SWAN VALLEY AND REGION

Economic Profile

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

- *Town of Swan River*
- *Municipality of Swan Valley West*
- *Municipality of Minitonas Bowsman*
- *Municipality of Mountain*
- *Division 20 Unorganized North*

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.
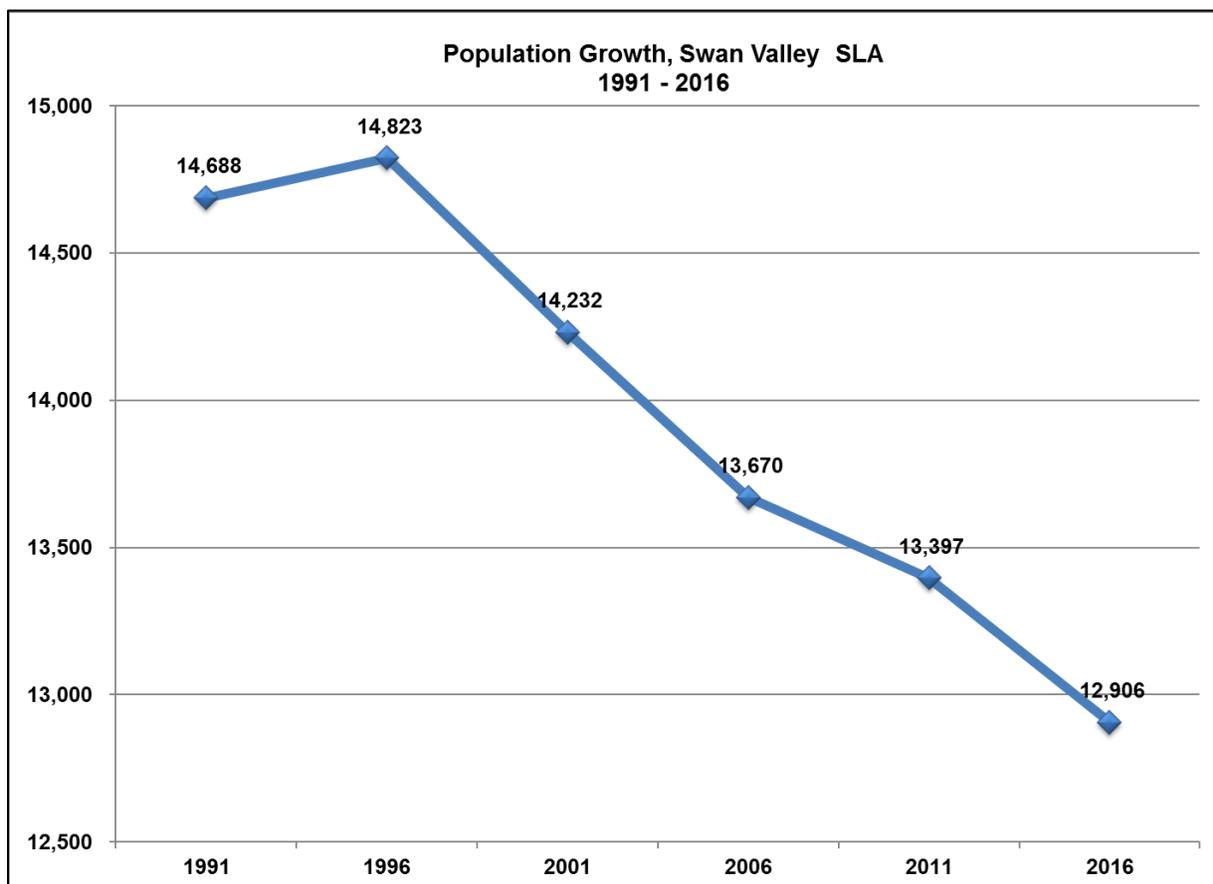
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1.0 POPULATION

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 12,906 people living in this area in 2016.
- The population of the region decreased by 1,917 (-12.9%) from 1996 to 2016.
- The population of the region decreased by 491 (-3.7%) 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

