INVEST. BUILD. GROW MANITOBA

NIVERVILLE

Economic Profile

This report contains demographic, job and business data.

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 sources used in this report include the 2016 Statistics Canada Census, the 2011 Statistics Canada National Household Survey. Job and business data is from Emsi, which uses the following sources: Canadian Business Patterns (CBP); Survey of Employment, Payrolls and Hours (SEPH), Labour Force Survey (LFS) and CANSIM. The sources do not consider the location of labour or the quality of the businesses in the region.

The data in the report covers what is referred to as the Niverville Self-contained Labour Area (SLA). It includes the:

- *Town of Niverville*

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1.0 POPULATION

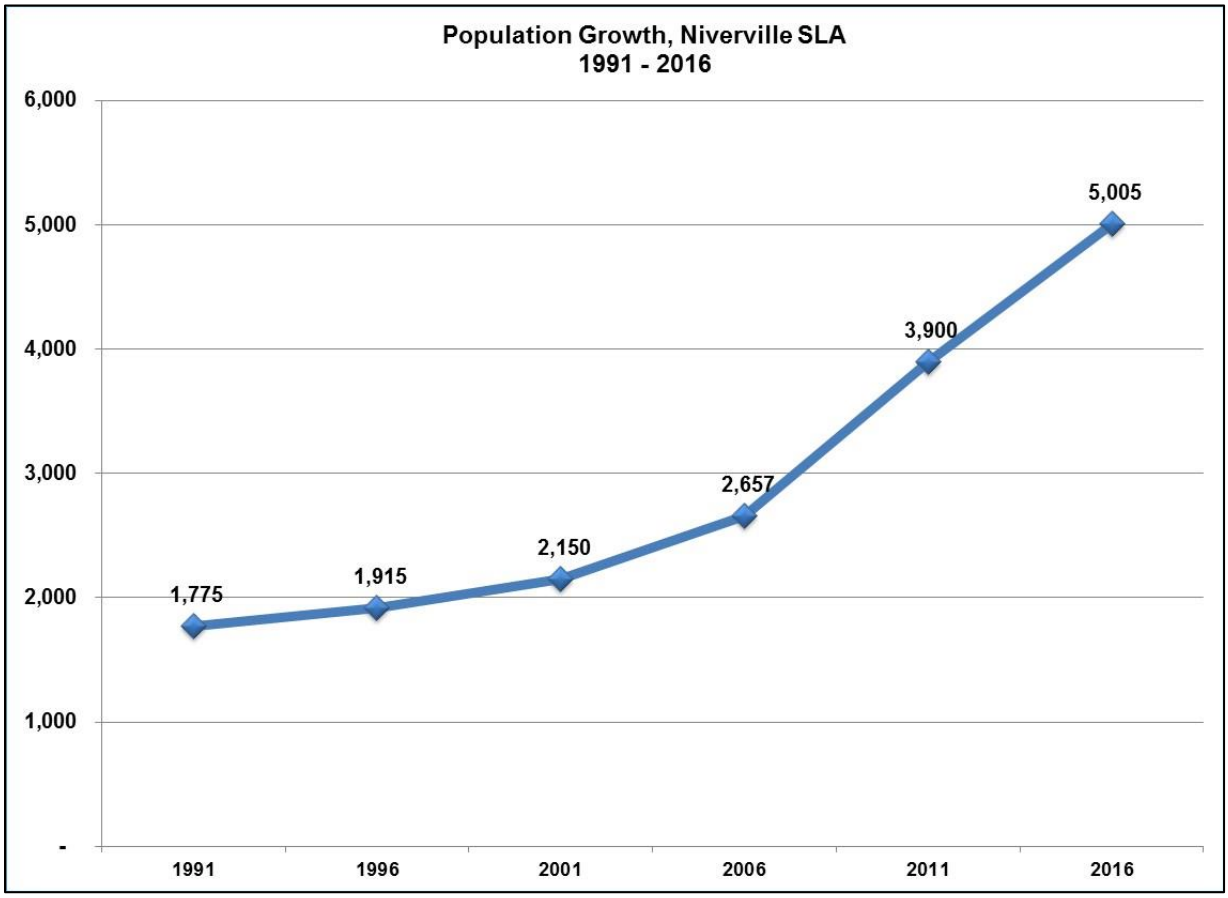
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region's ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 5,005 living in this area in 2016.
- The population of the region increased by 3,230 (+182%) from 1991 to 2016.
- The population of the region increased by 1,105 (+41.6%) from 2011 to 2016.

