Rural Canada 2013: An Update

A statement of the current structure and trends in Rural Canada

Prepared for the

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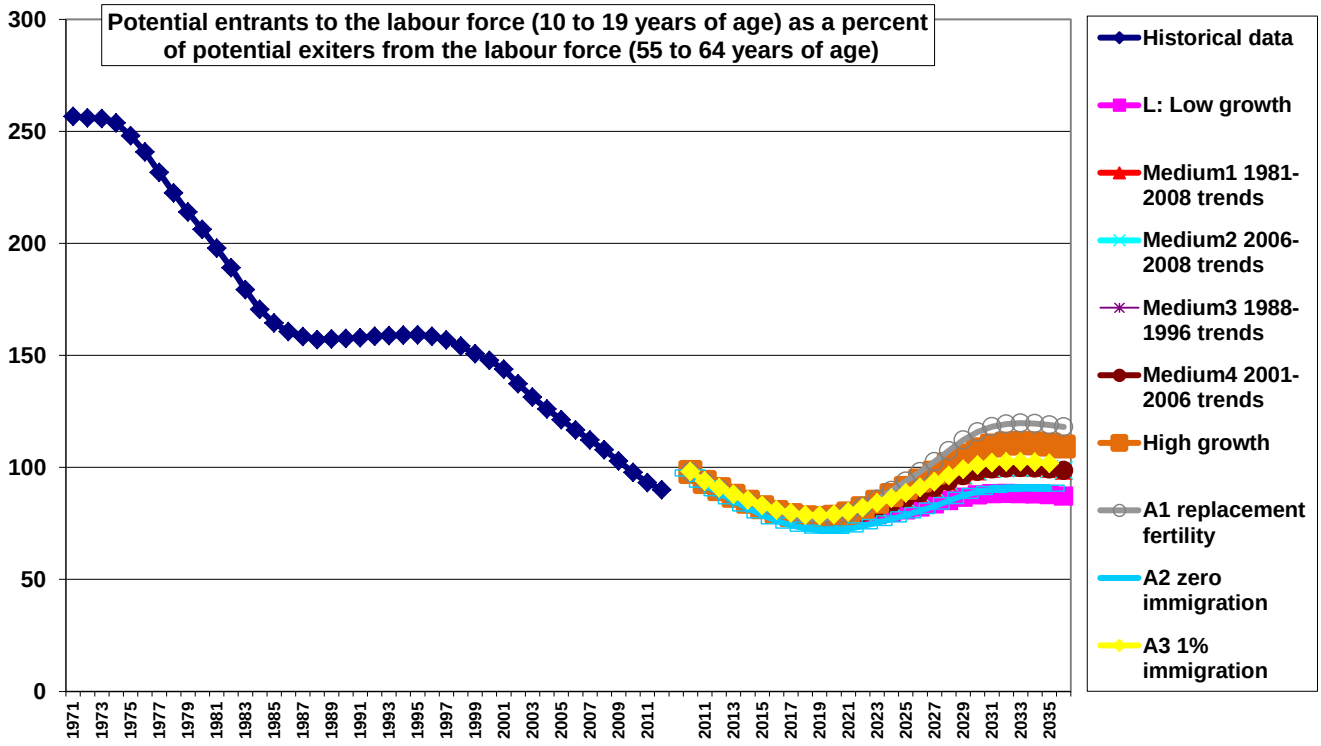
The new rural challenge: Create people, not jobs

Labour market shortage (regardless of projection scenario) from 2010 to 2025 due to less than 100 (potential) labour market entrants per 100 (potential) labour market retirees, Canada



Source: Statistics Canada, Demographic Estimates and Projections, CANSIM Tables 051-0001 and 052-0005.

Rural Canada 2013: An Update

Executive Summary

Rural Canada refers to localities: a) with a lower population density; or b) with a longer distance to a location with a high population density; or c) with both! In this report, we focus on non-metro localities (i.e. with a population density less than 100,000 inhabitants and with a distance that is outside the commuting zone of these metro centres).

With this focus, rural Canada encompasses 10.4 million Canadians, representing 31% of Canada's population. This share varies by province – from 100% within Prince Edward Island (and within the three northern territories) to 20% within Ontario.

Rural Canada is similar to metro Canada in some ways, but different in other ways.

Rural Canada is growing overall -- but at a slower pace than metro Canada. However, rural Canada is not growing everywhere. Rural Canada is growing near cities, in cottage-country and other desirable retirement locations and in northern areas with higher Aboriginal birth rates and in a few lucky areas with resource development.

It appears that "people-creation", not job creation, holds the key to growth in rural Canada. Canada is approaching a scenario with more deaths than births – and some rural areas are already there. To grow, these communities must attract immigrants or migrants from elsewhere in Canada. However, population growth may not be the objective of every community. Growing the well-being of the community residents might be the preferred objective.

Nevertheless, parts of rural Canada are very successful in attracting immigrants. Their rate of immigration attraction surpasses the rate of attraction of metro centres.

Rural Canada experiences downturns and upturns at essentially the same time. One recent exception was the downturn in rural areas in late 2012 and early 2013 – unusual by the fact that, typically, upturns and downturns in rural and metro areas occur at the same time.

Rural Canada is more intensive in goods production. Rural Canada is more intensive in seasonal industries – plus the rural component of all industries (except one) is more seasonal in rural areas than in metro areas.

Rural Canada's share of the GDP is essentially the same as its share of population. In some provinces, the share will be lower as GDP per worker may be lower in rural areas due to the types of jobs in rural areas versus metro areas. Also, rural GDP is relatively lower because a relatively smaller share of the rural population is employed in the formal workforce, due, in part, to a slightly lower employment rate among rural women as compared to metro women and due, in part, to a higher share of the rural population being 'retired' and, also, due in part, to the higher seasonality in rural areas meaning that for part of the year, some rural workers are not employed.

Most of rural Canada is challenged with the rural problematique. These areas were settled to export resources (fish, lumber, wheat, nickel, etc.). On-going mechanization means more can be exported with fewer workers. These areas need to find something new to export or there will be a loss of workers to other localities. The exports need not be goods. One Canadian town is exporting baseball training services. This town receives revenue from outside the town by providing baseball training camps for individuals from outside the town. The challenge of finding something new to export has been faced by rural Canada for at least half a century. This challenge will continue.

One key theme of this report is the tremendous variation in structure and performance across rural Canada. Thus, when considering private or public investment opportunities, one size does not fit all. Any policy approach will require flexibility to accommodate the wide range of opportunities for policy investment across rural Canada.

Rural Canada 2013: An Update

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Rural Canada 2013: An Update

1. Introduction

Rural Canadians 'enjoy' living in smaller communities (i.e. with lower population density) and they 'enjoy' living away from the so-called "rat race" (i.e. they live further from metro).

In 2011, 10.4 million Canadians were living in non-metro areas. Canada's non-metro population continues to grow.

A common expression among rural analysts is:

> *"Once you have seen one rural community, you have seen one rural community."*

The point is – there is wide diversity across rural Canada.

This report has two main aims or objectives:

1. To document the current status of rural Canada to update federal policy analysts concerning the diversity of economic trends and outcomes across rural Canada. The federal approach to rural and regional policy and programs needs to recognize this diversity. Parts of rural Canada have shown a great capacity to thrive in the context of rurality – and 'diversity' implies other rural places have different challenges and different opportunities.
2. To display this diversity of trends and outcomes for FCM members. The charts and tables – and especially the maps – provide a quick and visual way for each FCM member to see the characteristics of the region in which they are embedded. The regional structures and trends provide a dominant context for local development challenges and local development opportunities.

We acknowledge that behind every "average" number quoted in this report, there is a wide range of situations. We must all remember that many individuals and many communities are "not" experiencing the "average" trends reported here.

2. Defining rural

2.1 Rural is low population density and / or long distance to population density

Rural communities are defined by their (low) density and / or their (long) distance to density (Reimer and Bollman, 2010).

Density and distance to density may be considered as the two dimensions of rurality. The density dimension is shown along the horizontal axis in Figure 1 where 100% "rurality" in this dimension is a place with very low population density. The distance dimension is shown in the vertical axis where 100% "rurality" in terms of distance is a very long distance to a metro centre. Thus, residents at "C" in Figure 1 are really and truly rural. However, individuals living in a town at "A" have low "rurality" in terms of density but they are a long distance from a metro centre. Examples might be Dauphin, Manitoba or Yarmouth, Nova Scotia. Alternatively, residents at "B" in Figure 1 have a high degree of rurality in terms of population density (i.e. the town is small) but they live close to metro (i.e.

a low degree of rurality in terms of distance). Examples might be Vanscoy, Saskatchewan or Metcalfe, Ontario.

The opportunities and constraints in “A” and in “B” are very different. Residents of “A” would enjoy a vibrant small town life but if you got a job in that town, your spouse would be constrained to a “small town” job as it is too far to commute to metro. Residents in “B” can access metro jobs and more easily access metro consumers for a good or service being produced. However, the town is small – perhaps there is no day care – perhaps there is no high school.

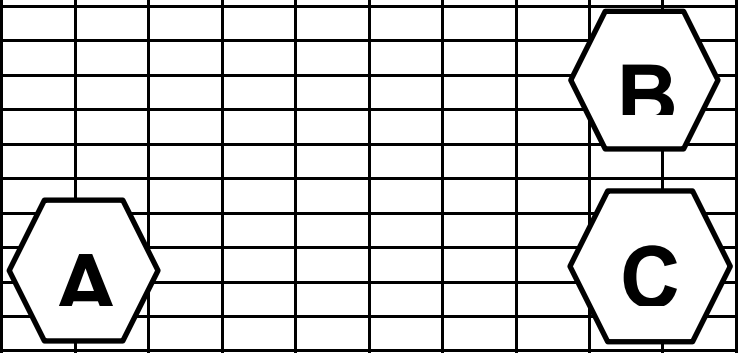
Thus, depending upon where a community is located on the grid of density and the distance to density, the opportunities and the constraints will differ considerably.

In our view, “rural” is a geographic concept. Hence, rural is defined by its geographic location and its geographic space. We would not use “agriculture” or “no doctors” or “washboard roads” to define rural – rather, we would compare these characteristics across urban and rural communities to show the amount of “agriculture” or the “number of doctors” of the “miles of washboard roads” in rural Canada as compared to urban Canada.

Figure 1

The two dimensions of rurality: Distance and density

	Index of rurality in the DENSITY (high to low density) dimension									
Index of rurality in the DISTANCE (short to long) dimension	10	20	30	40	50	60	70	80	90	100
10										
20										
30										
40										
50										
60										
70										
80										
90										
100										



2.2 Counting Canada’s rural population: some alternatives

The ideas of density and distance to density can be implemented in various ways in order to get a statistical count of rural Canadians.

One consideration is whether you want to classify a ‘settlement’ or a ‘community’ or a ‘region.’ Partridge and Olfert (2011) have argued persuasively that for purposes of economic development analysis and policy, one should focus on regions. The local economy now functions in terms of

regions – compared to the horse and buggy days when the local economy was community-centric[1]. After defining the functional region[2] within which a community is located, then one could classify a region according to its degree of rurality.

In Canada, the historical data classifies people as living in an (urban) population centre if the settlement has 1,000 or more residents and people who live outside these population centres were classified as census rural. In 2011, there were 6.3 million "census rural" Canadians according to this definition (Table 1). The building blocks or the unit of geography for this classification was a "settlement", where a settlement may spill over into a neighbouring municipality and the settlement is classified as a "population centre" or as "census rural", regardless of the type of labour market in which the settlement is situated.

Table 1

Population by type of settlement within each type of labour market, Canada, 2011

Type of labour market[1]	Type of settlement		
	Population centres (population 1,000 or more)	Census rural (outside centres of 1,000 or more)	Total
	Number of residents in 2011		
Metro (CMA)	20,919,831	2,203,610	23,123,441
Non-metro (non-CMA)	**6,227,443**	**4,125,804**	**10,353,247**
. . . Smaller cities (CAs)	4,248,630	62,894	4,311,524
. . . Rural and small town areas	1,978,813	4,062,910	6,041,723
Total	27,147,274	6,329,414	33,476,688

1. A Census Metropolitan Area (CMA) has a population of 100,000 or more includes all neighouring incorporated towns and municipalities where 50% or more of the resident workforce commutes to the CMA. A Census Agglomeration (CA) has a population of 10,000 to 99,999 and, again, includes surrounding places where 50% or more of the resident workforce commutes to the CA. Rural and small town areas are outside the commuting zone of centres of 10,000 or more.

Statistics Canada. (2012) **GeoSuite: 2011 Census** (Ottawa: Statistics Canada, Catalogue no. 92-150) (http://www5.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=92-150-X&chropg=1&lang=eng).

The former federal Rural Secretariat preferred the "rural and small town" definition[3]. These were all census subdivisions[4] (CSDs) outside the commuting zone of larger urban centres[5]. This

[1] Persson *et al.* (1997) describe Canada's rural history as starting with a "short distance" society (where most activity took place within the local community) to the "industrial society" (some commuting to work) to the "open" or "arena" society (where each family member now drives in a different direction for work, recreation and social functions – summarized as "driving madly off in all directions!").
[2] Munro *et al.* (2011) propose one way to define functional economic regions for economic development analysis and policy.
[3] See du Plessis *et al.* (2001).
[4] Census subdivisions are incorporated towns and incorporated municipalities plus their equivalent geographic units for statistical purposes (such as local government districts, Indian Reserves, unorganized territories, etc.).
[5] A "larger urban centre" had a core population of 10,000 or more and included all CSDs where 50% or more of the resident workforce commuted to the larger urban centre (i.e. they are Census Metropolitan Areas (CMAs) or Census Agglomerations (CAs)).

defined the density of rural and small areas as places with less than 10,000 people and the distance was such that less than 50% of the resident workers commuted to a larger urban centre.

In this case, each building block in the classification was a census subdivision (i.e. an incorporated place). Numerous incorporated municipalities would have both a "population centre" and a "census rural" area within the municipality. In 2011, 6.0 million individuals were living in rural and small town areas (Table 1). Importantly, only 4 million of the individuals in rural and small town Canada are the same individuals who are also "census rural".

Arguably, one should choose the definition of rural that matches the question or issue being considered (du Plessis *et al.*, 2001)[6]. For local issues (such as access to day care), we would suggest looking at the data on population centres.

For community issues, especially issues for which municipal governments have a role, we would suggest looking at census subdivisions (which can be grouped together into the rural and small town definition).

Many initiatives on economic development focus on jobs. Thus, a focus on the type of labour market would seem appropriate for discussions relating to economic development.

Importantly, rural and small areas and smaller cities have very similar characteristics[7]. Smaller cities grow slower – at about the same pace as rural and small town areas; smaller cities attract fewer immigrants – at about the same rate as rural and small town areas, etc. Smaller cities, even the regional service centres, often do not have higher-order services (such as specialized surgery) and often have a narrower selection of employment opportunities.

Metro areas, on the other hand, are different – they are metro!

Statistics Canada defines Census Metropolitan Areas (CMAs) as having a population of 100,000 or more and CMAs include all neighbouring towns or municipalities where 50% or more of the resident workforce commutes to the CMA.

CMAs have distinctly metro functions (Mendelson and Lefebvre, 2003).

As with rural communities, there is a wide variability of characteristics within the group of cities classified as CMAs. Compare Montreal with Trois Rivières or compare Toronto with Thunder Bay. Trois Rivières and Thunder Bay are fine places to live – they are not Montreal or Toronto.

For this discussion, we have chosen the non-metro (i.e. non-CMA/CA) geography to represent "rural" Canada. In 2011, 10.4 million Canadians were living in non-metro Canada (i.e. in places with a population density less than 100,000 inhabitants and at a distance that was outside the commuting zone of places with 100,000 in habitants) (Table 1). Non-metro Canada represents 31% of all Canadians.

[6] du Plessis *et al*. (2001) also document the concept of a "predominantly rural region" as defined by the OECD. Bollman and Clemenson (2008) show the population living in predominantly rural regions was 9.4 million in 2006 (and it was 9.7 million in 2011).

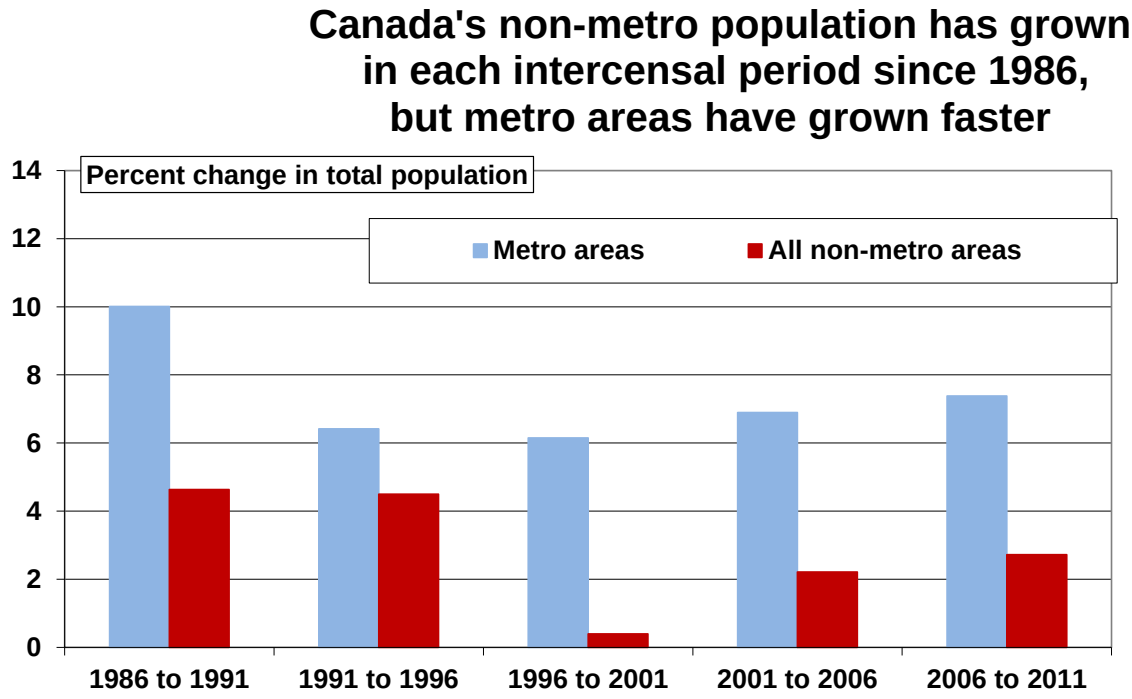
[7] This conclusion may be gleaned from the 65 *Rural and Small Town Canada Analysis Bulletins* published by Statistics Canada at http://www.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=21-006-X&CHROPG=1&lang=eng'

3. Patterns of rural population growth and decline

3.1 Non-metro Canada is growing

Non-metro Canada has grown in each inter-censal period since 1986 (Figure 2). From 2006 to 2011, the non-metro population grew by 2.7%.

Figure 2



Source: Statistics Canada, Census of Population, 1986 - 2011. Data are tabulated within constant boundaries.

In 2011, Canada's non-metro[8] population was 10.4 million (Figure 3).

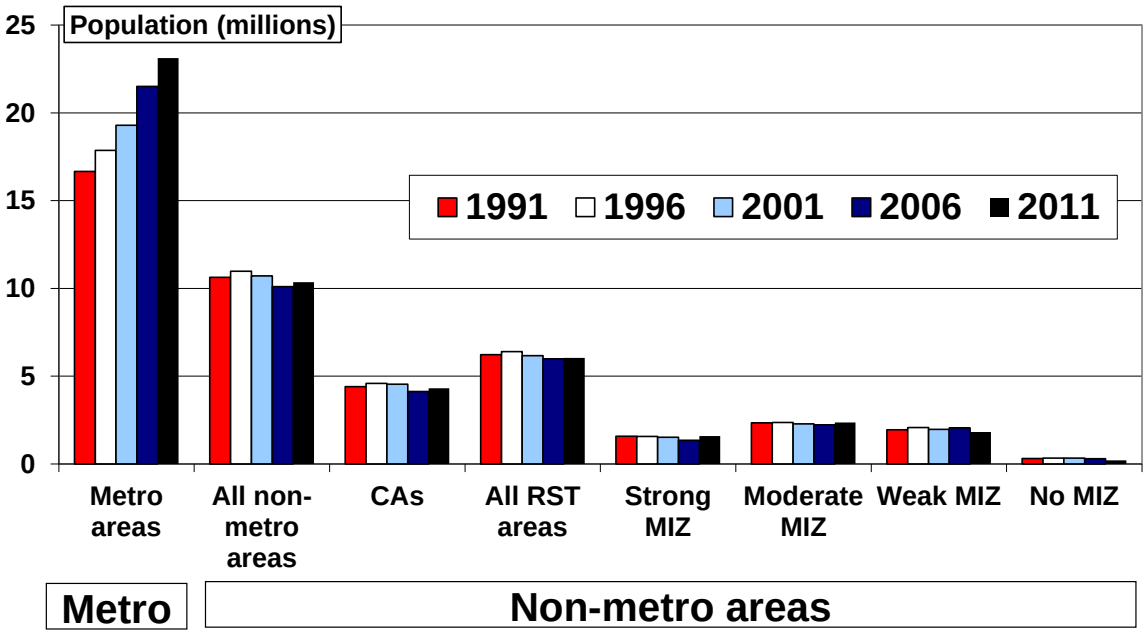
Note, however, that Figure 3 does not show a continuous increase in non-metro population, but Figure 2 did show growth in each inter-censal period. This has been due to the reclassification of some areas from non-metro to metro due to the successful development of non-metro areas in Canada. Specifically, re-classification can happen in two ways:

a. Commuting patterns may change and some neighbouring towns and villages become classified as part of a CMA; or
b. A city grows and becomes classified as a CMA.

[8] As portrayed in Figure 3, non-metro includes smaller cities (Census Agglomerations or CAs) plus rural and small town (RST) areas that are dis-aggregated according to their "Metropolitan Influenced Zone" (MIZ). For details, see du Plessis *et al.* (2001).

Figure 3

Canada's non-metro population was 10.4 million in 2011



Note: Data are tabulated within boundaries applicable at the time of the given census.
Source: Statistics Canada, Census of Population, 1991 to 2011.

In Figure 4, the dark green line at the left shows the growth of the non-metro population from 10.1 million in 1986 to 10.6 million in 1991. These data are presented according to the non-metro classification used at the end of the inter-censal period – thus, the dark green line shows the growth according to the non-metro delineation of 1991.

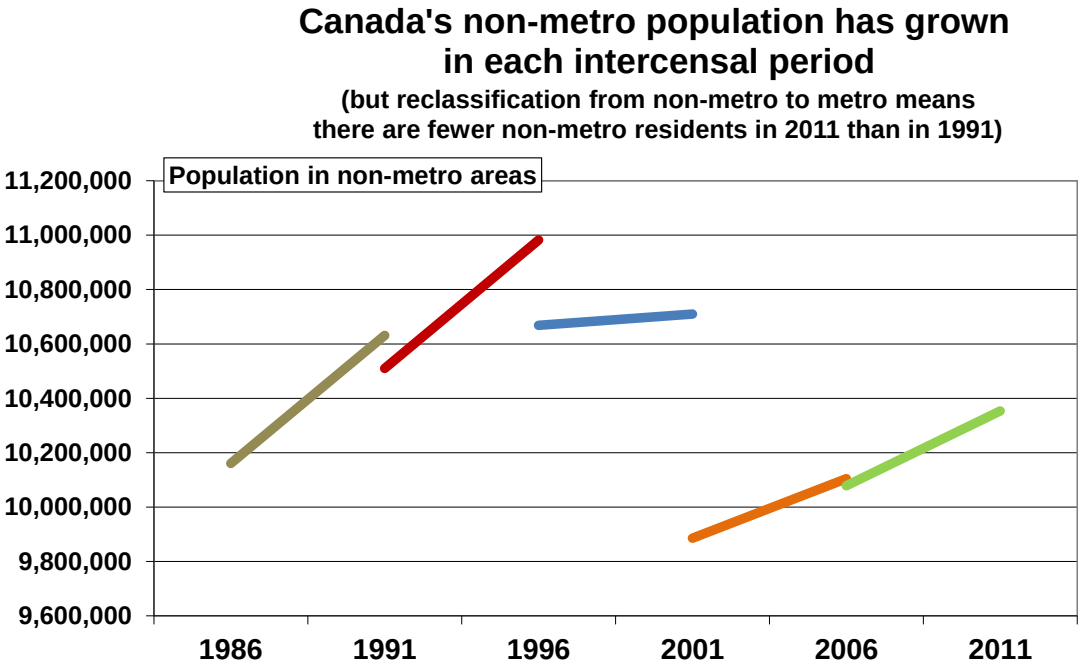
For the 1996 census, there was a reclassification of the 1991 population where 122 thousand were re-classified from non-metro to metro. Then, the dark red line shows non-metro growth from 10.5 million in 1991 to 11 million in 1996 (according to the 1996 delineation of non-metro).

For the 2001 census, there was a reclassification of the 1996 population where 314 thousand were reclassified from non-metro to metro. The blue line shows non-metro population growth from 10.6 million in 1996 to 10.7 million in 2001 (according to the 2001 delineation of non-metro).

For the 2006 census, there was a reclassification of the 2001 population where 824 thousand were reclassified from non-metro to metro. The orange line shows non-metro population growth from 9.9 million in 2001 to 10.1 million in 2006.

The point of Figure 4 is that successful development of non-metro areas is causing population growth. In fact, the lines in Figure 4 (and the bars in Figure 2 above) show population growth in each inter-censal period. However, growth in some non-metro areas causes a reclassification from non-metro to metro. As a result of these reclassifications, we find the non-metro population in 2011 to be 10.4 million. This figure is smaller than in 1991or in 1996 or in 2001. At present, there is a smaller non-metro population due to the growth of the non-metro population due to successful non-metro development.

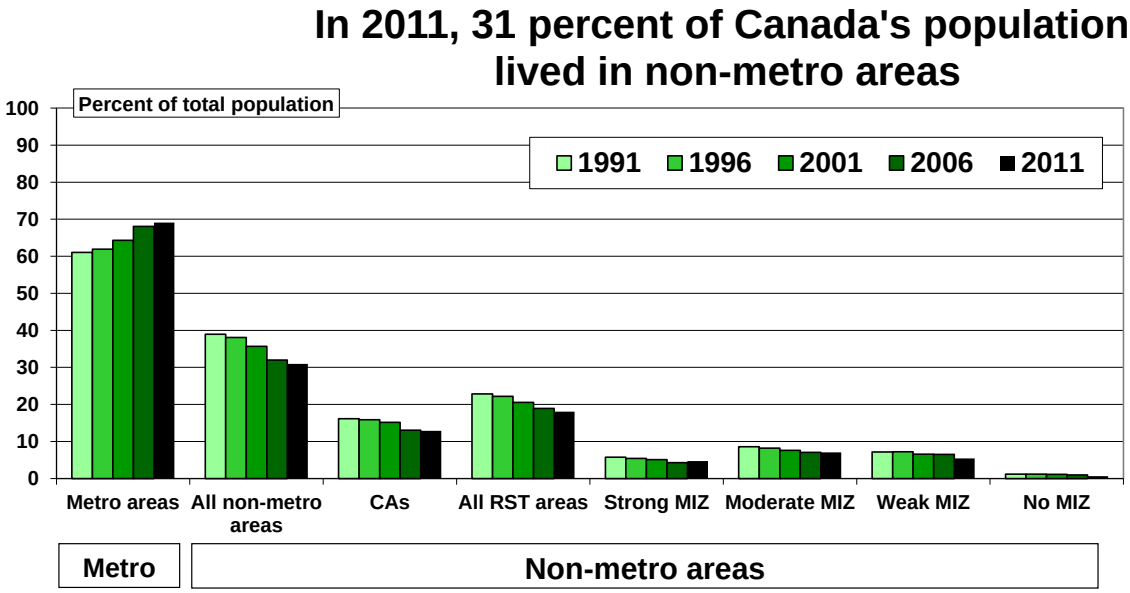
Figure 4



Source: Statistics Canada, Census of Population, 1986 - 2011.
Each line shows the non-metro population according to the classification of "non-metro" for the end-period census.

Due to slower growth in non-metro areas (Figure 2) and due to reclassification of the non-metro population (Figure 4), we now find 31% of Canadians residing in non-metro areas, down from 40% in 1986 (Figure 5).

Figure 5



Note: Data are tabulated within boundaries applicable at the time of the given census.
In 2006 and 2011. Census Metropolitan Areas (CMAs) have a population of 100,000 or more (with 50,000 or more in the built-up core) and includes all neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. Census Agglomerations (CAs) have 10,000 or more in the built-up core and includes all neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. Metropolitan Influenced Zones (MIZ) are assigned on the basis of the share of the workforce that commutes to any CMA or CA (Strong metropolitan influenced zone: 30% or more; Moderate metropolitan influenced zone: 5 to 29%; Weak metropolitan influenced zone: 1 to 5%; No metropolitan influenced zone: no commuters).
Source: Statistics Canada, Census of Population, 1991 to 2011.

The size of the non-metro population within each of the provinces varies from 100% within Prince Edward Island (and within each of the northern territories) to 20% within Ontario (Table 2). Note also that nearly ½ of Canada's non-metro population resides in Ontario and Quebec (25% and 24%, respectively). Another ¼ reside in British Columbia and Alberta (13% and 12%, respectively).

Table 2

Metro and non-metro population by province, 2011

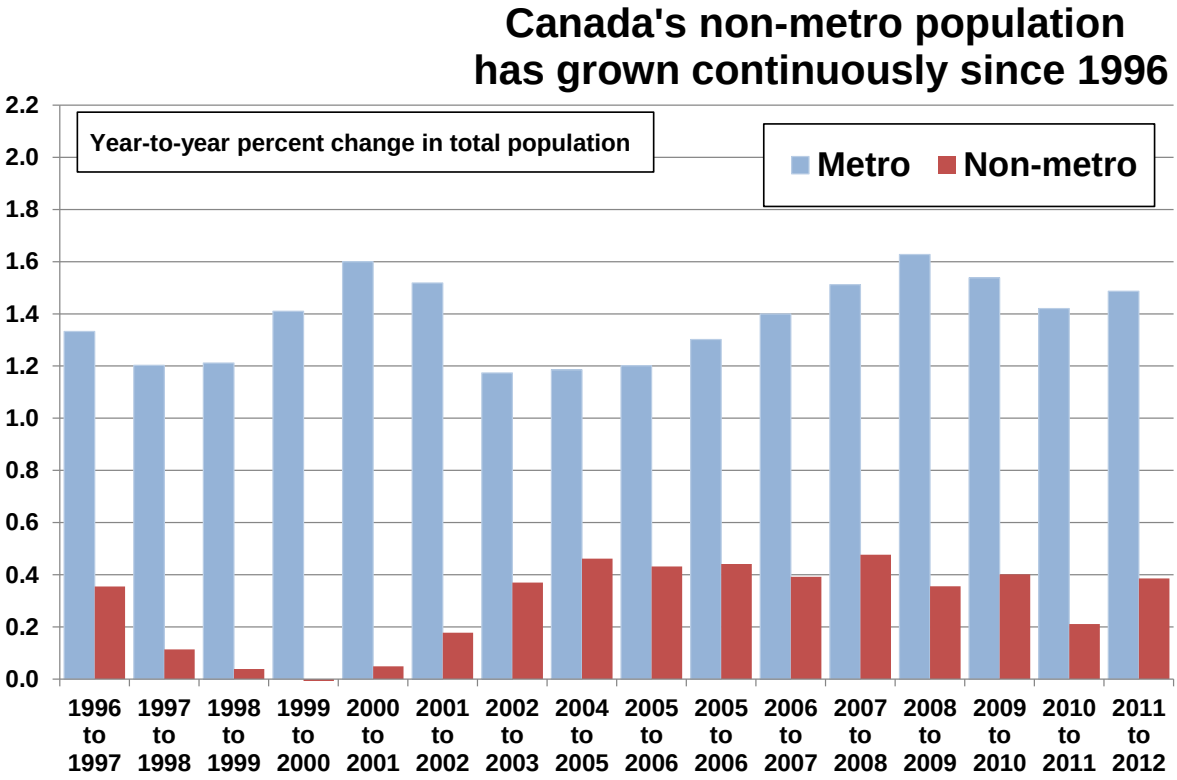
	Metro (CMA)	**Non-metro** (non-CMA)	Census agglomerations	**Rural and small town (RST) areas**						**All areas**
				Strong MIZ	Moderate MIZ	Weak MIZ	No MIZ	RST Territories	All rural and small town (RST) areas	
	***** Total population, 2011 *****									
Newfoundland and Labrador	196,966	317,570	51,798	26,809	110,356	106,301	22,306	n.a.	265,772	514,536
Prince Edward Island	0	140,204	80,975	23,079	30,785	4,621	744	n.a.	59,229	140,204
Nova Scotia	390,328	531,399	209,675	27,191	107,537	185,736	1,260	n.a.	321,724	921,727
New Brunswick	266,405	484,766	192,290	45,189	154,356	86,300	6,631	n.a.	292,476	751,171
Quebec	5,415,881	2,487,120	938,918	483,020	742,836	297,344	25,002	n.a.	1,548,202	7,903,001
Ontario	10,270,006	2,581,815	1,133,127	644,299	555,931	225,197	23,261	n.a.	1,448,688	12,851,821
Manitoba	730,018	478,250	92,588	71,393	92,264	187,345	34,660	n.a.	385,662	1,208,268
Saskatchewan	471,156	562,225	157,822	28,868	129,658	184,875	61,002	n.a.	404,403	1,033,381
Alberta	2,374,708	1,270,549	562,903	137,000	262,346	290,104	18,196	n.a.	707,646	3,645,257
British Columbia	3,007,973	1,392,084	846,166	99,833	177,167	251,295	17,623	n.a.	545,918	4,400,057
Yukon	0	33,897	26,028	n.a.	n.a.	n.a.	n.a.	7,869	7,869	33,897
Northwest Territories	0	41,462	19,234	n.a.	n.a.	n.a.	n.a.	22,228	22,228	41,462
Nunavut	0	31,906	0	n.a.	n.a.	n.a.	n.a.	31,906	31,906	31,906
CANADA	23,123,441	10,353,247	4,311,524	1,586,681	2,363,236	1,819,118	210,685	62,003	6,041,723	33,476,688
	***** Percent distribution of population within each province (row percent) *****									
Newfoundland and Labrador	38	62	10	5	21	21	4	n.a.	52	100
Prince Edward Island	0	100	58	16	22	3	1	n.a.	42	100
Nova Scotia	42	58	23	3	12	20	0	n.a.	35	100
New Brunswick	35	65	26	6	21	11	1	n.a.	39	100
Quebec	69	31	12	6	9	4	0	n.a.	20	100
Ontario	80	20	9	5	4	2	0	n.a.	11	100
Manitoba	60	40	8	6	8	16	3	n.a.	32	100
Saskatchewan	46	54	15	3	13	18	6	n.a.	39	100
Alberta	65	35	15	4	7	8	0	n.a.	19	100
British Columbia	68	32	19	2	4	6	0	n.a.	12	100
Yukon	0	100	77	n.a.	n.a.	n.a.	n.a.	23	23	100
Northwest Territories	0	100	46	n.a.	n.a.	n.a.	n.a.	54	54	100
Nunavut	0	100	0	n.a.	n.a.	n.a.	n.a.	100	100	100
CANADA	69	31	13	5	7	5	1	0	18	100
	***** Percent distribution of population within each geographic class (column percent) *****									
Newfoundland and Labrador	1	3	1	2	5	6	11	n.a.	4	2
Prince Edward Island	0	1	2	1	1	0	0	n.a.	1	0
Nova Scotia	2	5	5	2	5	10	1	n.a.	5	3
New Brunswick	1	5	4	3	7	5	3	n.a.	5	2
Quebec	23	24	22	30	31	16	12	n.a.	26	24
Ontario	44	25	26	41	24	12	11	n.a.	24	38
Manitoba	3	5	2	4	4	10	16	n.a.	6	4
Saskatchewan	2	5	4	2	5	10	29	n.a.	7	3
Alberta	10	12	13	9	11	16	9	n.a.	12	11
British Columbia	13	13	20	6	7	14	8	n.a.	9	13
Yukon	0	0	1	n.a.	n.a.	n.a.	n.a.	13	0	0
Northwest Territories	0	0	0	n.a.	n.a.	n.a.	n.a.	36	0	0
Nunavut	0	0	0	n.a.	n.a.	n.a.	n.a.	51	1	0
CANADA	100	100	100	100	100	100	100	100	100	100

Source: Statistics Canada, Census of Population, 2011.

The size of the non-metro population is monitored each year by Statistics Canada's Annual Demographic Statistics program. In 2012, Canada's non-metro population grew 0.4% compared to the level in 2011 (Figure 6). Importantly, Canada's non-metro population grew[9] in each year from 1996 to 2012.

As noted in the introduction, there is a wide range of outcomes across non-metro Canada. Here is our first observation of this important point. Across the non-metro areas within each province, the change in the non-metro population from 2011 to 2012 ranged from a low of -1% in Newfoundland and Labrador to a high of 1.7% in Alberta[10] (Table 3). Only 2 provinces replicated the Canada-level result of continuous non-metro population growth from 1996 to 2012 (Manitoba and Alberta). Three provinces (Newfoundland and Labrador, Nova Scotia and New Brunswick) have experienced a continuous decline of their non-metro population since 1996.

Figure 6



* Reclassification is not an issue in this time series. These data have been tabulated within the 2006 boundaries of metro and non-metro.
Source: Statistics Canada. **Annual Demographic Statistics.** CANSIM Table 051-0001 and 051-0046.

[9] Reclassification is not an issue in Figure 6 as the data are tabulated within the metro and non-metro delineations defined for the 2006 Census of Population.
[10] A chart like Figure 6 is available for each province from the author upon request.

Table 3

Percent change in total population from 2011 to 2012			
	Metro	**Non-metro**	**Non-metro recent trends**
Newfoundland and Labrador	1.5	-1.0	Decline since 1996
Prince Edward Island	n.a.	0.3	Growth since 2006
Nova Scotia	1.0	-0.7	Decline since 1996
New Brunswick	1.0	-0.4	Decline since 1996
Quebec	1.1	0.7	Growth since 2002
Ontario	1.4	-0.1	No change since 2006
Manitoba	1.6	0.6	Growth since 1996
Saskatchewan	3.7	0.7	Growth since 2006
Alberta	3.0	1.7	Growth since 1996
British Columbia	1.3	0.3	Growth since 2004
Canada	1.5	0.4	Growth since 1996

Source: Statistics Canada. **Annual Demographic Statistics**. CANSIM Table 051-0001 and 051-0046.

To emphasize the wide range in demographic outcomes across non-metro Canada, we have:

- first, classified each census division[11] (CD) in Canada according to whether it is metro, partially-non-metro or non-metro[12]; and
- second, we have calculated the number of years with a population increase during the 16 year period from 1996 to 2012.

Among the 293 CDs in Canada:

- 29 (10%) are metro CDs;
- 52 (18%) are partially-non-metro CDs and
- 212 (72%) are non-metro CDs,

Among the 212 non-metro CDs, there are 26 CDs with population growth in each year from 1996 to 2012 (Table 4). These CDs ranged from Queens (Prince Edward Island) to Squamish-Lillooet (British Columbia) to Keewatin (Nunavut).

Also among the 212 non-metro CDs, there are 33 with population decline in each year from 1996 to 2012. These CDs ranged from four CDs in Newfoundland and Labrador to two CDs in Saskatchewan.

Table 4 also shows the type of each CD according to the OECD classification (which is described in du Plessis *et al.* (2001)). Census divisions with continuous growth are more likely to contain a regional city (i.e. they are “intermediate” regions) or to be adjacent to a metro region. Census divisions with continuous decline are more likely to be rural non-metro-adjacent regions.

[11] A census division (CD) is a group of census subdivisions (CSDs) that are counties, MRCs, regional districts or groupings of CSDs for statistical purposes in some provinces (as in Newfoundland and Labrador and in the three Prairie Provinces).

[12] A metro CD has no individuals residing in a CSD that is delineated as part of a CMA; a partially-non-metro CD has some CSDs delineated as part of a CMA and other CSDs outside a CMA; and a non-metro CD has all its residents residing in CSDs that are outside metro areas.

