



Labour Market Bulletin

Human Resource Centre of Canada

Peterborough Area

~ An Analysis of the Peterborough Area Labour Market ~ October To December 2003 ~

Volume 3, Issue 4 Fourth Quarter 2003

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An overview of the Peterborough Area which includes the Peterborough/Haliburton, Cobourg and City of Kawartha Lakes HRCC areas.

Employment levels continued to increase in the last quarter of 2003. The number of people working this quarter reached 195,700, an increase of 6,900 from last quarter and 33,200 from the same time last year. Full-time work increased by 3,700 jobs and part-time by 3,300. There were 2,500 fewer people unemployed (a decrease of 26% quarter over quarter) and 3,500 (3.4%) fewer people not in the labour force. In the final quarter of 2003 the unemployment rate was 3.5%.

HIGHLIGHTS

- Employment expanded for the third consecutive quarter
- Full- and part-time work grew
- Men, women and workers aged 25-44 benefited from employment expansion
- Health Care and Social Assistance led job creation among all industries
- Job-search activity rose for women and workers 25-44
- The unemployment rate set a new record low
- Construction of the DNA cluster facility is expected in Spring 2004
- Ventra Group Inc. plans to expand, adding 100 more employees
- NuComm International opened in Cobourg
- Coca-Cola Bottling Plant in Cobourg scheduled to close February 27,2004
- Less people receiving employment insurance
- Advertised vacancies decline

The Peterborough Area 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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Note: *In preparing this bulletin, HRDC has taken care to provide clients with labour market information from reliable sources that is timely and accurate at the time of publication. Since labour market conditions are dynamic, some of the information presented here may have changed since the bulletin was published. Readers are encouraged to also refer to other sources for additional information on the local economy and labour market. Information contained in this bulletin does not necessarily reflect official policies of HRDC.*



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, Forestry, Fishing and Hunting

Cobourg

The Ganaraska Millennium Conservation Area (GRCA) and Interpretive Centre had their grand opening on October 29, 2003. The centre offers a program in which individuals learn conservation techniques on their own properties. The centre is built on 10 acres that surround the GRCA's main office at County Road 28 in the Municipality of Port Hope.

Construction

Peterborough

City council approved several land rezoning applications in the city.

- Clonsilla Avenue - 89-unit townhouses will be built.
- Marsdale Drive - 37 houses on 5 acres.
- A 32 lot subdivision south of Marsdale Drive and east of Glenmead Road received final approval.
- Two hundred and forty-six north-end single detached homes to extend the Heritage Park subdivision.
- Phase 1 of 62 two-storey condos allows 24-unit condos to be built at the corner of Parkhill Road and Ravenwood Drive.

A new 38,000 square foot school will be built on the former location of Grove Elementary School at 550 Erskine Avenue. The project will cost \$5 million and construction will be completed by September 2004.

Construction began on the new Tim Horton's on Hunter Street East and on the A&W restaurant on Lansdowne Street West in Peterborough, as well as a new video store and an M & M Meat Shop that will be opening on Queens Street in Lakefield.

Construction began on the \$14 million Wellness Centre on the campus of Fleming College. It will be a city-owned building which will have three gymnasiums, two pools and an indoor running track. The centre is expected to open in 2005. It is funded by the city (\$3.7 million); Fleming (\$4.7 million through fundraising and student fees); the province (\$2.7 million through the Superbuild program) and the federal government (\$2.8 million).

Calvary Pentecostal Church is sponsoring a new 22 acre condominium development, Westview Village, which is

located next to the former Johnson & Johnson building on Lansdowne Street.

Construction is expected to begin in the spring of 2004 on the DNA cluster facility on a proposed site on the east bank of Trent University. Funding has come from both the federal and provincial governments and private businesses. It is estimated that the proposed structure could cost between \$18 and \$20 million.

A federal grant of \$1 million was approved by Peterborough city council towards converting Central School on Murray Street into 50 low-rent apartments and the Precious Blood Convent on Maryland Avenue into 20 low-rent apartments. The apartments will be for young single people.

