

ROBLIN AND REGION

Economic Profile

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

- *The Municipality of Hillsburg – Roblin – Shell River*
- *Division No. 20 Unorganized South*

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

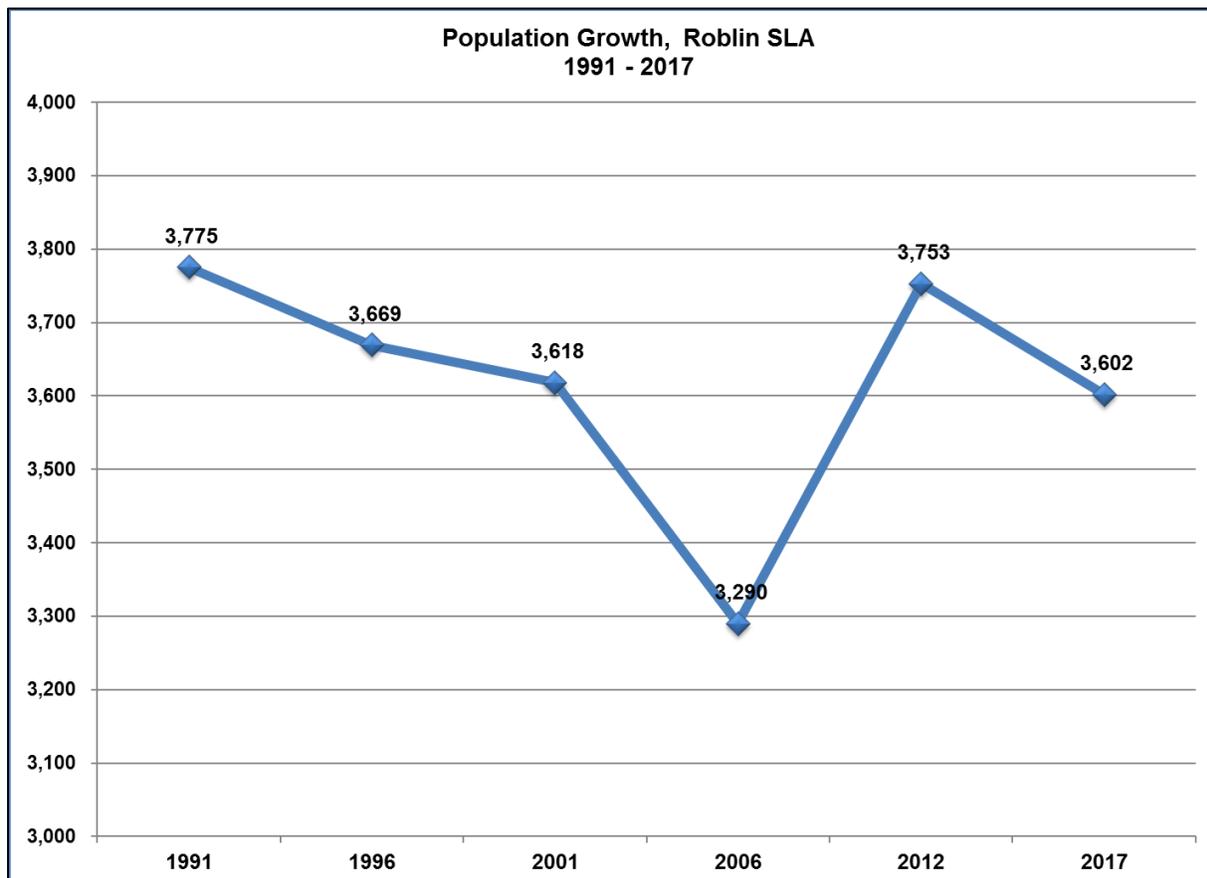
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2018), there were 3,602 people living in this area in 2017.
- The population of the region decreased by 67 (-1.8%) from 1996 to 2017.
- The population of the region decreased by 151 (-4.0%) from 2012 to 2017.

For reference, in Manitoba, the overall population increase from 2012 to 2017 was 7.1%.

