

DATA ANALYSIS OF VISITOR DATA
CONSEIL DE DÉVELOPPEMENT
ÉCONOMIQUE DES TERRITOIRES
DU NORD-OUEST

NWT CAREER CENTRE / CARREFOUR
CARRIÈRES DES TNO

MARCH 2020

ABACUS DATA

PROJECT OVERVIEW

CDETNO (Conseil De Développement Économique Des Territoires Du Nord-ouest) has been bolstering economic development in the NWT since 2003. Founded by a group of Francophones interested in expanding opportunities in French in the North, the organization has since expanded its mandate to develop services and tools to support all Northerners.

CDETNO administers the NWT Career Centre and its core service is Employment Assistance Services funded through the Labour Market Development Agreement and the GNWT - ECE. As the NWT Career Centre transitions into more facilitated employment services and partners more extensively with Indigenous groups, the organization wanted to ensure it is able to demonstrate impact with data.

The career centre in Yellowknife has been collecting user data since 2014 on heritage, service usage, bilingualism, employment status, and income assistance. The following report is a presentation & analysis of this data by research agency Abacus Data.

EXECUTIVE FINDINGS

- I. In the period of 2014-2019, CDETNO has had a total of 28,908 visits, and around 5744 unique individuals. The centre receives an average of 4329 visits per year, by an average of 1360 unique individuals. A visitor comes on average 3.2 times a year to the centre. On a monthly basis, this looks like 361 visits per month, by 202 unique individuals, each coming an average of 1.9 times a month.
- II. Demographically, the majority of service users are Dene – just under half of total users (46%, or 12,019). Non-aboriginals/non-indigenous comprise 17% of the sample (4,308), while the rest who ID their heritage are Inuit, Inuk, Metis, or other aboriginal/indigenous.
- III. Most users are Canadian Citizens – 94% or 24,498. About 3% are permanent residents (871) and the remainder are made up by those with temporary visas, temporary work permits, or refugees. About 1 in 10 users of the centre are francophone – 7% of total visitors (1,736), while 93% (23,841) are non-francophone.
- IV. Users are mostly unemployed – 14,690, or 57% of the overall group. 23% or 5,902 are employed, 14% of 3,719 are on EI or Income Support, and 6% (1,614) are students.

EXECUTIVE FINDINGS

- V. The majority of those who are coming to the centre do so for a job search, with the second most popular activity resume & cover letter services. Faxing is a significant tertiary service.
- VI. While user trends vary per service, resume/cover letter services have most consistently declined in use from 2014-2019. While always the most used service, the job search service is on an inclined year over year since a stark drop from 2016-2017.
- VII. A small 1-6% of users tend to be high frequency – using the service 7 or more times a month. 5-10% of users tend to be medium frequency users, going between 4 and 6 times a month. More go 2-3 times a month, comprising 20-30% of the monthly intake. Finally, most visits are by one-time monthly users, going only once, making up 60-70% of volume a month.
- VIII. On average, the centre receives the least visitor volume December to March with about ~300 visits per month. Centre visits rebound in April and maintain around ~400 visits April-December. The annual low point comes every December, at an average of 227 visits while the annual high point occurs in May, with 441 visits on average.

EXECUTIVE FINDINGS

- IX. While most visitors come for a job search, our advanced analysis techniques identify 3 core patterns of CDETNO service use:
1. **EMPLOYED NON-JOB SEEKERS:** those who tend to be employed, using faxing and education search services, some career counselling and workshops, who are rarely if ever using job search.
 2. **UPSKILLING UNEMPLOYED:** those who are unemployed who are not on EI or income support, who are likely to using the education search, workshops, career counselling services. They are job searching to some degree but the steps they are taking are more comprehensive/fundamental.
 3. **JOB SEEKING INCOME DEPENDENTS:** those who are using the centre primarily for job searches. They are not very likely to be using any other services, and are mostly on EI or income assistance.

I. VISITOR OVERVIEW



I. VISITOR OVERVIEW

In the period of 2014-2019, CDETNO has had a total of 28,908 visits, and around 5,744 unique individuals.

Analysis in this document concentrates on a total of 25,972 visits, by removing 16 high volume cases who are responsible for 2,936 visits. We suspect that these were stand ins/generic names provided by those not willing to share their personal information.

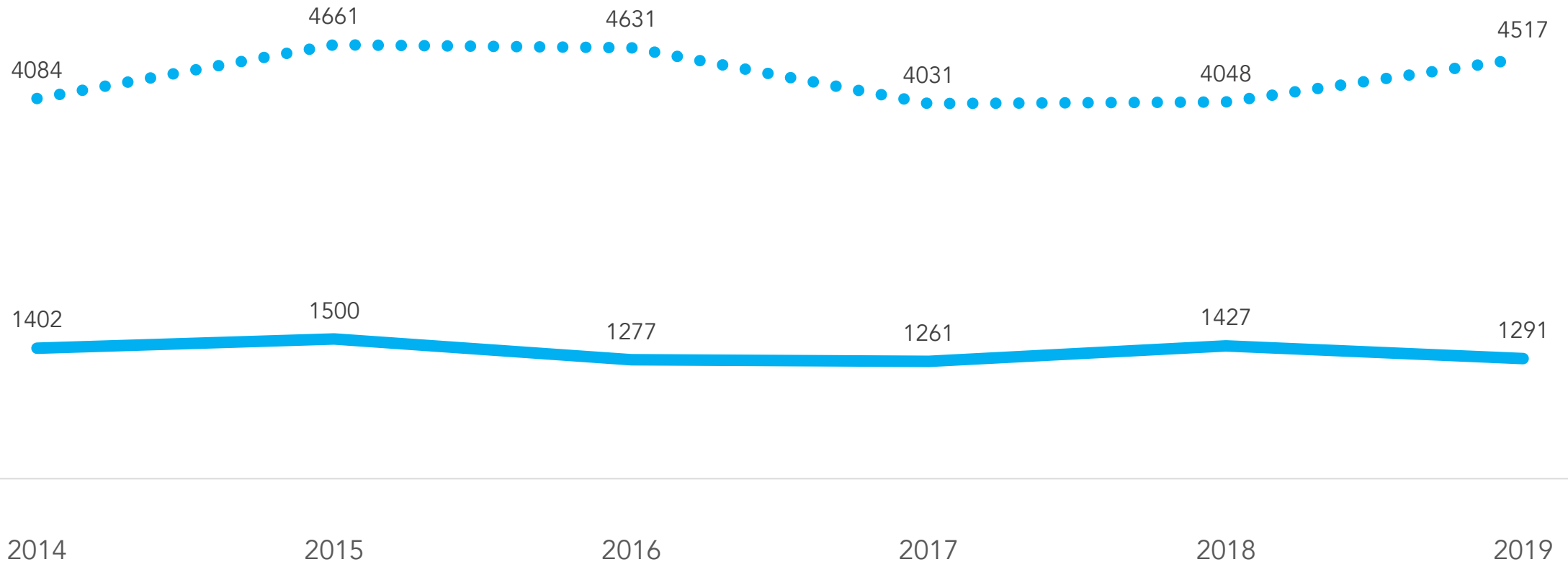
The centre receives an average of 4,329 visits per year, by an average of 1,360 unique individual per year. A visitor comes on average 3.2 times a year to the centre. On a monthly basis, this looks like 361 visits per month, by 202 unique individuals, each coming an average of 1.9 times a month.

I. VISITOR OVERVIEW: YEARLY DATA

Average # of visitors per year 4329

Average # of unique individuals per year 1360

Average # of visits per individual per year 3.20



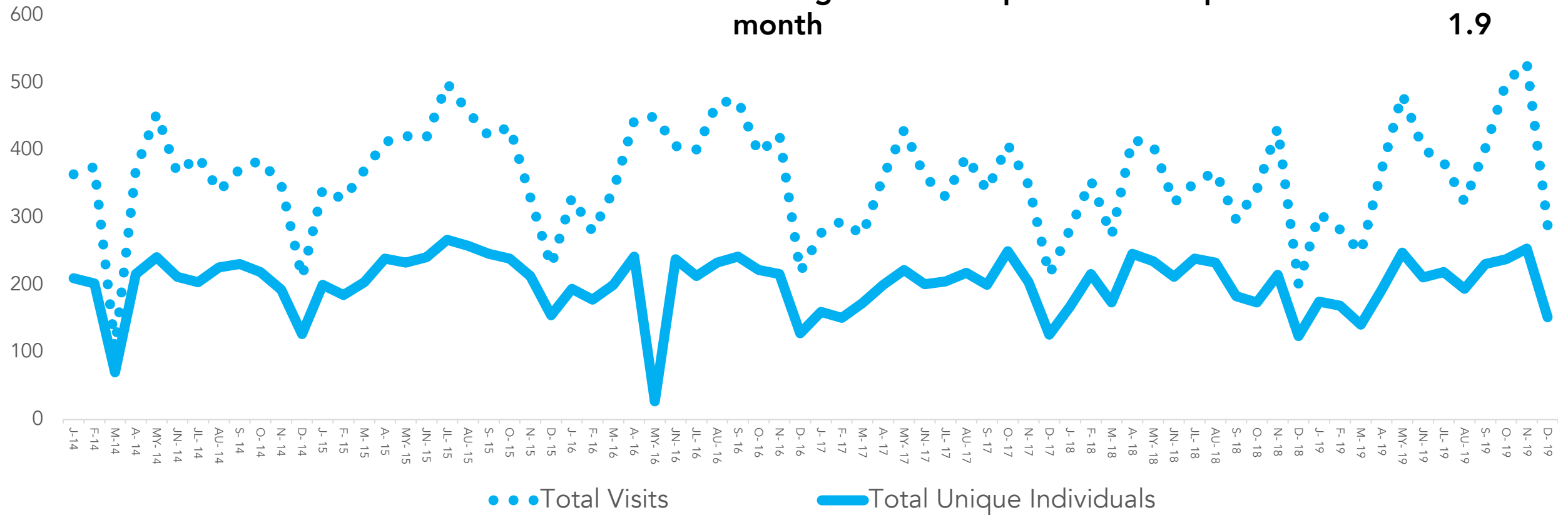
●●● Total Visits — Total Unique Individuals

I. VISITOR OVERVIEW: MONTHLY DATA

Average # of visitors per month **361**

Average # of unique individuals per month **202**

Average # of visits per individual per month **1.9**



I. VISITOR OVERVIEW: DEMOGRAPHICS

Demographically, the majority of service users are Dene – just under half of total users (46%, or 12,019). Non-aboriginals/non-indigenous comprise 17% of the sample (4,308), while the rest who ID their heritage are Inuit, Inuk, Metis, or other aboriginal/indigenous.

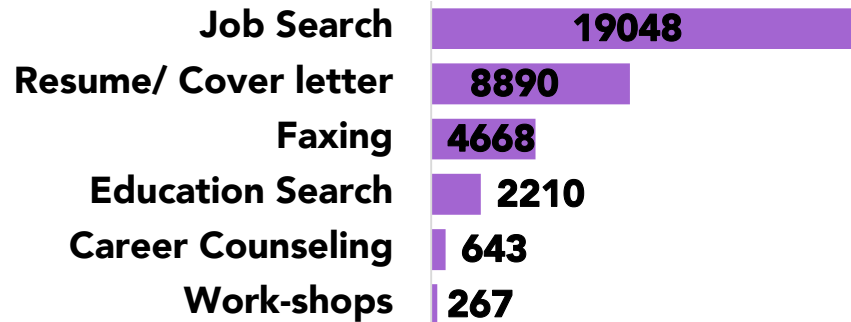
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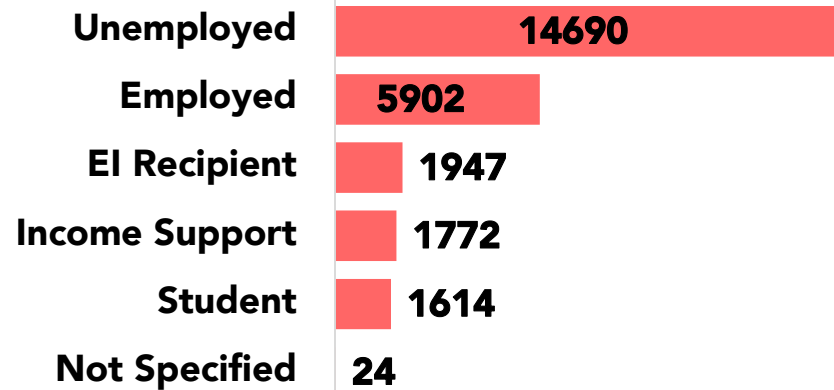
Users are mostly unemployed – 14,690, or 57% of the overall group. 23% or 5,902 are employed, 14% of 3,719 are on EI or Income Support, and 6% (1,614) are students.

