

# LEAF RAPIDS AND AREA

## Economic Profile



The Leaf Rapids and Area Economic Profile contains demographic, job and business data from the following communities and unorganized territories within [Census Division No. 23](#):

- *Granville Lake*
- *Leaf Rapids (Town)*
- *Mathias Colomb First Nation*
- *O-Pipon-Na-Piwin Cree Nation*

The data in this report and the analysis provide basic information about the economy of the area 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 Education comes from the 2016 Statistics Canada Census. The data for Income comes from the 2016 Statistics Canada Census and the 2006 Statistics Canada Census.

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 area.



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## 1.0 POPULATION

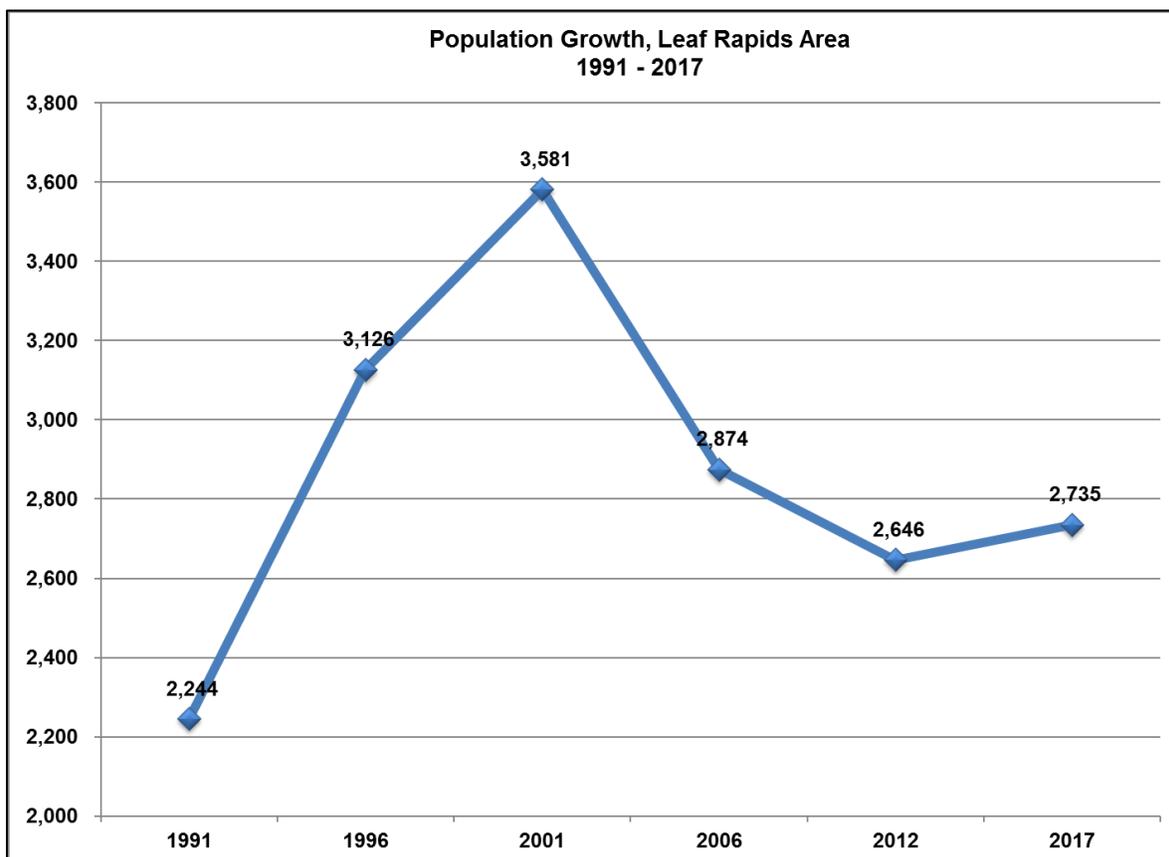
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region’s ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2018), there were 2,735 people living in this area in 2017.
- The population of the area increased by 491 (+21.9%) from 1991 to 2017.
- The population of the area increased 89 (+3.1%) 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

