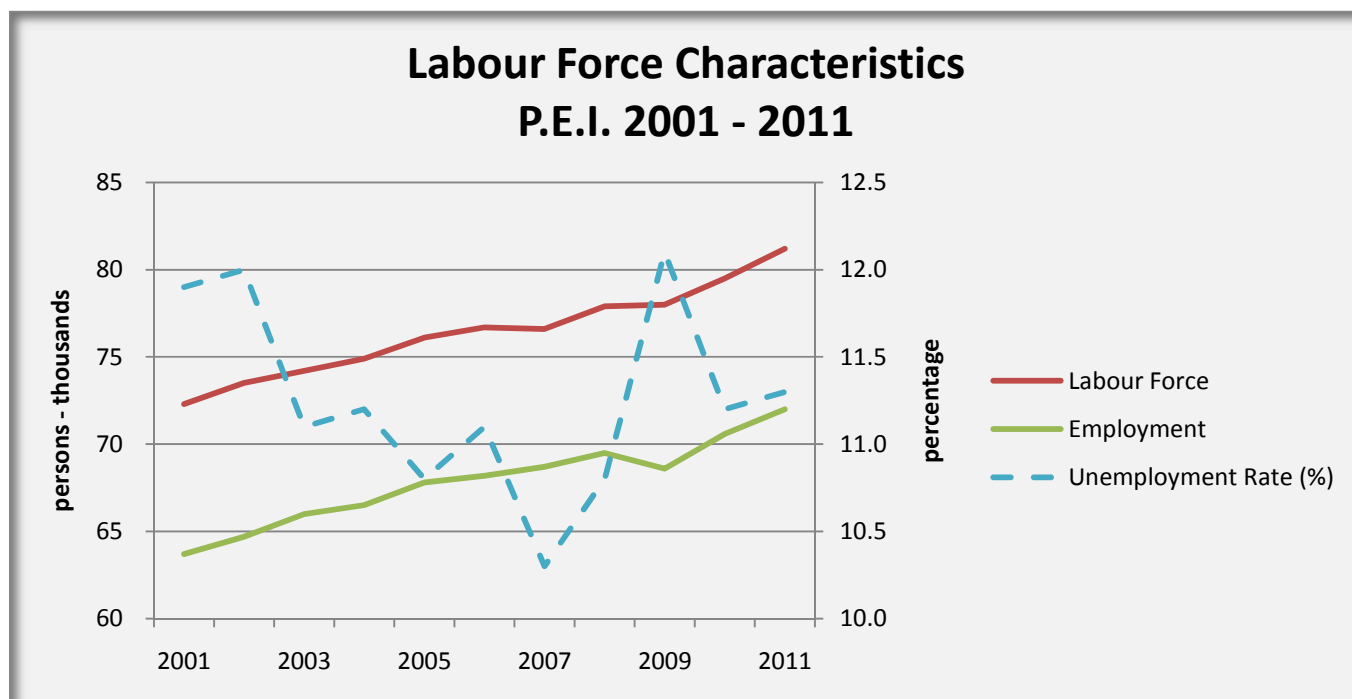


Highlights:

