

ALBERTA
SOUTHWEST

CROWSNEST PASS

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

Crowsnest Pass presents a mixed economic picture, with weaker labour market engagement alongside a business base that has regained momentum. Through 2021, both the employment rate and the labour force participation rate declined steadily from their 2011 levels, leaving a smaller share of residents working or looking for work than a decade earlier. Work activity also shifted away from stronger attachment to employment, as the number of people who did not work rose while full-year, full-time work edged down. By 2021, the gap between employed residents and those outside the labour force had narrowed to a relatively small margin, reinforcing the sense of softer labour market participation.

At the same time, the local business base moved in the opposite direction after an earlier setback. Business establishments fell through 2022, then rebounded strongly to reach a new high in 2025, leaving the total above the start of the period. That recovery rests heavily on very small firms: establishments without employees dominate the business landscape, while larger employers are rare. The sector mix also points to an economy shaped more by services, property-related activity, and local demand than by large-scale corporate presence. Real estate and rental and leasing stands out on the business side, while employment is led by health care and social assistance by a wide margin, followed at a distance by public administration. Other parts of the economy, including retail, remain present but show a more uneven recent pattern.

Income patterns add another layer to this profile. Households in 2021 were spread across a broad range, with large counts in middle and upper brackets and shrinking numbers in several of the lowest bands. Individual after-tax income, however, was concentrated more heavily below \$50,000, with fewer residents at the top end. Employment income was more uneven still, combining a large group with very low earnings and a notable cluster at higher income levels. Taken together, Crowsnest Pass appears to be a community with a recovering small-business base and a service-oriented employment mix, but one where labour market participation has weakened and personal earnings remain unevenly distributed.

Employment Rate

Crowsnest Pass employment rate fell to 49.5% in 2021, down from 54.0% in 2016 and 56.9% in 2011. The five-year decline was 8.33%, extending the earlier drop.

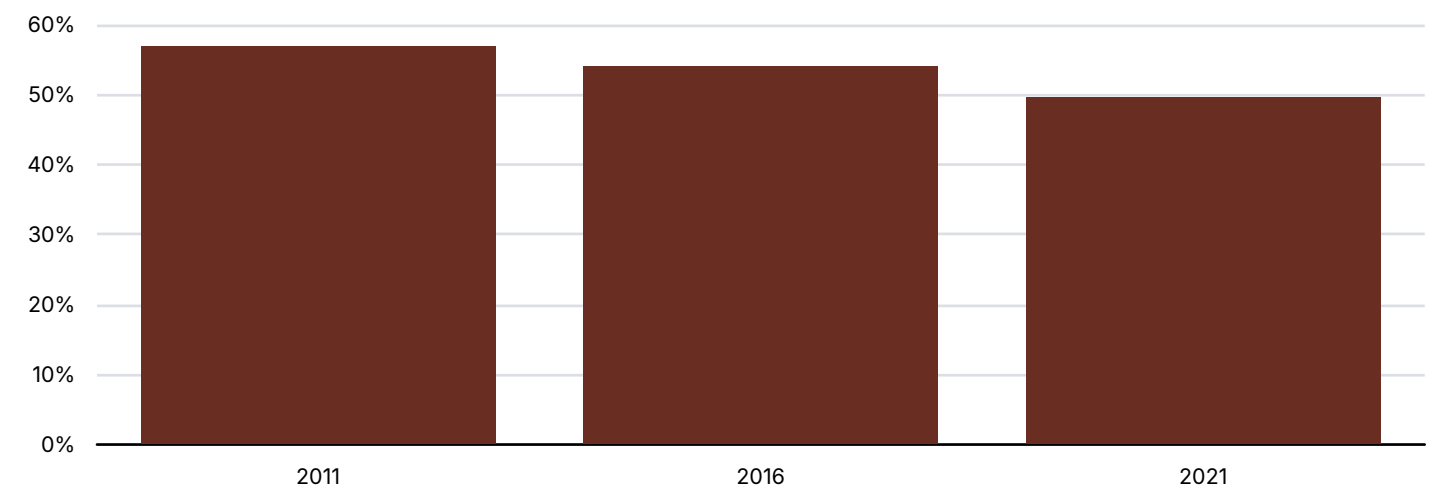
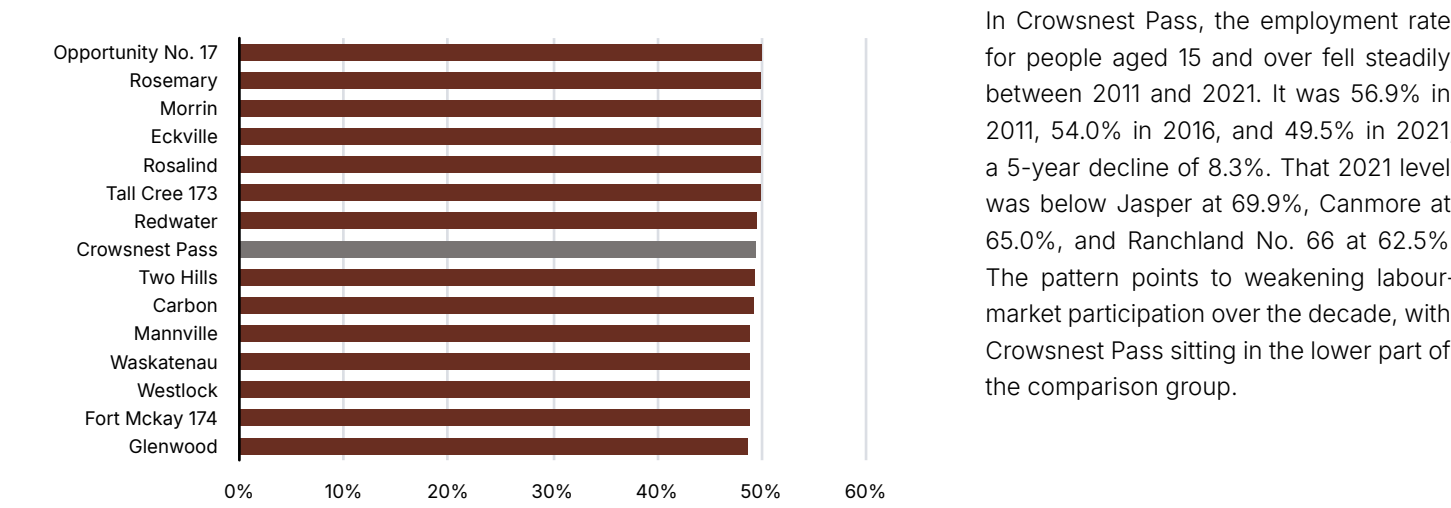


Figure 1.1: Shows the share of the working-age population that is employed. It helps indicate overall labour market health and how fully local talent is being used. (Crowsnest Pass, 2011-2021)¹

Crowsnest Pass has seen a steady decline in its employment rate among the labour force aged 15 years and over. The share employed was 56.9% in 2011, fell to 54.0% in 2016, and then dropped further to 49.5% in 2021. The pattern shows weakening employment across both periods, with a 5.1 percentage point decline from 2011 to 2016 and a larger 8.3 point decline over the next five years. By 2021, the employment rate was below its earlier levels by a noticeable margin, suggesting less of the working-age population was employed than a decade earlier. This is a clear downward trend rather than a temporary fluctuation.



