

PORTAGE LA PRAIRIE REGION

Economic Profile

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

- *Municipality of Portage la Prairie*
- *City of Portage la Prairie*
- *Long Plain First Nation*
- *Dakota Plains First Nation*
- *Dakota Tipi First Nation*

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 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

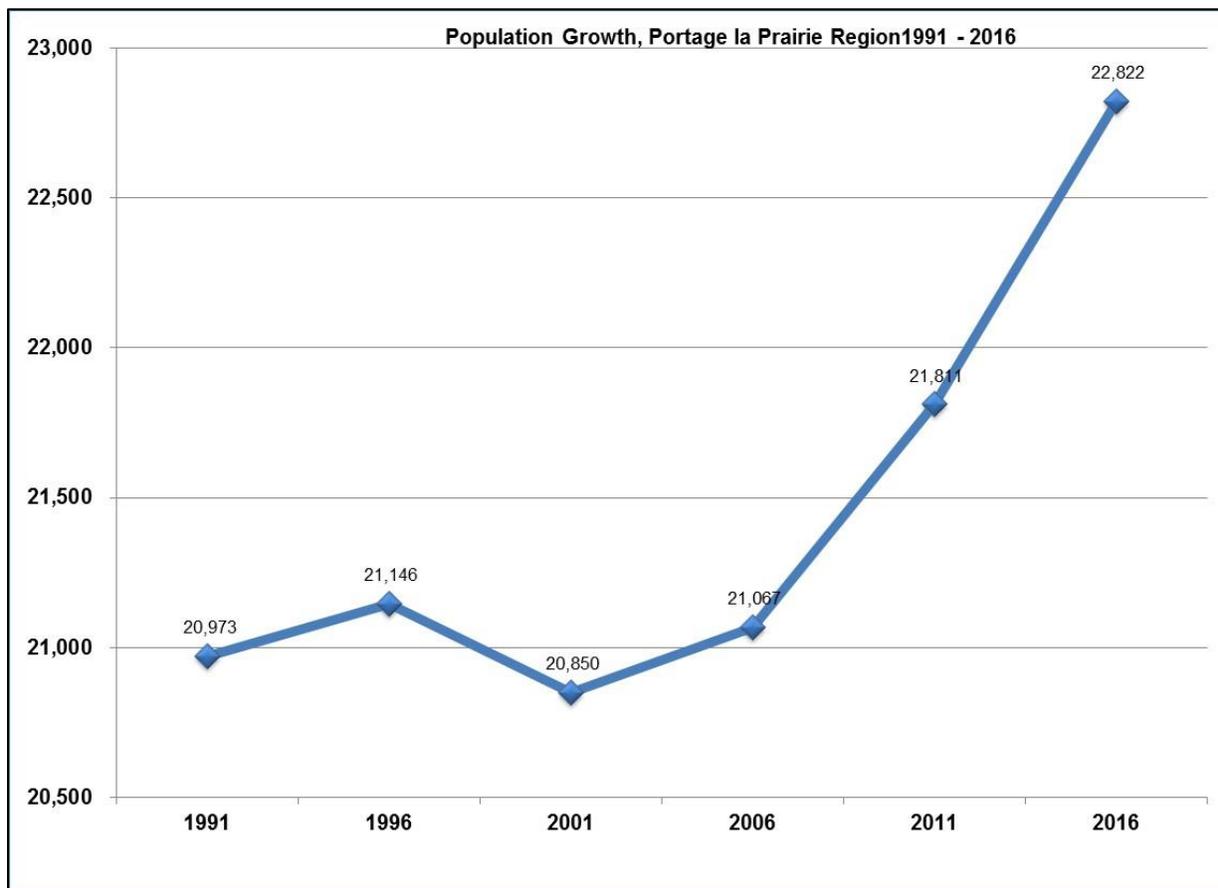
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region's ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 22,822 people living in this area in 2016.
- The population of the region increased by 1,849 (+8.8%) from 1991 to 2016.
- The population of the region increased by 1,011 (+4.6%) 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

