

VERMILION

# Economic Report

# Table of Contents

Employment Rate	4
Business Establishments	5
Employment by Sector	6
Establishments by Sector	7
Establishments by Size	8
Household After-Tax Income	9
Individual After-Tax Income	10
Individual Employment Income	11
Labour Force Participation Rate	12
Labour Force Status	13
Work Activity	14
Employed Residents by Occupation	15

## Executive Summary

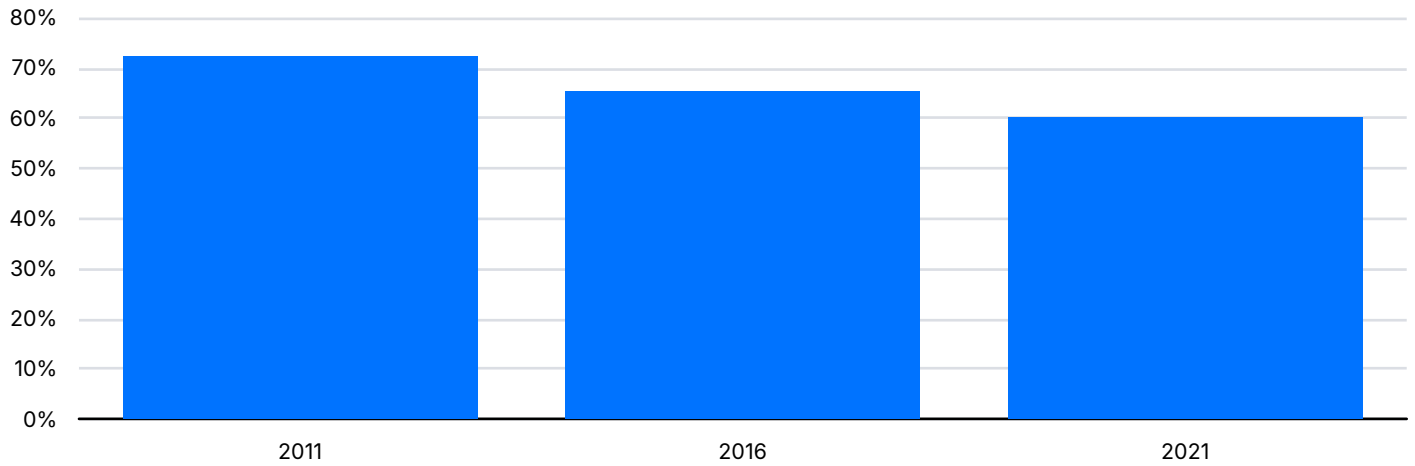
Vermilion presents a mixed economic picture in which business activity has expanded, but labour market participation and employment have weakened over time. By 2021, both the employment rate and the labour force participation rate had fallen steadily from their 2011 levels, pointing to a smaller share of residents who were working or actively engaged in the labour market. Work patterns also became less attached to steady employment over the five years to 2021: the number of residents who did not work increased, while both full-year full-time work and part-year or part-time work declined. Even so, employed residents still formed the largest labour force group, ahead of those unemployed and those outside the labour force.

The business base tells a different story. Vermilion had 1,121 active businesses in 2025, up over both one year and five years, although the path was uneven, with a sharp rise in 2022 followed by a drop and then a recovery. The local economy is shaped by a strong small-business structure: most establishments have no employees or only a handful, while larger firms are uncommon. Agriculture remains the largest business sector, with real estate and rental and leasing also prominent, suggesting an economy grounded in primary industry and local service activity rather than large-scale enterprise. Employment is concentrated in a few fields, led by health care and social assistance, retail trade, and educational services. Health care stands out not only as the largest employer but also as the strongest recent growth area, while other sectors moved in less consistent directions.

Income patterns reinforce the sense of a broad but uneven local economy. Household income is spread across a wide range, with the largest concentrations in middle and upper-middle brackets rather than in a single dominant band. At the individual level, after-tax income clusters in the middle and lower-middle ranges, while employment income is weighted more heavily toward lower and middle earnings, including a notably large group with very low employment income. Vermilion therefore emerges as a town with an active and growing business base, but one where that resilience sits alongside softer labour market engagement and a population whose earnings are more concentrated below the highest income levels.

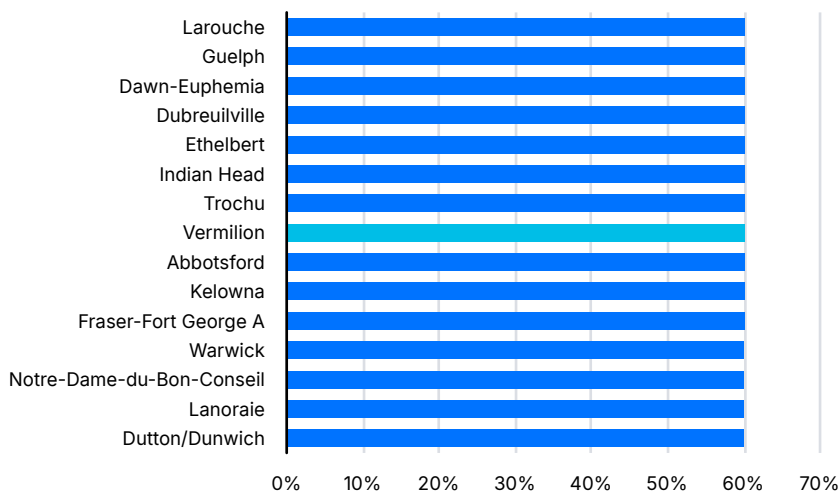
# Employment Rate

Vermilion’s employment rate fell to 60.2 % in 2021, a 7.95 % drop over the past five years, down from 72.2 % in 2011, indicating weakening labour market utilisation.



**Figure 1.1:** 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. (Vermilion, 2011-2021)<sup>1</sup>

Vermilion’s employment rate has fallen steadily across the last three census points, pointing to a weaker employment share among residents aged 15 and over. The decline is clear in the 2011 to 2021 trend. The rate was 72.2% in 2011, dropped to 65.4% in 2016, and reached 60.2% in 2021. That means the town lost 12.0 percentage points over the decade, with most of the decline occurring between 2011 and 2016. The 5-year changes reinforce that pattern: employment fell by 9.4% from 2011 to 2016 and by 8.0% from 2016 to 2021. The pace eased slightly in the second period, but the direction stayed negative. In plain terms, the data show a persistent downward trend rather than a short-term dip.

