LABOUR PROFILE

MEDICINE HAT - 2024

This report provides a comprehensive overview of the key trends and highlights in the labor market for the City of Medicine Hat.

LLMP Local Labour Market Profiles

Medicine Hat Economic Development

MHLIP

APPLICATIONS MANAGEMENT CONSULTING LTD.

Canada

Alberta

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INTRODUCTION

Local and timely labour market information (LMI) is crucial for a range of stakeholders including job seekers, employers, policymakers, and educational institutions. Here are key reasons why LMI is vital for decision-making and economic growth:

○ **Informed Decision-Making for Job Seekers and Employers**: Up-to-date local LMI helps job seekers understand the current demand for specific skills, wages, and employment trends in their area. Employers can adjust their recruitment strategies, wages, and training programs based on the availability and skills of the local workforce.

○ **Efficient Workforce Planning**: Governments and organizations use LMI to design effective employment programs, vocational training, and educational pathways. Accurate LMI helps ensure that training aligns with the needs of local industries, reducing skills gaps and improving workforce development.

○ **Economic Development and Policy Making**: Policymakers use LMI to understand trends in local economies, enabling them to create targeted policies that support job growth, address unemployment, and foster economic development. This data helps identify sectors that need investment or support.

○ **Adaptation to Market Changes**: As labour markets evolve due to technological advances, global shifts, or economic shocks, timely LMI helps businesses, governments, and workers respond quickly to changing conditions. For instance, during a recession or a pandemic, real-time data enables better decision-making on job creation or support measures.

By providing a clear picture of local job dynamics, wages, and industry demands, timely LMI ensures that all stakeholders—governments, employers, workers, and educators—are equipped to make decisions that foster sustainable employment and economic growth.

City of Medicine Hat

Medicine Hat is situated in the southeastern part of Alberta, strategically located along the South Saskatchewan River. This Labour Profile focuses on presenting information related to the City of Medicine Hat. However, in some circumstances there is insufficient data available for the City and therefore data for Census Division 1 is included. Census Division 1 is referred to here as Southeast Alberta.

Southeast Alberta includes the communities of::

- City of Medicine Hat
- Town of Redcliff
- Town of Bow Island
- Cypress County
- County of Forty Mile No. 8
- Village of Foremost
- Village of Warner

Southeast Alberta - Census Division 1 & City of Medicine Hat
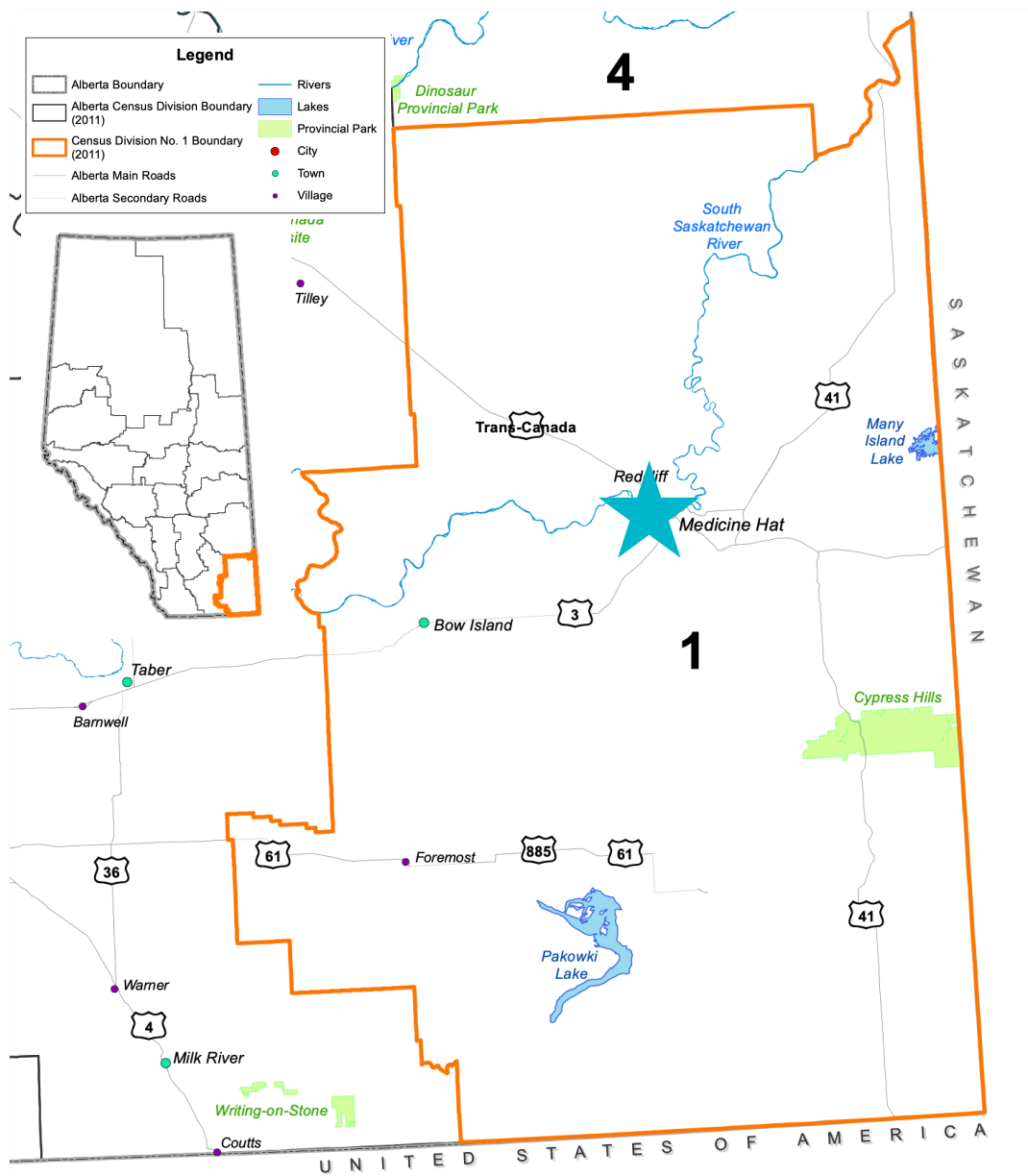
This report provides a comprehensive overview of the key trends and highlights in the labor market for the Southeast Alberta region. It examines current employment statistics, projected job growth across various sectors, and emerging opportunities. By analyzing data on job demand, workforce demographics, and industry trends, the report offers valuable insights into the region's economic landscape. Additionally, it identifies sectors poised for significant growth, as well as potential challenges and opportunities for both employers and job seekers in Southeast Alberta over the coming years.

DEMOGRAPHIC BACKGROUND

The demographic composition of a region is important in a labour market analysis for the following reasons:

- **Workforce Availability:** Population size helps determine the overall supply of labor in a region. A growing population can indicate an expanding workforce, while a declining population may suggest future labor shortages. The age distribution within the population indicates the availability of different types of workers (e.g., younger workers for entry-level positions or experienced workers for specialized roles).

- **Education and Skill Levels:** Understanding the educational background and qualifications of the population helps identify the region's potential to meet the demands of specific industries. High levels of education or vocational training can attract knowledge-based industries, while lower education levels may align with manufacturing or service-oriented sectors.

- **Migration and Labor Mobility:** Population growth through migration can indicate labor mobility and the attractiveness of a region for workers. Inward migration can boost the workforce, while outward migration may signal a decline in job opportunities or living conditions.

- **Demographic Trends and Future Labor Supply:** Demographic trends such as aging populations, birth rates, and immigration can predict future labor market dynamics. For example, an aging population may increase the demand for healthcare services, while a younger demographic might increase the demand for education-related jobs.

- **Diversity and Inclusion:** Understanding the demographic diversity of a population, including factors like gender, ethnicity, and socio-economic status, helps businesses and policymakers design more inclusive labor market strategies and ensure equal opportunities for all segments of the population.

Population and demographic data provide key insights into the composition, size, and capabilities of the workforce, which are essential for planning, recruitment, training, and economic development strategies.

Population

Over the period 2001 to 2023, the population in Medicine Hat has increase from 52,607 to 66,381, representing population growth of 13,774 people.[1] This represents an average annual growth rate of 1.1% over this 22 year period. The population in Southeast Alberta over the same period increased by 17,484 people.[2] This represents an average annual growth rate of 1.0% over this 22 year period. As a comparison, the population in Alberta over the same period experienced an average annual population growth rate of 1.9%.[3]

- **Steady Growth**: The population increased consistently from 52,607 in 2001 to 66,381 in 2023, reflecting an overall upward trend over the 22-year period.

- **Slowdown in Growth Rate**: While growth was robust in the early years, the pace of increase appears to have slowed, particularly in the last decade, with only a slight rise from 65,300 in 2021 to 66,381 in 2023.

- **Share of Southeast Alberta Population:** Between 2001 and 2023, the population of the City of Medicine Hat as a proportion of the population of Southeast Alberta has increased from 75.7% to 76.3%.

Population in Medicine Hat by Year

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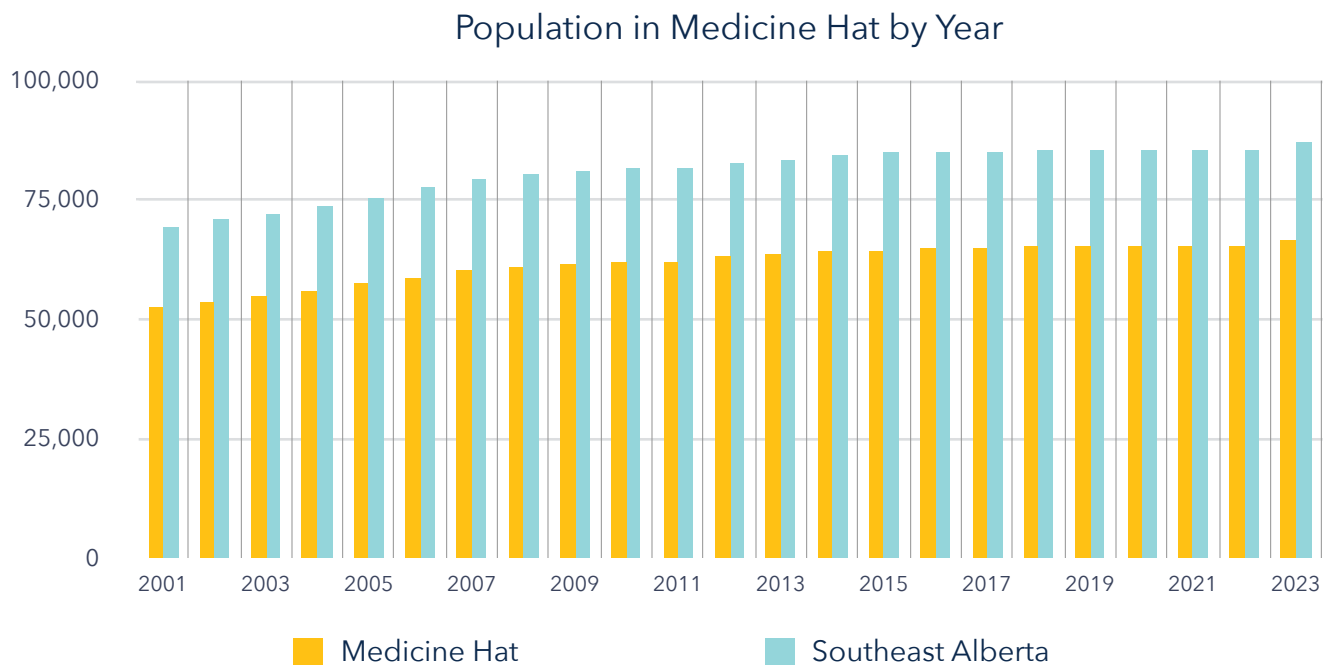
[1] Alberta Regional Dashboard data including municipalities within Census Division 1.

[2] Alberta Regional Dashboard data including municipalities within Census Division 1.

[3] Statistics Canada Table: 17-10-0009-01

Population Age and Gender Pyramid

Over the last decade, the population age distribution in Southeast Albert has shifted, with a growing proportion of seniors aged 65 years and over.[4] This trend is highlighted in the population age distribution depicted in the figure below.

- **0-14 population**: From 2011 to 2021, the population aged 0-14 years old remained relatively stable representing 17.6% of the total population in 2011 and 16.8% in 2021.

- **15-24 population**: Over the same period, the youth population from 15 to 24 years old declined as a proportion of the total population, representing 12.5% of the total population in 2011 and 11.2% in 2021.

- **25-64 population**: From 2011 to 2021, the population aged 25 to 64 years old, which represents a significant portion of the workforce, declined as proportion of the total population. In 2011 this age group represented 53.9% of the total population, this declined to 51.1% by 2021. This represents a decline of approximately 60 people.

- **65+ population**: Between 2011 and 2021, the population 65 years of age and over increased as a proportion of the total population. In 2011, the 65+ population represented 16.1% of the total population, this increased to 20.9% in 2021. In 2021, those aged 65-74 are 11.8% of the total population and the 75+ age group are 9.1% of the total population.