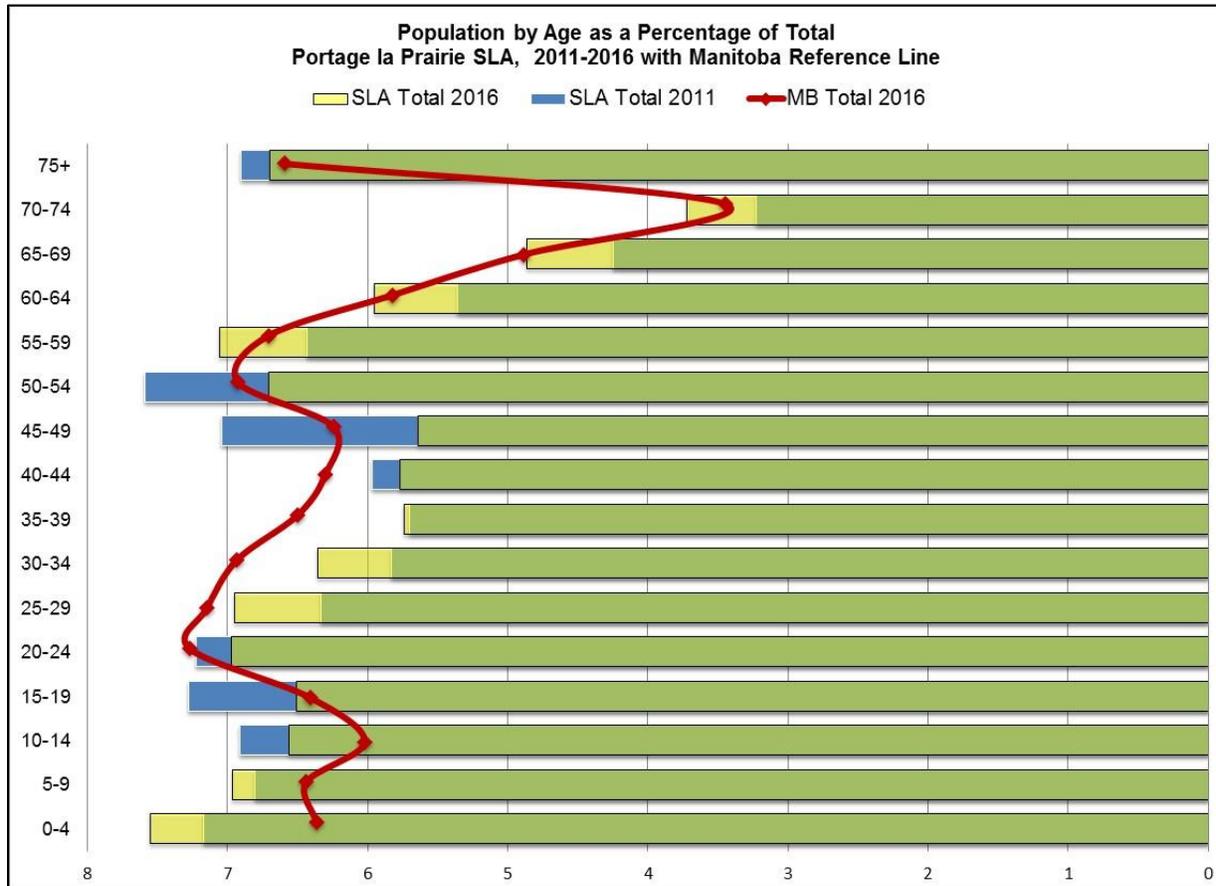


Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.



Figure 2 shows that the population in this region is similar to the Manitoba average. The exemption is in the age categories 20 to 54 where the region has less than the Manitoba average. The region has more people than the Manitoba average in the 0 to 19 categories and the 55 to 64 categories. The categories with the greatest growth from 2011 to 2016 are 0 to 4; 25 to 34, and 55 to 59.

