

## Employment in retail trade 2006-2016

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### Highlights

- Across all non-metro census divisions (CDs), employment in retail trade decreased by 2%, compared to a 9% increase across Ontario as a whole.
- Within non-metro CDs, employment in retail trade represented 12.1% of total employment in 2016, up from 11.9% in 2006.
- Across non-metro CDs, there was a wide range in employment change, from an increase of 18% in the Stormont, Dundas and Glengarry CD to a decline of 15% in the Chatham-Kent CD.

### Why look at employment by industry sector?

Employment in each industry sector will increase or decrease due to a change in the demand for the good or service being provided and due to a change in the labour requirements to produce these outputs.

This Fact Sheet shows the level and change in employment<sup>1</sup> in retail trade<sup>2</sup> for each census division (CD) from 2006 to 2016.

### Findings<sup>3</sup>

Across non-metro<sup>4</sup> CDs in 2016, employment in retail trade<sup>5</sup> represented 12.1% of total employment, up from 11.9% in 2006 (Figure 1 and Table 1).

In non-metro CDs, the level of employment in retail trade decreased by 2%, compared to an increase of 9% for Ontario as a whole.

The largest increase was in the Stormont, Dundas and Glengarry CD (18%) and the largest decrease was in the Chatham-Kent CD (-15%). Generally, change in retail employment is closely associated with population change. Thus, in partially-non-metro

CDs, which are metro-adjacent with, typically, a growing population, there is a growth in employment

<sup>1</sup> The employment is shown in terms of the place of residence of the individual rather than the place of work or location of job.

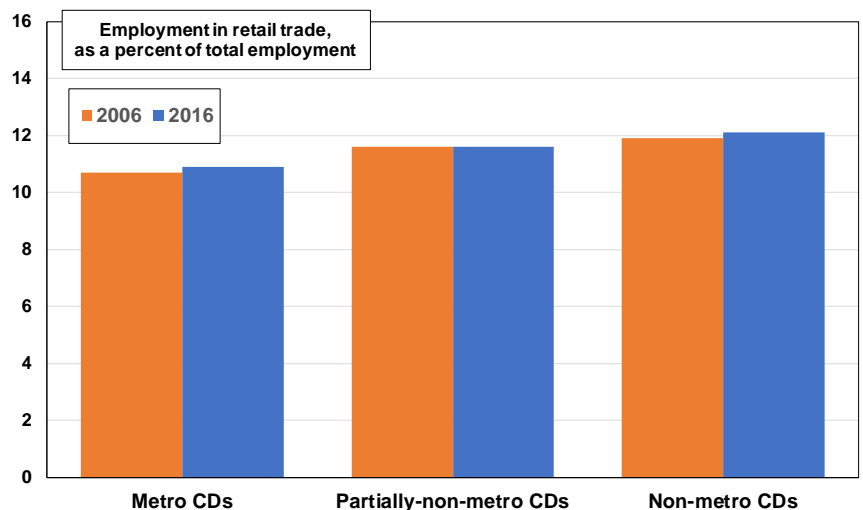
<sup>2</sup> Each sector is defined in the accompanying "Tables of employment by sector and by census division, 2006 and 2016".

<sup>3</sup> The level and trend in employment from 1996 to 2018 is shown in the "Supplementary charts: Number employed in each industry sector in non-metro areas"

<sup>4</sup> Defined in "Rural Ontario's Demography: Census Update 2016." **Focus on Rural Ontario** (Guelph: Rural Ontario Institute, March) (<http://www.ruralontarioinstitute.ca/focus-on-rural-ontario.aspx>).

<sup>5</sup> This is the 2<sup>nd</sup> largest sector in non-metro CDs (see Figure 1 in the Fact Sheet "Employment by sector: Overview, 2006 – 2016").

Figure 1 In non-metro census divisions, employment in retail trade was 12.1% of total employment in 2016, up from 11.9% in 2006



Source: Statistics Canada. 2006 Census of Population, Table 97-561-XCB2006013 and 2016 Census of Population, Table 98-400-X2016292.

Chart by RayD.Bollman@sasktel.net

in retail trade from 2006 to 2016.

The non-metro CDs that were the most intensive (or most specialized) in retail trade employment were Muskoka and Haliburton which were 1.34 and 1.32 (respectively) as intensive in retail trade, compared to Ontario as a whole (2<sup>nd</sup> last column of Table 1).

### Summary

Employment in retail trade in non-metro CDs declined by 2% from 2006 to 2016.

Employment in wholesale and retail trade in non-metro areas was flat from 2003 to 2012 and has fluctuated at a slightly lower level in the 2013 to 2018 period<sup>6</sup>.

