

EXAMINING THE PARTICIPATION RATE IN WINDSOR-ESSEX



workforce
WindsorEssex
YOUR LOCAL EMPLOYMENT PLANNING COUNCIL



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EXECUTIVE SUMMARY

Windsor-Essex has a consistently low participation rate and one of the lowest in Canada. The participation rate measures the number of people working or looking for work in a region out of the total population eligible to be in the labour force, which is the population aged 15 and over. Having a low participation rate affects the ability of employers in our region to hire workers and staff positions, which can in turn affect employers' ability to grow their business and positively impact our local economy. While some people choose not to work, others are willing to work but face barriers to employment and participating in the labour force. It is important that those who are willing to work are supported in their job search and are able to increase their welfare through employment.

By examining the participation rate by region, gender, age, and educational attainment in 2017 and historically, we were able to identify specific groups who are contributing to the low participation rate or have seen a decline in their participation rate over time. These groups include persons aged 15 to 24, persons aged 55 and over, males aged 25 to 54, and those without a post-secondary education. The factors that affect these groups' participation in the labour force are wide-ranging and include gender-related factors, such as precarious work, wages, work absences, traditional gender roles, child care, and

the ratio of men to women in Windsor-Essex; age-related factors, such as length of time in post-secondary school, youth employment barriers, retirements, and migration trends; income-related factors, such as employment income versus income from government transfers, median employment income and cost of living, and transportation; educational attainment factors, such as highest level of educational attainment, employment opportunities by required education, and quality of available jobs by education; health-related factors, such as disability, injury, illness, or care-giving for a loved one; and factors affecting immigrants and newcomers, including language barriers, validation of international education and past work experiences, and cultural traditions.

The vast majority of these factors can be addressed, with opportunities ranging from simple information campaigns to innovative employer-led initiatives to government adjustments to existing programs. Stakeholders in the community can work together to implement suggested opportunities and ensure that persons have the supports and encouragement they need to participate in the labour force. Increasing the participation rate by addressing the factors that are currently keeping the rate low in Windsor-Essex will lead to a greater available and stable workforce in our region along with the economic prosperity that goes hand-in-hand with a strong workforce.



BACKGROUND

Workforce WindsorEssex is the region's Local Employment Planning Council (LEPC). As the LEPC, we monitor labour force statistics, particularly data from Statistics Canada's Labour Force Survey, which includes the unemployment rate, employment rate, and participation rate.

Through regular monitoring of labour force statistics, we noticed a trend in Windsor-Essex's participation rate. Windsor-Essex has a consistently low participation rate, and the Windsor Census Metropolitan Area (CMA) had the third lowest participation rate of all 33 CMAs in Canada in 2017. This can negatively affect the availability and stability of the workforce available to employers and the economic prospects of our region.

While we are able to recognize the low participation rate through available statistics, there are no readily-available statistics to indicate why the participation rate in Windsor-Essex is low. Through the Examining the Participation Rate project, Workforce WindsorEssex sought to discover the factors negatively affecting the participation rate in order to provide support to the community to form a strategy to increase the participation rate.

METHODOLOGY

This report was developed using a variety of quantitative and qualitative data, and supported by consultations with the community, which were held to confirm the findings of the report. Data from Statistics Canada's Labour Force Survey, CANSIM tables, and the 2016 Census was used extensively to explore labour force indicators including the participation rate, employment rate, and unemployment rate as well as to examine factors such as gender, age, income, educational attainment, health, migration, and others. Wage data from Emsi Analyst, which compiles data from Statistics Canada's Survey of Employment, Payroll, and Hours, was used to explore the differences in pay by gender. Several other publications, articles, and reports were used to supplement the quantitative data.

With the service of a third-party provider, Workforce WindsorEssex also carried out an interactive voice response (IVR) landline phone survey of 1,869 residents in Windsor-Essex. The phone survey took place March 19th and 20th, 2018 between the hours of 6pm and 9pm. An online survey asking the same questions was carried out during the same time period. The survey sought to identify the employment status of participants and asked a further question to learn more about their employment status. Participants were also asked their gender, age group, and highest level of educational attainment for grouping purposes. To read the full survey questions, please see Appendix A.

Consultations were held with local stakeholders to discuss the findings of the draft report. These stakeholders offered their local knowledge and perspective on the preliminary findings of the report, and their feedback was taken into account for the final report.

WHAT IS THE PARTICIPATION RATE?

The participation rate is a calculation of the active portion of an economy's labour force. It refers to the number of people who are either employed or who are unemployed and actively looking for work out of the total population aged 15 years and older. To be considered unemployed, an individual must have actively looked for work in the prior four weeks, and is currently available for work. Those who have been temporarily laid off and are waiting to be recalled are also considered unemployed.

The participation rate is calculated by dividing the number of people actively participating in the labour force (those who are employed or unemployed) by the number of people who are eligible to participate in the labour force, but for reasons of their own have decided not to, or are unable to. Those who are eligible are considered to be all persons aged 15 years and over. A person may choose not to participate in the labour force for many reasons, including retirement, type of available work, child care responsibilities, and others that will be explored in this report. Some of these reasons reflect personal choices, while others can be considered barriers to employment. If these barriers were not present, a person might otherwise choose to look for work.

Please see Appendix B for the methodology used by Statistics Canada for the Labour Force Survey to classify someone as "Employed", "Unemployed", or "Not in the labour force".

WHY DOES THE PARTICIPATION RATE MATTER?

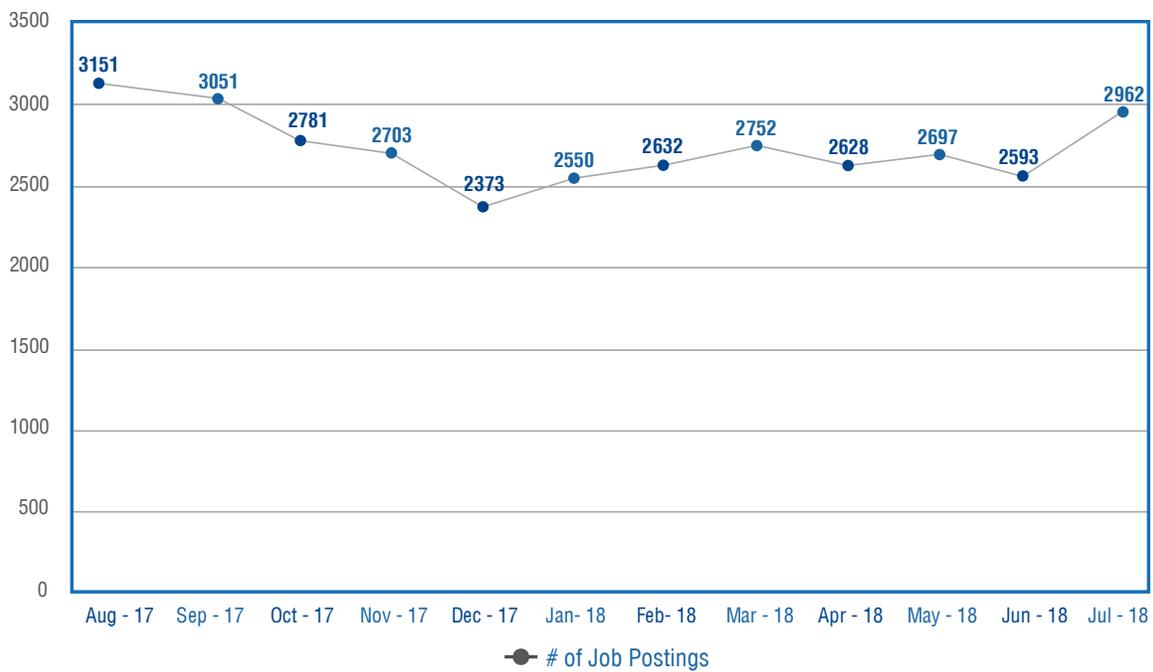
Having a high participation rate matters to employers and the economic welfare of a region. In recent consultations with employers, we found 78% of employers faced challenges in recruiting, with one top reason being there were simply few or no applicants to positions. If employers cannot find employees to staff positions, business and overall economic growth is hindered. It becomes difficult to maintain current productivity levels in a business without the appropriate amount of staff, and it is problematic when looking towards expansion opportunities. Locally, at the time of this report, employers in Windsor-Essex continue to hire frequently as evidenced by monthly job posting data.¹

1. CEB TalentNeuron, 2018.





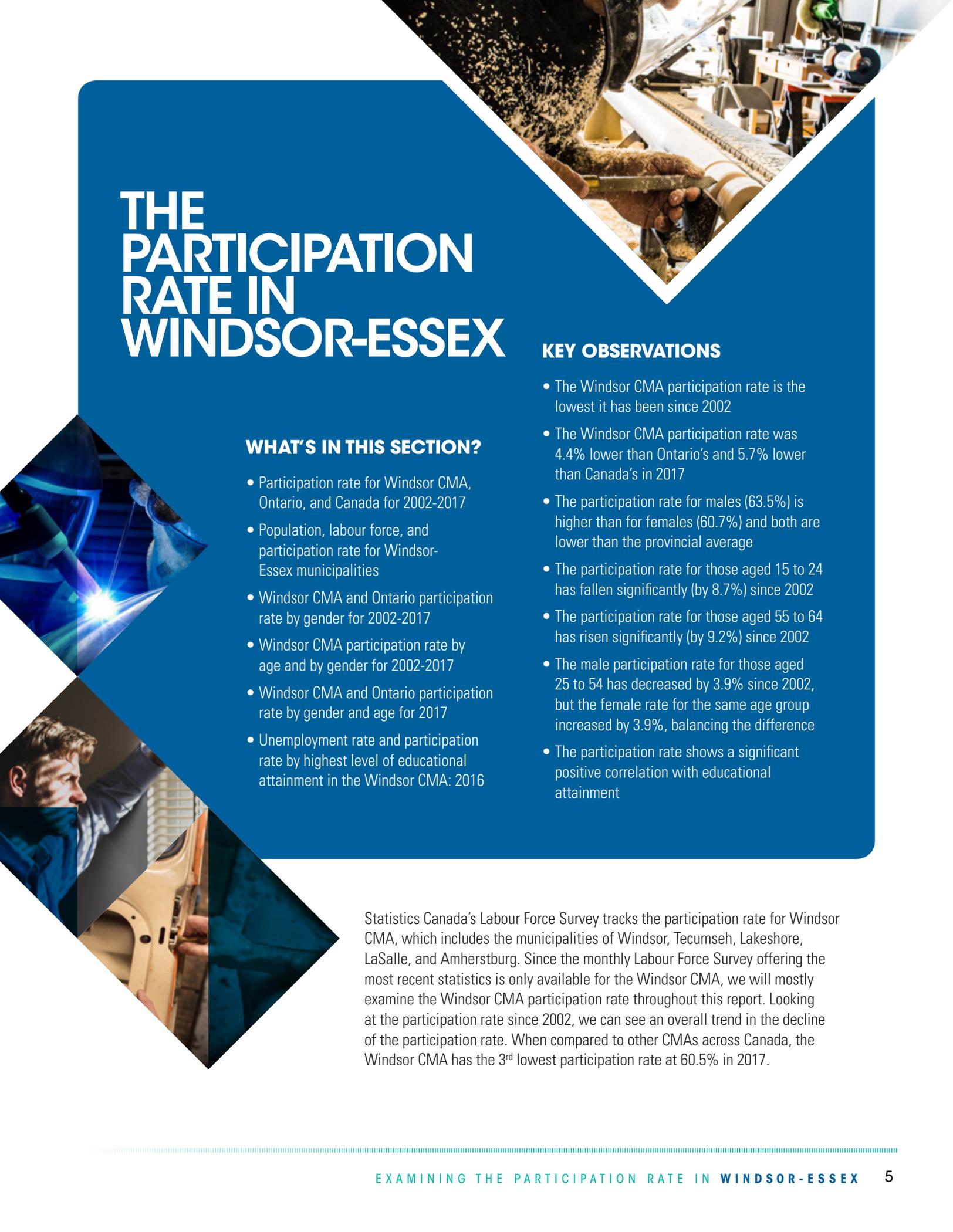
TOTAL NUMBER OF JOB POSTINGS BY MONTH¹



With job posting data showing consistent demand and the unemployment rate hovering between 5% and 6% in the Windsor CMA, it becomes necessary to find ways to attract people who are not currently working or looking for work back into the labour force so the talent pool for employers looking to hire can expand. The Windsor-Essex Regional Chamber of Commerce has said that the labour force shortage means the Windsor-Essex region is missing out on approximately \$600 million in lost economic opportunity since employers cannot find the right people with the right skills to take on additional work. Additionally, it is important to consider why people may not be looking for work and whether individuals would like to be working but are experiencing barriers to employment. If an individual

is a retiree and contributing to the low participation rate, this may not be an issue as they may be living comfortably and likely have disposable income to spend in the region. However, if an individual would like to be working but has given up on accessing employment opportunities due to a barrier such as a disability, illness, access to transportation, or care-giving responsibilities, the labour market is missing out on an individual who would like to work but feels they cannot. In these cases, it is important we have the services and supports in place to ensure these individuals are able to look for work and secure employment. This allows for both a healthier labour market and increased welfare for individuals who can benefit from employment income and the social benefits of employment.

1. CEB TalentNeuron, 2018.



THE PARTICIPATION RATE IN WINDSOR-ESSEX

WHAT'S IN THIS SECTION?

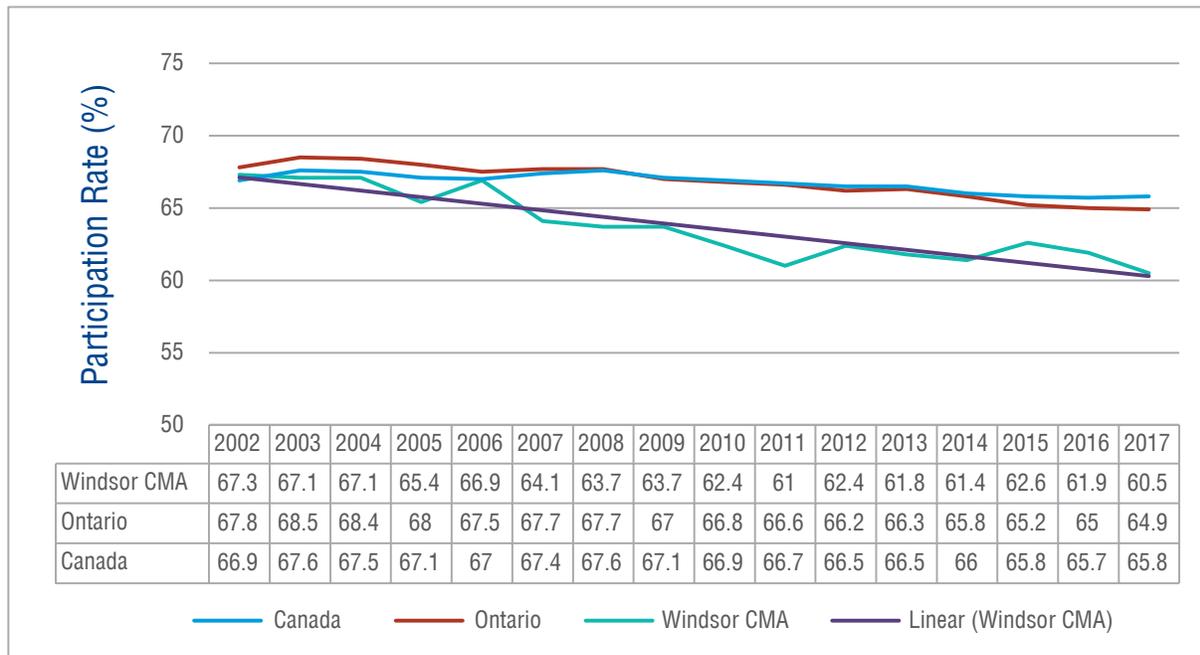
- Participation rate for Windsor CMA, Ontario, and Canada for 2002-2017
- Population, labour force, and participation rate for Windsor-Essex municipalities
- Windsor CMA and Ontario participation rate by gender for 2002-2017
- Windsor CMA participation rate by age and by gender for 2002-2017
- Windsor CMA and Ontario participation rate by gender and age for 2017
- Unemployment rate and participation rate by highest level of educational attainment in the Windsor CMA: 2016

KEY OBSERVATIONS

- The Windsor CMA participation rate is the lowest it has been since 2002
- The Windsor CMA participation rate was 4.4% lower than Ontario's and 5.7% lower than Canada's in 2017
- The participation rate for males (63.5%) is higher than for females (60.7%) and both are lower than the provincial average
- The participation rate for those aged 15 to 24 has fallen significantly (by 8.7%) since 2002
- The participation rate for those aged 55 to 64 has risen significantly (by 9.2%) since 2002
- The male participation rate for those aged 25 to 54 has decreased by 3.9% since 2002, but the female rate for the same age group increased by 3.9%, balancing the difference
- The participation rate shows a significant positive correlation with educational attainment

Statistics Canada's Labour Force Survey tracks the participation rate for Windsor CMA, which includes the municipalities of Windsor, Tecumseh, Lakeshore, LaSalle, and Amherstburg. Since the monthly Labour Force Survey offering the most recent statistics is only available for the Windsor CMA, we will mostly examine the Windsor CMA participation rate throughout this report. Looking at the participation rate since 2002, we can see an overall trend in the decline of the participation rate. When compared to other CMAs across Canada, the Windsor CMA has the 3rd lowest participation rate at 60.5% in 2017.