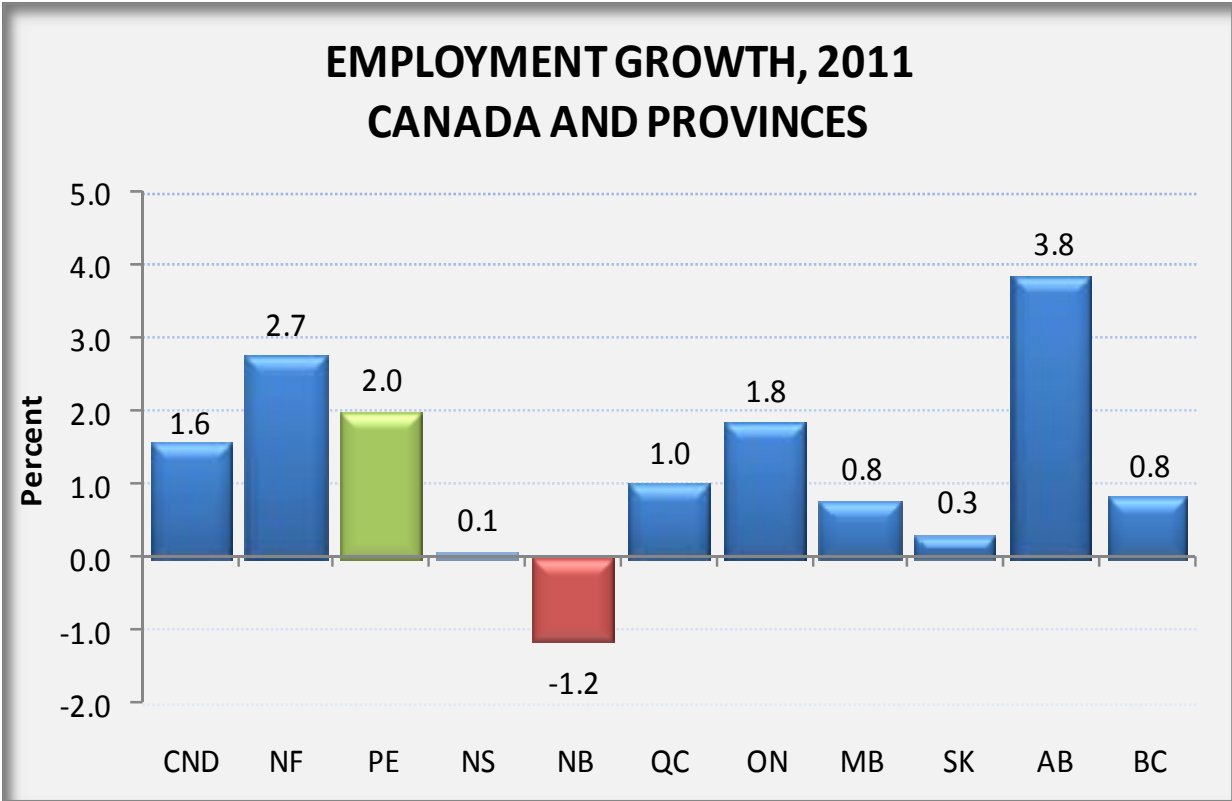
- P.E.I.'s unemployment rate averaged 11.3% in 2011, compared to 11.2% in 2010.
- Employment reached an all time high averaging 72,000 jobs, an increase of 2.0%, the third highest percentage growth in the country.
- Gains were seen in Agriculture (12.1%) and Other Primary Industries (14.3%).
- Job losses occurred in Administrative and Other Support Services (-14.3%) and Wholesale and Retail Trade (-2.9%).
- Total Labour Force averaged 81,200 persons, an increase of 2.1% over 2010.
- Total unemployed persons on P.E.I. averaged 9,200 in 2011, a 3.4% increase.
- The national unemployment rate averaged 7.4% in 2011.



Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0002

Annual Labour Force Survey data released by Statistics Canada on January 6, 2012 showed that 2011 employment grew by 2.0 per cent over 2010, which was the third highest employment growth rate in the country, behind only Alberta (3.8 per cent) and Newfoundland and Labrador (2.7 per cent). 2011 saw an increase in employment of 1,400 jobs to reach an all time high annual average of 72,000 jobs. All of the increase was in full time employment, which increased by 2,400 jobs over 2010. This increase was partially offset by a loss of 1,000 part time jobs. The annual unemployment rate for Prince Edward Island rose from 11.2 per cent in 2010 to 11.3 per cent in 2011. P.E.I.'s unemployment rate remains the second highest in the country, behind only Newfoundland and Labrador. The total number of unemployed persons increased by 300, or 3.4 per cent, to reach 9,200. The total labour force increased by 1,700 people (2.1 per cent) which caused the increase in the unemployment rate despite the rise in total employment. The participation rate for P.E.I. stood at 68.1 per cent in 2011, up from an average of 67.9 in 2010.

