

# PORTAGE LA PRAIRIE REGION

## Economic Profile

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

- *Municipality of Portage la Prairie*
- *City of Portage la Prairie*
- *Long Plain First Nation*
- *Dakota Plains First Nation*
- *Dakota Tipi First Nation*

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

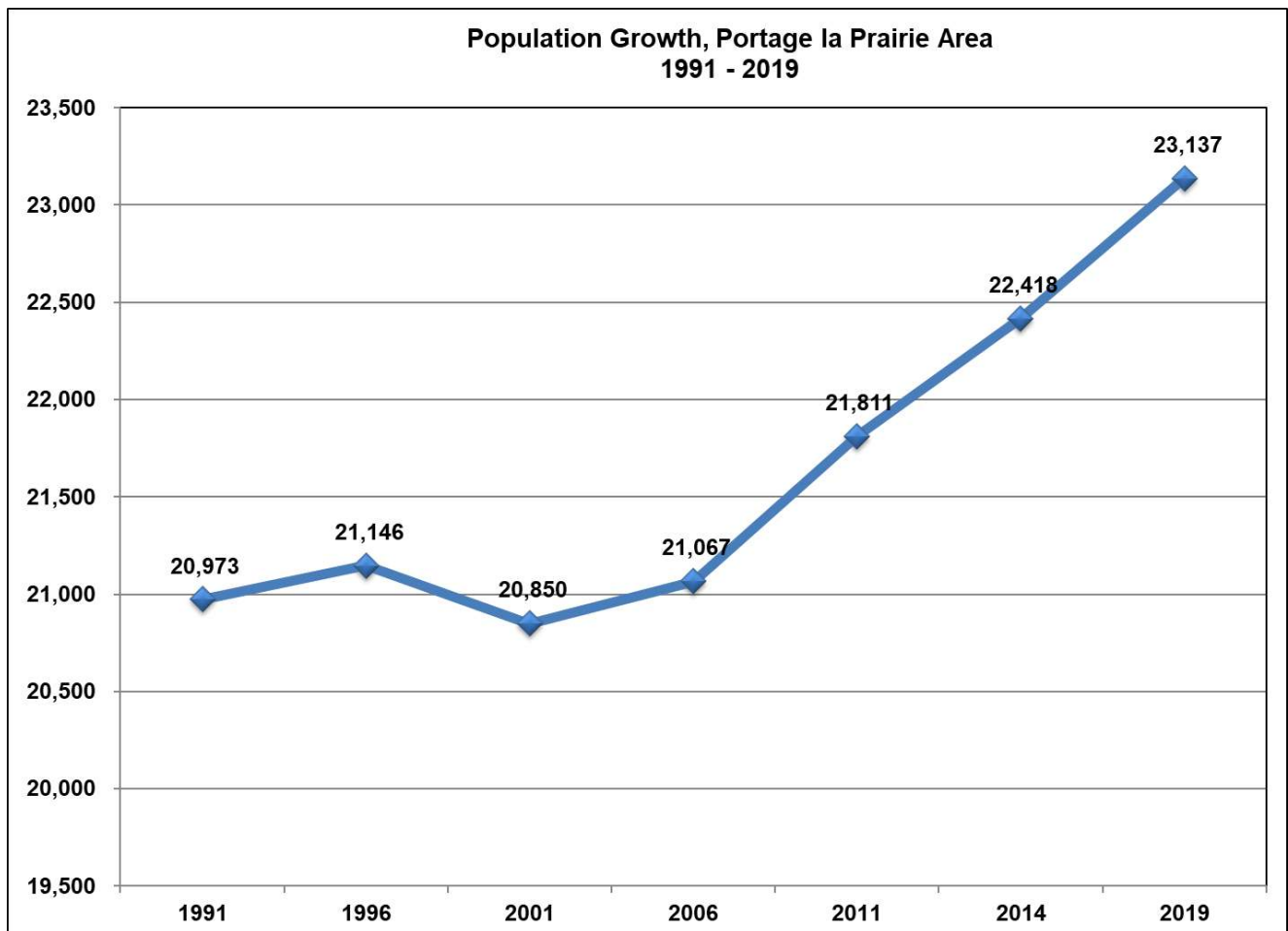
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2020), there were 23,137 people living in this area in 2019.
- The population of the region increased by 2,164 (+10.3%) from 1991 to 2019.
- The population of the region increased by 719 (+3.2%) from 2014 to 2019.

For reference, in Manitoba, the overall population increase from 2014 to 2019 was 6.4%.

