



Labour Mobility Assessment

ELGIN COUNTY



ACKNOWLEDGEMENTS

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Elgin County Labour Mobility Key Findings

Ability to Attract and Retain

The propensity for people to move in and out of a region varies considerably across Ontario's 49 Census Divisions (CDs). Some regions are effective at attracting people while others struggle; some regions are successful at retaining people while other regions are not. Between 2009 and 2013:

- Elgin County's ability to attract people exceeded the ability of 26 other Census Divisions
- Elgin's ability to retain people surpassed 21 other Census Divisions

Movers by Labour Force Status

Of the 9,300 people who moved to Elgin between 2009 and 2013:

- 73.3 percent were employed after the move
- 22.3 percent had no employment income before or after the move
- 4.3 percent were unemployed after the move

Of the 9,100 people who left Elgin between 2009 and 2013:

- 75.2 percent were employed after the move
- 20.7 percent had no employment income before or after the move
- 4.3 percent were unemployed after the move

Movers by Pay Increase or Pay Decrease

The tendency for people to move for a pay increase or decrease also varies considerably across Ontario's 49 Census Divisions. Between 2009 and 2013:

Of the employed people who moved to Elgin,

- 60.1 percent experienced a pay increase
- 39.9 percent experienced a pay decrease.

The ability of other Ontario CDs to attract people for a pay increase ranged from a low of 50.0 percent to a high of 65.9 percent.

The ability of other Ontario CDs to attract people for a pay decrease ranged from a low of 34.1 percent to a high of 50.0 percent.

Of the employed people who left Elgin, 62.5 received a pay increase and 37.5 percent received a pay decrease, essentially mirroring Ontario's median Census Division.

Employment Income Characteristics of the People Who Moved to Elgin:

- 51.5 percent earned less than \$30,000 annually
- 30.7 percent earned between \$30,000 and \$59,999 annually
- 17.9 percent earned \$60,000 or more annually

Elgin attracts a significantly higher proportion of people in the \$30,000 to \$59,999 employment income cohort and a lower proportion of people in the \$60,000 or more cohort.

For those people who earned more than \$30,000 after moving to Elgin, it seems that relocating to the region for a better paying job is more important than other community factors, 69.4 percent of people who earned between \$30,000 and \$59,999, and 74.4 percent of people who earned \$60,000 or more after moving to Elgin, received a pay increase.

Employment Income Characteristics of the People Who Left Elgin:

- 57.4 percent earned less than \$30,000 annually
- 27.4 percent earned between \$30,000 and \$59,999 annually
- 15.2 percent earned \$60,000 or more annually

A significantly lower proportion of people leave Elgin for jobs paying \$60,000 or more: 15.2 percent versus the median 18.0 percent and a slightly higher proportion of people leave Elgin for jobs paying less than \$30,000.

For those people who earned more than \$30,000 after leaving Elgin, it seems that relocating to another region for a better paying job is relatively more important than other community factors, as 73.4 percent of people who earned between \$30,000 and \$59,999, and 76.9 percent of people who earned \$60,000 or more after moving away from Elgin, relocated for a better paying job.

Introduction

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

Labour mobility is important because it directly affects the ability of a labour market to alleviate regional skill mismatches. Consequently, labour mobility has implications at both the individual and aggregate level – resulting in an employment opportunity for the individual and also contributing to the economic prosperity of a community. Not surprisingly, economic development and labour market organizations have realized the critical importance of attracting and retaining skilled labour. The widespread adoption of attraction/retention strategies and place-based marketing campaigns reflect this importance.

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

Research Purpose

The purpose of this report is to examine the characteristics of labour mobility in Elgin County. The following questions will guide the research:

- To what extent do people move in and out of Elgin County?
- Why may people be attracted to Elgin County?
- Why may people leave Elgin County?
- What are the employment income characteristics of movers?

Research Approach/Methodology

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

The database covers the 2009 to 2010, 2010 to 2011, 2011 to 2012 and 2012 to 2013 time periods. These time periods have been aggregated to establish a baseline.