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

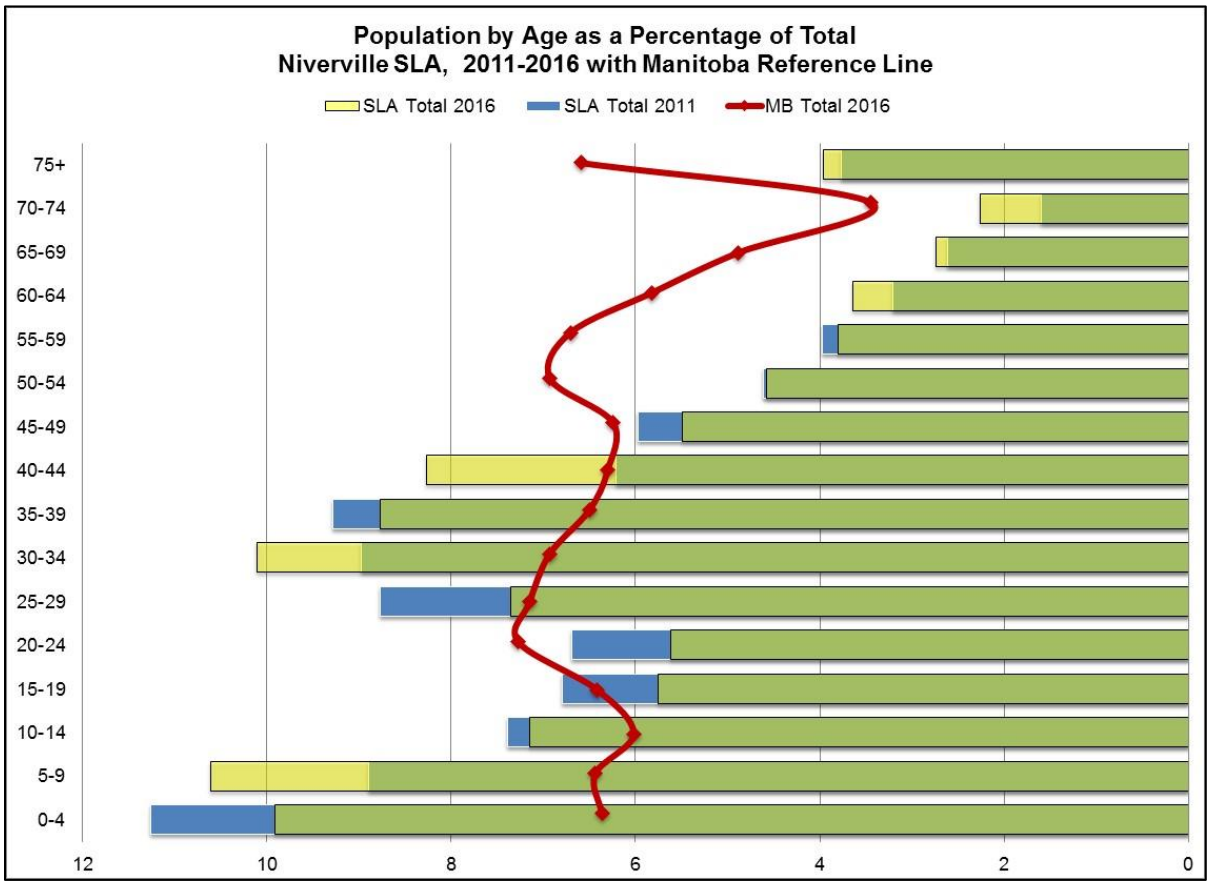
Figure 1: Population Growth 1991 - 2016



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 is this region is generally younger than the Manitoba average. The region has more people than the Manitoba average in the 0 to 14 categories and the 25 to 44 categories. The region has less people than the Manitoba average in the 45+ categories.

