

MANITOBA IMMIGRATION FACT SHEET IT'S ALL ABOUT WORKFORCE STATISTICS IN MANITOBA

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WORKFORCE STATUS IN MANITOBA

Based on the workforce status report of Manitoba in December 2020, right after the peak of the COVID-19 pandemic, the unemployment rate in Manitoba was 8.3% whereas the employment rate was 59.7%. In December 2022, the unemployment rate dropped by 4.1% and the employment rate rose to 63.7%.

In November 2023, Statistics Canada released crucial insights into the immigrant workforce landscape in Manitoba, providing insights into the employment dynamics and self-employment sectors that significantly engage immigrants within the province. This comprehensive data release serves as a valuable resource for understanding the integral role of immigrants in Manitoba's labour market and provides a detailed overview of their involvement in various sectors of the economy.

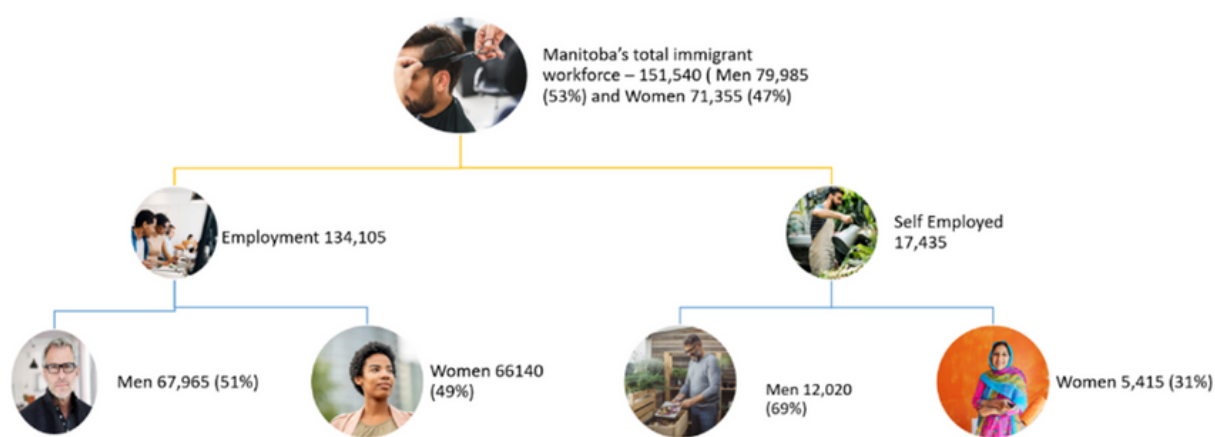
Table 1. Total workforce by gender (Source: Statistics Canada 2023)

	Total Workforce		
	Total	Male	Female
Canada	19,310,340	10,056,275	9,254,070
Manitoba	681,505	360,490	321,015
Westman	68,720	36,910	31,825
Brandon	29,090	15,165	13,920

NAICS Sectors of Employment by Immigrants in Manitoba (Statistics Canada 2023)

In 2023, the workforce landscape continued to exhibit distinct patterns of occupational distribution based on gender, reflecting the diverse career choices made by men and women. The industries in which individuals choose to pursue employment play an important role in shaping these demographics. Data analysis based on the North American Industry Classification System (NAICS) showed that certain sectors attracted a higher percentage of male workers, while others witnessed a predominant representation of female employees.

Manitoba's Immigrant Workforce



Source: Statistics Canada, 2023

Manitoba has a 76% (519,245) young workforce, with workers aged between 15 to 54 years old and 24% of the young workforce is held by immigrants (122,085 immigrant workforce).

Table 2. Immigrant Employment by Age and Gender in Manitoba

Age	Total Employed in Manitoba		Immigrant Employed		Non-immigrants and non-permanent residents who are employed	
	Male	Female	Male	Female	Male	Female
Age 15-24 years	44,540	40,950	7,650	7,385	30,975	29,170
Age 25-54 years	179,595	173,490	47,445	47,410	125,280	121,625
Age 55-64 years	43,280	42,990	10,540	9,400	32,680	33,555
Age 65 and above	11,470	9,445	2,330	1,945	9,135	7,500