The Holiday Inn will undergo \$2 million in renovations over the next three years. The renovations will include a new laundry facility, exterior façade work, a new VIP area and room upgrades.

Construction has begun on a new 17,000 square foot building at the corner of Brealey Drive and Lansdowne Street and is scheduled to be completed in April 2004. EQ3 furniture store will occupy one half the space and the Investors Group, with its 40 employees, will relocate from 311 George to occupy the other half.

Liftlock Golfland on Ashburnham Drive was purchased by Peterborough based Leighmac Ltd from Toronto-area company Propco Holdings. Renovations that have taken place since the purchase include a new roof and a repaired and paved parking lot.

Haliburton

The Dorset Public School will undergo renovations into a senior apartment complex near the end of 2004. The new complex is expected to open by mid 2005.

Cobourg

The Roselawn Banquet and Conference Centre, a new 6,500 - 7,000 square foot conference centre, will be located on the second floor of #83-87 King Street West. It is expected to open in spring 2004.

Construction began along Coverdale Avenue from King Street to Coverdale Park for the installation of storm sewers, curb, gutter and sidewalks. In Port Hope, construction began on the new Port Hope water treatment plant. The plant will cost \$18 million to build and is expected to be completed in November 2004.



Manufacturing

Peterborough

Ventra Group Inc. plans to expand their plant to 420,000 square feet and hire up to 100 additional employees. The company recently received a three-year contract with the U.S. based Daimler-Chrysler to make bumpers.

Discovery Dream Homes, a new 10,000 square foot manufacturing facility has opened at the corner of Highway 7 East and Highway 134. A model home complete with landscaping will also be constructed in spring 2004.

Siemens Milltronics has a new \$10 million U.S. contract to produce circuit boards for sister U.S. plants, creating greater job security for their employees.

Cobourg

National Manufacturing of Canada Inc. has moved its administrative activities for Canada to the Ontario Street, Cobourg location. The facility, which packages and distributes hardware and fasteners for Canada, Mexico and the U.S., will hire six new employees.

Cobourg's Coca-Cola Bottling Plant's 50 warehouse and delivery employees have reached a settlement offer. The labour dispute began November 3, 2003. The contract includes a wage increase of 60 cents per hour and an increase in the value of severance packages. The company announced on December 29, 2003 that the facility will close on February 27, 2004. The Cobourg plant, which is responsible for sales and distribution, will have those services re-located to other facilities and 10 to 20 employees may be offered transfers to those facilities.

City of Kawartha Lakes

Cardinal Signs on St. David Street in Lindsay have expanded to 4,800 square feet of space. The business employs six people.

Retail And Wholesale Trade

Peterborough

Openings:

- Young's Point Outfitter's - Young's Point General Store. It offers sales, services and rentals of canoe/kayak paddles, life jackets, bait and tackles, and various canoe equipment.
- Speak Volumes Books and Stationary – 446 George Street North.
- Queen's Crowns Antiques - 201 George Street - re-opened after being closed for more than a year due to the flood of June 2002.

- Thus Lingerie By C.C. - lower level of Peterborough Square mall.
- St. Anthony's Books & Gifts - 193 Simcoe Street.
- The Canadian Canoe Museum - 910 Monaghan Road - has re-opened their gift store.
- Island Ink Jet - Lansdowne Place mall - repairs ink jet cartridges.

The former Scotiabank building on George Street has been sold and will be renovated into a 10,000 square foot retail space. A new high-end cigar and smoking related gift shop will be opening next door.

Bennett's Home Furnishing on Clonsilla Avenue in Peterborough has expanded its showroom by 4,000 square feet.

Cobourg

- Staples - 1025 Elgin Street West.
- Primitive Designs - 2762 County Road 28, Port Hope. The 3,000 square feet warehouse features exotic antiques and crafts from around the world.
- Anota House of Fine Flowers and Curious Goods - Elgin Street. The store features a flower shop, gifts and gourmet baskets.
- Mono-Ya - Northumberland Mall - featuring Oriental chinaware and giftware.
- Alpaca Tales Canada - 70 King Street West - featuring alpaca coats, sweaters, scarves.

