



Regional Workforce Development Marketing Strategy

2024-2026

April 15, 2024

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MARCH
2024

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01

Introduction

Introduction

Regional Workforce Development - Marketing Plan

Welcome to the gateway of opportunity in Alberta's northwest: the Grande Prairie-Greenview Corridor. Encompassing the City of Grande Prairie (City), County of Grande Prairie (County) and the Municipal District of Greenview (Greenview), here, vast landscapes meet thriving communities.

This comprehensive marketing plan is crafted with a primary focus on identifying and attracting the diverse and skilled talent essential for the region's continued growth and success.

In the next 36 months, this plan needs to address three primary objectives.

- Firstly, the plan must aim to identify and attract individuals whose expertise and passion align seamlessly with the dynamic needs of the region's industries, fostering innovation and sustainable development.
- Secondly, the plan must provide critical information and communicate the region's unparalleled quality of life. The plan will describe tools (website, other), resources and programs that can be used to target the future talent pool, empowering them to make informed decisions about their future in the region.
- Finally, the plan aims to enhance and support attraction efforts offered by regional employers through program collaboration and integrated communication.

Beyond attracting talent, this plan aims to promote the unique attributes of the region, emphasizing the vibrant culture, natural beauty, quality of life and economic opportunities that make the region an exceptional place to live, work and thrive. Critical to our success is inviting Canadians (and others) to discover this grand place and the boundless possibilities that await in the thriving region that includes the Municipal District of Greenview (Greenview), County of Grande Prairie (County), City of Grande Prairie (City) and area communities.

A research report (Regional Workforce Development Research: Attraction and Retention 2022-2023) produced by Deloitte in November 2023, provides insights to the region for enhancing workforce attraction and retention strategies. In total **660 stakeholders** (employers and employees) were consulted and provided feedback that informed key insights into place selection and employment opportunity.

Employer insights included:

- Almost 50% of local employers are having difficulty finding required labour in the region.
- Considering the competitive wage-sets offered by the area, 50% of employers felt more is needed to attract talent (new residents) and promote the benefits of the area.
- 38% of employers reported that their employee base had increased in the past year and 55% expected their numbers to grow again in the next 12 months, highlighting immediate pressure for workers.

Employers expressed assurance in the region's capability to retain existing staff, but displayed less confidence in its capacity to attract new talent. A majority of employers believe that additional efforts are required to promote the region and highlight its quality –of life advantages in order to generate increased interest among potential job seekers.

Correspondingly, employees who participated in the research provided these insights:

- Family friendliness, strong education options (K-12) and favourable recreational choices (76%) were the highest rated place attributes and made the region a great place to live.
- 26% of respondents strongly agreed that the region provided opportunity for upward career progression; 49% of respondents somewhat agreed with this notion, suggesting more needs to be done to offer career growth and progression.

Workers identified key aspects of their quality of life that require attention as accessibility of health care, public transportation options, the overall cost of living and the availability of child care services. Although this marketing plan **doesn't directly tackle these broader societal and infrastructure issues**, any positive advancements in these domains will be incorporated and widely shared as a means to **enhance interest and strengthen the appeal of the region** as a preferred place to make a living and choice community to make a life.

02

RWDP KPI's and Goals

RWDP Key Performance Indicators and Goals

The Regional Workforce Development Partnership (RWDP) is led by the City of Grande Prairie (City), the County of Grande Prairie (County) and the Municipal District of Greenview (Greenview) in partnership with the Grande Prairie & District Chamber of Commerce and Northwestern Polytechnic.

The purpose of the partnership is to create and sustain a deep pool of skilled and diverse labour across the region able to meet current and emerging job needs, create strong innovative businesses and organizations, and drive sustainable economic growth.

Research and industry engagement has helped to inform a 2023 Regional Workforce Development Strategy, the goals of which include:

- Formalize and strengthen the existing partnership that has been in place since the inception of the strategy.
- Attract and retain talent to support local businesses and address the workforce gaps.
- Build partnerships and collaboration to support the attraction and retention of talent, skills development and training.
- Celebrate and promote the region as a great place to live and work.

The partnership group has further identified the relevant key performance indicators (KPI's) that will be used to assess progress toward the stated goals. The KPI's include:

- 200 businesses supported
- 400 jobs supported
- 100,000 impressions
- \$200,000 of leveraged funds

This marketing plan is designed to reinforce and support the goals and KPI's of the 2023 Regional Workforce Development Strategy.

03

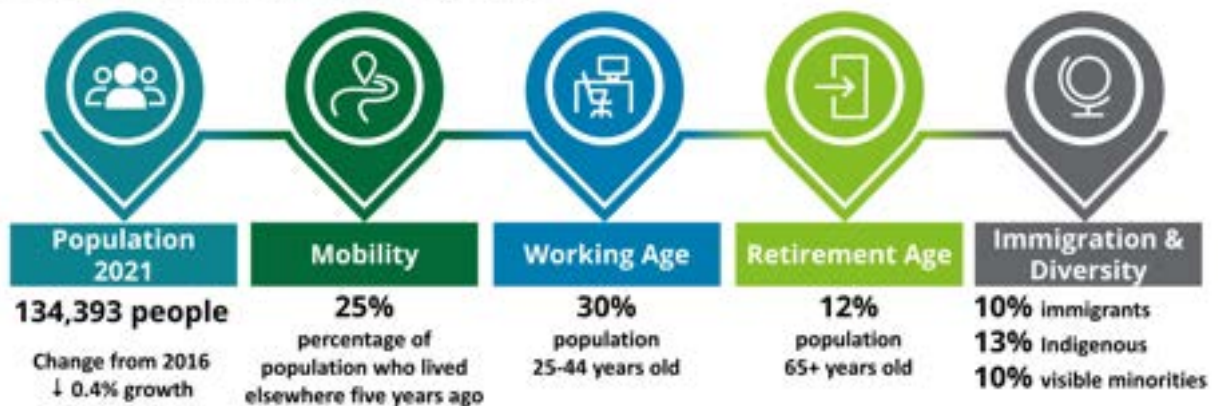
Market Demography & Research Findings

Market Demography and Research Highlights

Per the Deloitte research report commissioned by the partnership, the region's population reached 106,790 in 2021 reflecting a modest 0.7% increase (706 additional residents) since 2016. However, this growth is slower than the provincial rate of 4.8%. Historically, northern and remote Canadian communities have encountered difficulties in attracting and retaining immigrants, who generally gravitate towards major urban centers. Despite the slower growth, the region boasts a notably younger population compared to Alberta, with a median age of 38 versus 41. Additionally, 30% of the working population in the region falls within the 25-44 age group.

The region in numbers – demographic profile

Figure represent the aggregate of Census Divisions No. 38 and No. 39 | Source: Statistics Canada, 2021 Census



A July 6, 2023 Population Projection forecast conducted by the Government of Alberta, notes a more positive longer-term trend for the region. The forecast noted that Alberta is projected to add roughly 2.6 million residents over the next 29 years, reaching almost 7.1 million by 2051. The lions' share of growth will be due to migration to the province—55% international and 17% interprovincial.

The report highlights that by 2051, both the Edmonton-Calgary corridor and the Grande Prairie area are poised to have the strongest growth. The Grande Prairie-Greenview Corridor with its large natural resources' component, including oil and gas, forestry, and agriculture is expected to attract more people. And, while resource activities may attract more male migrants, the service sector is expected to attract a more balanced mix.

In terms of diversity, the region has a lower proportion of immigrants compared to the overall province. Nevertheless, there is notable headway in this regard, as evidenced by a substantial influx of newcomers between 2011 and 2021. Immigrants will continue to play a crucial role in contributing both skilled and unskilled labor, thereby augmenting the region's vitality.

As noted by Deloitte, workers are drawn to the region's quality of life, family-friendly environment and growing career opportunities. Meanwhile, employers, facing serious shortages, are recruiting extensively (regionally, nationally and internationally depending on talent need) emphasizing the need for comprehensive workforce support and alignment of employer-employee interests.

Research highlights the total labour market of the region as 72,193 jobs by 2028, representing a 6% growth or 4,280 new jobs in the next five years. Among the top sectoral opportunities for growth are Accommodation and Food services (1,108), Mining, Quarrying, and Oil and Gas extraction (676), Transportation and Warehousing (567), Health care and Social assistance (458), Administrative and Support, Waste management and Remediation (327) and Manufacturing (257).

NAICS	Description	2022 Jobs	2028 Jobs	2022 - 2028 Change	2022 - 2028 % Change	Avg Wages Per Job	Ind. Mkt. Effect	Net Growth Effect	Expected Change	Competitive Effect	2028 Employment Opportunities
11	Agriculture, forestry, and	1,778	1,814	37	2%	\$57,411	(9)	152	123	(87)	2,26
21	Mining, quarrying, oil	8,284	8,960	676	11%	\$88,748	(188)	488	282	384	8,58
22	Utilities	488	515	27	5%	\$90,248	(20)	35	15	32	1,03
23	Construction	6,286	6,353	(67)	(1%)	\$60,322	(171)	468	297	(348)	1,40
31-33	Manufacturing	2,981	3,258	267	9%	\$79,231	(82)	223	181	107	3,53
41	Wholesale trade	3,266	3,172	(94)	(3%)	\$75,003	(188)	243	48	(143)	1,02
44-49	Retail trade	8,231	8,428	196	2%	\$38,743	(88)	887	134	70	1,23
49-49	Transportation and warehousing	4,138	4,704	567	14%	\$77,851	220	308	529	38	1,37
51	Information and communications	417	388	(29)	(7%)	\$45,888	(20)	31	12	(83)	0,26
52	Finance and insurance	1,271	1,325	54	4%	\$64,883	19	95	114	(80)	0,40
53	Real estate and rental	1,622	1,630	8	0%	\$14,215	(28)	121	93	(80)	1,44
54	Professional, scientific, and technical services	2,384	2,391	7	0%	\$67,408	34	178	211	(209)	0,50
55	Management of companies and enterprises	264	313	49	18%	\$18,500	28	20	48	4	0,58
56	Administrative and support and waste management and remediation services	2,812	2,940	328	12%	\$61,388	132	194	326	2	0,84
61	Educational services	4,076	4,196	120	3%	\$61,086	(48)	304	256	(196)	0,75
62	Health care and social assistance	5,426	5,884	458	8%	\$49,744	188	404	588	(137)	0,83
71	Arts, entertainment, and recreation	759	922	163	21%	\$28,513	34	57	90	80	0,78
72	Accommodation and food services	6,323	7,431	1,108	18%	\$29,501	420	471	890	218	1,40
81	Other services (except public administration)	3,265	3,692	327	10%	\$53,153	260	243	447	(120)	1,36
91	Public administration	3,645	3,605	(40)	(1%)	\$75,790	(120)	271	146	(188)	0,70
92	Unclassified	1,607	1,498	(109)	(7%)	\$65,353	0	105	105	(18)	1,08
		67,813	72,193	4,280	6%	\$62,384	(184)	5,057	4,894	(814)	

Through consultation, the RWDP leadership group has further refined market need and prioritized the following skilled and non-skilled roles for the next 3 years as:

- Health care Professionals (nurses)
- Heavy Duty Mechanics
- Trucker Drivers
- Oil Services / Construction
- Teachers (K-12)
- Engineers
- Law Enforcement

To support immediate and longer-term need, recommended actions include enhancing recruitment marketing, improving talent retention through community-building, promoting diversity and inclusion, advocating for policies addressing regional issues, promoting professional development opportunities and working to engage youth. Expressing the needs and aspirations of the region, a collaborative, regional approach to talent attraction aims for widespread benefits including an improved quality of life, a prosperous business community and a strong tax base.

Despite intense talent competition, a coordinated regional strategy is expected to bolster industry partnerships, maintain regional competitiveness and increase resident (talent) satisfaction, attraction and retention.

04

Marketing Goals and Objectives

Marketing Goals and Objectives

As noted above, this marketing plan is designed to reinforce and align with the goals of the 2023 Regional Workforce Development Strategy. Specifically, the following marketing goals have been identified:

1. Generate awareness of region and promote its opportunities
2. Grow strategic partnerships and collaborations
3. Execute specialized and targeted programs
4. Support in-market retention
5. Resource, monitor, report

Our marketing initiatives are crafted to cultivate interest, disseminate information, reinforce messages and aid in decision-making. Simultaneously, our prospective talent and future employees must uncover, evaluate, gain confidence in their considerations, and ultimately find affirmation in their decisions regarding our offerings. The following marketing framework summarizes each marketing goal and corresponding action/reaction.



Below we extrapolate on each goal with marketing objectives specifying – as possible – actions or tactics, time to drive the stated targets.

DIAGRAM 1: OBJECTIVE 1 OVERVIEW

Objective 1: Awareness

APPROACH	MILESTONES	KPIs
<p>Prepare for marketing communication approaches to communicate with our target audience in a consistent and persuasive manner to influence their behaviour</p> <p>Build necessary/ appropriate tools</p> <p>Develop a creative platform which highlights the USP of the region</p> <p>Build Social Media and Digital Strategies</p> <p>Develop and execute a content strategy to engage, support and foster external communications</p> <p>Deliver multi-market, media buys within the preferred target markets</p> <p>Engage with local media partners to generate unpaid/earned media coverage</p>	<ol style="list-style-type: none"> 1. Website + social channels active by end of April, 2024. 2. Onboard and brief creative agency: (regional brand understanding) 3. Initiate production /compilation of assets and tools between Feb 1- Mar 1 4. Select social channels+digital platforms (LinkedIn, mobile, e-newsletters) by end of April, 2024 5. Write/create editorial calendar to support social and digital comms 6. Advertising recommendation, ad spend by end of April 7. As appropriate issue media advisories, stories and updates to plan progress 	<ul style="list-style-type: none"> → 10,000 unique visitors to website, 1,000 social media followers, 1,000 names database by EOY 2024 → Double by 2025 → Double by 2026 → Industry sharing and boosting of platforms to amplify voice → SEO, SEM, PPC thresholds → Engagement metrics, frequency of communication, time, + → Media stories and unpaid earned media values

1. Generate awareness.

Raising awareness of the region involves initiatives to boost visibility, recognition and understanding of the region as a desirable place to make a living and a life.

The aim is to inform target audiences about offerings, quality of life values and unique selling points, ultimately, creating connections and fostering greater familiarity among potential talent prospects.

- By December 31, 2026, attract 400 new employees to the region using an integrated marketing-communications strategy, incorporating social media, website optimization, advertising campaigns and/or public relations initiatives.
- Design and build critical communication platforms and tools, and specifically the RWDP website by June 1, 2024. As a crucial fulfillment tool supporting this marketing plan, the website must be a comprehensive, up-to-date and engaging source of regional information, emphasizing employment opportunities and lifestyle benefits. The tool should also provide information critical to supporting relocation decision making like municipal services, housing information, school offerings and locations, and more.

- c. Choose a creative direction which supports the USP, or brand, of the region while providing differentiation (ex: Alberta is Calling; Tough to get here; tougher to explain; others). The communication and creative direction will be translated onto the website, social channels, into advertising campaigns and collateral tools.
- d. Deliver a social media strategy – unique to the effort – by July 1, 2024, specifying the most relevant social media platforms (LinkedIn, TikTok, IG, FB, more) to be used to target the audience understanding that different platforms cater to diverse demographics and content formats.
- e. Build a content strategy in parallel with the social media plan to support external communications. The content strategy will describe frequency and style of communication and will help maintain consistency in messaging to ensure the regional voice/look remains cohesive across all social media channels. Consistency reinforces the regional identity and makes it more recognizable to the target audiences.
- f. Work with a marketing agency/media planner to design a 3-year, multi-market, media buy and ad plan within the preferred target markets (call-to-action must support website visitation)
- g. Implement digital strategies like search engine optimization (SEO), Search Engine Marketing (SEM), pay-per-click (PPC) advertising, content marketing, email marketing, influencer and affiliate marketing (partnering to promote regional opportunities and highlights).
- h. Design and produce collateral tools as required (brochures, newsletters, amenity maps, other); digital and print format.

