

GRAND RAPIDS AND REGION

Economic Profile

This report contains demographic, job and business data.

The data in this report provides 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.

This report uses Statistics Canada Census and National Household Survey and Canadian Business Patterns data. None of these sources 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 Grand Rapids Self-contained Labour Area (SLA). It includes the:

- *Town of Grand Rapids*
- *Misipawistik Cree Nation (Grand Rapids 33 IR)*
- *Chemawawin Cree Nation (Chemawawin 2 IR, Chemawawin 3 IR)*

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1.0 POPULATION

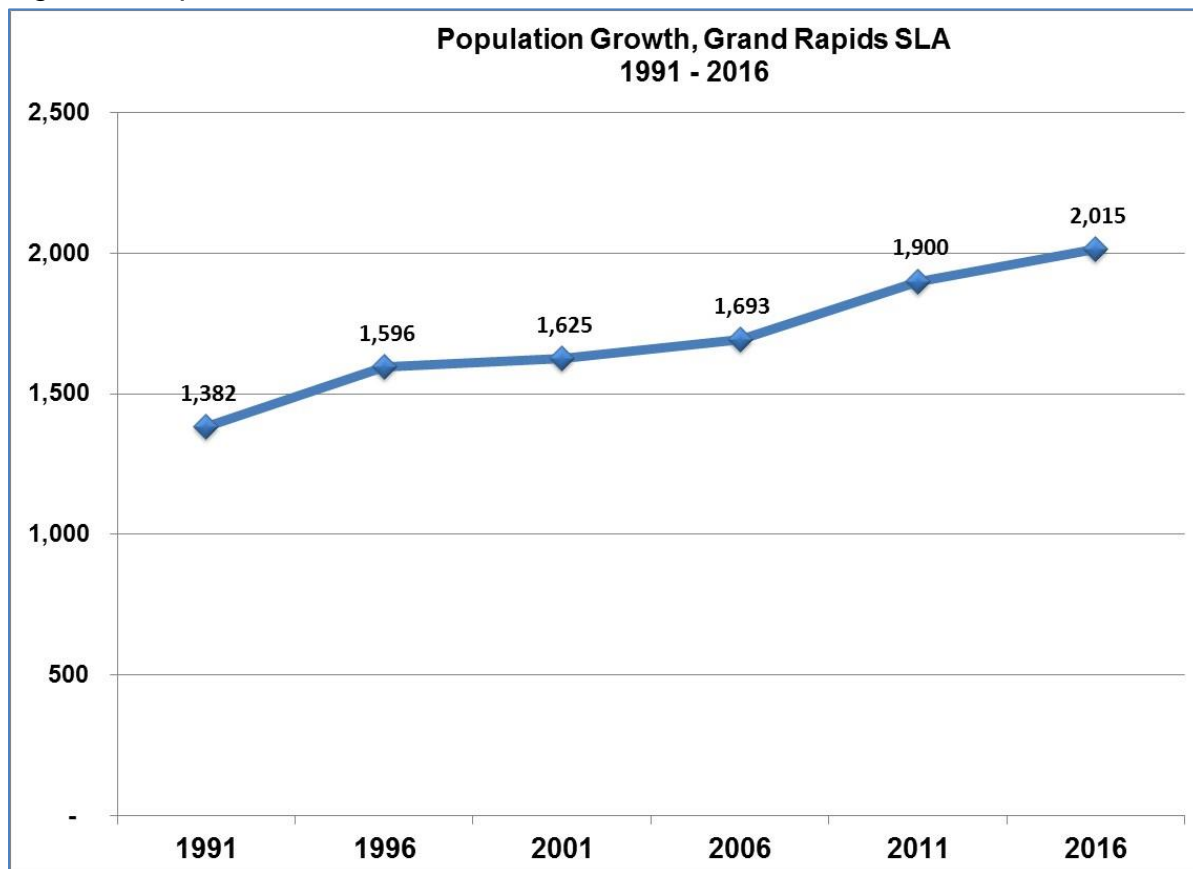
Population growth or decline over a period of time illustrates the historical population trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2016), there were 2,015 living in this area in 2016.
- The population of the region increased by 633 (45.8%) from 1991 to 2016.
- The population of the region increased by 115 (6.8%) 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.



