

# LEAF RAPIDS AND REGION

## Economic Profile

This report contains demographic, job and business data.

The data in this report and the analysis provide basic information about the economy of the region in order to inform the strategic economic development initiatives of regional stakeholders. This report, in and of itself, does not advocate for one course of action over another.

This report uses Statistics Canada Census and National Household Survey and Canadian Business Patterns data. None of these sources consider the location of labour or the quality of the businesses in the region.

The data in the report covers what is referred to as the Leaf Rapids Self-contained Labour Area (SLA). It includes the:

- *Town of Leaf Rapids*
- *Pukatawagan First Nation*
- *Brochet First Nation*
- *Lac Brochet First Nation*
- *Granville Lake First Nation*
- *South Indian Lake First Nation*

## TABLE OF CONTENTS

<b>1.0</b>	<b>Population</b> .....	<b>2</b>
	Figure 1: Population Growth 1991 - 2016 .....	2
<b>2.0</b>	<b>Jobs By Industry Sector</b> .....	<b>3</b>
	Figure 2: Jobs by Industry Sector .....	3
<b>3.0</b>	<b>Job Change By Industry Sector</b> .....	<b>4</b>
	Figure 3: Job Change by Industry Sector, 2016 .....	4
	Figure 4: Real and Percentage Job Change by Industry Sector, 2016 .....	5
<b>4.0</b>	<b>Jobs By Occupation</b> .....	<b>6</b>
	Figure 5: Jobs by Occupation 2016 SLA and Manitoba .....	6
	Figure 6: Top Twelve Jobs by Occupation 2016 .....	7
<b>5.0</b>	<b>Business by Industry Sector</b> .....	<b>8</b>
	Figure 7: Number of Business by Industry, 2016 .....	8
<b>6.0</b>	<b>Conclusion</b> .....	<b>8</b>



## 1.0 POPULATION

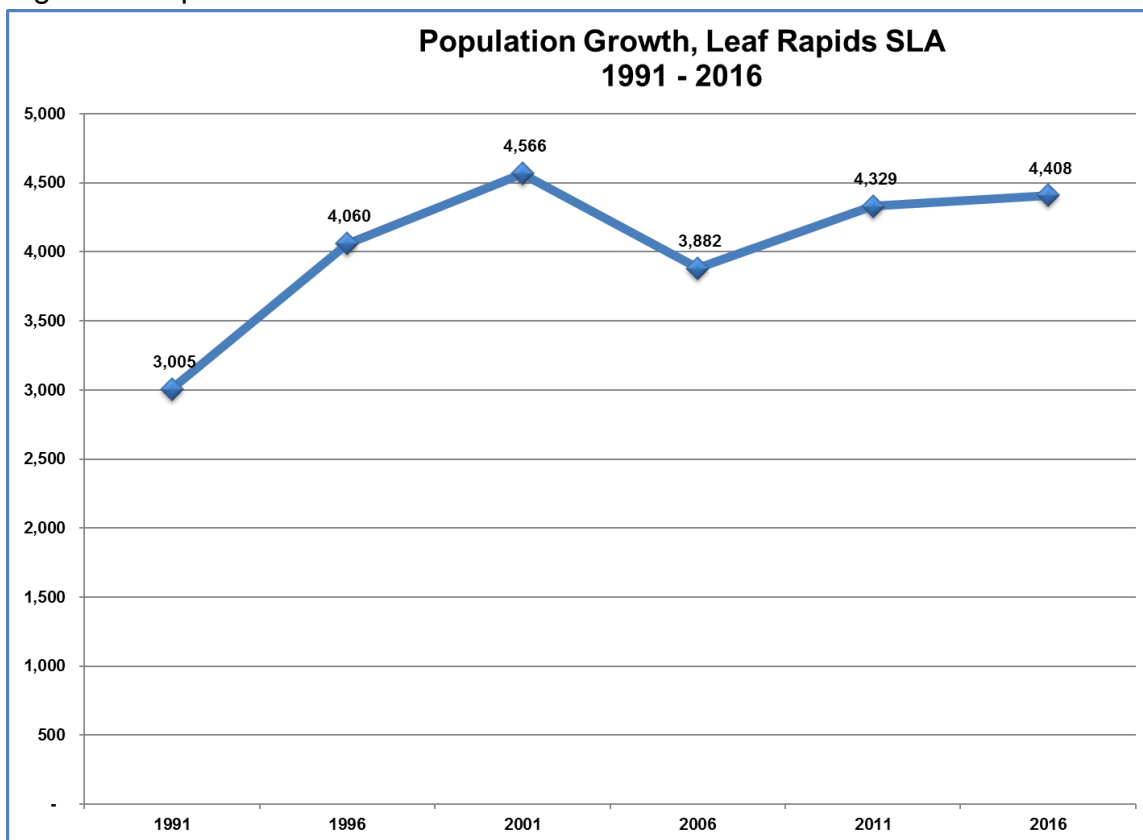
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 4,408 people living in this area in 2016.
- The population of the region increased by 1,403 (46.7%) from 1991 to 2016.
- The population of the region increased by 79 (2.0%) from 2011 to 2016.

