

# STEINBACH

## Economic Profile

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

- *The City of Steinbach*

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

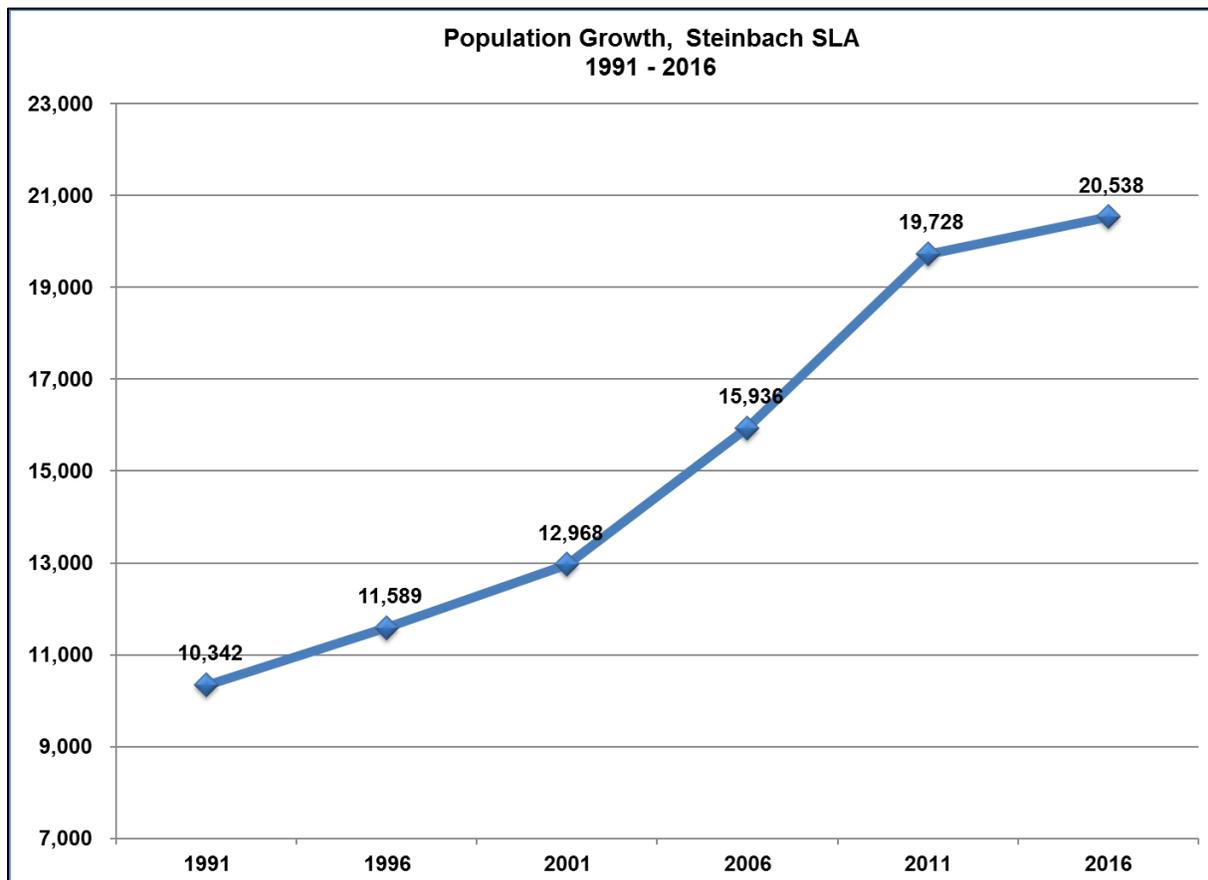
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 20,538 people living in this area in 2016.
- The population of the region increased by 10,196 (+98.6%) from 1991 to 2016.
- The population of the region increased by 810 (+4.1%) from 2011 to 2016.

For reference, in Manitoba, the overall population increase from 1991 to 2016 was 10.7%.

