



Canadian  
Chamber of  
Commerce

Chambre de  
Commerce  
du Canada



Business  
Data Lab

Laboratoire de données  
sur les entreprises

# User Guide

## Workplace Mobility Dashboard



November 2022



## About the Dashboard

The Workplace Mobility is a dashboard designed, implemented and managed by the Business Data Lab team at the Canadian Chamber of Commerce. It allows various stakeholders, including Canadian firms and businesses of various size, geography and industry to:

- Collocate in-office mobility data across Canada - **ten provinces, three territories, 155 major census metropolitan areas and 55 downtown cores**. In-office mobility is defined by the proportion of households who have registered physical presence in-office since January 2020 (pre-pandemic).
- Compare and contrast mobility **rates, rankings** and **potential drivers** for a desired period.
- Provide a public tool to track data trends for in-office mobility across two geographic areas and gain some insights as to how these patterns shift over time.

## SEARCH FOR WORKPLACE MOBILITY LOCATIONS OF INTEREST

From the Business Data Lab's main dashboard landing [page](#), you can customize all the results for your locations of interest.

The image shows a search filter interface with the following elements:

- Select province or territory:** A dropdown menu with "All" selected.
- Select city:** A dropdown menu with "All" selected.
- Frequency:** A dropdown menu with "Monthly" selected.
- Date Filter:** A date range selector showing "1/1/2020" and "9/19/2022" with calendar icons. Below the dates is a horizontal timeline bar.
- Refresh:** A circular refresh icon on the right side.



**Step 1.** Select your desired province/territory or city from the respective drop-down menus. Click the desired box. City selection is available for downtown cores and broader census metropolitan areas (CMAs).

The image shows two screenshots of selection menus. The left screenshot shows a dropdown menu titled 'Canada' with a search bar and a 'Select all' checkbox. The 'Canada' option is selected with a checkmark. Other options include Newfoundland and Labrador, Prince Edward Island, Nova Scotia, New Brunswick, and Quebec. The right screenshot shows a dropdown menu titled 'Select city' with a search bar and a 'Select all' checkbox. The 'Ottawa - Gatineau' option is selected with a checkmark. Below it, two sub-options are also selected: 'Ottawa - Gatineau, Ontario/...' and 'Ottawa, Ontario (Downtown)'. Other options include Ontario, Barrie, and Belleville.

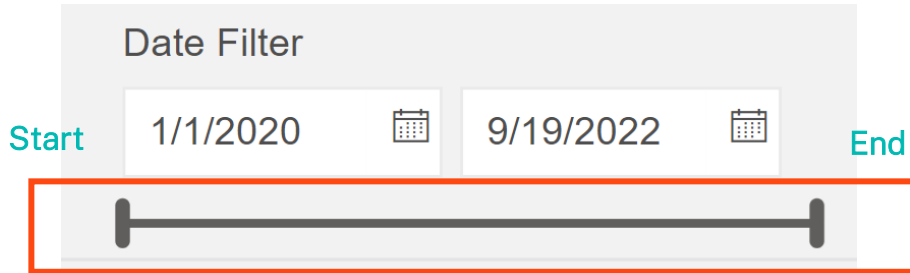
**Step 2.** There are two options for the data frequency. The default section is monthly, but these data are also available on a weekly basis. Set the data filter to match the start date (left) and end date (right) for your period. In this release, data begins in January 2020 and ends in September 2022. The dashboard will be updated monthly going forward with the latest-available data.

The image shows a dropdown menu titled 'Frequency' with a search bar and an upward arrow. The 'Monthly' option is selected with a radio button. The 'Weekly' option is also visible but not selected.

The image shows a 'Date Filter' section with a search bar and a diamond icon. It contains two date input fields: '1/1/2020' and '9/19/2022', each with a calendar icon to its right.

