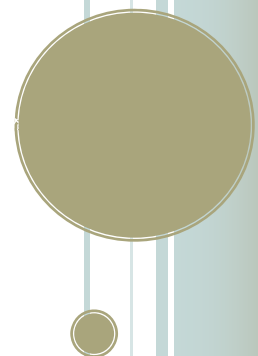# *Exploring Labour Mobility & Income Change*

COMPREHENSIVE FINAL REPORT

Exploring Labour Mobility and Income Change is a project that was developed to respond to a labour mobility data gap by a group of workforce planning boards and local economic development organizations in southwestern Ontario and coordinated by the Rural Ontario Institute with provincial funding assistance. The aim of the project is to ascertain the extent to which information concerning the relationship between labour mobility and income change could be seen as both valuable and useful to communities.

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1 Summary

1.1 PROJECT OVERVIEW AND BACKGROUND

Many agencies and municipal economic development departments serving rural regions and urban labour markets alike have identified skills mismatch as an issue in their area. Typically, many rural areas also have demographic characteristics which are resulting in more people leaving the core workforce than entering it, exacerbating the broader economy-wide concern (see Focus on Rural Ontario Fact Sheet on Working Age Population). Along with the traditional dynamic of youth out-migration from small towns to larger centres for post-secondary education, this context has led many rural and regional economic development stakeholders to develop attraction and retention strategies. Nonetheless, the development of these strategies and an understanding of their effectiveness are constrained by a relative lack of data on the employment success of newcomers.

"Exploring Labour Mobility and Income Change" is a project that was developed to respond to this data gap by a group of workforce planning boards and local economic development organizations in southwestern Ontario and coordinated by the Rural Ontario Institute with provincial funding assistance. The aim of the project was to ascertain the extent to which information concerning the relationship between labour mobility and income change could be seen as both valuable and useful to communities (refers to data derived from annual Taxfiler data). This report is intended to be a platform which enables further dialogue among interested provincial ministries, federal departments, and local agencies about enabling access to this sort of data on an ongoing basis.

A private sector consultant, Community Benchmarks Inc., prepared and presented labour mobility reports to community stakeholders in four pilot communities, after which participants were invited to ask questions, engage in discussion, and provide feedback about how they believe this data could be used. Between April 26 and May 16, 2016, these four community workshops were held in Grey County, Wellington County, Elgin County, and Brant County. The community workshop reports are below, preceded by an overview of the key findings and potential directions.

1.1.1 Key Findings

The key findings identify common themes arising from the four workshops as to the relevance and value of the information provided.

The data presented at the workshops revealed that Ontario's Census Divisions have attraction and retention rates which vary considerably, with annual attraction rates ranging from a high of 6.3 per cent to a low of 1.4 per cent and loss rates ranging from 4.8 per cent down to 1.6 per cent. Net population change data often tells an incomplete story since it can mask significant regional differences in the "churn" of movers in and out of each community. For an illustration of the range of movement in and out of Census Divisions across the province, refer to the chart below, Migration into and out of each census division, from the Focus on Rural Ontario Fact Sheet. The pilot communities in this project reflect this

diversity of attraction and loss rates. They also represent different configurations; for example, Wellington and Brant each have a relatively larger urban centre within their respective Census Divisions, while Grey and Elgin do not. Despite these differences, feedback from workshops was relatively similar and the same key issues were raised in all communities.

The following points were consistently raised in these workshops:

1. *CONTEXTUALIZATION:* Participants in all workshops noted that labour mobility data would be most useful when complemented by other data sources. For example, understanding where people live vs. where they work would provide insights into whether people moving into a community are also entering a new labour market, or whether they are moving but are now commuting to work in their previous communities. This point was particularly salient in communities close to major highways. In contrast – as was addressed in the Brant workshop – labour mobility data may itself provide the context for other information. It may offer context that creates a richer background for other data pieces that are already being used. Labour mobility data is seen as particularly valuable when paired with the broader knowledge about each unique community that participants brought to these conversations. The ability to interpret and utilize this information is strengthened by a local understanding of other factors that influence labour mobility. Labour mobility information – when correlated with other data – is seen as extremely valuable to a diverse group of organizations.

2. *ANALYSIS:* Participants were interested in further analyses within the Taxfiler (Statistics Canada, Income Statistics Division) database. In all communities, there was interest in more precise breakdowns by municipality, age and gender, education and skill level of movers. They were also interested in whether someone moved with or without a partner (whose income may be drastically different) and whether or not movers were supporting dependents. In all workshops, it was noted that these minute breakdowns are often impossible due to suppression issues and/or due to limitations to the types of data that can be acquired and analyzed from this particular dataset.

3. *PLANNING:* Upon learning about the income levels of workers who are moving in and out of their respective communities, workshop participants identified planning purposes as the primary manner in which this data could be used. The types of planning that participants identified as most relevant included:

   a. Services based on income, such as providing necessary supports for low-income movers (i.e., subsidized housing, public health, public transportation and childcare needs).
   b. Strategic planning for economic development, tourism and local government organizations.
   c. Predicting staffing needs for organizations whose clients are determined by income level (i.e., employment services for low-income movers).
   d. Informing individual business recruitment strategies as to the common source regions for attracting potential employees (i.e., if business owners are aware that people are moving into their region from elsewhere, advertising for potential employees can strategically extend to these areas).

4. *COMPARISONS:* Participants in all workshops were interested in how their respective communities compared to neighbouring counties and/or to similar counties across the province. There is considerable interest in the comparative benchmarking of one's own region with others. Conversations around this focused primarily on attraction and retention of workers, as well as tourism strategies. Participants wanted to understand what was working well in other counties with similar characteristics (i.e., a large municipal centre surrounded by smaller rural communities) or in close geographic proximity. For example, upon learning that a neighbouring county has similar attraction rates but significantly better retention, participants reflected on whether this was due to effective retention strategies or to other factors. Participants felt they wanted to learn more about "high performers" so that they might adapt others' successful strategies in order to more effectively retain workers.

5. *"WHY" QUESTION:* Upon understanding the original income levels and subsequent changes in income levels of those moving in and out of their respective counties, the question of "why" this might be the case was raised in all workshops. Participants realized that knowledge of the income characteristics of movers is a necessary first step towards answering this question. There was significant conversation and speculation regarding why those with higher or lower incomes might be inclined to move in and out. Inferences were made about the type of occupations and skills qualifications of high- and low-income earners. As noted above, this points to a desire to see how this data interacts with other data sources, particularly those exploring demographic characteristics.

6. *QUALITY OF LIFE AND SOCIAL CAPITAL:* Ultimately, a significant amount of discussion at all workshops focused on factors affecting quality of life and how we understand community connectedness. Many conversations centered around how we can identify the infrastructure and social supports needed in a community such that people feel like they belong, are invested in the communities in which they live and feel welcome. Realizing the extent to which people are moving in and out of each county generated significant discussion about why communities may or may not be seen as desirable places to live. Again, the labour mobility data was seen as offering important insight reflecting many factors that may influence someone's desire to stay or leave. Housing affordability, cost of living and amenities were often mentioned along with the importance of a welcoming environment for newcomers to encourage integration.

7. *FUTURE ACCESS AND DISSEMINATION OF TAXFILER LABOUR MOBILITY INFORMATION:* Some organizations stated that they would be prepared to contribute to the cost of accessing this data, while others would not. Since a particular cost was not specified, it is difficult to estimate the extent to which participants' respective organizations would be willing to pay for labour mobility data. Participants in most workshops did note that it would be advantageous to work together and pool financial resources in order to access this data for multiple organizations at once and/or request that an umbrella organization purchase this data on everyone's behalf. Currently, the dataset that supported this project is proprietary and owned by Community Benchmarks Inc. Several participants also noted that sharing information like this would bring together different groups that may not otherwise work together. This was seen as a positive by-product of multiple organizations finding value in the same information.

1.1.2 Potential Directions

Through the Steering Committee, partner organization representatives reflected on the findings above and discussed what general actions would make sense in light of the feedback received from workshop participants. The potential directions itemized below emerged from that dialogue. They are not to be construed as recommendations to any single organization as that is not the intent of the project. Rather, they are presented as implications for follow-up activities – primarily further communications activities – that the individual partnering organizations or others may be able to undertake, resources permitting, that would contribute to sharing and applying the findings.

1. Widely distribute the reports of this labour mobility pilot project with other organizations throughout the province, such that they can become aware of the data that is available and how it may assist them by providing a greater understanding of the income levels of movers in and out of their respective communities. Since interpretation of this data remains challenging, there needs to be ongoing capacity building around how to interpret labour mobility information such that its usefulness can continue to be developed. Other knowledge transfer opportunities, such as conference presentations, could be pursued by project partners. Moving forward, a communications plan should also be prepared by the project partners.

2. Hold a follow-up workshop with provincial ministries, OMAFRA/MTCU/MEDEI/Community and Social Services, to discuss potential costs and alternative ways to provide access to data analysis for every county in the province, thereby enabling local groups – including workforce planning boards, social services, economic development and local government organizations – to utilize this information to:

   - Understand who is moving in and out of communities.

   - Prepare strategic plans that reflect labour mobility.

   - Understand changing needs for community services, based on the income levels of those moving in and out.

   - Assist local businesses with recruitment strategies.

3. Consider ways to hold training sessions/webinars that enable workforce planning board EDs and statistical analysts to share the outcomes of this project with stakeholders in their respective communities. As noted in all workshops, labour mobility information is valuable to a wide range of organizations that may not always have opportunities to work together.

4. Monitor current and future applications of this information in the pilot communities. Highlight how these four communities are currently using – and anticipate using – labour mobility information in conjunction with other local data that is already being used.

1.2 Census Division Migration

1.2.1 Labour Mobility Attraction Rate and Loss Rate: Ontario Census Divisions (2009-2012)

Labour Mobility Attraction Rate and Loss Rate: Ontario Census Divisions (2009-2012)			
Name	**CD**	**Attraction Rate**	**Loss Rate**
Algoma	3557	1.84%	2.22%
Brant	3529	3.30%	3.02%
Bruce County	3541	3.57%	3.55%
Chatham-Kent	3536	2.30%	2.82%
Cochrane	3556	2.14%	2.64%
Dufferin	3522	5.05%	4.83%
Durham	3518	3.43%	2.86%
Elgin	3534	3.58%	3.43%
Essex	3537	1.42%	1.62%
Frontenac	3510	4.37%	4.39%
Greater Sudbury	3553	2.49%	2.61%
Grey	3542	3.87%	4.11%
Haldimand-Norfolk	3528	3.31%	3.66%
Haliburton	3546	6.27%	3.72%
Halton	3524	4.59%	3.71%
Hamilton	3525	2.83%	2.79%
Hastings	3512	3.76%	3.75%
Huron	3540	3.60%	3.72%
Kawartha	3516	4.26%	3.83%
Kenora	3560	2.36%	2.83%
Lambton	3538	2.19%	2.50%
Lanark	3509	3.99%	3.87%
Leeds	3507	3.41%	3.17%
Lennox	3511	5.58%	4.43%
Manitoulin	3551	3.84%	3.24%
Middlesex	3539	2.69%	2.83%
Muskoka	3544	3.91%	3.52%
Niagara	3526	2.16%	2.02%
Nipissing	3548	3.51%	4.04%
Northumberland	3514	5.11%	2.90%
Ottawa	3506	2.77%	2.67%
Oxford	3532	3.73%	3.12%
Parry Sound	3549	4.59%	4.30%
Peel	3521	2.85%	3.42%
Perth	3531	3.04%	3.03%
Peterborough	3515	3.33%	4.05%

Prescott	3502	4.06%	3.52%
Price Edward	3513	4.18%	4.51%
Rainy River	3559	1.83%	2.58%
Renfrew	3547	3.70%	3.42%
Simcoe	3543	3.89%	3.00%
Stormont	3501	2.66%	2.40%
Sudbury	3552	5.67%	4.76%
Thunder Bay	3558	1.87%	1.99%
Timiskaming	3554	2.92%	3.24%
Toronto	3520	2.70%	3.46%
Waterloo	3530	2.73%	2.70%
Wellington	3523	3.76%	3.52%
York Region	3519	3.76%	3.32%

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

1.2.2 Migration Into and Out of Each Census Division

Migration into & out of each census division, July 1, 2011 to June 30, 2012

Census Division identifier	Census division (CD) name	Total population, July 1, 2011	Net migration with other CDs: July 1, 2011 to June 30, 2012	Net migration as percent of total population	Migrants INTO & OUT OF the census division (CD)					
					Total number of IN-migrants	IN-migrants from CD from which the most IN-migrants have come		Total number of OUT-migrants	OUT-migrants to CD to which the most OUT-migrants have moved	
						Number	Name of SOURCE CD		Number	Name of DESTINATION CD
**Metro census divisions (sorted by net migration as a percent of population)**									
3524	Halton	517,159	5,671	1.10	27,355	11,705	Peel	21,684	4,456	Hamilton
3519	York	1,065,504	3,490	0.33	47,024	32,571	Toronto	43,534	22,422	Toronto
3529	Brant	139,939	435	0.31	5,152	921	Hamilton	4,717	785	Hamilton
3525	Hamilton	535,602	1,321	0.25	17,532	4,456	Halton	16,211	2,915	Halton
3506	Ottawa	912,248	1,409	0.15	26,663	2,505	Gatineau, Quebec	25,254	2,663	Toronto
3553	Greater Sudbury	164,853	120	0.07	4,735	663	Sudbury	4,615	520	Sudbury
3521	Peel	1,340,528	-10,619	-0.79	44,246	23,299	Toronto	54,865	15,969	Toronto
3520	Toronto	2,704,622	-25,749	-0.95	82,144	22,422	York	107,893	32,571	York
	Partially-non-metro census divisions (sorted by net migration as a percent of population)									
3511	Lennox & Addington	42,872	760	1.77	2,812	1,372	Frontenac	2,052	968	Frontenac
3543	Simcoe	458,930	5,578	1.22	21,000	4,668	York	15,422	2,186	Toronto
3518	Durham	626,765	4,985	0.80	25,530	13,503	Toronto	20,545	7,130	Toronto
3502	Prescott & Russell	87,780	507	0.58	4,000	2,082	Ottawa	3,493	1,744	Ottawa
3523	Wellington	214,694	794	0.37	9,136	1,697	Waterloo	8,342	1,904	Waterloo
3510	Frontenac	154,322	325	0.21	7,323	968	Lennox & Addington	6,998	1,372	Lennox & Addington
3515	Peterborough	138,494	280	0.20	5,129	900	Durham	4,849	545	Durham
3526	Niagara	442,803	884	0.20	10,619	1,848	Hamilton	9,735	1,597	Hamilton
3539	Middlesex	452,845	716	0.16	14,169	1,576	Elgin	13,453	1,616	Toronto
3530	Waterloo	523,753	306	0.06	16,083	1,904	Wellington	15,777	1,979	Toronto
3522	Dufferin	58,528	9	0.02	3,052	1,195	Peel	3,043	542	Simcoe
3558	Thunder Bay	150,016	14	0.01	3,308	588	Kenora	3,294	460	Kenora
3534	Elgin	89,843	-186	-0.21	3,620	1,513	Middlesex	3,806	1,576	Middlesex
3537	Essex	399,665	-1,129	-0.28	6,519	926	Chatham-Kent	7,648	877	Toronto
	Non-metro census divisions (sorted by net migration as a percent of population)									
3546	Haliburton	17,385	429	2.47	1,163	259	Kawartha Lakes	734	134	Kawartha Lakes
3551	Manitoulin	13,336	132	0.99	584	165	Greater Sudbury	452	155	Greater Sudbury
3514	Northumberland	84,060	809	0.96	3,547	888	Durham	2,738	488	Hastings
3516	Kawartha Lakes	74,942	704	0.94	3,817	1,330	Durham	3,113	733	Durham
3544	Muskoka	61,095	465	0.76	2,706	551	Simcoe	2,241	537	Simcoe
3532	Oxford	108,674	795	0.73	4,820	830	Waterloo	4,025	813	Middlesex
3507	Leeds & Grenville	101,752	378	0.37	4,062	1,225	Ottawa	3,684	903	Ottawa
3549	Parry Sound	43,154	137	0.32	2,337	610	Nipissing	2,200	570	Nipissing
3542	Grey	94,769	215	0.23	4,233	814	Bruce	4,018	728	Bruce
3509	Lanark	67,274	147	0.22	3,049	1,349	Ottawa	2,902	1,051	Ottawa
3531	Perth	77,127	87	0.11	2,716	674	Waterloo	2,629	510	Waterloo
3548	Nipissing	87,551	67	0.08	3,472	570	Parry Sound	3,405	610	Parry Sound
3501	Stormont, Dundas & Glengarry	115,557	75	0.06	3,189	816	Ottawa	3,114	940	Ottawa
3541	Bruce	67,764	-6	-0.01	2,709	728	Grey	2,715	814	Grey
3547	Renfrew	104,078	-32	-0.03	4,219	1,125	Ottawa	4,251	1,037	Ottawa
3512	Hastings	138,351	-199	-0.14	5,944	691	Prince Edward	6,143	554	Prince Edward
3513	Prince Edward	25,804	-65	-0.25	1,327	554	Hastings	1,392	691	Hastings
3538	Lambton	131,356	-450	-0.34	3,167	700	Middlesex	3,617	787	Middlesex
3554	Timiskaming	33,929	-120	-0.35	1,054	148	Cochrane	1,174	161	Nipissing
3560	Kenora	69,639	-263	-0.38	1,705	460	Thunder Bay	1,968	588	Thunder Bay
3557	Algoma	119,344	-601	-0.50	2,340	264	Greater Sudbury	2,941	424	Greater Sudbury
3528	Haldimand-Norfolk	111,848	-577	-0.52	4,194	1,020	Hamilton	4,771	950	Hamilton
3536	Chatham-Kent	106,682	-585	-0.55	2,769	535	Essex	3,354	926	Essex
3556	Cochrane	83,276	-627	-0.75	1,933	238	Timiskaming	2,560	363	Greater Sudbury
3552	Sudbury	21,633	-232	-1.07	1,147	520	Greater Sudbury	1,379	663	Greater Sudbury
3559	Rainy River	20,877	-260	-1.25	441	123	Thunder Bay	701	220	Thunder Bay
3540	Huron	60,522	-955	-1.58	1,926	445	Middlesex	2,881	771	Middlesex

Source: Statistics Canada. Annual Demographic Statistics, CANSIM Table 051-0062 & special tabulation from the Demography Division, Statistics Canada.

To see the Focus on Rural Ontario Fact Sheet, please visit:

http://www.ruralontarioinstitute.ca/uploads/userfiles/files/9%20-%20Migrants%20all%20ages.pdf

2 Community Reports

Labour mobility refers to the people who move (relocate) into and out of a region for work. A region's labour mobility characteristics and trends are complex and a function of many factors, including employment opportunities (or lack thereof) and individuals' desire to live in a particular place or not.

Labour mobility is important because it directly affects the ability of a labour market to alleviate regional skill mismatches. Consequently, labour mobility has implications at both the individual and aggregate level – resulting in an employment opportunity for the individual and also contributing to the economic prosperity of a community. As such, economic development and labour market organizations have realized the critical importance of attracting and retaining skilled labour. The widespread adoption of attraction/retention strategies and place-based marketing campaigns reflect this importance.

Ironically, while labour mobility is central to the success of these economic development and labour market initiatives, it is not well researched or understood.

Research Approach/Methodology

Using a Statistics Canada custom tabulation, a new database has been developed to track the number of people who move in and out of a region (Census Division) on an annual basis, as well as their associated changes in employment income.

The database covers the 2009 to 2010, 2010 to 2011 and 2011 to 2012 time periods. These time periods have been aggregated to establish a baseline.

Terminology

The **Attraction Rate** refers to the annual number of people who moved to a region expressed as a proportion of the population.

Labour Mobility refers to people who move (relocate) for work. Labour mobility includes those who are attracted to a region and those who move away from a region.

The **Loss Rate** refers to the annual number of people who moved away from a region expressed as a proportion of the population.

In-migration refers to people who moved into a region. The data in this report refers to inter-provincial and intra-provincial migration only. International migrants are not included in the data in this report.

Out-migration refers to people who moved away from a region. The data in this report refers to inter-provincial and intra-provincial migration only. International migrants are not included in the data in this report.

2.1 GREY COUNTY LABOUR MOBILITY ANALYSIS

2.1.1 Attraction Rate and Loss Rate: Grey County and Ontario Census Divisions

The Attraction Rates and Loss Rates of Ontario's 49 Census Divisions are shown below (**Figure 1**).

Grey's ability to attract new residents surpasses 34 of Ontario's other Census Divisions. Grey's ability to retain people surpassed only 6 other Ontario Census Divisions.
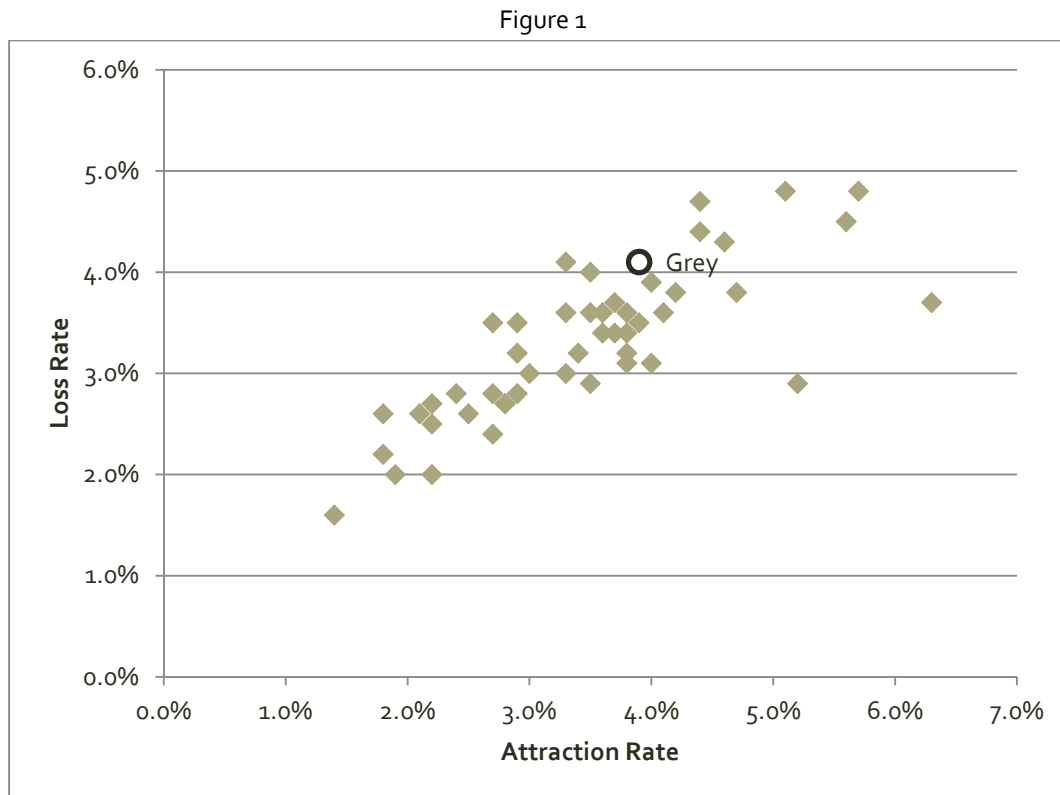
Figure 1

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

2.1.2 Grey County Synopsis

Movers by Labour Force Status

Of the 8,160 people who moved to Grey between 2009 and 2012:

- 71.6% were employed after the move
- 23.4% had no employment income before or after the move
- 5.0% were unemployed after the move

Of the 8,660 people who left Grey between 2009 and 2012:

- 72.6% were employed after the move

- 23.0% had no employment income before or after the move
- 4.4% were unemployed after the move

Pay Increase or Pay Decrease

Of the employed people who moved to Grey, 3,070 experienced a pay increase and 2,460 experienced a pay decrease.

