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Labour Market Indicators and Trends: Gander-New-Wes-Valley Region

Strengthening Partnerships in the Labour Market Initiative
Report #8

Department of Human Resources, Labour and Employment
Winter 2007
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1.0 INTRODUCTION

Labour Market Indicators and Trends: Gander-New-Wes-Valley Region is one of nine regional labour market reports that have been developed by the Department of Human Resources, Labour and Employment. These reports have been prepared to support the objectives of the Strengthening Partnerships in the Labour Market Initiative.

The report provides the most comprehensive source of regional labour market information available. It is a valuable reference tool to help individuals and organizations better understand their local labour markets and help them make more informed decisions to help improve employment outcomes, increase competitiveness among employers and support overall social and economic development in the region and the province.

1.1 Purpose of the Report

Labour markets play a critical role in a society. They are the means through which most people earn a living. They are also where employers find the workers they need to help them compete in the global marketplace. Therefore, it is essential that individuals and organizations have access to current and reliable labour market information to help them make informed decisions – decisions that will help improve employment outcomes and support the continued development of healthy labour markets in Newfoundland and Labrador.

This report was prepared to assist individuals and organizations with these decisions. It provides essential information to help answer questions such as:

- How many workers are in the region?
- Is the number of jobs increasing?
- What education levels do workers have?
- What education and training will be required to get a job in the future?
- How many people are unemployed?
- What type of jobs do people work in?
- Where do people work?
- How much do people earn in their jobs?
- What industries are growing?
- How many employers are in the region?
Introduction

Every day, individuals and organizations throughout the province seek answers to questions like these. Some of the groups that need this information include students, youth, parents, guidance counsellors and career practitioners, employers, workers, policy makers, community agencies, and post-secondary institutions.

Access to this information is more important than ever before. Labour markets in Newfoundland and Labrador and most developed economies throughout the world are changing rapidly, largely due to the impacts of globalization, advancing technologies and changing demographics. In this environment, individuals and organizations need the capacity to quickly and flexibly respond to a number of emerging challenges and opportunities, including potential skill and labour shortages. Ready access to information about local labour markets is critical to assist people in making decisions that will help improve their own employment outcomes, as well as overall outcomes for their regions.

However, people are often challenged to find the information they need. For example, sometimes the information is not easily accessible or there is confusion in sorting through a wide array of information sources. Sometimes the information is very technical and difficult to understand or it is simply not available. This latter challenge is particularly true for people trying to find labour market information at a regional or community level.

Labour Market Indicators and Trends: Gander-New-Wes-Valley Region will help address these information challenges. The report provides the most comprehensive account of the regional labour market that is currently available. It serves as an invaluable reference tool, providing a solid baseline of regional labour market information to help people make more informed labour market decisions - decisions that will help improve employment outcomes, increase employers’ competitiveness and support continued economic and social development in the province.

1.2 Background

The Department of Human Resources, Labour and Employment (HRLE) is currently leading the Strengthening Partnerships in the Labour Market Initiative in partnership with labour, business and other government departments and agencies, including the Labour Market Sub-Committee of the Strategic Partnership Initiative, and the federal government under the Canada-Newfoundland and Labrador Labour Market Development Agreement (CA/NL LMDA). The Strengthening Partnerships in the Labour Market Initiative was implemented in 2004 in response to stakeholders’ concerns about gaps in access to information about regional labour markets. The current report is one of nine regional labour market reports that have been developed as part of this initiative to help address these gaps and increase access to regional labour market information.

What We Heard: A Summary of Regional Perspectives on Labour Market Trends in Newfoundland and Labrador was also released in Summer 2006 as a companion document to the regional labour market reports. The summary report provides an overview of stakeholders’ perspectives concerning common trends, challenges and opportunities that are impacting all regions of the province, as well as potential approaches to help respond to them.

Other activities that have been carried out as part of the Strengthening Partnerships in the Labour Market initiative to help increase access to regional labour market information and facilitate partnerships and networking opportunities among regional and provincial stakeholders include:

- Developing www.LMIworks.nl.ca, a one-stop web portal to provincial labour market information (Winter 2007); and,
- Hosting a provincial labour market symposium (October 30th and 31st, 2006).
1.3 Regions

Rural Secretariat regions are the main regions described throughout the regional reports. These regions were developed in 2005 by the Rural Secretariat, Government of Newfoundland and Labrador.

There are nine Rural Secretariat regions that are defined based on patterns of activity already existing in the province. Each region is comprised of larger and smaller towns, and has at least one regional service centre with an array of private sector services, and post secondary and medical facilities. The nine regions are:

- Labrador
- St. Anthony-Port au Choix
- Corner Brook-Rocky Harbour
- Stephenville-Port aux Basques
- Grand Falls-Windsor-Baie Verte-Harbour Breton
- Gander-New-Wes-Valley
- Clarenville-Bonavista
- Burin Peninsula
- Avalon Peninsula

The Rural Secretariat promotes information sharing, informed dialogue and collaboration within government and between government and communities. It facilitates horizontal thinking on regional issues, engages citizens to enhance the consideration of regional issues in public policy development, and is focused on the long-term sustainability of all regions of Newfoundland and Labrador.
Introduction

1.4 Overview of the Report

Labour Market Indicators and Trends: Gander-New-Wes-Valley Region provides a detailed account of the labour market landscape in the region. Information has been developed or gathered from a wide variety of sources to help create an in-depth picture of the trends that are impacting the regional labour market and their potential implications for the future.7

Throughout the report, current information available is presented on a broad array of indicators for the labour supply, labour demand and labour market outcomes, as well as information about their historical trends. Comparative information for areas within the region, other Rural Secretariat regions, the province and Canada have also been included to help demonstrate common challenges among jurisdictions.8

In today’s global marketplace individuals and organizations need to better understand how their region is performing relative to other areas. This type of information is especially important to help identify factors that may impact individuals’ and organizations’ capacity to respond to emerging challenges and opportunities at the regional level, such as the increasing competition for labour that may impact their capacity to attract and retain workers in the future.

Structure of the Report

Section 2: This section of the report provides a brief introduction to the Gander-New-Wes-Valley region including an overview of provincial and regional labour market conditions and a summary of key labour market indicators to help set the context for trends and implications described throughout the document.

Section 3: This section of the report focuses on indicators and trends in the labour supply (or those people who are, or who could potentially be, available for work) to help create a picture of the current and future workforce. Some of the indicators examined in this section include: labour force growth; labour force location; workflow patterns; workforce demographic trends including population change, migration and immigration; workforce aging; workforce skills and education; future projections of the potential labour supply; and labour market characteristics of under-represented groups.

Section 4: This section of the report explores indicators and trends for changing labour demands, or the number and types of workers employers need to help them produce their goods and services. Some of the indicators examined in this section include: the distribution of employment by industry and occupation; industry and occupational growth patterns; changing education and skills requirements; firm size and location; public and private sector employment; and trends among unionized employees.

Section 5: This section of the report focuses on trends and indicators for key labour market outcomes for individuals to help create a picture of how well the regional labour market is performing. Some of the indicators examined in this section include: employment and employment growth, labour force participation; unemployment; duration of work; and earnings, wages and benefits.

Section 6: This section of the report outlines current activities that are underway to further help address existing labour market information gaps and needs among individuals and organizations throughout all regions of the province.

To further assist readers in understanding and interpreting the findings, this report also includes: detailed endnotes, including explanatory notes for figures and charts; a glossary of labour market terms; descriptions and maps of the various geographies described throughout the report (Appendix A); and an overview of key labour market information sources (Appendix B).
Disclaimers, Cautionary Notes and Considerations for Readers

The following disclaimers, cautionary notes and considerations have been provided to assist individuals with the interpretation and use of the data and information presented in this report.

1. Every effort has been undertaken to help ensure the information presented is as current as possible and all available sources have been exhausted in the development of the report. However, information gaps still exist. In these cases, provincial level information has been reported to demonstrate key challenges that are also known to be impacting regional labour markets, such as out-migration. Or, in other cases, information for sub-provincial regions other than the Rural Secretariat regions is presented, such as the four Labour Force Survey regions or 10 Census Divisions.

2. Information in this document is provided for the purpose of facilitating a better understanding of the regional labour market landscape, based upon the most current information available on the date of publication. However, all the data is subject to periodic revisions. Therefore, readers are strongly advised to confirm potential revisions with the Department of Human Resources, Labour and Employment prior to using the information for planning purposes.

3. The tables and charts published in this report are subject to different publication and reproduction criteria. The majority of tables may be published without further licences, provided that it does not purport to be published under the Government of Newfoundland and Labrador and that acknowledgement is made of this source.

4. Population levels reported in this document are based upon Census counts that are conducted every 5 years. Between Census periods, the last Census year is used, together with estimates of births, deaths and migration, to estimate annual population numbers. These estimates tend to become less reliable toward the end of the period as the new Census year approaches. All population data presented in this report are based upon Census 2001 counts. These estimates will be revised sometime after the new 2006 Census population counts are released in 2007. It is expected that the revised population levels may be slightly lower than currently reported levels for the province and regions. However, all reported trends are expected to be consistent.

5. The figures shown in all Census tables in the report have been subjected to a confidentiality procedure known as random rounding to prevent the possibility of associating statistical data with any identifiable individual. Under this method, all figures, including totals and detail, are randomly rounded either up or down to a multiple of “5”, and in some cases “10”. For example, random rounding of 12 to a multiple of 5 would yield either 10 or 15. Table cells which contain data ranging between 0 and 9, are subjected to random rounding between 0 and 10. Therefore, a cell showing “0” could actually have a value between 0 and 9. The random rounding technique provides strong protection against direct, residual or negative disclosure, without adding significant error to the Census data.

6. Readers should note that Census data cells which appear as “0” does not necessarily mean that there are no values for the indicator being described. A “0” value (zero) could also indicate that the data has been subject to data suppression to address confidentiality issues related to small counts or residual disclosure, data quality issues identified through quality checks, random rounding or actual zero values. Readers should be aware of such values and take caution when interpreting the data.

7. Distributions and individual numbers may not sum to the total in some of the tables and figures presented in the report. This may be caused by several factors including random rounding and suppression. Much of the detailed information for the Rural Secretariat regions presented was created by summing smaller geographies such as Census Consolidated Subdivisions (CCS) or, in some cases, communities. This smaller level geography would have been subject to suppression because of low counts.

8. Every effort has been undertaken to ensure all care and diligence has been used in processing, analyzing and extracting the information used in the preparation of this document. However, the information is provided without warranty of any kind, either expressed or implied. The Government of Newfoundland and Labrador and its employees will not be liable for any damages, direct or indirect, arising from use of the information provided in this report.

9. Readers are strongly encouraged to refer to the endnotes for the figures and tables presented in this report.
2.0 LABOUR MARKET LANDSCAPE: AN OVERVIEW

The Gander-New-Wes-Valley region is one of nine Rural Secretariat regions in Newfoundland and Labrador. Like other Rural Secretariat regions, the current labour market structure and dynamics within the region strongly reflect that of the province as a whole and, in many cases, the Canadian labour market.

2.1 Provincial Labour Market Landscape

Statistics Canada’s Labour Force Survey (LFS) has become the most important source of macroeconomic data to help monitor changing trends in employment and unemployment in the country. This is mainly due to its timeliness in reporting survey results on a monthly basis. Many individuals and organizations also use LFS data to help understand and explain labour market dynamics, decisions and characteristics among individuals, employers and regions.

Data from the LFS show that labour market conditions in Newfoundland and Labrador are improving – employment rates and participation rates are among the highest levels ever while the unemployment rate is decreasing. The LFS data also indicate that the province maintains the lowest employment and participation rates and the highest unemployment rates in the country. This points to a weaker labour market performance when compared to other provinces and leaves an impression of a significant oversupply of workers.

In Newfoundland and Labrador, however, the small LFS survey sample severely limits the reliable use of the data for more detailed analyses of current and emerging trends and outcomes. Furthermore, to more fully understand the changes that are happening and the relationships between labour market participants (e.g., workers and employers), a broader set of labour market indicators is required than those reported in the LFS.

In 2003 the Department of Human Resources, Labour and Employment initiated research to help address these information gaps. Findings from this research indicate that the province shares many labour market characteristics and trends with other provinces in Canada, as well as common challenges and opportunities. For example:

- Rapid growth and dominance of the service sector and urbanization are key trends that have emerged since the post-World War II era;
- Advancing technologies have driven an increasing demand for higher education and skill requirements among workers in all industries and occupations over the past decade;
- Traditional resource-based industries, such as fishing and forestry, are struggling to adopt new technologies to increase productivity and compete in an increasingly global marketplace;
- Knowledge-based industries continue to emerge and hold significant opportunities for all jurisdictions due to their limited dependence on physical or natural resources;
Labour Market Landscape: An Overview

- Labour market conditions are improving overall. However, all people are not benefiting equally from the gains and there are concerns about growing inequities, especially between low-skilled and more highly skilled workers and among under-represented and marginalized workers;

- Women have been the driving force behind labour force growth. However, although employment rates, participation rates, income levels and education levels have been growing at a faster pace than men, significant gaps still remain between men and women among these indicators; and

- Finally, in the past several years, the impacts of changing demographic trends have emerged as primary labour market challenges for the province, Canada and most advanced economies in the world. Changing demographics will significantly increase labour supply pressures over the next ten years. The competition for labour will continue to increase and potentially lead to labour and skill shortages.

However, there are a number of gaps among key labour market indicators for the province when compared to other jurisdictions. In addition to employment, participation and unemployment, the province still lags the rest of the country on indicators such as workforce education and literacy levels, wage rates and prevalence of workplace training. These gaps point to potential competitive challenges in the future.

Newfoundland and Labrador is also likely to experience some labour market challenges earlier, or to a greater extent, than other provinces due to several unique factors. For example, while population growth has been slowing in the rest of Canada, the provincial population has actually declined over the past 15 years. This has been largely due to relatively lower attraction and retention rates for immigrants, lower fertility rates and higher levels of net out-migration. As a result of these factors, the province will likely experience labour supply pressures or skill shortages earlier than elsewhere, especially as population growth continues to slow in the rest of the country and the competition for labour from other provinces grows.

Other key findings from this research point to the significant influence of rural areas on the overall provincial labour market environment. Compared to other provinces, Newfoundland and Labrador labour markets have been shaped by a relatively stronger dependence on highly seasonal, primary, resource-based industries. These industries tend to be concentrated in rural areas and have traditionally required relatively low education levels.

These factors have contributed to the development of a highly seasonal workforce. Newfoundland and Labrador actually has the highest proportion of part-year workers in the country, especially in rural areas. These factors also strongly influence unemployment rates. In fact, far more people work throughout the year than reported average monthly employment and unemployment rates would suggest. However, they work for shorter periods during the year compared to other jurisdictions.

Other labour market outcomes for the province are also impacted by these factors. For example, the province has the highest proportion of its labour force living in rural areas. These workers tend to be older and have lower education levels relative to workers in more urban areas of the province and the rest of Canada. As a result of these dynamics, labour market indicators in rural areas tend to be lower, whereas labour market indicators for more urban areas of the province are directly comparable to, and in some cases exceed, indicators for Canada as a whole. Income levels in the province are also strongly impacted by the prevalence of part-year work. Despite increasing wages, shorter work periods significantly lower annual employment income for individuals in the province relative to the rest of Canada.

Amidst these challenges, research also points to many potential labour market opportunities for Newfoundland and Labrador, including:

- A well developed education system, transportation and communication infrastructure and public service system to help attract potential investors and stimulate employment growth;
A small population to help foster strong partnerships among key labour market stakeholders, such as the Labour Market Sub-Committee of the Strategic Partnership Initiative, and promote greater collaboration and coordination in responding to emerging challenges;

A high quality of life, competitive cost of living and strong sense of community to help foster stronger attachments and help retain workers who were born here and attract new workers as well;

A well developed post-secondary education system that produces highly skilled graduates, in a wide range of fields who can help firms grow and innovate;

A strong capacity for leadership on social issues such as inclusion and poverty reduction. This presents competitive opportunities to help increase participation among women, persons with disabilities, Aboriginal people and other under-represented groups while also helping to address skill shortages;

Opportunities for new and existing firms to expand and invest in export-driven or knowledge-based industries within the global marketplace;

A strategic location between the major North American and European markets; and,

A strong potential for employment growth related to major project developments in the oil and gas, energy and mining industries as well as continued development in innovative areas such as the marine research, aerospace, aquaculture and pharmaceutical industries.
Labour Market Landscape: An Overview

Figure 1: Communities Within the Gander-New-Wes-Valley Region

See Endnote 12
Labour Market Landscape: An Overview

2.2 Regional Labour Market Landscape

Labour markets in the Gander-New-Wes-Valley region, like other regions throughout the province, represent a microcosm of provincial labour markets as a whole. The region shares many labour market characteristics, trends, challenges and opportunities with the province, including those described in the preceding section.

Labour market conditions in the region are improving. However, gaps are evident when regional indicators are compared to the province, similar to relative comparisons between provincial and national indicators. As in the province, these indicators are also strongly influenced by rural and urban dynamics within the region.

This section of the report provides a quick summary of some key regional labour market indicators. The remainder of the report will expand upon these indicators to provide a detailed account of current and emerging trends for the labour supply, labour demand and labour market outcomes in the region.

General Information

There are approximately 47,236 people living in the Gander-New-Wes-Valley region, dispersed among 85 communities and a geography of 12,700 square kilometers. (Figure 1, Table 1)

<table>
<thead>
<tr>
<th>Region</th>
<th>Size (Square km)</th>
<th>Community Size (2004)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1-499 People</td>
</tr>
<tr>
<td></td>
<td></td>
<td>#</td>
</tr>
<tr>
<td>Newfoundland and Labrador</td>
<td>405,720</td>
<td>430</td>
</tr>
<tr>
<td>Labrador</td>
<td>294,330</td>
<td>20</td>
</tr>
<tr>
<td>St. Anthony-Port au Choix</td>
<td>10,450</td>
<td>46</td>
</tr>
<tr>
<td>Corner Brook-Rocky Harbour</td>
<td>15,830</td>
<td>27</td>
</tr>
<tr>
<td>Stephenville-Port aux Basques</td>
<td>18,000</td>
<td>44</td>
</tr>
<tr>
<td>Grand Falls-Windsor-Baie Verte-Harbour Breton</td>
<td>33,180</td>
<td>56</td>
</tr>
<tr>
<td>Gander-New-Wes-Valley</td>
<td>12,700</td>
<td>62</td>
</tr>
<tr>
<td>Clarenville-Bonavista</td>
<td>7,650</td>
<td>73</td>
</tr>
<tr>
<td>Burin Peninsula</td>
<td>4,480</td>
<td>30</td>
</tr>
<tr>
<td>Avalon Peninsula</td>
<td>9,100</td>
<td>72</td>
</tr>
</tbody>
</table>

Table 1: Distribution of Communities Where People Live by Size, 2004

Data Source(s): Demography Division, Statistics Canada; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 13
Labour Market Landscape: An Overview

Within the region, Gander is the largest community with an estimated population of 9,651 people (2001 Census count). Gander has evolved as the main service and workflow centre with the Twillingate, Fogo Island and Lewisporte areas also serving as other key workflow areas for the region.

Workforce Distribution

The rural-urban distribution of the population plays a significant role in the region’s labour markets. Small, rural communities dominate the landscape, however, a significant proportion of the population lives in, or near, more urban communities in the region.

As shown in Table 1, in 2004, 73 per cent of all communities in the region had less than 500 people living in them. However, less than one quarter (24.0 per cent) of the population lived in these communities while 20.6 per cent lived in Gander, the region’s only community with more than 5,000 people.14 (Figures 2 and 3)

Trends in the Working Age Population

In 2006, working age individuals (20-64 years) represented the largest share of the population in the region (63.1 per cent), similar to other regions of the province and Canada as a whole.

