RMED

PARKLANDS

Economic Report

Table of Contents

Labour Force Status 4
Work Activity 5
Labour Force Participation Rate 6
Employment Rate 7
Unemployment Rate 8
Household After-Tax Income 9
Individual After-Tax Income 10
Individual Employment Income 11
Employment by Sector 12
Establishments by Sector 13
Business Establishments 14
Establishments by Size 15
Employed Residents by Major Occupation Group 16

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Executive Summary

Parklands presents a labour market and business profile marked by softness in workforce engagement alongside a still broad employment base and a highly small-scale business structure. In 2021, employment remained the largest labour-force category, but the region had fewer employed residents than in 2016, more people unemployed, and a larger number outside the labour force. Annual work patterns moved in the same direction: the number of residents who did not work rose noticeably over five years, while both full-year full-time work and part-year or part-time work declined. Participation, employment, and unemployment indicators all shifted unfavourably between 2016 and 2021, pointing to weaker labour market attachment than five years earlier rather than a clear expansion in work opportunities.

Income patterns add to that picture of uneven economic footing. Household after-tax income was concentrated in middle bands, with the $60,000 to $69,999 range the largest, while the strongest growth occurred at the top end, where households earning $150,000 and over increased sharply. At the individual level, however, income distributions remained weighted toward lower and middle ranges. Individual after-tax income was concentrated below $40,000, and employment income showed an especially large group earning under $5,000, with counts thinning steadily at higher brackets. Occupationally, Parklands combined a strong presence in sales and service, trades and transport, and natural resources and agriculture. Over the 2016 to 2021 period, resource-related and production roles expanded strongly, while senior management occupations fell sharply.

The region's business economy in 2025 shows a similar mix of concentration, contraction in some areas, and selective recovery. Active business counts rebounded in 2024 and 2025 after several years of decline, but the business base remains dominated by very small firms, especially establishments with no employees. Sectorally, agriculture is the defining presence in establishments, far ahead of other industries, while employment is concentrated more in large service sectors such as health care, retail, education, and public administration. Recent sector movement is mixed rather than uniform, with strong gains in areas like finance and insurance alongside declines in construction and short-term weakness in mining. The broad picture is of a region with a sizable but less engaged workforce, incomes concentrated below the highest brackets for many residents, and a business structure rooted in agriculture and micro-enterprise.

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Labour Force Status

Employment remains Parklands' largest labour-force segment, with 17,770 people employed in 2021, down from 18,465 in 2016, while the unemployed rose modestly to 1,380. This accounts for the majority of the 15-plus population.

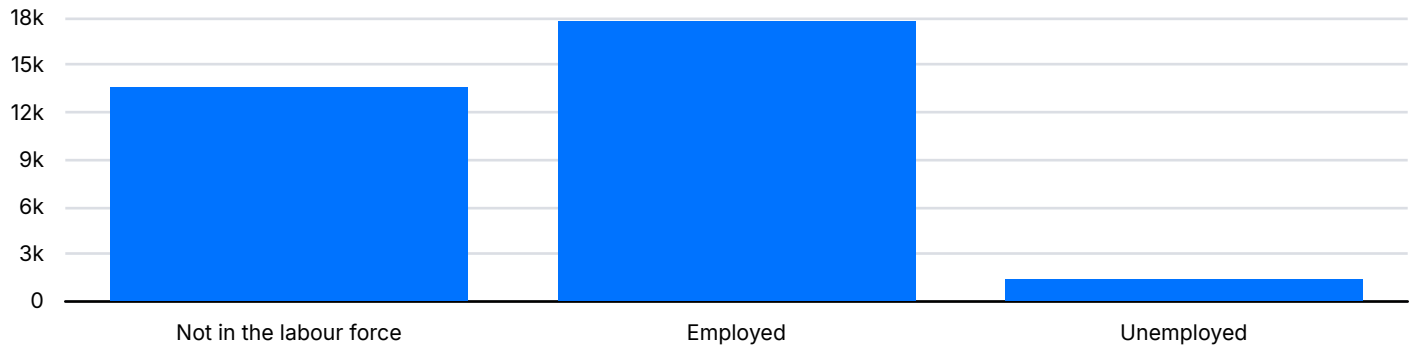

Figure 1.1: *Shows whether residents are employed, unemployed, or not in the labour force. It helps indicate how people are participating in the labour market. (Parklands, 2021)*[1,2,3,4]

For the labour force in Parklands, the most recent available snapshot is for 2021 and covers residents age 15 and over. It shows how people were distributed across employment categories at that time. In 2021 there were 17,770 people employed, 1,380 unemployed, and 13,575 not in the labour force. Employed residents form the largest group, followed by those not participating; the unemployed are the smallest group in absolute terms. These counts describe the 2021 labour-force composition but do not by themselves provide participation or unemployment rates.

Parklands' labour force participation in 2021 is shown for residents aged 15 and over. The breakdown highlights how many people were working, seeking work, or outside the labour market. In Parklands there were 17,770 employed, 1,380 unemployed, and 13,575 not in the labour force (people). These counts sum the local labour-force status for the region in 2021. Comparing descendant census divisions, Division No. 17 reported the largest employed population (9,010) and the largest number not in the labour force (7,465) among the divisions listed. The data describe the region's labour-force composition by headcount; they do not indicate rates or causes.

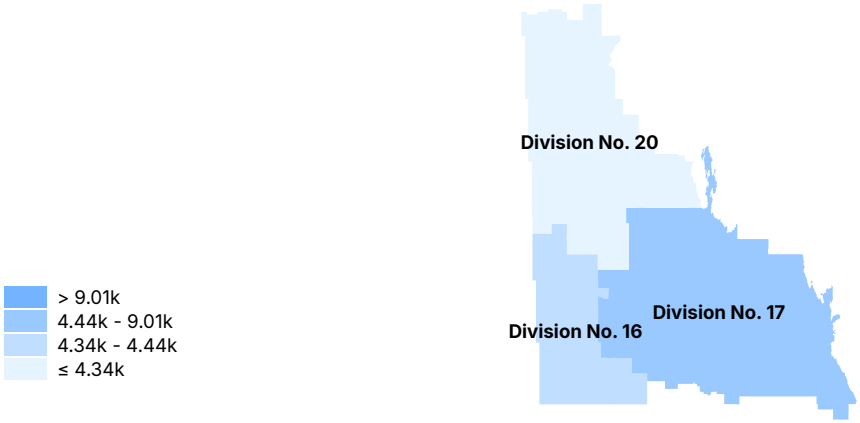

Figure 1.2: *Distribution of Largest Group: Labour Force Status - Employed (Parklands)*[1,2,3,4]

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Work Activity

The number of residents not working in Parklands surged, reaching 13,450 in 2021, a 17.1% rise from 2016's 11,485, among adults aged 15 and over, making it the largest and fastest-growing work-status group.

