

WOODLANDS REGION

Economic Profile



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

- *Municipality of Woodlands*

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.



TABLE OF CONTENTS

1.0 Population	3
Figure 1: Population Growth 1991 - 2016.....	3
Figure 2: Population Growth in Region by Age 2011 and 2016; in Manitoba 2016	4
2.0 Education	5
Figure 3: Educational Attainment SLA and Manitoba 2016	5
3.0 Income	6
Figure 4: Household income SLA and Manitoba 2005 and 2015.....	6
4.0 Jobs By Industry Sector	7
Figure 5: Jobs by Industry Sector.....	7
5.0 Job Change By Industry Sector	8
Figure 6: Job Change by Industry Sector, 2017	8
Figure 7: Real and Percentage Job Change by Industry Sector, 2017	9
6.0 Labour By Occupation	10
Figure 8: Labour by Occupation 2017 SLA and Manitoba	10
Figure 9: Top Twelve Jobs by Occupations in 2011 and 2017	11
7.0 Business by Industry Sector	12
Figure 10: Number of Business by Industry, 2017.....	12
Figure 11: Business by Size of Employment, 2017	13
8.0 Conclusion	13



1.0 POPULATION

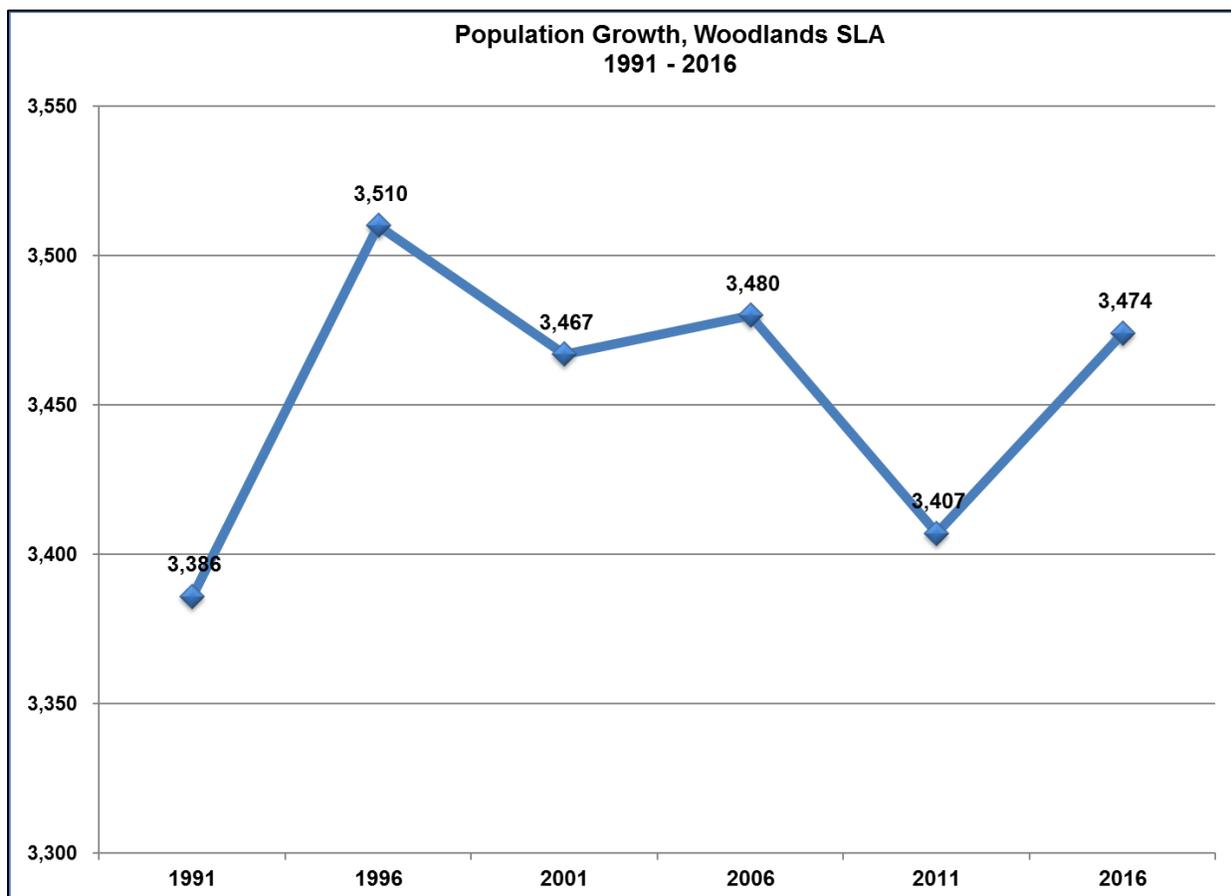
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region's ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 3,474 people living in this area in 2016.
- The population of the region decreased by 36 (-1.0%) from 1996 to 2016.
- The population of the region increased by 67 (+2.0%) 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