For reference, in Manitoba, the overall population increase from 1991 to 2016 was 10.7%.

Figure 1: Population Growth 1991 - 2016



Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.



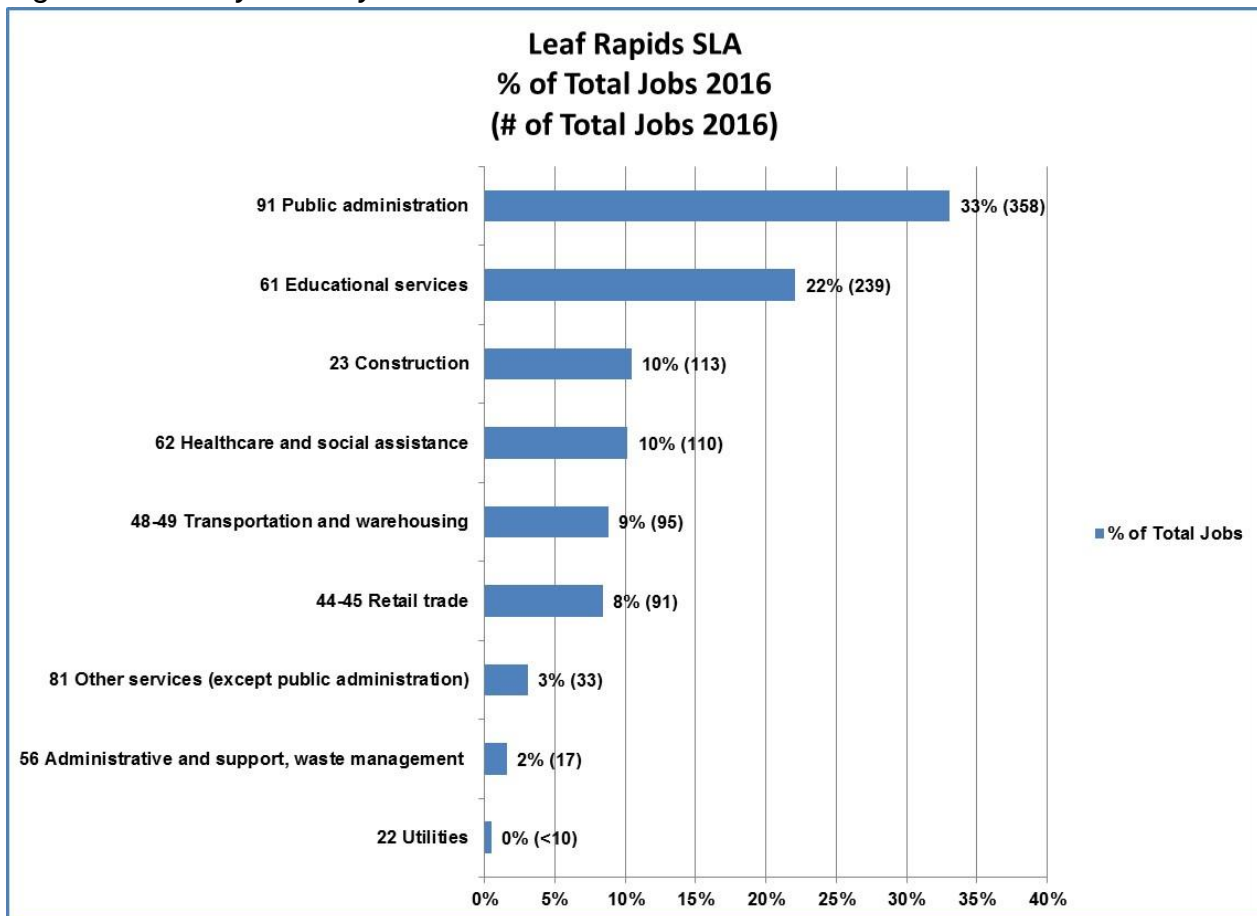
## 2.0 JOBS BY INDUSTRY SECTOR

The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- the **Primary** sector – industries that extract and produce raw materials; for example **Agriculture**.
- the **Secondary** sector – industries that change raw materials into goods; for example **Manufacturing**.
- the **Tertiary** sector – industries that provide goods and services to business and consumers; for example **Retail**.

