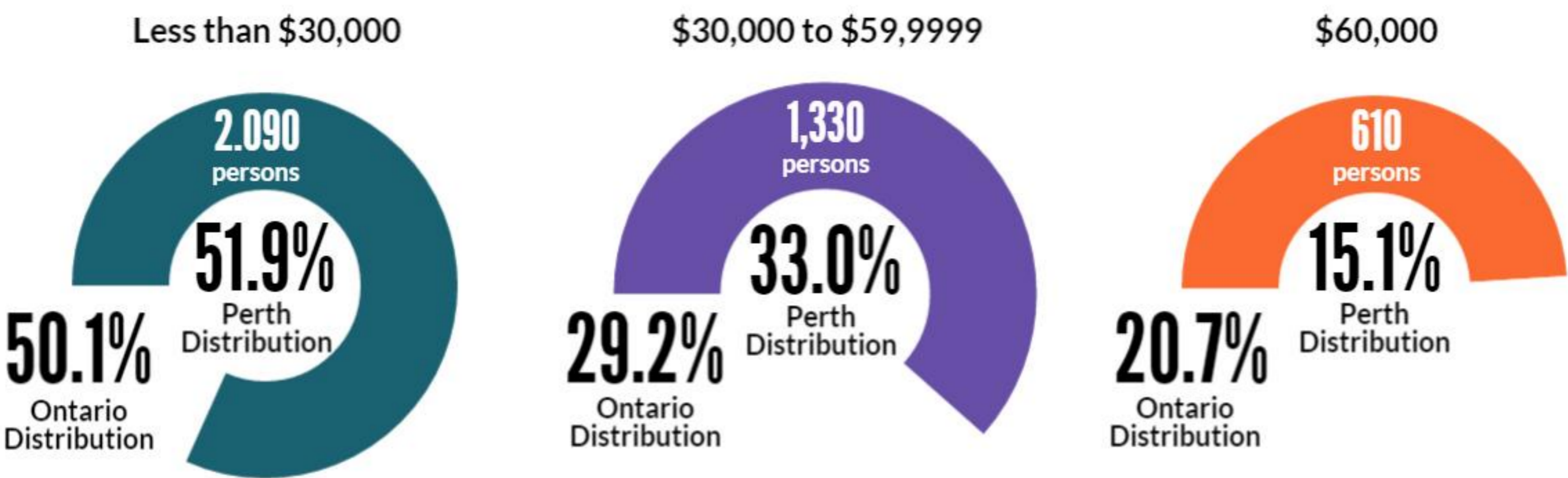


What are the employment income characteristics of people who move away from Perth?

Middle income people are more likely to leave.

- » 51.9 percent of people who moved away earn under \$30,000, a similar proportion than the Ontario average of 50.1 percent.
- » 33.0 percent of people who leave Perth earn between \$30,000 and \$59,999, a higher proportion than Ontario, 29.2 percent.
- » People earning over \$60,000 are far less likely to leave Perth.

Employment Income After Move



*Sums do not equal 100 due to rounding

Recommended Next Steps

Given the resources and attention paid to regional skill mismatches, regional attraction and retention strategies, and the importance or attractiveness of place, a deep and also comprehensive understanding of labour mobility in and out of each of the counties of Bruce, Grey, Huron and Perth is warranted.

As such, augmenting the summary report above with the following is recommended:

- » Detailed in-migration observations and analysis
- » Detailed out-migration observations and analysis
- » Overall mobility analysis

For more information on additional reports available for your community please contact us. Fees may apply.

Notes