Table 4

Non-metro census divisions with continuous population growth and continuous population decline, 1996 to 2012

Census Division identifier	Name of non-metro Census Division	Type of Census Division according to the OECD classification
26 non-metro census divisions had **POPULATION GROWTH** in each of the 16 years from 1996 to 2012		
1102	Queens, Prince Edward Island	Rural metro-adjacent region
1310	York, New Brunswick	Intermediate region
2429	Beauce-Sartigan, Quebec	Intermediate region
2439	Arthabaska, Quebec	Intermediate region
2447	La Haute-Yamaska, Quebec	Intermediate region
2449	Drummond, Quebec	Intermediate region
2456	Le Haut-Richelieu, Quebec	Intermediate region
2461	Joliette, Quebec	Intermediate region
2462	Matawinie, Quebec	Rural non-metro-adjacent region
2477	Les Pays-d'en-Haut, Quebec	Rural metro-adjacent region
2478	Les Laurentides, Quebec	Rural non-metro-adjacent region
3514	Northumberland, Ontario	Rural metro-adjacent region
3544	Muskoka, Ontario	Rural non-metro-adjacent region
4603	Man. Div. 3 (incl. Winkler, Morden, Altona)	Rural metro-adjacent region
4718	Sask. Div. 18 (Northern Saskatchewan)	Rural northern region
4801	Alta. Div. 1 (incl. Medicine Hat)	Rural metro-adjacent region
4802	Alta. Div. 2 (incl. Lethbridge & Brooks)	Rural metro-adjacent region
4805	Alta. Div. 5 (incl. Drumheller)	Rural metro-adjacent region
4808	Alta. Div. 8 (incl. Red Deer)	Rural metro-adjacent region
4810	Alta. Div. 10 (incl. Camrose & Lloydminster)	Rural metro-adjacent region
4815	Alta. Div. 15 (incl. Canmore)	Rural metro-adjacent region
4816	Alta. Div. 16 (incl. Fort McMurray)	Rural northern region
4819	Alta. Div. 19 (incl. Grande Prairie)	Rural non-metro-adjacent region
5921	Nanaimo, British Columbia	Predominantly urban region
5931	Squamish-Lillooet, British Columbia	Rural non-metro-adjacent region
6205	Keewatin, Nunavut	Rural northern region
33 non-metro census divisions had **POPULATION DECLINE** in each of the 16 years from 1996 to 2012		
1003	NL Div. No. 3 (incl. Port aux Basques)	Rural non-metro-adjacent region
1007	NL Div. No. 7 (incl. Bonvista & Clarenville)	Rural non-metro-adjacent region
1008	NL Div. No. 8 (incl. Lewisport & Springdale)	Rural non-metro-adjacent region
1009	NL Div. No. 9 (incl. St. Anthony)	Rural northern region
1201	Shelburne, Nova Scotia	Rural non-metro-adjacent region
1202	Yarmouth, Nova Scotia	Rural non-metro-adjacent region
1203	Digby, Nova Scotia	Rural non-metro-adjacent region
1211	Cumberland, Nova Scotia	Rural non-metro-adjacent region
1213	Guysborough, Nova Scotia	Rural non-metro-adjacent region
1216	Richmond, Nova Scotia	Rural metro-adjacent region
1218	Victoria, Nova Scotia	Rural metro-adjacent region
1309	Northumberland, New Brunswick	Rural non-metro-adjacent region
1313	Madawaska, New Brunswick	Rural non-metro-adjacent region
1314	Restigouche, New Brunswick	Rural non-metro-adjacent region
1315	Gloucester, New Brunswick	Rural non-metro-adjacent region
2402	Le Rocher-Percé, Quebec	Rural non-metro-adjacent region
2404	La Haute-Gaspésie, Quebec	Rural non-metro-adjacent region
2407	La Matapédia, Quebec	Rural non-metro-adjacent region
2411	Les Basques, Quebec	Rural metro-adjacent region
2413	Témiscouata, Quebec	Rural non-metro-adjacent region
2414	Kamouraska, Quebec	Rural non-metro-adjacent region
2417	L'Islet, Quebec	Rural non-metro-adjacent region
2428	Les Etchemins, Quebec	Rural non-metro-adjacent region
2435	Mékinac, Quebec	Rural metro-adjacent region
2491	Le Domaine-du-Roy, Quebec	Rural non-metro-adjacent region
2495	La Haute-Côte-Nord, Quebec	Rural metro-adjacent region
3552	Sudbury, Ontario	Rural metro-adjacent region
3556	Cochrane, Ontario	Rural northern region
3557	Algoma, Ontario	Intermediate region
3559	Rainy River, Ontario	Rural non-metro-adjacent region
4617	Man. Div. 17 (incl.Dauphin)	Rural non-metro-adjacent region
4703	Sask. Div. 3 (incl. Assiniboia)	Rural non-metro-adjacent region
4714	Sask. Div. 14 (incl. Melfort & Nipawin)	Rural non-metro-adjacent region

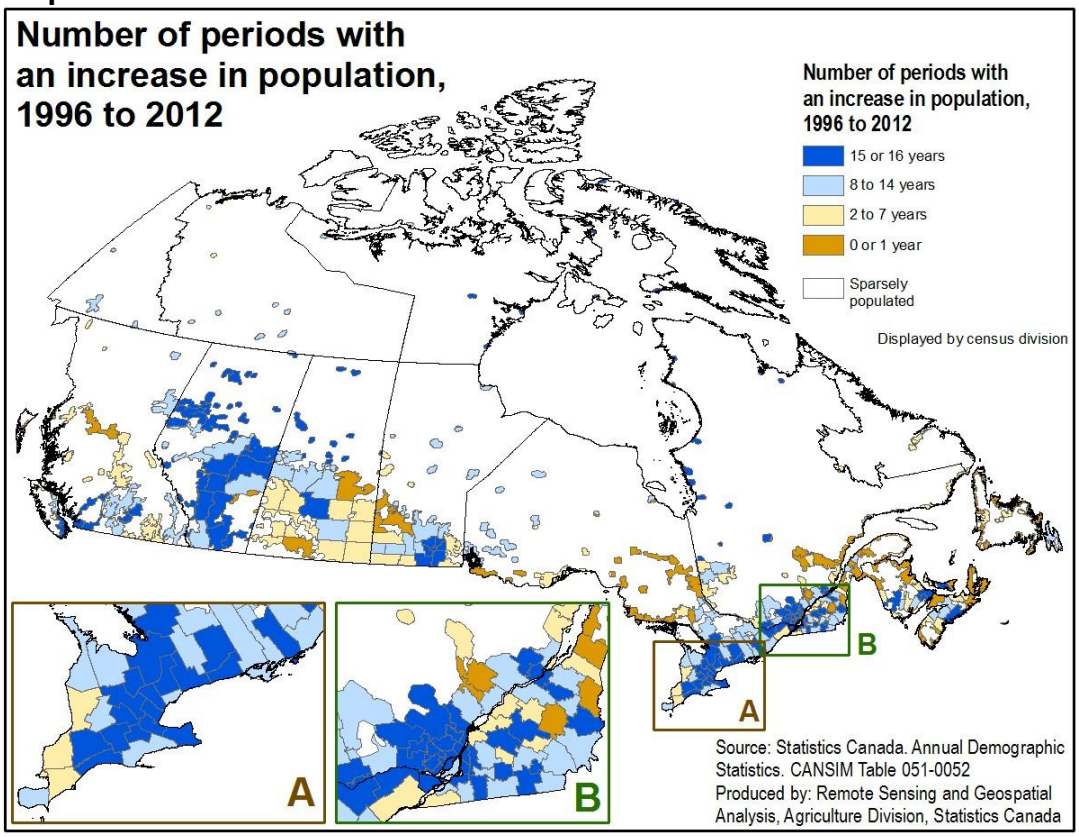
Source: Statistics Canada. **Annual Demographic Statistics**. CANSIM Table 051-0052

Thus, there is a wide range of demographic outcomes across non-metro Canada. This range in outcomes is illustrated in Map 1.

Public policy investments in non-metro Canada need to recognize that local situations differ widely.

Local (or municipal) public policy investments need to recognize the regional context within which they are investing.

Map 1



3.2 Components of population change

The components of population change within a geographic unit are:

- natural balance (births minus deaths);
- net domestic migration (number of individuals moving into this jurisdiction from elsewhere in Canada minus the number of individuals moving out of this jurisdiction to elsewhere in Canada); and
- net international migration (number of immigrants minus the number of emigrants).

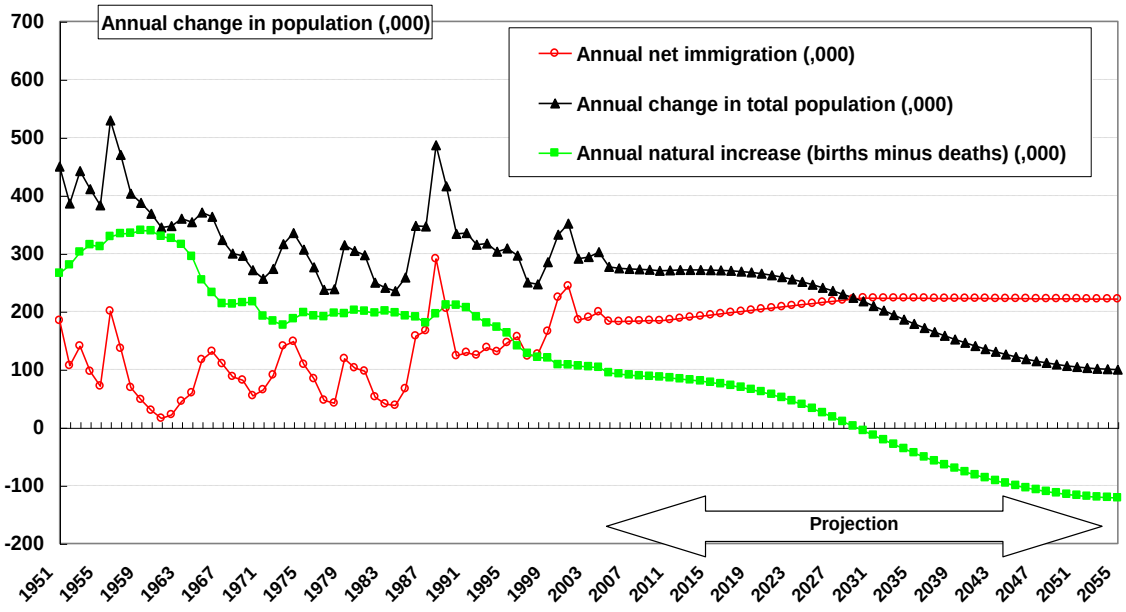
Each of these components is discussed in turn.

3.2.1 Natural balance (births minus deaths)

The first, and perhaps most important point, about natural balance is that in about 2030, Canada will have more deaths than births (regardless of the demographic projection scenario) (i.e. the green line will be below zero in Figure 7). At that point, Canada's population will only grow via international immigration.

Figure 7

Natural balance (births minus deaths) is projected to be negative in about 2030: then, all of Canada's population growth would come from immigration



Source: Statistics Canada (2005) **Population projections for Canada, Provinces and Territories** (Ottawa: Statistics Canada, Catalogue no. 91-529-XIE). (www.statcan.gc.ca/bsolc/english/bsolc?catno=91-520-XIE#formatdisp)

Within non-metro Canada, there are 29 CDs that have experienced more deaths than births during each of the 16 years from 1996 to 2012 (Table 5). They range from 7 CDs in Nova Scotia to 4 CDs in Saskatchewan. In these CDs, population growth would only have occurred by attracting migrants from elsewhere in Canada or by attracting international immigrants to settle in these CDs.

Note that some CDs have more deaths than births because they are attracting retirees (such as the Okanagan area of British Columbia and the Muskoka area of Ontario).

Importantly, 88 non-metro CDs have experienced more births than deaths in each year since 1996.

Table 5

Non-metro census divisions with more births than deaths in each year from 1996 to 2012

Census Division identifier	Name of non-metro Census Division	Type of Census Division according to the OECD classification
88 non-metro census divisions had MORE BIRTHS THAN DEATHS in each of the 16 years from 1996 to 2012		
1010	NL Div. No. 10 (Labrador)	Rural northern region
1011	NL Div. No. 11	Rural northern region
1102	Queens, Prince Edward Island	Rural metro-adjacent region
1103	Prince, Prince Edward Island	Rural non-metro-adjacent region
1208	Hants, Nova Scotia	Rural metro-adjacent region
1303	Sunbury, New Brunswick	Rural metro-adjacent region
1310	York, New Brunswick	Intermediate region
1311	Carleton, New Brunswick	Rural non-metro-adjacent region
2427	Robert-Cliche, Quebec	Rural non-metro-adjacent region
2429	Beauce-Sartigan, Quebec	Intermediate region
2430	Le Granit, Quebec	Rural non-metro-adjacent region
2432	L'Érable, Quebec	Rural non-metro-adjacent region
2439	Arthabaska, Quebec	Intermediate region
2447	La Haute-Yamaska, Quebec	Intermediate region
2448	Acton, Quebec	Rural metro-adjacent region
2449	Drummond, Quebec	Intermediate region
2454	Les Maskoutains, Quebec	Intermediate region
2456	Le Haut-Richelieu, Quebec	Intermediate region
2463	Montcalm, Quebec	Rural metro-adjacent region
2468	Les Jardins-de-Napierville, Quebec	Rural metro-adjacent region
2485	Témiscamingue, Quebec	Rural non-metro-adjacent region
2486	Rouyn-Noranda, Quebec	Rural non-metro-adjacent region
2487	Abitibi-Ouest, Quebec	Rural non-metro-adjacent region
2488	Abitibi, Quebec	Rural non-metro-adjacent region
2489	La Vallée-de-l'Or, Quebec	Rural non-metro-adjacent region
2490	La Tuque, Quebec	Rural non-metro-adjacent region
2491	Le Domaine-du-Roy, Quebec	Rural non-metro-adjacent region
2492	Maria-Chapdelaine, Quebec	Rural northern region
2493	Lac-Saint-Jean-Est, Quebec	Intermediate region
2496	Manicouagan, Quebec	Rural non-metro-adjacent region
2497	Sept-Rivières-Caniapiscau, Quebec	Rural non-metro-adjacent region
2498	Minganie-Basse-Côte-Nord, Quebec	Rural northern region
2499	Nord-du-Québec, Quebec	Rural northern region
3531	Perth, Ontario	Rural metro-adjacent region
3532	Oxford, Ontario	Rural metro-adjacent region
3556	Cochrane, Ontario	Rural northern region
3560	Kenora, Ontario	Rural northern region
4603	Man. Div. 3 (incl. Winkler, Morden, Altona)	Rural metro-adjacent region
4607	Man. Div. 7 (incl. Brandon)	Rural non-metro-adjacent region
4608	Man. Div. 8 (incl. Gladstone & Treherne)	Rural non-metro-adjacent region
4609	Man. Div. 9 (incl. Portage la Prairie)	Rural metro-adjacent region
4619	Man. Div. 19 (incl. Berens River)	Rural non-metro-adjacent region
4621	Man. Div. 21 (incl. Flin Flon & The Pas)	Rural northern region
4622	Man. Div. 22 (incl. Thompson)	Rural northern region
4623	Man. Div. 23 (incl. Churchill)	Rural northern region
4701	Sask. Div. 1 (incl. Estevan)	Rural non-metro-adjacent region
4713	Sask. Div. 13 (incl. Kindersley)	Rural non-metro-adjacent region
4715	Sask. Div. 15 (incl. Prince Albert & Humboldt)	Rural metro-adjacent region
4716	Sask. Div. 16 (incl. North Battleford)	Rural metro-adjacent region
4717	Sask. Div.17 (incl. Lloyd. & Meadow Lake)	Rural non-metro-adjacent region
4718	Sask. Div. 18 (Northern Saskatchewan)	Rural northern region
4801	Alta. Div. 1 (incl. Medicine Hat)	Rural metro-adjacent region
4802	Alta. Div. 2 (incl. Lethbridge & Brooks)	Rural metro-adjacent region
4803	Alta. Div. 3 (incl. Pincher Creek & Fort MacLeod)	Rural metro-adjacent region
4804	Alta. Div. 4 (incl. Hanna)	Rural non-metro-adjacent region
4805	Alta. Div. 5 (incl. Drumheller)	Rural metro-adjacent region
4807	Alta. Div. 7 (incl. Stettler & Wainwright)	Rural non-metro-adjacent region
4808	Alta. Div. 8 (incl. Red Deer)	Rural metro-adjacent region
4809	Alta. Div. 9 (incl. Rocky Mountain House)	Rural metro-adjacent region
4810	Alta. Div. 10 (incl. Camrose & Lloydminster)	Rural metro-adjacent region
4812	Alta. Div. 12 (incl. Cold Lake)	Rural non-metro-adjacent region
4813	Alta. Div. 13 (incl. Whitecourt)	Rural metro-adjacent region
4814	Alta. Div. 14 (incl. Hinton)	Rural non-metro-adjacent region
4815	Alta. Div. 15 (incl. Canmore)	Rural metro-adjacent region
4816	Alta. Div. 16 (incl. Fort McMurray)	Rural northern region
4817	Alta. Div. 17 (incl. Slave Lake)	Rural non-metro-adjacent region
4818	Alta. Div. 18 (incl. Grande Cache)	Rural non-metro-adjacent region
4819	Alta. Div. 19 (incl. Grande Prairie)	Rural non-metro-adjacent region
5901	East Kootenay, British Columbia	Rural non-metro-adjacent region
5923	Alberni-Clayoquot, British Columbia	Rural non-metro-adjacent region
5931	Squamish-Lillooet, British Columbia	Rural non-metro-adjacent region
5933	Thompson-Nicola, British Columbia	Rural metro-adjacent region
5941	Cariboo, British Columbia	Rural non-metro-adjacent region
5943	Mount Waddington, British Columbia	Rural non-metro-adjacent region
5945	Central Coast, British Columbia	Rural non-metro-adjacent region
5947	Skeena-Queen Charlotte, British Columbia	Rural northern region
5949	Kitimat-Stikine, British Columbia	Rural northern region
5951	Bulkley-Nechako, British Columbia	Rural northern region
5953	Fraser-Fort George, British Columbia	Rural metro-adjacent region
5955	Peace River, British Columbia	Rural non-metro-adjacent region
5957	Stikine, British Columbia	Rural northern region
5959	Northern Rockies, British Columbia	Rural northern region
6001	Yukon, Yukon	Rural northern region
6106	Fort Smith, Northwest Territories	Rural northern region
6107	Inuvik, Northwest Territories	Rural northern region
6204	Baffin, Nunavut	Rural northern region
6205	Keewatin, Nunavut	Rural northern region
6208	Kitikmeot, Nunavut	Rural northern region
29 non-metro census divisions had MORE DEATHS THAN BIRTHS in each of the 16 years from 1996 to 2012		
1203	Digby, Nova Scotia	Rural non-metro-adjacent region
1204	Queens, Nova Scotia	Rural non-metro-adjacent region
1205	Annapolis, Nova Scotia	Rural non-metro-adjacent region
1206	Lunenburg, Nova Scotia	Rural metro-adjacent region
1211	Cumberland, Nova Scotia	Rural non-metro-adjacent region
1213	Guysborough, Nova Scotia	Rural non-metro-adjacent region
1216	Richmond, Nova Scotia	Rural metro-adjacent region
2408	Matane, Quebec	Rural non-metro-adjacent region
2411	Les Basques, Quebec	Rural metro-adjacent region
2416	Charlevoix, Quebec	Rural non-metro-adjacent region
2431	L'Amiante, Quebec	Rural non-metro-adjacent region
2435	Mékinac, Quebec	Rural metro-adjacent region
2436	Shawinigan, Quebec	Intermediate region
2450	Nicolet-Yamaska, Quebec	Rural metro-adjacent region
2453	Le Bas-Richelieu, Quebec	Intermediate region
3513	Prince Edward, Ontario	Rural metro-adjacent region
3514	Northumberland, Ontario	Rural metro-adjacent region
3516	Kawartha Lakes, Ontario	Rural metro-adjacent region
3542	Grey, Ontario	Rural non-metro-adjacent region
3544	Muskoka, Ontario	Rural non-metro-adjacent region
3546	Haliburton, Ontario	Rural non-metro-adjacent region
3549	Parry Sound, Ontario	Rural non-metro-adjacent region
4605	Man. Div. 5 (incl. Killarney)	Rural non-metro-adjacent region
4615	Man. Div. 15 (incl. Minnedosa & Neepawa)	Rural non-metro-adjacent region
4703	Sask. Div. 3 (incl. Assiniboia)	Rural non-metro-adjacent region
4705	Sask. Div. 5 (incl. Melville)	Rural non-metro-adjacent region
4709	Sask. Div. 9 (incl. Yorkton)	Rural non-metro-adjacent region
4710	Sask. Div. 10 (incl. Wadena & Wynyard)	Rural non-metro-adjacent region
5907	Okanagan-Similkameen, British Columbia	Rural non-metro-adjacent region

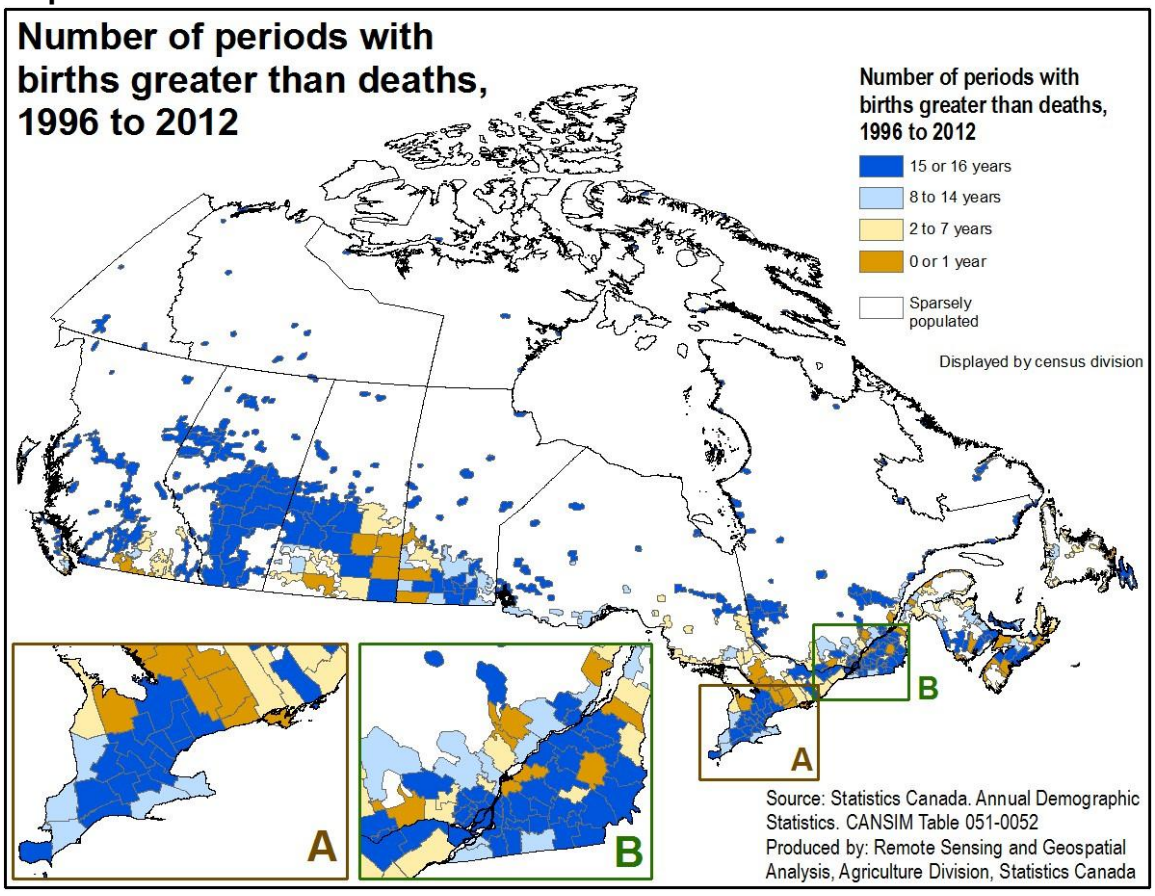
Source: Statistics Canada, **Annual Demographic Statistics**, CANSIM Table 051-0052

The pattern of natural balance (i.e. births minus deaths) is illustrated in Map 2. There is a wide range in this component of population change

To emphasize our theme:

- public policy investments in non-metro Canada need to recognize that local situations differ widely; and
- local (or municipal) public policy investments need to recognize the regional context within which they are investing.

Map 2



3.2.2 Which areas are attracting migrants from elsewhere in Canada?

Net internal migration is the second component of population change.

Across non-metro Canada, 17 CDs had more in-migrants than out-migrants in each year from 1996 to 2012 (Table 6). Thus, when individuals voted with their feet to move, more people voted to move to these CDs than voted to leave these CDs. In the most recent period (2012), the CD of Alta. Div. 16 (incl. Fort McMurray) increased its population by 5.1% in one year (i.e. in 2012) due to net in-migration (i.e. in-migrants minus out-migrants). Two other non-metro CDs increased their population by over 1% in 2012 due to the impact of net internal migration (the CDs of Haliburton, Ontario and Queens, Prince Edward Island).

At the other end of the spectrum, 43 non-metro CDs lost population due to net internal migration in each of the 16 years from 1996 to 2012. In 2012 alone, one CD lost more than 2% of its population due to internal (out) migration (the CD of NL Div. No. 9 (incl. St. Anthony)).

Table 6

Non-metro census divisions with more in-migrants than out-migrants in each year from 1996 to 2012

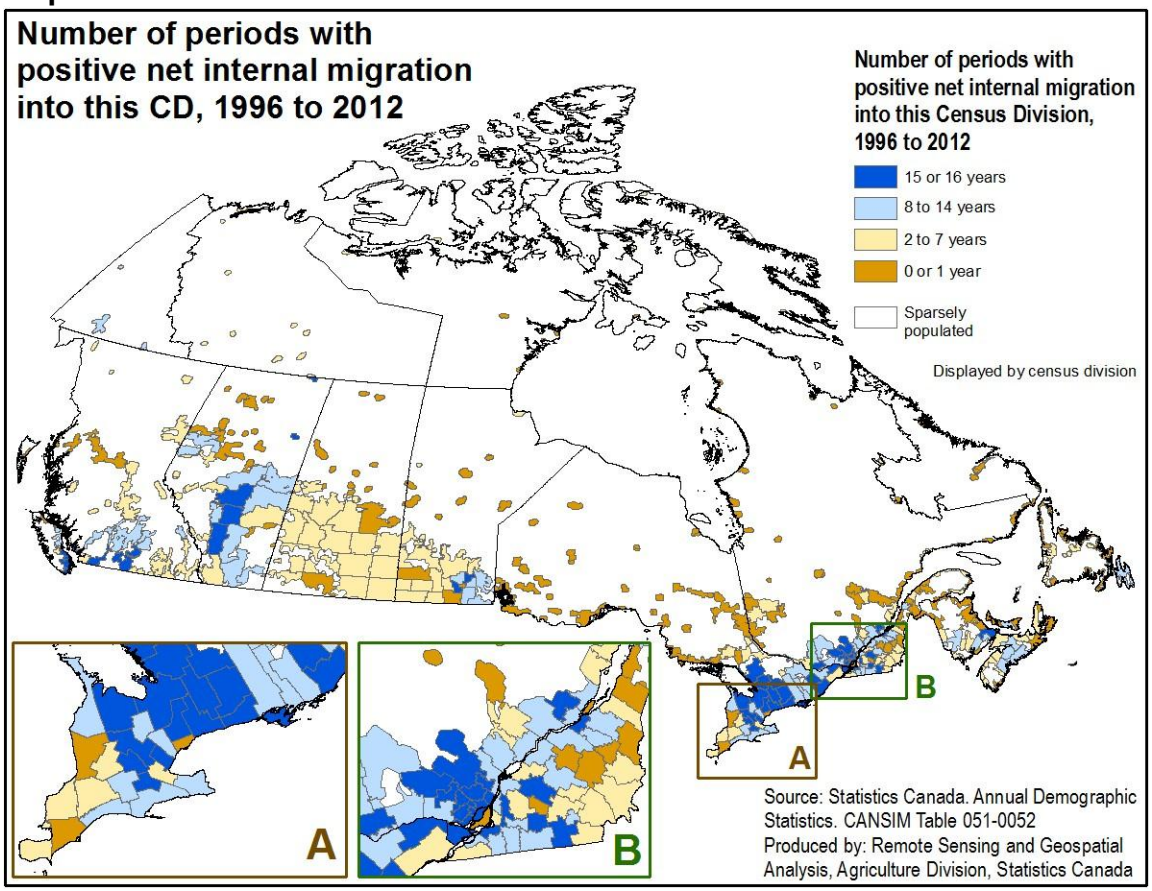
Census Division identifier	**Name of non-metro Census Division,** sorted by net in-migrants as a percent of the population (in the most recent period, 2011 to 2012)	**Net internal migration as a percent of population, 2011 to 2012**	Type of Census Division according to the OECD classification
	17 non-metro census divisions had MORE IN-MIGRANTS than out-migrants in each of the 16 years from 1996 to 2012		
4816	Alta. Div. 16 (incl. Fort McMurray)	5.12	**Rural northern region**
3546	Haliburton, Ontario	1.51	**Rural non-metro-adjacent region**
3513	Prince Edward, Ontario	1.02	**Rural metro-adjacent region**
2462	Matawinie, Quebec	0.83	**Rural non-metro-adjacent region**
2461	Joliette, Quebec	0.83	**Intermediate region**
2477	Les Pays-d'en-Haut, Quebec	0.81	**Rural metro-adjacent region**
3514	Northumberland, Ontario	0.65	**Rural metro-adjacent region**
5921	Nanaimo, British Columbia	0.59	**Predominantly urban region**
2449	Drummond, Quebec	0.54	**Intermediate region**
2447	La Haute-Yamaska, Quebec	0.39	**Intermediate region**
5907	Okanagan-Similkameen, British Columbia	0.31	**Rural non-metro-adjacent region**
3507	Leeds and Grenville, Ontario	0.29	**Rural metro-adjacent region**
5929	Sunshine Coast, British Columbia	0.26	**Rural non-metro-adjacent region**
5919	Cowichan Valley, British Columbia	0.19	**Rural metro-adjacent region**
2478	Les Laurentides, Quebec	0.18	**Rural non-metro-adjacent region**
3544	Muskoka, Ontario	0.18	**Rural non-metro-adjacent region**
3542	Grey, Ontario	0.11	**Rural non-metro-adjacent region**
	43 non-metro census divisions had MORE OUT-MIGRANTS than in-migrants in each of the 16 years from 1996 to 2012		
2489	La Vallée-de-l'Or, Quebec	-0.09	**Rural non-metro-adjacent region**
2431	L'Amiante, Quebec	-0.16	**Rural non-metro-adjacent region**
2417	L'Islet, Quebec	-0.16	**Rural non-metro-adjacent region**
1213	Guysborough, Nova Scotia	-0.18	**Rural non-metro-adjacent region**
3559	Rainy River, Ontario	-0.22	**Rural non-metro-adjacent region**
2406	Avignon, Quebec	-0.28	**Rural non-metro-adjacent region**
2402	Le Rocher-Percé, Quebec	-0.31	**Rural non-metro-adjacent region**
2487	Abitibi-Ouest, Quebec	-0.38	**Rural non-metro-adjacent region**
2495	La Haute-Côte-Nord, Quebec	-0.43	**Rural metro-adjacent region**
2499	Nord-du-Québec, Quebec	-0.48	**Rural northern region**
2491	Le Domaine-du-Roy, Quebec	-0.51	**Rural non-metro-adjacent region**
3536	Chatham-Kent, Ontario	-0.57	**Intermediate region**
4603	Man. Div. 3 (incl. Winkler, Morden, Altona)	-0.60	**Rural metro-adjacent region**
2428	Les Etchemins, Quebec	-0.61	**Rural non-metro-adjacent region**
2411	Les Basques, Quebec	-0.61	**Rural metro-adjacent region**
3556	Cochrane, Ontario	-0.67	**Rural northern region**
2407	La Matapédia, Quebec	-0.76	**Rural non-metro-adjacent region**
2490	La Tuque, Quebec	-0.78	**Rural non-metro-adjacent region**
2432	L'Érable, Quebec	-0.79	**Rural non-metro-adjacent region**
3560	Kenora, Ontario	-0.84	**Rural northern region**
1201	Shelburne, Nova Scotia	-0.86	**Rural non-metro-adjacent region**
1313	Madawaska, New Brunswick	-0.87	**Rural non-metro-adjacent region**
1314	Restigouche, New Brunswick	-0.88	**Rural non-metro-adjacent region**
1309	Northumberland, New Brunswick	-0.90	**Rural non-metro-adjacent region**
2496	Manicouagan, Quebec	-0.91	**Rural non-metro-adjacent region**
2485	Témiscamingue, Quebec	-0.98	**Rural non-metro-adjacent region**
1315	Gloucester, New Brunswick	-1.00	**Rural non-metro-adjacent region**
1003	NL Div. No. 3 (incl. Port aux Basques)	-1.00	**Rural non-metro-adjacent region**
4621	Man. Div. 21 (incl. Flin Flon & The Pas)	-1.00	**Rural northern region**
2413	Témiscouata, Quebec	-1.02	**Rural non-metro-adjacent region**
2414	Kamouraska, Quebec	-1.06	**Rural non-metro-adjacent region**
1010	NL Div. No. 10 (Labrador)	-1.07	**Rural northern region**
1103	Prince, Prince Edward Island	-1.07	**Rural non-metro-adjacent region**
4703	Sask. Div. 3 (incl. Assiniboia)	-1.21	**Rural non-metro-adjacent region**
1011	NL Div. No. 11	-1.29	**Rural northern region**
2492	Maria-Chapdelaine, Quebec	-1.37	**Rural northern region**
1216	Richmond, Nova Scotia	-1.50	**Rural metro-adjacent region**
5947	Skeena-Queen Charlotte, British Columbia	-1.53	**Rural northern region**
5949	Kitimat-Stikine, British Columbia	-1.71	**Rural northern region**
4622	Man. Div. 22 (incl. Thompson)	-1.74	**Rural northern region**
3552	Sudbury, Ontario	-1.80	**Rural metro-adjacent region**
1008	NL Div. No. 8 (incl. Lewisport and Springdale)	-1.85	**Rural non-metro-adjacent region**
1009	NL Div. No. 9 (incl. St. Anthony)	-2.36	**Rural northern region**

Source: Statistics Canada. **Annual Demographic Statistics**. CANSIM Table 051-0052

The range of experience of net internal migration over the 1996 to 2012 period is illustrated in Map 3.

To emphasize, there is a wide range of outcomes across non-metro Canada. Public policy investments in non-metro Canada need to recognize that local situations differ widely. Local (or municipal) public policy investments need to recognize the regional context within which they are investing.

Map 3



3.2.3 Where are immigrants choosing to live?

The third component of population change is immigration from other countries[13].

Recall that by 2030, deaths will be greater than births at the Canada level (Figure 7, above). "If" Canada's population is to grow, it will only grow due to the arrival of immigrants. Communities in Canada with more deaths than births can only grow if they attract individuals to move to their community – either from another community in Canada or from another country. Many communities are now focusing on attracting immigrants to grow their community.

Among non-metro CDs, three CDs grew their population via immigration by more than 1% during 2012 (as noted in the lower left portion of Table 7, the non-metro CDs of Queens, Prince

[13] Emigration to other countries is relatively small so we focus our discussion here on the CDs which are attracting international immigrants.

Edward Island; Man. Div. No. 7 (incl. Brandon) and Sask. Div. No. 3 (incl. Assiniboia)). Thus, non-metro CDs can be successful in attracting immigrants.

In the lower right portion of Table 7, we show the non-metro CDs with the largest growth in the number of immigrants. A relatively higher rate of growth implies a growing demand for immigrant welcoming services. In the most recent 5-year period (up to 2012), 4 non-metro CDs experienced an average annual rate of growth of the number of immigrants of 33% or more per year (the CDs of Sask. Div. No. 3 (incl. Assiniboia); Sask. Div. No. 13 (incl. Kindersley); Sask. Div. No. 2 (incl. Weyburn) and Alta Div. No. 12 (incl. Cold Lake)).

Table 7

Rank of census division by a) number of immigrant arrivals and b) rate of growth of immigrant arrivals, Canada, 1997 to 2012

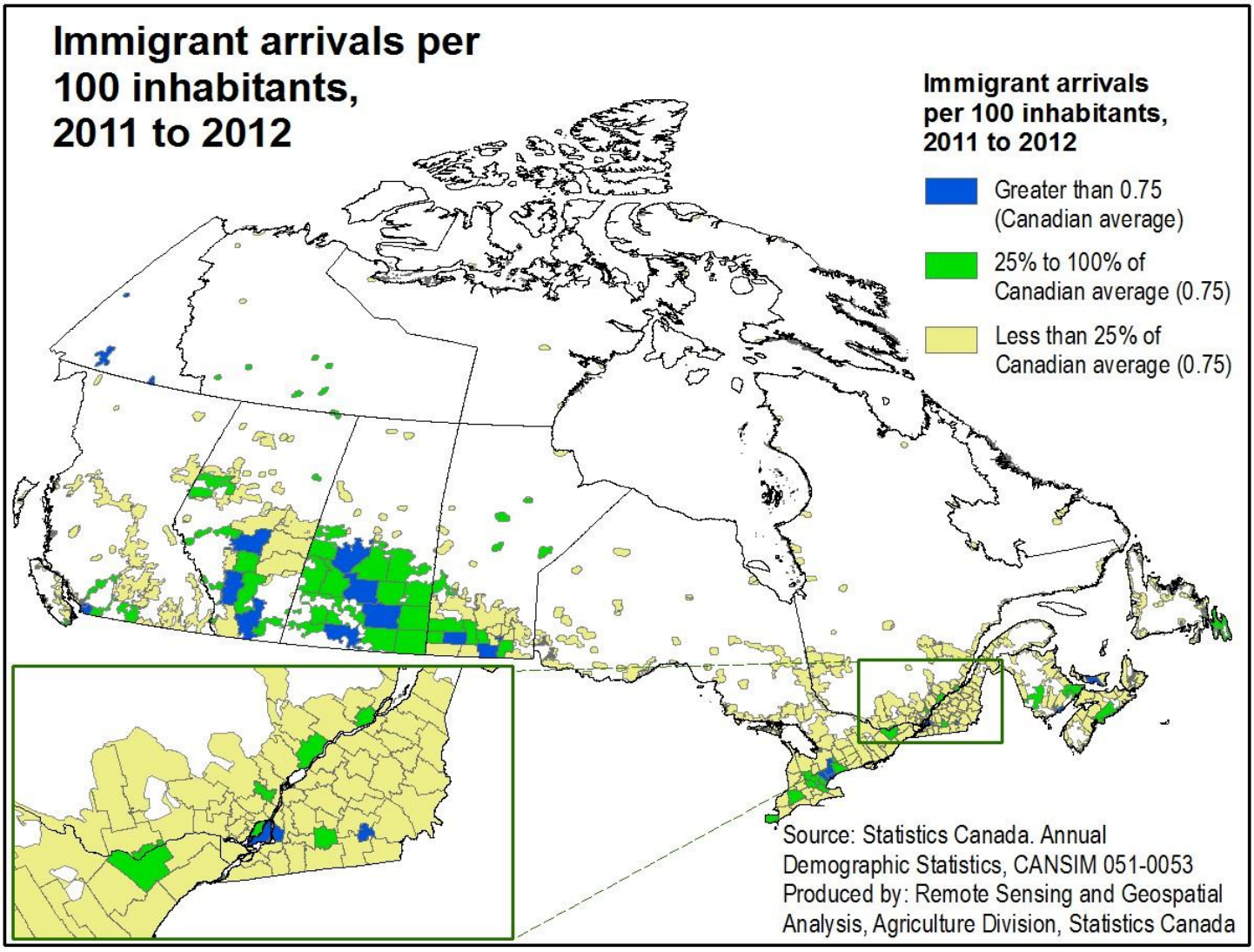
Metro / non-metro classification	Census division name	Immigrant arrivals, July 1, 2011 to June 30, 2012			Annual rate of change in number of immigrant arrivals			Census division name	Immigrant arrivals, July 1, 2011 to June 30, 2012			Annual rate of change in number of immigrant arrivals		
		Number	Number per 100 residents	Rank among all census divisions	From 1997 to 2012 (%)	From 2008 to 2012 (%)	Rank among all census divisions (for 2008 to 2012 period)		Number	Number per 100 residents	Rank among all census divisions	From 1997 to 2012 (%)	From 2008 to 2012 (%)	Rank among all census divisions (for 2008 to 2012 period)
Metro census divisions	**Top 10 metro census divisions: Immigrant arrivals per 100 inhabitants**							**Top 10 metro census divisions: Annual rate of growth of number of immigrant arrivals from 2008 to 2012**						
	Montréal, Quebec	38,249	1.9	1	4.4	4.4	66	Saint John, New Brunswick	642	0.8	18	10.6	20.0	18
	Man. Div. 11 (Winnipeg)	13,040	1.9	2	12.2	12.7	37	Lévis, Quebec	176	0.1	100	8.0	19.2	19
	Peel, Ontario	24,811	1.8	3	3.2	-0.7	93	Les Moulins, Quebec	171	0.1	109	F	16.5	29
	Toronto, Ontario	42,422	1.5	7	-2.5	-3.9	107	Man. Div. 11 (Winnipeg)	13,040	1.9	2	12.2	12.7	37
	Greater Vancouver, British Columbia	31,791	1.3	9	-0.4	-3.8	105	L'Assomption, Quebec	126	0.1	121	F	12.5	38
	York, Ontario	9,739	0.9	14	3.1	-1.6	98	Gatineau, Quebec	1,818	0.7	22	3.7	10.5	44
	Sherbrooke, Quebec	1,377	0.9	17	2.9	3.7	68	Deux-Montagnes, Quebec	106	0.1	115	7.1	9.0	47
	Saint John, New Brunswick	642	0.8	18	10.6	20.0	18	Laval, Quebec	2,929	0.7	21	10.1	7.6	53
	Longueuil, Quebec	3,352	0.8	19	4.7	7.3	54	Longueuil, Quebec	3,352	0.8	19	4.7	7.3	54
	Laval, Quebec	2,929	0.7	21	10.1	7.6	53	Québec, Quebec	2,733	0.5	35	5.7	6.3	57
Partially non-metro census divisions	**Top 10 partially-non-metro census divisions: Immigrant arrivals per 100 inhabitants**							**Top 10 partially-non-metro census divisions: Annual rate of growth of number of Immigrant arrivals from 2008 to 2012**						
	Sask. Div. 11 (incl. Saskatoon)	5,017	1.8	4	12.4	19.0	20	Sask. Div. 6 (incl. Regina)	4,114	1.7	5	11.8	30.6	6
	Sask. Div. 6 (incl. Regina)	4,114	1.7	5	11.8	30.6	6	Albert, New Brunswick	68	0.2	67	F	21.3	14
	Alta. Div. 6 (incl. Calgary)	18,831	1.4	8	6.5	8.9	48	Sask. Div. 11 (incl. Saskatoon)	5,017	1.8	4	12.4	19.0	20
	Alta. Div. 11 (incl. Edmonton)	11,426	0.9	13	7.9	11.1	42	Portneuf, Quebec	30	0.1	160	F	16.9	26
	Man. Div. 2 (incl. Steinbach)	403	0.6	25	10.4	-22.3	164	Dufferin, Ontario	74	0.1	102	0.2	13.4	36
	Waterloo, Ontario	2,850	0.5	29	-0.7	-5.3	113	Sask. Div. 12 (incl. Rosetown, Biggar, Battleford)	62	0.3	58	F	12.4	39
	Fraser Valley, British Columbia	1,470	0.5	34	3.2	-6.0	116	Alta. Div. 11 (incl. Edmonton)	11,426	0.9	13	7.9	11.1	42
	Middlesex, Ontario	2,236	0.5	38	0.4	-3.2	102	Rouville, Quebec	17	0.0	181	F	10.7	43
	Essex, Ontario	1,948	0.5	39	-4.4	-4.0	109	Alta. Div. 6 (incl. Calgary)	18,831	1.4	8	6.5	8.9	48
	Westmorland, New Brunswick	590	0.4	45	13.6	6.3	58	La Vallée-du-Richelieu, Quebec	76	0.1	155	-1.2	8.3	49
Non-metro census divisions	**Top 10 non-metro census divisions: Immigrant arrivals per 100 inhabitants**							**Top 10 non-metro census divisions: Annual rate of growth of number of Immigrant arrivals from 2008 to 2012**						
	Queens, Prince Edward Island	1,335	1.6	6	23.1	7.3	55	Sask. Div. 3 (incl. Assiniboia)	135	1.1	11	F	53.6	1
	Man. Div. 7 (incl. Brandon)	735	1.2	10	17.5	15.5	30	Sask. Div. 13 (incl. Kindersley)	113	0.5	37	F	37.4	2
	Sask. Div. 3 (incl. Assiniboia)	135	1.1	11	F	53.6	1	Sask. Div. 2 (incl. Weyburn)	101	0.5	41	F	34.6	3
	Yukon, Yukon	331	0.9	12	8.7	29.2	8	Alta. Div. 12 (incl. Cold Lake)	124	0.2	77	F	33.3	4
	Alta. Div. 2 (incl. Lethbridge & Brooks)	1,444	0.9	15	8.2	12.2	40	L'Amiante, Quebec	38	0.1	133	F	31.5	5
	Man. Div. 3 (incl. Winkler, Morden, Altona)	468	0.9	16	8.1	-22.2	163	Cape Breton, Nova Scotia	91	0.1	134	F	29.4	7
	Sask. Div. 16 (incl. North Battleford)	300	0.8	20	F	14.9	31	Yukon, Yukon	331	0.9	12	8.7	29.2	8
	York, New Brunswick	661	0.7	23	7.5	2.0	78	Alta. Div. 14 (incl. Hinton)	109	0.4	47	F	27.9	9
	Alta. Div. 16 (incl. Fort McMurray)	460	0.6	24	17.8	-2.3	100	Alta. Div. 19 (incl. Grande Prairie)	398	0.4	51	8.3	26.7	10
	Alta. Div. 15 (incl. Canmore)	231	0.6	27	3.5	14.7	34	Sask. Div. 15 (incl. Prince Albert & Humboldt)	438	0.5	33	13.8	25.5	11

"F" denotes that fewer than 10 immigrants during at least one year in this period

Source: Statistics Canada. **Annual Demographic Statistics**, CANSIM Table 051-0053

There is a wide range of outcomes across non-metro Canada in terms of the ability to attract immigrants. In 2012, all Saskatchewan CDs (except the northern CD) ranked relatively higher in terms of the number of immigrant arrivals per 100 inhabitants (Map 4).