DIAGRAM 2: OBJECTIVE 2 OVERVIEW

Objective 2:
Grow strategic partnerships



2. Grow strategic partnerships and collaborations.

Nurturing strategic alliances involves collaborating with industry partners to bolster their unique talent attraction goals while simultaneously furthering the overarching objectives of the region. This assistance can take various forms, spanning from disseminating industry opportunities through the RWDP website and social channels to jointly orchestrating job fairs and summits to creating partnerships to solve skills training gaps and needs. Additionally, it extends to developing promotional tools for widespread distribution, profiling employers and employees through testimonials, sharing key messages, preparing and sharing joint media releases and various other collaborative initiatives.

Ultimately, cultivating relationships and engaging industry partners in all aspects of the marketing plan is critical to the region's talent attraction success.

- a. By June 1, 2024, build and share an electronic toolkit to support industry partners with their hiring efforts. Toolkit contents may include promotional / storytelling items like brand videos, newsletters, key message/FAQ sheet, sample media release, photography/logos and digital assets, sample job advertisements, social media addresses and more.
- b. Seek out cross-promotional opportunities to leverage awareness for the region and its efforts to attract talent. A natural cross-promotional alignment would be opportunities within tourism campaigns (16% of new residents to a city, first visited that city as a tourist), immigration campaigns, industry HR or engagement programs and economic development initiatives (trade fairs, seminars, FAM tours, more).

- c. By Oct 1, 2024 formalize a program of champions (both in market and out of market) to help communicate the efforts and successes of the regional program. To avoid potential pitfalls - like loss of credibility, message confusion or lost confidence - program ambassadors (like all volunteers) need to be selected against a set of criteria, trained and equipped with proper tools. Ideally program ambassadors connected to the prioritized employment sectors will be chosen or new employees who have made the move to the region.

DIAGRAM 3: OBJECTIVE 3 OVERVIEW

Objective 3: Connect via specialized and targeted programs

APPROACH	MILESTONES	KPIs
<p>Integral to cultivating interest and instilling confidence in the region's talent attraction endeavors is the creation and implementation of tailored events and programs:</p> <ul style="list-style-type: none"> - Job/Hiring Fairs - Event Crossovers - Webinars - Regional skills-training programs or mentorship opps - Organized market visits for qualified and 'hard to recruit' professional services (waive 2*) 	<ol style="list-style-type: none"> 1. Design joint industry/RWDP 'hiring' events in prioritized markets, bi-annually, targeting recruiters and headhunters, schools, students and industry partners. 2. Biannually in two prioritized markets consider event cross-overs as a means of identifying untapped talent pools. Pop-up in unorthodox settings like Car and Truck shows to speak and seek out mechanics; culinary consumer shows to seek out hospitality talent; designer and homebuilder shows to seek out labour. Starting in September, 2024, deliver bi-monthly webinars (or online workshops) to showcase the regions' innovations, advancements and entrepreneurial attitude. 3. Work with industry members and partners now, to build and profile mentorship and skills training opps. 4. Once per year offer market visits to professional service candidates to experience region quality of life measures and personality. 	<ul style="list-style-type: none"> → 2 job fairs per year in prioritized markets → 2 event crossovers* → 6 webinars / year → # of attendees; → Database growth → Training program participation → #hires/placements → Positive/earned media value; # followers, online engagement

3. Execute specialized and targeted programs

An integral aspect of cultivating interest and instilling confidence in the region's talent attraction endeavors involves the creation and implementation of tailored events and programs.

Specifically designed for prioritized markets, these initiatives will feature a delegation of leaders and champions from the Grande Prairie-Greenview Corridor. Their role is to 2-fold: represent the region, articulating its unique opportunities and benefits and identify program partners to support skills-training and more. By personifying the region in a friendly and relatable manner, these representatives strive to engage individuals considering a job change or relocation. Through firsthand insights, they aim to establish a connection and cultivate a positive perception of the region as a compelling destination. Additionally, the delegation would seek to develop partnership opportunities with educators or skills providers and others, aiming to bolster skill development within the region.

- a. Job Fairs/ Hiring Happenings: Design joint industry/RWDP 'hiring' events in prioritized markets bi-annually targeting recruiters, talent agents and headhunters, schools, students and industry partners. The goal is to effectively educate (or remind) influencers and potential candidates of the abundant opportunities available in the region, fostering a broader awareness of the region's career prospects and encouraging talent to consider relocation.
- b. Event Cross-overs: Biannually in two prioritized markets consider event cross-overs as a means of identifying untapped talent pools. Consider popping-up in unorthodox settings like Car and Truck shows to speak and seek out mechanics; culinary consumer shows to speak and seek out hospitality talent, design and homebuilder shows to seek out construction talent.

- c. Deliver bi-monthly webinars (or online workshops) to showcase the regions' innovations, advancements and entrepreneurial attitude. Working with industry members and partners profile your successes, latest trends and technologies, and mentorship opportunities.
- d. Organized market visits for qualified/professional services. To attract talent from hard to recruit vocations, offer organized tours with access to our champions, leaders and influencers. This is intended to showcase all the quality-of life aspects and personality of the area while building confidence and certainty.

DIAGRAM 4: OBJECTIVE 4 OVERVIEW

Objective 4: Support in-market retention

APPROACH	MILESTONES	KPIs
<p>Work to profile, promote and support industry efforts around retention (organized community / employee events, signing bonuses, housing assistance program and others as applicable)</p> <p>Work with industry partners to advocate on matters affecting employee concerns in market (childcare, healthcare, transportation, home afford/access)</p>	<ol style="list-style-type: none"> 1. Regular acknowledgement and celebration of new employees, residents 2. Promotion of successful advocacy work describing efforts (research, public education, organizing, lobbying, and stakeholder education) and team 	<ul style="list-style-type: none"> → Joint communication → Pride, testimonials/ profiles, assets created → Engagement #: database growth → Earned media values → # of hires, incentives (pick up) → # referrals

4. Support in-market retention

According to Deloitte's research, it is crucial to provide local employers and industry stakeholders with workforce-related information, research and data to bolster their unique retention initiatives. Effectively addressing programmatic and infrastructural gaps as identified by area employees, as child care access, transportation improvements, upskilling, ongoing education and affordable housing is of paramount importance. The RWDP leadership team and industry should actively manage and advocate for these improvements in favour of growing retention.

In addition, the communication efforts and tools generated by this marketing plan should be designed to anticipate and directly address queries related to these critical areas. This approach is essential as these conditions can significantly influence the decision-making processes of prospective residents considering relocation, employment, and residency in the area.

Finally, promoting the involvement of newcomers in the community—whether through school groups, recreational activities, cultural events or active volunteerism—and highlighting their community spirit serves as an effective method for acknowledging contributions. This not only recognizes their efforts but also encourages others to participate, which is crucial for strengthening retention efforts.

- a. Work to support industry retention efforts
- b. Educate, encourage and profile community volunteerism and program participation
- c. Advocate to remove or alter 'employee barriers' around access to child care, health care, transportation, home afford
- d. Work with government and industry to lever the AIC SIGNAGE BONUS campaign* by adding an additional retention bonus for those who locate to the region and stay 24 months (*AIC program is not yet confirmed)

DIAGRAM 5: OBJECTIVE 5 OVERVIEW

Objective 5:
Resource, monitor and report



5. Allocate resources to oversee plan delivery and reporting

Achieving the benefits outlined in this plan requires a dedicated **commitment of resources**.

Human resources, financial investments, technological support and more are indispensable elements for our success. Given that the initial tool being developed to bolster workforce development efforts is a **website**, it is crucial to emphasize the importance of promoting the website.

Failure to do so may result in falling short of our marketing objectives. (Clearly stated objectives include reaching 10,000 unique website visits and garnering 1,000 social media followers by the end of the year, with a target of doubling these figures in subsequent years.) Without effectively driving interest through ads, social and digital campaigns, and social channels, we risk **not attaining our targets**. Additionally, if our content proves to be underwhelming or lacks relevance to our audiences, we will fail to establish the emotional connection necessary for success. Therefore, it is imperative not only to allocate adequate resources to this plan but also to manage it consistently on a day-to-day basis.

Insufficient resourcing and inadequate reporting will have a far-reaching impact, sending repercussions throughout every aspect of this marketing plan. This shortfall will extend its effects to the plan's reach, resonance, brand perception, place perception and the overall attraction of new residents. In essence, the consequences of improper resourcing and reporting will undermine the plan's effectiveness on multiple levels, hindering its ability to create a meaningful impact and successfully draw in new residents.

05

SWOT Analysis

SWOT Analysis

This SWOT analysis aims to evaluate both internal and external factors that influence the 2024-2026 Marketing Strategy. Specifically, it assesses internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats) to understand their impact and determine necessary actions during the preparation and delivery of the plan.

Internal Factors



Strengths: Identify the positive aspects and internal strengths of the situation, or project.



Weaknesses: Recognize the internal challenges or limitations.

External Factors



Opportunities: External factors that could be advantageous to the situation or project.



Threats: Identify external factors that pose challenges or risks.

Strengths

- RWDP leadership is focused, collaborative and action-oriented
- Extensive research to inform plan development
- Local employer/employees have been engaged and could be tapped to support
- Funding commitment by partners
- Regional perceptions: affordable, family-friendly, recreational richness, schools/programs, retail service hub
- Higher median household income compared to Alberta (\$102,000 vs \$96,000 in 2020)
- Young city/region; youthful mentality and energy
- Variety and number of employment opportunities; good understanding of immediate and future talent attraction needs (400 jobs)
- Employer interest in a 'regional promotional approach'
- Unique selling propositions (USP) that connect career aspirations and growth to family/personal success and wellbeing will ultimately win in the 'hearts and minds' of job seekers
- Region understood for its innovative nature and entrepreneurialism; regional importance in national energy/natural resource conversations

Weaknesses

- Northern location may dissuade interest
- Place/brand requires heavy promotion, is misunderstood or not understood publicly
- While growing and changing culturally, region is not as culturally diverse as other centres which may hinder some interest
- Marketing efforts and initiatives are in start up mode, without momentum and credibility
- Employer engagement needs to be fostered and curated
- Employee concerns around access/availability of child care, transportation, health care, is beyond mandate of RWDP but team must support via advocacy
- Plan implementation requires regular attention and oversight; needs dedicated professional support
- Plan vulnerability if funding sources become limited or if connected to grant funding (thus impacting action and reaction time)
- Time and decision making (if the plan stalls or losses momentum the costs and effort to kickstart can be significant)
- Lack of communication planning and management to support plan delivery

Opportunities

- Collaborations and partnerships; educating and forming strategic alliances with other businesses (or influencers) to leverage this plan via cross promotions, database marketing, joint events and more
- Coordination of communications (RWDP and industry); use of social media, media relations and public relations tactics to reinforce plan and its progress
- Positive immigration to region and Canada; immigrants are a good source of both skilled and unskilled labour.
- Sustained promotion of favourable employment conditions and quality of life measures (affordability, recreation and amenity offerings, high salary and career opportunities, community connections)
- Use USP and place strengths to build creative advertising and promotional campaigns that speak to target audiences; choose channels that they understand and build content that is appealing
- Look for common markets with provincial or industry partners; Alberta is Calling established 'good-will' in markets where GP region will market
- Story tell to highlight local success stories (employer and employee), profile successful individuals, unique skills training programs, innovations, sectoral leadership, more
- Highlight training and development programs as opportunities for skill development and career advancement.
- Build databases, followings for ongoing cultivation, promotion and engagement
- Be seen and be heard; being proactive in the delivery of the plan will drive engagement and interest
- Create champions and ambassadors as a means of adding more credibility to the program (look for those who have circles of influence in markets designated as important for talent attraction)
- Grant funding

Threats

- Perceived/actual barriers to employment deterring talent from actively participating in the labour force: access to child care, transportation, affordable housing, integration of newcomers, other
- Low awareness – insufficient support – resulting in low number of applicants; candidates not having sufficient experience, local market not producing enough qualified job candidates, lack of interest in the type of jobs among job seekers and competition
- Housing availability and variety
- Lack of advocacy strategy to address the 'gaps' identified by employees
- Slowing economic conditions could impact variety and volume of jobs
- Persistent or negative media stories of region could impact preferences or views of area
- Legal and regulatory changes affecting positive immigration to country, province, region

06

Communications Tactics

Regional USP

A region's Unique Selling Proposition (USP) is that set of distinctive characteristics and features which differentiate it from other cities and regions, making it attractive to residents, businesses, tourists and investors. Common USPs include:

Common USPs of Place (Brands)

01

Economic Opportunities

Industry Clusters: Cities/regions often have specific industries or sectors where they excel, providing significant job opportunities and economic growth.

Innovation Hubs: Cities/regions fostering innovation and technology attract businesses and professionals seeking a dynamic environment.

02

Cultural + Recreational Offerings

Cultural Diversity: A rich mix of cultural influences, events and festivals can make a city vibrant and appealing.

Recreational Amenities: Access to parks, sports facilities, entertainment venues and a lively arts scene contribute to a high quality of life.

03

Educational Institutions

Universities and Research Centers: Cities with renowned educational institutions attract students, academics, and research-driven industries.

Training and Development Opportunities: A focus on lifelong learning and professional development can enhance a city's appeal.

04

Infrastructure + Connectivity

Transportation Networks: Efficient public transportation, well-maintained roads, and access to airports are vital for connectivity.

Digital Infrastructure: Cities with advanced technological infrastructure appeal to businesses and residents alike.

05

Quality of Life

Housing Options: Affordable and diverse housing options contribute to an area's attractiveness.

Health care Services: Access to quality health care facilities and services is crucial for residents and potential newcomers.

Safety and Security: Low crime rates and a sense of safety contribute to a positive quality of life.

06

Environmental Sustainability

Green Spaces: A commitment to environmental conservation, including parks and green spaces, is increasingly important.

Sustainable Practices: Cities implementing eco-friendly policies and sustainable practices attract environmentally conscious individuals and businesses.

07

Government Policies + Supports

Business-Friendly Policies: Municipalities with supportive regulatory environments and incentives for businesses foster economic growth.

Community Engagement: Municipalities that actively engage with their communities and involve residents in decision-making create a sense of belonging.

08

Brand + Image

Marketing and Promotion: Successful branding efforts that highlight strengths and unique features contribute to a positive image.

Historical Significance: Historical landmarks and a rich heritage can contribute to character and appeal.

Previous qualitative research on place attributes conducted by Resonance Consultancy and *honeycomb* solutions on behalf of the City of Grande Prairie (City) highlights the city's strongest associations with the unique selling propositions of '**prosperity**' (personal, professional) and '**people**' (friendly, helpful, community-minded). Using these place attributes as a foundation for developing our communications platform is essential.

To authentically capture the essence of the regional Unique Selling Proposition (USP), it's crucial to establish a clear connection between **career aspirations and personal or family growth**, emphasizing success and well-being. In essence, potential job seekers should recognize that in this region, they have the opportunity to advance, ensuring future success while fostering meaningful connections within a supportive community. In simpler terms, here in this part of the world, you can not only make a great living but also craft a truly enriching life, striking a perfect balance where professional success meets personal fulfillment.

