WDB | Workforce Development Board

2023 - 2024 Local Labour Market Planning Report

PETERBOROUGH NORTHUMBERLAND KAWARTHA LAKES HALIBURTON

Canada

EMPLOYMENT ONTARIO

Ontario

ACKNOWLEDGEMENTS

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GLOSSARY

Average Annual Wages: An average annual wage (sometimes called a mean hourly wage) is calculated by adding up all of the annual wages of your sample and dividing the total by the number in your sample.

Canadian Business Counts: Canadian business counts are produced by Statistics Canada to provide numbers of active businesses by industry classification and categories based on employee size for Canada and the provinces and territories.

Census Division: Group of neighbouring municipalities joined together for the purposes of regional planning and managing common services.

Census Metropolitan Area (CMA): A large population centre (known as the core) together with adjacent fringe and rural areas that have a high degree of social and economic integration with the core. A CMA has a population of at least 100,000 of which 50,000 or more must live in the core.

Economic Region: A grouping of complete census divisions (with one exception in Ontario) created as a standard geographic unit for analysis of regional economic activity.

Employment Rate: Number of employed persons expressed as a percentage of the population 15 years of age and over.

Gender: Gender refers to an individual's personal and social identity as a man, woman or non-binary person. Men+ includes men (and/or boys), as well as some non-binary persons. Women+ includes women (and/or girls), as well as some non-binary persons.

Indigenous Population: In Canada, the term Indigenous peoples (or Aboriginal peoples) refers to First Nations, Métis and Inuit peoples.

Labour Market Insights Report: A report produced by a dynamic tool that shows employment recruiting and job search behaviour data. It is generated by the Workforce Development Board's Local Jobs Hub using data collected from national, provincial and local job boards.

Labour Force: Civilian non-institutional population 15 years of age and over who, during the survey reference week, were employed or unemployed and actively seeking work. This is the sum of those employed and unemployed.

Labour Force Status: The sum of the number of persons, aged 15 years and over, in the labour force and those not in the labour force.

Lightcast: A subscription-based software tool that estimates labour market information using trend analysis and econometrics. The economic projections are largely derived from Statistics Canada datasets including the Labour Force Survey, Survey of Employment, Payroll and Hours, and Canadian Occupational Projection System (COPS). Projections of the labour market are not perfect, but can lend insight into the general trends. Lightcast's Canadian job postings data is gathered by scraping company career sites, national and local job boards, and job posting aggregators.

Median Annual Wages: The median annual wage is the boundary between the highest-paid 50 percent of jobs and the lowest-paid 50 percent of jobs. Half of all jobs have an annual wage less than or equal to the median and half are paid more than or equal to the median.

National Occupational Classification (NOC): The National Occupational Classification (NOC) is Canada's national system for describing occupations. The NOC can be used to find where an occupation is classified, its educational requirements or other useful information. More information about the NOC can be found here.

North American Industry Classification System (NAICS): The NAICS is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. Statistics Canada uses NAICS as means to standardize the classification of the industrial structure. More information on the NAICS can be found here.

Not in the Labour Force: Refers to persons who were neither employed nor unemployed. It includes students, homemakers, retired workers, seasonal workers in an 'off' season who were not looking for work, and persons who could not work because of a long-term illness or disability.

OneHub: A tool used to share custom tabulations purchased from Statistics Canada by the Ministry of Labour, Immigration, Training and Skills Development. This data is shared with workforce planning boards across Ontario to assist them with local labour market analysis.

Participation Rate: Total labour force expressed as a percentage of the population aged 15 years and over. The participation rate for a particular group (for example, women aged 25 years and over) is the labour force of that group expressed as a percentage of the population for that group.

Racialized Population: The racialized population encompasses all people that are non-Caucasian in race or non-white in colour.

Unemployment Rate: Number of unemployed persons expressed as a percentage of the labour force. The unemployment rate for a particular group (for example, one defined by age, sex, or marital status) is the number of unemployed persons in that group expressed as a percentage of the labour force for that same group.

Working Age Population: The portion of the population that is 15 years of age or older.

EXECUTIVE SUMMARY

Workforce Development Board's (WDB's) mission is to deliver responsive workforce development solutions to meet local labour market needs through knowledge, resources, and partnerships. One of the methods we use to fulfil our mission is to connect directly with the community we serve through consultations, surveys and focus groups. Our 2023-2024 Local Labour Market Planning Report (LLMP) was informed by input we received from over sixty stakeholders in WDB's catchment area of Peterborough, Kawartha Lakes, Haliburton and Northumberland.

A resounding theme that we heard was that many employers continue to experience a challenging time with recruitment due to a lack of applicants. This labour shortage should not really come as a surprise since fertility rates have remained low for many years with the most recent rate cited on Statistics Canada's Fertility Indicator Dashboard 2022 at 1.33 children per woman. Statistics Canada also notes an annual decline since 2009. When we factor this into the aging population and review the population data for WDB's catchment area with a focus on the core working age population of 15-64 year olds, the population of 15-24 year olds is almost half of those in the 55-64 year old age range.

As many currently in the labour force will retire over the next five to ten years, we also heard that in addition to recruitment, many employers are focusing their efforts on retention of incumbent workers. This provided WDB with an opportunity to re-promote the Recruitment and Retention for Small-to-Medium Employers User Guide that we released last fiscal year as the content is still current and includes a section on retention with tools and resources.

Many employers are looking at hiring a diversified workforce as one strategy to mitigate labour shortages. The provincial and federal governments have implemented policies around immigration that could result in an increase in newcomers to the WDB region. In March 2023, the Provincial Government announced doubling the number of economic immigrants from 9,000 in 2021 to over 18,000 in 2025 in sectors like skilled trades, technology and health care. In its Immigration Levels Plan for the years 2024 to 2026, Immigration, Refugees, and Citizenship Canada (IRCC) noted that Canada is planning to welcome 485,000 new permanent residents in 2024, 500,000 in 2025, with the numbers staying steady at 500,000 in 2026.

While the labour shortage due to the aging population is creating significant challenges that are impacting employers at the local level, it is also creating opportunities to explore new initiatives around workplace culture, an adoption of new technologies, and an increase in diversity in the workplace.

Jennifer Lamantia
Chief Executive Officer
Workforce Development Board

Background

This 2023-24 Local Labour Market Planning (LLMP) Report highlights the demographic and industry composition of the region, as well as key workforce challenges and opportunities. The quantitative information found in this report was derived from a number of data sources as follows:

- 2021 and 2016 Censuses of Population
- Employment Ontario
- Labour Force Survey
- Canadian Business Counts
- WDB Local Jobs Hub
- Lightcast
- Community Data Program
- Taxfiler Income Data
- Employment Insurance Beneficiaries

Input was also received from community partners including local employers, economic development, employment service providers, literacy and basic skills providers and educators. Through 66 consultations and surveys, we were informed of challenges and opportunities within the local labour market (see Appendix B for a list of organizations that participated).

Highlights from the 2023-24 Local Labour Market Planning Report include:

- trends in Employment Ontario client data,
- labour market characteristics, and
- issues and challenges in the local labour market.

The report concludes with an update on the previous year's Action Plan.

Employer and Community Feedback:
WDB Catchment Area

A total of sixty-six (66) stakeholders serving Peterborough, Northumberland, Kawartha Lakes, and Haliburton participated in the local labour market planning consultations, surveys and a focus group.

As in other regions throughout the province, the key challenge in the WDB region is ongoing labour shortages. These shortages are reported across numerous sectors and for both low and high skilled occupations. The industries reporting the most shortages include health care, construction, education, tourism/hospitality and retail. In-demand occupations included nurses, personal support workers, early childhood educators, electricians, millwrights, carpenters, labourers, truck drivers, salespersons, school educators and custodians, cooks and kitchen staff, and administrative and support workers.

Labour shortages can be attributed to many factors. However, one key factor is the aging and retiring workforce. This issue is particularly challenging because there is an insufficient labour supply to replace the aging population. In addition, many employers do not have succession plans in place to prepare for this challenge. For this reason, it is important that employers are able to expand their access to the available labour pools and prepare for a changing workforce.

To increase access to all available sources of labour, other challenges need to be addressed. These challenges include lack of available and flexible public transportation services, adequate childcare services, and affordable and available housing.

Transportation is not only a rural issue and is an issue in populated areas as well. For instance, job seekers and community partners have indicated that current transportation services may not operate in the evenings or nights to accommodate shift workers.

Finding available childcare services is also a struggle for many. There are long waitlists and childcare services do not have the staff and/or resources to create more openings. Childcare is also not available during the evenings, nights or weekends to accommodate the needs of working parents.

The housing shortage has also been a growing issue in the area. Not only is there a lack of available housing, the costs of renting or obtaining a mortgage is not financially feasible for many people. Without available and suitable housing, it becomes very difficult to attract workers from outside the area to move to the WDB region.

Mental health issues continue to be identified as challenges for many job seekers. This combined with a lack of financial means and factors mentioned above make it very difficult for them to find gainful employment. Some employers reported that they are consistently hiring staff year-round and the few applicants they have may never show up to interviews. Above all, they are looking for employees who are reliable, demonstrate a strong work ethic and have a positive attitude.

Employers are looking for workers with skills in computer literacy, interpersonal communications, customer service, self-management and team-building.

Many employers are implementing numerous strategies to help mitigate the challenges around labour shortages. They have increased wages and are offering more flexible work arrangements. Employers have developed hybrid working environments and are making serious efforts in hiring a diversified workforce. Some employers have been proactive in developing succession plans. Others are developing effective onboarding processes and are offering free or low-cost training and upskilling to employees. Employers reported providing accommodation for employees, especially to seasonal workers. Hiring staff from overseas has been a consideration for some employers.

Unfortunately, there have been employers who have had to reduce their hours of operations and/or services or have had to close their business due to labour shortages.

A significant number of employers in the area have indicated they plan to hire over the next twelve (12) months. Unless some of the challenges identified have been addressed, it is anticipated that these employers may have difficulty in finding the workforce they require in the foreseeable future.

Please refer to Appendix A to view the questions asked as part of the community feedback and consultation process.

Labour Force Survey (LFS)

The Labour Force Survey, released monthly by Statistics Canada, tracks economic indicators for select geographies. The data is reported as a three-month moving average unadjusted or adjusted for seasonality with the target population being the non-institutionalised population 15 years of age and over. This information is crucial in understanding trends in local labour markets and can also be used to compare against similar regions or the province as a whole.

LFS data is used to produce the well-known unemployment rate as well as other standard labour market indicators such as the employment rate and the participation rate. The LFS also provides employment estimates by industry, occupation, public and private sector, hours worked and much more, all cross-classifiable by a variety of demographic characteristics. Estimates are produced for Canada, the provinces, the territories and a large number of sub-provincial regions. For employees, data on wage rates, union status, job permanency and establishment size are also produced.

The LFS data is used by different levels of government for evaluation and planning of employment programs in Canada. Regional unemployment rates are used by Employment and Social Development Canada to determine eligibility, level, and duration of insurance benefits for persons living within a particular employment insurance region. The data is also used by labour market analysts, economists, consultants, planners, forecasters and academics in both the private and public sector.

Recently, the monthly LFS sample size rose to 68,000 from 56,000 households since Statistics Canada's Disaggregated Data Action Plan (DDAP) resulting in the collection of labour market information for approximately 120,000 individuals.

Muskoka-Kawarthas Economic Region – Annual Labour Force Rates

The economic region most closely associated with WDB's catchment area is Muskoka-Kawarthas, with the only difference in geography being the inclusion of the District Municipality of Muskoka.

Statistics Canada releases results from the Labour Force Survey by various geographical areas, including economic regions and CMAs. The LFS targets a sample of 303 households in Muskoka-Kawarthas. The data for economic regions are not seasonally adjusted since some regions have too many erratic fluctuations to allow for a reliable estimation of the seasonal patterns.

In 2023, the employment rate for the Muskoka-Kawarthas region was higher than it has been since 2019, and the participation rate was the highest rate seen in the past four years. These increases indicate an increased confidence in the labour market. Over this same period, the unemployment rate for the Muskoka-Kawarthas reached a low of 3.9%. This low rate of unemployment reflects a tight labour market in the Muskoka-Kawarthas and may explain hiring challenges of employers.

Table 2 shows participation, employment and unemployment rates for Ontario for 2023 closely reflect the rates reported in 2019 (pre-COVID-19) and the rates reported last year.

The Muskoka-Kawarthas region has historically had a low annual participation rate, typically between 8 and 10 percentage points below the provincial average. (The participation rate is the percentage of the working age population that is either employed or unemployed but actively seeking work.)

In 2023, the annual participation rate for the Muskoka-Kawarthas region was 56.6% compared to participation rate of Ontario at 65.5%.

Annual unemployment rates in 2023 remained relatively flat at 3.9% for the Muskoka-Kawarthas region compared to 2022 at 4.0%, but significantly lower than reported in 2019 at 6.6%. These unemployment rates continue to be much lower than reported for Ontario.

Table 1: Muskoka-Kawarthas - Annual Labour Force Rates

Characteristic	2019	2020	2021	2022	2023
Unemployment rate (%)	6.6	9.0	7.6	4.0	3.9
Participation rate (%)	54.9	55.0	55.1	55.1	56.6
Employment rate (%)	51.2	50.1	50.9	52.9	54.3

Statistics Canada. Table 14-10-0393-01

Table 2: Ontario – Annual Labour Force Rates

Characteristic	2019	2020	2021	2022	2023
Unemployment rate (%)	5.6	9.8	8.1	5.6	5.7
Participation rate (%)	65.3	63.7	65.2	65.4	65.5
Employment rate (%)	61.6	57.5	59.9	61.8	61.8

Statistics Canada. Table 14-10-0393-01

Peterborough Census Metropolitan Area (CMA)

The Labour Force Survey does not produce monthly labour force characteristics by county level (census division). However, it does produce information by Census Metropolitan Area (CMA).

Only the Peterborough Census Metropolitan Area (CMA) is associated with part of WDB's catchment area. Monthly Labour Force Survey data from the Peterborough CMA closely reflects the situation in Peterborough. The LFS targets a sample of 187 households in this CMA.

In 2023, the participation and employment rates for the Peterborough CMA closely reflect the rates reported in 2019 (pre-COVID-19) and the rates reported over the last two years.

The unemployment rate rose slightly to 4.7% in 2023 compared to 4.5% reported in 2022 and is significantly lower that the rate in 2019 (pre-COVID-19) at 5.9%. Similar to the Muskoka-Kawarthas, low unemployment rates add to the hiring difficulties of employers in the area.

Table 3: Peterborough CMA - Annual Labour Force Rates

Characteristic	2019	2020	2021	2022	2023
Unemployment rate (%)	5.9	10.2	7.8	4.5	4.7
Participation rate (%)	60.5	53.3	60.8	60.5	59.8
Employment rate (%)	56.9	47.9	56.0	57.7	57.0

Source: Statistics Canada. Table14-10-0385-01

Employment Insurance Beneficiaries

One method to understand changes in employment is to analyze beneficiaries of employment insurance (EI).

When workers are unemployed, they, their families, and the country as a whole lose. As workers and their families lose wages, their purchasing power is lost and there is reduced demand for the goods and services that could have been produced. A reduced demand for goods and services can then lead to unemployment for other workers.

Addressing the issue of unemployment requires information about the extent and nature of the problem by answering questions like: How many people are unemployed? How did they become unemployed? How long have they been unemployed? Are their numbers growing or declining? Are they young or old? These kind of statistics—together with other economic data—can be used by policymakers to determine whether measures should be taken to influence the future course of the economy or to aid those affected by joblessness.

The Employment Insurance (EI) program provides temporary income support to unemployed workers while they look for employment or to upgrade their skills. The EI program also provides special benefits to workers who take time off work due to specific life events such as illness or pregnancy.

The Canada Employment Insurance Commission (CEIC) plays a leadership role in overseeing the EI program. The CEIC is also responsible for setting the annual EI premium rate.

COVID-19 had a significant impact on the increase of EI beneficiaries during the period from March 2020 to October 2021 when the Canada Recovery Benefit ended. However, all the COVID-19 benefits did not end until May 2022 as listed below.

COVID-19 Benefit Timelines

COVID-19 Benefit	Timelines
Canada Emergency Response Benefit (CERB)	March 15, 2020 to September 26, 2020
Canada Emergency Student Benefit (CESB)	May 10, 2020 to August 29, 2020
Canada Recovery Benefit (CRB)	September 27, 2020 to October 23, 2021
Canada Recovery Caregiving Benefit (CRCB)	September 27, 2020 to May 7, 2022
Canada Recovery Sickness Benefit (CRSB)	September 27, 2020 to May 7, 2022
Canada Worker Lockdown Benefit (CWLB)	October 24, 2021 to May 7, 2022

The following two charts show monthly numbers of EI beneficiaries for the WDB catchment area, from June 2022 following the end of COVID-19 benefits.

Chart 1

Monthly E.I. Beneficiaries by Gender
WDB Region
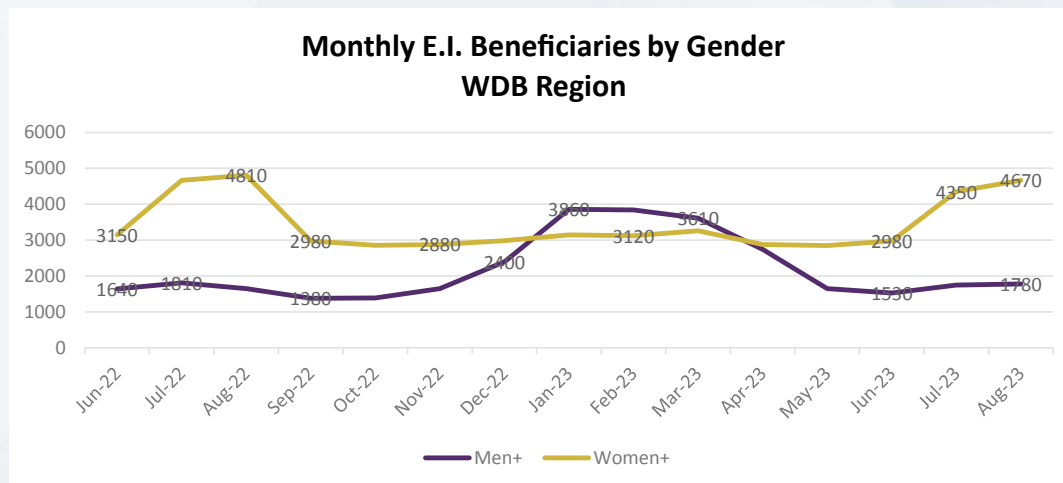
Over the last year, since the COVID-19 benefits ended, there appears to be different trends of EI beneficiaries for men and women. EI benefits for women peaked during the summer months. This may be due to an increased demand to care for children during their summer vacation. To the contrary, EI benefits increased for men during the winter months, reflecting anticipated seasonal layoffs.

The number of claimants in the 25-54 age group are over three times that of other age groups.

Chart 2

Monthly E.I. Beneficiaries by Age
WDB Region
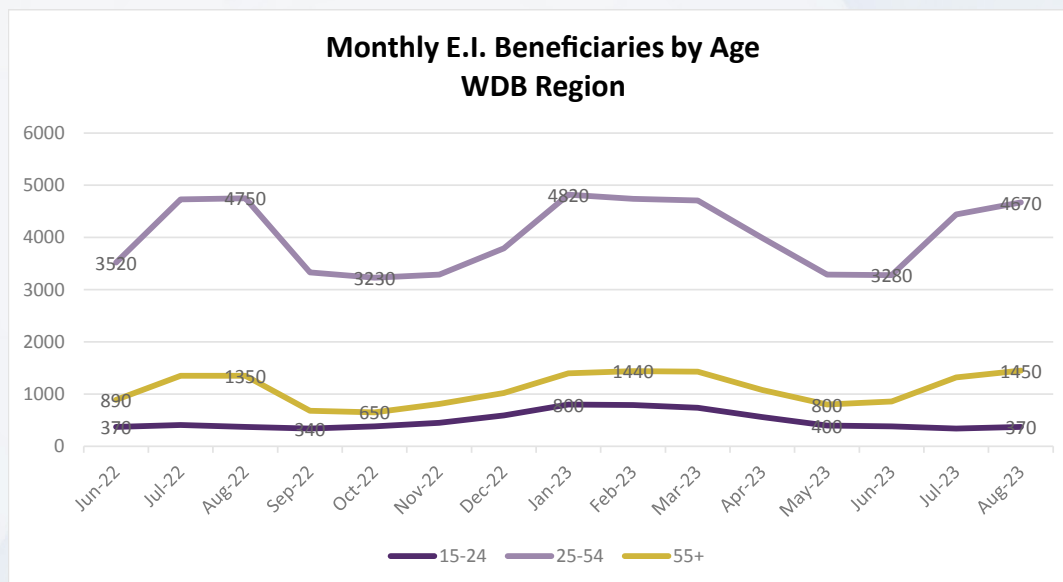
Employment Services Transformation

On February 12, 2019, the provincial government announced its plan to transform the province's employment services, making Ontario's employment services more efficient, streamlined and outcomes-focused.

As part of the transformation, the new service delivery model integrates social assistance, employment services, and other government employment services, into Employment Ontario. The new system is more responsive to the needs of job seekers, businesses and local communities.

The changes to Ontario's employment services are being implemented over several years.

At the time of this report's publication, twelve (12) of fifteen (15) catchment areas now have Service System Managers (SSMs). SSMs oversee the operation of employment services. The catchment areas undergoing selection process include Toronto, Northeast, and Northwest. The following lists the catchment area followed by the SSM:

1. **Windsor-Sarnia:** City of Windsor with Workforce WindsorEssex
2. **London:** City of London
3. **Stratford-Bruce Peninsula:** Corporation of the County of Bruce
4. **Kitchener-Waterloo-Barrie:** Serco with Deloitte Inc. and Thrive Career Wellness Inc.
5. **Hamilton-Niagara Peninsula:** Fedcap Inc.
6. **Halton:** Fedcap Inc.
7. **Peel:** WCG – Canadian Subsidiary of the International AMP Group Pty Ltd.
8. **York:** WCG – Canadian Subsidiary of the International AMP Group Pty Ltd.
9. **Durham:** Regional Municipality of Durham with Durham Workforce Authority and Durham College
10. **Muskoka-Kawarthas:** Fleming College
11. **Kingston-Pembroke:** Serco with Deloitte Inc. and Thrive Career Wellness Inc.
12. **Ottawa:** WCG – Canadian Subsidiary of the International AMP Group Pty Ltd.

Employment Ontario Program Data

The Ministry of Labour, Immigration, Training and Skills Development provides Employment Ontario (EO) program data to Workforce Planning Boards on an annual basis.

As WDB's catchment area falls within the Service System Manager (SSM) for Muskoka-Kawarthas, the Employment Services (ES) client data is collected within this new system. Muskoka-Kawarthas Employment Services (MKES)—a division of Fleming College—oversees the operation of all employment service providers in Haliburton County, City of Kawartha Lakes, District of Muskoka, Northumberland County, and City and County of Peterborough. MKES is therefore the SSM for the WDB region.

This report presents Integrated Employment Services (IES) data for Muskoka-Kawarthas, comparing the last two years of data (since its inception). It also presents three-year trends in WDB's catchment area, as well as comparisons to Eastern Region and Ontario, for the following EO programs:

• Literacy and Basic Skills (LBS)
• Apprenticeship
• Canada-Ontario Job Grant (COJG) – employer and participant
• Better Jobs Ontario

Integrated Employment Services: Muskoka-Kawarthas

Compared to last year, there was an increase in the number of clients for the Hamilton-Niagara Peninsula SSM and the Peel SSM of 8.0% and 5.0% respectively. However, there was a small decrease of 2.1% in the number of clients for the Muskoka-Kawarthas SSM.

Only the counties of Peterborough and Northumberland within the Muskoka-Kawarthas SSM saw an increase in clients.