In Crowsnest Pass, the employment rate for people aged 15 and over fell steadily between 2011 and 2021. It was 56.9% in 2011, 54.0% in 2016, and 49.5% in 2021, a 5-year decline of 8.3%. That 2021 level was below Jasper at 69.9%, Canmore at 65.0%, and Ranchland No. 66 at 62.5%. The pattern points to weakening labour-market participation over the decade, with Crowsnest Pass sitting in the lower part of the comparison group.

Figure 1.2: Comparison of Employment Rate with other locations (Crowsnest Pass, 2021)¹

Business Establishments

Crowsnest Pass had 720 business establishments in 2025, up 3.9% from 2024 and 14.29% over five years. The series dipped to 595 in 2022 before rebounding to 693 in 2024.

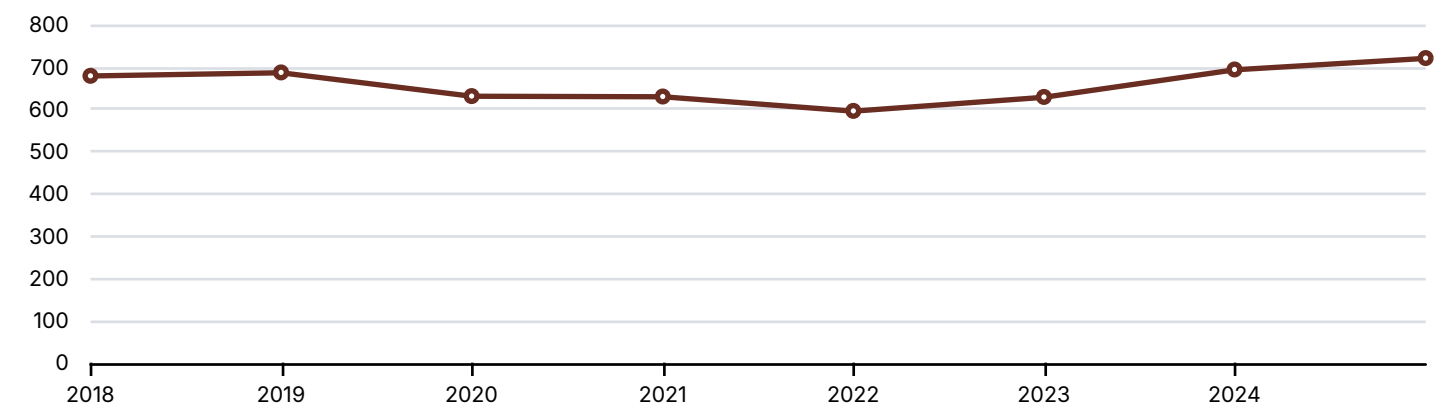


Figure 2.1: Shows the total number of active business establishments in the area, including those without employees. It helps indicate the scale and diversity of the local business base. (Crowsnest Pass, 2018-2025)²

Crowsnest Pass had 720 active business establishments in 2025, the highest point in the series. The count fell from 686 in 2019 to 595 in 2022, then recovered to 628 in 2023 and 693 in 2024. The 2025 total was up 3.9% from 2024 and 14.3% above 2023. Compared with 2018, it also represents a modest increase from 678. The pattern is one of decline followed by a sustained rebound, leaving the local business base larger than it was at the start of the period.

Crowsnest Pass had 720 business establishments in 2025, continuing a recovery after earlier declines. The total rose from 595 in 2022 to 628 in 2023, then 693 in 2024 and 720 in 2025. That 14.3% five-year gain suggests a modest expansion in the local business base. Compared with Jasper at 629 and Kananaskis at 18, Crowsnest Pass sits in a mid-sized range, below Banff's 1,158 and Canmore's 4,421.

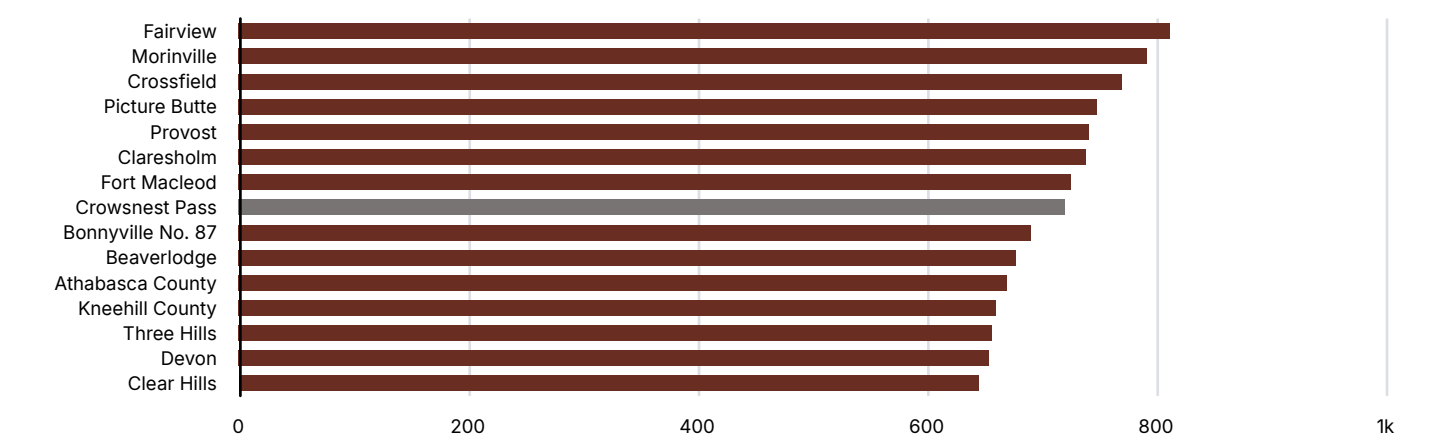


Figure 2.2: Comparison of Business Establishments with other locations (Crowsnest Pass, 2025)²

Employment by Sector

Health care and social assistance was the largest sector in Crowsnest Pass in 2025, with 978 people, up 26.2% from 2024 and 336.6% from 2020. Public administration followed at 365.

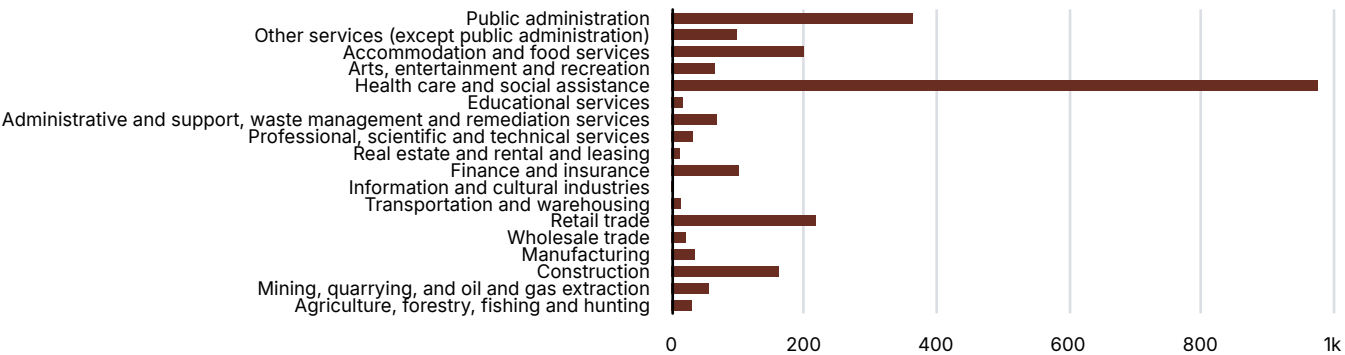


Figure 3.1: Shows how employment is distributed across industry sectors. It helps indicate which sectors account for the largest share of local jobs. (Crowsnest Pass, 2025)³

Employment in Crowsnest Pass in 2025 was concentrated in a few sectors, led by health care and social assistance at 978 people. Public administration followed with 365, while retail trade had 219 and accommodation and food services 201. Construction also remained sizable at 162 employees. Recent changes were mixed. Health care and social assistance rose 26.2% over one year and 336.6% over five years, while public administration was flat in the past year and up 4.3% over five years. Retail trade declined 5.6% over one year and 31.4% over five years.