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



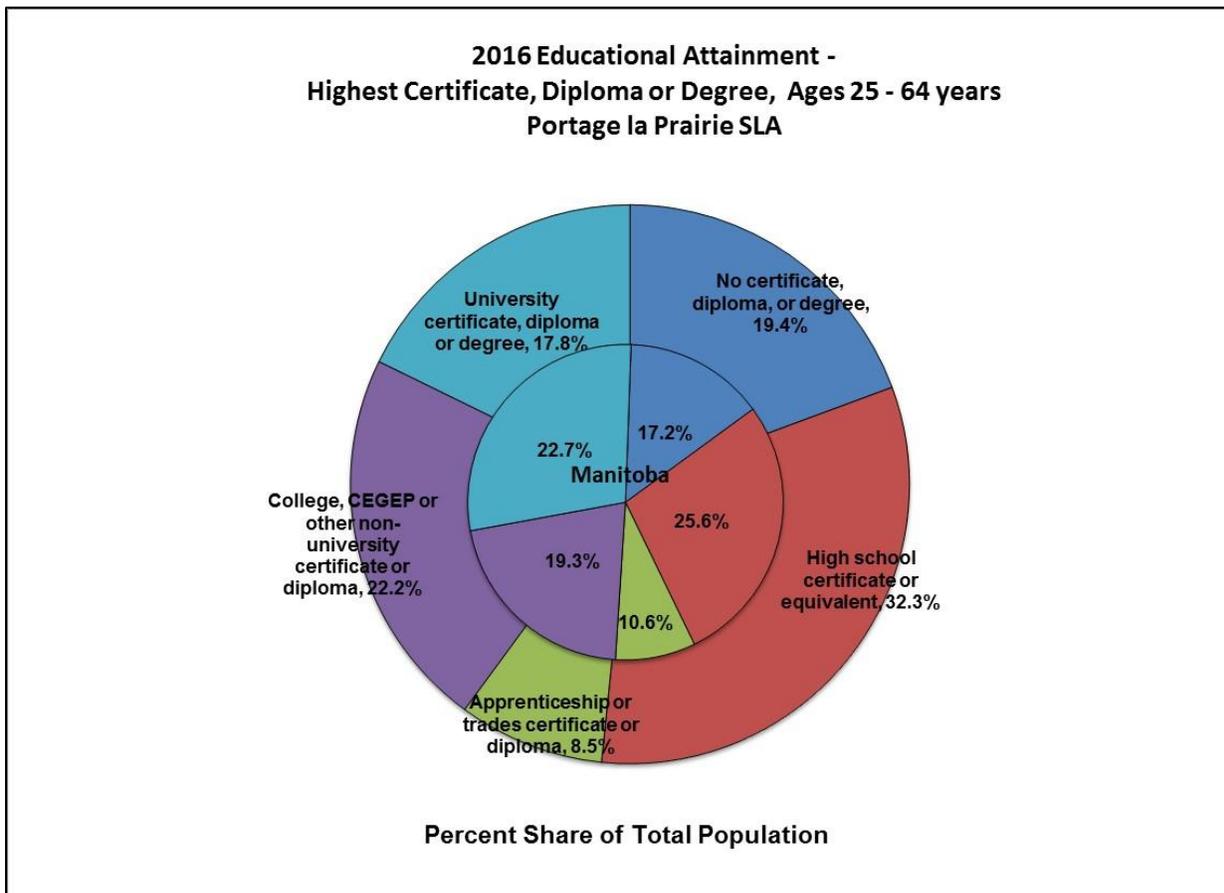
2.0 EDUCATION

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 the Portage la Prairie SLA has a higher proportion than Manitoba of people with **No certificate, diploma or degree** (19.4%); **High school certificate or equivalent** (32.3%); and **College, CEGEP or other non university certificate or diploma** (22.2%).

It has a lower proportion than Manitoba of people with **University certificate, diploma or degree** (17.8%); and **Apprenticeship or trades certificate or diploma** (8.5%).

