

# NIVERVILLE

## Economic Profile

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

- *Town of Niverville*

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

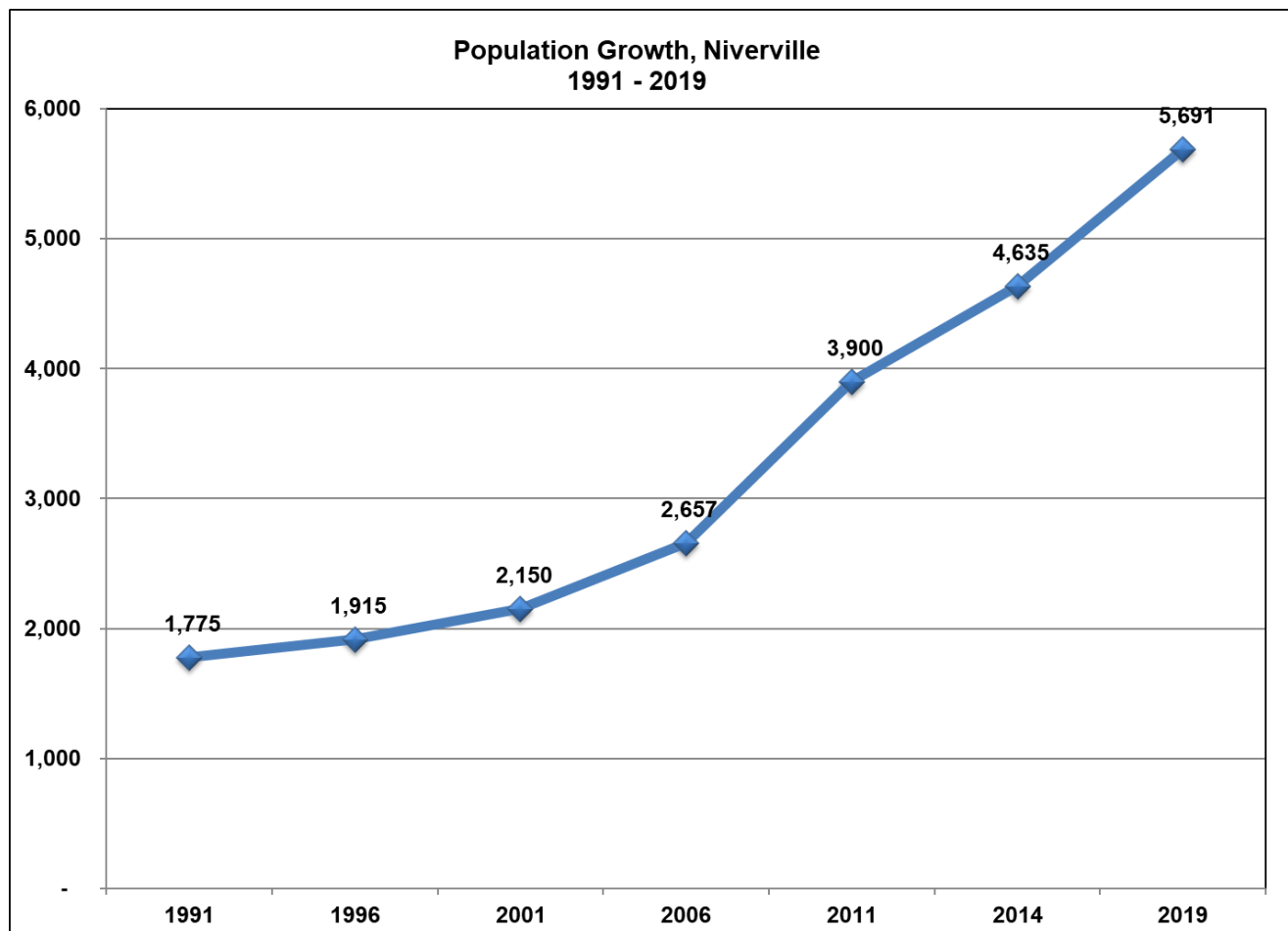
Population growth or decline over a period of time illustrates the historical trends of a region. It is often used to indicate the region's ability to grow over time.

Figure 1 shows that:

- According to the Manitoba Health Population Report (June 2020), there were 5,691 living in this area in 2019.
- The population of the region increased by 3,916 (+220.6%) from 1991 to 2019.
- The population of the region increased by 1,056 (+22.8%) from 2014 to 2019.

