

EMERSON AND REGION

Economic Profile

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

- *Municipality of Emerson Franklin*
- *Municipality of Montcalm*
- *Roseau River (2) Anishinabe First Nation (Roseau Rapids 2A, Roseau River 2)*

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

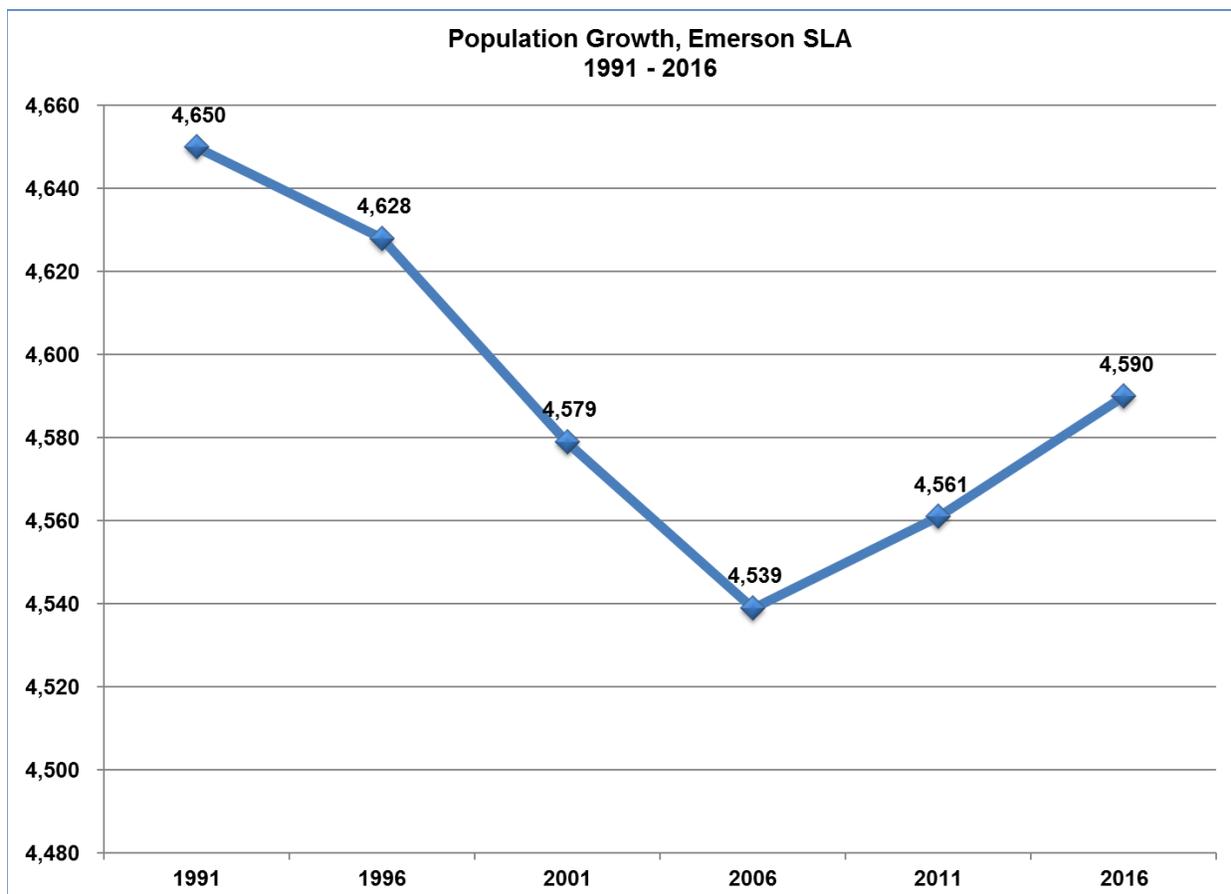
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 4,590 people living in this area in 2016.
- The population of the region decreased by 60 (-1.3%) from 1991 to 2016.
- The population of the region increased by 29 (+0.6%) 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

