

BENEFITS OF LIVING IN Rural Manitoba



557,661

POPULATION, 2025
+8.8% in five years

65,125

BUSINESS ESTABLISHMENTS
+14.5% in five years

228,389

JOBS, ALL SECTORS
+19.1% in five years

\$72.5B

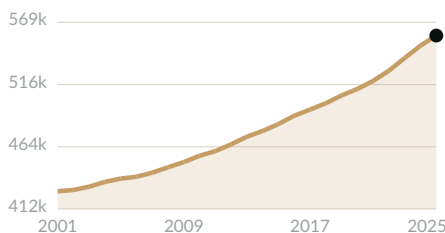
MANITOBA GDP, 2024
+6.4% in five years

WHAT WE COVER

Six of Manitoba's eight economic regions — southern Manitoba outside the Winnipeg region. Together they hold 36.9% of the province's people.

ECONOMIC REGION	2025 POP.	5-YR
Southeast	145,963	+12.6%
Southwest	129,480	+7.3%
Interlake	107,575	+8.8%
South Central	75,878	+9.5%
North Central	56,389	+8.2%
Parklands	42,376	+0.7%
Rural Manitoba	557,661	+8.8%

POPULATION, 2001–2025



131,069 residents added since 2001 — growth in every single year.

Why Rural Manitoba?



Affordable Housing

An average dwelling value of \$306,454 — 38% of Ontario's and 31% of British Columbia's — against an average household income of \$95,578.



Established Professional Farms

16,661 agriculture, forestry, fishing and hunting establishments — the largest single sector at 26% of all rural business locations.



Central Location

73 airports, airfields, seaplane bases and heliports connect 113,022 km² of southern Manitoba.



A Short Commute

46% of rural commuters travel under 15 minutes to work, and 72% reach it in under 30.



Skilled Labour Force

153,560 residents hold a post-secondary credential, and unemployment across the rural regions runs below both Winnipeg and the provincial average.



Enviably Quality of Life

78% of rural households own their home, with room to breathe at 4.9 people per km².

AT A GLANCE

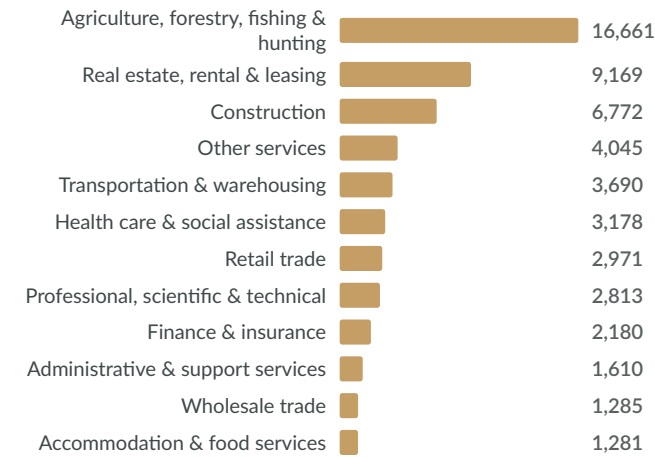
INDICATOR	RURAL	WINNIPEG	MANITOBA
Population, 2025	557,661	855,628	1,509,702
Population growth, 5-yr	+8.8%	+10.8%	+9.4%
Business establishments, 2025	65,125	75,516	143,243
Jobs, all sectors, 2025	228,389	377,156	620,056
Avg. dwelling value, 2021	\$306,454	\$366,000	\$338,800
Avg. household income, 2020	\$95,578	\$99,100	\$97,300

An economy that keeps adding businesses and jobs

Rural Manitoba added **8,263** business establishments and **36,567** jobs in five years — growth of 14.5% and 19.1% respectively.