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

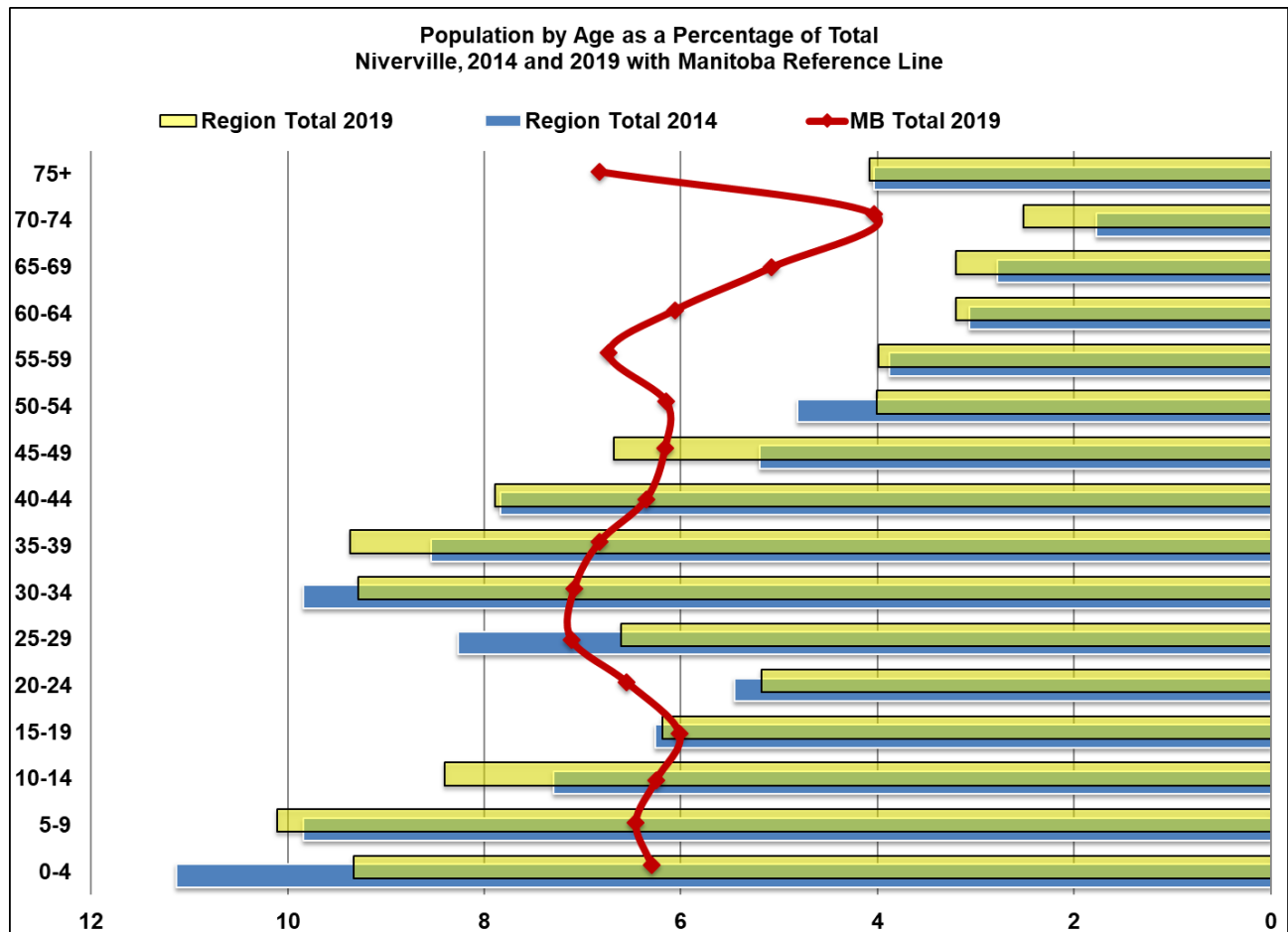
Figure 1: Population Growth 1991 - 2019



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 generally younger than the Manitoba average. The region has more people than the Manitoba average in the 0 to 19 and 30 to 49 age categories. The region has less people than the Manitoba average in the 20 to 29 and 50 to 75+ age 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