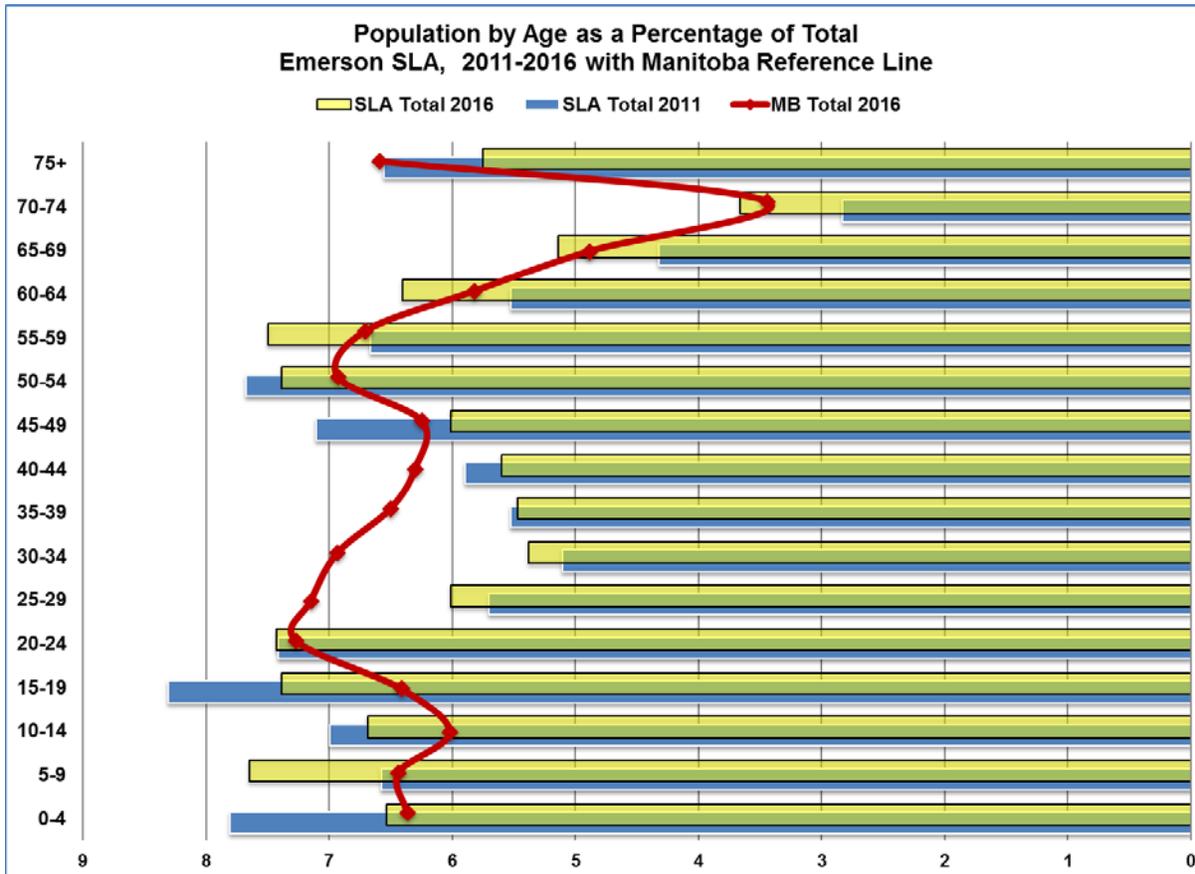


Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.



Figure 2 shows that the population by proportion in this region has increased in the 5 to 9, 25 to 34 and 55 to 74 age categories. The region has more people by proportion than the Manitoba average in the 0 to 24 and 50 to 74 age categories. The proportion of population by age has decreased and is less than the Manitoba average in the 35 to 49 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



