



Community Labour Market Report

By Amandine Martel & José-Karl Noiseux

RED ROCK

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 Red Rock, 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.

Red Rock employers are mostly self-employed persons and small businesses. Indeed, 70 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). In Red Rock, the total number of businesses increased between December 2015 and December 2016. Additionally, there were fluctuations observed in the size of Red Rock businesses during this period, which suggests expanded activity or growth (Table 2).

In December 2016, food and beverage stores and professional, scientific and technical services were the top industries based on number of employers (Table 1). Although there are many employers in these industries, the majority are relatively small—each with fewer than nine employees. Therefore, these businesses may not represent a large proportion of total employment in the community.

The distribution of Red Rock employers differs significantly from that of the Thunder Bay District and the province for some industries (Table 1). For example, the community has a larger proportion of employers in the food and beverage stores industry (13 percent) than the District (1.5 percent) or the province (2 percent).

TABLE 1

EMPLOYERS BY INDUSTRY, AND AS A PERCENTAGE OF TOTAL NUMBER OF EMPLOYERS, DECEMBER 2016	Total	Red Rock (% of Total Number of Employers)	Thunder Bay District (% of Total Number of Employers)	Ontario (% of Total Number of Employers)
445 - Food & beverage stores	3	13.0	1.5	2.0
541 - Professional, scientific & technical services	3	13.0	7.8	13.0
236 - Construction of buildings	2	8.7	3.0	3.0
531 - Real estate	2	8.7	15.3	3.5
813 - Religious, grant-making, civic, and professional & similar organizations	2	8.7	2.9	2.7
484 - Truck transportation	1	4.3	2.1	4.4
492 - Couriers & messengers	1	4.3	0.3	0.2
532 - Rental & leasing services	1	4.3	0.8	0.5
611 - Educational services	1	4.3	1.2	1.2
621 - Ambulatory health care services	1	4.3	7.1	7.2
624 - Social assistance	1	4.3	1.2	1.1
711 - Performing arts, spectator sports & related industries	1	4.3	0.6	0.5
721 - Accommodation services	1	4.3	1.8	0.6
913 - Local, municipal & regional public administration	1	4.3	0.2	0.1

Sources: Author's calculations based on Statistics Canada, Canadian Business Counts; Statistics Canada, Canadian Business Counts

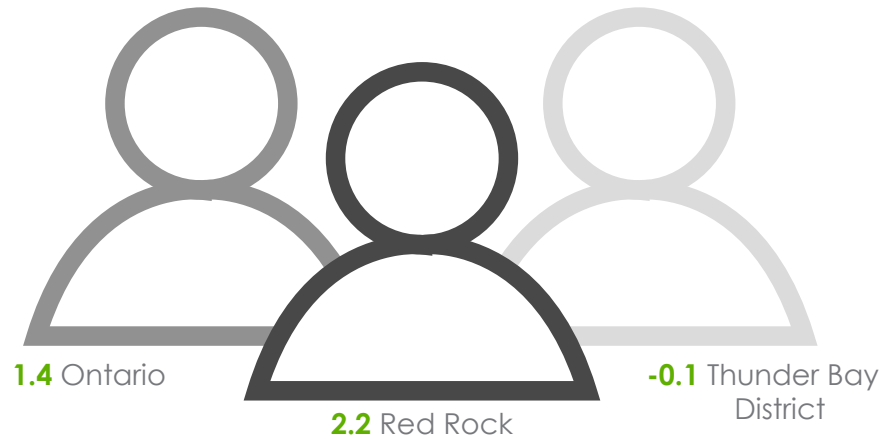
TABLE 2

CHANGE IN NUMBER OF EMPLOYERS BY NUMBER OF EMPLOYEES IN RED ROCK	December 2015	December 2016	2015-2016 Change (#)	2015-2016 Change (%)	Ontario Change (%)
0 ¹	9	10	1	11.1	1.0
1-4	4	6	2	50.0	2.5
5-9	3	3	0	0.0	2.6
10-19	3	3	0	0.0	2.5
20-49	2	1	-1	-50.0	-1.5
50-99	0	0	0	0.0	3.1
100-199	0	0	0	0.0	0.6
200-499	0	0	0	0.0	0.8
500+	0	0	0	0.0	0.8
Total Number of Employers	21	23	2	9.5	1.3

Sources: Author's calculations based on Statistics Canada, Canadian Business Counts; Statistics Canada, Canadian Business Counts²

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

² At the community level, the Canadian Business Counts data can be inconsistent due to concordance issues in geographical boundaries. Business data are collected according to postal codes. However, the data are aggregated and displayed according to census subdivision (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, Census 2016

02. Employment by Industry

Employment by industry data³ describe the type of business conducted by a person's employer. The industrial structure of an area—and, more specifically, shifts in industrial 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.

In 2011, health care and social assistance (14.5 percent); accommodation and food services (11.8 percent); and public administration (11.8 percent) represented the largest share of employment in Red Rock (Table 3).

In Northwestern Ontario outside of the Thunder Bay CMA, employment in health care and social assistance and in accommodation and food services (7.5 percent and 50 percent respectively) increased between 2014 and 2016 (Table 4). On the other hand, during the same period, employment in public administration decreased by 31.4 percent in Northwestern Ontario outside of the Thunder Bay CMA.

³ 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 National Household Survey (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 on rounded data, may not necessarily add up to 100 percent. Statistics Canada adjusts figures retroactively. Author's calculations are based on data available at the time of publication and are therefore subject to change.

TABLE 3

EMPLOYMENT BY INDUSTRY, AND AS A PERCENTAGE OF TOTAL, 2011		Red Rock (#)	Red Rock (% of Total)	Thunder Bay District (% of Total)	Ontario (% of Total)
62	Health care & social assistance	55	14.5	15.9	10.6
72	Accommodation & food services	45	11.8	7.2	6.0
91	Public administration	45	11.8	10.3	7.0
48-49	Transportation & warehousing	35	9.2	5.5	4.7
61	Educational services	35	9.2	9.1	7.5
23	Construction	30	7.9	6.1	6.1
21	Mining & oil & gas extraction	25	6.6	2.7	0.4
22	Utilities	20	5.3	1.2	0.9
44-45	Retail trade	20	5.3	11.8	11.1
11	Agriculture, forestry, fishing & hunting	0	0.0	2.0	1.5
31-33	Manufacturing	0	0.0	5.3	10.4
41	Wholesale trade	0	0.0	2.7	4.6
51	Information & cultural industries	0	0.0	1.9	2.7
52	Finance & insurance	0	0.0	2.7	5.6
53	Real estate & rental & leasing	0	0.0	1.5	2.0
54	Professional, scientific & technical services	0	0.0	4.8	7.7
55	Management of companies & enterprises	0	0.0	0.0	0.1
56	Administrative & support, waste management & remediation services	0	0.0	2.9	4.4
71	Arts, entertainment & recreation	0	0.0	2.0	2.0
81	Other services (except public administration)	0	0.0	4.5	4.4
All Industries		380	-	-	-

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

TABLE 4

EMPLOYMENT BY INDUSTRY IN NORTHWESTERN ONTARIO OUTSIDE OF THUNDER BAY CMA AND ONTARIO	Northwestern Ontario Outside of Thunder Bay CMA				Ontario
Employment by Industry	2012	2014	2016	2014-2016 Change (%)	2014-2016 Change (%)
Goods-producing Sector	9,400	6,900	10,000	44.9	2.6
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
Services-producing Sector	30,800	31,400	29,800	-5.1	1.6
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
Total Employed	40,200	38,300	39,800	3.9	1.8

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 (CMA).

