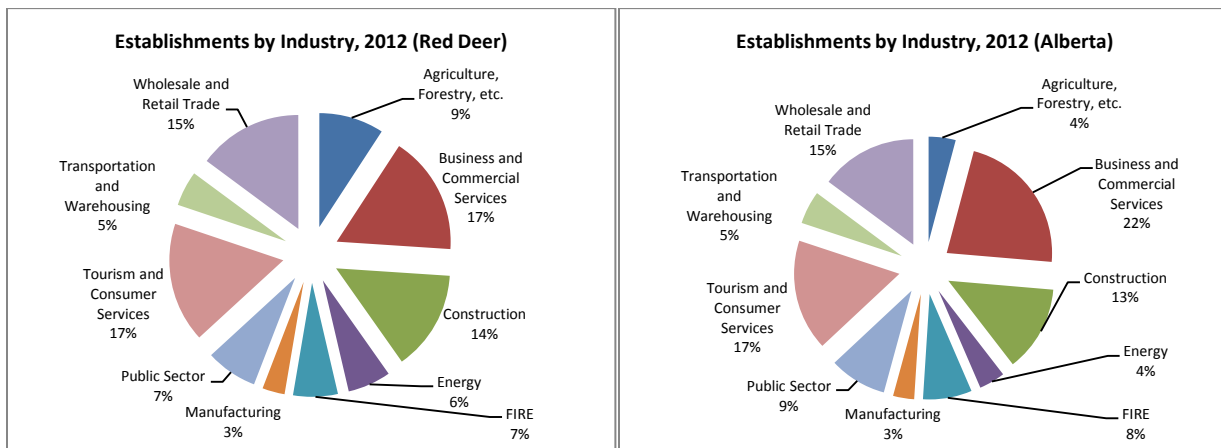


Establishments with Employees: Red Deer Region

In 2012, 12,082 establishments with employees were registered in the Red Deer region. The largest single industry in the region (as measured by the number of establishments) was Tourism and Consumer Services¹, which accounted for 17% of all establishments, or 2,052 establishments in total. The second-largest industry was Business and Commercial Services², which accounted for 17% of all establishments, or 2,035 establishments in total. Business and Commercial services was Alberta's largest industry on an establishment basis. The third-largest industry was Wholesale and Retail Trade, which accounted for 15% of all establishments, or 1,795 establishments in total.

Compared to the province as a whole, the Red Deer region had proportionally more establishments in Agriculture, Forestry, Fishing and Hunting, Construction, and Energy³. The region had proportionally fewer establishments in Business and Commercial Services (Figure 1).

Figure 1: Establishments by Industry⁴



Between 2007 and 2012, there was an increase of 1.4% (or 164 establishments) in the total number of establishments in the region, and an increase of 1.3% (or 153 establishments) in the total number of small establishments (which have less than 50 employees). The increase province-wide in both categories was approximately 3.8%.

¹ The sector "Tourism and Consumer Services" contains the following industries: Arts, Entertainment, and Recreation (NAICS code 71); Accommodation and Food Services (NAICS code 72); Other Services (except Public Administration) (NAICS code 81).

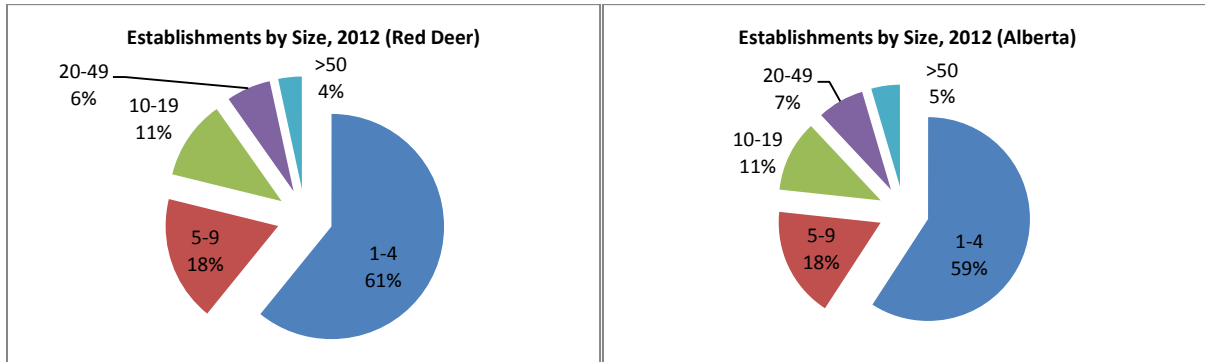
² The sector "Business and Commercial Services" contains the following industries: Information (NAICS code 51); Professional, Scientific, and Technical Services (NAICS code 54); Management of Companies and Enterprises (NAICS code 55); Administrative and Support, Waste Management and Remediation Services (NAICS code 56).