Population by Age Cohort

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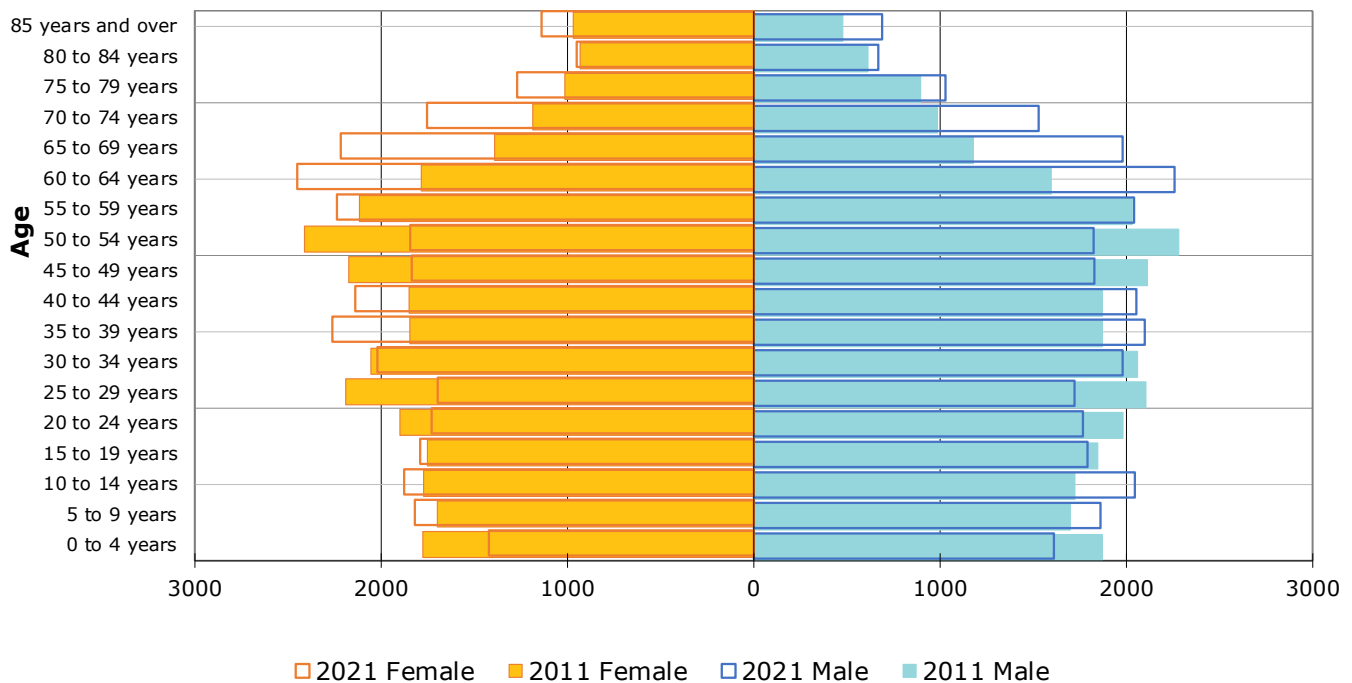
[4] Based on Statistics Canada Census Census Profile data for 2016 and 2021. 2011 data is based on Statistics Canada National Household Survey

Population by Immigration Status[5]

In 2011, the Immigrants and Non-permanent resident population in Medicine Hat included 4,970 people, representing 8.5% of the total population. By 2021, the Immigrant and Non-permanent resident population grew to 6,715 people, representing 10.9% of the total population.

- o The Immigrants population increased from 4,330 in 2011 to 6,110 in 2021.

- o The Non-permanent resident population increased from 640 in 2011 to 745 in 2016. By 2021, the non-permanent resident population had declined to 605.

Temporary Foreign Worker

The Temporary Foreign Worker Program (TFWP) is a Canadian government initiative that allows employers to hire foreign workers to fill temporary labor shortages when qualified Canadian workers are not available. This program is used across various industries, including agriculture, construction, hospitality, and more.

The number of TFWP Work Permit holders in Medicine Hat has been increasing in recent years from a low of under 100 in 2018 to 340 in 2023 (partial year data including 10 months from January to October).[6]

Population by Immigrant Status in Medicine Hat by Year
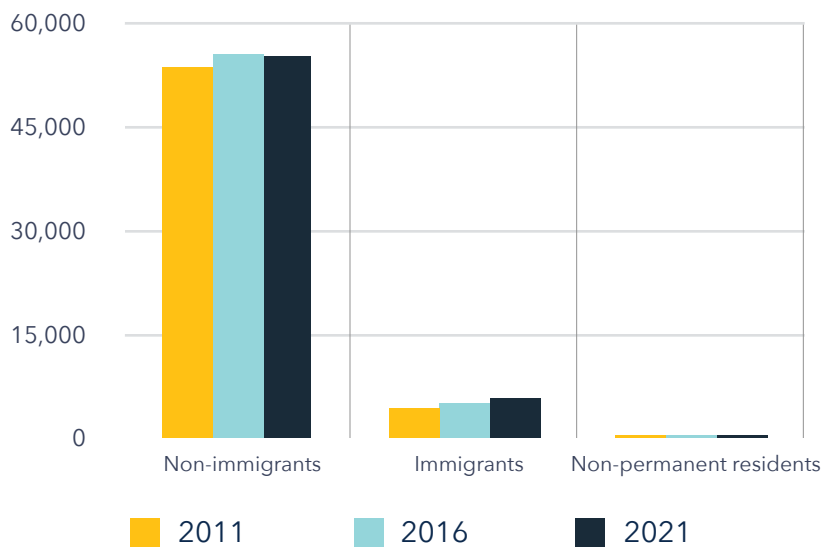
Temporary Foreign Worker Program Work Permit Holders
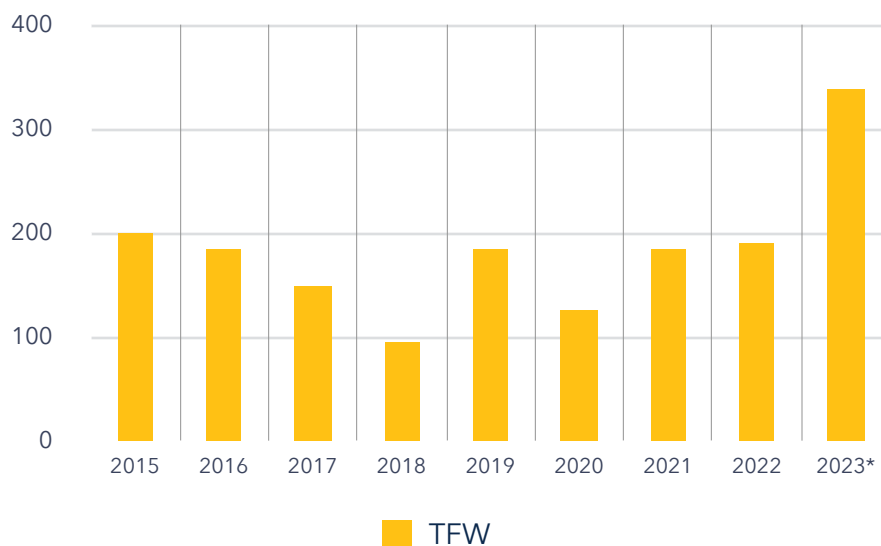
2023* includes the period January to October.

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[5] Based on Statistics Canada Census Census Profile data for 2011, 2016 and 2021.

[6] Immigration, Refugee and Citizenship Canada. Temporary Foreign Workers Program (TFWP) Work Permit Holders by Census Subdivision of Destination.

Population by Visible Minority[7]

In 2011, the visible minority population in Medicine Hat included 2,845 people, comprising approximately 4.6% of the total population. By 2021, the visible minority population has grown to include 5,585 people, representing 8.3% of the total population. Some of the highlights related to the growth in the visible minority population:

Population by Visible Minority in Medicine Hat by Year

- The largest visible minority populations include: South Asian, Filipino, and Black. These three population groups comprise 58% of the total visible minority population in Medicine Hat. They comprise 4.8% of the total population in Medicine Hat.

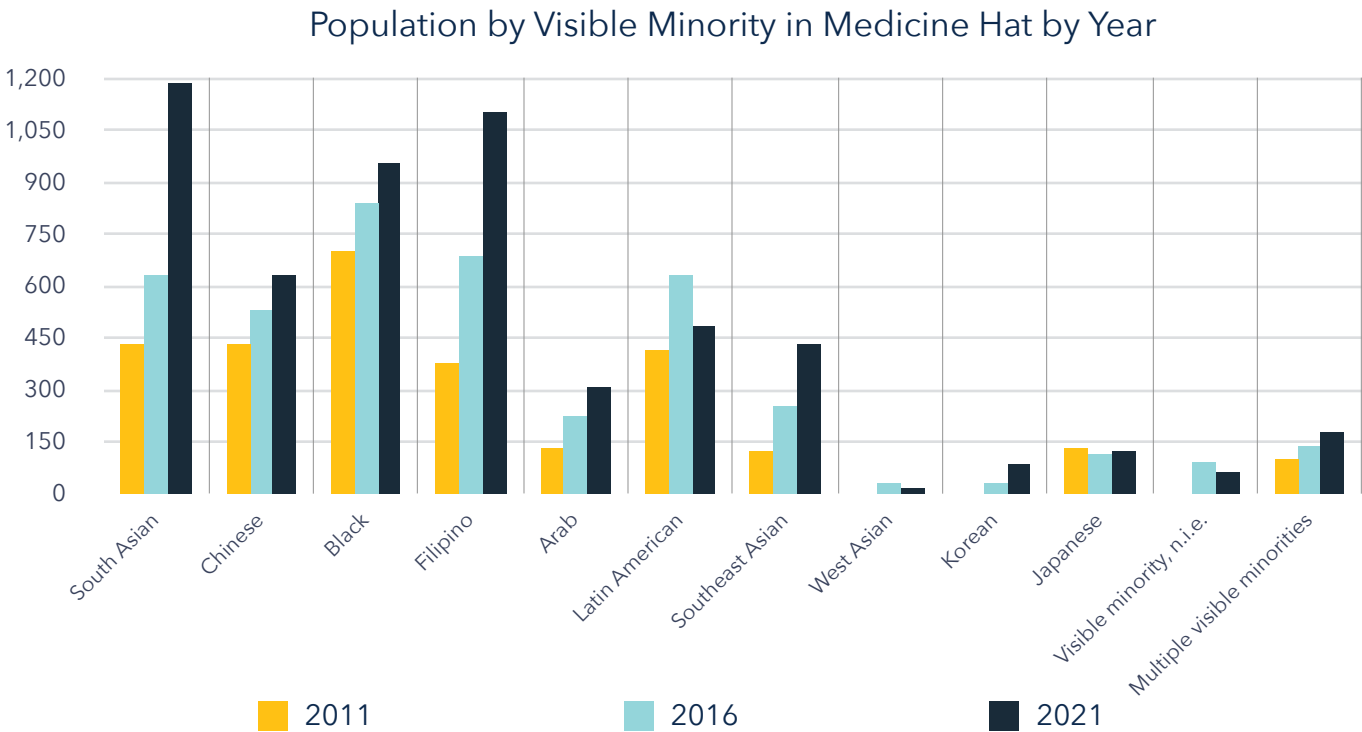- Largest growth is seen in the South Asian and Filipino populations, with significant increases between 2011 and 2021. The Chinese and Black populations also experienced growth but at a more moderate rate. Other groups like Latin American, Southeast Asian, and Arab show steady but smaller increases.

- **South Asian population**: In 2011, the South Asian population was relatively low but saw a steady increase in 2016. By 2021, it showed a significant rise, making it the largest visible minority group by that year, surpassing 1,100 individuals.

- **Filipino**: The Filipino population grew consistently with a population of 375 in 2011. By 2021, it reached over 1,100, becoming one of the more prominent minority groups.

- **Black**: The Black population saw moderate growth between 2011 and 2016, with further increases by 2021. It remained one of the higher visible minority populations, nearing 1,000 individuals by 2021.

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[7] Based on Statistics Canada Census Census Profile data for 2011, 2016 and 2021.

- Other visible minority populations within Southeast Alberta include: Chinese, Southeast Asian, Latin American, Arab, Japanese, Korean, West Asian, as well as other visible minorities. In 2021, these visible minority populations included 2,335 people, representing 3.5% of the total population in Medicine Hat.

Population by Indigenous Status[8]

In 2011, the indigenous population in Medicine Hat included 2,830 people, representing 4.7% of the total population. By 2021, the indigenous population grew to 3,225 people, representing 5.1% of the total population.

- The largest indigenous population in Medicine Hat is the Metis population. In 2021, the Metis population includes 2,065 people, which represents 3.3% of the total population.

- The second largest indigenous population is the First Nations population. In 2021, the First Nation population includes 1,020 people, which represents 1.6% of the total population.