I. VISITOR OVERVIEW: 2014-2019

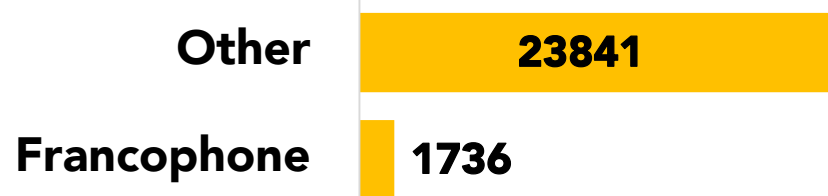
SERVICE



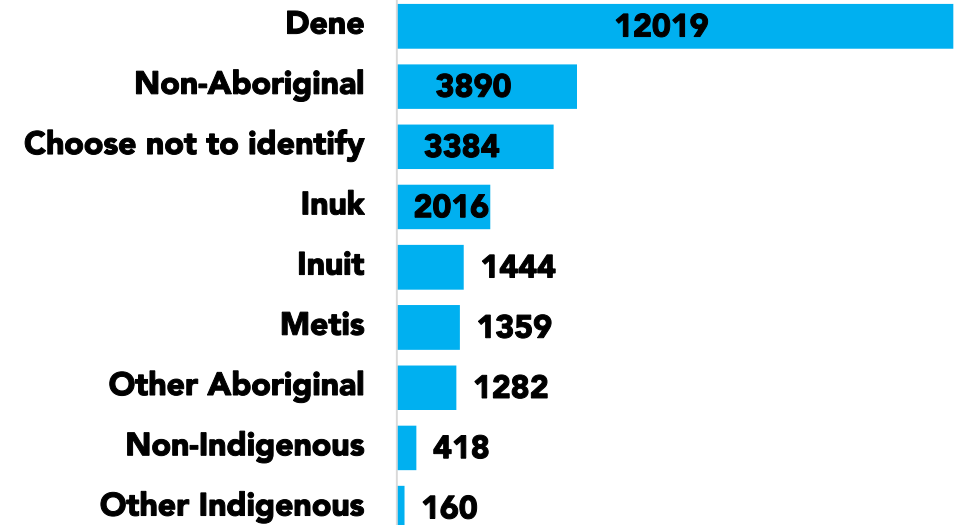
CATEGORY



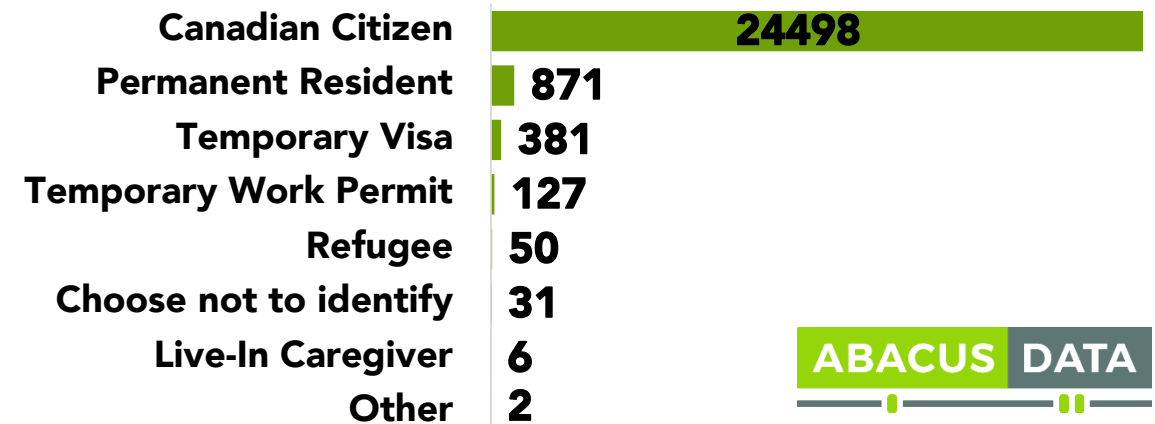
FRANCOPHONE



HERITAGE



CITIZENSHIP STATUS

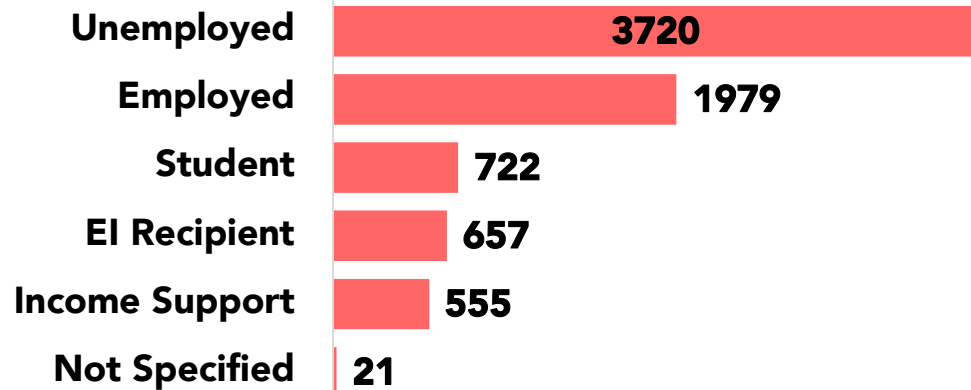


I. UNIQUE VISITOR OVERVIEW: DEMOGRAPHICS

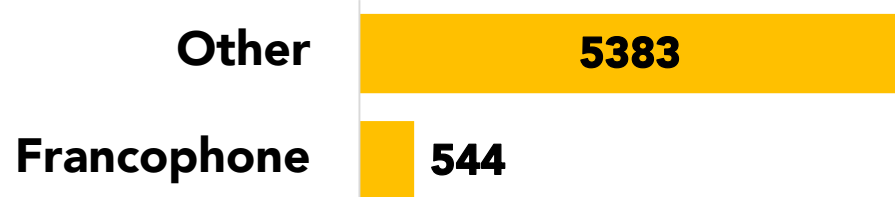
SERVICE



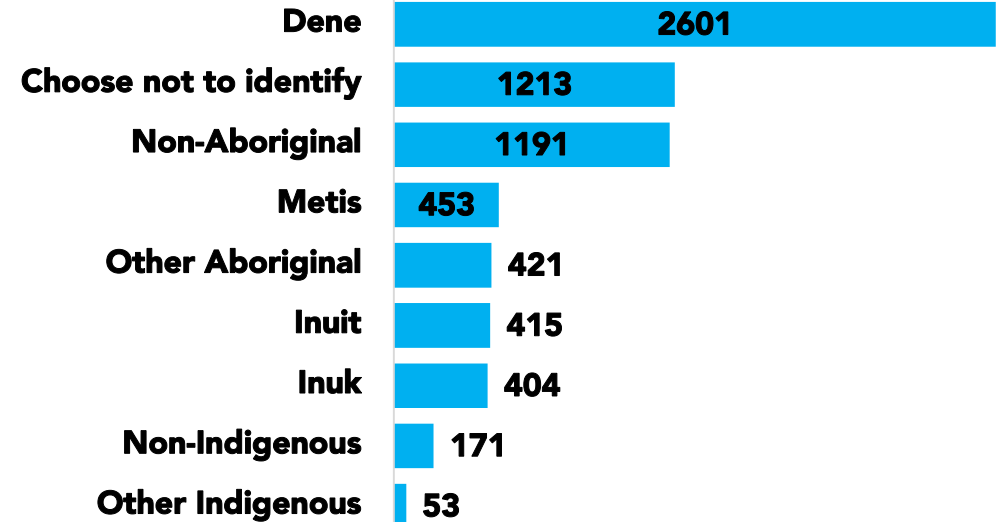
CATEGORY



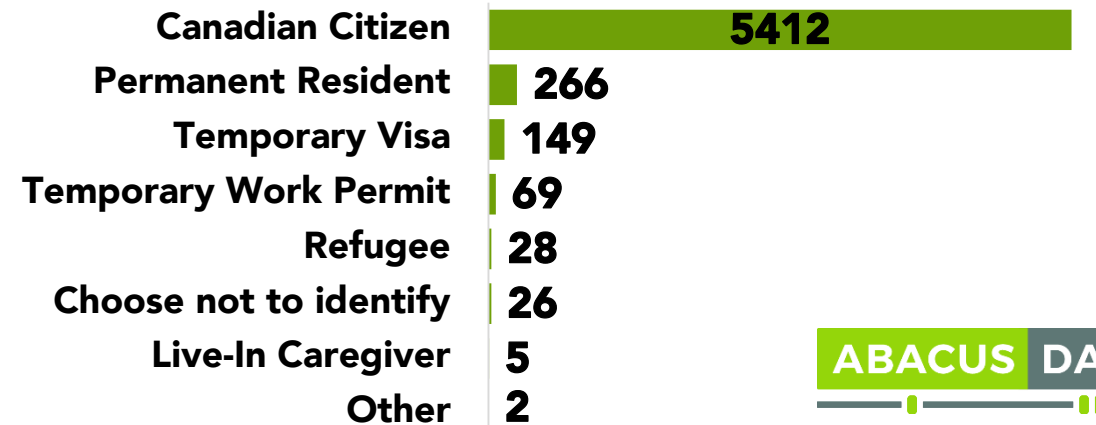
FRANCOPHONE



HERITAGE



CITIZENSHIP STATUS



II. VISITOR TRENDS



II TRENDS: VISITORS VS. UNEMPLOYMENT

Over the 5 years starting in 2014 and ending in 2019, the unemployment rate in Yellowknife has hovered between 3-6%, reaching an average low of 2% between November 2014 and July 2015.

While the rounding in unemployment estimates may modestly obscure the relationship, there does appear to be some correlation between spikes in unemployment and modest spikes in centre use. Regardless, the centre has a steady use rate of about 400 visits per month, both in times of higher and lower unemployment, meaning it is providing an in-demand service year-round.

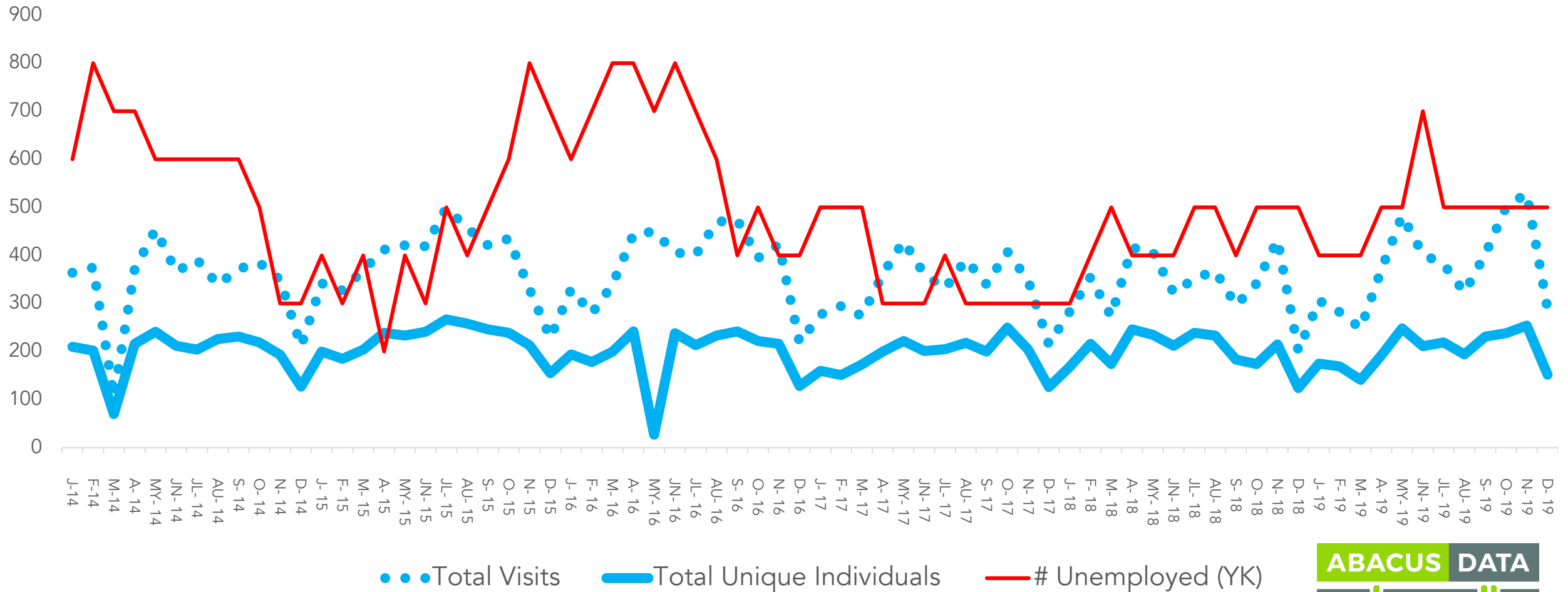
- There are two exceptions/deviations – March of 2014 and May of 2016. In May of 2016 we expect this to be a data/recording clerical error, as total visits remained consistent at this time and the unique individuals uncharacteristically plunged.
- In March of 2014 both metrics went down – unique individuals and total visits. While this deviation may too be a result of recording error, we suspect there may have been an authentic decline in service use. All records in this month match trends around demographics and service type use from the rest of the year, and when we plug in the excluded duplicate cases the number remains unusually low.

II TRENDS: % UNEMPLOYED



Source: NWT Bureau of Statistics

II. TRENDS: VISIT DATA VS. UNEMPLOYMENT



II. TRENDS: UNIQUE INDIVIDUAL FREQUENCY

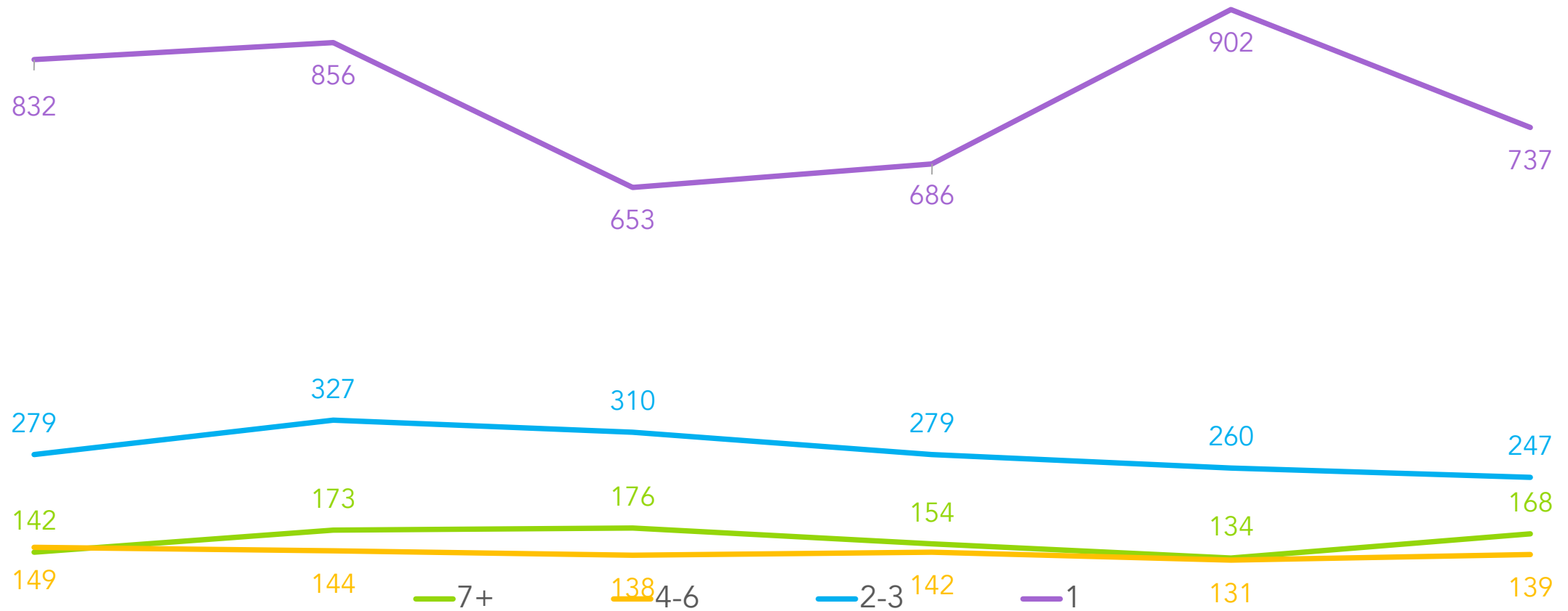
As previously cited, the centre receives an average of 4,329 visits per year, by an average of 1,360 unique individual per year.

A small 1-6% of these users tend to be high frequency – using the service 7 or more times a month. 5-10% of users tend to be medium frequency users, going between 4 and 6 times a month. More go 2-3 times a month, comprising 20-30% of the monthly intake. Finally, most visits are by one-time monthly users, going only once, making up 60-70% of volume a month.

There is nothing obvious to distinguish these high frequency users from low frequency users in the data available – they are using the same types of services as low frequency users, and their demographic make up is similar to the general visitor population.

II TRENDS: 2014-19 UNIQUE INDIVIDUALS

INDIVIDUALS SEGMENTED BY # OF VISITS



2014 (Jan-Dec)

2015 (Jan-Dec)

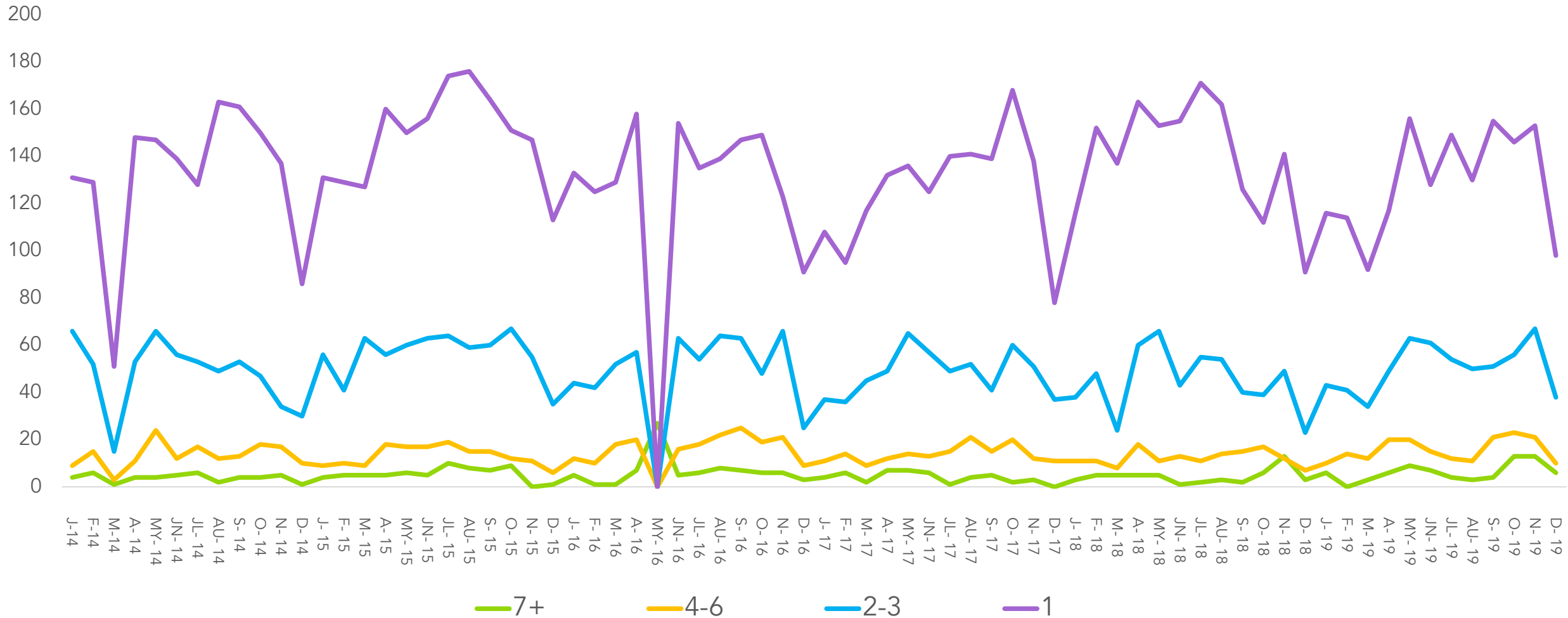
2016 (Jan-Dec)

2017 (Jan-Dec)

2018 (Jan-Dec)

II TRENDS: 2014-19 MONTHLY DATA

INDIVIDUALS SEGMENTED BY # OF VISITS



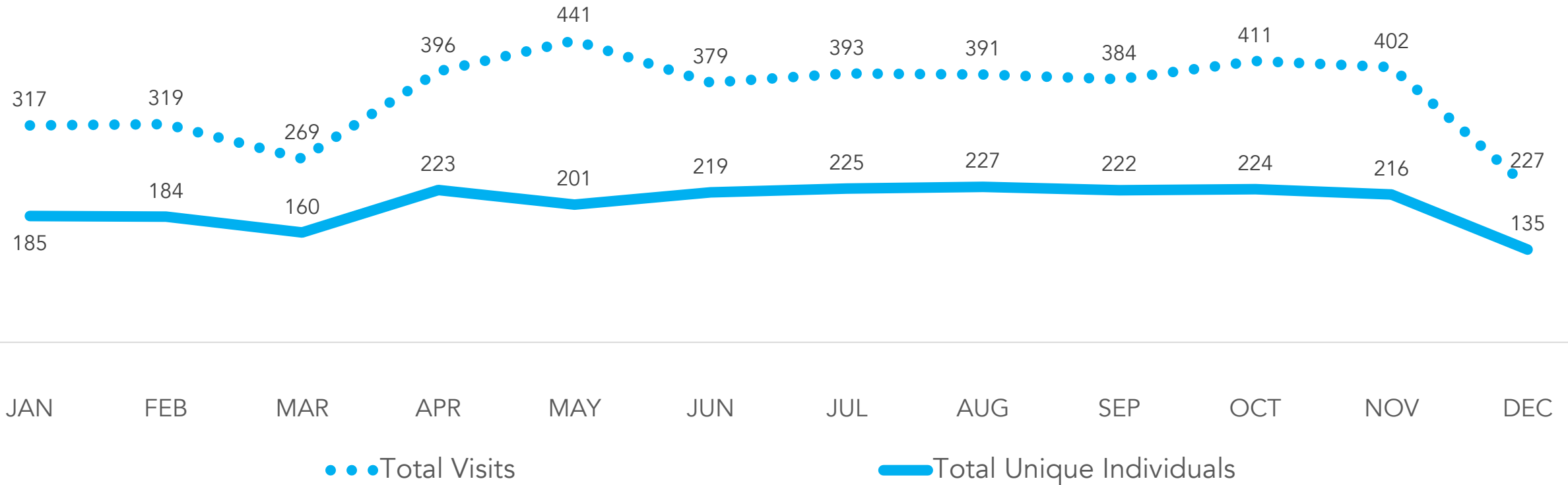
II. TRENDS: BUSINESS CYCLE

On average, the centre receives the least visitor volume December to March with about ~300 visits per month.

Centre visits rebound in April and maintain around ~400 visits April-November.

The annual low point comes every December, at an average of 227 visits while the annual high point occurs in May, with 441 visits on average.