The **Primary** and **Secondary** sectors are referred to as the **Goods producing sectors**. The **Tertiary** sector is referred to as the **Service sector**. Industries and Jobs are classified by the North American Industry Classification System (NAICS).

Figure 2: Jobs by Industry Sector



Data source: Emsi 2017.1



In 2016, there were 1,083 jobs in the Leaf Rapids SLA region (Emsi 2017.1)

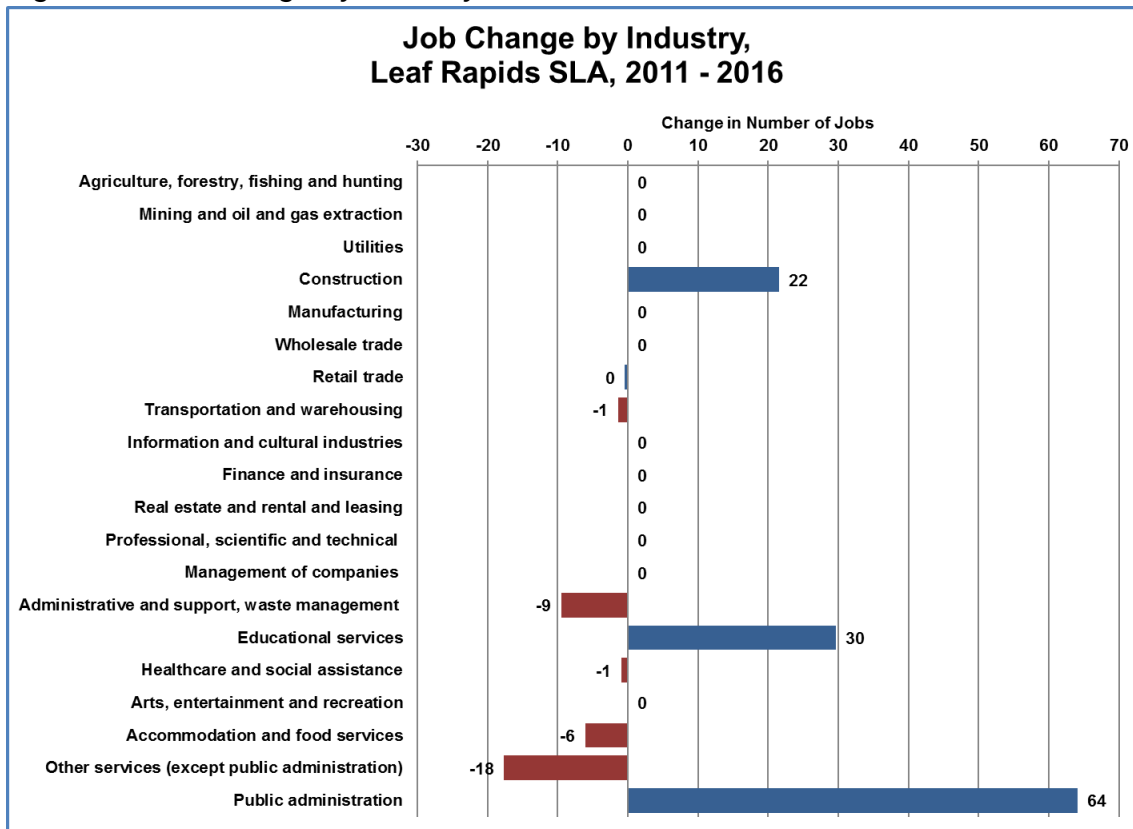
Figure 2 shows that:

- There are no jobs in the region that are in the primary sector.
- 10 % of the jobs are in the secondary sector of **Construction**.
- 90 % of the jobs are in the tertiary sector.
- 65 % of the jobs are in sectors traditionally funded by government (**Education, Healthcare, and Public administration**).

