

2014

Elgin Demographics



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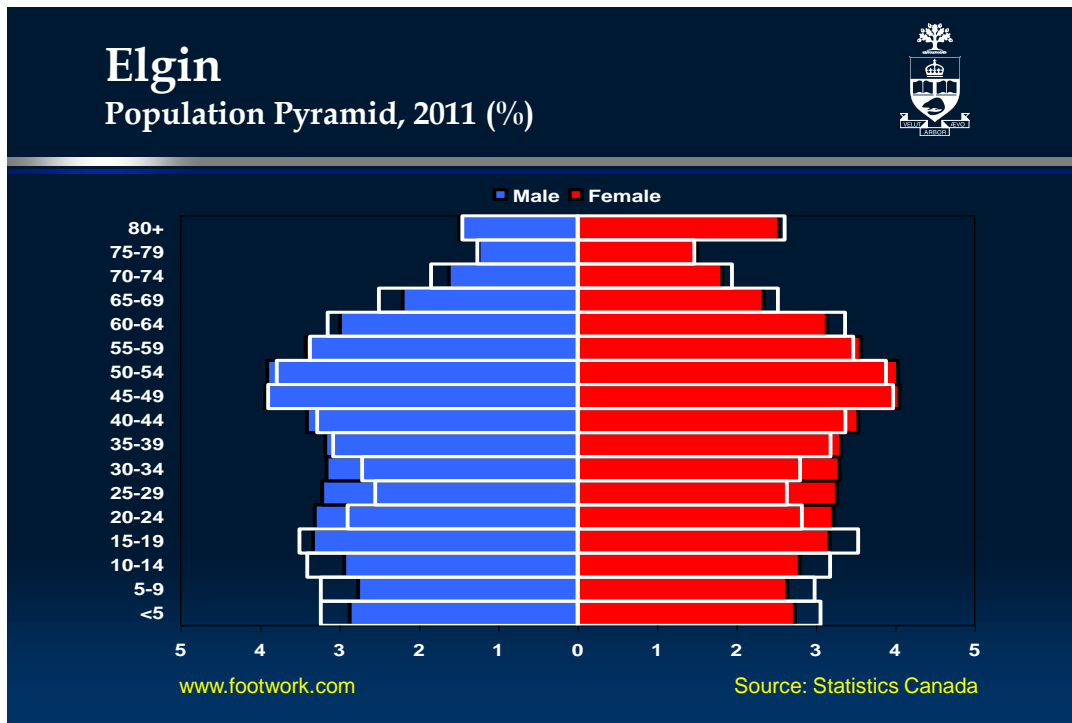
4/15/2014

Elgin Demographics

The following graphs show the demographic profile for three geographies; Elgin, St. Thomas , Elgin (minus St. Thomas). The blue and red bars indicate the population profile for all of Canada of each age group while the white outline indicates the profile in the local areas.

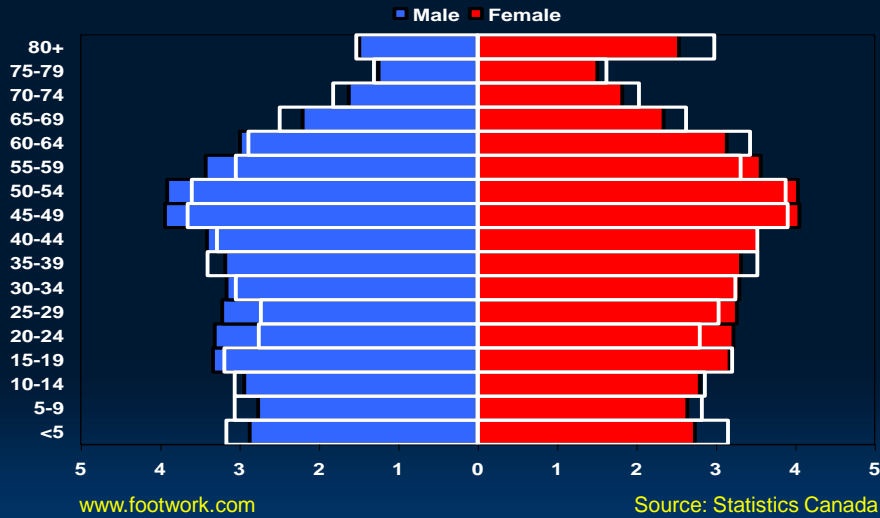
Both Elgin County and St. Thomas have a significantly higher proportion of the population in the three youngest age groups. Elgin-St. Thomas together have a larger proportion of the population who are under the age of 19 when compared to the national average. Elgin-St. Thomas also has larger proportions in the 60-74 years age ranges. However, there is a deficit of young workers in the 20-34 year age ranges across the entire geography and up to the 44 year s and 64 years age marks in the county and city respectively. This poses a major challenge for employers currently looking to replenish their workforce with new local talent.