Of the employed people who left Grey, 3,670 received a pay increase and 2,310 experienced a pay decrease.

The fact that more people moved away from Grey for a pay increase than moved to Grey for a pay raise suggests that the local economy/labour market is relatively weaker than other regions.

Since more people moved to Grey for a pay decrease than left for a pay reduction, it can be inferred that Grey is a relatively more desirable place to live than other regions.

GREY COUNTY 2009 to 2012

	Received Pay Increase	Received Pay Decrease
Moved Into Grey	3,070	2,460
Moved Out of Grey	3,670	2,310
Net Gain	-600	150

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmark Inc.

Employment Income Characteristics

Of the people with employment income who moved to Grey:

- 56.5% earned less than $30,000 annually
- 26.5% earned between $30,000 and $59,999 annually
- 17.0% earned $60,000 or more annually

For those people who earned less than $30,000 after moving to Grey, it seems that relocating to the region for a better paying job is relatively less important than other community factors, as fewer people moved for a pay increase than for a pay decrease in this cohort.

By contrast, 65 per cent of people who earned between $30,000 and $59,999, and 72 per cent of people who earned $60,000 or more after moving to Grey, relocated for a better paying job.

NUMBER OF PEOPLE ATTRACTED TO GREY COUNTY 2009-2012

Employment Income Cohort after Move	Received Pay Increase	Received Pay Decrease
Less than $30,000	1,410	1,610
$30,000 to $59,999	990	540
$60,000 or more	680	270

Of the people with employment income who left Grey:

- 58.0% earned less than $30,000 annually
- 27.2% earned between $30,000 and $59,999 annually
- 14.8% earned $60,000 or more annually

For those people who earned less than $30,000 after leaving Grey, it seems that relocating to another region for a better paying job is relatively more important than other community factors, as slightly more people moved for a pay increase than for a pay decrease in this cohort.

By contrast, 75 per cent of people who earned between $30,000 and $59,999, and 77 per cent of people who earned $60,000 or more after moving from Grey, relocated for a better paying job.

NUMBER OF PEOPLE WHO LEFT GREY COUNTY 2009-2012

Employment Income Cohort after Move	Received Pay Increase	Received Pay Decrease
Less than $30,000	1,720	1,650
$30,000 to $59,999	1,260	430
$60,000 or more	700	210

Grey also realized a net loss of people in the following employment income cohorts:

- 350 people in the less than $30,000 cohort
- 160 people in $30,000 to $59,999 cohort

A net gain of 60 people was realized in the $60,000 or more employment income cohort.

2.1.3 Grey County Assessment

Geographic Area Defined

Grey County is a Census Division. Grey County includes the following municipalities:

- Chatsworth (Township)
- Georgian Bluffs (Township)
- Grey Highlands (Municipality)
- Hanover (Town)
- Meaford (Municipality)
- Owen Sound (City)
- Southgate (Township)
- The Blue Mountains (Town)
- West Grey (Municipality)

Ability to Attract and Retain

Over the 2009 to 2012 time period, Grey County attracted 8,160 people through in-migration and lost 8,660 people to out-migration. Grey's ability to attract and retain people can best be gauged within the context of other Census Divisions (local labour markets) in Ontario.

Grey's average **Attraction Rate** (number of people attracted divided by the population) between 2009 and 2012 was 3.9 per cent per year. Grey's **Loss Rate** (number of people who moved away divided by the population) averaged at 4.1 per cent annually over the same time period.

People Who Were Attracted to Grey County: Employment Status

Of the 8,160 people attracted to Grey County between 2009 and 2012, the majority (71.6 per cent) were employed after the move. Another 410 people (5.0 per cent) were unemployed after the move and 23.4 per cent of people attracted were not in the labour force (no employment income before or after move).

Table 1
PEOPLE ATTRACTED TO GREY COUNTY BY EMPLOYMENT STATUS 2009-2012

	#	%
Employed after move	5,840	71.6
Employed before move, unemployment after move	410	5.0
Not employed before and after move	1,910	23.4
Total	8,160	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

People Who Left Grey County: Employment Status

Of the 8,660 people who left Grey County between 2009 and 2012, the majority (72.6 per cent) were employed after the move. 23 per cent were not employed before or after the move and 4.4 per cent of people who left Grey were unemployed after their move.

Table 2
PEOPLE WHO LEFT GREY COUNTY BY EMPLOYMENT STATUS 2009-2012

	#	%
Employed after move	6,290	72.6
Employed before move, unemployment after move	380	4.4
Not employed before and after move	1,990	23.0
Total	8,660	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility and the Unemployed

While the majority of people who moved in and out of Grey County were employed, the influence of labour mobility on the unemployed warrants special attention given the social and economic importance of helping people find employment suited to their skill sets.

By moving away from Grey over the 2009 to 2012 period, 310 unemployed people were able to find employment in other regions, thereby lessening the burden within Grey. Conversely, 310 people who

moved to Grey found employment after being unemployed elsewhere. Essentially, labour mobility out of and into Grey enabled 620 people to find work.

That said, the number of unemployed in Grey increased over the period because 410 people who moved to Grey were unemployed after their move. Offsetting these unemployed were the 380 Grey residents who left the region and were unemployed in their new location. In summary, over the 2009 to 2012 timeframe, Grey gained 30 unemployed people due to Labour Mobility.

Table 3
LABOUR MOBILITY AND THE UNEMPLOYED GREY COUNTY 2009-2012

	People Attracted #	People Who Left #
Unemployed before move, employed after move	310	310
Employed before move, unemployment after move	410	380

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Received Pay Increase or Pay Decrease

While we are able to measure the number of people who move in or out of Grey County, an understanding of the motivations of movers is unclear. At the individual level, people move for a variety of reasons: some for a job; some for a better paying job; some to live in a particular location (for its amenities, cost of living, proximity to family and so on); and others for a combination of factors.

Depending on the reason(s) for moving, some people will receive a pay increase and some a pay decrease. A certain level of insight into the motivations of Grey County movers can be inferred from whether people moving take an increase or decrease in their employment income. To elaborate, if a person who has moved to Grey earns a significant increase in employment income, it is assumed that the pay increase may be a key motivation for the move. In contrast, a person who receives a substantial decrease in employment income was likely motivated by other community/lifestyle factors (such as the cost of living or local amenities).

Specifically:

- Overall, more people moved in to Grey for a pay increase compared to a pay decrease, suggesting the local labour market opportunities have greater bearing on labour mobility than other community attributes.

- With respect to those who moved away from Grey, more left for a pay increase than a pay decrease. From this finding it may be inferred that there are still individuals within Grey unable to find local jobs that match their skill sets and/or desired salaries. It is positive that more people **did not** move out of Grey for a pay decrease, as this would suggests that Grey's community attributes are relatively less desirable than those of other regions.

A comparison of the number of people who moved into Grey versus the total number who moved out reveals whether Grey experienced a net gain or loss of people.

- Grey's **pay increase net loss** suggests the local economy/labour market is relatively weaker than other regions', with fewer people moving to Grey for a pay increase than moving away.

- Grey's **net gain** with regards to those taking a **pay decrease** suggests Grey is a relatively more desirable place to live, as more people are willing to accept a pay decrease to live in Grey's communities, while fewer people leave for a pay decrease.

Table 4
LABOUR MOBILITY GREY COUNTY 2009-2012

	Pay Increase	Pay Decrease
Moved In	3,070	2,460
Moved Out	3,670	2,310
Net Change	-600	150

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility by Income Cohort

The employment income levels of people who move can be used to gauge the type of jobs for which people are moving. Jobs that pay more assume higher value-added work, as higher pay reflects greater output or an employer's estimate of productivity. Lower paying jobs typically reflect less sophisticated skills are required or part-time employment.

People Attracted to Grey County by Income Cohort

Of the 5,840 people attracted to Grey who had employment income before and after the move, the vast majority (56.5 per cent) earned less than $30,000 after the move. Another 26.5 per cent of people attracted to the area earned between $30,000 and $59,999. A total of 990 people (17.0 per cent) moved to Grey for jobs paying $60,000 or more.

Table 5
NUMBER OF PEOPLE ATTRACTED TO GREY COUNTY BY EMPLOYMENT INCOME COHORT
2009-2012

Employment Income Cohort after Move	Number of People Attracted #	Distribution %
Less than $30,000	3,300	56.5
$30,000 to $59,999	1,550	26.5
$60,000 or more	990	17.0
Total	5,840	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Further parsing income cohort data to understanding whether the people attracted to Grey received a pay increase or decrease provides insight into what motivated people to move to Grey.

For those people who earned less than $30,000 after moving to Grey, it appears that relocating to the region for a better paying job is of less importance than other community factors, as fewer people moved for a pay increase than for a pay decrease in this cohort.

By contrast, 65 per cent of people who earned between $30,000 to $59,999, and 72 per cent who earned $60,000 or more after moving to Grey relocated for a better paying job.

Table 6

NUMBER OF PEOPLE ATTRACTED TO GREY COUNTY RECEIVED PAY INCREASE OR DECREASE BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Pay Increase	Pay Decrease
Less than $30,000	1,410	1,610
$30,000 to $59,999	990	540
$60,000 or more	680	270

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

People Who Left Grey County by Income Cohort

The majority of people who left Grey County from 2009 to 2012 (58.0 per cent) earned less than $30,000 after the move. Just over 27.0 per cent of those who moved out of Grey moved for jobs paying between $30,000 and $59,999, and 14.8 per cent of people who left Grey earned at least $60,000 after their relocation.

Table 7

NUMBER OF PEOPLE WHO LEFT GREY COUNTY BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income after Move	Number of People Who Moved Out #	Distribution %
Less than $30,000	3,650	58.0
$30,000 to $59,999	1,710	27.2
$60,000 or more	930	14.8
Total	6,290	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Understanding whether the people who moved away from Grey received a pay increase or decrease provides insight into what motivated people to leave Grey.

For those people who earned less than $30,000 after leaving Grey, it appears that leaving the region for a better paying job was somewhat more important than other community factors, as the people earning less than $30,000 were only slightly more likely to leave for an increase in employment income.

Also in contrast, the majority of people with income between $30,000 and $59,999 and $60,000 and over (75 per cent and 77 per cent respectively) left Grey for a better paying job.

Table 8

NUMBER OF PEOPLE WHO LEFT GREY COUNTY RECEIVED PAY INCREASE OR DECREASE BY

EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Pay Increase	Pay Decrease
Less than $30,000	1,720	1,650
$30,000 to $59,999	1,260	430
$60,000 or more	700	210

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Total Movers by Income Cohort

Lower income individuals (those earning less than $30,000) are most likely to move in and out of Grey, representing 57.3 per cent of all movers with employment income. It is possible that the precarious nature of lower income jobs (seasonal, contract work, high turnover rates, etc.) contributes to this churn.

Those earning between $30,000 and $59,999 represented 26.9 per cent of all movers, while people earning $60,000 or more accounted for the remaining 15.8 per cent of movers.

Movers Net Difference by Income Cohort

Grey experienced a net loss of people in both the less than $30,000 income cohort and the $30,000 to $59,999 income cohort, but experienced a net gain of people in the $60,000 or more cohort.

Interestingly, the income cohort where labour mobility was the lowest ($60,000 +) generated the only net gain of people (60). The income cohort where labour mobility was highest (less than $30,000), produced the greatest net loss of people, 350.

Number of Movers by Change in Employment Income

Deeper insight into the motivations of Grey County movers can be inferred from a more detailed breakdown of those who moved for a pay increase or decrease. To achieve this insight, people who moved for an employment income increase are grouped into three categories: those who moved for a 30 per cent increase or greater; those who moved for a 10 to 29.9 per cent increase; and those people who moved for a less than 10 per cent increase.

Similarly, people who moved for an employment income decrease are categorized by those who moved for a 30 per cent or greater decrease in employment income; a 10 to 29 per cent decrease; and, a less than 10 per cent decrease.

Employment income increase/decrease data is examined by employment income cohorts below.

Movers Less than $30,000 Income Cohort

An examination of movers who were earning less than $30,000 after their move, suggests that the motivations of lower paid workers differ from those of higher paid workers.

Figure 2 shows the number of people (earning less than $30,000 after the move) who moved into and out of Grey County. Lower income movers primarily move for a 30 per cent pay increase or decrease.
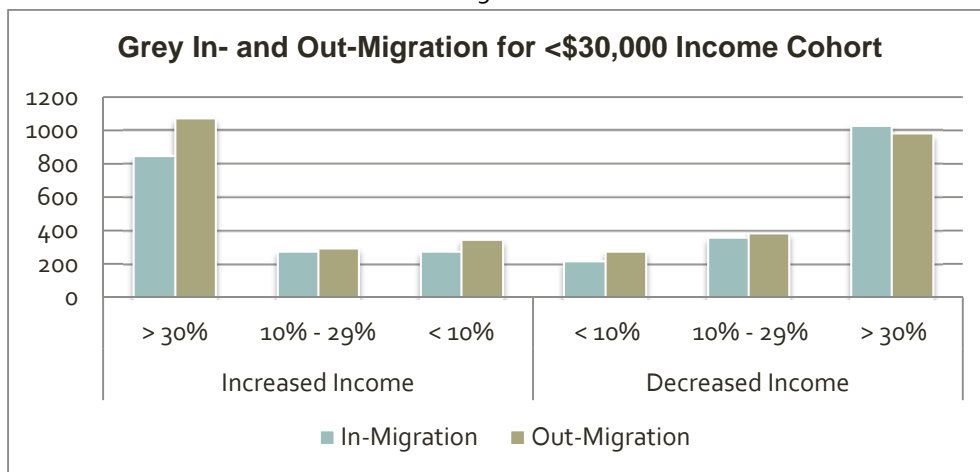
More people moved out of Grey for a 30 per cent increase than moved into Grey. In contrast, more people moved to Grey for a 30 per cent decrease in pay than moved out of Grey.

Since a 30 per cent (or greater) wage increase on an already low annual income is more likely than a 30 per cent increase on a high-paying job, the number of Grey County residents in the lowest income cohort moving for a significant increase is not surprising. For example, if someone earning minimum wage of $11.25 an hour found work for $14.63, an hour they would have obtain a 30 per cent increase and likely be motivated to move for this income.

Interestingly, the propensity for lower income people to move for less than a 30 per cent increase is quite low and very different from the 'all movers' pattern. Perhaps the cost of moving is not justified for these changes in pay, particularly for those earning less than $30,000.

As for the high incidence of people earning under $30,000 to move for a 30 per cent pay decrease, clearly non-economic factors are at play.

Figure 2

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Movers $30,000 to $59,999 Income Cohort

Of the people who moved to Grey who earned between $30,000 and $59,999 (after the move) most moved for a less than 10 per cent pay increase followed by a 30 per cent increase in pay. People leaving Grey within this income cohort were most likely to move for a 30 per cent or more increase in pay followed by less than 10 per cent increase in pay.

The propensity for people to move (in or out of Grey for a 30 per cent increase is likely fulfilled by people on the lower end of this income cohort, earning just over $30,000 (for the reason described above).

Where the $30,000 to $59,999 income cohort differs considerably from the less than $30,000 cohort, was the high propensity for people to move for a less than 10 per cent pay increase. Another notable difference between the two cohorts was the fact very few people moved for a 30 per cent pay decrease.

Details are presented in **Figure 3**.

Figure 3

Grey In- and Out-Migration for $30,000 - $59,999 Income Cohort

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.
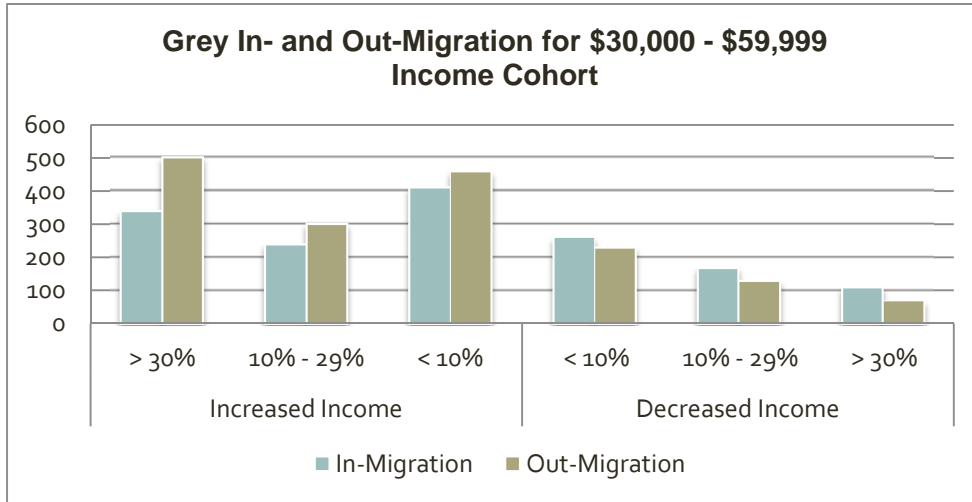
Movers $60,000 and over Income Cohort

Workers earning over $60,000 (after the move) are less likely to have moved for a 30 per cent increase or decrease. The opportunities to move for a 30 per cent increase are likely somewhat limited at this pay scale. The motivation to move for a 30 per cent decrease is lacking within this income cohort.

The fact that most movers (in and out) moved for a less than 10 per cent pay increase suggests that opportunities for large pay increases are fewer as absolute income rises. Even with a low per cent raise, the absolute value of the raise could be very high. At this level of increase, Grey attracts more people than it losses.

Details are presented in **Figure 4**.

Figure 4

Grey In- and Out-Migration for >$60,000 Income Cohort

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility Annual Monitoring

This report has examined 2009 to 2012 aggregated data. Data was aggregated to establish a baseline. An examination of annual data moving forward is recommended, as annual data may be used to point to socio-economic or structural changes within Grey that may warrant early detection. For example, annual data may indicate that the number of lower income people attracted to the community is increasing or that a region which normally experiences a net gain of people now experiences a significant net loss.

Figure 5 shows the number of people moving into and out of Grey on an annual basis. Movers are shown by their employment income cohort after their move. The annual data shows that the number of people moving in and out of Grey for jobs paying less than $30,000 is declining, and the decline is greater for those moving out of the community.

While three years of data doesn't constitute a long trend, subsequent years of data will help Grey stay abreast of its labour mobility transitions.

Figure 5

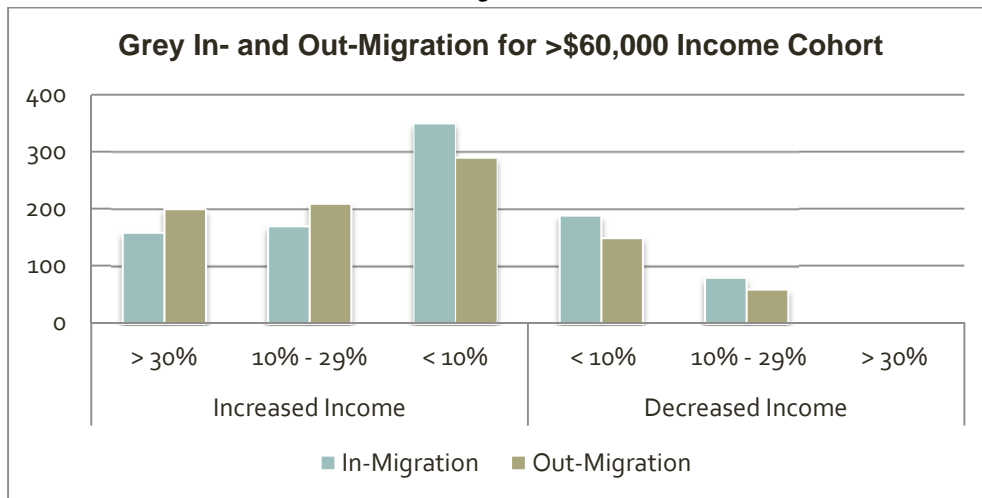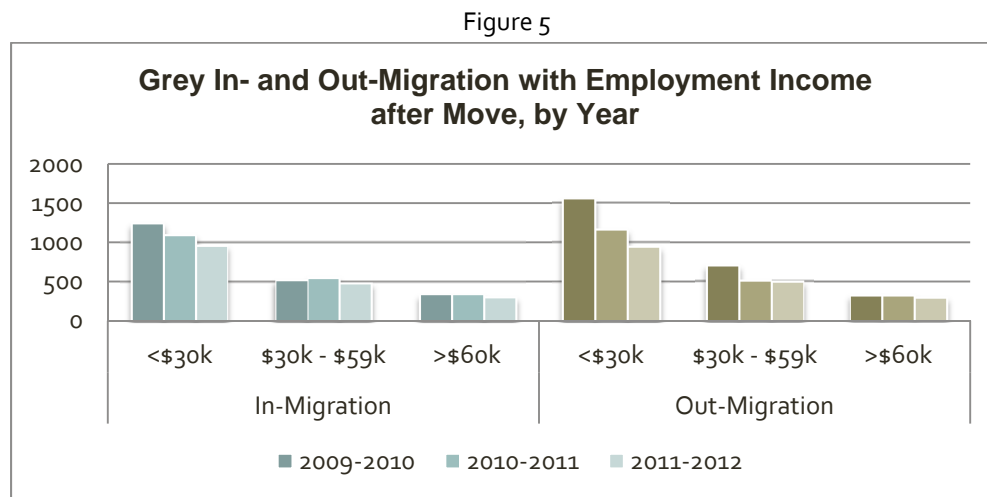*Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.*

2.2 GREY COUNTY WORKSHOP OUTCOMES

2.2.1 Grey County Workshop Summary

The Labour Mobility workshop in Grey County was held in Markdale, Ontario on April 26, 2016. This workshop included 11 participants representing local government, economic development, planning, tourism and social services organizations. Additionally, Norm Ragetlie (Rural Ontario Institute), Gemma Mendez-Smith (Four County Labour Market Planning Board) and Bryan Plumstead (Grey County Economic Development and Tourism Manager) attended this workshop.