Population Growth, Swan Valley SLA
1991 - 2016

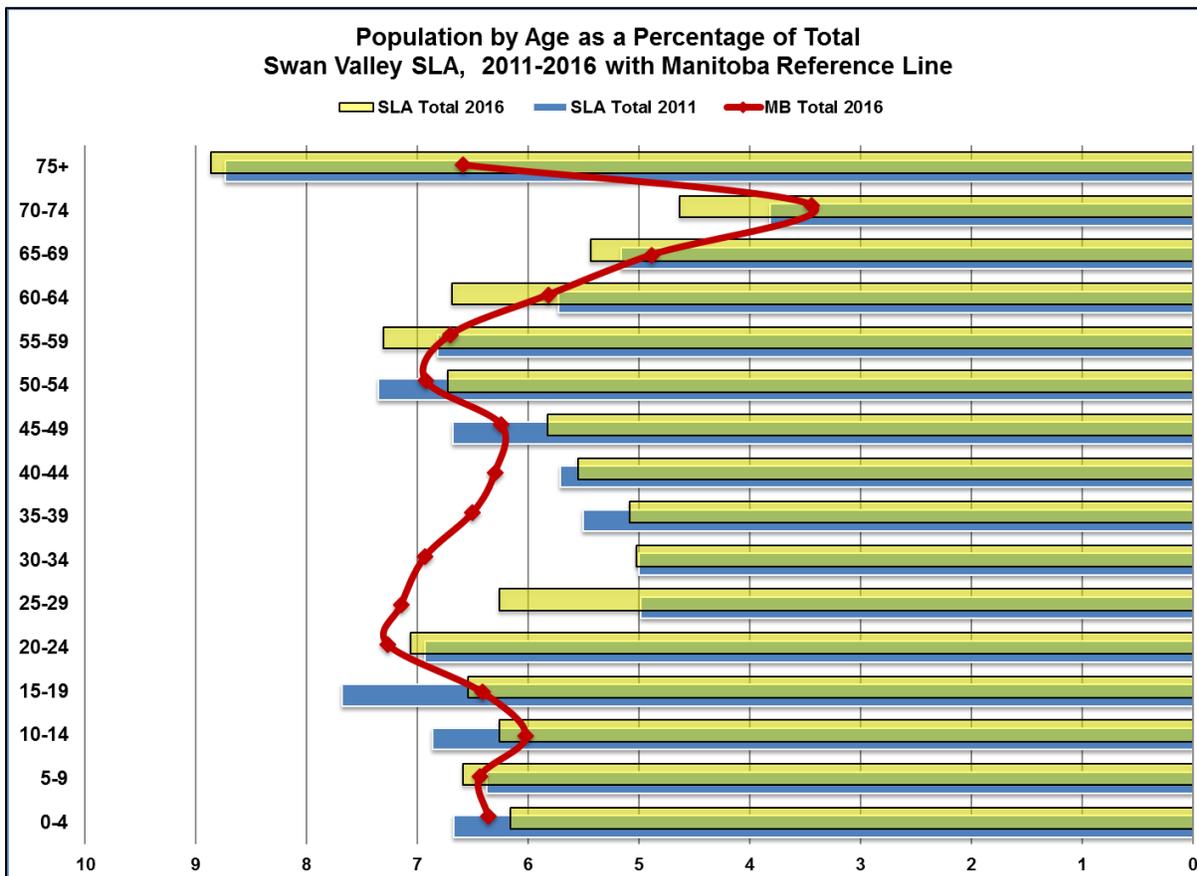| Year	Population
1991	14,688
1996	14,823
2001	14,232
2006	13,670
2011	13,397
2016	12,906

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 34, and 55 to 75+ age categories. The region has more people by proportion than the Manitoba average in the 5 to 19, and 55 to 75+ age categories. The region has fewer people by proportion that the Manitoba average in the 0 to 4 and the 20 to 54 age categories.

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

Population by Age as a Percentage of Total
Swan Valley SLA, 2011-2016 with Manitoba Reference Line