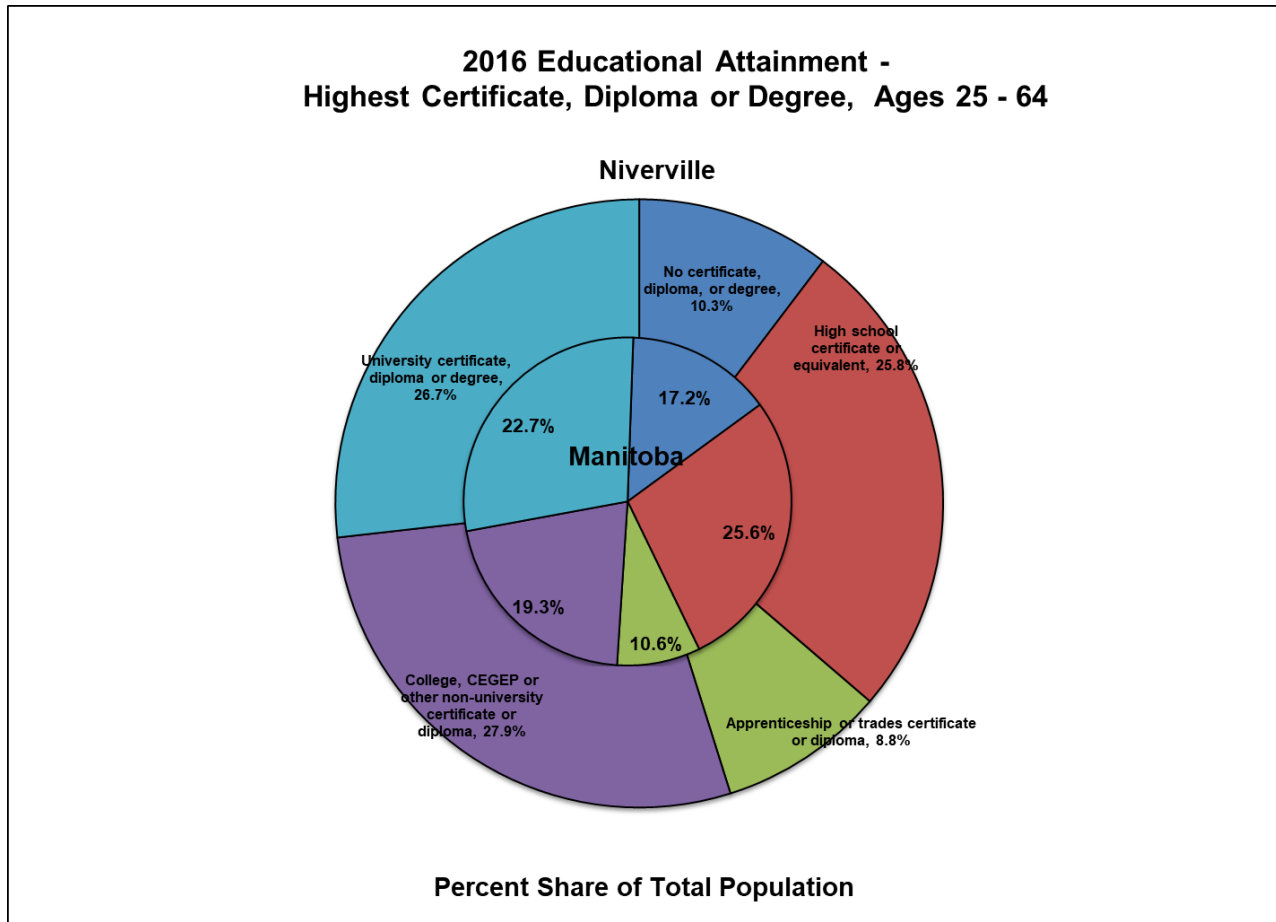
## 2.0 EDUCATION

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 Niverville area has a higher proportion than Manitoba of people with **High school certificate or equivalent** (25.8%); **College, CEGEP or other non university certificate or diploma** (27.9%); and **University certificate, diploma or degree** (26.7%).

It has a lower proportion than Manitoba of people **No certificate, diploma or degree** (10.3%); and **Apprenticeship or trades certificate or diploma** (8.8%).

Figure 3: Educational Attainment Niverville Area and Manitoba 2016



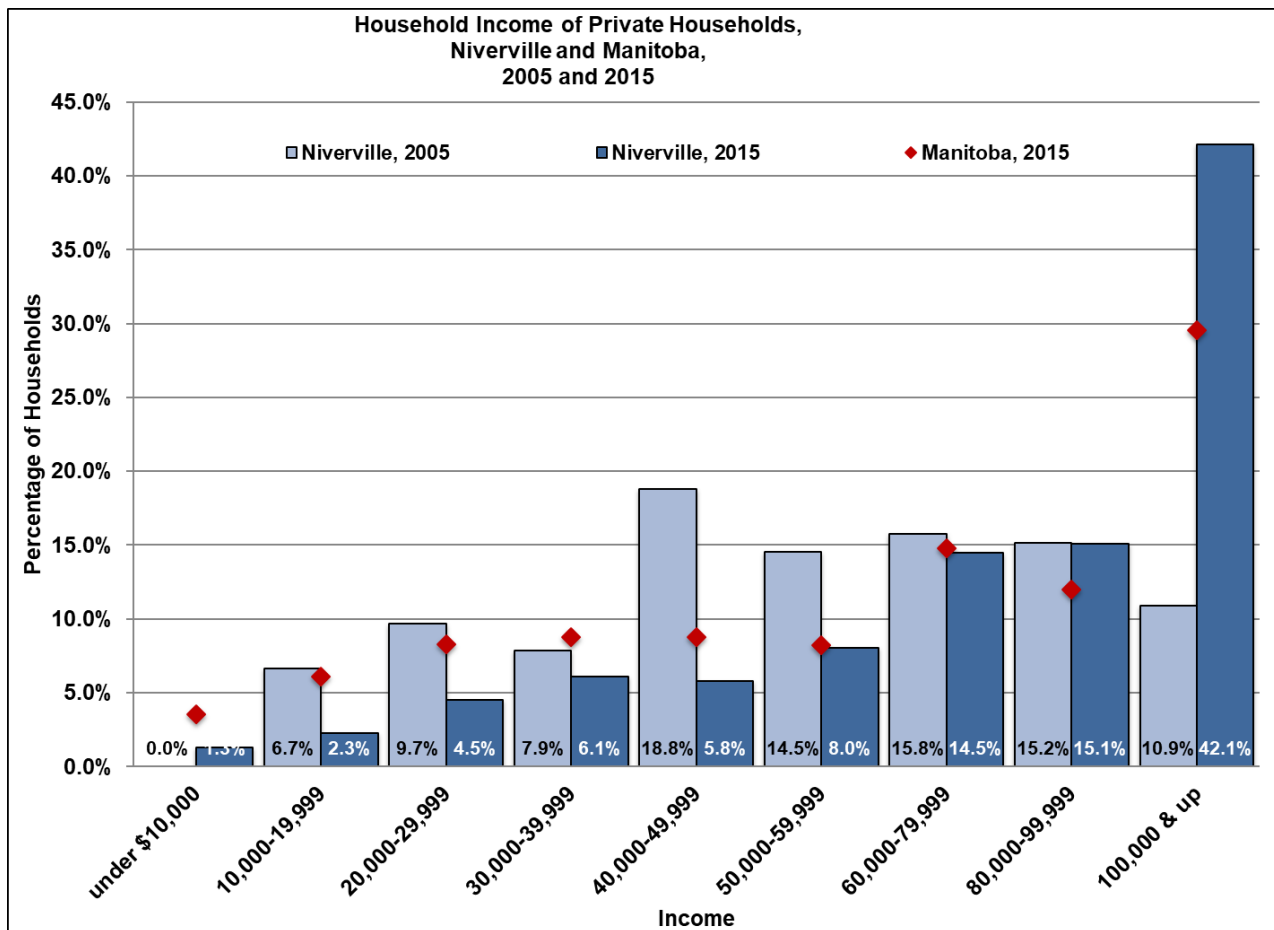
Data source: Statistics Canada 2016 Census