All participants contributed to small group discussions during which three questions were discussed. Nine participants completed the individual response form, and nine participants completed the follow-up online survey. All feedback is captured in Sections 2.2.3 – 2.2.5, below.

During and following Paul Knafelc's presentation of Grey County labour mobility data, several questions were raised; these questions belonged to three broad categories. First, there were questions relating to how the data was acquired and what has been included in and excluded from this particular data set. For example, is this net or gross income? What is the source of this data (Census or Taxfiler)? Does this data include retired people, self-employed individuals, summer cottage owners and students? These questions related to how this data was sourced and aggregated, and they are all questions about the inclusion/exclusion of information.

Second, several questions pertained to whether or not there could be a more precise breakdown of data. Questions in this category related to whether the data could be broken down by: municipality, full-time vs. part-time employment, gender/age demographics or skill set and education levels of movers.

Third, some questions were concerned with how Grey County fares in comparison to other counties. Participants sought this information because they were interested in whether Grey is better or worse at attracting and retaining people than surrounding communities. Upon learning that Grey County is very good at attracting people to its community – but is significantly less able to retain them – participants were very interested in how successful neighbouring counties (i.e., Bruce, Simcoe) compared. Some of the discussion revolved around whether bordering counties might have better retention, and what strategies Grey could observe and adapt in order to improve its retention of workers.

Workshop participants believed that the greatest value of this information on labour market mobility is its marketing potential. They felt that anyone who is trying to market Grey County would benefit the most from accessing this data. The top responses in this category included economic development and tourism offices, as well as those involved in policy development, particularly as it relates to establishing and maintaining adequate services for low-income movers. The final response in this category was that the value of this information rests in its ability to identify the truth about labour mobility in Grey County by providing accurate and indisputable figures concerning movement in and out of Grey. This point was briefly discussed, and many participants agreed that the numbers relating to labour mobility will help to dispel myths (as noted above) as well as providing more substance to anecdotal information about people who are moving.

When asked who could benefit from having this information, participants identified the following groups at least three times: economic development officers, local businesses, planning offices, municipal governments and social services organizations. One participant identified post-secondary institutions (Georgian), one identified politicians and one identified chambers of commerce as target groups. Economic development officers were mentioned most frequently. When asked how this information could help with decisions and planning, the most common responses were: this information could help to establish trends over time; help with the creation of "sell sheets" and county profiles; and help to better understand housing and employment needs. Other applications that were identified included: assisting with ministry service plans; helping employers who are looking for specific skill sets; helping to dispel myths about the community (i.e., all the youth are leaving); and planning for schools and healthcare needs.

Almost all participants cited the need for a more precise breakdown of data, either by slicing it more finely or by correlating it with other data sources. Participants wanted a wide range of additional

breakdowns within the labour mobility data. The most common responses were: breakdown by skills of movers; breakdown by occupation of movers; breakdown by municipality and more extensive annual comparisons (i.e., going back more than three years). Other responses included: breakdown by gender and additional trend data from alternate sources for the same time period that may offer a more complete picture of labour movement in Grey County.

When responding independently on feedback forms, participants' responses echoed what they had addressed in the earlier group discussions. Everyone felt the report and presentation were clear and understandable. Participants again identified marketing potential, i.e., "sell sheets," community profiles and tourism marketing campaigns as the most likely applications. Organizations involved in business attraction strategies were also identified as a potential target market, as were those involved in determining program planning needs for social services such as employment and public health. Policy development was also identified more broadly as a possible application for this information.

Slightly less than half of workshop participants who responded to the follow-up survey indicated that they are already collecting and/or using some form of data concerning newcomers to their region.[1] More broadly, participants are using a variety of data sources. Several organizations have access to E-Analyst and some utilize other unspecified population and employment data. Some use information that is shared by local real estate agents or developers. Others rely on Four County Labour Market Planning Board reports, Service Canada Labour Bulletins and other non-specific government data. These data sources are wide ranging and most participants agreed that they would make use of additional labour mobility data if it were available.

Most frequently, participants responded that they would like access to the data both in raw form and in a report/analysis similar to what they received at the workshop. The frequency with which they would like to access this data included annually (4 responses), quarterly (2 responses), bi-annually (1 response), every two years (1 response), and as frequently as it is updated (1 response). Whether or not participants would be prepared to contribute to the cost of purchasing this data depended significantly on what the actual cost would be as well as whether or not the data could be further broken down, particularly by municipality. Some respondents also noted that they were not the key decision makers within their respective organizations and, as such, could not speculate on whether or not their organizations would be prepared to make a financial contribution.

When asked what insights this data gives about the region and how it could assist with planning, responses varied considerably. Many participants noted that the information they saw in the labour mobility report reinforced or clarified trends they were already seeing in the community. For example, one participant who represented a social services organization noted that these changes may help explain fluctuations in caseload levels and that a better understanding of movers could potentially help predict staffing needs. Another suggested that this information simply confirms what is already being seen in the community and reinforces current strategies. A third participant felt this would be most helpful for recruitment and local economic development, echoing many comments made during the group discussions.

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[1] *Note: This question asked specifically about whether or not participants use data concerning newcomers to the region. The question did not ask whether or not participants have access to data in general.*

Another participant was interested in the fact that more than half of movers in and out of Grey County earn less than $30,000. This point was discussed at length during the workshop, as many participants felt that additional breakdowns of the under $30,000 group would be beneficial. Some participants were interested in a more precise breakdown that would align with the income cut-off for access to various employment services, for example.

Participants appreciated learning that Grey County had a relatively similar number of "in" and "out" movers, and there was some discussion about what might account for this level of mobility. Some participants speculated that a lack of spousal employment for individuals who have been recruited by major companies might be a factor; others felt the rural lifestyle may not be as appealing as originally thought for some individuals and families who move into Grey. Relatively limited opportunities for career advancement in some sectors – due to a comparatively small number of major employers – was also cited as a possible reason for high movement in and out. Some participants inquired about the possibility of accessing data on how long people stay in Grey before moving, as this timeframe might give some insight into movers' motivations for leaving.

Finally, several participants discussed and provided feedback on how Grey County can best use this information for attraction and retention to its communities. Grey is relatively good at attracting, yet considerably poorer at retaining movers. Given this, many participants felt this would be a starting point for ongoing conversations about how Grey County can most effectively plan for the future by ensuring that those who have moved to Grey have the necessary services and resources that enable them to stay.

2.2.2. Grey County Workshop Findings

Feedback from the Grey County workshop was positive. Participants felt this labour mobility data could fill a need for their respective organizations, and/or for other community stakeholders who were not represented at the workshop. All participants agreed that labour mobility information could be used to more accurately understand the extent to which individuals are moving in and out of Grey County. The potential applications and needs for this data were extensive.

The organizations identified most frequently as potentially benefiting from this information were: economic development organizations; businesses; planning; municipal governments; and social services (healthcare, education, housing, and employment services). When asked about the specific applications for this data, participants noted that this could help them establish mobility trends over time, assist with "sell sheets" and county profiles and could also be used to determine changing needs for various services in the community. Additionally, many participants felt this labour mobility data dispelled myths and reinforced beliefs, anecdotes and trends they were already seeing in their communities.

Most participants expressed interest in data that would complement the labour mobility report, i.e., data pertaining to skill sets and occupations of movers, data across additional years, or breakdown by municipality – in order to contextualize and utilize the information presented in the report. Moving forward, an exploration of how this data could be further broken down, as well as how it might be correlated with other data sources – particularly those concerning demographics – would be useful to community stakeholders. As noted in the discussions, minute breakdowns are not always possible due to

both suppression issues and the possible difficulties inherent in correlating information from multiple sources.

Most participants were particularly interested in Grey County's relatively strong ability to attract workers (as compared to other Census Divisions), but its relatively weak ability to retain workers. Workshop participants are already collecting and/or using a wide range of data in their respective organizations; these data sources ranged from information shared by local real estate agents to Service Canada labour bulletins. However, most identified existing data sources as insufficient or inadequate for their needs.

Nearly all respondents would like access to labour mobility data at least annually. The majority would appreciate this data in report/analysis form, or in report form alongside the raw data. Most indicated that they may be prepared to contribute to the cost of accessing this data, although this question did not specify a potential cost and the majority felt cost could be a barrier. In addition to cost, the extent to which this data could be further broken down (i.e., by municipality/township) was also identified as a factor that would determine whether or not organizations would be willing contribute to the cost of accessing this information.

BRIEF

- Overwhelmingly, participants believe this data is valuable, both for their own organizations and for others.

- Economic development officers were identified most frequently as the key target audience for this information

- Most participants would like more contextualization of this information, i.e., demographic breakdowns or breakdown by municipality and/or the ability to compare Grey's data with that of neighbouring communities. Additionally, many would like to see this labour mobility data paired with other available data sources in order to establish a more complete picture of why people are moving in and out of Grey. This "why" question is, in part, beyond the scope of this project; however, it does identify potential next steps for using this data.

- Most participants are prepared to contribute to the cost of accessing this data, depending on what the cost actually is and the extent to which data can be further broken down.

2.2.3 Grey County Group Discussion Questions

Q1) a: Who do you think could benefit from having this information?

Response	Number of Responses
EDOs	4
Employers/Businesses	3

Planning	*3*
Municipal Governments	*3*
Social Services	*3*
Tourism (RTOs)	*2*
Schools	*1*
Public Health/Healthcare Facilities	*1*
Employment Agencies	*1*
Chambers of Commerce	*1*
Politicians (all levels)	*1*

Q1) b: How do you believe this information can assist with decisions and planning?

Response	*Number of Responses*
Will help with planning by establishing trends over time	*2*
"Sell sheets" and county profiles	*2*
Understanding housing needs (i.e., low-income housing)	*2*
Understanding employment needs (i.e., greater need for EO services if more unemployed people are moving in)	*2*
Ministry Service Plans	*1*
Employers looking for specific skill sets	*1*
Help to dispel myths about the community (i.e., all the young people are leaving)	*1*
Planning for schools – this need is based on the number of people with children moving into the community	*1*
Planning for public health and health services needs	*1*

Q2) a: Are you already collecting and using data concerning newcomers to your region?

In all three discussion groups, some members of the group were already collecting data and some were not. Data sources already being used were as follows:

Response	Number of Responses
E-Analyst	2
Population and employment data (database not specified)	2

Q2) b: Does the information presented today fill a need?

In all three discussion groups, participants agreed that this data does fill a need.

Q2) c: Do you need additional data and/or contextualization of the information presented today in order to find it (more) useful for your needs?

Response	Number of Responses
Would like to see a breakdown by skills of movers	2
Would like to see a breakdown by occupation of movers	2
Would like to see more information across additional years	2
Would like to see a breakdown by municipality	2
Would like to see a breakdown by gender	1
Would like to see additional trend data for the same time period so that labour mobility data could be correlated with other data to give us a more complete picture of what's happening in Grey	1

Q3) What do you believe is the greatest value of this labour mobility information/data?

Response	Number of Responses
Most valuable to anyone marketing Grey County (economic development, tourism, etc.)	2
Most valuable for policy development (i.e., around services needed for low-income movers)	2
Gives us "the truth" – we are now armed with accurate information about who is actually moving in and out of Grey	1

2.2.4 Grey County Individual Feedback

Q1) a: Do you understand the format in which this information has been presented to you?

All participants who responded to this question agreed that the format was clear and understandable.

Q1) b: What do you believe could be done to improve the manner in which this data is presented?

Response	Number of Responses
More time for Q&A	2
More time to cover the material	1
Ensure that everything presented in the PowerPoint presentation is also included in the report	1
Would appreciate additional context, but understand that this is the next step	1

Q2) Do you think your organization could make use of this data? If so please list examples of how you think this would be relevant to your organization.

All participants who responded to this question agreed that their respective organizations could make use of this data. Applications for data use were as follows:

Response	Number of Responses
Community profiles/"sell sheets"/marketing	3
Developers/businesses and business attraction strategies	3
Program planning (i.e., employment, public health)	2
Policy development	2
Annual service plans	1
Anyone trying to tell a story about Grey; the data backs up anecdotal stories about what's happening in the community	1

Q3) Who do you believe should be the primary target groups for labour market mobility information?

Response	Number of Responses
EDOs (how do we draw in working age people?)	6
Councils/Municipalities	5
Planners	3

Employers	*2*
Tourism	*2*
Service Providers (i.e., housing, healthcare)	*2*
Post-Secondary (Georgian)	*1*
Politicians	*1*
Chambers	*1*

2.2.5 Grey County Follow-up Questionnaire

There were nine responses to the follow-up questionnaire.

Q1) Does your organization already use any data pertaining to newcomers to your region? If so, please explain what information you have access to and the manner in which it is being used.

Response	*Number of Responses*
No	*4*
Yes, but data we have is insufficient/inadequate	*3*
Yes	*1*
Unsure	*1*

Type of data that is currently being used:

Response	*Number of Responses*
Information shared by local real estate agents or developers	*1*
FCLMPB reports	*1*
Service Canada Labour Bulletins	*1*
Other government data	*1*

Q2) You were presented with migration and income change information at the workshop you attended. What insights did this information give you about your region? Do you believe this information is useful for action planning or decision making? If so, please explain:

- That more than half earn less than $30, 000.

- Helpful in terms of explaining caseload level changes. The information regarding individuals is helpful in terms of demographics. Considering other environmental variables, caseload level increases/decreases can be more accurately predicted in terms of staffing levels, etc., all of which are considered in developing service targets for ministry budgets and financial budgets for county council consideration.

- Confirms what we are seeing and confirms our strategy, lets us fine tune.

- Grey is good at attracting labour force, however need to improve on retention so we can market ourselves with being able to attract workers and therefore need to focus on strategies regarding retention.

- I found the information useful. I am preparing a summary for the next committee meeting. The CV committee is always investigating their community…using information as a knowledge base for their response to PTF proposals.

- I found it interesting the "ins" and "outs" were so close in number – and that we do attract people even to take a reduction in pay.

- I think the information is interesting and identified a need for more complete research before any concrete plans can be developed. Not a negative, just an observation.

- It is useful for recruitment purposes as well as local economic development.

Q3) Would you like to access data like this in the future?

Response	Number of Responses
Yes	7
No	2

Q3) a: Would you like access to raw data or would you prefer an analysis/report that includes a narrative about the data (similar to how it was presented to you at the workshop)?

Response	Number of Responses
Would like both	5
Prefer analysis/report	3
Prefer raw data	0

Note: One participant did not respond to this question.

Q3) b: How often do you anticipate accessing this type of data (i.e., quarterly, annually, every 3 years, etc.)?

Response	Number of Responses
Annually	4
Quarterly	2
Bi-Annually	1
Every 2 years	1
As frequently as it is updated	1

Note: One participant would like access both annually and quarterly. These responses are entered separately. One participant did not respond to this question.

Q3) c: Would you be prepared to contribute to the cost associated with accessing this data in your region?

Response	Number of Responses
Possibly	3
Yes	2
Workshop participant is not the decision maker, so is unable to speculate	2
Only if it was at our municipal level	1
Yes, depending on cost	1

Q4) Would you like to share any additional feedback about the workshop you attended?

- Would like the data on the first few slides and from the first database.

- It was well done and the data provided new insight into labour force migration. This will hopefully lead us to dig further and to focus strategies in area of greatest need (i.e., retention strategies).

- I found it very informative. It provided a broader range of information and clarified some misinformation.

- I find any opportunity to get a group of like-minded professionals in a room is positive – especially as it offers so many varied perspectives on information shared.

- This is very interesting information and will be helpful in the development of strategies.

- Would be great if the data drilled down to the municipal level.

- It was very helpful. I think this data is critical in planning and developing strategies, as well as providing the business case for getting things funded.

3.1 WELLINGTON COUNTY LABOUR MOBILITY ANALYSIS

3.1.1 Attraction and Loss Rate: Wellington County and Ontario Census Divisions

The Attraction Rates and Loss Rates of Ontario's 49 Census Divisions are shown below (**Figure 1**).

Wellington's ability to attract new residents surpasses 30 of Ontario's other Census Divisions. Wellington's ability to retain people surpassed 14 other Ontario Census Divisions.

Figure 1
ATTRACTION RATE AND LOSS RATE: WELLINGTON COUNTY AND ONTARIO CENSUS DIVISIONS
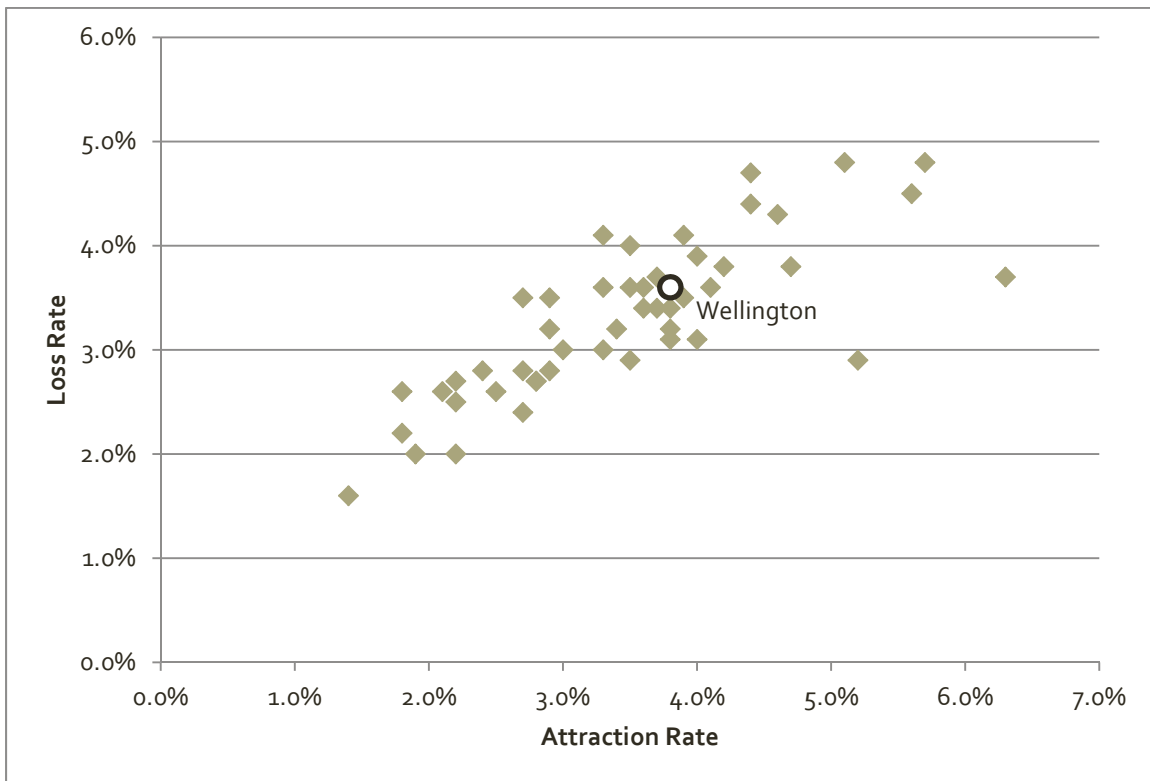
Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

3.1.2. Wellington County Synopsis

Movers by Labour Force Status

Of the 18,050 people who moved to Wellington between 2009 and 2012:

- 79.7% were employed after the move
- 16.3% had no employment income before or after the move
- 4.0% were unemployed after the move

Of the 16,910 people who left Wellington between 2009 and 2012:

- 79.9% were employed after the move
- 15.9% had no employment income before or after the move
- 4.2% were unemployed after the move

Pay Increase or Pay Decrease

Of the employed people who moved to Wellington, 8,700 experienced a pay increase and 4,900 experienced a pay decrease.

Of the employed people who left Wellington, 7,940 received a pay increase and 4,890 experienced a pay decrease.

The fact that more people moved to Wellington for a pay increase than moved away from Wellington for a pay raise suggests that the local economy/labour market is relatively stronger than other regions.

WELLINGTON COUNTY 2009-2012

	Received Pay Increase	Received Pay Decrease
Moved Into Wellington	8,700	4,900
Moved Out of Wellington	7,940	4,890
Net Gain	760	10

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Employment Income Characteristics

Of the people with employment income who moved to Wellington:

- 50.0% earned less than $30,000 annually
- 28.8% earned between $30,000 and $59,999 annually
- 21.3%earned $60,000 or more annually

For those people who earned less than $30,000 after moving to Wellington, it seems that relocating to the region for a better paying job is slightly more important than other community factors, as 52.1 per cent moved for a pay increase in this cohort.

In comparison, 73.9 per cent of people who earned between $30,000 and $59,999, and 76.3 per cent of people who earned $60,000 or more after moving to Wellington, relocated for a better paying job.

NUMBER OF PEOPLE ATTRACTED TO WELLINGTON COUNTY 2009-2012

Employment Income Cohort after Move	Received Pay Increase	Received Pay Decrease
Less than $30,000	3,410	3,140
$30,000 to $59,999	3,000	1,060
$60,000 or more	2,320	720

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Of the people with employment income who left Wellington:

- 50.8% earned less than $30,000 annually
- 29.6% earned between $30,000 and $59,999 annually
- 19.6% earned $60,000 or more annually

For those people who earned less than $30,000 after leaving Wellington, it seems that relocating to another region for a better paying job is less important than other community factors, as fewer people moved for a pay increase than for a pay decrease in this cohort.

By contrast, 72.6 per cent of people who earned between $30,000 and $59,999, and 77.1 per cent of people who earned $60,000 or more after moving from Wellington, relocated for a better paying job.

NUMBER OF PEOPLE WHO LEFT WELLINGTON COUNTY 2009-2012

Employment Income Cohort after Move	Received Pay Increase	Received Pay Decrease
Less than $30,000	3,080	3,210
$30,000 to $59,999	2,860	1,080
$60,000 or more	2,020	600

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Wellington also realized a net gain of people in all employment income cohorts:

- 320 people in the less than $30,000 cohort
- 140 people in the $30,000 to $59,999 cohort
- 410 people in the $60,000 or more cohort

3.1.3 Wellington County Assessment

Geographic Area Defined

Wellington County is a Census Division. Wellington County includes the following municipalities:

- Centre Wellington (Township)
- Erin (Town)
- Guelph (City)
- Guelph/Eramosa (Township)
- Mapleton (Township)
- Minto (Town)
- Puslinch (Township)
- Wellington North (Township)

Attract and Maintain

Over the 2009 to 2012 time period, Wellington County attracted 18,050 people through in-migration and lost 16,910 people to out-migration. Wellington's ability to attract and retain people can best be gauged within the context of other Census Divisions (local labour markets) in Ontario. Wellington County is one of the province's 49 Census Divisions.

