

# Rural and Small Town Canada

## ANALYSIS BULLETIN



### HIGHLIGHTS

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#### **Employment shifts in natural resource sectors: A focus on rural value chains Vol. 8, N° 7**

- ▶ Employment in natural resource sectors (including closely-related sectors in the value chain of each natural resource sector) represented 13% of Canada's total employment in 2001, down from 14% in 1991.
- ▶ Employment in natural resource sectors and their related value chains represented a relatively higher share of total employment in predominantly rural regions (22%) in 2001, compared to predominantly urban regions (8%).
- ▶ However, the share of workers in predominantly rural regions employed in each of the natural resource sectors (agriculture, fishery, forestry, mining and energy) declined from 1991 to 2001.

#### **Manufacturing Firms in Rural and Small Town Canada Vol. 8, N° 6**

- ▶ Within rural and small town areas, 5% of the firms are manufacturing firms, slightly lower than the 6% share of firms that are manufacturing firms in larger urban centres.
- ▶ Two-thirds of the rural and small town manufacturing firms are part of the value chain of a resource sector. This is compared to larger urban centres where one-half of the manufacturing firms are part of the value chain of a resource sector.
- ▶ Between 2003 and 2007, the number of manufacturing firms in Canada declined by 6%. The decline in rural and small town areas (-7%) was slightly more than the decline in larger urban centres (-6%).

- ▶ The further the community was from a larger urban centre, the larger was the rate of decline of the number of manufacturing firms.
- ▶ In rural and small town areas, the number of manufacturing firms declined more rapidly in resource-reliant communities than in non-resource-reliant communities.

#### **Manufacturing Employment in Resource Value Chains: a Rural-Urban Comparison from 2001 to 2008 Vol. 8, No. 5**

- ▶ Employment in manufacturing in Canada has fluctuated over recent decades. The level reached a historically high in 2004 and has been declining since that time.
- ▶ In 2008, over one-half (54%) of all Canadian manufacturing workers were employed in the value chain of a resource sector.
- ▶ In 2008, resource sector manufacturing employment was relatively more important in rural and small town areas (69% of manufacturing employment and 9% of total employment) compared to larger urban centres (50% of manufacturing employment and 6% of total employment).
- ▶ In the 2001 to 2008 period, resource manufacturing employment became a larger share of total manufacturing employment (up from 51% to 54%) because resource manufacturing employment declined less (-6%) compared to the decline of all "other" manufacturing employment (-18%).
- ▶ Also, in the 2001 to 2008 period, resource manufacturing employment became relatively more important in rural and small town areas as the decline (-3%) was smaller in rural and small town

areas compared to the decline in larger urban centres (-7%).

- ▶ Within rural and small town areas at the Canada level, 9% of total employment in 2008 was resource sector manufacturing employment. This ranged from 14% within the rural and small town areas of Quebec to 2% within the rural and small town areas of Saskatchewan.

- ▶ Within rural and small town areas in 2008, employment in wood processing accounted for the largest share of resource sector manufacturing employment (43%).

### **Population Change Across Canadian Communities, 1981 to 2006: The Role of Sector Restructuring, Agglomeration, Diversification and Human Capital** Vol. 8, No. 4

- ▶ Primary sector restructuring and the strength of metropolitan agglomerations are two major drivers of changing population settlement patterns across Canada.

- ▶ Communities highly reliant on traditional sectors at the beginning of the 1980s (typically rural) experienced significant population downsizing. In contrast, communities with a higher share of employment in dynamic sectors (typically urban) experienced higher population growth.

- ▶ Sector restructuring has been paralleled by a steady process of agglomeration around urban centres. Although urban decongestion has occurred within high density regions, both proximity and population size of the nearest urban core are positively associated with population growth of their surrounding communities.

- ▶ Communities that were more diversified and had a higher educational attainment at the beginning of the 1980s experienced higher population growth over the following two decades.

- ▶ Community population change is determined both by community as well as regional characteristics; the latter in some cases reinforces community effects.

- ▶ Macro-regional differences are also evident: a pattern of change driven by restructuring and agglomeration describes the population dynamics of western Canada particularly well.