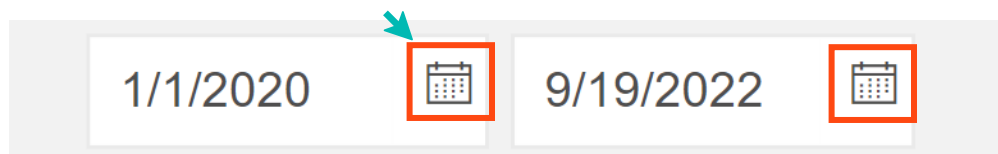


### **Option 1: Use the sliding scale**

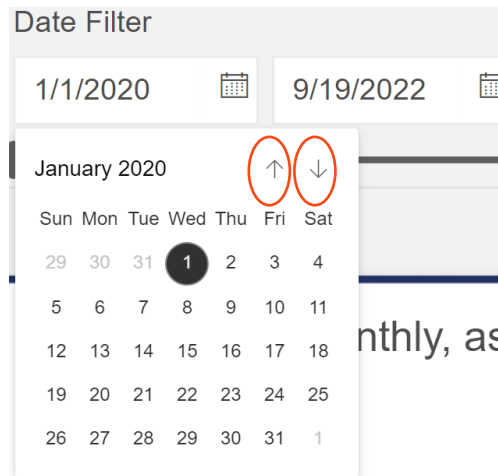


To use this slicer, click on respective end of the scale to slide the bar. The left side is for the start date; the right side is for the end date.

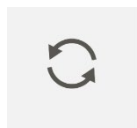
### **Option 2: Using the calendar function**



You can also adjust start and end dates by clicking on the calendar icons. Click on the up and down arrows in the calendar drop-down to adjust months.



**Step 3.** At any time, you can reset all selections using the filter reset button.





## NAVIGATING MAP AND RANKING BAR GRAPH OUTPUT

The Workplace Mobility dashboard offers five graphic and data outputs:

1. **Canada Map**
2. **Rankings**
3. **Time Series Charts**
4. **Demographic Comparisons**
5. **Employment Shares by Industry**

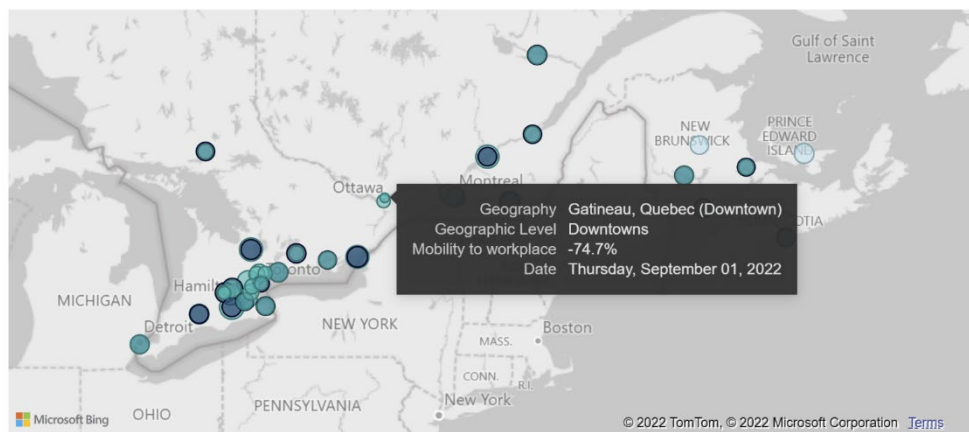
After Steps 1–2, the dashboard automatically produces the outputs for your location selection.

### Map

The map shows a graphical depiction for the percentage change in Workplace Mobility during the pandemic for various locations. Directly below the map header are “radio buttons” to select your level of geography (Canada, Provinces/Territories, Census Metropolitan Areas (CMAs) and Downtowns).

#### Map

● Canada ● Provinces/Territories ● CMAs\* ● Downtowns



\*CMAs = Census Metropolitan Areas

To see summary stats of specific geographies, hover over the coloured data points on the map to reveal additional information including geography level (i.e., downtown, CMA), mobility to workplace changes and the latest datapoints.



