

Monthly Economic Monitor – January 2015

Population		
	2011	2006
Windsor-Essex	388,782	393,402

Source: Statistics Canada, 2011 Census

Unemployment Rates – Windsor CMA (%)			
	December 2014	November 2014	December 2013
Windsor CMA	9.3	9.0	7.8
Ontario	7.0	7.0	7.9
Canada	6.6	6.6	7.2

Source: Statistics Canada, January 2015, figures represent a seasonally adjusted 3 month moving average.

Labour Force Characteristics – Windsor CMA			
	December 2014	November 2014	December 2013
Labour Force	170,900	169,000	167,100
Employed	155,000	153,800	154,000

Source: Statistics Canada, January 2015, figures represent a seasonally adjusted 3 month moving average.

The size of the labour force in the Windsor CMA continued to increase steadily with the addition of 1,900 people in December over November. The number of people employed rose by only 1,200 so although more people were working in the region, the unemployment rate rose from 9.0% in November to 9.3% in December. At the same time, the youth unemployment rate fell to 14% from 14.9%. Employment in Construction, Educational Services and Accommodation and Food Services rose from November to December. Manufacturing employment declined slightly.

Labour Force Characteristics – Windsor-Essex			
	Q4 2014	Q4 2013	2013
Population 15+	336,500	339,600	337,500
Labour force	217,000	218,900	210,500
Employment	200,400	199,600	192,800
Full-time	154,900	154,900	149,800
Part-time	45,600	44,700	43,000
Unemployed	16,500	19,200	17,700
Not in labour force	119,500	120,800	127,100
Unemployment rate (%)	7.6	8.8	8.4
Participation rate (%)	64.5	64.5	62.4
Employment rate (%)	59.6	58.8	57.1

Source: Statistics Canada, Labour Market Survey

Note: Windsor CMA includes the City of Windsor and the Towns of Amherstburg, Lakeshore, LaSalle and Tecumseh.

Employment by Industry – Windsor-Essex			
Industry	Q4 2014	Q4 2013	2013
Agriculture	3,600	3,300	3,500
Forestry, fishing, mining and oil and gas extraction	0	0	0
Utilities	0	1,700	1,500
Construction	13,000	10,200	10,200
Manufacturing	38,900	41,000	39,700
Trade	28,200	28,900	28,500
Transportation and warehousing	10,900	10,400	8,300
Finance and insurance real estate and leasing	6,600	9,100	10,000
Professional, scientific and technical services	9,000	8,500	8,600
Business, building and other support services	5,800	7,600	5,800
Educational services	15,700	16,700	14,800
Health care and social assistance	27,700	25,300	26,200
Information and cultural and recreation	11,200	6,200	7,400
Accommodation and food services	14,100	15,100	13,300
Other services (except public administration)	6,600	7,300	8,200
Public administration	7,700	5,100	5,800
Total	200,400	197,000	192,800

Source: Statistics Canada, Labour Market Survey

Note: 0 indicates an estimate less than 1500

Job Gains/Losses – Windsor-Essex		
	December 2014	Year-to-Date
Job Gains Announced	15	1346
Job Losses Announced	0	150

Source: Service Canada; The Windsor Star

InspireHUB Inc., a technology company, announced it would establish its Canadian headquarters in Windsor and is looking for software developers and a national sales representative. No job numbers were announced. Aphria, a medical marijuana grower in Leamington, is now fully licensed and plans to double its workforce of 15 within the year.

Note: Windsor CMA includes the City of Windsor and the Towns of Amherstburg, Lakeshore, LaSalle and Tecumseh.

Housing Starts – Windsor-Essex				
	Q4 2014	Q4 2013	Year-to-date 2014	Year-to-date 2013
Amherstburg	24	27	75	69
Essex	17	9	56	35
Kingsville	12	8	45	61
Lakeshore	41	51	177	155
LaSalle	85	46	208	145
Leamington	11	3	54	15
Tecumseh	5	6	25	24
Windsor	61	89	321	315
Total	256	239	961	819

Source: Canada Mortgage and Housing Company (CMHC)

Housing Starts – Windsor CMA				
	December 2014	December 2013	Year-to-date 2014	Year-to-date 2013
Singles	46	34	566	535
Multi-Family	8	17	240	173
Total	54	51	806	708

Source: CMHC Press Release

Housing starts in the Windsor Census Metropolitan Area (CMA) were trending at 916 units in December compared to 948 units in November, according to Canada Mortgage and Housing Corporation (CMHC). The trend is a six month moving average of the monthly seasonally adjusted annual rates (SAAR) of housing starts.

“The housing starts trend moved lower in December due to weaker multiples construction. However, housing starts for the year were higher in 2014. Demand for new residential homes was stronger than in 2013, buoyed by stable employment and population growth,” said Margot Stevenson, Senior Market Analyst with CMHC.