Map 4



3.2.4 Where do we see rural youth outmigration – and to where do they return as young adults?

When we look at the youth 15-19 years of age in a census division in 2007, we see that 39 non-metro census divisions lost over 20% of these youth in the subsequent 5 years. Specifically, in 2012, the number of individuals 20-24 years of age was 20% less, compared to the number of individuals 15-19 years of age in 2007 (see Column 5 in Table 8). Four census divisions lost more than 1/3 of their youth over these 5 years (Bulkley-Nechako, British Columbia; Sask. Div. 3 (incl. Assiniboia); NL Div. 8 (incl. Lewisport and Springdale) and NL Div. 9 (incl. St. Anthony)).

At the other end of the scale, 7 non-metro census divisions increased their youth population by more than 20% during this period.

Thus, there is a wide range in the ability of non-metro census divisions to keep their youth or to attract youth. Many non-metro census divisions suffered youth out-migration. Some were able to attract youth.

Table 8

Non-metro census divisions with greatest loss and with greatest gain of youth who were 15-19 years of age in 2007

Census Division identifier	Name of Non-metro Census Division	Change in population, 15-19 years of age in the beginning year compared to the population 20-24 years of age, five years later					Change in population, 20-24 years of age in the beginning year compared to the population 25-29 years of age, five years later					Change in population, 25-29 years of age in the beginning year compared to the population 30-39 years of age, five years later				
		Beginning year	Ending year	Population 15-19 years in beginning year	Population 20-24 years in ending year	**Percent change over 5 years**	Beginning year	Ending year	Population 20-24 years in beginning year	Population 25-29 years in ending year	Percent change over 5 years	Beginning year	Ending year	Population 25-29 years in beginning year	Population 30-34 years in ending year	Percent change over 5 years
39 non-metro census divisions lost 20% of more of their youth, 15-19 years of age in 2007 in the following 5 years																
5951	Bulkley-Nechako, British Columbia	2007	2012	3,034	1,875	**-38**	2007	2012	2,328	1,954	-16	2007	2012	2,183	2,065	-5
4703	Sask. Div. 3 (incl. Assiniboia)	2007	2012	996	627	**-37**	2007	2012	492	261	-47	2007	2012	544	568	4
1008	NL Div. 8 (incl. Lewisport and Springdale)	2007	2012	2,422	1,604	**-34**	2007	2012	1,558	808	-48	2007	2012	1,419	1,463	3
1009	NL Div. 9 (incl. St. Anthony)	2007	2012	1,220	822	**-33**	2007	2012	833	377	-55	2007	2012	679	649	-4
1203	Digby, Nova Scotia	2007	2012	1,183	802	**-32**	2007	2012	884	666	-25	2007	2012	854	786	-8
1003	NL Div. 3 (incl. Port aux Basques)	2007	2012	1,069	756	**-29**	2007	2012	728	434	-40	2007	2012	696	626	-10
4709	Sask. Div. 9 (incl. Yorkton)	2007	2012	2,274	1,642	**-28**	2007	2012	1,692	1,565	-8	2007	2012	1,700	1,995	17
1205	Annapolis, Nova Scotia	2007	2012	1,370	990	**-28**	2007	2012	1,026	987	-4	2007	2012	893	1,061	19
3552	Sudbury, Ontario	2007	2012	1,523	1,103	**-28**	2007	2012	1,023	757	-26	2007	2012	848	796	-6
5941	Cariboo, British Columbia	2007	2012	4,651	3,378	**-27**	2007	2012	3,507	2,824	-19	2007	2012	3,231	3,178	-2
4710	Sask. Div. 10 (incl. Wadena & Wynyard)	2007	2012	1,338	973	**-27**	2007	2012	792	738	-7	2007	2012	745	780	5
5927	Powell River, British Columbia	2007	2012	1,347	983	**-27**	2007	2012	872	693	-21	2007	2012	684	958	40
1208	Hants, Nova Scotia	2007	2012	3,093	2,270	**-27**	2007	2012	2,133	2,044	-4	2007	2012	2,172	2,516	16
1211	Cumberland, Nova Scotia	2007	2012	2,095	1,546	**-26**	2007	2012	1,645	1,391	-15	2007	2012	1,414	1,429	1
1002	NL Div. 2 (incl. Marystown)	2007	2012	1,496	1,104	**-26**	2007	2012	1,087	638	-41	2007	2012	972	851	-12
5919	Cowichan Valley, British Columbia	2007	2012	5,994	4,424	**-26**	2007	2012	4,032	3,743	-7	2007	2012	3,578	3,993	12
1004	NL Div. 4 (incl. Stephenville)	2007	2012	1,543	1,158	**-25**	2007	2012	1,099	852	-22	2007	2012	741	716	-3
1202	Yarmouth, Nova Scotia	2007	2012	1,831	1,376	**-25**	2007	2012	1,551	1,263	-19	2007	2012	1,478	1,497	1
4620	Man. Div. 20 (incl. Swan River)	2007	2012	877	665	**-24**	2007	2012	454	304	-33	2007	2012	398	394	-1
5943	Mount Waddington, British Columbia	2007	2012	939	717	**-24**	2007	2012	696	569	-18	2007	2012	648	647	0
5947	Skeena-Queen Charlotte, British Columbia	2007	2012	1,610	1,246	**-23**	2007	2012	1,269	1,154	-9	2007	2012	1,012	1,090	8
1201	Shelburne, Nova Scotia	2007	2012	1,060	821	**-23**	2007	2012	797	598	-25	2007	2012	743	675	-9
4818	Alta. Div. 18 (incl. Grande Cache)	2007	2012	1,090	845	**-22**	2007	2012	971	914	-6	2007	2012	976	1,014	4
4714	Sask. Div. 14 (incl. Melfort & Nipawin)	2007	2012	2,792	2,166	**-22**	2007	2012	1,806	1,283	-29	2007	2012	1,548	1,483	-4
1007	NL Div. 7 (incl. Bonvista & Clarenville)	2007	2012	2,206	1,720	**-22**	2007	2012	1,570	1,031	-34	2007	2012	1,362	1,350	-1
4813	Alta. Div. 13 (incl. Whitecourt)	2007	2012	5,311	4,147	**-22**	2007	2012	4,092	3,730	-9	2007	2012	3,838	4,132	8
1312	Victoria, New Brunswick	2007	2012	1,481	1,158	**-22**	2007	2012	1,092	812	-26	2007	2012	1,094	937	-14
1309	Northumberland, New Brunswick	2007	2012	3,207	2,516	**-22**	2007	2012	2,740	2,144	-22	2007	2012	2,561	2,263	-12
5929	Sunshine Coast, British Columbia	2007	2012	1,885	1,482	**-21**	2007	2012	1,277	1,343	5	2007	2012	992	1,231	24
4617	Man. Div. 17 (incl.Dauphin)	2007	2012	1,521	1,196	**-21**	2007	2012	1,071	796	-26	2007	2012	932	921	-1
1314	Restigouche, New Brunswick	2007	2012	2,384	1,884	**-21**	2007	2012	1,644	1,055	-36	2007	2012	1,484	1,293	-13
2485	Témiscamingue, Quebec	2007	2012	1,161	924	**-20**	2007	2012	849	595	-30	2007	2012	905	838	-7
4619	Man. Div. 19 (incl. Berens River)	2007	2012	1,700	1,353	**-20**	2007	2012	1,252	1,360	9	2007	2012	1,093	1,162	6
2417	L'Islet, Quebec	2007	2012	1,199	956	**-20**	2007	2012	1,020	883	-13	2007	2012	937	966	3
4615	Man. Div. 15 (incl. Minnedosa & Neepawa)	2007	2012	1,595	1,272	**-20**	2007	2012	1,035	823	-20	2007	2012	962	1,000	4
4605	Man. Div. 5 (incl. Killarney)	2007	2012	1,008	807	**-20**	2007	2012	571	500	-12	2007	2012	514	587	14
4705	Sask. Div. 5 (incl. Melville)	2007	2012	2,257	1,811	**-20**	2007	2012	1,380	1,324	-4	2007	2012	1,407	1,561	11
1006	NL Div. 6 (inc. Grand Falls - Windsor)	2007	2012	2,270	1,823	**-20**	2007	2012	1,951	1,624	-17	2007	2012	1,778	1,922	8
4805	Alta. Div. 5 (incl. Drumheller)	2007	2012	4,347	3,493	**-20**	2007	2012	3,370	3,469	3	2007	2012	3,200	3,579	12
7 non-metro census divisions gained 20% of more of their youth, 15-19 years of age in 2007 in the following 5 years																
4607	Man. Div. 7 (incl. Brandon)	2007	2012	4,270	5,179	**21**	2007	2012	5,259	5,425	3	2007	2012	4,581	3,992	-13
1310	York, New Brunswick	2007	2012	5,878	7,203	**23**	2007	2012	7,414	7,862	6	2007	2012	7,180	6,901	-4
1102	Queens, Prince Edward Island	2007	2012	5,375	6,618	**23**	2007	2012	5,322	5,222	-2	2007	2012	4,676	4,964	6
5957	Stikine, British Columbia	2007	2012	78	113	**45**	2007	2012	57	74	30	2007	2012	59	46	-22
5931	Squamish-Lillooet, British Columbia	2007	2012	2,375	3,615	**52**	2007	2012	2,990	3,713	24	2007	2012	3,457	3,493	1
4816	Alta. Div. 16 (incl. Fort McMurray)	2007	2012	4,358	6,882	**58**	2007	2012	5,847	9,191	57	2007	2012	6,485	9,043	39
4815	Alta. Div. 15 (incl. Canmore)	2007	2012	2,207	3,595	**63**	2007	2012	3,705	4,689	27	2007	2012	3,493	2,822	-19

Source: Statistics Canada. Annual Demographic Statistics, CANSIM Table 051-0052.

When we look at the number of young adults 20-24 years of age in 2007, 51 non-metro census division lost more than 20% of their young adults by 2012 (see Column 10 in Table 9). Five census divisions lost more than 40% (four of these were in Newfoundland and Labrador and one was in Saskatchewan).

Five non-metro census divisions increased their number of young adults by more than 20% during this time period.

Again, there is a wide range in the ability of non-metro census divisions to keep their young adults or to attract young adults. Many non-metro census divisions experienced a net outmigration of young adults but some were able to increase their number of young adults.

Table 9

Non-metro census divisions with greatest loss and with greatest gain of young adults who were 20-24 years of age in 2007

Census Division identifier	Name of Non-metro Census Division	Change in population, 15-19 years of age in the beginning year compared to the population 20-24 years of age, five years later					Change in population, 20-24 years of age in the beginning year compared to the population 25-29 years of age, five years later					Change in population, 25-29 years of age in the beginning year compared to the population 30-39 years of age, five years later				
		Beginning year	Ending year	Population 15-19 years in beginning year	Population 20-24 years in ending year	Percent change over 5 years	Beginning year	Ending year	Population 20-24 years in beginning year	Population 25-29 years in ending year	Percent change over 5 years	Beginning year	Ending year	Population 25-29 years in beginning year	Population 30-34 years in ending year	Percent change over 5 years
51 non-metro census divisions lost 20% of more of their young adults, 20-24 years of age in 2007 in the following 5 years																
1009	NL Div. 9 (incl. St. Anthony)	2007	2012	1,220	822	-33	2007	2012	833	377	-55	2007	2012	679	649	-4
1008	NL Div. 8 (incl. Lewisport and Springdale)	2007	2012	2,422	1,604	-34	2007	2012	1,558	808	-48	2007	2012	1,419	1,463	3
4703	Sask. Div. 3 (incl. Assiniboia)	2007	2012	996	627	-37	2007	2012	492	261	-47	2007	2012	544	568	4
1002	NL Div. 2 (incl. Marystown)	2007	2012	1,496	1,104	-26	2007	2012	1,087	638	-41	2007	2012	972	851	-12
1003	NL Div. 3 (incl. Port aux Basques)	2007	2012	1,069	756	-29	2007	2012	728	434	-40	2007	2012	696	626	-10
1218	Victoria, Nova Scotia	2007	2012	536	443	-17	2007	2012	443	269	-39	2007	2012	322	341	6
2411	Les Basques, Quebec	2007	2012	594	543	-9	2007	2012	434	277	-36	2007	2012	373	326	-13
1314	Restigouche, New Brunswick	2007	2012	2,384	1,884	-21	2007	2012	1,644	1,055	-36	2007	2012	1,484	1,293	-13
1007	NL Div. 7 (incl. Bonvista & Clarenville)	2007	2012	2,206	1,720	-22	2007	2012	1,570	1,031	-34	2007	2012	1,362	1,350	-1
2448	Acton, Quebec	2007	2012	1,020	940	-8	2007	2012	923	614	-33	2007	2012	884	779	-12
4601	Man. Div. 1 (incl. Lac du Bonnet)	2007	2012	1,227	998	-19	2007	2012	775	516	-33	2007	2012	601	516	-14
4620	Man. Div. 20 (incl. Swan River)	2007	2012	877	665	-24	2007	2012	454	304	-33	2007	2012	398	394	-1
2492	Maria-Chapdelaine, Quebec	2007	2012	1,866	1,705	-9	2007	2012	1,552	1,061	-32	2007	2012	1,472	1,254	-15
4618	Man. Div. 18 (incl. Gimli)	2007	2012	1,772	1,533	-13	2007	2012	1,063	739	-30	2007	2012	936	801	-14
1213	Guysborough, Nova Scotia	2007	2012	600	506	-16	2007	2012	413	288	-30	2007	2012	299	237	-21
2485	Témiscamingue, Quebec	2007	2012	1,161	924	-20	2007	2012	849	595	-30	2007	2012	905	838	-7
4804	Alta. Div. 4 (incl. Hanna)	2007	2012	814	728	-11	2007	2012	670	473	-29	2007	2012	617	518	-16
4714	Sask. Div. 14 (incl. Melfort & Nipawin)	2007	2012	2,792	2,166	-22	2007	2012	1,806	1,283	-29	2007	2012	1,548	1,483	-4
1101	Kings, Prince Edward Island	2007	2012	1,452	1,219	-16	2007	2012	1,120	796	-29	2007	2012	899	752	-16
2484	Pontiac, Quebec	2007	2012	1,044	901	-14	2007	2012	779	554	-29	2007	2012	596	580	-3
1207	Kings, Nova Scotia	2007	2012	4,463	4,707	5	2007	2012	3,694	2,663	-28	2007	2012	3,167	2,895	-9
4616	Man. Div. 16 (incl. Roblin & Russell)	2007	2012	800	722	-10	2007	2012	499	366	-27	2007	2012	424	431	2
3552	Sudbury, Ontario	2007	2012	1,523	1,103	-28	2007	2012	1,023	757	-26	2007	2012	848	796	-6
2413	Témiscouata, Quebec	2007	2012	1,469	1,264	-14	2007	2012	1,117	827	-26	2007	2012	1,104	1,043	-6
2435	Mékinac, Quebec	2007	2012	687	600	-13	2007	2012	569	422	-26	2007	2012	570	502	-12
1204	Queens, Nova Scotia	2007	2012	700	595	-15	2007	2012	497	369	-26	2007	2012	497	509	2
2495	La Haute-Côte-Nord, Quebec	2007	2012	802	687	-14	2007	2012	618	459	-26	2007	2012	674	592	-12
4617	Man. Div. 17 (incl.Dauphin)	2007	2012	1,521	1,196	-21	2007	2012	1,071	796	-26	2007	2012	932	921	-1
1312	Victoria, New Brunswick	2007	2012	1,481	1,158	-22	2007	2012	1,092	812	-26	2007	2012	1,094	937	-14
2409	La Mitis, Quebec	2007	2012	1,310	1,146	-13	2007	2012	992	739	-26	2007	2012	1,001	901	-10
1216	Richmond, Nova Scotia	2007	2012	649	539	-17	2007	2012	428	321	-25	2007	2012	352	315	-11
1201	Shelburne, Nova Scotia	2007	2012	1,060	821	-23	2007	2012	797	598	-25	2007	2012	743	675	-9
1215	Inverness, Nova Scotia	2007	2012	1,439	1,201	-17	2007	2012	1,065	801	-25	2007	2012	789	705	-11
1203	Digby, Nova Scotia	2007	2012	1,183	802	-32	2007	2012	884	666	-25	2007	2012	854	786	-8
1004	NL Div. 4 (incl. Stephenville)	2007	2012	1,543	1,158	-25	2007	2012	1,099	852	-22	2007	2012	741	716	-3
2430	Le Granit, Quebec	2007	2012	1,437	1,171	-19	2007	2012	1,243	969	-22	2007	2012	1,314	1,314	0
1309	Northumberland, New Brunswick	2007	2012	3,207	2,516	-22	2007	2012	2,740	2,144	-22	2007	2012	2,561	2,263	-12
2407	La Matapédia, Quebec	2007	2012	1,325	1,091	-18	2007	2012	1,036	811	-22	2007	2012	870	741	-15
1315	Gloucester, New Brunswick	2007	2012	4,968	4,098	-18	2007	2012	4,159	3,256	-22	2007	2012	3,824	3,587	-6
2428	Les Etchemins, Quebec	2007	2012	1,110	948	-15	2007	2012	983	772	-21	2007	2012	912	831	-9
1313	Madawaska, New Brunswick	2007	2012	2,261	2,061	-9	2007	2012	2,000	1,573	-21	2007	2012	1,963	1,812	-8
2404	La Haute-Gaspésie, Quebec	2007	2012	683	605	-11	2007	2012	522	411	-21	2007	2012	639	628	-2
1103	Prince, Prince Edward Island	2007	2012	3,329	2,727	-18	2007	2012	2,686	2,115	-21	2007	2012	2,329	2,287	-2
2406	Avignon, Quebec	2007	2012	1,079	947	-12	2007	2012	767	604	-21	2007	2012	789	783	-1
3551	Manitoulin, Ontario	2007	2012	996	892	-10	2007	2012	686	541	-21	2007	2012	552	559	1
3559	Rainy River, Ontario	2007	2012	1,729	1,604	-7	2007	2012	1,274	1,008	-21	2007	2012	1,094	1,070	-2
1212	Pictou, Nova Scotia	2007	2012	3,149	2,623	-17	2007	2012	2,647	2,100	-21	2007	2012	2,380	2,351	-1
4621	Man. Div. 21 (incl. Flin Flon & The Pas)	2007	2012	1,850	1,631	-12	2007	2012	1,351	1,073	-21	2007	2012	1,249	1,248	0
5927	Powell River, British Columbia	2007	2012	1,347	983	-27	2007	2012	872	693	-21	2007	2012	684	958	40
4615	Man. Div. 15 (incl. Minnedosa & Neepawa)	2007	2012	1,595	1,272	-20	2007	2012	1,035	823	-20	2007	2012	962	1,000	4
2469	Le Haut-Saint-Laurent, Quebec	2007	2012	1,944	1,883	-3	2007	2012	1,432	1,140	-20	2007	2012	1,242	1,177	-5
5 non-metro census divisions gained 20% of more of their young adults, 20-24 years of age in 2007 in the following 5 years																
5931	Squamish-Lillooet, British Columbia	2007	2012	2,375	3,615	52	2007	2012	2,990	3,713	24	2007	2012	3,457	3,493	1
4815	Alta. Div. 15 (incl. Canmore)	2007	2012	2,207	3,595	63	2007	2012	3,705	4,689	27	2007	2012	3,493	2,822	-19
5957	Stikine, British Columbia	2007	2012	78	113	45	2007	2012	57	74	30	2007	2012	59	46	-22
1303	Sunbury, New Brunswick	2007	2012	1,754	1,761	0	2007	2012	1,858	2,521	36	2007	2012	2,231	2,859	28
4816	Alta. Div. 16 (incl. Fort McMurray)	2007	2012	4,358	6,882	58	2007	2012	5,847	9,191	57	2007	2012	6,485	9,043	39

Source: Statistics Canada. Annual Demographic Statistics, CANSIM Table 051-0052.

Finally, we look at the number of young adults aged 25-29 in 2007 and compared to the number aged 30-34 in 2012. Over this period, 7 non-metro census divisions recorded a decline of more than 15% but 19 non-metro census divisions recorded an increase of 15% or more (see Column 15 in Table 10).

Among the census divisions showing an increase over this period, a number would be attracting their former youth out-migrants to return home after obtaining further education or gaining life experiences.

Again, there is a wide range across non-metro census divisions in terms of the ability to attract young adults. During the 2007 to 2012 period, some non-metro census divisions are very successful in attracting young adults to their region.

Table 10

Non-metro census divisions with greatest loss and with greatest gain of young adults who were 25-29 years of age in 2007

Census Division identifier	Name of Non-metro Census Division	Change in population, 15-19 years of age in the beginning year compared to the population 20-24 years of age, five years later					Change in population, 20-24 years of age in the beginning year compared to the population 25-29 years of age, five years later					Change in population, 25-29 years of age in the beginning year compared to the population 30-39 years of age, five years later				
		Beginning year	Ending year	Population 15-19 years in beginning year	Population 20-24 years in ending year	Percent change over 5 years	Beginning year	Ending year	Population 20-24 years in beginning year	Population 25-29 years in ending year	Percent change over 5 years	Beginning year	Ending year	Population 25-29 years in beginning year	Population 30-34 years in ending year	Percent change over 5 years
7 non-metro census divisions lost 15% of more of their young adults, 25-29 years of age in 2007 in the following 5 years																
5957	Stikine, British Columbia	2007	2012	78	113	45	2007	2012	57	74	30	2007	2012	59	46	-22
1213	Guysborough, Nova Scotia	2007	2012	600	506	-16	2007	2012	413	288	-30	2007	2012	299	237	-21
4815	Alta. Div. 15 (incl. Canmore)	2007	2012	2,207	3,595	63	2007	2012	3,705	4,689	27	2007	2012	3,493	2,822	-19
1101	Kings, Prince Edward Island	2007	2012	1,452	1,219	-16	2007	2012	1,120	796	-29	2007	2012	899	752	-16
4804	Alta. Div. 4 (incl. Hanna)	2007	2012	814	728	-11	2007	2012	670	473	-29	2007	2012	617	518	-16
2407	La Matapédia, Quebec	2007	2012	1,325	1,091	-18	2007	2012	1,036	811	-22	2007	2012	870	741	-15
2492	Maria-Chapdelaine, Quebec	2007	2012	1,866	1,705	-9	2007	2012	1,552	1,061	-32	2007	2012	1,472	1,254	-15
19 non-metro census divisions gained 15% of more of their young adults, 25-29 years of age in 2007 in the following 5 years																
4707	Sask. Div. 7 (incl. Moose Jaw)	2007	2012	3,379	3,142	-7	2007	2012	2,958	3,015	2	2007	2012	2,627	3,026	15
3509	Lanark, Ontario	2007	2012	4,740	3,898	-18	2007	2012	3,885	3,749	-4	2007	2012	2,890	3,346	16
1208	Hants, Nova Scotia	2007	2012	3,093	2,270	-27	2007	2012	2,133	2,044	-4	2007	2012	2,172	2,516	16
2462	Matawinie, Quebec	2007	2012	3,037	2,767	-9	2007	2012	2,144	1,970	-8	2007	2012	2,224	2,588	16
5907	Okanagan-Similkameen, British Columbia	2007	2012	5,052	4,395	-13	2007	2012	3,775	3,419	-9	2007	2012	3,349	3,900	16
4702	Sask. Div. 2 (incl. Weyburn)	2007	2012	1,494	1,429	-4	2007	2012	1,124	1,215	8	2007	2012	1,149	1,345	17
4709	Sask. Div. 9 (incl. Yorkton)	2007	2012	2,274	1,642	-28	2007	2012	1,692	1,565	-8	2007	2012	1,700	1,995	17
6001	Yukon, Yukon	2007	2012	2,384	2,562	7	2007	2012	2,219	2,537	14	2007	2012	2,052	2,412	18
5939	Columbia-Shuswap, British Columbia	2007	2012	3,595	2,966	-17	2007	2012	2,608	2,371	-9	2007	2012	2,579	3,045	18
1205	Annapolis, Nova Scotia	2007	2012	1,370	990	-28	2007	2012	1,026	987	-4	2007	2012	893	1,061	19
4701	Sask. Div. 1 (incl. Estevan)	2007	2012	2,196	2,111	-4	2007	2012	1,977	2,307	17	2007	2012	1,954	2,332	19
4708	Sask. Div. 8 (incl. Swift Current)	2007	2012	2,050	1,786	-13	2007	2012	1,782	1,782	0	2007	2012	1,670	2,048	23
5929	Sunshine Coast, British Columbia	2007	2012	1,885	1,482	-21	2007	2012	1,277	1,343	5	2007	2012	992	1,231	24
2468	Les Jardins-de-Napierville, Quebec	2007	2012	1,810	1,764	-3	2007	2012	1,370	1,376	0	2007	2012	1,700	2,116	24
1303	Sunbury, New Brunswick	2007	2012	1,754	1,761	0	2007	2012	1,858	2,521	36	2007	2012	2,231	2,859	28
2463	Montcalm, Quebec	2007	2012	2,979	2,732	-8	2007	2012	2,234	2,595	16	2007	2012	2,809	3,699	32
2477	Les Pays-d'en-Haut, Quebec	2007	2012	1,965	1,870	-5	2007	2012	1,423	1,506	6	2007	2012	1,612	2,135	32
4816	Alta. Div. 16 (incl. Fort McMurray)	2007	2012	4,358	6,882	58	2007	2012	5,847	9,191	57	2007	2012	6,485	9,043	39
5927	Powell River, British Columbia	2007	2012	1,347	983	-27	2007	2012	872	693	-21	2007	2012	684	958	40

Source: Statistics Canada. Annual Demographic Statistics, CANSIM Table 051-0052.

3.2.5 Where do we find an aging population?

Canada's population is aging as the 'baby boomers' enter their retirement years and as fertility rates have fallen.

For any given region, there are two dimensions of aging (Dandy *et al.*, 2008):

- Is there an increase in the number of seniors? This implies an increasing demand for goods and services to accommodate seniors, such as seniors' residences, medical facilities, wheelchair accessible grocery stores, etc.
- Is there an increase in the share of the population that is senior? In some areas, the number of seniors may not be increasing but the number of younger individuals is declining causing an increase in the share of the population that is senior. Often the younger individuals provide volunteer services, such as providing a ride for medical appointments or for grocery shopping. As the share of senior residents increases, the burden on the remaining volunteers may be expected to increase.

If we focus on the first point – the increase in the number of seniors, we find 25 non-metro census divisions with an annual average rate of increase in the number of seniors of 3.6% or more during the 1996 to 2012 period (see Column 3 in Table 11).

In the same time period, 10 non-metro census divisions reported an overall decline in the number of seniors (7 non-metro census divisions in Saskatchewan and 3 non-metro census divisions in Manitoba). In the period from 1996 to 2012, there was no increase in the demand for services for seniors in these non-metro census division (either there were fewer people entering their retirement years (65 years of age and over) or some may have chosen to retire to another census division).

Among the non-metro census divisions with an increase in the number of seniors, there was a wide range in the share of the population that was senior. Specifically, the senior dependency ratio[14] in 2012 ranged from 8 in Alta. Div. 16 (incl. Fort McMurray) to 74 in Sunshine Coast, British Columbia (see Column 2 in Table 11).

Within this group of non-metro census divisions, the rate of growth of the senior dependency ratio ranged from 2.3% per year in Baffin, Nunavut to 7.6% per year in Mount Waddington, British Columbia. Thus, within the non-metro census divisions with a high rate of growth in the number of seniors, there is a wide range in the rate of growth in the senior dependency ratio.

Table 11

Population of seniors (65 years and over) in non-metro census divisions

Census Division identifier	**Name of Census Division,** sorted by average percent change per year in the number of seniors from 1996 to 2012	Number of seniors[1], 2012	Senior dependency ratio[2], 2012	**Average percent change per year, 1996 to 2012**		**Type of Census Division according to the OECD classification**
				Number of seniors	Senior dependency ratio[2]	
25 non-metro census divisions with the largest increase in the number of seniors						
4816	Alta. Div. 16 (incl. Fort McMurray)	4,492	8	8.1	2.7	**Rural northern region**
6001	Yukon, Yukon	5,701	26	6.1	5.3	**Rural northern region**
5943	Mount Waddington, British Columbia	2,300	36	5.4	7.6	**Rural non-metro-adjacent region**
1010	NL Div. No. 10 (Labrador)	3,666	26	5.1	6.1	**Rural northern region**
6106	Fort Smith, Northwest Territories	3,591	17	5.0	4.1	**Rural northern region**
6204	Baffin, Nunavut	1,014	10	4.9	2.6	**Rural northern region**
5959	Northern Rockies, British Columbia	530	14	4.7	4.4	**Rural northern region**
6205	Keewatin, Nunavut	536	11	4.7	2.3	**Rural northern region**
5931	Squamish-Lillooet, British Columbia	6,001	22	4.6	2.9	**Rural non-metro-adjacent region**
2477	Les Pays-d'en-Haut, Quebec	13,175	64	4.6	3.1	**Rural metro-adjacent region**
5925	Comox-Strathcona, British Columbia	31,225	57	4.6	4.8	**Rural non-metro-adjacent region**
2499	Nord-du-Québec, Quebec	4,566	20	4.5	4.1	**Rural northern region**
5953	Fraser-Fort George, British Columbia	17,424	32	4.3	5.2	**Rural metro-adjacent region**
4818	Alta. Div. 18 (incl. Grande Cache)	2,393	29	4.2	4.5	**Rural non-metro-adjacent region**
5949	Kitimat-Stikine, British Columbia	7,851	38	4.2	5.9	**Rural northern region**
2497	Sept-Rivières-Caniapiscau, Quebec	7,832	35	4.0	5.0	**Rural non-metro-adjacent region**
2461	Joliette, Quebec	17,077	51	4.0	3.4	**Intermediate region**
5941	Cariboo, British Columbia	16,171	51	4.0	5.4	**Rural non-metro-adjacent region**
4622	Man. Div. 22 (incl. Thompson)	2,977	14	3.9	2.9	**Rural northern region**
5929	Sunshine Coast, British Columbia	10,546	74	3.9	3.5	**Rural non-metro-adjacent region**
2447	La Haute-Yamaska, Quebec	21,498	42	3.9	3.1	**Intermediate region**
2479	Antoine-Labelle, Quebec	11,016	61	3.8	4.3	**Rural non-metro-adjacent region**
2478	Les Laurentides, Quebec	13,162	57	3.8	2.9	**Rural non-metro-adjacent region**
5933	Thompson-Nicola, British Columbia	32,646	46	3.7	3.6	**Rural metro-adjacent region**
5951	Bulkley-Nechako, British Columbia	7,724	39	3.6	5.0	**Rural northern region**
10 non-metro census divisions had a decline in the number of seniors from 1996 to 2012						
4701	Sask. Div. 1 (incl. Estevan)	6,599	39	-0.2	-0.2	**Rural non-metro-adjacent region**
4617	Man. Div. 17 (incl.Dauphin)	6,327	64	-0.2	0.7	**Rural non-metro-adjacent region**
4615	Man. Div. 15 (incl. Minnedosa & Neepawa)	5,898	58	-0.3	0.0	**Rural non-metro-adjacent region**
4713	Sask. Div. 13 (incl. Kindersley)	4,929	42	-0.3	0.0	**Rural non-metro-adjacent region**
4620	Man. Div. 20 (incl. Swan River)	2,747	58	-0.4	0.8	**Rural non-metro-adjacent region**
4709	Sask. Div. 9 (incl. Yorkton)	10,368	64	-0.5	0.3	**Rural non-metro-adjacent region**
4705	Sask. Div. 5 (incl. Melville)	8,592	58	-0.6	0.2	**Rural non-metro-adjacent region**
4702	Sask. Div. 2 (incl. Weyburn)	5,336	48	-0.7	-0.4	**Rural non-metro-adjacent region**
4703	Sask. Div. 3 (incl. Assiniboia)	3,714	64	-0.7	1.3	**Rural non-metro-adjacent region**
4710	Sask. Div. 10 (incl. Wadena & Wynyard)	5,004	61	-0.8	0.3	**Rural non-metro-adjacent region**

1. "Seniors" refers to the population 65 years of age and over.

2. The "senior dependency ratio" is the number of seniors per 100 population of working age, 20 to 64 years of age.

Source: Statistics Canada. Annual Demographic Statistics, CANSIM Table 051-0052.

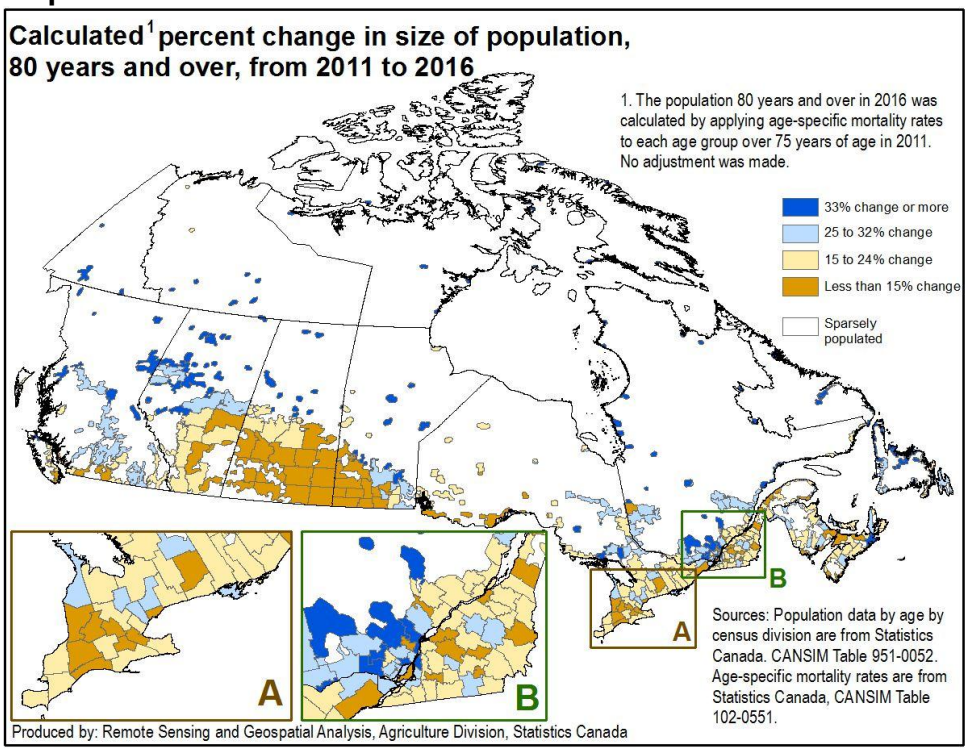
[14] The senior dependency ratio is the number of seniors (65 years of age and over) per 100 individuals in the working age population (20-64 years of age).

Thus, when we speak of the impact of aging in a given region, we should take care to consider whether we are talking about the increase in the number of seniors or the increase in the share that is senior (of both).

The pattern of aging shows a wide range of experience across non-metro areas.

If we focus on the change in the population 80 years of age and over, there is a wide range in the size of the expected change across the census divisions in Canada[15] (Map 5). There appears to be a lower rate of increase in the population 80 years of age and over in a wide swath of census divisions in southern Manitoba and Saskatchewan plus selected census divisions in the other provinces. This may be compared to a higher rate of increase in northern and remote census divisions in each of the provinces.

Map 5



3.2.6 Where do we see demographic pressure on the working age population (i.e. more potential retirees than young adults ready to enter the workforce)?

One impact of an aging society is that fewer individuals may be entering the working age population for each person that is leaving the working age population (and potentially retiring).

[15] In Map 5, we looked at the population in each age class 75 years of age and older in 2011 and we applied the average national mortality rate for each age group for the next 5 years to estimate the population expected to be 80 years of age and older in 2016 (assuming no in-migration and no out-migration of individuals in these age groups). We then compared the number of individuals in 2011 that were 80 years of age and over to the calculated number of individuals that would be 80 years of age and over in 2016. Thus the maps shows the pattern of the increase in demand for
s for the elderly population, 80 years of age and over, that may be expected by 2016.

In 2008, non-metro Canada fell below the threshold – we now see that fewer individuals will be entering the working age population over the next 10 years[16] compared to those who are leaving the working age population over the next 10 years[17] (Figure 8). This portrays a potential labour market shortage in non-metro Canada. Obviously, there are other factors that may delay or avert a labour market shortage:

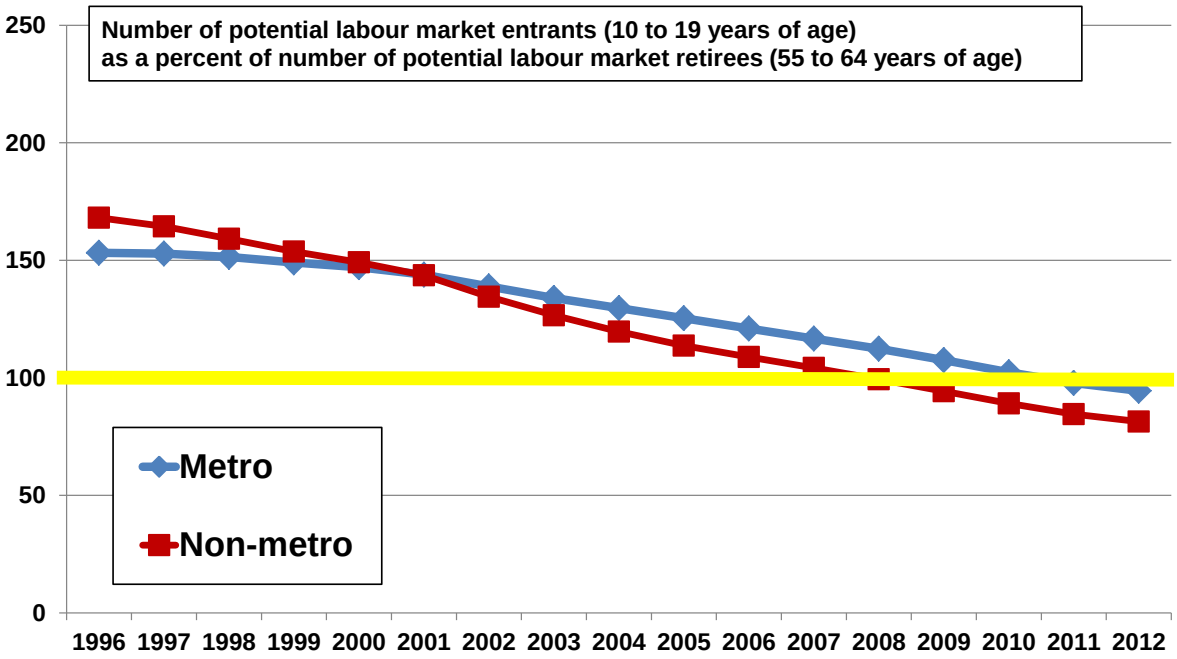
- an increased number of individuals over 65 years of age may stay in the workforce;
- a higher share of young adults may enter the workforce as they enter the working age population compared to the share of the population that is in the workforce among the population that is leaving the working age population; and
- individuals may move to non-metro Canada from metro Canada or new immigrants may choose to live and work in non-metro Canada.

Nevertheless, the demographic calculations indicate what pressures may be exerted on the dynamics of the labour markets in these regions independent of job growth or decline, independent of changes in the levels of out-migration of youth for post-secondary education and independent of levels of immigrant settlement.

Despite all these caveats, the underlying demographic structure remains a fundamental and important factor in assessing whether potential labour market shortages may materialize.

Figure 8

Demographic replacement of working age population fell below 100% in 2008, non-metro Canada



* Reclassification is not an issue in this time series. These data have been tabulated within the 2006 boundaries of metro and non-metro.
Source: Statistics Canada. **Annual Demographic Statistics.** CANSIM Table 051-0001 and 051-0046.

