WAINWRIGHT

Economic Report

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Executive Summary

Wainwright presents a picture of a community with a broad middle-income base, a sizable small-business presence, and an employment structure shaped by a few prominent anchors rather than a wide spread of large industries. Household incomes in 2021 leaned toward the middle and upper bands, with several higher brackets gaining ground over the previous five years while some lower-income groups became smaller. At the individual level, after-tax incomes were concentrated in lower-to-middle ranges, and employment income was spread across many brackets with the largest concentration in the middle rather than at the top. Together, those patterns suggest a local income profile that is not dominated by either very low or very high earners, but by a substantial center.

That middle-heavy profile is echoed in Wainwright's labour and business structure. Employment in 2025 was led clearly by educational services, with health care and social assistance and retail trade forming the next tier of major employers. Recent sector changes were uneven rather than uniform: some areas expanded quickly, including health care and finance and insurance, while others, such as transportation and warehousing, moved lower. The business base also grew noticeably over the longer period despite year-to-year volatility, reaching 1,289 establishments in 2025 after a dip in 2021 and a sharp rebound thereafter. Business activity was concentrated in agriculture, forestry, fishing and hunting and in real estate and rental and leasing, both of which posted strong five-year growth. By size, the local business base remained overwhelmingly weighted toward very small firms, especially establishments without employees, with only a thin layer of mid-sized and large employers. This points to steady entrepreneurial depth rather than corporate concentration.

The occupational profile reinforces that mix of local stability and gradual change. Sales and service remained the largest occupational group in 2021, with trades also accounting for a large share of employed residents, while business, finance, health, and community-oriented occupations recorded stronger growth over time. That leaves Wainwright looking like a place anchored by service, education, agriculture-related business activity, and a dense layer of microbusinesses, with growth present but unevenly distributed across sectors and income groups.

Household After-Tax Income

In 2021, Wainwright's largest household income group was $60,000 to $69,999, with 270 households, up 10.2% from 2016. The $150,000+ group reached 250 households, while $5,000 to $9,999 fell to 10.

Wainwright's household after-tax income profile in 2021 was centered in the middle income bands, with the largest single group in the $60,000 to $69,999 range. The distribution also showed a noticeable shift from 2016, with some lower-income groups shrinking and several middle-to-upper bands gaining households. The biggest group contained 270 households, followed by 250 in the $150,000 and over band and 225 each in the $70,000 to $79,999 and $80,000 to $89,999 bands. At the other end, households under $5,000 stayed at 20, while the $5,000 to $9,999 group fell to 10 households, a 60.0% decline from 2016. The $15,000 to $19,999 group also dropped to 25, down 54.6%. Several higher-income categories moved upward over the five years. Households in the $125,000 to $149,999 range held steady at 210, while the $150,000 and over group rose to 250 households, up 35.1%. Taken together, the pattern suggests a broader tilt toward middle and upper income brackets, even as some lower-income groups remained small or declined.

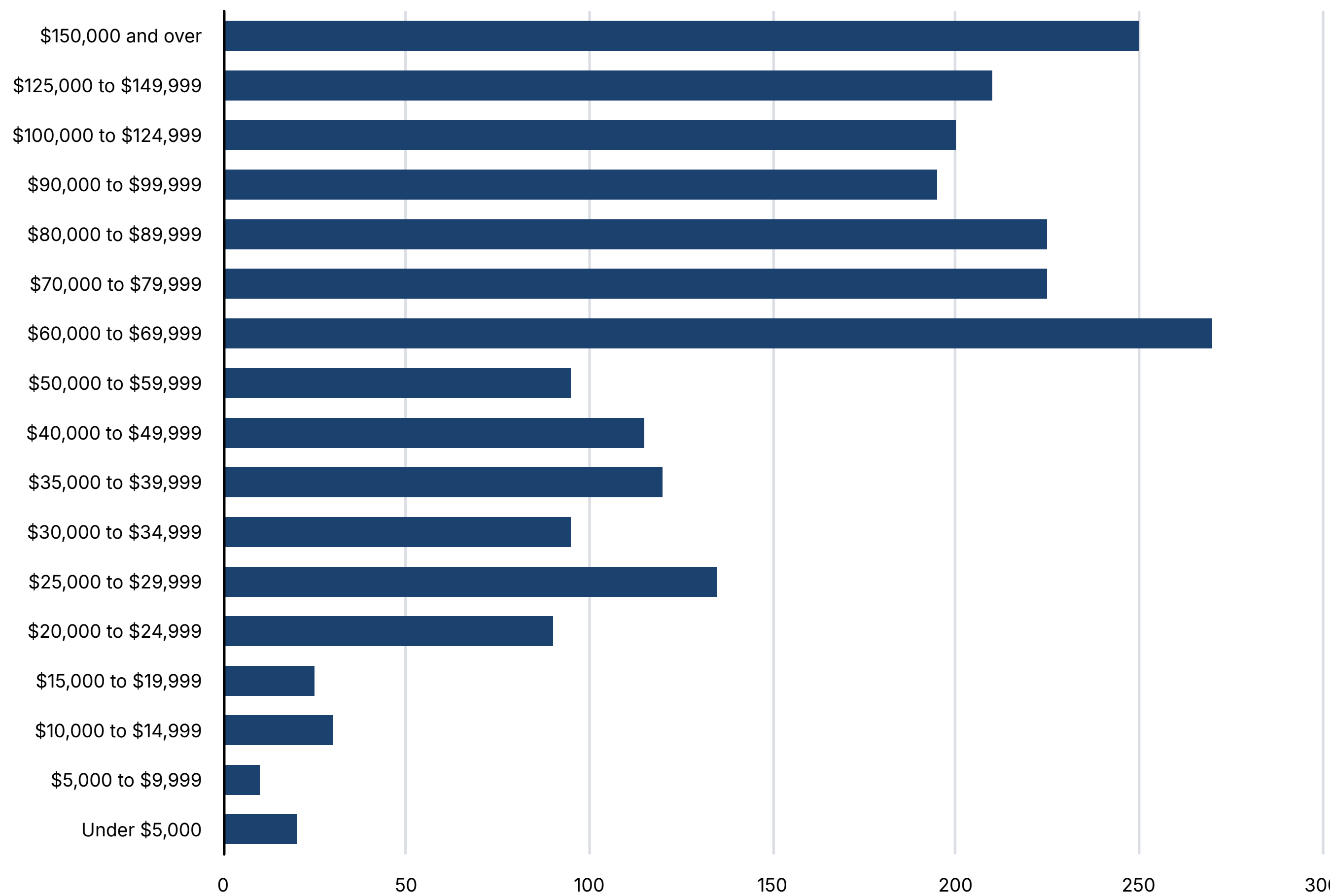

Figure 1.1: *Shows household income after taxes across income groups. It helps indicate the resources households have available for day-to-day living after taxes are paid. (Wainwright, 2021)*[1]

Individual After-Tax Income

In Wainwright in 2021, the largest after-tax income group was $20,000 to $29,999, with 1,585 people. Next were $30,000 to $39,999 at 1,500 and $40,000 to $49,999 at 1,400, while only 205 earned $125,000 and over.

In Wainwright, the 2021 distribution of individual after-tax income is led by the $20,000 to $29,999 group. That bracket contains 1,585 people, making it the largest income group in the local profile for people aged 15 and over living in private households. Several nearby brackets are also large, suggesting a fairly broad middle of the distribution. There are 1,500 people in the $30,000 to $39,999 group, 1,400 in the $40,000 to $49,999 group, and 1,205 in the $50,000 to $59,999 group. By contrast, the lower and upper ends are smaller, with 790 people under $10,000 and 205 people at $125,000 and over. This pattern shows that the distribution is concentrated in the lower-to-middle income ranges rather than at the extremes. The counts taper as income rises above $60,000, with only 225 people in the $90,000 to $99,999 group and 245 in the $100,000 to $124,999 group. The income profile points to a community where middle-income brackets matter most, while very high-income groups remain relatively limited.