I. CENTRE BUSINESS CYCLE



III. SERVICE USE



III. SERVICE USE

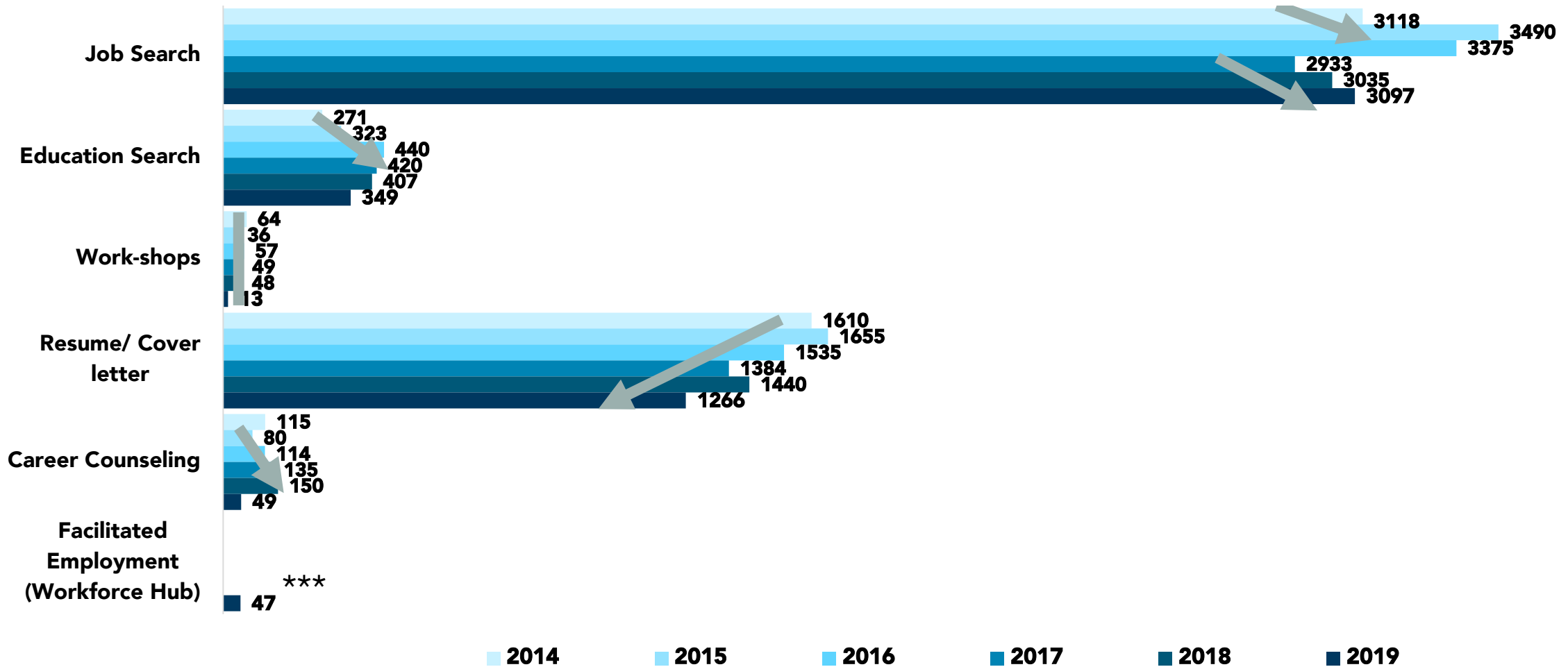
The majority of those who are coming to the centre do so for a job search, with the second most popular activity resume & cover letter services. Faxing is a significant tertiary service. Resume/cover letter services have most consistently declined in use from 2014-2019. The use of job search service has improved since a stark drop from 2016-2019, and is currently trending upwards year over year.

Most visitors who are on EI or Income Support tend to be visiting for a job search (74%), though some are using the centre for the resume/cover letter service (30%). The unemployed are likewise most concentrated on the job search first and resume/cover letter second (36%).

Among the one in four visits by the employed, they are also using job search services to a lesser degree (57% of this group), but they are just as likely to be there for either resume help (34%) or faxing services (25%).

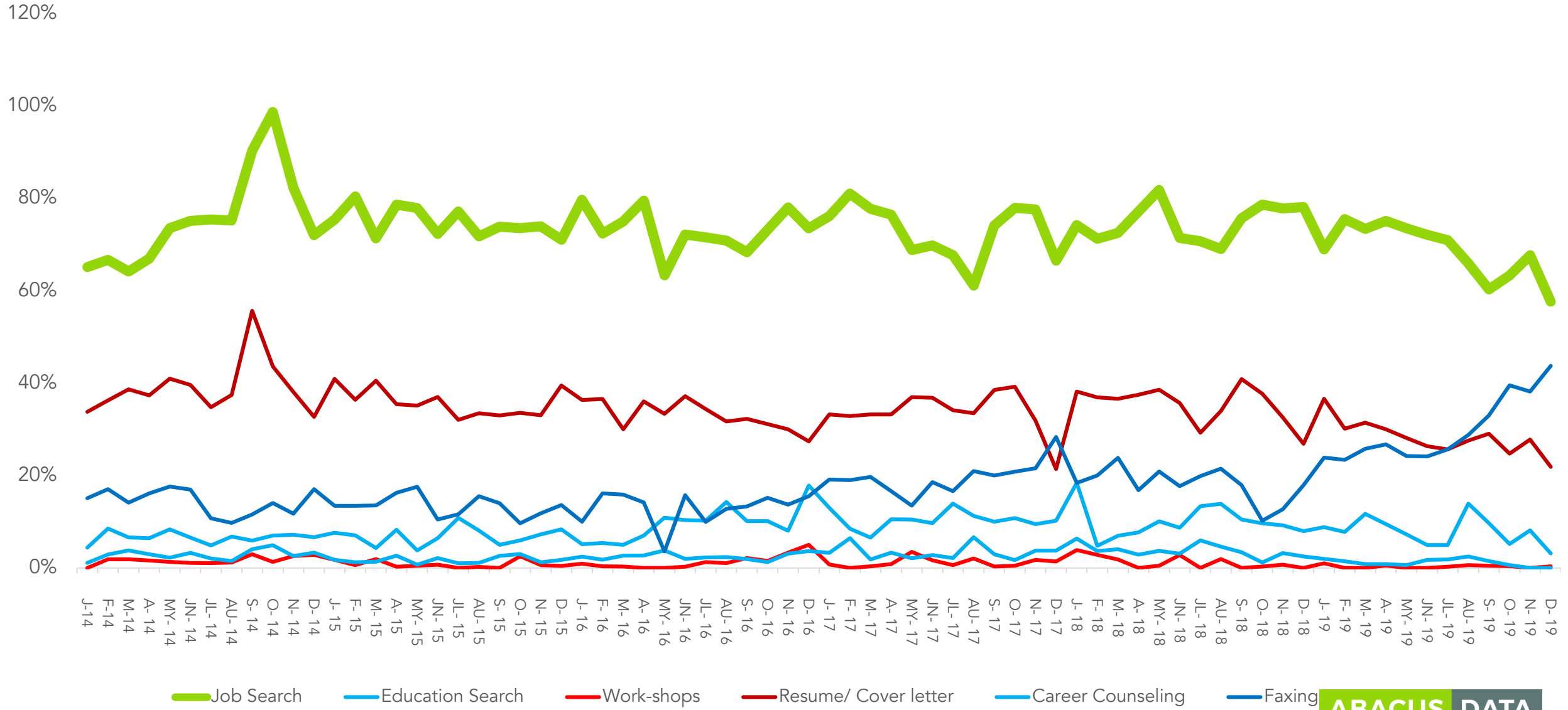
Current students are the main group using the education search service (31%), though they are most likely to also use the centre in their job search (52%) or to get resume/cover letter help (34%).

III. SERVICE USE: YEAR OVER YEAR



*** New program data available from April-December 2019

III. SERVICE USE: MONTHLY TRENDS (% USE)



III. SERVICE USE: BEHAVIOURS & DEMOGRAPHICS BY EMPLOYMENT STATUS

HOW TO READ:

82% OF THE UNEMPLOYED ARE USING THE JOB SEARCH SERVICE, WHILE
36% ARE THERE FOR RESUME/COVER LETTER SUPPORT.



Column %	El Recipient + Income Support	Unemployed	Employed	Student	
Service Use	Job Search	74%	82%	57%	52%
	Education Search	9%	5%	10%	31%
	Work-shops	2%	1%	1%	2%
	Resume/ Cover letter	30%	36%	34%	34%
	Career Counseling	3%	2%	3%	5%
	Faxing	19%	14%	25%	21%
	Dene	53%	48%	36%	52%
Heritage - Categorical	Inuit	7%	6%	4%	6%
	Inuk	14%	7%	5%	7%
	Metis	5%	5%	6%	6%
	Non-Aboriginal	7%	14%	23%	12%
	Non-Indigenous	1%	1%	3%	1%
	Other Aboriginal	4%	5%	5%	4%
	Other Indigenous	1%	1%	1%	0%
Citizenship Status - Categorical	Choose not to identify	8%	13%	18%	11%
	Canadian Citizen	99%	95%	91%	90%
	Permanent Resident	1%	3%	5%	3%
	Temporary Visa	0%	1%	2%	5%
	Temporary Work Permit	0%	0%	1%	1%
	Refugee	0%	0%	0%	0%
	Choose not to identify	0%	0%	0%	0%
Francophone	Live-In Caregiver	0%	0%	0%	0%
	Other	0%	0%	0%	0%
	No	97%	94%	89%	93%
	Yes	3%	6%	11%	7%

III. SERVICE USE: USE CORRELATION

Many of those who are using services other than a job search are concurrently also doing a job search.

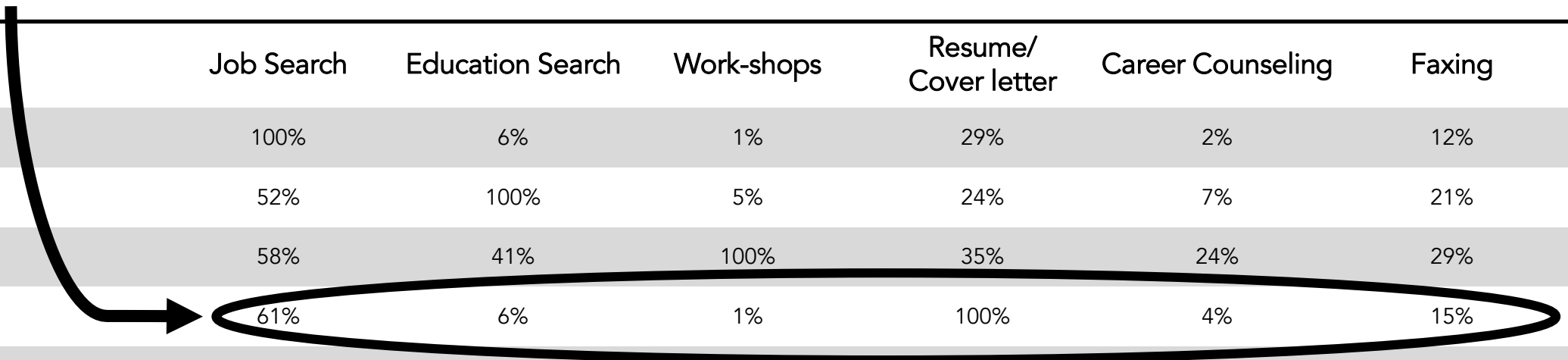
Those who are doing workshops are also particularly likely to be doing an education search and getting resume/cover letter services at the same time.

Likewise, those using career counselling are using resume services, education search services, and work shops at higher rates than normal.

III. SERVICE USE: USE CORRELATION

HOW TO READ (ROW % CHARTS):

MANY RESUME AND COVER LETTER SERVICE USERS ARE ALSO USING JOB SEARCH (61%).



Row %	Job Search	Education Search	Work-shops	Resume/ Cover letter	Career Counseling	Faxing
Job Search	100%	6%	1%	29%	2%	12%
Education Search	52%	100%	5%	24%	7%	21%
Work-shops	58%	41%	100%	35%	24%	29%
Resume/ Cover letter	61%	6%	1%	100%	4%	15%
Career Counseling	58%	22%	10%	49%	100%	31%
Faxing	48%	10%	2%	29%	4%	100%

III. SERVICE USE: USER GROUPINGS

Advanced statistical analysis techniques (factor analysis, k-means clustering) identify 3 types of broad behavioral patterns in the data that may be useful in understanding/profiling your visitors. While your visitor base is complex and cannot be perfectly codified into neat segments/structures, these are patterns advanced analysis techniques have unearthed profiles that seem to recur with some frequency.

GROUPING 1: EMPLOYED NON-JOB SEEKERS

This first group tend to be employed, using faxing and education search services, some career counselling and workshops, who are rarely if ever are using job search services.

GROUPING 2: UPSKILLING UNEMPLOYED

This second grouping are the unemployed who are not on EI or income support, who are likely to be using the education search, workshops, career counselling services. They are job searching to some degree but the steps they are taking are more comprehensive/fundamental.

GROUPING 3: JOB SEEKING INCOME DEPENDENTS

The third group are EI/Income Support recipients who are using the centre primarily for job searches. They are not very likely to be using any other services, and are oriented towards the job search.

IV. EMPLOYMENT & INCOME SUPPORT TRANSITIONS



IV. EMPLOYMENT/INCOME SUPPORT TRANSITIONS

Our analysis of the data finds a 10-15% transition rate among users transitioning between employment and unemployment, while the transition rate between having income support and EI versus not is about 6-12% per year.

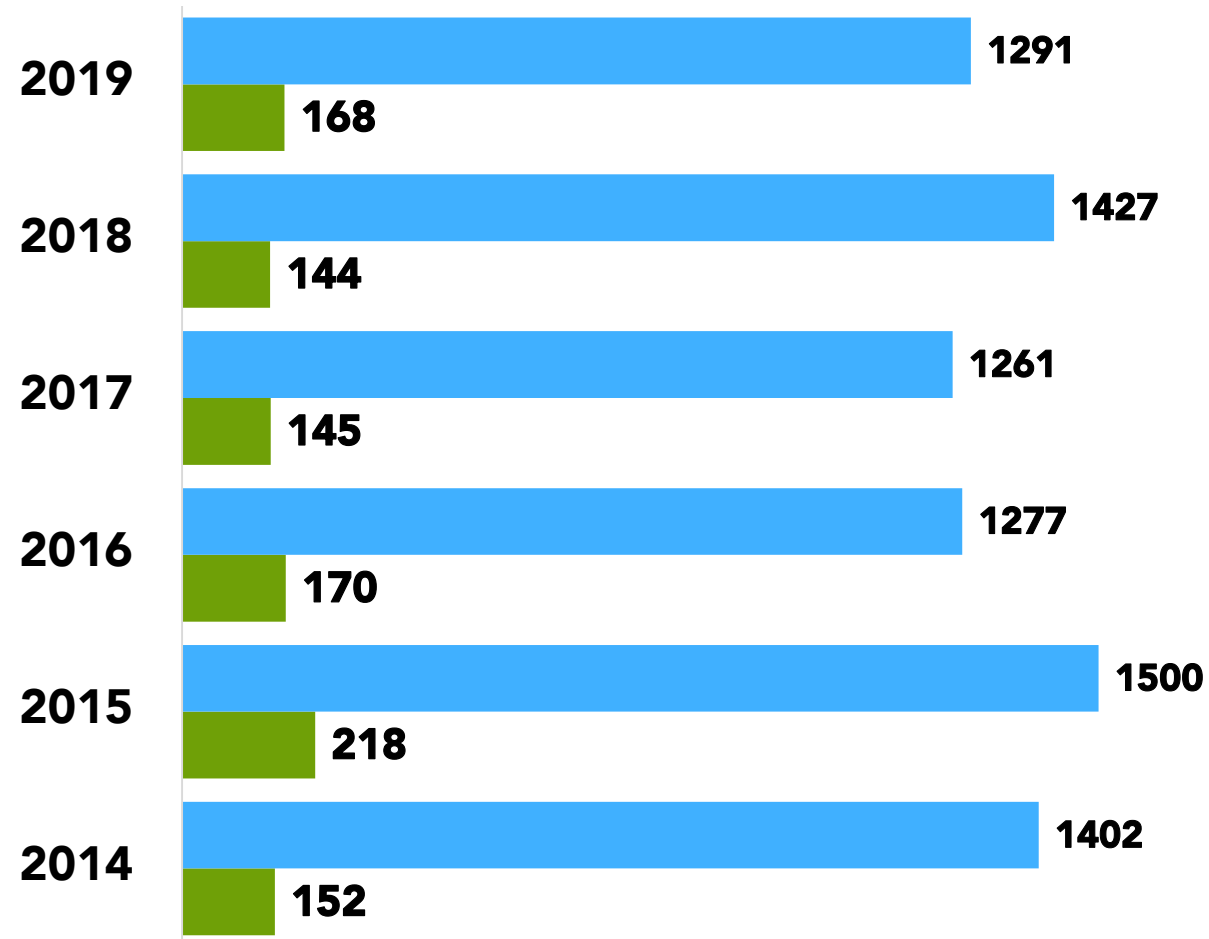
We would use these figures with extreme caution, and estimate these numbers would far underrepresent a hypothetical success rate of the centre if calculated to a "net" score. This is for a number of reasons, including:

1. We know most users of the centre are one-time users and there is no mechanism for follow up. Therefore understanding whether or not service centre use is net contributing to their success is impossible to discern.
2. Even when we isolate the small % of high frequency users who might offer an imperfect measure of a net transition score, we are still left with the limitation that user visits tend to cluster in a year or month and few span over the full half decade, allowing for a consistent analysis of trends.
3. Moreover, the high frequency visitor population go from unemployment to employment back and forth in inconsistent timespans, necessitating a framework for what timeframe of employment we would consider a net win in transition, with comparable sample sizes per timeframe needed for meaningful analysis.

That said, should a follow up survey be implemented with visitors in the future, this will be easy to track and calculate.

IV. TRANSITIONS:

OF UNIQUE INDIVIDUALS THAT WERE BOTH EMPLOYED & UNEMPLOYED PER YEAR

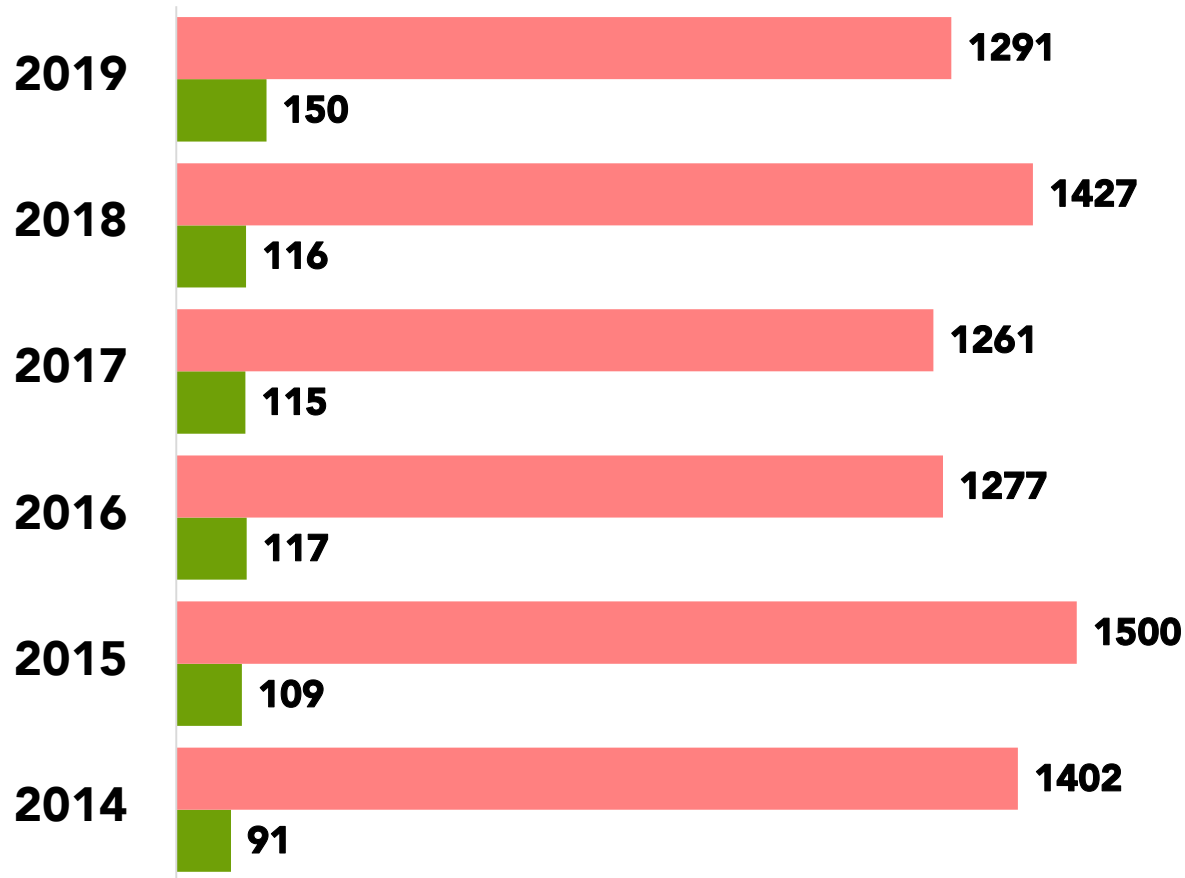


10-15%
TRANSITION RATE

■ Unique Visits
■ Employed-Unemployed Transition

IV. TRANSITIONS:

OF UNIQUE INDIVIDUALS THAT HAD BOTH INCOME SUPPORT/EI & NOT PER YEAR



6-12%
TRANSITION RATE

■ Unique Visits
■ Income Support/EI Recipient Transition

V. PREL. DATA COLLECTION RECOMMENDATIONS



IV. PREL. DATA COLLECTION RECCOMENDATIONS

Coming out of this exercise, we have a few data collection recommendations you may want to consider for a future KPI framework.