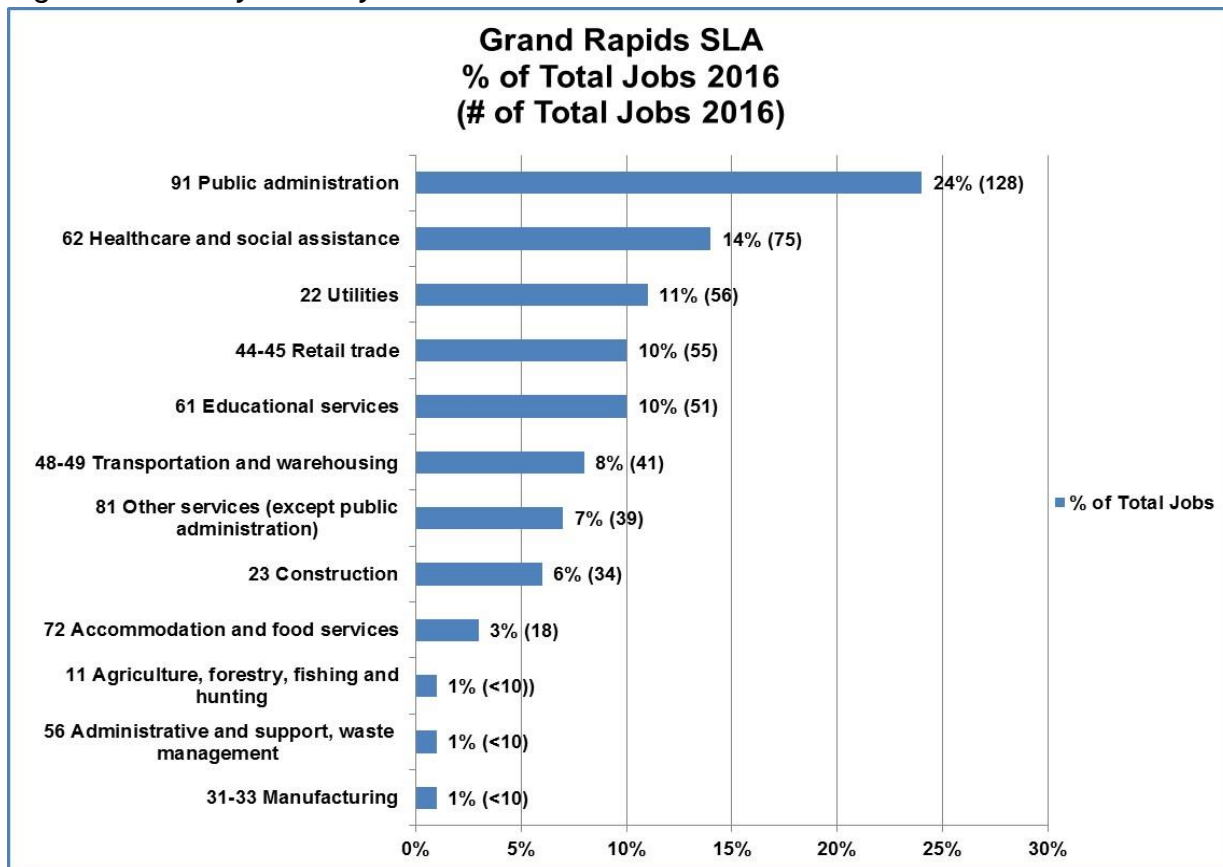
2.0 JOBS BY INDUSTRY SECTOR

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).

Figure 2: Jobs by Industry Sector



Data source: Emsi 2017.1



In 2016, there were 525 jobs in the Grand Rapids SLA region. (Emsi 2017.1)