Figure 1: Population Growth 1991 - 2019

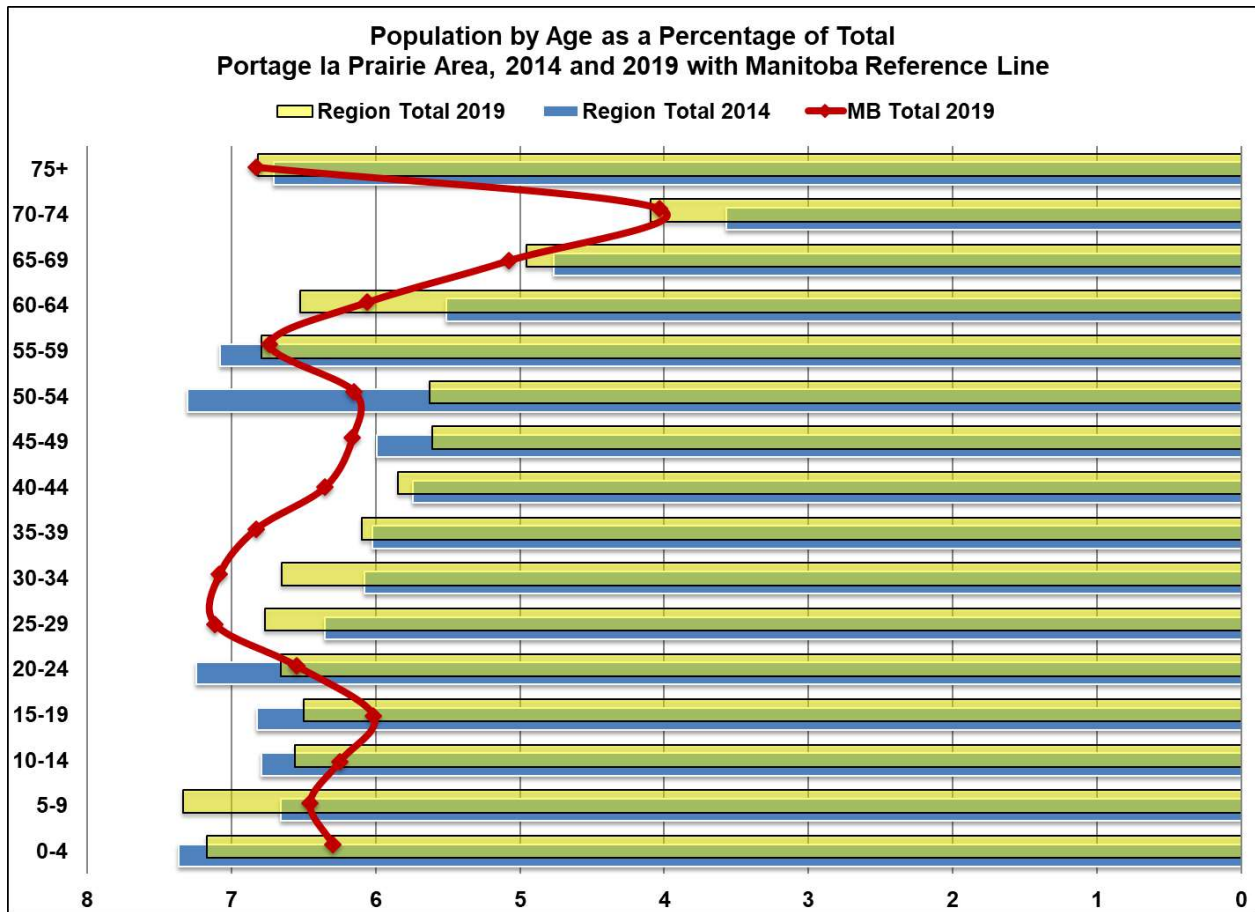


Data sources: Manitoba Health Population Reports: June 1, 2020; June 1, 2015; June 1, 2012; June 1, 2007; June 1, 2002; June 1, 1997; and June 1, 1992.



Figure 2 shows that the population in this region is similar to the Manitoba average. The exception is in the age categories 25 to 54 where the region has less than the Manitoba average. The region has more people than the Manitoba average in the 0 to 24, 55 to 64 and the 70 to 74 categories.