Figure 1: Population Growth 1991 - 2016

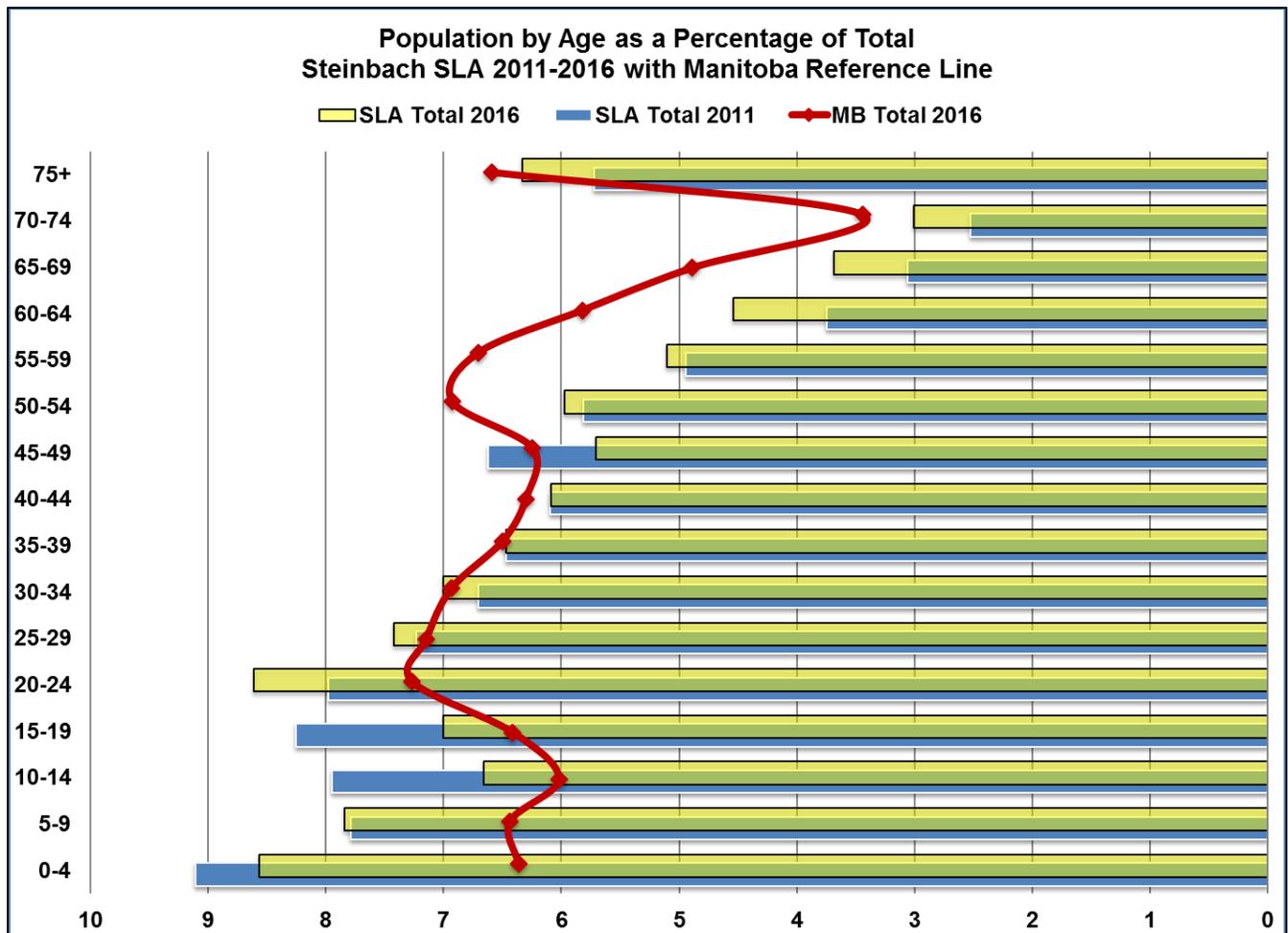


Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.



Figure 2 shows that the population by proportion in this region has increased in the 5 to 9, 20 to 44 age categories and the 50 to 75+ age categories. The region has more people by proportion than the Manitoba average in the 0 to 34 age categories. The proportion of population by age has decreased and is less than the Manitoba average in the 45 to 49 age category.