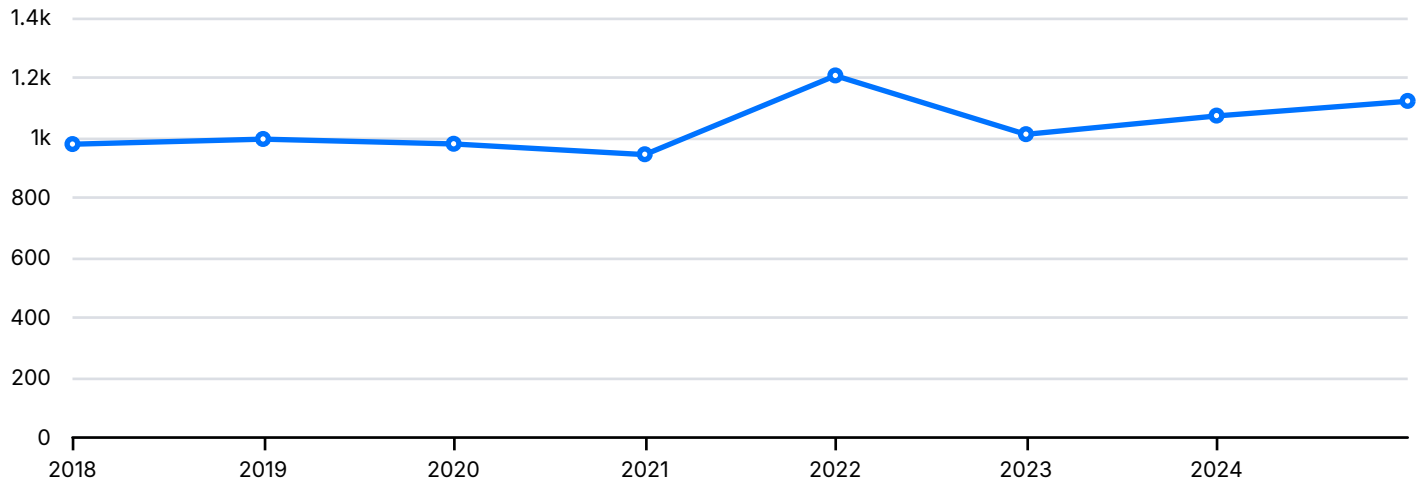


Vermilion’s employment rate, measured for the labour force aged 15 years and over, has eased over time. It was 72.2% in 2011, fell to 65.4% in 2016, and reached 60.2% in 2021. That 2021 level sits below several nearby places, including Marwayne at 66.3% and Kitscoty at 66.7%, but above Chipman at 39.5% and Innisfree at 22.2%.

**Figure 1.2:** Comparison of Employment Rate with other locations (Vermilion, 2021)<sup>1</sup>

# Business Establishments

Vermilion now hosts 1,121 active businesses, a 4.6 % rise from 2024 and 14.6 % growth since 2020, indicating a strengthening and diversifying local business base.



**Figure 2.1:** 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. (Vermilion, 2018-2025)<sup>2</sup>

Vermilion had 1,121 active business establishments in 2025, continuing a recovery after a sharp swing earlier in the period. The local business base remained larger than it was in 2018, but the path was uneven. The count rose from 977 in 2018 to 994 in 2019, then slipped to 978 in 2020 and 943 in 2021. It jumped to 1,206 in 2022, fell to 1,010 in 2023, and then recovered to 1,072 in 2024 and 1,121 in 2025. That leaves Vermilion up 14.6% over five years, with 2025 also 4.6% above 2024. The pattern suggests a business base that is expanding, but not on a straight line.

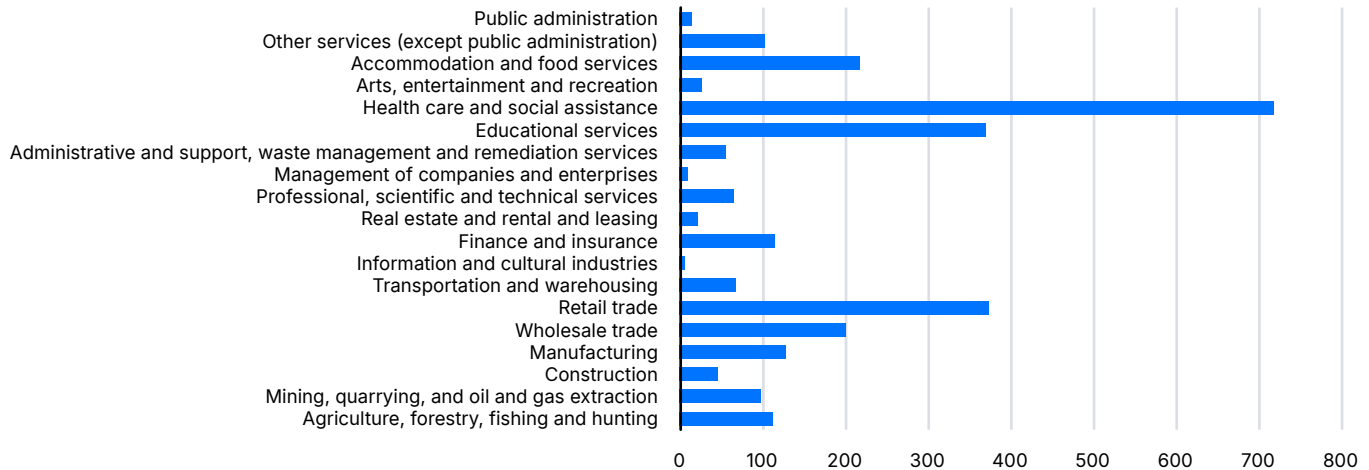


Vermilion had 1,121 active business establishments in 2025, showing a modest rise after a sharper swing in recent years. The total increased 4.6% from 2024 and 14.6% over five years, while peaking at 1,206 in 2022 before falling to 1,010 in 2023. The local business base is unevenly distributed. One area held 690 establishments in 2025, while others ranged from 18 to 115. That pattern points to a sizeable core of activity, with recent gains rebuilding some of the ground lost after the 2022 peak.

**Figure 2.2:** Distribution of Business Establishments (Vermilion, 2025)<sup>2</sup>

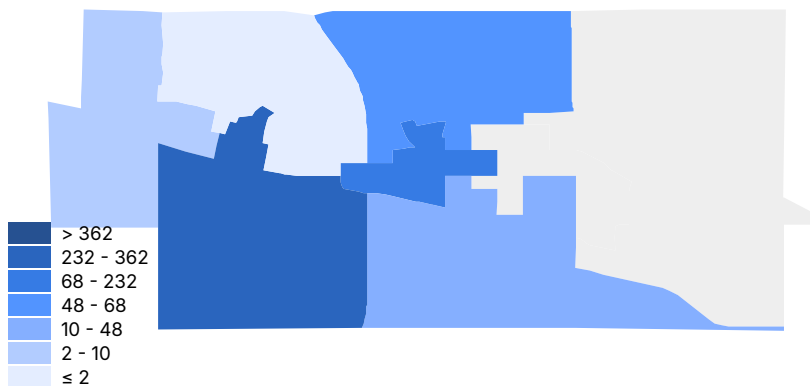
# Employment by Sector

Health care and social assistance was the largest sector in Vermilion in 2025, with 720 people. It rose 26.3% from 2024 and 233.3% over five years, ahead of retail trade at 375.



