Regina Prosperity Matrix (RPM)

August 2025

The composite indicator is a statistical measure of the overall health of the regional economy. It is calculated by combining five equally weighted indicators to create a composite indicator. As each individual indicator approaches its maximum value, the composite indicator trends toward a maximum score of 100.

Q3 2025

Employment
58 Up 6 from Q2

Manufacturing
23 Up 13 from Q2

Housing
55 Down 13 from Q2

Consumption
93 Up 4 from Q2

Household Affordability
60 Down 3 from Q2

Insight:

Regina's economy continued on an upward path in Q2, with the overall index climbing to 58 from 56. This gain was driven largely by consumer strength – more people were shopping, spending, and working in retail – pushing the Consumption Index up to 93 from 89.

While manufacturing sales dipped, the sector showed resilience: layoffs were avoided and wages held steady, signalling short-term stability. Nationally, a stronger-than-expected labour market in June helped the Bank of Canada hold its interest rate at 2.75%, despite U.S. trade pressures.

Closer to home, Regina's housing market remained hot. Benchmark prices hit new highs, rental rates continued to climb, and inventory shrank. These pressures pushed the Housing Index down and contributed to a dip in the Household Affordability Index, now at 60 from 63.

Looking ahead, Regina's momentum is promising – but tackling housing affordability, easing access to credit, and keeping cost-of-living manageable will be critical to ensuring long-term, inclusive growth.

*See back page for full calibration details

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Q3 2025 RPM DEEP DIVE

August 2025

58

EMPLOYMENT INDEX: UP FROM 52 LAST QUARTER

Regina's job market showed gentle, positive momentum in Q2. More residents found work, and paychecks inched up, as employers competed within for a limited pool of skilled talent they seek and need. However, fewer people were also actively looking for jobs, a sign that shifts in demographic trends or jobseeker interest could be at play.

Altogether, the signs point to a job market that is gradually strengthening and squeezed from a limited pool of available workers. Businesses are hiring, but talent shortage remains a key challenge and will be for the foreseeable future.

23

MANUFACTURING INDEX: UP FROM 10 LAST QUARTER

Manufacturing took a hit in Q2, with sales falling further in April and May before June when the sector recorded positive sales growth – a sign of weaker output or flagging demand, mainly attributed to U.S. tariffs. Amidst this, factory jobs and average weekly pay held steady, indicating a resilient workforce.

The Manufacturing Index jumped from 10 to 23, highlighting greater ups and downs across different industry measures. This spread points to rising volatility – while paychecks remained stable, sales have dropped. It is a split that bears watching. If these trends persist, the mismatch between steady wages and declining revenues could jeopardise job security and wage growth.

55

HOUSING INDEX: DOWN FROM 68 LAST QUARTER

Regina's housing market stayed competitive in Q2. Home sales in June grew more than 6% compared to same period last year, and new listings climbed. Overall inventory stayed tight as the days-on-market (DOM) shrank properties were snapped up quickly – down from 39 days in March to 26 days in June. This imbalance drove the benchmark price to a record $343,200 in June, up 8% year-over-year.

While there was some back-and-forth with rental prices and building permits, Regina's rental vacancy rate has stayed stable at 2.7%. The Housing Index dipped to 55 from 68, hinting at emerging strain beneath headline growth and a sign that affordability and availability could be impacted if current trends persist. Reflected in recent data, Regina is the most affordable city nationally in 2025, where the average home requires only 26% of monthly household income – well below larger cities like Toronto (68%), Calgary (42%), Edmonton (33%), Vancouver (106%) and Montreal (50%).

Q3 2025 RPM DEEP DIVE

August 2025

93

CONSUMPTION INDEX: UP FROM 89 LAST QUARTER

Consumer activity increased noticeably in Q2, with the Consumption Index rising from 89 to 93. Retail sales were robust, and household expenditure steadily grew, indicating healthy consumer confidence. Job growth in the wholesale and retail sectors further underscored businesses preparing for rising demand.

