



# Labour Market Bulletin

## Human Resource Centre of Canada

### Cornwall/Hawkesbury

~ An Analysis of the Cornwall/Hawkesbury Area Labour Market ~ October-December 2004 ~

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*An Overview of the Cornwall and Hawkesbury Areas*

Labour market conditions improved slightly in the 4<sup>th</sup> quarter of 2004, but are still well below the levels of a year ago. Employment was higher than both the 3 year and 5 year averages. However the number of people employed in the 4th quarter fell from October to December.

The goods-producing sector struggled, with employment down in agriculture, construction and manufacturing. Manufacturing, by far the largest industrial sector for the area, was hit hard by the rising dollar and other factors out of local control.

The services-producing sector performed quite well. Employment increases for the quarter and the year were seen in the professional, scientific and technical services, educational services, health care and social assistance and the accommodation and food services sectors. Trade has decreased, continuing a year-long trend.

The Cornwall/Hawkesbury Management Area includes the five Counties of Stormont, Dundas, Glengarry, and Prescott and Russell, as well as the Canadian part of the Akwesasne Reserve. The five Counties contain 11 Townships in addition to the Cities of Cornwall and Clarence-Rockland, the Town of Hawkesbury, and the Village of Casselman. The area covers 5,305 square kilometres.

The area’s total population is 185,968 (2001 Census), up 654 from 1996. While Stormont, Dundas, and Glengarry’s population dropped by 3.1% over the period, Prescott-Russell’s rose by 3.3%.

The Cornwall/Hawkesbury HRCC Labour Market Bulletin is a quarterly report produced by the area Labour Market Information Analyst. This bulletin and other LMI products may also be found on our website. (aussi disponible en français)

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**HIGHLIGHTS**

- ▶ Major layoff at Domtar
- ▶ Gildan closing
- ▶ Unemployment rate 5.1%
- ▶ Construction employment lowest since 2000
- ▶ New Home Depot up and running
- ▶ Supply Chain Management now employs 900
- ▶ Employment insurance claimload down



LABOUR MARKET NEWS

*Highlights on industry activities that have an impact on the local labour market, this information is derived from several sources including local newspapers, newsletters and various publications. Please refer to "Notes to Readers" for additional information.*

## Agriculture

The sector continued to experience difficulty.

Farmers struggled with low prices on crops. Beef prices were not the only problem for farmers. Cash croppers faced severely decreased prices for corn and soybeans. U.S. corn crops were up 15% over 2003, and American soybean yields were up 26%. Prices for corn dropped from \$4.00/bushel in May to \$2.50 while prices for soybeans dropped from \$14/bushel to \$6.00. This at the same time as fuel, insurance, and fertilizer costs increased. The Canadian Agricultural Income Stabilization program, only two years old, is still building its five year averages, so had fairly low payouts because of poor crops in the last couple years.

Area farm equipment dealers were reporting 40% declines in sales, mostly due to the BSE crisis. Farmers were losing money on their cattle so they are not spending. The crisis also hurt the farmers' equity positions when applying for operating loans at local banks. Cattle operations lost value so farmers could not use them for as much equity on a loan as they could previously.

A \$25,000 federal government grant was awarded to the Prescott-Russell Convex Group under a program that trained ten people to work as farm labourers. Issued through the Prescott-Russell Community Development Corporation, the funds were announced in May 2004 and released by the Treasury Board in November.

## Construction

Although Cornwall experienced a good year with high value building permits, employment in the region is down since last quarter and last year. According to the Labour Force Survey employment in construction was the lowest it has been in the 4<sup>th</sup> quarter since 2000.

ASCO Construction of Hawkesbury, won a \$5.7 million contract to expand the local sewage treatment facility. The upgrade will bring the sewage treatment up to Ontario standards legislated post-Walkerton.