Figure 1: Population Growth 1991 - 2017

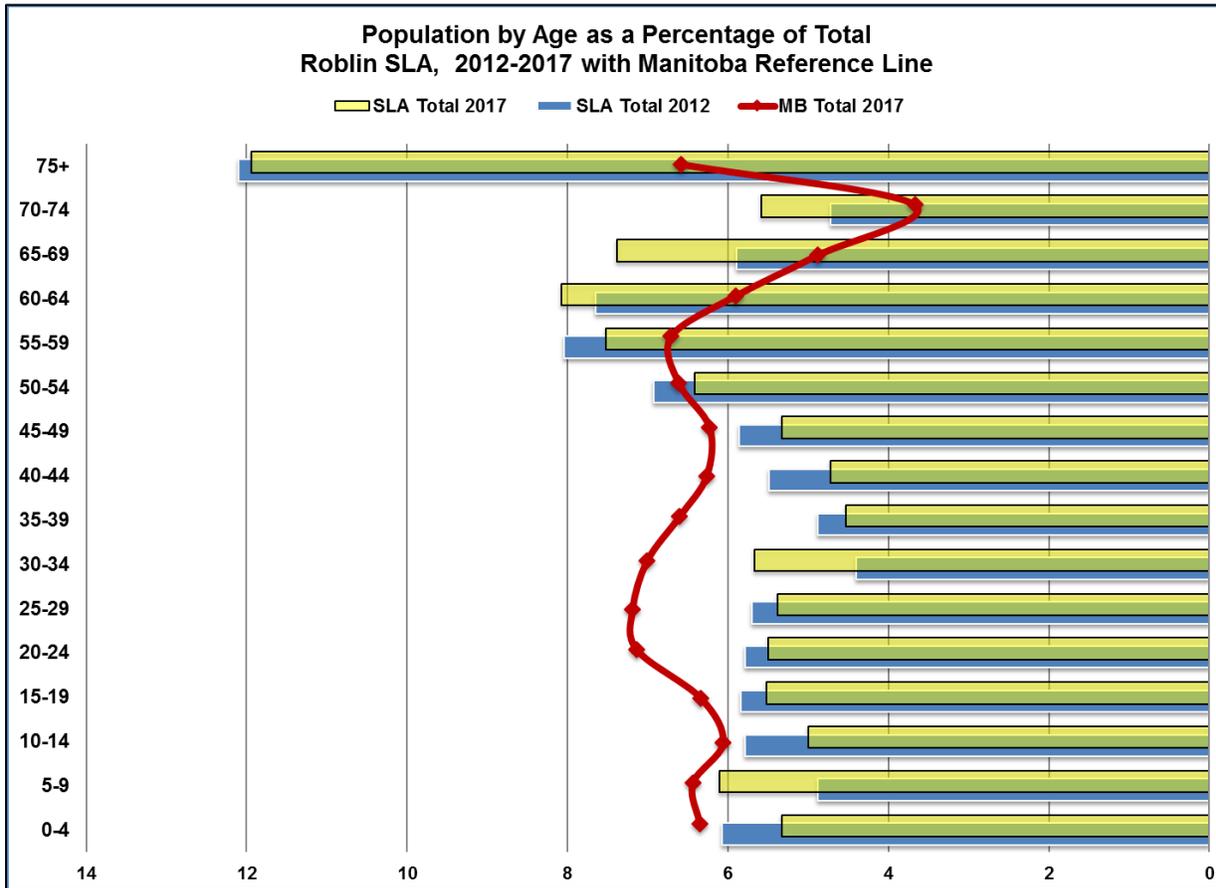


Data sources: Manitoba Health Population Reports: June 1 2018; June 1, 2013; June 1, 2007; June 1, 2002; June 1, 1997; and June 1, 1992.



Figure 2 shows that the population by proportion in this region has increased in the 5 to 9, 30 to 34, and 60 to 74 age categories. The region has more people by proportion than the Manitoba average in the 55 to 75+ age category. The region has fewer people by proportion than the Manitoba average in the 0 to 54 age categories.