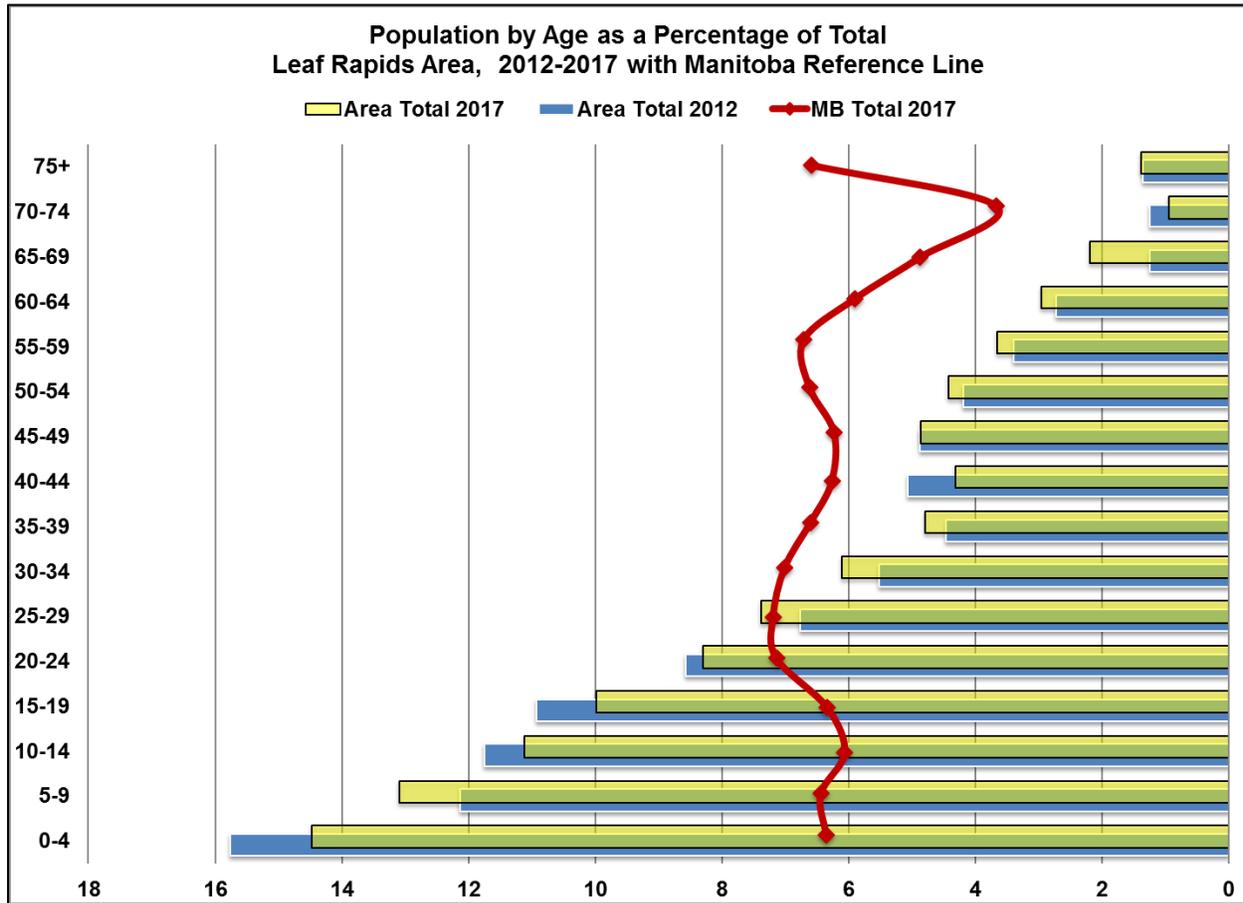


Data sources: Manitoba Health Population Reports: June 1, 2018; June 1, 2013, June 1, 2007; June 1, 2002; June 1, 1997; and June 1, 1992.



Figure 2 shows that the population by proportion in this area has increased in the 5 to 9, 25 to 39, 50 to 69 and 75+ age categories. The area has more people by proportion than the Manitoba average in the 0 to 29 age categories. The area has fewer people by proportion than the Manitoba average in the 30 to 75+ age categories.