Wellington's average **Attraction Rate** (number of people attracted divided by the population) between 2009 and 2012 was 3.8 per cent per year. Wellington's **Loss Rate** (number of people who moved away divided by the population) averaged at 3.6 per cent annually over the same time period.

People Who Were Attracted to Wellington County: Employment Status

Of the 18,050 people attracted to Wellington County between 2009 and 2012, the majority (79.7 per cent) were employed after the move. Another 730 people (4.0 per cent) were unemployed after the move and 16.3 per cent of people attracted were not in the labour force (no employment income before or after move).

Table 1

PEOPLE ATTRACTED TO WELLINGTON COUNTY BY EMPLOYMENT STATUS 2009-2012

	#	%
Employed after move	14,380	79.7
Employed before move, unemployment after move	730	4.0
Not employed before and after move	2,940	16.3
Total	18,050	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

People Who Left Wellington County: Employment Status

Of the 16,910 people who left Wellington County between 2009 and 2012, the majority (79.9 per cent) were employed after the move, 15.9 per cent were not employed before or after the move and 4.2 per cent of people who left Wellington were unemployed after their move.

Table 2

PEOPLE WHO LEFT WELLINGTON COUNTY BY EMPLOYMENT STATUS 2009-2012

	#	%
Employed after move	13,510	79.9
Employed before move, unemployment after move	710	4.2
Not employed before and after move	2,690	15.9
Total	16,910	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility and the Unemployed

While the majority of people who moved in and out of Wellington County were employed, the influence of labour mobility on the unemployed warrants special attention given the social and economic importance of helping people find employment suited to their skill sets.

By moving away from Wellington over the 2009 to 2012 period, 680 unemployed people were able to find employment in other regions, thereby lessening the burden within Wellington. Conversely, 780 people who moved to Wellington found employment after being unemployed elsewhere. Essentially, labour mobility out of and into Wellington enabled 1,460 people to find work.

That said, the number of unemployed in Wellington increased over the period because 730 people who moved to Wellington were unemployed after their move. Offsetting these unemployed were the 710 Wellington residents who left the region and were unemployed in their new location. In summary, over the 2009 to 2012 time frame, Wellington gained 20 unemployed people due to Labour Mobility.

Table 3

LABOUR MOBILITY AND THE UNEMPLOYED WELLINGTON COUNTY 2009-2012

	People Attracted #	People Who Left #
Unemployed before move, employed after move	780	680
Employed before move, unemployment after move	730	710

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Received Pay Increase or Pay Decrease

While we are able to measure the number of people who move in or out of Wellington County, an understanding of the motivations of movers is unclear. At the individual level, people move for a variety of reasons: some for a job; some for a better paying job; some to live in a particular location (for its amenities, cost of living, proximity to family and so on); and others for a combination of factors.

Depending on the reason(s) for moving, some people will receive a pay increase and some a pay decrease. A certain level of insight into the motivations of Wellington County movers can be inferred from whether people moving take an increase or decrease in their employment income. To elaborate, if a person who has moved to Wellington earns a significant increase in employment income, it is assumed that the pay increase may be a key motivation for the move. In contrast, a person who receives a

substantial decrease in employment income was likely motivated by other community/lifestyle factors (such as the cost of living or local amenities).

Specifically:

- Overall, more people moved in to Wellington for a pay increase compared to a pay decrease, suggesting the local labour market opportunities have greater bearing on labour mobility than other community attributes.

- With respect to those who moved away from Wellington, more left for a pay increase than a pay decrease. From this finding it may be inferred that there are still individuals within Wellington unable to find local jobs that match their skill sets and/or desired salaries. It is positive that more people **did not** move out of Wellington for a pay decrease, as this would suggest that Wellington's community attributes are relatively less desirable than those of other regions.

A comparison of the number of people who moved into Wellington versus the total number who moved out reveals whether Wellington experienced a net gain or loss of people.

- Wellington's **pay increase net gain** suggests the local economy/labour market is relatively stronger than other regions', with more people moving to Wellington for a pay increase than moving away.

- With regards to those taking a pay decrease, Wellington attracted and lost a similar number of people.

<div align="center">

Table 4
LABOUR MOBILITY WELLINGTON COUNTY 2009-2012

</div>

	Pay Increase	Pay Decrease
Moved In	8,700	4,900
Moved Out	7,940	4,890
Net Change	760	10

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility by Income Cohort

The employment income levels of people who move can be used to gauge the type of jobs for which people are moving. Jobs that pay more assume higher value-added work, as higher pay reflects greater output or an employer's estimate of productivity. Lower paying jobs typically reflect less sophisticated skills are required or part time employment.

People Attracted to Wellington County by Income Cohort

Of the 14,360 people attracted to Wellington who had employment income before and after the move, 50.0 per cent earned less than $30,000 after the move. Another 28.8 per cent of people attracted to the area earned between $30,000 and $59,999. A total of 3,060 people (21.3 per cent) moved to Wellington for jobs paying $60,000 or more.

Table 5

NUMBER OF PEOPLE ATTRACTED TO WELLINGTON COUNTY BY EMPLOYMENT INCOME

COHORT 2009-2012

Employment Income Cohort after Move	Number of People Attracted #	Distribution %
Less than $30,000	7,180	50.0
$30,000 to $59,999	4,130	28.8
$60,000 or more	3,060	21.3
Total	14,360	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Further parsing income cohort data to understand whether the people attracted to Wellington received a pay increase or decrease provides insight into what motivated people to move to Wellington.

For those people who earned less than $30,000 after moving to Wellington, it appears that relocating to the region for a better paying job is of more importance than other community factors, as more people moved for a pay increase than for a pay decrease in this cohort.

In comparison, 73.9 per cent of people who earned between $30,000 to $59,999, and 76.3 per cent who earned $60,000 or more after moving to Wellington relocated for a better paying job.

Table 6

NUMBER OF PEOPLE ATTRACTED TO WELLINGTON COUNTY RECEIVED PAY INCREASE OR DECREASE BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Pay Increase	Pay Decrease
Less than $30,000	3,410	3,140
$30,000 to $59,999	3,000	1,060
$60,000 or more	2,320	720

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

People Who Left Wellington County by Income Cohort

The majority of people who left Wellington County from 2009 to 2012 (50.8 per cent) earned less than $30,000 after the move, 29.6 per cent of those who moved out of Wellington moved for jobs paying between $30,000 and $59,999, and 19.6 per cent of people who left Wellington earned at least $60,000 after their relocation.

Table 7

NUMBER OF PEOPLE WHO LEFT WELLINGTON COUNTY BY EMPLOYMENT INCOME COHORT

2009-2012

Employment Income after Move	Number of People Who Moved Out #	Distribution %
Less than $30,000	6,860	50.8
$30,000 to $59,999	3,990	29.6
$60,000 or more	2,650	19.6
Total	13,500	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Understanding whether the people who moved away from Wellington received a pay increase or decrease provides insight into what motivated people to leave Wellington.

For those people who earned less than $30,000 after leaving Wellington, it appears that leaving the region for a better paying job was less important than other community factors, as the people earning less than $30,000 were more likely to leave for a decrease in employment income.

In contrast, the majority of people with income between $30,000 and $59,999 and $60,000 and over (72.6 per cent and 77.1 per cent respectively) left Wellington for a better paying job.

Table 8

NUMBER OF PEOPLE WHO LEFT WELLINGTON COUNTY RECEIVED PAY INCREASE OR DECREASE BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Pay Increase	Pay Decrease
Less than $30,000	3,080	3,210
$30,000 to $59,999	2,860	1,080
$60,000 or more	2,020	600

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Total Movers by Income Cohort

Lower income individuals (those earning less than $30,000) are most likely to move in and out of Wellington, representing 50.4 per cent of all movers with employment income. It is possible that the precarious nature of lower income jobs (seasonal, contract work, high turnover rates, etc.) contributes to this churn.

Those earning between $30,000 and $59,999 represented 29.1 per cent of all movers, while people earning $60,000 or more accounted for the remaining 20.5 per cent of movers.

Movers Net Difference by Income Cohort

Wellington experienced a net gain of people in all income cohorts. The greatest net gain was in the $60,000 or more cohort, adding 410 people. Interestingly, the income cohort where labour mobility was the lowest ($60,000 +) generated the greatest net gain of people.

Number of Movers by Change in Employment Income

Deeper insight into the motivations of Wellington County movers can be inferred from a more detailed breakdown of those who moved for a pay increase or decrease. To achieve this insight, people who moved for an employment income increase are grouped into three categories: those who moved for a 30 per cent increase or greater; those who moved for a 10 to 29.9 per cent increase; and those people who moved for a less than 10 per cent increase.

Similarly, people who moved for an employment income decrease are categorized by those who moved for a 30 per cent or greater decrease in employment income; a 10 to 29 per cent decrease; and, a less than 10 per cent decrease.

Employment income increase/decrease data is examined by employment income cohorts below.

Movers Less than $30,000 Income Cohort

An examination of movers who were earning less than $30,000 after their move, suggests that the motivations of lower paid workers differ from those of higher paid workers.

Figure 2 shows the number of people (earning less than $30,000 after the move) who moved into and out of Wellington County. Lower income movers primarily move for a 30 per cent pay increase or decrease.
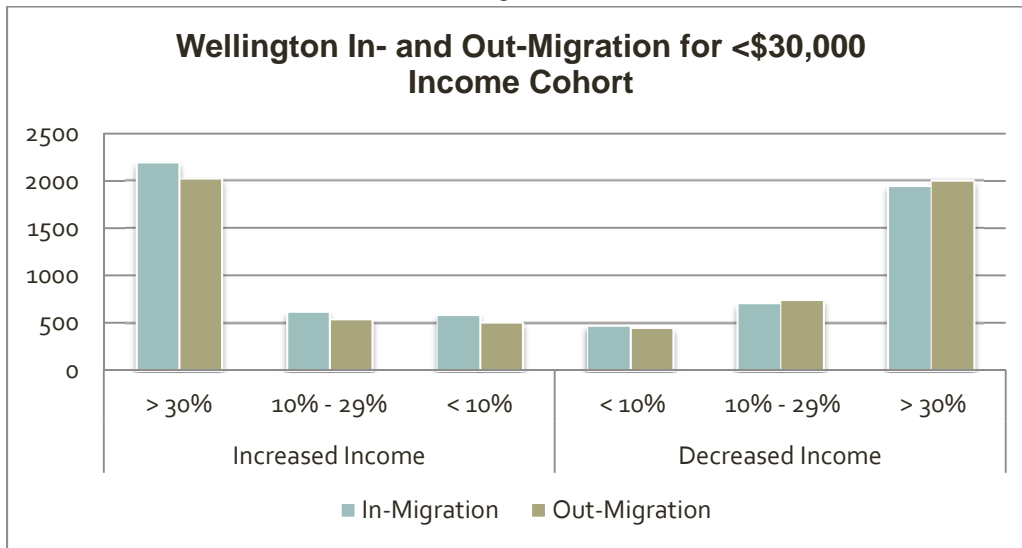
More people moved into Wellington for a 30 per cent increase than moved out of Wellington and slightly more people moved out of Wellington for a 30 per cent decrease in pay than moved to Wellington.

Since a 30 per cent (or greater) wage increase on an already low annual income is more likely than a 30 per cent increase on a high-paying job, the number of Wellington County residents in the lowest income cohort moving for a significant increase is not surprising. For example, if someone earning minimum wage of $11.25 an hour found work for $14.63, an hour they would have obtain a 30 per cent increase and likely be motivated to move for this income.

Interestingly, the propensity for lower income people to move for less than a 30 per cent increase is quite low and very different from the 'all movers' pattern. Perhaps the cost of moving is not justified for these changes in pay, particularly for those earning less than $30,000.

As for the high incidence of people earning under $30,000 to move for a 30 per cent pay decrease, clearly non-economic factors are at play.

Figure 2

Wellington In- and Out-Migration for <$30,000 Income Cohort

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Movers $30,000 to $59,999 Income Cohort
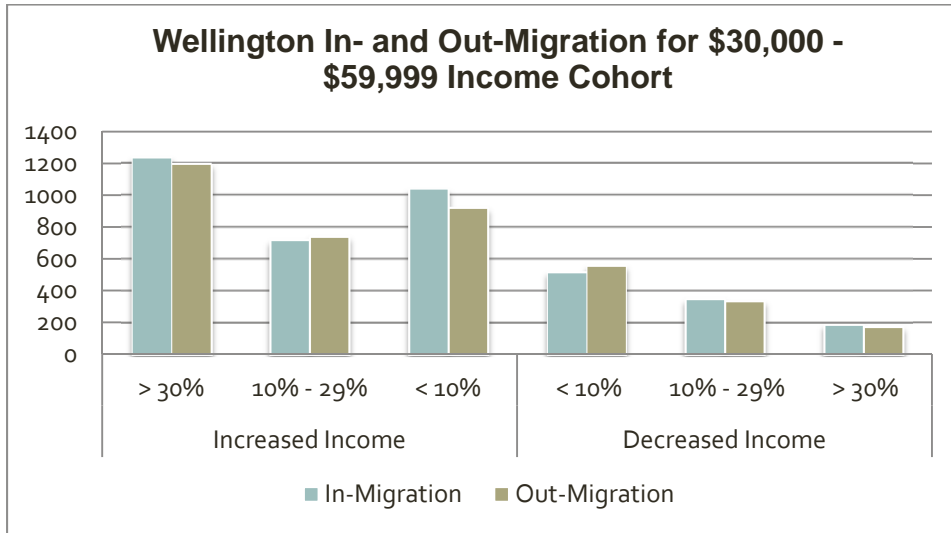
Of the people who moved to Wellington who earned between $30,000 and $59,999 (after the move) most moved for a 30 per cent or more increase in pay followed by a less than 10 per cent pay increase. People leaving Wellington within this income cohort were also most likely to move for a 30 per cent or more increase in pay followed by less than 10 per cent increase in pay.

The propensity for people to move (in or out of Wellington for a 30 per cent increase is likely fulfilled by people on the lower end of this income cohort, earning just over $30,000 (for the reason described above).

Where the $30,000 to $59,999 income cohort differs considerably from the less than $30,000 cohort, was the high propensity for people to move for a less than 10 per cent pay increase. Another notable difference between the two cohorts was the fact very few people moved for a 30 per cent pay decrease.

Details are presented in **Figure 3**.

Figure 3

**Wellington In- and Out-Migration for $30,000 -
$59,999 Income Cohort**

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Movers $60,000 and over Income Cohort

Workers earning over $60,000 (after the move) are most likely to have moved for a less than 10 per cent increase, followed by a 10 to 29.9 per cent increase in pay. The opportunities to move for a 30 per cent increase are likely somewhat limited at this pay scale. The motivation to move for a 30 per cent decrease is lacking within this income cohort.

Details are presented in **Figure 4**.
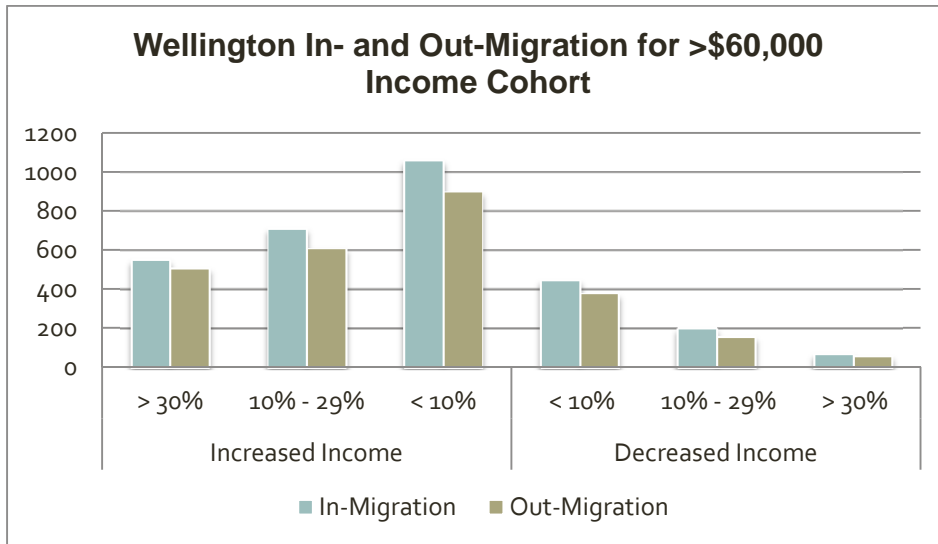
Figure 4

**Wellington In- and Out-Migration for >$60,000
Income Cohort**

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility Annual Monitoring

This report has examined 2009 to 2012 aggregated data. Data was aggregated to establish a baseline. An examination of annual data moving forward is recommended, as annual data may be used to point to socio-economic or structural changes within Wellington that may warrant early detection. For example, annual data may indicate that the number of lower income people attracted to the community is increasing or that a region which normally experiences a net gain of people now experiences a significant net loss.

Figure 5 shows the number of people moving into and out of Wellington on an annual basis. Movers are shown by their employment income cohort after their move. The annual data shows that the number of people moving in and out of Wellington for jobs paying less than $30,000 is declining. The annual data also shows that the number of people moving out of Wellington for employment paying $60,000 or more is increasing slightly year over year.

While three years of data doesn't constitute a long trend, subsequent years of data will help Wellington stay abreast of its labour mobility transitions.
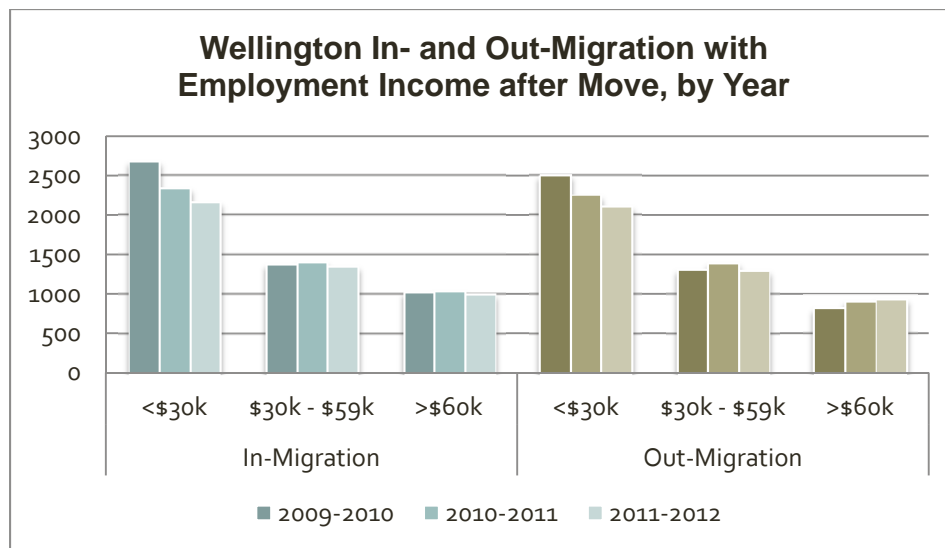
Figure 5

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

3.2 WELLINGTON COUNTY WORKSHOP OUTCOMES

3.2.1 Wellington County Workshop Summary

The Labour Mobility workshop in Wellington County was held in Fergus, Ontario on May 9, 2016. This workshop included nine participants representing local government, economic development and planning organizations. Additionally, Rob Black, Norm Ragetlie and Tanya Stuart (Rural Ontario Institute), Carol Simpson (Workforce Planning Board of Waterloo Wellington Dufferin), Jana Burns and

Crystal Ellis (Wellington County Economic Development) and Gemma Mendez-Smith (Four County Labour Market Planning Board) were in attendance.

All participants contributed to a group discussion during which three questions were discussed. Twelve participants completed the individual response form and five participants completed the follow-up online survey. All feedback is captured in Sections 3.2.3 – 3.2.5, below.

During and following Paul Knafelc's presentation of Wellington County labour mobility information, several questions were raised; these questions belonged to four broad categories. First, there were questions about how the data was acquired and what is included and excluded in this particular dataset. For example: Is this data compiled annually? Does the data come from Statistics Canada? Who is included in the "not employed" category? Are certain groups of people (i.e., students, immigrants) included in this data? These questions related to how this data was sourced and aggregated, and they are all questions about the inclusion/exclusion of information.

Second, several questions pertained to whether or not there could be a more precise breakdown of data. Questions in this category included the following: Do we know the age of movers? Do we know if someone moved for a spouse (and, thus, may have taken a pay cut or been subsequently unemployed)? Can we tell if a person moved and started a new job closer to home (in a new labour market), or maintained a previous job but commuted from a new community?

Third, several questions – and ensuing discussions – reflected on the unique labour market of the City of Guelph within Wellington County. Some participants were concerned that by not separating Guelph from the county data, we do not have an accurate picture of the diverse communities within Wellington, particularly the urban/rural divide. This would be the case, for example, if the unemployment rate is significantly different in Guelph as compared to rural areas of Wellington. There was concern that the labour mobility data, aggregated for the entire county, does not reflect these differences and may give a distorted overall picture.

Fourth, some discussion revolved around the location of post-secondary institutions and the ability to retain students in general, as well as foreign students in particular who may or may not enter the Canadian workforce upon graduation. Participants speculated about the extent to which communities with post-secondary institutions have a stronger young workforce, as students may find employment in the local area following graduation. Norm Ragetlie (ROI) noted that there is not a correlation between the presence of post-secondary institutions and the number of workers in their mid-late twenties in a community. Carol Simpson (Workforce Planning Board) noted that the percentage of foreign students is rising every year at the University of Waterloo and Wilfred Laurier University, but it is hard to measure the impact this has on the community as we do not have an accurate assessment of whether or not these students are being retained in the community once they complete their education.

When asked who could benefit from having this information, participants identified the following groups: housing; businesses; transportation; childcare; public health; and educational institutions. Housing offices and businesses were mentioned the most frequently.

When asked how this information could help with decisions and planning, the most common responses were: this data can help broadly with retention strategies for Wellington; this can help to understand

housing needs (i.e., need for subsidized housing) as it relates to income levels; and this can help businesses understand the growth/investment potential in local communities as well as assisting with employee attraction strategies. Other applications that were identified included: understanding transportation and childcare needs for low-income movers; and understanding demographic information pertinent to educational planning (i.e., estimating class sizes, new school builds).

Participants also identified broader ways in which this data could be useful, including: helping Wellington understand strategies that may be working or not working in other similar counties;[2] helping to explore why someone might move for a decrease in pay, i.e., perhaps housing is significantly more affordable in Wellington, thereby significantly improving overall income and quality of life despite a pay decrease; and eventually helping us explore commuter habits of those living in Wellington by looking at journey-to-work data in the next census.