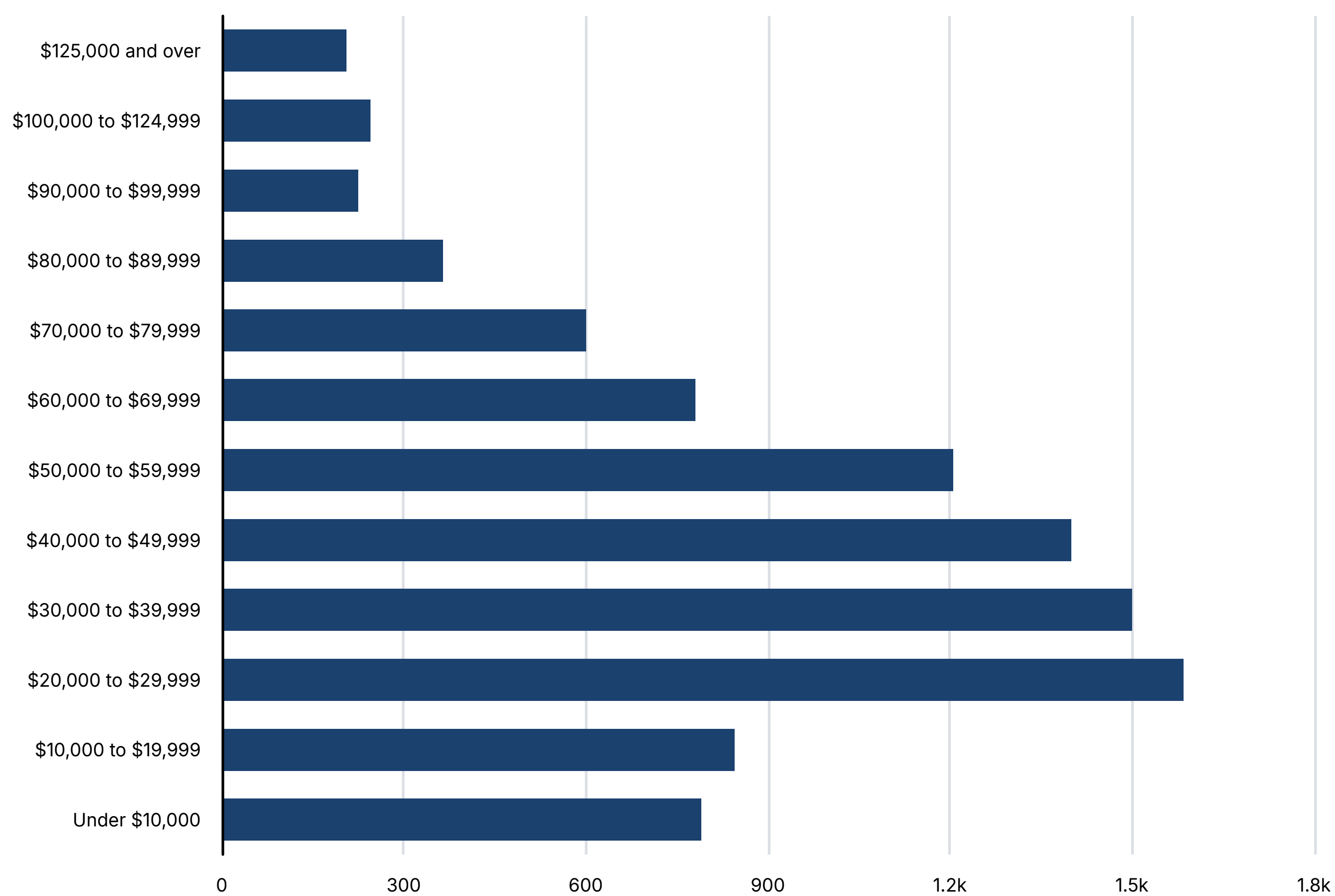

Figure 2.1: *Shows individual after-tax income across income groups. It helps indicate the level of disposable income people have after taxes are paid. (Wainwright, 2021)*[1]

Individual Employment Income

In Wainwright in 2021, the largest employment income group was $40,000 to $49,999, with 855 people. It slightly exceeded $10,000 to $19,999 and $30,000 to $39,999, while the smallest groups were $125,000+ and $90,000 to $99,999.

In Wainwright in 2021, individual employment income was spread across many groups, with the largest number of people in the $40,000 to $49,999 range. That group counted 855 people, making it the single biggest income band in the data for residents aged 15 years and over in private households. Several other groups were also sizeable. The $10,000 to $19,999 range included 825 people, while the under $5,000 group had 755. Counts were fairly close across the middle of the distribution too, including 720 in the $30,000 to $39,999 range, 710 in the $20,000 to $29,999 range, and 680 each in the $50,000 to $59,999 and $60,000 to $69,999 ranges. The upper-income bands were smaller. There were 460 people in the $70,000 to $79,999 range, 360 in $80,000 to $89,999, 330 in $90,000 to $99,999, 395 in $100,000 to $124,999, and 315 in $125,000 and over. The pattern suggests a broad middle-income base with fewer people at the highest income levels.

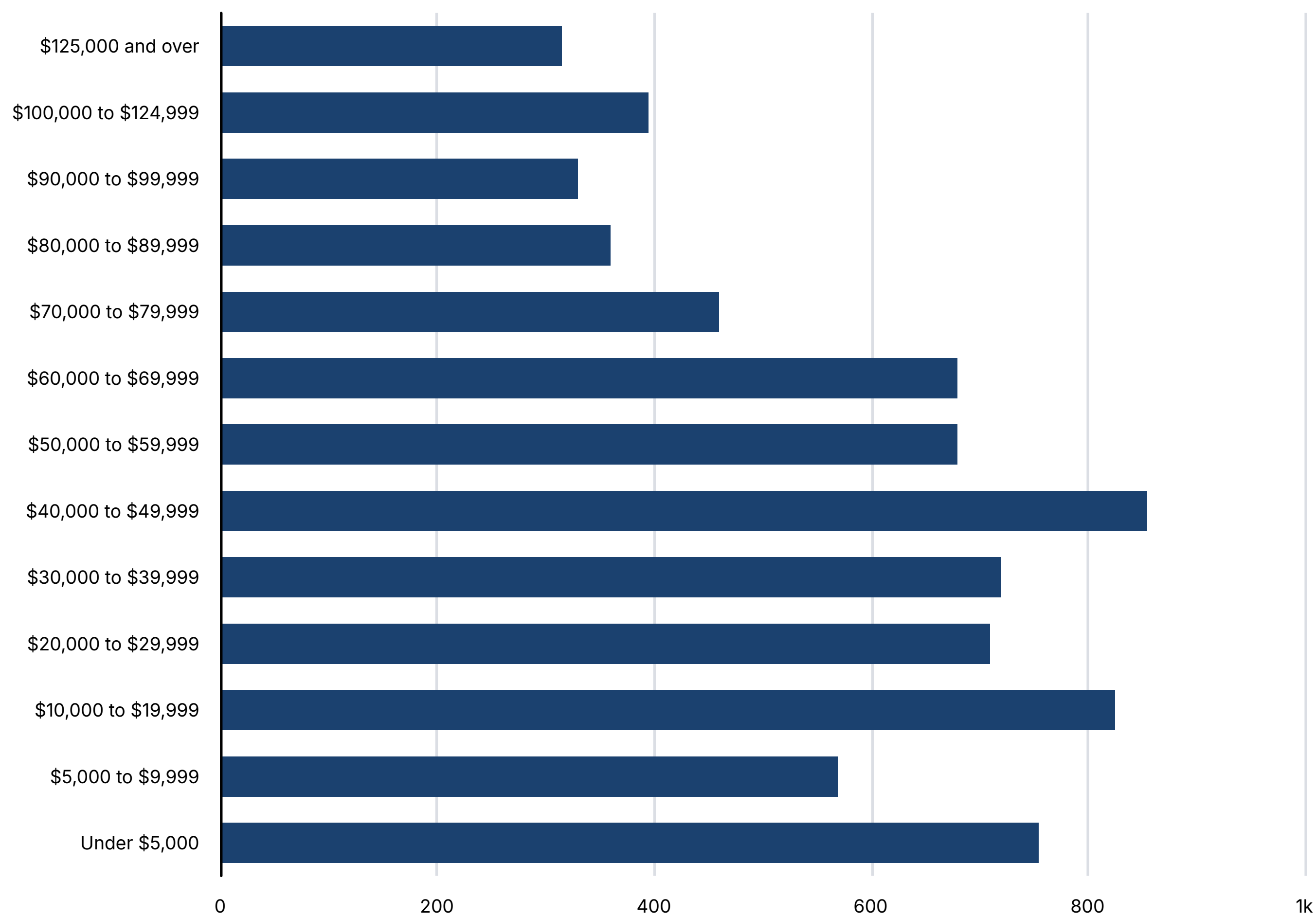

Figure 3.1: *Shows individual employment income across income groups. It helps indicate how earnings from work are distributed among residents. (Wainwright, 2021)*[1]

Employment by Sector

Wainwright's largest employment sector in 2025 was educational services, with 1,948 people, up 2.2% yearly and 6.0% over five years. Health care, social assistance, and retail trade followed.