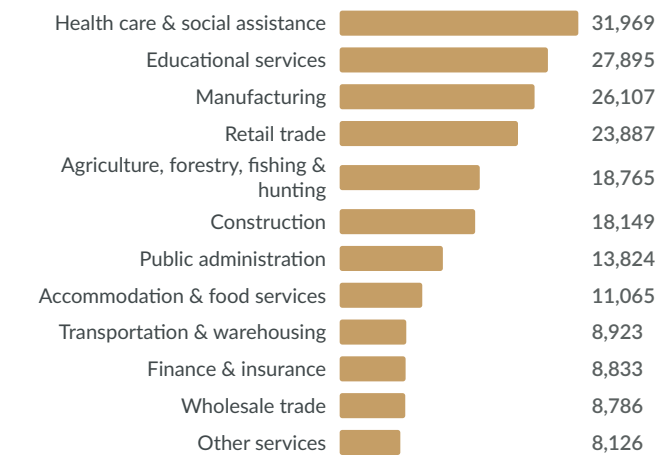
BUSINESS ESTABLISHMENTS BY SECTOR

Rural Manitoba, 2025 · 65,125 total



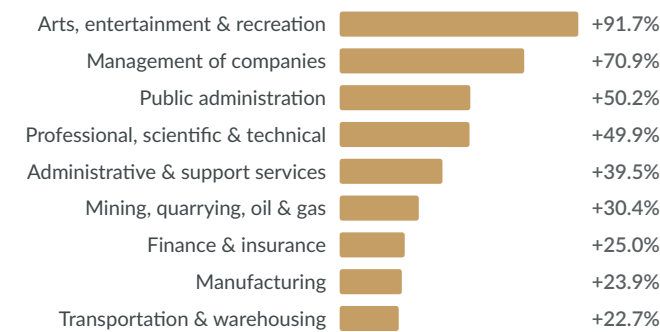
EMPLOYMENT BY SECTOR

Rural Manitoba, 2025 · 228,389 jobs



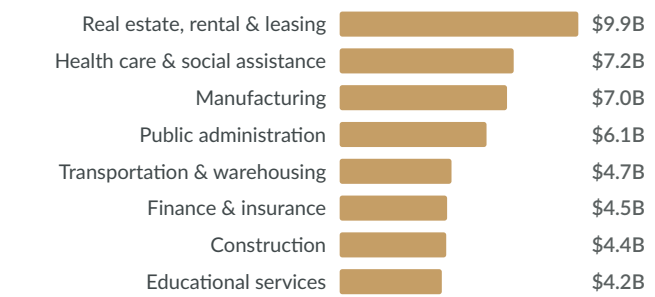
FASTEST-GROWING RURAL SECTORS

Employment change, 2020–2025



MANITOBA GDP BY SECTOR

2024 · \$72.5B provincial total



GDP is published at the provincial level only; it is not available for individual economic regions.

Market access advantage

Positioned for CUSMA, CETA, CKFTA and CPTPP, offering duty-free access to more than 800 million consumers and maximised international market value.

- 73 airports and airfields across the rural regions
- 3,690 transportation and warehousing establishments
- 8,923 people employed in transportation and warehousing

Business support

- Provincial and municipal incentives, tax credits, grants and financing for rural business
- Strong highway, rail and air links to urban centres and global markets
- Innovation and entrepreneurship in agtech, biotech and clean tech
- 2,813 professional, scientific and technical establishments serving them

Invest in Rural Manitoba

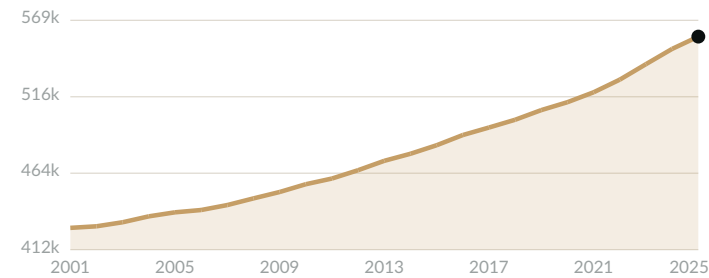
- Vermillon Growers** — Manitoba's first large-scale vegetable greenhouse; \$32M phase one, 10 acres of tomatoes
- Koch Fertilizer Canada** — \$33M Brandon headquarters with space for 100 staff
- HyLife** — 18,000-head young pig barn north of Killarney
- Manufacturing employment across the rural regions is up **23.9%** in five years

A growing, diverse and credentialed workforce

Rural Manitoba's population has risen every single year since 2001, adding 131,069 residents — a 31% increase.