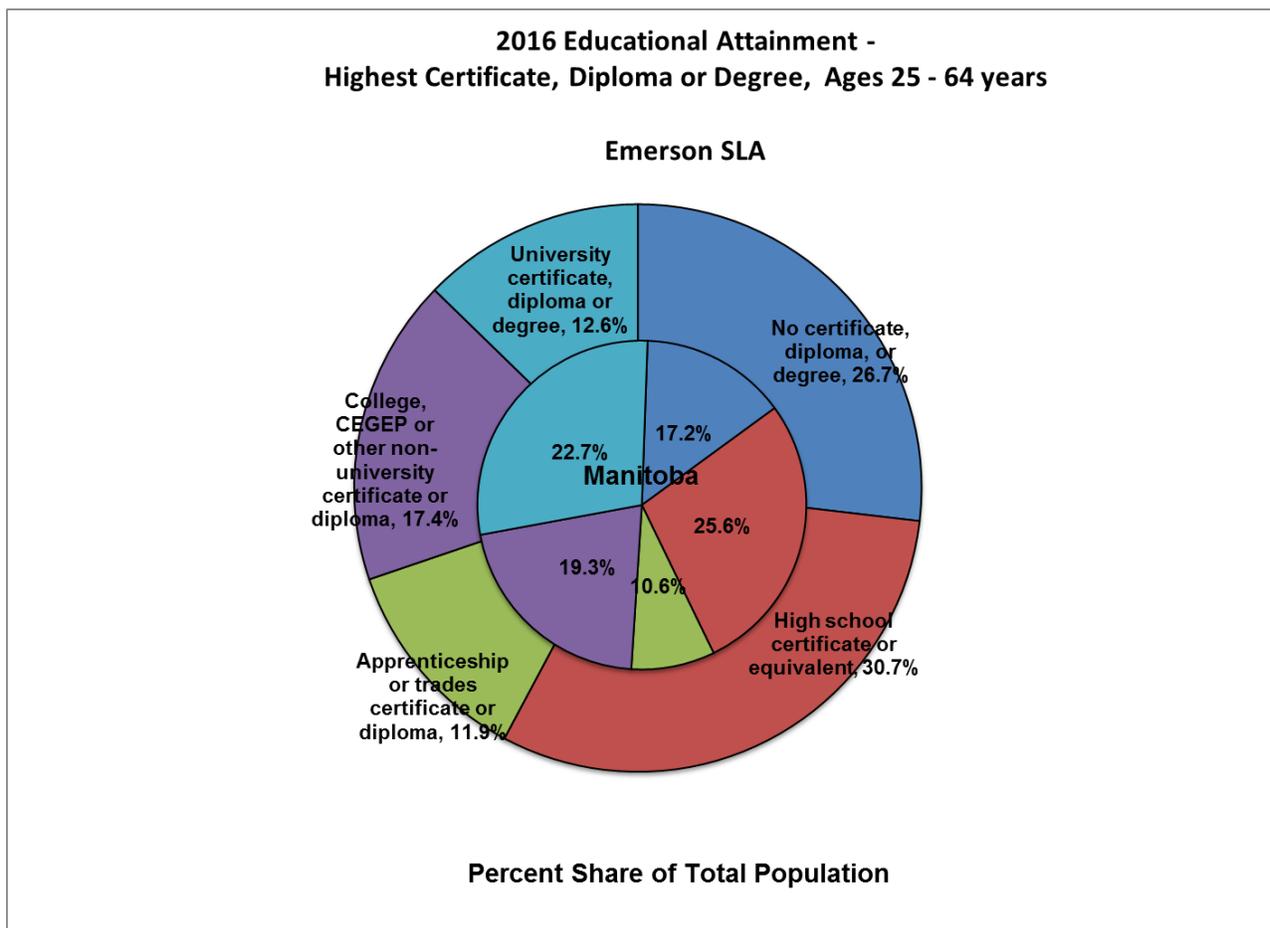
2.0 EDUCATION

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** (26.7%); **High school certificate or equivalent** (30.7%); and **Apprenticeship or trades certificate or diploma** (11.9%).

It has a lower proportion than Manitoba of people with **College, CEGEP or other non university certificate or diploma** (17.4%) and **University certificate, diploma or degree** (12.6%).

