

STE. ROSE AND REGION

Economic Profile

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

- *Municipality of Ste. Rose*
- *Municipality of Alonsa*
- *Municipality of McCreary*
- *Municipality of Glenella Landsdowne*
- *Sandy Bay First Nation (5)*
- *Ebb and Flow First Nation (52)*
- *O-Chi-Chak-Ko-Sipi First Nation (Crane River 51)*
- *Skownan First Nation (Waterhen 45)*

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

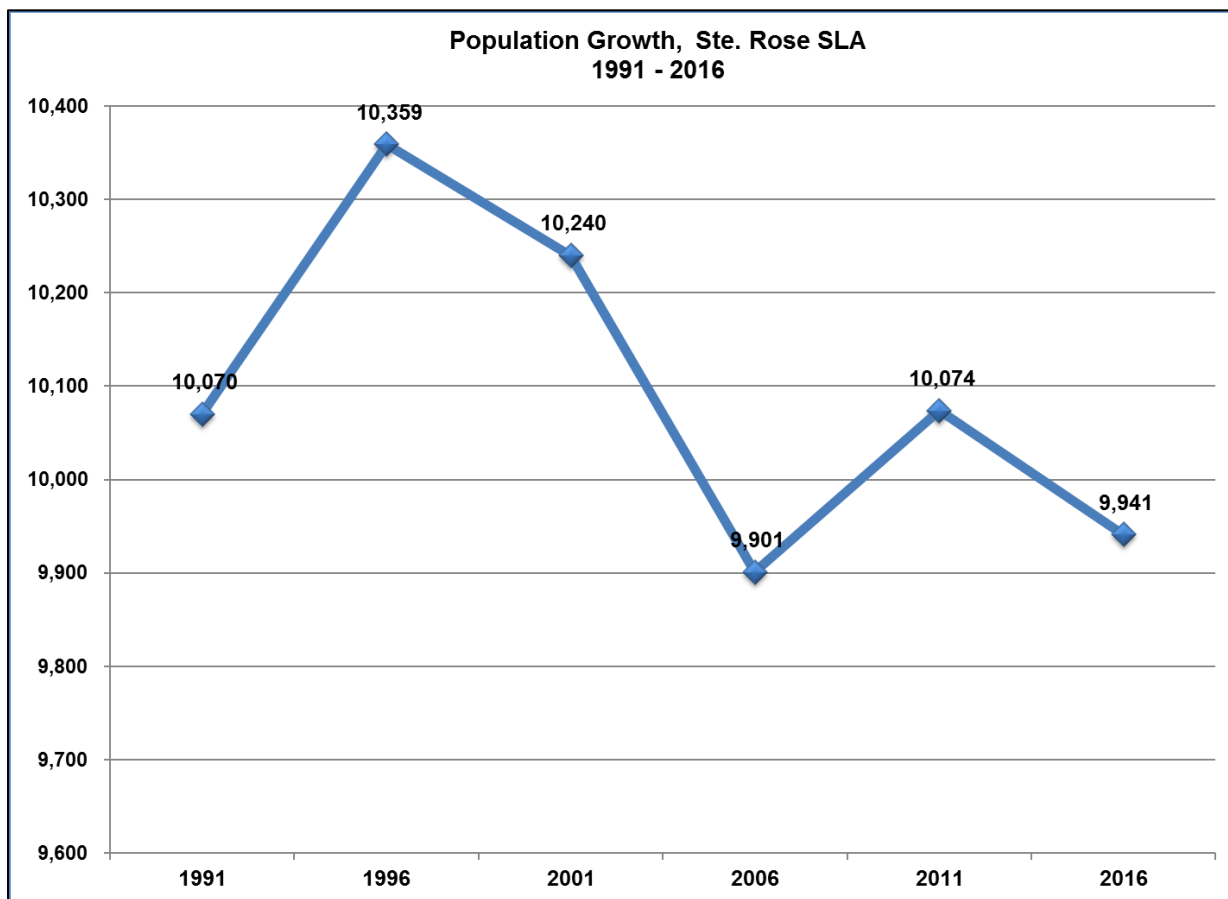
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 9,941 people living in this area in 2016.
- The population of the region decreased by 418 (-4.0%) from 1996 to 2016.
- The population of the region decreased by 133 (-1.3%) 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