USP: Make a great living; live a great life!



This USP captures those place attributes of 'prosperity and people' in a simple idea: You can have both a successful career and a fulfilling life.

It's about finding prosperity not just in work but in the well-rounded richness of your entire existence, making northwest Alberta and the Grande Prairie-Greenview Corridor a place where individual success and a meaningful life merge together.

(nb: USP is not necessarily a headline or tagline. The essence of the USP informs the development of same.)

Talent Personas

What are personas and why are they important to this strategy?

Personas are to a brand what audience segmentation is to marketing. The creation of a 'target persona' is crucial to marketing communications efforts because it helps businesses and marketers better understand and connect with their ideal audience.

By developing a detailed and fictional representation of their ideal customer, marketers can tailor messages, content, and strategies to resonate with the specific needs, preferences, and behaviors of that target persona. This not only increases the effectiveness of marketing efforts but also enhances the likelihood of engaging and converting the right audience, leading to more successful and targeted communication campaigns.

Resonance and *honeycomb* solutions were provided with a list of essential vocations and job profiles needed within the region by the RWDP leadership group. The identified professions encompass nurses, school teachers, law enforcement officers, engineers, truck drivers, and mechanics. It's important to clarify that psychographic information for each job profile wasn't conducted and consequently, couldn't be shared with the agency team. The personas presented below are constructed based on industry and agency knowledge and are being shared for informational purposes only.

Persona Structure:

- **Profile:** Who they are? What they earn, where they work, where they're from?
- **Needs & Motivations:** What are their need-states, what do they value, what drives them to make decisions, and what motivates them to action?
- **Behaviour & Lifestyle:** What are their hobbies, what do they enjoy doing during their leisure time?

Persona 1



Paul Heavy Duty Mechanic

Age: 30

Location: Kingston, ON

Status: Married

Paul is a seasoned mechanic and has 10 years experience working on standard, clean and biodiesel engines in long haul trucks. He lives in Kingston where he is married with two children, 6 and 3. He is looking to advance his career, which is currently feeling quite stagnant. He is considering applying for a job in another company.

Need & Motivation

Paul is looking for a new career challenge. He's got growing kids and thus, growing expenses. He's willing to make big changes. From finding a new company to moving to a new community. And his family is willing to relocate to start a new adventure.

Behaviour & Lifestyle

In his free time, Paul likes to spend time outdoors – exercising helps his body and his mind. Mountain bike and hiking are his main hobbies. His family will often join him, but he certainly doesn't mind spending time alone too. His favourite summer holiday? A road-trip along the US West Coast.

What about the GP area could appeal to Paul?

- Job opportunities and advancement
- Outdoor activities
- Cost of living
- Amenities
- K8 schools
- New hospital; health care

Persona 2



Liam Truck Driver

Age: 25

Location: Peterborough, ON

Status: In a relationship

Liam is a happy-go-lucky 25-year-old truck driver based in Ontario. He's been behind the big wheel for 3 years now and love the open road. Since he spends most of his time on the road, he makes sure to savour his time at home by spending his free time with his partner, friends and family.

Need & Motivation

Liam loves his community life and baseball. He often volunteers as an assistant coach or equipment coach during the long Ontario summers and always has his faithful travel companion terrier - Ralph, who rides shotgun on all his long and short haul trips - nearby. From organizing barbecues on weekends with his family, to volunteering Liam is devoted to his neighbours and his furry friend.

Behaviour & Lifestyle

As Liam is always on the roads, he loves to create unique moments with his relatives and friends on weekends. He lives in a flat downtown and has converted it into a cozy urban nest.

He dreams of a bigger home to host more friends, and a proper yard for Ralph. Maybe one day soon he'll start his family.

What about the GP area could appeal to Liam?

- Housing opportunities
- Community connections
- Airport / travel connections
- Employment opportunities for partner

Persona 3



Logan Maintenance Technician

Age: 35

Location: Lethbridge, Alberta

Status: Married, with child

Logan is the proud and happy father of a 2-month-old baby girl. Along with his wife, the priority is to build a great future for his growing family. He's been working as a Maintenance Technician for a prairie-based transport company for 7 years and has learned the tools of his trade. He excels in customer service.

Need & Motivation

Logan is ready for something different. Raised in Alberta, he is open to working and living in any part of the province so he's close to his extended family. His ideal life? A house, 3 kids, a toy hauler RV and savings in the bank. He was looking for a new job last year, but his wife's pregnancy put everything on hold. He is now looking for a new job with more responsibility and upward growth potential.

Behaviour & Lifestyle

Logan and Julie (his wife) visited Grande Prairie a while ago when visiting friends from college. He is investigating the market for a new job and actively looking for a place with good schools and medical care

What about the GP area could appeal to Logan?

- Schools and amenities
- Recreational services
- High income opportunity
- Employment opportunities for partner

Persona 4



Olivia Elementary School Teacher

Age: 34

Location: Steinbach, MB

Status: Single mother

Olivia is a single mom of a young son and teaches elementary school teacher to an enthusiastic group of grade three students. She has always enjoyed working with kids, and now that she has one of her own, she likes the work-life flexibility that teaching gives her – particularly those summer holidays!

Need & Motivation

Olivia is not actively looking for a job – but her priorities are stability for herself and her son; she's looking to build and advance her career.

Olivia has a long history of working in public schools and finds that to be very rewarding. However, as a single mom she wants to ensure that the school she is working in is safe and community oriented.

Behaviour & Lifestyle

Olivia is an incredibly hands-on mother. She is active and wants her son to be active as well, so she has enrolled him in the Tim Horton's Timbit hockey program. She also wants her students to be active, which is why she organizes after school programs and field trips to encourage her students explore their communities and surroundings. Outside of being a teacher and a mother, Olivia loves to socialize with her friends and share stories over dinner or coffee.

What about the GP area could appeal to Olivia?

- Stable job
- Strong community; safety
- Work life balance
- Family amenities and extracurricular activities
- Young demographic

Persona 5



Mary
Law Enforcement Officer

Age: 27

Location: Lethbridge, AB

Status: Single

Mary was born and raised in Calgary and has an immense pride for her hometown and her two younger sisters. Mary studied at MRU where she did an undergrad in Economics, Justice, and Policy Studies.

Need & Motivation

After 'Uni' Mary did a gap year in Sweden, working on a farm and exploring the countryside. Returning to Calgary, she worked for a start-up IT security company to implement practices, policies, and technologies to protect personal digital information. Now her interest in community law enforcement and personal information safety has been solidified. She is seeking an opportunity in community policing in an area with a vibrant outdoor scene, with proximity to her family.

Behaviour & Lifestyle

Mary is very active, finding joy in outdoor activities. She occasionally organizes free yoga classes in her neighborhood. Her strong sense of community is evident in her love for interacting with people and helping others, which fuels her aspiration to join a police department or law enforcement agency. Residing in a cozy apartment just a block away from her parents' home, Mary shares her space with the family dog who accompanies her on every adventure.

What about the GP area could appeal to Mary?

- Housing opportunities
- Proximity to Calgary & travel connections
- Cost of Living
- Outdoors
- Career opportunity + growth
- New city police entity

Persona 6



Stephen Engineer

Age: 35

Location: Kingston, ON

Status: Divorced

Steven was born and raised in a large family in Winnipeg. He attended University in Edmonton and enjoyed his time there and the many friends he made. He has always been a natural problem solver and loves new challenges and experiences. He welcomes the opportunity for a fresh start and laying a new foundation.

Need & Motivation

Steven works long hours in a challenging environment. In his downtime, Steven loves volunteering and spending time being active. His love of winter camping, skating and fat-tire biking is more of an obsession than a passion. Steven wants to own a big home but with the rising cost of living, he is looking to explore places that provide him a higher quality of life at a better price point. The higher salaries and lower cost of living in Grande Prairie is appealing to Steven who can envision greater long-term possibilities.

Behaviour & Lifestyle

In addition to outdoor activities, Steven values interacting with entrepreneurs, students, innovators. He mentored students at his alma mater – UofA – and would love to pursue this path further as a volunteer or guest lecturer. He finds the O&G industry in Alberta appealing for his curious and innovative mind.

What about the GP area could appeal to Stephen?

- Local Innovation Ecosystem & Network Opportunities (GPRIN)
- Volunteering opportunities; education
- Home ownership
- Access to outdoors interests and pursuits

Persona 7



Noel
Nurse

Age: 25

Location: Peterborough, Ontario

Status: Single

Noel, a recent nursing graduate, seeks to settle in a location that not only offers clear prospects for career advancement but also acknowledges the importance of community in the workplace. He is single, but dates occasionally.

Need & Motivation

Having navigated the challenges of the COVID crisis as a student nurse, Noel has come to realize that, although he deeply loves his profession, the surrounding community is equally significant. When he decides to settle down, he aims to find a place that not only provides clear opportunities for professional growth but also prioritizes a supportive community, valuing the human aspect of his job and his mental well-being as much as his career.

Behaviour & Lifestyle

In his role of prioritizing the health and well-being of others, Noel recognizes the importance of prioritizing his own health. Being an enthusiast of arts, cultural and community events, he finds that attending events and experiencing new people and cultures contribute significantly to his well-being. With the goal of forming a community of friends who share his interests, Noel is already booking time off to attend the Bear Creek Folk Festival.

What about the GP area could appeal to Noel?

- Local Innovation Ecosystem & Network Opportunities (GPRIN)
- New state of the art regional hospital
- Festivals, events, culture
- Amenities
- Community connections

Key Messages



Key messages are concise, targeted statements that communicate essential information or core ideas to a specific audience. Carefully formulated to be succinct, persuasive, and aligned with broader communication goals, key messages serve as a strategic tool in communication and marketing, providing a clear and consistent narrative that aligns with the goals and values of an organization, product, or campaign.

The key messages provided herein are crafted to be memorable, easy to understand and capable of influencing perceptions and attitudes of future employees. These will bolster the creation of marketing and communication tools, serving as a valuable resource for the RWDP leadership team (and others) in both internal and external communications (website copy, media releases, FAQ, more).

For ease of review, four categories of key messages have been created around prosperity, people, place and partnerships.

A. Prosperity

01

Thriving Economic Landscape

The Grande Prairie-Greenview Corridor boasts a vibrant and resilient economy, providing a fertile ground for professional growth. The region's diverse industries, including energy, agriculture, forestry, health services, transportation and technology, contribute to a stable and flourishing job market.

02

Abundant Career Opportunities

Future talent prospects can anticipate a spectrum of career options in the Grande Prairie-Greenview Corridor, ranging from traditional industries to emerging sectors. The region's commitment to innovation ensures a wealth of opportunities for individuals seeking diverse and fulfilling career paths.

03

Work-Life Balance

Enjoy a fulfilling lifestyle in the Grande Prairie-Greenview Corridor, where professional success aligns seamlessly with a high quality of life. Surrounded by picturesque landscapes, recreational amenities and plentiful retail options, residents find a perfect balance between their career ambitions and personal/family well-being.

04

Education and Training

We prioritize the development of our workforce through robust education and training programs. Future talent can tap into these resources to enhance their skills, ensuring they remain competitive in a dynamic job market.

05

Supportive Community and Networking

Join a thriving community that values collaboration and networking. Our welcoming atmosphere encourages professional connections, fostering a supportive environment for career development and personal growth.

B. People

01 Warm and Welcoming Community	Experience the genuine warmth of our community, where friendly faces and a spirit of hospitality make newcomers feel right at home. The people here are not just neighbours; they're supportive allies invested in your success and well-being.
02 Helpful and Considerate Atmosphere	In the Grande Prairie area, a culture of helpfulness and consideration permeates daily interactions. Whether you're navigating the city or settling into your new role, you'll find a community eager to lend a hand and make your transition seamless.
03 Invested in Your Success	Thrive in a region where the community is not just interested in your contribution but is actively invested in your success. We embrace newcomers with a commitment to providing the resources and support necessary for personal and professional growth.
04 Community Pride	<p>Immerse yourself in the proud history of Grande Prairie and northwest Alberta, a region with a legacy of resilience, progress and community pride. From its roots to the present, the region's history is interwoven with stories of achievement, making it a place where the past is celebrated and informs the present.</p> <p>Residents of the region carry a sense of pride in their community, creating a shared enthusiasm for the community's present accomplishments and future prospects. When you move here, you become a part of this collective pride.</p>
05 Family-Friendly Environment	In this place we value family and family time. Your family's happiness and well-being are important to us. By thriving here, you not only advance personally but also lay the groundwork for ongoing success for your family in the present and the future.

C. Place

01

Outdoor Oasis

Immerse yourself in the natural wonders of the Grande Prairie and northwest Alberta region, offering unmatched outdoor recreational opportunities. Whether it's exploring picturesque hiking trails, enjoying exhilarating biking experiences, discovering pristine fishing spots or marveling at the northern lights in the night skies while camping, the region creates an idyllic setting for nature enthusiasts to embrace and savour.

02

Diverse Amateur Sports Scene

Dive into a lively amateur sports scene here. Whether your child dreams of becoming a future hockey star, vies for a position on the women's U-18 soccer roster, or you simply want to enjoy a casual baseball game with family and neighbours, the region offers a diverse range of sports activities, creating a dynamic and engaging environment suitable for individuals of all ages, both kids and adults alike.

03

Educational Excellence

Take advantage of the outstanding educational opportunities provided by Northwestern Polytechnic and our 18 regional schools, catering from preschool and kindergarten to grade 12. With a dedication to academic excellence, residents and their children can avail themselves of high-quality education, establishing a strong foundation for both personal and professional development.

With a diverse range of apprenticeship and academic programs including degrees, certificates and diplomas, university transfer studies, academic upgrading, and continuing education courses, Northwestern Polytechnic graduates around 4,000 students a year, providing a steady stream of employment-eager talent.

04

Cultural Enrichment

Whether it's local art exhibits or community festivals, the region cultivates a cultural scene that embraces diversity, nurturing a spirit of community pride and engagement. The evolving faces of our region contribute to new perspectives, traditions, and diversity in our region, and we enthusiastically welcome this cultural growth.

05

Diversified Economy

The Grande Prairie-Greenview Corridor melds the friendly, easygoing attitude of small-town communities with the amenities and conveniences of a large urban centre. Our diversified economy supports a stable job market, and the cost of living here is refreshingly affordable.

06

Retail and Services

We are a proud hub for regional retail and services supporting over 300,000 residents in northwest Alberta.

D. Partnerships

01

United for Growth

The City of Grande Prairie (City), County of Grande Prairie (County), Municipal District of Greenview (Greenview), Northwestern Polytechnic (NWP) and the Grande Prairie & District Chamber of Commerce (Chamber of Commerce) have joined forces, endorsed and funded a strategic initiative focused on attracting and retaining talent to the region for the next four years. Recognizing the vital role of new ideas, fresh talent and renewed energy, local leaders are committed to fostering the growth and prosperity of our communities.

The success of the Regional Workforce Development Partnership hinges on the collaboration of industry, government, community and thought leaders, and placemakers. By uniting their efforts, these stakeholders will work together to educate, engage and promote the opportunities within the region.

02

A Culture of Collaboration

Our partnership is powered by a mutualistic readiness to be collaborative and inclusive. If an idea or initiative is right for our community and the people who live here, our organizations are willing to put skin in the game and find a path to success.

