

Local Labour Market Plan



2023



This project is funded in part by the Government of Canada and the Government of Ontario.

The Four County Labour Market Planning Board (Planning Board) is a community-directed, not-for-profit organization that specializes in providing labour market information for Bruce, Grey, Huron, and Perth counties. This Local Labour Market Plan provides an update on the local labour market, which includes information on demographics, migration, industry, Employment Ontario Services, and Business Counts in the Four County Region. Supported by data and input from local employers and residents, the plan shows the current challenges and opportunities that the Four County labour market is facing.

Funded by the Ministry of Labour, Immigration, Training and Skills Development (MLITSD), the Planning Board is very grateful for all the support we received during the past fiscal year. We would also like to express our appreciation to our Advisory Committee Members, Employers, Employment Service Providers, Ontario Works, and Literacy and Basic Skills organizations who provide valuable insight and support for us to deliver on our annual projects.

We also want to express our special thanks to our Planning Board directors and staff who continually contribute to the long-term sustainable workforce development initiatives in Bruce, Grey, Huron and Perth counties.

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Purpose

The purpose of the Local Labour Market Plan (LLMP) is to identify significant labour market issues within the Four County Region; convey to the community the nature and complexity of these issues; and put forth specific actions that will help alleviate identified labour market challenges. The outcome of the LLMP and its resulting initiatives are designed to support area residents enter, re-enter or remain in the job market and to help employers access the workers/skills they need to be competitive in the global economy.

Data/Evidence

The 2022-2023 LLMP is an evidence-based plan that draws upon both primary and secondary data. The following data sources have informed this plan:

- Canadian Business Counts
- Census
- EmployerOne (Employer Consultation)
- Employment Ontario Program
- Job Vacancy and Wage Survey
- Labour Force Survey
- Taxfiler

It should be noted that the research uses the most current data available when practical. In some cases, the most recent data available is from 2022, while in other instances data from 2021 is the most current available.

This LLMP refers to the Four County Region and the Stratford-Bruce Peninsula Economic Region: each area includes Bruce County, Grey County, Huron County and Perth County. When using Statistics Canada Labour Force Survey (LFS) data, reference is made to the Stratford-Bruce Peninsula Economic Region. Reference to the Four County Area is made in all other instances.

In some instances, county-specific data is provided.

2022 Labour Market Developments

One word best describes the Stratford-Bruce Economic Region 2022 labour force: historic*.

In 2022, five labour force metrics reached historic highs and two labour force measures dropped to historic lows.

Historic highs include:

- The **population 15 years** of age and older reached 268,800 people in 2022, significantly higher than pre-pandemic numbers. This suggests quite a few people moved to the Region in the last few years.
- The **labour force** reached 167,800 people in 2022, slightly higher than pre-pandemic numbers
- The **total number of people employed** reached 161,600 people in 2022, slightly surpassing pre-pandemic numbers.
- **Full-time employment** reached 131,400 people in 2022, significantly surpassing pre-pandemic numbers, suggesting employers are hiring proportionally more full-time workers.
- The **number of people not in the labour force** reached 101,000, far surpassing pre-pandemic numbers, suggesting new residents are not joining the labour force and/or long-time residents are leaving the labour force.

Historic lows include:

- The **annual number of people unemployed** in 2022 dipped to a low of 6,200, similar to pre-pandemic numbers.
- The **annual unemployment rate** reached a new low of 3.7 percent, the 2022 rate is similar to the rates in 2018 and 2019.

**Table 1: Labour Force Characteristics
Stratford-Bruce Economic Region
2022**

	Labour Force Characteristics #		Labour Force Characteristics %
Population 15+	268,800	Unemployment rate	3.7
Labour force	167,800	Participation rate	62.4
Total employment	161,600	Employment rate	60.1
Full-time employment	131,400		
Part-time employment	30,300		
Unemployed	6,200		
Not in the labour force	101,000		

Source: Labour Force Survey

*Historic refers to the 2006 to 2022 period, as methodological changes to the Labour Force Survey don't allow for comparisons prior to 2006.

The number of job vacancies in Stratford-Bruce Economic Region also reach record highs in 2022, almost doubling the number of vacancies in 2019. Record number of job vacancies combined with a historically low unemployment rate point to an acute shortage of workers.

**Table 2: Job Vacancies
Stratford-Bruce Economic Region
2022**

	Job Vacancies #
Q1 2022	7,805
Q2 2022	9,465
Q3 2022	9,155

Source: Job Vacancy and Wage Survey

Prevailing Labour Market Issues

Chronic Shortage of Workers

While the unemployment rate reached a historic low in 2022, it is important to note that the unemployment rate in the Stratford-Bruce Economic Region has consistently been lower than the province of Ontario for the past decade. A consistent and comparatively low unemployment rate may be Stratford-Bruce's defining labour market characteristic.

Similarly, 2022 record high job vacancies in Stratford-Bruce, coincide with job vacancy rates that are consistently higher than rates in Ontario. The job vacancy rate is the number of job vacancies expressed as a percentage of labour demand; that is, all occupied and vacant jobs combined.

Job vacancy rates that are consistently higher than the province combined with unemployment rates that are constantly lower than the province point to a chronic shortage of workers in Stratford-Bruce Economic Region.

Table 3: Unemployment Rate Comparison

	Unemployment Rate Stratford-Bruce %	Unemployment Rate Ontario %
2013	5.8	7.6
2014	4.9	7.3
2015	5.7	6.8
2016	4.8	6.6
2017	4.6	6.0
2018	3.8	5.7
2019	4.4	5.6
2020	7.3	9.6
2021	4.2	8.0
2022	3.7	5.6

Source: Labour Force Survey

Table 4: Job Vacancy Rate Comparison

	Job Vacancy Rate Stratford-Bruce %	Job Vacancy Rate Ontario %
Q1 2019	3.8	3.0
Q2 2019	3.6	3.3
Q3 2019	3.6	3.2
Q4 2019	2.9	2.9
Q1 2020	3.0	2.9
Q4 2020	3.7	3.4
Q1 2021	3.4	3.3
Q2 2021	5.2	4.3
Q3 2021	6.2	5.3
Q4 2021	6.7	5.2
Q1 2022	5.8	5.1
Q2 2022	6.8	5.7
Q3 2022	6.3	5.4

Source: Job Vacancy and Wage Survey
 Survey not conducted in Q2 and Q3 of 2020
 Q1 of 2015 through Q4 of 2018 not shown

Participation in the Labour Force

Typically, when there are not enough people available to work efforts to encourage more people to participate in the labour force follow. While it makes sense to encourage and help people participate in the labour force, the situation in the Stratford-Bruce Peninsula Economic Region makes this more difficult.

Of the five different age cohorts examined, Stratford-Bruce has higher participation rates than Ontario in four of the categories. Participation rates in the 15 to 24 group and the 45 to 54 cohort are considerably higher than Ontario rates. The only age cohort in which Stratford-Bruce lags Ontario (and does so significantly) is the 55 to 64 age group. There is certainly room for improvement in this age cohort. Understanding the circumstances and work arrangements that might lure some of this population back into the labour force is warranted.

As for the 25 to 44 cohort and the 45 to 54 age group, there are practical limits to how high participation rates can go, and both are exceedingly high already.

**Table 5: Participation Rate by Age Cohort
2022**

	Participation Rate Stratford-Bruce %	Participation Rate Ontario %
15-24 years	70.7	61.7
25-44 years	89.1	88.0
45-54 years	89.5	86.8
55-64 years	62.9	67.2
65 years and over	16.8	15.0

Source: Labour Force Survey

An Aging Population

Since the participation rate measures the proportion of the population engaged in the labour force (those who are employed or unemployed), it is important to examine population changes by age cohort. Table 6 shows the population in Stratford-Bruce Economic Region in 2013 and 2022, a 10-year period.

Significant population growth (17,800) in the 25 to 44 age cohort is encouraging for the labour supply as this cohort has a high participation rate (89.1%). Conversely, population decline (10,800) in the 45 to 54 age cohort has negative consequences for the labour supply, as this cohort currently has the highest participation rate (89.5%) in the Region. Understandably, 89.5 percent of 31,300 people is a much lower absolute number (28,013) than 89.5 percent of 42,100 (37,679), the population in 2013. The greatest population shift over the period examined was in the 65 and over age cohort, which increased by 16,200 people. The problem, however, is that only 16.8 percent of this age cohort participate in the labour force.

**Table 6: Population by Age Cohort
Stratford-Bruce**

	Population 2013 #	Population 2022 #	Absolute Change #
15-24 years	37,200	33,500	(3,700)
25-44 years	66,900	84,700	17,800
45-54 years	42,100	31,300	(10,800)
55-64 years	43,300	44,500	1,200
65 years and over	58,600	74,800	16,200
Total 15 years and over	248,100	268,800	20,700

Source: Labour Force Survey

Population shifts into older age cohorts with lower participation rates is causing Stratford-Bruce's overall participation rate to decline. This trend explains why the total participation rate for the population 15 years and older for Stratford-Bruce Economic Region is significantly lower than the province's (62.4% versus 65.0 %).

**Table 7: Participation Rate by Age Cohort
2022**

	Participation Rate Stratford-Bruce %	Participation Rate Ontario %
15-24 years	70.7	61.7
25-44 years	89.1	88.0
45-54 years	89.5	86.8
55-64 years	62.9	67.2
65 years and over	16.8	15.0
Total 15 years and over	62.4	65.0

Source: Labour Force Survey

Not in the Labour Force

As previously mentioned, the number of people not in the labour force reach a historic high in 2022. Over 100,000 people 15 years of age and over are neither employed nor looking for work. Given the chronic labour shortage within the Stratford-Bruce Economic Region, the potential to lure some of these people into the labour force requires further investigation.

Table 8 shows the number and distribution of people not in the labour force by age cohort. The obvious finding is that 61.6 percent of the people not in the labour force are 65 years of age and over, an increase from 55.9 percent in 2013. Another 16.3 percent (16,500) of people not in the labour force are 55 to 64 years of age.

Given the extremely low participation rate of the 55 to 64 age cohort, understanding what can be done to encourage some of this age cohort to return to the workforce is necessary. Research shows that flexible work arrangements may be the best way to encourage more people to return to the workforce. The sheer number (62,200) of those 65 years and over also deserves attention, as it may also be possible to draw some of these people back to the workforce with suitable work arrangements.

