

KEY NUMBERS

Steady Growth for the GRA

Inflation in the Greater Regina area (GRA) improved in August 2026, falling from 3.8% in July 2026 to 3.3%. Employment in the GRA also improved, growing to 158,200 in August 2026 (August 2025: 153,200 employed), adding 5,000 jobs to the GRA, outperforming both Saskatchewan and Canada. Unemployment dampens the mood, rising to 6.6% from 6.2% in July 2026. Manufacturing in the GRA continues to be uplifted by elevated gasoline prices, with sales up 46.4% YoY in July 2026.

Source: Statistics Canada (Unadjusted)

GRA employment keeps climbing

The GRA's job market grew for another month, reaching 158,200 jobs in July 2026, an increase of 5,000 (+3.3%) year over year. Regina's growth continues to outpace the province and the country, where employment rose by just 1,900 jobs (+0.3%) in Saskatchewan and 212,900 jobs (+1.0%) in Canada.

Source: Statistics Canada

Manufacturing celebrates another win

Manufacturing sales in the GRA continues to thrive, coming in up 46.4% YoY in July 2026 to \$943M (July 2025: \$644M), avoiding a downturn in manufacturing growth felt across much of the country. The conflict in the Middle East continues to fuel elevated energy prices, uplifting the manufacturing sector in the GRA.

Source: Statistics Canada

Inflation falls

Inflation improved in August 2026, falling to 3.3% from 3.8% in July 2026. Gasoline prices continue to fuel inflation, elevated by the conflict in the Middle East. Inflation in Regina remained in line with Saskatchewan (3.5%), and slightly higher than Canada (3.0%) over the same period.

Source: Statistics Canada

Home prices ease slightly

In August 2026, the Greater Regina Area's Home Price Index (HPI) benchmark price reached \$348,900, up 3.3% from August 2025. Although prices eased slightly from July, supply constraints are likely to keep them elevated. Regina also remains one of Canada's most affordable major markets, even as prices in the largest markets trend downward year over year (Calgary, 0.1%; Vancouver, -2.5%; Toronto, -4.3%).

Sources: Canadian Real Estate Association, Saskatchewan Realtors Association

Bank of Canada holds the line

The Bank of Canada held its lending rate at 2.25% in September 2026, marking the seventh consecutive hold since October 2025. While the Canadian economy continues to improve, global uncertainty remains, including the US-Canada trade war. The Bank continues to take a wait-and-see approach, monitoring longer-term impacts on the economy.

Source: Bank of Canada

Unemployment rate ticks up

In August 2026, the GRA's average YoY unemployment rate climbed to 6.6% from 6.2% in July 2026. Regina's unemployment rate was in line with Saskatchewan's at 6.4%, both coming in lower than the national average of 6.7%.

Source: Statistics Canada

3.3%

INFLATION IN THE GRA FELL TO 3.3% IN AUGUST 2026 FROM 3.8% IN JULY 2026. GASOLINE PRICES CONTINUE TO BE THE MAJOR DRIVER OF INFLATION.

Source: Statistics Canada

5,000

THE GRA'S JOB GROWTH IN AUGUST 2026, UP 3.3% YOY, STAYING WELL ABOVE SASKATCHEWAN AND CANADA'S REPORTED GROWTH.

Source: Statistics Canada

\$348,900

THE GRA'S AVERAGE HOUSING PRICE INDICATOR BENCHMARK VALUE FOR AUGUST 2026, UP 3.3% YOY.

Source: Canadian Real Estate Association

2.25%

THE BANK OF CANADA ONCE AGAIN HELD THE TARGET RATE AT 2.25% IN SEPTEMBER 2026, MARKING THE SEVENTH HOLD SINCE OCTOBER 2025.

Source: Bank of Canada

\$944M

MANUFACTURING GREW 46.4% YOY IN JULY 2026, AS ELEVATED GASOLINE PRICES LEAD TO GROWTH IN THE SECTOR.

Source: Statistics Canada

A DEEPER LOOK...

The Data Centre Next Door

Bell Canada plans to expand its data centre campus in the Rural Municipality of Sherwood, about 20 minutes from downtown Regina, in a project that could eventually represent more than \$52.5B dollars in investment. The site sits outside the city limits, but the economics do not. A major part of the project's impact could be captured by Regina itself, because the city is where most workers would live, shop and pay taxes, and where most suppliers are based.

The bigger prize is the payroll. Bell is placing the head office of its national AI Fabric business in Regina, with up to 100 management roles, the kind of decision-making jobs that rarely land in a prairie city of this size. Head offices bring more than salaries. They bring decision-makers who choose local suppliers and give a young workforce a reason to stay rather than leave for bigger cities.

