

ST. PIERRE-JOLYS AND REGION

Economic Profile



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

- *Town of St. Pierre-Jolys*
- *Municipality of De Salaberry*

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

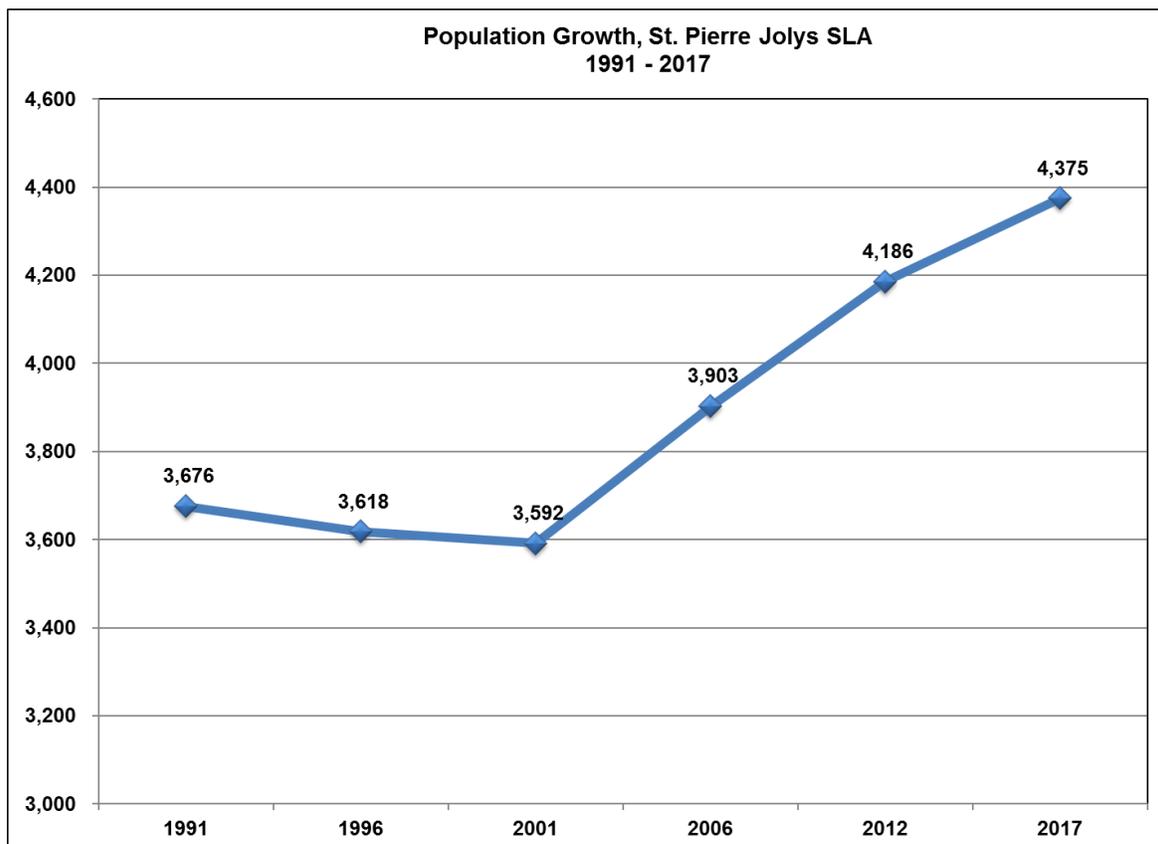
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2018), there were 4,375 people living in this area in 2017.
- The population of the region increased by 699 (+19.0%) from 1991 to 2017.
- The population of the region increased by 189 (+4.5%) from 2012 to 2017.

For reference, in Manitoba, the overall population increase from 2012 to 2017 was 6.7%.