**Table 8: Not in the Labour Force by Age Cohort
Stratford-Bruce**

	Not in the labour force 2013 %	Not in the labour force 2022 #	Not in the labour force 2022 %
15-24 years	11.5	9,700	9.6
25-44 years	8.5	9,300	9.2
45-54 years	6.9	3,200	3.2
55-64 years	17.2	16,500	16.3
65 years and over	55.9	62,200	61.6
Total 15 years and over	100.0	101,000	100.0

Source: Labour Force Survey

Reasons for Leaving Job During Previous Year

Given the chronically low unemployment rate and high job vacancies in the Stratford-Bruce Economic Region, consideration as to why people leave their jobs is necessary to figure out what can be done to retain or bring those people back to the labour market. Table 9 shows the reasons Stratford-Bruce residents left their job during the previous year.

Prior to the pandemic (2018/2019), there were more *job leavers* than *job losers*; however, during the pandemic, there were more *job losers* than *job leavers*. Over the four-year period examined from 2018 to 2021, the number of *dissatisfied leavers* never surpassed 1,500 workers, and the number of *retired leavers* ranged from a low of 2,100 to a high of 2,900. Also, over the entire period, the largest number of people exited employment due to *permanent layoffs*. Given the chronic labour shortage in the Stratford-Bruce Economic Region, the number of permanent layoffs seems high, and while the pandemic would have negatively affected these numbers, many pandemic layoffs would have been temporary (as shown in 2020).

**Table 9: Reasons for Leaving Job During Previous Year
Stratford-Bruce**

	2018 #	2019 #	2020 #	2021 #
Job leavers	11,300	12,000	8,600	7,400
Personal or family reason (including own illness or disability)	2,400	2,400	1,700	1,800
Going to school	4,900	4,900	2,500	2,300
Other reasons	4,100	4,800	4,400	3,300
• Dissatisfied	x	x	x	x
• Retired	2,500	2,900	2,100	2,100
• Other	x	x	x	x
Job losers	5,200	6,900	16,400	8,400
Permanent layoff	4,900	6,200	13,000	7,000
Temporary layoff	x	x	3,400	x

Source: Labour Force Survey
x suppressed, value is under 1,500 people

Reasons for Part-time Employment

As reported, the number of people employed full-time reached a historic high in 2022 for the Region. Between 2019 (pre-pandemic) and 2022, full-time jobs increased by 6,400 and part-time employment decreased by 5,200 jobs. It appears that employers are trying to address labour force shortages by hiring people full-time. Given the acute labour shortage in the Stratford-Bruce Economic Region, understanding the potential of more part-time workers becoming full-time is warranted.

Table 10 examines the reasons people are engaged in part-time employment. The data suggest that the desire of part-time workers to become full-time employees is quite low, as most people identified *personal preference* and *going to school* as the reasons they work part-time. Those who identified *business conditions* and *could not find full-time work* as the reasons they are part-time employees present more of an opportunity to engage with full-time work. This means that roughly 4,000 part-time employees may be willing to consider full-time employment each year.

**Table 10: Reasons for Part-time Employment
Stratford-Bruce Economic Region**

	2018 #	2019 #	2020 #	2021 #
Own illness	x	x	x	x
Personal or family responsibilities	2,900	2,700	2,500	3,000
Going to school	8,400	7,100	6,700	6,700
Personal preference or other voluntary	6,600	10,600	7,300	8,400
Business conditions	3,200	3,800	3,300	3,900
Could not find full-time work	1,500	x	x	x
Total Part-time employment	23,700	26,800	21,900	23,500

Source: Labour Force Survey
 x suppressed, value is under 1,500 people
 Data is for employees only, does not include self-employed persons

Key Takeaways from 2023 EmployerOne Survey

EmployerOne is a survey that seeks employer insight into labour market challenges and issues within the Four County Area. This annual survey has been conducted for the past decade, albeit there are fewer questions than in previous versions.

The statistical research above identified chronic workforce shortages, with a historically low unemployment rate and record job vacancies. Data collected in the 2023 EmployerOne reflects this reality. For example:

Employers rate the availability of qualified workers as:

55%
Poor



>84%
Fair or Poor

IN THE DECADE THAT THE EMPLOYERONE SURVEY HAS BEEN CONDUCTED,
THIS IS THE **MOST DIRE RESPONSE YET**

Employers reported the top reasons positions were hard to fill:

38%
No applicants



61%
Not enough applicants

REINFORCING THE EXTENT OF LOCAL LABOUR FORCE
SHORTAGES

Employers identified the following among applicants they received:

50% *Lack motivation, attitude or interpersonal abilities*

41% *Lack work experience*

40% *Lack qualifications (education/credentials)*

Employers identified barriers to employment as:

50% 

Housing is not affordable

41% 

Housing is unavailable

40% 

A lack of transportation

**THESE BARRIERS AFFECTED THEIR ABILITY TO
HIRE OR RETAIN WORKERS**

Responses such as these, suggests that workforce challenges are becoming increasingly complicated and cannot easily be resolved by a single organization. For example, meaningful measures to address an issue such as improving access to housing and transportation requires sustained, multi-party collaboration to address.

Employment Ontario Program Data Observations

The Ministry of Labour, Immigration, Training and Skills Development (MLITSD) maintains several programs that have been developed to help Employment Ontario's (EO) clients access the training, skills and experience they need to succeed in the changing labour market.

Using the Ministry of Labour, Training and Skills Development Employment Ontario 2021/2022 program data, observations regarding service gaps, overlaps and under-served populations are put forth. EO program data and observations are also used to inform service network discussions.

Number of Clients Observation

This year's LLMP report provides data for six EO programs. The first observation regarding 2021/2022 Employment Ontario program data is that more clients accessed EO programs in the Four County Area than the previous year. The fact the numbers are increasing is positive as people may be trying to reengage in the labour market as the pandemic wanes. The Canada Ontario Job Grant program, and the Apprenticeship program saw the greatest percentage increases. The Second Career program is the only program that experienced a decrease in clients.

A comparison of 2021/2022 Employment Ontario data with EO program data from 2017/2018 (five year trend) shows an overall decline in clients. Only the Apprenticeship program experienced client growth, increasing a significant 60% over the time period. The overall drop in client numbers between 2019/2020 and 2020/2021 is likely pandemic related.

	Clients				
	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
Employment Service	3,879	4,049	4,136	2,907	2,937
Canada Ontario Job Grant	593	447	328	264	552
Literacy and Basic Skills	710	726	803	652	688
Second Career	102	55	50	75	59
Youth Job Connection	295	220	253	199	214
Apprenticeship (new regist.)	540	864	860	683	864
Total	6,119	6,361	6,430	4,780	5,314

Observations for each program follow.

Employment Services

Number of Assisted Clients

The Employment Services program offers various resources and supports to individuals who require assistance with their employment and skills-upgrading. While 2021/2022 saw a slight increase in the number of Employment Service clients over the previous year, client numbers are down by 942 people compared to five years earlier. Since the Employment Service program primarily serves the unemployed (87.1 percent of clients), the demand for Employment Services is examined within this context.

Given that there were 7,000 persons unemployed in the Four County Area in 2021/2022 and 7,300 in 2017/2018, the significant decline in the number of Employment Service clients cannot solely be attributed to this slight difference. That said, the number of clients essentially remained the same between 2020/2021 and 2021/2022 even though there were 5,300 fewer people unemployed over the time period. The pandemic surely affected client numbers.

	2017/2018	2020/2021	2021/2022
Employment Service Clients	3,879	2,907	2,937
2021 Unemployed #	7,300	12,300	7,000

*Labour Force Survey

Gender Observations

The gender of Employment Service clients are 49.3 percent female and 50.1 percent male, which is similar to the gender distribution of the unemployed, where 51.4 percent of the unemployed were female and 48.6 percent were male.

	Female Clients		Male Clients	
Employment Service Clients 2021/2022	49.3%		50.1%	
2021 Unemployed #	3,600		3,400	
2021 Unemployed Distribution %	51.4%		48.6%	

Age Cohort Observations

To provide insight into how the Employment Services program serves clients by age cohort, the distribution of clients and the unemployed by age cohort are compared. The data shows that the distribution of Employment Service clients 15 to 24 years of age is similar to the percentage of the unemployed (20.4% compared to 21.4%). Employment Service clients in the 25 to 44 age cohort greatly exceed the proportion of people unemployed (46.1% compared to 32.9%). As for the 45 plus age cohort, the proportion of EO clients is well below the proportion of those employed (33.5% compared to 45.7%). Greater efforts to reach and serve the 45 plus age cohort is justified given the larger number of unemployed people in this age group.

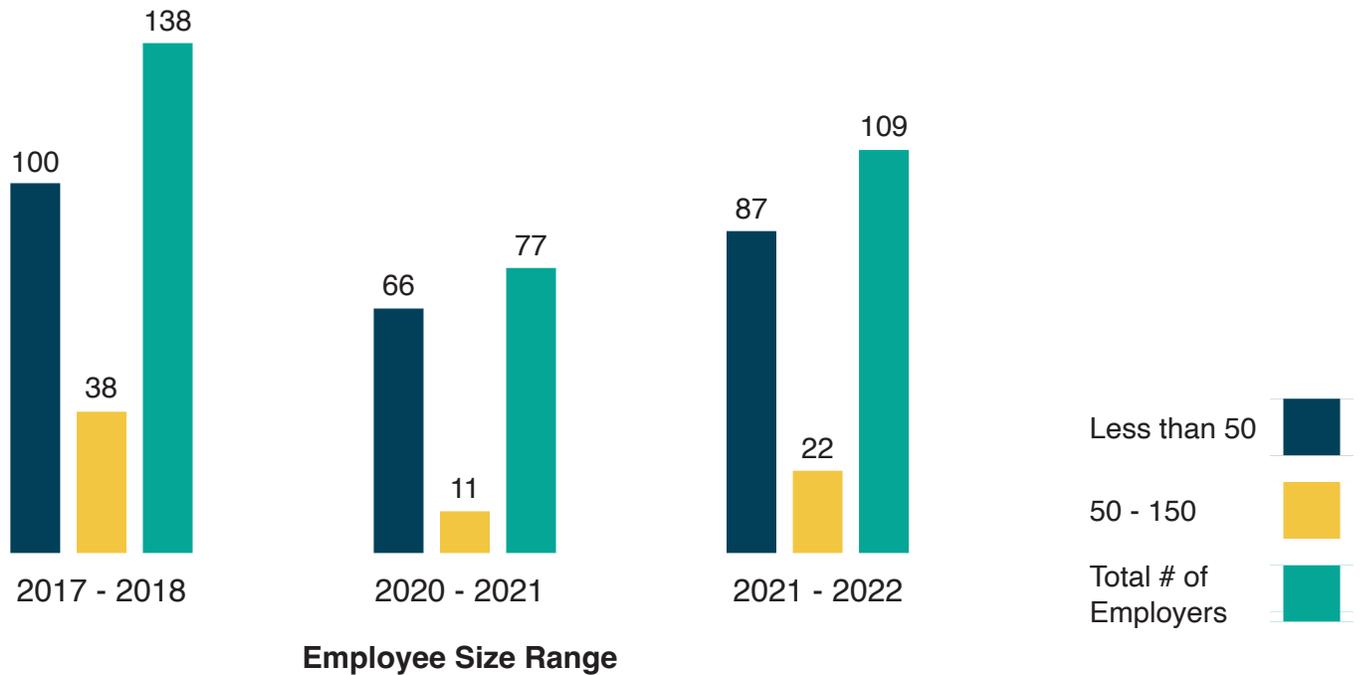
	15-24	25-44	45+
Employment Service Clients 2016/2017	20.4%	46.1%	33.5%
2021 Unemployed #	1,500	2,300	3,200
2021 Unemployed Distribution %	21.4%	32.9%	45.7%