Figure 3: Educational Attainment Emerson SLA and Manitoba 2016



Source: Statistics Canada: 2016 Census

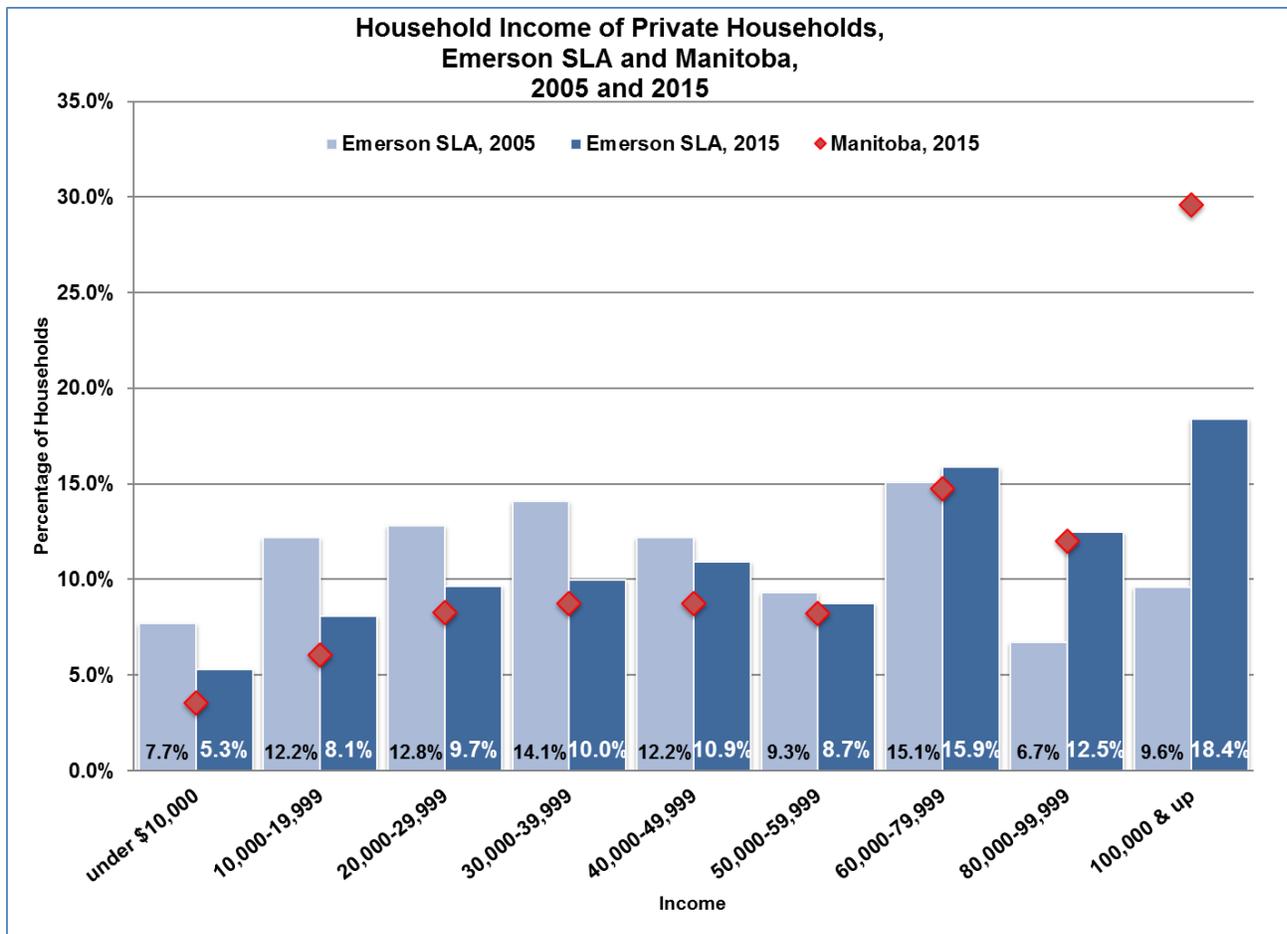


3.0 INCOME

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. The percentage of households in the highest income brackets has increased. The percentage of households in the all but the highest income bracket is more than the provincial average.

Figure 4: Household income Emerson 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

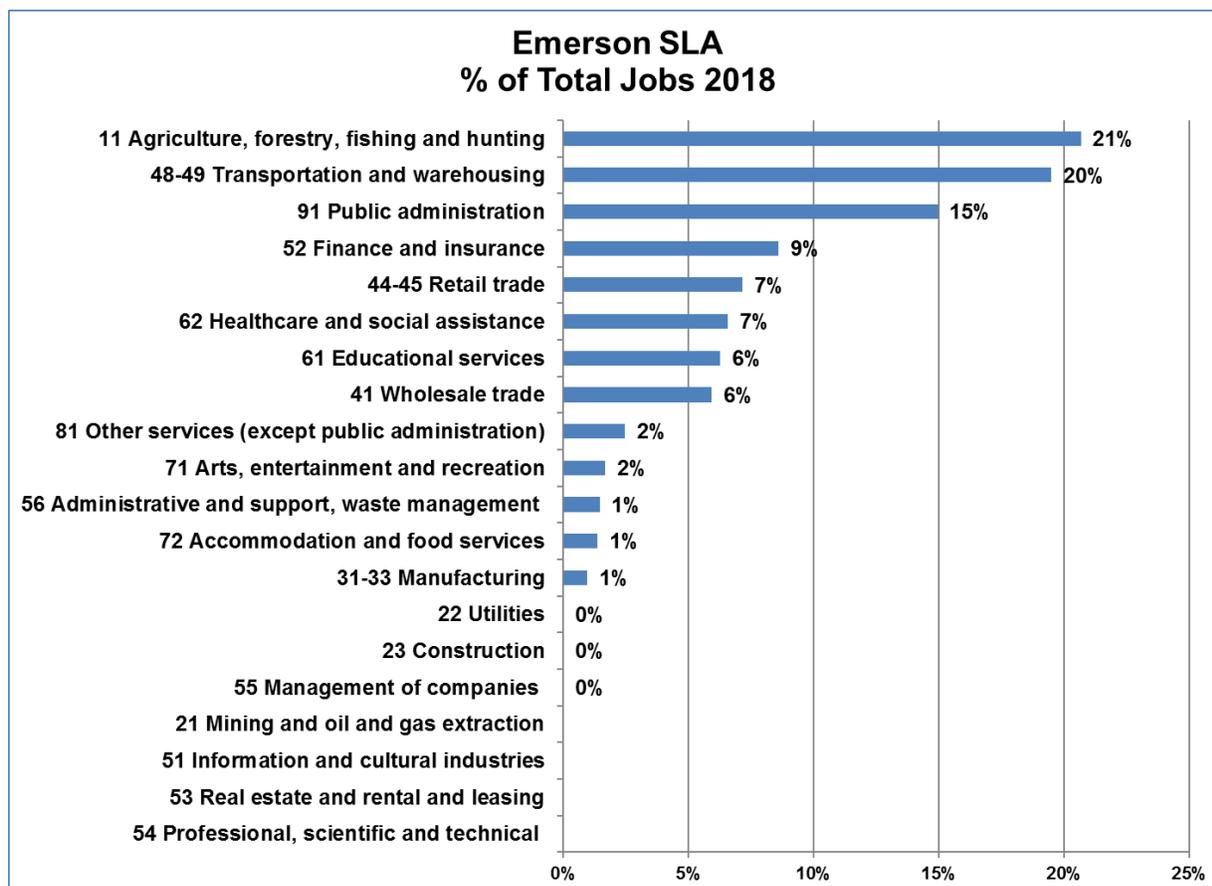
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 1,979 jobs in the SLA region. (Emsi 2018.1)