Wainwright's 2025 employment mix is led by educational services, the largest sector at 1,948 people. Health care and social assistance is the second-largest employer at 863, followed by retail trade at 699 and construction at 406. Overall, the local job base is shaped by one clear dominant sector, with several mid-sized industries supporting the rest. Recent changes are mixed. Educational services grew 2.2% over the past year and 6.0% over five years, maintaining its lead with modest growth.

Health care and social assistance rose 30.4% in the latest year, while retail trade fell 2.9%. Finance and insurance recorded the sharpest annual increase, up 47.8% to 102 people. Elsewhere, wholesale trade reached 163 after a 21.6% annual gain, and mining, quarrying, and oil and gas extraction grew to 276. Transportation and warehousing dropped 41.0% over the year to 144, despite a slightly positive five-year change.

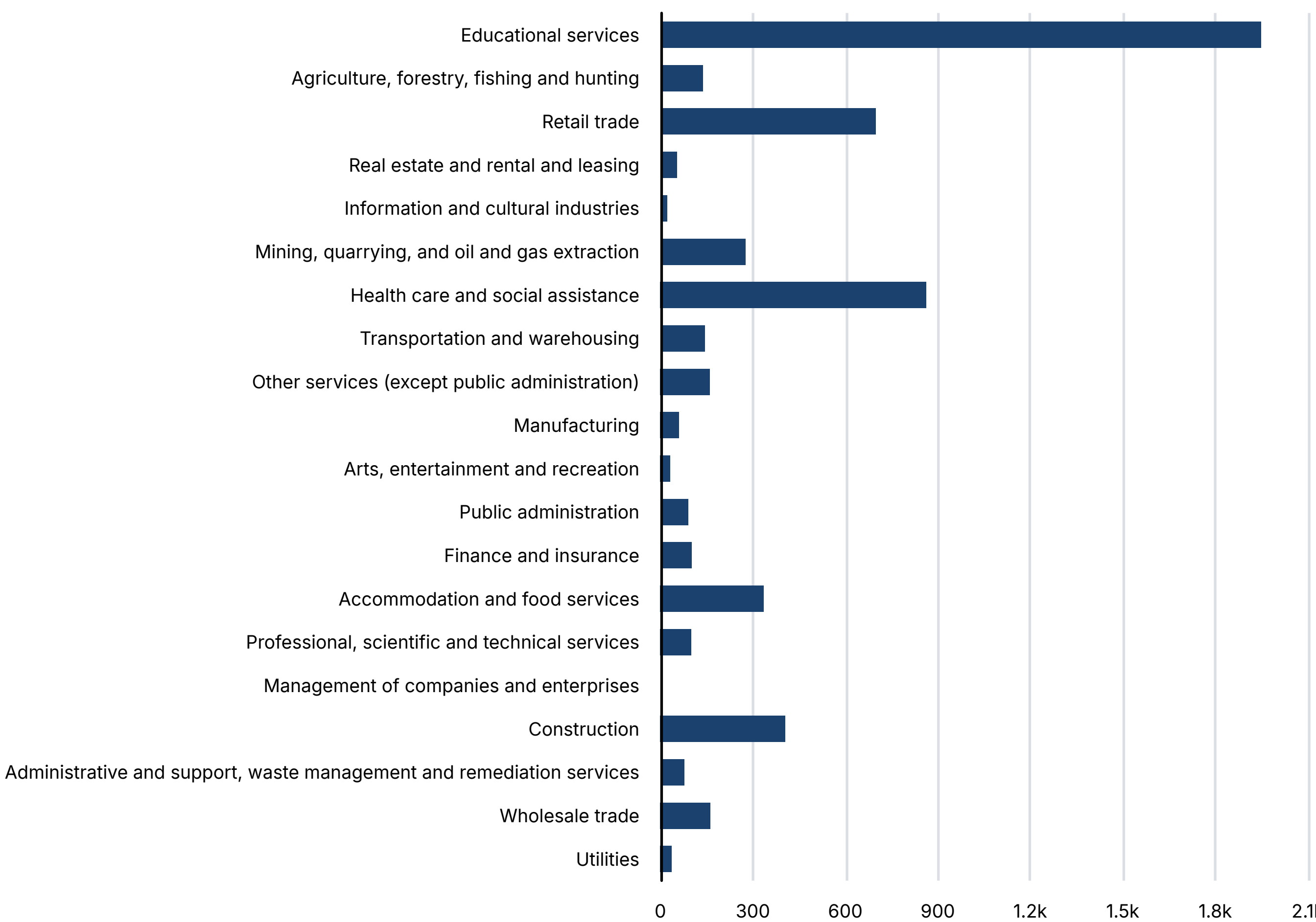

Figure 4.1: *Shows how employment is distributed across industry sectors. It helps indicate which sectors account for the largest share of local jobs. (Wainwright, 2025)*[2]

Establishments by Sector

In 2025, Wainwright's largest sector was agriculture, forestry, fishing and hunting, with 224 businesses, little changed from 2024 but up 40.9% from five years earlier. Real estate and rental and leasing followed with 223 businesses.

Wainwright's 2025 business base is led by agriculture, forestry, fishing and hunting, with 224 establishments. Real estate and rental and leasing follows closely at 223, while construction stands at 100. This shows a clear concentration in a few sectors, though several mid-sized industries add some depth. The longer trend is positive in the two largest sectors. Agriculture has risen 40.9% over five years, even though it was essentially flat over the past year at -0.4%. Real estate and rental and leasing grew 38.5% over five years and 8.3% in the latest year. Construction was steadier, ending at 100 establishments after little net change over five years. Some smaller sectors moved in the opposite direction. Information and cultural industries fell to 5 establishments, down 28.6% over one year and 16.7% over five years. Wholesale trade, by contrast, reached 22 establishments in 2025 and expanded strongly over five years. Overall, the local economy is anchored by agriculture and real estate, with growth concentrated in a few sectors.

