

# PORTAGE LA PRAIRIE

---

## *Phase III Labour Needs Assessment 2011*

A Report from Central Plains Inc.

*Sponsored by:*

*Portage Community Revitalization Corp., City of Portage la Prairie,  
Rural Municipality of Portage la Prairie, Province of Manitoba and  
Central Plains Inc.*

Authors:

Wayne Kelly

Betty Kelly

## Table of Contents

<b>ACKNOWLEDGEMENTS</b> .....	<b>3</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>4</b>
<b>SUMMARY RECOMMENDATIONS</b> .....	<b>6</b>
<b>1) COMMUNITY DEVELOPMENT</b> .....	<b>6</b>
<b>2) ACTIVE LABOUR RECRUITMENT</b> .....	<b>7</b>
<b>3) SKILLS TRAINING</b> .....	<b>7</b>
<b>4) YOUTH</b> .....	<b>8</b>
<b>5) SHARED IMMIGRATION AND SETTLEMENT STRATEGY</b> .....	<b>8</b>
<b>6) ABORIGINAL ENGAGEMENT</b> .....	<b>9</b>
<b>7) SENIOR WORKFORCE</b> .....	<b>10</b>
<b>8) OTHER RECOMMENDATIONS</b> .....	<b>10</b>
<b>KEY OBSERVATIONS COMPILED</b> .....	<b>11</b>
<b>REGIONAL PROFILE</b> .....	<b>14</b>
<b>BUSINESS PROFILE</b> .....	<b>19</b>
<b>2011 LABOUR STUDY</b> .....	<b>24</b>
<b>SKILL LEVEL A</b> .....	<b>28</b>
<b>SKILL LEVEL B</b> .....	<b>31</b>
<b>SKILL LEVEL C</b> .....	<b>34</b>
<b>SKILL LEVEL D</b> .....	<b>37</b>
<b>LABOUR TURNOVER AND GROWTH</b> .....	<b>40</b>
<b>REGIONAL YOUTH PROFILE</b> .....	<b>43</b>
<b>REGIONAL RETIREMENT PROFILE</b> .....	<b>46</b>
<b>REGIONAL ABORIGINAL PROFILE</b> .....	<b>49</b>
<b>ADDITIONAL OBSERVATIONS</b> .....	<b>51</b>
<b>METHODS</b> .....	<b>55</b>
<b>GLOSSARY</b> .....	<b>56</b>
<b>REFERENCES</b> .....	<b>58</b>
<b>ENDNOTES</b> .....	<b>59</b>

### *Acknowledgements*

A special thank you goes out to the groups and organizations that recognized the importance of updating the labour profile of the City and Rural Municipality of Portage la Prairie. Thank you to the many business owners, staff and individuals who took time to complete the survey and share their information with this project.

Acknowledgements need to be made to those who funded the study: The City and RM of Portage la Prairie, the Portage Community Revitalization Corporation, Manitoba Healthy Living-Youth and Seniors, and Central Plains Inc. Thank you as well to Heather Page who handled the data collection process; contacting businesses, collecting surveys, and entering the data. It has truly been a collective effort. Thanks again to all involved.

## Executive Summary

Central Plains Inc. undertook a Labour Needs Assessment for Portage la Prairie and Area in the fall of 2011. Community organizations providing support for the project via funding contributions include:

- **City of Portage la Prairie**
- **Rural Municipality of Portage la Prairie**
- **Portage Community Revitalization Corporation**
- **Manitoba Healthy Living-Youth and Seniors**
- **Central Plains Inc.**

**The goal of the 2011 Labour Needs Assessment is to create updated and enhanced knowledge of the current and upcoming job market in the Portage la Prairie region.** Further, the report is to build on existing local, provincial and national data, and provide the local business community information regarding the changing work demands and employment opportunities in Portage la Prairie. The objective is to collect, analyze and disseminate specific information identifying the actual needs of the employer community in Portage la Prairie and the RM of Portage.

An employer survey was used to gather specific information about what is occurring locally. Fifty-nine participants completed detailed employer surveys from Portage and area between October 2011 and February 2012.

Employers in Portage la Prairie and the surrounding rural municipality have been part of a number of research studies/reports in the past 3 - 5 year, including:

<b>Portage and area research reports</b>	<b>Date</b>
Phase II Labour Needs Assessment Survey	March 2007
Social Planning Initiative Phase I Report	August 2009
Portage la Prairie Youth with Barriers 5-Year Community Employment Strategy	April 2011

The 2011 Labour Needs Analysis builds on these previous works. Taken collectively, the 2011 Labour Needs survey data, combined with these earlier reports, and Census and Statistics Canada reports provide a rich and comprehensive package of information regarding the economic, employment and social planning needs of Portage la Prairie and the Rural Municipality. The Portage la Prairie Labour Needs Assessment 2011 provides the summary analysis of this comprehensive package of information.

The real test of a quality piece of research and report writing is whether the report becomes a document that is used after the initial review. The authors of this report have attempted to provide readers a document that captures this wealth of information in an accessible, visually appealing and easy-to-read format. It can be read from front to back, but it is organized so that sections can be easily referenced as needed. We hope it is well used, and becomes tattered and dog-eared.

The Regional Profile describes the population and business demographics and highlights changes over time. Both 2011 Stats Canada Business data and Census 2006 data are referenced.

The 2011 Labour Study survey results follow, including detailed analysis of participant and employee profiles, and the specific Skill Level data. A section on Labour Turnover and Growth is also included at this point.

This is followed by sections that give a detailed and focused view of specific sectors, i.e. Youth, Retirement, and Aboriginal regional profiles. An Additional Observations section includes bites of key information that did not fit smoothly into any one topic. These sections integrate the survey results with the other research data available for the City and Rural Municipality.

Each section concludes with a list of Key Observations. As well, a detailed compilation of key observations from the full report is available on the pages immediately following this Executive Summary. The Methods section is also located near the back of the report providing an overview of project data collection information.

## *Major Findings*

### 1. **Duality of Regional Business Profile:**

- a. ***Portage region is service sector-based*** – service-based businesses represent 63% of all regional businesses, and 77% of businesses with more than 5 employees
- b. ***Portage region has high numbers of self-employment businesses*** – 49% of the businesses in the region are made up of self-employed businesses, of which 37% are in the Agriculture sector

**Participating businesses predominantly contained low skilled, low earning positions:** 45% of identified employment positions amongst participating businesses are comprised of positions that only require on the job training, and do not have formal education requirements (Skill Level D)

**Largest employment sector is facing retirement turnover:** 48% of the Health sector will be eligible for retirement within 5 years

**Business expansion will focus on low skill positions:** 47% of Projected expansion amongst participants focuses on Skill Level C jobs

## Summary Recommendations

The following recommendations have been formed in concert with important observations and findings that have been identified and documented in this study. A number of areas that require strategic focus have already been recognized, and to an extent, actions are being taken to address them.

Importantly, this study does not place direct assignments of ownership of the recommendations that are set out below. Its absence does not satisfy the completion of a plan for and implementation of recommendations identified in the report. However, it does provide for a basis for recognition of, and dedication of needed ownership from within community leadership organizations for implementation of the recommendations.

What follows are general recommendations. The reader is asked to consider their position in the community and formulate specific ways they can address the needs being faced. It is expected that the answers will require various groups and organizations working together to develop initiatives or programs to address them. There are many factors which will impact the employment situation of communities within the Portage la Prairie area in the coming years. Thus, there is no single “silver bullet” which will resolve all of the challenges of meeting changing demands for labour with employees who possess required skills and experience levels. This will require the community of Portage la Prairie to work together where singular or joint ownership and implementation is agreed upon.

### *1) Community Development*

There are a number of common attributes that measurably assist in attracting and retaining workers and we see these in place within our communities. Although some of these attractions are part of a much larger scope than what this report is mandated to address, an incomplete list is as follows:

- **A stable and growing job market**
- **Employment opportunities for youth where gaining experience can assist them to advance into work that requires increasingly advanced labour skills and responsibility (examples: basic job skills, other on the job training, apprenticeship programs)**
- **Availability of affordable housing**
- **Access to healthcare, daycare, sports facilities, entertainment, and other amenities that are within a reasonable distance**
- **Access to education, secondary, and post secondary**
- **A sense of pride within the community that is developed from all of the positive reasons for wanting to live in the area**

## ***2) Active Labour Recruitment***

There is a strong need to continue to actively retain and recruit workers to the community, especially in category “A” and “D” jobs. Regionally, workers in Skill Level “A” will experience a 27% retirement eligibility rate over the next five years. While the majority of these are from the health care sector, other sectors affected will include Education and Financial Services. This survey found that almost 50% or more of the workforce in manufacturing, retail, agriculture, accommodations and food services, administrative and support jobs is in category “D”, which is characterized by high turnover rates.

Suggestions that can make strides in attracting workers are as follows:

- **Active community branding and promotion of the advantages of living and working in Portage la Prairie is important in attracting population that will in turn, assist in developing a necessary increased and stable workforce. The community has attractive strengths that can be leveraged to draw residents to the community. A variety of tactics that can be used to carry this out are as follows:**
  - **Development of Key stakeholder initiatives that involve new or increased promotions at regional community colleges and high school assemblies, events, with a positive message of “staying in school”, as well as promoting the advantages of continuing to live and to work in the Portage la Prairie area**
  - **Employer sponsored periodic job fairs with the objective of matching future employees with employers**
  - **Supporting and working with the Federally sponsored “POWER” program that assists people over the age of 54 to develop or refresh essential job skills, and that assists in finding workers, employment in the community**
  - **Focused media advertizing in selected media that accesses the attention of targeted potential employees**
  - **Awareness campaign that is targeted at employers, of available programs, providing assistance in hiring and in providing job skills training**
  - **Specific groups can be identified and targeted, such as immigrants, Aboriginals, and seniors.**
  - **Active collaboration of government and enterprise campaigns that lead to immigration of workers. (See immigration strategy, below)**

## ***3) Skills Training***

Education is a key component to employment. Whether it be the more formal forms of education required in Skill Levels A, B, and C, or the on-the-job training of Skill Level D positions, all categories require some levels of being training in order to qualify for jobs in these categories.

- **Educators need continued support and encouragement for the development of curriculum/training content for acquiring the most essential of employee skills. Training content must address and be easier for students to participate in, as well as in finding jobs in the area.**
- **Continued community focus is needed for local post-secondary institutions such as Red River College, University Campus Manitoba, secondary educational institutions, high schools and other training providers.**
- **Training/education for “A” and “B” level jobs very often involve relocating of students away from the Portage la Prairie area. However, populations in these job categories are more stable. Different approaches are needed in attracting new and previous workers to the area that include attraction, retention, and expansion of businesses.**

- While all four job skill categories are important, particular consideration should be given to skill level “D”. This skill level is highest in demand, within the most transient category, and at present, typically filled by the youth age group that is the most vulnerable to migration away from the Portage la Prairie area.
- While “D” level jobs may need the least of skills and education, employers still require employees that have at least the basic employable skills. Success rates that are measured in employability, stability, and potential for further training by employers, increases when employees possess at least these basics job skills.

#### **4) Youth**

Difficulties that are associated with attracting and retaining youth in rural communities are well known, but are less understood. The perceived lack of local post-secondary educational opportunities, a desire to experience something different, exploring opportunities that are not present at home, and other factors call out to and draw away our youth.

A number of educational organizations in the community actively work towards providing opportunities for youth upgrading of job skills. For example, Red River College, and Portage Learning and Literacy Centre solicit input from employers, as well as existing and potential employees on worker training needs, and educational upgrading in the job market. Programs are designed and implemented with available funding to provide a number of specific skills upgrading courses. Other special programs that focus on youth (under 30) are offered by Federal government sponsored Community Futures Development Corporations to assist young entrepreneurs in planning for, developing of, and attaining business financing for their businesses. Career planning that takes place in high schools is a significant part of the focus of preparing students for directing and managing their future careers.

Specifically, exploration of best practices in youth retention needs to be conducted in parallel with the development of home-grown methods of retention.

- Early each spring, the City of Portage hosts a youth career symposium. While open to all, it is geared toward youth. Perhaps a more open event at another time of the year could be considered.
- The observations in this report show that the completion of Grade 12 has a significant role in creating more opportunities for employment. Supporting stay in school programs should be emphasized.
- Offering essential skills courses to raise young workers’ skills will also benefit this population segment.
- A continuing focus in partnership with Provincial and federally sponsored education and training programs.
- Inclusion of youth in community planning of strategies, by organizations in our community, should be actively supported.

#### **5) Shared Immigration and Settlement Strategy**

Portage la Prairie area’s rates of unemployment are low as compared to other parts of the country, and demands within the full time and seasonal labour markets continue to exceed available and qualified workers in specific industries. Using the successes of some of our local businesses, as well as in other parts of Manitoba, increased immigration is a viable



option of satisfying otherwise higher rates of unfilled jobs, and it should not be ruled out as a more active practice. The need is for increased numbers of laborers and reducing the high rate of turnover of category “D” positions. Immigration of workers and their families provides higher numbers and stable work force that is more willing to fill “D” level jobs. This is evidenced with the current 43% of immigrants in the area who work in the “D” level job category.

- **Any solution to a growing disparity between available worker positions and a capable and available workforce necessitates the inclusion of an integrated and shared immigration and settlement strategy. Championing for the development and implementation of such strategies can originate from a variety of stakeholders, but it requires not only the involvement and support of local government, but the participation of employers, local services, school system, residents and other stakeholders.**
- **The community should utilize and support Provincial and Federal immigration initiatives as much as possible, working these into a shared immigration strategy for the Portage la Prairie area.**
- **A recruitment/job identification program can be enhanced to more actively assist in identifying qualified candidates. It is recognized that workers locating in the Portage la Prairie area from out of area, places demands for services and infrastructure, as workers often bring families to settle in as well. However, it is also noted that the family unit assists in retaining a stable workforce, and a growing contributing population.**
- **Organizations such as the Portage Learning and Literacy Centre provide significant services and many positive successes involving immigration to, and settlement in the community. In addition to a number of businesses that have already recruited immigrants to fill seasonal and full year round jobs, other employers can benefit from the integration of immigrant workers in their businesses.**
- **While training of our youth and Aboriginal population is a key way of improving the status of these segments of our community and meeting the need for Skill Level “A” workers, the time required to achieve the level of training required to meet the need may be insufficient to have people in these groups prepared for the initial wave of job openings. With the realization that people in other countries may already have the qualifications to meet some of these needs, a focus on attracting immigrants to the area would also serve to address the situation. This practice already exists in recruiting medical health professionals, including physicians and nurses.**

## ***6) Aboriginal Engagement***

The most significant barrier to filling positions is low skill levels, although 50% of surveyed employers expressed a desire to target youth to fill current and upcoming job openings. The Aboriginal population has become one of the key segments that keep the region stable in its demographics, with a growing young population.

- **The community can benefit from increased contact and engagement with the Aboriginal segment of our population. Challenges that affect acquisitions of jobs by Aboriginal workers are not uncommon to all segments of the population. There is a need for employees to gain experience from migrating through whatever job categories that they enter the labour market at, and at the same time, for acquiring more advanced skills along the way.**
- **It takes active commitment and involvement of communities to provide resources and encouragement of Aboriginal workers to further seek out and utilize job skills. A visible willingness of all stakeholders must be in place to promote and support increased rates of employment in the Aboriginal community.**
- **An important goal is to achieve a marked increase in workforce participation in skills training, and it is noted that a number of programs and initiatives are already available to assist in providing this within our area. Red River College and a number of other service providers are leaders in mature student education.**

## ***7) Senior Workforce***

There is a societal stigma generally associated with job seekers over the age of approximately 55 years old. Many people in this age segment of the population could give account of their difficulties at finding gainful employment.

- **Portage la Prairie can serve as a forerunner in dispelling this stigma through targeted job marketing to those who are classified as “seniors”. Their experience, wisdom, and insight, coupled with the changes to government support programs and the job openings arising in the future, can make this group the ideal job candidates to target.**
- **Programs like the Portage la Prairie Older Worker Employment program (P.O.W.E.R.) provides many examples of success through their assistance and coaching that has resulted in the increased rates of employment of older workers. This program should be used to its fullest for the matching of businesses with mature, experienced, and often well educated senior employees.**

## ***8) Other Recommendations***

### ***a) Portage la Prairie Labour Needs Assessment Phase IV***

With the rapid and significant changes to the workforce expected in the region over the next five years, it is recommended that another study be performed in 2017 to gauge the effectiveness of programs and adjustments to plans made between now and then. This would be done to assist in making course corrections for unforeseen changes to the economy.

### ***b) Portage la Prairie Workforce Study***

One of the key methods of stemming the flow of workers out of the area is to understand why they are leaving. Do they have unmet occupational expectations? Is there something in the community which is failing to adequately meet their needs? A complimentary study to this Labour Assessment (which presents the employers side) is to survey the local workforce to determine their levels of expectations and motivation regarding employers and community. Exit surveys performed by some businesses, address issues pertinent to that business. A broader survey which includes community aspects that can help to identify barriers to employment that businesses may have in common, as well as community issues that need to be addressed.

# Key Observations Compiled

## *Regional Population Profile*

- Region has stable population size – no change in 15 years; both city and RM populations have changed less than 2% in 15 years
- Region has equal school age and 55+ residents (27 and 28% respectively); 46% of all residents are between the age of 20-54
- Region is getting older, community used to be younger than provincial average, now more seniors AND fewer youth than 15 years ago – median age has increased by 3 in 5 years
- The number of residents identifying themselves as Aboriginal is growing substantially – increasing 92% between 1996 and 2006
- More people and a higher % of people are working in the region – unemployment rate has dropped and # of people in labour force has risen
- The number of regional residents employed in the agricultural sector and agricultural related occupations is slowly declining

## *Regional Business Profile*

- The region is a service-based region, with 2/3 (63%) of regional businesses and ¾ (77%) of businesses with more than five employees belonging to Service sectors
- Agriculture, Forestry, Fishing and Hunting have the most businesses (326), 26% of all regional businesses, but almost all of them employ less than 5 people
- Self-employed businesses and businesses with no permanent workforce make up ½ of the region's businesses; Agriculture represents ⅓ of all these self-employed businesses
- SMEs represent 26% of all regional businesses; there are only 2 large businesses (500+) in the region
- The Retail Trade sector has the second most businesses (123) and the most SMEs (60) in the region
- The only two large employers (500+) are in the Health and Education sectors
- The number of businesses grew slightly (3%) between 2006 and 2011, but the only growth was in self-employed and small businesses
- Real Estate and Construction had the highest growth (+16% and +30%) while Retail Trade and Management of Companies experienced the most decline (-10% and -13%) in the region between 2006 and 2011

## *Labour Study Overview*

- 59 businesses with 5050 employees in total participated, representing 5% of all regional businesses; all participating businesses had at least 1 permanent employee
- 78% of the participating businesses were in the Service Sectors, over-representing the Service Sectors by 15% compared to the regional breakdown
- Medium and large businesses were over-represented in the study compared to the regional averages
- 55% of employees in participating businesses were categorized by skill level

## *Skill Level A Employees*

- Skill Level A is the smallest group of employees in the region – 343 total, 7% of all employees in participating businesses
- Not in every business - only 55% of participating businesses had Skill Level A employees
- Skill Level A employees tend to be middle aged and equal male and female
- Skill Level A employees tend to be the highest-paid and longest serving employees
- Employees in this skill level make up more than ½ of employees in the professional sector and more than ¼ of employees in the financial sector

- The education and health sectors have the majority of Skill Level A employees
- Skill Level A has the highest employee requirements:
  - Majority need university degree
  - Need all of the essential skills
  - Need the most experience

### *Skill Level B Employees*

- Skill level B represents 16% of all employees that were identified in the region; were present in 69% of the surveyed businesses
- 31% of Skill Level B employees are between 35-45
- 75% of employees in the Other Services sector were Skill Level B, no other sector had more than 33% of employees in Skill Level B
- 56% of Skill Level B positions required some college education, 29% required apprenticeship and 15% required specialized training
- 8 out of 10 businesses required Skill Level B employees to have ALL the essential skills

### *Skill Level C Employees*

- Skill Level C represents 27% of all employees that were identified in the region; were present in 78% of the surveyed businesses
- 61% of Skill Level C employees in participating businesses were male, creating the largest skill level gender gap
- Transportation and Warehousing and Public Administration both had more than ½ (78% and 60%) of their employees belonging to Skill Level C
- Only 16% of Skill Level C positions required any post-secondary education or training, but 60% required high school
- Essential Skill requirements are similar to Skill Level B - 8 out of 10 businesses required all Essential Skills
- 74% of Skill Level C positions require less than 2 years experience with 40% not requiring experience

### *Skill Level D Employees*

- Skill Level D represents 45% of all employees that were identified in the region; were present in 66% of all businesses
- 49% of employees in this skill level are under 36 years old
- Average high-end wage in this skill level was only \$16 per hour
- Skill Level D employees represent 50% or more of the workforce in 6 participating sectors: (1) Agriculture, (2) Manufacturing, (3) Retail Trade, (4) Administrative and Support, Waste Services, (5) Arts, Entertainment and Recreation and (6) Accommodation and Food Services
- Only ⅓ (37%) of Skill Level D positions require high school diploma/GED
- Communication skills and reading and writing are still required by almost all Skill Level D positions, but other essential skills are less essential
- Only 22% of Skill Level D positions require experience

### *Labour Turnover and Growth*

- Participating businesses have had 272 positions turn over within the last 12 months and estimate another 172 in the next 12 months
- Skill Level D has had the most turnovers, averaging 5 employee turnovers, with 75% of businesses having turnover in the last 12 months
- Most businesses felt that there would be little to no difficulty in hiring replacement workers
- 44% of participating businesses are planning to expand in the next 5 years with an estimated creation of 141 new positions
- Skill Level C is planning 47% of the expansion
- 90% of the positions to be created will be full time

- Transportation and Health Care are expecting to create the most new jobs

### *Regional Youth Profile*

- Youth are a declining population group in the region
- Most youth are employed in Skill Level D positions (83% of youth under 25)
- 92% of all employed youth are working in Service focused jobs with 70% of youth under 35 employed in the Health sector
- At least 50% of employers are interested in attracting more youth employees

### *Regional Retirement Profile*

- More than ¼ (29%) of employees in participating organizations will be eligible for retirement in the next 5 years
- Skill Level A will be the skill level most affected by retirement in the next 5 years
- High retirement levels are going to be a challenge for the Health Care sector in the region
- As retirement numbers increase, so does interest in hiring mature workers, with 49% of participating organizations interested in hiring mature workers

### *Regional Aboriginal Profile*

- The Aboriginal population in the region is the main source of growth/stability for the regional population – grew 91% from 1996 to 2006
- Aboriginal people are under employed and under represented in the regional workforce
- The majority of Aboriginal people in the labour force work in just three sectors: Health Care and Social Services, Other Services and Retail Trade
- Lower education levels amongst the Aboriginal labour force results in most Aboriginal workers occupying Skill Level D positions and limits the availability of Skill Level A jobs

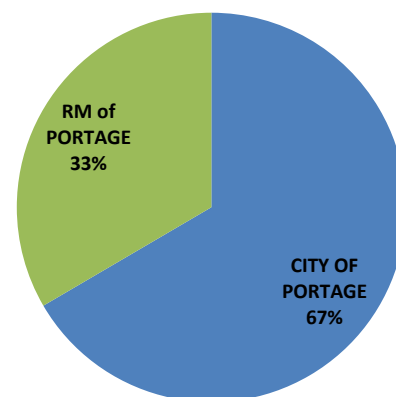
### *Additional Observations*

- 20% of the participating workforce commutes daily with 78% of commuters travelling less than 30 minutes in one direction
- 43% of all commuters belong to the manufacturing sector
- More than 90% of Skill Level A, B and C positions have benefits while 78% of Skill Level D positions have benefits
- The most common benefit for all skill levels is vacation time
- The majority (54%) of immigrants working in the participating businesses, work in skill level D positions
- 70% of immigrants working in the participating businesses work in either agriculture or manufacturing
- 63% of all participating businesses were interested in training with customer service being the most desired area (48% of all participating businesses)
- Existing in-house training was the major reason (25% of all participating businesses) businesses were not interested in training opportunities; lack of training funds was the next most common reason (12%)
- Daytime training in the winter months were the most preferred training times

## Regional Profile

### Population Profile

The region is comprised of the city of Portage la Prairie and the RM of Portage la Prairie. Combined as a region, there are almost 20,000 people inhabiting the area, the majority of whom live in the urban portion of the region.



