

Oxford County Labour Market Overview

Literacy Service Providers Discussion

By Debra Moutenay

2014

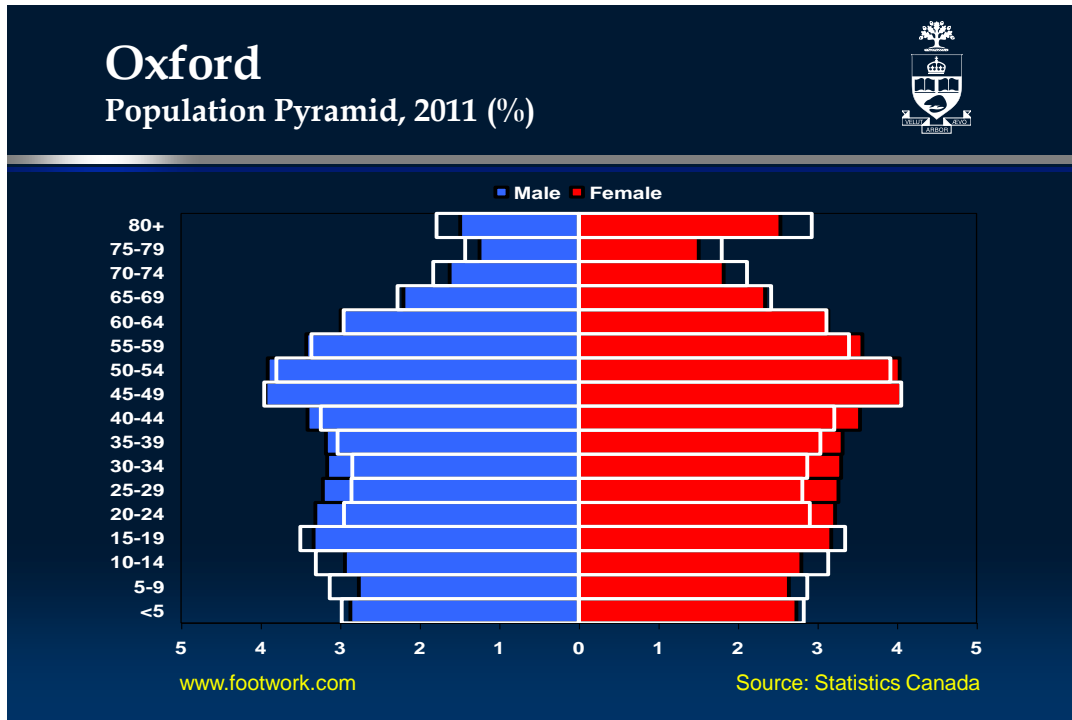
This Employment Ontario project is funded by the Ontario government.

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Oxford Demographics

used for discussion purposes only courtesy of Dr. David Foot



Comparison of the demographics of Oxford County (white lines) against the demographics of the Province of Ontario (coloured bars) . This information is important to know for the design of programs and services. Comparing your client age demographics to your area's general demographics will give you information you need to make program decisions.

Things to consider:

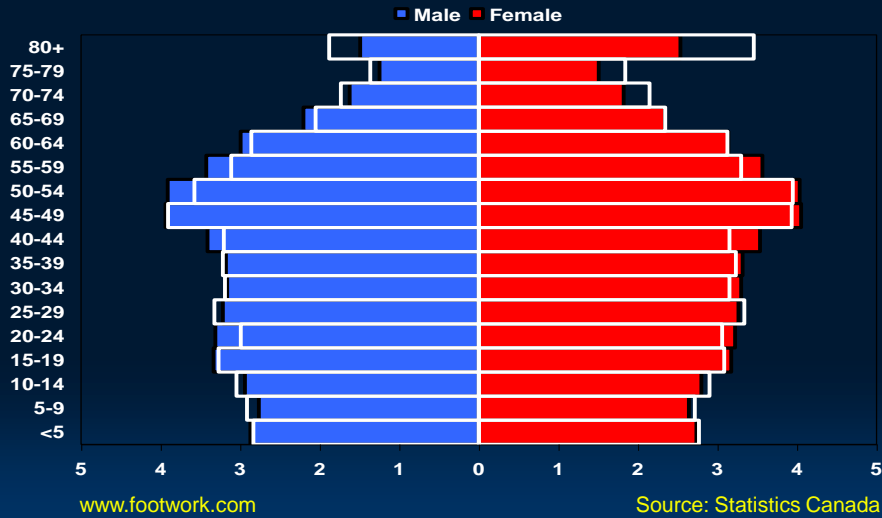
How does your clientele compare to what the demographics say? Are you seeing more clients in the 45+ ages? What are their goals? Do your materials reflect their needs?