Total construction value in Cornwall for the first 10 months of 2004 reached \$40,145,691, far eclipsing the \$17,752,872 in construction value accumulated over the same period last year. A total of 496 building permits were issued by the city up to the end of October, 116 of them going for new family units. The high construction value this year is being driven by

several big ticket projects such as the aquatic centre, the Home Depot development and expansions at local industries Supply Chain Management (SCM) and Canlyte Inc. The figures to date, although healthy, are still short of those in 1998, when the value of building permits issued reached \$56 million.

## Manufacturing

This sector had major negative announcements this quarter including one plant closure and an indefinite layoff of 390 workers at another plant. According to the Labour Force Survey, Manufacturing is at its lowest level of employment since 1999.

Canada's dollar reached a 12-year high of 85.32 U.S. cents Nov. 26, 2004. Crude oil prices on the New York Mercantile Exchange have declined 26 percent from a record of \$55.67 on Oct. 25. Prices remained 24 percent greater than a year ago. Manufacturers' raw materials costs also increased 28 percent in October from a year earlier, according to Statistics Canada figures.

Domtar Fine Papers announced an indefinite layoff of 390 employees and the closing of major parts of the mill, including the pulp mill, a sheeter and one paper machine.

Gildan, a yarn spinning plant, announced it will close its Long Sault facility in March 2005. 170 employees will lose jobs. The production will be transferred to a plant in North Carolina. The United States signed a trade pact with Caribbean countries stating that the yarn in imported garments must have US content. Gildan has most of its production in the Caribbean.

Dorel Industries Inc (parent of Ridgewood Industries) had its best year on record The producer and wholesaler of furniture and children's products continued to wheel out impressive numbers in the third quarter, posting its highest three-month profit \$28.2 million US or 86 cents a share in the period ended Sept. 30. That compared with a profit of \$18.8 million or 58 cents a share a year ago.

Iroquois Water, a bottling plant in Awkwesasne, laid off its 90 employees and closed the doors for 30 days. The general manager stated that they have not gone into receivership. They plan to restructure the business by developing a new business plan with proper financing.



As many as 20 jobs may be lost at Pioneer PCI Chemicals due to an upcoming change in the plant's manufacturing system. Tom Simpson, works manager of the plant, said a processor that makes sodium hypochlorite will be transferred to a sister factory in BeGancour, Que. The decision to transfer the processor was based on cost. As it stands, raw materials are being shipped to Cornwall from Quebec before being manufactured and shipped out once more. The transfer - expected to take place in February - will put the processor a lot closer to the raw materials.

## Trade

According to the Labour Force Survey Trade has been declining throughout the year. It is now below both the 3- and 5- year average employment for this sector.

A new \$1-million commercial plaza rapidly taking shape along Sydney Street in Cornwall is scheduled to open early in the new year. Sydney Street has a traffic flow of 11,000 vehicles using the street each day. Central Plaza has been constructed with massive steel trusses which span its entire width with no columns. Store sizes at the plaza will range from 1,100 square feet to 2,200 square feet. The main anchor will be a home decor business.

The Home Depot threw open its doors in early December, welcoming hundreds of local consumers at its 113th Canadian store, located on Brookdale Avenue, just south of Tollgate Road in Cornwall. The 80,000 sq.-ft. building employs 140 full-time and part-time workers.

South Lancaster became home to a massive new Imperial Esso station that includes 5 gas islands, a 6,500 square foot convenience store, and a McDonald's Restaurant. This should result in approximately 40 new jobs.

The SAAN store in the Hawkesbury mall closed December 31. The 40,000 square foot store found the competition from the new Zellers and Canadian Tire too much. They are the second major tenant of the mall to close. The A&P store closed a few months ago.

LCBO's in the towns of Hawkesbury, Vankleek Hill, Lancaster and Cornwall, all close to the Quebec border, saw business increase dramatically due to the strike at the Societe des Alcools in Quebec. Prior to the holidays long line-ups and extra security were the norm. Stores doubled and tripled their staff to handle the excess business. They also had difficulty maintaining enough stock to meet demand, even with extra deliveries.

