



# Community Labour Market Report

By Amandine Martel & José-Karl Noiseux

# MANITOUWADGE

The *Community Labour Market Report series* provides local labour market indicators to assist community leaders and organizations in the decision-making process. The goal of this report is to provide community actors with a better understanding of what is happening in their community. It does not attempt to explain the reasons behind the trends, spikes or troughs in the provided data. This information is intended as a starting point for an evidence-based conversation by the community about why certain changes are occurring. This report is a first step. It is now up to you, the reader, and your fellow community members to explore and address the challenges and opportunities your community is experiencing. This report examines current labour demand and supply data from Manitouwadge, Ontario, and analyzes how each data set aligns with the other.

## DEMAND



### 01. Employers

Central to local labour market planning is an understanding of the characteristics of area employers, such as their numbers, size, and the industries they represent. Changes in any of these factors over time affect employment levels and opportunities within a local labour market.

Manitouwadge's employers are predominately small businesses. Indeed, 82.4 percent of businesses in the community have fewer than five employees (Table 2). By comparison, 87 percent of Ontario businesses had fewer than five employees in December 2016 (Statistics Canada, 2016). Furthermore, the total number of businesses in Manitouwadge decreased between December 2015 and December 2016 (Table 2). In addition, it is possible that the fluctuation in the size of businesses observed during this time period resulted in part due to some businesses downsizing their activities.

In December 2016, the forestry and logging, real estate, and truck transportation sectors had the highest number of employers (Table 1). Yet, with the notable exception of one forestry and logging employer, the majority of enterprises in these industries were relatively small—each having fewer than five employees. Therefore, these businesses may not represent a large proportion of total employment in the community.

Manitouwadge also differs in the distribution of employers by industry when compared to the Thunder Bay District and the province. For example, the community has more forestry and logging employers than the District or the province.

TABLE 1

TOP 12 EMPLOYERS BY INDUSTRY, AND AS A PERCENTAGE OF TOTAL NUMBER OF EMPLOYERS, DECEMBER 2016	Total	Manitouwadge (% of Total Number of Employers)	Thunder Bay District (% of Total Number of Employers)	Ontario (% of Total Number of Employers)
113 - Forestry & logging	10	9.3	2.0	0.1
531 - Real estate	10	9.3	15.3	3.5
484 - Truck transportation	8	7.4	2.1	4.4
445 - Food & beverage stores	4	3.7	1.5	2.0
541 - Professional, scientific & technical services	4	3.7	7.8	13.0
722 - Food services & drinking places	4	3.7	3.2	5.9
811 - Repair & maintenance	4	3.7	2.7	2.7
812 - Personal & laundry services	4	3.7	2.2	2.2
238 - Specialty trade contractors	3	2.8	5.6	6.6
452 - General merchandise stores	3	2.8	0.6	0.6
561 - Administrative & support services	3	2.8	2.9	4.1
721 - Accommodation services	3	2.8	1.8	0.6

Sources: Statistics Canada, Canadian Business Counts, and author's calculations based on Statistics Canada, Business Counts

TABLE 2

CHANGE IN NUMBER OF EMPLOYERS BY NUMBER OF EMPLOYEES IN MANITOUWADGE	December 2015	December 2016	2015-2016 Change (#)	2015-2016 Change (%)	Ontario Change (%)
0 <sup>1</sup>	69	66	-3	-4.3	1.0
1-4	25	23	-2	-8.0	2.5
5-9	6	7	1	16.7	2.6
10-19	7	6	-1	-14.3	2.5
20-49	1	1	0	0.0	-1.5
50-99	4	4	0	0.0	3.1
100-199	0	1	1	100.0	0.6
200-499	1	0	-1	-100.0	0.8
500 +	0	0	0	0.0	0.8
<b>Total Number of Employers</b>	<b>113</b>	<b>108</b>	<b>-5</b>	<b>-4.4</b>	<b>1.3</b>

Source: Statistics Canada, Canadian Business Counts, and author's calculations based on Statistics Canada, Business Counts<sup>2</sup>

<sup>1</sup> Businesses with zero employees are self-employed entrepreneurs who do not have any employees on their payroll.

<sup>2</sup> At the community level, the Business Counts data can be inconsistent due to concordance issues in geographical boundaries. Business data is collected according to postal codes, however, the data is aggregated and displayed according to CSD boundaries. The postal code and CSD boundaries do not perfectly match and this can cause misreporting of data. Especially when two communities are small, rural and close to one another. Where Northern Policy Institute becomes aware of such issues, we make every effort to correct them at the earliest opportunity by working directly with Statistics Canada and locally affected communities.



Business creation per **1,000** persons,  
December 2015-December 2016

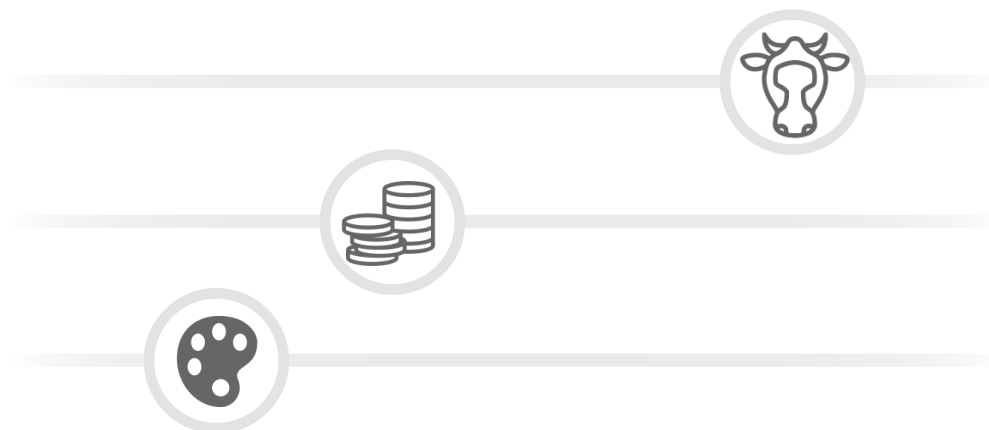
Source: Author's calculations based on Statistics Canada, Canadian Business Counts, and Statistics Canada estimates of population

## 02. Employment by Industry

Employment by industry data<sup>3</sup> describe the type of business conducted by a person's employer. The industrial structure of an area—and, more specifically, shifts in that structure—can have significant consequences for the local labour market, such as the types of jobs available, their respective salaries, and the type of education and skills these jobs require.

The 2011 National Household Survey contained no data regarding employment by industry for Manitowadge. However, new data may become available with the release of findings from the 2016 census on November 29, 2017, and that could supplement what is provided in this report.

<sup>3</sup> Data from Statistics Canada, such as the census or the National Household Survey (NHS), are used throughout this report. This data source has limitations. To ensure confidentiality of individual respondent identity and characteristics, Statistics Canada NHS data are subject to non-disclosure rules. All estimates in NHS tabulations are subjected to a process called random rounding, which transforms all raw estimates to random rounded estimates. This reduces the possibility of identifying individuals within the tabulations. All estimates greater than 10 are rounded to base 5. Estimates less than 10 are rounded to base 10. The total value of summed or grouped data may not match the individual values. Similarly, percentages, which Statistics Canada calculates.



**TABLE 3**

EMPLOYMENT BY INDUSTRY, AND AS A PERCENTAGE OF TOTAL, 2011		Manitouwadge (#)	Manitouwadge (% of Total)	Thunder Bay District (% of Total)	Ontario (% of Total)
11	Agriculture, forestry, fishing & hunting	N/A	N/A	2.0	1.5
21	Mining & oil & gas extraction	N/A	N/A	2.7	0.4
22	Utilities	N/A	N/A	1.2	0.9
23	Construction	N/A	N/A	6.1	6.1
31-33	Manufacturing	N/A	N/A	5.3	10.4
41	Wholesale trade	N/A	N/A	2.7	4.6
44-45	Retail trade	N/A	N/A	11.8	11.1
48-49	Transportation & warehousing	N/A	N/A	5.5	4.7
51	Information & cultural industries	N/A	N/A	1.9	2.7
52	Finance & insurance	N/A	N/A	2.7	5.6
53	Real estate & rental & leasing	N/A	N/A	1.5	2.0
54	Professional, scientific & technical services	N/A	N/A	4.8	7.7
55	Management of companies & enterprises	N/A	N/A	0	0.1
56	Administrative & support, waste management & remediation services	N/A	N/A	2.9	4.4
61	Educational services	N/A	N/A	9.1	7.5
62	Health care & social assistance	N/A	N/A	15.9	10.6
71	Arts, entertainment & recreation	N/A	N/A	2.0	2.0
72	Accommodation & food services	N/A	N/A	7.2	6.0
81	Other services (except public administration)	N/A	N/A	4.5	4.4
91	Public administration	N/A	N/A	10.3	7.0
<b>All Industries</b>		<b>N/A</b>	<b>-</b>	<b>-</b>	<b>-</b>

Sources: Statistics Canada, National Household Survey, 2011, and author's calculations based on Statistics Canada, National Household Survey, 2011