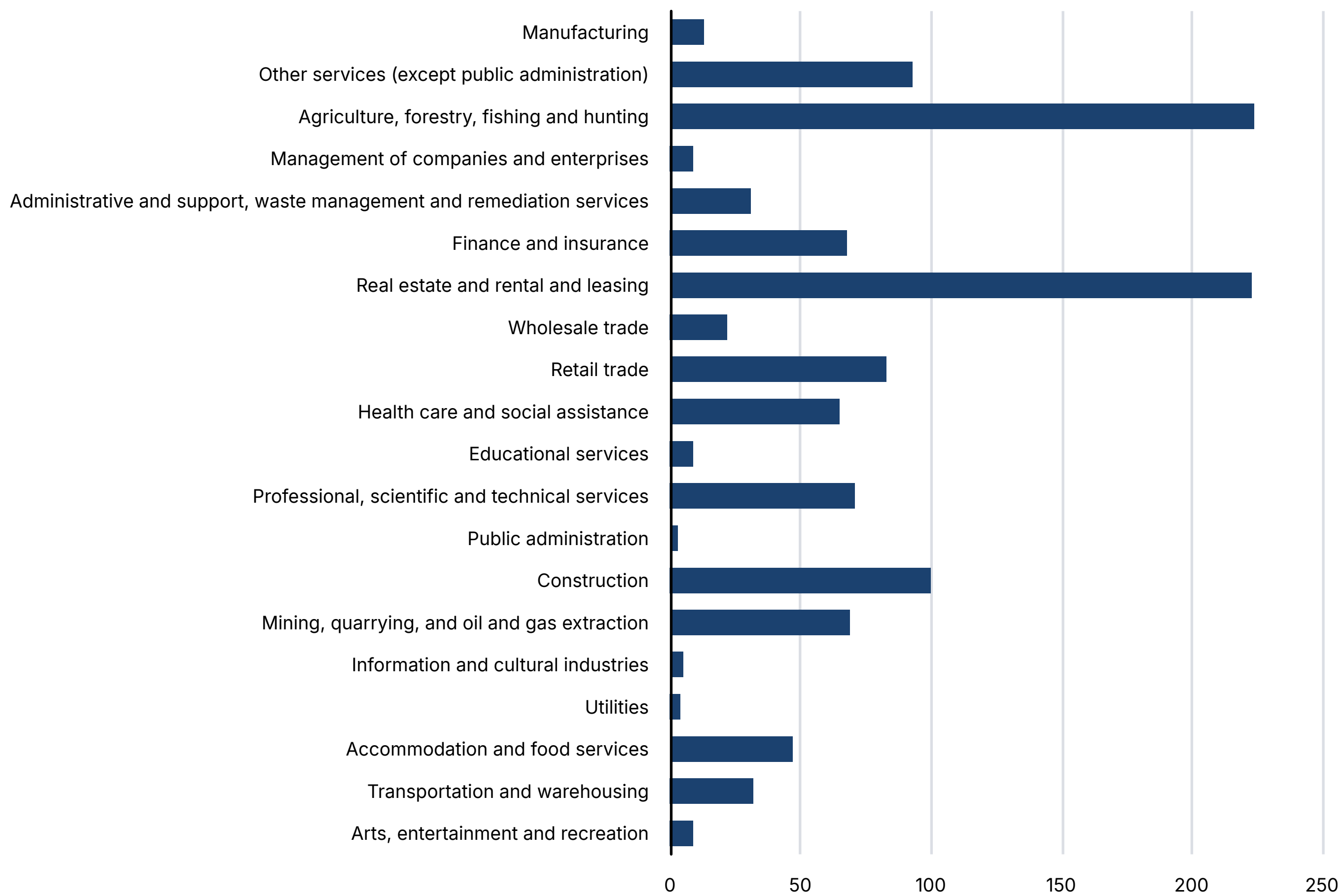

Figure 5.1: *Shows how business establishments are distributed across sectors. It helps indicate the sector mix of the local business base. (Wainwright, 2025)*[3]

Business Establishments

Wainwright had 1,289 business establishments in 2025, up 1.2% from 2024 and 38.0% above 2020. After dipping to 906 in 2021, the count rebounded to 1,281 in 2022, eased in 2023, then recovered in 2024 and 2025.

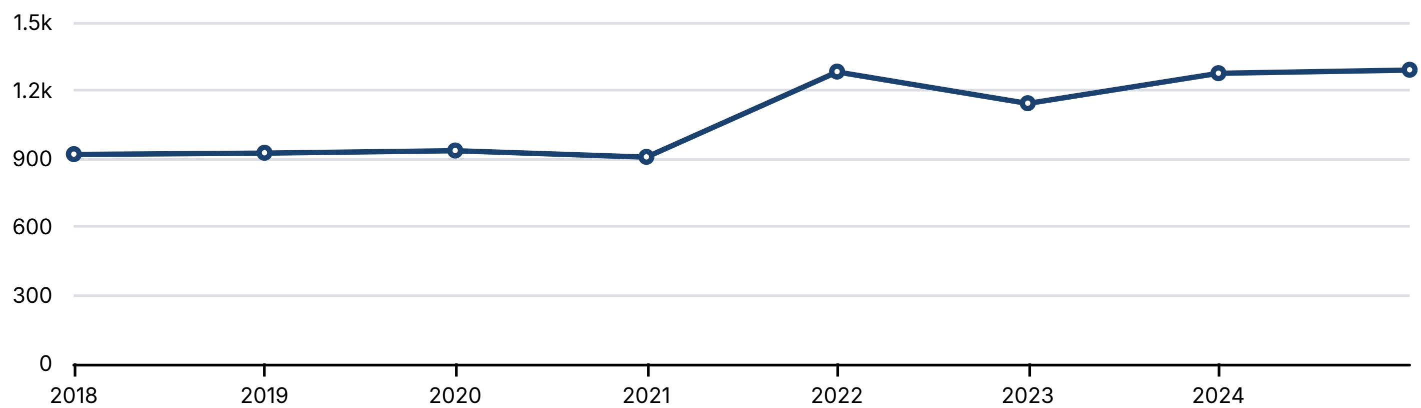

Figure 6.1: *Shows the total number of active business establishments in the area, including those without employees. It helps indicate the scale and diversity of the local business base. (Wainwright, 2018-2025)*[3]

Wainwright had 1,289 active business establishments in 2025, showing a business base that has expanded noticeably over the past several years. The series points to a clear upward shift after a brief setback in 2021. The count moved from 918 in 2018 to 934 in 2020, then dipped to 906 in 2021. It rebounded sharply to 1,281 in 2022, fell to 1,142 in 2023, and recovered again to 1,274 in 2024 before edging up to 1,289 in 2025. That leaves the area 38.0% above its 2020 level over five years. The recent pattern is more stable than the one-year swings suggest. Growth was modest in the latest year at 1.2%, but that followed an 11.6% increase in 2024 and a much larger 41.4% jump in 2022. Taken together, the data show a larger local business base than at the start of the period, though with noticeable year-to-year volatility. The main signal is expansion, not smooth linear growth.

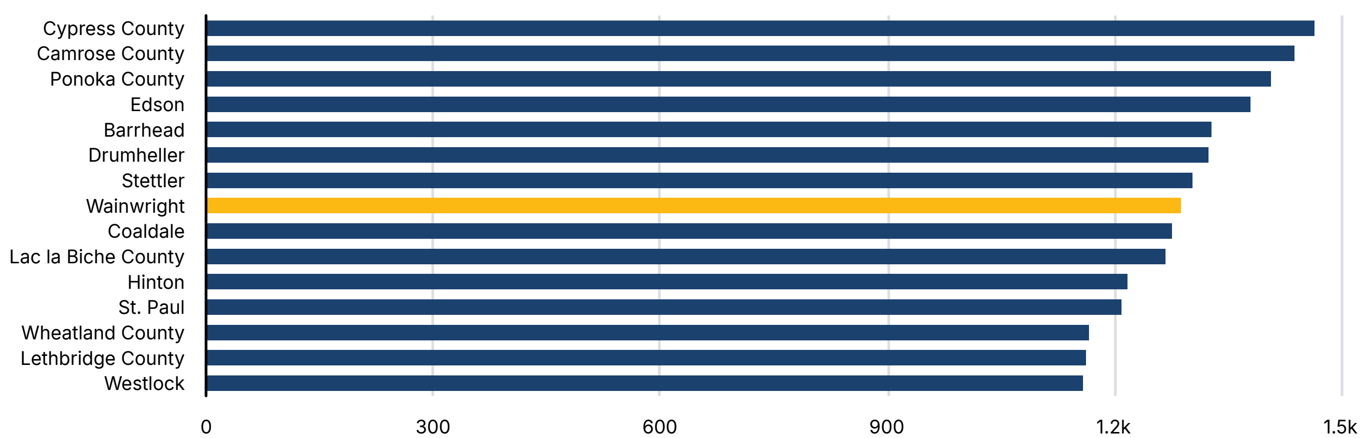

Figure 6.2: *Comparison of Business Establishments with other locations (Wainwright, 2025)*[3]

Establishments by Size

Wainwright's business base in 2025 was led by establishments without employees, at 876 businesses, while 1 to 4 employee firms numbered 208 and 5 to 9 employee firms numbered 88. The largest group was up 3.9% from 2024 and 41.3% from 2020, while the 100 to 199 employee group fell to 2 businesses, down 33.3% from 2024 and 50.0% from 2020.

Wainwright's business establishment mix in 2025 is strongly weighted toward very small firms, led by 876 establishments without employees. That category remains the largest by a wide margin and is the clearest feature of the local size profile. The next largest group, firms with 1 to 4 employees, totals 208 businesses, followed by 10 to 19 employees at 65 and 5 to 9 employees at 88. Mid-sized and larger establishments are much fewer: 35 businesses have 20 to 49 employees, 12 have 50 to 99, 2 have 100 to 199, 2 have 200 to 499, and 1 has 500 or more. Recent change is mixed. In 2025, no-employee establishments rose 3.9% and are up 41.3% from 2020. Smaller employee groups moved unevenly, with 10 to 19 employees up 12.1% in the year, while 5 to 9 employees fell 14.6%. The pattern suggests a local business base dominated by microbusinesses, with a much thinner layer of larger employers.