We're easygoing and approachable; and when the time comes to make things happen, we have the passion, the professionalism and the know-how to do just that!

07

Market Identification and Prioritization

To support implementation of this marketing plan, Resonance and honeycomb solutions conducted market research in February and March 2024. The team utilized census data and followed guiding principles provided by the Regional Workforce Program Development Partnership.

Guiding principles used to inform the research included:

- Focus on Ontario and western Canada; exclude Quebec, New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island
- Study cities with a population ranging from 70,000 to 200,000
- Specifically target communities and areas with the occupations and professional clusters highlighted and prioritized herein (including heavy duty mechanics, truck drivers, oil service workers/construction/labourers, teachers, nurses, health professionals, law enforcement and engineers)
- Consider areas/cities that have a higher rate of unemployment than the Canadian average, and,
- Cost of housing (median house price is greater than GP)

This analysis aimed to identify areas (in Canada) with a high concentration of related occupations and similar skill sets to the desired occupations being sought by the region. This information is intended to guide marketing communication efforts (advertising messages and campaigns) and pinpoint where to target talent acquisition efforts more effectively.

A full copy of the research findings is attached.

In total, over 30 research metrics within 42 different census divisions were compiled and analyzed, resulting in the top 5 (overall) markets aligning to the region's needs and performance metrics. These markets include Kingston, Lethbridge, Sudbury, Brantford and Nanaimo (see chart).

Principal City	Census Division Name	Province	Average Overall Rank
Kingston	Frontenac	Ontario	1
Lethbridge	Division No. 2	Alberta	2
Greater Sudbury	Greater Sudbury	Ontario	3
Brantford	Brant	Ontario	4
Nanaimo	Nanaimo	British Columbia	5
Peterborough	Peterborough	Ontario	6
Steinbach	Division No. 2	Manitoba	7
Kamloops	Thompson-Nicola	British Columbia	8
Woodstock	Oxford	Ontario	9
Belleville	Hastings	Ontario	10
Saugeen Shores	Bruce	Ontario	11
Grande Prairie	Division No. 19	Alberta	12
Samia	Lambton	Ontario	13
Caledonia	Haldimand-Norfolk	Ontario	14
St. Thomas	Elgin	Ontario	15
North Bay	Nipissing	Ontario	16
Thunder Bay	Thunder Bay	Ontario	17
Stratford	Perth	Ontario	18
West Grey	Grey	Ontario	19
Orangeville	Dufferin	Ontario	20
Sault Ste. Marie	Algoma	Ontario	21
Cornwall	Stormont, Dundas and Glengarry	Ontario	22

Upon closer scrutiny of the data, it appears that certain and specific markets align more closely with occupation or employment clusters. These markets would be beneficial for targeted marketing outreach (see report).

- Engineering: Kingston, Sudbury, Nanaimo, Lethbridge
- Education: Steinbach, (**Grande Prairie's lower than average wages can't compete with other regions*)
- Health Professionals: Kingston, Peterborough, Sudbury, Kamloops
- Labourers: Kingston, Brantford, Lethbridge, Sudbury
- Law Enforcement: Lethbridge, Kingston
- Transportation: Kingston, Peterborough, Lethbridge, Belleville

ENGINEERING RESULTS

Kingston, ON

A sizable talent pool living in a high cost-of-living region.

Kingston's talent pool is more concentrated than Grande Prairie, with roughly 1,500 more workers than GP. While job growth is lower than GP, the median wage for engineers is \$20,000 less than those living in the region.

Sudbury, ON

A large talent pool in a region with young talent.

Sudbury's cost-of-living is comparable to GP's, as is the average wage for engineers. Sudbury's strength lies in its higher concentration of workers and growing prime age talent pool.

Nanaimo, BC

Growing pool of talent with below average wages.

Grande Prairie offers Nanaimo's engineers a lower cost-of-living and higher wages. The change of weather and location may impede attraction from this region.

Lethbridge, AB

Small change may yield big rewards.

Lethbridge is comparable to Grande Prairie in population, young talent and cost-of-living. Yet, the region offers young engineers a better chance at higher wages and more career opportunities long term.

EDUCATION RESULTS

Steinbach, MB

A growing and strong young talent base.

Steinbach's nearly 6% projected growth of prime age talent exceeds Grande Prairie. Teachers have the opportunity to earn more within the region and have a better opportunity of owning a home.

Grande Prairie

Overall low wages can't compete with other regions.

While there are a several regions with a growing talent pool and high concentration, Grande Prairie doesn't offer much for teachers. Demand and production are as high, if not higher, in prime areas such as Sudbury, Nanaimo, and Lethbridge - yet their wages and/or cost-of-living may make them better suited for teachers.

HEALTH PROFESSIONALS

Kingston, ON

While comparable for all health professionals, Grande Prairie is the better choice for nurses.

Kingston has a deep pool of talent for health professionals, nearly tripling that of Grande Prairie - including nurses. Yet, nurses make \$2,000 - \$5,000 more in Grande Prairie, with a much lower cost-of-living.

Peterborough, ON

Newly hired nurses have a better chance at a higher starting salary.

Grande Prairie's above-average advertised salary makes the region favorable - especially when it's \$25,000 higher than Peterborough's.

Sudbury, ON

Grande Prairie offers higher wages and more opportunities.

Sudbury's concentration, number of and growth rate of healthcare professionals - specifically nurses - outpaces Grande Prairie. This may indicate an oversaturation, which Grande Prairie could capitalize on with overall higher wages and relatively lower costs of living.

Kamloops, BC

Less competition in Grande Prairie.

With comparable population, unemployment rates, and cost-of-living, Grande Prairie's smaller share of health professionals - and nurses - can give those looking for employment a better chance.

LABOURERS RESULTS

Kingston, ON

Kingston's construction talent would benefit from Grande Prairie.

While not the place for sourcing oil workers, Kingston's construction labor pool would benefit from a lower cost-of-living and higher wages in Grande Prairie.

Kingston is also a viable place to source heavy-duty operators, as they have a 32% five-year growth rate and a high concentration of workers in the region.

Brantford, ON

A better path to employment and home ownership for Brantford's labourers.

Houses cost nearly half as much in Grande Prairie as they do in Brantford, ON. With Brantford's higher unemployment rate, labourers could build a life and a career in Grande Prairie.

Brantford is specifically a good location to source construction workers, as there is a higher concentration of those occupations within the region.

Lethbridge, AB

A wealth of heavy-duty mechanics and oil workers.

Grande Prairie offers nearly \$20k more in average annual wages for labourers, and nearly \$15k more for heavy-duty mechanics and oil workers on average.

With Lethbridge's high concentration in both occupations, Grande Prairie could gain significant talent from this region.

Sudbury, ON

Growing talent pool for heavy-duty mechanics.

Sudbury's five-year growth rate for heavy-duty mechanics is 2.5x greater than Grande Prairie. With higher wages, these workers would benefit greatly moving to the region.

LAW ENFORCEMENT RESULTS

Lethbridge, AB

Newly trained talent may have less competition in Grande Prairie.

While wages are lower in Grande Prairie for officers, Lethbridge is potentially oversaturated with officers who may be looking for new opportunities.

Kingston, ON

Larger talent pool to pull from.

Similar to Lethbridge, Kingston's potentially overly saturated market may be too competitive. Grande Prairie offers a lower cost-of-living with comparable wages to Kingston. The extra disposable income may be enough to sway officers to the region.

TRANSPORTATION (GROUND) RESULTS

Kingston, ON

High growth rates and lower annual wages for truck drivers.

Kingston's talent pool is growing for truck drivers at over 18% and is projected to grow another 14%. Yet wages lag under \$50k, positioning Grande Prairie as a favorable home base.

Peterborough, ON

Second lowest annual wages of the peer set, drivers in Peterborough have more to gain in Grande Prairie.

With one of the lowest annual wages for truck drivers and one of the highest unemployment rates, talent may be looking for a better job market - and Grande Prairie may be just that.

Lethbridge, AB

Of the top three regions for number of jobs in the cluster, Lethbridge offers a wealth of talent.

While wages are comparable between Lethbridge and Grande Prairie, the projected growth of jobs exceeds Grande Prairie. With the region's higher advertised annual wages, truck drivers may be swayed to relocate to the region.

Belleville, ON

Projected growth puts Belleville on the map.

Belleville's projected growth of over 9% for truck drivers and its high concentration may indicate an oversaturation of labour in the market. Higher wages go further in Grande Prairie, as Belleville's cost-of-living exceeds the region's.

08

Marketing Execution

Marketing Execution

Marketing execution refers to the implementation and operationalization of the marketing strategy. It involves putting the planned marketing activities into action to achieve the marketing objectives. As referenced above, the key elements to the execution of this plan include:

- **Advertising Campaigns** - Running planned advertising campaigns across various channels, such as digital platforms, print media, television, or radio.
- **Content Creation and Distribution** - Developing and disseminating relevant and engaging content through social media, videos, emails, articles and other channels.
- **Tools** - Building and managing the tools (digital, print, communication channels, more) necessary to support delivery of this plan and its objectives.
- **Digital Marketing** - Implementing digital strategies like search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, and social media marketing to enhance online visibility and engagement.
- **Social Media Management** - Actively managing and posting content on social media platforms to connect with our target audience, build awareness and encourage action.
- **Event Planning and Execution** - Organizing and executing events, trade/hiring shows, or promotional activities to create experiences and engage with job seekers or partners directly.
- **Public Relations (PR)** - Managing public relations efforts to maintain a positive image, handle media relations, and address any potential issues or crises.
- **Collaborations and Partnerships** - Actively pursuing collaborations and partnerships with other businesses, influencers, or organizations to extend the reach and impact of our marketing efforts.
- **Branding Initiatives** - Executing branding strategies, including logo design, visual elements and messaging, to create a consistent and recognizable brand identity.
- **Monitoring and Analytics** - Utilizing monitoring tools and analytics to track the performance of marketing activities, assess key performance indicators (KPI's), and make data-driven decisions.

Market Entry

With guidance from the Regional Workforce Development Partnership (RWDP) team, Resonance and *honeycomb solutions* pinpointed the most suitable markets in Canada that align with the talent needs of the region and as identified in the Deloitte research.

To effectively execute a market entry plan to attract talent, a synergistic integration of various marketing tactics is essential. As highlighted herein, advertising, both traditional and digital, ensures broad visibility. Social media efforts contribute to building an online presence and engaging (regularly) with the target audience. Public relations campaigns help shape a positive image, emphasizing the region's strengths and opportunities. Creation of or participation in industry events and job fairs allows for direct interaction, creating valuable connections with potential candidates.

By orchestrating these tactics cohesively, the goal is to establish top-of-mind awareness among job seekers in the preferred markets. A consistent and multi-faceted approach ensures a broader reach and greater visibility, reinforcing the message that Grande Prairie and region is a destination offering not just job opportunities, but a holistic and enriching lifestyle.

Partnerships to amplify in market efforts

The significance of partnering with industry and key stakeholders cannot be overstated when it comes to market entry efforts, especially in the context of opening new markets for job recruitment and talent attraction. Having supportive partners who understand and align with the program's objectives adds immense value. These partners act as amplifiers, extending the reach and impact of relocation messages to the Grande Prairie-Greenview Corridor. It is crucial to educate partners on the intricacies of the program, providing them with a clear rationale for the selection of markets and education on rollout timing. By sharing insights partners become more equipped to advocate for the region effectively.

In the context of market entry, identifying markets where industries are already recruiting is strategic. Coordinating activities such as targeted ad messages, social media campaigns, and media relations with the support of industry partners enhances the overall effectiveness of the outreach. The collective voice, bolstered by partnerships, not only boosts the message but also maximizes the impact of the limited time spent in each marketplace. Furthermore, the feedback loop established with partners becomes invaluable, providing insights into the reception of messages and allowing for adjustments and refinements based on real-time market responses.

Domestic vs international market entry

In certain instances, particularly for roles that are highly sought after such as nurses and health professionals, the RWDP team may find it necessary to embark on an international marketing effort to directly target these professionals. While domestic marketing initiatives will undeniably include these vocations, the competitive landscape within Canada for such crucial roles might warrant a more strategic focus on international markets to yield more favorable results. Recognizing the global demand for skilled healthcare professionals, extending the outreach beyond national borders ensures that the recruitment efforts are aligned with the scale and urgency of the talent needed in Grande Prairie.

In the competitive realm of health care talent acquisition, the decision to prioritize international markets is driven by a pragmatic understanding of the specific challenges posed by the Canadian job market. By strategically expanding the scope of recruitment efforts, the RWDP team can tap into diverse pools of talent, potentially accessing individuals who are not only highly qualified but also bring valuable international perspectives to the healthcare sector in Grande Prairie. This approach not only enhances the likelihood of attracting the best candidates but also reflects an adaptive and forward-thinking strategy to meet the demands of a specialized and competitive job market.

If it is determined that an international effort is required to attract these hard to fill professional positions, this strategy and its tools must scale up. For example, publishing information in multiple languages may be necessary, this requires time, language expertise and additional budget.

Like most educational institutions, including NWP, who enter foreign markets aided by international recruiting agents (example: Apply Board), the RWDP team may decide to also enter into an agency-agreement to support recruitment efforts. Currently NWP is focused on attracting international students from the markets of India, Bangladesh, Sri Lanka and Nepal. These markets might prove opportunistic to the RWDP team too – particularly if within these areas there are skilled health professionals with qualifications suitable to Canada's examination.

Similarly, if industry partners in the GP region are seeking to be in international markets for talent acquisition, this strategy should contemplate supporting those efforts or piggy-backing efforts to reach the desired professional markets.

09

Budgets, Resources

Budgets, Resources

The successful implementation (and execution) of this marketing strategy is best achieved by enlisting dedicated support from a marketing/communications professional or agency, rather than burdening one of the key stakeholders with the responsibility.

A dedicated marketing/communications professional or agency not only ensures that the strategy is executed efficiently but can also contribute to securing the necessary financial resources, partner commitments and value-add contributions. Marketing expertise can be instrumental in navigating the complexities of funding applications, negotiating partnerships, buying media, organizing production requirements, designing events and optimizing the available resources.

This approach allows the RWDP stakeholders to leverage their oversight and guidance without being burdened by the day-to-day intricacies of executing a comprehensive marketing strategy, ensuring that the strategy is well-positioned for success.

Presented solely for illustrative purposes, we have assembled a list of typical costs related to certain components of this strategy. **However, due to the lack of detailed information regarding human resources, in-market timing, tool requirements, file management, sponsor and service fees, partner participation, and other factors, constructing a comprehensive budget that encompasses all aspects becomes challenging.**

The following cost categories accompany this plan. With additional information more detailed budgets can be provided.

Budget

Marketing Manager/Agency	\$XX
Website Development	\$XX
Creative/Campaign direction and design	\$XX
Monthly newsletter	\$XX
Monthly newsletter writing	\$XX
Corporate/Brand brochure	\$XX
Corporate/Brand brochure printed	\$XX
Media release (per each)	\$XX
Illustrated Amenity/Recreational Map	\$XX
Facts and Figure Sheet	\$XX
Industry Partner Presentation (pitch deck)	\$XX
Sample Job Template /advertisement	\$XX
Trade show booth	\$XX
Pageantry (flags, banner signs, wearables)	\$XX
Photography & Videography	\$XX
Event design and execution (all)	\$XX
Social media assets (recut videos, campaign imagery, contest mechanics, other)	\$XX
Ad creative	\$XX
Media buys / ad placement	\$XX

10

Monitoring

Monitoring

Monitoring this marketing plan and utilizing the key performance indicators (KPIs) noted within, are essential practices to stay on track and maximize the effectiveness of marketing efforts. The KPIs serve as measurable metrics that provide valuable insights into the performance of various aspects of the plan. Regularly tracking these indicators enables the RWDP team to assess the success of the strategy and tactics, identify areas for improvement, and make data-driven decisions. By closely monitoring the KPIs we can adapt our tactics to changing market conditions and consumer behaviors. This proactive approach not only helps in real-time optimization but also ensures that the marketing plan remains aligned with our goals and stays within budget.