Figure 1: Population Growth 1991 - 2017

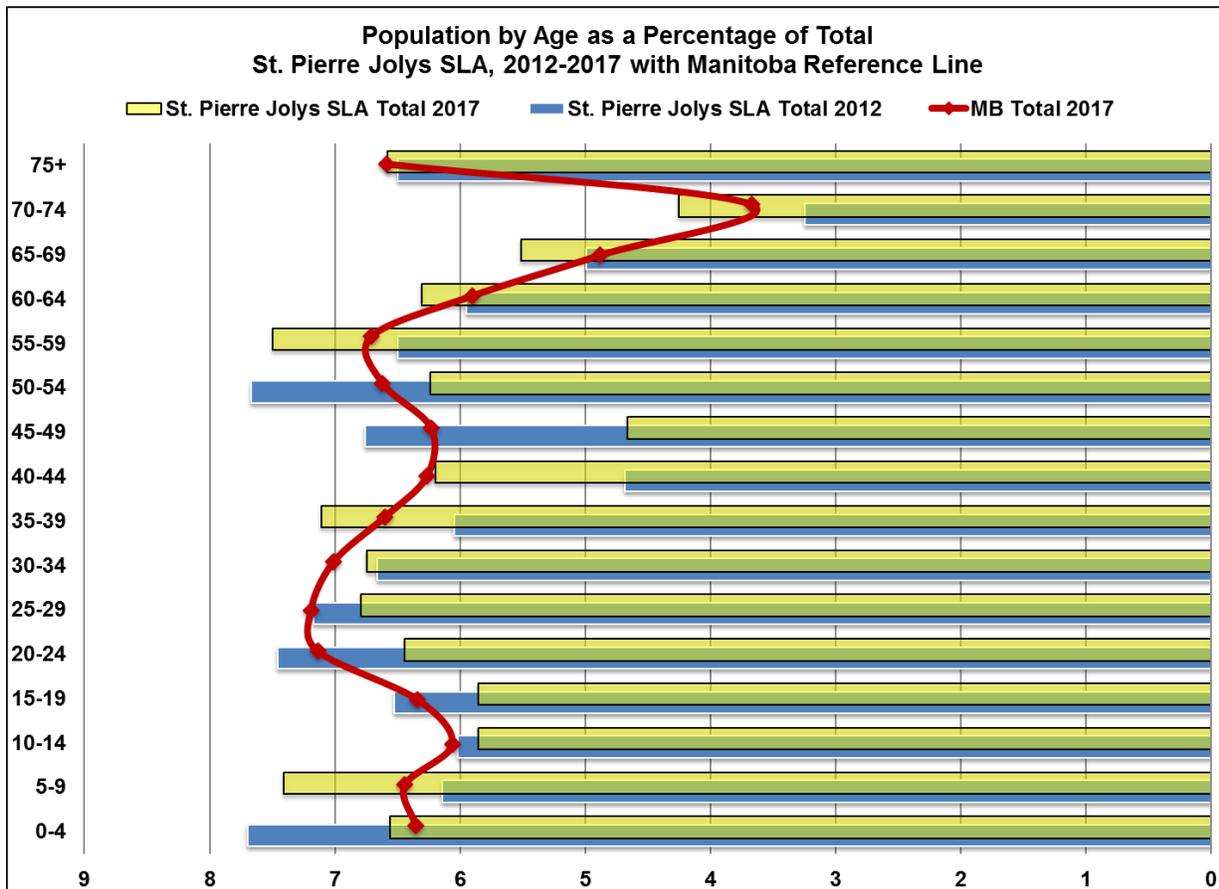


Data sources: Manitoba Health Population Reports: June 1 2018; June 1, 2013; June 1, 2007; June 1, 2002; June 1, 1997; and June 1, 1992.



Figure 2 shows that the population by proportion in this region has increased in the 5 to 9, 30 to 44, and the 55 to 75+ age categories. The region has more people by proportion than the Manitoba average in the 0 to 9, 35 to 39, and 55 to 74 age categories. The region has fewer people by proportion than the Manitoba average in the 10 to 29, and 45 to 54 age categories.