Figure 2: Population Growth in Region by Age 2012 and 2017; in Manitoba 2017



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



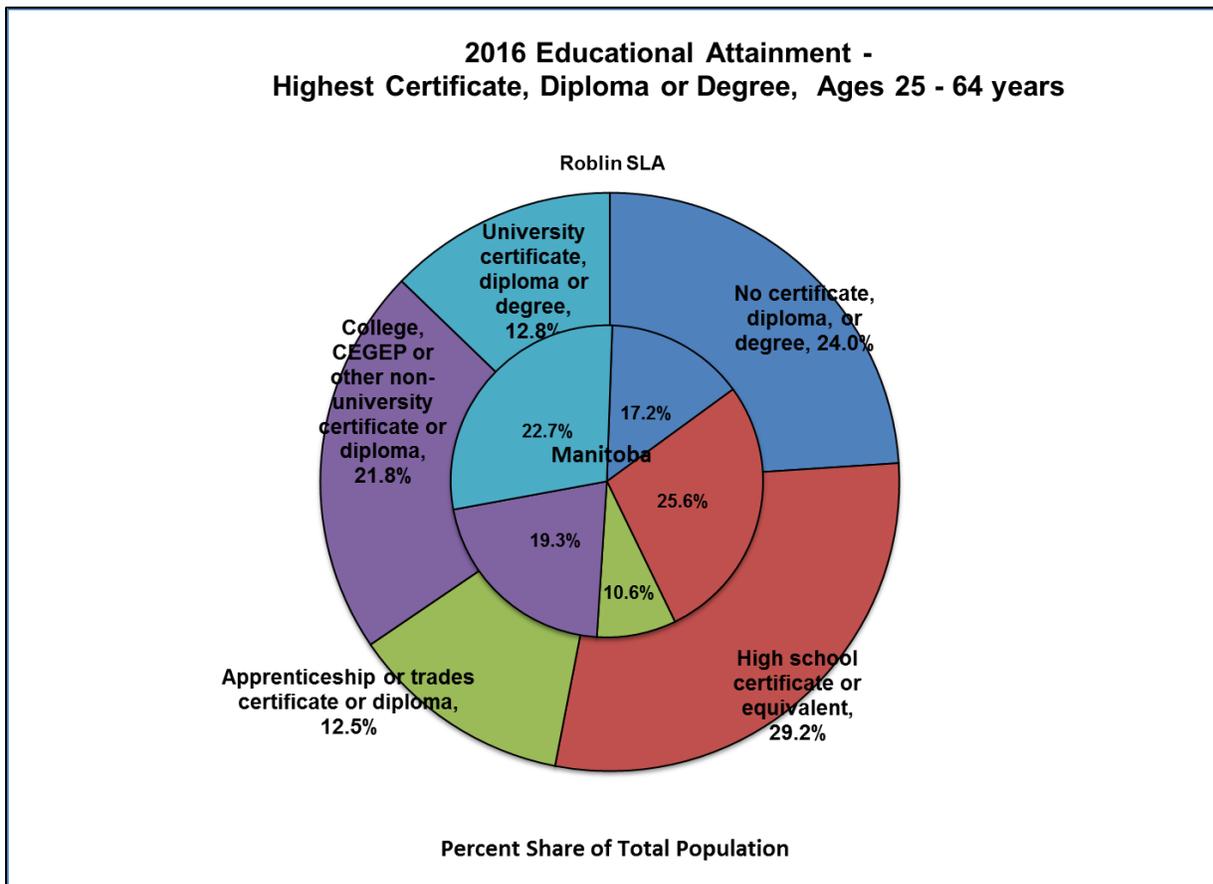
2.0 EDUCATION

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 **No certificate, diploma or degree** (24.0%); **High school certificate or equivalent** (29.2%); **Apprenticeship or trades certificate or diploma** (12.5%); and **College, CEGEP or other non-university certificate or diploma** (21.8%).

It has a lower proportion than Manitoba of people with **University certificate, diploma or degree** (12.8%).