Weetabix of Canada Ltd., located on D'Arcy Street, was purchased by Premier Foods from Texas. The new ownership is expected to bring an expansion to the Cobourg location which, is the Weetabix manufacturing centre for Canada.

Transportation and Warehousing

Cobourg

Openings:

Ace Delivery opened in the Port Hope and Cobourg area delivering alcohol products.

Information And Cultural Industries

Peterborough

Closures:

- Mime Radio recording studio closed on Charlotte Street.



Finance, Insurance, Real Estate and Rental and Leasing

According to Canada Mortgage and Housing Corporation the Peterborough Census Agglomeration (CA) demand for new homes in 2003 was the highest since 1991. There were 199 housing starts between October and December 2003. Housing starts increased 57% from 127 starts during the same period last year. Single detached starts increased 60% to 177 units and multiples rose 38% to 22 units.

Professional, Scientific and Technical Services

City of Kawartha Lakes

Openings:

- Morris Veterinary Hospital opened on October 1, 2003 at 17 Russell Street West in Lindsay.

Administrative and Support, Waste Management and Remediation Services

Peterborough

Openings:

- Squeaky Clean Cleaning Services – Peterborough.
- Entrepreneur's Repair Centre – Peterborough is geared towards small businesses and the development of business plans and business performance evaluations.
- Verbatim Strategic Communications – offers lobbying and public affairs planning, newsletters, press releases, speeches, and website copy.

Cobourg

NuComm International, a call centre opened November 3, 2003 on D'arcy Street in Cobourg. The company hired 220 employees, offering a starting wage of \$10.00 per hour. The call centre operators contact cable company customers in California and the Western United States about cable package options under programming changes. Other operators provide technical support to incoming calls from people experiencing high-speed Internet/cable service difficulties.

Openings:

Linda's Cleaning Service has opened offering home and office cleaning to the Cobourg and Port Hope area.

Educational Services

Peterborough

The Kawartha Pine Ridge District School Board hired more public secondary school teachers for the second semester as a result of the Ministry of Education's requirement to have one teacher per 22 students.

Trent University added three new researchers to their staff under \$512,500 in Canada Research Chair funding. The three new researchers were hired to work in the anthropology department for archaeological studies, the native studies department for aboriginal arts and literature research, and the cultural studies department. Each researcher will receive \$100,000.

A contract settlement was reached on October 27, 2003 between 101 Trent University cafeteria workers and Aramark Canada Ltd. The contract ends a two week labour dispute. The employees received \$1.65 hourly wage increase over a three year period and half of the parking expenses paid.

Ontario colleges support staff reached a contract agreement. Fleming College has 204 support staff employees. The contract includes a 3% retroactive wage increase to September 1, 2003 and a 3% increase on September 1, 2004, and a final .5% increase on April 1, 2005.

Local public school elementary supply teachers reached a new two year agreement with the Kawartha Pine Ridge District School Board on December 18, 2003. The pay raise will be in three steps bringing elementary supply teachers pay to \$165.00 per day by April 1, 2004.

Norwood District High School will need to enroll 150 more students by 2008 in order to stay open. The school has the lowest enrolment in the school board with 480 students. It is projected to drop to only 320 students by 2008. By 2005 the school expects to lose seven teachers along with educational assistants, guidance, library and custodial staff.

City of Kawartha Lakes

The Trillium Lakelands District School Board reached a new contract with the Ontario Secondary School Teachers' Federation that will remain in effect until August 2004.

Health Care and Social Assistance

Peterborough

Fourteen doctors at the Peterborough Clinic signed an agreement which took effect October 1, 2003 indicating that they will stay in their practices at least for the short term. These doctors voted to become a family health group and received a 10% raise. The Peterborough Clinic qualified for the designation because it operates a week-long day clinic that is open in the evening.

Thirty-six staff positions will be eliminated when Marycrest Home for the Aged and Anson House merge at St. Joseph's at Fleming on Brealey Drive in March 2004.