### 3.0 JOB CHANGE BY INDUSTRY SECTOR

Changes in the number of jobs illustrate how the economy of a region is evolving.

Figure 3: Job Change by Industry Sector, 2016



Data source: Emsi 2017.1



Figure 4: Real and Percentage Job Change by Industry Sector, 2016

	Leaf Rapids SLA			
	Number of Jobs 2011	Number of Jobs 2016	Real Change 2011 - 2016	% Change 2011 - 2016
<b>ALL INDUSTRIES</b>	<b>1,001</b>	<b>1,083</b>	<b>82</b>	<b>8.19%</b>
<b>Goods Producing Industries</b>	<b>96</b>	<b>118</b>	<b>24</b>	<b>25.0%</b>
Agriculture, forestry, fishing and hunting	0	0	0	
Mining and oil and gas extraction	0	0	0	
Utilities	<10	<10	0	0.0%
Construction	91	113	22	23.6%
Manufacturing	0	0	0	
<b>Service Industries</b>	<b>895</b>	<b>953</b>	<b>95</b>	<b>10.6%</b>
Wholesale trade	0	0	0	
Retail trade	91	91	0	0.0%
Transportation and warehousing	96	95	-1	-1.5%
Information and cultural industries	0	0	0	
Finance and insurance	0	0	0	
Real estate and rental and leasing	0	0	0	
Professional, scientific and technical	0	0	0	
Management of companies	0	0	0	
Administrative and support, waste management	26	17	-9	-35.7%
Educational services	209	239	30	14.2%
Healthcare and social assistance	111	110	-1	-0.9%
Arts, entertainment and recreation	<10	<10		
Accommodation and food services	11	<10		
Other services (except public administration)	51	33	-18	-34.8%
Public administration	294	358	64	21.8%
Unclassified	13	<10	0	0.0%

Data source: Emsi 2017.1 Note: Totals may not add up due to rounding

Figure 4 shows that:

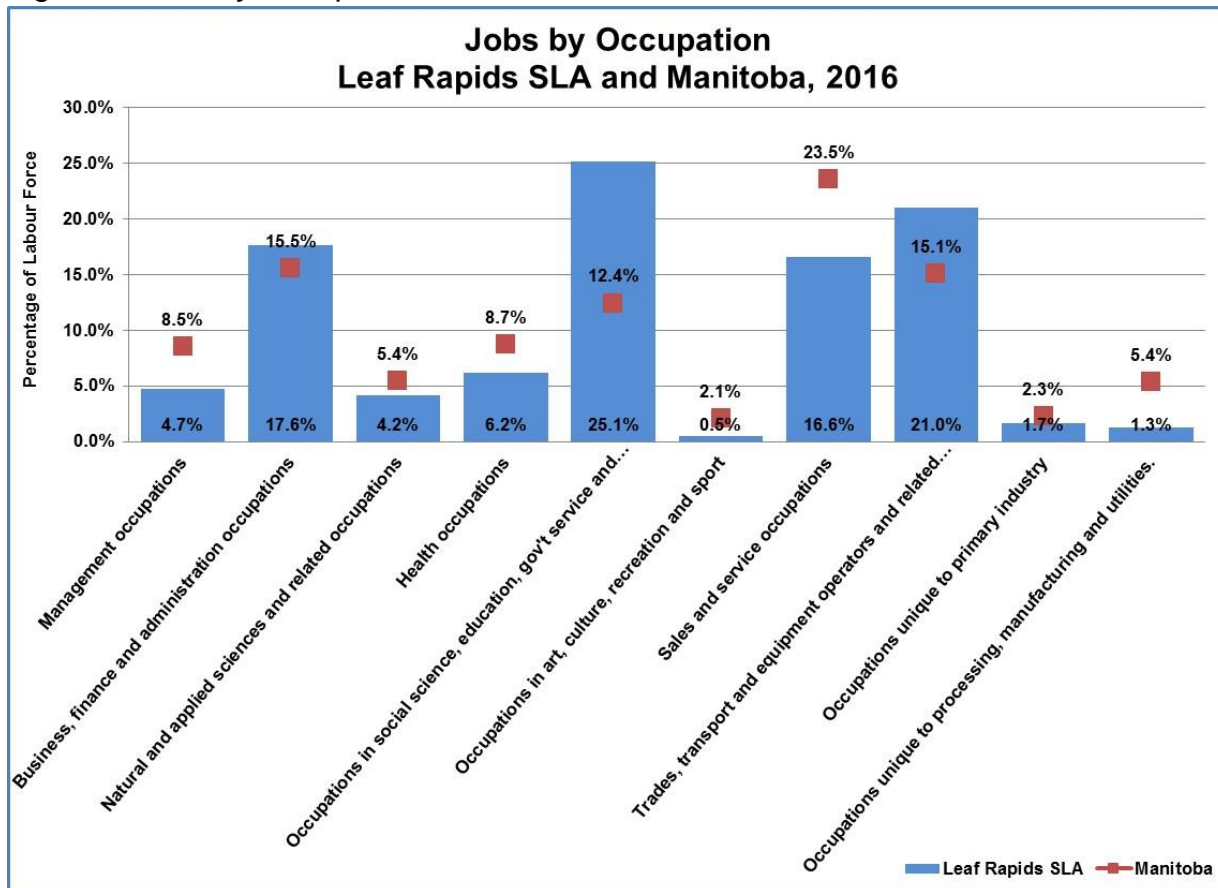
- In 2016, there were 1,083 jobs in the region; an increase of 82 jobs (8.19%) between 2011 and 2016. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 118 jobs; an increase of 24 jobs (25.0%) from 2011. These jobs were in **Construction**.
- For comparison, from 2011 to 2016, Manitoba gained 2.2% (2,973 jobs) in the goods producing sectors.
- In 2016, there were 953 jobs in the service sector; a gain of 95 jobs (10.6%) from 2011. This compares to an increase of 4.7% (24,488 jobs) in Manitoba.