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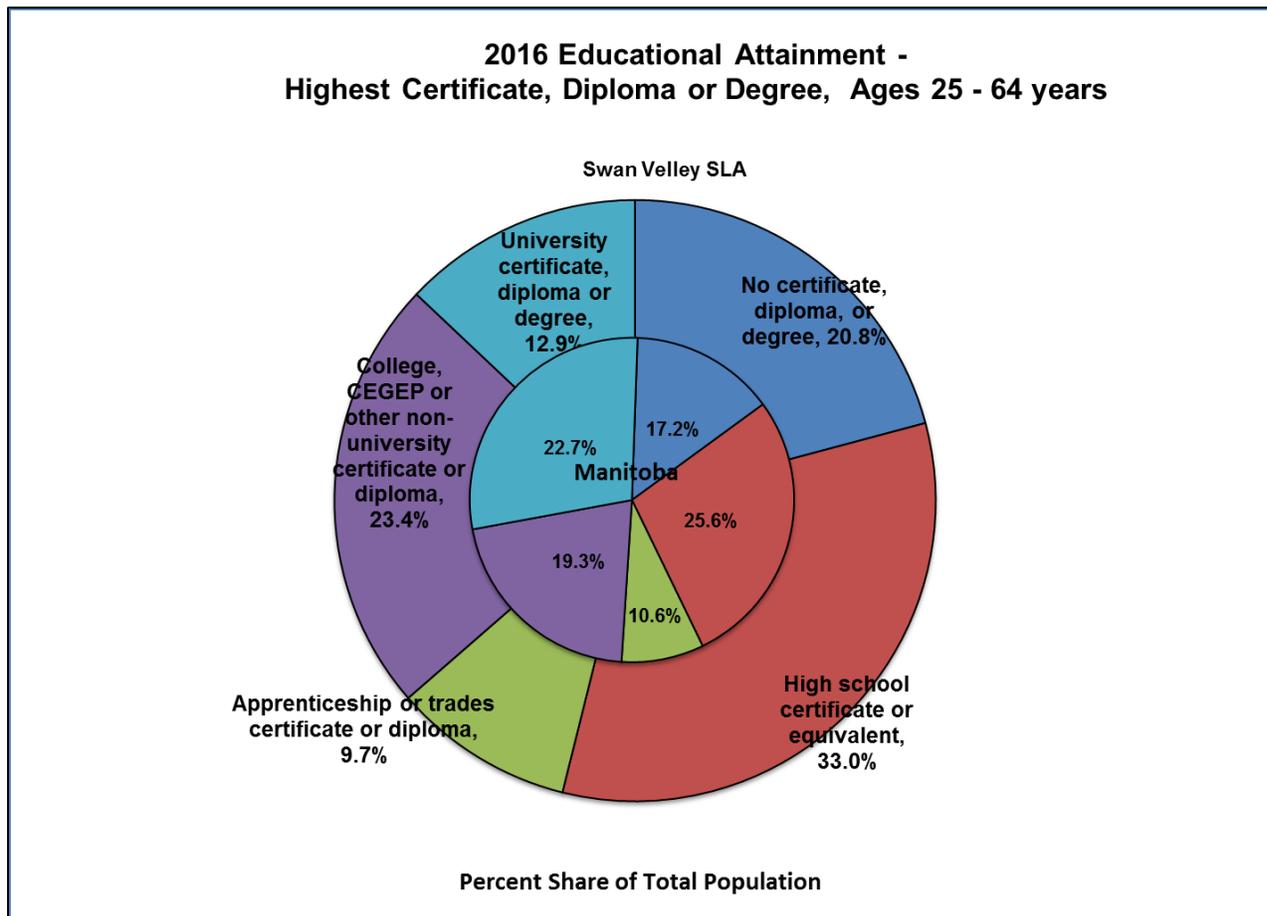
2.0 EDUCATION

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** (20.8%); **High school certificate or equivalent** (33.0%); and **College, CEGEP or other non university certificate or diploma** (23.4%).

It has a lower proportion than Manitoba of people with **Apprenticeship or trades certificate or diploma** (9.7%); and **University certificate, diploma or degree** (12.9%).

<p style="text-align:center;color:green;">Figure 3: Educational Attainment SLA and Manitoba 2016</p>