Used for discussion purposes only courtesy of Dr. David Foot



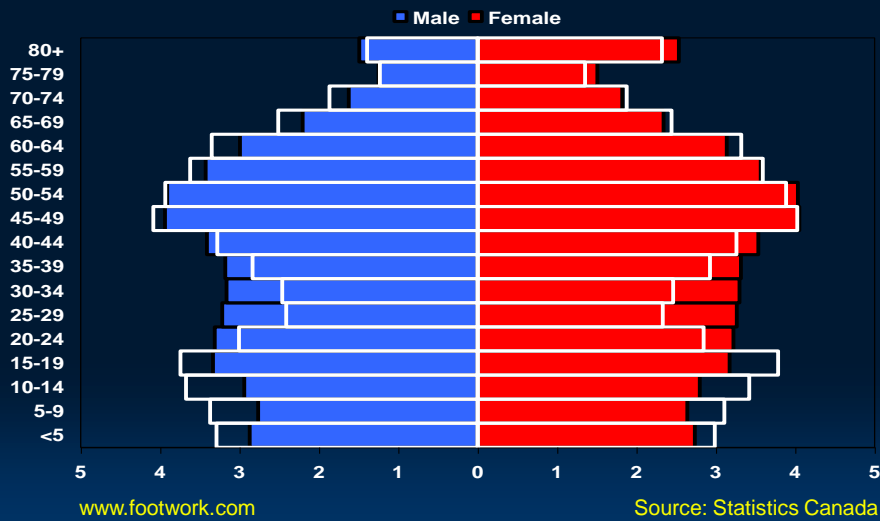
St. Thomas

Population Pyramid, 2011 (%)

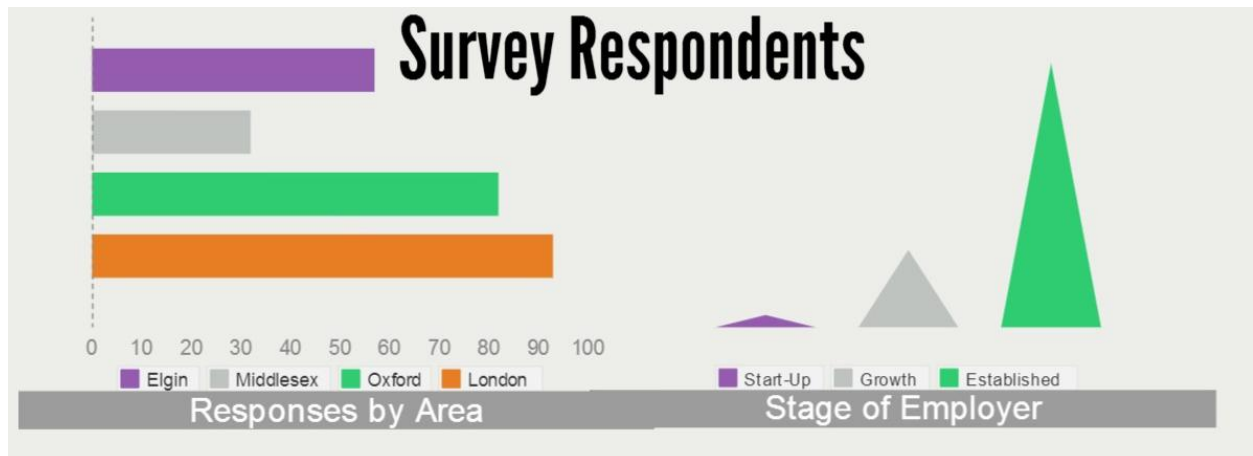


Elgin minus St. Thomas

Population Pyramid, 2011 (%)