Geographic Area Defined

Elgin County is a Census Division (CD). A Census Division is a group of neighbouring municipalities joined together for the purposes of regional planning. Census Division is the general term for provincially legislated areas such as counties and regional districts. Elgin County includes the following municipalities:

- [Aylmer \(Town\)](#)
- [Bayham \(Municipality\)](#)
- [Central Elgin \(Municipality\)](#)
- [Dutton/Dunwich \(Municipality\)](#)
- [Malahide \(Township\)](#)
- [Southwold \(Township\)](#)
- [St. Thomas \(City\)](#)
- [West Elgin \(Municipality\)](#)

Terminology

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

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

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

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

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

Elgin County: Ability to Attract and Retain

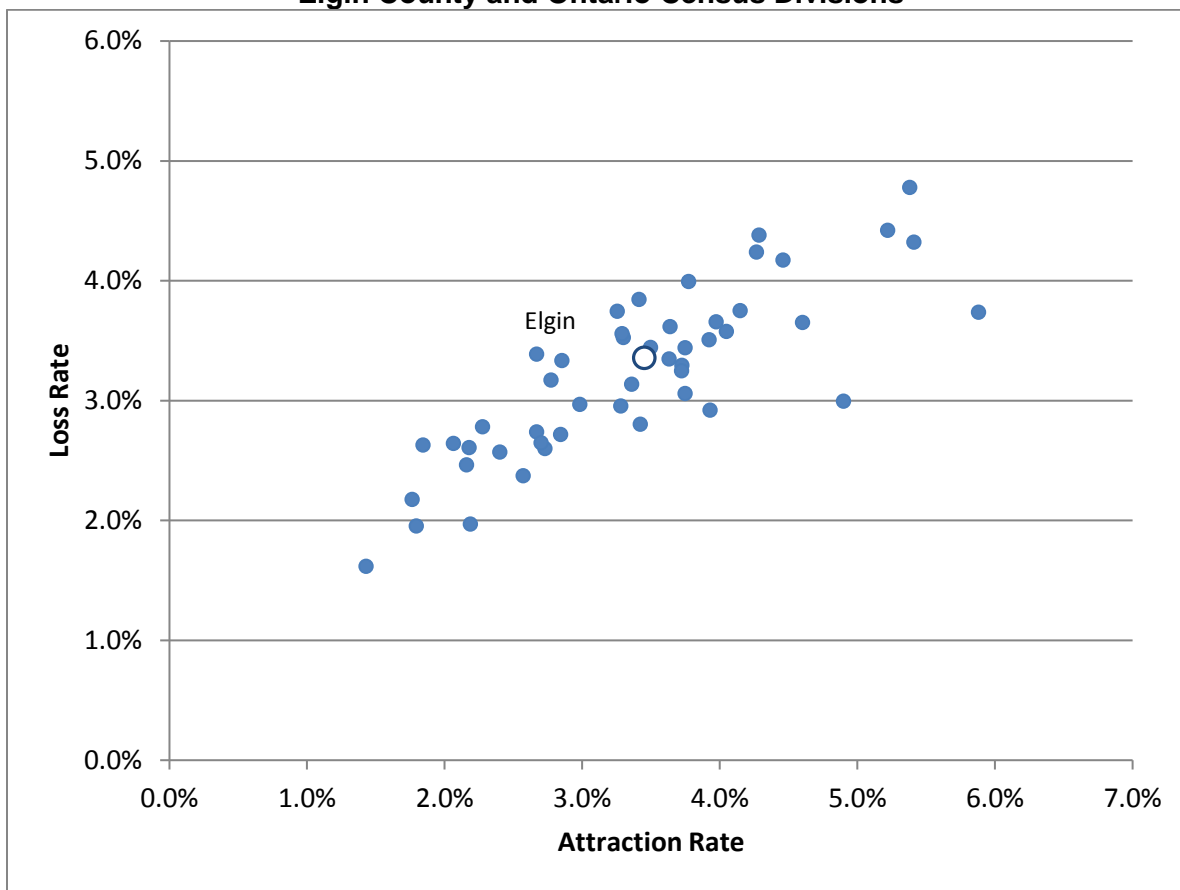
Over the 2009 to 2013 time period, Elgin County attracted 9,300 people through in-migration and lost 9,100 people to out-migration. Elgin's ability to attract and retain people can best be gauged within the context of other Census Divisions (local labour markets) in Ontario. Elgin County is one of the province's 49 Census Divisions.