WINDSOR CMA PARTICIPATION RATE: 2002-2017^{2,3}



The highest participation rate experienced by the Windsor CMA was 67.3% in 2002, while the lowest was 60.5% in 2017. The participation rate has not been above 65% since 2006. While the Windsor CMA's participation rate has consistently been below the Ontario average, the two rates began to diverge significantly further in 2007. Both rates continue to fall.^{2,3}

The participation rate for Essex Census Division (CD), which includes the Windsor CMA as well as the municipalities of Leamington, Kingsville, Essex, and Pelee, is only available every 5 years through the census. The population, labour force, and participation rate for Essex CD as well as each individual municipality in 2016 can be seen in the table below.

2016 POPULATION, LABOUR FORCE, AND PARTICIPATION RATE FOR WINDSOR-ESSEX⁴

Indicator	Windsor	Tecumseh	LaSalle	Amherstburg	Lakeshore	Essex	Kingsville	Leamington	Pelee	Windsor-Essex (Essex CD)
Population aged 15 and over	178,585	19,545	24,435	18,095	29,830	16,500	16,675	20,980	130	324,330
In the labour force	101,878	12,430	16,165	11,730	19,585	10,235	10,630	12,360	75	195,090
Participation rate (%)	57%	63.6%	66.2%	64.8%	66.7%	62%	63.7%	58.9%	57.7%	60.2%

2. Statistics Canada, "Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018.

3. Statistics Canada, "Table 282-0002 – Labour Force Survey estimates (LFS), by sex and detailed age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018.

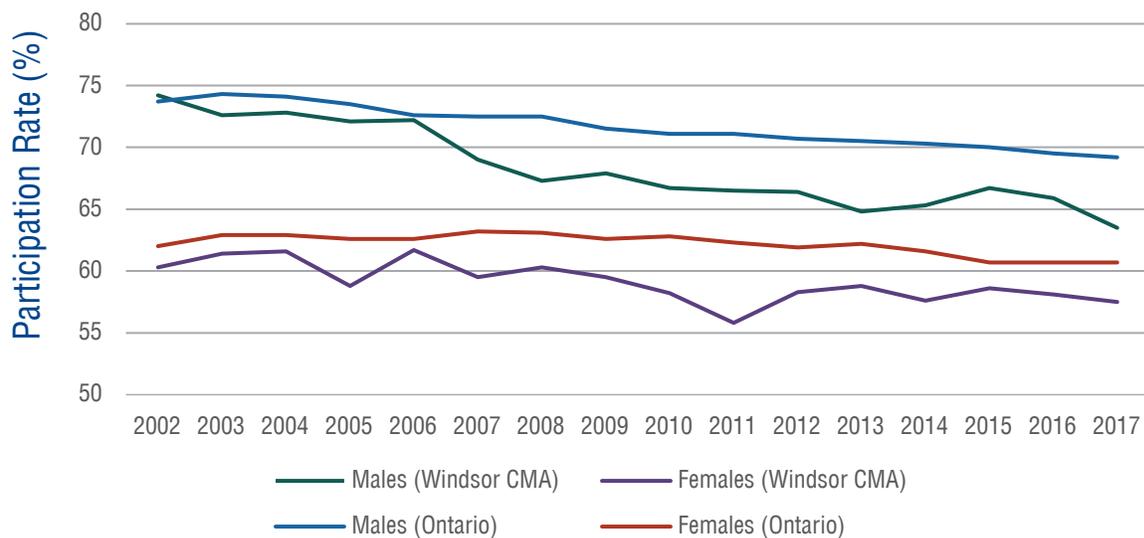
4. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.



As is evident in the 2016 Population, Labour Force, and Participation Rate table, Windsor, Pelee, and Leamington have the lowest participation rates, which are influencing the overall low participation rate in Windsor-Essex.⁴

There is a gender divide in the participation rate as well. In 2017, the Windsor CMA participation rate for males was 63.5% while the participation rate for females was 57.5%. This compares to the Ontario average of 69.2% for males and 60.7% for females.

WINDSOR CMA VS. ONTARIO PARTICIPATION RATE BY GENDER: 2002-2017^{5,6}



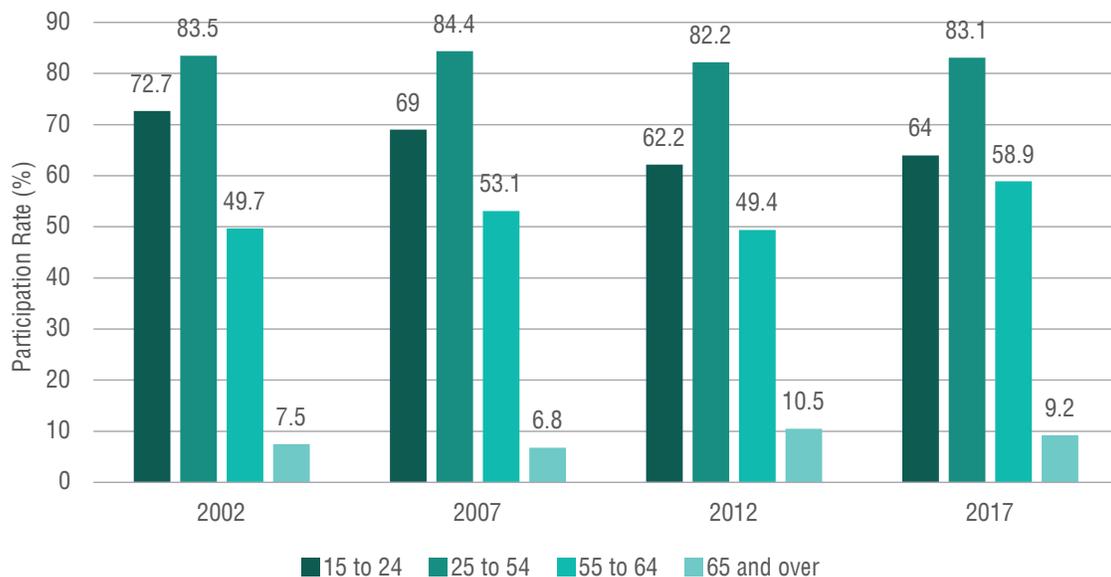
The male participation rate in the Windsor CMA was as high as 74.2% in 2002 but has not been above 70% since 2006. The Ontario male participation rate has remained near or at 70% since 2012. The female participation rate is lower than the male rate in both the Windsor CMA and in Ontario, but it has remained consistently lower in the Windsor CMA, falling as low as 55.8% in 2011.^{5,6}

When looking at the participation rate by age, one can observe changes since 2002.

4. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.
 5. Statistics Canada, "Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018.
 6. Statistics Canada, "Table 282-0002 – Labour Force Survey estimates (LFS), by sex and detailed age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018.



PARTICIPATION RATE BY AGE IN WINDSOR CMA: 2002-2017⁷

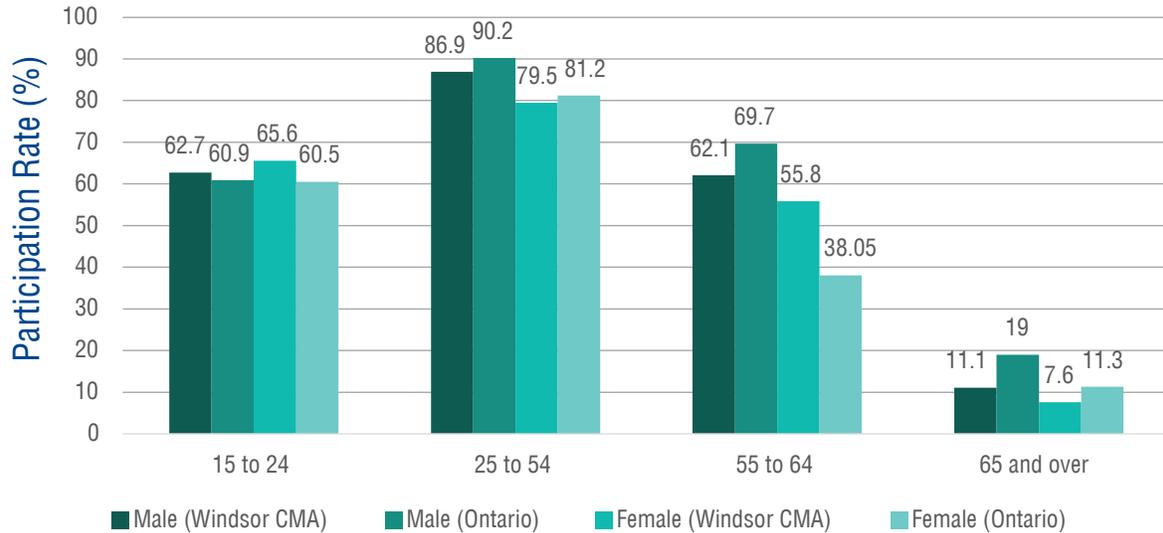


While the participation rate has remained relatively consistent for those aged 25 to 54 between 2002 and 2017, the participation rate has decreased significantly for those aged 15 to 24, falling by 8.7% during this time period. Conversely, the participation rate has increased significantly for those aged 55 to 64, increasing by 9.2% from 2002 to 2017. The participation rate of those aged 65 and over has also increased slightly, from 7.5% to 9.2%.⁷

By looking at the participation rate by both gender and age, we can see that the trend in low female participation is only evident for those aged 55 and over.

7. Statistics Canada, "Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted)," CANSIM (database), last modified January 5, 2018.

PARTICIPATION RATE BY GENDER AND AGE IN WINDSOR CMA VS. ONTARIO: 2017^{8,9}



The female participation rate is higher than the male rate for those aged 15 to 24. The participation rate remains significantly higher for males in other age groups.^{8,9}

Looking at the table below, the participation rate has decreased notably over time for both males and females aged 15 to 24 and for males aged 25 to 54 but has increased significantly for females aged 25 to 54 and aged 55 to 64 from 2002 to 2017.^{8,9}

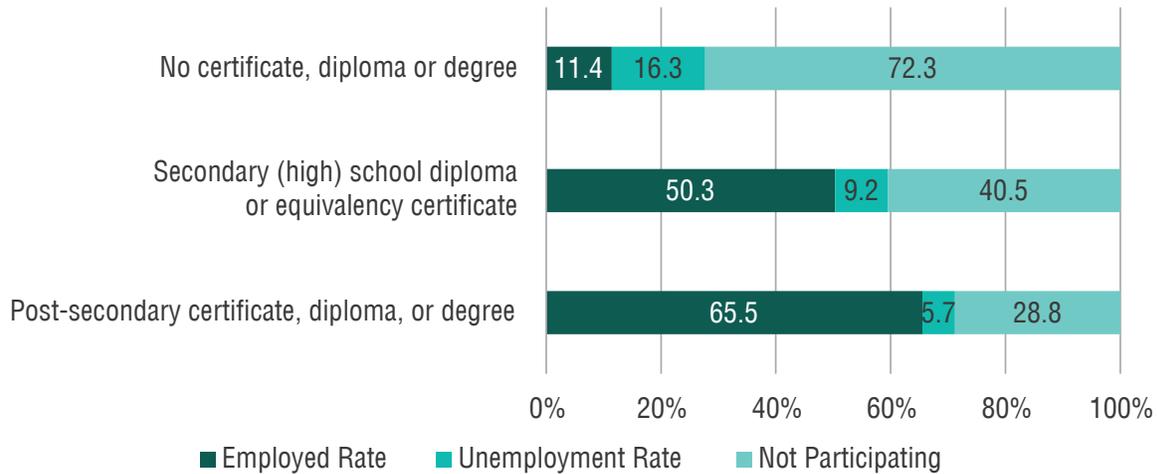
PARTICIPATION RATE BY GENDER AND AGE IN WINDSOR CMA: 2002-2017^{8,9}

Year	15 to 24		25 to 54		55 to 64		65 and over	
	Male	Female	Male	Female	Male	Female	Male	Female
2002	73	72.4	90.8	75.6	56.2	43.2	11.7	x
2007	68.3	70.1	89	79.8	55.9	50.5	10.7	x
2012	62.8	62	86.5	77.6	52.9	45.7	12.9	8.4
2017	62.7	65.6	86.9	79.5	62.1	55.8	11.1	7.6

The participation rate by educational attainment can also be examined. By looking at the data, it is evident that having a post-secondary education is positively related to the participation rate.

8. Statistics Canada, "Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018.
 9. Statistics Canada, "Table 282-0002 – Labour Force Survey estimates (LFS), by sex and detailed age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018.

PARTICIPATION RATE BY EDUCATIONAL ATTAINMENT IN WINDSOR CMA: 2016¹⁰



Those who lack any certificate, diploma, or degree are significantly less likely to participate in the labour force. While this data also captures those aged 15 to 19 who may have not yet had a chance to complete high school, those aged 21 to 64 who have had a chance to attain a high school diploma and are considered to be the working-aged population still have a participation rate of only 44.8% in the Windsor CMA.¹⁰

It is also important to consider the newcomer population in Windsor-Essex when examining the participation rate, as this population grew by 10,800 between 2011 and 2016. Considering the population in Windsor-Essex increased by 10,171 people between 2011 and 2016, Windsor-Essex likely would have had a decrease in population without the arrival of newcomers.¹¹

A newcomer is an immigrant who has been here for five years or less. The newcomer participation rate in 2016 in the Windsor CMA was 44.7% and was particularly low for newcomer refugees, at only 21.9%; however, the overall participation rate of immigrants in the Windsor CMA in 2016 was 60.7%, and the rate for all refugees was 54.3%, suggesting the newcomer population may take some time to adapt to arriving in the region but has great potential to join the labour force.¹²

In sum, the Windsor CMA's participation rate seems to be low due to the lower labour force participation of females; persons aged 55 to 64 and particularly, persons aged 65 and over; those without a post-secondary education; and newcomers. Additionally, it is impacted by the ongoing decline in labour force participation of males and youth aged 15 to 24. In the next section, we will examine the factors that affect the participation of these groups in the labour force.



10. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016285.
 11. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.
 12. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016204.



PARTICIPATION RATE FACTORS

WHAT'S IN THIS SECTION?