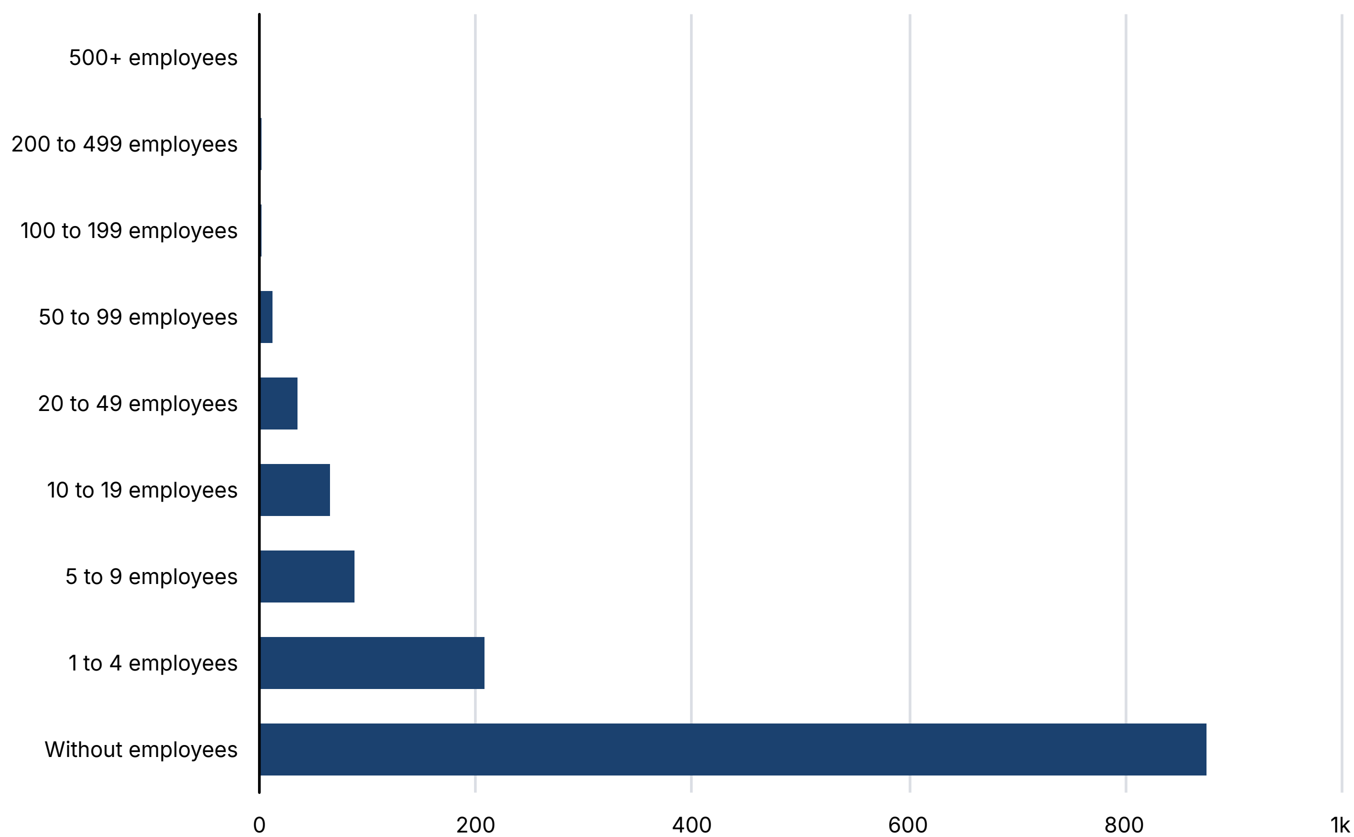

Figure 7.1: *Shows how businesses are distributed by number of employees. It helps indicate whether the local economy is dominated by very small, small, or larger firms. (Wainwright, 2025)*[3]

Employed Residents by Occupation

Sales and service occupations remained the largest group in Wainwright in 2021 at 925 people, little changed from 920 in 2011 and 915 in 2016. The next largest groups were trades, transport and equipment operators at 730 people and occupations in education, law and social, community and government services at 530 people.

Wainwright's employed residents in 2021 were concentrated in sales and service occupations, the largest group at 925 people. The next largest were trades, transport and equipment operators and related occupations at 730, followed by education, law and social, community and government services at 530. Business, finance and administration occupations also reached 500, showing a broad spread across several fields. Recent trends were mixed. Sales and service occupations were essentially flat over five years, rising only 1.1% from 2016. In contrast, business, finance and administration grew by 29.9%, health occupations by 27.7%, and education, law and social, community and government services by 32.5%. Trades occupations increased more modestly, by 2.8%. The sharpest change was in legislative and senior management occupations, which fell to 10 people in 2021 from 410 in 2016, a drop of 97.6%. Natural resources, agriculture and related production occupations also edged down, while manufacturing and utilities slipped. This suggests a workforce still anchored in service and trades, but shifting toward administrative, health and community work.

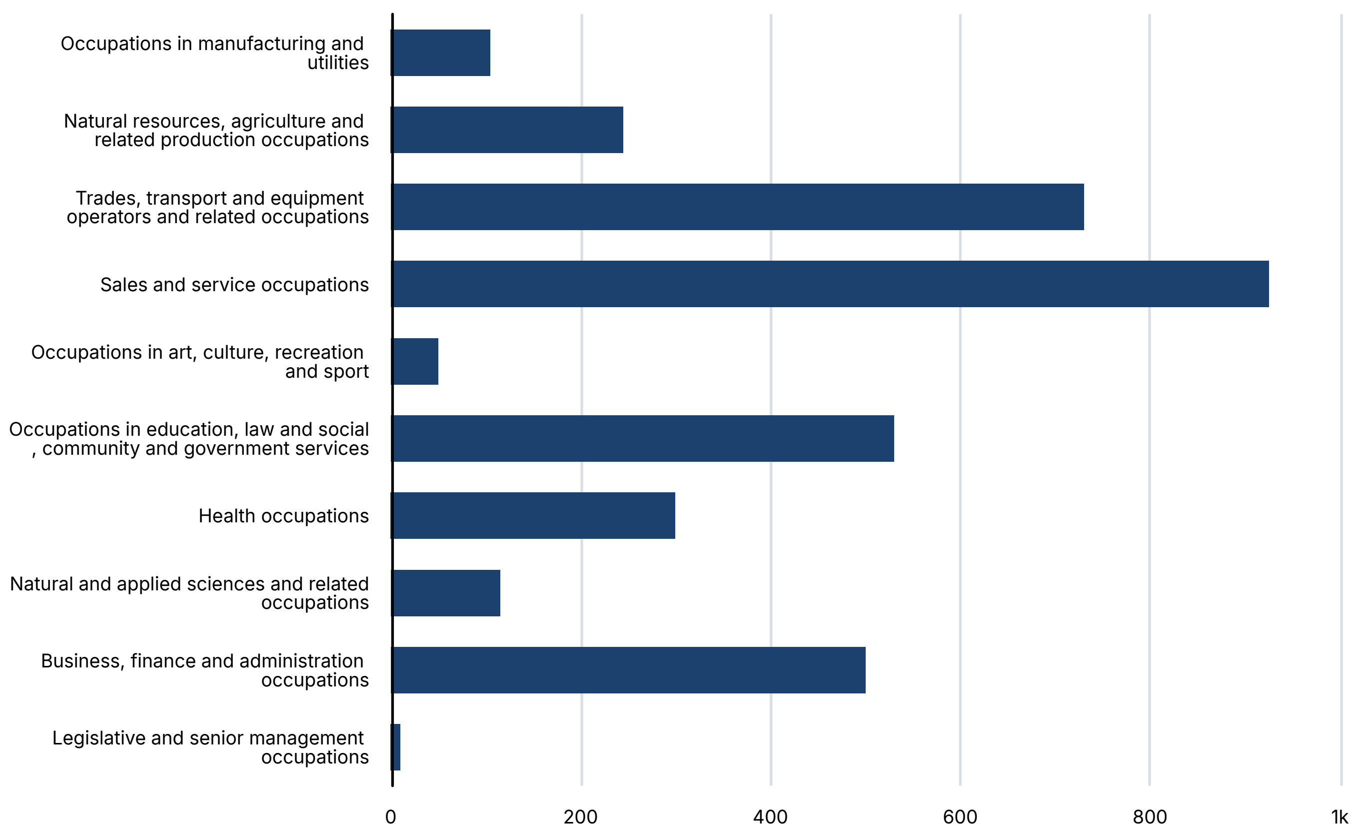

Figure 8.1: *Shows the occupations held by employed residents. It helps indicate the community's skill mix and the kinds of work people do. (Wainwright, 2021)*[1]

Labour Force Status

In June 2026, employed residents remained the largest group in Camrose--Drumheller at 99,700, despite a 9.4% year-over-year decline. Those not in the labour force rose to 65,900, while unemployment fell to 6,400.