Elgin's average **Attraction Rate** (number of people attracted divided by the population) between 2009 and 2013 was 3.5 percent per year. Elgin's **Loss Rate** (number of people who moved away divided by the population) averaged at 3.4 percent annually over the same time period.

Figure 1 shows the Attraction Rates and Loss Rates of Ontario's 49 Census Divisions. Clearly, the ability of Ontario's CDs to attract and retain people varies considerably, with annual Attraction Rates ranging from a high of 5.9 percent to a low of 1.4 percent and Loss Rates ranging from 4.8 percent down to 1.6 percent.

Elgin's ability to attract new residents exceeded 26 of Ontario's other Census Divisions. Elgin's ability to retain people surpassed 21 other Ontario Census Divisions.

Figure 1
Attraction Rate and Loss Rate
Elgin County and Ontario Census Divisions



Source: Statistics Canada, Community Benchmarks Inc.

People Who Were Attracted to Elgin County: Employment Status

Of the 9,300 people attracted to Elgin County between 2009 and 2013, the majority (73.3 percent) were employed after the move. Another 4.3 percent were unemployed after the move and 22.3 percent of people attracted were not in the labour force (no employment income before or after move).

Table 1
**People Attracted to Elgin County
by Employment Status
2009-2013**

	#	%
Employed after move	6,820	73.3
Employed before move, unemployment after move	400	4.3
Not employed before and after move	2,070	22.3
Total	9,300	100.0

Source: Statistics Canada, Community Benchmarks Inc.

People Who Left Elgin County: Employment Status

Of the 9,100 people who left Elgin County between 2009 and 2013, 75.2 percent were employed after the move. Another 20.7 percent were not employed before or after the move and 4.3 percent of people who left Elgin were unemployed after their move.

Table 2
**People Who Left Elgin County
By Employment Status
2009-2013**

	#	%
Employed after move	6,840	75.2
Employed before move, unemployment after move	390	4.3
Not employed before and after move	1,880	20.7
Total	9,100	100.0

Source: Statistics Canada, Community Benchmarks Inc.

Labour Mobility and the Unemployed

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

By moving away from Elgin over the 2009 to 2013 period, 440 unemployed people were able to find employment in other regions, thereby lessening the burden within Elgin. Conversely, 360 people who moved to Elgin found employment after being unemployed elsewhere. Essentially, labour mobility out of and into Elgin enabled 800 people to find work.

That said, the number of unemployed in Elgin increased modestly over the period because 400 people who moved to Elgin were unemployed after their move. Nearly, offsetting these unemployed were the 390 Elgin residents who left the region and were unemployed in their new location.

Table 3
Labour Mobility and the Unemployed
Elgin County
2009-2013

	People Attracted #	People Who Left #
Unemployed before move, employed after move	360	440
Employed before move, unemployment after move	400	390

Source: Statistics Canada, Community Benchmarks Inc.

Received Pay Increase or Pay Decrease

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

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

Specifically:

- Overall, more people (60.1 percent) moved in to Elgin for a pay increase compared to a pay decrease, suggesting the local labour market opportunities have greater bearing on labour mobility than other community attributes.
- With respect to those who moved away from Elgin, more left for a pay increase (62.5 percent) than a pay decrease. From this finding, it may be inferred that there are still individuals within Elgin unable to find local jobs that match their skill sets and/or desired salaries.

Table 4
**Labour Mobility
 Elgin County
 2009-2013**

	Pay Increase		Pay Decrease	
	#	%	#	%
Moved In	3,880	60.1	2,580	39.9
Moved Out	4,000	62.5	2,400	37.5

Source: Statistics Canada, Community Benchmarks Inc.

Context: Pay Increase or Pay Decrease

Table 5 benchmarks Elgin with Ontario's lowest, median and highest performing Ontario Census Division for pay increase and pay decrease metrics. How Elgin compares to other Census Divisions provides insight into the area's strengths and (potential) weaknesses vis a vis other regions, which may inform local economic development initiatives as a result.

The data reveals that a slightly higher proportion of people move to Elgin (60.1 percent) for a pay increase compared to the median Census Division (58.2 percent). Inversely, a slightly lower proportion of people moved to Elgin (39.9 percent) for a pay decrease compared to the median Census Division in Ontario (41.8). The range among Ontario Census Divisions is presented in table 5.

