Municipality of Shuniah

Situational Analysis 2017

McSWEENEY
inspiring economic sustainability

Situational Analysis
The Municipality of Shuniah

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A Snapshot of
THE MUNICIPALITY OF SHUNIAH

Location

Shuniah is a municipal township bordering the city of Thunder Bay, Ontario, Canada on the east and consists of the communities of Amethyst Harbour, Ancliff, Bowker, Loon, Mackenzie, Navilus, Pass Lake, Pearl, Silver Harbour and Wild Goose.

Serving today primarily as a rural bedroom community to Thunder Bay, Shuniah is also a popular cottaging locale with 40 kilometres of Lake Superior's northern shoreline.

MARKET ACCESS

60km	Thunder Bay
642km	Sault Ste. Marie
743km	Winnipeg
1338km	Toronto
1400km	Ottawa

POPULATION

2,923*

ONTARIO POPULATION
14,125,923

*2017 estimate

DEMOGRAPHICS

CENSUS POPULATION

- 2017: 2,923*
- 2016: 2,798
- 2011: 2,737
- 2006: 2,913
- 2001: 2,466

MEDIAN & AVERAGE AGE

55 — ONTARIO MEDIAN AGE IS 42

50 — ONTARIO AVERAGE AGE IS 42

AGE PROFILE

- 9% 0-14
- 62% 15-64
- 28% 65+
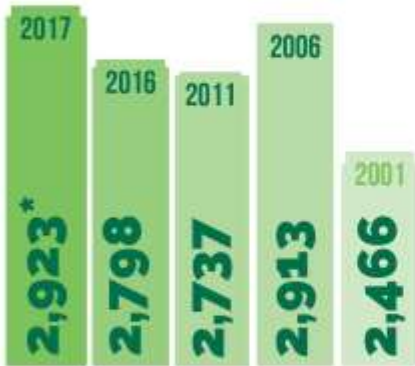
POPULATION BY GENDER

- 49%
- 51%
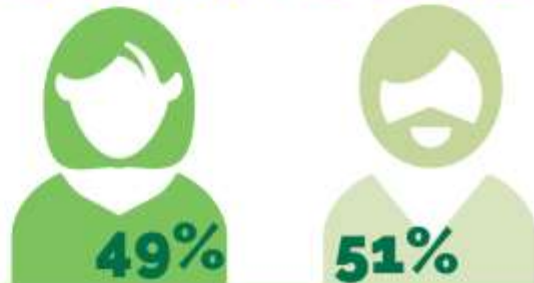
5% 1 Year Mobility
Residents that had moved within the previous year

29% 5 Year Mobility
Residents that had moved within the previous 5 years

HIGHEST EDUCATION LEVEL

19% Secondary

68% Post-Secondary

LANGUAGE

- salut — 8% Bilingual
- 0.2% French
- hello — 92% English

All data sourced from Manifold SuperDemographics unless otherwise specified.

LABOUR FORCE

MEDIAN TOTAL INDIVIDUAL INCOME
51,457

AVERAGE TOTAL INDIVIDUAL INCOME
57,513

ONTARIO MEDIAN INCOME
34,243

ONTARIO AVERAGE INCOME
49,938

PARTICIPATION
ONTARIO 65.9%
66%

EMPLOYMENT
ONTARIO 61.3%
63%

UNEMPLOYMENT
ONTARIO 6.89%
5%

Top 5 Sectors*

Health Care & Social Assistance (16%)

Public Administration (15%)

Retail Trade (11%)

Educational Services (11%)

Construction (7%)

Top 5 Occupations*

Sales & Service (24%)

Trades, Transport & Equipment Operators (20%)

Education, Law & Social, Community & Govt Services (18%)

Business, Finance & Administration (13%)

Health (9%)

* by labour force employment

All data sourced from Manifold SuperDemographics unless otherwise specified.

1   DATA SOURCES

Please note that every effort has been made to use the most current data available. The major sources of information for this document are:

- The 2006, 2011, and 2016 Census from Statistics Canada.
- SuperDemographics 2017 from Manifold Data Mining Inc.
- EMSI Analyst Data.

The most recent Census was conducted in May 2016. Statistics Canada has indicated that all the 2016 census results were released at the end of November 2017. SuperDemographics 2017 is the most up to date estimation of population characteristics, based on mathematical models that draw from various data sources, including the 2016 census.

Manifold Projection Method
Manifold estimates demographic data annually, including population projections for 5 and 10 years in the future. Manifold methodologies are based on the following techniques:

- Enhanced cohort survival methods.
- Nearest neighborhood and regression techniques.
- Structural coherence techniques.

Manifold Data Sources include:	
Statistics Canada	Real Estate Boards/Companies
Health Canada	Canadian Bankers Association
Regional Health Ministries	Bank of Canada
Citizenship and Immigration Canada	Canada Post Corporation
Regional School Boards	Consumer and business directories books
Brisc International Inc.	Publications of hospitals, CMHC, BBM and partners
Flyer Distribution Association	Proprietary survey and research

2   STATISTICAL OVERVIEW

Table 1 provides the 2017 statistical estimates for key demographic variables produced by Manifold SuperDemographics.

Table 1: Statistical Overview of Shuniah vs. Ontario, 2017[1]

Topic	Demographic Variable	Shuniah	Ontario
Population	Total population[2]	2,923	14,125,923
	Projected population 2021	2,985	14,792,668
	Projected population 2026	3,043	15,490,882
Labour Force[3]	Total population 15 years and over	2,647	11,839,798
	In the labour force	1,748	7,801,243
	Participation rate (%)	66.03	65.89
	Employment rate (%)	62.88	61.35
	Unemployment rate (%)	4.77	6.89
Income ($)[4]	Average total individual income, aged 15+ (2016)	$51,457	$49,938
	Median total individual income, aged 15+ (2016)	$57,513	$34,243
	Average household income (2016)	$102,758	$99,778
	Median household income (2016)	$117,443	$74,648

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

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[1] The content of the report is derived from Manifold's proprietary postal code information. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada.

[2] 2017 data is obtained through Manifold and is not directly comparable to Census data. Typically, Manifold population counts are slightly higher than Census figures.

[3] Labour force - Refers to persons who were either employed or unemployed. Participation rate - Refers to the labour force expressed as a percentage of the population 15 years and over excluding institutional residents. Employment rate - Refers to the number of persons employed expressed as a percentage of the total population 15 years and over, excluding institutional residents. Unemployment rate - Refers to the unemployed expressed as a percentage of the labour force.

[4] Note that Income variables always use the data from the previous year.

3   DEMOGRAPHIC ANALYSIS

3.1   Population and Age Structure Profile

Table 2 illustrates population changes in Shuniah from 2001 to 2017 compared to Ontario. The census population contracted by 3.9% over the past 2 census periods.

Table 2: Population Change, Shuniah vs. Ontario, 1996-2016

	2001	2006	2011	2016	2017*
Shuniah Population Count	2,466	2,913	2,737	2,798	2,923
% Change from Previous Census	5.1%	18.1%	-6.0%	2.2%	4.5%
Ontario Population Count	11,410,046	12,160,282	12,851,821	13,448,494	14,125,923
% Change from Previous Census	6.1%	6.6%	5.7%	4.6%	5.0%*

Source: Statistics Canada Census data 1996, 2001, 2006, 2011 2016; Manifold SuperDemographics 2017.
*Manifold population estimates vs. Census data are not directly comparable.

Figures 1 and 2, as well as Table 10 (in the Appendix), show age distribution in Shuniah. Figure 1 shows age profile over the last 3 census periods, and 2017.

Figure 1: Percent Population by Age, Shuniah, 2006-2016, 2017
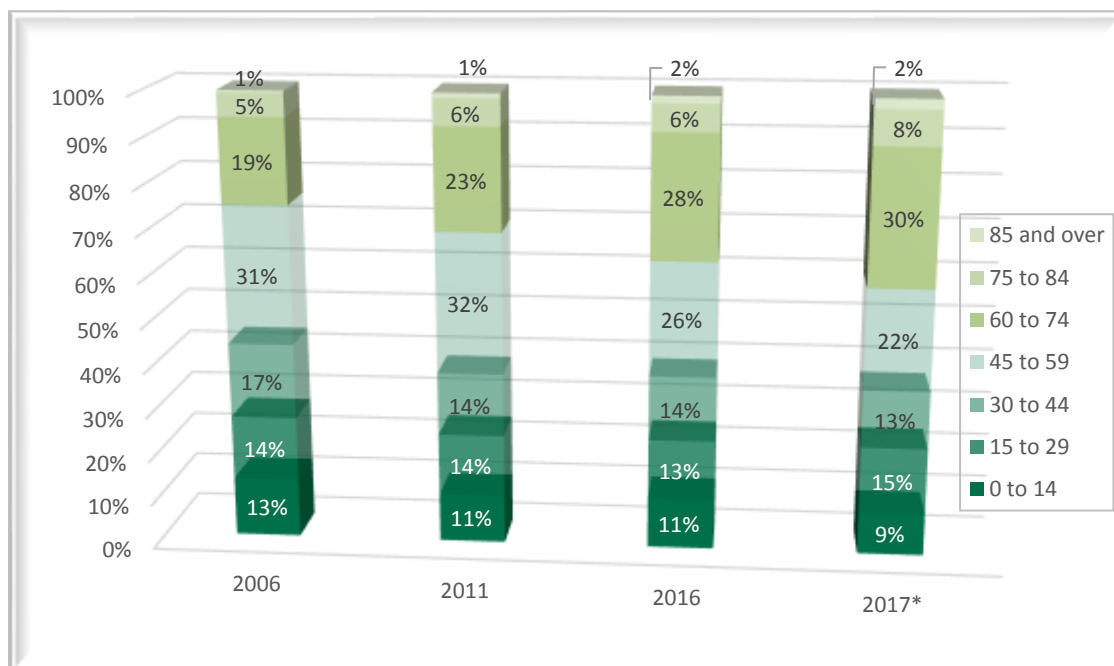
Source: McSweeney & Associates from Statistics Canada Census data 2006, 2011 and 2016

Figure 2 (and Table 11 in Appendix) illustrate the difference between the age profile for The Municipality of Shuniah and Ontario, in 2017.

Figure 2: Percent Population by Age, Shuniah vs. Ontario, 2017
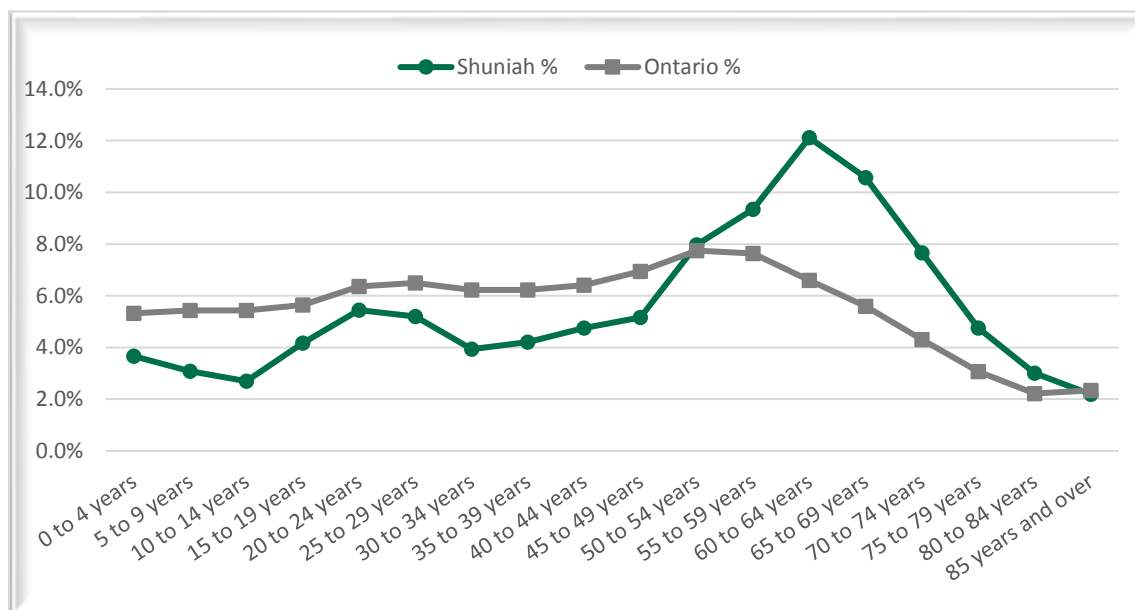
Source: McSweeney & Associates and Manifold Data Mining Inc. SuperDemographics 2017.

Compared to the province, Shuniah has a larger percentage of its population within the age range of 50 years and over. The Municipality of Shuniah has an older population than the province as measured by the median age (55 vs. 42 in Ontario) and average age (49 vs. 42 in Ontario).

3.2   Income

Using the information in Figures 3 and 4, as well Tables 12-14 (in the Appendix), the following observations can be made with respect to incomes[5]:

■ The largest income group in Shuniah is between $30,000 to $39,999 annually, which is higher than in the province.

■ In 2016, Shuniah's median individual income was $51,457. For Ontario, the median individual income was $34,243 in 2016.

■ The 2016 average individual income for Shuniah was $57,513, versus $49,938 for Ontario.

■ Shuniah median family income was 26% higher than Ontario's in 2016, while the average family income was 14% higher compared to Ontario's.

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[5] As noted previously, all income data uses the year previous; therefore 2017 data uses 2016 incomes.

Figure 3 shows the distribution of total individual income. More than half of Shuniah's population earns above the most common income level ($30-39,000).

Figure 3: Total Individual Income Levels by Percentage of the Population, 2016
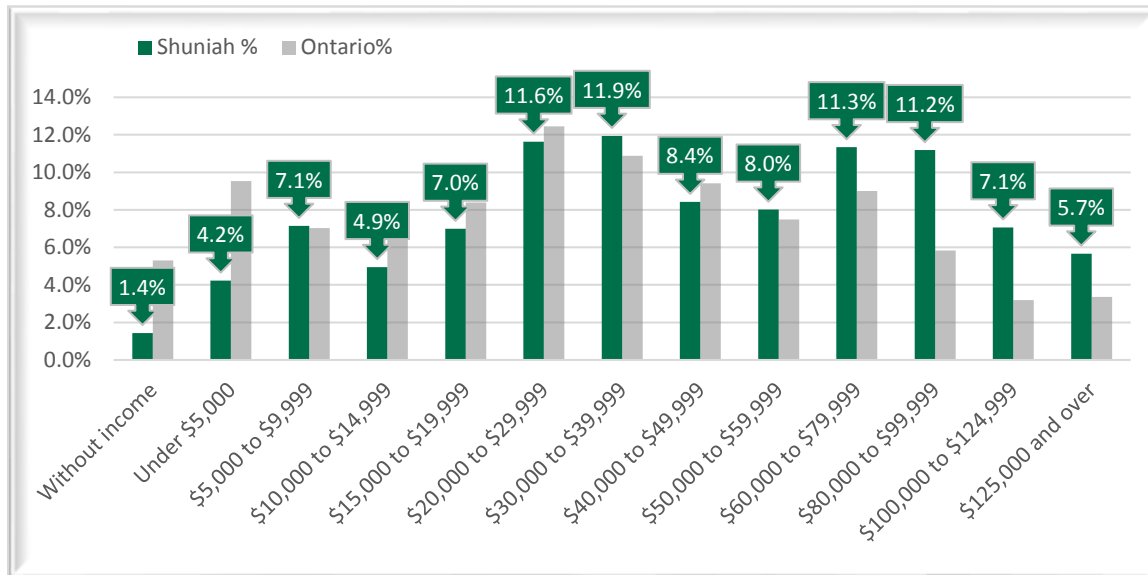
Source: Manifold Data Mining Inc. 2017 (2016 incomes).