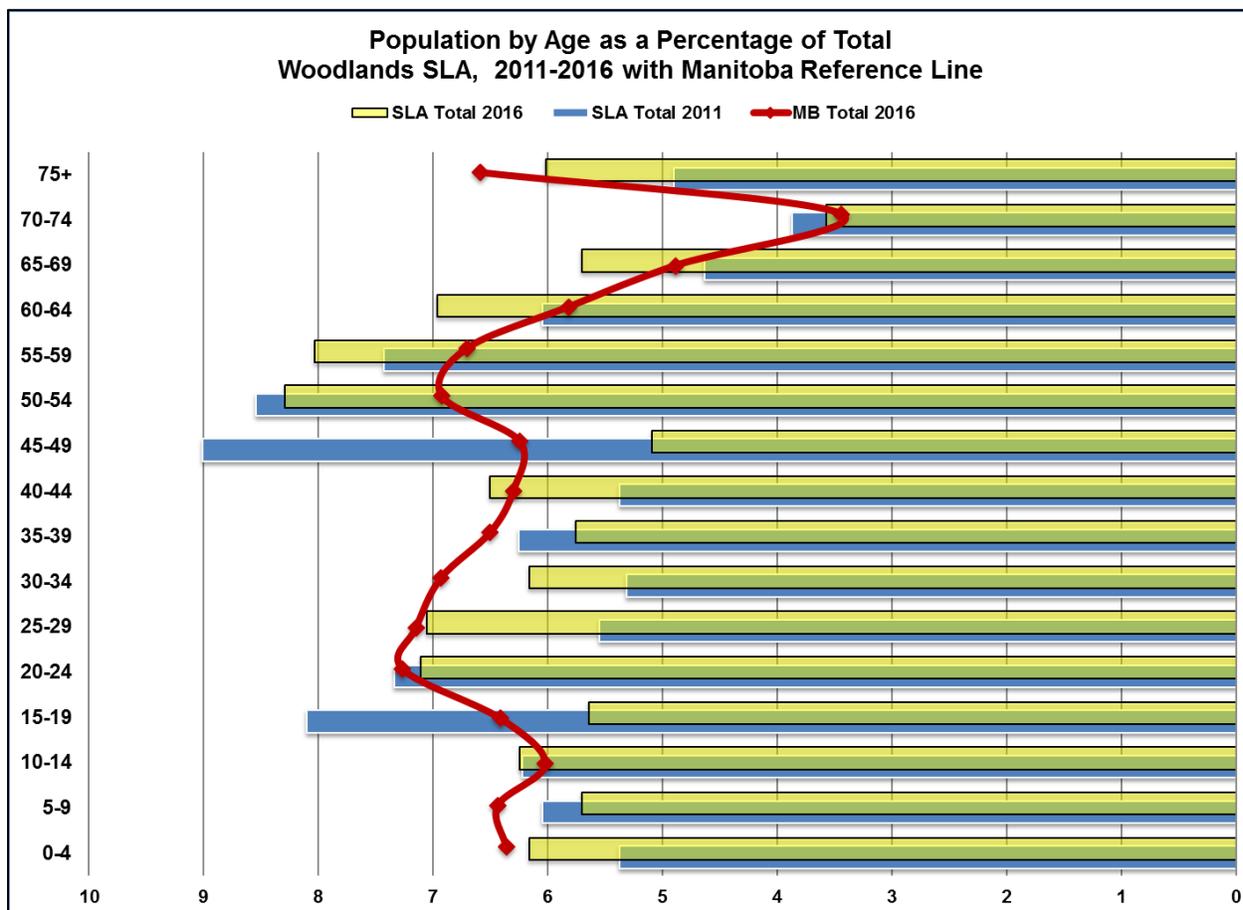


Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.



Figure 2 shows that the population by proportion in this region has increased in the 0 to 4, 25 to 34, 55 to 69 and 75+ age categories. The region has more people by proportion than the Manitoba average in the 10 to 14, 40 to 44, 50 to 69 and the 70 to 75+ age categories. The region has fewer people by proportion than the Manitoba average in the 0 to 9, 15 to 39, 45 to 49, and the 75+ 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