The proportion of people who left Elgin mirrors the median Census Division in terms of those who moved for a pay increase and pay decrease.

Table 5
Labour Mobility
Elgin County
2009-2013

	Moved In Pay Increase %
Elgin	60.1
CD with Lowest %	50.0
Median %	58.2
CD with Highest %	65.9
	Moved In Pay Decrease %
Elgin	39.9
CD with Lowest %	34.1
Median %	41.8
CD with Highest %	50.0
	Moved Out Pay Increase %
Elgin	62.5
CD with Lowest %	57.3
Median %	62.3
CD with Highest %	64.7
	Moved Out Pay Decrease %
Elgin	37.5
CD with Lowest %	35.3
Median %	37.7
CD with Highest %	42.7

Source: Statistics Canada, Community Benchmarks Inc.

Labour Mobility by Income Cohort

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

People Attracted to Elgin County by Income Cohort

Of the 6,830 people attracted to Elgin who had employment income, the majority (51.5 percent) earned less than \$30,000 after the move. Another 30.7 percent of people attracted to the area earned between \$30,000 and \$59,999, and 17.9 percent moved to Elgin for jobs paying \$60,000 or more.

Table 6
**Number of People Attracted to Elgin County
 By Employment Income Cohort
 2009-2013**

Employment Income Cohort after Move	Number of People Attracted #	Distribution %
Less than \$30,000	3,520	51.5
\$30,000 to \$59,999	2,100	30.7
\$60,000 or more	1,220	17.9
Total	6,830	100.0

Source: Statistics Canada, Community Benchmarks Inc.

To provide context for Elgin's income cohort attraction levels, the lowest, median and highest rates of attraction for all Ontario Census Divisions for each income cohort are provided. As this table shows, Elgin's attraction of people who earned less than \$30,000 after the move is comparable to the median benchmark. The proportion of people attracted within the \$30,000 to \$59,000 cohort is most notable as it is significantly higher than the provincial Census Divisions' median benchmark. Within the \$60,000 or more employment income cohort, Elgin underperformed compared to the median.

Table 7
**Distribution of People Attracted to
 Elgin County and Comparative Ontario Census Divisions
 By Employment Income Cohort
 2009-2013**

Employment Income Cohort after Move	Elgin	Ontario's 49 Census Divisions		
	%	CD with Lowest %	Median CD	CD with Highest %
Less than \$30,000	51.5	37.3	52.7	65.5
\$30,000 to \$59,999	30.7	20.0	26.2	34.8
\$60,000 or more	17.9	14.4	20.2	32.0

Source: Statistics Canada, Community Benchmarks Inc.

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

For those people who earned less than \$30,000 after moving to Elgin, 48.3 percent of people moved for a pay increase and 51.7 percent of people received a pay decrease.

By contrast, 69.4 percent of people who earned between \$30,000 to \$59,999, and 74.4 percent who earned \$60,000 or more after moving to Elgin received a pay increase. It appears that relocating to the region for a better paying job is more important than other community factors.

Table 8
Percentage of People Attracted to Elgin County
Received Pay Increase or Decrease
By Employment Income Cohort
2009-2013

Employment Income Cohort after Move	Pay Increase %	Pay Decrease %
Less than \$30,000	48.3	51.7
\$30,000 to \$59,999	69.4	30.6
\$60,000 or more	74.4	25.6

Source: Statistics Canada, Community Benchmarks Inc.

People Who Left Elgin County by Income Cohort

The majority of people (57.4 percent) who left Elgin County from 2009 to 2013 earned less than \$30,000 after the move. Just over 27.4 percent of those who moved out of Elgin moved for jobs paying between \$30,000 and \$59,999, and 15.2 percent of people who left Elgin earned at least \$60,000 after their relocation.

Table 9
**Number of People Who Left Elgin County
 By Employment Income Cohort
 2009-2013**

Employment Income after Move	Number of People Who Moved Out #	Distribution %
Less than \$30,000	3,920	57.4
\$30,000 to \$59,999	1,870	27.4
\$60,000 or more	1,040	15.2
Total	6,830	100.0

Source: Statistics Canada, Community Benchmarks Inc.

