



Labour Market Bulletin

Manitoba

September 2021



This Labour Market Bulletin provides an analysis of Labour Force Survey results for the province of Manitoba, including the regions of Winnipeg, Northern Manitoba and Southern Manitoba.

OVERVIEW

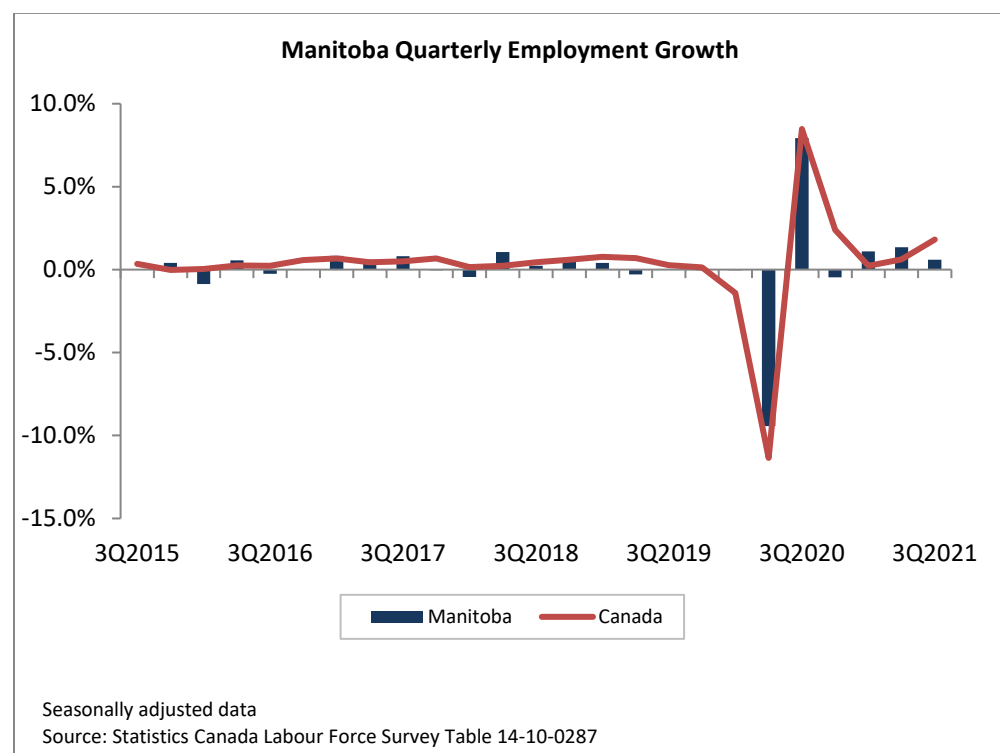
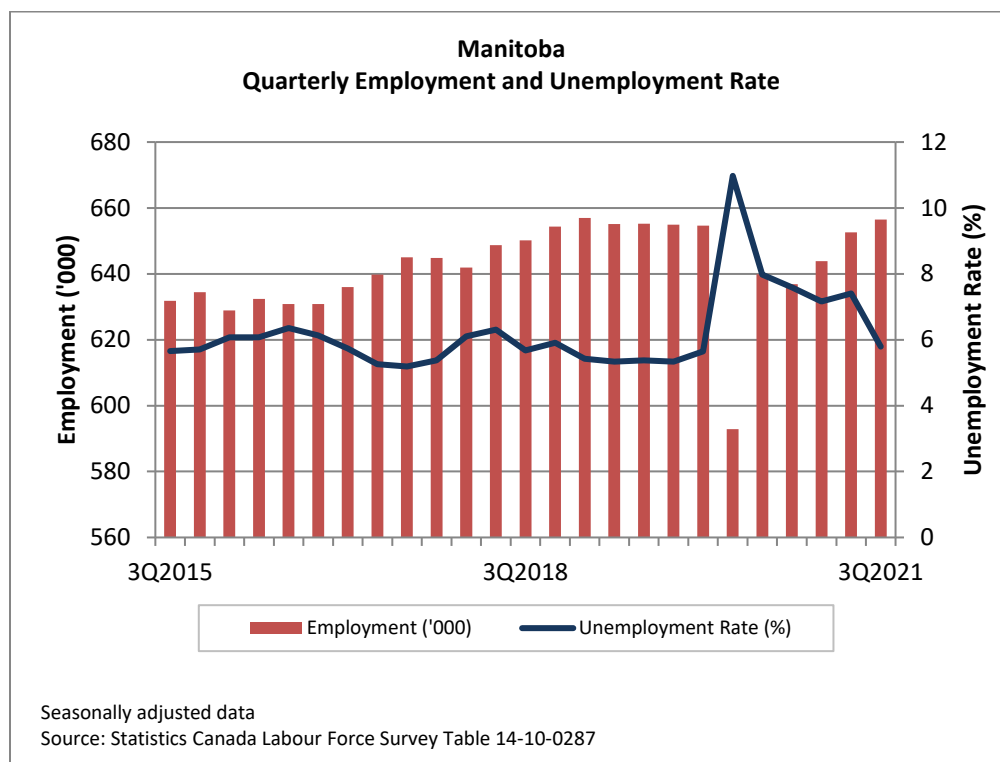
The Government of Manitoba continued to lift restrictions throughout the third quarter of 2021 as it implemented its “4-3-2-One Great Summer” reopening plan. This phased approach led to a 6.0% increase in employment for this period — up 3,900 to 656,500. The majority of job gains were full-time positions (+3,700) while part-time employment also increased (+300). All of Manitoba’s third quarter employment gains were in the private sector (+5,733). Meanwhile, there were 600 fewer people employed in the public sector and 1,167 less self-employed workers.¹