### 2011 CENSUS POPULATION

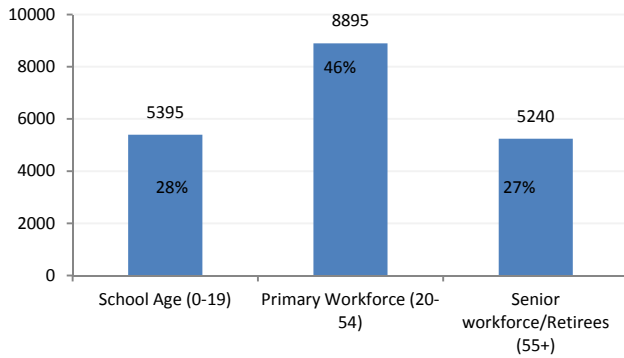
CITY OF PORTAGE LA PRAIRIE	<b>12,996</b>
RM OF PORTAGE LA PRAIRIE	<b>6,795</b>
<b>REGION</b>	<b>19,791</b>

The city of Portage la Prairie and the RM of Portage la Prairie have very similar demographic characteristics. Both areas have similar age and education breakdowns. One of the most notable differences between the areas is the lower employment rates in the city compared to the rural municipality; the city of Portage has slightly lower employment rates than the provincial average while the RM of Portage has higher employment rates than the province. Aggregated together, the regional employment rates are slightly above provincial averages.

Demographic Highlights for the Region	City of Portage <sup>1</sup>		RM of Portage		Regional Profile	Manitoba Comparison	
Population (2011 Census)	%		%			%	
<b>Total Population</b>	12,996		6,795		<b>19,791</b>		1,148,401
<b>Change in last 5 years</b>		2.1%		-3.9%			5.2%
<b>Age (2006 Census)</b>	%		%			%	
<b>Median Age</b>	40.0		39.6		<b>40.0</b>		38
<b>Population over 15</b>	10,195	80.2%	5,350	78.6%	<b>15,545</b>	<b>79.6%</b>	80.4%
<b>Population over 65</b>	2,185	17.2%	835	12.3%	<b>3,020</b>	<b>15.5%</b>	14.1%
<b>Education (15 years and older) (2006 Census)</b>	%		%			%	
<b>Population with no post secondary certificate, diploma or degree</b>	5,780	60.3%	3,185	59.6%	<b>8,975</b>	<b>60.1%</b>	56.1%
<b>Population with Apprenticeship or Trades Certificate/Diploma</b>	1,035	10.8%	670	12.5%	<b>1,705</b>	<b>11.4%</b>	9.7%
<b>Population with College Diploma or university certificate/diploma</b>	1,760	18.4%	985	18.5%	<b>2,745</b>	<b>18.4%</b>	19.1%
<b>Population with university degrees</b>	1,005	10.5%	500	9.4%	<b>1,505</b>	<b>10.1%</b>	15.0%
<b>Employment (15 years and older) (2006 Census)</b>	%		%			%	
<b>Population in the labour force</b>	6,275	65.5%	3,885	72.8%	<b>10,160</b>	<b>68.1%</b>	67.3%
<b>Population Employed</b>	5,900	61.6%	3,790	71.0%	<b>9,690</b>	<b>64.9%</b>	63.6%
<b>Population Unemployed</b>	375	6.0%	95	2.4%	<b>470</b>	<b>4.6%</b>	5.5%

### Age

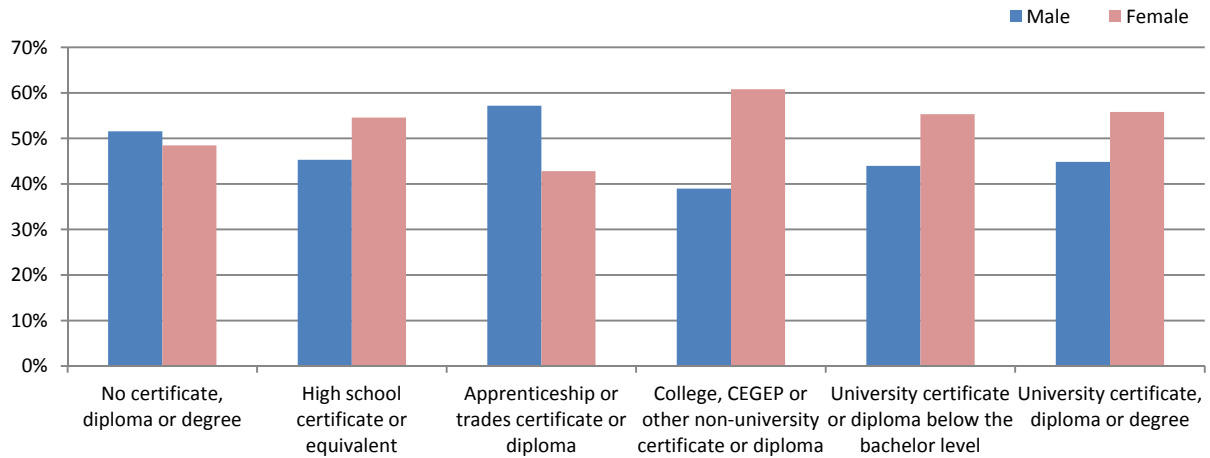
The region’s age breakdown is also very comparable to the province’s breakdown. Nearly ½ of the regional population is between the age of 20-54, while ¼ of the population is school age (0-19) and another ¼ of the population is older than 55 years of age.



**Region has similar age breakdown as province:**  
**15%** of people in the region are retiree age (over 65+), which is 1% higher than the provincial %  
**80%** of the region’s population is over the age of 15, which is the same % rate as the province  
**40.0 years old** median age in 2006 for the region, which is 1.9 years older than Manitoba’s median age of 38.1

### Gender

Within the region’s education demographics, there are some small distinctions in geography as a whole between city and RM. There are also substantial differences in male and female education, which is also affected by geography. Women in the region tend to have more diploma or degrees while men typically have more trades certificates.



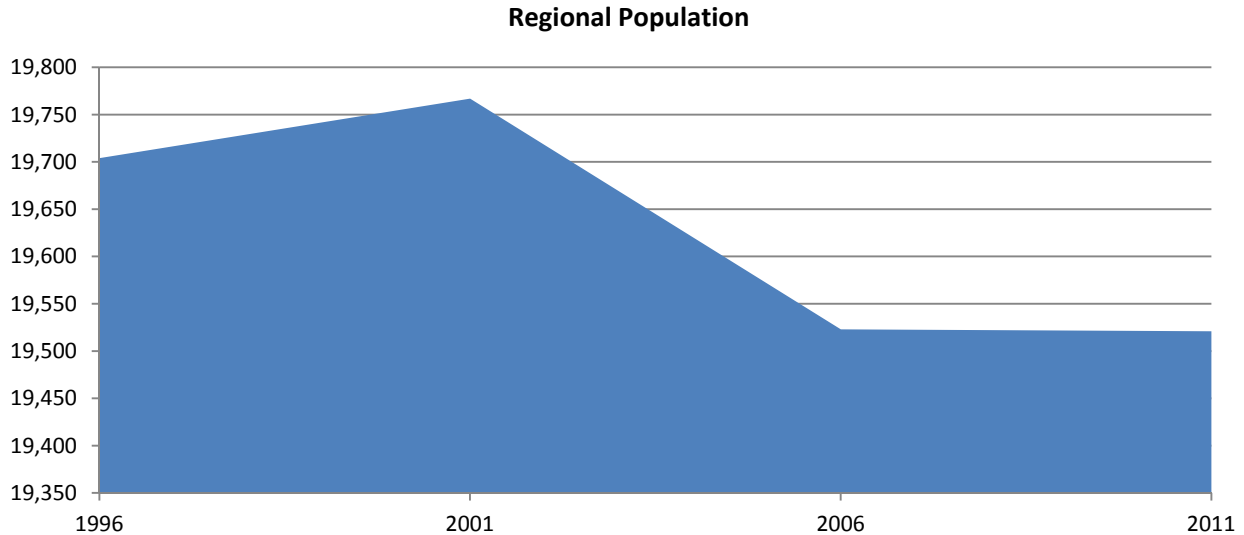
**Gender differences in education are more pronounced in rural areas**

**In the RM** women accounted for 63% of residents with a university degree while men accounted for 66% of residents with a trades certificate

**In the City** women accounted for 52% of residents with a university degree while men accounted for 51% of residents with a trades certificate

### Population Changes Over Time

The region’s population numbers have not significantly changed in recent years, with the previous four census’ identifying the combined population as consistently between 19,500 and 19,800. Between 1996 and 2011, there has only been a -0.9% change in regional population.

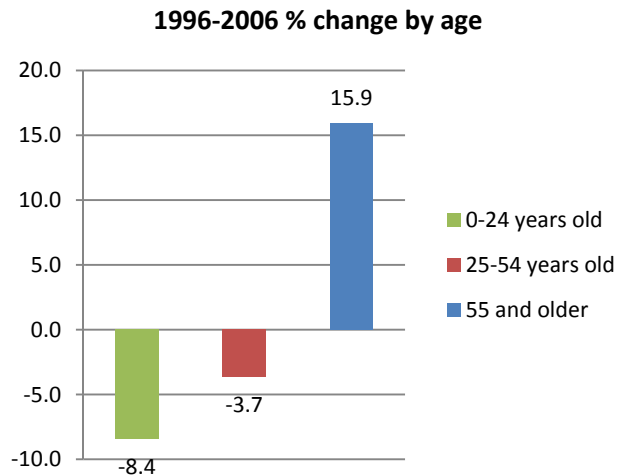


However, while there has not been a change in population size in the region since 1996, there has been substantial change in the make-up of that population. Demographically there have been several important shifts in the region’s population. One of the most prominent changes is the rapid aging of the population.

### Age shift

The region is aging with a 16% growth in residents 55 years and older between 1996 and 2006 and a 12% decline in residents under 55 years old.

Data indicates that the region is aging in two ways: (1) the number of seniors in the region is increasing; and (2) there are fewer youth in the region. As the observations show, this is creating a rapidly aging population.



**More Seniors, Less Youth:**  
**More than 1 in 4** residents are over the age of 55 (27%)

**600** fewer youth under 24 in 2006 than in 1996 and **720** more people over 55

**3 year** increase in regional median age between 2001 and 2006 from 37.0 to 40.0



**92% growth in residents who identify themselves as aboriginal**

**1996 – 2006 Census**

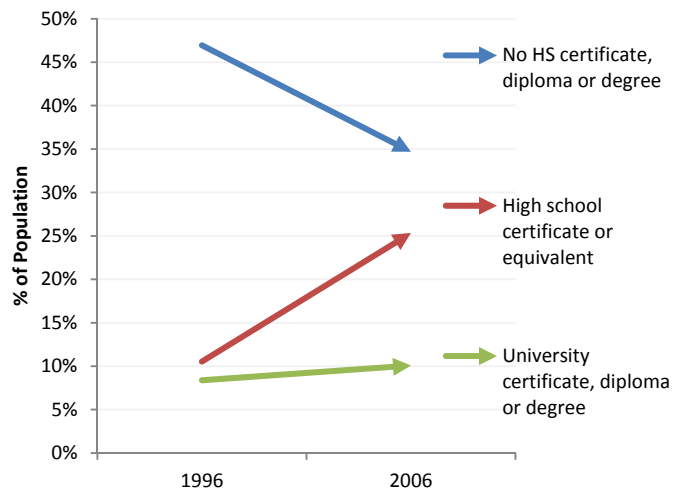


Another key change in the region has been the continued increase in aboriginal population within the community. Between 1996 and 2006, the percentage of residents who identify themselves as aboriginal has increased from 13% to 23%. The aboriginal population group has nearly doubled (92% increase) at the same time the non-aboriginal group has decreased by 7%. Overall, the outcome is that aboriginal residents are a growing group within the region.

### *Education and Employment Shift*

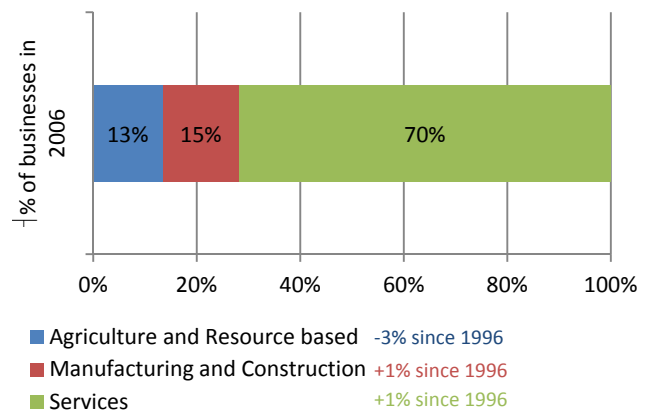
Other important demographic changes in the region include increasing education levels and small changes in sector employment.

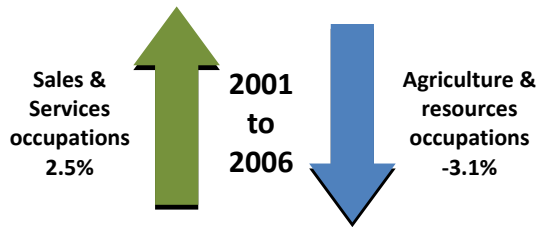
- Number of people over the age of 15 without at least a high school degree decreased by 23%, more than 1500 people in real terms
- The number of people with a university degree increased by 25%, in real numbers this means 300 more people in the region had university degrees in 2006 than in 1996, increasing the % of people in the region with university degrees from 8% to 10%



Employment characteristics in the region remained fairly constant between 1996 and 2006. Between 1996 and 2006, unemployment decreased 2.1% from 6.9% to 4.8% while the number of people in the labour force increased by 700 or 7.3%.

Sector employment and the types of occupations people had experienced small changes as well. Portage remains a Service sector region with more than 2/3 (70%) of the labour force employed in service related businesses. The breakdown of sector employment has remained fairly constant between 1996 and 2006 with the largest change being a 3% employment decline in the agriculture and resource sector.





Occupations numbers have also remained relatively constant. Data for occupations is available for both 2001 and 2006 and reveals that there were no large changes in any single occupation. Sales and services occupations experienced the largest increase in employment while agriculture and resource occupations experienced the largest decrease.

### *Key Observations*

- Region has stable population size – no change in 15 years; both city and RM populations have changed less than 2% in 15 years
- Region has equal school age and 55+ residents (27 and 28% respectively); 46% of all residents are between the age of 20-54
- Region is getting older, community used to be younger than provincial average, now more seniors AND fewer youth than 15 years ago – median age has increased by 3 in 5 years
- The number of residents identifying themselves as aboriginal is growing substantially – increased 92% between 1996 and 2006
- More people and a higher % of people are working in the region – unemployment rate has dropped and # of people in labour force has risen
- The number of regional residents employed in the agricultural sector and agricultural related occupations is slowly declining

## Business Profile

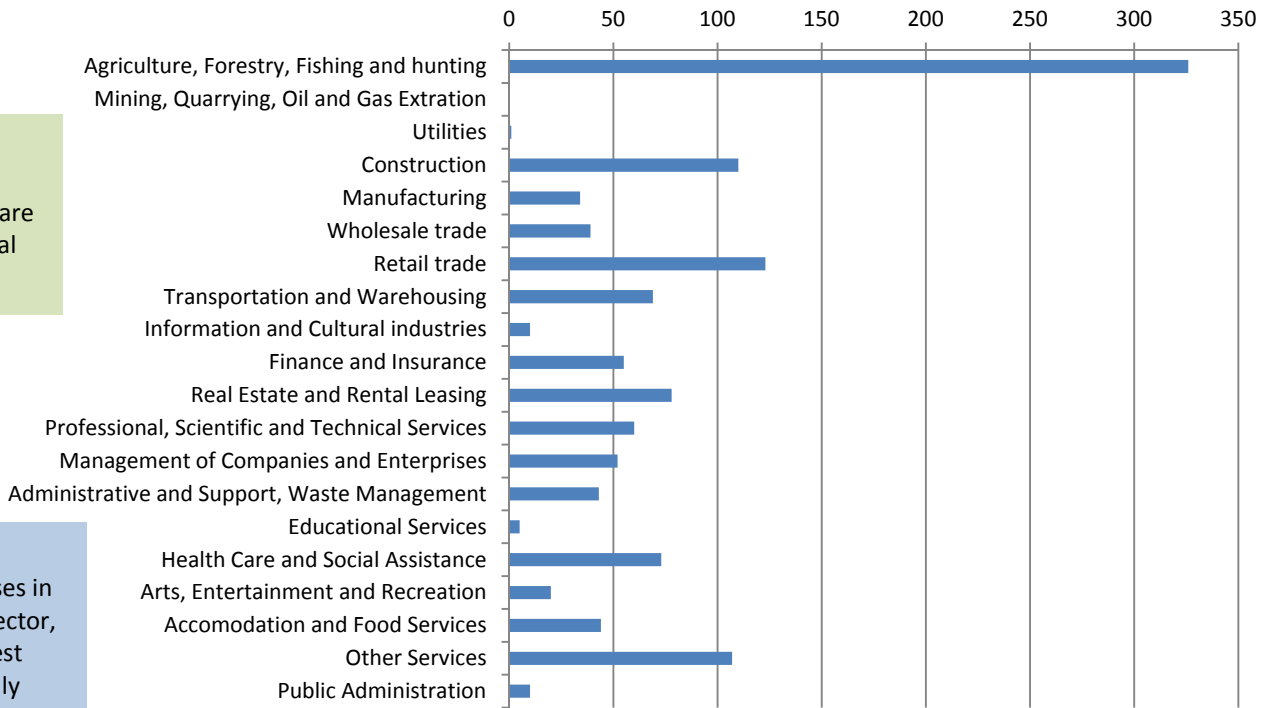
The regional business profile provides a detailed breakdown of the number of businesses, their type and their size. In 2011, Statistics Canada identified 1259 businesses in the region. The Agricultural, Forestry, Fishing and Hunting sector had the most businesses with 326 in total, accounting for 26% of all regional businesses.

Comparing service-based sectors with goods producing sectors revealed that the majority of businesses in the area are focused on service provision; goods producing businesses account for only 1/3 of regional businesses. Nearly ½ (49%) of the businesses in the region are based on self-employment or businesses with no permanent employees and an additional 25% of businesses in the region have less than 4 employees.