³ The sector "Energy" contains the following industries: Mining, Quarrying, and Oil and Gas Extraction (NAICS code 21); Utilities (NAICS code 22).

⁴ The sector "Finance, Insurance, and Real Estate" (FIRE) contains the following industries: Finance and Insurance (NAICS code 52); Real Estate and Rental and Leasing (NAICS code 53).

Relative to the province as a whole, there was a greater regional proportion of micro-establishments (with less than five employees), and a smaller regional proportion of establishments with more than 20 employees (Figure 2).

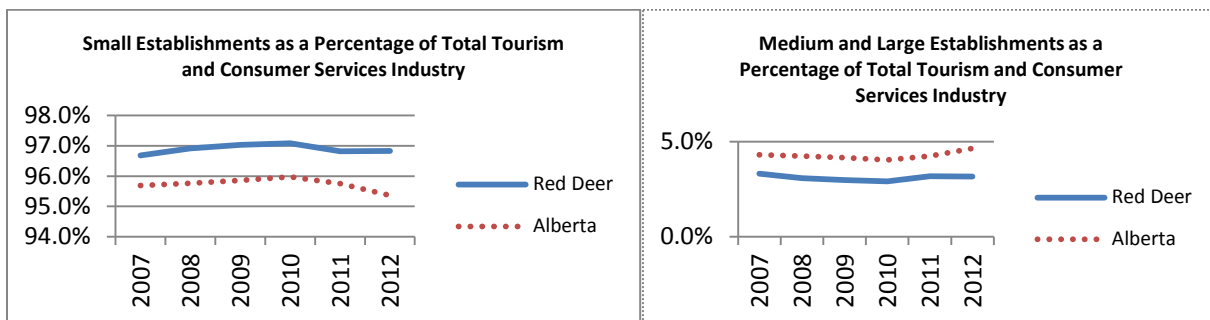
Figure 2: Establishments by Size



As mentioned above, the sector with the largest number of establishments was Tourism and Consumer Services. There were proportionally more small establishments (which have less than 50 employees) and fewer medium and large establishments (which have 50 employees or more) in the region than in the province as a whole (Figure 3). The largest sub-sector of this industry was commercial and industrial machinery and equipment (except automotive and electric) repair and maintenance.

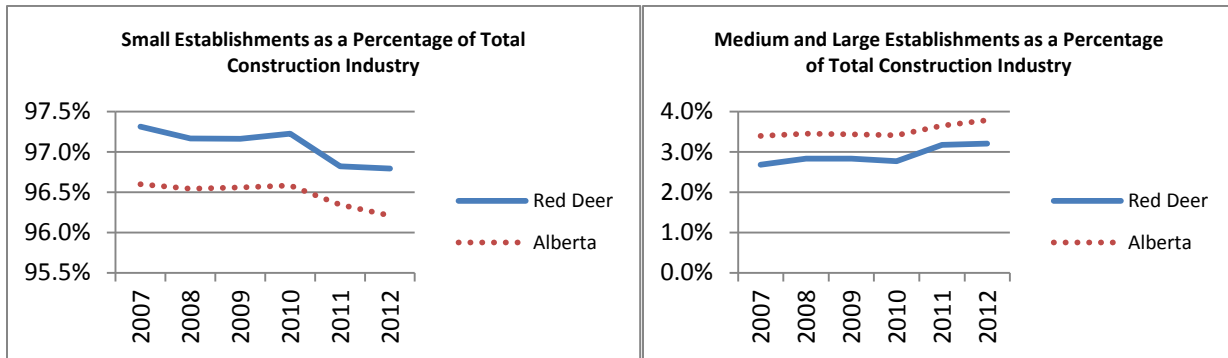
The industry that saw the greatest absolute decrease in number of establishments was also Tourism and Consumer Services, which lost 91 establishments from 2007 to 2012, or 4.2% of the 2007 total.

