



**“Analyst”: A Tool to Support Successful Planning,
Strategy Implementation and Strategy Evaluation
in Economic Development**

Regional Economic Development Branch,
Ontario Ministry of Agriculture and Food and Ministry of Rural Affairs

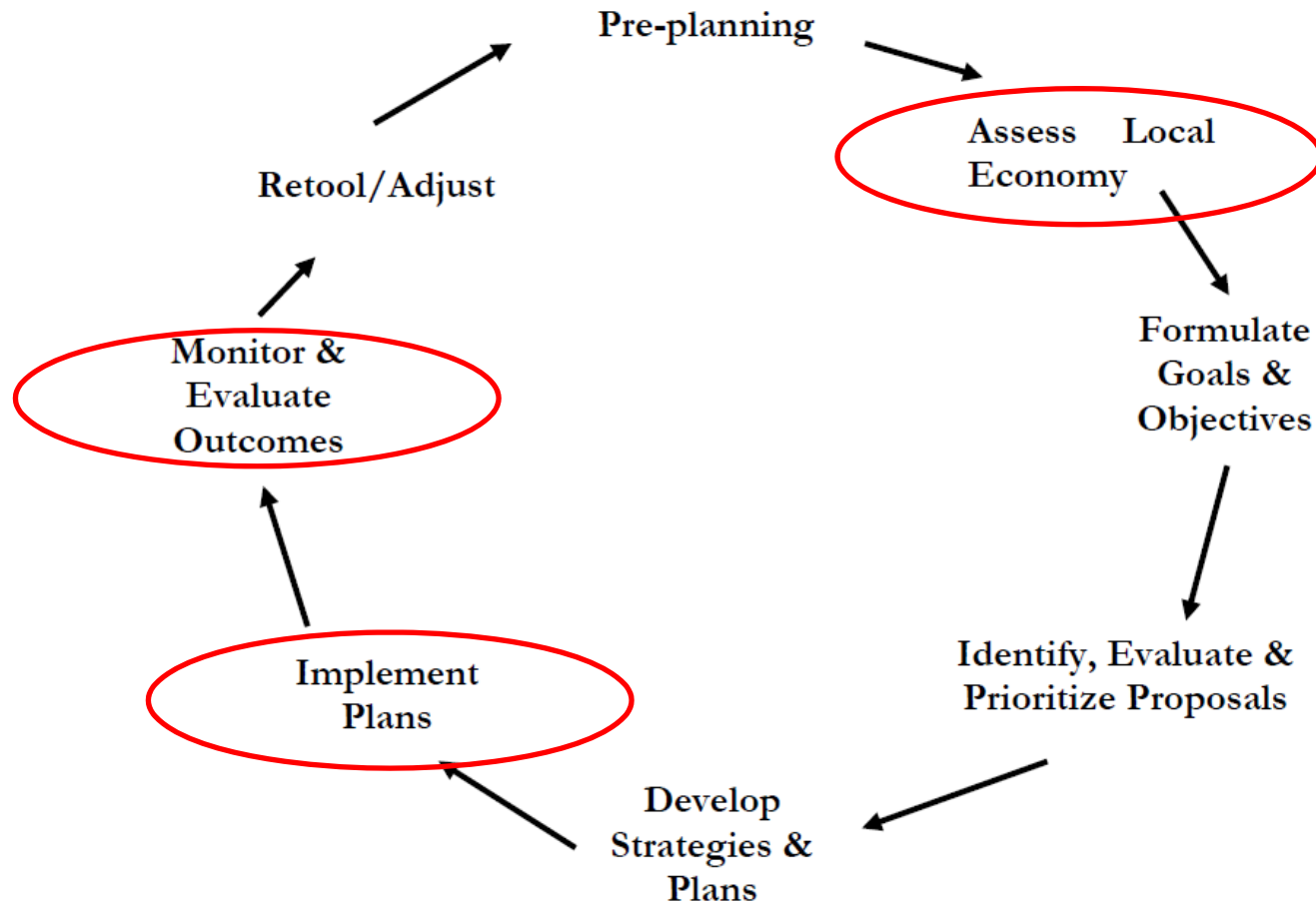
Purpose of Session

1. Discuss the value of using data and research to support local/regional economic development
2. Introduce Analyst: a new regional economic analysis tool now available to economic development organizations
3. Provide a live demonstration of Analyst to showcase the tool's data and functionality, including how Analyst can support economic development
4. Explain how economic development organizations can access Analyst

Benefits of Data and Research for Local/Regional Economic Development

- The foundation for understanding the workings of a local or regional economy is data analysis:
 - Identify the local assets and potential liabilities that will affect local/regional economic development
 - Project or forecast local economic trends
 - Market the community effectively
 - Monitor economic performance over time

Economic Development Strategic Planning Framework



What is Analyst?

- A web-based tool that provides data on regional economies and human capital and then makes it easy to use
- Helps you better understand your region, and then make good decisions about how to build strong regional economies
- Available for all municipalities in Ontario and Canada
 - Users can create their own custom regions

Why You Need Analyst

- This short video was produced by EMSI and it is titled *Why You Need Analyst*

How Can Analyst Help a Community and/or Region?