2011 Regional Businesses

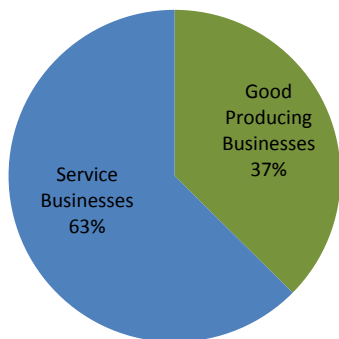
**1 in 4** regional businesses are agricultural related

**10%** of businesses in the retail sector, 2<sup>nd</sup> largest regionally

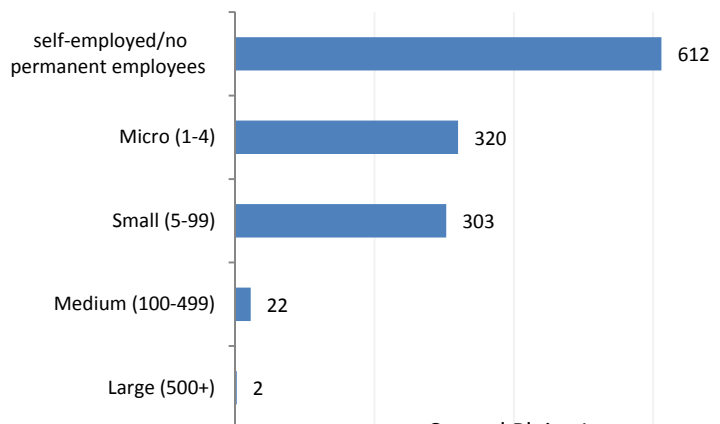


2011 Business Type

**26%** of regional businesses are SME's (between 5-499 employees)

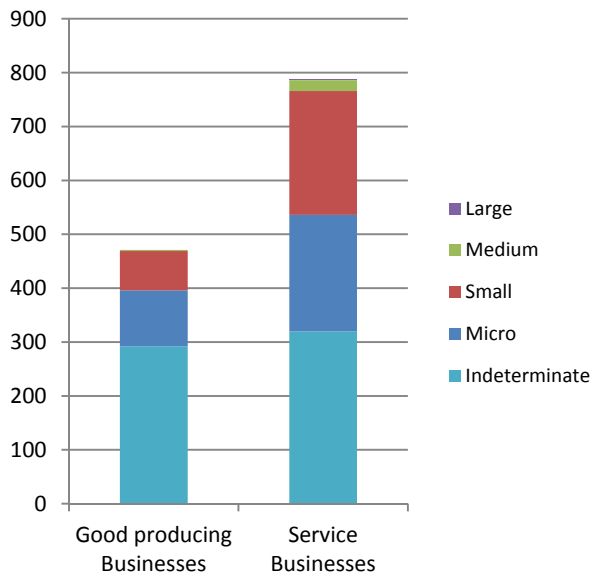


2011 Size of Businesses in Region



### Business Size

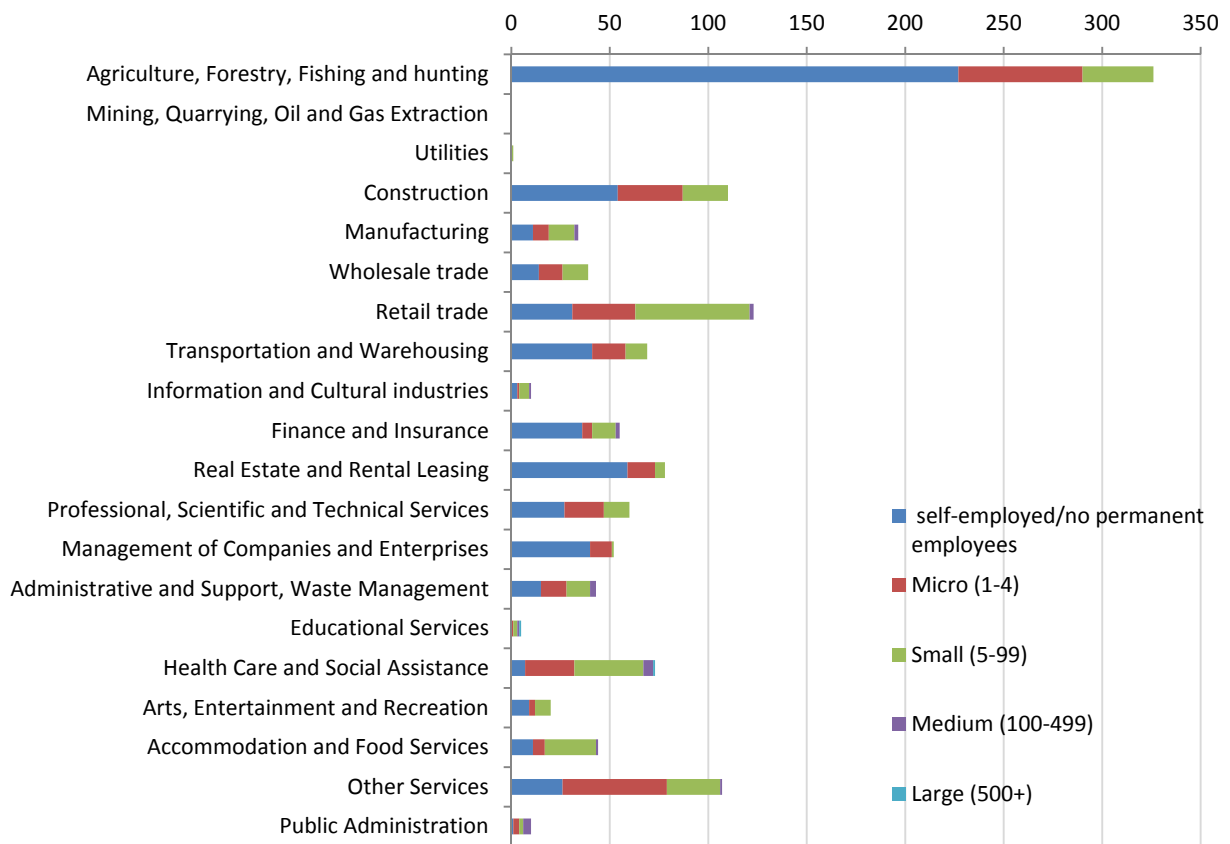
Examining the number of businesses by sectors and by service vs. goods producing provides more detail for the regional profile. While both service and goods and producing sectors have similar numbers of self-employed businesses or businesses with no permanent employees, the service sectors have  $\frac{3}{4}$  of the Small and Medium Enterprises (SMEs) with 250 compared to only 75 in the goods producing sector.



**92%** of medium and large businesses are in the service sector

**2** large businesses – one in the education sector and one in the health sector

**60** SMEs in the retail sector, most in the region



## Sector Overview

As the tables below indicate, the region is dominated by Service sector organizations and businesses. The Service sector represents 63% of all businesses and organizations in the region and 77% of businesses and organizations employing more than 5 people. The Education and Health sectors are the region's major employers, accounting for 100% of the region's large (500+) employers and 27% of the region's medium sized employers.

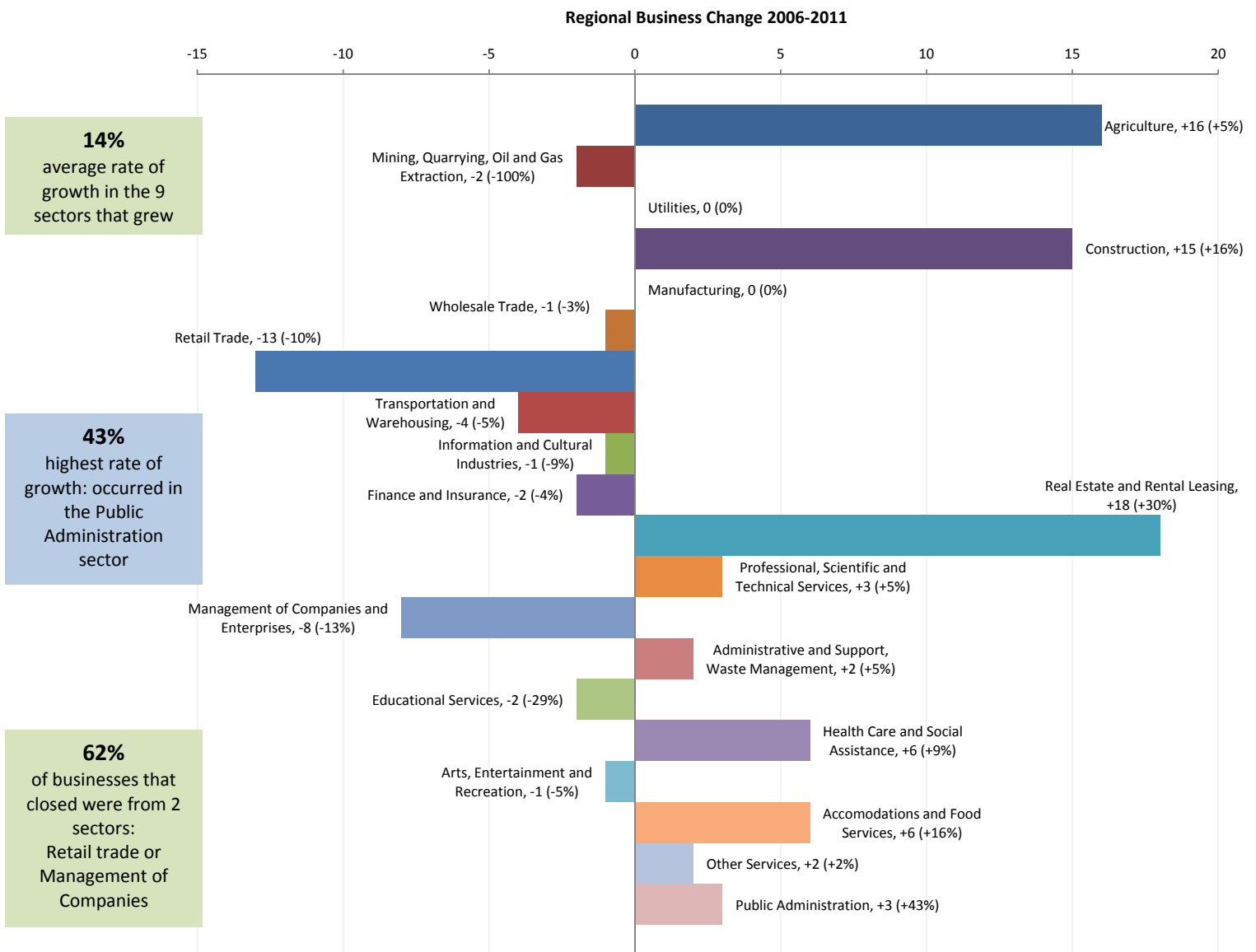
GOODS PRODUCING Sectors (2011 Statistics Canada)	Total	Indet. <sup>ii</sup>	Micro 1-4	Small 5-99	Med. 100-499	Large 500+	Highlights
Agriculture, Forestry, Fishing and hunting	326	227	63	36	0	0	The largest number of businesses in the region, but only 6% have more than 10 employees
Mining, Quarrying, Oil and Gas Extraction	0	0	0	0	0	0	There are no businesses of this type in the region.
Utilities	1	0	0	1	0	0	There is only one business of this type in the region
Construction	110	54	33	23	0	0	Accounts for 9% of regional businesses and 21% of construction businesses employ at least 5 people
Manufacturing	34	11	8	13	2	0	Only represents 3% of all regional business but 44% of businesses are SMEs
<b>TOTAL GOODS</b>	<b>471</b>	292	104	73	2	0	

SERVICE Sectors (2011 Statistics Canada)	Total	Indet.	Micro 1-4	Small 5-49	Med. 50 - 499	Large 500+	Highlights
Wholesale trade	39	14	12	13	0	0	Businesses are split evenly between indeterminate (36%), micro (31%) and small (33%)
Retail trade	123	31	32	58	2	0	The second largest sector in the region (10%) and the largest number of SMEs, 18% of all SMEs
Transportation and Warehousing	69	41	17	11	0	0	74% of businesses have fewer than 5 permanent employees
Information and Cultural industries	10	3	1	5	1	0	One of the smallest sectors but 60% of businesses are SMEs
Finance and Insurance	55	36	5	12	2	0	25% of sector employs at least 5 people, including 2 businesses that employ 50+
Real Estate and Rental Leasing	78	59	14	5	0	0	94% of business employ under 5 people and 76% considered to be self-employed/no permanent workforce
Professional, Scientific and Technical Services	60	27	20	13	0	0	78% employing less than 5 people or considered to be self-employed/no permanent workforce
Management of Companies and Enterprises	52	40	11	1	0	0	98% of businesses employ less than 5 people, the highest ratio in the region
Administrative and Support, Waste Management and Remediation Services	43	15	13	12	3	0	Has 14% of the medium sized businesses in the region
Educational Services	5	0	1	2	1	1	40% of sector employs more than 50 people; sector includes one of the region's two large employers
Health Care and Social Assistance	73	7	25	35	5	1	6 organizations employ more than 50 people, the most for any sector; this sector includes one of the region's two large employers
Arts, Entertainment and Recreation	20	9	3	8	0	0	40% of the organizations are SMEs
Accommodation and Food Services	44	11	6	26	1	0	61% of businesses are SMEs, the highest ratio of all sectors
Other Services	107	26	53	27	1	0	Includes a variety of businesses and organizations, 26% of which are SMEs
Public Administration	10	1	3	2	4	0	40% of sector employs more than 50 people
<b>TOTAL SERVICES</b>	<b>788</b>	320	216	230	20	2	

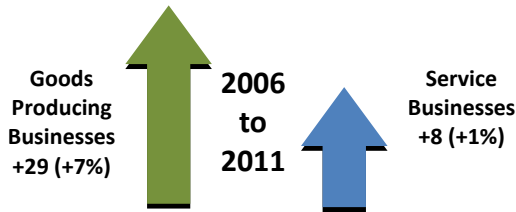
### Business Changes Over Time

Statistics Canada reveals that between 2006 and 2011, the region experienced a slight growth in the number of businesses with 37 more businesses, an increase of 3%. Examining the change by sector identifies that the growth was staggered. Nine sectors in total experienced growth, nine experienced decline and two sectors had no overall change.

Real Estate and Rental leasing had the largest number of new businesses with 18, representing a 30% growth in that sector over five years, while the Retail sector had the largest decrease in number of businesses with a decline of 13. The region also lost both of its Mining, Quarrying, Oil and Gas extraction businesses, resulting in a 100% decline in that sector.



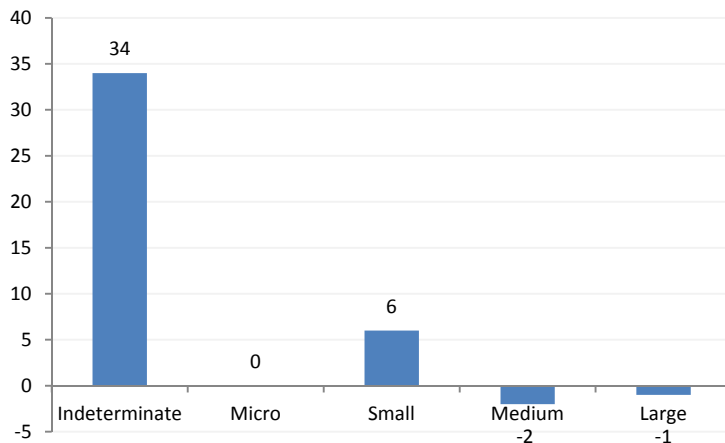
Examining the change of businesses in more detail reveals that in addition to sector differences, there was uneven growth and decline in business size and by type of sector.



The majority of business growth occurred in the Goods Producing sectors, specifically in Agriculture and Construction. In the Service sectors, gains in the Real Estate and other growth sectors were offset by losses in the Retail and Management sectors.

While the region grew by 3% overall in the number of businesses, all of the net growth was in businesses with fewer than 20 employees. In businesses with more than 20 employees, there was decline of 17 businesses between 2006 and 2011, representing a 14% decline in SME and large businesses.

**Business Change by Size (2006 to 2011)**



**100%** of all change in the Real Estate sector was growth; the only sector that did not have any business loss

1 large businesses loss in Food Manufacturing

**85%** of all business growth occurred in self-employed businesses or businesses with no permanent employees

**NO** change overall in micro-sized businesses due to the addition of 24 businesses combined with the loss of 24 businesses

*Key Observations*

- The region is a service-based region with 2/3 (63%) of regional businesses and ¾ (77%) of businesses with more than five employees belong to Service sectors
- Agriculture, Forestry, Fishing and Hunting have the most businesses (326), 26% of all regional businesses but almost all of them employ less than 5 people
- Self-employed businesses and businesses with no permanent workforce make up ½ of the region’s businesses; Agriculture represents ½ of all these self-employed businesses
- SMEs represent 26% of all regional businesses; there only 2 large businesses (500+) in the region
- The Retail Trade sector has the second most businesses (123) and the most SMEs (60) in the region
- The only two large employers (500+) are in the Health and Education sectors
- The number of businesses grew slightly (3%) between 2006 and 2011 but the only growth was in self-employed and small businesses
- Real Estate and Construction had the highest growth (+16% and +30%) while Retail Trade and Management of Companies experienced the most decline (-10% and -13%) in the region between 2006 and 2011

## 2011 Labour Study

### *Survey Participant Profile*

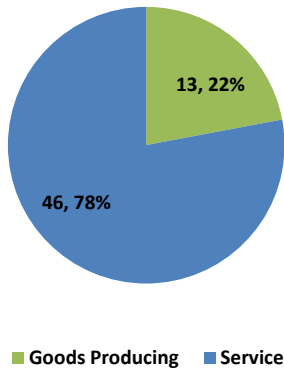
The 2011 Portage Region Labour Survey included 59 business and organizational participants within the region, representing 5% of all regional businesses and organizations. Collected between October 2011 and February 2012, these Labour Force surveys provide insight into skill, demand and recruitment challenges facing regional businesses and organizations. The 59 participating businesses accounted for 5050 employees in total.<sup>iii</sup>

Business Sectors	Surveyed in 2011	Sector as % of 2011 Sample	Sector as % of 2011 Business	No. of Employees
Agriculture, Forestry, Fishing and hunting	3	5%	26%	90
Mining, Quarrying, Oil and Gas Extraction	0	0%	0%	0
Utilities	0	0%	0%	0
Construction	5	8%	9%	110
Manufacturing	5	8%	3%	454
Wholesale trade	0	0%	3%	0
Retail trade	12	20%	10%	415
Transportation and Warehousing	1	2%	5%	*
Information and Cultural industries	1	2%	1%	*
Finance and Insurance	5	8%	4%	230
Real Estate and Rental Leasing	2	3%	6%	33
Professional, Scientific and Technical Services	3	3%	5%	44
Management of Companies and Enterprises	0	0%	4%	0
Administrative and Support, Waste Management and Remediation Services	1	2%	3%	*
Educational Services	4	7%	0.4%	637
Health Care and Social Assistance	8	14%	6%	2721
Arts, Entertainment and Recreation	1	2%	2%	*
Accommodation and Food Services	5	8%	3%	97
Other Services	2	3%	8%	8
Public Administration	1	2%	1%	*
<b>TOTALS</b>	<b>59</b>	<b>100%</b>	<b>100%</b>	<b>5050</b>

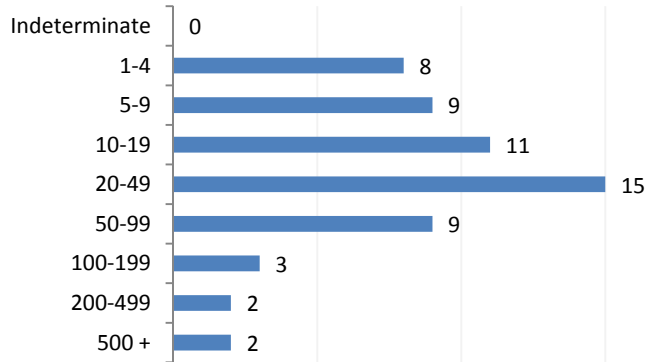
There was a slightly higher ratio of Service sector based businesses participating in the survey than there are within the region and the size of participating businesses is over-represented by larger employers with no participating self-employed businesses or businesses with no permanent employees, a group that represents 49% of all businesses regionally.



**Goods vs Services**



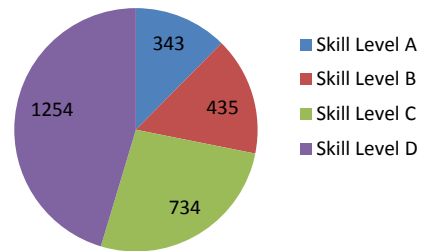
**Size of participating businesses**



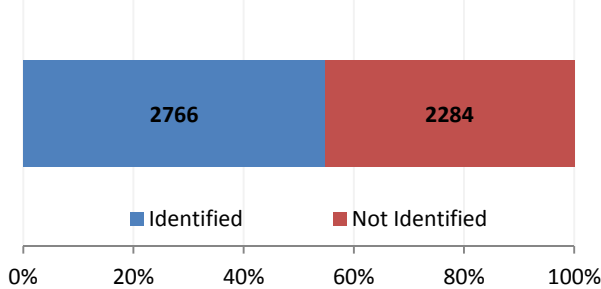
**Employee Profile**

Many survey participants categorized their employees by skill levels; skill level identification provides finer detail on labour requirements, wages and demand.

**Identified Employee Skill Level**

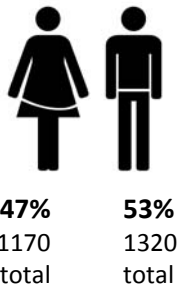


**Skill Levels Identified vs Not Identified**

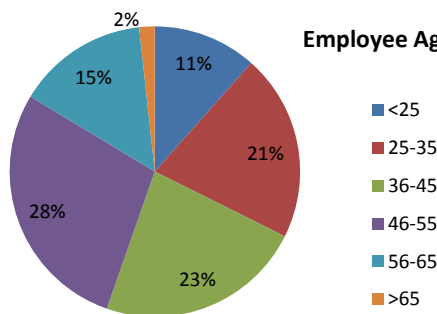


Employee data from participants also provided details regarding gender, age and self-identity. The gender

breakdown of employees was nearly even while the age breakdown identified that 72% of all employees are between 25 and 55 years old. Employee demographics also determined that relatively few employees self identify to their employers.