Figure 4 shows median and average family incomes; both are higher in Shuniah than in Ontario.

Figure 4: Total Family Income, Shuniah vs. Ontario, 2016
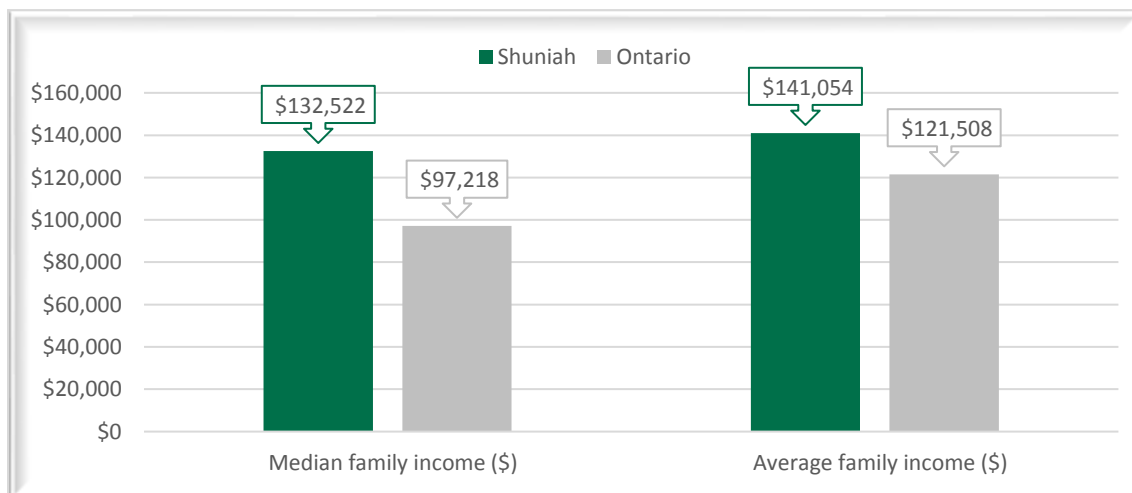
McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017 (2016 incomes).

3.3   Education

Figures 5 and 6, and Table 15 in the Appendix, outline the education levels obtained by Shuniah residents (ages 25-64), as compared to Ontario. Definitions may be found in the footnote.

Figure 5: Education Attainment Breakdown for Shuniah, 2017[6]
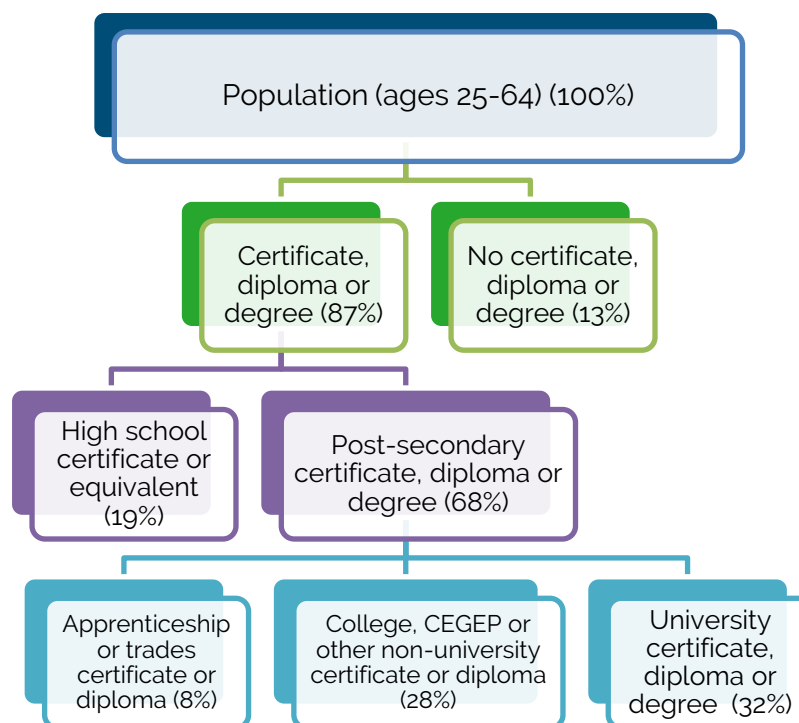
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

[6] 'High school diploma or equivalent' includes persons who have graduated from a secondary school or equivalent. It excludes persons with a post-secondary certificate diploma or degree.
'Post-secondary certificate diploma or degree' includes 'apprenticeship or trades certificates or diplomas' 'college CEGEP or other non-university certificates or diplomas' and university certificates diplomas and degrees.
'Apprenticeship or trades certificate or diploma' includes Registered Apprenticeship certificates (including Comparisons with other data sources suggest that the category 'University certificate or diploma below the bachelor's level' was over-reported in the NHS. This category likely includes some responses that are actually college certificates or diplomas bachelor's degrees or other types of education (e.g. university transfer programs bachelor's programs completed in other countries incomplete bachelor's programs non-university professional designations). We recommend users interpret the results for the 'University certificate or diploma below the bachelor's level' category with caution.
'University certificate diploma or degree above bachelor level' includes the categories 'University certificate or diploma above bachelor level' 'Degree in medicine dentistry veterinary medicine or optometry' 'Master's degree' and 'Earned doctorate.'

Figure 6 compares educational attainment levels in Shuniah to that in Ontario. Based on Figure 6, it can be concluded that:

- The percentage of Shuniah residents with no certificate, diploma or degree[7] (13%) is estimated to be higher than the provincial figure (11%) in 2017.

- Shuniah has a higher percentage of residents with a post-secondary education compared the province (68 % vs. 64% in Ontario).

Figure 6 : Education Level for Persons 24 to 65 Years Old, Shuniah vs. Ontario, 2017
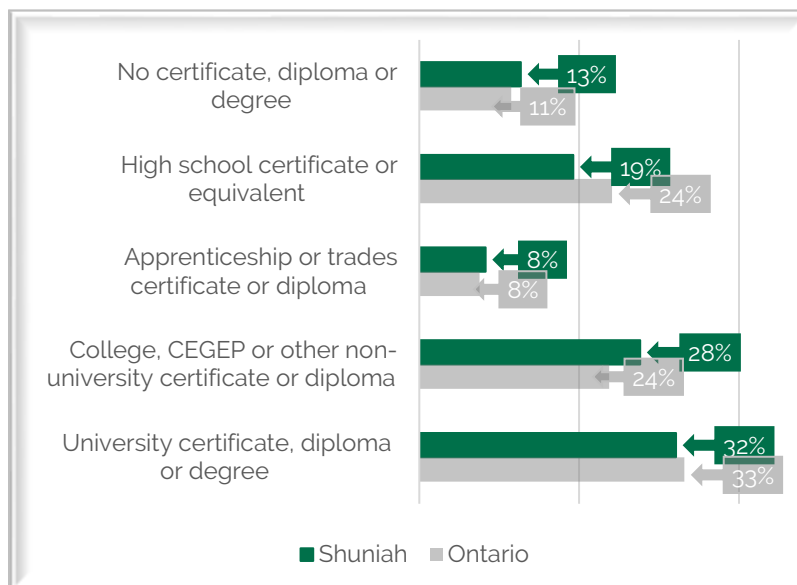
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

Figure 7 contrasts post secondary educational attainment in Shuniah with that of Ontario. Based on Figure 7, it can be concluded that:

- College is the most common level of education for Shuniah and Ontario residents aged 25 to 64 years old.

Figure 7: Post Secondary Educational Attainment, 2017
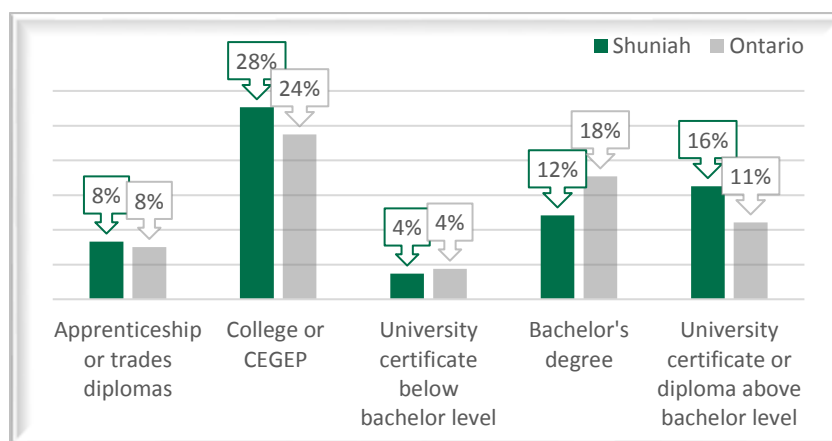
Source: McSweeney & Associates from Manifold SuperDemographics 2017.

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[7] 'No postsecondary certificate diploma or degree' includes persons who have not completed a registered apprenticeship certificate (including Certificate of Qualification Journeyperson's designation) or other trades certificate or diploma a college CEGEP or other non-university certificate or diploma or a university certificate diploma or degree. For more information on 'Highest certificate, diploma or degree' definitions visit: https://www12.statcan.gc.ca/nhs-enm/2011/ref/dict/pop038-eng.cfm

Based on Figure 8 and Table 16 (in the Appendix), the following observations can be made:

- The largest field of study by percentage of the population was Architecture, engineering and related technologies[8] - this percentage was higher than in Ontario.
- Shuniah also has a significant number of residents who studied in the fields of Health, Education and, Business, Management & Administration, and related fields.

Figure 8: Post-Secondary Major Field of Study, Shuniah vs. Ontario, 2017[9]
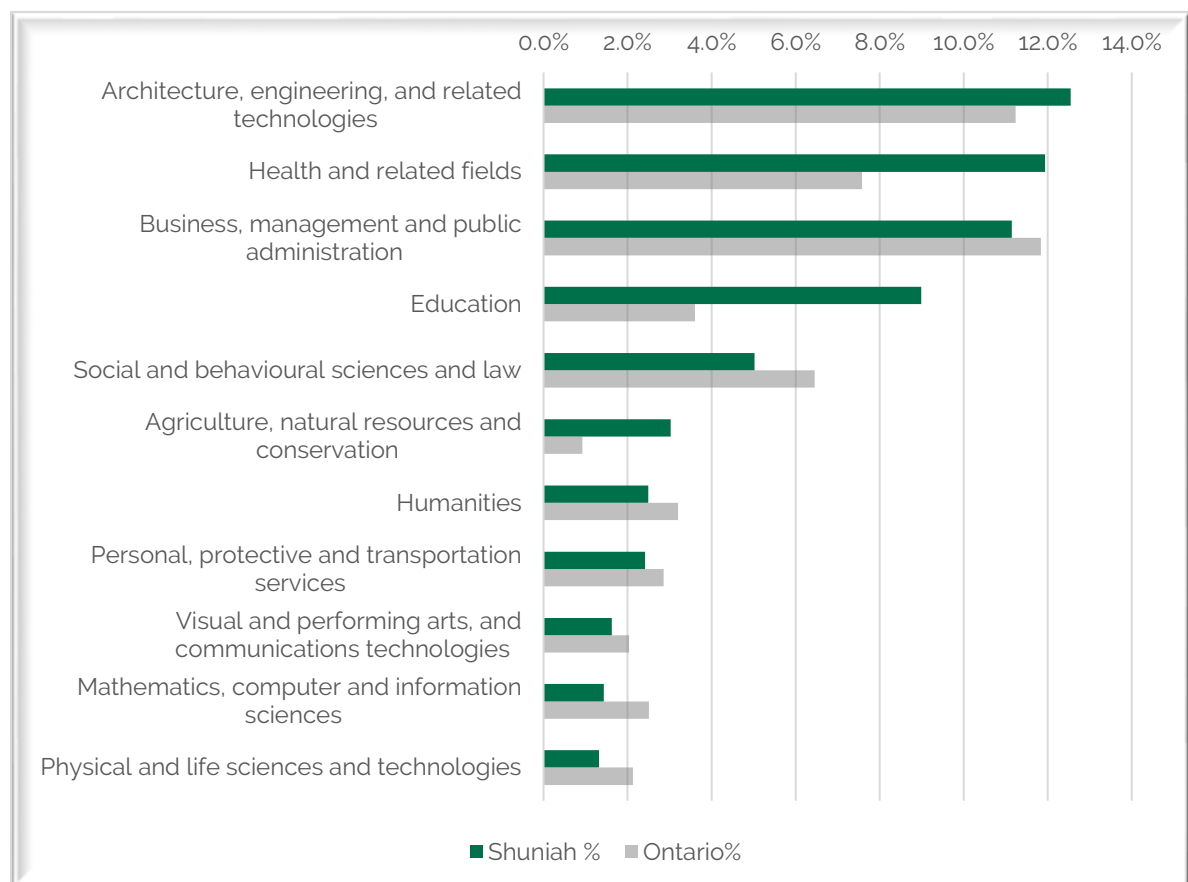
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

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[8] This field includes: Architecture and related services; Engineering; Engineering technologies and engineering-related fields; Historic preservation and conservation; Construction trades; Mechanic and repair technologies/technicians; and Precision production.

[9] 'Major Field of study' is defined as the main discipline or subject of learning. It is collected for the highest certificate diploma or degree above the high school or secondary school level and classified according to the Classification of Instructional Programs (CIP) Canada 2011. This variable shows the 'primary groupings' a CIP variant. For more information on the CIP classification see the Classification of Instructional Programs Canada 2011 Catalogue no. 12-590-X available from: www.statcan.gc.ca/concepts/classification-eng.htm.

3.4   Migration

The mobility status refers to whether or not residents lived in the same dwelling unit either one year or five years ago.

Mobility of Shuniah residents in 2017 can be seen in Figures 9 and 10, and Table 17 (in the Appendix). The following figure is a visual breakdown of the mobility status one year ago in the community compared to Ontario. Definitions may be found in the footnotes.