All provinces saw employment growth in 2011, with the exception of New Brunswick which declined by 1.2 per cent. Alberta led the way gaining 77,500 jobs which translates into growth of 3.8 per cent. Prince Edward Island was third in percentage growth at 2.0 per cent, or 1,400 jobs. The national average for job growth in 2011 was 1.6 per cent.

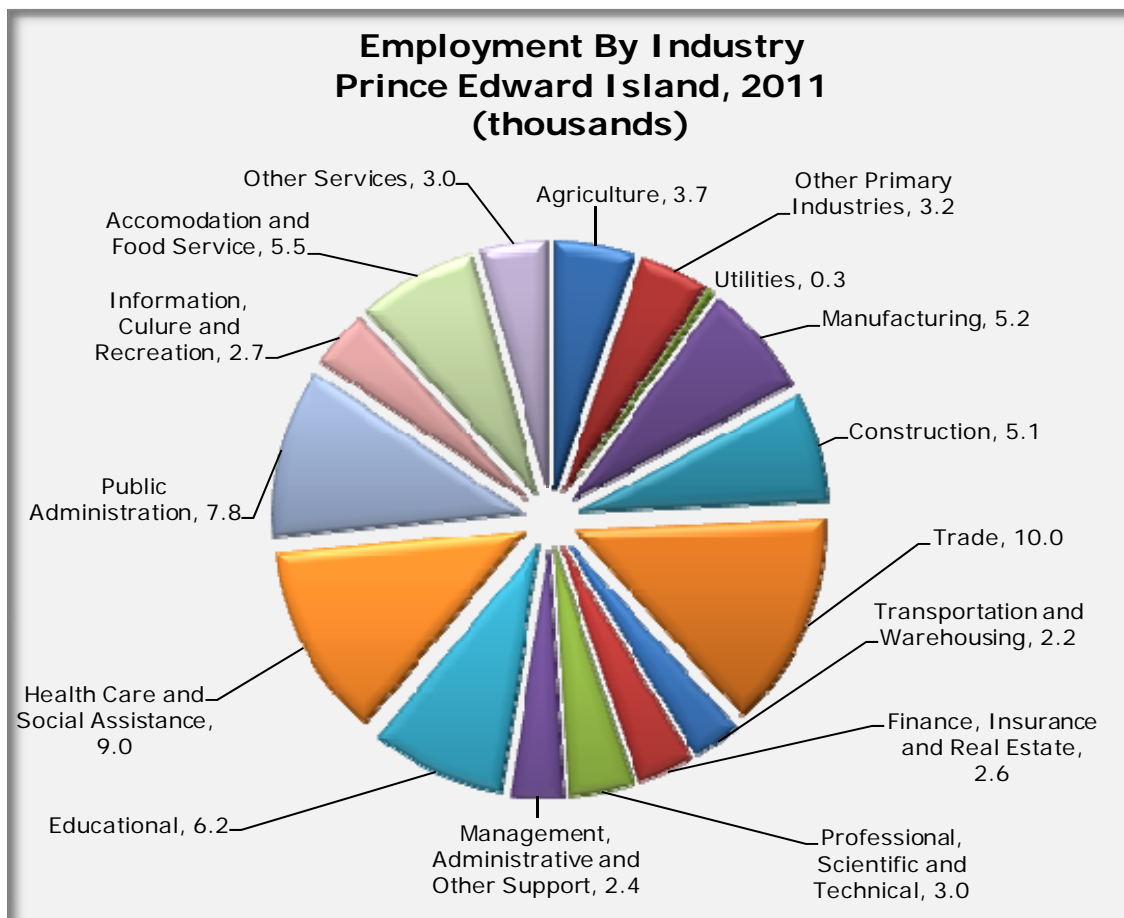


Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0002

Employment by Industry

The Goods-Producing and Service-Producing Sectors both saw employment gains in 2011. The Wholesale and Retail trade sector continues to be the largest employment industry on Prince Edward Island, employing 10,000 people in 2011. That sector was one of 5 sectors to see employment declines in 2011. Other industries to experience declines were Manufacturing, Management, Administrative and Other Support Services, Public Administration and Other Services. The largest increases came in Agriculture and Other Primary Industries, each gaining 400 jobs over 2010.