Chart 3
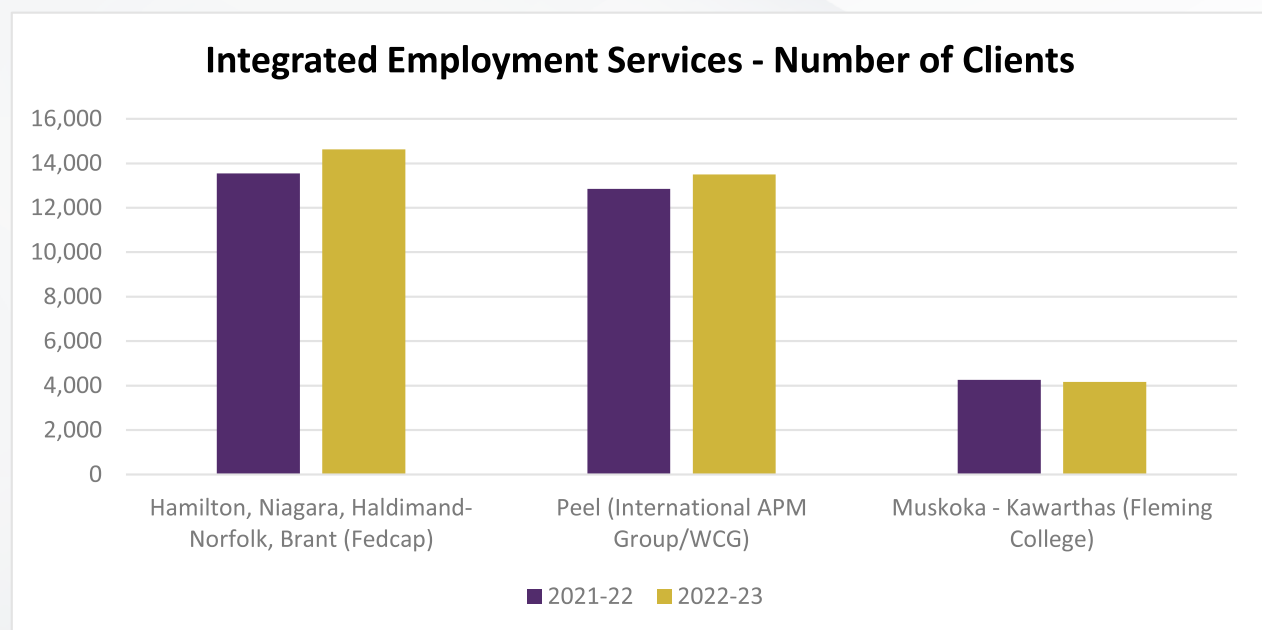
Source: Employment Ontario, IES Program Data, Ministry of Labour, Immigration, Training and Skills Development
Totals may not add due to data suppression or insufficient data

Table 4: Integrated Employment Services - Number of Clients - by County

Region	2021 - 22	2022 - 23
Peterborough	1,730	1,809
Northumberland	746	892
Kawartha Lakes	1,084	894
Haliburton	190	141
Muskoka	507	433
Muskoka - Kawarthas SSM	**4,257**	**4,169**

Source: Employment Ontario IES Progam Data, Ministry of Labour, Immigration, Training and Skills Development

Over the last year, clients serviced in the three SSM regions were mainly in the 25-44 age group, followed by clients aged 45-64. This was a similar pattern in the counties within the Muskoka-Kawarthas SSM.

Chart 4
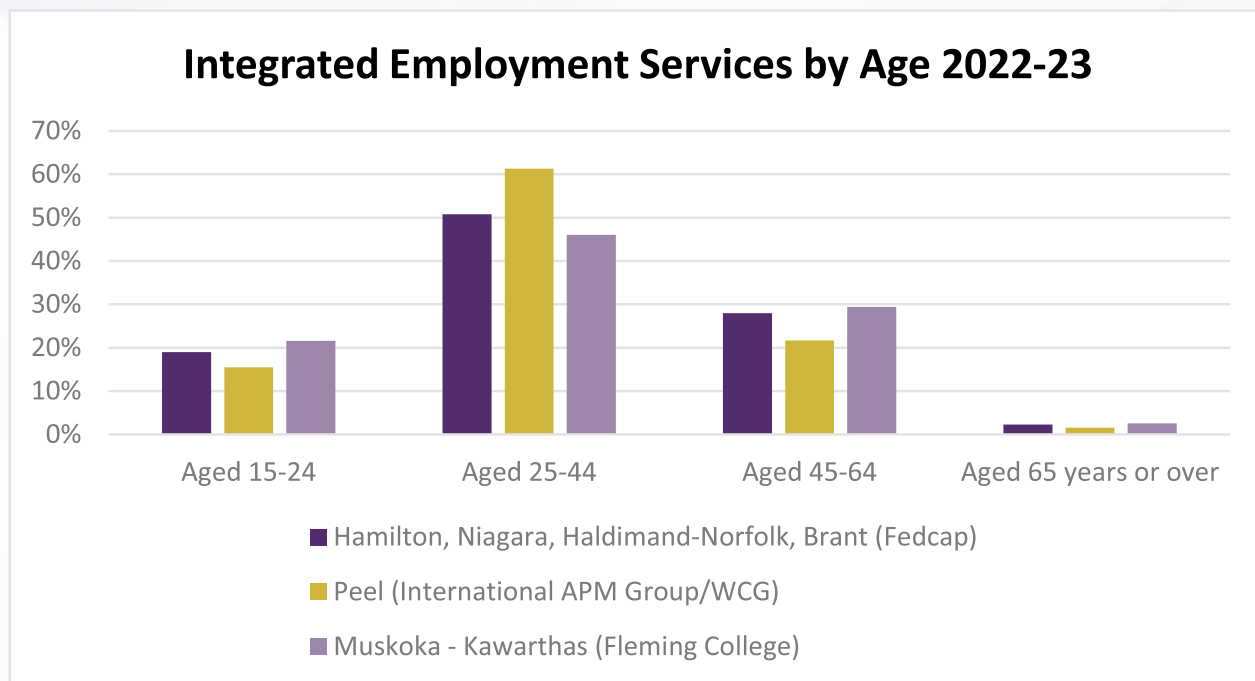
Integrated Employment Services by Age 2022-23

Legend:
- Hamilton, Niagara, Haldimand-Norfolk, Brant (Fedcap)
- Peel (International APM Group/WCG)
- Muskoka - Kawarthas (Fleming College)

Source: Employment Ontario, IES Program Data, Ministry of Labour, Immigration, Training and Skills Development
Totals may not add due to data suppression or insufficient data

Gender ratios were higher for men than women in the Hamilton-Niagara Peninsula SSM and Muskoka-Kawarthas SSM over the last year. This trend was also observed for the five counties in the Muskoka-Kawarthas SSM.

Table 5: Integrated Employment Services - % Clients by Gender - SSM Regions

2022 - 23	Women	Men
Hamilton, Niagara, Haldimand-Norfolk, Brant (Fedcap)	46.3%	52.1%
Peel (International APM Group/WCG)	54.4%	44.8%
Muskoka - Kawarthas (Fleming College)	46.1%	51.7%
Ontario - Total IES Data by SSM	**49.7%**	**48.7%**

Source: Employment Ontario, IES Program Data, Ministry of Labour, Immigration, Training and Skills Development
Totals may not add due to data suppression or insufficient data

In 2022-23, the two main income categories for clients in the SSM regions were "No source of income" and "Ontario Works". This finding is not surprising as many clients of employment service providers face many challenges--lack of sufficient income being a significant difficulty–and was a similar finding in 2021-22. The Peel SSM, however, experienced a dramatic increase in the number of clients with no source of income from 2021-22.

Chart 5

Integrated Employment Services - By Source of Income 2022-23
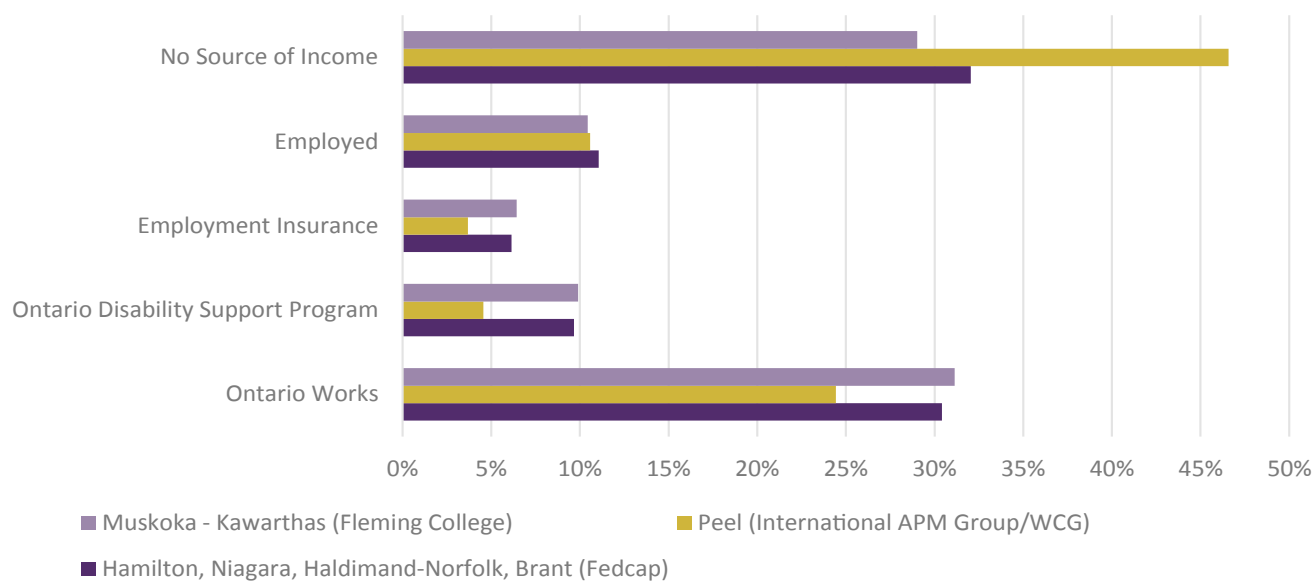
Legend:
- Muskoka - Kawarthas (Fleming College)
- Peel (International APM Group/WCG)
- Hamilton, Niagara, Haldimand-Norfolk, Brant (Fedcap)

Source: Employment Ontario, IES Program Data, Ministry of Labour, Immigration, Training and Skills Development
Totals may not add due to data suppression or insufficient data

Similar to the Hamilton-Niagara Peninsula region, the highest-level educational attainment of SSM clients in the Muskoka-Kawarthas was primarily the completion of secondary school (33.8%) and in apprenticeship or college certificate/diploma (22.2%). These levels of education accounted for a combined ratios of 50-55% of SSM clients in these two regions. In comparison, the highest level of educational attainment for the Peel SSM was university graduates at 45%, up from a total of 41.2% last year.

Persons with disabilities made up the largest client segment in the Hamilton-Niagara Peninsula SSM and in the Muskoka-Kawarthas SSM at 43.6% and 54.7% respectively. This was similar to the previous year in 2021-22.

The largest client segment in the Peel SSM was the racialized population, representing 75.9%. This was also the largest client segment reported in 2021-22 for this area.

See Tables C1-10 in Appendix C for additional information.

Literacy & Basic Skills (LBS)

The total number of in-person LBS learners increased in 2022-23 from last year in the WDB region, but remains less than reported in 2020-21. This increase is partially attributed to the renewed confidence in social environments since the COVID-19 pandemic. Eastern Ontario and Ontario had increases in in-person LBS learners over the last two years. The LBS in-person learners include both new and carry-over learners.

Chart 6
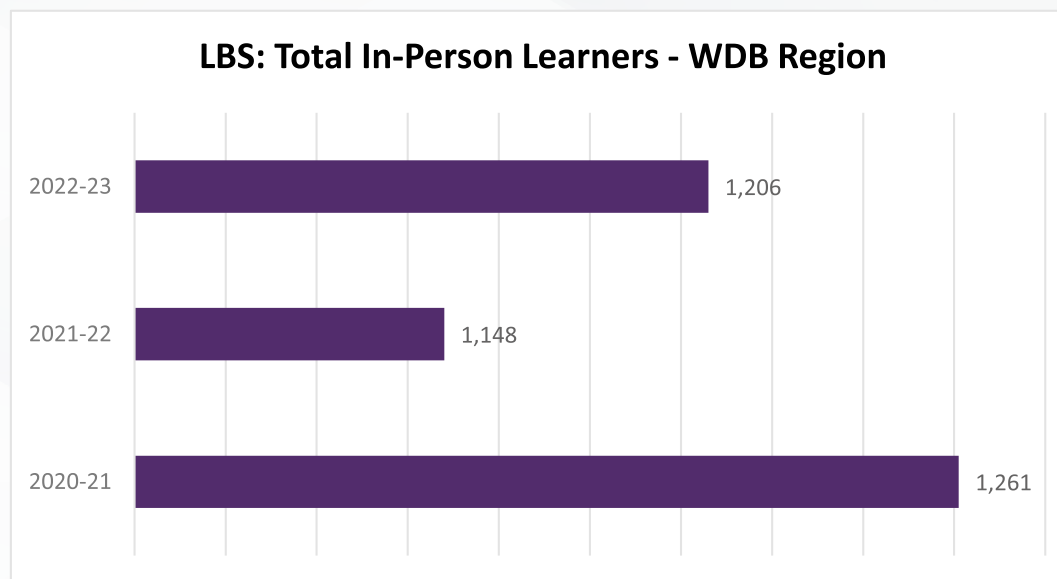
LBS: Total In-Person Learners - WDB Region

Year	Learners
2022-23	1,206
2021-22	1,148
2020-21	1,261

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development

Table 6: Total Number of In-Person Learners by Other Regions

	2020 - 2021	2021 - 2022	2022 - 2023	Change from 2021 - 2022 to 2022 - 2023	% Change
WDB	1,261	1,148	1,206	58	5.1%
Eastern Ontario	6,289	6,550	6,744	194	3.0%
Ontario	33,025	35,164	36,120	956	2.7%

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development

In 2022-23, 56.6% of the total in-person learners in the WDB region were women and 40.8% were men (totals may not add due to insufficient data in other gender categories). Eastern Ontario and Ontario had a higher percentage of women at 62.5% and 63.7%, respectively.

The levels of educational attainment of the in-person learners were as follows: 29.0% had some secondary school, 32.9% had attained a secondary school diploma and 26.4% had attained a college diploma, certificate of apprenticeship or university degree.

Similar to last year, the highest number of in-person LBS learners in WDB's catchment area were in the 25-44 age group. There was a lower proportion of clients in this age group compared to Eastern Ontario and Ontario, but this was offset by a higher percentage of clients in the 15-24 age group.

Chart 7
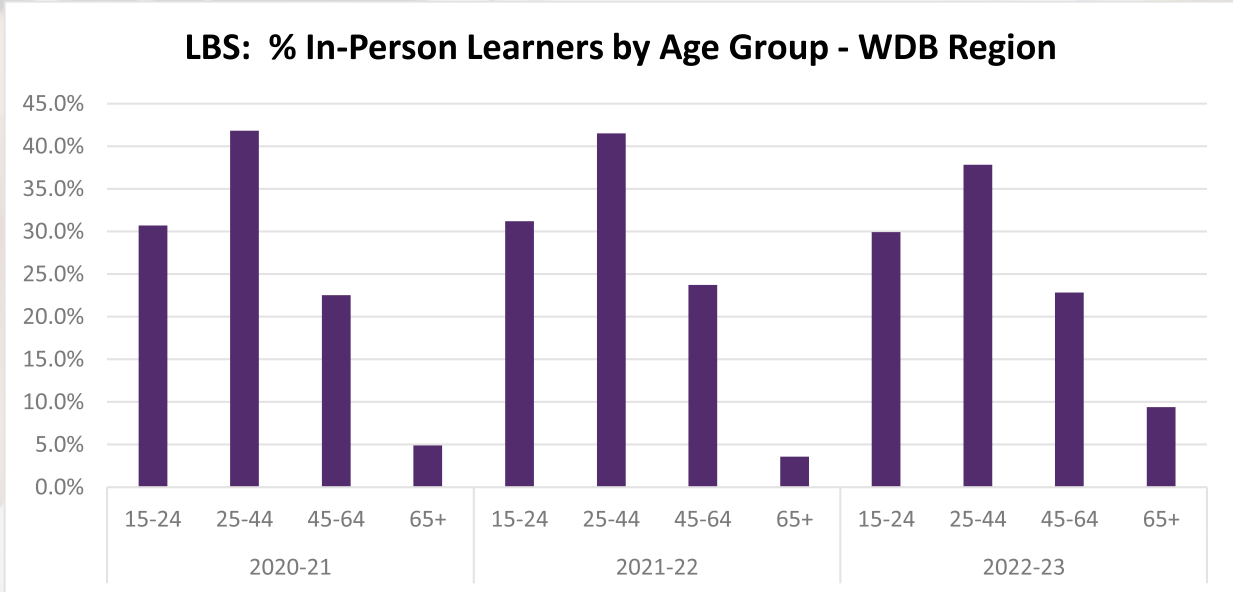
LBS: % In-Person Learners by Age Group - WDB Region

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development

Chart 8

LBS: % In-Person & E-Channel Learners by Age by Other Regions
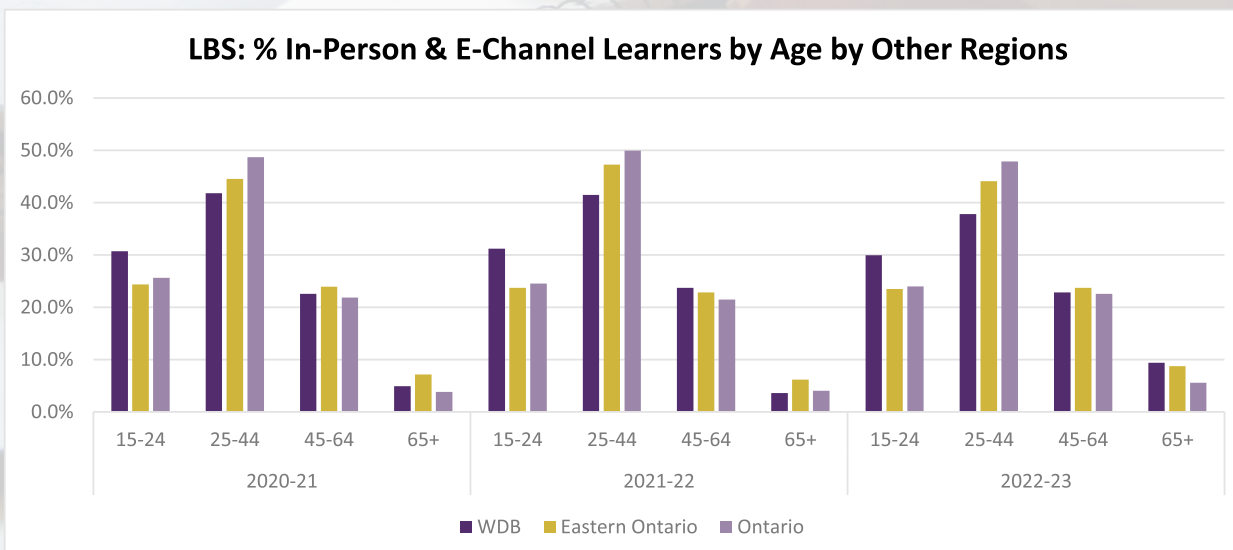
Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development
Note: WDB Region and Eastern Ontario have no E-Channel Learners

See Tables C11 and C12 in Appendix C for more information.

Apprenticeship

New registration and modular training registrations in 2022-23 both saw increases of 29.4% and 16.3% respectively over last year. Modular training is on-the-job training that is provided in response to skills needs or health and safety concerns. Working with industry, the Ministry of Labour, Immigration, Training and Skills Development develops training standards, administers the modular training programs, and certifies the trainees.

There has been continued growth in the number of active apprentices in the region, indicating commitment to the apprenticeship. It is also encouraging that the number of issued Certificate of Apprenticeships have continued to increase at 21.0% from last year, translating into higher completion rates.

Similar growth in new registrations and Certificate of Apprenticeship were reported in Eastern Ontario and Ontario.

Chart 9
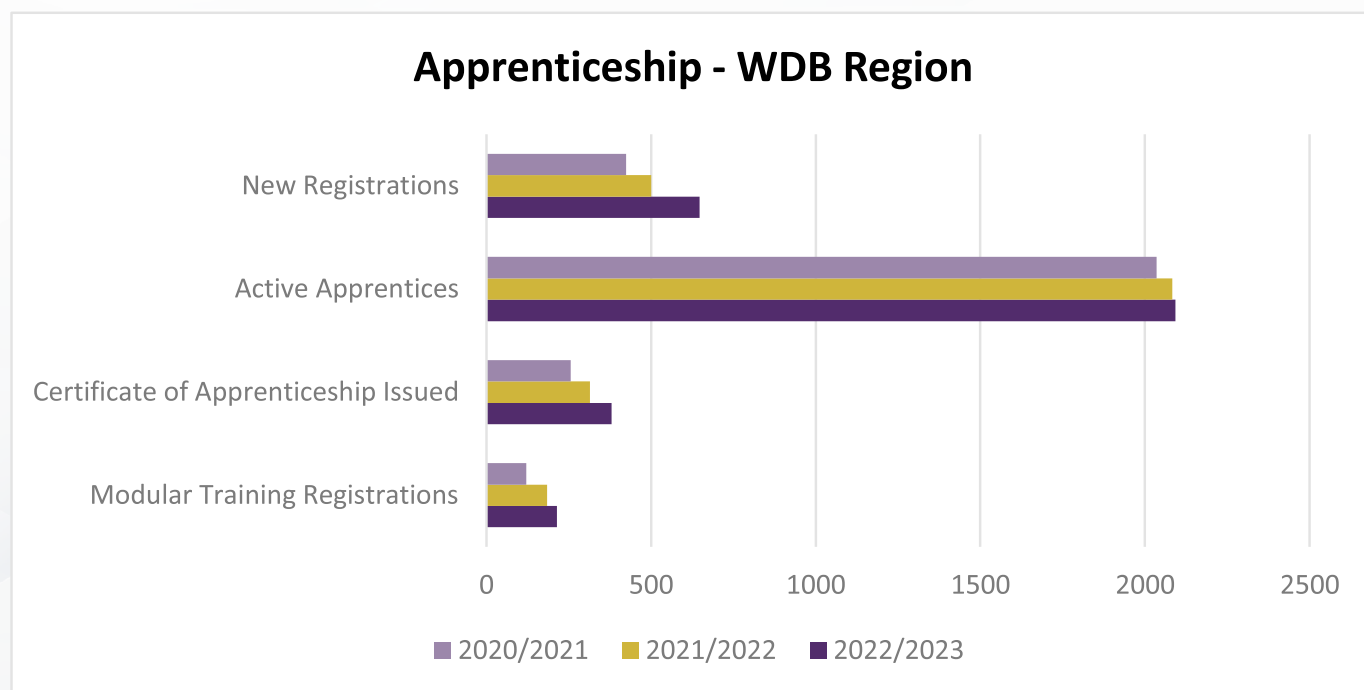
Apprenticeship - WDB Region

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development
Totals may not add to 100% due to insufficient data

In 2022-23, 80.6% of new apprenticeship registrations were men, while 19.4% were women. The number of registrants that were women increased by 5.1% from last year. The majority of clients (56.6%) were between the ages of 15 and 24; 42.2% of clients were between 25 and 44 years of age.[1]

In Eastern Ontario, 87.2% of new apprenticeship registrations were men and 12.5% were women compared to 86.3% and 12.9%, respectively, in Ontario.[2]

Table 7: New Apprenticeship Registrations by Age Group (2022-23)

Region	15 - 24	25 - 44	45 - 64	65 +
WDB	56.6%	42.2%	X	X
Eastern Ontario	53.1%	46.1%	2.2%	X
Ontario	50.1%	46.2%	3.6%	0.1%

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development
An X field indicates data suppression due to insufficient amount of data

The top three (3) apprenticeship registration occupations were carpenters, electricians, and automotive technicians—the skilled trades that typically employ the largest number of people.

Table 8: Top 10 Apprenticeship Registrations by Occupation - WDB Region

Top 10 Registrations 2020-21	Top 10 Registrations 2021-22	Top 10 Registrations 2022-23
General Carpenter	Electrician - Construction and Maintenance	General Carpenter
Electrician - Construction and Maintenance	General Carpenter	Electrician - Construction and Maintenance
Automotive Service Technician	Automotive Service Technician	Automotive Service Technician
Powerline Technician	Powerline Technician	Plumber
Utility Arborist	Truck and Coach Technician	Hairstylist
Truck and Coach Technician	Hairstylist	Powerline Technician
Construction Craft Worker	Construction Craft Worker	Truck and Coach Technician
Plumber	Utility Arborist	Industrial Mechanic Millwright
Hairstylist	X	Utility Arborist
Industrial Mechanic Millwright	X	Child Development Practitioner

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development

See Tables C13 and C14 in Appendix C for more information.

[1] Totals do not add up to 100% due to insufficient data.
[2] Totals do not add up to 100% due to insufficient data.

Canada-Ontario Job Grant (COJG)

The Canada-Ontario Job Grant (COJG) provides opportunities for employers to invest in their workforce with financial support from the government.

Employers

2022-23 saw a decrease in the number of employers participating in the Canada-Ontario Job Grant in the WDB region compared to last year, but with similar participation rates compared to 2020-21. This decrease could indicate that employers do not have the resources to invest in their workforce, despite assistance from the government. A similar decrease in the number of employers participating in the program was observed in Eastern Ontario and Ontario.

The majority of the 91 employers that received the COJG in 2022-23 had fewer than 50 employees (88%) compared to 80.6% in Eastern Ontario and 73.9% in Ontario. Training was provided by a mix of private trainers, public colleges, and registered private career colleges.