Almost all participants cited the need for a more precise breakdown of data, either by slicing it more finely or by correlating it with other data sources. As noted earlier, participants were particularly interested in separating Guelph from the Wellington data, as they felt this would provide a more accurate picture of labour mobility changes in Guelph vs. Wellington's smaller communities.

Participants were also interested in seeing how Wellington compares with counties that have a similar urban/rural composition. One comparison that was discussed at length related to the comparative cost of housing: increases/decreases in income can be far better contextualized if we know the relative differences in housing costs and other associated costs of living in various communities. For example, an individual moving to Wellington – and taking a pay decrease – may now be allocating less of his/her income to housing compared to the previous community in which s/he lived. As such, there may actually be a "net gain" in income if living costs are more affordable following a move to Wellington. Participants agreed that labour mobility data could be a first step towards answering some of these questions about how affordable it is to live in Wellington County.

Workshop participants identified three different applications when asked about the greatest value of labour mobility data. First, the majority of participants saw this information as most valuable for attraction, retention and investment strategies in the county. The particular applications were varied and included businesses, social services and economic development organizations. Second, some participants felt that movement in and out of the county might help to better understand issues around community connectedness. By learning about the extent to which people move to/from Wellington – and the timeframe in which these moves occur (i.e., do many who move out of Wellington do so shortly after moving in?) – labour mobility information can help to identify the infrastructure and social supports needed in a community, such that people feel like they belong and are invested in the community in which they live.

Finally, some participants felt the movement in and out of Wellington could be seen as either positive or negative. As a first step, this data creates an opportunity to reflect on how to assess the relative positive or negative impact of people moving in and out of Wellington for employment.

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[2] *When discussing other similar counties, workshop participants were referring to counties with one urban centre, such as Guelph in Wellington, and surrounding rural communities. "Similar counties" is used to refer to this throughout the document.*

When responding independently on feedback forms, participants' responses echoed and provided further detail regarding points they had raised in the earlier group discussion. Everyone felt the report and presentation were clear and understandable. Participants identified labour force attraction and retention strategies as the most significant ways in which this information could be used. Other top responses included: economic development planning strategies; using labour mobility data to better contextualize other data that is already being used; and assisting with planning for housing needs.

The primary target groups for this information were identified as: businesses/employers; social services; economic development organizations; and municipalities. At least one participant identified the following target groups: workforce planning boards; public health; immigrant support groups; chambers of commerce; community engagement agencies; Employment Ontario agencies; provincial and federal ministries; tourism; various industry groups; housing; transportation; real estate; and planning departments.

Over half of workshop participants who responded to the follow-up survey indicated that they are already collecting and or using some form of data concerning newcomers to their region.[3] More broadly, some participants already had access to a wide range of data, while others did not. Data sources included: OMAFRA benchmarking data; Statistics Canada data; tax survey data; business retention and expansion data; and unspecified data relating to immigration.

Most frequently, participants responded that they would prefer labour mobility data in analysis/report form, similar to what they received at the workshop. The frequency with which they would like to access this data included annually (4 responses) and quarterly (1 response). Whether or not one participant would be prepared to contribute to the cost of purchasing this data depended on both cost and the ability to separate Guelph from the Wellington County data. Less than half of respondents to this question would not be prepared to contribute to the cost. Some respondents noted that they were not the key decision makers within their respective organizations and, as such, could not speculate on whether or not their organization would be prepared to make a financial contribution.

When asked what insights this data gives about the region and how it could assist with planning, responses varied but were concentrated around applications for attraction and retention of workers in Wellington County. One participant felt this information would improve our understanding of migration, particularly by identifying where people move to/from when leaving/entering Wellington. Understanding movers' incomes was also noted as a key factor that could assist with planning. One participant noted that this information could help the county determine whether its efforts should be focused on attraction or on retention, so that it could make the most strategic use of investment dollars.

Another participant reflected on how targeted marketing campaigns could benefit from this information, as could business investment strategies and employers confronting workforce challenges such as labour shortages at certain income and skill levels.

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[3] *Note: This question asked specifically about whether or not participants use data concerning newcomers to the region. The question did not ask whether or not participants have access to data in general.*

One participant reiterated concern with Wellington County data including the city of Guelph, and felt the application for county data was limited because of the urban/rural divide. This participant noted that Wellington should be cautious when using data like this that represents the entire county, since it may not speak accurately to the realities of either Guelph or its more rural neighbouring municipalities. Another participant felt this information could help us better understand the unique labour market challenges facing rural communities, particularly by assessing differences in average wages across the entire region.

3.2.2 Wellington County Workshop Findings

Feedback from the Wellington County workshop was positive. Participants felt this labour mobility data could fill a need for their respective organizations, and/or for other community stakeholders who were not represented at the workshop. Most participants agreed that labour mobility information could be used to more accurately understand the extent to which individuals are moving in and out of Wellington County. The potential applications and needs for this data were extensive. The organizations identified most frequently as potentially benefiting from this information were: housing; businesses; transportation; childcare; public health; and educational institutions.

When asked about the specific applications for this data, participants noted that it could assist with overall retention strategies for Wellington, could help to understand housing needs (particularly subsidized housing needs for low-income movers) and could help businesses research growth and investment potential in local communities. Participants also discussed how this information could help accurately predict and maintain adequate transportation, childcare and educational needs, particularly those services pertaining to low-income movers.

Most participants identified a need for additional data in order to contextualize and utilize the information presented in the report. Specifically, many participants were interested in separating Guelph from the rest of the labour mobility data in Wellington County. The reasons for this were numerous. It was noted that Guelph has a lower unemployment rate than the rest of Wellington County; therefore, data would be more accurate both for Guelph and for more rural communities if labour mobility for the city of Guelph could be examined separately.

Separating Guelph for the purpose of understanding relative differences in housing costs was also discussed. Movement throughout Wellington County could potentially be correlated to leaving areas with higher housing costs in favour of those with lower housing costs. Participants were also interested in comparing Wellington County with other similar counties in which there is one urban centre. They wanted to explore whether or not trends in Wellington – particularly differences between Guelph and surrounding rural regions – were also noticed in other counties with similar makeups.

Workshop participants are already collecting and/or using a wide range of data including information from OMAFRA, Statistics Canada data, tax survey data and business retention & expansion data. Nearly all respondents would like access to labour mobility data annually. The majority would appreciate this data in report/analysis form. Over half indicated that they would be prepared to contribute to the cost of accessing this data, although this question did not specify an exact cost and the majority felt cost could be a barrier. In addition to cost, whether or not Guelph could be separated from the Wellington data set

was also a key factor that would determine whether or not some organizations would be willing to contribute to the cost of accessing this information.

BRIEF

- Overwhelmingly, participants believe this data is valuable, both for their own organizations and for others.

- Businesses, social services, economic development organizations and municipalities were identified most frequently as the key target audiences for this information.

- Many participants were interested in the unique labour mobility characteristics of the city of Guelph, and the ability to separate Guelph from Wellington County. The inability to do so would limit some participants' interest in this data, as well as their willingness to pay for access to it in the future.

- Most participants would like more contextualization of this information, i.e., total household income of movers, place of work vs. place of residence, in order to establish a more accurate picture of why people are moving in and out of Wellington.

3.2.3 Wellington County Group Discussion Questions

Q1) a: Who do you think could benefit from having this information?

Response	Number of Responses
Housing	2
Businesses	2
Transportation	1
Childcare	1
Public Health	1
Educational Institutions	1

Q1) b: How do you believe this information can assist with decisions and planning?

Response	Number of Responses
Data can help broadly with retention strategies for Wellington	2
Understanding housing needs (i.e., subsidized housing) as related to	2

income levels	
Understanding spending power for businesses who wish to predict their growth potential in a community, developing attraction strategies for recruiting employees, and understanding opportunities for business investment	*2*
Understanding transportation needs (i.e., public transport) as related to low-income movers	*1*
Understanding childcare needs (i.e., subsidized childcare needs for low-income families) as related to low-income movers	*1*
Understanding public health needs, particularly as related to low-income movers	*1*
Educational institutions may benefit from learning how many young people are moving into the community as this could assist with predicting class sizes, new school builds, etc.	*1*
Understanding the "big picture" of a move – someone may take a pay cut but if housing is more affordable in their new community, then this may not have a negative financial impact overall	*1*
Could help us by comparing ourselves to other similar counties, particularly those with an urban centre like Guelph	*1*
Will help us understand the complete picture when we see the 2016 Census data (journey to work information) so we can see if people living in Wellington County are actually working here and vice versa	*1*

Q2) a: Are you already collecting and using data concerning newcomers to your region?

Some participants already had access to a wide range of data, while others did not. These data sources were not specified.

Q2) b: Does the information presented today fill a need?

All participants agreed that this data fills a need.

Q2) c: Do you need additional data and/or contextualization of the information presented today in order to find it (more) useful for your needs?

Response	*Number of Responses*
Would like to pull out CMA data, as separating Guelph would be	*2*

extremely helpful	
Would like to see how Wellington compares to other communities	2
Would like to see comparative housing data: pay increases/decreases are better contextualized if we know the differences in cost of housing and cost of living	1
Would like to see additional migration and job commuter patterns	1

Q3) What do you believe is the greatest value of this labour mobility information/data?

Response	*Number of Responses*
Possibility to plan, attract and invest money strategically	1
This may help us to understand community connectedness; what infrastructure and community supports are needed in order for people to feel like they belong to the community in which they live?	1
This raises questions about whether the labour churn is of benefit to the community or not; this gives us something to think about	1

3.2.4 Wellington County Individual Feedback

Q1) a: Do you understand the format in which this information has been presented to you?

All participants who responded to this question agreed that the format was clear and understandable.

Q1) b: What do you believe could be done to improve the manner in which this data is presented?

Response	*Number of Responses*
Data split out at CMA level (Guelph)	2
More context and comparative analysis overall	2
More information about in/out migration of foreign workers	1

Q2) Do you think your organization could make use of this data? If so please list examples of how you think this would be relevant to your organization.

Response	*Number of Responses*

Labour force attraction and retention strategies	6
Economic development planning strategies	2
Can be used to round out information from other data sources we currently have access to	2
Can assist with planning for housing	2
Will assist with municipal civic engagement strategies	1
Will help us understand the broader context around immigration	1
Growth management strategies	1
Can assist with planning for childcare	1
Can assist with planning for transportation	1
Will help us to understand settlement service needs	1
Working with employers to identify where people are moving from, whether wages are comparable, etc.	1
Research reports	1

Q3) Who do you believe should be the primary target groups for labour market mobility information?

Response	Number of Responses
Businesses/Employers	7
Social Services	6
Economic Development	5
Municipalities	5
Workforce Planning Boards	2
Healthcare/Public Health	2
Planning/newcomer supports for foreign students and immigrants	2
Chambers of Commerce	1
Community engagement agencies	1
Employment Ontario agencies	1

Provincial and Federal government ministries	1
Tourism	1
Industry Groups	1
Housing	1
Transportation	1
Real Estate	1
Planning Departments	1

3.2.5 Wellington County Follow-up Questionnaire

There were five responses to the follow-up questionnaire.

Q1) Does your organization already use any data pertaining to newcomers to your region? If so, please explain what information you have access to and the manner in which it is being used.

Response	Number of Responses
Yes	3
No	2

Type of data that is currently being used:

Response	Number of Responses
OMAFRA benchmarking data	1
Statistics Canada data	1
Tax survey data	1
Business retention & Expansion data	1
Unspecified data relating to immigration	1

Note: One participant gave three answers to this question. These responses are entered separately. One participant did not specify the type of data that is being used.

Q2) You were presented with migration and income change information at the workshop you attended. What insights did this information give you about your region? Do you believe this information is useful for action planning or decision making? If so, please explain:

- I believe this information is useful at a regional level. Really cautious about it in our case as the south end of the county is very different than the north and I would hate to see strategies developed that don't fit the whole region.

- Insights include: better understanding of in and out migration, places people come from, income of movers. Yes, it is useful for action planning and decision making.

- The information will help guide labour recruitment and retention activities. It will help us determine which areas to focus on, for example, recruitment or retention.

- Yes this information may assist us in targeted talent attraction marketing campaigns and can be provided to investment leads or current businesses having workforce challenges.

- The information was useful in terms of looking into rural communities facing labour challenges as well as understanding from the income profile what kinds of jobs are accessible and how they compares to the average wages in the region.

Q3) Would you like to access data like this in the future?

Response	Number of Responses
Yes	5
No	0

Q3) a: Would you like access to raw data or would you prefer an analysis/report that includes a narrative about the data (similar to how it was presented to you at the workshop)?

Response	Number of Responses
Prefer analysis/report	2
Prefer raw data	1
Would like both	1

Note: One participant did not respond to this question.

Q3) b: How often do you anticipate accessing this type of data (i.e., quarterly, annually, every three years, etc.)?

Response	Number of Responses
Annually	4

Quarterly	*1*

Q3) c: Would you be prepared to contribute to the cost associated with accessing this data in your region?

Response	*Number of Responses*
No	*2*
Yes, depending on cost and ability to separate city of Guelph data	*2*
Workshop participant is not the decision maker, so is unable to speculate	*1*

Q4) Would you like to share any additional feedback about the workshop you attended?

- It was a good session and very informative. The facilitators were knowledgeable about the data and its potential limitations.

- We would like to be able to get data tables for the international in and out migration and income.

4.1 BRANT LABOUR MOBILITY ANALYSIS

4.1.1 Attraction and Loss Rate: Brant and Ontario Census Divisions

The Attraction Rates and Loss Rates of Ontario's 49 Census Divisions are shown below (**Figure 1**).

Brant's ability to attract new residents exceeded 19 of Ontario's other Census Divisions. Brant's ability to retain people surpassed 30 other Ontario Census Divisions.

Figure 1
ATTRACTION RATE AND LOSS RATE: BRANT AND ONTARIO CENSUS DIVISIONS
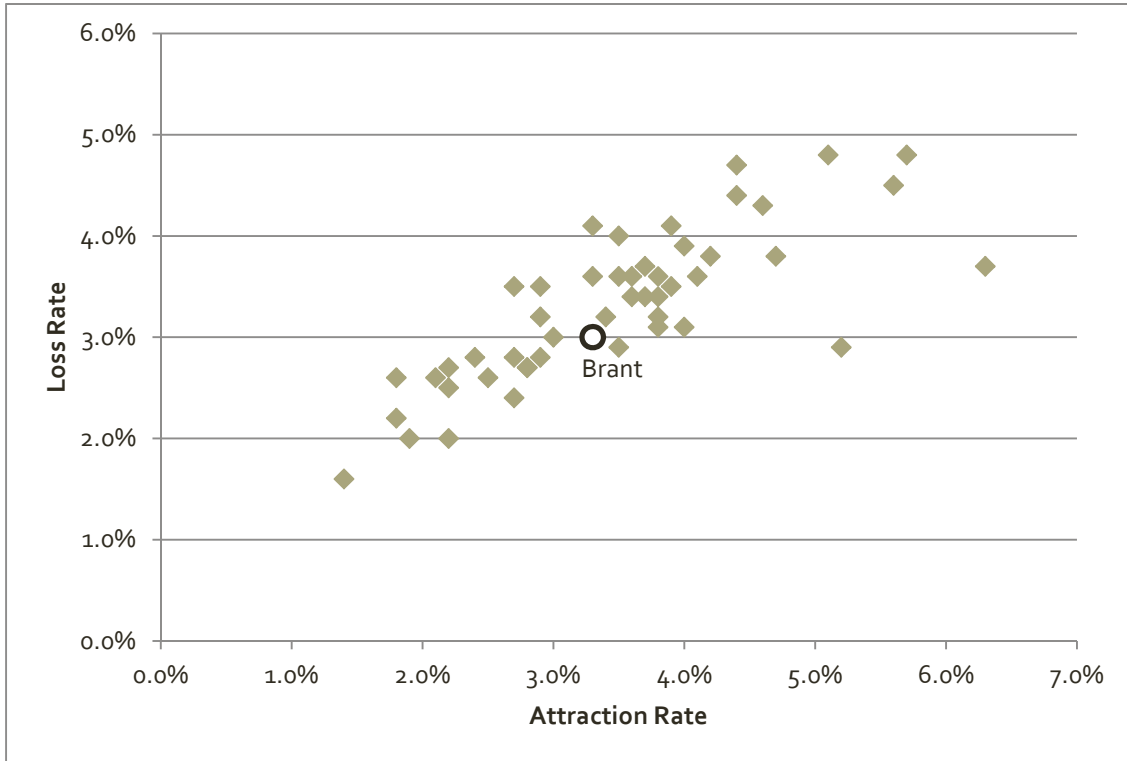
Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

4.1.2 Brant Synopsis

Movers by Labour Force Status

Of the 9,930 people who moved to Brant between 2009 and 2012:

- 75.5% were employed after the move
- 19.8% had no employment income before or after the move
- 4.6% were unemployed after the move

Of the 9,120 people who left Brant between 2009 and 2012:

- 75.5% were employed after the move
- 19.5% had no employment income before or after the move
- 4.9% were unemployed after the move

Pay Increase or Pay Decrease

Of the employed people who moved to Brant, 4,350 experienced a pay increase and 2,690 experienced a pay decrease.

Of the employed people who left Brant, 4,050 received a pay increase and 2,400 experienced a pay decrease.

Brant's pay increase net gain suggests the local economy/labour market is relatively stronger than other regions', with more people moving to Brant for a pay increase than away from Brant for a pay increase. Since more people moved to Brant for a pay decrease than left for a pay reduction, it can be inferred that Brant is a relatively more desirable place to live than other regions.

BRANT 2009-2012

	Received Pay Increase	Received Pay Decrease
Moved Into Brant	4,350	2,690
Moved Out of Brant	4,050	2,400
Net Gain	300	290

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Employment Income Characteristics

Of the people with employment income who moved to Brant:

- 52.1% earned less than $30,000 annually
- 29.7% earned between $30,000 and $59,999 annually
- 18.2% earned $60,000 or more annually

For those people who earned less than $30,000 after moving to Brant, it seems that relocating to the region for a better paying job is not overwhelmingly more important than other community factors, as only slightly fewer people moved for a pay increase than for a pay decrease in this cohort.

By comparison, 69.7 per cent of people who earned between $30,000 and $59,999, and 78.2 per cent of people who earned $60,000 or more after moving to Brant, relocated for a better paying job.

NUMBER OF PEOPLE ATTRACTED TO BRANT 2009-2012

Employment Income Cohort after Move	Received Pay Increase	Received Pay Decrease
Less than $30,000	1,770	1,730
$30,000 to $59,999	1,540	670
$60,000 or more	1,040	290

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Of the people with employment income who left Brant:

- 52.4% earned less than $30,000 annually

- 28.8% earned between $30,000 and $59,999 annually
- 18.7% earned $60,000 or more annually

For those people who earned less than $30,000 after leaving Brant, it seems that relocating to another region for a better paying job is relatively more important than other community factors, as more people moved for a pay increase than for a pay decrease in this cohort.

The same can be said for the other income cohorts as 72.3 per cent of people who earned between $30,000 and $59,999, and 76.2 per cent of people who earned $60,000 or more after moving from Brant, relocated for a better paying job.

NUMBER OF PEOPLE WHO LEFT BRANT 2009-2012

Employment Income Cohort after Move	Received Pay Increase	Received Pay Decrease
Less than $30,000	1,680	1,550
$30,000 to $59,999	1,410	540
$60,000 or more	960	300

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Brant also realized a net gain of people in all employment income cohorts, the greatest net gain of people, was in the less than $30,000 employment income cohort.

4.1.3 Brant Labour Mobility Assessment

Geographic Area Defined

Brant is a Census Division. The Brant Census Division (referred to as 'Brant' throughout this report) includes the following municipalities:

- Brant (City)
- Brantford (City)
- New Credit (Part) 40A (Indian reserve)
- Six Nations (Part) 40 (Indian reserve)

Ability to Attract and Retain

Over the 2009 to 2012 time period, Brant attracted 9,930 people through in-migration and lost 9,120 people to out-migration. Brant's ability to attract and retain people can best be gauged within the context of other Census Divisions (local labour markets) in Ontario. Brant is one of the province's 49 Census Divisions.

Brant's average **Attraction Rate** (number of people attracted divided by the population) between 2009 and 2012 was 3.3 per cent per year. Brant's **Loss Rate** (number of people who moved away divided by the population) averaged at 3.0 per cent annually over the same time period.

People Who Were Attracted to Brant: Employment Status

Of the 9,930 people attracted to Brant between 2009 and 2012, the majority (75.5 per cent) were employed after the move. Another 4.6 per cent were unemployed after the move and 19.8 per cent of people attracted were not in the labour force (no employment income before or after move).

Table 1
PEOPLE ATTRACTED TO BRANT BY EMPLOYMENT STATUS 2009-2012

	#	%
Employed after move	7,500	75.5
Employed before move, unemployment after move	460	4.6
Not employed before and after move	1,970	19.8
Total	9,930	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

People Who Left Brant: Employment Status

Of the 9,120 people who left Brant between 2009 and 2012, 75.5 per cent were employed after the move. Another 19.5 per cent were not employed before or after the move and 4.9 per cent of people who left Brant were unemployed after their move.

Table 2
PEOPLE WHO LEFT BRANT BY EMPLOYMENT STATUS 2009-2012

	#	%
Employed after move	6,890	75.5
Employed before move, unemployment after move	450	4.9
Not employed before and after move	1,780	19.5
Total	9,120	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility and the Unemployed

While the majority of people who moved in and out of Brant were employed, the influence of labour mobility on the unemployed warrants special attention given the social and economic importance of helping people find employment suited to their skill sets.

By moving away from Brant over the 2009 to 2012 period, 400 unemployed people were able to find employment in other regions, thereby lessening the burden within Brant. Conversely, 430 people who moved to Brant found employment after being unemployed elsewhere. Essentially, labour mobility out of and into Brant enabled 830 people to find work.

The number of unemployed in Brant increased modestly over the period because 460 people who moved to Brant were unemployed after their move. Offsetting these unemployed were the 450 Brant residents who left the region and were unemployed in their new location. In summary, over the 2009 to 2012 time frame, Brant gained 10 unemployed people from Labour Mobility.

Table 3
LABOUR MOBILITY AND THE UNEMPLOYED BRANT 2009-2012

	People Attracted #	People Who Left #
Unemployed before move, employed after move	430	400
Employed before move, unemployment after move	460	450

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Received Pay Increase or Pay Decrease

While we are able to measure the number of people who move in or out of Brant, an understanding of the motivations of movers is unclear. At the individual level, people move for a variety of reasons: some for a job; some for a better paying job; some to live in a particular location (for its amenities, cost of living, proximity to family and so on); and others for a combination of factors.