Indigenous Population in Southeast Alberta by Year

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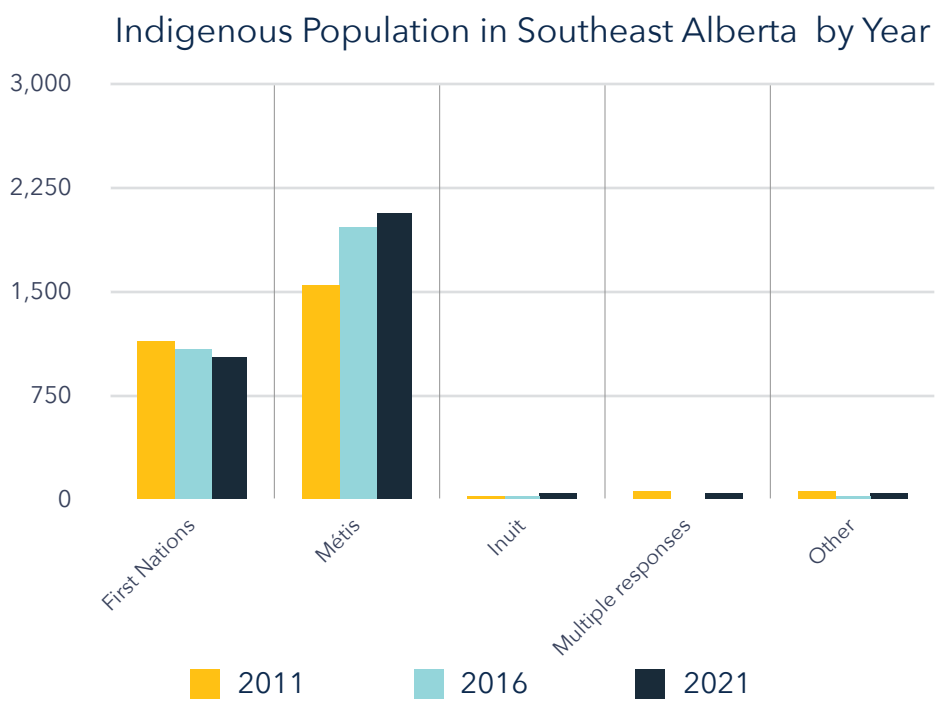
[8] Based on Statistics Canada Census Census Profile data for 2011, 2016 and 2021.

Household Composition

Between 2011 and 2021, total households in the City of Medicine Hat increased from 24,435 to 27,225, an increase of 1,790 households.

○ Household Size: Over this period, the overall average household size remained constant at 2.3 persons per household. This household size is slightly slower than the average for Southeast Alberta, which is 2.4.

○ Couple without children: Over the period 2011 to 2021, the proportion of Couple without children households remained constant at 29.4% of total households.

○ Couple with children: Over the period 2011 to 2021, the proportion of Couple with children households declined from 24.3% to 21.6%.

○ One-parent households. Over the period 2011 to 2021, the proportion of One-parent households increased from 8.7% to 9.1%.

○ Other households: Over the period 2011 to 2021, the proportion of Other households increased from 4.1% to 4.5%.

○ One person households: Over the period 2011 to 2021, the proportion of one person households increased from 29.1% to 31.0%.

○ Two or more persons households: Over the period 2011 to 2021, the proportion of Two or more persons households remained relatively constant around 4.3%.

Households by Type in Medicine Hat by Year
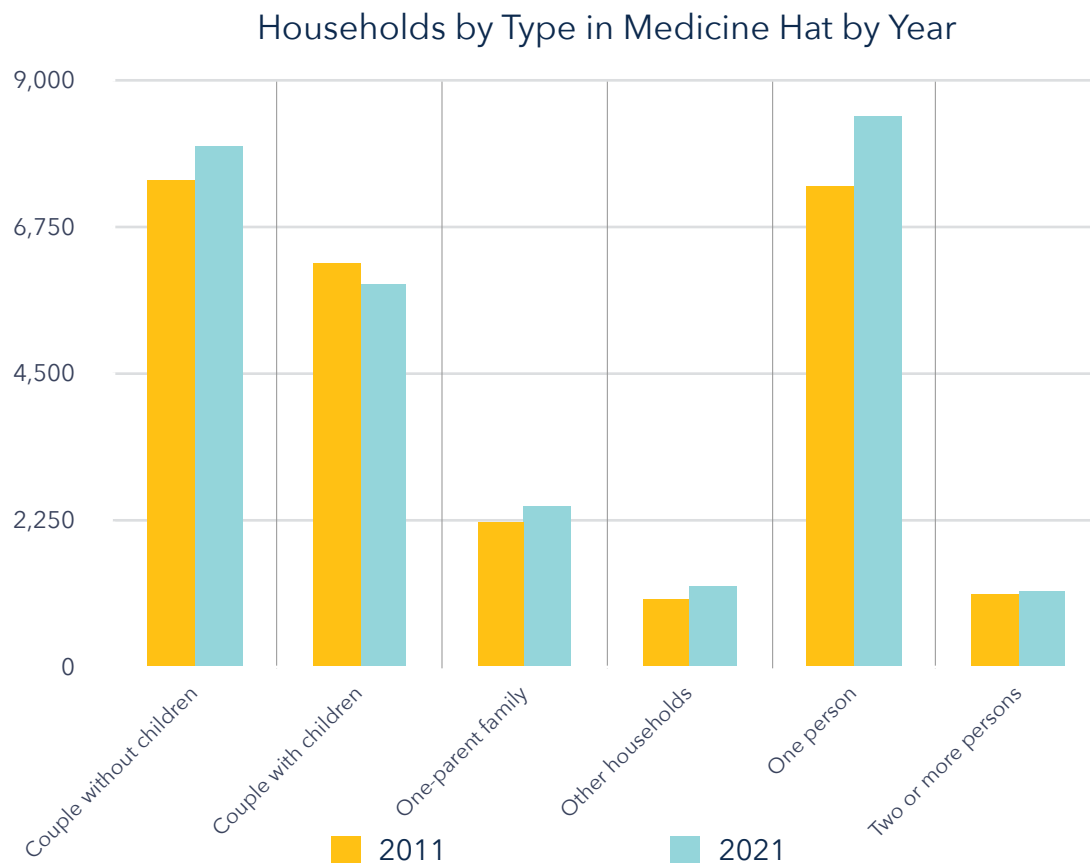
EMPLOYMENT PROFILE

Employment by Industry

In 2023, employment in the City of Medicine Hat is estimated to be 29,585, which represents approximately 77% of employment in Southeast Alberta. The City's diverse employment landscape, reflect's the City's role as a regional hub for services. The table on the following page provides a breakdown of employment by industry. Below are some highlights of employment by industry:

- **Leading Sector**: The health care and social assistance sector employs 4,825 individuals, making it the largest sector at 16.3% of total jobs, reflecting a critical demand for health services in the community.

- **Strong Retail Presence:** The retail trade sector follows closely with 4,457 jobs, accounting for 15.1% of total employment, highlighting its significance in the local economy.

- **Other Key Sectors:** Other key sectors include Construction (2,520 jobs), Accommodation and food services (2,060 jobs), Educational services (1,932 jobs) and Public Administration (1,814 jobs).

- **Industrial/Business Sectors:** Industries such as Mining, quarry, and oil and gas extraction, Manufacturing, Transportation and warehousing, and Professional, scientific and technical services and Other services all employ over 1,000 jobs each.

2023 Medicine Hat Jobs By Industry (2 Digit NAICS)[9]

Industry (NAICS)	2023 Jobs	% of Total Jobs
11 Agriculture, forestry, fishing and hunting	785	2.7%
21 Mining, quarrying, and oil and gas extraction	1,332	4.5%
22 Utilities	184	0.6%

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[9] North America Industrial Classification System (NAICS) is a standardized way of classifying employment establishments for the purpose of collecting, analyzing, and publishing statistical data related to the economy and labour force http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1181553

Industry (NAICS)	2023 Jobs	% of Total Jobs
23 Construction	2,520	8.5%
31-33 Manufacturing	1,175	4.0%
41 Wholesale trade	605	2.0%
44-45 Retail trade	4,457	15.1%
48-49 Transportation and warehousing	1,310	4.4%
51 Information and cultural industries	276	0.9%
52 Finance and insurance	601	2.0%
53 Real estate and rental and leasing	327	1.1%
54 Professional, scientific and technical services	1,360	4.6%
55 Management of companies and enterprises	80	0.3%
56 Administrative and support, waste management and remediation services	937	3.2%
61 Educational services	1,932	6.5%
62 Health care and social assistance	4,825	16.3%
71 Arts, entertainment and recreation	724	2.4%
72 Accommodation and food services	2,060	7.0%
81 Other services (except public administration)	1,469	5.0%
91 Public administration	1,814	6.1%
Not Allocated	811	2.7%
Total *	29,585	100.0%

Note: Data reflects estimated 2023 employment for the Study Area.
* Totals may not add due to rounding.

Employment by occupation for the Study Area has been estimated for 2023 by 4 digit NOC. The top 20 jobs by occupation represent 49% of total employment across the selected industries.

2023 Medicine Hat Top 20 Jobs by Occupation (4 Digit NOC)

NOC	Description	2023 Jobs	% of Total Occupations
6410	Retail salespersons and non-technical wholesale trade sales and account representatives	1,509	5.2%
6510	Cashiers and other sales support occupations	1,284	4.5%
7330	Truck drivers	1,100	3.8%
3310	Assisting occupations in support of health services	982	3.4%
6002	Retail and wholesale trade managers	827	2.9%
6531	Cleaners	798	2.8%
3130	Nursing and allied health professionals	791	2.7%
7330	Transport truck and transit drivers	779	2.7%
4220	Paraprofessional occupations in legal, social, community and education services	678	2.4%
4122	Secondary, elementary and kindergarten school teachers	667	2.3%
1311	Office administrative assistants - general, legal and medical	652	2.3%
1410	Office support and court services occupations	582	2.0%
1310	Administrative, property and payroll officers	499	1.7%
3210	Technical occupations in therapy and assessment	469	1.6%
6320	Cooks, butchers and bakers	455	1.6%
7511	Trades helpers and labourers	439	1.5%
8002	Managers in agriculture, horticulture and aquaculture	434	1.5%
1201	Supply chain logistics, tracking and scheduling coordination occupations	380	1.3%
7201	Technical electrical trades and electrical power line and telecommunications workers	367	1.3%
1110	Auditors, accountants and investment professionals	361	1.3%
Note: Data is based on employment forecast by NOC and projection of gap (shortages) by occupation.			

Current Vacant Positions & Recruitment Challenges

In 2024, 28% of employers reported their organization have vacant positions they are recruiting for. Based on the employer survey, 1,527 vacant positions were currently identified for the Study Area. According to the employers who participated in the survey, the top three vacant positions in the Study Area are Food counter attendants, kitchen helpers and related support occupations (NOC 65201), Air pilots, flight engineers and flying instructors (NOC 72600) and Contractors and supervisors, heavy equipment operator crews (NOC 72021).[10]

Based on employers, the largest challenges related to recruitment include: workers for specialized positions or skilled positions difficult to find, no local training schools for jobs required, the number of potential qualified workers has declined due to government reduction in foreign visas, workers in some specialized occupations(i.e. aerospace) prefer to work in larger centers where job growth opportunities exist; challenges to find workers for small communities

Participation Rates[11]

The labor force participation rate is the percentage of the working-age population (typically ages 15 to 64) that is either employed or actively seeking employment. It provides insight into the active segment of the economy, indicating how many people are engaged in the labor market

- In Medicine Hat the labour force participation rate has ranged from 67.9 in 2011, declining to 61.9 in 2021.

- In comparison, the labour force participation rate in Alberta has ranged from 73.2 in 2011, declining to 68.0 in 2021.
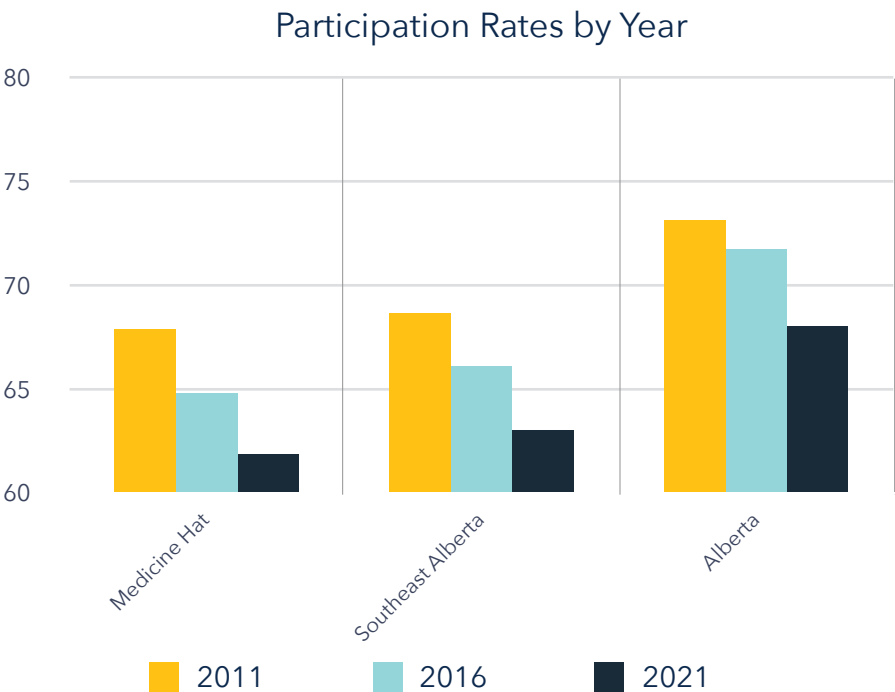
Participation Rates by Year

Unemployment Rates[12]

The unemployment in Medicine Hat has increased from 7.3 in 2011 to 12.0 in 2021. In comparison the unemployment rate in Alberta has increased from 5.8 in 2011 to 11.5 in 2021.

