
Municipality of Huron East

SITUATIONAL ANALYSIS

April 2022





Situational Analysis

For the Municipality of Huron East

April 2022



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Municipality of Huron East Economic **SNAPSHOT**



9,680

2001

9,310

2006

9,264

2011

9,138

2016

9,829

2021

Population Profile

40

ONTARIO MEDIAN AGE:
42

41

ONTARIO AVERAGE AGE:
41

Apprenticeship/trades
certificate/diploma

10%

University diploma/
degree - bachelor or above

13%

No certificate, diploma/
degree

17%

High school certificate
or equivalent

30%

College or other
non-university certificate

30%

Highest Education

Population ages 25-64



30%
Secondary

53%
Post-secondary

Household & Earnings



19%

ONTARIO
28%

of Huron East's populations spend
30% or more of household total
income on shelter costs.



Average Dwelling Value \$455,170

Median Dwelling Value \$390,405

85%

Single detached house

8%

Apartment/detached duplex

2%

Rowhouse

1%

Semi-detached
house

Total number of households

3,885

Municipality of Huron East Economic **SNAPSHOT**



Labour Force & Local Economy

Median Employment Income | Average Employment Income

\$36,685 | **\$45,361**

ONTARIO MEDIAN | ONTARIO AVERAGE
\$37,648 | **\$54,082**

PARTICIPATION RATE

ONTARIO
65.0%

69.0%

EMPLOYMENT RATE

ONTARIO
59.0%

65.5%

UNEMPLOYMENT RATE

ONTARIO
9.1%

5.0%

Top 5 Sectors by Industry**



Agriculture, Forestry,
Fishing and Hunting



Manufacturing



Health Care &
Social Assistance



Construction



Retail Trade

Top 5 Sectors by Occupation**



Trades, Transport
& Equipment
Operators



Sales & Service



Management



Business, Finance
& Administration



Natural Resources,
Agriculture and
related production
occupations

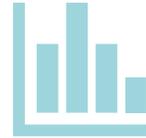
** by labour force employment

All data sourced from Manifold SuperDemographics 2021, unless otherwise specified.



DATA SOURCES

Please note that every effort has been made to use the most current data available. There are four major sources of information for the remainder of this document:



- The 2001 to 2016 Census from Statistics Canada.
- Canadian Business Registry (CBR) - December 2020
- SuperDemographics 2021 from Manifold Data Mining Inc.
- EMSI Analyst 2021.Q3

Canadian Business Registry (CBR)

The major sources of information for the business registry are updated from the Statistics Canada survey program and Canada Revenue Agency’s (CRA) Business Number account files. This CRA administrative data source allows for the creation of a complete set of all business entities.

Manifold Projection Method

Production of 2021 Demographic data estimates is partially based on population statistics collected by the Statistics Canada Census Program. Manifold estimates demographic data annually, including population projections for 5 and 10 years in the future. Manifold methodologies are based on the following techniques:

- Enhanced cohort survival methods;
- Nearest neighbourhood and regression techniques; and
- Structural coherence techniques.

Manifold Data Sources include:

Statistics Canada	Real Estate Boards/Companies
Health Canada	Canadian Bankers Association
Regional Health Ministries	Bank of Canada
Citizenship and Immigration Canada	Canada Post Corporation
Regional School Boards	Consumer and business directories books
Flyer Distribution Association	Proprietary survey and research
Publication of hospitals, CMHC, BBM and partners	



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EMSI Analyst

EMSI data brings the various snapshots of the Canadian economy together in a single picture. First, it aligns the geographies of the data from 2001 to the present, which means the Municipality of Huron East of 2001 is the same as the Municipality of Huron East (Hereafter referred to as Huron East) of 2021. This results in geographically detailed data (down to the Census Subdivision level) that apply to today's economy.

The data is remarkably detailed, providing information on 305 industry classifications using the North American International Classification System (NAICS) system and 522 occupations from Statistics Canada's National Occupational Classification (NOCs) classification system in over 4,300 integrated geographical areas. The data is updated twice a year, so users have the most current information possible. And to top it all off, it adds 10-year projections based on the CBR data so that it provides an idea of the future alongside the past and present.

EMSI Data Sources include:

Canadian Business Registry (CBR)

2001, 2006, and 2011, 2016 Census data

Survey of Employment, Payroll and Hours (SEPH)

Labour Force Surveys (LFS)

Canadian Occupational Projection System (COPS)

CANSIM Demographics

Post-secondary Student Information System (PSIS) Education Data





1. DEMOGRAPHIC ANALYSIS

1.1. Population Growth

This subsection illustrates population characteristics for the Municipality of Huron East. The wider economic landscape relevant to the region is explored by using **Ontario as a benchmark**.

Table 1 illustrates population changes in Huron East from 2001 to 2031 compared to Ontario. The census population in Huron East declined slightly from 2006 to 2016, while Ontario’s population grew 10.6% during the same ten-year period. However, the population in Huron East is expected to increase by approximately 4.96% over the next five years, comparable to Ontario’s projected growth rate of 5.87%.

Table 1: Population Change, Huron East and Ontario, 2006-2031

	2006	2011	2016	2021	2026	2031
Huron East Population Count	9,310	9,264	9,138	9,829	10,317	10,761
% Change	/	-0.49%	-1.36%	/	4.96%	4.31%
Ontario Population Count	12,160,282	12,851,821	13,448,494	14,699,530	15,562,392	16,419,880
% Change	/	5.70%	4.60%	/	5.87%	5.51%

Source: Statistics Canada Census Profiles 2001-2016. Manifold SuperDemographics 2021-2031. Note that the two sources use different methods and thus, are not directly comparable.

The population in Huron East is projected to grow by 9.5% between 2021 and 2031

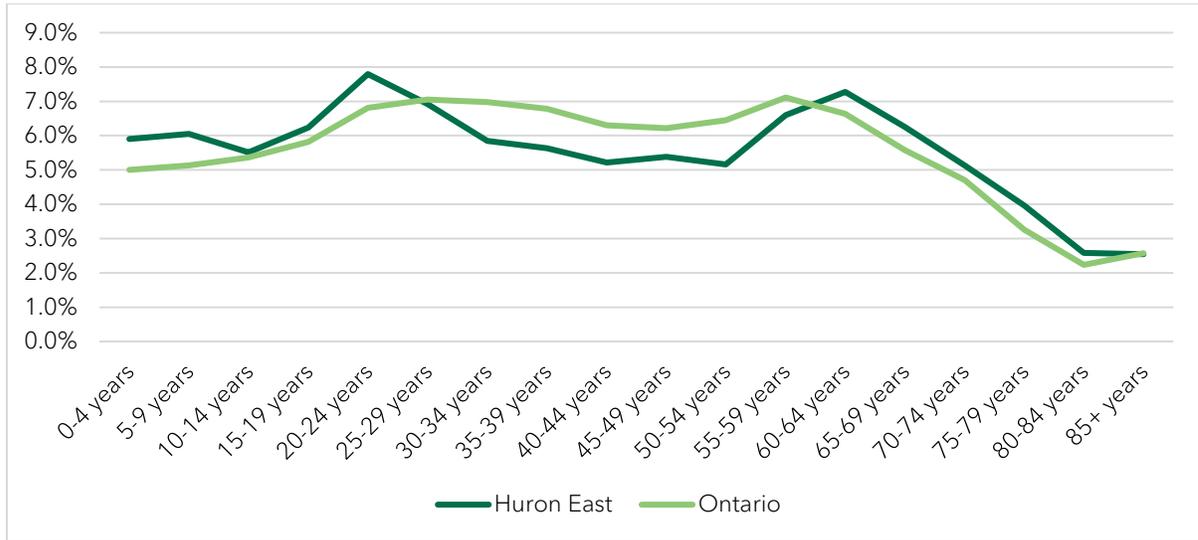


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Figure 1 contrasts the age profile of residents in Huron East and Ontario, in 2021. Huron East has a larger percentage of youth (0-29) and older adults (60+), compared to Ontario.

Figure 1: Percent Population by Age, Huron East vs. Ontario, 2021



Source: McSweeney & Associates and Manifold Data Mining Inc. SuperDemographics 2021

Overall, Huron East’s working-age population (ages 15-64, 62.1%) is similar to Ontario’s (66.2%). However, Huron East’s median (40, compared to 41 for Ontario) and average (41, compared to 42 for Ontario) ages are slightly lower than Ontario’s.

2021 Age Profile Snapshot		
Age Group	Huron East	Ontario
0-14	17.5%	15.5%
15-64	62.1%	66.2%
65+	20.5%	18.3%

Source: McSweeney & Associates and Manifold Data Mining Inc. SuperDemographics 2021



The median age of Huron East's male population is slightly lower than the female population, 39.6 compared to 40.7.

2021 Huron East Age Profile Snapshot		
Age Group	Male	Female
0-14	18.0%	16.9%
15-64	62.6%	61.5%
65+	19.4%	21.6%

Source: McSweeney & Associates and Manifold Data Mining Inc. SuperDemographics 2021

1.2. Income, Households and Attainability

This subsection describes income, households and housing costs of the population. This information is relevant within the context of economic development planning because it provides an understanding of whether a region has attainable housing for resident labour - a key factor in residential and labour force attraction and retention. With regards to employment income, the following observations can be made¹:

- In 2020, **Huron East's median employment income was \$32,013**, 12% lower than in Ontario (\$36,406).
- In 2020, the **average employment income for Huron East residents was \$40,626**, 22% lower than in Ontario (\$51,981).

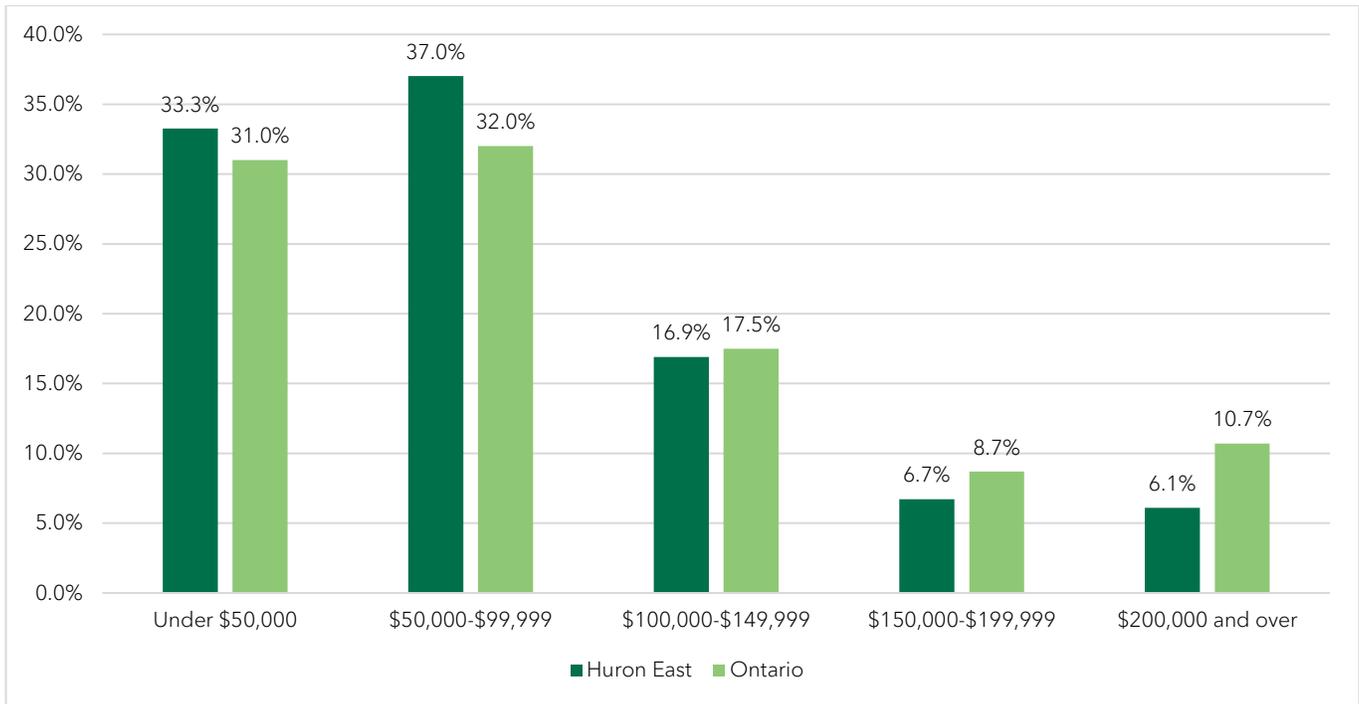
Figure 2 illustrates the distribution of household incomes. Approximately 70.3% of households in Huron East earn less than \$100,000, compared to 63.0% in Ontario.