Figure 3: Establishments in the Tourism and Consumer Services Industry



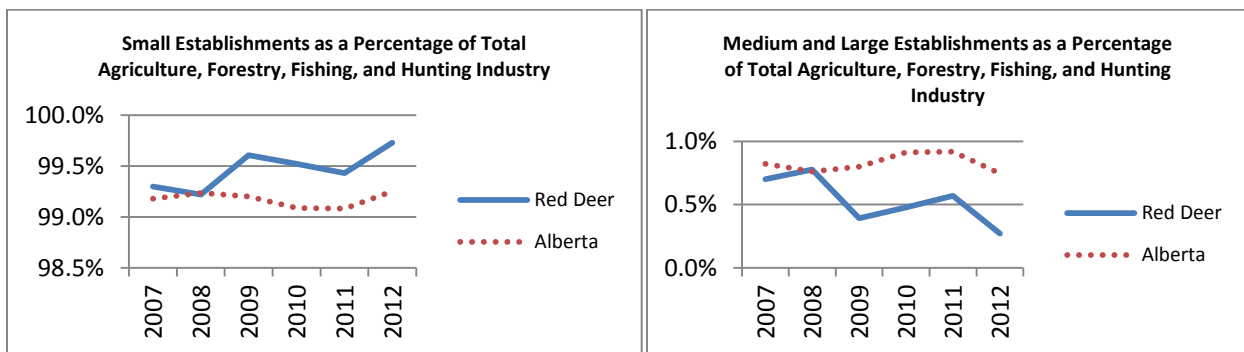
The industry that saw the greatest absolute increase in the number of establishments was Construction, where the number of establishments with employees increased by 114 (or 7.1%) between 2007 and 2012. The largest sub-sector in this industry was residential building construction, and the fastest-growing subsector was electrical contractors and other wiring installation contractors. There were proportionally more small establishments and fewer large establishments in the region than in the province as a whole (Figure 4). The sector with the largest per cent change between 2007 and 2012 was Finance, Insurance and Real Estate with a 14% increase.

Figure 4: Establishments in the Construction Industry



The Agriculture, Forestry, Fishing and Hunting sector was proportionally more important for the Red Deer region than for the province as a whole. Although the number of establishments in the sector increased by 11% from 2007 to 2012, the gains were centered in small establishments only (Figure 5). Large establishments in the sector fell from a count of 7 in 2007 to a count of 3 in 2012. Within this industry, the largest sub-sector was beef cattle ranching and farming, including feedlots; the fastest-growing subsector was oilseed farming.

Figure 3: Establishments in the Agriculture, Forestry, Fishing and Hunting Industry



Number of Establishments by Industry and Size

	All Establishments (1+ Employees)				Small Establishments (<50 Employees)			
	2007	2011	2012	5-Year Change	2007	2011	2012	5-Year Change
Agriculture, Forestry, Fishing and Hunting	999	1,053	1,111	11.2%	992	1,047	1,108	11.7%
Business and Commercial Services	2,069	2,022	2,035	-1.6%	2,045	2,001	2,016	-1.4%
Construction	1,601	1,700	1,715	7.1%	1,558	1,646	1,660	6.5%
Energy	823	756	739	-10.2%	771	708	693	-10.1%
Finance, Insurance, and Real Estate	671	683	765	14.0%	663	671	750	13.1%
Manufacturing	414	384	385	-7.0%	370	342	343	-7.3%
Public Sector	844	884	884	4.7%	775	811	812	4.8%
Tourism and Consumer Services	2,143	2,044	2,052	-4.2%	2,072	1,979	1,987	-4.1%
Transportation and Warehousing	642	587	601	-6.4%	631	577	587	-7.0%
Wholesale and Retail Trade	1,712	1,790	1,795	4.8%	1,641	1,713	1,715	4.5%
Total, All Industries	11,918	11,903	12,082	1.4%	11,518	11,495	11,671	1.3%

Source: Canadian Business Patterns, Statistics Canada