RIVERS AND REGION
Economic Profile

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

- *Municipality of Elton*
- *Municipality of Riverdale*
- *Municipality of Whitehead*

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.

TABLE OF CONTENTS

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 4,566 people living in this area in 2016.
- The population of the region increased by 88 (+2.0%) from 1991 to 2016.
- The population of the region increased by 296 (+6.9%) from 2011 to 2016.

For reference, in Manitoba, the overall population increase from 1991 to 2016 was 7.1%.

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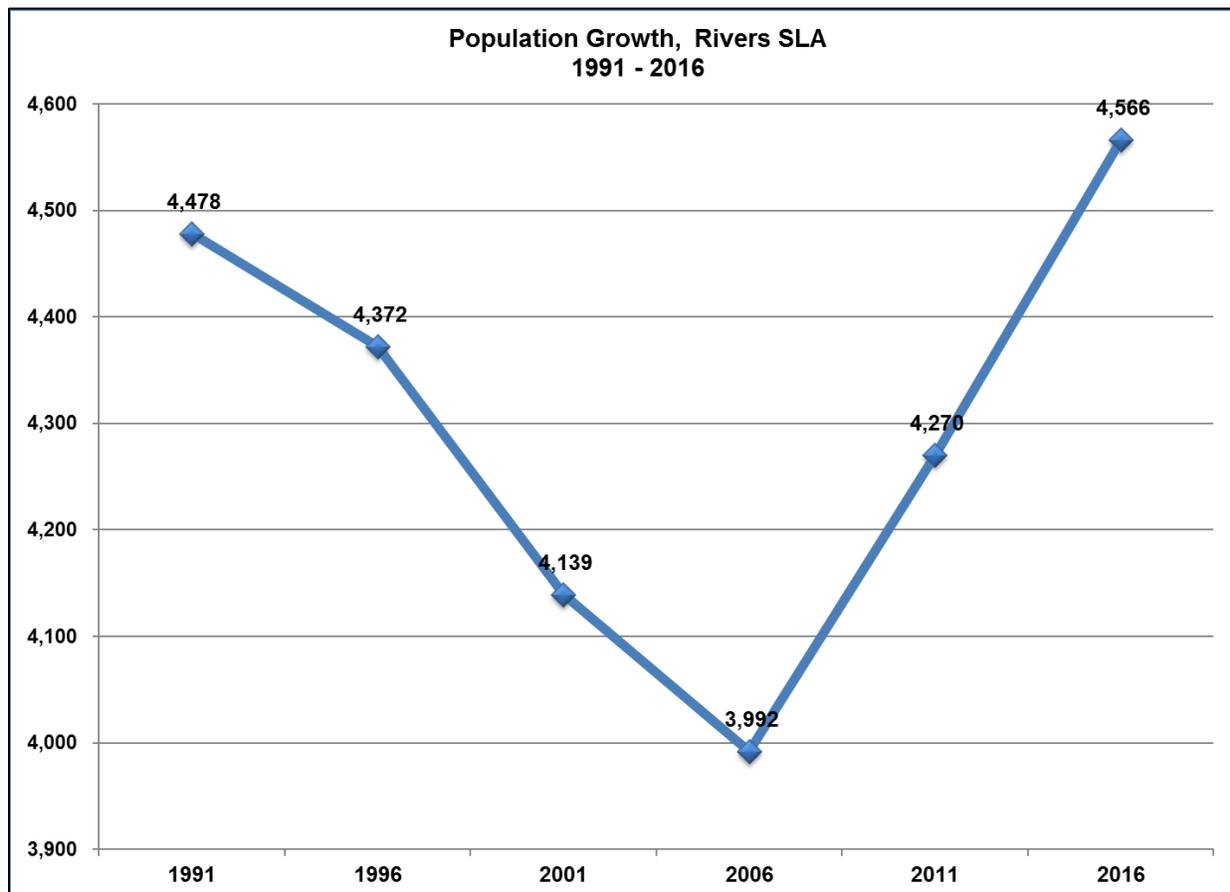
Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011; June 1, 2006; June 1, 2001; June 1, 1996; and June 1, 1991.

Figure 2 shows that the proportion of population in this region has increased in the age 5 to 14 age category, the 25 to 39 age categories, the 60 to 64 age category and the 70 to 74 age categories. The region has more people by proportion than the Manitoba average in the 0 to 9 and the 50 to 74 age categories. The region has fewer people by proportion in the 10 to 34; 40 to 49; and 75+ age categories.