Rural Ontario Institute gratefully acknowledges the work of Ray Bollman in preparing this edition of **Focus on Rural Ontario**. Questions on data sources can be directed to [RayD.Bollman@sasktel.net](mailto:RayD.Bollman@sasktel.net). Any comments or discussions can be directed to [NRagetlie@RuralOntarioInstitute.ca](mailto:NRagetlie@RuralOntarioInstitute.ca)

<sup>6</sup> See Figure 29 in the supplementary charts.

Table 1

Number employed<sup>1</sup> in retail trade by census division, Ontario, 2006 and 2016

Name of census division (CD)	CD ID	All industry sectors			Retail trade (NAICS 44-45)							
		Number employed <sup>1</sup>		Percent change	Number employed <sup>1</sup>		Percent change	Percent (share) of CD employment		Relative intensity of employment <sup>2</sup>		Change
		2006	2016		2006	2016		2006	2016	2006	2016	
<b>Metro census divisions sorted by change in relative intensity<sup>2</sup> of employment in retail trade from 2006 to 2016</b>												
Brant	3529	66,830	69,190	4	6,975	8,185	17	10.4	11.8	0.94	1.05	0.11
Peel	3521	638,920	730,875	14	70,600	85,420	21	11.0	11.7	0.99	1.04	0.05
Halton	3524	247,200	297,760	20	27,245	34,640	27	11.0	11.6	0.99	1.03	0.04
Hamilton	3525	258,755	271,990	5	29,595	32,200	9	11.4	11.8	1.03	1.05	0.03
Ottawa	3506	448,735	501,090	12	46,315	52,590	14	10.3	10.5	0.93	0.93	0.01
York	3519	492,525	590,650	20	56,940	68,000	19	11.6	11.5	1.04	1.02	-0.01
Toronto	3520	1,311,695	1,437,540	10	130,410	141,535	9	9.9	9.8	0.89	0.88	-0.02
Greater Sudbury	3553	79,825	81,935	3	10,270	10,220	0	12.9	12.5	1.16	1.11	-0.05
<b>Metro CDs</b>		<b>3,544,485</b>	<b>3,981,030</b>	<b>12</b>	<b>378,350</b>	<b>432,790</b>	<b>14</b>	<b>10.7</b>	<b>10.9</b>	<b>0.96</b>	<b>0.97</b>	<b>0.01</b>
<b>Partially-non-metro census divisions sorted by change in relative intensity<sup>2</sup> of employment in retail trade from 2006 to 2016</b>												
Leeds and Grenville	3507	50,810	49,830	-2	5,970	6,410	7	11.7	12.9	1.06	1.14	0.09
Niagara	3526	222,770	222,075	0	25,510	27,325	7	11.5	12.3	1.03	1.09	0.07
Wellington	3523	113,575	124,370	10	10,515	12,485	19	9.3	10.0	0.83	0.89	0.06
Elgin	3534	45,140	44,120	-2	4,430	4,540	2	9.8	10.3	0.88	0.92	0.03
Peterborough	3515	67,715	66,635	-2	8,610	8,770	2	12.7	13.2	1.14	1.17	0.03
Simcoe	3543	227,850	251,960	11	27,985	31,640	13	12.3	12.6	1.10	1.12	0.01
Dufferin	3522	30,925	35,055	13	3,490	3,985	14	11.3	11.4	1.01	1.01	0.00
Middlesex	3539	227,425	233,840	3	25,915	26,770	3	11.4	11.4	1.02	1.02	-0.01
Waterloo	3530	269,265	291,055	8	29,450	31,720	8	10.9	10.9	0.98	0.97	-0.01
Durham	3518	308,890	343,740	11	36,610	39,960	9	11.9	11.6	1.07	1.03	-0.03
Thunder Bay	3558	76,405	71,850	-6	9,220	8,490	-8	12.1	11.8	1.08	1.05	-0.03
Prescott and Russell	3502	43,630	47,535	9	4,955	5,270	6	11.4	11.1	1.02	0.99	-0.03
Essex	3537	199,045	189,680	-5	21,960	20,275	-8	11.0	10.7	0.99	0.95	-0.04
Lennox and Addington	3511	20,160	20,805	3	2,515	2,500	-1	12.5	12.0	1.12	1.07	-0.05
Frontenac	3510	74,140	75,620	2	8,910	8,690	-2	12.0	11.5	1.08	1.02	-0.06
Hastings	3512	65,120	63,910	-2	10,145	8,165	-20	15.6	12.8	1.40	1.14	-0.26
Sudbury	3552	9,905	9,965	1	1,425	1,150	-19	14.4	11.5	1.29	1.03	-0.27