Table 3. Immigrants Employed in Manitoba

Employment sectors with NAICS Code	%	Permanent position		Temporary position		Fixed term (1 year or more)		Casual, seasonal or short-term position (less than 1 year)	
		Male	Female	Male	Female	Male	Female	Male	Female
		11 Agriculture, forestry, fishing, and hunting	2%	1,650	635	220	145	65	20
21 Mining, quarrying, and oil and gas extraction	0%	210	40	50	0	15	0	30	0
22 Utilities	0%	400	205	60	15	15	0	40	15
23 Construction	4%	4,150	675	730	100	225	35	500	65
31-33 Manufacturing	16%	15,910	6,745	740	400	380	225	360	170
41 Wholesale trade	2%	2,060	880	145	95	55	50	90	45
44-45 Retail trade	11%	5,375	6,665	885	1,180	250	350	640	830
48-49 Transportation and warehousing	6%	6,680	1,590	545	225	215	75	330	145
51 Information and cultural industries	1%	895	610	50	55	20	15	30	40
52 Finance and insurance	4%	1,910	3,405	145	190	75	115	65	75
53 Real estate and rental and leasing	1%	590	480	50	60	20	30	30	30
54 Professional, scientific, and technical services	4%	2,410	2,055	270	290	105	110	170	185
55 Management of companies and enterprises	0%	85	80	10	0	0	0	10	0
56 Administrative and support, waste management and remediation services	5%	2,395	2,415	470	680	95	205	375	475
61 Educational services	8%	2,220	3,340	875	2,105	435	805	435	1,300
62 Health care and social assistance	20%	5,470	17,380	975	2,625	385	1,050	595	1,575
71 Arts, entertainment and recreation	1%	430	400	105	115	20	40	85	75
72 Accommodation and food services	6%	2,555	4,040	615	910	175	315	440	590
81 Other services (except public administration)	3%	2,145	1,805	230	280	95	120	135	160
91 Public administration	5%	2,425	2,370	820	850	305	330	515	525

Preferred Industries for Immigrants

- Healthcare: 20%
- Manufacturing: 16%
- Retail Trades: 11%

Gener-Specific Employment Trends**Immigrant Women:**

- Healthcare: 30%
- Retail Trade: 12%
- Manufacturing: 10%
- Educational Services: 10%

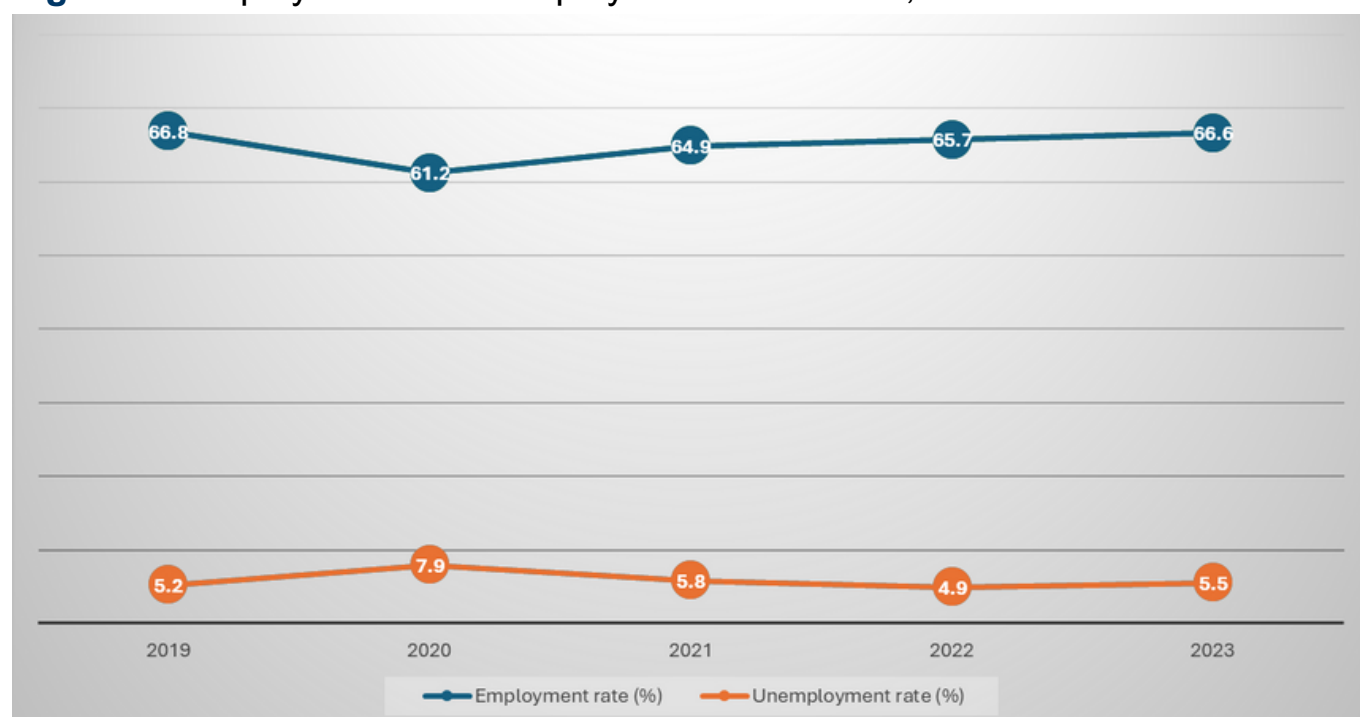
Immigrant Men:

- Manufacturing: 23%
- Transportation and Warehousing: 10%
- Retail Trades: 9%

BRANDON'S WORKFORCE

In Brandon, Manitoba, the employment rate stands at 66.6%, while the unemployment rate is 5.5%. The total workforce aged 15 to 64 years comprises 32,055 individuals.