A new restaurant will open by February 2005 at the corner of Pitt and Second in Cornwall. The new Athena Greek Grill will occupy a building in the downtown core that has been vacant for four years.

## Transportation and Warehousing

A massive \$20-million expansion at Supply Chain Management (SCM) complex on Boundary Road is

progressing well. By next June, SCM will have 1,360,000 square feet of building space and will be able to serve a total of 94 stores. When SCM established its \$55 million facility here about five years ago, it served 61 stores. The company started with 550 employees and today provides employment to 900 people.

## Educational Services

The Compass/Boussole Career Exploration and Job Fair was held at the civic complex on Oct. 28.

It was an effort to reach out to the unemployed and the under employed and give an opportunity to citizens on what they can do to open doors on retraining, careers, and trades. There was a focus on hands on with all the (62) exhibits. The sponsor was the Eastern Ontario Training Board with financial and other assistance from Human Resources and Skills Development Canada.

## Business services

A reduction of work in the U.S. forced Beautyrock Inc. to lay off 200 workers from its Kingston and Brockville call centres. The company announced it will be consolidating its work in its Cornwall and Belleville offices with the roughly 350 remaining employees. Cornwall is the head office of the 20-year-old company, while the Belleville location performs more specialized work. The latest layoff is in addition to a further 150 job cuts announced by the company in the summer. In a few short months, the company's 700-plus workforce has been cut in half. The cutbacks were a direct result of a reduction of work in the U.S. The U.S.-Canadian dollar exchange rate from 62 cents U.S. to 80 cents in the last 18 months and it has forced the company to raise prices to the point where it's no longer competitive with other U.S. firms. Another factor was the U.S. government's recently-enacted "Do Not Call" legislation which aimed at keeping telemarketers out of American homes. Such legislation proved troublesome for Beautyrock, an outbound call centre, which up until a few months ago conducted 75 per cent of its business in the U.S. Beautyrock provides telemarketing services to book clubs and continuity programs.

StarTek Inc., a publicly traded outsourcing manufacturer in Denver with operations in Cornwall and other Canadian centres, has made the Forbes Magazine list of 200 Best Small Companies based on consistent growth over a five-year period.

## Accommodation and Food Services

Convention business in Cornwall has taken a big leap forward this year after taking a real beating in 2003. According to the latest statistics released by Cornwall and Seaway Valley Tourism conventions and sporting events brought in a whopping \$7,752,850 in economic benefits for Cornwall in 2004. Altogether 37 events were held in the community this



year, bringing in 24,500 participants. In comparison, 33 events were held in 2003. The events in 2003 attracted 11,740 participants and pumped \$4,448,500 in economic benefits. Attendance boomed this year at one of the Seaway Valley's top tourist destinations. As of September 30, a total of 177,198 people had visited Upper Canada Village and adjacent Heritage Park, an increase of roughly 40 per cent from the same time last year. The increase in traffic is partly due to a rise in bus tours. An agreement with Safeway Tours out of Toronto saw as many as nine or 10 buses visiting the site a

day. The deal brought another 20,000 plus customers to UCV this season and the bus company has agreed to do it again next season. Overall, it was a healthy year for all of the commission's sites, which stretch from Glengarry Park in the east to Fort Henry in Kingston. At the end of September, the sites saw a 10 per cent increase in visitors over the same period last year - from 767,755 in 2003-04 to 845,405 in 2004-05.