Canada Ontario Job Grant

The Canada Ontario Job Grant (COJG) program offers non-repayable grants to help employers train their employees and invest in their workforce. The COJG is available to all kinds of businesses with short-term training needs.

The 2021/2022 EO data shows the number of participating employers declining from 138 in 2017/2018 to 109 in 2021/2022. A funding decrease over this time period may account for the decline in participating employers. Changes to the program guidelines also likely affected the number and size of employers applying. For example, one year 50 employers may receive smaller grants, but the next year fewer employers may receive larger grants because of more participants.

Employer Participants



COJG employer participants with less than 50 employees account for just 0.8 percent of all employers in this employee size range, which is miniscule given that employers with less than 50 employees as a group represent 99% of all area businesses. COJG employer participants with 50 or more employees account for 5.1 percent of all employers in this employee size range.

Given the high proportion of employers who report being unsatisfied with the quality of their current workforce and the difficulty finding new qualified workers, one would expect more employers to participate in this program.

Employee Size Range	Number of COJG Employers 2021/2022	Total Number of Employers June 2022	COJG Employers as a % of Total Employers 2021/2022
One to 50*	87	11,187	0.8%
50 or more employees	22	432	5.1%

*Does not include sole proprietors or owner operators

Outcome at Exit

The effectiveness of the local COJG program is clear, as 96 percent of employer participants reported an increase in trainee productivity and 100 percent of employer participants reported that training met workforce needs.

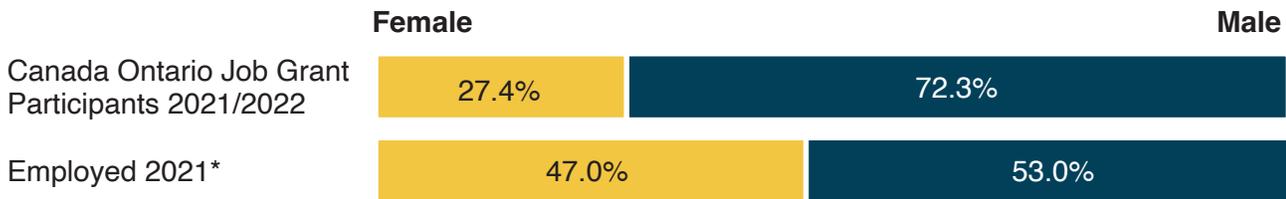
COJG Employee Participants

Given the decline in the number of COJG participating employers, it is not surprising that the number of participants also decline between 2017/2018 and 2021/2022 (593 compared to 552).



Gender Observations

Males form a far higher proportion of COJG participants than females: 72.3 percent compared to 27.4 percent. Interestingly, females represent 47 percent of employed people in the Four County Area, suggesting females are under-represented in the client base.

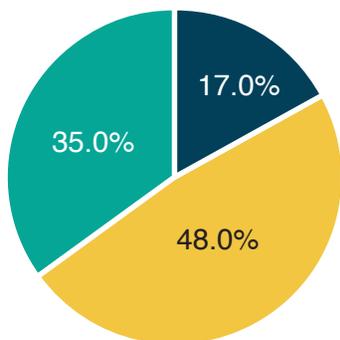


*Labour Force Survey

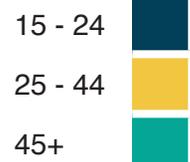
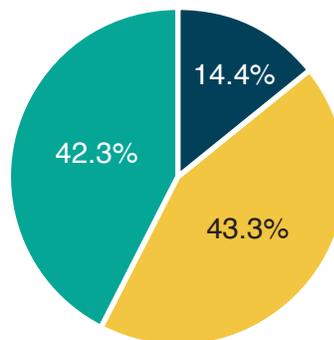
Age Cohort Observations

With 42.3 percent of the employed labour force being 45 years of age and over, the proportion of COJG clients in this cohort are under-represented, accounting for just 35 percent of all clients. That said, employers decide which employees participate in training.

Canada Ontario Job Grant Clients
2016/2017



Employed 2021*

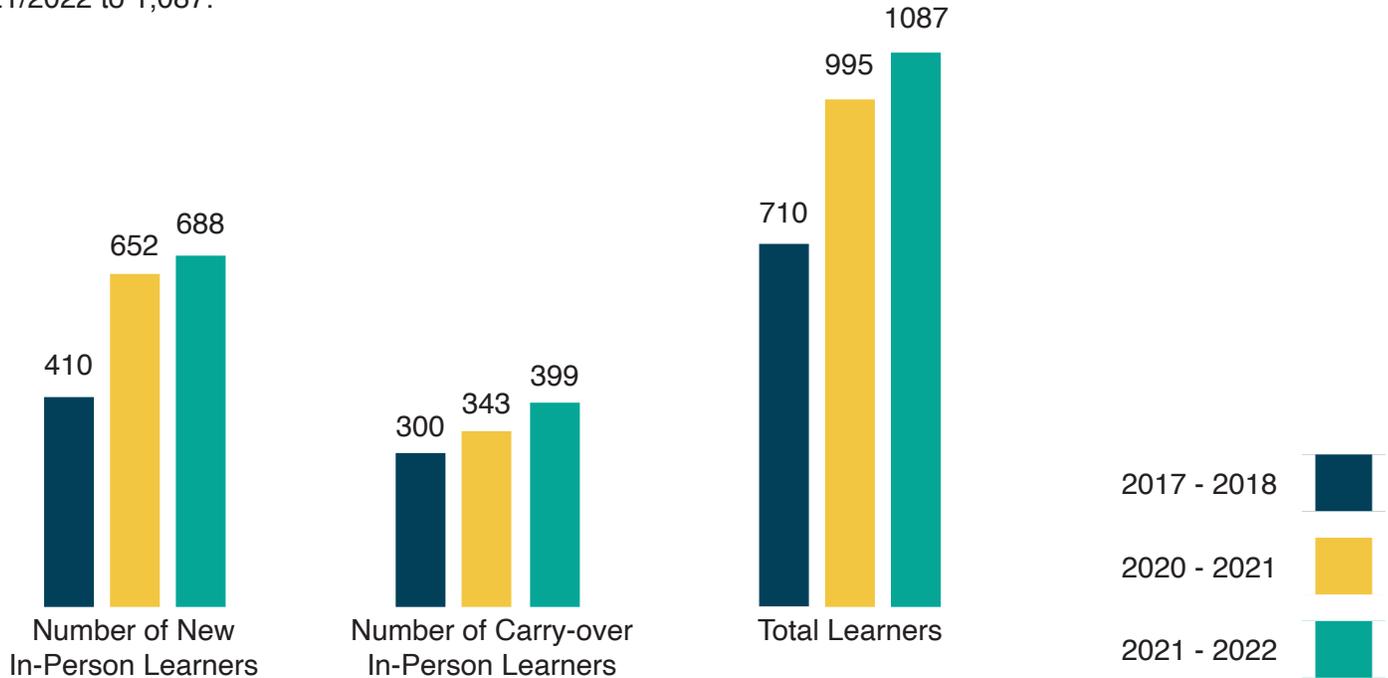


*Labour Force Survey

Literacy and Basic Skills (LBS)

The Ontario Literacy and Basic Skills (LBS) program helps adults in Ontario who require upskilling and/or face barriers to learning develop and apply essential skills such as communication, numeracy, interpersonal skills and digital skills to achieve their labour market goals.

The number of LBS new in-person learners increased from 410 in 2017/2018 to 688 in 2021/2022. In addition to new learners, LBS program served 399 carryover learners, bringing the total number of learners serviced in 2021/2022 to 1,087.

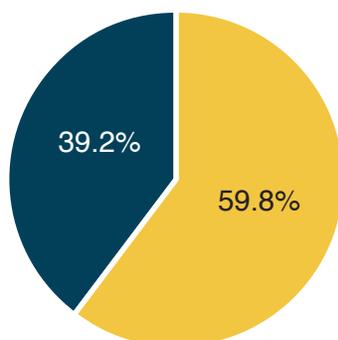


Clients by Gender

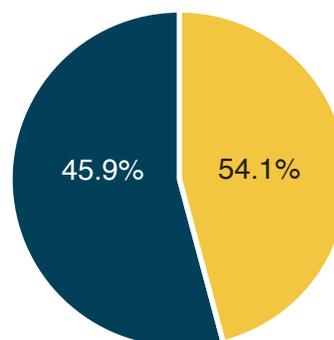
Of the 1,087 total in-person learners served in 2021/2022 by the LBS program, 59.8 percent were female 39.2 percent were male. The LBS program continues to be the only EO program that has a higher female participation rate.

While lower literacy skills are not synonymous with lower educational attainment, there is a correlation between the two. Therefore, LBS clients are compared to the population (15+) with less than a high school certificate. Females LBS clients are significantly over-represented and male clients considerably under-represented when compared to the distribution of the population with less than a high school certificate.