**Figure 3.1:** Shows how employment is distributed across industry sectors. It helps indicate which sectors account for the largest share of local jobs. (Vermilion, 2025)<sup>3</sup>

Vermilion’s employment by sector in 2025 is concentrated in a few fields, with health care and social assistance the largest employer at 720 people. Retail trade follows at 375, and educational services is close behind at 371. These three sectors anchor the local job mix, while many others are much smaller. Recent change is uneven. Health care and social assistance rose 26.3% over one year and 233.3% over five years. Mining, quarrying, and oil and gas extraction also grew 34.3% in the past year. By contrast, wholesale trade fell 39.3% year over year, and accommodation and food services declined 32.7%.

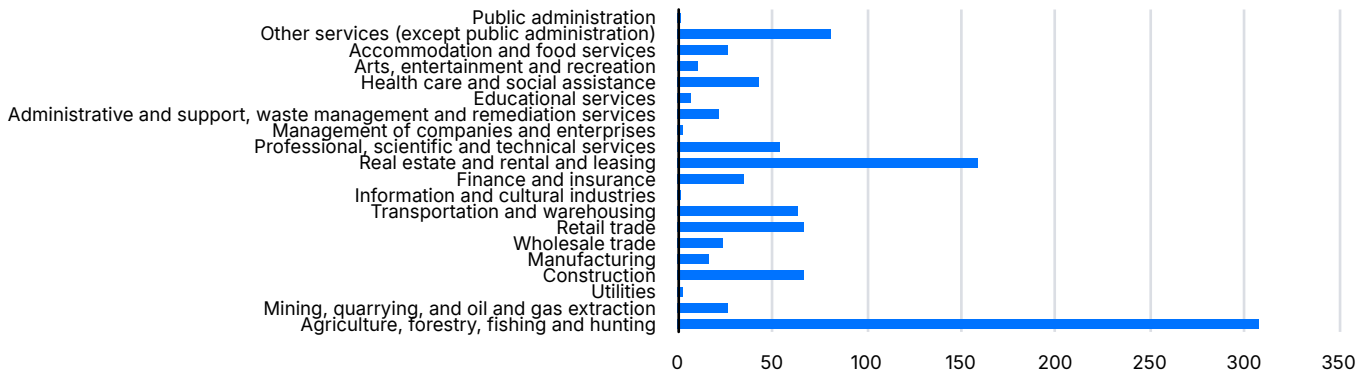


In Vermilion, employment is spread across a mix of sectors, but health care and social assistance is the largest employer at 720 people in 2025. Retail trade follows with 375, and educational services with 371. Health care also posted the strongest recent growth, rising 26.3% over one year, while wholesale trade fell 39.3%.

**Figure 3.2:** Distribution of Largest Group: Naics - Health care and social assistance (Vermilion)<sup>3</sup>

# Establishments by Sector

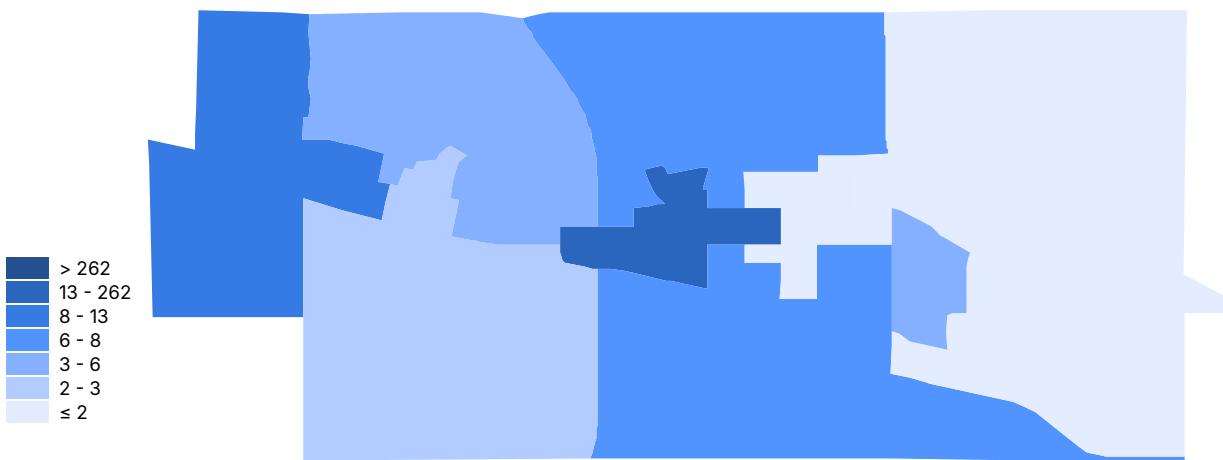
Agriculture dominates Vermilion's economy with 308 businesses, up 4.8% year-over-year, while the fastest-growing segment adds only 7 firms but surged 75%, showing strong niche expansion.



**Figure 4.1:** Shows how business establishments are distributed across sectors. It helps indicate the sector mix of the local business base. (Vermilion, 2025)<sup>2</sup>

Vermilion's business base in 2025 is led by agriculture, forestry, fishing and hunting, with 308 establishments. Real estate and rental and leasing follows at 159, while other services accounts for 81. Construction and retail trade each have 67 establishments, showing a broader mix beyond the largest sector. Recent change is uneven. Educational services rose 75% in one year, manufacturing climbed 30.8%, and professional services gained 12.5%. By contrast, construction fell 10.7%, and information and cultural industries declined 33.3%.

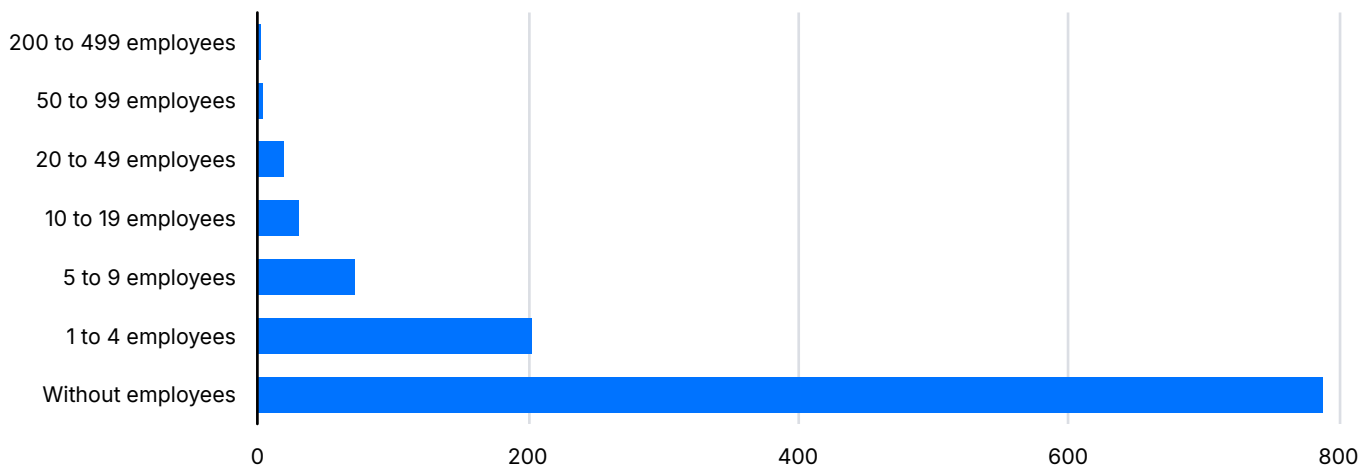
Vermilion's business base in 2025 is concentrated in a few sectors, led by agriculture, forestry, fishing and hunting with 308 establishments. Real estate and rental and leasing follows at 159, while other services has 81 and both construction and retail trade have 67 each. The mix is broader than a single-sector profile, but clearly shaped by primary industry and property-related activity. Recent movement is uneven: manufacturing rose 30.8% over 1 year, while construction fell 10.7%.