Building Permits – Windsor-Essex				
	December 2014	December 2013	Year-to-date 2014	Year-to-date 2013
Industrial	\$12,397,090	\$3,034,400	\$43,831,783	\$33,129,057
Commercial	\$25,52,893	\$3,524,100	\$47,783,187	\$115,183,142
Institutional	\$2,332,000	\$392,000	\$58,225,082	\$114,825,665
Total	\$17,281,983	\$6,950,500	\$149,840,052	\$263,137,864

Source: Municipal Building Departments

Note: Figures are preliminary and are subject to change.

The largest building permit issued in December was for a new industrial building to serve as a new, larger location for the Windsor division of TRW, a supplier to Fiat Chrysler’s Windsor Assembly Plant. The \$10 million permit was for a 107,000 square foot building. Agris Co-operative in Kingsville obtained a permit for a \$2.2 million construction project.

Note: Windsor CMA includes the City of Windsor and the Towns of Amherstburg, Lakeshore, LaSalle and Tecumseh.

CONFERENCE BOARD OF CANADA - KEY INDICATORS

Regional GDP by Sector – Windsor CMA			
	2015*	2014*	2013
	(Mil. \$ 2007)	(Mil. \$ 2007)	(Mil. \$ 2007)
Total	11,872.59	1,1638.71	11,446.47
Goods-Producing Industries	4,233.78	4,143.82	4,011.35
Manufacturing	3,440.25	3,346.67	3,199.38
Construction	632.30	639.21	656.40
Primary and Utilities	161.22	157.93	155.57
Services-Producing Industries	7,638.81	7,494.89	7,435.12
Transportation and Warehousing	513.94	505.41	464.05
Information and Cultural Industries	299.92	294.92	314.07
Wholesale and Retail Trade	1,274.69	1,244.78	1,224.01
Finance, Insurance and Real Estate	2,030.29	1,989.15	1,942.00
Business Services	611.93	596.87	641.25
Personal Services	727.63	711.30	693.25
Non-Commercial Services	1,696.95	1,667.06	1,642.31
Public Administration and Defence	483.46	485.40	514.20

* Forecast data

Source: Conference Board of Canada, Metropolitan Data December 2014

Ranking of Windsor CMA's GDP Growth Compared to 15 Other CMAs		
Year	Growth Rate	Rank
2013	0.6	11
2014*	1.6	6
2015-2018*	1.6	10

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2014

Retail Sales – Windsor CMA			
	2015*	2014*	2013
Total Sales (\$ millions)	3,954	3,844	3,753
Percentage Change	2.9	2.4	2.7

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2014

Consumer Price Index (CPI) – Windsor CMA			
	2015*	2014*	2013
CPI (2002 = 1.0)	1.279	1.253	1.230
Percentage Change	2.0	1.9	1.1

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2014

Note: Windsor CMA includes the City of Windsor and the Towns of Amherstburg, Lakeshore, LaSalle and Tecumseh.

Population and Labour Market – Windsor CMA			
	2015*	2014*	2013
Population	336,811	334,940	333,082
Labour Force	166,028	164,923	166,860
Total Employment	152,413	151,067	152,175
Unemployment Rate (%)	8.2	8.4	8.8
Net International Migration	1614	1589	1315
Net Interprovincial Migration	-232	-264	-389
Net Intercity Migration	-182	-177	480
Natural Increase in Population	698	710	722

* Forecast data

Source: Conference Board of Canada, Metropolitan Data December 2014

Bankruptcies – Windsor CMA			
	2013	2012	2011
Consumer	794	854	980
Business	21	20	25

Source: Conference Board of Canada Metropolitan Outlook Report Summer 2014

Regional Employment by Sector – Windsor CMA			
Sector	2015*	2014*	2013
Total	152,413	151,067	152,175
Goods Sector	42,361	42,425	41,738
Manufacturing	32,383	32,419	30,808
Construction	7,342	7,508	7,743
Primary Industries and Utilities	2,636	2,498	3,187
Services Sector	110,053	108,642	110,437
Transportation and Warehousing	6,870	7,579	6,144
Information and Cultural Industries	1,915	2,227	1,800
Wholesale and Retail Trade	21,043	20,233	21,884
Finance, Insurance and Real Estate	7,271	6,886	8,877
Business Services	11,570	10,969	12,274
Personal Services	22,993	22,747	21,167
Non-Commercial Services	33,822	33,682	33,409
Public Administration	4,568	4,321	4,881

* Forecast data

Source: Conference Board of Canada Metropolitan Data December 2014

Note: Windsor CMA includes the City of Windsor and the Towns of Amherstburg, Lakeshore, LaSalle and Tecumseh.