Figure 2: Population Growth in Region by Age 2012 and 2017; in Manitoba 2017



Data sources: Manitoba Health Population Reports: June 1 2018; June 1, 2013



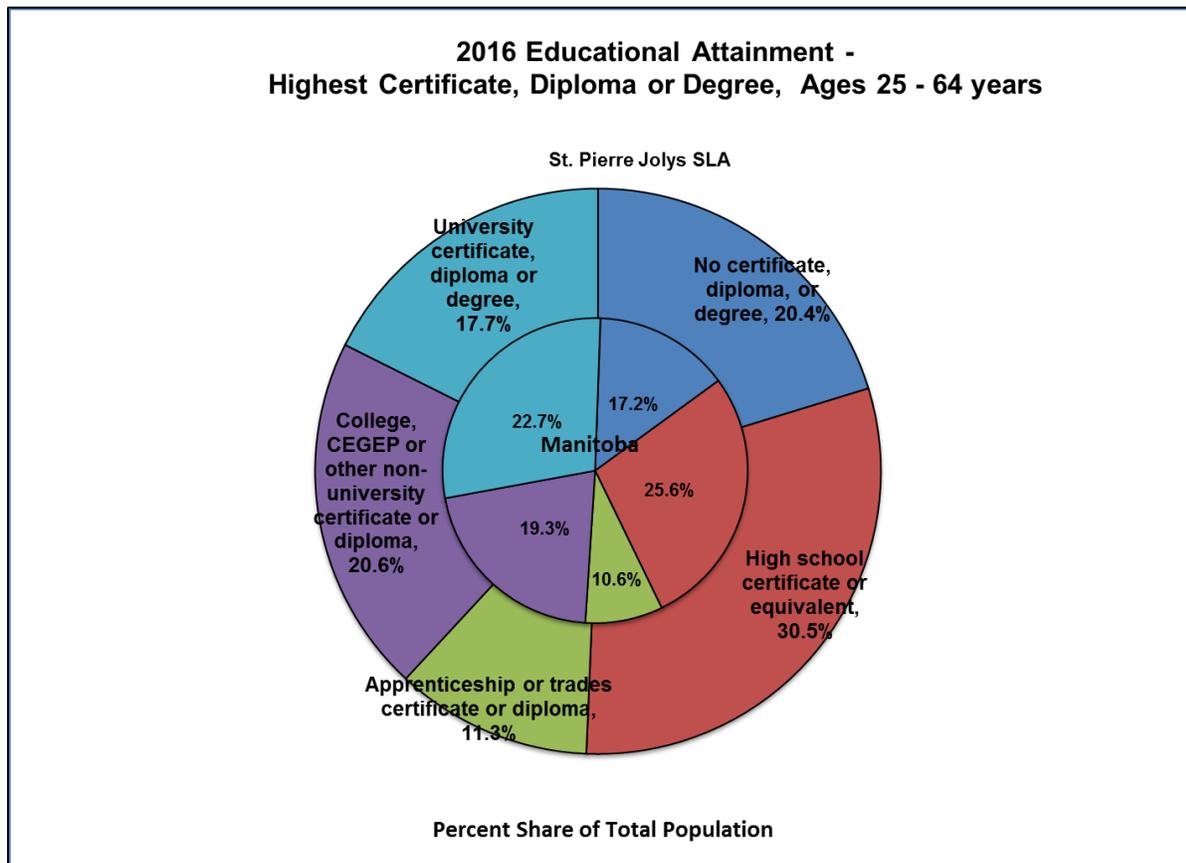
2.0 EDUCATION

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** (20.4%); **High school certificate or equivalent** (30.5%); **Apprenticeship or trades certificate or diploma** (11.3%); and **College, CEGEP or other non university certificate or diploma** (20.6%).

It has a lower proportion than Manitoba of people with **University certificate, diploma or degree** (17.7%).