	2010	2011	Change
Good Producing Sector	16,700	17,600	900
Agriculture	3,300	3,700	400
Other Primary Industries	2,800	3,200	400
Utilities	300	300	0
Manufacturing	5,300	5,200	-100
Construction	5,000	5,100	100
Services Producing Sector	54,000	54,400	400
Trade	10,300	10,000	-300
Transportation and Warehousing	2,100	2,200	100
Finance, Insurance and Real Estate	2,500	2,600	100
Professional, Scientific and Technical	2,700	3,000	300
Management, Administrative and Other Support Services	2,800	2,400	-400
Educational	5,900	6,200	300
Health Care and Social Assistance	8,700	9,000	300
Public Administration	8,000	7,800	-200
Information, Culture and Recreation	2,600	2,700	100
Accommodation and Food Service	5,200	5,500	300
Other Services	3,200	3,000	-200



Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008

Employment by Occupation

	2008	2009	2010	2011
All Occupations	69,500	68,600	70,600	72,000
Management	5,900	5,900	6,300	5,900
Business, Finance and Administrative	11,700	11,200	12,400	11,800
Natural and Applied Sciences and Related Health	3,200	3,200	4,000	4,100
Social Science, Education, Government Service and Religion	5,200	4,800	5,600	5,200
Art, Culture, Recreation and Sport	5,700	6,200	6,500	6,700
Sales and Service	1,500	1,500	1,400	1,900
Trades, Transport and Equipment Operators and Related	16,900	17,200	16,200	17,000
Occupations Unique to Primary Industry	10,500	9,700	9,600	10,100
Occupations Unique to Processing, Manufacturing and Utilities	5,900	6,100	6,100	7,000
	3,100	2,800	2,600	2,500

Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0010

Occupations Unique to Primary Industry led the way in employment increases in 2011, increasing by 900 jobs, followed by Sales and Service occupations (800 jobs) and occupations in Art, Culture, Recreation and Sport (500 jobs), as well as Trades, Transport, and Equipment Operators and Related (500 jobs). Occupations where declines occurred were led by Business, Finance and Administrative (-600 jobs) and Management occupations (-400 jobs).

Labour Force Characteristics By Age and Gender

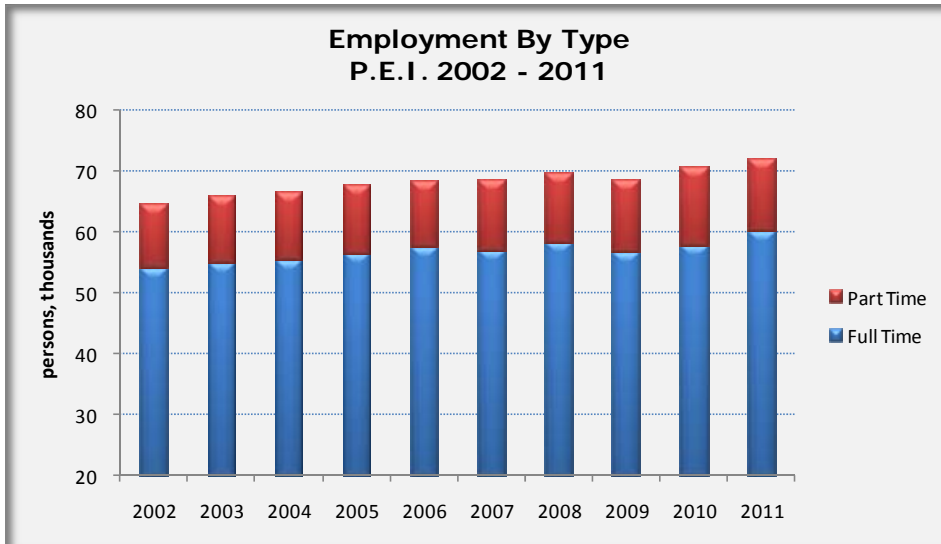
Employment by females accounted for the majority of the increase, gaining 1,000 jobs in 2011 over 2010 for an increase of 2.9 per cent. Females aged 45 to 64 years saw half of this growth, gaining 500 jobs. The unemployment rate for females rose by 0.3 percentage points to reach 9.4 per cent as the labour force increased faster than employment, growing by 3.2 per cent. Total labour force for females in 2011 was 39,500. The unemployment rate for males also increased by 0.3 percentage points, reaching 13.2 per cent. Male employment saw an increase of 400 jobs, while the total labour force reached 41,700, an increase of 1.2 per cent over 2010. The unemployment rate for males aged 15 to 24 fell 2.6 percentage points to 18.8 per cent compared to 21.4 per cent in 2010. The population cohort with the lowest unemployment rate in 2011 were females aged 25 to 44 with a rate of 7.7 per cent.