Figure 5: Jobs by Industry Sector



Data source: Emsi 2018.1



Figure 5 shows that:

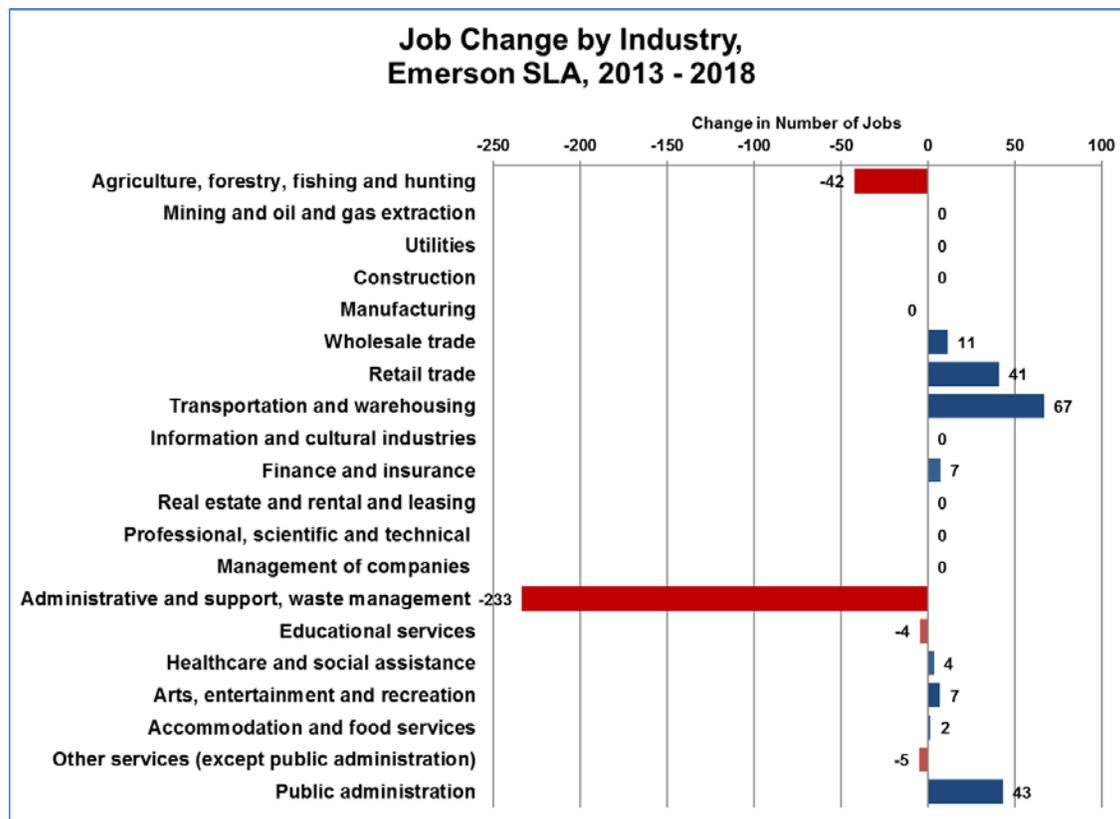
- 15% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting**.
- 13% of the jobs are in the secondary sectors of **Construction** and **Manufacturing**.
- 72% of the jobs are in the tertiary sector.
- 20% of the jobs are in sectors traditionally funded by 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 **Administrative and support, waste management and remediation** sector with a loss of 233 jobs between 2013 and 2018. The sectors with the greatest job gain were the **Transportation and warehousing** sector with a gain of 67 jobs each between 2013 and 2018.