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



Data sources: Manitoba Health Population Reports: June 1 2018; June 1, 2012



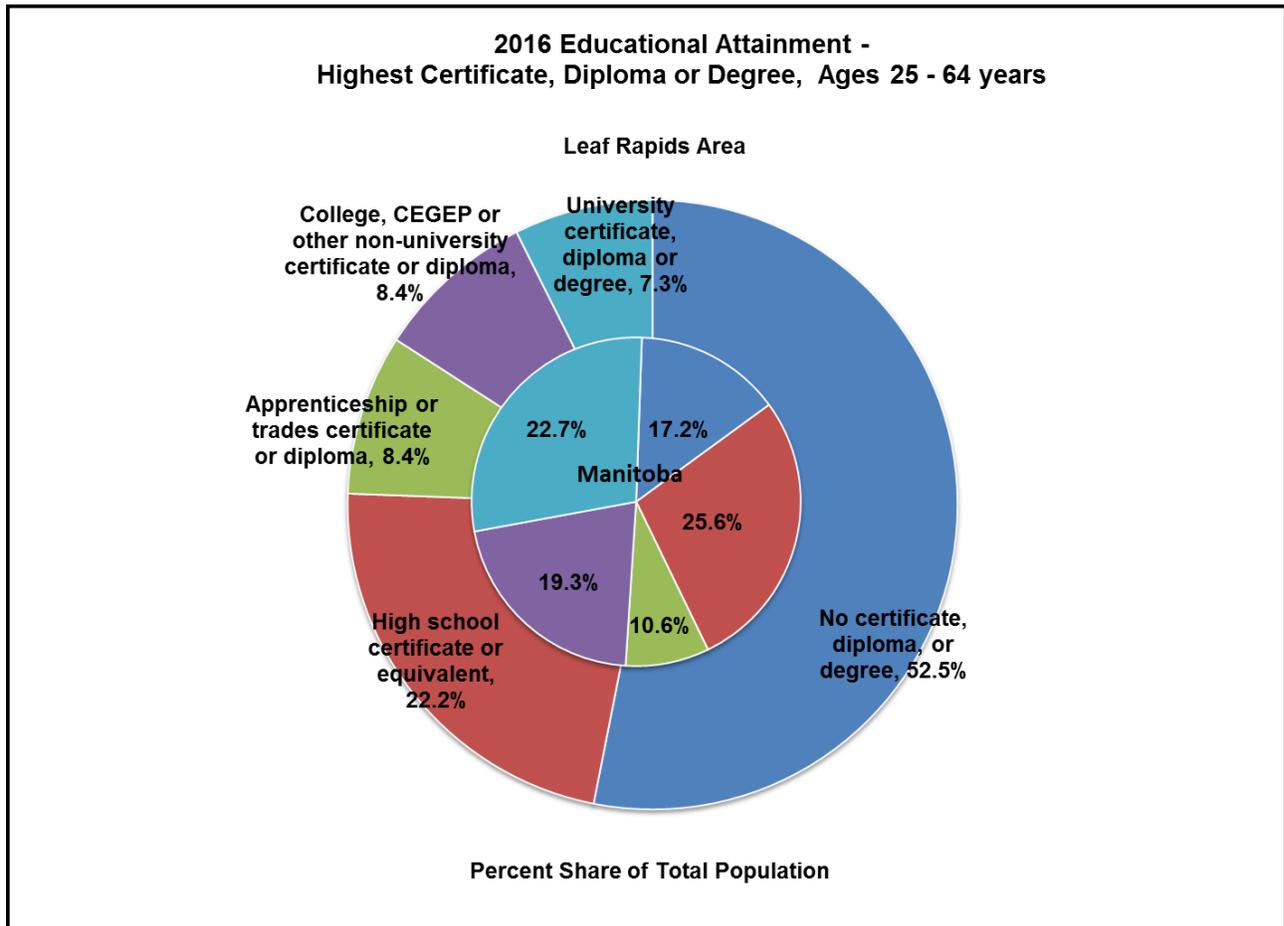
## 2.0 EDUCATION

The education level of an area 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 area has a higher proportion than Manitoba of people with **No certificate, diploma or degree** (52.5%).

This area has a lower proportion than Manitoba of people with **High school certificate or equivalent** (22.2%); **Apprenticeship or trades certificate or diploma** (8.4%); **College, CEGEP or other non university certificate or diploma** (8.4%) and **University certificate, diploma or degree** (7.3%).