LABOUR SUPPLY AND DEMAND

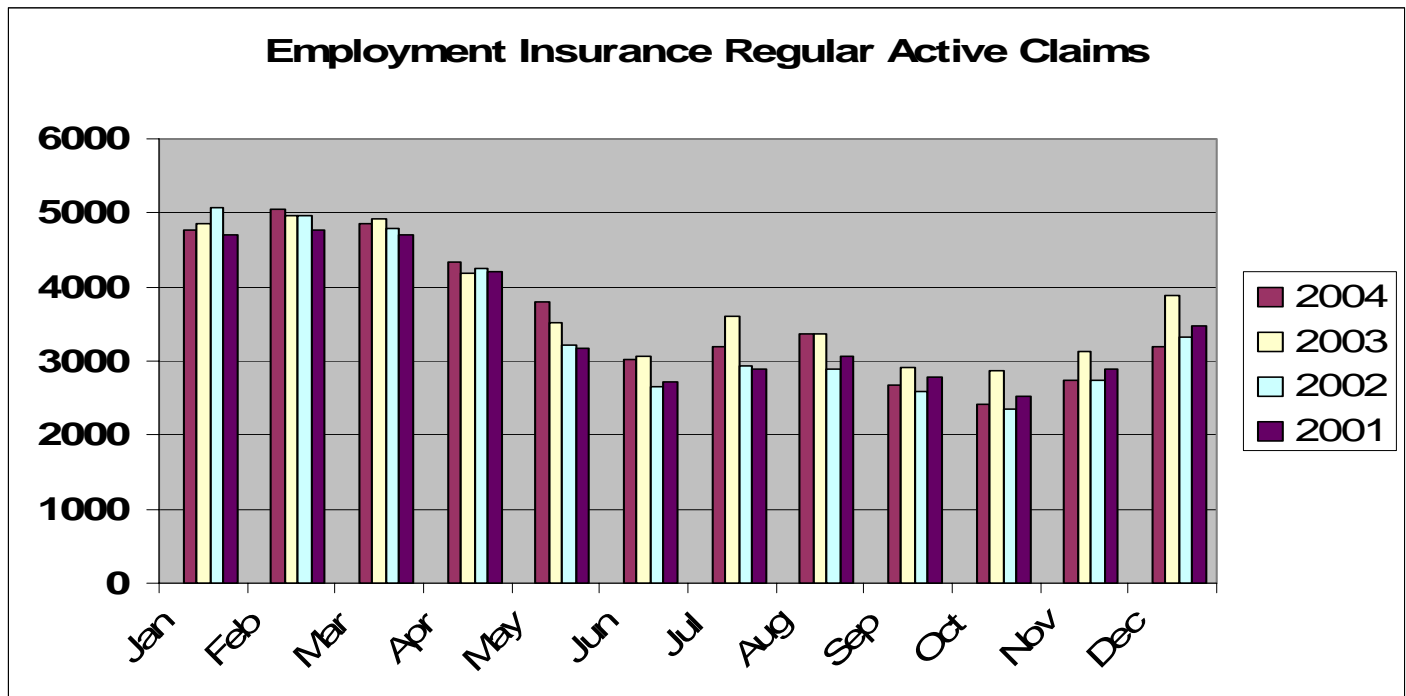
**Employment Insurance Claimload**

Employment insurance claims declined 9.5% from the 3<sup>rd</sup> quarter of 2004 to the 4<sup>th</sup> quarter, which is quite unusual. Normally claims increase into the winter months. There were 15.4% more claims in the 4<sup>th</sup> quarter of 2003 than in 2004.

**Regular Employment Insurance Claimants – Cornwall/Hawkesbury Area**

Area	October - December '04			July-September'04			October - December '03		
	Total	Female	Male	Total	Female	Male	Total	Female	Male
Cornwall	2030	872	1159	2206	1161	1045	2408	929	1479
Hawkesbury	756	338	418	873	506	368	886	401	485
<b>Total</b>	<b>2787</b>	<b>1210</b>	<b>1577</b>	<b>3079</b>	<b>1667</b>	<b>1412</b>	<b>3294</b>	<b>1330</b>	<b>1964</b>

Source: HRCC administrative data C-356



The chart above shows the monthly claim loads from 2001 through to 2004. Seasonality of employment is very evident with January, February, March, and April having the highest numbers of active claims. The high months are close to the 5,000 level while the late spring and summer months hover around the 3,000 mark. The difference between the two levels largely reflects the roughly 2,000 individuals who work in seasonal jobs related to construction and tourism. 2004's 3<sup>rd</sup> quarter was higher than usual. The 4<sup>th</sup> quarter was a little lower than average. The chart shows that the last half of 2003 saw increased levels of claims.



