

Monthly Economic Monitor – April 2015

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

Source: Statistics Canada, 2011 Census

Unemployment Rates – Windsor CMA (%)			
	March 2015	February 2015	March 2014
Windsor CMA	11.1	9.6	7.3
Ontario	6.9	6.9	7.3
Canada	6.8	6.8	6.9

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

Labour Force Characteristics – Windsor CMA			
	March 2015	February 2015	March 2014
Labour Force	179,800	177,500	164,800
Employed	159,900	160,500	152,700

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

The unemployment rate rose substantially from February to March as the number of people employed dropped and the size of the labour force increased. Fiat Chrysler's Windsor Assembly Plant has begun its three month shutdown so most of the 4,500 hourly workers at the plant are not currently working and would be considered unemployed. At the same time, Fiat Chrysler is bringing in approximately 600 electricians to assist with the retooling of the facility in preparation for production of the next generation of minivan. Statistics Canada reported a net drop in manufacturing employment by approximately 2,100 people.

Labour Force Characteristics – Windsor-Essex			
	Q1 2015	Q1 2014	2014
Population 15+	337,800	337,700	339,600
Labour force	217,600	205,900	211,300
Employment	194,800	190,200	193,900
Full-time	151,400	145,400	152,700
Part-time	43,400	44,800	41,200
Unemployed	22,700	15,700	17,400
Not in labour force	120,200	131,800	128,200
Unemployment rate (%)	10.4	7.6	8.3
Participation rate (%)	64.4	61.0	62.2
Employment rate (%)	57.7	56.3	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	Q1 2015	Q1 2014	2014
Agriculture	3,700	2,200	3,100
Forestry, fishing, mining and oil and gas extraction	0	0	0
Utilities	2,200	1,900	500
Construction	12,900	10,600	11,000
Manufacturing	32,100	41,100	39,600
Trade	25,300	27,700	28,100
Transportation and warehousing	9,500	10,200	11,800
Finance and insurance real estate and leasing	9,800	8,800	7,800
Professional, scientific and technical services	8,800	7,300	7,500
Business, building and other support services	6,800	5,700	6,100
Educational services	15,500	18,300	15,400
Health care and social assistance	26,900	23,800	25,200
Information and cultural and recreation	9,400	6,400	8,600
Accommodation and food services	18,500	12,700	13,700
Other services (except public administration)	7,000	8,800	8,600
Public administration	6,300	4,500	6,000
Total	194,800	190,200	193,900

Source: Statistics Canada, Labour Market Survey

Note: 0 indicates an estimate less than 1500

Job Gains/Losses – Windsor-Essex		
	March 2015	Year-to-Date
Job Gains Announced	555	855
Job Losses Announced	24	24

Source: Service Canada; The Windsor Star

Aalbers Tool and Mold announced that it would add 33 new employees along with its investment in new equipment and training. Care Medical Transportation Services, a non-emergency medical transport service, has closed, affecting 24 employees. However, another company, Community Patient Transfer Service, has opened a new Windsor office and hired 15 of the previous company's employees. American Income Life Insurance Company held a job fair in Windsor with the intention of hiring about 30 people to add to its current staff of 15. A new Marshall's store opened in late March near Devonshire Mall and a new craft brewery, Craft Heads Brewing Company, but no employee counts were released. A nano brewery, Motor Craft Ales, is expanding into a new location on Drouillard Road and expects to hire 25 people. Sutherland Global Services announced it expects to hire 400 new staff over the next three months. The University of Windsor expects to hire 40 new faculty members. Auto parts manufacturer, HBPO Canada Inc., is undergoing a \$1.6M expansion and will add 12 new workers to its Windsor plant as a result of a 5-year contract renewal with Fiat Chrysler Automobiles. Windsor auto parts firm Mayson Machining Ltd. has opened a second plant on Pilette Road and plans to hire toolmakers, control technicians and labourers but no specific numbers were released. Forever 21 announced it would open a new store at Devonshire Mall in the fall.

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

Housing Starts – Windsor-Essex				
	Q1 2015	Q1 2014	Year-to-date 2015	Year-to-date 2014
Amherstburg	2	6	2	6
Essex	2	1	2	1
Kingsville	0	3	0	3
Lakeshore	7	20	7	20
LaSalle	12	12	12	12
Leamington	0	1	0	1
Tecumseh	3	5	3	5
Windsor	36	40	36	40
Total	51	88	51	88

Source: Canada Mortgage and Housing Company (CMHC)

Housing Starts – Windsor CMA				
	March 2015	March 2014	Year-to-date 2015	Year-to-date 2014
Singles	9	18	42	65
Multi-Family	6	6	18	18
Total	15	24	60	83

Source: CMHC Press Release

Housing starts in the Windsor Census Metropolitan Area (CMA) were trending at 639 units in March compared to 741 units in February, 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.

“Housing starts for all dwelling types, with the exception of apartments, trended lower in March. Single-detached homes continued to represent the lion’s share of starts and prices for these homes have been rising faster than prices in the resale home market. This could encourage more potential buyers to opt for a home in the resale market,” said Margot Stevenson, CMHC’s Market Analyst for Windsor.

Building Permits – Windsor-Essex				
	March 2015	March 2014	Year-to-date 2015	Year-to-date 2014
Industrial	\$9,123,040	\$853,800	\$21,719,345	\$2,291,100
Commercial	\$5,051,636	\$3,889,535	\$23,785,042	\$9,256,862
Institutional	\$14,321,873	\$6,931,262	\$38,737,239	\$12,915,422
Total	\$28,496,549	\$11,674,597	\$84,241,626	\$24,463,384

Source: Municipal Building Departments

Note: Figures are preliminary and are subject to change.

Industrial, commercial and institutional construction are all at considerably higher levels in 2015 than at this time in 2014. In Essex County, large industrial permits issued in March included major additions at EnerQuest in Harrow (Town of Essex) and at a Lakeshore-based manufacturer of products for the construction industry. In the City of Windsor, a permit for renovations at Tecumseh Mall to accommodate the new HGS contact centre was issued, along with three permits for warehouse/sorting and cargo facilities at Windsor International Airport.

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 28 Other CMAs		
Year	Growth Rate	Rank
2014	1.7	16 th
2015*	2.0	13 th
2016-2019*	1.7	21 st

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Winter 2015

Retail Sales – Windsor CMA			
	2016*	2015*	2014
Total Sales (\$ millions)	4,110	3,977	3,857
Percentage Change	3.3	3.1	3.7

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Winter 2015

Consumer Price Index (CPI) – Windsor CMA			
	2016*	2015*	2014
CPI (2002 = 1.0)	1.312	1.286	1.261
Percentage Change	2.1	2.0	2.5

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Winter 2015

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 Winter 2015

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.