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

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

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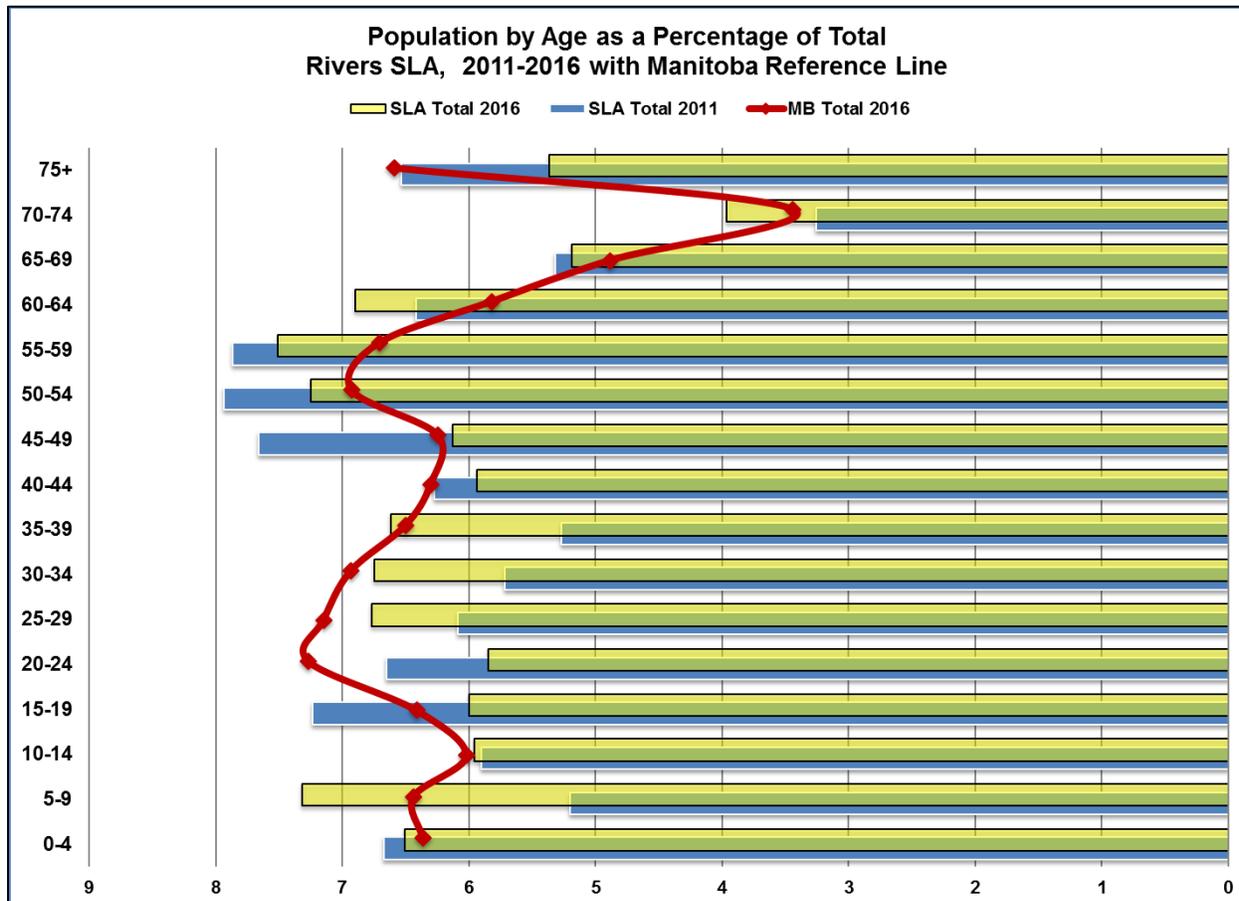
Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011
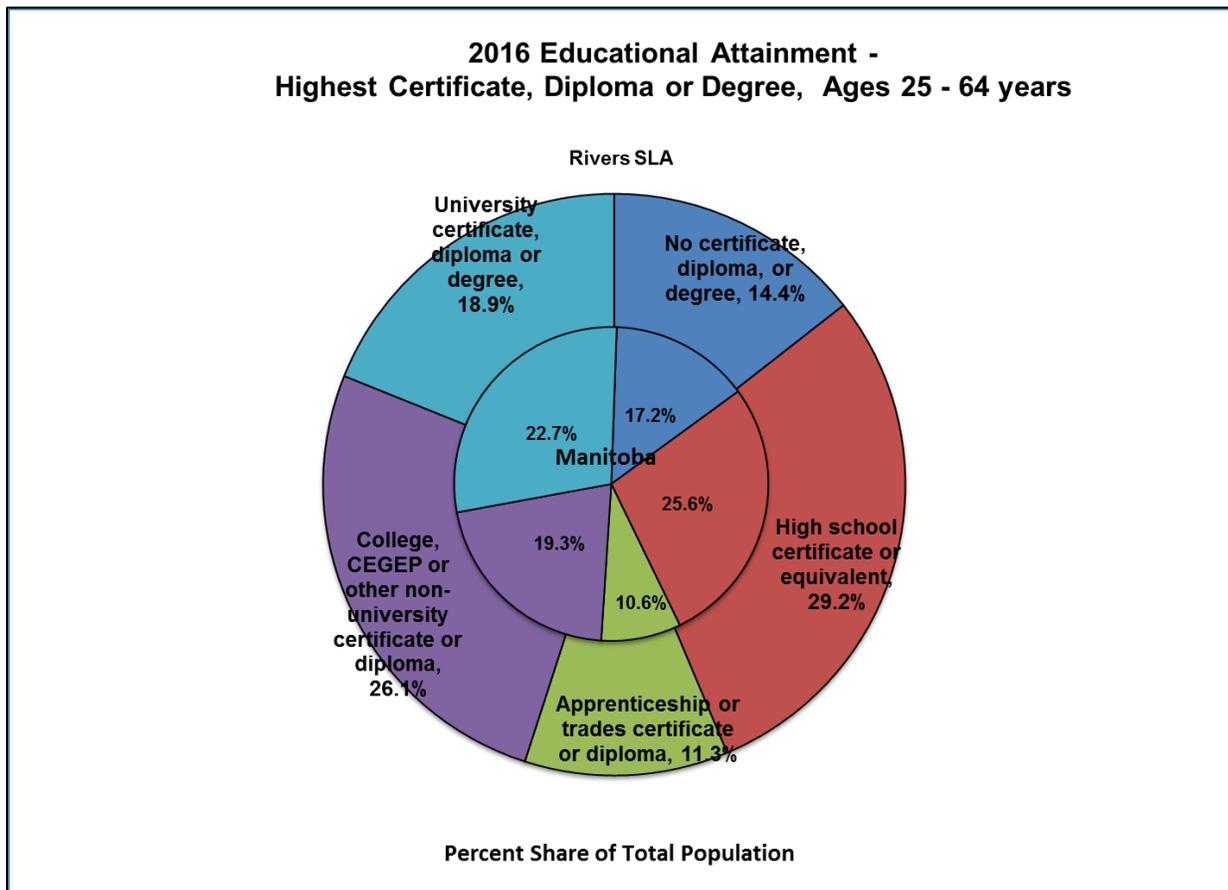
2.0   EDUCATION