**Advertised Employment Opportunities– Cornwall/Hawkesbury**

**Most advertised occupations:**

Construction Trades Helpers and Labourers	87
Labourers in Processing, Manufacturing and Utilities	74
Labourers in Food, Beverage and Tobacco Processing	53
Customer Service, Information and Related Clerks	41
Retail Salespersons and Sales Clerks	37
Food and Beverage Servers	35
Truck Drivers	29

Advertised employment opportunities fell in the fourth quarter to 980 from 1,775. However the third quarter had one manufacturer recruiting 200 people which tends to skew the totals. Even without that activity there was a 38% drop, which is more than a normal seasonal decline. However the 980 vacancies in the 4<sup>th</sup> quarter of 2004 were 14% higher than the same quarter in 2003. The job bank statistics may be inflated somewhat since some employers advertise the same opening more than once when they have not filled it within two weeks.

Advertised Employment Opportunities– Cornwall/Hawkesbury

Employment Opportunities Occupations (NOC)	October-December '04		July-September '04		October-December '03	
	Job Bank	Newspaper Ads	Job Bank	Newspaper Ads	Job Bank	Newspaper Ads
<b>Total Vacancies</b>	<b>851</b>	<b>129</b>	<b>1206</b>	<b>569</b>	<b>631</b>	<b>227</b>
Management	10	4	13	26	14	13
Business/Administration	127	13	167	62	85	33
Natural & Applied Sciences	44	0	36	10	25	2
Health	17	11	14	17	26	7
Social Science & Education	32	9	33	15	32	6
Culture & Recreation	10	0	24	4	22	2
Sales & Service	216	40	226	99	164	96
Trades & Transport	243	50	303	96	163	38
Primary Industry	13	0	34	4	18	0
Manufacturing & Utilities	149	2	356	236	82	30





## From the Author's Desk

UPDATE ON MINIMUM WAGE INCREASES: Minimum wage levels increased as of January 1, 2005 in New Brunswick (from \$6.20 to \$6.30 per hour) and Prince Edward Island (from \$6.50 to \$6.80 per hour). Ontario's minimum wages increased on February 1, following a schedule of annual increases until 2007. **The general minimum wage in Ontario moves from \$7.15 to \$7.45 per hour in 2005**, with other increases in all categories. In Quebec, the general minimum wage increases from \$7.45 to \$7.60 on May 1, 2005. In Manitoba, December 1 was the deadline for stakeholder input to the Minister on changes to the minimum wage for 2006 and beyond; annual increases are scheduled each April in Manitoba, with the current level of \$7 per hour reached in April 2004.

In the ten years leading up to the 2001 census, the urban population grew by more than three million; during the same period, the number of rural dwellers dwindled by nearly 3,00,000. Fully 80 per cent of Canadians now live in cities and only 20 per cent in the country- an exact reversal of the ratio at the time of Confederation.

In an article in the October edition entitled, "Hot Jobs, Cool Careers", Canadian Business Magazine picked seven growth areas and four not-so-hot ones. Growth areas included:

SECTOR: Wireless networking NEEDED: Network managers and developers;

SECTOR: Government WANTED: Civil servants;

SECTOR: Accounting and finance NEEDED: Internal auditors, business risk managers;

SECTOR: Compliance software WANTED: Developers and consultants;

SECTOR: Health care WANTED: Family doctors, pharmacists, gerontological nurses and health-records professionals;

SECTOR: Trade WANTED: Multilingual managers with global experience;

SECTOR: Transportation WANTED: Truck drivers.

The articles noted these occupations as "having gone cold" investment bankers, personal injury lawyers, civil & structural engineers, and real estate brokers.