- ○ **Youth**: The unemployment rate for those aged 15-24 ranges from 14.9 to 22.2 between 2011 and 2021. The is the highest among the underemployed groups.

- ○ **Mature**: For those aged 65 years and over, the unemployment rate ranges from 7.8 to 12.9.

- ○ **Women**: In 2011 the unemployment for women is lower than the total rate and is 12.2 in 2021, slightly higher that the total rate.

Unemployment Rates by Underemployed Groups by Year

Legend: 2011, 2016, 2021

- ○ **Immigrants**: Unemployment rates for the Immigrant population in Alberta range from 5.8% in 2011 to 9.6% in 2021. The unemployment rates for the Immigrant population are generally lower than for the total population. This includes all Landed immigrants regardless of timeframe of when they landed.

- ○ **Indigenous Population**: Unemployment rates for the Indigenous population are typically higher than the total population. In Alberta, the unemployment rates for the Indigenous population ranges from 12.4 in 2011 to 15.0 in 2021.[13]
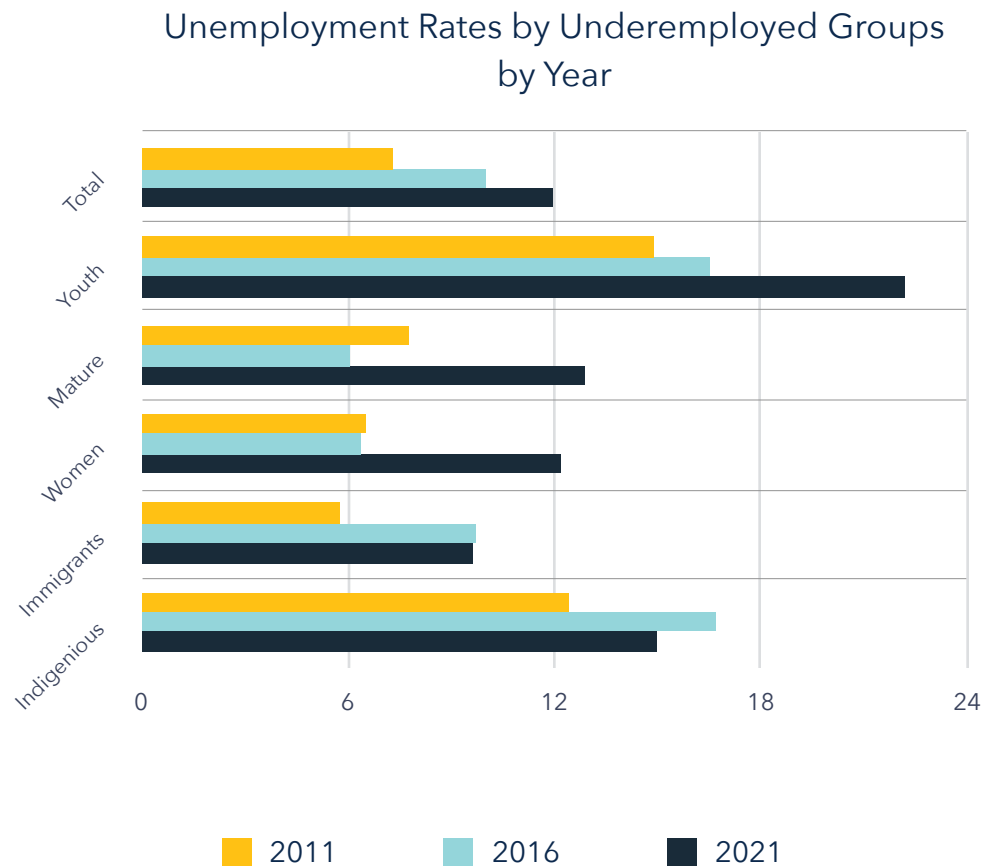
Employers in Southeast Alberta were asked about their organization's diversity recruitment plans (formal or informal) over the next 12 months.[14] The top five cited demographic groups include Youth (32% of employers who responded), Women (27%), New immigrants (15%), Mature workers (14%) and Indigenous People (12%). Employers having formal plans to recruit from these groups in the region is an important consideration in improving their ability to be employed.

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[12] Based on Statistics Canada Census data: Table: 98-10-0485-01, Table: 14-10-0401-01, Table: 14-10-0083-01

[13] Based on Labour Force Survey Table: 14-10-0401-01.

[14] 2024 Employer Survey, Applications Management Consulting.

Unemployment Rates for Immigrant Population[15]

The unemployment rates for the total immigrant population are generally lower than for the total population. However, the unemployment rates do vary based on the period of arrival for immigrants.

- **Immigrants less 5 years of arrival**: In 2011, the unemployment rate for this population is 7.8, increasing to 12.1 by 2021.

- **Immigrants between 5 to 10 years of arrival**: In 2011, the unemployment rate for this population is 7.1, increasing to 10.0 by 2021.

- **Immigrants arrival more than 10 years earlier:** In 2011, the unemployment rate for this population is 4.8, increasing to 8.8 by 2021. These are generally lower than the unemployment rates for the total population.

Unemployment Rates for Immigrant Population by Period of Arrival

Legend: 2011 (yellow), 2016 (light blue), 2021 (dark navy)

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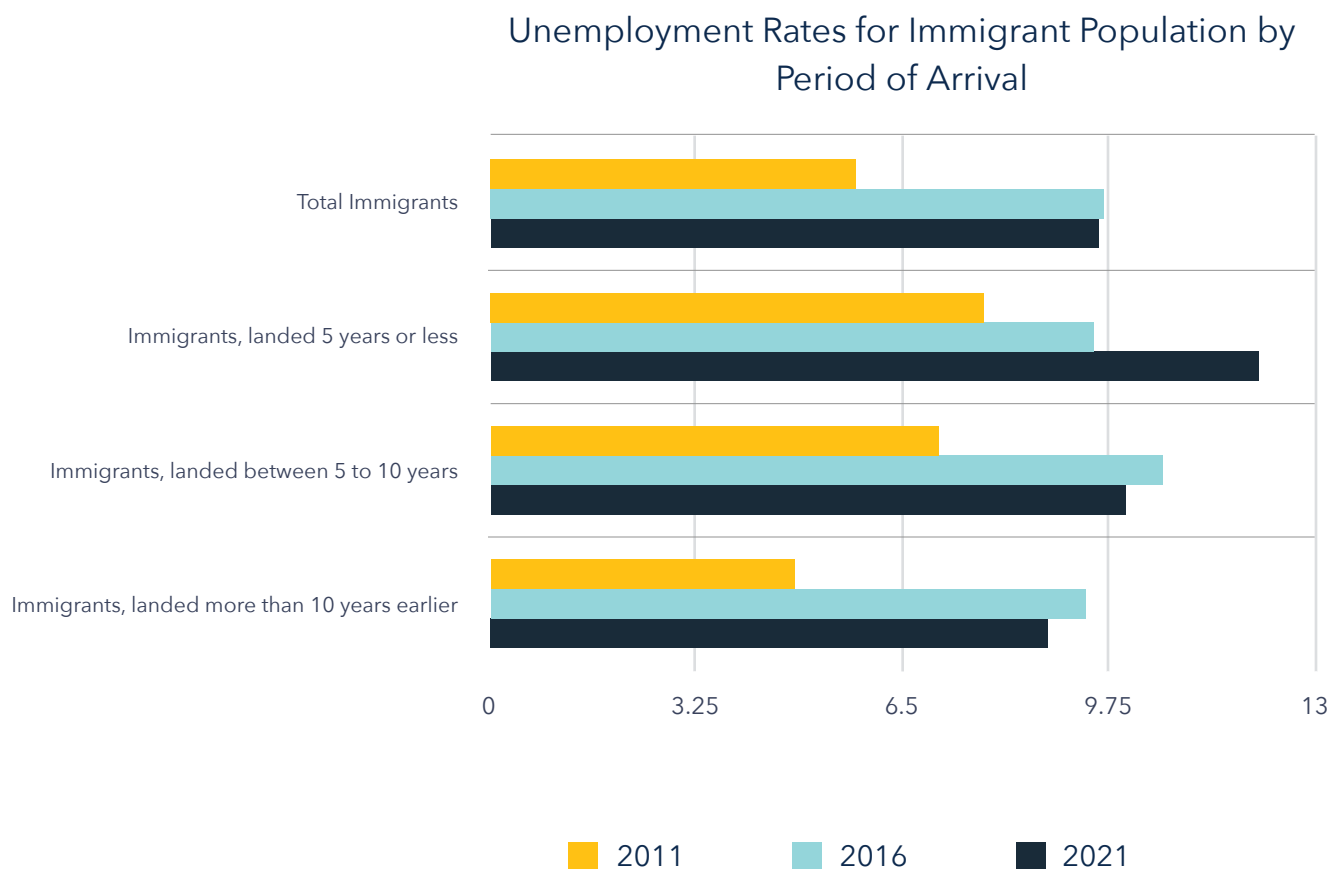
[15] Based on Statistics Canada Labour Force Characteristics: Table 14-10-0083-01

Employment by Class of Worker

This graph represents the class of worker in Medicine Hat. The number of Employees is stable for the period 2011 to 2016, followed by a slight fall in the year 2021. The Self-Employed class of worker portrays a slight increase in number consecutively over the years.

- Between 2011 and 2021 the number of Employees declined by 2,300 workers.

- Over the same period, the Self-Employed class of worker increased by 870.

Employment by Class of Worker
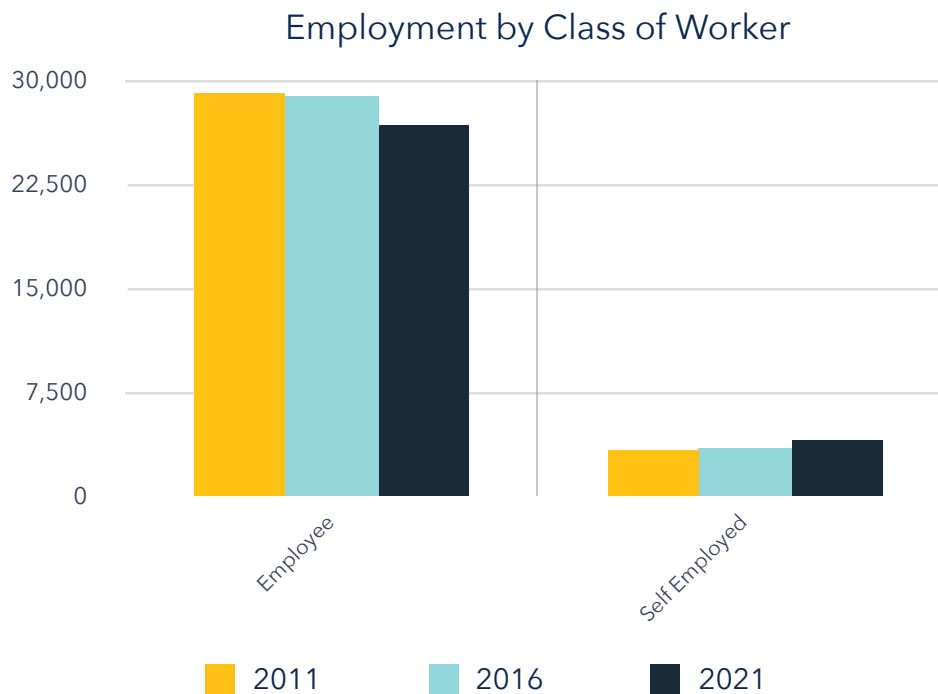
Employment by Class of Activity

This chart represents the Full time and Part time workers in Medicine Hat. 2011 has a vast difference in number of full time and part time workers whereas 2021 represents a balance between both. The full-time workers have sharply decreased from 2011 to 2016 followed by a gradual dip in 2021 as well. The part time workers represent a more fluctuating trend. They peak in 2016 followed by a dip in 2021.

- Between 2011 and 2021 the number of Full time workers declined by 9,355.
- Over the same period, the Part-time workers increased by 9,035.

Employment by Class of Activity

Highest Level of Education Attainment By Employed Workers[16]

This graph represents the Highest Level of Education Attained by Employed Workers in Medicine Hat.