**TABLE 4**

EMPLOYMENT BY INDUSTRY IN NORTHWESTERN ONTARIO, EXCLUDING THUNDER BAY CMA AND ONTARIO	Northwestern Ontario Excluding Thunder Bay CMA				Ontario
	2012	2014	2016	2014-2016 Change (%)	2014-2016 Change (%)
<b>Employment by Industry</b>					
<b>Goods-producing Sector</b>	<b>9,400</b>	<b>6,900</b>	<b>10,000</b>	<b>44.9</b>	<b>2.6</b>
Agriculture	X	x	x	X	-5.0
Forestry, fishing, mining, oil & gas	2,300	<1,500	2,400	60.0	7.8
Utilities	X	X	X	X	-3.1
Construction	2,600	3,000	3,800	26.7	7.8
Manufacturing	3,300	1,000	2,900	190.0	0.4
<b>Services-producing Sector</b>	<b>30,800</b>	<b>31,400</b>	<b>29,800</b>	<b>-5.1</b>	<b>1.6</b>
Wholesale & retail trade	4,600	6,800	5,600	-17.6	-1.3
Transportation & warehousing	1,800	2,800	2,000	-28.6	-0.5
Finance, insurance, real estate & leasing	800	900	1,300	44.4	8.4
Professional, scientific & technical services	800	1,100	900	-18.2	6.2
Business, building & other support services	900	1,300	800	-38.5	-2.6
Educational services	3,200	3,300	3,900	18.2	1.7
Health care & social assistance	8,700	6,700	7,200	7.5	5.0
Information, culture & recreation	1,300	900	700	-22.2	0.5
Accommodation & food services	2,300	2,200	3,300	50.0	1.4
Other services (except public administration)	1,500	2,000	1,600	-20.0	-3.7
Public administration	4,700	3,500	2,400	-31.4	-3.8
<b>Total Employed</b>	<b>40, 200</b>	<b>38,300</b>	<b>39,800</b>	<b>3.9</b>	<b>1.8</b>

Sources: Statistics Canada, Labour Force Survey, CANSIM Tables: 282-0125 and 282-0131, author's calculations

An 'X' indicates that the data were suppressed for confidentiality reasons. The Labour Force Survey suppresses data when an estimate is below 1,500 for Ontario, its Economic Regions, or Census Metropolitan Areas.

### 03. Employment by Occupation

Employment by occupation data describe the type of work an employee does on the job. While growing industries need additional workers, the demand for specific occupations is a function of the work that needs to be done. Both the changing marketplace and the advance of technology alter the demand for occupations, with some growing strongly and others in decline. These changes have an impact on the types of jobs available, their respective salaries, and the type of education and skills required. Indeed, an increase

in entry-level occupations may have a different impact on the community than growth in senior-level occupations.

There were no data available for employment by occupation for Manitowadge in the 2011 National Household Survey. However, new data may become available with the release of findings from the 2016 census on November 29, 2017, and that could supplement what is available in this report.

**TABLE 5**

EMPLOYMENT BY OCCUPATION, AND AS A PERCENTAGE OF TOTAL, 2011		Manitouwadge (#)	Manitouwadge (% of Total)	Thunder Bay District (% of total)	Ontario (% of total)
0	Management occupations	N/A	N/A	7.9	11.5
1	Business, finance & administration occupations	N/A	N/A	14.3	17.0
2	Natural & applied sciences & related occupations	N/A	N/A	5.9	7.4
3	Health occupations	N/A	N/A	7.9	5.9
4	Occupations in education, law & social, community & government services	N/A	N/A	14.6	12.0
5	Occupations in art, culture, recreation & sport	N/A	N/A	1.9	3.1
6	Sales & service occupations	N/A	N/A	24.5	23.2
7	Trades, transport & equipment operators & related occupations	N/A	N/A	17.4	13.0
8	Natural resources, agriculture & related production occupations	N/A	N/A	3.1	1.6
9	Occupations in manufacturing & utilities	N/A	N/A	2.7	5.2
<b>All occupations</b>		<b>N/A</b>	<b>-</b>	<b>-</b>	<b>-</b>

Sources: Statistics Canada, National Household Survey, 2011, and author's calculations based on Statistics Canada, National Household Survey, 2011

**TABLE 6**

EMPLOYMENT BY OCCUPATION IN NORTHWESTERN ONTARIO OUTSIDE OF THUNDER BAY CMA AND ONTARIO		Northwestern Ontario Excluding Thunder Bay CMA				Ontario
		2012	2014	2016	2014-2016 Change (%)	2014-2016 Change (%)
0	Management occupations	3,600	3,300	3,800	15.2	-0.3
1	Business, finance & administration occupations	5,600	5,000	3,900	-22.0	0.7
2	Natural & applied sciences & related occupations	1,300	1,400	1,400	0.0	3.5
3	Health occupations	4,000	3,000	3,400	13.3	4.5
4	Occupations in education, law & social, community & government services	7,300	5,900	6,500	10.2	9.5
5	Occupations in art, culture, recreation & sport	X	X	X	X	7.7
6	Sales & service occupations	8,200	9,300	9,700	4.3	-1.7
7	Trades, transport & equipment operators & related occupations	6,600	7,700	7,400	-3.9	1.4
8	Natural resources, agriculture & related production occupations	X	X	X	x	-0.9
9	Occupations in manufacturing & utilities	800	1,000	1,700	70.0	0.8
<b>All occupations</b>		<b>40,200</b>	<b>38,300</b>	<b>39,800</b>	<b>3.9</b>	<b>1.8</b>

Sources: Statistics Canada, Labour Force Survey, CANSIM Tables: 282-0157 and 282-0159, author's calculations

An 'X' indicates that the data were suppressed for confidentiality reasons. The Labour Force Survey suppresses data when an estimate is below 1,500 for Ontario, its Economic Regions, or Census Metropolitan Areas (CMA).

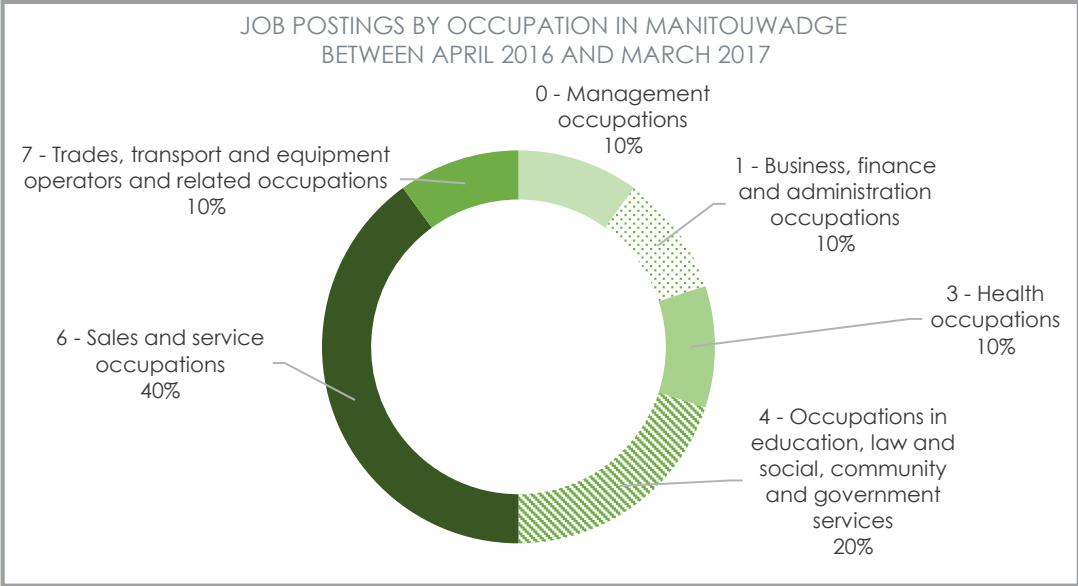
## 04. Local Knowledge

This section features a summary of all jobs posted online in Manitouwadge.<sup>4</sup> Although this source of data has its limitations, it does provide a general idea of the vacancies and job opportunities in the community at a given time to complement the employment data presented previously.

<sup>4</sup> Vicinityjobs.ca gathers and tallies job ads posted on diverse websites, such as jobbank.ca, indeed.ca, and monster.ca. The system then strives to remove duplicates, and to classify job ads into occupational categories.



FIGURE 1



Sources: Vicinityjobs.ca; on-the-ground research on local job boards



**10 jobs posted between  
April 2016 and March 2017**

Source: Vicinityjobs.ca

TABLE 7

POSITIONS ADVERTISED IN MANITOUWADGE  
BETWEEN APRIL 2016 AND MARCH 2017

Most-demanded Positions	Number of Postings	% of Total
Security guards and related security service occupations	3	30.0
Other managers in public administration	1	10.0
General office support workers	1	10.0
Dietitians and nutritionists	1	10.0
Social and community service workers	1	10.0
Other customer and information services representatives	1	10.0
Construction millwrights and industrial mechanics	1	10.0
Business development officers and marketing researchers and consultants	1	10.0

Sources: Vicinityjobs.ca; on-the-ground research on local job boards

TABLE 8

NUMBER OF POSTINGS BY TYPE IN MANITOUWADGE  
BETWEEN APRIL 2016 AND MARCH 2017

Type	Number of Postings	% of Total
Full-time	5	50.0
Part-time	4	40.0
Contract, Casual	0	0.0
Unknown	1	10.0

Sources: Vicinityjobs.ca; on-the-ground research on local job boards

TABLE 9

NUMBER OF POSTINGS BY EDUCATION REQUIRED IN  
MANITOUWADGE BETWEEN APRIL 2016 AND MARCH 2017

Posting Requirements	Number of Postings	% of Total
University education	3	30.0
College or vocational education or apprenticeship training	2	20.0
Secondary school and/or occupation-specific training	5	50.0
On-the-job training or no formal education required	0	0.0
Unknown	0	0.0

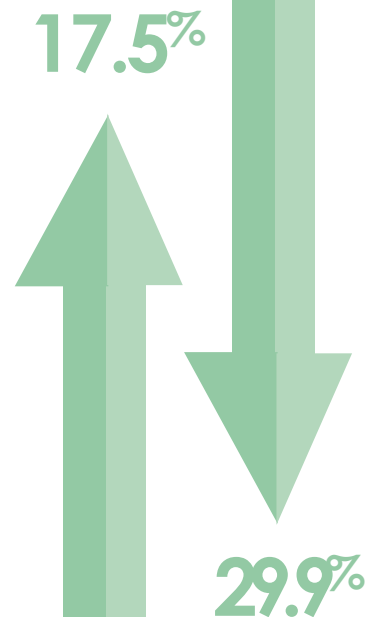
Sources: Vicinityjobs.ca; on-the-ground research on local job boards

# SUPPLY

## 05. Population & Demographics

Population growth and composition are important drivers of labour market supply—the potential workers. They are also key components of the demand for some categories of workers (e.g., education, health care).