11

Appendix

Supporting documents, research data, or additional materials.

Market Research Analysis Results

Engineering

ENGINEERING

For the engineering cluster, Kingston (Frontenac), Ontario will be the place to pull talent.

Census Division Name	Province	Average Overall Rank
Frontenac	Ontario	1
Greater Sudbury	Ontario	2
Nanaimo	British Columbia	3
Division No. 2	Alberta	4
Brant	Ontario	5
Oxford	Ontario	6
Thompson-Nicola	British Columbia	7
Peterborough	Ontario	8
Lambton	Ontario	9
Division No. 19	Alberta	10
Elgin	Ontario	11
Division No. 2	Manitoba	12
Nipissing	Ontario	13
Prescott and Russell	Ontario	14
Lanark	Ontario	15
Bruce	Ontario	16
Algoma	Ontario	17
Thunder Bay	Ontario	18
Hastings	Ontario	19
Northumberland	Ontario	20
Haldimand-Norfolk	Ontario	21
Stormont, Dundas and Glengarry	Ontario	22

Grande Prairie, Alberta (Division No. 19)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Grande Prairie	\$1,112	\$311,717	87

Grande Prairie, Alberta (Division No. 19)

Cluster Name	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Engineering Cluster	1,882	46%	10.41%	0.54	\$96,969.60	\$72,960

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
21231: Software engineers and designers	0	-100.00%	-	0.03	\$0.00	\$0.00
21300: Civil engineers	186	257.69%	11.83%	0.92	\$85,089.49	\$63,232.00
21301: Mechanical engineers	72	-6.49%	-1.39%	0.5	\$81,044.03	\$67,600.00
21310: Electrical and electronics engineers	43	16.22%	0.00%	0.31	\$81,044.03	\$56,576.00
21311: Computer engineers (except software engineers and designers)	13	-	15.38%	0.15	\$77,380.66	\$76,032.00
21320: Chemical engineers	47	-9.62%	-2.13%	1.47	\$107,118.70	\$99,840.00
21321: Industrial and manufacturing engineers	26	-10.34%	-3.85%	0.38	\$93,096.23	\$96,000.00
21322: Metallurgical and materials engineers	0	-	-	1.13	\$0.00	\$0.00
21332: Petroleum engineers	115	33.72%	9.57%	2.62	\$105,350.50	\$80,000.00
21399: Other professional engineers	13	-	23.08%	0.15	\$81,044.03	\$46,924.00

Kingston, Ontario (Frontenac)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Kingston	168,805	4.77%	3.89%	12.6%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Kingston	27.39%	12.33%	3.40%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Median Rent 2021	Average House Value 2024	Cost of Living Index
Kingston	\$1,318	\$659,395	88
Grande Prairie	\$1,112	\$311,717	87

Kingston, Ontario (Frontenac)

Engineering Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Kingston	3,305	16%	4.87%	0.70	\$76,993.43	\$68,352
Grande Prairie	1,882	46%	10.41%	0.54	\$96,969.60	\$72,960

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
21231: Software engineers and designers	140	64.71%	7.86%	0.32	\$86,707.67	\$67,600.00
21300: Civil engineers	139	20.87%	0.00%	0.51	\$87,299.48	\$77,568.00
21301: Mechanical engineers	152	18.75%	0.66%	0.78	\$86,299.94	\$71,424.00
21310: Electrical and electronics engineers	97	25.97%	4.12%	0.51	\$92,397.20	\$103,936.00
21311: Computer engineers (except software engineers and designers)	41	32.26%	14.63%	0.35	\$86,159.80	\$97,024.00
21320: Chemical engineers	48	17.07%	2.08%	1.12	\$85,896.97	\$0.00
21321: Industrial and manufacturing engineers	67	15.52%	0.00%	0.7	\$80,583.77	\$72,960.00
21322: Metallurgical and materials engineers	0	-100.00%	-	0.59	\$0.00	\$0.00
21332: Petroleum engineers	0	-	-	0.11	\$0.00	\$0.00
21399: Other professional engineers	241	12.09%	3.73%	0.83	\$70,542.44	\$0.00

Greater Sudbury, Ontario

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Greater Sudbury	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Greater Sudbury	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Greater Sudbury	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

Greater Sudbury, Ontario

Engineering Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Greater Sudbury	3,385	35%	9.0%	0.71	\$81,333.22	\$71,040
Grande Prairie	1,882	46%	10.41%	0.54	\$96,969.60	\$72,960

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
21231: Software engineers and designers	77	37.50%	5.19%	0.17	\$88,448.95	\$130,000.00
21300: Civil engineers	307	59.90%	7.82%	1.1	\$88,388.51	\$97,536.00
21301: Mechanical engineers	330	58.65%	8.18%	1.67	\$87,376.50	\$72,960.00
21310: Electrical and electronics engineers	169	60.95%	6.51%	0.87	\$97,889.05	\$104,192.00
21311: Computer engineers (except software engineers and designers)	65	91.18%	23.08%	0.54	\$91,280.92	\$70,400.00
21320: Chemical engineers	70	40.00%	7.14%	1.6	\$91,002.46	\$82,160.00
21321: Industrial and manufacturing engineers	136	49.45%	6.62%	1.4	\$85,373.46	\$50,944.00
21322: Metallurgical and materials engineers	11	-31.25%	-100.00%	0.95	\$88,812.01	\$122,000.00
21332: Petroleum engineers	0	-	-	0.12	\$0.00	\$0.00
21399: Other professional engineers	78	47.17%	15.38%	0.66	\$84,627.83	\$70,000.00

Nanaimo, British Columbia

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Nanaimo	178,170	6.46%	4.65%	8.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Nanaimo	22.08%	10.25%	-1.17%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Nanaimo	\$1,306	\$668,000	94
Grande Prairie	\$1,112	\$311,717	87

Nanaimo, British Columbia

Engineering Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Nanaimo	2,438	37%	9.68%	0.60	\$85,833.39	\$63,488
Grande Prairie	1,882	46%	10.41%	0.54	\$96,969.60	\$72,960

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
21231: Software engineers and designers	129	67.53%	12.40%	0.34	\$106,044.45	\$0.00
21300: Civil engineers	167	49.11%	10.78%	0.71	\$116,139.29	\$89,856.00
21301: Mechanical engineers	78	16.42%	5.13%	0.46	\$88,313.29	\$140,000.00
21310: Electrical and electronics engineers	88	109.52%	17.05%	0.54	\$96,978.45	\$67,840.00
21311: Computer engineers (except software engineers and designers)	11	-26.67%	9.09%	0.11	\$91,738.39	\$41,600.00
21320: Chemical engineers	13	0.00%	7.69%	0.36	\$110,407.48	\$0.00
21321: Industrial and manufacturing engineers	12	0.00%	8.33%	0.15	\$89,710.26	\$46,592.00
21322: Metallurgical and materials engineers	0	#DIV/0!	#DIV/0!	0.42	\$0.00	\$39,520.00
21332: Petroleum engineers	20	#DIV/0!	30.00%	0.4	\$117,008.78	\$65,000.00
21399: Other professional engineers	52	44.44%	11.54%	0.51	\$90,148.14	\$0.00

Lethbridge, Alberta (Division No. 2)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Lethbridge	189,724	6.33%	6.75%	8.5%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Lethbridge	28.05%	7.72%	4.67%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Lethbridge	\$1,390	\$313,161	85
Grande Prairie	\$1,112	\$311,717	87

Lethbridge, Alberta (Division No. 2)

Engineering Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Lethbridge	1,851	20%	6.10%	0.41	\$81,583.10	\$63,744
Grande Prairie	1,882	46%	10.41%	0.54	\$96,969.60	\$72,960

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
21231: Software engineers and designers	16	-11.11%	0.00%	0.04	\$92,102.30	\$0.00
21300: Civil engineers	124	30.53%	5.65%	0.48	\$87,798.15	\$89,856.00
21301: Mechanical engineers	73	-17.05%	-4.11%	0.4	\$83,522.01	\$75,008.00
21310: Electrical and electronics engineers	43	-21.82%	-6.98%	0.24	\$83,365.62	\$65,024.00
21311: Computer engineers (except software engineers and designers)	13	0.00%	15.38%	0.12	\$80,713.57	\$51,968.00
21320: Chemical engineers	34	-20.93%	-2.94%	0.83	\$111,732.48	\$65,000.00
21321: Industrial and manufacturing engineers	26	-27.78%	-7.69%	0.29	\$97,106.04	\$82,688.00
21322: Metallurgical and materials engineers	0	-100.00%	-	0.72	\$0.00	\$39,520.00
21332: Petroleum engineers	84	5.00%	2.38%	1.47	\$109,858.48	\$86,923.00
21399: Other professional engineers	15	7.14%	6.67%	0.14	\$84,452.15	\$100,000.00

Brantford, Ontario (Brant)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Brantford	161,2889	8.90%	5.33%	11.4%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Brantford	26.56%	14.04%	2.41%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Brantford	\$1,189	\$665,900	91
Grande Prairie	\$1,112	\$311,717	87

Brantford, Ontario (Brant)

Engineering Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Brantford	2151	8%	6.04%	0.57	\$82,758.06	\$62,080
Grande Prairie	1,882	46%	10.41%	0.54	\$96,969.60	\$72,960

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
21231: Software engineers and designers	120	135.29%	17.50%	0.34	\$102,694.52	\$83,200.00
21300: Civil engineers	132	30.69%	6.82%	0.6	\$92,073.39	\$58,112.00
21301: Mechanical engineers	104	-25.18%	-7.69%	0.67	\$88,582.50	\$82,688.00
21310: Electrical and electronics engineers	63	-7.35%	0.00%	0.42	\$92,963.16	\$89,344.00
21311: Computer engineers (except software engineers and designers)	17	70.00%	23.53%	0.18	\$86,687.55	\$58,368.00
21320: Chemical engineers	36	-7.69%	0.00%	1.04	\$86,423.11	\$47,840.00
21321: Industrial and manufacturing engineers	114	32.56%	9.65%	1.49	\$81,077.36	\$42,640.00
21322: Metallurgical and materials engineers	0	-100.00%	-	0.69	\$0.00	\$75,000.00
21332: Petroleum engineers	0	-	-	0.11	\$0.00	\$0.00
21399: Other professional engineers	31	-26.19%	-3.23%	0.33	\$80,369.26	\$0.00

Education

EDUCATION

For the education cluster, Steinbach (Division No. 2), Manitoba will be the place to pull talent

Census Division Name	Province	Average Overall Rank
Division No. 2	Manitoba	1
Division No. 2	Alberta	2
Frontenac	Ontario	3
Nanaimo	British Columbia	4
Division No. 19	Alberta	5
Greater Sudbury	Ontario	6
Peterborough	Ontario	7
Brant	Ontario	8
Thompson-Nicola	British Columbia	9
Oxford	Ontario	10
Bruce	Ontario	11
Hastings	Ontario	12
Perth	Ontario	13
Elgin	Ontario	14
Division No. 7	Manitoba	15
Cowichan Valley	British Columbia	16
Fraser-Fort George	British Columbia	17
Division No. 15	Saskatchewan	18
Haldimand-Norfolk	Ontario	19
Leeds and Grenville	Ontario	20
Division No. 1	Alberta	21
Algoma	Ontario	22

Grande Prairie, Alberta (Division No. 19)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Grande Prairie	\$1,112	\$311,717	87

Grande Prairie, Alberta (Division No. 19)

Cluster Name	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Education Cluster	2,852	21%	8.17%	0.78	\$78,644.25	\$52,096.00

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
41220: Secondary school teachers	239	14.35%	7.53%	0.63	\$93,821.24	\$58,112
41221: Elementary school and Kindergarten Teachers	732	20.59%	11.61%	0.97	\$85,817.75	\$64,768
41229: Kindergarten, Elementary, and Secondary School Teachers	551	3.96%	-2.90%	0.77	\$85,439.74	\$0.00

Steinbach, Manitoba (Division No. 2)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Steinbach	90,370	11.50%	10.13%	6.2%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Steinbach	26.93%	10.51%	5.92%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Steinbach	\$1,065	\$663,503	75
Grande Prairie	\$1,112	\$311,717	87

Steinbach, Manitoba (Division No. 2)

Education Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Steinbach	2,303	31%	8.86%	1.26	\$72,665.36	\$40,320
Grande Prairie	2,852	21%	8.17%	0.78	\$78,644.25	\$52,096

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
41220: Secondary school teachers	223	41.14%	9.87%	1.17	\$89,004.26	\$51,968.00
41221: Elementary school and Kindergarten Teachers	644	35.86%	14.44%	1.7	\$80,814.57	\$64,768.00
41229: Kindergarten, Elementary, and Secondary School Teachers	354	22.49%	0.56%	0.99	\$83,920.03	\$0.00

Lethbridge, Alberta (Division No. 2)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Lethbridge	189,724	6.33%	6.75%	8.5%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Lethbridge	28.05%	7.72%	4.67%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Lethbridge	\$1,390	\$313,161	85
Grande Prairie	\$1,112	\$311,717	87

Lethbridge, Alberta (Division No. 2)

Cluster Name	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Education Cluster	4,319	2%	8.86%	0.93	\$78,212.22	\$54,400
Grande Prairie	2,852	21%	8.17%	0.78	\$78,644.25	\$52,096

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
41220: Secondary school teachers	293	15.35%	5.80%	0.6	\$93,868.12	\$63,488.00
41221: Elementary school and Kindergarten Teachers	1012	11.33%	5.93%	1.04	\$86,882.45	\$48,640.00
41229: Kindergarten, Elementary, and Secondary School Teachers	675	-19.35%	-13.04%	0.73	\$85,482.43	\$0.00

Kingston, Ontario (Frontenac)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Kingston	168,805	4.77%	3.89%	12.6%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Kingston	27.39%	12.33%	3.40%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Median Rent 2021	Average House Value 2024	Cost of Living Index
Kingston	\$1,318	\$659,395	88
Grande Prairie	\$1,112	\$311,717	87

EDUCATION

Kingston, Ontario (Frontenac)

Education Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Kingston	7,781	-2%	2.53%	1.54	\$91,572.22	\$68,480
Grande Prairie	2,852	21%	8.17%	0.78	\$78,644.25	\$52,096

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
41220: Secondary school teachers	403	-17.59%	-4.22%	0.78	\$97,224.68	\$75,008.00
41221: Elementary school and Kindergarten Teachers	1094	-6.66%	4.84%	1.07	\$87,864.00	\$48,880.00
41229: Kindergarten, Elementary, and Secondary School Teachers	842	-3.99%	-4.28%	0.87	\$89,320.60	\$0.00

Nanaimo, British Columbia

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Nanaimo	178,170	6.46%	4.65%	8.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Nanaimo	22.08%	10.25%	-1.17%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Nanaimo	\$1,306	\$668,000	94
Grande Prairie	\$1,112	\$311,717	87

Nanaimo, British Columbia

Education Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Nanaimo	3,719	19%	7.31%	0.87	\$80,030.15	\$60,160
Grande Prairie	2,852	21%	8.17%	0.78	\$78,644.25	\$52,096