- **No Certificate, Diploma, or Degree**: Employment in this group decreased from 2011 to 2021. This suggests that fewer individuals without formal education are finding employment over time.
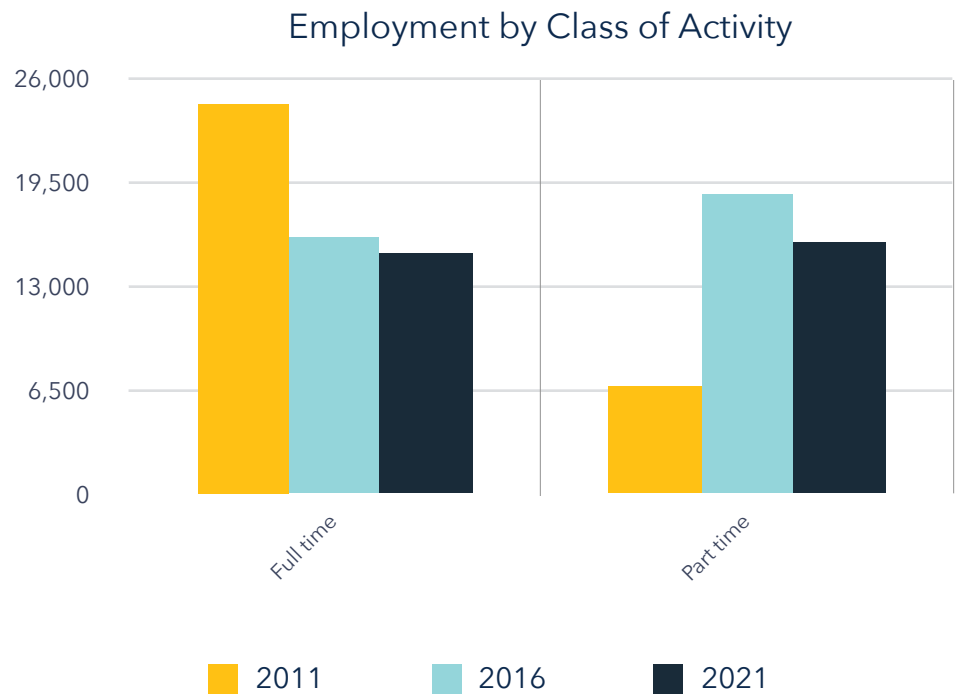
- **High (Secondary) School Diploma or Equivalency Certificate**: Employment in this group increased slightly from 2011 to 2016 and then showed a marginal decrease in 2021, being almost at the same level as 2011.

- **Apprenticeship or Trades Certificate or Diploma**: The number of employed individuals with trades or apprenticeship credentials decreased over the years. A sharp decline is observed from 2011 to 2016 followed by a slight dip in 2021.

- **College, CEGEP, or Other Non-University Certificate or Diploma**: This group experienced an increase in employment from 2011 to 2016, and employment remained relatively stable to 2021.

- **University Certificate or Diploma Below Bachelor Level**: This category has shown little to no growth from 2011 to 2021. The number of employed in this category are smaller compared to the other categories.

- **University Certificate, Diploma, or Degree at Bachelor Level or Above**: The number of employed people with university degrees at the bachelor level or higher increased consistently from 2011 to 2021, reflecting a growing demand for higher education in the job market.

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[16] Statistics Canada Census: Table: 98-10-0400-01, 98-400-X2016365.

Highest Level of Education Attained by Employed Workers
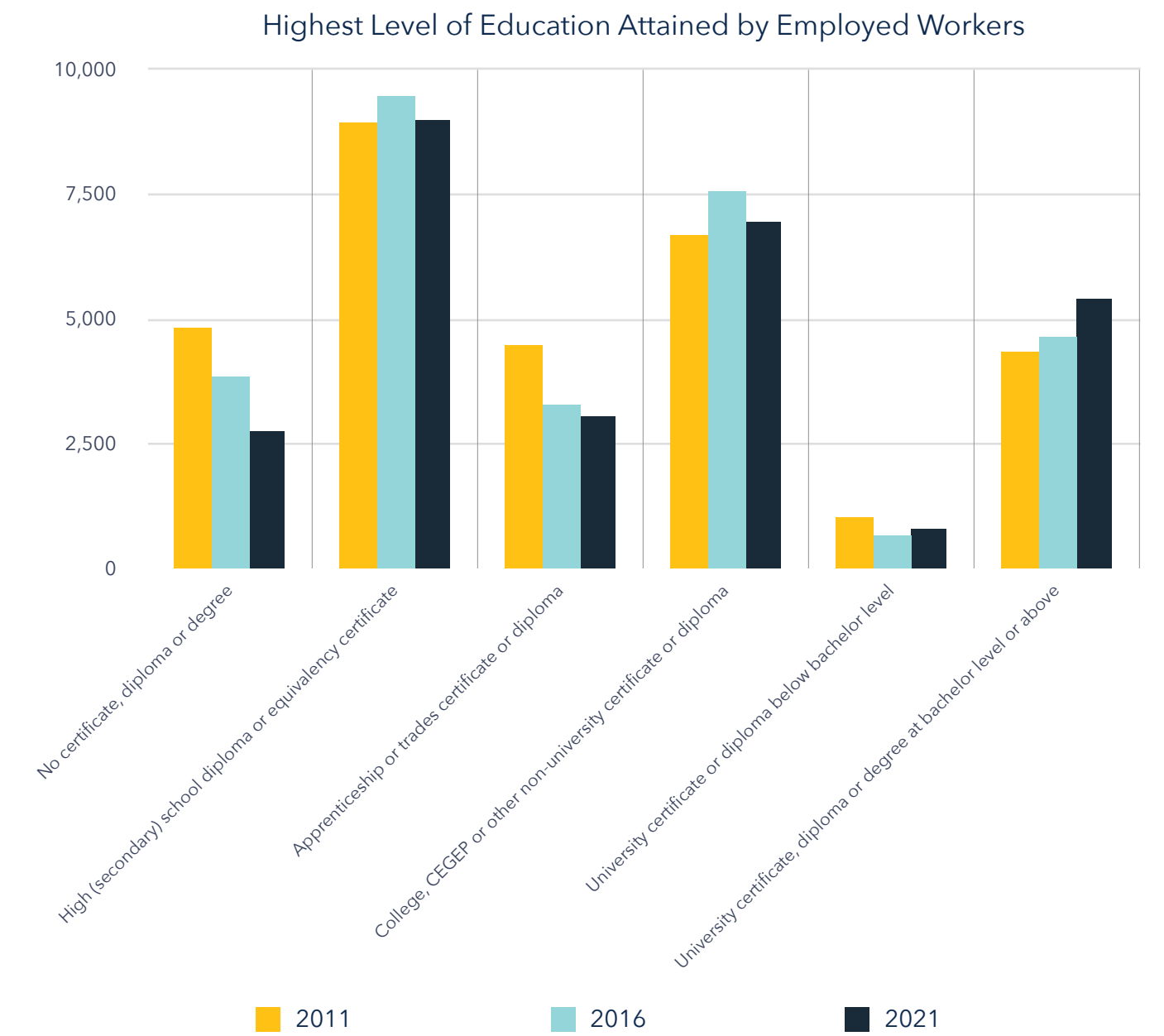

Legend: 2011, 2016, 2021

Highest Level of Education Attainment By Unemployed Workers[17]

This graph represents the Highest Level of Education Attained by Unemployed Workers in Southeast Alberta.

- ○ **No Certificate, Diploma, or Degree**: Unemployment in this group remained high across all three years, with a slight increase in 2021 compared to 2011 and 2016. This suggests that individuals without formal education face challenges in securing employment and remain one of the most vulnerable groups to unemployment.

Highest Level of Education Attained by Unemployed Workers

- **High (Secondary) School Diploma or Equivalency Certificate**: Unemployment in this group saw a noticeable increase from 2011 to 2021. This could indicate that having only a high school diploma has become less sufficient for securing employment over time, leading to higher unemployment rates for this group.

- **Apprenticeship or Trades Certificate or Diploma**: Unemployment in this category remained relatively stable.

- **College, CEGEP, or Other Non-University Certificate or Diploma**: There was a rise in unemployment for this group from 2011 to 2021, with the highest spike observed in 2021.

- **University Certificate or Diploma Below Bachelor Level**: Unemployment in this group is consistently low across all years, suggesting that even a short university program provides better employment opportunities compared to lower levels of education.

- **University Certificate, Diploma, or Degree at Bachelor Level or Above**: This group consistently shows low levels of unemployment. This reinforces the notion that higher education (bachelor's degrees or higher) offers more protection from unemployment compared to other education levels.

Highest Level of Education Attainment by Indigenous Identity[18][19]
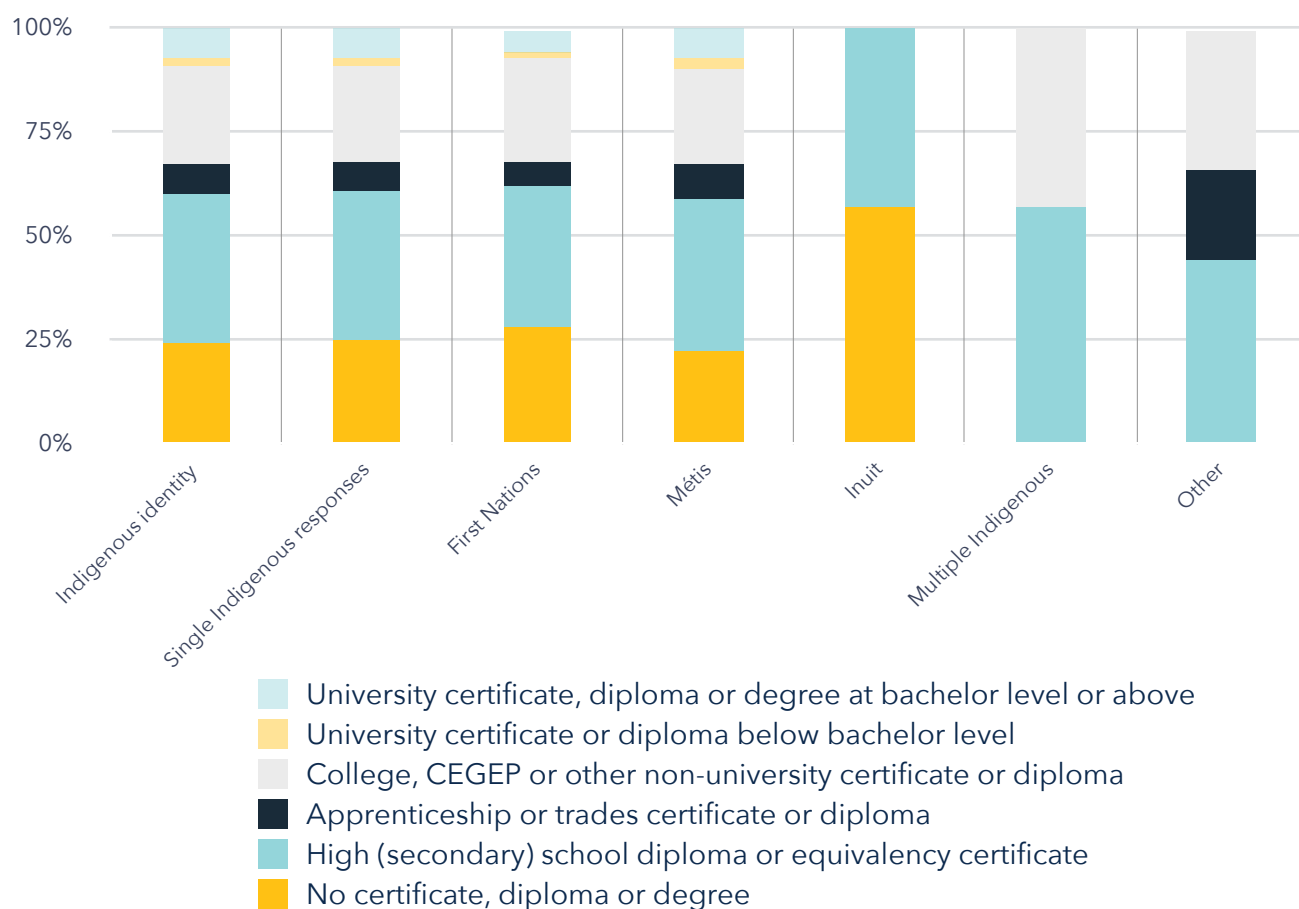
This graph represents the Highest Level of Education Attained by Unemployed Workers in Southeast Alberta.

- **No Certificate, Diploma, or Degree**: Of those individuals of Indigenous Identity, 24% have no certificate, diploma or degree in Medicine Hat. In comparison the Non-Indigenous population is 20%.

- **High (Secondary) School Diploma or Equivalency Certificate**: Of those individuals of Indigenous Identity, 26% have high (secondary) school diploma or equivalency certificate. In comparison the Non-Indigenous population is 32%.