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



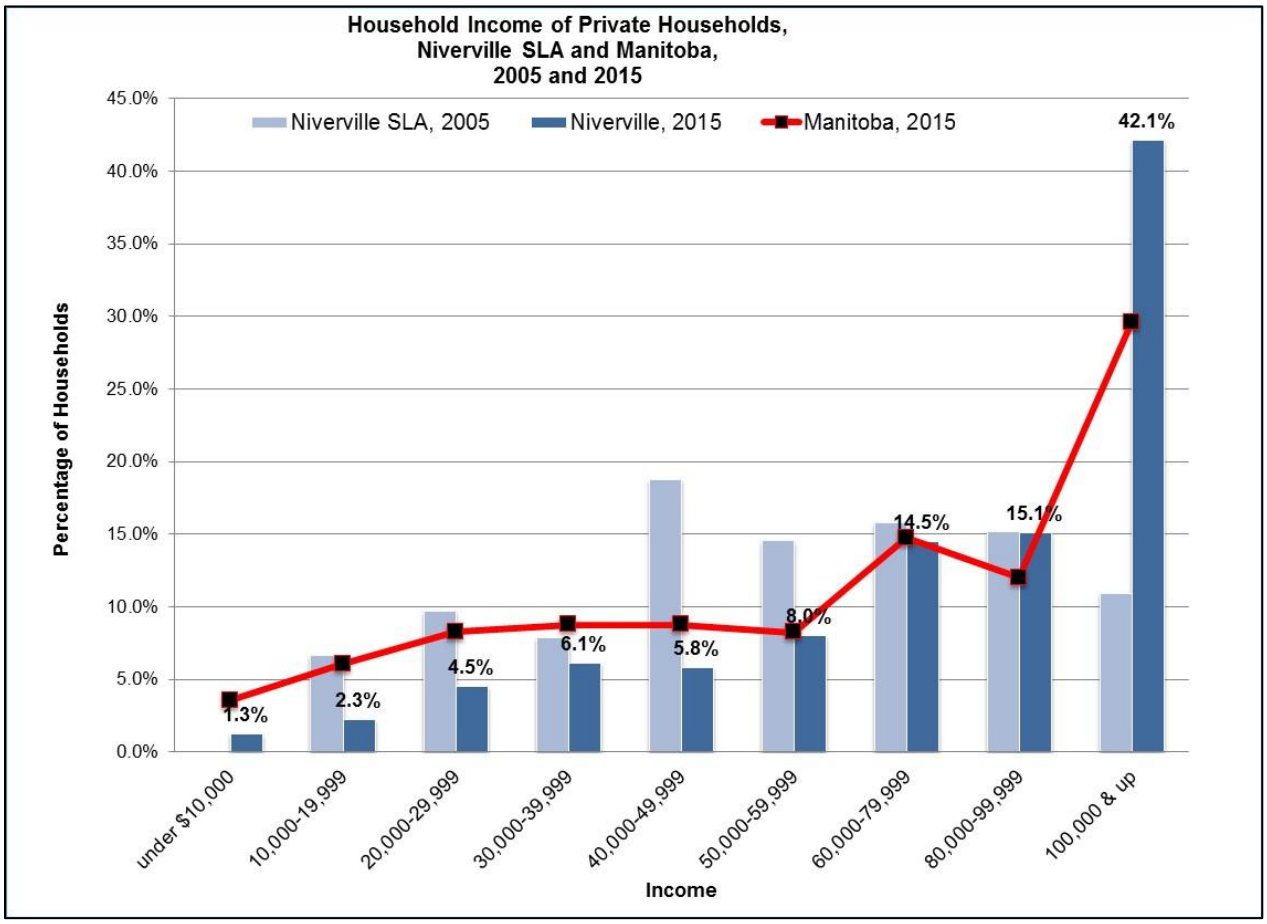
Data sources: Manitoba Health Population Reports: June 1 2016; June 1, 2011

2.0 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 3 shows that the number of households in the highest income bracket has increased. The number of households in the lower income brackets has decreased. The region has more households in the highest income bracket than the provincial average.