Figure 3: Educational Attainment Leaf Rapids Area and Manitoba 2016



Source: Statistics Canada: 2016 Census

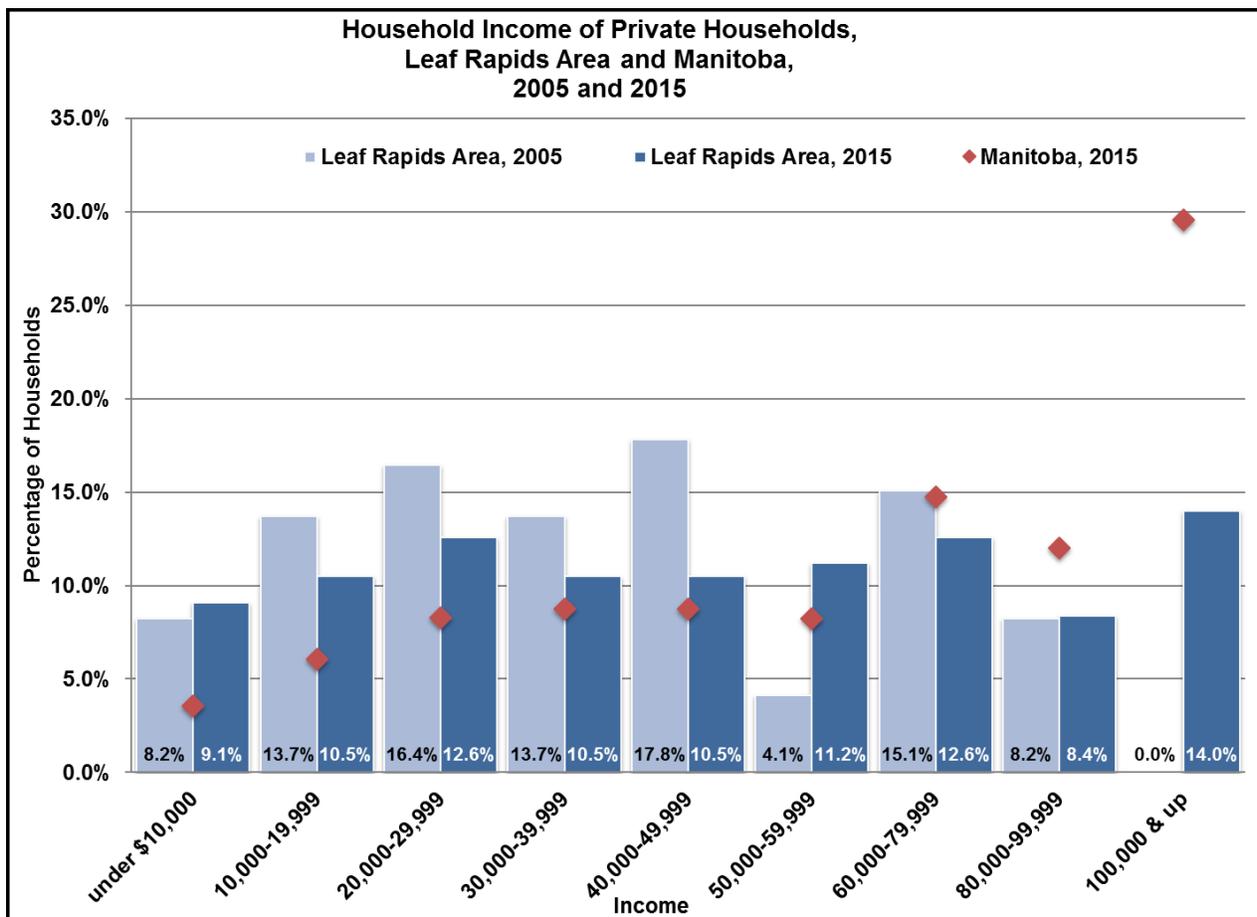


### 3.0 INCOME

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 all but the three highest income brackets are higher than the provincial average. The percentage of households in the highest income bracket has increased and is lower than the provincial average.

Figure 4: Household income Leaf Rapids Area 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

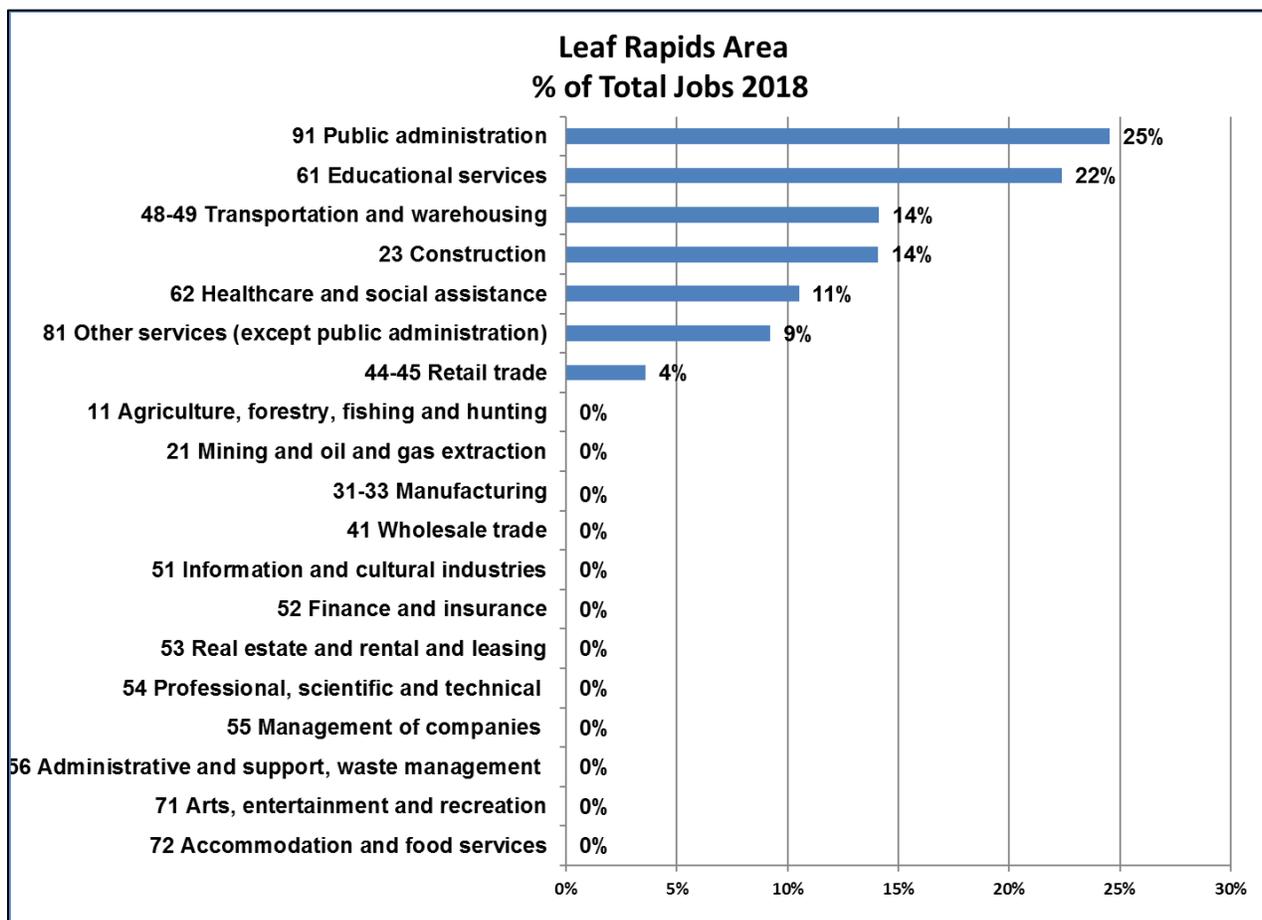
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 654 jobs in the Leaf Rapids area. (Emsi 2018.1)