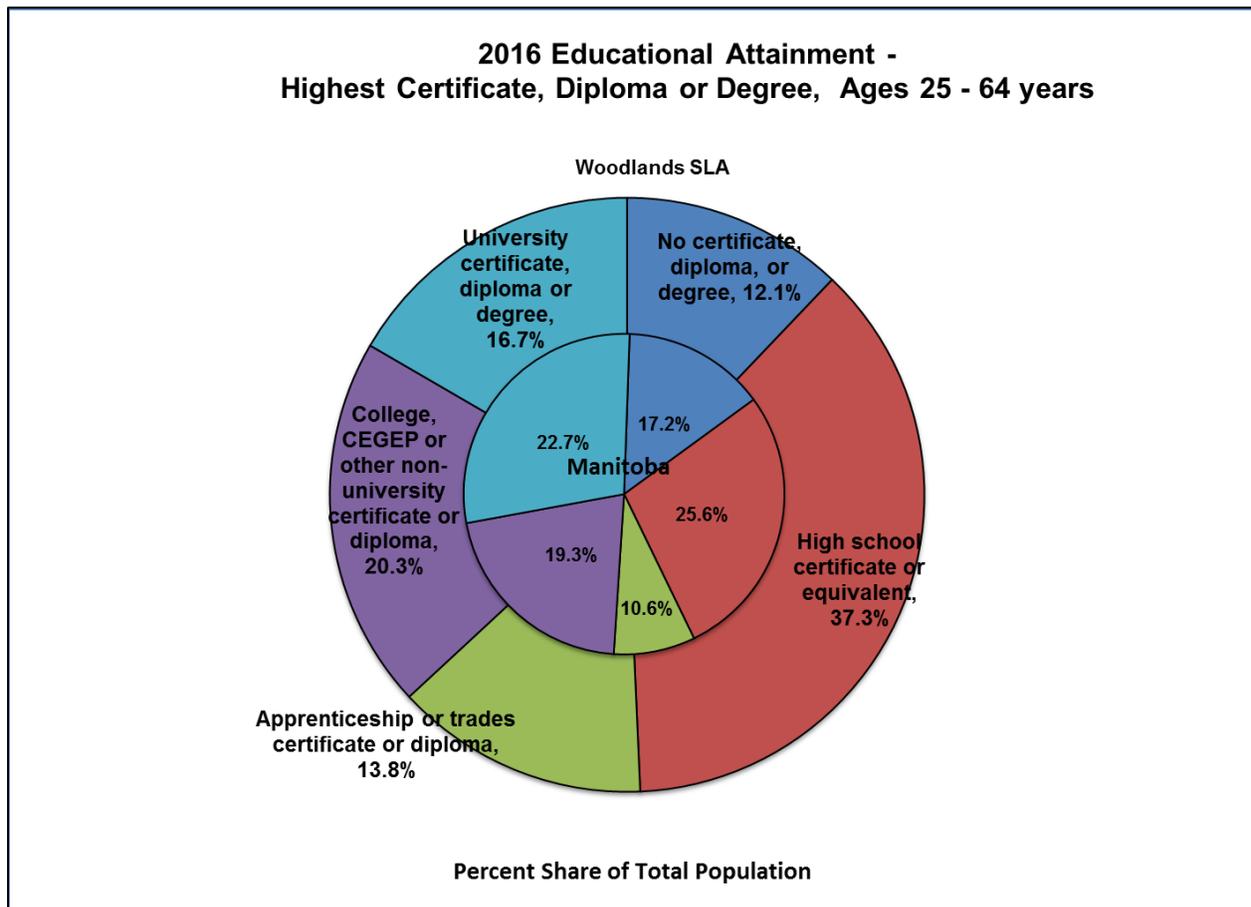
2.0 EDUCATION

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** (37.3%); **Apprenticeship or trades certificate or diploma** (13.8%); and **College, CEGEP or other non university certificate or diploma** (20.3%).

It has a lower proportion than Manitoba of people with **University certificate, diploma or degree** (16.7%) and **No certificate, diploma or degree** (12.1%).