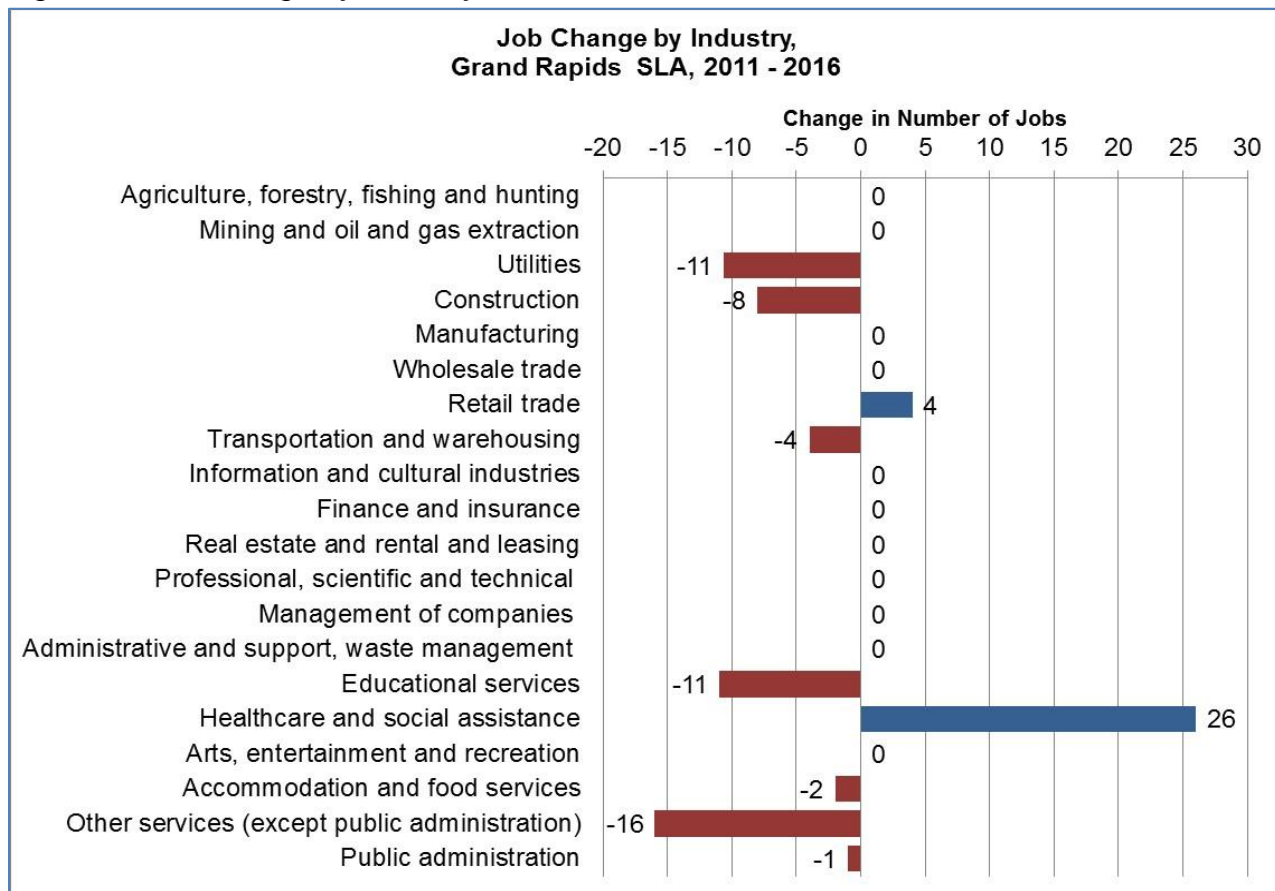
Figure 2 shows that:

- 1% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting.**
- 18% of the jobs are in the secondary sectors of **Utilities, Construction and Manufacturing.**
- 79% of the jobs are in the tertiary sector.
- 48% of the jobs are in sectors traditionally funded by government (**Education, Healthcare, and Public administration.**)