In June 2026, labour force status in Camrose--Drumheller was still dominated by employed residents, while the most notable recent change was the increase in people not in the labour force. Over time, employment remained the largest group, but the latest year showed clear softening. At the reference date, 99,700 residents were employed, 6,400 were unemployed, and 65,900 were not in the labour force. Compared with a year earlier, employment was down 9.4%, while the not-in-the-labour-force group rose 19.4%. Unemployment was also lower than a year earlier, falling 4.5%, though it remained well above levels seen through much of the earlier period. Overall, the movement appears to be away from employment and toward non-participation, rather than a straightforward shift into unemployment. The employed count was still far larger than either other group, but it had slipped below the recent peaks reached in 2025, leaving the labour market weaker than before.

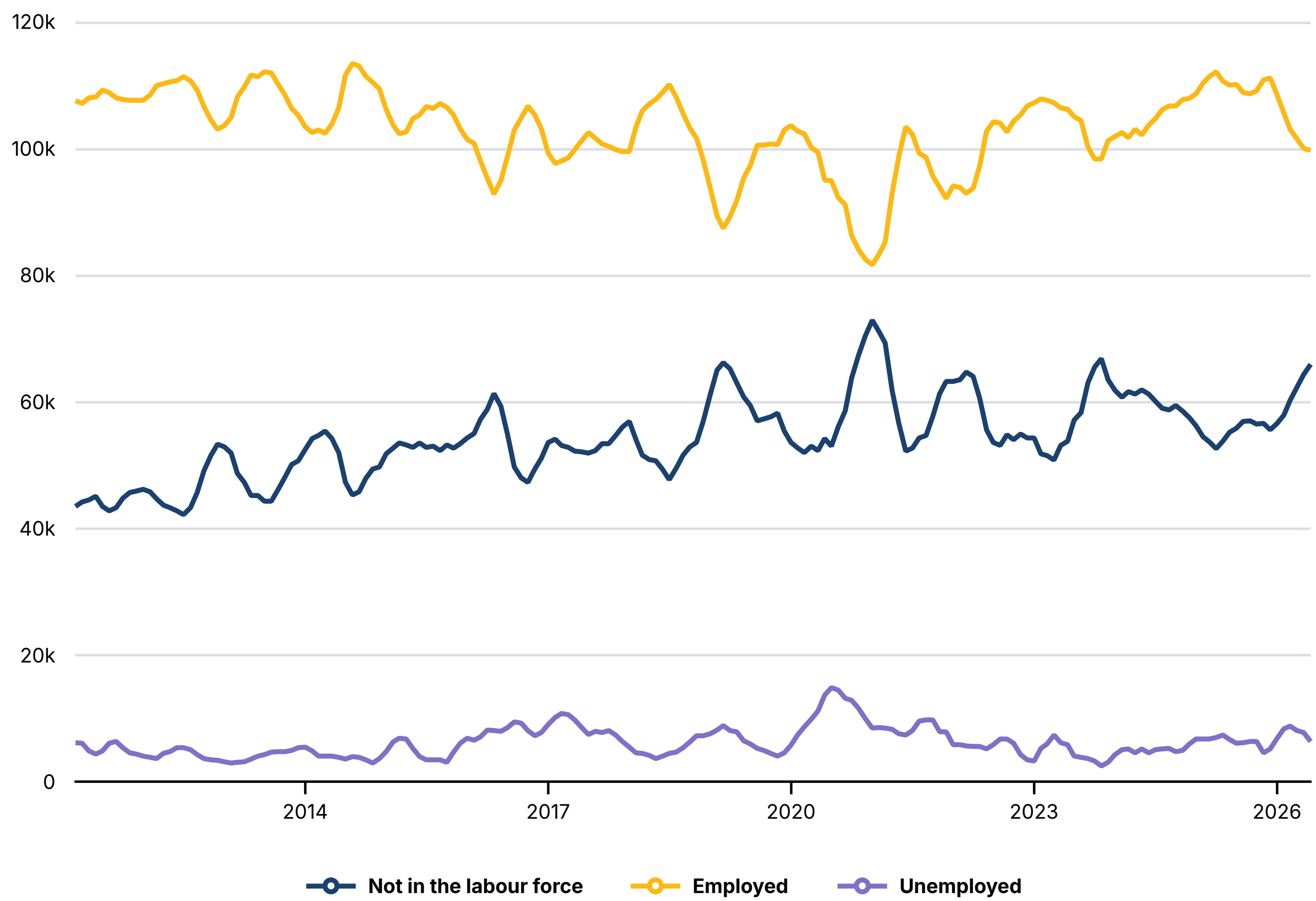

Figure 9.1: *Shows whether residents are employed, unemployed, or not in the labour force. It helps indicate how people are participating in the labour market. (Camrose--Drumheller, 2011-2026)*[4]

Work Activity

In Camrose--Drumheller, the largest group was people who worked full year full time, at 81,400 in June 2026, down 6.9% from a year earlier. Part year and/or part time workers numbered 18,200, down 19.5% year over year.

Camrose-Drumheller's work activity profile in June 2026 is still dominated by people who worked full year full time. That group stood at 81,400 people, while 18,200 people worked part year and/or part time. The gap shows a clear separation between steadier full-time attachment and more limited work activity. The full-year full-time group was down 6.9% from a year earlier, but it remains far larger than the part-year and/or part-time group. The second category also fell sharply, declining 19.5% year over year. Compared with the earlier peak period, full-time work has moved lower from the levels seen in 2025, while the part-time or part-year group has also eased back. Recent months show a similar pattern of softer work activity across both groups, after stronger readings in late 2024 and through much of 2025. The main takeaway is a labor force structure centered on full-year full-time work, with both work-activity measures weakening over the past year.