Figure 5: Jobs by Industry Sector



Data source: Emsi 2018.1



Figure 5 shows that:

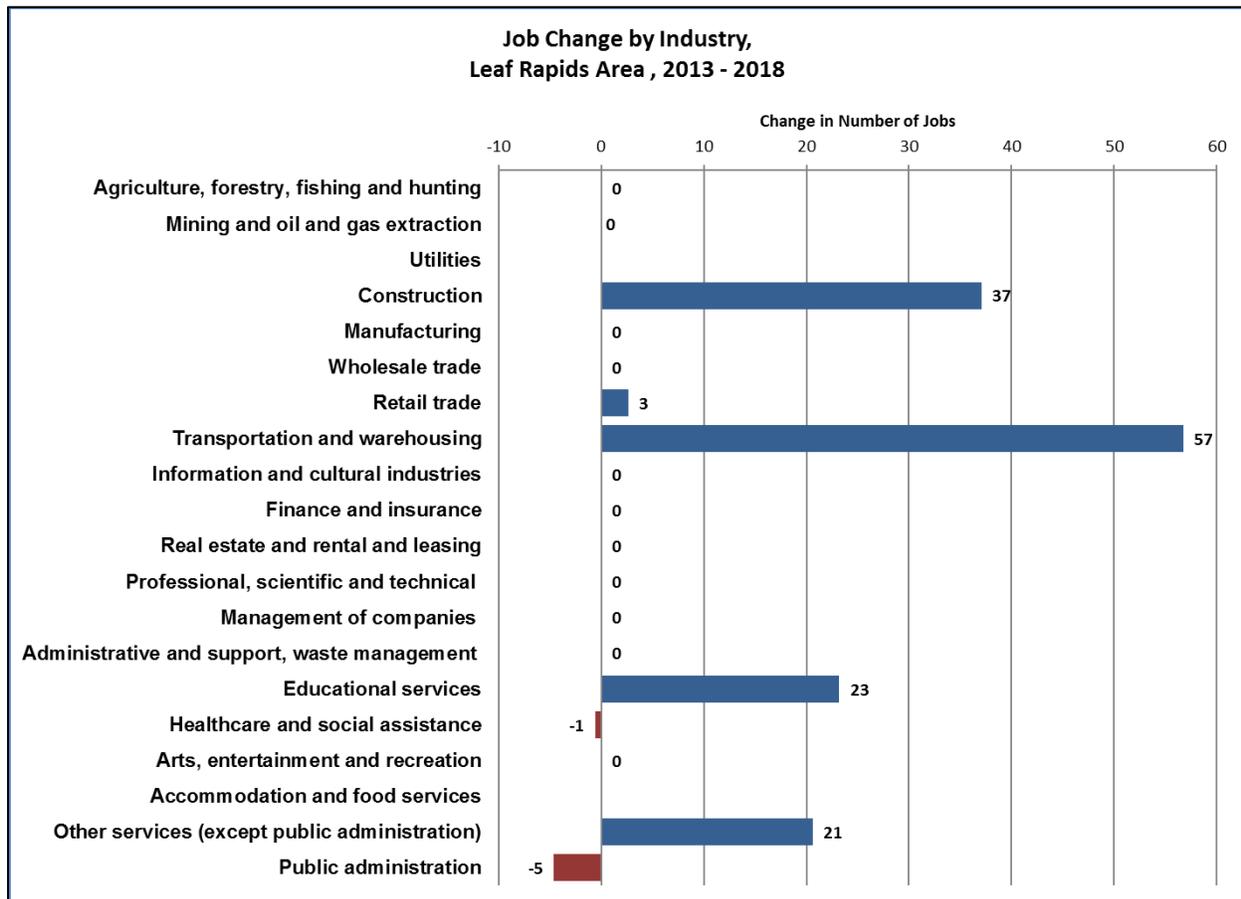
- There are no jobs in the area are in the primary sectors of **Agriculture, forestry, fishing and hunting** and **Mining and oil and gas extraction**.
- 14% of the jobs are in the secondary sector of **Construction**.
- 86% of the jobs are in the tertiary sector.
- 58% of the jobs are in sectors traditionally 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 an area is evolving.