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 the Rivers SLA has a higher proportion than Manitoba of people with **High school certificate or equivalent** (29.2%); **College, CEGEP or other non university certificate or diploma** (26.1%)**; and **Apprenticeship or trades certificate or diploma** (11.3%).

It has a lower proportion than Manitoba of people with **No certificate, diploma or degree** (14.4%); and **University certificate, diploma or degree** (18.9%).

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

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

Rivers SLA

University certificate, diploma or degree, 18.9%

No certificate, diploma, or degree, 14.4%

17.2%

22.7%

Manitoba

25.6%

19.3%

College, CEGEP or other non-university certificate or diploma, 26.1%

10.6%

High school certificate or equivalent, 29.2%

Apprenticeship or trades certificate or diploma, 11.3%

Percent Share of Total Population

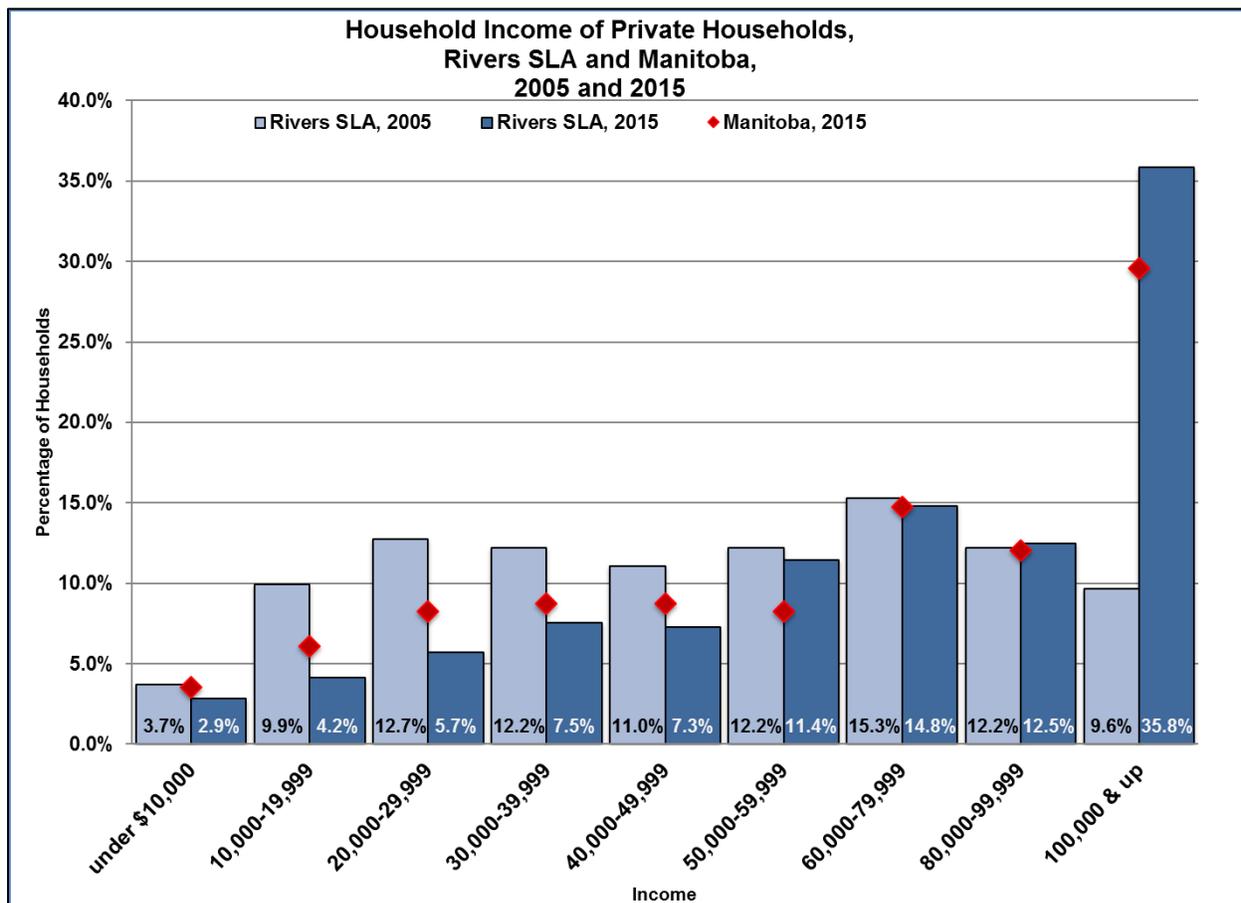*Source: Statistics Canada: 2016 Census*

3.0   INCOME

Average income is the total incomes 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 bracket has increased. The percentage of households in the lower income brackets is lower than the provincial average. The percentage of households in the highest income bracket is greater than the provincial average.

Figure 4: Household Income Rivers SLA and Manitoba 2005 and 2015

Data source: Statistics Canada: 2006 Census; National Household Survey 2016
Note: The data for 2010 is not available.
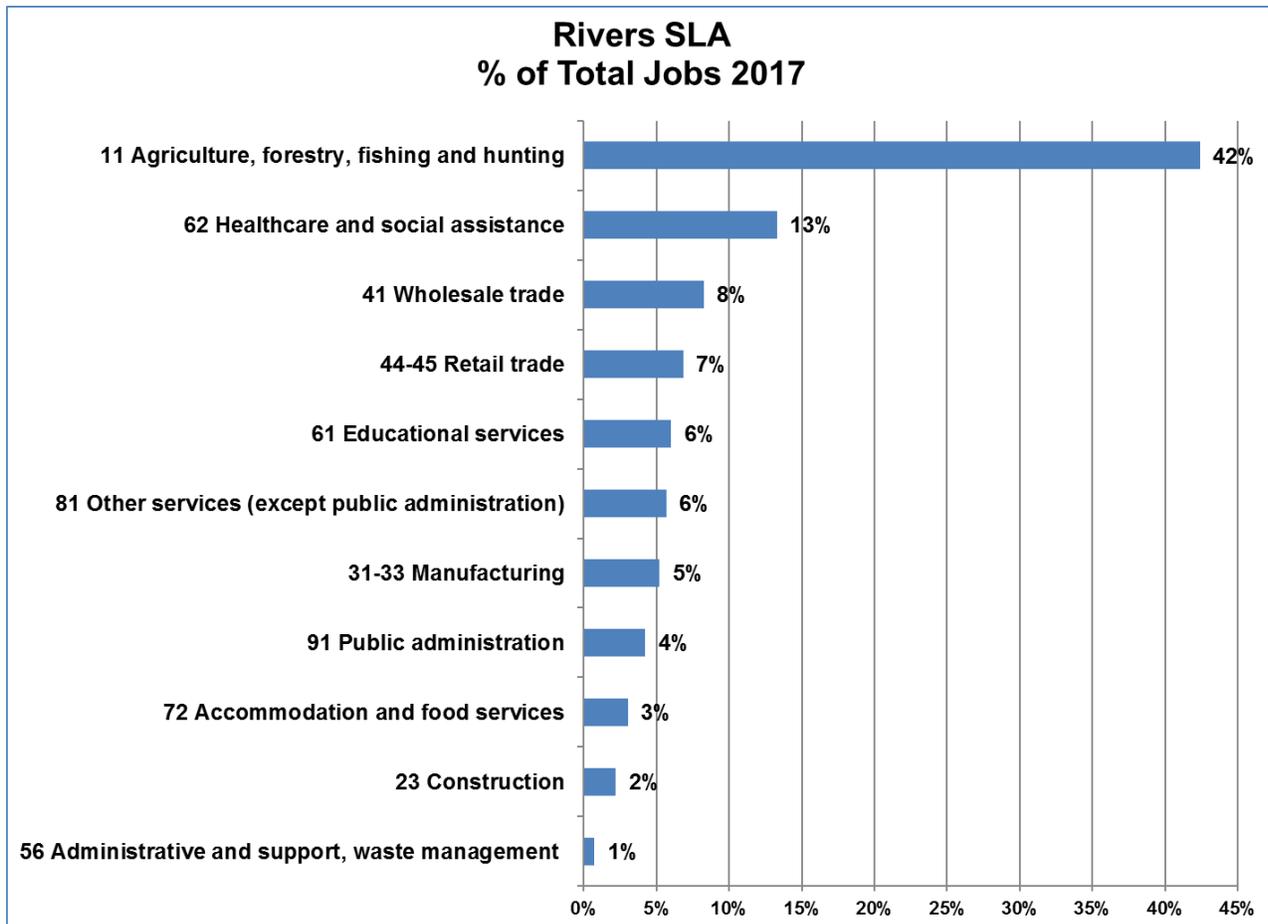
6