Unique Identifiers: Assign & track unique identifying numbers to visitors to enable a smoother anonymized, privacy sensitive collection & analysis framework. This will ease matching unique individuals and create more certainty around identifying distinct visitors with common names.

Expand Demographics: Expand intake collection to other data you can compare/model against census benchmarks. CEDETNO could best achieve this through expanding the intake form to include broad buckets of new categories that preserve privacy, but still provide sufficiently useful information with which to conduct analysis. Examples include: age ranges, income rangers, highest level of education completed, household composition.

Follow-up Survey: Institute a follow up system wherein CEDETNO reaches out to past users to track changes in their employment or state income dependence status. The best timeline for this should be educated by CEDETNO's local expertise, but we believe 3 or 6 months out might be an appropriate time to send out this survey.

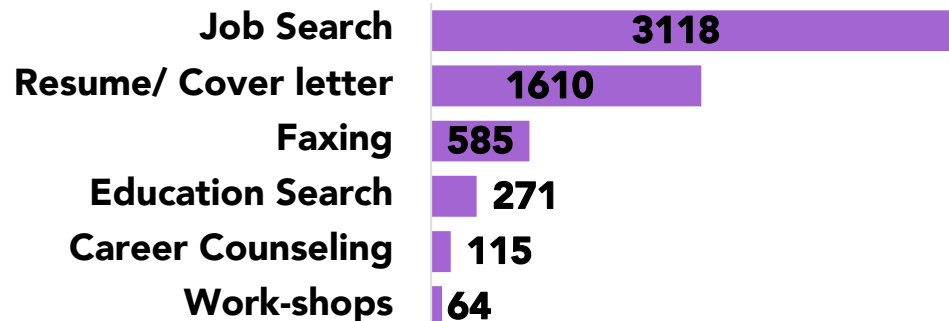
Satisfaction Survey: Institute a brief service satisfaction survey following service use. This would not need to be done with every visitor, but could be collected through a random sampling of 1-5 visits per day with survey quotas instituted for each service type, in order to build out a reliable data set of satisfaction trends over time.

APPENDIX I. – YEARLY PROFILES

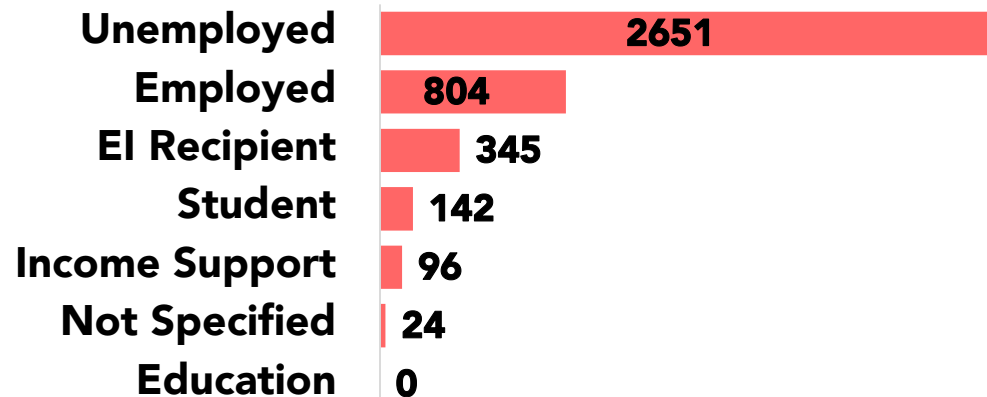


DEMOGRAPHICS – 2014

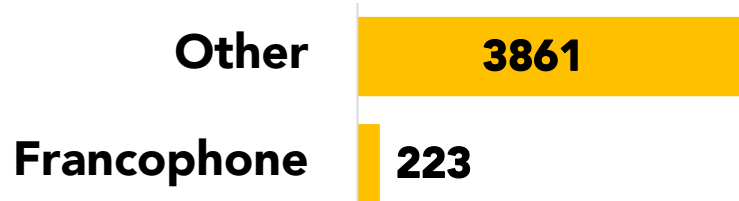
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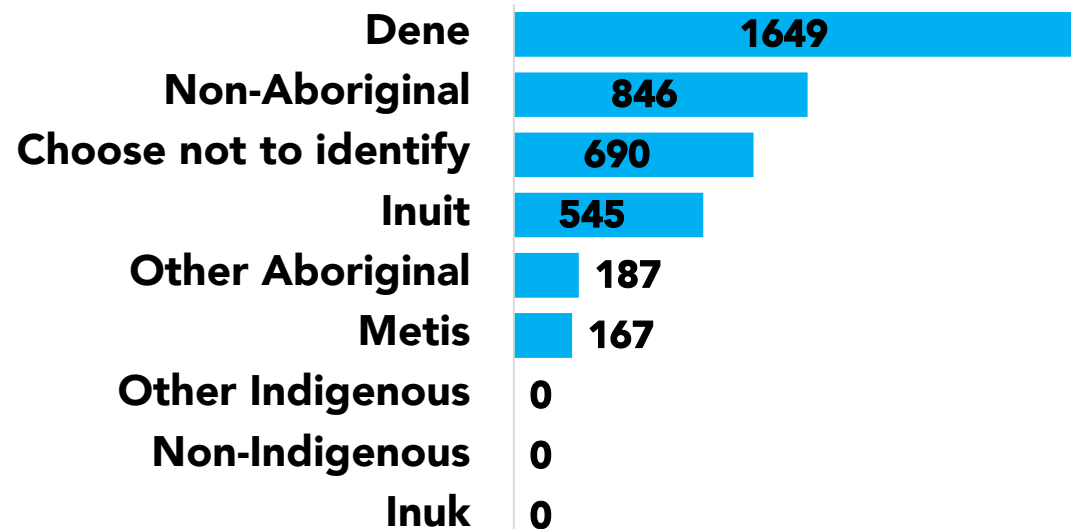
CATEGORY



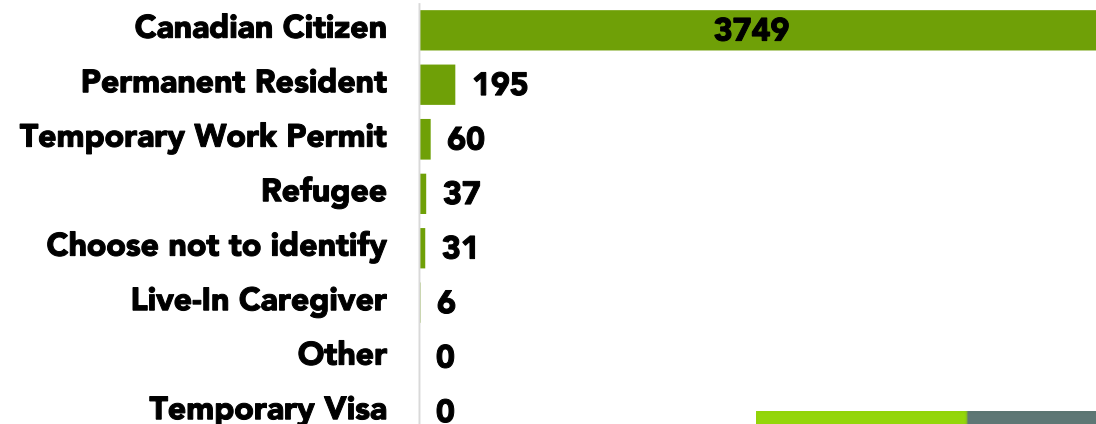
FRANCOPHONE



HERITAGE



CITIZENSHIP STATUS

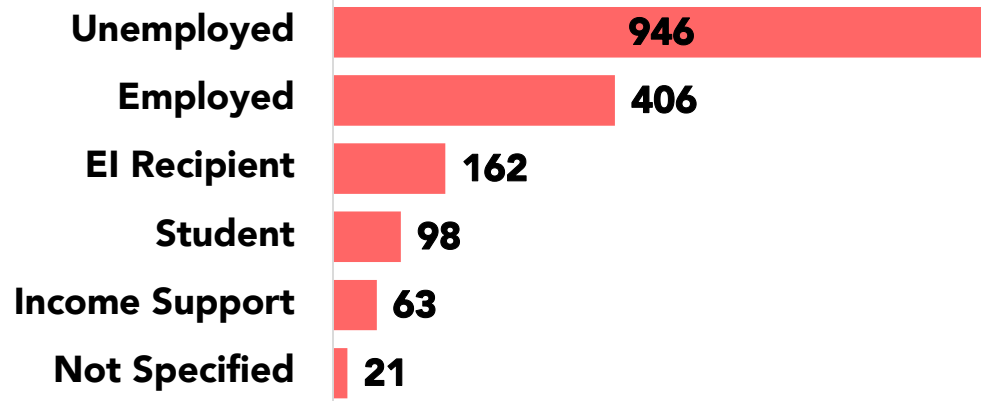


I. 2014 UNIQUE VISITOR OVERVIEW: DEMOGRAPHICS

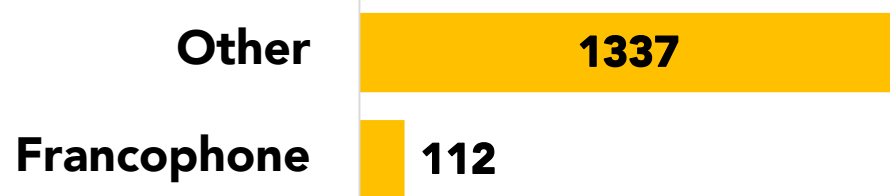
SERVICE



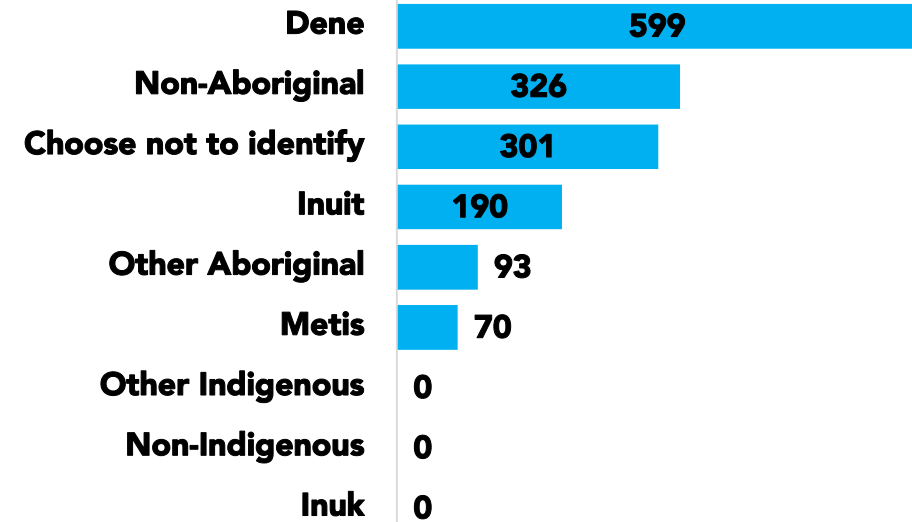
CATEGORY



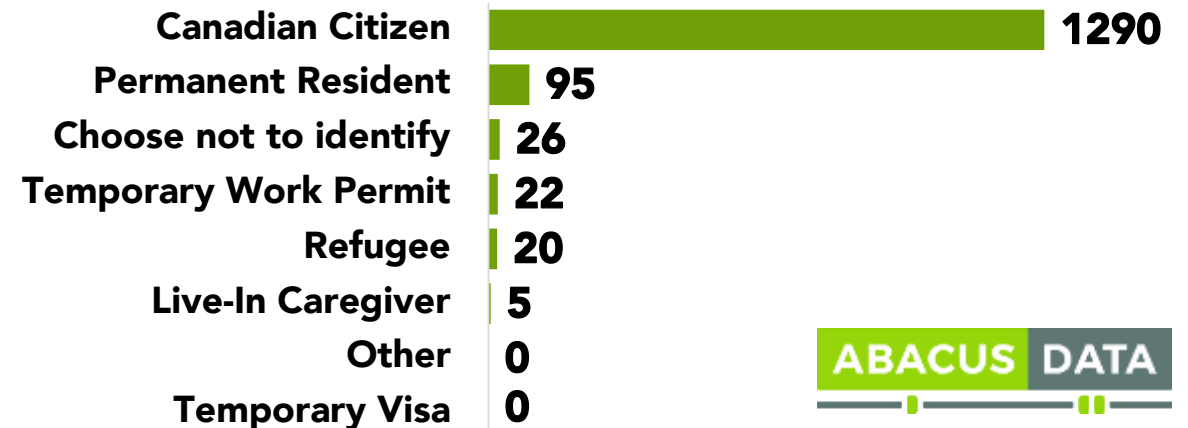
FRANCOPHONE



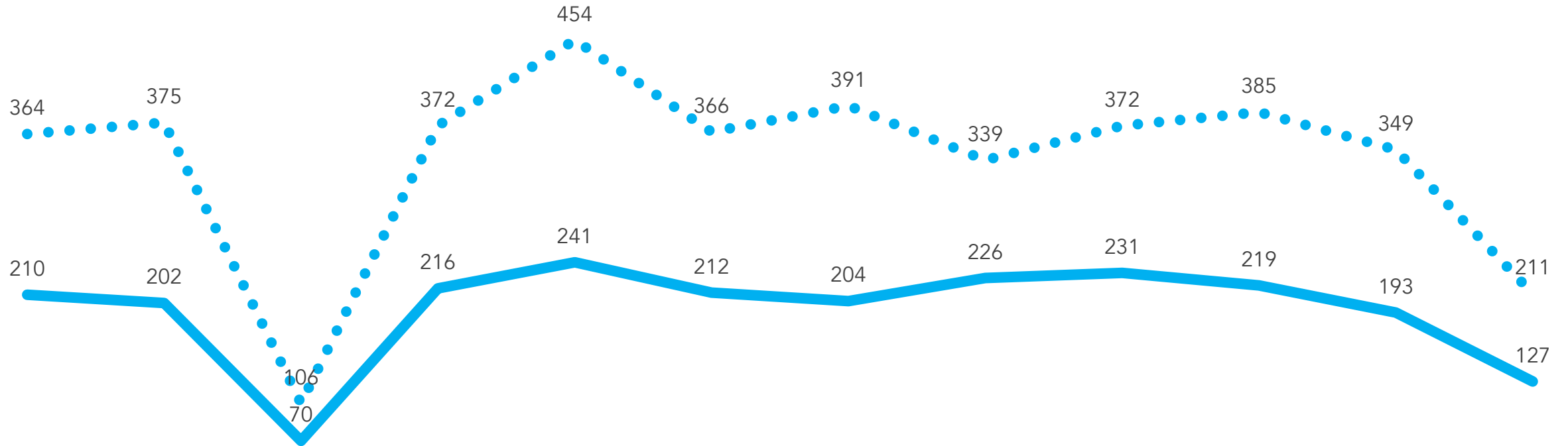
HERITAGE



CITIZENSHIP STATUS



2014 – TOTAL UNIQUE INDIVIDUALS

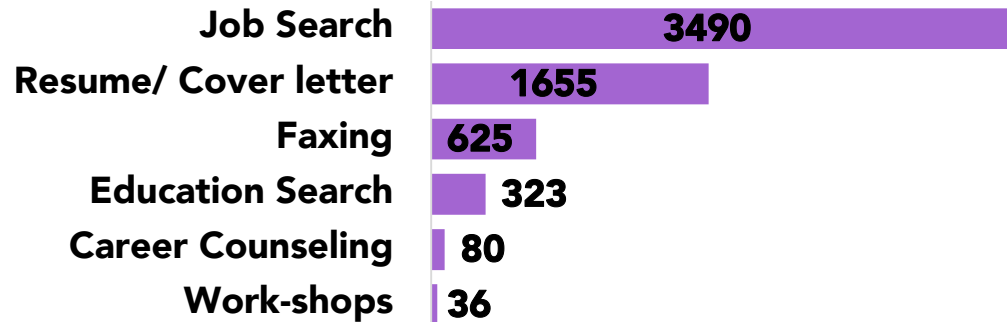


Jan-2014 Feb-2014 Mar-2014 Apr-2014 May-2014 Jun-2014 Jul-2014 Aug-2014 Sept-2014 Oct-2014 Nov-2014 Dec-2014