Figure 3: Educational Attainment SLA and Manitoba 2016



Source: Statistics Canada: 2016 Census

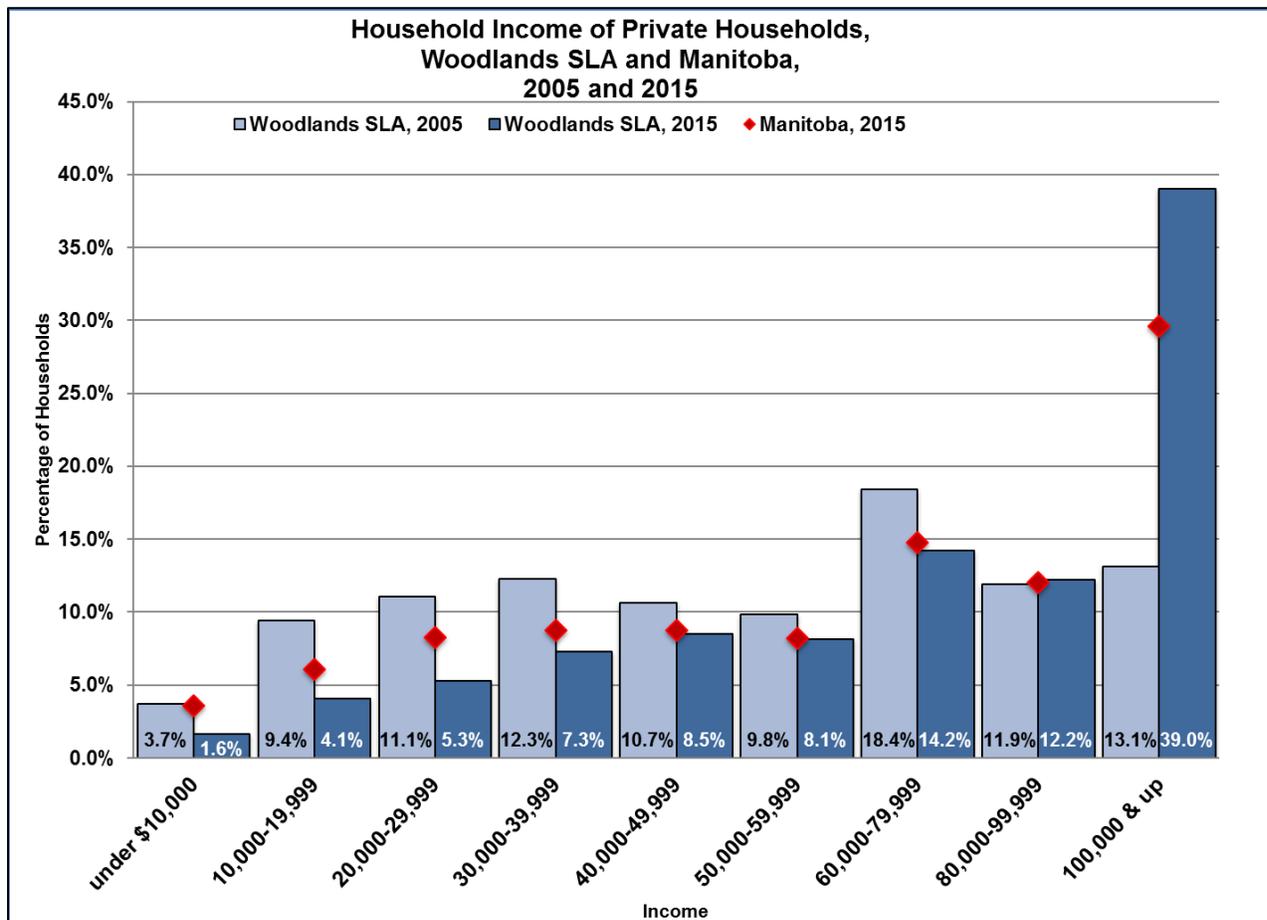


3.0 INCOME

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 all but the two highest income brackets has decreased and is less than or similar to the provincial average. The percentage of households in the highest income bracket has increased and is higher as the provincial average.

Figure 4: Household income 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

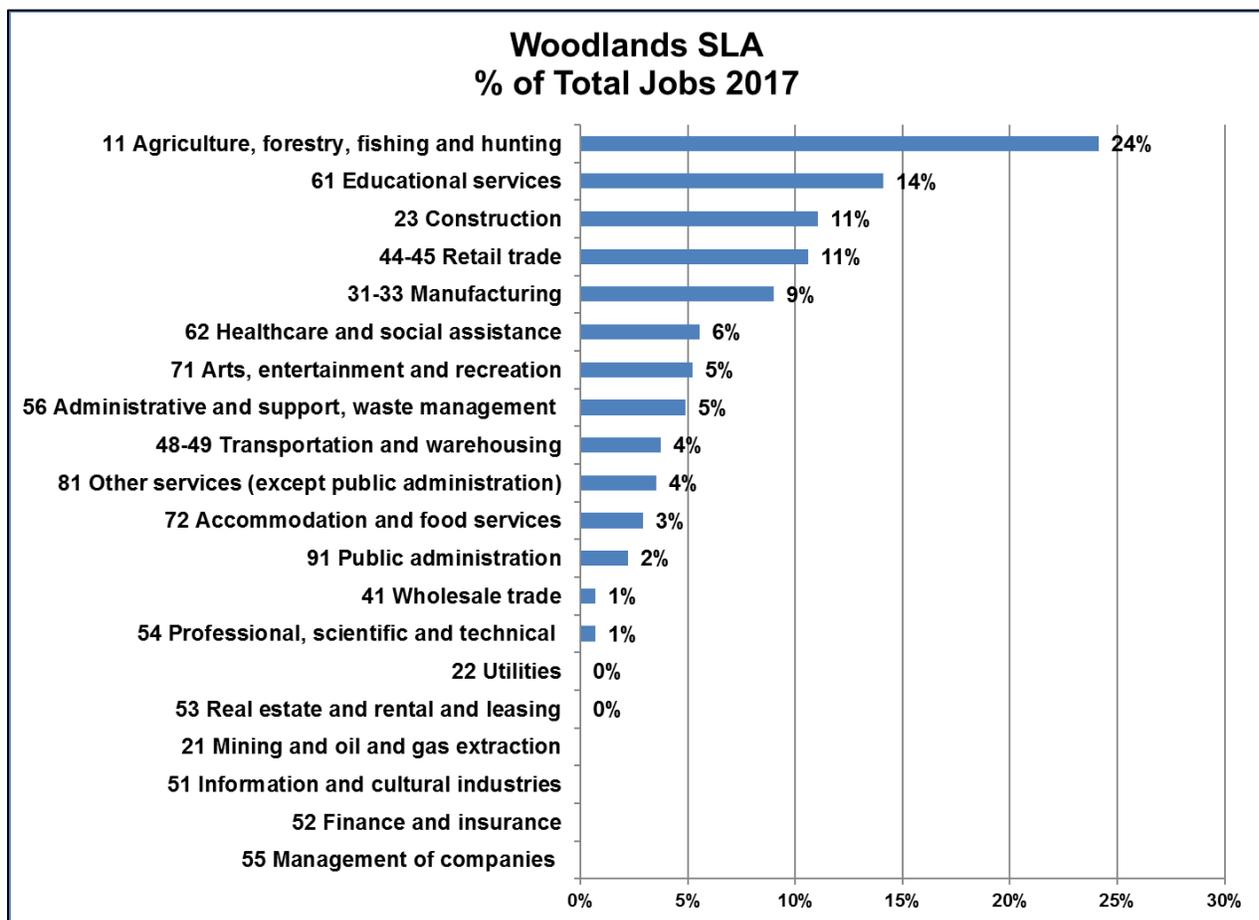
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 2017 there were 1,498 jobs in the SLA region. (Emsi 2017.3)