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 1,405 jobs in the Rivers SLA region. (Emsi 2017.3)

Figure 5: Jobs by Industry Sector

Rivers SLA
% of Total Jobs 2017

Industry	%
11 Agriculture, forestry, fishing and hunting	42%
62 Healthcare and social assistance	13%
41 Wholesale trade	8%
44-45 Retail trade	7%
61 Educational services	6%
81 Other services (except public administration)	6%
31-33 Manufacturing	5%
91 Public administration	4%
72 Accommodation and food services	3%
23 Construction	2%
56 Administrative and support, waste management	1%

Data source: Emsi 2017.3
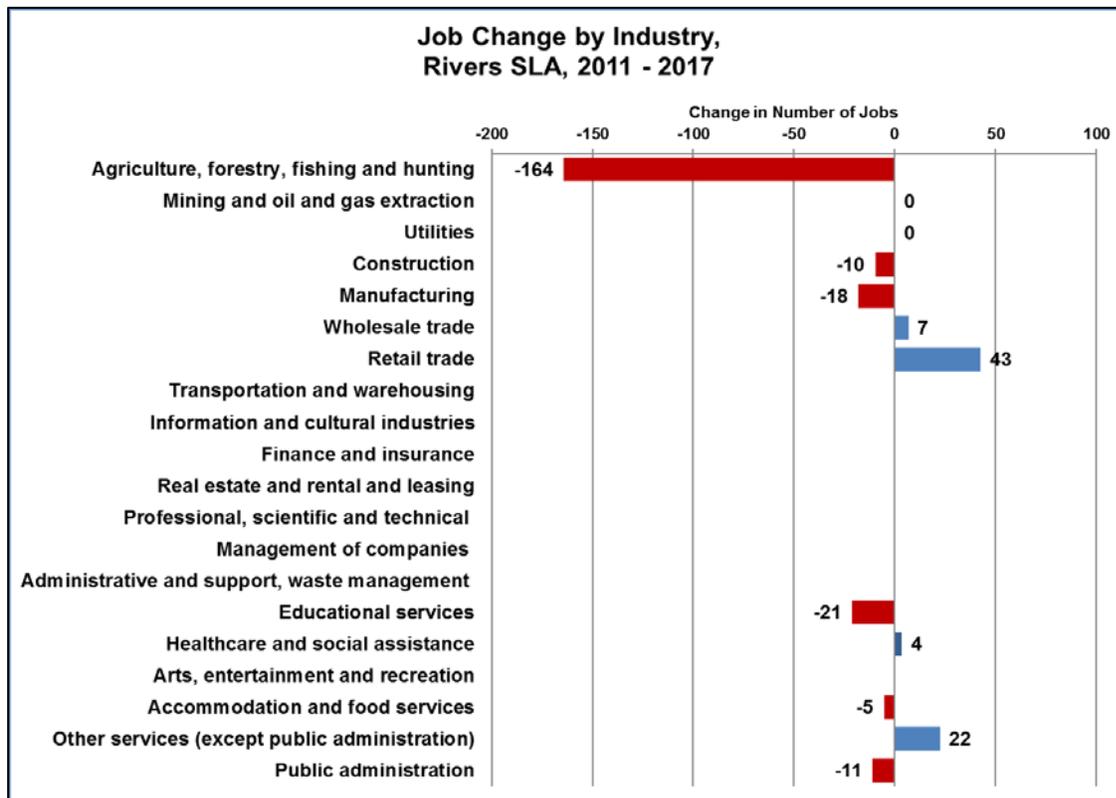
Figure 5 shows that:

- 42% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting.**
- 7% of the jobs are in the secondary sectors of **Construction** and **Manufacturing.**
- 51% of the jobs are in the tertiary sector.
- 23% 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 164 jobs between 2011 and 2017. The sector with the greatest job gain was the **Retail trade** sector with a gain of 43 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 1,405 jobs in the region, a decrease of 154 jobs (-9.9%) between 2011 and 2017. This compares to an increase of 5.3% for Manitoba.
- In the goods producing sectors, there were 688 jobs, a decrease of 192 jobs (-21.8%) from 2011. There was a decrease in jobs in the **Agriculture, forestry, fishing and hunting** sector of 164 jobs (-22.0%); a decrease in the **Construction** sector of 10 jobs (-23.4%) and a decrease in the **Manufacturing** sector of 18 jobs (-19.5%).
- For comparison, from 2011 to 2017, Manitoba gained 2.8% (3,800 jobs) in the goods producing sectors.
- In 2017, there were 685 jobs in the service sector, an increase of 38 jobs (+5.8%) This compares to an increase of 7.6% in Manitoba.

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

	Rivers SLA			
	Number of Jobs 2011	Number of Jobs 2017	Real Change 2011 - 2017	% Change 2011 - 2017
ALL INDUSTRIES	**1,565**	**1,405**	**-154**	**-9.9%**
Goods Producing Industries	**880**	**688**	**-192**	**-21.8%**
Agriculture, forestry, fishing and hunting	746	582	-164	-22.0%
Mining and oil and gas extraction	0	0	0	
Utilities	0	0	0	
Construction	41	32	-10	-23.4%
Manufacturing	93	75	-18	-19.5%
Service Industries	**648**	**685**	**38**	**5.8%**
Wholesale trade	109	116	7	6.2%
Retail trade	58	101	43	73.7%
Transportation and warehousing	<10	<10		
Information and cultural industries	0	0		
Finance and insurance	<10	<10		
Real estate and rental and leasing	<10	<10		
Professional, scientific and technical	0	0		
Management of companies	0	0		
Administrative and support, waste management	11	10		0.0%
Educational services	104	83	-21	-20.4%
Healthcare and social assistance	190	193	4	1.8%
Arts, entertainment and recreation	<10	<10		
Accommodation and food services	48	42	-5	-11.0%
Other services (except public administration)	58	81	22	38.5%
Public administration	70	59	-11	-15.7%
Unclassified	11	<10		

Data source: Emsi 2017.1   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 **Management occupations** (42.8%), followed by **Trade, transport and equipment related occupations** (12.0%).
- 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** and **Occupations unique to primary industry.**