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



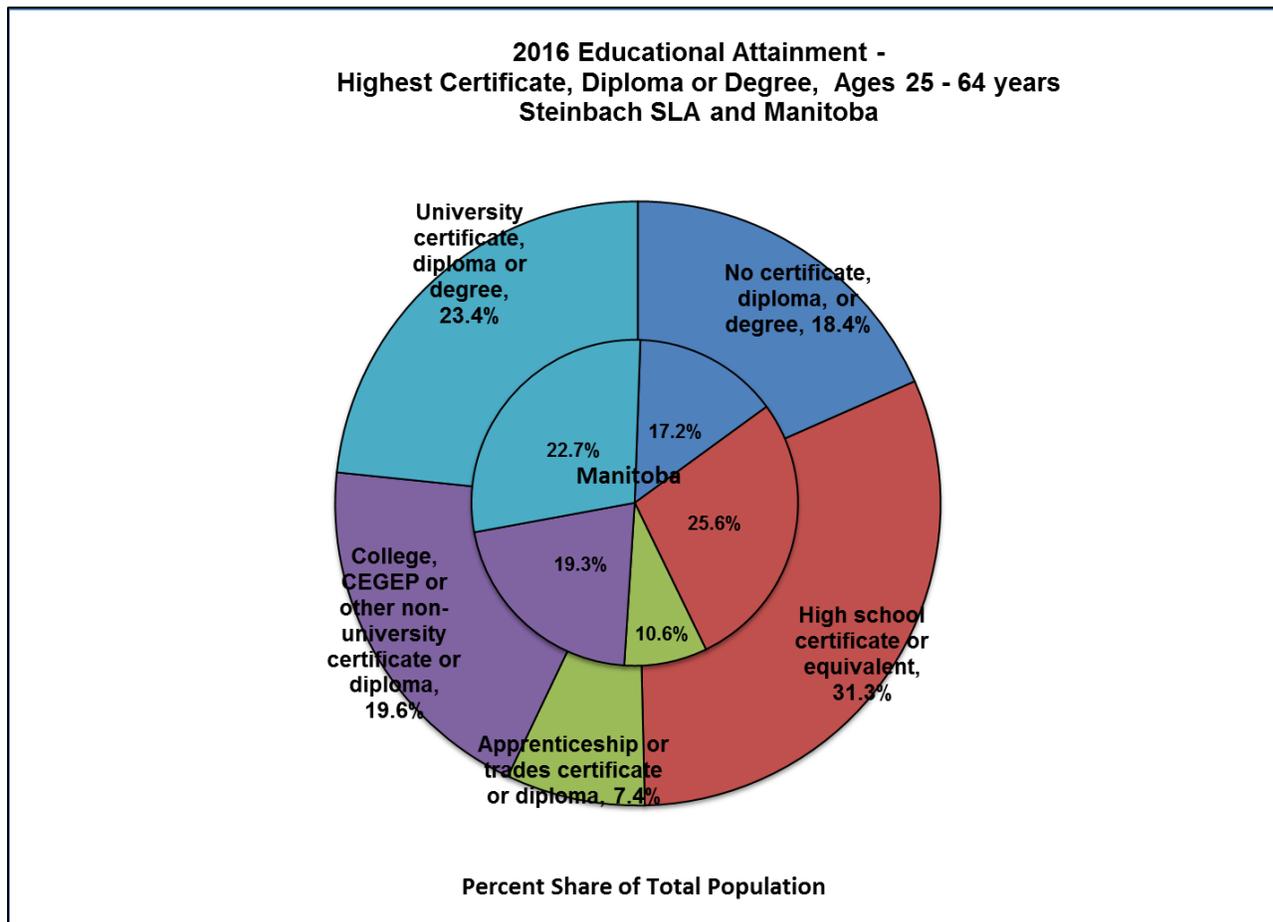
## 2.0 EDUCATION

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** (18.4%); **High school certificate or equivalent** (31.3%); **College, CEGEP or other non university certificate or diploma** (19.6%); and **University certificate, diploma or degree** (23.4%).

It has a lower proportion than Manitoba of people with **Apprenticeship or trades certificate or diploma** (7.4%).