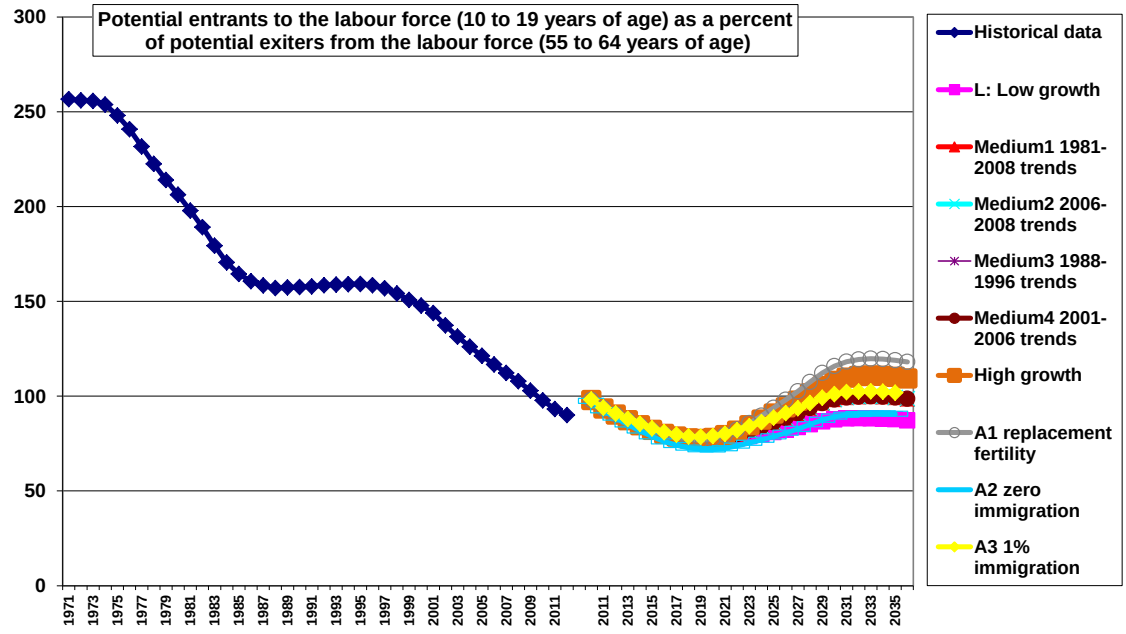
Note that Canada as a whole has a demographic profile over at least the next 25 years (depending upon the demographic projection scenario) where fewer individuals will be entering the

[16] This is the population that is now 10 to 19 years of age and will be 20 to 29 years of age after 10 years.
[17] This is the population that is now 55 to 64 years of age and will be 65 to 74 years of age after 10 years.

working age population compared to the number leaving the working age population (Figure 9). This conclusion appears on the horizon regardless of the immigration scenario. As noted above, various factors may remove the full impact of this demographic pressure on the working age population. However, as Canada approaches 2020, there will only be about 80 individuals entering the working age population for each 100 individuals leaving the working age population. As noted, this is simply due to demographics. A higher employment rate among seniors and higher immigration will have some impact on reducing labour market shortages. However, the demographic pressure of 20% fewer individuals entering the working age population will be real.

Figure 9

Labour market shortage (regardless of projection scenario) from 2010 to 2025 due to less than 100 (potential) labour market entrants per 100 (potential) labour market retirees, Canada



Source: Statistics Canada, Demographic Estimates and Projections, CANSIM Tables 051-0001 and 052-0005.

The present demographic pressure in 2012 on the labour market at the Canada level is shown in Figure 8. In 2012, for each 100 individuals leaving the working age population in the next 10 years in non-metro Canada, only 81 will be entering the working age population. The ratio in metro Canada is 94. This potential labour market shortage varies across the non-metro regions of the provinces. In the non-metro areas of Newfoundland and Labrador, the ratio is 63 (Table 12). In the three Prairie Provinces, the ratio is over 100. Thus, there is a wide range in the potential pattern of labour market shortages across non-metro regions of Canada. In fact, if the ratio is over 100, there will be a labour market surplus or, if new jobs are not created, there may be out-migration.

Table 12

Number of potential labour market entrants (10 to 19 years of age) as a percent of number of potential labour market retirees (55 to 64 years of age)		
	Metro	**Non-metro**
Newfoundland and Labrador	79	63
Prince Edward Island	n.a.	88
Nova Scotia	80	72
New Brunswick	83	70
Quebec	85	70
Ontario	101	81
Manitoba	100	122
Saskatchewan	107	105
Alberta	100	111
British Columbia	86	73
Canada	94	81

Source: Statistics Canada. **Annual Demographic Statistics**. CANSIM Table 051-0001 and 051-0046.

To emphasize the wide range of demographic scenarios across non-metro Canada, we show the 25 non-metro census divisions with the lowest ratio of labour market entrants per potential retiree and the 25 with the highest ratio (Table 13).

Those with the lowest number of potential entrants per potential retiree have 57 or fewer entrants per 100 retirees (see Column 3 in Table 13). Simple demographic pressure on the working age population suggest labour shortages in these areas – and unless other ways are found to fill the vacant jobs, these census divisions would be expected to show a decline over the next 10 years.

Those with the highest number of potential entrants per potential retiree have 115 or more potential entrants per potential retiree. These census divisions will need to create jobs or, potentially, experience out-migration of the working age population. Among the top 25 non-metro census divisions in this situation, 14 are northern census divisions. The census division of Keewatin, Nunavut is expected to see 418 individuals enter the working age population for each 100 individuals leaving the working age population.

Table 13

Potential labour market entrants and potential exiters in non-metro census divisions, 2012

Census Division identifier	**Name of Census Division**, sorted by number of potential labour market entrants per potential retiree	Population 10 to 19 years of age	Population 55 to 64 years of age	**Potential entrants** to the working age population (10-19 years in 2012) **as a percent of the potential exiters** from the working age population (55-64 years in 2012)	**Type of Census Division according to the OECD classification**
25 non-metro census divisions with the LOWEST number of potential labour entrants per potentially retiree					
2477	Les Pays-d'en-Haut, Quebec	3,434	7,901	43	Rural metro-adjacent region
2435	Mékinac, Quebec	1,081	2,413	45	Rural metro-adjacent region
2416	Charlevoix, Quebec	1,145	2,457	47	Rural non-metro-adjacent region
3546	Haliburton, Ontario	1,547	3,287	47	Rural non-metro-adjacent region
2404	La Haute-Gaspésie, Quebec	1,124	2,315	49	Rural non-metro-adjacent region
2411	Les Basques, Quebec	849	1,715	50	Rural metro-adjacent region
4601	Man. Div. 1 (incl. Lac du Bonnet)	1,664	3,303	50	Rural metro-adjacent region
2408	Matane, Quebec	2,071	4,093	51	Rural non-metro-adjacent region
2453	Le Bas-Richelieu, Quebec	4,696	9,211	51	Intermediate region
5929	Sunshine Coast, British Columbia	2,924	5,710	51	Rural non-metro-adjacent region
2402	Le Rocher-Percé, Quebec	1,764	3,388	52	Rural non-metro-adjacent region
2436	Shawinigan, Quebec	4,591	8,770	52	Intermediate region
2431	L'Amiante, Quebec	3,934	7,453	53	Rural non-metro-adjacent region
2415	Charlevoix-Est, Quebec	1,507	2,805	54	Rural non-metro-adjacent region
1009	NL Div. No. 9 (incl. St. Anthony)	1,628	3,030	54	Rural northern region
2479	Antoine-Labelle, Quebec	3,640	6,681	54	Rural non-metro-adjacent region
2403	La Côte-de-Gaspé, Quebec	1,736	3,160	55	Rural non-metro-adjacent region
2405	Bonaventure, Quebec	1,780	3,216	55	Rural non-metro-adjacent region
5907	Okanagan-Similkameen, British Columbia	7,759	13,993	55	Rural non-metro-adjacent region
1008	NL Div. No. 8 (incl. Lewisport and Springdale)	3,753	6,768	55	Rural non-metro-adjacent region
1213	Guysborough, Nova Scotia	837	1,506	56	Rural non-metro-adjacent region
1313	Madawaska, New Brunswick	3,366	6,035	56	Rural non-metro-adjacent region
1315	Gloucester, New Brunswick	7,777	13,745	57	Rural non-metro-adjacent region
1003	NL Div. No. 3 (incl. Port aux Basques)	1,754	3,093	57	Rural non-metro-adjacent region
2401	Les Îles-de-la-Madeleine, Quebec	1,274	2,238	57	Rural non-metro-adjacent region
25 non-metro census divisions with the HIGHEST number of potential labour entrants per potentially retiree					
4818	Alta. Div. 18 (incl. Grande Cache)	2,230	1,936	115	Rural non-metro-adjacent region
4715	Sask. Div. 15 (incl. Prince Albert & Humboldt)	12,218	10,526	116	Rural metro-adjacent region
5955	Peace River, British Columbia	8,446	7,254	116	Rural non-metro-adjacent region
4816	Alta. Div. 16 (incl. Fort McMurray)	7,920	6,774	117	Rural northern region
5959	Northern Rockies, British Columbia	825	701	118	Rural northern region
4716	Sask. Div. 16 (incl. North Battleford)	6,009	4,952	121	Rural metro-adjacent region
3560	Kenora, Ontario	10,082	8,133	124	Rural northern region
4812	Alta. Div. 12 (incl. Cold Lake)	9,553	7,450	128	Rural non-metro-adjacent region
4621	Man. Div. 21 (incl. Flin Flon & The Pas)	3,737	2,874	130	Rural northern region
4819	Alta. Div. 19 (incl. Grande Prairie)	14,741	11,179	132	Rural non-metro-adjacent region
6106	Fort Smith, Northwest Territories	4,799	3,508	137	Rural northern region
4717	Sask. Div.17 (incl. Lloyd. & Meadow Lake)	6,641	4,803	138	Rural non-metro-adjacent region
4608	Man. Div. 8 (incl. Gladstone & Treherne)	2,552	1,776	144	Rural non-metro-adjacent region
1011	NL Div. No. 11 (incl. Nain)	378	258	147	Rural northern region
6107	Inuvik, Northwest Territories	1,418	967	147	Rural northern region
4603	Man. Div. 3 (incl. Winkler, Morden, Altona)	8,859	5,534	160	Rural metro-adjacent region
2499	Nord-du-Québec, Quebec	7,117	3,765	189	Rural northern region
4817	Alta. Div. 17 (incl. Slave Lake)	11,179	5,693	196	Rural non-metro-adjacent region
4718	Sask. Div. 18 (Northern Saskatchewan)	7,088	2,726	260	Rural northern region
6204	Baffin, Nunavut	3,341	1,235	271	Rural northern region
4619	Man. Div. 19 (incl. Berens River)	4,146	1,501	276	Rural non-metro-adjacent region
4623	Man. Div. 23 (incl. Churchill)	1,880	677	278	Rural northern region
4622	Man. Div. 22 (incl. Thompson)	8,060	2,815	286	Rural northern region
6208	Kitikmeot, Nunavut	1,198	344	348	Rural northern region
6205	Keewatin, Nunavut	2,088	499	418	Rural northern region

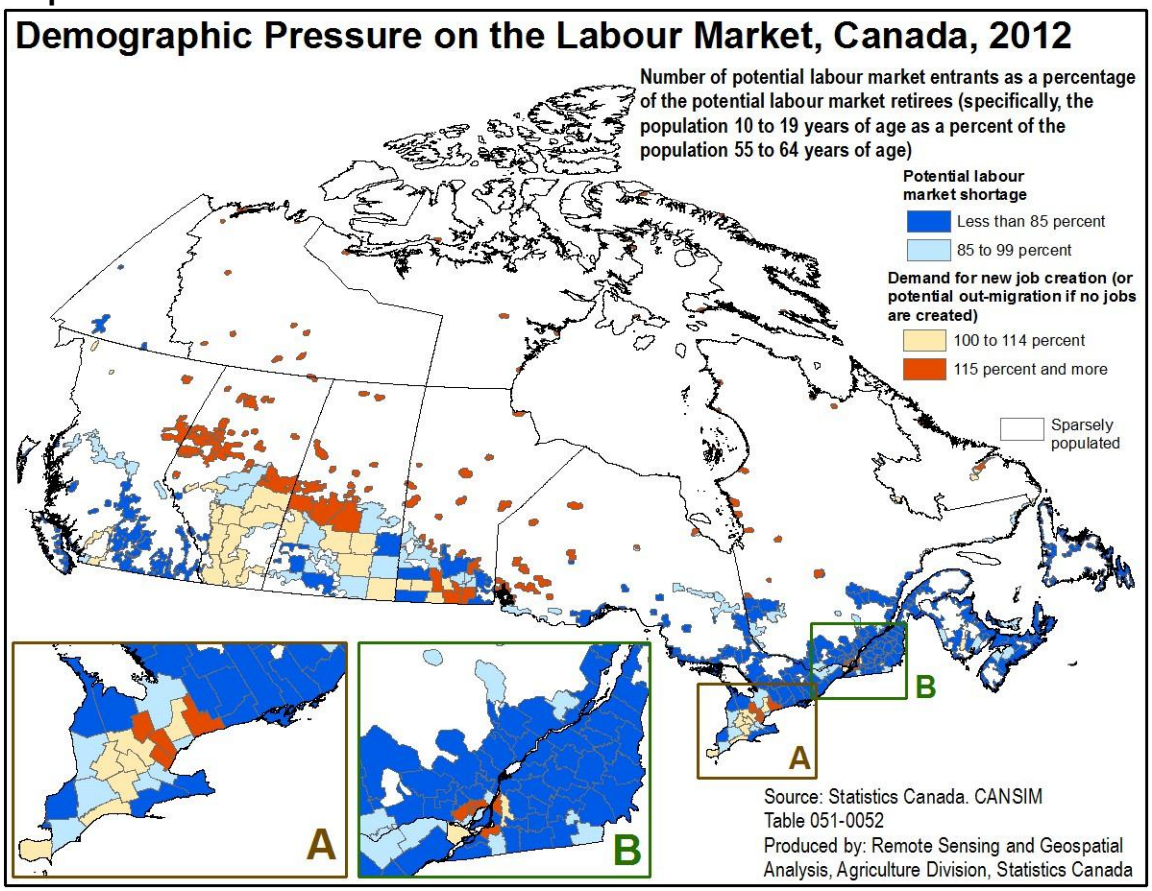
Source: Statistics Canada. **Annual Demographic Statistics**, CANSIM Table 051-0052.

A map of this pattern shows the northern regions (but not Yukon) with 115 or more potential entrants per 100 exiters (Map 6). In addition, some census divisions near Montreal, near Toronto and near Winnipeg will be experiencing more potential entrants than exiters over the next 10 years.

Note the broad expanse of census divisions with less than 85 potential entrants per 100 potential exiters across northeastern Ontario and most of Quebec and most of the Atlantic Provinces.

Southeastern British Columbia shows the same pattern but part of this pattern is due to in-migration of early retirees (who were less than 65 years of age in 2012).

Map 6



4. The rural economy

4.1 How big is the non-metro economy in each province?

We provide two alternative answers to this question:

- the number employed in non-metro areas which we show for each industry sector; and
- the approximate GDP (gross domestic product) in non-metro areas.

Statistics Canada's Labour Force Survey provides monthly data on the level of employment for metro and non-metro areas for each industry sector. For many local or regional development considerations, it is the number of jobs (or the number of individuals employed) that is the main 'metric' of the health / performance of the regional economy. Similarly, it is the change in the number employed that is the main 'metric' of growth or decline of the local / regional economy.

Alternatively, some analysts wish to know the contribution of non-metro areas to the GDP of each province or for Canada as a whole. The GDP is the 'value of economic production'. GDP is the 'value-added' by capital and labour to purchased inputs in order to produce a given product or service. For example, a car assembly plant buys inputs (such as tires, windshields, upholstered bucket seats, radiators, etc.) to produce a car that comes off the assembly line. The GDP is the contribution of capital (i.e. the contribution of the built structure / factory plus the machinery and

equipment in the factory) and the contribution of the labour that produces a car from the purchased inputs. GDP is the return to capital and labour in the process of economic production.

Statistics Canada provides annual estimates of the GDP by industry sector for each province. No sub-provincial estimates are provided. Below, we use a very simplistic calculation to generate an approximate level of GDP for each industrial sector for each province.

But first, the size of the non-metro economy as measured by the number employed

4.1.1 Number employed by industry sector in non-metro areas

Statistics Canada classifies individuals according to the industry sector of their main job. The industry sector is based on the North American Industry Classification System (NAICS) (Statistics Canada, 2007). We report the distribution of employment according to the NAICS sub-totals reported for the Statistics Canada Labour Force Survey. For example, employment in wholesale trade firms and employment in retail trade firms are reported as employment in "wholesale and retail trade." Obviously, the ranking by sector will differ if the industry sectors are rolled-up or disaggregated in a different fashion.

At the Canada level, employment in non-metro Canada was 4,946 thousand, calculated as the monthly average for the 12 months leading up to April, 2013 (Table 14). This represented 28 percent of all employment in Canada.

Note that 39% of all workers in the goods-producing sectors reside in non-metro areas. Non-metro areas are intensive in goods production.

For the 12 months leading up to April, 2013, employment in wholesale and retail trade (1,915 thousand workers) was the largest industry sector in terms of employment in non-metro Canada (Table 14 and Figure 10). Wholesale and retail trade is also the largest sector in metro areas. In both metro and non-metro Canada, 15% of the workforce is employed in wholesale and retail trade enterprises.

In fact, wholesale and retail trade is the largest employment sector in 7 provinces and the 2nd largest sector in the remaining 3 provinces (as shown in the tables and charts below).

At the Canada-level, employment in the health services sector was the second largest sector in terms of employment (12% of metro employment and 13% of total employment in non-metro areas). Health care was the largest or second largest sector in 7 provinces.

Note that, at the Canada level, the largest goods-producing sector, in terms of employment, is manufacturing. Manufacturing is the largest goods-producing sector in 5 provinces.

Construction is the 2nd largest goods-producing sector at the Canada level and it is the largest in three provinces (Newfoundland and Labrador, Prince Edward Island and British Columbia).

Note finally the sector encompassing forestry, fishing, mining, quarrying, oil and gas extraction ranks 10th among all sectors at the Canada-level but ranks 2nd within Alberta, 4th within Newfoundland and Labrador, 6th within Saskatchewan and 7th within British Columbia.

Table 14

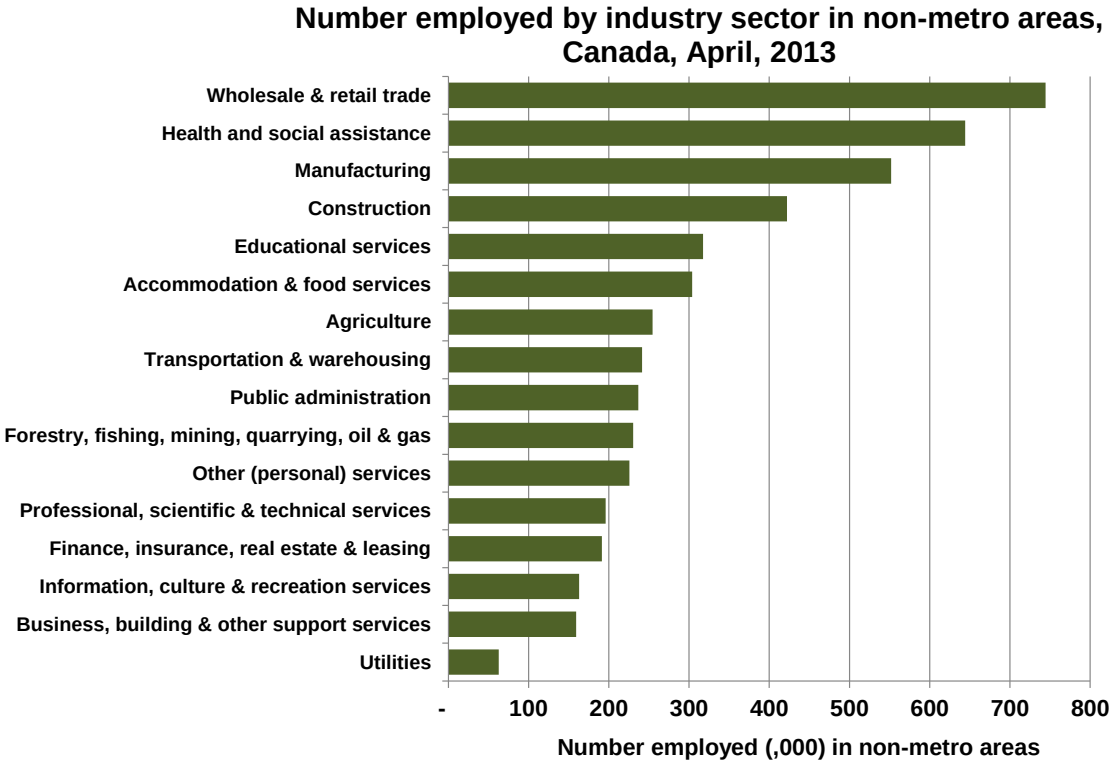
Number employed by industry sector, metro and non-metro regions, Canada, April, 2013

Industry sector	Canada						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**3,874**	**2,352**	**1,522**	**22**	**19**	**31**	**39**
Agriculture	313	58	255	2	0	5	81
Forestry, fishing, mining, quarrying, oil & gas	366	136	230	2	1	5	63
Utilities	140	77	63	1	1	1	45
Construction	1,276	854	422	7	7	9	33
Manufacturing	1,780	1,228	552	10	10	11	31
Services-producing sectors (subtotal)	**13,704**	**10,280**	**3,424**	**78**	**81**	**69**	**25**
Wholesale & retail trade	2,659	1,915	744	15	15	15	28
Transportation & warehousing	855	613	241	5	5	5	28
Finance, insurance, real estate & leasing	1,105	914	191	6	7	4	17
Professional, scientific & technical services	1,305	1,109	196	7	9	4	15
Business, building & other support services	695	536	159	4	4	3	23
Educational services	1,296	979	317	7	8	6	24
Health and social assistance	2,146	1,501	644	12	12	13	30
Information, culture & recreation services	788	624	163	4	5	3	21
Accommodation & food services	1,108	804	304	6	6	6	27
Other (personal) services	788	563	226	4	4	5	29
Public administration	959	722	237	5	6	5	25
All sectors	**17,578**	**12,632**	**4,946**	**100**	**100**	**100**	**28**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average).

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 10



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 15

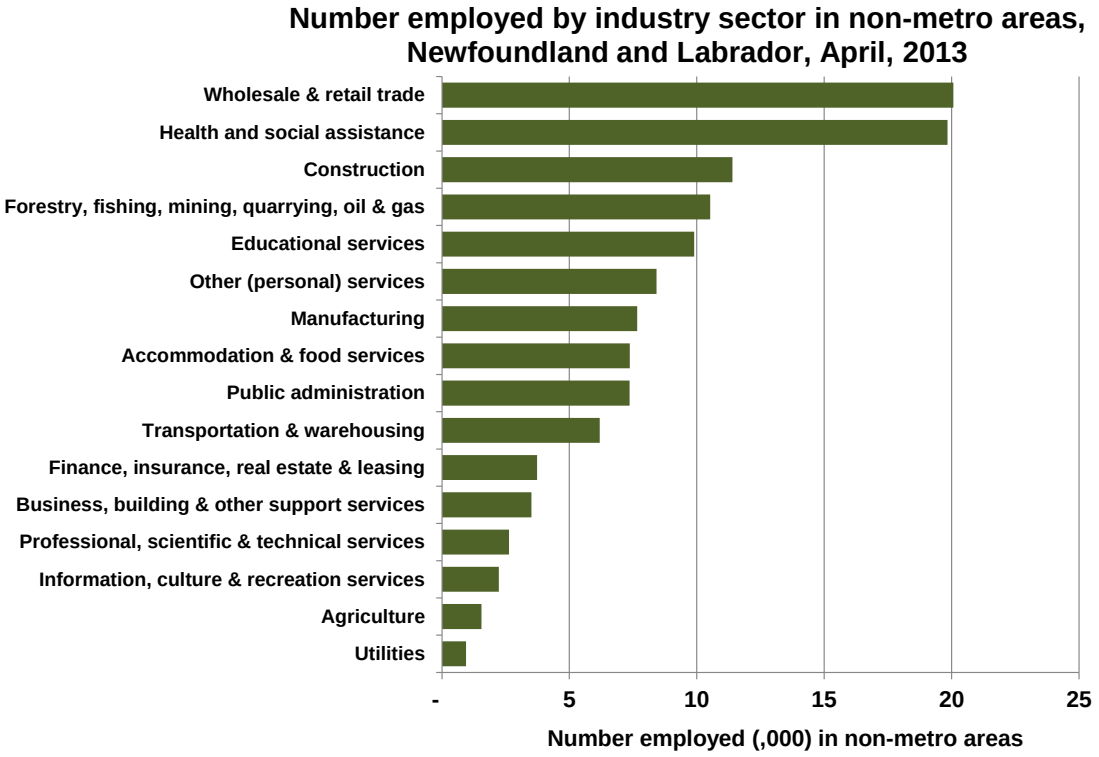
Number employed by industry sector, metro and non-metro regions, Newfoundland and Labrador, April, 2013

Industry sector	Newfoundland and Labrador						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**51**	**19**	**32**	**22**	**17**	**26**	**63**
Agriculture	2	0	2	1	0	1	97
Forestry, fishing, mining, quarrying, oil & gas	15	4	11	6	4	9	71
Utilities	3	2	1	1	2	1	33
Construction	20	9	11	9	8	9	56
Manufacturing	11	4	8	5	3	6	69
Services-producing sectors (subtotal)	**181**	**90**	**91**	**78**	**83**	**74**	**50**
Wholesale & retail trade	35	15	20	15	14	16	58
Transportation & warehousing	11	5	6	5	5	5	55
Finance, insurance, real estate & leasing	9	5	4	4	5	3	41
Professional, scientific & technical services	9	7	3	4	6	2	28
Business, building & other support services	7	4	4	3	3	3	49
Educational services	19	9	10	8	8	8	53
Health and social assistance	37	17	20	16	16	16	53
Information, culture & recreation services	7	5	2	3	4	2	32
Accommodation & food services	14	6	7	6	6	6	53
Other (personal) services	14	6	8	6	5	7	59
Public administration	19	11	7	8	11	6	39
All sectors	**232**	**109**	**123**	**100**	**100**	**100**	**53**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average).

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 11



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 16

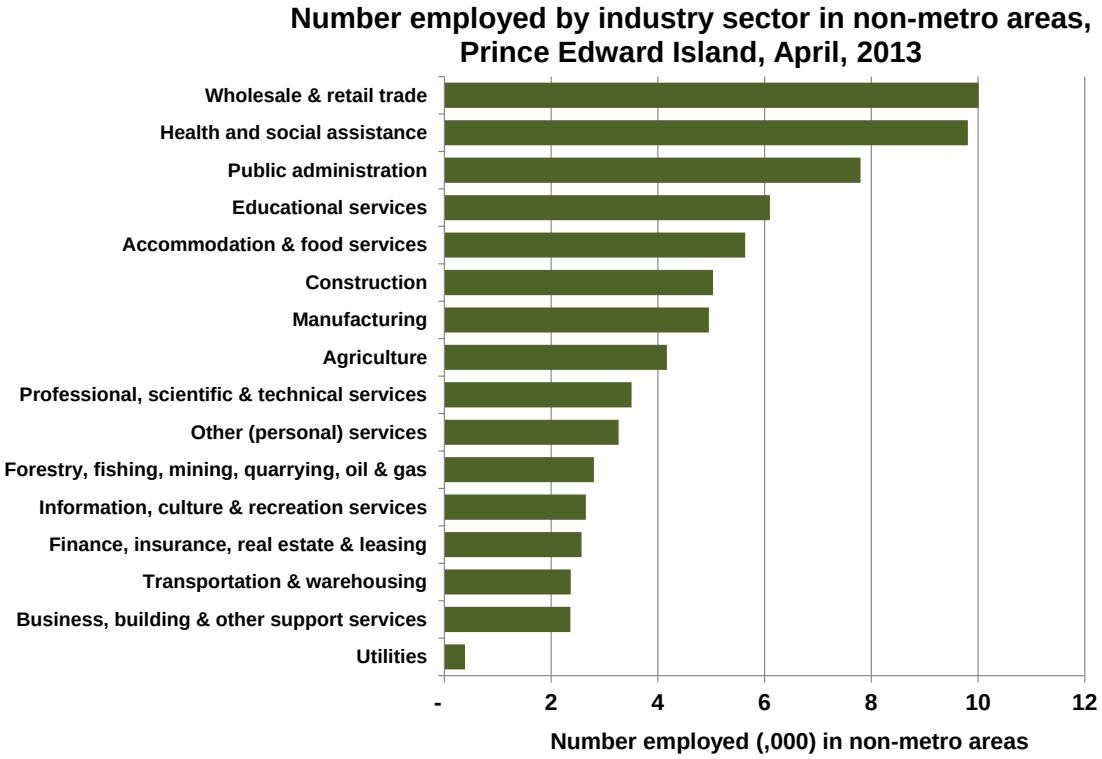
Number employed by industry sector, metro and non-metro regions, Prince Edward Island, April, 2013

Industry sector	Prince Edward Island						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**17**	**-**	**17**	**24**	**-**	**24**	**100**
Agriculture	4	-	4	6	-	6	100
Forestry, fishing, mining, quarrying, oil & gas	3	-	3	4	-	4	100
Utilities	0	-	0	1	-	1	100
Construction	5	-	5	7	-	7	100
Manufacturing	5	-	5	7	-	7	100
Services-producing sectors (subtotal)	**56**	**-**	**56**	**76**	**-**	**76**	**100**
Wholesale & retail trade	10	-	10	14	-	14	100
Transportation & warehousing	2	-	2	3	-	3	100
Finance, insurance, real estate & leasing	3	-	3	3	-	3	100
Professional, scientific & technical services	4	-	4	5	-	5	100
Business, building & other support services	2	-	2	3	-	3	100
Educational services	6	-	6	8	-	8	100
Health and social assistance	10	-	10	13	-	13	100
Information, culture & recreation services	3	-	3	4	-	4	100
Accommodation & food services	6	-	6	8	-	8	100
Other (personal) services	3	-	3	4	-	4	100
Public administration	8	-	8	11	-	11	100
All sectors	**73**	**-**	**73**	**100**	**-**	**100**	**100**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average).

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 12



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 17

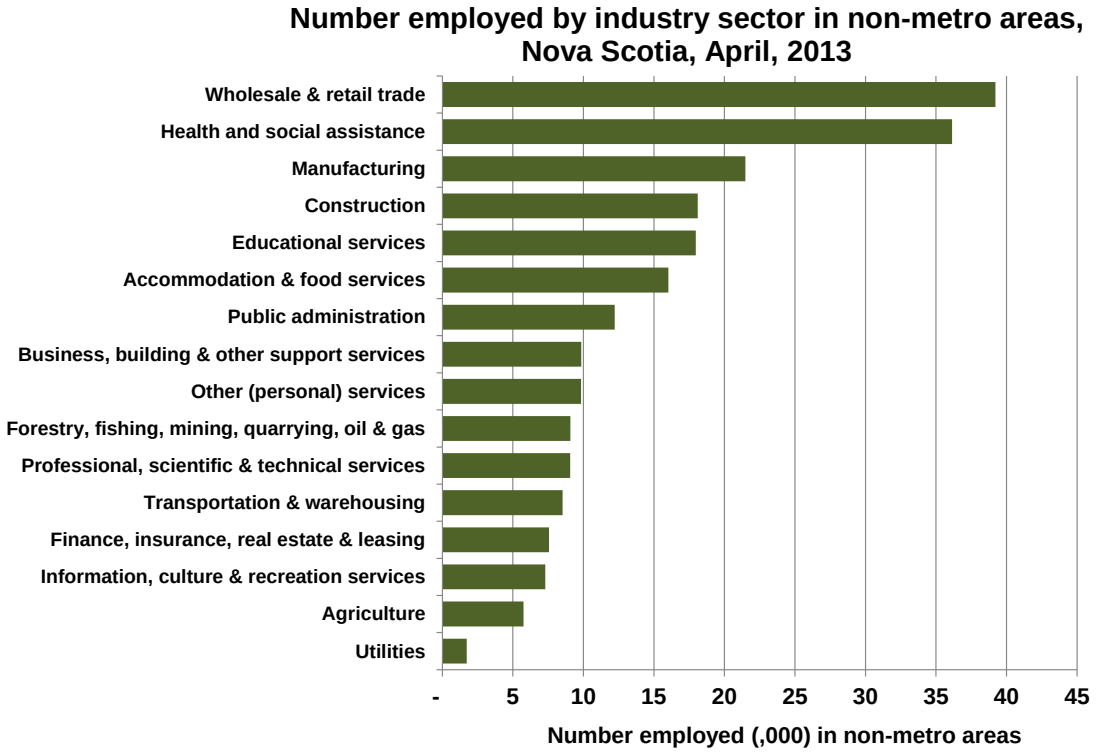
Number employed by industry sector, metro and non-metro regions, Nova Scotia, April, 2013

Industry sector	Nova Scotia						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**84**	**28**	**56**	**18**	**12**	**24**	**67**
Agriculture	6	-	6	1	-	3	100
Forestry, fishing, mining, quarrying, oil & gas	11	2	9	2	1	4	81
Utilities	4	2	2	1	1	1	42
Construction	32	13	18	7	6	8	57
Manufacturing	31	10	21	7	4	9	69
Services-producing sectors (subtotal)	**371**	**197**	**174**	**82**	**88**	**76**	**47**
Wholesale & retail trade	72	33	39	16	15	17	54
Transportation & warehousing	20	12	9	4	5	4	42
Finance, insurance, real estate & leasing	23	16	8	5	7	3	32
Professional, scientific & technical services	27	18	9	6	8	4	34
Business, building & other support services	21	11	10	5	5	4	47
Educational services	38	20	18	8	9	8	48
Health and social assistance	70	33	36	15	15	16	52
Information, culture & recreation services	18	11	7	4	5	3	40
Accommodation & food services	31	15	16	7	7	7	51
Other (personal) services	20	10	10	4	5	4	48
Public administration	30	17	12	7	8	5	41
All sectors	**455**	**225**	**230**	**100**	**100**	**100**	**51**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average).

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 13



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 18

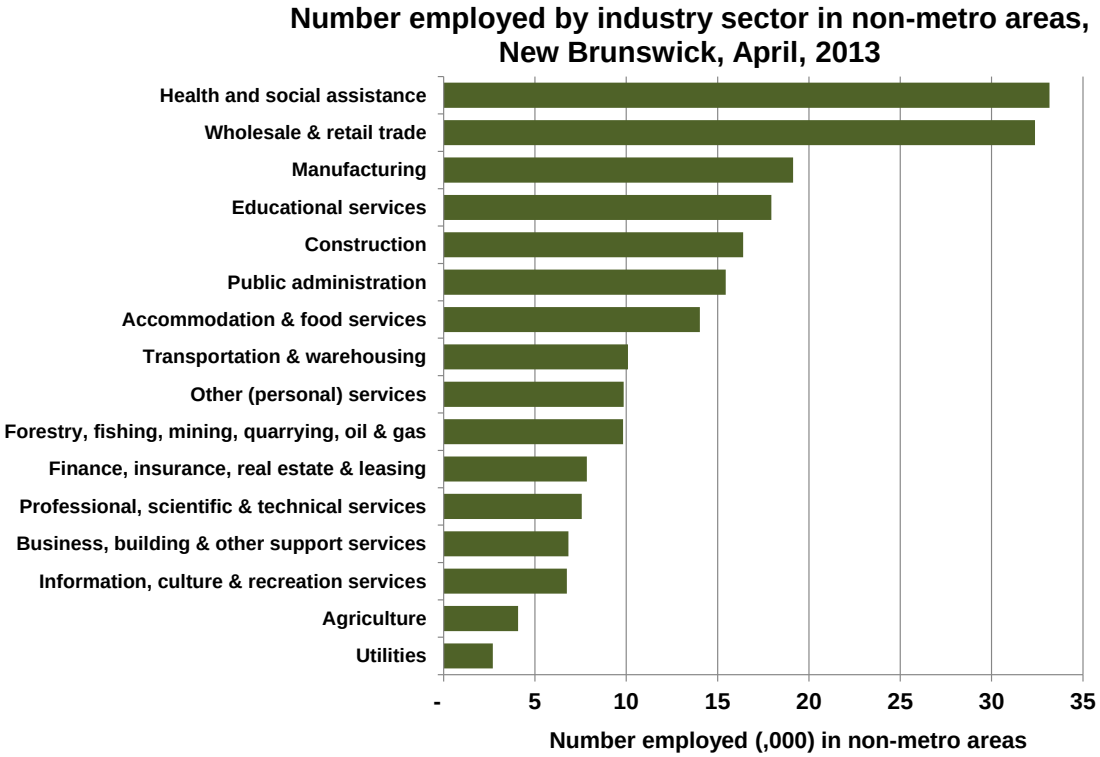
Number employed by industry sector, metro and non-metro regions, New Brunswick, April, 2013

Industry sector	New Brunswick						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**75**	**22**	**52**	**21**	**16**	**24**	**70**
Agriculture	4	0	4	1	0	2	93
Forestry, fishing, mining, quarrying, oil & gas	12	2	10	3	2	5	81
Utilities	4	1	3	1	1	1	69
Construction	25	8	16	7	6	8	67
Manufacturing	29	10	19	8	8	9	65
Services-producing sectors (subtotal)	**277**	**115**	**162**	**79**	**84**	**76**	**58**
Wholesale & retail trade	55	22	32	16	16	15	59
Transportation & warehousing	18	8	10	5	5	5	57
Finance, insurance, real estate & leasing	17	9	8	5	7	4	45
Professional, scientific & technical services	15	7	8	4	5	4	51
Business, building & other support services	16	9	7	5	7	3	43
Educational services	27	9	18	8	7	8	66
Health and social assistance	54	21	33	15	15	16	62
Information, culture & recreation services	13	7	7	4	5	3	50
Accommodation & food services	22	8	14	6	6	7	62
Other (personal) services	16	6	10	5	4	5	62
Public administration	24	8	15	7	6	7	66
All sectors	**351**	**137**	**214**	**100**	**100**	**100**	**61**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average).

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 14



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 19

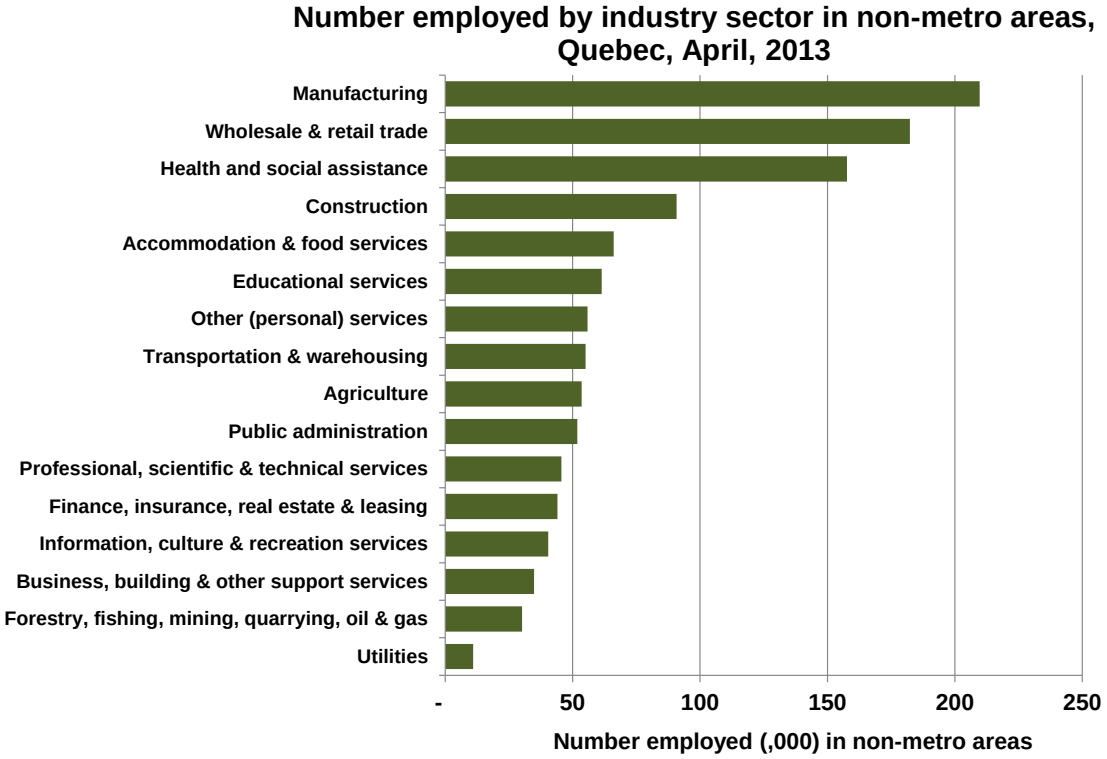
Number employed by industry sector, metro and non-metro regions, Quebec, April, 2013

Industry sector	Quebec						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**866**	**470**	**395**	**22**	**17**	**33**	**46**
Agriculture	57	3	54	1	0	4	94
Forestry, fishing, mining, quarrying, oil & gas	35	4	30	1	0	3	87
Utilities	25	14	11	1	1	1	44
Construction	251	160	91	6	6	8	36
Manufacturing	498	289	210	12	10	18	42
Services-producing sectors (subtotal)	**3,144**	**2,348**	**795**	**78**	**83**	**67**	**25**
Wholesale & retail trade	633	451	182	16	16	15	29
Transportation & warehousing	172	117	55	4	4	5	32
Finance, insurance, real estate & leasing	224	180	44	6	6	4	20
Professional, scientific & technical services	299	254	46	7	9	4	15
Business, building & other support services	147	112	35	4	4	3	24
Educational services	293	232	61	7	8	5	21
Health and social assistance	545	388	158	14	14	13	29
Information, culture & recreation services	189	148	40	5	5	3	21
Accommodation & food services	234	168	66	6	6	6	28
Other (personal) services	174	118	56	4	4	5	32
Public administration	233	181	52	6	6	4	22
All sectors	**4,010**	**2,819**	**1,191**	**100**	**100**	**100**	**30**

1. Data are the average for the previous 12 monhts (i.e. a 12-month moving average).

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 15



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 20

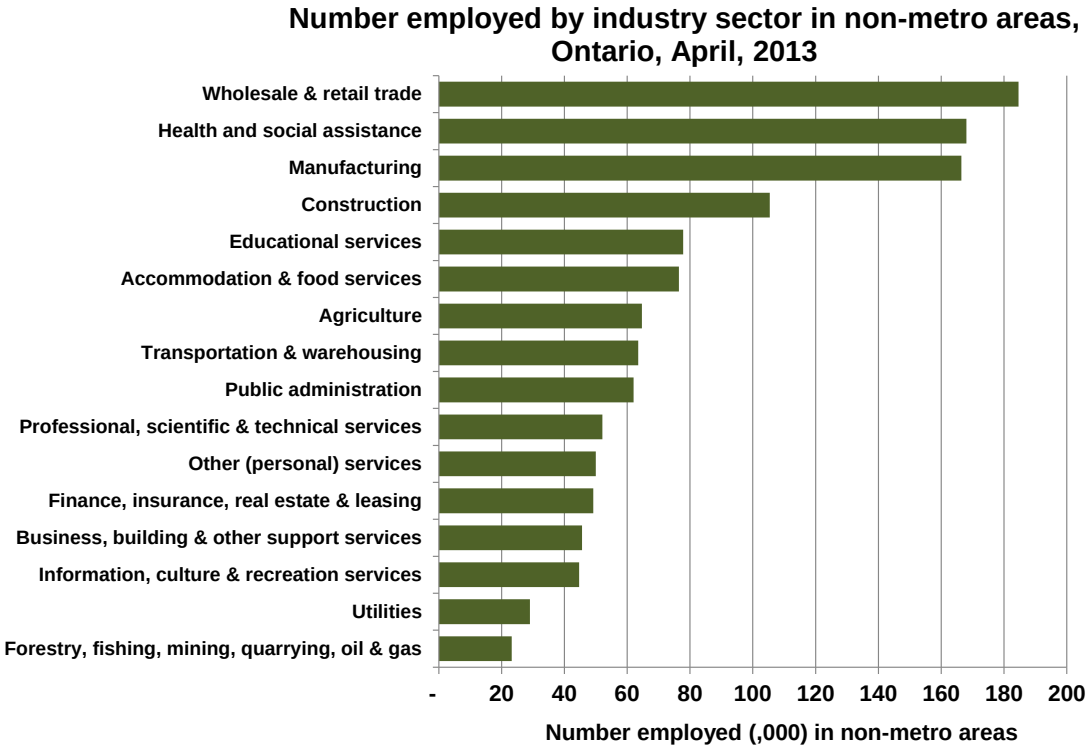
Number employed by industry sector, metro and non-metro regions, Ontario, April, 2013

Industry sector	Ontario						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**1,411**	**1,023**	**389**	**21**	**18**	**31**	**28**
Agriculture	91	27	65	1	0	5	71
Forestry, fishing, mining, quarrying, oil & gas	36	13	23	1	0	2	64
Utilities	54	25	29	1	0	2	54
Construction	431	326	105	6	6	8	24
Manufacturing	799	632	166	12	11	13	21
Services-producing sectors (subtotal)	**5,394**	**4,520**	**874**	**79**	**82**	**69**	**16**
Wholesale & retail trade	999	814	185	15	15	15	18
Transportation & warehousing	325	261	64	5	5	5	20
Finance, insurance, real estate & leasing	513	464	49	8	8	4	10
Professional, scientific & technical services	561	509	52	8	9	4	9
Business, building & other support services	297	251	46	4	5	4	15
Educational services	512	434	78	8	8	6	15
Health and social assistance	767	599	168	11	11	13	22
Information, culture & recreation services	325	280	45	5	5	4	14
Accommodation & food services	424	348	76	6	6	6	18
Other (personal) services	289	239	50	4	4	4	17
Public administration	382	320	62	6	6	5	16
All sectors	**6,806**	**5,543**	**1,263**	**100**	**100**	**100**	**19**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average).