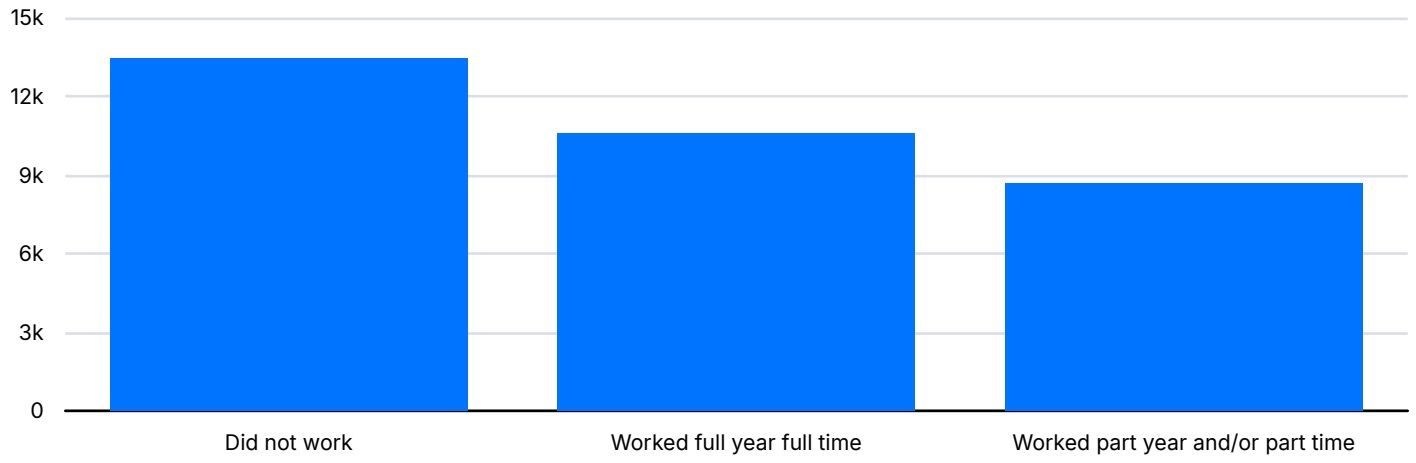
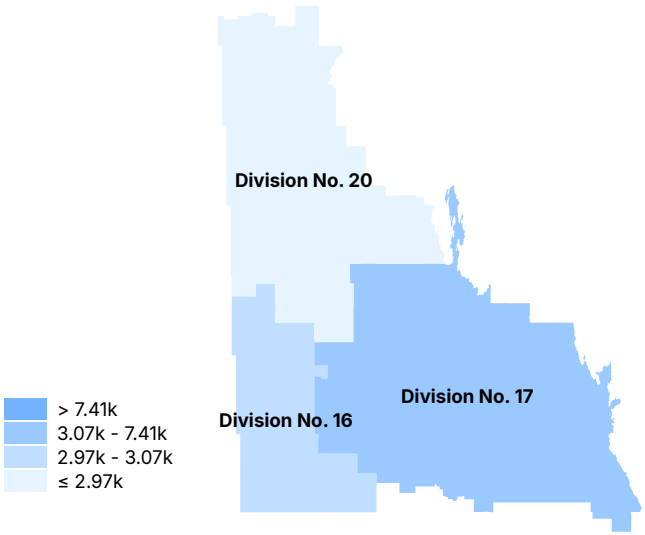


Figure 2.1: *Shows the amount of work activity people had during the reference period. It helps indicate attachment to work over the year, not just at a single point in time. (Parklands, 2021)*[1,2,3]

Parklands' work-activity profile (population aged 15+) in 2021 shows a mix of sustained non-employment and varied attachment to paid work over the year. In 2021, 13,450 people did not work, 10,605 worked full year full time, and 8,675 worked part year and/or part time. Five-year trends show a 17.1% increase in the count of people who did not work, a 4.1% decline in full-year full-time workers, and a 15.1% decline in part-year or part-time workers. These changes describe recent shifts in annual work attachment within the region.



Parklands(2021) work-activity counts describe attachment to work among residents aged 15 and over. The largest category is "Did not work" at 13,450 people (five-year change +17.1%). Those who worked full year full time number 10,605 (−4.1%), and part-year or part-time workers number 8,675 (−15.1%). Compared with a descendant area, Division No. 17 reported 7,410 people who did not work. The pattern shows rising non-work counts alongside declines in both full-year and part-year work.

Figure 2.2: *Distribution of Largest Group: Work Activity - Did not work (Parklands)*[1,2,3]

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Labour Force Participation Rate

Parklands' labour force participation fell to 58.5% in 2021, down 2.8 points from 60.2% in 2016, showing a shrinking share of working-age residents in the labour market, potentially affecting businesses and municipal revenue.

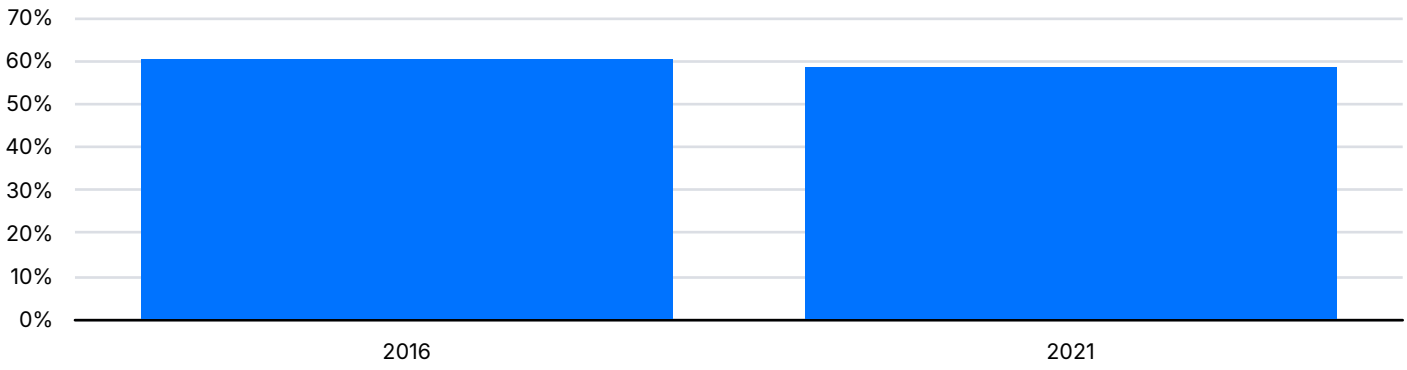

Figure 3.1: *Shows the share of the working-age population that is employed or actively looking for work. It helps indicate the level of labour market engagement. (Parklands, 2016-2021)*[1,2,3,4]

Labour force participation in Parklands measures the share of the population that is employed or actively seeking work. Between the 2016 and 2021 censuses the region recorded a modest decline in engagement. In 2016 the participation rate was 60.2%. By 2021 it fell to 58.5%, a 5-year change of -2.8 percentage points. No comparator is provided in the dataset, so the available evidence points only to this recent downward movement rather than to any relative standing. The data indicate a small reduction in labour market participation from 2016 to 2021.

Parklands' labour force participation rate measures the share of residents engaged in work or looking for work. Between 2016 and 2021 it edged down from 60.2% to 58.5%, a decline of 2.8 percentage points. That 2021 rate (58.5%) sits below larger regional benchmarks: Southeast recorded 68.5% in December 2021 and Winnipeg 68.2% in the same month. Parklands is closer to Interlake (60.9%) and Southwest (60.7%) in 2021. Compared with North (52.7% in 2021), Parklands remains higher. The pattern shows modest decline and a participation level that is middling among its peers.

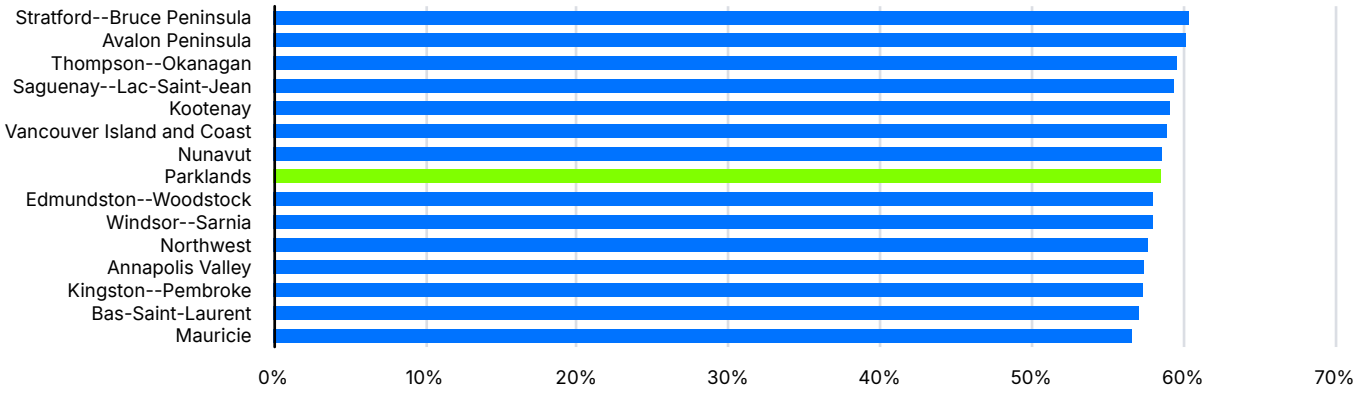

Figure 3.2: *Comparison of Labour Force Participation Rate with other locations (Parklands, 2021)*[1,2,3,4]

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Employment Rate

Parklands' employment rate fell to 54.3% in 2021, down from 56.4% in 2016, reflecting a 3.7% decline over five years, indicating fewer residents are employed and potentially impacting local businesses and tax revenue.