Figure 6 shows that the greatest job change was in the **Transportation and warehousing** sector with a gain of 57 jobs between 2013 and June, 2018. The sector with the greatest job loss was in the **Public administration** sector with a loss of 5 jobs between 2013 and June, 2018.

Figure 6: Job Change by Industry Sector: 2013 and June, 2018



Data source: Emsi 2018.1



Figure 7 shows that:

- In June, 2018, there were 654 jobs in the area, an increase of 74 jobs (+14.4%) between 2013 and June, 2018. This compares to an increase of 4.0% for Manitoba.
- In the goods producing sectors, there were 92 jobs, an increase of 37 jobs (+67.2%) from 2013. There were no jobs in the **Agriculture, forestry, fishing and hunting** and **Mining and oil and gas extraction** sectors. There were less than 10 jobs in the **Utilities** sector. There were 92 jobs, an increase of 37 (+67.2%) in the **Construction** sector.
- For comparison, from 2013 to June, 2018, Manitoba gained 3% (3,553 jobs) in the goods producing sectors.
- In June, 2018, there were 552 jobs in the service sector, an increase of 98 jobs (+21.6%). This compares to an increase of 4% in Manitoba.

Figure 7: Real and Percentage Job Change by Industry Sector, 2013 – June, 2018

	Leaf Rapids Area			
	Number of Jobs 2013	Number of Jobs June, 2018	Real Change 2013 -June, 2018	% Change 2013 -June, 2018
<b>ALL INDUSTRIES</b>	<b>516</b>	<b>654</b>	<b>74</b>	<b>14.4%</b>
<b>Goods Producing Industries</b>	<b>55</b>	<b>92</b>	<b>37</b>	<b>67.2%</b>
Agriculture, forestry, fishing and hunting	0	0	0	
Mining and oil and gas extraction	0	0	0	
Utilities	<10	<10		
Construction	55	92	37	67.2%
Manufacturing	0	0	0	
<b>Service Industries</b>	<b>454</b>	<b>552</b>	<b>98</b>	<b>21.6%</b>
Wholesale trade	0	0	0	
Retail trade	21	23	3	12.5%
Transportation and warehousing	36	92	57	159.0%
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 management	0	0	0	
Educational services	123	146	23	18.8%
Healthcare and social assistance	70	69	-1	-0.8%
Arts, entertainment and recreation	0	0	0	
Accommodation and food services	<10	0		
Other services (except public administration)	40	60	21	52.1%
Public administration	165	161	-5	-2.8%
Unclassified	<10	<10		

Data source: Emsi 2018.1 Note: Figures may not add up due to rounding.