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
41220: Secondary school teachers	360	18.81%	7.50%	0.81	\$90,922.55	\$41,472.00
41221: Elementary school and Kindergarten Teachers	700	27.97%	11.43%	0.79	\$77,885.75	\$60,000.00
41229: Kindergarten, Elementary, and Secondary School Teachers	704	25.71%	3.41%	0.85	\$75,788.71	\$0.00

Greater Sudbury, Ontario

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Greater Sudbury	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Greater Sudbury	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Greater Sudbury	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

Greater Sudbury, Ontario

Education Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Nanaimo	5,266	13%	4.75%	1.04	\$90,739.51	\$64,000
Grande Prairie	2,852	21%	8.17%	0.78	\$78,644.25	\$52,096

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
41220: Secondary school teachers	569	20.04%	4.22%	1.08	\$101,359.02	\$58,880.00
41221: Elementary school and Kindergarten Teachers	1015	13.03%	8.37%	0.97	\$91,783.42	\$41,600.00
41229: Kindergarten, Elementary, and Secondary School Teachers	1010	32.03%	2.87%	1.03	\$97,292.10	\$0.00

Health Professionals

HEALTH PROFESSIONALS

For the health professionals cluster,
Kingston, ON (Frontenac) will be the place
to pull talent

Census Division Name	Province	Average Overall Rank
Frontenac	Ontario	1
Division No. 2	Alberta	2
Greater Sudbury	Ontario	3
Thompson-Nicola	British Columbia	4
Peterborough	Ontario	5
Brant	Ontario	6
Nanaimo	British Columbia	7
Thunder Bay	Ontario	8
Lambton	Ontario	9
Oxford	Ontario	10
Bruce	Ontario	11
Nipissing	Ontario	12
Division No. 2	Manitoba	13
Haldimand-Norfolk	Ontario	14
Elgin	Ontario	15
Dufferin	Ontario	16
Division No. 1	Alberta	17
Algoma	Ontario	18
Grey	Ontario	19
Hastings	Ontario	20
Chatham-Kent	Ontario	21
Stormont, Dundas and Glengarry	Ontario	22

Grande Prairie, Alberta (Division No. 19)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Grande Prairie	\$1,112	\$311,717	87

Grande Prairie, Alberta (Division No. 19)

Health Professionals Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Grande Prairie	3,761	-8%	6.99%	0.73	\$70,819	\$80,256

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
31301: Registered nurses and registered psychiatric nurses	673	-21.38%	-21.38%	0.57	\$90,426.70	\$94,464.00
31302: Nurse practitioners	10	-	-100%	0.52	\$117,971.50	\$116,224.00
32101: Licensed practical nurses	306	-25.00%	-25%	1.11	\$60,663.88	\$66,304.00

Kingston, Ontario (Frontenac)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Kingston	168,805	4.77%	3.89%	12.6%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Kingston	27.39%	12.33%	3.40%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Median Rent 2021	Average House Value 2024	Cost of Living Index
Kingston	\$1,318	\$659,395	88
Grande Prairie	\$1,112	\$311,717	87

Kingston, Ontario (Frontenac)

Health Professionals Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Kingston	10,556	19%	11.63%	1.50	\$69,127.10	\$62,592
Grande Prairie	3,761	-8%	6.99%	0.73	\$70,819.00	\$80,256

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
31301: Registered nurses and registered psychiatric nurses	2,364	8.19%	11.34%	1.47	\$80,554.75	\$78,592.00
31302: Nurse practitioners	52	-5.45%	-1.92%	1.97	\$115,366.63	\$99,072.00
32101: Licensed practical nurses	610	23.23%	13.28%	1.63	\$61,296.28	\$43,680.00

Lethbridge, Alberta (Division No. 2)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Lethbridge	189,724	6.33%	6.75%	8.5%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Lethbridge	28.05%	7.72%	4.67%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Lethbridge	\$1,390	\$313,161	85
Grande Prairie	\$1,112	\$311,717	87

Lethbridge, Alberta (Division No. 2)

Health Professionals Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Lethbridge	7,916	20%	11.67%	1.19	\$68,224.20	\$67,968
Grande Prairie	3,761	-8%	6.99%	0.73	\$70,819.00	\$80,256

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
31301: Registered nurses and registered psychiatric nurses	1520	-9.31%	5.33%	1.00	\$97,912.72	\$94,464.00
31302: Nurse practitioners	16	33.33%	0.00%	0.63	\$128,118.66	\$100,608.00
32101: Licensed practical nurses	482	4.10%	11.00%	1.35	\$61,259.43	\$66,304.00

Greater Sudbury, Ontario

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Greater Sudbury	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Greater Sudbury	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Greater Sudbury	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

Greater Sudbury, Ontario

Health Professionals Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Greater Sudbury	8,667	15%	10.33%	1.21	\$68,550.03	\$60,800
Grande Prairie	3,761	-8%	6.99%	0.73	\$70,819.00	\$80,256

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
31301: Registered nurses and registered psychiatric nurses	2160	6.51%	11.62%	1.32	\$80,289.91	\$86,272.00
31302: Nurse practitioners	14	16.67%	0.00%	0.53	\$113,798.37	\$110,336.00
32101: Licensed practical nurses	654	23.16%	14.07%	1.71	\$62,105.57	\$56,971.00

Kamloops, British Columbia (Thompson-Nicola)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Kamloops	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Kamloops	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Kamloops	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

Kamloops, British Columbia (Thompson-Nicola)

Health Professionals Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Kamloops	7,339	48%	15.74%	1.23	\$70,868.78	\$72,960
Grande Prairie	3,761	-8%	6.99%	0.73	\$70,819.00	\$80,256

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
31301: Registered nurses and registered psychiatric nurses	1,963	45.62%	18.49%	1.44	\$88,463.25	\$77,568.00
31302: Nurse practitioners	39	178.57%	10.26%	1.75	\$116,846.11	\$172,314.00
32101: Licensed practical nurses	421	25.67%	14.25%	1.32	\$64,600.31	\$75,008.00

Peterborough, Ontario

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Peterborough	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Peterborough	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Peterborough	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

Peterborough, Ontario

Health Professionals Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
Peterborough	6,341	7%	7.33%	1.22	\$66,359.09	\$55,168
Grande Prairie	3,761	-8%	6.99%	0.73	\$70,819.00	\$80,256

Occupations	# of Jobs 2023	Growth of Jobs 2018 - 2023	Project Growth of Jobs 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary 2023
31301: Registered nurses and registered psychiatric nurses	1,111	-26.18%	-2.70%	0.93	\$79,093.39	\$65,280.00
31302: Nurse practitioners	75	150.00%	12.00%	3.84	\$112,464.22	\$35,360.00
32101: Licensed practical nurses	375	-8.98%	5.07%	1.35	\$60,476.11	\$48,464.00

Labourers

LABOURERS

When looking to attract labourers, Kingston, ON (frontenac) offers the best.

Census Division Name	Province	Average Overall Rank
Frontenac	Ontario	1
Brant	Ontario	2
Division No. 2	Alberta	3
Greater Sudbury	Ontario	4
Oxford	Ontario	5
Peterborough	Ontario	6
Hastings	Ontario	7
Bruce	Ontario	8
Haldimand-Norfolk	Ontario	9
Elgin	Ontario	10
Division No. 2	Manitoba	11
Perth	Ontario	12
Thompson-Nicola	British Columbia	13
Nanaimo	British Columbia	14
Lambton	Ontario	15
Chatham-Kent	Ontario	16
Dufferin	Ontario	17
Stormont, Dundas and Glengarry	Ontario	18
Division No. 19	Alberta	19
Nipissing	Ontario	20
Northumberland	Ontario	21
Thunder Bay	Ontario	22

Grande Prairie, Alberta (Division No. 19)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Grande Prairie	\$1,112	\$311,717	87

LABOURERS

Grande Prairie, Alberta (Division No. 19)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
22233: Construction inspectors	124	128	31.91%	1.58	\$98,728.24	\$90,480.00
22303: Construction estimators	65	66	-2.99%	0.88	\$92,789.70	\$64,768.00
70010: Construction managers	197	212	2.60%	0.92	\$104,281.63	\$111,616.00
70011: Home building and renovation managers	0	0	#DIV/0!	0.69	\$0.00	\$98,048.00
72014: Contractors and supervisors, other construction trades, installers, repairers and servicers	104	92	-24.64%	0.87	\$78,936.15	\$69,888.00
72104: Structural metal and platework fabricators and fitters	26	28	4.00%	1.3	\$70,362.80	\$85,248.00
72105: Ironworkers	113	114	-0.88%	1.66	\$78,479.22	\$77,824.00

Grande Prairie, Alberta (Division No. 19)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72106: Welders and related machine operators	689	7.99%	2.18%	2.22	\$78,368.34	\$83,200.00
72310: Carpenters	273	-35.76%	-13.19%	0.66	\$55,637.84	\$60,032.00
72311: Cabinetmakers	0	-100.00%	#DIV/0!	0.44	\$48,239.70	\$57,088.00
72320: Bricklayers	47	14.63%	0.00%	1.07	\$78,206.82	\$51,968.00
72321: Insulators	85	1.19%	9.41%	2.85	\$75,037.13	\$64,256.00
72400: Construction millwrights and industrial mechanics	700	29.15%	12.86%	2.05	\$82,428.82	\$78,080.00
72406: Elevator constructors and mechanics	25	108.33%	24.00%	1.09	\$116,695.31	\$90,112.00
73100: Concrete finishers	42	147.06%	28.57%	1.01	\$62,812.11	\$54,016.00
73101: Tilesetters	17	0.00%	11.76%	0.9	\$52,343.29	\$72,800.00
73102: Plasterers, drywall installers and finishers and lathers	36	-23.40%	-13.89%	0.54	\$63,069.17	\$56,160.00

Grande Prairie, Alberta (Division No. 19)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73110: Roofers and shinglers	14	-56.25%	-28.57%	0.22	\$67,420.26	\$69,888.00
73111: Glaziers	18	38.46%	11.11%	0.79	\$69,587.11	\$49,920.00
73113: Floor covering installers	14	-78.46%	-100.00%	0.59	\$60,168.89	\$59,904.00
73402: Drillers and blasters - surface mining, quarrying and construction	12	#DIV/0!	8.33%	0.97	\$79,150.09	\$89,856.00
75110: Construction trades helpers and labourers	658	-3.80%	-2.28%	1.48	\$48,162.44	\$51,968.00

Grande Prairie, Alberta (Division No. 19)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Heavy-duty mechanics	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72401: Heavy-duty equipment mechanics	1841	39.58%	14.88%	8.02	\$83,606.56	\$93,440.00
73400: Heavy equipment operators	1003	1.11%	8.47%	3.63	\$69,635.69	\$72,448.00

Grande Prairie, Alberta (Division No. 19)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Oil	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72420: Oil and solid fuel heating mechanics	22	22.22%	13.64%	1.51	\$65,873.85	\$0.00
82021: Contractors and supervisors, oil and gas drilling and services	1200	0.50%	6.25%	20.17	\$105,097.82	\$119,808.00
83101: Oil and gas well drillers, servicers, testers and related workers	1568	3.84%	9.25%	22.38	\$70,197.55	\$64,128.00
84101: Oil and gas well drilling and related workers and services operators	414	-36.60%	-9.66%	16.39	\$64,843.06	\$81,120.00
85111: Oil and gas drilling, servicing and related labourers	517	-7.68%	2.13%	20.83	\$55,320.17	\$68,864.00
92011: Supervisors, petroleum, gas and chemical processing and utilities	219	2.34%	6.85%	3.21	\$116,157.22	\$62,400.00

Kingston, Ontario (Frontenac)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Kingston	168,805	4.77%	3.89%	12.6%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Kingston	27.39%	12.33%	3.40%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Median Rent 2021	Average House Value 2024	Cost of Living Index
Kingston	\$1,318	\$659,395	88
Grande Prairie	\$1,112	\$311,717	87

LABOURERS

Kingston, Ontario (Frontenac)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Kingston	14,108	13%	7.03%	0.92	\$56,139.72	\$50,048
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
22233: Construction inspectors	95	11.76%	-2.11%	0.89	\$72,708.35	\$83,456.00
22303: Construction estimators	92	10.84%	4.35%	0.91	\$61,309.43	\$57,344.00
70010: Construction managers	163	6.54%	4.91%	0.56	\$86,390.70	\$72,960.00
70011: Home building and renovation managers	0	#DIV/0!	#DIV/0!	0.46	\$0.00	\$110,592.00
72014: Contractors and supervisors, other construction trades, installers, repairers and servicers	160	22.14%	7.50%	0.99	\$74,822.64	\$69,888.00
72104: Structural metal and platework fabricators and fitters	16	23.08%	6.25%	0.58	\$47,919.50	\$43,999.00
72105: Ironworkers	68	134.48%	22.06%	0.74	\$75,682.74	\$78,000.00

LABOURERS

Kingston, Ontario (Frontenac)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Kingston	14,108	13%	7.03%	0.92	\$56,139.72	\$50,048
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72106: Welders and related machine operators	179	9.82%	0.00%	0.42	\$48,469.35	\$50,944.00
72310: Carpenters	625	-1.57%	1.28%	1.11	\$53,073.06	\$57,088.00
72311: Cabinetmakers	12	-60.00%	-100.00%	0.45	\$45,549.77	\$51,968.00
72320: Bricklayers	127	-3.79%	-0.79%	2.11	\$65,058.76	\$63,232.00
72321: Insulators	64	-1.54%	7.81%	1.59	\$62,085.60	\$0.00
72400: Construction millwrights and industrial mechanics	543	58.31%	14.73%	1.17	\$63,366.57	\$60,416.00
72406: Elevator constructors and mechanics	34	3.03%	11.76%	1.09	\$96,478.04	\$0.00
73100: Concrete finishers	86	43.33%	17.44%	1.51	\$57,893.30	\$54,016.00
73101: Tilesetters	16	-40.74%	-6.25%	0.62	\$45,673.25	\$46,800.00
73102: Plasterers, drywall installers and finishers and lathers	155	11.51%	8.39%	1.69	\$51,942.08	\$47,840.00

LABOURERS

Kingston, Ontario (Frontenac)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Kingston	14,108	13%	7.03%	0.92	\$56,139.72	\$50,048
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73110: Roofers and shinglers	109	19.78%	13.76%	1.21	\$50,581.97	\$48,640.00
73111: Glaziers	33	-5.71%	0.00%	1.05	\$53,948.69	\$49,920.00
73113: Floor covering installers	0	-100.00%	#DIV/0!	0.17	\$0.00	\$45,568.00
73402: Drillers and blasters - surface mining, quarrying and construction	18	5.88%	0.00%	1.07	\$60,848.41	\$87,808.00
75110: Construction trades helpers and labourers	886	2.31%	2.71%	1.47	\$42,264.88	\$41,472.00

LABOURERS

Kingston, Ontario (Frontenac)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Kingston	14,108	13%	7.03%	0.92	\$56,139.72	\$50,048
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Heavy-duty mechanics	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72401: Heavy-duty equipment mechanics	181	-3.21%	2.76%	0.58	\$61,057.74	\$51,968.00
73400: Heavy equipment operators	501	31.84%	13.97%	1.34	\$54,706.04	\$52,992.00