**Figure 4.2:** Distribution of Largest Group: Naics - Agriculture, forestry, fishing and hunting (Vermilion)<sup>2</sup>

# Establishments by Size

Vermilion’s economy is dominated by non-staffed firms, with 788 such establishments in 2025, a 5.2% rise from the previous year. The 10-to-19-employee group also grew, reaching 31 businesses, up 6.9%.



**Figure 5.1:** 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. (Vermilion, 2025)<sup>2</sup>

Vermilion’s business base in 2025 is heavily weighted toward very small establishments. Firms without employees make up the largest group at 788 businesses, followed by 203 with 1 to 4 employees and 72 with 5 to 9 employees. Larger firms are much rarer, with 31 establishments in the 10 to 19 range, 20 in the 20 to 49 range, 4 with 50 to 99 employees, and 3 with 200 to 499 employees. Recent changes were mostly positive, except for a decline among 5 to 9 employee firms and the 20 to 49 group.

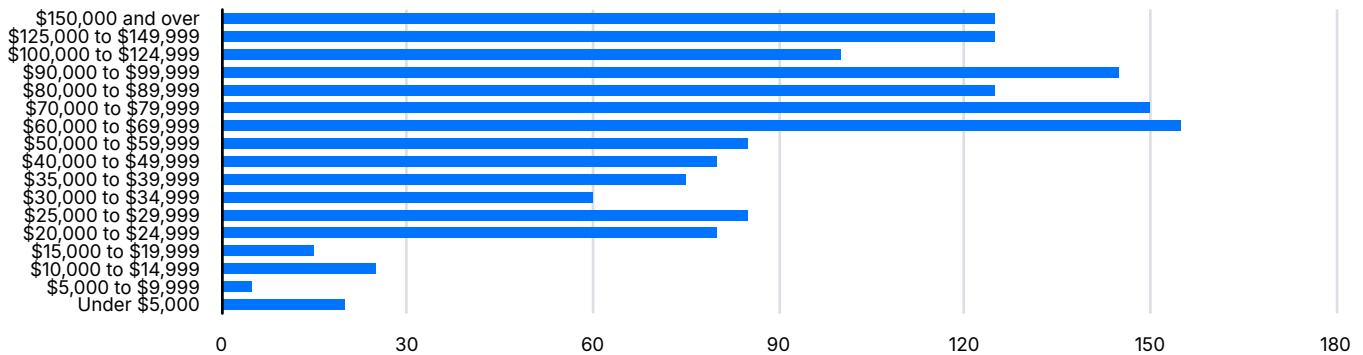


Vermilion’s business base in 2025 is dominated by very small establishments. Of 1,121 businesses, 788 had no employees and 203 had 1 to 4 employees, while only 58 had 10 or more employees. The largest category grew 5.2% over one year and 19.2% over five years. Smaller payroll firms also expanded, including 10 to 19 employees at 6.9% and 24.0% over five years. By contrast, 20 to 49 employees fell 23.1% over five years.

**Figure 5.2:** Distribution of Largest Group: Business Establishment Size - Without employees (Vermilion)<sup>2</sup>

# Household After-Tax Income

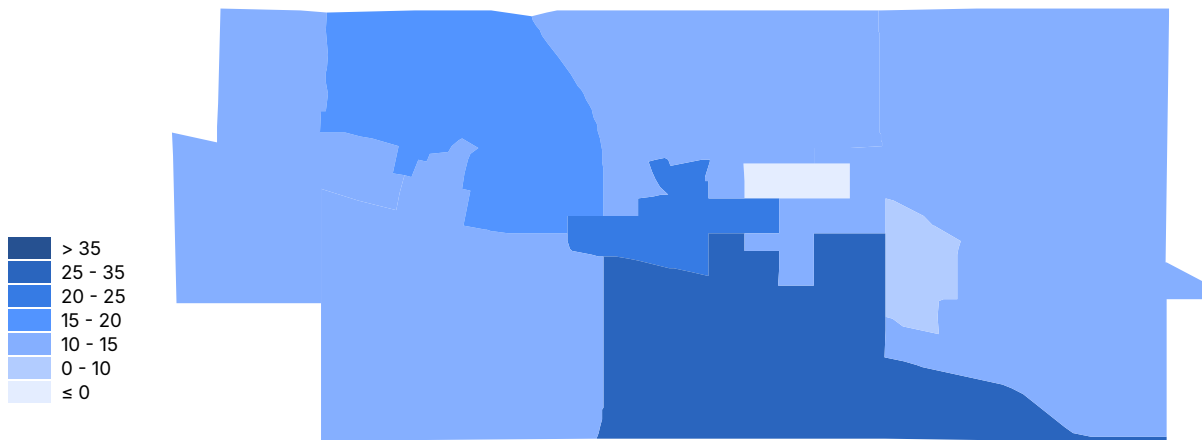
Vermilion’s biggest household income bracket is \$60-69 k, with 155 households in 2021, a 5-year decline of 11.4%. The most volatile segment is \$5-9.9 k, falling to just five households, down 66.7%.



**Figure 6.1:** 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. (Vermilion, 2021)<sup>1</sup>

Vermilion’s 2021 household after-tax income profile is spread across many bands, with the largest counts in the middle and upper-middle ranges. The most common brackets are \$60,000 to \$69,999 and \$25,000 to \$29,999, at 155 and 85 households. Recent shifts are mixed. The \$5,000 to \$9,999 bracket fell 66.7% over five years, while \$90,000 to \$99,999 rose 20.8%. Several mid-income groups also declined, including \$30,000 to \$34,999 and \$20,000 to \$24,999. Higher-income brackets remain present, suggesting a broad distribution rather than concentration in one income band.