Manitoba Quarterly Labour Force Statistics

| Seasonally adjusted data | 3rd Quarter 2021 | 2nd Quarter 2021 | 3rd Quarter 2020 | Quarterly Variation | | Yearly Variation | |
|-------------------------------|---------------------|---------------------|---------------------|---------------------|-------|------------------|-------|
| | | | | Number | % | Number | % |
| Population 15 + ('000) | 1,052.0 | 1,050.6 | 1,048.1 | 1.4 | 0.1 | 3.9 | 0.4 |
| Labour Force ('000) | 697.0 | 704.8 | 695.4 | -7.8 | -1.1 | 1.6 | 0.2 |
| Employment ('000) | 656.5 | 652.6 | 639.9 | 3.9 | 0.6 | 16.6 | 2.6 |
| Full-Time ('000) | 533.2 | 529.5 | 511.0 | 3.7 | 0.7 | 22.2 | 4.3 |
| Part-Time ('000) | 123.4 | 123.1 | 128.9 | 0.3 | 0.2 | -5.5 | -4.3 |
| Unemployment ('000) | 40.4 | 52.2 | 55.5 | -11.8 | -22.6 | -15.1 | -27.2 |
| Unemployment Rate (%) | 5.8 | 7.4 | 8.0 | -1.6 | - | -2.2 | - |
| Participation Rate (%) | 66.3 | 67.1 | 66.3 | -0.8 | - | 0.0 | - |
| Employment Rate (%) | 62.4 | 62.1 | 61.1 | 0.3 | - | 1.3 | - |

Note: Totals may not add due to rounding

Source: Statistics Canada Labour Force Survey – Table 14-10-0287, formerly CANSIM 282-0087



While the third and final phase of Manitoba's reopening plan was set to begin after Labour Day, the fourth wave of the pandemic pushed the Province to modify its reopening strategy. In early September, mask use in indoor public places became mandatory again with proof of vaccination required in certain places including restaurants,

sporting events, casinos and fitness centres. The vaccine passport program was expected to allow businesses to remain open and limit further public health restrictions.²