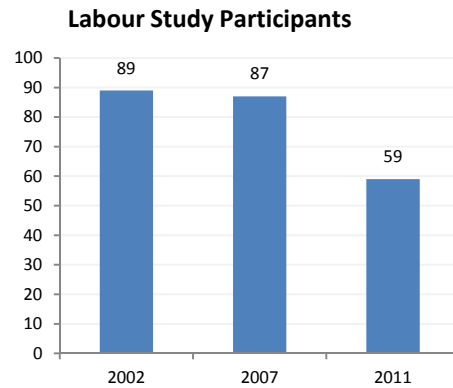
**Employee Age**



- <1% of employees self identify as disabled
- 4% of employees self identify as aboriginal
- 8% of employees self identify as immigrants
- 9% of employees self identify as youth

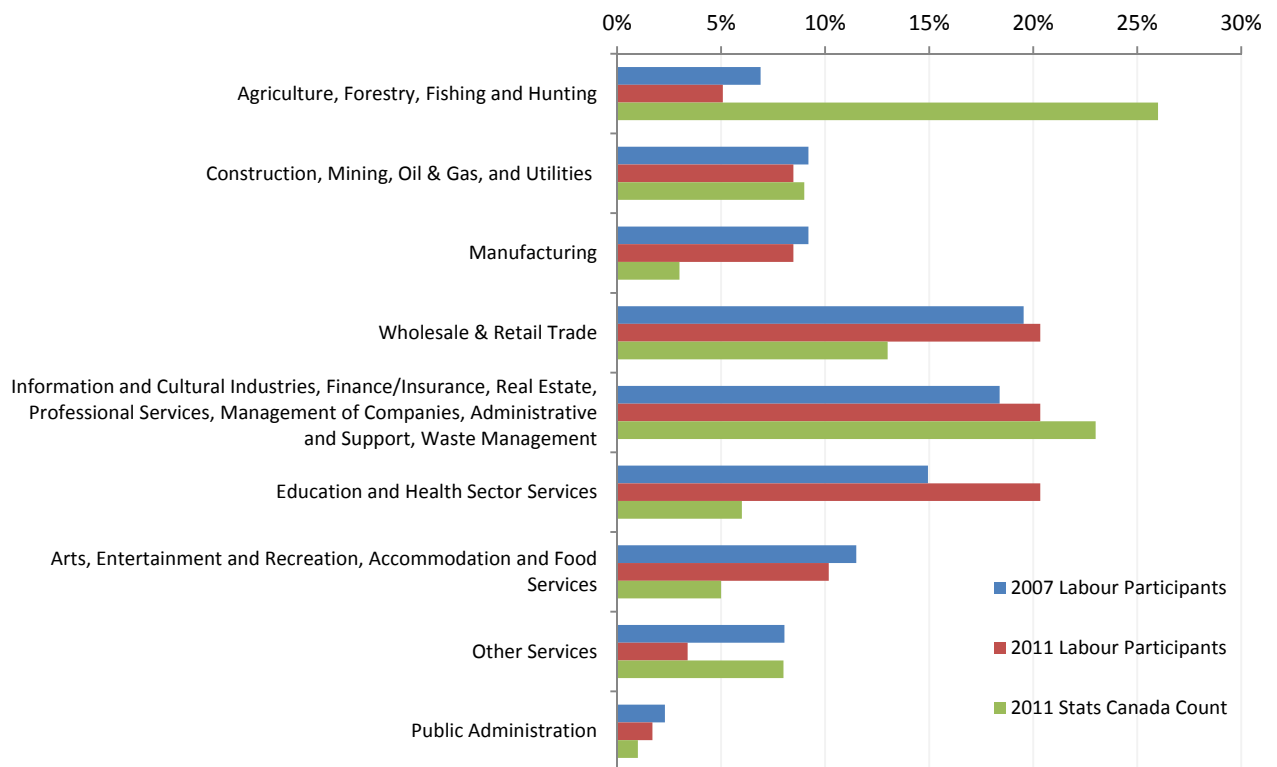
### Labour Study Comparisons

The Portage Labour Study has been conducted previously in 2002 and 2007. Each of these Labour Studies also asked local businesses to participate in a survey about employee size, skill and knowledge requirements in addition to examining labour force demand and recruitment. The previous two Labour Studies had higher participant numbers with 89 and 87 participants respectively.



While 2002 sector data is not available, 2007 and 2011 survey participant data can be compared by sector, revealing that their participant breakdown was very similar. Besides the number of participants, the main differences between the 2007 and 2011 Labour Studies are that the study in 2011 had a lower percentage of retail businesses and a higher percentage of education and health organizations. The table below compares the ratio of businesses by sector between the 2007 and 2011 Labour Studies along with the 2011 Statistics Canada business data. The comparison illustrates that in terms of business numbers, the Labour Studies of 2007 and 2011 under-represent the Agriculture sector while over-representing Manufacturing, Retail Trade, Education and Health services and the arts, entertainment and accommodation sectors.

### Regional Business by Sector Comparison



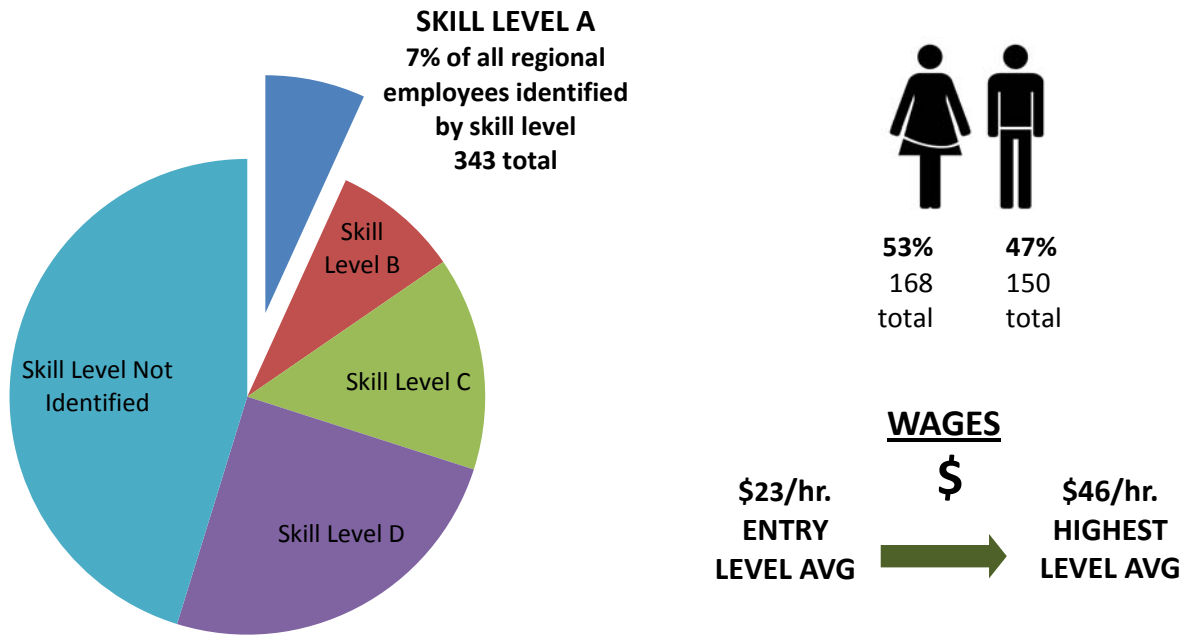
### ***Key Observations***

- **59 businesses with 5050 employees in total participated, representing 5% of all regional businesses; all participating businesses had at least 1 permanent employee**
- **78% of the participating businesses were in the Service sectors, over-representing the Service sectors by 15% compared to the regional breakdown**
- **Medium and large businesses were over-represented in the study compared to the regional averages**
- **55% of employees in participating businesses were categorized by skill level**

# SKILL LEVEL A

## Skill Level A Labour Overview

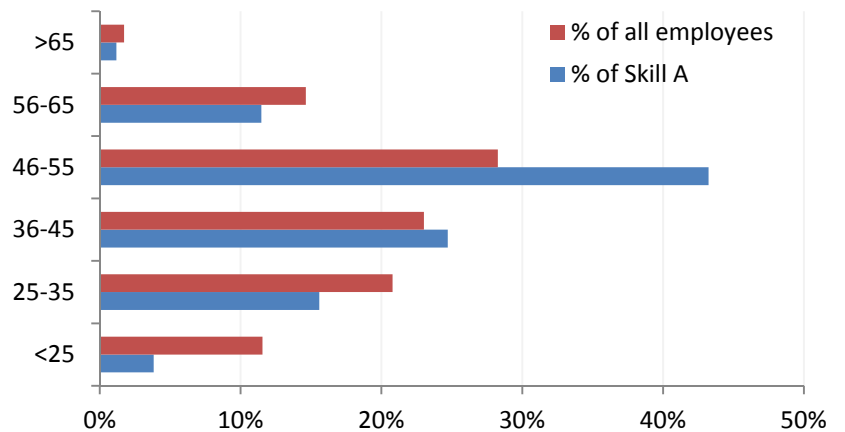
Skill Level A occupations are those occupations that usually require a university education. Employees in this skill level are the smallest group within the participating businesses, accounting for just 7% of all the employees identified by the businesses. While the gender breakdown was fairly even, 2/3 (68%) of Skill Level A employees are between the ages of 36 and 55, making them the oldest employee group on average. In addition, employees in this skill level are the highest paid on average and change jobs the least with the longest average employment length.



**55%** of all businesses surveyed had at least one Skill Level A employee

**More than 1 out of every 2** Skill Level A employees are between ages 45 and 64

**11.3 years** was the average employment length for Skill Level A employees



All but three sectors employed Skill Level A workers and for the three sectors who did not employ Skill Level A employees, the sample size was too small to represent the sector as a whole. Two sectors, Professional and Finance, had much higher than average numbers of Skill Level A employees, making up 57% of Professional sector employees and 27% of Finance employees. The Service sector accounts for almost all of Skill Level A employees with the Education and Health sectors employing the majority regionally.

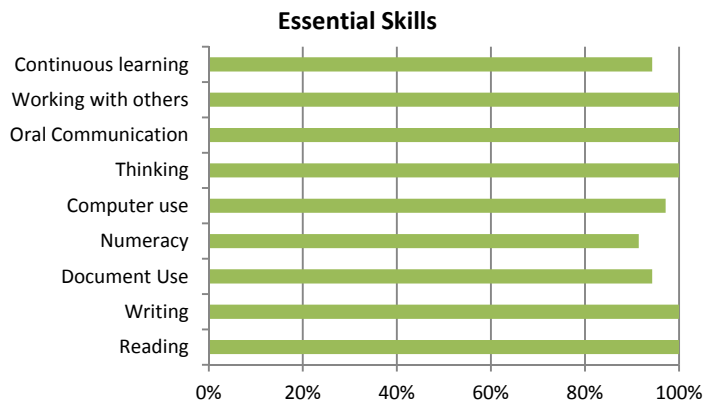
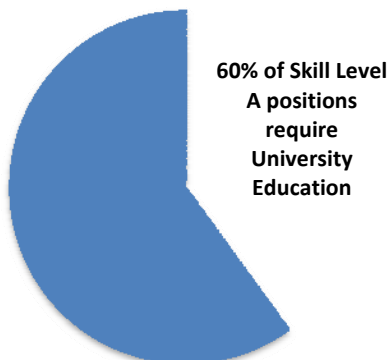
SKILL LEVEL A BY SECTOR	# of SKILL LEVEL A Employees <sup>iv</sup>	Skill LEVEL A as % of all employees
Agriculture	12	13%
Construction	7	6%
Manufacturing	16	4%
Retail Trade	26	6%
Transportation and Warehousing	0	0%
Information and Cultural Industries	*	6%
Finance and Insurance	<b>63</b>	<b>27%</b>
Real Estate and Rental Leasing	*	12%
Professional, Scientific and Technical	<b>26</b>	<b>59%</b>
Administrative and Support, Waste Services	0	0%
Education Services	70	11%
Health Care and Social Assistance	110	15%
Arts, Entertainment and Recreation	0	0%
Accommodation and Food Services	*	1%
Other Services	*	13%
Public Administration	6	5%
<b>TOTAL</b>	<b>343</b>	<b>12%</b>

**9 out of 10 (90%)**  
Skill Level A employees work in the Service sector

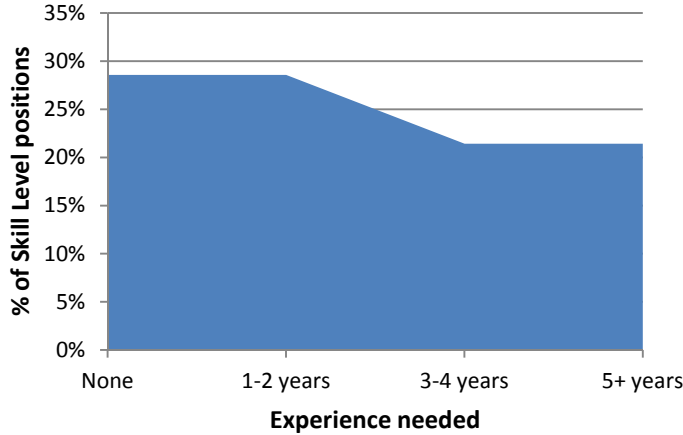
**More than 1/2**  
of Skill Level A employees work in the Education or Health sector

### Skill Level A Requirements

Skill Level A employees have the highest level of education, experience and essential skill requirements. The majority of positions require university education, and all essential skills are required for Skill Level A Employees.

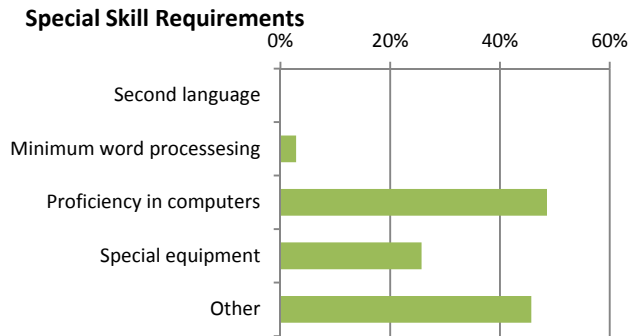


In addition to high levels of education and essential skills, Skill Level A employees require the most experience. More than one third (34%) of the Skill Level A positions require more than 3 years of experience.



**57%**  
of Skill Level A  
positions  
require some  
experience

Many Skill Level A positions also require special skills. The most common special skills required by businesses include proficiency in computers and other skills. Specifically, other skills are referring to management skills, additional education requirements and position-related training.



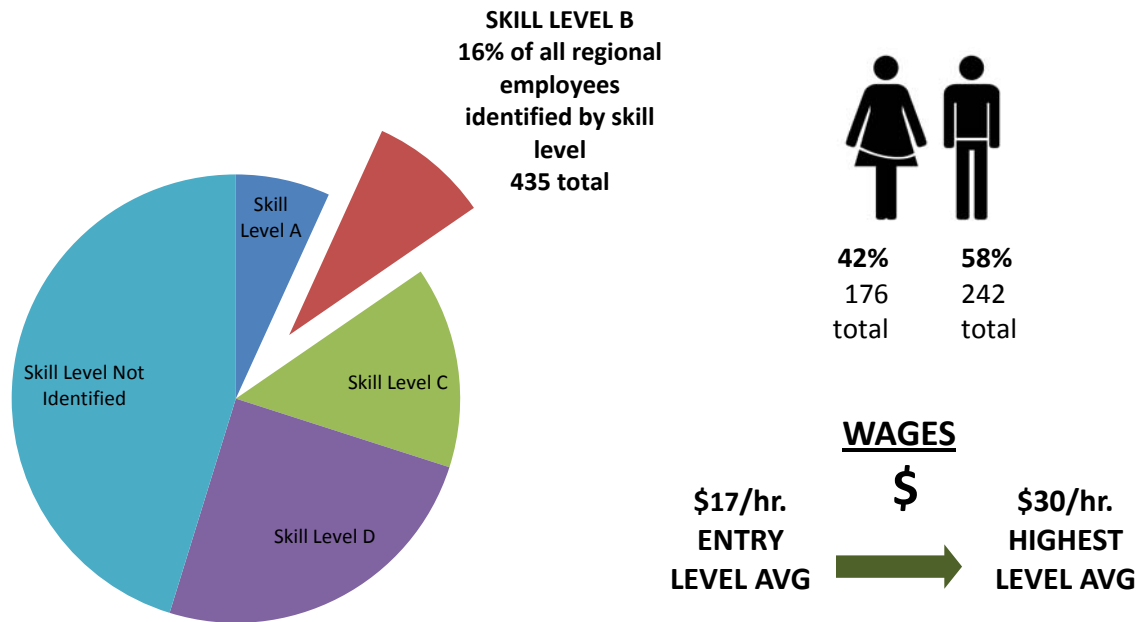
**Key Observations**

- Skill Level A is the smallest group of employees in the region – 343 total, 7% of all employees in participating businesses
- Not present in every business - only 55% of participating businesses had Skill Level A employees
- Skill Level A employees tend to be middle aged and evenly distributed between male and female
- Skill Level A employees tend to be the highest-paid and longest serving employees in the region
- Employees in this skill level make up more than ½ of employees in the professional sector and more than ¼ of employees in the financial sector
- The Education and Health sectors have the majority of Skill Level A employees
- Skill Level A has the highest employee requirements:
  - Majority need university degree
  - Need all of the essential skills
  - Need the most experience

## SKILL LEVEL B

### *Skill Level B Labour Overview*

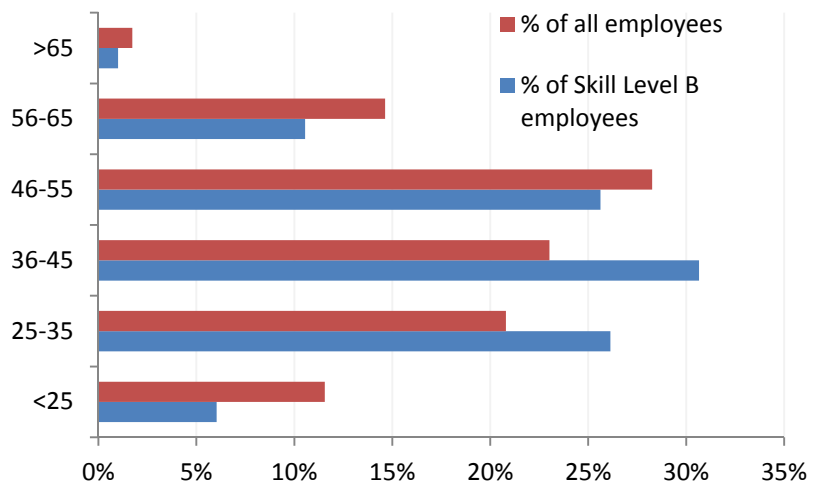
Skill Level B occupations are those occupations that usually require a college education or apprenticeship training. Employees in Skill Level B comprise the second smallest group of employees with 435 identified overall, 16% of all employees that were identified by skill level. There were more male employees in this skill level than female employees amongst participating organizations and businesses. The vast majority of Skill Level B employees are fairly evenly distributed between the ages of 25 and 55. There are fewer than average employees at either the start (<25 years old) or towards the end (55+) of their working careers.



**69%** of all businesses surveyed had at least one Skill Level B employee

**83%** of Skill Level B employees are between ages 25 and 55, with 36-45 year olds having the largest %

**7.6 years** was the average employment length for Skill Level B employees



Almost every sector in the region employs Skill Level B workers and for the one sector that did not employ Skill Level B workers, the sample size was too small to represent the sector as a whole. One sector, Other Services, had much higher than average numbers of Skill Level B employees, making up 75% of sector employees. The goods producing sector had higher levels of Skill Level B employees than Skill Level A employees, accounting for 23% of all skill level employees compared to just 7% of Skill Level A employees.

SKILL LEVEL B BY SECTOR	# of SKILL LEVEL B Employees <sup>v</sup>	Skill LEVEL B as % of all employees
Agriculture	*	2%
Construction	32	29%
Manufacturing	64	14%
Retail Trade	42	10%
Transportation and Warehousing	*	7%
Information and Cultural Industries	6	33%
Finance and Insurance	48	21%
Real Estate and Rental Leasing	*	15%
Professional, Scientific and Technical	11	25%
Administrative and Support, Waste Services	1	7%
Education Services	93	15%
Health Care and Social Assistance	105	4%
Arts, Entertainment and Recreation	0	0%
Accommodation and Food Services	*	2%
<b>Other Services</b>	<b>6</b>	<b>75%</b>
Public Administration	14	12%
<b>TOTAL</b>	<b>435</b>	

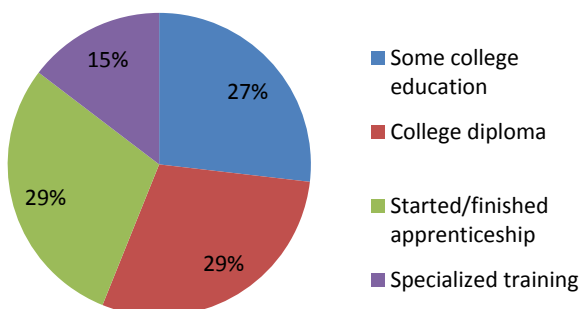
**77%**  
of Skill Level B employees work in the service sector

**More than 20%**  
of Skill Level B employees work in the construction or manufacturing sector

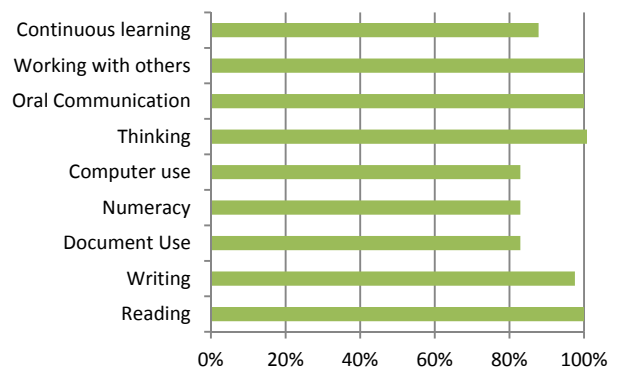
### Skill Level B Requirements

All Skill Level B positions required college education, apprenticeship or specialty training. In addition, Skill Level B positions required all essential skills to nearly the same degree as Skill Level A.