## 4.0 JOBS BY OCCUPATION

Another way to identify characteristics of a region is to examine the makeup of occupations within the labour force.

Figure 5: Jobs by Occupation 2016 SLA and Manitoba



Data source: Emsi 2017.1

Figure 5 shows that:

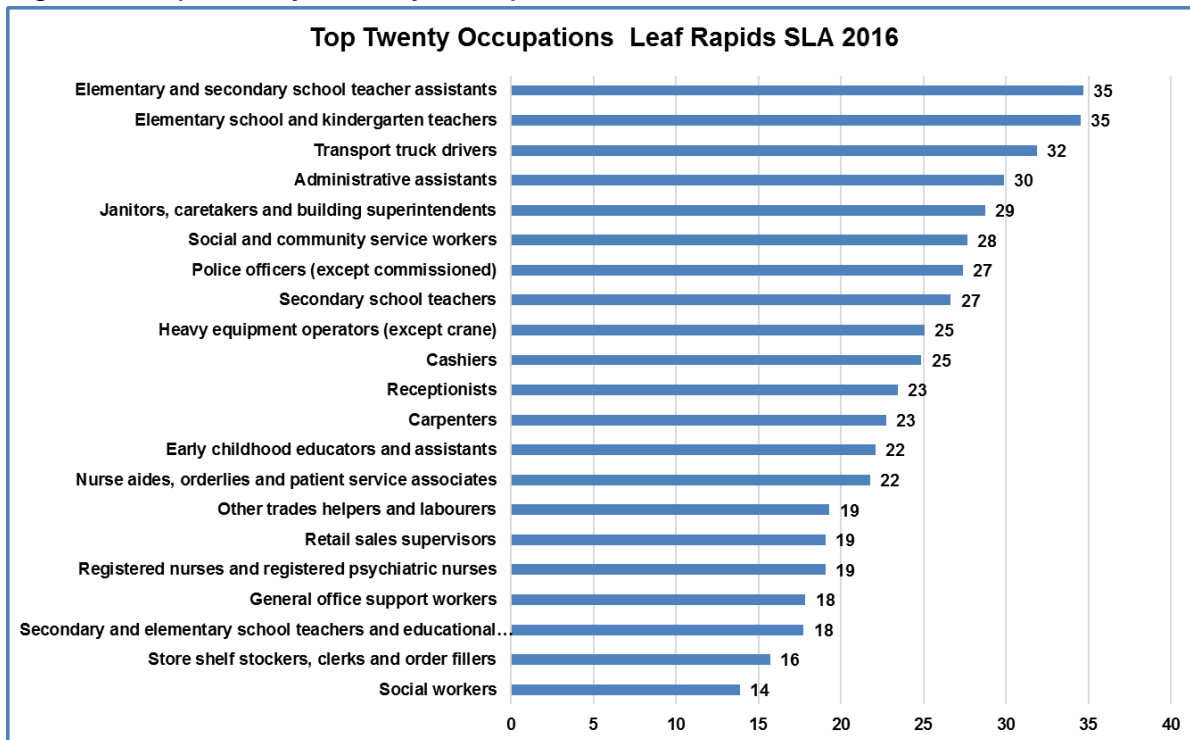
- The largest percentage of workers are in the field of **Occupations in social science, education, government services** (25.1%), followed by **Trades, transport and equipment operators and related occupations** (21.0%).
- In Manitoba, the largest percentage of workers are in the field of **Sales and service occupations** (23.5%), followed by **Business, finance and administration occupations** (15.5%).
- The region has a higher percentage than the average of Manitoba in the fields of **Trades, transport and equipment operators and related occupations**, and **Social science, education, government service and religion**.