- Median household total income in Huron East: \$72,472 vs. \$83,780 in Ontario.
- Average household total income in Huron East: \$89,769 vs. \$109,708 in Ontario.

¹ As noted previously, all income data uses the year previous; therefore 2021 data uses 2020 incomes.



Figure 2: Household Income Levels by Percentage of the Population, 2020



Source: Manifold Data Mining Inc. 2021 (2020 incomes).

On average, the residents in Huron East have lower levels of employment and household income compared to Ontario. These communities, though, offer significantly more favourable costs of housing. Table 2 and Figure 3 highlight key housing characteristics. Compared to Ontario, Huron East has a lower cost of housing and fewer residents spend over 30% of their total income on shelter costs. At the same time, Huron East sees less variety in housing stock, including significantly fewer apartment units (see Figure 3).

Table 2: Households and Dwelling Attainability, 2021

Housing Characteristics	Huron East	Ontario
Total Number of Households	3,885	5,703,137
Average value of dwelling (\$)	\$455,170	\$635,227
Median value of dwellings (\$)	\$390,405	\$475,166
Median monthly shelter costs for rented dwellings (\$)	\$899	\$1,106
Average monthly shelter costs for rented dwellings (\$)	\$890	\$1,215
% of households owned	79%	70%
% of households rented	21%	30%
Average number of persons in private households	2.49	2.53
Population spending 30% or more of household total income on shelter costs	19%	28%

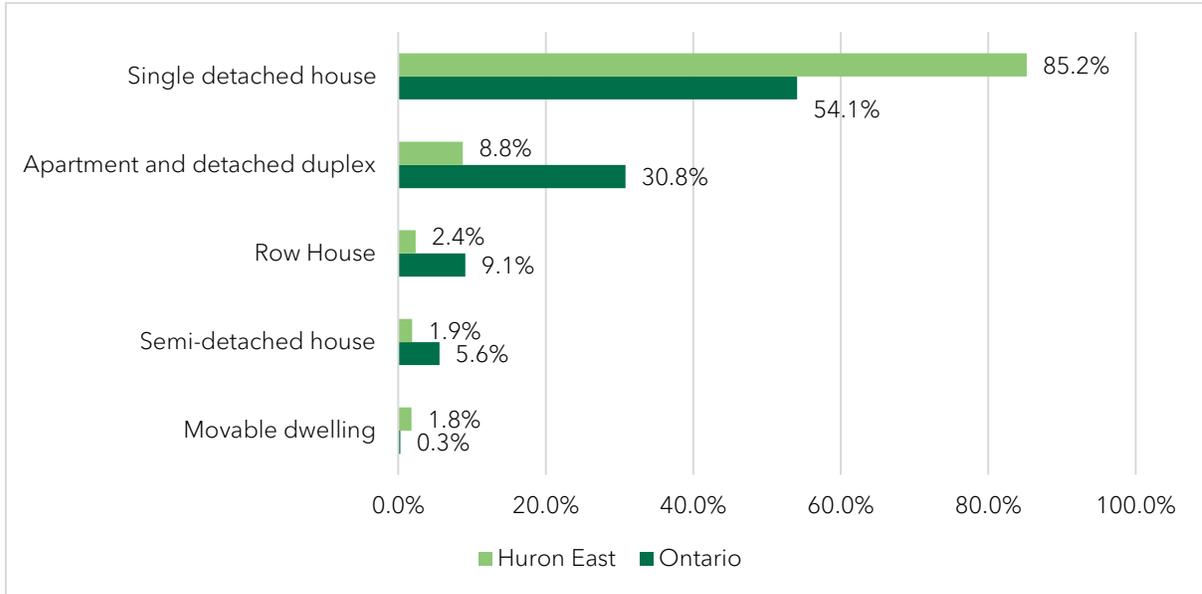
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics. 2021



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Figure 3: Occupied Dwellings by Structure Type, 2021



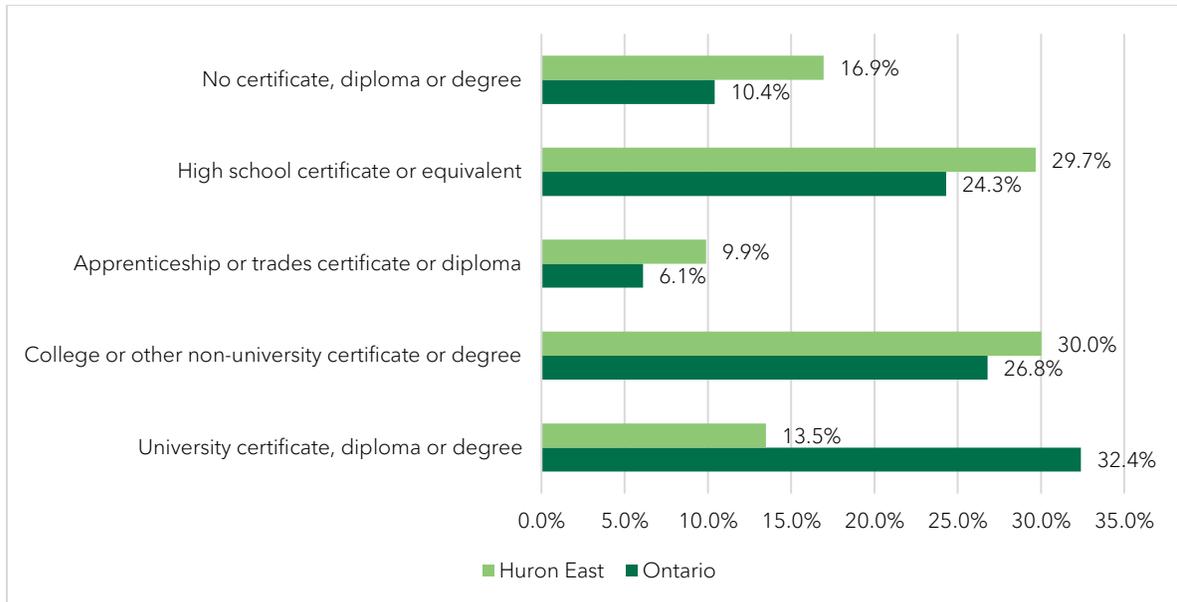
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics. 2021



1.3. Education, Skills and Training

This subsection reviews the level of education and major fields of study for residents of Huron East and Ontario. Figures 4 and 5 outline the education levels obtained by Huron East residents ages 25-64, as compared to Ontario. Definitions may be found in the footnote.

Figure 4: Educational Attainment Breakdown, Residents Ages 25 to 64, 2021²



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2021



² 'High school diploma or equivalent' includes persons who have graduated from a secondary school or equivalent. It excludes persons with a post-secondary certificate diploma or degree.

'Post-secondary certificate diploma or degree' includes 'apprenticeship or trades certificates or diplomas' 'college CEGEP or other non-university certificates or diplomas' and university certificates diplomas and degrees.

'Apprenticeship or trades certificate or diploma' includes Registered Apprenticeship certificates

'University certificate diploma or degree includes the categories 'University certificate or diploma above bachelor level'

'Degree in medicine dentistry veterinary medicine or optometry' 'Master's degree' and 'Earned doctorate.'



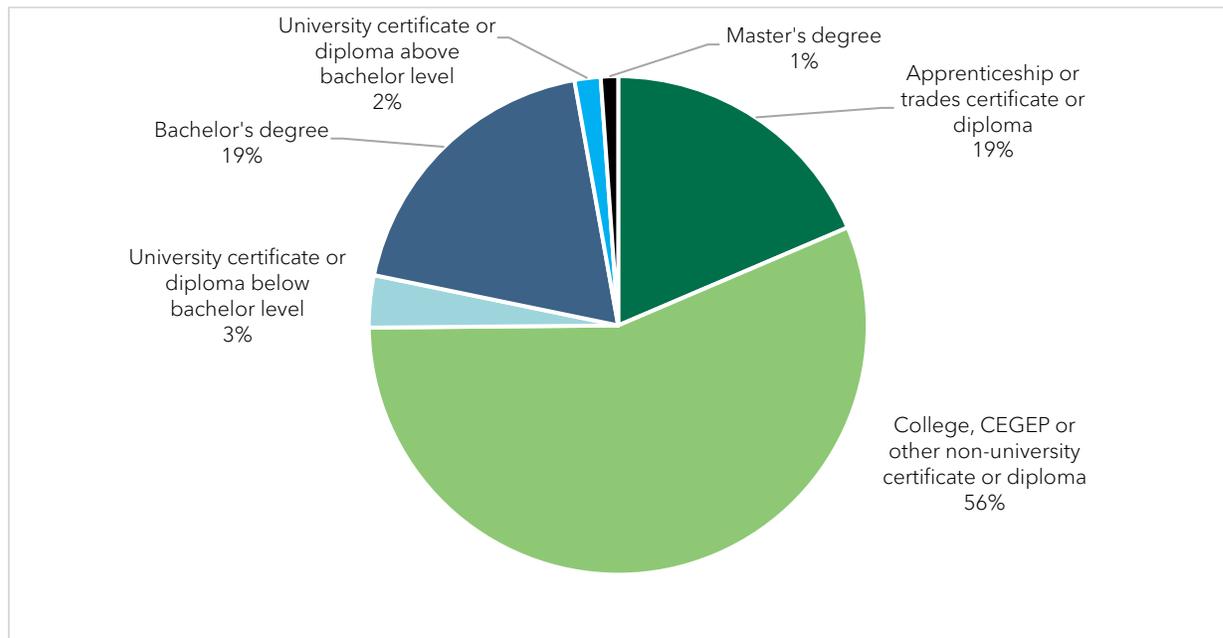
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Figure 5 illustrates the post-secondary educational attainment of Huron East residents ages 25 to 64. Based on Figure 5, it can be concluded that:

- A total of 2,520 residents aged 25 to 64 have post-secondary education.
- A college degree is **the most common type of education**; attained by 56% (attained by 1,417 residents) of residents with a post-secondary education, aged 25 to 64.

Figure 5: Percentage of Residents aged 24- 65 with Post-Secondary Attainment, 2021



Source: McSweeney & Associates from Manifold SuperDemographics 2021

Table 3 illustrates the major fields of study³ for all residents 15 years and older, from most prominent to least. It is collected for the highest certificate, diploma or degree above the high school or secondary school level. The largest field of study in the population is 'Health professions and related programs'; and 'Business, management, marketing and related support'.