Chart 10
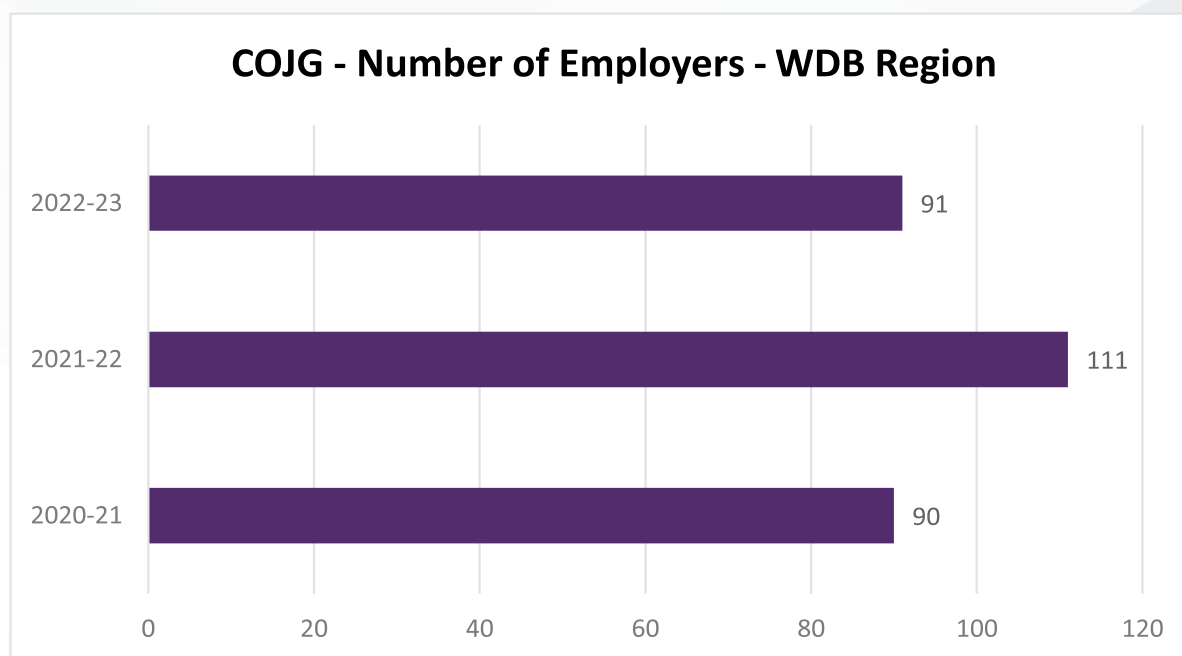
COJG - Number of Employers - WDB Region

Year	Number
2022-23	91
2021-22	111
2020-21	90

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development

Participants

During 2022-23, the number of participants in the COJG program decreased as a direct result of the decrease in the number of employers in the WDB region. For the same reason, Eastern Ontario and Ontario experienced a decrease in the number of participants.

Most participants in COJG tend to be in the prime working ages of 25-44, followed by the 45-64 age group.

More men (66.5%) participated in the COJG program than women in the WDB region. The participation rate of men in the region is higher than in Eastern Ontario (59.8%) and Ontario (61.4%).

Chart 11
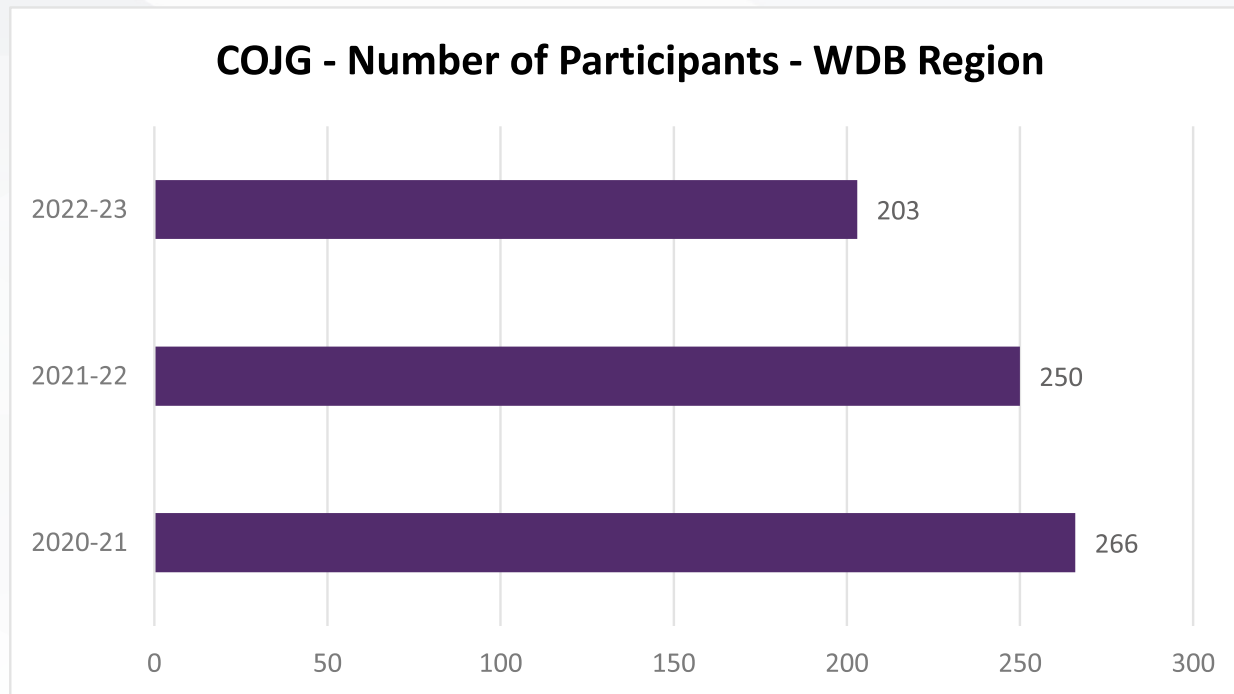
COJG - Number of Participants - WDB Region

Year	Participants
2022-23	203
2021-22	250
2020-21	266

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development

Chart 12

COJG - Number of Participants by Age - WDB Region
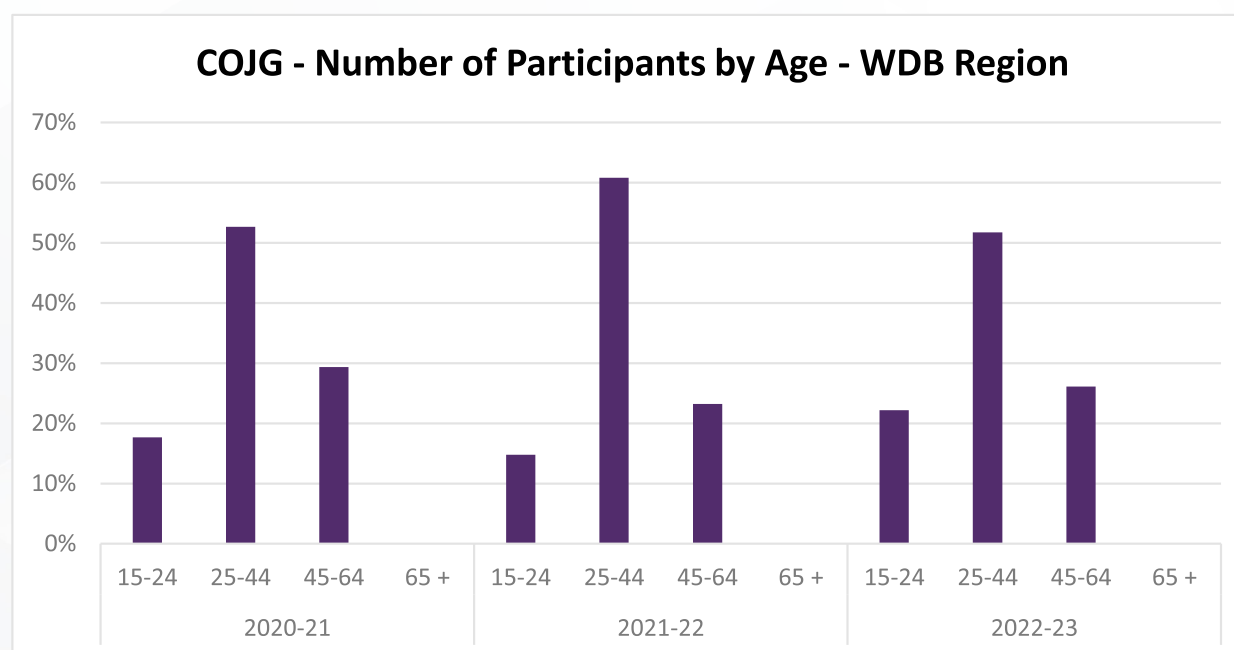
Totals may not add due to insufficient data reported in age categories.

Better Jobs Ontario

Better Jobs Ontario (formerly Second Career) is an application-based grant program that provides unemployed individuals with vocational skills training. This training program, which takes 52 weeks or less to complete, is available to unemployed individuals for which skills training is the most appropriate intervention to transition into high-skilled, in-demand occupations. This program is available to unemployed individuals, who have been laid-off, or are from a low-income household experiencing challenges participating in the labour market.

Participants

In 2022-23, the number of participants in Better Jobs Ontario in the WDB region was similar to last year. The number of participants increased in Eastern Ontario, but significantly decreased in Ontario. This decrease may be indicative of a strong labour market with less of a demand for this program.

Chart 13
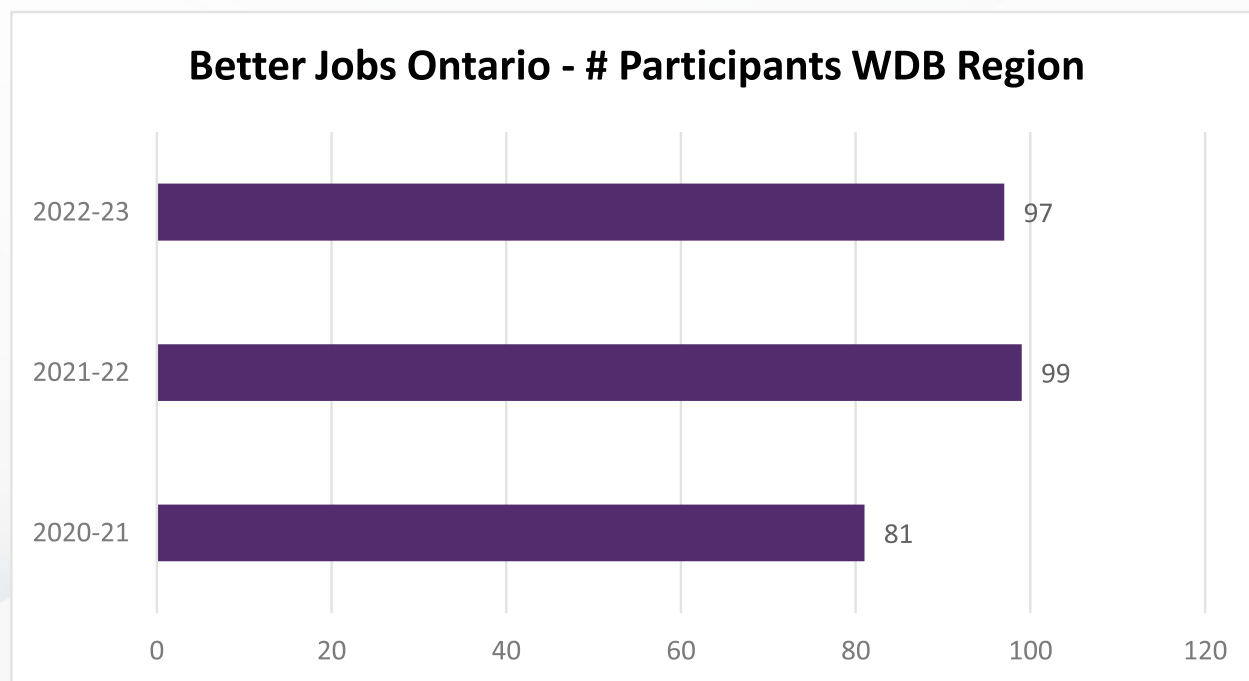
Better Jobs Ontario - # Participants WDB Region

Year	Participants
2022-23	97
2021-22	99
2020-21	81

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development

Table 9: Better Jobs Ontario - Number of Participants

	2020 - 21	2021 - 22	2022 - 23
Peterborough	17	36	34
Northumberland	27	26	18
Kawartha Lakes	22	32	42
Haliburton	X	X	X

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development
An X field indicates data suppression due to insufficient amount of data

The participants of Better Jobs Ontario were primarily 25-44 years of age, followed by participants in the 45-64 years age group.

More men than women participated in the program in the WDB region (52.6%), Eastern Ontario (61.9%), and Ontario (58.8%).

Chart 14
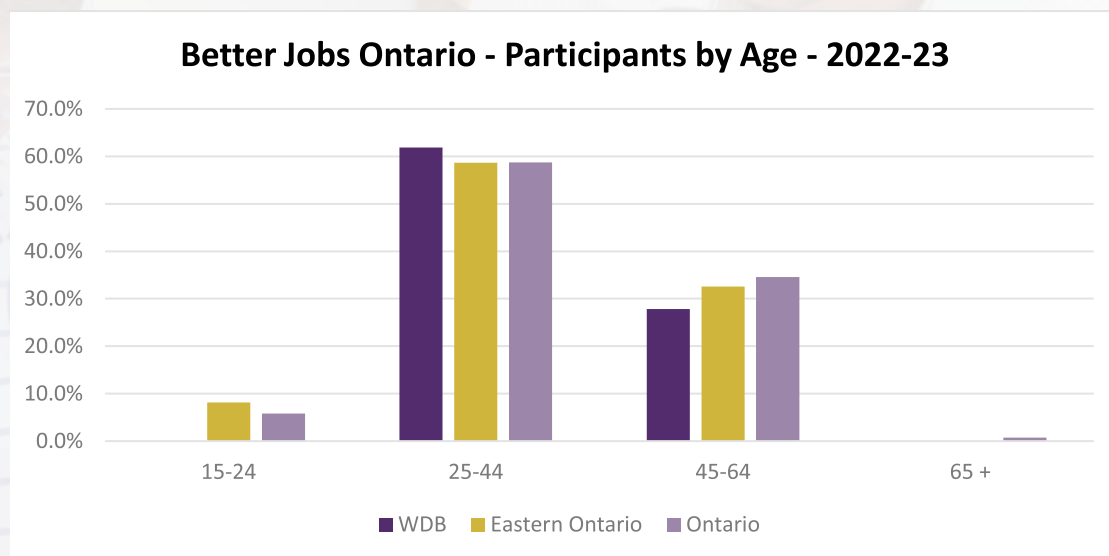
Better Jobs Ontario - Participants by Age - 2022-23

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development
Totals may not add due to rounding or insufficient data

Much of the data was suppressed in identifying participant registration in the WDB region. However, the two occupations listed were transport truck driver and heavy equipment operators.

Table 10: Better Jobs Ontario Registrations by Occupation - WDB Region

Registrations 2020-21	Registrations 2021-22	Registrations 2022-23
Transport Truck Driver (18)	Transport Truck Driver (20)	Transport Truck Driver (29)
	Heavy Equipment Operators (11)	Heavy Equipment Operators (13)

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development
Totals may not add due to rounding or insufficient data

WDB's Catchment Area

Demographics

According to the 2021 Census data, WDB's catchment area had a population of 336,865. This was an increase of 6.1% (19,515) compared to the previous 2016 Census figures. This rate of growth was higher than reported in Ontario and Canada at 5.5% and 5.2%, respectively.

Table 11: Population by Age - WDB Catchment Area

Age	Total 2016	Total 2021	Change	% Change
0-14	42,850	45,095	2,245	5.2%
15-24	34,265	32,320	**-1,945**	**-5.7%**
25-44	62,760	71,520	8,760	14.0%
45-54	43,455	37,210	**-6,245**	**-14.4%**
25-54	106,215	108,730	2,515	2.4%
55-64	55,210	57,830	2,620	4.7%
65+	78,815	92,895	14,080	17.9%
55+	134,025	150,725	16,700	12.5%
Total Population	**317,355**	**336,870**	**19,515**	**6.1%**
Total Population 15+	**274,505**	**291,775**	**17,270**	**6.3%**
Pop 15+/Total Pop	**86.5%**	**86.6%**		

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

Population Data: Ages 15 Years and Over

In 2021, the population 15 years and over in the WDB region represented 86.6% of the total population. This rate was slightly higher than reported in 2016 at 86.5%. The WDB region had higher population ratios in both census years compared to Ontario at 84.2% in 2021 and 83.6% in 2016.

In the WDB region, the population 15 years and over grew 17,270 or 6.3% since 2016. The population growth of the population ages 0-14 grew 2,245 or 5.2% and represented 13.4% of the total population in 2021 compared to 13.5% in 2016. The proportional growth of both population groups explains why there was little change in their share of the total population from 2016 to 2021.

The Indigenous population aged 15 and over represents 3.5% of the working age population. There was a population increase in the Indigenous population of 1,755 or 20.5% since 2016.

The racialized population aged 15 and over represents 4.5% of the working age population and there was a population increase of 4,965 or 60.7% since 2016.

The WDB region saw 1,675 newcomers aged 15 years and over added to its population during the period 2016 to 2021.

The significant growth of the racialized populations 15 and over is largely reflective of the increase in migration to the WDB region from other parts of the province or country and to a lesser extent international migration.

Table 12: Population by Ages 15 and over - Indigenous and Racialized Populations

WDB Region	Total Population 15+	Total Indigenuos Population 15+	% Total Pop 15+	Total Racialized Population 15+	% Total Pop 15+
2016	274,505	8,570	3.1%	8,185	3.0%
2021	291,775	10,325	3.5%	13,150	4.5%
Change	17,270	1,755		4,965	
% Change	6.3%	20.5%		60.7%	

Source: Statistics Canada Census Population Data - 100% Sample; Custom Census Tabulations - Tables 1A, 2A, 2021 Census - 25% Sample, Table 5, 2016 Census 2016 - 25% Sample

Table 13: Newcomers - Immigration Period 2016-2021 by Gender - Ages 15 and over

	Total Newcomers 15+ (2016-2021)	Men	% Men	Women	% Women
Peterborough	1,115	570	50.9%	550	49.1%
Northumberland	360	165	45.8%	195	54.2%
Kawartha Lakes	180	90	51.4%	85	48.6%
Haliburton	20	20	100.0%	0	0.0%
WDB Region	**1,675**	**845**	**50.4%**	**830**	**49.6%**
Ontario	488,425	235,170	48.1%	253,250	51.9%

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 2A Parts 1 & 2 - 25% Sample Data
Totals may not add due to rounding.

Women represented 51.3% of the population 15 years and over and men represented 48.7% in the WDB region. These gender ratios are similar to 2016 and to Ontario.

These percentages are also reflective of the women to men ratios for the Indigenous and racialized populations 15 and over. The newcomer population was closer to a 50-50 gender split.

Table 14: % Population Ages 15+ by Gender

WDB Region	2016	2021
Men 15+	48.5%	48.7%
Women 15+	51.5%	51.3%
Total Population 15+	**100.0%**	**100.0%**

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

The population aged 55 and over was the largest age group in the region at 53% of the total population, surpassing that of the core working age group of 25-54 at 37%. This indicates an older workforce than Ontario with population in the age group of 25-54 at 47% and 39% of those 55 and over.

The Indigenous population ages 25-54 was 47.5% of the total working age population, similar to the percentage of this age group in Ontario (Source: Statistics Canada. Data Tables 2021 Census - Table 98-10-0266-01). With only 32% of the population 55 and over, there is a much younger workforce within the Indigenous population compared to the general population.

The racialized population shows age ratios similar to that of the Indigenous population in the WDB catchment area and in Ontario.

Over 70% of newcomers in the WDB region and in Ontario are between the ages of 25-54. Approximately 10% are aged 55 and over (See Table C15 in Appendix C for more information).

Chart 15

% Age Groups by Population 15 years and over WDB Region
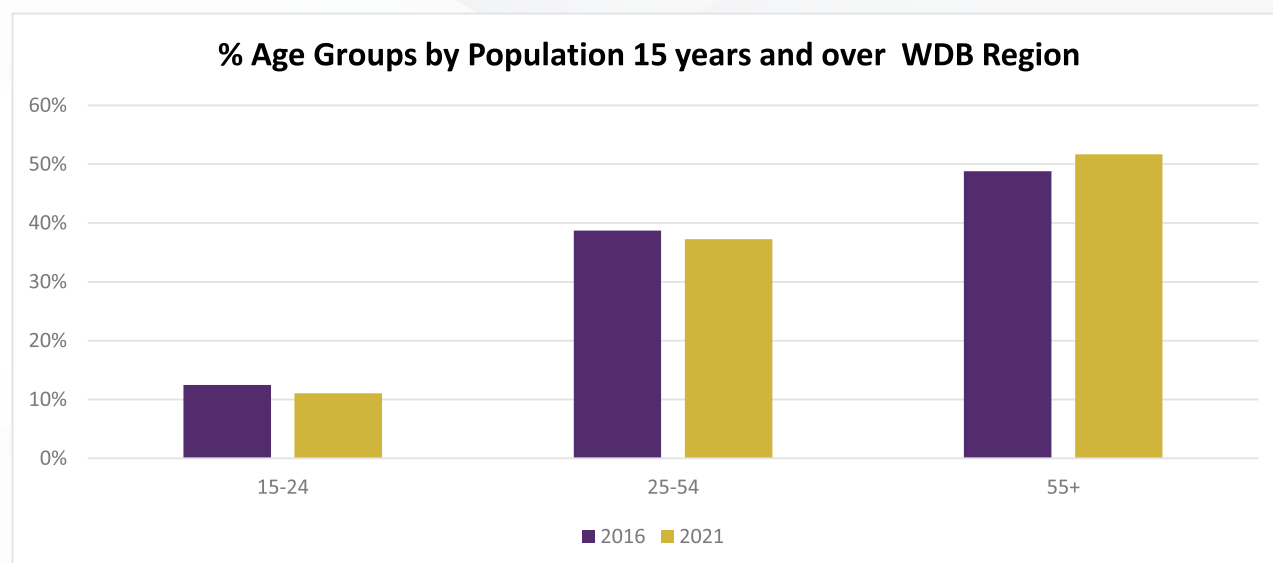
Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample

See Tables C16, C22 and C28 in Appendix C for more information.

Income

Annual income estimates are provided for the development and dissemination of annual small area socio-economic data for Canadians and their families. These data, collected primarily from income tax returns submitted to the Canada Revenue Agency (CRA), provide income and demographic information for sub-provincial geographic areas. Data are used by municipal, provincial and federal government departments to evaluate programs and support policy recommendations. Data are used in business and educational fields to learn more about the markets targeted. Academics and researchers use the data for analyses of socio-economic conditions. The most recent data was released on July 12, 2023 for data collected in 2021.

There were only two geographical areas, within or covering parts of the WDB region—Peterborough Census Metropolitan Area (CMA) and Kawartha Lakes Census Agglomeration (CA) area.

In 2021, in the Peterborough CMA, there was a decrease in the number of taxfilers who had income less that $25,000. All the other income groups had an increase in the number of taxfilers, most prominently those reporting income of $25,000 to $75,000. There was also significant growth in the number of taxfilers with incomes of $75,000 to $150,000.

Table 15: Number of Taxfilers by Total Income – Peterborough CMA

Income Groups	2016	2021	Change	% Change
Under $10,000	9,240	7,080	**-2,160**	**-23.4%**
$10,000 - $24,999	23,500	21,380	**-2,120**	**-9.0%**
$25,000 - $49,999	27,210	31,990	4,780	17.6%
$50,000 - $74,999	14,180	19,180	5,000	35.3%
$75,000 - $99,999	7,020	9,550	2,530	36.0%
$100,000 - $149,000	4,540	8,140	3,600	79.3%
$150,000 - $199,999	590	1,000	410	69.5%
Above $200,000	670	1,470	800	119.4%
Total Income Groups	**86,950**	**99,790**	**12,840**	**14.8%**
Median Total Income	**$33,830**	**$40,860**	**$7,030**	**20.8%**

Source: Statistics Canada – Annual Income Estimates (T1 Family File)

Kawartha Lakes CA had a decrease in the number of taxfilers who had incomes under $10,000. Similar to the Peterborough CMA, there was substantial increases in the number of taxfilers who had incomes of $25,000 to $75,000. There were also significant increases in the number of taxfilers who had incomes of $75,000 to $100,000.

Table 16: Number of Taxfilers by Total Income – Kawartha Lakes CA

Income Groups	2016	2021	Change	% Change
Under $10,000	5,860	4,530	**-1,330**	**-22.7%**
$10,000 - $24,999	14,500	14,640	140	1.0%
$25,000 - $49,999	16,910	20,630	3,720	22.0%
$50,000 - $74,999	8,700	12,700	4,000	46.0%
$75,000 - $99,999	4,020	6,030	2,010	50.0%
$100,000 - $149,999	2,360	4,330	1,970	83.5%
$150,000 - $199,999	510	1,350	840	164.7%
Above $200,000	370	470	100	27.0%
Total Income Groups	**53,230**	**64,680**	**11,450**	**21.5%**
Median Total Income	**$33,550**	**$40,180**	**$6,630**	**19.8%**

Source: Statistics Canada – Annual Income Estimates (T1 Family File)

Migration Patterns

Migration Patterns by Age - Taxfiler

Net-migration of a region can be determined using Taxfiler data, which compares the change in addresses of individuals filing their taxes.