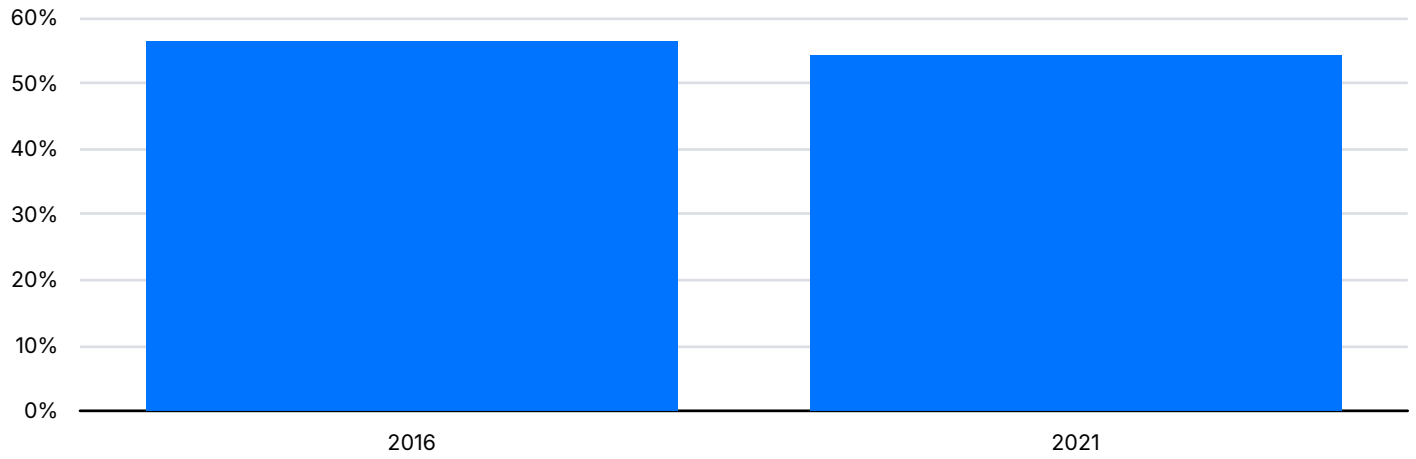
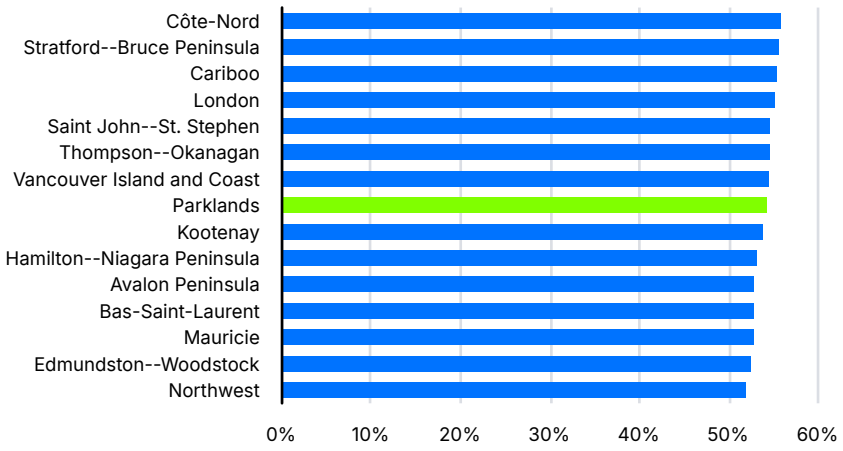


Figure 4.1: *Shows the share of the working-age population that is employed. It helps indicate overall labour market health and how fully local talent is being used. (Parklands, 2016-2021)*[1,2,3,4]

Parklands' employment rate measures the share of residents aged 15 and over who were employed. Between the 2016 and 2021 censuses the rate was modest: 56.4% in 2016 and 54.3% in 2021, showing a decline over the five-year period. The dataset records a 5-year change of -3.7% for the employment rate, indicating a slight reduction in the proportion of the working-age population employed between those census years. The figures come from the Census Profile for the Labour force aged 15 years and over. This pattern points to downward momentum in employment participation in Parklands during 2016–2021.



Parklands has a modestly lower employment rate than several neighbouring economic regions. In 2016 Parklands' employment rate was 56.4% and fell to 54.3% by 2021, a 5-year decline of 3.7 percentage points (labour force aged 15+). By comparison, South Central recorded 62.7% in 2021 and North Central 60.1% in 2021. The North region averaged 45.2% in 2021. The data show Parklands below nearby regional peers but above the North's level.

Figure 4.2: *Comparison of Employment Rate with other locations (Parklands, 2021)*[1,2,3,4]

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Unemployment Rate

Parklands' unemployment rose to 7.2% in 2021, up from 6.3% in 2016, representing a 14.3% increase over five years, indicating growing joblessness among the local labour force aged 15 and over.

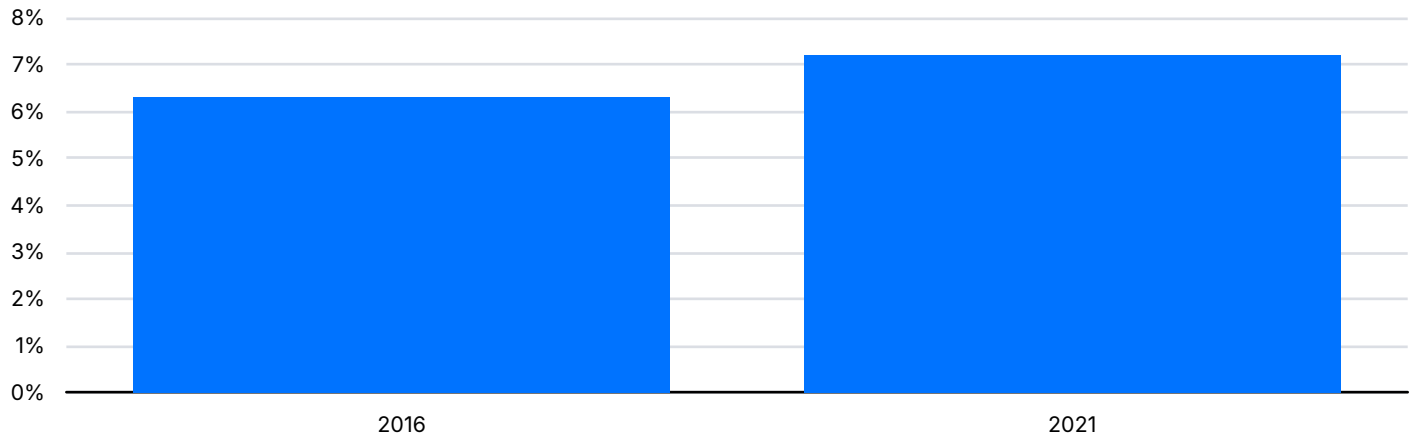
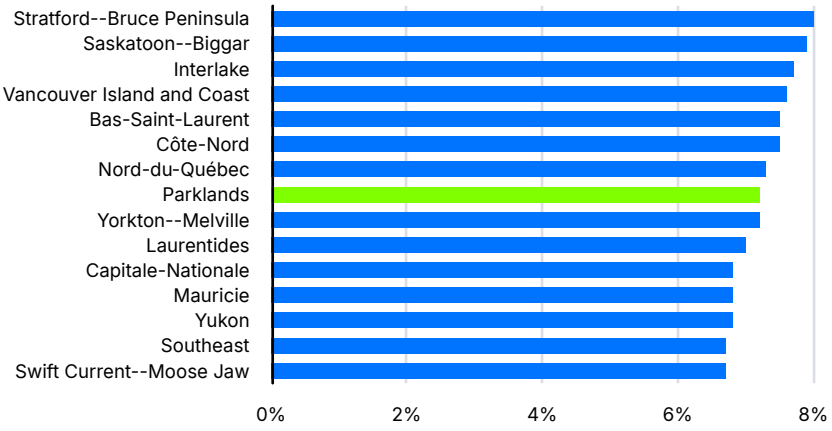