Figure 9: Mobility Status Breakdown, Shuniah vs. Ontario, 1 Year Ago[10]

Shuniah

- Movers (5%)
  - Non-migrants (2%)
  - Migrants (3%)
    - External Migrants (0%)
    - Internal migrants (3%)
      - Out of province migrants (0%)
      - Ontario migrants (3%)

Ontario

- Movers (12%)
  - Non-migrants (7%)
  - Migrants (5%)
    - External Migrants (1%)
    - Internal migrants (4%)
      - Out of the province migrants (1%)
      - Ontario migrants (3%)
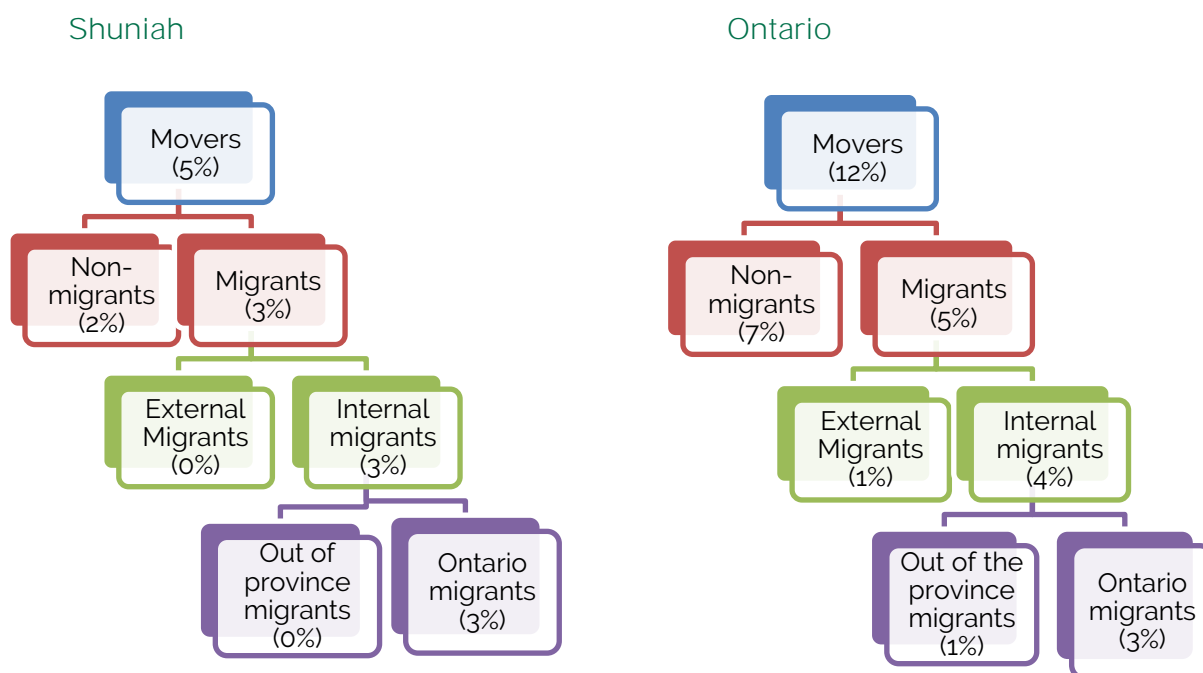
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

According to Figure 9, the percentage of Shuniah residents that moved within the previous year (5 %, or 135 total) was lower than the percentage of "movers" in Ontario (12%). People moving to Shuniah were more likely to be relocating from within Ontario as opposed to moving from outside of the province.

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[10] Non-movers are persons who were living at the same address as the one at which they resided one year earlier. Movers are persons who were living at a different address from the one at which they resided one year earlier. Non-migrants are movers who were living at a different address, but in the same census subdivision (CSD) as the one they lived in one year earlier. Migrants are movers who were residing in a different CSD one year earlier (internal migrants) or who were living outside Canada one year earlier (external migrants). Intra-provincial migrants are movers who were living in a different CSD from the one at which they resided one year earlier, in the same province. Interprovincial migrants are movers who were living in a different CSD from the one at which they resided one year earlier, in a different province.

Figure 10: Mobility Status Breakdown, Shuniah vs. Ontario, 5 Years Ago
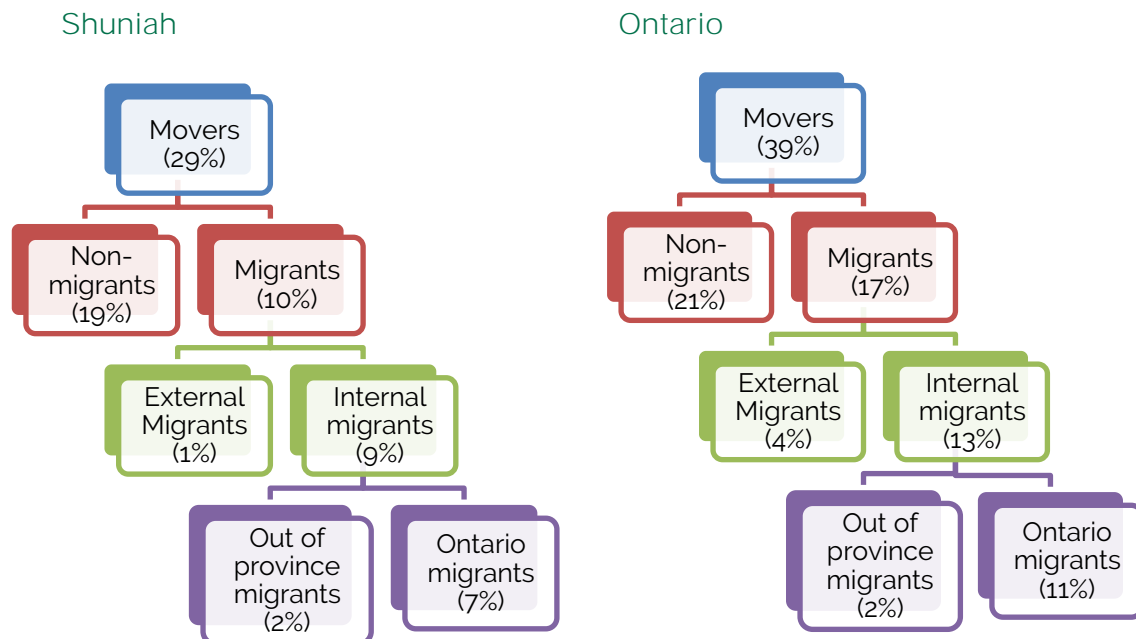
Shuniah

Ontario

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

Figure 10 compares the mobility of residents five years ago to that of Ontario. The percentage of Shuniah residents that had moved within the past five years (29%, or 835, total) was lower than the percentage of "movers" in the province (39%).

In Shuniah, the largest group of movers were "non-migrant" movers (coming from within of the CSD). The province has a higher percentage of migrant movers compared to Shuniah. People moving to Shuniah were more likely to be relocating from within the municipality, as opposed to moving from outside of the city, province of country.

3.5   Knowledge of Official Languages

Figure 11 and Table 18 (in the Appendix) illustrate the official languages spoken in Shuniah compared to Ontario in 2017:

■ Over 92% of residents in Shuniah speak English only, which is above the provincial figure of 86%.

■ The percentage of residents that speak French only in Shuniah is 0.2% vs. 0.3% in Ontario.

■ About 8% of The Municipality of Shuniah population is bilingual, compared to 11% in Ontario.

■ Less than 1% of residents do not have knowledge of a first official language (English or French) in Shuniah, which is lower than the provincial figure, 2.3%.

Figure 11: Knowledge of Official Languages, Shuniah vs. Ontario, 2017

Shuniah %

English and French 8%

French only 0%

Neither English nor French 0%

English only 92%

Ontario %

English and French 11%

Neither English nor French 2%

French 0%

English only 87%
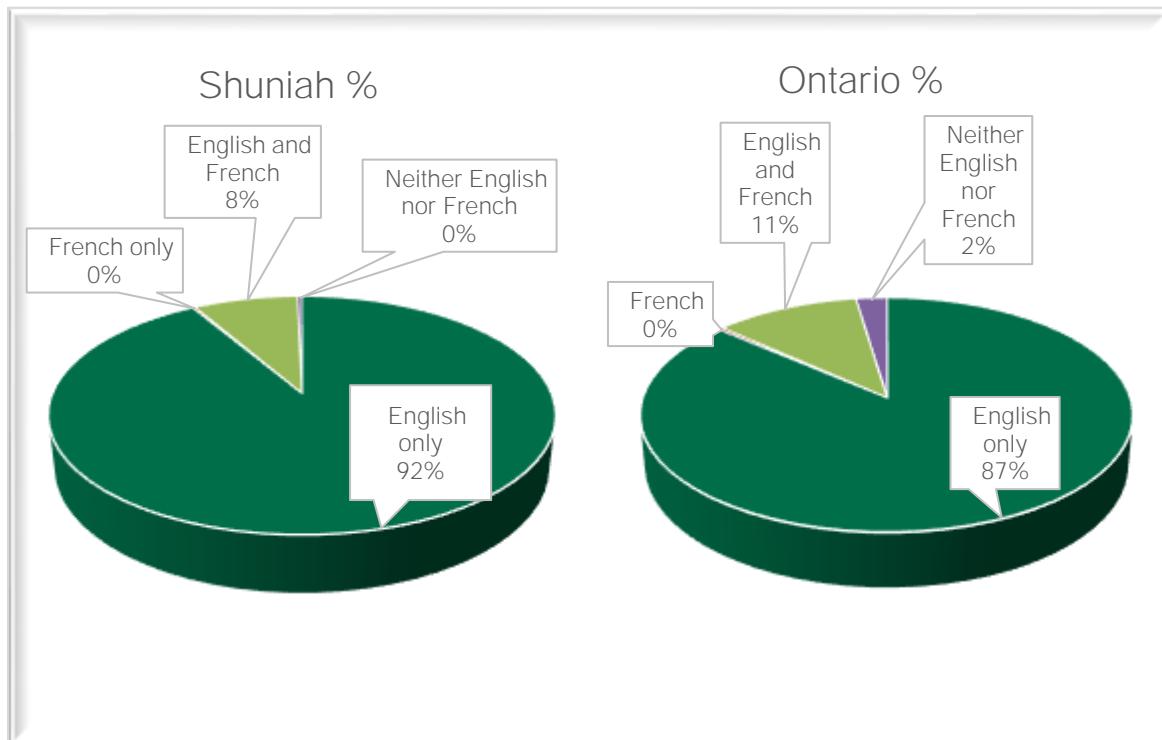
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017

4   LABOUR FORCE ANALYSIS

4.1   Key Indicators

In 2017, Shuniah has a labour force of 1,748 workers, of which 1,664 are employed. Table 3 further describes the current state of the labour force:

Table 3: Labour Force Overview, Shuniah 2017[11]

Labour Force Activity	Total	Men	Women
Total population 15 years and over	2,647	1,331	1,316
In the labour force	1,748	857	890
Employed	1,664	811	853
Unemployed	83	46	37
Not in the labour force	899	474	425
Participation rate %	66.03	64.41	67.67
Employment rate %	62.88	60.93	64.85
Unemployment rate %	4.8	5.4	4.2

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

Figure 12, along with Table 19 (in the Appendix), provides a comparison of key labour force indicators for Shuniah and Ontario between 2006 to 2017.

Based on Figure 12, the following observations can be made:

- The labour force participation and employment rates have increased in Shuniah from 2006 to 2017.
- Unemployment rate decreased from 2001 to 2016 in Shuniah, and increased in Ontario. Unemployment is expected to decrease further in 2017 for Shuniah.
- Overall, Shuniah's unemployment rate is lower compared to the provincial figure in 2017.

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[11] Participation rate % = labour force/total population aged 15 and over
Employment rate % = employed/total population aged 15 and over
Unemployment rate % = unemployed/labour force
[11]Labour force - Refers to persons who were either employed or unemployed.
Unemployed - Refers to persons 15 years and over, excluding institutional residents, who, during the week (Sunday to Saturday) prior to Census Day (May 16, 2006), were without paid work or without self-employment work and were available for work and either:
  (a) had actively looked for paid work in the past four weeks;
  (b) were on temporary lay-off and expected to return to their job;
  (c) had definite arrangements to start a new job in four weeks or less.

Figure 12: Labour Force Indicators, Shuniah vs. Ontario, 2006-2017
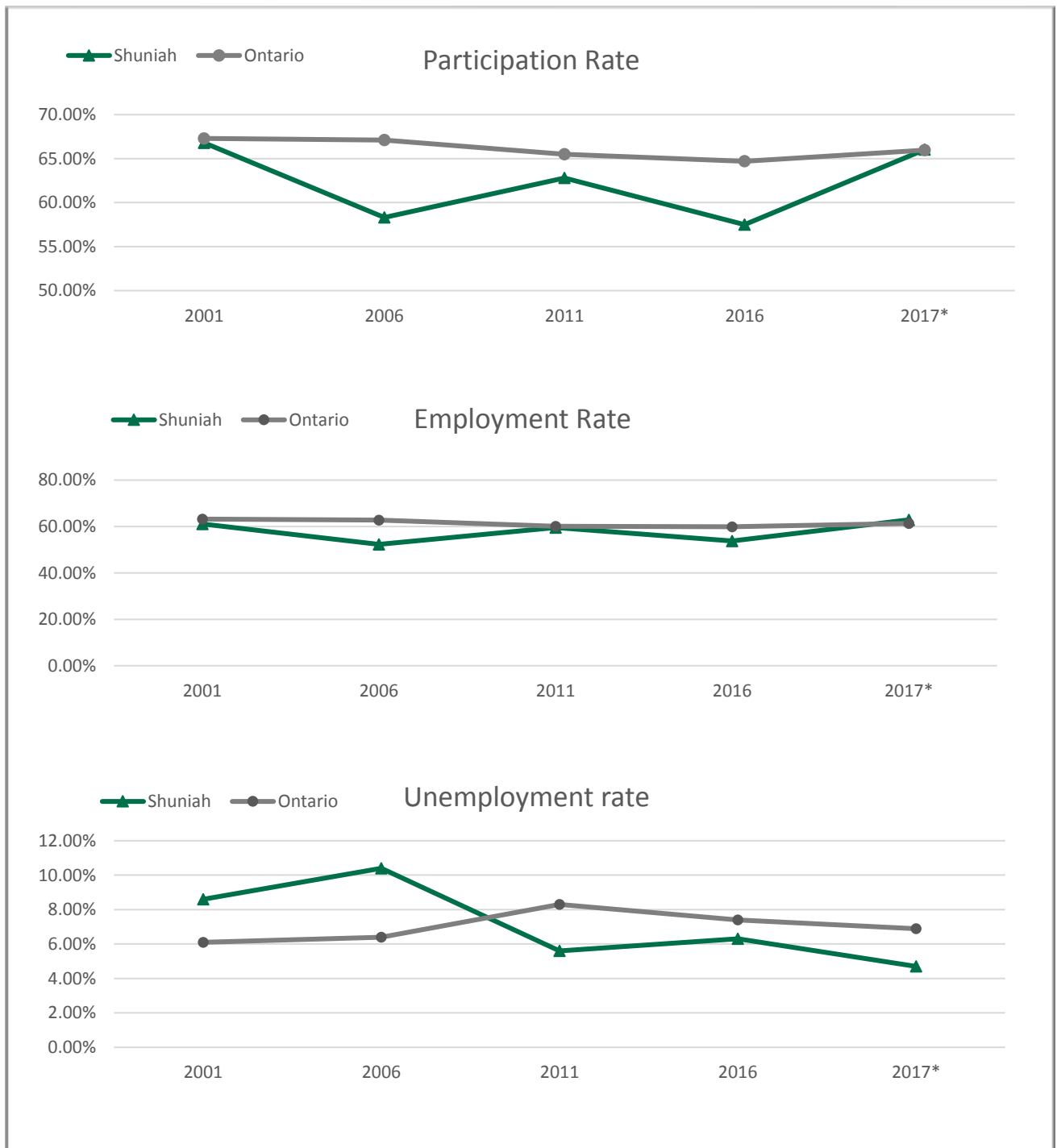
Source: McSweeney & Associates; Stats. Canada Census 2001-2016 and Manifold Data Mining Inc. SuperDemographics 2017.

4.2   Labour Force by Industry Sector

Figure 13 and Table 20 (in the Appendix) indicate the industry sectors in which Shuniah' residents work. In 2017, the top three employment sectors in The Municipality of Shuniah were in Healthcare & Social Assistance; Public Administration; and Retail Trade.