For the five-year period spanning 2016 to 2021, there was net-positive migration to the WDB area of 23,327 migrants. Those aged 45-64 represented the largest percentage of net-migrants at 41.2%. Those aged 25-44 had the largest percentage of net-migrants in Ontario at 60.8%.

Table 17: Migration Patterns 2016-2021 - WDB Region

Age Group	In-migrants	Out-migrants	Net-migrants	% Net-migrants
0-17	13,692	9,159	4,533	19.4%
18-24	9,836	8,473	1,363	5.8%
25-44	24,623	18,861	5,762	24.7%
45-64	21,667	12,051	9,616	**41.2%**
65+	11,349	9,296	2,053	8.8%
Total	**81,167**	**57,840**	**23,327**	**100.0%**

Source: Statistics Canada, Taxfiler (OneHub Migration Table 6A)

Table 18: Migration Patterns 2016-2021 - Ontario

Age Group	In-migrants	Out-migrants	Net-migrants	% Net-migrants
0-17	575,379	461,930	113,449	15.4%
18-24	441,272	322,264	119,008	16.2%
25-44	1,486,651	1,039,949	446,702	**60.8%**
45-64	515,807	473,476	42,331	5.8%
65+	234,333	220,588	13,745	1.9%
Total	**3,253,442**	**2,518,207**	**735,235**	**100.0%**

Source: Statistics Canada, Taxfiler (OneHub Migration Table 6A)

Immigration

The immigrant population increased 7.0% in the WDB region compared to a growth of 9.2% and 10.9% in Ontario and Canada respectively. The county of Peterborough had a significant growth rate of 10.3% which surpassed that of Ontario.

See Table C15 in Appendix C for Immigration by Age by County.

Table 19: Immigrant Population - 2016 vs 2021

Region	2016	2021	Change	% Change
Haliburton	1,570	1,640	70	4.5%
Kawartha Lakes	5,785	6,100	315	5.4%
Northumberland	8,895	9,260	365	4.1%
Peterborough	11,410	12,590	1,180	10.3%
WDB Region	**27,660**	**29,590**	**1,930**	**7.0%**
Ontario	**3,852,145**	**4,206,585**	**354,440**	**9.2%**
Canada	**7,540,830**	**8,361,505**	**820,675**	**10.9%**

Source : 2021 Census Profiles, 2016 Census Profiles

Educational Attainment

Statistics Canada collects detailed information on educational attainment for the working age population (aged 15 years and over) every five years as part of the Census.

Overall, WDB's region showed higher levels of educational attainment in 2021 than in 2016, reflecting a more educated workforce.

In 2021, 45.3% of the population aged 15 years and over had completed a college education or higher. This is an increase from 42.5% reported in 2016. Ontario reported 52.5% in 2021.

University graduates at a bachelor level or higher increased to 18.0% from 15.2% in 2016. Ontario reported 29.9% in 2021.

High school graduates increased slightly from 30.1% in 2016 to 31.6% in 2021. Ontario reported 31.6% in 2021.

There was a significant decrease in those who had less than high school, reported at 15.9% in 2021 and 18.5% in 2016. Ontario reported 15.3% in 2021.

The percentage of college graduates remained relatively the same while educational attainment in apprenticeship or trades decreased. This was similar in Ontario.

The table below compares the highest level of education with labour force status of those aged 15 years and over.

Similar to 2016, employment rates in 2021 were highest for college and university graduates indicating that the higher the educational attainment the better chance of employment. These educational groups also experienced the lowest rates of unemployment which may reflect more job stability.

Those persons who had no certificate, diploma or degree experienced the lowest levels of employment and the highest rate of unemployment.

Please refer to the glossary for definitions.

Table 20: Highest Level of Educational Attainment by Labour Force Status - 2016 vs 2021 - WDB Region

	Labour force status	No certificate, diploma or degree	High (secondary) school diploma or equivalency certificate	Apprenticeship or trades certificate or diploma	College, CEGEP or other non-university certificate or diploma	University
2016	Total - Labour force status	49,410	80,315	23,585	68,365	45,180
	In the labour force	16,700	46,405	13,315	46,785	29,890
	Employed	14,545	41,840	12,380	44,065	28,275
	Unemployed	2,160	4,560	925	2,710	1,630
	Not in the labour force	32,715	33,910	10,275	21,585	15,285
	Participation rate	33.8%	57.8%	56.5%	68.4%	66.2%
	Employment rate	29.4%	52.1%	52.5%	64.5%	62.6%
	Unemployment rate	12.9%	9.8%	6.9%	5.8%	5.5%
2021	Total - Labour force status	45,190	90,045	20,660	73,045	55,620
	In the labour force	14,875	47,555	11,265	47,010	36,075
	Employed	12,270	40,130	9,965	42,315	33,535
	Unemployed	2,605	7,425	1,300	4,690	2,540
	Not in the labour force	30,310	42,485	9,400	26,035	19,550
	Participation rate	32.9%	52.8%	54.5%	64.4%	64.9%
	Employment rate	27.2%	44.6%	48.2%	57.9%	60.3%
	Unemployment rate	17.5%	15.6%	11.5%	10.0%	7.0%

Source: Statistics Canada - Custom Tabulations - 2021 Census - Tables 1A/1B - Persons 15 years and over
Source: Statistics Canada - Custom Tabulations - 2016 Census - Table 3 POR - Persons 15 years and over
Totals may not add due to rounding

Changes in Employment by Occupation

There was an overall decrease in employment of 2,885 or 2.0% of jobs since 2016 in the WDB region. A decrease was expected due to the impact of COVID-19.

The top three (3) occupational sectors that experienced growth were:
- Health occupations – 1,645 jobs or a growth of 15.1%
- Management occupations – 1,130 jobs or a growth of 8.5%, and
- Natural and applied sciences and related occupations – 795 jobs or a growth of 12.0%

Significant loss of jobs occurred in the occupational sectors of sales and services—a loss of 5,715 jobs or a decline of 16.8%. There was also a loss of 975 jobs in manufacturing, a decline of 13.6%.

The top three (3) occupational sectors having the highest employment levels in the WDB region in 2021 were:
- sales and services (20.4%)
- trades, transport and equipment operators and related occupations (18.1%), and
- business, finance and administration occupations (13.0%).

These were the same top three (3) occupations with the highest employment levels in 2016.

Table 21: Changes in Employed Labour Force by Occupation - WDB Catchment Area

NOC 2016 Version - Occupations	2016 Jobs	2021 Jobs	Change	% Change
0 Management occupations	15,655	16,985	1,330	8.5%
1 Business, finance and administration occupations	17,835	18,020	185	1.0%
2 Natural and applied sciences and related occupations	6,600	7,395	795	12.0%
3 Health occupations	10,930	12,575	1,645	15.1%
4 Occupations in education, law and social, community and government services	17,395	17,190	-205	-1.2%
5 Occupations in art, culture, recreation and sport	3,290	3,375	85	2.6%
6 Sales and service occupations	33,985	28,270	-5,715	-16.8%
7 Trades, transport and equipment operators and related occupations	24,880	25,030	150	0.6%
8 Natural resources, agriculture and related production occupations	3,345	3,165	-180	-5.4%
9 Occupations in manufacturing and utilities	7,190	6,215	-975	-13.6%
Total Classified Jobs	**141,105**	**138,220**	**-2,885**	**-2.0%**

Source: 2021 Census - Custom Tabulation – OneHub Local Board Data - Indicator 2

Source: 2016 Census - Custom Tabulation - OneHub Local Board Data - T7-POR
NOC Ver 2016 used for Comparisons

Note: In order to compare occupational data from the 2016 Census it was necessary to re-code the occupational codes from NOC version 2021 to NOC version 2016. This was only done for the above table. All other data in this report that refers to occupations from the 2021 Census, job postings etc. is coded using the NOC version 2021.

There were many changes between NOC version 2016 and NOC version 2021 particularly relating to Management Occupations. The Broad Category 0 has been renamed to Legislative and Senior management occupations in the NOC 2021 Broad Category 0. Non-senior management occupations that would have fallen under Broad Category 0 in the 2016 NOC and 2016 Census have been redistributed throughout the other nine occupational broad categories in NOC 2021 and are reflected in the 2021 Census data.

Changes in Employment by Industry

The 2021 Census was taken on May 11, 2021, while the country was continuing to react from the effects of the pandemic. Comparing data from the 2016 Census with that of the 2021 Census will show the impact the pandemic had on employment figures.

During these five (5) years, there was a net loss of 2,875 jobs in WDB's catchment area. Losses occurred in twelve (12) of twenty (20) industry sectors while gains occurred in eight (8) sectors.

The top three (3) industries with the most employment losses were:
• accommodation and food services
• retail trade, and
• other services.

The top three (3) industries with the most employment gains were:
• health care and social assistance
• construction, and
• professional, scientific and technical services.

Table 22: Changes in Employment by Industry - WDB's Catchment Area

NAICS - Sector	2016 Jobs	2021 Jobs	# Change	% Change
11 - Agriculture, forestry, fishing and hunting	3,840	4,100	260	6.8%
21 - Mining, quarrying, and oil and gas extraction	820	690	-130	-15.9%
22 - Utilities	2,360	2,855	495	21.0%
23 - Construction	13,405	15,510	2,105	15.7%
31-33 - Manufacturing	12,340	11,275	-1,065	-8.6%
41 - Wholesale trade	4,290	4,035	-255	-5.9%
44-45 - Retail trade	18,325	17,110	-1,215	-6.6%
48-49 - Transportation and warehousing	5,815	5,155	-660	-11.3%
51 - Information and cultural industries	2,160	1,930	-230	-10.6%
52 - Finance and insurance	3,760	3,865	105	2.8%
53 - Real estate and rental and leasing	2,355	2,435	80	3.4%
54 - Professional, scientific and technical services	6,885	8,085	1,200	17.4%
55 - Management of companies and enterprises	60	85	25	41.7%
56 - Administrative and support, waste management and remediation services	7,080	6,610	-470	-6.6%
61 - Educational services	10,690	10,385	-305	-2.9%
62 - Health care and social assistance	18,970	21,245	2,275	12.0%
71 - Arts, entertainment and recreation	3,235	2,585	-650	-20.1%
72 - Accomodation and food services	9,490	6,575	-2,915	-30.7%
81 - Other services (except public administration)	6,715	5,15	-1,200	-17.9%
91 - Public administration	8,515	8,190	-325	-3.8%
Total Classified Jobs	**141,110**	**138,235**	**-2,875**	**-2.0%**

Source: 2021 Census, 2016 Census - Employment of Residents

Occupation and Sector Demand Outlook: WDB's Catchment Area

The Labour Market Gateway is an interactive component of the Workforce Development Board's website that provides users with local, current, and relevant labour market information. Users can obtain information pertaining to occupational demand projections as well as sector demand projections in WDB's service area (Peterborough, Northumberland, Kawartha Lakes, and Haliburton) by clicking on their respective community. Click on the following link to access the Labour Market Gateway: https://www.wdb.ca/labour-market-gateway/

Business Counts

According to Statistics Canada (Canadian Business Counts), there were 29,854 classified businesses in June 2023 in the WDB region. Of these businesses, 20,268, or 67.9%, were businesses without any employees (self-employed), and 9,586, or 32.1%, were businesses with employees. In other words, over twice as many businesses in the region have no employees compared to those with employees—a ratio that appears to be consistent over past years.

In 2023, the top three (3) subsectors with the highest number of businesses (with or without employees) in WDB's catchment area were:
- Real estate (6,334 businesses)
- Construction (3,858 businesses), and
- Professional, scientific and technical services (2,927 businesses).

The top three (3) subsectors with the highest number of businesses with employees were:
- Construction (1,691 businesses)
- Retail (1,393), and
- Health Care and social assistance (1,025).

The top three (3) subsectors with the highest number of businesses without employees were:
- Real estate (5,883 businesses)
- Construction (2,167 businesses), and
- Professional, scientific and technical services (2,073 businesses).

Table 23: Number of Businesses by Industry and Size - June 2023 - WDB Catchment Area

2-Digit Industry (NAIC)	Total Number of Businesses	Without employees	Total, with employees	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500+
11 - Agriculture, forestry, fishing and hunting	2,212	1,916	296	214	45	22	11	3	1	0	0
21 - Mining, quarrying, and oil and gas extraction	58	21	37	10	12	7	3	4	1	0	0
22 - Utilities	145	130	15	8	2	5	0	0	0	0	0
23 - Construction	3,858	2,167	1,691	1,024	393	177	79	15	2	1	0
31-33 - Manufacturing	765	378	387	143	71	71	48	25	19	8	2
41 - Wholesale trade	634	308	326	156	68	61	27	11	2	1	0
44-45 - Retail trade	2,395	1,002	1,393	474	406	265	159	57	25	7	0
48-49 - Transportation and warehousing	832	575	257	155	34	22	27	11	5	3	0
51 - Information and cultural industries	356	215	141	70	39	19	9	4	0	0	0
52 - Finance and insurance	1,519	1,196	323	173	61	42	39	6	1	1	0
53 - Real estate and rental and leasing	6,334	5,883	451	362	52	25	9	3	0	0	0
54 - Professional, scientific and technical services	2,927	2,073	854	645	105	60	32	9	1	2	0
55 - Management of companies and enterprises	193	166	27	13	4	1	4	3	2	0	0
56 - Administrative and support, waste management and remediation services	1,212	749	463	245	107	61	31	6	5	6	2
61 - Educational services	313	223	90	39	19	10	11	2	2	2	5
62 - Health care and social assistance	2,138	1,113	1,025	547	157	155	96	37	23	6	4
71 - Arts, entertainment and recreation	577	409	168	68	31	40	24	4	1	0	0
72 - Accommodation and food services	1,132	415	717	206	176	161	130	32	8	4	0
81 - Other services (except public administration)	2,206	1,326	880	553	211	78	27	7	4	0	0
91 - Public administration	48	3	45	4	0	4	8	16	7	3	3
Total Businesses	29,854	20,268	9,586	5,109	1,993	1,286	774	255	109	44	16

Source: Canadian Business Counts - Classified Businesses - OneHub Custom Tabulations - June 2023
Totals may not add due to rounding

In June 2023, there was a decline of 1,154 businesses from the previous year. Businesses without employees accounted for 70% of this loss. The other 30% were mainly businesses with less than 5 employees.

There were significant increases in the number of businesses having 10-99 employees within the last five (5) years and from the previous year.

A small increase in the number of businesses having over 50 employees has quite a positive employment impact. Since last year, the WDB area experienced a growth of 30 businesses reporting 50 or more employees.

Table 24: Five-Year Change in Business Counts by Business Size - WDB Catchment Area

Business Size	Jun-18	Jun-22	Jun-23	Five Year Change 2018-2023	1 Year Change 2022-2023
TOTAL # BUSINESSES	**29,515**	**31,008**	**29,854**	**339**	**-1,154**
Total, without employees	**20,476**	**21,074**	**20,268**	**-208**	**-806**
Total, with employees	**9,039**	**9,934**	**9,586**	**547**	**-348**
1-4	4,744	5,506	5,109	365	**-397**
5-9	1,993	2,035	1,993	0	**-42**
10-19	1,254	1,258	1,280	26	**22**
20-49	692	741	774	82	**33**
50-99	213	235	255	42	**20**
100-199	83	107	109	26	**2**
200-499	46	39	44	**-2**	**5**
500+	14	13	16	2	**3**

Source: Canadian Business Counts, Classified Businesses - Custom Tabulations - OneHub
Totals may not add due to rounding

Hiring Demand

WDB tracks in-demand occupations by monitoring online job postings, as aggregated from over 45 job boards on the Local Jobs Hub. This information is made available on the website through the Labour Market Insights Report, an interactive monthly report.

WDB also produces a monthly "Eye on the Labour Market" newsletter, which includes in-demand occupations and skills sought after by employers in the Northumberland, Peterborough, Kawartha Lakes, and Haliburton areas. The information has been compiled from our Local Jobs Hub, using data collected from national, provincial and local job boards and local career pages.

In February 2023, new job postings began to rise, plateauing during the spring and early summer months and then peaking during August and September. Jobs began to decline in September as expected due to seasonality.

Throughout the period of October 2022 to September 2023, 30,832 new job postings were listed. This was a decrease of 5,813 or 15.9% of new job postings compared to the same period the previous year.

The top 25 jobs with the most new job postings are noted in the table below and represent 58.4% of the total new job postings from October 2022 to September 2023.

The top in-demand skills during the period of October 2022 to September 2023 were:

- Management
- Customer service
- Communication skills
- Organization
- Sales

Table 25: TOP 25 Job Postings - October 2022 - September 2023 - WDB Region

NOC Code	Ocupation Title	New Job Postings October 2022 - September 2023	% TOTAL JOB POSTINGS	Wages
6410	Retail salespersons and non-technical wholesale trade sales and account representatives	2,364	7.7%	$30,375
6520	Food support occupations	1,414	4.6%	$33,926
4120	University professors and post-secondary assistants	1,234	4.0%	$100,589
6440	Customer and information services representatives	1,039	3.4%	$39,791
4220	Paraprofessional occupations in legal, social, community and education services	957	3.1%	$52,880
6320	Cooks, butchers and bakers	934	3.0%	$30,375
6510	Cashiers and other sales support occupations	926	3.0%	$30,024
7511	Trades helpers and labourers	864	2.8%	$44,875
7510	Longshoe workers and material handlers	739	2.4%	$39,724
6531	Cleaners	698	2.3%	$39,557
6002	Retail and wholesale trade managers	666	2.2%	$75,035
1311	Office administrative assistants - general, legal and medical	626	2.0%	$50,044
3130	Nursing and allied health professionals (includes registered nurses)	601	1.9%	$82,508
3210	Technical occupations in therapy and assessment (includes licensed practical nurses)	594	1.9%	$61,989
7330	Transport truck and transit drivers	586	1.9%	$43,171
1410	Office support and court services occupations	567	1.8%	$40,533
9510	Labourers in processing, manufacturing and utilities	492	1.6%	$38,268
1310	Administrative, property and payroll officers	419	1.4%	$58,944
4122	Secondary, elementary and kindergarten school teachers	413	1.3%	$93,463
6201	Retail sales supervisors	379	1.2%	$36,635
7001	Managers in construction and facility operation and maintenance	319	1.0%	$89,122
2230	Technical occupations in civil, mechanical and industrial engineering	307	1.0%	$80,711
6202	Service Supervisors	295	1.0%	$40,098
1420	Financial, insurance and related administrative support workers	293	1.0%	$46,533
7241	Automotive service technicians	293	1.0%	$57,671
Total TOP 25 Jobs		**18,019**	**58.4%**	
Total New Jobs		**30,832**	**100.0%**	

Peterborough

Demographics

Communities in the Peterborough region include:

- Curve Lake First Nation
- Hiawatha First Nation
- Municipality of Trent Lakes
- Township of Asphodel-Norwood
- Township of Cavan Monaghan
- Township of Douro-Dummer
- Township of Havelock-Belmont-Methuen
- Township of North Kawartha
- Township of Otonabee-South Monaghan
- Township of Selwyn
- City of Peterborough

According to the 2021 Census data, the Peterborough region had a population of 147,680. This was an increase of 6.8% (9,435) compared to the previous 2016 Census figures. This rate of growth was higher than reported in Ontario and Canada at 5.5% and 5.2%, respectively.

Table 26: Population by Age - Peterborough

Age	Total 2016	Total 2021	Change	% Change
0-14	19,895	21,250	1,355	6.8%
15-24	16,335	15,840	**-495**	**-3.0%**
25-44	29,940	34,015	4,075	13.6%
45-54	18,190	16,160	**-2,030**	**-11.2%**
25-54	48,130	50,175	2,045	4.2%
55-64	22,335	23,140	805	3.6%
65+	31,550	37,275	5,725	18.1%
55+	53,885	60,415	6,530	12.1%
Total Population	**138,245**	**147,680**	**9,435**	**6.8%**
Total Population 15+	**118,350**	**126,430**	**8,080**	**6.8%**
Pop 15+/Total Pop	**85.6%**	**85.6%**		
Average Age	44.5	45.2	0.7	1.6%
Median Age	46.8	46.8	0	0

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

Population Data: Ages 15 Years and Over

In 2021, the population of those 15 years and over in the Peterborough region represented 85.6% of the total population, which was the same in 2016. This percentage is higher than Ontario at 84.2% in 2021 and 83.6% in 2016. The population of those 15 years and over grew 8,080 or 6.8% since 2016.

The Indigenous population aged 15 and over represents 4.3% of the working age population. There was an increase in the Indigenous population of 745 or 15.7% since 2016.

The racialized population aged 15 and over represents 6.1% of the working age population. There was a population increase of 3,095 or 67.0% since 2016.

The Peterborough region saw 1,115 newcomers ages 15 years and over added to its population during the period 2016 to 2021.

The significant growth of the racialized populations 15 and over is largely reflective of the increase in migration from other parts of the province or country and to a lesser extent from international migration.

Table 27: Population by Ages 15 and over - Indigenous and Racialized Populations

Peterborough	Total Population 15+	Total Indigenous Population 15+	% Total Pop 15+	Total Racialized Population 15+	% Total Pop 15+
2016	118,350	4,750	**4.0%**	4,620	**3.9%**
2021	126,430	5,495	**4.3%**	7,715	**6.1%**
Change	8,080	745		3,095	
% Change	**6.8%**	**15.7%**		**67.0%**	

Source: Statistics Canada Census Population Data - 100% Sample; Custom Census Tabulations - Tables 1A, 2A, 2021 Census - 25% Sample, Table 5, 2016 Census 2016 - 25% Sample

Table 28: Newcomers - Immigration Period 2016-2021 by Gender - Ages 15 and over

	Total Newcomers 15+ (2016-2021)	Men	% Men	Women	% Women
Peterborough	**1,115**	**570**	**50.9%**	**550**	**49.1%**
Northumberland	360	165	45.8%	195	54.2%
Kawartha Lakes	180	90	51.4%	85	48.6%
Haliburton	20	20	100.0%	0	0.0%
WDB Region	**1,675**	**845**	**50.4%**	**830**	**49.6%**
Ontario	488,425	235,170	48.1%	253,250	51.9%

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 2A Parts 1 & 2 - 25% Sample Data
Totals may not add due to rounding.

Women represent 52.0% of the population 15 years and over and men represent 48.0% in the Peterborough region. These gender ratios are similar to 2016 and to Ontario.

These percentages are also reflective of the women to men ratios for the Indigenous population aged 15 and over. The racialized and newcomer population was closer to a 50-50 gender split.

Table 29: % Population Ages 15+ by Gender

Peterborough	2016	2021
Men 15+	47.9%	48.0%
Women 15+	52.1%	52.0%
Total Population 15+	**100.0%**	**100.0%**

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

In the Peterborough region, the population aged 55 and over was the largest age group at 48%, closely followed by the core working age group of 25-54 at 40%. This indicates an older workforce than Ontario with population in the age group of 25-54 at 47% and 39% of those 55 and over (Source: Statistics Canada. 2021 Census Profiles).

The Indigenous population has a much younger workforce compared to that of the general population of Peterborough. This group has a higher percentage of those in the core working ages of 25-54 at 49.4% and a lower share of those aged 55 and over at 29.9% (Source: Statistics Canada. Data Tables 2021 Census - Table 98-10-0266-01).

The racialized population aged 25-54 was 53.7% in Peterborough with only 21.2% aged 55+ [Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data]. Similar to the Indigenous population, this indicates a strong core aged workforce.

Over 70% of newcomers in the Peterborough region and in Ontario are between the ages of 25-54 and less than 8% are 55 and over (See Table C15 in Appendix C for more information).

