



## Monthly Economic Monitor – April 2017

| <b>Population</b>          |                |                |
|----------------------------|----------------|----------------|
|                            | 2016           | 2011           |
| Amherstburg                | 21,936         | 21,541         |
| Essex                      | 20,427         | 19,569         |
| Kingsville                 | 21,552         | 21,359         |
| Lakeshore                  | 36,611         | 34,414         |
| LaSalle                    | 30,180         | 28,550         |
| Leamington                 | 27,953         | 28,735         |
| Pelee Island               | 235            | 171            |
| Tecumseh                   | 23,229         | 23,600         |
| Windsor                    | 217,188        | 210,891        |
| <b>Windsor-Essex Total</b> | <b>398,953</b> | <b>388,782</b> |

Source: Statistics Canada, 2016 Census

| <b>Unemployment Rates – Windsor CMA (%)</b> |            |               |            |
|---|------------|---------------|------------|
|   | March 2017 | February 2017 | March 2016 |
| Windsor CMA                                 | 5.2        | 5.1           | 6.7        |
| Ontario                                     | 6.4        | 6.2           | 6.8        |
| Canada                                      | 6.7        | 6.6           | 6.9        |

Source: Statistics Canada, April 2017, figures represent a seasonally adjusted 3-month moving average.

| <b>Labour Force Characteristics – Windsor CMA</b> |            |               |            |
|---|------------|---------------|------------|
|   | March 2017 | February 2017 | March 2016 |
| Labour Force                                      | 170,000    | 179,900       | 171,400    |
| Employed  | 161,200    | 161,300       | 160,400    |

Source: Statistics Canada, April 2017, figures represent a seasonally adjusted 3-month moving average.

The youth (15-24) segment of the labour force grew by 300 individuals in march, with 200 more employed than the previous month. The Information, Culture and Recreation sector added the most jobs with 300 new hires.

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

| <b>Labour Force Characteristics- Windsor Essex</b> |                |                |             |
|--|----------------|----------------|-------------|
|  | <b>Q1 2017</b> | <b>Q1 2016</b> | <b>2017</b> |
| Population 15+ ('000)                              | 329.4          | 330.5          | 329.4       |
| Labour force ('000"                                | 196.3          | 200.7          | 196.3       |
| Employment ('000)                                  | 184.3          | 187.7          | 184.3       |
| Full-time ('000)                                   | 144.2          | 143.8          | 144.2       |
| Part-time ('000)                                   | 40.1           | 43.8           | 40.1        |
| Unemployed ('00)                                   | 12.0           | 13.0           | 12.0        |
| Not in labour force ('000)                         | 133.1          | 129.8          | 133.1       |
| Unemployment rate (%)                              | 6.1            | 6.5            | 6.1         |
| Participation rate (%)                             | 59.6           | 60.7           | 59.6        |
| Employment rate (%)                                | 56.0           | 56.8           | 56.0        |

Source: Essex County Labour Force Data Subscription Q1 2017 release, Statistics Canada

| <b>Job Gains/Losses - Windsor-Essex</b> |                   |                     |
|---|-------------------|---------------------|
|   | <b>March 2017</b> | <b>Year-To-Date</b> |
| Job Gains Announced                     | 55                | 421                 |
| Job Losses Announced                    | 20                | 26                  |

Source: Service Canada; The Windsor Star, Windsorite

### **Announcements January 2017**

- Hiram Walker and Sons Ltd will hire 15 finance and accounting positions in Windsor.
- Highbury Canco of Leamington adds 20 new jobs.
- Cavalier tool and Manufacturing holds grand opening for its newly expanded plant in Windsor. The \$9M investment expected to create 20 jobs
- Ford Motor Company invests \$1.2 Billion into Windsor operations.
- Sonshine Day Care Centre in Belle River will close at the end of June, affecting 20 employees.

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>Q1 2017</b> | <b>Q1 2016</b> | <b>2017</b>    |
| Agriculture  | 3,800          | 4,000          | 3,800          |
| Forestry, fishing, mining and oil and gas extraction | 0.0            | 0.0            | 0.0            |
| Utilities  | 0.0            | 0.0            | 0.0            |
| Construction   | 10,300         | 7,800          | 10,300         |
| Manufacturing  | 45,500         | 46,600         | 45,500         |
| Trade  | 122,800        | 127,400        | 122,800        |
| Transportation and warehousing                       | 25,300         | 23,100         | 25,300         |
| Finance and insurance real estate and leasing        | 7,300          | 7,500          | 7,300          |
| Professional, scientific and technical services      | 8,200          | 8,400          | 8,200          |
| Business, building and other support services        | 6,600          | 9,500          | 6,600          |
| Educational services                                 | 7,300          | 5,600          | 7,300          |
| Health care and social assistance                    | 11,400         | 14,600         | 11,400         |
| Information and cultural and recreation              | 24,200         | 22,500         | 24,200         |
| Accommodation and food services                      | 7,700          | 7,600          | 7,700          |
| Other services (except public administration)        | 2,600          | 1,600          | 2,600          |
| Public administration                                | 7,400          | 8,600          | 7,400          |
| <b>Total</b>   | <b>184,300</b> | <b>187,700</b> | <b>184,300</b> |