Depending on the reason(s) for moving, some people will receive a pay increase and some a pay decrease. A certain level of insight into the motivations of Brant movers can be inferred from whether people moving take an increase or decrease in their employment income. To elaborate, if a person who has moved to Brant earns a significant increase in employment income, it is assumed that the pay increase may be a key motivation for the move. In contrast, a person who receives a substantial decrease in employment income was likely motivated by other community/lifestyle factors (such as the cost of living or local amenities).

Specifically:

- Overall, more people moved in to Brant for a pay increase compared to a pay decrease, suggesting the local labour market opportunities have greater bearing on labour mobility than other community attributes.

- With respect to those who moved away from Brant, more left for a pay increase than a pay decrease. From this finding it may be inferred that there are still individuals within Brant unable

to find local jobs that match their skill sets and/or desired salaries. It is positive that more people **did not** move out of Brant for a pay decrease, as this would suggests that Brant's community attributes would be relatively less desirable than those of other regions.

A comparison of the number of people who moved into Brant versus the total number who moved out reveals whether Brant experienced a net gain or loss of people.

- Brant's **pay increase net gain** suggests the local economy/labour market is relatively stronger than other regions', with more people moving to Brant for a pay increase than away from Brant for a pay increase.

- Brant's **net gain** with regards to those taking a **pay decrease** suggests Brant is a relatively more desirable place to live, as more people are willing to accept a pay decrease to live in Brant's communities, while fewer people leave for a pay decrease.

Table 4
LABOUR MOBILITY BRANT 2009-2012

	Pay Increase	Pay Decrease
Moved In	4,350	2,690
Moved Out	4,050	2,400
Net Change	300	290

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility by Income Cohort

The employment income levels of people who move can be used to gauge the type of jobs for which people are moving. Jobs that pay more assume higher value-added work, as higher pay reflects greater output or an employer's estimate of productivity. Lower paying jobs typically reflect a requirement for less sophisticated skills or part time employment.

People Attracted to Brant by Income Cohort

Of the 7,470 people attracted to Brant who had employment income before and after the move, the majority (52.1 per cent) earned less than $30,000 after the move. Another 29.7 per cent of people attracted to the area earned between $30,000 and $59,999. A total of 1,360 people (18.2 per cent) moved to Brant for jobs paying $60,000 or more.

Table 5
NUMBER OF PEOPLE ATTRACTED TO BRANT BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Number of People Attracted #	Distribution %
Less than $30,000	3,890	52.1
$30,000 to $59,999	2,220	29.7
$60,000 or more	1,360	18.2
Total	7,470	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Further parsing income cohort data to understand whether the people attracted to Brant received a pay increase or decrease provides insight into what motivated people to move to Brant.

For those people who earned less than $30,000 after moving to Brant, it appears that relocating to the region for a better paying job was of similar importance than other community factors, as only slightly fewer people moved for a pay increase than for a pay decrease in this cohort.

By comparison, 69.7 per cent of people who earned between $30,000 to $59,999, and 78.2 per cent who earned $60,000 or more after moving to Brant relocated for a better paying job.

Table 6
NUMBER OF PEOPLE ATTRACTED TO BRANT RECEIVED PAY INCREASE OR DECREASE BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Pay Increase	Pay Decrease
Less than $30,000	1,770	1,730
$30,000 to $59,999	1,540	670
$60,000 or more	1,040	290

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

People Who Left Brant by Income Cohort

The majority of people who left Brant from 2009 to 2012 (52.4 per cent) earned less than $30,000 after the move. Just over 28.8 per cent of those who moved out of Brant moved for jobs paying between $30,000 and $59,999, and 18.7 per cent of people who left Brant earned at least $60,000 after their relocation.

Table 7

NUMBER OF PEOPLE WHO LEFT BRANT BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income after Move	Number of People Who Moved Out #	Distribution %
Less than $30,000	3,580	52.4
$30,000 to $59,999	1,970	28.8
$60,000 or more	1,280	18.7
Total	6,830	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Understanding whether the people who moved away from Brant received a pay increase or decrease provides insight into what motivated people to leave Brant.

For those people who earned less than $30,000 after leaving Brant, it appears that leaving the region for a better paying job was somewhat more important than other community factors, as 52.0 per cent of the people earning less than $30,000 left for an increase in employment income.

In comparison, the majority of people with income between $30,000 and $59,999 and $60,000 and over (72.3 per cent and 76.2 per cent respectively) left Brant for a better paying job.

Table 8
NUMBER OF PEOPLE WHO LEFT BRANT RECEIVED PAY INCREASE OR DECREASE BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Pay Increase	Pay Decrease
Less than $30,000	1,680	1,550
$30,000 to $59,999	1,410	540
$60,000 or more	960	300

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Total Movers by Income Cohort

Lower income individuals (those earning less than $30,000) are most likely to move in and out of Brant, representing 52.2 per cent of all movers with employment income. It is possible that the precarious nature of lower income jobs (seasonal, contract work, high turnover rates, etc.) contributes to this churn. Those earning between $30,000 and $59,999 represented 29.3 per cent of all movers, while people earning $60,000 or more accounted for the remaining 18.4 per cent of movers.

Movers Net Difference by Income Cohort

Brant experienced a net gain of people in all employment income cohorts, but experienced a greatest net gain of people in the less than $30,000 cohort.

Number of Movers by Change in Employment Income

Deeper insight into the motivations of Brant movers can be inferred from a more detailed breakdown of those who moved for a pay increase or decrease. To achieve this insight, people who moved for an employment income increase are grouped into three categories: those who moved for a 30 per cent increase or greater; those who moved for a 10 to 29.9 per cent increase; and those people who moved for a less than 10 per cent increase.

Similarly, people who moved for an employment income decrease are categorized by those who moved for a 30 per cent or greater decrease in employment income; a 10 to 29 per cent decrease; and, a less than 10 per cent decrease.

Employment income increase/decrease data is examined by employment income cohorts below.

Movers Less than $30,000 Income Cohort

An examination of movers who were earning less than $30,000 after their move, suggests that the motivations of lower paid workers differ from those of higher paid workers.

Figure 2 shows the number of people (earning less than $30,000 after the move) who moved into and out of Brant. Lower income movers primarily move for a 30 per cent pay increase or decrease.
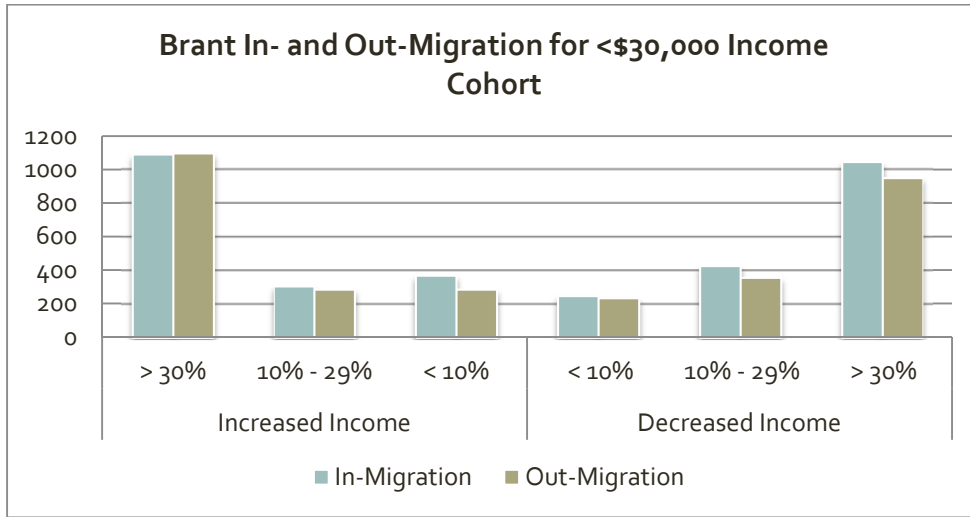
A similar number of people moved in and out of Brant for a 30 per cent increase. More people moved to Brant for a 30 per cent decrease in pay than moved out of Brant.

Since a 30 per cent (or greater) wage increase on an already low annual income is more likely than a 30 per cent increase on a high-paying job, the number of Brant residents in the lowest income cohort moving for a significant increase is not surprising. For example, if someone earning minimum wage of $11.25 an hour found work for $14.63, an hour they would obtain a 30 per cent increase and likely be motivated to move for this income.

Interestingly, the propensity for lower income people to move for less than a 30 per cent increase is quite low and very different from the 'all movers' pattern. Perhaps the cost of moving is not justified for these changes in pay, particularly for those earning less than $30,000.

As for the high incidence of people earning under $30,000 to move for a 30 per cent pay decrease, clearly non-economic factors are at play.

Figure 2

Brant In- and Out-Migration for <$30,000 Income Cohort

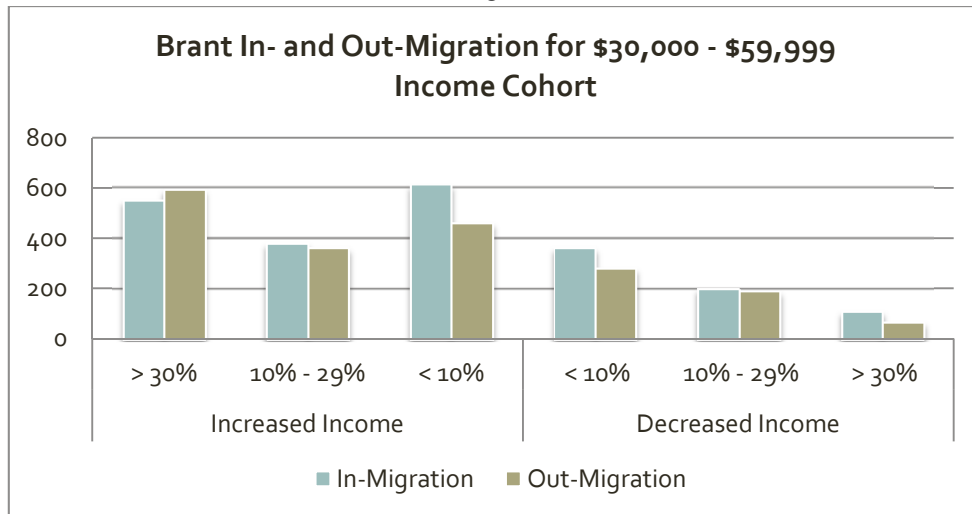*Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.*

Movers $30,000 to $59,999 Income Cohort

Of the people who moved to Brant who earned between $30,000 and $59,999 (after the move) most moved for a less than 10 per cent pay increase followed by a 30 per cent increase in pay. People leaving Brant within this income cohort were most likely to move for a 30 per cent or more increase in pay followed by less than 10 per cent increase in pay.

The propensity for people to move in or out of Brant for a 30 per cent increase is likely fulfilled by people on the lower end of this income cohort, earning just over $30,000 (for the reason described above). Where the $30,000 to $59,999 income cohort differs considerably from the less than $30,000 cohort, was the high propensity for people to move for a less than 10 per cent pay increase. Another notable difference between the two cohorts was the fact very few people moved for a 30 per cent pay decrease.

Details are presented in **Figure 3**.

Figure 3

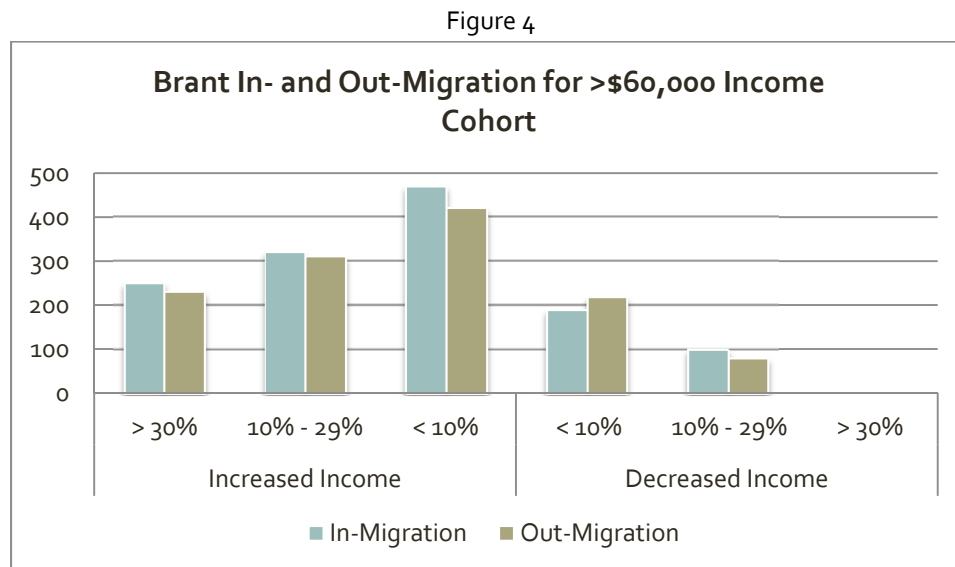**Brant In- and Out-Migration for $30,000 - $59,999 Income Cohort**

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Movers $60,000 and over Income Cohort

Workers earning over $60,000 (after the move) are less likely to have moved for a 30 per cent increase or decrease. The opportunities to move for a 30 per cent increase are likely somewhat limited at this pay scale. The motivation to move for a 30 per cent decrease is lacking within this income cohort.

The fact that most movers (in and out) moved for a less than 10 per cent pay increase suggests that opportunities for large pay increases are fewer as absolute income rises. Even with a low per cent raise, the absolute value of the raise could be very high. At this level of increase, Brant attracts more people than it losses.

Details are presented in **Figure 4**.

Figure 4

Brant In- and Out-Migration for >$60,000 Income Cohort

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility Annual Monitoring

This report has examined 2009 to 2012 aggregated data. Data was aggregated to establish a baseline. An examination of annual data moving forward is recommended, as annual data may be used to point to socio-economic or structural changes within Brant that may warrant early detection. For example, annual data may indicate that the number of lower income people attracted to the community is increasing or that a region which normally experiences a net gain of people now experiences a significant net loss.

Figure 5 shows the number of people moving into and out of Brant on an annual basis. Movers are shown by their employment income cohort after their move. The annual data shows that the number of people moving in and out of Brant for jobs paying less than $30,000 is declining. The data also shows that the annual number of people moving to Brant and earning over $30,000 is growing.

While three years of data doesn't constitute a long trend, subsequent years of data will help Brant stay abreast of its labour mobility transitions.
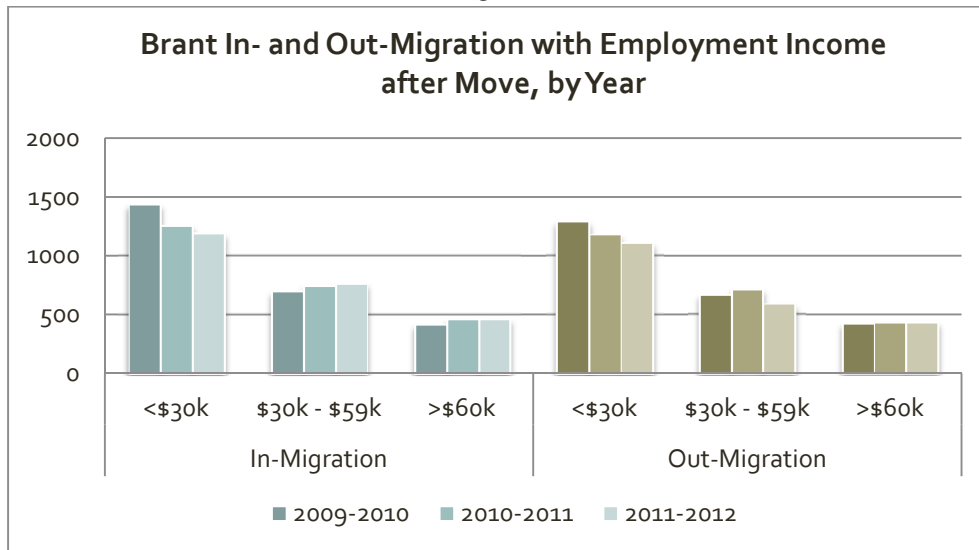
Figure 5

Brant In- and Out-Migration with Employment Income after Move, by Year

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

4.2 BRANT WORKSHOP OUTCOMES

4.2.1 Brant Workshop Summary

The labour mobility workshop in Brant was held in Brantford on May 16, 2016. The workshop included seven participants representing local municipalities, MTCU, healthcare, housing and planning organizations. Additionally, Norm Ragetlie (Rural Ontario Institute), Jill Halyk and Deanna Murray (Workforce Planning Board of Grand Erie) and Gemma Mendez-Smith (Four County Labour Market Planning Board) attended this workshop.

All participants contributed to small group discussions during which three questions were discussed. Seven participants completed the individual response form and three participants completed the follow-up online survey. All feedback is captured in Sections 4.2.2 - 4.2.5, below.

During and following Paul Knafelc's presentation of Brant labour mobility data, several questions were raised; these questions belonged to three broad categories. First, there were questions relating to how the data was acquired and what is included and exclude in this particular data set. For example, is this the census metropolitan area or is it the census division of Brant? Are deaths and births included in migration change? Is this based on where you live or where you work? Is income gross or net? These questions related to how this data was sourced and aggregated, and they are all questions about the inclusion/exclusion of information.

Second, several questions pertained to whether or not there could be a more precise breakdown of data. Questions in this category related to whether data could be broken down by: age group; municipality;and whether we could establish a more complete understanding of overall household income instead of individual income.

Third, some questions were concerned with how Brant fares in comparison to other communities. For example, participants were interested in comparing the tax rates and cost of housing in Brant compared to the communities from which people moved before relocating to Brant. This was part of a larger conversation around why people feel connected to and invested in their communities, and how movers are evaluating their quality of life.

Workshop participants believed that the greatest value of this information on labour mobility is how it can assist with planning. Specifically, participants discussed how this could assist with projecting infrastructure needs such as the construction of new housing, schools and hospitals/clinics. Labour mobility data could also help more broadly with anticipating needs for various social services, particularly those needed for low-income movers.

When asked who could benefit from having this information, participants identified housing and social assistance organizations most frequently. Other organizations that were identified included: MTCU; employment services; immigration settlement services; employers and talent attraction agencies; municipalities; transportation; public health; economic development organizations; politicians; school boards; childcare service providers; and planning departments. When asked how this information could help with decisions and planning, the most common responses were: this information could help all planning departments provide adequate services based on who is moving into the community; this could assist with planning for local and regional transportation needs; this could assist with our understanding of social assistance needs based on who is moving into the community; and this information could help employers who are looking for specific skill sets. Other applications that were identified included helping MTCU target programming where needed, and understanding service needs for childcare, employment services, public health and school boards.

Several participants cited the need for a more precise breakdown of data, either by slicing it more finely or by correlating it with other data sources. Participants were interested in understanding the professional details of movers (correlated to their income), as well as understanding where people live vs. where they are working. Discussion around the latter point highlighted the importance of learning how far people travel to work, as Brant is well situated for commuters who may live elsewhere and work in Brant or who live in Brant and commute to neighbouring communities. It was noted that this question will be easier to address once journey-to-work data is released from the latest Census.

When responding independently on feedback forms, participants' responses echoed what they had addressed in the earlier group discussions. Everyone felt the report and presentation were clear and understandable. Participants felt this additional labour market information would be an important supplement to data that is already being used; as such, it would help establish a more complete picture of what is happening in Brant. There was discussion around how labour mobility information could help with attraction to the region, as well as improving our understanding of how people perceive quality-of-life issues in Brant. Additional applications included its value for strategic planning for various organizations such as: economic development; educational services; housing; transportation; and social assistance. One participant noted that this data could help MTCU fund service providers based on population changes; another noted that this could help CMHC prioritize housing programs based on the income characteristics of movers.

The top target groups for this information were economic development organizations, governments at various levels and workforce planning boards. Other possible groups were identified broadly as service providers, healthcare facilities and community ambassadors.

Three participants responded to the follow-up survey. When asked if they were already collecting and/or using some form of data concerning newcomers to their region,[4] one participant responded, "yes", one responded "no" and one did not give a response to this question. The participant who responded affirmatively to this question indicated that his organization uses NYCI (Newcomer and Youth Community Indicator Tool).

Two participants indicated that they would like access to this data in the future. One participant would prefer the data in a report/analysis, similar to what was received at the workshop, while the other participant would like both a report and raw data. Participants would like access to this data annually (2 responses) or quarterly (1 response). When asked whether or not they would be prepared to contribute to the cost of purchasing this data, two participants said "no" and one participant was not the key decision maker within their organization and, as such, could not speculate on whether or not this organization would be prepared to make a financial contribution.

When asked what insights this data gives about the region and how it could assist with planning, responses varied. One participant felt this data would be relevant to a large variety of organizations, service providers, policy makers and analysts. Another participant identified the importance of understanding "in" and "out" patterns and trends as a first step towards understanding more complex issues around why people choose to stay in or leave communities.

In conversation, several participants remarked on how this data may assist with MTCU planning. MTCU representatives and those representing various community organizations commented on how valuable such data would be for many organizations that are funded by and/or working in collaboration with MTCU.

When discussing the context of labour mobility information, an additional point was addressed. Instead of focusing on additional information that could further contextualize labour mobility data, it was suggested that the labour mobility data may itself be the context for other information. For example, understanding labour mobility in our region may help us to more accurately understand other demographic, economic and employment information that is already being used by community stakeholders.

4.2.2 Brant Workshop Findings

Feedback from the Brant workshop was positive. Participants felt this labour mobility data could fill a need for their respective organizations, and/or for other community stakeholders who were not represented at the workshop. All participants agreed that labour mobility information could be used to more accurately understand the extent to which individuals are moving in and out of Brant. The potential

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[4] *Note: This question asked specifically about whether or not participants use data concerning newcomers to the region. The question did not ask whether or not participants have access to data in general.*

applications and needs for this data were extensive. The organizations identified most frequently as potentially benefiting from this information were: housing and social assistance organizations.

When asked about the specific applications for this data, participants noted that this could help with various types of planning, including transportation and social assistance needs. When asked about the greatest value of this information, participants focused on wide-ranging planning needs including housing, schools, hospitals/public health needs. In all cases, the conversations and feedback centered on how this information could help provide more accurate services to meet the changing needs of communities. The top target groups for this information included economic development organizations, governments and workforce planning boards.

Most participants expressed interest in data that would complement the labour mobility report, i.e., additional data broken down by age group or municipality, and data that compares where people work with where they live. However, some participants also raised the suggestion that labour mobility data is itself providing context for other information that is already being used.

Workshop participants are already collecting and/or using a wide range of data in their respective organizations; these data sources ranged from data compiled by Statistics Canada and local workforce planning boards to data pertaining specifically to certain populations (i.e., immigrants) moving into their communities. However, most identified existing data sources as insufficient or inadequate for their needs. Most participants would like access to labour mobility data annually, and the majority would appreciate this data in report/analysis form, or in report form alongside the raw data.