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 16



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 21

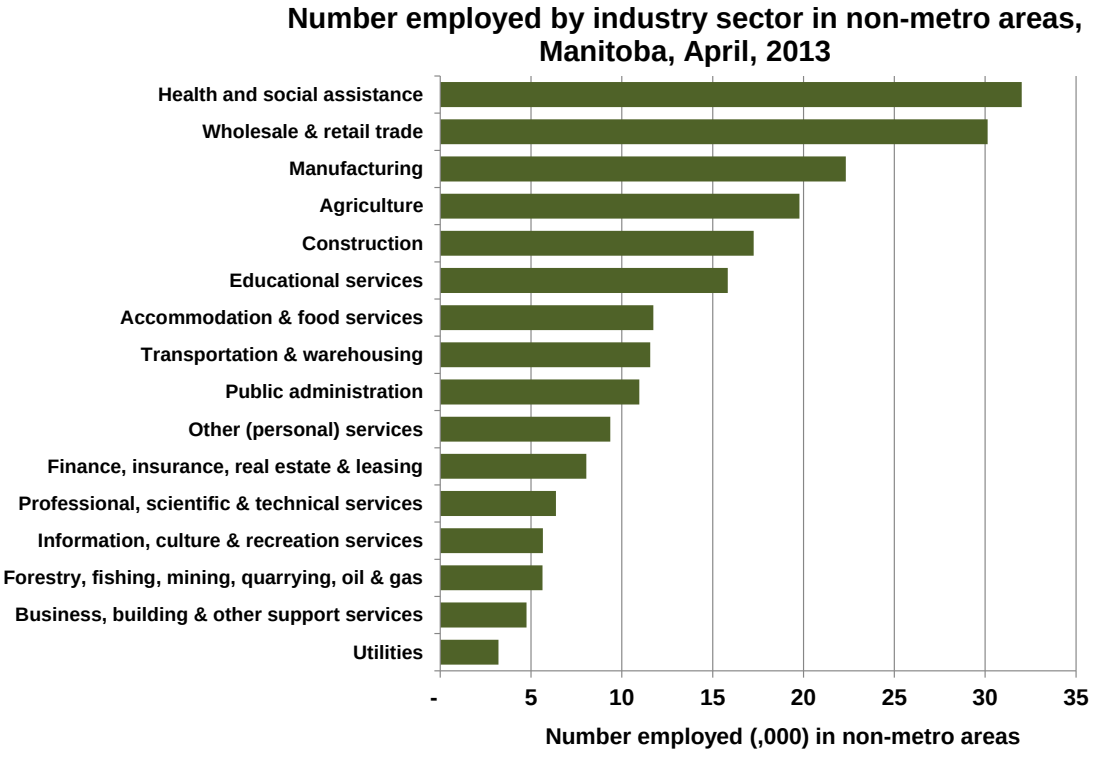
Number employed by industry sector, metro and non-metro regions, Manitoba, April, 2013

Industry sector	Manitoba						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**146**	**78**	**68**	**23**	**19**	**32**	**47**
Agriculture	22	3	20	4	1	9	88
Forestry, fishing, mining, quarrying, oil & gas	7	1	6	1	0	3	81
Utilities	8	5	3	1	1	1	41
Construction	46	29	17	7	7	8	38
Manufacturing	63	40	22	10	10	10	36
Services-producing sectors (subtotal)	**487**	**341**	**146**	**77**	**81**	**68**	**30**
Wholesale & retail trade	93	63	30	15	15	14	32
Transportation & warehousing	36	25	12	6	6	5	32
Finance, insurance, real estate & leasing	35	27	8	5	6	4	23
Professional, scientific & technical services	29	23	6	5	5	3	22
Business, building & other support services	20	15	5	3	4	2	24
Educational services	48	32	16	8	8	7	33
Health and social assistance	94	62	32	15	15	15	34
Information, culture & recreation services	25	19	6	4	5	3	23
Accommodation & food services	41	29	12	6	7	5	29
Other (personal) services	29	19	9	5	5	4	33
Public administration	37	26	11	6	6	5	29
All sectors	**633**	**418**	**215**	**100**	**100**	**100**	**34**

1. Data are the average for the previous 12 monhts (i.e. a 12-month moving average).

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 17



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 22

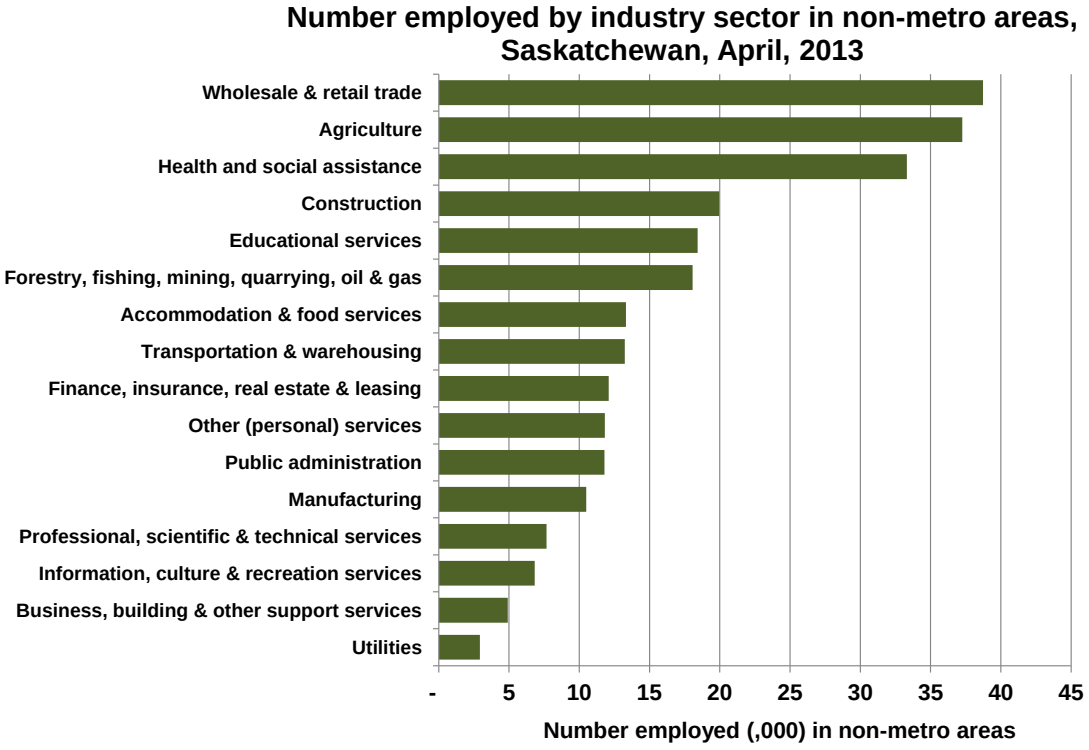
Number employed by industry sector, metro and non-metro regions, Saskatchewan, April, 2013

Industry sector	Saskatchewan						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**146**	**57**	**89**	**27**	**20**	**34**	**61**
Agriculture	41	4	37	8	1	14	91
Forestry, fishing, mining, quarrying, oil & gas	26	8	18	5	3	7	70
Utilities	6	3	3	1	1	1	51
Construction	46	26	20	9	9	8	43
Manufacturing	27	17	11	5	6	4	39
Services-producing sectors (subtotal)	**397**	**225**	**172**	**73**	**80**	**66**	**43**
Wholesale & retail trade	82	43	39	15	15	15	47
Transportation & warehousing	26	13	13	5	4	5	51
Finance, insurance, real estate & leasing	30	18	12	6	6	5	40
Professional, scientific & technical services	25	18	8	5	6	3	30
Business, building & other support services	13	8	5	2	3	2	38
Educational services	44	25	18	8	9	7	42
Health and social assistance	71	38	33	13	14	13	47
Information, culture & recreation services	19	12	7	4	4	3	35
Accommodation & food services	30	17	13	6	6	5	44
Other (personal) services	26	14	12	5	5	5	46
Public administration	31	19	12	6	7	5	38
All sectors	**543**	**282**	**261**	**100**	**100**	**100**	**48**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average)

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 18



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 23

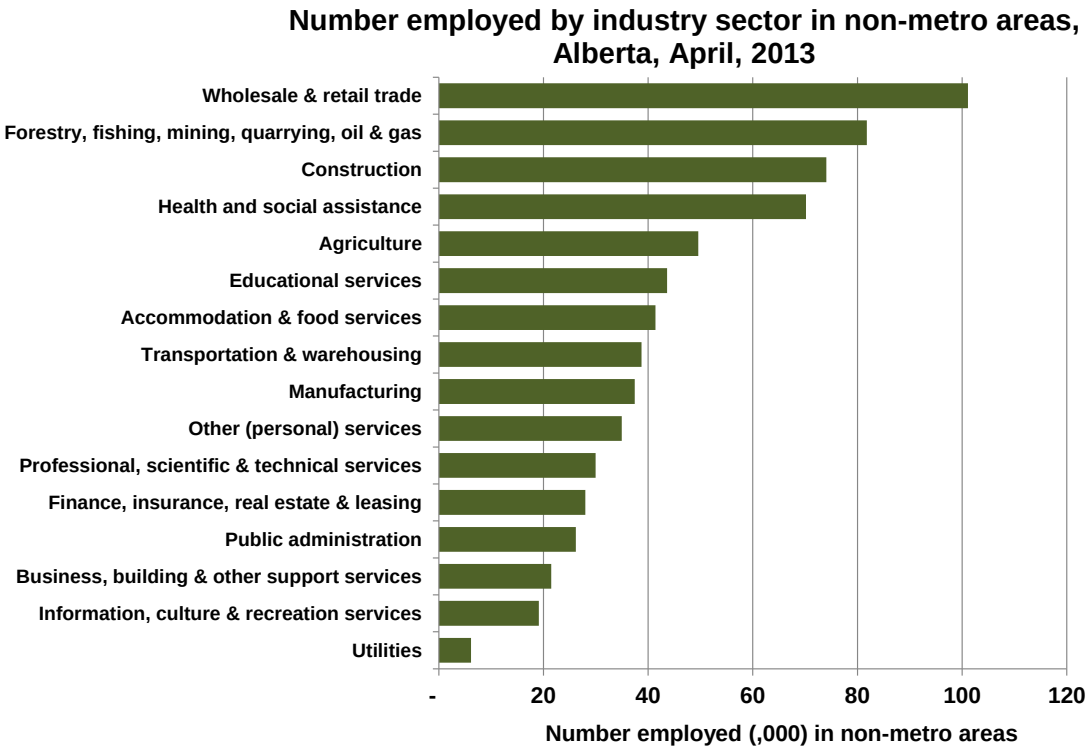
Number employed by industry sector, metro and non-metro regions, Alberta, April, 2013

Industry sector	Alberta						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**623**	**374**	**249**	**29**	**26**	**35**	**40**
Agriculture	58	9	50	3	1	7	85
Forestry, fishing, mining, quarrying, oil & gas	175	93	82	8	6	12	47
Utilities	21	15	6	1	1	1	30
Construction	228	154	74	11	11	11	32
Manufacturing	141	104	37	7	7	5	27
Services-producing sectors (subtotal)	**1,538**	**1,083**	**455**	**71**	**74**	**65**	**30**
Wholesale & retail trade	320	219	101	15	15	14	32
Transportation & warehousing	118	79	39	5	5	6	33
Finance, insurance, real estate & leasing	109	81	28	5	6	4	26
Professional, scientific & technical services	161	131	30	7	9	4	19
Business, building & other support services	73	52	21	3	4	3	29
Educational services	131	87	44	6	6	6	33
Health and social assistance	229	159	70	11	11	10	31
Information, culture & recreation services	71	52	19	3	4	3	27
Accommodation & food services	132	90	41	6	6	6	31
Other (personal) services	107	72	35	5	5	5	33
Public administration	88	62	26	4	4	4	30
All sectors	**2,161**	**1,457**	**704**	**100**	**100**	**100**	**33**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average)

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 19



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

Table 24

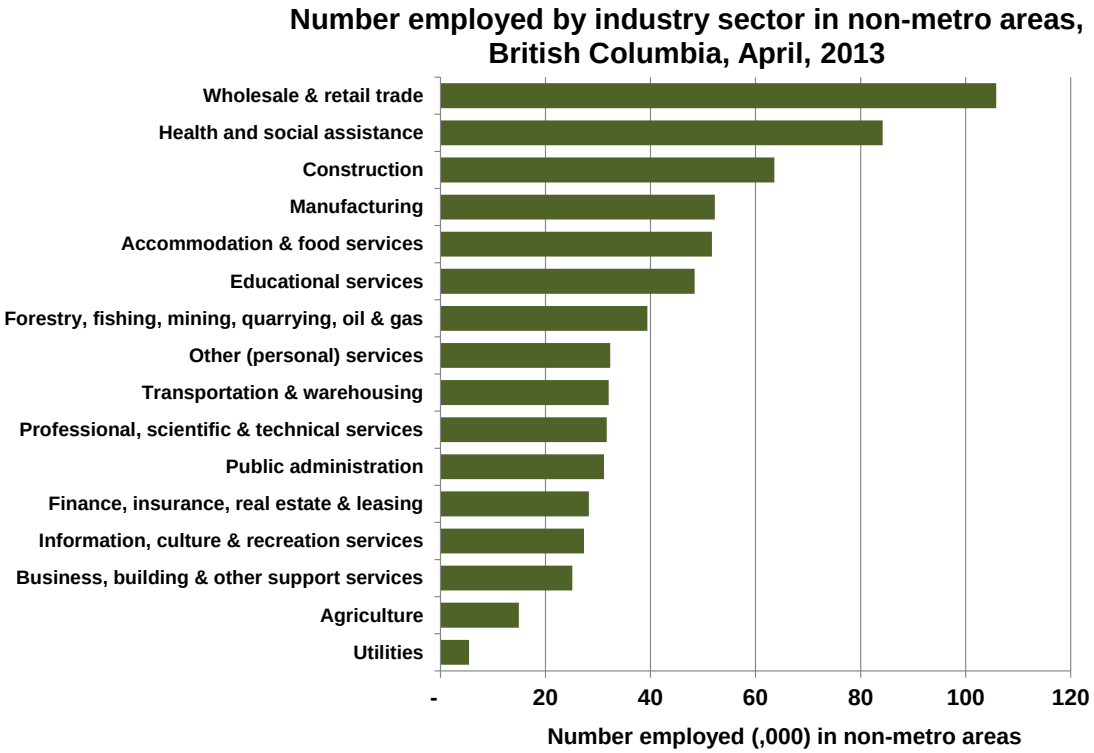
Number employed by industry sector, metro and non-metro regions, British Columbia, April, 2013

Industry sector	British Columbia						
	Total	Metro	Non-metro	Total	Metro	Non-metro	Non-metro as percent of total
	Number employed[1] (,000)			Percent distribution			
Goods-producing sectors (subtotal)	**456**	**280**	**176**	**20**	**17**	**26**	**39**
Agriculture	27	12	15	1	1	2	55
Forestry, fishing, mining, quarrying, oil & gas	47	8	39	2	0	6	84
Utilities	15	9	5	1	1	1	37
Construction	193	129	64	8	8	9	33
Manufacturing	175	122	52	8	7	8	30
Services-producing sectors (subtotal)	**1,858**	**1,360**	**498**	**80**	**83**	**74**	**27**
Wholesale & retail trade	361	255	106	16	16	16	29
Transportation & warehousing	126	94	32	5	6	5	25
Finance, insurance, real estate & leasing	142	114	28	6	7	4	20
Professional, scientific & technical services	175	143	32	8	9	5	18
Business, building & other support services	99	73	25	4	4	4	26
Educational services	179	130	48	8	8	7	27
Health and social assistance	269	185	84	12	11	12	31
Information, culture & recreation services	117	90	27	5	5	4	23
Accommodation & food services	174	122	52	7	7	8	30
Other (personal) services	110	78	32	5	5	5	29
Public administration	107	76	31	5	5	5	29
All sectors	**2,314**	**1,641**	**674**	**100**	**100**	**100**	**29**

1. Data are the average for the previous 12 months (i.e. a 12-month moving average)

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

Figure 20



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111. Data are the average for the previous 12 months.

4.1.2 Approximate GDP by industry sector in non-metro areas

Statistics Canada publishes economic accounts for each province but not for subprovincial areas.

To approximate the non-metro GDP in each province, we have used the following methodology[18]:

- For each industry in each province, we prorate the GDP to metro and non-metro areas based on the distribution of the workforce[19].
- This simple calculation essentially calculates the GDP/ worker for a given industry sector[20] in a given province and for each worker in a metro or non-metro area, the area is assigned the average GDP/worker.
- This methodology 'obviously' assumes that the GDP/worker in an industry sector is the same in both metro and non-metro areas within each province. Since the GDP is the return to labour and capital (i.e. GDP is the value-added to inputs by labour and capital), then this methodology is also assuming that the amount of capital per worker is the same within an industry sector for metro and non-metro areas.

Our calculation suggests that the GDP in 2010 in non-metro areas is about 30% of the national GDP[21] (Table 25). This is slightly less than the share of Canada's population residing in non-metro areas, in part because a lower share of non-metro residents are employed. This is due, in part to three demographic features:

1. a higher share of non-metro residents are under 15 years of age;
2. a higher share of non-metro residents are 65 years of age and over; and
3. among those 15 to 64 years of age, a slightly lower share is employed.

Our calculation of the non-metro share of provincial GDP ranges from a low of 19% of the provincial GDP in Ontario (mirroring the lower share of the provincial population residing in non-metro

[18] This is similar to the methodology used by the Conference Board of Canada (2009 and 2012) to approximate the GDP in rural areas of Quebec and Alberta. For each industry in each province, they use the ratio of earnings to GDP (rather than the ratio of workers to GDP) to pro-rate the GDP within each industry across sub-provincial territories. Their methodology thus accounts for metro versus non-metro differences in productivity – to the extent that higher earnings is a measure of higher productivity.

[19] We use the data on employment by place of residence from Statistics Canada's Labour Force Survey (CANSIM Tables 282-0011 and 282-0111). To the extent that there is commuting from non-metro to metro or from metro to non-metro (e.g. fly-in fly-out work camps), this methodology will miss the impact of the net difference in commuting flows. For each province, we tested the results for three calculations: 1) prorating simply using the total workforce; 2) prorating using the subtotal for workers in the goods sectors and the subtotal for workers in the services sectors; and 3) prorating using the 16 sub-sectors published by the Labour Force Survey. The calculated non-metro GDP differed. The reason is that when we moved from one sector to two sub-sectors to 16 sub-sectors, we fine-tuned the amount of GDP/worker that each non-metro worker was attributing to the non-metro area. For this reason, we report the sum of the non-metro GDP across the 16 subsectors as our estimate of the non-metro GDP in each province.

[20] Also, we only report the sum of the GDP in the industrial sectors. The Canadian System of National Accounts calculates a value of imputed house rent in order that the production of all housing services is taken into account, whether it is a rental housing unit (and thus the amount of the rent is already in the economic accounts) or whether it is an owner-occupied housing unit (in which case the estimated rental value is imputed) so that GDP does not change if there is a shift in the method of producing housing services. The methodology of the Conference Board does make an estimate for imputed house rent but we do not make this calculation in the tables reported here.

[21] We report the data for 2010 because that is the most recent data reported in 'current' dollars (and where the sum of the GDP across the sectors is equal to the provincial GDP). The published data for 2011 and 2012 are adjusted for inflation using a 'chained-index' methodology where the sum of the inflation-adjusted figures by sector do not equal the inflation-adjusted figure for the province as a whole.

areas) to a high of 63% in New Brunswick (and 100% in Prince Edward Island due to the lack of a CMA in Prince Edward Island).

Table 25

Approximate GDP in non-metro areas, Canada and Provinces, 2010

	2010 GDP of industrial sectors[1] (billlion)			2012 population		
	Total for province	Estimate for non-metro areas[2]	Non-metro as a percent of total	Total	Non-metro	Non-metro as a percent of total
Newfoundland and Labrador	26	16	61	512,659	312,109	61
Prince Edward Island	4	4	100	146,105	146,105	100
Nova Scotia	30	15	50	948,695	534,985	56
New Brunswick	25	16	63	755,950	484,111	64
Quebec	289	87	30	8,054,756	2,507,383	31
Ontario	544	103	19	13,505,900	2,835,756	21
Manitoba	45	16	35	1,267,003	488,606	39
Saskatchewan	56	31	55	1,079,958	569,638	53
Alberta	245	90	37	3,873,745	1,334,468	34
British Columbia	170	54	32	4,622,573	1,432,984	31
Sum of 10 provinces	1,436	432	30	34,767,344	10,646,145	31

1. In this table, the GDP generated from owner-occupied housing (i.e. imputed house rent) has been subtracted from the 'real estate and leasing' sector and has been excluded from the total.

2. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the workforce in the given sector that resides in a non-metro area.

Recall that when the size of the non-metro economy was measured by the level of employment, we found that the wholesale and retail trade sector was the largest sector at the Canada level (Table 14 and Figure 10).

However, using our methodology to assign province-level GDP to non-metro areas, we find that the larges sector is forestry, fishing, mining, quarrying, oil and gas extraction (Table 26 and Figure 21). Our estimates suggest that this sector contributes about 18% of the total GDP to the non-metro economy (and over two-thirds of this amount is contributed by oil and gas extraction). This sector is the largest non-metro sector in 4 provinces (Table 26):

- Newfoundland and Labrador (about 51% of non-metro GDP) (Figure 22);
- Saskatchewan (about 37% of non-metro GDP) (Figure 29);
- Alberta (about 38% of non-metro GDP) (Figure 30); and
- British Columbia (about 17% of non-metro GDP) (Figure 31).

Again, if GDP is the metric for the size of the non-metro economy, then manufacturing is the 2nd largest sector at the Canada level (contributing about 12% of the non-metro GDP). This sector is the largest sector in 2 provinces:

- Quebec (about 20% of the non-metro GDP) (Figure 26); and
- Ontario (about 15% of the non-metro GDP) (Figure 27).

Manufacturing is the 2nd largest non-metro sector in terms of GDP in 3 provinces;

- Nova Scotia (about 13% of non-metro GDP) (Figure 24);
- New Brunswick (about 12% of non-metro GDP) (Figure 25); and
- Manitoba (about 11% of non-metro GDP((Figure 28).

Thus, when measuring the size of the non-metro economy, the choice of the metric matters. Due to our methodology of using employment levels to assign the GDP in each sector to metro and non-metro areas, we find an equivalent share of employment and GDP is located in non-metro areas (about 28% of employment and 30% of GDP). The figures are not identical because we have independently made the assignment for each sector in each province and then added the GDP figures for the Canada totals. Because of the relatively high weight of the oil and gas extraction sector in four provinces (noted above), those provinces show a higher share of GDP in non-metro areas than their share of employment in non-metro areas.

Which metric should an analyst use for which answer to which question?

Employment levels are measured, in this study, by the place of residence of the worker. These individuals live in non-metro communities and generate a demand for non-metro goods and services. Everyone from the school teacher to the swimming pool sales person understands the value of more workers and more population in a given community.

The GDP is the return to the labour of the workers plus the return to the capital (e.g. built structures, machinery and equipment) in each enterprise. GDP is the common measure of the economic value of production and thus an estimate of GDP indicates the economic value of production in a given area. Note that, typically, the workers live in the area (exceptions are commuters and fly-in fly-out work arrangements). Also, often the owners of the capital live locally - - - but it is more likely that shareholders of larger enterprises live outside the region and, if the enterprise has a loan from a bank, the interest on the loan may flow out of the region rather than be re-invested in the region. Thus, the GDP measures the contribution of this region to the provincial or national economy but some of the wages may flow out of the region and some of the payments to capital (interest, dividends, profits) may flow out of the region.

Table 26

Approximate gross domestic product (GDP) of industrial sectors in non-metro areas, Canada, 2010

Industry sector	Canada				
	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of Canada total
	($billion)		Percent distribution		
All industry sectors[3]	1,436	432	100	100	30
Goods sectors (subtotal)	453	197	32	46	43
. . Agriculture	18	15	1	4	85
. . Forestry, fishing, mining, quarrying, oil & gas	118	76	8	18	65
. . Utilities	38	16	3	4	43
. . Construction	112	38	8	9	34
. . Manufacturing	167	51	12	12	31
Services sectors (subtotal)	982	236	68	54	24
. . Wholesale and retail trade	164	46	11	11	28
. . Transportation and warehousing	64	18	4	4	29
. . Finance, insurance, real estate and leasing[3]	174	31	12	7	18
. . Professional, scientific & technical services	87	13	6	3	15
. . Business, building & other support services	54	13	4	3	23
. . Educational services	86	21	6	5	25
. . Health care and social assistance	112	34	8	8	31
. . Information, culture and recreation	64	13	4	3	20
. . Accommodation and food services	32	10	2	2	30
. . Other (personal) services	32	10	2	2	30
. . Public administration	113	27	8	6	24

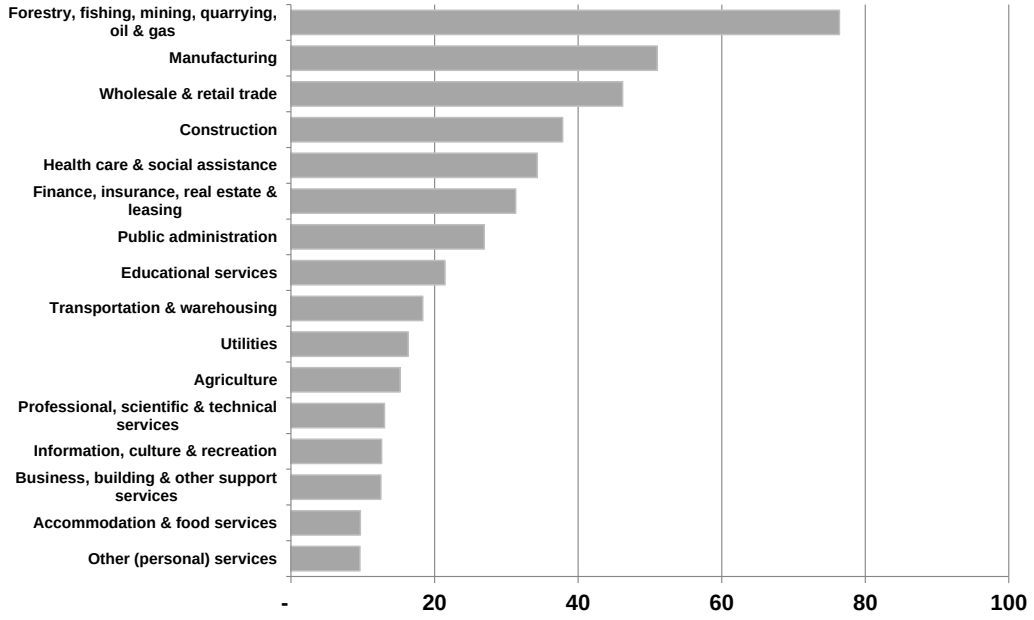
1. Source: Statistics Canada. Gross Domestic Product by Industry Sector and by Province, CANSIM Table 379-0030.

2. Calculated by the author by multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area and then summing across all provinces.

3. In this table, the GDP generated from owner-occupied housing (i.e. imputed house rent) has been subtracted from the 'real estate and leasing' sector and has been excluded from the total.

Figure 21

Approximate gross domestic product in non-metro areas[1], Canada, 2010



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area and then summing across all provinces. In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Table 27

Approximate gross domestic product (GDP) of industrial sectors in non-metro areas, Provinces, 2010

Industry sector	Newfoundland and Labrador					Prince Edward Island					Nova Scotia					New Bunswick					Quebec				
	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total
	($billion)		Percent distribution			($billion)		Percent distribution			($billion)		Percent distribution			($billion)		Percent distribution			($billion)		Percent distribution		
All industry sectors[3]	25.6	15.6	100	100	61	4.3	4.3	100	100	100	30.2	15.2	100	100	50	25.5	16.0	100	100	63	289.4	86.9	100	100	30
Goods sectors (subtotal)	13.8	9.9	54	64	72	1.0	1.0	24	24	100	7.1	4.7	24	31	66	7.0	4.7	27	30	68	87.3	37.9	30	44	43
. . Agriculture	0.1	0.1	0	0	86	0.2	0.2	5	5	100	0.3	0.2	1	2	95	0.3	0.3	1	2	94	3.2	2.9	1	3	92
. . Forestry, fishing, mining, quarrying, oil & gas	10.5	8.0	41	51	76	0.0	0.0	1	1	100	1.3	1.1	4	7	86	1.1	0.9	4	5	76	5.8	5.2	2	6	90
. . Utilities	0.7	0.3	3	2	49	0.1	0.1	2	2	100	0.7	0.3	2	2	49	0.7	0.5	3	3	77	12.3	4.4	4	5	36
. . Construction	1.7	1.0	7	7	59	0.3	0.3	7	7	100	2.1	1.1	7	8	55	2.1	1.2	8	8	59	21.5	8.0	7	9	37
. . Manufacturing	0.8	0.5	3	3	67	0.4	0.4	10	10	100	2.8	1.9	9	13	68	2.8	1.9	11	12	66	44.6	17.5	15	20	39
Services sectors (subtotal)	11.8	5.7	46	36	48	3.3	3.3	76	76	100	23.1	10.4	76	69	45	18.5	11.2	73	70	61	202.1	49.0	70	56	24
. . Wholesale and retail trade	1.9	1.1	7	7	57	0.4	0.4	10	10	100	3.6	1.9	12	13	55	3.0	1.9	12	12	61	34.9	10.0	12	12	29
. . Transportation and warehousing	0.7	0.4	3	3	60	0.1	0.1	3	3	100	1.1	0.5	4	4	50	1.3	0.8	5	5	58	12.2	3.8	4	4	31
. . Finance, insurance, real estate and leasing[3]	1.4	0.5	5	3	40	0.4	0.4	10	10	100	3.4	1.2	11	8	36	2.4	1.2	9	8	52	32.5	6.1	11	7	19
. . Professional, scientific & technical services	0.6	0.2	2	1	27	0.1	0.1	3	3	100	1.3	0.3	4	2	26	0.9	0.5	4	3	51	17.0	2.7	6	3	16
. . Business, building & other support services	0.4	0.2	2	1	45	0.2	0.2	4	4	100	0.9	0.5	3	3	51	1.2	0.6	5	4	49	10.9	2.8	4	3	26
. . Educational services	1.4	0.7	6	5	51	0.4	0.4	8	8	100	2.3	1.1	8	7	48	1.7	1.2	7	7	68	18.3	4.4	6	5	24
. . Health care and social assistance	2.0	1.1	8	7	54	0.5	0.5	11	11	100	3.3	1.8	11	12	54	2.5	1.6	10	10	65	25.5	7.8	9	9	31
. . Information, culture and recreation	0.7	0.2	3	1	34	0.2	0.2	4	4	100	1.3	0.6	4	4	41	1.0	0.5	4	3	50	13.1	2.3	5	3	18
. . Accommodation and food services	0.4	0.2	2	1	54	0.1	0.1	3	3	100	0.8	0.4	3	2	45	0.6	0.3	2	2	59	6.8	2.1	2	2	31
. . Other (personal) services	0.4	0.2	2	2	55	0.1	0.1	3	3	100	0.7	0.4	2	2	53	0.5	0.3	2	2	63	7.1	2.4	2	3	34
. . Public administration	1.9	0.8	8	5	42	0.7	0.7	15	15	100	4.5	1.8	15	12	40	3.2	2.3	13	14	71	24.0	4.6	8	5	19

1. Source: Statistics Canada. Gross Domestic Product by Industry Sector and by Province, CANSIM Table 379-0030.

2. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the workforce in the given sector that resides in a non-metro area.

3. In this table, the GDP generated from owner-occupied housing (i.e. imputed house rent) has been subtracted from the 'real estate and leasing' sector and has been excluded from the total.

Approximate gross domestic product (GDP) of industrial sectors in non-metro areas, Canada and Provinces, 2010

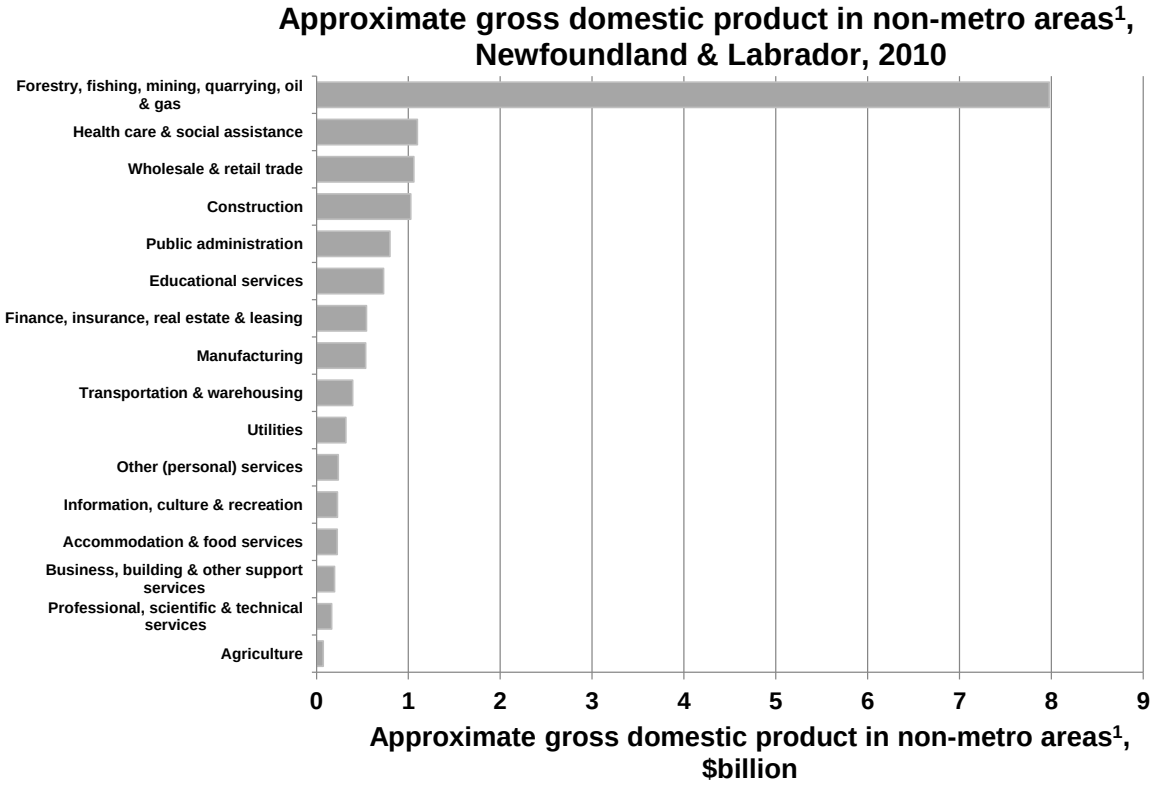
Industry sector	Ontario					Manitoba					Saskatchewan					Alberta					British Columba				
	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total	All areas[1]	Estimate for non-metro areas[2]	All areas[1]	Estimate for non-metro areas[2]	Non-metro as percent of province total
	($billion)		Percent distribution			($billion)		Percent distribution			($billion)		Percent distribution			($billion)		Percent distribution			($billion)		Percent distribution		
All industry sectors[3]	543.9	103.1	100	100	19	45.1	15.9	100	100	35	56.5	31.1	100	100	55	245.3	90.4	100	100	37	169.7	54.0	100	100	32
Goods sectors (subtotal)	136.4	39.5	25	38	29	13.3	6.8	29	43	51	28.3	18.9	50	61	67	114.9	52.2	47	58	45	44.3	21.1	26	39	48
. . Agriculture	4.3	3.1	1	3	72	1.6	1.5	4	10	94	3.5	3.3	6	11	94	3.2	2.9	1	3	90	1.2	0.7	1	1	54
. . Forestry, fishing, mining, quarrying, oil & gas	6.8	4.5	1	4	65	2.0	1.7	5	11	83	15.4	11.5	27	37	75	63.9	34.2	26	38	53	11.2	9.4	7	17	84
. . Utilities	12.4	6.8	2	7	55	1.3	0.5	3	3	41	1.3	0.5	2	2	40	4.2	1.3	2	1	32	4.4	1.6	3	3	36
. . Construction	37.4	9.6	7	9	26	3.3	1.3	7	8	40	4.5	2.0	8	6	45	25.2	8.2	10	9	32	14.4	5.2	8	10	36
. . Manufacturing	75.4	15.7	14	15	21	5.0	1.7	11	11	35	3.5	1.5	6	5	44	18.3	5.6	7	6	30	13.1	4.3	8	8	33
Services sectors (subtotal)	407.6	63.5	75	62	16	31.8	9.1	71	57	29	28.2	12.2	50	39	43	130.3	38.2	53	42	29	125.4	33.0	74	61	26
. . Wholesale and retail trade	67.1	13.0	12	13	19	5.6	1.9	12	12	33	5.6	2.5	10	8	46	23.0	7.6	9	8	33	19.2	5.8	11	11	30
. . Transportation and warehousing	22.2	4.1	4	4	19	2.8	0.8	6	5	30	2.8	1.6	5	5	55	10.9	3.2	4	4	30	10.2	2.9	6	5	29
. . Finance, insurance, real estate and leasing[3]	81.9	8.7	15	8	11	4.8	1.1	11	7	23	3.8	1.4	7	4	35	19.9	5.2	8	6	26	23.7	5.2	14	10	22
. . Professional, scientific & technical services	39.0	3.7	7	4	9	1.5	0.3	3	2	18	1.5	0.5	3	2	33	14.3	2.8	6	3	20	10.4	1.9	6	4	19
. . Business, building & other support services	24.3	3.8	4	4	16	1.1	0.2	3	1	15	1.0	0.4	2	1	42	7.8	2.4	3	3	30	6.1	1.4	4	3	24
. . Educational services	35.0	5.6	6	5	16	2.8	0.9	6	6	33	2.8	1.2	5	4	43	10.2	3.2	4	4	32	10.7	2.8	6	5	26
. . Health care and social assistance	42.0	9.4	8	9	22	4.6	1.6	10	10	34	3.7	1.8	7	6	48	13.6	4.4	6	5	33	14.0	4.3	8	8	31
. . Information, culture and recreation	27.7	3.6	5	3	13	2.0	0.5	4	3	25	1.6	0.6	3	2	38	8.0	2.0	3	2	25	8.8	2.1	5	4	24
. . Accommodation and food services	11.0	2.1	2	2	20	0.9	0.2	2	2	27	1.0	0.5	2	1	45	5.2	1.9	2	2	36	5.5	1.7	3	3	31
. . Other (personal) services	12.0	2.3	2	2	19	1.0	0.3	2	2	34	0.9	0.4	2	1	47	5.1	1.7	2	2	34	4.5	1.4	3	3	30
. . Public administration	45.5	7.1	8	7	16	4.7	1.2	10	8	27	3.5	1.3	6	4	39	12.3	3.7	5	4	30	12.5	3.4	7	6	27

1. Source: Statistics Canada. Gross Domestic Product by Industry Sector and by Province, CANSIM Table 379-0030.

2. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the workforce in the given sector that resides in a non-metro area.

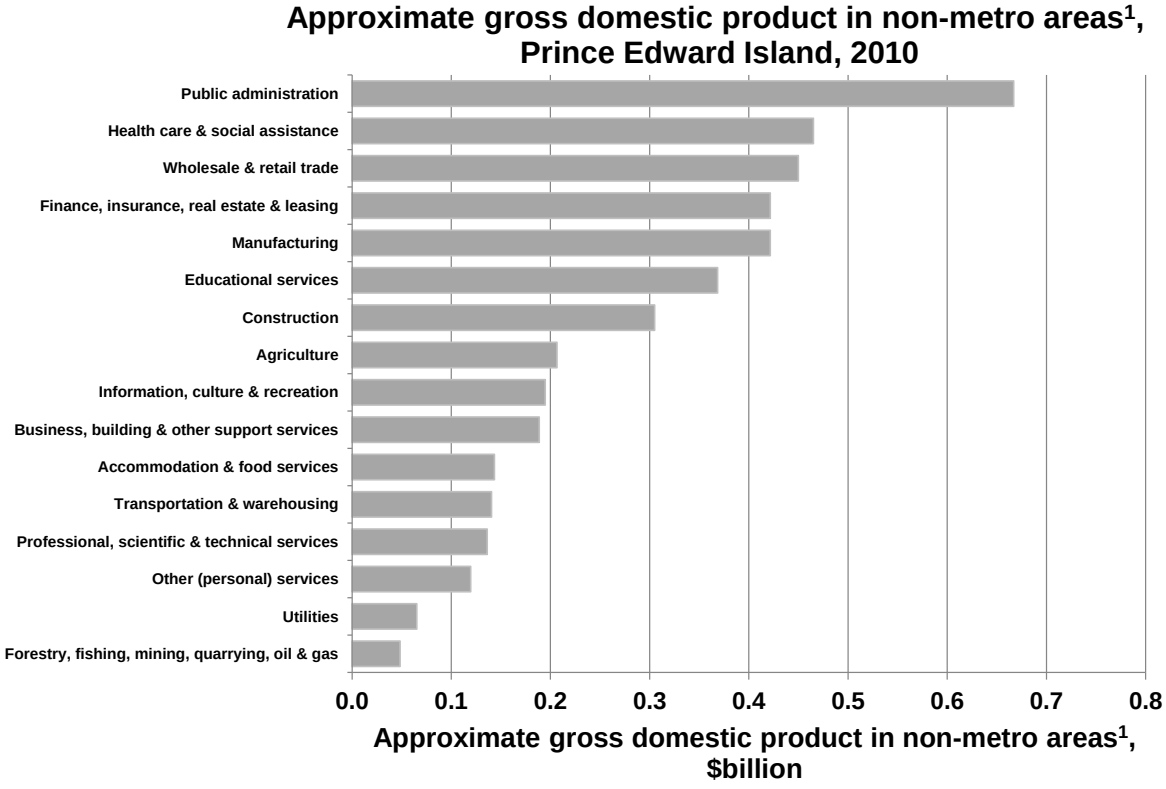
3. In this table, the GDP generated from owner-occupied housing (i.e. imputed house rent) has been subtracted from the 'real estate and leasing' sector and has been excluded from the total.