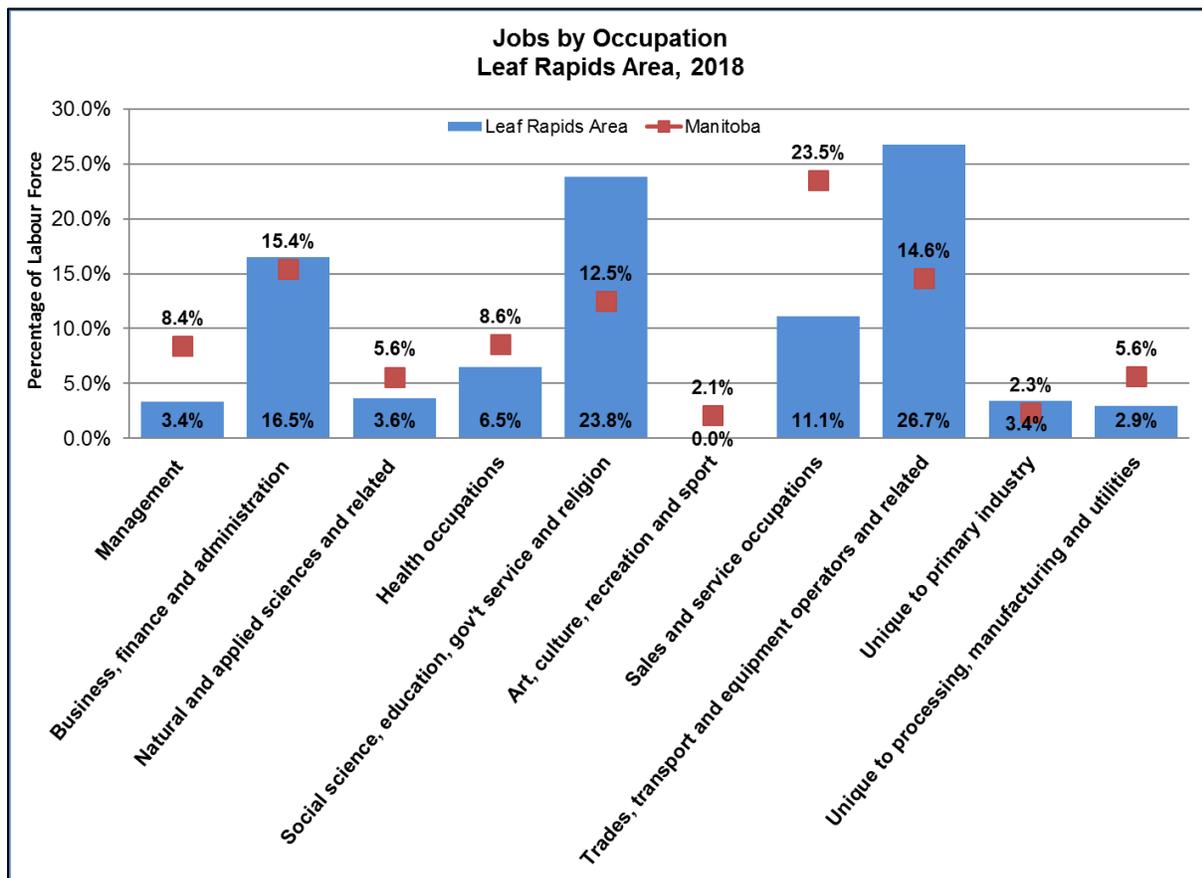
## 6.0 LABOUR BY OCCUPATION

Another way to identify characteristics of an area is to examine the makeup of occupations within the labour force.

Figure 8 shows that:

- The largest percentage of workers are in the **Trades, transport and equipment operators and related occupations** (26.7%) followed by **Occupations in social science, education, government service and religion** (23.8%).
- 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 **Occupations in business, finance and administration; Occupations in social sciences, education, government services and religion; Trades, transport and equipment operators and related occupations** and **Occupations unique to primary industry**.