In 2025, employment in Crowsnest Pass was led by health care and social assistance, with 978 jobs, far above any other sector in the local profile. Public administration followed at 365, while retail trade had 219 and construction 162. Finance and insurance, at 102, was the next-largest service segment. The mix suggests a workforce centered on care, public services, and local consumer activity, with smaller but still present roles in construction and administration.

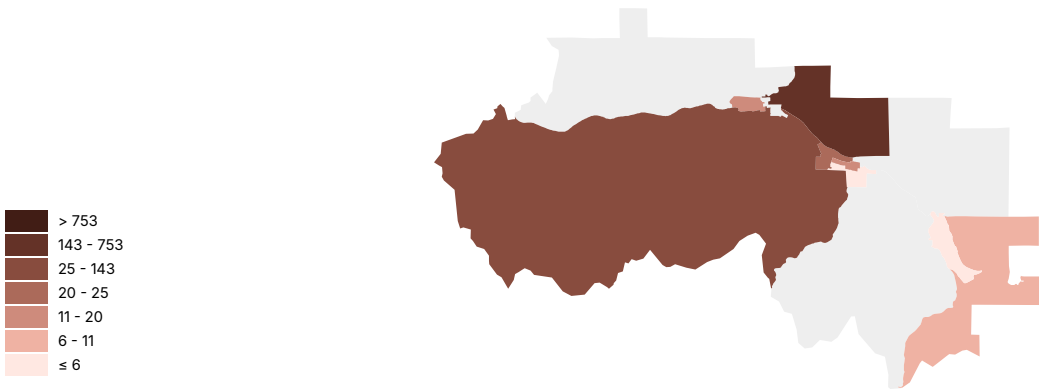


Figure 3.2: Distribution of Largest Group: Naics - Health care and social assistance (Crowsnest Pass)³

Establishments by Sector

Crowsnest Pass’s largest sector in 2025 was real estate and rental and leasing, with 125 businesses, up 8.7% from 2024 and 145.1% over five years. Construction followed at 81.

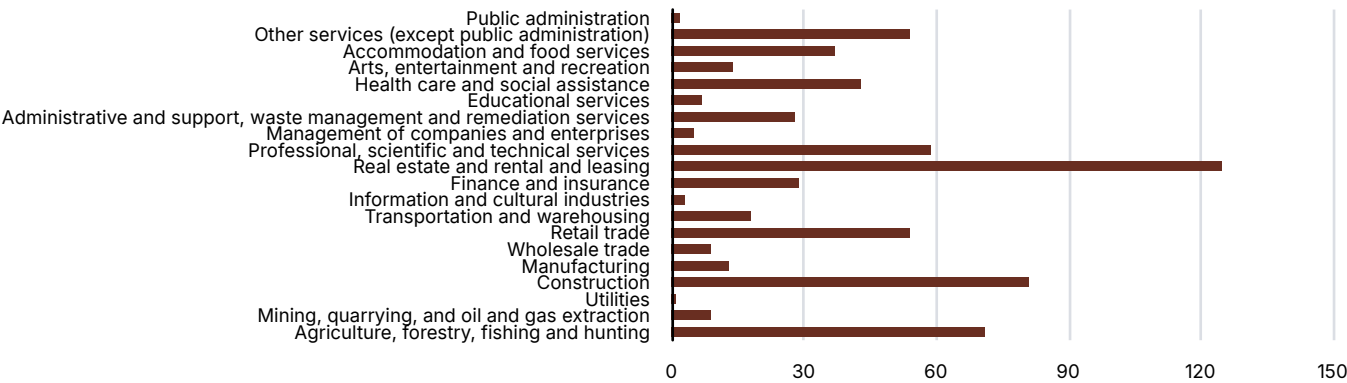


Figure 4.1: Shows how business establishments are distributed across sectors. It helps indicate the sector mix of the local business base. (Crowsnest Pass, 2025)²

Crowsnest Pass’s business base in 2025 is spread across several sectors, with real estate and rental and leasing standing out at 125 establishments. Construction follows at 81, while agriculture, forestry, fishing and hunting has 71. Retail trade has 54, and health care and social assistance has 43. Recent movement is mixed. Real estate rose 8.7% in the past year and 145.1% over five years, while agriculture fell 2.7% and 16.5%. That mix suggests a diverse local establishment profile, with some service sectors expanding faster than long-standing primary and retail activities.

In 2025, Crowsnest Pass had a varied business base, but it was led by real estate and rental and leasing with 125 establishments and construction with 81. Agriculture, forestry, fishing and hunting was also sizable at 71, while professional, scientific and technical services reached 59 and retail trade 54. The mix suggests a local economy where property-related and service sectors are especially prominent, with several other sectors contributing at smaller but still meaningful levels.

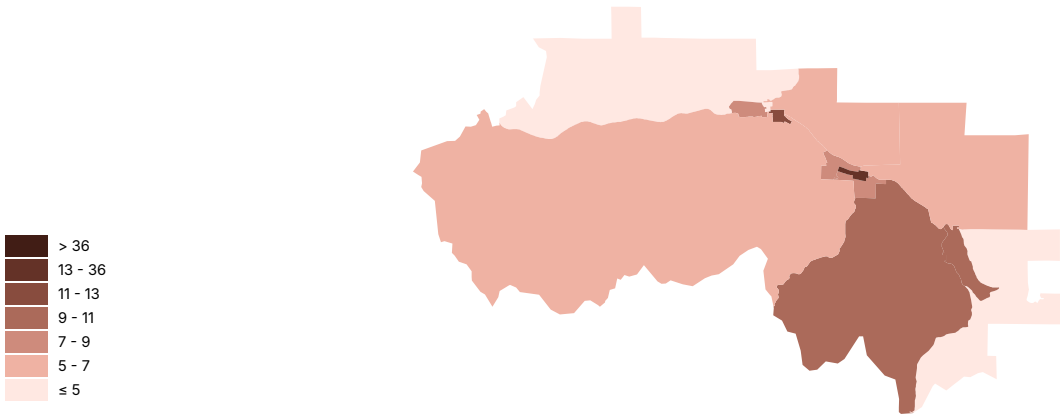


Figure 4.2: Distribution of Largest Group: Naics - Real estate and rental and leasing (Crowsnest Pass)²

Establishments by Size

Crowsnest Pass remains dominated by establishments without employees, at 479 in 2025, up 5.7% from 2024 and 20.4% over five years. The 50 to 99 employee group fell to one.