2016 Educational Attainment - Highest Certificate, Diploma or Degree, Ages 25 - 64 years

Swan Velley SLA

University certificate, diploma or degree, 12.9%

No certificate, diploma, or degree, 20.8%

College, CEGEP or other non-university certificate or diploma, 23.4%

17.2%

22.7%

Manitoba

25.6%

19.3%

10.6%

Apprenticeship or trades certificate or diploma, 9.7%

High school certificate or equivalent, 33.0%

Percent Share of Total Population

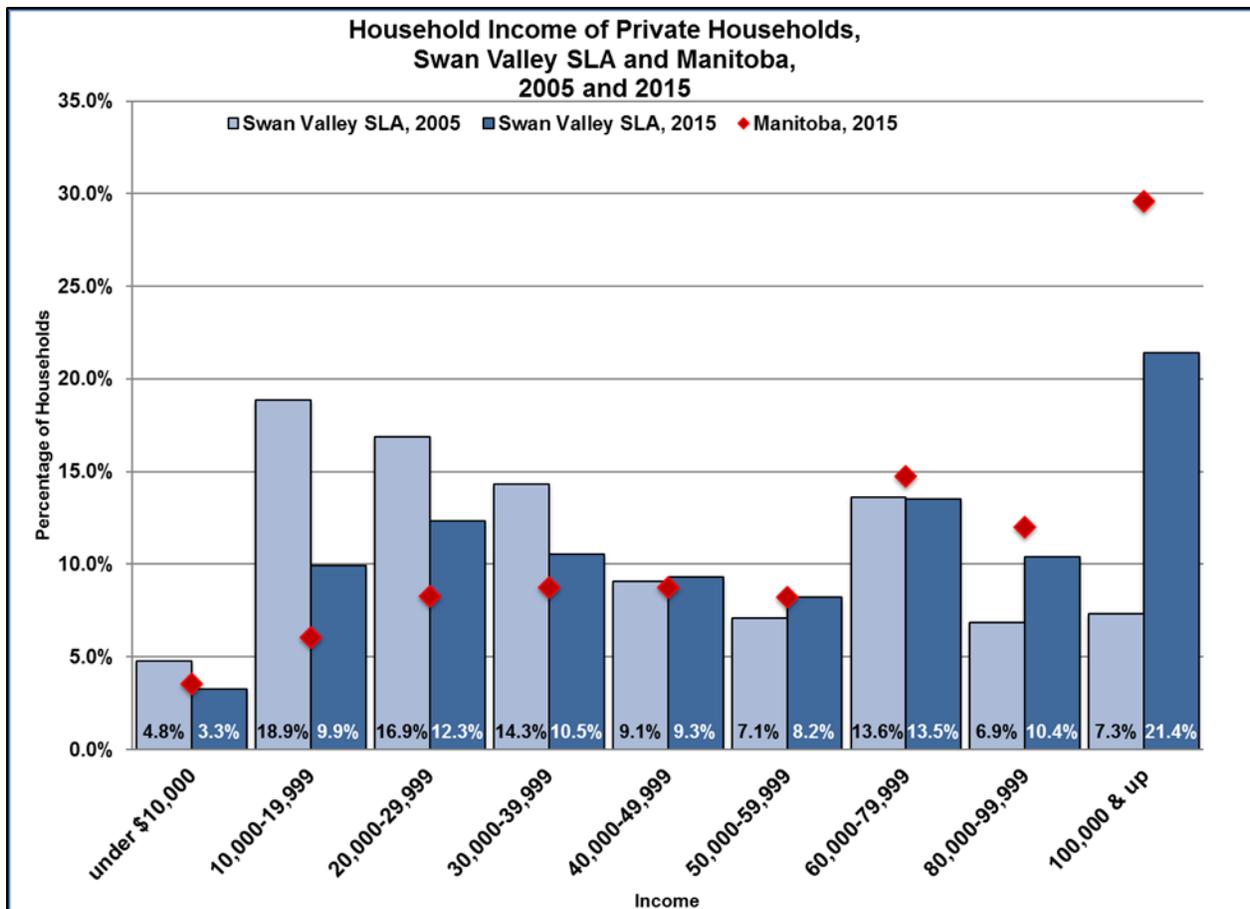*Source: Statistics Canada: 2016 Census*

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 that the provincial average. The percentage of households in the two highest income brackets has increased and are lower 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 4,828 jobs in the SLA region. (Emsi 2017.3)