Figure 3: Educational Attainment SLA and Manitoba 2016



Source: Statistics Canada: 2016 Census

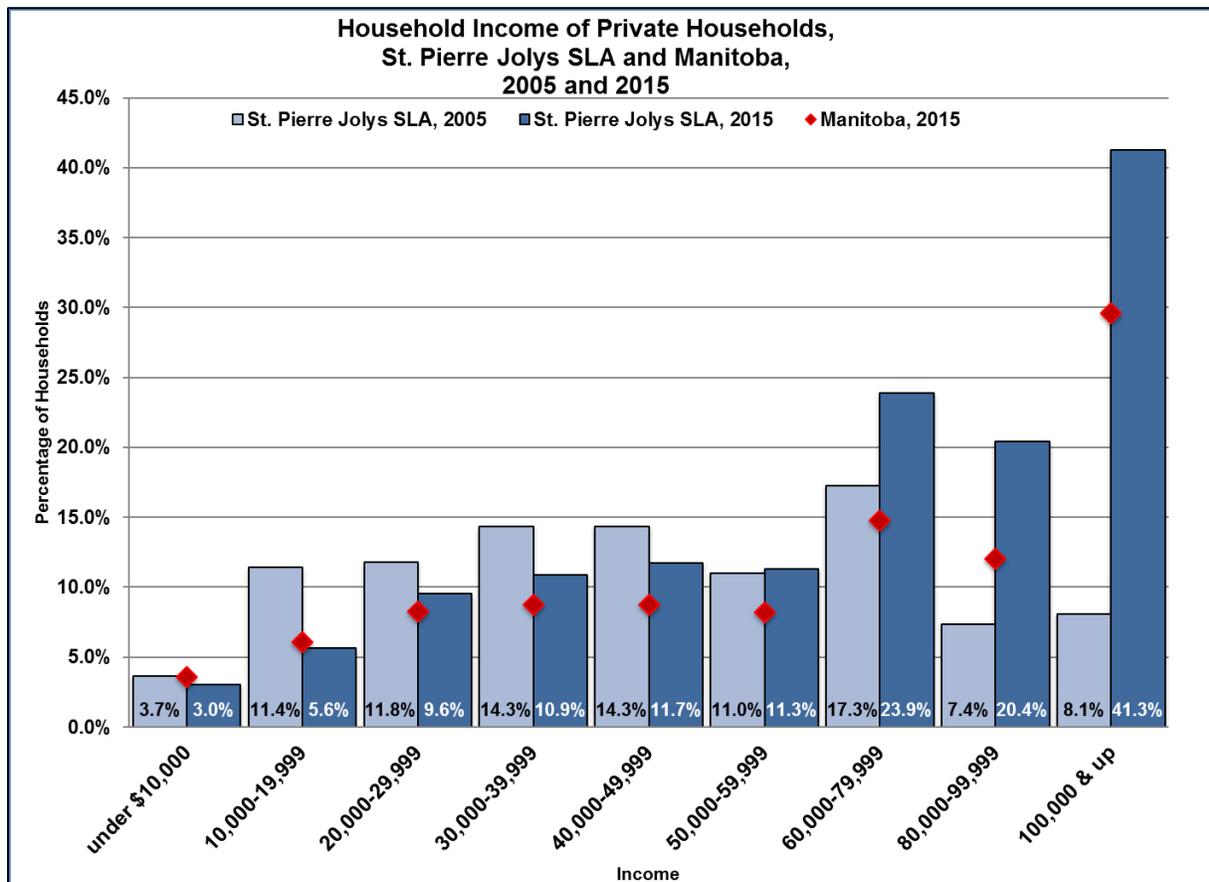


3.0 INCOME

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, and is about the same as the provincial average. The percentage of households in the three highest income brackets has increased and are greater 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

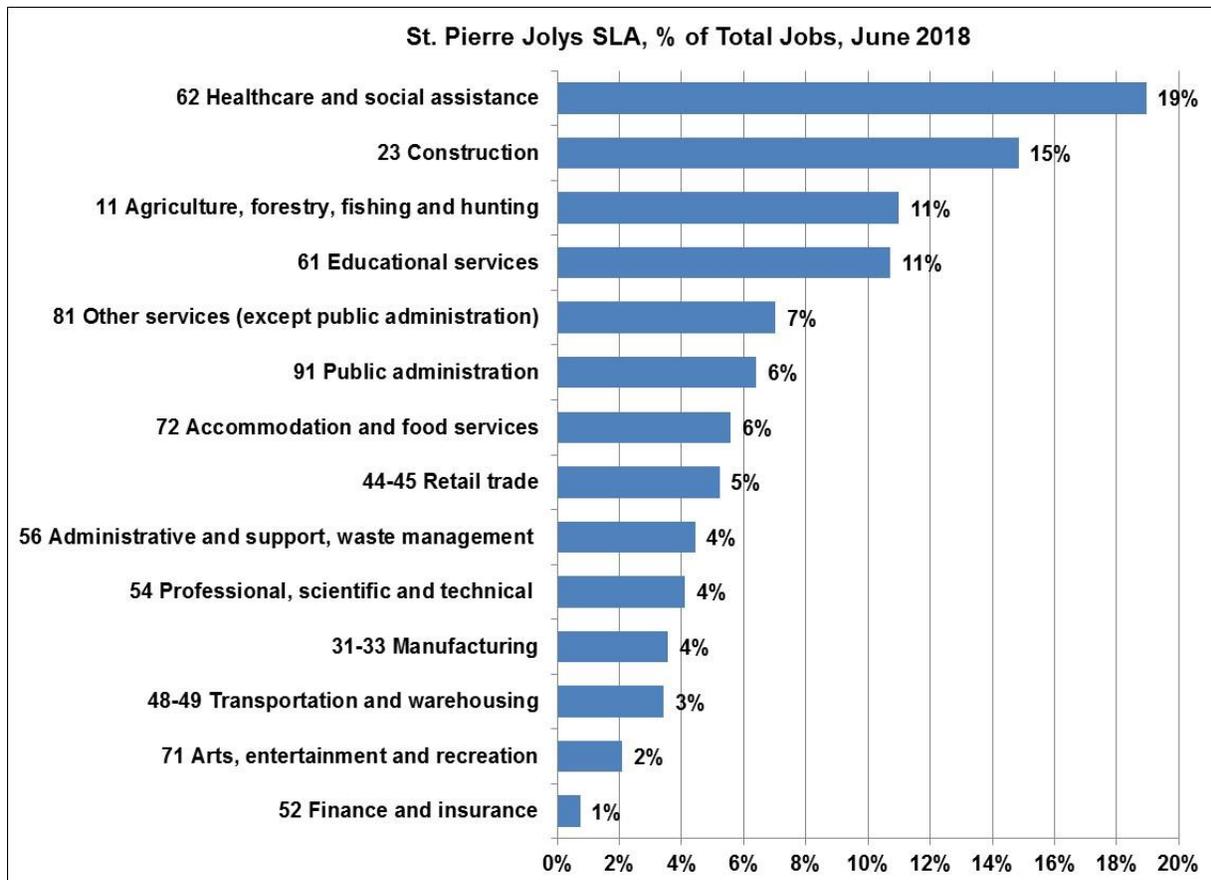
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 June, 2018 there were 1,633 jobs in the SLA region. (Emsi 2018.3)