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.

In 2011, trades, transport and equipment operators and related occupations (23.7 percent); sales and service occupations (22.4 percent); and education, law and social, community and government services occupations (18.4 percent) were the three largest sources of employment in Red Rock (Table 5).

In Northwestern Ontario outside the Thunder Bay CMA, employment in trades, transport and equipment operators and related occupations decreased by 3.9 percent between 2014 and 2016, while employment in sales and service occupations and in education, law and social, community and government services occupations increased by 4.3 percent and 10.2 percent, respectively (Table 6).

...trades, transport and
equipment operators and
related occupations made up
23.7 percent of employment...

RED ROCK

TABLE 5

EMPLOYMENT BY OCCUPATION, AND AS A PERCENTAGE OF TOTAL, 2011		Red Rock (#)	Red Rock (% of Total)	Thunder Bay District (% of Total)	Ontario (% of Total)
7	Trades, transport & equipment operators & related occupations	90	23.7	17.4	13.0
6	Sales & service occupations	85	22.4	24.5	23.2
4	Occupations in education, law & social, community & government services	70	18.4	14.6	12.0
1	Business, finance & administration occupations	40	10.5	14.3	17.0
9	Occupations in manufacturing & utilities	25	6.6	2.7	5.2
3	Health occupations	20	5.3	7.9	5.9
0	Management occupations	15	3.9	7.9	11.5
2	Natural & applied sciences & related occupations	0	0.0	5.9	7.4
5	Occupations in art, culture, recreation & sport	0	0.0	1.9	3.1
8	Natural resources, agriculture & related production occupations	0	0.0	3.1	1.6
All Occupations		380	-	-	-

Sources: Statistics Canada, National Household Survey, 2011; 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 Outside of 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
All occupations		40,200	38,300	39,800	3.9	1.8

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 Red Rock.⁴ 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.

0 job posted between April 2016 and March 2017

Source: Vicinityjobs.ca

⁴ Vicinityjobs.ca gathers and tallies job ads posted on diverse websites, such as jobbank.ca, indeed or monster. The system then strives to remove duplicate, and to class job ads into an occupation category.

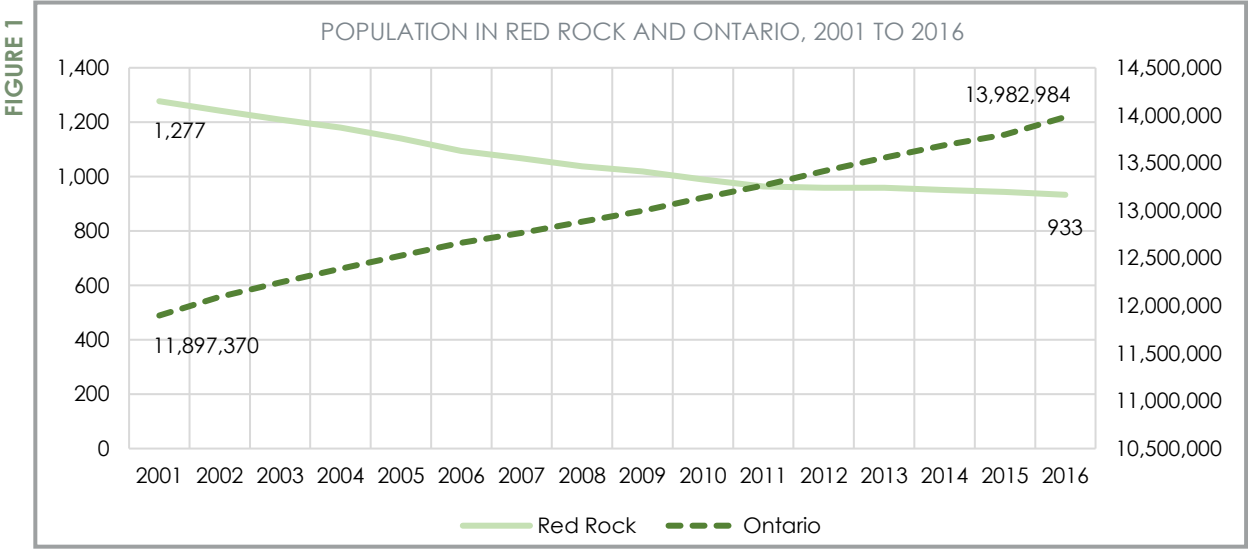
The fact that no jobs were posted online for the community does not mean that there were no job opportunities in Red Rock during this time. It may be that the online job boards monitored are not the ones used by area employers, or that opportunities are communicated through different means, such as a physical job board or through word of mouth.

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).

Red Rock's population declined by 26.9 percent during the past 16 years, which contrasts with a 17.5 percent increase in Ontario's population over the same time period (Figure 1). This decline was the result of a decreasing fertility rate and emigration—individuals leaving the community (Cuddy and Moazzami, 2016).

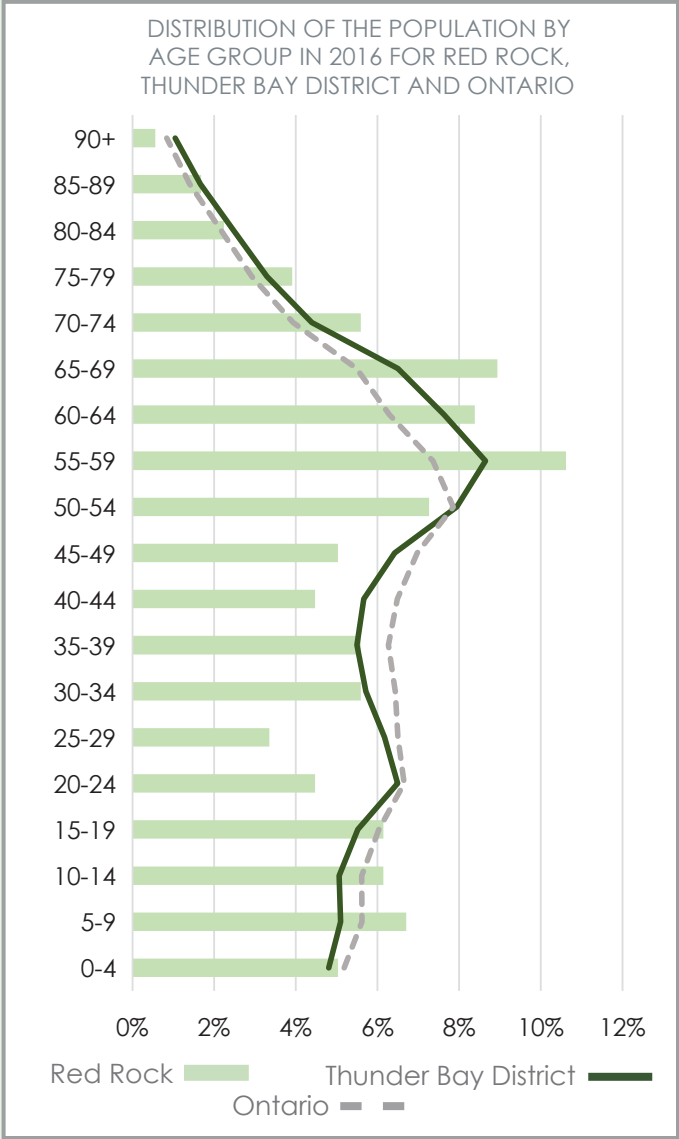


895

Total 2016 population

Source: Statistics Canada, Census, 2016

FIGURE 2



Source: Author's calculations based on Statistics Canada, Census, 2016

The age distribution in Red Rock differs slightly from that of both the Thunder Bay District and Ontario (Figure 2). For example, the community's proportion of individuals aged 55 and over is higher than that of the two comparative geographical areas, and the proportion of individuals in both the ages 20 to 29 and ages 40 to 49 demographics is lower. Therefore, Red Rock's population is slightly older than that of Thunder Bay District and Ontario.