LABOURERS

Kingston, Ontario (Frontenac)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Kingston	14,108	13%	7.03%	0.92	\$56,139.72	\$50,048
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Oil	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72420: Oil and solid fuel heating mechanics	34	3.03%	8.82%	1.68	\$50,381.68	\$0.00
82021: Contractors and supervisors, oil and gas drilling and services	0	#DIV/0!	#DIV/0!	0.08	\$0.00	\$0.00
83101: Oil and gas well drillers, servicers, testers and related workers	0	#DIV/0!	#DIV/0!	0.06	\$0.00	\$55,040.00
84101: Oil and gas well drilling and related workers and services operators	0	-100.00%	#DIV/0!	0.16	\$0.00	\$0.00
85111: Oil and gas drilling, servicing and related labourers	14	-41.67%	-21.43%	0.42	\$58,265.59	\$0.00
92011: Supervisors, petroleum, gas and chemical processing and utilities	112	28.74%	6.25%	1.22	\$81,820.52	\$91,000.00

Brantford, Ontario (Brant)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Brantford	161,2889	8.90%	5.33%	11.4%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Brantford	26.56%	14.04%	2.41%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Brantford	\$1,189	\$665,900	91
Grande Prairie	\$1,112	\$311,717	87

Brantford, Ontario (Brant)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Brantford	18,157	1%	4.73%	1.48	\$55,427.53	\$47,744
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
22233: Construction inspectors	92	27.78%	-1.09%	1.08	\$82,605.28	\$89,315.00
22303: Construction estimators	85	-9.57%	-1.18%	1.05	\$73,476.51	\$62,208.00
70010: Construction managers	199	6.42%	5.53%	0.85	\$99,933.59	\$67,328.00
70011: Home building and renovation managers	0	-100.00%	#DIV/0!	0.95	\$0.00	\$54,080.00
72014: Contractors and supervisors, other construction trades, installers, repairers and servicers	229	-5.37%	2.18%	1.77	\$62,991.59	\$67,840.00
72104: Structural metal and platework fabricators and fitters	23	-17.86%	4.35%	1.08	\$50,396.56	\$44,720.00
72105: Ironworkers	101	50.75%	10.89%	1.36	\$79,594.94	\$0.00

Brantford, Ontario (Brant)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Brantford	18,157	1%	4.73%	1.48	\$55,427.53	\$47,744
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72106: Welders and related machine operators	738	-3.40%	0.14%	2.18	\$50,914.87	\$46,592.00
72310: Carpenters	412	-0.72%	4.13%	0.92	\$64,183.48	\$57,088.00
72311: Cabinetmakers	48	-36.84%	2.08%	2.2	\$55,085.24	\$49,920.00
72320: Bricklayers	52	-52.73%	-30.77%	1.08	\$78,568.61	\$57,088.00
72321: Insulators	26	-42.22%	-3.85%	0.8	\$74,978.06	\$0.00
72400: Construction millwrights and industrial mechanics	752	-11.84%	0.66%	2.03	\$67,378.18	\$79,616.00
72406: Elevator constructors and mechanics	22	-4.35%	4.55%	0.86	\$97,334.27	\$77,568.00
73100: Concrete finishers	148	300.00%	31.08%	3.24	\$67,290.84	\$60,160.00
73101: Tilesetters	17	-10.53%	5.88%	0.83	\$53,087.17	\$41,600.00
73102: Plasterers, drywall installers and finishers and lathers	47	-17.54%	4.26%	0.64	\$60,373.59	\$70,400.00

LABOURERS

Brantford, Ontario (Brant)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Brantford	18,157	1%	4.73%	1.48	\$55,427.53	\$47,744
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73110: Roofers and shinglers	52	-28.77%	1.92%	0.73	\$56,843.54	\$51,968.00
73111: Glaziers	25	-19.35%	-4.00%	0.99	\$60,627.02	\$47,616.00
73113: Floor covering installers	36	-14.29%	13.89%	1.43	\$41,645.48	\$45,568.00
73402: Drillers and blasters - surface mining, quarrying and construction	24	41.18%	4.17%	1.7	\$67,914.43	\$57,200.00
75110: Construction trades helpers and labourers	691	-16.04%	-2.17%	1.43	\$49,453.30	\$42,368.00

Brantford, Ontario (Brant)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Brantford	18,157	1%	4.73%	1.48	\$55,427.53	\$47,744
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Heavy-duty mechanics	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72401: Heavy-duty equipment mechanics	123	-25.90%	-3.25%	0.49	\$61,599.61	\$65,280.00
73400: Heavy equipment operators	310	-4.32%	4.84%	1.03	\$60,202.53	\$55,040.00

Brantford, Ontario (Brant)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Brantford	18,157	1%	4.73%	1.48	\$55,427.53	\$47,744
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Oil	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72420: Oil and solid fuel heating mechanics	24	14.29%	12.50%	1.49	\$50,051.96	\$0.00
82021: Contractors and supervisors, oil and gas drilling and services	0	#DIV/0!	#DIV/0!	0.02	\$0.00	\$0.00
83101: Oil and gas well drillers, servicers, testers and related workers	0	#DIV/0!	#DIV/0!	0.06	\$0.00	\$54,272.00
84101: Oil and gas well drilling and related workers and services operators	0	#DIV/0!	#DIV/0!	0.14	\$0.00	\$0.00
85111: Oil and gas drilling, servicing and related labourers	0	#DIV/0!	#DIV/0!	0.19	\$0.00	\$0.00
92011: Supervisors, petroleum, gas and chemical processing and utilities	126	-11.89%	0.00%	1.7	\$87,687.30	\$86,016.00

Lethbridge, Alberta (Division No. 2)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Lethbridge	189,724	6.33%	6.75%	8.5%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Lethbridge	28.05%	7.72%	4.67%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Lethbridge	\$1,390	\$313,161	85
Grande Prairie	\$1,112	\$311,717	87

LABOURERS

Lethbridge, Alberta (Division No. 2)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Lethbridge	23,117	3%	2.47%	1.59	\$56,435.62	\$51,584
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
22233: Construction inspectors	127	-9.93%	-6.30%	1.25	\$70,965.90	\$0.00
22303: Construction estimators	62	-17.33%	-3.23%	0.64	\$67,546.90	\$72,448.00
70010: Construction managers	160	-6.43%	-3.13%	0.57	\$89,535.65	\$102,656.00
70011: Home building and renovation managers	0	#DIV/0!	#DIV/0!	0.1	\$0.00	\$56,064.00
72014: Contractors and supervisors, other construction trades, installers, repairers and servicers	175	6.06%	2.86%	1.14	\$68,876.20	\$50,944.00
72104: Structural metal and platework fabricators and fitters	22	-15.38%	4.55%	0.87	\$59,807.70	\$0.00
72105: Ironworkers	103	-20.77%	-4.85%	1.17	\$66,706.58	\$66,816.00

Lethbridge, Alberta (Division No. 2)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Lethbridge	23,117	3%	2.47%	1.59	\$56,435.62	\$51,584
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72106: Welders and related machine operators	770	-1.41%	-0.39%	1.92	\$66,612.33	\$66,816.00
72310: Carpenters	399	-12.50%	-4.01%	0.75	\$52,092.58	\$57,088.00
72311: Cabinetmakers	16	-33.33%	-6.25%	0.64	\$45,165.85	\$46,592.00
72320: Bricklayers	33	-13.16%	-3.03%	0.58	\$73,223.45	\$0.00
72321: Insulators	58	0.00%	3.45%	1.51	\$70,255.74	\$55,120.00
72400: Construction millwrights and industrial mechanics	594	2.41%	5.05%	1.35	\$65,871.62	\$84,224.00
72406: Elevator constructors and mechanics	25	38.89%	12.00%	0.83	\$96,108.82	\$73,840.00
73100: Concrete finishers	119	46.91%	15.97%	2.19	\$54,180.38	\$54,016.00
73101: Tilesetters	35	-7.89%	11.43%	1.47	\$45,150.20	\$57,200.00
73102: Plasterers, drywall installers and finishers and lathers	127	16.51%	7.87%	1.46	\$54,402.11	\$0.00

LABOURERS

Lethbridge, Alberta (Division No. 2)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Lethbridge	23,117	3%	2.47%	1.59	\$56,435.62	\$51,584
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73110: Roofers and shinglers	110	-13.39%	6.36%	1.29	\$58,155.28	\$45,568.00
73111: Glaziers	44	57.14%	13.64%	1.49	\$60,024.35	\$44,544.00
73113: Floor covering installers	63	-25.88%	14.29%	2.14	\$51,900.40	\$39,936.00
73402: Drillers and blasters - surface mining, quarrying and construction	27	145.45%	22.22%	1.64	\$71,175.47	\$82,944.00
75110: Construction trades helpers and labourers	778	-21.26%	-5.27%	1.35	\$40,259.97	\$43,648.00

LABOURERS

Lethbridge, Alberta (Division No. 2)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Lethbridge	23,117	3%	2.47%	1.59	\$56,435.62	\$51,584
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Heavy-duty mechanics	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72401: Heavy-duty equipment mechanics	980	9.87%	6.02%	3.31	\$70,429.46	\$83,712.00
73400: Heavy equipment operators	696	17.17%	11.49%	1.96	\$62,938.70	\$57,088.00

Lethbridge, Alberta (Division No. 2)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Lethbridge	23,117	3%	2.47%	1.59	\$56,435.62	\$51,584
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Oil	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72420: Oil and solid fuel heating mechanics	24	14.29%	8.33%	1.25	\$53,485.74	\$0.00
82021: Contractors and supervisors, oil and gas drilling and services	566	-2.75%	1.77%	7.37	\$80,909.18	\$85,248.00
83101: Oil and gas well drillers, servicers, testers and related workers	427	-15.28%	0.70%	4.72	\$67,424.32	\$55,040.00
84101: Oil and gas well drilling and related workers and services operators	526	-8.20%	4.37%	16.16	\$52,253.85	\$0.00
85111: Oil and gas drilling, servicing and related labourers	332	-10.51%	0.00%	10.37	\$55,111.71	\$68,640.00
92011: Supervisors, petroleum, gas and chemical processing and utilities	171	-2.84%	1.75%	1.95	\$89,134.95	\$0.00

Greater Sudbury, Ontario

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Greater Sudbury	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Greater Sudbury	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Greater Sudbury	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

Greater Sudbury, Ontario

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Greater Sudbury	20,426	12%	6.33%	1.31	\$65,168.07	\$54,144
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
22233: Construction inspectors	114	7.55%	-0.88%	1.04	\$72,814.00	\$67,840.00
22303: Construction estimators	89	39.06%	6.74%	0.86	\$67,714.89	\$60,416.00
70010: Construction managers	365	105.06%	18.63%	1.22	\$87,606.12	\$93,440.00
70011: Home building and renovation managers	20	#DIV/0!	25.00%	1.88	\$84,397.49	\$60,160.00
72014: Contractors and supervisors, other construction trades, installers, repairers and servicers	101	-30.34%	-16.83%	0.61	\$80,005.36	\$46,592.00
72104: Structural metal and platework fabricators and fitters	16	-15.79%	0.00%	0.59	\$54,495.29	\$56,064.00
72105: Ironworkers	57	1.79%	3.51%	0.6	\$86,068.36	\$70,912.00

Greater Sudbury, Ontario

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Greater Sudbury	20,426	12%	6.33%	1.31	\$65,168.07	\$54,144
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72106: Welders and related machine operators	767	0.66%	0.13%	1.78	\$58,406.91	\$65,280.00
72310: Carpenters	582	16.63%	7.39%	1.01	\$58,396.61	\$59,136.00
72311: Cabinetmakers	0	-100.00%	#DIV/0!	0.05	\$0.00	\$43,520.00
72320: Bricklayers	83	-5.68%	-2.41%	1.35	\$68,677.05	\$58,112.00
72321: Insulators	56	-3.45%	12.50%	1.37	\$65,538.54	\$0.00
72400: Construction millwrights and industrial mechanics	1160	22.88%	6.81%	2.46	\$78,108.25	\$59,136.00
72406: Elevator constructors and mechanics	50	2.04%	8.00%	1.56	\$110,452.83	\$0.00
73100: Concrete finishers	48	71.43%	20.83%	0.83	\$63,438.08	\$51,968.00
73101: Tilesetters	12	-14.29%	0.00%	0.45	\$50,047.64	\$40,448.00
73102: Plasterers, drywall installers and finishers and lathers	15	#DIV/0!	33.33%	0.16	\$56,916.88	\$62,208.00

LABOURERS

Greater Sudbury, Ontario

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Greater Sudbury	20,426	12%	6.33%	1.31	\$65,168.07	\$54,144
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73110: Roofers and shinglers	85	6.25%	10.59%	0.93	\$55,426.50	\$52,992.00
73111: Glaziers	25	8.70%	4.00%	0.79	\$59,115.67	\$62,208.00
73113: Floor covering installers	54	-3.57%	20.37%	1.69	\$40,607.31	\$52,000.00
73402: Drillers and blasters - surface mining, quarrying and construction	27	92.86%	14.81%	1.54	\$59,381.02	\$57,088.00
75110: Construction trades helpers and labourers	904	-1.95%	-0.88%	1.47	\$43,446.70	\$42,496.00

Greater Sudbury, Ontario

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Greater Sudbury	20,426	12%	6.33%	1.31	\$65,168.07	\$54,144
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Heavy-duty mechanics	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72401: Heavy-duty equipment mechanics	987	25.10%	7.70%	3.11	\$71,914.38	\$73,472.00
73400: Heavy equipment operators	849	10.26%	8.13%	2.22	\$52,165.12	\$53,248.00

Greater Sudbury, Ontario

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Greater Sudbury	20,426	12%	6.33%	1.31	\$65,168.07	\$54,144
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Oil	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72420: Oil and solid fuel heating mechanics	22	-26.67%	0.00%	1.07	\$55,574.82	\$0.00
82021: Contractors and supervisors, oil and gas drilling and services	110	307.41%	29.09%	1.34	\$98,237.20	\$0.00
83101: Oil and gas well drillers, servicers, testers and related workers	72	30.91%	11.11%	0.74	\$79,486.61	\$61,141.00
84101: Oil and gas well drilling and related workers and services operators	32	-5.88%	6.25%	0.9	\$69,728.37	\$0.00
85111: Oil and gas drilling, servicing and related labourers	18	-37.93%	-16.67%	0.54	\$61,637.25	\$0.00
92011: Supervisors, petroleum, gas and chemical processing and utilities	135	73.08%	19.26%	1.43	\$102,357.22	\$187,136.00

Woodstock, Ontario (Oxford)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Woodstock	129,500	9.40%	3.69%	10.4%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Woodstock	25.58%	13.33%	-1.87%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Woodstock	\$1,261	\$624,100	90
Grande Prairie	\$1,112	\$311,717	87

LABOURERS

Woodstock, Ontario (Oxford)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Woodstock	19,731	-1%	5.29%	1.94	\$53,967.93	\$49,280
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
22233: Construction inspectors	36	-12.20%	-5.56%	0.51	\$67,869.58	\$0.00
22303: Construction estimators	69	-17.86%	-1.45%	1.03	\$65,288.90	\$52,000.00
70010: Construction managers	135	22.73%	11.11%	0.7	\$86,028.22	\$67,840.00
70011: Home building and renovation managers	0	#DIV/0!	#DIV/0!	0.06	\$0.00	\$129,792.00
72014: Contractors and supervisors, other construction trades, installers, repairers and servicers	135	-6.90%	-1.48%	1.26	\$71,433.26	\$46,925.00
72104: Structural metal and platework fabricators and fitters	24	-31.43%	-8.33%	1.33	\$50,147.07	\$52,000.00
72105: Ironworkers	75	19.05%	2.67%	1.22	\$79,200.90	\$0.00