Figure 3: Educational Attainment Steinbach SLA and Manitoba 2016



Source: Statistics Canada: 2016 Census

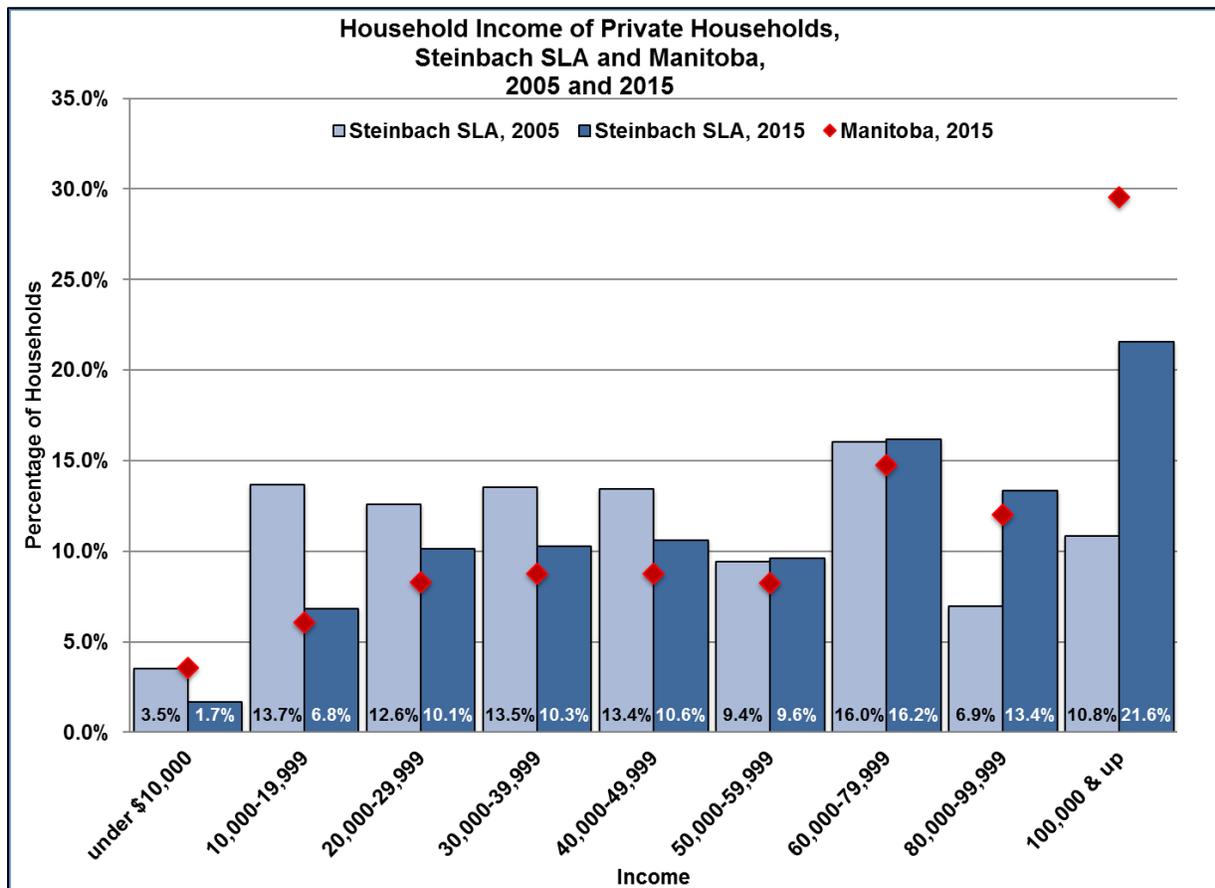


### 3.0 INCOME

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 lowest and highest income bracket is more than the provincial average.

Figure 4: Household income Steinbach 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

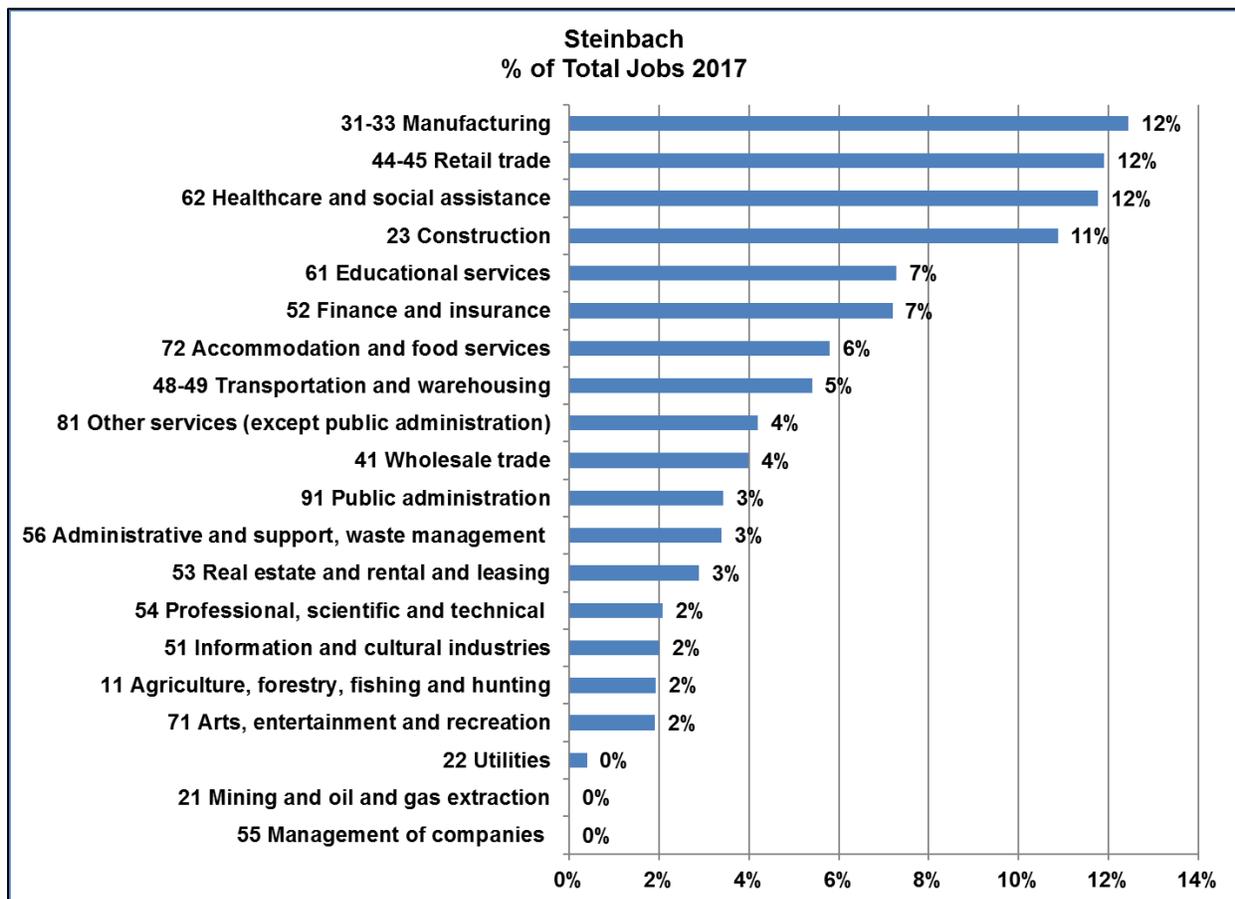
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 13,232 jobs in the Steinbach SLA region. (Emsi 2017.3)