### **Standing Firm: Rural Business Enterprises in Canada** Vol. 8, No. 3

- ▶ In 2007, rural and small town Canada had slightly more firms per capita compared to Canada's larger urban centres.

- ▶ In 2007, rural and small town Canada had a higher share of firms with 1 to 4 employees compared to Canada as a whole.

- ▶ Rural and small town Canada may have relatively more firms and a higher share of firms with 1 to 4 employees due to the dispersed nature and smaller size of its communities. This pattern tends to encourage the establishment of more but smaller firms.

- ▶ Communities in weak metropolitan influenced zones (Weak MIZ) appear to be classified as weakly influenced by larger urban centres because they often serve as regional service centres. Among the MIZs, Weak MIZ has relatively more producer service firms (albeit still well under the Canadian average) and more firms with over 200 employees (again, still well under the Canadian average).

### **Immigrants in Rural Canada: 2006** Vol. 8, No. 2

- ▶ In Canada's rural and small town areas in 2006, immigrants accounted for 5.3% of the population, numbering 312,555 individuals.

- ▶ Across the provinces, the share of immigrants in the rural and small town population ranged from 0.9% in Newfoundland and Labrador to 12% in British Columbia.

- ▶ Traditional sources of immigrants (mainly Western and Northern Europe followed by the USA) constituted a higher share of the population across the rural zones of Canada compared to cities. Larger cities had a higher share of immigrants from South-East and East Asian countries.

- ▶ In every province, recent immigrants were more prone to migrate into and out of rural areas during the 2001 to 2006 period, compared to the overall Canadian population.

- ▶ Considering all residents, four provinces had an overall positive net in-migration to their rural and small town areas between 2001 and 2006: Quebec, Ontario, Alberta and British Columbia. The results were different for recent immigrants (who arrived between 1996 and 2000). Only the rural and small town areas of Ontario achieved a positive net in-migration of these recent immigrants.

- ▶ New immigrants (who arrived between 2001 and 2006) constituted a significant share of the 2006 population in some rural regions, such as the regions around Winkler and Steinbach in Manitoba and Fort McMurray in Alberta.

### **Off-Farm Work by Farmers: The Importance of Rural Labour Markets** Vol. 8, No. 1

- ▶ The number of census farm operators in Canada fell approximately 16% between 1991 and 2006, while the number with off-farm work rose by 9%.
- ▶ In 2001, among operators of very small agricultural holdings, about 60% were working off their holding. Among operators of larger census farms, about 20% were working off their holding. In 2006, the share of operators of smaller census farms reporting off-farm has remained stable while that of operators of larger census farms has further increased.
- ▶ Both the human capital of the operator and the characteristics of the census farm are associated with the incidence of off-farm work for operators of both smaller and larger farms.
- ▶ Family, community and regional characteristics appear more relevant in determining the joint decision to work off-farm and to operate a smaller holding.
- ▶ Proximity to a larger urban centre does not increase the probability of the joint decision to participate in off-farm work and to operate a census farm. Hence, census farm operators are more likely to be affected by rural development initiatives that directly address the dynamics of labour markets in the community where the operator lives.

### **Seniors in Rural Canada** Vol. 7, No. 8

- ▶ Canada's rural population is older than the urban population. Within predominantly rural regions, 15% of the population is senior (65 years of age and over) compared to 13% in predominantly urban regions.
- ▶ Canada's rural population is aging faster than their urban counterparts in terms of the change in the share of the population that is senior.
- ▶ However, Canada's overall rural population is aging slower than the urban population in terms of the change in the number of senior residents.
- ▶ When we look at communities, a smaller share of communities within predominantly rural regions are aging by either measure, compared to communities in predominantly urban or intermediate regions.
- ▶ Among communities that are aging in terms of an increase in the number of seniors, most of the increase is due to the aging of the resident population. These communities are "aging in place". However, about 16% of communities across Canada are aging, in part, due to the immigration of seniors.
- ▶ Aging communities tend to have a larger population and tend to have higher incomes per

capita.

