



Good Data and Analysis—A Key Ingredient for Effective Rural Economic Development

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Purpose

1. To update and improve your understanding of:
 - 1) The advantages of using data and analysis to support economic development
 - 2) Tools and techniques for understanding and describing local and regional economies for regional planning purposes

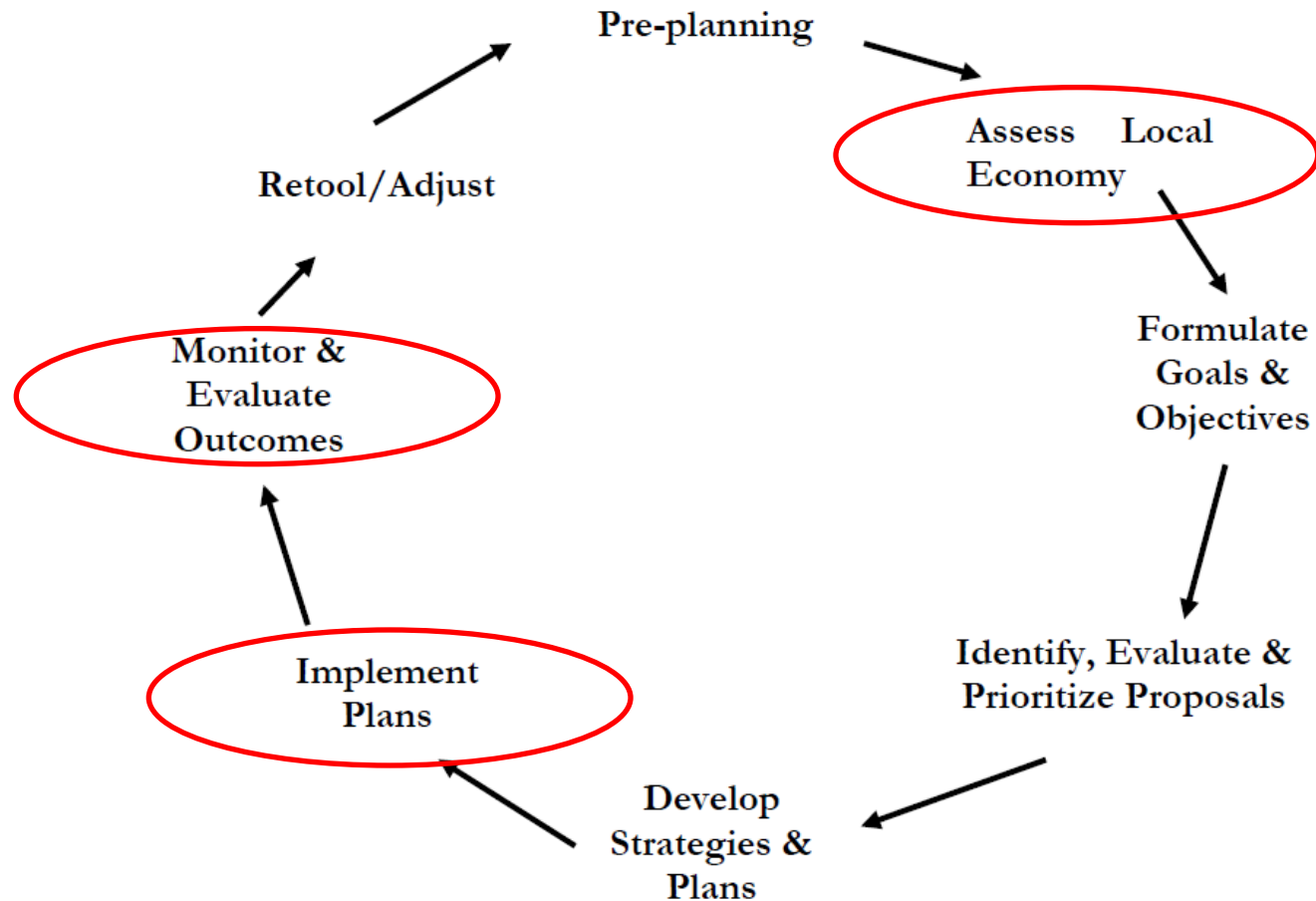
2. Showcase OMAFRA's Regional Economic Analysis program and explain how the program encourages effective economic development across Ontario:
 - 1) Analyst: a regional economic analysis tool available to Ontario based economic development organizations
 - a) Showcase the tool's data and functionality, including how Analyst can support economic development
 - b) Explain how economic development organizations can access Analyst
 - 2) Regional Economic Development Branch Advisor support
 - 3) Foundations for Regional Economic Analysis Training Program