According to the 2004 Skills and Attributes Survey Report conducted by the Business Council of British Columbia, the following are the 5 most important attributes that employers seek in job applicants across all occupational categories: 1) Honest/Ethical, 2) Accountable/Responsible, 3) High Performance Standards, 4) Enthusiastic/Positive Attitude, 5) Customer Service Oriented. For management candidates, the same top four attributes were found, with Customer service orientation being replaced by Initiative as the fifth most important attribute. The 5 most important skills across all occupations were: 1) Interpersonal skills, 2) Leadership skills, 3) Teamwork skills, 4) Speaking/Listening skills, 5) Problem solving skills.

LINKS: 2004 Biennial Skills and Attributes Survey Report (11 pages, PDF) at [http://www.bcbc.com/archive/2004\\_Biennial\\_Survey\\_Report.pdf](http://www.bcbc.com/archive/2004_Biennial_Survey_Report.pdf)



**Fourth quarter job growth runs against trends**

Labour market stronger than average

**More work opportunities brings workers back**

Fewer unemployed but also many more job seekers return

**Goods-producing biggest job loser over year**

Manufacturing biggest industry job loser over year

Despite an established trend to have less employment in the fourth quarter, for 2004, an overall expansion in jobs occurred in the area outside of Ottawa. However, like most years, full-time jobs shrank while part-time jobs expanded. The increase in the work available brought more people back into the labour force much more than the increase shrank unemployment.

Despite a strong fourth quarter, employment continued to stay under 150,000 where it's been through 2004. However, the last quarter was the best three-month average for employment for the area in 2004. The 2004 trend of lower unemployment rate has generally derived from less unemployment rather than labour force withdrawal. The increase in the employment rate supports this perspective.

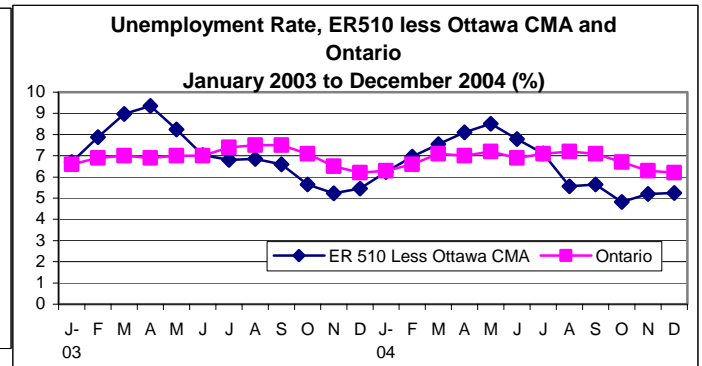
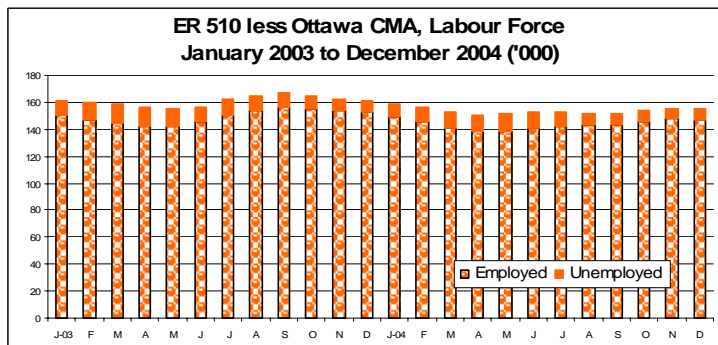
On a year-to-year basis, the current labour market situation is weaker. The labour force is smaller and employment has shrunk for both full-time and part-time. Despite the good 2004 fourth quarter, compared to last year, fewer people are participating in the labour force. One result of this action is that the unemployment and unemployment rate remain relatively low. Even though the labour market was poorer, only a small downward change in the unemployment rate, which remains in the 5 percent range, occurred. The improved fourth quarter job market came from the services-