### 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 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 4: Income of Private Households, Niverville Area 2005 and 2015 and Manitoba 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

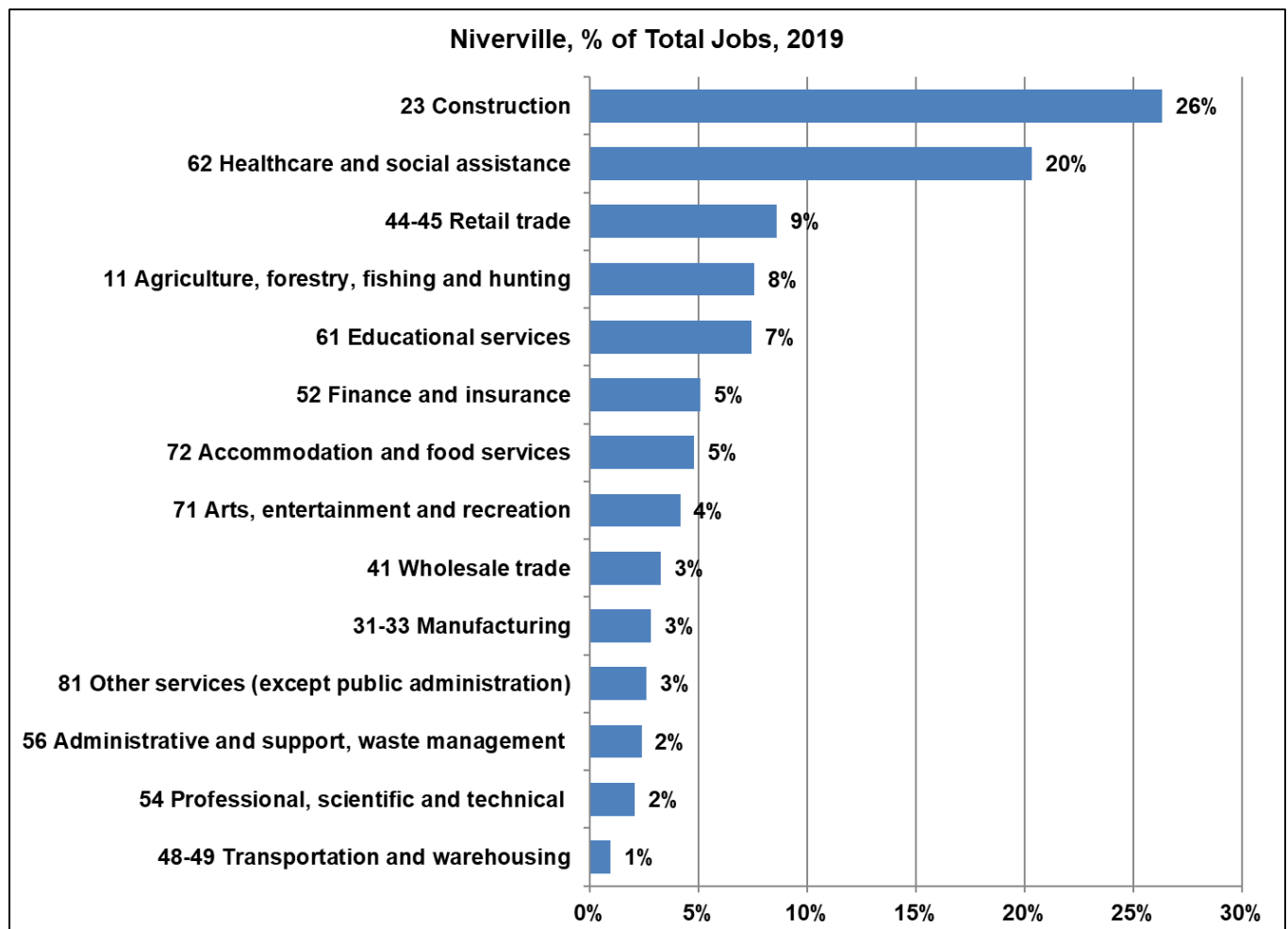
The strength and diversity of the labour force can be analyzed by dividing industries into three types:

- 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 1,612 jobs in the Niverville Area. (Emsi 2020.1)

Figure 5: Jobs by Industry Sector, 2019



Data source: Emsi 2020.1

Note: This chart does not contain all jobs.

Figure 5 shows that:

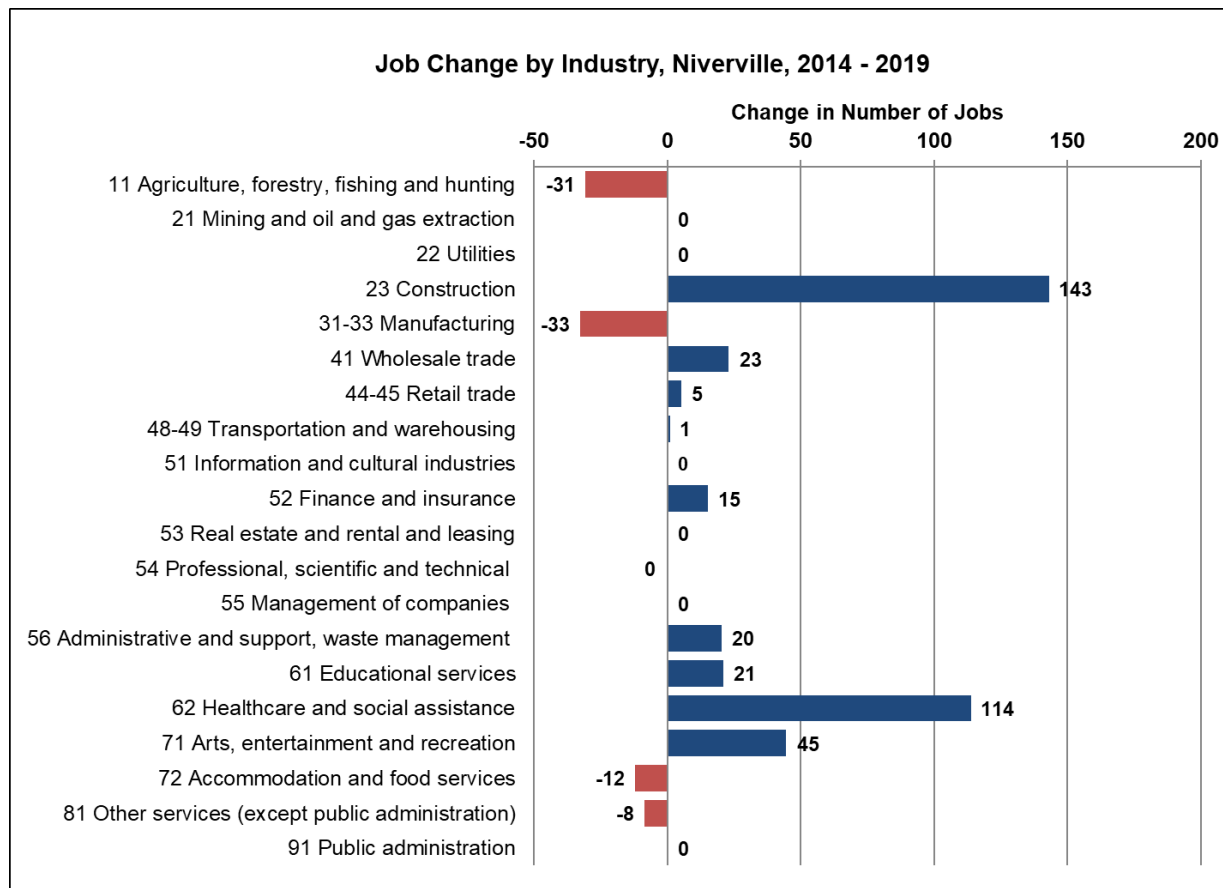
- 8% of the jobs in the region are in the primary sector of **Agriculture, forestry, fishing and hunting**.
- 29% of the jobs are in the secondary sectors of **Construction** and **Manufacturing**.
- 63% of the jobs are in the tertiary sector.
- 27% of the jobs are in sectors traditionally funded by 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 143 jobs between 2014 and 2019. The sector with the greatest job loss was the **Manufacturing** sector with a loss of 33 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 1,612 jobs in the region, an increase of 301 jobs (+23.0%) between 2014 and 2019. This compares to an increase of 5.2% for Manitoba.
- In the goods producing sectors, there were 591 jobs, an increase of 79 jobs (+15.5%). There was a decrease in jobs in the **Agriculture, forestry, fishing and hunting** sector of 31 jobs (-20.2%) and a gain in the **Construction** sector of 143 jobs (+50.9%). There was a decrease in the **Manufacturing** sector of 33 jobs (-42.2%).
- For comparison, from 2014 to 2019, Manitoba gained 4.3% (6,102 jobs) in the goods producing sectors.
- In 2019, there were 992 jobs in the service sector, a gain of 210 jobs (+26.8%). This compares to an increase of 5.4% in Manitoba.