LBS Clients 2021/2022



2021 Population 15+ with less than a high school education

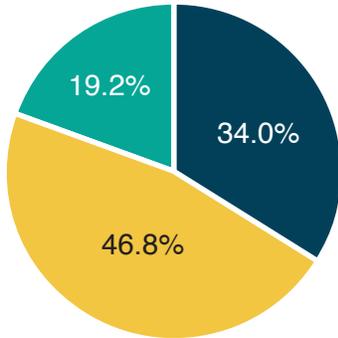


Female ■
Male ■

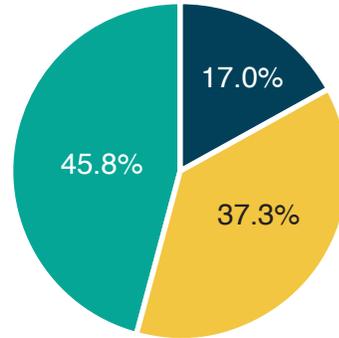
Clients by Age Group

An examination of LBS clients by age cohort shows that most clients (46.8%) are 25 to 44 years old, yet only 37.3 % of the population is in this category. The majority (45.8%) of the population base is 45 to 64 years of age and only 19.2 percent of LBS clients are in this age cohort.

LBS Clients 2021/2022



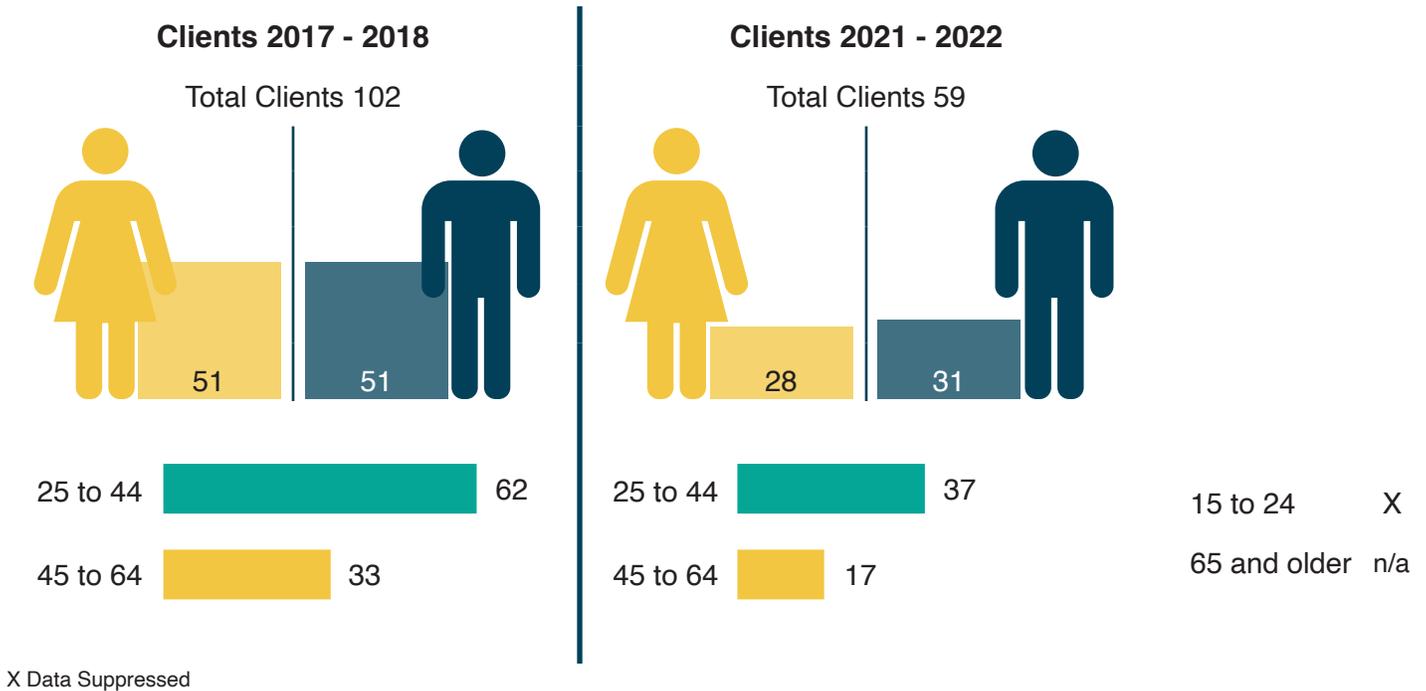
2021 Population 15 to 64



Second Career

The Second Career program provides services to help the unemployed acquire new skills to transition into occupations that are in demand. The number of Second Career clients has declined over the past five years, from 102 clients in 2017/2018 to 59 clients in 2021/2022. Both the number of male and female clients declined over the time period. Shortening the Second Career program from two years to one year and the increase in micro-credentials available online have not resulted in more Second Career clients.

Considering the number of job vacancies (2021/2022) in the Four County Area are at an all-time high, the demand for the Second Career program has likely decreased.



Youth Job Connection

The Youth Job Connection (YJC) program provides more intensive support to youth aged 15 to 29 years old in order to help them overcome barriers to employment. The program is designed to assist youth participate in education or training and/or find employment. The number of Youth Job Connection clients increased from 199 in 2020/2021 to 214 in 2021/2022. As we emerge out of the pandemic, the need to support youth will likely increase, especially considering the historically high number of job vacancies (2022) in the Four County Area (the majority of vacancies being in sales and service occupations). The number of job opportunities may encourage youth who face barriers to enter or re-enter the labour market albeit with assistance.

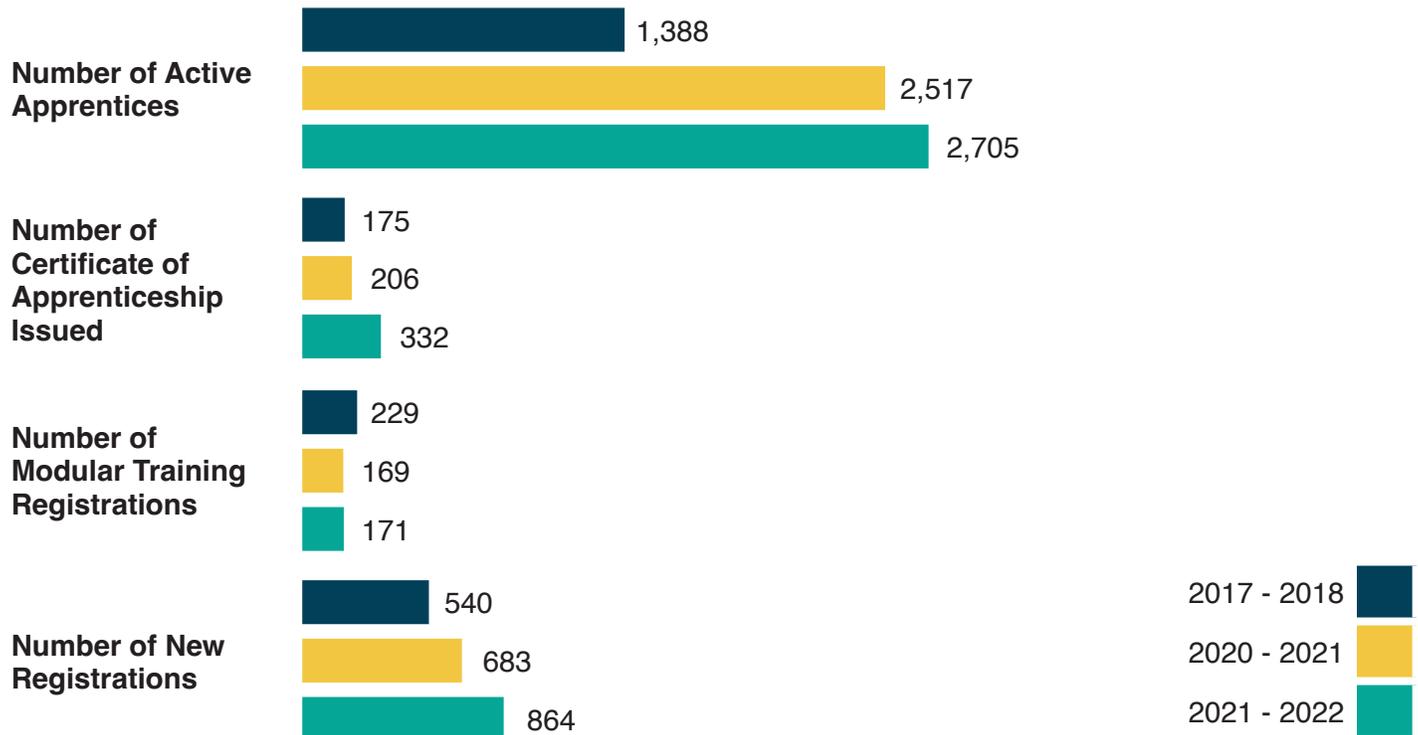
While the number of Youth Job Connection clients decreased from 295 in 2017/2018 to 214 in 2021/2022, changes to the funding levels and the pandemic make it difficult to compare this time period. As mentioned, the record high number of job vacancies (compared to 2017/2018), may mean that more resourceful youth have less need for the YJC program.



Apprenticeship

Number of Clients

The Apprenticeship program provides people with both on-the-job and in-school training in skilled trades; the goal is a worker certified in their respective trade. The program data for 2021/2022 shows an increase over the five-year period in the number of active apprentices, the number of certificates of apprenticeship issued and the number of new registrations. Given the shortage and demand for workers with trade certificates in the Four County Area, the client growth observed is encouraging.