Figure 5.1: *Shows the share of the labour force that is unemployed and actively seeking work. It helps indicate labour market weakness and job search pressure. (Parklands, 2016-2021)*[1,2,3,4]

Parklands' unemployment rate measures the share of the labour force aged 15 and over that was without work and actively seeking employment. Between the two census years provided, the metric shows modest upward movement. In 2016 the unemployment rate was 6.3%. By 2021 it had risen to 7.2%, and the dataset records a 5-year change of 14.3% for that interval. Because no regional or national benchmarks are included here, the clearest pattern is the change over time: unemployment in Parklands increased during the five-year period between censuses. This trend signals higher job-search pressure in 2021 than in 2016 within the measured labour-force population.



Parklands' unemployment rate measures the share of the labour force actively seeking work. Between 2016 and 2021 it rose from 6.3% to 7.2%, a 14.3% increase over five years. That 7.2% 2021 rate sits above South Central's 4.8% (2021) and slightly above North Central's 6.4% (2021). It remains well below the North region, which had 14.2% in 2021. The pattern shows modest local weakening relative to some neighbouring regions while still below the province's highest regional rate.

Figure 5.2: *Comparison of Unemployment Rate with other locations (Parklands, 2021)*[1,2,3,4]

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Household After-Tax Income

In Parklands, the $60-$69k after-tax income bracket remains the biggest, covering 1,790 households, while the $150k-plus group saw the strongest rise, jumping 70.3% to 860 households over the past five years.

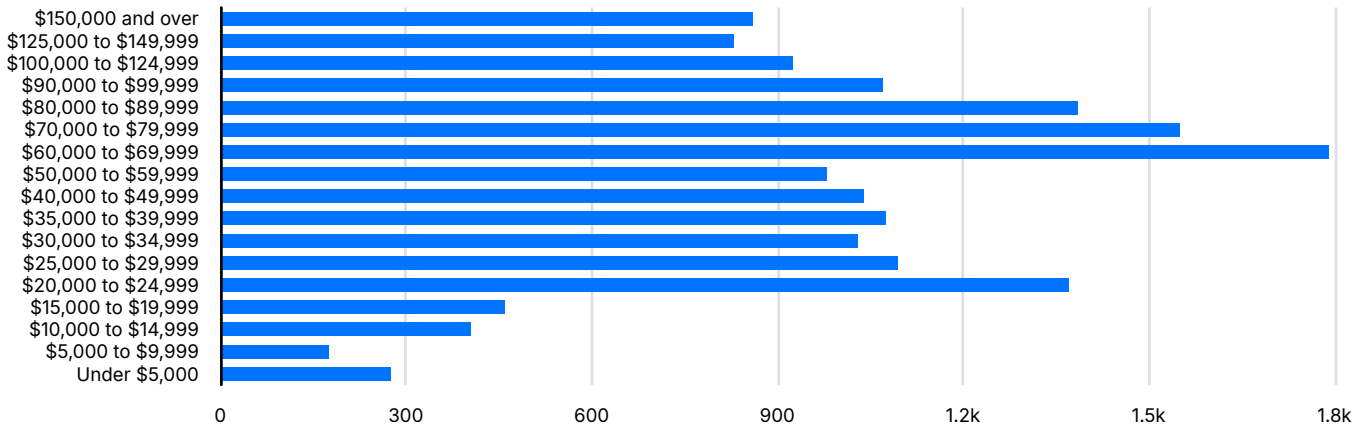

Figure 6.1: *Shows household income after taxes across income groups. It helps indicate the resources households have available for day-to-day living after taxes are paid. (Parklands, 2021)*[1]

Parklands' distribution of private households by after-tax income in 2021 shows divergent five-year trends across income bands. Household counts are concentrated in middle and higher bands: 1,790 households in $60,000–$69,999, 1,550 in $70,000–$79,999, and 860 in $150,000 and over. Low-income bands are smaller: 275 households under $5,000 and 175 in $5,000–$9,999. Five-year change highlights upward movement at the top and mixed results in the middle. The $150,000+ group rose 70.3% and $125,000–$149,999 rose 45.6%, while several lower bands fell (for example under $5,000 down 32.1%). The pattern points to growth in higher-income households alongside declines in some low-income categories.

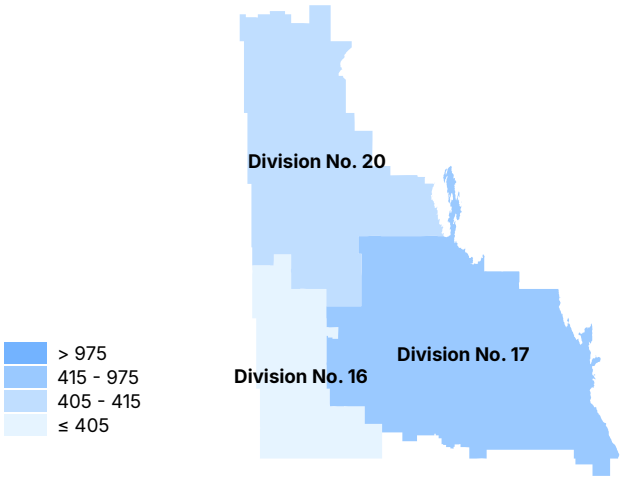

Figure 6.2: *Distribution of Largest Group: Income Group Household - $60,000 to $69,999 (Parklands)*[1]

Household after-tax income in Parklands shows concentration in middle and upper-middle bands alongside notable shifts over five years. The largest counts are in $60,000–69,999 (1,790 households) and $70,000–79,999 (1,550). The high-income group $150,000 and over has 860 households, rising 70.3% since 2016. Lower bands fell: under $5,000 has 275 households, down 32.1%. Similar gains at the top appear in descendant divisions, suggesting parallel upward movement across the region.

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Individual After-Tax Income

Parklands' biggest after-tax income bracket is $20,000-$29,999, covering 13,905 residents. The next largest groups are $10,000-$19,999 (9,645) and $30,000-$39,999 (10,380). This suggests a middle-income profile for the community, with fewer households earning above $50,000.