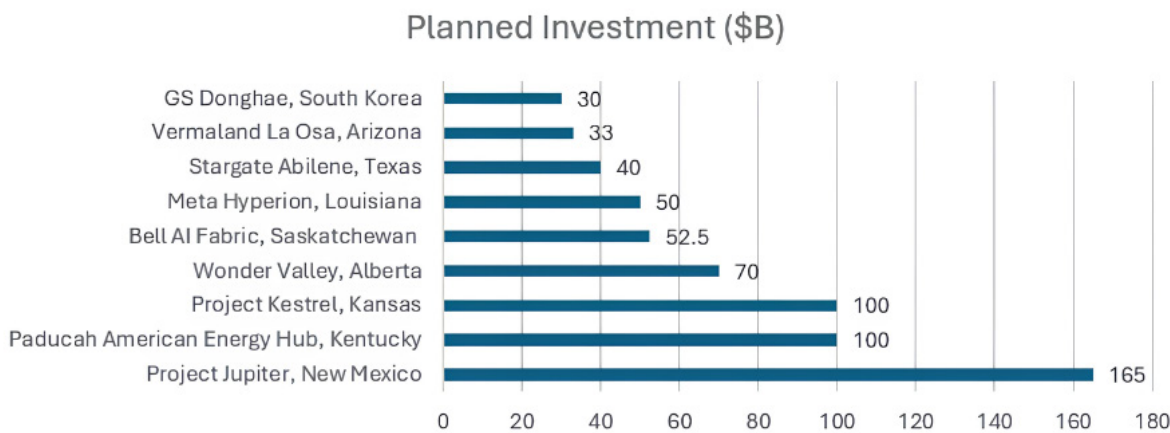
At full build, the project could support up to 1,200 construction and engineering jobs over several years, plus 500 permanent operations roles and up to 3,000 additional positions in security, logistics, maintenance and hospitality. Provincial sales tax on the build could bring in up to \$3B dollars for schools and hospitals.

Bell is also working with the University of Regina, Saskatchewan Polytechnic and the University of Saskatchewan on training programs and on capturing the facility's waste heat, useful research for a city keen to build a genuine technology sector rather than rent one.

The project will run its own natural gas power plant rather than draw fully from the public grid, and its cooling system needs no ongoing water supply, details that matter to neighbours even if they aren't the headline. Nearly all construction spending so far has avoided American-made goods too, providing a hedge against the tariff dispute between Ottawa and Washington and demonstrating Canada's capacity to build and invest using its own domestic supply chains.

Capturing the full benefit will take more than watching construction proceed. Regina needs to invest in housing and skilled trades training to match the hiring curve, align educational programs directly with data centre and AI operations roles, and actively court the suppliers and smaller tech firms that head offices tend to attract. Wheat and potash built this city once. Deliberate positioning now could make Bell's investment do the same.

Figure 1: Largest announced data centre and AI infrastructure investments globally



News Worth Watching

Bell AI data centre project near Regina to quadruple in size

The size and scope of the Bell AI data centre near Regina have quadrupled, according to the Government of Saskatchewan.

Source: [CTV News](#)

Foo Fighters concert delivers estimated \$10 million boost to Regina

Beyond the massive turnout at Mosaic Stadium, the Foo Fighters brought a significant economic boost to the City of Regina. The Foo Fighters' Regina concert generated an estimated \$10-million economic impact, with hotels selling out across the city.

Source: [SaskToday](#)

Saskatchewan harvest faces higher costs and delays

Saskatchewan farmers are finally getting more of their crop off the field, but they are doing it with higher costs and less time.

Source: [Global News](#)

Regina downtown office vacancy rate drops, but parking remains a hurdle

A report from Colliers at Regina's city council meeting on Wednesday indicates the city's downtown vacancy rate sits at 12.56% as of the second quarter of 2026.

Source: [SaskToday](#)

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GRA REPORT CARD

YEAR OVER YEAR

YEAR TO DATE

		Aug 2025	Aug 2026	Chg	%Chg	Aug 2025	Aug 2026	Chg	%Chg
	Employment	153,200	158,200	5,000	▲ 3.3%	149,050	155,450	6,400	▲ 4.3%
	Employment Rate (%)	6.4	6.6	0.2	▲ -	5.9	6.4	0.5	▲ 8.5%
	Housing Price Index Benchmark Value (\$)	337,900	348,900	11,000	▲ 3.3%	329,925	345,213	15,288	▲ 4.6%
	Consumer Price Index (2002=100)	167.6	173.1	5.5	▲ 3.3%	166.4	171.7	5.3	▲ 3.2%
		July 2025	July 2026	Chg	%Chg	July 2025	July 2026	Chg	%Chg
	Housing Starts Total (Units)	70	79	9	▲ 12.9%	1,009	1,022	13	▲ 1.3%
	Building Permits Total (\$000s)	79,300	121,381	42,081	▲ 53.1%	387,612	586,955	199,343	▲ 51.4%
	Building Permits Residential (\$000s)	39,013	76,532	37,519	▲ 96.2%	231,062	310,901	79,839	▲ 34.6%
	Manufacturing Sales (\$000s)	644,480	943,759	299,279	▲ 46.4%	4,343,391	5,441,627	1,098,236	▲ 25.3%
		2023	2024	Chg	%Chg				
	Population (persons) July 1	285,039	291,187	6,148	▲ 2.2%				
		2024	2025f	Chg	%Chg				
	Gross Domestic Product (2017 \$M)	18,226	18,674	448	▲ 2.5%				

ECONOMIC
DEVELOPMENT

REGINA

Sources: Sources: Statistics Canada Cansim 2820128, 0270034, 326-0020, 0260003, 0510056, 16-10-0011-01, MLS® HPI, and Conference
Note: Year-over-year figures may differ from year-to-date figures, as year-to-date values represent an average over a period while year-over-year figures reflect a point-in-time snapshot.