Chart 16
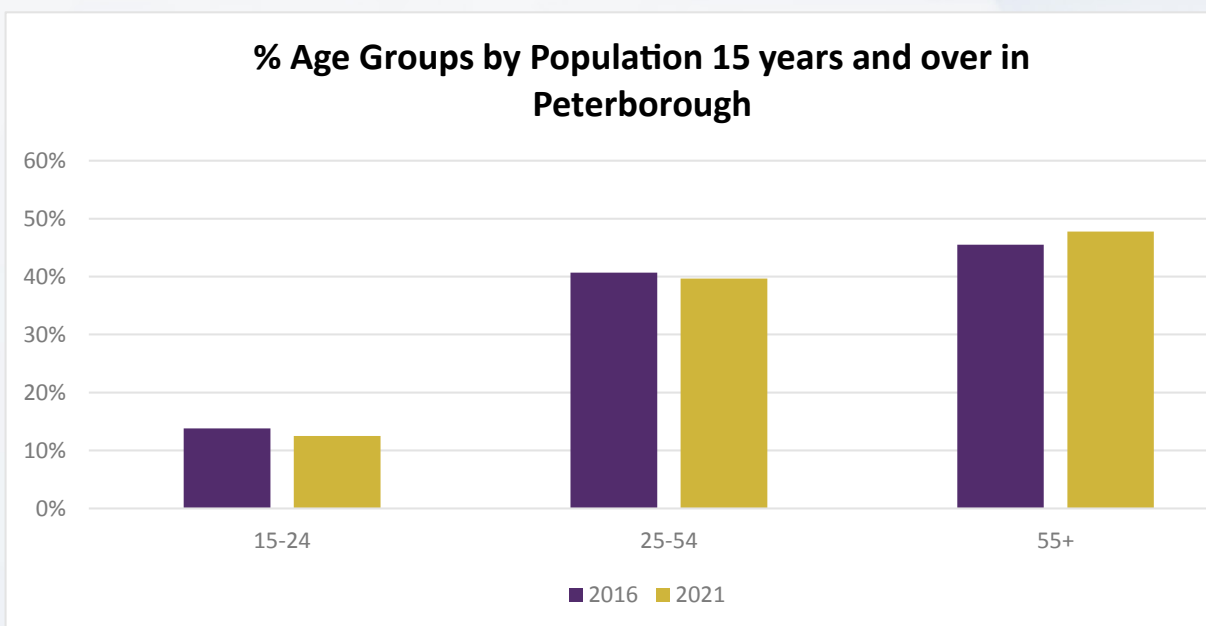
% Age Groups by Population 15 years and over in Peterborough

Source: Statistics Canada Census Population Data 2016, 2021 – 100% Sample
Totals may not add due to rounding.

Labour Force Characteristics

The data on labour force characteristics[3] between 2016 and 2021 was significantly impacted by the COVID-19 pandemic. During this period, there was a growth in the labour force status (the sum of those in the labour force plus those not in the labour force) of 8,635 or 7.3%. However, this growth is explained by the population increase of 9,435 in the Peterborough area.

Approximately 6,300 or 72.9% of the labour force status increase was from those not in the labour force. This increase accounts for those who left the labour force for various reasons including discouragement with the job market and retirements. Those aged 55 and over not in the labour force increased by 5,360 or 15.7% from 2016.

Unemployment rates increased in all age categories but almost doubled for those aged 25-54 and more than doubled for those ages 55 and over.

Participation rates fell in all age categories from 2016 to 2021.

Table 30: Labour Force Status by Age - Population 15 years and over Peterborough

	2016				2021			
	15-24	25-54	55+	Total 15+	15-24	25-54	55+	Total 15+
Total - Labour force status	16,215	47,760	51,270	115,245	15,725	49,905	57,980	123,610
In the labour force	**10,615**	**40,465**	**17,100**	**68,180**	**10,130**	**41,685**	**18,465**	**70,280**
Employed	8,605	37,890	16,250	62,745	7,750	37,085	16,445	61,280
Unemployed	2,010	2,580	855	5,445	2,380	4,590	2,020	8,990
Not in the labour force	**5,595**	**7,295**	**34,165**	**47,055**	**5,595**	**8,230**	**39,525**	**53,350**
Participation rate	**65.5%**	**84.7%**	**33.4%**	**59.2%**	**64.4%**	**83.5%**	**31.8%**	**56.9%**
Employment rate	**53.1%**	**79.3%**	**31.7%**	**54.4%**	**49.3%**	**74.3%**	**28.3%**	**49.6%**
Unemployment rate	**18.9%**	**6.4%**	**5.0%**	**8.0%**	**23.5%**	**11.0%**	**11.2%**	**12.8%**

Source: Statistics Canada. Custom Tabulations (One-Hub) - Table 19 POR - 2016 Census; Table 1A - 2021 Census - 25% Sample
Totals may not add due to rounding.

Income

As reported from the 2021 Census, in 2020, the average total income in Peterborough was $50,360, an increase of $8,420 or 20.1% since 2015. The median total income in 2020 was $39,200, an increase of 23.3% from 2015. These income figures are lower than reported in Ontario for the same time period. Ontario's average total income was $56,350 in 2020, an increase of $8,435 or 17.6% since 2015. The provincial median total income in 2020 was reported at $41,200 an increase of $7,700 or 23%. These figures were reported from the 2021 Census.

[3] Statistics Canada provides labour force characteristics data for smaller geographical areas during Census years. It is not available by the labour force monthly surveys due to data suppression.

Migration Patterns

Migration Patterns by Age - Taxfiler

For the five-year period spanning 2016 to 2021, there was net-positive migration to the Peterborough area of 8,805 migrants. Those aged 45-64 represented the largest percentage of net-migrants at 32.9%.

Table 31: Migration Patterns 2016-2021 - Peterborough

Age Group	In-migrants	Out-migrants	Net-migrants	% Net-migrants
0-17	5,233	3,561	1,672	19.0%
18-24	5,397	3,935	1,462	16.6%
25-44	10,582	8,234	2,348	26.7%
45-64	7,411	4,514	2,897	**32.9%**
65+	3,800	3,374	426	4.8%
Total	**32,423**	**23,618**	**8,805**	**100.0%**

Source: Statistics Canada, Taxfiler (OneHub Migration Table 6A)

Educational Attainment

Because there was significant population growth in the Peterborough area from 2016 to 2021, it is more relevant to compare percentage changes in educational attainment rather than actual numbers.

Overall, the Peterborough region showed higher levels of educational attainment in 2021 than in 2016, reflecting a more educated workforce.

In 2021, 48.4% of the population aged 15 years and over had completed a college education or higher. This is an increase from 46.0% reported in 2016.

University graduates at a bachelor level or higher increased to 21.0% from 18.3% in 2016.

High school graduates increased from 28.9% in 2016 to 30.3% in 2021.

There was a significant decrease in those who had less than high school, reported at 15.0% in 2021 and 17.1% in 2016.

The percentage of college graduates remained relatively the same while educational attainment in apprenticeship or trades decreased.

The table below compares the highest level of educational attainment with labour force status of those aged 15 years and over.

Please refer to the glossary for definitions.

Table 32: Highest Level of Educational Attainment by Labour Force Status - 2016 vs 2021 - Peterborough

	Labour force status	No certificate, diploma or degree	High (secondary) school diploma or equivalency certificate	Apprenticeship or trades certificate or diploma	College, CEGEP or other non-university certificate or diploma	University
2016	**Total - Labour force status**	19,660	33,265	9,270	30,130	22,915
	In the labour force	6,370	19,510	5,365	20,685	16,245
	Employed	5,495	17,520	4,950	19,410	15,360
	Unemployed	875	1,990	415	1,275	885
	Not in the labour force	13,290	13,750	3,905	9,445	6,670
	Participation rate	32.4%	58.7%	57.9%	68.7%	70.9%
	Employment rate	28.0%	52.7%	53.4%	64.4%	67.0%
	Unemployment rate	13.7%	10.2%	7.7%	6.2%	5.4%
2021	**Total - Labour force status**	18,515	37,475	7,775	32,005	27,855
	In the labour force	6,150	19,955	4.145	20,700	19,325
	Employed	4,935	16,255	3,655	18,560	17,875
	Unemployed	1,215	3,695	490	2,145	1,450
	Not in the labour force	12,365	17,520	3,625	11,305	8,530
	Participation rate	33.2%	53.2%	53.3%	64.7%	69.4%
	Employment rate	26.7%	43.4%	47.0%	58.0%	64.2%
	Unemployment rate	19.8%	18.5%	11.8%	10.4%	7.5%

Source: Statistics Canada - Custom Tabulations - 2021 Census - Tables 1A/1B - Persons 15 years and over
Source: Statistics Canada - Custom Tabulations - 2016 Census - Table 3 POR - Persons 15 years and over
Totals may not add due to rounding

Changes in Employment by Industry

In comparing 2021 Census figures to that of the 2016 Census, there was a net loss of 1,460 jobs in the Peterborough area. Losses occurred in twelve (12) of twenty (20) industry sectors while gains occurred in eight (8) sectors.

The top three (3) industries with the most employment losses were:
- accommodation and food services
- manufacturing, and
- retail trade.

The top three (3) industries with the most employment gains were:
- health care and social assistance
- construction, and
- professional, scientific and technical services.

Table 33: Changes in Employment by Industry – Peterborough

NAICS - Sector	2016 Jobs	2021 Jobs	# Change	% Change
11 - Agriculture, forestry, fishing and hunting	1,190	1,470	280	23.5%
21 - Mining, quarrying, and oil and gas extraction	400	305	-95	-23.8%
22 - Utilities	765	1,095	330	43.1%
23 - Construction	5,175	5,925	750	14.5%
31-33 - Manufacturing	4,775	4,135	-640	-13.4%
41 - Wholesale trade	1,995	1,895	-100	-5.0%
44-45 - Retail trade	8,250	7,645	-605	-7.3%
48-49 - Transportation and warehousing	2,425	2,225	-200	-8.2%
51 - Information and cultural industries	1,065	905	-160	-15.0%
52 - Finance and insurance	1,650	1,765	115	7.0%
53 - Real estate and rental and leasing	965	1,060	95	9.8%
54 - Professional, scientific and technical services	3,105	3,665	560	18.0%
55 - Management of companies and enterprises	20	55	35	175%
56 - Administrative and support, waste management and remediation services	3,430	3,170	-260	-7.6%
61 - Educational services	5,610	5,435	-175	-3.1%
62 - Health care and social assistance	9,215	10,565	1,350	14.7%
71 - Arts, entertainment and recreation	1,535	1,205	-330	-21.5%
72 - Accomodation and food services	4,515	3,035	-1,480	-32.8%
81 - Other services (except public administration)	2,945	2,430	-515	-17.5%
91 - Public administration	3,705	3,290	-415	-11.2%
Total Classified Jobs	**62,735**	**61,275**	**-1,460**	**-2.3%**

Source: 2021 Census, 2016 Census

Business Counts

According to Statistics Canada (Canadian Business Counts), there were 13,176 classified businesses in June 2023 in the Peterborough area. Of these businesses, 8,807, or 66.8%, were businesses without any employees (self-employed), and 4,369, or 33.2%, were businesses with employees. Twice as many businesses in this area have no employees compared to those with employees—a ratio that appears to be consistent over past years.

In 2023, the top three (3) subsectors with the highest number of businesses (with or without employees) in the Peterborough area were:
• Real estate (3,224 businesses)
• Construction (1,462 businesses), and
• Professional, scientific and technical services (1,272 businesses).

The top three (3) subsectors with the highest number of businesses with employees were:
• Construction (682 businesses)
• Retail (656), and
• Health Care and social assistance (587).

The top three (3) subsectors with the highest number of businesses without employees were:
• Real estate (3,017 businesses)
• Professional, scientific and technical services (896 businesses), and
• Construction (780 businesses).

Table 34: Number of Businesses by Industry and Size - June 2023 - Peterborough

2-Digit Industry (NAIC)	Total Number of Businesses	Without employees	Total, with employees	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500+
11 - Agriculture, forestry, fishing and hunting	653	553	100	77	11	5	6	1	0	0	0
21 - Mining, quarrying, and oil and gas extraction	22	7	15	3	6	0	2	3	1	0	0
22 - Utilities	51	45	6	4	0	2	0	0	0	0	0
23 - Construction	1,462	780	682	393	168	81	31	7	1	1	0
31-33 - Manufacturing	334	172	162	54	35	33	21	9	4	5	1
41 - Wholesale trade	265	119	146	63	30	31	15	5	1	1	0
44-45 - Retail trade	1,033	377	656	198	204	136	69	36	8	5	0
48-49 - Transportation and warehousing	371	267	104	52	16	10	13	8	3	2	0
51 - Information and cultural industries	170	100	70	30	22	10	4	4	0	0	0
52 - Finance and insurance	695	552	143	73	28	16	21	4	0	1	0
53 - Real estate and rental and leasing	3,224	3,017	207	163	21	14	7	2	0	0	0
54 - Professional, scientific and technical services	1,272	896	376	278	43	30	17	6	1	1	0
55 - Management of companies and enterprises	87	75	12	6	2	0	2	2	0	0	0
56 - Administrative and support, waste management and remediation services	501	306	195	94	39	32	16	6	3	3	2
61 - Educational services	162	103	59	25	10	7	10	1	1	1	4
62 - Health care and social assistance	1,167	580	587	329	89	90	44	18	10	5	2
71 - Arts, entertainment and recreation	249	174	75	29	13	19	11	3	0	0	0
72 - Accommodation and food services	509	165	344	92	78	85	62	22	3	2	0
81 - Other services (except public administration)	928	516	412	234	105	47	18	5	3	0	0
91 - Public administration	21	3	18	3	0	0	5	5	4	0	1
Total Businesses	13,176	8,807	4,369	2,200	920	648	374	147	43	27	10

Source: Canadian Business Counts - Classified Businesses - OneHub Custom Tabulations - June 2023
Totals may not add due to rounding

In June 2023, there was a decline of 154 businesses from the previous year in Peterborough. Businesses without employees accounted for 53.9% of this loss. The other 46.1% were mainly businesses with less than 5 employees.

There were significant increases in the number of businesses having 10-99 employees within the last five (5) years and from the previous year.

Business decline from the previous year with 100-199 employees would be offset by the increase in the number of businesses with 50- 99 employees and 200+ employees.

Table 35: Business Counts by Business Size - Peterborough

Business size	June 2018	June 2022	June 2023	Five Year Change 2018 - 2023	1 Year Change 2022-2023
TOTAL # BUSINESSES	12,688	13,330	13,176	488	-154
Total, without employees	8,537	8,890	8,807	270	-83
Total, with employees	4,151	4,440	4,369	218	-71
1-4	2,023	2,327	2,200	177	-127
5-9	954	919	920	-34	1
10-19	635	617	642	7	25
20-49	350	367	374	24	7
50-99	115	131	147	32	16
100-199	39	48	43	4	-5
200-499	25	23	27	2	4
500 +	10	8	10	0	2

Source: Canadian Business Counts, Classified Businesses - Custom Tabulations - OneHub
Total may not add due to rounding

Hiring Demand

WDB tracks in-demand occupations by monitoring online job postings, as aggregated from over 45 job boards on the Local Jobs Hub. This information is made available on the website through the Labour Market Insights Report, an interactive monthly report.

Over 16,000 new job postings were listed in WDB's Local Jobs Hub during the period of October 2022 to September 2023 in the Peterborough area. This was a decrease of 4,517 or 21.8% of new job postings from the same period of the previous year.

The top in-demand skills during the period of October 2022 to September 2023 were:

- Management
- Customer service
- Communication skills
- Organization
- Sales

Northumberland

Demographics

Communities in Northumberland County include:

- Township of Alnwick-Haldimand
- Municipality of Brighton
- Town of Cobourg
- Township of Cramahe
- Township of Hamilton
- Municipality of Port Hope
- Municipality of Trent Hills
- Alderville First Nation

According to the 2021 Census data, Northumberland County had a population of 89,365—an increase of 4.4% (3,765) compared to the previous 2016 Census figures. This rate of growth was lower than reported in Ontario and Canada at 5.5% and 5.2%, respectively.

Table 36: Population by Age - Northumberland

Age	Total 2016	Total 2021	Change	% Change
0-14	11,340	11,390	50	0.4%
15-24	8,685	8,045	**-640**	**-7.4%**
25-44	15,935	17,790	1,855	11.6%
45-54	12,240	10,240	**-2,000**	**-16.3%**
25-54	28,175	28,030	**-145**	**-0.5%**
55-64	15,140	15,885	745	4.9%
65+	22,260	26,015	3,755	16.9%
55+	37,400	41,900	4,500	12.0%
Total Population	**85,600**	**89,365**	**3,765**	**4.4%**
Total Population 15+	**74,260**	**77,975**	**3,715**	**5.0%**
Pop 15+/Total Pop	**86.8%**	**87.3%**		
Average Age	47	48.1	1.1	2.3%
Median Age	51.6	52.4	0.8	1.6%

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

Population Data: Ages 15 Years and Over

In 2021, the population of those 15 years and over in the Northumberland region represented 87.3% of the total population, which was slightly higher than in 2016 at 86.8%. These percentages are higher than Ontario at 84.2% in 2021 and 83.6% in 2016.

In the Northumberland region, the population 15 years and over grew 3,715 or 5.0% since 2016.

The Indigenous population in the area aged 15 and over represented 3.2% of the total working age population. There was an increase in the Indigenous population of 680 or 37.3% since 2016.

The racialized population aged 15 and over represents 3.9% of the total working age population. There was a population increase of 805 or 35.9% since 2016.

The Northumberland region saw 360 newcomers aged 15 years and over added to its population during the period 2016 to 2021.

The significant growth of the racialized population aged 15 and over is largely reflective of the increase in migration to this area from other parts of the province or country and to a lesser extent international migration.

Table 37: Population by Ages 15 and over - Indigenous and Racialized Populations

Northumberland	Total Population 15+	Total Indigenous Population 15+	% Total Pop 15+	Total Racialized Population 15+	% Total Pop 15+
2016	74,260	1,825	2.5%	2,245	3.0%
2021	77,975	2,505	3.2%	3,050	3.9%
Change	3,715	680		805	
% Change	5.0%	37.3%		35.9%	

Source: Statistics Canada Census Population Data - 100% Sample; Custom Census Tabulations - Tables 1A, 2A, 2021 Census - 25% Sample, Table 5, 2016 Census 2016 - 25% Sample

Table 38: Newcomers - Immigration Period 2016-2021 by Gender - Ages 15 and over

	Total Newcomers 15+ (2016-2021)	Men	% Men	Women	% Women
Peterborough	1,115	570	50.9%	550	49.1%
Northumberland	360	165	45.8%	195	54.2%
Kawartha Lakes	180	90	51.4%	85	48.6%
Haliburton	20	20	100.0%	0	0.0%
WDB Region	1,675	845	50.4%	830	49.6%
Ontario	488,425	235,170	48.1%	253,250	51.9%

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 2A Parts 1 & 2 - 25% Sample Data
Totals may not add due to rounding.

Women represent 51.4% of the population 15 years and over and men represent 48.6% in the Northumberland region. These gender ratios are similar to 2016 in this area and to the Indigenous population aged 15+ in the area.

Racialized gender ratios of women and men aged 15+ were 54.2% and 45.8% respectively and were similar to the gender ratios for the newcomer population ages 15+.

Table 39: % Population Ages 15+ by Gender

Northumberland	2016	2021
Men 15+	48.7%	48.6%
Women 15+	51.3%	51.4%
Total Population 15+	**100.0%**	**100.0%**

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

In the Northumberland region, the population aged 55 and over was the largest age group at 54%, surpassing that of the core working age group of 25-54 at 36%. This indicates an older workforce than Ontario with the 25-54 age group population at 47% and 39% for those 55 and over (Source: Statistics Canada. 2021 Census Profiles).

The Indigenous population ages 25-54 was 44.1% of the total population ages 15 and over in the Northumberland area. This was lower than Ontario at 50.4%. There was only 34.5% of the population 55 and over with a significant population proportion of those ages 15-24 (Source: Statistics Canada. Data Tables 2021 Census - Table 98-10-0266-01). This indicates a younger workforce within the Indigenous population compared to the general population.

The racialized population ages 25-54 was 46.9% of the total population ages 15 and over [Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data]. This was less than reported for the WDB catchment area and Ontario at 51.5% and 55.4% respectively.

72.2% of newcomers in the Northumberland area were between the ages of 25-54. 18.1% were ages 55 and over (See Table C15 in Appendix C for more information).

Chart 17
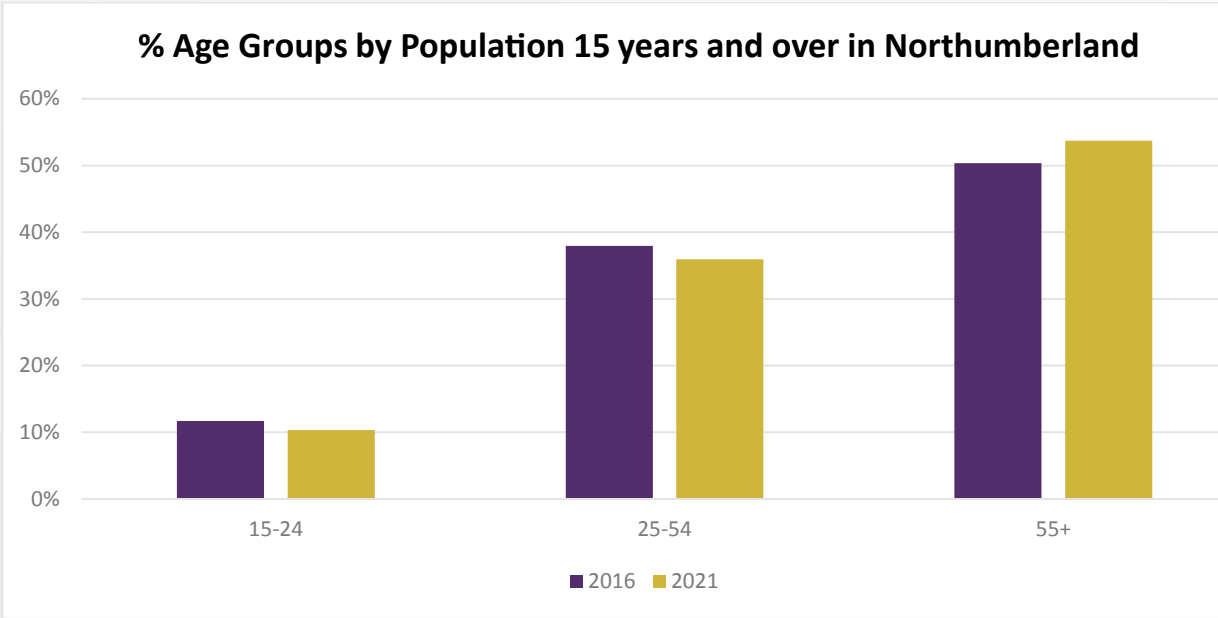
Source: Statistics Canada Census Population Data 2016, 2021 – 100% Sample
Totals may not add due to rounding.

Labour Force Characteristics

The data on labour force characteristics[4] between 2016 and 2021 was significantly impacted by the COVID-19 pandemic. During this period of time there was a growth in the labour force status (the sum of those in the labour force plus those not in the labour force) of 3,865 or 5.4%. This growth is largely explained by the population increase of 3,765 in the Northumberland area.

Over 3,300 or 85.5% of the labour force status increase was from those not in the labour force. This increase accounts for those who left the labour force for various reasons including discouragement with the job market and retirements. Those aged 55 and over not in the labour force increased by 3,165 or 13.0% from 2016.

Unemployment rates increased in all age categories but almost doubled for those aged 25-54 and more than doubled for those ages 55 and over.

Participation rates fell in all age categories from 2016 to 2021.

Table 40: Labour Force Status by Age - Population 15 years and over Northumberland

	2016				2021			
	15-24	25-54	55+	Total 15+	15-24	25-54	55+	Total 15+
Total - Labour force status	8,615	27,630	35,805	72,050	7,970	27,555	40,390	75,915
In the labour force	**5,800**	**23,535**	**11,545**	**40,880**	**5,300**	**23,170**	**12,980**	**41,450**
Employed	4,755	22,150	10,975	37,880	4,210	21,020	11,695	36,925
Unemployed	1,045	1,380	570	2,995	1,090	2,150	1,285	4,525
Not in the labour force	**2,810**	**4,095**	**24,255**	**31,160**	**2,670**	**4,375**	**27,420**	**34,465**
Participation rate	**67.3%**	**85.2%**	**32.2%**	**56.7%**	**66.5%**	**84.1%**	**31.8%**	**54.6%**
Employment rate	**55.2%**	**80.2%**	**30.7%**	**52.6%**	**52.8%**	**76.3%**	**28.3%**	**48.6%**
Unemployment rate	**18.0%**	**5.9%**	**4.9%**	**7.3%**	**20.6%**	**9.3%**	**11.2%**	**10.9%**

Source: Statistics Canada. Custom Tabulations (One-Hub) - Table 19 POR - 2016 Census; Table 1A - 2021 Census - 25% Sample
Totals may not add due to rounding.

See Tables C18 and C24 in Appendix C for more information.

[4] Statistics Canada provides labour force characteristics data for smaller geographical areas during Census years. It is not available by the labour force monthly surveys due to data suppression.

Income

In 2020, the average total income in Northumberland was $52,000, an increase of $7,660 or 17.3% since 2015. The median total income in 2020 was $40,800, an increase of 20.2% from 2015. These income figures are lower than reported in Ontario for the same time period.

Ontario's average total income was $56,350 in 2020, an increase of $8,435 or 17.6% since 2015. The provincial median total income in 2020 was reported at $41,200 an increase of $7,700 or 23%. These figures were reported from the 2021 Census.