³ 'Major Field of study' is defined by Classification of Instructional Programs (CIP) 2016 for the population aged 15 years and over in private households. It is collected for the highest certificate, diploma or degree above the high school or secondary school level: www.statcan.gc.ca/concepts/classification-eng.htm.



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Table 3: Post-Secondary Major Field of Study, Huron East, 2021

Classification of Instructional Programs (CIP)	Total	Female	Male
Total population, 15 years and over	8,112	4,069	4,043
No postsecondary	4,352	2,024	2,328
51. Health professions and related programs	577	536	41
52. Business, management, marketing and related support services	467	378	89
01. Agriculture, agriculture operations and related sciences	390	108	282
47. Mechanic and repair technologies/technicians	324	0	324
13. Education	304	254	50
12. Personal and culinary services	174	135	39
46. Construction trades	171	1	169
48. Precision production	149	2	147
15. Engineering technologies and engineering-related fields	147	0	147
19. Family and consumer sciences/human sciences	126	123	3
11. Computer and information sciences and support services	118	38	80
43. Security and protective services	89	48	41
31. Parks, recreation, leisure and fitness studies	85	44	42
45. Social sciences	67	56	11
26. Biological and biomedical sciences	64	35	29
50. Visual and performing arts	55	32	23
10. Communications technologies/technicians and support services	52	21	31
42. Psychology	47	38	9
44. Public administration and social service professions	44	43	0
49. Transportation and materials moving	43	7	35
14. Engineering	34	11	23
22. Legal professions and studies	33	27	7
30.01 Biological and physical sciences	33	15	18
03. Natural resources and conservation	32	1	31
24. Liberal arts and sciences, general studies and humanities	19	17	2
04. Architecture and related services	16	9	7
09. Communication, journalism and related programs	13	12	1
30B Interdisciplinary social and behavioural sciences	12	11	0
23. English language and literature/letters	11	11	0
30.16 Accounting and computer science	11	1	10
27. Mathematics and statistics	9	5	4
30.99 Multidisciplinary/interdisciplinary studies, other	9	6	3
40. Physical sciences	9	4	5
54. History	9	4	5
25. Library science	4	3	1
16. Aboriginal and foreign languages, literatures and linguistics	3	2	0
39. Theology and religious vocations	2	1	1
41. Science technologies/technicians	2	1	1

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2021.

2. LABOUR FORCE PROFILING & ANALYSIS

2.1. Key Indicators

Huron East has a labour force of 5,596 individuals. Huron East has a lower unemployment rate alongside stronger employment and participation rates relative to Ontario.



Males in Huron East have higher participation and employment rates than females, through females in Huron East have a slightly higher rate of participation than females across the entire province. This data may indicate an opportunity to grow the labour force by increasing participation among females.

Table 4: Key Labour Force Statistics by Gender, Huron East, 2021

Labour Force Activity	Huron East			Ontario		
	Total	Male	Female	Total	Male	Female
Total population 15 years and over	8,112	4,043	4,069	12,421,618	6,012,210	6,409,408
In the labour force	5,596	2,969	2,627	8,067,647	4,162,642	3,905,004
Employed	5,314	2,838	2,476	7,331,218	3,799,640	3,531,578
Unemployed	281	131	151	736,428	363,002	373,426
Not in the labour force	2,517	1,074	1,443	4,353,972	1,849,568	2,504,404
Participation rate %	69.0	73.4	64.6	65.0	69.2	60.9
Employment rate %	65.5	70.2	60.9	59.0	63.2	55.1
Unemployment rate %	5.0	4.4	5.7	9.1	8.7	9.6

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2021

Huron East has a higher participation rate than Ontario.



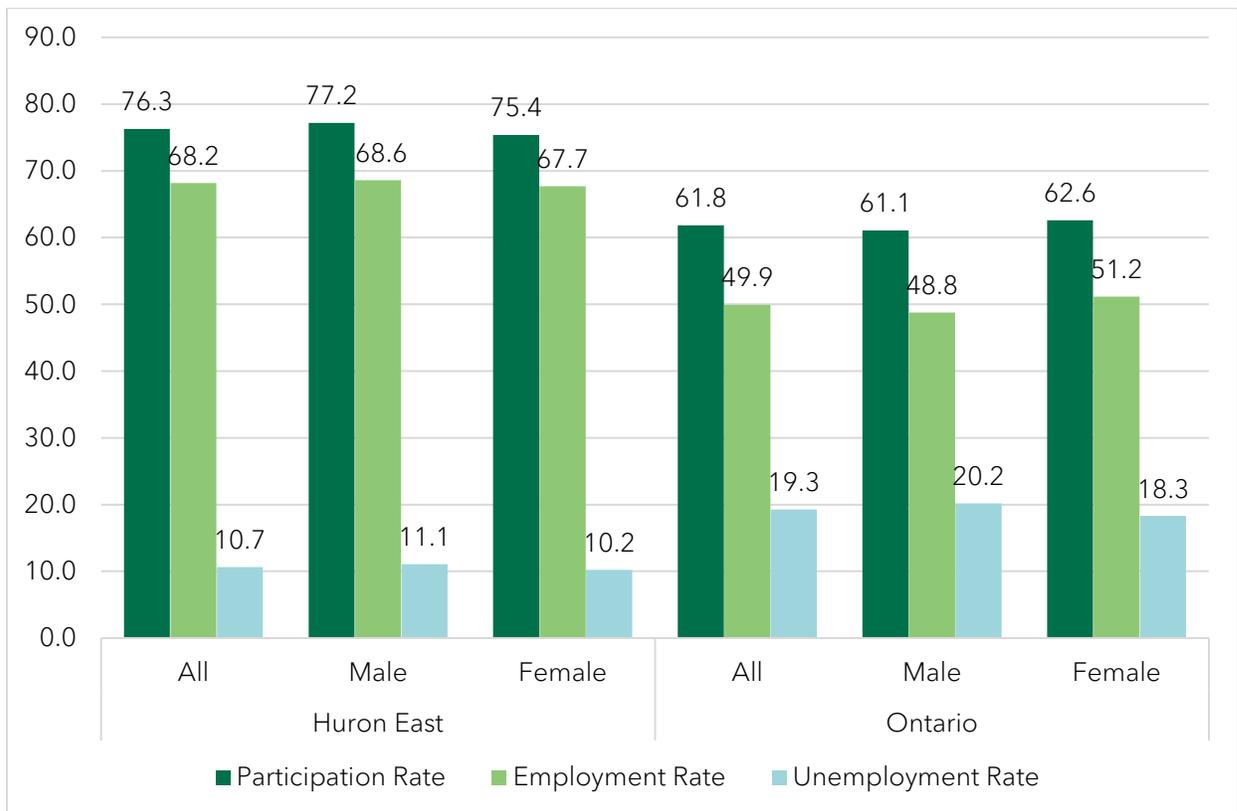
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Key labour force indicators can be further broken down by age and sex and used to highlight underemployed/underutilized labour groups. Huron East has a low youth unemployment rate, being 8.6% lower than the provincial rate. This trend holds for both males (9.1% lower than the provincial rate) and females (8.1% lower). These data suggest that the majority of young residents who are looking for work can find suitable employment.

Figure 6 illustrates that youth (ages 15 to 24) in Huron East are actively engaged in the labour force (more than the same age group in Ontario) but significantly underemployed relative to those 25 and older. Further outreach to youth, represents an opportunity to support economic growth and may enhance youth labour force involvement. Connecting local youth to meaningful work experiences (i.e., internships, co-ops, volunteer, etc.), can create opportunities to grow the skills supply of young people in Huron East.

Figure 6: Labour Force Statistics by Gender, Population 15 to 24, 2021



Source: Manifold SuperDemographics 2021



The following table illustrates labour force characteristics for youth and mature adults (25 and older) in Huron East, benchmarked against Ontario data.

Table 5: Labour Force Characteristics by Age and Sex, 2021

	Population 15 to 24 years old:					
	Huron East			Ontario		
	Total	Male	Female	Total	Male	Female
Participation rate (%)	76.3	77.2	75.4	61.8	61.1	62.6
Employment rate (%)	68.2	68.6	67.7	49.9	48.8	51.2
Unemployment rate (%)	10.7	11.1	10.2	19.3	20.2	18.3
	Population 25 years and over:					
	Huron East			Ontario		
	Total	Male	Female	Total	Male	Female
Participation rate (%)	67.5	72.7	62.4	65.5	70.8	60.7
Employment rate (%)	65.0	70.5	59.5	60.6	65.9	55.8
Unemployment rate (%)	3.7	2.9	4.7	7.5	6.9	8.1

Source: Manifold SuperDemographics, 2021

2.2. Labour Supply in Huron East

Persons in the labour force can be classified using the National Occupational Classification (NOCs) codes; a four-tiered hierarchical arrangement of occupational groups with successive levels of disaggregation. It contains broad occupational categories (1-digit), major (2-digit code), minor (3-digit code) and unit groups (4-digit code).

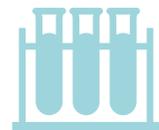
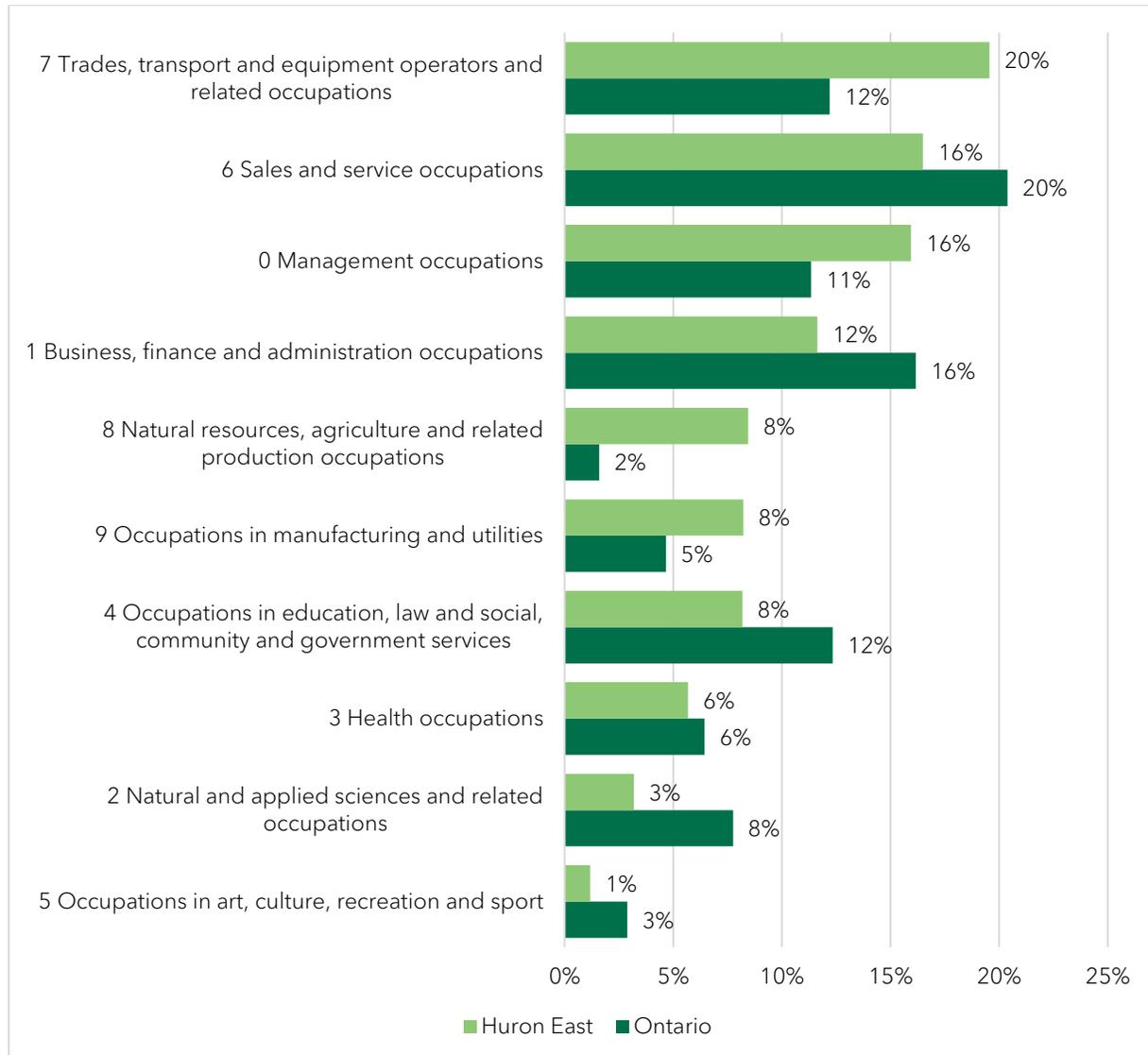