Although new vehicle sales were steady, other spending indicators showed positive signs. This increase in consumer demand demonstrates resilience despite ongoing economic uncertainties. Stronger spending also supports local businesses to play a vital role in maintaining the region's economy short term and laying a solid foundation for future growth.

60

HOUSEHOLD AFFORDABILITY INDEX: DOWN FROM 63 LAST QUARTER

Household affordability in Regina declined slightly in Q2, with the index stumbling to 60 from 63. Mortgage delinquency rates increased marginally, indicating growing financial pressures on borrowers. Although debt service ratios remained high and stable, many households are beginning to show less flexibility in their budgets. New mortgage loan values stayed unchanged, suggesting fewer homebuyers are entering the market likely due to affordability issues and limited inventory.

While some signs showed stability, this subtle decrease signals a gradually rising strain on households, especially first-time buyers, as access to new credit restricts amid increasing economic pressures. Yet, despite these emerging challenges, Regina still ranks as one of the most affordable cities in Canada, with housing costs taking up a smaller proportion of income compared to major urban centres (translating to a lower interest payment on mortgages).

58

OVERALL ECONOMIC INDEX: UP FROM 56 LAST QUARTER

Regina's economy continues to show steady improvement in Q2: the overall index rose to 58 from 56. This progress was largely driven by strong consumer activity - more people shopped, spent money, and took jobs in retail - pushing the Consumption Index up to 93 from 89. Manufacturing saw a considerable drop in sales lately, but layoffs did not follow, and wages stayed steady, indicating the sector's short-term strength. Overall Canada's labour market delivered a surprise upside in June, signalling a slower-than-expected reaction to U.S. tariffs and allowing the Bank of Canada to hold its interest rates in the near term (Bank of Canada's policy interest rate is currently 2.75).

The housing market in Regina stayed hot, with benchmark prices reaching new highs, rising rental prices and fewer homes available, causing a slight dip in the Housing Index. Family budgets are feeling the squeeze as shown in the Household Affordability Index decline (to 60 from 63), with rising mortgage troubles and tougher credit conditions apparent.

To keep our good momentum going, the path ahead is clear: tackling housing affordability and availability, improving access to credit, and keeping living costs low will be key. Overall, the Greater Regina Area is moving forward with solid consumer demand and job growth and balancing out industry challenges, but careful planning will be vital to keep growth fair and strong.

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Interpretation

Interpretation of the index will be based on the calibrations in the table. This index can be tracked over time to understand trends in GRA's economy.

	Index Range	Category	Interpretation
	85 - 100	Outstanding	This range indicates that the economy is performing exceptionally well, showing high levels of investment, strong growth (GDP), high employment, and a booming housing market. An economy in this category is resilient to economic shocks and has very low risk levels.
	70 - 84	Very Strong	An economy in this category has strong growth and sound fundamentals, with a high degree of stability and resilience. This economy is still attractive for investment and has a positive outlook, though it might have slightly higher risks compared to the "Outstanding" category.
Q3 2025 58	55 - 69	Strong	Good economic performance with stable growth and manageable risks. While the fundamentals are sound, there may be some vulnerability to external shocks. Growth is solid but not as robust as in higher categories.
	40 - 54	Moderate	This range reflects an economy with mixed indicators – some strengths, but also significant challenges. There is stability, but growth is average, and the economy is more exposed to external risks.
	25 - 39	Weak	Below-average economic performance with considerable vulnerabilities and limited growth potential. The economy is struggling and highly susceptible to downturns, making it less attractive for investment.
	10 - 24	Very Weak	Severe economic problems are present, with low or negative growth, high unemployment, and potential for fiscal crises. There is a high risk of further deterioration, and recovery prospects are uncertain.
	0 - 9	Poor	The economy is in deep distress, showing very poor performance across key indicators, and may be on the brink of economic collapse or recession (inability to sustain basic economic functions).

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