If there are more people in Oxford in the 10-19 year ranges in 2011, they are now 13-22, will your programs, materials, teaching style be ready to adapt when they move into your client age group?

Let's break the county down and see what information that gives to programs based on geography!

Woodstock

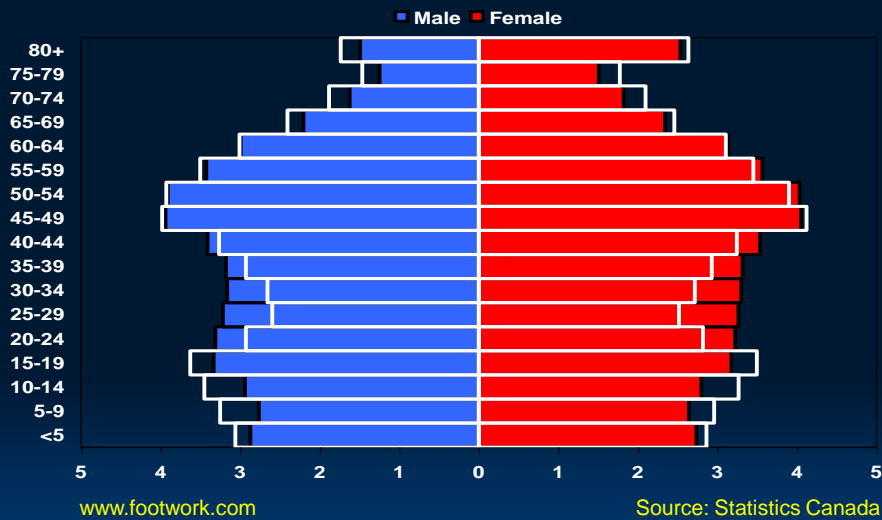
Population Pyramid, 2011 (%)



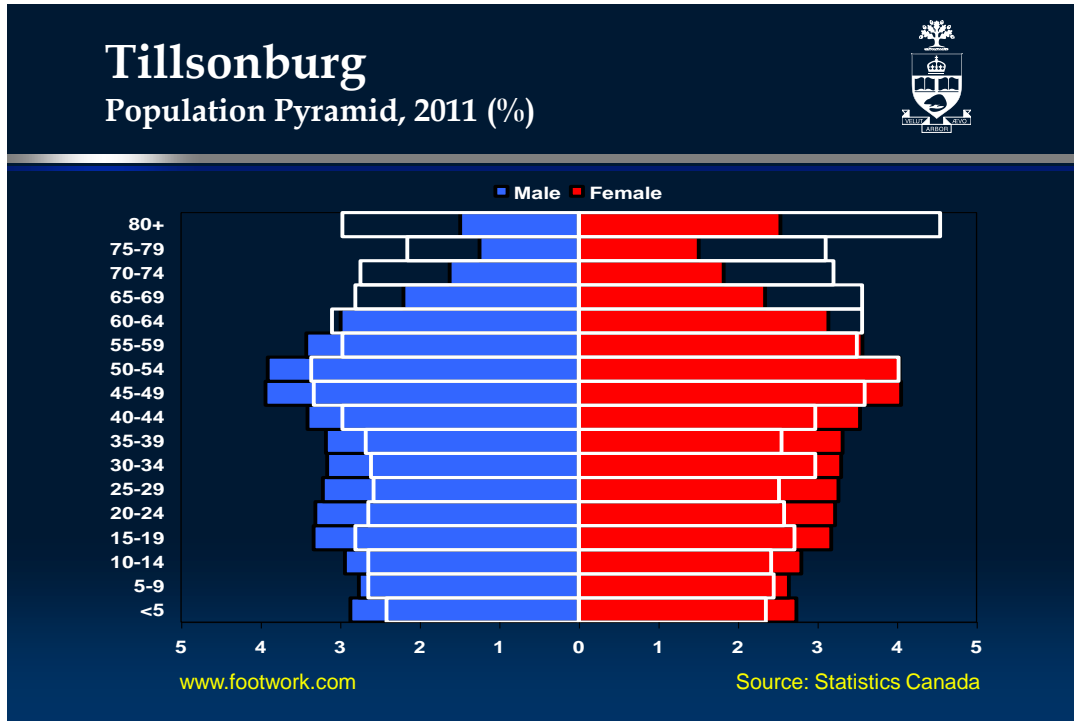
Woodstock has more consistent numbers in the 20 to 44 age group. Do the demographics for programs in Woodstock show a similar consistent breakdown? If not, why not? Oxford minus Woodstock – the effect increases.