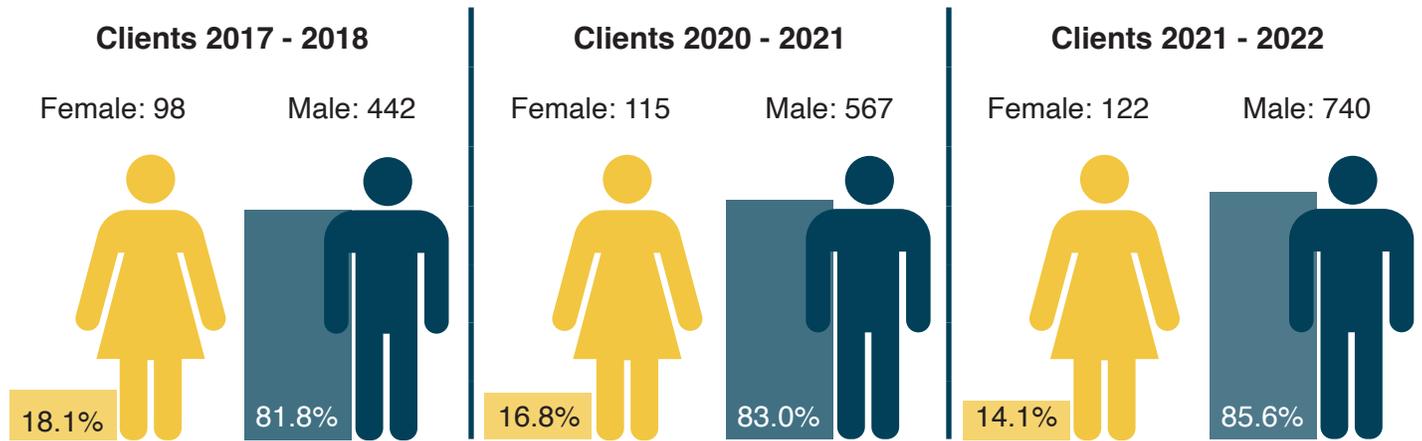
Clients by Age Group (Number of New Registrations)

While the majority (60.3%) of new registrations includes clients who are 15 to 24 years of age, another 36.9 percent of new registrations are 25 to 44 years of age. While younger people are more likely to seek apprenticeships, it is important to remember that the 15 to 24 age cohort has 31,550 people and the 25 to 44 age cohort has 69,325 people. This large pool of people may deserve more focus as they are still young enough to embark on a new career.

Number of New Registrations	Clients # 2021/2022	Clients % 2021/2022	Population
15-24	521	60.3%	31,550
25-44	319	36.9%	69,325
45-64	24	2.8%	
Total	864	100.0%	

Clients by Gender

When the number of new registrations is examined by gender, the data shows that the number of both female and male clients has increased, but growth in male clients is increasing faster than females. In fact, female clients represented 18.1 percent of all clients in 2017/2018 but only 14.1 percent in 2021/2022. Compared to Ontario.



*Does not sum to 100 because some clients preferred not to disclose their gender

Top 10 Registrations in 2021-2022 are similar to the top 10 in previous years, they include:

Electrician-Construction and Maintenance	136
General Carpenter	135
Automotive Service Technician	90
Truck and Coach Technician	60
Industrial Mechanic Millwright	59
Plumber	46
Cook	40
Welder	39
Sheet Metal Worker	37
Child Development	29

County Data & Observations

Migration • Business Counts • Educational Attainment • Employment Insurance Beneficiaries

Migration

Bruce County attracted 16,229 new residents between 2015 and 2020. A significantly smaller number of people left Bruce County over the same time period, resulting in a net growth of 4,251 people. Bruce's net gain of people in the 25 to 44 and the 45 to 64 age cohorts is positive from a labour supply perspective, as these cohorts have the highest participation rates.

Table 11: Migration Characteristics, 2015 to 2020
Bruce County

Age Groups	In-migrants	Out-migrants	Net-migrants
0-17	3,271	1,959	1,312
18-24	1,514	1,659	-145
25-44	4,881	3,691	1,190
45-64	4,428	2,407	2,021
65+	2,135	2,262	-127
Total	16,229	11,978	4,251

Source: Statistics Canada, Taxfiler

Business Counts

Bruce County's business composition is typical of most regions in the province. The majority of businesses are owner operated, followed by businesses employing 1 to 4 employees. There are only 32 business establishments (including public and private entities) with 100 or more employees.

Note: A comparison of the number of businesses over time is particularly tempting to assess in order to understand the impact of the pandemic. Unfortunately, increases or decreases (depending on the County) in the number of business (2020 to 2022) have been affected by a change in the Postal Code Conversion File (PCCF). In short, some businesses have been assigned to a different adjoining County (Census Division) because the PCCF version changed, not because of a physical change in the business location. For this reason, trend analysis would be misleading and therefore, not valuable to conduct.

**Table 12: Number of Businesses, June 2022
Bruce County**

Employee Size Range	Number #	Distribution %
0 (without employees)	5,838	71.4
1-4	1,327	16.2
5-9	472	5.8
10-19	295	3.6
20-49	183	2.2
50-99	35	0.4
100+	32	0.4
Total	8,182	100.0

Source: Canadian Business Counts

**Table 13: Number of Businesses with Payroll Employees by Sector, June 2022
Bruce County**

Industry	Number #	Distribution %
11 Agriculture, forestry, fishing and hunting	232	9.9
21 Mining, quarrying, and oil and gas extraction	9	0.4
22 Utilities	7	0.3
23 Construction	386	16.5
31-33 Manufacturing	72	3.1
41 Wholesale trade	71	3.0
44-45 Retail trade	302	12.9
48-49 Transportation and warehousing	67	2.9
51 Information and cultural industries	25	1.1
52 Finance and insurance	74	3.2
53 Real estate and rental and leasing	109	4.7
54 Professional, scientific and technical services	244	10.4
55 Management of companies and enterprises	5	0.2
56 Administrative and support, waste management and remediation services	91	3.9
61 Educational services	23	1.0
62 Health care and social assistance	175	7.5
71 Arts, entertainment, and recreation	36	1.5
72 Accommodation and food services	201	8.6
81 Other services (except public administration)	201	8.6
91 Public administration	14	0.6
Total with employees	2,344	100.0

Source: Canadian Business Counts

Educational Attainment

In 2021, 31.1% of Bruce County residents had received a college, CEGEP, or other non-university certificate or diploma as their highest level of educational attainment, followed by a high (secondary) school diploma or equivalency certificate (26.3%), and a Bachelor's degree (15.5%).

The proportion of residents with no certificate, diploma, or degree decreased by 2 percentage points from 2016 to 2021, suggesting a shift towards higher levels of educational attainment. While the proportion of residents with a college diploma and residents with a high school diploma remained relatively unchanged in 2016 and 2021, the share of Bruce County residents with a Bachelor's degree as their highest educational attainment rose by 2.9 percentage points.

This increase was especially significant for women, with a 3.7 percentage point increase over the same period compared to a 2.1 percentage point increase for men. Generally, men had lower levels of educational attainment than women in Bruce County; this characteristic is evident in both 2016 and 2021 Census data.

Table 14: Educational Attainment, 25 to 64 years, both sexes, Bruce County 2016 and 2021 Census Profiles

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	34,260	100	35,650	100
No certificate, diploma, or degree	4,230	12.3	3,675	10.3
High (secondary) school diploma or equivalency certificate	9,055	26.4	9,390	26.3
Apprenticeship or trades certificate or diploma	3,820	11.2	3,370	9.5
College, CEGEP, or other non-university certificate or diploma	10,785	31.5	11,080	31.1
University certificate or diploma below bachelor level	645	1.9	535	1.5
Bachelor's degree	4,310	12.6	5,540	15.5
University certificate or diploma above bachelor level	350	1	515	1.4
Degree in medicine, dentistry, veterinary medicine, or optometry	120	0.4	150	0.4
Master's degree	850	2.5	1,230	3.5
Earned doctorate	85	0.2	155	0.4

Source: 2016 and 2021 Census

**Table 15: Educational Attainment, 25 to 64 years, Men, Bruce County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	16,950	100	17,740	100
No certificate, diploma, or degree	2,415	14.2	2,110	11.9
High (secondary) school diploma or equivalency certificate	4,445	26.2	4,805	27.1
Apprenticeship or trades certificate or diploma	2,965	17.5	2,715	15.3
College, CEGEP, or other non-university certificate or diploma	4,470	26.4	4,700	26.5
University certificate or diploma below bachelor level	295	1.7	260	1.5
Bachelor's degree	1,840	10.9	2,315	13
University certificate or diploma above bachelor level	70	0.4	205	1.2
Degree in medicine, dentistry, veterinary medicine, or optometry	50	0.3	55	0.3
Master's degree	355	2.1	480	2.7
Earned doctorate	45	0.3	100	0.6

Source: 2016 and 2021 Census

**Table 16: Educational Attainment, 25 to 64 years, Women, Bruce County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	17,305	100	17,905	100
No certificate, diploma, or degree	1,820	10.5	1,565	8.7
High (secondary) school diploma or equivalency certificate	4,615	26.7	4,580	25.6
Apprenticeship or trades certificate or diploma	855	4.9	655	3.7
College, CEGEP, or other non-university certificate or diploma	6,310	36.5	6,385	35.7
University certificate or diploma below bachelor level	345	2	275	1.5
Bachelor's degree	2,470	14.3	3,230	18
University certificate or diploma above bachelor level	275	1.6	315	1.8
Degree in medicine, dentistry, veterinary medicine, or optometry	65	0.4	95	0.5
Master's degree	500	2.9	750	4.2
Earned doctorate	40	0.2	60	0.3

Source: 2016 and 2021 Census

Employment Insurance Beneficiaries

In September 2022, 870 residents in Bruce County received some type of income benefit, compared with 1,780 residents in September 2021, constituting a 51% decrease in the number of residents receiving some type of income benefit over the 13-month period. The number of residents receiving an income benefit decreased in May and June 2022 before rising again in July 2022. The overall decrease may suggest an increase in employment for Bruce County residents.

**Table 17: Employment Insurance Beneficiaries, All types of income benefits, both sexes, 15+ years, Bruce County
September 2021-September 2022**

Month	EI Beneficiaries (#)
September 2021	1,780
October 2021	1,270
November 2021	1,360
December 2021	1,510
January 2022	1,800
February 2022	1,680
March 2022	1,540
April 2022	1,240
May 2022	950
June 2022	910
July 2022	1,320
August 2022	1,280
September 2022	870

Source: Employment Insurance Statistics - Monthly

Migration

Grey County attracted 25,220 new residents between 2015 and 2020. Since only 18,023 people left Grey County over the same time period, the result was a net gain of 7,197 people. Grey’s net gain of people in the 25 to 44 and the 45 to 64 age cohorts is positive from a labour supply perspective, as these cohorts have the highest participation rates.