Figure 2: Population Growth in Region by Age 2014 and 2019; in Manitoba 2019



Data sources: Manitoba Health Population Reports: June 1, 2020; June 1, 2015



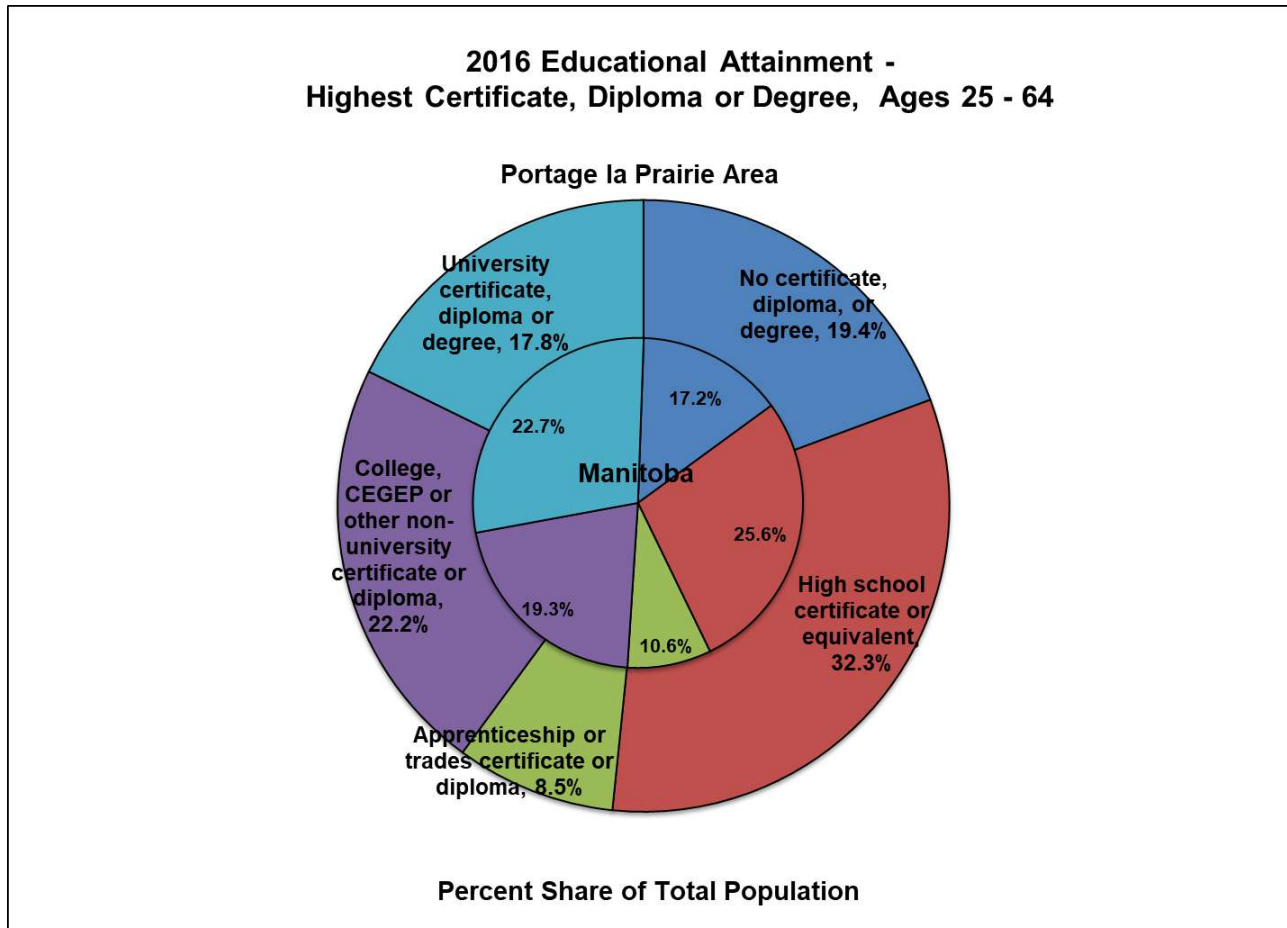
## 2.0 EDUCATION

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 Portage la Prairie SLA has a higher proportion than Manitoba of people with **No certificate, diploma or degree** (19.4%); **High school certificate or equivalent** (32.3%); and **College, CEGEP or other non university certificate or diploma** (22.2%).

It has a lower proportion than Manitoba of people with **University certificate, diploma or degree** (17.8%); and **Apprenticeship or trades certificate or diploma** (8.5%).

