

SELKIRK AND REGION

Economic Profile

This report contains demographic, job and business data within the geographic boundaries of the area known as Selkirk Self-contained Labour Area (SLA). It includes the:

- *City of Selkirk*

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.

The data for population in this report comes from Manitoba Health's annual reports. The data for Income and Education comes from the 2016 Statistics Canada Census and the 2011 Statistics Canada National Household Survey.

The data for jobs and business comes from Emsi, which uses the following sources: Canadian Business Patterns (CBP); Survey of Employment, Payrolls and Hours (SEPH), Labour Force Survey (LFS) and CANSIM. This data is collected from businesses, according to where the jobs are located. Emsi data states the number of businesses and jobs in a community. Jobs data is reported according to the type of work that is done (i.e. occupation) and by the industry that the job is associated with. The data does not specify where the job holders live. Business data is reported according to the type of industry that it is in (ex. retail, construction, health care, etc.). The data does not provide any information on the quality of the businesses in the region.



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1.0 POPULATION

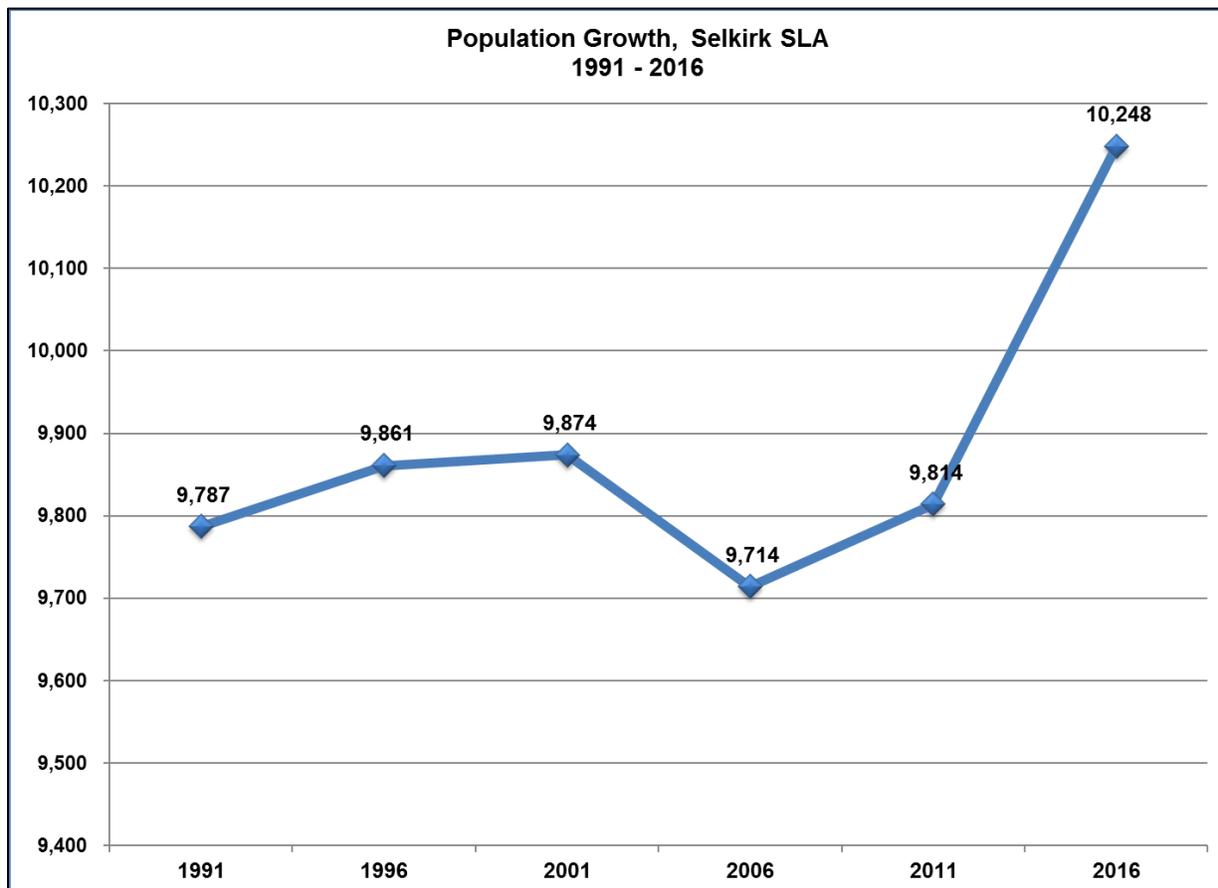
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 10,248 people living in this area in 2016.
- The population of the region increased by 461 (+3.9%) from 1996 to 2016.
- The population of the region increased 434 (+4.4%) from 2011 to 2016.

For reference, in Manitoba, the overall population increase from 2011 to 2016 was 7.1%.