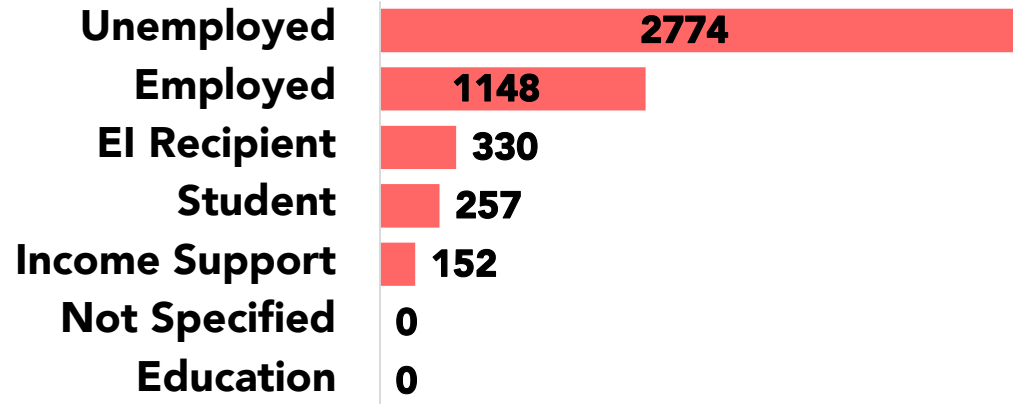
●●● TOTAL VISITS — TOTAL UNIQUE

DEMOGRAPHICS – 2015

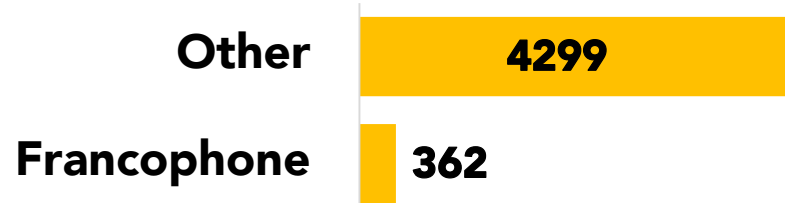
TASK



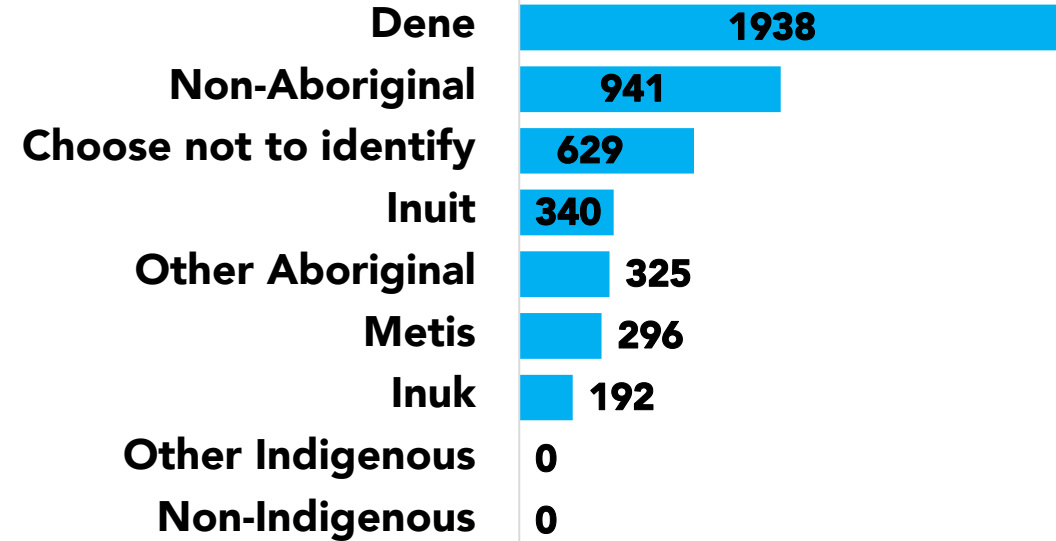
CATEGORY



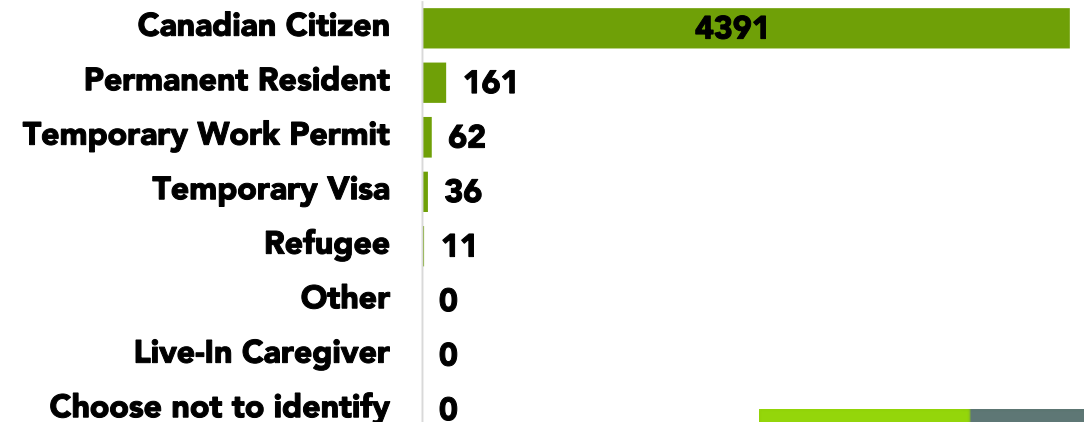
FRANCOPHONE



HERITAGE

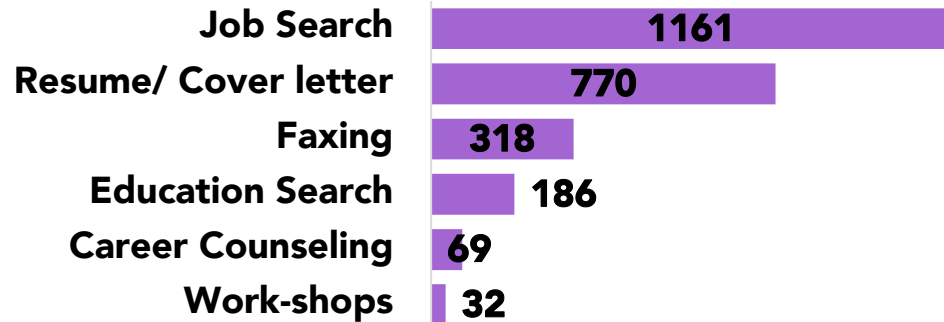


CITIZENSHIP STATUS

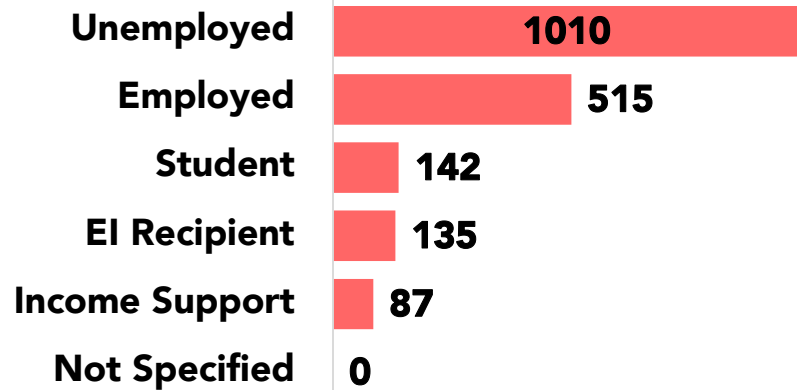


I. 2015 UNIQUE VISITOR OVERVIEW: DEMOGRAPHICS

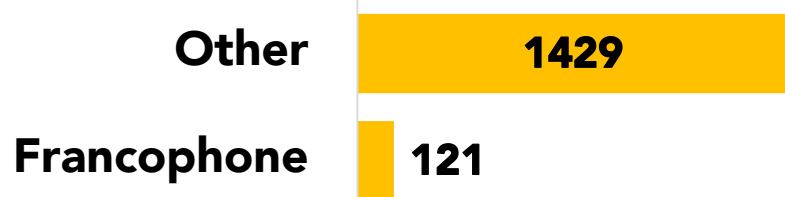
SERVICE



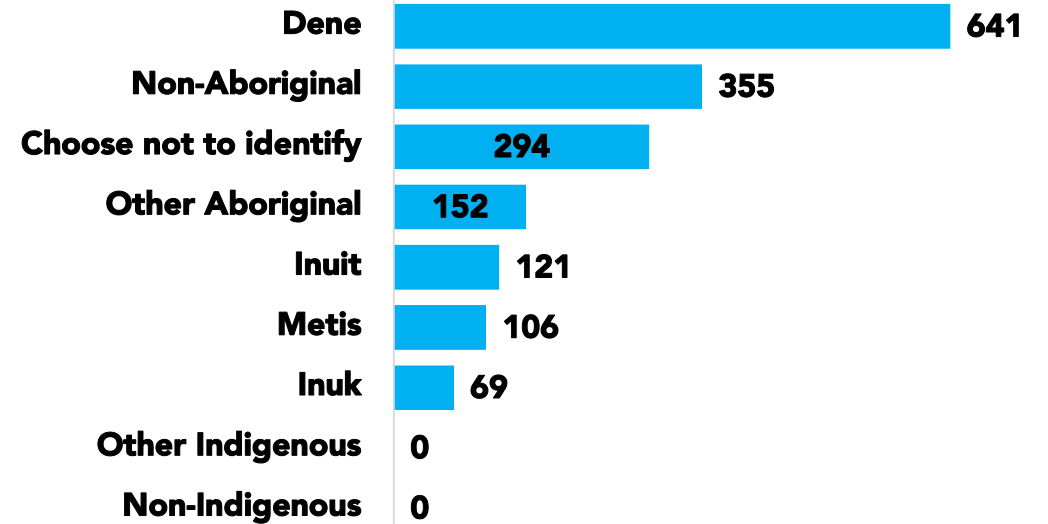
CATEGORY



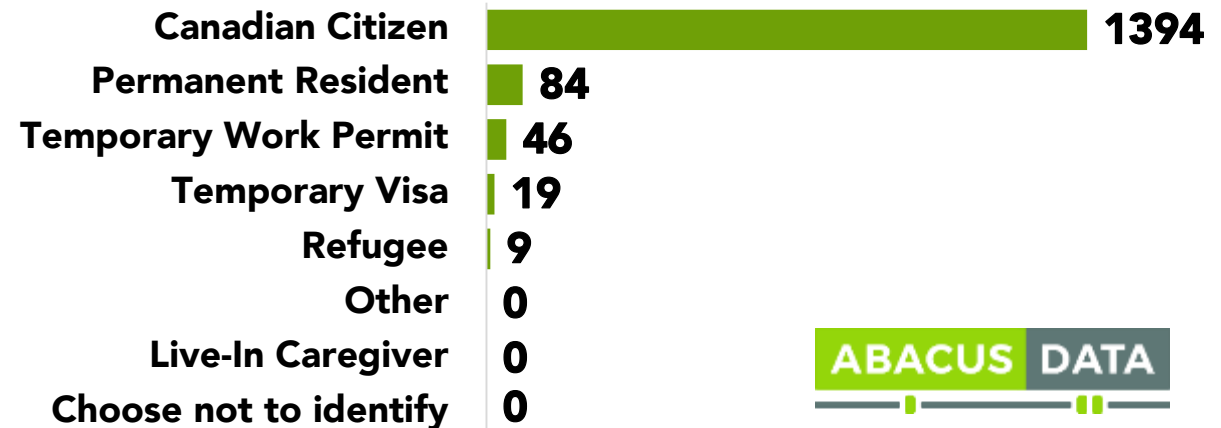
FRANCOPHONE



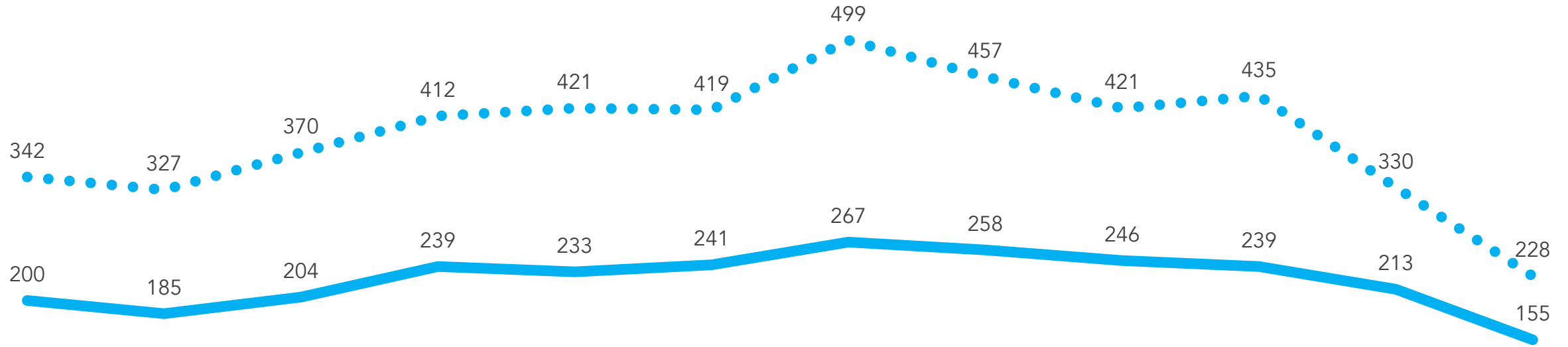
HERITAGE



CITIZENSHIP STATUS



2015 – TOTAL UNIQUE INDIVIDUALS

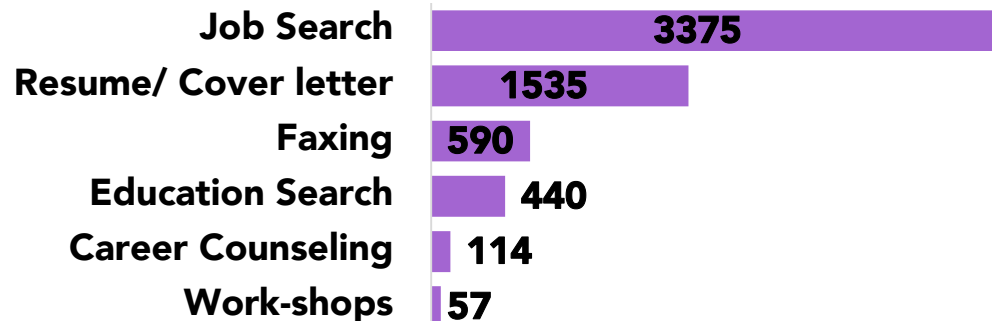


Jan-2015 Feb-2015 Mar-2015 Apr-2015 May-2015 Jun-2015 Jul-2015 Aug-2015 Sept-2015 Oct-2015 Nov-2015 Dec-2015