- **Provides insight into local, regional, provincial and national workforces:**
 - What are the occupations in high demand by industries?
 - How many local jobs are filled by commuters versus local residents?
 - In what industries are specific occupations growing and/or projected to grow? Which are declining?

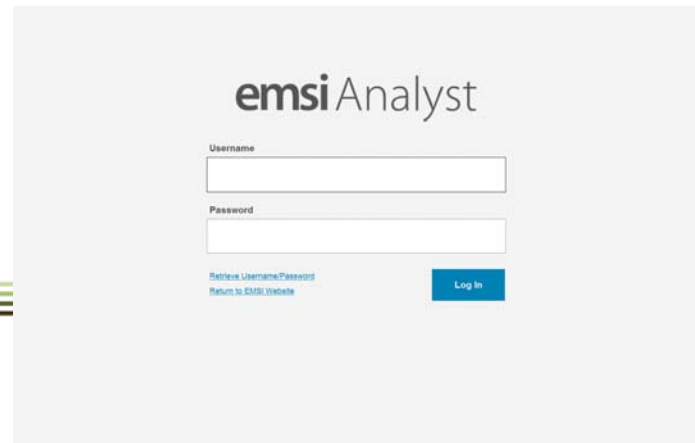
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How Can Analyst Help a Community and/or Region

- **Provides insight into local, regional, provincial and national industries:**
 - Which industries are largest sources of jobs and income?
 - Which industries are growing? Which are declining?
 - Which industries is the region highly competitive?

Logging in

1. Visit : <http://www.economicmodeling.com>
2. There you'll click login (upper right hand corner of the screen)
3. Enter your Username and Password



The screenshot shows the login interface for 'emsiAnalyst'. It features a light gray background with the title 'emsiAnalyst' at the top. Below the title are two input fields: 'Username' and 'Password'. To the right of the 'Password' field is a blue 'Log in' button. Below the input fields, there are two small links: 'Retrieve Username/Password' and 'Return to EMSI Website'. The page is framed by decorative horizontal lines at the bottom, consisting of three thin black lines and three thicker green lines.

How to Create a Region

1. The first thing you need to do is create a region
 - Data is available for all municipalities in Ontario and Canada
 - Users can create their own custom regions

New Region

Census Division Shared List Search

Province Ontario

Available Census Divisions [Select All](#)

- Algoma (3527)
- Cochrane (3556)
- Dufferin (3522)
- Durham (3518)
- Frontenac (3510)
- Greater Sudbun (3553)
- Haliburton (3548)
- Halton (3524)
- Hamilton (3525)
- Hastings (3512)
- Kawatha Lakes (3516)
- Kenora (3560)

Region Name
SCOR

Region Description

Selected Census Divisions [Remove All](#)

- Brand (3529)
- Bruce (3541)
- Chatham-Kent (3536)
- Elgin (3534)
- Essex (3537)
- Grey (3542)
- Haldimand-Norfolk (3528)
- Huron (3540)

Create Region

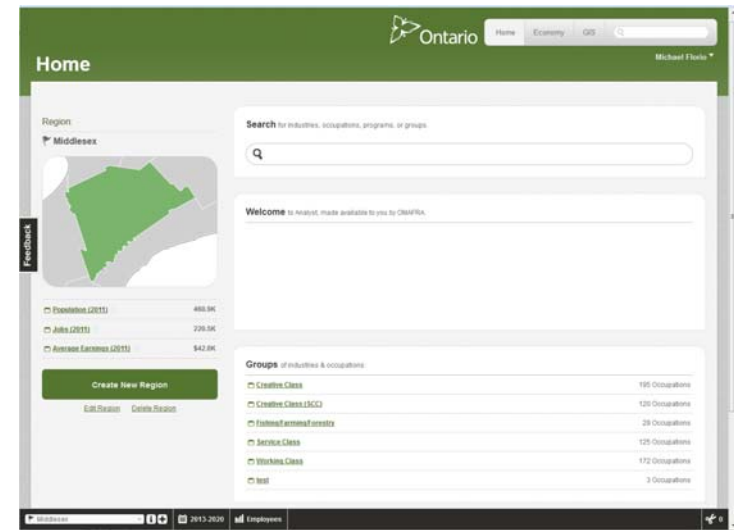
What the Toolbar can do

- The toolbar manages four major things:
 1. Regions
 2. Timeframe
 3. Data Settings
 4. Clippings



What is located on the Homepage

1. Navigation bar
 - Moves us through sections of the tool
 - Homepage
 - Economy
 - GIS
 - Search bar
2. Region overview
3. Search bar
4. Tutorial videos
5. Groups
6. Very Top of the Page and Very Bottom of the Page
 - FAQs
 - About EMSI data



How to search for data/the search bar

1. Click in and type what you're looking for
 - Can choose from industries and occupations that relate to what you typed in
2. Available in three places
 1. Homepage
 2. Economy
 3. GIS

Search for industries, occupations, or groups.