Figure 1: Employment vs Unemployment in Brandon, Manitoba



(Source: World Population Review, 2024)

Table 4. Total Employed in Brandon

NAICS Codes and Sectors	%	Permanent position		Temporary position	
		Men	Women	Men	Women
11 Agriculture, forestry, fishing and hunting	1%	190	70	45	30
21 Mining, quarrying, and oil and gas extraction	1%	135	0	10	0
22 Utilities	1%	155	15	15	0
23 Construction	6%	1,135	145	170	25
31-33 Manufacturing	12%	1,990	800	135	60
41 Wholesale trade	3%	515	130	25	15
44-45 Retail trade	14%	1,550	1,545	165	240
48-49 Transportation and warehousing	4%	710	135	90	15
51 Information and cultural industries	2%	200	150	15	15
52 Finance and insurance	3%	155	445	20	40
53 Real estate and rental and leasing	1%	100	85	0	10
54 Professional, scientific and technical services	3%	275	305	45	65
55 Management of companies and enterprises	0%	10	15	0	0
56 Administrative and support, waste management and remediation services	3%	325	235	90	115
61 Educational services	10%	655	1,085	170	455
62 Health care and social assistance	18%	765	2,960	130	495
71 Arts, entertainment and recreation	1%	115	100	60	75
72 Accommodation and food services	7%	540	770	120	255
81 Other services (except public administration)	3%	440	295	45	40
91 Public administration	7%	970	570	165	85

Preferred Industries for Immigrants in Brandon, Manitoba

- Healthcare: 18%
- Retail Trade: 14%
- Manufacturing: 12%

Gender-Specific Employment Trends in Brandon, Manitoba

Immigrant Women:

- Healthcare: 29%
- Retail Trade: 15%
- Educational Services: 13%

Immigrant Men:

- Manufacturing: 17%
- Retail Trade: 14%
- Construction: 10%

Table 5. Immigrants Vs Non-Immigrant in the workforce by their qualification in Manitoba and Brandon

Qualifications	Immigrants		Non immigrants	
	Manitoba	Brandon	Manitoba	Brandon
No certificate, diploma or degree	13,165	765	53,820	2,030
High (secondary) school diploma or equivalency certificate	37,475	1,810	161,405	7,515
Apprenticeship or trades certificate or diploma	8,950	275	35,770	1,725
College, CEGEP or other non-university certificate or diploma	25,945	830	98,680	4,905
University certificate or diploma below bachelor level	6,630	190	12,675	400
Bachelor's degree or higher	62,695	2,040	114,270	4,520
	154,860	5,910	476,620	21,095

Table 5. Immigrants Employed in Brandon

NAICS Codes and Sectors	%	Full time		Full year (Part time)		Part year (Part-time)	
		Men	Women	Men	Women	Men	Women
11 Agriculture, forestry, fishing and hunting	1%	45	0	0	0	20	0
23 Construction	4%	70	0	0	0	130	0
31-33 Manufacturing	31%	855	435	0	0	290	180
41 Wholesale trade	1%	45	0	0	0	25	0
44-45 Retail trade	12%	170	140	20	45	120	200
48-49 Transportation and warehousing	4%	120	0	0	0	85	0
51 Information and cultural industries	1%	25	0	0	0	15	0
52 Finance and insurance	2%	25	60	0	20	0	0
54 Professional, scientific and technical services	2%	50	30	0	0	20	30
56 Administrative and support, waste management and remediation services	4%	25	50	0	25	45	75
61 Educational services	5%	60	100	0	0	40	100
62 Health care and social assistance	19%	245	365	0	70	90	310
71 Arts, entertainment and recreation	1%	0	0	0	0	15	20
72 Accommodation and food services	8%	35	110	0	20	115	190
81 Other services (except public administration)	2%	50	20	0	0	20	35
91 Public administration	3%	65	30	0	0	20	35

Among the immigrant workforce in Manitoba, 45% hold either a university degree or certificate, while in Brandon, this figure stands at 38%. This percentage is comparatively lower among non-immigrants, with 27% in Manitoba and 23% in Brandon.