3.0 JOB CHANGE BY INDUSTRY SECTOR

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

Figure 3: Job Change by Industry Sector, 2016



Data source: Emsi 2017.1



Figure 4: Real and Percentage Job Change by Industry Sector, 2016

	Grand Rapids SLA			
	Number of Jobs 2011	Number of Jobs 2016	Real Change 2011 - 2016	% Change 2011 - 2016
ALL INDUSTRIES	551	525	-18	-3.27%
Goods Producing Industries	119	100	-19	-16.0%
Agriculture, forestry, fishing and hunting	<10	<10	0	0.0%
Mining and oil and gas extraction	0	0	0	
Utilities	67	56	-11	-16.0%
Construction	42	34	-8	-19.0%
Manufacturing	<10	<10	0	0.0%
Service Industries	416	417	1	0.2%
Wholesale trade	0	0	0	
Retail trade	51	55	4	7.8%
Transportation and warehousing	45	41	-4	-8.9%
Information and cultural industries	0	0	0	
Finance and insurance	0	0	0	
Real estate and rental and leasing	0	0	0	
Professional, scientific and technical	0	0	0	
Management of companies	0	0	0	
Administrative and support, waste	<10	<10	0	0.0%
Educational services	62	51	-11	-17.7%
Healthcare and social assistance	49	75	26	53.1%
Arts, entertainment and recreation	0	0	0	
Accommodation and food services	20	18	-2	-10.0%
Other services (except public	55	39	-16	-29.1%
Public administration	129	128	-1	-0.8%
Unclassified	<10	<10	0	0.0%

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

Figure 4 shows that:

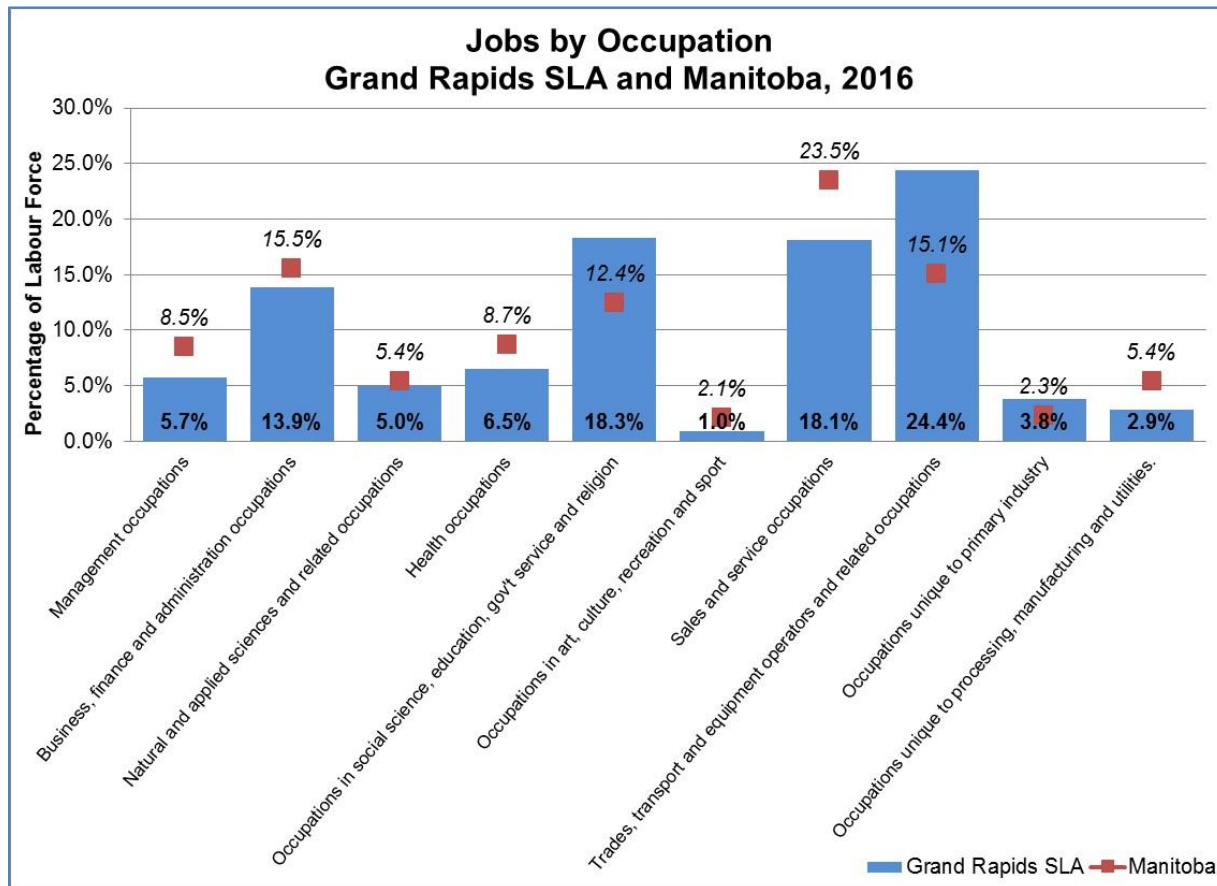
- In 2016, there were 525 jobs in the region, a decrease of 4.2% (-23 jobs) between 2011 and 2016. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 119 jobs, a decrease of 15.7% (-19 jobs) from 2011. There was a decrease in jobs in the **Utilities** sector of 16% (-11 jobs) and the **Construction** sector of 19% (8 jobs)
- For comparison, from 2011 to 2016, Manitoba gained 2.2% (2,973 jobs) in the goods producing sectors.
- In 2016, there were 416 jobs in the service sector, a loss of 1% (-4 jobs). This compares to an increase of 4.7% (24,488 jobs) in Manitoba.