Figure 3: Educational Attainment Portage la Prairie SLA and Manitoba 2016



Data Source: Statistics Canada: 2016 Census



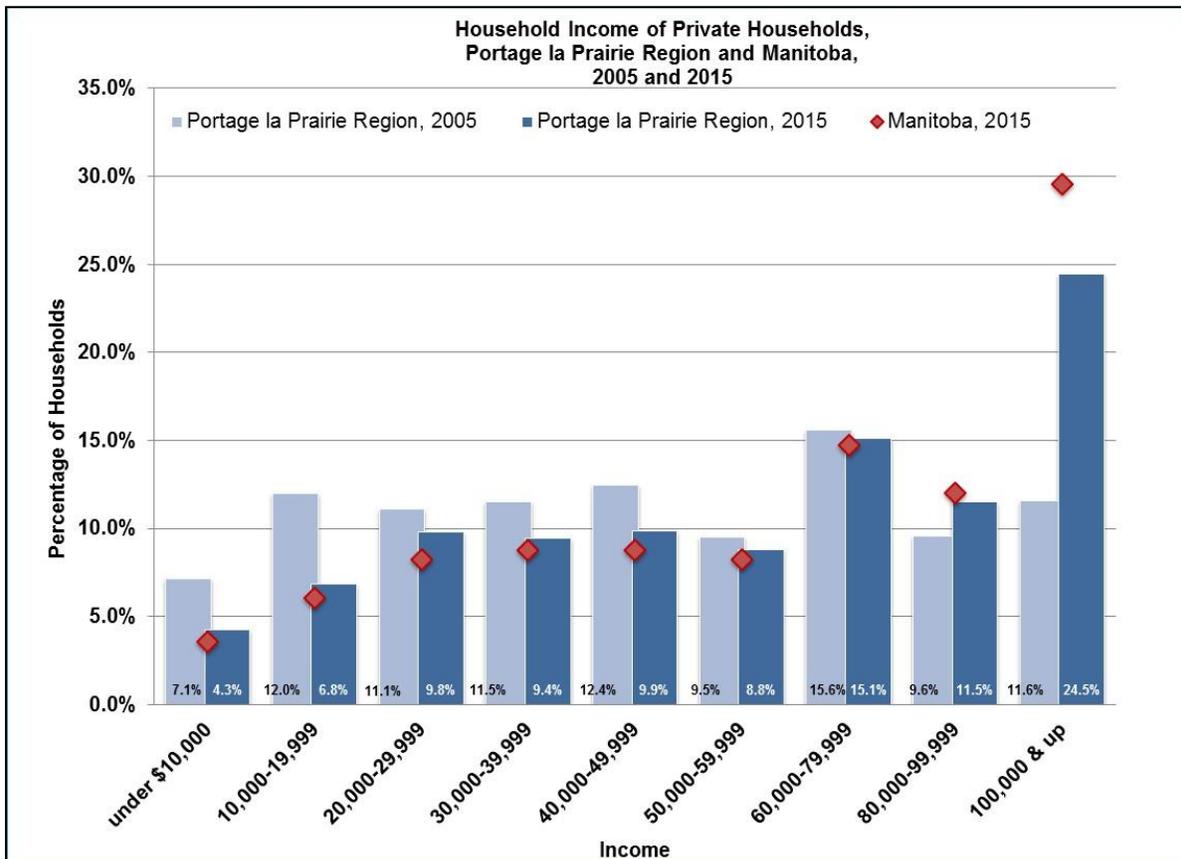
3.0 INCOME

Average income is the total incomes 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 household income of the region is similar to the average household income in the province. The number of households in the highest income brackets has increased. The number of households in the lower income brackets has decreased. The greatest change is in the category \$100,000 and up.

Data for 2010 is not available.

Figure 4: Household income Portage la Prairie Region 2005 and 2015 and Manitoba 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

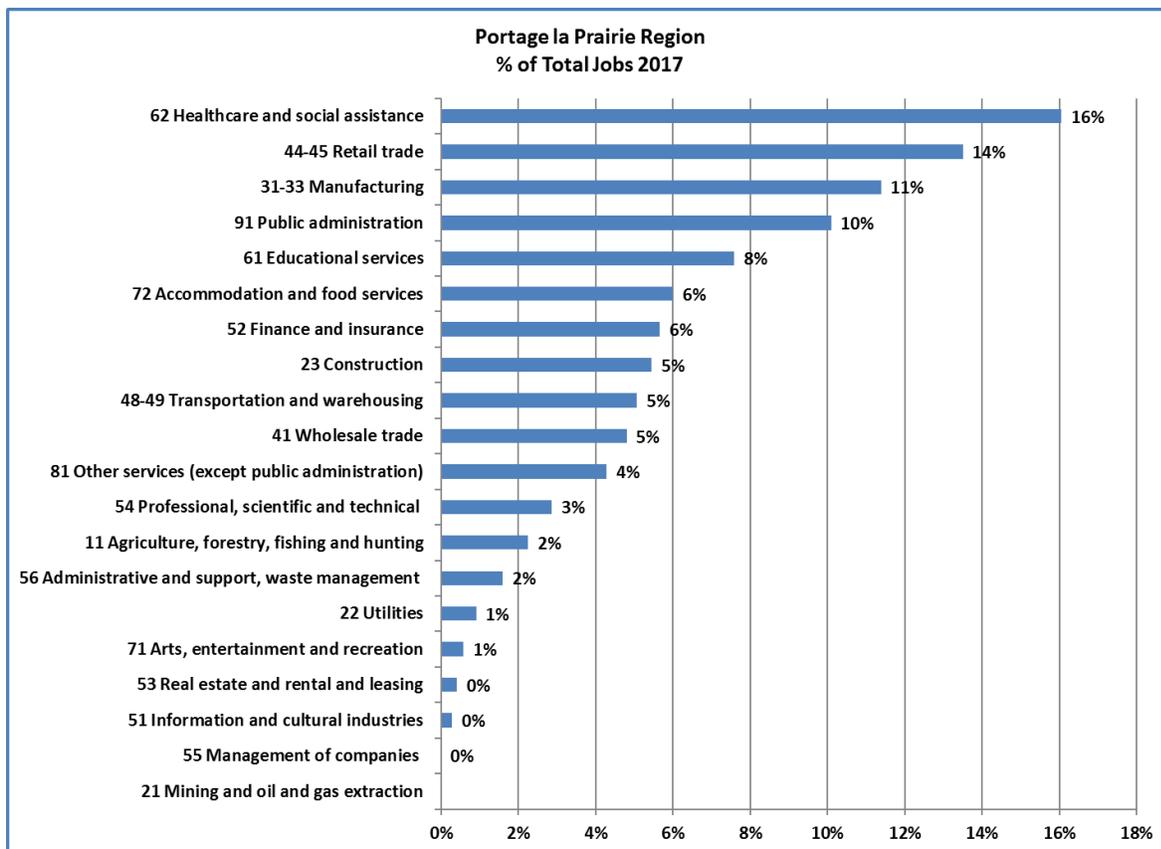
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 11,799 jobs in the Portage region.