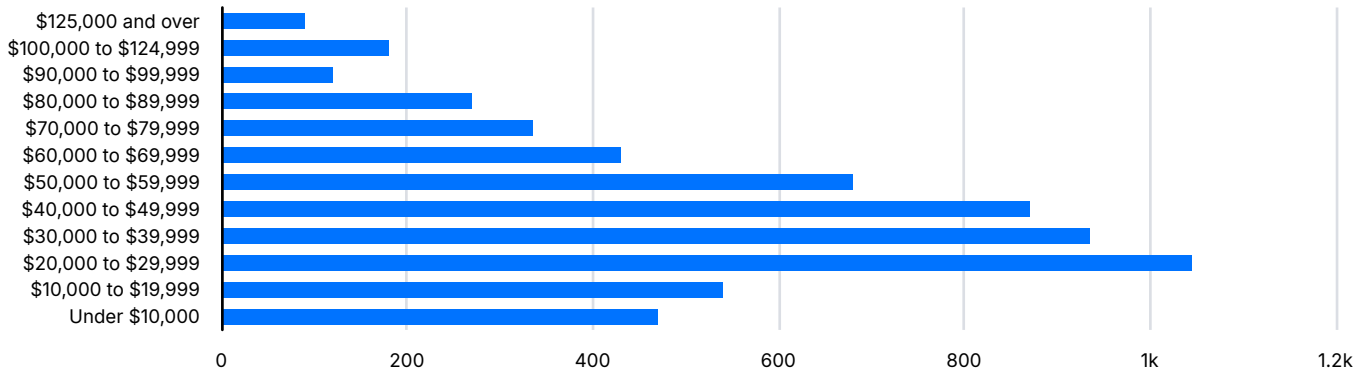
Vermilion’s 2021 household after-tax income profile is spread across a wide range, with a noticeable concentration in mid-income brackets. The largest groups are households earning \$60,000 to \$69,999 and \$25,000 to \$29,999, at 155 and 85 households, respectively. Several higher-income bands are also substantial, including 145 households in the \$90,000 to \$99,999 range and 125 each in \$125,000 to \$149,999 and \$150,000 and over. Recent changes are mixed, with some lower brackets shrinking while selected upper brackets grew.



**Figure 6.2:** Distribution of Largest Group: Income Group Household - \$60,000 to \$69,999 (Vermilion)<sup>1</sup>

# Individual After-Tax Income

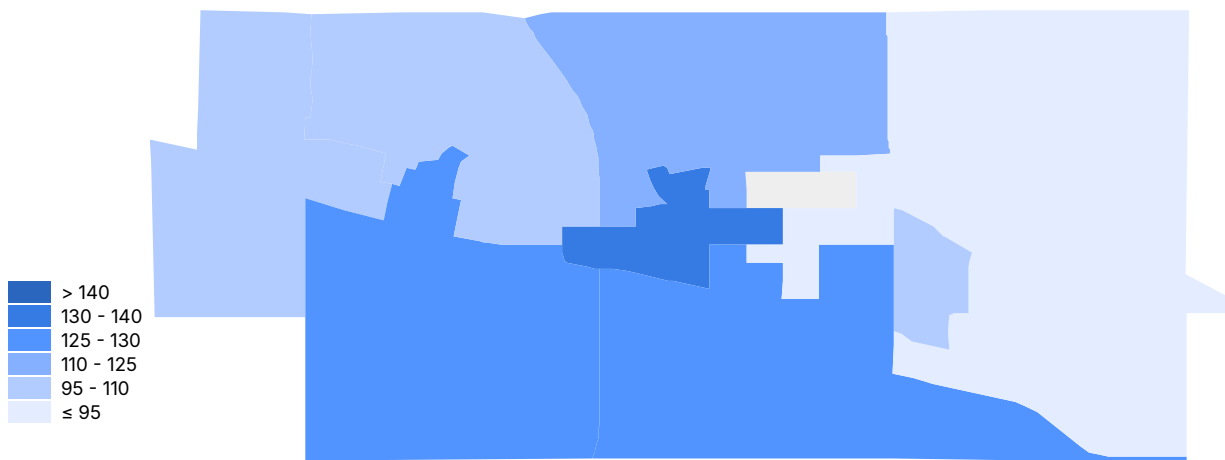
The biggest after-tax income bracket in Vermilion is \$20,000-\$29,999, comprising 1,045 residents. The next largest groups are \$30,000-\$39,999 with 935 people and \$40,000-\$49,999 with 870 people.



**Figure 7.1:** Shows individual after-tax income across income groups. It helps indicate the level of disposable income people have after taxes are paid. (Vermilion, 2021)<sup>1</sup>

Vermilion’s 2021 after-tax income profile is concentrated in the middle ranges, with fewer people at the highest and lowest ends of the distribution. The pattern is fairly even across several bands, but it peaks in the \$20,000 to \$29,999 group. That band contains 1,045 people, followed by 935 in the \$30,000 to \$39,999 range and 870 in the \$40,000 to \$49,999 range. At the upper end, 180 people report \$100,000 to \$124,999 and 90 are in the \$125,000 and over group. Below \$20,000, there are 470 people under \$10,000 and 540 in the \$10,000 to \$19,999 range.

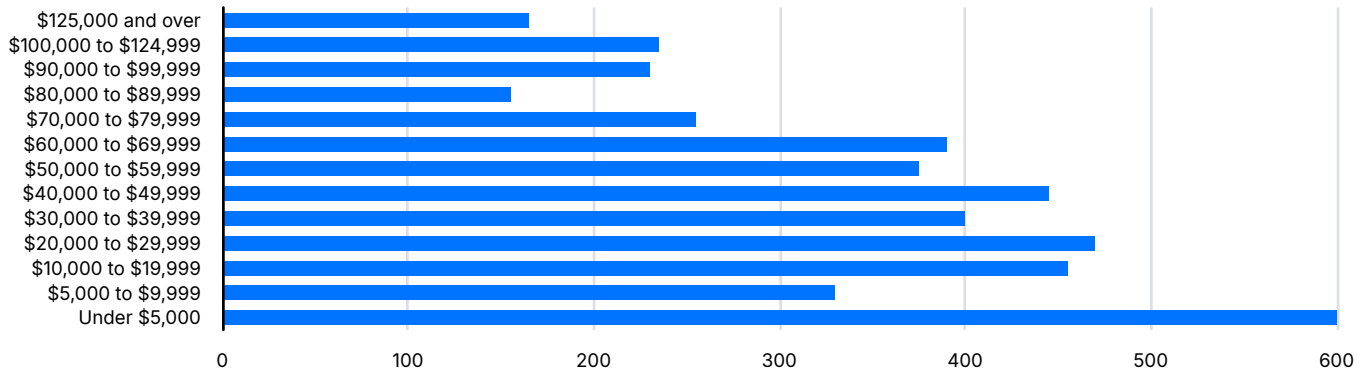
In Vermilion, individual after-tax income in 2021 was concentrated in the middle and lower-middle ranges. The largest group was \$20,000 to \$29,999, with 1,045 people, followed by \$30,000 to \$39,999 at 935 and \$40,000 to \$49,999 at 870. Together, incomes below \$40,000 accounted for 2,990 people, more than half of the 5,965 people counted. Higher-income brackets were smaller, with 270 people at \$80,000 to \$89,999 and 90 at \$125,000 and over.