Figure 3: Educational Attainment Roblin SLA and Manitoba 2016



Source: Statistics Canada: 2016 Census

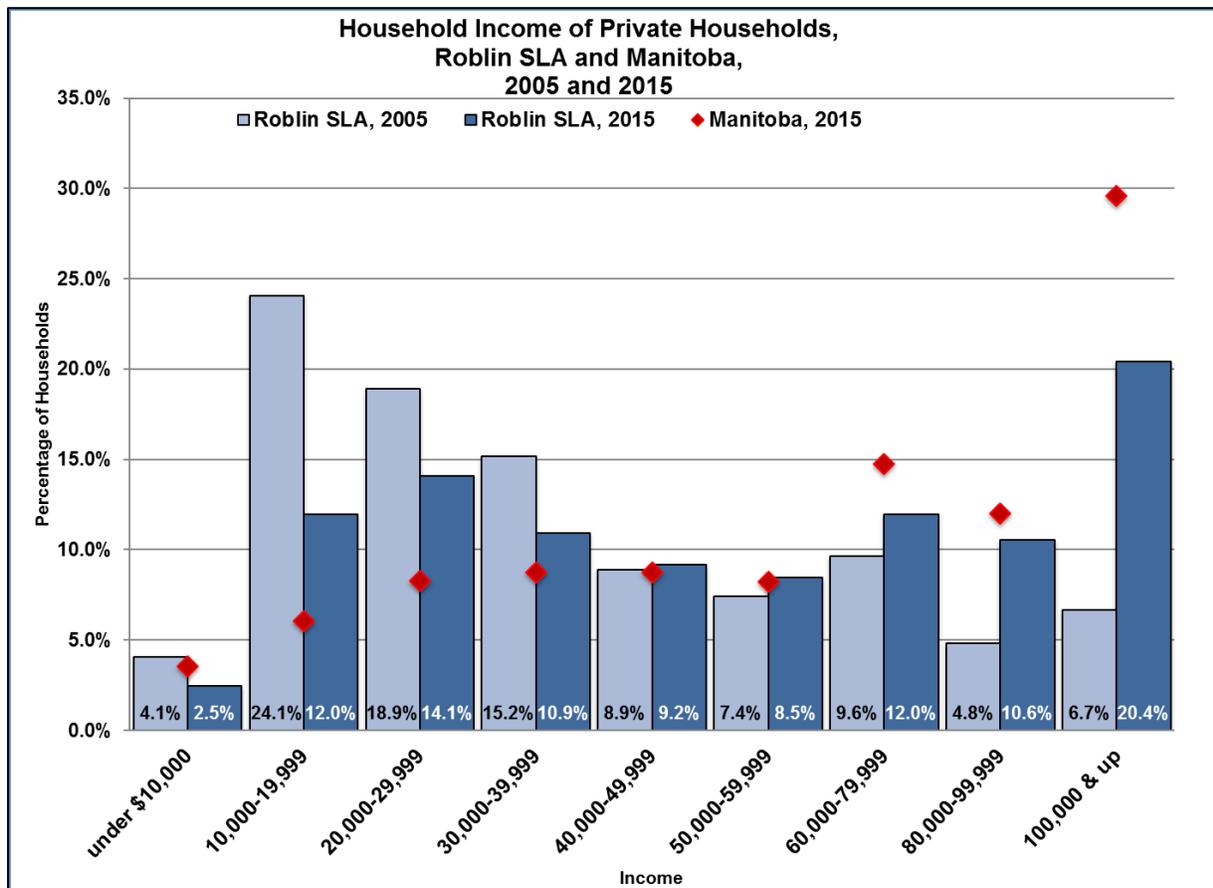


3.0 INCOME

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, however in most cases, it is higher than the provincial average. The percentage of households in the three highest income brackets has increased but is still less than the provincial average.

Figure 4: Household income Roblin 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

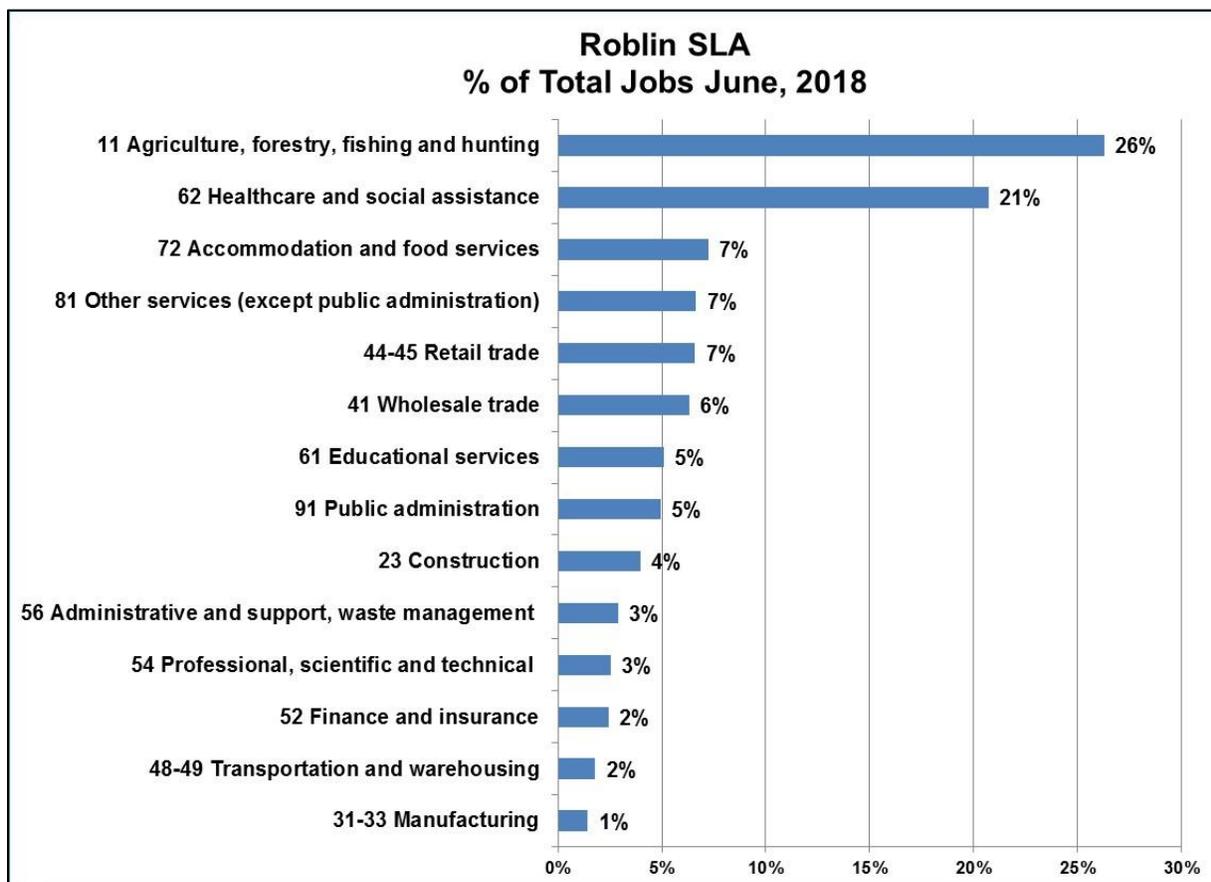
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 2018 there were 1,410 jobs in the SLA region. (Emsi 2018.3)