**Cornwall-Brockville-Smith Falls Area Labour Force Trends**

	October to December 2004	July to September 2004	October to December 2003	Change			
				Quarter/Quarter		Year/Year	
				Absolute	%	Absolute	%
Population 15+	254,400	254,000	252,400	400	0.2	2,000	0.8
Labour force	154,600	152,100	161,300	2,500	1.6	-6,700	-4.2
Employed	146,500	143,500	152,500	3,000	2.1	-6,000	-3.9
Full-time	118,600	119,800	121,200	-1,200	-1.0	-2,600	-2.1
Part-time	28,000	23,700	31,200	4,300	18.1	-3,200	-10.3
Unemployed	8,100	8,600	8,800	-500	-5.8	-700	-8.0
Not in Labour Force	99,800	101,900	91,100	-2,100	-2.1	8,700	9.5
Participation Rate (%)	60.8	59.9	63.9	0.9		-3.1	
Unemployment Rate (%)	5.2	5.7	5.5	-0.4		-0.2	
Employment Rate (%)	57.6	56.5	60.4	1.1		-2.8	

Note: Totals may not add due to rounding.

Source: Statistics Canada, Labour Force Survey





producing sector. Most service industries showed some employment increase. At the same time, all the goods-producing sector industries showed a decrease in their workforces.

On a year-to-year basis, the same trend presents itself. The services-producing industries have a net gain of jobs while the goods-producing industries have a net loss. In this case, however, the goods-producing job losses were large enough to create a significant net loss for employment in total.

Industries with the greatest decline were manufacturing (-5,700) and trade (-4,900)

**Definitions:** *Population 15+* (the working age population) consists of all persons 15 years of age and over residing in Canada with the exception of residents of the territories, persons living on Indian Reserves, inmates of institutions and full-time members of the Canadian Armed forces. The *labour force* is that portion of the working age population who, during the Labour Force Survey reference week, were either employed or unemployed. The portion of the working age population that is neither employed nor unemployed is *not in the labour force*. The *participation rate* is the percentage of the working age population that is in the labour force. The *unemployment rate* is the percentage of the labour force that is unemployed. The *employment rate* is the percentage of the working age population that is employed.

Statistics Canada's Labour Force Survey (LFS) is the major source of data for this Review. As relatively small sample sizes are utilized in compiling sub-provincial estimates for the survey, there is a chance of variation due to sampling error. Therefore, the reader is cautioned that small changes in some time series could be wholly or partially due to these statistical sampling errors, and may not necessarily reflect actual events in the labour force. Data are three-month moving averages.

**The Cornwall-Brockville-Smith Falls area is also known as 'Economic Region 510 less the Ottawa Census Metropolitan Area'.** This area consists of the Census Divisions of: Stormont, Dundas and Glengarry United Counties; Prescott and Russell United Counties; Leeds and Grenville United Counties; and, Lanark County. Due to the economic structure of a large urban centre such as the Ottawa CMA, and its tendency to differ significantly from smaller, more rural, communities included within ER 510, labour force estimates in this report exclude the Ottawa CMA. In this way, any labour market activity occurring in smaller communities in the area can be better monitored without statistical bias or