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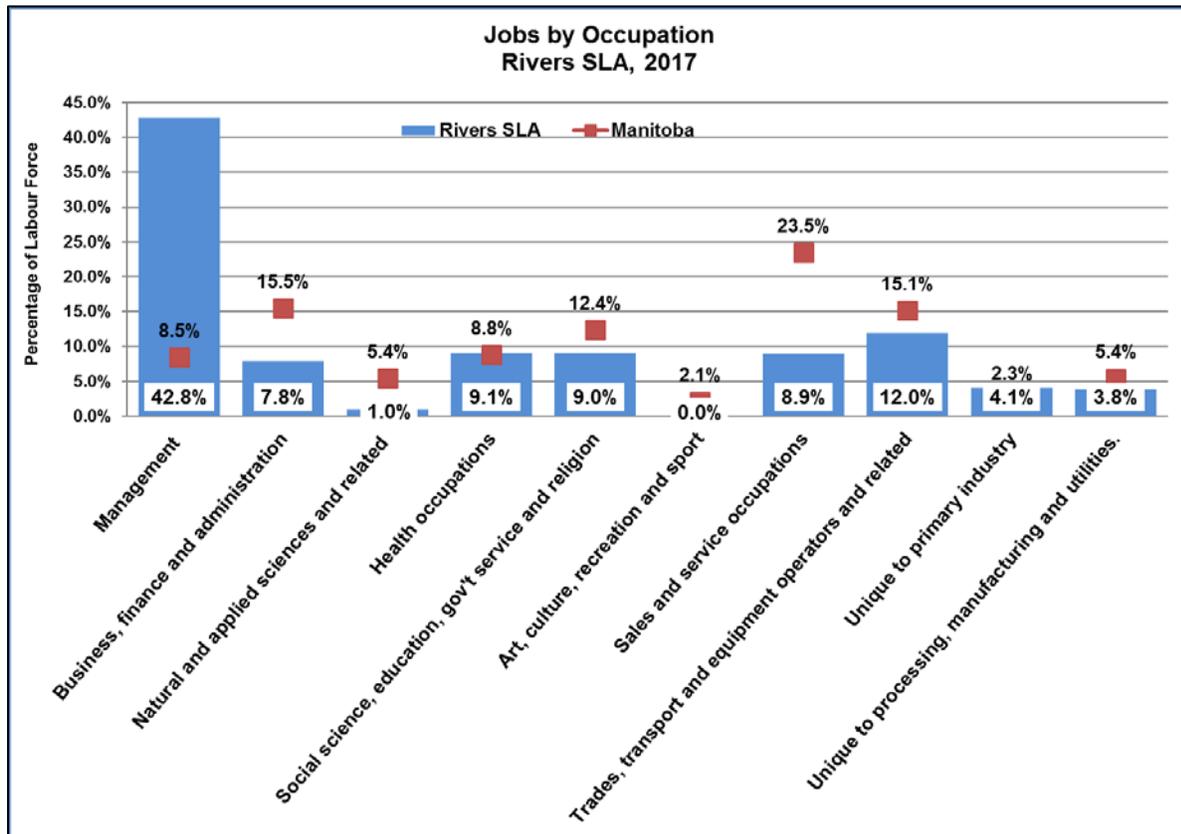
Data source: Emsi 2017.3

When looking at more specific occupations in the region, Figure 9 shows that:
- The most common occupation is **Managers in agriculture** with 525 people employed, followed by **Nurse aides, orderlies and patient service associates** with 66 people employed.
- Seven of the top ten occupations are usually associated with the tertiary or service sector.