**Figure 7.2:** Distribution of Largest Group: Income Group Individual - \$20,000 to \$29,999 (Vermilion)<sup>1</sup>

# Individual Employment Income

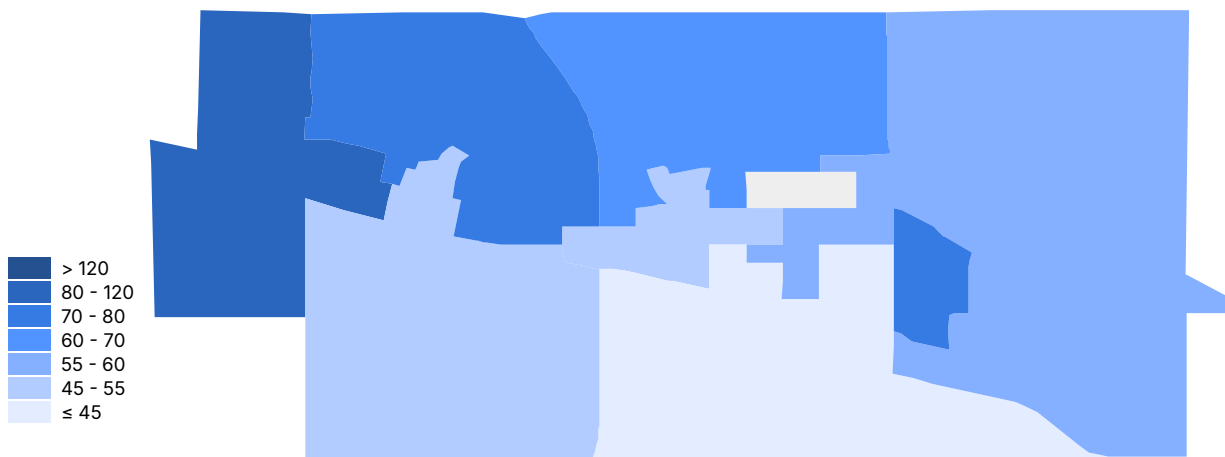
Vermilion’s biggest income bracket is “Under \$5,000,” with 600 residents, far more than the next group (\$5,000-\$9,999) at 330 people, indicating a sizable low-income segment in 2021.



**Figure 8.1:** Shows individual employment income across income groups. It helps indicate how earnings from work are distributed among residents. (Vermilion, 2021)<sup>1</sup>

In 2021, Vermilion’s individual employment income was concentrated in the lower and middle ranges. The largest group was under \$5,000, with 600 people, followed by \$20,000 to \$29,999 at 470 and \$10,000 to \$19,999 at 455. Counts stayed relatively strong through \$40,000 to \$69,999, then fell in higher brackets. Only 165 people reported \$125,000 and over, while 155 were in the \$80,000 to \$89,999 range.

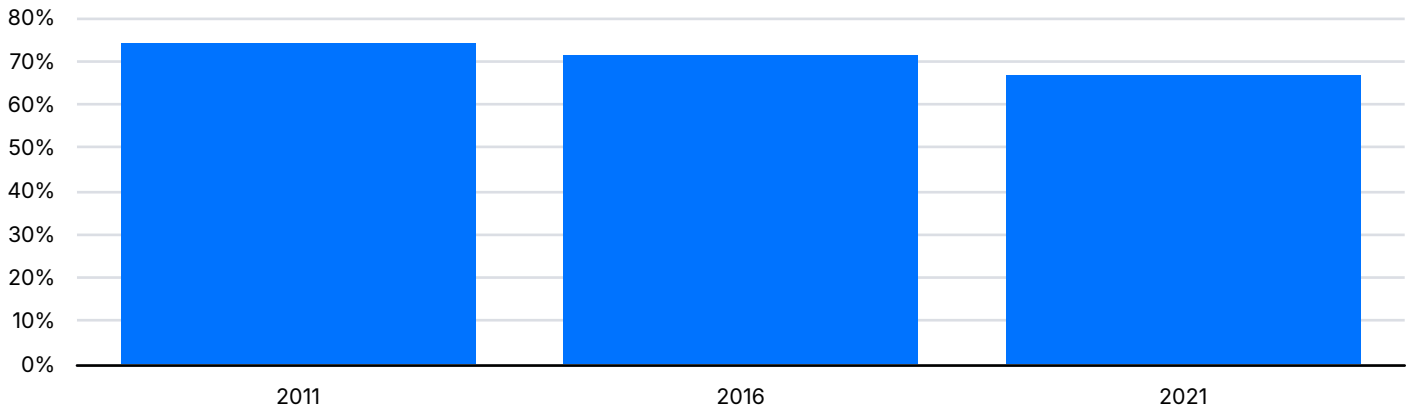
Vermilion’s 2021 employment income profile is weighted toward lower and middle earnings, with the largest group under \$5,000 at 600 people. Several mid-range bands are also sizeable, including \$20,000 to \$29,999 at 470, \$10,000 to \$19,999 at 455, and \$40,000 to \$49,999 at 445. Higher-income groups are smaller, with 165 people at \$125,000 and over and 155 in the \$80,000 to \$89,999 band. The pattern suggests a broad spread of earnings, but fewer residents at the top end than in the lower and middle ranges.



**Figure 8.2:** Distribution of Largest Group: Income Group Individual - Under \$5,000 (Vermilion)<sup>1</sup>

# Labour Force Participation Rate

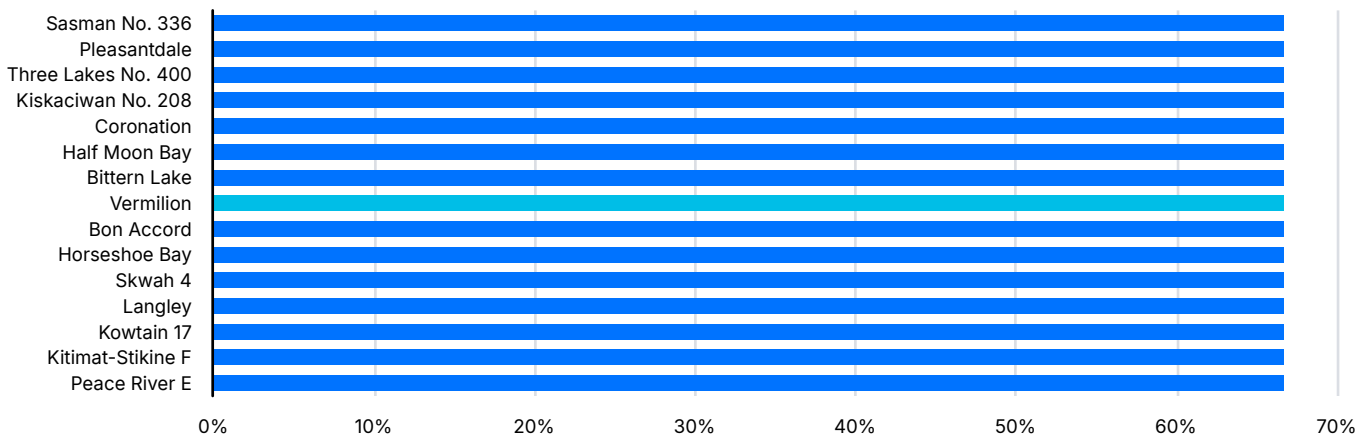
Vermilion’s labour-force participation fell to 66.7% in 2021, a 6.3% drop since 2016 and down from 74.1% in 2011, showing decreasing engagement of working-age residents.