Figure 1: Population Growth 1991 - 2016

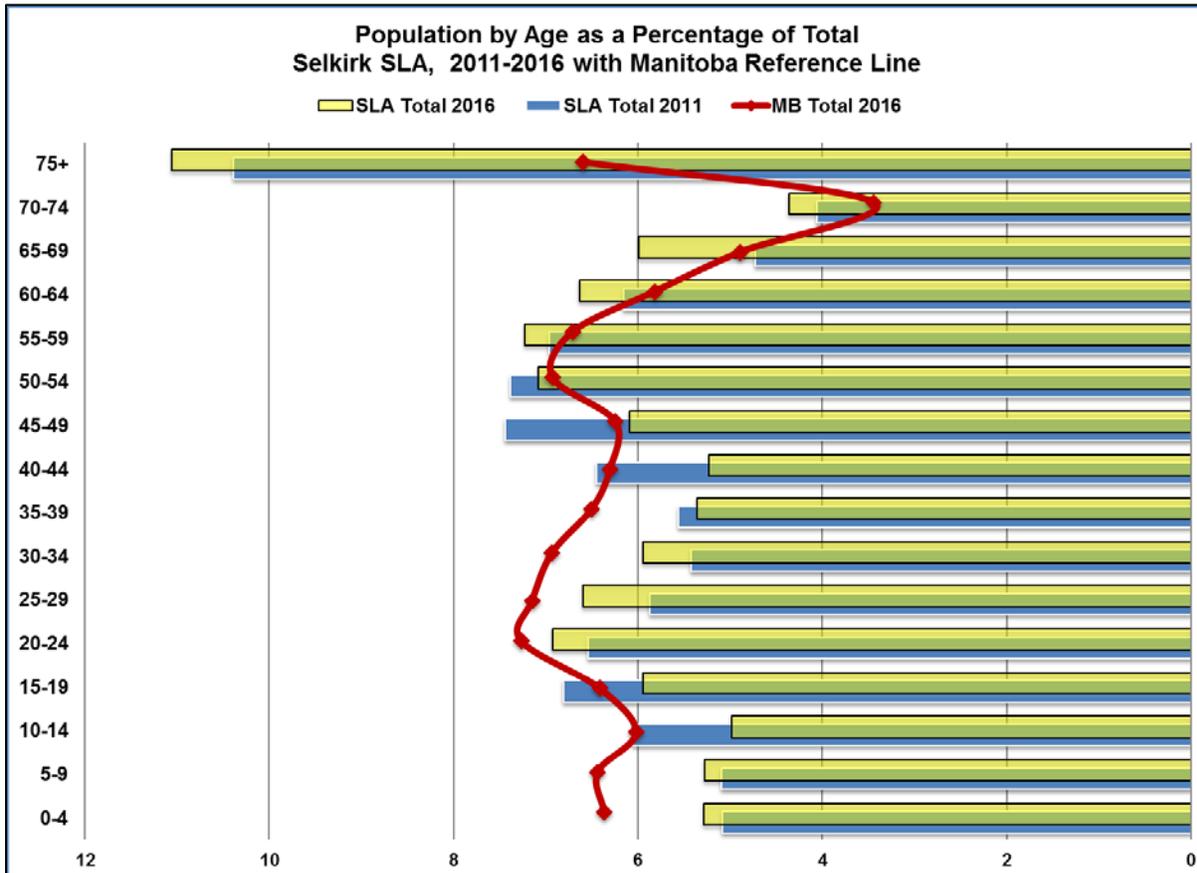


Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.



Figure 2 shows that the population by proportion in this region has increased in the 0 to 9, 20 to 34, and the 55 to 75+ age categories. The region has more people by proportion than the Manitoba average in the 50 to 75+ age categories. The region has fewer people by proportion than the Manitoba average in the 0 to 49 age categories.