### **Structure and Change in Canada's Rural Demography: An Update to 2006** Vol. 7, No. 7

- ▶ For Canada as a whole, the rural population is growing.
- ▶ Most, but not all, of the growth is in areas adjacent to metro areas.
- ▶ Growth of the rural population is less than the growth in urban areas. Thus the rural share of Canada's total population continues to decline.
- ▶ The rural population is not growing in all provinces. Each province and territory has reported rural population growth and rural population decline in recent decades.
- ▶ Depending on how rural is defined, in 2006, 19% to 30% of Canadians were living in a rural area.

### **Rural Commuting: Its Relevance to Rural and Urban Labour Markets** Vol. 7, No. 6

- ▶ Rural commuters are as dependent upon rural-based jobs as they are upon urban-based jobs.
- ▶ The rural labour pool is not a major supplier of workers to urban-based jobs with only 4% of urban jobs being filled by rural residents. However, these urban-based jobs account for 16% of the rural workforce.
- ▶ Urban workers form a small but still sizable share of rural-based employment. About 7% of rural-based jobs are filled by workers who live in urban areas. However, these rural-based jobs only provide employment for 1% of urban workers.

### **Domestic Water Use: The Relevance of Rurality in Quantity Used and Perceived Quality** Vol. 7, No. 5

- ▶ One-third of rural and small town residents rely on private wells for their drinking water.
- ▶ Rural residents connected to a municipal water system have a higher per capita use of water than urban residents.
- ▶ Water use appears to have a stronger association with economic incentives than with location characteristics. Households in areas with a higher proportion of water meters use less water than households in areas with a lower proportion of water metering.
- ▶ For households using tap water for drinking, rural households are less likely to treat their water than urban households.

► Locational characteristics are significant factors in determining perception of water quality as measured by the choice of treating tap water for domestic consumption. Water source (municipal systems or private wells) does not seem to affect water quality perception.

### **A Comparison of Rural and Urban Workers Living in Low-Income** Vol. 7, No. 4

► In both rural and urban areas, the share of workers living in low-income families is similar. However, the characteristics of low-income workers differ between rural and urban areas.

► Being the sole earner in the family is the main factor associated with living in low-income for rural and urban workers in Canada. The incidence of living in a low-income family is higher among the self-employed in rural areas and higher among the low-paid in urban areas. Living in Alberta, Saskatchewan or Manitoba or working in primary industries increased the risk of living in a low-income family for rural citizens.

► The rural and urban working poor spent, on average, half of their time in low-income over the five-year period from 2000 to 2004.

► A change in family composition or an increase in the earnings of other family members are central in explaining the exit from low-income for both the rural and urban working poor.

► Being self-employed or working many hours per year are permanent experiences for many rural working poor.

► For the working poor, moving from a rural area to an urban centre appears to improve economic outcomes. The reverse does not seem to be true.

### **Factors Associated with Internet Use: Does Rurality Matter?** Vol. 7, No. 3

► In 2005, only 58% of residents living in rural and small town areas accessed the Internet, well below the national average. Rates in Canada's largest urban areas ranged from 68% in Montreal to 77% in both Ottawa–Gatineau and Calgary.

► This gap between rural and urban areas may reflect the interaction of other socio-economic factors or may represent another effect, such as broadband availability.

► Individuals that are older, those with lower levels of education and those living in households with lower incomes were less likely to have used the Internet.

► The importance of other factors associated with Internet use, such as gender and the presence of children, appears to have changed. The presence of children in a household has no statistically significant effect on an individual's use of the Internet, while women have greater odds of using the Internet than men.

### **Rural-Urban Differences Across Canada's Watersheds** Vol. 7, No. 2

► The population in Canada's most urban watersheds generally ranks higher in terms of social and economic characteristics than the population in watersheds that are more rural.

► Within the most urban watersheds, the population of census rural areas ranks higher on many social and economic measures than does the population of census urban areas.

► Within each type of watershed, jobs in agriculture, forestry and sawmills are more intensive within census rural areas, while jobs in mining and pulp and paper mills are equally intensive in census rural and census urban areas.

### **The influence of education on civic engagement: Differences across Canada's rural-urban spectrum** Vol. 7, No. 1

► Individuals at all levels of educational attainment are more likely to volunteer if they live in rural than urban areas, but this is particularly evident for those with a high school diploma or more.