Table 18: Migration Characteristics, 2015 to 2020
Grey County

Age Groups	In-migrants	Out-migrants	Net-migrants
0-17	5,117	3,307	1,810
18-24	2,605	2,662	-57
25-44	7,289	5,614	1,675
45-64	6,943	3,728	3,215
65+	3,266	2,712	554
Total	25,220	18,023	7,197

Source: Statistics Canada, Taxfiler

Business Counts

Grey County’s business composition is typical of most regions in the province. Most businesses are owner operated, followed by businesses employing 1 to 4 employees. There are only 63 business establishments (including public and private entities) with 100 or more employees.

Note: A comparison of the number of businesses over time is particularly tempting to assess in order to understand the impact of the pandemic. Unfortunately, increases or decreases (depending on the County) in the number of business (2020 to 2022) have been affected by a change in the Postal Code Conversion File (PCCF). In short, some businesses have been assigned to a different adjoining County (Census Division) because the PCCF version changed, not because of a physical change in the business location. For this reason, trend analysis would be misleading and therefore, not valuable to conduct.

Table 19: Number of Businesses, June 2022
Grey County

Employee Size Range	Number #	Distribution %
0	7,804	68.9
1-4	1,987	17.5
5-9	764	6.7
10-19	420	3.7
20-49	221	2.0
50-99	68	0.6
100+	63	0.6
Total	11,327	100.0

Source: Canadian Business Counts

**Table 20: Number of Businesses with Payroll Employees by Sector, June 2022
Grey County**

Industry	Number #	Distribution %
11 Agriculture, forestry, fishing and hunting	244	6.9
21 Mining, quarrying, and oil and gas extraction	4	0.1
22 Utilities	4	0.1
23 Construction	594	16.9
31-33 Manufacturing	265	7.5
41 Wholesale trade	106	3.0
44-45 Retail trade	449	12.7
48-49 Transportation and warehousing	117	3.3
51 Information and cultural industries	56	1.6
52 Finance and insurance	114	3.2
53 Real estate and rental and leasing	166	4.7
54 Professional, scientific and technical services	277	7.9
55 Management of companies and enterprises	7	0.2
56 Administrative and support, waste management and remediation services	164	4.7
61 Educational services	41	1.2
62 Health care and social assistance	330	9.4
71 Arts, entertainment, and recreation	52	1.5
72 Accommodation and food services	201	5.7
81 Other services (except public administration)	318	9.0
91 Public administration	14	0.4
Total with employees	3,523	100.0

Source: Canadian Business Counts

Educational Attainment

In 2021, 29.7% of Grey County residents had received a high (secondary) school diploma or equivalency certificate as their highest level of educational attainment, followed by college, CEGEP, or other non-university certificate or diploma (28.8%), and a Bachelor's degree (13.3%).

The proportion of residents with no certificate, diploma, or degree decreased by 2.2 percentage points from 2016 to 2021 and was previously the third largest share of the population by highest educational attainment in Grey County, suggesting a shift towards higher levels of educational attainment. Similarly, while the proportion of residents with a college diploma and residents with a high school diploma remained relatively unchanged in 2016 and 2021, the share of Grey County residents with a Bachelor's degree as their highest educational attainment rose by 2 percentage points.

This increase in the attainment of a Bachelor's degree was especially significant for women. Generally, men had lower levels of educational attainment than women in Grey County; this characteristic is evident in both 2016 and 2021 Census data.

**Table 21: Educational Attainment, 25 to 64 years, both sexes, Grey County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	46,800	100	48,845	100
No certificate, diploma, or degree	7,170	15.3	6,395	13.1
High (secondary) school diploma or equivalency certificate	13,460	28.8	14,485	29.7
Apprenticeship or trades certificate or diploma	4,310	9.2	3,815	7.8
College, CEGEP, or other non-university certificate or diploma	13,370	28.6	14,080	28.8
University certificate or diploma below bachelor level	730	1.6	750	1.5
Bachelor's degree	5,295	11.3	6,480	13.3
University certificate or diploma above bachelor level	675	1.4	665	1.4
Degree in medicine, dentistry, veterinary medicine, or optometry	290	0.6	335	0.7
Master's degree	1,380	2.9	1,685	3.4
Earned doctorate	120	0.3	160	0.3

Source: 2016 and 2021 Census

**Table 22: Educational Attainment, 25 to 64 years, Men, Grey County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	23,045	100	24,105	100
No certificate, diploma, or degree	4,285	18.6	3,770	15.6
High (secondary) school diploma or equivalency certificate	6,820	29.6	7,705	32
Apprenticeship or trades certificate or diploma	3,195	13.9	3,080	12.8
College, CEGEP, or other non-university certificate or diploma	5,275	22.9	14,080	23.3
University certificate or diploma below bachelor level	345	1.5	355	1.5
Bachelor's degree	2,095	9.1	2,435	10.1
University certificate or diploma above bachelor level	240	1	240	1
Degree in medicine, dentistry, veterinary medicine, or optometry	155	0.7	150	0.6
Master's degree	570	2.5	665	2.8
Earned doctorate	65	0.3	75	0.3

Source: 2016 and 2021 Census

**Table 23: Educational Attainment, 25 to 64 years, Women, Grey County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	23,755	100	24,740	100
No certificate, diploma, or degree	2,885	12.1	2,630	10.6
High (secondary) school diploma or equivalency certificate	6,645	28	6,775	27.4
Apprenticeship or trades certificate or diploma	1,120	4.7	735	3
College, CEGEP, or other non-university certificate or diploma	8,095	34.1	8,455	34.2
University certificate or diploma below bachelor level	385	1.6	395	1.6
Bachelor's degree	3,200	13.5	4,045	16.4
University certificate or diploma above bachelor level	430	1.8	425	1.7
Degree in medicine, dentistry, veterinary medicine, or optometry	130	0.5	180	0.7
Master's degree	805	3.4	1,015	4.1
Earned doctorate	55	0.2	85	0.3

Source: 2016 and 2021 Census

Employment Insurance Beneficiaries

In September 2022, 1,250 Grey County residents received some type of income benefit, compared with 3,140 residents in September 2021, constituting a 60% decrease in the number of residents receiving some type of income benefit over the 13-month period. This may suggest an increase in employment for Grey County residents.

**Table 24: Employment Insurance Beneficiaries, All types of income benefits, both sexes, 15+ years, Grey County
September 2021-September 2022**

Month	EI Beneficiaries (#)
September 2021	3,140
October 2021	2,080
November 2021	2,190
December 2021	2,400
January 2022	2,930
February 2022	2,730
March 2022	2,640
April 2022	2,050
May 2022	1,510
June 2022	1,370
July 2022	1,900
August 2022	1,850
September 2022	1,250

Source: Employment Insurance Statistics - Monthly

Migration

Huron County attracted 12,278 new residents between 2015 and 2020. Fewer people left (10,027) Huron County over the same time period, resulting in a net gain of 2,251 people. Huron’s modest net gain of people in the 25 to 44 age cohort and considerable gain in the 45 to 64 age cohorts is positive from a labour supply perspective, as these cohorts have the highest participation rates.

Table 25: Migration Characteristics, 2015 to 2020
Huron County

Age Groups	In-migrants	Out-migrants	Net-migrants
0-17	2,511	1,888	623
18-24	1,319	1,485	-166
25-44	3,371	3,252	119
45-64	3,225	1,832	1,393
65+	1,852	1,570	282
Total	12,278	10,027	2,251

Source: Statistics Canada, Taxfiler

Business Counts

Huron County’s business composition is typical of most regions in the province. The majority of businesses are owner operated, followed by businesses employing 1 to 4 employees. There are only 32 business establishments (including public and private entities) with 100 or more employees.

Note: A comparison of the number of businesses over time is particularly tempting to assess in order to understand the impact of the pandemic. Unfortunately, increases or decreases (depending on the County) in the number of business (2020 to 2022) have been affected by a change in the Postal Code Conversion File (PCCF). In short, some businesses have been assigned to a different adjoining County (Census Division) because the PCCF version changed, not because of a physical change in the business location. For this reason, trend analysis would be misleading and therefore, not valuable to conduct.

Table 26: Number of Businesses, June 2022
Huron County

Employee Size Range	Number #	Distribution %
0	6,126	73.8
1-4	1,159	14.0
5-9	421	5.1
10-19	323	3.9
20-49	196	2.4
50-99	43	0.5
100+	32	0.4
Total	8,300	100.0

Source: Canadian Business Counts

**Table 27: Number of Businesses with Payroll Employees by Sector, June 2022
Huron County**

Industry	Number #	Distribution %
11 Agriculture, forestry, fishing and hunting	415	19.1
21 Mining, quarrying, and oil and gas extraction	6	0.3
22 Utilities	3	0.1
23 Construction	312	14.4
31-33 Manufacturing	124	5.7
41 Wholesale trade	99	4.6
44-45 Retail trade	287	13.2
48-49 Transportation and warehousing	75	3.4
51 Information and cultural industries	24	1.1
52 Finance and insurance	73	3.4
53 Real estate and rental and leasing	82	3.8
54 Professional, scientific and technical services	110	5.1
55 Management of companies and enterprises	8	0.4
56 Administrative and support, waste management and remediation services	58	2.7
61 Educational services	12	0.6
62 Health care and social assistance	145	6.7
71 Arts, entertainment, and recreation	20	0.9
72 Accommodation and food services	108	5.0
81 Other services (except public administration)	200	9.2
91 Public administration	13	0.6
Total with employees	2,174	100.0

Source: Canadian Business Counts

Educational Attainment

In 2021, 30.5% of Huron County residents had received a college, CEGEP, or other non-university certificate or diploma as their highest level of educational attainment, followed by a high (secondary) school diploma or equivalency certificate (29.2%) and no certificate, diploma, or degree (14.9%).

The proportion of residents with no certificate, diploma, or degree decreased by 2.1 percentage points from 2016 to 2021, while the proportion of residents with a Bachelor's degree increased by 2.4 percentage points over the same period, suggesting a shift towards higher educational attainment. This shift was especially evident in educational attainment data for women in Huron County, who have consistently higher levels of educational attainment than men from the college level and up.