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

	Niverville			
	Number of Jobs 2014	Number of Jobs 2019	Real Change 2014 - 2019	% Change 2014 - 2019
<b>ALL INDUSTRIES</b>	<b>1,311</b>	<b>1,612</b>	<b>301</b>	<b>23.0%</b>
<b>Goods Producing Industries</b>	<b>512</b>	<b>591</b>	<b>79</b>	<b>15.5%</b>
11 Agriculture, forestry, fishing and hunting	153	122	-31	-20.2%
21 Mining and oil and gas extraction	0	0	0	
22 Utilities	0	0		
23 Construction	281	424	143	50.9%
31-33 Manufacturing	78	45	-33	-42.2%
<b>Service Industries</b>	<b>782</b>	<b>992</b>	<b>210</b>	<b>26.8%</b>
41 Wholesale trade	29	52	23	78.8%
44-45 Retail trade	133	138	5	4.1%
48-49 Transportation and warehousing	14	15	1	6.4%
51 Information and cultural industries	<10	0		
52 Finance and insurance	67	82	15	22.8%
53 Real estate and rental and leasing	14	<10		
54 Professional, scientific and technical	33	33	0	-0.7%
55 Management of companies	0	0		
56 Administrative and support, waste management	18	38	20	115.8%
61 Educational services	99	120	21	21.3%
62 Healthcare and social assistance	214	327	114	53.3%
71 Arts, entertainment and recreation	22	67	45	201.1%
72 Accommodation and food services	89	77	-12	-13.6%
81 Other services (except public administration)	50	42	-8	-16.9%
91 Public administration	<10	0		
Unclassified	11	19	9	80.4%

Data source: Emsi 2020.1

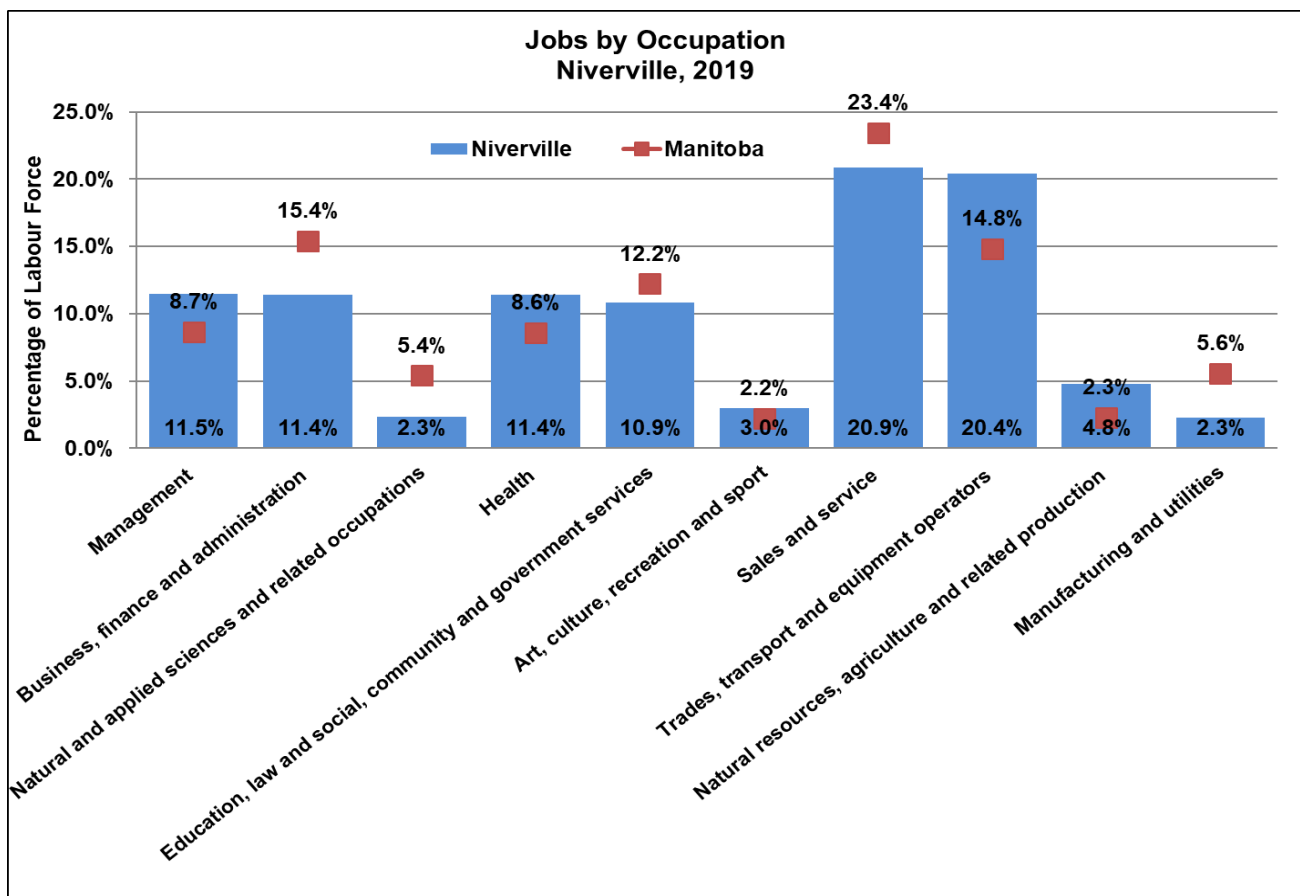
Note: Figures may not add up due to rounding.