► Close to four out of five individuals with a university degree who live in rural areas close to a major urban centre are members of at least one organization such as a political party, sports organization or cultural group.

► In terms of political participation, rural university degree holders are more likely to be active than those from urban areas.

► Public meeting attendance is higher in rural areas and the difference between rural and urban residents in this regard is similar at all educational levels.

### **Rural employment in the culture sector** Vol. 6, No. 8

► In 2003, the culture sector employed 2.8 percent of the rural workforce, smaller than the 3.9 percent at the national level.

- ▶ Rural culture employment grew faster than total rural employment in the 1996 to 2003 period.
- ▶ Compared to other culture sub-sectors, the sub-sectors of *heritage* and *visual arts* had a higher proportion of their workforce employed in rural areas.
- ▶ Rural culture workers were more likely to work part-time, compared both to all workers and all culture workers.
- ▶ Rural areas in Newfoundland and Labrador and in Alberta reported a higher growth in culture workers between 1996 and 2003.

### **Trends in the prices of rurality** Vol. 6, No. 7

- ▶ Rurality is defined by distance and population density.
- ▶ The price of transporting goods from one location to another has generally been declining over time. Thus, there has been a relative decline in the price of rurality, with respect to the movement of goods. This implies a greater ability for rural areas to compete with urban areas. One example is the spread of manufacturing jobs towards rural areas.
- ▶ The price of communicating information from one location to another has generally been declining over time. Again, there has been a relative decline in the price of rurality, with respect to communication flows. (However, the decline of telecommunication prices may even have been greater in urban areas.)
- ▶ The price of moving people from one location to another has generally been increasing over time. This suggests a relative increase in the price of rurality, with respect to transporting people. Thus, for example, the price of tourism visits to rural Canada is increasing, relatively.
- ▶ Thus, the price of rurality in terms of the flows of goods and information appears to be declining but the price of rurality in terms of the flows of people appears to be increasing.

### **Canada's watersheds: The demographic basis for an urban-rural dialogue** Vol. 6, No. 6

- ▶ Seventy percent of Canada's population resides in very highly urban and highly urban watersheds. In Ontario, over 6 million individuals occupy just one watershed.
- ▶ The population in very highly urban watersheds increased 45 percent from 1981 to 2001. This represents an increase of over 3 million individuals. Meanwhile, highly rural watersheds saw an increase of only four percent, representing an increase of a little over 9,000 individuals.

- ▶ Most of Canada's rural residents live in watersheds where they are in the minority. An urban-rural dialogue will be a particularly important part of the protocol to manage the water resources within these watersheds.

### **A visit to Canada's countryside: rural tourism** Vol. 6, No. 5

- ▶ Canada's predominantly rural regions were visited by one-half of Canadian tourists, 39 percent of USA tourists and 33 percent of overseas tourists.
- ▶ □ Canadian tourists tended to be younger tourists and were more likely to visit a predominantly rural region.
- ▶ □ USA tourists tended to be older tourists and were more likely to visit a predominantly rural region.
- ▶ □ Tourists from the USA and from overseas spent more money per tourist-visit, in part because they stayed at their destination for a longer period of time.

### **Social engagement and civic participation: Are rural and small town populations really at an advantage?** Vol. 6, No. 4

- ▶ Rural residents are more likely to know all or most of their neighbours and rural residents are more likely to trust their neighbours. However, there is little difference between rural and urban residents in the degree to which they provide help to a neighbour or receive help from a neighbour.
- ▶ Rural residents are more likely to provide unpaid volunteer work for an organization but rural residents are no more likely than urban residents to give unpaid help to people that they know (like relatives, neighbours or friends).
- ▶ Rural residents are more likely to have a strong sense of belonging to their local community.
- ▶ However, there is no difference between rural and urban residents in terms of the degree of social isolation from friends or relatives, the level of political involvement and the levels of trust toward other people.

### **Community demographic trends within their regional context** Vol. 6, No. 3

- ▶ One-third of all 2,607 communities in Canada experienced continuous demographic growth over the 1981 to 2001 period. Another one-third of Canada's communities were in continuous decline over this period.
- ▶ In predominantly urban regions, 97 percent of communities are located within a growing region. In

intermediate regions and rural metro-adjacent regions, 71 percent and 63 percent of communities, respectively, are located within a growing region. In contrast, 64 percent of communities in rural northern regions are located within a declining region.