Skill Level B Education Requirements

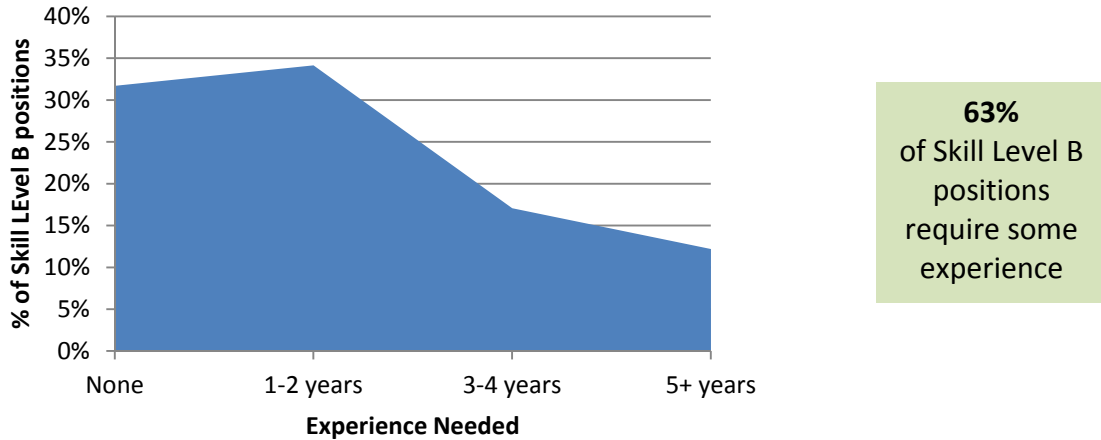


Essential Skills

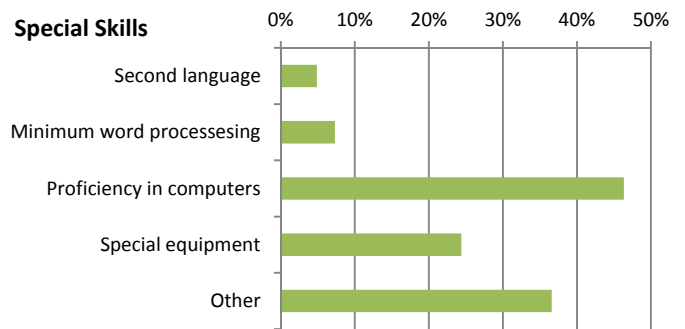




In addition to high levels of education and essential skills, most Skill Level B employees also require experience. Nearly 2/3 of Skill Level B positions require experience with 29% needing more than 2 years.



Many Skill Level B positions also require special skills. Nearly 1/2 of positions require proficiency in computers while 1/4 require special equipment skills. Other skills were also frequently required and most commonly referred to management skills, and ability to use position-related machinery or tools.



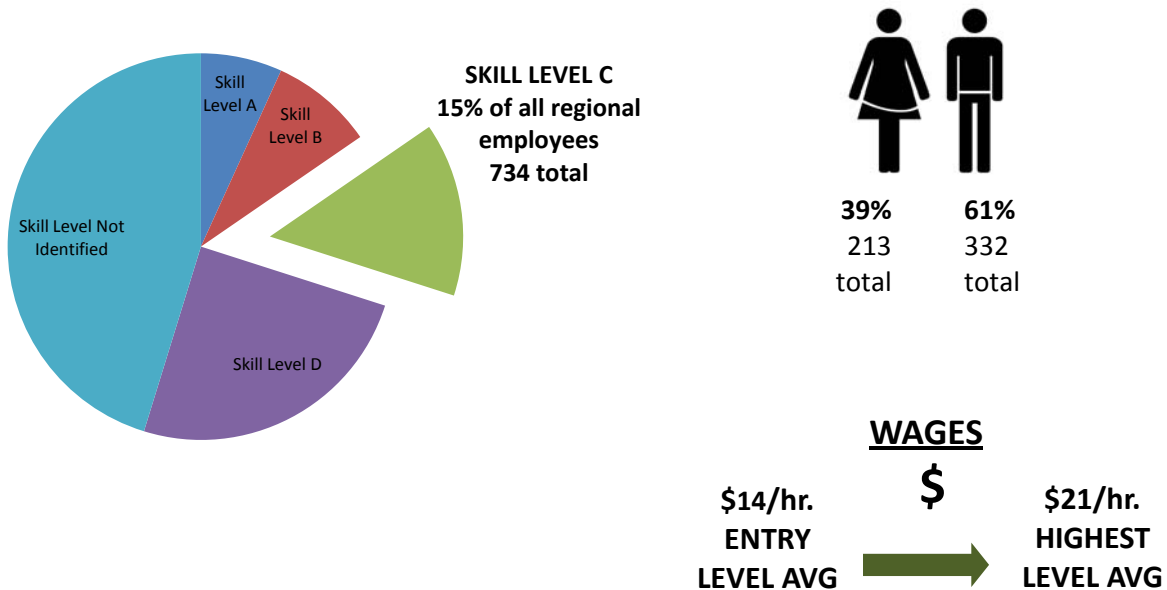
**Key Observations**

- Skill Level B represents 16% of all employees that were identified in the region; were present in 69% of the surveyed businesses
- 31% of Skill Level B employees are between 35-45
- 75% of employees in the Other Services sector were Skill Level B, no other sector had more than 33% of employees in Skill Level B
- 56% of Skill Level B positions required some college education, 29% required apprenticeship and 15% required specialized training
- 8 out of 10 businesses required Skill Level B employees to have ALL the essential skills

## SKILL LEVEL C

### *Skill Level C Labour Overview*

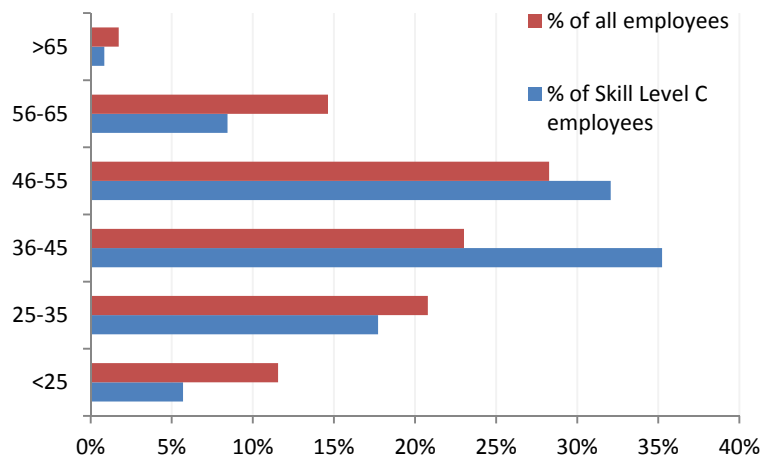
Skill Level C occupations are those occupations that usually require secondary school (high school) and/or occupational specific training. Employees in Skill Level C represent ¼ of all employees identified by skill with 734 overall. This skill level has the largest percentage of male employees with nearly 2/3 of employees being male; this skill level also has the largest variance in gender with a 22% difference in the number of men and women working in Skill Level C positions. The vast majority of Skill Level C employees are between the ages of 36 and 55 with lower than average younger and older employees. The wage average has dropped noticeably from the previous skill levels as well with a top average of just \$21 per hour.



**78%** of all businesses surveyed had at least one Skill Level C employee

**67%** of Skill Level C employees are between ages 36 and 55 years old

**7.1 years** was the average employment length for Skill Level C employees



Almost every sector in the region employs Skill Level C workers and for the one sector that did not employ Skill Level C workers, the sample size was too small to represent the sector as a whole. Skill Level C employees made up more than 50% of employees in two sectors, Transportation and Warehousing and Public Administration. Skill Levels C and D have the highest levels of goods producing employees with 26% of all identified positions in each Skill Level.

SKILL LEVEL C BY SECTOR	# of SKILL LEVEL C Employees <sup>vi</sup>	Skill LEVEL C as % of all employees
Agriculture	19	21%
Construction	28	25%
Manufacturing	140	31%
Retail Trade	77	19%
Transportation and Warehousing	43	78%
Information and Cultural Industries	7	39%
Finance and Insurance	51	22%
Real Estate and Rental Leasing	12	36%
Professional, Scientific and Technical	7	16%
Administrative and Support, Waste Services	*	13%
Education Services	205	32%
Health Care and Social Assistance	40	1%
Arts, Entertainment and Recreation	0	0%
Accommodation and Food Services	28	29%
Other Services	*	13%
Public Administration	70	60%
<b>TOTAL</b>	<b>730</b>	

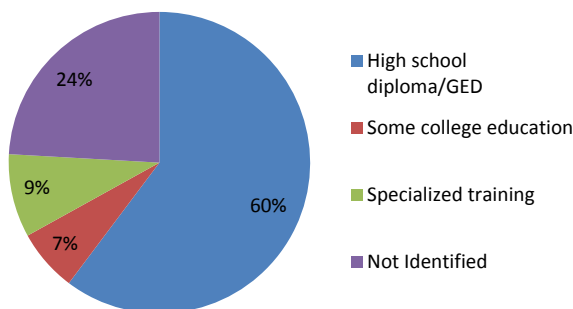
**74%** of Skill Level C employees work in the service sector

**More than 1 of every 4 (28%)** Skill Level C employees work in the Education sector

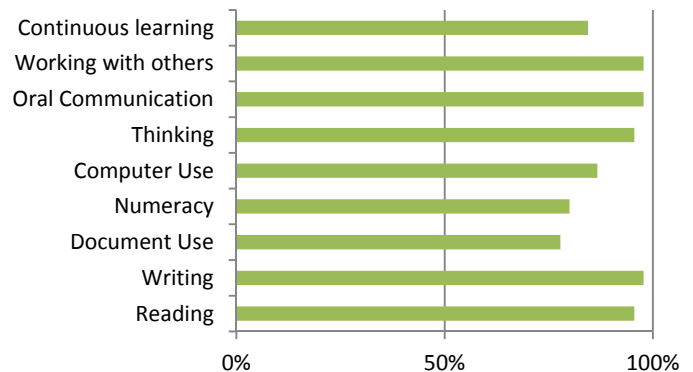
### Skill Level C Requirements

The majority of Skill Level C positions required a high school education, with some requiring some college education or specialty training. While the minimum education requirements have been reduced from Skill Levels A and B, the essential skill requirements remain high and very comparable to previous skill levels.

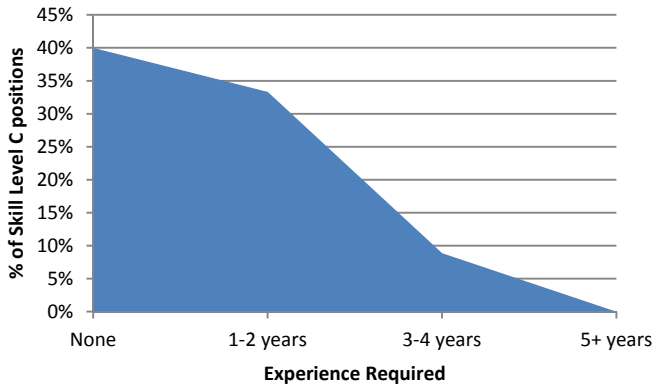
Skill Level C Minimum Education Requirements



Essential Skills

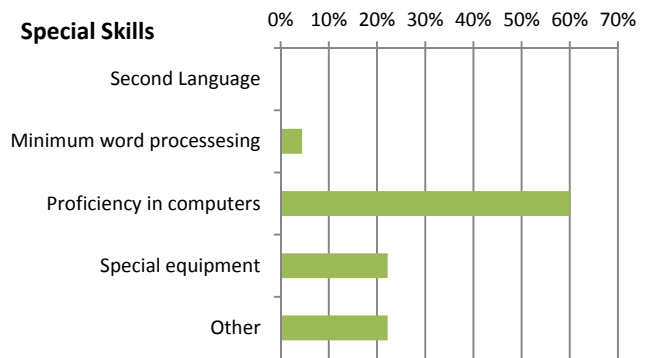


In addition to minimum education levels and essential skills, many Skill Level C positions also require some experience with 1/3 of Skill Level C positions requiring 1-2 years experience and 9% needing more than 2 years.



**43%**  
of Skill Level C  
positions  
require some  
experience

Most Skill Level C positions also require special skills, with the majority of those requiring proficiency in computers. Other skills in this skill level focused more on sales and communication skills rather than management or machinery use.



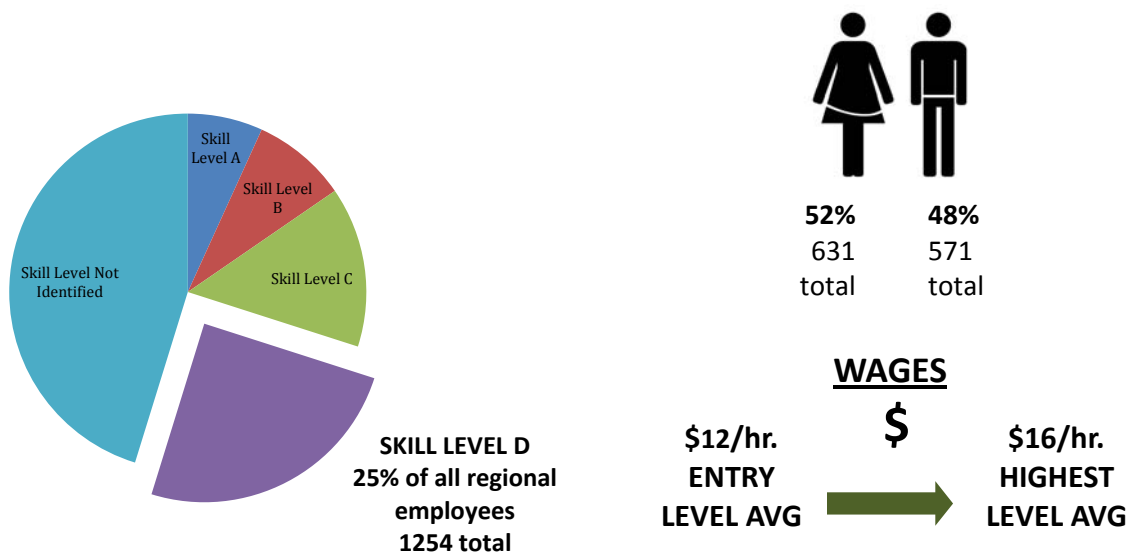
**Key Observations**

- Skill Level C represents 27% of all employees that were identified in the region; were present in 78% of the surveyed businesses
- 61% of Skill Level C employees in participating businesses were male, creating the largest skill level gender gap
- Transportation and Warehousing and Public Administration both had more than ½ (78% and 60%) of their employees belonging to Skill Level C
- Only 16% of Skill Level C positions required any post-secondary education or training but 60% required high school
- Essential Skill requirements are similar to Skill Level B - 8 out of 10 businesses required all Essential Skills
- 74% of Skill Level C positions require less than 2 years experience with 40% not requiring experience

## SKILL LEVEL D

### *Skill Level D Labour Overview*

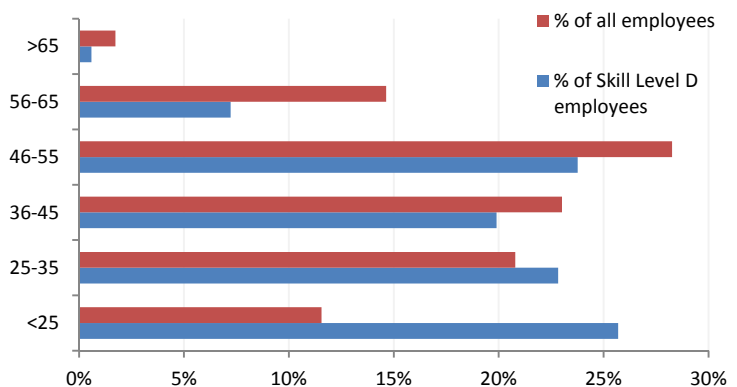
Skill Level D occupations are those occupations that usually require on the job training, which is usually provided by the employer. This is the largest group of employees amongst the surveyed organizations, accounting for 45% of identified skill positions and 25% of all positions counted through the survey. This skill level has an even split between female and male employees. The age breakdown for Skill Level D indicates that these positions are primarily filled by young people, with ½ of Skill Level D employees being younger than 26 years old and less than 10% being older than 55. The wage average is the lowest of all the skill levels with entry level being slightly higher than minimum wage and rising to an average high of \$16 per hour.



**66%** of all businesses surveyed had at least one Skill Level D employee

**49%** of Skill Level D employees are under the ages of 36

**3.5 years** was the average employment length for Skill Level D employees



Almost every sector in the region employs Skill Level D workers. Two sectors did not employ any positions in this skill level and for the Other Services sector; the sample size was too small to represent the sector as a whole. The Professional, Scientific and Technical sector employees are concentrated in Skill Level A with 59% of their positions in the skill level with the highest education requirements. On the other hand, six sectors had the majority of their employee positions located in Skill Level D, by far the most sectors for any skill level.

SKILL LEVEL D BY SECTOR	# of SKILL LEVEL D Employees <sup>vii</sup>	Skill LEVEL D as % of all employees
Agriculture	57	63%
Construction	43	39%
Manufacturing	225	50%
Retail Trade	270	65%
Transportation and Warehousing	8	15%
Information and Cultural Industries	*	22%
Finance and Insurance	17	7%
Real Estate and Rental Leasing	8	24%
Professional, Scientific and Technical	0	0%
Administrative and Support, Waste Services	12	80%
Education Services	44	7%
Health Care and Social Assistance	467	17%
Arts, Entertainment and Recreation	6	100%
Accommodation and Food Services	66	68%
Other Services	0	0%
Public Administration	27	23%
<b>TOTAL</b>	<b>1254</b>	

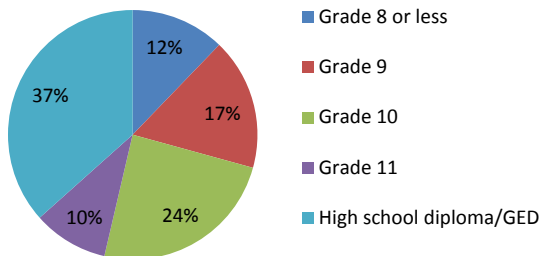
**74%** of Skill Level D employees work in the service sector

**6** sectors where Skill Level D employees make up ½ or more of the workforce

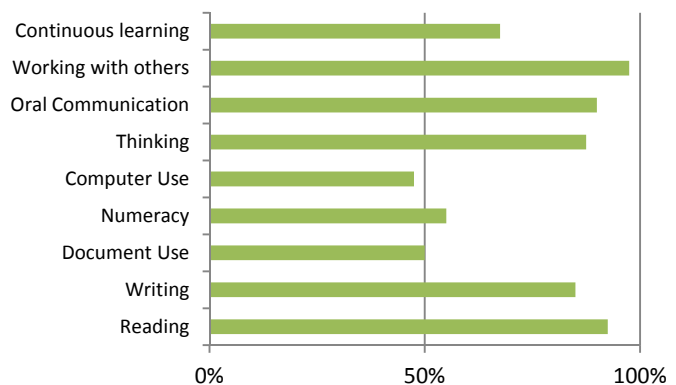
### Skill Level D Requirements

One-third of Skill Level D positions require a high school education with the remaining two-thirds of positions requiring various levels of middle or secondary school. 1 out of 10 positions at this level do not require any high school education with grade 8 or less being identified as the minimum requirement. This skill level is also the only skill level where essential skills aren't almost universally required. Computer and document use along with numeracy are the least required skills at this level with only 50% of positions requiring those essential skill sets.

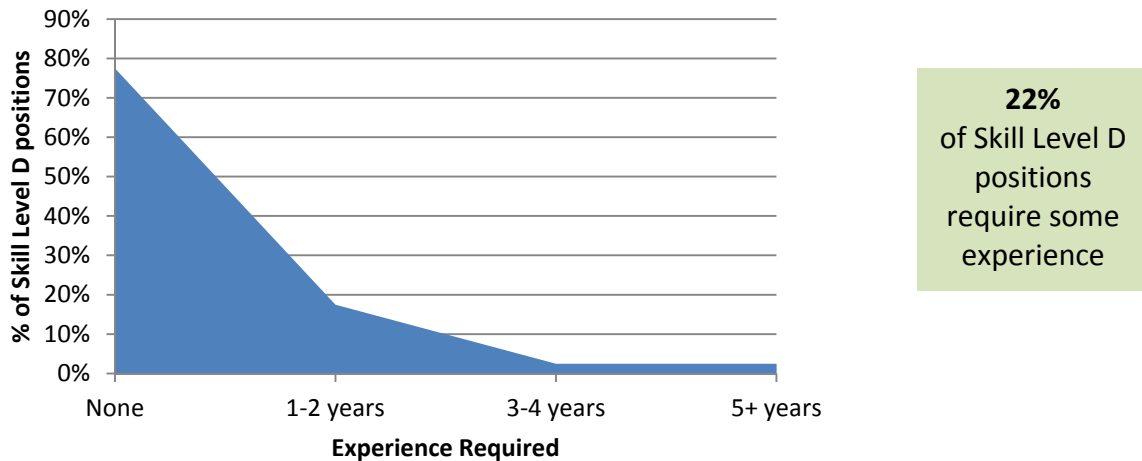
Skill Level D Minimum Education Requirements



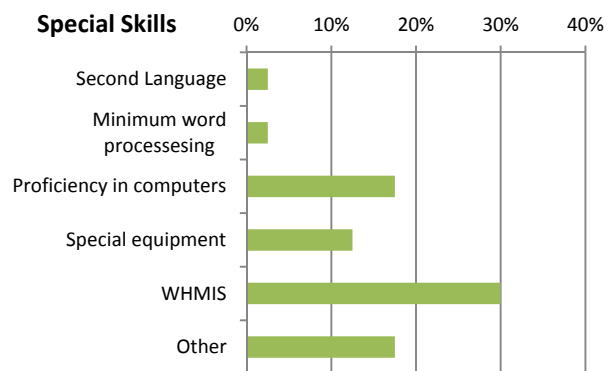
Essential Skills



In addition to lower minimum education levels and essential skills, most Skill Level D positions do not require experience with 78% of positions requiring no experience.



