WindsorEssex
DEVELOPMENT COMMISSION

# Monthly Economic Monitor – January, 2010

## KEY INDICATORS

| Population | | |
|---|---|---|
| | 2006 | 2001 |
| Windsor-Essex | 393,402 | 374,975 |

*Source: Statistics Canada, 2006 Census*

| Unemployment Rates – Windsor CMA (%) | | | |
|---|---|---|---|
| | December 2009 | November 2009 | December 2008 |
| Windsor CMA | 11.4 | 11.6 | 9.1 |
| Ontario | 8.3 | 8.4 | 6.4 |
| Canada | 8.5 | 8.5 | 6.3 |

*Source: Statistics Canada, December 2009, figures represent an unadjusted 3 month moving average.*

| Labour Force Characteristics – Windsor CMA | | | |
|---|---|---|---|
| | December 2009 | November 2009 | December 2008 |
| Labour Force | 172,500 | 172,900 | 177,500 |
| Employed | 152,800 | 152,800 | 161,400 |

*Source: Statistics Canada, December 2009, figures represent an unadjusted 3 month moving average.*

The unemployment rate in the Windsor CMA remained almost unchanged from November. The very slight decline was due to a slight reduction in the size of the labour force. These numbers mirrored the situation in Ontario as a whole.

| Labour Force Characteristics – Windsor-Essex | | | |
|---|---|---|---|
| | **Q3 2009** | **Q2 2009** | **2008** |
| Population 15+ | 325,100 | 329,000 | 332,100 |
| Labour force | 210,400 | 214,700 | 213,300 |
| Employment | 182,700 | 185,700 | 194,000 |
| Full-time | 142,100 | 138,400 | 154,100 |
| Part-time | 40,600 | 47,200 | 39,900 |
| Unemployed | 27,700 | 29,100 | 19,300 |
| Not in labour force | 114,800 | 114,200 | 118,800 |
| Unemployment rate (%) | 13.2 | 13.6 | 9.0 |
| Participation rate (%) | 64.7 | 65.3 | 64.2 |
| Employment rate (%) | 56.2 | 56.4 | 58.4 |

*Source: Statistics Canada, Labour Market Survey*

| Employment by Industry - WindsorEssex | | |
|---|---|---|
| **Industry** | **Q3 2009** | **Q3 2008** |
| Agriculture | 3,200 | 3,100 |
| Forestry, fishing, mining and oil and gas extraction | 0 | 0 |
| Utilities | 0 | 1,700 |
| Construction | 10,600 | 9,400 |
| Manufacturing | 39,900 | 38,200 |
| Trade | 26,600 | 30,300 |
| Transportation and warehousing | 5,300 | 6,800 |
| Finance and insurance real estate and leasing | 6,800 | 9,000 |
| Professional, scientific and technical services | 7,200 | 11,000 |
| Business, building and other support services | 9,100 | 7,000 |
| Educational services | 12,900 | 13,100 |
| Health care and social assistance | 23,300 | 21,700 |
| Information and cultural and recreation | 7,300 | 9,900 |
| Accommodation and food services | 11,700 | 15,500 |
| Other services (except public administration) | 8,000 | 8,300 |
| Public administration | 8,300 | 8,400 |
| **Total** | **182,700** | **193,400** |

*Source: Statistics Canada, Labour Market Survey*
*Note: 0 are estimates less than 1500*

| Job Gains/Losses – WindsorEssex | | |
|---|---|---|
| | December 2009 | Year-to-Date |
| Job Gains Announced | 100 | 968 |
| Job Losses Announced | 250 | 761 |

*Source: Service Canada; The Windsor Star*

The federal government's decision to allow Globalive to offer cell phone service in Canada will mean the addition of approximately 100 new positions at the company's Windsor call centre over the next two years. Ford of Canada finalized its decision to eliminate 400 positions when it ends its second shift at the Windsor Engine Plant in September 2010, but this will be offset somewhat by the addition of a second shift at the Essex Engine Plant requiring about 150 workers, for a net loss of 250 jobs.

| Housing Starts – Windsor-Essex | | | | |
|---|---|---|---|---|
| | Q3 2009 | Q3 2008 | Year-to-date 2009 | Year-to-date 2008 |
| Amherstburg | 9 | 5 | 24 | 31 |
| Essex | 7 | 16 | 13 | 26 |
| Kingsville | 15 | 23 | 43 | 52 |
| Lakeshore | 41 | 36 | 76 | 89 |
| LaSalle | 29 | 19 | 57 | 53 |
| Leamington | 12 | 30 | 16 | 28 |
| Tecumseh | 3 | 6 | 8 | 14 |
| Windsor | 34 | 63 | 83 | 121 |
| Total | 150 | 198 | 320 | 414 |

*Source: Canada Mortgage and Housing Company (CMHC)*

| Housing Starts – Windsor CMA | | | | |
|---|---|---|---|---|
| | December 2009 | December 2008 | Year-to-date 2009 | Year-to-date 2008 |
| Singles | 30 | 21 | 303 | 328 |
| Multi-Family | 9 | 24 | 88 | 125 |
| Total | 39 | 45 | 391 | 453 |

*Source: CMHC Press Release*

According to preliminary data released by Canada Mortgage and Housing Corporation (CMHC), housing starts in the Windsor Census Metropolitan Area1 (CMA) totaled 39 units in December, slightly lower than the 45 units begun in December 2008. For 2009 as a whole, builders started 391 units, down from the 453 units started in 2008.