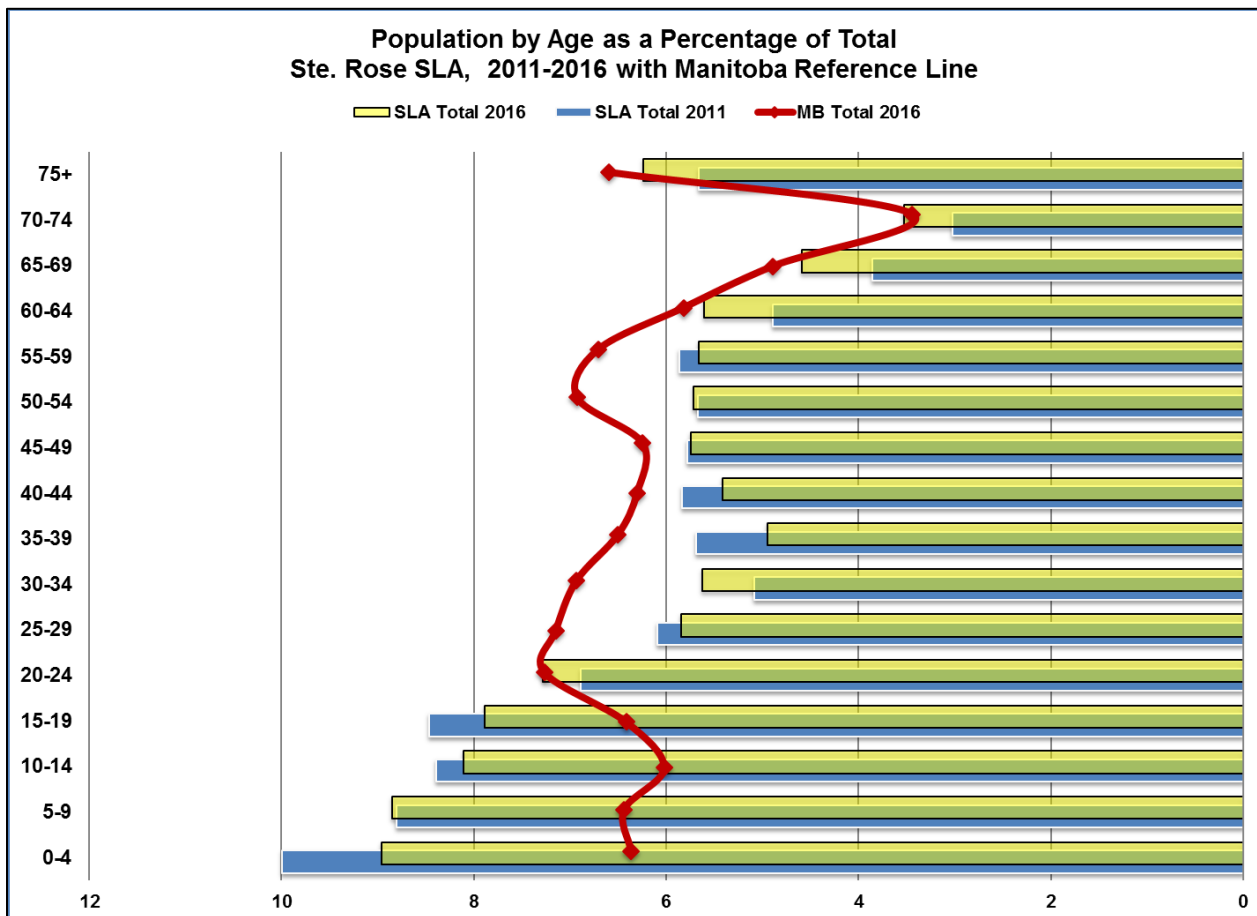


Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.



Figure 2 shows that the population by proportion in this region has increased in the 20 to 24, 30 to 34, and 60 to 75+ age categories. The region has more people by proportion than the Manitoba average in the 0 to 19 and 70 to 74 age categories. The region has fewer people by proportion than the Manitoba average in the 25 to 69 and 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