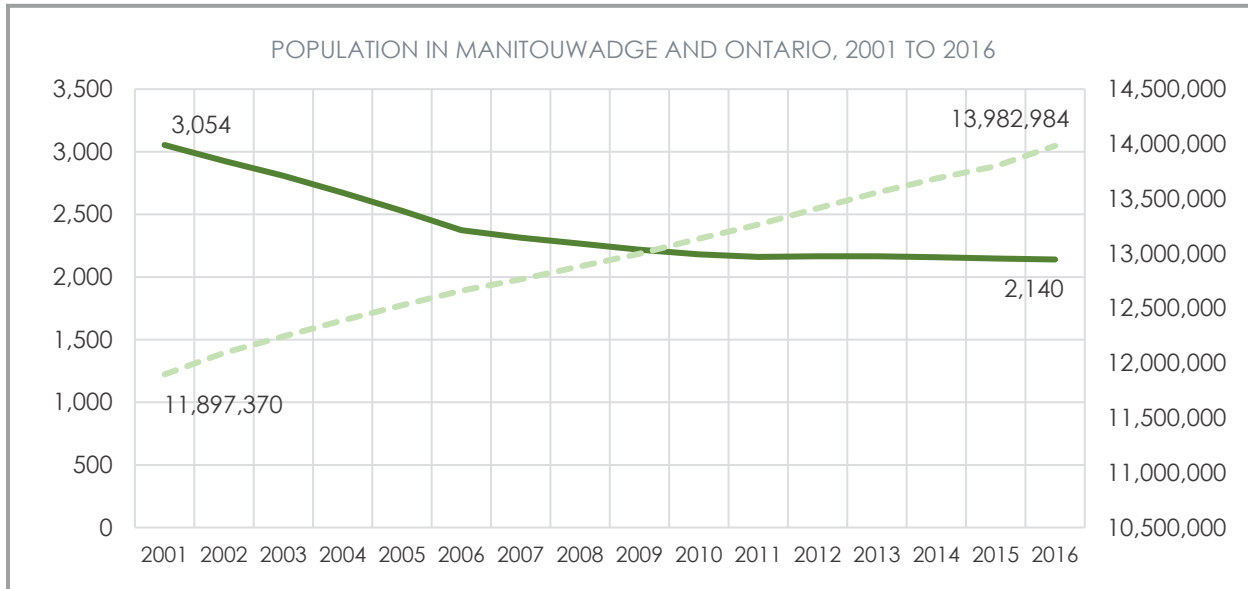
Manitouwadge's population declined by 29.9 percent during the past 16 years. This contrasts with a 17.5 percent increase in Ontario's population over the same period (Figure 2). The decline is the result of a decreasing fertility rate and emigration—individuals leaving the community (Cuddy and Moazzami, 2016). This situation is further exacerbated by the fact that Manitouwadge's population is aging (Figure 3), a trend that will have significant implications for the community's labour market outcomes and the demand for health care in the coming years.



# MANITOUWADGE

MANITOUWADGE

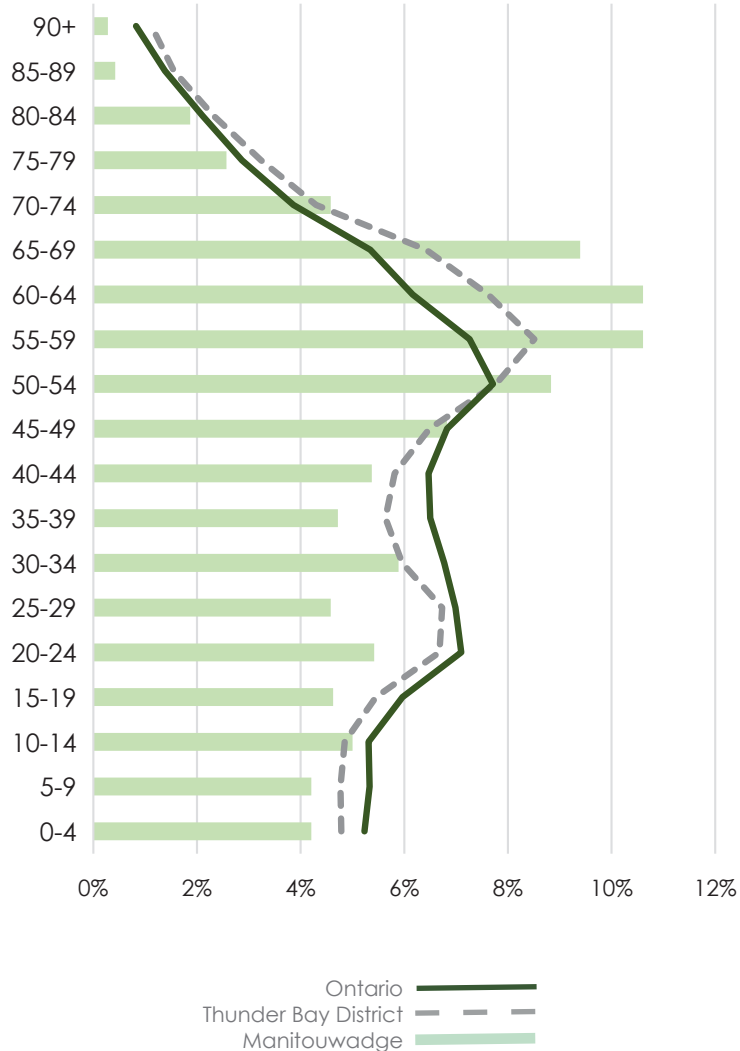
**FIGURE 2**



Source: Statistics Canada, Estimates of population

**FIGURE 3**

DISTRIBUTION OF THE POPULATION BY AGE GROUPS IN 2016  
FOR MANITOUWADGE, THUNDER BAY DISTRICT AND ONTARIO



Source: Author's calculations based on Statistics Canada, Estimates of population

# 1,937

## Total 2016 Population

Source: Statistics Canada, Census 2016

The proportion of individuals ages 50 to 69 is higher in Manitouwadge than in the province or the Thunder Bay District (Figure 3). Yet, the proportion of individuals in all demographics under the age of 44 is lower in Manitouwadge than in both comparator geographies. Therefore, Manitouwadge's population is slightly older as a whole.

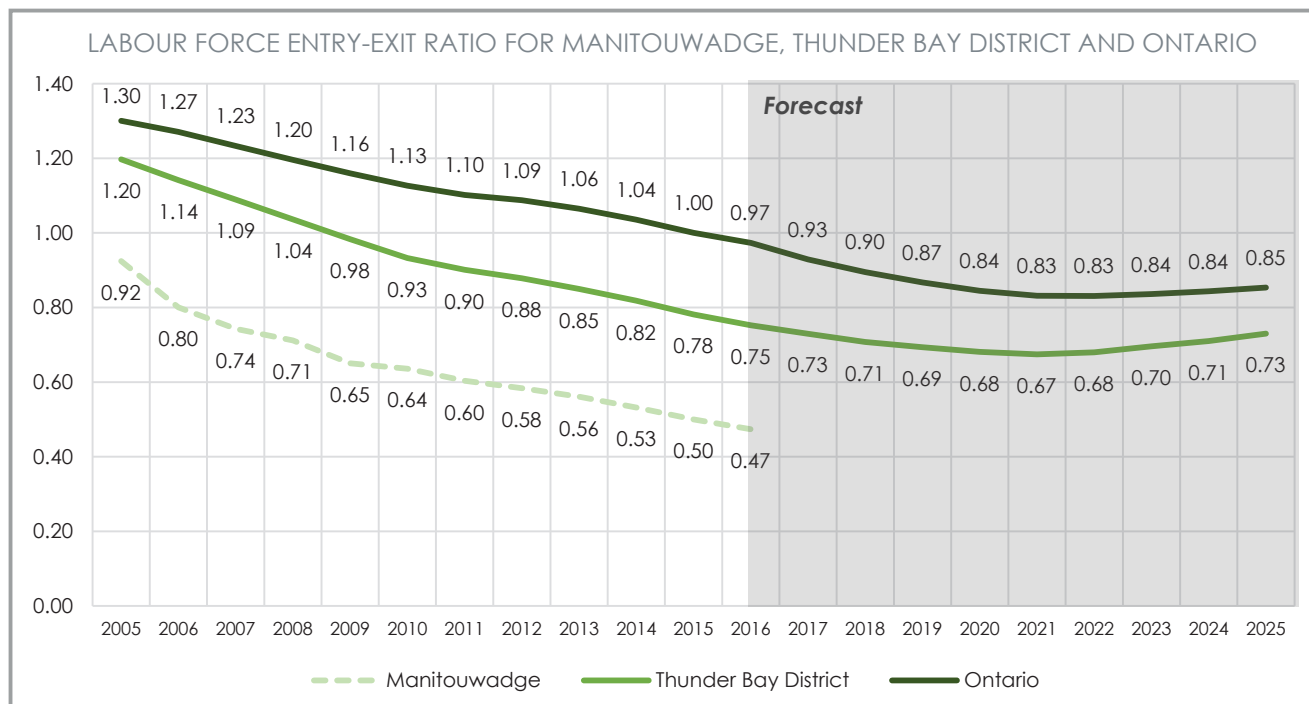
**FIGURE 4**

**DISTRIBUTION OF THE POPULATION BY  
POPULATION GROUPS IN 2011 FOR MANITOUWADGE**

*Source: Author's calculations based on Statistics Canada,  
National Household Survey, 2011*



FIGURE 5



Source: Author's calculations based on Statistics Canada estimation of population and Ontario Ministry of Finance forecasts, spring 2016 population projections update, for the forecast

The labour force entry-exit ratio reflects the number of workers ready to enter the workforce (i.e., 15 to 24 years old) and replace those who are approaching retirement age (i.e., 55 to 64 years old – Figure 5). In Manitowadge, the ratio of 0.47 indicates that there are not enough young workers to replace those retiring. Therefore, if the situation remains unchanged and an insufficient number of working-age newcomers are attracted to address the discrepancy, Manitowadge may experience a future labour shortage.