Figure 5: Jobs by Industry Sector



Data source: Emsi 2017.3



Figure 5 shows that:

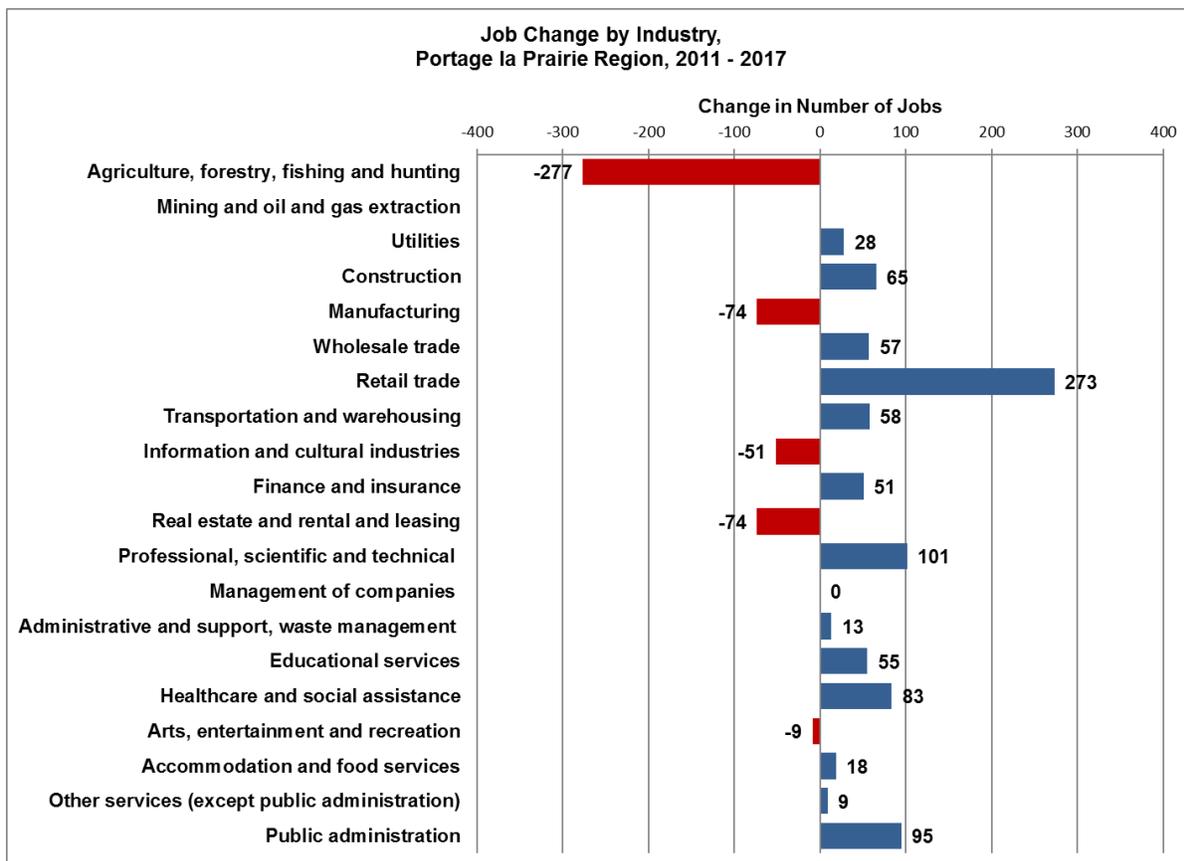
- 2% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting**.
- 17% of the jobs are in the secondary sectors of **Construction, Manufacturing and Utilities**.
- 81% of the jobs are in the tertiary sector.
- 34% of the jobs are in sectors traditionally funded 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 loss of 277 jobs between 2011 and 2017. The sector with the greatest job gain was the **Retail trade** with a gain of 273 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 11,799 jobs in the region, an increase of 418 jobs (+3.7%) between 2011 and 2017. This compares to an increase of 5.3% for Manitoba.
- In the goods producing sectors, there were 2,359 jobs, a decrease of 258 jobs (-9.8%) from 2011. There was a decrease in jobs in the **Agriculture, forestry, fishing and hunting** sector of 277 jobs (-51.0%); an increase in the **Utilities** sector of 28 jobs (+35.1%); an increase in the **Construction** sector of 65 jobs (+11.3%); and a decrease in the **Manufacturing** sector of 74 jobs (-5.2%).
- For comparison, from 2011 to 2017, Manitoba gained 2.8% (2,973 jobs) in the goods producing sectors.
- In 2017, there were 9,298 jobs in the service sector, a gain of 680 jobs (-7.9%). This compares to an increase of 6.1% (31,890 jobs) in Manitoba.