Benefits of Data and Research for Economic Development

Data analysis is the foundation for understanding a regional economy:

- Identify the local assets and potential liabilities that will affect local/regional economic development
- Project local economic trends
- Market the community effectively
- Monitor economic performance over time

Economic Development Strategic Planning Framework



What does an 'Evidence Based' Approach mean?

A 'Common' Approach

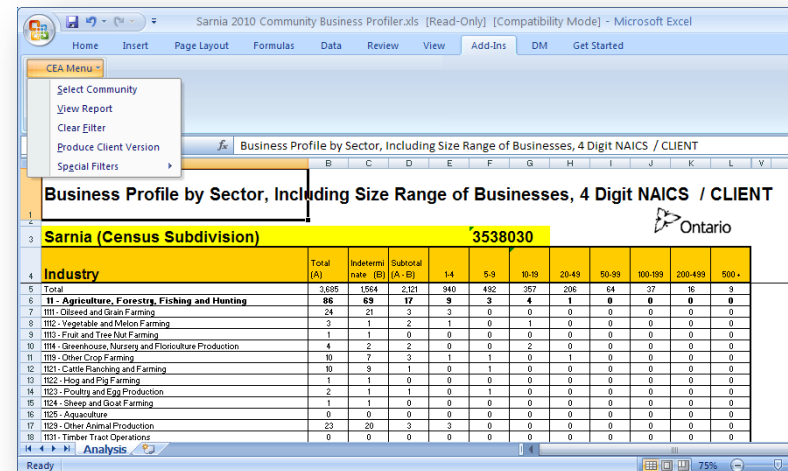
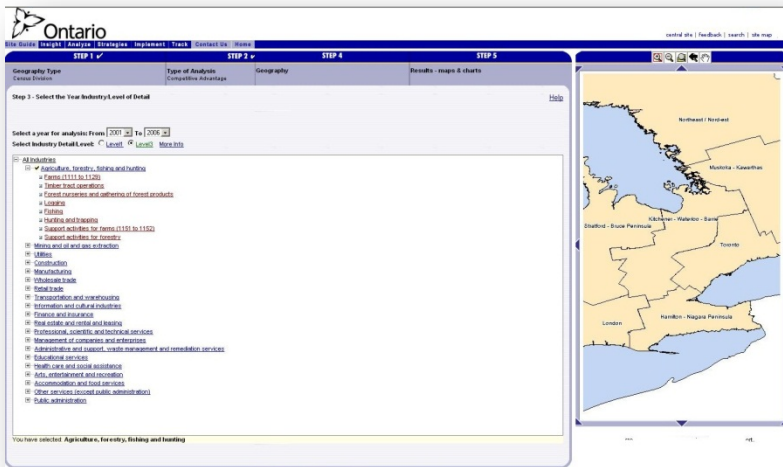
- Opinion/perception rule
- Limited context for decision-making
- Subjective personal policy preferences
- Accountability under-valued

An 'Evidence Based' Approach

- Based on facts
- Understanding of regional economies
- Analysis informs strategies
- Actions monitored and evaluated

Overview of Past Tools

- The Ministry has been providing regional economic analysis resources since 2003:



1. Public facing, web-based tool (REDDI)

2. Internal, Excel spreadsheet tools available through Ministry staff

What is Analyst?