Figure 5: Jobs by Industry Sector



Data source: Emsi 2017.3



Figure 5 shows that:

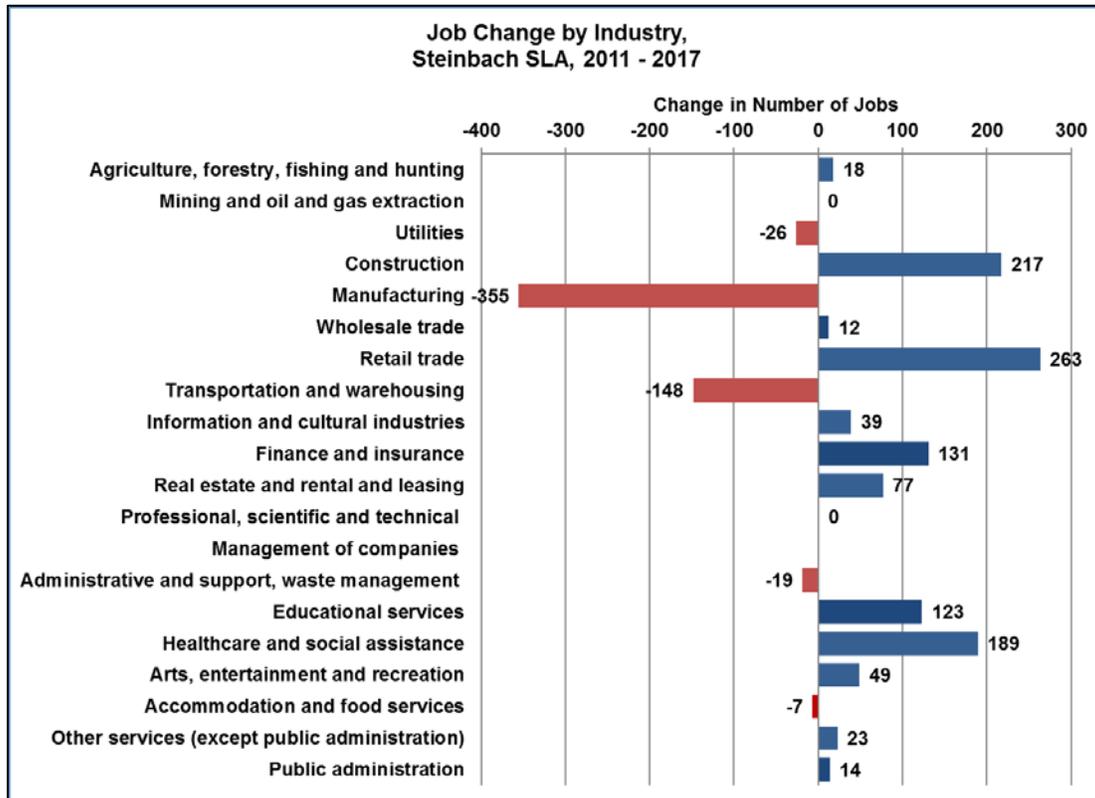
- 2% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting**.
- 23% of the jobs are in the secondary sectors of **Construction** and **Manufacturing**.
- 77% of the jobs are in the tertiary sector.
- 22% of the jobs are in sectors traditionally funded by 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 **Manufacturing** sector with a loss of 355 jobs between 2011 and 2017. The sectors with the greatest job gains were the **Retail trade** sector with a gain of 263 jobs and the **Construction** sector with a gain of 217 jobs each 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 13,232 jobs in Steinbach, an increase of 599 jobs (+4.7%) between 2011 and 2017. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 3,394 jobs, a decrease of 147 jobs (-4.1%) from 2011. There was an increase of 18 jobs (+7.6%) in the **Agriculture, forestry, fishing and hunting** sector; no jobs in the **Mining and oil and gas extraction**; 52 jobs **Utilities** sector; an increase in the **Construction** sector of 217 jobs (+17.8%) and a decrease in the **Manufacturing** sector of 355 jobs (-17.7%).
- For comparison, from 2011 to 2017, Manitoba gained 2.7% (3,800 jobs) in the goods producing sectors.
- In 2017, there were 9,689 jobs in the service sector, an increase of 745 jobs (+8.3%). This compares to an increase of 5.7% in Manitoba.