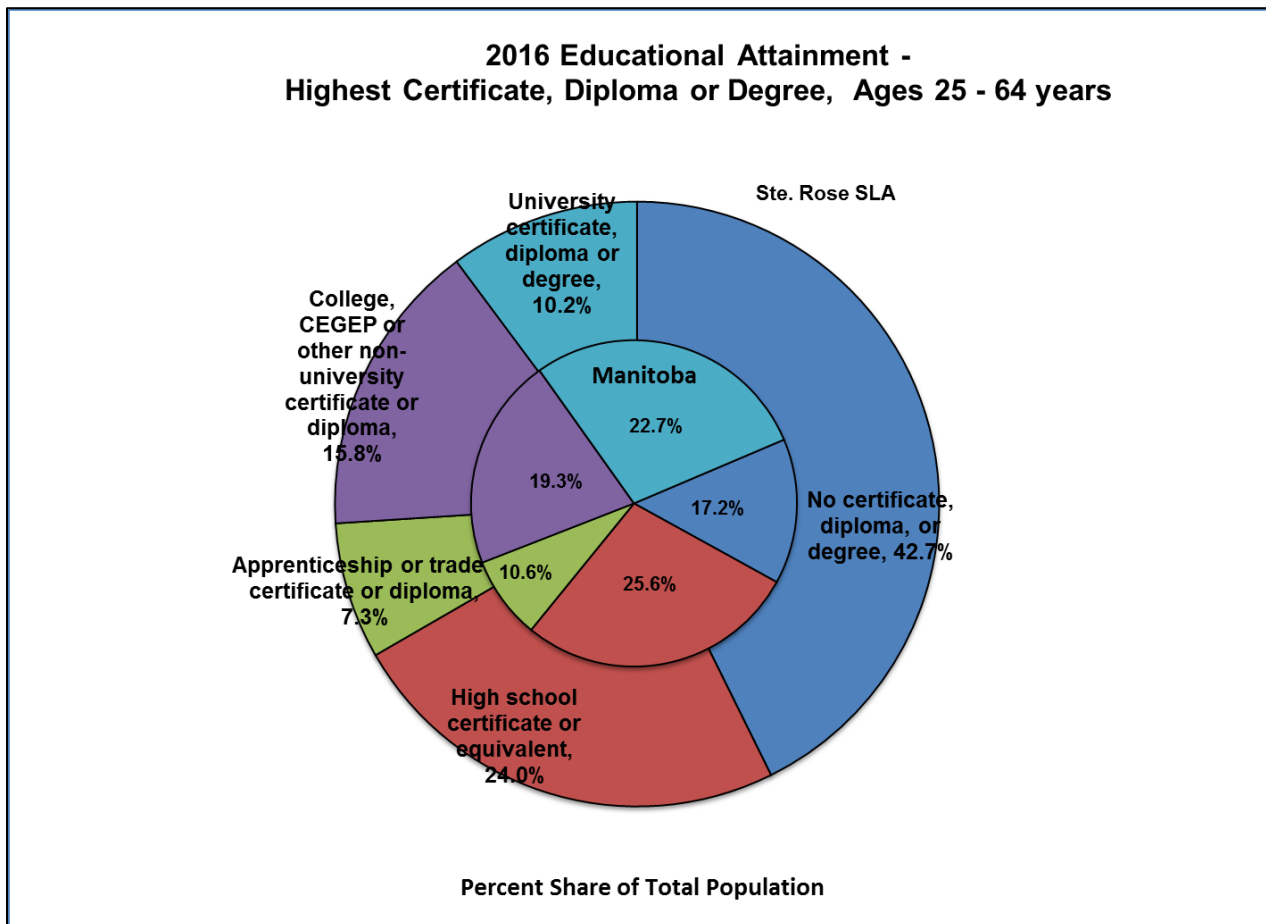
2.0 EDUCATION

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 **No certificate, diploma or degree** (42.7%).

It has a lower proportion than Manitoba of people with **High school certificate or equivalent** (24.0%); **Apprenticeship or trades certificate or diploma** (7.3%); **College, CEGEP or other non university certificate or diploma** (15.8%); and **University certificate, diploma or degree** (10.2%);