Figure 6: Job Change by Industry Sector, 2018



Data source: Emsi 2018.1



Figure 7 shows that:

- In 2018, there were 1,979 jobs in the region, a decrease of 103 jobs (-5.0%) between 2013 and 2018. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 428 jobs, a decrease of 43 jobs (-9.0%) from 2013. There was decrease of 42 jobs (-9.3%) jobs in the **Agriculture, forestry, fishing and hunting** sector; less than 10 jobs in the **Mining and oil and gas extraction** sector and no jobs in the **Utilities** sector or in the **Construction** sector; and no change in the **Manufacturing** sector.
- For comparison, from 2013 to 2018, Manitoba gained 2.6% (3,553 jobs) in the goods producing sectors.
- In 2018, there were 1,507 jobs in the service sector, a decrease of 60 jobs (-3.8%). This compares to an increase of 4.2% in Manitoba.

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

	Emerson SLA			
	Number of Jobs 2013	Number of Jobs 2018	Real Change 2013 - 2018	% Change 2013 - 2018
ALL INDUSTRIES	2,074	1,979	-103	-5.0%
Goods Producing Industries	471	428	-43	-9.0%
Agriculture, forestry, fishing and hunting	451	409	-42	-9.3%
Mining and oil and gas extraction	<10	<10		
Utilities	0	0	0	
Construction	0	0	0	
Manufacturing	19	19	0	-2.2%
Service Industries	1,567	1,507	-60	-3.8%
Wholesale trade	106	117	11	10.8%
Retail trade	101	141	41	40.6%
Transportation and warehousing	319	386	67	20.9%
Information and cultural industries	5	5	0	0.0%
Finance and insurance	163	170	7	4.5%
Real estate and rental and leasing	<10	<10		
Professional, scientific and technical	<10	<10		
Management of companies	0	0	0	
Administrative and support, waste management	262	29	-233	-89.1%
Educational services	128	124	-4	-3.4%
Healthcare and social assistance	126	130	4	3.0%
Arts, entertainment and recreation	26	33	7	28.0%
Accommodation and food services	26	27	2	6.5%
Other services (except public administration)	53	48	-5	-9.4%
Public administration	253	296	43	17.2%
Unclassified	18	24	6	33.6%

Data source: Emsi 2018.1 Note: Figures may not add up due to rounding.