4.0 JOBS BY OCCUPATION

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

Figure 5: Jobs by Occupation 2016 SLA and Manitoba



Data source: Emsi 2017.1

Figure 5 shows that:

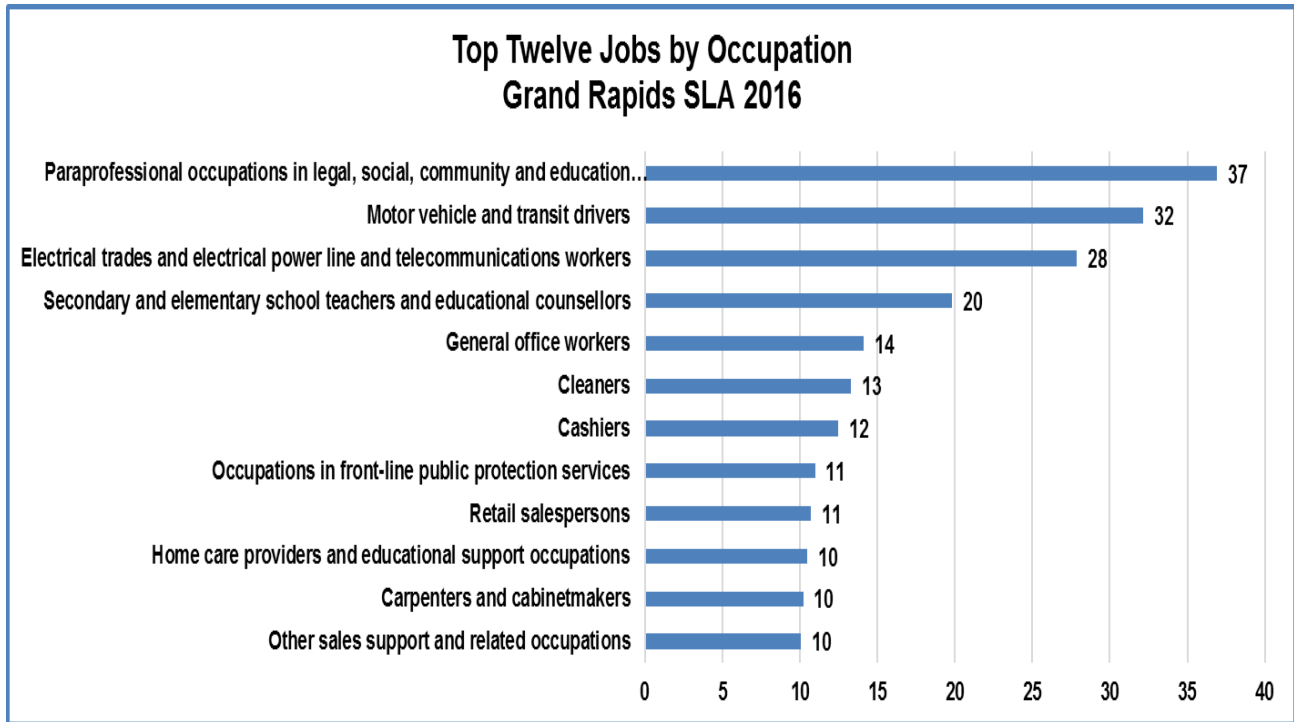
- The largest percentage of workers are in the field of **Trades, transport and equipment operators and related occupations** (24.4%), followed by **Sales and service occupations** (18.1%).
- In Manitoba, the largest percentage of workers are in the field of **Sales and service occupations** (23.5%), followed by **Business, finance and administration occupations** (15.5%).
- The region has a higher percentage than the average of Manitoba in the fields of **Trades, transport and equipment operators and related occupations**, and **Social science, education, government service and religion**,



When looking at more specific occupations in the region, Figure 6 shows that:

- the most common occupation is **Paraprofessional occupations in legal, social, community and education services** with 17 people employed, followed by **Motor vehicle and transit drivers** with 12 people employed.
- ten of the top twelve occupations are usually associated with the tertiary or service sector.