Figure 7 shows that Huron East residents most commonly work in:

- Trades, transport and equipment operators and related occupations
- Sales and service occupations
- Management occupations
- Business, finance and administration occupations



Figure 7: Resident Labour Force by Occupation, 1-digit NOCs, 2021



Source: Manifold SuperDemographics 2021.

The number of part-time and full-time workers also helps identify potential labour force engagement and supply. In Huron East, 57.8% of employed individuals typically worked full-time while 42.2% worked part-time. This is higher than the rest of Ontario where 52.4% of individuals typically worked full-time and 47.6% worked part-time.

Table 6: Percentage of Employed Individuals by Full-Time or Part-Time Status, 2021

Status	Huron East	Huron East %	Ontario %
Full-Time	3,331	57.8%	52.4%
Part-Time	2,428	42.2%	47.6%

Source: Manifold SuperDemographics 2021.

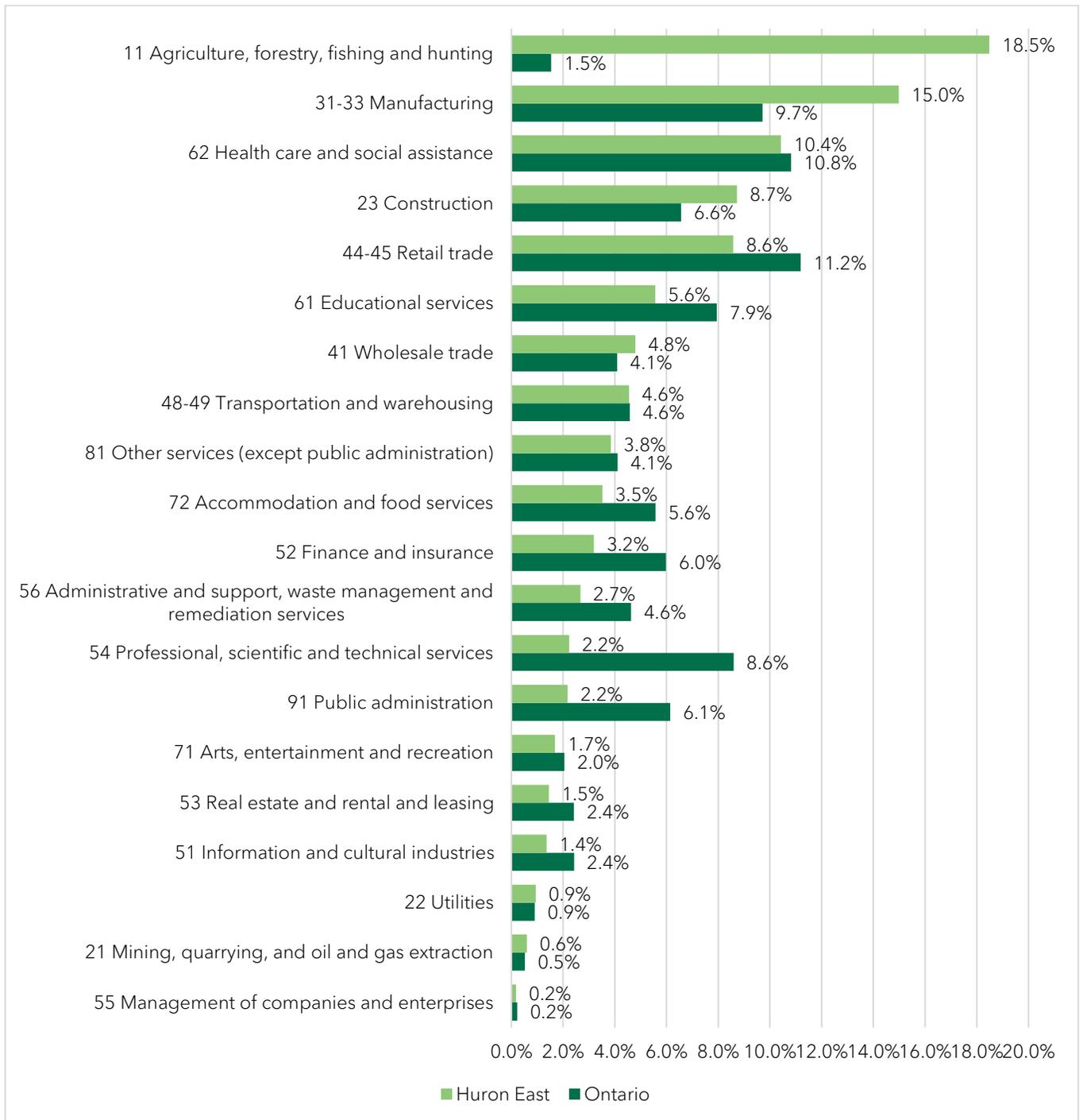


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The following figure illustrates the supply of labour that Huron East residents provide for specific sectors. Huron East has larger labour concentrations relative to Ontario in several sectors, but most prominently in agriculture, forestry, fishing and hunting. Concentrations are explored in-depth in section 3.4.

Figure 8: Labour Force by Industry, 2021



Source: Manifold SuperDemographics 2021.



2.3. Labour Market Gaps/Surpluses

Labour market gaps/surpluses are a measure of how well local labour supply meets local demand. Total occupational demand is difficult to map, as businesses change and alter demand based on a variety of factors (i.e., season, economic/financial outlook, technology, resource availability, etc.). The total number of jobs is used as a proxy for current occupational demand. Similarly, labour supply for a given occupation can be difficult to calculate since skills could be considered adaptable and could supply several occupations. Here, the resident labour force that has worked in an occupation (it is their current position or the position of the longest duration in the past year), is used as a proxy for local occupational supply.

The labour market gap/surplus is defined as the difference between the number of jobs (i.e., demand by occupation) in Huron East and the number of workers living in Huron East that worked/work in that occupation (i.e., local supply). There are more workers than jobs in Huron East, making the area a net exporter of labour. **In Huron East, there is a net deficit of approximately 1,516 jobs.**

An occupation where the number of jobs in the local economy is less than the number of workers is considered to have a labour surplus. In Huron East, two sectors have labour surpluses of over 300 individuals:

- 6 Sales and services occupations (368 more residents working in the sector, compared to the number of jobs)
- 7 Trades, transport and equipment operators and related occupations (339)

In Huron East, **the following occupations have labour market gaps** - where there are more jobs than workers available in the local economy:

- 3 Health occupations (69 fewer jobs compared to workers in the sector)
- 4 Occupations in education, law and social, community and government services (9)

These gaps/surpluses are only an approximation since local demand could be higher than the total number of jobs (i.e., there may be unfilled positions), and supply could be higher if we account for persons who have transferable skills and could potentially fill other occupations. Nevertheless, the results in the table below indicate the direction and magnitude of local labour market imbalances.



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Table 7: Labour Market Gaps/Surpluses by Occupation, 1-digit NOCs, 2021

Occupation Group (1-digit NOCs code)	Huron East Residents Working in Occupation	Jobs in Huron East	Gap (-)/ Surplus (+)
0 Management occupations	892	654	238
1 Business, finance and administration occupations	651	404	247
2 Natural and applied sciences and related occupations	178	124	54
3 Health occupations	318	387	-69
4 Occupations in education, law and social, community and government services	458	467	-9
5 Occupations in art, culture, recreation and sport	66	41	25
6 Sales and service occupations	923	555	368
7 Trades, transport and equipment operators and related occupations	1,094	755	339
8 Natural resources, agriculture and related production occupations	473	361	112
9 Occupations in manufacturing and utilities	460	277	183
N/A or Unclassified	83	53	30
Total Labour Force 15 years and older	5,596	4,080	1,516

Source: EMSI Analyst 2021.3. Employed and Self Employed, and Manifold SuperDemographics 2021

The same type of analysis can be done for labour supply and demand for local industries. The industries with the largest labour surpluses (Table 8) are:

- Manufacturing (425 additional workers than positions)
- Retail trade (306)
- Accommodation and food services (134)

These are industries that could be further attracted into the local economy, as they can be well supported by the local workforce. Conversely, where the municipality has the largest labour gaps/shortages (i.e., health care and social assistance) it could present a challenge in terms of developing these industries further, as Huron East will be competing with surrounding economic areas to attract this labour.



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Table 8: Labour Market Surplus by Sector, 2021

Sectors	Huron East Residents Working in industry	Jobs in Huron East	Gaps (-)/ Surpluses (+)
11 Agriculture, forestry, fishing and hunting	1,019	973	46
31-33 Manufacturing	826	401	425
62 Health care and social assistance	575	651	-76
23 Construction	481	360	121
44-45 Retail trade	473	167	306
61 Educational services	307	320	-13
41 Wholesale trade	264	139	125
48-49 Transportation and warehousing	251	165	86
81 Other services (except public administration)	212	205	7
72 Accommodation and food services	194	60	134
52 Finance and insurance	176	132	44
56 Administrative and support, waste management and remediation services	147	74	73
54 Professional, scientific and technical services	123	75	48
91 Public administration	120	141	-21
71 Arts, entertainment and recreation	93	31	62
53 Real estate and rental and leasing	80	45	35
51 Information and cultural industries	75	37	38
22 Utilities	52	49	3
21 Mining, quarrying, and oil and gas extraction	33	0	33
55 Management of companies and enterprises	10	0	10
N/A or unclassified	83	53	30
Total Labour Force 15 years and older	5,596	4,080	1,516

Source: EMSI Analyst 2021.3. Employed and Self-Employed, and Manifold SuperDemographics 2021



2.4. Workforce Commuting Flow

This subsection aims to identify the most probable labour force recruitment area for Huron East using commuting patterns for persons that work in the two communities. Tables 9 and 10 show commuting flows for persons reporting a “usual place of work” in the Huron East area, and reveal the following trends regarding labour force commuting:

- The top three areas that Huron East supplies labour to are: North Perth, Central Huron, and West Perth.
- Huron East exports approximately 67% of its resident labour with a usual place of work
- Top recruitment areas for Huron East are Central Huron, West Perth, and Bluewater
- Huron East imports 55% of its total workforce with a usual place of work.