Figure 22



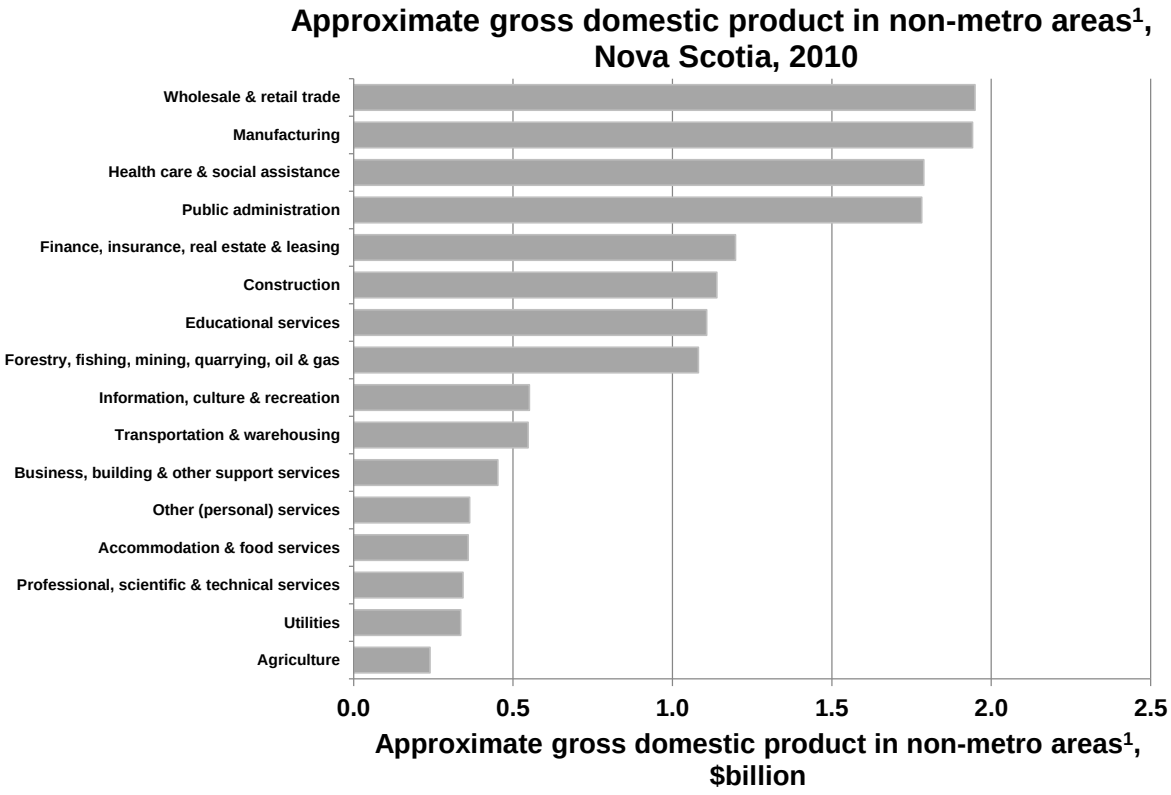
1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area . In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Figure 23



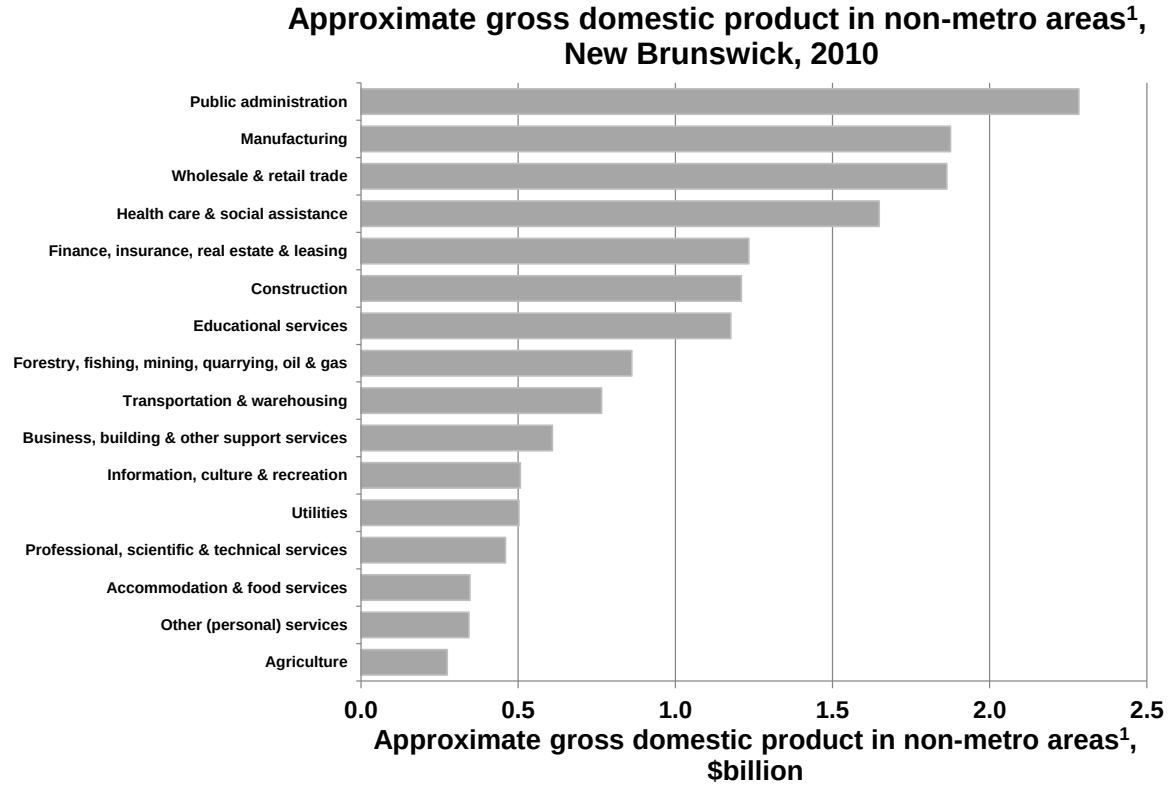
1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area . In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Figure 24



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area . In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

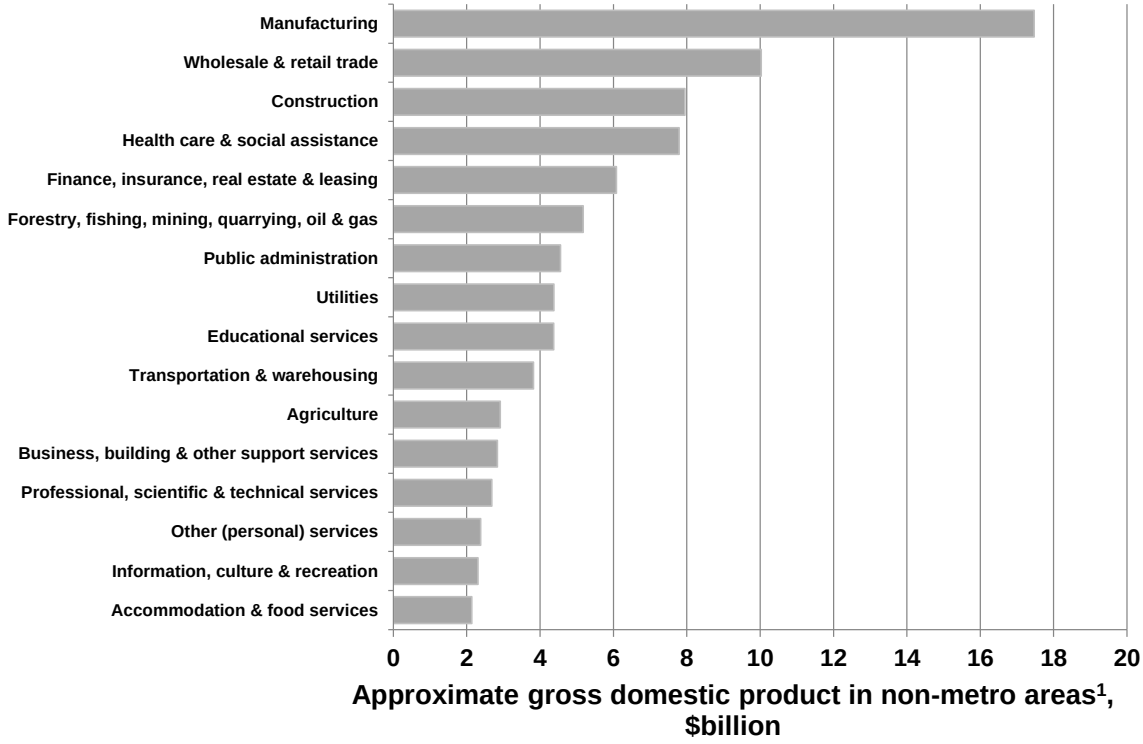
Figure 25



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area . In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Figure 26

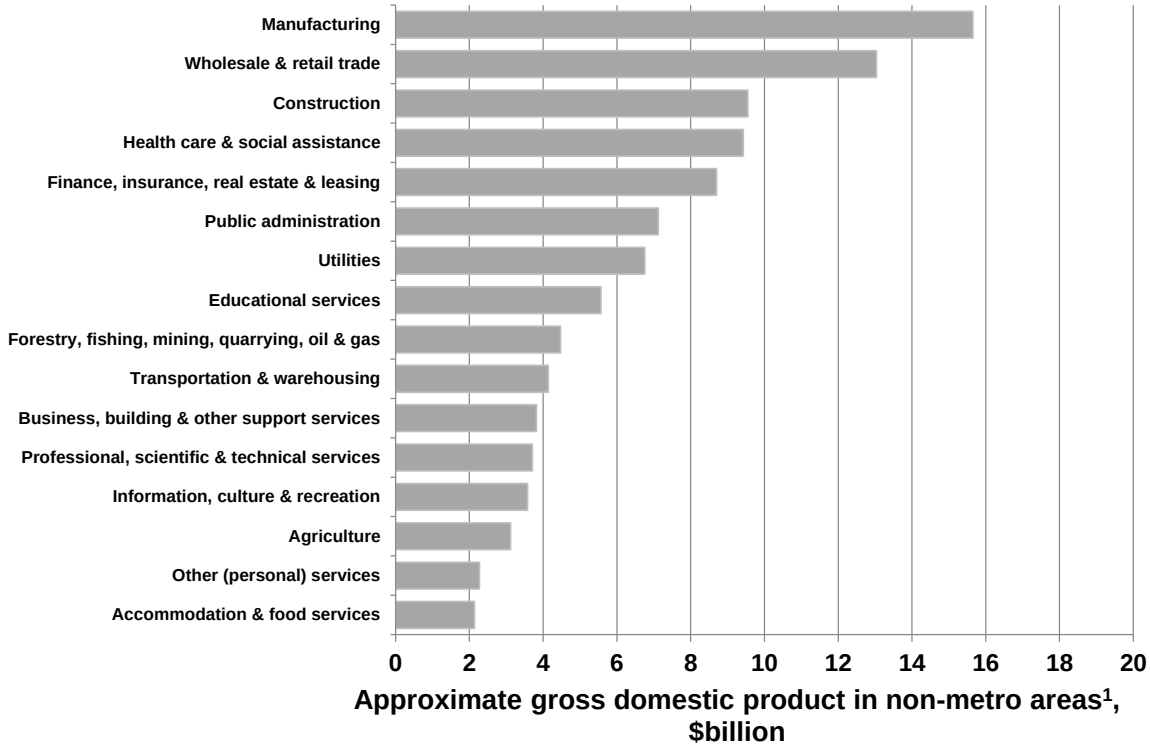
Approximate gross domestic product in non-metro areas[1], Quebec, 2010



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area and then summing across all provinces. In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Figure 27

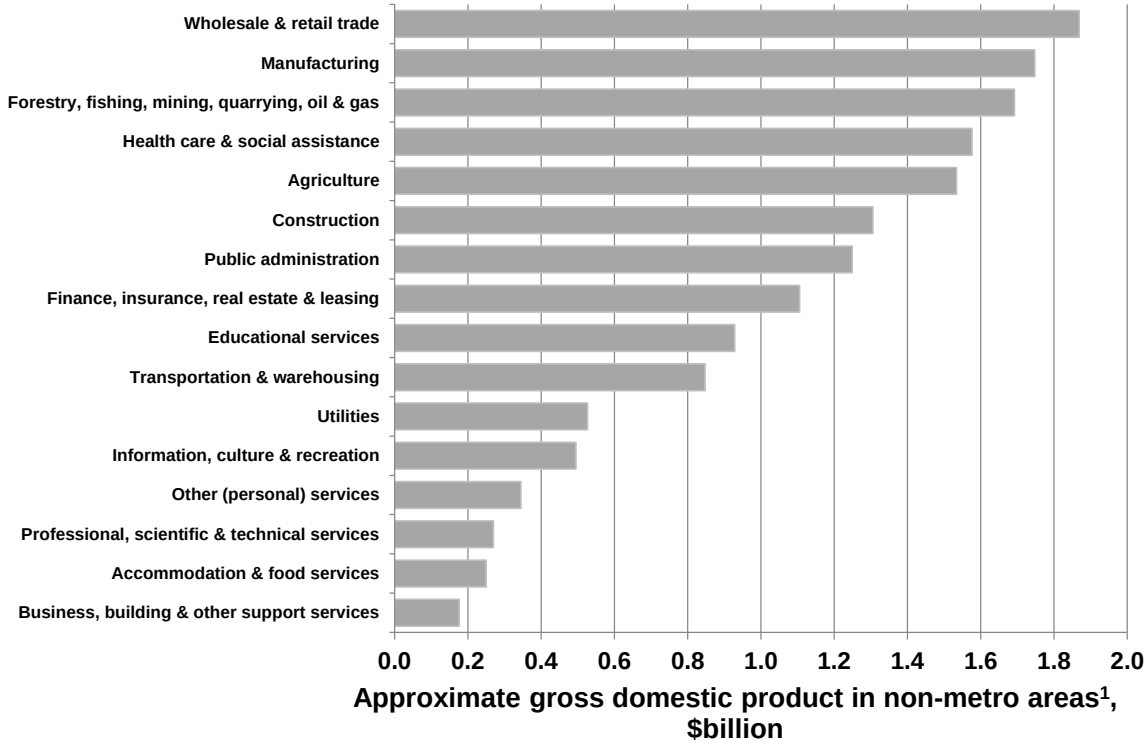
Approximate gross domestic product in non-metro areas[1], Ontario, 2010



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area and then summing across all provinces. In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Figure 28

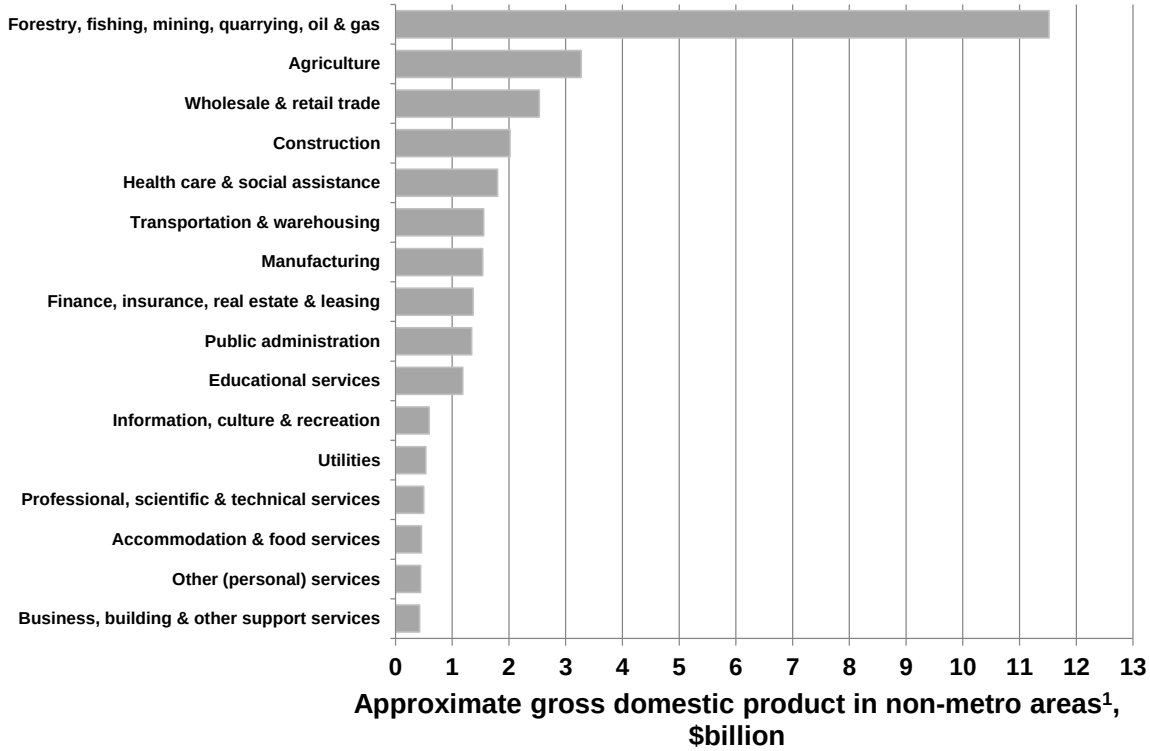
Approximate gross domestic product in non-metro areas[1], Manitoba,



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area and then summing across all provinces. In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Figure 29

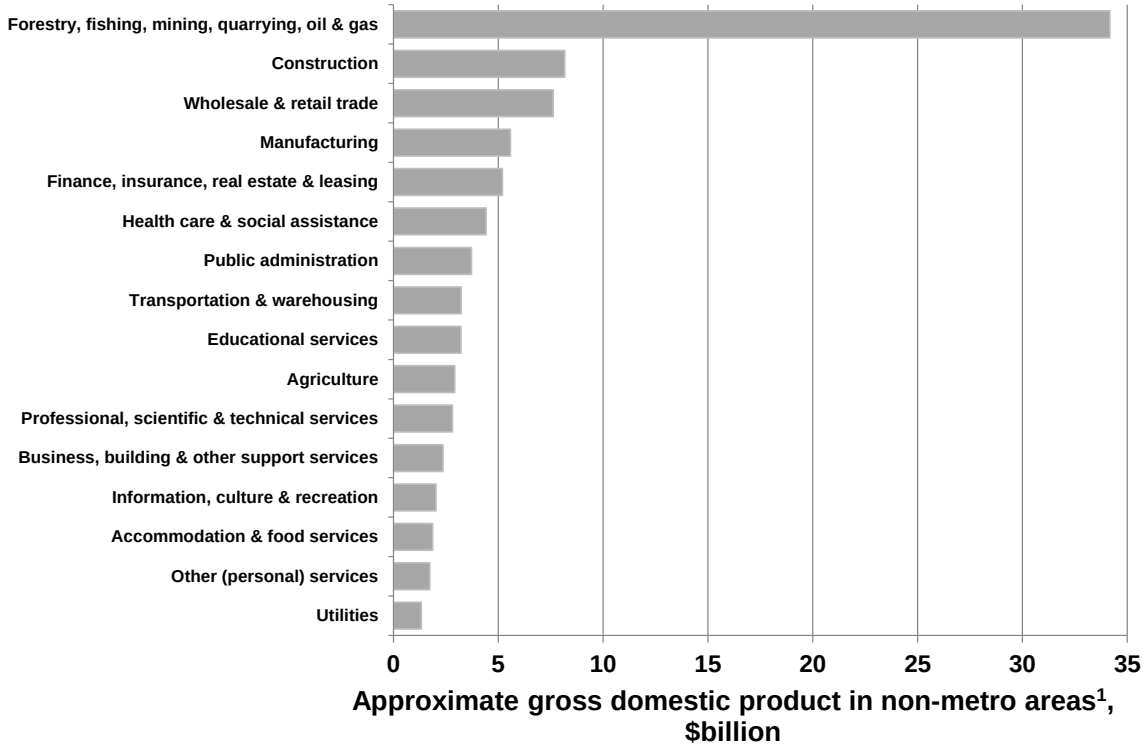
Approximate gross domestic product in non-metro areas[1], Saskatchewan, 2010



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area and then summing across all provinces. In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Figure 30

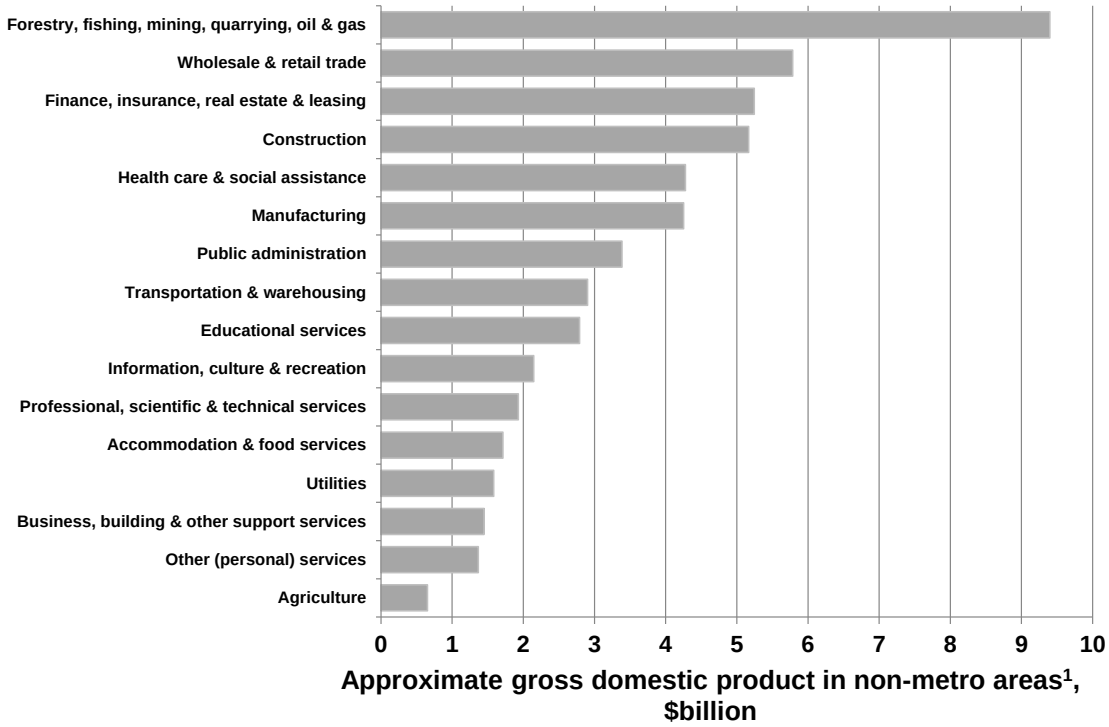
Approximate gross domestic product in non-metro areas[1], Alberta, 2010



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area and then summing across all provinces. In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

Figure 31

Approximate gross domestic product in non-metro areas[1], British Columbia, 2010



1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area and then summing across all provinces. In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".

4.2 Patterns of change in non-metro employment levels

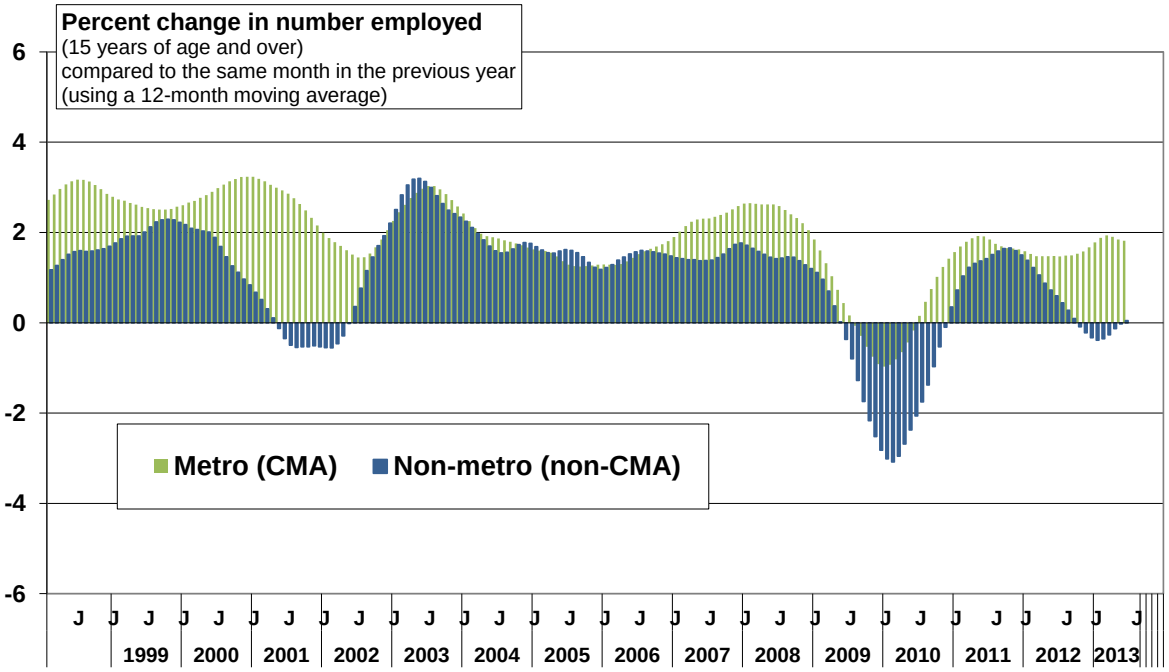
Employment change indicates the health of your economy – are jobs being created?

Employment in non-metro areas declined[22] from October, 2012 to May, 2013 (and there was virtually no change in June, 2013) (Figure 32). Note that when non-metro was experiencing a decline in employment (i.e. the bars were less than zero starting in October, 2012), we see that metro areas continued to show employment growth.

During the employment downturn of 2009 and 2010, the decline in non-metro areas was more severe – a decline of more than 2% for the period from October, 2009 to June, 2010. The steepest decline in metro areas was 1% in January, 2010.

Figure 32

Pattern of growth and decline in the number employed (15 years and over), Canada



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0001 and 282-0111.

The lack of job growth in non-metro areas in June, 2013 is largely due to the 3% decline in non-metro Ontario (Table 28). The non-metro areas of Nova Scotia and New Brunswick also showed a decline in employment. However, to show the wide variation across Canada's non-metro areas, the non-metro areas of Newfoundland and Labrador showed a 3.2% growth in June, 2013, compared to June, 2012

[22] The height of each bar in Figure 9 shows the percent change in the given month, compared to the previous period. In order to avoid the issue of seasonality, for each month we have calculated the monthly average for the previous 12 months. Thus, the data for June, 2013 is the monthly average for the period from July, 2012 to June, 2013 and the data for June, 2012 is the monthly average for the period from July, 2011 to June, 2012. In Figure 9, the result for June, 2013 is virtually no change from June, 2012 (a 0.1% increase).

Table 28

Percent change in employment in June, 2013, compared to June, 2012 (15 years of age and over) (estimates for each month are a 12-month moving average, i.e. the average for the previous 12 months)

	Metro	Non-metro
Newfoundland and Labrador	2.1	3.2
Prince Edward Island	n.a.	1.9
Nova Scotia	0.3	-0.2
New Brunswick	-0.1	-0.6
Quebec	1.7	1.7
Ontario	1.9	-3.0
Manitoba	1.3	0.8
Saskatchewan	5.0	1.2
Alberta	3.1	0.1
British Columbia	0.6	1.6
Canada	1.8	0.1

Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0011 and 282-0111.

More detail on the range in employment performance across the regions in Canada is presented in Table 29. Among the economic regions[23] that are 95+% non-metro, we see that employment in June, 2013, compared to June, 2012 was up 5% in the Annapolis Valley Economic Region, Nova Scotia and was down 7.6% in the North Coast and Nechako Economic Regions, British Columbia.

[23] An economic region is a group of census divisions. For the list of census divisions within each economic region, see Appendix A in Statistics Canada (2013).

Table 29

Percent change in employment in June, 2013, compared to same month in previous year (monthly data are 12-month moving averages) (15 years of age and over)

Economic Region code	Name of Economic Region	Percent change in employment, June, 2013
Economic Regions that are 95+% metro, sorted by percent change in employment in June, 2013, compared to same month in previous year		
2445	Laval Economic Region, Quebec	5.1
4860	Edmonton (and area) Economic Region, Alberta	3.7
3530	Toronto (and area) Economic Region, Ontario	3.2
2440	Montréal Economic Region, Quebec	2.2
4650	Winnipeg Economic Region, Manitoba	1.6
1250	Halifax Economic Region, Nova Scotia	0.3
Economic Regions that are 5-32% non-metro, sorted by percent change in employment in June, 2013, compared to same month in previous year		
4730	Saskatoon-Biggar Economic Region, Saskatchewan	5.9
1010	Avalon Peninsula Economic Region, Newfoundland and Labrador	3.2
4710	Regina-Moose Mountain (incl. Estevan) Economic Region, Saskatchewan	2.5
4830	Calgary (and area) Economic Region, Alberta	2.3
5920	Lower Mainland-Southwest Economic Region, British Columbia	1.1
3560	London (and area) Economic Region, Ontario	1.0
3540	Kitchener-Waterloo-Barrie Economic Region, Ontario	0.2
3550	Hamilton-Niagara Peninsula Economic Region, Ontario	0.2
1320	Moncton-Richibucto Economic Region, New Brunswick	0.1
3510	Ottawa (and area) Economic Region, Ontario	0.0
2420	Capitale-Nationale Economic Region, Quebec	-0.8
2460	Outaouais Economic Region, Quebec	-1.5
1330	Saint John-St. Stephen Economic Region, New Brunswick	-2.0
Economic Regions that are 33-95% non-metro, sorted by percent change in employment in June, 2013, compared to same month in previous year		
2433	Centre-du-Québec Economic Region, Quebec	6.4
4640	North Central (incl. Portage) Economic Region, Manitoba	5.8
2475	Saguenay-Lac-Saint-Jean Economic Region, Quebec	5.4
2435	Montérégie Economic Region, Quebec	5.1
2455	Laurentides Economic Region, Quebec	3.8
4610	Southeast (incl. Steinbach) Economic Region, Manitoba	3.0
2430	Estrie Economic Region, Quebec	2.2
5910	Vancouver Island and Coast Economic Region, British Columbia	0.9
3570	Windsor-Sarnia Economic Region, Ontario	0.0
5930	Thompson-Okanagan Economic Region, British Columbia	-0.3
3595	Northwest Economic Region, Ontario	-1.1
2425	Chaudière-Appalaches Economic Region, Quebec	-1.4
3515	Kingston-Pembroke Economic Region, Ontario	-2.6
3590	Northeast Economic Region, Ontario	-3.3
4660	Interlake Economic Region, Manitoba	-4.5
2450	Lanaudière Economic Region, Quebec	-5.5
3520	Muskoka-Kawarthas Economic Region, Ontario	-7.0
2470	Mauricie Economic Region, Quebec	-7.7
Economic Regions that are 95+% non-metro, sorted by percent change in employment in June, 2013, compared to same month in previous year		
1230	Annapolis Valley Economic Region, Nova Scotia	5.0
5940	Kootenay Economic Region, British Columbia	4.7
4720	Swift Current-Moose Jaw Economic Region, Saskatchewan	4.5
4630	Southwest (incl. Brandon) Economic Region, Manitoba	3.6
5980	Northeast Economic Region, British Columbia	3.4
4880	Wood Buffalo (Fort McMurray) - Cold Lake Economic Region, Alberta	3.0
1040	Notre Dame-Central Bonavista Bay Economic Region, Newfoundland and Lab	2.6
2465	Abitibi-Témiscamingue Economic Region, Quebec	2.3
2480&2490	Côte-Nord and Nord-du-Québec Economic Region, Quebec	2.1
1110	Prince Edward Island	1.9
1030	West Coast-N. Peninsula-Labrador Econ. Reg., Newfoundland and Labrador	1.8
4750&4760	Prince Albert and Northern Economic Region, Saskatchewan	1.6
1020	South Coast-Burin Peninsula Economic Region, Newfoundland and Labrador	1.6
4870	Athabasca-Grande Prairie-Peace River Economic Region, Alberta	1.4
2415	Bas-Saint-Laurent Economic Region, Quebec	1.3
4620	South Central (incl. Winkler) Economic Region, Manitoba	1.2
5950	Cariboo Economic Region, British Columbia	0.9
1350	Edmundston-Woodstock Economic Region, New Brunswick	0.8
4850	Red Deer (and area) Economic Region, Alberta	0.5
1340	Fredericton-Oromocto Economic Region, New Brunswick	0.1
1220	North Shore Economic Region, Nova Scotia	-0.2
1310	Campbellton-Miramichi Economic Region, New Brunswick	-0.4
4820	Camrose-Drumheller Economic Region, Alberta	-1.1
4840	Banff-Jasper-Rocky Mountain House Economic Region, Alberta	-1.3
4810	Lethbridge-Medicine Hat Economic Region, Alberta	-1.8
1210	Cape Breton Economic Region, Nova Scotia	-2.5
1240	Southern Economic Region, Nova Scotia	-3.1
4740	Yorkton-Melville Economic Region, Saskatchewan	-3.5
2410	Gaspésie-Îles-de-la-Madeleine Economic Region, Quebec	-3.6
4670&4680	Parklands (incl. Dauphin) and North Economic Region, Manitoba	-5.5
3580	Stratford-Bruce Peninsula Economic Region, Ontario	-6.2
5960&5970	North Coast and Nechako Economic Region, British Columbia	-7.6

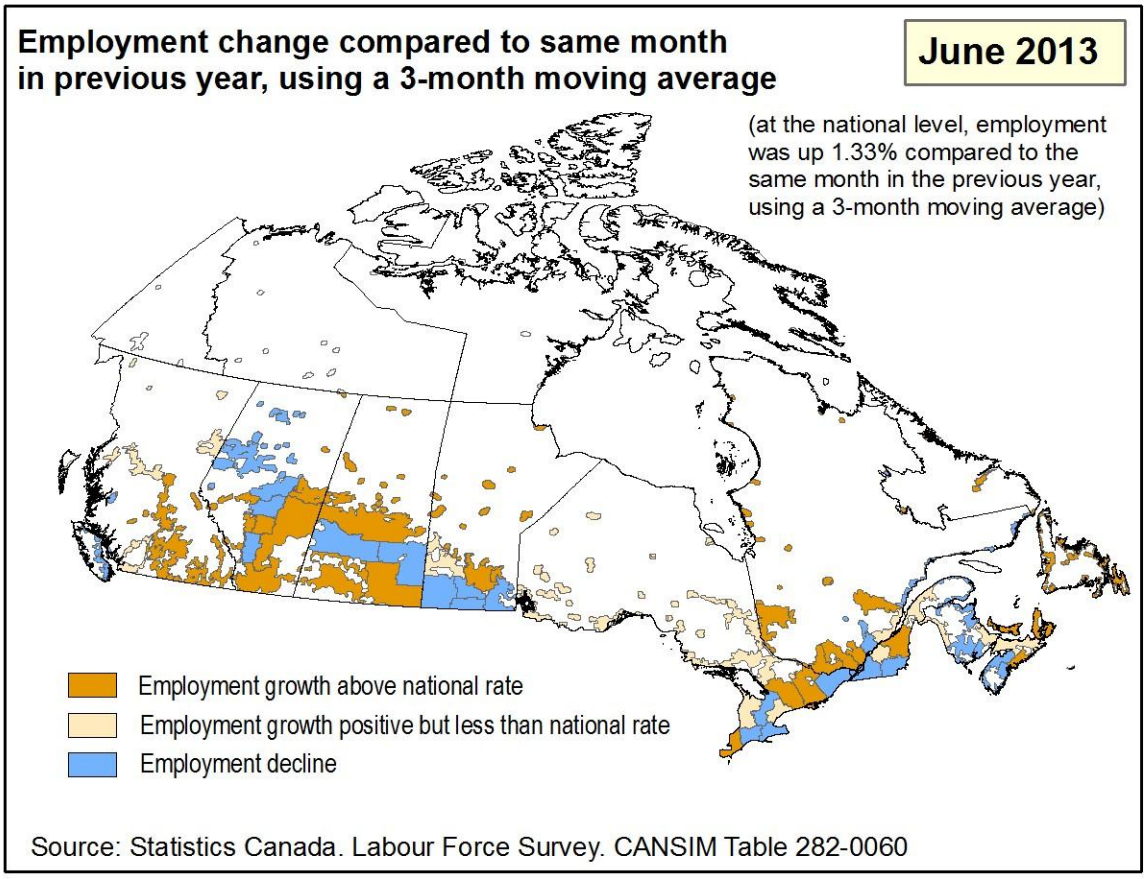
Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0054.

Another way to see pattern of employment growth is to classify economic regions according to whether they are “competitive” or “not competitive” in creating jobs. By “competitive”, we mean that they are increasing their market share – in this case, are they increasing their share of the jobs in Canada. If employment is growing faster in a given economic region compared to the Canada-level job growth, then the given economic region is increasing its share of jobs in Canada. In Map 7,

- dark orange shows the economic regions that were competitive in June, 2013 (i.e. employment was growing faster than the national rate);
- light orange shows the economic regions with job growth but the growth is less than the national rate; and
- blue shows the economic regions with an employment decline in June, 2013.

Note the job declines in northwestern Alberta, southern Manitoba, southern Quebec, most of New Brunswick and western Nova Scotia.

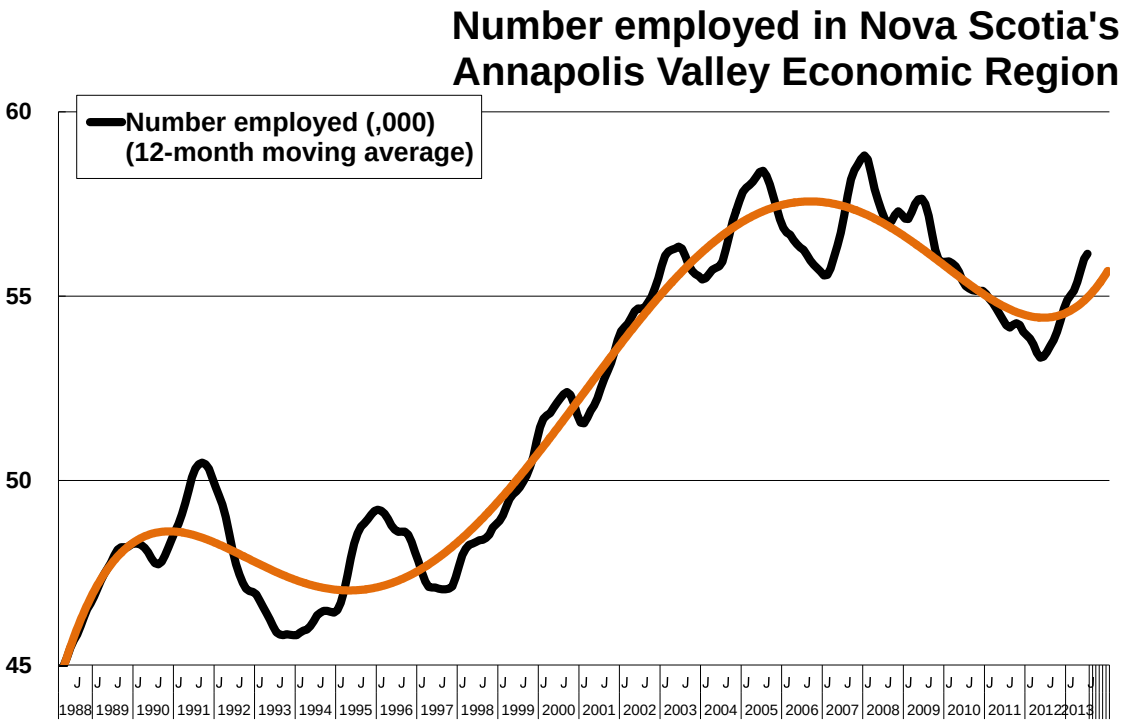
Map 7



Recall that the Annapolis Valley Economic Region, Nova Scotia reported the highest rate of growth in June, 2013, compared to June, 2012, where each month’s data was a 12-month moving average. A careful observer will see on the map that the same region showed a decline in June, 2013, compared to June, 2012 as the monthly estimates in the map are based on a 3-month moving average. This illustrates (unfortunately for those looking for stable long-run results) the sensitivity of some of these results to the method of calculation and the time-period being considered.

In the longer-run, the number employed in the Annapolis Valley Economic Region, Nova Scotia, has increased from about 45 thousand in 1988 to over 55 thousand from 2003 to 2010 (Figure 33). Employment then dipped below 55 thousand in 2011 and early 2012 before rising above 55 thousand in 2013 (See the black line in Figure 33, where the data point for each month is the monthly average for the previous 12 months. An orange trend line is also inserted in Figure 33).