Labour Force Characteristics By Age and Gender Prince Edward Island 2011

	Males			Females		
	Labour Force	Employment	Unemployment Rate	Labour Force	Employment	Unemployment Rate
15 - 24	6.9	5.6	18.8	6.9	6.1	11.6
25 - 44	15.3	13.3	13.1	15.5	14.3	7.7
45 - 64	17.3	15.4	11.0	16.2	14.6	9.9
65+	2.2	1.9	13.6	1.0	0.9	--
Total	41.7	36.2	13.2	39.5	35.8	9.4

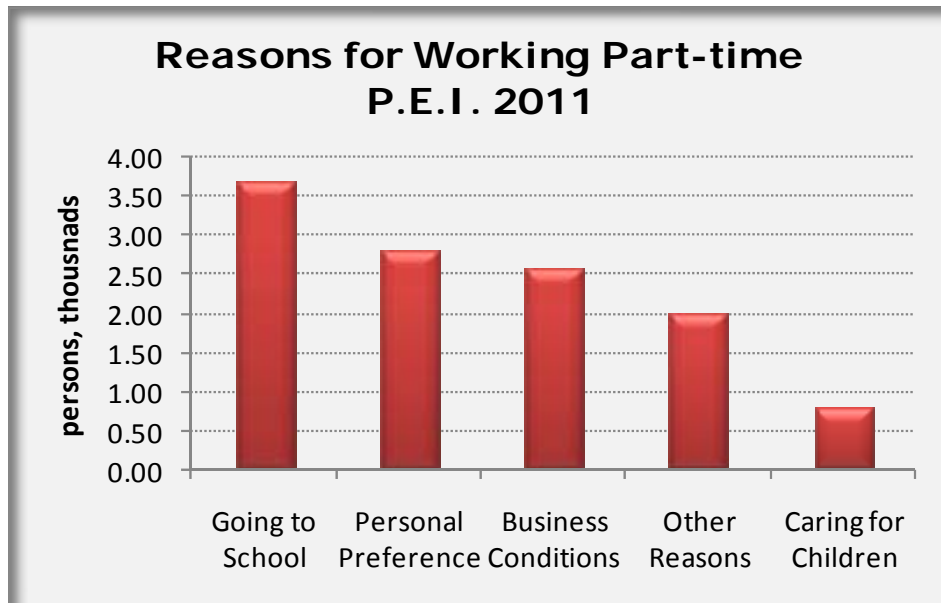
Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0002

Type of Employment



In 2011 on P.E.I., full-time employment averaged 60,200 and part-time employment averaged 11,800. Part-time employment represented 16.4 per cent of total employment. This is a drop from 2010 when part-time employment made up 18.1 per cent of the total, but on par with the average since 2002, which is 16.7 per cent. By comparison, nationally 19.1 per cent of total employment was part-time in 2011.

Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0002

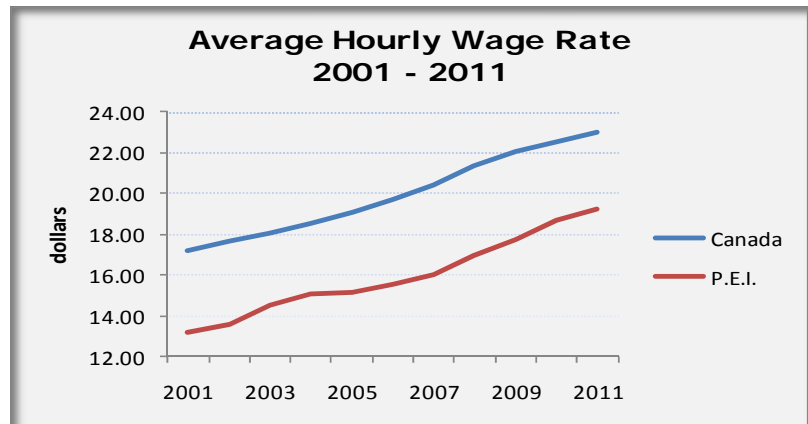


Of P.E.I.'s 11,800 part-time workers in 2011, 31.4 per cent stated going to school as the main reason for working part time, 23.7 per cent indicated personal preference, 22 per cent stated business conditions, 16.9 per cent stated other reasons (voluntary, illness, family responsibilities, could not find full time work), and 6.8 per cent indicated they were caring for children as the main reason they were working part-time.

Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0014

Wages

P.E.I.'s average hourly wage rate was \$19.23 in 2011. This is an increase of \$0.51 or 2.7 per cent. The average hourly wage rate for Canada was \$22.99 in 2011, an increase of 2.0 per cent over 2010. Since 2002, P.E.I.'s average hourly wage has increased by 41.4 per cent, while the average rate for Canada has increased by 30.2 per cent over the same period.



Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072

Urban and Rural Areas

Employment in urban areas¹ accounted for 59.0 per cent of total employment on Prince Edward Island in 2011, which translates into 42,500 jobs. This is an increase of 1.4 per cent or 600 jobs over 2010. Employment in rural areas increased by 2.4 per cent, or 700 jobs. The unemployment rate in rural areas increased by 0.5 percentage points to reach 15.0 per cent in 2011, while in urban areas the unemployment rate reached 8.6 per cent, an increase of 0.1 percentage points. More people were looking for work in both areas of the province, as the labour force increased by 1.5 per cent in urban areas and by 3.0 per cent in rural areas.

Labour Force Characteristics by Urban and Rural Areas Prince Edward Island 2011

	Urban			Rural		
	2010	2011	Change	2010	2011	Change
Population (15+)	66.3	68.0	2.6%	50.8	51.2	0.8%
Labour Force	45.8	46.5	1.5%	33.7	34.7	3.0%
Employment	41.9	42.5	1.4%	28.8	29.5	2.4%
Unemployment	3.9	4.0	2.6%	4.9	5.2	6.1%
Unemployment Rate(%)	8.5	8.6	0.1	14.5	15.0	0.5
Not In Labour Force	20.5	21.5	4.9%	17.1	16.5	-3.5%
Participation Rate (%)	69.1	68.4	-0.7	66.3	67.8	1.5

Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0119

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A Guide To The Labour Force Survey for 2011 can be found on the Statistics Canada website:

<http://www.statcan.gc.ca/pub/71-543-g/71-543-g2011001-eng.htm>

¹ Urban areas, as defined by Statistics Canada for Labour Force Survey purposes, consist of the Charlottetown and Summerside census agglomerations. **Charlottetown CA** consists of Charlottetown, Stratford, Cornwall, Rocky Point, Lot 65, Meadowbank, Clyde River, Lot 31, Warren Grove, Miltonvale Park, Winsloe South, Brackley, Union Road, Lot 33, Lot 34, Lot 35, Lot 36, Scotchfort, and Lot 48. **Summerside CA** consists of Summerside, Linkletter, Lot 17, and Miscouche. Rural areas are the non-census agglomeration areas of the province.