Context for Elgin's out migration by income cohort is provided by examining Ontario's Census Divisions, Table 10 shows the lowest, median and highest rates of people leaving Ontario Census Divisions for each income cohort. As this table shows, Elgin's loss of people who earned less than \$30,000 after the move is slightly above the median benchmark. The proportion of people who leave within the \$30,000 to \$59,999 cohort is similar to the median benchmark.

The most notable feature of Elgin's out migration is found in the \$60,000 or more income cohort. Elgin's 15.2 percent is lower than the median Census Division (18 percent).

Table 10
**Distribution of People Who Moved Away from Elgin County and
 Selected Ontario Census Divisions
 By Employment Income Cohort
 2009-2013**

Employment Income after Move	Elgin	Ontario's 49 Census Divisions		
	%	CD with Lowest %	Median	CD with Highest %
Less than \$30,000	57.4	42.8	55.6	65.8
\$30,000 to \$59,999	27.4	21.6	26.8	32.9
\$60,000 or more	15.2	12.2	18.0	29.8

Source: Statistics Canada, Community Benchmarks Inc.

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

For those people who earned more than \$30,000 after leaving Elgin, it appears that leaving the region for a better paying job was most important, as 73.4 percent of people with income between \$30,000 and \$59,999 and 76.9 percent of people earning \$60,000 and over left Elgin for a better paying job.

Table 11
**Number of People Who Left Elgin County
 Received Pay Increase or Decrease
 By Employment Income Cohort
 2009-2013**

Employment Income Cohort after Move	Pay Increase %	Pay Decrease %
Less than \$30,000	52.4	47.6
\$30,000 to \$59,999	73.4	26.6
\$60,000 or more	76.9	23.1

Source: Statistics Canada, Community Benchmarks Inc.