When looking at more specific occupations in the region, Figure 6 shows that:

- The most common occupations are **Elementary and secondary school teacher assistants** and **Elementary school and kindergarten teachers** with 35 people employed in each, followed by **Transport truck drivers** with 32 people employed.
- Seventeen of the top twenty occupations are usually associated with the tertiary or service sector.

Figure 6: Top Twenty Jobs by Occupation 2016



Data source: Emsi 2017.1



## 5.0 BUSINESS BY INDUSTRY SECTOR

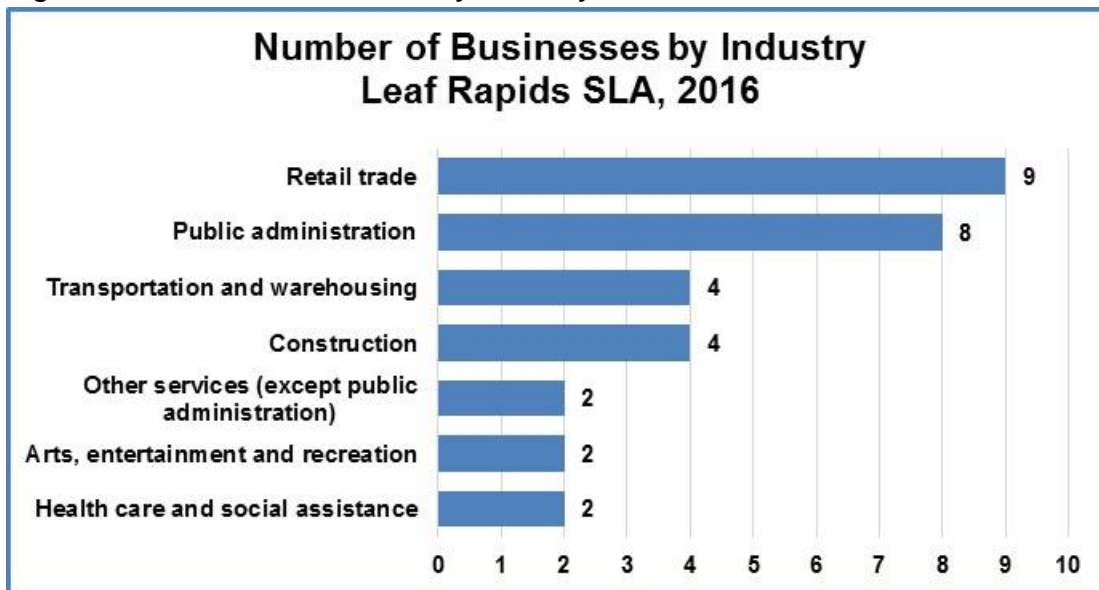
Another perspective in reviewing a regional economy is to determine the number of businesses in the region. Industry sectors with only 1 business have not been included in the figure below. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2016, there were 36 businesses in the region.

Figure 7 shows that:

- Most businesses were in the tertiary sector with 9 in **Retail trade** and 8 in **Public Administration**. There are 4 businesses in the secondary sector in **Construction**.

Figure 7: Number of Business by Industry, 2016



Data source: Emsi 2017.1

## 6.0 CONCLUSION

Regional leaders are encouraged to survey and/or consult with key businesses, institutions (e.g. health and education) and community organizations to identify and agree on economic targets for the region and to collaborate to achieve economic growth and diversity.