## Rankings

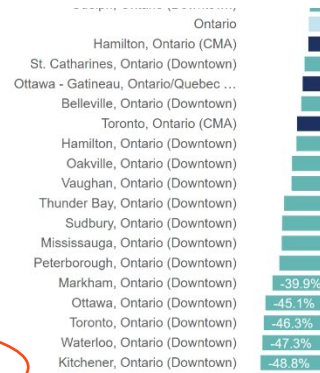
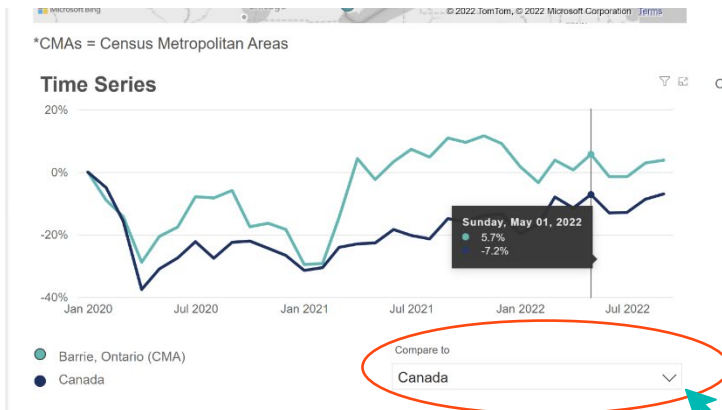
Rankings show your selection for Province/Territory or City compared to all others within the same geographic level, ranked in descending order.

## Rankings



## USING THE TIME SERIES CHART

The time series chart allows you to see how workplace mobility has changed over the pandemic. The default comparison for your selection is Canada's national data.



Compare to

Canada

Search

- Canada
- Newfoundland and Labrador
- St. John's, Newfoundland and Labrad...
- St. John's, Newfoundland and Labrad...
- Prince Edward Island
- Nova Scotia
- Halifax Nova Scotia (CMA)

However, you can also compare your choice to any other location using the dropdown menu.

Your selection will impact: Demographic Comparison and Employment Shares by Industry.



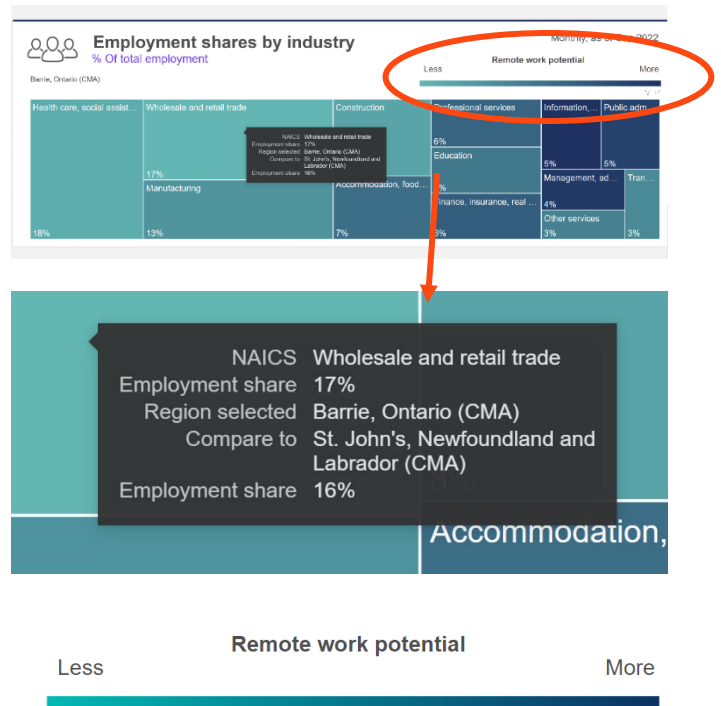
## DEMOGRAPHIC COMPARISONS

The demographic comparisons allow you to contrast several demographic characteristics, such as: age, household income, education, workplace location and commuting modes to work. The data labels present shares of the respective population in primary (denoted in teal) and secondary choices (denoted in indigo) for each category.