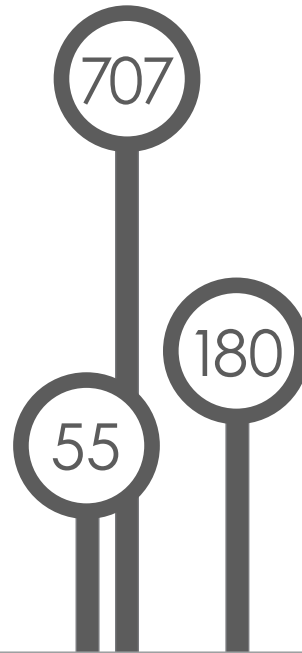
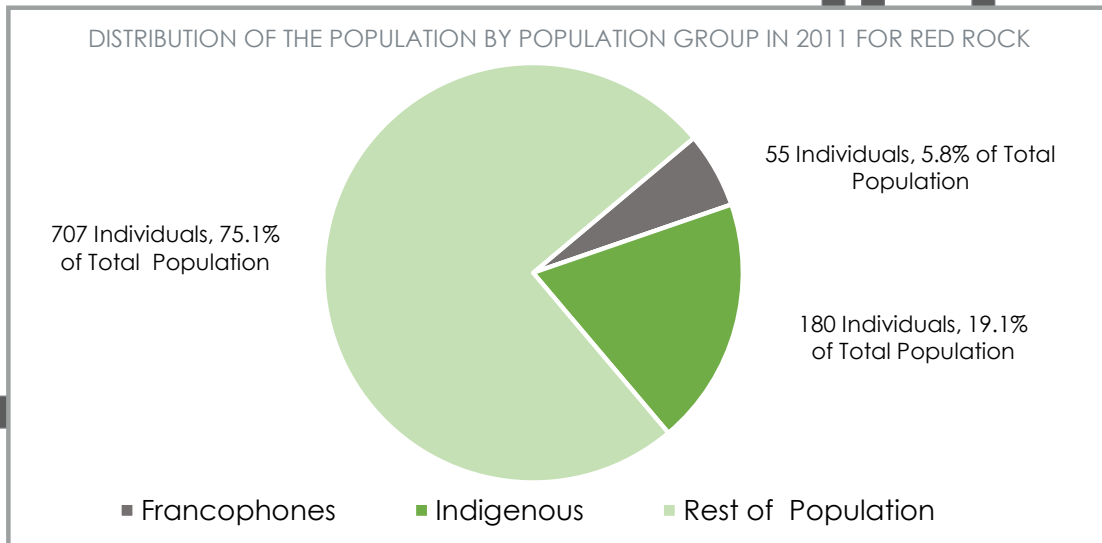
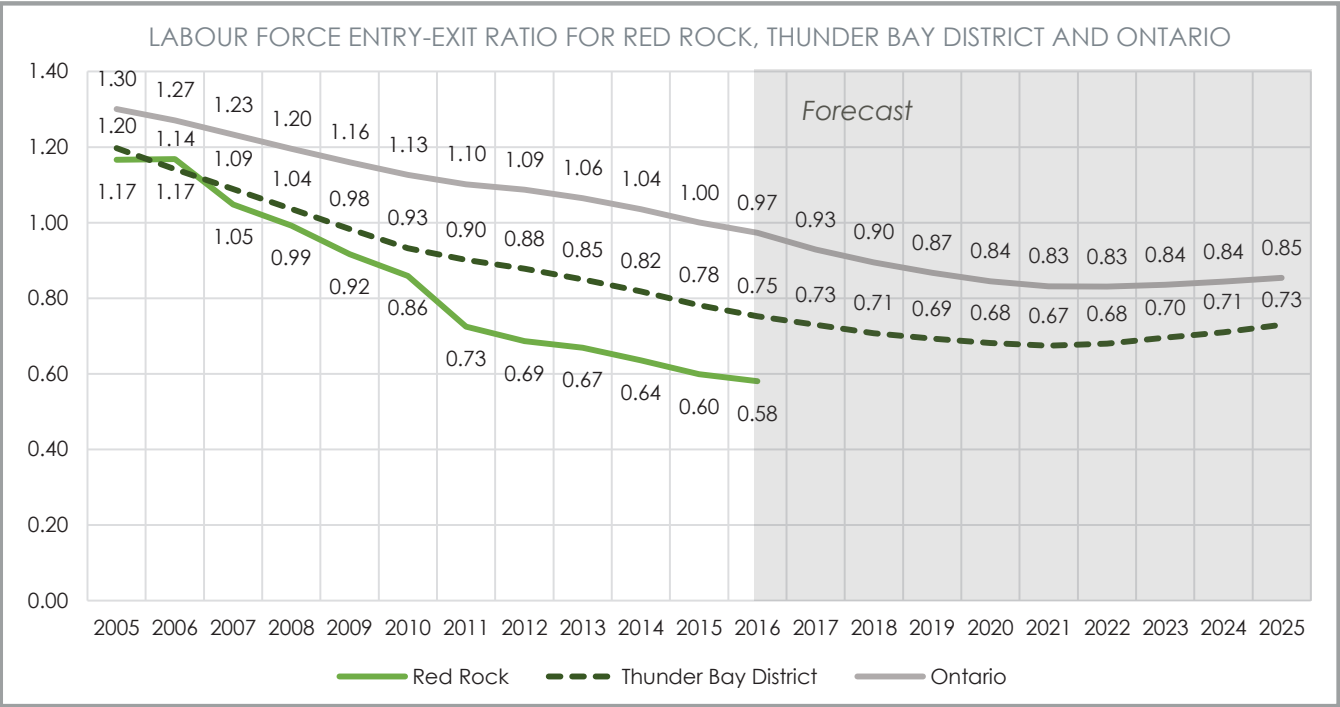


FIGURE 3



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

FIGURE 4



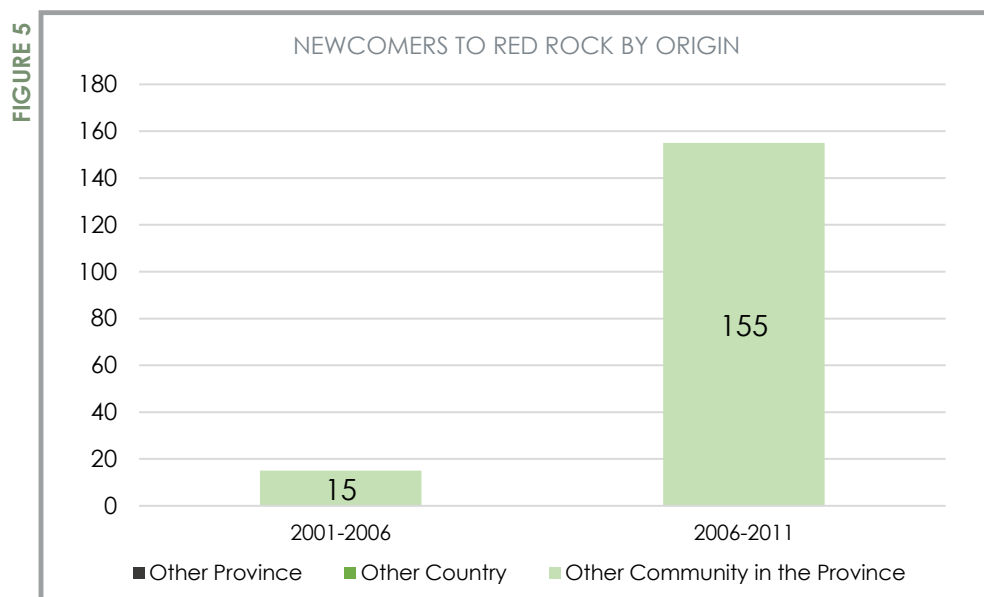
Source: Author's calculations based on Statistics Canada estimation of population and Ontario Ministry of Finance forecasts, spring 2016 population projections update, which served as the basis for the forecast