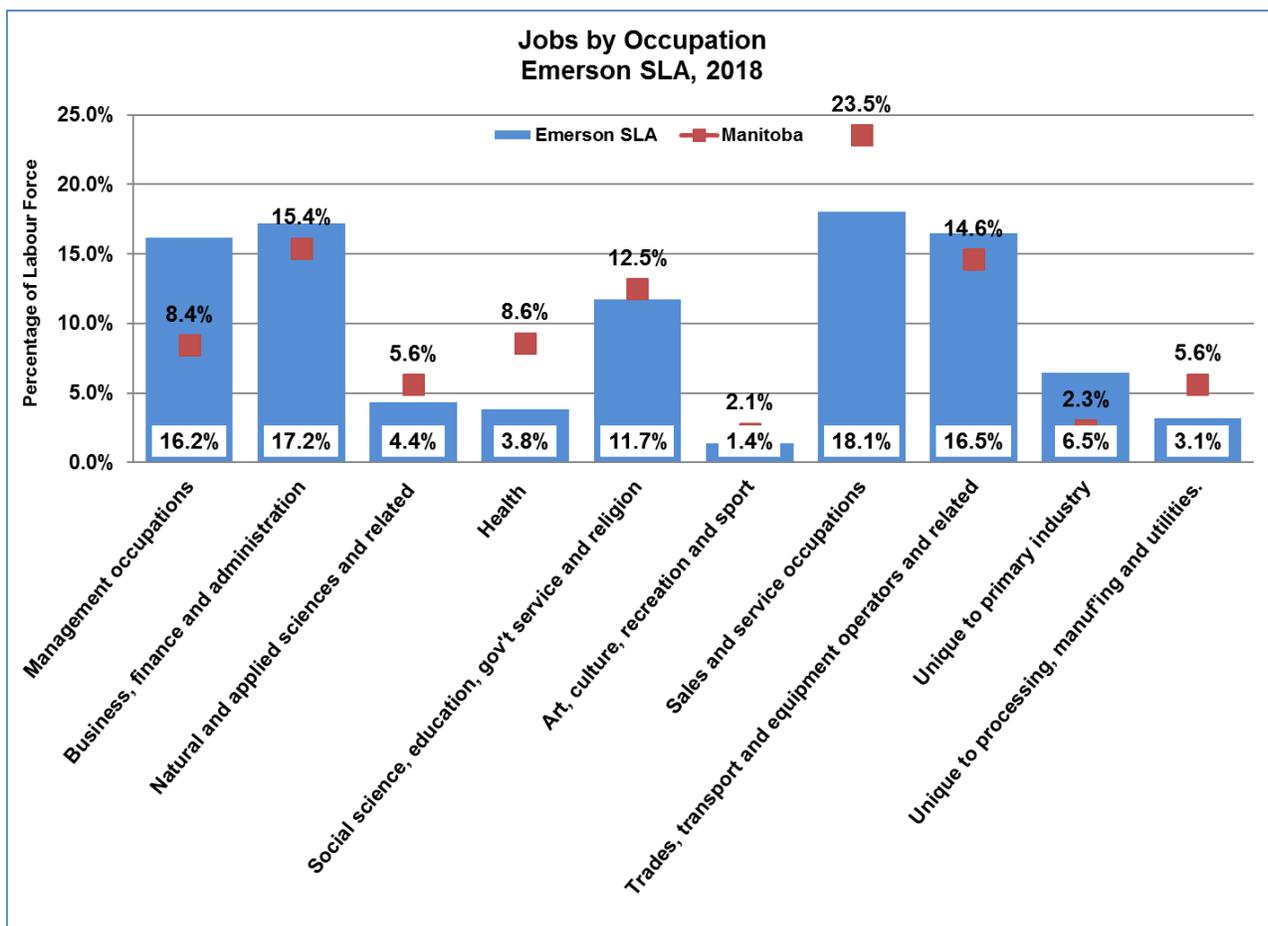
6.0 LABOUR BY OCCUPATION

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 **Sales and service occupations** (18.1%), followed by occupations in **Business, finance and administration** (17.2%).
- 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; Business, finance and administration; Trades, transport and equipment operators and related occupations; and Occupations unique to primary industry.**