## 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** (20.9%) followed by **Trades, transport and equipment operators and related occupations** (20.4%).
- 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 **Management Occupations; Occupations in health; Trades, transport and equipment operators and related occupations; Occupations in art, culture, recreation and sport, and Occupations in natural resources, agriculture and related production.**

Figure 8: Labour by Occupation, 2019

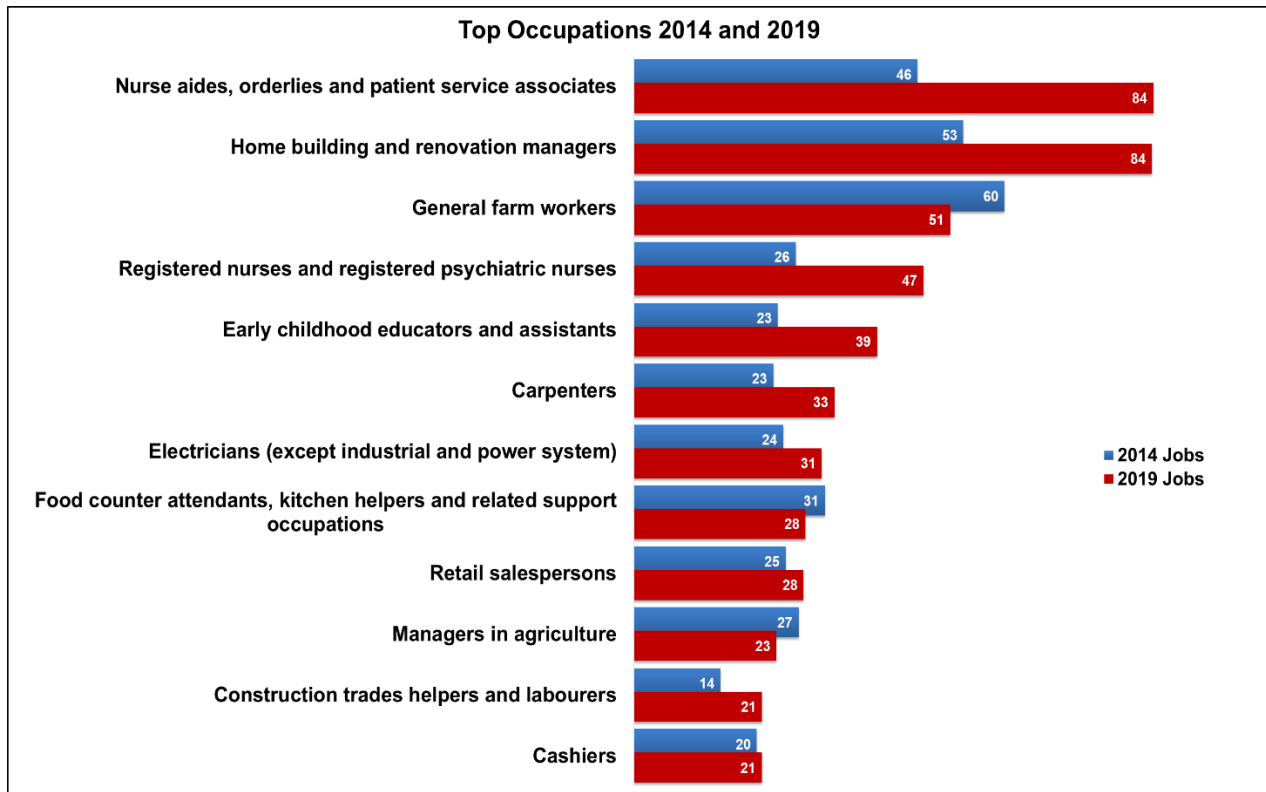


Data Source: Emsi 2020.1

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

- The most common occupation is **Nurse aides, orderlies and patient service associates** with 84 people employed, followed by **Home building and renovation managers** with 84 people employed.
- Ten of the top twelve occupations are usually associated with the tertiary or service sector.