The most common special skill for Level D positions is Workplace Hazardous Materials Information System (WHMIS), with nearly 1/3 of positions requiring that skill. Driver’s license and food handling certificates are some of the other skills identified by several organizations as well.



**Key Observations**

- Skill Level D represents 45% of all employees that were identified in the region; were present in 66% of all businesses
- 49% of employees in this skill level are under 36 years old
- Average high-end wage in this skill level was only \$16 per hour
- Skill Level D employees represent 50% or more of the workforce in 6 participating sectors: (1) Agriculture, (2) Manufacturing, (3) Retail Trade, (4) Administrative and Support, Waste Services, (5) Arts, Entertainment and Recreation and (6) Accommodation and Food Services
- Only 1/3 (37%) of Skill Level D positions require high school diploma/GED
- Communication skills and reading and writing are still required by almost all Skill Level D positions, but other essential skills are less essential
- Only 22% of Skill Level D positions require experience

## Labour Turnover and Growth

### Turnover

Skill Level A had the least amount of employee turnover with 51% of businesses experiencing on average 1 position turning over in the past 12 months. Skill Level D on the other hand had 75% of businesses experiencing turn over in the past 12 months, with an average of 6 positions or employees turning over. All skill levels are predicting fewer turnovers in the next 12 months than they have experienced in the previous 12 months with 20-30% fewer businesses predicting turnover.

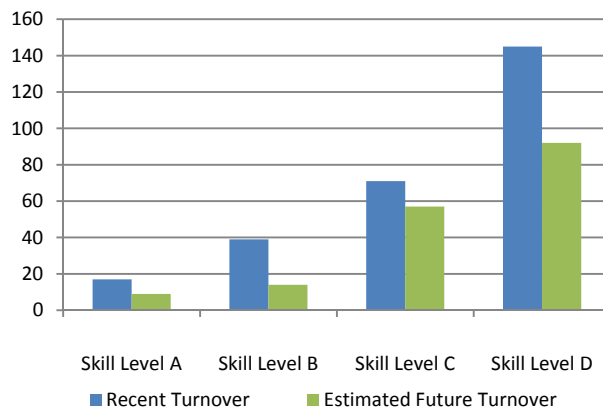
**18** - the number of businesses with recent turnover in Skill Level A - average of 1 time per business

**19** - the number of businesses with recent turnover in Skill Level B - average of 3 times per business

**33** - the number of businesses with recent turnover in Skill Level C - average of 3 times per business

**30** - the number of businesses with recent turnover in Skill Level D - average of 5 times per business

**Business Turnover: # of Employees**



Recent Turnover	Businesses (last 12 months)	Employees (last 12 months)
Skill Level A	51%	5%
Skill Level B	46%	9%
Skill Level C	73%	10%
Skill Level D	75%	12%

Future Turnover	Businesses (next 12 months)	Employees (next 12 months)
Skill Level A	23%	5%
Skill Level B	24%	3%
Skill Level C	41%	8%
Skill Level D	54%	7%

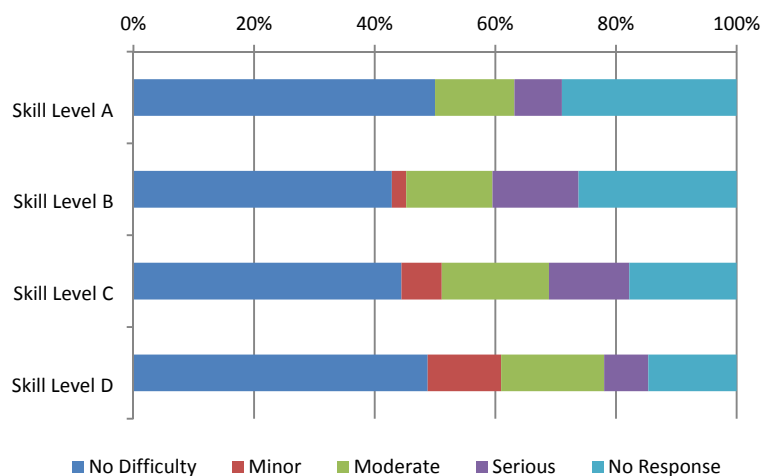
**21%** of responding employers anticipated at least minor difficulty in hiring for Skill Level A positions

**31%** of responding employers anticipated at least minor difficulty in hiring for Skill Level B positions

**38%** of responding employers anticipated at least minor difficulty in hiring for Skill Level C positions

**37%** of responding employers anticipated at least minor difficulty in hiring for Skill Level D positions

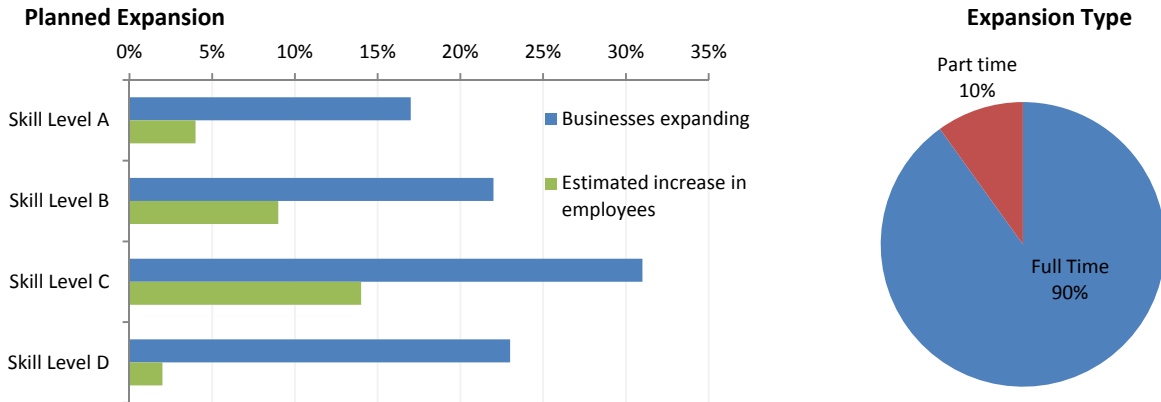
**Anticipated Difficulty in Hiring in Next 12 Months**





### Growth

Combined, 44% of regional businesses are planning to expand in the next three years, with an estimated 141 new positions to be created. This expansion would represent a 3% increase in the employee numbers for participating businesses (currently 5,050 employees). Examined by skill level, ½ of the expansion will happen in Skill Level C, with 47% of the employee expansion focusing on occupations that require secondary school (high school) and/or occupational specific training. Expansion plans are focusing on full time employment with 9 out of 10 jobs planned to be full time.



A sector breakdown of expansion plans provides insight with the Construction and Manufacturing participants being the main drivers of growth in the Goods Producing sectors. In the Service sectors, Education Services, Transportation and Warehousing, and Health Care participants plan to increase the most with Retail and Accommodations sector participants also identifying good growth and expansion.

EMPLOYEE GROWTH PLANS	LEVEL A	LEVEL B	LEVEL C	LEVEL D	TOTALS
<b>Agriculture</b>	3	0	3	0	<b>6</b>
<b>Construction</b>	2	1	8	8	<b>19</b>
<b>Manufacturing</b>	0	0	12	3	<b>15</b>
<b>Retail Trade</b>	0	3	4	2	<b>9</b>
<b>Transportation and Warehousing</b>	0	0	25	0	<b>25</b>
<b>Information and Cultural Industries</b>	0	0	0	0	<b>0</b>
<b>Finance and Insurance</b>	0	0	2	0	<b>2</b>
<b>Real Estate and Rental Leasing</b>	0	0	3	1	<b>4</b>
<b>Professional, Scientific and Technical</b>	1	1	1	0	<b>3</b>
<b>Administrative and Support, Waste Services</b>	0	0	0	0	<b>0</b>
<b>Education Services</b>	5	6	2	2	<b>15</b>
<b>Health Care and Social Assistance</b>	4	23	2	3	<b>32</b>
<b>Arts, Entertainment and Recreation</b>	0	0	0	0	<b>0</b>
<b>Accommodation and Food Services</b>	0	0	5	5	<b>10</b>
<b>Other Services</b>	0	1	0	0	<b>1</b>
<b>Public Administration</b>	0	0	0	0	<b>0</b>
<b>TOTAL</b>	<b>15</b>	<b>35</b>	<b>67</b>	<b>24</b>	<b>141</b>



**85%** of participating businesses planning expansion are in Service sectors

**27%** of businesses saw no need to expand due to satisfaction with current situation

### *Key Observations*

- Participating businesses have had 272 positions turn over within the last 12 months and estimate another 172 in the next 12 months
- Skill Level D has had the most turnovers, averaging 5 employee turnovers with 75% of businesses having turnover in the last 12 months
- Responding businesses identified at least minor difficulty in hiring for Skill Level positions - 21% of Skill Level A, 31% of Skill Level B, 38% of Skill Level C and 37% of Skill Level D
- 44% of participating businesses are planning to expand in the next 5 years with an estimated creation of 141 new positions
- Skill Level C is planning 47% of the expansion
- 90% of the positions to be created will be full time
- Transportation and Health Care are expecting to create the most new jobs

## Regional Youth Profile

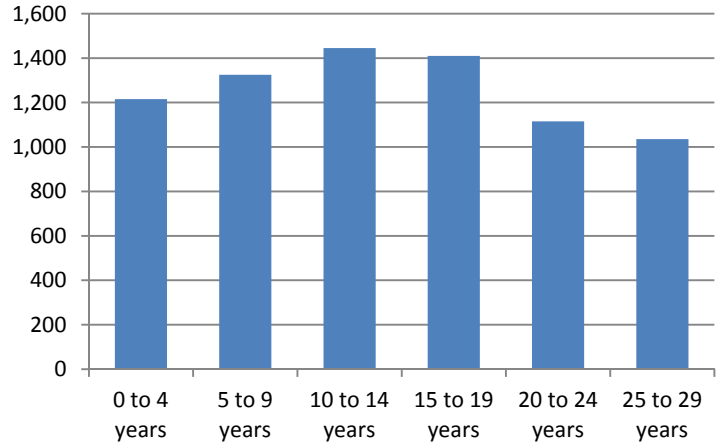
### Youth in the Region

According to the 2006 Statistics Canada Census, there were 7,545 youth under 30, representing 39% of the regional population. The region's youth population is similar to the provincial average, where youth under 30 represent 40% of the population.

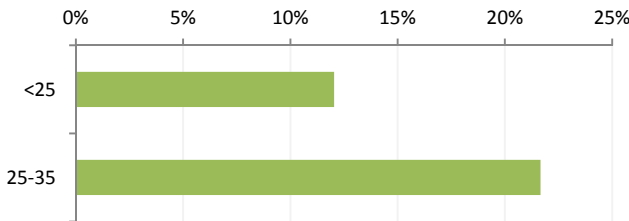
While the region's 2006 youth population is comparable to the provincial average, it represents a declining population with 8.4% fewer youth under 24 in 2006 than in 1996.

The 2011 Labour Survey identified youth employees within the region. The survey data identifies 608 employees that were under the age of 25 and another 1094 between 25 and the age of 35. Combined, employees under the age of 35 represent 1/3 of all employees within businesses surveyed.

2006 Regional Youth



Youth as % of Employees in Participating Businesses



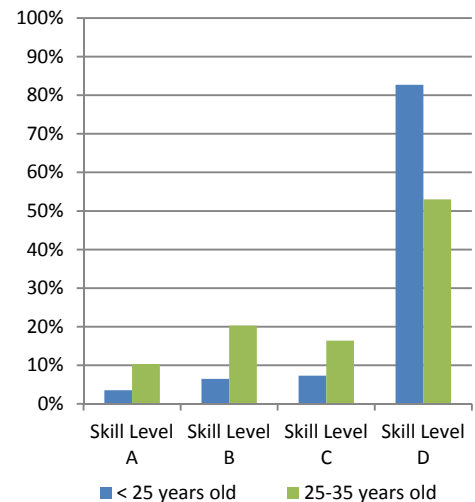
**2 to 1** – youth employed in the region are twice as likely to be between 25-35 years old than younger than 25

**6%** of employees in participating businesses self-identify as youth under the age of 30

Skill levels were identified for 1/2 (883 of the 1702) of the youth employees under 35 years old. For those youth identified by skill, the majority of them worked in Skill Level D positions.

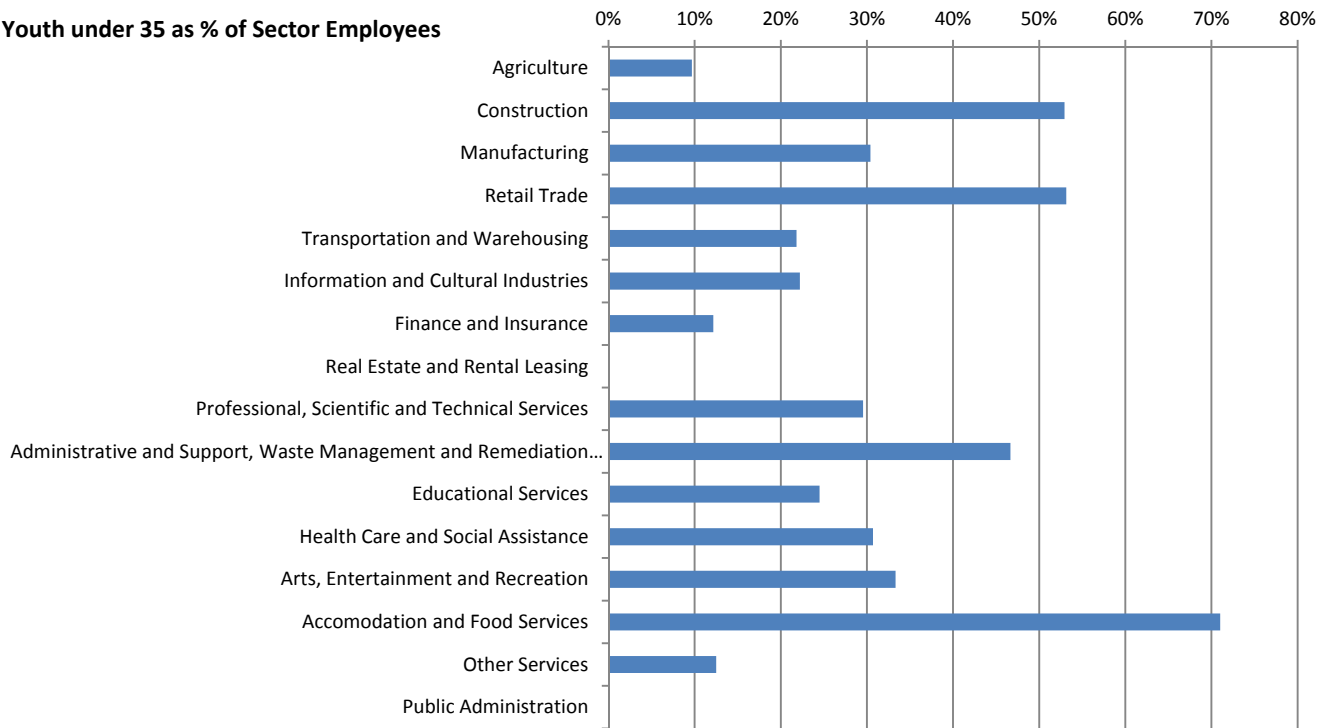
**8 out of 10** youth under 25 worked in Skill Level D positions

**Only 19%** of Skill Level A employees are under 35



### Youth and Sector Employment

Youth under 35 as % of Sector Employees



Amongst participating businesses, youth under 35 make up the majority of employees in four sectors: (1) Construction; (2) Retail Trade; (3) Administrative and Waste Management; and (4) Accommodation and Food Services. However, the major employer of youth in the area is by far the Health Sector, employing almost 3/4 of regional youth. Retail is the only sector of participating businesses employing more than 10% of people under 35 years old.

**Youth under 35**  
 70% are employed in the Health sector

13% are employed in the Retail sector

6% are employed in the Manufacturing sector

92% of all youth are employed in Service Sectors

---

**Skill Level A** – the majority of positions require university education

**Skill Level B** – the majority of positions require college education or apprenticeship

**Skill Level C** – the majority of positions require grade 12

**Skill Level D** – 1/3 of positions require grade 12

### Youth and Education and Experience

Based on the survey results, a lack of education is a larger barrier for youth than experience. For youth to access higher paying, professional occupations, high school is absolutely necessary, with post-secondary education being required for most Skill Level A and B jobs.

On the other hand, employer responses indicate that almost half of jobs in all categories have no minimum experience requirement. Employers are willing to hire employees without experience for 49% of their jobs.

### Youth Context

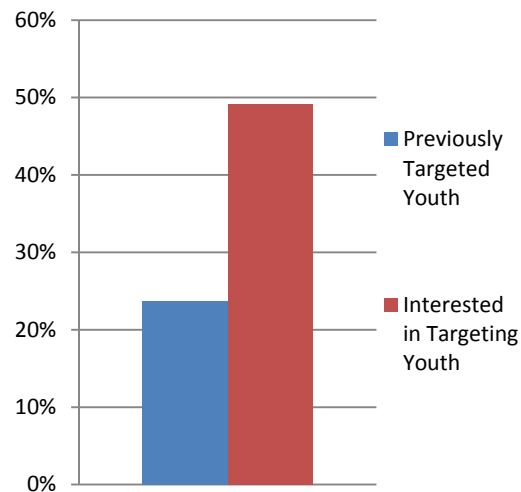
The Portage la Prairie Youth with Barriers Report, April 2011, surveyed youth aged 15 – 30 who were unemployed and not attending regular high school classes. Of the 230 youth respondents, 54% were males, and almost three quarters, (73%) stated they were aboriginal.

Based on the survey results the Portage la Prairie Youth with Barriers Report provides the following observations:

- In this ‘youth with barriers’ group, 86% were unemployed. 50% reported having an education level of grade nine or ten. Only 13% had a high school education or higher.
- Almost 100% of the youth who reported employment experience had been employed only in casual, part-time or seasonal jobs.
- 60% of the ‘youth with barriers’ respondents wanted to complete their high school education and 31% indicated they wanted to achieve some type of post-secondary education. Over half said their plans for the coming year were to go back to school. 78% had an interest in attending training workshops.

Employers in the 2011 Labour Needs Survey were asked if they had previously targeted youth to fill their vacant positions (14 or 24% had), and if they were interested in doing so in the future (29 were interested).

- Half of the employers surveyed are interested in ways to attract youth to work in their business.



At the other end of the spectrum, supports for youth entrepreneurs are now available in the community. Given the important role that self-employment and small businesses play in the economic base of Portage la Prairie and area, strengthening young people’s business planning and entrepreneurial skills is an important aspect of building a next generation of business people in the community. The Canadian Business Youth Business Foundation provides supports including coaching, resources to develop business plans, mentorship, and financing. This program is delivered with community partners, and two are located in the Portage region, i.e. Central Plains Development Corporation and Heartland Community Futures.

**Key Observations**

- Youth are a declining population group in the region
- Most youth are employed in Skill Level D positions (83% of youth under 25)
- 92% of all employed youth are working in the Service focused jobs with 70% of youth under 35 employed in the Health sector
- At least 50% of employers are interested in attracting more youth employees

## Regional Retirement Profile

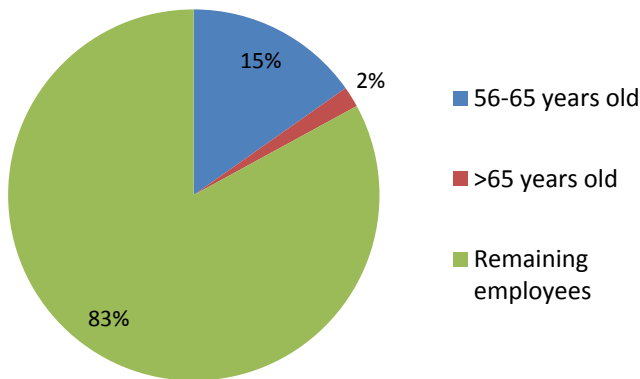
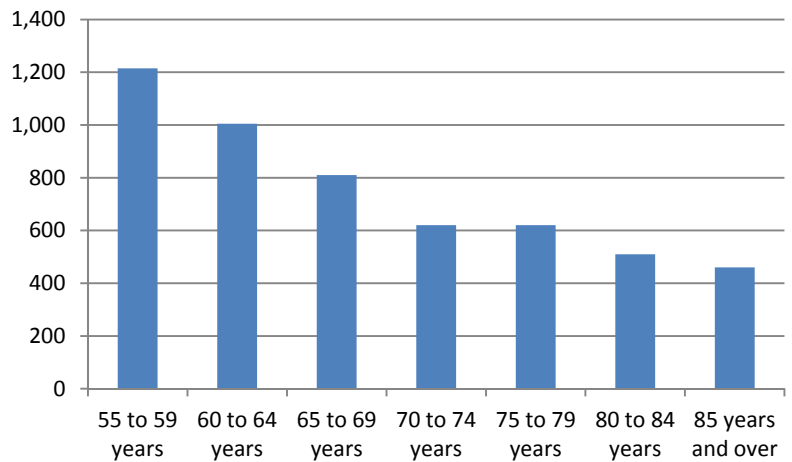
### Aging Region

According to the 2006 Statistics Canada Census, there were 5,240 residents 55 years and older, representing 27% of the regional population. The region's older population is similar to the provincial average, where people 55 years and older represent 25% of the population.