Table 9: Top Places to Work for Huron East Residents, 2016

Place of Work	Total	Male	Female
Huron East, MU	1,070	505	565
North Perth, MU	365	155	205
Central Huron, MU	360	120	245
West Perth, MU	245	145	105
Bluewater, MU	210	95	115
Stratford, CY	195	90	105
Goderich, T	150	70	80
South Huron, MU	100	50	45
Morris-Turnberry, MU	80	55	25
Perth East, TP	75	55	20
Kitchener, CY	70	35	35
London, CY	65	25	35
North Huron, TP	65	45	15
Waterloo, CY	40	25	20
Mapleton, TP	35	25	15
Minto, T	35	20	10
Wellesley, TP	25	15	0
Ashfield-Colborne-Wawanosh, TP	25	20	10
St. Marys, T	20	15	10
Total residents with a usual place of work	3,230	1,565	1,660
# of residents working outside of Huron East	2,160	1,060	1,095
% of residents working outside of Huron East	67%	68%	66%

Source: Statistics Canada, Commuting Flows Tables 2016.



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Table 10: Top Labour Recruitment Areas for Huron East, 2016

Place of Residence	Total	Male	Female
Huron East, MU	1,070	505	565
Central Huron, MU	320	110	210
West Perth, MU	160	50	110
Bluewater, MU	150	40	115
Goderich, T	95	35	60
South Huron, MU	80	35	50
Morris-Turnberry, MU	75	30	40
Stratford, CY	70	25	45
North Perth, MU	70	40	25
North Huron, TP	65	25	45
Ashfield-Colborne-Wawanosh, TP	65	10	55
London, CY	45	30	15
Gatineau, V	35	20	15
Howick, TP	30	15	15
Perth East, TP	25	15	0
Total residents with a usual place of work	2,355	985	1,365
# of residents working outside of Huron East	1,285	480	800
% of residents working outside of Huron East	55%	49%	59%

Source: Statistics Canada, Commuting Flows Tables 2016

The Labour Recruiting Area

A distinct area has been identified as the most likely labour recruitment area for the Huron East economy. The labour recruitment area encompasses those municipalities which supply more than 3% of the total labour supply for Huron East businesses. Thus, the following municipalities - including Huron East - are considered to house the most probable workforce available to support businesses and investment attraction into the area:

Table 11: Top Labour Recruitment Areas by Percentage of Labour Force Supplied, Huron East, 2016

Most probable recruitment area:	Total Labour Supplied to Huron East	% of Labour Supplied
Huron East, MU	1,070	33.13%
Central Huron, MU	320	12.96%
Morris-Turnberry, MU	75	7.89%
Bluewater, MU	150	5.84%
West Perth, MU	160	4.75%
Ashfield-Colborne-Wawanosh, TP	65	4.18%
North Huron, TP	65	3.74%
Goderich, T	95	3.45%
Howick, TP	30	3.21%

Source: Statistics Canada, Commuting Flows Tables 2016, calculations done by McSweeney and Associates

2.5. Labour Recruiting Area: Emerging and in-Demand Occupations

This subsection outlines trends about the occupations employed within Huron East's labour recruiting area, regardless of where workers live. The objective is to understand which occupations are concentrated, growing, and emerging, and could possibly be leveraged to drive economic growth in the municipality. For the purposes of this report, Table 11 above identified that Huron East's recruiting area is most consistently Central Huron, West Perth, Bluewater, and Goderich.

Examining occupation by location will help discern whether there is a concentration of talent/skills and that, in turn, will help identify the industries that are potentially likely to flourish as a result of those skills being available. The occupations are analyzed at the four-digit National Occupation Classification⁴; the most disaggregated level. The following tables and charts illustrate the following:

- Occupations with a large number of jobs in 2021
- Occupations with a large percentage of job growth between 2016-2021
- Occupations with a large projected job growth between 2021-2028
- Occupations that are concentrated in labour shed relative to the rest of Canada.

The objective is to understand which occupations are concentrated, growing and emerging in the labour recruiting area



⁴ National Occupation Classification: <https://www.canada.ca/en/immigration-refugees-citizenship/services/immigrate-canada/express-entry/eligibility/find-national-occupation-code.html>



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Table 12: Occupations with Highest Level of Employment in the Labour Recruitment Area

Description	2016 Jobs	2021 Jobs	2016-2021 Change	2016-2021 % Change	2021 Median Wages
General farm workers	574	596	22	4%	\$33,017
Retail salespersons	463	502	39	8%	\$31,554
Transport truck drivers	451	445	-6	-1%	\$48,038
Food counter attendants, kitchen helpers and related support occupations	417	420	3	1%	\$29,266
Nurse aides, orderlies and patient service associates	375	341	-34	-9%	\$46,888
Cashiers	300	269	-31	-10%	\$28,057
Elementary school and kindergarten teachers	262	251	-11	-4%	\$80,413
Construction trades helpers and labourers	195	229	34	17%	\$43,575
Heavy equipment operators (except crane)	164	221	57	35%	\$55,494
Registered nurses and registered psychiatric nurses	259	221	-38	-15%	\$73,988
Sales and account representatives - wholesale trade (non-technical)	130	196	66	51%	\$53,930
Secondary and elementary school teachers and educational counsellors, n.e.c.	105	194	89	85%	\$76,702
Retail sales supervisors	134	193	59	44%	\$37,985
Material handlers	185	179	-6	-3%	\$37,886
Welders and related machine operators	173	175	2	1%	\$51,282
Store shelf stockers, clerks and order fillers	147	172	25	17%	\$29,096
Cooks	165	170	5	3%	\$30,357
Construction millwrights and industrial mechanics	164	164	0	0%	\$66,149
Administrative officers	156	156	0	0%	\$53,593
Carpenters	122	153	31	25%	\$49,310
Early childhood educators and assistants	141	152	11	8%	\$40,113

Source: EMSI Analyst 2021.3 - Employees. Note that negative numbers are in red text in parenthesis.



Figure 9 illustrates occupations that added the largest total number of jobs to the economy of the labour recruitment area between 2016 and 2021.

Figure 9: Largest Absolute Job Growth in the Labour Recruitment Area, 2016-2021



Source: EMSI Analyst 2021.3 - Employees

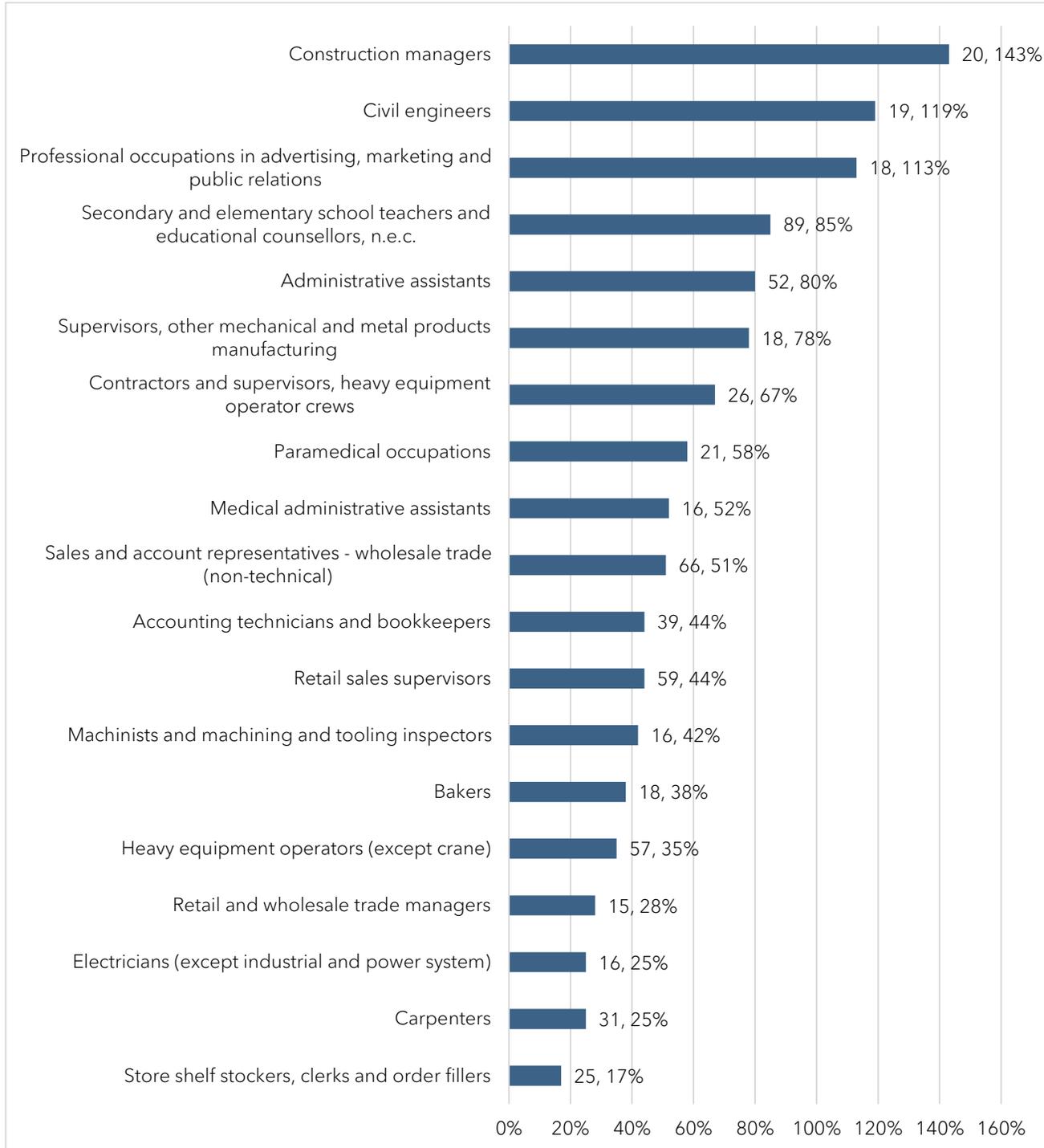


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Figure 10 illustrates occupations that had the most intense growth in jobs, and also had a relevant impact on the economy as they added a minimum of 15 jobs to the labour recruitment area.

Figure 10: Largest (%) Growth Occupations in the Labour Recruiting Area, 2016-2021



Source: EMSI Analyst 2021.3 - Employees



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Location Quotient is used to measure the relative concentration of an occupation; that is, it compares the percentage of jobs per occupation in the labour shed, relative to the total percentage of jobs in the same occupation in Ontario and Canada. A location quotient above 2 means the labour recruiting area employs twice as many jobs in that occupation than is typical in the province or nation. Such a high concentration shows that there is some momentum in growing or attracting these jobs unique to the region.

Table 13 illustrates occupations that are most heavily concentrated in the labour recruitment area, relative to Ontario and the rest of Canada—using location quotient. Occupations are considered concentrated if they have a location quotient above 1.25.