Figure 13: Labour Force by Industry, Shuniah vs. Ontario, 2017
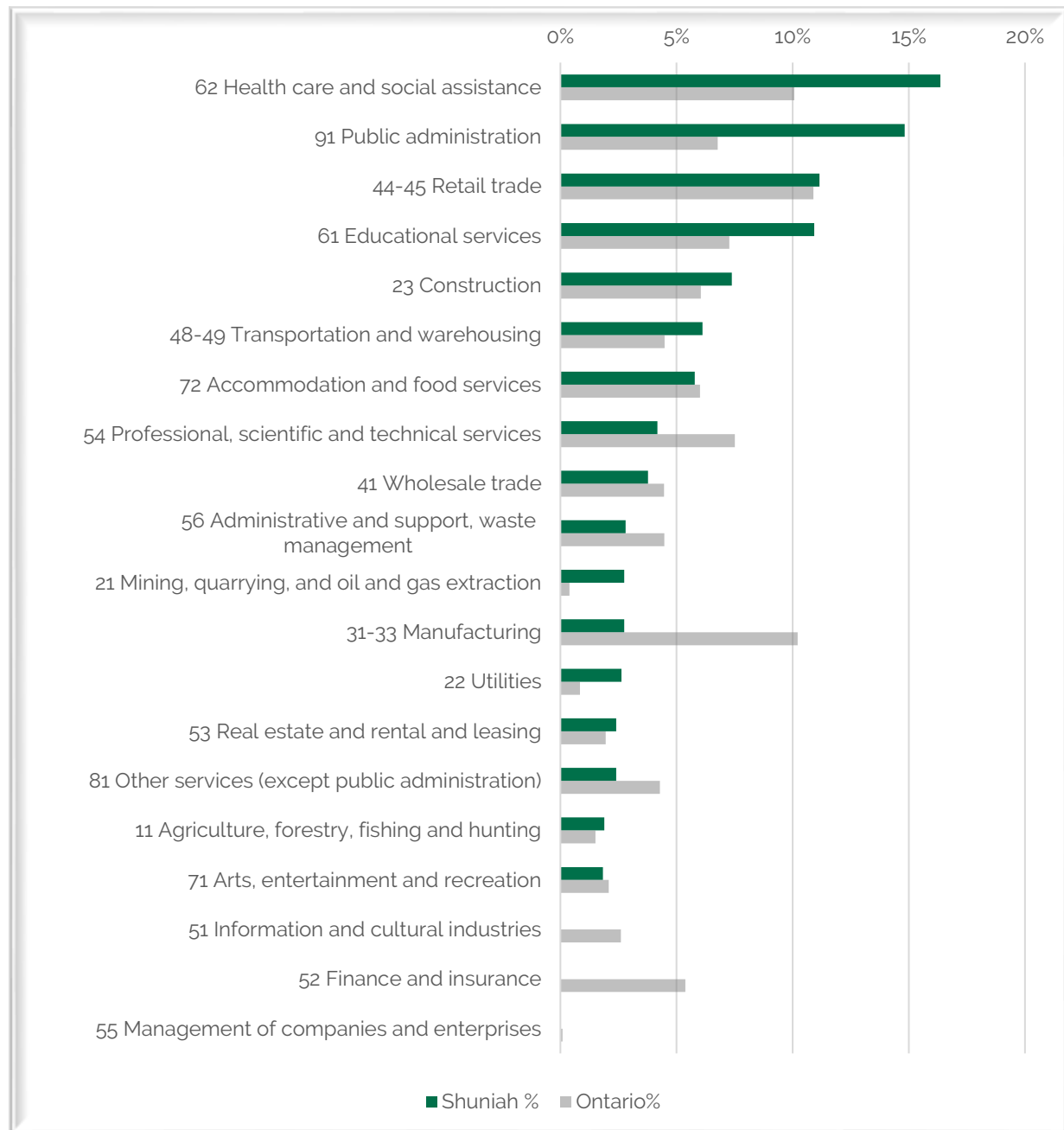
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017. Note that industries are coded according to 2012 NAICS codes (http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=118464)

4.3   Labour Force by Occupation

Figure 14 and Table 21 (in the Appendix) illustrate the occupations of Shuniah's labour force by National Occupation Classification[12], compared to Ontario for 2017. In comparison to the province, Shuniah has a larger percentage of its labour force working in the following occupations:

■ Sales and service occupations;

■ Trades, transportation, and equipment operators;

■ Occupations in education, law and social, community and government services

■ Health Occupations

■ Natural Resource, agriculture and related production

Figure 14: Labour Force by Occupation, Shuniah vs. Ontario, 2017
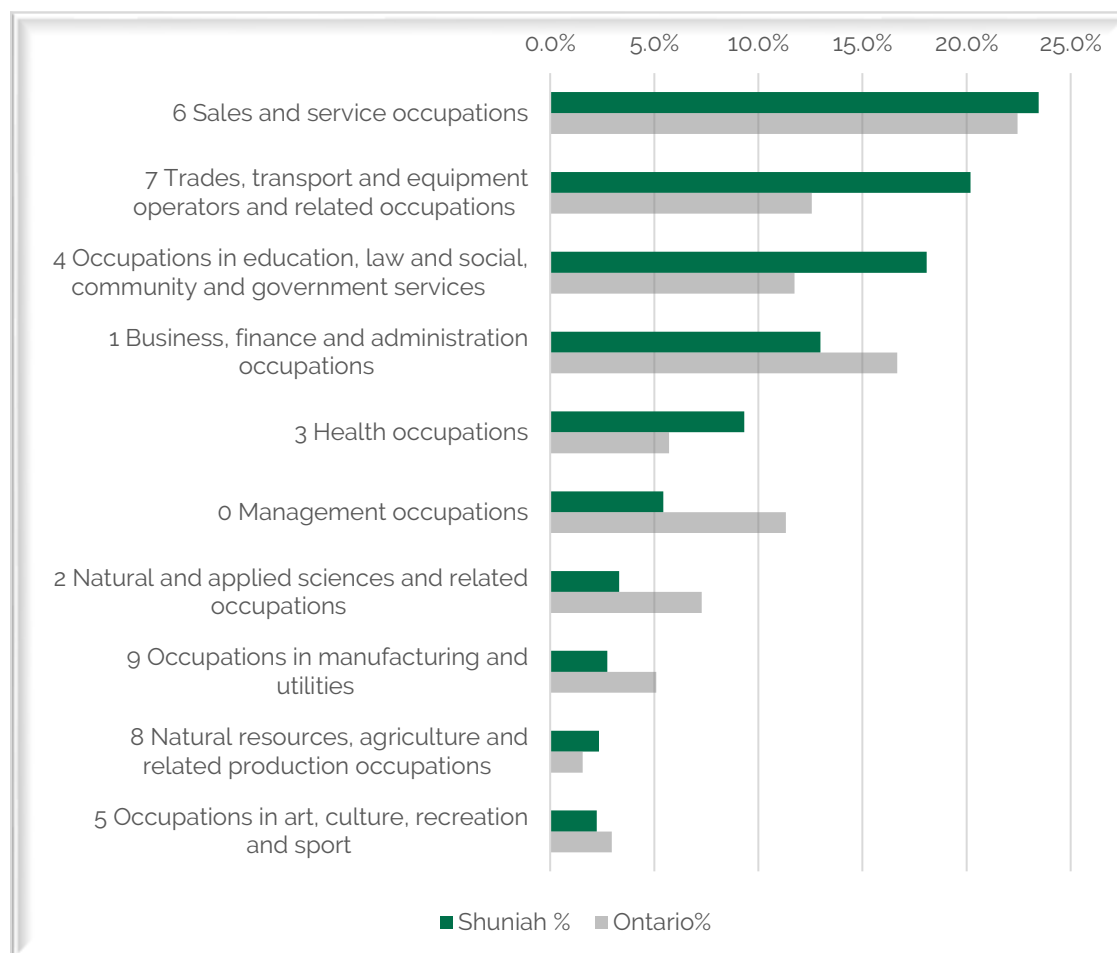
Source: McSweeney & Associates Manifold Data Mining Inc. SuperDemographics 2017.

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[12] Statistics Canada has the National Occupational Classification (NOC) 2011 documentation here: http://www.statcan.gc.ca/eng/subjects/standard/noc/2011/index

4.4   Commuting Flow

Tables 4 and 5[13] illustrate "Commuting" flows[14] which provide information on persons reporting a "usual place of work other than in their home or outside of Canada", and reveal the following trends regarding labour force commuting:

- Shuniah residents that commute to another municipality for work go to the City of Thunder Bay.
- Shuniah attracts workers from the City of Thunder Bay, as well as the Township of Nipigon.

Table 4: Where Shuniah Resident Labour Force Works, 2016[15]

Place of residence	Place of work	Total	Male	Female
Shuniah, MU	Thunder Bay, CY	950	455	495
Shuniah, MU	Shuniah, MU	60	30	30
Shuniah, MU	Nipigon, TP	20	10	10
Total		1030	495	535
Number of commuters leaving the municipality for work		970	465	505
Percentage of commuters to work outside of Shuniah		94%	94%	94%

Source: Statistics Canada, 2016

Table 5: Place of Residence for Persons Working in Shuniah, 2016

Place of residence	Place of work	Total	Male	Female
Thunder Bay, CY	Shuniah, MU	85	75	15
Shuniah, MU	Shuniah, MU	60	30	30
Total		145	105	45
Number of non-residents coming to the municipality for work		85	75	15
Percentage of local workers that commute to work in Shuniah		59%	71%	33%

Source: Statistics Canada, 2016

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[13] Please note that Statistics Canada uses estimates and therefore, not all numbers will add up to nor will all percentages add to 100%.
[14] Commuting Flow - Census Subdivisions: Sex (3) for the Employed Labour Force Aged 15 Years and Over Having a Usual Place of Work, for Census Subdivisions, Flows Greater than or Equal to 20, 2016 National census
[15] Total labour force numbers Statistics Canada's Commuting Flows does not line up with Manifold data because they do not take into account individuals working form home nor individuals with non-fixed work locations.

The following table illustrates labour flows by industry:

NAICS Code	Description	Employed in Region	Resident in Region	Net Import
91	Public administration	79	214	(135)
62	Health care and social assistance	49	88	(39)
72	Accommodation and food services	23	3	20
44-45	Retail trade	22	160	(138)
22	Utilities	20	237	(217)
48-49	Transportation and warehousing	6	40	(34)
61	Educational services	5	2	3
51	Information and cultural industries	3	170	(167)
81	Other services (except public administration)	2	82	(80)
71	Arts, entertainment and recreation	2	45	(43)
54	Professional, scientific and technical services	2	35	(33)
11	Agriculture, forestry, fishing and hunting	2	86	(84)
31-33	Manufacturing	1	30	(29)
21	Mining, quarrying, and oil and gas extraction	1	45	(44)
41	Wholesale trade	1	15	(14)
52	Finance and insurance	1	40	(39)
23	Construction	1	55	(54)
53	Real estate and rental and leasing	0	40	(40)
55	Management of companies and enterprises	0	60	(60)
56	Administrative and support, waste management and remediation services	0	0	0
	Total	221	1,445	(1,227)

Source: Emsi Analyst (based on the 2011 National Household Survey). Note that the numbers in red represent a net export in jobs to other municipalities surrounding Shuinah.

5   ECONOMIC BASE ANALYSIS

At this point, the region of study has been expanded to include the economic region that affects and drives trends for the Municipality of Shuniah. More specifically, the next sections of this report utilize data from Municipality of Shuniah, City of Thunder Bay and the Municipality of Oliver Paipoonge, to draw conclusions about Shuniah's Regional Economy.

The economic base analysis examines various aspects of the regional economy making use of data related to export dollars, labour market and employer structure.

The Statistics Canada "North American Industry Classification System" (NAICS) is used for this report. The largest groupings or aggregations of industries categories are called Sectors, which are broken down into Sub-sectors, which are then further broken down into Industries. An example of this breakdown follows:

Sector Level	31-33 Manufacturing industries
Sub-sector Level	311 Food manufacturing
Industry Level	3111 Animal food manufacturing

5.1   Export Dollars

Listed are industries that brought in the largest amount of external dollars into the Shuniah regional economy. The table below shows export dollars by industry, where exports are the amount of money that is spent by industries located outside the region in exchange for goods or services produced by an industry located in the region.

Table 6: Export Dollars Flowing into Shuniah Economic Region, (based on NHS 2011)

NAICS	Industry	Exports
9120	Provincial and territorial public administration	$717,503,432
9130	Local, municipal and regional public administration	$336,893,974
3365	Railroad rolling stock manufacturing	$311,776,717
3221	Pulp, paper and paperboard mills	$266,009,200
6111	Elementary and secondary schools	$210,198,160
6221	General medical and surgical hospitals	$154,073,243
4821	Rail transportation	$125,262,931
6113	Universities	$124,793,868
9112	Other federal services (9112-9119)	$114,692,412
5413	Architectural, engineering and related services	$91,415,081
2211	Electric power generation, transmission and distribution	$83,095,615
5311	Lessors of real estate	$78,185,444
3241	Petroleum and coal product manufacturing	$74,868,326
2122	Metal ore mining	$73,225,339
7225	Full-service restaurants and limited-service eating places	$65,631,282
4811	Scheduled air transportation	$60,727,758
5179	Other telecommunications	$57,452,472
1133	Logging	$56,296,620
4172	Construction, forestry, mining, and industrial machinery, equipment and supplies merchant wholesalers	$51,043,275
2361	Residential building construction	$50,569,729
2123	Non-metallic mineral mining and quarrying	$49,946,815
2382	Building equipment contractors	$47,983,227
4841	General freight trucking	$47,515,965
6112	Community colleges and C.E.G.E.P.s	$47,115,772
3323	Architectural and structural metals manufacturing	$43,033,288
5242	Agencies, brokerages and other insurance related activities	$39,641,947

Source: EMSI Analyst based on Statistics Canada, 2011 National Household Survey

5.2   Employment Profile

Between 2012 and 2017 the total number of jobs in Shuniah's regional economy grew from 62,167 to 64,800, which is an increase of 4%. Figure 15 has jobs per sector between 2012 and 2017 for Shuniah's economic region.

Figure 15: Number of Jobs per Sector for Shuniah Economic Region, 2012 & 2017

Sector	2012 Jobs	2017 Jobs
Agriculture, forestry, fishing and hunting	870	512
Mining, quarrying, and oil and gas extraction	321	385
Utilities	568	497
Construction	4,674	5,221
Manufacturing	2,580	2,591
Wholesale trade	1,829	2,005
Retail trade	7,793	8,067
Transportation and warehousing	3,044	3,035
Information and cultural industries	889	943
Finance and insurance	1,726	1,881
Real estate and rental and leasing	1,08	1,571
Professional, scientific and technical services	3,298	3,325
Management of companies and enterprises	88	93
Administrative and support, waste management and remediation services	2,458	2,676
Educational services	5,165	5,664
Health care and social assistance	9,212	9,681
Arts, entertainment and recreation	1,095	1,289
Accommodation and food services	5,154	5,613
Other services (except public administration)	3,477	3,075
Public administration	5,846	5,612

Source: Total number jobs in Shuniah for 2012 and 2017 from EMSI Analyst

5.3   Location Quotient Analysis

An economic base analysis is an analysis of how the local economy functions. It does not provide solutions to economic problems, but instead provides useful information required for decision-making about economic strategies.