<b>Partially-non-metro CDs</b>		<b>2,052,770</b>	<b>2,142,045</b>	<b>4</b>	<b>237,615</b>	<b>248,145</b>	<b>4</b>	<b>11.6</b>	<b>11.6</b>	<b>1.04</b>	<b>1.03</b>	<b>-0.01</b>
<b>Non-metro census divisions sorted by change in relative intensity<sup>2</sup> of employment in retail trade from 2006 to 2016</b>												
Rainy River	3559	10,795	9,535	-12	1,060	1,175	11	9.8	12.3	0.88	1.10	0.21
Stormont, Dundas & Glengarry	3501	54,465	54,030	-1	6,030	7,115	18	11.1	13.2	1.00	1.17	0.18
Prince Edward	3513	12,445	11,415	-8	1,350	1,380	2	10.8	12.1	0.98	1.08	0.10
Northumberland	3514	40,040	40,095	0	4,575	5,020	10	11.4	12.5	1.03	1.11	0.09
Haldimand-Norfolk	3528	57,155	54,790	-4	6,065	6,305	4	10.6	11.5	0.95	1.02	0.07
Nipissing	3548	41,085	38,965	-5	5,425	5,375	-1	13.2	13.8	1.19	1.23	0.04
Oxford	3532	56,030	58,945	5	5,680	6,265	10	10.1	10.6	0.91	0.95	0.03
Parry Sound	3549	19,690	19,770	0	2,670	2,750	3	13.6	13.9	1.22	1.24	0.02
Timiskaming	3554	15,820	15,210	-4	1,935	1,905	-2	12.2	12.5	1.10	1.11	0.01
Manitoulin	3551	5,765	5,475	-5	640	620	-3	11.1	11.3	1.00	1.01	0.01
Lambton	3538	66,370	60,020	-10	7,540	6,880	-9	11.4	11.5	1.02	1.02	0.00
Huron	3540	31,775	30,465	-4	3,325	3,210	-3	10.5	10.5	0.94	0.94	0.00
Haliburton	3546	7,485	7,735	3	1,100	1,145	4	14.7	14.8	1.32	1.32	0.00
Perth	3531	42,210	42,515	1	4,345	4,395	1	10.3	10.3	0.93	0.92	-0.01
Renfrew	3547	48,970	49,795	2	5,765	5,830	1	11.8	11.7	1.06	1.04	-0.02
Algoma	3557	55,210	51,350	-7	6,850	6,325	-8	12.4	12.3	1.12	1.10	-0.02
Grey	3542	48,365	46,890	-3	5,835	5,605	-4	12.1	12.0	1.08	1.06	-0.02
Chatham-Kent	3536	56,720	48,815	-14	6,625	5,610	-15	11.7	11.5	1.05	1.02	-0.03
Kawartha Lakes	3516	37,245	35,460	-5	4,865	4,565	-6	13.1	12.9	1.17	1.15	-0.03
Lanark	3509	33,145	34,375	4	4,460	4,480	0	13.5	13.0	1.21	1.16	-0.05
Cochrane	3556	40,535	39,280	-3	5,315	4,950	-7	13.1	12.6	1.18	1.12	-0.06
Muskoka	3544	30,190	30,125	0	4,685	4,525	-3	15.5	15.0	1.39	1.34	-0.06
Bruce	3541	34,270	33,250	-3	4,145	3,730	-10	12.1	11.2	1.09	1.00	-0.09
Kenora	3560	30,660	29,245	-5	3,980	3,450	-13	13.0	11.8	1.17	1.05	-0.12
<b>Non-metro CDs</b>		<b>876,440</b>	<b>847,550</b>	<b>-3</b>	<b>104,265</b>	<b>102,610</b>	<b>-2</b>	<b>11.9</b>	<b>12.1</b>	<b>1.07</b>	<b>1.08</b>	<b>0.01</b>
<b>Ontario</b>		<b>6,473,695</b>	<b>6,970,625</b>	<b>8</b>	<b>720,230</b>	<b>783,545</b>	<b>9</b>	<b>11.1</b>	<b>11.2</b>	<b>1.00</b>	<b>1.00</b>	<b>0.00</b>

1. The number employed is the "experienced workforce" which includes individuals employed during the week before the census (in mid-May) plus individuals who were unemployed but had worked since January 1<sup>st</sup> of the previous year.

2. The relative intensity of employment (or the relative specialization of employment) (location quotient) is calculated as the ratio of the percent (share) of employment in a given sector in a given census division divided by the percent (share) of employment in the given sector at the Ontario level. Thus, an intensity greater than 1.0 indicates that the census division has a greater share of employment in the given sector than we see at the Ontario level.

Source: Statistics Canada. 2006 Census of Population, Table 97-561-XCB2006013 and 2016 Census of Population, Table 98-400-X2016292.