Data Source(s): Demography Division, Statistics Canada; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 15

See Endnote 16
An increasing rate of population decline among the working age population is one of the most significant trends that will impact provincial and regional labour markets over the next decade. A large share of the baby boom generation will move into retirement during this period and there will be fewer young people available to enter the labour market and replace these workers. These trends will exert significant pressures on the available labour supply in the future.17 (Table 2)

• Since 1991, the working age population has declined by 10.1 per cent in the region and 3.1 per cent in the province overall; Canada’s working age population grew by 19.9 per cent in this period.

• Over the next 15 years, the working age population is projected to decline by 20.4 per cent in the region and by 14.6 per cent in the province; at a national level, the working age population will continue to grow, although at a much slower pace (8.7 per cent) than observed in the past.

Aging Workforce

A rapidly aging population and workforce will pose significant implications for regional labour markets throughout the province. Older workers will form an increasingly larger share of the workforce, prompting major workplace adjustments. For example, efforts to retain older workers will likely increase with incentives to delay retirements in order to meet emerging labour demands. There will also likely be a greater emphasis on formal succession planning to help employers retain the corporate knowledge that will be lost as older workers leave the labour market.

• The median age of the regional population is projected to rise from 42.9 years in 2006 to reach 51.6 years in 2021. This is higher than projections of the median age in the province as a whole (49.3 years) and Canada (42.2 years) in this period.

Employment

The proportion of working age individuals employed in the region is lower than in the province and Canada.18

• In 2004, 60.3 per cent of the working age population (15+ years) in the region were employed at some point during the year compared to 62.9 per cent in the province and 68.4 per cent in Canada. The proportion of working age people employed in Gander (68.0 per cent) was more closely aligned with the Canadian figure.

• Between 1996 and 2004, the proportion of employed individuals in the working age population (15+ years) increased by 4.6 percentage points in the region compared to 6.6 and 6.7 percentage points for the province and Canada respectively.

There has been an increase in the number of weeks individuals worked during the year. However, on average, individuals throughout most regions of the province continue to work for fewer weeks during the year than in the rest of Canada.

• In 2000, workers in the Gander-New-Wes-Valley region worked an average of 33.4 weeks during the year compared to 36.9 weeks in the province overall, 43.8 weeks in Canada and 42.9 weeks in Gander.

• Compared to 1995, individuals in the region were working an additional 2.4 weeks longer during the year in 2000.

Employment Income

Average employment income in the region is lower than the province and Canada as a whole, however the gap is closing, especially in Gander.

• Between 1996 and 2004, the average real employment income for workers in the region grew by 13.7 per cent compared to 12.8 per cent for the province, 9.9 per cent for Canada and 14.1 per cent in Gander.
Labour Market Landscape: An Overview

The economic self-reliance ratio (the percentage of total income that comes from market sources such as employment income, investment income and private pensions) has also increased.

- The economic self-reliance ratio in the region was 70.3 per cent in 2004, representing an increase of 3.8 percentage points since 1996.

In 2004, average employment income levels for women were significantly lower than reported levels for men throughout all jurisdictions. Although women’s employment income has grown at a faster pace than those for men, significant gaps still remain.

Businesses

In 2004, 9.5 per cent of all firms in the province were in the Gander-New-Wes-Valley region, consistent with the region’s share of the provincial population.

Small businesses (those with less than 5 employees) make up the largest share of employers throughout the province, although there is a slightly higher proportion of these in the region than in the province overall.

Education

Education levels have been increasing among all age groups throughout the regions. However, education levels among those in the prime working age population (25-54 years) remain lower in the province than in Canada as a whole. Education levels within the regions are generally lower again, although indicators for the larger, more urban communities tend to be directly comparable to, and in some cases, higher than national levels.

- In 2001, 39.9 per cent of the prime working age population (25-54 years) in the region had less than high school, compared to 30.8 per cent for the province overall and 19.5 per cent at the national level.
- The proportion of the prime working age population (25-54 years) with a university degree in the region was 7.3 per cent, compared to 12.8 per cent for the province and 20.9 per cent for Canada.

- Compared to the region, education levels were relatively higher in Gander where only 15.8 per cent of the working age population had less than a high school education in 2001 and 14.9 per cent had a university degree.

Industry Highlights

The largest industries for employment in the Gander-New-Wes-Valley region are in retail trade, health and social service, and manufacturing. These industries accounted for 38.3 per cent of all workers in the region in 2000.

While the number of different industries in the region is directly comparable to the province and Canada, there is a higher concentration of employment in the goods-producing sector.

In the Town of Gander, the central service and industrial hub for the region, there has been considerable expansion activity of a commercial/industrial nature. With aerospace firms and public and private aviation related training institutions, Gander represents a growing concentration of training, fabrication, repair, warehousing and distribution companies.

Downsizing of federal employment over the past decade presented some challenges for Gander, however, the recent re-instatement of the weather forecasting office in the community has been a positive development for the town and the region in general.

Like most other regions, the fishery plays a significant role in the local economy, especially in smaller communities. In 2006, there were 17 communities with at least one registered fish processing facility in the Gander–New-Wes-Valley region.

Logging and sawmill production are important activities with several of the province’s larger sawmilling operations located in the area.

Some examples of industrial diversification opportunities identified for the region include: value-added wood manufacturing; boat building expansion; expansion of native berry production and secondary processing; aerospace industries; and recreational fisheries along the Gander River.
Table 2: Summary Labour Market Indicators for Gander-New-Wes-Valley Region, Province and Canada

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Canada</th>
<th>Province (NL)</th>
<th>Gander-New-Wes-Valley</th>
<th>Gander</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working Age Population as a Proportion of Total Population (2006)</td>
<td>62.8%</td>
<td>64.8%</td>
<td>63.1%</td>
<td>62.9%</td>
</tr>
<tr>
<td>Change 1991-2006</td>
<td>19.9%</td>
<td>-3.1%</td>
<td>-10.1%</td>
<td>N/A</td>
</tr>
<tr>
<td>Change 2006-2021</td>
<td>8.7%</td>
<td>-14.6%</td>
<td>-20.4%</td>
<td>N/A</td>
</tr>
<tr>
<td>Median Age 2021 (Total Population)</td>
<td>42.2</td>
<td>49.3</td>
<td>51.6</td>
<td>N/A</td>
</tr>
<tr>
<td>Number of People Who Claimed Employment Income in 2004</td>
<td>17,275,690</td>
<td>270,580</td>
<td>24,820</td>
<td>5,400</td>
</tr>
<tr>
<td>Change Since 1996</td>
<td>18.5%</td>
<td>8.6%</td>
<td>0.6%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Proportion of Population (15+ Years) Who Claimed Employment Income in 2004</td>
<td>68.4%</td>
<td>62.9%</td>
<td>60.3%</td>
<td>68.0%</td>
</tr>
<tr>
<td>Change Since 1996 (pts.)</td>
<td>6.7</td>
<td>6.6</td>
<td>4.6</td>
<td>2.3</td>
</tr>
<tr>
<td>% Male Workers (18-64 Years), 2000</td>
<td>52.6%</td>
<td>53.3%</td>
<td>54.8%</td>
<td>51.8%</td>
</tr>
<tr>
<td>% Female Workers (18-64 Years), 2000</td>
<td>47.4%</td>
<td>46.7%</td>
<td>45.3%</td>
<td>48.2%</td>
</tr>
<tr>
<td>Average Weeks Worked (18-64 Years), 2000</td>
<td>43.8</td>
<td>36.9</td>
<td>33.4</td>
<td>42.9</td>
</tr>
<tr>
<td>Change in Average Weeks Worked (18-64 Years), 1995-2000</td>
<td>1.4</td>
<td>1.6</td>
<td>2.4</td>
<td>1.1</td>
</tr>
<tr>
<td>Average Employment Income (Nominal) 2004</td>
<td>34,910</td>
<td>26,503</td>
<td>21,266</td>
<td>32,833</td>
</tr>
<tr>
<td>Change in Real Income Since 1996</td>
<td>9.9%</td>
<td>12.8%</td>
<td>13.7%</td>
<td>14.1%</td>
</tr>
<tr>
<td>Average Employment Income Females (Nominal) 2004</td>
<td>26,929</td>
<td>20,579</td>
<td>16,178</td>
<td>24,659</td>
</tr>
<tr>
<td>Change in Real Income Since 1996</td>
<td>12.0%</td>
<td>18.0%</td>
<td>20.2%</td>
<td>17.9%</td>
</tr>
<tr>
<td>Average Employment Income Males (Nominal) 2004</td>
<td>42,225</td>
<td>31,775</td>
<td>25,560</td>
<td>40,768</td>
</tr>
<tr>
<td>Change in Real Income Since 1996</td>
<td>10.1%</td>
<td>12.2%</td>
<td>13.0%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Economic Self-Reliance Ratio 2004</td>
<td>88.2%</td>
<td>78.1%</td>
<td>70.3%</td>
<td>86.1%</td>
</tr>
<tr>
<td>Change Since 1996 (pts.)</td>
<td>2.1</td>
<td>4.4</td>
<td>3.8</td>
<td>-0.7</td>
</tr>
<tr>
<td># of Businesses (2000)</td>
<td>1,042,316</td>
<td>17,127</td>
<td>1,629</td>
<td>N/A</td>
</tr>
<tr>
<td>% of All Businesses in Province</td>
<td>N/A</td>
<td>N/A</td>
<td>9.5%</td>
<td>N/A</td>
</tr>
<tr>
<td>% of Businesses with Less Than 5 Employees</td>
<td>56.6%</td>
<td>60.1%</td>
<td>65.3%</td>
<td>N/A</td>
</tr>
<tr>
<td>Education (2001)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of People (25-54 Years) with Less Than High School</td>
<td>19.5%</td>
<td>30.8%</td>
<td>39.9%</td>
<td>15.8%</td>
</tr>
<tr>
<td>% of People (25-54 Years) with University Degree</td>
<td>20.9%</td>
<td>12.8%</td>
<td>7.3%</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

Data Source(s): Various used throughout report; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 19
Future Outlook

In late Fall 2005, local representatives of business, labour, government, post-secondary institutions and community agencies participated in a labour market information workshop for the Gander–New-Wes-Valley region. Overall, the majority of participants agreed with the trends observed for population decline and aging. However, trends differ between communities, and some participants noted that in the last several years there have been indications of slowing decline and/or growth in some cases. Evidence of population growth was referenced for the towns of Gander Bay, Gambo and Glovertown, where an increase in the number of new small employers may be having a positive impact on the number of people staying in these communities. Participants also noted an increase in the number of older and retired workers moving into the region from other parts of Canada and the U.S.

The extent to which workflow patterns would continue was uncertain. Technological advancements may contribute to more workers staying in their home communities to work. On the other hand, increasing fuel costs and proximity to amenities may promote relocation for work and a reduction in commuting patterns. If current trends continue, there will be a need for enhanced road infrastructure and maintenance, as a highly mobile workforce will result in increased wear on roadways and highways.

The impact of potential skills shortages was discussed. Participants identified shortages and hard-to-fill positions that were already emerging in the region. Some of these included labour at all skill levels, particularly in the manufacturing sector (processing), retail occupations, the aerospace industry (particularly some highly technical jobs) and industrial trades.

Some participants felt that the quality of jobs that require unskilled labour may be impacting the willingness of workers to commit to year-round employment. Some indicated that despite unfilled vacancies in positions that required unskilled labour, workers were opting for a combination of temporary work and Employment Insurance (EI) instead of taking steady minimum wage jobs. Some felt that employers need to adjust their human resource practices to accommodate the needs and interests of their potential employee pool if they are to meet their demands. Evidence of changes were already being seen in the increasing number of retail or fast-food stores advertising for full-time positions with benefits.

Further to recruitment challenges, the suggestion was also made to develop databases of expatriates and other workers in the province who might be attracted back to communities as a potential supply of labour for business. One municipality in the region reported that it was already engaged in this exercise as a recruitment/economic development tool.

Although skills shortages are anticipated, participants raised questions about whether a number of positions will disappear when individuals retire. This is considered to be particularly true for larger private sector companies and the civil service. Changing business processes and advances in technology are allowing more work to be done with fewer workers, or allowing work to be conducted at other locations. Restructuring and downsizing in the federal and provincial governments was cited as another factor impacting replacement trends. Outsourcing has been increasing in attempts to increase efficiencies. However, as a result, the number of high paying government jobs has been declining in rural areas (although, towns such as Gander noted an increase in government services due to restructuring).
3.0 INDICATORS AND TRENDS IN THE LABOUR SUPPLY

The labour supply generally refers to those people in the working age population (15+ years) who are willing and available to work.

Demographic trends, globalization and advancing technologies are the primary forces currently impacting the labour supply. These trends will also pose some of the most significant labour market challenges in the future, for the region, province and throughout most developed economies in the world. Regions throughout Newfoundland and Labrador will likely experience the impacts of these trends earlier than elsewhere, including skill and labour shortages. This will be largely due to unique characteristics in the labour supply related to natural population change, migration, workforce location, labour force participation and education, as well as other factors.

In order to prepare for and respond to these challenges, individuals and organizations need a clear understanding of current characteristics and trends among the labour supply. These include measures such as the actual number of workers or potential workers available and the amount of time or effort they are willing to expend on work. Other factors to consider include the knowledge, skills, abilities, experience and other qualitative characteristics of the people who are working or are available for work.

Given the wide geographic distribution of the population among communities throughout the province, detailed knowledge about the labour supply at the regional level is very important. Knowledge about the labour supply in adjacent regions is equally important. These other jurisdictions could provide an additional source of labour in the future or conversely, increase the competition for workers and the risk of labour and skills shortages.

This section of the report provides a comprehensive overview of key trends and characteristics for the regional labour supply, including comparative data for selected indicators in other regions, the province and Canada. A description of trends and implications for the following indicators are included in this section:

- Labour Force
- Regional Workflows
- Working Age Population
- Migration
- Immigration
- Aging Workforce
- Education
- Future Population Projections
- Those Not in the Labour Force and Under-Represented Groups
3.1 Labour Force

The labour force refers to the number of people who are working or looking for work (or the employed and unemployed). The size of the labour force is an important indicator of the number of workers currently available, while trends in the size of the labour force can be an important indicator of the number of workers that may be available in the future. Labour force trends can also point to perceptions of current economic conditions.

As economic conditions improve, the labour force tends to increase. Individuals are drawn into the labour market in the belief that jobs are more readily available; this is especially true for discouraged workers who have previously given up searching for work. A decline in the labour force may point to weakening economic conditions. However, changes in the size of the working age population may also impact this trend. The labour force is comprised of individuals from this larger population. Therefore, a decline in the size of the working age population will likely result in a decline in the labour force.

Some of the most significant trends that have shaped the regional and provincial labour force in recent years include the impacts of the Cod Moratoria and recession during the early to mid 1990s; the increased participation among women in the labour market; and the aging of the workforce.

Labour Force Growth

As shown in Figure 4, the provincial labour force increased steadily in the province during the late 1970s and the 1980s. Economic conditions were generally positive during that time and more people entered the labour market in search of work.

The labour force reached a peak of approximately 250,000 people on an annual average basis in 1991 followed by a period of significant decline during the early 1990s as a result of poor economic conditions. These conditions were largely associated with a global recession and the Cod Moratoria.

Since 1997 the labour force has recovered steadily and, in 2005, there were more people in the labour force than in 1991. Figure 5 demonstrates that labour force trends in the region have been somewhat consistent with provincial trends throughout the 1987 to 2005 period.

Women and the Labour Force

Figure 4 also shows that women have been the driving force behind all labour force growth in the province since the late 1970s. Although a gap still exists when comparing the number of women and men in the labour force, the gap has closed significantly. In 2005, there were approximately 13,000 fewer women than men in the labour force on an average annual basis; in 1976, there were 66,000 fewer women than men in the labour force.
Labour Market Indicators and Trends: Gander-New-Wes-Vale Region

Indicators and Trends in the Labour Supply

Labour Force by Gender, NL, 1976 to 2005 (Annual Average)


Data Source(s): Labour Force Survey, Statistics Canada.
Labour Force Location

Another distinguishing characteristic of the provincial labour market is the distribution of the labour force throughout rural areas. This is not surprising given that the provincial population is dispersed among approximately 593 communities and a geographic area of 405,720 square kilometers.

Figure 6 shows that in 2005, Newfoundland and Labrador had the highest percentage of its labour force residing in rural areas (46.9 per cent) compared to the other Atlantic provinces and Canada as a whole. The Notre Dame–Central Bonavista Bay region accounted for 20.9 per cent of the province’s labour force in that year.²² (Figure 7)
3.2 Commuting Trends and Workflow Areas

Commuting for work is an increasing trend among workers throughout the country, including most regions in Newfoundland and Labrador. An understanding of commuting and workflow patterns is critical to better understand the available labour supply and employment opportunities available to individuals.23

Regional Commuting Trends

As shown in Figure 8, in 2001 approximately 35 per cent of workers in the province and 24.4 per cent of workers in the region usually travelled outside their home community to work on a daily basis. Individuals in the region that normally worked outside their home communities travelled an average distance of 28 miles per day, one way, for their jobs. (Table 3)

Table 3: Average Distance Travelled for Work by People Who Worked Outside Their Community of Residence, 2001

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Distance Travelled (One Way) to Usual Place of Work (Miles)</th>
<th>Number of People Usually Travelling to Other Communities for Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gander-New-Wes-Valley</td>
<td>28</td>
<td>2,675</td>
</tr>
<tr>
<td>Burin Peninsula</td>
<td>25</td>
<td>1,690</td>
</tr>
<tr>
<td>Clarenville-Bonavista</td>
<td>24</td>
<td>3,065</td>
</tr>
<tr>
<td>St.Anthony-Port au Choix</td>
<td>23</td>
<td>660</td>
</tr>
<tr>
<td>Newfoundland and Labrador</td>
<td>16</td>
<td>51,788</td>
</tr>
<tr>
<td>Avalon Peninsula</td>
<td>15</td>
<td>35,330</td>
</tr>
<tr>
<td>Grand Falls-Windsor-Baie Verte-Harbour Breton</td>
<td>14</td>
<td>2,158</td>
</tr>
<tr>
<td>Corner Brook-Rocky Harbour</td>
<td>13</td>
<td>3,290</td>
</tr>
<tr>
<td>Stephenville-Port aux Basques</td>
<td>12</td>
<td>1,935</td>
</tr>
<tr>
<td>Labrador</td>
<td>9</td>
<td>985</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census, Statistics Canada, Custom Tabulations; Newfoundland and Labrador Statistics Agency, Department of Finance; Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 25
Natural Workflow Areas

Workflow patterns among individuals and communities in the region can be narrowed to four natural workflow areas including Gander, Lewisporte, Fogo Island and Twillingate. Figures 9A through 9D demonstrate the workflow patterns among workers in these areas.

These figures point to a strong mutual dependency among communities (and, in many cases, regions) when it comes to employment and available workers. These interdependencies suggest that changing economic conditions in a single community can have far reaching impacts among individuals and employers in other communities and regions.