Figure 3: Educational Attainment SLA and Manitoba 2016



Source: Statistics Canada: 2016 Census

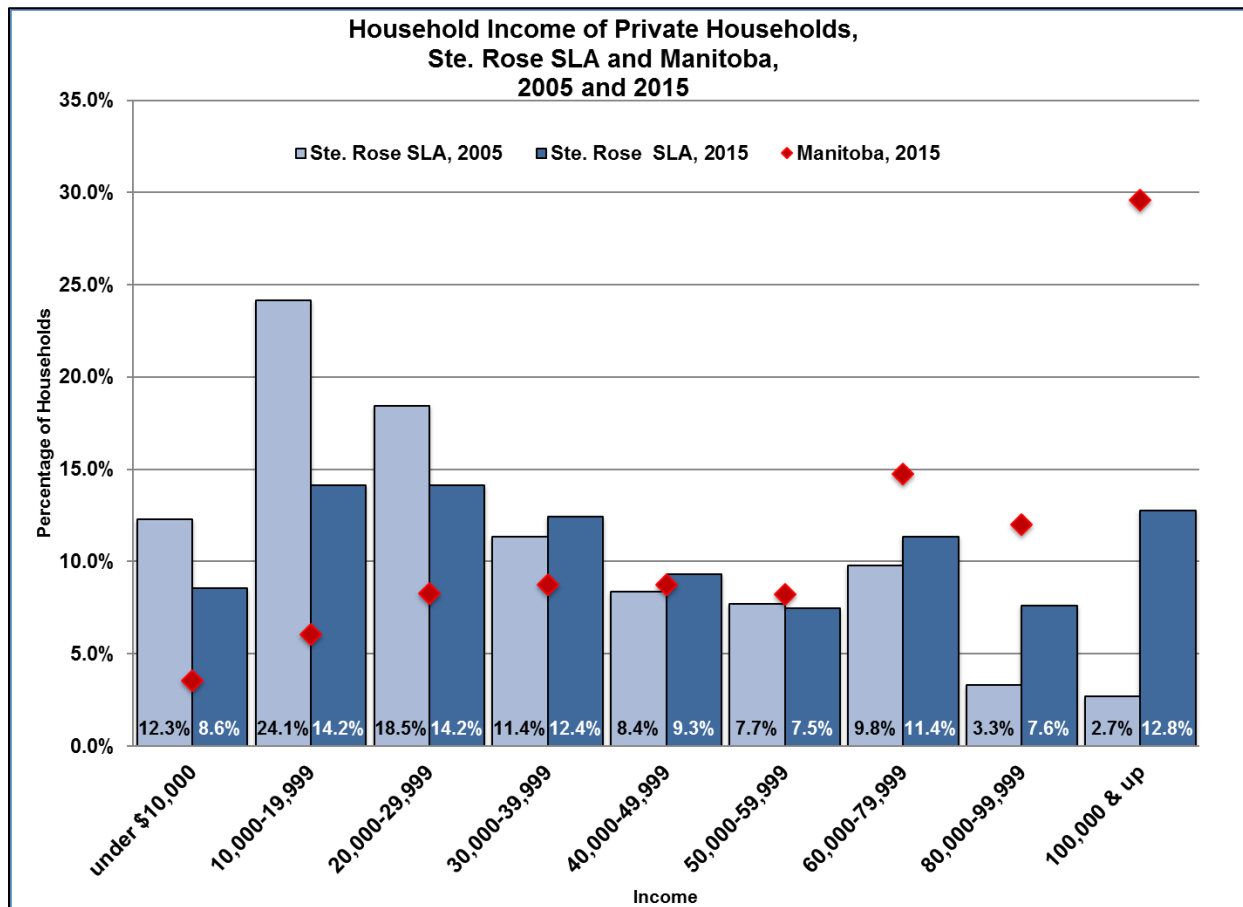


3.0 INCOME

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 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 and are less than 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

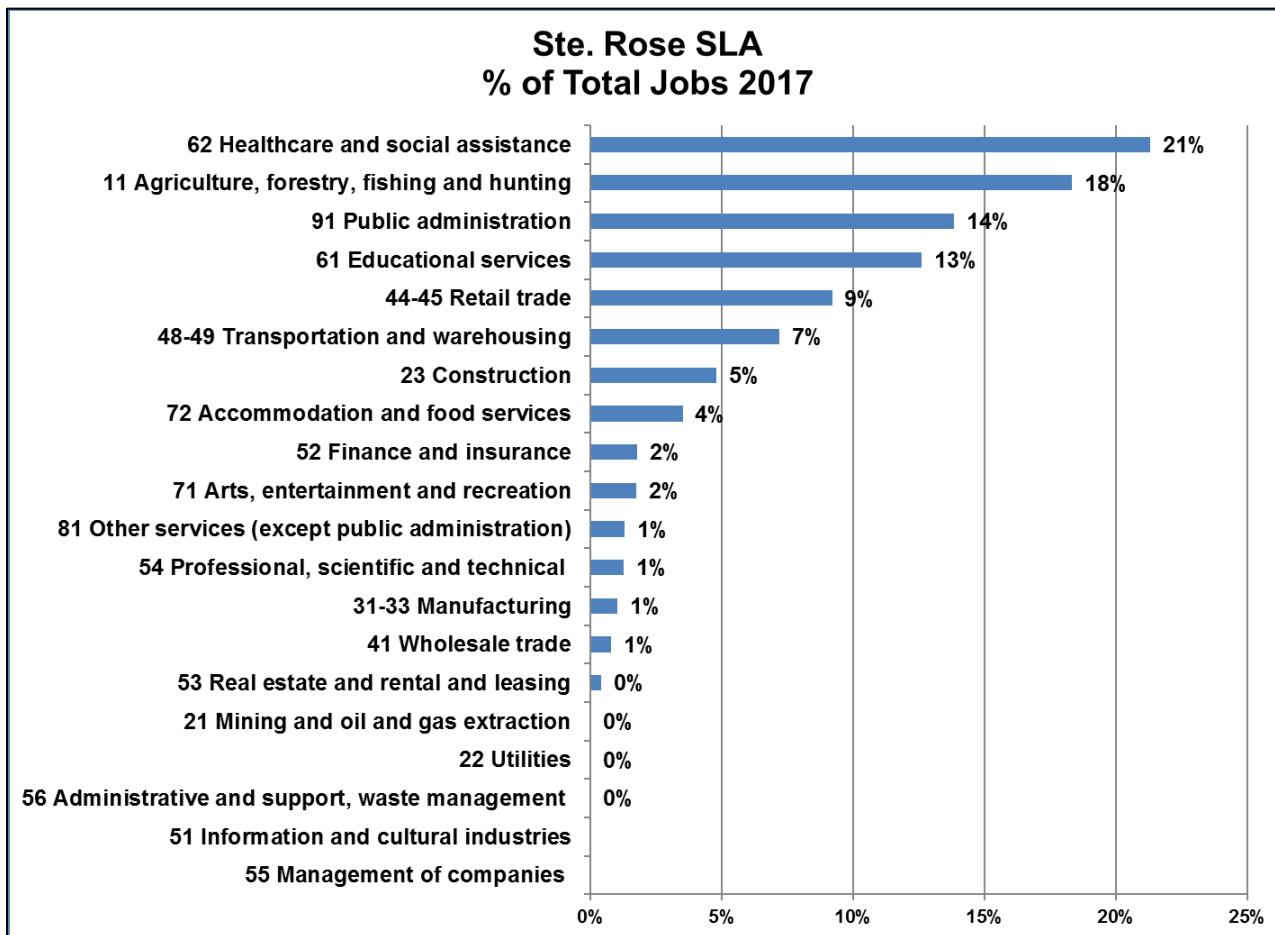
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 3,518 jobs in the SLA region. (Emsi 2017.1)