Figure 5: Jobs by Industry Sector



Data source: Emsi 2018.3



Figure 5 shows that:

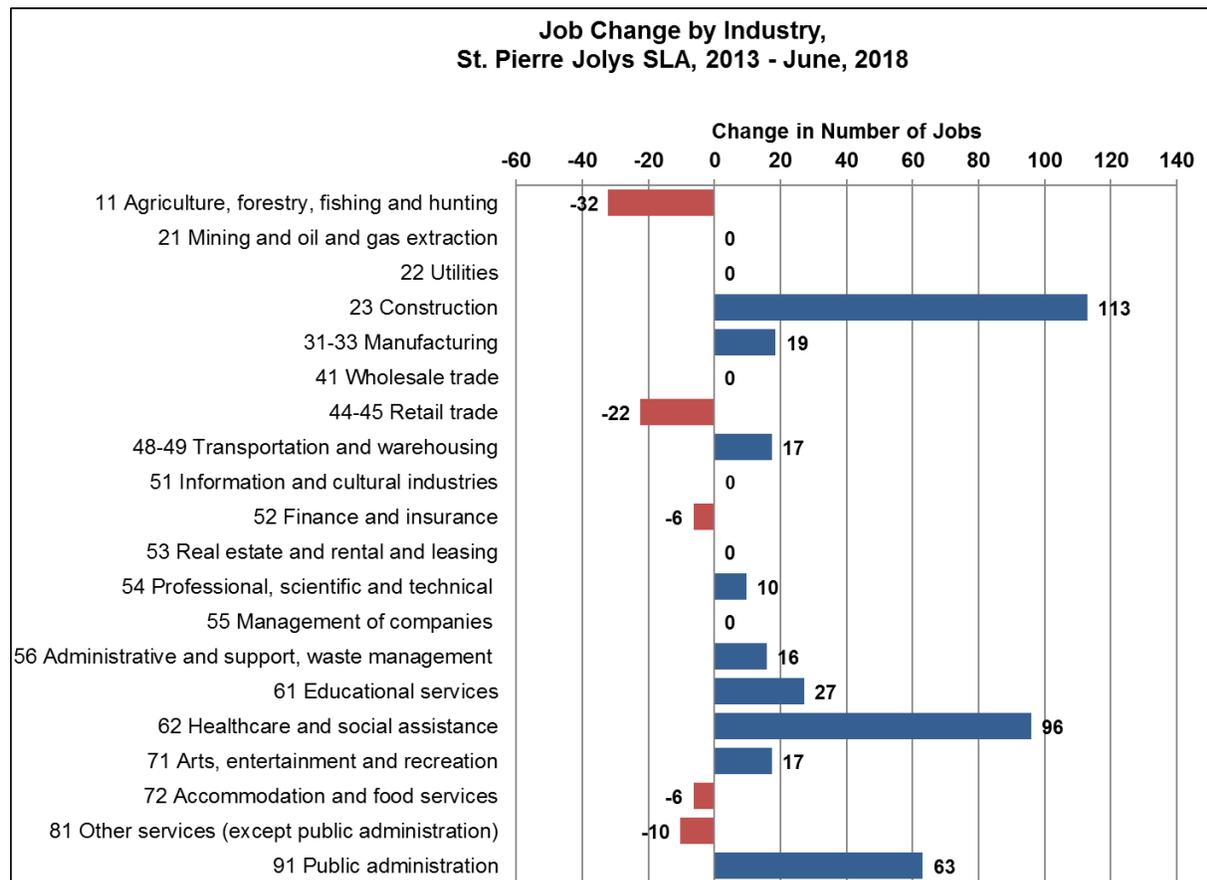
- 11% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting**.
- 19% of the jobs are in the secondary sectors of **Construction** and **Manufacturing**.
- 70% of the jobs are in the tertiary sector.
- 36% of the jobs are in sectors traditionally funded by 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 **Construction** sector with a gain of 113 jobs between 2013 and June, 2018. The sector with the greatest job loss was the **Agriculture, forestry, fishing and hunting** sector with a loss of 32 jobs between 2013 and June, 2018.