Figure 5: Jobs by Industry Sector



Data source: Emsi 2017.3



Figure 5 shows that:

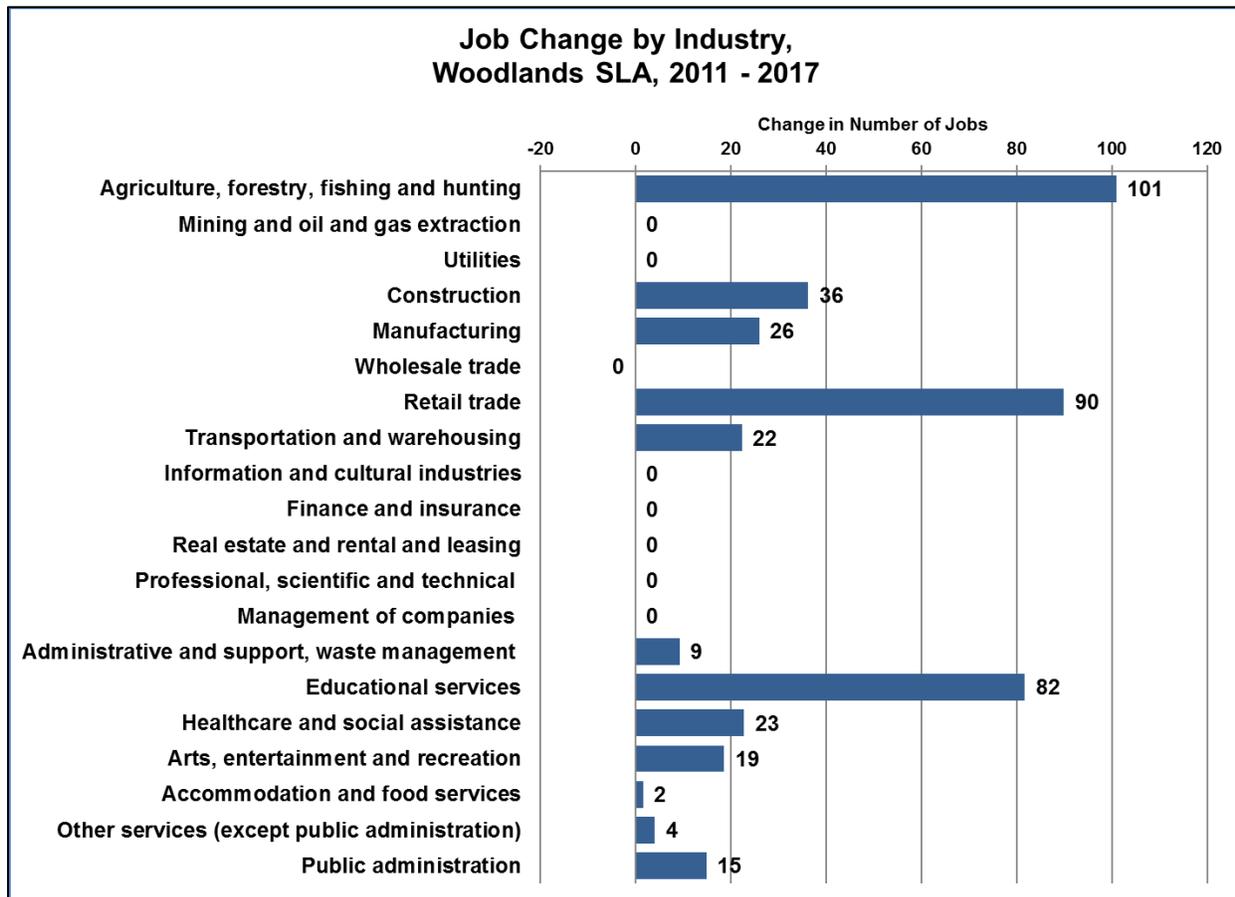
- 24% of the jobs in the region were in the primary sector of **Agriculture, forestry, fishing and hunting**.
- 20% of the jobs are in the secondary sectors of **Construction** and **Manufacturing**.
- 56% of the jobs are in the tertiary sector.
- 22% of the jobs are in sectors traditionally funded by 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 **Agriculture, forestry, fishing and hunting** sector with a gain of 101 jobs between 2011 and 2017, followed by the **Retail trade** with a gain of 90 jobs between 2011 and 2017.