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

	Portage la Prairie Region			
	Number of Jobs 2011	Number of Jobs 2017	Real Change 2011 - 2017	% Change 2011 - 2017
ALL INDUSTRIES	11,381	11,799	418	3.7%
Goods Producing Industries	2,617	2,359	-258	-9.8%
Agriculture, forestry, fishing and hunting	542	265	-277	-51.0%
Mining and oil and gas extraction	<10	<10		
Utilities	79	107	28	35.1%
Construction	577	643	65	11.3%
Manufacturing	1,418	1,344	-74	-5.2%
Service Industries	8,618	9,298	680	7.9%
Wholesale trade	509	567	57	11.3%
Retail trade	1,320	1,593	273	20.7%
Transportation and warehousing	540	597	58	10.7%
Information and cultural industries	84	33	-51	-60.7%
Finance and insurance	617	668	51	8.2%
Real estate and rental and leasing	123	49	-74	-59.9%
Professional, scientific and technical	237	338	101	42.8%
Management of companies	0	0	0	
Administrative and support, waste management	175	188	13	7.6%
Educational services	841	896	55	6.6%
Healthcare and social assistance	1,811	1,894	83	4.6%
Arts, entertainment and recreation	77	69	-9	-11.2%
Accommodation and food services	690	708	18	2.7%
Other services (except public administration)	498	506	9	1.7%
Public administration	1,097	1,192	95	8.6%
Unclassified	143	140	-3	-2.3%

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



6.0 LABOUR BY OCCUPATION

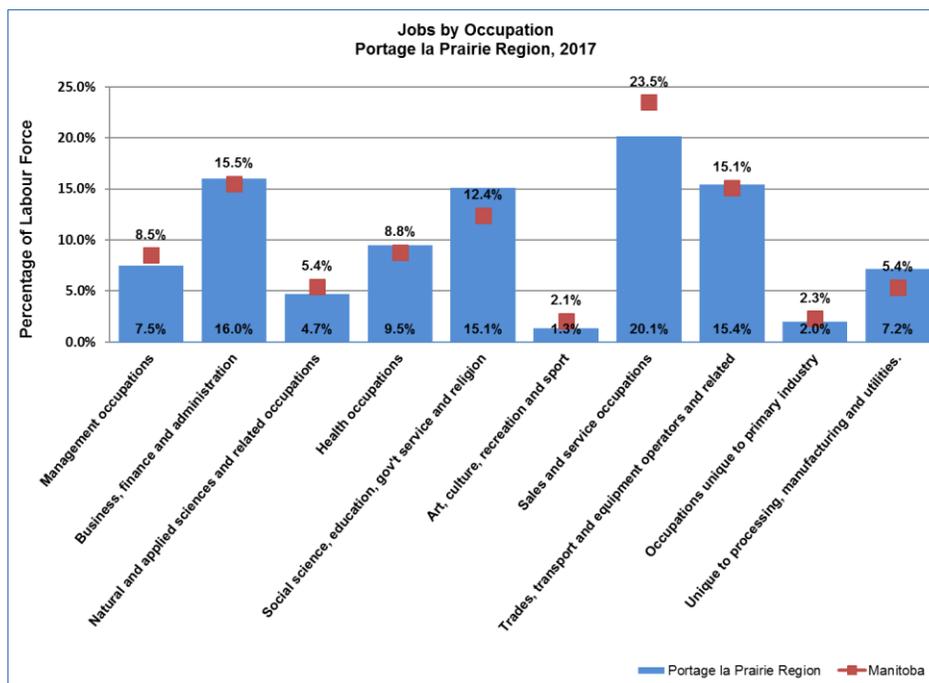
The term “jobs” refer to positions located within the region. “Labour” refers to the people who work. For example, a teacher lives in one community yet works in another. The job would be counted in the community where the school is located. The occupation would be counted in the community where the teacher lives.

