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### **JOB HIRING INDEX COMPARATIVE RESULTS: 2007 TO 2010**

**The Planning and Economic Development Committee recommends the adoption of the recommendation contained in the following report dated January 24, 2011 from the Commissioner of Planning and Development Services.**

#### **1. RECOMMENDATION**

It is recommended that:

1. The Economic Strategy Branch circulate copies of this report to the local Economic Development Offices, Chambers of Commerce and Board of Trade, and interested stakeholders including the COSTI Immigrant Services, Seneca College, the York Region District School Board, the York Catholic School Board and the Workforce Planning Board of York Region and Bradford West Gwillimbury, for their use and analysis in relation to their programs.

#### **2. PURPOSE**

To update Regional Council on the 2010 Job Hiring Index results which identifies and analyzes hiring trends in York Region from 2007 to 2010 to enable York Region to monitor trends in labour force demand.

#### **3. BACKGROUND**

**The Job Hiring Index identifies trends in labour force recruitment and employer demand**

To understand the hiring demand of businesses, the consulting firm IT Challenger was retained to develop a Job Hiring Index to collect data on job postings and monitor the trends in the demand for the Region's labour market. Data collection commenced in January 2007.

Workforce development was identified as a strategic initiative in the 2005 approved Economic Strategy, and one of the actions proposed was for the Region to facilitate better forecasting of industry requirements, skills shortages and deficiencies within the Region.

Workforce stakeholders including Economic Development Offices, Chambers of Commerce and Board of Trade, COSTI Immigrant Services, Seneca College, the York Region District School Board, the York Catholic School Board and the Workforce

Planning Board of York Region and Bradford West Gwillimbury, obtain employment value from the Job Hiring Index and request to receive the report for their use and analysis in relation to their programs.

This report is the fourth full year of data and indicates trend lines for 2007, 2008, 2009 and 2010.

### **Customized advanced data collection technology is used from IT Challenger**

IT Challenger developed advanced customized data collection technology for York Region which provides job hiring trend analysis and reporting capability including:

- Automated capture all advertised jobs from print and online sources including newspapers, online job boards and company websites.
- Identification of the job type, employer (if identified), location, and industry.
- Quality control processes enhance the accuracy of the data and eliminates duplication of reported jobs.
- The advertised job postings include new hiring and replacement hiring however this distinction is not identified in a job advertisement.

## **4. ANALYSIS AND OPTIONS**

This report presents the job hiring data for the first four years of data collection from 2007 to 2010 and provides year over year comparisons.

### **The Job Hiring Index in 2010 indicates a slight increase in postings from 2009**

- In 2010, there were 38,128 job postings across York Region representing an 11 per cent increase from 2009. The number of jobs are increasing in 2010 but have not reached the number of postings in 2007 and 2008.
- In 2008, there were 49,361 job postings across York Region which represents a 6 per cent decline versus the 52,491 jobs posted in 2007.
- Job postings were strongest in Q3 of 2009 and 2010 (summer), which may indicate seasonal summer hiring.
- In contrast, in 2007 and 2008 the majority of job postings occurred during Q1 and Q3, (winter and fall) which may indicate hiring after summer and holiday season temporary employment.
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**Table 1**  
Number of Job Postings in York Region by Quarter in 2007 to 2010

| QUARTER | 2007   | 2008   | 2009   | 2010   |
|---------|--------|--------|--------|--------|
| Q1      | 13,800 | 14,538 | 8,067  | 9,139  |
| Q2      | 11,029 | 13,204 | 8,023  | 8,968  |
| Q3      | 14,232 | 12,439 | 9,299  | 10,585 |
| Q4      | 13,430 | 9,180  | 8,738  | 9,436  |
| ANNUAL  | 52,491 | 49,361 | 34,127 | 38,128 |

### **Job postings by industry**

#### **The most jobs posted for all four years continues to be retail trade**

York Region remains a very diverse employment region with 24 industry codes being identified in the job postings. Of the 38,128 job postings, only 8,842 indicate the industry sector. The top five industry sectors represented in the postings are:

- Retail Trade
- Professional, Scientific, Technical Services
- Manufacturing
- Health Care and Social Assistance
- Wholesale Trade

### **Job postings by type of job**

#### **Service industry jobs dominate the posting by job type in all four years however engineering and architects replace the help wanted occupation**

Between 2007 and 2010 the only significant change in the top five job type postings is engineering and architects have replaced the help wanted category which appeared in the top five in 2007, 2008, and 2009 at a rank of two, two and five respectively. The knowledge intensive engineering and architects occupational category is replacing the lower-paying help wanted category. The top five job postings by job type in all four years continue to be in the service industry as shown in *Table 2*.

**Table 2**  
Top Five Job Postings by Job Type in 2007 to 2010

| 2010<br>(Rank) | 2009<br>(Rank) | Job Type                      | Number<br>2007 | Number<br>2008 | Number<br>2009 | Number<br>2010 |
|----------------|----------------|-------------------------------|----------------|----------------|----------------|----------------|
| 1              | 1              | Management of Companies       | 5,433          | 5,341          | 3,885          | 4,770          |
| 2              | 3              | Administrative and Legal      | 7,504          | 6,860          | 3,912          | 4,336          |
| 3              | 2              | Retail and Services           | 5,762          | 5,609          | 2,995          | 4,122          |
| 4              | 4              | Business, Finance, Accounting | 5,493          | 5,303          | 3,947          | 3,693          |
| 5              | 6              | Engineers, Architects         | 4,337          | 3,370          | 2,488          | 3,565          |
| TOTAL TOP FIVE |                |                               | 28,529         | 26,483         | 17,227         | 20,486         |

## 5. FINANCIAL IMPLICATIONS

The cost for the Job Hiring Index is fully funded in the proposed 2011 Planning and Development Services budget.

## 6. LOCAL MUNICIPAL IMPACT

A community's workforce is critical to its economic success as the workforce is central to the municipality's economic future. The Job Hiring Index provides an in-depth analytical tool that can be utilized by each local municipality to further understand and address employment trends. The Region will work with the local Municipal Economic Development offices to assess local trends by providing detailed quarterly and annual data information packages that will enable each municipality to conduct an in-depth local job hiring analysis.

### Relationship to Vision 2026

Vision 2026 identified attracting and supporting businesses, encouraging continual learning, promoting and supporting innovation, and partnering in service delivery as key elements in achieving the Vibrant Economy goal. Implementation of the Economic Strategy supports the Vibrant Economy Goal of Vision 2026.

## 7. CONCLUSION

Tracking employment and hiring trends is an important indicator of future economic activity. Private sector firms increase hiring as business grows and reduce hiring if revenues are decreasing. Continued collection of job posting data and reporting to

municipalities in 2011 will enable year over year comparative quarterly, monthly, and annual trends.

The 2010 data indicates that the economy is slowly recovering and there is a rise in knowledge based occupational categories such as engineering and architecture.

For more information on this report, please contact Sharon Végh, Program Manager, Economic Intelligence and Innovation at (905) 830-4444, Ext. 1509, or Doug Lindeblom, Director of Economic Strategy at Ext. 1503.

The Senior Management Group has reviewed this report.