Figure 5: Jobs by Industry Sector



Data source: Emsi 2017.1



Figure 5 shows that:

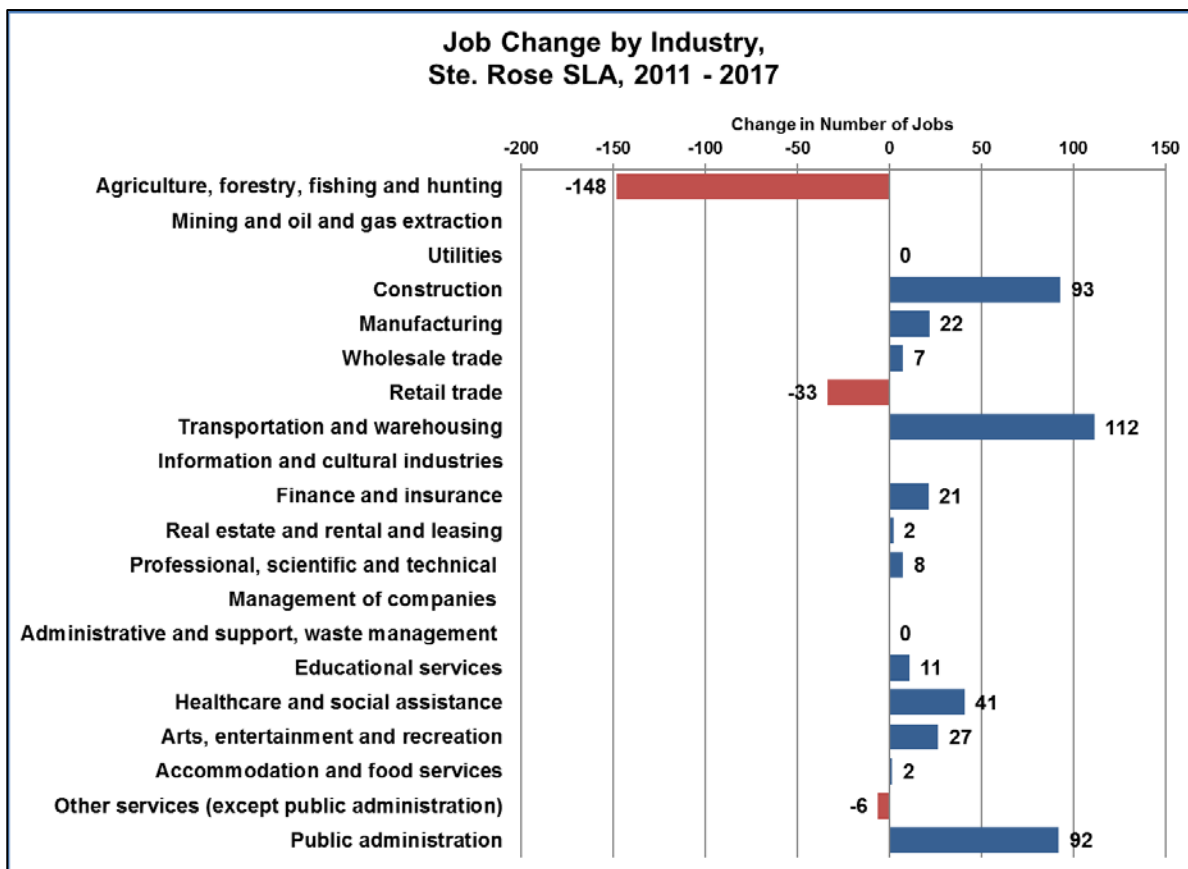
- 18% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting**.
- 6% of the jobs are in the secondary sectors of **Construction** and **Manufacturing**.
- 76% of the jobs are in the tertiary sector.
- 48% of the jobs are in sectors traditionally funded by 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 148 jobs between 2011 and 2017. The sector with the greatest job gain was the **Transportation and warehousing** sector with a gain of 112 jobs between 2011 and 2017.