Table 4 demonstrates the impacts of commuting patterns on the available labour supply. For example, there were an estimated 4,567 prime working age people (25-54 years) living within 10 miles of Gander in 2004. When commuting patterns are considered, there were an estimated 6,847 people living within a normal commuting distance (30 miles), which significantly expands the potential labour supply for Gander.
Figure 9C: Fogo Island Workflow Area, 2001

Travel Flow to Usual Location of Work by Place of Residence, 2001 Census

Workers that remain in place of residence
- 5 to 20
- 21 to 35
- 36 to 75
- 145

Workers that travel to community other than place of residence
- 5 to 20
- 21 to 35
- 110

Kilometers

Departments of Finance
Newfoundland & Labrador Statistics Agency
Figure 9D: Twillingate Workflow Area, 2001

Travel Flow to Usual Location of Work by Place of Residence, 2001 Census

Workers that remain in place of residence  Workers that travel to community other than place of residence

- 10
- 25
- 35
- 50
- 485

Kilometers

Roads

Department of Finance
Newfoundland & Labrador Statistics Agency
### Table 4: Population Within Commuting Distance of Selected Workflow Areas in the Gander-New-Wes-Valley Region, 2004

<table>
<thead>
<tr>
<th>Population Within Commuting Distance of Gander</th>
<th>2004</th>
<th>Total Population</th>
<th>Distribution</th>
<th>Population 25-54 Years</th>
<th>Percent of Population 25-54 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population within 30 Miles of Gander</td>
<td>14,914</td>
<td>100.0%</td>
<td>6,847</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Population within 0-10 Miles</td>
<td>9,926</td>
<td>66.6%</td>
<td>4,567</td>
<td>66.7%</td>
<td></td>
</tr>
<tr>
<td>Population within 11-20 Miles</td>
<td>1,687</td>
<td>11.3%</td>
<td>813</td>
<td>11.9%</td>
<td></td>
</tr>
<tr>
<td>Population within 21-30 Miles</td>
<td>3,301</td>
<td>22.1%</td>
<td>1,467</td>
<td>21.4%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Population Within Commuting Distance of Lewisporte</th>
<th>2004</th>
<th>Total Population</th>
<th>Distribution</th>
<th>Population 25-54 Years</th>
<th>Percent of Population 25-54 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population within 30 Miles of Lewisporte</td>
<td>10,100</td>
<td>100.0%</td>
<td>4,322</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Population within 0-10 Miles</td>
<td>5,185</td>
<td>51.3%</td>
<td>2,090</td>
<td>48.4%</td>
<td></td>
</tr>
<tr>
<td>Population within 11-20 Miles</td>
<td>1,976</td>
<td>19.6%</td>
<td>857</td>
<td>19.8%</td>
<td></td>
</tr>
<tr>
<td>Population within 21-30 Miles</td>
<td>2,939</td>
<td>29.1%</td>
<td>1,375</td>
<td>31.8%</td>
<td></td>
</tr>
</tbody>
</table>

Data Source(s): Demography Division, Statistics Canada; 2001 Census, Statistics Canada, Custom Tabulations; Newfoundland and Labrador Statistics Agency, Department of Finance; Department of Human Resources, Labour and Employment.

See Endnote 26
3.3 Working Age Population

The working age population generally includes all those people who are 15 years or older in the population. Trends among the working age population can have significant impacts on the available labour supply as this is the source of all workers and potential workers in the labour market.

Throughout this report, the definition of the working age population has often been narrowed to the population of 20 to 64 year olds. In other cases it is further narrowed to the prime working age of 25 to 54 years. Generally, youth between the ages of 15 and 24 years are still in school (secondary or post-secondary) and not readily available for work. This is expected to continue in the future considering increasing enrolment rates in post-secondary education programs over the past decade and increasing demands for higher skill levels in the labour market.

Furthermore, the average retirement age among workers in Newfoundland and Labrador is currently about 59 years of age. Even with the elimination of mandatory retirement legislation, the average retirement age is not expected to dramatically increase or surpass 65 years of age in the near future.

Distribution of the Working Age Population

In 2006, the Gander-New-Wes-Valley region accounted for approximately 9.0 per cent (or 29,801 persons) of the total working age population (20-64 years) in the province. As in the rest of the province and other jurisdictions, the working age population currently makes up the largest proportion of the population within the region (63.1 per cent).
Changes in the Working Age Population

Slowing population growth is a major labour market concern for most modern economies. In this province, population decline is already occurring. These trends hold a number of implications for future labour markets.

For example, a declining population could lead to shifts in the types of occupations individuals work in due to changing demands for goods and services, such as increases in the health care sector due to population aging.

A declining population and slowing population growth may also limit the number of workers and potential workers in the labour markets here and elsewhere. This will potentially lead to labour and skill shortages over the next decade as the competition for workers increases.

Figures 11 and 12 demonstrate that the region and the province experienced significant population decline between 1991 and 2006. While total population decline is expected to continue, future projections indicate that this will occur at a much slower pace than observed in the past.

See Endnote 28

See Endnote 29
In contrast, as shown in Figures 13 and 14, the decline in the working age population has been much slower than the total population since 1991. However, the rate of decline among this population is expected to increase dramatically over the next 15 years as a large proportion of baby boomers move into retirement and fewer young people are available to enter the labour market.

- Between 2006 and 2021, the working age population in the region is projected to decline by 20.4 per cent.

Data Source(s): Demography Division, Statistics Canada; Economic Research and Analysis Division, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 30
Natural Population Change

Natural population change (births minus deaths) is one of the primary factors impacting current population trends in the province and elsewhere. As indicated in Figure 15, the province’s natural population growth rate has been decreasing and in 2005-06 natural population decline occurred where the number of deaths exceeded the number of births for the first time.

3.4 Migration

Migration patterns have a significant influence on population trends. The number of people who leave or move into an area fluctuates and largely depends on economic circumstances within the region, province and the rest of Canada. Migration between communities, regions, provinces and countries is a naturally occurring phenomenon in all jurisdictions. Migration is very dynamic with a constant movement of people into, and out of, an area.

Intraprovincial migration includes those who move within the province (e.g., Corner Brook and Deer Lake) and interprovincial migration includes those who move between provinces (e.g., Alberta and Ontario). Immigration and emigration are the respective terms used to describe those who move to Canada from another country and those who leave Canada to live elsewhere.

It is important to recognize that all patterns of migration are occurring in Newfoundland and Labrador at any given time. However, out-migration is the primary concern among stakeholders throughout all regions of the province because, generally, there are more people leaving the province than those who are moving into the province which results in a net impact of population loss. Although detailed information on migration is not currently available for regions, feedback from stakeholders indicate that many of the provincial migration trends are also occurring at the regional level and in most cases, to a greater extent. 33

This section of the report will provide a brief overview of the trends in net out-migration from the province. It will also provide an in-depth look at inter- and intraprovincial migration in response to these widespread concerns. Various aspects of migration are explored including reasons why people move, where they move, the age and education level of migrants and the occupations of out-migrants. Immigration trends are discussed in Section 3.5.

Data Source(s): Demography Division, Statistics Canada.

See Endnote 32
Net Out-Migration

As shown in Figure 16, net out-migration has been a characteristic of the provincial labour markets for many years. However, negative economic pressures associated with a recession and Cod Moratoria prompted record levels of net out-migration during the 1992 to 1998 period.

The net loss of people from the province due to migration slowed significantly and returned to more traditional levels as economic conditions improved in the province between 1998 and 2003. In the past two years, net out-migration has increased slightly, however, levels are still well below those observed in the mid-1990s.

Historically, within the province, high birth rates and natural population growth more than offset the net population loss from migration and allowed the provincial population to grow. This is no longer the case as the province begins to experience natural population decline.

Figure 16

Net Migration, NL, 1971-72 to 2005-06

Data Source(s): Demography Division, Statistics Canada.
See Endnote 34
Why People Move

Preliminary findings from research carried out on out-migrants indicate that the majority of people move away from the province to find work. The other main reasons people move are to be near family or to pursue further education. More women than men leave the province for family-related reasons, however, the majority of women still move for work-related reasons.\(^{35}\)

Where People Move

The majority of out-migrants are often drawn to larger, growing economies where employment opportunities are arising. As shown in Figure 17, Ontario and Nova Scotia have consistently been the most popular destinations for interprovincial out-migrants from the province. However, the proportion of out-migrants going to Alberta has rapidly grown over the past decade. The largest share of in-migrants to the province have come from these three provinces as well, as indicated in Figure 18.


Average Annual Distribution of Interprovincial In-Migrants by Province of Origin, NL, 1971-1976 and 2001-2006

Data Source(s): Demography Division, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 36

Data Source(s): Demography Division, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 37
A significant number of people are also moving between communities and regions within the province. Some of the major factors cited for this trend included the decline in traditional industries, especially the fishery, and general economic decline in rural communities; restructuring and regionalization of government services; and increased access to employment opportunities, amenities and services in more urban areas. Concerns about the future sustainability of smaller communities and continued population decline are also thought to be influencing movement between regions and other provinces.\textsuperscript{38}

Migration data is not available for Rural Secretariat regions, however, it is available for other geographic areas in the province, such as Census Divisions.\textsuperscript{39} As shown in Figure 19, many people move from other parts of the province to the St. John’s Census Metropolitan Area (CMA). Other areas that also recorded net in-migration include the Humber District and Central Census Divisions.
In 2001, 72,990 people from Newfoundland and Labrador were living in different communities than they lived in 1996.

<table>
<thead>
<tr>
<th></th>
<th>Rural Communities (Less Than 1,000 People)</th>
<th>Small Towns (1,000 to 9,999 People)</th>
<th>St. John’s CMA</th>
<th>Grand Falls-Windsor CA</th>
<th>Gander CA</th>
<th>Corner Brook CA</th>
<th>Labrador City CA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>72,990</td>
<td>110,000</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Where were these people living in 1996?</td>
<td>22.5%</td>
<td>32.1%</td>
<td>29.1%</td>
<td>3.9%</td>
<td>3.8%</td>
<td>5.7%</td>
<td>2.8%</td>
</tr>
<tr>
<td>100.0%</td>
<td>16,450</td>
<td>23,405</td>
<td>21,265</td>
<td>2,850</td>
<td>2,770</td>
<td>4,150</td>
<td>2,075</td>
</tr>
<tr>
<td>Where were these people living in 2001?</td>
<td>35.5%</td>
<td>46.7%</td>
<td>39.2%</td>
<td>21.5%</td>
<td>36.3%</td>
<td>33.9%</td>
<td>37.8%</td>
</tr>
<tr>
<td>Within Newfoundland and Labrador</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Rural Communities (Less Than 1,000 People)</td>
<td>5.8%</td>
<td>-</td>
<td>9.2%</td>
<td>6.2%</td>
<td>2.5%</td>
<td>4.5%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Small Towns (1,000 to 9,999 People)</td>
<td>9.9%</td>
<td>21.5%</td>
<td>-</td>
<td>10.9%</td>
<td>11.6%</td>
<td>12.1%</td>
<td>12.0%</td>
</tr>
<tr>
<td>St. John’s CMA</td>
<td>13.4%</td>
<td>18.1%</td>
<td>20.9%</td>
<td>-</td>
<td>17.9%</td>
<td>15.5%</td>
<td>15.3%</td>
</tr>
<tr>
<td>Grand Falls-Windsor CA</td>
<td>1.6%</td>
<td>1.9%</td>
<td>2.0%</td>
<td>1.3%</td>
<td>-</td>
<td>1.4%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Gander CA</td>
<td>1.7%</td>
<td>1.9%</td>
<td>2.5%</td>
<td>0.9%</td>
<td>2.1%</td>
<td>-</td>
<td>0.7%</td>
</tr>
<tr>
<td>Corner Brook CA</td>
<td>2.2%</td>
<td>2.6%</td>
<td>3.4%</td>
<td>1.6%</td>
<td>1.1%</td>
<td>0.5%</td>
<td>-</td>
</tr>
<tr>
<td>Labrador City CA</td>
<td>0.8%</td>
<td>0.8%</td>
<td>1.2%</td>
<td>0.7%</td>
<td>1.2%</td>
<td>0.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Outside of the Province</td>
<td>64.5%</td>
<td>53.3%</td>
<td>60.8%</td>
<td>78.5%</td>
<td>63.7%</td>
<td>66.1%</td>
<td>62.2%</td>
</tr>
<tr>
<td>NS</td>
<td>9.2%</td>
<td>6.1%</td>
<td>8.8%</td>
<td>11.8%</td>
<td>4.7%</td>
<td>12.1%</td>
<td>9.6%</td>
</tr>
<tr>
<td>NB</td>
<td>3.0%</td>
<td>2.5%</td>
<td>2.4%</td>
<td>3.5%</td>
<td>4.0%</td>
<td>4.7%</td>
<td>4.8%</td>
</tr>
<tr>
<td>PE</td>
<td>1.2%</td>
<td>1.4%</td>
<td>1.3%</td>
<td>1.1%</td>
<td>1.4%</td>
<td>0.5%</td>
<td>2.0%</td>
</tr>
<tr>
<td>QC</td>
<td>1.4%</td>
<td>0.8%</td>
<td>1.1%</td>
<td>1.8%</td>
<td>0.0%</td>
<td>1.3%</td>
<td>0.4%</td>
</tr>
<tr>
<td>ON</td>
<td>24.1%</td>
<td>19.6%</td>
<td>22.1%</td>
<td>29.6%</td>
<td>28.2%</td>
<td>28.3%</td>
<td>20.2%</td>
</tr>
<tr>
<td>MB</td>
<td>1.0%</td>
<td>0.5%</td>
<td>1.0%</td>
<td>1.2%</td>
<td>0.7%</td>
<td>1.3%</td>
<td>1.7%</td>
</tr>
<tr>
<td>SK</td>
<td>1.1%</td>
<td>1.1%</td>
<td>0.9%</td>
<td>1.1%</td>
<td>2.3%</td>
<td>0.0%</td>
<td>2.3%</td>
</tr>
<tr>
<td>AB</td>
<td>18.9%</td>
<td>18.4%</td>
<td>19.0%</td>
<td>21.4%</td>
<td>17.5%</td>
<td>12.3%</td>
<td>17.0%</td>
</tr>
<tr>
<td>BC</td>
<td>3.2%</td>
<td>1.4%</td>
<td>2.9%</td>
<td>5.1%</td>
<td>3.9%</td>
<td>3.8%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Elsewhere in Canada</td>
<td>1.4%</td>
<td>1.5%</td>
<td>1.3%</td>
<td>1.8%</td>
<td>0.9%</td>
<td>1.8%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census, Statistics Canada, Custom Tabulations; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 41
Table 5 shows that in 2001, 72,990 people from Newfoundland and Labrador were living in different communities than they had lived in 1996. This indicates that they had moved at least once in this five-year time period. Most of these individuals moved outside of the province (approximately 65 per cent) and the remainder moved among communities in Newfoundland and Labrador.

The largest proportion of people who moved between 1996 and 2001 (55 per cent) had previously lived in more rural areas of the province. About 23 per cent of the people that moved in this period previously lived in small communities of less than 1,000 people and 32 per cent had lived in small towns of 1,000 to 9,999 people. The remaining 45 per cent had previously lived in more urban areas including the St. John’s CMA and the Gander, Grand Falls-Windsor, Corner Brook and Labrador City CAs.

People from rural communities and small towns were more likely to move within the province (46.7 per cent and 39.2 per cent respectively). Of the 25,875 or so people (35.5 per cent) who moved within the province between 1996 and 2001, only 38 per cent (or 9,775 people) relocated to the St. John’s CMA.
Age of Migrants

Across most jurisdictions, younger workers and youth tend to be more mobile and likely to move away from their home communities than older workers. Figures 20 and 21 clearly reflect these trends where the largest number of interprovincial migrants to and from the province has been among the 15 to 29 year old age group.

It is interesting to note that between the late 1990s and 2003, migration among older individuals (45-64 years) steadily increased. In contrast, out-migration among youth decreased in this period. Since 2003 however, there has been a sharp increase in migration patterns (both in and out-migration) among all age groups.

In general, there have almost been as many in-migrants to the province as there have been out-migrants among individuals 30 to 64 years old. As a result, net out-migration among this age group has had relatively little impact on the size and age structure of the provincial labour supply.

This is not the same situation for youth. Although youth represent the largest share of in-migrants to the province, there are relatively more youth who leave the province each year.

As shown in Figure 22, youth have accounted for about 88 per cent of the net loss of working age people (15-64 years) in the province over the last five years.

Data Source(s): Demography Division, Statistics Canada.
See Endnote 42
Indicators and Trends in the Labour Supply

**Interprovincial In-Migration by Age (15-64 Years), NL, 1971-72 to 2005-06**

Data Source(s): Demography Division, Statistics Canada.

See Endnote 43

**Proportion of Net Interprovincial Out-Migrants by Age (15-64 Years), Five-Year Intervals, NL, 1976-1981 to 2001-2006**

Data Source(s): Demography Division, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 44
Education Levels Among Migrants

Trends in the levels of educational attainment among migrants also have an impact on the province’s labour supply.

Figures 23 and 24 show that the proportion of out and in-migrants with higher levels of education has been increasing since 1986.

However, as indicated in Figure 25, overall, there has been an increase in the net loss of people in the labour supply with higher levels of education.

Between 1986 to 1991 and 1996 to 2001, the proportion of net out-migrants with a post-secondary education (including university degrees) increased from 42.2 per cent to 56.3 per cent.

Education levels among youth tend to be higher than the total population. Therefore, these trends are not surprising considering net out-migration observed among youth in the preceding section.


See Endnote 45
These trends also point to occupations that are in demand in other provinces and that could pose competitive labour supply pressures in the future.

There were relatively few out-migrants who worked as fish processors (0.6 per cent) or fishers (0.2 per cent) or in occupations associated with the primary industries (3.5 per cent).

Occupations of Out-Migrants

The occupations out-migrants work in after leaving the province also hold significant implications for the labour supply.

As shown in Figure 26, between 1996 and 2001 the top occupations out-migrants worked in after leaving the province included other sales and service occupations (e.g., supervisors, insurance agents, police, hotel clerks); secretaries and clerical occupations; other (non-fishery related) processing and manufacturing occupations; equipment operators and labourers; and other trade, transport and equipment operators. ⁴⁸
3.5 Immigration

Immigration is an important source of population growth. In fact, as the impact of demographic change follows through, it is forecast that by the year 2030, 100 per cent of Canada’s population growth will be attributed to immigration.

Immigrants and newcomers to the province can have a positive impact on the overall economy by stimulating business and employment growth and helping to address skills shortages, especially in more highly skilled, specialized occupations.

- Less than 0.2 per cent of new immigrants to Canada come to this province and only 36 per cent of immigrants actually stay.

As a result of these trends, the immigrant population in Newfoundland and Labrador is relatively small, as shown in Figure 27.

- In 2001, immigrants accounted for only 1.6 per cent of the provincial population compared to 18.4 per cent at the national level. In the Gander-New-Wes-Valley region, immigrants accounted for only 1.0 per cent of the population.

Furthermore, the majority of newcomers to the province tend to settle in the St. John’s CMA area, the most urban area of the province. This trend is similar to settlement patterns among newcomers throughout the rest of the country who tend to settle in larger centres such as Toronto, Vancouver and Montreal.

- In 2001, 60.8 per cent of all immigrants in the province lived in the St. John’s CMA; only 6.2 per cent of immigrants lived in the Gander-New-Wes-Valley region.
3.6 Aging Workforce

The workforce in Newfoundland and Labrador is aging as a result of population decline and continued out-migration.

This trend will exert significant pressures in the labour market, including potential skills shortages as more workers leave the labour market for retirement and increased demands for more responsive workplaces to accommodate the needs of older workers in general.

Population pyramids for the region (Figures 28, 29 and 30) show dramatic changes in the age distribution of the regional population. Similar patterns are observed in most other regions. These trends will lead to a significant increase in the number of older workers in the region and the province over time.
In 1991, baby boomers (25-44 years) represented a large proportion of the population, however, there was also a relatively large youth population at that time.\textsuperscript{53} Over the past 15 years, population changes have resulted in a significant decrease in the youth population and, in 2006, baby boomers formed the largest share of the population (this group is now 40 to 59 years).