Figure 33

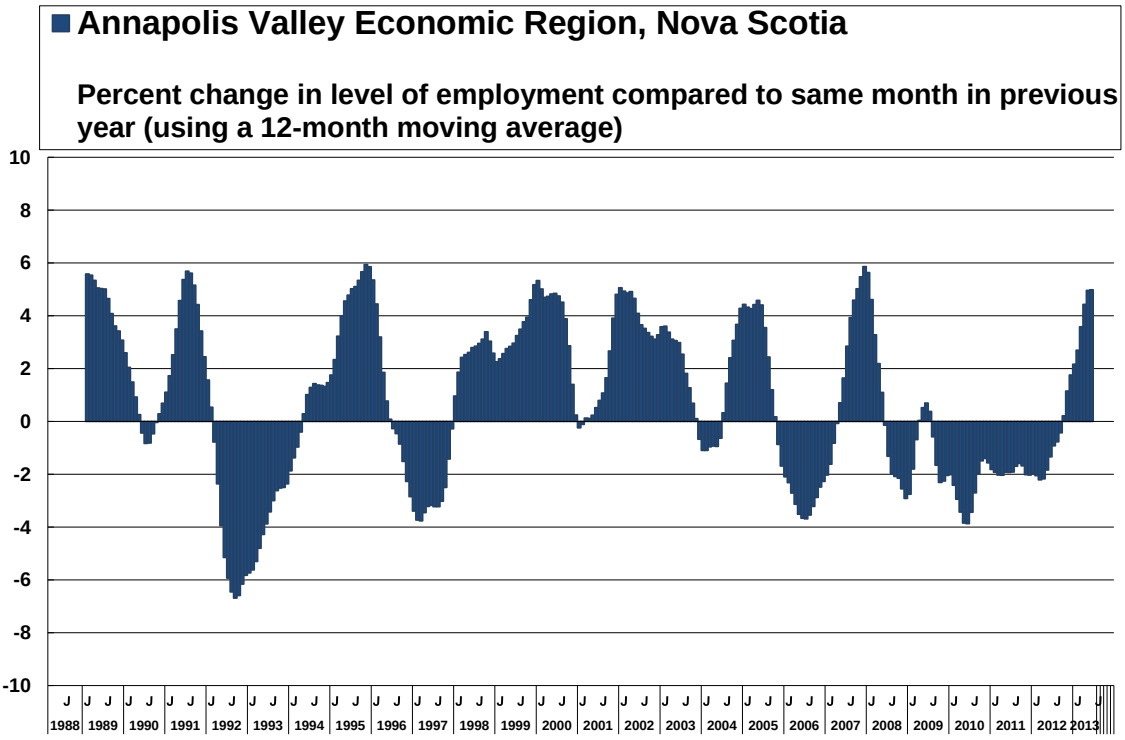


Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0054.

A chart (replicating Figure 32 above) for the pattern of growth and decline for Annapolis Valley Economic Region, Nova Scotia shows employment decline during 1992 and 1993, again in 1997, again in 2006 and continuously during 2010, 2011 and 2012 (Figure 34).

Figures 33 and 34 show 2 ways of presenting the data for the Annapolis Valley Economic Region. Figure 33 gives a better picture of the longer-run trajectory. Figure 34 gives a better picture of where are we now, compared to one year ago.

Figure 34



Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0054.

We repeat this discussion for the 95+% non-metro economic region with the largest employment decline in June, 2012 – the North Coast and Nechako Economic Regions, British Columbia (as shown in Table 29). Employment was over 50 thousand in 1997[24] and has dipped below 40 thousand in 2013 (Figure 35).

[24] Data are not shown for the years prior to 1996 as the boundaries for the economic region were different prior to 1996.

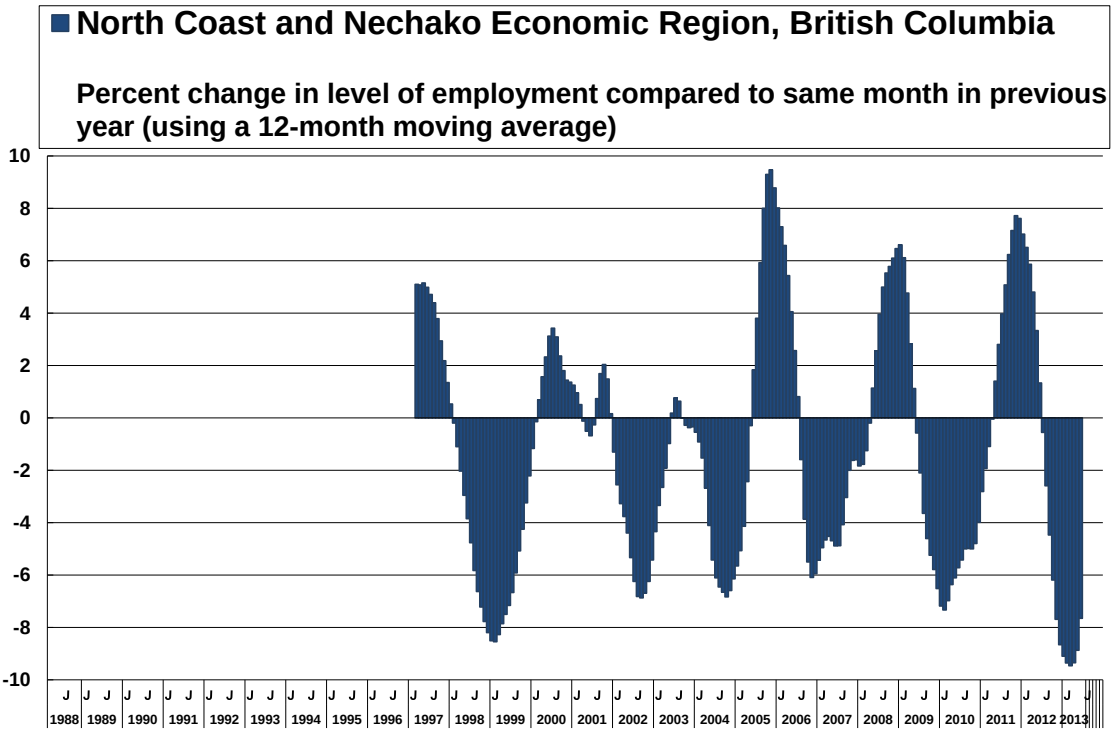
Figure 35

Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0054.

Although there is a long-run declining trend, there have been periods when employment has been higher than the previous year (Figure 36). The increases have been over 6% in late 2005 and early 2006, late 2008 and early 2009 and late 2011 and early 2012. However, the periods of employment decline have occurred more often, have lasted for more months and have been steeper. There were 6 occasions with employment decline of 6% or more.

Again, there are implications of alternative ways of presenting the same information. Figure 35 gives a better picture of the longer-run trajectory. Figure 36 gives a better picture of where are we now, compared to one year ago.

Figure 36



Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0054.

4.3 Trend in the non-metro employment rate by sex

Competitive areas create jobs and are able to utilize their potential workforce. An employment rate shows the percent of individuals in an age group who are employed.

Employment rates are one indicator of the performance of the labour market. They measure the percent of a population group that is employed. A high(er) employment rate indicates a more vibrant economy.

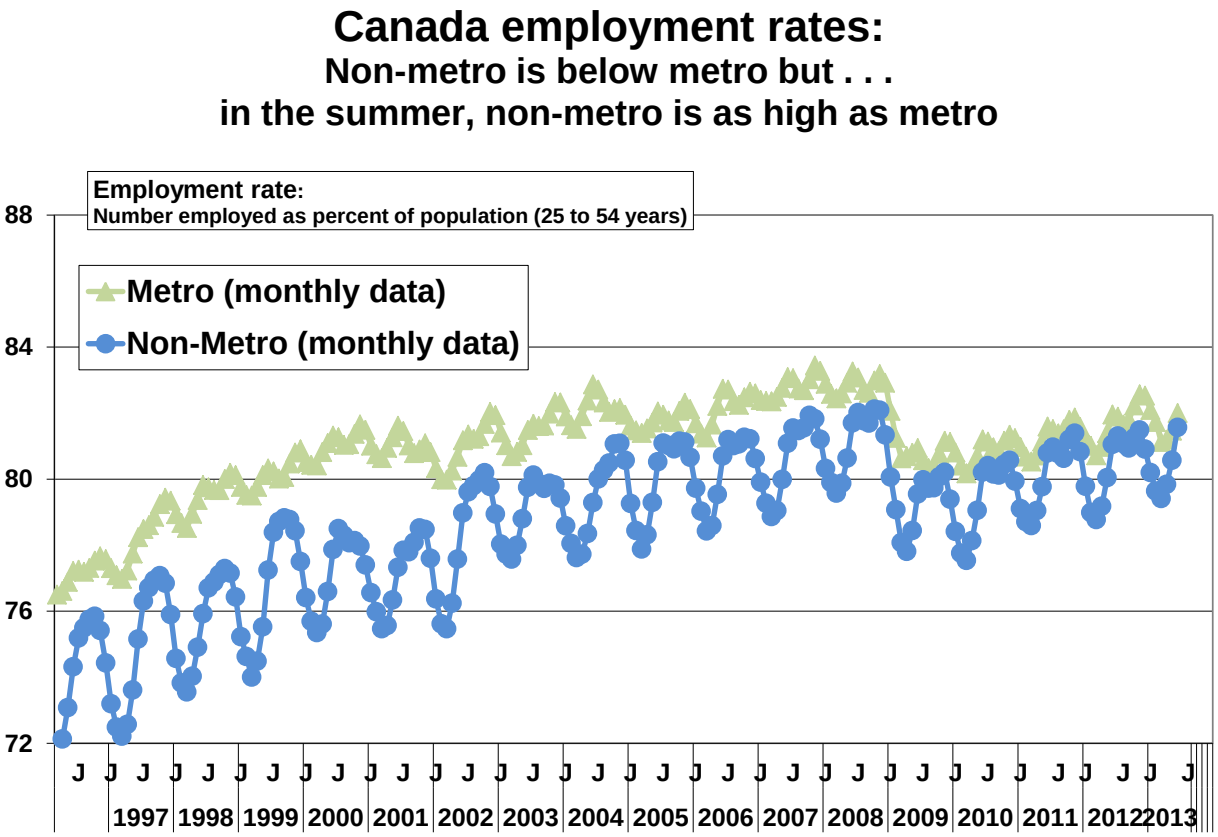
Overall, the non-metro employment rate is lower (Figure 37). Here we show the employment rate for the core-age workforce (i.e. 25 to 54 years of age). Although the non-metro employment rate is typically lower than in metro areas, note that in recent years, the non-metro employment rate in peak season months has been equal to the rate in metro areas. Thus, the average annual employment rate is lower in non-metro areas due to the seasonality of non-metro jobs – when seasonal jobs are “in season”, the same share of the population is employed in non-metro as in metro areas.

When calculated as a 12-month moving average (i.e. the average for the previous 12 months), we note that:

1. The non-metro employment rate is below the metro employment rate for both males and females (Figure 38). Interestingly, this is not the case in all provinces as in Ontario, for example, the employment rates for males are the same in metro and non-metro areas and the employment rates for females are also the same in metro and non-metro areas.
2. Metro<>non-metro differences in employment rates are converging (i.e. the gap or the difference is closing) for both males and females.

3. At the end of 2008, the non-metro employment fell about 5 percentage points (Figure 37) (and the calculated annual average employment rate showed a similar result a few months later (Figure 38)). Importantly, in terms of employment rates, neither metro nor non-metro areas have recovered from the impact of the 2008-2009 recession. Employment rates remain below pre-recession levels – the exception being non-metro females where the employment rate is approaching pre-recession levels

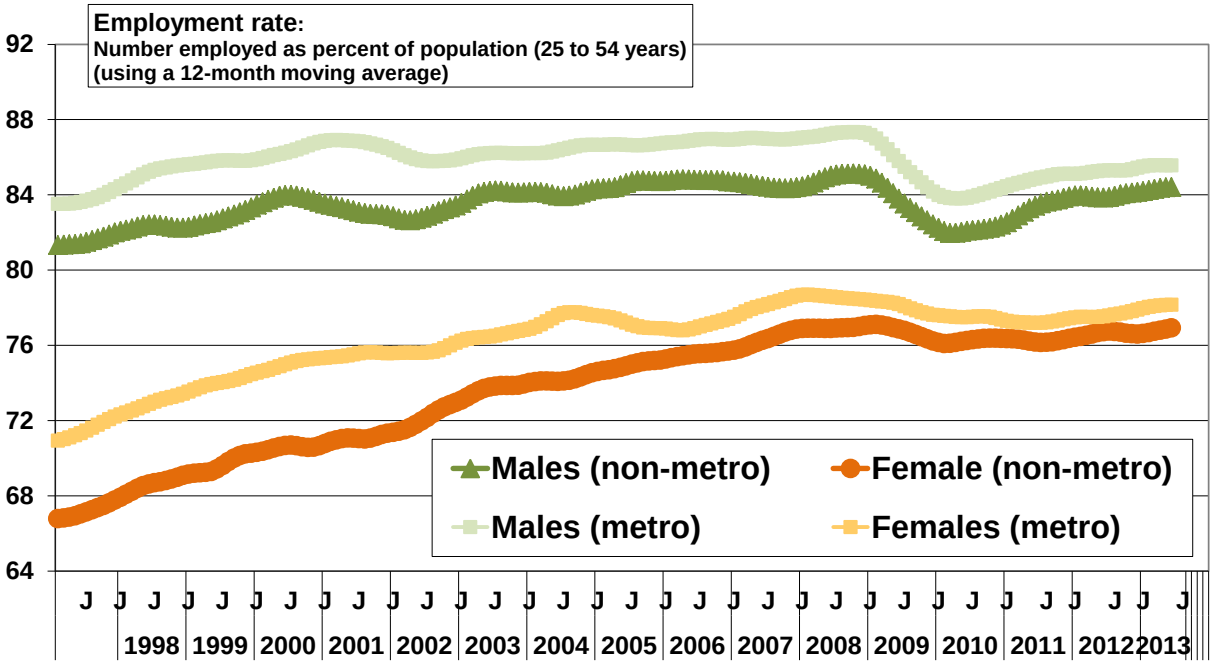
Figure 37



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0001 and 282-0109.

Figure 38

Non-metro employment rates are below metro, but are converging with metro levels



Source: Statistics Canada. Labour Force Survey, CANSIM Tables 026-0001 and 282-0109.

4.4 Non-metro Canada: The global economy and how many communities have a high degree global exposure?

Following Tiepoh and Burns (2004), we have calculated, for each province, the percent of provincial production that is exported to international markets for selected industry sectors. We then apply this percent to each community to approximate the number of jobs in each community that are "globally exposed". Obviously, we are making a huge assumption that a given sector in each community is "globally exposed" at rate that applies on average for the whole province[25]. We then ranked communities in terms of the share of their total jobs that are "globally exposed".

Statistics Canada's 2001 National Household survey reports data for community employment for numerous industry sectors. We have selected three sectors that are most subject to global markets:

- Agriculture, forestry, fishing and hunting;
- Mining and oil and gas; and
- Manufacturing[26].

[25] This calculation is not substantively different than the calculation of "resource-reliant" or "resource-dependent" communities (for the details of this calculation, see the appendix in Rothwell *et al.* (2011)). See also Natural Resources Canada (2001). For maps of the distribution of the intensity of employment in resource production, see Alasia *et al.* (2011).

[26] Note that the processing of natural resources is classified in the manufacturing sector. Thus, jobs in fish processing, potato chip processing, sawmills, refineries, etc. are classified as manufacturing jobs.

Our calculation shows a wide range in the share of production that is exported outside Canada. High shares are noted for the fishing sector in Nunavut (87%) and the mining sector in the Northwest Territories (70%) (Table 30). The calculated share of international exports represents over 50% of provincial production:

- for agriculture, forestry, fishing and hunting in Saskatchewan;
- for mining, oil and gas in Newfoundland and Labrador, New Brunswick, Saskatchewan, Alberta and the Northwest Territories; and
- almost 50% (i.e. 49%) for manufacturing in Ontario.

Table 30

Percent of provincial production that was exported outside Canada, 2010

	Selected industry sector		
	Agriculture, forestry, fishing and hunting	Mining, oil and gas	Manufacturing
Newfoundland and Labrador	36	51	44
Prince Edward Island	17	0	43
Nova Scotia	23	29	37
New Brunswick	20	53	54
Quebec	10	37	39
Ontario	20	7	49
Manitoba	35	17	46
Saskatchewan	50	65	24
Alberta	21	50	18
British Columbia	17	45	41
Yukon	0	0	17
Northwest Territories	0	70	7
Nunavut	87	0	2

Source: Calculated from Statistics Canada, CANSIM Table 386-0003.

In 2011, we find 2,808 census sub-divisions with some workers who are “globally exposed” (Table 31). Most of these communities have a low share of workers who are globally exposed – 2,012 communities have less than 10% who are globally exposed. However, there are 796 communities with 10% or more of their workforce being globally exposed and 166 communities have 20% or more their workers being globally exposed.

Our calculation suggests that 839 thousand workers across Canada are “globally exposed” – in the sense that they are directly producing for the international export market. Most of these workers (703 thousand) are working in communities with a relatively lower degree of global exposure (less than 10% of the workers are globally exposed). However, 137 thousand workers are employed in communities with 10% or more of the workforce being globally exposed.

Table 31

Number of census sub-divisions and number of "globally exposed" workers by share of workforce in the community that is "globally exposed", Canada, 2011

Population size class of census sub-division	Percent of workforce that is "globally exposed[1]"								
	25% and over	20% to 24%	15% to 19%	10% to 14%	5% to 9%	Less than 5%	0	No data[2]	All census sub-divisions
	Number of census sub-divisions								
Less than 100	3	1	3	3	9	6	144	717	886
100 to 499	74	45	61	80	169	129	365	438	1,361
500 to 749	11	14	26	55	109	103	52	168	538
750 to 999	4	7	17	49	103	54	42	121	397
1,000 to 2,499	1	4	32	143	267	176	25	279	927
2,500 to 4,999		2	9	53	155	136	3	77	435
5,000 to 9,999			3	59	152	82		13	309
10,000 to 24,999			1	26	127	80		1	235
25,000 to 49,999				5	40	23			68
50,000 to 99,999			1	2	21	23			47
100,000 to 499,999				2	15	22			39
500,000 and over					3	8			11
All census sub-divisions	93	73	153	477	1,170	842	631	1,814	5,253
	Number of globally exposed workers								
Less than 100	22	5	22	14	19	10	-		91
100 to 499	3,829	1,478	1,434	1,345	1,761	493	-		10,340
500 to 749	1,181	896	1,465	1,974	2,187	754	-		8,457
750 to 999	494	821	1,188	2,438	2,936	478	-		8,355
1,000 to 2,499	222	751	4,435	12,882	14,938	3,319	-		36,547
2,500 to 4,999		748	2,454	11,135	18,571	7,360	-		40,268
5,000 to 9,999			1,795	25,067	36,082	8,998	-		71,942
10,000 to 24,999			991	21,345	62,782	19,744	-		104,862
25,000 to 49,999				8,776	46,787	13,532	-		69,095
50,000 to 99,999			6,855	6,427	49,691	29,447	-		92,420
100,000 to 499,999				14,385	83,048	74,914	-		172,346
500,000 and over					60,188	163,729	-		223,917
All census sub-divisions	5,747	4,698	20,638	105,787	378,989	322,776	-		838,637

1. The degree of global exposure is derived, for each industry sector in each province, from the share of production that is exported to international markets. We focus on three sectors: agriculture, forestry, fishing and hunting; mining, oil and gas; and manufacturing.

2. No data are available for census sub-divisions with a low response rate to the 2011 National Household Survey.

Source: Statistics Canada. 2011 National Household Survey.

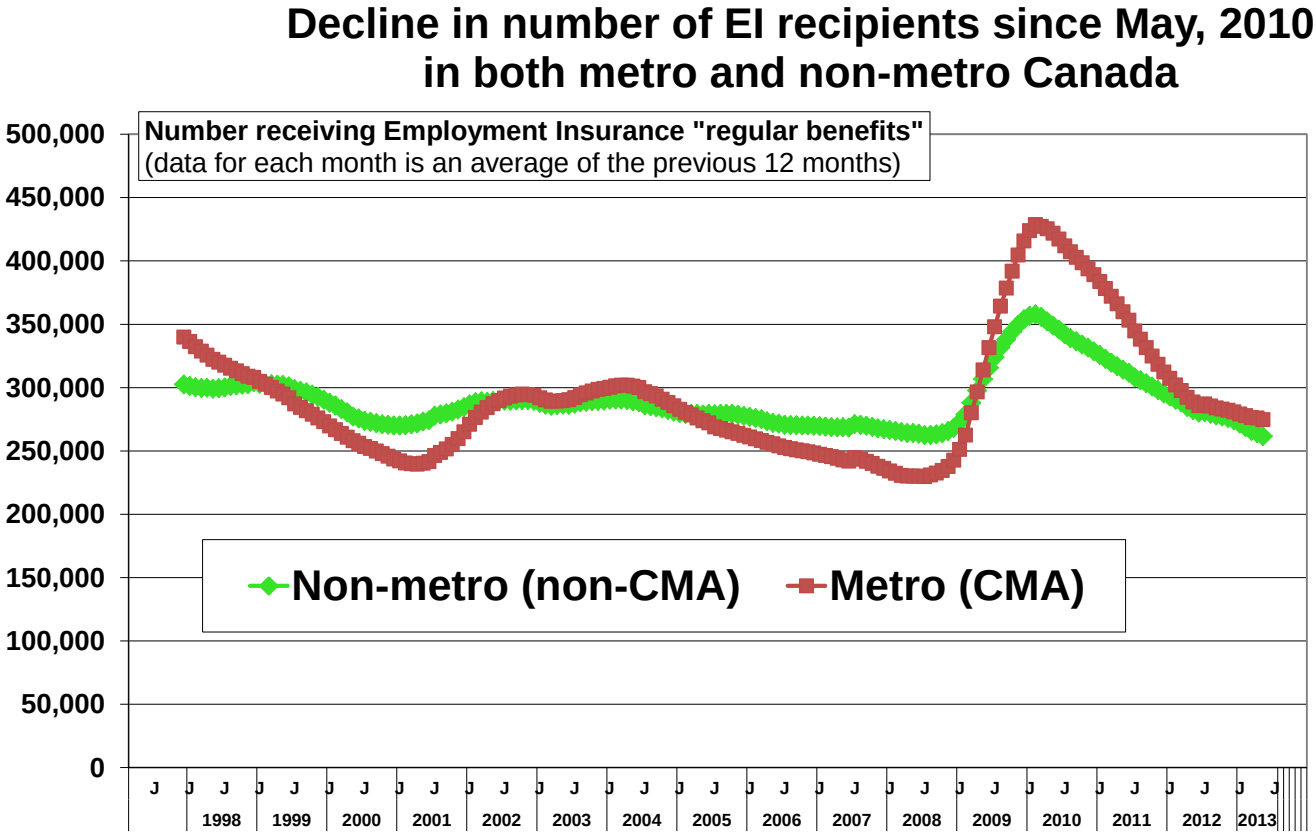
4.5 Pattern of the non-metro business cycle,

The change in the number of Employment Insurance (EI) recipients portrays the recessionary or expansionary pattern of the business cycle. Monitoring the number of Employment Insurance recipients provides one monthly barometer of the business cycle in urban and rural areas.

We focus on "regular beneficiaries[27]". We acknowledge that a decline in the number of EI recipients may not always represent a decline in unemployment because the decline in EI recipients may also be due to the fact that individuals may have exhausted their EI benefits and thus are no longer eligible to claim EI benefits.

The number of EI recipients in both metro and non-metro Canada has been declining since May, 2010 (Figure 39). Note that the increase in non-metro EI recipients in 2009 was less than the increase in metro areas. Then in 2010 and throughout 2011, we see that the metro decline in EI recipients was greater than in non-metro areas.

Figure 39



Source: Statistics Canada. CANSIM Table 276-0030.

[27] Employment Insurance (EI) regular benefits are available to eligible individuals who lose their jobs and who are available for and able to work, but can't find a job. The change in the number of regular beneficiaries reflects various situations, including people becoming beneficiaries, people going back to work, and people exhausting their regular benefits. There is always a certain proportion of unemployed people who do not qualify for benefits. Some unemployed people have not contributed to the program because they have not worked in the past 12 months or their employment is not insured. Other unemployed people have contributed to the program but do not meet the eligibility criteria, such as workers who left their job voluntarily or those who did not accumulate enough hours of work to receive benefits. Recently, the definition of regular beneficiaries was expanded to include those receiving regular benefits while participating in employment benefit programs, such as training.

Figure 39 clearly shows that the number of EI recipients in non-metro areas is essentially the same number as the number of EI recipients in metro areas. However, recall from Figure 5 (above) that 31% of Canadians were living in a non-metro area in 2011. Here we see that about ½ of EI recipients reside in non-metro areas. The EI program is non-metro intensive.

On a per capita basis, in May, 2013, the number of EI recipients at the Canada level was 1.6 recipients per 100 residents whereas, in non-metro Canada, the level was 2.6 recipients per 100 residents (Table 32). Note the wide range across the non-metro areas of the provinces – from 1.1 per 100 residents in non-metro Alberta to 9.5 recipients per 100 residents in non-metro Newfoundland and Labrador.

Table 32

Number of Employment Insurance recipients per 100 residents, May, 2013 (data are the monthly average of the previous 12 months)

	All areas	Non-metro areas
Newfoundland and Labrador	6.5	9.5
Prince Edward Island	5.5	5.5
Nova Scotia	3.2	4.5
New Brunswick	4.6	5.9
Quebec	2.0	3.2
Ontario	1.2	1.7
Manitoba	1.2	1.4
Saskatchewan	1.1	1.3
Alberta	0.8	1.1
British Columbia	1.3	1.7
Canada	1.6	2.6

Source: Statistics Canada. CANSIM Tables 276-0030, 051-0001 and 051-0046.

As we discuss elsewhere, when one ponders rural policy, one can think of “narrow” rural policy (essentially, policy with the word rural in it) and “broad” rural policy (essentially, policy for rural and metro areas but for which there is a strong implication for “rural”). The EI program is one example.

EI is a benefit (to employers and employees) in seasonal industries, relative to employers and employees in non-seasonal industries. Rural areas have more seasonality in every industry (except one) (Rothwell, 2002) - - thus, rural is more seasonal and thus rural areas benefit relatively more from the EI program.

This presents an interesting policy situation. Metro areas cannot have a logging industry but metro areas need lumber for house construction and for paper to feed computer printers. Logging is non-metro, it is seasonal and metro needs the products made from logs.

Similarly, metro cannot have a cottage in the wilderness, rural tourism jobs are seasonal and metro needs rural vacations.

Metro cannot have vineyards, grape and wine production is seasonal and metro needs wine.

Hence, the policy situation is the degree to which metro EI contributors are willing to contribute to an EI fund that benefits non-metro employers and employees relatively more.

When we look at the rate of change in the number of EI recipients, we also see variation across the non-metro areas of the provinces. The decline in May, 2013, compared to May, 2012 was 8% for non-metro Canada with a range from a 13% decline in non-metro Alberta to an increase of 10% in Nunavut (Table 33).

Table 33

Number of individuals receiving Employment Insurance "regular benefits", by type of geographic area, Canada, Provinces and Territories, May, 2012 and May, 2013

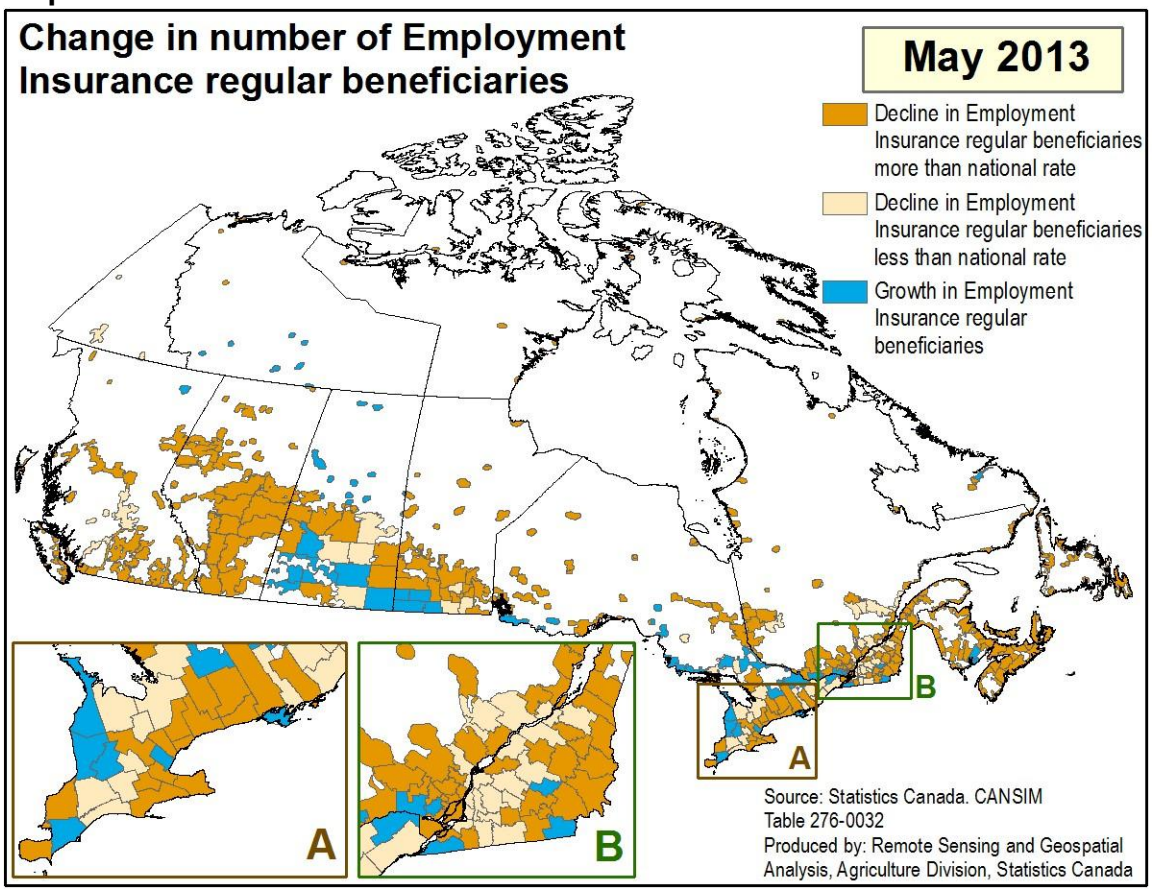
		Number receiving Employment Insurance "regular benefits" (data for each month is a 12-month moving average)		
		May, 2012	May, 2013	Percent change (difference of logarithms)
Newfoundland and Labrador	Metro (CMA)	4,476	3,731	-18
	Non-metro (non-CMA)	31,945	29,567	-8
	All areas	36,421	33,298	-9
Prince Edward Island	Metro (CMA)	n.a.	n.a.	n.a.
	Non-metro (non-CMA)	8,973	8,246	-8
	All areas	8,973	8,246	-8
Nova Scotia	Metro (CMA)	5,524	5,148	-7
	Non-metro (non-CMA)	26,672	24,365	-9
	All areas	32,196	29,513	-9
New Brunswick	Metro (CMA)	5,788	5,821	1
	Non-metro (non-CMA)	29,914	28,526	-5
	All areas	35,703	34,347	-4
Quebec	Metro (CMA)	83,388	80,837	-3
	Non-metro (non-CMA)	83,683	77,195	-8
	All areas	167,072	158,032	-6
Ontario	Metro (CMA)	121,886	117,568	-4
	Non-metro (non-CMA)	45,211	42,814	-5
	All areas	167,097	160,382	-4
Manitoba	Metro (CMA)	7,159	7,298	2
	Non-metro (non-CMA)	6,993	6,924	-1
	All areas	14,152	14,223	0
Saskatchewan	Metro (CMA)	3,541	3,463	-2
	Non-metro (non-CMA)	7,848	7,512	-4
	All areas	11,388	10,974	-4
Alberta	Metro (CMA)	21,117	19,073	-10
	Non-metro (non-CMA)	11,599	10,160	-13
	All areas	32,716	29,233	-11
British Columbia	Metro (CMA)	35,732	31,715	-12
	Non-metro (non-CMA)	27,048	23,902	-12
	All areas	62,779	55,617	-12
Yukon	Metro (CMA)	n.a.	n.a.	n.a.
	Non-metro (non-CMA)	991	997	1
	All areas	991	997	1
Northwest Territories	Metro (CMA)	n.a.	n.a.	n.a.
	Non-metro (non-CMA)	937	875	-7
	All areas	937	875	-7
Nunavut	Metro (CMA)	n.a.	n.a.	n.a.
	Non-metro (non-CMA)	498	550	10
	All areas	498	550	10
CANADA	Metro (CMA)	288,611	274,652	-5
	Non-metro (non-CMA)	282,311	261,632	-8
	All areas[1]	570,922	536,283	-6

Source: Statistics Canada. CANSIM Table 276-0030.

1. "All areas" include a small number within each province who are not classified to a sub-provincial area.

In May, 2013, every census division in Alberta, Nova Scotia and Prince Edward Island recorded a decline in the number of EI recipients that was greater than the national rate of decline (which was a 6% decline) (see the dark orange in Map 8). However, some census divisions recorded an increase in the number of EI recipients in this period, again reflecting the range of outcomes across non-metro Canada at any point in time.

Map 8



4.6 Intentions to invest in non-metro Canada

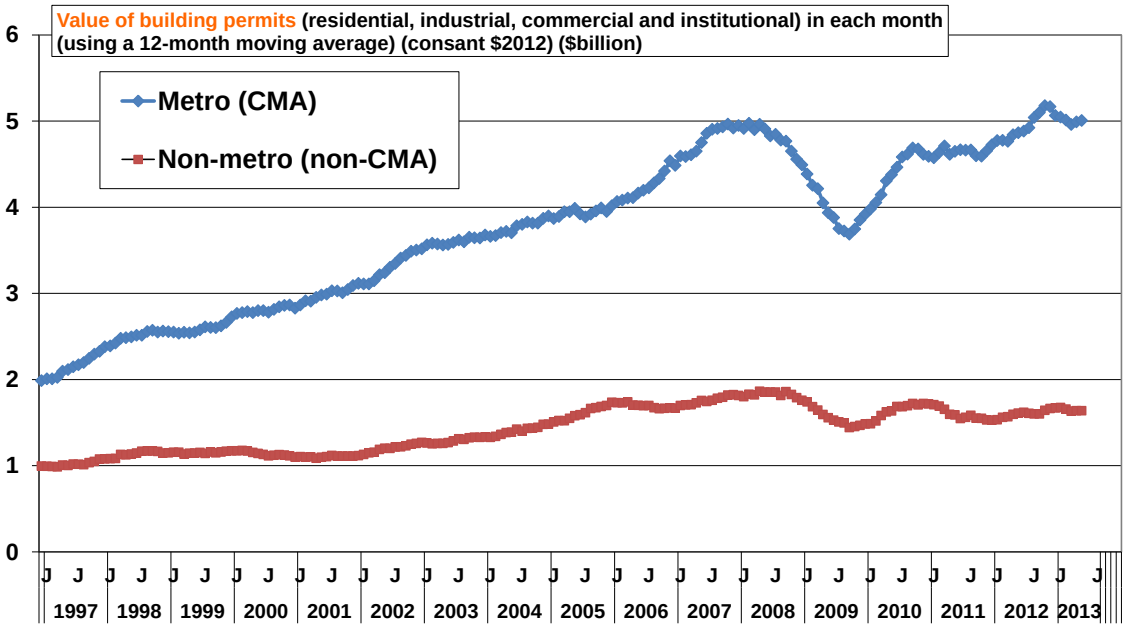
A building permit represents an intention to make an investment. The intention to construct a building is one leading indicator of the economic trajectory for non-metro areas. Some obvious results include a direct impact on purchases of construction materials (lumber, cement, etc.) plus the employment of construction workers.

Factories, office buildings and households need to be furnished. Hence, the construction of buildings also stimulates various retail purchases.

In May, 2013, the level of the intention to invest in non-metro Canada, as indicated by the level of building permits, was $1.6 billion (Figure 40)**.** Note that the level of investment has not returned to the peak of 2008 – whereas the level of investment in metro Canada returned to the peak in late 2012.

Figure 40

Intentions for building construction in non-metro Canada were $1.64 billion in May, 2013

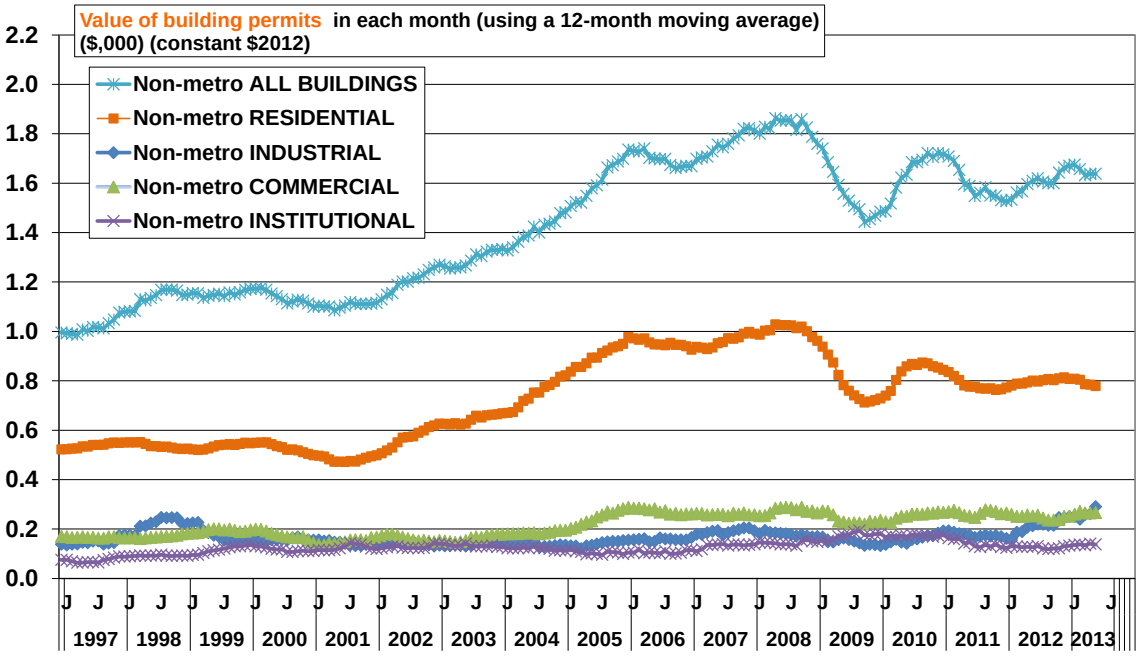


Source: Statistics Canada. Building Permits. CANSIM Table 026-0003.

About one-half of the investment in non-metro Canada is for residential buildings ($0.78 billion in May, 2013) (Figure 41). In recent months, the level of investment in industrial buildings has surpassed the level of investment in commercial buildings (in May, 2013, $0.29 billion and $0.27 billion, respectively).

Figure 41

In non-metro areas, residential construction is about one-half of all building construction

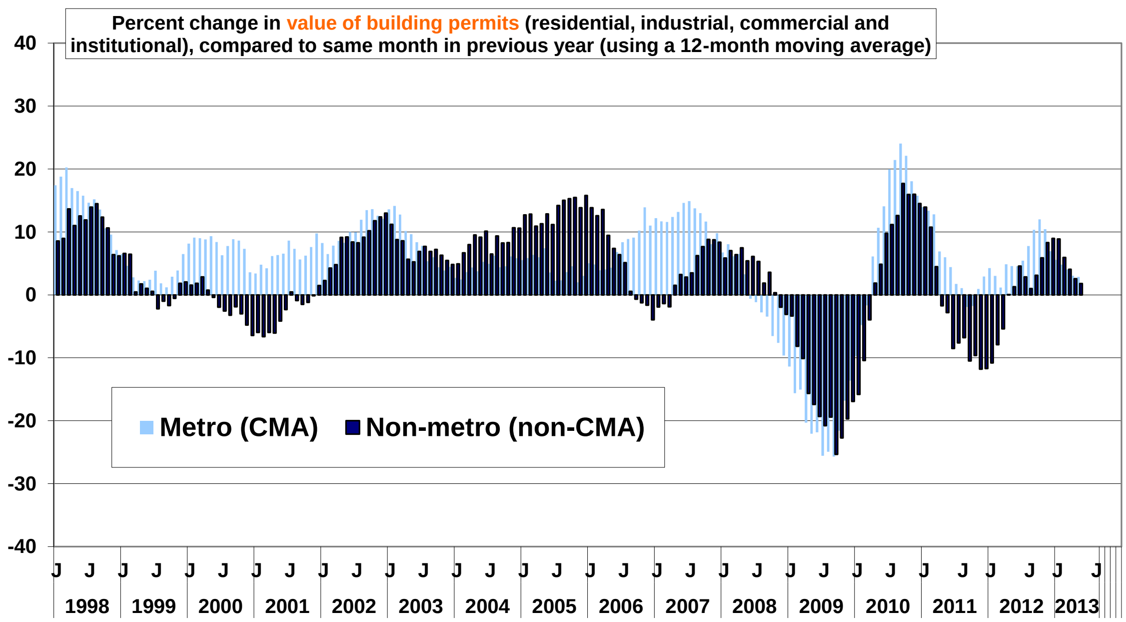


Source: Statistics Canada. Building Permits. CANSIM Table 026-0003.

The value of building permits (for all types of buildings) in non-metro Canada have been growing since April, 2012 (Figure 42). The non-metro growth is similar in magnitude to the growth in metro areas.

Figure 42

Growing intentions for building construction in non-metro Canada since April, 2012



Source: Statistics Canada. Building Permits. CANSIM Table 026-0003.

There has been a recent decline in the level of investment in residential buildings, compared to the level in the previous year (Appendix Figure A1) but small growth in commercial building construction (Appendix Figure A2) and significant growth in the construction of industrial buildings (Appendix Figure A3) has generated the result of modest growth for buildings, overall (Figure 42).

The modest non-metro growth at the Canada level (2%) in May, 2013 hides significant differences across the non-metro areas of the provinces (Table 34). Declines were recorded in the non-metro areas of 6 provinces (Prince Edward Island, Nova Scotia, Ontario, Manitoba, Saskatchewan and British Columbia). Strong non-metro growth was recorded in Alberta (15%).