Table 13: Concentrated Occupations in the Labour Recruitment Area, 2021

Occupation	2021 Jobs in the local labour recruiting area	Location Quotient
Relative to Ontario		
Mine labourers	28	22.55
General farm workers	596	15.37
Managers in agriculture	33	11.47
Harvesting labourers	45	10.20
Oil and gas well drillers, servicers, testers and related workers	13	10.20
Supervisors, mining and quarrying	43	9.81
Underground mine service and support workers	15	8.87
Central control and process operators, mineral and metal processing	20	8.29
Central control and process operators, petroleum, gas and chemical processing	45	7.52
Drillers and blasters - surface mining, quarrying and construction	12	7.38
Relative to Canada		
General farm workers	596	10.31
Mine labourers	28	10.26
Harvesting labourers	45	8.25
Central control and process operators, mineral and metal processing	20	6.12
Supervisors, mining and quarrying	43	5.87
Rubber processing machine operators and related workers	41	5.8
Managers in agriculture	33	5.32
Machine operators, mineral and metal processing	54	5.29
Drillers and blasters - surface mining, quarrying and construction	12	4.78
Glass forming and finishing machine operators and glass cutters	12	4.73

Source: EMSI Analyst 2021.3



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Lastly, we investigate emerging occupations by looking at which occupations have strong projected percentage growth over the next five years in the defined labour recruitment area. Figure 11 presents the occupations projected to add at least 5 jobs to the local labour recruitment area and have the highest projected percentage growth from 2021 to 2026.

Figure 11: Large Projected Job Growth in the Labour Recruitment Area, 2021-2026



Source: EMSI Analyst 2021.3 - Employees



2.6. Key Occupations for Labour-Based Investment Attraction

Some key occupations stand out in the labour recruitment area, as they are growing, projected to grow and/or are concentrated. The following list represents occupations that have performed well in the labour recruitment area analysis and represent a strong possibility for labour-based investment attraction. Occupations related to publicly funded industries and retail-related occupations are not considered here.

The following are **key existing occupations**: they are large (50+ jobs), growing (by at least 3% of total jobs), concentrated (with a national LQ greater than 1.25), and pay well (2020 median wage of \$50,000 or higher):

1. Heavy equipment operators (except crane)
2. Secondary and elementary school teachers and educational counsellors, n.e.c.
3. Heavy-duty equipment mechanics
4. Licensed practical nurses
5. Underground production and development miners
6. Industrial electricians
7. Contractors and supervisors, heavy equipment operator crews
8. Paramedical occupations
9. Machinists and machining and tooling inspectors
10. Machine operators, mineral and metal processing

The following are **key emerging occupations**; those that are not yet concentrated (LQ less than 1.25) and had the largest percentage growth over the past 5 years (over 50% of total jobs), while at the same time being well-paying occupations wages (2021 median wage of \$50,000 or higher):

1. Construction managers
2. Civil engineers
3. Professional occupations in advertising, marketing and public relations
4. Mechanical engineers
5. Information systems analysts and consultants
6. Medical radiation technologists
7. Sales and account representatives - wholesale trade (non-technical)



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The above occupations form a group of what will be referred to as “key occupations”, which are widely employed and/or increasingly in demand within the municipality. They represent the best opportunity in terms of attracting industry to Huron East based on labour market patterns. In what follows, the industries that most commonly hire these key occupations are revealed using inverse staffing patterns.

Table 14 shows which industries in Ontario most commonly employ (by largest number of jobs) all of the identified key occupations. From the list of industries identified to most commonly hire the “key occupations” in the region, the following are poised to have the fastest growth (10% or above) in Ontario over the next 5 years:

- Other ambulatory health care services
- Depository credit intermediation
- Computer systems design and related services
- Computer and communications equipment and supplies merchant wholesalers
- Lumber, millwork, hardware and other building supplies merchant wholesalers
- General medical and surgical hospitals

Table 14: Key Staffing Patterns, 2021-2026

Industry	Key Occupations Group Jobs in Industry (2021)	Key Occupations Group Jobs in Industry (2026)	% Change (2021-2026)	% of Total Jobs in Industry (2020)
Elementary and secondary schools	72,218	71,276	-1%	15.40%
Computer systems design and related services	27,412	31,717	16%	5.85%
General medical and surgical hospitals	17,019	18,645	10%	3.63%
Architectural, engineering and related services	13,938	14,769	6%	2.97%
Local, municipal and regional public administration	10,666	10,056	-6%	2.27%
Other federal services	10,630	11,312	6%	2.27%
Depository credit intermediation	9,657	11,237	16%	2.06%
Advertising, public relations, and related services	9,602	9,870	3%	2.05%
Non-residential building construction	7,766	8,178	5%	1.66%



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Universities	7,430	7,939	7%	1.58%
Other machinery, equipment and supplies merchant wholesalers	7,278	7,749	6%	1.55%
Building equipment contractors	6,085	6,484	7%	1.30%
Lumber, millwork, hardware and other building supplies merchant wholesalers	5,999	6,616	10%	1.28%
Management, scientific and technical consulting services	5,954	6,414	8%	1.27%
Provincial and territorial public administration	5,938	6,058	2%	1.27%
Metal ore mining	5,807	5,925	2%	1.24%
Food merchant wholesalers	5,748	5,961	4%	1.23%
Other ambulatory health care services	5,682	6,655	17%	1.21%
Computer and communications equipment and supplies merchant wholesalers	5,548	6,283	13%	1.18%
Residential building construction	5,436	5,703	5%	1.16%
Electrical, plumbing, heating and air-conditioning equipment and supplies merchant wholesalers	5,081	5,379	6%	1.08%
Employment services	4,792	5,000	4%	1.02%
Motor vehicle parts manufacturing	4,639	4,981	7%	0.99%

Source: EMSI Analyst 2021.3 - Employees and Self-Employed





3. ECONOMIC BASE ANALYSIS

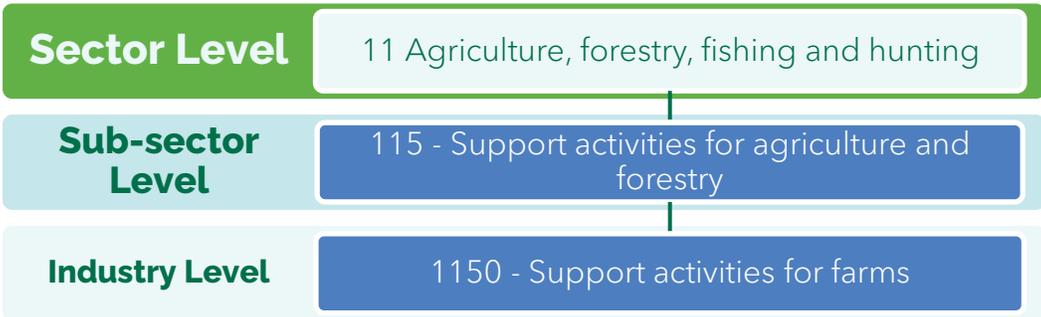
The list of industries in Table 14 (previous page) is an indication of industries that could be successful to Huron East given the labour force supply or could be further developed alongside supporting industries.



This section investigates the local economy pertinent for Huron East; that is, the jobs and businesses that drive the local economy. As such, the central focus of this section **will be Huron East, benchmarked by Ontario.**

This section reports industry statistics related to exports, employment, and business growth for the local economy with the aim of uncovering key industries that either exist or are emerging in the region today.

The “North American Industry Classification System” (NAICS) of classifying industries is used for this report. The largest groupings or aggregations of industries categories are called sectors, which are broken down into sub-sectors, which are then further broken down into Industries. An example of this breakdown follows:





3.1. Employment Profile

The primary employment sectors in Huron East are agriculture, forestry, fishing and hunting; health care and social assistance; manufacturing; and construction. Between 2016 and 2021, the local economy grew by 242 jobs (6.3%) to a total of 4,080 jobs. Percentage job growth in Huron East was higher than in the province, where job totals increased by only 0.8% between 2016-2021. Table 15 indicates percentage job growth, by sector, for each of these economies. Note that negative numbers are indicated by red text in parenthesis.

Table 15: Employment Growth by Sector, Huron East, vs Ontario, 2016-2021

NAICs	Description	Change in Jobs	Huron East % Change	Ontario % Jobs Change
11	Agriculture, forestry, fishing and hunting	187	23.9%	-7.9%
21	Mining, quarrying, and oil and gas extraction	0	0.0%	4.2%
22	Utilities	8	18.3%	5.8%
23	Construction	30	9.0%	6.4%
31-33	Manufacturing	62	18.2%	-2.2%
41	Wholesale trade	-27	-16.3%	-2.1%
44-45	Retail trade	-107	-38.9%	-2.2%
48-49	Transportation and warehousing	26	18.6%	16.0%
51	Information and cultural industries	4	11.2%	-6.3%
52	Finance and insurance	36	36.9%	6.2%
53	Real estate and rental and leasing	5	12.9%	-3.6%
54	Professional, scientific and technical services	8	11.5%	13.0%
55	Management of companies and enterprises	0	0.0%	22.8%
56	Administrative and support, waste management and remediation services	13	21.2%	2.7%
61	Educational services	11	3.6%	4.1%
62	Health care and social assistance	61	10.3%	8.2%
71	Arts, entertainment and recreation	-24	-43.1%	-24.1%
72	Accommodation and food services	-54	-47.5%	-25.5%
81	Other services (except public administration)	-24	-10.6%	-4.7%
91	Public administration	28	24.3%	6.0%
X0	Unclassified	1	2.8%	-5.3%
All	Total	242	6.3%	0.8%

Source: EMSI Analyst 2021.3 - Employees and Self-Employed

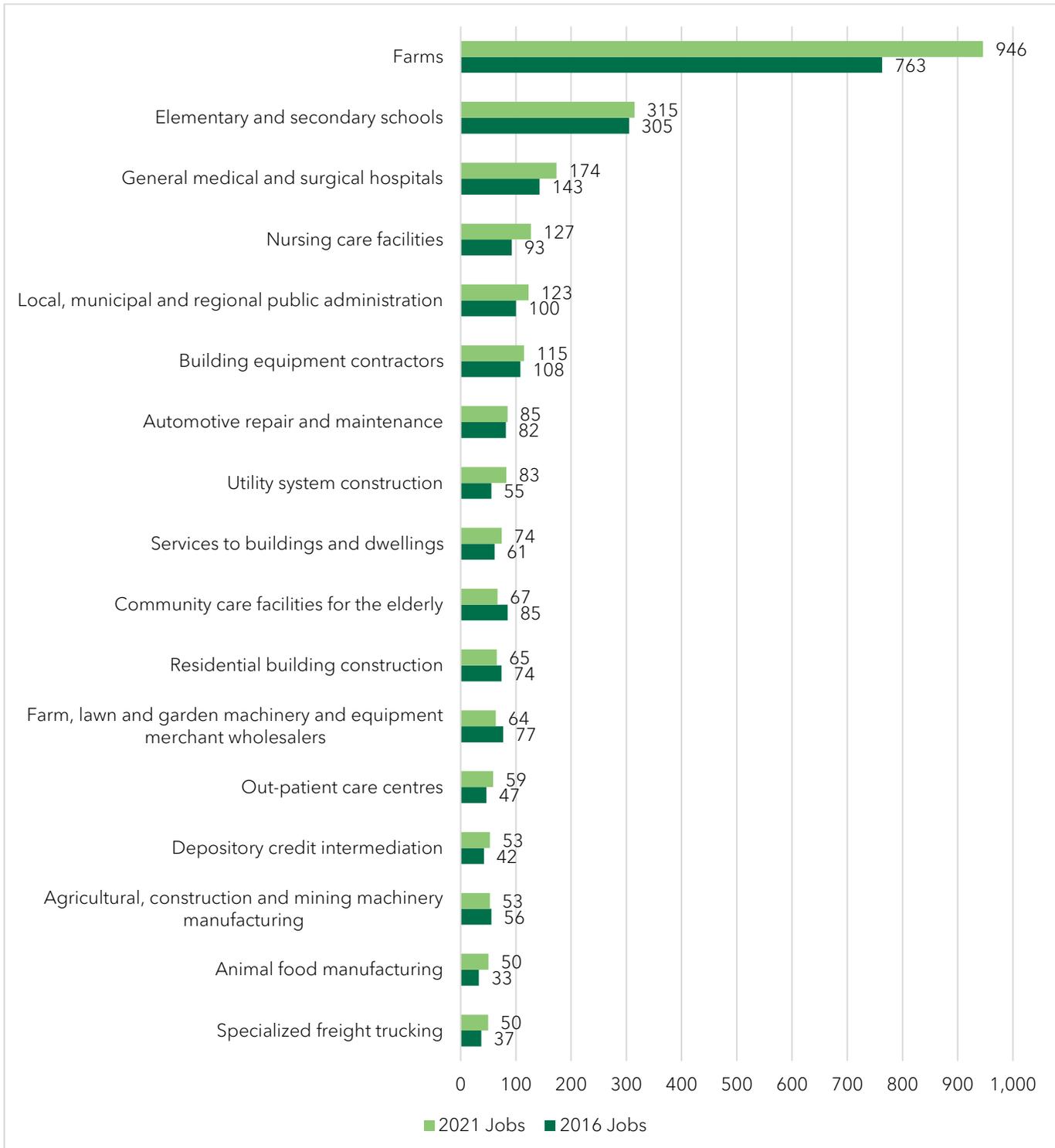


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To better understand how each sector supports jobs, Figure 12 shows the largest industries in Huron East by number of jobs in 2021. Jobs in 2016 are also shown to illustrate employment change.