Exports

1. Three buttons let us export to Excel, Word, or PDF



2. Scissors icon lets us clip specific reports



Economy (flagship module of Analyst)

- Contains data centered around three main types: Industries, Occupations, and Demographics
- When we land, we're looking at an Economy Overview, with a lot of data about the region
 1. Contains industry and occupation overviews for a region
 2. Location Size Distribution (Canada Business Patterns)
 3. Labour Flows (based on Census data)

Industries Tab

- When you click the 'Industries' tab, you get the industry employment data table
 - Industries classified using NAICS
 - Dropdown arrow allows to you to control the level of NAICS detail
 - Data Options
 - Allows to you control what data the report displays
 - Actions
 - Industry Report, Save Group, Select All Rows, Deselect All Rows
 - Trim
 - Keep Selected Rows, Remove Selected Rows, Reset trimmed rows
 - Filter
 - Filter industries based on user defined criteria

GIS

- Lets you work with data from the other sections to create maps
 - Can choose which data to display and how to display it
 - Can choose the area you want to use
 - Can choose which layers to display
 - Can zoom in on the data, or zoom out, or position the picture however you want
 - Below the map displays the numbers for data the map is showing
 - Maps can be exported to Excel, Word, PDF, or as a .PNG image

Overview of Data in Analyst

1. Location Size Distribution (Statistics Canada, Canada Business Patterns)
2. Labour Flows
3. Industry Employment
4. Occupation Employment
5. Staffing Patterns
6. Demographics (Population by Age and Gender)

Overview of Data in Analyst

1. Groups

a) Richard Florida's Creative Class

- i. Super Creative Class
- ii. Creative Class
- iii. Working Class
- iv. Fishing/Farming/Forestry

b) Purdue University Regional Clusters

- i. 22 Industry Groups



Working with Data in Analyst

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Working with Analyst to Answer A Question

- Examples of the types of questions we can easily answer using industry tables:
 1. *Which industries are growing fastest?*
 2. *Which industries are declining the fastest?*
 3. *Which industries have the highest wages?*
 4. *Which industries employ the most workers?*
 5. *Which industries are most heavily concentrated in a region?*
- And then we can ask variations on these questions, as well as mix and match them so we can answer questions like:
 1. *What are the fastest growing industries with above average wages?*

Manipulating the Data in the Table Really Easily

- Simply click any of the column headings and the table will sort in descending order by that column
- Click the same column again, it will now be sorted by ascending order
- What are the fastest growing industries for 2008-2013?
 1. If you click the change column and wait for the table to re-load, you get the industries with the most growth sorted in descending order

Adding Another Layer to Our Investigation

- Filter by the wage column, and keep only those industries that show above average wages:
 1. To do that we need the average wage for the region. We can get that on the report. Scroll to the bottom of the report, and at the end of the wage column you'll find the average industry wage.
 2. Click "Filter". Now select Average Wage as the column to filter.
 3. In the next box select, "Greater Than or Equal To"
 4. Click the middle box to show the options. Then select "> or ="
 5. In the last box enter the average annual wage
- Now you have a table sorted by highest growth and showing only those industries with above average earnings



How Clients Access Analyst

Regional Economic Development Branch,
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Steps to Access Analyst

1. Complete and submit the online request form:
<http://www.omafra.gov.on.ca/english/rural/edr/edar/index.html>
2. Upon submitting the request form you will be emailed the Terms and Conditions Agreement. The agreement outlines the terms and conditions related to the use of Analyst
3. Read, sign and return the agreement back to the Ministry by email to edar@ontario.ca or by fax to (519)-846-8178 **no later than five business days prior to the end of the month**. Analyst is provided for one month at a time and begins the first working day of each month
4. Users can get their access extended for additional months by sending an email request to edar@ontario.ca **no later than five business days prior to the end of the month**

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Support with Analyst: Advisor Support

The Ministries' Agriculture and Regional Economic Development Advisors are available to:

1. Fulfill “simple” data requests for your organization
2. Provide guidance concerning when and where to use Analyst
3. Work with your organization to help with the analysis of your region's economy and incorporating economic analysis into strategy development

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Support with Analyst: Tutorial Videos

- 11 videos are available to help your organization use Analyst
- The videos can be accessed from the Analyst homepage or via the internet using the following link: <http://vimeo.com/album/2262518>

Introductory Videos

1. Why You Need Analyst
2. Analyst Data

Tutorial Videos

3. Introduction to Analyst
4. Working with Data in Analyst
5. Using GIS in Analyst
6. What Does My Region Look Like?
7. What Does My Region Do?
8. What sets my Region Apart (Part 1 Industries)?
9. What sets my Region Apart (Part 2 Occupations)?
10. Staffing Patterns in Analyst
11. Using Groups in Analyst

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To access Analyst or for more information

- Visit:

<http://www.omafra.gov.on.ca/english/rural/edr/edar/index.html>

- Call: 1-877-424-1300
- Email: edar@ontario.ca