The economic base analysis helps determine which economic activities "bring money in", and where money might be "leaking out". While the actual flow of money in and out of the community would be the most accurate means of describing the economic base of the area, data or statistics for this form of cash flow analysis are not available. As such, a proxy for cash flow is required, and the most common substitute is employment which uses an economic base analysis tool called "Location Quotient Analysis". This method compares the level of employment concentration (or specialization) in Shuniah to the level of employment concentration in one or more benchmark areas. In other words, does Shuniah have proportionately more or less employees in specific industries than the benchmark area?

"Benchmarking" employment in Shuniah's economic region to Ontario and Canada provides information on:

- The extent to which Shuniah's Regional Economy is producing all of the goods or services required for consumption locally (this potentially identifies opportunities to replace the imports with locally provided goods and services).
- Whether Shuniah's Regional Economy is producing goods or services in excess of quantities required for local consumption, indicating a high degree of development and specialization (or industry concentration) that results from the goods or services being consumed by non-residents.

The location quotient method is a "first cut" analysis that requires interpretation of the results, but it will point to the economic sectors that deserve a more thorough and in-depth analysis and "street-level" validation. A location quotient of between 0.75 and 1.25 generally indicates the local economy is self-sufficient in that industry. A 1.0 would indicate the exact same proportion of that industry's jobs to all local jobs as to that of the benchmark, in this case, Canada. A location quotient of less than 0.75 usually indicates a lack of self-sufficiency, requiring an importation of goods or services, as there is insufficient local employment to produce the required goods/services. A location quotient of greater than 1.25 usually indicates the industry has more local employment than is required to sustain the needs of the community; therefore, it will export its goods or services and bring money into the community.

5.3.1   Location Quotients Analysis by Sector

Location Quotients (LQ) help to identify unique attributes of the community. Scores above 1.25 indicate a high concentration. Figure 15 compares industry concentration using Ontario and Canada as benchmarks.

Figure 16: Location Quotients by Sectors, 2017
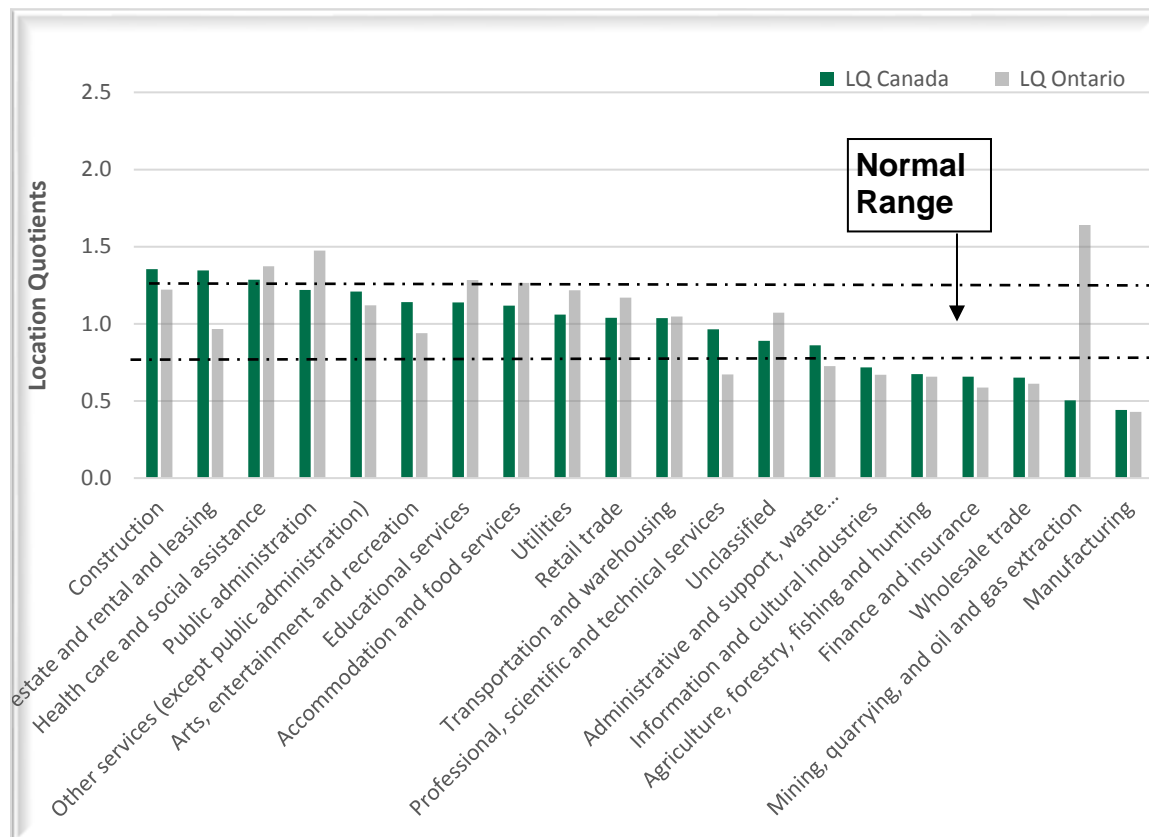
Source: Total number of jobs 2017 per sector are estimated by EMSI Analyst. Location quotients are calculated by McSweeney & Associates.

Employment sectors in Shuniah's economic region that have a higher than normal concentration include:

Relative To Ontario	Relative To Canada
Mining, quarrying, and oil and gas extraction	Construction
Public administration	Real estate and rental and leasing
Health care and social assistance	Health care and social assistance
Educational services	
Accommodation and food services	

5.3.2   Location Quotients Analysis by Sub-Sectors

The following figure illustrates the sub-sectors (by 3- digit NAICS) that have a significant concentration (LQ larger than 1.25) in Shuniah's regional economy. Sub-sectors selected all represent at least 0.5% percentage of local jobs.

Figure 17: Sub-sectors with High Location Quotients, 2017
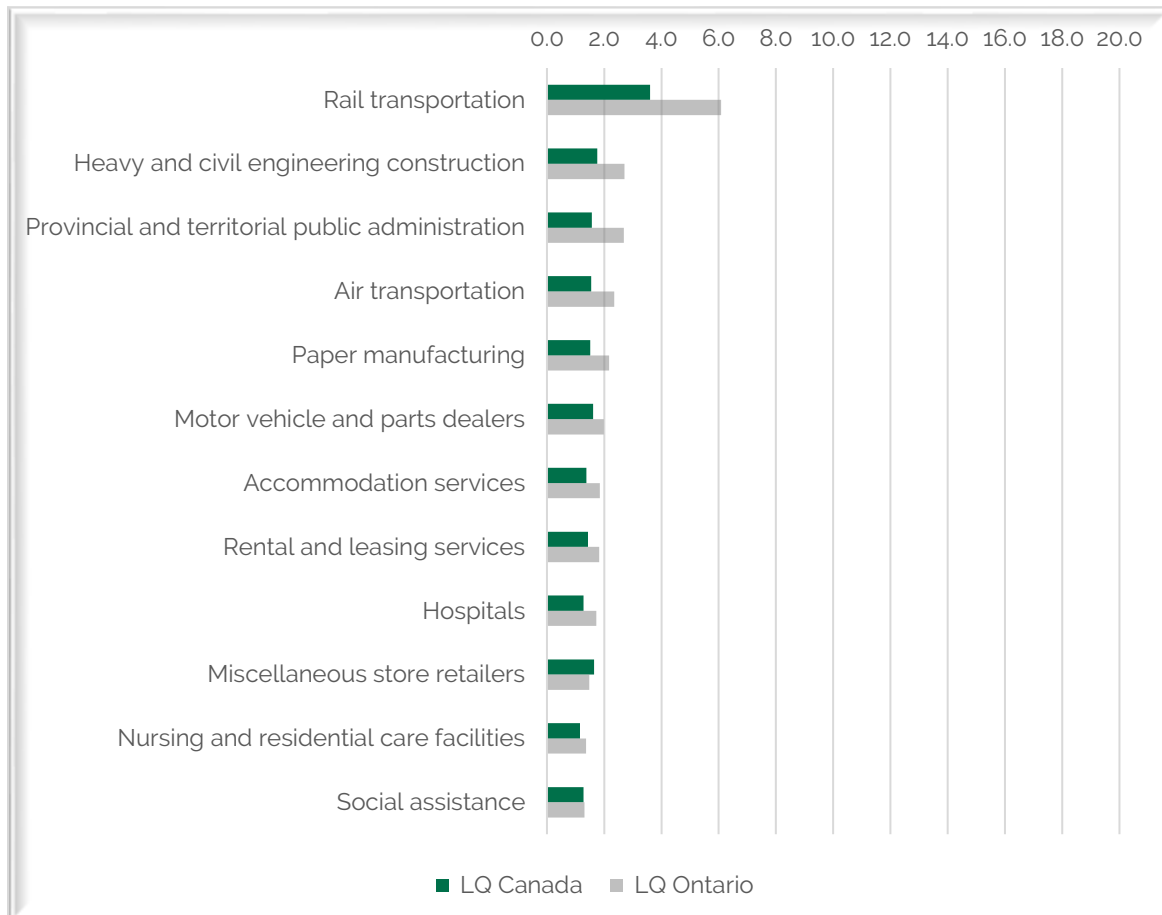
Source: Total 2017 jobs per sub-sector are estimated by EMSI Analyst. Location quotients are calculated by McSweeney & Associates.

In terms of the sub-sector level, those with the highest concentrations compared to Ontario and Canada are as follows:

- Rail transportation
- Heavy and civil engineering construction
- Provincial and territorial public administration
- Air transportation
- Paper manufacturing
- Motor vehicle and parts dealers

5.3.3   Location Quotients Analysis by Industry

The following figure illustrates industries (by 4- digit NAICS) that have a significant concentration in Shuniah's economic region. The industries selected have the largest 2017 location quotients and represent at least 1% percentage of local jobs.

Figure 18: Industries with High Location Quotients, 2017
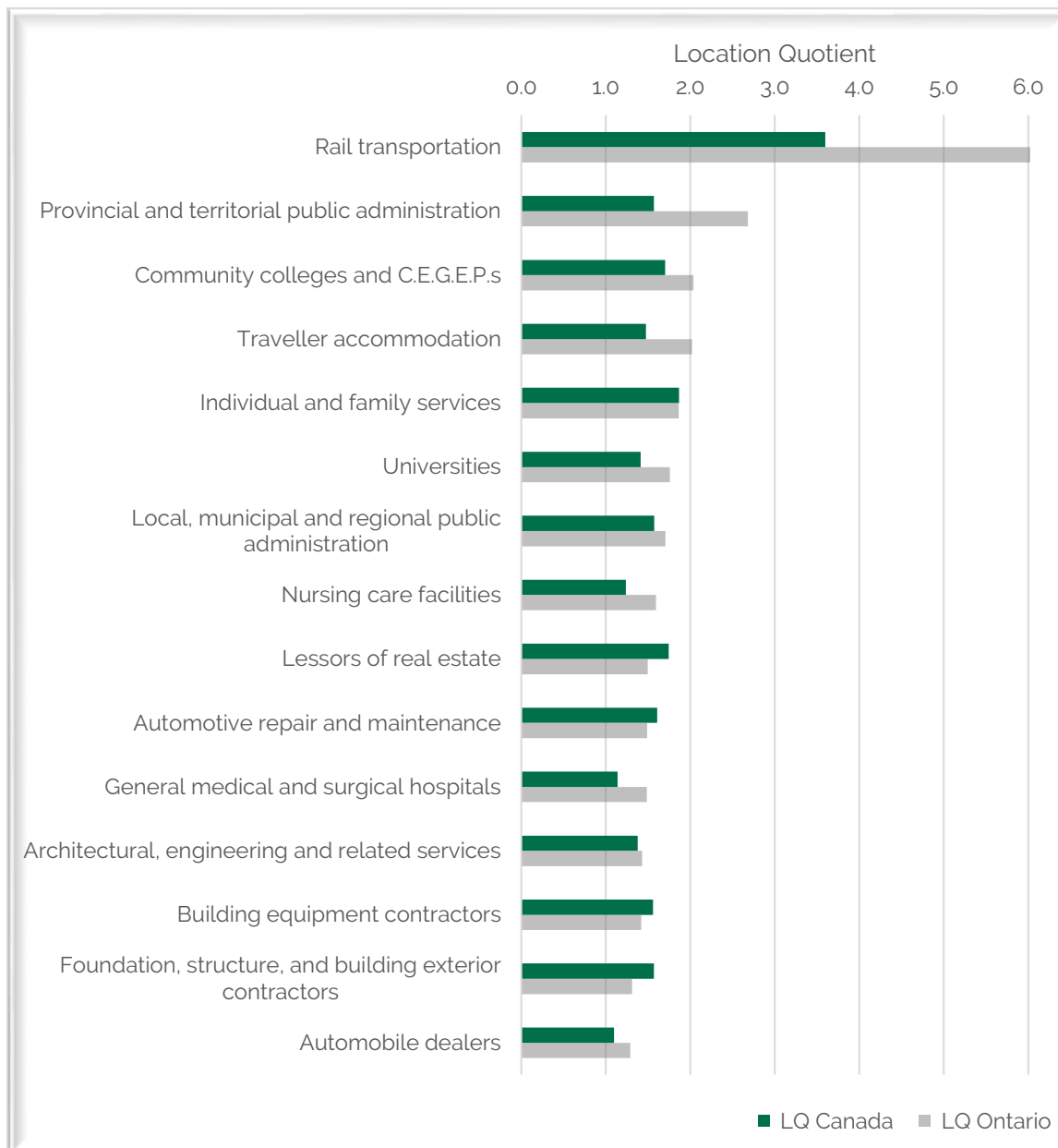
The following industries are concentrated in the region, relative to Ontario and Canada:

- Rail transportation (632 jobs)
- Provincial and territorial public administration (1761 jobs)
- Community colleges and C.E.G.E.P.s (817 jobs)
- Traveller accommodation (992 jobs)
- Individual and family services (1126 jobs)
- Universities (1678 jobs)
- Local, municipal & regional public admin (2725 jobs) (relative to Ontario only)
- Nursing care facilities (944 jobs)
- Lessors of real estate (930 jobs)
- Automotive repair and maintenance (681 jobs)
- General medical and surgical hospitals (2579 jobs) (relative to Ontario only)
- Architectural, engineering and related services (1035 jobs)
- Building equipment contractors (1627 jobs)
- Foundation, structure, and building exterior contractors (742 jobs)
- Automobile dealers (663 jobs) (relative to Ontario only)

5.4   Shift-Share Analysis

Shift-share analysis compares the local employment growth/decline of regional jobs by industry to the employment growth/decline of that industry within Canada, as well as the job growth overall for Canada. More specifically, this analytical tool examines the job growth/decline by attributing growth, stability, or decline in particular industries over time to three distinct forces:

- Canadian economic growth: regional job growth/decline that is attributable to the growth, stability, or decline of the entire Canadian economy.
- Industry growth: regional job growth/decline that is attributable to the growth, stability, or decline of that particular economic activity in the Canadian economy (with the economic growth component removed).
- Regional economic growth: regional job growth/decline that is attributable to the regional economy because it is growing/declining more or less quickly than jobs in the larger economy (with the Canadian economic and industry growth components removed).