Figure 6: Job Change by Industry Sector, 2017



Data source: Emsi 2017.3



Figure 7 shows that:

- In 2017, there were 1,498 jobs in the region, an increase of 416 jobs (+38.8%) between 2011 and 2017. This compares to an increase of 5.3% for Manitoba.
- In the goods producing sectors, there were 662 jobs, an increase of 163 jobs (+32.7%) from 2011. In the **Agriculture, forestry, fishing and hunting** sector, there was a gain of 101 jobs (+38.7%). There were less than 10 jobs in the **Mining and oil and gas extraction** sector; and no jobs in the **Utilities** sector. There was a gain of 36 jobs (+28.1%) in the **Construction** sector and a gain of 26 jobs (+23.9%) in the **Manufacturing** sector.
- For comparison, from 2011 to 2017, Manitoba gained 2.8% (3,800 jobs) in the goods producing sectors.
- In 2017, there were 809 jobs in the service sector, a gain of 253 jobs (+45.4%). This compares to an increase of 6.1% in Manitoba.

Figure 7: Real and Percentage Job Change by Industry Sector, 2017

	Woodlands SLA			
	Number of Jobs 2011	Number of Jobs 2017	Real Change 2011 - 2017	% Change 2011 - 2017
ALL INDUSTRIES	1,072	1,498	416	38.8%
Goods Producing Industries	499	662	163	32.7%
Agriculture, forestry, fishing and hunting	261	362	101	38.7%
Mining and oil and gas extraction	<10	<10		
Utilities	0	0	0	
Construction	129	166	36	28.1%
Manufacturing	109	135	26	23.9%
Service Industries	557	809	253	45.4%
Wholesale trade	10	10	0	-0.3%
Retail trade	69	159	90	130.5%
Transportation and warehousing	34	56	22	66.6%
Information and cultural industries	<10	<10		
Finance and insurance	23	<10		
Real estate and rental and leasing	0	0	0	
Professional, scientific and technical	<10	10		
Management of companies	0	<10		
Administrative and support, waste management	64	73	9	14.6%
Educational services	130	211	82	63.1%
Healthcare and social assistance	60	83	23	38.1%
Arts, entertainment and recreation	59	78	19	31.6%
Accommodation and food services	42	43	2	4.0%
Other services (except public administration)	49	53	4	8.5%
Public administration	18	33	15	83.0%
Unclassified	<10	10		

Data source: Emsi 2017.3 Note: Figures may not add up due to rounding.