Figure 5: Jobs by Industry Sector
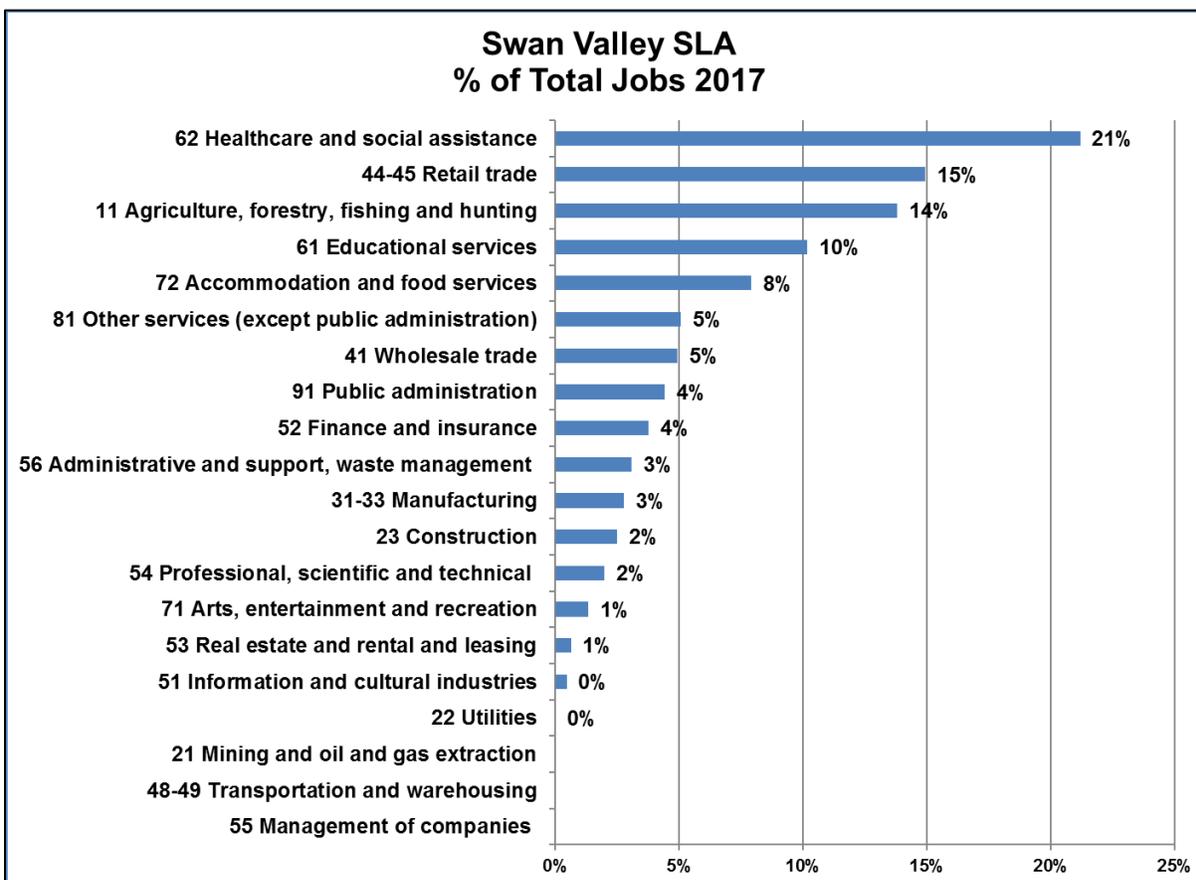
Data source: Emsi 2017.3
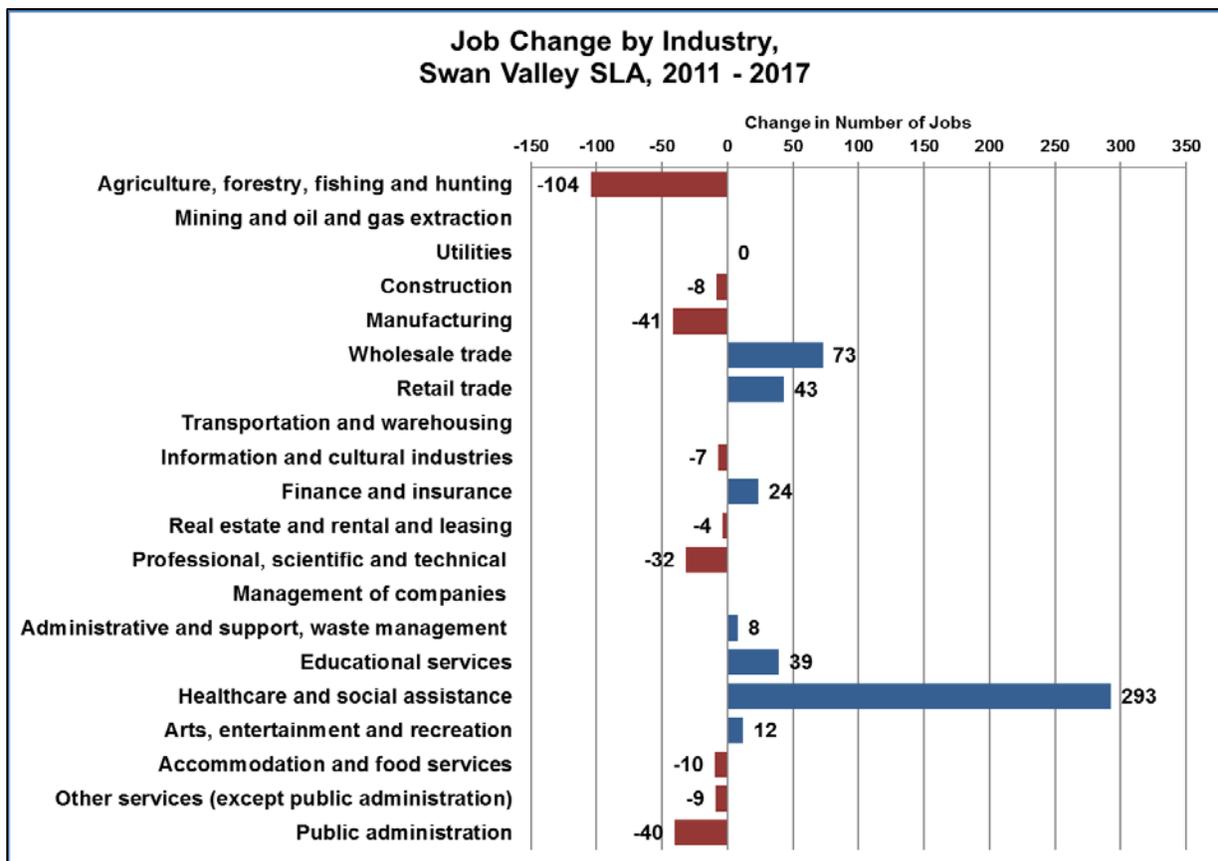
Figure 5 shows that:

- 14% 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.**
- 81% of the jobs are in the tertiary sector.
- 35% 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 **Healthcare and social assistance** sector with a gain of 293 jobs between 2011 and 2017. The sector with the greatest job loss was the **Agriculture, forestry, fishing and hunting** sector with a loss of 104 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 4,828 jobs in the region, an increase of 236 jobs (+5.1%) between 2011 and 2017. This compares to an increase of 5.3% for Manitoba.
- In the goods producing sectors, there were 920 jobs, a decrease of 154 jobs (-14.4%) from 2011. In the **Agriculture, forestry, fishing and hunting** sector, there was a loss of 104 jobs (-13.5%). There were no jobs in the **Mining and oil and gas extraction** sector; and the **Utilities** sector. There was a loss of 8 jobs (-6.6%) in the **Construction** sector; and a loss of 41 jobs (-23.6%) 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 3,854 jobs in the service sector, an increase of 390 jobs (+11.3%). This compares to an increase of 6.1% in Manitoba.

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

	Swan Valley SLA			
	Number of Jobs 2011	Number of Jobs 2017	Real Change 2011 - 2017	% Change 2011 - 2017
ALL INDUSTRIES	**4,601**	**4,828**	**236**	**5.1%**
Goods Producing Industries	**1,074**	**920**	**-154**	**-14.4%**
Agriculture, forestry, fishing and hunting	771	666	-104	-13.5%
Mining and oil and gas extraction	<10	<10		
Utilities	0	0	0	
Construction	128	120	-8	-6.6%
Manufacturing	175	134	-41	-23.6%
Service Industries	**3,463**	**3,854**	**390**	**11.3%**
Wholesale trade	165	238	73	44.1%
Retail trade	677	721	43	6.4%
Transportation and warehousing	<10	<10		
Information and cultural industries	29	22	-7	-23.7%
Finance and insurance	159	182	24	14.9%
Real estate and rental and leasing	34	30	-4	-11.2%
Professional, scientific and technical	127	95	-32	-25.2%
Management of companies	<10	<10		
management	140	148	8	5.9%
Educational services	452	491	39	8.7%
Healthcare and social assistance	731	1,023	293	40.1%
Arts, entertainment and recreation	52	65	12	23.1%
Accommodation and food services	391	382	-10	-2.5%
Other services (except public administration)	254	245	-9	-3.5%
Public administration	253	212	-40	-15.9%
Unclassified	50	49	-1	-1.8%

*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 field of **Sales and service occupations** (26.5%), followed by **Management occupations** (14.5%).
- 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** (15.5%).
- The region has a higher percentage than the average of Manitoba in the fields of **Management occupations; Health occupations, Sales and service occupations,** and **Occupations unique to primary industry.**

Figure 8: Labour by Occupation 2017 SLA and Manitoba
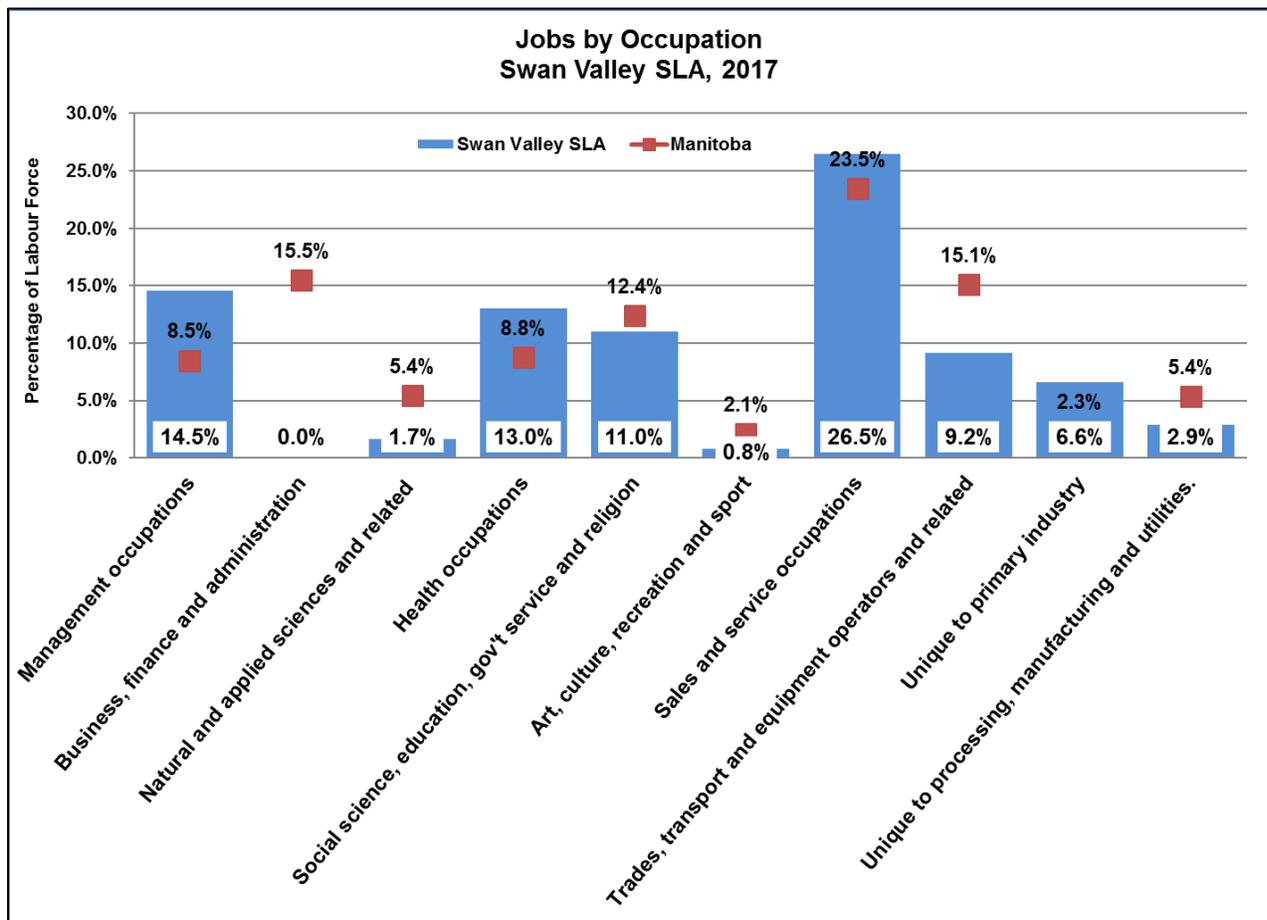
Data source: Emsi 2017.3