- **Apprenticeship or Trades Certificate or Diploma**: Of those individuals of Indigenous Identity, 7% have apprenticeship or trade certificate or diploma. In comparison the Non-Indigenous population is 10%.

- **College, CEGEP, or Other Non-University Certificate or Diploma**: Of those individuals of Indigenous Identity, 24% have College, CEGEP or other Non-University Certificate or Diploma. In comparison the Non-Indigenous population is 21%.

- **University Certificate or Diploma Below Bachelor Level**: Of those individuals of Indigenous Identity, 2% have a University Certificate or Diploma below Bachelor Level. This rate is similar for the Non-Indigenous population.

- **University Certificate, Diploma, or Degree at Bachelor Level or Above**: Of those individuals of Indigenous Identity, 6% have a University Certificate or Diploma at Bachelor Level of Above. In comparison the Non-Indigenous population is 14%.

[18] The Other category includes Multiple Indigenous Responses not included elsewhere.

[19] Based on 2021 Statistics Canada Table 98-10-0425-01 for Census Division 1.

Highest Level of Education Attained by Indigenous Identity - 2021

Legend:
- University certificate, diploma or degree at bachelor level or above
- University certificate or diploma below bachelor level
- College, CEGEP or other non-university certificate or diploma
- Apprenticeship or trades certificate or diploma
- High (secondary) school diploma or equivalency certificate
- No certificate, diploma or degree

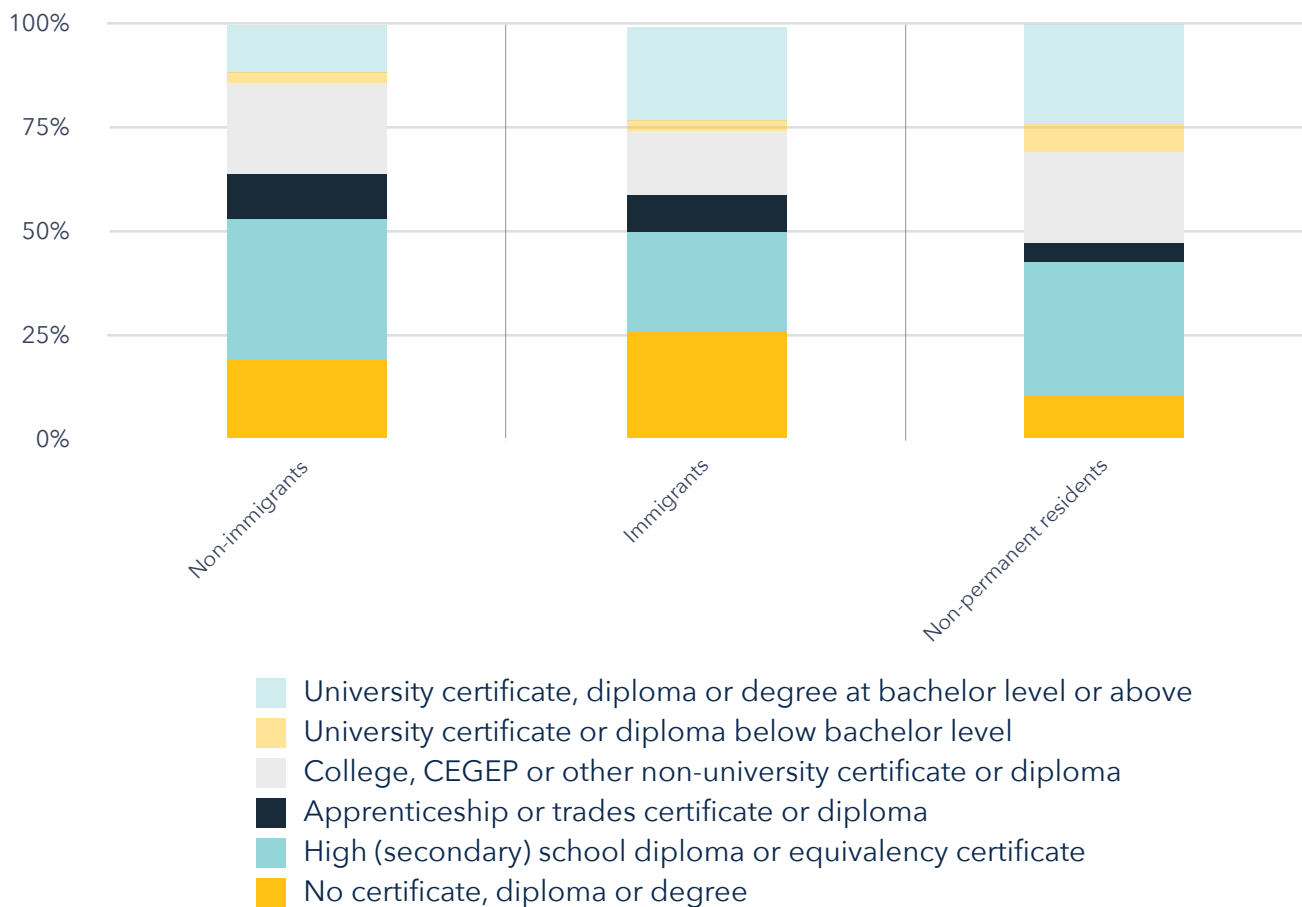# Highest Level of Education Attainment by Immigrant Status[20]

This graph represents the Highest Level of Education Attained by Immigrant Status in Southeast Alberta.

- **No Certificate, Diploma, or Degree**: Of the Immigrant population, 26% and the Non-Permanent Resident population 11% have no certificate, diploma or degree in Southeast Alberta. In comparison the Non-immigrant population is 19%.

- **High (Secondary) School Diploma or Equivalency Certificate**: Of the Immigrant population, 24% and the Non-Permanent Resident population 32% have have high (secondary) school diploma or equivalency certificate. In comparison the Non-immigrant population is 34%.

- **Apprenticeship or Trades Certificate or Diploma**: Of the Immigrant population, 9% and the Non-Permanent Resident population 4% have apprenticeship or trade certificate or diploma. In comparison the Non-immigrant population is 11%.

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[20] Based on 2021 Statistics Canada Table 98-10-0436-01 for Census Division 1.

○ **College, CEGEP, or Other Non-University Certificate or Diploma**: Of the Immigrant population, 15% and the Non-Permanent Resident population 22% have College, CEGEP or other Non-University Certificate or Diploma. In comparison the Non-immigrant population is 22%.

○ **University Certificate or Diploma Below Bachelor Level**: Of the Immigrant population, 3% have and the Non-Permanent population 7% have a University certificate or diploma below bachelor level. This rate is similar for the Non-Indigenous population. In comparison the Non-immigrant population is 2%.

○ **University Certificate, Diploma, or Degree at Bachelor Level or Above**: Of the Immigrant population, 22% and the Non-Permanent Resident population 24% have University certificate, diploma or degree at bachelor level or above. In comparison the Non-Immigrant population is 13%.

Highest Level of Education Attained by Immigrant Status - 2021

University certificate, diploma or degree at bachelor level or above
University certificate or diploma below bachelor level
College, CEGEP or other non-university certificate or diploma
Apprenticeship or trades certificate or diploma
High (secondary) school diploma or equivalency certificate
No certificate, diploma or degree

Household Income by Income Band[21]

The overall trend in household income for Medicine Hat indicates a shift toward higher income levels, with more households moving into the upper income brackets while lower income categories declined.

○ **Decrease in Households Below $30,000**: Households earning under $30,000 saw a decline, with the total number dropping from 4,405 in 2016 to 3,460 households in 2021.

○ **Growth in Higher Income Brackets**: Households earning above $100,000 saw an increase, with the total number increasing from 9,105 in 2016 to 9,950 households in 2021.

○ **Middle Income Households**: Households earning between $45,000 to $70,000 saw a slight increase, from 5,010 in 2016 to 5,345 households in 2021.

Household Income by Income Band

Legend: ■ 2016 ■ 2021

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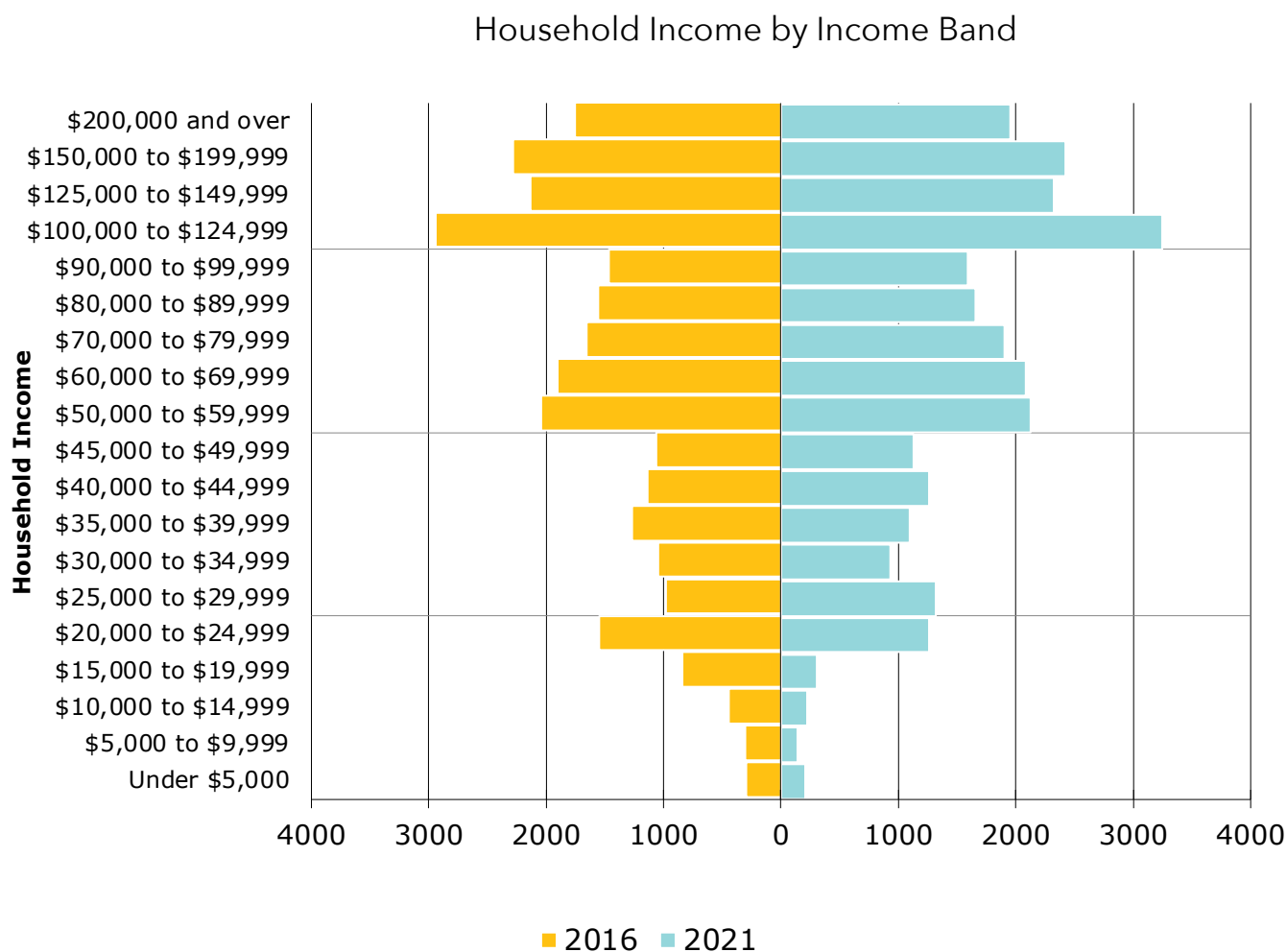
[21] Based on Statistics Canada Census Census Profile data for 2011, 2016 and 2021.

Employment Insurance Beneficiaries[22]

Between the period 2011 to 2021, the number of employment insurance beneficiaries in Southeast Alberta has increased. An increase can be a signal of various economic trends including rising unemployment rates.

- o Between 2011 and 2021 the number of Employment Insurance beneficiaries increased from 4,515 in 2011 to 11,323 in 2021.