This tool, when correctly interpreted, provides greater descriptive power than the location quotient method. It has been applied to NAICS Sectors, Sub Sectors and Industries using place of work statistics. Shift-share analysis allows the examination of changes through time (trends) versus the static snapshot of location quotients.

Before examining the shift share analysis, Figure 19 illustrates industries with the largest absolute increases in jobs between 2012 and 2017 by industry.

Figure 19: Job Change by Industry (4-digit NAICS), 2012-2017
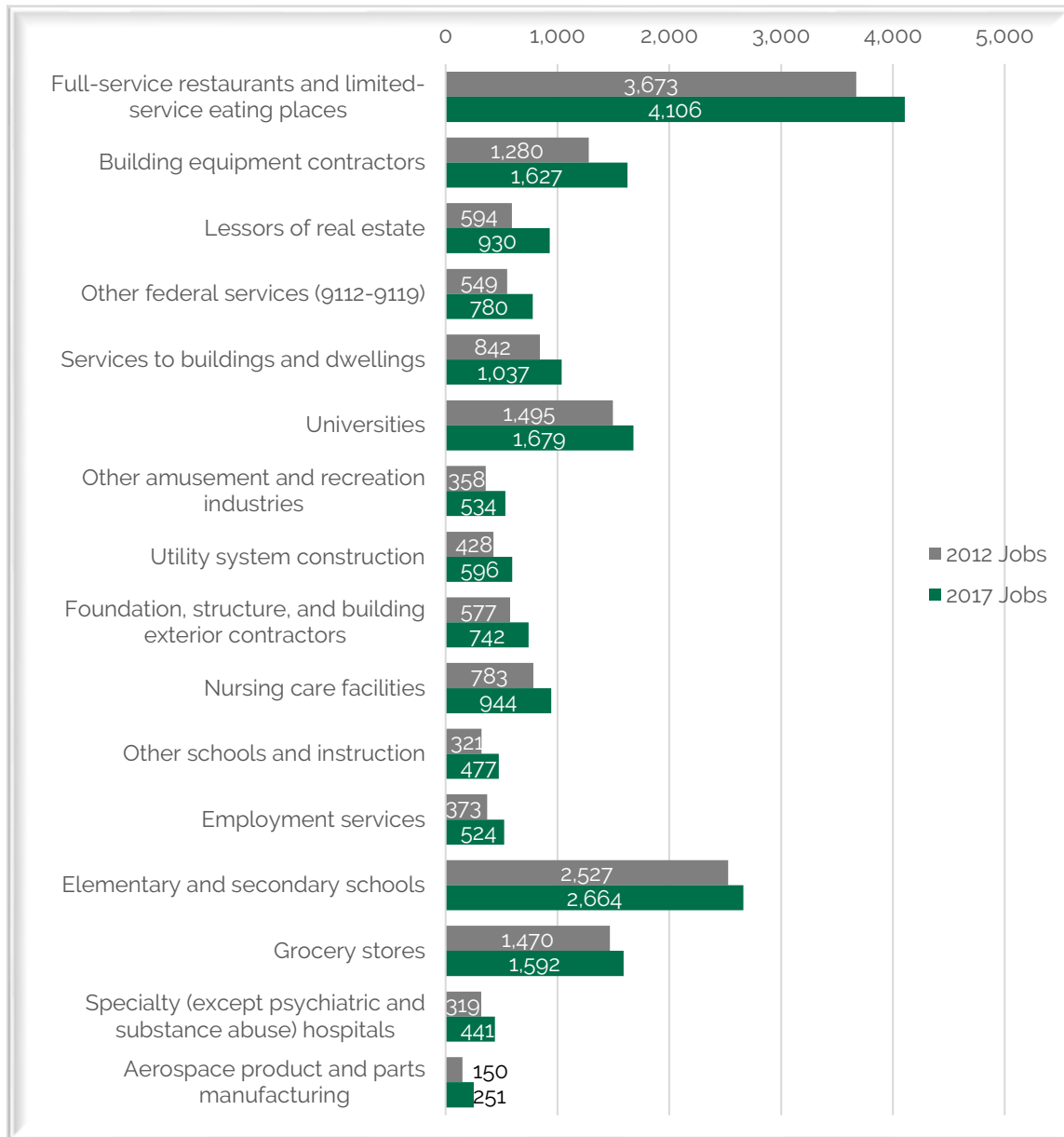
Source: Total number of jobs for 2017 & 2012 estimated by EMSI Analyst.

5.4.1 Sector Shift Share Analysis

This section examines sector (2-digit NAICS) competitiveness by looking at job growth in association to local factors. Table 7 allocates employment changes within sectors to three driving factors: national economy, industry growth and regional/local effects. An example on how to read the table follows in the next page.

Table 7: Shift Share Analysis, Sector Level, Shuniah Economic Region, 2012-2017

Sectors (NAICS classification)	Growth / Decline	% Growth/ Decline	Canada % Growth/ Decline	National Economy Effect	Industry Growth Effect	Regional / Local Effect
Total	**2633**	**4.2%**	**5.1%**	**3186**	**0**	**-553**
Agriculture, forestry, fishing and hunting	-358	-41.2%	-4.1%	45	-80	-322
Mining, quarrying, and oil and gas extraction	64	19.8%	-0.8%	16	-19	66
Utilities	-71	-12.5%	-4.3%	29	-54	-46
Construction	547	0.0%	7.9%	240	130	-369
Manufacturing	11	0.4%	1.0%	132	-107	-14
Wholesale trade	177	9.7%	5.3%	94	4	79
Retail trade	274	3.5%	3.4%	399	-131	6
Transportation and warehousing	-10	-0.3%	8.5%	156	103	-269
Information and cultural industries	54	6.1%	-1.2%	46	-56	65
Finance and insurance	154	8.9%	3.5%	88	-28	94
Real estate and rental and leasing	489	0.0%	10.4%	55	57	-113
Professional, scientific and technical services	27	0.0%	7.2%	169	68	-237
Management of companies and enterprises	5	0.0%	-5.5%	5	-9	5
Administrative and support, waste management and remediation services	218	8.9%	4.5%	126	-15.42	108
Educational services	498	9.7%	7.1%	265	103	130
Health care and social assistance	469	5.1%	10.2%	472	464	-467
Arts, entertainment and recreation	194	17.7%	9.1%	56	43	95
Accommodation and food services	459	8.9%	10.2%	264	261	-66
Other services (except public administration)	-403	-11.6%	1.2%	178	-135	-446
Public administration	-235	-4.0%	0.2%	300	-289	-245

Source: EMSI Analyst 2012-2017.

An example of how to interpret the table follows:

■ The Education Services sector experienced an increase of 498 jobs between 2012 and 2017. This increase may be attributed to the following:
   o Overall, growth in the national economy would have resulted in the gain of 265 jobs;
   o Jobs in the industry grew faster than the overall economy, leading to a gain of 103 jobs. due to an industry effect;
   o Therefore, if 265 jobs can be attributed to the national economic growth and 103 jobs can be attributed in the industry growth, total local effect was an increase of 130 jobs.

■ The Health Care and Social Assistance sector grew by 469 jobs between 2012 and 2017. However, a negative number of jobs is attributed to local/regional effects. Job changes may be attributed as follows:
   o Overall job growth in the national economy would have resulted in a growth of 472 jobs in Shuniah economy;
   o Jobs in the industry grew faster than the overall economy, leading to a gain of 464 jobs. due to an industry effect;
   o To sum up, Health care sector's employment in Shuniah grew by 469 jobs, of which 472 jobs can be attributed to the growth of the national economy as a whole, 464 changes can be attributed to an industry effect, therefore the local effect was a loss of -467 jobs (i.e. 469 -472-464 = -467)

> **The shift share analysis identified the following sectors to have the strongest economic growth, influenced by positively regional/local factors:**
>
> 1. **Educational services**
> 2. **Administrative and support, waste management and remediation services**
> 3. **Arts, entertainment and recreation**
>
> **Meanwhile, local/regional economic factors have had a negative impact on the following three sectors:**
>
> 1. **Construction**
> 2. **Other services (except public administration)**
> 3. **Health care and social assistance**

5.4.2 Sub-Sector Shift Share Analysis

Figure 20 illustrates the sub sectors (3-digit NAICS codes) where the regional/local effects were the largest (both positive and negative).

Figure 20: Sub Sector Shift Share Analysis, 2012-2017
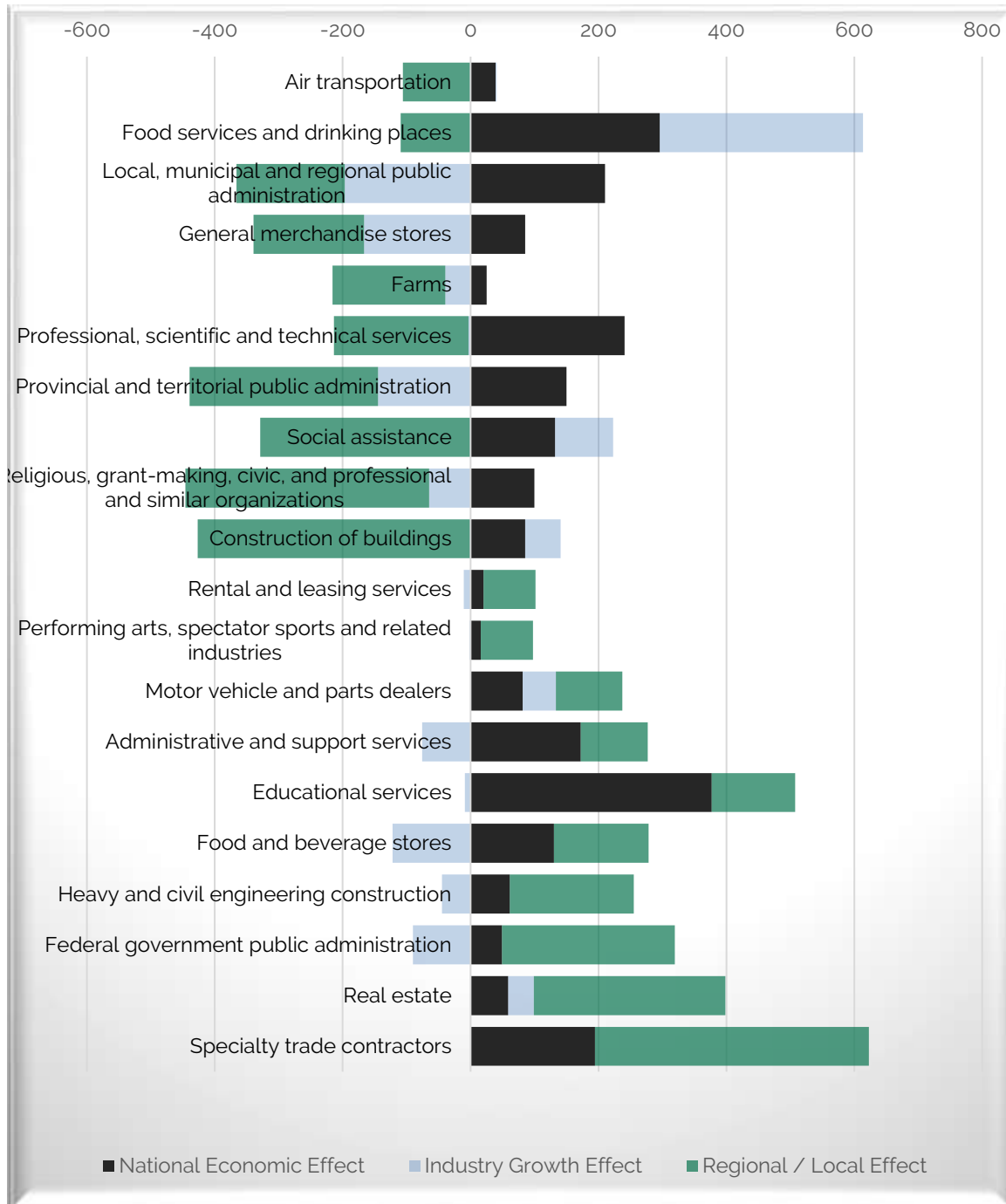
The following sub sectors benefited the most from regional/local effects:
- Specialty trade contractors
- Real estate
- Federal government public administration
- Heavy and civil engineering construction
- Food and beverage stores

Meanwhile, the following benefited the least from regional/local effects:
- Farms
- General merchandise stores
- Local, municipal and regional public administration
- Food services and drinking places
- Air transportation

5.4.3 Industry Shift Share Analysis

Figure 21 illustrates the industries (4-digit NAICS codes) where the regional/local effects were the largest (both positive and negative).

Figure 21: Industry Shift Share Analysis, 2012-2017
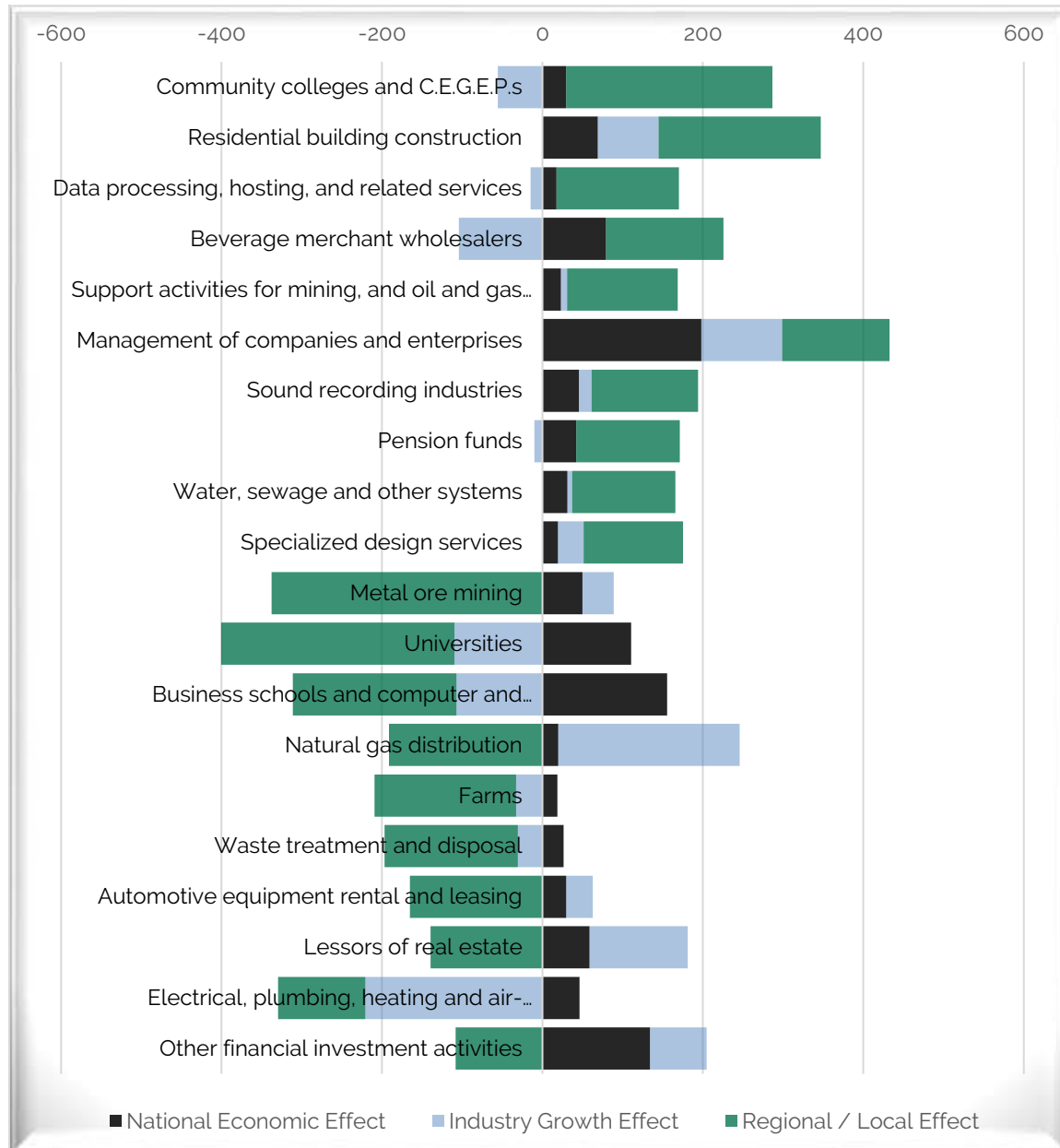
Source: McSweeney and Associates from EMSI Analyst 2012-2017.