**Figure 9.1:** 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. (Vermilion, 2011-2021)<sup>1</sup>

Vermilion’s labour force participation rate has trended downward over the past decade, pointing to a smaller share of the working-age population that is employed or looking for work. The rate was 74.1% in 2011, fell to 71.2% in 2016, and reached 66.7% in 2021. That marks a drop of 7.4 percentage points across the period. The sharper decline after 2016 suggests the recent shift has been stronger than the earlier one.

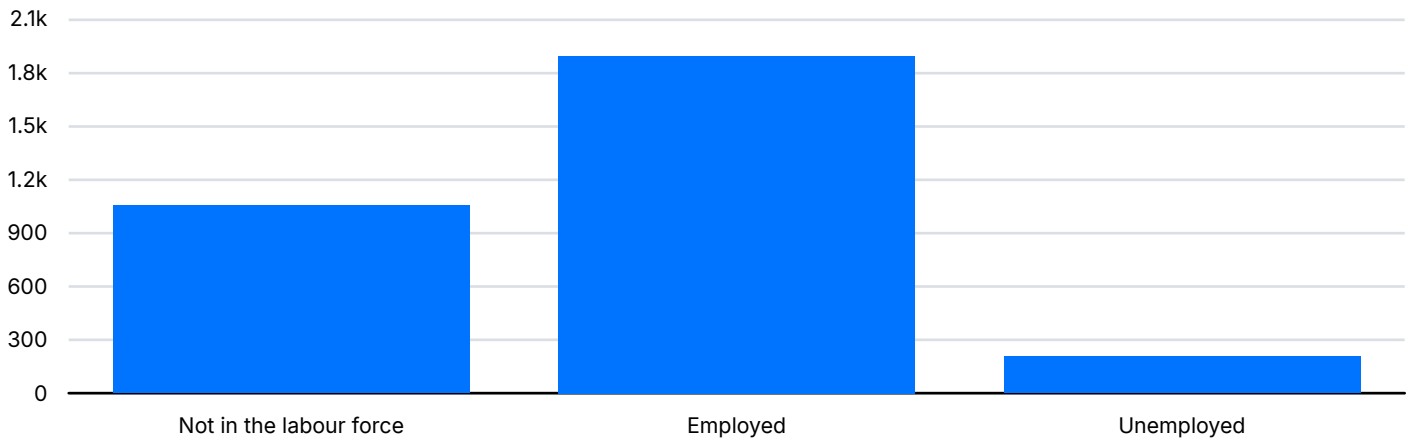
Vermilion’s labour force participation rate has trended downward over the last decade, though it remained in the mid-60s in 2021. For the total population, the rate fell from 74.1% in 2011 to 71.2% in 2016 and 66.7% in 2021. That 2021 figure sits below nearby higher rates in Hay Lakes (79.4%), Edberg (80.0%) and Marwayne (73.7%), but above several lower-performing places such as Innisfree (37.0%) and Myrnam (41.2%). The pattern suggests Vermilion remains relatively engaged in the labour market, even as participation has softened since 2011.



**Figure 9.2:** Comparison of Labour Force Participation Rate with other locations (Vermilion, 2021)<sup>1</sup>

# Labour Force Status

Vermilion’s labour market is dominated by employed residents, numbering 1,890 in 2021. This is the largest group compared with 205 unemployed and 1,050 not in the labour force, down from 2,090 employed in 2016.



**Figure 10.1:** Shows whether residents are employed, unemployed, or not in the labour force. It helps indicate how people are participating in the labour market. (Vermilion, 2021)<sup>1</sup>

In 2021, Vermilion’s labour force status profile among residents aged 15 and over was centred on employment. Of 3,145 people counted in the three categories, 1,890 were employed, 1,050 were not in the labour force, and 205 were unemployed. Employment accounted for the largest share, while the unemployed group was the smallest. The gap between employed residents and those outside the labour force was 840 people, showing a clear separation between participation and non-participation. With only one census year provided, the data support a snapshot rather than a trend story, but they do show a workforce structure dominated by employed residents.

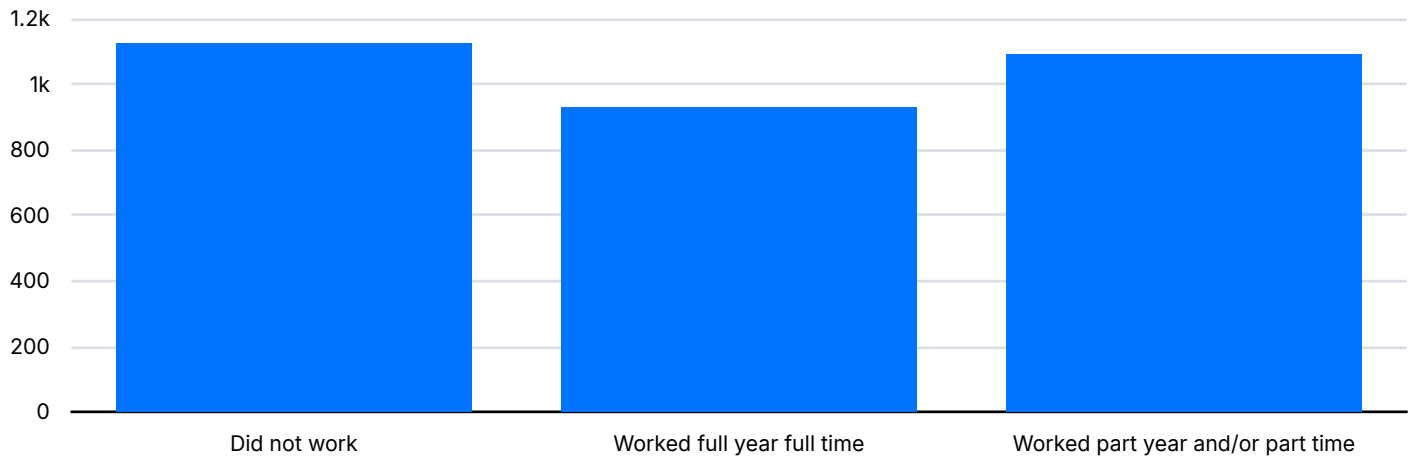


**Figure 10.2:** Distribution of Largest Group: Labour Force Status - Employed (Vermilion)<sup>1</sup>

In 2021, Vermilion’s labour force status among residents aged 15 and over was led by employed people, with a smaller share not in the labour force and a modest unemployed group. There were 1,890 employed residents, 1,050 not in the labour force, and 205 unemployed. That means employment accounted for about 60.1% of this population, while 33.4% were outside the labour force and 6.5% were unemployed. The pattern suggests a labour market where most adults were working, but a substantial third were not participating.