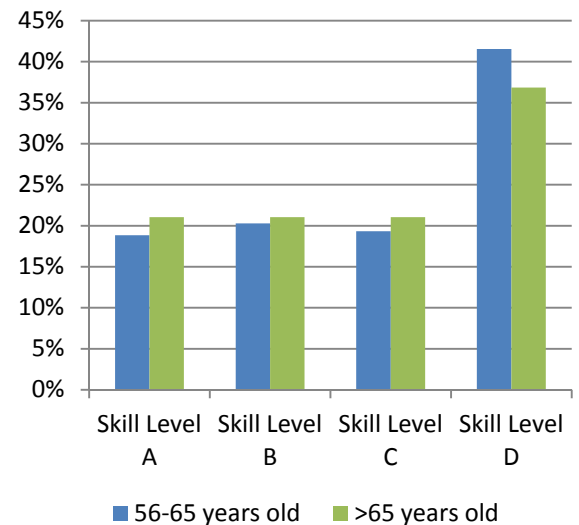
While the region's 2006 older population is currently comparable to the provincial average, it is increasing rapidly with a 15.9% increase in people older than 55 from 1996 to 2006.

The 2011 Labour Survey identified employees by age group within the region, including those that were older than 55 years old. The survey data identifies 770 employees aged 55-65 and another 91 employees over the age of 65. Combined, employees over the age of 65 represent 17% of all employees within businesses' surveyed.

2006 Regional 55+



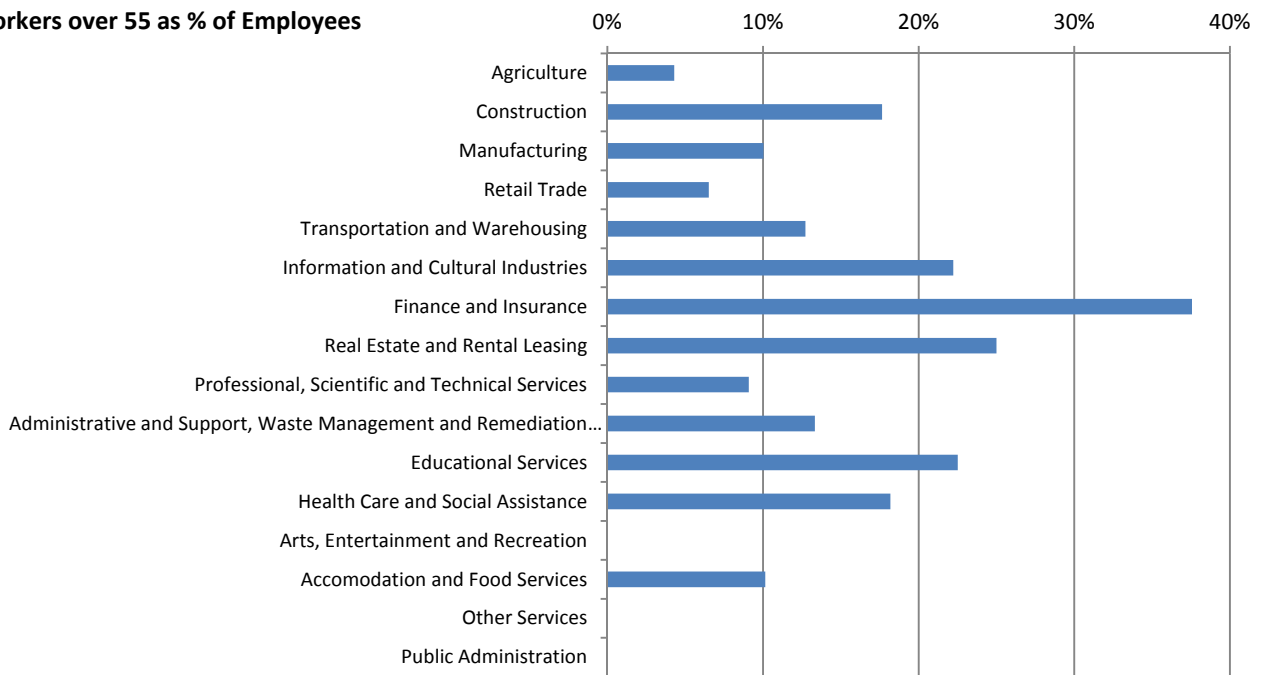
17% – employees in participating businesses were 55+, typically the minimum age for retirement



Skill levels were identified for 1/4 (261 of the 861) of the employees over 55 years old. For those workers 55+ identified by skill, the largest number of them worked in Skill Level D positions.

## Retirement Sector Employment

Workers over 55 as % of Employees



Workers over 55 make up large portions of the Finance and Insurance sector and are also overrepresented in Information and Cultural Industries, Real Estate and Leasing and Educational Services.

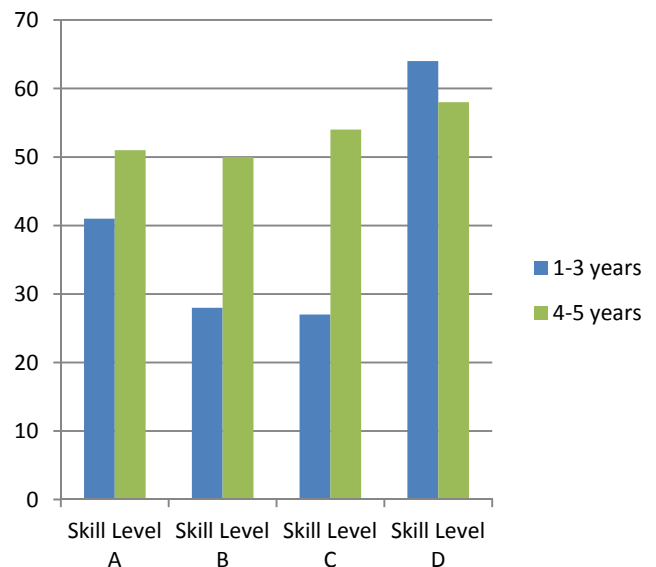
**95%**  
of all workers over 55 are employed in Service Sectors

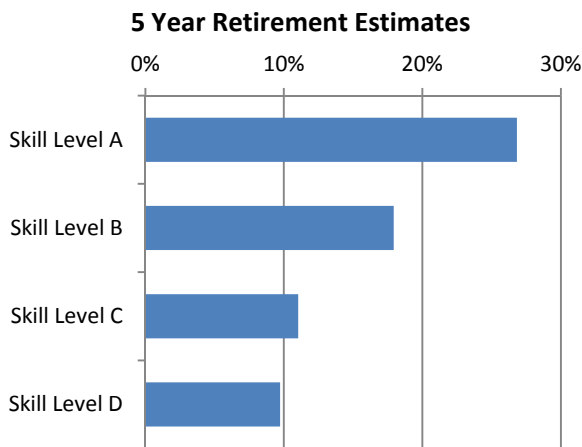
Similar to youth, the Health sector is the major employer of workers over the age of 55, employing 77% of all workers in that age group. The Finance and Insurance sector is the next largest employer of workers over the age of 55, employing 8% of that age group.

### Retirement

Participating businesses were asked to estimate upcoming employee retirements in the next 5 years; initial numbers identified 1446 potential retirees in the region, more than ¼ (29%) of employees in participating organizations.

Some of the potential retirees were categorized by skill level and results indicate that immediate retirements (within 1-3 years) could impact Skill Levels A and D the most. Potential 5-year retirements are more evenly spread across the skill levels.



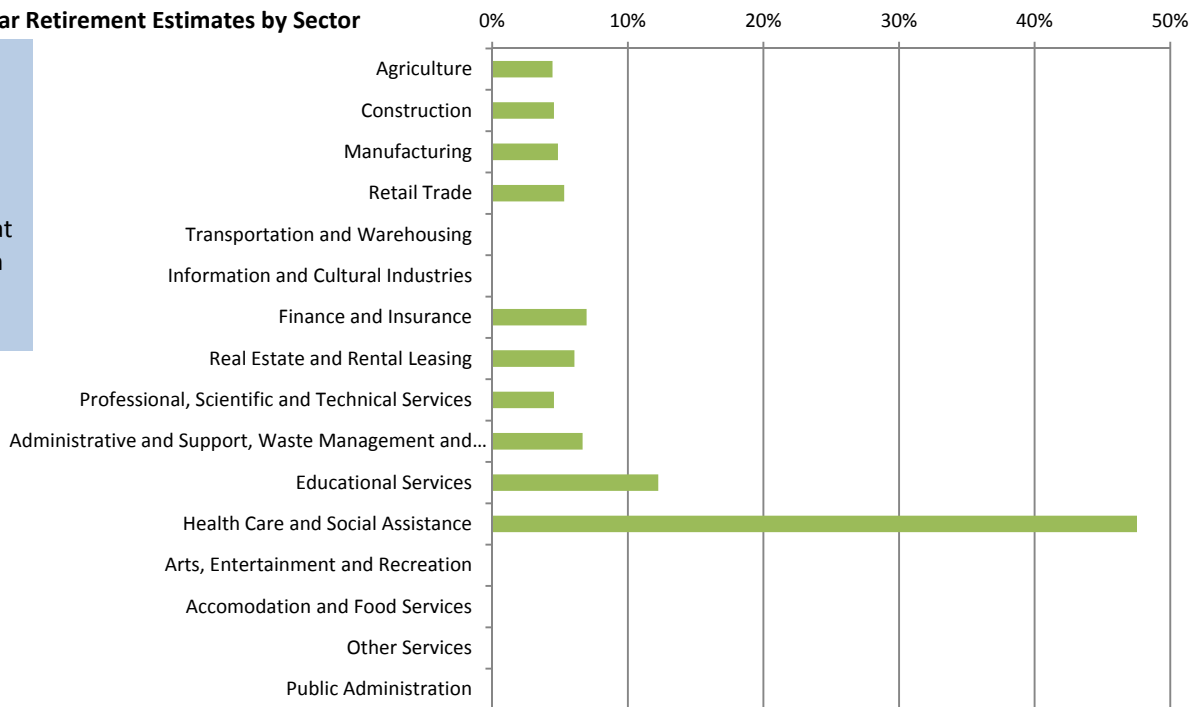


When examining the retirements as ratios of skill level employees, the Skill Level A category is going to experience the largest retirement turnover. Amongst employees identified by skill levels, 27% of workers in Skill Level A could potentially retire within 5 years.

**39%**  
of participating organizations have an interest for targeting mature workers, 22% more than have targeted mature workers in the past

Identifying retirement estimates by sector reveals that the Health sector will be the sector impacted the most with 48% of employees potentially retiring. The Education sector is another sector with more than 10% of employees anticipated to retire in 5 years.

5 Year Retirement Estimates by Sector



**30%**  
of Health sector workers are between the ages of 46-55 indicating that the retirement turnover in that sector will be a long-term issue

### Key Observations

- More than ¼ (29%) of employees in participating organizations will be eligible for retirement in the next 5 years
- Skill Level A will be the skill level most affected by retirement in the next 5 years
- High retirement levels are going to be a challenge for the Health Care sector in the region
- As retirement numbers increase, so does interest in hiring mature workers, with 49% of participating organizations interested in hiring mature workers



## Regional Aboriginal Profile

### Aboriginal Population

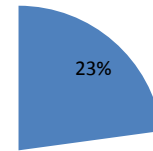
The Aboriginal demographic comprises a substantial portion of the population in the Portage Region, with more than 4500 persons identified as aboriginal. Representing ¼ of the regional population, aboriginals provide a significant portion of regional employees. According to 2006 Census data, 1755 Aboriginal people were part of the regional labour force, representing 17% of the labour force in total.

The Aboriginal population has grown by nearly 2200 between 1996 and 2006, a 91% increase. As Census data indicate, this growth in Aboriginal population is responsible for the majority of growth within the region. Results also indicate that this growth trend will continue as the Aboriginal population is younger and growing quicker while the non-aboriginal population is older and declining.

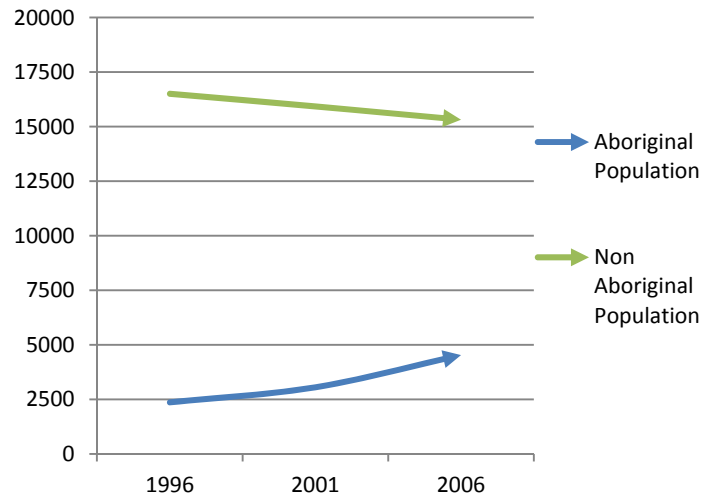
### Aboriginal Labour Force

The Aboriginal labour force in the region is focused on three sectors, with the majority of individuals working in Health Care and Social Services, Other Services or Retail Trade. No other sector has more than 10% of the labour force. While 91% of aboriginal women work in the Service Sectors, only 66% of aboriginal males do, with the remaining 33% of men working in the Goods Producing sector.

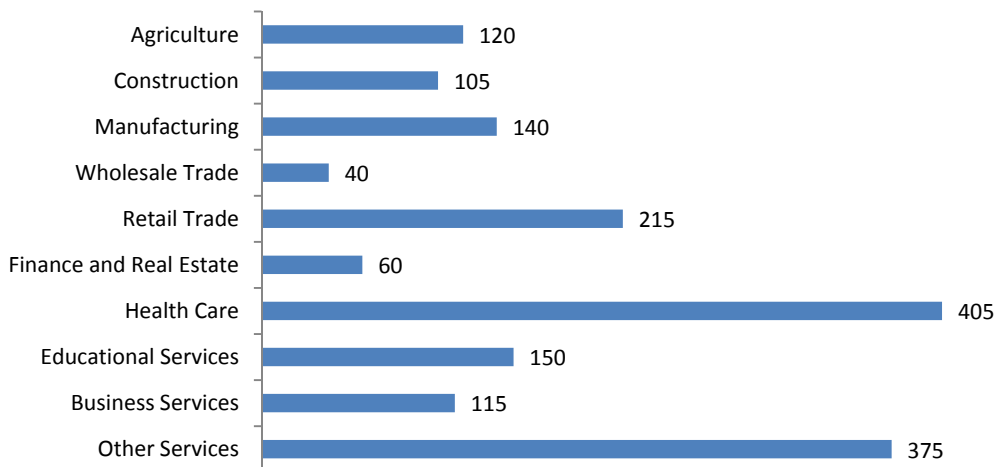
Aboriginal Population as Regional %



Aboriginal Regional Population Growth



Regional Aboriginal Labour Force - 2006

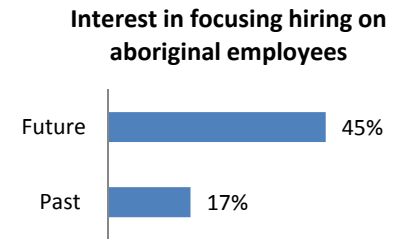


**24.8**  
Median age of Aboriginal population within the region in 2006 – compared to median age of 38 for region as a whole

**51.4%**  
Aboriginal population employment rate in 2006 compared to 63.1% for region as a whole

**57%**  
of Aboriginal labour force in 2006 is in Health Care and Social Services, Other Services and Retail Trade

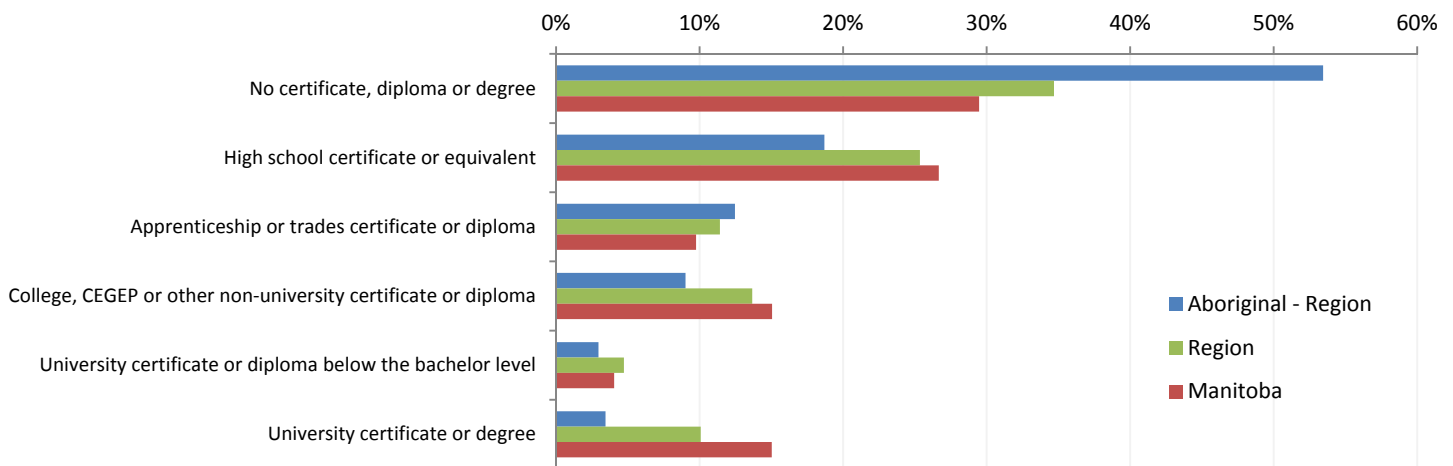
Aboriginal peoples make up 23% of the regional population and 17% of the work force, however, amongst participating business and organization employees, only 199 or 7% of all workers in the survey were self-identified as Aboriginal. When compared to the Aboriginal percentage of the local population, there is significant need to increase Aboriginal participation and opportunity in the regional labour force.



Currently, the majority of the employees self-identified as Aboriginal are in Skill Level D positions. This corresponds with the high percentage of Aboriginal youth (73%) identified as part of the Youth with Barriers population in Portage and area. The Portage la Prairie Social Planning Initiative Phase One Report, 2009, identified a similar disparity.

### Aboriginal Labour Force Education Levels

Education levels define the different occupation skill levels and the type of employment available for the Aboriginal labour force. The Aboriginal labour force in the Portage Region has lower education levels than the regional population resulting in fewer job choices and lower wages for many. More than half of the labour force in 2006 did not have a certificate, diploma or degree. As this Labour Study reconfirmed, Skill Level D jobs would be the only jobs available for the 53% of Aboriginal workers who don't have at least high school level education. Only 3% of the Aboriginal labour force has a university degree, resulting in very little availability of Skill Level A positions for Aboriginal employees.



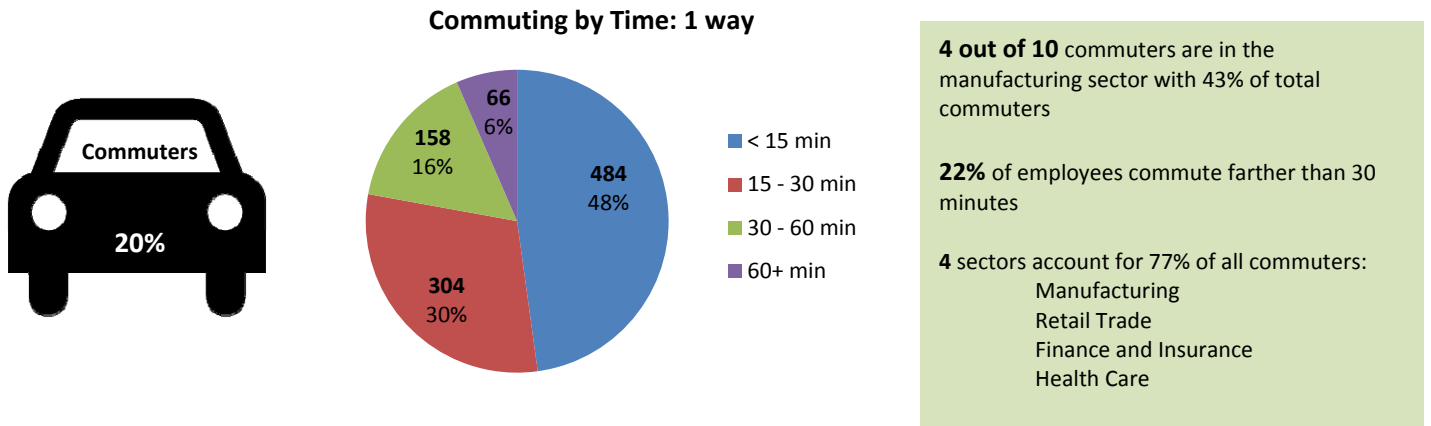
### Key Observations

- **The Aboriginal population in the region is the main source of growth/stability for the regional population**
- **Aboriginal people are under represented in the regional workforce**
- **The majority of aboriginal people in the labour force work in just three sectors: Health Care and Social Services, Other Services and Retail Trade**
- **Lower education levels amongst the Aboriginal labour force results in most Aboriginal workers occupying Skill Level D positions and limits the availability of Skill Level A jobs**

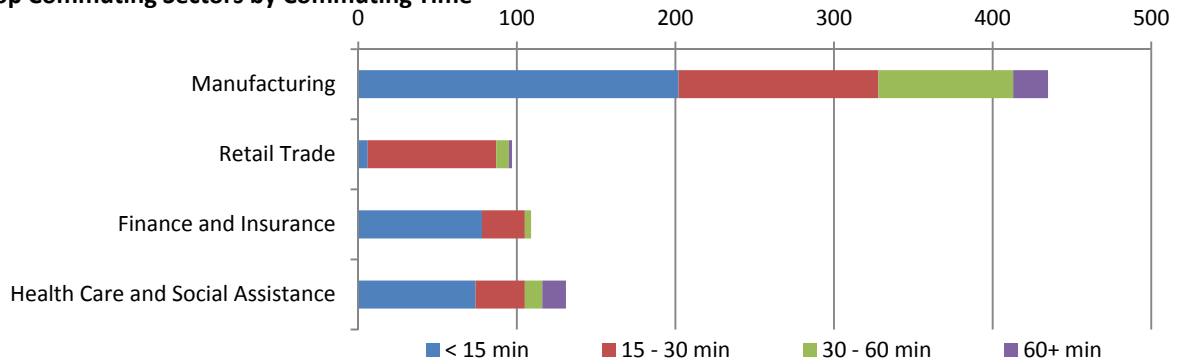
## Additional Observations

### Commuting

While 1 in 5 employees (20%) in participating organizations commuted to work, the majority (78%) travelled less than 30 minutes one way, indicating they are commuting within the region or from just outside the region. The Manufacturing Sector employs the most commuters with almost all (96%) of manufacturing employees commuting.