- Gender-related factors, including precarious work, wages, work absences, traditional gender roles, child care, and the ratio of men to women in Windsor-Essex
- Age-related factors, including length of time in post-secondary school, youth employment barriers, retirements, and migration trends
- Income-related factors, including employment income versus income from government transfers, median employment income and cost of living, and transportation
- Educational attainment factors, including highest level of educational attainment, employment opportunities by required education, and quality of available jobs by education
- Health-related factors, including disability, injury, illness, or care-giving for a loved one
- Factors affecting immigrants and newcomers, including language barriers, validation of international education and past work experiences, and cultural traditions

KEY OBSERVATIONS

- It is more difficult for women to secure full-time, decent paying work than it is for men
- Child care cost, availability, and location can impact a parent's decision to work
- Women still have more home responsibilities than men and their decision to work can be affected by traditional gender norms
- Youth are staying in school longer and are working less while in school
- More people aged 55 and over are working longer, but still significantly less than those aged 25 to 54
- Windsor-Essex has a trend of out-migration of the working-age population
- The amount of people in the Windsor CMA receiving employment income has decreased since 2005, while the amount receiving government transfers (especially Old Age Security, CPP, tax credits, and family benefits) has increased significantly since 2005
- The median amount of employment income has decreased for both males and females between 2005 and 2015
- The economic dependency ratio increased by 7.9% between 2005 and 2015
- People with a low income disproportionately rely on public transit and active transportation to commute, and these means of transportation can be a barrier to employment
- 40% of the population aged 25 to 64 in Windsor-Essex do not have a post-secondary education, but employment requiring a post-secondary education outnumbers employment that requires only a high school diploma or on-the-job training
- The number of jobs requiring only a high school diploma or on-the-job training have decreased between 2001 and 2016
- Persons with disabilities are significantly more unlikely to participate in the labour force
- Injury, illness, and care-giving can force people out of the labour force
- Language barriers and an inability to have past international education or work experiences validated can discourage newcomers from entering the labour force or can encourage them to exit the labour force

Understanding the specific groups that are participating less in the labour force or whose labour force participation has declined over time is the first step in creating a plan to improve the low participation rate and get more individuals to become active in the region's labour force. Now, we will look at the factors that impact these groups' participation in the labour force.

GENDER-RELATED FACTORS

With a participation rate of 60.5% for the Windsor CMA in 2017, it means that nearly 4 in 10 people are not working or not looking for work. By gender, this means about 3.6 in 10 men or 4.2 in 10 women are not participating.

Historically, women did not participate in the labour force in numbers that rivalled men's participation. This began to change in the 1950s and 1960s with the advent of technology to lessen housework, the women's movement, birth control, and the legalization of divorce. Today, women still do not participate in the labour force in the same volume as men. In the Windsor CMA, the participation rate of males was 63.5% in 2017, while the participation rate for females was 57.5%.¹³ There are several factors that can influence women's participation in the labour force.

First, the type of work that women perform and that is most readily available to women often differs from the work of men. Women still tend to be employed in more precarious work situations than men, with women working in more part-time positions with lower wages and little room for career advancement as compared to men. In 2017, a Statistics Canada publication noted women generally perform fewer hours of paid work than men and that the presence of a child effects the number of hours a woman works but does not have the same effect on men. Women are more likely to work part-time, and when surveyed as to why they work part-time, 25% cited caring for children while only 3.3% of men cited this reason. They are also more likely to experience work absences and interruptions, especially due to gendered factors like maternity leave and caring for sick children, which can effect career advancement. Furthermore, women earn \$0.87 for every dollar earned by men.¹⁴ Below is a comparison of the top 5 occupations males in Windsor-Essex were employed in in 2016 versus the top 5 females were employed in, with the associated median wage for those occupations.



13. Statistics Canada, "Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018
14. Melissa Moyser, "Women and Paid Work," *Statistics Canada*, last modified March 9, 2017.

TOP 5 OCCUPATIONS MALES IN WINDSOR-ESSEX ARE EMPLOYED IN WITH ASSOCIATED WAGE: 2016¹⁶

Occupation by 2-Digit NOC	# of Employed	Median Wage ¹⁵
72 – Industrial, electrical and construction trades	8,310	\$26.99
95 – Assemblers in manufacturing	6,030	\$29.54
75 – Transport and heavy equipment operation and related maintenance occupations	4,955	\$19.52
21 – Professional occupations in natural and applied sciences	4,925	\$36.45
67 – Service support and other service occupations	4,065	\$13.51
Average Median Wage of Top Employment Occupations		\$25.20

TOP 5 OCCUPATIONS FEMALES IN WINDSOR-ESSEX ARE EMPLOYED IN WITH ASSOCIATED WAGE: 2016¹⁶

Occupation by 2-Digit NOC	# of Employed	Median Wage ¹⁵
65 – Service representatives and other customer and personal services occupations	5,855	\$13.92
67 – Service support and other service occupations, n.e.c.	5,365	\$13.51
12 – Administrative and financial supervisors and administrative occupations	5,295	\$23.05
14 – Office support occupations	4,915	\$18.09
40 – Professional occupations in education services	4,565	\$38.92
Average Median Wage of Top Employment Occupations		\$21.50

As can be seen in the table above, the wage disparity between the top 5 occupations males and females are most employed in is evident, with a difference in the average median wage of the top 5 occupations for each of \$3.70/hour.¹⁷ Of course, this is not a comprehensive wage difference analysis, but it serves to show a large amount of females in Windsor-Essex are employed in typically low wage occupations compared to men. A woman may not find working a low-wage, potentially part-time position to be worth the stress of having less time to manage home life, particularly if the position itself is demanding, located inconveniently, or she has care-giving responsibilities at home.

Child care is perhaps the most typically acknowledged barrier to labour force participation for women. In Windsor-Essex, there are far more female single parent families than male single parent families. 80% of single parent families in Windsor-Essex are headed by females who have an average of 1.6 children.¹⁸ When it comes to child care, the cost, availability of spots (both regulated and non-regulated), and the location of facilities can impact a woman’s decision to work. The City of Windsor offers child care subsidies to families depending on income; however, if a woman can only find employment that is part-time, pays a low wage, is in an inconvenient location, or has unstable or unusual hours, she may consider it a better option to spend time caring for her children and avoid the stress of balancing work and home life. In two-parent families, a woman may end up staying home to care for the children while her husband works to maintain eligibility for a child care subsidy. In our phone survey, 11 women indicated “child care responsibilities” was the reason they were not working or looking for work, while no men indicated this.

15. Emsi Analyst, 2017.3.

16. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016295.

17. Emsi Analyst, 2017.3.

18. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016025.

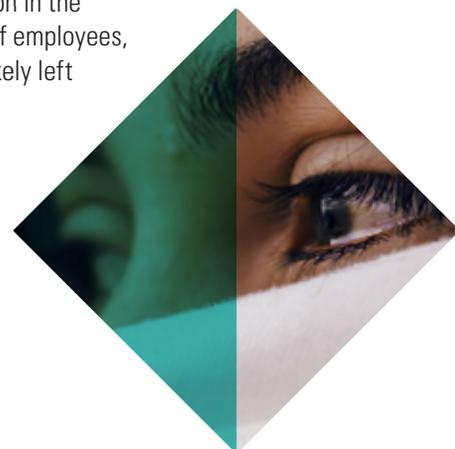


Another factor to consider is that the traditional perception of the role of women in the home continues to persist. While women may not be outright discouraged from pursuing work, they continue to take on more housework and child care responsibilities. A 2015 Statistics Canada survey found mothers spend 65% of the total hours spent helping and caring for children as compared to men. It also found women spent an average of 3.6 hours per day doing unpaid household work in 2015, while men spent 2.4 hours per day.¹⁹ If women choose to stay home to carry out housework and child care responsibilities, consequences are felt when women seek to begin their transition back into the workforce as their gap in employment can be received negatively by employers and can limit their career opportunities and earning potential.²⁰

Considering 93,040 women in Windsor-Essex are married or living common law, there may be many women still affected by traditional gender norms.²¹ These norms may be particularly prevalent amongst immigrants and newcomers with traditional cultural backgrounds. Furthermore, considering the low cost of living in Windsor-Essex as compared to other regions, some couples and families may not find it necessary to have a dual income, and women end up staying home to carry out traditional housework and child care responsibilities.

It is also important to note that in 2016, there were more females than males in Windsor-Essex, with 202,695 females and 196,255 males.²² Considering the above factors and the lower female participation rate, the larger amount of females as compared to males can decrease the participation rate overall as females make up more of the total population than men.

The Windsor CMA male participation rate fell 10.7 percentage points between 2002 and 2017. This decline mostly occurred during the Great Recession (2006-2011) during which job losses, layoffs, and retirements were common in the manufacturing sector. The manufacturing sector tends to be male-dominated, and by number of employees, it was the largest sector in the local economy at the time and still is. During this time, males likely left the workforce feeling discouraged or may have decided to enter a re-training program.



19. Anne Kingston, "Stop the presses! Canadian women do more housework," *Maclean's*, last modified June 1, 2017, <http://www.macleans.ca/society/stop-the-presses-canadian-women-do-more-housework/>.

20. Laura Addati and Cassirer, Naomi, "Equal sharing of responsibilities between women and men, including care-giving in the context of HIV/AIDS," *United Nations*, last modified September 19, 2008, <http://www.un.org/womenwatch/daw/egm/equalsharing/EGM-ESOR-2008-BP-2%20ILO%20Paper.BP.2.pdf>.

21. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016035.

22. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.

AGE-RELATED FACTORS

The participation rate in the Windsor CMA varies drastically by age. To begin, the participation rate of those aged 15 to 24 has declined by 8.7% from 2012 to 2017.²³ This could be impacted by two factors. First, young people are staying in school longer and achieving higher levels of education than generations before them. In 2006, 54% of the population did not have a post-secondary education, whereas by 2016, this number had dropped to 50%.²⁴ While young people are in school, many choose to focus on their studies and do not work. In Ontario in 2015-2016, 37% of those aged 15 to 24 worked while attending school, whereas in 2005-2006, 42.5% of those aged 15 to 24 worked while attending school.²⁵ The decrease in students working may be due to more easily accessible educational financial support provided by the Ontario government which allows students to attend school with a lower financial burden. Second, some youth may not be attending school at all but may have become discouraged when trying to find employment and have chosen to stop looking. In our phone survey, 45 youth aged 15 to 24 responded to the survey. Their responses were as follows:

YOUTH RESPONSES TO WORKFORCE WINDSOR-ESSEX'S PARTICIPATION RATE PHONE SURVEY

EMPLOYED OR SELF EMPLOYED 17 RESPONDENTS

Employed in a job that matches your education, skills, and abilities
12 Respondents

Under-employed. My job does not make full use of my education, skills, and abilities.
5 Respondents

LOOKING FOR WORK 16 RESPONDENTS

Less than 1 month
5 Respondents

Between 1 and 3 months
4 Respondents

Between 4 and 6 months
1 Respondents

Between 8 and 12 months
4 Respondents

More than 12 months
2 Respondents

NOT WORKING AND NOT LOOKING FOR WORK 12 RESPONDENTS

Child care Responsibilities
5 Respondents

Disability
4 Respondents

Discouraged
1 Respondents

Injury or illness
4 Respondents

Retired
2 Respondents

School or Training
2 Respondents



23. Statistics Canada, "Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018.
24. Workforce WindsorEssex, "Windsor-Essex Educational Attainment," *Workforce WindsorEssex*, last accessed March 25, 2018.
25. Statistics Canada, "Table 477-0102 – Proportion of students aged 15 to 29, who were also working, by age group and type of institution attended, Canada and provinces, occasional (percent)," *CANSIM* (database), last modified March 29, 2017.

As seen in the survey results, some youth have been looking for work for over three months, and others have stopped looking for work because they are discouraged. With a youth unemployment rate of 11.4% in 2017 in the Windsor CMA versus the general unemployment rate of 5.6%, it is evident that it can be much more difficult for youth to find employment than those over the age of 25.²⁶ Youth are often perceived as inexperienced and as having poor soft skills by employers, which is a barrier to their employment.

The participation rate of those aged 55 to 64 is also lower than the average Windsor CMA participation rate, though it has risen in recent years. In 2017, the participation rate of those aged 55 to 64 was 58.9%, an increase of 9.2% from 2002.²⁷ This demonstrates that people in this age group are working longer. This may be due to recent changes in the Canadian Pension Plan, which saw the early plan reduction change from 0.5% to 0.6% for each month it is received before age 65, and the adjustment rate for retiring after age 65 increasing to 0.7% for each month a person delays receiving it up to age 70. In 2012, the work cessation test was also eliminated, allowing persons to receive a reduced CPP at age 60 without having to stop working or reducing earnings.²⁸ If the trend of those aged 55 to 64 continuing to work continues in the future, this may positively contribute to the participation rate.

The participation rate of those aged 65 and over is extremely low, at only 9.2% in 2017. It too has increased, though only by 1.7% since 2002.²⁹ This increase could be attributed to the end of mandatory retirement policies in 2006. Prior to this, the Ontario Human Rights Code “did not prohibit age discrimination in employment against persons aged 65 or older.”³⁰ Older people can now work longer without fearing mandatory retirement. While older workers cannot be forced to retire, age discrimination is still felt by many older workers, resulting in low retention and hiring of older workers. Many older workers find themselves obsolete in their workplace as few adaptations are made for them to continue working in their current roles, including a lack of adaptation in training programs.³¹ For those that have worked in physically demanding positions for many decades and want to continue working, they are facing limitations in moving into management positions due to a lack of training and upskilling opportunities. Those looking for new employment also face difficulty as employers often have poor assumptions of their skills, knowledge, and relevance to the workplace.³² Due to the current deterrents for older workers, many are choosing to not participate in the labour force.



26. Statistics Canada, “Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted),” *CANSIM* (database), last modified January 5, 2018.

27. *Ibid.*

28. Service Canada, “The Canada Pension Plan Retirement Pension,” *Government of Canada*, last modified March 2011, <http://www.cupfa.org/wp-content/uploads/2012/05/canadapensionplanretirementpension-ispb-147-03-11-eng.pdf>.

29. Statistics Canada, “Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted),” *CANSIM* (database), last modified January 5, 2018.

30. Ontario Human Rights Commission, “The end of mandatory retirement (fact sheet),” *Ontario Human Rights Commission*, last accessed March 25, 2018.

31. National Seniors Council, “Report on the labour force participation of seniors and near seniors, and intergenerational relations,” *Government of Canada*, last modified April 2017, <https://www.canada.ca/en/national-seniors-council/programs/publications-reports/2011/labour-force-participation/page07.html>.

32. Amelia Hill, “Work till you drop: When will you retire- and do you want to?,” *The Guardian*, January 30th 2017, <https://www.theguardian.com/membership/2017/jan/30/work-till-you-drop-when-retire-ageing-workforce>.



Considering the median retirement age in Canada is 64.1, it is safe to assume that the vast majority of the population over the age of 65 are retired.³³ This is further confirmed by our phone survey, which received 776 responses from persons 65 years of age and older. Of these, 8% indicated they were employed or self-employed, 1.5% indicated they were looking for work, and 90.6% indicated they were not working or looking for work, with 86.9% indicating they were retired. If those aged 65 and over were not included in the calculation of the participation rate, the Windsor CMA participation rate would be closer to 74%. This compares at 77% for Ontario.³⁴

It is also important to consider migration patterns when examining the participation rate related to age groups.

WINDSOR-ESSEX MIGRATION PATTERNS: 2011-2016³⁵

Age Group	In-Migrants	Out-Migrants	Net-Migrants
0-17	10,990	7,765	3,225
18-24	6,701	7,043	-342
25-44	18,919	19,860	-941
45-64	8,721	7,232	1,489
65+	3,249	2,536	713
Total	48,580	44,436	4,144

Between 2011 and 2016, Windsor-Essex saw a net migration of 4,144 people; however, the age groups that saw a net in-migration were 0 to 17 with a net in-migration of 3,225, 45 to 64 with a net in-migration of 1,489, and 65+ with a net in-migration of 713. As examined in this section, the participation rate of youth is declining, while the participation rate of those aged 55 and older remains lower than average. There was a net out-migration of 1,283 people aged 18 to 44, which is the prime working-aged population.³⁵ If Windsor-Essex could see a net in-migration of the working-aged population, the participation rate would perhaps rise accordingly.