Figure 3: Income of Private Households, Niverville SLA and Manitoba 2005 and 2015



Data source: Statistics Canada: 2006 Census; National Household Survey 2015

3.0 JOBS BY INDUSTRY SECTOR

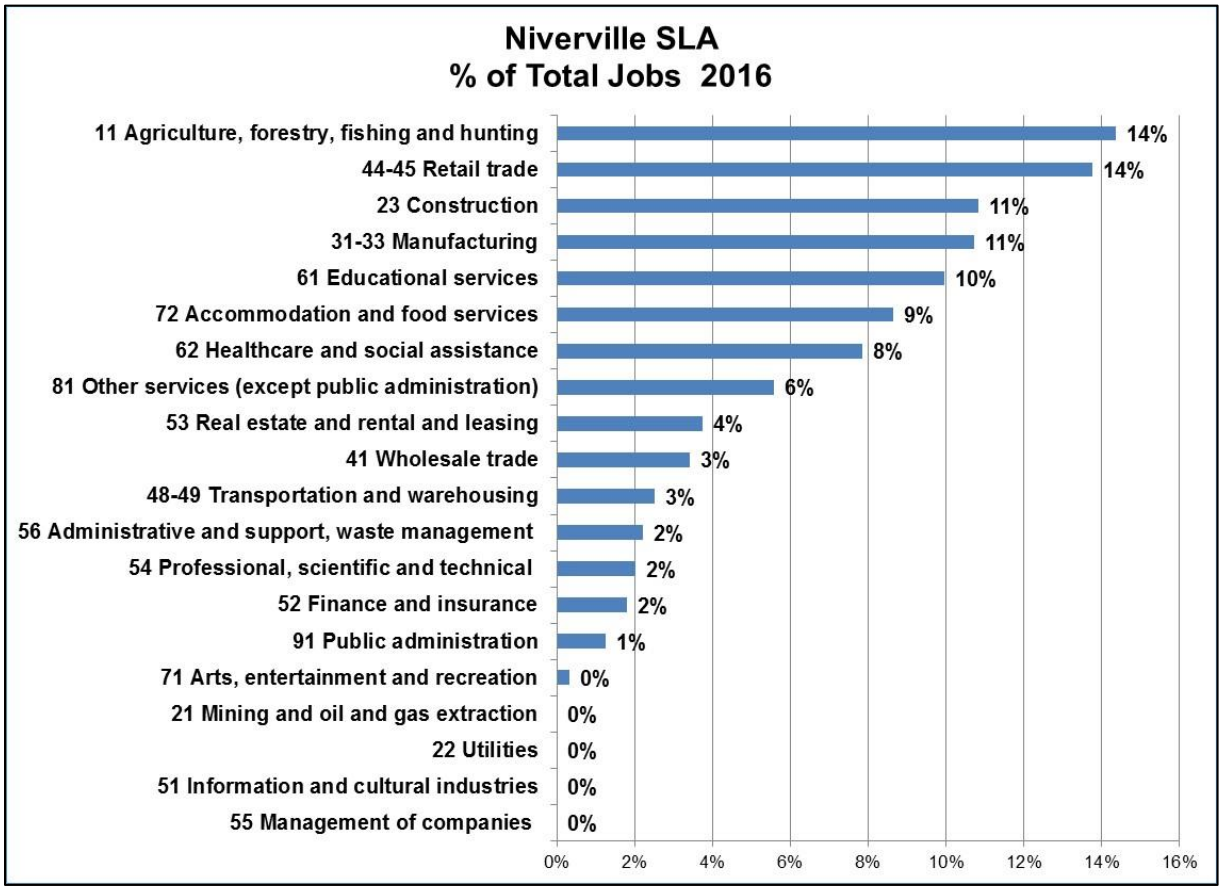
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 2016 there were 1,509 jobs in the Niverville SLA region.

Figure 4: Jobs by Industry Sector as a percentage of total jobs 2016



Data source: Emsi 2017.1

Figure 4 shows that:

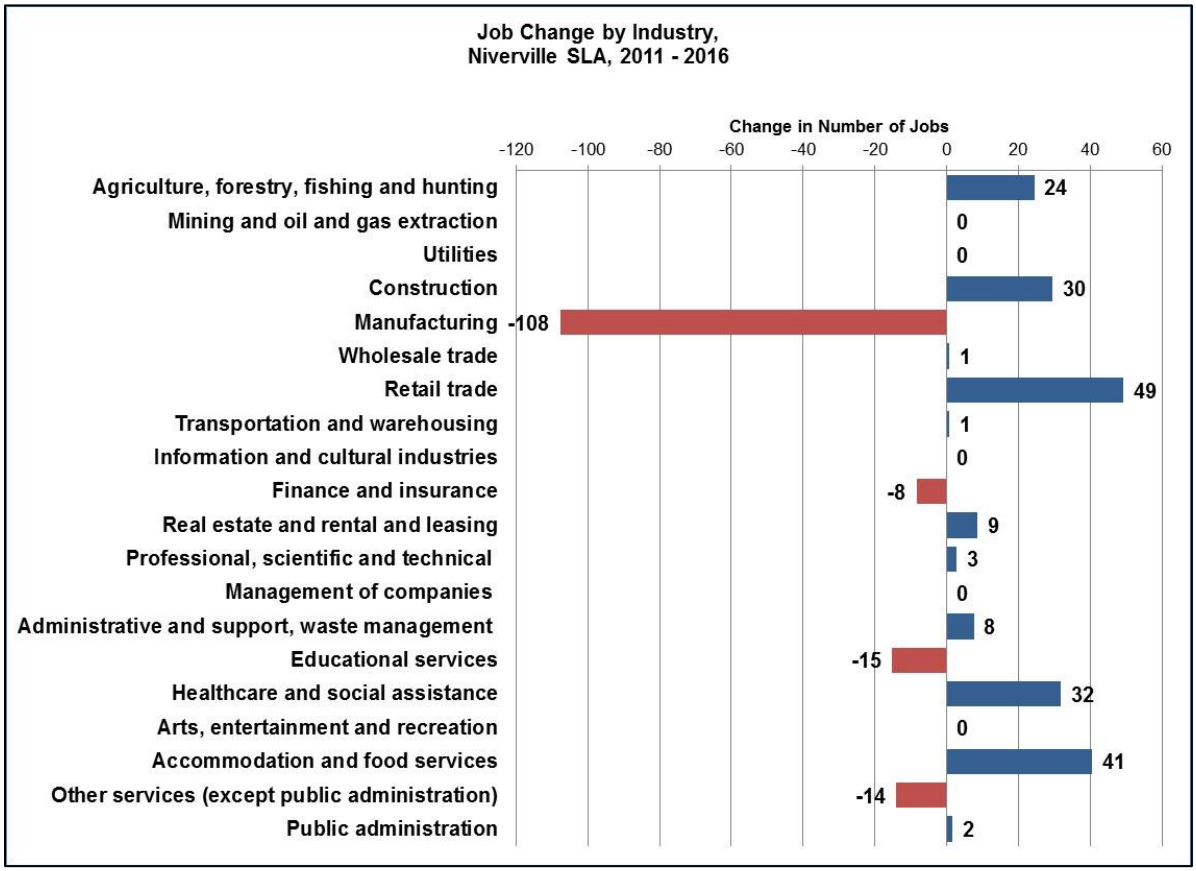
- 14% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting.**
- 22% of the jobs are in the secondary sectors of **Construction** and **Manufacturing.**
- 61% of the jobs are in the tertiary sector.
- 19% of the jobs are in sectors traditionally funded by government (**Education, Healthcare**, and **Public administration**.

4.0 JOB CHANGE BY INDUSTRY SECTOR

Changes in the number of jobs illustrate how the economy of a region is evolving.

Figure 5 shows that the greatest job change was in the Manufacturing sector with a loss of 108 jobs between 2011 and 2016. The sector with the greatest job gain was the Retail trade sector with a gain of 49 jobs between 2011 and 2016.

Figure 5: Job Change by Industry Sector, 2016



Data source: Emsi 2017.1

Figure 6 shows that:

- In 2016, there were 1,509 jobs in the region, an increase of 52 jobs (+3.6%) between 2011 and 2016. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 542 jobs, a decrease of 54 jobs (-9.0%). There was an increase in jobs in the **Agriculture, forestry, fishing and hunting** sector of 24 jobs (12.7%) and in the **Construction** sector of 30 jobs (22.1%). There was a decrease in the **Manufacturing** sector of 108 jobs (39.9%)
- For comparison, from 2011 to 2016, Manitoba gained 2.2% (2,973 jobs) in the goods producing sectors.
- In 2016, there were 952 jobs in the service sector, a gain of 106 jobs (12.5%). This compares to an increase of 4.7% in Manitoba.