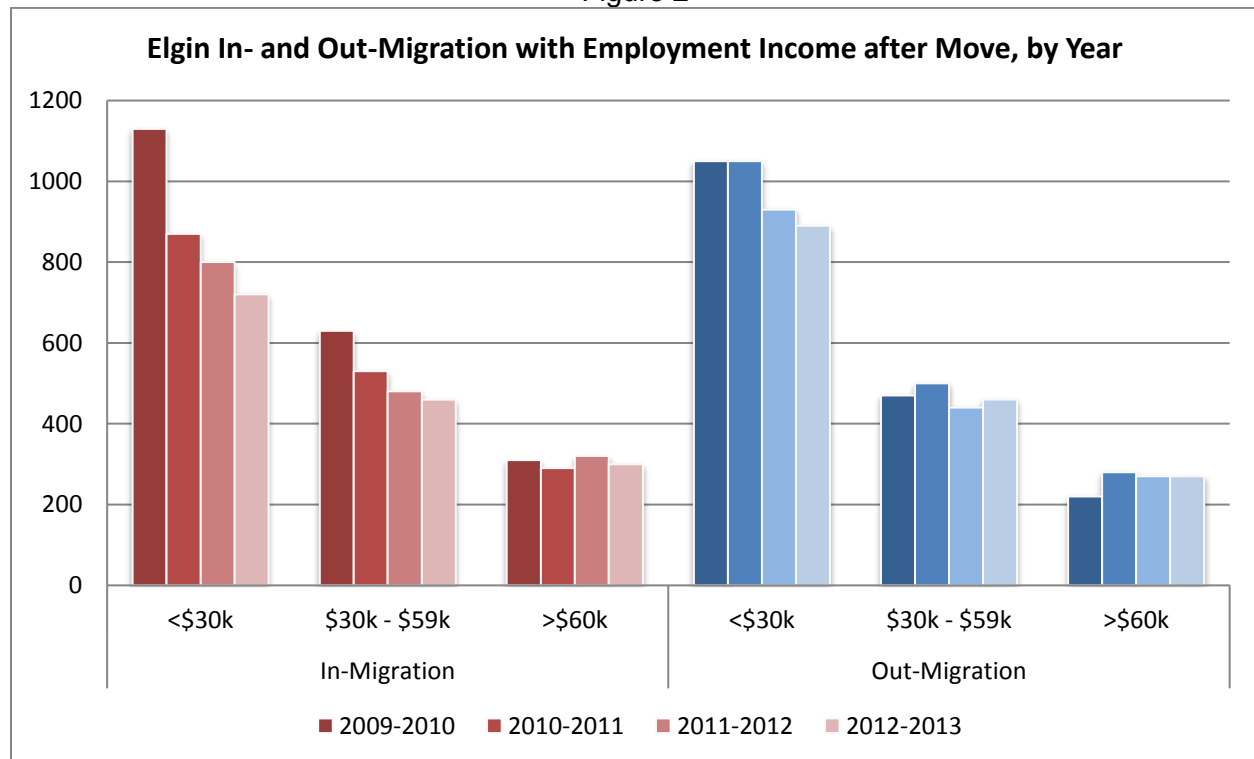
Labour Mobility Annual Monitoring

This report has examined 2009 to 2013 aggregated data. Data was aggregated to establish a baseline. Annual data may be used to point to socio-economic or structural changes within Elgin that may warrant early detection. For example, annual data may indicate that the number of lower income people attracted to the community is increasing or that a region which normally experiences a net gain of people now experiences a significant net loss.

Figure 2 shows the number of people moving into and out of Elgin on an annual basis. Movers are shown by their employment income cohort after their move. The annual data shows that the number of people moving into Elgin for jobs paying less than \$30,000 and \$30,000 to \$59,999 is declining. The number of people moving out of Elgin to earn less than \$30,000 is also declining, although at a slower rate than inbound movers.

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

Figure 2



Source: Statistics Canada, Community Benchmarks Inc.

Appendix

Number of Movers by Change in Employment Income

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

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

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

Movers Less than \$30,000 Income Cohort

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

Figure 3 shows the number of people (earning less than \$30,000 after the move) who moved into and out of Elgin County. Lower income movers primarily move for a 30 percent pay increase or decrease.

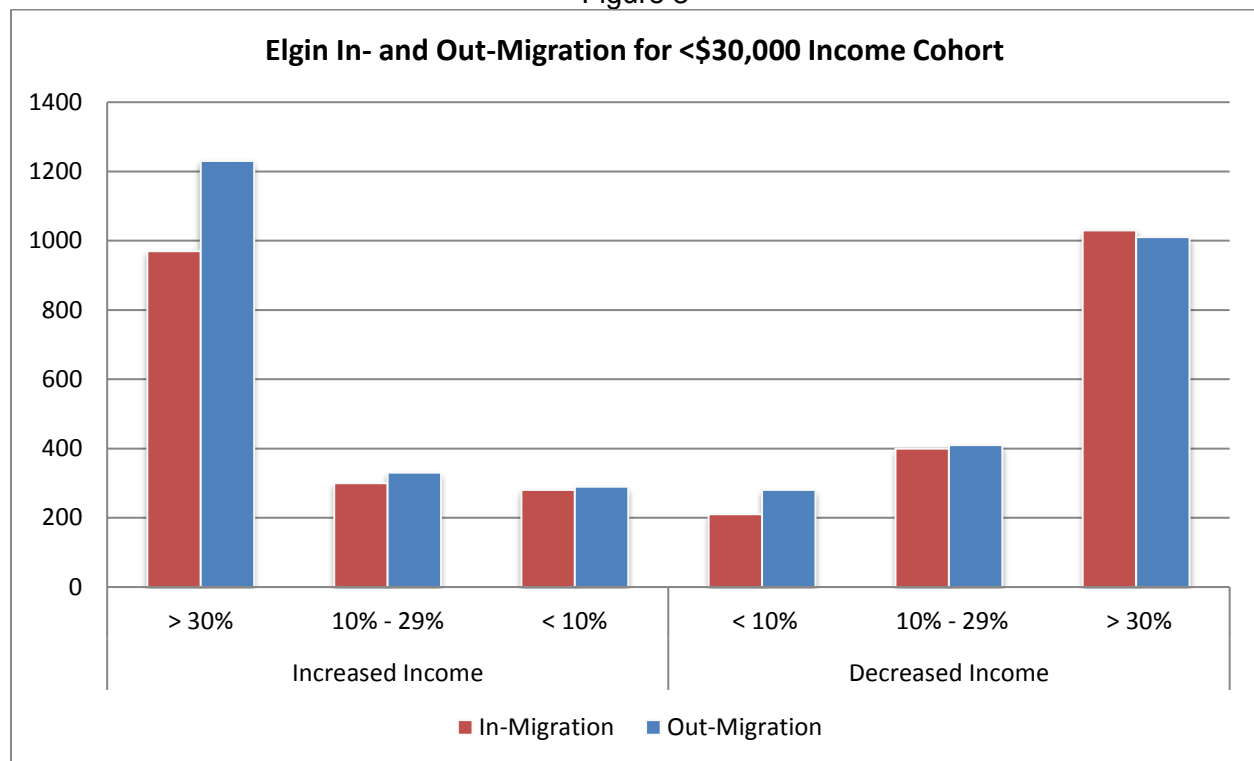
More people moved out of Elgin for a 30 percent increase than moved into Elgin. In contrast, slightly more people moved to Elgin for a 30 percent decrease in pay than moved out of Elgin.