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 4). In Red Rock, the ratio dropped from 1.17 to 0.58 over a ten-year period. A ratio below one indicates that there are not enough workers entering the labour market to ensure that retiring employees will be replaced. Therefore, if the situation remains unchanged and an insufficient number of working-age newcomers are attracted to the community to address the discrepancy, Red Rock may experience a future labour shortage.

06. Migration

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

The number of newcomers to Red Rock between 2006 and 2011 was almost ten times higher than that of the previous five-year period (Figure 5). The majority of these newcomers originated from another community within the province. Although emigration data are not available for the community, it is possible, considering the declining population Red Rock is experiencing (Figure 1), that the emigration rate was larger than the migration rate, or that only individuals in specific age groups migrated to the community.



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

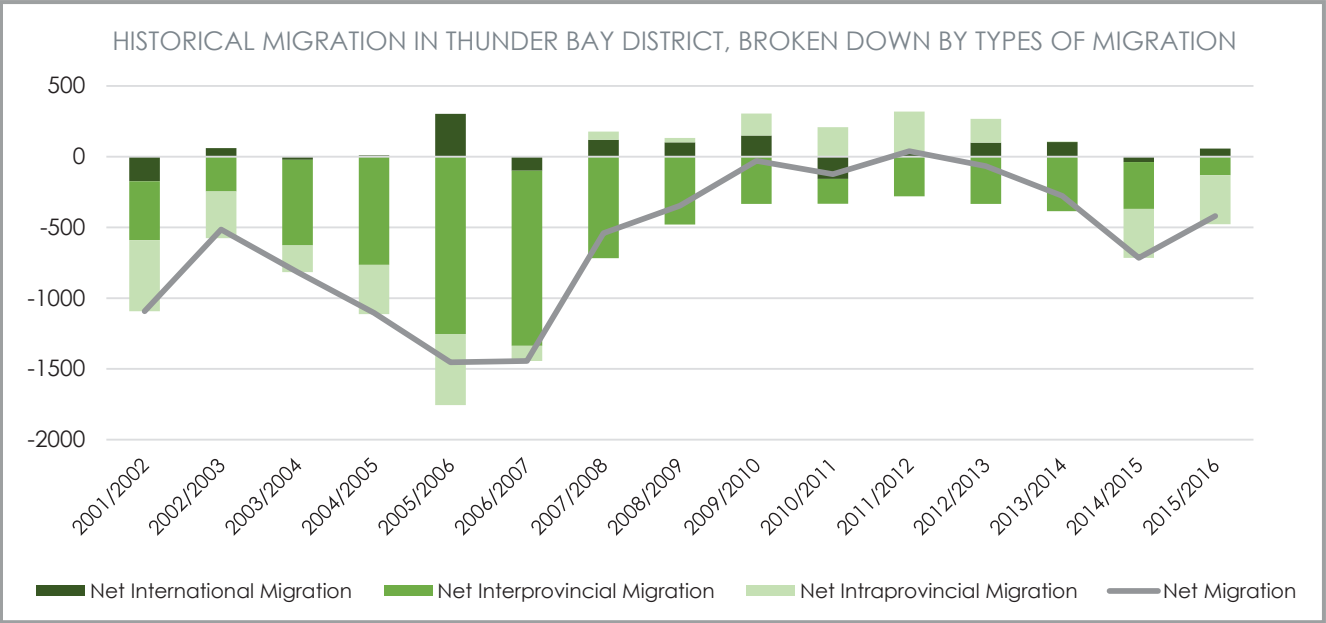
TABLE 7

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

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

For the Thunder Bay District, the number of emigrants was greater than the number of immigrants, resulting in negative net migration (Figure 6), which applies a downward pressure on population growth. When looking at the districts of origin and destination of migrants (Tables 8 and 9), 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



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 to June 30 (annually) between 2001 and 2016, based on the Standard Geographical Classification (SGC), 2011, CANSIM Table: 051-0063

TABLE 8

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
Total In-migrants	599	452	1,060	417	180	2,708

Source: Taxfiler

TABLE 9

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
Total Out-migrants	596	464	1,162	495	157	2,874

Source: Taxfiler

07. Education, Literacy, Skills, and Training

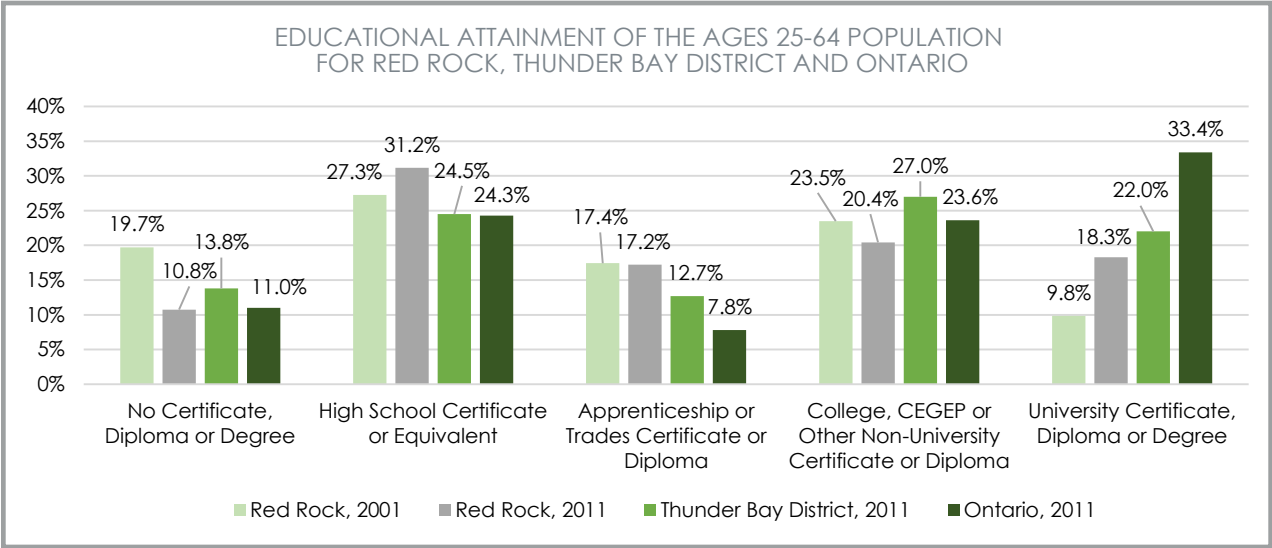
Employers often require education or experience to fill positions. Therefore, educational attainment and experience can be either a source of employment growth or a constraint if the skills available in the community do not match the local employment opportunities.