BRIEF

- Overwhelmingly, participants believe this data is valuable, both for their own organizations and for others.

- Applications for planning various services – including housing, healthcare and education – were identified most frequently as the key target audiences for this information.

- Most participants would like more contextualization of this information, i.e., regarding the professional details of movers, and information about where people live vs. where they work. However, in conversation, the idea that this labour mobility information may in fact provide context for other pieces of data was raised.

- Participants focused on quality-of-life issues as a key manner in which this information could be used. Understanding labour mobility information was seen as a first step towards learning why people may be choosing to move to and from communities.

4.2.3 Brant Workshop Discussion Questions

Q1) a: Who do you think could benefit from having this information?

Response	Number of Responses

Housing	2
Social Assistance	2
MTCU	1
Employment Services	1
Immigration Settlement Services	1
Employers	1
Municipalities	1
Transportation (local and regional)	1
Public Health	1
Talent Attraction Agencies	1
Economic Development Organizations	1
Politicians	1
School Boards	1
Childcare Services	1
Real Estate/Landlords	1
Planning Departments	1

Q1) b: How do you believe this information can assist with decisions and planning?

Response	Number of Responses
Planning departments – assisting with providing adequate services based on who is moving into the community	2
Transportation – help to understand local and regional needs	2
Social Assistance – help to understand which services are needed in different areas	2
Employers looking for specific skill sets	2
Childcare services – help to understand which services are needed in different areas	1

Employment Services – help to understand which services are needed in different areas	*1*
Public Health – help to understand which services are needed in different areas	*1*
School boards – help with planning by understanding how many people with children are moving into the community	*1*
MTCU – Could help target programming, and help understand where the needs are for apprenticeships, for example	*1*

Q2) a: Are you already collecting and using data concerning newcomers to your region?

In both discussion groups, some members of the group were already collecting data and some were not. Data sources already being used were not specified by participants.

Q2) b: Does the information presented today fill a need?

All participants agreed that this data fills a need.

Q2) c: Do you need additional data and/or contextualization of the information presented today in order to find it (more) useful for your needs?

Response	*Number of Responses*
Would like to see more information concerning the professional details of movers	*1*
Would like to see information about where people live vs. where they work	*1*

Q3) What do you believe is the greatest value of this labour mobility information/data?

Response	*Number of Responses*
Understanding housing demands, i.e., first time homebuyers, low-income renters	*1*
Helping with planning for social services	*1*
Helping with planning for schools	*1*
Helping with planning for healthcare/hospitals	*1*

4.2.4 Brant Individual Feedback

Q1) a: Do you understand the format in which this information has been presented to you?

All participants who responded to this question agreed that the format was clear and understandable.

Q1) b: What do you believe could be done to improve the manner in which this data is presented?

Response	Number of Responses
Easy to get lost with comparison tables, but main points were highlighted	*1*
More time overall	*1*

Q2) Do you think your organization could make use of this data? If so, please list examples of how you think this would be relevant to your organization.

Response	Number of Responses
As a supplement to other datasets we already use in order to round out our understanding of what is happening	*2*
Planning programming for educational services	*1*
Strategic planning for economic development	*1*
Strategic planning for transportation	*1*
Strategic planning for housing	*1*
Strategic planning for social assistance programs	*1*
MTCU can use this data to help fund service providers	*1*
CMHC would benefit from this information with respect to understanding the income characteristics of movers which would help us prioritize our housing research and programs	*1*
Helpful with planning programs and services overall	*1*
Helpful for marketing the region, specifically for attracting people to the region, as well as focusing on quality of life within Brant	*1*

Q3) Who do you believe should be the primary target groups for labour market mobility information?

Response	Number of Responses

Economic Development Organizations	3
Governments (various levels)	3
Planning Boards	2
Service Providers	1
Healthcare Facilities	1
Community Ambassadors	1
All Community Partners in Brant	1

4.2.5 Brant Follow-up Questionnaire

There were three responses to the follow-up questionnaire.

Q1) Does your organization already use any data pertaining to newcomers to your region? If so, please explain what information you have access to and the manner in which it is being used.

Response	Number of Responses
Yes	1
No	1
n/a	1

Type of data that is currently being used:

Response	Number of Responses
NYCI (Newcomer and Youth Community Indicator Tool)	1

Q2) You were presented with migration and income change information at the workshop you attended. What insights did this information give you about your region? Do you believe this information is useful for action planning or decision making? If so, please explain:

- Yes, a large variety of organizations, service providers, policy makers and analyst[s] can use this data to influence appropriate actions.

- No insights, seemed right for our community – low education, low pay. Very useful for MTCU, funders, to plan.

- Yes, it is interesting information that give[s] you a better idea of moving in and out patterns, trends.

Q3) Would you like to access data like this in the future?

Response	Number of Responses
Yes	2
No	1

Q3) a: Would you like access to raw data or would you prefer an analysis/report that includes a narrative about the data (similar to how it was presented to you at the workshop)?

Response	Number of Responses
Prefer analysis/report	1
Would like both	1
Prefer raw data	0

Q3) b: How often do you anticipate accessing this type of data (i.e., quarterly, annually, every three years, etc.)?

Response	Number of Responses
Annually	2
Quarterly	1

Q3) c: Would you be prepared to contribute to the cost associated with accessing this data in your region?

Response	Number of Responses
No	2
Workshop participant is not the decision maker, so is unable to speculate	1
Yes	0

Q4) Would you like to share any additional feedback about the workshop you attended?

- Excellent – important
- More time to discuss maybe?
- Was interesting data

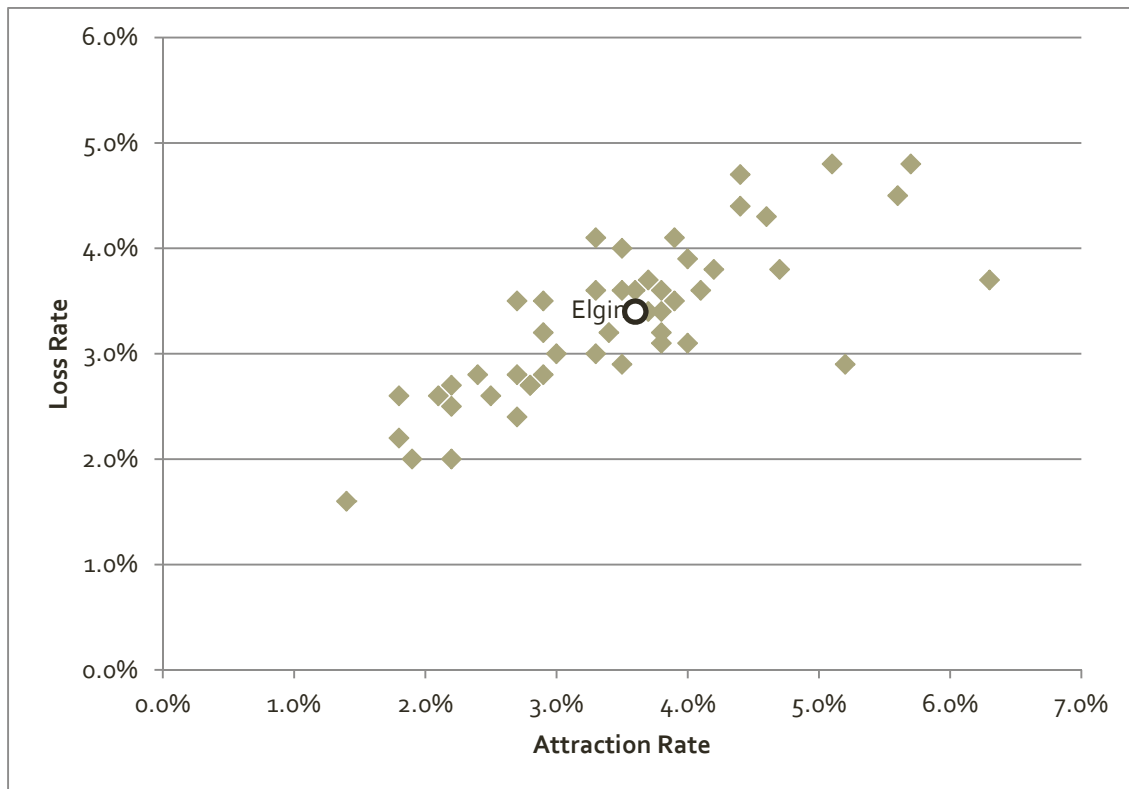## 5.1 ELGIN COUNTY LABOUR MOBILITY ANALYSIS

5.1.1 Elgin County Labour Mobility

The Attraction Rates and Loss Rates of Ontario's 49 Census Divisions are shown below (**Figure 1**).

Elgin's ability to attract new residents exceeded 26 of Ontario's other Census Divisions. Elgin's ability to retain people surpassed 22 other Ontario Census Divisions.

Figure 1
ATTRACTION RATE AND LOSS RATE ELGIN COUNTY AND ONTARIO CENSUS DIVISIONS

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmark, Inc.

4.1.2 Elgin County Labour Mobility Synopsis

Movers by Labour Force Status

Of the 7,270 people who moved to Elgin between 2009 and 2012:

- 74.1%were employed after the move
- 21.6% had no employment income before or after the move
- 4.3% were unemployed after the move

Of the 6,900 people who left Elgin between 2009 and 2012:

- 74.8% were employed after the move
- 20.9% had no employment income before or after the move
- 4.3% were unemployed after the move

Pay Increase or Pay Decrease

Of the employed people who moved to Elgin, 3,040 experienced a pay increase and 2,020 experienced a pay decrease.

Of the employed people who left Elgin, 3,020 received a pay increase and 1,840 experienced a pay decrease.

Since more people moved to Elgin for a pay decrease than left for a pay reduction, it can be inferred that Elgin is a relatively more desirable place to live than other regions.

ELGIN COUNTY 2009-2012

	Received Pay Increase	Received Pay Decrease
Moved Into Elgin	3,040	2,020
Moved Out of Elgin	3,020	1,840
Net Gain	20	180

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Employment Income Characteristics

Of the people with employment income who moved to Elgin:

- 52.2% earned less than $30,000 annually
- 30.6% earned between $30,000 and $59,999 annually
- 17.2% earned $60,000 or more annually

For those people who earned less than $30,000 after moving to Elgin, it seems that relocating to the region for a better paying job is relatively less important than other community factors, as fewer people moved for a pay increase than for a pay decrease in this cohort.

By contrast, 70.0 per cent of people who earned between $30,000 and $59,999, and 76.4 per cent of people who earned $60,000 or more after moving to Elgin, relocated for a better paying job.

NUMBER OF PEOPLE ATTRACTED TO ELGIN COUNTY 2009-2012

Employment Income Cohort after Move	Received Pay Increase	Received Pay Decrease
Less than $30,000	1,250	1,290
$30,000 to $59,999	1,120	480
$60,000 or more	680	210

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Of the people with employment income who left Elgin:

- 58.2% earned less than $30,000 annually
- 27.1% earned between $30,000 and $59,999 annually
- 14.8% earned $60,000 or more annually

For those people who earned less than $30,000 after leaving Elgin, it seems that relocating to another region for a better paying job is relatively more important than other community factors, as more people moved for a pay increase than for a pay decrease in this cohort.

The same can be said for the other income cohorts as 72.9 per cent of people who earned between $30,000 and $59,999, and 81.3 per cent of people who earned $60,000 or more after moving from Elgin, relocated for a better paying job.

NUMBER OF PEOPLE WHO LEFT ELGIN COUNTY 2009-2012

Employment Income Cohort after Move	Received Pay Increase	Received Pay Decrease
Less than $30,000	1,420	1,310
$30,000 to $59,999	1,020	380
$60,000 or more	610	140

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Elgin also realized a net loss of 230 people in the less than $30,000 cohort; a net gain of 230 people in the $30,000 to $59,999 cohort; and, a net gain of 150 people in the $60,000 or more employment income cohort.

4.1.3 Elgin County Labour Mobility Assessment

Geographic Area Defined

Elgin County is a Census Division. Elgin County includes the following municipalities:

- Aylmer (Town)
- Bayham (Municipality)
- Central Elgin (Municipality)
- Dutton/Dunwich (Municipality)
- Malahide (Township)

- Southwold (Township)
- St. Thomas (City)
- West Elgin (Municipality)

Ability to Attract and Retain

Over the 2009 to 2012 time period, Elgin County attracted 7,270 people through in-migration and lost 6,900 people to out-migration. Elgin's ability to attract and retain people can best be gauged within the context of other Census Divisions (local labour markets) in Ontario. Elgin County is one of the province's 49 Census Divisions.

Elgin's average **Attraction Rate** (number of people attracted divided by the population) between 2009 and 2012 was 3.6 per cent per year. Elgin's **Loss Rate** (number of people who moved away divided by the population) averaged at 3.4 per cent annually over the same time period.

People Who Were Attracted to Elgin County: Employment Status

Of the 7,270 people attracted to Elgin County between 2009 and 2012, the majority (74.1 per cent) were employed after the move. Another 4.3 per cent were unemployed after the move and 21.6 per cent of people attracted were not in the labour force (no employment income before or after move).

Table 1
PEOPLE ATTRACTED TO ELGIN COUNTY BY EMPLOYMENT STATUS 2009-2012

	#	%
Employed after move	5,390	74.1
Employed before move, unemployment after move	310	4.3
Not employed before and after move	1,570	21.6
Total	7,270	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

People Who Left Elgin County: Employment Status

Of the 6,900 people who left Elgin County between 2009 and 2012, 74.8 per cent were employed after the move. Another 20.9 per cent were not employed before or after the move and 4.3 per cent of people who left Elgin were unemployed after their move.

Table 2
PEOPLE WHO LEFT ELGIN COUNTY BY EMPLOYMENT STATUS 2009-2012

	#	%
Employed after move	5,160	74.8
Employed before move, unemployment after move	300	4.3
Not employed before and after move	1,440	20.9
Total	6,900	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility and the Unemployed

While the majority of people who moved in and out of Elgin County were employed, the influence of labour mobility on the unemployed warrants special attention given the social and economic importance of helping people find employment suited to their skill sets.

By moving away from Elgin over the 2009 to 2012 period, 350 unemployed people were able to find employment in other regions, thereby lessening the burden within Elgin. Conversely, 280 people who moved to Elgin found employment after being unemployed elsewhere. Essentially, labour mobility out of and into Elgin enabled 630 people to find work.

That said, the number of unemployed in Elgin increased modestly over the period because 310 people who moved to Elgin were unemployed after their move. Offsetting these unemployed were the 300 Elgin residents who left the region and were unemployed in their new location. In summary, over the 2009 to 2012 time frame, Elgin gained 10 unemployed people from Labour Mobility.

Table 3
LABOUR MOBILITY AND THE UNEMPLOYED ELGIN COUNTY 2009-2012

	People Attracted #	People Who Left #
Unemployed before move, employed after move	280	350
Employed before move, unemployment after move	310	300

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Received Pay Increase or Pay Decrease

While we are able to measure the number of people who move in or out of Elgin County, an understanding of the motivations of movers is unclear. At the individual level, people move for a variety of reasons: some for a job; some for a better paying job; some to live in a particular location (for its amenities, cost of living, proximity to family and so on); and others for a combination of factors.

Depending on the reason(s) for moving, some people will receive a pay increase and some a pay decrease. A certain level of insight into the motivations of Elgin County movers can be inferred from whether people moving take an increase or decrease in their employment income. To elaborate, if a person who has moved to Elgin earns a significant increase in employment income, it is assumed that the pay increase may be a key motivation for the move. In contrast, a person who receives a substantial decrease in employment income was likely motivated by other community/lifestyle factors (such as the cost of living or local amenities).

Specifically:

- Overall, more people moved in to Elgin for a pay increase compared to a pay decrease, suggesting the local labour market opportunities have greater bearing on labour mobility than other community attributes.

- With respect to those who moved away from Elgin, more left for a pay increase than a pay decrease. From this finding it may be inferred that there are still individuals within Elgin unable to find local jobs that match their skill sets and/or desired salaries. It is positive that more people **did not** move out of Elgin for a pay decrease, as this would suggests that Elgin's community attributes are relatively less desirable than those of other regions.

A comparison of the number of people who moved into Elgin versus the total number who moved out reveals whether Elgin experienced a net gain or loss of people.

- Elgin's modest **pay increase net gain** suggests the local economy/labour market is no stronger or weaker than other regions', with a similar number of people moving to Elgin and away from Elgin for a pay increase.

- Elgin's **net gain** with regards to those taking a **pay decrease** suggests Elgin is a relatively more desirable place to live, as more people are willing to accept a pay decrease to live in Elgin's communities, while fewer people leave for a pay decrease.

Table 4
LABOUR MOBILITY ELGIN COUNTY 2009-2012

	Pay Increase	Pay Decrease
Moved In	3,040	2,020
Moved Out	3,020	1,840
Net Change	20	180

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Labour Mobility by Income Cohort

The employment income levels of people who move can be used to gauge the type of jobs for which people are moving. Jobs that pay more assume higher value-added work, as higher pay reflects greater output or an employer's estimate of productivity. Lower paying jobs typically reflect a requirement for less sophisticated skills or part time employment.

People Attracted to Elgin County by Income Cohort

Of the 5,360 people attracted to Elgin who had employment income before and after the move, the majority (52.2 per cent) earned less than $30,000 after the move. Another 30.6 per cent of people attracted to the area earned between $30,000 and $59,999. A total of 920 people (17.2 per cent) moved to Elgin for jobs paying $60,000 or more.

Table 5

NUMBER OF PEOPLE ATTRACTED TO ELGIN COUNTY BY EMPLOYMENT INCOME COHORT 2009-

2012

Employment Income Cohort after Move	Number of People Attracted #	Distribution %
Less than $30,000	2,800	52.2
$30,000 to $59,999	1,640	30.6
$60,000 or more	920	17.2
Total	5,360	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmark Inc.

Further parsing income cohort data to understand whether the people attracted to Elgin received a pay increase or decrease provides insight into what motivated people to move to Elgin.

For those people who earned less than $30,000 after moving to Elgin, it appears that relocating to the region for a better paying job is of less importance than other community factors, as slightly fewer people moved for a pay increase than for a pay decrease in this cohort.

By contrast, 70.0 per cent of people who earned between $30,000 to $59,999, and 76.4 per cent who earned $60,000 or more after moving to Elgin relocated for a better paying job.

Table 6

NUMBER OF PEOPLE ATTRACTED TO ELGIN COUNTY RECEIVED PAY INCREASE OR DECREASE

BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Pay Increase	Pay Decrease
Less than $30,000	1,250	1,290
$30,000 to $59,999	1,120	480
$60,000 or more	680	210

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

People Who Left Elgin County by Income Cohort

The majority of people who left Elgin County from 2009 to 2012 (58.2 per cent) earned less than $30,000 after the move. Just over 27.0 per cent of those who moved out of Elgin moved for jobs paying between $30,000 and $59,999, and 14.8 per cent of people who left Elgin earned at least $60,000 after their relocation.

NUMBER OF PEOPLE WHO LEFT ELGIN COUNTY BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income after Move	Number of People Who Moved Out #	Distribution %
Less than $30,000	3,030	58.2
$30,000 to $59,999	1,410	27.1
$60,000 or more	770	14.8
Total	5,210	100.0

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Understanding whether the people who moved away from Elgin received a pay increase or decrease provides insight into what motivated people to leave Elgin.

For those people who earned less than $30,000 after leaving Elgin, it appears that leaving the region for a better paying job was somewhat more important than other community factors, as the people earning less than $30,000 were more likely to leave for an increase in employment income.

In comparison, the majority of people with income between $30,000 and $59,999 and $60,000 and over (72.9 per cent and 81.3 per cent respectively) left Elgin for a better paying job.

Table 8

NUMBER OF PEOPLE WHO LEFT ELGIN COUNTY RECEIVED PAY INCREASE OR DECREASE BY EMPLOYMENT INCOME COHORT 2009-2012

Employment Income Cohort after Move	Pay Increase	Pay Decrease
Less than $30,000	1,420	1,310
$30,000 to $59,999	1,020	380
$60,000 or more	610	140

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Total Movers by Income Cohort

Lower income individuals (those earning less than $30,000) are most likely to move in and out of Elgin, representing 55.2 per cent of all movers with employment income. It is possible that the precarious nature of lower income jobs (seasonal, contract work, high turnover rates, etc.) contributes to this churn.

Those earning between $30,000 and $59,999 represented 28.9 per cent of all movers, while people earning $60,000 or more accounted for the remaining 16.0 per cent of movers.

Movers Net Difference by Income Cohort

Elgin experienced a net loss of people in the less than $30,000 income cohort, but experienced a net gain of people in the $30,000 to $59,999 and the $60,000 or more employment income cohort.

Number of Movers by Change in Employment Income

Deeper insight into the motivations of Elgin County movers can be inferred from a more detailed breakdown of those who moved for a pay increase or decrease. To achieve this insight, people who moved for an employment income increase are grouped into three categories: those who moved for a 30 per cent increase or greater; those who moved for a 10 to 29.9 per cent increase; and those people who moved for a less than 10 per cent increase.

Similarly, people who moved for an employment income decrease are categorized by those who moved for a 30 per cent or greater decrease in employment income; a 10 to 29 per cent decrease; and, a less than 10 per cent decrease.

Employment income increase/decrease data is examined by employment income cohorts below.

Movers Less than $30,000 Income Cohort

An examination of movers who were earning less than $30,000 after their move, suggests that the motivations of lower paid workers differ from those of higher paid workers.

Figure 2 shows the number of people (earning less than $30,000 after the move) who moved into and out of Elgin County. Lower income movers primarily move for a 30 per cent pay increase or decrease.
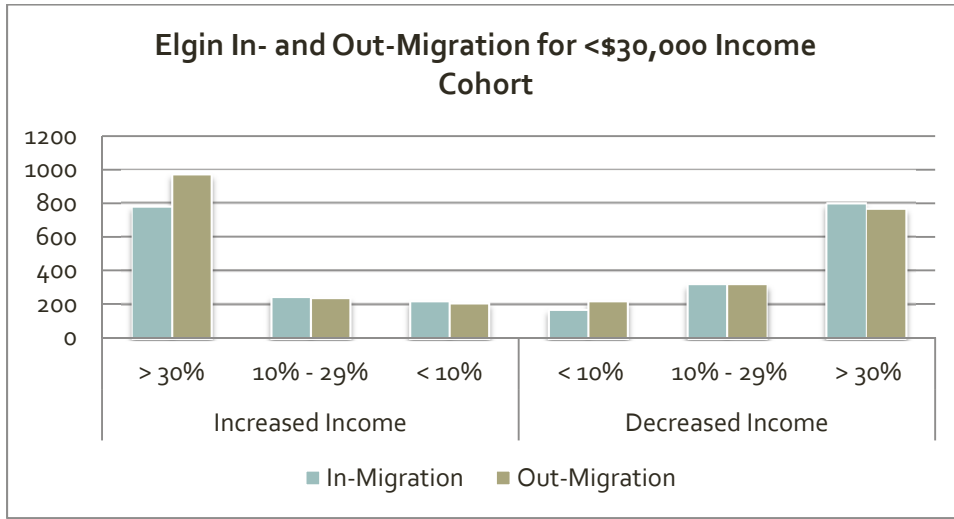
More people moved out of Elgin for a 30 per cent increase than moved into Elgin. In contrast, more people moved to Elgin for a 30 per cent decrease in pay than moved out of Elgin.