Figure 3: Educational Attainment Portage la Prairie Area and Manitoba 2016



Data Source: Statistics Canada: 2016 Census



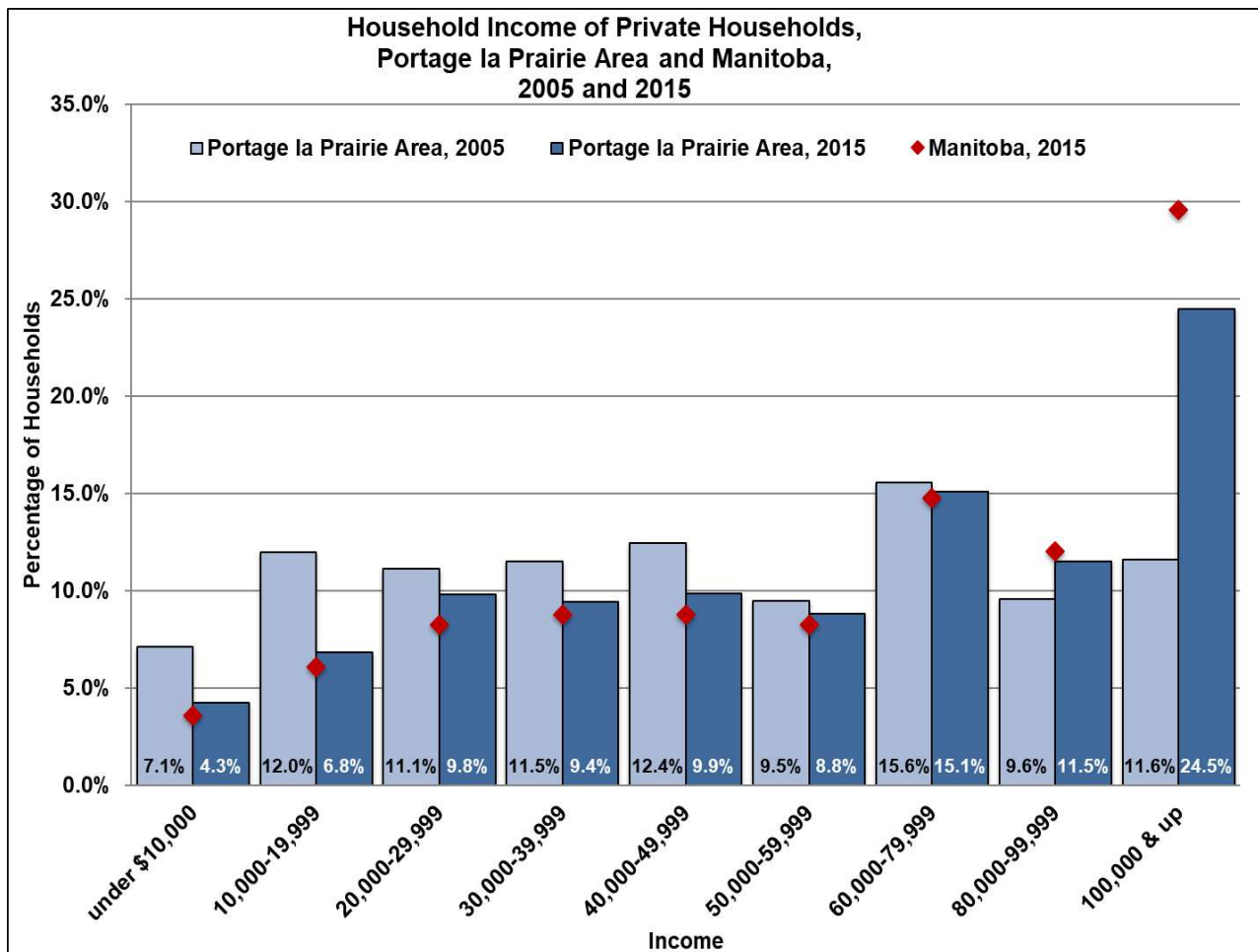
### 3.0 INCOME

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 household income of the region is similar to the average household income in the province. The number of households in the highest income brackets has increased. The number of households in the lower income brackets has decreased. The greatest change is in the category \$100,000 and up.

Data for 2010 is not available.

Figure 4: Household income Portage la Prairie Area 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

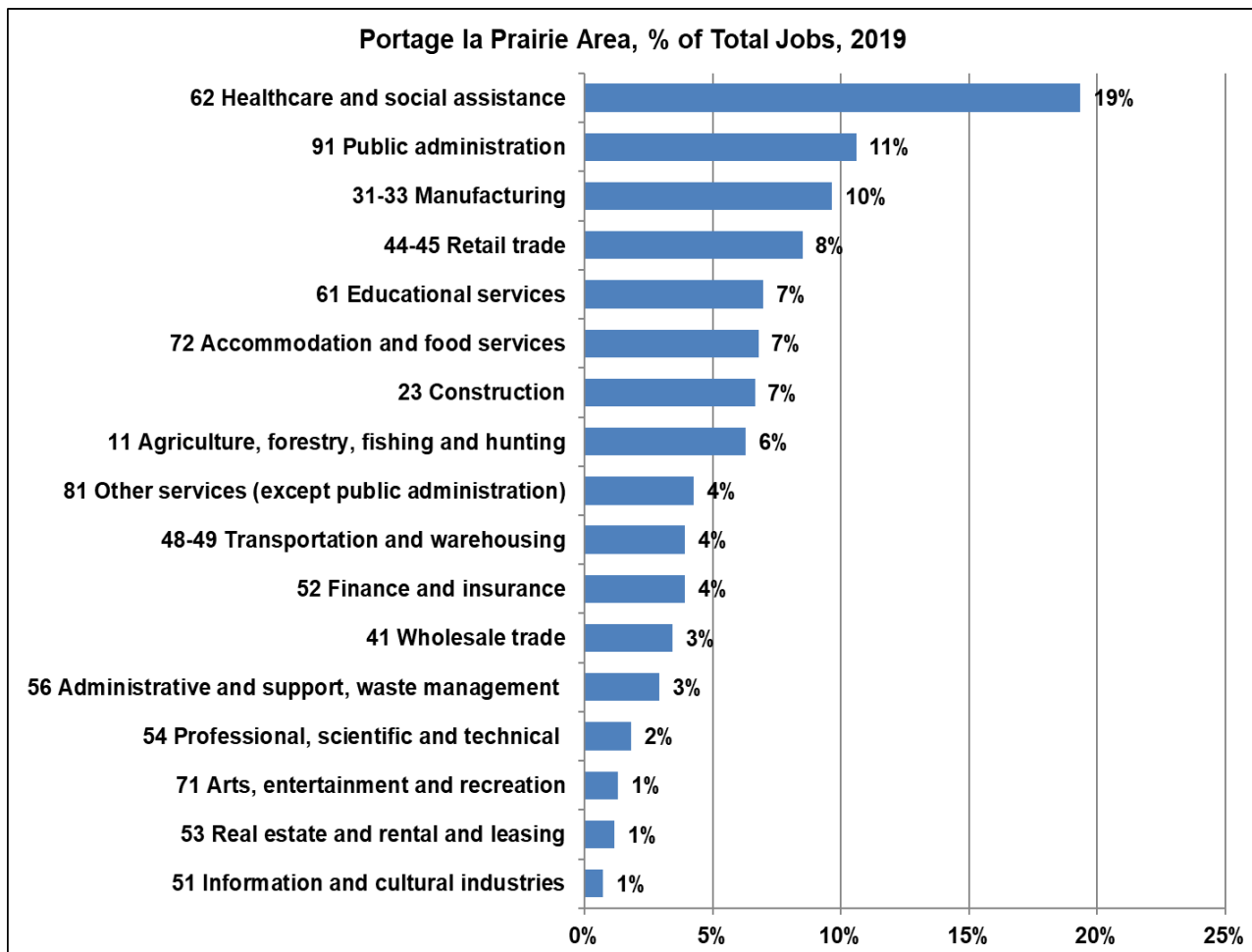
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 2019, there were 11,292 jobs in the Portage region.