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

	Steinbach SLA			
	Number of Jobs 2011	Number of Jobs 2017	Real Change 2011 - 2017	% Change 2011 - 2017
<b>ALL INDUSTRIES</b>	<b>12,639</b>	<b>13,232</b>	<b>599</b>	<b>4.7%</b>
<b>Goods Producing Industries</b>	<b>3,541</b>	<b>3,394</b>	<b>-147</b>	<b>-4.1%</b>
Agriculture, forestry, fishing and hunting	236	254	18	7.6%
Mining and oil and gas extraction	0	0	0	
Utilities	78	52	-26	-33.9%
Construction	1,224	1,441	217	17.8%
Manufacturing	2,004	1,648	-355	-17.7%
<b>Service Industries</b>	<b>8,944</b>	<b>9,689</b>	<b>745</b>	<b>8.3%</b>
Wholesale trade	515	527	12	2.3%
Retail trade	1,312	1,576	263	20.1%
Transportation and warehousing	863	715	-148	-17.2%
Information and cultural industries	225	264	39	17.3%
Finance and insurance	822	952	131	15.9%
Real estate and rental and leasing	305	381	77	25.2%
Professional, scientific and technical	275	275	0	0.0%
Management of companies	<10	0		
management	467	448	-19	-4.0%
Educational services	841	964	123	14.6%
Healthcare and social assistance	1,368	1,557	189	13.8%
Arts, entertainment and recreation	204	252	49	23.9%
Accommodation and food services	774	767	-7	-0.9%
Other services (except public administration)	533	556	23	4.3%
Public administration	439	453	14	3.1%
Unclassified	16	12	-4	-25.0%

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

## 6.0 LABOUR BY OCCUPATION



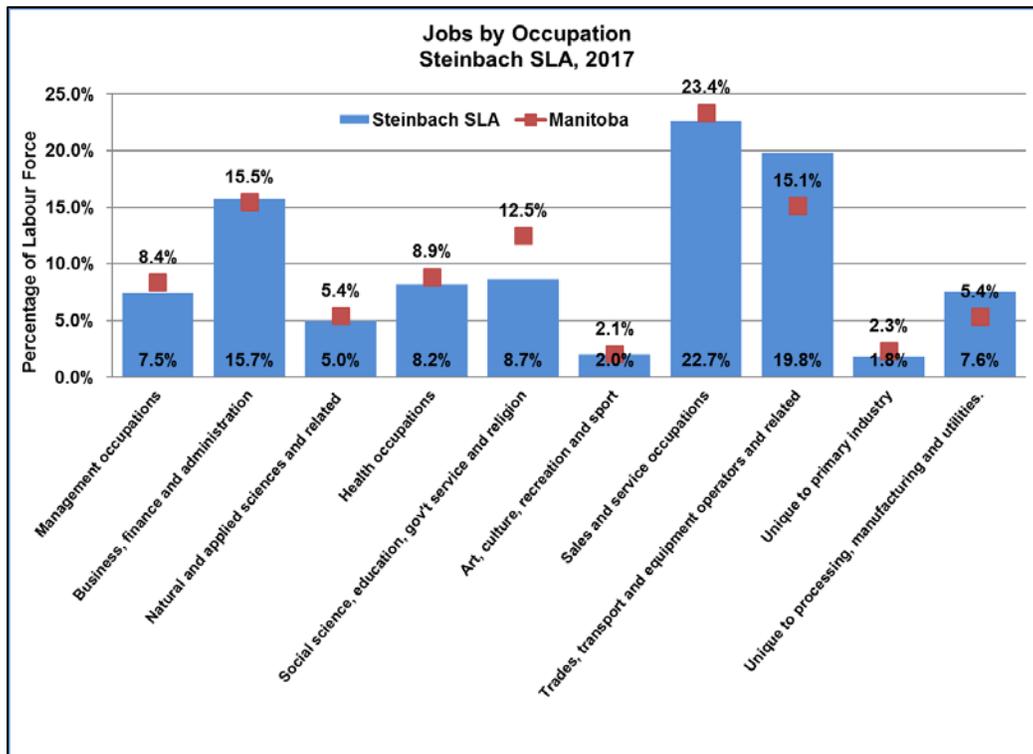
The term “jobs” refer to positions located within the region. “Labour” refers to the people who work. For example, a teacher lives in one community yet works in another. The job would be counted in the community where the school is located. The occupation would be counted in the community where the teacher 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** (22.7%), followed by **Trades, transport and equipment operators and related occupations** (19.8%).
- In Manitoba, the largest percentage of workers are in the field of **Sales and service occupations** (23.4%), 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; Trades, transport and equipment operators and related occupations; and occupations Unique to processing, manufacturing and utilities.**