Figure 6: Real and Percentage Job Change by Industry Sector, 2016

	Niverville SLA			
	Number of Jobs 2011	**Number of Jobs 2016**	**Real Change 2011 - 2016**	**% Change 2011 - 2016**
ALL INDUSTRIES	**1,460**	**1,509**	**52**	**3.6%**
Goods Producing Industries	**595**	**542**	**-54**	**-9.0%**
Agriculture, forestry, fishing and	192	217	24	12.7%
Mining and oil and gas extraction	0	0	0	
Utilities	0	0	0	
Construction	134	164	30	22.1%
Manufacturing	269	162	-108	-39.9%
Service Industries	**846**	**952**	**106**	**12.5%**
Wholesale trade	51	52	1	1.2%
Retail trade	158	208	49	31.1%
Transportation and warehousing	37	38	1	2.3%
Information and cultural industries	0	0	0	
Finance and insurance	35	27	-8	-23.4%
Real estate and rental and leasing	48	57	9	17.9%
Professional, scientific and technical	28	30	3	9.6%
Management of companies	0	0	0	
Administrative and support, waste	26	34	8	29.0%
Educational services	166	150	-15	-9.2%
Healthcare and social assistance	86	118	32	36.9%
Arts, entertainment and recreation	5	5	0	0.0%
Accommodation and food services	90	131	41	45.0%
Other services (except public	98	84	-14	-14.4%
Public administration	17	19	2	9.2%
Unclassified	18	14	-4	-22.2%

Data source: Emsi 2017.1 Note: Figures may not add up due to rounding.

5.0 LABOUR BY OCCUPATION

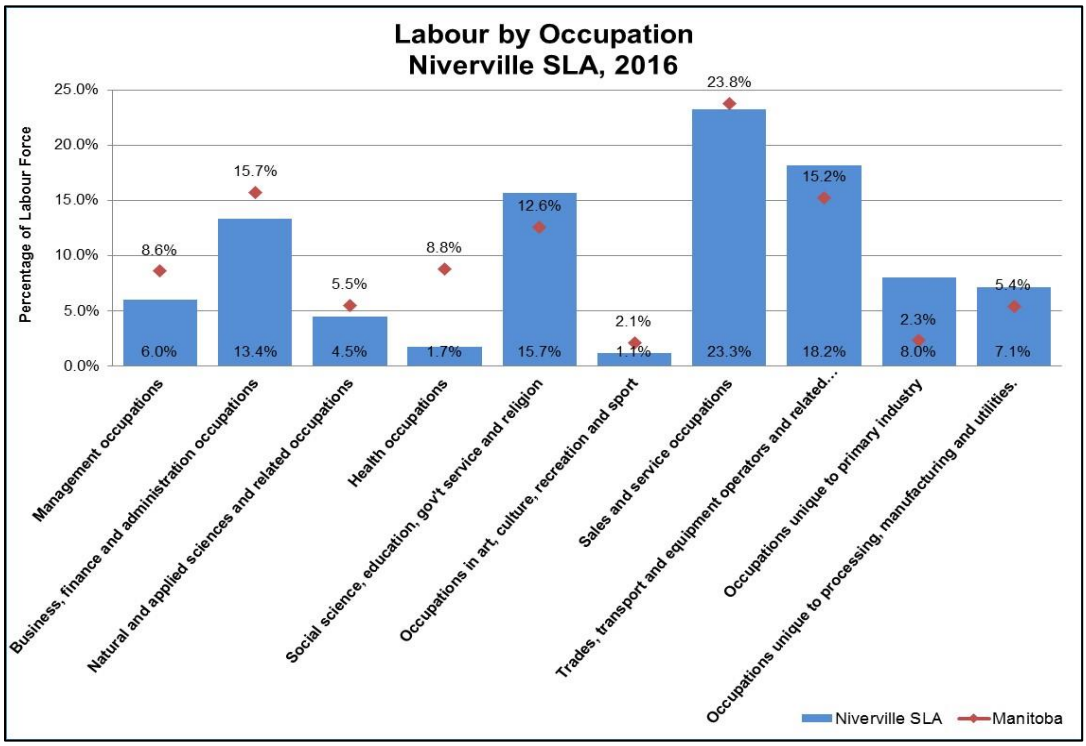
The term "jobs" refer to positions located within the region. "Labour" refers to the people who work. For example, a teacher lives in one community yet works in another. The job would be counted in the community where the school is located. The occupation would be counted in the community where the teacher lives.

Another way to identify characteristics of a region is to examine the makeup of occupations within the labour force.