Figure 5: Jobs by Industry Sector, 2019



Data source: Emsi 2020.1

Note: This chart does not contain all jobs.

Figure 5 shows that:

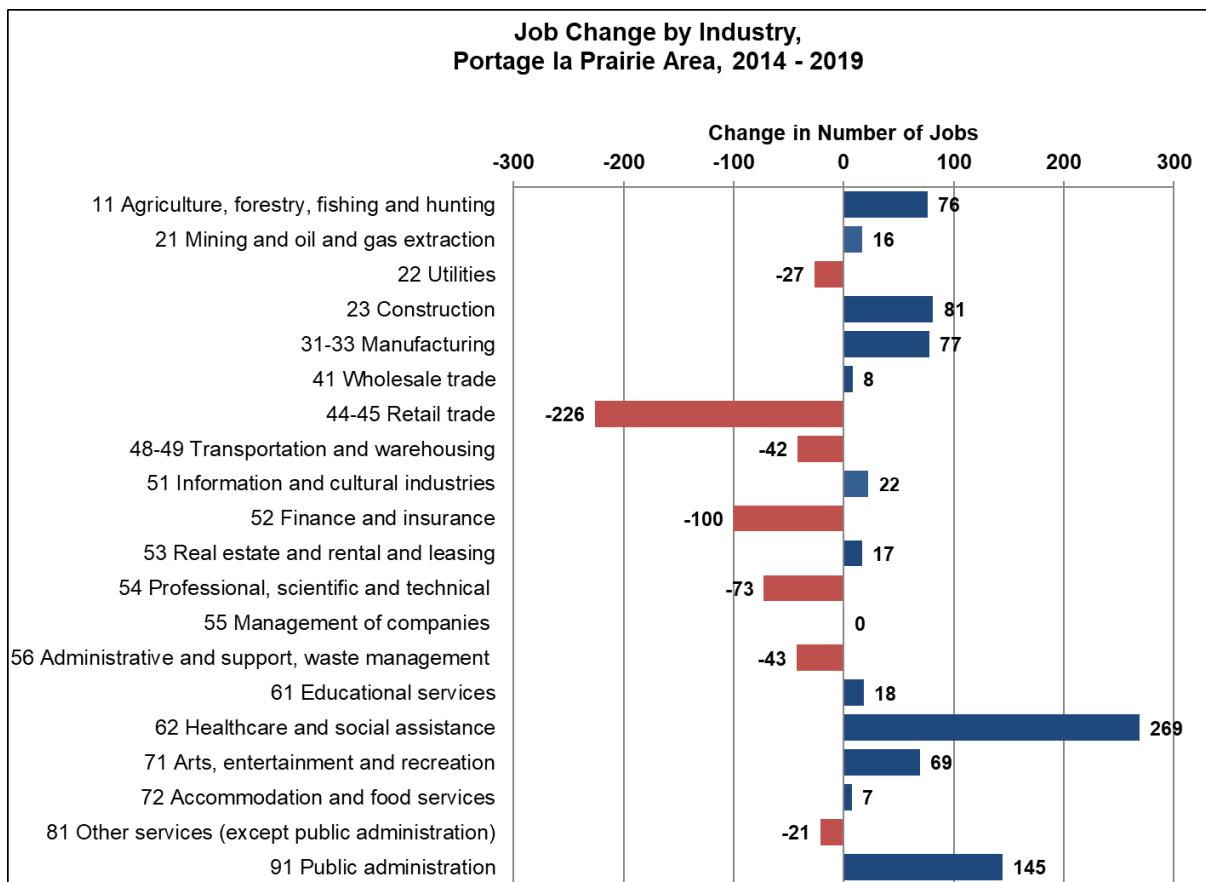
- 6% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting.**
- 17% of the jobs are in the secondary sectors of **Construction** and **Manufacturing.**
- 77% of the jobs are in the tertiary sector.
- 37% of the jobs are in sectors traditionally funded by 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 **Healthcare and social assistance** sector with a gain of 269 jobs between 2014 and 2019. The sector with the greatest job loss was the **Retail trade** with a loss of 226 jobs between 2014 and 2019.