As the baby boomer “wave” continues to move through the population, the proportion of older workers will increase dramatically, largely due to the lack of young people in the generation behind the baby boomers that are available to enter the labour market.

Figure 31 reflects this trend. Between 1990 and 2000, the most significant increase was in the proportion of workers aged 45 to 54 years old while notable declines were observed among the proportion of younger workers (15-34 years).

Data Source(s): 1991 and 2001 Census, Statistics Canada; Custom Tabulations; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.
3.7 Education and the Labour Supply

An educated labour force that includes workers with a broad range of skills and competencies is essential to help ensure the continued competitiveness of employers in a global, knowledge-based economy and improved labour market outcomes for individuals.

Post-secondary education is becoming the new labour market standard for success. The labour market is also demanding employees with a variety of other skills and abilities including team building, communication, and problem-solving skills. However, employers in this province are challenged to find the skilled workers they need. They report gaps in basic reading, writing and numeracy skills, as well as other technical skills among their employees. They are also reporting difficulties in attracting and retaining workers in more highly skilled occupations.

To keep pace with ever-changing market demands for skilled labour and changing technologies, it will be increasingly important to ensure the current labour force, and future entrants, are equipped with a strong set of foundation skills that allows them to adapt quickly and learn new skills throughout their lifetime. A strong focus on the capabilities, skills, knowledge and experiences of the labour force is critical, as is a focus on helping to ensure workers continuously upgrade their skills.

Levels of educational attainment in the population have been rising, both at the provincial and regional level. However, critical gaps still remain. The most notable increases in educational attainment are among youth and younger workers (i.e., 18-24 years). Increases in the number of people with higher education levels among the prime working age group of 25 to 54 year olds have not kept pace, especially in more rural areas of the province.

There are also significant concerns regarding essential skills among the workforce. The recently released 2003 International Adult Literacy and Skills Survey (IALSS) showed almost no improvement in Canadian adult literacy rates in the decade between 1994 and 2003 and results for Newfoundland and Labrador were among the lowest in the country.

Figure 32 illustrates that in 2001, the proportion of the prime working age population (25-54 years) with less than a high school education in the Gander-New-Wes-Valley region (39.9 per cent) was significantly higher than the province (30.8 per cent) and Canada as a whole (19.5 per cent). However, this proportion was relatively consistent with the majority of other regions inside the province.

Data Source(s): 2001 Census, Statistics Canada, Custom Tabulations; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 57
It is interesting to note that the proportion of the working age population (25-54 years) with a post-secondary diploma or certificate in the region (35.3 per cent) and throughout the province (40.0 per cent) was higher than the proportion recorded at the national level (34.8 per cent).

As shown in Figure 34, in 2001, the Gander-New-Wes-Valley region had a lower proportion of its working age population with a university degree (7.3 per cent) compared to the province (12.8 per cent) and Canada (20.9 per cent). However, this proportion was consistent with most other regions in the province.
As shown in Figure 35, education levels among the prime working age population in the region have been increasing. However, gaps still remain when compared to the province and Canada as a whole.

Education levels also vary among local areas within the region. For example, as shown in Table 6, education levels among the prime working age population (25-54 years) in the Gander Area, which includes the Town of Gander, were generally higher than the Gander-New-Wes-Valley region as a whole in 2001. Smaller areas in the region, such as the New World Island Area, generally reported lower education levels.\(^58\)

### Table 6: Distribution of Population (25-54 Years) by Highest Level of Schooling, NL, Gander-New-Wes-Valley Region and Local Areas, 2001

<table>
<thead>
<tr>
<th>Highest Level of Schooling</th>
<th>Less Than High School</th>
<th>High School Diploma</th>
<th>Some Post-Secondary</th>
<th>Post-Secondary Certificate or Diploma</th>
<th>University Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newfoundland and Labrador</td>
<td>30.8%</td>
<td>9.3%</td>
<td>7.1%</td>
<td>40.0%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Gander-New-Wes-Valley Region</td>
<td>39.9%</td>
<td>11.9%</td>
<td>5.7%</td>
<td>35.3%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Gander Area</td>
<td>19.5%</td>
<td>8.5%</td>
<td>7.8%</td>
<td>51.2%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Wesleyville Area</td>
<td>41.7%</td>
<td>16.2%</td>
<td>4.9%</td>
<td>29.7%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Greenspond Area</td>
<td>56.5%</td>
<td>11.8%</td>
<td>5.4%</td>
<td>20.8%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Alexander Bay</td>
<td>34.3%</td>
<td>12.0%</td>
<td>5.4%</td>
<td>39.4%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Gambo Area</td>
<td>41.3%</td>
<td>11.4%</td>
<td>4.3%</td>
<td>38.6%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Lewisporte Area-Notre Dame Bay South</td>
<td>38.6%</td>
<td>11.6%</td>
<td>5.7%</td>
<td>37.9%</td>
<td>6.3%</td>
</tr>
<tr>
<td>New World Island</td>
<td>59.7%</td>
<td>15.4%</td>
<td>2.6%</td>
<td>20.6%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Twillingate Island</td>
<td>39.6%</td>
<td>14.7%</td>
<td>4.8%</td>
<td>33.3%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Hamilton Sound</td>
<td>55.0%</td>
<td>12.9%</td>
<td>4.3%</td>
<td>25.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Straight Shore</td>
<td>50.3%</td>
<td>13.7%</td>
<td>4.0%</td>
<td>28.0%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Fogo and Change Islands</td>
<td>53.5%</td>
<td>13.1%</td>
<td>6.9%</td>
<td>22.3%</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census, Statistics Canada, Custom Tabulations; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.
3.8 Future Labour Supply

The trends described in previous sections of this report point to significant labour supply pressures in the future, including potential labour shortages.

Figure 36 shows changing population trends among younger individuals (15-24 years), a primary source for new labour market entrants, and older individuals (55-64 years) who are within the average retirement age.

These trends show that during the early 1990s there were approximately two new potential labour market entrants for every potential retiree. This ratio has rapidly decreased and when looking at projected changes in the region’s population over the next 15 years, there will be a complete reversal in the ratio of potential new entrants to potential retirees. It is projected that there will only be one new labour market entrant for every two potential retirees by 2021.

These trends are evident throughout most other regions of the province, except in Labrador where population growth among Aboriginal populations is slowing overall population decline for the region. While these projections do not reflect the actual demand for, or availability of labour in the future, they do give a clear indication that there will be significant labour supply pressures, especially related to the replacement of positions as people retire from the labour market.

Furthermore, these population projections are based upon assumptions about the future environment at a specific point in time. A significant change in the migration assumptions could alter the projections. For example, as labour demands grow in other jurisdictions and regions, competitive pressures could dramatically increase and prompt further decreases in the available labour supply. Or, if new, unanticipated project developments arise, there could be significant increases in the demand for new workers, outside of those needed to replace retirees.
3.9 Those Not in the Labour Force and Under-Represented Groups

As labour supply pressures increase, it will be essential to maximize all available workers in the labour market to help meet future labour demands. However, a significant proportion of the working population do not participate in the labour market and many other groups are under-represented, or they do not participate to their full potential.

Oftentimes these groups face barriers that prevent them from fully participating, especially among Employment Insurance and Income Support recipients, women, persons with disabilities, newcomers to the province, Aboriginal populations, youth and older workers.

Strategies to help address these barriers will be required to help ensure these individuals have opportunity to benefit from emerging opportunities and that employers have access to the supply of workers they need.

The remainder of this section provides a brief overview of those not in the labour force and these under-represented or marginalized groups.

Not in the Labour Force

People who choose not to work or who are not able to work are not counted as being in the labour force. These may include retirees, students and discouraged workers who have stopped looking for work in the belief that no jobs are available.

According to the Labour Force Survey (LFS), in 2005, 41 per cent (or 177,200 people) of the working age population (15+ years) in the province were not in the labour force. Within this population:

- 43 per cent were men and 57 per cent were women;
- 20 per cent were aged 55 to 64 years (A large share of this population was likely retired);
- 18 per cent were between the ages of 15 and 24. However, many of these younger people would likely have been students;
- 27 per cent (or 48,200 people) were between the ages of 25 and 54, the prime working age population; and
- 51 per cent had less than a high school education; 23 per cent had completed high school or some post-secondary education; 21 per cent had a post-secondary certificate or diploma; and only 5 per cent had a university degree.

In 2005, almost 46 per cent (44,100 people) of the working age population in the Labour Force Survey’s Notre Dame-Central Bonavista Bay region were not in the labour force compared to 41 per cent for the province overall.61
Employment Insurance Beneficiaries

As shown in Figure 37, in 2005 the distribution of Employment Insurance (E.I.) recipients throughout the province generally reflects the overall distribution of the total population.

The highest proportion of E.I. recipients is found in the Avalon Peninsula (33 per cent) where the largest share of the provincial population resides.

The incidence of E.I. recipients in the province is strongly influenced by the highly seasonal economy. This is clearly evident in Figure 38 which shows the proportion of E.I. recipients within each region. The proportion of E.I. recipients within the Avalon Peninsula region in 2005 was only 13.5 per cent, the lowest in the province.

This is consistent with trends in full-year and part-year work; there are more full-year workers in the Avalon Peninsula, and the St. John’s CMA in particular, relative to the rest of the province.

Data Source(s): Newfoundland and Labrador Statistics Agency, Department of Finance; Human Resources and Skills Development Canada.
As shown in Figure 39, the number of people receiving Employment Insurance in the region has fallen since the early 1990s, to stand at around 12,620 in 2005. This trend is consistent throughout the province. While the average benefits (adjusted for inflation) paid to E.I. recipients declined in the early 1990s, they have levelled off and have shown a modest upward trend since about 2000.

Figure 40 shows that the largest proportion of E.I. recipients were in the Gander Area which includes Gander, the largest community in the region.
Income Support Recipients

As shown in Figure 41, the distribution of people receiving Income Support throughout all regions in the province generally reflects the overall distribution of the population. The highest proportion of Income Support recipients is found in the Avalon Peninsula region (45.8 per cent).

For the most part, in 2005, the incidence of people receiving Income Support within all the regions was fairly consistent. (Figure 42) There was a slightly lower incidence of Income Support recipients within the St. Anthony-Port au Choix region and a slightly higher incidence in the Stephenville-Port aux Basques region. However, the number of Income Support recipients has declined in all regions of the province since the mid-1990s.
Figure 43 shows the decline in the number of Income Support recipients in the Gander-New-Wes-Valley region.

Within the region, the largest proportion of Income Support recipients was located in the Gander Area which includes Gander, the largest community in the region. (Figure 44)

![Income Support Recipients, Gander-New-Wes-Valley, Region, 1991 to 2005](image)

![Distribution of Income Support Recipients Within Gander-New-Wes-Valley Region, 2004](image)
Labour Market Indicators for Women

As discussed in an earlier section of this report, participation, employment and income levels among women have been improving.

However, women still lag men on a number of labour market indicators. These gaps are more evident in the region where labour market indicators for women tend to be lower than for women in the province overall.

Table 7 shows that in 2000, the average employment income for women in the province was 37 per cent lower than the income of men whereas in the Gander-New-Wes-Valley region, the average employment income for women was 40 per cent lower than the income of men.

Employment rates and participation rates were also lower for women compared to men for both the province and the region.

In 2001, over 70 per cent of women in the province were working in one of teaching, health, office and related or sales and service occupations; 69.3 per cent of women in the Gander-New-Wes-Valley region worked in these occupations.64

The most significant occupational differences between men and women were observed in the trades, transport and equipment operators and related occupations; women accounted for only 1.8 per cent and 2.8 per cent of the labour force in these occupations at the provincial and regional level compared to 29.4 per cent and 33.4 per cent of men.

<table>
<thead>
<tr>
<th>Labour Market Indicator</th>
<th>Population in Gander-New-Wes-Valley Region</th>
<th>Population in Province</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Females</td>
<td>Males</td>
</tr>
<tr>
<td>Total Population</td>
<td>24,140</td>
<td>23,995</td>
</tr>
<tr>
<td>Labour Force Status (Pop. 15+)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>7,240</td>
<td>7,930</td>
</tr>
<tr>
<td>Participation rate (%)</td>
<td>47.1%</td>
<td>59.4%</td>
</tr>
<tr>
<td>Employment rate (%)</td>
<td>35.7%</td>
<td>39.8%</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
<td>24.4%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Average employment income $ (2000)</td>
<td>14,978</td>
<td>24,924</td>
</tr>
<tr>
<td>Distribution of Workers by Occupation (2001)</td>
<td>9,565</td>
<td>11,825</td>
</tr>
<tr>
<td>Management occupations</td>
<td>6.2%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Business, finance &amp; administration occupations</td>
<td>15.6%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Natural &amp; applied sciences &amp; related occupations</td>
<td>1.1%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Health occupations</td>
<td>8.2%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Social science, education, government service &amp; religion</td>
<td>6.9%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Occupations in art, culture, recreation &amp; sport</td>
<td>1.5%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Sales &amp; service occupations</td>
<td>40.6%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Trades, transport &amp; equipment operators &amp; related</td>
<td>2.8%</td>
<td>33.4%</td>
</tr>
<tr>
<td>Occupations unique to primary industry</td>
<td>3.4%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Occupations unique to processing, manufacturing &amp; utilities</td>
<td>9.1%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Occupation - Not applicable</td>
<td>4.5%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Highest Level of Education (Pop. 15+)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Than High School</td>
<td>52.1%</td>
<td>51.4%</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>11.9%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Some Post-Secondary</td>
<td>7.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Post-Secondary Certificate or Diploma</td>
<td>23.7%</td>
<td>27.0%</td>
</tr>
<tr>
<td>University Degree</td>
<td>5.3%</td>
<td>5.8%</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census Profiles, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment. See Endnote 65
Labour Market Indicators and Trends: Gander-New-Wes-Valley Region

Indicators and Trends in the Labour Supply

Labour Market Indicators for Persons With Disabilities

In 2001, the proportion of persons with disabilities in the population ranged from 8 to 14 per cent throughout all regions of the province.

Participation and employment rates for this population are significantly lower than the total population, in both the region and the province. These outcomes most likely reflect multiple barriers encountered by persons with disabilities in the labour market.

Table 8 indicates that in 2001, persons with disabilities were more likely to work in sales and service occupations in the province. Within the region, there was also a considerable concentration working in occupations in trades, transport and equipment operation.

Furthermore, education levels among this group were significantly lower than the total population, both within the province and the region.

---

**Table 8: Selected Indicators for Persons With Disabilities, 2001**

<table>
<thead>
<tr>
<th>Labour Market Indicator</th>
<th>Population in Gander-New-Wes-Valley Region</th>
<th>Population in Province</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Persons with Disabilities</td>
<td>Total Population</td>
</tr>
<tr>
<td><strong>Total Population</strong></td>
<td>6,260</td>
<td>48,135</td>
</tr>
<tr>
<td><strong>Labour Force Status (Pop. 15+)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>915</td>
<td>15,170</td>
</tr>
<tr>
<td>Participation rate (%)</td>
<td>20.6%</td>
<td>53.2%</td>
</tr>
<tr>
<td>Employment rate (%)</td>
<td>15.1%</td>
<td>37.7%</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
<td>26.0%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Average employment income $ (2000)</td>
<td>16,950</td>
<td>20,436</td>
</tr>
<tr>
<td><strong>Distribution of Workers by Occupation (2001)</strong></td>
<td>1,235</td>
<td>21,390</td>
</tr>
<tr>
<td>Management occupations</td>
<td>10.1%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Business, finance &amp; administration occupations</td>
<td>10.1%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Natural &amp; applied sciences &amp; related occupations</td>
<td>3.2%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Health occupations</td>
<td>2.4%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Social science, education, government service &amp; religion</td>
<td>5.7%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Occupations in art, culture, recreation &amp; sport</td>
<td>0.8%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Sales &amp; service occupations</td>
<td>26.3%</td>
<td>25.7%</td>
</tr>
<tr>
<td>Trades, transport &amp; equipment operators &amp; related</td>
<td>23.1%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Occupations unique to primary industry</td>
<td>9.3%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Occupations unique to processing, manufacturing &amp; utilities</td>
<td>6.9%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Occupation - Not applicable</td>
<td>7.3%</td>
<td>3.5%</td>
</tr>
<tr>
<td><strong>Highest Level of Education (Pop. 15+)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Than High School</td>
<td>67.6%</td>
<td>51.7%</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>8.1%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Some Post-Secondary</td>
<td>3.8%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Post-Secondary Certificate or Diploma</td>
<td>17.9%</td>
<td>25.3%</td>
</tr>
<tr>
<td>University Degree</td>
<td>2.5%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census Profiles, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment. See Endnote 66
Labour Market Indicators for Immigrants

Immigrants represent only a small proportion of the population in the province and the region. However, demographic and labour market characteristics among the immigrant population in Newfoundland and Labrador differ significantly from the general population.

For example, immigrants in the province tend to be older. In 2001 there were relatively fewer 15 to 24 year olds and more 55 to 64 year olds among the immigrant population than in the total population, at both the regional and provincial levels.

Employment rates and income levels were also significantly higher among immigrants while unemployment rates tended to be lower. These outcomes were better at the provincial level relative to the region.

Overall, within the province, there was a much higher concentration of immigrants in social sciences and education; health; management; natural and applied sciences and related occupations, and significantly fewer immigrants in trades; sales and service; primary occupations; and occupations related to processing and manufacturing.

Education levels among the immigrant population in the region and the province were also significantly higher than the total population.

Despite these outcomes, immigrants continue to face barriers to employment which may influence their decisions to leave the province and seek work opportunities elsewhere.

Note that for all indicators, the small number of immigrants reported for the region limits the reliability of the data. Therefore, caution should be used in interpreting these results.