In 2011, 10.8 percent of Red Rock's population had no certificate, diploma, or degree⁵, which is similar to the provincial rate (11 percent), but lower than that of the Thunder Bay District (13.8 percent – Figure 7). This may represent an opportunity in the future, as more jobs will require post-secondary education (Moazzami, 2015).

Student enrolment in elementary and secondary schools in Red Rock is provided in Figure 8.

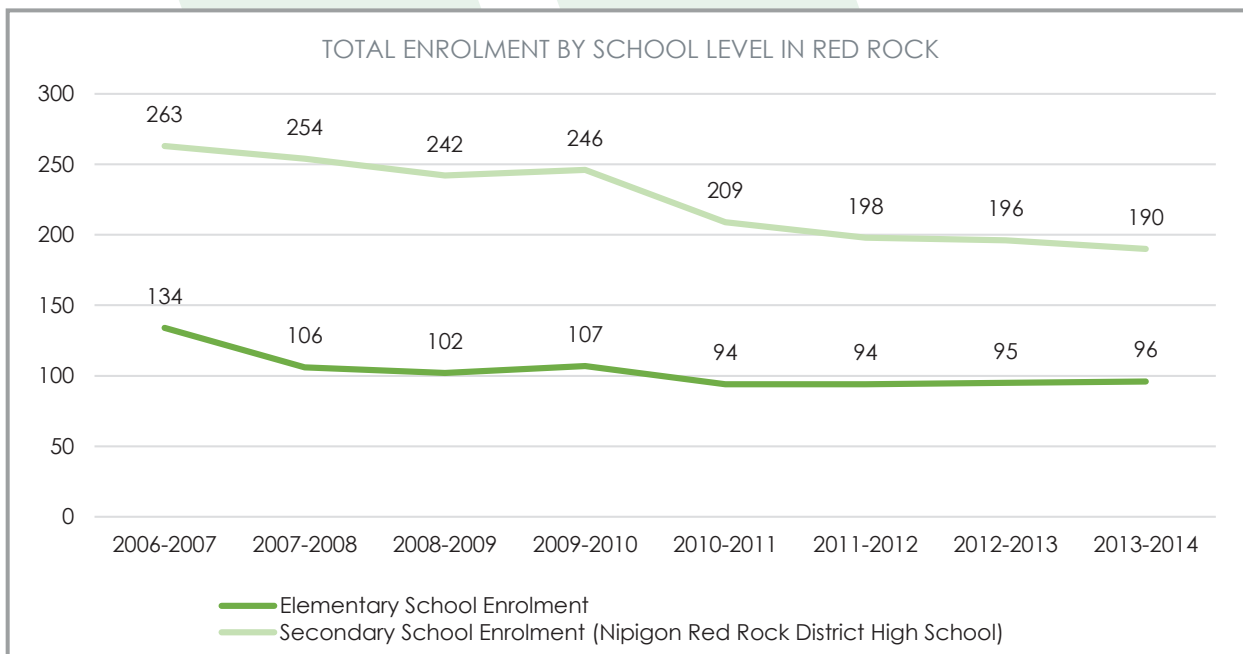
⁵ The detailed definition of the qualifications included in each education category can be found at <http://www12.statcan.gc.ca/nhs-enm/2011/ref/dict/pop038-eng.cfm>. For example, the category 'Apprenticeship or Trades Certificate or Diploma' includes registered apprenticeship certificates and the Journey person'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.

FIGURE 7



Source: Author's calculations based on Statistics Canada, Census, 2001, and National Household Survey, 2011

FIGURE 8



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

ALIGNMENT

08. Labour Force Participation

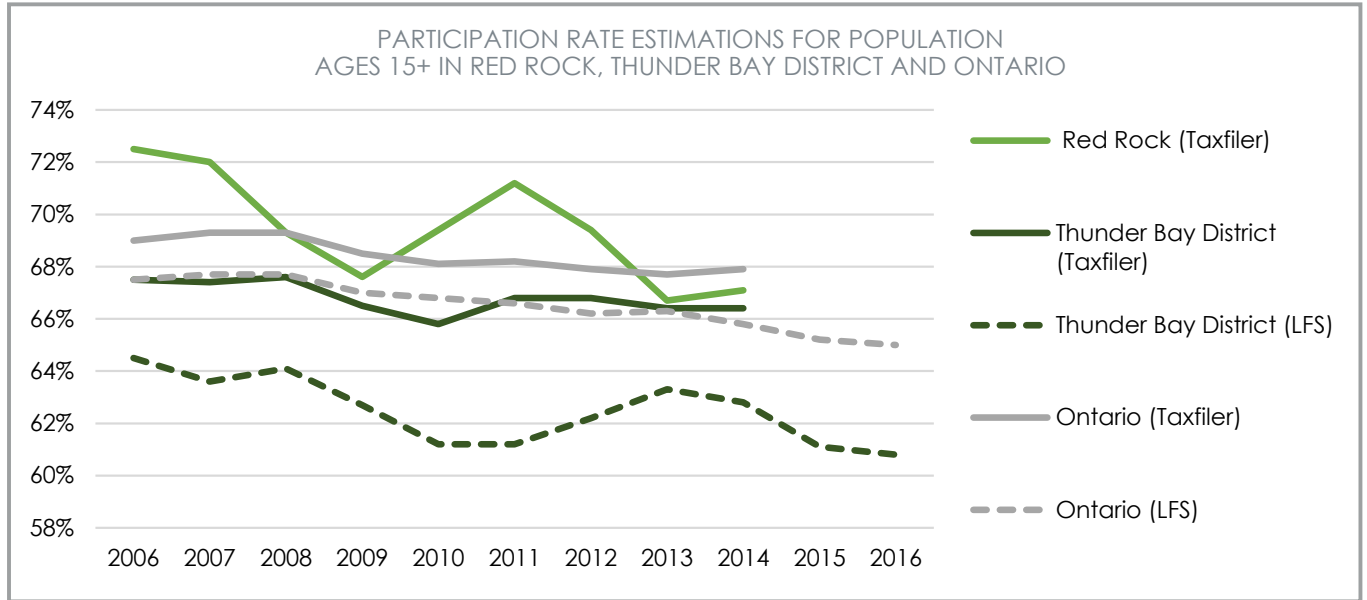
Participation, employment, and unemployment rates reflect whether an individual is willing and able to find employment, and whether an employer is willing and able to hire them. All the previous indicators, and more, have an influence on a worker's ability to find a job and an employer's ability to find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

Between 2006 and 2014, the participation rate in Red Rock fluctuated significantly, but ultimately decreased from 72.5 percent to 67.1 percent (Figure 9). These fluctuations are also reflected in the percentage of labour force declaring employment income (Figure 11) and Employment Insurance (Figure 13). The percentage of the labour force declaring employment income decreased from 69.4 percent in 2010 to 67.1 percent in 2014 (Figure 11). Similarly, the percentage of the labour force declaring receipt of Employment Insurance experienced a sharp decline from 18.1 percent in 2010 to 9.7 percent in 2013, but rose to 12.9 percent in 2014 (Figure 13).

In 2011, the Indigenous participation rate was higher for Red Rock than it was for the Indigenous populations in the Thunder Bay District and Ontario. It was also higher than that of the overall population in Red Rock (Figure 10). Additionally, it appears that all of the Indigenous individuals who participated in the labour force were employed, resulting in a zero percent unemployment rate (Figure 14). Nevertheless, given the small size of the community's Indigenous population (Figure 3) and the high global non-response rate, these numbers should be interpreted with caution.