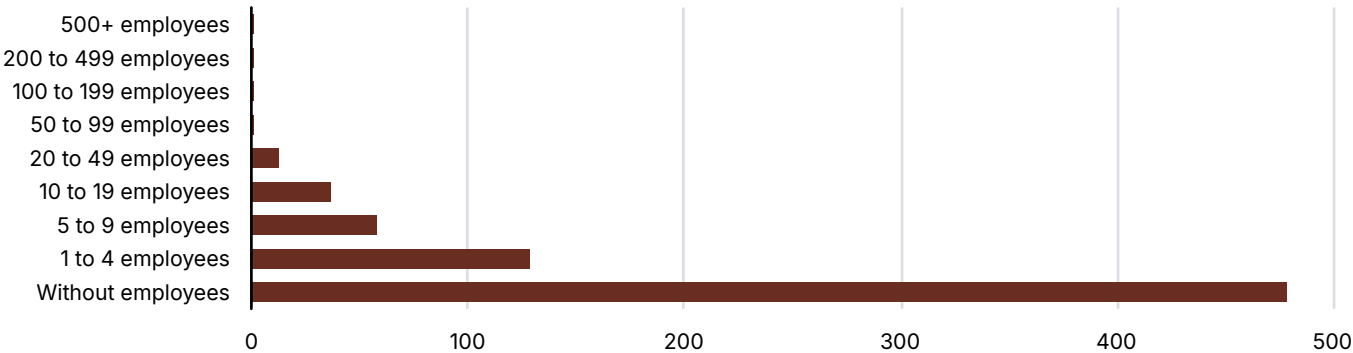


Figure 5.1: Shows how businesses are distributed by number of employees. It helps indicate whether the local economy is dominated by very small, small, or larger firms. (Crowsnest Pass, 2025)²

Crowsnest Pass’s business base in 2025 is heavily weighted toward very small establishments. Businesses without employees are the largest group at 479, up 5.7% over the past year and 20.4% over five years. The next largest category, 1 to 4 employees, totals 129 and has also grown, though more modestly. By contrast, mid-sized firms are far fewer: 58 with 5 to 9 employees, 37 with 10 to 19, and only 13 with 20 to 49. Larger establishments remain rare, with just four firms across the 50+ employee ranges.

Crowsnest Pass has a business base dominated by very small establishments. In 2025, 479 businesses had no employees and 129 had 1 to 4 employees, far exceeding every larger size class. Mid-sized firms are much fewer. The location counted 58 businesses with 5 to 9 employees, 37 with 10 to 19, and 13 with 20 to 49. At the upper end, only one business appeared in each of the 50 to 99, 100 to 199, 200 to 499, and 500+ employee groups. The pattern points to a local economy concentrated in microbusinesses, with only limited presence from larger employers.

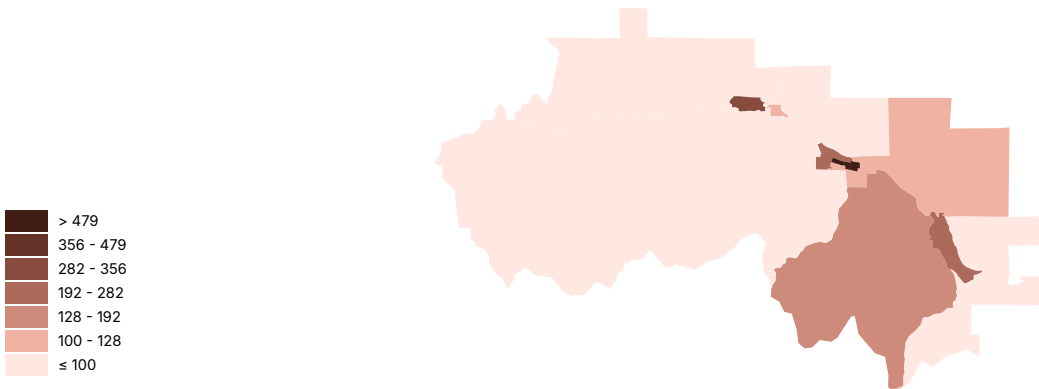


Figure 5.2: Distribution of Largest Group: Business Establishment Size - Without employees (Crowsnest Pass)²

Household After-Tax Income

Crowsnest Pass had 285 households in the \$150,000-and-over group in 2021, the largest income bracket. The \$5,000 to \$9,999 group fell to 10 households, down 66.67% from 2016.

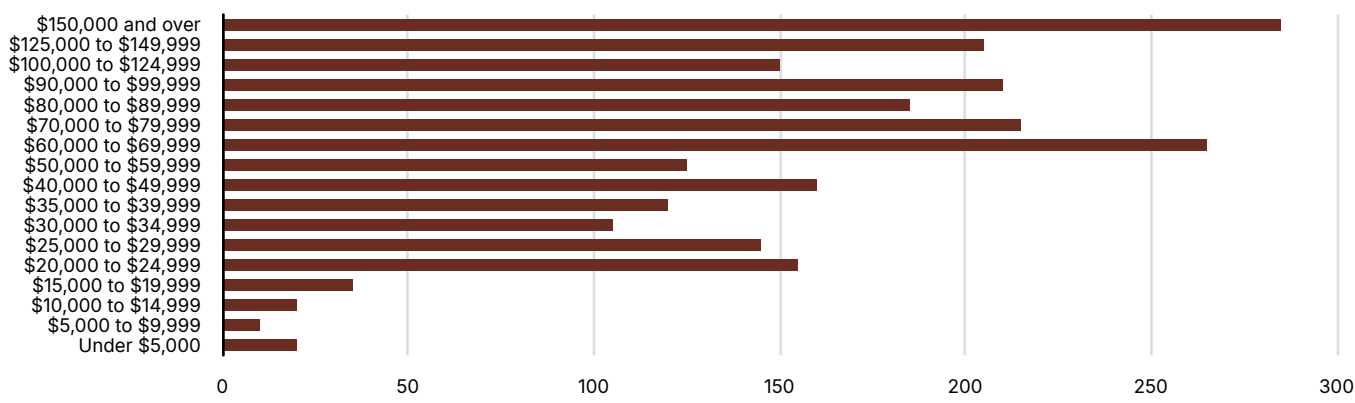


Figure 6.1: Shows household income after taxes across income groups. It helps indicate the resources households have available for day-to-day living after taxes are paid. (Crowsnest Pass, 2021)¹

In Crowsnest Pass, household after-tax income in 2021 was concentrated in the middle and upper-middle ranges, with 265 households in the \$60,000 to \$69,999 group and 285 in the \$150,000 and over group. Several lower-income brackets declined over five years, including under \$5,000, down 50%, and \$5,000 to \$9,999, down 66.7%. By contrast, \$40,000 to \$49,999 rose 33.3%, and \$60,000 to \$69,999 grew 35.9%.

In 2021, Crowsnest Pass had a broad spread of household after-tax income, with the largest counts in the middle and upper-middle bands. The biggest group was \$150,000 and over, at 285 households, followed by \$60,000 to \$69,999 at 265 and \$70,000 to \$79,999 at 215. Lower-income brackets were much smaller, including 20 households under \$5,000 and 10 in the \$5,000 to \$9,999 range. Five-year change was mixed: the top bracket rose 32.6%, while several lower brackets fell sharply.