### Table 9: Selected Indicators for Immigrants, 2001

<table>
<thead>
<tr>
<th>Labour Market Indicator</th>
<th>Population in Gander-New-Wes-Valley Region</th>
<th>Population in Province</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Labour Market Indicator</strong></td>
<td>Immigrants</td>
<td>Total Population</td>
</tr>
<tr>
<td>Total Population</td>
<td>500</td>
<td>48,135</td>
</tr>
<tr>
<td>15-24 Years</td>
<td>4.0%</td>
<td>12.9%</td>
</tr>
<tr>
<td>55-64 Years</td>
<td>21.2%</td>
<td>11.4%</td>
</tr>
<tr>
<td><strong>Labour Force Status (Pop. 15+)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>225</td>
<td>15,170</td>
</tr>
<tr>
<td>Participation rate (%)</td>
<td>60.2%</td>
<td>53.2%</td>
</tr>
<tr>
<td>Employment rate (%)</td>
<td>48.4%</td>
<td>37.7%</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
<td>21.4%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Average employment income $ (2000)</td>
<td>34,792</td>
<td>20,436</td>
</tr>
<tr>
<td><strong>Distribution of Workers by Occupation (2001)</strong></td>
<td>280</td>
<td>21,390</td>
</tr>
<tr>
<td>Management occupations</td>
<td>7.1%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Business, finance &amp; administration occupations</td>
<td>7.1%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Natural &amp; applied sciences &amp; related occupations</td>
<td>5.4%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Health occupations</td>
<td>8.9%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Social science, education, government service &amp; religion</td>
<td>7.1%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Occupations in art, culture, recreation &amp; sport</td>
<td>0.0%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Sales &amp; service occupations</td>
<td>25.0%</td>
<td>25.7%</td>
</tr>
<tr>
<td>Trades, transport &amp; equipment operators &amp; related</td>
<td>17.9%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Occupations unique to primary industry</td>
<td>3.6%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Occupations unique to processing, manufacturing &amp; utilities</td>
<td>3.6%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Occupation – Not applicable</td>
<td>0.0%</td>
<td>3.5%</td>
</tr>
<tr>
<td><strong>Highest Level of Education (Pop. 15+)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Than High School</td>
<td>24.2%</td>
<td>51.7%</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>2.2%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Some Post-Secondary</td>
<td>11.0%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Post-Secondary Certificate or Diploma</td>
<td>37.4%</td>
<td>25.3%</td>
</tr>
<tr>
<td>University Degree</td>
<td>17.6%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census Profiles, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment. See Endnote 67
Indicators and Trends in the Labour Supply

Table 10: Selected Indicators for Aboriginal Populations, 2001

<table>
<thead>
<tr>
<th>Labour Market Indicator</th>
<th>Population in Gander-New-Wes-Valley Region</th>
<th>Population in Province</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Aboriginal Population</td>
<td>Total Population</td>
</tr>
<tr>
<td><strong>Total Population</strong></td>
<td>725</td>
<td>48,135</td>
</tr>
<tr>
<td>15-24 Years</td>
<td>19.7%</td>
<td>12.9%</td>
</tr>
<tr>
<td>55-64 Years</td>
<td>6.8%</td>
<td>11.4%</td>
</tr>
<tr>
<td><strong>Labour Force Status (Pop. 15+)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>180</td>
<td>15,170</td>
</tr>
<tr>
<td>Participation rate (%)</td>
<td>61.7%</td>
<td>53.2%</td>
</tr>
<tr>
<td>Employment rate (%)</td>
<td>33.6%</td>
<td>37.7%</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
<td>48.5%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Average employment income $ (2000)</td>
<td>13,450</td>
<td>20,436</td>
</tr>
<tr>
<td><strong>Distribution of Workers by Occupation (2001)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management occupations</td>
<td>3.0%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Business, finance &amp; administration occupations</td>
<td>13.6%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Natural &amp; applied sciences &amp; related occupations</td>
<td>0.0%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Health occupations</td>
<td>0.0%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Social science, education, government service &amp; religion</td>
<td>6.1%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Occupations in art, culture, recreation &amp; sport</td>
<td>0.0%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Sales &amp; service occupations</td>
<td>30.3%</td>
<td>25.7%</td>
</tr>
<tr>
<td>Trades, transport &amp; equipment operators &amp; related</td>
<td>16.7%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Occupations unique to primary industry</td>
<td>10.6%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Occupations unique to processing, manufacturing &amp; utilities</td>
<td>7.6%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Occupation - Not applicable</td>
<td>9.1%</td>
<td>3.5%</td>
</tr>
<tr>
<td><strong>Highest Level of Education (Pop. 15+)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Than High School</td>
<td>48.6%</td>
<td>51.7%</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>3.7%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Some Post-Secondary</td>
<td>12.1%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Post-Secondary Certificate or Diploma</td>
<td>37.4%</td>
<td>25.3%</td>
</tr>
<tr>
<td>University Degree</td>
<td>1.9%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

Labour Market Indicators for Aboriginal Populations

According to the Census, in 2001 there were 18,775 Aboriginal persons in the province representing 3.7 per cent of the population.

The Aboriginal population was distributed throughout many regions of the province; however, the largest concentration was identified in Labrador where over 50 per cent of the Aboriginal population resided. The Gander-New-Wes-Valley region accounted for only 3.9 per cent of the total Aboriginal population in the province in 2001.

Higher fertility rates and a younger age profile among Aboriginal populations indicate that this group will be an important source to meet labour demands in the future.

However, levels of educational attainment among the Aboriginal population are lower than for the province as a whole, a factor that may limit the ability of individuals in this population to take full advantage of labour market opportunities.

Several labour market outcomes reflect the impact of these and other barriers. For example, employment rates and average employment income among the Aboriginal population tend to be lower than the total population.

At the provincial level, the distribution of Aboriginal people in various occupations is fairly consistent with the total population.

Note that for all indicators, the small number of Aboriginal people reported for the region limits the reliability of the data. Therefore, caution should be used in interpreting these results.

Data Source(s): 2001 Census Profiles, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment. See Endnote 68
Labour Market Indicators and Trends in the Labour Supply

Labour Market Indicators for Youth

According to the 2001 Census, participation and employment rates for youth (18-29 years) were higher compared to the total population in the province. However, this largely reflects the timing of the Census in the month of May when many students enter the labour market for summer jobs.

Employment income levels were much lower for this age group than for the total population, in both the region and the province as a whole.

In 2001, there was a significantly higher proportion of youth in sales and service occupations than in the total population and fewer in management occupations.

Given the projected decline in the number of youth available to enter the labour market, the sales and service occupations are likely to experience significant labour supply challenges in the future.

Education levels among youth were also significantly higher than the total population, at the regional and provincial level. However, compared to the youth education levels for the province, education levels among this population in the region were relatively lower.

<table>
<thead>
<tr>
<th>Table 11: Selected Indicators for Youth (18-29 Years), 2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labour Market Indicator</td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>Total Population</td>
</tr>
<tr>
<td>Labour Force Status (Pop. 15+)</td>
</tr>
<tr>
<td>Employed</td>
</tr>
<tr>
<td>Participation rate (%)</td>
</tr>
<tr>
<td>Employment rate (%)</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
</tr>
<tr>
<td>Average employment income $ (2000)</td>
</tr>
<tr>
<td>Distribution of Workers by Occupation (2001)</td>
</tr>
<tr>
<td>Management occupations</td>
</tr>
<tr>
<td>Business, finance &amp; administration occupations</td>
</tr>
<tr>
<td>Natural &amp; applied sciences &amp; related occupations</td>
</tr>
<tr>
<td>Health occupations</td>
</tr>
<tr>
<td>Social science, education, government service &amp; religion</td>
</tr>
<tr>
<td>Occupations in art, culture, recreation &amp; sport</td>
</tr>
<tr>
<td>Sales &amp; service occupations</td>
</tr>
<tr>
<td>Trades, transport &amp; equipment operators &amp; related</td>
</tr>
<tr>
<td>Occupations unique to primary industry</td>
</tr>
<tr>
<td>Occupations unique to processing, manufacturing &amp; utilities</td>
</tr>
<tr>
<td>Occupation - Not applicable</td>
</tr>
<tr>
<td>Highest Level of Education</td>
</tr>
<tr>
<td>Less Than High School</td>
</tr>
<tr>
<td>High School Diploma</td>
</tr>
<tr>
<td>Some Post-Secondary</td>
</tr>
<tr>
<td>Post-Secondary Certificate or Diploma</td>
</tr>
<tr>
<td>University Degree</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census Profiles, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment. See Endnote 69
Indicators and Trends in the Labour Supply

Labour Market Indicators for Older Workers

In 2001, participation and employment rates for older persons (45+ years) were lower compared to the total population. However, the unemployment rate for older persons was slightly lower as well.

This reflects, in part, the large proportion of older persons who have left the labour market for retirement and no longer participate.

Older workers also had higher average employment incomes, in both the province and the region.

Generally, the occupational distribution among older workers is similar to the total population; however there appears to be slightly fewer older workers in sales and service occupations and slightly more in management occupations.

Education levels among older workers were also lower than the total population and compared to the province, education levels among this group at the regional level tend to be lower.

Table 12: Selected Indicators for Older Workers (45+ Years), 2001

<table>
<thead>
<tr>
<th>Labour Market Indicator</th>
<th>Population in Gander-New-Wes-Valley Region</th>
<th>Population in Province</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>20,075</td>
<td>48,135</td>
</tr>
<tr>
<td><strong>Labour Force Status (Pop. 15+)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>5,700</td>
<td>15,170</td>
</tr>
<tr>
<td>Participation rate (%)</td>
<td>39.0%</td>
<td>53.2%</td>
</tr>
<tr>
<td>Employment rate (%)</td>
<td>28.4%</td>
<td>37.7%</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
<td>27.1%</td>
<td>29.1%</td>
</tr>
<tr>
<td>Average employment income $ (2000)</td>
<td>23,968</td>
<td>20,436</td>
</tr>
<tr>
<td><strong>Distribution of Workers by Occupation (2001)</strong></td>
<td>7,820</td>
<td>21,390</td>
</tr>
<tr>
<td>Management occupations</td>
<td>10.1%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Business, finance &amp; administration occupations</td>
<td>10.5%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Natural &amp; applied sciences &amp; related occupations</td>
<td>3.6%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Health occupations</td>
<td>4.3%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Social science, education, government service &amp; religion</td>
<td>5.9%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Occupations in art, culture, recreation &amp; sport</td>
<td>1.0%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Sales &amp; service occupations</td>
<td>23.8%</td>
<td>25.7%</td>
</tr>
<tr>
<td>Trades, transport &amp; equipment operators &amp; related</td>
<td>20.2%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Occupations unique to primary industry</td>
<td>9.5%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Occupations unique to processing, manufacturing &amp; utilities</td>
<td>8.2%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Occupation - Not applicable</td>
<td>2.9%</td>
<td>3.5%</td>
</tr>
<tr>
<td><strong>Highest Level of Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Than High School</td>
<td>63.5%</td>
<td>51.7%</td>
</tr>
<tr>
<td>High School Diploma</td>
<td>8.2%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Some Post-Secondary</td>
<td>3.3%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Post-Secondary Certificate or Diploma</td>
<td>20.2%</td>
<td>25.3%</td>
</tr>
<tr>
<td>University Degree</td>
<td>4.8%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census Profiles, Statistics Canada; Data Presentation/Analysis: Department of Human Resources, Labour and Employment. See Endnote 70
4.0 INDICATORS AND TRENDS IN LABOUR DEMAND

Employers need the labour services of workers to help them produce their goods or services. The amount and type of labour services they need is referred to as labour demand. Labour demand can be measured in several ways including the actual number of workers required or in terms of time (e.g., the numbers of hours worked). There are also qualitative aspects of labour demand such as the skills required for certain jobs or the nature of work within certain occupations and industries.

In today’s environment, employers throughout the province and the rest of Canada are being challenged by trends such as globalization, trade liberalization, advancing technologies and industrial restructuring. As discussed in the preceding section, employers are also facing significant challenges as a result of changing demographics and a declining supply of workers, challenges that will likely escalate in the future as the competition for labour increases.

These challenges are reflected in changing labour demand. Access to highly-skilled workers with creativity, critical thinking and problem-solving skills is quickly becoming the primary source of competitive advantage among firms. These workers are critical to help firms increase their capacity to innovate and anticipate and quickly adapt to diverse and shifting demands in the global marketplace. However, globalization is also contributing to increasing labour and financial mobility. As a result, the demand for low-skilled labour is declining in many advanced economies; the reduction of trade barriers mean firms can now access an inexpensive, lower-skilled labour supply virtually anywhere in the world. In contrast, firms from all areas of the world are competing for a limited pool of mobile and highly-skilled workers.

Advancing technologies have also changed labour demand. For example, in some cases, technology has lowered the number of workers required, or changed the way work is carried out, to produce goods. At the same time, skills demands have increased to help ensure that workers can use the technology.

Individuals and organizations need to understand the nature of these changing labour demands to help them better identify and respond to emerging opportunities and challenges. This section of the report includes an overview of key trends and indicators for:

- Industry Employment
- Occupational Employment
- Demand for Education
- Firm Size
- Public and Private Sector Employment
- Unionized Employees
4.1 Industry Employment

The industries people work in can provide a good indicator of the drivers in the local economy and the occupations people are most likely to work in.

Industry growth (and decline) can help point to occupations where job opportunities may arise or, conversely, where there is likely to be a surplus of jobs and higher levels of unemployment.

Industry employment trends outside of a region can help point to occupations that are likely to be in higher demand elsewhere and likely to pose competitive challenges for accessing workers in the future.

Distribution of Employment by Industry

As shown in Figures 45, 46 and 47, the diversity of industries where people worked in 2000 in the Gander-New-Wes-Valley region was similar to the province and Canada.

However, there was a slightly higher concentration of employment in the goods-producing industries (29.4 per cent) than for the province (26.4 per cent) and Canada as a whole (24.8 per cent).

The top five industries for employment in the region were retail trade, health and social services, manufacturing, construction, and fishing and trapping. In total, these industries accounted for about 54 per cent of all workers in the region. For the most part, these industries were also among the top industries for employment in the province and Canada with the exception of the fishing and trapping industry. Furthermore, the top five industries in the province and Canada accounted for a slightly lower overall proportion of employment (NL: 52 per cent; Canada: 52 per cent).
Labour Market Indicators and Trends in the Gander-New-Wes-Valley Region

Indicators and Trends in Labour Demand

Distribution of Employment by Industry, NL, 2000

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>NL, 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOODS PRODUCING INDUSTRIES</td>
<td>26.4%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>10.2%</td>
</tr>
<tr>
<td>Construction</td>
<td>6.8%</td>
</tr>
<tr>
<td>Fishing and trapping</td>
<td>5.5%</td>
</tr>
<tr>
<td>Mining (including milling), quarrying and oil well</td>
<td>2.1%</td>
</tr>
<tr>
<td>Logging and forestry</td>
<td>1.0%</td>
</tr>
<tr>
<td>Agricultural and related service</td>
<td>0.8%</td>
</tr>
<tr>
<td>SERVICES PRODUCING INDUSTRIES</td>
<td>73.6%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>12.9%</td>
</tr>
<tr>
<td>Health and social service</td>
<td>12.7%</td>
</tr>
<tr>
<td>Government service</td>
<td>8.2%</td>
</tr>
<tr>
<td>Educational service</td>
<td>7.9%</td>
</tr>
<tr>
<td>Other service</td>
<td>6.8%</td>
</tr>
<tr>
<td>Accommodation, food and beverage service</td>
<td>6.2%</td>
</tr>
<tr>
<td>Transportation and storage</td>
<td>4.6%</td>
</tr>
<tr>
<td>Business service</td>
<td>4.6%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>3.9%</td>
</tr>
<tr>
<td>Communication and other utility</td>
<td>3.0%</td>
</tr>
<tr>
<td>Finance and insurance</td>
<td>1.7%</td>
</tr>
<tr>
<td>Real estate operator and insurance agent</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census, Statistics Canada, Custom Tabulations.

See Endnote 72

Distribution of Employment by Industry, Canada, 2000

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>Canada, 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOODS PRODUCING INDUSTRIES</td>
<td>24.8%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>14.1%</td>
</tr>
<tr>
<td>Construction</td>
<td>5.8%</td>
</tr>
<tr>
<td>Agriculture and related service</td>
<td>2.7%</td>
</tr>
<tr>
<td>Fishing and trapping</td>
<td>1.1%</td>
</tr>
<tr>
<td>Logging and forestry</td>
<td>0.6%</td>
</tr>
<tr>
<td>SERVICES PRODUCING INDUSTRIES</td>
<td>75.2%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>12.0%</td>
</tr>
<tr>
<td>Health and social service</td>
<td>10.2%</td>
</tr>
<tr>
<td>Business service</td>
<td>8.3%</td>
</tr>
<tr>
<td>Other service</td>
<td>7.3%</td>
</tr>
<tr>
<td>Educational service</td>
<td>7.1%</td>
</tr>
<tr>
<td>Accommodation, food and beverage service</td>
<td>6.9%</td>
</tr>
<tr>
<td>Government service</td>
<td>5.7%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>5.2%</td>
</tr>
<tr>
<td>Transportation and storage</td>
<td>4.2%</td>
</tr>
<tr>
<td>Finance and insurance</td>
<td>3.7%</td>
</tr>
<tr>
<td>Communication and other utility</td>
<td>3.0%</td>
</tr>
<tr>
<td>Real estate operator and insurance agent</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Data Source(s): 2001 Census, Statistics Canada, Custom Tabulations.

See Endnote 73
Employment Growth by Industry

Overall employment growth is a key indicator of a healthy economy. Unfortunately, it does not describe what industries are having the most impact upon employment growth or where employment opportunities may be declining.

Figure 48 demonstrates that between 1995 and 2000, employment growth in the region occurred in the transportation and storage, health and social services, wholesale trade, construction, finance and insurance, business services, real estate operators and insurance agents, mining (including milling), quarrying and oil well, and accommodation, food and beverage service industries.

During the 1995 to 2000 period, employment grew in both the health industries and the business service industries in all regions.

Industry growth also occurred among these and other industries at the provincial and national levels. These trends indicate that labour demands are similar among jurisdictions. Therefore, the competition for workers in these industries may increase in the future.

Between 1995 and 2000, the greatest declines at the regional level were in the government service industries (-572 workers or -28.1 per cent), other service industries (-324 workers or -18.7 per cent), manufacturing (-320 workers or -10.4 per cent), and logging and forestry (-295 or -55.7 per cent). A decline in these industries was also evident at the provincial level, with the exception of 4.7 per cent growth in manufacturing. At the national level, other service industries grew by 3.8 per cent and manufacturing grew by 9.2 per cent in this period.
4.2 Employment by Occupation

As shown in Figures 49, 50 and 51, the diversity of occupations in the Gander-New-Wes-Valley region is comparable to the province and the country.

However, as observed in the industry employment trends, there is a relatively higher concentration of employment in certain occupational groups.

In 2000, 69 per cent of workers in the region were employed in the top four occupational categories (sales and services, trades, transport and equipment operators, primary and office and related occupations).

Comparatively, the top occupational categories in the province and Canada were in sales and services, office and related occupations, trades, transport and equipment operators and a general category referred to as all other occupations.

Data Source(s): 2001 Census, Statistics Canada, Custom Tabulations; Newfoundland and Labrador Statistics Agency, Department of Finance.

See Endnote 75
The province did have a higher proportion of workers in the primary occupations (8 per cent) than the country (4 per cent). However, this was still lower than the proportion of those workers in the region (11 per cent) in 2000.

Within the region, the distribution of workers by occupation also differs between rural and urban areas. For example, relative to the rest of the region, the Town of Gander has many more of its workers employed in office and related occupations, health, management, sales and service, education, and other occupations.

The proportion of workers in these occupational groups is similar to employment distribution patterns in Canada as a whole.

As shown in Figure 52, the occupations that experienced the strongest growth in the region between 1995 and 2000 included: other office and related; labourers; other education; equipment operators; and other health.
The greatest absolute declines in occupational employment were observed among retail salespersons, clerks and cashiers; jobs in protective services; loggers; clerical occupations; and elementary and high school teachers. (Figure 53)

4.3 Employment and Education

Higher levels of educational attainment tend to lead to better labour market outcomes. Workers in the Gander-New-Wes-Valley region were generally better educated in 2000 than they were in 1990; more workers had a post-secondary education diploma, certificate or degree while fewer workers had high school or less as their highest level of education.

Data Source(s): 1996 and 2001 Census, Statistics Canada, Custom Tabulations; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment. See Endnote 79

Data Source(s): 1991 and 2001 Census, Statistics Canada, Custom Tabulations; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment. See Endnote 80
These trends indicate that there are increasing employment opportunities for those with higher levels of education and a decreasing demand for lower-skilled workers, consistent with trends observed throughout the province and the country.

4.4 Firms

The majority of employers in the province produce goods and services for the local population. As a result, the distribution of firms throughout the regions is very similar to the overall distribution of the population. This has changed very little since 1998.

As shown in Figure 55, 9.5 per cent of firms in the province were located in the Gander-New-Wes-Valley region in 2004. Almost half of the firms (48 per cent) in the province were in the Avalon Peninsula region.

Data Source(s): Business Register, Statistics Canada; Newfoundland and Labrador Statistics Agency, Department of Finance.
The size of a firm can provide a relatively good indicator of the resources available to an employer to pay for employee wages and benefits or that can be allocated or invested in various functions and activities, such as human resource planning and workplace training.