Migration Patterns

Migration Patterns by Age - Taxfiler

For the five-year period spanning 2016 to 2021, there was net-positive migration to the Northumberland area of 5,645 migrants. Those aged 45-64 represented the largest percentage of net-migrants at 46.3%. There was a net loss of youth aged 18-24.

Table 41: Migration Patterns 2016-2021 - Northumberland

Age Group	In-migrants	Out-migrants	Net-migrants	% Net-migrants
0-17	3,949	2,862	1,087	19.3%
18-24	1,994	2,230	-236	-4.2%
25-44	6,712	5,415	1,297	23.0%
45-64	6,289	3,675	2,614	**46.3%**
65+	3,625	2,742	883	15.6%
Total	**22,569**	**16,924**	**5,645**	**100.0%**

Source: Statistics Canada, Taxfiler (OneHub Migration Table 6A)

Educational Attainment

Overall, the Northumberland region showed higher levels of educational attainment in 2021 than in 2016, reflecting a more educated workforce.

In 2021, 44.2% of the population aged 15 years and over had completed a college education or higher. This is an increase from 41.9% reported in 2016.

University graduates at a bachelor level or higher increased significantly to 17.0% from 14.7% in 2016.

High school graduates increased from 30.8% in 2016 to 32.3% in 2021.

There was a significant decrease in those who had less than high school, reported at 15.7% in 2021 and 18.3% in 2016.

The percentage of college graduates remained relatively the same while educational attainment in apprenticeship or trades decreased.

The table below compares the highest level of education with labour force status of those aged 15 years and over.

Please refer to the glossary for definitions.

Table 42: Highest Level of Educational Attainment by Labour Force Status - 2016 vs 2021 - Northumberland

	Labour force status	No certificate, diploma or degree	High (secondary) school diploma or equivalency certificate	Apprenticeship or trades certificate or diploma	College, CEGEP or other non-university certificate or diploma	University
2016	**Total - Labour force status**	**13,215**	**22,220**	**6,400**	**18,270**	**11,940**
	In the labour force	4,605	12,860	3,550	12,535	7,330
	Employed	4,070	11,695	3,345	11,825	6,940
	Unemployed	535	1,165	200	705	395
	Not in the labour force	8,610	9,360	2,850	5,735	4,610
	Participation rate	**34.8%**	**57.9%**	**55.5%**	**68.6%**	**61.4%**
	Employment rate	**30.8%**	**52.6%**	**52.3%**	**64.7%**	**58.1%**
	Unemployment rate	**11.6%**	**9.1%**	**5.6%**	**5.6%**	**5.4%**
2021	**Total - Labour force status**	**11,890**	**24,485**	**5,930**	**19,385**	**14,215**
	In the labour force	3,910	13,020	3,425	12,460	8,645
	Employed	3,290	11,285	3,025	11,280	8,035
	Unemployed	625	1,730	395	1,175	600
	Not in the labour force	7,980	11,465	2,510	6,925	5,580
	Participation rate	**32.9%**	**53.2%**	**57.8%**	**64.3%**	**60.8%**
	Employment rate	**27.7%**	**46.1%**	**51.0%**	**58.2%**	**56.5%**
	Unemployment rate	**16.0%**	**13.3%**	**11.5%**	**9.4%**	**6.9%**

Source: Statistics Canada - Custom Tabulations - 2021 Census - Tables 1A/1B - Persons 15 years and over
Source: Statistics Canada - Custom Tabulations - 2016 Census - Table 3 POR - Persons 15 years and over
Totals may not add due to rounding

Changes in Employment by Industry

In comparing 2021 Census figures to that of the 2016 Census, there was a net loss of 975 jobs in the Northumberland area. Losses occurred in eleven (11) of twenty (20) industry sectors while gains occurred in nine (9) sectors.

The top three (3) industries with the most employment losses were:
• accommodation and food services
• retail trade, and
• other services (except public administration).

The top three (3) industries with the most employment gains were:
• construction
• health care and social assistance, and
• professional, scientific and technical services.

Table 43: Changes in Employment by Industry – Northumberland

NAICS - Sector	2016 Jobs	2021 Jobs	# Change	% Change
11 - Agriculture, forestry, fishing and hunting	1,285	1,235	-50	-3.9%
21 - Mining, quarrying, and oil and gas extraction	160	170	10	6.3%
22 - Utilities	980	1,055	75	7.7%
23 - Construction	3,365	3,930	565	16.8%
31-33 - Manufacturing	4,620	4,415	-205	-4.4%
41 - Wholesale trade	1,100	1,020	-80	-7.3%
44-45 - Retail trade	4,710	4,330	-380	-8.1%
48-49 - Transportation and warehousing	1,585	1,340	-245	-15.5%
51 - Information and cultural industries	505	465	-40	-7.9%
52 - Finance and insurance	935	1,000	65	7.0%
53 - Real estate and rental and leasing	650	585	-65	-10.0%
54 - Professional, scientific and technical services	1,895	2,215	320	16.9%
55 - Management of companies and enterprises	15	20	5	33.3%
56 - Administrative and support, waste management and remediation services	1,640	1,495	-145	-8.8%
61 - Educational services	2,495	2,365	-130	-5.2%
62 - Health care and social assistance	4,665	5,100	435	9.3%
71 - Arts, entertainment and recreation	690	710	20	2.9%
72 - Accomodation and food services	2,570	1,635	-935	-36.4%
81 - Other services (except public administration)	1,815	1,495	-320	-17.6%
91 - Public administration	2,210	2,335	125	5.7%
Total Classified Jobs	**37,890**	**36,915**	**-975**	**-2.6%**

Source: 2021 Census, 2016 Census

Business Counts

According to Statistics Canada (Canadian Business Counts), there were 7,661 classified businesses in June 2023 in the Northumberland area. Of these businesses, 5,233, or 68.3%, were businesses without any employees (self-employed), and 2,428, or 31.7%, were businesses with employees. Over twice as many businesses in the area have no employees compared to those with employees—a ratio that appears to be consistent over past years.

In 2023, the top three (3) subsectors with the highest number of businesses (with or without employees) in the Northumberland area were:

- Real estate (1,337 businesses)
- Construction (901 businesses), and
- Professional, scientific and technical services (901 businesses).

The top three (3) subsectors with the highest number of businesses with employees were:

- Construction (365 businesses)
- Retail (335), and
- Professional, scientific and technical services (257 businesses).

The top three (3) subsectors with the highest number of businesses without employees were:

- Real estate (1,230 businesses)
- Professional, scientific and technical services (644 businesses), and
- Agriculture (550 businesses).

Table 44: Number of Businesses by 2-Digit Industry and Size - June 2023 - Northumberland

2-Digit Industry (NAIC)	Total Number of Businesses	Without employees	Total, with employees	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500+
11 - Agriculture, forestry, fishing and hunting	655	550	105	68	19	11	5	1	1	0	0
21 - Mining, quarrying, and oil and gas extraction	11	3	8	2	4	2	0	0	0	0	0
22 - Utilities	56	51	5	2	0	3	0	0	0	0	0
23 - Construction	901	536	365	225	74	40	19	7	0	0	0
31-33 - Manufacturing	219	91	128	44	24	18	16	12	11	2	1
41 - Wholesale trade	180	89	91	45	22	12	10	2	0	0	0
44-45 - Retail trade	646	311	335	135	81	57	42	10	9	1	0
48-49 - Transportation and warehousing	228	148	80	51	10	8	6	3	1	1	0
51 - Information and cultural industries	110	70	40	23	7	6	4	0	0	0	0
52 - Finance and insurance	393	302	91	47	18	14	10	2	0	0	0
53 - Real estate and rental and leasing	1,337	1,230	107	85	13	7	1	1	0	0	0
54 - Professional, scientific and technical services	901	644	257	197	36	15	6	3	0	0	0
55 - Management of companies and enterprises	46	40	6	3	0	1	0	1	1	0	0
56 - Administrative and support, waste management and remediation services	309	189	120	65	30	11	9	0	2	3	0
61 - Educational services	65	54	11	5	3	1	0	0	1	1	0
62 - Health care and social assistance	539	314	225	114	42	27	26	11	3	1	1
71 - Arts, entertainment and recreation	161	119	42	17	5	10	9	0	1	0	0
72 - Accommodation and food services	275	95	180	47	44	47	35	3	3	1	0
81 - Other services (except public administration)	616	397	219	142	56	17	3	1	0	0	0
91 - Public administration	13	0	13	1	0	2	0	5	2	3	0
Total Businesses	7,661	5,233	2,428	1,318	488	309	201	62	35	13	2

Source: Canadian Business Counts - Classified Businesses - OneHub Custom Tabulations - June 2023
Totals may not add due to rounding

In June 2023, there was a decline of 373 businesses from the previous year. 78.2% of this loss was in the number of businesses without employees. The other 21.7% was in the number of businesses with employees, mainly in those having less than 10 employees.

There were increases in the number of businesses having 20+ employees from the previous year that might have resulted in an increase of employment.

Table 45: Business Counts by Business Size in Northumberland County

Business size	June 2018	June 2022	June 2023	Five Year Change 2018 - 2023	1 Year Change 2022-2023
TOTAL # BUSINESSES	7,288	8,338	7,661	373	-677
Total, without employees	5,195	5,763	5,233	38	-530
Total, with employees	2,093	2,575	2,428	335	-147
1-4	1,139	1,435	1,318	179	-117
5-9	421	534	488	67	-46
10-19	279	315	309	30	-6
20-49	167	191	201	34	10
50-99	46	55	62	16	7
100-199	25	31	35	10	4
200-499	15	12	13	-2	1
500 +	1	2	2	1	0

Source: Canadian Business Counts, Classified Businesses - Custom Tabulations - OneHub
Total may not add due to rounding

Hiring Demand

WDB tracks in-demand occupations by monitoring online job postings, as aggregated from over 45 job boards on the Local Jobs Hub. This information is made available on the website through the Labour Market Insights Report, an interactive monthly report.

Over 8,008 new job postings in WDB's Local Jobs Hub were listed throughout the period of October 2022 to September 2023 in Northumberland. This was a decrease of 483 or 5.7% job postings from the same period of the previous year.

The top in-demand skills during the period of October 2022 to September 2023 were:

- Management
- Customer service
- Communication skills
- Teamwork
- Organization

Kawartha Lakes

Demographics

The city area includes the following incorporated communities:

- Bobcaygeon
- Fenelon Falls
- Lindsay
- Omemee
- Sturgeon Point
- Woodville

According to the 2021 Census data, the Kawartha Lakes region had a population of 79,250. This was an increase of 5.1% (3,815) compared to the previous 2016 Census figures. This rate of growth was lower than reported in Ontario and Canada at 5.5% and 5.2%, respectively.

Table 46: Population by Age - Kawartha Lakes

Age	Total 2016	Total 2021	Change	% Change
0-14	9,900	10,540	640	6.5%
15-24	7,880	7,075	**-805**	**-10.2%**
25-44	14,220	16,450	2,230	15.7%
45-54	10,695	8,765	**-1,930**	**-18.0%**
25-54	24,915	25,215	300	1.2%
55-64	13,675	14,065	390	2.9%
65+	19,065	22,355	3,290	17.3%
55+	32,740	36,420	3,680	11.2%
Total Population	**75,435**	**79,250**	**3,815**	**5.1%**
Total Population 15+	**65,535**	**68,710**	**3,175**	**4.8%**
Pop 15+/Total Pop	**86.9%**	**86.7%**		
Average Age	46.7	47.4	0.7	1.5%
Median Age	51.2	51.6	0.4	0.8%

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

Population Data: Ages 15 Years and Over

In 2021, the population of 15 years and over in the Kawartha Lakes area represented 86.7% of the total population which is slightly higher than in 2016 of 86.9%. These percentages are higher than Ontario at 84.2% in 2021 and 83.6% in 2016.

In Kawartha Lakes, the population 15 years and over grew 3,175 or 4.8% since 2016.

The Indigenous population aged 15 and over represents 2.6% of the total working age population. There was a population increase in the Indigenous population of 230 or 15.0% since 2016.

The racialized population aged 15 and over represents 3.0% of the total working age population. There was a population increase of 920 or 81.4% since 2016.

Kawartha Lakes had 180 newcomers ages 15 years and over added to its population during the period 2016 to 2021.

The significant growth of the racialized populations 15 and over is largely reflective of the increase in migration to this area from other parts of the province or country and to a lesser extent international migration.

Table 47: Population by Ages 15 and over - Indigenous and Racialized Populations

Kawartha Lakes	Total Population 15+	Total Indigenous Population 15+	% Total Pop 15+	Total Racialized Population 15+	% Total Pop 15+
2016	65,535	1,535	2.3%	1,130	1.7%
2021	68,710	1,765	2.6%	2,050	3.0%
Change	3,175	230		920	
% Change	4.8%	15.0%		81.4%	

Source: Statistics Canada Census Population Data - 100% Sample; Custom Census Tabulations - Tables 1A, 2A, 2021 Census - 25% Sample, Table 5, 2016 Census 2016 - 25% Sample

Table 48: Newcomers - Immigration Period 2016-2021 by Gender - Ages 15 and over

	Total Newcomers 15+ (2016-2021)	Men	% Men	Women	% Women
Peterborough	1,115	570	50.9%	550	49.1%
Northumberland	360	165	45.8%	195	54.2%
Kawartha Lakes	**180**	**90**	**51.4%**	**85**	**48.6%**
Haliburton	20	20	100.0%	0	0.0%
WDB Region	**1,675**	**845**	**50.4%**	**830**	**49.6%**
Ontario	488,425	235,170	48.1%	253,250	51.9%

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 2A Parts 1 & 2 - 25% Sample Data
Totals may not add due to rounding.

Women represented 50.6% of the population 15 years and over and men represented 49.4% in the Kawartha Lakes area. These gender ratios are similar to 2016 for this area and to those of Ontario.

Women in the Indigenous population of those aged 15 and over represented 49.7% and men represented 50.3%. This compares to the gender ratios of newcomers at 48.6% for women and 51.4% for men.

The racialized population of those aged 15 and over were comprised of 52.6% women and 47.4% men.

Table 49: % Population Ages 15+ by Gender

Kawartha Lakes	2016	2021
Men 15+	49.2%	49.4%
Women 15+	50.8%	50.6%
Total Population 15+	100.0%	100.0%

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

In the Kawartha Lakes area, the population aged 55 and over was the largest age group at 53%, surpassing that of the core working age group of 25-54 at 37%. This indicates an older workforce than Ontario with 25-54 age group population at 47% and 39% of those 55 and over (Source: Statistics Canada. 2021 Census Profiles).

The Indigenous population aged 25-54 was 47.1% of the total working age population in the Kawartha Lakes area, which was less than Ontario at 50.4%. Persons aged 55 and over represented 33.1% of the total population and those aged 15-24 represented 19.8% (Source: Statistics Canada. Data Tables 2021 Census - Table 98-10-0266-01). This is reflective of a much younger workforce within the Indigenous population compared to the general population.

The racialized population shows age ratios similar to that of the Indigenous population for those ages 15 and over for Kawartha Lakes [Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data].

75.7% of newcomers in the Kawartha Lakes area were between the ages of 25-54. Approximately 19.0% were aged 55 and over (See Table C15 in Appendix C for more information).

Chart 18
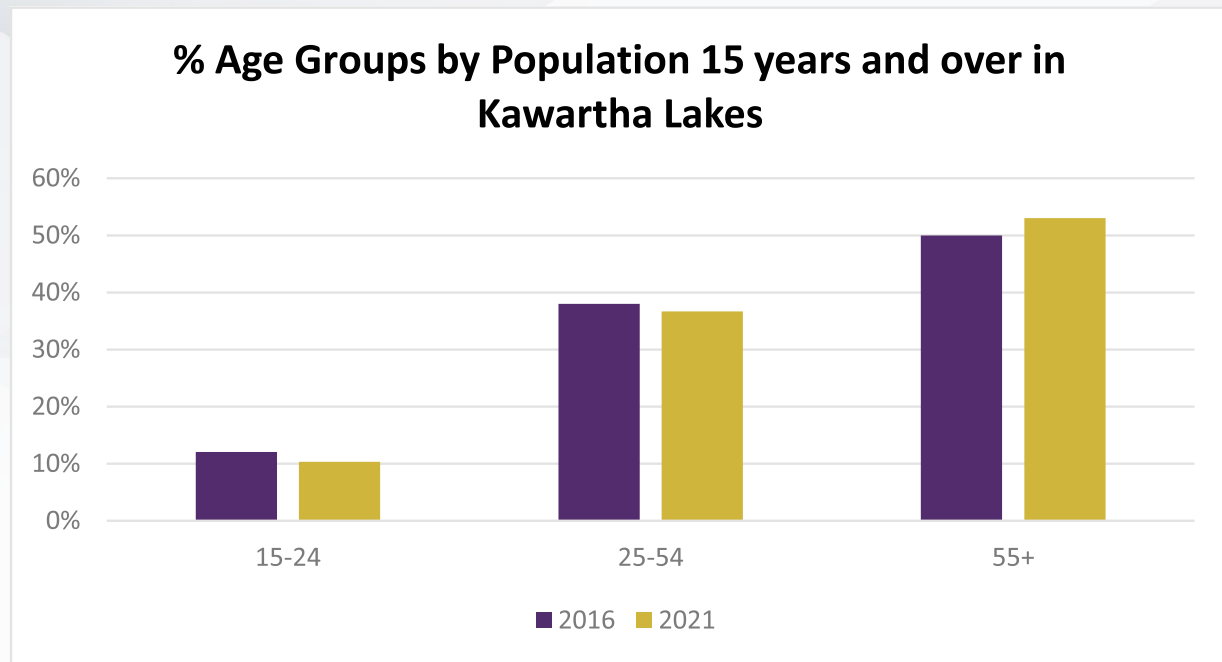
% Age Groups by Population 15 years and over in Kawartha Lakes

Source: Statistics Canada Census Population Data 2016, 2021 – 100% Sample
Totals may not add due to rounding.

Labour Force Characteristics

The data on labour force characteristics[5] between 2016 and 2021 was significantly impacted by the COVID-19 pandemic. During this period of time there was a growth in the labour force status (the sum of the those in the labour force plus those not in the labour force) of 3,210 or 5.1%. This growth is explained by the population increase of over 3,830 in the Kawartha Lakes area.

Over 2,870 or 89.4% of the labour force status increase was from those not in the labour force. This increase accounts for those who left the labour force for various reasons including discouragement with the job market and retirements. Those aged 55 and over not in the labour force increased by 2,845 or 13.4% from 2016.

Unemployment rates increased in all age categories except for those 15-24 where the rate fell slightly. The rates more than doubled for those ages 55 and over.

Participation rates fell in all age categories from 2016 to 2021.

[5] Statistics Canada provides labour force characteristics data for smaller geographical areas during Census years. It is not available by the labour force monthly surveys due to data suppression.

Table 50: Labour Force Status by Age - Population 15 years and over Kawartha Lakes

	2016				2021			
	15-24	25-54	55+	Total 15+	15-24	25-54	55+	Total 15+
Total - Labour force status	7,740	24,375	31,390	63,505	6,950	24,540	35,225	66,715
In the labour force	**5,275**	**20,680**	**10,205**	**36,160**	**4,690**	**20,600**	**11,190**	**36,480**
Employed	4,345	19,330	9,690	33,365	3,915	18,530	9,955	32,400
Unemployed	930	1,350	520	2,800	780	2,070	1,250	4,100
Not in the labour force	**2,465**	**3,700**	**21,175**	**27,340**	**2,255**	**3,935**	**24,020**	**30,210**
Participation rate	**68.2%**	**84.8%**	**32.5%**	**56.9%**	**67.5%**	**83.9%**	**31.8%**	**54.7%**
Employment rate	**56.1%**	**79.3%**	**30.9%**	**52.5%**	**56.3%**	**75.5%**	**28.3%**	**48.6%**
Unemployment rate	**17.6%**	**6.5%**	**5.1%**	**7.7%**	**16.6%**	**10.0%**	**11.2%**	**11.2%**

Source: Statistics Canada. Custom Tabulations (One-Hub) - Table 19 POR - 2016 Census; Table 1A - 2021 Census - 25% Sample
Totals may not add due to rounding.

See Tables C19 and C25 in Appendix C for more information.

Income

In 2020, the average total income in Kawartha Lakes was $50,400, an increase of $8,910 or 21.5% since 2015. The median total income in 2020 was $39,200, an increase of 21.4% from 2015. These income figures are lower than reported in Ontario for the same time period.

Ontario's average total income was $56,350 in 2020, an increase of $8,435 or 17.6% since 2015. The provincial median total income in 2020 was reported at $41,200 an increase of $7,700 or 23%. These figures were reported from the 2021 Census.

Migration Patterns

Migration Patterns by Age - Taxfiler

For the five-year period spanning 2016 to 2021, there was net-positive migration to the Kawartha Lakes area of 6,689 migrants. Those aged 45-64 represented the largest percentage of net-migrants at 37.6%.

Table 51: Migration Patterns 2016-2021 – Kawartha Lakes

Age Group	In-migrants	Out-migrants	Net-migrants	% Net-migrants
0-17	3,771	2,274	1,497	22.4%
18-24	1,988	1,944	44	0.7%
25-44	6,121	4,313	1,808	27.0%
45-64	5,541	3,025	2,516	**37.6%**
65+	3,017	2,193	824	12.3%
Total	20,438	13,749	6,689	100.0%

Source: Statistics Canada, Taxfiler (OneHub Migration Table 6A)

Educational Attainment

Overall, Kawarthas Lakes showed higher levels of educational attainment in 2021 than in 2016, reflecting a more educated workforce.

In 2021, 40.8% of the population aged 15 years and over had completed a college education or higher. This is an increase from 37.6% reported in 2016.

University graduates at a bachelor level or higher increased significantly to 13.5% from 10.2% in 2016.

High school graduates increased from 32.0% in 2016 to 33.6% in 2021.

There was a significant decrease in those who had less than high school, reported at 17.5% in 2021 and 20.6% in 2016.

The percentage of college graduates remained relatively the same while educational attainment in apprenticeship or trades decreased.

The table below compares the highest level of education with labour force status of those aged 15 years and over.

Please refer to the glossary for definitions.

Table 52: Highest Level of Educational Attainment by Labour Force Status - 2016 vs 2021 - Kawartha Lakes

	Labour force status	No certificate, diploma or degree	High (secondary) school diploma or equivalency certificate	Apprenticeship or trades certificate or diploma	College, CEGEP or other non-university certificate or diploma	University
2016	Total - Labour force status	13,095	20,340	6,205	16,190	7,670
	In the labour force	4,625	11,720	3,615	11,260	4,950
	Employed	4,040	10,560	3,390	10,690	4,690
	Unemployed	585	1,160	220	570	260
	Not in the labour force	8,470	8,620	2,600	4,935	2,720
	Participation rate	35.3%	57.6%	58.3%	69.5%	64.5%
	Employment rate	30.9%	51.9%	54.6%	66.0%	61.1%
	Unemployment rate	12.6%	9.9%	6.1%	5.1%	5.3%
2021	Total - Labour force status	11,665	22,385	5,420	17,330	9,905
	In the labour force	3,930	11,925	2,950	11,380	6,310
	Employed	3,285	10,275	2,660	10,255	5,930
	Unemployed	650	1,650	290	1,125	380
	Not in the labour force	7,730	10,465	2,465	5,950	3,595
	Participation rate	33.7%	53.3%	54.4%	65.7%	63.7%
	Employment rate	28.2%	45.9%	49.1%	59.2%	59.9%
	Unemployment rate	16.5%	13.8%	9.8%	9.9%	6.0%

Source: Statistics Canada - Custom Tabulations - 2021 Census - Tables 1A/1B - Persons 15 years and over
Source: Statistics Canada - Custom Tabulations - 2016 Census - Table 3 POR - Persons 15 years and over
Totals may not add due to rounding

Changes in Employment by Industry

In comparing 2021 Census figures to that of the 2016 Census, there was a net loss of 945 jobs in Kawartha Lakes. Losses occurred in fourteen (14) of twenty (20) industry sectors while gains, or no change, occurred in six (6) sectors.

The top three (3) industries with the most employment losses were:
- accommodation and food services
- other services (except public administration), and
- retail trade.

The top three (3) industries with the most employment gains were:
- construction
- health care and social assistance, and
- professional, scientific and technical services.