Figure 6: Job Change by Industry Sector, June 2018



Data source: Emsi 2018.3



Figure 7 shows that:

- In June, 2018, there were 1,633 jobs in the region, an increase of 289 jobs (+21.5%) from 2013. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 480 jobs, an increase of 99 jobs (+26.0%) from 2013. In the **Agriculture, forestry, fishing and hunting** sector, there was a loss of 32 jobs (-15.2%). There were no jobs in the **Mining and oil and gas extraction** sector; and the **Utilities** sector. There were 243 jobs in the **Construction** sector, a gain of 113 jobs (+87%); and a gain 19 jobs (+46.5%) in the **Manufacturing** sector.
- In June, 2018, there were 1,122 jobs in the service sector, a gain of 176 jobs (+18.5%).

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

	St. Pierre Jolys SLA			
	Number of Jobs 2013	Number of Jobs June 2018	Real Change 2013 - June 2018	% Change 2013 - June 2018
ALL INDUSTRIES	1,344	1,633	289	21.5%
Goods Producing Industries	381	480	99	26.0%
11 Agriculture, forestry, fishing and hunting	212	179	-32	-15.2%
21 Mining and oil and gas extraction	0	0	0	
22 Utilities	0	0	0	
23 Construction	130	243	113	87.0%
31-33 Manufacturing	40	58	19	46.5%
Service Industries	947	1,122	176	18.5%
41 Wholesale trade	25	<10		
44-45 Retail trade	108	85	-22	-20.9%
48-49 Transportation and warehousing	38	56	17	45.2%
51 Information and cultural industries	<10	<10		
52 Finance and insurance	19	12	-6	-34.6%
53 Real estate and rental and leasing	<10	0		
54 Professional, scientific and technical	57	67	10	16.7%
55 Management of companies	0	0	0	
56 Administrative and support, waste management	57	72	16	28.0%
61 Educational services	148	175	27	18.3%
62 Healthcare and social assistance	214	310	96	44.9%
71 Arts, entertainment and recreation	17	34	17	101.7%
72 Accommodation and food services	97	91	-6	-6.5%
81 Other services (except public administration)	125	115	-10	-8.3%
91 Public administration	42	105	63	151.8%
Unclassified	11	17	6	52.7%

Data source: Emsi 2018.3 Note: Figures may not add up due to rounding.