Figure 7 shows that:

- The largest percentage of workers are in the field of **Sales and service occupations** (23.3), followed by **Trades, transport and equipment operators and related occupations** (18.2%).
- 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** (15.5%).
- The region has a higher percentage than the average of Manitoba in **Occupations in social science, education, government service and religion; Trades, transport and equipment operators and related occupations; Occupations unique to primary industry** and **Occupations unique to processing, manufacturing and utilities.**

Figure 7: Labour by Occupation 2016 SLA and Manitoba

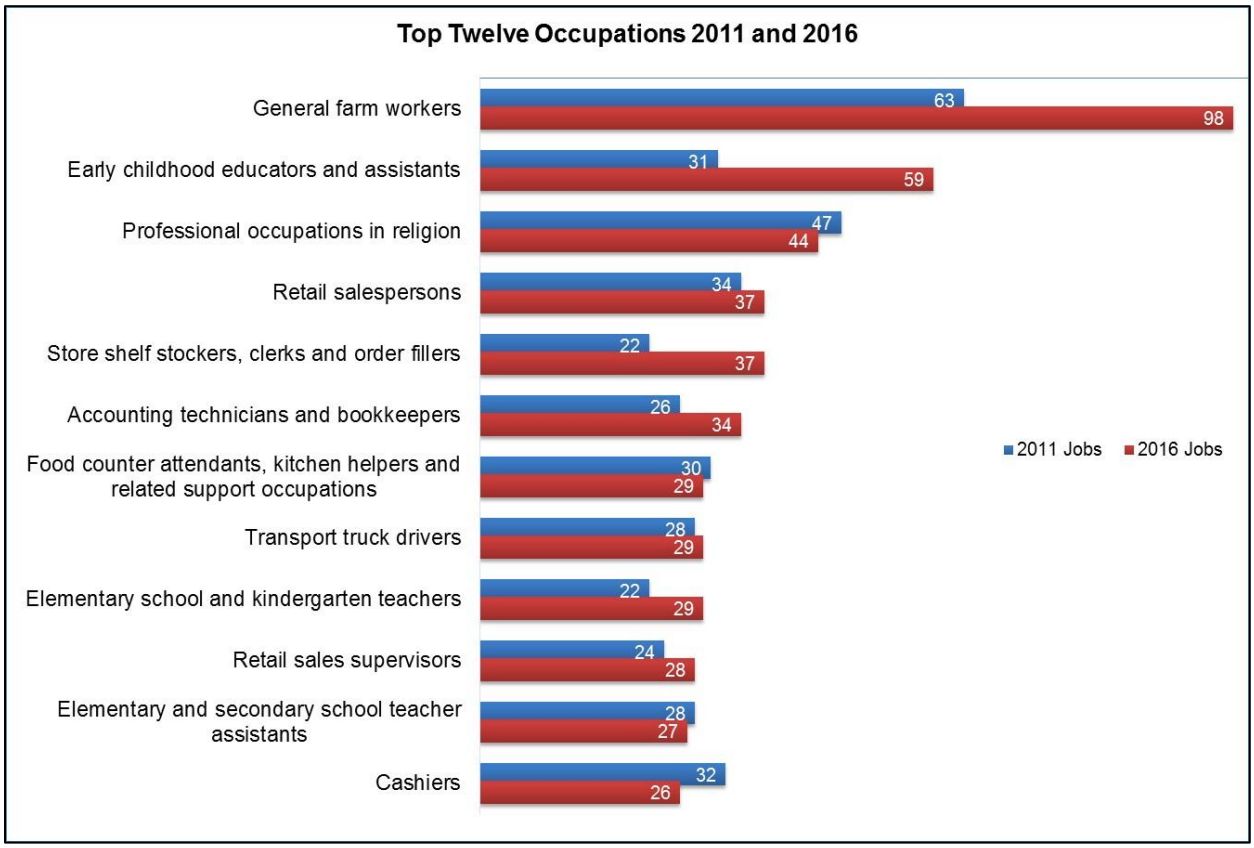


Data source: Emsi 2017.1

When looking at more specific occupations in the region, Figure 8 shows that:

- The most common occupation is **General farm workers** with 98 people employed, followed by **Early childhood educators and assistants** with 59 employed.
- Ten of the top twelve occupations are usually associated with the tertiary or service sector.