**Table 28: Educational Attainment, 25 to 64 years, both sexes, Huron County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	28,435	100	28,425	100
No certificate, diploma, or degree	4,825	17	4,230	14.9
High (secondary) school diploma or equivalency certificate	8,140	28.6	8,305	29.2
Apprenticeship or trades certificate or diploma	2,970	10.4	2,625	9.2
College, CEGEP, or other non-university certificate or diploma	8,430	29.6	8,670	30.5
University certificate or diploma below bachelor level	470	1.7	320	1.1
Bachelor's degree	2,560	9	3,230	11.4
University certificate or diploma above bachelor level	385	1.4	260	0.9
Degree in medicine, dentistry, veterinary medicine, or optometry	90	0.3	135	0.5
Master's degree	525	1.8	560	2
Earned doctorate	30	0.1	90	0.3

Source: 2016 and 2021 Census

**Table 29: Educational Attainment, 25 to 64 years, Men, Huron County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	14,045	100	13,890	100
No certificate, diploma, or degree	2,895	20.6	2,580	18.6
High (secondary) school diploma or equivalency certificate	4,155	29.6	4,275	30.8
Apprenticeship or trades certificate or diploma	2,240	15.9	2,105	15.2
College, CEGEP, or other non-university certificate or diploma	3,320	23.6	3,330	24
University certificate or diploma below bachelor level	220	1.6	115	0.8
Bachelor's degree	850	6.1	1,075	7.7
University certificate or diploma above bachelor level	115	0.8	85	0.6
Degree in medicine, dentistry, veterinary medicine, or optometry	50	0.4	60	0.4
Master's degree	185	1.3	220	1.6
Earned doctorate	10	0.1	40	0.3

Source: 2016 and 2021 Census

**Table 30: Educational Attainment, 25 to 64 years, Women, Huron County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	14,385	100	14,530	100
No certificate, diploma, or degree	1,935	13.5	1,650	11.4
High (secondary) school diploma or equivalency certificate	3,980	27.7	4,030	27.7
Apprenticeship or trades certificate or diploma	730	5.1	520	3.6
College, CEGEP, or other non-university certificate or diploma	5,115	35.6	5,340	36.8
University certificate or diploma below bachelor level	250	1.7	205	1.4
Bachelor's degree	1,710	11.9	2,150	14.8
University certificate or diploma above bachelor level	270	1.9	175	1.2
Degree in medicine, dentistry, veterinary medicine, or optometry	40	0.3	80	0.6
Master's degree	340	2.4	345	2.4
Earned doctorate	20	0.1	50	0.3

Source: 2016 and 2021 Census

Employment Insurance Beneficiaries

In September 2022, 940 Huron County residents received some type of income benefit, compared with 1,810 residents in September 2021, constituting a 48% decrease in the number of residents receiving some type of income benefit over the 13-month period. The number of Huron County residents receiving income benefits dipped to 990 in June 2022 before rising again in July 2022. The overall decrease over the period may suggest an increase in employment for Huron County residents.

**Table 31: Employment Insurance Beneficiaries, All types of income benefits, both sexes, 15+ years, Huron County
September 2021 - September 2022**

Month	EI Beneficiaries (#)
September 2021	1,810
October 2021	1,420
November 2021	1,370
December 2021	1,500
January 2022	1,940
February 2022	1,860
March 2022	1,810
April 2022	1,430
May 2022	1,130
June 2022	990
July 2022	1,390
August 2022	1,430
September 2022	940

Source: Employment Insurance Statistics - Monthly

Migration

Perth County attracted 17,169 new residents between 2015 and 2020. Considerably fewer people left Perth County over the same time period, resulting in a net gain of 3,722 people. Perth's net gain of people in the 25 to 44 and the 45 to 64 age cohorts is positive from a labour supply perspective, as these cohorts have the highest participation rates.

Table 32: Migration Characteristics, 2015 to 2020
Perth County

Age Groups	In-migrants	Out-migrants	Net-migrants
0-17	3,662	2,794	868
18-24	2,075	2,275	-200
25-44	6,119	4,918	1,201
45-64	3,288	2,232	1,056
65+	2,025	1,228	797
Total	17,169	13,447	3,722

Source: Statistics Canada, Taxfiler

Business Counts

Perth County's business composition is typical of most regions in the province. The majority of businesses are owner operated, followed by businesses employing 1 to 4 employees. There are only 69 business establishments (including public and private entities) with 100 or more employees.

Note: A comparison of the number of businesses over time is particularly tempting to assess in order to understand the impact of the pandemic. Unfortunately, increases or decreases (depending on the County) in the number of business (2020 to 2022) have been affected by a change in the Postal Code Conversion File (PCCF). In short, some businesses have been assigned to a different adjoining County (Census Division) because the PCCF version changed, not because of a physical change in the business location. For this reason, trend analysis would be misleading and therefore, not valuable to conduct.

Table 33: Number of Businesses, June 2022
Perth County

Employee Size Range	Number #	Distribution %
0	7,085	70.7
1-4	1,485	14.8
5-9	618	6.2
10-19	419	4.2
20-49	258	2.6
50-99	90	0.9
100+	69	0.7
Total	10,024	100.0

Source: Canadian Business Counts

**Table 34: Number of Businesses with Payroll Employees by Sector, June 2022
Perth County**

Industry	Number #	Distribution %
11 Agriculture, forestry, fishing and hunting	432	14.7
21 Mining, quarrying, and oil and gas extraction	12	0.4
22 Utilities	3	0.1
23 Construction	427	14.5
31-33 Manufacturing	200	6.8
41 Wholesale trade	126	4.3
44-45 Retail trade	371	12.6
48-49 Transportation and warehousing	115	3.9
51 Information and cultural industries	27	0.9
52 Finance and insurance	94	3.2
53 Real estate and rental and leasing	100	3.4
54 Professional, scientific and technical services	188	6.4
55 Management of companies and enterprises	17	0.6
56 Administrative and support, waste management and remediation services	100	3.4
61 Educational services	32	1.1
62 Health care and social assistance	229	7.8
71 Arts, entertainment, and recreation	40	1.4
72 Accommodation and food services	157	5.3
81 Other services (except public administration)	262	8.9
91 Public administration	7	0.2
Total with employees	2,939	100.0

Source: Canadian Business Counts

Educational Attainment

In 2021, 30.2% of Perth County residents had received a high (secondary) school diploma or equivalency certificate as their highest level of educational attainment, followed by a college, CEGEP, or other non-university certificate or diploma (26.8%), and no certificate, diploma, or degree (14.3%).

The proportion of residents with no certificate, diploma, or degree and a high (secondary) school diploma or equivalency certificate as their highest level of education decreased by 1.1 and 1.2 percentage points respectively from 2016 to 2021, while the proportion of residents with a Bachelor's degree increased by 2.5 percentage points over the same period, suggesting a shift towards higher educational attainment. This increase in the attainment of a Bachelor's degree was especially evident in the data for women in Perth County.

**Table 35: Educational Attainment, 25 to 64 years, both sexes, Perth County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	38,975	100	40,575	100
No certificate, diploma, or degree	5,995	15.4	5,810	14.3
High (secondary) school diploma or equivalency certificate	12,230	31.4	12,240	30.2
Apprenticeship or trades certificate or diploma	3,275	8.4	2,995	7.4
College, CEGEP, or other non-university certificate or diploma	10,560	27.1	10,865	26.8
University certificate or diploma below bachelor level	670	1.7	650	1.6
Bachelor's degree	4,460	11.4	5,655	13.9
University certificate or diploma above bachelor level	465	1.2	460	1.1
Degree in medicine, dentistry, veterinary medicine, or optometry	225	0.6	270	0.7
Master's degree	980	2.5	1,510	3.7
Earned doctorate	105	0.3	115	0.3

Source: 2016 and 2021 Census

**Table 36: Educational Attainment, 25 to 64 years, Men, Perth County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	19,130	100	19,905	100
No certificate, diploma, or degree	3,375	17.6	3,315	16.7
High (secondary) school diploma or equivalency certificate	6,245	32.6	6,430	32.3
Apprenticeship or trades certificate or diploma	2,525	13.2	2,385	12
College, CEGEP, or other non-university certificate or diploma	4,275	22.3	4,450	22.4
University certificate or diploma below bachelor level	300	1.6	315	1.6
Bachelor's degree	1,715	9	2,115	10.6
University certificate or diploma above bachelor level	160	0.8	180	0.9
Degree in medicine, dentistry, veterinary medicine, or optometry	110	0.6	130	0.7
Master's degree	360	1.9	550	2.8
Earned doctorate	60	0.3	45	0.2

Source: 2016 and 2021 Census

**Table 37: Educational Attainment, 25 to 64 years, Women, Perth County
2016 and 2021 Census Profiles**

Educational Attainment	2016 Counts (#)	2016 Distribution (%)	2021 Counts (#)	2021 Distribution (%)
Total	19,840	100	20,670	100
No certificate, diploma, or degree	2,620	13.2	2,490	12
High (secondary) school diploma or equivalency certificate	5,985	30.2	5,810	28.1
Apprenticeship or trades certificate or diploma	750	3.8	605	2.9
College, CEGEP, or other non-university certificate or diploma	6,285	31.7	6,420	31.1
University certificate or diploma below bachelor level	370	1.9	340	1.6
Bachelor's degree	2,740	13.8	3,540	17.1
University certificate or diploma above bachelor level	305	1.5	285	1.4
Degree in medicine, dentistry, veterinary medicine, or optometry	115	0.6	140	0.7
Master's degree	625	3.2	965	4.7
Earned doctorate	50	0.3	70	0.3

Source: 2016 and 2021 Census

Employment Insurance Beneficiaries

In September 2022, 1,090 residents in Perth County received some type of income benefit, compared with 2,330 residents in September 2021, constituting a 53% decrease in the number of residents receiving some type of income benefit over the 13-month period. This may suggest an increase in employment for Perth County residents.

**Table 38: Employment Insurance Beneficiaries, All types of income benefits, both sexes, 15+ years, Perth County
September 2021-September 2022**

Month	EI Beneficiaries (#)
September 2021	2,330
October 2021	1,770
November 2021	1,570
December 2021	1,520
January 2022	1,860
February 2022	1,700
March 2022	1,700
April 2022	1,360
May 2022	1,240
June 2022	1,060
July 2022	1,430
August 2022	1,530
September 2022	1,090

Source: Employment Insurance Statistics - Monthly

Action Plan Update 2022 - 2023

Annually the Planning Board engages in community collaborative initiatives. Below is an update on what we have accomplished over the 2022-23 period.