Figure 8: Labour by Occupation Leaf Rapids Area and Manitoba, June, 2018



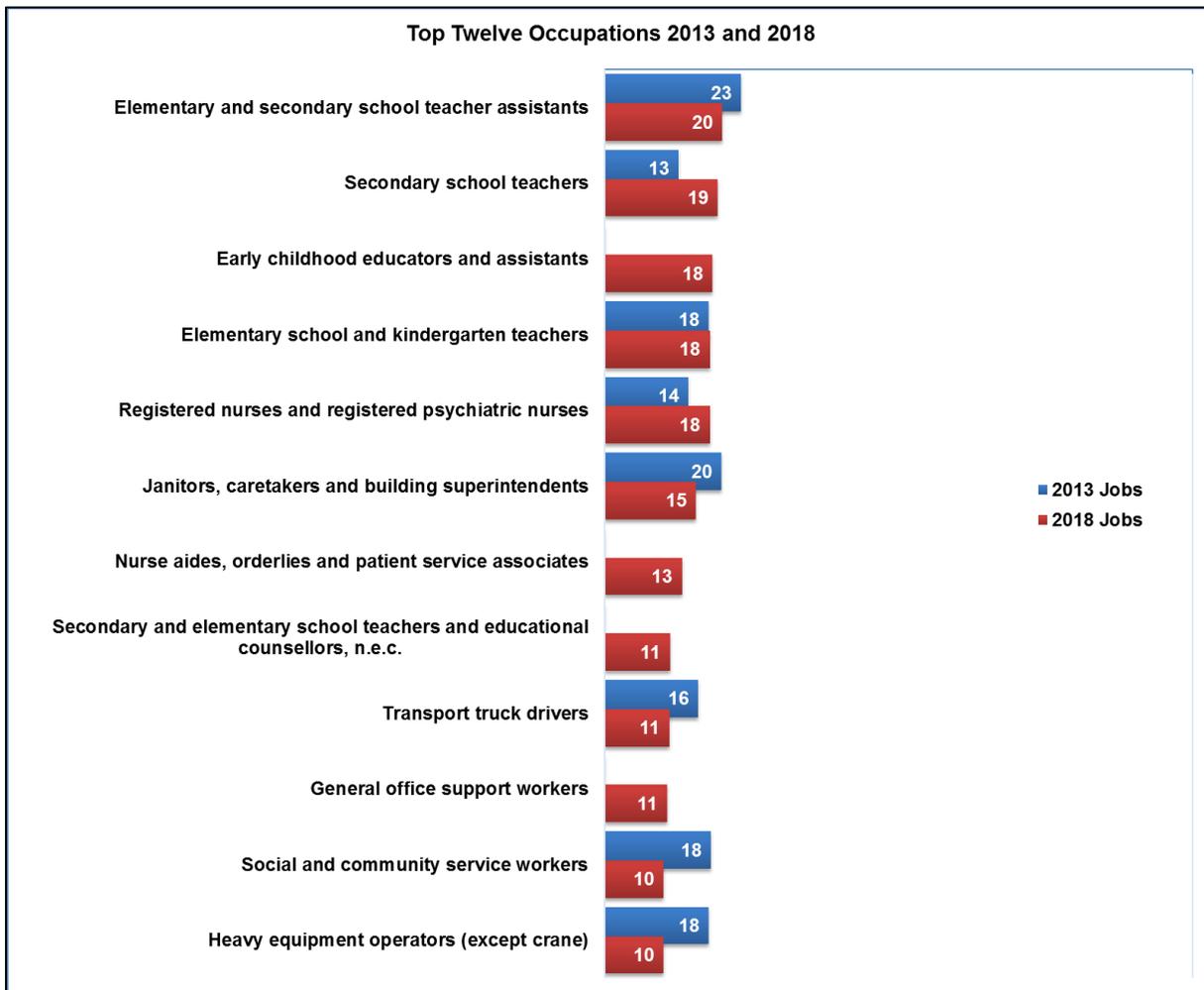
Data source: Emsi 2018.1



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

- The most common occupation is **Elementary and secondary school teacher assistants** with 20 people employed, followed by **Secondary school teachers** with 19 people employed.
- Eleven 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 2018.1



## 7.0 BUSINESS BY INDUSTRY SECTOR

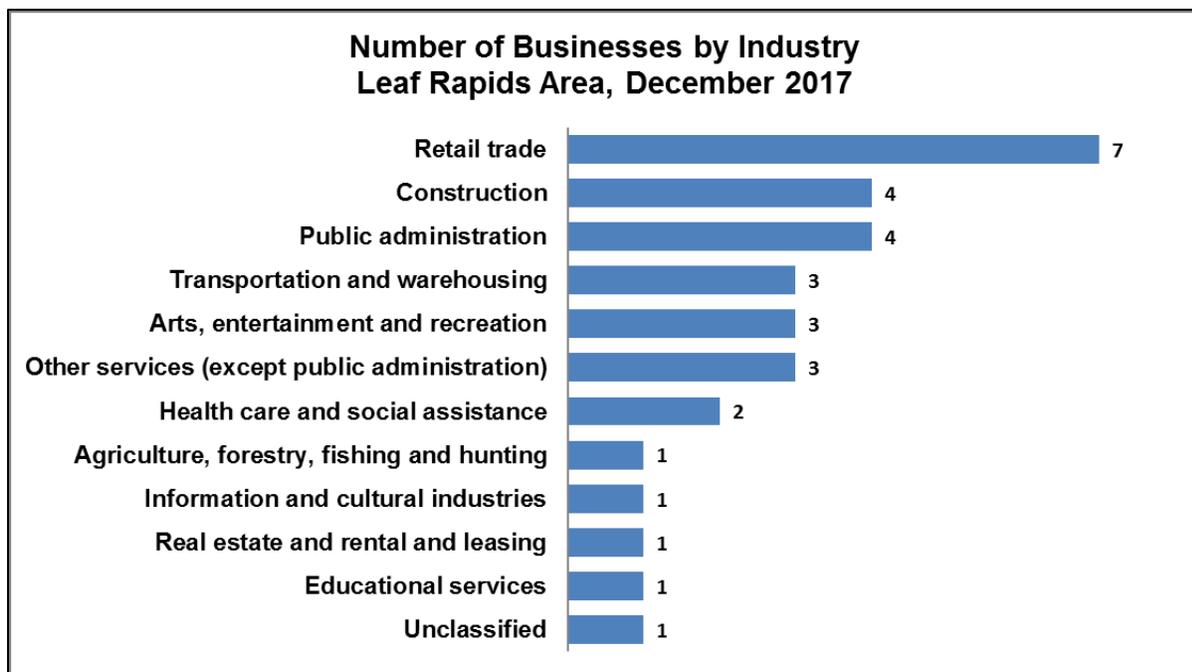
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2017, there were 31 businesses in the area. (Emsi 2018.13)

Figure 10 shows that:

- Most businesses were in the tertiary sector of **Retail trade** with 7 businesses followed by the secondary sectors of **Construction** and the tertiary sector of **Public administration** each with 4 businesses.

Figure 10: Number of Business by Industry, 2017



Data source: Emsi 2018.1 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 and 10 to 19 individuals.

Figure 11: Business by Size of Employment, 2017

Number of employees	Number of businesses
Indeterminate (self-employed)	9
1-4.	6
5-9.	5
10-19.	6
20-49	1
50-99	1
100-199	3
200-499	0
500+	0
<b>Total</b>	<b>31</b>

Data source: Emsi 2018.1

## 8.0 SUMMARY

Community leaders can use the information in this report as a tool to identify opportunities during consultations, planning and implementation of a long term economic development plan.

<sup>i</sup> [Statistic Canada Census Subdivisions](#) in this report include:

Code	Title	Community
4623039	Granville Lake	Granville Lake
4623034	Leaf Rapids	Leaf Rapids
4623064	Pukatawagan 198	Mathias Colomb First Nation
4623037	South Indian Lake	O-Pipon-Na-Piwin Cree Nation