Figure 2: Population Growth in Region by Age 2011 and 2016; in Manitoba 2016



Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011



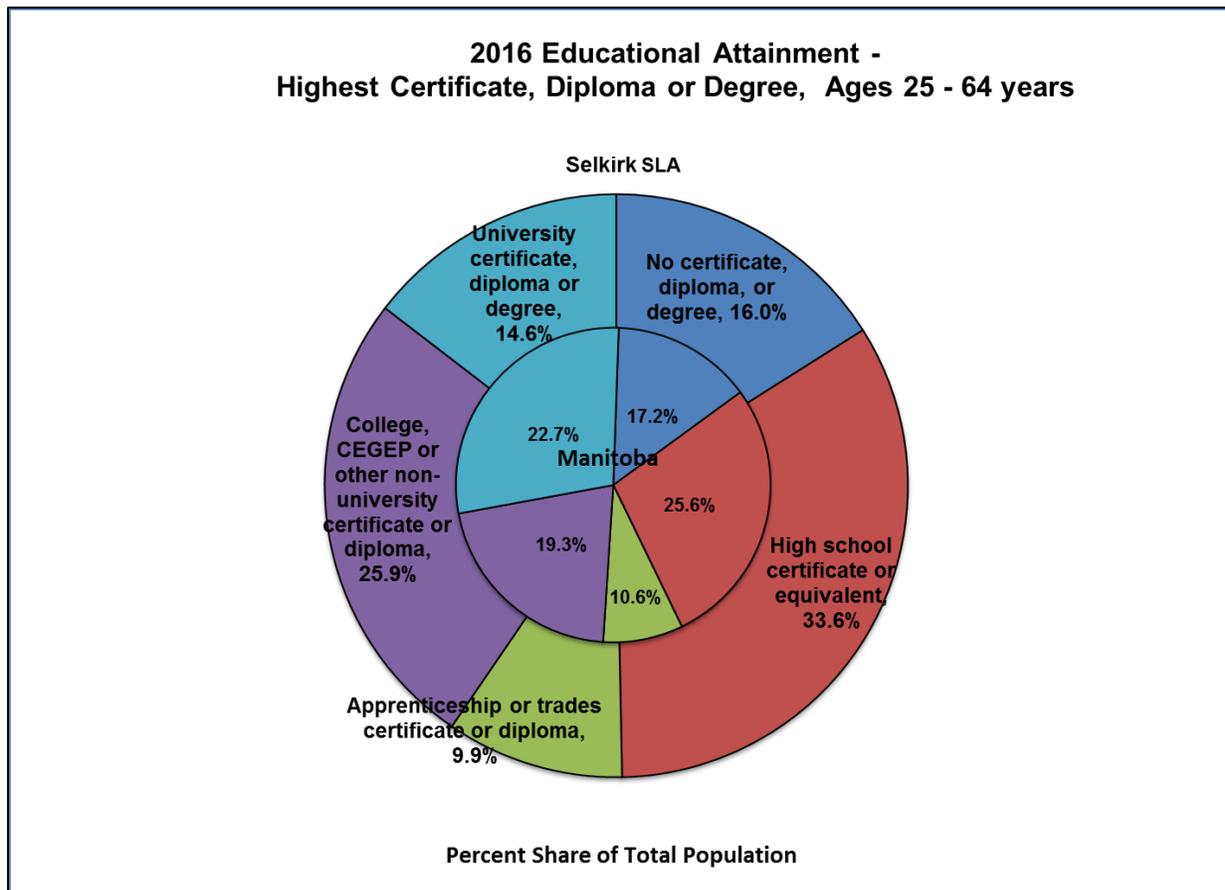
2.0 EDUCATION

The education level of a region is linked to the growth of the local economy. It also determines whether the labour force will be attractive to business and industry; and may predict innovation and entrepreneurial activities.

Figure 3 shows that this SLA has a higher proportion than Manitoba of people with **High school certificate or equivalent** (33.6%); and **College, CEGEP or other non university certificate or diploma** (25.9%).

It has a lower proportion than Manitoba of people with **No certificate, diploma or degree** (16.0%); **Apprenticeship or trades certificate or diploma** (9.9%) and **University certificate, diploma or degree** (14.6%).