33. Statistics Canada, "Table 282-0051 – Labour Force Survey estimates (LFS), retirement age by class of worker and sex, annual (years)," *CANSIM* (database), last modified January 5, 2018.

34. Statistics Canada, "Table 282-0129 – Labour Force Survey estimates (LFS), by census metropolitan area based on 2011 Census boundaries, sex and age group, annual (persons unless otherwise noted)," *CANSIM* (database), last modified January 5, 2018.

35. Statistics Canada, Taxfiler.



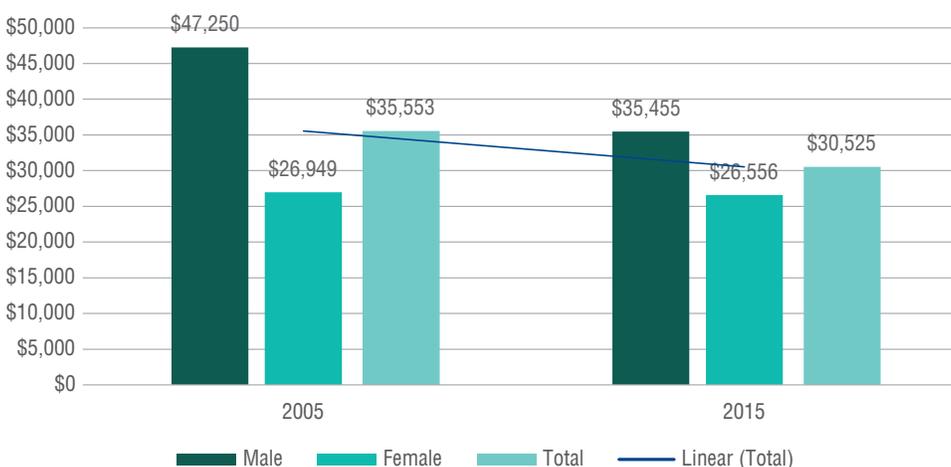
INCOME-RELATED FACTORS

Examining sources of income and income levels in the Windsor CMA can provide reasons as to why particular groups in the region may not be working or looking for work.

There has been a marked increase in the amount of people in the Windsor CMA receiving Old Age Security (OAS) pension and Canada Pension Plan (CPP) transfers. In 2005, 14.5% received OAS and 18.6% received CPP. This increased to 18.3% and 24.6%, respectively, by 2015. Private retirement income received also increased from 15.0% to 17.7%. This confirms that more people are retiring, have a stable income through CPP, OAS, and private savings, and are likely no longer participating in the workforce.³⁶

Notably, the percentage of persons with employment income and the median amount received decreased between 2005 and 2015 in the Windsor CMA. In 2005, 69.6% of the population aged 15 and over received employment income, with the median amount received being \$35,553. In 2015, 68.3% of the population received employment income, with the median amount received being \$30,525.³⁷

MEDIAN EMPLOYMENT INCOME IN CONSTANT DOLLARS IN THE WINDSOR CMA BY GENDER: 2005-2015³⁷



Worryingly, the median employment income of males decreased \$11,795 from 2005 to 2015 in the Windsor CMA.³⁸ This decrease in employment income could be one factor influencing the trend in the decline of male participation in the workforce. Males may have been working in well-paying jobs prior to the Great Recession, which saw Windsor-Essex lose over 20,000 jobs.

³⁶. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016113.

³⁷. Ibid.

³⁸. Ibid.

A little less than half of these jobs have returned to the region. Considering over 10,000 job losses occurred in manufacturing, where average wages tend to be high (\$60,149 in 2016) and the industry is male-dominated, many men may have lost these jobs and did not return to the workforce as other available jobs offered lower wages.³⁹ Just as concerning is the low median employment income of females, standing at \$29,556 in 2015, which also suffered a decrease of \$393 since 2015, essentially remaining stagnant.⁴⁰

According to the Windsor-Essex County Health Unit's (WECHU) 2018 Living Wage Report, the 2018 living salary per earner after taxes and government transfers in a two-parent family with two children is \$28,876. This means males and females making median employment income in Windsor-Essex can likely afford the following living wage lifestyle:

Living Wage Includes	Living Wage Does Not Include
Healthy food	Debt/student loan repayments
Shelter and utilities	Home ownership
Household furnishings	Special dietary requirements
Transportation (one car and operating costs, and bus pass)	Costs related to disability
Basic telephone and internet	Professional development
Private health insurance including life and disability insurance	Savings for retirement or children's future education
Child care (before subsidy)	Professional services (e.g., lawyer or accountant)
Vacations and family outings	Personal lifestyle behaviours (e.g., tobacco and alcohol)
Clothing, laundry, personal care, recreation, reading	Cable television
Miscellaneous (memberships, bank fees, tenant insurance)	Pets
Continuing parental education	Take-out food
Contingency for emergencies	Luxury items

However, many people in Windsor-Essex are not earning a median income. With the minimum wage being \$14/hour, a person making minimum wage working 37.5 hours per week earns \$27,300 before taxes and government transfers. However, if a person can only find part-time work or has barriers preventing them from working full-time, they may make much less than this. At \$14/hour for 20 hours a week, for example, a person would earn \$14,560 before taxes and government transfers. This would not afford them a living wage lifestyle. A person who cannot afford a basic quality of life by working may not see the value in working in a likely menial position versus choosing not to work.

39. Emsi Analyst, 2017.3.

40. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016113.





Some persons might have been employed, lost their job, and are now receiving Employment Insurance (EI) benefits. In the Windsor CMA, 22,650 people were receiving regular EI benefits for unemployment in 2015 compared to 21,010 in 2005, an increase from 8.1% in 2005 to 8.4% in 2015.⁴¹ While the eligibility to receive EI for unemployment mandates a person must be ready, willing, and capable of looking for work each day, some people may not actually be doing this. A 2012 article in the National Post quoted several persons on EI who admitted to not searching for a job while receiving payments, instead, taking time to relax, brush up on skills, and explore other ventures. The same article references a September 2009 Canadian Federation of Independent Business (CFIB) survey indicating 22% of small businesses had difficulty hiring people who were on EI.⁴² If a person is eligible to collect EI and can receive 55% of their average insurable weekly earnings for a minimum of 14 weeks and maximum of 45 weeks depending on their number of hours of insurable employment and the regional unemployment rate, a person may decide to simply collect EI for several weeks or months before truly looking for work again, especially if they have savings. People taking this approach to receiving EI would not be counted as participating in the labour force, therefore driving down the participation rate.

The percentage of those receiving social assistance in the Windsor CMA also increased from 2005 to 2015. In 2005, 5.7% of persons aged 15 and over received income from social assistance. This increased to 7.7% in 2015. This, combined with the increase in those receiving the Canada Child Tax Benefit and Provincial Refundable Tax Credits and Family Benefits, which rose from 12.5% to 15.6% and from 24.3% to 44% respectively, can explain why some may be choosing not to participate in the labour force.⁴³ People are simply receiving more income through government transfers. For a family, their income from government transfers may be enough that one parent can stay home with the child(ren) rather than having to worry about child care. For a single parent, they may receive enough to live without employment, again, making staying home with their child(ren) a more appealing option than work. For an individual, depending on their circumstances, social assistance and the included health benefits may offer close to what they would be making through an employment opportunity, depending on the opportunity, without the stress of employment. Income from social assistance and the Canada Child Tax Benefit may especially impact women, as in 2015, 9,480 men received social assistance versus 11,190 women, 6,840 men received the Canada Child Tax Benefit versus a much higher 35,210 women.⁴⁴ Women appear more likely to be able to use a combination of social assistance, the Canada Child Tax Benefit, and other government transfers to choose not to work as opposed to men.

41. Statistics Canada, "Table 111-0025 – Characteristics of individuals, economic dependency profile of individuals, annual (number unless otherwise noted)," *CANSIM* (database), last modified July 11, 2017.

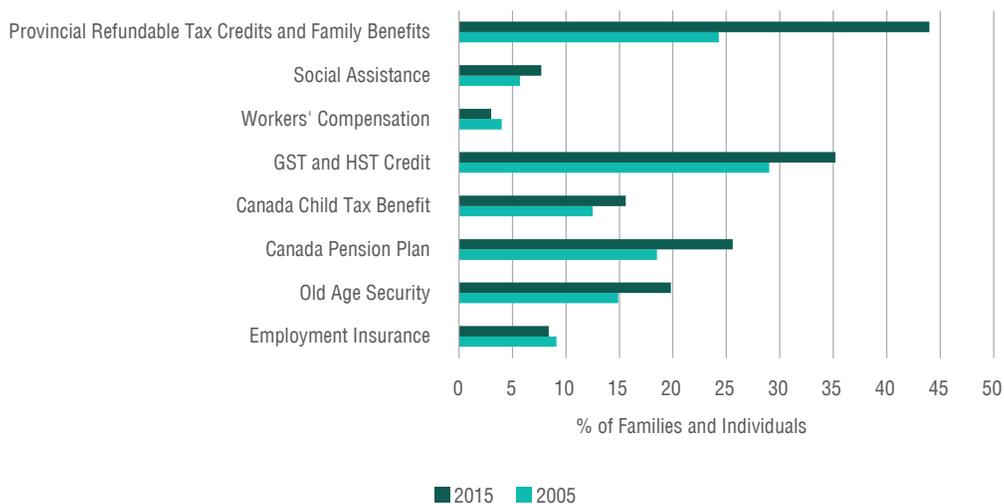
42. Sarah Boesveld, "Is the EI system making it more attractive to not work?" *The National Post*, last modified May 18, 2012, <http://nationalpost.com/news/canada/is-the-ei-system-making-it-more-attractive-to-not-work>.

43. Statistics Canada, "Table 111-0025 – Characteristics of individuals, economic dependency profile of individuals, annual (number unless otherwise noted)," *CANSIM* (database), last modified July 11, 2017.

44. *Ibid.*



PERCENTAGE OF FAMILIES AND INDIVIDUALS RECEIVING GOVERNMENT TRANSFERS IN THE WINDSOR CMA: 2005 TO 2015⁴⁴



Overall, the economic dependency ratio (EDR), which is the “sum of transfer payment dollars received as benefits in a given area, compared to every \$100 of employment income for that same area”⁴⁵, has increased considerably from 2005 to 2015. In 2005, the EDR for the Windsor CMA was 15.96, meaning \$15.96 of government transfer dollars were received for every \$100 of employment income in the region. By 2015, this had increased to 22.5, meaning \$22.50 of government transfer dollars were received for every \$100 of employment income in the region.⁴⁶ As aforementioned, as people receive government transfers in the form of EI, OAS, CPP, the Canada Child Tax Benefit, GST and HST credits, Workers’ Compensation, Social Assistance, Provincial Refundable Tax Credits and Family Benefits, and other government tax transfers, they may be able to live off of this income and stop working, whether there is another earner in the family or not.

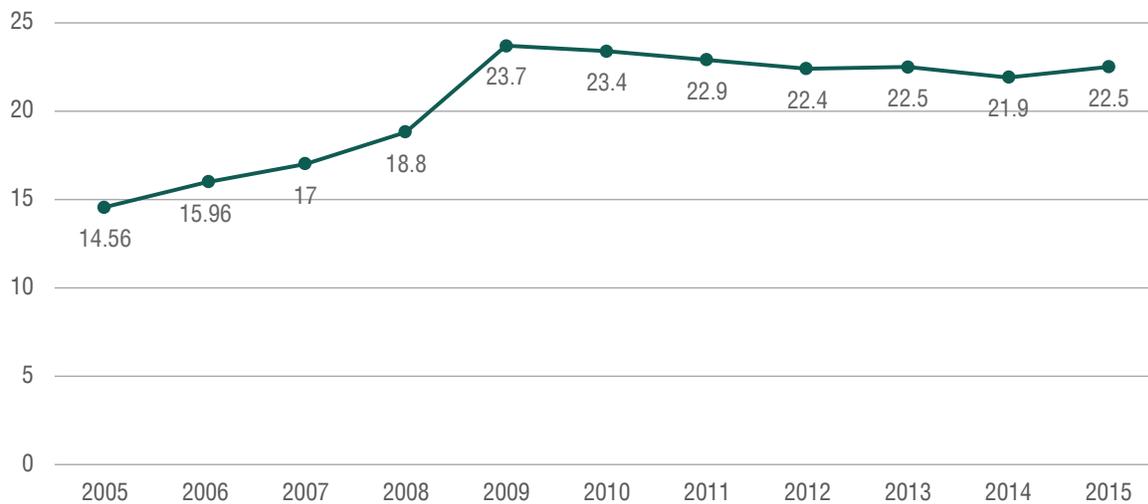
44. Ibid.

45. Statistics Canada, “Table 111-0025 – Characteristics of individuals, economic dependency profile of individuals, annual (number unless otherwise noted),” *CANSIM* (database), last modified July 11, 2017.

46. Ibid.



ECONOMIC DEPENDENCY RATIO IN THE WINDSOR CMA: 2005 TO 2015⁴⁶



As many people rely on government transfers to contribute to their families' income, those that are working and receiving government transfers face the risk of increased employment income hindering the amount of government transfers they can receive. There have been instances of employees choosing to not accept promotion-related pay increases due to the cost difference of earning more from their employer but earning less through available government transfers. For instance, an employee may not accept a pay increase of \$5000 annually if they risk losing \$7000 in government transfers. The balancing act for those receiving government transfers can result in hindered total income from external influences. Between 2002 and 2017, the number of single earner families in the Windsor CMA increased from 19,590 to 22,090 or from 7.6% of the population to 7.9% of the population.⁴⁷

This is a new economic reality likely due to high child care costs, increased government benefits, and a low cost of living in Windsor-Essex.

Another income-related factor that may not be so apparent is transportation. Those in the Windsor CMA who have a low income, particularly \$30,000 or less, are much more likely to commute using public transit or active transportation (walking, biking, etc.) than those with a higher income. In fact, 92% of transit users and 59% of those who use active transportation have an income of less than \$30,000.⁴⁸ Persons with lower income do still overwhelmingly commute to work using a car, but it is clear that those with lower income disproportionately take public transit or actively commute to work as compared to those with an income over \$30,000 per year.

46. Ibid.

47. Statistics Canada, "Table 11-10-0028-01 Single-earner and dual-earner census families by number of children," *CANSIM* (database), last modified August 23, 2018.

48. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016332.

MAIN MODE OF COMMUTING BY EMPLOYMENT INCOME GROUPS FOR THE EMPLOYED LABOUR FORCE AGED 15 YEARS AND OVER IN THE WINDSOR CMA: 2016⁴⁸



In our 2016-2017 project year, Workforce WindsorEssex completed an examination of the accessibility of job opportunities by public transit. We found that there are large clusters of job postings inaccessible by public transit, particularly in the Oldcastle, Patillo Road, and Leamington areas. Additionally, we learned that the schedules of some public transit routes do not meet the needs of employers or employees in some locations.⁴⁹ If a person with low income relies on public transit routes or active transportation to get around, they may find themselves unable to access large numbers of job opportunities, effectively making it more difficult for them to secure employment and discouraging them from wanting to continue to look for work. When they do find work that is accessible by their mode of transportation, inadequate public transit scheduling may make it difficult for them to get to work on time or work certain shifts and inefficient public transit routes may make the commute unreasonably long. This could lead to them being dismissed by the company or to them quitting the position, then becoming discouraged with their experience and no longer looking for work.