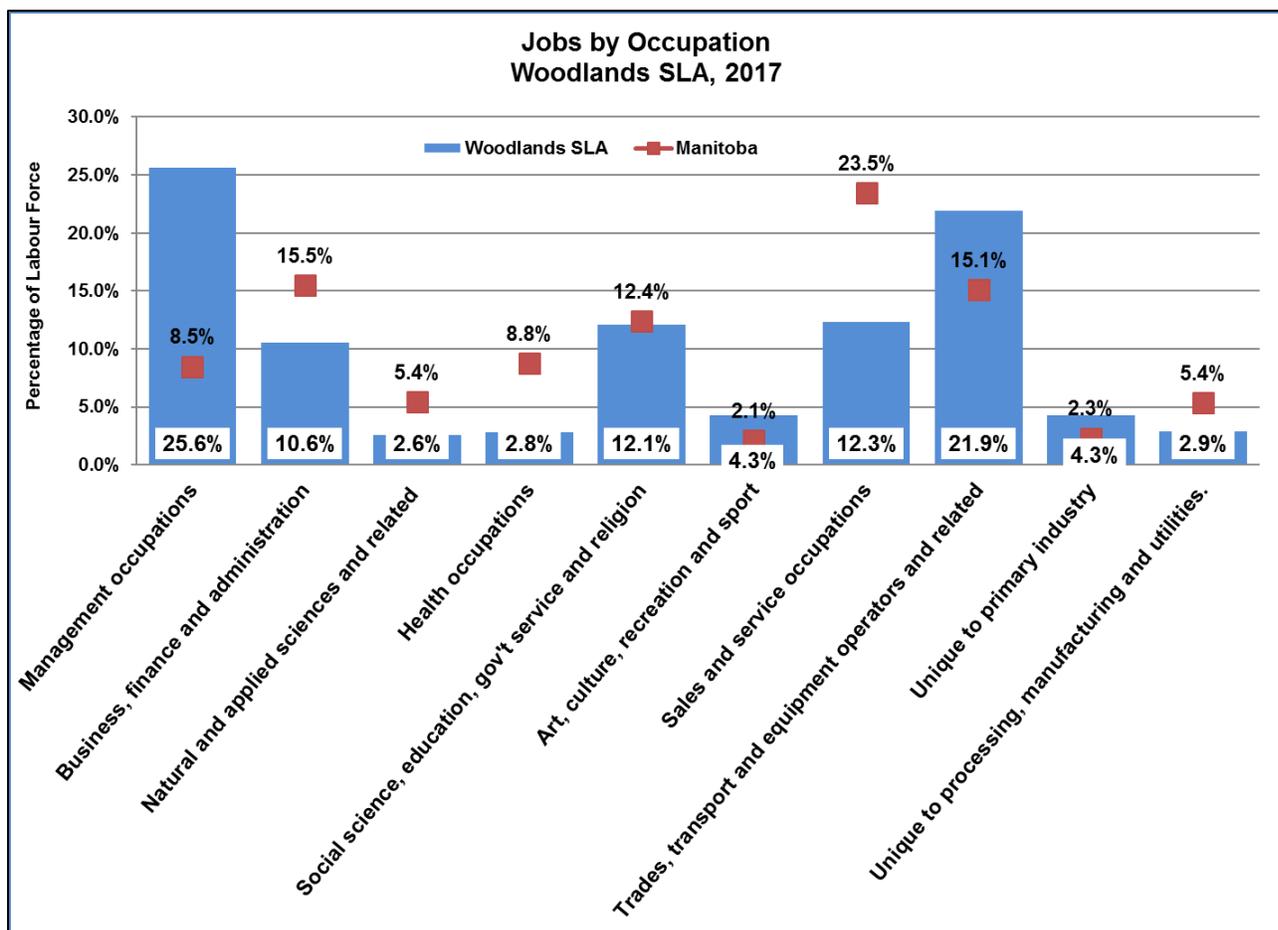
6.0 LABOUR BY OCCUPATION

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 the **Management occupations** (25.6%), followed by **Trades, transport and equipment operators and related occupations** (21.9%).
- 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 **Management occupations; Art, culture, recreation and sport; Trades, transport and equipment operators and related occupations; and Occupations unique to primary industry.**