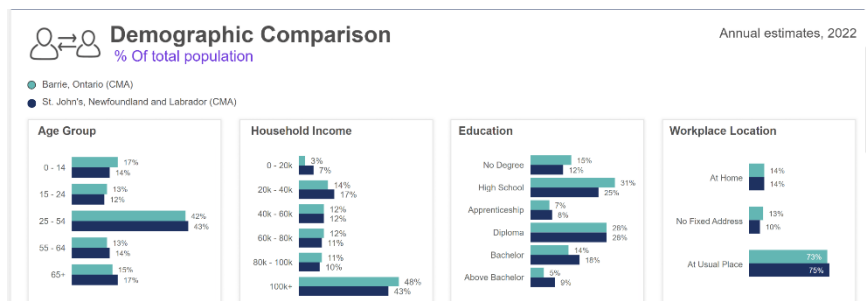
## EMPLOYMENT SHARES BY INDUSTRY

Employment shares are shown by industry for your primary choice of province/territory or city. When you hover over an industry, the following data will appear:

- **NAICS:** denoting the North American Industry Classification System (two-digit levels are reported).
- **Employment share:** share of workforce in each industry for your primary choice of province/territory or city.
- **Region selected:** your primary choice of province/territory or city.
- **Compare to:** secondary comparator (default Canada, unless selecting otherwise).
- **Employment share:** share of workforce in that industry for your comparator/Canada.



Remote work potential provides an indicator of the likelihood a specific industry in region selected has for remote work relative to other regions in Canada.





## Appendix: Methodology and Data Definitions

### BDL Background

Launched in February 2022, the Canadian Chamber of Commerce Business Data Lab provides future-focused, real-time data and insights for companies of all sizes, sectors and regions of the country.

### Objectives of the Study

In this report, the Canadian Chamber of Commerce Business Data Lab (BDL) analyzes changes in mobility patterns across Canada since the start of the pandemic. Our data set includes results for Canada, 13 provinces and territories, 153 unique Census Metropolitan Areas (CMAs) and 55 Downtowns (based on geographic definitions developed by Statistics Canada 2021a).

### Data Sources

Mobility and demographic results are BDL calculations using Environics Analytics' WorkplaceNow and DemoStats datasets. WorkplaceNow is a monthly released data set that provides estimates of the number of workers and days worked at employment locations. Detailed estimates for all levels of Census geography allow users to see trends in employment districts, cities, regions, and user-defined geographies like trade areas. Current data can be compared with any other period, back to 2019 to put occupancy levels in perspective. Mobility data are collected weekly from January 2020 to September 2022. Demographic estimates are annuals for 2022. Employment data by industry use Statistics Canada's Labour Force Survey Tables 14-10-0022 and 14-10-0379. Remote work potential by industry uses Statistics Canada, 2021b.

### Key Concepts

"Mobility to workplaces" quantifies broad patterns using aggregated, anonymous, privacy-compliant, location-enabled, mobile devices crossing pre-defined downtown and CMA boundaries to travel to workplaces. Pre-pandemic mobility for the adult population (age 15+) is benchmarked to activity averaged over January 2020 for monthly data, and January 6-12, 2020, for weekly data. We calculate percent changes relative to these benchmarks, on a weekly and monthly basis, for each CMA and downtown region. We apply geographic analysis, time-series, scatter plots and regressions in conjunction with demographic and employment data to better understand the key drivers of mobility patterns.

### Definitions

**Census Metropolitan Area (CMA):** A larger area consisting of one or more neighbouring municipalities situated around a downtown core.

**Downtown:** A smaller geographic unit composed of one or more adjacent dissemination blocks. Downtown core areas encompass the highest job density based on the place of work information.

**Mobility Changes:** Percentage change in the number of households who have resumed travel to workplaces as of September 2022, compared with pre-pandemic levels of mobility (January 2020). Here, 0% signals no change in mobility relative to the start of the pandemic. A positive number represents an increase in percentage of households aged 15 years+ travelling to workplaces in September 2022 as compared with pre-pandemic. Conversely, a negative number indicates a decreased mobility to workplaces.