Number of Employment Insurance Beneficiaries

■ Lethbridge-Medicine Hat ER

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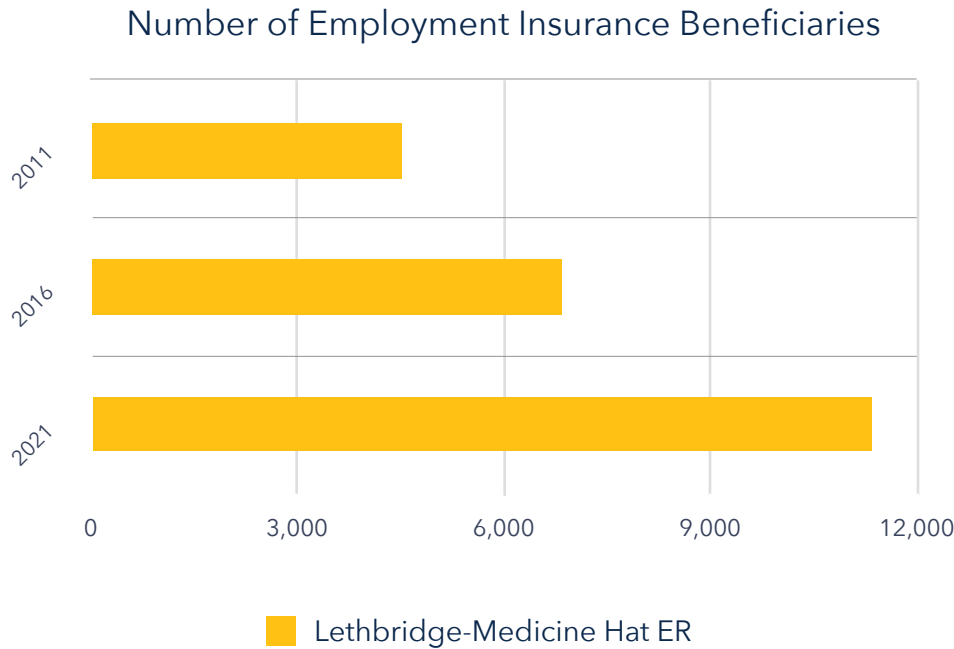
[22] Based on Statistics Canada Employment Insurance Statistics - Monthly. Table:14-10-0343-01

Wage / Salary

The table on the following page displays the top 20 occupations projected to grow within the Study Area, the average hourly wages for both starting/entry level and higher end positions in each occupation as reported by the employer survey[23], and the average hourly wages as reported by the 2021 Alberta Wage and Salary Survey.[24]

There are, however, some limitations to the wage-related survey data presented in the table below. The survey data represents a relatively small sample of employers, with fewer than ten employers providing wage responses for most occupations. As well, the survey data is entirely self-reported by employers, meaning that there could be some degree of ambiguity regarding the specific wages offered for each occupation; and potentially some ambiguity in the NOC code categorization of occupations. While the survey responses provide valuable insight into the wages offered by employers in the Study Area, they are not necessarily perfectly comparable to those average wages reported for the Lethbridge-Medicine Hat Economic Region and province.

Key Findings

- **Starting/Entry Average Wages**: Based on the 2024 employer survey for the Study Area, of the 18 top occupations that reported hourly wages, 10 occupations reported average entry level hourly wages lower than reported for the Lethbridge-Medicine Hat Economic Region and Alberta.

- **Top/Upper Average Wages**: Based on the 2024 employer survey for the Study Area, of the 18 top occupations that reported hourly wages, 10 occupations reported average upper level hourly wages higher than reported for the Lethbridge-Medicine Hat Economic Region and Alberta.

- **Occupation Findings:** Based on the employer survey, those occupations that identified lower average entry hourly wages and lower average upper hourly wages included: Sales and Account Representatives - Wholesale Trade (Non-technical), Managers in Natural Resources Production and Fishing, General Office Support Workers, Legal Administrative Assistants, Automotive Service Technicians.

It is important to mention that while hourly wages represent a key component of employee compensation, but they are often supplemented by a variety of other benefits. Employers may offer additional compensation packages that include health insurance, retirement plans, bonuses, paid time off, and other perks designed to enhance overall employee satisfaction and retention.

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[23] 2024 Employer Survey. More information related to the employer survey is available in the Key Workforce Findings section.

[24] The Alberta Wage and Salary Survey provides information on wages and salaries for full- and part-time employees by occupation, region, and industry. The survey helps Albertans make career and education choices and helps organizations determine pay scales.

Average Hourly Wages by 5 Digit NOC for Top 20 Occupations

NOC	Description	Starting/Entry Average			Upper End Average		
		2024 Employer Survey	Lethbridge-Medicine Hat ER	Alberta	2024 Employer Survey	Lethbridge-Medicine Hat ER	Alberta
64100	Sales and Account Representatives - Wholesale Trade (Non-technical)	15.00	24.14	25.41	50.00	50.82	52.07
65100	Food and Beverage Servers	15.00	15.07	15.10	20.00	16.74	18.40
33103	Nurse Aides, Orderlies, and Patient Service Associates	15.00	19.76	19.43	28.00	24.62	23.94
31301	Licensed Practical Nurses	42.00	26.38	26.29	45.00	34.26	33.58
60020	Retail and Wholesale Trade Managers	15.50	26.98	30.76	150.00	40.96	47.62
80020	Managers in Natural Resources Production and Fishing	20.00	-	55.05	25.00	-	74.63
42202	Early Childhood Educators and Assistants	15.00	15.87	16.64	30.00	20.06	21.97
73300	Transport Truck Drivers	15.00	22.82	25.28	38.00	30.65	32.74
65201	Hotel Front Desk Clerks	13.00	15.33	15.96	32.00	16.89	18.35
14100	General Office Support Workers	16.00	20.94	21.13	20.00	32.16	40.65
32100	Health-related technical occupations	-	28.70	29.96	-	38.67	41.46
13110	Legal Administrative Assistants	17.00	20.19	23.73	30.00	36.62	38.81
72200	Electricians (Except Industrial and Power System)	16.50	33.09	37.34	50.00	37.66	42.10
75110	Taxi and Limousine Drivers and Chauffeurs	15.00	-	-	85.00	-	-
65310	Light Duty Cleaners	17.00	16.65	16.54	24.72	18.88	19.94
73201	Automotive Service Technicians.	15.00	26.91	31.09	19.00	34.06	40.41
13100	Administrative Assistants	15.00	20.61	21.92	50.00	26.50	30.65
92101	Supervisors, Mineral and Metal Processing	30.00	-	41.48	45.00	-	59.98
75201	Public Works and Maintenance Labourers	21.00	21.98	27.16	24.00	27.47	31.50

		Starting/Entry Average			Upper End Average		
NOC	Description	2024 Employer Survey	Lethbridge-Medicine Hat ER	Alberta	2024 Employer Survey	Lethbridge-Medicine Hat ER	Alberta
14403	Shippers and Receivers	18.00	17.43	18.27	26.00	24.51	27.18
Note: Data is based on employment forecast by NOC and projection of gap(shortages) by occupation.							

LABOUR MARKET FORECAST

Labour market employment forecasts are essential tools for anticipating changes in job demand across various industries. By analyzing trends in economic growth, technological innovation, and demographic shifts, these forecasts help policymakers, employers, and job seekers prepare for the evolving landscape of employment.

Every local economy is subject to broader changes in the economy. The City of Medicine Hat will be affected by changes in several key sectors that are poised to lead economic growth, driving changes in workforce needs. Generally, sectors such as technology, healthcare, green energy, and logistics are expected to expand more rapidly, increasing the demand for skilled workers in occupations that support these sectors.

The same broader economic issues and trends that are expected to affect the Southeast Alberta region will be relevant to Medicine Hat. The technology sector, spurred by advances in artificial intelligence, cybersecurity, and software development, are expected to create opportunities for IT professionals, data scientists, and engineers. Similarly, the healthcare industry, driven by aging populations and advances in medical technology, is forecast to see increased demand for healthcare practitioners, medical technologists, and support staff. The transition to green energy and sustainability initiatives will boost job creation in sectors such as renewable energy production, energy efficiency, and environmental conservation. This shift will create new roles in engineering, environmental science, and skilled trades, while also reshaping existing occupations to align with sustainable practices. The growth of e-commerce and global trade will drive the expansion of the logistics and supply chain industries, increasing the demand for transportation, warehousing, and distribution professionals.

Medicine Hat Employment Forecast

As with the Southeast Region, during the decade covering 2011 to 2021 the Medicine Hat economy experienced minimal growth, limited to a few sectors. This resulted in a decline in the working age population and increase in the 65+ age group. Since 2021 the economy has picked up and with new population growth there have been gains in the labour force and employment. This trend is expected to continue over the forecast period to 2028.

Total employment in Medicine Hat is projected to increase by over 2,800 jobs over the next five years. This represents an average annual growth in employment of over 1.8 percent per year, with total employment increasing from an estimated 29,600 jobs in 2023 to over 32,400 jobs in 2028.

Medicine Hat Employment Forecast
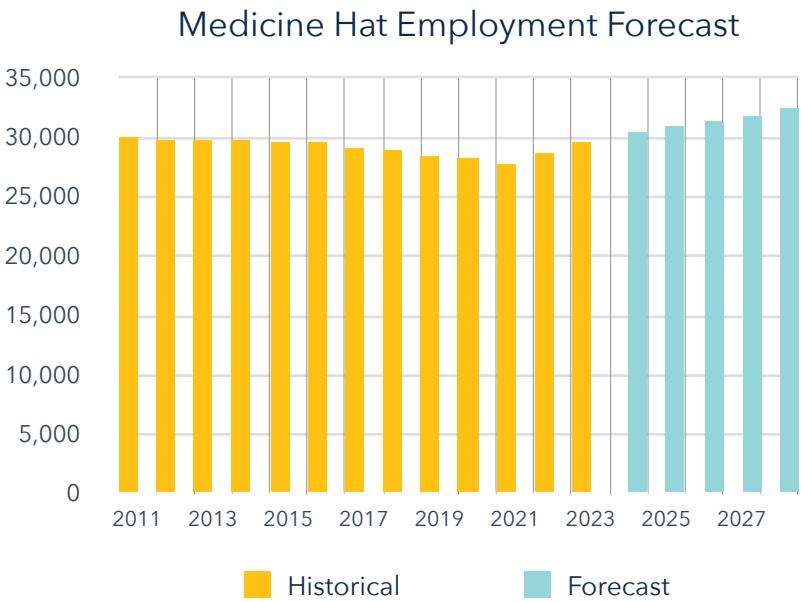
Future employment growth is projected to increase at over 1.8 percent per year.

Sectors Leading Growth[25]

Employment growth is projected to be experienced primarily in two sectors: healthcare and social assistance and retail trade.

Medicine Hat Change in Employment by Industry Sector (NAICS)

- **Healthcare and social assistance**: The increase in population and continuing demographic change with aging of the population is expected to be the primary factors underlying growth in this sector. It is expected that the City of Medicine Hat will continue to be a centre for the delivery of health care services to the wider region.

- **Retail trade**: Region population growth and other business activity is projected to propel growth in the retail sector. It is noted that this sector is also evolving with a continued shift toward e-commerce. It is expected that the City of Medicine Hat will continue to be the primary centre for retail and related activities in the Southeast Region.

Employment growth is also projected to be experienced in four sectors : Professional, scientific and technical services; Construction; Transportation and warehousing; and Accommodation and food services.

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[25] The analysis utilizes the North American Industrial Classification System (NAICS) to define industry sectors. Details about the types of business activities in each sector are available at: https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1369825

- **Professional, scientific and technical services**: The City has a significant professional services sector that supports activities and growth in a number of other sectors in the region. This includes the energy sector, education and defence.
- **Construction**: Residential growth and some significant projects in the City are expected to result in a resurgence in construction employment. In addition, the on-going twinning of Highway 3 project continues to drive construction employment.
- **Transportation and warehousing**: As the region grows in size and local production of food and other products grows, the importance of the transportation and warehousing sector is expected to grow in response. The City can be expected to be a focus for growth of this sector in the region.
- **Accommodation and Food Services**: The accommodation and food services sector will continue to grow to serve the local and regional population.

Employment growth is projected to continue in almost every sector over the next five years, with the above noted sectors experiencing the most growth. It is worthwhile noting that there are opportunities to changes to the regional economy that would result in additional employment growth. With subsequent updates, as as these opportunities are more fully formed, the job picture of the region could change significantly.

Future Workforce

An analysis of the existing employment by occupation and the occupational needs of each sector's growth has resulted in a projection of the future workforce needs for the region. Like the Southeast Region, employment in Medicine Hat is dominated by the Sales and service occupations and Trades, transport and equipment operators and related occupations, which comprises 46 percent of total employment. However, the City has a greater proportion of employment in Business, finance and administration, Health occupations and Occupations in education, law and social, community and government services, and a smaller proportion of jobs in Natural resources, agriculture and relations production occupations and Occupations in manufacturing and utilities.

The occupation data highlights significant job growth between 2023 and 2028, with some groups contributing the largest proportion of new jobs as depicted in the table below.

Occupation Breakdown of Future Jobs (1 Digit NOC)[26]

NOC Code	Occupation Title	2023 Jobs	2028 Jobs	New Jobs (2023-28)	Share of Total New Jobs
0	Legislative and senior management occupations	164	188	23	0.8%
1	Business, finance and administration occupations	4,162	4,637	476	16.8%

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[26] The analysis utilizes the National Occupation Classification (NOC) system (2021) to define occupations. Details about the types of occupations are available at: https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1322554

NOC Code	Occupation Title	2023 Jobs	2028 Jobs	New Jobs (2023-28)	Share of Total New Jobs
2	Natural and applied sciences and related occupations	1,265	1,398	133	4.7%
3	Health occupations	3,058	3,499	441	15.6%
4	Occupations in education, law and social, community and government services	3,190	3,455	265	9.4%
5	Occupations in art, culture, recreation and sport	600	673	73	2.6%
6	Sales and service occupations	8,009	8,808	798	28.2%
7	Trades, transport and equipment operators and related occupations	5,457	5,901	445	15.7%
8	Natural resources, agriculture and related production occupations	1,709	1,824	115	4.1%
9	Occupations in manufacturing and utilities	1,161	1,227	66	2.3%
	Total *	28,775	31,610	2,835	

Note: Data reflects estimated 2023 employment and forecast for the period 2024-2028 for Medicine Hat.