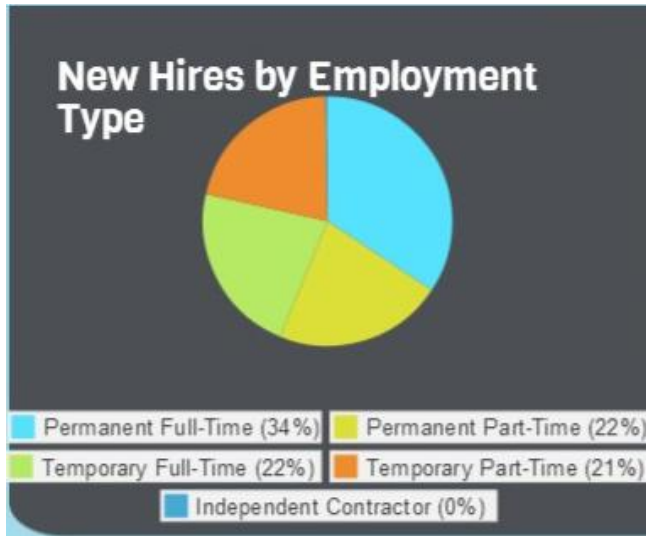
Employer One Survey Results



Survey respondents were from across the London Economic Region with 155 completed surveys and 104 partially completed surveys that could be used in some of the response calculations. This included 57 employers that participated from Elgin-St. Thomas.



Although 64% of employers reported an employee leaving last year, 69% of employers reported that they plan to hire in 2014.



Of these new hires, 56% are expected to be for permanent positions, with a greater percentage of them full-time than part-time.

Temporary hires are expected to be fairly evenly split between full-time and part-time positions.



Production or service workers account for 59.4% of the new hires that employers responding to the Employer One Survey plan to hire in 2014. Administrative and clerical occupations were the next highest at 9.8% of the planned hires.



Employers responding to the Employer One Survey felt that the quality of available workforce is good. This means that they will continue to source new hires locally.

Recruitment Methods



The vast majority of respondents to the Employer One Survey did their own recruiting and did not hire a recruitment agency. The leading recruitment method is still person-to-person, which means that job seekers must continue to develop their personal networks and leave good impressions with employers in case they may receive a referral in the future.

These inter-personal recruitment methods require strong communication skills in order to make favourable impressions. They also require self-confidence on the part of the job seeker in building their personal network and making “cold calls” to businesses.

Local Labour Force Profile: Employment, Industry and Occupations

EMPLOYMENT: The following table shows the rates of employment, participation and unemployment for age groups in Elgin-St. Thomas.

AGE	Participation Rate (%)		Employment Rate (%)		Unemployment Rate (%)	
	Elgin	Ontario	Elgin	Ontario	Elgin	Ontario
15 to 19 years	50.2	41.6	38.5	31.4	23.2	24.5
20 to 24 years	82	75.7	65.5	62.3	20	17.8
25 to 44 years	85.4	85.7	79.8	79.8	6.5	6.9
45 to 64 years	71.8	75.2	66.8	71	6.9	5.6
65+ years	15.1	13.6	14.5	12.7	4.4	6.1

Source: Labour Force Profile, custom table

The chart above shows that in many of the age categories, the workforce in Elgin is relatively close to the provincial average. The participation rates are generally higher in Elgin compared to province, as is the employment rate. The one age group that falls on the wrong side of the provincial average for all three rates is the 45 to 64 year age group. This indicates that there are some unique challenges for this age group in finding a job and even looking for work as many have stopped searching all together.