The following sub sectors benefited the most from regional/local effects:

- Community colleges and C.E.G.E.P.s
- Residential building construction
- Data processing, hosting, and related services
- Beverage merchant wholesalers
- Support activities for mining, and oil and gas extraction
- Management of companies and enterprises

Meanwhile, the following benefited the least from regional/local effects:

- Farms
- Waste treatment and disposal
- Automotive equipment rental and leasing
- Lessors of real estate
- Electrical, plumbing, heating and air-conditioning equipment and supplies merchant wholesalers
- Other financial investment activities

6 BUSINESS PATTERNS DATA

The total number of businesses in Shuniah's Economic Region increased from 6,330 in 2011 to 8,980 in 2016, for an increase of 42%. During the same period, the number of business establishments in Ontario grew by 60% (Note: the rest of this page references Tables 22 to 24 in the Appendix, data sourced from Canadian Business Patterns 2011, and 2016).

In December 2016, the sectors that had the largest number of business establishments in Shuniah economic region were:

Sector:	2011 Total	2016 Total	% of 2016	% Change
Real estate and rental and leasing	675	1,578	17.57%	133.78%
Construction	701	894	9.96%	27.53%
Health care and social assistance	510	850	9.47%	66.67%
Retail trade	735	754	8.40%	2.59%
Professional, scientific and technical services	593	752	8.37%	26.81%
Other services (except public administration)	633	721	8.03%	13.90%

Between 2011 and 2016, Shuniah's economic region had a large percentage of business establishments in the following sub-sectors:

Sub- Sector	2011 Total	2016 Total	% of 2016	% Change
Real estate	607	1,511	16.83%	148.93%
Professional, scientific and technical services	593	752	8.37%	26.81%
Ambulatory health care services	397	680	7.57%	71.28%
Specialty trade contractors	391	513	5.71%	31.20%
Securities, commodity contracts, and other financial investment and related activities	281	426	4.74%	51.60%
Food services and drinking places	251	279	3.11%	11.16%

Five industries with a high percentage of business establishments in Shuniah's economic region in December 2016 were:

Industry	2011 Total	2016 Total	% of 2016	% Change
Lessors of real estate	416	1,277	14.22%	206.97%
Other financial investment activities	264	404	4.50%	53.03%
Offices of physicians	178	328	3.65%	84.27%
Full-service restaurants and limited-service eating places	218	245	2.73%	12.39%
Offices of other health practitioners	88	205	2.28%	132.95%
Residential building construction	177	200	2.23%	12.99%
Building equipment contractors	143	184	2.05%	28.67%
Personal care services	130	161	1.79%	23.85%
Management, scientific and technical consulting services	105	157	1.75%	49.52%

7 SITE SELECTION FACTORS

In 2016, Annual Corporate Survey and the Consultants Survey were conducted to rate site selection factors and the impact these factors have on planning decisions.[16] Highlighted points of the survey are as follows:

- *Available skilled labour and Highway access* are the most important factors in both surveys.
- *Labour costs* rose to 3rd from 6th.
- *Waterway or ocean port accessibility* remained at the bottom of the list.
- *Quality of life* fell from 3rd to 10th in in the corporate survey, and remains low (24th) in the consultant's survey.

The following two tables provide more detailed results of the 2016 Corporate Survey and Consultants Survey 2016 reported on Q1/2017.

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[16] For more information about the survey please go to: http://www.areadevelopment.com/Corporate-Consultants-Survey-Results/Q1-2016/corporate-executive-site-selection-facility-plans-441729.shtml

Table 8: Site Selection Factors - Corporate Survey 2016

Area Development Combined Ratings*		
Ranking - Site Selection Factors	**2016**	**2015**
1. Highway accessibility	94.4	88.0 (2) **
2. Availability of skilled labour	89.8	92.9 (1)
3. Labour costs	89.6	80.8 (6)
4. Occupancy or construction costs	86.0	85.4 (4)
5. State and local incentives	84.0	75.8 (9)
6. Corporate tax rate	82.3	78.8 (7)
7. Tax exemptions	79.7	74.7 (11)
8. Energy availability and costs	78.5	75.3 (10)
9. Proximity to major markets	78.1	76.3 (8)
10. Quality of life	76.4	87.6 (3)
11. Available buildings	75.5	83.7 (5)
12. Available land	75.3	73.9 (13)
13. Expedited of "fast track" permitting	71.7	74.2 (12)
14. Environmental regulations	70.8	69.8 (14)
15. Low union profile	70.8	66.3 (18)
16. Right-to-work state	70.1	67.7 (16)
17. Inbound/outbound shipping costs	69.1	64.6 (19)
18. Training programs/technical colleges	66.7	68.7 (15)
19. Availability of long term financing	66.7	67.7 (16T)
20. Proximity to suppliers	66.0	64.3 (20)
21. Raw materials availability	53.7	52.6 (24)
22. Accessibility to major airports	52.4	58.6 (21)
23. Availability of unskilled labour	51.9	47.8 (26)
24. Water availability	46.3	54.6 (22)
25. Availability of advanced ICT services	40.9	53.6 (23)
26. Proximity to innovation/commercialization R&D centers	39.2	48.4 (25)
27. Railroad services	33.7	32.4 (27)
28. Waterway or Oceanport accessibility	18.1	24.0 (28)
*All figures are percentages and are the total of "very important" and "important" ratings of the Area Development Corporate Survey and are rounded to the nearest tenth of a percent. **(2014 ranking)		

Source: Area Development Magazine (Q1 2017)

Table 9: Consultants Survey 2016

Area Development Combined Ratings*		
Ranking – Site Selection Factors	**2016**	**2015**
1. Availability of skilled labour	100.0	100.0 (1) **
2. Highway accessibility	98.7	93.5 (6)
3. Labour costs	95.8	96.1 (2)
3T. Proximity to major markets	95.8	96.1 (2T)
3T. State and local incentives	95.8	94.9 (4)
3T. Available land	95.8	97.0 (7)
3T. Tax Exemptions	95.8	91.0 (7T)
8. Energy availability and costs	93.0	85.8 (13)
8T. Proximity to suppliers	93.0	84.2 (14)
10. Training programs/technical colleges	91.7	86.9 (12)
11. Available buildings	88.9	94.8 (5)
12. Accessibility to major airports	88.8	88.4 (9)
13. Expedited or "fast-track" permitting	87.3	88.4 (9T)
14. Occupancy or construction costs	86.0	84.0 (15)
15. Inbound/outbound shipping costs	84.6	88.4 (9T)
16. Low union profile	82.0	83.1 (16)
17. Environmental regulations	80.3	82.9 (17)
18. Corporate tax rate	78.9	74.1 (20)
19. Right-to-work state	76.4	76.7 (18)
20. Water availability	72.2	75.3 (19)
21. Availability of advanced ICT services	69.5	57.2 (25)
22. availability of unskilled workers	69.0	65.0 (21)
23. Raw material availability	64.8	64.9 (22)
24. Quality of life	63.3	64.5 (23)
25. Proximity to innovation/commercialization/R&D centers	62.0	61.9 (24)
26. Railroad services	45.1	52.0 (26)
27. Availability of long term financing	40.8	39.0 (28)
28. Waterway or Oceanport access	29.6	42.9 (27)
*All figures are percentages and are the total of "very important" and "important" ratings of the Area Development Corporate Survey and are rounded to the nearest tenth of a percent. **(2014 ranking)		

Source: Area Development Magazine (Q1 2017)

8 ECONOMIC DEVELOPMENT: TRENDS ANALYSIS & FORECASTS

Tables 24 – 27 in Appendix A provide the economic outlook for Canada and Ontario. A summary of the forecasts is below:

Canada

- In 2017, Gross domestic product (GDP) grew by 3.7% (annualized) in the first quarter, then 4.5% in the second quarter. GDP is expected to grow by an annual average of 3.1% in 2017, leading to an economic cooldown by 2018 with moderate growth of 2.1%.
- Sustained growth has incited the Bank of Canada to slowly increase interest rates; policy interest rate is expected to reach 1.50% by early next year before taking a long pause to evaluate effects.
- The rather unexpected rate of change in interest rate has intrigued financial markets, giving the Canadian dollar a boost.
- With increased interest rates, a more expensive dollar, and growing unease about excessive borrowing in the economy by households and policy maker, consumers will need to slow down consumption to avoid overheating the economy, which could lead to future unemployment as inflation rises.
- In the meantime, net exports are expected to slowdown as the dollar has valued by nearly 7% due to fast increases to interest rates.

Source: Scotiabank, Provincial Pulse October 2017
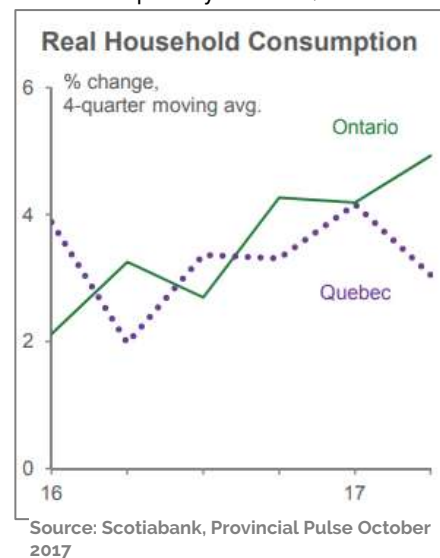
Ontario

- Ontario indicates two consecutive quarters of real household expenditure increases exceeding 4%.
- For Ontario, merchandise imports through August are 5% higher over last year, while export shipments have slipped by 1.2%.
- The gradual investment recovery emerging in Alberta's energy sector should assist Ontario's interprovincial export volumes that have slipped 2.25% since the oil price correction in 2014.
- Growth in retail & wholesale trade and tourism-related industries was supplemented by a solid increase in transportation and warehousing, which is expected to continue.
- Ontario has produced considerable job creation in technology-oriented occupations in natural and applied sciences (e.g., engineers, information systems and computer software specialists)

APPENDIX A: DATA TABLES

Table 10: Population Age Profile, Shuniah, 2006 to 2017

Age range	2006	2011	2016	2017*
0 to 14	13%	11%	11%	9%
15 to 29	14%	14%	13%	15%
30 to 44	17%	14%	14%	13%
45 to 59	31%	32%	26%	22%
60 to 74	19%	23%	28%	30%
75 to 84	5%	6%	6%	8%
85 and over	1%	1%	2%	2%

Source: McSweeney & Associates from Statistics Canada Census 2006 to 2016. Manifold SuperDemographics data for 2017

Table 11: Population by Age, Shuniah vs. Ontario, 2017

Characteristic	Shuniah	Shuniah	Ontario
Total population	**2,923**	**100.0%**	**14,125,924**
Population age 0-4	107	3.7%	5.3%
Population age 5-9	90	3.1%	5.4%
Population age 10-14	79	2.7%	5.4%
Population age 15-19	122	4.2%	5.6%
Population age 20-24	159	5.4%	6.4%
Population age 25-29	152	5.2%	6.5%
Population age 30-34	115	3.9%	6.2%
Population age 35-39	123	4.2%	6.2%
Population age 40-44	139	4.8%	6.4%
Population age 45-49	151	5.2%	6.9%
Population age 50-54	233	8.0%	7.7%
Population age 55-59	273	9.3%	7.6%
Population age 60-64	354	12.1%	6.6%
Population age 65-69	309	10.6%	5.6%
Population age 70-74	224	7.7%	4.3%
Population age 75-79	139	4.8%	3.1%
Population age 80-84	88	3.0%	2.2%
Population age 85+	64	2.2%	2.3%
Median age	54.8		42.2
Average age	49.4		41.6

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

Table 12: Individual Income Levels, Shuniah vs. Ontario, 2016

Population 15 Years and Over	Shuniah	Shuniah	Ontario
Total population 15 years and over	2,647	100.0%	100.0%
Without income	38	1.4%	5.3%
With income	2,609	98.6%	94.7%
Under $5,000	112	4.2%	9.5%
$5,000 to $9,999	189	7.1%	7.0%
$10,000 to $14,999	131	4.9%	8.1%
$15,000 to $19,999	185	7.0%	8.4%
$20,000 to $29,999	308	11.6%	12.4%
$30,000 to $39,999	316	11.9%	10.9%
$40,000 to $49,999	223	8.4%	9.4%
$50,000 to $59,999	212	8.0%	7.5%
$60,000 to $79,999	300	11.3%	9.0%
$80,000 to $99,999	296	11.2%	5.8%
$100,000 and over	337	12.7%	6.5%
$100,000 to $124,999	187	7.1%	3.2%
$125,000 and over	150	5.7%	3.4%
Median individual income	$51,457		$34,243
Average individual income	$57,513		$49,938

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017 (2016 incomes).

Table 13: Economic Family Income Levels, Shuniah vs. Ontario, 2016

Characteristic	Shuniah	Ontario
Number of economic families[17]	890	4167857
Median family income	$132,522	$97,218
Average family income	$ 141,054	$ 121,508

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017 (2016 incomes).

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[17] Economic family refers to a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption. A couple may be of opposite or same sex. Foster children are included. By definition, all persons who are members of a census family are also members of an economic family. Examples of the broader concept of economic family include the following: two co-resident census families who are related to one another are considered one economic family; co-resident siblings who are not members of a census family are considered as one economic family; and, nieces or nephews living with aunts or uncles are considered one economic family.

Table 14: Household Income Levels, Shuniah vs. Ontario, 2016

Households	Shuniah	Shuniah	Ontario
Total number of private households	1,250	100.0%	**5,441,110**
Under $5,000	0	0.0%	2.3%
$5,000 to $9,999	0	0.0%	1.9%
$10,000 to $14,999	1	0.1%	2.9%
$15,000 to $19,999	83	6.6%	4.4%
$20,000 to $29,999	71	5.7%	7.4%
$30,000 to $39,999	42	3.4%	8.3%
$40,000 to $49,999	90	7.2%	8.7%
$50,000 to $59,999	149	11.9%	8.9%
$60,000 to $79,999	172	13.8%	12.8%
$80,000 to $99,999	168	13.4%	11.8%
$100,000 to $124,999	89	7.1%	11.1%
$125,000 to $149,999	138	11.0%	7.9%
$150,000 and over	247	19.8%	11.6%
Median household total income	$102,758		$74,648
Average household total income	$117,443		$99,778

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017 (2016 incomes).