Figure 5: Jobs by Industry Sector



Data source: Emsi 2018.3



Figure 5 shows that:

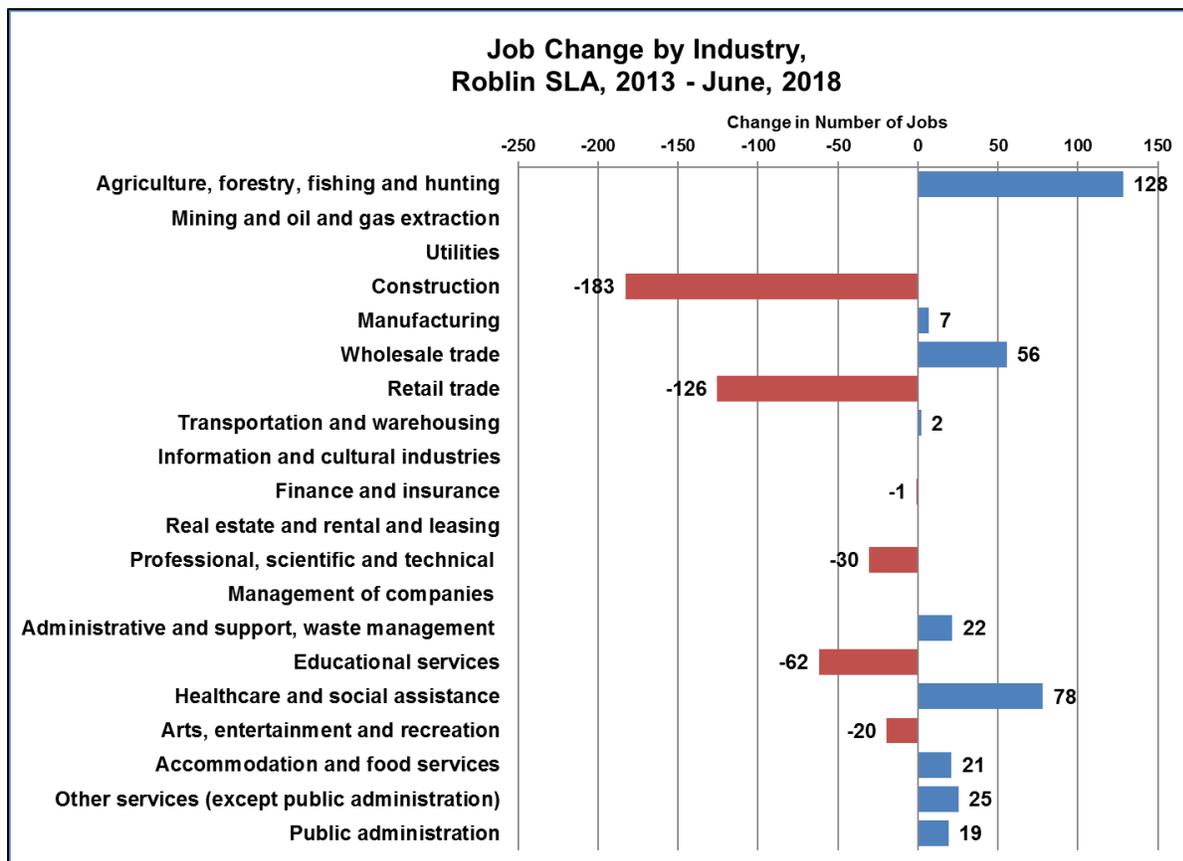
- 26% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting**.
- 5% of the jobs are in the secondary sectors of **Construction** and **Manufacturing**.
- 69% of the jobs are in the tertiary sector.
- 31% of the jobs are in sectors traditionally funded by 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 loss of 183 jobs between 2013 and June, 2018. The sector with the greatest job gain was the **Agriculture, forestry, fishing and hunting** sector with a gain of 128 jobs between 2013 and June, 2018.