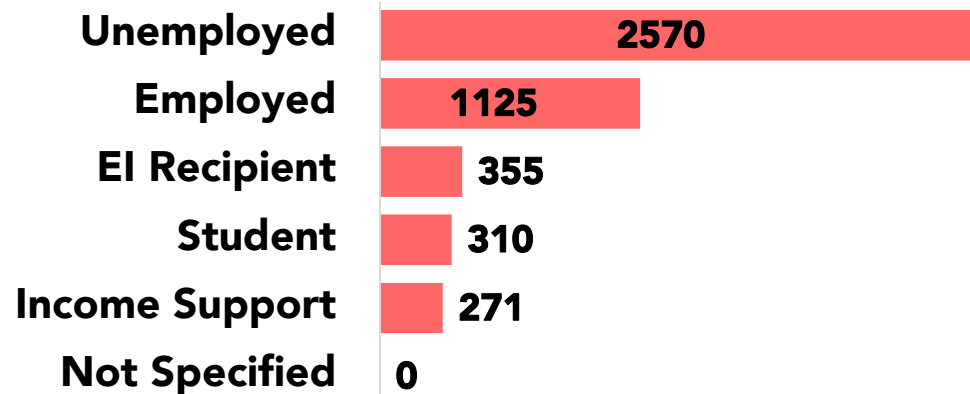
●●● TOTAL VISITS — TOTAL UNIQUE

DEMOGRAPHICS – 2016

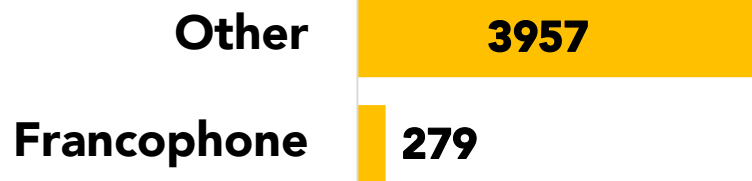
TASK



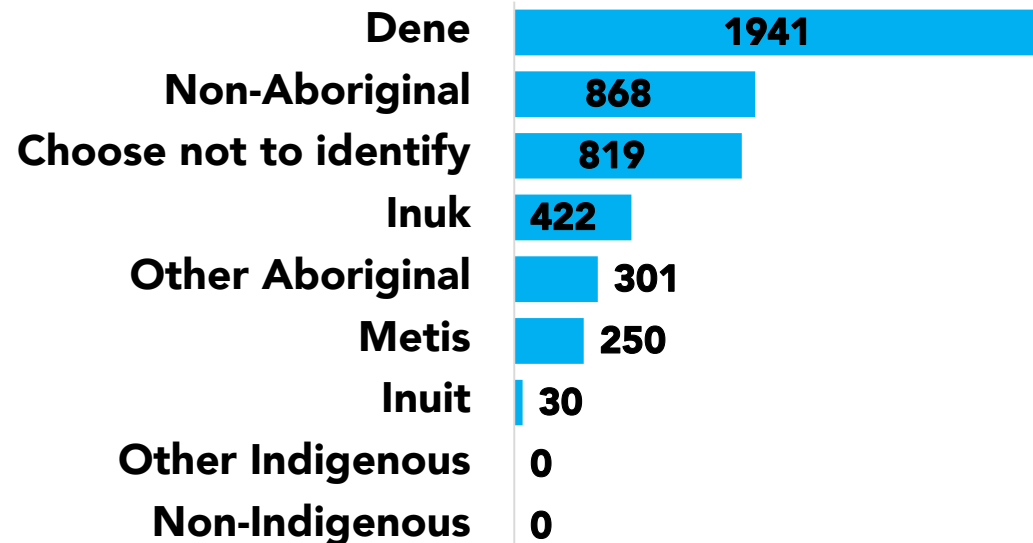
CATEGORY



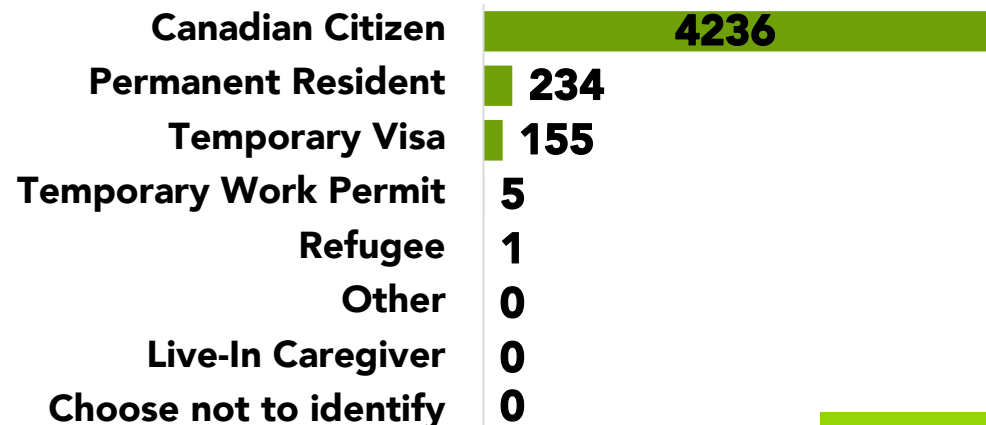
FRANCOPHONE



HERITAGE

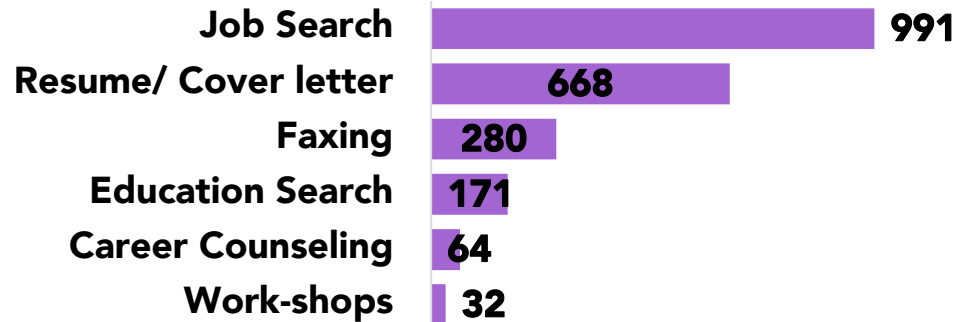


CITIZENSHIP STATUS

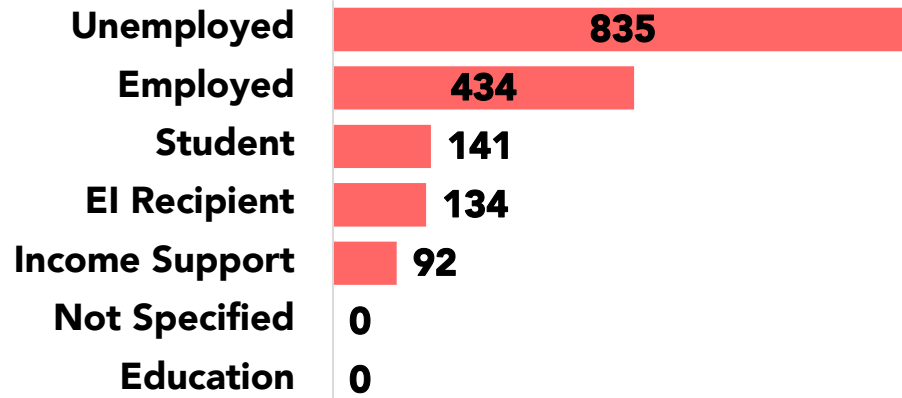


I. 2016 UNIQUE VISITOR OVERVIEW: DEMOGRAPHICS

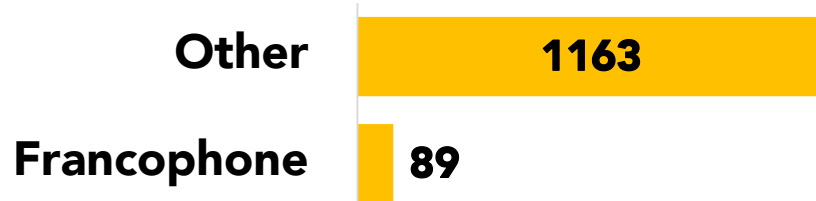
SERVICE



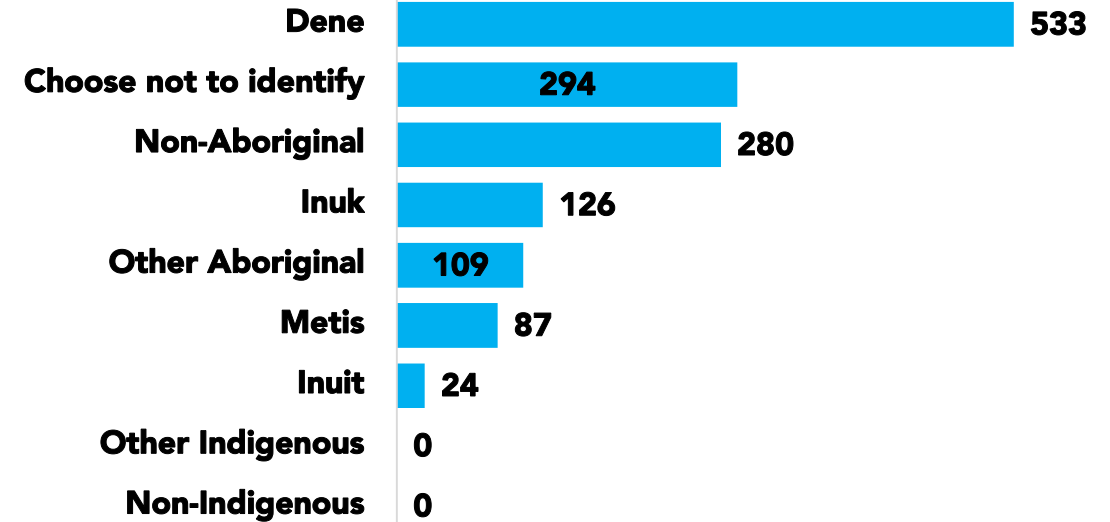
CATEGORY



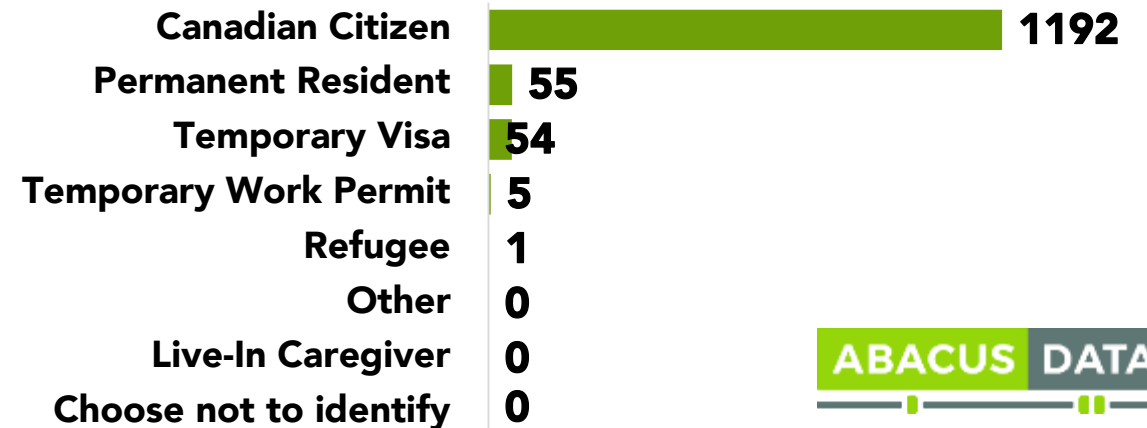
FRANCOPHONE



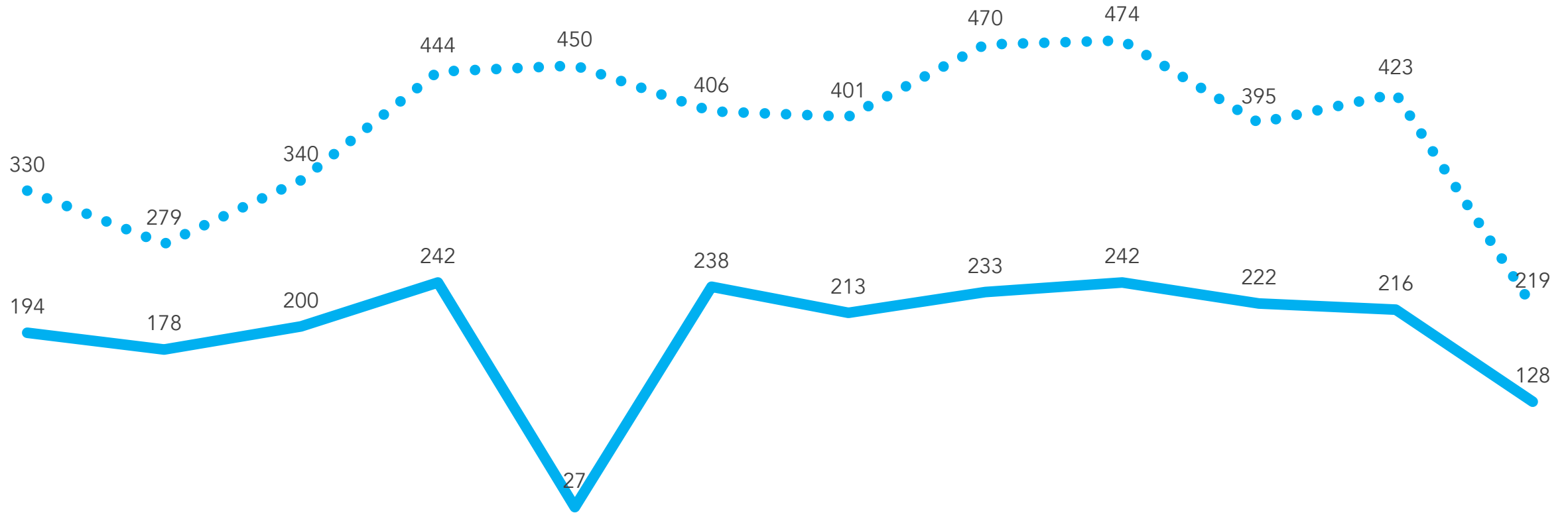
HERITAGE



CITIZENSHIP STATUS



2016 – TOTAL UNIQUE INDIVIDUALS

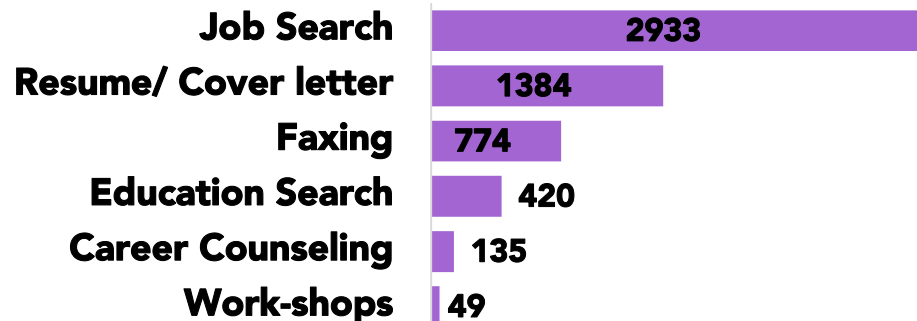


Jan-2016 Feb-2016 Mar-2016 Apr-2016 May-2016 Jun-2016 Jul-2016 Aug-2016 Sept-2016 Oct-2016 Nov-2016 Dec-2016