There are opportunities for employers to provide transportation for their employees directly, whether through

a shuttle service to limit parking issues, carpool contracts, or employer-provided regional transportation. As noted in Transportation & Mapping, Windsor Regional Hospital and Caesars Windsor provide a shuttle service for their employees who park at external locations and South Essex Community Council provides a bus for St. Clair College students that reside in Leamington, Kingsville, and Essex.⁵⁰ These services benefit both employees and students as well as the employers and educational institution, respectively, because without these services their employees/students may not have the opportunity to work or further their education.



49. Workforce WindsorEssex, "Transportation & Mapping Project," *Workforce WindsorEssex*, last accessed March 27, 2018, <https://www.workforcewindsor.essex.com/wp-content/uploads/2017/12/Transportation-Brochure-1.pdf>.

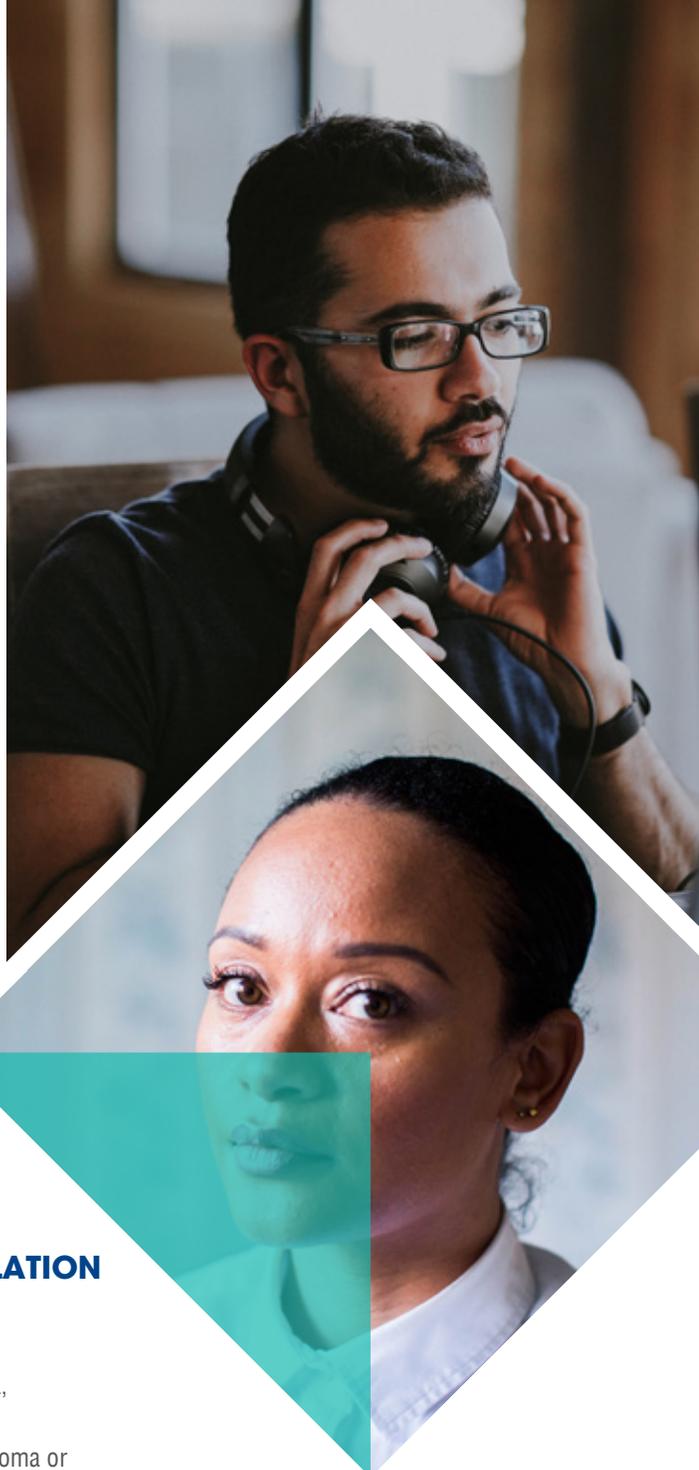
50. Ibid

EDUCATIONAL ATTAINMENT FACTORS

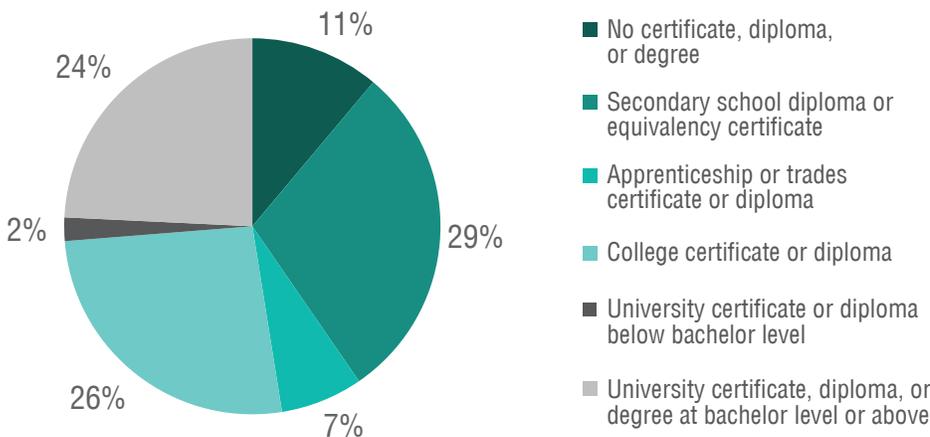
It has long been said that there is a skills mismatch in Windsor-Essex. 11% of the working aged population in Windsor-Essex do not have a high school diploma, while 29% hold a high school diploma, 35% have an apprenticeship or college education, and 26% have a university education.⁵¹ Jobs in Canada are classified according to the National Occupational Classification system, and each occupation is assigned a skill level as follows:

- **0 – management jobs**
- **A – professional jobs that usually require a university degree**
- **B – technical jobs and skilled trades that usually require a college diploma or training as an apprentice**
- **C – intermediate jobs that usually require a high school diploma and/or job-specific training**
- **D – labour jobs that usually provide on-the-job training**

According to Emsi Analyst, which collects and analyzes data from the Statistics Canada censuses and other data sources, the breakdown of employment by skill-level in 2016 demonstrates the vast majority of jobs require a college diploma, training as an apprentice, or a high school diploma. The number of managerial, professional, and technical jobs that require a post-secondary education outnumber labour jobs that do not require an education.⁵²

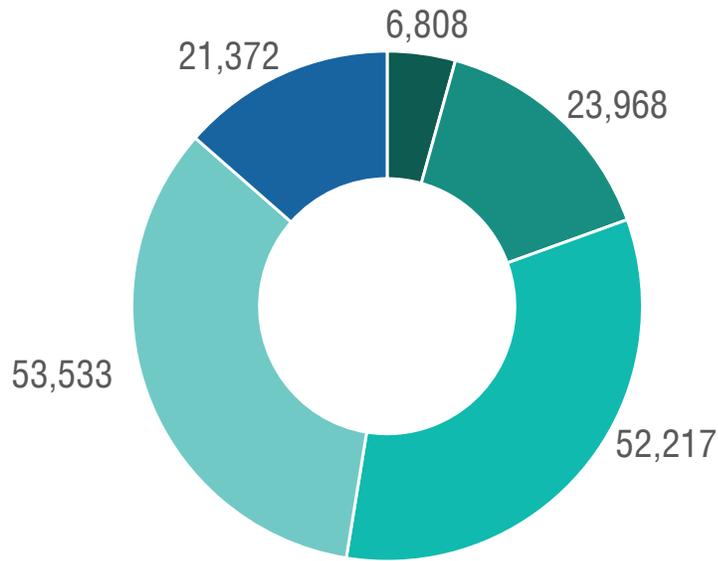


HIGHEST EDUCATIONAL ATTAINMENT OF THE POPULATION AGED 25 TO 64 IN WINDSOR-ESSEX: 2016⁵¹



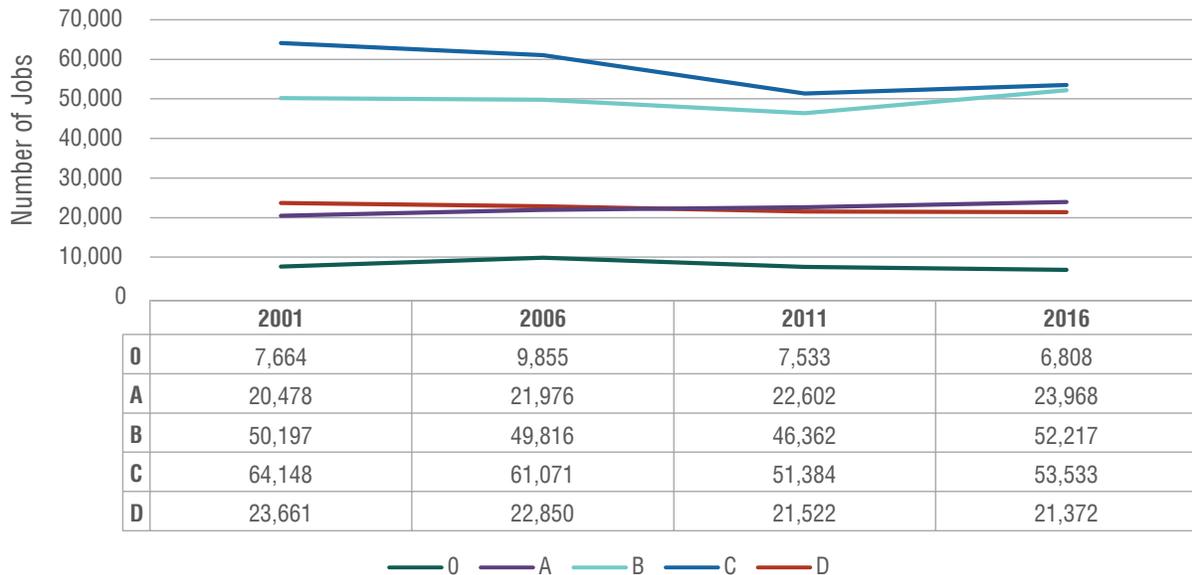
51. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.
 52. Emsi Analyst, 2017.3.

EMPLOYMENT BY SKILL LEVEL IN WINDSOR-ESSEX: 2016⁵²



The number of jobs requiring each skill has not remained consistent over time. While employment at all skill levels except A saw a decrease from 2006 to 2011, likely due to the recession, employment at skill level B saw a return to pre-recession levels in 2016 while skill levels O, C, and D did not. Between 2001 and 2016, 856 managerial jobs, 10,615 jobs requiring only a high school diploma, and 2,289 jobs requiring only on-the-job training were lost in Windsor-Essex.⁵³

NUMBER OF JOBS IN WINDSOR-ESSEX BY SKILL LEVEL: 2001-2016⁵³



While 60% of Windsor-Essex residents between 25 and 64 have obtained a postsecondary education, not all graduates are participating in the labour force.⁵⁴ The table below shows the participation rates for various fields of study, as well as the number of graduates that are unemployed. While many of the subjects have moderately high participation rates, it is also important to note the unemployment rates. The unemployment rates of certain programs may be a reason for people to no longer look for work in their field. An example of this is the Humanities field of study whose graduates have a participation rate of 62.1% and an unemployment rate of 8.1%.⁵⁵

52. Emsi Analyst, 2017.3.

53. Ibid.

54. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.

55. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016285.



LABOUR FORCE CHARACTERISTICS BY MAJOR FIELD OF STUDY: 2016⁵⁵

Major field of study	Employed	Unemployed	Not in the labour force	Participation rate	Employment rate	Unemployment rate
Social and behavioural sciences and law	10925	740	4000	74.4	69.7	6.3
Mathematics, computer and information sciences	3455	260	1275	74.3	69.2	7
Visual and performing arts, and communications technologies	2250	165	850	73.9	68.8	6.8
Health and related fields	17600	930	6805	73.1	69.5	5
Personal, protective and transportation services	6165	370	2555	71.9	67.8	5.7
Business, management and public administration	17235	1055	7285	71.5	67.4	5.8
Architecture, engineering, and related technologies	21995	1390	9395	71.3	67.1	5.9
Agriculture, natural resources and conservation	1090	60	465	71.2	67.5	5.2
Physical and life sciences and technologies	3075	210	1640	66.6	62.4	6.4
Education	5745	185	3300	64.2	62.2	3.1
Humanities	3385	300	2245	62.1	57	8.1

Considering the educational attainment of the working-age population in Windsor-Essex, large job losses in occupations with skill level C and D between 2001 and 2016 may have meant many people lost the jobs they were qualified for and would require further training to attain an occupation classified as skill level A or B. People may have either went for further training, or they may have become discouraged due to the low availability of jobs they were qualified for and stopped looking for work.

55. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016285.



The Workforce WindsorEssex July 2018 Job Demand Report shows the top occupations by job posting for July 2018 and the number of postings per occupation.⁵⁶

TOP 5 OCCUPATIONS BY JOB POSTING IN WINDSOR-ESSEX: JULY 2018⁵⁶

Job Title	Postings	Skill Level
Transport truck drivers	241	C
Retail salespersons	151	C
Retail sales supervisors	116	B
Nursery and greenhouse workers	103	C
Other customer and information services representatives	87	C

While most of these jobs are skill level C and may be easy to enter, these are lower wage positions or positions with unfavourable working conditions such as unusual hours, long shifts, or are physically demanding. This is especially true when compared to the skill level C and D jobs that suffered the highest job losses between 2006 and 2016.⁵⁷ These can be seen below.

TOP 5 SKILL LEVEL C JOB LOSSES IN WINDSOR-ESSEX: 2006-2016⁵⁷

Occupation	# of Jobs 2006	# of Jobs 2016	Jobs Lost
Retail salespersons	6,838	4,495	-2,343
Metalworking and forging machine operators	3,004	1,439	-1,565
Motor vehicle assemblers, inspectors, and testers	5,436	4,090	-1,346
Other labourers in processing, manufacturing and utilities	1,406	346	-1,060
Plastics processing machine operators	1,549	516	-1,033

Most job losses were in manufacturing, which are known to be well-paying, good jobs in Windsor-Essex. As a former manufacturing employee with only a high school diploma, it would have been difficult to transition to a new field for a likely much lower wage or more difficult working conditions. People in Windsor-Essex who do not have a post-secondary education face poorer quality job prospects, which may influence them to choose to stop looking for work.

56. Workforce WindsorEssex, "Job Demand Report – July 2018," *Workforce WindsorEssex*, last accessed August 28, 2018, <https://www.workforcewindsoresex.com/wp-content/uploads/2017/12/Job-Demand-Report-July-2018.pdf>.

57. Emsi Analyst, 2017.3.



HEALTH-RELATED FACTORS

One barrier to employment that may influence a person’s ability to work or choice to look for work is health. When thinking of health, we may consider factors such as disability, injury, illness, or care-giving for a loved one who is in poor health.

In Windsor-Essex, 6,670 people claimed CPP disability benefits in 2016, while 10,255 were receiving worker’s compensation benefits.⁵⁸ In November 2017, 12,900 Windsor-Essex residents were collecting disability support payments for a physical or mental health issue.⁵⁹ Our phone survey found that of the 1,096 people who indicated they were not working and not looking for work, 56 (5.1%) were not working or looking due to a disability, and 21 (1.9%) were not working or looking due to an injury or illness. Considering the 674 respondents aged 65 and over who indicated retirement as their reason for not looking for work, disability and injury or illness were significantly prevalent reasons people were not working or not looking for work if their reason was not retirement.

Those with disabilities are significantly more unlikely to participate in the labour force. While some are unable to work due to their disability, others may be able and willing to work but face barriers to employment and have become discouraged. A Statistics Canada study found potential workers with disabilities are generally evenly distributed across age groups, and 72.6% of potential workers with disabilities who were not in the labour force experienced at least one additional barrier in their job search.⁶⁰

JOB SEARCH BARRIERS FOR POTENTIAL WORKERS WITH DISABILITIES NOT IN THE LABOUR FORCE AGED 15 TO 24 IN CANADA: 2012⁶⁰



58. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016120.