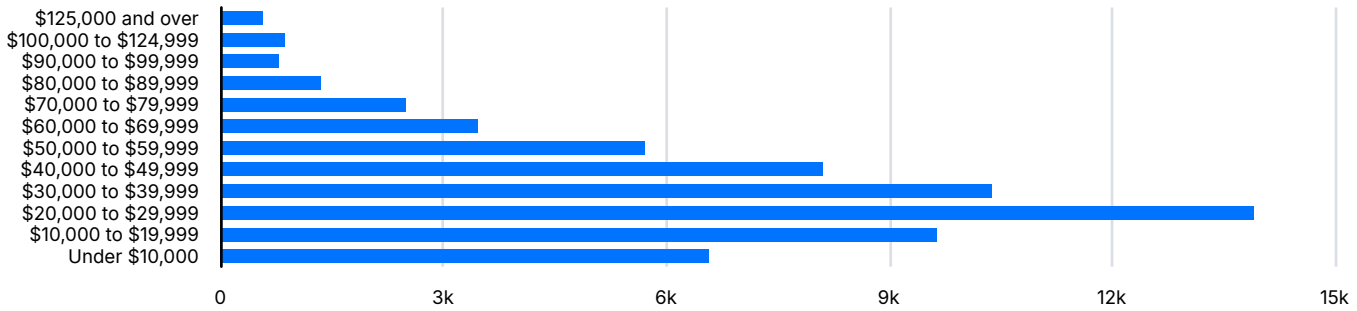

Figure 7.1: *Shows individual after-tax income across income groups. It helps indicate the level of disposable income people have after taxes are paid. (Parklands, 2021)*[1]

Parklands' distribution of individual after-tax income (population 15+ in private households, 2021) shows concentration at lower income ranges. The largest group is Under $10,000 with 6,570 people, followed by $20,000–$29,999 at 13,905 and $10,000–$19,999 at 9,645. Mid and higher brackets are smaller: $50,000–$59,999 counts 5,715 and $125,000 and over counts 570 people. The spread is skewed toward lower bands rather than evenly distributed across income groups. Because only 2021 data are provided, trends over time cannot be assessed. The 2021 snapshot highlights the prominence of lower after-tax incomes within the region.

Parklands shows a concentration of individual after-tax incomes in lower and middle income groups among residents aged 15 and over. The largest single group is $20,000–$29,999 with 13,905 people, followed by $10,000–$19,999 (9,645) and under $10,000 (6,570). Higher brackets taper off: 100,000–124,999 counts 870 and 125,000+ counts 570. Compared with its census divisions, Parklands records larger counts in each income band, reflecting the region-scale population distribution. The pattern points to a region with many residents in lower to middle income ranges.

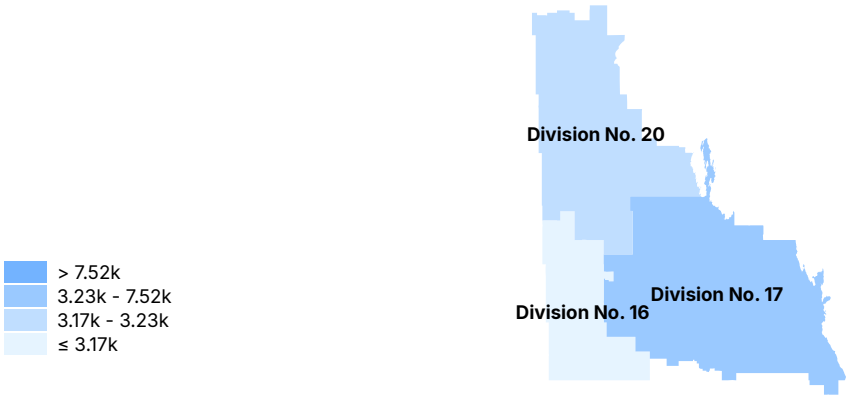

Figure 7.2: *Distribution of Largest Group: Income Group Individual - $20,000 to $29,999 (Parklands)*[1]

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Individual Employment Income

In Parklands, the biggest income group in 2021 earned under $5,000, comprising 7,845 residents among the working-age population. The next highest bracket ($5,000-$9,999) had only 3,900 people, showing a steep drop-off.

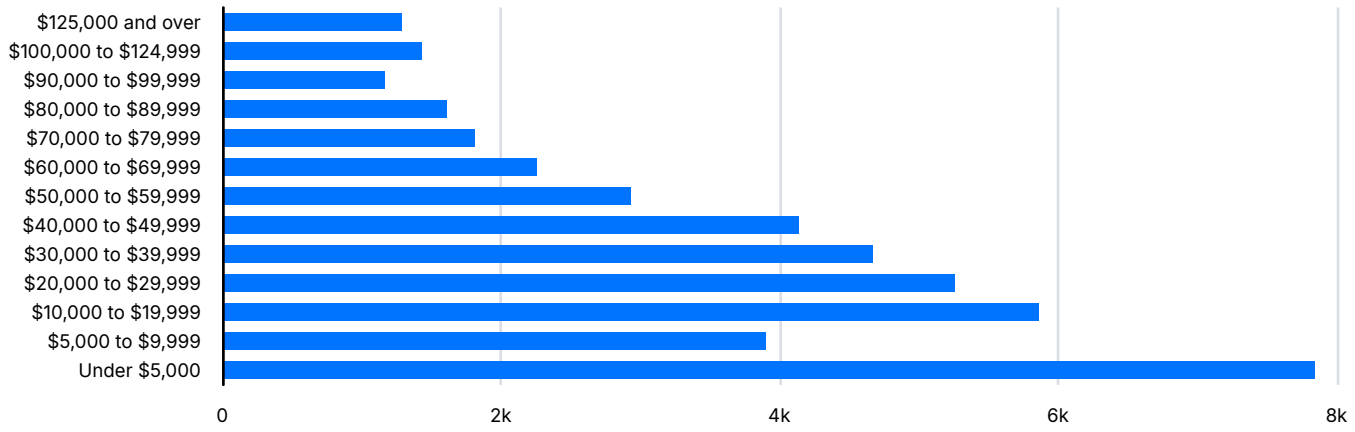

Figure 8.1: *Shows individual employment income across income groups. It helps indicate how earnings from work are distributed among residents. (Parklands, 2021)*[1]

Parklands's distribution of individual employment income in 2021 shows a concentration toward lower earnings among residents aged 15 and over in private households. The dataset lists counts across 13 income bands for that year. The largest single group is those reporting under $5,000: 7,845 people (17.8% of the 44,160 total). The next largest bands are $10,000 to $19,999 (5,860 people, 13.3%) and $20,000 to $29,999 (5,255 people, 11.9%). Combined mid-range bands from $50,000 to $79,999 account for about 7,000 people (15.9%). At the top end, $125,000 and over includes 1,290 people (2.9%). Taken together, the counts indicate a distribution skewed toward lower and middle incomes rather than high-earning brackets.

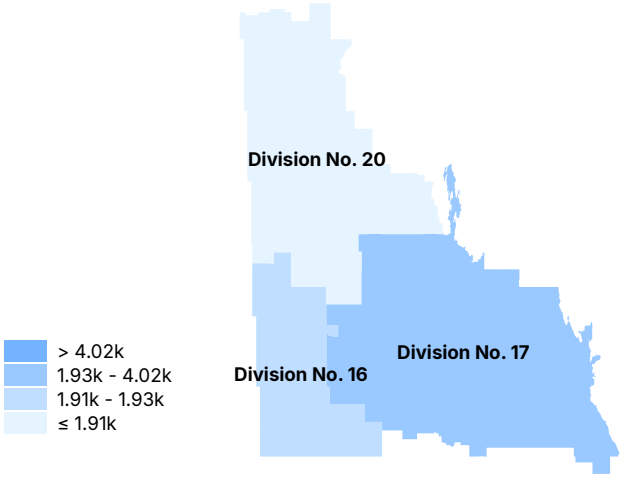

Figure 8.2: *Distribution of Largest Group: Income Group Individual - Under $5,000 (Parklands)*[1]

Individual employment income in Parklands (2021) is concentrated toward lower income brackets in absolute counts. The largest group is people earning under $5,000 (7,845), followed by $10,000–$19,999 (5,860) and $20,000–$29,999 (5,255). Counts decline steadily above $30,000, with 4,670 in $30,000–$39,999 and 1,290 at $125,000 and over. Compared with the listed census divisions, Parklands records the largest counts in each bracket. This pattern highlights a distribution weighted to lower-earning groups within the population aged 15 and over.