The Peterborough County Medical Society's report on a proposed remedy to the shortage of doctors received the support of the Peterborough County-City Health Unit Board. The plan proposes that doctors would take home more than twice their salary that they currently earn in exchange for



taking on more new patients. The plan would see family doctors earn what hospitalists earn. Currently, a family physician earns about \$52.00 per hour while a hospitalist earns \$150.00 per hour. The local plan will now have doctors, health unit officials, hospital officials and other health care professionals draw up a business plan highlighting the cost-savings of the plan.

A dermatologist in the Peterborough Clinic closed his office on November 1, 2003. Three physicians also closed their practices in Peterborough this quarter to work as hospitalists at the Peterborough Regional Health Centre, while in Lakefield a doctor's clinic has opened at 14 Queen Street. The clinic is staffed by two doctors offering services five days a week.

Haliburton

Kinmount family doctor, Dr. Elena Mihi was the subject of a National Film Board film, "A Country Doctor". The film was viewed at the Family Medicine Forum 2003 in Calgary from October 23-25, 2003. The goal was to educate and promote rural family medicine to family medicine residents.

Cobourg

A nuclear medicine physician, a family physician, an ophthalmologist and a midwife, will practice at the Northumberland Hills Hospital in the area. Two new out-patient clinics opened in November 2003 at the Northumberland Hills Hospital in Cobourg. A Chronic Obstructive Pulmonary Disease and Asthma Clinic and Cardiovascular Risk Assessment Clinic are located in the hospital's Ambulatory Care Unit.

Northumberland MP Paul Macklin announced a \$1 million Northumberland Medical Scholarship Fund which should result in 12 new physicians and 24 other medical professionals working in Northumberland - Quinte West over the course of its 16 year mandate. The recipients would each get \$60,000 in scholarship to study medicine and up to \$30,000 for other areas of medicine studies. In return, they would agree to practice medicine in the community for the same number of years that they were supported in their post-secondary education.

Sound Hearing Solutions, a hearing care centre, opened at 17 John Street in Port Hope.

City of Kawartha Lakes

Although Ross Memorial Hospital announced that a new general surgeon has joined the hospital's staff, three family physicians will close their practice in the spring of 2004.

Extra staff was hired by the Kawartha Child Care Services at 320 Mary Street West in Lindsay when they extended their operating hours to a 24 hour, 7 day a week child care service on January 5, 2004. The centre extended their hours to accommodate parents who work shift work and weekends.

Arts, Entertainment and Recreation

Peterborough

Openings:

- Choices, a new fitness centre for women opened at 4306A Highway #7 in Norwood on December 1, 2003.

Closures:

The Canadian Canoe Museum closed on October 15, 2003 until the museum can restructure its finances due to lack of funding and poor attendance. Five employees were temporarily laid off. The proposed outdoor learning centre construction was also put on hold. The city of Peterborough will provide up to \$50,000 to the Canadian Canoe Museum to help with insurance costs and to hire a consultant to develop a business plan.

City of Kawartha Lakes

Openings:

Paddle Creek Adventures in Lindsay opened, offering day and evening kayak trips.

Accommodation and Food Services

Peterborough

Openings:

- Golden Pathways Retreat and Bed and Breakfast - 3075 Wallace Point Road.
- McDonald's restaurant – Queen Street, Lakefield.
- Panda Palace - 667 Reid Street is a new Chinese restaurant.
- Bigga Joe's Restaurant – 4294 7 Hwy, Norwood.
- The Original Greek restaurant – 724 Water Street.
- Mr. Sub - 351 George Street will open in spring 2004.

A new 5,000 square foot Chinese Restaurant will be located on the corner of George and Brock Streets, offering a lunch and dinner buffet. The restaurant will take up two-thirds of the building and the remaining third will be for a retail opportunity.

Cobourg

Openings:

- Coach's Eatery - 73 King Street West - is a restaurant featuring Canadian and Mexican cuisine.



Expansions:

- Dreamers Café and Eatery in Port Hope will expand, doubling its size.

Arby's Restaurant in Port Hope was destroyed by a fire on December 26, 2003. The building will be re-built and employees will retain their jobs.