The Government of Manitoba later upgraded their provincial response to Restricted as of October 5 with new health orders primarily targeting unvaccinated Manitobans. While vaccination rates are increasing in the province, case counts are rising. Additional restrictions were imposed in the Southern Health-Santé Sud health district, reducing permitted retail store and mall capacity to 50%.³ In October, Southern Health had more COVID-19 cases per capita than any other health region in the province in addition to the lowest vaccine uptake.⁴

Manitoba Quarterly Unemployment Rates, by Gender and Age

| Seasonally adjusted data | 3rd Quarter 2021 (%) | 2nd Quarter 2021 (%) | 3rd Quarter 2020 (%) | Quarterly Variation (% points) | Yearly Variation (% points) |
|---------------------------|-------------------------|-------------------------|-------------------------|-----------------------------------|--------------------------------|
| Total | 5.8 | 7.4 | 8.0 | -1.6 | -2.2 |
| 25 years and over | 5.3 | 6.2 | 6.4 | -0.9 | -1.1 |
| Men - 25 years and over | 5.4 | 5.6 | 6.6 | -0.2 | -1.2 |
| Women - 25 years and over | 5.2 | 6.9 | 6.3 | -1.7 | -1.1 |
| 15 to 24 years | 8.4 | 13.7 | 16.1 | -5.3 | -7.7 |
| Men - 15 to 24 years | 10.0 | 13.9 | 18.6 | -3.9 | -8.6 |
| Women - 15 to 24 years | 6.7 | 13.6 | 13.3 | -6.9 | -6.6 |

Note: Totals may not add due to rounding

Source: Statistics Canada Labour Force Survey – Table 14-10-0287, formerly CANSIM 282-0087

Manitoba's unemployment rate decreased significantly in the third quarter of 2021, down 1.6 percentage points to 5.8%, and remains below the national average (7.1%). According to the Conference Board of Canada, Manitoba's unemployment rate was not expected to return to pre-pandemic levels until after 2025, however, this quarter's unemployment rate is almost at par with the first quarter of 2020 (5.7%).⁵

The unemployment rate for young women in Manitoba decreased significantly in the third quarter of 2021, down 6.9 percentage points to 6.7%. Young women also saw a substantial drop in their unemployment rate on an annual basis (-6.6 percentage points). While the unemployment rate for young men remains the highest among all demographic groups (10.0%), this rate has been trending down (-8.6 percentage points year-over-year).

Youth were disproportionately impacted by public health measures meant to limit the spread of COVID-19. Measures restricting business activities for retail trade and accommodation and food services had a direct impact on jobs often held by youth. In turn, youth employment growth and stability will continue to be linked to re-opening strategies and a return to pre-pandemic consumer spending.

EMPLOYMENT BY INDUSTRY

Employment growth in Manitoba's **services-producing** sector (+6,000) outpaced losses in the **goods-producing** sector (-2,100) in the third quarter of 2021. Growth in the services-producing sector was led by employment gains in **accommodation and food services** (+8,100) and **information culture and recreation** (+2,500). Meanwhile, employment losses in **manufacturing** (-1,000) and **construction** (-700) contributed to quarterly job losses in the goods-producing sector.