59. Dave Battagello, "As number relying on disability support payments rises, province proposes \$3.2B solution," *The Windsor Star*, last modified November 6, 2017, <http://windsorstar.com/news/local-news/welfare-reform-planseeks-to-aid-those-mired-in-poverty>.

60. Matthew Till, Tim Leonard, Sebastian Young & Graddon Nicholls, "A Profile of the Labour Market Experiences of Adults with Disabilities among Canadians aged 15 years and older, 2012," *Statistics Canada*, last modified December 3, 2015, <http://www.statcan.gc.ca/pub/89-654-x/89-654-x2015005-eng.htm>.



While this is not Windsor-Essex specific data, it provides a good overview of the reasons persons with disabilities may not be working or looking for work. Looking at these barriers, it is understandable why a person with a disability may not be in the labour force. First, if they feel there are few jobs in the area or their training or experience is not adequate, they may not bother looking for work. Second, if their past attempts to find work were unsuccessful, they've had accessibility issues, their friends/family discourage them, or they've experienced discrimination in the past, they become discouraged when looking for work and stop looking. Third, if their expected employment income is less than their current income or they will lose additional supports, it is a financially driven choice to continue to receive the supports offered by social assistance programs. Lastly, if there is a lack of specialized transportation or they are prevented by family responsibilities, they may feel the supports are not in place to help them and then stop looking for work. Considering 55.2% of potential workers surveyed had not had paid employment for at least 2 years, these are persons who have not been employed for quite some time, making entry to employment even more difficult.⁶¹ Persons with disabilities face barriers to employment that have caused many to stop working or looking for work, which is contributing to the low participation rate in Windsor-Essex.

Injury or illness may afflict someone while they are working or while they are not working. If a person becomes injured or ill while working they will likely take a job-protected leave and still be part of the labour force; however, if a person has only been working for less than three months with the same employer and becomes injured or ill, they are not entitled to a job-protected leave and may have to stop working and stop looking for work. Similarly, if a person becomes injured or ill while they are unemployed, they may also exit the labour force due to their injury or illness. It is important to keep in mind that an injury or

illness may be short-term or long-term, permanent or recurring; an injury or illness could include anything from a broken ankle to alcoholism to cancer. These unfortunate situations are bound to affect a number of people in Windsor-Essex and contribute to a lower participation rate.

Some individuals may also be responsible for providing care to a loved one who is in poor health. In Ontario, a person can take family caregiver leave, which is an unpaid, job-protected leave of up to 8 weeks per year; family medical leave, which is an unpaid, job-protected leave of up to 28 weeks per year; or critical illness leave, which is an unpaid, job-protected leave of up to 37 weeks to care for a minor child or 17 weeks to care for a critically ill adult. These unpaid leaves can be financially supplemented with caregiver benefits. In December 2017, the Family Caregiver benefit for adults was introduced, allowing caregivers "to take up to 15 weeks off work to care for or support an adult family member who is critically ill or injured."⁶² This can be combined with the Compassionate Care benefit, which provides a maximum of 26 weeks of benefits to care for a loved one who is dying or at risk of dying. These leaves and benefits provide job protection and financial support for individuals who are working in the event that they must care for a loved one; however, as stated above, there are limits to these leaves. If a person must care for a loved one beyond the leave limits and is unable to continue working, their job will no longer be protected, and they may lose their job, effectively forcing them out of the labour force. A person might also become a caregiver while looking for work, preventing them from continuing to look for work and driving them out of the labour force. Since females are the traditional caregivers, this scenario may disproportionately affect females and keep them from entering the labour force.

61. Ibid.

62. Government of Canada, "Introducing a new EI Family Caregiver benefit," *Government of Canada*, last modified December 6, 2017, <https://www.canada.ca/en/employment-social-development/campaigns/ei-improvements/adult-care.html>.



FACTORS AFFECTING IMMIGRANTS AND NEWCOMERS

It is important to consider the unique challenges immigrants and newcomers face when arriving in the region and searching for employment.

First, as acknowledged earlier in the report, 10,171 people in Windsor-Essex are newcomers who arrived in the region in the last 5 years, and 1 in 4 people in Windsor-Essex are immigrants.⁶³ These groups face unique barriers to employment, with newcomers facing particularly difficult challenges. In 2017, Workforce WindsorEssex conducted surveys with 255 newcomers to identify their work experiences and skills. Of those surveyed, 35% were not looking for work, with 65% identifying language training as the top reason why they were not looking for work.⁶⁴ Language is a significant barrier to employment for newcomers, with most identifying their speaking, reading, listening, and writing English skills at a LINC (Language Instruction for Newcomers to Canada) 3-4 level. On average, it takes 384 hours in class to complete a LINC literacy course.⁶⁵ Considering there are 7 levels of LINC, it could potentially take a new English learner about 2,688 hours to become fully fluent in English, equivalent to 67.2 forty-hour work weeks. As newcomers become more fluent in English, they may feel more confident about searching for a job and enter the labour force, but this may mean newcomers do not enter the labour force for over a year, effectively decreasing the participation rate despite their strong potential for future employment.

Aside from language barriers, immigrants and newcomers also face disadvantages when it comes to their education credentials and past work experiences. Many education credentials from other countries are not accepted as equivalent to Canadian credentials. Immigrants often have to take additional training to have their credentials recognized, and in some cases, they must start over again. This can mean they spend months or years re-training rather than as part of the labour force, or they simply become discouraged and do not work. Similarly, if employers do not recognize their work experience from other countries, they may have a very difficult time securing employment, become discouraged, and stop looking for work.

As aforementioned as a gender-related factor, immigrants and newcomers tend to come from more traditional cultural backgrounds. They may have large families and/or females may be expected to perform home responsibilities rather than work. In our survey, of the 35% of newcomers who indicated they were not looking for work, 10% indicated this was because they were caring for children, 1% indicated they were caring for family, and 1% indicated their husband was already working. While this is certainly not a factor for all immigrants and newcomers, it can influence an immigrant's decision to look for work, especially if they are female.

According to the 2016 census, immigrants have a low participation rate within their first five years of arrival; however, after 5 years, their participation rate tends to significantly improve, which indicates that language training and settlement and employment services, combined with their own desire to work, are having a demonstrable affect on their labour force participation.⁶⁶

63. Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.

64. Workforce WindsorEssex, "Newcomers: Your Skilled Workforce," *Workforce WindsorEssex*, last accessed March 28, 2018, <https://www.workforcewindsorsex.com/newcomers-your-skilled-workforce/>.

65. Immigration, Refugees and Citizenship Canada, "Language Instruction for Newcomers to Canada – Performance results by LINC level," *Government of Canada*, last modified April 6, 2010, <https://www.canada.ca/en/immigration-refugees-citizenship/corporate/reports-statistics/research/language-instruction-newcomers-canada-performance-results-linc-level/section-4.html>.

66. Statistics Canada, 2016 Census of Population, Statistics Canada catalogue no. 98-400-X2016204.



ADDRESSING THE FACTORS

There are several potential opportunities to address the factors that contribute to the low participation rate in Windsor-Essex. By addressing the factors contributing to a low participation rate, we can create a more stable and available workforce in Windsor-Essex and ensure individuals who want to work and who can work are able to participate in the labour force.

FACTOR 1: IT IS MORE DIFFICULT FOR WOMEN TO SECURE “GOOD” WORK THAN IT IS FOR MEN.

Women tend to work in more precarious work situations than men, meaning they are more likely to work part-time in lower wage positions than men. This can contribute to women choosing not to work, as it simply may not be worth it when taking other factors into account.

Potential Opportunity: Equal pay for equal work legislation

With new legislation from the Ontario government, this is a factor that may soon see some improvement. On April 1st, 2018, the Ontario government implemented legislation that mandates employers pay part-time, casual, or seasonal workers at the same rate as full-time workers for the same work.⁶⁷ The Ontario government has also tabled a ‘pay transparency’ bill that would obligate the Ontario Public Service and companies with over 250 employees to disclose salary ranges in job ads and report to the province what they pay their employees, broken down by gender and diversity. This is specifically targeted at closing the gender wage gap and is based on legislation in Australia, Germany, and the United Kingdom.⁶⁸

Potential Opportunity: Expand efforts to train women into non-traditional careers.

According to a 2017 McKinsey Global Institute (MGI) report, advancing gender equality in work would increase Ontario’s GDP by 7%-9%. Specifically, it is important to add more women to

high-productivity jobs like managerial and STEM positions and to encourage women to become small business owners.⁶⁹ These jobs tend to be much more lucrative and stable than traditional female-dominated positions. In Windsor-Essex, we have initiatives such as Build a Dream, which encourages young women to explore non-traditional careers. There is also funding for programs like Women in Skilled Trades, which is offered by Women’s Enterprise Skills Training of Windsor Inc. and provides free training and a paid placement to women to train in the Industrial Mechanic Millwright trade. While we are making strides through these types of events and programs, exploring non-traditional careers can still be difficult for many women.

Additional funding for programs to help women explore non-traditional careers would help women become familiar with what a non-traditional career actually entails. These programs could be anything from welding camps to coding days to job shadowing policewomen and would expose women to careers they may not have normally considered. Moreover, a mentorship program to pair women with women who are working in non-traditional careers would help reduce the intimidation factor for women.

Potential Opportunity: Encourage employers to enact female-friendly policies to attract women to the workforce and help retain current employees.

Many women may choose not to enter the workforce or may choose to leave the workforce due to employers failing to recognize the unique needs of women and the simple solutions they can put in place to meet their needs. When possible, employers should provide flexible work options to women. These include options to work from home, job share or work part-time hours, and flexible scheduling to accommodate care-giving schedules. Furthermore, employers should promote a female-friendly company culture, whether by offering small gestures such as reserved parking for pregnant employees, or by ensuring they strive for equal gender representation in leadership positions.

67. Kimberly Molina, “Equal pay for equal work: New rules arrive today in Ontario,” *CBC News*, last modified April 1, 2018, <http://www.cbc.ca/news/canada/ottawa/equal-pay-equal-work-ontario-labour-changes-1.4601257>.

68. Kristen Rushowy, “Ontario to bring in ‘pay transparency’ bill that aims to close gender wage gap,” *The Star*, last modified March 6, 2018, <https://www.thestar.com/news/queenspark/2018/03/06/ontario-to-bring-in-pay-transparency-bill-that-aims-to-close-gender-wage-gap.html>.

69. Erica Alimi, “Gender equality would boost Canadian GDP by \$150B: report,” *Global News*, last modified June 21, 2017, <https://globalnews.ca/news/3544649/gender-equality-canada-economy-mckinsey/>.

FACTOR 2: CHILD CARE AVAILABILITY, COST, AND LOCATION.

While this factor disproportionately affects women, ensuring child care is not a financial burden, ensuring there are spots available, and ensuring daycares are conveniently located will encourage those with children to enter or remain in the labour force.

Potential Opportunity: Offer a substantial, equal subsidy or free child care to all, regardless of income.

In 2008, Quebec implemented universal access to low-fee child care, at \$7 per day. A 2012 study using 2008 as a reference year found the program “induced nearly 70,000 mothers to hold jobs than if no such program had existed – an increase of 3.8% in women employment. [It also found] the tax-transfer return the federal and Quebec governments get from the program significantly exceed its costs.”⁷⁰ It is prudent to point out the City of Windsor’s current Child Care Subsidy program offers a similar-cost subsidy to low-income parents; however, it can inhibit women from working as having a dual-income can significantly lower the subsidy received. In dual-income situations, the mother in a two-parent family might stay home while the father works or work part-time to ensure a lower income as a higher dual-income would facilitate higher child care expenses. Universal access regardless of income would eliminate the dual-income barrier. It is important to note that subsidized rather than free child care can still be a barrier to employment, especially for a parent who works in a part-time, minimum wage position.

Potential Opportunity: Increase funding for daycare spots.

In 2016, Windsor had the second-fewest regulated child care spaces in a comparison of 15 Canadian municipalities, with 185 spots per 1,000 children under 12.⁷¹ It is well-known that there are waiting lists for child care, and it could be particularly difficult to find child care located near a person’s workplace or home. If free child care is implemented, this problem could increase despite current funding to create more spots. Additional funding must be directed toward the increase of daycare spots, otherwise, even if parents want to work, they will not be able to if they cannot find a spot in child care for their child.

Potential Opportunity: Increase on-site child care.

The location of child care can be a barrier for parents. If child care is located on the opposite end of the city from a parent’s workplace or home, this can add an unreasonable amount of time to their commute; in the case of a parent who does not have a car, it may be impossible to access child care and still maintain employment. While it is not reasonable to expect all businesses to offer on-site child care, larger companies can certainly



consider the opportunity. Offering on-site child care can reduce absenteeism, reduce turnover, improve morale, and increase productivity.⁷² On-site child care reduces the stress of arranging off-site child care for parents and even allows parents to see their children during breaks. Patagonia, an American clothing company in the United States, was one of the first companies to introduce on-site child care. A 2016 article reported 100% of the women who worked at Patagonia and had children between 2011 and 2016 returned to work, about 50% of managers are women, and about 50% of the company’s senior leaders are women.⁷³ While this is just one case study, it is clear that there is immense potential to reduce turnover, increase career advancement of females, and ultimately ensure they enter or stay in the labour force by offering on-site child care.

70. Pierre Fortin, Luc Godbout, and Suzie St. Cerny, “Impact of Quebec’s Universal Low-Fee Childcare Program on Female Labour Force Participation, Domestic Income, and Government Budgets,” *Université de Sherbrooke*, last modified 2012, https://www.oise.utoronto.ca/atkinson/UserFiles/File/News/Fortin-Godbout-St_Cerny_eng.pdf.

71. Brian Cross, “Here’s how Windsor’s services stack up against other Canadian cities,” *Windsor Star*, last modified November 19, 2017, <http://windsorstar.com/news/local-news/heres-how-windsors-services-stack-up-against-other-canadian-cities>.

72. IMPAQ International, LLC, “Assessment of the National Institutes of Health (NIH) Child Care Services Program,” *IMPAQ International, LLC*, last modified January 24, 2008, <https://www.impaqint.com/sites/default/files/files/Report%20-%208%20-%20NIH%20Child%20Care%20Assessment.pdf>.

73. Jenny Anderson, “This is what work-life balance looks like at a company with 100% retention of moms,” *Quartz at Work*, last modified October 16, 2016, <https://work.qz.com/806516/the-secret-to-patagonias-success-keeping-moms-and-onsite-child-care-and-paid-parental-leave/>.



FACTOR 3: TRADITIONAL GENDER NORMS STILL PERSIST, COMPELLING SOME WOMEN TO STAY HOME.

Women from certain cultural backgrounds may still be encouraged to stay home, and when deciding between which parent will stay home with children, it is still often the mother who is designated as the stay-at-home parent. Furthermore, women still shoulder most of the housework and care-giving responsibilities in the home.

Potential Opportunity: Scale up efforts to engage men in fatherhood and responsibility sharing.

While more men are much more involved in parenting and housework than ever before, gender norms related to home responsibilities still persist. We must be particularly mindful of this considering the many cultural backgrounds of Windsor-Essex residents. An International Center for Research on Women submission to a United Nations expert panel highlighted several best practices to support the equal sharing of responsibilities between men and women. These include scaling up interventions to reach young boys and men with positive messages regarding their roles as fathers and husbands, father's clubs for men to share their child care challenges and successes, and more male-friendly health and social services, as some services are seen as female spaces or 'foreign to men'.⁷⁴ A great local example of enabling fathers to be more involved in their children's lives is the father-daughter hairstyling workshops that have been hosted by local non-profits with the help of hairstylists, giving fathers the confidence to do their daughter's hair, which can be considered an important bonding experience.⁷⁵ Ensuring men are comfortable and willing to take on an equal amount of home responsibilities as women do will relieve the burden of home responsibilities on women and make it easier for women to participate in the labour force.