City of Kawartha Lakes

The Grand Hotel employees have settled on a labour contract that will last until August 31, 2004. The new agreement includes a wage freeze and medical/dental benefits.

Other Services (Except Public Administration)

Peterborough

There was a permanent layoff of 15 staff at Needle Bobbin the end of November 2003.

Openings:

- P.C. Professor – 133 Lake Street - is a 24/7 mobile computer networking and support service.
- Workout Warehouse is a new business offering nutritional, cardio and weight-lifting counselling on an individual basis.

Cobourg

Openings:

- La Salon, a hair salon -273 George Street.
- Pat's Dog Salon - 130 Ball's Lane - is a dog grooming business.
- Hair on Wheels opened servicing Port Hope and Cobourg. The mobile service offers home hair care to seniors and others who find it difficult to get to a salon.

City of Kawartha Lakes

The Kawartha Lakes Community Futures Development Corporation received \$429,045 from the federal government towards the Self-Employment Program. The program helps individuals achieve financial self-sufficiency through self-employment and create jobs for themselves and others through the development of their own businesses. The program hopes to assist 60 individuals over the next 3 years.

Public Administration

Peterborough

Minimum Wage increased in Ontario in February 2004 to \$7.15 per hour. Students under 18 and working less than 28 hours/week will receive \$6.70 per hour and liquor servers will receive \$6.20 per hour.

Peterborough received a provincial grant of \$38,000 towards homelessness programs from the Provincial Homelessness Initiative Funding Allocation (PHIF). The city will put \$24,600 towards the city's family shelter and \$13,400 towards helping individuals who are not eligible for welfare.

The city will hire an employee to oversee plans to make Peterborough more accessible to persons with disabilities. They have also hired a new assistant city-solicitor, a position that had not been staffed in 10 years.

Skills Canada opened at 159 King Street. The centre is a non-profit organization that promotes trades to youth through technological skills competitions.

Tourism

Haliburton

The Ontario Federation of Snowmobile Clubs (OFSC) and the Ontario Tourism Marketing Partnership Corporation (OTMPC) signed a partnership agreement which has launched the "2003-04 Snowmobile Paradise Ontario" winter tourism marketing campaign. The campaign brings together media, tourism, and snowmobile industry partners to market Ontario snowmobiling to U.S. Border States, Ontario, Manitoba and Quebec.

Cobourg

Northumberland Tourism along with county tourism partners will promote sport fishing in February 2004 at the Ohio and Michigan sport and travel and outdoor shows.

Northumberland Tourism will continue to promote the area throughout 2004 at a variety of shows in Toronto such as the Toronto Wine Show and St. Lawrence Craft Beer and Barbecue Show.

The Northumberland area is marketing itself as a four season destination with advertisements in magazines such as Experience Our Northumberland. The magazine was distributed in the *Toronto Star* the weekend of September 13th, 2003. Also, a two-day bus tour familiarization junket took place the week of September 22, 2003.

For more labour market news, visit our website at: www.on.hrdc-drhc.gc.ca this link needs to be updated



LABOUR FORCE TRENDS

The area posted its third consecutive quarter of employment growth (6,900 or 3.7%), creating a remarkable 42,200 jobs since April 2003. However, a slowing in the rate of this quarter’s employment increase indicated labour market activity began to moderate from its feverish pace.

During the Fourth Quarter 2003, expansions in both full- and part-time work contributed to employment growth. Men, women, and workers aged 25-44 benefited, finding work in Health Care and Social Assistance, Educational Services, Construction, and Manufacturing. Strong job creation increased job-search activity, particularly among women and workers aged 25-44. The area’s participation rate—a measure of labour market attachment—rose by 1.2 percentage points over the quarter to 67.4%.

Unemployment declined by 2,500 to 7,100, bringing the unemployment rate down to 3.5%. This rate surpassed its historical low of 4.1% set during the Fourth Quarter of 2000. By comparison, youth unemployment remained high at 9.2%, down from 11.6% a quarter ago. Fewer youths looked for work, causing the rate to fall.