Oxford minus Woodstock

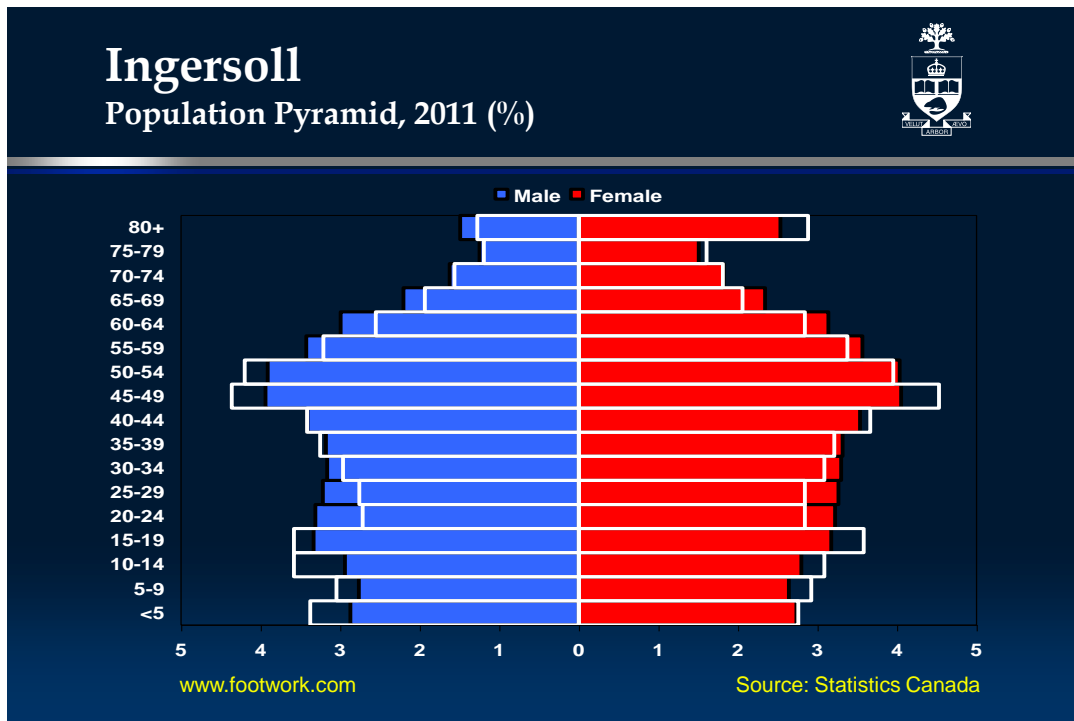
Population Pyramid, 2011 (%)



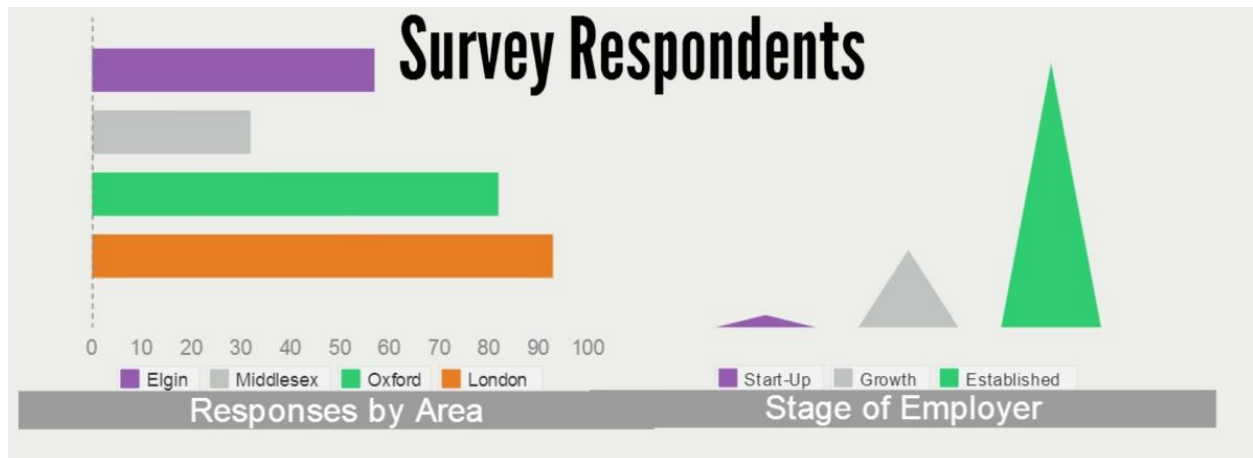
In Tillsonburg, there's more consistency with a heavy emphasis on the 40+ population.