Cornwall-Brockville-Smith Falls Area Employment by Industry

Industry	October to December 2004	July to September 2004	October to December 2003	Change			
				Quarter/Quarter		Year/Year	
				Absolute	%	Absolute	%
<b>All Industries</b>	<b>146,500</b>	143,500	152,500	3,000	2.1	-6,000	-3.9
<b>Goods-Producing Sector</b>	<b>40,000</b>	45,100	49,300	-5,100	-11.3	-9,300	-18.9
Agriculture	5,600	6,000	6,300	-400	-6.7	-700	-11.1
Forestry, Fishing, Mining, Oil and Gas	...	...	...	...	...	...	...
Utilities	800	1,100	1,500	-300	-27.3	-700	-46.7
Construction	10,700	12,800	14,000	-2,100	-16.4	-3,300	-23.6
Manufacturing	22,100	24,700	27,800	-2,600	-10.5	-5,700	-20.5
<b>Services-Producing Sector</b>	<b>106,700</b>	98,400	103,200	8,300	8.4	3,500	3.4
Trade	18,600	19,500	23,500	-900	-4.6	-4,900	-20.9
Transportation and Warehousing	8,500	8,200	9,900	300	3.7	-1,400	-14.1
Finance, Insurance, Real Estate and Leasing	6,000	5,500	3,900	500	9.1	2,100	53.8
Professional, Scientific and Technical Services	8,500	5,600	6,100	2,900	51.8	2,400	39.3
Business, Building and Other Support Services	2,500	3,300	6,100	-800	-24.2	-3,600	-59.0
Educational Services	11,000	7,000	8,300	4,000	57.1	2,700	32.5
Health Care and Social Assistance	18,300	16,400	16,900	1,900	11.6	1,400	8.3
Information, Culture and Recreation	5,200	7,600	6,000	-2,400	-31.6	-800	-13.3
Accommodation and Food Services	11,200	9,200	8,100	2,000	21.7	3,100	38.3
Other Services	5,400	5,300	5,100	100	1.9	300	5.9
Public Administration	11,600	10,700	9,400	900	8.4	2,200	23.4



**Notes to Readers:**

1. The **Cornwall/Hawkesbury area** is comprised of five Counties of Stormont, Dundas, Glengarry, and Prescott and Russell, as well as the Canadian part of the Akwesasne Reserve..
2. For the purpose of this publication, the **Cornwall/Hawkesbury area** includes all of the above communities as well as Alexandria, Casselman, Morrisburg, Martintown, Lancaster, Chesterville, Winchester, Alfred, L'Orignal, Rockland and Van Kleek Hill..
3. The information contained in the Labour Market News section is gathered using a variety of internal and external sources. The primary sources of information include **Statistics Canada Labour Force Survey Data, the National Labour Market Information System, Statistics Canada 2001 Census, the C356 E.I. Administrative Data, and local newspapers.**
4. **Definitions – Labour Force Survey data**  
**Population 15+** (the working age population) consists of all persons 15 years of age and over residing in Canada with the exception of residents of the Territories, persons living on Indian Reserves, inmates of institutions and full-time members of the Canadian Armed forces. The **Labour Force** consists of people employed or unemployed and searching for work. Those who are neither employed nor unemployed and are not willing or able to supply labour services are considered **Not in the Labour Force**. The **Participation Rate** is the percentage of the working age population (15+) who are seeking work or are employed. The **Unemployment Rate** is the number of people who are unemployed and looking for work as a percentage of the number of people in the Labour Force. The **Employment Rate** is the number of people employed as a percentage of the working age population.
5. **Definitions - HRDC Corporate Data**  
**Employment Insurance claim load:** The number of individuals with an active claim for regular Employment Insurance benefits. Data on Employment Insurance claimants is not an accurate measure of the absolute level of unemployment. The data does not include unemployed individuals who: 1/ have not met the program's eligibility requirements or 2/ have exhausted their benefit entitlement.  
**Employment Opportunities:** Advertised employment opportunities are comprised of vacancies notified to the HRCC offices in our area and newspaper want ads. This data is not a count of all labour market activity; in practical terms, such a count is not feasible. This data is useful to track short and long-term changes in the demand for individual occupations. The total number of opportunities is equal to full-time plus part-time and casual.
6. This review uses data from **Statistics Canada's Labour Force Survey (LFS)**. In any survey there is a chance of variation due to sampling size. **Three-month moving averages** are used for selected labour force characteristics in an attempt to improve the reliability of this data. For further information on the Labour Force Survey, visit Statistics Canada's website at:  
<http://www.statcan.ca/english/concepts/labour/index.htm>
7. For more information on Industrial and Occupational categories used in this review, visit **Statistics Canada's website** at:  
<http://www.statcan.ca/english/concepts/index.htm>