- A web-based tool that provides data on regional economies and human capital and then makes it easy to use
- Helps you better understand your region, and then make a good decisions about how to build strong regional economies

Analyst

emsi *Data for Canada*

Why You Need Analyst (Canada)

<http://vimeo.com/58680624>

About EMSI Data

- Analyst harmonizes multiple Stats Canada resources to create a single, complete picture:
 - Census (2001, and 2006)
 - National Household Survey (2011)
 - Canadian business patterns (CBP) (June 2009- June 2016)
 - Labour Force Survey (LFS) (2001-2015)
 - Survey of Employment, Payrolls and Hours (SEPH) (2001-2015)
 - Canadian Socio-Economic Information Management demographics (CANSIM) (2001-2015)
 - Postsecondary Student Information System (2009-2014)

Accessing Analyst for Your Organization

- Access to Analyst is available to Ontario economic development organizations through the Ministry at no charge for a period of one month and begins the first working day of each month
- If your organization requires access to Analyst after the initial one month period (for an ongoing project) they must send an email request to edar@ontario.ca (they do not have to complete a new Terms of Conditions Agreement)

Support with Analyst: Advisor Support

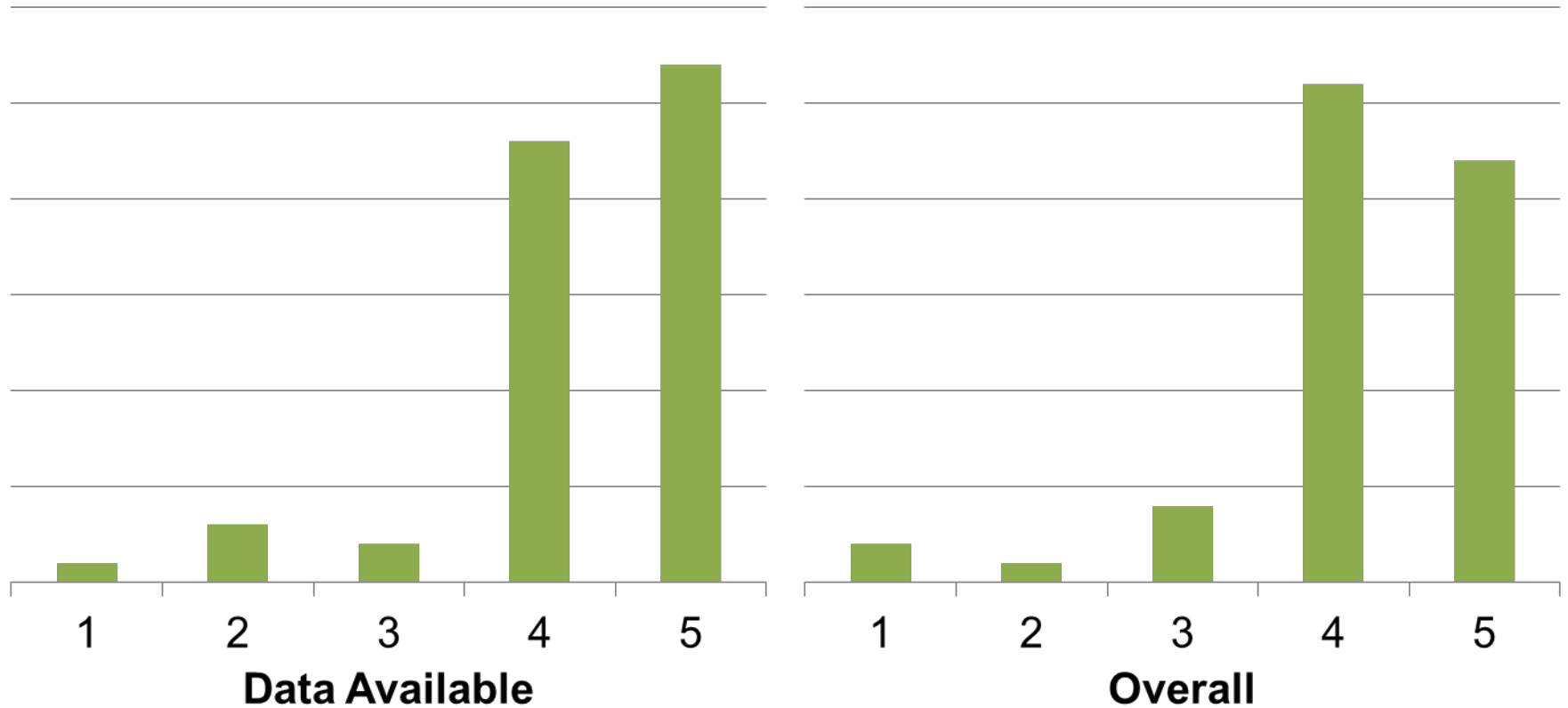
In Southern Ontario, the Ministry's 20+ Agriculture and Regional Economic Development Advisors are available to:

- Fulfill “simple” data requests for your organization
- Provide guidance concerning when and where to use Analyst
- Work with organizations to help with the analysis of their region's economy and incorporating economic analysis into strategy development
- The Ministry of Northern Development and Mines Development network of Northern Development Advisors provides this support to economic development organizations in the north

Support for Analyst: Tutorial Videos

- 9 videos are available to help organizations use Analyst:
 - [Analyst Introduction](#)
 - [Introduction to New Analyst](#)
 - [Industry Overview](#)
 - [Industry Table](#)
 - [Industries by Location](#)
 - [Staffing Patterns](#)
 - [Inverse Staffing Patterns](#)
 - [Maps](#)
 - [Export and Clippings](#)

Analyst – Program Stats



Recent Projects

- Milton Economic Development Strategy, 2016-2018
- Interactive Niagara Research Paper on SMEs
- WPBWWD, Local Labour Market Plan
- Thunder Bay Marketing Plan
- Brantford Arts, Culture and Creative Class Study

Analyst - Testimonials

- “Information was critical for our investment attraction packages”
- “The biggest benefit is countering rumours with facts...”
- “We now have a community profile...that will be a useful tool in supporting existing businesses to grow and attracting new businesses.”
- “Simply, one of the best economic development resources available”



**Foundations for Regional Economic
Analysis Training**

Purpose of “Foundations for Regional Economic Analysis”

To update and improve participants understanding of:

1. The advantages of using data and analysis to support economic development
2. Key data resources
3. Tools and techniques for understanding and describing local and regional economies for regional planning purposes

Training Agenda

- Using data sources, traditional and new
- Exploring economic specialization
- Identifying traded and locally-serving industries
- Identifying comparative advantages
- Undertaking labour market analysis
- Bringing it all together

What's next

Reports ▾ Groups ▾ Support ▾

Q Jump to a Report



Brian
ANALYS



Research
Occupations



Research
Industries



Research
Programs




Research
Demographics



The
Input-Output Model


What's Next

Reports ▾ Groups ▾ Support ▾ 

-Output Model

Input-Output Model





My Reports (Grab and drag the report icon to reorder)



Input-Output Scenario

Using EMSI's Input-Output tool, measure the ripple effects of economic change in a region by adding or removing jobs, earnings, or sales.

Other Reports

-  Regional Jobs, Earnings, Sales
-  Exports Table
-  Regional Multipliers
-  Regional Requirements

What's Next

Input-Output Scenario

Automobile Manufacturing in Lexington-Fayette, KY

Export ▾

Changes to Automobile Manufacturing



\$109,385,915

⊕ Change in Earnings ⓘ

1.48 Multiplier

1,567

⊕ Change in Jobs ⓘ

2.09 Multiplier

\$69,806

Average Earnings Per Job (2013) ⓘ

+ Show Job Distribution



Wrap Up

Data analysis is the foundation for understanding a regional economy:

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- Monitor economic performance over time

ONregionaleconomicdevelopment



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