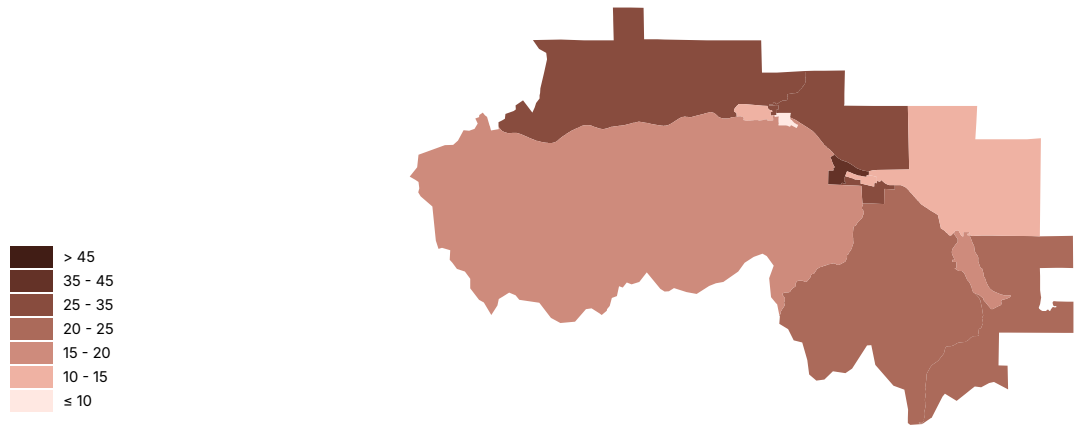


Figure 6.2: Distribution of Largest Group: Income Group Household - \$150,000 and over (Crowsnest Pass)¹

Individual After-Tax Income

In Crowsnest Pass, the largest income group was \$20,000 to \$29,999 with 1,930 people. Counts were also high at \$30,000 to \$39,999 with 1,430 and under \$10,000 with 745.

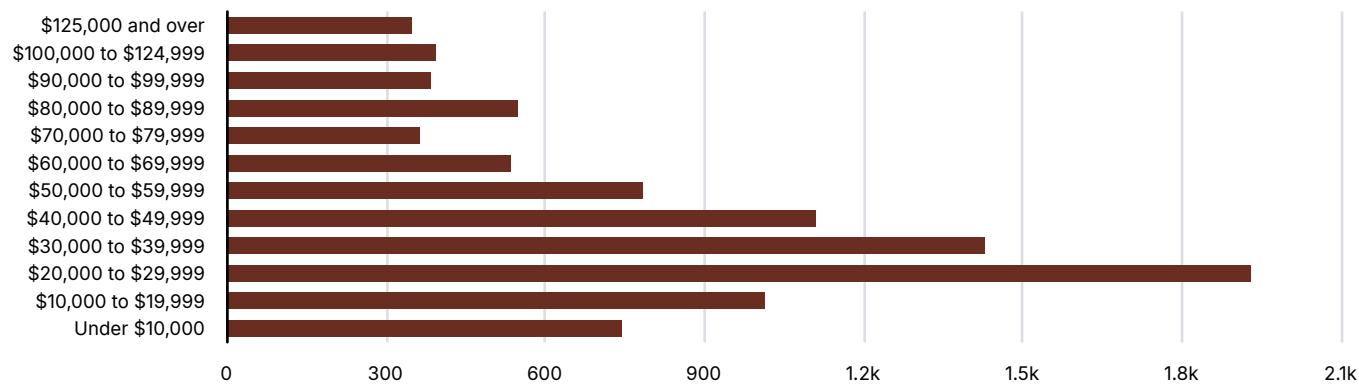


Figure 7.1: Shows individual after-tax income across income groups. It helps indicate the level of disposable income people have after taxes are paid. (Crowsnest Pass, 2021)¹

In Crowsnest Pass, individual after-tax income in 2021 was concentrated in the middle-income brackets, with the largest number of people in the \$20,000 to \$29,999 group. That bracket counted 1,930 people, followed by 1,430 in the \$30,000 to \$39,999 range and 1,110 in the \$40,000 to \$49,999 range. Lower counts appear at the top end, including 350 people with \$125,000 and over. The pattern suggests a broad earnings base centered below \$50,000. Higher and lower brackets are present, but the distribution is weighted toward modest after-tax incomes.

In 2021, Crowsnest Pass showed its largest after-tax income group in the \$20,000 to \$29,999 range, with 1,930 people. The next largest groups were \$30,000 to \$39,999 at 1,430 and \$40,000 to \$49,999 at 1,110. Lower-income counts were also sizable, including 1,015 people under \$20,000 and 745 below \$10,000. Higher-income groups were smaller, with 395 people at \$100,000 to \$124,999 and 350 at \$125,000 and over. The pattern points to a distribution centered in the middle and lower-middle ranges, with fewer residents at the top end.

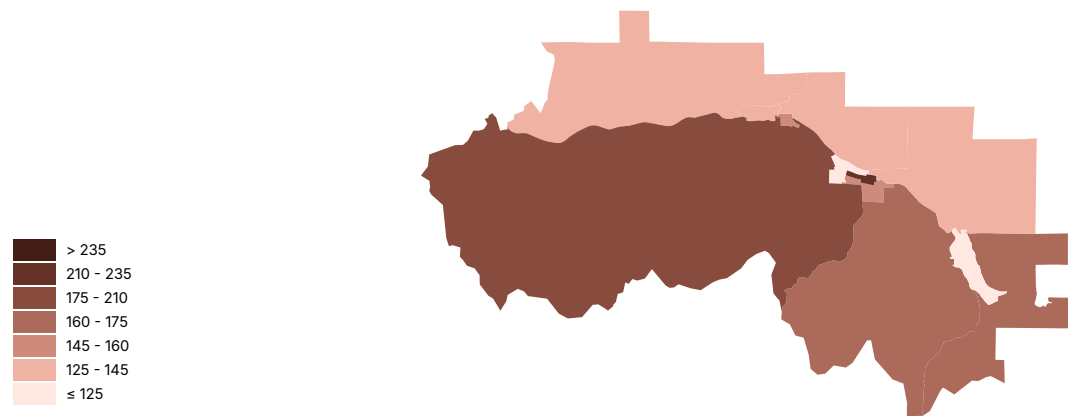


Figure 7.2: Distribution of Largest Group: Income Group Individual - \$20,000 to \$29,999 (Crowsnest Pass)¹

Individual Employment Income

In Crowsnest Pass, the largest income group was under \$5,000, with 900 people. Another 750 earned \$100,000 to \$124,999, while 675 were in the \$10,000 to \$19,999 range.

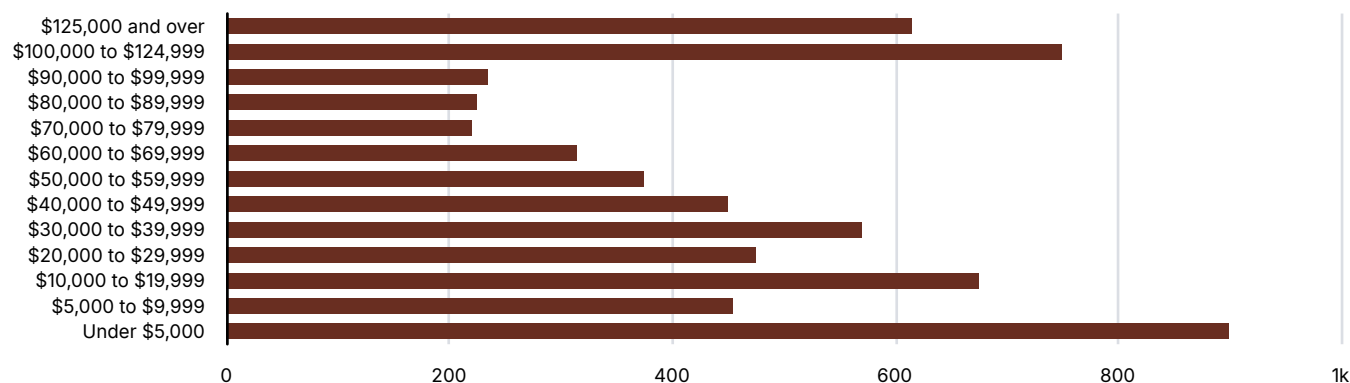


Figure 8.1: Shows individual employment income across income groups. It helps indicate how earnings from work are distributed among residents. (Crowsnest Pass, 2021)¹

In 2021, individual employment income in Crowsnest Pass was concentrated in the lower income bands, with the largest group earning under \$5,000. The profile also includes notable counts in higher ranges, including \$100,000 to \$124,999 and \$125,000 and over. The two lowest groups, under \$5,000 and \$10,000 to \$19,999, accounted for 900 and 675 people respectively, while \$100,000 to \$124,999 had 750 and \$125,000 and over had 615. No time series is provided, so the pattern is best read as a single-year distribution rather than a trend.