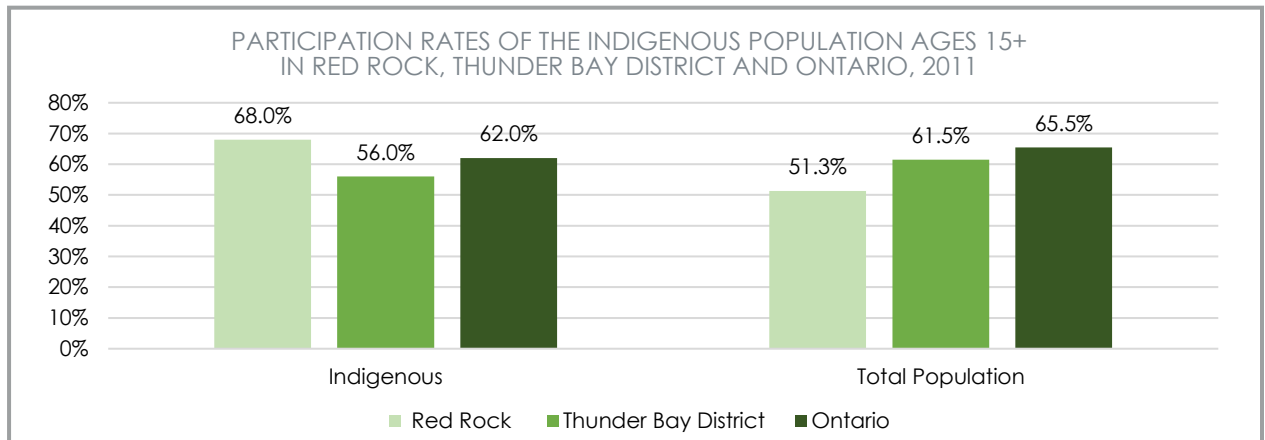


FIGURE 9



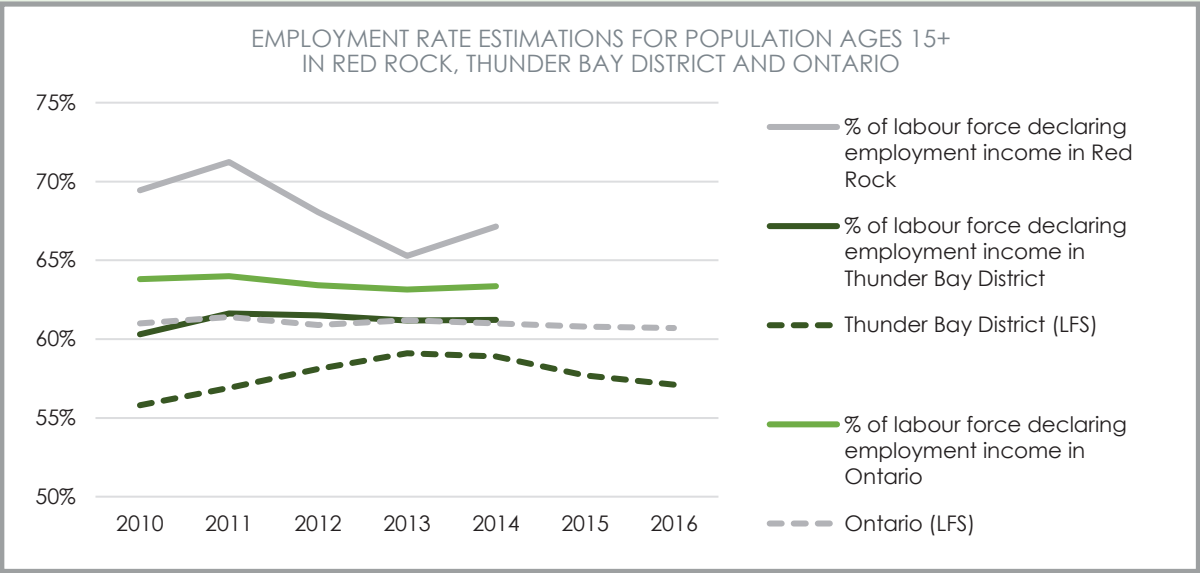
Sources: Author's calculations based on Taxfiler, participation rate calculated as the number of people receiving labour income in the total population over the age of 15; Labour Force Survey (LFS) two-year average estimates, participation rate calculated as the number of civilian, non-institutionalized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

FIGURE 10



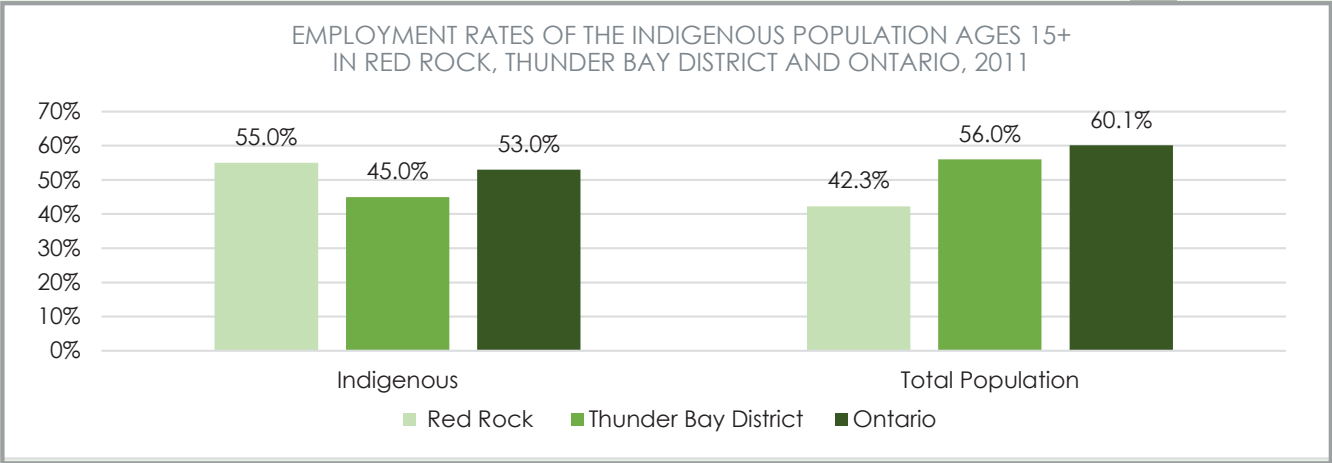
Source: Statistics Canada, National Household Survey, 2011