Relative to Fourth Quarter 2002, employment advanced markedly, by 33,200. Growth in full-time jobs represented 78% of the gain. Unemployment and the unemployment rate were also down significantly year-over-year.

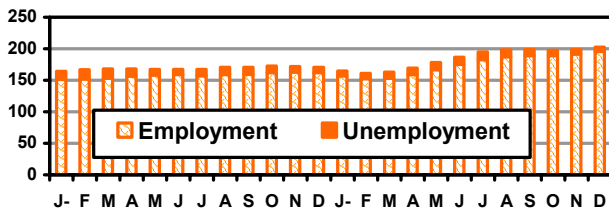
Kawartha -Muskoka (ER 520) Economic Region Labour Force Trends

	Oct - Dec 2003	Jul - Sep 2003	Oct - Dec 2002	Change			
				Quarter/Quarter		Year/Year	
				Absolute	%	Absolute	%
Population 15+	300,800	299,900	298,100	900	0.3	2,700	0.9
Labour Force	202,800	198,400	170,800	4,400	2.2	32,000	18.7
Employed	195,700	188,800	162,500	6,900	3.7	33,200	20.4
Full-time	154,100	150,400	128,300	3,700	2.5	25,800	20.1
Part-time	41,600	38,300	34,200	3,300	8.6	7,400	21.6
Unemployed	7,100	9,600	8,200	-2,500	-26.0	-1,100	-13.4
Not in Labour Force	98,000	101,500	127,300	-3,500	-3.4	-29,300	-23.0
Participation Rate	67.4%	66.2 %	57.3%	1.2		10.1	
Unemployment Rate	3.5%	4.8%	4.8%	-1.3		-1.3	
Employment Rate	65.1%	63.0%	54.5%	2.1		10.6	

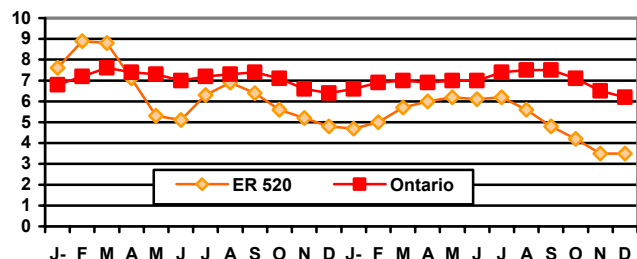
Note: Totals may not add due to rounding.

Source: Statistics Canada, Labour Force Survey

ER 520, Labour Force
January 2002 to December 2003 ('000)



Unemployment Rate, ER520 and Ontario
January 2002 to December 2003 (%)



Employment by Industry

Industry-wide, the Goods-Producing Sector generated a combined 7,000 jobs during the quarter, with Construction (2,700) and Manufacturing (2,400) accounting for three-quarters of the increase. Growth came from strong home and commercial building activity, and transportation equipment fabrication.

While employment in the Services-Producing Sector changed little overall during the Fourth Quarter, its Health Care and Social Assistance industrial component recorded significant gains (7,600). An expansion in community, youth, and elderly social services prompted the rise. Other industries recording job increases during the period were Educational Services (3,000) and Professional, Scientific and Technical Services (1,200). Hirings at area school boards, coupled with rising demands for legal, engineering, and design services, were major contributors—the latter tied mainly to the strong activity in Manufacturing. On the downside, Trade employment slumped by 5,400, as wholesale and retail sales jobs contracted. Public Administration sustained a job loss of 1,900, stemming from staff reductions in provincial and municipal governments. Accommodation and Food Services employment fell by 1,300 in response to the winding down of the traditional tourist season, while job declines in community-based religious, civic, and social organizations accounted for the loss in Other Services (-1,200).

While both Goods- (11,900) and Services-Producing (21,300) Sectors cited healthy job gains year-over-year, the latter accounted for two-thirds of the job growth, dominated by the Health Care, Education, and Trade industries.