For Ingersoll, the 45-54 age ranges predominate.



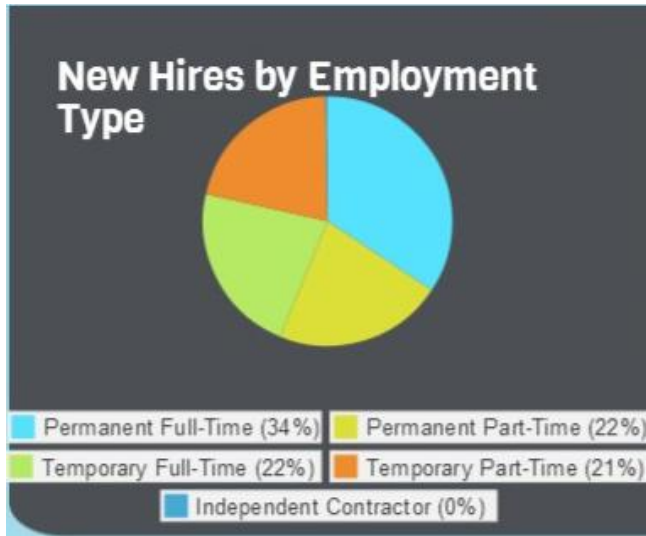
Employer One Survey Results



Survey respondents were from across the London Economic Region with 155 completed surveys and 104 partially completed surveys that could be used in some of the response calculations. Eighty-one employers in Oxford County participated.



Although almost 2/3 of employers responding to the survey reported an employee leaving last year, 69% of responding employers plan to hire in 2014.



Of these new hires, 56% are expected to be for permanent positions, with a greater percentage of them full-time than part-time.

Temporary hires are expected to be fairly evenly split between full-time and part-time positions.



Production or service workers account for 59.4% of the new hires employers responding to the Employer One Survey plan to hire in 2014. Administrative and clerical occupations were the next highest at 9.8% of the planned hires.



Employers responding to the Employer One Survey felt that the quality of available workforce is good. This means that they will continue to source new hires locally.

Recruitment Methods



The vast majority of respondents to the Employer One Survey did their own recruiting and did not hire a recruitment agency. The leading recruitment method is still person-to-person, which means that job seekers must continue to develop their personal networks and leave good impressions with employers in case they may receive a referral in the future.

These inter-personal recruitment methods require strong communication skills in order to make favourable impressions. They also require self-confidence on the part of the job seeker in building their personal network and making “cold calls” to businesses.

Local Industry

Oxford County by Age by Highest Certificate, Diploma or Degree								
Age groups (8B)	Total - Age groups	15 to 24	15 to 19	20 to 24	25 to 64	25 to 44	45 to 64	65 +
Total - Highest certificate, diploma or degree	84845	13390	7225	6165	55165	25185	29980	16285
No certificate, diploma or degree	21090	5680	4825	860	8570	3050	5515	6840
High school diploma or equivalent	25180	4945	2215	2730	16875	7350	9530	3355
Postsecondary certificate, diploma or degree	38575	2760	185	2575	29725	14785	14935	6090
Apprenticeship or trades certificate or diploma	8115	460	95	370	5780	2390	3385	1875
Trades certificate or diploma (other than apprenticeship)	4275	215	60	160	2985	1175	1810	1075
Registered Apprenticeship certificate	3845	245	35	205	2790	1215	1575	805
College, CEGEP or other non-university certificate or diploma	19540	1575	85	1485	15555	7995	7555	2415
University certificate or diploma below bachelor level	1875	155	0	145	1235	570	665	490
University certificate, diploma or degree at bachelor level or above	9040	575	0	575	7155	3825	3330	1310
Bachelor's degree	6080	465	0	465	4840	2805	2040	770
University certificate or diploma above bachelor level	1345	75	0	75	1055	545	505	210
Degree in medicine, dentistry, veterinary medicine or optometry	210	0	0	0	155	50	105	45
Master's degree	1245	30	0	25	975	380	590	250
Earned doctorate	165	0	0	0	130	45	90	40