Table 53: Changes in Employment by Industry – Kawartha Lakes

NAICS - Sector	2016 Jobs	2021 Jobs	# Change	% Change
11 - Agriculture, forestry, fishing and hunting	1,280	1,250	-30	-2.3%
21 - Mining, quarrying, and oil and gas extraction	220	205	-15	-6.8%
22 - Utilities	485	585	100	20.6%
23 - Construction	3,790	4,395	605	16.0%
31-33 - Manufacturing	2,665	2,445	-220	-8.3%
41 - Wholesale trade	1,015	945	-70	-6.9%
44-45 - Retail trade	4,280	3,975	-305	-7.1%
48-49 - Transportation and warehousing	1,480	1,380	-100	-6.8%
51 - Information and cultural industries	455	355	-100	-22.0%
52 - Finance and insurance	985	920	-65	-6.6%
53 - Real estate and rental and leasing	565	565	0	0.0%
54 - Professional, scientific and technical services	1,560	1,695	135	8.7%
55 - Management of companies and enterprises	25	0	-25	-100.0%
56 - Administrative and support, waste management and remediation services	1,555	1,560	5	0.3%
61 - Educational services	2,180	2,120	-60	-2.8%
62 - Health care and social assistance	4,355	4,515	160	3.7%
71 - Arts, entertainment and recreation	815	525	-290	-35.6%
72 - Accomodation and food services	1,785	1,470	-315	-17.6%
81 - Other services (except public administration)	1,640	1,330	-310	-18.9%
91 - Public administration	2,230	2,185	-45	-2.0%
Total Classified Jobs	**33,365**	**32,420**	**-945**	**-2.8%**

Source: 2021 Census, 2016 Census

Business Counts

According to Statistics Canada (Canadian Business Counts), there were 6,889 classified businesses in June 2023 in the Kawartha Lakes area. Of these businesses, 4,828, or 70.1%, were businesses without any employees (self-employed), and 2,061, or 29.9%, were businesses with employees. Over twice as many businesses in the area have no employees compared to those with employees— a ratio that appears to be consistent over past years.

In 2023, the top three (3) subsectors with the highest number of businesses (with or without employees) in the Kawartha Lakes area were:

- Real estate (1,308 businesses)
- Construction (1,041 businesses), and
- Agriculture (857 businesses).

The top three (3) subsectors with the highest number of businesses <u>with employees</u> were:

- Construction (431 businesses)
- Retail (309), and
- Other services (except public administration) (191 businesses).

The top three (3) subsectors with the highest number of businesses <u>without employees</u> were:

- Real estate (1,215 businesses)
- Agriculture (774 businesses), and
- Construction (610 businesses).

Table 54: Number of Businesses by 2-Digit Industry and Size - June 2023 - Kawartha Lakes

2-Digit Industry (NAIC)	Total Number of Businesses	Without employees	Total, with employees	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500+
11 - Agriculture, forestry, fishing and hunting	857	774	83	61	15	6	0	1	0	0	0
21 - Mining, quarrying, and oil and gas extraction	20	10	10	4	2	2	1	1	0	0	0
22 - Utilities	35	33	2	1	1	0	0	0	0	0	0
23 - Construction	1,041	610	431	268	103	38	20	1	1	0	0
31-33 - Manufacturing	168	95	73	35	6	16	7	4	4	1	0
41 - Wholesale trade	152	76	76	42	13	15	2	3	1	0	0
44-45 - Retail trade	554	245	309	102	101	54	38	6	7	1	0
48-49 - Transportation and warehousing	193	131	62	43	6	4	8	0	1	0	0
51 - Information and cultural industries	48	29	19	12	5	2	0	0	0	0	0
52 - Finance and insurance	335	260	75	48	12	7	7	0	1	0	0
53 - Real estate and rental and leasing	1,308	1,215	93	77	13	2	1	0	0	0	0
54 - Professional, scientific and technical services	546	392	154	116	18	11	8	0	0	1	0
55 - Management of companies and enterprises	50	43	7	3	1	0	2	0	1	0	0
56 - Administrative and support, waste management and remediation services	310	199	111	64	27	14	6	0	0	0	0
61 - Educational services	67	53	14	8	3	0	1	1	0	0	1
62 - Health care and social assistance	335	172	163	79	22	30	16	7	8	0	1
71 - Arts, entertainment and recreation	119	84	35	14	10	8	2	1	0	0	0
72 - Accommodation and food services	234	89	145	49	41	26	21	5	2	1	0
81 - Other services (except public administration)	509	318	191	130	43	13	3	1	1	0	0
91 - Public administration	8	0	8	0	0	2	3	1	0	0	2
Total Businesses	6,889	4,828	2,061	1,156	442	250	146	32	27	4	4

Source: Canadian Business Counts - Classified Businesses - OneHub Custom Tabulations - June 2023
Totals may not add due to rounding

In June 2023, there was decline of 269 businesses from the previous year and a decline of 668 businesses over the last five years. 66.2% of this loss from last year was in the number of businesses without employees. The other 33.8% was in the number of businesses with employees, mainly in those having less than five employees.

There were modest increases in the number of businesses having five or more employees over last year except for businesses with 50- 99 employees where there was a loss of two businesses.

Table 55: Business Counts by Business Size in Kawartha Lakes

Business size	June 2018	June 2022	June 2023	Five Year Change 2018 - 2023	1 Year Change 2022-2023
TOTAL # BUSINESSES	7,557	7,158	6,889	-668	-269
Total, without employees	5,434	5,006	4,828	-606	-178
Total, with employees	2,123	2,152	2,061	-62	-91
1-4	1,190	1,271	1,156	-34	-115
5-9	476	436	442	-34	6
10-19	264	243	250	-14	7
20-49	130	138	146	16	8
50-99	36	34	32	-4	-2
100-199	18	23	27	9	4
200-499	6	4	4	-2	0
500 +	3	3	4	1	1

Source: Canadian Business Counts, Classified Businesses - Custom Tabulations - OneHub
Total may not add due to rounding

Hiring Demand

WDB tracks in-demand occupations by monitoring online job postings, as aggregated from over 45 job boards on the Local Jobs Hub. This information is made available on the website through the Labour Market Insights Report, an interactive monthly report.

5,513 new job postings were listed in WDB's Local Jobs Hub throughout the period of October 2022 to September 2023 in the Kawartha Lakes area. This was a decrease of 525 or 8.7% of new job postings from the same period of the previous year.

The top in-demand skills during the period of October 2022 to September 2023 were:

• Management
• Customer service
• Communication skills
• Organization
• Teamwork

Haliburton

Demographics

Communities in Haliburton County include:

- Township of Algonquin Highlands
- Municipality of Dysart et al
- Municipality of Highlands East
- Township of Minden Hills

According to the 2021 Census data, Haliburton County had a population of 20,575. This was an increase of 13.8% (2,500) compared to the previous 2016 Census figures. This rate of growth was significantly higher than reported in Ontario and Canada at 5.5% and 5.2%, respectively.

Table 56: Population by Age - Haliburton

Age	Total 2016	Total 2021	Change	% Change
0-14	1,715	1,915	200	11.7%
15-24	1,365	1,360	**-5**	**-0.4%**
25-44	2,665	3,265	600	22.5%
45-54	2,330	2,045	**-285**	**-12.2%**
25-54	4,995	5,310	315	6.3%
55-64	4,060	4,740	680	16.7%
65+	5,940	7,250	1,310	22.1%
55+	10,000	11,990	1,990	19.9%
Total Population	**18,075**	**20,575**	**2,500**	**13.8%**
Total Population 15+	**16,360**	**18,660**	**2,300**	**14.1%**
Pop 15+/Total Pop	**90.5%**	**90.7%**		
Average Age	52	52.8	0.8	1.5%
Median Age	57.6	59.2	1.6	2.8%

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
Totals may not add due to rounding.

Population Data: Ages 15 Years and Over

In 2021, the population of 15 years and over in the Haliburton region represented 90.7% of the total population which is slightly higher than in 2016 of 90.5%. These percentages are higher than Ontario at 84.2% in 2021 and 83.6% in 2016.

In Haliburton, the population 15 years and over grew 2,300 or 14.1% since 2016.

The Indigenous population aged 15 and over represents 3.0% of the total working age population. There was a population increase in the Indigenous population of 130 or 30.2% since 2016.

The racialized population aged 15 and over represents 1.8% of the total working age population. There was a population increase of 145 or 76.3% since 2016.

Haliburton saw 20 newcomers ages 15 years and over added to its population during the period 2016 to 2021.

Table 57: Population by Ages 15 and over - Indigenous and Racialized Populations

Haliburton	Total Population 15+	Total Indigenous Population 15+	% Total Pop 15+	Total Racialized Population 15+	% Total Pop 15+
2016	16,360	430	**2.6%**	190	**1.2%**
2021	18,660	560	**3.0%**	335	**1.8%**
Change	2,300	130		145	
% Change	**14.1%**	**30.2%**		**76.3%**	

Source: Statistics Canada Census Population Data - 100% Sample; Custom Census Tabulations - Tables 1A, 2A, 2021 Census - 25% Sample, Table 5, 2016 Census 2016 - 25% Sample

Table 58: Newcomers - Immigration Period 2016-2021 by Gender - Ages 15 and over

	Total Newcomers 15+ (2016-2021)	Men	% Men	Women	% Women
Peterborough	1,115	570	50.9%	550	49.1%
Northumberland	360	165	45.8%	195	54.2%
Kawartha Lakes	180	90	51.4%	85	48.6%
Haliburton	**20**	**20**	**100.0%**	**0**	**0.0%**
WDB Region	**1,675**	**845**	**50.4%**	**830**	**49.6%**
Ontario	488,425	235,170	48.1%	253,250	51.9%

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 2A Parts 1 & 2 - 25% Sample Data
Totals may not add due to rounding.

Women represented 49.4% of the population 15 years and over and men represent 50.6% in the Haliburton area. These gender ratios are similar to 2016.

Women in the Indigenous population of those aged 15 and over represented 52.8% and men represented 47.3%.

The racialized population of those aged 15 and over were comprised of 59.4% women and 40.6% men.

The 20 newcomers that were reported were all classified as men.

Table 59: % Population Ages 15+ by Gender

Haliburton	2016	2021
Men 15+	49.8%	50.6%
Women 15+	50.2%	49.4%
Total Population 15+	100.0%	100.0%

Source: Statistics Canada Census Population Data 2016, 2021 - 100% Sample
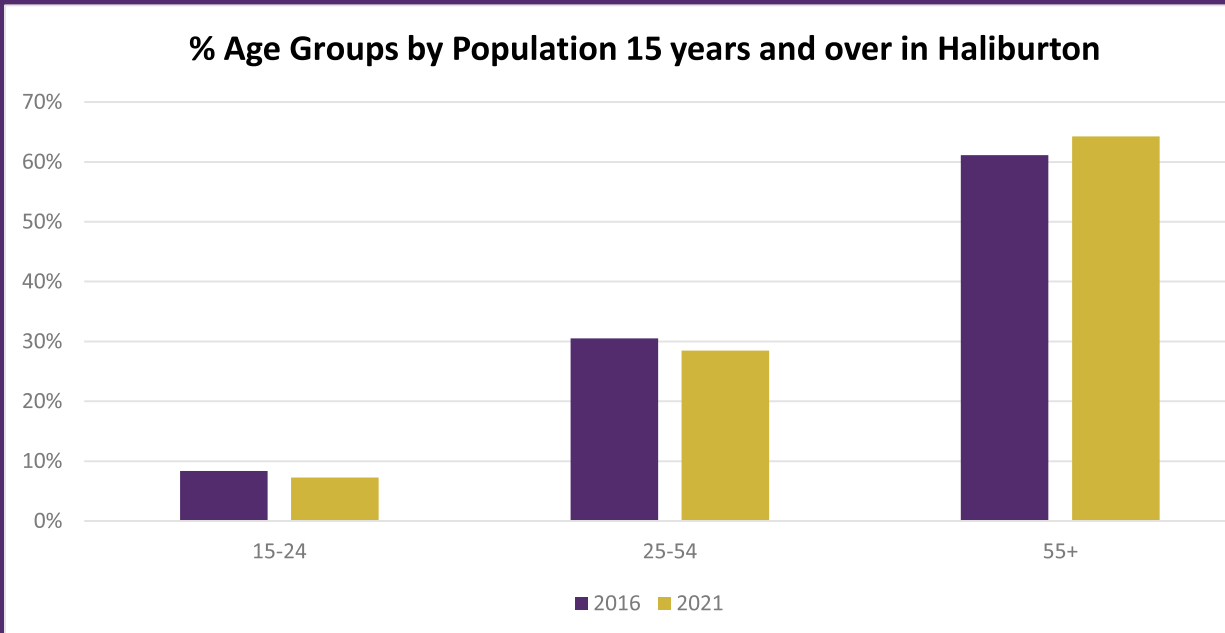Totals may not add due to rounding.

In the Haliburton area, population ages 55 and over was the largest age group within the categories listed below at 64% surpassing that of the core working age group of 25-54 at 28%. This indicates an older workforce than Ontario with population in the age group of 25-54 at 47% and 39% of those 55 and over (Source: Statistics Canada. 2021 Census Profiles).

The Indigenous population ages 25-54 was 44.6% of the total population ages 15 and over in the Haliburton area, which was less than Ontario at 50.4%. There was 37.5% of the population 55 and over with those aged 15-24 representing 17.9% (Source: Statistics Canada. Data Tables 2021 Census - Table 98-10-0266-01). This indicates younger workforce within the Indigenous population compared to the general population.

The racialized population ages 25-54 was 41.8% of the total population ages 15 and over in the Haliburton area. Youth ages 15-24 represented 28.4% [Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data]. This supports a younger workforce within the racialized population.

100.0% of the newcomers in the Haliburton area were between the ages of 25-54 (See Table C15 in Appendix C for more information).

Chart 19

% Age Groups by Population 15 years and over in Haliburton

Source: Statistics Canada Census Population Data 2016, 2021 – 100% Sample
Totals may not add due to rounding.

Labour Force Characteristics

The data on labour force characteristics[6] between 2016 and 2021 was significantly impacted by the COVID-19 pandemic. During this period of time there was a growth in the labour force status (the sum of the those in the labour force plus those not in the labour force) of 2,275 or 14.2%. This growth is explained by the population increase of over 2,500 in the Haliburton area.

1,575 or 69.2% of the labour force status increase was from those not in the labour force. This increase accounts for those who left the labour force for various reasons including discouragement with the job market and retirements. Those aged 55 and over not in the labour force increased by 1,485 or 21.6% from 2016.

Unemployment rates increased in all age categories.

Participation rates fell only in the age category 25-54 from 2016 to 2021.

Table 60: Labour Force Status by Age - Population 15 years and over Haliburton

	2016				2021			
	15-24	25-54	55+	Total 15+	15-24	25-54	55+	Total 15+
Total - Labour force status	1,355	4,925	9,795	16,075	1,410	5,180	11,760	18,350
In the labour force	**845**	**4,105**	**2,930**	**7,880**	**900**	**4,275**	**3,415**	**8,590**
Employed	695	3,775	2,645	7,115	730	3,885	3,025	7,640
Unemployed	145	325	285	755	170	385	390	945
Not in the labour force	**510**	**820**	**6,860**	**8,190**	**510**	**910**	**8,345**	**9,765**
Participation rate	62.4%	83.4%	29.9%	49.0%	63.8%	82.5%	31.8%	46.8%
Employment rate	51.3%	76.6%	27.0%	44.3%	51.8%	75.0%	28.3%	41.6%
Unemployment rate	17.2%	7.9%	9.7%	9.6%	18.9%	9.0%	11.2%	11.0%

Source: Statistics Canada. Custom Tabulations (One-Hub) - Table 19 POR - 2016 Census; Table 1A - 2021 Census - 25% Sample
Totals may not add due to rounding.

[6] Statistics Canada provides labour force characteristics data for smaller geographical areas during Census years. It is not available by the labour force monthly surveys due to data suppression.

Income

In 2020, the average total income in Haliburton was $50,400, an increase of $11,140, or 28.4%, since 2015. The median total income in 2020 was $38,200, an increase of 29.3% from 2015. These income figures are lower than reported in Ontario for the same time period.

Ontario's average total income was $56,350 in 2020, an increase of $8,435 or 17.6% since 2015. The provincial median total income in 2020 was reported at $41,200 an increase of $7,700, or 23%. These figures were reported from the 2021 Census.

Migration Patterns

Migration Patterns by Age - Taxfiler

For the five-year period spanning 2016 to 2021, there was net-positive migration to the Haliburton area of 2,188 migrants. Those aged 45-64 represented the largest percentage of net-migrants at 72.6%.

Table 61: Migration Patterns 2016-2021 - Haliburton

Age Group	In-migrants	Out-migrants	Net-migrants	% Net-migrants
0-17	739	462	277	12.7%
18-24	457	364	93	4.3%
25-44	1,208	899	309	14.1%
45-64	2,426	837	1,589	**72.6%**
65+	907	987	-80	-3.7%
Total	**5,737**	**3,549**	**2,188**	**100.0%**

Source: Statistics Canada, Taxfiler (OneHub Migration Table 6A)

Educational Attainment

Overall, the Haliburton region showed higher levels of educational attainment in 2021 than in 2016, similar to other regions within the WDB's catchment area, reflecting a more educated workforce.

In 2021, 43.5% of the population aged 15 years and over had completed a college education or higher. This is an increase from 40.0% reported in 2016.

University graduates at a bachelor level or higher increased significantly to 18.1% from 14.3% in 2016.

High school graduates increased from 27.9% in 2016 to 31.1% in 2021.

There was a significant decrease in those who had less than high school, reported at 17.0% in 2021 and 21.4% in 2016.

The percentage of college graduates remained relatively the same while educational attainment in apprenticeship or trades decreased.

The table below compares the highest level of education with labour force status of those aged 15 years and over.

Please refer to the glossary for definitions.

Table 62: Highest Level of Educational Attainment by Labour Force Status - 2016 vs 2021 - Haliburton

	Labour force status	No certificate, diploma or degree	High (secondary) school diploma or equivalency certificate	Apprenticeship or trades certificate or diploma	College, CEGEP or other non-university certificate or diploma	University
2016	Total - Labour force status	3,440	4,490	1,710	3,775	2,655
	In the labour force	1,100	2,315	785	2,305	1,365
	Employed	940	2,065	695	2,140	1,285
	Unemployed	165	245	90	160	90
	Not in the labour force	2,345	2,180	920	1,470	1,285
	Participation rate	**32.0%**	**51.6%**	**45.9%**	**61.1%**	**51.4%**
	Employment rate	**27.3%**	**46.0%**	**40.6%**	**56.7%**	**48.4%**
	Unemployment rate	**15.0%**	**10.6%**	**11.5%**	**6.9%**	**6.6%**
2021	Total - Labour force status	3,120	5,705	1,540	4,330	3,655
	In the labour force	885	2,665	745	2,475	1,810
	Employed	760	2,320	630	2,225	1,700
	Unemployed	125	350	120	245	110
	Not in the labour force	2,235	3,035	790	1,855	1,850
	Participation rate	**28.4%**	**46.7%**	**48.4%**	**57.2%**	**49.5%**
	Employment rate	**24.4%**	**40.7%**	**40.9%**	**51.4%**	**46.5%**
	Unemployment rate	**14.1%**	**13.1%**	**16.1%**	**9.9%**	**6.1%**

Source: Statistics Canada - Custom Tabulations - 2021 Census - Tables 1A/1B - Persons 15 years and over
Source: Statistics Canada - Custom Tabulations - 2016 Census - Table 3 POR - Persons 15 years and over
Totals may not add due to rounding

Changes in Employment by Industry

In comparing 2021 Census figures to that of the 2016 Census, there was a net gain of 505 jobs in the Haliburton area. Losses occurred in nine (9) of twenty (20) industry sectors while gains, or no change, occurred in eleven (11) sectors.

The top three (3) industries with the most employment losses were:
- accommodation and food services
- transportation and warehousing, and
- administrative and support, waste management and remediation services.

The top three (3) industries with the most employment gains were:
- health care and social assistance
- construction, and
- professional, scientific and technical services.

Table 63: Changes in Employment by Industry – Haliburton

NAICS - Sector	2016 Jobs	2021 Jobs	# Change	% Change
11 - Agriculture, forestry, fishing and hunting	85	145	60	70.6%
21 - Mining, quarrying, and oil and gas extraction	40	10	-30	-75.0%
22 - Utilities	130	120	-10	-7.7%
23 - Construction	1,075	1,260	185	17.2%
31-33 - Manufacturing	280	280	0	0.0%
41 - Wholesale trade	180	175	-5	-2.8%
44-45 - Retail trade	1,085	1,160	75	6.9%
48-49 - Transportation and warehousing	325	210	-115	-35.4%
51 - Information and cultural industries	135	205	70	51.9%
52 - Finance and insurance	190	180	-10	-5.3%
53 - Real estate and rental and leasing	175	225	50	28.6%
54 - Professional, scientific and technical services	325	510	185	56.9%
55 - Management of companies and enterprises	0	10	10	N.A.
56 - Administrative and support, waste management and remediation services	455	385	-70	-15.4%
61 - Educational services	405	465	60	14.8%
62 - Health care and social assistance	735	1,065	330	44.9%
71 - Arts, entertainment and recreation	195	145	-50	-25.6%
72 - Accomodation and food services	620	435	-185	-29.8%
81 - Other services (except public administration)	315	260	-55	-17.5%
91 - Public administration	370	380	10	2.7%
Total Classified Jobs	**7,120**	**7,625**	**505**	**7.1%**

Source: 2021 Census, 2016 Census

Business Counts

According to Statistics Canada (Canadian Business Counts), there were 2,128 classified businesses in June 2023 in the Haliburton area. Of these businesses, 1,400, or 65.8%, were businesses without any employees (self-employed), and 728, or 34.2%, were businesses with employees. Similar to the other counties in the WDB region, twice as many businesses in the area have no employees compared to those with employees—a ratio that appears to be consistent over past years.

In 2023, the top three (3) subsectors with the highest number of businesses (with or without employees) in the Haliburton area were:

- Real estate (465 businesses)
- Construction (454 businesses) and
- Other services (except public administration) (153 businesses).

The top three (3) subsectors with the highest number of businesses <u>with employees</u> were:

- Construction (213 businesses)
- Retail (93) and
- Professional, scientific and technical services (67 businesses).

The top three (3) subsectors with the highest number of businesses <u>without employees</u> were:

- Real estate (421 businesses)
- Construction (241 businesses) and
- Professional, scientific and technical services (141 businesses).

Table 64: Number of Businesses by 2-Digit Industry and Size - June 2023 - Haliburton

2-Digit Industry (NAIC)	Total Number of Businesses	Without employees	Total, with employees	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500+
11 - Agriculture, forestry, fishing and hunting	47	39	8	8	0	0	0	0	0	0	0
21 - Mining, quarrying, and oil and gas extraction	5	1	4	1	0	3	0	0	0	0	0
22 - Utilities	3	1	2	1	1	0	0	0	0	0	0
23 - Construction	454	241	213	138	48	18	9	0	0	0	0
31-33 - Manufacturing	44	20	24	10	6	4	4	0	0	0	0
41 - Wholesale trade	37	24	13	6	3	3	0	1	0	0	0
44-45 - Retail trade	162	69	93	39	20	18	10	5	1	0	0
48-49 - Transportation and warehousing	40	29	11	9	2	0	0	0	0	0	0
51 - Information and cultural industries	28	16	12	5	5	1	1	0	0	0	0
52 - Finance and insurance	96	82	14	5	3	5	1	0	0	0	0
53 - Real estate and rental and leasing	465	421	44	37	5	2	0	0	0	0	0
54 - Professional, scientific and technical services	208	141	67	54	8	4	1	0	0	0	0
55 - Management of companies and enterprises	10	8	2	1	1	0	0	0	0	0	0
56 - Administrative and support, waste management and remediation services	92	55	37	22	11	4	0	0	0	0	0
61 - Educational services	19	13	6	1	3	2	0	0	0	0	0
62 - Health care and social assistance	97	47	50	25	4	8	10	1	2	0	0
71 - Arts, entertainment and recreation	48	32	16	8	3	3	2	0	0	0	0
72 - Accommodation and food services	114	66	48	18	13	3	12	2	0	0	0
81 - Other services (except public administration)	153	95	58	47	7	1	3	0	0	0	0
91 - Public administration	6	0	6	0	0	0	0	5	1	0	0
Total Businesses	2,128	1,400	728	435	143	79	53	14	4	0	0

Source: Canadian Business Counts - Classified Businesses - OneHub Custom Tabulations - June 2023
Totals may not add due to rounding

In June 2023, there was a decline of 54 businesses from the previous year. 27.8% of this loss was in the number of businesses without employees. 72.2% was in the number of businesses with employees, mainly in those having less than 5 employees.

There was a modest increase in the number of businesses having 20-49 employees from the previous year.

Table 65: Business Counts by Business Size - Haliburton

Business size	June 2018	June 2022	June 2023	Five Year Change 2018 - 2023	1 Year Change 2022-2023
TOTAL # BUSINESSES	1,982	2,182	2,128	146	-54
Total, without employees	1,310	1,415	1,400	90	-15
Total, with employees	672	767	728	56	-39
1-4	392	473	435	43	-38
5-9	142	146	143	1	-3
10-19	76	83	79	3	-4
20-49	45	45	53	8	8
50-99	16	15	14	-2	-1
100-199	1	5	4	3	-1
200-499	0	0	0	0	0
500 +	0	0	0	0	0

Source: Canadian Business Counts, Classified Businesses - Custom Tabulations - OneHub
Total may not add due to rounding

Hiring Demand

WDB tracks in-demand occupations by monitoring online job postings, as aggregated from over 45 job boards on the Local Jobs Hub. This information is made available on the website through the Labour Market Insights Report, an interactive monthly report.