Figure 9: Top Ten Jobs by Occupations in 2011 and 2017
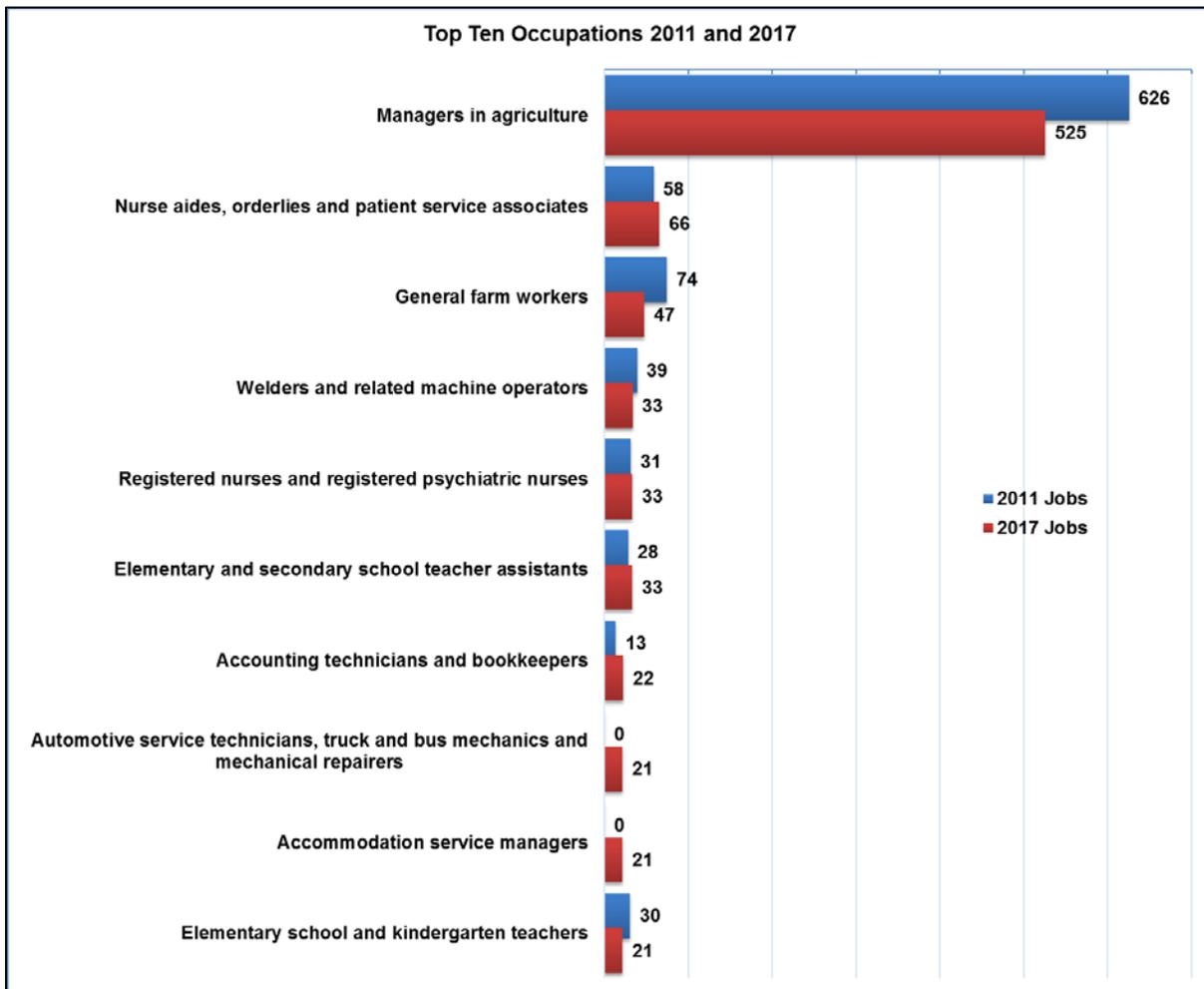
Data source: Emsi 2017.3
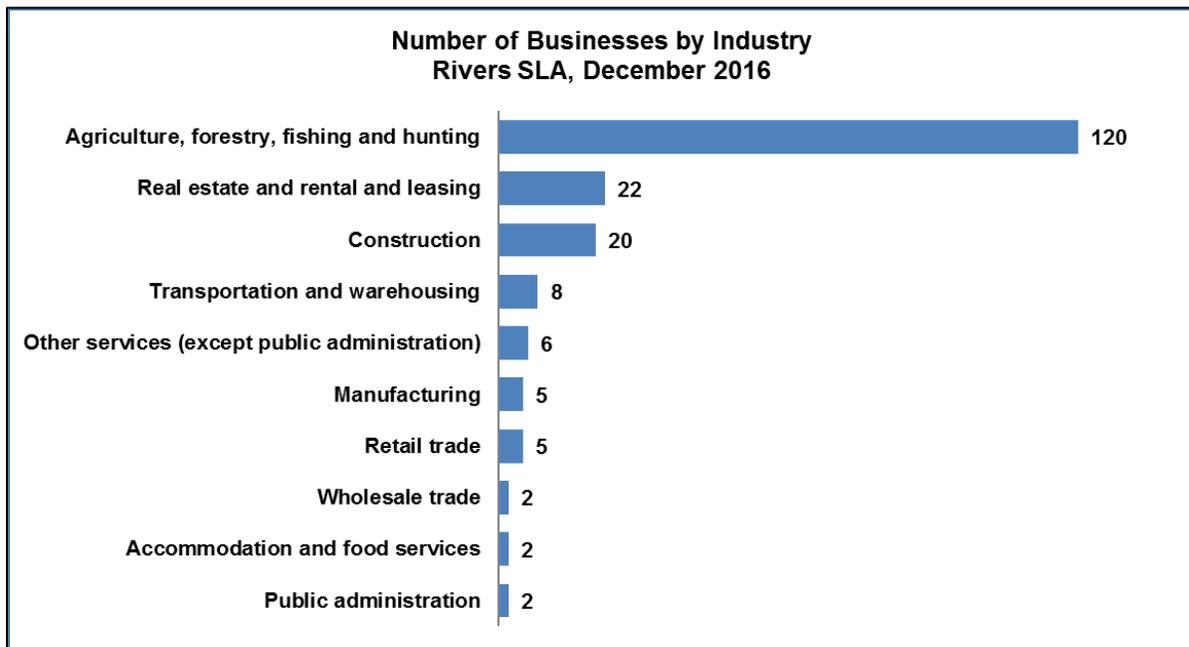
7.0　BUSINESS BY INDUSTRY SECTOR

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 2016, there were 203 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 120 businesses, followed by the tertiary sector of **Real estate and rental and leasing** with 22 businesses. There were 20 businesses in the secondary sector of **Construction.**

Figure 10: Number of Business by Industry, 2016

Number of Businesses by Industry
Rivers SLA, December 2016

Industry	Number
Agriculture, forestry, fishing and hunting	120
Real estate and rental and leasing	22
Construction	20
Transportation and warehousing	8
Other services (except public administration)	6
Manufacturing	5
Retail trade	5
Wholesale trade	2
Accommodation and food services	2
Public administration	2

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)	152
1 - 4	39
5 - 9	10
10 -19	2
20 - 49	0
50 - 99	0
100 - 199	0
200- 499	0
500+	0
Total	**203**

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.