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



Data source: Emsi 2020.1

## 7.0 BUSINESS BY INDUSTRY SECTOR

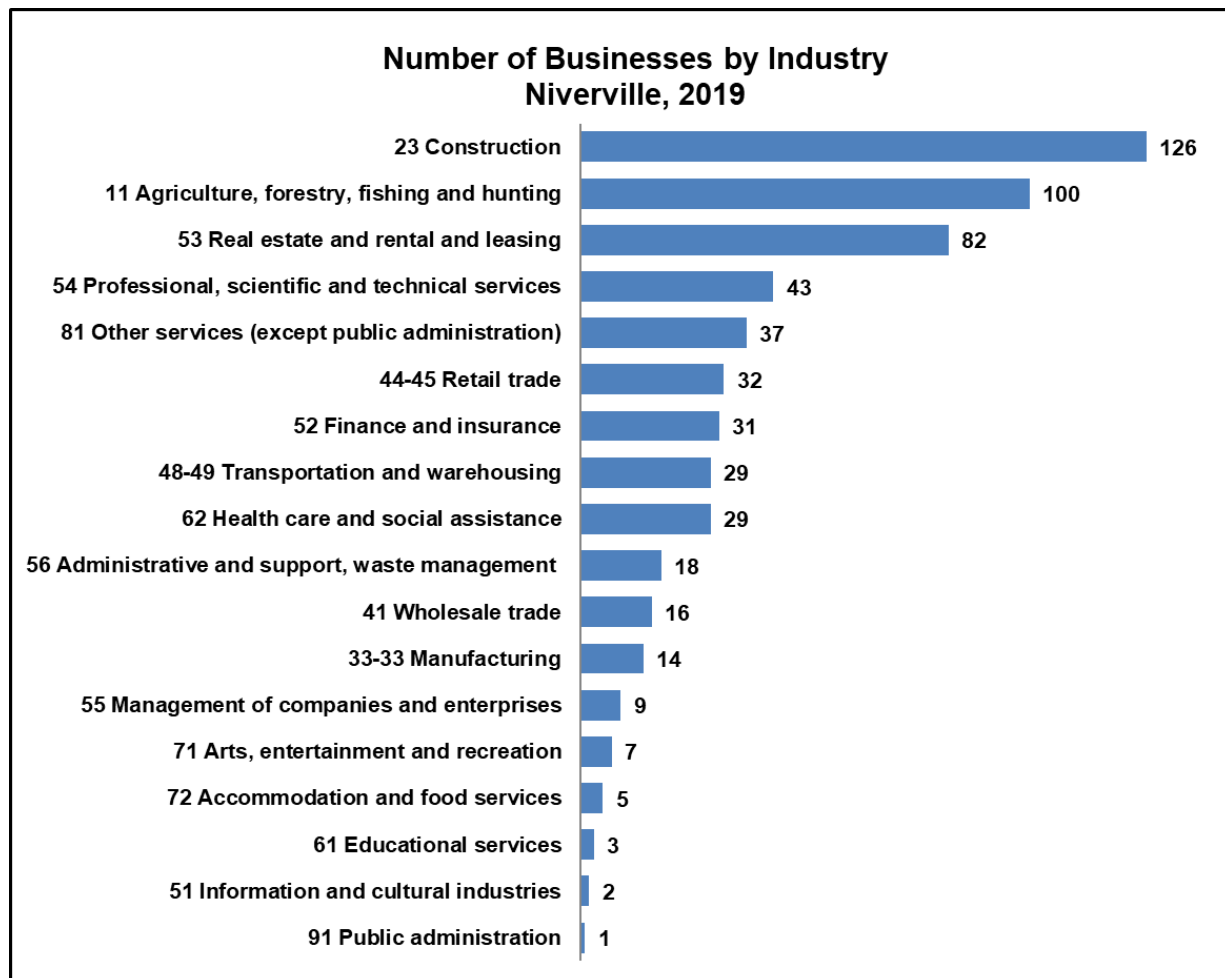
Another perspective in reviewing a regional economy is to determine the number of businesses in the region and the number of people they employ. It is important to note that some businesses are self-employed sole proprietors who do not have employees.

In 2019, there were 643 businesses in the region. (Emsi 2020.1)

Figure 10 shows that:

- Most businesses were in the secondary sector of **Construction** with 126 and the primary sector of **Agriculture, forestry, fishing and hunting** with 100.

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)	406
1-4	143
5-9	36
10-19	34
20-49	18
50-99	4
100-199	2
200-499	0
500+	0
<b>Total</b>	<b>643</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.