Figure 6: Top Twelve Jobs by Occupation 2016



Data source: Emsi 2017.1



5.0 BUSINESS BY INDUSTRY SECTOR

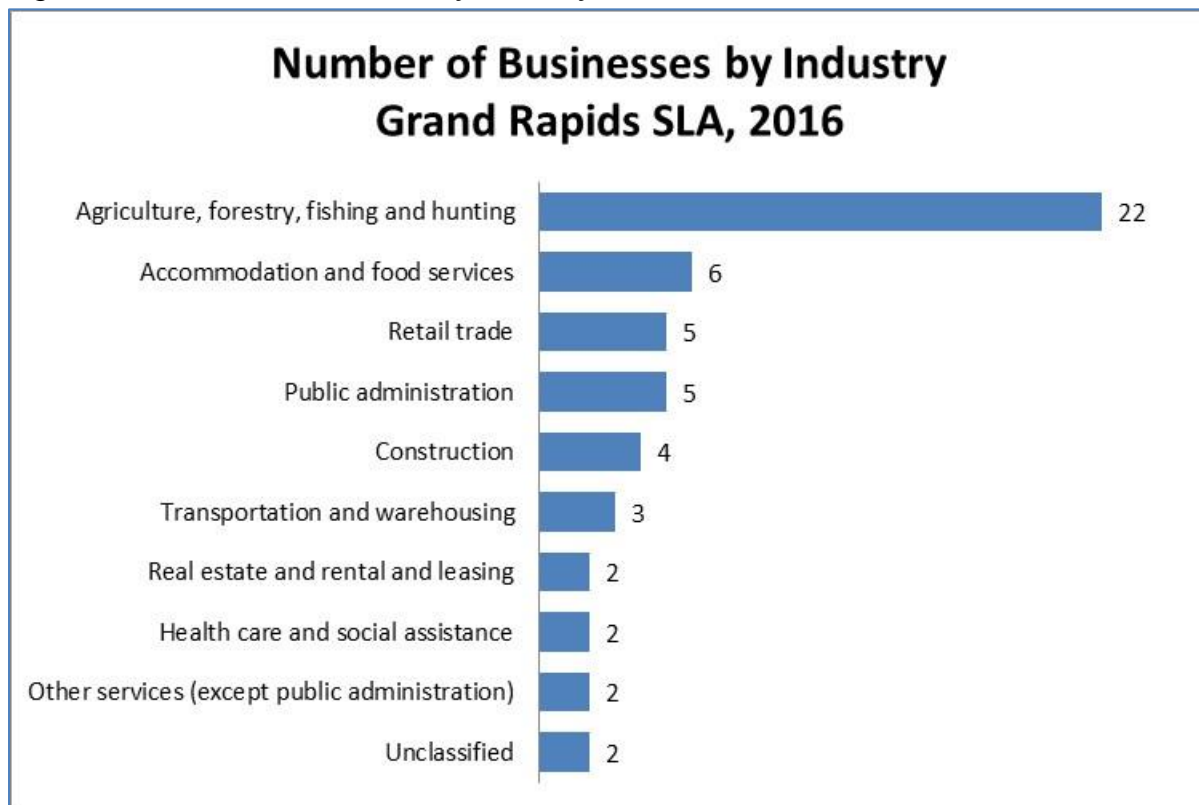
Another perspective in reviewing a regional economy is to determine the number of businesses in the region.

In 2016, there were 55 businesses in the region. Industry sectors with only 1 business have not been included in the figure below. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

Figure 7 shows that:

- Most businesses were in the primary and secondary sectors with 22 in **Agriculture, forestry, fishing and hunting** and 4 in **Construction**. The remainder are in the tertiary or service sector.

Figure 7: Number of Business by Industry, 2016



Data source: Emsi 2017.1

6.0 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.