Figure 6: Job Change by Industry Sector, 2013 to June, 2018



Data source: Emsi 2018.3



Figure 7 shows that:

- In June, 2018, there were 1,410 jobs in the region, a decrease of 63 jobs (-4.3%) between 2013 and June, 2018. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 447 jobs, a decrease of 48 jobs (-9.7%) from 2013. In the **Agriculture, forestry, fishing and hunting** sector, there was a gain of 128 jobs (+52.9%). There were no jobs in the **Mining and oil and gas extraction** sector the **Utilities** sector. There was a loss of 183 jobs (-76.6%) in the **Construction** sector. there was a gain of 7 jobs (+52.3%) in the **Manufacturing** sector.
- For comparison, from 2013 to June, 2018, Manitoba gained 3.0% (4,611 jobs) in the goods producing sectors.
- In June, 2018, there were 947 jobs in the service sector, a decrease of 15 jobs (-1.6%). This compares to an increase of 5.0% in Manitoba.

Figure 7: Real and Percentage Job Change by Industry Sector, 2013 to June, 2018

	Roblin SLA			
	Number of Jobs 2013	Number of Jobs June, 2018	Real Change 2013 - June, 2018	% Change 2013 - June, 2018
ALL INDUSTRIES	1,483	1,410	-63	-4.3%
Goods Producing Industries	495	447	-48	-9.7%
Agriculture, forestry, fishing and hunting	242	371	128	52.9%
Mining and oil and gas extraction	<10	0		
Utilities	<10	0		
Construction	239	56	-183	-76.6%
Manufacturing	13	20	7	52.3%
Service Industries	963	947	-15	-1.6%
Wholesale trade	33	89	56	167.0%
Retail trade	218	93	-126	-57.5%
Transportation and warehousing	23	25	2	8.8%
Information and cultural industries	<10	0		
Finance and insurance	35	34	-1	-2.6%
Real estate and rental and leasing	<10	<10		
Professional, scientific and technical	66	36	-30	-45.9%
Management of companies	0	<10		
management	19	41	22	111.6%
Educational services	133	72	-62	-46.3%
Healthcare and social assistance	214	292	78	36.6%
Arts, entertainment and recreation	20	0	-20	-100.0%
Accommodation and food services	81	102	21	26.0%
Other services (except public administration)	68	94	25	37.4%
Public administration	51	70	19	37.7%
Unclassified	11	14	3	29.3%

Data source: Emsi 20178.3 Note: Figures may not add up due to rounding.