Figure 6: Job Change by Industry Sector, 2017



Data source: Emsi 2017.1



Figure 7 shows that:

- In 2017, there were 3,518 jobs in the region, an increase of 251 jobs (+7.7%) between 2011 and 2017. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 849 jobs, a decrease of 33 jobs (-3.7%) from 2011. In the **Agriculture, forestry, fishing and hunting** sector, there was a loss of 148 jobs (-18.6%). There were no jobs in the **Mining and oil and gas extraction** sector; and the **Utilities** sector. There was a gain of 168 jobs (+123.6%) in the **Construction** sector; and a gain of 22 jobs (+154.1%) 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 2,635 jobs in the service sector, an increase of 284 jobs (+12.1%). This compares to an increase of 6.1% in Manitoba.

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

	Ste. Rose SLA			
	Number of Jobs 2011	Number of Jobs 2017	Real Change 2011 - 2017	% Change 2011 - 2017
ALL INDUSTRIES	3,271	3,518	251	7.7%
Goods Producing Industries	882	849	-33	-3.7%
Agriculture, forestry, fishing and hunting	792	645	-148	-18.6%
Mining and oil and gas extraction	<10	0		
Utilities	0	0	0	
Construction	75	168	93	123.6%
Manufacturing	14	36	22	154.1%
Service Industries	2,352	2,635	284	12.1%
Wholesale trade	20	27	7	37.6%
Retail trade	357	323	-33	-9.4%
Transportation and warehousing	142	253	112	78.7%
Information and cultural industries	<10	<10		
Finance and insurance	41	62	21	52.4%
Real estate and rental and leasing	12	14	2	19.9%
Professional, scientific and technical	37	44	8	20.7%
Management of companies management	<10	<10		
management	0	0	0	
Educational services	433	444	11	2.6%
Healthcare and social assistance	709	750	41	5.8%
Arts, entertainment and recreation	34	61	27	77.8%
Accommodation and food services	122	123	2	1.4%
Other services (except public administration)	51	45	-6	-11.8%
Public administration	395	487	92	23.4%
Unclassified	35	32	-2	-6.3%