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Employment by Sector

Parklands' total employment reached 3,388 jobs in 2025, a 2.3% drop from the previous year, while the finance and insurance sector surged, adding 891 jobs and growing 35.6% year-over-year.

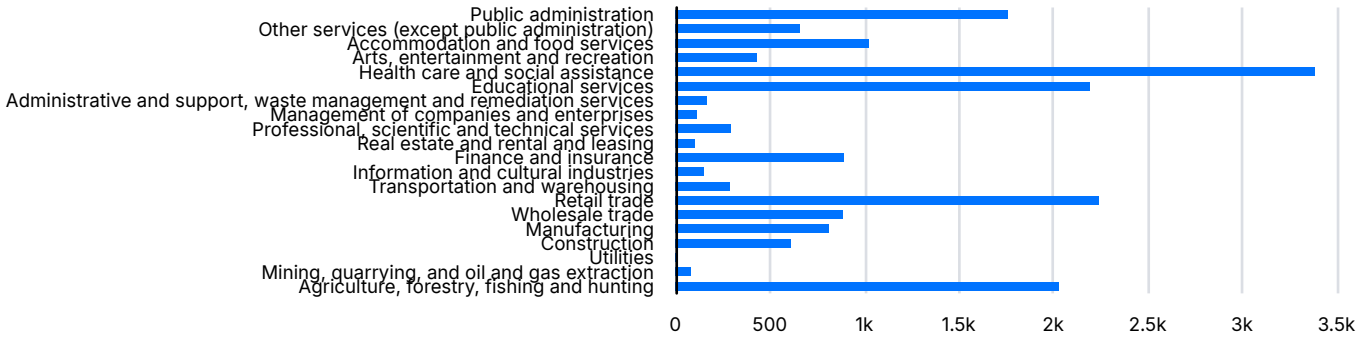

Figure 9.1: *Shows how employment is distributed across industry sectors. It helps indicate which sectors account for the largest share of local jobs. (Parklands, 2025)*[5,6]

Parklands shows a service-oriented employment base in 2025, with health care and social assistance (3,388 people) and retail trade (2,241) among the largest employers alongside educational services (2,196) and public administration (1,761). Recent momentum is mixed. Finance and insurance rose sharply over both horizons (1-year +35.6%, 5-year +41.9%), while manufacturing has grown over five years (+31.5%) but dipped in the last year (−2.6%). Some sectors are contracting: construction is down both short term (−21.2%) and five years (−32.9%). Mining shows short-term decline (−21.4%) but large five-year gain (+76.1%), indicating volatility.

Parklands employment (employees aged 15+) is concentrated in a few large service sectors. Health care and social assistance is the largest employer with 3,388 people, followed by retail trade at 2,241 and educational services at 2,196. Public administration (1,761) and accommodation and food services (1,027) are also sizeable. Recent momentum is mixed: finance and insurance rose 35.6% year over year while mining fell 21.4% year over year.

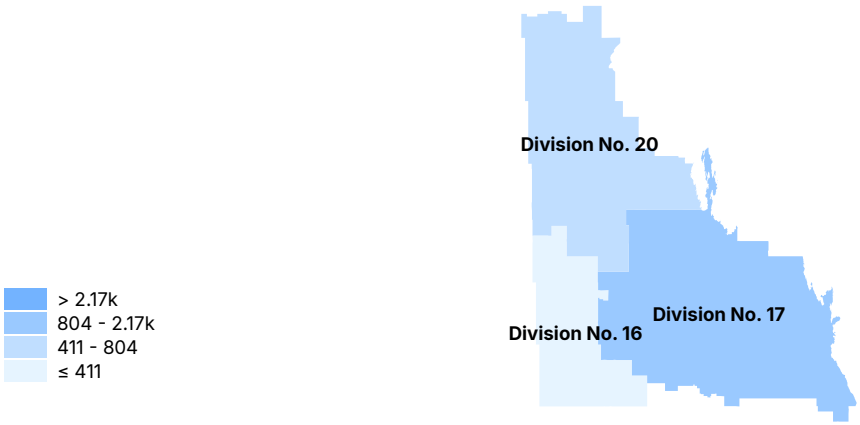

Figure 9.2: *Distribution of Largest Group: Naics - Health care and social assistance (Parklands)*[5,6]

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Establishments by Sector

Agriculture, forestry, fishing and hunting remains Parklands' biggest sector with 2,686 establishments, up 1.9% year-over-year in 2025, reflecting modest growth, while mining saw the sharpest decline, falling to 19 firms, down 13.6%.

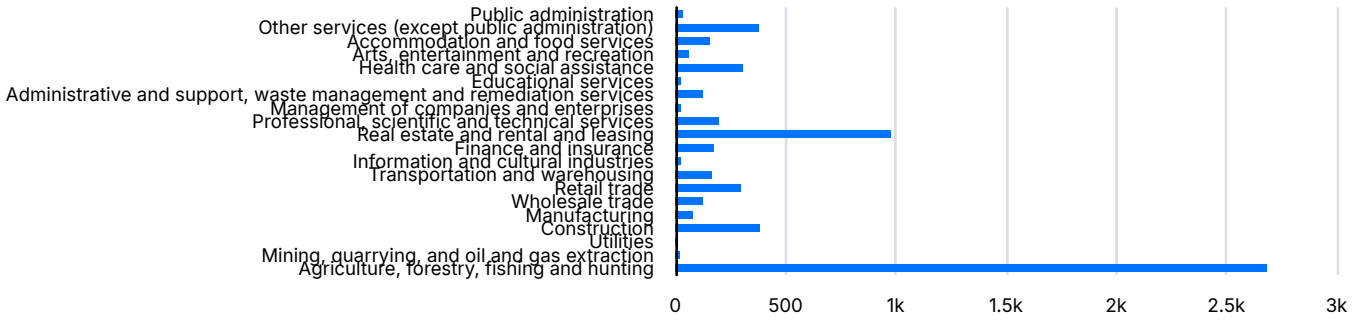

Figure 10.1: *Shows how business establishments are distributed across sectors. It helps indicate the sector mix of the local business base. (Parklands, 2025)*[7]

Parklands' business base is concentrated in a few large sectors, with agriculture the largest and real estate a distant second. Time trends show uneven short- and medium-term movement across sectors. Agriculture accounts for 2,686 businesses (+1.9% 1-year, −2.6% 5-year). Real estate and rental and leasing has 979 businesses (+4.3% 1-year, +23.1% 5-year). Health care has 305 businesses (+5.2% 1-year). Smaller sectors show mixed signals: utilities 7 businesses (−12.5% 1-year, +16.7% 5-year); retail 299 businesses (−8.3% 1-year, −10.5% 5-year). The pattern suggests recent momentum in real estate and health care, while agriculture remains the dominant sector.

Parklands' business base is strongly concentrated in primary agriculture. The distribution shows a clear sectoral tilt rather than an even spread across industries. Agriculture, forestry, fishing and hunting accounts for 2,686 businesses in 2025. The next largest sectors are Real estate and rental and leasing with 979 establishments and Health care and social assistance with 305 businesses. Compared with its constituent census divisions, Parklands has a substantially larger agricultural presence: Division No. 17 has 1,251 and Division No. 20 has 754 agricultural establishments. This pattern signals a local economy organized around primary production and a smaller commercial and services footprint.