Retreated Worker Survey

Goals	Activities
<p>Compared to 2019, there were 6,000 more people leaving the labour force in 2021. Many people chose to leave the labour market for various reasons and were not actively looking for work. We have also heard from employers and service providers about difficulties in hiring. Identifying the factors/barriers that prevent retreated workers from joining the labour market may help alleviate labour shortage in our region. It is important for the community and employer to understand how to support the re-engagement of these valuable workers.</p>	<ul style="list-style-type: none">• Surveys Completed by 112 retreated workers across Bruce, Grey, Huron and Perth counties;• Report draft completed• Final report completed – includes graphics highlighting reasons retreated workers left the labour market and how they may be enticed to return• Distribute Final Report to stakeholders and post on planning board website reports section January 2023

Service Provider Job Search Resource

Goals	Activities
<p>The connect2JOBS aggregator was launched in June, 2020 with three basic tools - Job Board, Job Map and Career Explorer – that have assisted job seekers in the region in finding work and learning about their potential career paths as well as other tools to support the job seeker in career exploration. Job seekers can create a profile to search jobs and identify their current skills and gaps which require upskilling by utilizing the functions and tools on the connect2JOBS aggregator site. Working with: EO and LBS providers and connect2jobs developers to make the connect2JOBS tools more accessible to job seekers in the region and to improve the website's capability to connect job seekers with local employment and pre-employment resources/programs.</p>	<ul style="list-style-type: none">• Identified Top 3 In Demand jobs and prepare essential skills required for these positions• Mechanism has been created on connect2jobs site to identify essential skills for these positions for use by the job seeker in order to understand their skill gaps required for upskilling• Literacy Skills and EO Service Provider program events added on the connect2jobs site to link job seekers to training opportunities in the local area• Draft manual to be completed and vetted by service providers February 2023.• Final Manual and video links for job seekers to be posted on connect2jobs site for use by jobseekers and distributed to Service Providers for use while supporting career exploration with job seekers in March 2023.

Impacts of Low Unemployment Report

Goals

During the pandemic, Stratford-Bruce Peninsula has the lowest unemployment rate in the province, which also represented the lowest unemployment rate anywhere in Ontario in the last 10 years. This lack of available workers has created a crisis in the region. This project will explore ways in which a chronically low unemployment rate is impacting our community, particularly local employers and job seekers. Identify ways in which the extremely low unemployment rate is impacting our communities, and share this information in a way that is easily relatable. Creation of four infographics focusing on how a chronically low unemployment rate has impacted key members of our community, such as: employers, job seekers, government representatives/economic development groups, industry groups.

Activities

- Data compiled for report including: participation data by age and gender, job vacancy data and other relevant data sources that will explain why our region has had such a chronically low unemployment rate for the past 10 years
- Employers interviewed for their perspective of the challenges and opportunities in filling their workforce needs in a region with a critically low unemployment rate. Focus will be on industries who are facing positions going unfilled for long periods (I.e. Manufacturing, Hospitality & Tourism, Retail and Construction)
- Focus Group sessions completed to gain perspective from stakeholders that are directly related to supporting employers (I.e. Economic Development, Industry Associations, Ontario Works, Employment Service Providers) on the challenges and opportunities for their organizations
- Distribute Final Report to stakeholders and post on planning board website reports March 2023

2023 EmployerOne Suvery

Goals

In the last two years, employers have suffered from COVID-19 and its associated health measures. This project will identify any changes from employers' perspectives on labour force and skills needs.

Employer perspectives are important to ensure we are providing the right information and the appropriate training to meet the skill demands needed by employers. Target of 500 employers surveyed

Activities

- Draft survey completed with Advisory committee, questions revised to accommodate survey burnout and to match current labour market planning needs
- Soft launch of survey November 1, 2022 completed
- Full launch of survey campaign of survey completed January 31, 2023.
- Analyze findings and preparation of final report
- Distribute Final Report to stakeholders and post on planning board website March 2023

Action Plan 2023 - 2024

Below is a list of initiatives that have been proposed to the Ministry of Labour, Immigration, Training and Skills Development (MLITS) to address the priorities identified through activities and research across the region.

2023 Employee Survey

Goals	Proposed Activities
<p>Chronic labour shortages are the result of a historically low unemployment rate and record job vacancies. Four County employers point to a complete lack of applicants as a major challenge affecting their organization. Yet each year thousands of employees leave or lose their job in the Four County Region. Recent EmployerOne data revealed that employers identified “quits” as the main type of job separation they face. Of course, the pandemic forced some workers to retreat or re-evaluate their employment options. Further compounding the matter is the fact that the number of people not in the labour force hit a historic high in the Four County Region in 2022.</p> <p>Therefore, an Employee Survey that gathers information as to why people are choosing to leave their jobs and to what can be done to retain and encourage more people to return to the workforce is necessary. Research shows that when employees are satisfied in their jobs, they are more likely to stay, and one thing that leads to higher employee satisfaction is having flexibility in their work. The survey will explore various flexible work arrangements among other things.</p>	<ul style="list-style-type: none">• Set up advisory committee, Create draft survey and timeline for survey launch• Review final survey and marketing materials with advisory committee for launch, Launch Survey to local workforce• Analyze findings and creation of draft report, Vet final report with advisory committee• Release final report with survey findings to partners and stakeholders and post online on planningboard website

Skilled Trades Handbook Update

Goals	Proposed Activities
<p>Skilled trades are in high demand and make up a large portion of vacant jobs within the Stratford-Bruce Peninsula region. These positions on average offer higher wages and growth opportunities compared to other industries. In 2021, the National Occupation Classification (NOC) underwent a series of changes which better describe and explain the experience, education, responsibilities, and training associated with each occupation. An updated career handbook that includes these attributes will help students and job seekers explore careers/ opportunities in the trades and help map out requirements and pathways associated with each occupation.</p>	<ul style="list-style-type: none">• Establish guidelines for Partnerships, Update Trade Content and NOC codes• Prepare Final Draft of Handbook, Vet Handbook with stakeholders• Final Print of Handbook and Establish order list• Distribute Handbook to Educators and EO Service Providers for use in print and online version on planningboard website

Understanding Workforce Attraction and Retention

Goals	Proposed Activities
<p>The Stratford-Bruce Peninsula Region is facing a historically low unemployment rate; leaving a small pool of residents to fill an unprecedented number of vacant positions. Encouraging more residents to participate in the workforce has limited potential as participation rates in younger age groups such as those between the ages of 24 and 54 are already quite high and often exceed provincial rates. Furthermore, population aging reduces the number of people available for work. Unsurprisingly, older people are less likely to participate in the job market. As such, it is critical that Bruce, Grey, Huron and Perth counties are equipped to attract and retain residents, particularly people from younger age groups.</p> <p>While workforce attraction and retention is vital to the local supply of labour, it is not currently well measured or understood. The development of effective workforce attraction and retention strategies (to address labour shortages), hinges on a more thorough understanding of this topic.</p>	<ul style="list-style-type: none">• Set up Advisory Committee and gather feedback for consideration• Establish data sources required for analysis, Collect and compile data to be used in final report• Review findings with Advisory Committee members, analyze data findings and create report content and graphics• Distribute final report to partners and stakeholders and post on planning board website

Long Range Actions

Post pandemic, our region continues to face acute and chronic labour shortages. The region has experienced one of the lowest unemployment rates in Ontario; and reached a historical low in 2022. Compared to the province, we are facing an aging workforce, a shortage of workers, and high volume of job vacancies. The region also experienced a historic high in the population 15 years of age and older, total employment, full-time employment, and the number of people not in the labour force.

We are committed to working with local stakeholders; employers, job seekers, service providers, economic development organizations, educators, and community organizations by providing reliable labour market data for evidence-based planning. Through surveys, consultations and data analysis; the Planning Board has identified the following actions that will serve as the focus of the Planning Board's ongoing work.

- Support opportunities to increase the availability of childcare by addressing shortages of ECE workers, and child care facilities in the region; allowing women who are currently not able to participate due to family obligations to return to the workforce;¹
- Promote the implementation of policies and practices that will ensure front line workers feel safe and satisfied in their current position when dealing with the public; training, revised safety policies, mental health benefits, and leadership support;
- Address the needs of the aging local workforce to re-engage them to return or retain them in their current positions by providing: career support, training, or accommodations on the job;²
- Implement initiatives to support and promote inclusive workplace environments that allow those who are not currently participating to re-engage into the workforce; those with disabilities or multiple employment barriers;
- Explore the opportunities to create flexible schedules where possible to attract and retain those who are not currently participating in the workforce; 4 day or compressed work week, flexible hours, remote work, part-time hours, or phased retirement;³
- Promote awareness and knowledge of careers in the trades to students and job seekers in order to retain them in the region; creating awareness of local opportunities, showcasing the skills and training required, providing entry level experience through co-ops and apprenticeships;
- Identify and support opportunities to utilize foreign or international workers as a means to address labour shortages where there may be challenges in attracting a workforce from outside the region due to housing cost or availability;⁴
- Utilizing experienced workers who are retired or approaching retirement; mentorships, training, and succession planning for effective and efficient onboarding leading to better retention and job satisfaction;

1 Women - <https://www.canada.ca/en/employment-social-development/news/2022/03/government-of-canada-helping-remove-barriers-to-training-and-employment-for-women3.html>, <https://www.cbc.ca/news/canada/toronto/ontario-early-childhood-educator-shortage-1.6714274>

2 Age friendly workplaces - <https://www.canada.ca/en/employment-social-development/corporate/seniors/forum/older-worker-participation.html>

3 Benefits to Flexible Work Arrangements - <https://www.canada.ca/en/employment-social-development/corporate/portfolio/labour/programs/labour-standards/flexible-work-arrangements.html>

4 International worker support - <chrome-extension://efaidnbmninnbpcajpcgclcfindmkaj/https://www.tcu.gov.on.ca/eng/eopg/publications/eo-memo-900-sin-policy-2022-en.pdf>

- Increase attractiveness of industries that have traditionally been viewed as undesirable; engaging workers to learn more about the business and offering compensation and benefits to better attract and educate workers on employment opportunities;⁵
- Collaboration and networking with stakeholders regarding more complex and emerging barriers to workforce attraction and retention; availability and cost of housing, transportation, immigration, and lack of childcare.

5 Attraction & Retention - <https://ontariograinfarmer.ca/2022/12/01/retention-and-benefits/>



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