As shown in Figure 56, the majority of firms (60.1 per cent) in the province are small, employing one to four individuals, similar to Canada. In the Gander-New-Wes-Valley region the share of small firms is marginally higher than in the province.

4.5 Other Considerations for Labour Demand

Public and Private Sector Employment

Figure 57 shows that in 2005, 30 per cent of all employees in the province worked in the public sector. This represents one of the highest proportions in the country, just behind Saskatchewan and Prince Edward Island.
Between 1997 and 2005, most of the employment growth in the province was in the private sector (increased by 22.6 per cent) while employment in the public sector generally held its own.

These indicators point to improving economic and labour market conditions in the province.

**Unionization**

The proportion of unionized employees is usually a measure of labour market outcomes for workers. As shown in Figure 58, more employees in the province have union coverage than in Canada overall.

Wages among these workers tend to be higher than non-unionized employees; in 2005, unionized employees in the province received an average weekly wage of $782 compared to $517 among non-unionized employees.

**Figure 58**

Proportion of Unionized Employees, Canada and NL, 1997 to 2005

Data Source(s): Labour Force Survey, Statistics Canada.
5.0 LABOUR MARKET OUTCOMES

Labour market outcomes for individuals such as employment, participation and unemployment levels tend to be key measures of the overall health and performance of labour markets. These and other outcome indicators, including the duration of work, employment income and wages are explored in this section of the report.

Generally, it is observed that labour market outcomes have been improving for individuals throughout all regions of the province in recent years. While gaps still remain when these outcomes are compared to the province (and the province is compared to Canada overall), in many cases there is evidence that the gaps are closing.

Within the province, reported labour market outcomes are strongly influenced by a number of factors including a relatively stronger dependency on seasonal industries, especially in rural areas. It is important to understand the impacts of these factors to help address existing gaps, improve outcomes for individuals and support employers in responding to critical labour supply pressures that are emerging.

5.1 Employment

There are several different sources of labour market information that collect data related to employment and work in the province. They indicate that employment has increased in the province since the late 1990s. However, each of these sources collect different types of employment-related information and for different purposes. Given the current environment and growing concerns about the future availability of workers, it is critical to consider these sources together to fully understand peoples’ labour market activities in the province and at the regional and community level.

The most widely recognized measure of employment is Statistics Canada’s Labour Force Survey (LFS), a monthly survey which provides a timely indicator of how many people are employed each month. An average of these monthly estimates is calculated to determine how many people were employed on an average monthly basis throughout the year. Thus, the LFS produces estimates of full-time equivalent positions, and can be viewed as one measure of the quantity of labour demanded in the economy each year.

The LFS is a timely and valuable tool for guiding policy development and is extremely important to help understand the economy and what is happening at a macroeconomic level in provincial labour markets. While the LFS produces data for four economic regions in the province, data for smaller regions and communities is not available due to the small survey size used in the province. Taxfiler Administrative records are another source of employment data that can be used in conjunction with the LFS to better understand employment trends in the province. These records capture the number of people who claim employment income throughout the year. Thus, the data can be used to estimate the number of different people who are employed at some point during the year. This source of information is timely considering that annual data is available up to the last taxation year. Taxfiler data is also highly reliable at the regional level.
Figure 59 is interesting in that it compares employment trends according to the Labour Force Survey and taxfiler data. Together, these sources provide highly valuable insights about the nature and complexity of employment in the province.

All regions in the province experienced a difficult period throughout the early to mid 1990s, largely driven by a North American recession and the collapse of the groundfishery. However, since 1996, employment has increased throughout the province.

The LFS data show that average monthly employment levels in the province have increased since 1996 to reach 214,300 (person-years) in 2004, above 1990 levels. The taxfiler data also shows that the number of different people with employment income has increased since 1996 to reach 270,580 in 2004, however, levels remain below those reported in 1990. The taxfiler data indicate that there is a much higher number of people employed at some point during the year than on an average monthly basis.

At first, these findings may seem confusing. However, they make more sense when considering the highly seasonal nature of employment in many industries in the province. The taxfiler data show that there are a greater number of different people employed over the course of a year than on an average monthly basis mainly due to the high percentage of part-year workers in the province, especially in rural areas.

The employment increases observed since 1996 are a result of an increase in the number of different people working as well as the fact that people are working longer during the year. As people work longer during the year there may be increases in the number of people employed each month, which drives up the average monthly employment. However, this does not mean that there is an increase in the total number of different people employed at some point during the year. Higher average monthly employment may in fact be achieved with the same number (or even fewer) people working for longer periods.

The impacts of these trends are further discussed in Section 5.4 relating to trends in the average duration of employment (average weeks worked) in the province.
As shown in Figures 60 and 61, trends in the number of people with employment income at the regional level parallel trends observed at the provincial level. The number of taxfilers with employment income in the Gander-New-Wes-Valley region dropped from a high of 27,390 in 1990 to 24,070 in 1997. Since that time, the region had been undergoing growth and restructuring and employment has been increasing. However, the number of taxfilers in 2004 (at 24,820) was still lower than in 1990.
Labour Market Outcomes

Figure 62 shows that in 2004, the proportion of people reporting employment income (15+ years) in the region was 60.3 per cent compared to 62.9 per cent in the province and 68.4 per cent in Canada.84

Between 1996 and 2004, the proportion of those reporting employment income in the region increased somewhat slower than the other two jurisdictions (by 4.6 percentage points compared to 6.6 in the province and 6.7 for Canada).

There are also differences in employment patterns within the region. For example, the proportion of people with employment income in the Town of Gander (68.0 per cent) was more closely aligned with figures observed in Canada than in the rest of the region and the province.

The Gambo Area reported the lowest incidence of employment income among its population at 53.0 per cent.85

Proportion of People with Employment Income (15+ Years), NL, Gander-New-Wes-Valley Region and Local Areas, 2004

Data Source(s): Canada Revenue Agency Summary Information and Small Area and Administrative Data Division, Statistics Canada; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 86

84
85
5.2 Participation

The participation rate measures the percentage of people in the population (generally 15+ years) who participate in the labour market either by working or looking for work. High or increasing participation rates reflect optimism about the availability of jobs and confidence in the economy.

Average annual participation rates in the province have generally been increasing since 1976. This is consistent throughout all regions of the province and in the rest of Canada.

The Gander-New-Wes-Valley region is reflected in the Notre Dame-Central Bonavista Bay region shown in Figure 63. Although participation rates are lower in the region relative to the province and Canada as a whole, they have been increasing at a somewhat faster rate in the region.

5.3 Unemployment

As shown in Figure 64, average annual unemployment rates have been decreasing in Canada, the province and the region.

The Gander-New-Wes-Valley region is reflected in the Notre Dame-Central Bonavista Bay region which also shows that unemployment rates in the region are higher than the province and Canada as a whole.

These unemployment rates reflect the highly seasonal nature of work in the province and shorter work periods during the year, as opposed to a relatively higher proportion of people who are unemployed all year long. This is further discussed in the next section on part-year work.
5.4 Part-Year Work

Newfoundland and Labrador has the highest proportion of part-year workers in the country.

In 2000, only 47.7 per cent of workers in the province worked for the full-year compared with 63.5 per cent of workers in Canada as a whole.\(^\text{68}\)

This is largely due to a strong dependency upon seasonal industries in the province, especially in rural areas (non-CA/CMA) where only 34 per cent of workers were employed in full-year jobs in 2000.

As shown in Figure 65, 37.6 per cent of workers in the Gander-New-Wes-Valley region were employed in full-year jobs in 2000.

However, there are significant differences within the region. The highest incidence of full-year workers in the region was in the Gander Area (61.4 per cent). This area includes the Town of Gander. In contrast, only 18.1 per cent of workers were employed in full-year jobs in the Straight Shore Area.

The reliance on shorter duration, part-year, seasonal jobs is decreasing and people are working for longer periods during the year. This trend is evident in all regions of the province.

As shown in Figure 66, the proportion of part-year workers who were employed for 15 weeks or more in the Gander-New-Wes-Valley region increased between 1995 and 2000.

The greatest increases were in both the proportion of workers who were employed for 15 to 20 weeks and 21 to 48 weeks during the year. In contrast, the proportion of workers who were employed for 14 weeks or less declined.

There are several implications associated with these trends. First, and perhaps most significantly, within the province there are likely more people working throughout the year than is generally perceived. As discussed in Section 5.1, the Labour Force Survey is the most common and timely source of employment data. However, the annual average employment levels reported from the LFS reflect an average of those employed each month during the year.

In a highly seasonal economy characterized by a high proportion of part-year workers, it is likely that there are months during the year when employment and unemployment fluctuate above and below the annual average levels that are reported in the LFS. This can create a misleading impression of the actual number of people who work or who are available for work, as well as the surpluses or shortages of labour.
The high proportion of part-year workers also points to the potential for people to work longer during the year to help meet future labour demands. However, many of these workers will still be required to work in the seasonal industries where they are currently employed. This will be particularly true in the future as the relatively older workforce in these industries retires and leaves the labour market.

Furthermore, many of these workers live in rural areas where the workforce is older, and education levels tend to be lower than the province as a whole. These workers will require significant supports if they choose to transition into new occupations associated with growth industries in the future.
5.5 Income, Wages and Non-Wage Benefits

Trends in relative income and wage levels reflect changes in the demand for workers and the standard of living for individuals in the labour market.

Average Employment Income

Average employment income has been increasing throughout all regions of the province and Canada. However, average income levels tend to be lower in the regions than at the provincial level, and the average employment income for the province is lower than for Canada as a whole.

In 2004, only the Labrador and Avalon Peninsula regions had average employment incomes above the provincial level.

Growth in the average employment income for the Gander-New-Wes-Valley region and the province is shown in Figure 67.

Data Source(s): Canada Revenue Agency Summary Information and Small Area and Administrative Data Division, Statistics Canada; Consumer Price Index, Statistics Canada; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 91
In 2004, the average real employment income in the Gander-New-Wes-Valley region was approximately 20 per cent below the provincial average.\(^92\)

As shown in Figure 68, within the region there were a couple of areas where the average employment income among workers exceeded the regional average in 2004. These included the Gander Area (which includes Gander) and the Lewisporte Area.\(^93\) In the case of Gander Area, the average income also exceeded the provincial average.

There were also areas in the region where the average employment income fell below the regional average, such as the New World Island and Greenspond areas among others.

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Data Source(s): Canada Revenue Agency Summary Information and Small Area and Administrative Data Division, Statistics Canada; Newfoundland and Labrador Statistics Agency, Department of Finance; Data Presentation/Analysis: Department of Human Resources, Labour and Employment.

See Endnote 94
Labour Market Outcomes

Wages

The Gander-New-Wes-Valley region is located within the Labour Force Survey’s Notre Dame-Central Bonavista Bay region. As shown in Figures 69 and 70, average weekly wages have been increasing in the province and the region since 1997.

While increases are still evident when these wages are adjusted for inflation (i.e., real), they are not as large.

In 2005, the average weekly wages in the Notre Dame-Central Bonavista Bay region were slightly lower than other Labour Force Survey regions in the province. (Figure 71)

Wage gaps between men and women are also a concern. In 2005, male employees in the province earned an average wage of $723 per week while females earned $508, a gap of 42 per cent.

This gap has narrowed somewhat since 1997, when men’s average weekly wages were approximately 54 per cent higher than women’s.


See Endnote 95
Non-Wage Benefits

Non-wage benefits are an important source of compensation for employees. In the provincial economy, where wages are relatively lower than high wage economies like Alberta, the availability of non-wage benefits could impact the attraction and retention of workers.

However, early results from a provincial wage rate survey indicate that many small firms in the province do not offer non-wage benefits to their employees.

As shown in Figure 72, for those firms that do offer benefits, health benefits are the most common benefits offered and employee training is one of the least common benefits. The data also point to a potentially large proportion of workers without pension benefits.

**Average Weekly Wages, NL and Economic Regions, 2005**

- St. John’s CMA: $638
- Economic Region 1030: West Coast - Northern Peninsula - Labrador: $636
- Economic Region 1010: Avalon Peninsula: $629
- Newfoundland and Labrador: $616
- Economic Region 1020: South Coast - Burin Peninsula: $584
- Economic Region 1040: Notre Dame - Central Bonavista Bay: $568

**Percentage of Firms by Type of Non-Wage Benefit Offered to Permanent Employees, NL, 2004**

- Medical or health: 64.2%
- Dental: 39.8%
- Life and/or disability insurance: 35.3%
- Employee discounts: 17.9%
- Pension plan (not CPP): 14.5%
- Group RRSP: 13.9%
- Flexible working hours: 9.4%
- Job related education/training: 6.6%

Data Source(s): Preliminary Results, Newfoundland and Labrador Wage Rate Survey, Newfoundland and Labrador Statistics Agency, Department of Finance; Special Tabulations by Bristol Group.

See Endnote 98
Labour Market Outcomes

Occupations and Wages

Figures 73 and 74 show average weekly wage rates for occupations in the province that fall above and below the provincial average wage rate. People that work in occupations that require higher levels of education, that are in high demand, or are growing, tend to earn more, such as those who work in management occupations, health occupations and the skilled trades.

Figure 73: Occupations with Average Weekly Wage Rates Above Provincial Average, NL, 2005

- Management occupations: $977
- Teachers and professors: $946
- Natural and applied sciences and related occupations: $945
- Professional occupations in health, nurse supervisors and registered nurses: $934
- Professional occupations in business and finance: $875
- Occupations in social science, education, government service and religion: $866
- Contractors and supervisors in trades and transportation: $837
- Other trades occupations: $769
- Occupations unique to primary industry: $741
- Occupations in social science, government service and religion: $738
- Transport and equipment operators: $729
- Health occupations: $720
- Occupation in protective services: $711
- Construction trades: $711
- Trades, transport and equipment operators and related occupations: $711
- Wholesale, technical, insurance, real estate sales specialists, and retail, wholesale and

Figures 73 and 74 show average weekly wage rates for occupations in the province that fall above and below the provincial average wage rate. People that work in occupations that require higher levels of education, that are in high demand, or are growing, tend to earn more, such as those who work in management occupations, health occupations and the skilled trades.

Figure 74: Occupations with Average Weekly Wage Rates Below Provincial Average, NL, 2005

- Provincial average: $616
- Machine operators and assemblers in manufacturing, including supervisors: $598
- Financial, secretarial and administrative occupations: $575
- Technical, assisting and related occupations in health: $568
- Occupations unique to processing, manufacturing and utilities: $546
- Business, finance and administrative occupations: $545
- Occupations in art, culture, recreation and sport: $517
- Trades helpers, construction, and transportation labourers and related occupations: $501
- Clerical occupations, including supervisors: $492
- Labourer in processing, manufacturing and utilities: $455
- Sales and service occupations: $354
- Chefs and cooks, and occupations in food and beverage service, including supervisors: $338
- Sales and service occupations n.e.c., including occupations in travel and tourism: $327
- Retail salespersons, sales clerks, cashiers, including retail trade supervisors: $305
- Childcare and home support workers: $257

Data Source(s): Labour Force Survey, Statistics Canada.
See Endnote 99

In contrast, people working in occupations that require lower skill levels or that are in decline tend to earn less than the provincial average wage. Some of the growth that has occurred in these lower wage occupations may reflect changes in the minimum wage legislation.

Data Source(s): Labour Force Survey, Statistics Canada.
See Endnote 100
6.0 NEXT STEPS

The information presented throughout this report is intended to help address labour market information gaps at the regional level and to help individuals and organizations better understand the labour market trends and dynamics that are impacting the Gander-New-Wes-Valley region. This information can help people in making more informed labour market decisions to help improve employment outcomes, increase competitiveness among employers and support overall social and economic development in the region and the province.

The report is also intended to serve as a reference tool for individuals and organizations in providing a solid baseline of detailed, regional information that can assist people in monitoring a wide variety of labour market indicators in the future and developing strategies to address emerging challenges and opportunities.

Many of the findings in this report demonstrate that labour market conditions in the province have been improving, especially since 1997. However, there are a number of inter-related factors influencing current labour market trends. These point to significant implications and needs for the future, including the potential for skill and labour shortages, the need to increase education and skill levels among the workforce, and the need to increase participation and address barriers among under-represented groups in the labour market.

Despite the wealth of information included in the report, it is recognized that labour market information gaps still exist and that individuals and organizations will need ready access to this information on an on-going basis. The Department of Human Resources, Labour and Employment is currently undertaking a number of initiatives with business, labour and other government partners that will help address these gaps and increase access to information. Some of the key activities that will be carried out as part of these initiatives include:

- Launching a one-stop labour market and career information portal for the province. The site will be an information tool to support research, career development, and human resource planning and monitoring labour market trends;
- Expanding a toll-free phone labour market and career information hot-line to provide individualized assistance to individuals and organizations who need help in finding and interpreting labour market and career information;
- Developing and implementing a provincial labour market information campaign to help raise awareness about opportunities in the province as well as the resources and supports available to individuals and organizations;
- Developing tailored labour market and career information products for specific groups, including students, parents, job seekers and employers;
- Developing a provincial occupational supply and demand forecasting model;
- Providing training on how to use labour market and career information for career practitioners, guidance counsellors, parents, community planners and others in all regions of the province; and
- Developing a job vacancy monitor to help identify and monitor occupations that are hard-to-fill.
The Labour Market Sub-Committee of the Strategic Partnership Initiative is a high level partnership between business, labour and government to advance labour market development in Newfoundland and Labrador. The committee is a key partner in the Strengthening Partnerships in the Labour Market Initiative. Further information about the committee is available at: www.labourmarketcommittee.ca.

During the 2003 to 2004 period, HRLE carried out several major labour market research initiatives in partnership with business, labour and government. The results of this research are summarized in four background reports including: Understanding the Labour Market Landscape in Newfoundland and Labrador: A Baseline Report; A Consultation on Future Demand for Labour in the Private Sector in Newfoundland and Labrador; A Consultation on Labour Market Issues in Newfoundland and Labrador; and Doing What Works: Barriers to Participation in the Labour Market. These reports are available at: www.hrle.gov.nl.ca/hrle/publications/list.htm.

The province’s nine Rural Secretariat regions are the main geographic areas described in the regional labour market reports. Selected data is also presented for the province, Canada, standard Census geographies, Labour Force Survey regions and smaller local areas within the regions. Details and maps for the various geographic areas used in the reports are provided in Appendix A. Further information about the Rural Secretariat regions may be found at: www.gov.nl.ca/rural.

This report is available at: www.hrle.gov.nl.ca/hrle/publications/list.htm.

In Fall 2005, HRLE held regional labour market information workshops throughout the province to share new labour market information about trends in the regions and to provide stakeholders with an opportunity to validate the findings. The summary report reflects stakeholders’ perspectives put forward in these workshops.

Further information about the provincial labour market symposium may be found at: www.labourmarketcommittee.ca.

Appendix B provides an overview of the information sources used in this report.

The indicators and trends presented in this report build upon information developed for Understanding the Labour Market Landscape in Newfoundland and Labrador: A Baseline Report (HRLE, NLSA, MUN, 2004). The baseline report provides a comprehensive overview of key labour market indicators for the province, including indicators for rural and urban areas. The report is available at www.hrle.gov.nl.ca/hrle/publications/list.htm.

See Appendix A for a map of the Rural Secretariat regions.

For further information on the Labour Force Survey please see Appendix B.

The definition of community used for this analysis is contained in Appendix A.

(1) The definition of community used for this analysis is contained in Appendix A. (2) The data does not reflect individuals living in areas outside the community definition. These people represent about 0.3 per cent of the population. (3) 2004 is the latest year that population estimates for all the communities is available. (4) See cautionary note on population estimates in Section 1.4 this report.