Potential Opportunity: Provide job readiness training programs targeted at women returning to the workforce after caring for a family member.

While more women are looking to return to the workforce when their children are school-age, they may still be struggling with feeling they are out of touch with the current labour market and do not have anything to show from their employment gap.⁷⁶ The creation of an upskilling program for those looking to make the transition back into the workforce. Having access to a training program that supports a career change or entrepreneurship initiatives of a former caregiver will ensure that women are fully prepared for change and have an updated perspective on what is needed to succeed in the current labour market.

74. Gary Barker, "Capacity-building for mainstreaming a gender perspective into national policies and programmes to support the equal sharing of responsibilities between women and men, including care-giving in the context of HIV/AIDS," *International Center for Research on Women*, last modified March 13, 2009, <http://www.un.org/womenwatch/daw/csw/csw53/panels/capacity-buidling/barker.pdf>.

75. Dale Molnar, "Dads learn ins-and-outs of styling daughters' hair," *CBC News*, last modified August 26, 2016, <http://www.cbc.ca/news/canada/windsor/dads-learn-ins-and-outs-of-styling-daughters-hair-1.3738163>.

76. Indira Hirway, "Equal Sharing of Responsibilities between Women and Men: Some issues with reference to labour and employment," *United Nations*, last modified September 19, 2008, <http://www.un.org/womenwatch/daw/egm/equalssharing/Indira%20Hirway.pdf>.

FACTOR 5: PEOPLE AGED 55 AND OVER ARE WORKING SIGNIFICANTLY LESS THAN YOUNGER PEOPLE.

While older people are working more than ever before, they are still working significantly less than young people. Like students, this is not necessarily an issue if older people are freely choosing not to work and are retired; however, it should be easier for older people to work if they want to keep working.

Potential Opportunity: Entrepreneurship funding for older people.

Some older workers have the expertise to start their own business and may not want the structure that often comes with being an employee in their older years. Currently, provincial entrepreneurship funding is mostly geared toward young people under 30. If programs such as Starter Company or the Youth Investment Accelerator Fund were extended to those aged 55 and over, we would perhaps see people working longer who are enabled and supported to start their own businesses. With the decades of experience older people have, they would be more likely to have success in their business ventures, benefitting the economy through both their continued employment and business profits.

Potential Opportunity: Flexible working arrangements for older people.

Many older people may enjoy the work they do but may not want to work full-time hours with little flexibility, considering this to be too demanding as they age. The Government of Canada features several case studies on hiring and retaining older workers on its website, citing older workers retiring due to demanding work schedules, risk of workplace injuries, and burnout. The featured companies have successfully implemented solutions such as reduced work time, job sharing, flexible work hours, telework, special leave policies, and



Factor 4: Youth are staying in school longer and working less while in school.

Youth are more educated than ever before; however, less youth are working while studying. This is not necessarily alarming, as the demands of education can often prevent youth from working, but their education will make them more employable and encourage future labour market participation; however, it is important that students are able to work if they do want to work.

Potential Opportunity: Increase micro-employment opportunities for students.

Some students may want to work and already do work in part-time positions; however, others may find that part-time positions, which can often be over 20 hours a week, are too many hours to be able to balance school and work. These students could benefit from micro-employment opportunities, allowing them to work just a few hours a week. Micro-employment opportunities can benefit students by providing them with a small income and work experience while still allowing them to focus on school. They can benefit employers who might need someone to do just one or two small tasks per week or who might need to fill in shift gaps. Micro-employment for youth would ensure those who do want to be working do not face a barrier to employment due to an inability to work typical part-time hours while completing coursework.

extended vacation benefits to retain older workers.⁷⁷ These solutions may encourage older workers to continue working beyond a planned retirement.

Potential Opportunity: Continuous education and retraining for older people.

Older people may want to work, but they may not have the skills required in available positions, particularly technology skills. Promoting and funding continuous education throughout the working lives of individuals would ensure that by the time a person reaches age 55, they still have the skills needed to be competitive in the labour market. For the older people of today, it is important to offer retaining programs as many may not have had continuous training opportunities in their career and now require retraining to participate in the labour market. A PwC report found 74% of Canada's older workers would be willing to learn new skills to continue working. The report also found only 30% of older workers are well-versed in technology skills.⁷⁸ There is a clear opportunity to provide training to older workers to ensure they can continue working.

Potential Opportunity: Employment services for older people.

Programs targeting unemployed older workers between the ages of 55 and 64 were previously in place under the Targeted Initiative for Older Workers (TIOW), but this program concluded in March 2017. As a population with unique needs, older workers need targeted employment programs to help them navigate the labour market in the event they would like to switch jobs or if they become unemployed. Under the TIOW, programs offered services such as resume writing, interview techniques, job search techniques, portfolio development, preparation for self-employment, and direct marketing to employers. If an older person has not conducted a job search for decades after long-term employment with an employer, these services are particularly important and should be geared toward older workers' unique needs. Funding for these services should be reinstated and extended to all persons aged 55 and over.

Potential Opportunity: Run a campaign against age discrimination.

In Canada, it is reported that 26% of persons have experienced age-based discrimination.⁷⁹ A campaign targeted at employers to examine their HR practices and the potential conscious or unconscious biases of their staff could help reduce age discrimination. A campaign could highlight the benefits of hiring and retaining older workers, strategies to hire and retain older workers, and local success stories of older workers who are making daily, successful contributions to companies.



77. Government of Canada, "Age-friendly workplaces: Promoting older worker participation," *Government of Canada*, last modified October 24, 2016, <https://www.canada.ca/en/employment-social-development/corporate/seniors/forum/older-worker-participation.html#fnb14>.

78. PwC, "PwC Golden Age Index 2017," *PwC*, last modified 2017, <https://www.pwc.com/ca/en/consulting/publications/pwc-canada-golden-age-index-2017.pdf>.

79. *Ibid.*



FACTOR 6: WINDSOR-ESSEX HAS A TREND IN OUT-MIGRATION OF THE WORKING-AGE POPULATION.

Those between the ages of 18 and 44 have a net out-migration in Windsor-Essex, which means the region is losing some of the core available workforce each year.

Potential Opportunity: Diversify employment opportunities.

One reason why the working-age population might leave Windsor-Essex is the concentration of employment opportunities in certain industries. The opportunities in manufacturing, agriculture, healthcare, and transportation and warehousing outpace opportunities in other regions and tend to be more blue-collar, but it can be difficult to find white-collar opportunities in Windsor-Essex in industries like finance, utilities, and professional, scientific, and technical services.⁸⁰ While the quality of blue-collar positions can be equal to or better than the quality of white-collar positions, some people simply have a career in mind that may not be available in Windsor-Essex. Diversifying employment opportunities in Windsor-Essex might help to retain some of the working age population who migrate to larger city centers for opportunities that have limited availability here.

Potential Opportunity: Increase ease-of-entry into positions.

It can be difficult to enter into positions without prior experience in our most prominent industries, which can be hard to attain without working a blue-collar or pink-collar (service industry job) position in the industry. Other regions often have easier entry as there are larger companies with more positions to staff. To help retain our working-age population, employers can implement training and mentorship programs for those who have the education to fill a position but perhaps not the industry experience, and they can host more internship and co-operative education opportunities to help students graduate with the industry knowledge they need to enter into their preferred position after graduation.

Potential Opportunity: Creation of a talent attraction marketing campaign targeting workers in other communities.

An attraction campaign highlighting the benefits of living and working in Windsor-Essex, such as low cost of housing, low crime rates and short commute times, could be used as a tool to increase the availability of a skilled workforce in Windsor-Essex. A quick “moving to Windsor” Google search shows the interest in knowing the benefits of living in Windsor. Developing the campaign could be a joint effort between municipalities, economic development, workforce development, tourism, and others and could make use of some existing resources, such as the Welcome to Windsor-Essex website. www.welcometowindsor-essex.ca/en/index.asp

80. Emsi Analyst, 2017.3.



FACTOR 7: THE AMOUNT OF GOVERNMENT TRANSFERS IN THE REGION HAS INCREASED SIGNIFICANTLY.

The amount of people receiving government transfers like OAS, CPP, provincial tax credits and family benefits, the child tax benefit, social assistance, and EI has increased significantly between 2005 and 2015. Income from government transfers can discourage people from working if their income is high enough to sustain a moderately comfortable lifestyle.

Potential Opportunity: Make adjustments to government transfer programs.

There is room for some adjustments in government transfer programs to improve efficiencies and ensure people are encouraged to work if they are able to. One notable example is EI, which can be abused by those who may claim EI but who are not actually looking for work, despite this being a responsibility of an EI claimant. The only proof of a job search a person on EI has to provide is a written record of employers contacted and when they were contacted, which a person can easily provide whether or not they are seriously conducting a job search. Instead, the program could mandate a minimum amount of hours each week conducting job search activities in an employment centre to ensure job search activities are actually taking place while a person is on EI. This is just one example of how a program might work better to ensure people are supported in finding work while receiving government transfers.

FACTOR 8: EMPLOYMENT INCOME IS FALLING.

Between 2005 and 2015, the median employment income dropped for both males and females and is relatively low, at \$30,525. A low and falling median employment income can discourage people from seeking work, especially if they cannot work full-time hours or if they receive income from other sources.

Potential Opportunity: Business Attraction & Expansion efforts that result in more good paying jobs.

Attracting high paying employers and expanding local companies has the potential to combat low incomes across the region. Having a targeted strategy that involves the sharing of information between organizations that are focused on workforce and economic development will better prepare the community for new business opportunities. Collaboration between organizations can also ensure that work is not duplicated and organizations have more resources to make effective and efficient strategies.

FACTOR 9: TRANSPORTATION REMAINS A BARRIER TO EMPLOYMENT.

Those who do not have access to reliable transportation or who rely on public transit have difficulty accessing employment opportunities in Windsor-Essex due to available routes, scheduling, and commute times.

Potential Opportunity: Expansion of public transit routes.

There are large concentrations of job postings in Oldcastle, the Patillo Road area, and the Leamington area. These jobs are currently inaccessible by public transit, demonstrating the need for extended routes to reach these workplaces. While some strides have been made in public transit lately, such as the new bus route in LaSalle, more can be done to ensure the Windsor-Essex region is connected and persons without a vehicle can access employment opportunities throughout the region.

Potential Opportunity: Coordination of scheduling with employers.

When undertaking consultations with employers, we heard from several employers that while public transit routes do reach their workplace, the scheduling of routes does not align with their employees' work schedules. Several employers noted that adjustments of route schedules by even 30 minutes or 1 hour would make a difference to their employees' ability to commute using public transit to their workplace. An open dialogue between public transit officials and employers could identify opportunities to adjust bus schedules to accommodate the needs of medium or large employers who have many employees that would use public transit.

Potential Opportunity: Communication of available transit subsidies and supports.

For those who are not facing a transportation barrier due to location, but rather due to costs, there are financial supports available. However, many residents are not aware of these supports. Promotion of the available services and supports should be shared more widely with those that need them most. This can be done during information sessions regarding other government financial support programs, during meetings with employment counsellors and job developers, as well as on the buses themselves. Marketed promotions should be placed in highly-used public locations, including being displayed in the offices of service-providing organizations.





FACTOR 10: 40% OF THE WORKING-AGE POPULATION DOES NOT HAVE THE LEVEL OF EDUCATION REQUIRED FOR MANY EMPLOYMENT OPPORTUNITIES IN WINDSOR-ESSEX.

Employment requiring a post-secondary education outnumbers employment that requires only a high school diploma or on-the-job training. Additionally, the number of jobs requiring only a high school diploma or on-the-job training have decreased between 2001 and 2016. This can make it difficult for those without a post-secondary education to secure employment.

Potential Opportunity: Short-term training opportunities for those without a post-secondary education.

Two industries that currently have a lack of candidates and that are facing staffing issues are transportation and agriculture. These are two industries where the training required for many positions can be carried out over a matter of weeks or months rather than years. This presents the opportunity for short-term certificate programs to be hosted by local educational institutions and supported by local employers. For example, the Manufacturing Skills Standards Council (MSSC) has developed the Certified Logistics Associate and Certified Logistics Technician credentials, two credentials that are not currently offered locally but have been endorsed by the Canadian Supply Chain Sector Council (CSCSC) and the Canadian Manufacturers and Exporters (CME).⁸¹ Local educational institutions can partner with employers to offer these certifications and can market these to those with little or no post-secondary education to help them enter stable, in-demand positions in a short amount of time. Additionally, employers can take advantage of the Canada-Ontario Jobs Grant (COJG) to provide short-term training to their

current or future employees. This grant is geared toward employers with a particular skills demand and provides employers with up to \$10,000 in government support per person for training costs.

One successful local example of short-term training is St. Clair College's Skilled Trades Regional Training Centre's "Earn While You Learn" program, which was created by Valiant Corporation and is now run by St. Clair College. In 46 weeks, it prepares students to "become proficient in math, blueprint reading, computer skills, safety training, and hands-on training on a wide variety of state-of-the-art equipment including CNC machines." Since the program partners with industry, most students become employed in the skilled trades after graduation, with some even working part-time in the skilled trades during the program.⁸²

It should also be acknowledged that the Leamington District Chamber of Commerce (LDCC) completed a feasibility study in October 2017 on creating an Agri-Business Centre of Excellence in the Leamington area to serve as a skills training and education facility. The study made several recommendations to expand education and training opportunities for the agricultural sector, including industry-supported short-term pilot training programs and a post-secondary diploma program pilot in Growing Technology, with an internship component.⁸³

Potential Opportunity: Promotion of post-secondary programs with high employment rates for graduates.

As there are many post-secondary programs available in Windsor-Essex, it is important that prospective students are aware of which fields of study have high employment rates. Promoting these programs will ensure that more graduates are able to obtain employment. For students that find themselves in a program that does not have a notably positive employment rate, knowing the rates can allow the students to develop realistic expectations of the local labour market after finishing school, and they can prepare early for the potential difficulties that they may face in their job search to ensure they remain active members of the labour force.

Potential Opportunity: Raise awareness of the connection between high school attainment and employment to encourage students to pursue higher education credentials and for adults to, at the very least, complete their high school education.

Considering those without a high school diploma are far less likely to be participating in the workforce or employed, it would be prudent to raise awareness amongst both students and adults about the value of a high school diploma. An awareness campaign could target high school students in classrooms and reach adults through Employment Ontario and Literacy and Basic Skills service providers. Adults can get their high school credential through the Adult High School Credit Program, the Ontario High School Equivalency Certificate (G.E.D.), the Academic and Career Entrance program or through Contact North.

81. NASCO, "Workforce," NASCO, last accessed on February 11, 2018, <http://nasconetwork.com/workforce1>.

82. St. Clair College, "Skilled Trades Regional Training Centre Celebrating Their 1st Anniversary in Providing Valuable Training for Industry," St. Clair College, last modified January 23, 2018, <http://www.stclaircollege.ca/news/2018/skilled-trades-regional-training-centre-celebrating-first-anniversary.html>.

83. Denise Ghanam, "Agri-Business Centre of Excellence," Ghanam Consulting Incorporated, last modified October 31, 2017, <http://leamingtonchamber.com/wp-content/uploads/2017/12/Final-ACE-Report.pdf>.



FACTOR 11: PERSONS WITH DISABILITIES FACE SIGNIFICANT BARRIERS TO EMPLOYMENT.

While not all persons with disabilities are able to work, those who do have the potential to work and are willing to work face numerous barriers to employment that can discourage them from looking for work or can make it difficult for them to retain employment.

Potential Opportunity: Employment with modified or reduced work hours.

Modified or reduced work hours was the most frequently cited workplace accommodation required by persons with disabilities.⁸⁴ The government can work with employers to ensure employment with modified or reduced work hours is available to persons with disabilities, whether by providing funding for such positions or simply by encouraging employers to consider the benefits of hiring a person with disabilities. Locally, Community Living Essex County matches jobseekers with intellectual disabilities to employers through their Career Compass program, which ensures the jobseeker is paid a fair wage, provided a work space with other employees, and has any accommodations such as modified or reduced work hours laid out in their employment contract with the employer.⁸⁵ This is a great example of a program that works with both jobseekers with a disability and employers to ensure the needs of both parties are met.