Figure 12: Largest Industries by Number of Jobs, 2021



Source: EMSI Analyst 2021.3 - Employees and Self-Employed

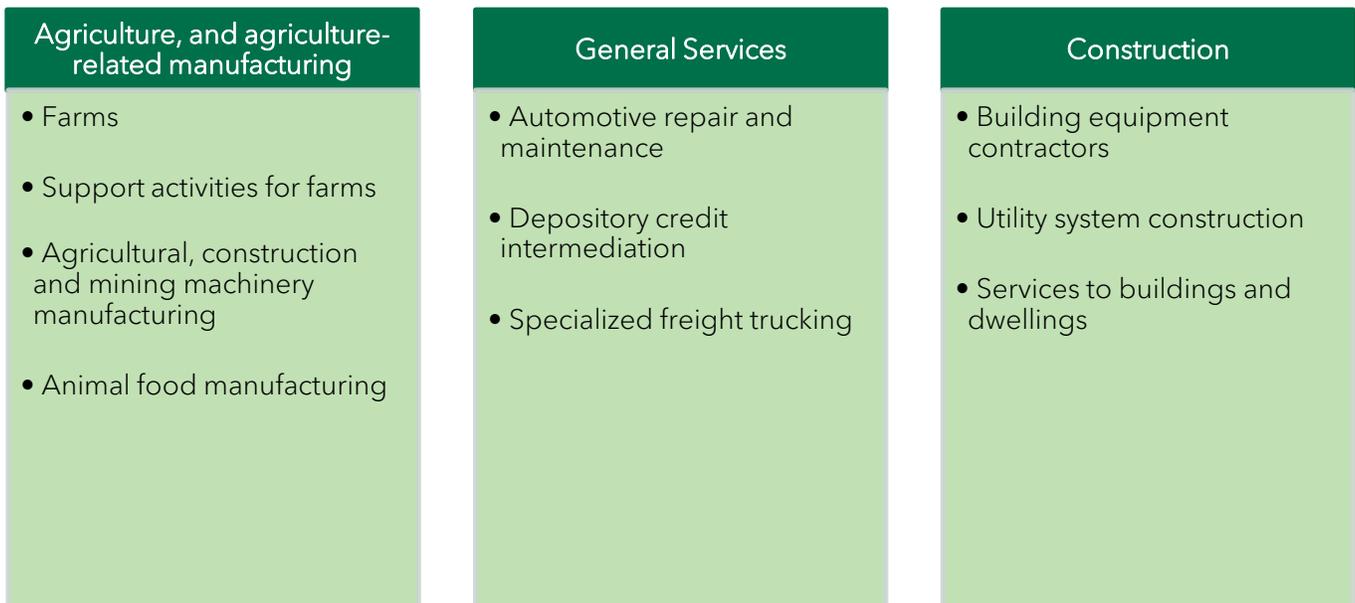


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Figure 13 illustrates potential areas for investment attraction as they are having a significant economic impact in terms of job creation—publicly funded industries (i.e., education and healthcare), retail and wholesale trade, as well as those related to residential construction are excluded as they are not pertinent to investment attraction since they are dependent on population growth.

Figure 13: Growth Sectors and Industries by Employment Level, 2016 -2021



Source: EMSI Analyst 2021.3 – Employees and Self-Employed





3.2. Economic Output

This subsection highlights industries with the largest economic impact. The following table illustrates industries with the highest level of economic output as measured by total sales. Average wages by industry are also illustrated. Two industries each account for over \$50 million in total sales within Huron East; *farms* and *animal food manufacturing*.

Table 16: Economic Output by Industry, 2017

Industry	Sales	Average Wages
Farms	\$305,253,898	\$33,290
Animal food manufacturing	\$58,629,146	\$46,752
Elementary and secondary schools	\$45,633,550	\$62,931
Agricultural, construction and mining machinery manufacturing	\$39,434,845	\$53,838
Residential building construction	\$33,567,761	\$46,228
Utility system construction	\$29,987,958	\$77,780
General medical and surgical hospitals	\$28,731,118	\$59,120
Pesticide, fertilizer and other agricultural chemical manufacturing	\$28,130,794	\$66,619
Cutlery and hand tool manufacturing	\$27,527,187	\$52,486
Building equipment contractors	\$25,750,683	\$53,922
Electric power generation, transmission and distribution	\$24,706,424	\$92,850
Local, municipal and regional public administration	\$22,895,953	\$45,276
Iron and steel mills and ferro-alloy manufacturing	\$21,434,288	\$63,551
Motor vehicle parts manufacturing	\$18,987,686	\$58,259
Other fabricated metal product manufacturing	\$18,945,685	\$52,567
Boiler, tank and shipping container manufacturing	\$16,450,393	\$71,422
Other financial investment activities	\$14,692,444	\$47,218
Farm, lawn and garden machinery and equipment merchant wholesalers	\$14,346,507	\$71,089
Other miscellaneous manufacturing	\$13,389,096	\$41,364
Depository credit intermediation	\$12,290,279	\$39,425
Plastic product manufacturing	\$11,272,949	\$44,456
Meat product manufacturing	\$10,498,857	\$30,956
Services to buildings and dwellings	\$9,870,637	\$35,969
Provincial and territorial public administration	\$9,769,099	\$86,683
Ventilation, heating, air-conditioning and commercial refrigeration equipment manufacturing	\$9,654,319	\$44,526
Foundation, structure, and building exterior contractors	\$9,408,326	\$72,359
Farm product merchant wholesalers	\$9,268,159	\$71,963
Other general-purpose machinery manufacturing	\$8,909,919	\$48,255
Specialized freight trucking	\$8,415,585	\$50,827
All industries	\$1,060,099,295	\$47,363

Source: 2021.3 EMSI Analyst, based on 2017 National Input-Output Tables by StatsCan



3.3. Export Sales

This subsection investigates export sales by industry. Exports show the amount of money that is spent by industries located outside the region (domestically and internationally) in exchange for goods or services produced by an industry located in Huron East. **In 2017, the most recent data available, total export sales amounted to \$764,278,939.** Below are the largest drivers of external revenues into Huron East.

Table 17: Top Export Dollars Flowing into Huron East by Industry, 2017

Industry	Total Export Sales
Farms	\$238,266,006
Elementary and secondary schools	\$40,676,237
Animal food manufacturing	\$39,874,833
Agricultural, construction and mining machinery manufacturing	\$33,621,536
Cutlery and hand tool manufacturing	\$27,037,654
General medical and surgical hospitals	\$22,628,912
Utility system construction	\$21,404,139
Local, municipal and regional public administration	\$19,878,891
Electric power generation, transmission and distribution	\$16,839,706
Iron and steel mills and ferro-alloy manufacturing	\$16,830,788
Other fabricated metal product manufacturing	\$16,193,033
Motor vehicle parts manufacturing	\$15,086,445
Boiler, tank and shipping container manufacturing	\$15,047,094
Pesticide, fertilizer and other agricultural chemical manufacturing	\$13,748,917
Farm, lawn and garden machinery and equipment merchant wholesalers	\$13,198,267
Building equipment contractors	\$11,627,006
Residential building construction	\$10,917,986
Other miscellaneous manufacturing	\$9,762,255
Provincial and territorial public administration	\$9,343,301
Farm product merchant wholesalers	\$8,418,626
Plastic product manufacturing	\$7,791,822
Ventilation, heating, air-conditioning and commercial refrigeration equipment manufacturing	\$7,579,968
Services to buildings and dwellings	\$7,431,098

Source: 2021.3 EMSI Analyst, based on 2017 National Input-Output Tables by StatsCan



3.4. Industry Supply Chain Analysis

An economic base analysis analyzes how the local economy functions. It does not provide solutions to economic problems but instead provides useful information required for decision-making about economic strategies.

The economic base analysis helps determine which economic activities “bring money in”, and where money might be “leaking out”. Another way to assess this metric is to assess the in-region and imported purchases made by each subsector within Huron East. Table 18 presents the top 15 industries in terms of total purchases made, as well as the percentage of those purchases that are made in-region and out-of-region.

Table 18: Top Industries by Purchasing Power, Huron East, 2017

Industry	Total Purchases from Sector	Percentage Purchased in Region	Percentage Purchased Out of Region
Farms	\$153,006,037	37.8%	62.2%
Animal food manufacturing	\$27,355,441	71.7%	28.3%
Provincial and territorial public administration	\$25,497,844	1.2%	98.8%
Pesticide, fertilizer and other agricultural chemical manufacturing	\$25,135,020	31.6%	68.4%
Residential building construction	\$22,453,541	71.9%	28.1%
Elementary and secondary schools	\$18,952,448	23.7%	76.3%
Petroleum and coal product manufacturing	\$18,415,997	0.0%	100.0%
Lessors of real estate	\$18,061,429	0.0%	100.0%
Depository credit intermediation	\$17,470,383	30.1%	69.9%
Local, municipal and regional public administration	\$17,252,780	11.9%	88.1%
Electric power generation, transmission and distribution	\$16,853,514	38.9%	61.1%
Motor vehicle manufacturing	\$15,421,618	8.7%	91.3%
Building equipment contractors	\$14,921,879	62.8%	37.2%
General medical and surgical hospitals	\$14,478,383	35.5%	64.5%
Agricultural, construction and mining machinery manufacturing	\$13,486,982	38.6%	61.4%

Source: 2021.3 EMSI Analyst, based on 2017 National Input-Output Tables by StatsCan



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Within Huron East, *farms* and other agriculture-associated industries are key economic drivers, however there is considerable leakage. Leakage describes situations where potential economic drivers generate economic activity outside the community, rather than driving development locally. It is possible that recapturing some of this leakage by attracting businesses within the *farm* supply chain would help drive local growth.