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 field of **Sales and service occupations** (20.1%), followed by **Occupations in business, finance and administration** (16.0%).
- 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 **Business, finance and administration; Health occupations; Occupations in social science education, government services and religion; Trades, transport and equipment operators and related occupations; and Occupations unique to primary industry.**

Figure 8: Labour by Occupation 2017 SLA and Manitoba



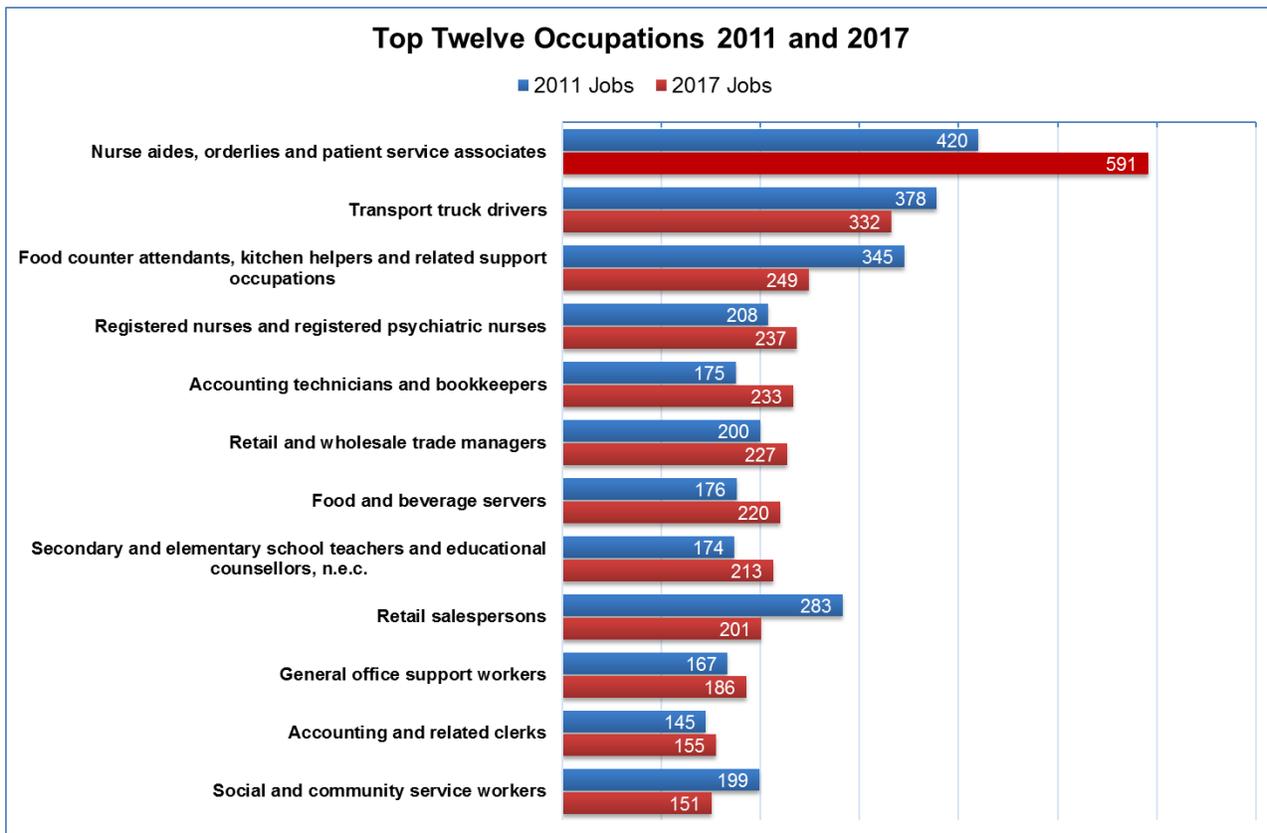
Data source: Emsi 2017.3



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

- The most common occupation is **Nurses aides, orderlies and patient service associates** with 591 people employed, followed by **Transport truck drivers** with 332 people employed.