Manitoba Quarterly Labour Force Statistics, by Industry

| Seasonally adjusted data ('000) | 3rd Quarter 2021 | 2nd Quarter 2021 | 3rd Quarter 2020 | Quarterly Variation | | Yearly Variation | |
|---|------------------------|------------------------|------------------------|---------------------|------|------------------|-------|
| | | | | Number | % | Number | % |
| Total employed, all industries | 656.5 | 652.6 | 639.9 | 3.9 | 0.6 | 16.6 | 2.6 |
| Goods-producing sector | 145.3 | 147.4 | 140.6 | -2.1 | -1.4 | 4.7 | 3.3 |
| Agriculture | 23.8 | 24.1 | 24.5 | -0.3 | -1.2 | -0.7 | -2.9 |
| Forestry, fishing, mining, quarrying, oil and gas | 3.8 | 3.8 | 4.7 | 0.0 | 0.0 | -0.9 | -19.1 |
| Utilities | 4.8 | 4.9 | 5.3 | -0.1 | -2.0 | -0.5 | -9.4 |
| Construction | 49.1 | 49.8 | 47.1 | -0.7 | -1.4 | 2.0 | 4.2 |
| Manufacturing | 63.8 | 64.8 | 59.1 | -1.0 | -1.5 | 4.7 | 8.0 |
| Services-producing sector | 511.2 | 505.2 | 499.3 | 6.0 | 1.2 | 11.9 | 2.4 |
| Trade | 92.4 | 96.7 | 89.1 | -4.3 | -4.4 | 3.3 | 3.7 |
| Transportation and warehousing | 41.9 | 40.0 | 38.7 | 1.9 | 4.8 | 3.2 | 8.3 |
| Finance, insurance, real estate and leasing | 35.9 | 35.4 | 34.3 | 0.5 | 1.4 | 1.6 | 4.7 |
| Professional, scientific and technical services | 32.7 | 32.7 | 32.4 | 0.0 | 0.0 | 0.3 | 0.9 |
| Business, building and other support services | 21.5 | 21.7 | 21.5 | -0.2 | -0.9 | 0.0 | 0.0 |
| Educational services | 56.1 | 59.1 | 56.7 | -3.0 | -5.1 | -0.6 | -1.1 |
| Health care and social assistance | 105.1 | 105.2 | 101.4 | -0.1 | -0.1 | 3.7 | 3.6 |
| Information, culture and recreation | 21.7 | 19.2 | 21.1 | 2.5 | 13.0 | 0.6 | 2.8 |
| Accommodation and food services | 38.9 | 30.8 | 38.0 | 8.1 | 26.3 | 0.9 | 2.4 |
| Other services | 27.0 | 27.3 | 30.5 | -0.3 | -1.1 | -3.5 | -11.5 |
| Public administration | 38.1 | 37.0 | 35.6 | 1.1 | 3.0 | 2.5 | 7.0 |

Note: Totals may not add due to rounding

Source: Statistics Canada Labour Force Survey – Table 14-10-0355, formerly CANSIM 282-0088

While **manufacturing** industry employment declined 1.5% on a quarterly basis, employment in this industry is up 8.0% on an annual basis. The manufacturing industry is a significant contributor to Manitoba's economy, representing almost 10% of all employment in the province and generating approximately 10% of the provincial GDP.⁶

Government initiatives in combination with private sector investments are expected to bolster employment in this industry in the near term. For instance, the Government of Manitoba is providing \$1.9 million through the Industry Expansion Program towards a two-year skills training agreement with Maple Leaf Foods Inc.⁷ This will create approximately 350 jobs at the company's newly expanded prepared meats plant in Winnipeg.⁸ In addition, the federal government is spending a total of almost \$4.2 million towards four manufacturing projects in

Manitoba.⁹ Diemo Machine Works Inc., Keystone Granite Inc., Manitoba Institute of Trades and Technology, and Micro Traffic Inc. will each receive federal funding to stimulate manufacturing production capacity in Manitoba, train a total of 85 additional personnel, and create 46 jobs.¹⁰

Quarterly employment growth in Manitoba's services-producing sector was supported by an easing of government travel restrictions. The Canada-United States border reopened in early August, allowing fully vaccinated travellers to enter Canada without quarantine requirements. All other foreign nationals were later allowed to enter under these same conditions as of early September.