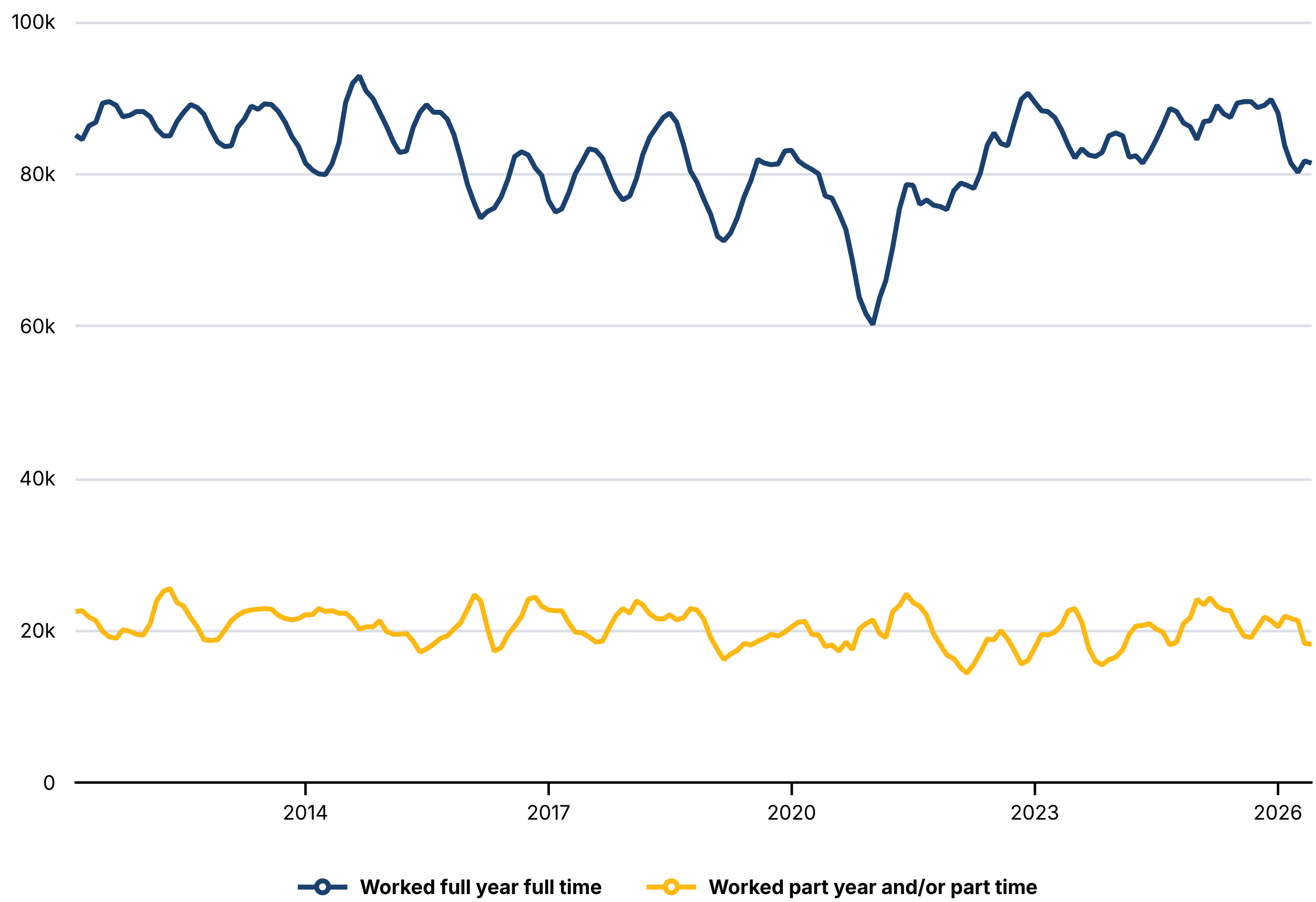

Figure 10.1: *Shows the amount of work activity people had during the reference period. It helps indicate attachment to work over the year, not just at a single point in time. (Camrose--Drumheller, 2011-2026)*[4]

Labour Force Participation Rate

Camrose--Drumheller's labour force participation rate was 61.7% in June 2026, down 9.1% from a year earlier. The rate had been 67.6% in December 2025 and 69.4% in April 2025, showing a decline after that spring peak.

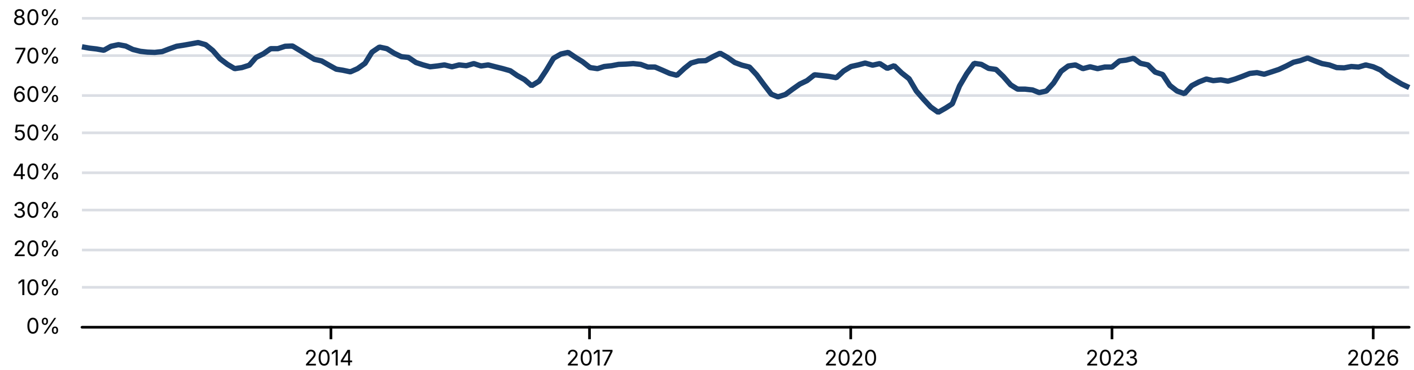

Figure 11.1: *Shows the share of the working-age population that is employed or actively looking for work. It helps indicate the level of labour market engagement. (Camrose--Drumheller, 2011-2026)*[4]

Camrose--Drumheller's labour force participation rate was 61.7% in June 2026 for people aged 15 and over in private households. The series shows a clear rise and fall pattern over time, with the latest reading sitting below the stronger levels seen earlier in the period. The rate reached 69.4% in April 2025 and then eased through the following months. By December 2025 it was 67.6%, before slipping to 67.1% in January 2026 and then trending lower each month to 61.7% in June. That leaves the latest figure 9.1% below its level a year earlier. The data also shows that this is not a one-direction series. Earlier periods include sharp drops, such as 56.7% in December 2020 and 55.3% in January 2021, followed by a recovery through 2023 and much of 2024. Taken together, the pattern suggests labour market engagement in the area has weakened in recent months after a period of recovery, but the longer record shows that participation has moved through several distinct swings rather than a steady decline.

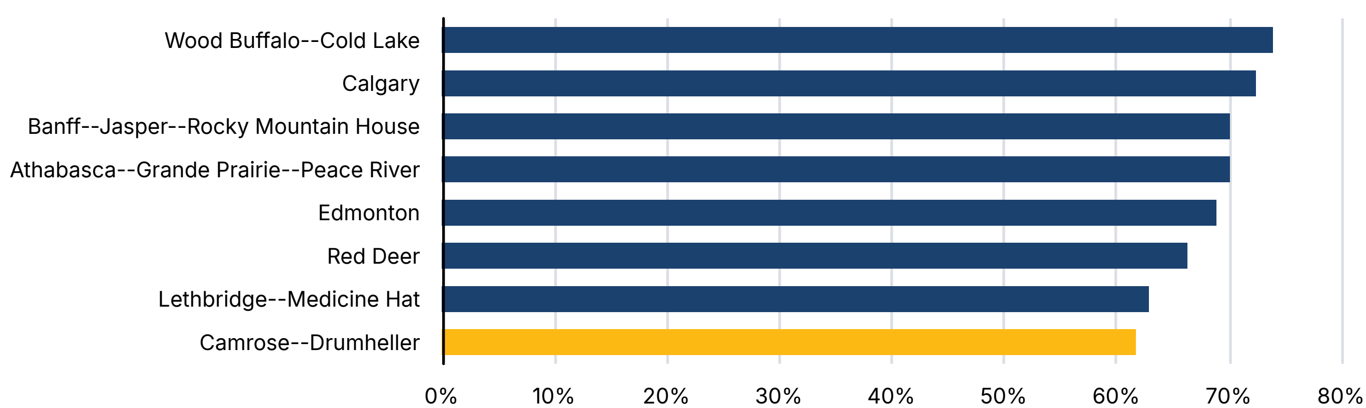

Figure 11.2: *Comparison of Labour Force Participation Rate with other locations (Camrose--Drumheller, 2026)*[4]

Employment Rate

Camrose--Drumheller's employment rate was 57.9% in June 2026, down 9.5% from a year earlier. The rate had reached 64.6% in December 2025, then declined through the first half of 2026 to 57.9%.

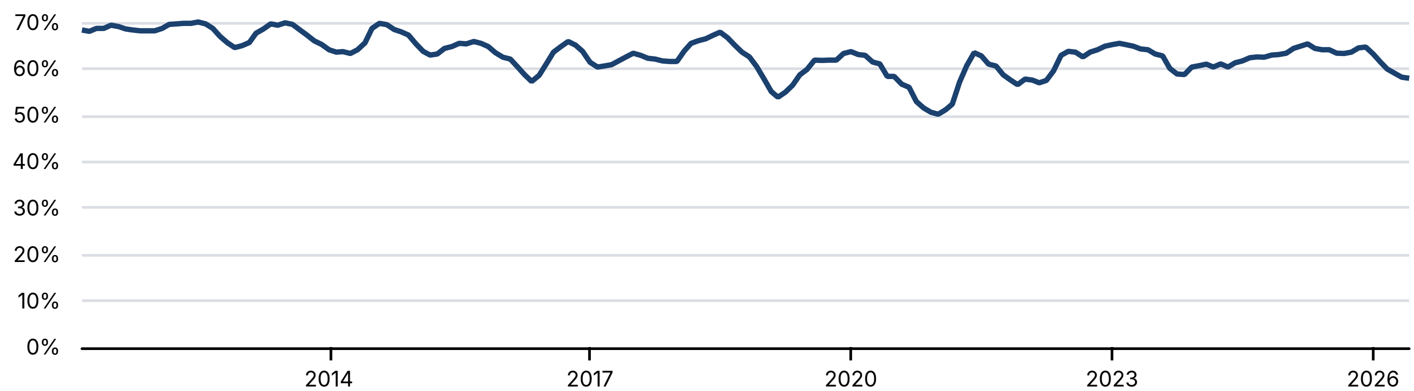

Figure 12.1: *Shows the share of the working-age population that is employed. It helps indicate overall labour market health and how fully local talent is being used. (Camrose--Drumheller, 2011-2026)*[4]

Camrose--Drumheller's employment rate stood at 57.9% in June 2026 for residents aged 15 years and over in private households. The main pattern is a clear recent softening after a period of recovery, with the latest reading still well below earlier highs in the series. The rate reached 64.6% in December 2025 and 65.3% in April 2025, but it has since fallen for several months in a row. Compared with June 2025, the employment rate was down 9.53%. Earlier in the series, it moved as high as 70.0% in July 2012 and fell as low as 50.1% in January 2021. That long view shows the area has seen repeated swings rather than a steady path. The sharp drop in early 2026 follows a rebound through 2024 and 2025, suggesting the local labour market has not held onto its gains. For labour market monitoring, the June 2026 figure points to weaker employment use than in the recent past, even though it remains above the pandemic low.