▶ Not all communities in growing regions grew. More significantly, not all communities in declining regions declined. Thus, not all communities mirror the demographic trajectory of the region in which they are located.

▶ Within each type of region, larger communities grew more than smaller communities.

▶ Growing communities within growing regions are associated with a below average share of employment in primary industries.

#### **Occupational skill level: The Divide between rural and urban Canada** Vol. 6, No. 2

▶ In 2001, managerial and professional occupations were more concentrated in predominantly urban regions than in rural regions, while the intensity of unskilled occupations was sizably higher in predominantly rural regions. This polarization was observed even after controlling for regional differences in industrial structure.

▶ There is a noticeable divide in occupational skill level between the south and west of Canada compared to the north and east of Canada.

▶ During the 1990s, professional occupations became increasingly concentrated in urban regions, while their intensity declined in rural regions. The opposite trend is recorded for unskilled occupations.

▶ Regional differences in employment skill intensity are generally smaller for females than for males.

▶ The rise of the “knowledge economy” has had a regional dimension, appearing to favour urban centres over rural regions.

#### **The loss of dependable agricultural land in Canada** Vol. 6, No. 1

▶ By 2001, about one-half of Canada’s urbanized land was located on dependable agricultural land.

▶ Between 1951 and 2001, the supply of dependable agricultural land declined by 4 percent, while the demand for cultivated land increased by 20 percent.

#### **Tourism employment in rural Canada** Vol. 5, No. 8

▶ Tourism employment represented about three percent of total employment in predominantly rural regions.

▶ Predominantly rural region tourism employment grew the most in the Atlantic Provinces.

▶ Rural metro-adjacent regions recorded the largest increase in tourism employment.

▶ The accommodation sector provided the most tourism jobs in predominantly rural regions, while in predominantly urban and intermediate regions food and beverage industries dominated tourism employment.

#### **The rural-urban income gap between provinces: An update to 2000** Vol. 5, No. 7

▶ The share of the rural population with low incomes has declined, relative to the share of the urban population with low incomes (due largely to an increase in the incidence of low incomes in urban regions).

▶ Within each province, incomes in rural regions are lower than those in urban regions.

▶ The rural-urban income gap has declined in six provinces. The gap increased in Newfoundland and Labrador, Nova Scotia, Ontario and Saskatchewan.

▶ The rural-urban income gap is largest within Nova Scotia and Manitoba and smallest within New Brunswick and Newfoundland and Labrador.

▶ Provinces with above average urban incomes (e.g. Ontario, Alberta and British Columbia) also have above average incomes in their rural regions.

#### **Occupational patterns within industry groups: A rural-urban comparison** Vol. 5, No. 6

▶ Predominantly rural regions have a higher concentration of unskilled occupations, within most industries, compared to predominantly urban regions.

▶ During the 1990s, predominantly rural regions tended to become more intensive in unskilled occupations, within most industries.

#### **Self-employment activity in rural Canada** Vol. 5, No. 5

▶ Rural self-employment workers represented 37 percent of all self-employed workers in Canada in 2001.

- ▶ The self-employment activity rate of workers in rural areas outside the commuting range of larger urban centres was more than double the urban rate in 2001.
- ▶ More workers in rural areas outside the commuting range of larger urban centres were engaged in non-farm self-employment activity than farm self-employment activity by 1996.
- ▶ Self-employment activity rates were higher among rural men than women but the gap narrowed between 1981 and 2001.
- ▶ About half of rural workers who were engaged in (unincorporated) self-employment activity relied on this source for at least three-quarters of their income in 2000.