Figure 6: Job Change by Industry Sector, 2014 - 2019



Data source: Emsi 2020.1





Figure 7 shows that:

- In 2019, there were 11,292 jobs in the region, an increase of 338 jobs (+3.1%) between 2014 and 2019. This compares to an increase of 5.2% for Manitoba.
- In the goods producing sectors, there were 2,597 jobs, an increase of 224 jobs (+9.5%) from 2014. There was an increase in jobs in the **Agriculture, forestry, fishing and hunting** sector of 76 jobs (+12.0%); an increase in **Mining and oil and gas extraction** of 16 jobs; a decrease in the **Utilities** sector of 27 jobs (-47.3%); an increase in the **Construction** sector of 81 jobs (+12.1%); and an increase in the **Manufacturing** sector of 77 jobs (+7.6%).
- For comparison, from 2014 to 2019, Manitoba gained 4.3% (6,102 jobs) in the goods producing sectors.
- In 2019, there were 8,538 jobs in the service sector, a gain of 49 jobs (+0.6%). This compares to an increase of 5.4% (29,114 jobs) in Manitoba.

Figure 7: Real and Percentage Job Change by Industry Sector, 2014 - 2019

	Portage la Prairie Area			
	Number of Jobs 2014	Number of Jobs 2019	Real Change 2014 - 2019	% Change 2014 - 2019
<b>ALL INDUSTRIES</b>	<b>10,954</b>	<b>11,292</b>	<b>338</b>	<b>3.1%</b>
<b>Goods Producing Industries</b>	<b>2,372</b>	<b>2,597</b>	<b>224</b>	<b>9.5%</b>
11 Agriculture, forestry, fishing and hunting	635	711	76	12.0%
21 Mining and oil and gas extraction	0	16	16	
22 Utilities	56	30	-27	-47.3%
23 Construction	669	750	81	12.1%
31-33 Manufacturing	1,013	1,090	77	7.6%
<b>Service Industries</b>	<b>8,488</b>	<b>8,538</b>	<b>49</b>	<b>0.6%</b>
41 Wholesale trade	379	387	8	2.1%
44-45 Retail trade	1,185	959	-226	-19.1%
48-49 Transportation and warehousing	484	442	-42	-8.7%
51 Information and cultural industries	60	82	22	36.5%
52 Finance and insurance	541	441	-100	-18.4%
53 Real estate and rental and leasing	115	132	17	14.4%
54 Professional, scientific and technical	278	205	-73	-26.2%
55 Management of companies	0	0	0	
56 Administrative and support, waste management	373	330	-43	-11.5%
61 Educational services	767	786	18	2.4%
62 Healthcare and social assistance	1,915	2,184	269	14.0%
71 Arts, entertainment and recreation	77	146	69	89.3%
72 Accommodation and food services	758	766	7	1.0%
81 Other services (except public administration)	502	480	-21	-4.3%
91 Public administration	1,054	1,199	145	13.7%
Unclassified	93	158	65	69.4%

Data source: Emsi 2020.1

Note: Figures may not add up due to rounding.