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



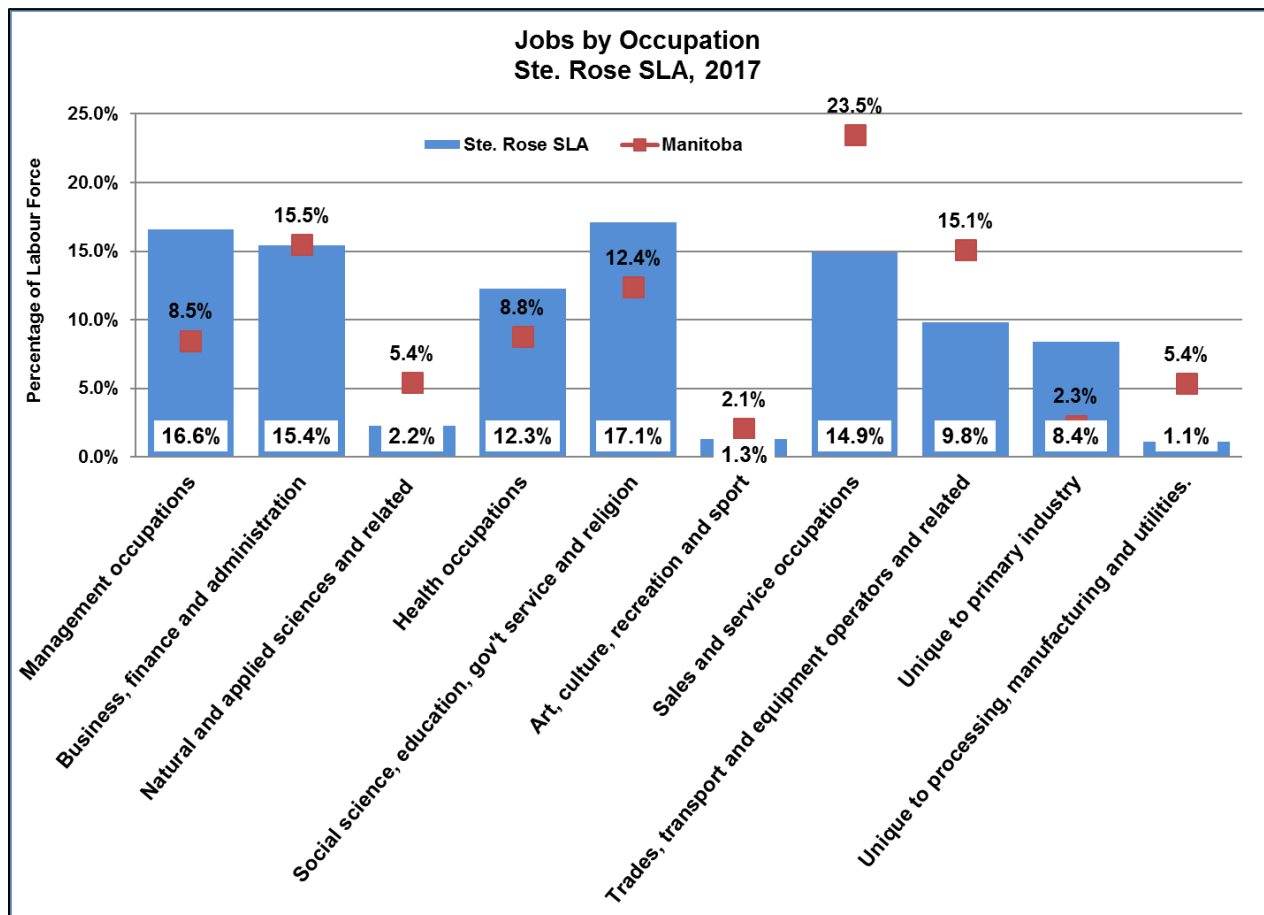
6.0 LABOUR BY OCCUPATION

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 the field of **Occupations in social science, education, government service and religion** (17.1%), followed by **Management occupations** (16.6%).
- 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; Health occupations; Occupations in social science, education, government service and religion** and **Occupations unique to primary industry**.