As visitors start to return to Manitoba, supports have been put in place to maximize opportunities for business success in service industries. Travel Manitoba is promoting Indigenous tourism through the creation of the Manitoba Indigenous Tourism Association and an updated Manitoba Indigenous Tourism Strategy.¹¹ The new strategy includes a focus on attracting more international travellers in order to help the industry recover from the effects of the pandemic.¹² Meanwhile, the Manitoba Chambers of Commerce has proceeded to Phase 2 of the Tourism Rebate Incentive Program to provide rebates to Manitobans staying at hotels within the province. Over 11,250 residents made use of the program in the first phase.¹³

In an effort to maximize customer volume for the food and beverage industry, the City of Winnipeg has extended the winter temporary patio program to the end of March 2022, allowing eligible businesses to increase customer capacity in accordance with public health orders.¹⁴ An increase in business activity is one important component to economic recovery for Manitoba's **accommodation and food services** industry; however, a labor shortage could impede employment growth for this industry. According to a recent survey by Restaurants Canada, 80% of food-service operators are having difficulty finding kitchen staff and 67% are struggling with trying to fill serving, bartending and hosting positions. In Manitoba, the accommodation and food services industry labor force has declined almost 10% since the pandemic began. With fewer Manitobans looking for work in this industry, businesses will undoubtedly be competing for qualified workers. While employment in accommodation and food services is trending up, increasing 26.3% in the third quarter of 2021, a return to pre-pandemic employment numbers will not be possible until more workers return to this industry's labor force.

In contrast, while employment in Manitoba's **professional, scientific and technical services** industry has remained unchanged for the third quarter of 2021, however, this industry's labor force has been trending up. Technology has become critical in supporting day-to-day business operations during the pandemic. A widespread switch to telework and hybrid work models has increased the need for ongoing tech support. According to real estate services company CBRE Group, employment in Winnipeg's technology industry has increased by 37% over the past five years, with several companies now looking for a local presence.¹⁵ For instance, Vancouver-based tech company, Traction on Demand, is opening a regional office in Winnipeg, resulting in 100 new local jobs by 2022.¹⁶ Similarly, Calgary-based financial tech company, Neo Financial, has chosen Winnipeg as the location for a second headquarters, bringing approximately 300 new tech jobs to the city.¹⁷

REGIONAL ANALYSIS

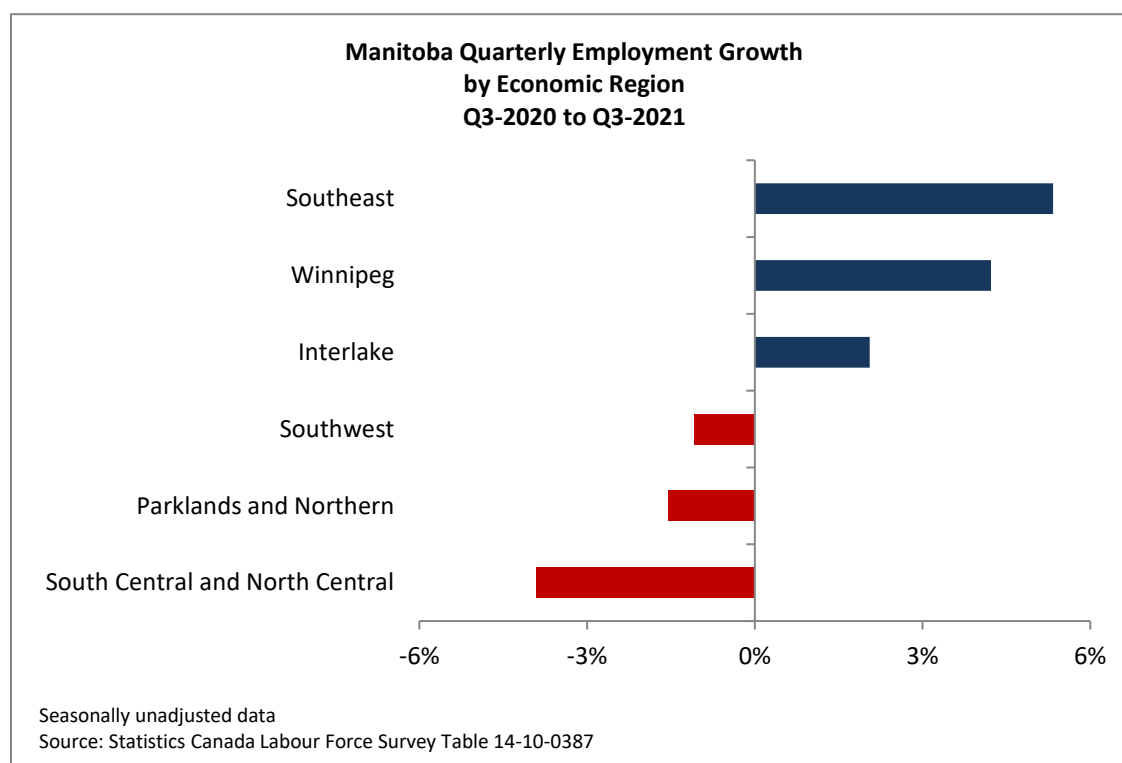
Year-over-year, employment fell in three of Manitoba's six economic regions during the third quarter of 2021 with **South Central and North Central** (-3.9%) posting the largest percentage decline. However, employment growth in the **Winnipeg** region more than made up for these losses with 16,700 total job gains for this period. The **Southwest** region had the most notable annual drop in its unemployment rate, decreasing by 3.7 percentage points to 4.0% — the lowest unemployment rate of any region in Manitoba.