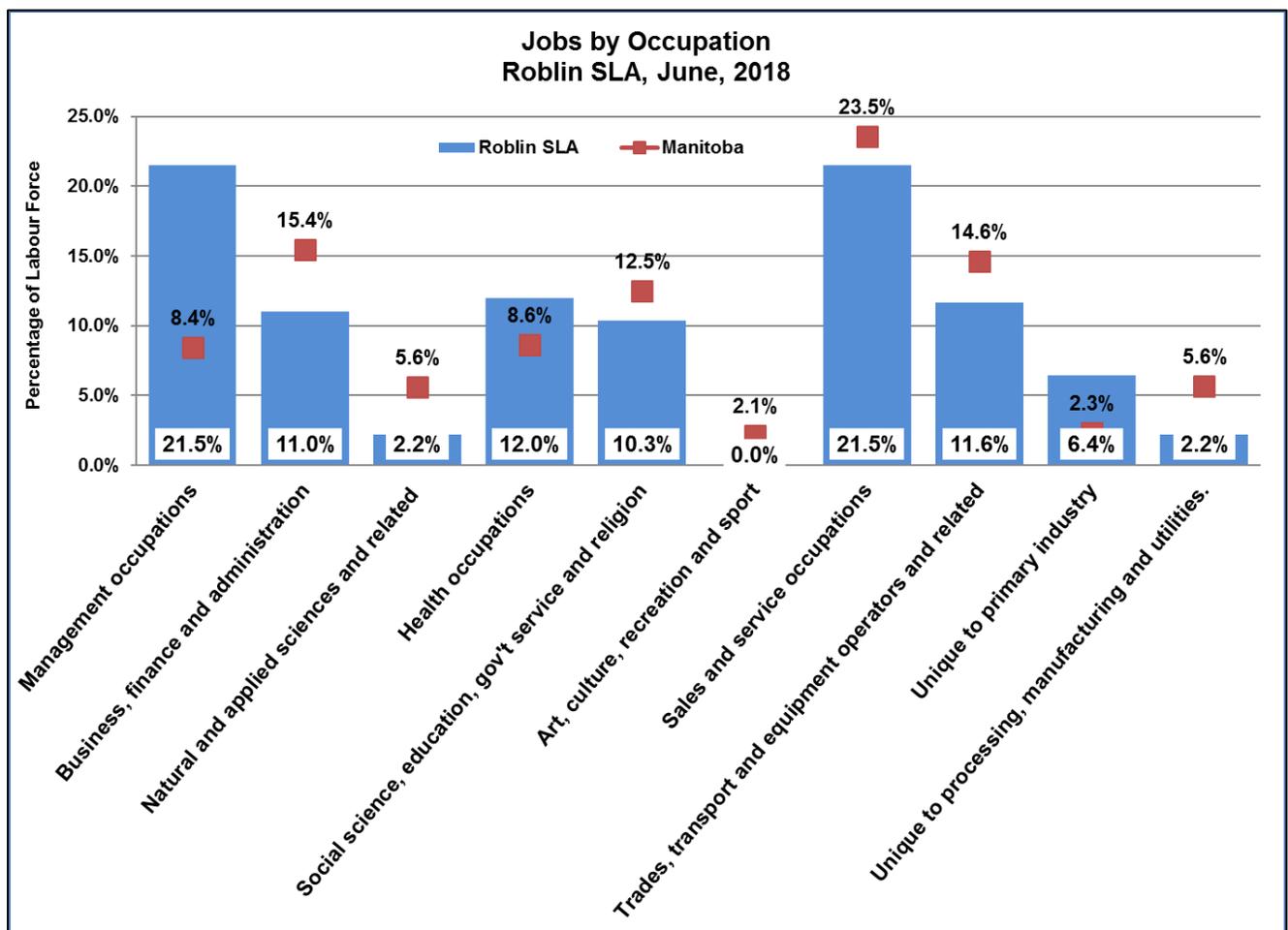
6.0 LABOUR BY OCCUPATION

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 fields of **Management occupations** (21.5%), and **Sales and service occupations** (21.5%).
- 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** (15.4%).
- The region has a higher percentage than the average of Manitoba in the fields of **Management occupations; Health occupations; and Occupations unique to primary industry.**