"Despite stronger activity in the fourth quarter, residential construction in Windsor fell in 2009 to the lowest level since 1984," said Margot Stevenson, Market Analyst for Canada Mortgage and Housing Corporation. "A combination of a less expensive resale market and job uncertainty resulted in less demand for new homes," added Stevenson.

| Building Permits – Windsor-Essex | | | | |
|---|---|---|---|---|
| | December 2009 | December 2008 | Year-to-date 2009 | Year-to-date 2008 |
| Industrial | $28,000 | $585,000 | $35,842,950 | $25,676,800 |
| Commercial | $2,015,000 | $2,677,184 | $89,510,493 | $61,819,484 |
| Institutional | $751,000 | $1,585,000 | $152,126,733 | $41,125,000 |
| **Total** | **$2,794,000** | **$4,847,184** | **$277,480,176** | **$128,621,284** |

*Source: Municipal Building Departments*
*Note: Figures are preliminary and are subject to change. 2009 figures do not include Lakeshore.*

Although the December 2009 building permit total was lower than in December 2008, the total for all of 2009 was more than double the annual figure for 2008, thanks partially to an increase in commercial building permits, but mostly to a substantial increase in institutional building permits. There were no building permits valued at over $1,000,000 issued in December 2009.

| Regional GDP by Sector – Windsor CMA | | |
|---|---|---|
| | 2008 (Mil. $ 2002) | 2007 (Mil. $ 2002) |
| Total | 11344 | 11664 |
| Goods Sector | 4000 | 4408 |
| Primary Industries and Utilities | 233 | 237 |
| Manufacturing | 3351 | 3741 |
| Construction | 415 | 430 |
| Services Sector | 7344 | 7256 |
| Transportation and Communication | 646 | 628 |
| Wholesale and Retail Trade | 1167 | 1133 |
| Finance, Insurance and Real Estate | 1965 | 1962 |
| Commercial Services | 1648 | 1649 |
| Non-Commercial Services | 1529 | 1500 |
| Public Administration and Defence | 389 | 385 |

*Source: Conference Board of Canada, May 2009*

| Ranking of Windsor CMA's GDP Growth Compared to Other CMAs | | |
|---|---|---|
| Year | Growth Rate | Rank |
| 2008 | -2.7 | 14th |
| 2009* | - 5.6 | 14th |
| 2010*-2013* | 2.7 | 8th |

** Forecast data*
*Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2009*

| Retail Sales – Windsor CMA | | | |
|---|---|---|---|
| | 2009* | 2008 | 2007 |
| Total Sales ($ millions) | 3,238 | 3,508 | 3,477 |
| Percentage Change | 2.0 | 3.2 | -0.4 |

** Forecast data*
*Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2009*

| Employment – Windsor CMA | | | |
|---|---|---|---|
| | 2009* | 2008 | 2007 |
| Total Employment | 150,000 | 160,000 | 158,000 |
| Unemployment Rate | 13.7 | 9.4 | 9.4 |

** Forecast data*
*Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2009*

| Bankruptcies – Windsor CMA | | | |
|---|---|---|---|
| | 2007 | 2006 | % Change |
| Consumer | 1,525 | 1,303 | +17.0% |
| Business | 78 | 84 | -7.1% |

*Source: Conference Board of Canada Metropolitan Outlook Report Summer 2009*

| Regional Employment by Sector – Windsor CMA (000s) | | | |
|---|---|---|---|
| Sector | 2009* | 2008 | 2007 |
| Total | 150.0 | 160.0 | 158.0 |
| Goods Sector | 38.0 | 45.0 | 46.0 |
| Manufacturing | 30.0 | 36.0 | 36.0 |
| Construction | 5.5 | 7.0 | 7.3 |
| Primary Industries and Utilities | 2.5 | 2.2 | 2.2 |
| Services Sector | 112.0 | 115.0 | 113.0 |
| Transportation and Communication | 8.6 | 8.0 | 7.9 |
| Wholesale and Retail Trade | 23.6 | 23.4 | 21.8 |
| Finance, Insurance and Real Estate | 7.2 | 6.8 | 6.5 |
| Commercial Services | 37.4 | 37.8 | 39.3 |
| Non-Commercial Services | 31.1 | 33.2 | 31.8 |
| Public Administration and Defence | 4.2 | 5.6 | 5.4 |

** Forecast data*
*Source: Conference Board of Canada Metropolitan Outlook Report Summer 2009*