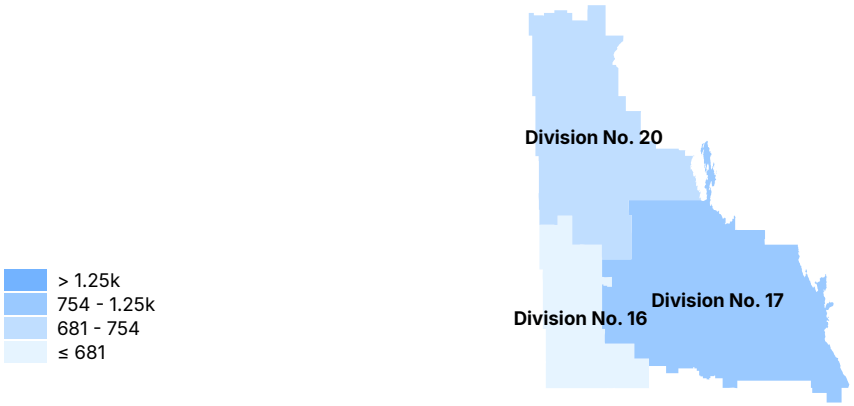

Figure 10.2: *Distribution of Largest Group: Naics - Agriculture, forestry, fishing and hunting (Parklands)*[7]

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Business Establishments

The number of active businesses in Parklands rose to 6,718 in 2025, a 2.2% increase from 2024 and a 2.3% gain since 2020.

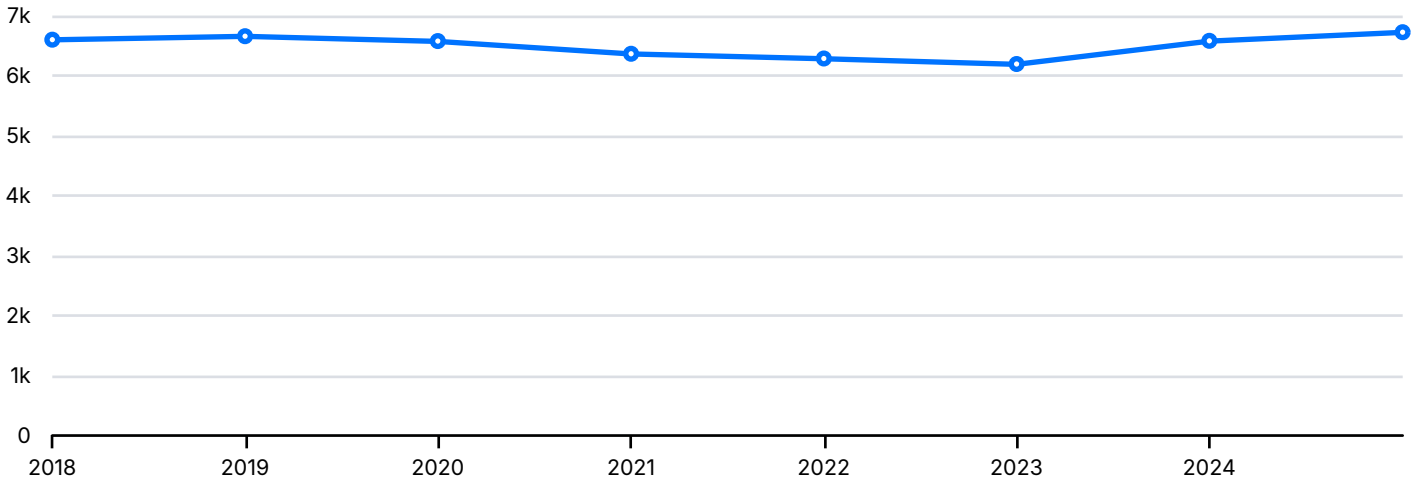
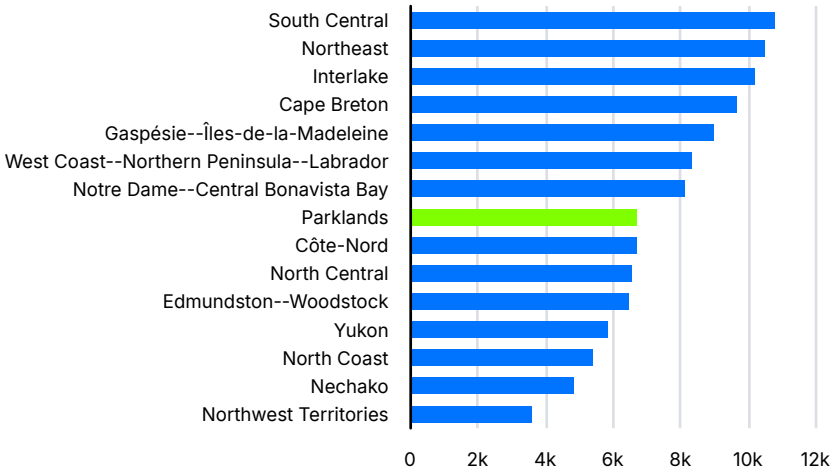


Figure 11.1: *Shows the total number of active business establishments in the area, including those without employees. It helps indicate the scale and diversity of the local business base. (Parklands, 2018-2025)*[7]

Parklands' stock of active business locations has shown noticeable year-to-year movement since 2018, reflecting shifts in the local business base over the past seven years. Counts fell from 6,651 businesses in 2019 to a low of 6,187 in 2023, a five-year decline of 6.2%. The series then reversed: 6,574 businesses in 2024 (up 6.3%) and 6,718 in 2025 (up 2.2%). The dominant pattern is a multi-year contraction through 2023 followed by a modest recovery in 2024–2025. This suggests recent momentum in re-expanding the number of registered establishments.



Parklands' business base is moderate in size within Manitoba's regional set, showing recent recovery after earlier declines. In 2025 Parklands had 6,718 businesses. After declines through 2021–2023, the locality recorded a 6.3% increase in 2024 and a 2.2% rise in 2025. Compared with Southeast (14,406 businesses in 2025, 1-year change 3.3%, 5-year change 42.3%), Parklands is substantially smaller and has milder multi-year growth. The pattern points to modest, recent expansion following a period of contraction.

Figure 11.2: *Comparison of Business Establishments with other locations (Parklands, 2025)*[7]

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Establishments by Size

Parklands' business landscape is dominated by 4,931 establishments with no employees, up 2.9% in 2025, overall, while firms of 50-99 staff saw the strongest growth, rising 13.9% to 41 businesses.

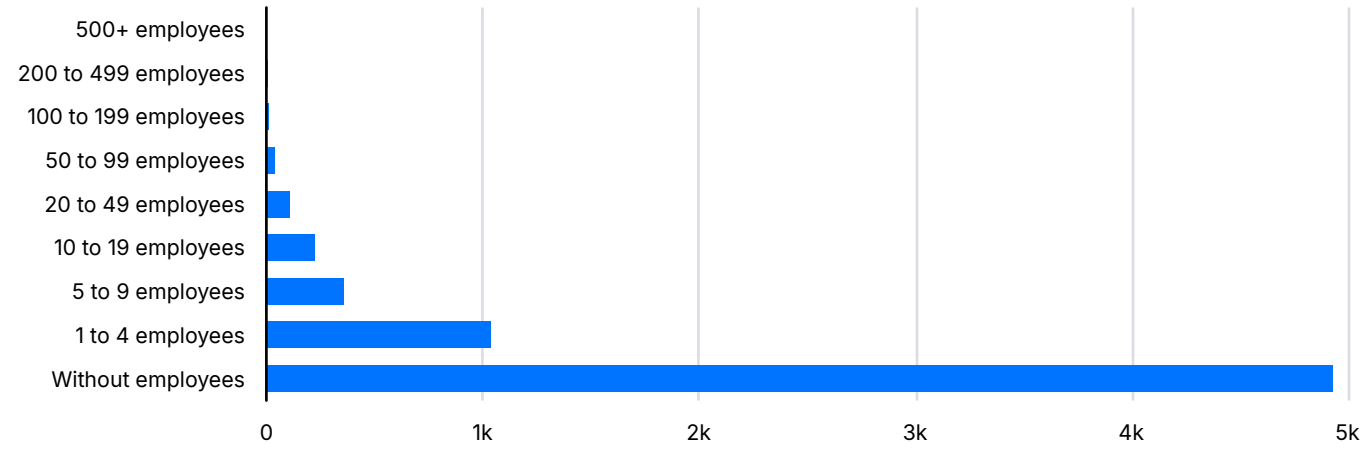

Figure 12.1: *Shows how businesses are distributed by number of employees. It helps indicate whether the local economy is dominated by very small, small, or larger firms. (Parklands, 2025)*[7]

Parklands' business base is heavily weighted toward very small firms: 4,931 establishments operate without employees, followed by 1,039 with 1 to 4 employees. Smaller employer bands are common: 356 firms have 5 to 9 employees and 223 have 10 to 19. Recent momentum is mixed—50 to 99 employee establishments rose 13.9% year over year while the 20 to 49 band fell 9.3% over the same period. Over five years, the 10 to 19 band grew 23.9% and 20 to 49 declined 13.0%. These figures indicate an economy concentrated in microbusinesses with selective growth among mid-sized employers.

