

Non-Metro Employment Patterns



HIGHLIGHTS

- The four largest sectors in non-metro Manitoba in terms of employment are:
 - health and social assistance;
 - wholesale and retail trade;
 - manufacturing; and
 - agriculture.
- At the Canada-level, the top three non-metro sectors are the same as in Manitoba.
- Non-metro employment has been generally growing in Manitoba since 2000.
- The overall employment in the goods-producing sectors has not grown. Growth in manufacturing (up to the mid-2000s) and growth in construction (since the mid-2000s) has offset the decline in agriculture.
- Thus, it is the services-producing sectors that have generated the growth in non-metro employment.
- Each of the services-producing sectors has contributed to this growth.
- However, the health sector added more than 1/2 of all the growth in employment in the services sectors.

WHY NON-METRO EMPLOYMENT BY SECTOR?

Employment growth patterns differ by sector. Some sectors (e.g. agriculture and mining) are largely influenced by global forces. Other sectors are more influenced by local forces (e.g. health care and education).

The objective of this Factsheet is to document the employment structure by sector in rural Manitoba.

FINDINGS

In non-metro Manitoba¹, the four largest sectors in terms of employment are (Figure 1 and Table 1):

- health and social assistance;
- wholesale and retail trade;

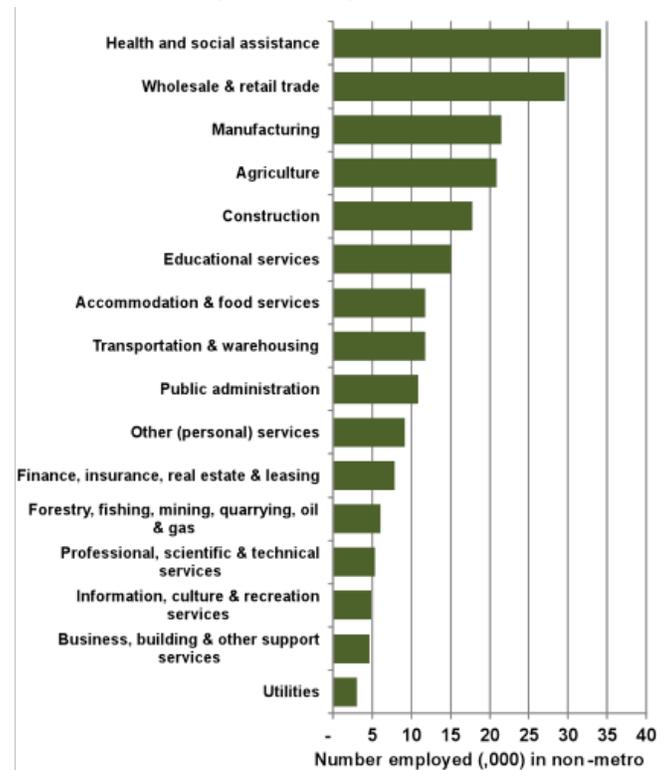
- manufacturing; and
- agriculture.

Note that this ranking of non-metro sectors by size of employment differs from the ranking of non-metro sectors by size of GDP. The RDI Factsheet “GDP by sector in non-metro” ranks wholesale and retail trade at the top and forestry, mining and oil and gas in 3rd place. This difference in ranking is due to: a) the methodology used to assign GDP to non-metro areas; and b) the differences in GDP per worker in the different sectors.

Both rankings (whether by employment or by GDP) shows non-metro manufacturing to be a larger sector than non-metro agriculture.

Interestingly, metro and non-metro areas in Manitoba are equally intensive in manufacturing employment – manufacturing is 10% of total employment in both metro and non-metro areas.

Figure 1. Number employed by industry sector in non-metro areas, Manitoba, 2013



Source: Statistics Canada, Labour Force Survey, CANSIM Tables 0260011 and 262-0111.