In 2021, individual employment income in Crowsnest Pass was spread across a wide range of earnings, with the largest counts in the lowest and upper-middle bands. The biggest group was under \$5,000, at 900 people. Another 750 were in the \$100,000 to \$124,999 band, and 615 were at \$125,000 and over. That mix shows both a large low-income base and a notable higher-income segment, rather than a single dominant earnings band. For the population aged 15 and over in private households, the distribution appears uneven, with income concentrated at the bottom and in the \$100,000-plus range.

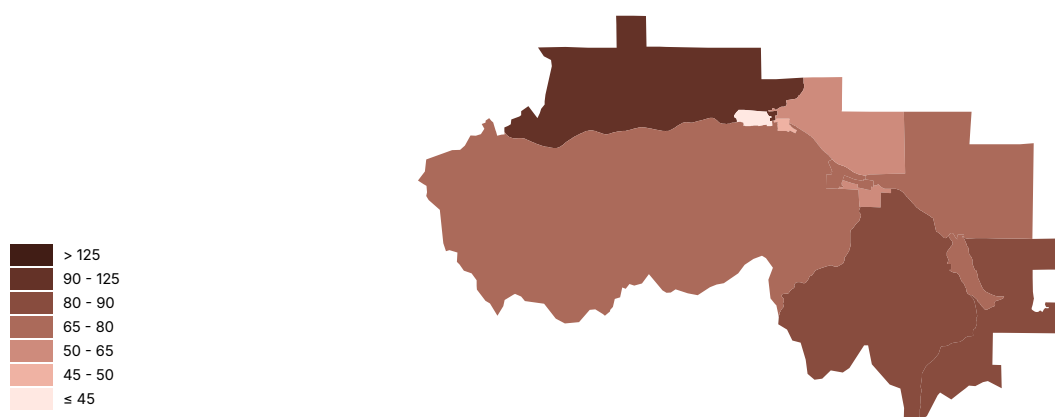


Figure 8.2: Distribution of Largest Group: Income Group Individual - Under \$5,000 (Crowsnest Pass)¹

Labour Force Participation Rate

Crowsnest Pass's participation rate fell to 54.2% in 2021, down from 59.2% in 2016 and 60.2% in 2011. The 2016 to 2021 decline was 8.45%.

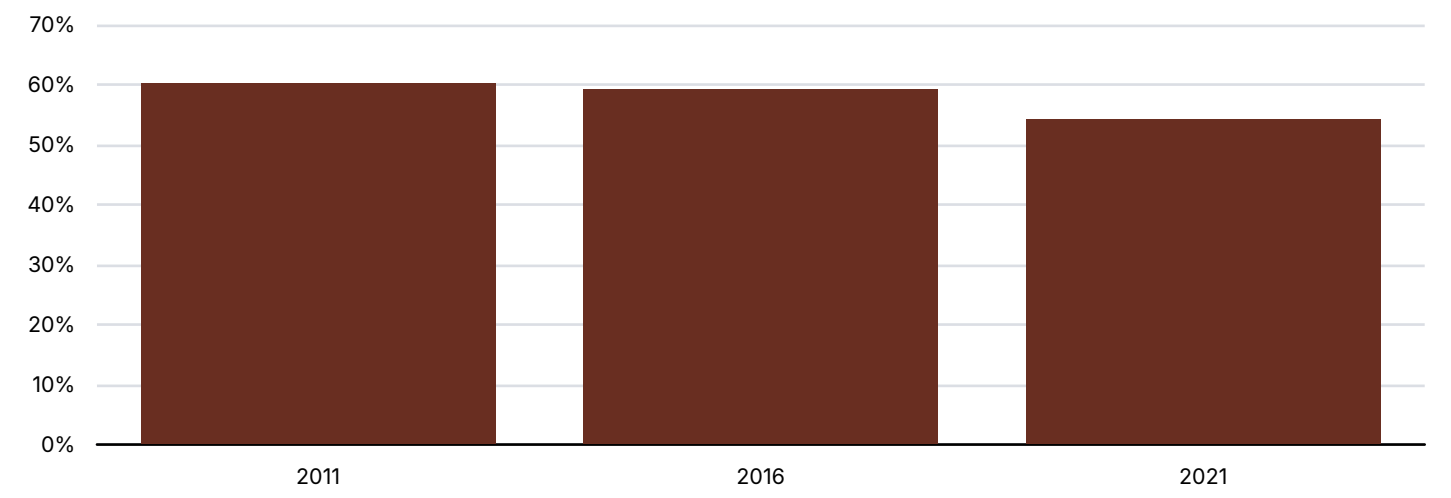
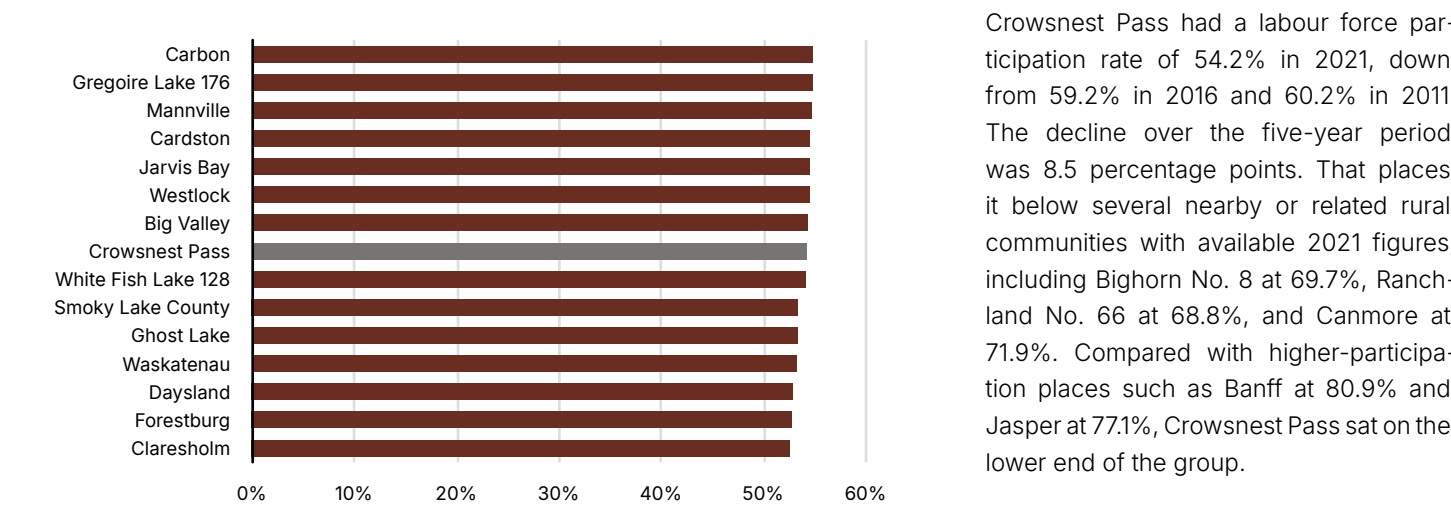


Figure 9.1: Shows the share of the working-age population that is employed or actively looking for work. It helps indicate the level of labour market engagement. (Crowsnest Pass, 2011-2021)¹

Crowsnest Pass has seen a clear decline in labour force participation over the census years shown. The rate was 60.2% in 2011, slipped to 59.2% in 2016, and then fell more sharply to 54.2% in 2021. That means the share of the total population that was working or looking for work dropped by 6.0 percentage points over the decade. The five-year change also shifted from -1.7% to -8.5%, showing that the decline accelerated in the later period. The pattern suggests weaker labour market engagement in 2021 than in earlier years, based on the figures provided.