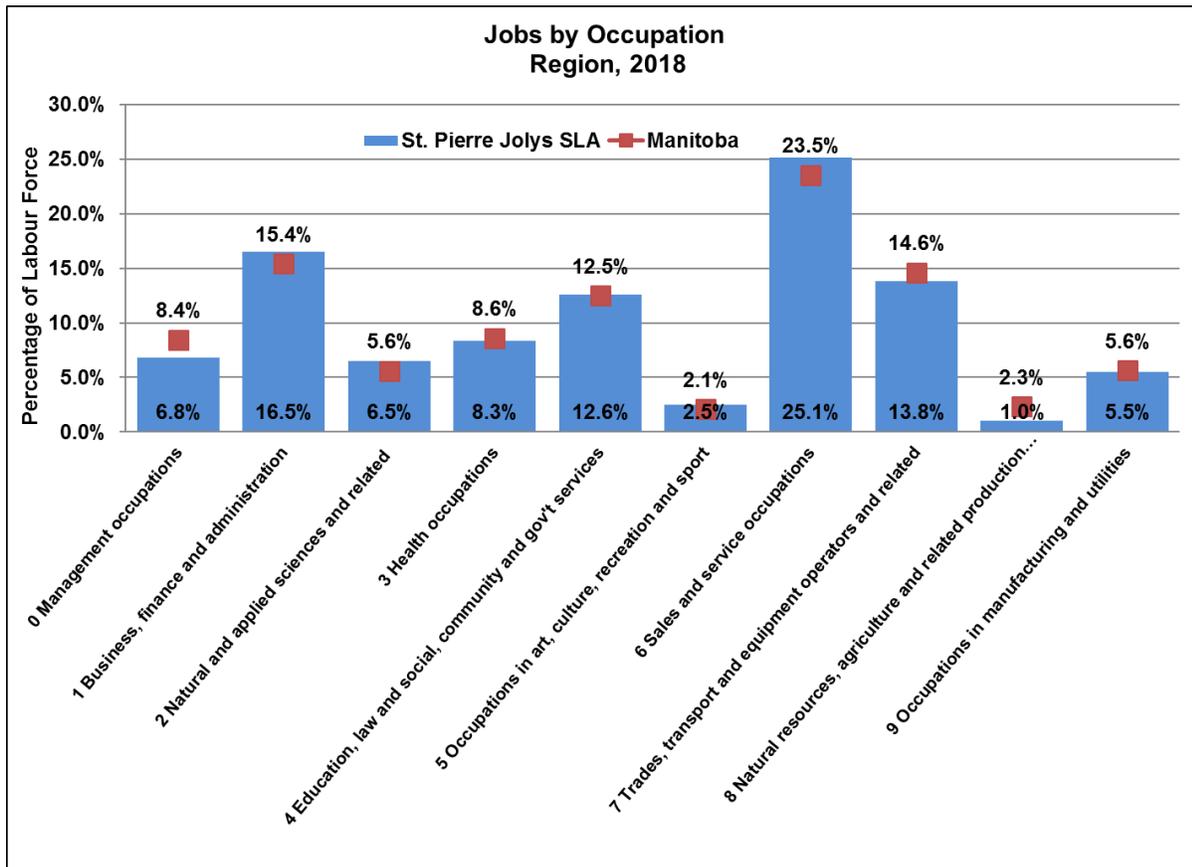
6.0 LABOUR BY OCCUPATION

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** (25.1%), followed by **Business, finance and administration occupations** (16.5%).
- 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** (15.4%).
- The region has a higher percentage than the average of Manitoba in the fields of **Business, finance and administration occupations; Natural and applied sciences and related occupations; Occupations in education, law and social, community and government services; Occupations in art, culture, recreation and sport; and Sales and service occupations.**

Figure 8: Labour by Occupation June, 2018 SLA and Manitoba



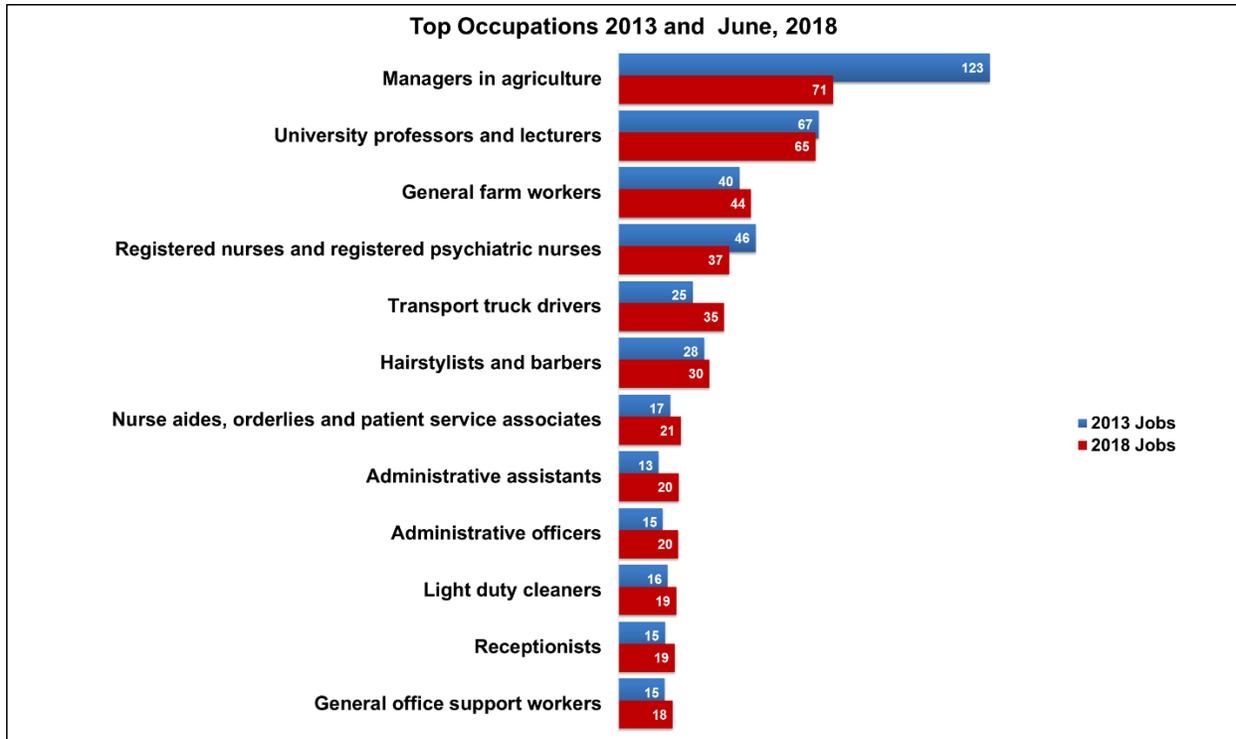
Data source: Emsi 2018.3



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

- The most common occupation is **Managers in agriculture** with 71 people employed, followed by **University professors and lecturers** with 65 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 2013 and June, 2018