Figure 3: Educational Attainment Selkirk SLA and Manitoba 2016



Source: Statistics Canada: 2016 Census

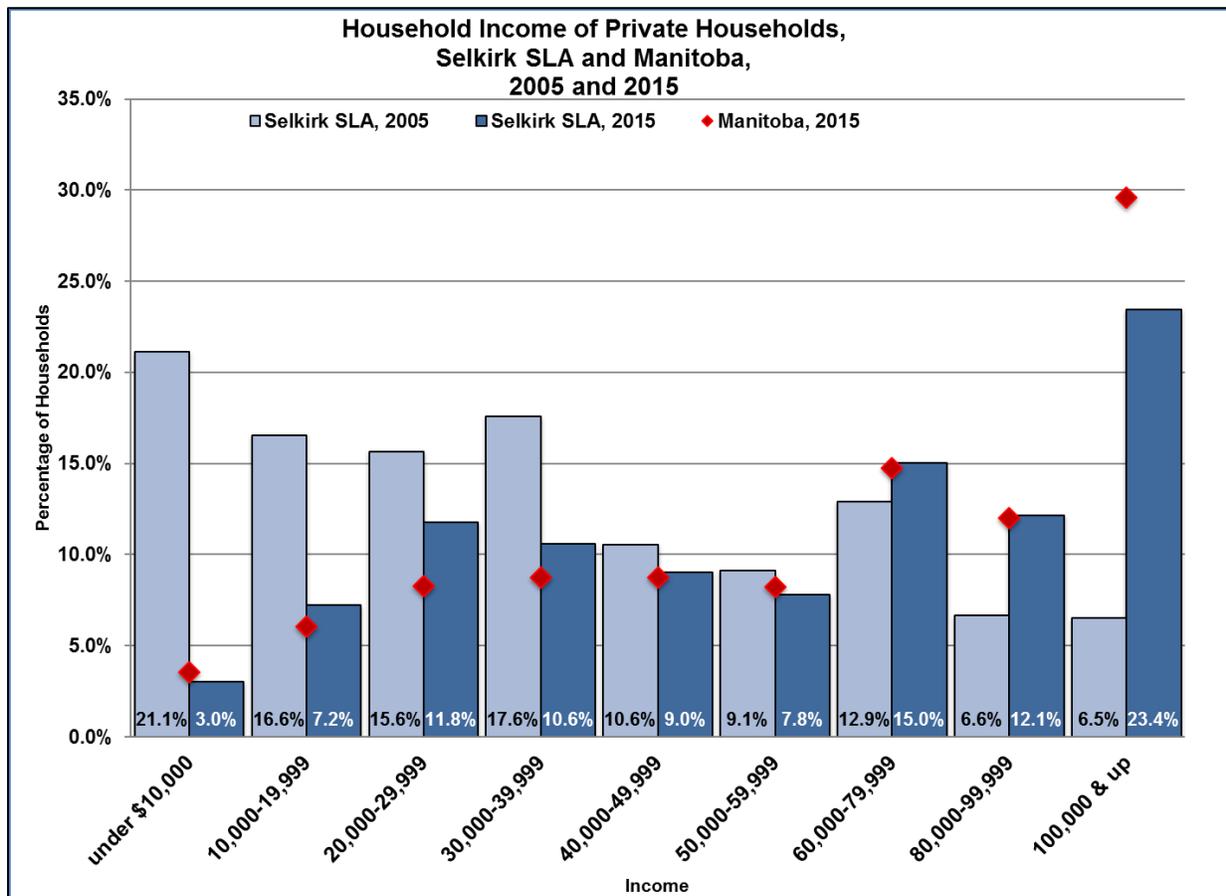


3.0 INCOME

Average income is the total income from all sources of all members of a household over 15 years of age. This is often used to assess the standard of living. Household income is often linked with educational attainment, so as education attainment rises, household income also rises.

Figure 4 shows that the percentage of households in the lower income brackets has decreased. The percentage of households in the three highest income brackets has increased. With the exception of the highest income bracket, household incomes in this region are similar to the provincial average.

Figure 4: Household Income Selkirk SLA and Manitoba 2005 and 2015



Data source: Statistics Canada: 2006 Census; National Household Survey 2016
Note: The data for 2010 is not available.



4.0 JOBS BY INDUSTRY SECTOR

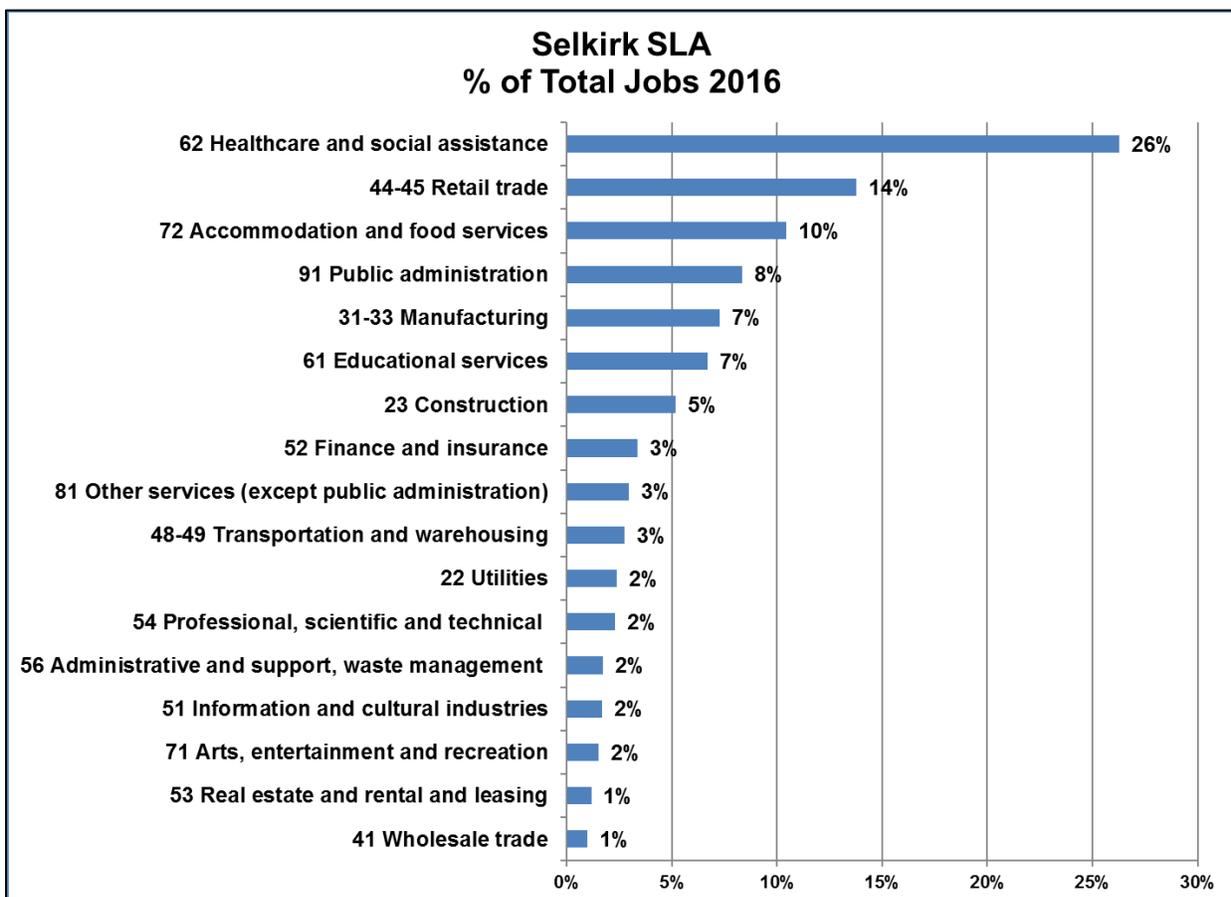
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 **Accounting, 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).