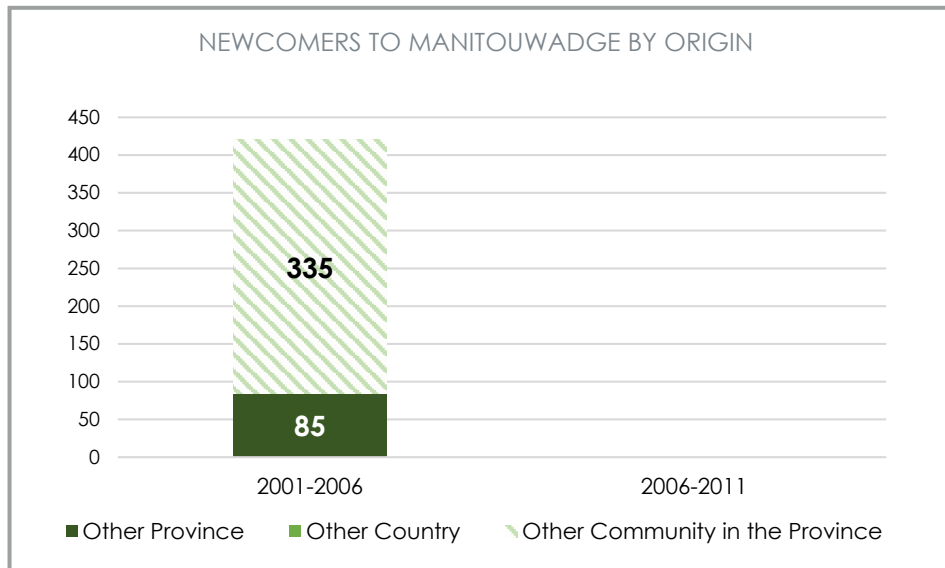
## 06. Migration

Migration patterns can influence the population changes in an area. An area's migration patterns can also reflect, and are dependent on, among other things, employment opportunities, quality of life, and the services available to community members.

There were no data available for newcomers to Manitowadge in the 2011 National Household Survey. However new data may become available with the release of findings from the 2016 census on November 29, 2017, and that could supplement what is available in this report.

For the Thunder Bay District, the number of emigrants was greater than the number of immigrants, resulting in negative net migration (Figure 7), which applies a downward pressure on population growth. When looking at the districts of origin and destination of migrants (Tables 11 and 12), it is interesting to note the many exchanges that occur between the Thunder Bay District and districts west of Thunder Bay, such as Kenora and Rainy River, or even districts in Alberta and Manitoba.

**FIGURE 6**



Sources: Statistics Canada, Census, 2006, and National Household Survey, 2011

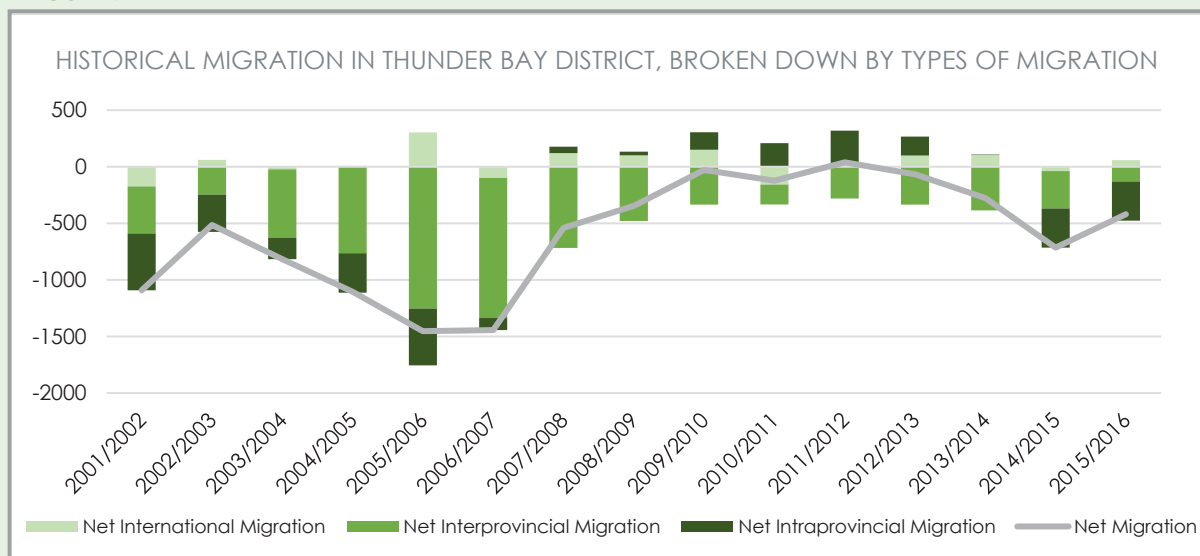


TABLE 10

PERMANENT RESIDENTS BY INTENDED DESTINATION										
Intended Destination	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Manitouwadge	0	5	5	5	<5	<5	0	<5	<5	<5
Thunder Bay District	140	150	130	190	160	150	130	155	125	105

Source: Citizenship and Immigration Canada, Permanent Residents Rounded Data Cube, 2012

FIGURE 7



Source: Author's calculations based on Statistics Canada, Components of population growth by census division, sex, and age group for the period from July 1-June 30 (annually) between 2001 and 2016, based on the Standard Geographical Classification (SGC), 2011, CANSIM Table: 051-0063

TABLE 11

10 LARGEST ORIGINATING CANADIAN COMMUNITIES FOR IN-MIGRANTS  
BY AGE GROUP, 2012-2013

District of Origin of In-migrants	0-17	18-24	25-44	45-64	65+	TOTAL
Kenora	151	102	149	65	25	492
Toronto	28	25	80	22	15	170
Rainy River	30	27	42	16	15	130
Division No. 11 - Manitoba	17	12	42	22	11	104
Algoma	15	13	40	22	8	98
Ottawa	21	11	53	9	3	97
Division No. 6 - Alberta	28	10	39	14	2	93
Simcoe	19	15	29	16	7	86
Greater Sudbury / Grand Sudbury	20	10	35	12	7	84
Cochrane	21	11	29	9	4	74
<b>Total In-migrants</b>	<b>599</b>	<b>452</b>	<b>1,060</b>	<b>417</b>	<b>180</b>	<b>2,708</b>

Source: Taxfiler

TABLE 12

10 LARGEST CANADIAN DESTINATIONS FOR OUT-MIGRANTS BY AGE GROUP, 2012-2013

District of Destination of Out-migrants	0-17	18-24	25-44	45-64	65+	TOTAL
Kenora	132	51	126	59	8	376
Toronto	7	51	83	13	9	163
Division No. 6 - Alberta	22	17	72	17	12	140
Division No. 11 - Alberta	25	26	54	23	5	133
Ottawa	18	24	50	21	5	118
Algoma	32	12	38	17	4	103
Division No. 11 - Manitoba	21	18	42	16	4	101
Greater Vancouver	6	19	45	8	4	82
Rainy River	23	10	21	19	8	81
Cochrane	13	10	26	17	7	73
<b>Total Out-migrants</b>	<b>596</b>	<b>464</b>	<b>1,162</b>	<b>495</b>	<b>157</b>	<b>2,874</b>

