

## Monthly Economic Monitor – March 2015

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

Source: Statistics Canada, 2011 Census

Unemployment Rates – Windsor CMA (%)			
	February 2015	January 2015	February 2014
Windsor CMA	9.6	9.4	7.2
Ontario	6.9	6.9	7.5
Canada	6.8	6.6	7.0

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

Labour Force Characteristics – Windsor CMA			
	February 2015	January 2015	February 2014
Labour Force	177,500	175,300	165,900
Employed	160,500	158,900	154,000

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

An increase in the size of the labour force, combined with a smaller increase in the number of people employed, resulting in an increase in the unemployment rate from 9.4% in January to 9.6% in February. The unemployment rate is also substantially higher than it was one year ago; however, this is not due to a decrease in the number people with jobs. It is due to an increase in the size of the labour force. In fact, there are 6,500 more people with jobs in the Windsor CMA than there were in February 2014. There was a very slight increase in the youth unemployment rate from 14% to 14.1%.

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.

<b>Employment by Industry – Windsor-Essex</b>			
<b>Industry</b>	<b>Q4 2014</b>	<b>Q4 2013</b>	<b>2013</b>
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
<b>Total</b>	<b>200,400</b>	<b>197,000</b>	<b>192,800</b>

Source: Statistics Canada, Labour Market Survey

Note: 0 indicates an estimate less than 1500

<b>Job Gains/Losses – Windsor-Essex</b>		
	<b>February 2015</b>	<b>Year-to-Date</b>
Job Gains Announced	0	300
Job Losses Announced	0	0

Source: Service Canada; The Windsor Star

Hiram Walker & Sons announced a \$9 million investment in its Windsor facilities and the recall of 10 employees who had been laid off. Since these are not new employees, the number is not included in the table above. The investment will allow for increased production at the plant and a wider range of products.

<b>Housing Starts – Windsor-Essex</b>				
	<b>Q4 2014</b>	<b>Q4 2013</b>	<b>Year-to-date 2014</b>	<b>Year-to-date 2013</b>
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
<b>Total</b>	<b>256</b>	<b>239</b>	<b>961</b>	<b>819</b>

Source: Canada Mortgage and Housing Company (CMHC)

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

<b>Housing Starts – Windsor CMA</b>				
	February 2015	February 2014	Year-to-date 2015	Year-to-date 2014
Singles	7	27	33	47
Multi-Family	4	0	12	12
<b>Total</b>	<b>11</b>	<b>27</b>	<b>45</b>	<b>59</b>

Source: CMHC Press Release

Housing starts in the Windsor Census Metropolitan Area (CMA) were trending at 744 units in February compared to 845 units in January, 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 standalone monthly SAAR was 244 units in February, down from 793 in January.

“Housing starts trended lower in February but it was not unexpected given the extreme winter conditions last month. Employment and mortgage rates continued to support new housing demand, so the drop in starts mainly reflected the unusual weather,” said Margot Stevenson, CMHC’s Senior Market Analyst for Windsor.

<b>Building Permits – Windsor-Essex</b>				
	February 2015	February 2014	Year-to-date 2015	Year-to-date 2014
Industrial	\$8,800,165	\$884,300	\$10,783,265	\$1,437,300
Commercial	\$7,069,570	\$3,628,826	\$14,340,770	\$5,367,327
Institutional	\$50,000	\$2,019,560	\$10,093,993	\$5,984,160
<b>Total</b>	<b>\$15,919,735</b>	<b>\$6,532,686</b>	<b>\$35,218,028</b>	<b>\$12,788,787</b>

Source: Municipal Building Departments

Note: Figures are preliminary and are subject to change.

Industrial and commercial construction continued at a stronger pace in 2015 than in 2014, with year-to-date institutional construction trending higher as well. Industrial construction values are particularly high with building permits being issued for a 40,000 square foot building and the expansion of a transportation/logistics company, both in Leamington. The City of Windsor saw the start of a number of industrial construction projects as well, including an addition and renovations as part of the retooling project at the Fiat Chrysler Windsor Assembly Plant. A permit was also issued for two additions totaling almost 22,000 square feet at an industrial building in west Windsor. On the commercial side, permits were issued for renovations at a stand-alone building at the Tecumseh Mall property and for a new retail store to house M.R. Meat Market and Joseph’s Produce on Tecumseh Road in Windsor.

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 <sup>th</sup>
2015*	2.0	13 <sup>th</sup>
2016-2019*	1.7	21 <sup>st</sup>

\* 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.

<b>Population and Labour Market – Windsor CMA</b>			
	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

<b>Bankruptcies – Windsor CMA</b>			
	2013	2012	2011
Consumer	794	854	980
Business	21	20	25

Source: Conference Board of Canada Metropolitan Outlook Report Winter 2015

<b>Regional Employment by Sector – Windsor CMA</b>			
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.