

Monthly Economic Monitor – February 2014

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

Source: Statistics Canada, 2011 Census

Unemployment Rates – Windsor CMA (%)			
	January 2014	December 2013	January 2013
Windsor CMA	6.9	7.8	9.7
Ontario	7.5	7.9	7.7
Canada	7.0	7.2	7.0

Source: Statistics Canada, February 2014, figures represent a seasonally adjusted 3 month moving average.

Labour Force Characteristics – Windsor CMA			
	January 2014	December 2013	January 2013
Labour Force	166,600	167,100	166,000
Employed	155,100	154,000	149,900

Source: Statistics Canada, February 2014, figures represent a seasonally adjusted 3 month moving average.

The Windsor CMA's unemployment rate continued to fall in January as the labour force shrunk slightly while the number of people employed grew by about 1,100. The employment gains were spread across multiple sectors of the economy including Business, Building and Other Support Services; Accommodation and Food Services; and Professional, Scientific and Technical Services. Manufacturing employment remained fairly steady.

Labour Force Characteristics – Windsor-Essex			
	Q4 2013	Q4 2012	2012
Population 15+	339,600	339,600	337,950
Labour force	218,900	218,900	213,225
Employment	199,600	199,600	193,850
Full-time	154,900	154,900	153,400
Part-time	44,700	44,700	40,450
Unemployed	19,200	19,200	19,375
Not in labour force	120,800	120,800	124,725
Unemployment rate (%)	8.8	8.8	9.1
Participation rate (%)	64.5	64.5	63.1
Employment rate (%)	58.8	58.8	57.35

Source: Statistics Canada, Labour Market Survey

Employment by Industry – Windsor-Essex			
Industry	Q4 2013	Q4 2012	2012
Agriculture	3,300	3,500	4,200
Forestry, fishing, mining and oil and gas extraction	0	0	0
Utilities	1,700	0	0
Construction	10,200	9,700	11,400
Manufacturing	41,000	48,000	42,700
Trade	28,900	25,000	25,200
Transportation and warehousing	10,400	9,100	9,100
Finance and insurance real estate and leasing	9,100	10,600	9,100
Professional, scientific and technical services	8,500	9,500	8,600
Business, building and other support services	7,600	6,700	8,000
Educational services	16,700	17,200	14,600
Health care and social assistance	25,300	23,300	23,200
Information and cultural and recreation	6,200	8,300	8,400
Accommodation and food services	15,100	11,600	12,500
Other services (except public administration)	7,300	9,100	8,700
Public administration	5,100	5,600	6,300
Total	197,000	199,600	193,900

Source: Statistics Canada, Labour Market Survey

Note: 0 indicates an estimate less than 1500

Job Gains/Losses – Windsor-Essex		
	January 2014	Year-to-Date
Job Gains Announced	0	0
Job Losses Announced	0	0

Source: Service Canada; The Windsor Star

There were no job gain or loss announcements in January. However, Ford Motor Company announced that it would continue assembly of its 5.4-litre V-8 engine at a reduced volume at the Windsor Engine Plant. Ford had previously planned to eliminate this engine and the associated 200 jobs in October 2014. The decision will result in the retention of 118 of the 200 jobs with the remaining 82 workers being laid off in the fall.

Housing Starts – Windsor-Essex				
	Q4 2013	Q4 2012	Year-to-date 2013	Year-to-date 2012
Amherstburg	27	23	69	62
Essex	9	7	35	38
Kingsville	8	31	61	63
Lakeshore	51	53	155	185
LaSalle	46	52	145	182
Leamington	3	2	15	36
Tecumseh	6	0	24	14
Windsor	89	49	315	274
Total	239	217	819	854

Source: Canada Mortgage and Housing Company (CMHC)

Housing Starts – Windsor CMA				
	January 2014	January 2013	Year-to-date 2013	Year-to-date 2012
Singles	20	13	20	13
Multi-Family	12	0	12	0
Total	32	13	32	13

Source: CMHC Press Release

Housing starts in the Windsor Census Metropolitan Area (CMA) were trending at 785 units in January compared to 809 units in December, 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 trended slightly lower in January but they remained at respectable levels. A slowly growing economy supports housing demand,” said Erica McLerie, CMHC’s Senior Market Analyst for Windsor.