Potential Opportunity: Education and skills development for persons with disabilities.

A lack of training or experience was the second most cited job search barrier by persons with disabilities. Considering the potentially much more challenging school experience of a person with a disability when taking into account factors like accessibility, feasibility of working while attending school, and other factors, persons with disability should be able to attend school part-time or full-time with significantly subsidized tuition, regardless of their family's income. Programs like St. Clair College's Community Integration through Cooperative Education should be modelled at all local educational institutions as a way to provide persons with disabilities with an education and work experience while attending a post-secondary institution.

Potential Opportunity: Adjustments to allowed employment income.

Persons with disabilities frequently cited losing other income supports as a job search barrier. As persons with disabilities often have costs that go above and beyond the cost of living of a person without a disability, changes should be made to government transfer and other programs to ensure persons with disabilities are not losing the supports they need due to employment.

84. Matthew Till, Tim Leonard, Sebastian Young & Gradon Nicholls, "A Profile of the Labour Market Experiences of Adults with Disabilities among Canadians aged 15 years and older, 2012," *Statistics Canada*, last modified December 3, 2015, <http://www.statcan.gc.ca/pub/89-654-x/89-654-x2015005-eng.htm>.

85. Community Living Essex County, "Career Compass," *Community Living Essex County*, last accessed April 4, 2018, <https://communitylivingessex.org/services/employment-supports/career-compass/>.

FACTOR 12: INJURY, ILLNESS, AND CARE-GIVING CAN FORCE PEOPLE OUT OF THE LABOUR FORCE.

The limitations of injury, illness, and care-giving leaves as well as the lack of a safety net for those who become injured, ill, or become a caregiver while unemployed can force people out of the labour force.

Potential Opportunity: Remove limitations on caregiver leave.

Caring for a loved one is stressful in and of itself, especially if a person must take unpaid caregiver leave to do so. The imposed limits on caregiver leave can only add to this stress for caregivers. Limits on caregiver leave mean a person must worry about whether their loved one will either get better or pass away before their leave is up. If their loved one does not recover or pass away, they may be forced to choose between their job and caring for their loved one. Eliminating limitations on caregiver leave would ensure a person does not lose their job due to providing care to a loved one while reducing the stress of care-giving while being employed.

Potential Opportunity: Employment as personal support workers for long-term caregivers.

Some persons are full-time, unpaid caregivers. Others work when they'd rather be providing care to a loved one but must use home care or resident care facilities instead. If a person can prove they are a long-term caregiver for a loved one or are willing to be, there is potential to provide them with employment as that person's personal support worker. A system like this, called the Carer Payment, is in place in Australia and effectively provides an income to persons who give constant care to someone who has a severe disability, illness, or an adult who is frail and elderly. Essentially, the caregiver could be considered employed and would be replacing the duties of an outside personal support worker.

Potential Opportunity: Flexible working arrangements for the injured, ill, and caregivers.

Persons who are injured, ill, or caregivers may be able to work reduced hours, work from home, or make use of other flexible working arrangements to be able to continue to work. Employers should be encouraged to consider these arrangements with current and future employees to ensure those who are injured, ill, or caregivers are not forced out of the labour force.





FACTOR 13: IMMIGRANTS, ESPECIALLY NEWCOMERS, FACE UNIQUE BARRIERS TO EMPLOYMENT.

Language barriers and an inability to have past international education or work experiences validated can discourage newcomers from entering the labour force or can encourage them to exit the labour force.

Potential Opportunity: Workplace training in multiple languages.

Some newcomers may be focusing on language training before entering a labour force because local opportunities only provide employment opportunities in English. There is an opportunity for employers to provide training in multiple languages to accommodate newcomers in positions that do not require a high degree of English communication on the job. LiUNA! Local 506 has demonstrated this as a best practice as they have already implemented training in languages ranging from Italian to Spanish to Arabic for their construction labourers.⁸⁶ As a newcomer becomes more confident in their English language skills, they will already have employment and can pursue opportunities for promotion with that employer or, depending on their skills and the opportunities with their current employer, they can use their Canadian work experience to find employment with another employer.

Potential Opportunity: Local short-term bridging programs to validate education and experience.

While short-term bridging programs are available in industries like biotechnology, business, financial services, health care, human resources, information technology, project management, sales and marketing, and supply chain, most are only offered in the Toronto area. The only program listed for non-regulated professions in Windsor on the Ontario Immigration website is Collège Boréal's project management bridge training program, which has seen success in providing local internationally trained Francophone immigrant students with a certificate in business administration.⁸⁷ Programs for regulated professions and general programs are also mostly concentrated in the Toronto area, with none listed for Windsor on the Ontario government website.⁸⁸ Bringing programs like these to Windsor-Essex should be a priority considering the large immigrant population.

86. Cities of Migration, "Mother Tongue Language Training On the Job," *Cities of Migration*, last modified January 31, 2018, http://citiesofmigration.ca/good_idea/mother-tongue-language-training-on-the-job/.

87. Government of Ontario, "Bridge Training Programs," *Government of Ontario*, last modified July 4, 2016, http://www.ontarioimmigration.ca/en/working/OI_BRIDGE_NONREGS.html.

88. Government of Ontario, "Work in your profession or trade," *Government of Ontario*, last modified July 21, 2017, <https://www.ontario.ca/page/work-your-profession-or-trade#section-2>.



CONCLUSION

Windsor-Essex has a consistently low participation rate and one of the lowest in Canada.

Having a low participation rate affects the ability of employers in our region to hire workers and staff positions, which can in turn affect employers' abilities to grow their business and positively impact our local economy. While some people choose not to work, others are willing to work but face barriers to employment and participating in the labour force. It is important that those who are willing to work are supported in their job search and are able to increase their welfare through employment.

By examining the participation rate by region, gender, age, and educational attainment in 2017 and historically, we identified specific groups who are contributing to the low participation rate or have seen a decrease in their participation rate over time. The factors that affect these groups' participation in the labour force are wide-ranging and include gender-related factors, age-related factors, income-related factors, educational attainment factors, health-related factors, and factors affecting immigrants and newcomers.

The changing age demographics of the population is the biggest factor driving the region's participation rate drop between 2002 and 2017. Windsor-Essex has an aging population, with a larger population of those 55 years of age and older in the past. The participation rate remains low due to a variety of factors. Gender-related factors such

as precarious work, wages, work absences, traditional gender roles, and child care disproportionately affect women's ability and motivation to work. Age-related factors, including the length of time spent in post-secondary school, youth employment barriers, retirements, and migration trends mean those in particular age groups are not participating in the labour force and may continue to participate at a lower rate than in the past. Income-related factors, including employment income versus income from government transfers, median employment income and cost of living, and transportation will keep certain groups from participating in the labour force. Education affects the ability of almost half of the Windsor-Essex population to qualify for available positions. Health-related factors, including disability, injury, illness, and care-giving, hinder the ability of those with these situations to participate in the labour force without additional supports. Lastly, factors affecting immigrants and newcomers, like language, validation of international education and work experience, and cultural traditions may prevent immigrants and newcomers from being able to work or from being motivated to look for work. Each of these factors plays a role in the participation rate remaining low and stagnant. With the largest portions of the population affected by the age, gender, and education factors, these are perhaps the most important factors impeding an increase in the region's participation rate.



Stakeholders in the community can work together to implement the suggested opportunities in this report and ensure that persons have the supports and encouragement they need to access employment opportunities. Increasing the participation rate and addressing the factors that are currently keeping the rate low in Windsor-Essex will lead to a greater available and stable workforce in our region and the economic prosperity that goes hand-in-hand with a strong workforce.

POSSIBLE ACTIONS FOR GOVERNMENT

- Increase child care spaces and funding, and better locate child care centres closer to employment centres.
- Offer employment and entrepreneurship programs for people aged 55+.
- Increase public transit subsidies for low income families, expand routes, and better coordinate bus schedules with nearby employers.
- Remove limitations on job-protected leaves of absence.
- Employ family and friends as personal support workers to care for loved ones.
- Fund bridge training programs to validate international credentials.

POSSIBLE ACTIONS FOR EMPLOYERS

- Implement an equal pay for equal work law.
- Develop parent-friendly work policies and practices.
- Increase ease of entry into new positions.
- Offer flexible work environments, more part-time jobs, job-sharing and/or micro-employment opportunities to help encourage people to re-enter the labour force.
- Offer workplace training in other languages to ensure understanding.

POSSIBLE ACTIONS FOR COMMUNITY

- Locate child care centres closer to employment centres.
- Engage men in responsibility sharing and fatherhood to enable more women to enter the labour force.
- Create a talent attraction campaign to bring skilled workers to the region.

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APPENDIX A

With the service of a third-party provider, Workforce WindsorEssex carried out an interactive voice response (IVR) landline phone survey of 1,869 residents in Windsor-Essex. The phone survey took place March 19th and 20th, 2018 between the hours of 6pm and 9pm. An online survey with the same questions was also carried out. The survey script and questions can be seen below.

Phone Survey Script and Questions

Hi, I'm calling on behalf of Workforce WindsorEssex to conduct research on the region's labour force. This is a five-question survey, which helps us better understand the degree people are participating in the local labour force. You can contact Workforce WindsorEssex at 226-674-3220.

[Sorting Question #1]: Are you employed, looking for work or not working/looking for work?

- 1) Employed/Self-Employed, including job-protected leaves
- 2) Looking for Work
- 3) Not Working AND Not Looking

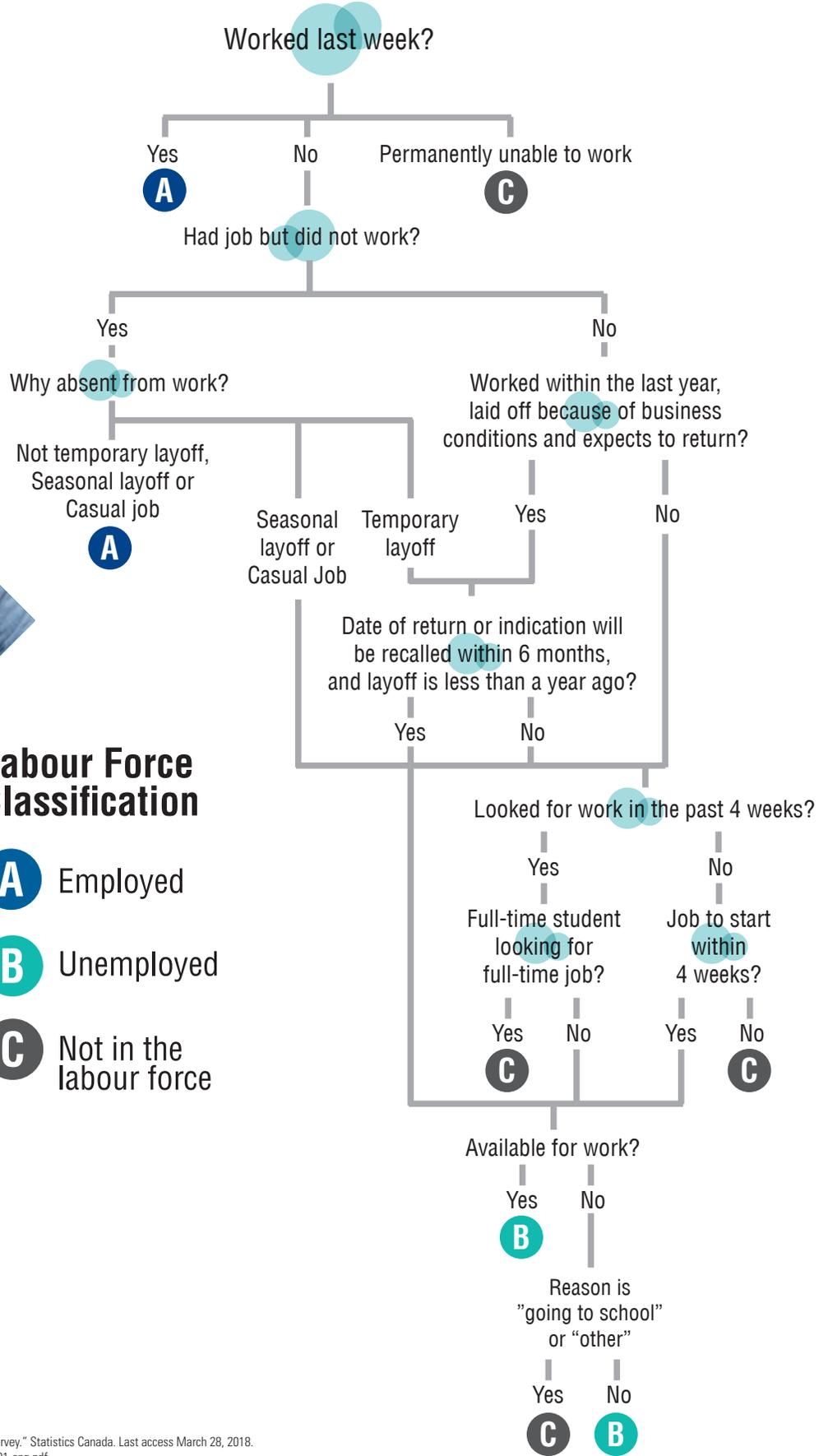
ANSWER STREAM 1	ANSWER STREAM 2	ANSWER STREAM 3								
EMPLOYED/SELF-EMPLOYED	LOOKING FOR WORK	LOOKING FOR WORK								
<p>Do you feel like you are:</p> <ol style="list-style-type: none"> 1) Employed in a job that matches your education, skills and abilities. 2) Under-employed. My job does not make full use of my education, skills and abilities. 	<p>How long have you been looking for work?</p> <ol style="list-style-type: none"> 1) Less than 1 month 2) 1 to 3 months 3) 4 to 6 months 4) 7 to 12 months 5) More than 12 months 	<p>What is the most important reason that explains why you are not working and not looking for work?</p> <ol style="list-style-type: none"> 1) Retired 2) School or training 3) Disability 4) Language barrier 5) Injury or illness 6) Child care responsibilities 7) Caregiver for loved one 8) Discouraged 9) Transportation 10) Other 								
<p>What gender are you?</p> <p>1) Male 2) Female 3) I prefer not to answer</p>										
<p>What age category reflects your age?</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1) 15 to 19 years old</td> <td style="width: 50%;">5) 45 to 54 years old</td> </tr> <tr> <td>2) 20 to 24 years old</td> <td>6) 55 to 64 years old</td> </tr> <tr> <td>3) 25 to 29 years old</td> <td>7) 65 years or older</td> </tr> <tr> <td>4) 30 to 44 years old</td> <td></td> </tr> </table>			1) 15 to 19 years old	5) 45 to 54 years old	2) 20 to 24 years old	6) 55 to 64 years old	3) 25 to 29 years old	7) 65 years or older	4) 30 to 44 years old	
1) 15 to 19 years old	5) 45 to 54 years old									
2) 20 to 24 years old	6) 55 to 64 years old									
3) 25 to 29 years old	7) 65 years or older									
4) 30 to 44 years old										
<p>What gender are you? 1) Male 2) Female 3) I prefer not to answer</p>										
<p>What is your highest level of education?</p> <p>1) Less than high school diploma 2) High school diploma 3) Apprenticeship or trades certificate or diploma 4) College certificate or diploma 5) University certificate or degree</p>										

APPENDIX B



Labour Force Classification

- A** Employed
- B** Unemployed
- C** Not in the labour force



Source: Statistics Canada. "Guide to the Labour Force Survey." Statistics Canada. Last access March 28, 2018. <http://www.statcan.gc.ca/pub/71-543-g/71-543-g2012001-eng.pdf>.



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