In 2016 there were 8,778 jobs in the SLA region. (Emsi 2017.1)

Figure 5: Jobs by Industry Sector



Data source: Emsi 2017.1



Figure 5 shows that:

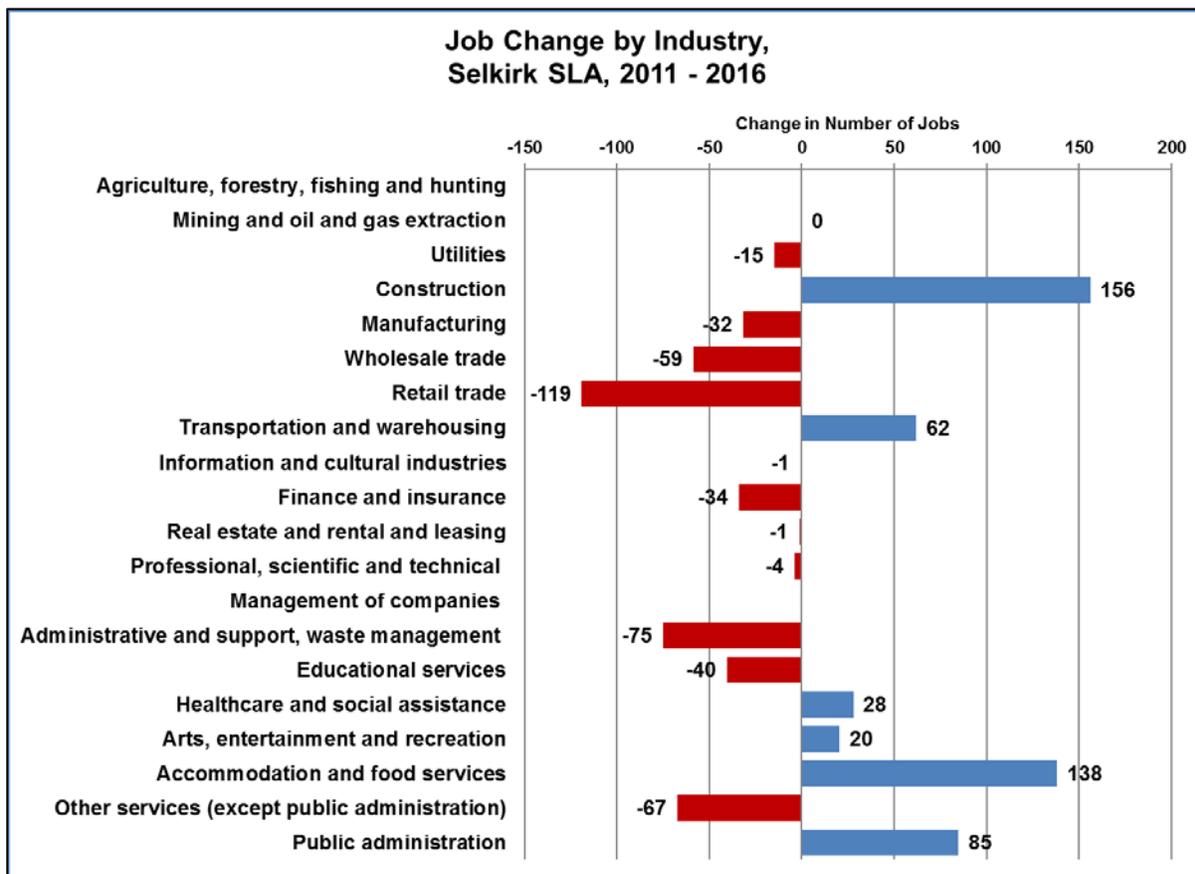
- there are no jobs in the region are in the primary sectors.
- 14% of the jobs are in the secondary sectors of **Construction, Manufacturing and Utilities**.
- 86% of the jobs are in the tertiary sector.
- 41% of the jobs are in sectors traditionally funded by government (**Education, Healthcare, and Public administration**).