Since a 30 per cent (or greater) wage increase on an already low annual income is more likely than a 30 per cent increase on a high-paying job, the number of Elgin County residents in the lowest income cohort moving for a significant increase is not surprising. For example, if someone earning minimum wage of $11.25 an hour found work for $14.63, an hour they would obtain a 30 per cent increase and likely be motivated to move for this income.

Interestingly, the propensity for lower income people to move for less than a 30 per cent increase is quite low and very different from the 'all movers' pattern. Perhaps the cost of moving is not justified for these changes in pay, particularly for those earning less than $30,000.

As for the high incidence of people earning under $30,000 to move for a 30 per cent pay decrease, clearly non-economic factors are at play.

Figure 2

Elgin In- and Out-Migration for <$30,000 Income Cohort

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Movers $30,000 to $59,999 Income Cohort
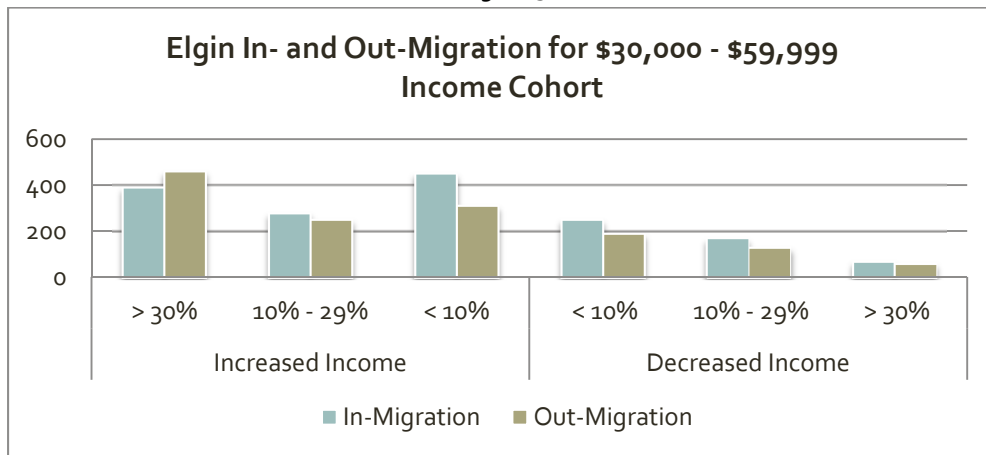
Of the people who moved to Elgin who earned between $30,000 and $59,999 (after the move) most moved for a less than 10 per cent pay increase followed by a 30 per cent increase in pay. People leaving Elgin within this income cohort were most likely to move for a 30 per cent or more increase in pay followed by less than 10 per cent increase in pay.

The propensity for people to move in or out of Elgin for a 30 per cent increase is likely fulfilled by people on the lower end of this income cohort, earning just over $30,000 (for the reason described above).

Where the $30,000 to $59,999 income cohort differs considerably from the less than $30,000 cohort, was the high propensity for people to move for a less than 10 per cent pay increase. Another notable difference between the two cohorts was the fact very few people moved for a 30 per cent pay decrease.

Details are presented in **Figure 3**.

Figure 3

Elgin In- and Out-Migration for $30,000 - $59,999 Income Cohort

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

Workers earning over $60,000 (after the move) are less likely to have moved for a 30 per cent increase or decrease. The opportunities to move for a 30 per cent increase are likely somewhat limited at this pay scale. The motivation to move for a 30 per cent decrease is lacking within this income cohort.

The fact that most movers (in and out) moved for a less than 10 per cent pay increase suggests that opportunities for large pay increases are fewer as absolute income rises. Even with a low per cent raise, the absolute value of the raise could be very high. At this level of increase, Elgin attracts more people than it losses.
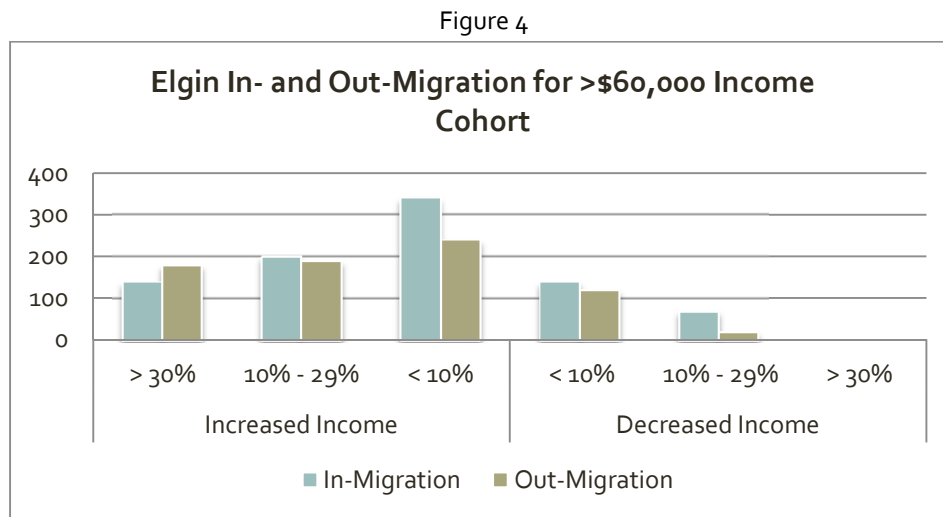
Details are presented in **Figure 4**.

Figure 4

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks, Inc.

Labour Mobility Annual Monitoring

This report has examined 2009 to 2012 aggregated data. Data was aggregated to establish a baseline. An examination of annual data moving forward is recommended, as annual data may be used to point to socio-economic or structural changes within Elgin that may warrant early detection. For example, annual data may indicate that the number of lower income people attracted to the community is increasing or that a region which normally experiences a net gain of people now experiences a significant net loss.

Figure 5 shows the number of people moving into and out of Elgin on an annual basis. Movers are shown by their employment income cohort after their move. The annual data shows that the number of people moving in and out of Elgin for jobs paying less than $30,000 is declining, and the decline is greater for those moving into the community.

While three years of data doesn't constitute a long trend, subsequent years of data will help Elgin stay abreast of its labour mobility transition

Figure 5
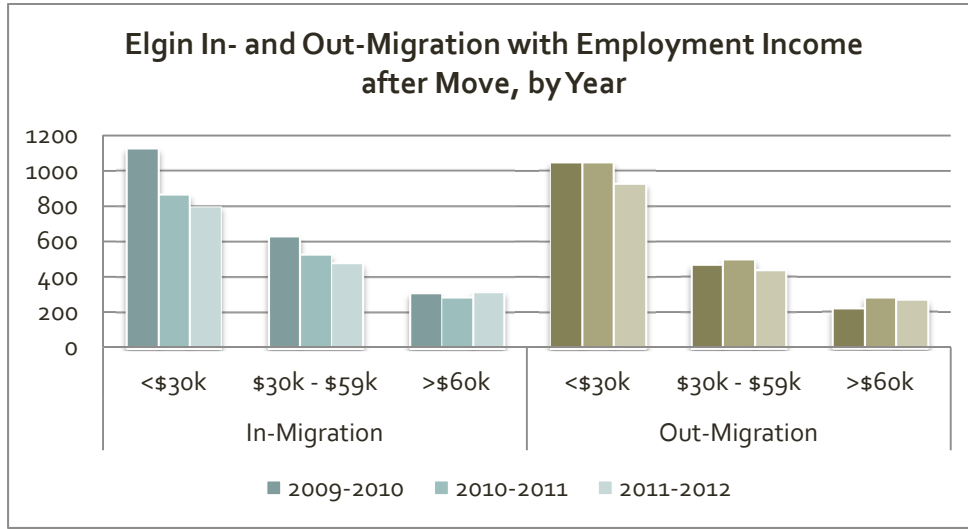
Elgin In- and Out-Migration with Employment Income after Move, by Year

Source: Statistics Canada, "CanadianTaxfilers." Special tabulation prepared by Community Benchmarks Inc.

5.2 ELGIN COUNTY WORKSHOP OUTCOMES

5.2.1 Elgin County Workshop Summary

The labour mobility workshop in Elgin County was held in St. Thomas, Ontario on May 12, 2016. This workshop included seven participants representing local government, economic development, chambers of commerce, community futures development and social services organizations. In addition, Norm Ragetlie (Rural Ontario Institute), Thomas Briginshaw, Debra Mountenay, Delia Reiche, Emilian Siman, and Jackie van Ryswyk (Elgin Middlesex Oxford Workforce Planning and Development Board) and Gemma Mendez-Smith (Four County Labour Market Planning Board) attended this workshop.

All participants contributed to a group discussion during which three questions were discussed. Eight participants completed the individual response form, and eight participants completed the follow-up online survey. All feedback is captured in Sections 5.2.3 - 5.2.5, below.

During and following Paul Knafelc's presentation of Elgin County labour mobility data, several questions were raised; these questions belonged to three broad categories. First, there were questions relating to how the data was acquired and what is included and excluded in this particular data set. For example, does this data only include the major breadwinner in a family, or does it include each employed family member? Does this data include recent immigrants? Does labour mobility data tell us where people work? These questions related to how this data was sourced and aggregated, and they are all questions about the inclusion/exclusion of information.

Second, several questions pertained to whether or not there could be a more precise breakdown of information. Questions in this category related to whether the data could be broken down by: low-

income movers who are on social assistance vs. those who are not; distance of travel to work (i.e., did a move to Elgin increase/decrease commuting time?); and age demographics.

Third, some questions were concerned with how Elgin County fares in comparison to other counties. Participants were particularly interested in comparing Elgin with other communities that have similar attraction rates, but different retention rates. Discussion around this point reflected a desire to learn from and adapt attraction and retention strategies that may be working well in other counties.

When asked what they believed to be the greatest value of this information, responses were wide-ranging. Participants felt this information could help to more accurately understand quality-of-life issues. For example, labour mobility data may be the first step towards understanding why people are moving in and out of different communities. This data could also be used in conjunction with other data sets to help round out the story of mobility. For example, correlating this information with age data would create a fuller picture of who is moving in and out. One participant noted that accessing this information could create a deeper conversation between community partners who may not always have occasion to interact; since this information is valuable to a variety of organizations, it may help create conversations and connections between various groups. Participants also discussed the value of this information for strategic planning as well as for understanding the specific labour and economic dynamics following the recession.

When asked who could benefit from having this information, participants most frequently identified economic development and planning organizations. Other responses in this category included: school boards; municipal and provincial governments; social services; LHINs; real estate organizations; tourism; employment services; and businesses. When asked how this information could help with decisions and planning, the most common responses focused on community services. Participants felt labour mobility data could assist with planning for housing and healthcare, particularly pertaining to the needs of low-income groups. Other applications that were identified included assisting with tourism attraction strategies, and assisting with business recruitment and hiring practices.

Almost all participants cited the need for a more precise breakdown of data, either by slicing it more finely or by correlating it with other data sources. Participants wanted a wide range of additional breakdowns within the labour mobility data. The most common responses were: additional information pertaining to low-income movers and those with precarious employment; information identifying income sources (i.e., ODSP, OW, student bursaries); and separation of CMA data. Additional responses included a desire to see information about seasonal migrants and second-wave immigrants to the county.

When responding independently on feedback forms, participants' responses echoed what they had addressed in the earlier group discussion. Everyone[5] felt the report and presentation were clear and understandable. One participant felt the presentation of data could be improved by situating it more specifically within a post-recession climate. Participants again identified strategic planning as the most likely manner in which this data could be used. Understanding attraction and retention strategies, quality of life issues, social policy planning and business attraction/retention were also identified.

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[5] *One participant did not respond to this question. 100% of participants who did answer this question indicated that the report was clear and understandable.*

The potential target market for this data that was identified most frequently was economic development, followed by government offices (all levels) and social services organizations. Participants also suggested the Economic Development Council of Ontario (EDCO), healthcare and educational organizations, chambers of commerce, workforce planning boards and CFDCs as possible audiences for this labour mobility information.

Sixty-three per cent of workshop participants who responded to the follow-up survey indicated that they are already collecting and/or using some form of data concerning newcomers to their region.[6] These data sources were numerous, including information from: Statistics Canada; local immigration/LMIEC/LMLIP data; EMSI analyst; NHS; Census data; labour force survey information; and data from OMAFRA. Most participants agreed that they would also make use of additional labour mobility data if it were made available to them.

Seventy-five per cent of participants responded that they would like access to data like this in the future. Less than half (43 per cent) responded that they would prefer the data as a report/analysis, similar to what they received at the workshop. Twenty-nine per cent would like both raw data and a report/analysis, and one participant would prefer only raw data. The frequency with which they would like access to this data included annually (3 responses), as often as possible (2 responses), and monthly (1 response). Less than half of respondents said they may be prepared to contribute to the financial cost of accessing this data and the same number of respondents said they would not be prepared to contribute financially. One workshop participant noted that he is not the key decision maker and, as such, could not speculate on whether or not his organization would be prepared to make a financial contribution.

When asked what insights this data gives about the region and how it could assist with planning, responses varied considerably. The most frequently identified insight was a greater understanding of attraction and retention in Elgin County. Several participants felt this would assist with future planning as well as offering a clearer perspective on what has already taken place – that is, labour mobility data could inform anecdotal accounts of movement in and out of the county and be a first step towards understanding why people are moving. Several participants identified the value of comparing Elgin to neighbouring counties in order to better understand the relative success of Elgin's attraction and retention strategies. The possibility of further breakdowns at the below $30, 000 income threshold, as well as a breakdown that separates foreign-trained workers, was also raised as something participants would like to see in the future.

5.2.2 Elgin County Workshop Findings

Feedback from the Elgin County workshop was positive. Participants felt this labour mobility data could fill a need for their respective organizations, and/or for other community stakeholders who were not represented at the workshop. All participants agreed that labour mobility information could be used to more accurately understand the extent to which individuals are moving in and out of Elgin County. The potential applications and needs for this data were extensive. The organizations identified most frequently as potentially benefiting from this information were: economic development organizations;

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[6] Note: This question asked specifically about whether or not participants use data concerning newcomers to the region. The question did not ask whether or not participants have access to data in general.

planning organizations; government offices (all levels); and social services organizations. When asked about the specific applications for this data, participants most frequently noted that this could assist with planning, particularly as it pertains to low-income groups (i.e., housing and healthcare needs). Participants also saw applications for tourism and businesses, as both groups focus on attraction strategies. More broadly, some participants noted that this information could help to understand quality-of-life issues in the county by identifying who is moving in and out, and then investigating why this might be the case.

Most participants expressed interest in data that would complement the labour mobility report, i.e., additional data concerning low-income movers, and information identifying non-employment income (i.e., ODSP, OW), as well as a separation of CMA data, in order to contextualize and utilize the information presented in the report. Moving forward, an exploration of how this data could be further broken down, as well as how it might be correlated with other data sources – particularly with additional information concerning low-income movers – would be useful to community stakeholders. As noted in the discussions, minute breakdowns are not always possible due to both suppression issues and the possible difficulties inherent in correlating information from multiple sources.

Workshop participants are already collecting and/or using a wide range of data in their respective organizations; these data sources ranged from data compiled by Statistics Canada and the National Household Survey to local immigration and labour market survey data. However, most identified existing data sources as insufficient or inadequate for their needs. Most participants would like access to labour mobility data either annually or as often as it is available. The majority would appreciate this data in report/analysis form, or in report form alongside the raw data. Half indicated that they may be prepared to contribute to the cost of accessing this data, although this question did not specify a potential cost.

BRIEF

- Overwhelmingly, participants believe this data is valuable, both for their own organizations and for others.

- Economic development and planning organizations were identified most frequently as the key target audiences for this information.

- Most participants would like more contextualization of this information – particularly with respect to low-income movers – and/or the ability to compare Elgin's data with neighbouring communities. Additionally, many would like to see this labour mobility data paired with other available data sources in order to create a more accurate picture of why people are moving in and out of Elgin. This "why" question is, in part, beyond the scope of this project; however, it does identify potential next steps for using this data.

- Approximately half of participants indicated that they may be prepared to contribute to the cost of accessing this data.

5.2.3 Elgin County Group Discussion Questions

Q1) a: Who do you think could benefit from having this information?

Response	Number of Responses
EDOs	2
Planning	2
School Boards	1
Municipal and Provincial governments	1
Social Services	1
LHINs	1
Real Estate organizations	1
Tourism	1
Employment Services	1
Businesses	1

Q1) b: How do you believe this information can assist with decisions and planning?

Response	Number of Responses
Municipal planning: planning for housing and healthcare needs to meet the needs of different income groups (particularly low-income movers)	2
Tourism: assisting with attraction strategies	1
Businesses: assisting with recruitment and hiring practices	1

Q2) a: Are you already collecting and using data concerning newcomers to your region?
Most participants already had access to a wide range of data, although it was not always sufficient for their needs.

Q2) b: Does the information presented today fill a need?

All participants agreed that this data fills a need.

Q2) c: Do you need additional data and/or contextualization of the information presented today in order to find it (more) useful for your needs?

Response	Number of Responses
Would like to see additional information on low-income movers and those with precarious employment	2
Would like to see information identifying income sources (i.e., student bursaries, retirement income, ODSP, OW, etc.)	2
Would like to be able to separate out CMA's/CD's	2

Would like to see information about seasonal migrants who come for the growing season and then leave	1
Would like to see information about second wave immigration	1

Q3) What do you believe is the greatest value of this labour mobility information/data?

Response	*Number of Responses*
Could help us understand quality of life issues as a first step towards determining why people move in and out of certain communities	1
Strategic planning	1
Could help us connect with other organizations we wouldn't ordinarily work with, as many of organizations would be interested in this data for their own purposes	1
Helps create a better understanding of economic activity post-recession	1
Could overlay with other data sets to round out the story of mobility (i.e., what are the age ranges of people who are moving at a certain income level?)	1

5.2.4 Elgin Individual Feedback

Q1) a: Do you understand the format in which this information has been presented to you?

All participants who responded to this question agreed that the format was clear and understandable. One participant did not respond to this question.

Q1) b: What do you believe could be done to improve the manner in which this data is presented?

Response	*Number of Responses*
Add more info concerning the county's economic climate post-recession; this will help us make connections and understand why certain things may have happened re: labour market	1

Q2) Do you think your organization could make use of this data? If so please list examples of how you think this would be relevant to your organization.

Response	*Number of Responses*
This data is part of our strategic plan/will help with our strategic plan	3
This will help us understand the importance of both attraction and retention	1
This will help us better understand quality of life issues – we can then share information with other organizations which will assist with planning (i.e., service integration)	1

This will help with social policy planning and program development	1
This will help us work work with businesses on attraction and retention strategies	1
This will help us understand labour flows in Elgin	1

Q3) Who do you believe should be the primary target groups for labour market mobility information?

Response	Number of Responses
Economic Development Offices	3
Governments (municipal, provincial, federal)	2
Social Services	2
Economic Development Council of Ontario	1
Healthcare	1
Education	1
Chambers of Commerce	1
Workforce Planning Boards	1
CFDCs	1

5.2.5 Elgin County Follow-up Questionnaire

There were eight responses to the follow-up questionnaire.

Q1) Does your organization already use any data pertaining to newcomers to your region? If so, please explain what information you have access to and the manner in which it is being used.

Response	Number of Responses
Yes	5
No	3

Type of data that is currently being used:

Response	Number of Responses
Statistics Canada data	2
Local immigration data (not specified)	2
EMSI Analyst	1
National Household Survey	1
Census	1
Taxfiler (Statistics Canada, Income Statistics Division)	1
Labour Force Survey	1
LMIEC (London Middlesex Immigrant Employment Council)	1
LMLIP (London and Middlesex Local Immigration Partnership)	1
OMAFRA	1

Note: Several participants gave more than one response to this question. These responses are entered separately.

Q2) You were presented with migration and income change information at the workshop you attended. What insights did this information give you about your region? Do you believe this information is useful for action planning or decision making? If so, please explain:

- As a member of many committees, this helps in the planning/strategic process with regards to programming and events.

- I was surprised at the migration of people who make under $30, 000 per year and would love to see the depth of this information expanded perhaps through local data attainment. I believe that it is a good tool but the data as it sits is incomplete.

- Mainly this work attempted to explain the driving forces of migration in and out of the region. These issues are closely related to labour force attraction and retention. Labour force growth is considered a driving component for regional economic growth. Therefore, understanding the population migration flows in the region would better equip the decision makers and planning agencies in their attempt to adapt to the economic challenges to come.

- Supporting the decision making and planning with evidence from data is essential for our progress.

- The attraction vs retention focus was very helpful. If we can determine what we're good at in relation to other districts, we can adjust our strategy.

- Specifically the information on [the] inverse relationship between attraction and retention in counties around Ontario. Also, the amount of Economic Development attraction and losses that come/go to neighbouring regions.

- Since we attract people as well as lose people, it is important to learn how to retain the people or prevent the people from leaving.

- It is interesting to see the numbers; I would like to see if there is a way to get information about foreign-trained individuals.

Q3) Would you like to access data like this in the future?

Response	Number of Responses
Yes	6
No	2

Q3) a: Would you like access to raw data or would you prefer an analysis/report that includes a narrative about the data (similar to how it was presented to you at the workshop)?

Response	Number of Responses
Prefer analysis/report	3
Would like both	2
Prefer raw data	1
Would like data cross tabulated with immigration data	1

Q3) b: How often do you anticipate accessing this type of data (i.e., quarterly, annually, every three years, etc.)?

Response	Number of Responses
Annually	3
As often as possible	2
Monthly	1
Unsure	1

Q3) c: Would you be prepared to contribute to the cost associated with accessing this data in your region?

Response	Number of Responses
Possibly	3
No	3
Workshop participant is not the decision maker, so is unable to speculate	1

Q4) Would you like to share any additional feedback about the workshop you attended?

- Excellent workshop, as much as the information is helpful there is a real need for more granularity than can be provided by stats can and rev can data. From a social service perspective, high level data is of limited utility.

- Excellent presentation and work by Paul Knafelc. To a certain degree, this type of work is very novel for this level of geography (county level).

- Very useful, could have been a longer meeting; there was good progress on the impact that the data was having on Economic Development, but the meeting was a bit rushed.