Figure 8: Labour by Occupation 2017 SLA and Manitoba



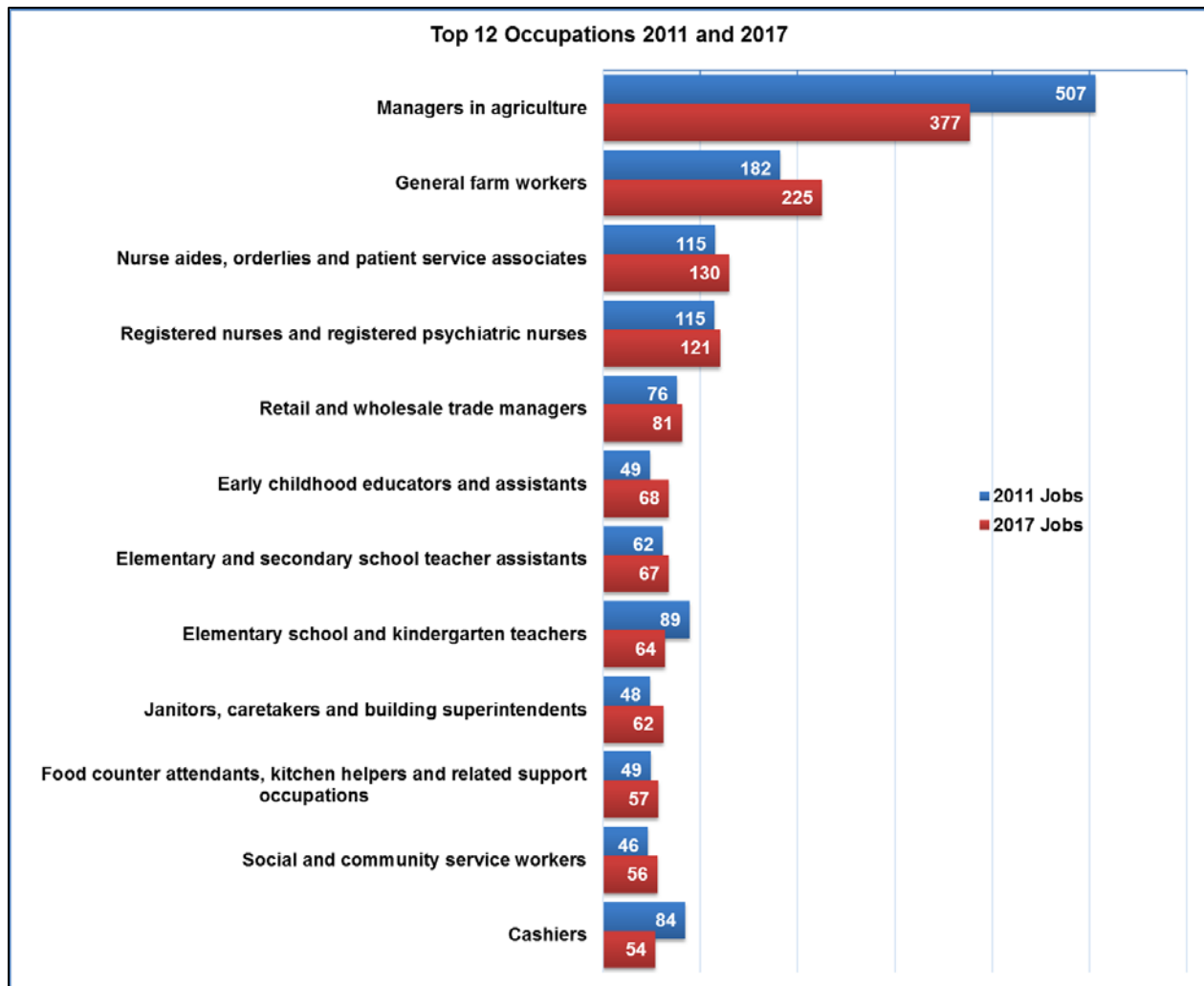
Data source: Emsi 2017.1



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

- The most common occupation is **Managers in agriculture** with 377 people employed, followed by **General farm workers** with 225 people employed.
- Ten 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 2017.1



7.0 Business by Industry Sector

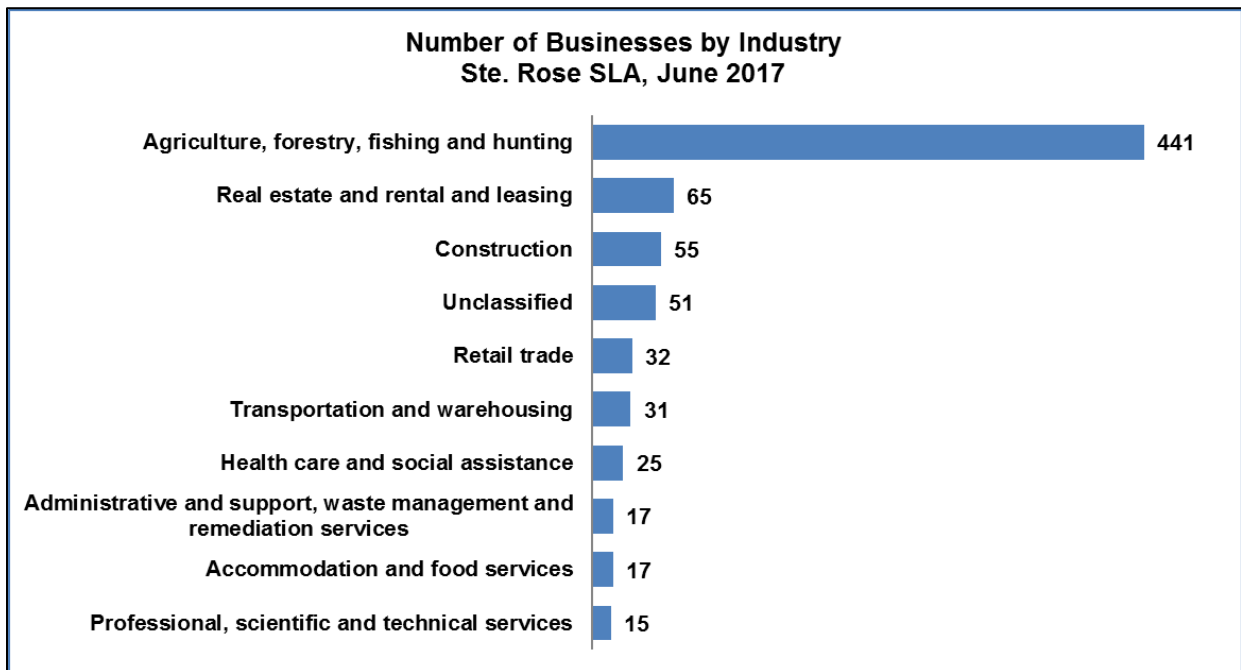
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2017, there were 854 businesses in the region. (Emsi 2017.1)

Figure 10 shows that:

- Most businesses were in the primary sector of **Agriculture, forestry, fishing and hunting** with 441 businesses followed by the tertiary sector of **Real estate and rental and leasing** with 65 businesses.

Figure 10: Number of Business by Industry, 2017



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)	660
1 - 4	126
5 - 9	30
10 -19	20
20 - 49	10
50 - 99	4
100 - 199	2
200- 499	2
500+	0
Total	854

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.