5.0 JOB CHANGE BY INDUSTRY SECTOR

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

Figure 6 shows that the greatest job change was in the **Construction** sector with a gain of 156 jobs between 2011 and 2016. The sector with the greatest job loss was the **Retail trade** sector with a loss of 119 jobs between 2011 and 2016.

Figure 6: Job Change by Industry Sector, 2016



Data source: Emsi 2017.1

Figure 7 shows that:



- In 2016, there were 8,778 jobs in the region, an increase of 43 jobs (+0.5%) between 2011 and 2016. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 1,301 jobs, an increase of 110 jobs (+9.2%) from 2011. There were less than 10 jobs in the **Agriculture, forestry, fishing and hunting** sector. There were no jobs in the **Mining and oil and gas extraction**. There was a loss of 15 jobs (-6.6%) in the **Utilities** sector; a gain of 156 jobs (+52.5%) in the **Construction** sector and a loss of 32 jobs (-4.7%) in the **Manufacturing** sector.
- For comparison, from 2011 to 2016, Manitoba gained 2.2% (2,973 jobs) in the goods producing sectors.
- In 2016, there were 7,368 jobs in the service sector, a decrease of 67 jobs (-0.9%). This compares to an increase of 4.7% in Manitoba.

Figure 7: Real and Percentage Job Change by Industry Sector, 2016

	Selkirk SLA			
	Number of Jobs 2011	Number of Jobs 2016	Real Change 2011 - 2016	% Change 2011 - 2016
ALL INDUSTRIES	8,742	8,778	43	0.5%
Goods Producing Industries	1,192	1,301	110	9.2%
Agriculture, forestry, fishing and hunting	<10	<10		
Mining and oil and gas extraction	0	0	0	
Utilities	225	210	-15	-6.6%
Construction	297	453	156	52.5%
Manufacturing	670	638	-32	-4.7%
Service Industries	7,435	7,368	-67	-0.9%
Wholesale trade	145	87	-59	-40.3%
Retail trade	1,329	1,210	-119	-9.0%
Transportation and warehousing	179	241	62	34.6%
Information and cultural industries	149	148	-1	-0.5%
Finance and insurance	327	293	-34	-10.4%
Real estate and rental and leasing	103	102	-1	-1.3%
Professional, scientific and technical	205	201	-4	-1.8%
Management of companies	0	<10		
management	226	151	-75	-33.2%
Educational services	627	587	-40	-6.4%
Healthcare and social assistance	2,280	2,308	28	1.2%
Arts, entertainment and recreation	114	134	20	17.8%
Accommodation and food services	778	916	138	17.7%
Other services (except public administration)	325	258	-67	-20.6%
Public administration	648	733	85	13.1%
Unclassified	112	107	-5	-4.1%