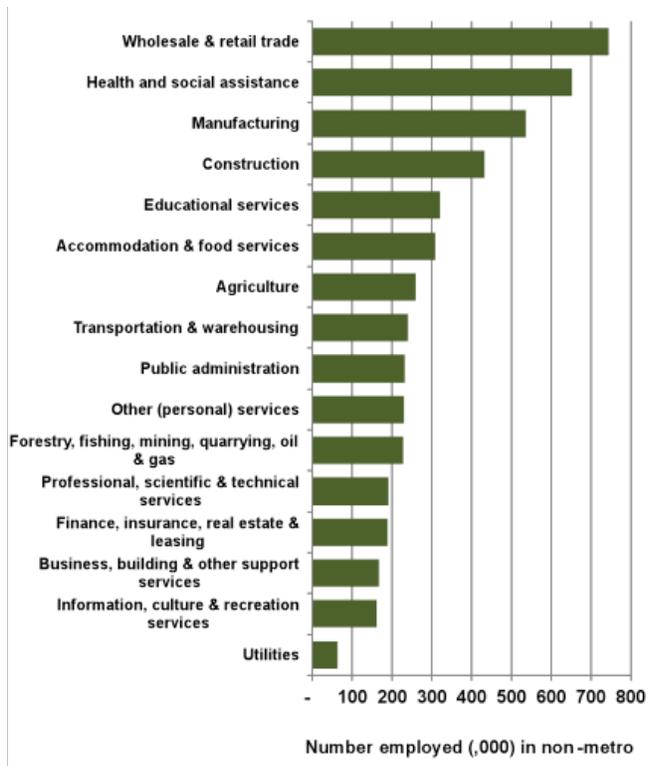
1. In this Factsheet, data are shown for 2 geographic regions: metro (i.e. the Census Metropolitan Area (CMA) of Winnipeg) and non-metro (i.e. outside the Winnipeg CMA). RDI factsheet “Rural Population Size and Change” provides a list of the municipalities around Winnipeg that are delineated as part of the Winnipeg CMA.

Table 1.

Number employed by industry sector, metro and non-metro regions, Manitoba, 2013							
Industry sector (sorted by number employed in non-metro areas)	Number employed (,000)			Percent distribution			Non-metro as percent of total
	Total	Metro	Non-metro	Total	Metro	Non-metro	
Goods-producing sectors (subtotal)	148	79	69	23	19	32	47
Manufacturing	63	42	21	10	10	10	34
Agriculture	24	4	21	4	1	10	85
Construction	45	27	18	7	7	8	39
Forestry, fishing, mining, quarrying, oil & gas	7	1	6	1	0	3	84
Utilities	8	5	3	1	1	1	38
Services-producing sectors (subtotal)	485	340	145	77	81	68	30
Health and social assistance	94	60	34	15	14	16	36
Wholesale & retail trade	92	62	30	14	15	14	32
Educational services	49	34	15	8	8	7	31
Accommodation & food services	41	30	12	7	7	6	29
Transportation & warehousing	37	26	12	6	6	5	31
Public administration	37	26	11	6	6	5	30
Other (personal) services	29	20	9	5	5	4	32
Finance, insurance, real estate & leasing	34	26	8	5	6	4	23
Professional, scientific & technical services	28	23	5	4	5	3	19
Information, culture & recreation services	25	20	5	4	5	2	19
Business, building & other support services	19	15	5	3	4	2	24
All sectors	634	419	215	100	100	100	34

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 2. Number employed by industry sector in non-metro areas, Canada, 2013



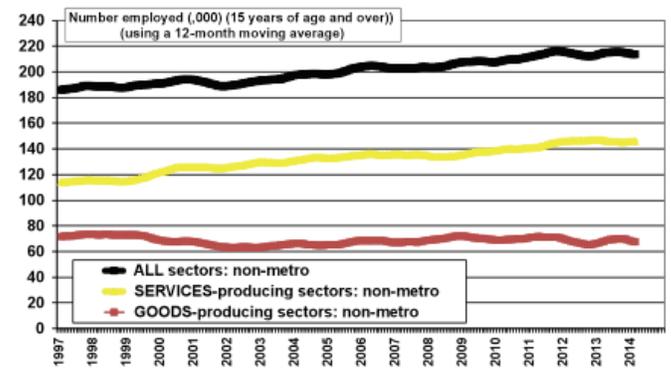
Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026 -0011 and 282-0111.

TRENDS IN EACH SECTOR

We now to turn to the employment trajectory of each sector in non-metro Manitoba.

Overall, employment in non-metro Manitoba has been growing (Figure 3). The growth has been about 25,000 jobs since the beginning of the 2000s.

Figure 3. Employment trends in non-metro Manitoba: growth in services – no growth in goods



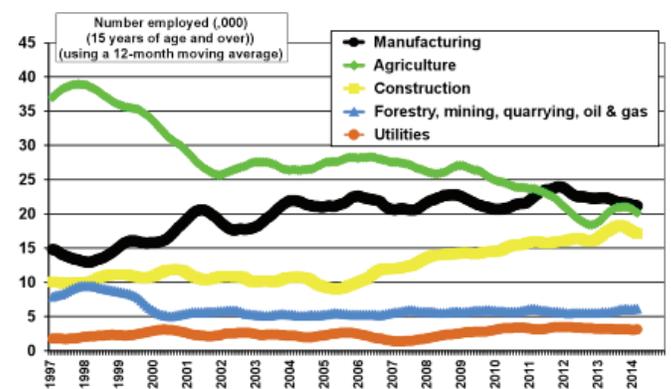
Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026 -0001 and 282-0111.