Manitoba Quarterly Labour Force Statistics, by Economic Region

| Seasonally unadjusted data | Employment | | | Unemployment Rate | | |
|---------------------------------|-------------------------|-------------------------|----------------------|----------------------|----------------------|-----------------------------|
| | 3rd Quarter 2021 ('000) | 3rd Quarter 2020 ('000) | Yearly Variation (%) | 3rd Quarter 2021 (%) | 3rd Quarter 2020 (%) | Yearly Variation (% points) |
| Manitoba | 661.0 | 643.3 | 2.8 | 6.4 | 8.5 | -2.1 |
| Economic Regions | | | | | | |
| Southeast | 63.2 | 60.0 | 5.3 | 4.5 | 5.7 | -1.2 |
| South Central and North Central | 54.1 | 56.3 | -3.9 | 7.4 | 4.1 | 3.3 |
| Southwest | 54.9 | 55.5 | -1.1 | 4.0 | 7.7 | -3.7 |
| Winnipeg | 412.0 | 395.3 | 4.2 | 7.0 | 10.3 | -3.3 |
| Interlake | 44.7 | 43.8 | 2.1 | 4.9 | 4.8 | 0.1 |
| Parklands and Northern | 32.0 | 32.5 | -1.5 | 6.1 | 5.2 | 0.9 |

Note: Totals may not add due to rounding

Source: Statistics Canada Labour Force Survey – Table 14-10-0387, formerly CANSIM 282-0122



Employment in **Winnipeg** increased 4.2% year-over-year, while the unemployment rate dropped 3.3 percentage points to 7.0%. Employment in this region has now surpassed pre-pandemic levels (up 3.2% from the first quarter of 2020). Meanwhile, a widespread switch to working remotely or a hybrid work-place model has negatively impacted business traffic in downtown Winnipeg. In fact, Winnipeg's office vacancy rate remained high (14.6%) throughout the third quarter of 2021.¹⁸ Indeed, the sustained absence of downtown office workers has had negative impacts on the vitality of businesses located in Winnipeg's downtown core. During the period of January 2020 to October 2021, approximately 68 businesses closed in downtown Winnipeg, with only 44 opening in the same period.¹⁹ In an effort to encourage more traffic and activity, Downtown Winnipeg BIZ opened a new temporary outdoor workspace to attract those working remotely to the downtown area.²⁰