Kawartha - Muskoka (ER 520) Employment by Industry

Industry Group	Oct - Dec 2003	Jul - Sept 2003	Oct - Dec 2002	Change			
				Quarter/Quarter		Year/Year	
				Absolute	%	Absolute	%
All Industries	195,700	188,800	162,500	6,900	3.7	33,200	20.4
Goods-Producing Sector	60,700	53,700	48,800	7,000	13.0	11,900	24.4
Agriculture	3,800	4,500	5,600	-700	-15.6	-1,800	-32.1
Forestry, Fishing, Mining, Oil & Gas
Utilities	4,000	...	2,300	1,700	73.9
Construction	21,000	18,300	14,400	2,700	14.8	6,600	45.8
Manufacturing	30,900	28,500	26,600	2,400	8.4	4,300	16.2
Services-Producing Sector	135,000	135,100	113,700	-100	-0.1	21,300	18.7
Trade	28,100	33,500	23,100	-5,400	-16.1	5,000	21.6
Transportation & Warehousing	7,400	6,700	7,200	700	10.4	200	2.8
Finance, Insurance, Real Estate & Leasing	7,400	8,400	5,900	-1,000	-11.9	1,500	25.4
Professional, Scientific & Technical Services	7,900	6,700	4,800	1,200	17.9	3,100	64.6
Management, Administrative & Other Support	6,000	7,300	3,500	-1,300	-17.8	2,500	71.4
Educational Services	14,000	11,000	9,000	3,000	27.3	5,000	55.6
Health Care & Social Assistance	27,900	20,300	19,300	7,600	37.4	8,600	44.6
Information, Culture & Recreation	10,000	10,600	8,200	-600	-5.7	1,800	22.0
Accommodation & Food Services	11,100	12,400	11,400	-1,300	-10.5	-300	-2.6
Other Services	9,500	10,700	11,400	-1,200	-11.2	-1,900	-16.7
Public Administration	5,700	7,600	10,000	-1,900	-25.0	-4,300	-43.0

Note: "..." indicates that data are too small to be expressed and are not appropriate for release. Totals may not add due to rounding.

Source: Statistics Canada. Labour Force Survey

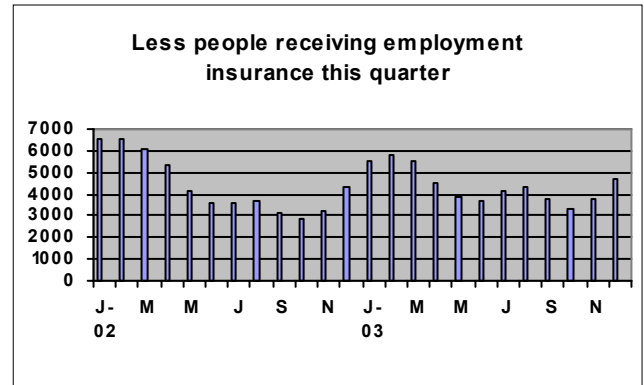


LABOUR SUPPLY AND DEMAND

Employment Insurance Claimload

There was a slight decrease in the average number of employment insurance (EI) recipients in the Peterborough area compared to the last quarter. There were 3,938 EI claims this quarter - a decrease of 3% compared to last quarter and an increase of 12% compared to the same time last year.

The proportion of males on EI benefits this quarter rose to 56% from 45% last quarter and the proportion of females decreased to 44% from 55%. There was no change in the proportion of males and females on EI benefits this quarter compared to the same time last year.



The occupations with the highest number of claims were other labourers in processing, manufacturing and utilities, (326), construction trades helpers and labourers (192), retail salespersons and sales clerks (129), and truck drivers (117).

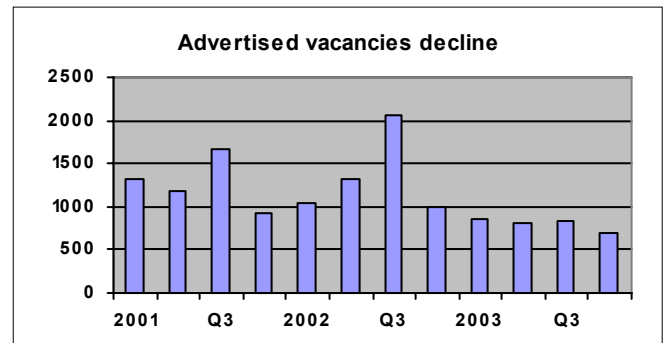
Regular Employment Insurance Claimants - Peterborough Area