Building Permits – Windsor-Essex				
	January 2014	January 2013	Year-to-date 2014	Year-to-date 2013
Industrial	\$553,000	\$620,000	\$553,000	\$620,000
Commercial	\$1,738,501	\$10,412,087	\$1,738,501	\$10,412,087
Institutional	\$2,641,000	\$1,149,484	\$2,641,000	\$1,149,484
Total	\$4,932,501	\$12,181,571	\$4,932,501	\$12,181,571

Source: Municipal Building Departments

Note: Figures are preliminary and are subject to change.

There were no industrial, commercial or institutional building permits valued at over \$1,000,000 issued in January 2014.

CONFERENCE BOARD OF CANADA - KEY INDICATORS

Regional GDP by Sector – Windsor CMA			
	2014*	2013*	2012
	(Mil. \$ 2007)	(Mil. \$ 2007)	(Mil. \$ 2007)
Total	12,018	11,829	11,747
Goods-Producing Industries	3,988	3,927	3,935
Manufacturing	3,108	3,062	3,099
Construction	711	694	680
Primary and Utilities	169	171	156
Services-Producing Industries	8,030	7,902	7,813
Transportation and Warehousing	419	415	417
Information and Cultural Industries	313	307	323
Wholesale and Retail Trade	1,275	1,252	1,233
Finance, Insurance and Real Estate	2,422	2,374	2,268
Business Services	687	671	696
Personal Services	739	724	707
Non-Commercial Services	1,652	1,630	1,623
Public Administration and Defence	523	529	545

* Forecast data

Source: Conference Board of Canada, Metropolitan Data December 2013

Ranking of Windsor CMA's GDP Growth Compared to 15 Other CMAs		
Year	Growth Rate	Rank
2012	1.4%	5 th
2013*	1.5%	7 th
2014-2017*	2.0%	8 th

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2013

Retail Sales – Windsor CMA			
	2014*	2013*	2012
Total Sales (\$ millions)	3,900	3,753	3,686
Percentage Change	3.9	1.8	1.6

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2013

Consumer Price Index (CPI) – Windsor CMA			
	2014*	2013*	2012
CPI (2002 = 1.0)	1.263	1.237	1.217
Percentage Change	2.1	1.6	1.4

* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Summer 2013

Population and Labour Market – Windsor CMA			
	2014*	2013*	2012
Population	336,716	334,718	333,417
Labour Force	167,037	166,709	167,824
Total Employment	152,339	151,454	151,375
Unemployment Rate (%)	8.80	9.15	9.8
Net International Migration	1,389	1,019	855
Net Interprovincial Migration	153	128	-199
Net Intercity Migration	-177	-221	-548
Natural Increase in Population	796	717	770

* Forecast data

Source: Conference Board of Canada, Metropolitan Data December 2013

Bankruptcies – Windsor CMA			
	2012	2011	2010
Consumer	854	980	1,304
Business	20	25	33

Source: Conference Board of Canada Metropolitan Outlook Report Summer 2013

Regional Employment by Sector – Windsor CMA			
Sector	2014*	2013*	2012
Total	152,339	151,454	151,375
Goods Sector	43,678	41,573	43,134
Manufacturing	32,342	30,760	31,703
Construction	8,499	7,720	8,946
Primary Industries and Utilities	2,837	3,093	2,485
Services Sector	108,661	109,880	108,241
Transportation and Warehousing	5,805	5,773	5,884
Information and Cultural Industries	2,067	1,666	2,768
Wholesale and Retail Trade	21,657	21,761	20,291
Finance, Insurance and Real Estate	8,122	9,196	6,976
Business Services	12,902	12,022	13,864
Personal Services	21,742	21,350	22,516
Non-Commercial Services	31,468	33,101	30,533
Public Administration	4,898	5,011	5,409

* Forecast data

Source: Conference Board of Canada Metropolitan Data December 2013