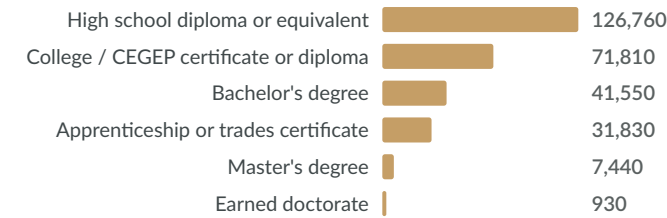
POPULATION GROWTH, 2001–2025



Rural Manitoba, six southern economic regions.

HIGHEST CREDENTIAL HELD

Rural Manitoba, 2021 Census



153,560 rural residents hold a post-secondary credential — a college diploma, a trades certificate, or a bachelor's degree or higher.

DIVERSE COMMUNITIES

Indigenous identity — 82,120 residents, 2021 Census

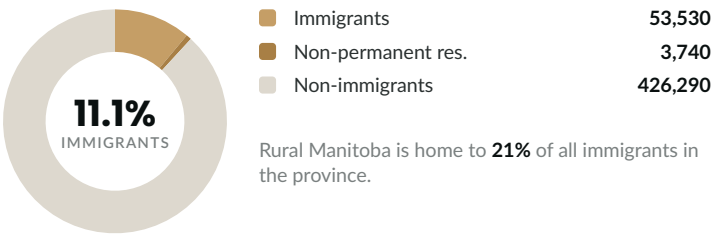


ATTRACTIONS

- Grand Beach Provincial Park
- Riding Mountain National Park
- Assessippi Ski Area & Resort
- Inglis Grain Elevators
- Commonwealth Air Training Plan Museum
- International Peace Gardens
- Souris Swinging Bridge
- Spirit Sands Self-guiding Trail
- Canadian Fossil Discovery Centre

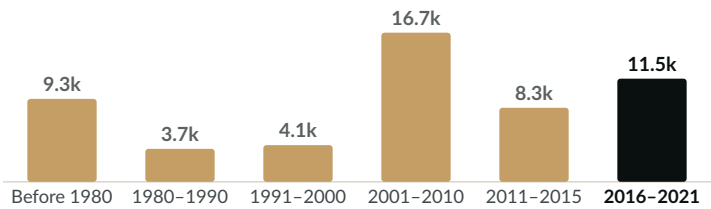
IMMIGRATION

Rural Manitoba, 2021 Census



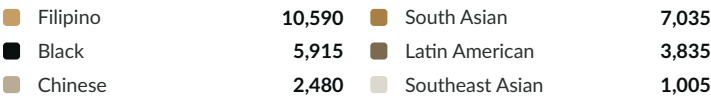
Rural Manitoba is home to 21% of all immigrants in the province.

Period of immigration



LARGEST VISIBLE-MINORITY GROUPS

33,760 residents, 2021 Census



FUN FACTS ABOUT RURAL MANITOBA

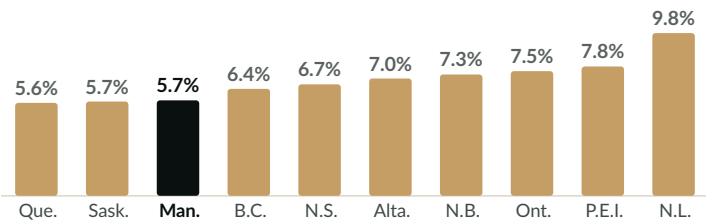
- Manitoba has more than 100,000 lakes for canoeing, kayaking, fishing and swimming.
- Riding Mountain National Park rises from the Parklands with wild bison, black bears and 400 km of trails.
- Spruce Woods Provincial Park has 30-metre sand dunes on the Spirit Sands trail.
- Gimli is the largest Icelandic community outside Iceland.
- The Narcisse Snake Dens draw thousands of garter snakes each May.