FIGURE 11



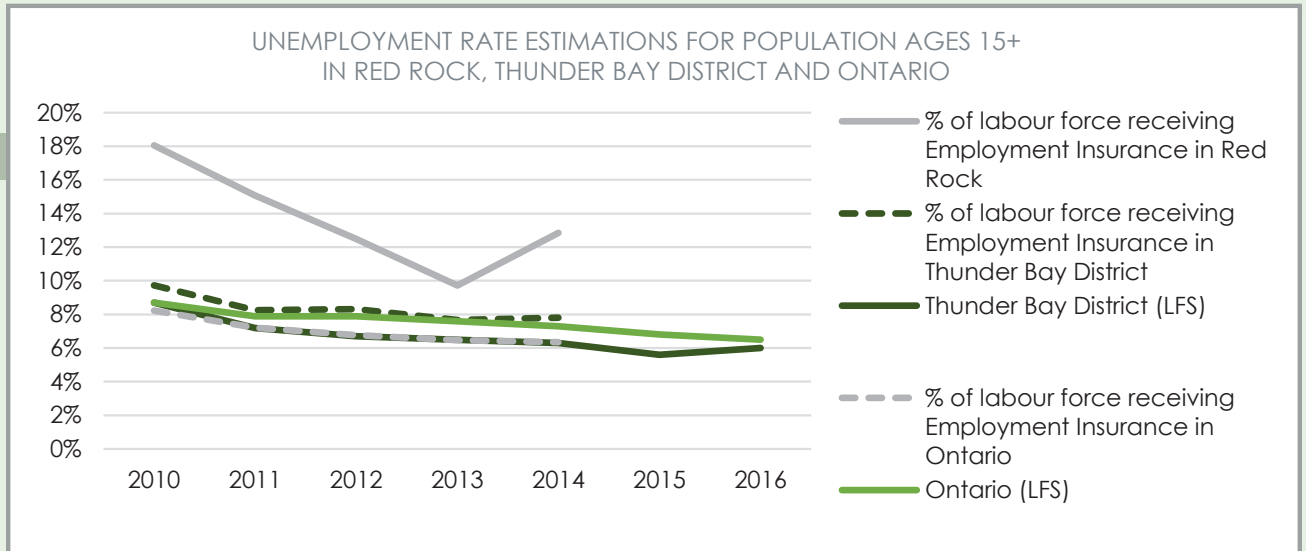
Sources: Author's calculations based on Taxfiler, number of people declaring employment income, and estimates of population; Statistics Canada, Labour Force Survey (LFS) two-year average estimates

FIGURE 12



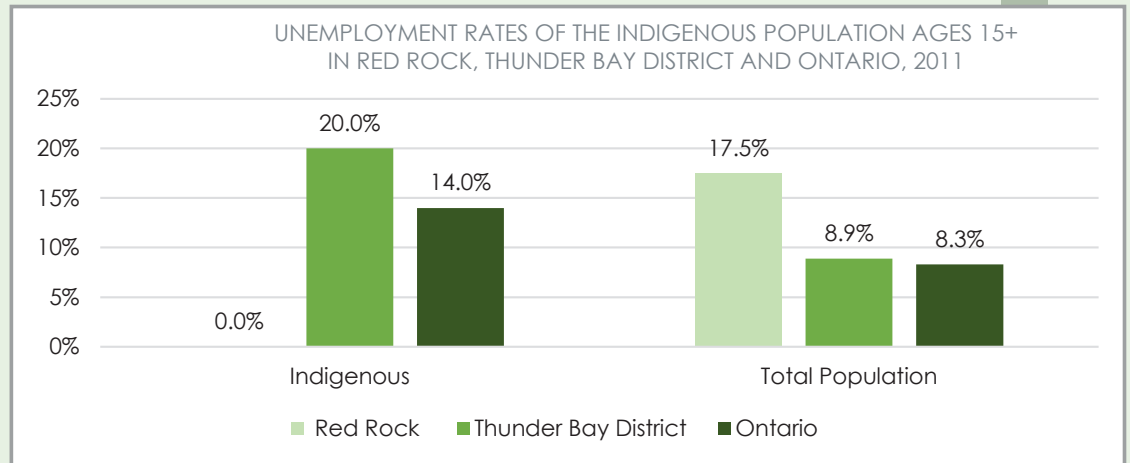
Source: Statistics Canada, National Household Survey, 2011

FIGURE 13



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

FIGURE 14



Source: Statistics Canada, National Household Survey, 2011

09. Wages⁶

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.

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

TABLE 10

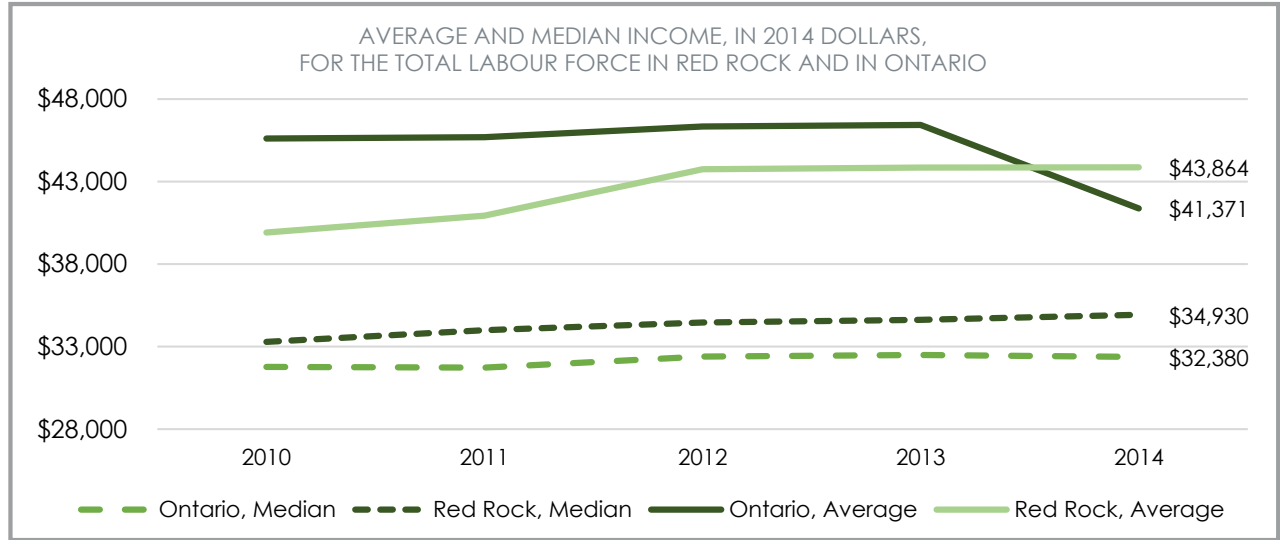
COMPARISON OF AVERAGE HOURLY WAGES BY OCCUPATION BETWEEN NORTHWESTERN ONTARIO AND ONTARIO			
Average Hourly Wages Offered by Occupation, 2015	Northwestern Ontario	Ontario	Difference
Professional occupations in health (except nursing)	\$ 70.73	\$ 48.71	\$ 22.01
Industrial, electrical and construction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

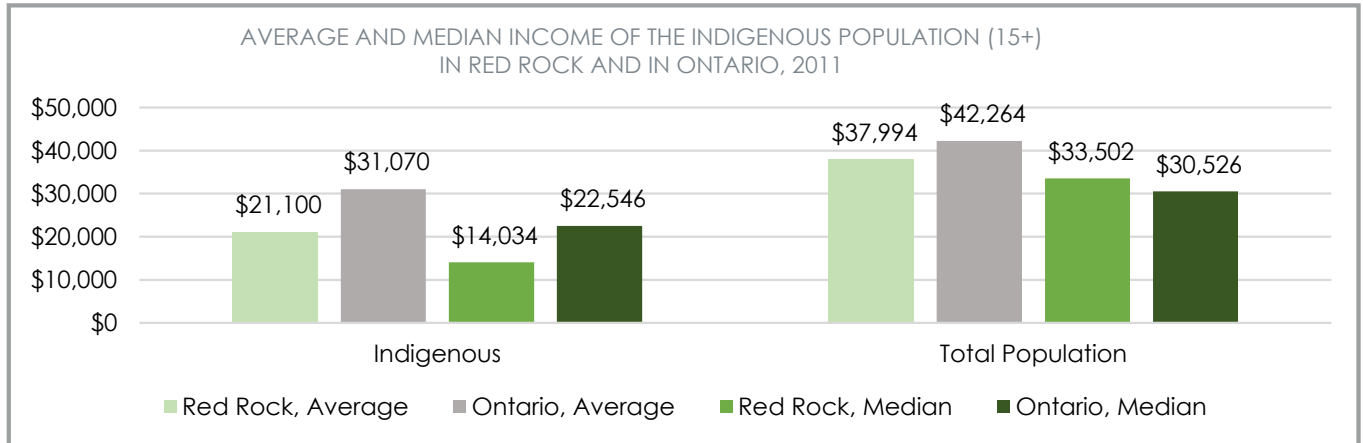
Average and median income indicate how well-off an area and its inhabitants are compared to others. Sources of income also provide information about how much of the community's income comes from the labour market and how much comes from other sources. As such, it can be an indication about the prevalence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