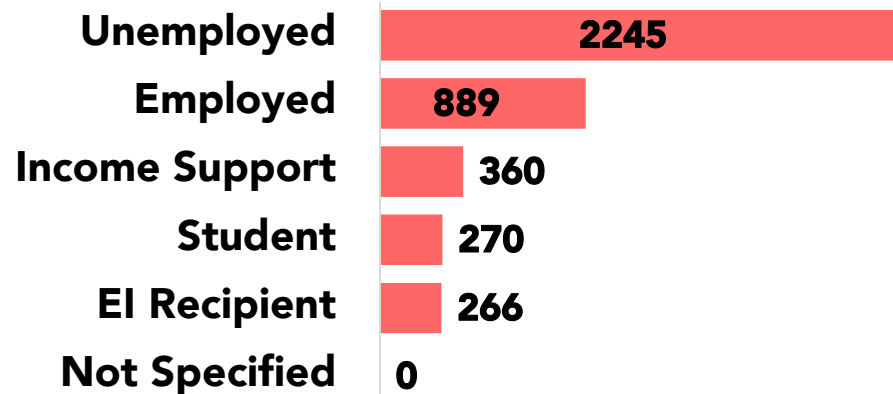
●●● TOTAL VISITS — TOTAL UNIQUE

DEMOGRAPHICS – 2017

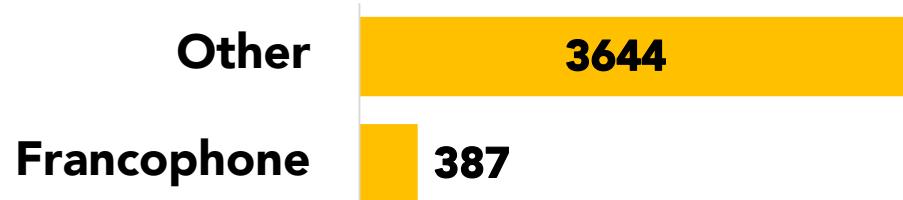
TASK



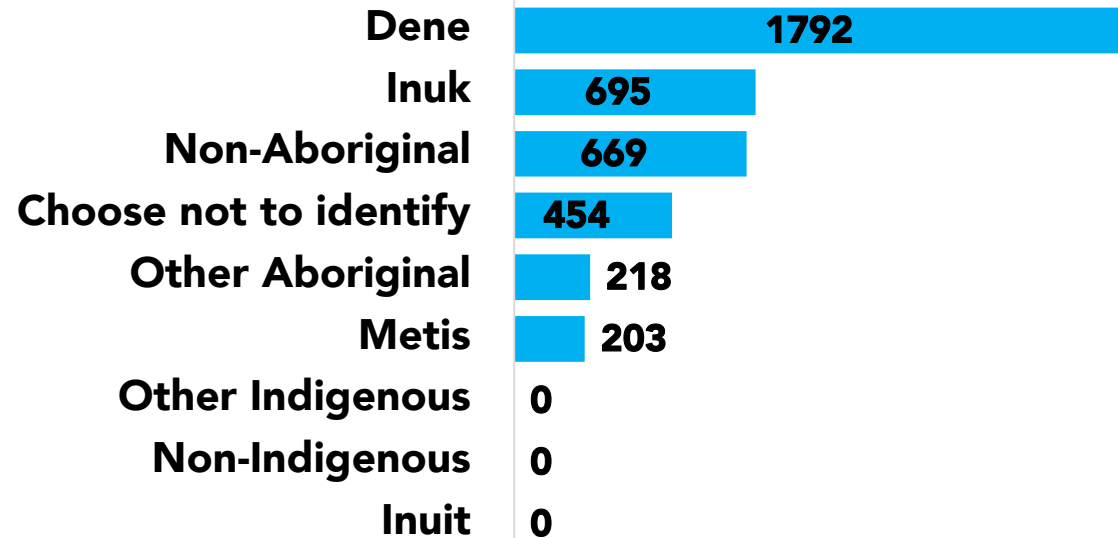
CATEGORY



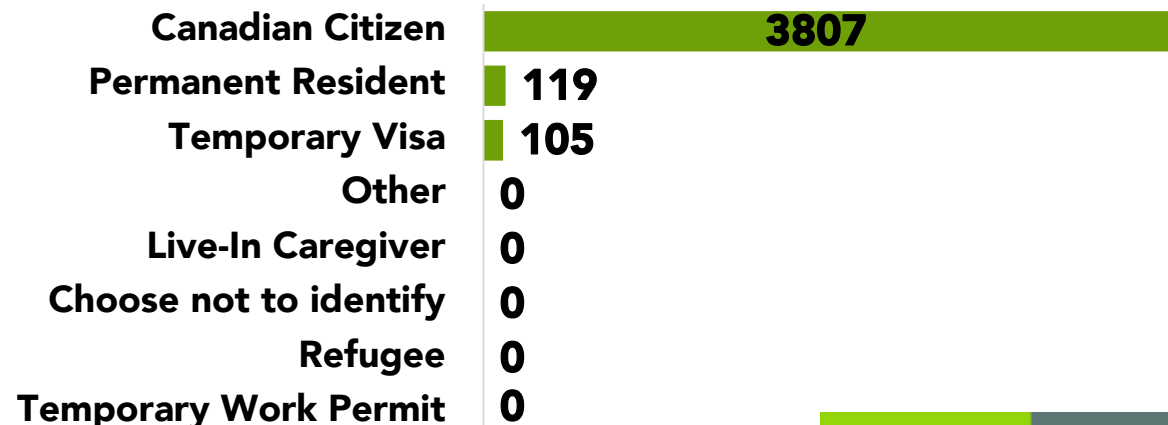
FRANCOPHONE



HERITAGE

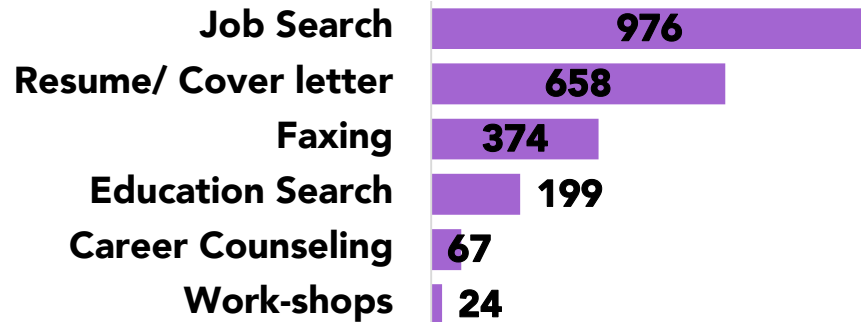


CITIZENSHIP STATUS

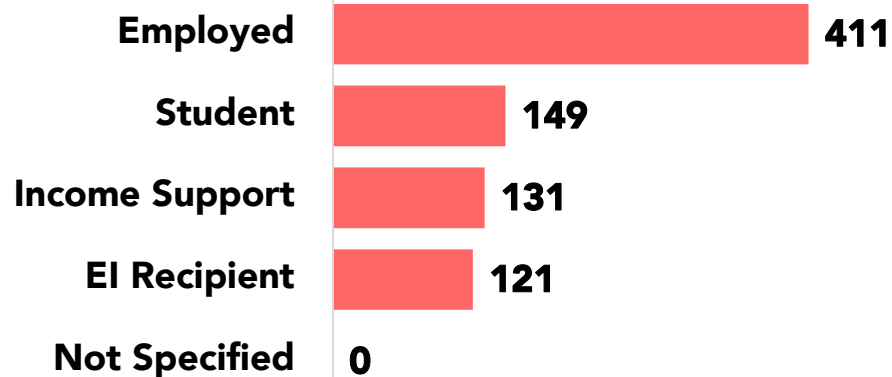


I. 2017 UNIQUE VISITOR OVERVIEW: DEMOGRAPHICS

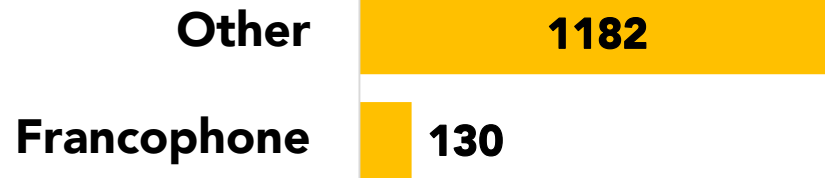
SERVICE



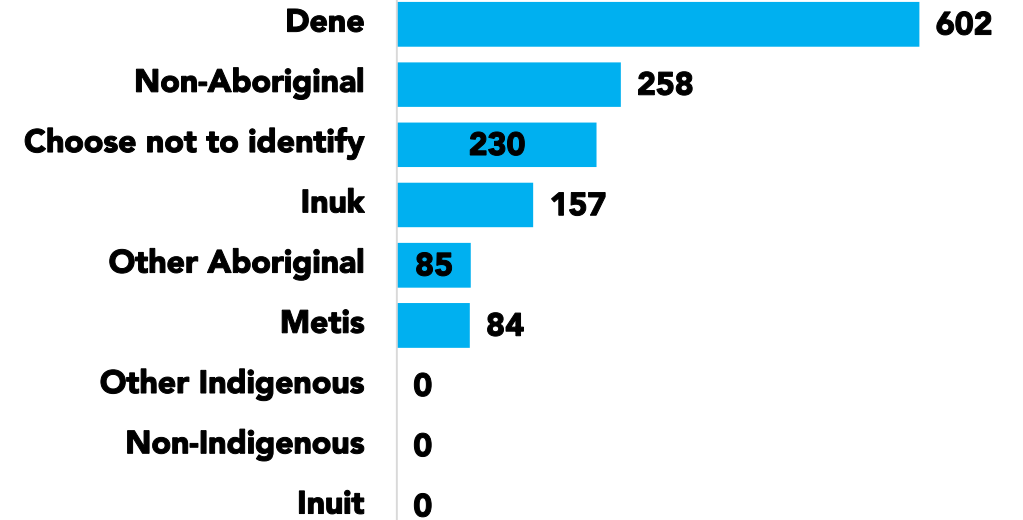
CATEGORY



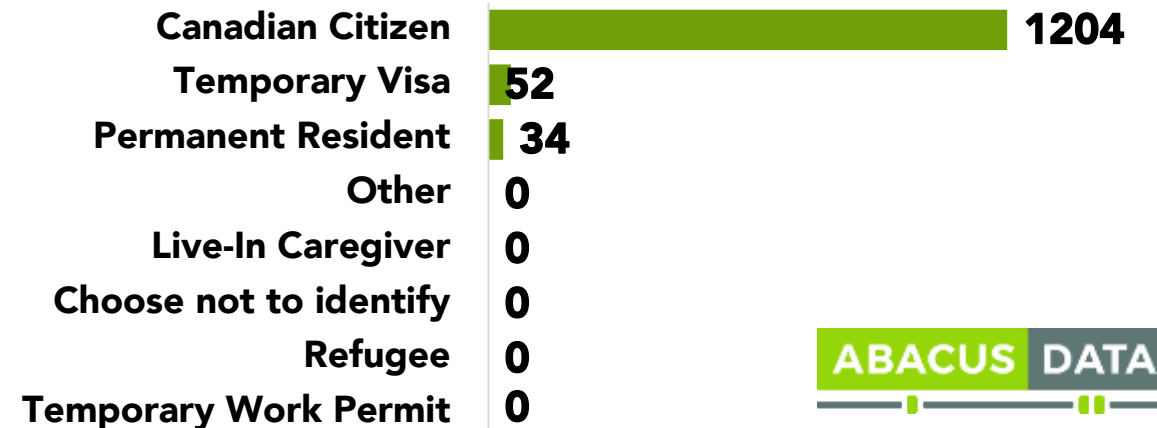
FRANCOPHONE



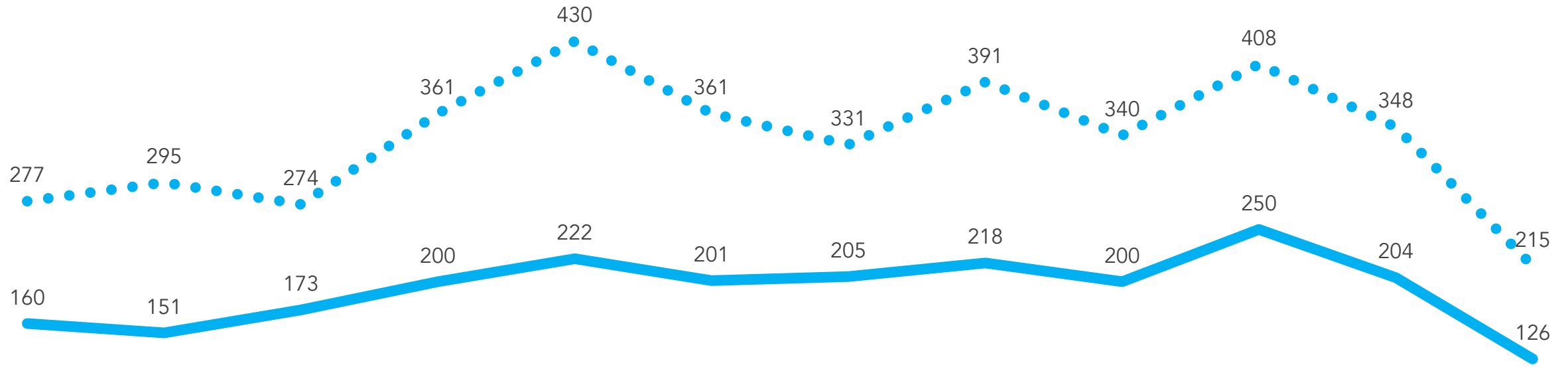
HERITAGE



CITIZENSHIP STATUS



2017 – TOTAL UNIQUE INDIVIDUALS

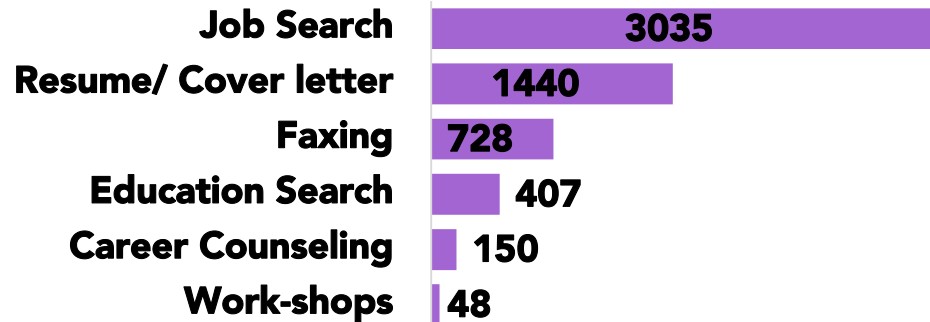


Jan-2017 Feb-2017 Mar-2017 Apr-2017 May-2017 Jun-2017 Jul-2017 Aug-2017 Sept-2017 Oct-2017 Nov-2017 Dec-2017

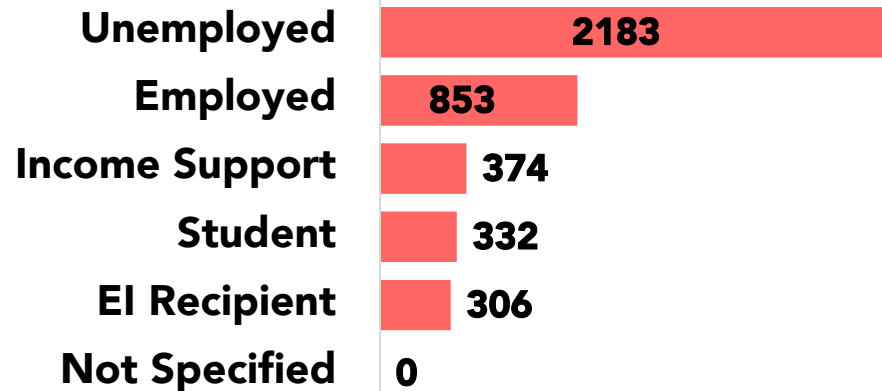
●●● TOTAL VISITS — TOTAL UNIQUE

DEMOGRAPHICS – 2018

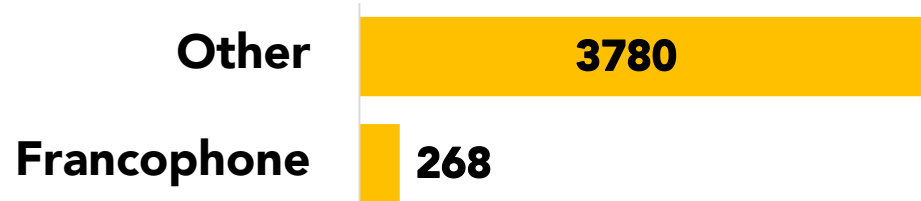
TASK



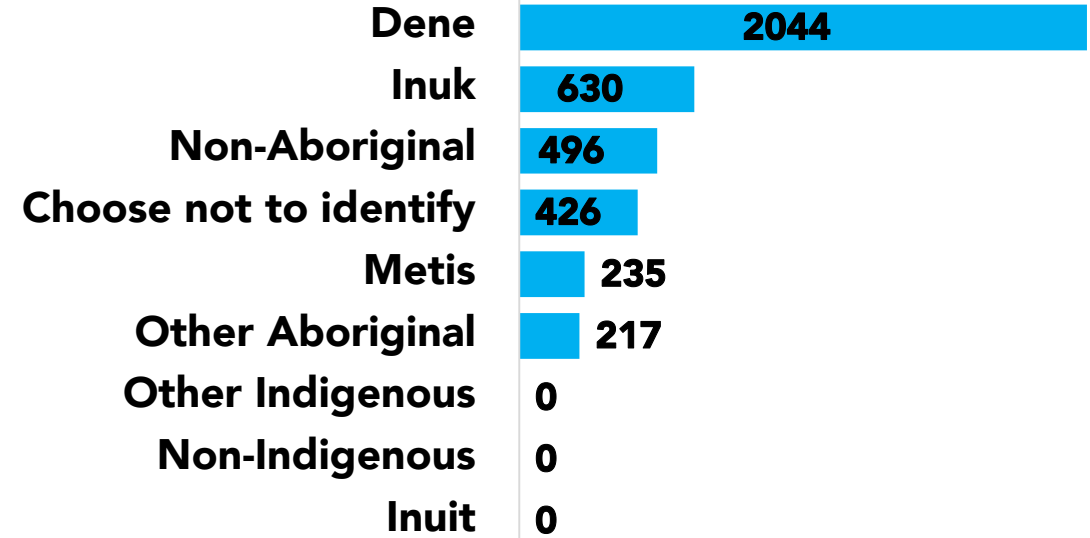
CATEGORY



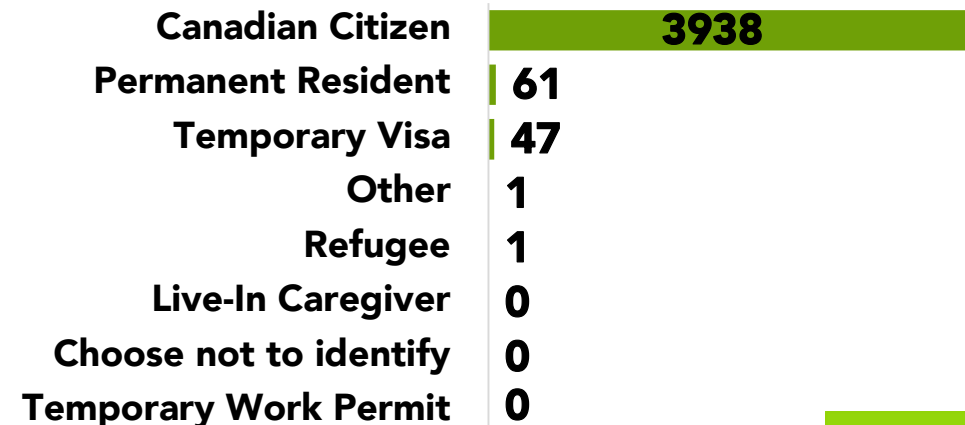
FRANCOPHONE



HERITAGE



CITIZENSHIP STATUS

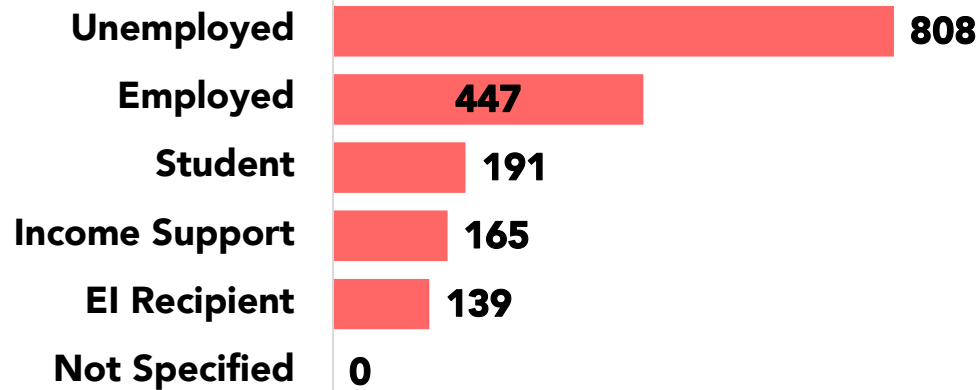


I. 2018 UNIQUE VISITOR OVERVIEW: DEMOGRAPHICS

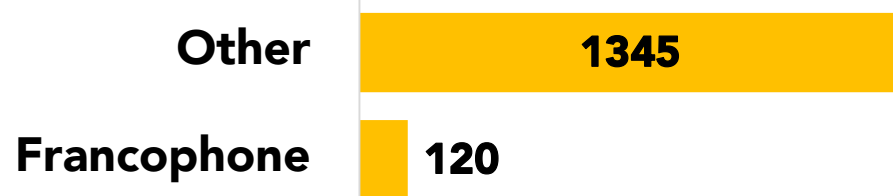
SERVICE



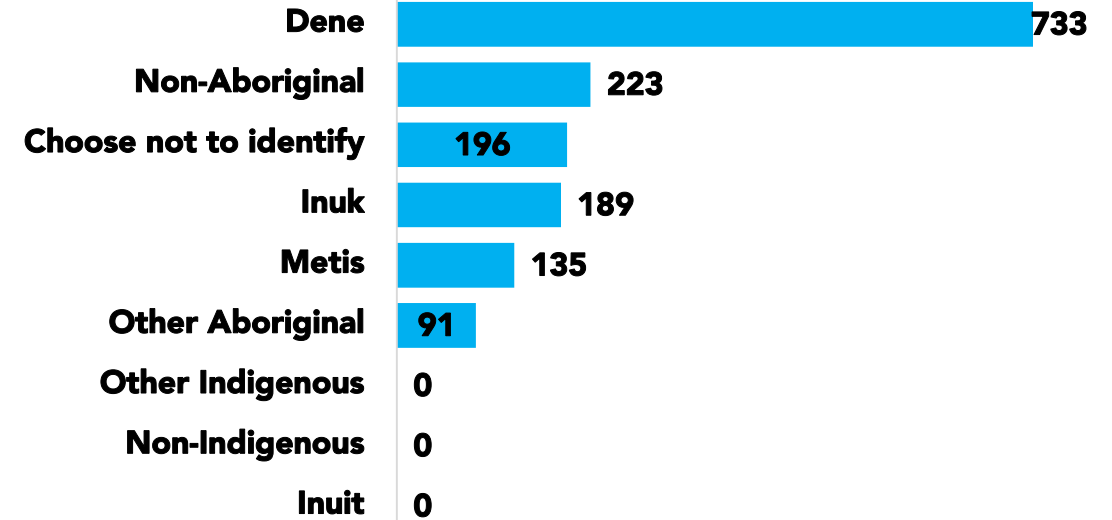
CATEGORY



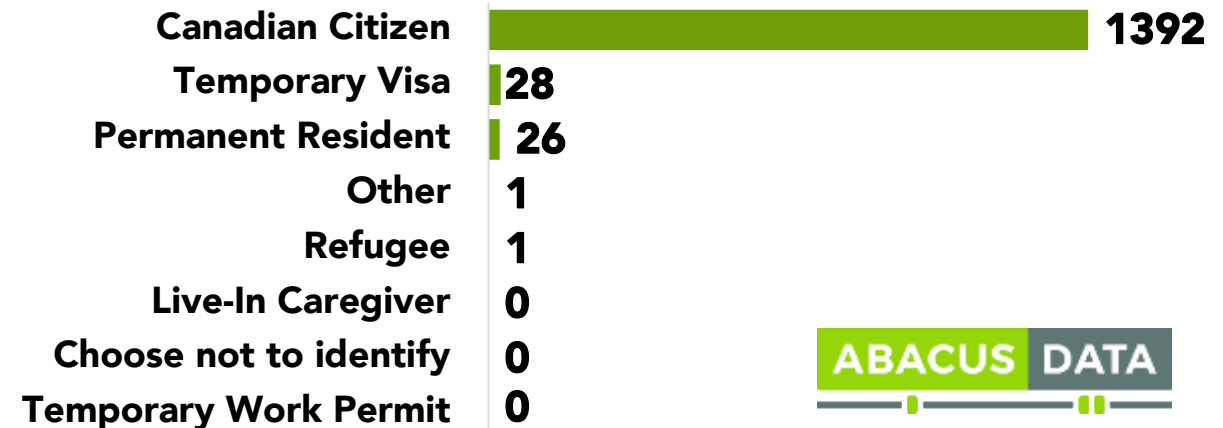
FRANCOPHONE



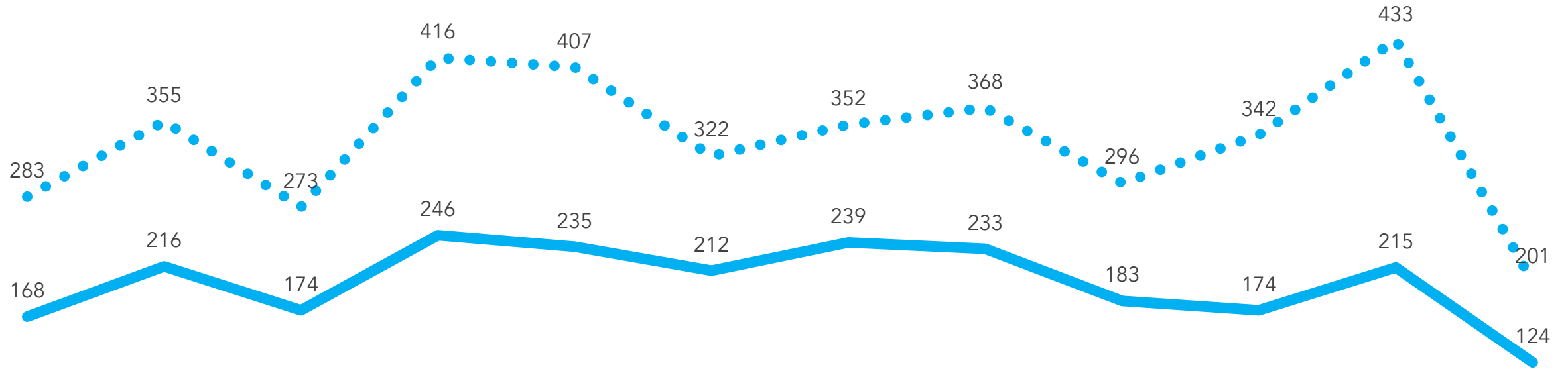
HERITAGE



CITIZENSHIP STATUS



2018 – TOTAL UNIQUE INDIVIDUALS

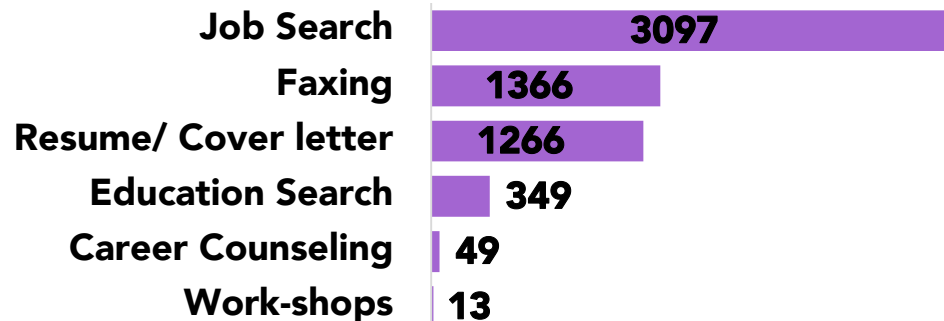


Jan-2018 Feb-2018 Mar-2018 Apr-2018 May-2018 Jun-2018 Jul-2018 Aug-2018 Sept-2018 Oct-2018 Nov-2018 Dec-2018