Data source: Emsi 2018.3



7.0 BUSINESS BY INDUSTRY SECTOR

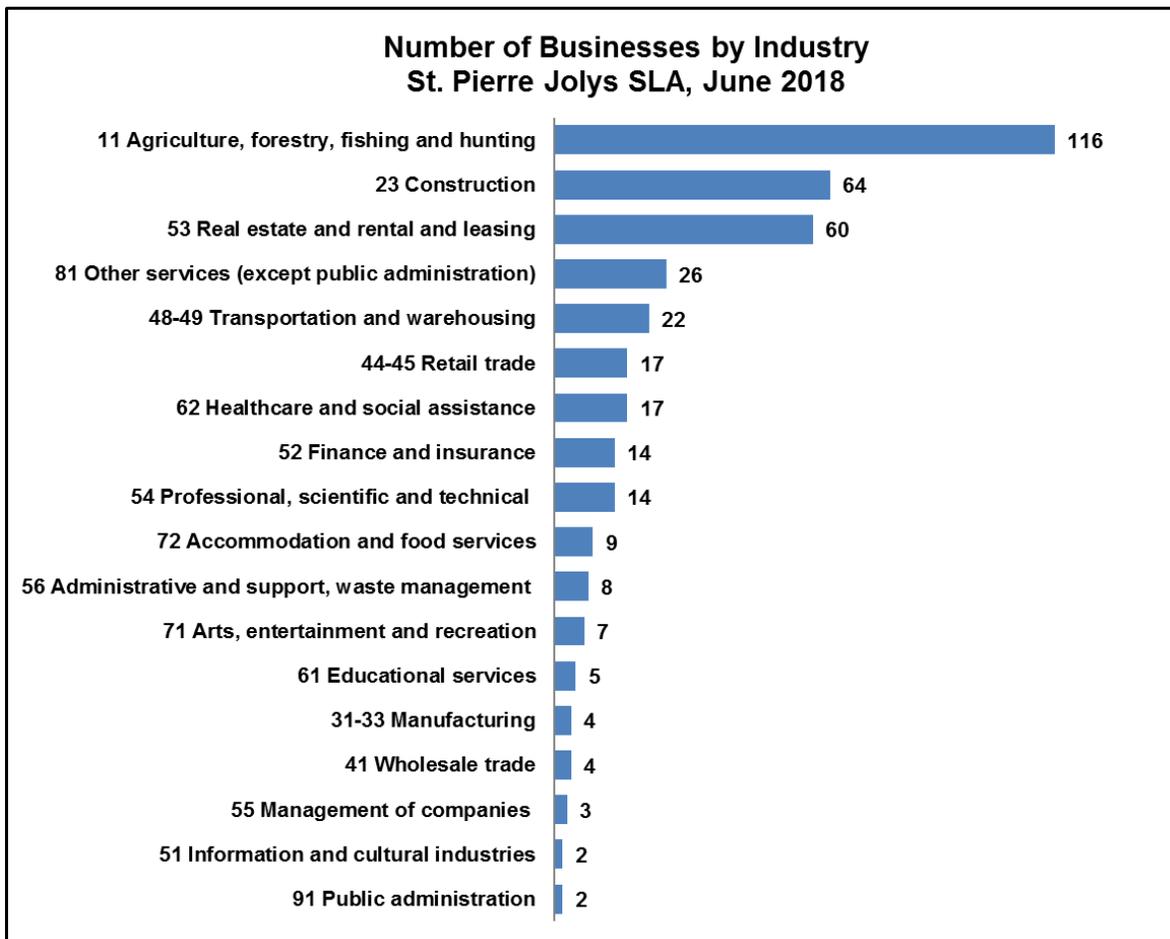
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In June, 2018, there were 426 businesses in the region. (Emsi 2018.3)

Figure 10 shows that:

- Most businesses were in the primary sector of **Agriculture, forestry, fishing and hunting** with 116 businesses followed by the secondary sector of **Construction** with 64 businesses.

Figure 10: Number of Business by Industry, June, 2018



Data source: Emsi 2018.3 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, June, 2018

Number of employees	Number of businesses
Indeterminate (self-employed)	313
1-4.	56
5-9.	37
10-19.	8
20-49	9
50-99	2
100-199	1
200-499	0
500+	0
Total	426

Data source: Emsi 2018.3

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.