Area	October - December '03			July - September '03			October - December '02		
	Total	Female	Male	Total	Female	Male	Total	Female	Male
Peterborough/Haliburton Area	2308	985	1323	2564	1328	1236	2534	1066	1468
Cobourg Area	774	361	413	720	438	280	457	234	223
City of Kawartha Lakes Area	856	394	462	781	478	303	509	257	252
Total Peterborough Area	3938	1740	2198	4065	2245	1819	3500	1557	1943

Source: HRCC administrative data C-356

Employment Opportunities

The number of advertised job opportunities declined this quarter by 17% compared to last quarter. There were 699 advertised jobs listed between October and December. The occupational groups with the highest number of vacancies were the sales and service (209), business administration (168) and trades and transportation (112). These three groups made up 70% of all vacancies in the area.



Caution: Complete HRDC job vacancy statistics are not available at the time of this document's publication due to a transition to a new order taking system. Consequently, only vacancies published in the local newspapers have been included in this month's analysis of employment opportunities. As well, data prior to October 2002 included vacancies advertised daily. Beginning October 2002 the data includes vacancies advertised on Wednesdays and Saturdays of each week. For this reason, the data should be used with extreme caution. If this data is included in a timeseries of employment opportunity statistics, HRDC vacancy activity must be removed from the historical data in order to ensure a consistent data set is being used.



Employment Opportunities - Peterborough Area

Occupations (NOC)	October- December'03	July- September '03	October- December'02
Total Vacancies	699	844	1003
Management	30	47	58
Business/Administration	168	162	170
Natural & Applied Sciences	17	30	28
Health	56	67	68
Social Science & Education	53	44	83
Culture & Recreation	22	25	27
Sales & Service	209	299	311
Trades & Transport	112	152	207
Primary Industry	7	5	10
Manufacturing & Utilities	25	13	41

Source: HRCC vacancies and local newspaper ads

FROM THE AUTHOR'S DESK

Nu Comm International is a new call centre which came to Cobourg in November 2003. The new call centre held a job fair September 24-26, 2003 and was expected to hire 300 employees by the end of the year. A total of 1, 250 individuals expressed an interest in becoming employees with the company.

Staples in Cobourg had a job fair September 30 to October 2, 2003 at their new location at 1025 Elgin Street West. Full and part-time sales associates, cashiers, shippers/receives, and temporary set-up crews were being sought.

Lansdowne Place held a seasonal job fair on Saturday, October 4, 2003 for mall employers who were looking for extra staff for the winter holiday season.

Caressant Care in Lindsay held a job fair on October 16, 2003 at the Victoria County Career Services in the Whitney Town Centre at 370 Kent Street in Lindsay. They were hiring registered staff, PSW's, Health Care Aides, Dietary Aides, Laundry and Housekeeping staff.

Transport Training Centres of Canada Inc held a Trucking Career Fair for AZ drivers on November 13, 2003 in Peterborough. The Fair was held at the Best Western Otonabee Inn, 84 Lansdowne Street East from 6:00-10:00 p.m.

Tim Horton's held a Job Fair for full and part-time positions in Peterborough at The Comfort Inn & Suites at 1209 Lansdowne Street West.



Notes to Readers:

1. The **Economic Region 520: Kawartha Muskoka** is comprised of the counties of Muskoka-Kawarthas: Census Divisions 14, Northumberland County, 15 Peterborough County, 16 Victoria County, 44 Muskoka District Municipality and 46 Haliburton County..
2. For the purpose of this publication, the **Peterborough Area** includes all of the above communities as well as the areas serviced by the Peterborough/Haliburton Human Resource Centre (HRCC), the Cobourg HRCC and the City of Kawartha Lakes HRCC.
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 **Peterborough Examiner, Lindsay Daily Post, Cobourg Daily Star and Haliburton Echo and Minden Times.**
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 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>