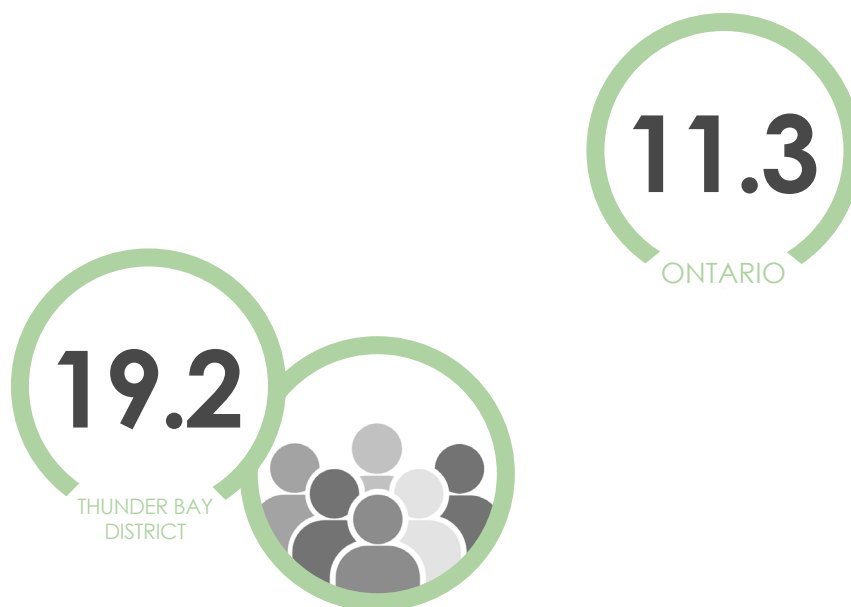
Source: Taxfiler

## 07. Education, Literacy, Skills, and Training

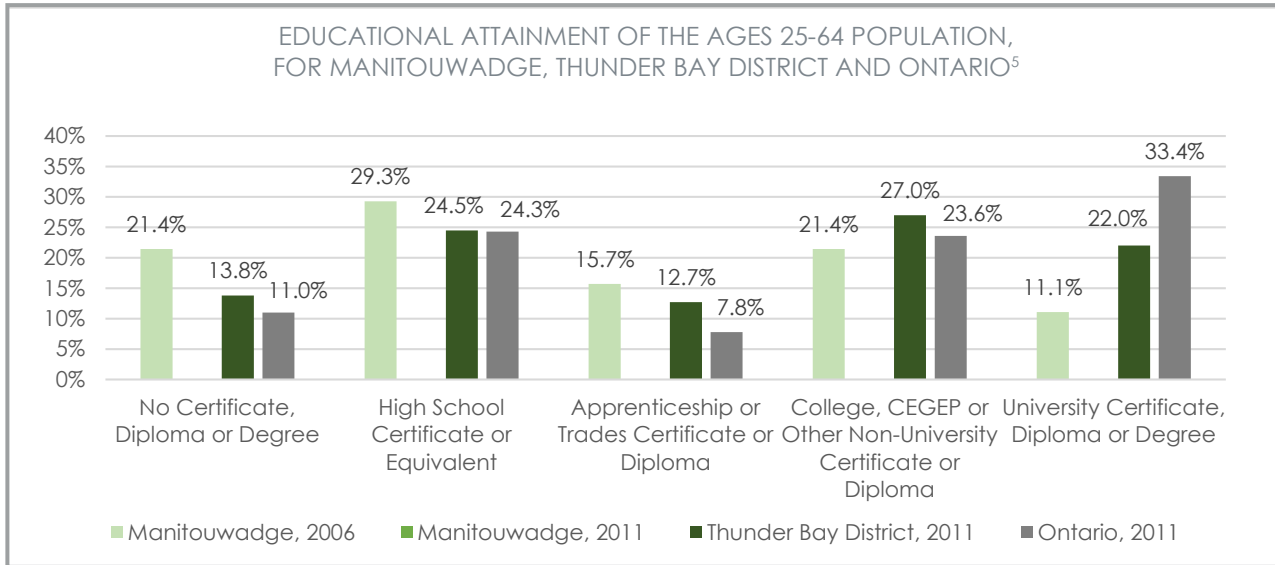
Employers often require education or experience to fill positions. Therefore, educational attainment and experience can be either a source of employment growth or a constraint if the skills available in the community do not match the local employment opportunities.

There were no education data available for the overall population in Manitouwadge in the 2011 National Household Survey. However new data may become available with the release of findings from the 2016 census on November 29, 2017, and that could supplement what is available in this report. There were, however, data on the educational attainment of the Francophone population in Manitouwadge, and they are provided in Figure 9.

In 2011, only 7.1 percent of the Francophone population in Manitouwadge had no certificate, diploma, or degree, which is lower than that of the Francophone populations in both the Thunder Bay District (19.2 percent) and Ontario (11.3 percent), and lower than the overall population in both geographic areas (Figures 8 and 9). This may represent an opportunity for the Francophone population in the future as more jobs will require post-secondary education (Moazzami, 2015).

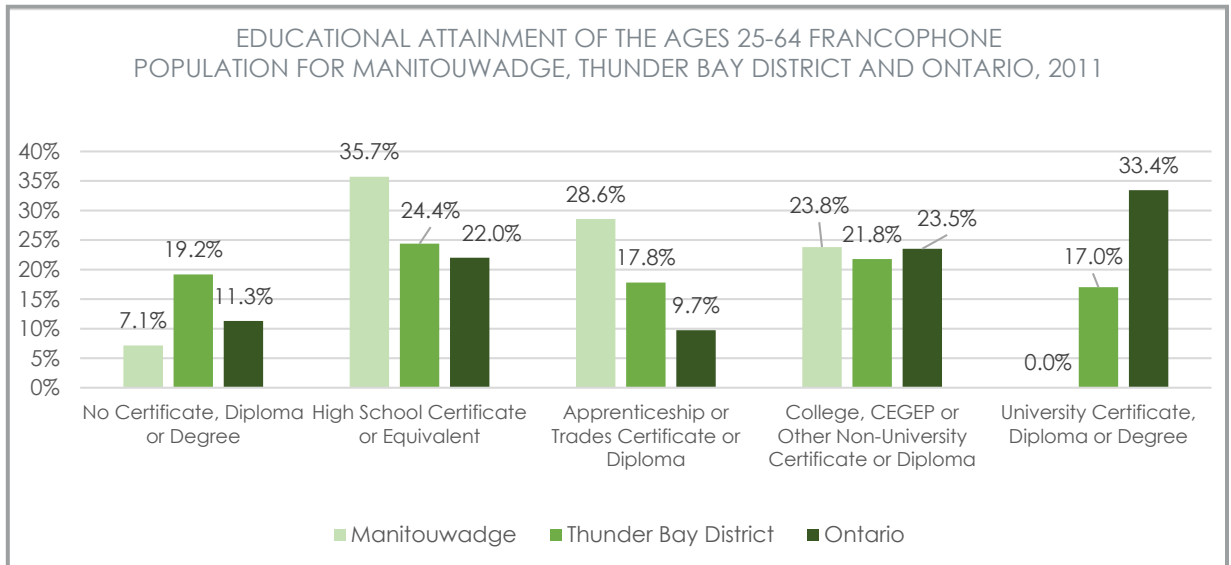


**FIGURE 8**



Source: Author's calculations based on Statistics Canada, Census, 2006, and National Household Survey, 2011

**FIGURE 9**

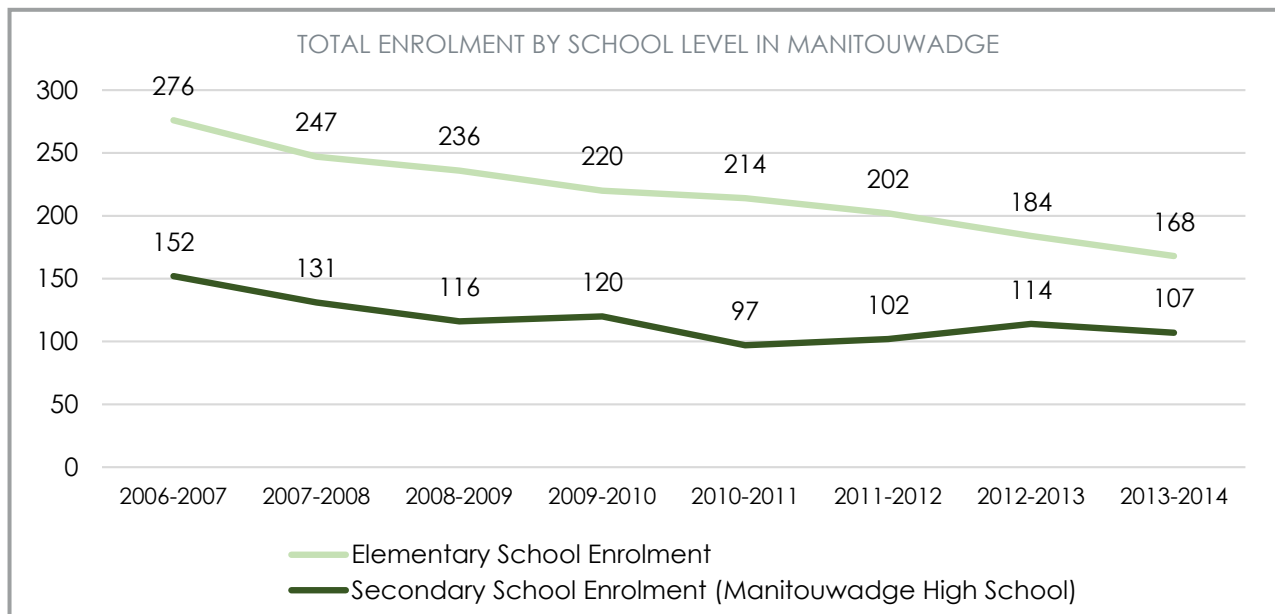


Source: Author's calculations based on Statistics Canada, National Household Survey, 2011

<sup>5</sup> The detailed definition of the qualifications included in each education category can be found at <http://www12.statcan.gc.ca/nhs-enm/2011/ref/dict/pop038-eng.cfm>. For example, the category 'Apprenticeship or Trades Certificate or Diploma' includes registered apprenticeship certificates and the Journeyperson's certificate. It also includes other trades certificates and diplomas, such as pre-employment or vocational certificates, and diplomas and brief trade programs completed at community colleges, institutes of technology, vocational centres, and similar institutions.

Student enrolment data for Manitowadge's elementary and secondary schools are provided in Figure 10.