Interlake

Employment in the Interlake region increased 3,600 (+2.1%) year-over-year, with employment in health care and social assistance increasing 0.7% over the same period. The health care and social assistance industry represents the greatest proportion of jobs of any industry in the Interlake region; however, there is also a chronic shortage of healthcare professionals in the region. For instance, paramedics in the Interlake-Eastern health region are consistently understaffed by 20-30% and doctor vacancy rates have been as high as 37% in recent years.^{21,22} Nine new family doctors were recently hired in the Interlake-Eastern health region including four graduates from the University of Manitoba's one-year medical licensure program for international students. These doctors have made a four-year commitment to working in rural and underserved areas of Manitoba. Physician retention and recruitment is an ongoing challenge for rural communities throughout Manitoba and is an ongoing priority for Shared Health, which is the provincial health services division that supports centralized administrative and business functions for Manitoba health organizations.²³

Parklands and North

Employment is down 1.5% year-over-year in the Parklands and North economic region with the unemployment rate up 0.9 percentage points to 6.1%. Many parts of this economic region were significantly impacted by wildfire activity this summer with the majority of this year's over 440 wildfires located in the northern region of the province. Several First Nation communities were evacuated from their homes in July due to smoke, power outages, and proximity to wildfires. Evacuees from Red Sucker Lake First Nation returned home in late July while Bloodvein, Berens River First Nation, Tataskewiyak Cree Nation, and Nisichawayasihk Cree Nation, remained evacuated until mid-August. Wildfires near Little Grand Rapids and Pauingassi First Nations damaged 89 hydro poles and 35 Manitoba Hydro structures. Evacuees from these two communities were not able to return home until power was restored to this region in early October.²⁴

Note: In preparing this document, the authors have taken care to provide clients with labour market information that is timely and accurate at the time of publication. Since labour market conditions are dynamic, some of the information presented here may have changed since this document was published. Users are encouraged to also refer to other sources for additional information on the local economy and labour market. Information contained in this document does not necessarily reflect official policies of Employment and Social Development Canada.

Prepared by: Labour Market Information (LMI) Directorate, Service Canada, Manitoba

For further information, please contact the LMI team at: http://www.esdc.gc.ca/cqi-bin/contact/edsc-esdc/eng/contact_us.aspx?section=lmi

For information on the Labour Force Survey, please visit the Statistics Canada Web site at: www.statcan.gc.ca

© Her Majesty the Queen in Right of Canada as represented by Employment and Social Development Canada, 2021, all rights reserved

¹ Statistics Canada. Table 14-10-0288-01 (formerly CANSIM 282-0089) Employment by class of worker, monthly, seasonally adjusted and unadjusted, last 5 months (x1,000). Accessed October 8, 2021:

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410028801>

² Government of Manitoba (August 27, 2021). Manitoba expands vaccine passports for fully immunized individuals as of Sept. 3. Retrieved from:

<https://news.gov.mb.ca/news/index.html?item=52278&posted=2021-08-27>

³ Government of Manitoba. Pandemic Response System. Accessed on October 8, 2021:

<https://manitoba.ca/covid19/prs/index.html#sector>

⁴ Global News (October 5, 2021). Frustrations abound in southern Manitoba as new COVID-19 restrictions to begin. Retrieved from:

<https://globalnews.ca/news/8241479/southern-manitoba-covid-19-restrictions/>

⁵ Conference Board of Canada (March 18, 2021). Its diversified economy will help Manitoba cope: Manitoba's two-year outlook. Retrieved from:

<https://www.conferenceboard.ca/e-library/abstract.aspx?did=11086>

⁶ Statistics Canada. Table: 36-10-0402-01 (formerly CANSIM 379-0030) Gross domestic product (GDP) at basic prices, by industry, provinces and territories (x 1,000,000) Frequency: Annual. Accessed on October 8, 2021:

<https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3610040201>

⁷ Government of Manitoba (October 5, 2021). Province invests \$1.9 million in industry expansion program to support approximately 350 positions at maple leaf Foods. Retrieved from:

[https://news.gov.mb.ca/news/index.html?item=52576#:~:text=The%20Manitoba%20government%20is%20investing%20a,pproximately%20\\$241.9%20million,and%20Rural%20Development%20Minister%20Ralph%20Eichler%20announced%20today.](https://news.gov.mb.ca/news/index.html?item=52576#:~:text=The%20Manitoba%20government%20is%20investing%20a,pproximately%20$241.9%20million,and%20Rural%20Development%20Minister%20Ralph%20Eichler%20announced%20today.)