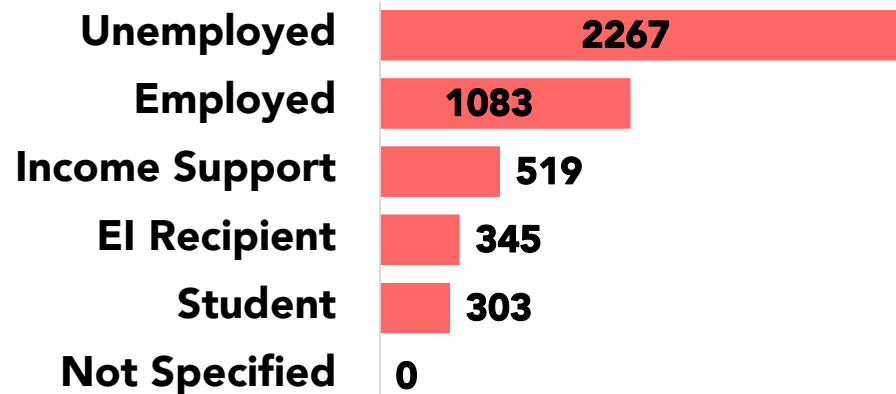
●●● TOTAL VISITS — TOTAL UNIQUE

DEMOGRAPHICS – 2019

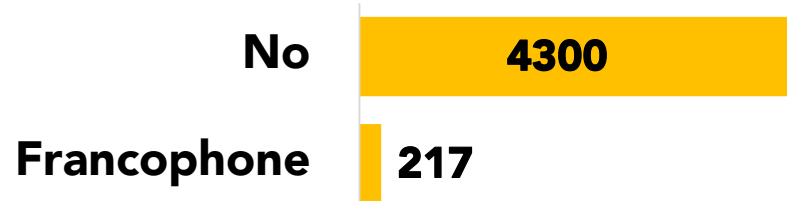
TASK



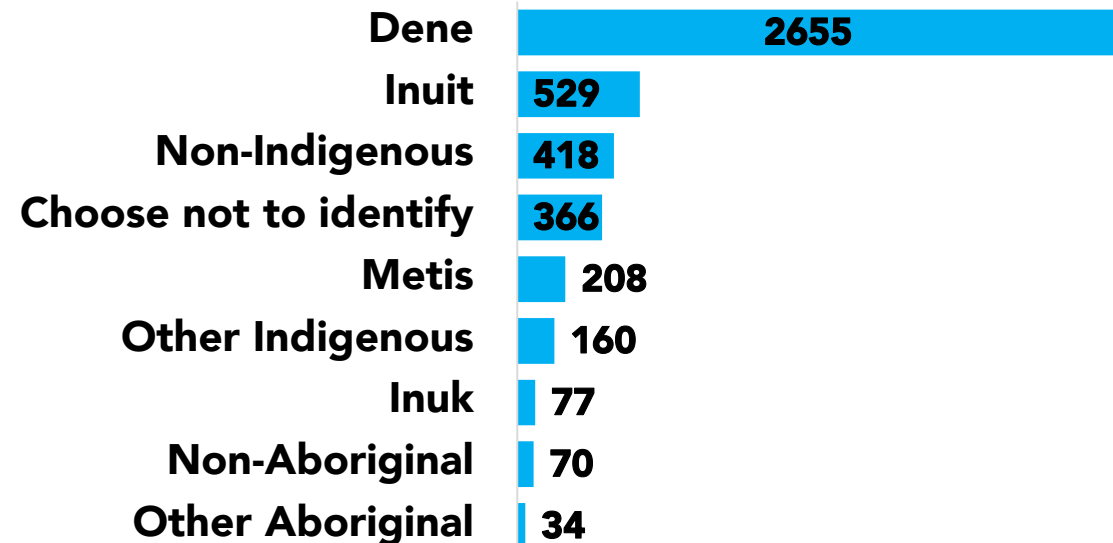
CATEGORY



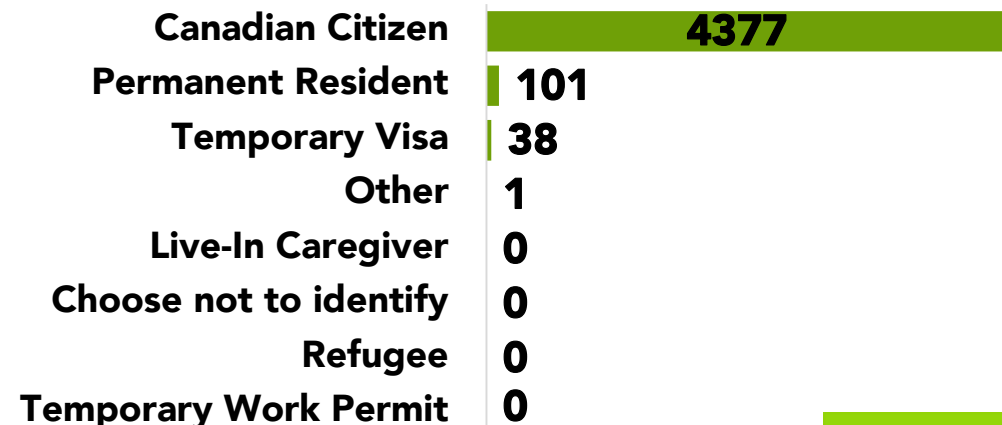
FRANCOPHONE



HERITAGE

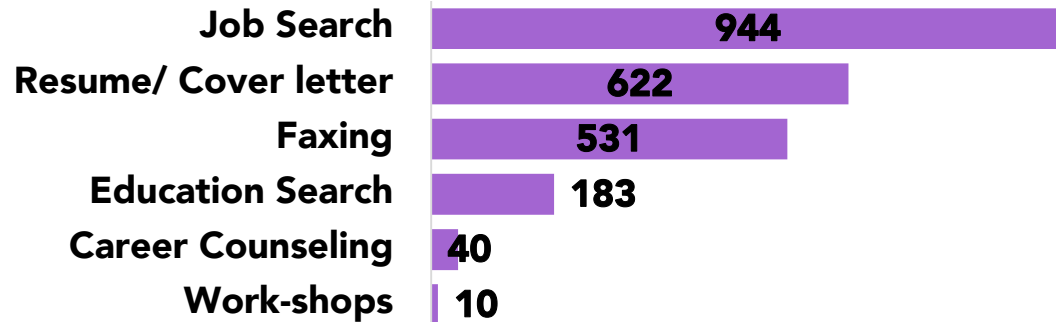


CITIZENSHIP STATUS

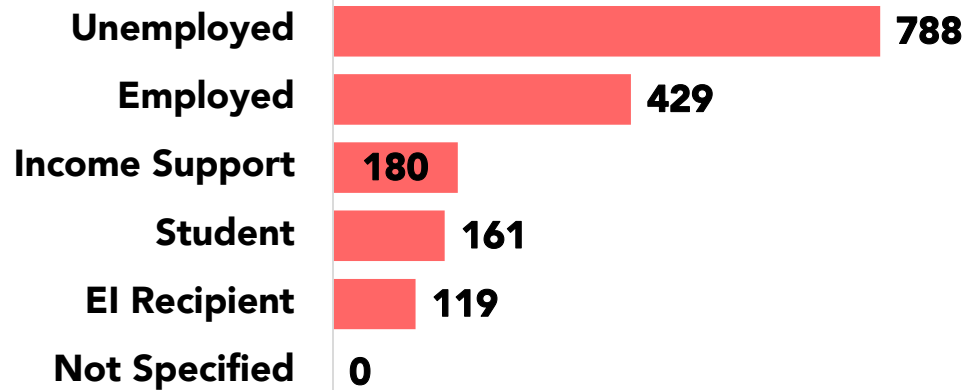


I. 2019 UNIQUE VISITOR OVERVIEW: DEMOGRAPHICS

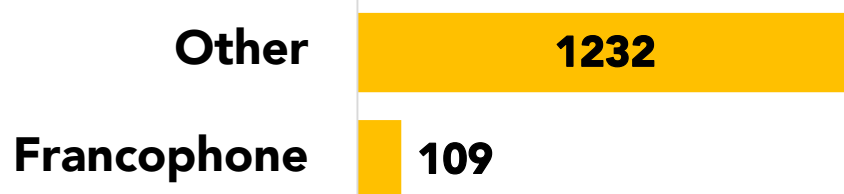
SERVICE



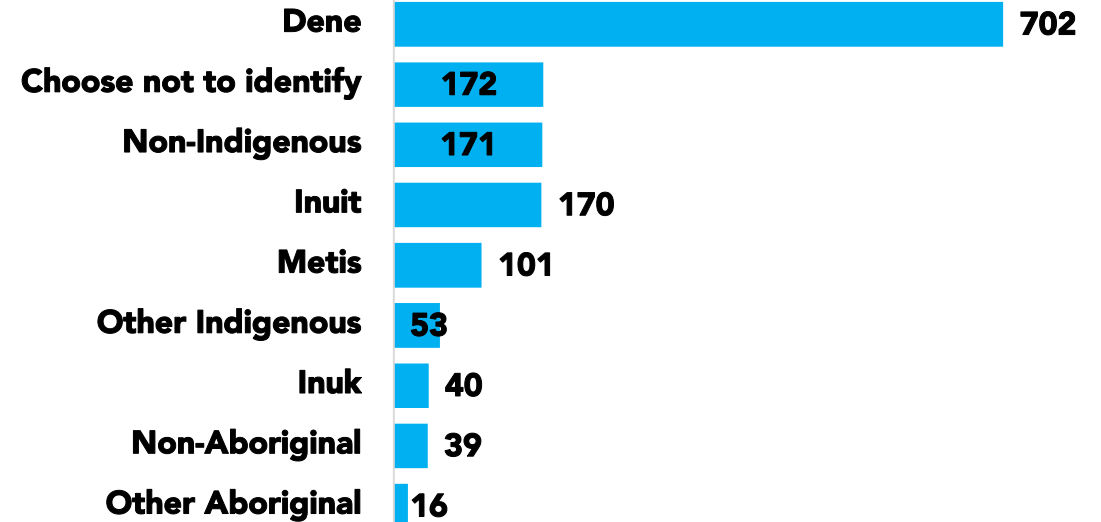
CATEGORY



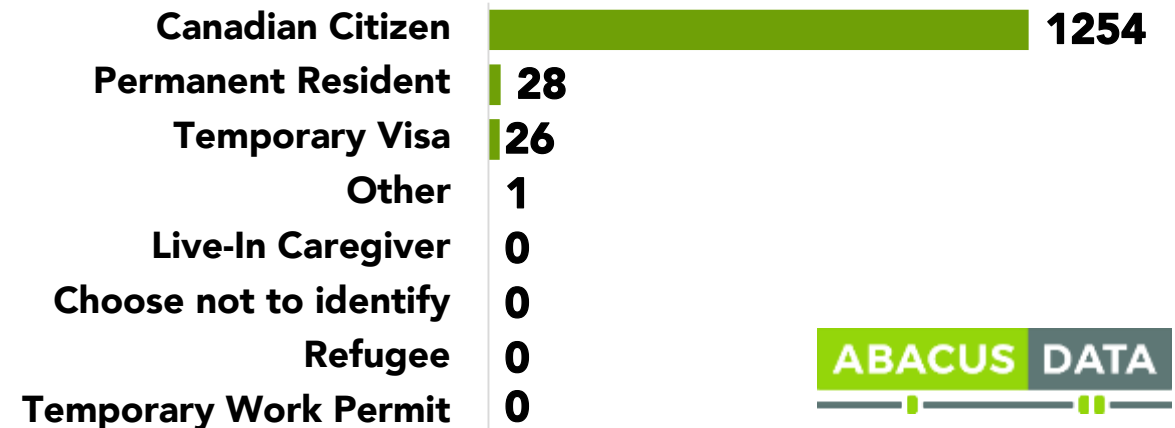
FRANCOPHONE



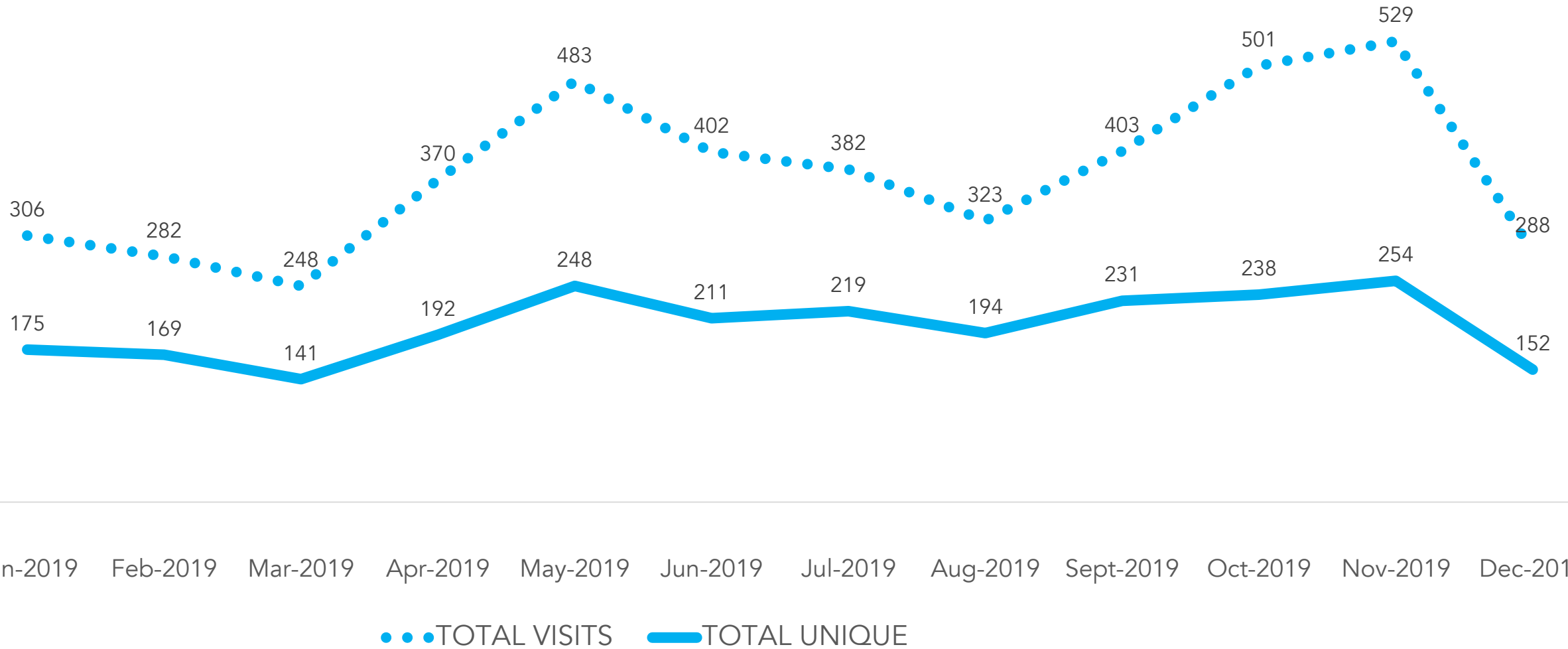
HERITAGE



CITIZENSHIP STATUS



2019 – TOTAL UNIQUE INDIVIDUALS



APPENDIX II. SERVICE USE BY DEMOGRAPHICS



HERITAGE

Row %	Job Search	Education Search	Work-shops	Resume/ Cover letter	Career Counseling	Faxing
Dene	76%	10%	1%	30%	2%	21%
Inuit	68%	4%	1%	43%	1%	19%
Inuk	72%	7%	2%	38%	6%	15%
Metis	70%	10%	1%	34%	1%	14%
Non-Aboriginal	70%	8%	1%	38%	3%	13%
Non-Indigenous	67%	6%	1%	38%	3%	35%
Other Aboriginal	78%	8%	2%	40%	4%	16%
Other Indigenous	61%	3%	0%	39%	1%	35%
Choose not to identify	71%	8%	2%	35%	3%	15%

STATUS

Row %	Job Search	Education Search	Work-shops	Resume/ Cover letter	Career Counseling	Faxing
Canadian Citizen	74%	8%	1%	34%	2%	18%
Permanent Resident	74%	11%	2%	39%	5%	17%
Temporary Visa	55%	17%	4%	34%	3%	9%
Temporary Work Permit	65%	6%	7%	29%	2%	13%
Refugee	64%	8%	0%	42%	2%	16%
Choose not to identify	65%	6%	0%	16%	0%	10%
Live-In Caregiver	100%	0%	0%	83%	0%	0%
Other	0%	0%	0%	50%	0%	50%

FRANCOPHONE

Row %	Job Search	Education Search	Work-shops	Resume/ Cover letter	Career Counseling	Faxing
No	73%	8%	1%	34%	2%	18%
Yes	74%	8%	2%	37%	4%	15%