Woodstock, Ontario (Oxford)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Woodstock	19,731	-1%	5.29%	1.94	\$53,967.93	\$49,280
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72106: Welders and related machine operators	792	-9.17%	1.26%	2.83	\$52,715.28	\$51,968.00
72310: Carpenters	349	15.56%	8.31%	0.94	\$58,518.44	\$67,840.00
72311: Cabinetmakers	0	-100.00%	#DIV/0!	0.17	\$0.00	\$67,600.00
72320: Bricklayers	56	-9.68%	-3.57%	1.42	\$69,898.81	\$0.00
72321: Insulators	26	-10.34%	3.85%	0.96	\$66,704.46	\$0.00
72400: Construction millwrights and industrial mechanics	851	2.78%	5.88%	2.78	\$67,378.18	\$85,248.00
72406: Elevator constructors and mechanics	24	14.29%	8.33%	1.17	\$101,554.23	\$0.00
73100: Concrete finishers	49	-19.67%	4.08%	1.29	\$60,919.93	\$75,008.00
73101: Tilesetters	0	-100.00%	#DIV/0!	0.45	\$0.00	\$0.00
73102: Plasterers, drywall installers and finishers and lathers	63	-41.12%	-7.94%	1.05	\$54,657.58	\$0.00

LABOURERS

Woodstock, Ontario (Oxford)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Woodstock	19,731	-1%	5.29%	1.94	\$53,967.93	\$49,280
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Construction	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73110: Roofers and shinglers	88	-22.81%	5.68%	1.48	\$53,226.36	\$0.00
73111: Glaziers	26	-23.53%	0.00%	1.28	\$56,769.09	\$0.00
73113: Floor covering installers	17	-29.17%	11.76%	0.84	\$38,995.41	\$70,720.00
73402: Drillers and blasters - surface mining, quarrying and construction	12	#DIV/0!	8.33%	1.02	\$64,029.53	\$44,720.00
75110: Construction trades helpers and labourers	605	-19.65%	-2.98%	1.51	\$46,367.17	\$41,984.00

LABOURERS

Woodstock, Ontario (Oxford)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Woodstock	19,731	-1%	5.29%	1.94	\$53,967.93	\$49,280
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Heavy-duty mechanics	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72401: Heavy-duty equipment mechanics	220	0.00%	2.73%	1.07	\$64,270.29	\$67,840.00
73400: Heavy equipment operators	272	11.02%	7.35%	1.1	\$57,566.03	\$54,016.00

LABOURERS

Woodstock, Ontario (Oxford)

Labourers Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Woodstock	19,731	-1%	5.29%	1.94	\$53,967.93	\$49,280
Grande Prairie	20,393	1%	5.23%	1.8	\$75,535.67	\$64,896

Oil	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
72420: Oil and solid fuel heating mechanics	20	-20.00%	5.00%	1.53	\$51,271.93	\$83,200.00
82021: Contractors and supervisors, oil and gas drilling and services	0	#DIV/0!	#DIV/0!	0.06	\$0.00	\$0.00
83101: Oil and gas well drillers, servicers, testers and related workers	0	#DIV/0!	#DIV/0!	0.04	\$0.00	\$58,112.00
84101: Oil and gas well drilling and related workers and services operators	0	#DIV/0!	#DIV/0!	0.18	\$0.00	\$0.00
85111: Oil and gas drilling, servicing and related labourers	0	#DIV/0!	#DIV/0!	0.14	\$0.00	\$0.00
92011: Supervisors, petroleum, gas and chemical processing and utilities	68	6.25%	7.35%	1.12	\$86,946.13	\$0.00

Law Enforcement

LAW ENFORCEMENT

When looking to attract law enforcement, Lethbridge, ON (Division No. 2) offers the best.

Census Division Name	Province	Average Overall Rank
Division No. 2	Alberta	1
Frontenac	Ontario	2
Greater Sudbury	Ontario	3
Division No. 2	Manitoba	4
Division No. 15	Saskatchewan	5
Thompson-Nicola	British Columbia	6
Nanaimo	British Columbia	7
Oxford	Ontario	8
Division No. 19	Alberta	9
Haldimand-Norfolk	Ontario	10
Lambton	Ontario	11
Brant	Ontario	12
Hastings	Ontario	13
Peterborough	Ontario	14
Grey	Ontario	15
Division No. 7	Manitoba	16
Division No. 12	Alberta	17
Fraser-Fort George	British Columbia	18
Division No. 1	Alberta	19
Elgin	Ontario	20
Nipissing	Ontario	21
Okanagan-Similkameen	British Columbia	22

Grande Prairie, Alberta (Division No. 19)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Grande Prairie	\$1,112	\$311,717	87

Grande Prairie, Alberta (Division No. 19)

Law Enforcement Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Grande Prairie	571	34%	13.31%	1.07	\$88,368.55	\$62,976

Police Officers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
42100: Police officers (except commissioned)	361	44.98%	12.47%	1.26	\$93,836.87	\$92,160.00
43200: Sheriffs and bailiffs	12	-33.33%	0.00%	1.24	\$63,698.01	\$0.00
43201: Correctional service officers	49	-25.76%	-2.04%	0.52	\$65,298.77	\$61,765.00

Lethbridge, Alberta (Division No. 2)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Lethbridge	189,724	6.33%	6.75%	8.5%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Lethbridge	28.05%	7.72%	4.67%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Lethbridge	\$1,390	\$313,161	85
Grande Prairie	\$1,112	\$311,717	87

Lethbridge, Alberta (Division No. 2)

Law Enforcement Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Lethbridge	709	26%	11.71%	1.97	\$104,417.96	\$38,016
Grande Prairie	571	34%	13.31%	1.07	\$88,368.55	\$62,976

Police Officers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
42100: Police officers (except commissioned)	387	31.19%	12.14%	1.05	\$92,719.76	\$73,472.00
43200: Sheriffs and bailiffs	23	27.78%	17.39%	1.85	\$64,889.60	\$0.00
43201: Correctional service officers	103	-4.63%	0.00%	0.84	\$66,520.30	\$0.00

Kingston, Ontario (Frontenac)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Kingston	168,805	4.77%	3.89%	12.6%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Kingston	27.39%	12.33%	3.40%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Median Rent 2021	Average House Value 2024	Cost of Living Index
Kingston	\$1,318	\$659,395	88
Grande Prairie	\$1,112	\$311,717	87

Kingston, Ontario (Frontenac)

Law Enforcement Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Kingston	1,361	-23%	-3.45%	1.88	\$89,473.81	\$62,464
Grande Prairie	571	34%	13.31%	1.07	\$88,368.55	\$62,976

Police Officers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
42100: Police officers (except commissioned)	420	-8.89%	0.00%	1.08	\$102,467.27	\$62,400.00
43200: Sheriffs and bailiffs	0	#DIV/0!	#DIV/0!	0.49	\$0.00	\$50,000.00
43201: Correctional service officers	470	-50.11%	-21.28%	3.63	\$79,030.05	\$40,414.00

Greater Sudbury, Ontario

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Greater Sudbury	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Greater Sudbury	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Greater Sudbury	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

Greater Sudbury, Ontario

Law Enforcement Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Greater Sudbury	1,221	8%	7.86%	1.65	\$90,789.24	\$70,016
Grande Prairie	571	34%	13.31%	1.07	\$88,368.55	\$62,976

Police Officers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
42100: Police officers (except commissioned)	619	7.84%	7.59%	1.56	\$95,373.74	\$69,888.00
43200: Sheriffs and bailiffs	0	#DIV/0!	#DIV/0!	0.63	\$0.00	\$0.00
43201: Correctional service officers	208	0.48%	8.17%	1.58	\$76,869.28	\$0.00

Steinbach, Manitoba (Division No. 2)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Steinbach	90,370	11.50%	10.13%	6.2%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Steinbach	26.93%	10.51%	5.92%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Steinbach	\$1,065	\$663,503	75
Grande Prairie	\$1,112	\$311,717	87

Steinbach, Manitoba (Division No. 2)

Law Enforcement Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Steinbach	526	138%	24.52%	1.97	\$104,417.96	\$38,016
Grande Prairie	571	34%	13.31%	1.07	\$88,368.55	\$62,976

Police Officers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
42100: Police officers (except commissioned)	350	151.80%	25.43%	2.44	\$120,003.20	\$38,074.00
43200: Sheriffs and bailiffs	0	#DIV/0!	#DIV/0!	1.86	\$0.00	\$0.00
43201: Correctional service officers	90	164.71%	25.56%	1.88	\$70,623.97	\$0.00

Prince Albert, Saskatchewan (Division No. 15)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Prince Albert	91,100	1.91%	4.67%	8.7%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Prince Albert	24.16%	0.29%	5.07%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Prince Albert	\$1,010	\$245,600	85
Grande Prairie	\$1,112	\$311,717	87

Prince Albert, Saskatchewan (Division No. 15)

Law Enforcement Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Prince Albert	1,137	37%	11.52%	3.96	\$88,658.65	\$57,088
Grande Prairie	571	34%	13.31%	1.07	\$88,368.55	\$62,976

Police Officers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
42100: Police officers (except commissioned)	389	84.36%	16.97%	2.52	\$104,387.76	\$72,477.00
43200: Sheriffs and bailiffs	15	#DIV/0!	20.00%	2.98	\$73,933.86	\$0.00
43201: Correctional service officers	567	18.62%	8.47%	11.05	\$76,369.80	\$57,088.00

Transportation (Ground)

Frontenac.. again

Census Division Name	Province	Average Overall Rank
Frontenac	Ontario	1
Peterborough	Ontario	2
Division No. 2	Alberta	3
Hastings	Ontario	4
Greater Sudbury	Ontario	5
Oxford	Ontario	6
Division No. 2	Manitoba	7
Bruce	Ontario	8
Brant	Ontario	9
Division No. 19	Alberta	10
Kawartha Lakes	Ontario	11
Grey	Ontario	12
Lambton	Ontario	13
Nanaimo	British Columbia	14
Nipissing	Ontario	15
Haldimand-Norfolk	Ontario	16
Northumberland	Ontario	17
Thompson-Nicola	British Columbia	18
Thunder Bay	Ontario	19
Elgin	Ontario	20
Perth	Ontario	21
Prescott and Russell	Ontario	22

TRANSPORTATION (GROUND)

Grande Prairie, Alberta (Division No. 19)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Grande Prairie	\$1,112	\$311,717	87

TRANSPORTATION (GROUND)

Grande Prairie, Alberta (Division No. 19)

Transportation (Ground) Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Grande Prairie	6,974	2%	10.54%	4.62	\$125,302	\$75,008

Drivers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73300: Transport truck drivers	2934	0.00%	10.53%	3.2	\$63,052.91	\$75,008.00
73301: Bus drivers, subway operators and other transit operators	338	34.66%	18.05%	0.98	\$50,340.59	\$60,160.00

Kingston, Ontario (Frontenac)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Kingston	168,805	4.77%	3.89%	12.6%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Kingston	27.39%	12.33%	3.40%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Median Rent 2021	Average House Value 2024	Cost of Living Index
Kingston	\$1,318	\$659,395	88
Grande Prairie	\$1,112	\$311,717	87

TRANSPORTATION (GROUND)

Kingston, Ontario (Frontenac)

Transportation (Ground) Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Kingston	3,554	36%	17.44%	1.74	\$92,802.68	\$52,096
Grande Prairie	6,974	2%	10.54%	4.62	\$125,302	\$75,008

Drivers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73300: Transport truck drivers	1073	18.43%	14.07%	0.86	\$49,209.38	\$51,072.00
73301: Bus drivers, subway operators and other transit operators	544	106.06%	27.21%	1.16	\$36,729.40	\$49,664.00

Peterborough, Ontario (Peterborough)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Peterborough	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Peterborough	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Peterborough	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

TRANSPORTATION (GROUND)

Peterborough, Ontario (Peterborough)

Transportation (Ground) Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Peterborough	4,002	1%	11.04%	2.64	\$89,681.42	\$50,048
Grande Prairie	6,974	2%	10.54%	4.62	\$125,302	\$75,008

Drivers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73300: Transport truck drivers	1148	-4.81%	8.80%	1.24	\$45,249.96	\$50,304.00
73301: Bus drivers, subway operators and other transit operators	666	3.74%	15.32%	1.92	\$38,985.55	\$39,296.00

Lethbridge, Alberta (Division No. 2)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Lethbridge	189,724	6.33%	6.75%	8.5%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Lethbridge	28.05%	7.72%	4.67%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Lethbridge	\$1,390	\$313,161	85
Grande Prairie	\$1,112	\$311,717	87

TRANSPORTATION (GROUND)

Lethbridge, Alberta (Division No. 2)

Transportation (Ground) Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Lethbridge	5,224	-1%	9.49%	2.68	\$113,129.60	\$57,216
Grande Prairie	6,974	2%	10.54%	4.62	\$125,302	\$75,008

Drivers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73300: Transport truck drivers	2006	-5.38%	8.33%	1.7	\$58,749.71	\$59,264.00
73301: Bus drivers, subway operators and other transit operators	425	31.99%	17.18%	0.96	\$47,339.25	\$28,544.00

Belleville, Ontario (Hastings)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Belleville	151,207	5.28%	1.68%	11.5%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Belleville	22.75%	5.56%	-2.52%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Belleville	\$1,122	\$592,934	89
Grande Prairie	\$1,112	\$311,717	87

TRANSPORTATION (GROUND)

Belleville, Ontario (Hastings)

Transportation (Ground) Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Belleville	3,696	-2%	8.45%	2.52	\$94,597.72	\$55,168
Grande Prairie	6,974	2%	10.54%	4.62	\$125,302	\$75,008

Drivers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73300: Transport truck drivers	1247	-4.52%	9.14%	1.4	\$49,209.38	\$55,168.00
73301: Bus drivers, subway operators and other transit operators	424	7.07%	8.96%	1.26	\$36,729.40	\$54,784.00

Greater Sudbury, Ontario (Greater Sudbury)

TOTAL POPULATION

	Current Population 2023	% Change 2018 - 2023	% Change 2023 - 2028	Unemployment Rate 2021
Greater Sudbury	172,019	2.26%	1.12%	10.40%
Grande Prairie	129,514	2.60%	6.98%	10.9%

PRIME AGE POPULATION

	Share of Population 2023	% Growth 2018 - 2023	% Projected Growth 2023 - 2028
Greater Sudbury	26.17%	6.74%	-0.89%
Grande Prairie	31.12%	-2.42%	1.35%

COST OF LIVING

	Rent 2021	Average House Value 2024	Cost of Living Index
Greater Sudbury	\$1,037	\$428,400	89
Grande Prairie	\$1,112	\$311,717	87

TRANSPORTATION (GROUND)

Greater Sudbury, Ontario (Greater Sudbury)

Transportation (Ground) Cluster	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
Greater Sudbury	4,762	-6%	7.32%	2.14	\$107,680.32	\$54,912
Grande Prairie	6,974	2%	10.54%	4.62	\$125,302	\$75,008

Drivers	# of Jobs 2023	Growth of Jobs 2018 - 2023	Projected Growth of Jobs, 2023 - 2028	LQ/Concentration 2023	Median Wages 2022	Advertised Median Salary, 2023
73300: Transport truck drivers	1641	-5.64%	6.89%	1.29	\$54,491.97	\$54,912.00
73301: Bus drivers, subway operators and other transit operators	397	-18.48%	6.05%	0.83	\$44,635.63	\$48,640.00

Thank you

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