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



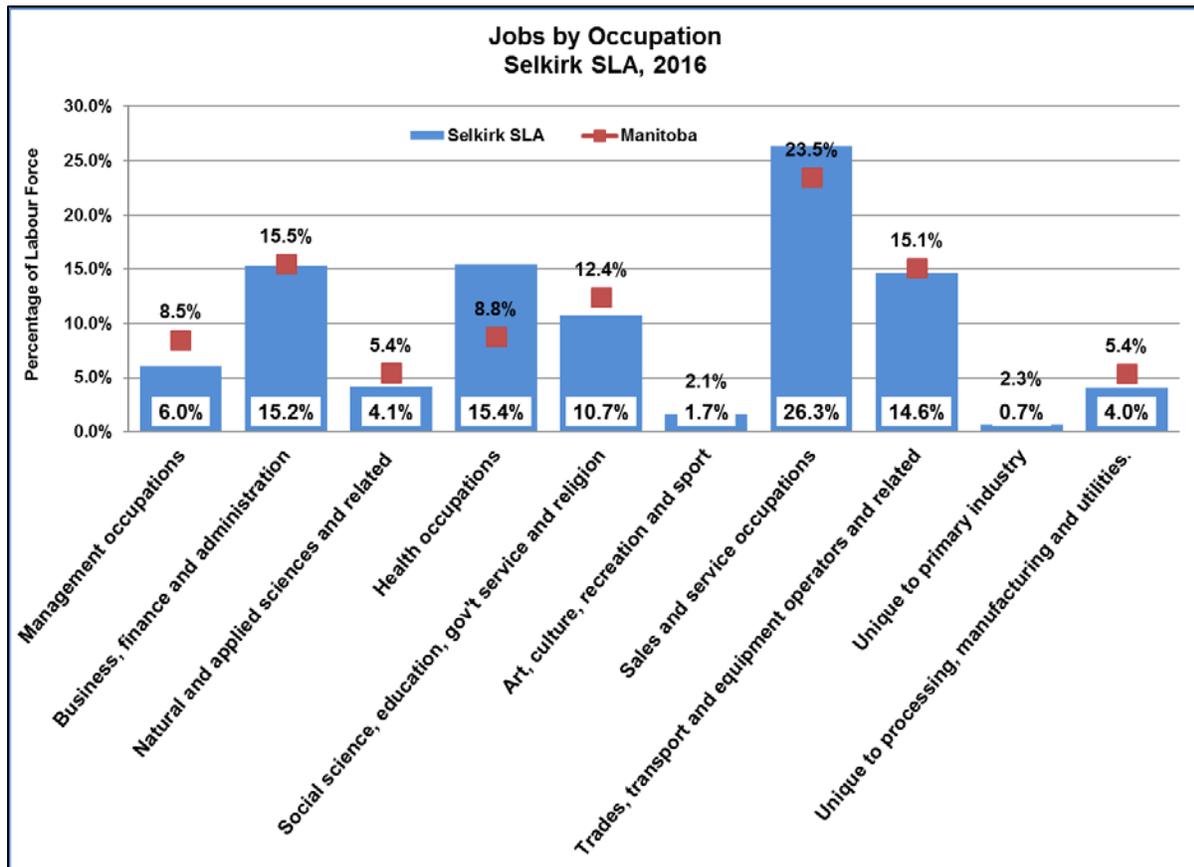
6.0 LABOUR BY OCCUPATION

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

Figure 8 shows that:

- The largest percentage of workers are in **Sales and service occupations** (26.3%), followed by **Health occupations** (15.4%).
- 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 **Health occupations** and **Sales and service occupations**.