**FIGURE 10**



Source: Ontario Ministry of Education, as reported by schools in the Ontario School Information System (OnSIS)

# ALIGNMENT

There were no labour force and income data available for the overall population in Manitowadge in the 2011 National Household Survey. However, new data may become available with the release of findings from the 2016 census on November 29, 2017, and that could supplement what is available in this report. That being said, data were available for the Francophone and Indigenous populations in Manitowadge, and data for the total population are provided, where applicable, from sources other than the 2011 National Household Survey in the following section.

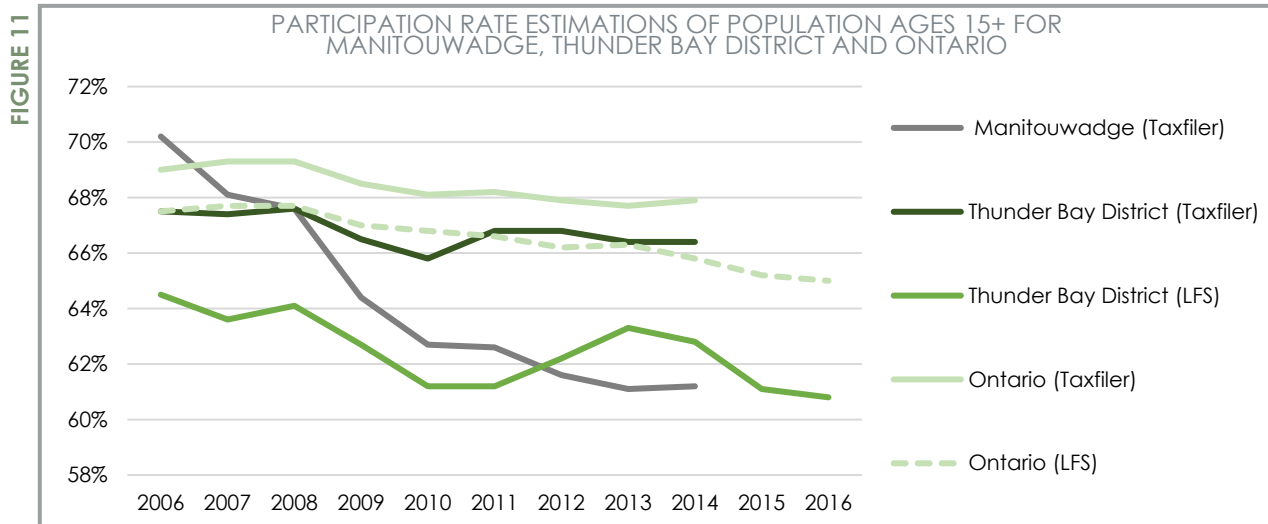
## 08. Labour Force Participation

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Participation, employment, and unemployment rates reflect whether an individual is willing and able to find employment, and whether an employer is able and willing to hire them. All the previous indicators, and more, have an influence on a worker's ability to find a job and an employer's ability to find a worker.

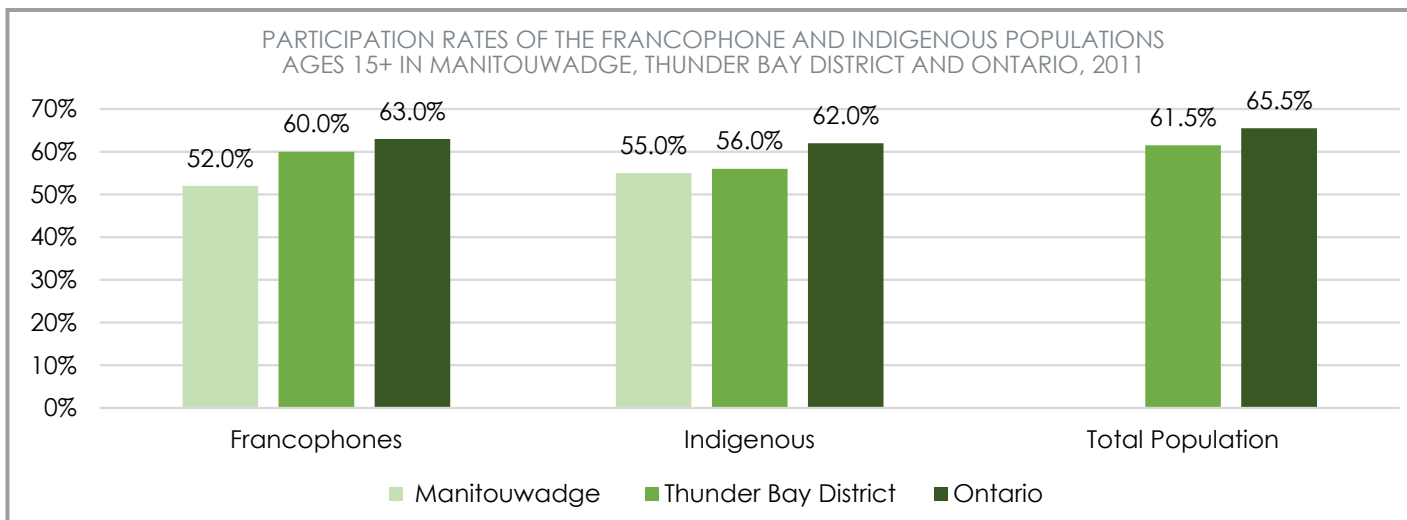
Since 2006, the participation rate for the total population in Manitowadge decreased from 70.2 percent to 61.2 percent (Figure 11). It is possible that this decrease reflects individuals retiring or leaving the labour market altogether. Between 2010 and 2011, the number of taxfilers declaring receipt of Employment Insurance experienced a sharp drop from 10.7 percent to 7 percent, but by 2014, the number had increased to 8.5 percent (Figure 15). On the other hand, the number of taxfilers declaring employment income remained relatively stable from 2010 to 2014 (Figure 13).

In 2011, the Indigenous and Francophone participation and employment rates in Manitowadge were slightly lower than that of Indigenous and Francophone populations in both Thunder Bay District and Ontario (Figures 12 and 14). In Manitowadge, it appears that all Indigenous and Francophone residents participating in the labour force were employed, resulting in a 0 percent unemployment rate (Figure 16). Nevertheless, given the small size of these populations in Manitowadge (Figure 4) and the high global non-response rate, these numbers should be interpreted with caution.



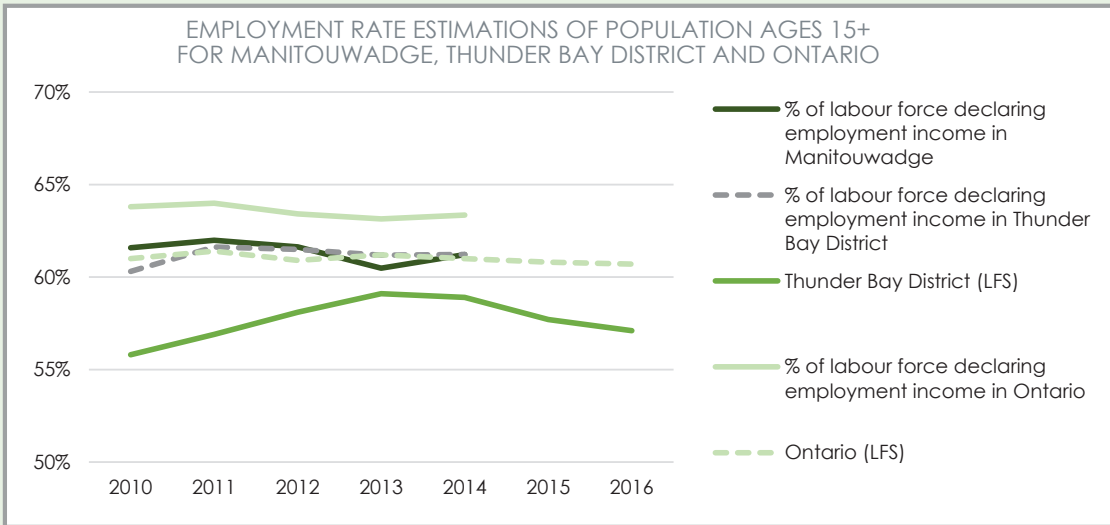
Sources: Taxfiler, participation rate calculated as the number of people receiving labour income in the total population over the age of 15; Labour Force Survey (LFS) two-year average estimates, participation rate calculated as the number of civilian, non-institutionalized persons age 15 or over who are employed or unemployed in the total population.