Source: Statistics Canada, 2011 National Household Survey

By looking at the education breakdown of your clients and the education breakdown for the county residents age 15 and over, you can plan a strategy to reach more potential clients or be aware of the potential for increased demand for your services.

Number of Employers by Employee Size Range					
June 2012 to June 2013					
Oxford					
Employee Size Range	Number of Employers	Number of Employers	Absolute Change	Percent Change (%)	Ontario Percent Change (%)
	2012	2013			
0	4,373	4,680	307	7.02	10.97
1 - 4	1,831	1,810	-21	-1.15	6.94
5 - 9	699	742	43	6.15	2.92
10 - 19	455	472	17	3.74	2.84
20-49	272	277	5	1.84	3.76
50-99	85	83	-2	-2.35	2.05
100-199	49	48	-1	-2.04	2.07
200-499	26	24	-2	-7.69	1.75
500+	7	3	-4	-57.14	-0.19
Total	7,797	8,139	342	4.39	8.37

Source: Statistics Canada, Canadian Business Patterns

Aside from the large growth in the number of businesses with no employees, the number of businesses with 5 to 9 employees and 10 to 10 employees saw the greatest positive change between June 2012 and June 2013.

Small employers traditionally require workers who can adapt with the company as it grows. The ability to learn new tasks or take on new roles is crucial to maintaining employment.

Oxford Establishment Counts by NAICS, June 2013										
EMP. SIZE RANGE	Number of Employees									
	Total	0	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500 +
NAICS										
Total	8034	4664	1781	709	468	247	87	48	26	4
11 - Agriculture, forestry, fishing and hunting	1878	1349	349	113	53	9	5	0	0	0
21 - Mining, quarrying, and oil and gas extraction	16	9	4	2	1	0	0	0	0	0
22 - Utilities	8	4	1	1	1	1	0	0	0	0
23 - Construction	871	447	234	108	56	20	5	1	0	0
31-33 - Manufacturing	365	117	65	44	36	42	25	19	15	2
41 - Wholesale trade	275	104	71	44	34	16	5	0	1	0
44-45 - Retail trade	706	286	187	100	75	38	10	9	1	0
48-49 - Transportation and warehousing	529	328	126	26	24	16	6	2	1	0
51 - Information and cultural industries	41	10	9	8	9	4	0	1	0	0
52 - Finance and insurance	328	241	40	11	13	17	4	2	0	0
53 - Real estate and rental and leasing	777	657	89	26	4	1	0	0	0	0
54 - Professional, scientific and technical services	520	309	144	30	30	6	0	1	0	0
55 - Management of companies and enterprises	212	186	13	4	4	3	0	0	1	1
56 - Administrative and support, waste management and remediation services	227	126	60	15	12	9	3	2	0	0
61 - Educational services	39	22	7	4	0	5	1	0	0	0
62 - Health care and social assistance	317	100	104	50	32	16	7	5	3	0
71 - Arts, entertainment and recreation	101	49	17	16	6	11	2	0	0	0
72 - Accommodation and food services	233	55	50	37	53	23	10	4	1	0
81 - Other services (except public administration)	579	263	211	70	25	7	2	1	0	0
91 - Public administration	12	2	0	0	0	3	2	1	3	1

Source: Statistics Canada, Canadian Business Patterns, June

The top 10 sectors for number of businesses with employees in Oxford County area:

1. Agriculture, forest, fishing and hunting
2. Construction
3. Retail trade
4. Other services
5. Manufacturing
6. Health care and social assistance
7. Professional, scientific and technical services
8. Transportation and warehousing
9. Accommodation and food services
10. Wholesale trade

Source: Statistics Canada, Canadian Business Patterns, June 2013

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