Figure 8: Labour by Occupation 2016 SLA and Manitoba



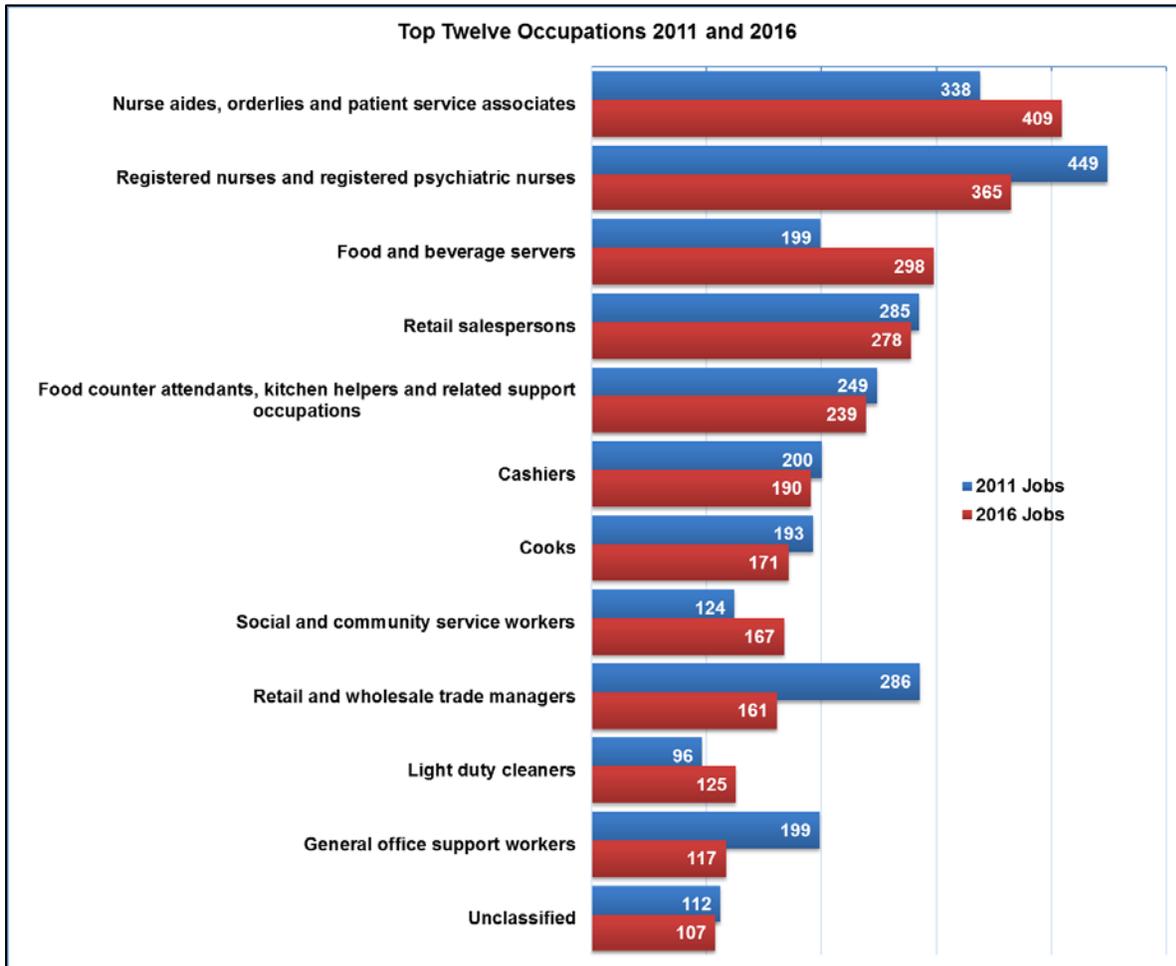
Data source: Emsi 2017.1



When looking at more specific occupations in the region, Figure 9 shows that:

- The most common occupation is **Nurse aides, orderlies and patient service associates** with 409 people employed, followed by **Registered nurses and registered psychiatric nurses** with 365 people employed.
- All of the top twelve occupations are usually associated with the tertiary or service sector.

Figure 9: Top Twelve Jobs by Occupations in 2011 and 2016



Data source: Emsi 2017.1



7.0 BUSINESS BY INDUSTRY SECTOR

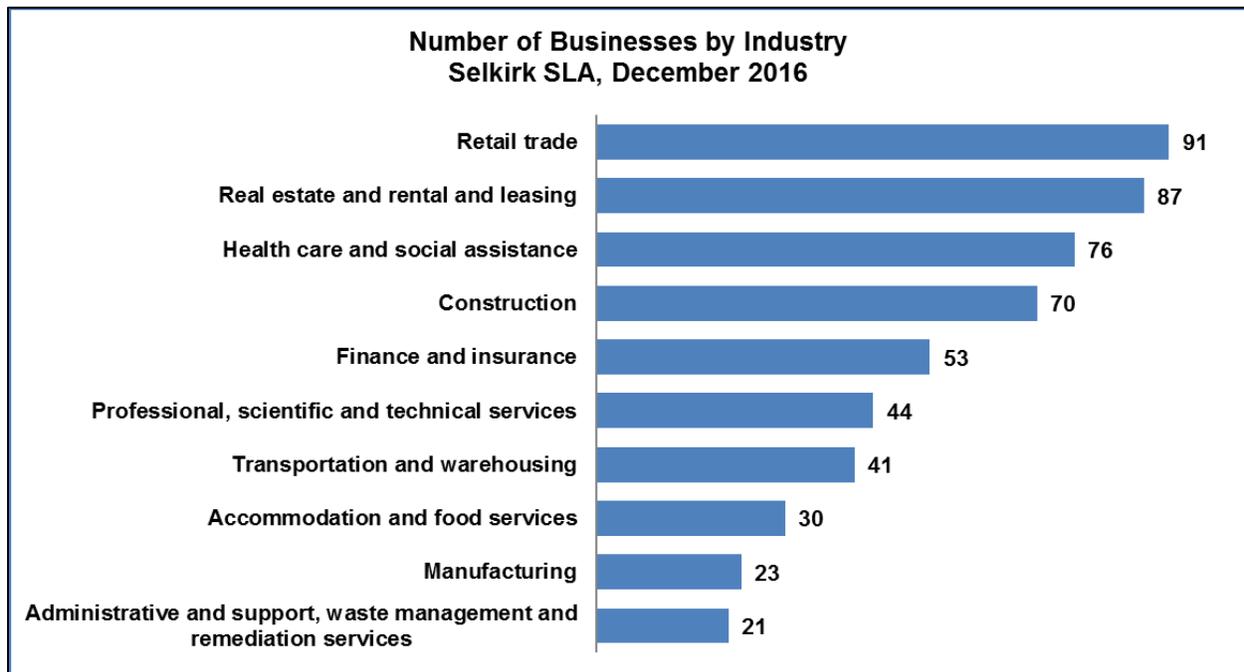
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2016, there were 718 businesses in the region. (Emsi 2017.1)

Figure 10 shows that:

- Most businesses were in the tertiary sectors of **Retail trade** with 91 businesses and **Real estate and rental and leasing** with 87 businesses.

Figure 10: Number of Business by Industry, 2016



Data source: Emsi 2017.1 Note: This chart does not include all businesses.



Figure 11 shows that most businesses in the area are operated by self employed individuals. The next common are businesses that employ 1 to 4 individuals.

Figure 11: Business by Size of Employment, 2016

Number of employees	Number of businesses
Indeterminate (self-employed)	364
1 - 4	148
5 - 9	78
10 -19	58
20 - 49	46
50 - 99	12
100 - 199	6
200- 499	4
500+	2
Total	718

Data source: Emsi 2017.1

8.0 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.