Source: Statistics Canada, Labour Market Survey Q1 2017

Note: 0 indicates an estimate less than 1500

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

| <b>Housing Starts - Windsor-Essex</b> |            |            |                      |                      |
|---------------------------------------|------------|------------|----------------------|----------------------|
|                                       | Q1 2017    | Q1 2016    | Year-to-Date<br>2017 | Year-to-date<br>2016 |
| Amherstburg                           | 19         | 7          | 19                   | 7                    |
| Essex                                 | 2          | 16         | 2                    | 16                   |
| Kingsville                            | 10         | 30         | 10                   | 30                   |
| Lakeshore                             | 37         | 20         | 37                   | 20                   |
| LaSalle                               | 22         | 14         | 22                   | 14                   |
| Leamington                            | 15         | 0          | 15                   | 0                    |
| Tecumseh                              | 7          | 1          | 7                    | 1                    |
| Windsor                               | 34         | 66         | 34                   | 66                   |
| <b>Total</b>                          | <b>167</b> | <b>154</b> | <b>167</b>           | <b>154</b>           |

Source: Canada Mortgage and Housing Company (CMHC) Single Starts

Source: CMHC Press Release

## **Windsor/Essex Housing Market Outlook 2017, Remax Realty**

ACTIVITY WAS BRISK IN WINDSOR-ESSEX'S REAL ESTATE MARKET IN 2016. Most listings received multiple offers and many properties sold for over the asking price, keeping the region in a seller's market.

Consumer confidence in Windsor continues to rise due to the city's positive economic outlook. Move-up buyers drive demand, motivated by the growth of the auto industry and a number of infrastructure projects currently underway in the city.

The average residential sale price rose to approximately \$226,468 in 2016, up from \$201,115 in 2015. Unit sales were also up this year, rising from 6,578 sales between January and October 2015 to 7,268 sales during the same period in 2016. Demand was strongest for single family detached homes in the \$140,000 to \$300,000 range.

Buyers from the GTA and retirees are attracted by Windsor's relatively low cost of living, residential real estate affordability and economic climate. As infrastructure projects continue to thrive in the area, the outlook for Windsor's real estate market remains positive heading into 2017.

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

## **FIRST-TIME BUYERS**

Windsor remains a practical choice for young professionals looking to enter the market given the affordability of the area. Low interest rates played an important role in 2016, allowing first-time buyers to purchase larger homes than in previous years. Given the recent changes to mortgage rules, buyers looking to enter the market might not have quite as much buying power in 2017.

## **CONDO MARKET**

Windsor's condo market remains fairly small. Buyers looking to downsize in 2016 instead opted toward townhouses ranging from \$275,000 to \$325,000, rather than apartment-style condos. Retirees are increasingly attracted to townhouses rather than condos given the lower maintenance fees and yard access. Townhouses continue to be built in areas such as East Windsor, Tecumseh and Kingsville.

## **LUXURY HOMES**

Windsor's luxury market saw significant activity in 2016 as a record 34 properties were sold for over \$1 million in the region. As interest rates remain low and job security remains stable, consumers are optimistic about Windsor's economic outlook and move-up buyers are encouraged to purchase larger homes.

## **CBRE Industrial Market Overview Q4 2016**

The vacancy rate in Windsor-Essex declined for the fifth consecutive quarter, down to 2.0% in Q4 2016, a decrease of 30 basis points (bps) compared to Q3 2015.

- After increasing to 4.8% in Q3 2015, the availability rate decreased 50 basis points to 4.3% in Q4 2016.
- 2016 brought 186,761 sq. ft. of new supply to the Windsor-Essex market, with 147,208 sq. ft. occurring in Q4 2016.
- Q4 2016 achieved a healthy 300,712 sq. ft. of positive net absorption, bringing the 2016 total to positive 1,511,959 sq. ft. net.

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

- Site preparation continued on the Gordie Howe Bridge, which is a key factor for the opportunity for growth within Windsor-Essex.
- The Windsor-Essex market continued to experience a shortage of quality industrial space, as the remaining supply has been quickly picked up by users when it comes available and meets their criteria.

| <b>Building Permits - Windsor-Essex</b> |                   |                  |                      |                      |
|---|-------------------|------------------|----------------------|----------------------|
|   | March<br>2017     | March<br>2016    | Year-to-date<br>2017 | Year-to-date<br>2016 |
| Industrial                              | 915,300           | 805,000          | 5,252,985            | 4,210,000            |
| Commercial                              | 3,777,240         | 2,893,196        | 12,659,226           | 8,693,902            |
| Institutional                           | 10,462,906        | 4,549,700        | 61,336,289           | 9,864,479            |
| <b>Total</b>                            | <b>14,755,446</b> | <b>8,247,896</b> | <b>79,221,500</b>    | <b>22,768,381</b>    |

Source: Municipal Building Departments

Note: Figures are preliminary and are subject to change.