Source: Travel Manitoba.

Low unemployment, and a house you can actually afford

UNEMPLOYMENT RATE BY PROVINCE

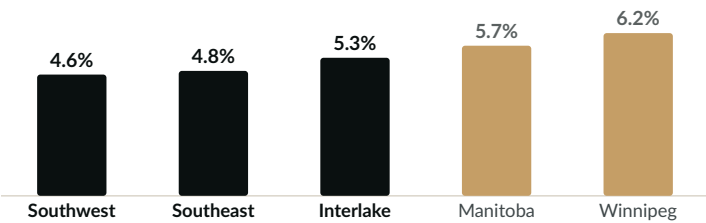
12-month average to July 2026



Manitoba has the third-lowest unemployment rate in Canada.

RURAL REGIONS VS. WINNIPEG

12-month average to July 2026



Every rural region with a monthly labour force series reports unemployment below Winnipeg and the province. Participation across these regions is 65.6%. Regions without a monthly series, 2021 Census: South Central 4.8% · North Central 6.4% · Parklands 7.2%.

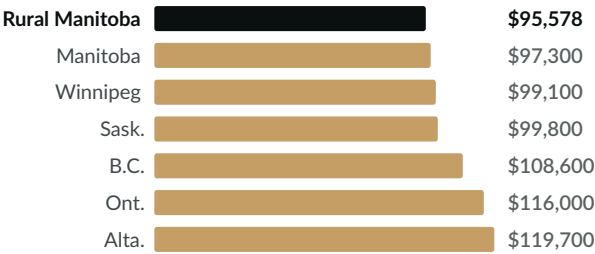
AVERAGE DWELLING VALUE

2021 Census



AVERAGE HOUSEHOLD INCOME

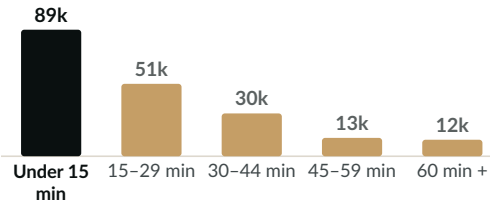
2020, 2021 Census



A rural Manitoba home costs 3.2× the average household income here – against 7.0× in Ontario and 9.1× in British Columbia.

COMMUTE TO WORK

Rural Manitoba, 2021 Census



78%

HOUSEHOLDS OWN THEIR HOME

148,075 of 191,000 rural households. Median age 39.7 (Winnipeg: 38.8, Manitoba: 38.4).

73

AIRPORTS AND AIRFIELDS

8 medium airports, 57 small airports, 5 seaplane bases and 3 heliports.

SOURCES — ALL DATA RETRIEVED FROM THE LOCALINTEL DATA PLATFORM

Population, land area, density

Statistics Canada, Population Estimates, Tables 17-10-0005-01, 17-10-0150-01, 17-10-0148-01, 17-10-0152-01 and 17-10-0155-01

published 14 Jan 2026

Gross domestic product

Statistics Canada, GDP by Industry, Table 36-10-0711-01

published 1 May 2026

Employment by sector

Statistics Canada, Employment by Industry, Annual, Table 14-10-0202-01

published 26 Mar 2026

Business establishments

Statistics Canada, Business Register

published 1 Jun 2025

Unemployment and participation rates

Statistics Canada, Labour Force Characteristics, Table 14-10-0462-01

published 7 Aug 2026

Income, housing, immigration, education, commuting

Statistics Canada, Census Profile, 2021 Census

published 15 Dec 2022

Airports and airfields

OurAirports

published 8 Feb 2026