* Totals may not add due to rounding.

Job growth is projected to be most significant in the two dominant occupations groups, with Sales and service occupations contributing 28% of the growth and Trades, transport and equipment operators and related occupations contributing 16% of total growth. The other sectors also growing significantly are Business, finance, and administration occupations will contribute 476 new jobs, making up 16.8% of the total. Health occupations, which is expected to add 440 new jobs, accounting for 15.6% of the total new jobs. Education, law, social, community, and government services occupations are also projected to add 265 jobs, representing 9.4% of total job growth. These fields dominate the job growth landscape over the forecasted period.

Remote Work & Flexible Work Arrangement

Overall, just under 20% of workforce in Southeast Alberta is currently working remotely. Before the global pandemic, employers reported that approximately 10% worked remotely. The percentage of the workforce working remotely varies across employers. Just under 10% of the employers cited that up to 10% of the workforce is remote, and 6% cited that more than 50% of the workforce was remotely working.[27]

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[27] 2024 Employer Survey, Applications Management Consulting.

Occupations that employers identified to work remotely included: Accounting technicians and bookkeepers, User support technicians, Senior managers - financial, communications and other business services, Administrative assistants, and Social workers.

Employers also identified different flexible work arrangements they are currently offering in their workplace.[28] Of these arrangements, the top 5 most common offerings are Flexible Scheduling (41% of employers who responded), Part-Time Work (33%), Remote Work / Telecommuting (27%) , Leave Policies (15%), and Job Sharing (7%).

Worker Needs and Shortages

Several occupations have been identified from a modelling of demand and supply of workers in the region and from employers surveyed, as being difficult to fill, required to support expansion of operations and experiencing an increase in overtime hours. Of those occupations identified, the occupations that are also projected to experience the largest shortages over the forecast period are identified in the following table. This includes information about the occupation (4 digit NOC), the projected change in jobs over the forecast period, the shortage of skilled workers available to fill these jobs (Gap %), the total number of jobs for which there is an estimated Gap over the forecast period, and the number of jobs per year that it is projected there will be difficulty in filling.

The following table provides the worker needs and shortage analysis for each of the top twenty occupations projected to experience the most growth between 2023 and 2028.

Occupation Breakdown of Future Jobs (4 Digit NOC)

NOC Code	Occupation Title	Change in Jobs (2023-2028) In Medicine Hat	Gap %	Gap (Jobs)	Gap (Jobs)/ Year
6410	Retail salespersons and non-technical wholesale trade sales and account representatives	184	6.0%	11	2
6510	Cashiers and other sales support occupations	158	8.0%	13	3
3310	Assisting occupations in support of health services	142	38.3%	54	11
3130	Nursing and allied health professionals	116	38.3%	45	9
6520	Food support occupations	102	28.0%	29	6
6002	Retail and wholesale trade managers	97	10.0%	10	2
4220	Paraprofessional occupations in legal, social, community and education services	89	4.0%	4	1
7330	Transport truck and transit drivers	72	0.0%	-	-
1311	Office administrative assistants - general, legal and medical	71	16.6%	12	2
3210	Technical occupations in therapy and assessment	70	58.4%	41	8
1410	Office support and court services occupations	68	3.0%	2	0
1310	Administrative, property and payroll officers	55	0.0%	-	-
6531	Cleaners	50	18.0%	9	2
1110	Auditors, accountants and investment professionals	49	32.0%	16	3
8002	Managers in agriculture, horticulture and aquaculture	46	6.0%	3	1
1220	Accounting, insurance and related business administrative occupations	41	10.0%	4	1
1420	Financial, insurance and related administrative support workers	41	11.2%	5	1
6320	Cooks, butchers and bakers	41	15.0%	6	1
4122	Secondary, elementary and kindergarten school teachers	34	8.0%	3	1
4130	Social and community service professionals	33	31.3%	10	2
Total	(for top 20 occupations)	1,559		277	56

Note: Data is based on employment forecast by NOC and projection of gap (shortages) by occupation.

From the table above, Retail salespersons and non-technical wholesale trade sales and account representatives (NOC 6410) is projected to represent the largest number of jobs that will need to be

filled between 2023-2028. Of these 184 job vacancies, it is estimated that 6% (11 jobs) will be difficult to fill and remain vacant based on the projection of available workers in the region. This is equivalent to a gap of approximately 2 jobs per year.

The occupations with the greatest gap where employers are going to experience difficulty in filling are all health related occupations: Assisting occupations in support of health services, Nursing and allied health professionals, and Technical occupations in therapy and assessment. These are followed by: Food support occupations and Auditors, accountants and investment professionals.

- **Assisting occupations in support of health services (3310):**

   33100 Dental assistants and dental laboratory assistants

   33101 Medical laboratory assistants and related technical occupations

   33102 Nurse aides, orderlies and patient service associates

   33103 Pharmacy technical assistants and pharmacy assistants

   33109 Other assisting occupations in support of health services

- **Nursing and allied health professionals (3130):**

   31300 Nursing coordinators and supervisors

   31301 Registered nurses and registered psychiatric nurses

   31302 Nurse practitioners

   31303 Physician assistants, midwives and allied health professionals

- **Food support occupations (6520):**

   65200 Food and beverage servers

   65201 Food counter attendants, kitchen helpers and related support occupations

   65202 Meat cutters and fishmongers - retail and wholesale

- **Auditors, accountants and investment professionals (1110):**

   11100 Financial auditors and accountants

   11101 Financial and investment analysts

   11102 Financial advisors

   11103 Securities agents, investment dealers and brokers

   11109 Other financial officers

Employer Future Expansion plans

Based on the employer survey, one-quarter (25%) of employers said their organization is completing or planning an expansion in Southeast Alberta.[29] Employers were asked in what occupations they expect to employ the most workers with their expansion plans. A total of 2,217 additional workers were projected with reported expansion plans. The top 3 expansion occupations in the Study Area are Food counter

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[29] 2024 Employer Survey, Applications Management Consulting.

attendants, kitchen helpers and related support occupations (NOC 65201), Agricultural service contractors and farm supervisors (NOC 82030), and Air pilots, flight engineers and flying instructors (72600).

Retirements

Employers have reported[30] they anticipate 1,744 workers to retire in the next 5 years. Employers were asked which occupations are most likely to be affected by retirements. Overall, 61 different occupations were cited. The top occupations as reported by two or more employers include: Sales and account representatives - wholesale trade (non-technical), Administrative officers, Administrative assistants, Bakers, Carpenters, Heating, refrigeration and air conditioning mechanics, Automotive service technicians, truck and bus mechanics and mechanical repairers, and Auto body collision, refinishing and glass technicians and damage repair estimators.

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[30] 2024 Employer Survey, Applications Management Consulting.

TRAINING & EDUCATION RESOURCES

Training and education programs play a crucial role in enhancing workforce skills by providing employees with the knowledge and practical experience needed to excel in their roles. These initiatives not only improve individual performance but also contribute to overall organizational productivity by fostering a more competent and adaptable workforce. Additionally, such programs can help close skill gaps in the labor market, ensuring that workers are equipped to meet the evolving demands of their industries. By investing in employee development, companies also boost morale and retention, creating a more engaged and motivated workforce. Ultimately, effective training and education programs are essential for driving innovation and competitiveness in today's rapidly changing economy.

Employers were asked about their involvement with various workplace resources.[31] Workplace resources are government funding programs that employers and their workers can access. Top cited workplace resources employers have applied for or have plans to apply for include Canada-Alberta Job Grant (19% of employers who responded) and Rural Renewal Program (9%). The top cited reasons why employers have not utilized any of the workplace resources include: Never heard of them (37%), Don't know enough about them (31%), Administrative burden (24%), and Don't think we qualify for them (24%).

Below is a listing of training, employment and education resources in Southeast Alberta.

Training and Employment

Below is a listing of Training and Employment Services Directory available through Government of Alberta in Southeast Alberta.[32]

- YMCA Employment Center: Transition to Employment Services and Workplace Training provides a combined service that assists unemployed and underemployed Albertans to navigate career transitions into a new field. Participants may lack formal education/training, industry specific experience or have outdated skills that have made it challenging for them to find employment in their field of interest.

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[31] 2024 Employer Survey, Applications Management Consulting.

[32] https://www.alberta.ca/training-and-employment-services-directory

○ **Connections Career & Safety Services:** Commercial Driver Program is an Integrated Training that provides unemployed or marginally employed adult Albertans Class 1 and 3 Driver training and occupation-related skills recognized by industry/employers so that Albertans can secure and maintain employment in the commercial driving industry.

○ **Saamis Aboriginal Employment:** Saamis Employment & Training Association is a non-profit organization that was incorporated in November 1998. Our office has been open since February 1997. With the aid of a Board of Directors and program staff, we have been able to provide our clients with Labour Market Training projects, and resources that have benefited all Aboriginal People in Medicine Hat and Lethbridge.

○ **Saamis Immigration Services** Saamis Immigration Services Association (SISA) is a government-funded non-profit organization which has been assisting in the integration, adjustment and resettlement of immigrants and refugees in the community of Medicine Hat since its opening in 1988.

○ **Medicine Hat Area Employment Mentorship** Offer a streamlined system for helping newcomers to Medicine Hat: close their professional/educational gaps, build networks and friendships, and find productive and fulfilling employment in a timely manner. .

○ **Being Human Services** An organization that provides high quality Team Building and Corporate Training workshops.

○ **Teamwork Training:** Connections - Careers in Supply Chain: is a A 17-week program that includes the foundational supply chain, computer and employability skills training needed to pursue a successful career in the supply chain industry.

○ **Execuserv Plus Inc.:** Provide Self-Employment program to eligible unemployed or underemployed individuals. This 26-week program with 6 weeks instructor led training is available in person or live online using the latest hybrid classroom technology.

○ **REDI:** Through programs and services, REDI is able to foster independence and help to make space for people living with disabilities to live a full and rich life. Through contracts with PDD, Alberta Health Services, and Alberta Community and Social Services, they develop and deliver programming to meet clients where they are, whether that be through a few hours of support a day to full time supported living.

○ **Education and Training Providers Listing:** Training providers on the Southeast Alberta Chamber of Commerce website.[33]

○ **Ukrainian Rural Attraction Program:** The Ukrainian Rural Alberta Attraction Program is a partnership between CCIS and the Alberta Association of Immigrant Serving Agencies (AAISA). Collaboration with employers, municipalities, and non-profits across Alberta to help match and support Ukrainian newcomers in relocating to rural, small, and mid-sized communities.[34]

Education Providers

○ **Medicine Hat College**

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[33] https://chamber.medicinehatchamber.com/directory/Search/education-training-246796?cid=248722

[34] https://ccisab.ca/ukrainian-rural-alberta-attraction-program/

- Academy of Learning
- Cypress College
- Apprenticeship and Industry Training Medicine Hat[35]

Workplace Resources

- Canada Alberta Job Grant
- Rural Renewal Program
- Temporary Worker Program
- Labour Market Partnerships
- Workforce Strategies Grant
- Indigenous Training Partnerships
- Ukrainian Rural Alberta Attraction Program
- Attraction and Retention Partnerships (ARP)
- Aviation Skill Grant

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[35] https://tradesecrets.alberta.ca/

EMPLOYER SURVEY

In September 2024, Applications Management Consulting Ltd. conducted an employer survey for the City of Medicine Hat on behalf of the municipalities and partner organizations in Southeast Alberta. The employer survey was open to all employers located in Southeast Alberta (the Study Area) which includes the City of Medicine Hat, Cypress County (and hamlets), County of Forty Mile (and hamlets), Town of Redcliff, Town of Bow Island, and Village of Foremost.

This survey gathered relevant and current labour market information from various organizations in the study area regarding their employment practices. By understanding the specific needs and challenges faced by local businesses, communities and local organizations can work together in sharing information and developing resources to support the workforce. This collaborative approach not only enhances the employability of job seekers but also ensures that employers have access to a qualified workforce. Moreover, analyzing this data helps inform local economic development strategies, fostering a more resilient economy. Ultimately, such initiatives contribute to building a stronger, more adaptable labor market that benefits the entire community.

A total of 201 surveys were completed. The employers included in the survey reported having a total of 4,076 workers, which represents approximately 11% of total workers in Southeast Alberta. The responses reflect a range of employers based on employee size, industry and geographic location within Southeast Alberta.

The full results of the employer survey methodology and findings are available in a standalone report.