## 6.0 LABOUR BY OCCUPATION

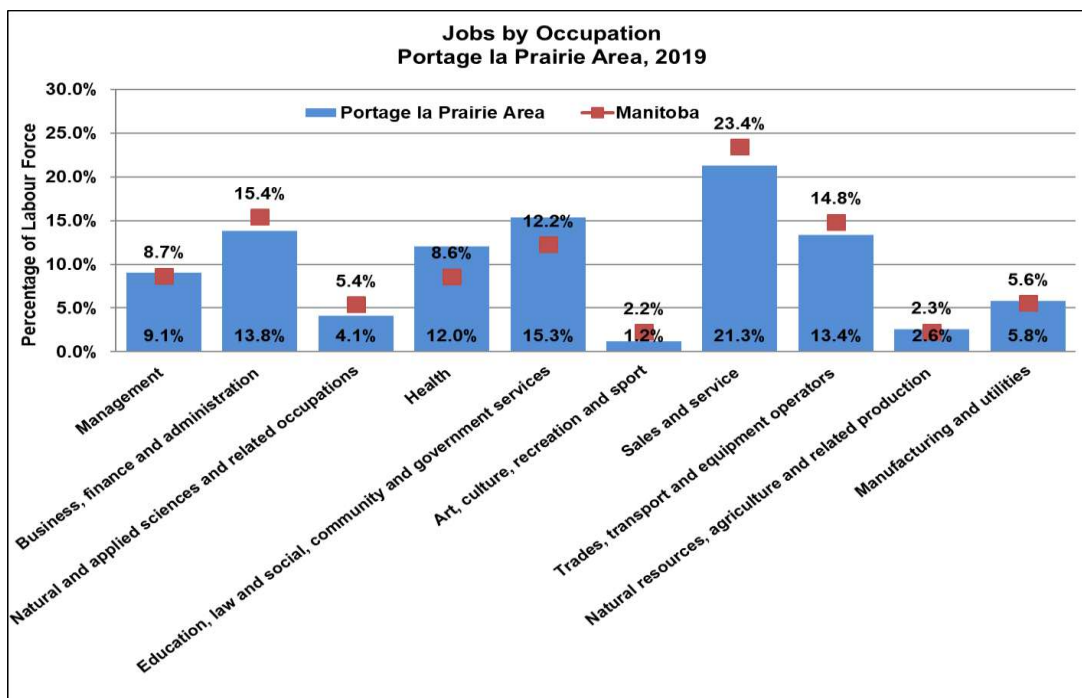
The term “jobs” refer to positions located within the region. “Labour” refers to the people who work. For example, a teacher lives in one community yet works in another. The job would be counted in the community where the school is located. The occupation would be counted in the community where the teacher 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 **Sales and service occupations** (21.3%), followed by **Occupations in education, law and social, community and government services** (15.3%).
- 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** (15.4%).
- The region has a higher percentage than the average of Manitoba in the fields of **Management occupations; Health occupations; 4 Occupations in education, law and social, community and government services; Natural resources, agriculture and related production occupations** and **Occupations in manufacturing and utilities**.

Figure 8: Labour by Occupation, 2019



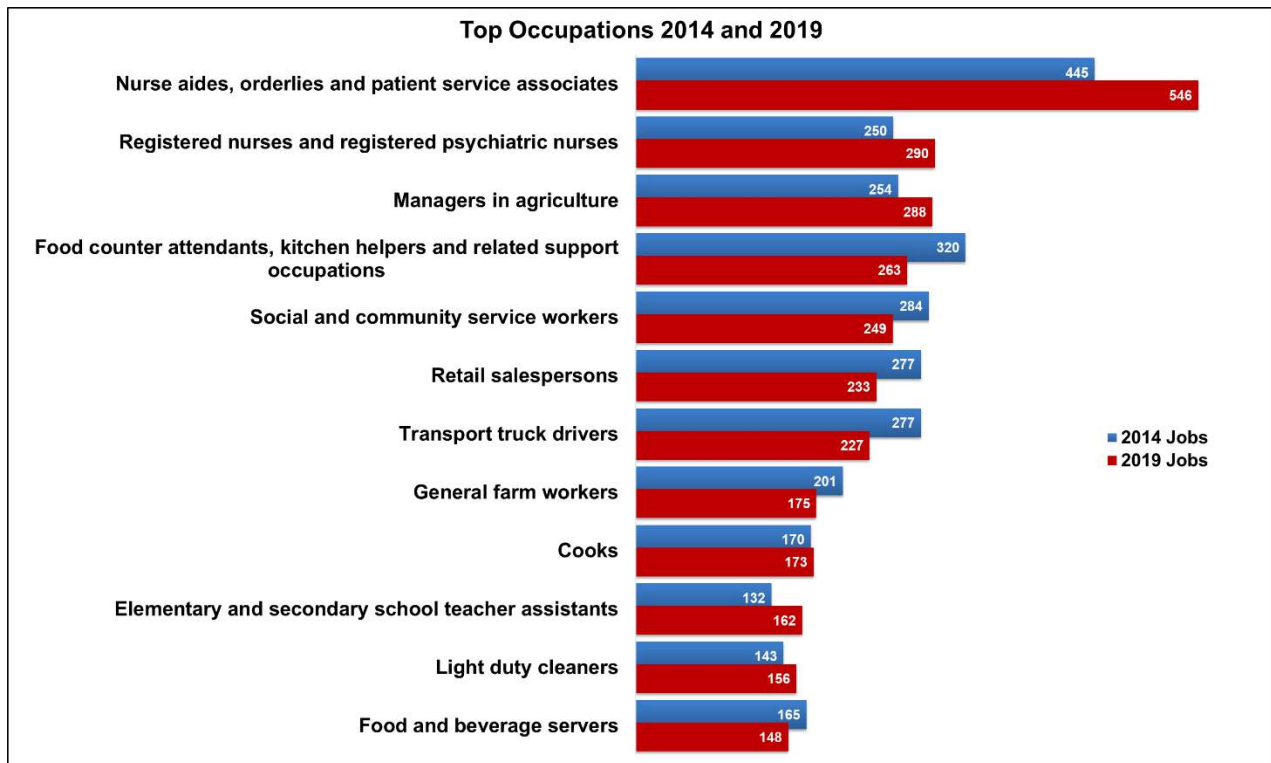
Data source: Emsi 2020.1



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

- The most common occupation is **Nurses aides, orderlies and patient service associates** with 546 people employed, followed by **Registered nurses and registered psychiatric nurses** with 290 people employed.
- Ten of the top twelve occupations are usually associated with the tertiary or service sector.