#### Conference Board of Canada - Key Indicators

| <b>Regional GDP by Sector - Windsor CMA</b> |                   |                    |                    |
|---|-------------------|--------------------|--------------------|
|   | 2016<br>(Mil. \$) | 2017*<br>(Mil. \$) | 2018*<br>(Mil. \$) |
| Total                                       | 13,116.34         | 13,405.14          | 13,646.41          |
| Goods-Producing Industries                  | 5,044.20          | 5,150.05           | 5,255.49           |
| Manufacturing                               | 3,980.99          | 4,072.55           | 4,141.78           |
| Construction                                | 761.19            | 771.85             | 801.95             |
| Primary and Utilities                       | 302.03            | 305.65             | 311.76             |
| Services-Producing Industries               | 8,072.13          | 8,255.10           | 8,390.92           |
| Transportation and Warehousing              | 540.61            | 551.43             | 560.25             |
| Information and Cultural Industries         | 264.45            | 264.19             | 263.40             |
| Wholesale and Retail Trade                  | 1,300.00          | 1,331.20           | 1,351.17           |
| Finance, Insurance and Real Estate          | 2,227.35          | 2,299.82           | 2,356.32           |
| Business Services                           | 699.16            | 721.53             | 736.68             |
| Personal Services                           | 792.71            | 816.49             | 832.82             |
| Non-Commercial Services                     | 1,657.95          | 1,672.87           | 1,687.92           |
| Public Administration and Defense           | 589.91            | 597.57             | 602.35             |

\* Forecast data

Source: Conference Board of Canada, Metropolitan Data Dec 2016

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

| <b>Ranking of Windsor CMA's GDP Growth Compared to 14 Other CMAs</b> |             |      |
|--|-------------|------|
| Year   | Growth Rate | Rank |
| 2016   | 3.5%        | 3rd  |
| 2017   | 2.2%        | 11th |
| 2018-21*   | 1.7%        | 21st |

\* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Spring 2017

### **Windsor CTY Credit Quality Rating- AA**

Source: Standard & Poor's

| <b>Retail Sales - Windsor CMA</b> |       |       |       |
|-----------------------------------|-------|-------|-------|
|                                   | 2017* | 2016* | 2015  |
| Total Sales (\$millions)          | 4,432 | 4,322 | 4,149 |
| Percentage Change                 | 2.6   | 4.2   | 4.7   |

\* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report winter 2017

| <b>Consumer Price Index (CPI) - Windsor CMA</b> |       |       |       |
|---|-------|-------|-------|
|   | 2018* | 2017* | 2016  |
| CPI (2002 = 1.0)                                | 1.350 | 1.325 | 1.300 |
| Percentage Change                               | 1.9   | 1.9   | 2.0   |

\* Forecast data

Source: Conference Board of Canada, Metropolitan Outlook Report Winter 2017

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    | 2016    | 2017*   |
| Population  | 335,787 | 337,646 | 339,783 |
| Labour Force                                      | 175,573 | 175,945 | 174,744 |
| Total Employment                                  | 158,274 | 164,961 | 163,036 |
| Unemployment Rate (%)                             | 9.85    | 6.25    | 6.70    |
| Net International Migration                       | 130     | 161     | 159     |
| Net Interprovincial Migration                     | 130     | 161     | 159     |
| Natural Increase in Population                    | 610     | 599     | 586     |

\*Forecast data

Source: Conference Board of Canada, Metropolitan Data December 2017

| <b>Bankruptcies - Windsor CMA</b> |      |      |      |
|-----------------------------------|------|------|------|
|                                   | 2012 | 2013 | 2014 |
| Consumer                          | 854  | 794  | 584  |
| Business                          | 21   | 26   | 26   |

Source: Conference Board of Canada Metropolitan Outlook Report winter 2017

| <b>Regional Employment by Sector - Windsor CMA (000s)</b> |         |         |         |
|---|---------|---------|---------|
| Sector  | 2016    | 2017*   | 2018*   |
| Total   | 164,961 | 163,036 | 164,807 |
| Goods Sector  | 53,802  | 50,950  | 50,408  |
| Manufacturing   | 41,152  | 38,140  | 37,729  |
| Construction  | 9,257   | 9,659   | 9,535   |
| Primary Industries and Utilities                          | 3,393   | 3,151   | 3,144   |
| Services Sector   | 111,159 | 112,086 | 114,399 |
| Transportation and Warehousing                            | 6,649   | 6,929   | 6,948   |
| Information and Cultural Industries                       | 1,857   | 1,722   | 1,692   |
| Wholesale and Retail Trade                                | 19,604  | 19,522  | 20,193  |
| Finance, Insurance and Real Estate                        | 7,867   | 8,041   | 8,139   |
| Business Services   | 14,360  | 13,705  | 13,686  |
| Personal Services   | 23,219  | 24,110  | 25,117  |
| Non-Commercial Services                                   | 31,457  | 32,865  | 33,675  |
| Public Administration                                     | 6,146   | 5,192   | 4,949   |

\*Forecast data

Source: Conference Board of Canada Metropolitan Data December 2016

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