Figure 8: Niverville Top Twelve Jobs by Occupations in 2011 and 2016



Data source: Emsi 2017.1

6.0 Business by Industry Sector

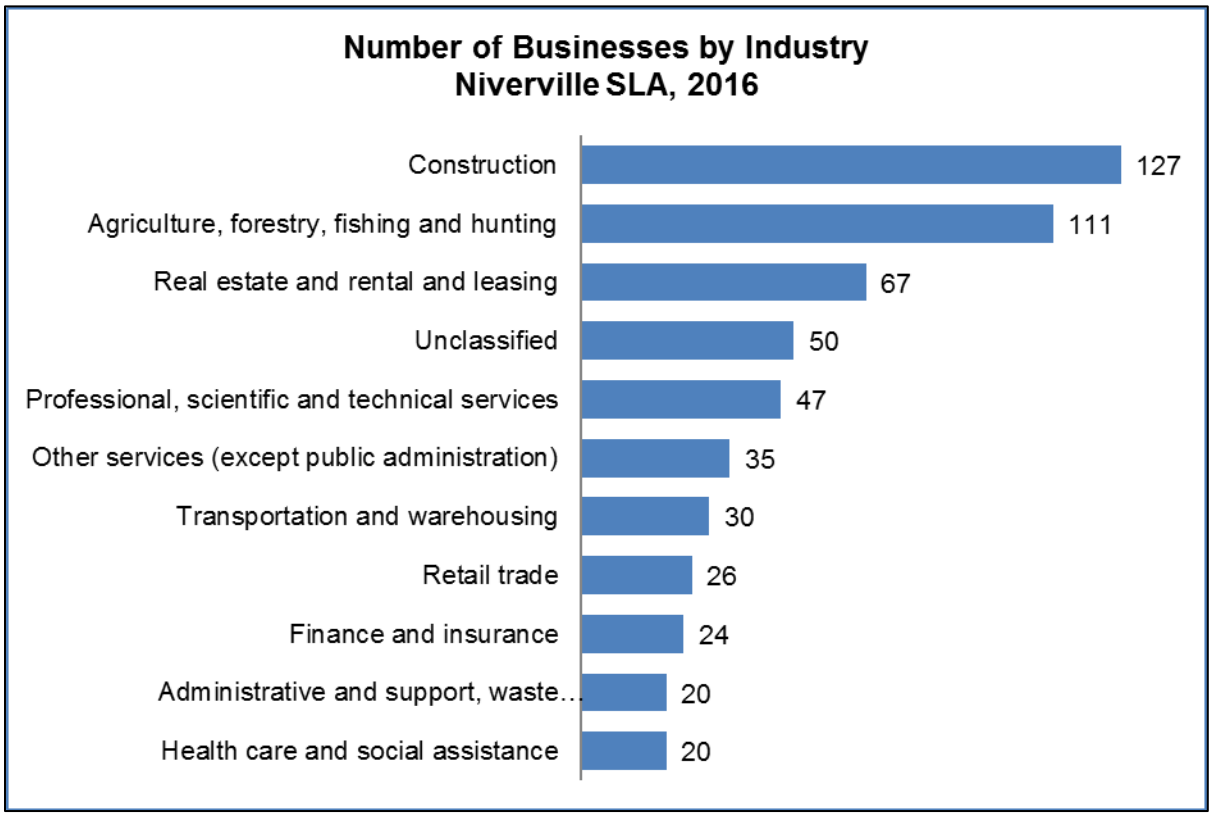
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ.

In 2016, there were 614 businesses in the region.

Figure 9 shows that:

- Most businesses were in the secondary sector of **Construction** with 127 and the primary sector of **Agriculture, forestry, fishing and hunting** with 111.

Figure 9: Number of Business by Industry, 2016



Data source: Emsi 2017.1 Note: this chart does not include all businesses.

Figure 10 shows that most businesses in the area are operated by self employed individuals. The next common are businesses than employ 1 to 4 individuals.

Figure 10: Business by Size of Employment, 2016

Number of employees	**Number of businesses**
Indeterminate (self-employed)	381
1 - 4	131
5 - 9	47
10 - 19	34
20 - 49	17
50 - 99	2
100 - 199	2
Total	**614**

Data source: Emsi 2017.1

7.0 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.