# Work Activity

The “Did not work” group became Vermilion’s largest work-activity segment in 2021, rising to 1,125 people—a 34.7% increase since 2016—making it both the biggest and most changed group.



**Figure 11.1:** 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. (Vermilion, 2021)<sup>1</sup>

Work activity in Vermilion shows a shift over the five years to 2021 in how residents were attached to work during the reference period. Among people aged 15 years and over, 1,125 did not work, while 930 worked full year full time and 1,090 worked part year and/or part time. The five-year change points in different directions. The number who did not work rose 34.7%, while full-year full-time work fell 12.3% and part-year or part-time work declined 16.1%. That mix suggests a more uneven work pattern in 2021 than five years earlier, with fewer people in both work categories and more people outside work activity.

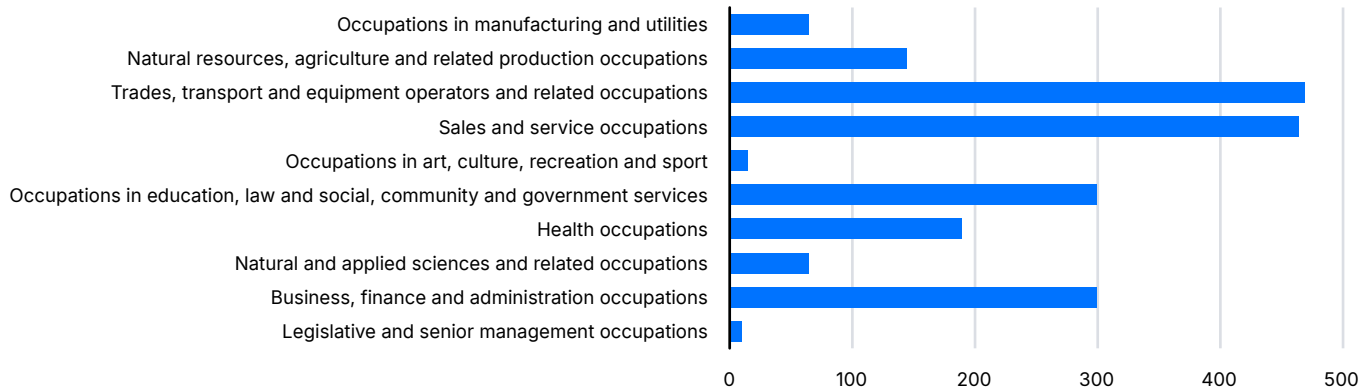
Among Vermilion residents aged 15 and over in 2021, the largest work-activity group did not work, at 1,125 people. Another 1,090 worked part year and/or part time, while 930 worked full year full time. Over five years, the did-not-work group grew by 34.7%, while the other two categories fell by 16.1% and 12.3%, respectively.



**Figure 11.2:** Distribution of Largest Group: Work Activity - Did not work (Vermilion)<sup>1</sup>

# Employed Residents by Occupation

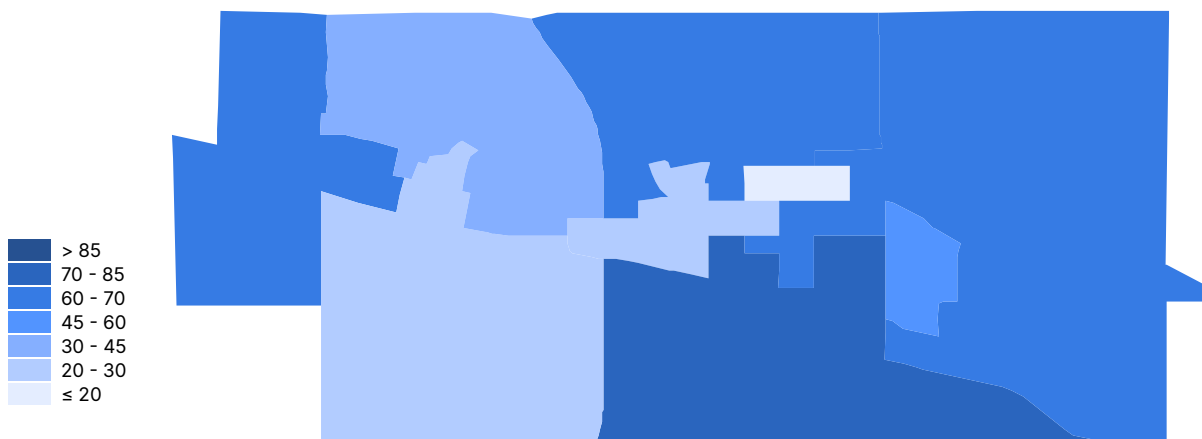
Vermilion’s biggest employment sector remains trades, transport and equipment operators with 470 workers, a 9.3% increase since 2016; meanwhile legislative and senior-management jobs have collapsed to just 10 workers, down 95.6%.



**Figure 12.1:** Shows the occupations held by employed residents. It helps indicate the community's skill mix and the kinds of work people do. (Vermilion, 2021)<sup>1</sup>

In 2021, Vermilion’s employed residents were concentrated in trades, transport and equipment operators and related occupations, with 470 people, and sales and service occupations, with 465. Business, finance and administration occupations and occupations in education, law and social, community and government services each accounted for 300 people. Over five years, manufacturing and utilities rose 85.7%, while legislative and senior management occupations fell 95.6%.

Vermilion’s employed residents in 2021 were concentrated in a few occupation groups. Trades, transport and equipment operators led with 470 people, followed by sales and service at 465. Business, finance and administration and education, law and social, community and government services each counted 300, while health occupations totaled 190. Some smaller fields changed sharply over five years: manufacturing and utilities rose 85.7%, while legislative and senior management fell 95.6%.



**Figure 12.2:** Distribution of Largest Group: Occupation - Trades, transport and equipment operators and related occupations (Vermilion)<sup>1</sup>

## Data Sources

1. Statistics Canada, Census Profile. Published in Dec 15, 2022.
2. Statistics Canada, Business Register. Published in Jun 1, 2025.
3. Statistics Canada, Business Register; Localintel, Employment by Industry Estimates of Census Areas. Published in Mar 13, 2026.

### Legal Notice and Disclaimer

This publication was created using the **Localintel Platform** and may include proprietary data, templates, and visualization elements licensed through it. This publication is provided for general informational purposes only. Localintel does not guarantee the completeness, accuracy, or suitability of this information for any particular purpose. No reuse, redistribution, or extraction of source data except as expressly permitted. Use of this publication is subject to applicable terms of use and restrictions available at [localintel.com/terms](https://localintel.com/terms).