Within regional labour markets, indicators for urban areas tend to be more closely aligned to provincial and national figures. Throughout this report, the largest community in the region was selected to demonstrate this trend. However, data for other large communities in the region also reflect similar trends. These data are available upon request.

All data referenced in the remainder of this section refer to Table 2.

Employed in this instance refers to all taxfilers who claimed employment income.

(1) The working age population as a percentage of the total population for the communities listed in the table is based on 2005 data. (2) The definition of community used in this table varies slightly depending on the indicator reported. Readers should contact HRLE if they require further information.
20. Comparable labour force data from the Labour Force Survey (LFS) is not available for the Rural Secretariat regions. However, it is available for four economic regions in the province from 1987 onwards. The LFS region that captures the largest proportion of people in the Rural Secretariat region is presented throughout this report for 2005 indicators. See Appendix A for a map of the Labour Force Survey regions.

21. Regional LFS data by gender is not available.

22. See Endnote 20.

23. Most labour market indicators are based upon the communities where people live. This can create a misleading picture of the actual number of workers available (or not available) in a particular area as well as an inaccurate picture of current economic conditions. Assume, for example, that 40 per cent of workers in Clarenville actually commute from smaller, surrounding communities. Given that current employment measures are based on a worker’s place of residence, reported employment in these smaller communities may actually be overestimated. On the other hand, employment in Clarenville may be significantly underestimated. Furthermore, the readily available supply of labour for Clarenville may also be significantly larger than perceived if the labour force in surrounding communities is taken into account. The available employment opportunities for individuals in these smaller communities may also be greater if opportunities within the larger workflow area are considered. These considerations will become more critical in future as labour supply pressures increase.

24. (1) This data is based on reported “usual place of work” from the Census. It excludes those with no fixed workplace address. (2) Workers at the mine sites in Labrador West are counted as living and working in the same community.

25. (1) The data reflects the average distance travelled for people that live and work in different communities, and does not include people that live and work in the same community. (2) The data is based on reported “usual place of work” from the Census. It excludes those with no fixed workplace address. (3) Workers at the mine sites in Labrador West are counted as living and working in the same community. (4) Distance reflects the mileage that would be travelled one way, and does not include a round trip to work and back home each day.

26. (1) The community population figures contained in the table are non-official trend estimates prepared by the Demography Division, Statistics Canada. These estimates are not based on components of population growth (i.e., births, deaths, and migration) as are the official Statistics Canada estimates for provinces. (2) The latest annual population estimates available for Canada, the province and the Rural Secretariat regions are July 1, 2006. However, the latest detailed community data available was 2004. Numbers for 2004 are based on estimates developed by the Newfoundland and Labrador Statistics Agency, Department of Finance, from an earlier population release. As a result, population figures for individual communities should be used with caution, and are subject to revision.

27. See cautionary note on population estimates in Section 1.4 of this report.

28. See Endnote 27.

29. (1) The medium assumption scenario was used for the population projections to 2021. See Appendix B for further information on the Newfoundland and Labrador Population Projections. (2) See cautionary note on population estimates in Section 1.4.

30. See Endnote 27.

31. See Endnote 29.

32. Data is in Census Year (e.g., July 1, 2005 to June 30, 2006).


34. (1) Figures include net interprovincial migration, net international migration and residual deviation. (2) Data is in Census Year (e.g., July 1, 2005 to June 30, 2006).


36. (1) Figures do not include international migration. (2) Data is in Census Year (e.g., July 1, 2005 to June 30, 2006).

37. See Endnote 36.

38. See Endnote 33.
39. The Gander-New-Wes-Valley region is reflected in the Central, Bonavista/Trinity and Notre Dame Bay Census Divisions. See Appendix A for a map of Census Divisions within the province.

40. (1) Data is in Census Year (e.g., July 1, 2003 to June 30, 2004). (2) Avalon Peninsula (non-CMA) refers to the Avalon Peninsula Census Division, excluding the St. John’s CMA.

41. (1) This data does not include individuals that moved outside the country between 1996 and 2001. (2) For analysis purposes, this table uses custom geographies (e.g., CA) and not communities and, as a result, may somewhat understate the number of people that actually moved to a new community during the 1996 to 2001 period. This is because the figures do not reflect people that moved to a new community within the same custom geography displayed. For example, people moving to a new community located within the same CMA or CA (e.g., Mount Pearl to St. John’s, Botwood to Grand Falls-Windsor, Wabush to Labrador City, etc.) are not reflected in the figures.

42. See Endnote 36.

43. See Endnote 36.

44. See Endnote 36.

45. (1) Data reflects education levels reported at the time of the 1991, 1996 and 2001 Censuses. (2) The figures reflect people that moved in the five years preceding the Census. For example, in the 2001 data, the migrants would have left the province between May 15, 1996 and May 15, 2001. (3) This data does not reflect Canadians living outside Canada at the time of the Census.

46. See Endnote 45.

47. See Endnote 45.

48. The top occupational group shown is “All other occupations”. This category includes an aggregation of many different occupations where employment is too low to list the occupations individually.

49. (1) Data reflects occupations reported at the time of the 2001 Census. Custom occupational categories are used based on the 1991 Standard Occupational Classification (SOC). (2) Figures reflect out-migrants that had at least 1 week of work in 2000. (3) The out-migrant figures include people that moved from the province in the five years preceding the Census (i.e., migrants who have moved from the province between May 15, 1996 and May 15, 2001).

50. Immigrant is defined as a person who is, or has ever been, a landed immigrant in Canada.

51. See Endnote 27.

52. See Endnote 27.

53. The term “baby boomer” refers to the individuals born during the post-Second World War industrial boom (those born between 1946 and 1966). The youth cohorts for 1991 (i.e., those between the ages of 0 and 19 years) would be children of the boomers.

54. See Endnote 29.

55. Data includes those who worked at least one week in 1990 and 2000.

56. See Endnote 33.

57. “Less Than High School” education means that the person does not have a high school graduation certificate.

58. See Appendix A for a map of local areas within the region.

59. Local areas are based on Census Consolidated Subdivisions. See Appendix A for a map of the local areas.

60. See Endnote 29.

61. This LFS region captures all of the population in the Gander-New-Wes-Valley Rural Secretariat region. Statistics Canada’s Labour Force Survey does not report labour force indicators for the province’s Rural Secretariat regions. However, it does capture data for other geographic regions in the province. See Appendix A for a map of the Labour Force Survey regions in the province.

62. Local areas are based on Newfoundland and Labrador Statistics Agency definitions that use postal code and Census Consolidated Subdivisions.

63. See Endnote 62.

64. The occupational categories in this statement have been drawn from a more detailed occupational listing than shown in Table 7.

65. (1) Labour force status indicators are based on the reference week, 2001 Census. (2) Occupational data is experienced labour force from the Census. Occupational classification used is 2001 National Occupation Classification for Statistics (NOC-S). (3) Average employment income figures are for only those with employment income in 2000.
66. “Persons With Disabilities” includes people that reported in the Census having a physical condition or mental condition or health problem that reduced the amount or kind of activity that they could do either at home, at work or school, or otherwise such as leisure. Also see Endnote 65.

67. “Immigrant” is defined as a person who is, or has ever been, a landed immigrant in Canada. Also see Endnote 65.

68. “Aboriginal” refers to people who reported in the Census as identifying with at least one Aboriginal group, (i.e., North American Indian, Métis or Inuit, and/or those who reported being a Treaty Indian or Registered Indian as defined by the Indian Act of Canada and/or who were members of an Indian Band or First Nation). Also see Endnote 65.

69. See Endnote 65.

70. See Endnote 65.

71. (1) Employed is defined as those having worked at least 1 week and having employment income in the reference year. (2) Standard Industrial Classification 1980 (SIC) Codes used for industries. (3) While the “Communications and Other Utilities Industries” have been included under the Services Sector in this figure, Utilities Industries are often typically included in the Goods Sector when sufficient detail is available.

72. See Endnote 71.

73. See Endnote 71.

74. (1) Employed is defined as those having worked at least 1 week and having employment income in the reference year. (2) Standard Industrial Classification 1980 (SIC) Codes used for industries.

75. (1) Employed is defined as those having worked at least 1 week and having employment income in the reference year. (2) 1991 Standard Occupational Classification (SOC) used for custom occupational classification; 2 digit level.

76. See Endnote 75.

77. See Endnote 75.

78. See Endnote 75.

79. See Endnote 75.

80. Employment is defined as those with employment income in the reference year.

81. The number of firms with 500+ employees was suppressed for all regions except the Corner Brook-Rocky Harbour region and the Avalon Peninsula region to meet the confidentiality requirements of the Statistics Act. Figures may not add to totals due to residual categories and suppression.

82. Public and private sector information is not available at the regional level.

83. Public sector includes those who work for a local, provincial or federal government, for a government service or agency, a crown corporation, or a government funded establishment such as a school (including universities) or hospital.

84. For this purpose, employment is defined as taxfilers who claimed employment income.

85. See Endnote 58.

86. (1) Data is based on taxfilers with employment income. (2) The population figure used is taxfilers and dependents 15 years and over. (3) Local areas are based on Newfoundland and Labrador Statistics Agency definitions that use postal code and Census Consolidated Subdivisions.

87. See Appendix A for a map of areas covered in the provincial Labour Force Survey regions.

88. Full-year workers in this definition include those who worked for 49 weeks or more during the year.

89. Part-year work is defined as being between 1-48 weeks in the reference year. Full-year work lasts for 49 weeks or longer.

90. See Endnote 89.

91. (1) Figures include those having reported employment for the year. (2) Figures have been adjusted for inflation using the provincial Consumer Price Index.

92. Average employment incomes have been adjusted for inflation in this instance.

93. See Endnote 58.
94. (1) Figures include those having reported employment for the year. (2) Local areas are based on postal code and Census Consolidated Subdivisions.

95. (1) Wage data is for employees 15 years of age and over only. (2) Figures have been adjusted for inflation using the provincial Consumer Price Index.

96. See Endnote 95.

97. Wage data is for employees 15 years of age and over only.

98. (1) Data is only for Firms Offering Non-Wage Benefits. Percentages may exceed 100 per cent due to multiple responses. (2) These results are for 5,087 firms interviewed up to Fall 2005 and do not reflect all firms. (3) These were small firms only, employing 10 employees or less.

99. (1) Wage data is for employees 15 years of age and over only. (2) Occupations based on 2001 National Occupational Classification for Statistics (NOC-S). (3) Occupational categories are not mutually exclusive. For example, the teachers and professors category is a more detailed breakdown of occupations in social science, education, government service and religion.

100. See Endnote 99.
**Attrition:** Attrition occurs when job opportunities arise as a result of workers leaving the labour market (e.g. when workers resign or retire).

**Baby Boomers:** Baby Boomers are people born between 1946 and 1966. This was a 20-year period of higher than normal fertility and birth rates throughout the industrialized world. There are currently more people who are between 40 and 60 years of age than any other age group in the population.

**Basic Skills:** The abilities to read, write, speak in English, and to use mathematics at a level necessary to function at work and in society in general are considered basic skills. Basic skills, therefore, are minimum standards of literacy and numeracy.

**Birth Rate:** The birth rate is the number of babies born who live for every 1,000 people in the population.

**Census:** The Census is a count of everyone living in Canada including all Canadians and landed immigrants, as well as non-permanent residents such as those who hold Ministerial permits, student authorizations or employment authorizations or who claim refugee status. The Census is conducted by Statistics Canada once every five years. It gathers comprehensive information on the socio-economic characteristics of the population at the community level. There are many uses for the Census results such as preparation of population estimates, planning for services and infrastructure, and determining the economic and social status of the population. Canadian citizens who are temporarily working outside the Country, such as those living on a military base, attached to a diplomatic mission or aboard a merchant vessel of Canadian registry, at the time of the Census are also counted.

**Census Agglomeration (CA):** A census agglomeration (CA) is a small urban area with a population between 10,000 and 100,000 together with nearby urban and rural areas. The largest urban areas of a CA are also called “urban cores” while the nearby urban and rural areas are known as “urban and rural fringes”.

**Census Metropolitan Area (CMA):** A census metropolitan area (CMA) is a large urban area with a population of at least 100,000 people together with nearby urban and rural areas that have a high degree of social and economic dependence on this large urban centre. A city or town within a CMA or a CA is called an urban area. According to the Census, in Newfoundland and Labrador, urban areas include St. John’s, Grand Falls-Windsor, Gander, Corner Brook, and Labrador City.

**Compensation:** Compensation is the term used to encompass the entire range of wages and benefits that employees receive in return for their work. These benefits could be both current (e.g. health benefits) and deferred (e.g., pensions).

**Demographics:** Demographics are the characteristics of the population, such as population size, age distribution, births and deaths, geographic location and mobility (i.e., migration).

**Earnings:** Earnings are the income that workers receive in the form of wages, salaries and self-employment. Earnings exclude other forms of compensation such as retirement benefits, stock options or expense accounts.

**Economic Growth:** Economic growth is an increase in the total output of an economy over a period of time. When new resources are available to produce goods and services or when more goods and service are produced with existing resources, economic growth takes place. New resources could be a larger working age population, larger investments in infrastructure, the discovery of a natural resource, or machines used to help increase current worker productivity.
**Economic Self-Reliance Ratio:** The economic self-reliance ratio is the percentage of total income that comes from market sources (employment income, investment income, private pensions). When the self-reliance ratio is low, the dependence on transfer income (social assistance, employment insurance, old age security) is high.

**Economy:** Activities related to the production and distribution of goods and services in a particular geographic region is an economy.

**Educational Attainment:** Educational attainment is the highest level of formal schooling an individual has achieved, such as a diploma or degree, level of work towards a diploma or degree, graduation from high school or completion of a particular grade in school.

**Emerging Occupations:** Emerging occupations are new jobs that require knowledge, skills and abilities which are not defined by current occupational coding structures such as the National Occupational Classification System.

**Employed:** When people are employed, they either hold a paying job or work in their own business. An employer is the person or organization, such as a business, government or non-profit group that employs individuals to undertake the work of the organization in exchange for wages or a salary.

**Employment:** Employment is a measure of the quantity of hired labour working in the labour market. It can be measured in terms of the amount of work (e.g., person-years) or the number of workers.

**Employment Insurance (EI):** Employment Insurance (EI) is a federally managed program funded by employers and employees. It provides temporary financial assistance to unemployed Canadians while they look for work or upgrade their skills. Canadians who are sick, pregnant or caring for a newborn or adopted child, as well as those who must care for a family member who is seriously ill with a significant risk of death, may also be assisted by Employment Insurance. Persons must contribute to the plan and qualify under the rules. The EI program was previously named Unemployment Insurance (UI) program.

**Employment Rate:** The employment rate, sometimes referred to as the employment/population ratio, is a measure of the number of employed persons stated as a percentage of the population 15 years of age or older.

**Employment Trends:** Employment trends are observations about the characteristics of people who are working or looking for work over time.

**Expatriates:** Expatriates are individuals who have moved away from their native home. It is often used throughout this document to refer to Expatriate Newfoundlanders and Labradorians who consider the province to be their home but have moved to other provinces throughout Canada or to other destinations throughout the world.

**Fertility Rate:** The fertility rate is the average number of children that would be born to each woman if all women lived to the end of their childbearing age of 15-49 years. Within this age group, there are different fertility rates for different age groups, with the rate of women in the younger ages higher than the rate for the older women.

**Forecast:** A forecast is a labour market or economic prediction of what is likely to occur in the future. A forecast is specific and has a short timeframe. It is based on an analysis of available information to predict current trends and extends these into the future. Forecasts are based on a particular set of underlying assumptions and are therefore only as reliable as these assumptions. Short-term economic forecasts are predictions of macroeconomic indicators for the next 1-2 years.
Globalization: In economic terms, globalization is the process of greater market integration between nations and regional trading blocs. Globalization results in capital, labour, and goods and services being traded freely across national boundaries. Currently, labour mobility is limited since many legal and language barriers remain in place to slow this process.

Goods-Producing Sector: The goods-producing sector of the economy includes industries involved in the processing (transformation) of material or physical objects. These industries are often referred to as goods industries. This sector includes agriculture; fishing; forestry; mining; oil and gas extraction; utilities; construction; and manufacturing.

Hard-To-Fill Vacancies: Hard-to-fill vacancies are job vacancies that are particularly problematic for employers to fill, or that have been unfilled for a longer amount of time than expected. A vacancy can be hard-to-fill because there may not be enough applicants; applicants might not have the skills that employers seek; the job may offer unattractive wages, conditions and hours; or the employer may be in a remote rural area.

Highest Level of Education: Highest level of education refers to the highest grade or year of elementary or secondary (high) school attended, or the highest year of university or college education completed. University education is considered to be a higher level of schooling than college education.

Highly Skilled Occupations: Highly skilled occupations are those requiring a university degree as a qualification of employment.

Human Resource Management: Human resource management is the management policies and practices related to job training, recruitment and retention, benefits, and working conditions of employees in an establishment.

Immigrant: An immigrant is a person who was born in another country and who has been granted the right to live in Canada permanently by Canadian immigration authorities (landed immigrant).

Income Support: Income support refers to financial benefits individuals may receive to assist in meeting the daily living expenses. Income support programs are delivered by governments, such as the Income Support program of the Department of Human Resources, Labour and Employment (HRLE), Government of Newfoundland and Labrador.

Industry: An industry is the group of establishments that produce a common set of goods or services. For example, the retail trade industry includes all establishments that buy goods and resell them to the general public.

Knowledge-Based Economy: A knowledge-based economy is based on the development of information. It is dominated by specialized, sophisticated industries, such as computers, pharmaceuticals and consulting services.

Labour Demand: Labour demand is the quantity and quality of labour that employers require at given rates of compensation as part of the production of their goods and services.

Labour Force: Labour force is the number of people aged 15 years and older in the population who are either employed or unemployed. It does not include those who were unwilling or unable to work (e.g., persons in institutions, retirees, students).

Labour Force Survey: The Labour Force Survey (LFS) is a household survey carried out by Statistics Canada on a monthly basis. It provides information on major labour market trends such as shifts in employment across industrial sectors, hours worked, labour force participation and unemployment rates. The LFS is the only source of monthly estimates of employment including full-time and part-time employment, self-employment and unemployment.

Labour Market: Labour markets are where employees exchange their labour services with employers, who, in turn, pay for the services with wages or other forms of compensation. It is where employees earn a living and employers find the workers they need to help them produce their goods and services to compete in the economy.
Labour Market Information: Labour market information (LMI) is any information that can assist individuals and organizations with labour market decisions such as those related to careers, training, education, human resource planning, investments, and policy and program development. LMI can include data on employment, wages, standards, qualifications, job openings, working conditions and other factors related to the labour market.

Labour Supply: The labour supply is a measure of those who are working or are available and willing to work, and the amount of work that workers are willing to provide at the wage level offered by employers.

Marginal Labour Force Attachment: Marginalized workers generally include people who are not in the labour force but who may want to work, or those who currently work less than the general population and who want to work more.

Migration: Migration refers to the flow of people moving to and from a region. From a provincial perspective, there are three types of migration – international, interprovincial and intraprovincial migration. International migration refers to individuals moving between countries. Interprovincial migration refers to individuals moving between provinces. Intraprovincial migration refers to individuals moving to and from regions within a province.

National Occupational Classification (NOC) 2001: The National Occupational Classification system classifies occupations in the Canadian labour market. It is used to standardize occupational information in Canada. The NOC lists 520 occupational groups that are identified by a unique four-digit number. Over 25,000 occupational titles are included in these groups, from very general categories to more specific. All types of jobs are divided into nine different skill types with a separate grouping for management occupations. The NOC system also classifies jobs by four skill levels that correspond to the level of education required to perform the job.