⁸ Ibid.

⁹ Canadian Manufacturing (August 4, 2021). Feds commit \$4M towards four manufacturing projects in Manitoba. Retrieved from:

<https://www.canadianmanufacturing.com/manufacturing/feds-commit-4m-towards-four-manufacturing-projects-in-manitoba-271943/>

¹⁰ Ibid.

¹¹ Global News (September 23, 2021). Travel Manitoba to advance Indigenous tourism with new association. Retrieved from:

<https://globalnews.ca/news/8215391/travel-manitoba-new-indigenous-association/>

¹² CTV News (September 24, 2021). Group aims to promote Indigenous tourism in Manitoba. Retrieved from:

<https://winnipeg.ctvnews.ca/group-aims-to-promote-indigenous-tourism-in-manitoba-1.5598232>

¹³ Pembina Valley Online (September 6, 2021). Tourism incentive program appealing to Manitobans. Retrieved from:

<https://pembinavalleyonline.com/local/tourism-incentive-program-appealing-to-manitobans>

¹⁴ Global News (October 1, 2021). Winter patios a go for Winnipeg restaurants: Bowman. Retrieved from:

<https://globalnews.ca/news/8236140/winter-patios-winnipeg-restaurants/>

¹⁵ CBRE Group (July 14, 2021). Scoring Tech Talent 2021. Retrieved from:

<https://www.cbre.com/insights/reports/scoring-tech-talent-in-north-america-2021#introduction>

¹⁶ Winnipeg Sun (September 28, 2021). New tech firm set to open shop in Winnipeg. Retrieved from:

<https://winnipegsun.com/news/news-news/new-tech-firm-set-to-open-shop-in-winnipeg>

¹⁷ Winnipeg Sun (August 17, 2021). Neo Financial's 'second HQ' creating 300 jobs in Winnipeg. Retrieved from:

<https://winnipegsun.com/news/news-news/neo-financials-second-hq-creating-300-jobs-in-winnipeg>

¹⁸ CBRE Group (September 22, 2021). Canada Office and Industrial Quarter Stats Q3 2021. Retrieved from:

<https://www.cbre.ca/en/research-and-reports/Canada-Office-and-Industrial-Quarter-Stats-Q3-2021>

¹⁹ CBC News (October 8, 2021). Downtown Newbies: Why some entrepreneurs are investing in Winnipeg's core post pandemic. Retrieved from:

<https://www.cbc.ca/news/canada/manitoba/downtown-winnipeg-investing-business-hub-manitoba-1.6203746>

²⁰ CTV News (September 9, 2021). Outdoor workspace looks to bring people back downtown. Retrieved from:

<https://winnipeg.ctvnews.ca/outside-workspace-looks-to-bring-people-back-downtown-1.5578515>

²¹ The Graphic Leader (August 29, 2021). Rural paramedics facing critical staff shortage, says union. Retrieved from:

<https://www.thegraphicleader.com/news/local-news/rural-paramedics-facing-critical-staff-shortage-says-union>

²² CBC News (September 3, 2020). 9 new family doctors hired for rural Manitoba communities. Retrieved from:

<https://www.cbc.ca/news/canada/manitoba/new-family-doctors-manitoba-interlake-1.6163910>

²³ Shared health Soins communs Manitoba. Accessed October 12, 2021:

<https://sharedhealthmb.ca>

²⁴ CBC News (October 2, 2021). Power restored to Little Grand Rapids, Pauingassi First Nation, allowing hundreds to return home. Retrieved from:

<https://www.cbc.ca/news/canada/manitoba/little-grand-rapids-manitoba-wildfire-evacuees-power-outage-1.6197794>