- Ten of the top twelve occupations are usually associated with the tertiary or service sector.

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



Data source: Emsi 2017.3



7.0 BUSINESS BY INDUSTRY SECTOR

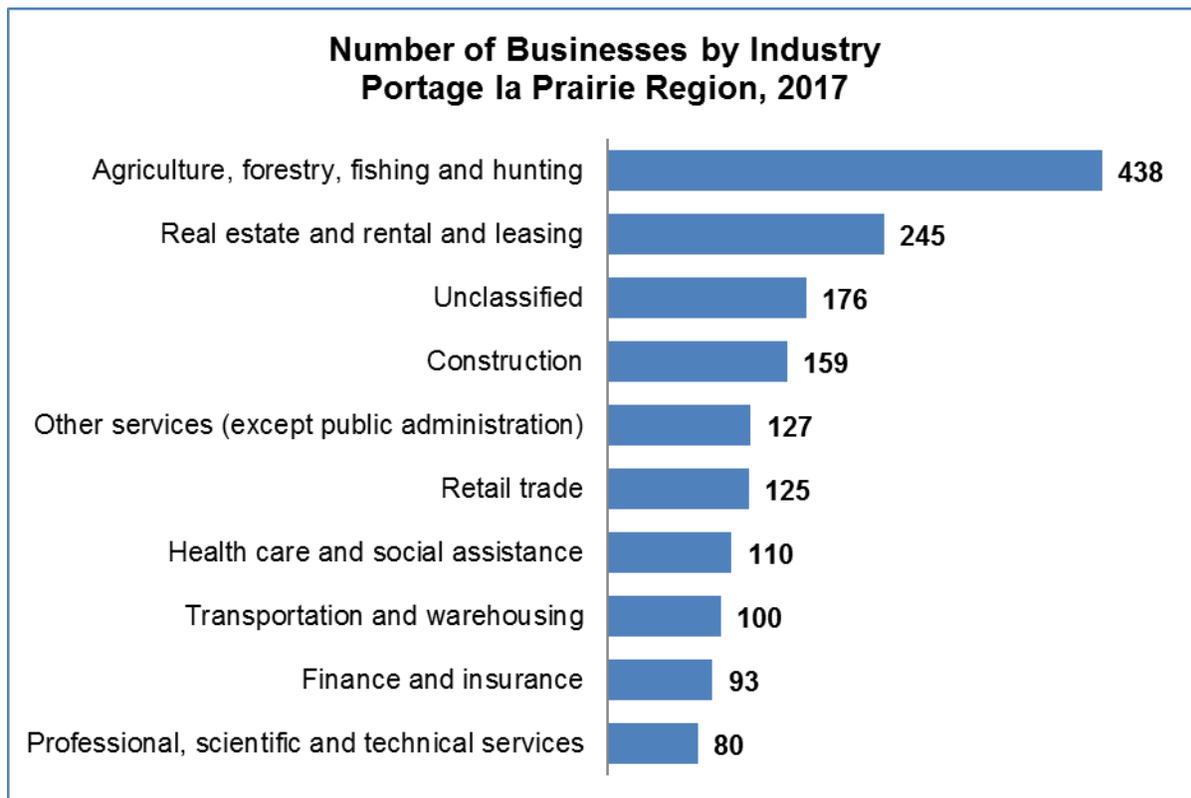
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2017, there were 1,825 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 **438** and the tertiary sector of **Real estate and rental and leasing** with **245**. There were **159** businesses in the secondary sector of **Construction**.

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 than employ 1 to 4 individuals.

Figure 11: Business by Size of Employment, 2017

Number of Employees	Number of Businesses
Indeterminate (Self employed)	1248
1-4.	134
5-9.	95
10-19.	68
20-49	16
50-99	7
100-199	8
200-499	2
500+	2
Total	1905

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.