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

- The most common occupation is **Managers in agriculture** with 537 people employed, followed by **Nurse aides orderlies and patient service associates with** 250 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
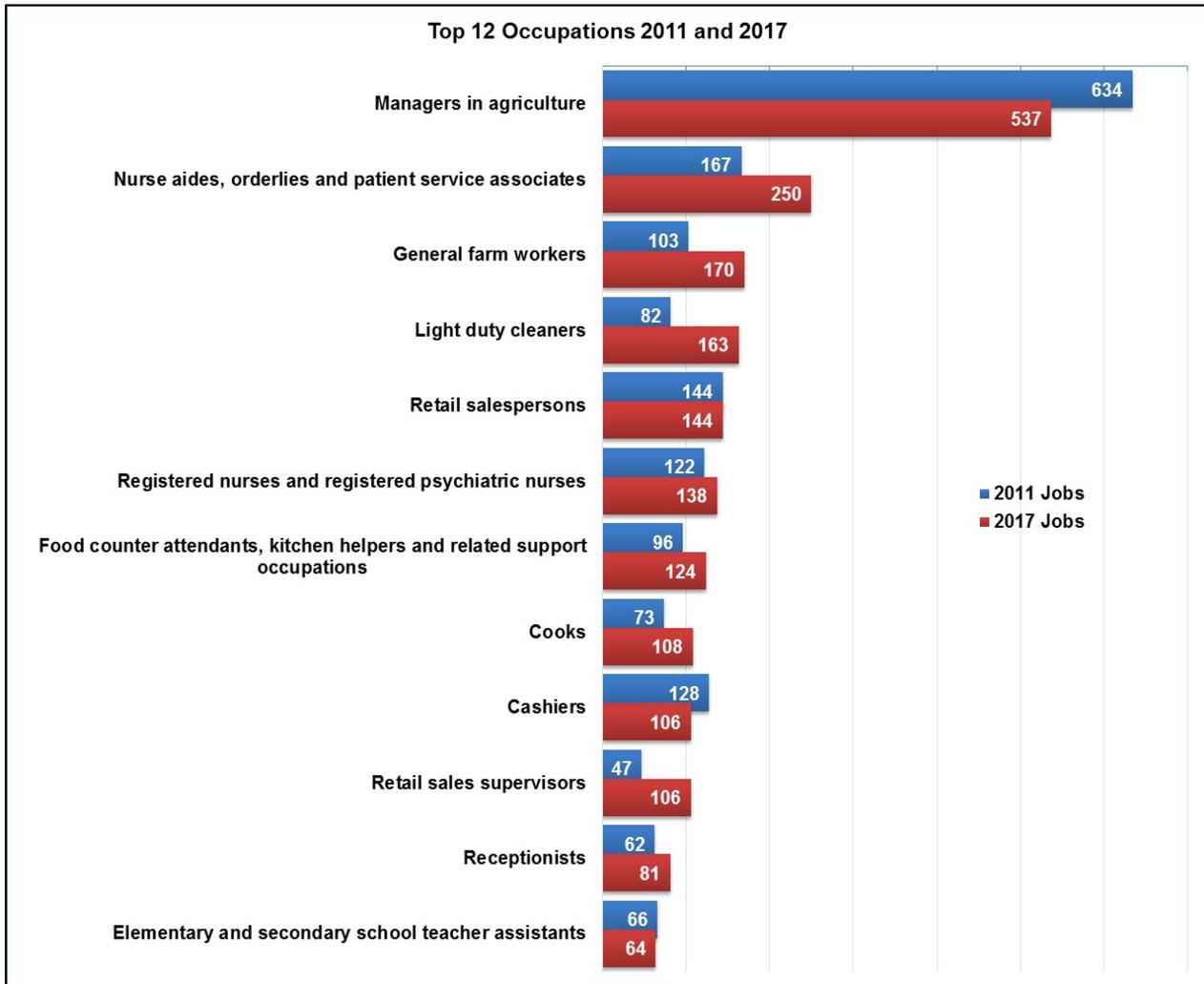
Data source: Emsi 2017.1
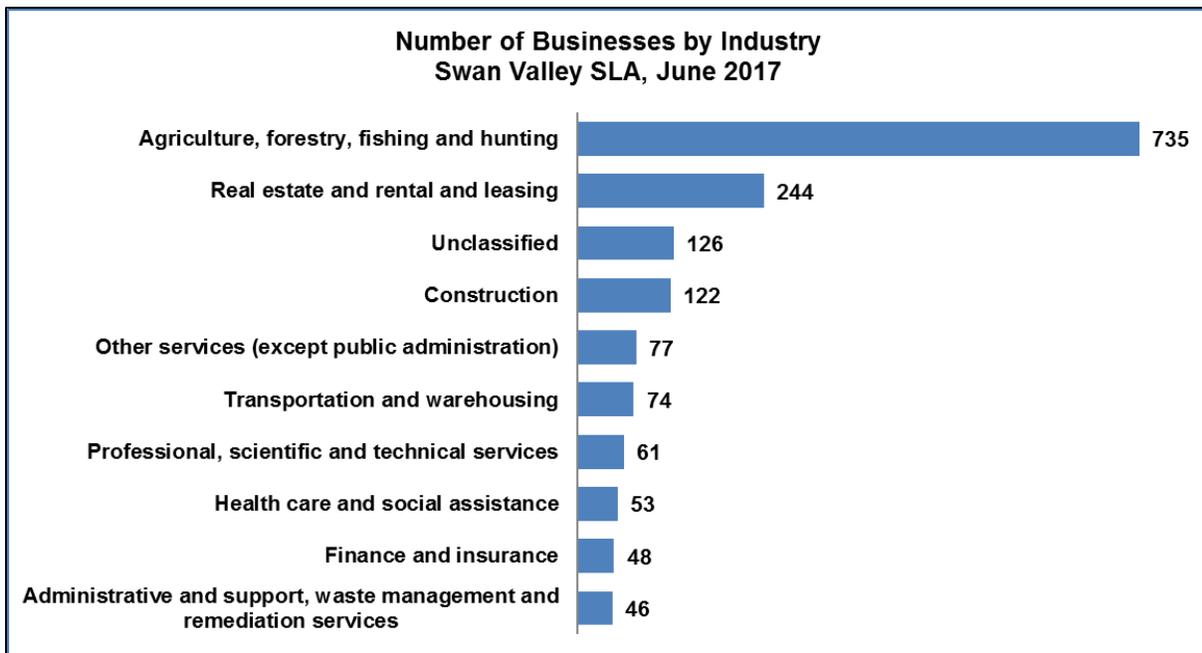
7.0 BUSINESS BY INDUSTRY SECTOR

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 1,847 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 735 businesses followed by the tertiary sector of **Real estate and rental and leasing** with 244 businesses.

<div align="center">Figure 10: Number of Business by Industry, 2017</div>

**Number of Businesses by Industry
Swan Valley SLA, June 2017**

Industry	Number
Agriculture, forestry, fishing and hunting	735
Real estate and rental and leasing	244
Unclassified	126
Construction	122
Other services (except public administration)	77
Transportation and warehousing	74
Professional, scientific and technical services	61
Health care and social assistance	53
Finance and insurance	48
Administrative and support, waste management and remediation services	46

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)	1379
1 - 4	281
5 - 9	94
10 -19	53
20 - 49	34
50 - 99	4
100 - 199	1
200- 499	1
500+	0
Total	**1847**

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.