Figure 9: Top Twelve Jobs by Occupations Portage region in 2014 and 2019



Data source: Emsi 2020.1



## 7.0 BUSINESS BY INDUSTRY SECTOR

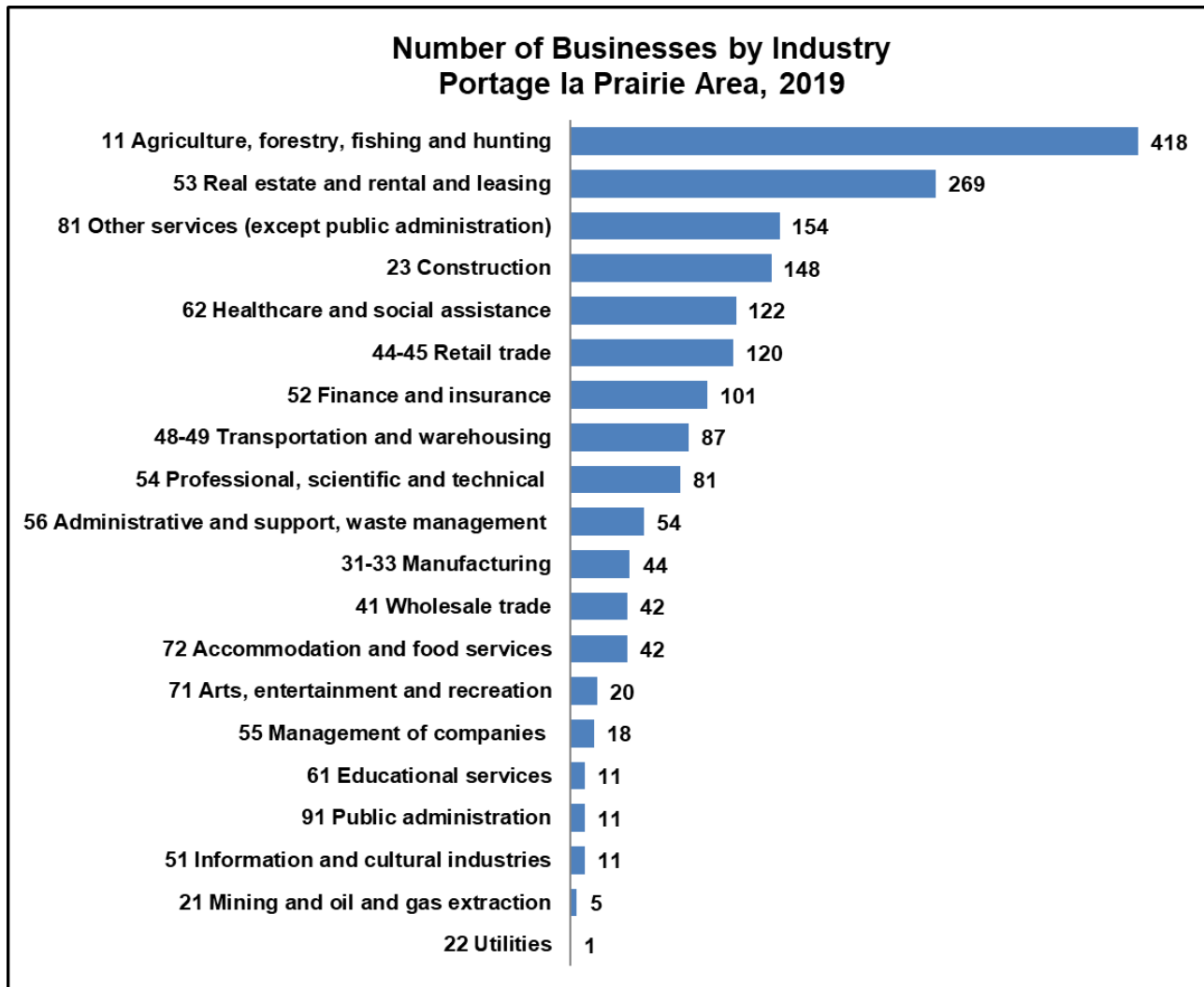
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2019, there were 1,909 businesses in the region. (Emsi 2020.1)

Figure 10 shows that:

- Most businesses were in the primary sector of **Agriculture, forestry, fishing and hunting** with 418 and the tertiary sector of **Real estate and rental and leasing** with 269. There were 148 businesses in the secondary sector of **Construction**.

Figure 10: Number of Business by Industry, 2019



Data source: Emsi 2020.1 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 than employ 1 to 4 individuals.

Figure 11: Business by Size of Employment, 2019

Number of employees	Number of businesses
Indeterminate (self-employed)	1,214
1-4	345
5-9	143
10-19	99
20-49	66
50-99	22
100-199	13
200-499	5
500+	2
<b>Total</b>	<b>1,909</b>

Data source: Emsi 2020.1

## 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.