Table 15: Education Attainment Levels, Shuniah vs. Ontario, 2017[18]

Characteristics	Shuniah	Shuniah	Ontario
Population ages 25 to 64	1,541	100.0%	**7,668,104**
No certificate, diploma or degree	196	13%	11.5%
Certificate, diploma or degree	1,345	87%	88.5%
High school certificate or equivalent	297	19%	24.1%
Postsecondary certificate, diploma or degree	1,049	68%	64.4%
Apprenticeship or trades certificate or diploma	128	8%	7.5%
College, CEGEP or other non-university certificate or diploma	426	28%	23.7%
University certificate, diploma or degree	495	32%	33.1%
University certificate or diploma below bachelor level	57	4%	4.4%
University certificate or degree	438	28%	28.7%
Bachelor's degree	186	12%	17.7%
University certificate or diploma above bachelor level	251	16%	11.1%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

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[18] Figures may not add up to 100% due to nested data within educational attainment.

Table 16: Major Field of Study, Shuniah vs. Ontario, 2017

Field of Study	Shuniah	Shuniah	Ontario
Total population aged 15 years and over	2,647	100.0%	100.0%
No postsecondary certificate, diploma or degree	1,006	38.0%	45.6%
Architecture, engineering, and related technologies	332	12.5%	11.2%
Health and related fields	316	11.9%	7.6%
Business, management and public administration	295	11.1%	11.8%
Education	238	9.0%	3.6%
Social and behavioural sciences and law	133	5.0%	6.5%
Agriculture, natural resources and conservation	80	3.0%	0.9%
Humanities	66	2.5%	3.2%
Personal, protective and transportation services	64	2.4%	2.9%
Visual and performing arts, and communications technologies	43	1.6%	2.0%
Mathematics, computer and information sciences	38	1.4%	2.5%
Physical and life sciences and technologies	35	1.3%	2.1%
Other fields of study	0	0.0%	0.1%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017

Table 17: Mobility Status, Shuniah vs. Ontario, 2017

Mobility status 1 year ago	Shuniah	Shuniah	Ontario
Population	**2,923**	**100.0%**	**14,125,923**
Non-movers	2,788	95%	87.9%
Movers	135	5%	12.1%
Non-migrants	48	2%	7.1%
Migrants	87	3%	5.0%
Internal migrants	87	3%	4.0%
Intra-provincial migrants	87	3%	3.6%
Interprovincial migrants	0	0%	0.5%
External migrants	0	0%	1.0%
Mobility status 5 years ago	Shuniah	Shuniah	Ontario
Population	2,923	100%	**14,125,923**
Non-movers	2,088	71%	61.1%
Movers	835	29%	38.9%
Non-migrants	568	19%	21.5%
Migrants	267	9%	17.4%
Internal migrants	241	8%	13.4%
Intra-provincial migrants	193	7%	11.8%
Interprovincial migrants	48	2%	1.5%
External migrants	26	1%	4.1%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

Table 18: Knowledge of Official Languages, Shuniah vs. Ontario, 2017

Characteristic	Shuniah	Shuniah	Ontario
Total population	**2,923**	**100.0%**	**100.0%**
English	2675	91.5%	86.4%
French	6	0.2%	0.3%
English and French	232	7.9%	11.0%
Neither English nor French	10	0.3%	2.3%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

Table 19: Key Labour Force Indicators, Shuniah vs. Ontario, 2001- 2017

Year	Participation Rate (%)		Employment Rate (%)		Unemployment Rate (%)	
	Shuniah	Ontario	Shuniah	Ontario	Shuniah	Ontario
2001	66.80%	67.30%	61.10%	63.20%	8.60%	6.10%
2006	58.3%	67.1%	52.3%	62.8%	10.4%	6.4%
2011	62.8%	65.5%	59.5%	60.1%	5.6%	8.3%
2016	57.5%	64.7%	53.8%	59.9%	6.3%	7.4%
2017[*]	66.0%	66.0%	62.9%	61.4%	4.7%	6.9%

Source: Statistics Canada 2001- 2016 Census data and Manifold Data Mining Inc. SuperDemographics 2017.

Table 20: Resident Labour Force by Industry, Shuniah vs. Ontario, 2017

Industries	Shuniah	Shuniah	Ontario
Total labour force 15 years and over	1,748	100.0%	100.0%
Industry - not applicable	-	0.0%	2.7%
All industries	1,748	100.0%	97.3%
62 Health care and social assistance	286	16.4%	10.1%
91 Public administration	259	14.8%	6.8%
44-45 Retail trade	195	11.2%	10.9%
61 Educational services	191	10.9%	7.3%
23 Construction	129	7.4%	6.0%
48-49 Transportation and warehousing	107	6.1%	4.5%
72 Accommodation and food services	101	5.8%	6.0%
54 Professional, scientific and technical services	73	4.2%	7.5%
41 Wholesale trade	66	3.8%	4.5%
56 Administrative and support, waste management	49	2.8%	4.5%
21 Mining, quarrying, and oil and gas extraction	48	2.7%	0.4%
31-33 Manufacturing	48	2.7%	10.2%
22 Utilities	46	2.6%	0.8%
53 Real estate and rental and leasing	42	2.4%	2.0%
81 Other services (except public administration)	42	2.4%	4.3%
11 Agriculture, forestry, fishing and hunting	33	1.9%	1.5%
71 Arts, entertainment and recreation	32	1.8%	2.1%
51 Information and cultural industries	-	0.0%	2.6%
52 Finance and insurance	-	0.0%	5.4%
55 Management of companies and enterprises	-	0.0%	0.1%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2017.

Table 21: Resident Labour Force by Occupation, Shuniah vs. Ontario, 2017

Occupations	Shuniah	Shuniah	Ontario
Total labour force 15 years and over	1,748	100.0%	100.0%
Occupation - Not applicable	0	0.0%	2.7%
All occupations	1,748	100.0%	97.3%
6 Sales and service occupations	410	23.5%	22.4%
7 Trades, transport and equipment operators and related occupations	353	20.2%	12.6%
4 Occupations in education, law and social, community and government services	316	18.1%	11.7%
1 Business, finance and administration occupations	227	13.0%	16.7%
3 Health occupations	163	9.3%	5.7%
0 Management occupations	95	5.4%	11.3%
2 Natural and applied sciences and related occupations	58	3.3%	7.3%
9 Occupations in manufacturing and utilities	48	2.7%	5.1%
8 Natural resources, agriculture and related production occupations	41	2.3%	1.6%
5 Occupations in art, culture, recreation and sport	39	2.2%	3.0%

Source: McSweeney & Associates Manifold Data Mining Inc. SuperDemographics 2017.

Table 22: Shuniah Economic Region, Business Establishments Count, Sector Level

Sector	2011 Total	2016 Total	2016 % of all Businesses	% Change
Real estate and rental and leasing	1,578	675	17.57%	133.78%
Construction	894	701	9.96%	27.53%
Health care and social assistance	850	510	9.47%	66.67%
Retail trade	754	735	8.40%	2.59%
Professional, scientific and technical services	752	593	8.37%	26.81%
Other services (except public administration)	721	633	8.03%	13.90%
Finance and insurance	578	412	6.44%	40.29%
Accommodation and food services	351	317	3.91%	10.73%
Transportation and warehousing	291	297	3.24%	-2.02%
Administrative and support, waste management and remediation services	278	243	3.10%	14.40%
Agriculture, forestry, fishing and hunting	258	236	2.87%	9.32%
Wholesale trade	252	285	2.81%	-11.58%
Manufacturing	207	178	2.31%	16.29%
Arts, entertainment and recreation	138	80	1.54%	72.50%
Educational services	97	76	1.08%	27.63%
Information and cultural industries	71	53	0.79%	33.96%
Management of companies and enterprises	70	251	0.78%	-72.11%
Mining, quarrying, and oil and gas extraction	59	31	0.66%	90.32%
Utilities	18	8	0.20%	125.00%
Public administration	17	16	0.19%	6.25%

Source: McSweeney & Associates from Canadian Business Counts (Statistics Canada) from 2011 and 2016.

Table 23: Shuniah Economic Region, Establishments Count, Select Sub-Sectors

Sub- Sector	2011 Total	2016 Total	% of 2016	% Change
Real estate	607	1,511	16.83%	148.93%
Professional, scientific and technical services	593	752	8.37%	26.81%
Ambulatory health care services	397	680	7.57%	71.28%
Specialty trade contractors	391	513	5.71%	31.20%
Securities, commodity contracts, and other financial investment and related activities	281	426	4.74%	51.60%
Food services and drinking places	251	279	3.11%	11.16%
Administrative and support services	227	266	2.96%	17.18%
Construction of buildings	224	264	2.94%	17.86%
Religious, grant-making, civic, and professional and similar organizations	225	259	2.88%	15.11%
Repair and maintenance	192	229	2.55%	19.27%
Personal and laundry services	175	210	2.34%	20.00%
Truck transportation	174	154	1.71%	-11.49%
Forestry and logging	130	128	1.43%	-1.54%
Heavy and civil engineering construction	86	117	1.30%	36.05%
Social assistance	56	111	1.24%	98.21%
Food and beverage stores	102	109	1.21%	6.86%
Educational services	76	97	1.08%	27.63%
Clothing and clothing accessories stores	108	90	1.00%	-16.67%
Farms	64	85	0.95%	32.81%
Miscellaneous store retailers	75	83	0.92%	10.67%
Insurance carriers and related activities	55	78	0.87%	41.82%
Motor vehicle and parts dealers	77	78	0.87%	1.30%

Source: McSweeney & Associates from Canadian Business Counts (Statistics Canada) from 2011 and 2016

Table 24: Shuniah Economic Region, Business Establishment Count, Select Industries

Sub- Sector	2011 Total	2016 Total	% of 2016	% Change
Lessors of real estate	416	1,277	14.22%	206.97%
Other financial investment activities	264	404	4.50%	53.03%
Offices of physicians	178	328	3.65%	84.27%
Full-service restaurants and limited-service eating places	218	245	2.73%	12.39%
Offices of other health practitioners	88	205	2.28%	132.95%
Residential building construction	177	200	2.23%	12.99%
Building equipment contractors	143	184	2.05%	28.67%
Personal care services	130	161	1.79%	23.85%
Management, scientific and technical consulting services	105	157	1.75%	49.52%
Offices of real estate agents and brokers	129	154	1.71%	19.38%
Building finishing contractors	113	146	1.63%	29.20%
Services to buildings and dwellings	125	140	1.56%	12.00%
Automotive repair and maintenance	106	131	1.46%	23.58%
Legal services	120	130	1.45%	8.33%
Architectural, engineering and related services	120	127	1.41%	5.83%
Logging	128	123	1.37%	-3.91%
Accounting, tax preparation, bookkeeping and payroll services	97	121	1.35%	24.74%
Business, professional, labour and other membership organizations	86	95	1.06%	10.47%
Foundation, structure, and building exterior contractors	82	92	1.02%	12.20%
Other specialty trade contractors	53	91	1.01%	71.70%
Other professional, scientific and technical services	55	89	0.99%	61.82%

Source: McSweeney & Associates from Canadian Business Counts (Statistics Canada) from 2011 and 2016

Table 25: Canada and Ontario Economic Indicators Outlook

Canada					
Annual Average Percent Change*	**2014**	**2015**	**2016**	**2017f**	**2018f**
Real GDP Growth	2.6	0.9	1.4E	2.3	1.9
Employment growth	0.6	0.9	0.7	1.2	0.5
Unemployment (annual per cent)	6.9	6.9	7.0	6.7	6.7
Consumer Price Index	1.9	1.1	1.4	2.1	2.1
Retail Trade	4.6	1.7	3.7	4.0	3.8
Housing Starts (per cent change)	0.6	2.3	2.5	1.3	-7.0
Ontario					
Annual Average Percent Change*	**2014**	**2015**	**2016**	**2017f**	**2018f**
Real GDP Growth	2.7	2.5	2.7E	2.6	1.9
Employment	0.8	0.7	1.1	1.3	0.7
Unemployment (annual per cent)	7.3	6.8	6.5	6.3	6.3
CPI	2.3	1.2	1.8	2.2	2.1
Retail Trade	5.0	4.2	4.7	4.7	3.6
Housing Starts	-3.8	17.7	9.1	6.9	-8.7

Source: McSweeney & Associates from TD Economics, *Provincial Economic Forecast*, March 27, 2017
*Unless otherwise stated. 'E' = estimate, 'f' = forecast

Table 26: Canadian Export Forecast by Sector (% Growth)

Main Sectors	CAD Billion 2016	% Share of Total Exports 2016	Export Outlook (% growth)		
			2016	**2017 (f)**	**2018 (f)**
Advanced Technology	17.4	3.7%	1.6%	1%	-2%
Aerospace	16.3	3.5%	-11.1%	4%	17%
Agri-food	61.9	13.2%	1.4%	2%	4%
Automotive	89.7	19.1%	8.7%	-1%	2%
Chemicals and Plastics	43.2	9.2%	-1.5%	7%	8%
Consumer Goods	24.0	5.1%	4.5%	3%	2%
Energy	76.7	16.4%	-17.1%	18%	7%
Fertilizers	6.6	1.4%	-25.8%	4%	4%
Forestry Products	31.8	6.8%	5.1%	7%	-2%
Industrial Machinery and Equipment	24.3	5.2%	-3.0%	5%	5%
Ores and Metals	71.3	15.2%	-2.7%	11%	5%
Special Transactions*	5.7	1.2%	1.4%	-3%	2%
Total Goods	**469.0**	**81.4%**	**-2.6%**	**6%**	**4%**
Total Services	**107.2**	**18.6%**	**4.8%**	**5%**	**6%**
Total Exports	**576.2**	**100.0%**	**-1.3%**	**6%**	**5%**

Source: Statistics Canada, EDC Economics, 2016 is actual data while 2017 and 2018 are forecast. *Special transactions are mainly low-valued transactions, value of repairs to equipment and goods returned to country of origin.

Table 27: Ontario Merchandise Export Outlook

Top Sectors	% Share of Exports (2015)	Export Outlook (% growth)		
		2015	2016(f)	2017(f)
Motor Vehicles and Parts	36.3	14.5	17	-4
Metals, Ores and Other Industrial Products	19.3	-0.3	-7	2
Chemical and Plastics	12.8	10.6	3	3
Industrial Machinery and Equip	9.2	17.4	6	4
All others	22.4	14.7	4	4
Total	**100.0**	**11.1**	**7**	**0**
Total excl. energy	**98.4**	**11.6**	**7**	**0**

Source: EDC *Global Export Forecast Fall 2016,* p. 39. Statistics Canada, EDC Economics.

Table 28: Employment Outlook by Industry – Q1/2017

Industry	Ontario Net Employment Outlook (%)
All Industries	**7**
Construction	-5
Education	6
Finance, Insurance & Real Estate	15
Manufacturing - Durables	11
Manufacturing – Non-Durables	15
Mining	-7
Public Administration	9
Services	9
Transportation & Public Utilities	3
Wholesale & Retail Trade	6

Source: Manpower Employment Outlook Survey – Q1/2017.