**FIGURE 12**



Source: Statistics Canada, National Household Survey, 2011

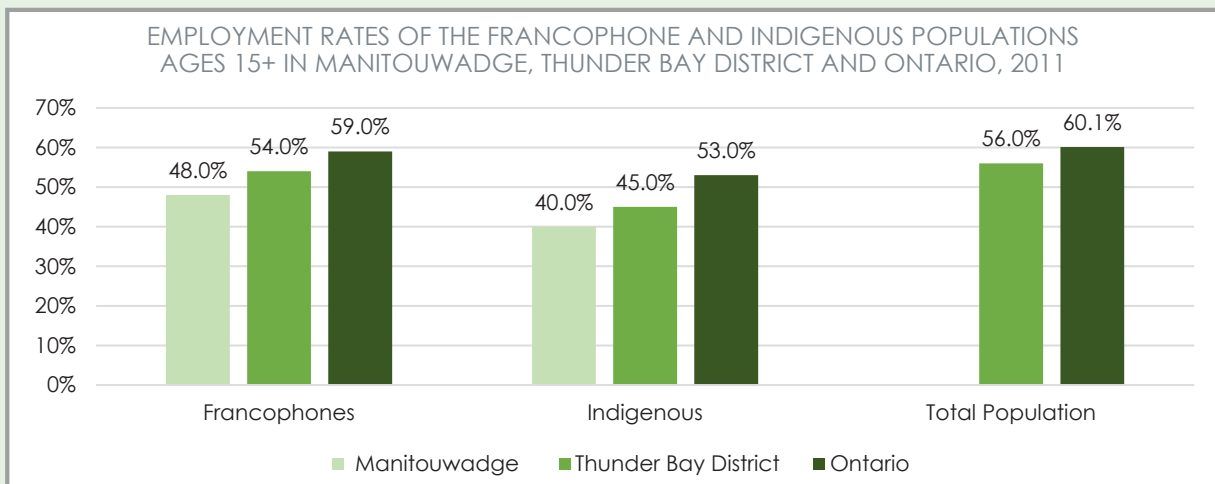
FIGURE 13



Sources: Author's calculation based on Taxfiler, number of people declaring employment income, and estimation of population; Labour Force Survey (LFS) two-year average estimates

Since 2011, the unemployment rate has **decreased...**

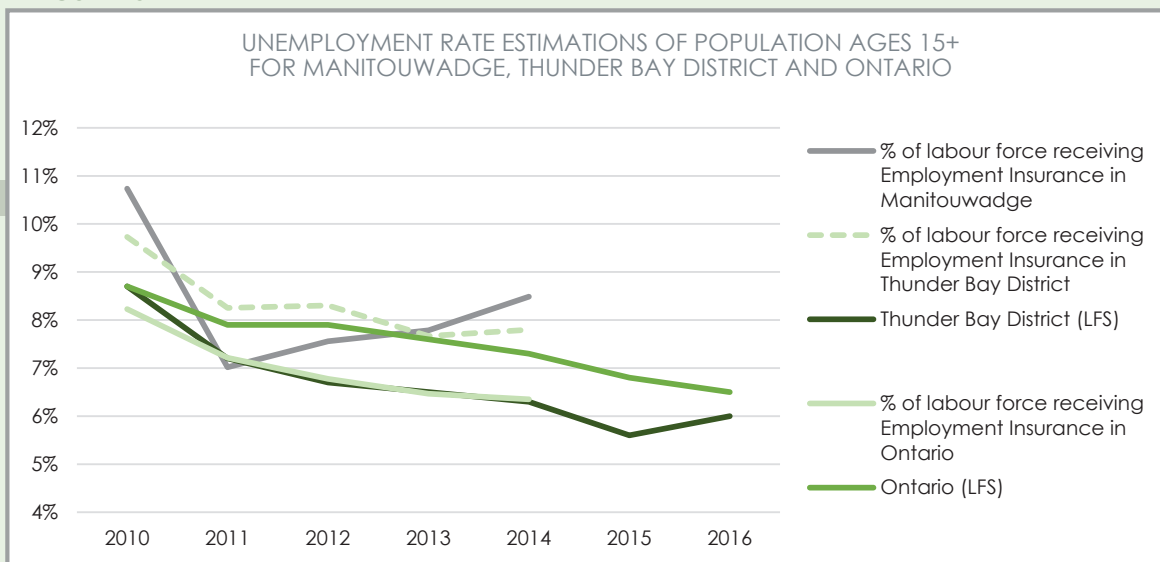
FIGURE 14



Source: Statistics Canada, National Household Survey, 2011

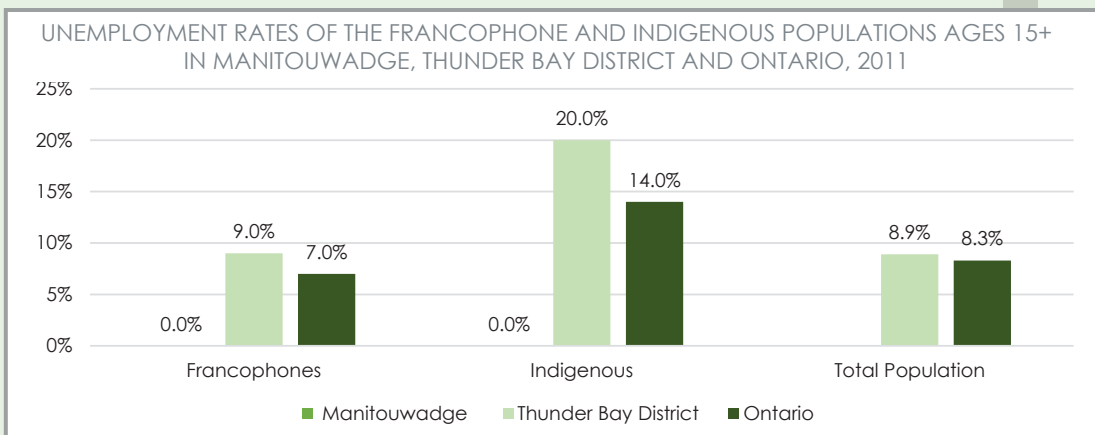


**FIGURE 15**



Sources: Author's calculations based on Taxfiler, number of people declaring Employment Insurance (EI), and Statistics Canada estimation of population; Labour Force Survey (LFS) two-year average estimates

**FIGURE 16**



Source: Statistics Canada, National Household Survey, 2011

## 09. Wages<sup>6</sup>

Wages—or the hourly rate an employee is compensated for their work—can have an impact on the capacity to attract candidates and to fill positions. On the other hand, if an area offers wages inferior to the rest of the province, it can be perceived as a competitive advantage and attract employers.

<sup>6</sup> For a more detailed analysis of salary comparison in the north, please see Sundmark, J. (2016). "Average salary comparison" [blog] Available at: [northernpolicy.ca](http://northernpolicy.ca)

TABLE 13

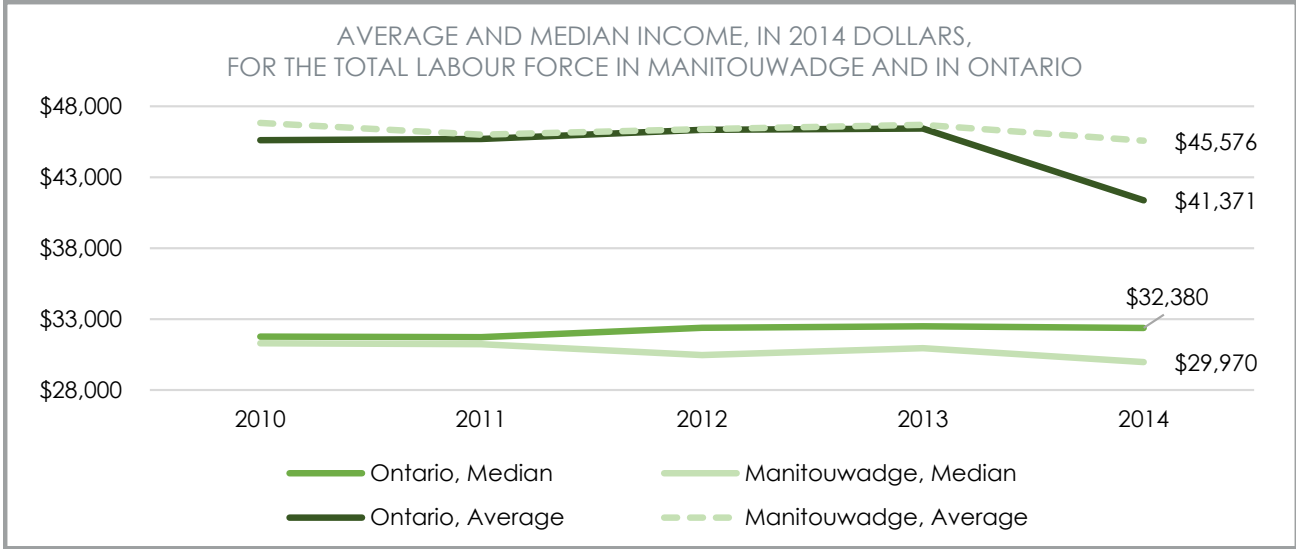
COMPARISON OF AVERAGE HOURLY WAGES BY OCCUPATION BETWEEN NORTHWESTERN ONTARIO AND ONTARIO			
Average Hourly Wages Offered by Occupation, 2015	Northwestern Ontario	Ontario	Difference
Professional occupations in health (except nursing)	\$ 70.73	\$ 48.71	\$ 22.01
Industrial, electrical & construction trades	\$ 28.49	\$ 22.06	\$ 6.43
Professional occupations in business & finance	\$ 32.85	\$ 26.74	\$ 6.11
Finance, insurance & related business administrative occupations	\$ 15.15	\$ 24.48	\$ -9.33
Professional occupations in natural & applied sciences	\$ 25.29	\$ 34.39	\$ -9.10
Retail sales supervisors & specialized sales occupations	\$ 16.00	\$ 23.46	\$ -7.46

Source: Author's calculations based on Statistics Canada, Job vacancy and wages survey, 2015 (average of all quarters)

## 10. Income

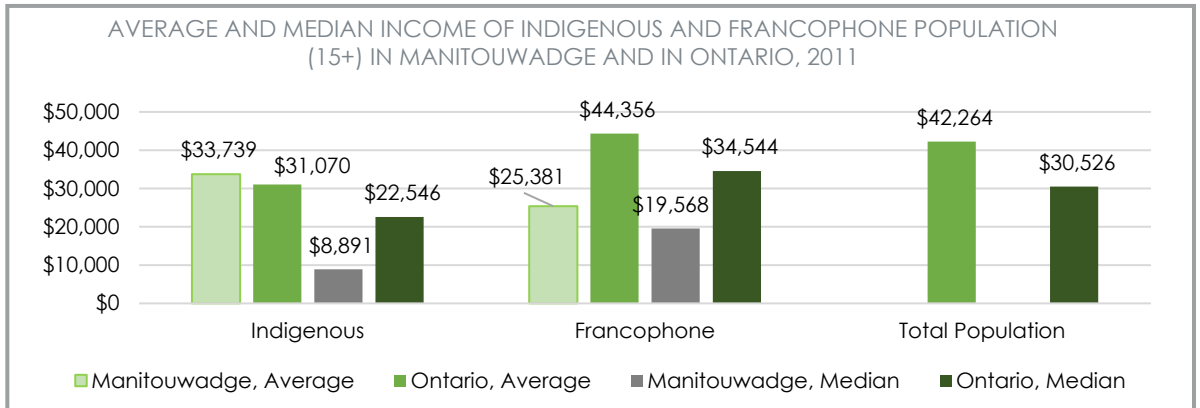
Average and median income indicate how well-off an area and its inhabitants are compared to others. Sources of income also provide information about how much of the community's income comes from the labour market and how much comes from other sources. As such, it can be an indication about the prevalence of employment and the sustainability of the community.