Specifically, when looking at purchases made by Huron East businesses classified as *farms*, 62.2% of all purchases are made outside of the region. This is considerably less than the rates of demand met in-region for both southwest Ontario and Ontario as a whole (see Table 19)

Table 19: Percentage of Demand met in-region and by imports, 2017

	Huron East	Southwest Ontario	Ontario
% Demand met In-region	37.8%	56.5%	53.0%
% Demand met by Imports	62.2%	43.5%	47.0%

Source: 2021.3 EMSI Analyst, based on 2017 National Input-Output Tables by StatsCan

Again, comparing Huron East to the broader geographies of southwest Ontario and Ontario, it can be seen that businesses classified as *farms* in Huron East are considerably more likely to sell their goods outside the community. While significant export sales are expected for a smaller community, it is also quite possible that some of the goods produced by farms that are not final-products are potentially being sent to manufacturing businesses that might be enticed to relocate locally.

Table 20: Percentage of in-region and exported sales, 2017

<i>Farm Business Sales</i>	Huron East	Southwest Ontario	Ontario
Percentage of Sales In-Region	21.9%	40.9%	67.2%
Percentage of Sales Exported	78.1%	59.1%	32.8%

Source: 2021.3 EMSI Analyst, based on 2017 National Input-Output Tables by StatsCan

It should be noted that due to the size of Huron East compared to southwest Ontario and Ontario, it would be impractical to expect in-region demand to satiate the market in a comparable way. At the same time, the staggering differences between the geographies suggest that there is a missed opportunity in developing a local supply chain associated with agricultural goods.

Specifically, producers of upstream farming goods (i.e., businesses that sell goods to *farms*) are currently typically stationed outside of the region (inferred due to 62.2% of demand from *farms* being met by imports). Similarly, with 78.1% of sales being exported outside of the region, demand from downstream businesses (i.e., businesses that purchase goods from *farms*) are even more likely to currently be situated outside the region (inferred because 78.1% of sales are export sales).



3.5. Location Quotient Analysis

Location quotient (LQ) analysis compares the level of employment concentration (or specialization) in a local economy (i.e., Huron East) to the level of employment concentration in one or more benchmark areas. In other words, does the local economy have proportionately more or fewer employees in specific industries than the benchmark area?

3.5.1. Location Quotient Analysis by Sector

LQ helps to identify the strengths of the community. The location quotient at the broadest industry classification level indicates that Huron East has the strongest specializations relative to the rest of the province and nation in the following sectors:

- Agriculture, forestry, fishing and hunting
- Utilities
- Health care and social assistance

Table 21: Location Quotient Analysis by Sector

Description	2021 Provincial Location Quotient	2021 National Location Quotient
Agriculture, forestry, fishing and hunting	20.80	12.22
Utilities	1.82	1.89
Health care and social assistance	1.38	1.27
Construction	1.27	1.21
Other services (except public administration)	1.25	1.18
Educational services	1.12	1.09
Manufacturing	1.08	1.21
Unclassified	0.92	0.91
Transportation and warehousing	0.79	0.81
Wholesale trade	0.69	0.77
Finance and insurance	0.62	0.75
Public administration	0.56	0.54
Arts, entertainment and recreation	0.49	0.47
Real estate and rental and leasing	0.47	0.53
Information and cultural industries	0.43	0.48
Retail trade	0.40	0.38
Administrative and support, waste management and remediation services	0.31	0.36
Accommodation and food services	0.29	0.27
Professional, scientific and technical services	0.22	0.24
Mining, quarrying, and oil and gas extraction	0.00	0.00
Management of companies and enterprises	0.00	0.00

Source: 2021.3 EMSI Analyt



3.5.2. Location Quotient Analysis by Industry

The following tables list the **industries** that are concentrated in Huron East’s local economy, and that account for a minimum of 1% of jobs (at least 358 positions) in the local economy:

Table 22: Concentrated Industries, Relative to the Rest of Canada, 2021

Description	2021 Jobs	2021 National Location Quotient
Cutlery and hand tool manufacturing	36	60.38
Animal food manufacturing	50	21.94
Hunting and trapping	<10	20.68
Pesticide, fertilizer and other agricultural chemical manufacturing	30	19.60
Farms	946	14.83
Farm, lawn and garden machinery and equipment merchant wholesalers	64	13.15
Support activities for farms	22	11.20
Agricultural, construction and mining machinery manufacturing	53	8.73
Farm product merchant wholesalers	30	8.41

Source: EMSI Analyst 2021.3 - Employees and Self Employed

Table 23: Concentrated Industries, Relative to the Rest of Ontario, 2021

Description	2021 Jobs	2021 Provincial Location Quotient
Cutlery and hand tool manufacturing	35.74	41.98
Pesticide, fertilizer and other agricultural chemical manufacturing	29.63	30.38
Farms	945.98	22.44
Animal food manufacturing	50.38	20.10
Farm, lawn and garden machinery and equipment merchant wholesalers	63.63	16.10
Support activities for farms	22.44	15.49
Agricultural, construction and mining machinery manufacturing	52.89	11.57
Farm product merchant wholesalers	30.14	10.19
Boiler, tank and shipping container manufacturing	19.75	8.10
Utility system construction	82.98	7.20

Source: EMSI Analyst 2021.3 - Employees and Self Employed



3.6. Shift-Share Analysis

Shift-share analysis compares the local employment growth/decline of regional jobs by industry to the employment growth/decline of that industry, as well as the job growth overall for Canada. More specifically, this analytical tool examines job growth/decline by attributing growth, stability, or decline in industries over time to three forces:

- National economic growth: regional job growth/decline that is attributable to the growth, stability, or decline of the entire Canadian economy. Industries will be impacted positively or negatively by the state of the Canadian economy and consumer spending at a national level, external to any local factors.
 - Industry growth: regional job growth/decline that is attributable to the growth, stability, or decline of that particular economic activity in the Canadian economy (with the economic growth component removed). General industry trends are outside the influence of local actors and are therefore removed from the local impact.
- Local economic growth: local job growth/decline that is attributable to the local economy because it is growing/declining more or less quickly than jobs in the larger economy (with the Canadian economic and industry growth components removed).

This tool, when correctly interpreted, provides greater descriptive power than the location quotient method. It has been applied to NAICS Industries using place of work statistics. Shift-share analysis allows the examination of changes through time (trends) versus the static snapshot of location quotients.

3.6.1. Shift-Share Analysis within Huron East

This subsection looks to the past (2011) and future projections (2028) to assess which sectors are most positively impacted by local factors. The example below applies the model to the motor vehicle parts manufacturing:

From 2011 to 2028 the *farms* sector saw an increase of 167 jobs in Huron East.

- It would have been expected that the sector decreased by 177 positions based on large-scale industry factors that are relevant to the sector regardless of geographic location.
- National economic growth factors and their impact on the national sector are expected to lead to a net increase of 95 jobs over the same time period.
- As such, before accounting for local factors, the sector would be expected to lose 82 jobs.



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- Instead, the local sector is projected to grow by 167 jobs, suggesting that 249 new jobs can be applied to factors specific to Huron East.

Table 24 allocates employment changes for the ten industries most positively impacted by local effects to national, industry and regional/local effects.

Table 24: Shift-Share Analysis: Competitive Industries, Huron East, 2011-2028

Industry (NAICS classification)	Growth/ Decline	Industry Growth Effect	National Economic Effect	Regional / Local Effect
Farms	167	-177	95	249
Nursing care facilities	174	0	0	173
Local, municipal and regional public administration	102	-3	2	103
Utility system construction	79	-1	1	79
Agricultural, construction and mining machinery manufacturing	50	0	0	49
Animal food manufacturing	43	0	0	43
Automotive repair and maintenance	45	0	3	42
Depository credit intermediation	42	0	1	41
Pesticide, fertilizer and other agricultural chemical manufacturing	39	0	0	39
Specialized freight trucking	39	-1	2	39

Source: EMSI Analyst 2021.3 - Employees and Self-Employed

Conversely, Table 25 presents the five industries most negatively impacted by regional/local effects from 2011-2028.

Table 25: Shift-Share Analysis: Declining Industries, Huron East, 2011-2028

Industry (NAICS classification)	Growth/ Decline	Industry Growth Effect	National Economic Effect	Regional / Local Effect
Other food manufacturing	-239	93	30	-361
Architectural and structural metals manufacturing	-218	-6	27	-239
Services to buildings and dwellings	-113	26	23	-163
Fruit and vegetable preserving and specialty food manufacturing	-185	-51	23	-157
Home health care services	-77	29	11	-117

Source: EMSI Analyst 2021.3 - Employees and Self-Employed

3.7. Employer Structure

This subsection illustrates the number and size of employers by industry in the Municipality. The data in this section comes from Statistics Canada’s Canadian Business Patterns dataset. Employers in this dataset include businesses in the Business Register, which are all Canadian businesses that meet at least one of the three following criteria:



- Have an employee workforce for which they submit payroll remittances to Canada Revenue Agency; or
- Have a minimum of \$30,000 in annual revenue; or
- Are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the past three years.

Statistics Canada divides businesses into two major groupings:

1. Businesses with a determinate number of employees; and
2. Businesses with an indeterminate number of employees.

Businesses without employees correspond to the “indeterminate” employment category from the previous reference periods. For economic development purposes, businesses with a determinate number of employees (one or more) are of greater interest than indeterminate businesses (which frequently are not active or have very low levels of economic activity). An increase in the number of indeterminate businesses can, however, signal potential new business startups.

According to the Canadian Business Registry, Huron East had 2,110 businesses as of June 2021, of which 490 (23.2%) had employees. Of these 490 businesses, the majority had between one and nine employees (383 or 78.2%). Comparatively, 7 businesses (1.4%) had over 100 employees.

Table 26: Business counts by size, Huron East, 2021

	1 to 9 Employees	10 to 99 Employees	100+ Employees	Indeterminate	Total
Number of Businesses	383	100	7	1,620	2,110

Source: Canadian Business Patterns June 2021 from EMSI



The largest sectors by total number of businesses with employees in Huron East are:

1. Agriculture, forestry, fishing and hunting
2. Construction
3. Real estate and rental and leasing

Table 27 presents the five largest sub-sectors by business counts and includes businesses both with and without employees.

Table 27: Top 5 sub-sectors by business counts, Huron East, 2021

Sector	Businesses
Farms	885
Lessors of real estate	266
General freight trucking	46
Support activities for farms	38
Other financial investment activities	38

Source: Canadian Business Counts 2021

Many of these businesses, however, are self-employed individuals with no employees. Table 28 notes the subsectors in Huron East by businesses only with employees, excluding self-employed individuals.

Table 28: Top 5 sub-sectors by businesses with employees, Huron East, 2021

Sector	Businesses with employees
Farms	158
Building equipment contractors	22
Residential building construction	14
Lessors of real estate	13
Religious organizations	12

Source: Canadian Business Counts 2021

Finally, the sectors with the greatest number of businesses employing over 100 people are listed in Table 29.



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Table 29: Top 5 sub-sectors by businesses with over 100 employees, Huron East, 2021

Sector	Businesses with over 100 employees
Elementary and secondary schools	2
Other specialty trade contractors ⁵	1
Highway, street and bridge construction	1
Nursing care facilities	1
Dairy product manufacturing	1
Home health care services	1

Source: Canadian Business Counts 2021



⁵ The “other” specialty trade contractors sub-sector comprises establishments, not classified to any other industry group, primarily engaged in site preparation activities and other specialized trade activities such as crane rental with operator, fence installation, sandblasting building exteriors and steeplejack work.