However, there is no overall growth trend in the goods-producing sectors in non-metro Manitoba (Figure 3). Employment in the goods-producing sectors has fluctuated about 5,000 jobs – in the range between 65,000 and 70,000 jobs.

Among the goods-producing sectors:

- agriculture has shown a general decline of about 15,000 workers since the start of the 2000s (Figure 4);
- non-metro employment in forestry, fishing, mining, quarrying and oil and gas extraction has varied between 5,000 and 6,000 workers since the beginning of the 2000s;
- employment in utilities has been about 3,000 in recent years;
- non-metro construction employment has grown about 8,000 jobs since 2005; and
- non-metro employment in manufacturing expanded up to the mid-2000s and has ranged between 20,000 and 24,000 workers since then.

Figure 4. Employment trends goods-producing sectors: non-metro Manitoba



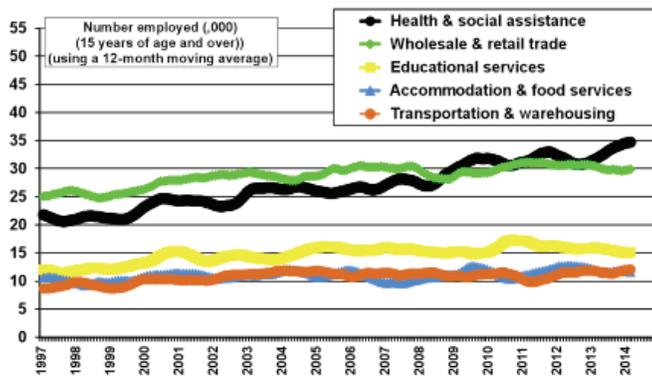
Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026 -0001 and 282-0111.

Thus, the somewhat flat (although variable) employment trajectory in the goods-producing sectors has been due to the increasing trend in manufacturing in the early-2000s and the growth in construction employment since the mid-2000s that has offset the declining employment in agriculture.

As shown in Figure 3, the overall growth of employment in non-metro Manitoba has not been due to growth in goods-producing sectors – thus, non-metro growth has been due to the growth in services-producing sectors.

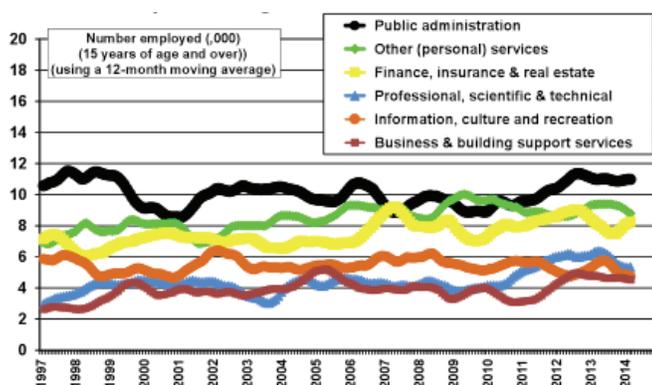
Non-metro employment in the service-producing sectors has grown about 30,000 since the beginning of the 2000s. Almost all service sectors show more non-metro employment in 2013 than at the beginning of the 2000s (See Figure 5 for the five largest services sectors and Figure 6 for the six smallest services sectors). The exception is the sector providing information, culture and recreation services which showed no growth from 2000 to 2013 (Figure 6).

Figure 5. Employment in the five largest services-producing sectors: non-metro Manitoba



Source: Statistics Canada, Labour Force Survey, CANSIM Tables 026 -0001 and 282-0111.

Figure 6. Employment in the six smallest services-producing sectors: non-metro Manitoba



Source: Statistics Canada, Labour Force Survey, CANSIM Tables 026 -0001 and 282-0111.

SUMMARY

Manitoba’s three largest non-metro sectors in terms of employment are also the same that rank in the top three at the Canada level. Note that in each case, manufacturing is the top ranking goods-producing sector.

Among the goods-producing sectors in Manitoba’s non-metro areas, manufacturing employment expanded up to the mid-2000s and construction employment has been growing since the mid-2000s. However, the decline in agricultural employment has been equivalent to the growth in these two sectors.

Most service-producing sectors have grown – with the largest growth being in the health and social assistance sectors.

FURTHER RESEARCH QUESTIONS

- What jobs are agriculture related?
- What are the income categories by family or region?



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