1,153 new job postings were listed in WDB's Job Hub throughout the period of October 2022 to September 2023 in Haliburton. This was a decrease of 288 or 20.0% new job postings from the same period of the previous year.

The top in-demand skills during the period of October 2022 to September 2023 were:

• Management
• Customer service
• Communication skills
• Organization
• Sales

Action Plan

Community stakeholders participated in a Community Input and Action Planning Session in January 2021 to inform the development of an Action Plan with a three-year outlook that WDB included in our 2020-2021 Local Labour Market Planning (LLMP) Report. The action items fell under three main themes: workforce, education/training and social. The Action Plans included in our 2021-2022 LLMP and 2022-2023 LLMP outlined a number of activities that were implemented by WDB and community partners (see 2021-2022 LLMP, pages 86-98 and 2022-2023 LLMP, pages 101-113).

The updates to this Action Plan focus on activities that were identified as long-term (three year timeframe) and that were completed in 2023-2024 that WDB was directly involved in or was aware of at the time of writing this report. Therefore, this list of activities is not a comprehensive list of all of the initiatives that relate to the actions within each theme.

Workforce

Action	Outcome	Potential Lead(s)	Potential Partner(s)	Timeframe	Activities
Employee attraction and retention strategy; living wage; management training / attraction / retention; career path support; industry reputation	A stronger connection between post-secondary institutions and industry that supports graduates, employees and employers to maximize their potential and to be responsive to ongoing changes in the labour market	Economic Development Service System Manager	Chambers of Commerce, Industry Associations, Local School Boards, Local Post-Secondary Institutions, Employment Service Providers, WDB	Long-term	• Workforce Development Board (WDB) prepared a Cost of Turnover Infographic for use in Workplace Stability Training for employers in Kawartha Lakes as part of Victoria County Career Services' Specialized Programming for Employers. • In partnership with Literacy Ontario Central South and Muskoka- Kawarthas Employment Services, WDB hosted a webinar on Employment Supports for Local Employers: Growing and Retaining Your Workforce. The webinar increased awareness about the local resources and supports available for employers and included an employer toolkit summarizing the areas of support and contact information.

Education/Training

Action	Outcome	Potential Lead(s)	Potential Partner(s)	Timeframe	Activities
Digital literacy: needs assessment as to what specifically employers are seeking and an analysis of the competencies of graduates, job seekers and employees	Training programs that address the digital requirements of the labour market	Local Post-Secondary Institutions, Business Improvement Areas	WDB, Local School Boards, Literacy and Basic Skills	Long-term	• Literacy Ontario Central South offers an Organizational Needs Assessment that will provide a report outlining the training needs of the organization.
Connect education with needs in the local labour market to improve real-world knowledge training in the education systems	Employers increased involvement with the education system to promote in-demand careers as a career path/choice, especially at the high school level	Local School Boards, Local Post-Secondary Institutions, Literacy and Basic Skills	Chambers of Commerce, Industry Associations, Junior Achievement, WDB	Long-term	• Funded through a Skills Development Fund, Junior Achievement Northern and Eastern Ontario will educate and help students understand the importance of skilled trades. Junior Achievement will work with community and business leaders to help youth understand and activate their potential for the jobs of tomorrow by extending their programs and focusing on skilled trades for full-time students.

Social

Action	Outcome	Potential Lead(s)	Potential Partner(s)	Timeframe	Activities
Identify the ongoing needs for employers to have workforce training around mental health issues	Engage with local employers to identify the challenges in the workplace, plus the creation of a mental health information panel	Chambers of Commerce	CMHA HKPR, WDB	Long-term	• WDB hosted a webinar for employers called Strategies to Manage Stress and Burnout in the Workplace facilitated by CMHA Haliburton, Kawartha, Pine Ridge on July 20/23. • In October 2023, Career Edge, Trent Hills Chamber and CMHA Haliburton, Kawartha, Pine Ridge hosted and facilitated a Mental Health and the Workplace session for employers. • In October 2023, the John Howard Society hosted a workshop on Managing Mental Health, Substance Use and Work. • In October 2023, Community Employment Resource Partnership in partnership with CMHA hosted a workshop: Mental Distress: Recognition and Response Leadership Seminar.
Access to diversity and inclusion training, not only for employers/ managers but also for employees and those not in the labour force	A diversity and inclusion education session delivered to local employers and an education session delivered to employees/job seekers	New Canadians Centre	Chambers of Commerce, Industry Associations, Employment Service Providers, Local Post-Secondary Institutions, WDB	Long-term	• In September 2023, WDB joined over twenty community partners for a Workplace Inclusion Charter (WIC) envisioning meeting to explore the development and implementation of a WIC for Peterborough. PIP's 2022- 2025 Strategic Plan outlines the development of strategies and tools to build organizational and business capacity to better support newcomers as an objective for Priority 2: Build Community Awareness and Capacity. The Workplace Inclusion Charter (WIC) is a multi-partner, no-cost toolkit and recognition program for businesses and organizations of all sizes to foster a welcoming and inclusive community.

Appendices

Appendix A: Community Consultation Questions

Employers

1. What is the availability of a skilled workforce in your region?

2. What skills are lacking among your incumbent workers or prospective job seekers?

3. Do you have specific training needs for your current or prospective workforce? Are supports needed to enhance skills development? How much training do you do on site? Is mentoring or coaching available in your workplace?

4. Do you have any suggestions or solutions that would support workforce development? (i.e. training subsidies, employment programs, apprenticeship support)

5. What is the top challenge/issue affecting your business?

6. What strategy usually works for finding new employees? (e.g., word of mouth, working with a local employment service provider, online job boards, social media)?

7. What does your onboarding process include when you hire a new staff member?

8. If applicable,what strategies have you implemented to mitigate the challenges faced around labour shortages? (e.g. automation, resource sharing, upskilling)?

9. Do you have a succession plan in place for your business and/or key positions within your company?

10. Will you be recruiting over the next 12 months? If so, for which occupations, and do you anticipate any challenges?

Economic Development

1. What barriers are preventing employers from filling their workforce needs? (e.g., lack of qualified applicants, transportation, housing)

2. Which key sectors will be a focus for future growth in the local economy?

3. Where do you think employers require training supports? (e.g., succession planning, retention, mental health training)

4. What strategies have employers implemented to mitigate the challenges faced around labour shortages? (e.g., automation, resource sharing, upskilling)

Employment Service Providers

1. Which occupations do employers have difficulty filling? Are there specific barriers impacting recruitment?

2. Which skills, behaviours or attitudes are important to employers when considering new hires?

3. What are the key challenges employers are currently facing?

4. What strategies have employers implemented to mitigate the challenges faced around labour shortages? (e.g. automation, resource sharing, upskilling)

5. What training and/or supports do job seekers require to qualify for in-demand occupations?

6. What are the key challenges job seekers are currently facing?

7. Have you noticed any changes (i.e. demographics, barriers) in the clients you serve?

Appendix B: Stakeholder Participation

WDB would like to express our gratitude to the many businesses and organizations that provided their input to this report through consultations, the online survey or a focus group.

1. **Abbey Gardens**
2. **Accurex Inc**
3. **Affinity Group Pinnacle Realty Ltd. Brokerage**
4. **Agilec**
5. **Angevaare Mazda**
6. **B.M.R. MFG. INC.**
7. **Baxter Creek Golf Club**
8. **BDO Canada LLP**
9. **BKS Carpentry Ltd.**
10. **Blommer Chocolate Company of Canada**
11. **Burnham Family Farm Market Ltd**
12. **Butchart**
13. **Camp Ponacka**
14. **Campbellford Wholesale**
15. **Canadian Mental Health Association - Haliburton, Kawartha, Pine Ridge**
16. **Career Edge**
17. **City of Kawartha Lakes**
18. **Cody & James CPAs Professional Corporation**
19. **Community Futures Peterborough**
20. **Community Health Centres of Northumberland**
21. **County of Haliburton**
22. **CpK Interior Products Inc., Port Hope Plant**
23. **Crayola**

24. Dollos Foodland
25. Employment Planning & Counselling-Peterborough
26. Extendicare (Haliburton)
27. Fleming College
28. Fleming CREW
29. Floyd Hall Limited
30. Greater Peterborough Area Economic Development o/a Peterborough & the Kawarthas Economic Development
31. Haliburton County Economic Development
32. Haliburton County Public Library
33. Handley Lumber Ltd
34. Historic Waste Program Management Office of CNL (Canadian Nuclear Laboratories)
35. Holden Truss
36. IDA Pharmacy (Peterborough)
37. Inclusion Northumberland
38. Kawartha Dairy
39. Kawartha Lakes Economic Development
40. Kawartha Metals Corp.
41. Kawartha Pine Ridge District School Board
42. Key Stone Links Golf & Country Club
43. Lakeport Power Ltd.
44. Linmac Inc.
45. Lucky Strike Bait Works Ltd.
46. Mariposa Dairy
47. Monarch Bible Camp
48. Northumberland County Economic Development
49. Ontario Federation of Anglers & Hunters (OFAH)
50. Peterborough and the Kawarthas Economic Development
51. Peterborough Public Health
52. Peterborough, Victoria, Northumberland and Clarington Catholic School Board
53. Quickmill Inc
54. Royale Town and County Realty Inc.
55. Savage Arms Canada
56. Savino Human Resources Partners Limited
57. Scott McDonald Continuous Improvement
58. Thrive Housing and Support
59. Town of Cobourg
60. Trent Hills Concrete
61. Trent Valley Honda
62. VCCS Employment Services
63. Wards Lawyers PC
64. Warkworth Place
65. Watton Employment
66. YMCA of Peterborough Employment Services

Appendix C: Supplementary List of Tables

Table C1 – Integrated Employment Services - Number of Clients - SSM Regions

Table C2 – Integrated Employment Services - % Clients by Age – SSM Regions

Table C3 – Integrated Employment Services - % by Educational Attainment - SSM Regions

Table C4 – Integrated Employment Services - % by Client Segment - SSM Regions

Table C5 – Integrated Employment Services - % Source of Income - SSM Regions

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Table C20 – Labour Force Status - Racialized Population 15 years and over - Haliburton

Table C21 – Labour Force Status - Racialized Population 15 years and over - Ontario

Table C22 – Labour Force Status - Indigenous Population 15 years and over - WDB Region

Table C23 – Labour Force Status - Indigenous Population 15 years and over - Peterborough

Table C24 – Labour Force Status - Indigenous Population 15 years and over - Northumberland

Table C25 – Labour Force Status - Indigenous Population 15 years and over - Kawartha Lakes

Table C26 – Labour Force Status - Indigenous Population 15 years and over - Haliburton

Table C27 – Labour Force Status - Indigenous Population 15 years and over - Ontario

Table C28 – Labour Force Status - Newcomers - Immigration Period 2016 - 2021 - 15 years & over

Table C1: Integrated Employment Services - Number of Clients - SSM Regions

SSM Region	2021-22	2022-23	Change	% Change
Hamilton, Niagara, Haldimand-Norfolk, Brant (Fedcap)	13,550	14,632	1,082	8.0%
Peel (International APM Group/WCG)	12,851	13,495	644	5.0%
Muskoka - Kawarthas (Fleming College)	4,257	4,169	**-88**	**-2.1%**
Ontario - Total IES Data by SSM	30,658	32,296	**1,638**	**5.3%**

Source: Ministry of Labour, Training and Skills Development, Employment Ontario Integrated Employment Service Program Data

Table C2: Integrated Employment Services - % Clients by Age - SSM Regions

2022-23	Aged 15-24	Aged 25-44	Aged 45-64	Aged 65+
Hamilton, Niagara, Haldimand-Norfolk, Brant (Fedcap)	19.0%	50.8%	27.9%	2.3%
Peel (International APM Group/WCG)	15.5%	61.3%	21.7%	1.6%
Muskoka - Kawarthas (Fleming College)	21.6%	46.0%	29.4%	2.5%
Ontario - Total IES Data by SSM	17.9%	54.5%	25.5%	2.1%

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development
Totals may not add due to data suppression or insufficient data

Table C3: Integrated Employment Services - % by Educational Attainment - SSM Regions

2022-23	No certificate, diploma or degree	Completion of Secondary School	Apprenticeship/ College certificate/ diploma	University certificate or diploma at bachelor or above	Other (Some Apprenticeship/ College/ University)
Hamilton, Niagara, Haldimand-Norfolk, Brant (Fedcap)	15.7%	32.2%	20.1%	17.2%	13.9%
Peel (International APM Group/WCG)	6.7%	19.6%	18.0%	45.0%	10.7%
Muskoka - Kawarthas (Fleming College)	17.9%	33.8%	22.2%	8.0%	16.7%
Ontario - Total IES Data by SSM	12.3%	27.1%	19.8%	27.8%	12.9%

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development
Totals may not add due to data suppression or insufficient data

Table C4: Integrated Employment Services - % by Client Segment - SSM Regions

2022-23	Person with Disability	Racialized	Newcomer	Indigenous	Deaf	Francophone
Hamilton, Niagara, Haldimand-Norfolk, Brant (Fedcap)	43.6%	34.3%	14.7%	5.0%	2.6%	4.0%
Peel (International APM Group/WCG)	29.7%	75.9%	33.5%	0.7%	1.5%	2.6%
Muskoka - Kawarthas (Fleming College)	54.7%	13.5%	3.3%	7.4%	3.5%	1.8%
Ontario - Total IES Data by SSM	39.2%	49.0%	21.2%	3.5%	2.3%	3.1%

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development
Clients could report one or more Client Segments

Table C5: Integrated Employment Services - % Source of Income - SSM Regions

2022-23	Ontario Works	Ontario Disability Support Program	Employment Insurance	Employed	No Source of Income
Hamilton, Niagara, Haldimand-Norfolk, Brant (Fedcap)	30.4%	9.7%	6.2%	11.1%	32.0%
Peel (International APM Group/WCG)	24.4%	4.5%	3.7%	10.6%	46.6%
Muskoka - Kawarthas (Fleming College)	31.1%	9.9%	6.4%	10.4%	29.0%
Ontario - Total IES Data by SSM	28.0%	7.7%	5.2%	10.8%	37.7%

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development
Totals may not add due to data suppression or insufficient data

Table C6: Integrated Employment Services - Clients by Age by County

2022-23	Aged 15-24	Aged 25-44	Aged 45-64	Aged 65+
Peterborough	22.6%	47.4%	27.4%	2.7%
Northumberland	20.4%	44.6%	31.7%	3.3%
Kawartha Lakes	23.2%	45.5%	28.3%	3.0%
Haliburton	14.9%	51.8%	31.2%	X
Muskoka	18.7%	42.3%	34.9%	X
Muskoka - Kawarthas SSM	21.6%	46.0%	29.4%	2.5%

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development
An X field indicates data suppression due to insufficient amount of data

Table C7: Integrated Employment Services - % Clients by Gender by County

2022-23	Women	Men
Peterborough	45.2%	51.7%
Northumberland	45.6%	53.1%
Kawartha Lakes	46.4%	51.5%
Haliburton	48.9%	50.4%
Muskoka	48.7%	49.7%
Muskoka - Kawarthas SSM	**46.1%**	**51.7%**

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development

Table C8: Integrated Employment Services - % Educational Attainment by County

2022-23	No certificate, diploma or degree	Completion of Secondary School	Apprenticeship/ College certificate/ diploma	University certificate or diploma at bachelor or above	Other (Some Apprenticeship/ College/ University)
Peterborough	15.9%	31.3%	23.4%	11.2%	18.2%
Northumberland	20.2%	36.5%	22.0%	9.0%	12.3%
Kawartha Lakes	19.0%	35.5%	22.1%	5.5%	17.8%
Haliburton	18.4%	32.6%	21.3%	X	14.9%
Muskoka	19.4%	35.8%	17.8%	X	17.6%
Muskoka - Kawarthas SSM	**17.9%**	**33.8%**	**22.2%**	**8.0%**	**16.7%**

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development
An X field indicates data suppression due to insufficient amount of data

Table C9: Integrated Employment Services - % by Client Segment by County

2022-23	Person with Disability	Racialized	Newcomer	Indigenous	Deaf	Francophone
Peterborough	56.6%	18.2%	5.4%	9.3%	3.6%	2.3%
Northumberland	52.8%	13.2%	4.5%	5.3%	4.3%	1.9%
Kawartha Lakes	55.7%	8.7%	X	6.6%	4.7%	1.6%
Haliburton	47.5%	7.8%	X	7.8%	X	X
Muskoka	51.3%	6.2%	X	5.1%	X	X
Muskoka - Kawarthas SSM	**54.7%**	**13.5%**	**3.3%**	**7.4%**	**3.5%**	**1.8%**

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development
Clients could report one or more Client Segments
An X field indicates data suppression due to insufficient amount of data

Table C10: Integrated Employment Services - % Source of Income by County

2022-23	Ontario Works	Ontario Disability Support Program	Employment Insurance	Employed	No Source of Income
Peterborough	35.1%	11.7%	6.5%	8.6%	26.0%
Northumberland	26.7%	12.2%	5.3%	11.5%	33.9%
Kawartha Lakes	27.7%	10.3%	7.2%	11.6%	32.2%
Haliburton	31.9%	X	12.8%	8.5%	32.6%
Muskoka	30.5%	X	4.8%	14.1%	23.8%
Muskoka - Kawarthas SSM	31.1%	9.9%	6.4%	10.4%	29.0%

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development
An X field indicates data suppression due to insufficient amount of data

Table C11: Literacy & Basic Skills Total In-Person Learners by County

	2020-21	2021-22	2022-23	Change 2021-22 to 2022-23	% Change
Peterborough	564	641	551	-90	-14.0%
Northumberland	294	105	208	103	98.1%
Kawartha Lakes	322	320	384	64	20.0%
Haliburton	81	82	63	-19	-23.2%
WDB Region	**1,261**	**1,148**	**1,206**	**58**	**5.1%**

Source: Employment Ontario, IES Program Data, Ministry of Labour, Training and Skills Development

Table C12: Literacy & Basic Skills % Total Learners by Education Level

2022-23	Less than Grade 9	Some Secondary School	Secondary School Diploma	Some Apprenticeship, College, University	Apprenticeship Certificate, College Diploma, University Degree
WDB Region	6.1%	29.0%	32.9%	5.5%	26.4%
Eastern Ontario	9.0%	24.9%	26.9%	7.5%	31.7%
Ontario	7.4%	25.0%	27.0%	8.3%	32.3%

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development
Note: WDB Region and Eastern Ontario have no E-Channel Learners

Table C13: New Apprenticeship Registrations by County

Region	2020-21	2021-22	2022-23
Peterborough	122	167	242
Northumberland	126	158	185
Kawartha Lakes	155	152	203
Haliburton	21	23	X
WDB Region	424	500	630

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development
An X field indicates data suppression due to insufficient amount of data

Table C14: Active Apprentices by County

Region	2020-21	2021-22	2022-23
Peterborough	584	610	659
Northumberland	553	644	690
Kawartha Lakes	809	728	657
Haliburton	21	101	87
WDB Region	1,967	2,083	2,093

Source: Employment Ontario, Ministry of Labour, Immigration, Training and Skills Development

Table C15: Newcomers - Immigration Period 2016-2021 by Age by County

Age	Peterborough	Northumberland	Kawartha Lakes	Haliburton	WDB Region
15-24	215	35	10	0	260
25-54	815	260	140	10	1,225
55+	85	65	35	0	185
Total Newcomers 15+ (2016-2021)	1,115	360	185	10	1,670
Total Pop 15+	126,430	77,975	68,710	18,660	291,775
Newcomer Pop 15+/Total Pop 15+	0.9%	0.5%	0.3%	0.1%	0.6%

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 2A Parts 1 & 2 - 25% Sample Data
Totals may not add due to rounding.

Table C16: Labour Force Status - Racialized Population 15 years and over - WDB Region

WDB Region	2016	2021	Change	% Change
Total - Labour force status	8,190	13,170	4,980	60.8%
In the labour force	5,225	8,910	3,685	70.5%
Not in the labour force	2,965	4,260	1,295	43.7%
Participation rate	63.8%	67.7%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C17: Labour Force Status - Racialized Population 15 years and over – Peterborough

Peterborough	2016	2021	Change	% Change
Total - Labour force status	4,615	7,710	3,095	67.1%
In the labour force	2,920	5,390	2,470	84.6%
Not in the labour force	1,695	2,320	625	36.9%
Participation rate	63.3%	69.9%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C18: Labour Force Status - Racialized Population 15 years and over – Northumberland

Northumberland	2016	2021	Change	% Change
Total - Labour force status	2,250	3,060	810	36.0%
In the labour force	1,415	1,930	515	36.4%
Not in the labour force	835	1,130	295	35.3%
Participation rate	62.9%	63.1%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C19: Labour Force Status - Racialized Population 15 years and over - Kawartha Lakes

Kawartha Lakes	2016	2021	Change	% Change
Total - Labour force status	1,135	2,055	920	81.1%
In the labour force	750	1,390	640	85.3%
Not in the labour force	385	665	280	72.7%
Participation rate	66.1%	67.6%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C20: Labour Force Status - Racialized Population 15 years and over – Haliburton

Haliburton	2016	2021	Change	% Change
Total - Labour force status	190	345	155	81.6%
In the labour force	135	200	65	48.1%
Not in the labour force	55	145	90	163.6%
Participation rate	71.1%	58.0%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C21: Labour Force Status - Racialized Population 15 years and over - Ontario

Ontario	2016	2021	Change	% Change
Total - Labour force status	3,100,655	3,903,865	803,210	25.9%
In the labour force	2,023,870	2,576,005	552,135	27.3%
Not in the labour force	1,076,785	1,327,860	251,075	23.3%
Participation rate	65.3%	66.0%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C22: Labour Force Status - Indigenous Population 15 years and over - WDB Region

WDB Region	2016	2021	Change	% Change
Total - Labour force status	8,560	10,335	1,775	20.7%
In the labour force	5,075	6,230	1,155	22.8%
Not in the labour force	3,485	4,105	620	17.8%
Participation rate	59.3%	60.3%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C23: Labour Force Status - Indigenous Population 15 years and over – Peterborough

Peterborough	2016	2021	Change	% Change
Total - Labour force status	4,775	5,500	725	15.2%
In the labour force	2,825	3,260	435	15.4%
Not in the labour force	1,950	2,240	290	14.9%
Participation rate	59.2%	59.3%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C24: Labour Force Status - Indigenous Population 15 years and over - Northumberland

Northumberland	2016	2021	Change	% Change
Total - Labour force status	1,825	2,505	680	37.3%
In the labour force	1,050	1,550	500	47.6%
Not in the labour force	775	955	180	23.2%
Participation rate	57.5%	61.9%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C25: Labour Force Status - Indigenous Population 15 years and over - Kawartha Lakes

Kawartha Lakes	2016	2021	Change	% Change
Total - Labour force status	1,540	1,770	230	14.9%
In the labour force	1,005	1,135	130	12.9%
Not in the labour force	535	635	100	18.7%
Participation rate	65.3%	64.1%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C26: Labour Force Status - Indigenous Population 15 years and over - Haliburton

Haliburton	2016	2021	Change	% Change
Total - Labour force status	420	560	140	33.3%
In the labour force	190	285	95	50.0%
Not in the labour force	230	275	45	19.6%
Participation rate	45.2%	50.9%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C27: Labour Force Status - Indigenous Population 15 years and over - Ontario

Ontario	2016	2021	Change	% Change
Total - Labour force status	284,845	315,775	30,930	10.9%
In the labour force	176,145	189,040	12,895	7.3%
Not in the labour force	108,700	126,735	18,035	16.6%
Participation rate	61.8%	59.9%		

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 1A - 25% Sample Data
Source: Statistics Canada. Custom Data Tables 2016 (One-Hub) - Table 5_POR - 25% Sample Data
Totals may not add due to rounding.

Table C28: Labour Force Status - Newcomers - Immigration Period 2016 - 2021 - 15 years and over

2021 Census	Peterborough	Northumber-lamd	Kawartha Lakes	Haliburton	WDB Region	Ontario
Total - Labour force status	1,115	360	180	20	1,675	488,425
In the labour force	755	245	115	20	1,135	347,830
Employed	640	220	95	10	965	299,645
Employed Part-time	295	70	50	10	425	119,905
Employed Full-time	290	125	40	0	455	152,880
Unemployed	115	30	20	0	165	48,185
Not in the labour force	365	115	60	0	540	140,595
Participation rate	67.7%	68.1%	63.9%	100.0%	67.8%	71.2%
Employment rate	57.4%	61.1%	52.8%	50.0%	57.6%	61.3%
Unemployment rate	15.2%	12.2%	17.4%	0.0%	14.5%	13.9%

Source: Statistics Canada. Custom Data Tables 2021 (One-Hub) - Table 2A parts 1,2 - 25% Sample Data
Totals may not add due to rounding.

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