FIGURE 15



Source: Author's calculations based on Taxfiler Red Rock "rural community" (postal code P0T 2P0), and Ontario; Bank of Canada, Consumer Price Index

FIGURE 16



Source: National Household Survey, 2011

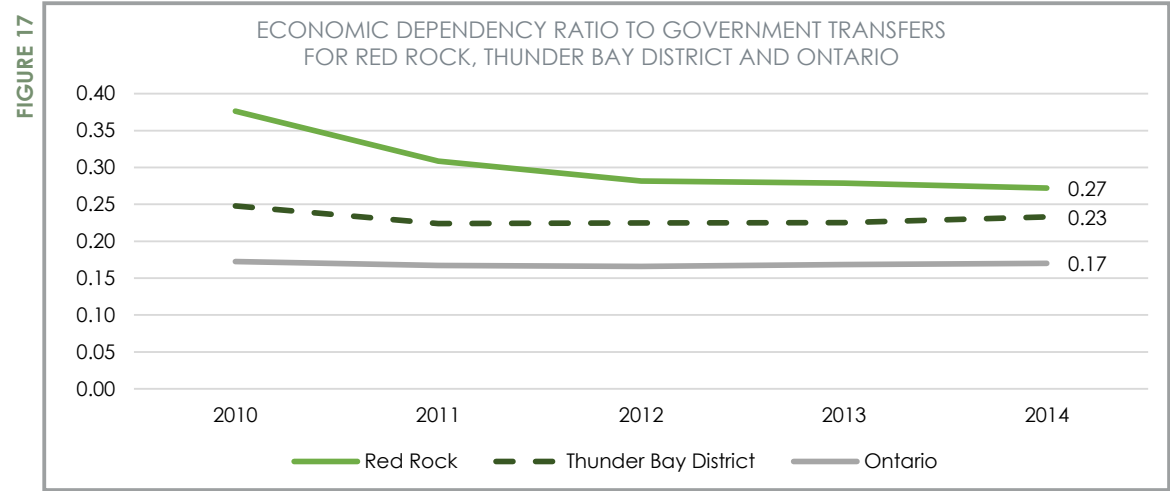
Average income depends on multiple factors, such as the type of jobs available (part-time or full-time) and the dominant industry in a community. Over the 2010 to 2013 period, the average income in Red Rock was lower than that of the province, while the median income was higher (Figure 15). Therefore, income inequalities are less extreme in Red Rock than in Ontario. However, it is interesting to note that, in 2014, the average income in Red Rock was actually higher than that of Ontario because income in the community remained stable while the province experienced a decrease of approximately 11 percent.

In 2011, the average and median incomes of Red Rock's Indigenous population were lower than that of not only other Indigenous populations in Ontario but also the province's overall population (Figure 16). However, given the small size of Red Rock's population (Figure 4) and the high global non-response rate, these numbers should be interpreted with caution.

Furthermore, the economic dependency ratio—the amount of government transfers received compared to the amount of income earned through employment—is higher in Red Rock

than in both the Thunder Bay District and the province of Ontario (Figure 17). Therefore, the community is more dependent on government transfers than the comparative geographical areas.

A large proportion (more than 65 percent) of the government transfers to Red Rock consists of Old Age Security and Canada Pension Plan payments (Table 11). This proportion is higher than that of the Thunder Bay District and Ontario, reflecting the community's age group distribution (Figure 2).



Source: Author's calculations based on Taxfiler Red Rock "rural community" (postal code P0T 2P0), Thunder Bay District, and Ontario

TABLE 11

DISTRIBUTION OF THE INCOME OF THE COMMUNITY BY SOURCE OF INCOME			
Amount of Dollars by Source of Income, 2014	Red Rock	Thunder Bay District	Ontario
Wages/salaries/commissions only	64.6%	64.9%	67.7%
Self-employment only	1.0%	2.3%	4.3%
Employment income	65.6%	67.2%	72.0%
Employment Insurance	1.9%	1.4%	1.1%
OAS/Net federal supplements	4.9%	3.8%	3.3%
CPP/QPP	6.6%	5.4%	3.9%
CCTB	1.1%	1.1%	1.1%
Workers compensation	1.1%	1.0%	0.4%
Social Assistance	0.9%	1.5%	1.1%
Other government transfers	1.3%	1.4%	1.3%
Government transfers	17.9%	15.7%	12.2%
Private pensions	12.3%	10.6%	7.7%
RRSP	0.5%	0.4%	0.4%
Investment	0.7%	3.8%	5.3%
Other income	3.0%	2.3%	2.5%
Total income	100.0%	100.0%	100.0%

Source: Author's calculations based on Taxfiler Red Rock "rural community" (postal code P0T 2P0), Thunder Bay District, and Ontario

POPULATION



895 (2016)



62.93KM²

ON THE SHORE OF
LAKE SUPERIOR
TEN MILES WEST OF
THE NIPIGON RIVER

48°57'N
88°17'W

RED ROCK



OPPORTUNITIES

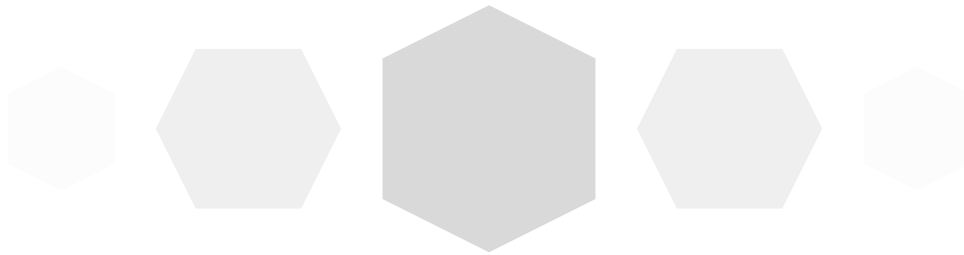
EXIST

FOR THOSE WHO WISH
TO STAY OR RELOCATE
TO THE COMMUNITY

CONCLUSION

Like many other communities in the north, Red Rock faces the challenge of a shrinking and aging population. For the community to be sustainable, this trend must change. Adding jobs will entice more people to settle in the community and vice versa, but it is up to the community to determine which of these options is the priority.

The data presented here suggest that opportunities exist for those who wish to stay in or relocate to Red Rock. Filling the jobs that already exist would foster increased prosperity and create more opportunity in the future. This does not mean that Red Rock should ignore the pursuit of new employers, but it should also focus on the potential of sustaining or expanding employers currently located in the community.



NOTE TO READERS: Moving forward, the Community Labour Market Report Series will be replaced by Community Accounts. This online portal, 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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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

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DU NORD

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