Figure 8: Labour by Occupation June, 2018 SLA and Manitoba



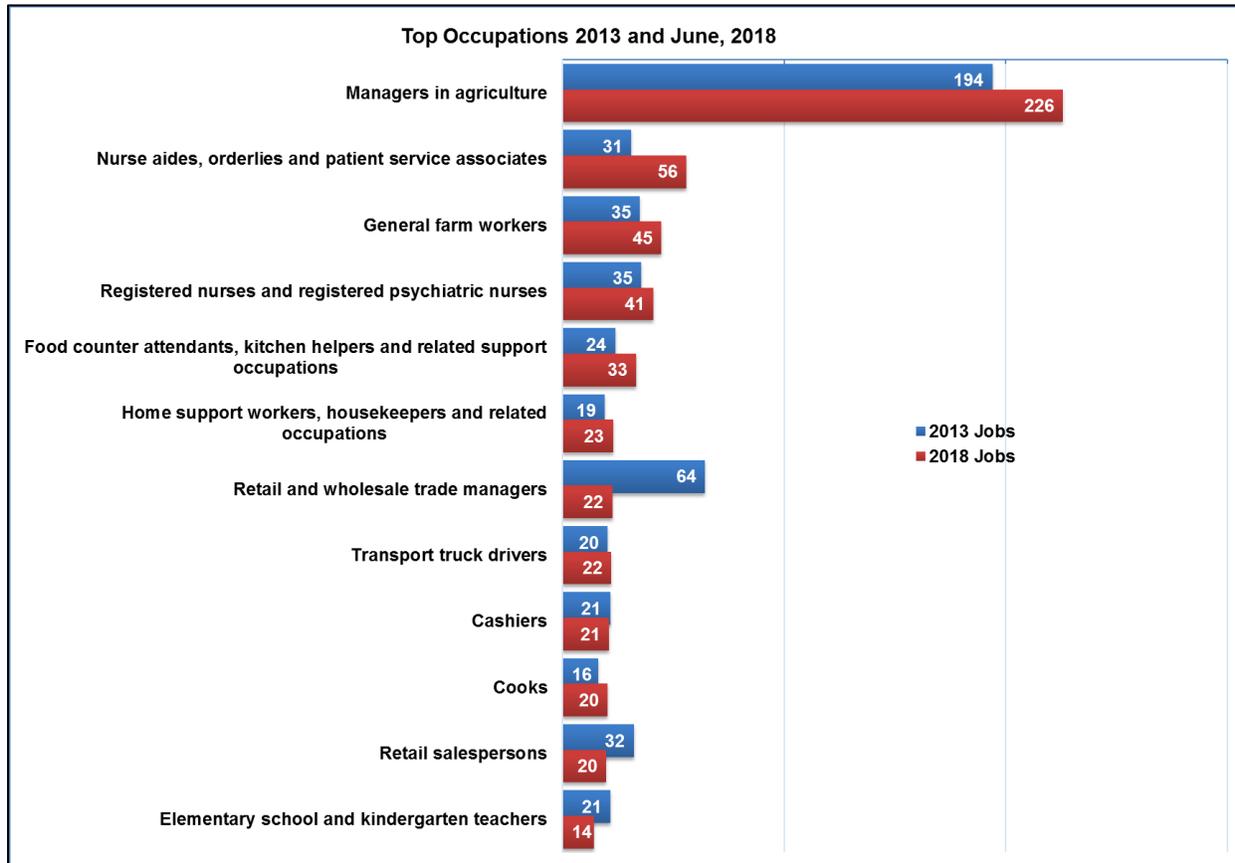
Data source: Emsi 2018.3



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

- The most common occupation is **Managers in agriculture** with 226 people employed, followed by **Nurse aides, orderlies and patient service associates** with 56 people employed.
- Ten of the top twelve occupations are usually associated with the tertiary or service sector.

Figure 9: Top Jobs by Occupations in 2013 and June, 2018



Data source: Emsi 2018.3



7.0 BUSINESS BY INDUSTRY SECTOR

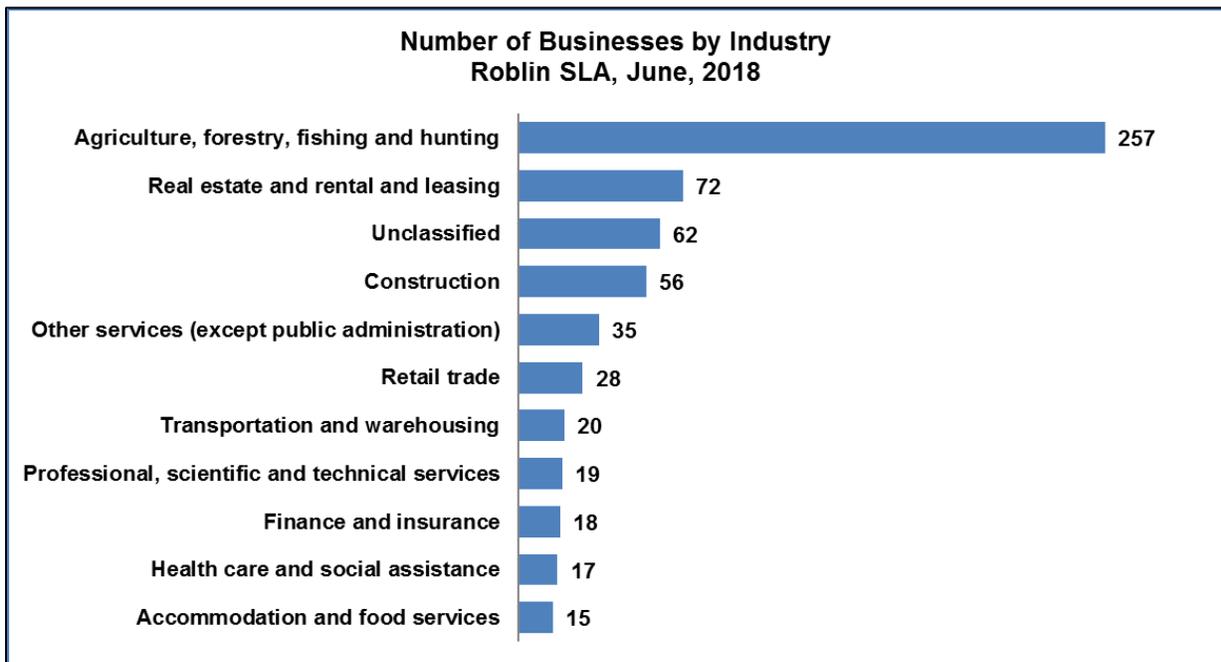
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In June, 2018, there were 644 businesses in the region. (Emsi 2018.3)

Figure 10 shows that:

- Most businesses were in the primary sector of **Agriculture, forestry, fishing and hunting** with 257 businesses followed by the tertiary sector of **Real estate and rental and leasing** with 72 businesses. The secondary sector of **Construction** had 56 businesses.

Figure 10: Number of Business by Industry, June, 2018



Data source: Emsi 2018.3 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, June, 2018

Number of employees	Number of businesses
Indeterminate (self-employed)	509
1 - 4	74
5 - 9	35
10 -19	14
20 - 49	9
50 - 99	3
100 - 199	0
200- 499	0
500+	0
Total	644

Data source: Emsi 2018.3

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.