Crowsnest Pass had a labour force participation rate of 54.2% in 2021, down from 59.2% in 2016 and 60.2% in 2011. The decline over the five-year period was 8.5 percentage points. That places it below several nearby or related rural communities with available 2021 figures, including Bighorn No. 8 at 69.7%, Ranchland No. 66 at 68.8%, and Canmore at 71.9%. Compared with higher-participation places such as Banff at 80.9% and Jasper at 77.1%, Crowsnest Pass sat on the lower end of the group.

Figure 9.2: Comparison of Labour Force Participation Rate with other locations (Crowsnest Pass, 2021)¹

Labour Force Status

Crowsnest Pass’s largest labour force group in 2021 was employed residents at 2,435 people, down from 2,550 in 2016. Those not in the labour force numbered 2,250, while unemployed residents totalled 230.

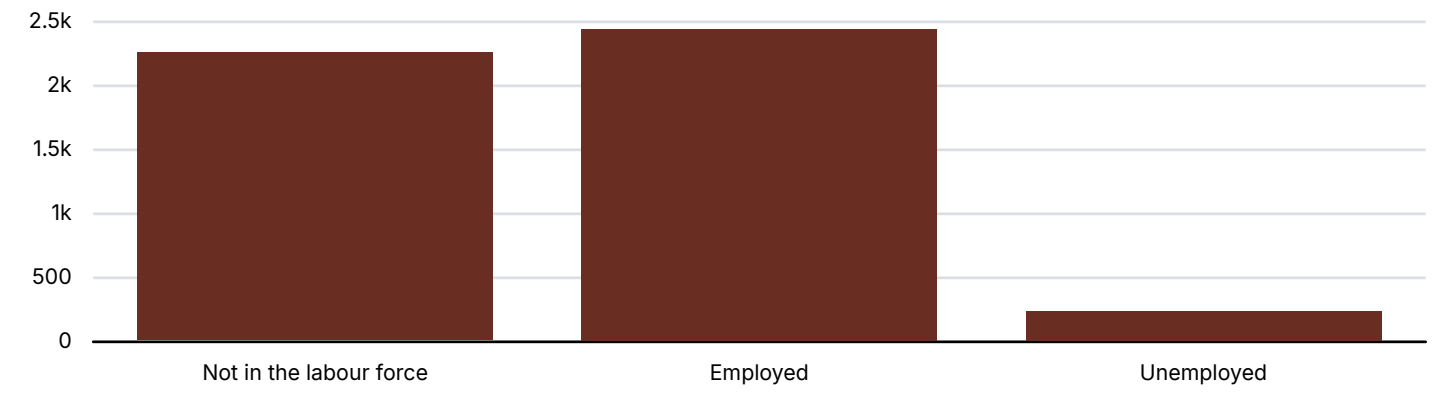


Figure 10.1: Shows whether residents are employed, unemployed, or not in the labour force. It helps indicate how people are participating in the labour market. (Crowsnest Pass, 2021)¹

In 2021, labour force status in Crowsnest Pass showed a slight tilt toward people outside the labour force. Among residents aged 15 years and over, 2,435 were employed, 230 were unemployed, and 2,250 were not in the labour force. Employment was the largest category, but the gap with those not participating was narrow. The unemployment count was much smaller than either group. This points to a community with active labour market participation, alongside a sizeable share not engaged in work or job search.

In 2021, labour force status in Crowsnest Pass shows a slightly larger group not in the labour force than employed residents. Among people aged 15 and over, 2,250 were not in the labour force, 2,435 were employed, and 230 were unemployed. That mix suggests participation was close to balanced, with employment accounting for the largest single category. Unemployment was a small share compared with the other two groups.

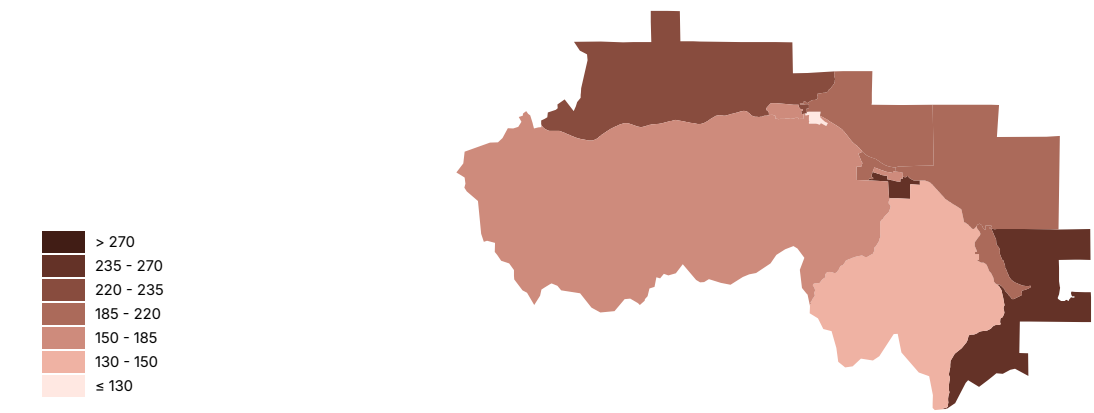


Figure 10.2: Distribution of Largest Group: Labour Force Status - Employed (Crowsnest Pass)¹

Work Activity

Did not work was the largest group in Crowsnest Pass in 2021 at 2,165 people, up 30.4% from 2016. Full-year full-time work edged down to 1,310, while part-year or part-time work fell to 1,440.

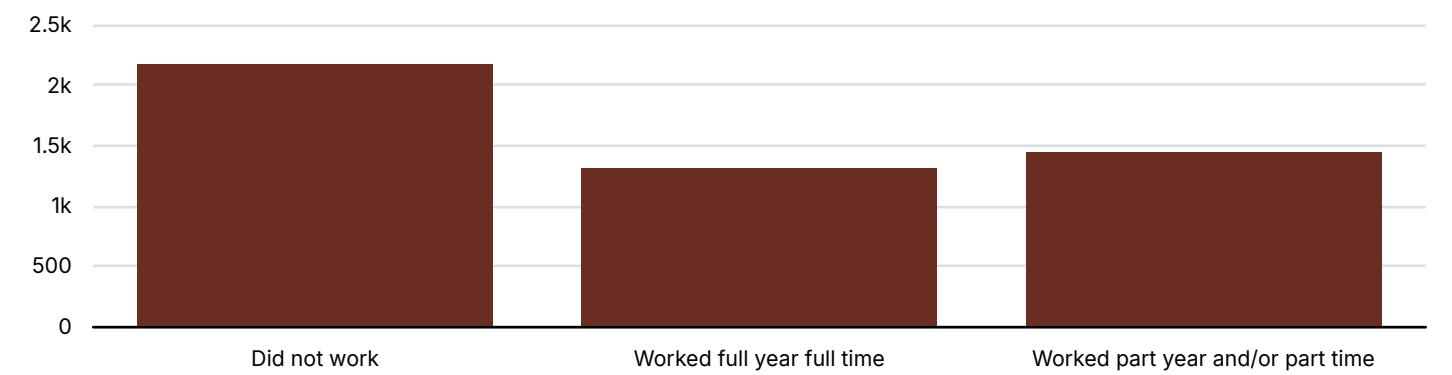


Figure 11.1: Shows the amount of work activity people had during the reference period. It helps indicate attachment to work over the year, not just at a single point in time. (Crowsnest Pass, 2021)¹

In Crowsnest Pass, work activity in 2021 shows a mixed pattern among residents aged 15 and over. 2,165 people did not work during the reference period. Another 1,310 worked full year full time, while 1,440 worked part year and/or part time. The five-year change points in different directions: did not work rose 30.4%, full-year full-time work fell 3.7%, and part-year and/or part-time work declined 15.0%. The pattern suggests less attachment to year-round full-time work and more movement toward non-work or shorter work activity over time.