Since a 30 percent (or greater) wage increase on an already low annual income is more likely than a 30 percent increase on a high-paying job, the number of Elgin County residents in the lowest income cohort moving for a significant increase is not surprising.

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

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

Figure 3



Source: Statistics Canada, Community Benchmarks Inc.

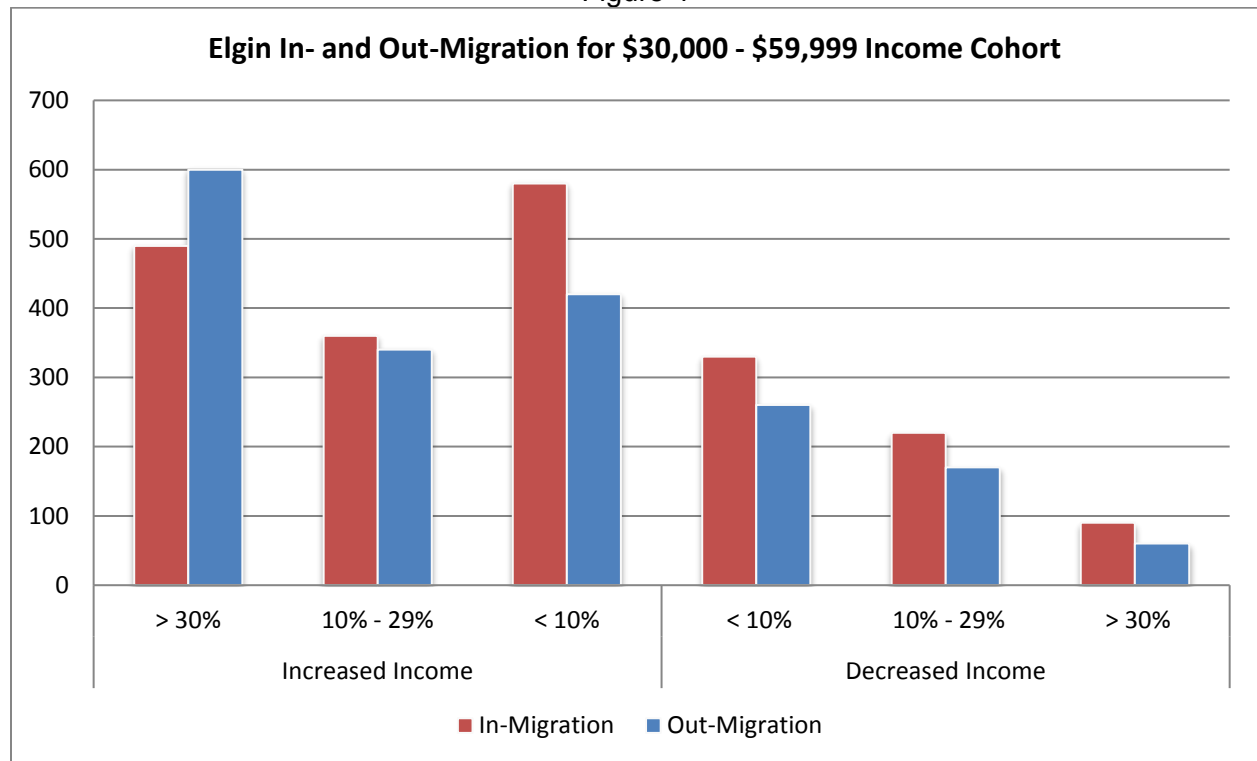
Movers \$30,000 to \$59,999 Income Cohort

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

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

Details are presented in Figure 4.