Figure 8: Labour by Occupation 2018 SLA and Manitoba



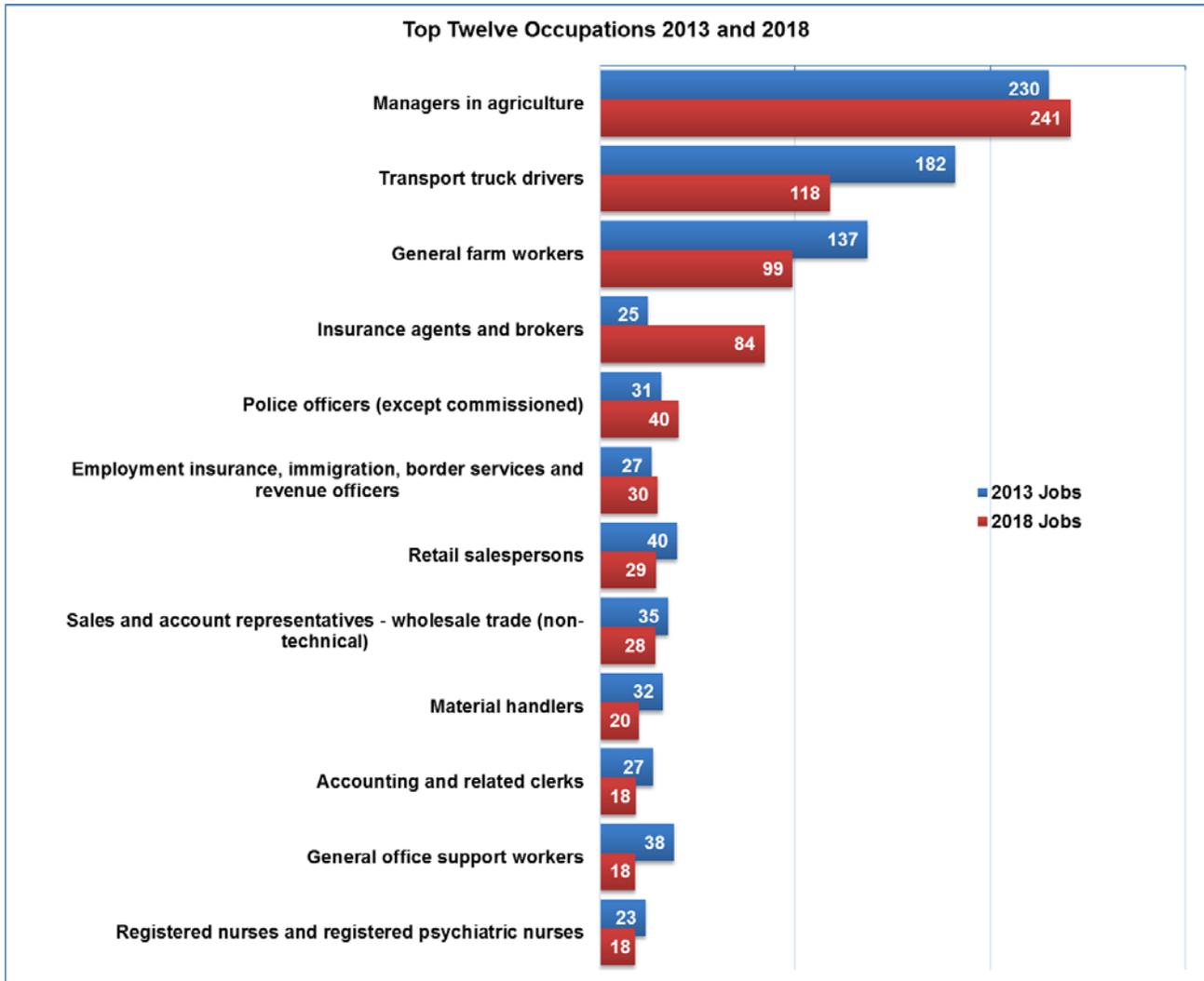
Data source: Emsi 2018.1



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

- The most common occupation is **Managers in agriculture** with 241 people employed, followed by **Transport truck drivers** with 118 people employed.
- Nine of the top twelve occupations are usually associated with the tertiary or service sector.

Figure 9: Top Twelve Jobs by Occupations in 2013 and 2018



Data source: Emsi 2018.1



7.0 Business by Industry Sector

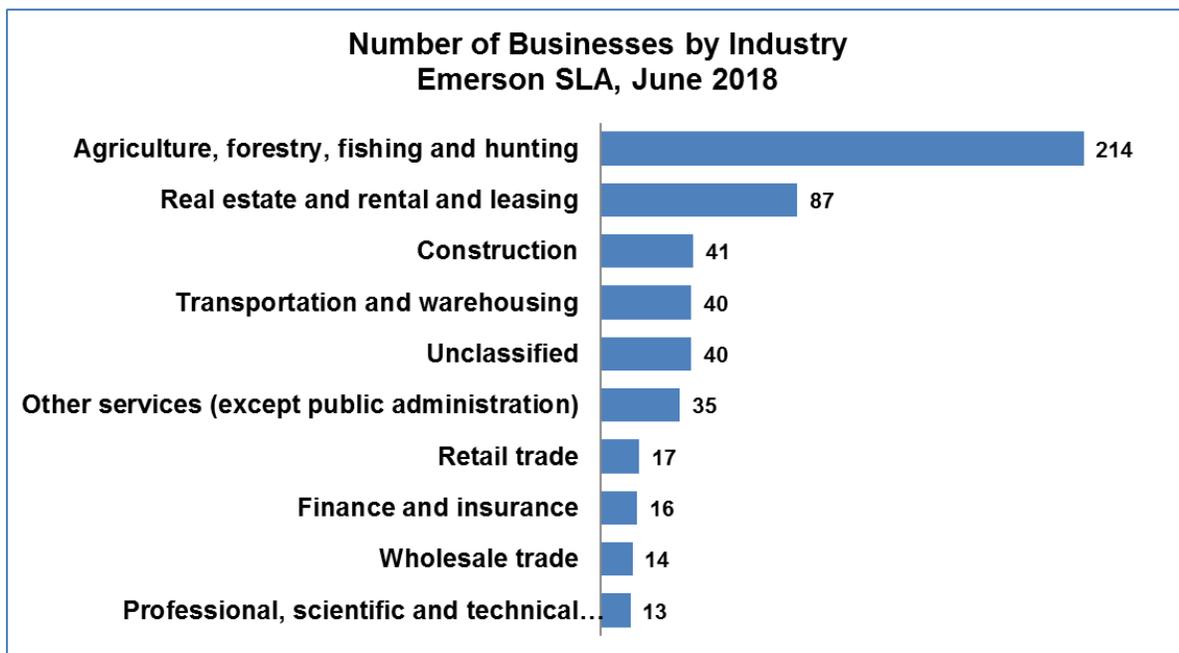
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2018, there were 573 businesses in the region. (Emsi 2018.1)

Figure 10 shows that:

- Most businesses were in the primary sector of **Agriculture, forestry, fishing and hunting** with 214 businesses and the tertiary sector of **Real estate and rental and leasing** with 87 businesses. There were 41 businesses in the secondary sector of construction.

Figure 10: Number of Business by Industry, 2016



Data source: Emsi 2018.1 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)	422
1-4.	85
5-9.	33
10-19.	19
20-49	11
50-99	3
100-199	0
200-499	0
500+	0
Total	573

Data source: Emsi 2018.1

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.