INDUSTRY: The following graph shows employment in Elgin-St. Thomas by industrial sector according to the North American Classification System (NAICS). Manufacturing remains the largest employment sector but has seen a reduction in the total number of people employed. However, this decline in employment has been far less substantial since the post recession recovery. Manufacturing has showed some signs of stemming the tide of lost jobs and could be poised for some growth. In addition to manufacturing, health care and social assistance employs a significant number of people, as well as retail trade. Utilities, finance, real estate and public administration are a few of the industries that have seen large percentage growth from 2006-2014.

The two industries of professional, scientific and technical services and education services have both shown consistent growth in both local employment numbers and employment share. These industries demonstrated this growth despite of the recession and have proven to have very steady gains.

Description	2006 Jobs	% of Total Jobs	2014 Jobs	% of Total Jobs	Change
Health care and social assistance	3,415	10.3	3,661	13.1	2.7
Accommodation and food services	2,238	6.8	2,554	9.1	2.4
Retail trade	3,064	9.3	3,171	11.3	2.1
Educational services	1,573	4.8	1,885	6.7	2.0
Construction	866	2.6	1,082	3.9	1.2
Unclassified	572	1.7	744	2.7	0.9
Public administration	1,236	3.7	1,243	4.4	0.7
Real estate and rental and leasing	186	0.6	268	1.0	0.4
Finance and insurance	414	1.3	453	1.6	0.4
Other services (except public administration)	1,169	3.5	1,081	3.9	0.3
Information and cultural industries	245	0.7	273	1.0	0.2
Management of companies and enterprises	61	0.2	99	0.4	0.2
Professional, scientific and technical services	632	1.9	574	2.1	0.1
Mining, quarrying, and oil and gas extraction	16	0.0	14	0.1	0.0
Agriculture, forestry, fishing and hunting	1,378	4.2	1,155	4.1	0.0
Utilities	98	0.3	65	0.2	-0.1
Arts, entertainment and recreation	396	1.2	295	1.1	-0.1
Wholesale trade	1,075	3.3	689	2.5	-0.8
Transportation and warehousing	1,490	4.5	1,024	3.7	-0.9
Administrative and support, waste management and remediation services	2,198	6.7	1,344	4.8	-1.9
Manufacturing	10,721	32.4	6,319	22.6	-9.9
Total	33,042		27,994		

Source: OMAF and MRA – EMSI Canadian Data Set

OCCUPATIONS: The economic development offices in the county and the city of St. Thomas have identified a number of target sectors for development. These sectors cut across a number of the above industries. The identified target sectors include:

- Green Collar Economy
- New Food Economy
- Entrepreneurship and Business Diversification
- Advanced Manufacturing
- Transportation
- Tourism
- Agribusiness
- Energy
- Creative Economy

The industries in these target sectors are made up of a large number of occupations ranging from general labourers to managers and executives. The occupations that were determined to be critical for development were those that fit a variety of criteria including:

1. Represented significant employment in the region (>30ppl employed)
2. Have not continued to decline since the end of the recession (<20% decline since 2011)
3. Are not highly concentrated in the region (location quotient less than 1.0)
4. Are not low wage positions (>\$15.00/hr)

The following is a list of the high growth occupations in the identified target sectors in Elgin and the percentage growth in employment that each experienced from 2006-2014.

Occupation	Growth in Employment (2006-2014)
Other trades helpers and labourers	200%
Painters and decorators	139%
Ambulance attendants and other paramedical occupations	136%
Health policy researchers, consultants and program officers	131%
Landscape and horticultural technicians and specialists	130%
Floor covering installers	114%
Funeral directors and embalmers	113%
Other service supervisors	100%
Financial and investment analysts	90%
Social policy researchers, consultants and program officers	81%
Plasterers, drywall installers and finishers and lathers	58%
Contractors and supervisors, heavy construction equipment crews	55%
Mail, postal and related clerks	46%
Labourers in metal fabrication	42%

Residential and commercial installers and servicers	39%
Retail trade supervisors	34%
Cabinetmakers	34%
Securities agents, investment dealers and brokers	32%
Survey interviewers and statistical clerks	29%
Licensed practical nurses	28%

Source: OMAF and MRA – EMSI Canadian Data Set

Report written by: Justin Dias and Debra Mountenay

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This Employment Ontario project is funded by the Ontario government.

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