Natural Population Growth: Natural population growth is the change in population. It is based on the net growth, which is the number of births minus the number of deaths. It does not include the impact of migration on population change.

New Entrants: New entrants are persons who are entering the labour force in search of their first job. This includes recent graduates from the formal post-secondary school system, recent immigrants, and people re-entering the labour force after a temporary withdrawal (e.g., child bearing or rearing, educational leave, discouragement).

Non-Wage Benefits: Non-wage benefits are an employer’s labour costs and compensation to workers that do not take the form of wages paid for time worked. Health care benefits, dental benefits, retirement pensions, and life insurance benefits are non-wage benefits.

North American Industry Classification System (NAICS): The North American Industry Classification System (NAICS) provides common definitions of industrial structure. NAICS ensures that industrial data is suitable for the analysis of production related issues such as industrial performance. NAICS replaced the 1980 Standard Industrial Classification (SIC). The classification is revised on a 5-year revision cycle to ensure that the classification continues to reflect the rapidly changing structure of the economy.

Not in the Labour Force: Persons not in the labour force are those who are unwilling or unable to offer their labour services under the conditions that exist in their labour markets. They are neither employed nor unemployed.

Occupation: An occupation is a collection of jobs or types of work which share similar skills and responsibilities. Employees that perform essentially the same tasks are in the same occupation, whether or not they work in the same industry.
**Participation Rate:** The participation rate is the number of people working or looking for work as a percent of the civilian non-institutional adult population (usually 15 years of age and over).

**Post-Secondary Education:** Post-secondary education is education beyond the secondary or high school level. It can be attained at universities, public colleges and private training institutions.

**Primary Industries:** Primary industries are associated with resource extraction (obtaining or using raw materials) including agriculture, fishing, forestry, oil and gas, and mining.

**Prime Working Age:** Prime working age persons are those in the population aged 25 to 54 years old.

**Private Sector Employment:** Private sector employment includes all for-profit businesses and their employees as well as self-employed individuals.

**Public Sector Employment:** Public sector employment includes employees in public administration at the federal, provincial and municipal levels, as well as Crown corporations, liquor control boards and other government institutions such as schools and universities, hospitals, and public libraries.

**Qualifications:** Qualifications are measures of an individual’s competence and proficiency in a specified area of activity. Qualifications are often used as conditions of entry to particular jobs, and sometimes as a proxy for measuring the broader concept of skills.

**Real Income:** Real income is income a person receives after it has been adjusted for inflation.

**Replacement Demand:** Replacement demand is the need of employers to hire new employees, usually to replace employees that permanently leave their jobs because they retire. Replacement demand may also arise due to employee resignations, migration between regions or occupations and death.

**Retirement:** Retirement occurs when an individual permanently leaves his or her job or the labour market, usually by the age of 65 in Newfoundland and Labrador.

**Rural:** Rural areas are defined by Census as those areas outside the commuting zone of a Census Agglomeration (CA) or Census Metropolitan Area (CMA). They include communities lying outside small towns, villages, and other populated places with a population of less than 1,000 people. They also include small towns with a population of 1,000 to 9,999 and with a population density of 400 inhabitants per square kilometer.

**Rural Secretariat Region:** A Rural Secretariat Region is an administrative area of Newfoundland and Labrador established by the provincial government. There are nine Rural Secretariat regions in the province.

**Seasonal Employment:** Seasonal employment occurs when people are employed for only particular seasons due to the nature of the work in a particular industry. Many resource-based industries such as the fishery and forestry are seasonal, largely due to climate.

**Secondary Sector:** The secondary sector is comprised of the industries that transform raw materials into goods. For example, manufacturing, construction, and utilities are secondary industries.

**Sector:** The term sector is often used to describe a grouping of industries or a grouping of occupations.
**Glossary**

**Self-Employed:** Self-employed workers do not work for an employer, they usually work for themselves in their own businesses or in professional practices.

**Services-Producing Sector (Service Industries):** The services-producing sector includes trades, transportation, communications, other public utilities, finance, insurance and real estate, community organizations, health care, education, police services, personal business services, and public administration.

**Shortage of Workers:** A shortage occurs in a market economy when the demand for workers for a particular occupation is greater than the supply of workers who are qualified, available, and willing to do that job.

**Skill:** A skill is the ability to perform tasks with a specified degree of proficiency. Skills requirements are the specific abilities, aptitudes and knowledge that are prerequisites needed to obtain employment in an occupational group.

**Skill Gaps:** A skill gap exists when workers are judged by their employer to not be fully proficient or when an employee feels that they require more skills to perform their jobs.

**Skill Shortages:** Skill shortages occur when there is a higher demand for workers with a specific skill type than what exists in the labour market.

**Soft Skills:** Soft skills are skills that employers look for in an employee in addition to technical skills and experience, which enhance the employee’s ability to undertake the work required. They are typically skills such as teamwork, communication, problem solving ability, leadership, and customer service. They can also include personal characteristics such as motivation, self-confidence, punctuality and career aspiration. Many occupations require soft skills, thus numerous training courses have units that include soft skill development and standards.

**Standard Industrial Classification for Companies and Enterprises, 1980 (SIC-C):** The Standard Industrial Classification for Companies and Enterprises is a system for classifying companies and enterprises by their activities. The SIC-C has been replaced by the North American Industry Classification System (NAICS).

**Tertiary Industries:** Tertiary industries are service industries such as retail, health, and finance.

**Tight Labour Market:** A tight labour market is one where the demand for labour (jobs and vacancies) is near or exceeds the supply of labour (employed plus unemployed seeking work).

**Under-Represented Groups:** Under-represented people are population groups with long-standing patterns of high unemployment, lower than average pay rates, and a higher than average concentration in low status jobs. They include groups such as women, aboriginal peoples, persons with disabilities, visible minorities, older workers, youth, and newcomers.

**Unemployed:** Unemployed is the state of being jobless and actively searching for work.

**Unemployment Level:** Unemployment level is a measure of those persons who are not currently employed, but who are actively seeking and willing to work at prevailing wages and working conditions in the labour market.

**Unemployment Rate:** The unemployment rate is a ratio of the number of people looking for work to the total number of people in the labour force (or those working and looking for work).

**Unions:** Workers are often members of unions. Unions protect and promote the interests and improve the well-being of their members on work-related issues; with particular emphasis on wages, working conditions and employment benefits.
**Urban:** A city or town within a census metropolitan area (CMA) or a census agglomeration (CA). According to the Census, in Newfoundland and Labrador, urban areas include St. John’s, Grand Falls-Windsor, Gander, Corner Brook, and Labrador City.

**Wage:** A wage is usually defined as the amount of money a worker earns on an hourly basis. It is the market price paid for a unit of labour.

**Working Age:** Working age persons are considered to be all people 15 years of age and older in the population.

**Workplace Training:** Workplace training is training undertaken by employees to assist them in acquiring specific skills they need to carry out their job duties. The training can be firm-specific (skills required only by a particular employer) or generic (applicable across most occupations or jobs). Workplace training can be provided by the employer, paid for by the individual or some combination of both. Workplace training can also be described as formal (when training occurs in a classroom-based setting or other structured format) or informal (when training occurs on the job).
Appendix A: Provincial Geographies

Throughout this regional labour market report demographic and labour market information is reported for various geographic areas. The main geographic regions used to prepare the reports were the nine Rural Secretariat regions throughout the province. However, in order to report on indicators for areas within each Rural Secretariat region several geographies are used including Local Areas developed by the Newfoundland and Labrador Statistics Agency and standard Census geographies such as Census Divisions (CDs), Census Consolidated Subdivisions (CCSs), and Census Subdivisions (CSDs).

In some circumstances, information for the Rural Secretariat regions was not available. In these cases data for Labour Force Survey economic regions has been reported where possible.

Rural Secretariat Regions

The Rural Secretariat established the Rural Secretariat regions in 2005. These regions divide the province into nine areas based on patterns of activity already existing in the province. Each region has two or three larger communities and a network of smaller communities. (See Map 1) The nine regions are:

- Labrador
- St. Anthony-Port au Choix
- Corner Brook-Rocky Harbour
- Stephenville-Port aux Basques
- Grand Falls-Windsor-Baie Verte- Harbour Breton
- Gander-New-Wes-Valley
- Clarenville-Bonavista
- Burin Peninsula
- Avalon Peninsula

Statistics Canada Census Geographies

Census data are distributed for a number of standard geographic areas. These areas are administrative or statistical. While census data is produced by many different geographies, the definitions below deal with the main ones used in this report or for general reporting. (Statistics Canada - Catalogue No. 92-378-XIE, 2001 Census Dictionary – Internet Version)

Census Subdivisions (CSDs)

This is a general term applied to municipalities or areas treated as municipal equivalents for statistical purposes (e.g. Indian reserves and unorganized areas). In Newfoundland and Labrador, there are approximately 381 CSDs, including 3 cities (C) - St. John’s, Mount Pearl and Corner Brook; 286 towns (T); 1 Indian Reserve (R) – Samiajj Miawpukek (Conne River); 1 Region (RG) – Fogo Island Region; and 90 CSDs which fall into the “Unorganized” (SUN) category.

Census Consolidated Subdivisions (CCSs)

The Census Consolidated Subdivision is a grouping of adjacent CSDs. There are 87 CCSs in Newfoundland and Labrador. CCSs are used throughout this report to show sub-regional breakdowns of labour market data within the Rural Secretariat regions. See also Local Areas in this section. (See Map 1)

Census Divisions (CDs)

This term is generally applied to a group of neighbouring municipalities joined together for the purposes of regional planning and managing common services. For example, a census division, may correspond to a county, or regional district. There are 10 CDs in Newfoundland and Labrador. (See Map 2)
**APPENDIX A: Provincial Geographies**

**Census Metropolitan Areas (CMAs) Census Agglomerations (CAs)**

A census metropolitan area (CMA) or a census agglomeration (CA) is formed by one or more adjacent municipalities centred on a large urban area. The census population count of the urban area must be at least 10,000 to form a CA and at least 100,000 to form a CMA. To be included in the CMA or CA, other adjacent municipalities must have a high degree of integration with the urban core, as measured by commuting flows derived from census place of work data. CMAs and CAs are generally considered to be urban areas, while non CMA/CA areas are considered to be rural areas.

There are 4 CAs (Gander, Grand Falls-Windsor, Corner Brook and Labrador City) and 1 CMA (St. John’s CMA) in Newfoundland and Labrador.

**Other Geographies**

**Labour Force Survey Economic Regions**

Data from Statistics Canada’s Labour Force Survey is available for four economic regions in the province. (See Map 3)

**Local Areas**

Local Area data is presented to show sub-regional breakdowns throughout the report. Local Areas are based on Census Consolidated Subdivisions and postal codes. The Newfoundland and Labrador Statistics Agency naming convention was used to label the Local Areas when presenting the data. (See Map 4)

**Community**

Generally, the definition of community used throughout this report is a city, town, village, Indian reserve or in some cases a cluster of five or more dwellings (i.e., a settlement) which is locally known by a specific name, but lacking legal limits or local government. To be defined a community, village, Indian reserve, or settlement must be inhabited at least six months of the year and have an estimated 1996 and 2001 Census population of at least ten residents. Where possible, a settlement not meeting these criteria can be included under a neighbouring community.

**Small Area Data Preparation**

One of the main objectives of the Strengthening Partnerships Initiative is to enhance the supply of regional labour market indicators available to stakeholders and to build capacity to produce indicators at “user defined” levels of geography throughout the province. In order to meet this objective, the Department of Human Resources, Labour and Employment partnered with the Social and Economic Spatial Analysis Unit of the Newfoundland and Labrador Statistics Agency, Department of Finance to produce small area data estimates. Using custom census data for 87 CCSs and approximately 100 CSDs, estimates of labour market indicators have been produced for approximately 600 communities throughout the province, spanning 25 years of economic activity (1981, 1986, 1991, 1996 and 2001 Censuses).
Map 1: Rural Secretariat Regions and Census Consolidated Subdivisions in Newfoundland and Labrador
Map 2: Census Divisions in Newfoundland and Labrador

Census Divisions
Newfoundland & Labrador

Legend
CD 01 Avalon Peninsula
CD 02 B urn Peninsula
CD 03 South Coast
CD 04 St. George’s
CD 05 Humber District
CD 06 Connaught
CD 07 Bonavista / Trinity
CD 08 Notre Dame Bay
CD 09 Northern Peninsula
CD 10 Labrador

Legend
CD 01 Avalon Peninsula
CD 02 B urn Peninsula
CD 03 South Coast
CD 04 St. George’s
CD 05 Humber District
CD 06 Connaught
CD 07 Bonavista / Trinity
CD 08 Notre Dame Bay
CD 09 Northern Peninsula
CD 10 Labrador
0 100 200
Kilometers
APPENDIX A: Provincial Geographies

Map 3: Labour Force Survey Economic Regions in Newfoundland and Labrador

LEGEND

1010 Labrador Peninsula
1020 South Coast - Burnt Peninsula
1030 West Coast - Northern Peninsula - Labrador
1040 Notre Dame - Central Bonavista Bay

Newfoundland & Labrador
APPENDIX A: Provincial Geographies

Map 4: Local Areas in Gander-New-Wes-Valley Region
Appendix B: Labour Market Information Sources

In order to ensure that only the most current, reliable and relevant information was included in this report it was necessary to draw upon a wide variety of existing and new sources. While there are many existing sources that provide labour market information for the province, there is no single source that collects and reports data for the range of indicators presented and very few that collect and report data on regional labour markets. Furthermore, there are limitations associated with each information source, such as the timeliness of the information available from the Census and the reliability of the regional information available from the Labour Force Survey.

All available sources were exhausted in the preparation of this report to help ensure the most recent and reliable information has been included. Due to the variety of sources used to help achieve this objective, there are differences in the time periods, regional boundaries and definitions described throughout the report.

The main information sources used in the report include:

*Customized Data*: Customized data from the Census (1991-2001) were the primary source of information used in this report as it is the most reliable source for detailed labour market information in Canada. Other data sources used include the Labour Force Survey (1990-2005), the Business Register (1998-2004), Taxfiler Data (1990-2004); and a combination of population data from Statistics Canada’s Demography Division and Newfoundland and Labrador Population Projections (to 2021) from the Department of Finance. When necessary, data were also used from existing research and other provincial government departments, including the Social and Economic Spatial Analysis Unit and Newfoundland and Labrador Statistics Agency (Department of Finance) and the Department of Human Resources, Labour and Employment.

*New Research*: HRLE has initiated new research to better understand the commuting patterns and characteristics of workers in the province who travel between communities for work. Preliminary information from this research, including new workflow maps, have been included within the report.

*Regional Labour Market Information Workshops*: HRLE conducted 12 regional labour market information workshops throughout the province in Fall 2005 as a key activity under the Strengthening Partnerships in the Labour Market Initiative. In total, over 250 people representing 130 different organizations participated in the workshops. The workshops provided a critical opportunity to share some of the labour market data used in the regional reports and seek the experience and expertise of those who live and work in the regions to help validate the findings. Feedback provided by participants during the workshops was also taken into account in the development of this report. A summary of participants’ feedback is provided in *What We Heard: A Summary of Regional Perspectives on Labour Market Trends in Newfoundland and Labrador* (HRLE, Summer 2006).

An Overview of Current Labour Market Information Sources

**Labour Force Survey**

The Labour Force Survey (LFS) is a monthly survey conducted by Statistics Canada. The LFS provides monthly estimates of employment and unemployment which are among the most timely and important indicators used to measure the performance of the Canadian economy for the purposes of managing growth, counter-cyclical, and anti-inflationary policies.

The LFS estimates are the first of the major monthly economic data series to be released. It is for this reason that it has become one of the most commonly used sources of labour market information. Estimates are produced for Canada, the provinces and sub-provincial regions, using a sample of the population.
In Newfoundland and Labrador, only 2,000 households are surveyed each month for the LFS. Due to this small sample size, data for sub-provincial labour markets or for more detailed analyses is not available or is not reliable.

**Canadian Census of the Population**

Statistics Canada conducts a census of the population every five years to provide a historical perspective on how communities change and how the country evolves over time. The most recent Census was conducted in May 2006.

The Census is designed to provide information about the demographic, social and economic characteristics of the Canadian population. The Census also provides this information for small geographic areas and for small population groups to support the activities of governments at all levels, as well as the activities of data users in the private sector.

The Census is one of the most reliable sources of labour market information in the country. The Census collects information about all residents in this province; however, a longer survey is administered to a sample of 20 per cent of the population to collect more detailed information about labour market activities and other selected topics. Relative to other surveys, the Census provides much more detailed regional occupational and industrial information and a broader scope of labour market indicators in general.

However, the Census is limited as a primary source for monitoring labour market activity because it is conducted only once every five years. There is also a considerable lag between when Census labour market data is collected and when it is available for analysis. For example, throughout these profiles, the 2001 Census was the source for the latest labour market data from the 2006 Census will not become available until 2008 at the earliest.

**Small Area Estimation: Newfoundland and Labrador Statistics Agency, Department of Finance**

One of the main objectives of the Strengthening Partnerships Initiative is to enhance the supply of regional labour market indicators available to stakeholders and to build capacity to produce indicators at “user defined” levels of geography throughout the province. In order to meet this objective, the Department of Human Resources, Labour and Employment partnered with the Social and Economic Spatial Analysis Unit of the Department of Finance to produce small area data estimates for communities from custom Census data tabulations. Using Census data for 87 CCSs and approximately 100 CSDs, estimates of labour market indicators have been produced for approximately 600 communities throughout the province, spanning 5 Censuses (1981, 1986, 1991, 1996 and 2001) and 25 years of economic activity.

**Statistics Canada Business Register**

The Business Register is a repository of information reflecting the Canadian business population and exists primarily for the purpose of supplying frames for all economic surveys in Statistics Canada. It also serves as a data source for the compilation of business demographic information (e.g., number of businesses, employment size). The major sources of information for the Business Register are updates from the Statistics Canada survey program and from Canada Revenue Agency’s (CRA) Business Number account files. Included in the Business Register are all Canadian businesses which have one or more establishments and meet at least one of the three following criteria: (1) have an employee workforce for which they submit payroll remittances to CRA; or (2) have a minimum of $30,000 in annual sales revenue; or (3) are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the past three years.
**Taxfiler Data**

From the income tax forms submitted each year by Canadians, the Small Area and Administrative Data Division of Statistics Canada produces a wealth of economic and demographic information for use by both the private and public sectors. Each year, the Division examines and processes over 22 million tax and other administrative records in an effort to offer clients the most reliable information possible. The data are highly accurate as they are a direct count from the tax file – not a sample. The file contains 100 per cent of all taxfilers and the data cover approximately 96 per cent of all Canadians.

Data are currently available from 1990 to 2004 and are updated on an annual basis in order to provide some of the timeliest sources of economic and demographic information available.

**Newfoundland and Labrador Population Projections**

The Economics and Statistics Branch in the Department of Finance prepares 15-year population projections for Newfoundland and Labrador on an annual basis. The current projections extend to 2021 and are available by 5-year age groups for the province and various sub-provincial regions.

The projections are prepared using data from the Demography Division of Statistics Canada and the Population Projection System known as POPPS, and are based on three economic/demographic scenarios with high, medium and low probabilities – the medium scenario has been used throughout this profile. The demographic assumptions for the medium scenario around fertility, mortality and migration are available on the following web site: [www.economics.gov.nl.ca](http://www.economics.gov.nl.ca).

Regional population projections were developed in conjunction with a series of regional consultations that commenced in April 2000. The consultations covered all economic and social regions/zones. Virtually all of the social sectors were represented and many of the economic sectors. Furthermore, all levels of government (federal, provincial and municipal) as well as youth were represented in the consultations.