In 2021, work activity in Crowsnest Pass leaned toward non-employment. The largest group was people who did not work, at 2,165, ahead of 1,440 who worked part year and/or part time and 1,310 who worked full year full time. The 5-year changes point to mixed movement. The count of people who did not work rose 30.4%, while full-year full-time work slipped 3.7% and part-year or part-time work fell 15.0%. That pattern suggests a heavier share of residents had limited attachment to work during the reference period, with full-time activity not expanding over five years.

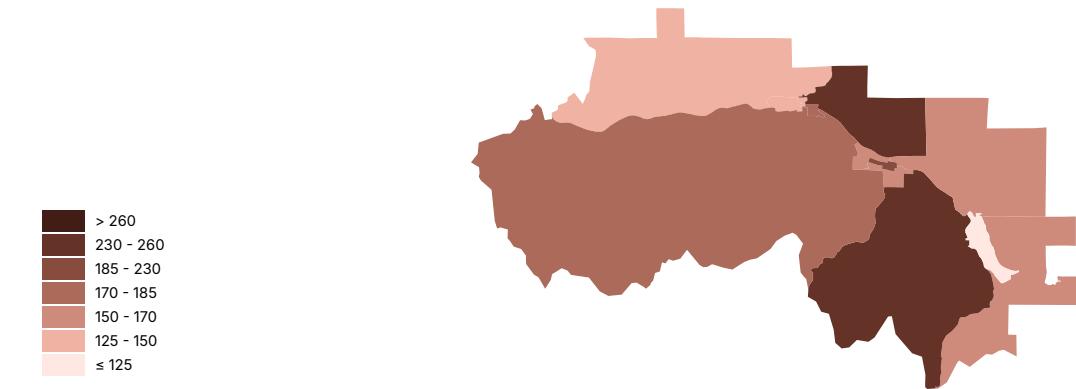


Figure 11.2: Distribution of Largest Group: Work Activity - Did not work (Crowsnest Pass)¹

Employed Residents by Occupation

Trades, transport and equipment operators and related occupations remained the largest group in Crowsnest Pass in 2021 at 815 people, up 20.7% over five years. Legislative and senior management occupations fell to 30, down 87.5%.

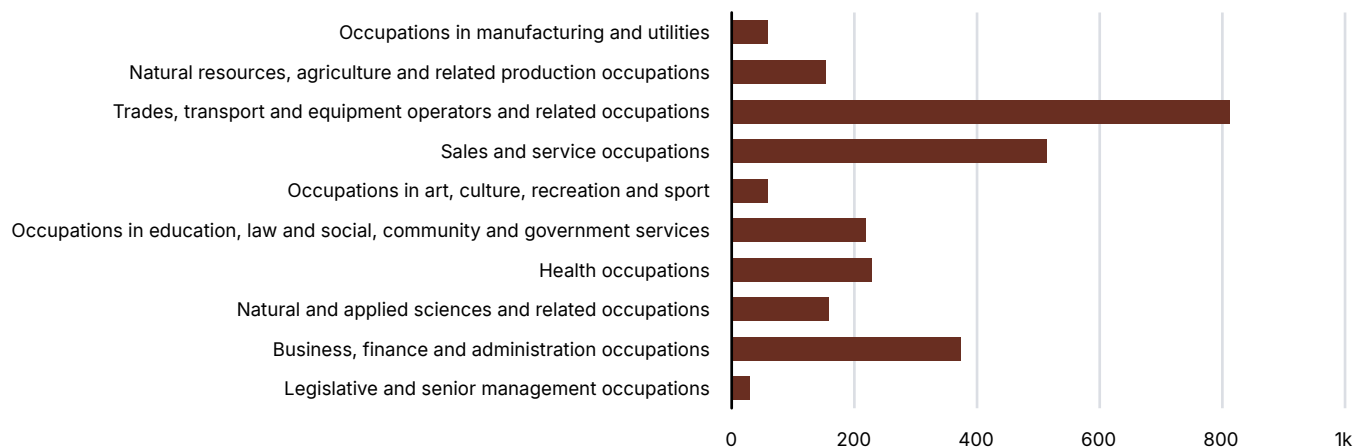
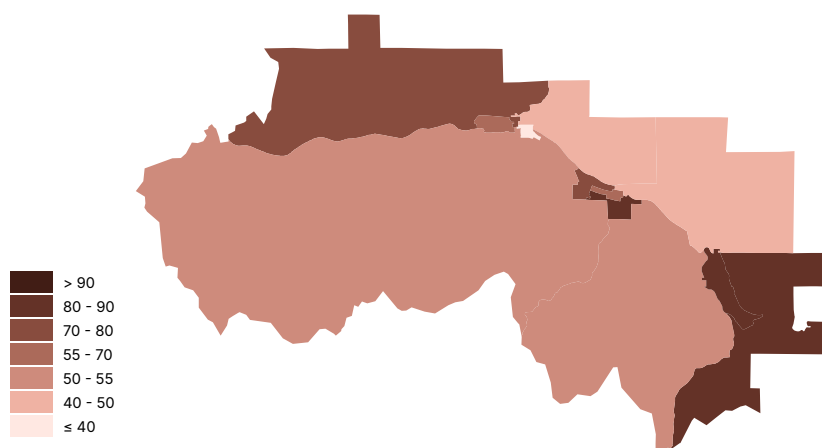


Figure 12.1: Shows the occupations held by employed residents. It helps indicate the community's skill mix and the kinds of work people do. (Crowsnest Pass, 2021)¹

In 2021, employed residents in Crowsnest Pass were concentrated in trades, transport and equipment operator jobs, with 815 people, while sales and service occupations ranked next at 515. Business, finance and administration accounted for 375 workers, and health occupations for 230. The 5-year changes show a mixed pattern. Trades-related work rose 20.7%, business, finance and administration increased 33.9%, and natural and applied sciences grew 14.3%. By contrast, sales and service fell 22.6%, and legislative and senior management occupations dropped 87.5%.



In Crowsnest Pass, employed residents in 2021 were concentrated in trades, transport and equipment operator jobs, which at 815 people formed the largest occupation group. Sales and service occupations were next at 515, followed by business, finance and administration at 375. Several other groups were much smaller, including legislative and senior management at 30 and manufacturing and utilities at 60. The 5-year changes show a mixed picture, with strong growth in trades but declines in sales and service.

Figure 12.2: Distribution of Largest Group: Occupation - Trades, transport and equipment operators and related occupations (Crowsnest Pass)¹

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.