Figure 8: Labour by Occupation 2017 SLA and Manitoba



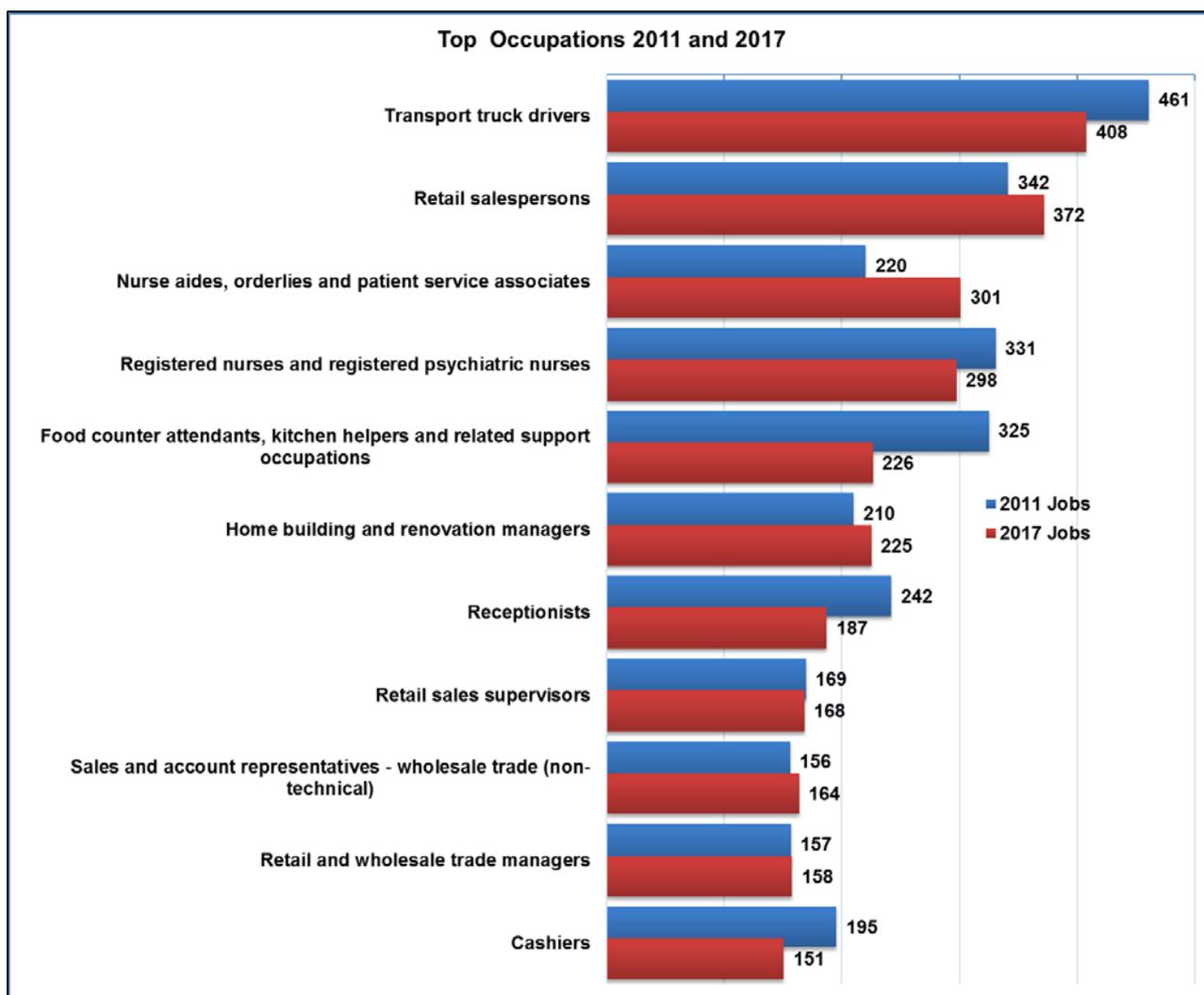
Data source: Emsi 2017.3



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

- The most common occupation is **Transport truck drivers** with 408 people employed, followed by **Retail salespersons** with 372 people employed.
- All of the top occupations are usually associated with the tertiary or service sector.

Figure 9: Top Jobs by Occupations in 2011 and 2017



Data source: Emsi 2017.3



## 7.0 BUSINESS BY INDUSTRY SECTOR

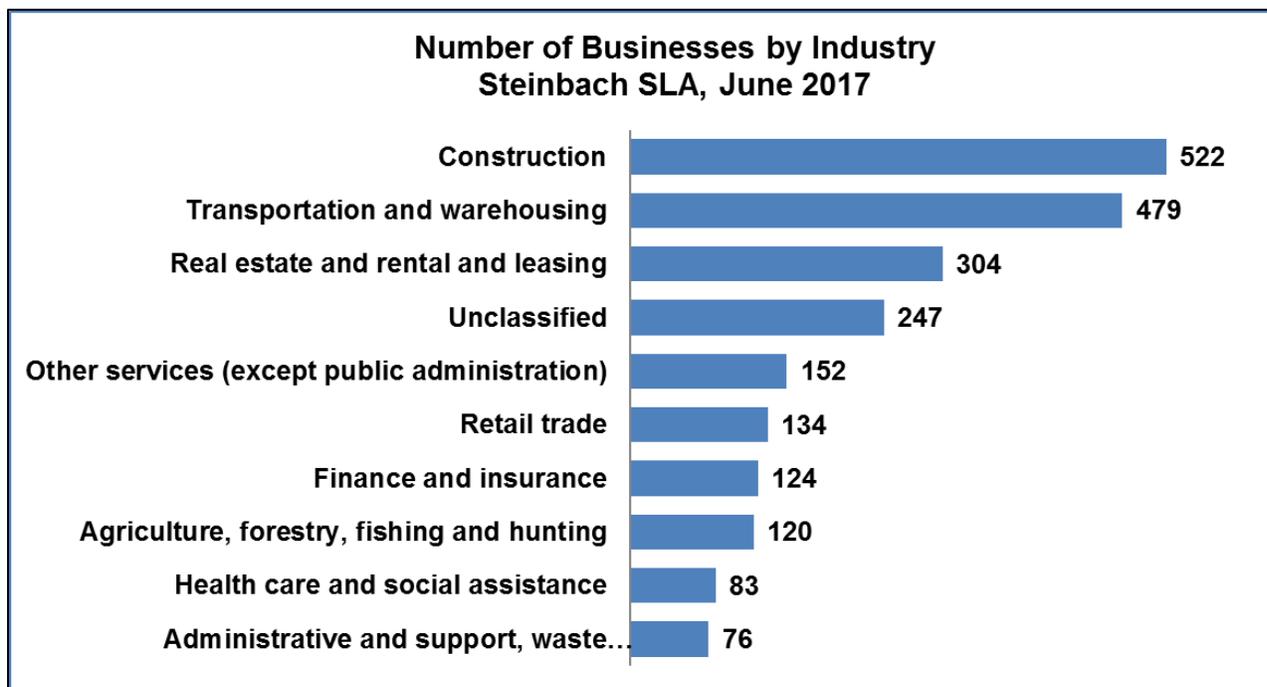
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2017, there were 2,605 businesses in the region. (Emsi 2017.3)

Figure 10 shows that:

- Most businesses were in the secondary sector of **Construction** with 522 businesses and the tertiary sector of **Transportation and warehousing** with 479 businesses. There were no businesses in the primary sectors.

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 that employ 1 to 4 individuals.

Figure 11: Business by Size of Employment, 2017

Number of employees	Number of businesses
Indeterminate (self-employed)	1648
1 - 4	576
5 - 9	161
10 -19	118
20 - 49	63
50 - 99	20
100 - 199	11
200- 499	6
500+	2
<b>Total</b>	<b>2605</b>

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.