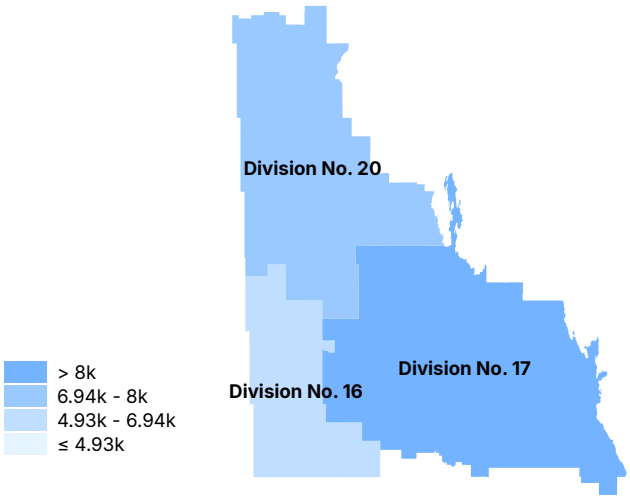

Figure 12.2: *Distribution of Largest Group: Business Establishment Size - Without employees (Parklands)*[7]

Parklands' business base is concentrated in very small firms. The largest category is establishments without employees, totaling 4,931 businesses in 2025, followed by 1–4 employee firms at 1,039. Smaller numbers occupy larger size bands: 41 firms have 50–99 employees and 12 have 100–199. The 10–19 employee group rose 23.9% over five years; the 20–49 group fell 13.0% over the same period. Compared with descendant divisions, Parklands reports the highest raw count of non-employer businesses. This pattern signals a local economy dominated by micro-enterprises with modest growth among mid-sized firms.

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Employed Residents by Major Occupation Group

Sales and service jobs dominate Parklands' workforce with 4,305 employed in 2021, while natural resources, agriculture and related occupations surged, growing 122.7% to 3,185 workers over five years, according to the latest data.

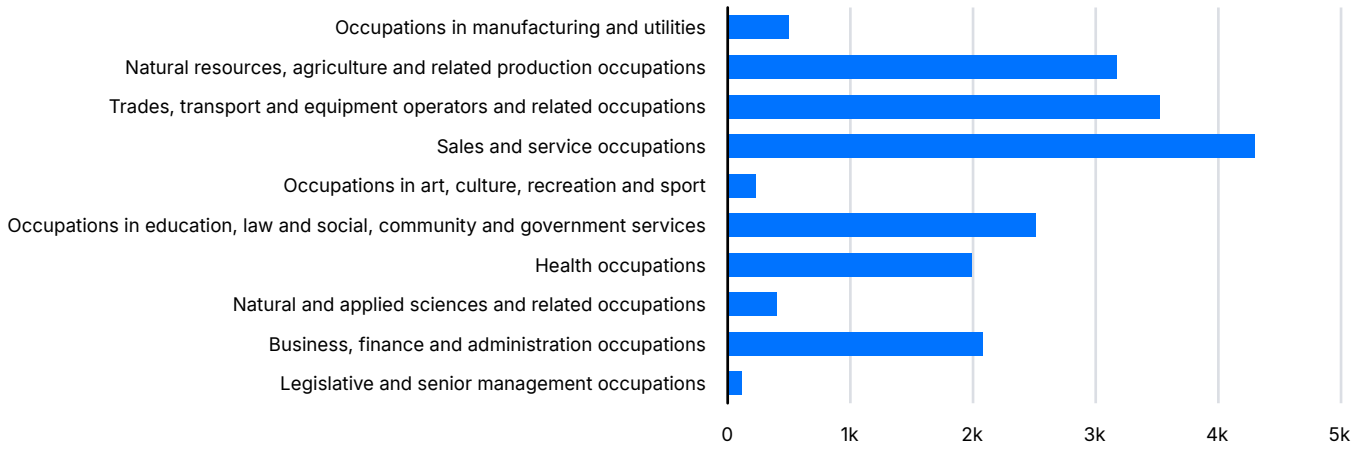

Figure 13.1: *Shows the occupations held by employed residents. It helps indicate the community's skill mix and the kinds of work people do. (Parklands, 2021)[1]*

Parklands' employed residents in 2021 show a mixed occupational profile with notable five-year shifts. The largest groups are Sales and service (4,305 people), Trades and transport (3,535) and Natural resources, agriculture (3,185). Health occupations count 2,000 and education/law/social services count 2,520. Five-year changes highlight strong gains in Natural resources, agriculture (+122.7%) and manufacturing and utilities (+40.9%), while Legislative and senior management fell sharply (-96.7%). The pattern indicates recent growth concentrated in resource and production roles alongside declines at the senior management level.

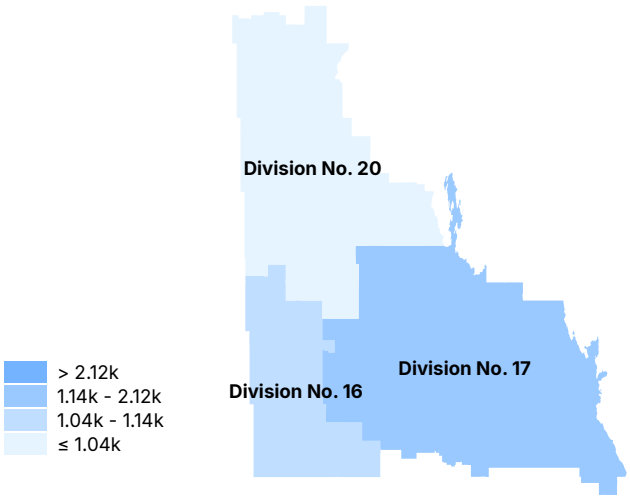

Figure 13.2: *Distribution of Largest Group: Occupation - Sales and service occupations (Parklands)[1]*

Parklands' employed residents concentrate in service, primary and skilled trades work. The largest groups in 2021 were sales and service (4,305 people), trades and transport (3,535) and natural resources, agriculture and related production (3,185). Five-year momentum emphasizes expansion in resource-related work: natural resources and agriculture rose 122.7% while health occupations grew 18.3% and manufacturing occupations increased 40.9%. By contrast, legislative and senior management occupations fell sharply, -96.7%. These shifts point to rising employment in production and frontline service roles within the region.

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Data Sources

1. Statistics Canada, Census Profile. Published in Dec 15, 2022.
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3. Statistics Canada, Labour Force Characteristics, Table 14-1004-45-01. Published in Feb 6, 2026.
4. Statistics Canada, Labour Force Characteristics, Table 14-1004-59-01. Published in Feb 6, 2026.
5. Statistics Canada, Employment by Industry, Annual, Table 14-10-0202-01. Published in Mar 27, 2025.
6. Statistics Canada, Business Register; Localintel, Employment by Industry Estimates of Census Areas. Published in Mar 13, 2026.
7. Statistics Canada, Business Register. Published in Jun 1, 2025.

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