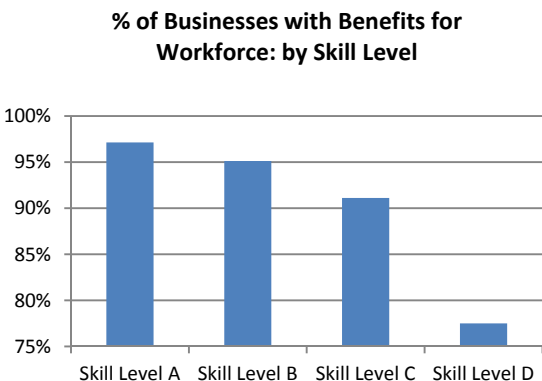


**Top Commuting Sectors by Commuting Time**



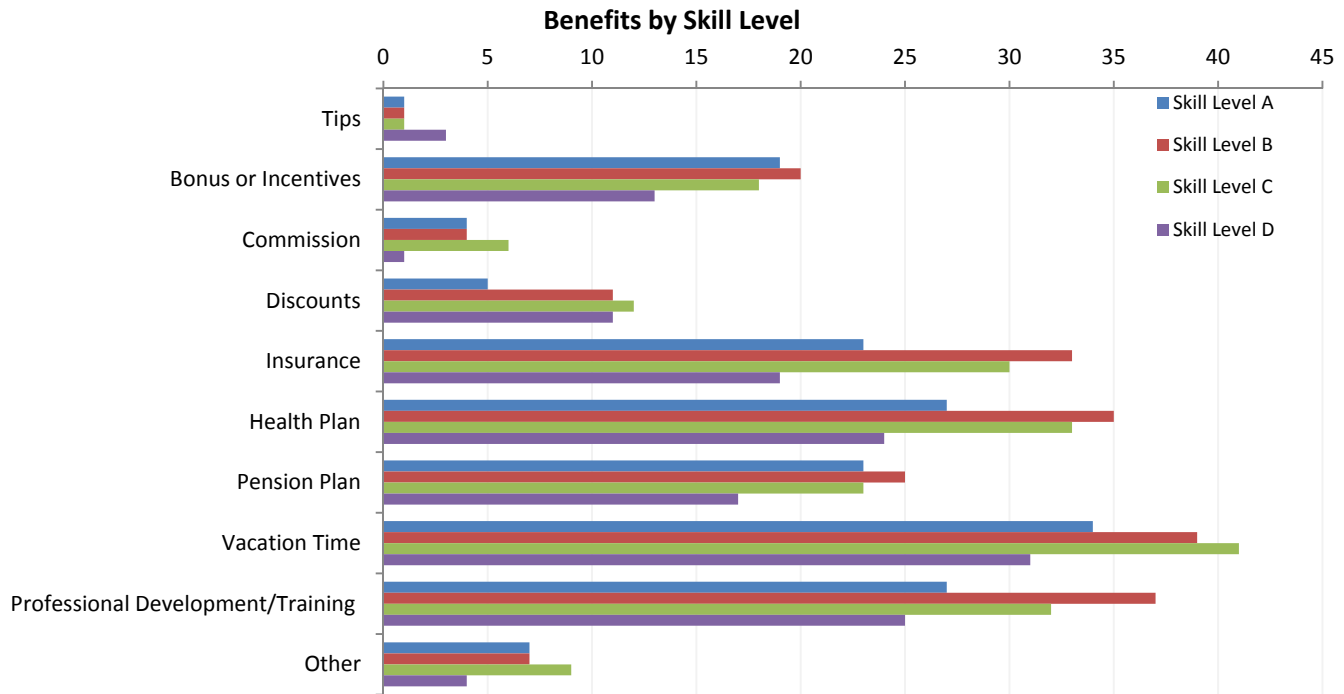
### Employee Benefits

Most participating businesses provided benefits for their employees. More than 90% of Skill Levels A, B, and C positions had benefits provided by employers. Although more than ¾ (78%) of Skill Level D positions came with benefits, there were noticeably more



positions without benefits than in the other skill levels. The most common benefit for all skill levels was vacation time. Professional development/training, insurance, health plan benefits were also very common amongst participating employers.

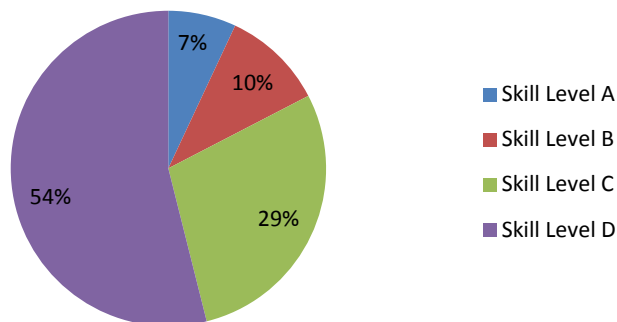
**Sick time, RRSPs, Profit sharing, Expense accounts, Service recognition & Excellent working environment** were examples of 'other' benefits



### Immigration

115 employees of participating businesses are self-identified immigrants, representing 2% of all the employees within the study. Of those 115 self-identified immigrants, the majority (70%) work in agriculture and manufacturing. The study did not identify whether the immigrants were permanent residents or temporary foreign workers.

Self-Identified Immigrants by Skill Level



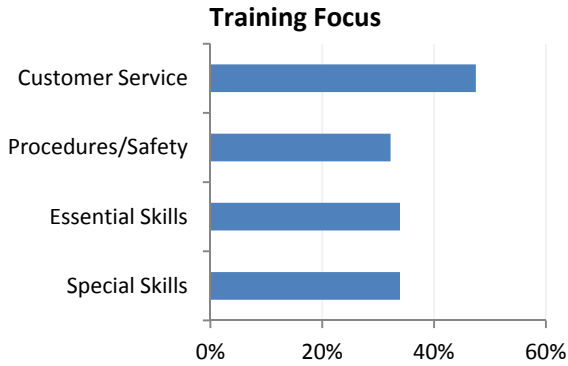
**44%** of participating businesses were interested in targeting immigrants for positions, 32% more than have targeted immigrants previously

**50%** of interest in targeting immigrants is from the Retail trade, Health Sector and Accommodation and Food Services sectors

### Training

At least 1/3 of the 59 participating businesses (34%) were interested in all types of training and nearly half of businesses (47%) were interested in customer service training.

4 out of 10 (44%) of businesses were willing to pay for training, provided there were budget dollars allocated. The winter months were the most popular months for training with ¼ (25%) of businesses prefer February training while only 3% prefer August. Only the Manufacturing, Professional and Other Services sectors had less than 50% interest in training opportunities with all of the participating businesses in five sectors expressing interest.

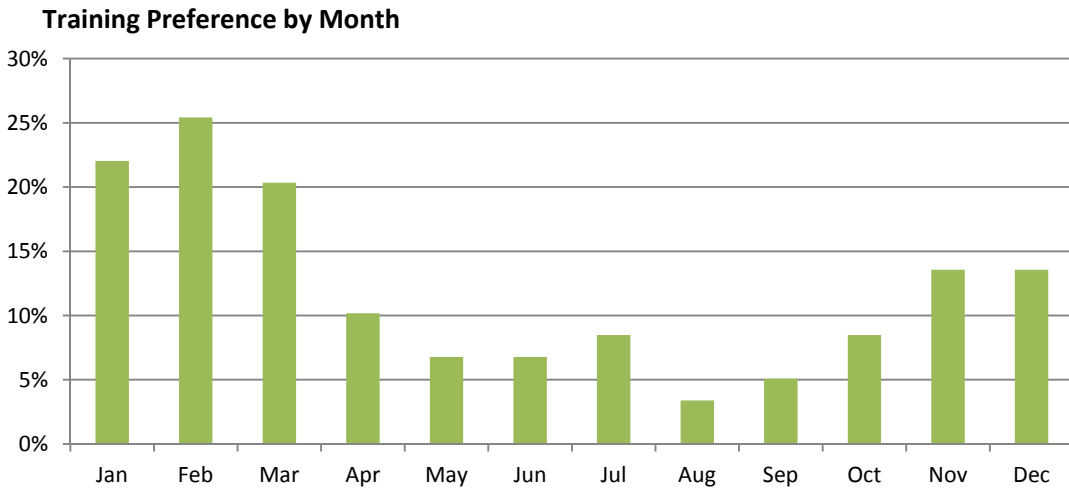


**63%** of participating businesses were interested in ½ day workshops on the training areas

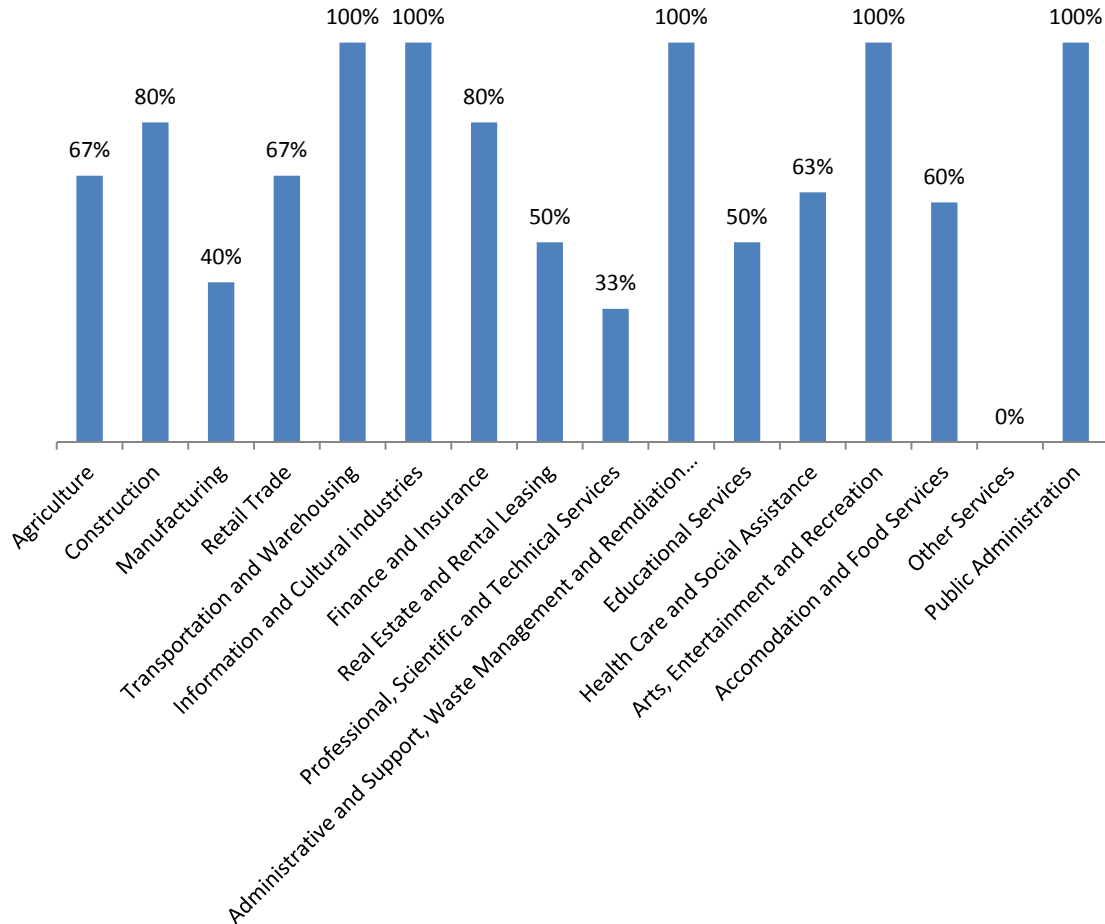
**41%** of businesses preferred daytime training while 22% preferred evening training. Only 5% identified weekend training as their preference.

**25%** of participating businesses already provide training in-house

**Lack of funds for training (12%)** was the a common reason participating businesses were not interested in training opportunities



**Training Interest by Sector**



**Key Observations**

- 20% of the participating workforce commutes daily with 78% of commuters travelling less than 30 minutes in one direction
- 43% of all commuters belong to the manufacturing sector
- More than 90% of Skill Level A, B and C positions have benefits while 78% of Skill Level D positions have benefits
- The most common benefit for all skill levels is vacation time
- The majority (54%) of immigrants working in the participating businesses, work in skill level D positions
- 70% of immigrants working in the participating businesses work in either agriculture or manufacturing
- 63% of all participating businesses were interested in training with customer service being the most desired area (48% of all participating businesses)
- Existing in-house training was the major reason (25% of all participating businesses) businesses were not interested in training opportunities; lack of training funds was the next most common reason (12%)
- Daytime training in the winter months were the most preferred training times

## Methods

The 2011 Portage la Prairie Labour Needs Assessment report builds on the previous Labour Needs Assessment Phase II report completed in 2007. It also integrates findings from three other reports, as well as data from the 1996, 2001, 2006 and 2011 Census. Statistics Canada's business data for 2006 and 2011 provided secondary data for the business profile section.

182 businesses in the City and RM were approached to provide their input by completing the survey. Over 75 surveys were distributed, and appointments made to pick up the completed surveys. Assistance was offered to complete the form, but the majority of businesses indicated their schedules were tight and they would rather find time to do it on their own. Follow up phone calls and in person pick up of the completed surveys resulted in an initial return of 50 surveys. Another round of phone calls by the surveyor and staff from Central Plains Inc. were successful in getting 9 more responses for a final total of 59 completed employer surveys. Even with these extra efforts, the number of responses is lower than the 2002 and 2007 Labour Needs Assessments. Employers reported they were 'just too busy'. The time of the year, dealing with the aftermath of the 2011 flood, the number of surveys businesses had been asked to complete recently, and perhaps the open, warm fall – a number of issues may have been factors in the reduced response rate. These 59 responses included 54 businesses from the City of Portage la Prairie and 5 from the RM of Portage. A number of respondents did not answer every question; and as well, the data from one major employer included staff numbers for the whole of Central Region. A follow up visit with this employer secured some staffing data specific to Portage la Prairie. The report notes where these differing numbers are included.

These surveys were entered into an Excel spreadsheet and frequency calculations used to analyze the data as found in the 2011 Labour Study section of the report.

## Glossary

The North American Industry Classification (NAICS) codes and the NOC Skill Levels are used to classify organizations and employment positions in this 2011 Labour Needs Analysis report. Both were also used in the 2007 Labour Needs Analysis.

**The NAICS framework** provides a standardized way to identify and compare similar businesses and industries based on their type of work or functions. NAICS is the agreed-upon common framework for the production of comparable industry statistics by the statistical agencies of the three countries, Canada, Mexico and the United States. Its hierarchical structure is composed of sectors (two-digit codes), subsectors (three-digit codes), industry groups (four-digit codes), and industries (five-digit codes). The 2011 Labour Needs Analysis report uses two-digit codes to compare businesses.

The following table provides the reader with an overview of the industry categories. It was used in the employer survey to explain the classification system and gather information from them about the classification code for their business.

INDUSTRY TITLE (2 digit NAICS in 2011)	
Agriculture, Forestry, Fishing, and Hunting (11)	Mining, Quarrying, Oil & Gas Extraction (21)
Utilities (22)	Construction (23)
Manufacturing (31-33)	Wholesale Trade (42)
Retail Trade (44-45)	Transportation & Warehousing (48-49)
Information & Cultural Industries(51)	Finance & Insurance (52)
Real Estate, Rental, and Leasing (53)	Professional, Scientific, and Technical services (54)
Management of Companies & Enterprises (55)	Administrative, Support, Waste Management, or Remedial Services (56)
Educational Services (61)	Health Care, Social Assistance (62)
Arts, Entertainment, and Recreation (71)	Accommodation & Food Services (72)
Other Services (except Public Administration) (81) [Personal and laundry services, Religious, grant-making, civic and professional organizations]	Public Administration (92) [Federal, Provincial, local, Aboriginal and Municipal public administration]

**National Occupation Code (NOC) Skill Level** criterion divide occupations into four skill levels, based on the education required for each. It is the nationally accepted taxonomy and organizational framework of occupations in the Canadian labour market. These nationally developed skill levels provide an objective way of assessing educational opportunities and barriers across professions.

NOC SKILL LEVEL	Level of Education required (i.e. what would be listed in a job bulletin)
<b>Skill Level "A"</b>	Occupations usually requiring a university education
<b>Skill Level "B"</b>	Occupations usually requiring a college education or apprenticeship training
<b>Skill Level "C"</b>	Occupations usually requiring second school and/or occupation specific training
<b>Skill Level "D"</b>	On-the-job training is usually provided for these occupations; no formal education is needed



**SMEs:** Small and Medium Sized Enterprises (SMEs). SMEs are defined as enterprises with less than 250 employees and less than \$50 million in total revenue.

**Essential Skills:** The essential skills referred to in this report are those specific soft skills used by Human Resources and Skill Development Canada. Through extensive research, the Government of Canada and other national and international agencies have identified and validated these key Essential Skills for the workplace. Essential Skills are used in nearly every job and at different levels of complexity. They provide the foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change. The list of Essential Skills includes 4 Literacy skills and 5 additional Essential Skills.

ESSENTIAL SKILLS	
<b>4 Literacy Skills</b>	
	Reading
	Writing
	Document Use
	Numeracy
<b>5 Essential Skills</b>	
	Computer Use
	Thinking
	Oral Communications
	Working with Others
	Continuous Learning

## References

**Government of Canada**, Human Resources and Skill Development Canada, Literacy and Essential Skills, Retrieved online <http://www.hrsdc.gc.ca/eng/workplaceskills/LES/definitions/definitions.shtml>

**Government of Canada**, 2006 Census, Stats Canada NAICS codes and NOC Employee Skill Levels: Ottawa, Ontario. Retrieved on line <http://www.statcan.gc.ca/concepts/index-eng.htm>

**Blaylock, Sheri**, (2009). *Labour Needs Assessment Immigration Project, Jobs Available in the City of Portage la Prairie*, City of Portage la Prairie, MB

**City of Portage la Prairie**, Economic & Community Development Department, (2002). *Labour Assessment Survey & Graduating High School Class Survey Executive Summaries*, City of Portage la Prairie, MB

**City of Portage la Prairie**, Economic & Community Development Department, (2007). *Phase II of the Labour Needs Assessment Survey*, Portage la Prairie, MB

*Portage la Prairie Youth with Barriers 5-Year community Employment Strategy, A report and recommendations to address the issues and barrier youth at risk face when trying to attain and retain employment in their community*. Final Report, (2011) Brandon University, BU Cares. Retrieved online <http://www.brandonu.ca/bu-cares/publications-presentations-and-resources/>

**The Canadian Chamber of Commerce**, (2012). *Policy Brief: Preparing Canada's Youth for the Jobs of Tomorrow*. The Canadian Business Journal. Retrieved online <http://www.chamber.ca/images/uploads/Reports/2012/201202YouthUnemployment.pdf>

**The Institute of Urban Studies**, (2009). *Portage la Prairie Social Planning Initiative Phase One Report, (2009)*. Portage la Prairie, MB. Retrieved online <http://www.portagecrc.com/PDF/Portage%20Final%20August%2025.pdf>

## Endnotes

---

<sup>i</sup> The number of people 15 years or older in the City of Portage for calculations in the education section is 9,590 as presented in the 2006 census. Total population being used for regional education and employment profile % calculations is 14,930

<sup>ii</sup> Indet. Refers to the indeterminate classification used by Statistics Canada. This classification captures self-employed businesses and those businesses without permanent employees.

<sup>iii</sup> The employee total includes all employees from the Central RHA which spans an area larger than the study encompassed.

<sup>iv</sup> A \* is used in those sectors with 5 or fewer employees to provide anonymity

<sup>v</sup> A \* is used in those sectors with 5 or fewer employees to provide anonymity

<sup>vi</sup> A \* is used in those sectors with 5 or fewer employees to provide anonymity

<sup>vii</sup> A \* is used in those sectors with 5 or fewer employees to provide anonymity