Table 34

Total value of building permits (residential, commercial, industrial and institutional) by type of geographic area, Canada and Provinces, May, 2012 to May, 2013

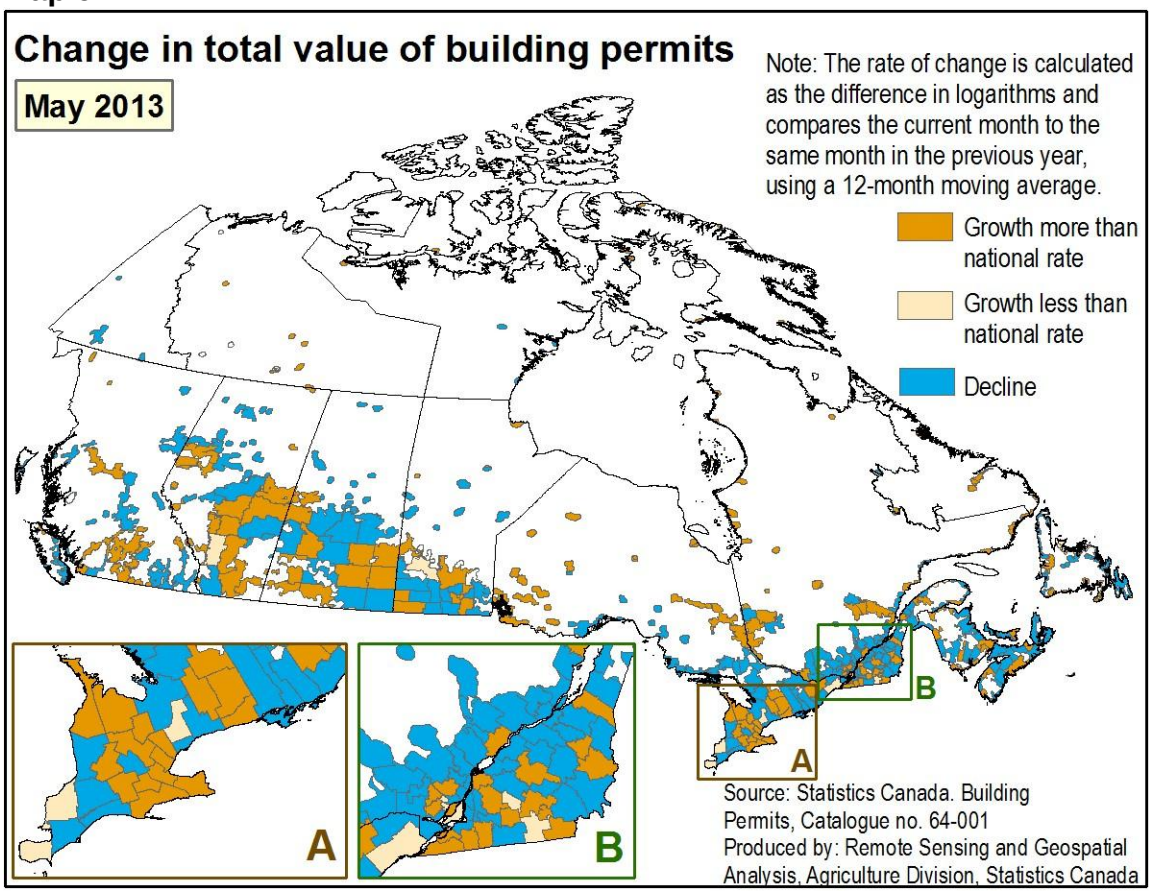
		Value of building permits ($,000) (constant $2012) (residential, commercial, industrial and institutional)		
		May, 2012 (12-month moving average)	May, 2013 (12-month moving average)	Percent change (difference of logarithms)
Newfoundland and Labrador	Metro (CMA) areas	64,254	51,965	-21
	Non-metro (non-CMA) areas	32,151	36,127	12
	All areas	96,405	88,092	-9
Prince Edward Island	Metro (CMA) areas	0	0	..
	Non-metro (non-CMA) areas	23,063	21,541	-7
	All areas	23,063	21,541	-7
Nova Scotia	Metro (CMA) areas	71,833	77,157	7
	Non-metro (non-CMA) areas	55,540	46,567	-18
	All areas	127,372	123,724	-3
New Brunswick	Metro (CMA) areas	38,857	39,351	1
	Non-metro (non-CMA) areas	43,882	45,248	3
	All areas	82,739	84,599	2
Quebec	Metro (CMA) areas	930,692	930,439	0
	Non-metro (non-CMA) areas	373,630	379,386	2
	All areas	1,304,322	1,309,825	0
Ontario	Metro (CMA) areas	2,028,483	2,012,222	-1
	Non-metro (non-CMA) areas	375,143	369,327	-2
	All areas	2,403,626	2,381,548	-1
Manitoba	Metro (CMA) areas	111,370	139,386	22
	Non-metro (non-CMA) areas	64,634	62,419	-3
	All areas	176,005	201,805	14
Saskatchewan	Metro (CMA) areas	171,313	181,376	6
	Non-metro (non-CMA) areas	73,746	73,020	-1
	All areas	245,059	254,396	4
Alberta	Metro (CMA) areas	813,966	908,059	11
	Non-metro (non-CMA) areas	336,235	392,315	15
	All areas	1,150,200	1,300,374	12
British Columbia	Metro (CMA) areas	634,008	665,779	5
	Non-metro (non-CMA) areas	212,751	185,959	-13
	All areas	846,759	851,738	1
Yukon	Metro (CMA) areas	0	0	..
	Non-metro (non-CMA) areas	11,413	7,672	-40
	All areas	11,413	7,672	-40
Northwest Territories	Metro (CMA) areas	0	0	..
	Non-metro (non-CMA) areas	2,198	8,940	140
	All areas	2,198	8,940	140
Nunavut	Metro (CMA) areas	0	0	..
	Non-metro (non-CMA) areas	4,692	9,604	72
	All areas	4,692	9,604	72
CANADA	Metro (CMA) areas	4,864,777	5,005,734	3
	Non-metro (non-CMA) areas	1,609,077	1,638,125	2
	All areas	6,473,853	6,643,859	3

Source: Statistics Canada. Building Permits. CANSIM Table 026-0003.

The geographic pattern of the growth in building permits in May, 2013, compared to May, 2012, is portrayed in Map 9. Again, dark orange indicates "competitive" regions in the sense they are growing faster than the national rate. Note that although Alberta recorded strong growth in metro (as a whole) and in non-metro areas (as a whole), we see that not all areas in Alberta showed growth in May, 2013, compared to May, 2012 (where the data for the given month is the monthly average of the 12 previous months).

As has been emphasized, there is a wide diversity of the patterns of economic performance across non-metro Canada. Also, as one can see, this pattern also tends to fluctuate between decline and growth at different times in different places.

Map 9



5. Summary of federal rural policies and programs

We distinguish between "narrow" rural policy and "broad" rural policy.

We consider "narrow" rural policy to be any policy or program that is targeted at the rural population. Often, the word "rural" is included in the title (or it could be included in the title).

We consider "broad" rural policy to be any policy or program that has an impact on the rural population. If we take a very "broad" view, then almost every federal policy or program would be included in a discussion of a "broad" rural policy. For example, to the extent that rural-intensive industries are capital intensive (e.g. farming, mining, oil and gas extraction, etc.), then a high interest rate policy will have a relatively negative impact on rural Canada compared to urban Canada

(because a higher interest rate increases the borrowing costs for investing or re-investing in buildings, machinery and equipment). When there is a low interest rate policy, then rural Canada is benefited, relative to urban Canada, to the extent that rural Canada is capital-intensive. Thus, most policies could be in scope for this discussion. We shall try to remain a bit more focused.

These so-called "broad" rural policies are significant. "Rural development, broadly defined, has been extensively and expensively undertaken through research and productivity programmes, tax and investment policies, resource-development and infrastructure policies, income transfers to provinces and to individuals. These policies and programmes have dwarfed the expenditures that were explicitly identified as rural or as development." (Fairbairn, 1998, p. 20)

The earliest European settlers in rural Canada (during the 1600s and the 1700s) established subsistence (and essentially internally sustainable) rural communities. After this period, rural areas were settled to export commodities (such as cod fish, lumber, wheat, coal, nickel, etc.). Thus, most rural communities in Canada were never "internally" sustainable.

Almost continuously over the last two centuries, there has been an "Increasing Value of Human Time" (Schultz, 1972). Specifically, the price of labour has been increasing relative to the price of capital (i.e. relative to the price of machines). This is a good thing for the population as the economic well-being of individuals has been increasing. However, for farms and other businesses in rural Canada, there is an incentive to substitute machines for labour. Consequently, many rural communities in rural Canada are suffering a continuous decline in the number of workers producing commodities. The community challenge is to find a new good or service to export from their communities in order to maintain employment levels. This continues to be the challenge for "rural development" for many Canadian rural communities.

Historically, we might make the following observations.

First, to export the commodities, railways were built and consequently the transportation infrastructure was reasonably good. This infrastructure also provided for reasonable mobility of workers – first, to get workers to the community and then, when population growth was larger than the requirement for workers in commodity production, excess workers were able to leave the community to find jobs elsewhere. Today, roads and airports serve this function. Historically, the provision of railroads and roads has been a rural-intensive policy. Fairbairn (1998) suggests that at one time "federal policies were designed to reduce or eliminate geography . . . to permit high-cost and low-cost regions to co-exist on equal footing." (p. 6)

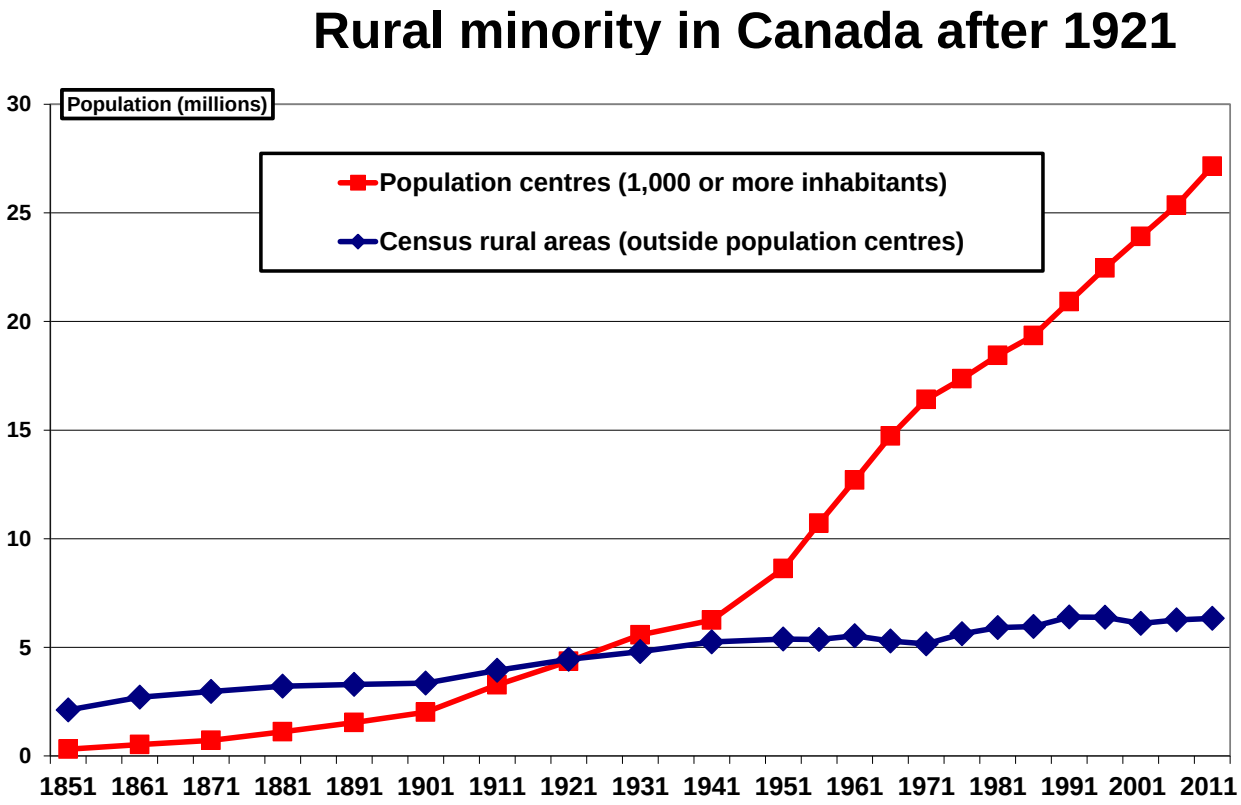
Second, during the last 50 years, there has been reasonable universal education across rural Canada. This has helped to prevent pockets of rural poverty. Individuals who could not find work in their home community had adequate education to find a job in another rural community or in an urban centre. To the extent that rural communities would be less able to fund their education programs, universal education is a rural-intensive policy.

Third, during the last 30 years, there has been reasonable universal access to health care across rural Canada. This has also helped to prevent pockets of rural poverty. Individuals who could not find work in their home community had adequate health to find a job in another rural community or in an urban centre. Again, to the extent that rural communities would be less able to fund their health care programs, universal health care is a rural-intensive policy.

Fourth, during the last 40 years, a national "Old Age Security" system has provided pension income to each individual at the age of 65. Thus, rural families felt secure that they would have money for their old age and they were willing to invest in their children to obtain jobs in other occupations (which, in rural Canada, usually means in another community). To the extent that rural Canadians are less able to save for retirement, a universal pension program is a rural-intensive policy.

There was a time in this fair land when a majority of Canadians lived in rural areas. Rural Canadians became a minority in 1921 (Figure 43). Before 1921, any national policy was a rural-intensive policy.

Figure 43

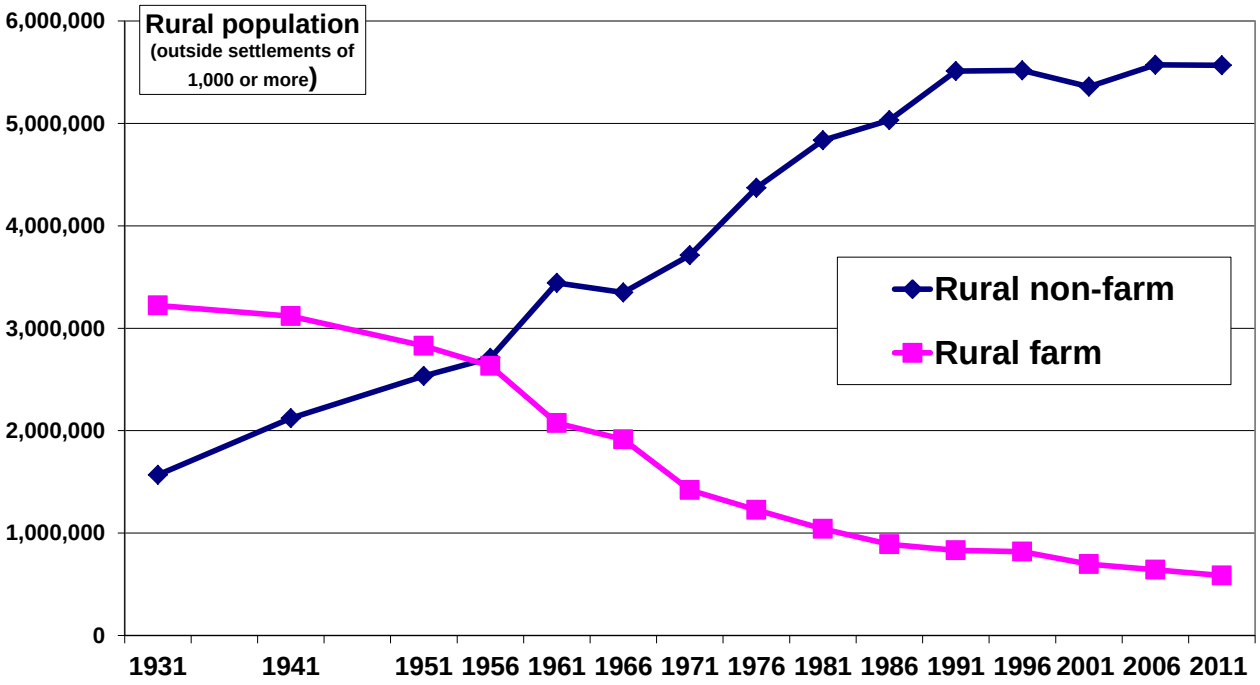


Note: Census rural areas have fewer than 1,000 inhabitants and a population density below 400 people per square kilometre.
Population centres have a population of 1,000 or more and a population density of 400 or more inhabitants per square kilomeetre.
Data are tabulated in the boundaries applicable at the time of the given census.
Source: Statistics Canada. Census of Population, 1851 to 2011.

There was also a time in this fair land when, within rural areas of Canada, a majority of residents lived on a census-farm (Figure 44). The farm population became a minority in rural areas in 1956. Up to then, an agriculture policy would directly impact more than one-half of rural residents. Today, agricultural policy directly impacts only a small share of the rural population (see also Bollman, 2006).

Figure 44

Rural population:
Farmer minority in rural Canada in 1956



Source: Statistics Canada. Census of Population, 1931 - 2011.

Fairbairn (1998) notes "The dilemma raised for rural development . . . is it an economic question . . . or is it a social question . . . Experience showed that the Keynesian separation of growth strategies from equity strategies was not useful in promoting effective and lasting rural development." (p.7)

Historically, the early "rural" programs were sectoral programs (i.e. programs were designed for sectors, such as agriculture or fishing or mining) but later rural development came to be viewed as a regional issue. This opened the door to programs such as the Agricultural Rehabilitation and Development Act of 1961, the Atlantic Development Board of 1962, the Fund for Rural Economic Development of 1966 and the Department of Regional Economic Expansion of 1969. These initiatives were forerunners of the present complement of so-called regional agencies that, at least at their inception, had a non-metro focus (Atlantic Canada Opportunities Agency (ACOA), Développement économique Canada pour les régions du Québec (DEC), Federal Economic Development Initiative in Northern Ontario (FedNor), Federal Economic Development Agency for Southern Ontario (FedDev Ontario), Western Economic Diversification (WED)).

"All of these agencies, though less so ACOA, might be characterized as agencies for development in regions rather than development of regions." (Fairbairn, 1998, p. 18)

In the 1950s and 1960s, "Regional development was understood as a short-term transfer to alleviate rural poverty, to be conducted by central means. . . . rural development was conceptualized as another kind of centralized social programme." (Fairbairn, 1998, p. 14)

As noted by Savoie (1989, p. 196) and emphasized by Blake (2003), "the planners simply refused to look beyond the model of development that brought success to the industrial heartland of Canada.

There was very little understanding or sympathy for the 'rurality' that the policy makers discovered in the economically depressed regions of Canada." (Blake, 2003, p. 202).

More recently, various federal policies and programs have exhibited some rural-intensive characteristics.

The long-standing Community Futures program was (and remains) an explicit rural development program with long record of successful investments in local jurisdictions (Freshwater and Ehrensaft, 1995; Fuller and Pletsch, 2003 and 2005; FedNor, 2008; WED, 2008; ACOA, 2009; DEC, 2009; Conference Board of Canada, 2010; and Bow Valley College, 2011)

As noted by Vachon (1995), "one must act upstream from job creation, in other words, act in such a way as to increase the *will* and the *ability* of the population to become agents of and partners in their own development." (p. 108)

The Employment Insurance program (up to recently) recognized the seasonality of rural employment and, accordingly, adjusted the requirements to obtain benefits.

As we noted at the beginning of this report, "rural" means (low) density and (long) distance to density.

Rurality is a factor in (or a challenge for) the design and the delivery of all policies and programs.

The role of the federal Rural Secretariat[28] and their short-lived "rural lens" was to work with all policy analysts across all federal departments and agencies to ensure each policy and program recognized the unique requirements (and opportunities) of Canadians living in low density and /or living a long distance from density.

Thus, a rural-related approach to policy may be defined as an explicit recognition of low density and / or long distance to density when any policy or program is being developed. Specifically, a pro-active attention to "rural policy" is a "lens[29]" (however implemented) that considers the "rurality" (i.e. the low population density and / or the long distances) of each federal policy and program.

"Without attention to local process, even programmes that are designed to be development programmes will not be. . . . success requires continuous human capital building." (Fairbairn, 1998, p. 21) "If the goal of development is, in part, to build capacity, then why should programmes not focus on capacity-building itself, rather than on other, material outcomes quantified by planners?" (Fairbairn, 1998, p. 22)

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[28] The federal Rural Secretariat was started in 1993 by Prime Minister Kim Campbell as a Secretariat for Small Communities and Rural Areas (Clemenson, 1994).

[29] There are many examples where a "rural lens" would have been helpful to rural Canada. According the website for the so-called Canada's Economic Action Plan, the recently-announced Canada Jobs Grant "will require matching from employers as well as provinces and territories. Businesses with a plan to train Canadians for an existing job or a better job will be eligible to apply for a Canada Job Grant. The Grant will provide access to a maximum $5,000 federal contribution per person towards training at eligible training institutions. This means the Grant could provide $15,000 or more per person, including provincial/territorial and employer contributions." (http://actionplan.gc.ca/en/initiative/canada-job-grant). This is a problem for smaller firms as they may not have an employee specialized in filling out government forms. Then they would need to wait for the application to be accepted. Then they would need to wait for the person to be trained. Rural and small town Canada is relatively intensive in small enterprises (Rothwell, 2010). Larger firms could participate more easily because they would expect a regular turnover of employees and thus train a few employees every year. It is unlikely a smaller firm could wait for the process to unfold for the arrival of the trained worker that is required 'soon'!

"Capacity" may be considered to be the ability of a community to arrive at a consensus and the ability of a community to implement the consensus. Maintaining this capacity requires on-going investments[30].

Conteh (2013) builds on the importance of capacity by arguing that simple devolution (i.e. a bottom-up strategy for rural development) may not work due to the lack of (some facets of) capacity at the local level. Rather, he argues for a multi-level governance approach. This means that both the policy design and the policy implementation should be "negotiated" among the levels of government (federal, provincial, municipal) and across government departments (that are implicated in the initiative) and with non-government actors / agencies with a stakeholder interest in the issue. He states "public policies are increasingly implemented in concert with non-state actors in co-operative or collaborative partnership arrangements." (Conteh, 2013, p. 22) This is because "mandates are increasingly shared with non-governmental organizations and active citizen groups." (Conteh, 2013, p. 192) "Public policy intervention in complex . . . systems, therefore, involves expanding the range of interaction between public agencies and stakeholders. . . . As a senior policy official at one of the federal agencies said, 'No one is able to do anything alone successfully anymore – things have become too complex and multi-faceted, and so they must be done in partnerships." (Conteh, 2013, pp. 196 – 197)

The bottom-line:

- Public policy should invest in public goods (and, arguably, only public goods);
- Investing in community capacity is a public good (or at least a quasi-public good) because this ability to reach a consensus and to implement a consensus can and will spill-over to many facets of community life; and
- Investing in governance is a public good (or, again, at least a quasi-public good) because "governance", at the bottom line, is based on ethics (Apedaile, 2013). The ethics driving good governance will spill-over to many facets of community life.

Thus, we support the top two rural policy investments[31] as stated by Bruno Jean:

"*Rural Policy Objectives:*

- *Supporting the "capacity building" of communities*
- *Strengthening the local governance of communities."* (Jean, 2003, p. 160)

"The new approach also insists that rural issues cannot be left entirely to rural people; rural policy must be a shared responsibility. While local people play the primary role, the provincial and federal governments also have critical roles to play." (Blake, 2003, p. 214)

[30] The need for continuous investment in "capacity" is the same situation as observing that a community invests in a Grade 9 teacher each year because there is a new cohort of Grade 9 students each year.

[31] Blake's observation is "this approach is just the latest in a long series of strategies to solve the problem of rural Canada, and even this approach – empowering rural citizen to solve their own problems – is being driven by government and others who reside outside the rural areas." (Blake, 2003, p. 189)

6. Summary: The key features of rural Canada

Rural Canada refers to localities:
a) with a lower population density; or
b) with a longer distance to a location with a high population density; or
c) with both!
In this report, we focus on non-metro localities (i.e. with a population density less than 100,000 inhabitants and with a distance that is outside the commuting zone of these metro centres).

With this focus, rural Canada encompasses 10.4 million Canadians, representing 31% of Canada's population. This share varies by province – from 100% within Prince Edward Island (and within the three northern territories) to 20% within Ontario.

Rural Canada is similar to metro Canada in some ways, but different in other ways.

Rural Canada is growing overall - - but at a slower pace than metro Canada. However, rural Canada is not growing everywhere. Rural Canada is growing near cities, in cottage-country and other desirable retirement locations and in northern areas with higher Aboriginal birth rates and in a few lucky areas with resource development.

It appears that "people-creation", not job creation, holds the key to growth in rural Canada. Canada is approaching a scenario with more deaths than births – and many rural areas are already experiencing this scenario. To grow, migrants must be attracted from other areas of Canada or international immigrants must be attracted. However, growing the number of residents may not be the objective of every community. Alternatively, growing the well-being of the community residents might be the preferred objective.

Nevertheless, parts of rural Canada are very successful in attracting immigrants. Their rate of immigration attraction surpasses the rate of attraction of metro centres.

Rural Canada experiences downturns and upturns at essentially the same time. One recent exception was the downturn in rural areas in late 2012 and early 2013 – unusual by the fact that, typically, upturns and downturns in rural and metro areas occur at the same time.

Rural Canada is more intensive in goods production. Rural Canada is more intensive in seasonal industries – plus the rural component of all industries (except one) is more seasonal in rural areas than in metro areas.

Rural Canada's share of the GDP is essentially the same as its share of population. In some provinces, the share will be lower as GDP per worker may be lower in rural areas due to the types of jobs in rural areas versus metro areas. Also, rural GDP is relatively lower because a relatively smaller share of the rural population is employed in the formal workforce, due, in part, to a slightly lower employment rate among rural women as compared to metro women and due, in part, to a higher share of the rural population being 'retired' and, also, due in part, to the higher seasonality in rural areas meaning that for part of the year, some rural workers are not employed.

Most of rural Canada is challenged with the rural problematique. These areas were settled to export resources (fish, lumber, wheat, nickel, etc.). On-going mechanization means more can be exported with fewer workers. These areas need to find something new to export or there will be a loss of workers to other localities. The exports need not be goods. One Canadian town is exporting

baseball training services. This town receives revenue from outside the town by providing baseball training camps for individuals from outside the town. The challenge of finding something new to export has been faced by rural Canada for at least half a century. This challenge will continue.

One key theme of this report is the tremendous variation in structure and performance across rural Canada. Thus, when considering private or public investment opportunities, one size does not fit all. Any policy approach will require flexibility to accommodate the wide range of opportunities for policy investment across rural Canada.

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Appendix A: Supplementary Tables and Charts

Appendix Table A1

Population structure and change by metropolitan influenced zone, Canada, 1986 to 2011

	Population										Percent distribution of population										Percent change				
	within 1991 boundaries		within 1996 boundaries		within 2001 boundaries		within 2006 boundaries		within 2011 boundaries		within 1991 boundaries		within 1996 boundaries		within 2001 boundaries		within 2006 boundaries		within 2011 boundaries		1986 to 1991	1991 to 1996	1996 to 2001	2001 to 2006	2006 to 2011
	1986	1991	1991	1996	1996	2001	2001	2006	2006	2011	1986	1991	1991	1996	1996	2001	2001	2006	2006	2011					
Metro areas (CMAs)	15,148,604	16,665,360	16,787,118	17,864,646	18,178,597	19,296,926	20,121,461	21,508,575	21,534,063	23,123,441	60	61	61	62	63	64	67	68	68	69	10.0	6.4	6.2	6.9	7.4
Non-metro areas (non-CMAs)	10,160,728	10,631,499	10,509,741	10,982,115	10,668,164	10,710,168	9,885,633	10,104,322	10,078,834	10,353,247	40	39	39	38	37	36	33	32	32	31	4.6	4.5	0.4	2.2	2.7
. Census agglomerations	4,110,176	4,401,854	4,353,038	4,585,209	4,476,095	4,542,160	3,963,237	4,122,982	4,136,342	4,311,524	16	16	16	16	16	15	13	13	13	13	7.1	5.3	1.5	4.0	4.2
Rural and small town (RST) areas	6,050,552	6,229,645	6,156,703	6,396,906	6,192,069	6,168,008	5,922,396	5,981,340	5,942,492	6,041,723	24	23	23	22	21	21	20	19	19	18	3.0	3.9	-0.4	1.0	1.7
. Strong MIZ	1,435,028	1,574,359	1,458,448	1,564,700	1,470,493	1,524,579	1,289,265	1,350,098	1,521,507	1,586,681	6	6	5	5	5	5	4	4	5	5	9.7	7.3	3.7	4.7	4.3
. Moderate MIZ	2,280,052	2,335,157	2,289,911	2,365,175	2,307,387	2,285,538	2,203,563	2,224,347	2,344,811	2,363,236	9	9	8	8	8	8	7	7	7	7	2.4	3.3	-0.9	0.9	0.8
. Weak MIZ	1,952,122	1,951,974	2,041,871	2,078,342	2,027,488	1,969,211	2,077,950	2,049,199	1,807,499	1,819,118	8	7	7	7	7	7	7	6	6	5	0.0	1.8	-2.9	-1.4	0.6
. No MIZ	334,560	315,813	316,281	332,604	330,616	333,847	296,785	297,984	208,963	210,685	1	1	1	1	1	1	1	1	1	1	-5.6	5.2	1.0	0.4	0.8
. RST Territories	48,790	52,342	50,192	56,085	56,085	54,833	54,833	59,712	59,712	62,003	0	0	0	0	0	0	0	0	0	0	7.3	11.7	-2.2	8.9	3.8
Total	25,309,332	27,296,859	27,296,859	28,846,761	28,846,761	30,007,094	30,007,094	31,612,897	31,612,897	33,476,688	100	100	100	100	100	100	100	100	100	100	7.9	5.7	4.0	5.4	5.9

Source: Statistics Canada, Census of Population, 1986 to 2011.

Census Metropolitan Areas (CMAs) have 50,000 or more in the built-up core (100,000 or more prior to 2006) and includes all neighbouring towns and municipalities where 50 percent or more of the workforce commutes to the built-up core.

Census Agglomerations (CAs) in 2006 and 2011 have a built-up core of 10,000 or more with a total population of less than 100,000 and includes all neighbouring towns and municipalities where 50 percent or more of the workforce commutes to the built-up core (prior to 2006, a few CAs had a total population over 100,000 if they had less than 100,000 in the built-up core – due to the different definition of a CMA prior to 2006).

Metropolitan Influenced Zones (MIZ) are assigned on the basis of the share of the workforce that commutes to any CMA or CA (Strong MIZ: 30 to 49 percent; Moderate MIZ: 5 to 29 percent; Weak MIZ: 1 to 5 percent; No MIZ: no commuters).

The data for the 1991 and 1996 MIZ have been adjusted to be consistent with the 2001 protocol whereby non-CMA/CA towns and municipalities in the Territories were not allocated to a MIZ classification.

The designation of MIZ for 1991 and 1996 were obtained from Sheila Rambeau and Kathleen Todd. (2000) **Census Metropolitan Area and Census Agglomeration Influenced Zones (MIZ) with census data** (Ottawa: Statistics Canada, Geography Working Paper Series No. 2000-1, Catalogue No. 92F0138MIE) (www.statcan.ca/cgi-bin/downpub/listpub.cgi?catno=92F0138MIE). Note that the Rambeau and Todd designation of MIZ for 1991 used the preliminary 1996 CMA/CA delineations, but still using 1991 boundaries. For this table, we have re-imposed the 1991 CMA/CA delineation and we have assigned "strong MIZ" in 1991 for towns or municipalities that had been coded into a CMA/CA for 1996.

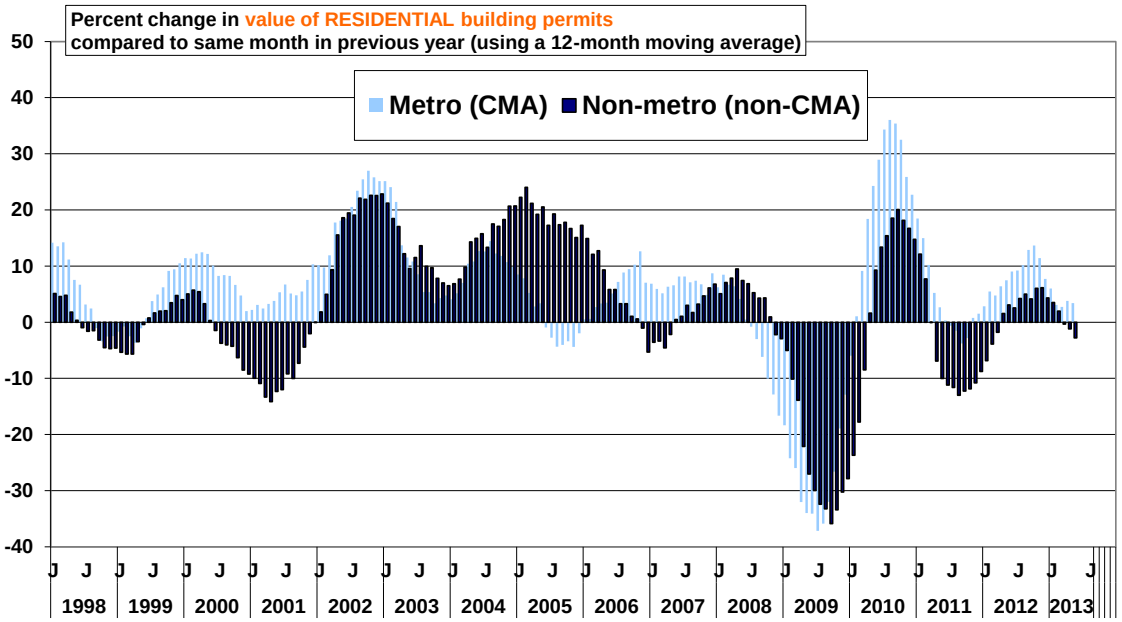
The designation of MIZ for 2001 was obtained from Statistics Canada, **GeoSuite, 2001 Census** (Ottawa: Statistics Canada, Catalogue No. 92F0085XCB).

Note on the impact of the re-classification of population from non-metro to metro

We can see the size of the re-classification by following the second line of data in the table above. When the 1996 classification was applied to the 1991 data, the size of the non-metro population in 1991 was reduced from 10,631,499 to 10,509,741. This reclassification of 121,758 individuals from non-metro to metro was due to growth of the non-metro population which caused their re-classification as metro. Note the large re-classification when the 2006 classification was applied to the 2001 data. The non-metro population in 2001 changed from 10,710,168 according to the 2001 classification to a population of 9,885,633 according to the 2006 classification. This is successful development in non-metro areas. The result is that Canada's non-metro population has become smaller over time due to population growth in non-metro areas.

Appendix Figure A1

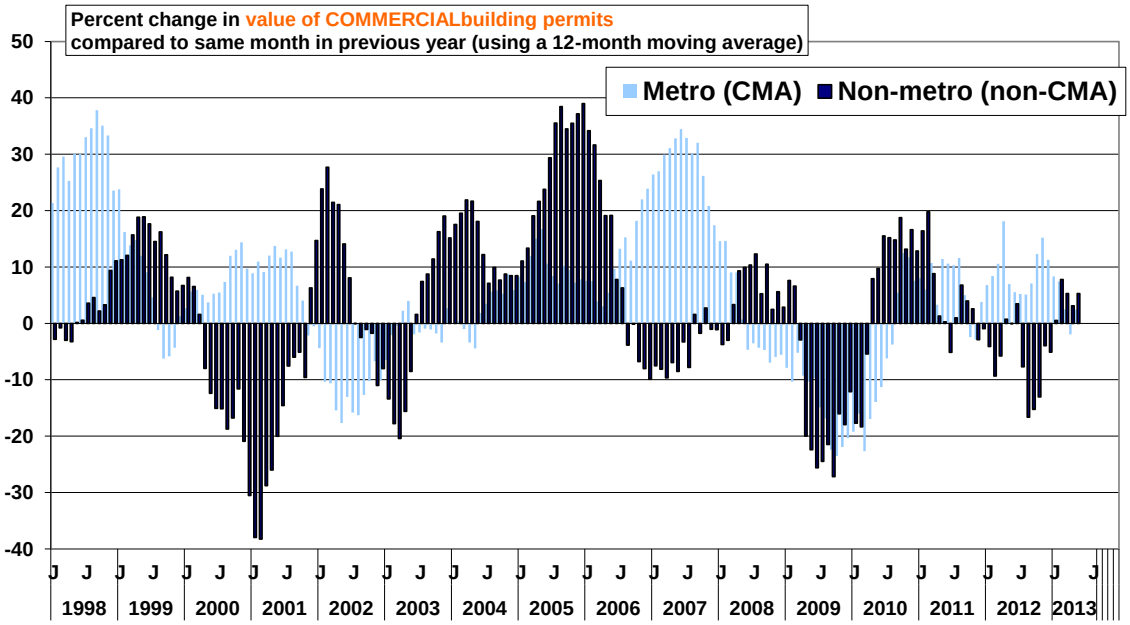
Intentions for RESIDENTIAL building construction in Canada



Source: Statistics Canada. Building Permits. CANSIM Table 026-0003.

Appendix Figure A2

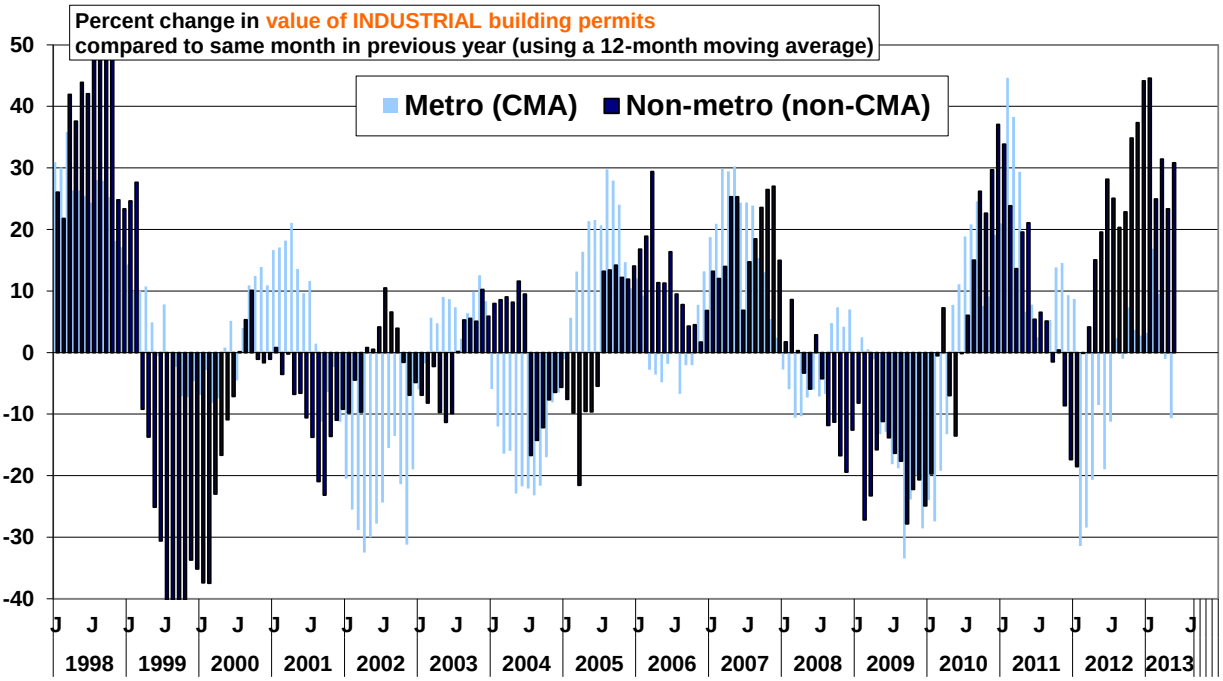
Intentions for COMMERCIAL building construction in Canada



Source: Statistics Canada. Building Permits. CANSIM Table 026-0003.

Appendix Figure A3

Intentions for INDUSTRIAL building construction in Canada



Source: Statistics Canada. Building Permits. CANSIM Table 026-0003.

Appendix B: Policies and Programmes for Rural Development

Fairbairn (1998) presented an appendix that listed policies and programmes for rural development. This list (obviously) includes policies and programs up to 1998. Since then, policies and programmes have come and gone. The point remains – there is a wide range of policies and programmes that impact the well-being of rural citizens.

Policies and Programmes for:

- **Land, water and environment**

Prairie Farm Rehabilitation Administration (PFRA)
Maritime Marshland Rehabilitation Administration (MMRA)
Agricultural Rehabilitation and Development Act (ARDA)
Environmental Protection
    Environment Departments
    Environmental Impact Assessments
Conservation and Parks
Dams and Hydroelectric Power

- ***Transportation and National Markets***

Rail Transport
    Crow's Nest Pass Freight Rates
    Western Grain Transportation Act
    Feed Freight Assistance Programme
    The Canadian National Railroad (CNR)
T   The Canadian Transport Commission
Ocean Transport
    St Lawrence Seaway
    Ports
Road Transport
    The Trans-Canada Highway
    Roads to Resources

- ***Services and Utilities***

Canada Post
Crown corporations
Siting of public facilities
    Schools, hospitals, etc.
    Administrative offices
    Military bases

- ***Increased Productivity***

Taxation and investment policy
Role of government departments
Research
    Federally funded research
    Provinces
    Research councils
    Post-secondary institutions
Education and extension
Credit
F   arm Credit Corporation (FCC)
    Federal Business Development Bank (FBDB)
Fisheries
Forestry and Mining

- ***Adjustment and Transition***

Technical and vocational training
    Technical and Vocational Training Assistance Act
    Adult Occupational Training Act
    Manpower training and mobility programmes
    Post-secondary education transfers
Unemployment Insurance programmes
Resettlement
    Newfoundland outports
    Agricultural Rehabilitation and Development Act (ARDA)

Fund for Rural Economic Development (FRED)
Fisheries aid programmes
March 1998 Preliminary History of Rural Development in Canada page 25
Farm Debt Review
Miscellaneous Transition Programmes

- ***Agricultural Market Stabilization***

The Canadian Wheat Board
Marketing boards
Miscellaneous market-stabilization programmes
Special Grains Programme
Lower Inventories for Tomorrow (LIFT)

- ***Agricultural Income Stabilization***

Agricultural Stabilization Act
Crop insurance
Western Grain Stabilization Act (WGSA)
Red Meat Stabilization Programme
Gross Revenue Insurance Programme (GRIP)
Net Income Stabilization Account (NISA).

- ***Income Support and Wealth Transfer***

Equalization
Fiscal Arrangements Act
Established Programs Financing
Unemployment Insurance
Taxation policy

- ***Regional Development***

Agricultural Rehabilitation and Development Act/Agricultural and Rural Development Act (ARDA)
Area Development Agency (ADA)
Atlantic Development Board (ADB)
Area Development Incentives Act/Regional Development Initiatives Act (RDIA)
Fund for Regional Economic Development (FRED)
Department of Regional Economic Expansion (DREE)
General Development Agreements (GDAs)/
Economic and Regional Development Agreements (ERDAs)
Partnership Agreement on Rural Development (PARD)

- ***Rural Business Development***

Provincial development corporations
Provincial Programmes: Main Street Revitalization
Provincial Programmes: Local Economic Development
Aboriginal Local Economic Development
Atlantic Canada Opportunities Agency (ACOA)
Western Diversification (WDF)
Smaller federally funded programmes
FORDQ
Fednor

- ***Community Development and Community Economic Development***

Extension education.
Co-operatives.
Community Futures.