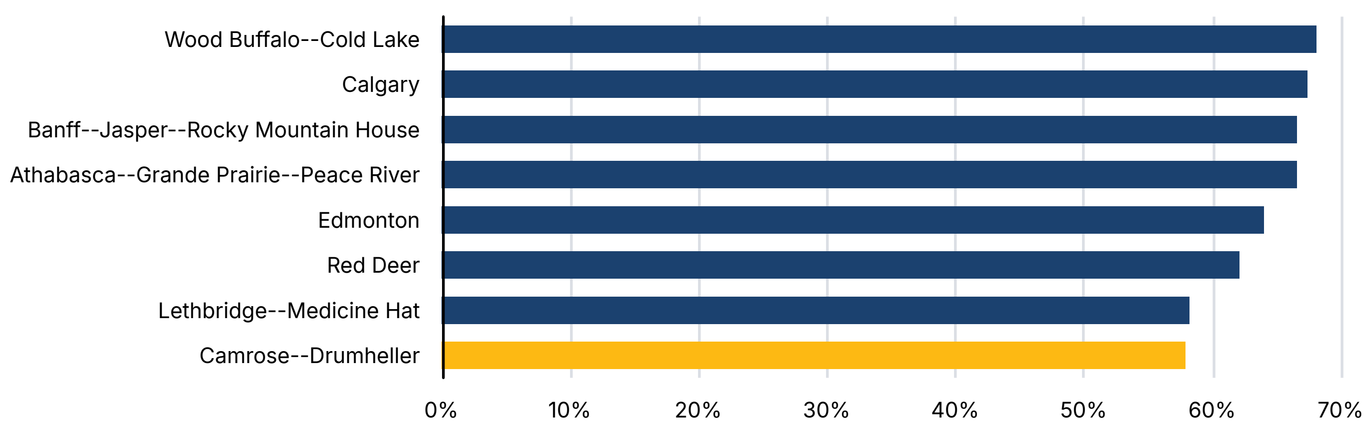

Figure 12.2: *Comparison of Employment Rate with other locations (Camrose--Drumheller, 2026)*[4]

Unemployment Rate

Camrose--Drumheller's unemployment rate was 6.0% in June 2026, up 5.3% from a year earlier. It was lower than the recent peak of 7.9% in March 2026, but higher than 4.5% in December 2025.

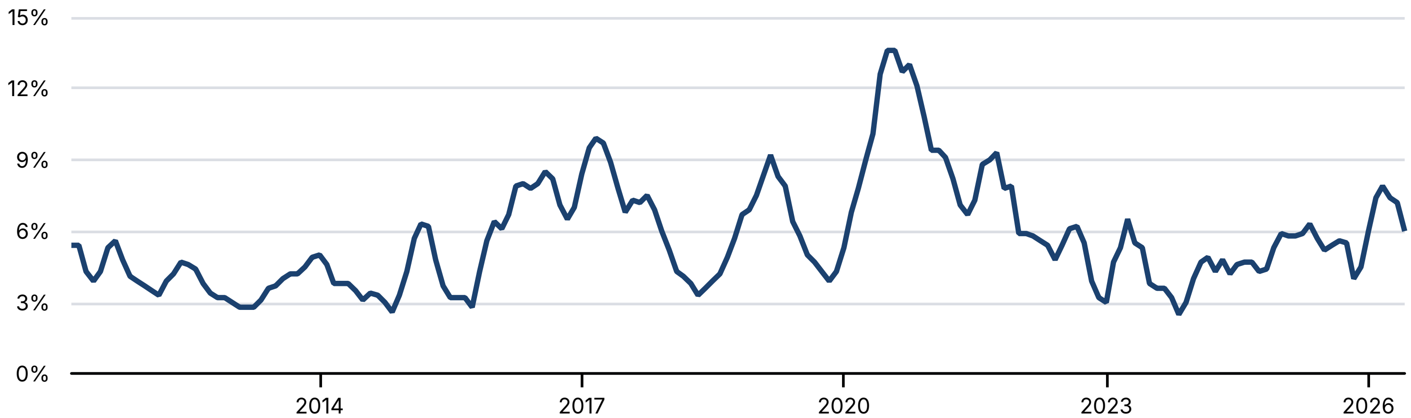

Figure 13.1: *Shows the share of the labour force that is unemployed and actively seeking work. It helps indicate labour market weakness and job search pressure. (Camrose--Drumheller, 2011-2026)*[4]

Camrose--Drumheller's unemployment rate was 6.0% in June 2026 for people aged 15 and over in private households. The series indicates a labour market that has swung up and down sharply over time, with a recent increase after a brief stretch of lower readings in late 2025. The rate was 4.5% in December 2025, rose to 6.0% in January 2026, and peaked at 7.9% in March before easing back to 6.0% in June. Compared with June 2025, when the rate was 5.7%, the latest figure is 0.3 percentage points higher year over year. Looking farther back, the region has also recorded much lower unemployment, including 2.5% in November 2023. It has seen sharp spikes as well, such as 13.6% in mid-2020 and 9.9% in March 2017, highlighting a volatile pattern rather than a steady one.

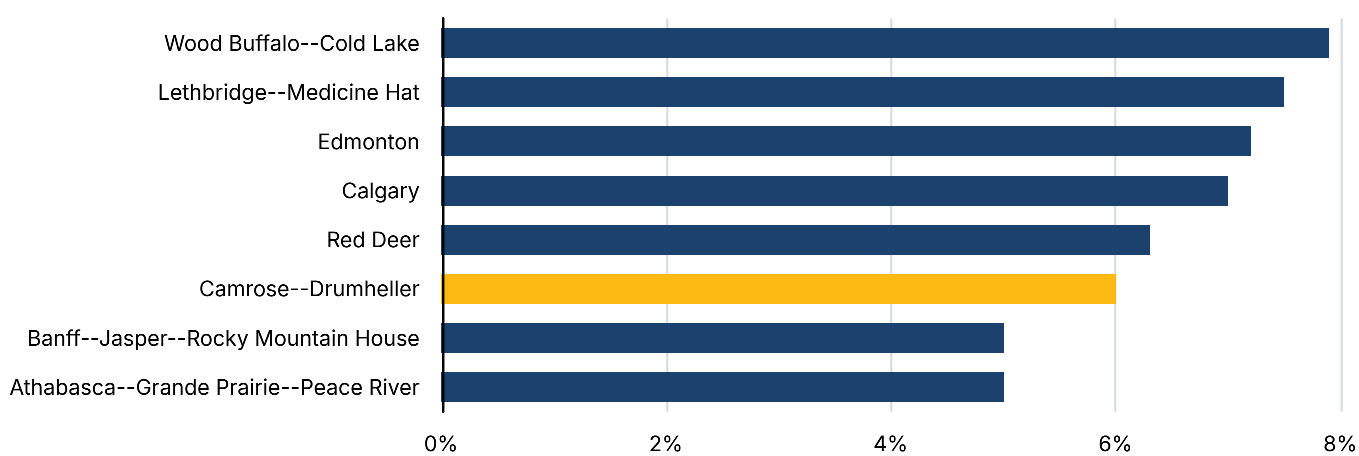

Figure 13.2: *Comparison of Unemployment Rate with other locations (Camrose--Drumheller, 2026)*[4]

Data Sources

1. Statistics Canada, Census Profile. Published in Dec 15, 2022.
2. Statistics Canada, Business Register; Localintel, Employment by Industry Estimates of Census Areas. Published in Mar 13, 2026.
3. Statistics Canada, Business Register. Published in Jun 1, 2025.
4. Statistics Canada, Labour Force Characteristics, Table 14-10-0462-01. Published in Jul 10, 2026.