Figure 8: Labour by Occupation 2017 SLA and Manitoba



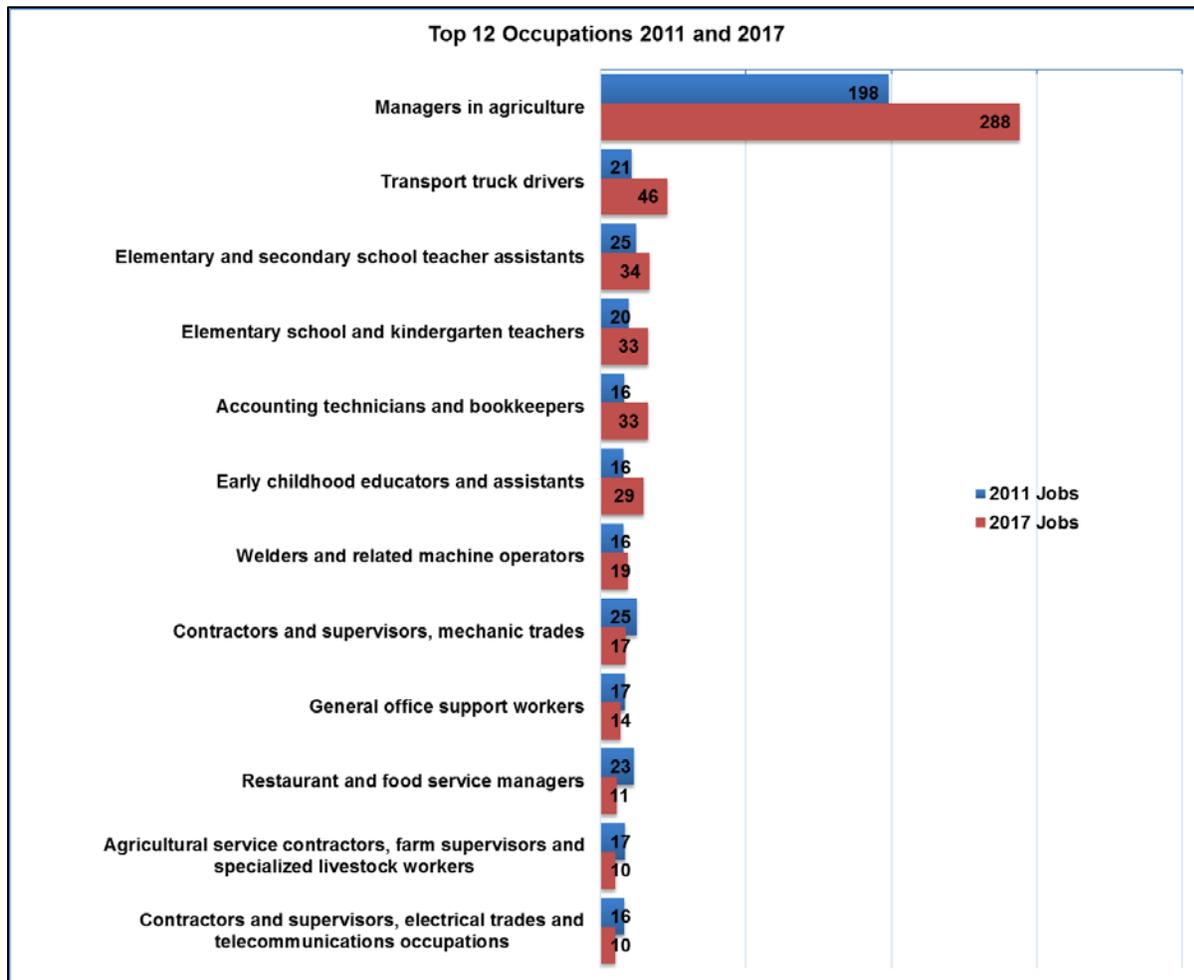
Data source: Emsi 2017.3



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

- The most common occupation is **Managers in agriculture** with 288 people employed, followed by **Transport truck drivers** with 46 people employed.
- Six of the top twelve occupations are usually associated with the tertiary or service sector.

Figure 9: Top Twelve Jobs by Occupations in 2011 and 2017



Data source: Emsi 2017.3



7.0 BUSINESS BY INDUSTRY SECTOR

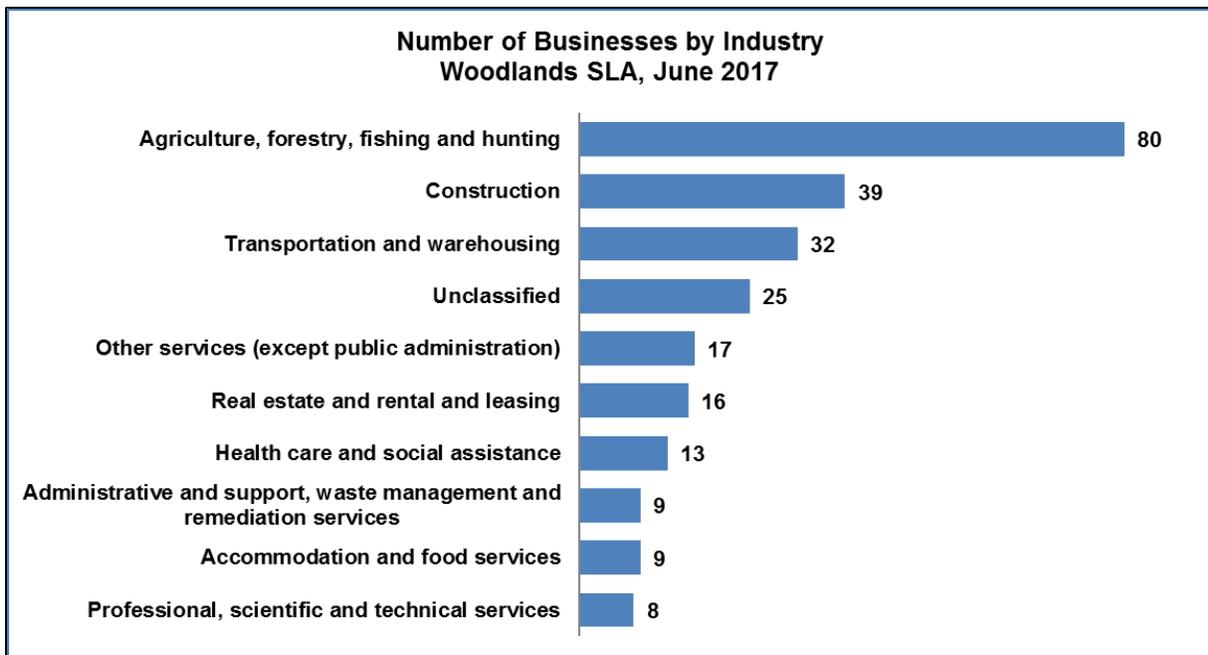
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2017, there were 282 businesses in the region. (Emsi 2017.3)

Figure 10 shows that:

- Most businesses were in the primary sector of **Agriculture, forestry, fishing and hunting** with 80 businesses followed by the secondary sector of **Construction** with 39 businesses.

Figure 10: Number of Business by Industry, 2017



Data source: Emsi 2017.3 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, 2017

Number of employees	Number of businesses
Indeterminate (self-employed)	222
1 - 4	39
5 - 9	12
10 -19	5
20 - 49	3
50 - 99	1
100 - 199	0
200- 499	0
500+	0
Total	282

Data source: Emsi 2017.3

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.