Figure 4



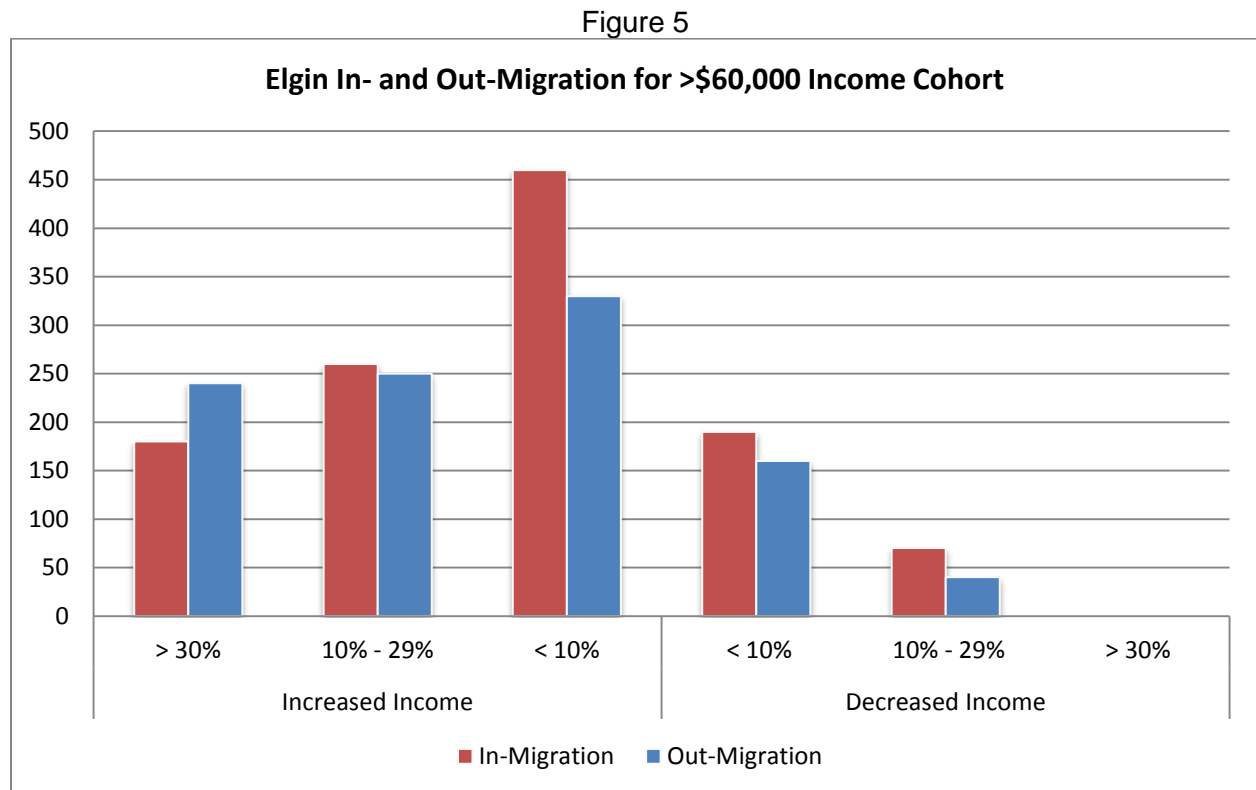
Source: Statistics Canada, Community Benchmarks Inc.

Movers \$60,000 and over Income Cohort

Movers, who receive \$60,000 or more after their move, were most likely to relocate for a 10 percent increase. At this level of increase, Elgin attracts more people than it loses. Elgin also attracts more people than it loses in the less than 10 percent decrease and 10 to 29 percent decrease.

The motivation to move for a 30 percent decrease in pay is lacking within this income cohort.

Details are presented in Figure 5.



Source: Statistics Canada, Community Benchmarks Inc.

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