FIGURE 17



Source: Author's calculations based on Taxfiler, Manitowadge "rural community" (postal code P0T 2C0), and Ontario; Bank of Canada, Consumer Price Index

FIGURE 18



Source: National Household Survey, 2011

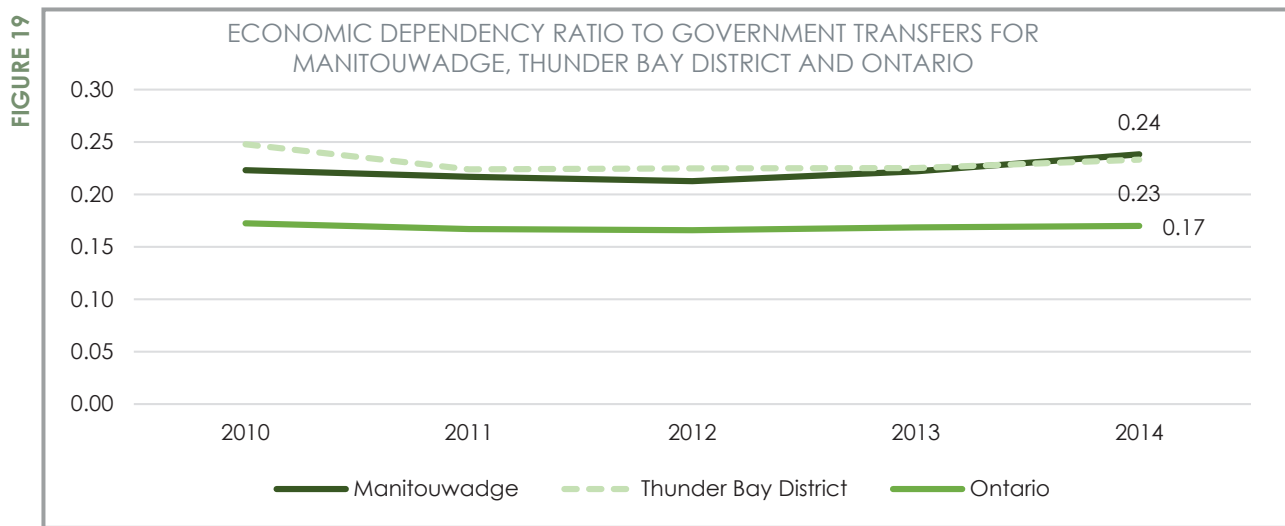
Average income depends on multiple factors, such as the type of jobs available (part-time or full-time) and/or the dominant industry in a community. Over the 2010-2014 period, Manitouwadge's average and median income were close to that of Ontario (Figure 17).

In 2011, the average income of Manitouwadge's Indigenous population was higher than that of other Indigenous populations in Ontario (Figure 18), but the median income was lower. Therefore, the Indigenous population in Manitouwadge is less homogenous than other Indigenous populations in the province.

In 2011, the average and median income of the Francophone population in Manitouwadge was lower than other Francophone populations in Ontario, and lower than the overall population in the Thunder Bay District and in the province (Figure 18).

Furthermore, the economic dependency ratio—the amount of government transfers received compared to the amount of income earned through employment—in Manitouwadge (0.24) is close to that of the Thunder Bay District (0.23) but higher than that of the province (0.17) - Figure 19). Therefore, Manitouwadge's income is more dependent on government transfers than that of Ontario, but as dependent as that of the District.

A large proportion (more than 60 percent) of the government transfers to Manitouwadge consists of Old Age Security and Canada Pension Plan payments (Table 14), which is in line with the fact that Manitouwadge's population is aging (Figure 3). On the other hand, wages, salaries, and commissions represented the largest source of employment income in the community.



Source: Author's calculations based on Taxfiler, Manitouwadge "rural community" (postal code P0T 2C0), Thunder Bay District, and Ontario.

TABLE 14

DISTRIBUTION COMMUNITY INCOME BY SOURCE			
Amount of Dollars by Source of Income, 2014	Manitouwadge	Thunder Bay District	Ontario
Wages/salaries/commissions only	70.4%	64.9%	67.7%
Self-employment only	1.6%	2.3%	4.3%
<b>Employment income</b>	<b>72.0%</b>	<b>67.2%</b>	<b>72.0%</b>
Employment Insurance	1.6%	1.4%	1.1%
OAS/Net federal supplements	4.2%	3.8%	3.3%
CPP/QPP	6.1%	5.4%	3.9%
CCTB	0.8%	1.1%	1.1%
Workers compensation	1.6%	1.0%	0.4%
Social Assistance	1.5%	1.5%	1.1%
Other government transfers	1.3%	1.4%	1.3%
<b>Government transfers</b>	<b>17.1%</b>	<b>15.7%</b>	<b>12.2%</b>
Private pensions	7.1%	10.6%	7.7%
RRSP	0.3%	0.4%	0.4%
Investment	1.2%	3.8%	5.3%
Other income	2.3%	2.3%	2.5%
<b>Total income</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Author's calculations based on Taxfiler, Manitouwadge "rural community" (postal code P0T 2C0), Thunder Bay District, and Ontario.

POPULATION



1,937 (2016)



352.06

SQUARE KILOMETRES  
AT THE NORTH END  
OF HIGHWAY 614

49°08'N  
85°50'W

# MANITOUWADGE



FILLING JOBS THAT

**ALREADY EXIST**

WOULD CREATE MORE

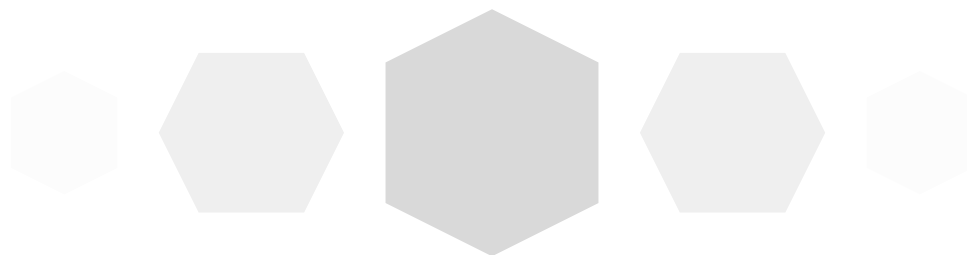
**OPPORTUNITY**

# CONCLUSION

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Manitouwadge, like many other communities in the north, faces the challenge of an aging and shrinking population, and this trend must change for the community to be sustainable. Adding jobs will entice more people to settle in the community, and vice versa, but it is up to the community to determine where best to start.

The data above suggest that opportunities exist for those who wish to stay in or come to Manitouwadge. Filling the jobs that already exist would foster increased prosperity and create more opportunity in the future. This does not mean that Manitouwadge should ignore the pursuit of new employers, but it should also focus on the potential of sustaining or expanding current ones.



**NOTE TO READERS:** Moving forward, the Community Labour Market Report Series will be replaced by Community Accounts. This online portal, [no.communityaccounts.ca](http://no.communityaccounts.ca), will provide reliable information on key economic and social indicators, broken down to the community, regional, provincial and national levels over census years 2001, 2006, 2011 and 2016. Community Accounts will be publically available to allow anyone to access data for their community in tables, charts and other formats.

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# REFERENCES

- Cuddy, J. and Moazzami, B. (2016). Northern Projections: Thunder Bay District. Thunder Bay: Northern Policy Institute.
- Moazzami, B. (2015). Unpublished manuscript. Thunder Bay: Northern Policy Institute.
- Statistics Canada (2016). Business Counts, December 2016. Retrieved from <http://communitydata.ca/> [Accessed March 29th, 2017]

**About the Local Employment Planning Council (LEPC):**

LEPC in Thunder Bay is a pilot project led by the North Superior Workforce Planning Board (NSWPB) with the support of Northern Policy Institute (NPI) as data and research partner. The LEPC uses community consultation, research, and evidence-based practices to spur innovation in workforce development in our region.

**About North Superior Workforce Planning Board (NSWPB):**

The North Superior Workforce Planning Board (NSWPB) is one of twenty-six Workforce Planning zones across Ontario, mandated through the Ministry of Training, Colleges and Universities to identify, assess and prioritize the skills and knowledge needs of community, employers and individual participants/learners in the local labour market through a collaborative, local labour market planning process.

**About Northern Policy Institute (NPI):**

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern communities. Our operations are located in Thunder Bay, Sault Ste. Marie, and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.



**Local Employment**  
Planning Council

**NORTHERN**  
POLICY INSTITUTE

INSTITUT DES POLITIQUES  
**DU NORD**

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