#### **Immigrants in rural Canada: 2001 update** Vol. 5, No. 4

- ▶ Predominantly rural regions attracted about 12,000 immigrants in each of 2001 and 2002, down from a recent peak of 23,000 in 1993.
- ▶ When census divisions are ranked in terms of the share of their population who are new immigrants, 9 of the top 30 were predominantly rural regions (4 in Manitoba, 3 in Alberta and 2 in British Columbia).
- ▶ New immigrants in all types of regions are much more likely to have a university degree.
- ▶ New immigrants in all types of regions report lower earnings.
- ▶ In rural non-metro-adjacent regions, one-quarter of the new immigrants are working in primary sector occupations.
- ▶ Immigrants in rural northern regions are more educated and report higher earnings and higher employment rates.

#### **Health status and behaviours of Canada's youth: A rural-urban comparison** Vol. 5, No. 3

- ▶ Girls and boys in Canada's northern regions report lower self-rated health and lower functional health.
- ▶ Youth in northern regions are generally more likely to smoke. Within each type of region, girls are more likely to be smokers than boys.
- ▶ Boys in small town regions have the highest prevalence of being overweight or obese.
- ▶ One in four boys report heavy drinking practices in small metro regions, small cities, small towns, and northern regions. In contrast, boys in the major metropolitan regions have the lowest prevalence of heavy drinking.

- ▶ Physical inactivity is generally the same among youth across metro and non-metro regions – a different result than the findings of an earlier study that found that physical inactivity for the population as a whole is more likely in rural areas.

#### **Mapping the socio-economic diversity of rural Canada** Vol. 5, No. 2

- ▶ *Labour force and economic attributes* map a major divide between a lower economic performance in the north and east of Canada and a higher economic performance in the south and west of Canada; and
- ▶ The dimension of *Remote and agro-rural attributes* identifies census divisions with lower housing costs, more children, lower wages, lower educational attainment and lower incomes.
- ▶ These two dimensions capture 45 percent of the socio-economic diversity, as measured by 27 common indicators, across Canada's 288 census divisions.
- ▶ The other four dimensions of socio-economic diversity that were identified in this study are named *Demographic and labour force attributes*, *Complex manufacturing versus non-agricultural primary production*, *Traditional manufacturing versus government employment*, and *Demographic dynamics*.
- ▶ There is a multi-dimensional nature of the performance of regions – some census divisions rank high on some attributes and rank low on other attributes.
- ▶ The classification of regional types into predominantly urban, intermediate, rural metro-adjacent, rural non-metro-adjacent and rural northern regions captures the variation of the identified dimensions relatively well, while showing the diversity of socio-economic conditions within each regional type for other dimensions.

#### **Factors associated with household Internet use** Vol. 5, No. 1

- ▶ Household Internet use is lower outside Canada's top 15 Census Metropolitan Areas (CMAs). This result holds even after we account for some major factors associated with rurality that are also associated with lower Internet use – such as an older population with lower educational attainment and lower incomes. Thus, *rurality* appears to be an independent constraint on household Internet use.
- ▶ Entrepreneurs outside the top 15 CMAs are not using the Internet to overcome distance – in fact, the

self-employed in the top 15 CMAs are more likely to use the Internet.

▶ On the positive side, children outside the top 15 CMAs may be in a relatively advantageous position – households outside the top 15 CMAs with children under 18 years of age are more likely to access the Internet compared to similar households in the top 15 CMAs.

### **More than just farming: employment in agriculture and agri-food in rural and urban Canada** Vol. 4, No. 8

▶ Employment in the agriculture and agri-food industry remained at 15 percent of the total employment over the 1981 to 1996 period. Thus, one in seven Canadian jobs was in agriculture and agri-food.

▶ Although farm employment has declined, employment in agri-food sectors (beyond the farm gate) has grown faster than the overall economy to allow the industry to maintain a constant share of 15 percent of the overall workforce.

▶ In 1981, more people worked on farms than worked in restaurants, bars and taverns. By 1996, employment in the food and beverage service sector was 63 percent larger than farm employment.

▶ Although still relatively intensive in agriculture and agri-food employment, predominantly rural (PR) regions became less so as farm employment declined. In terms of agri-food employment (beyond the farm gate), PR regions gained in intensity, mostly in the restaurant, taverns and bar sub-sector, as well as in agriculture and food wholesale and retail trade, and now equal the Canada-level intensity in “beyond the farm gate” employment.

▶ The processing sector continued to grow, but with fewer workers. Prince Edward Island had the highest proportion of food processing workers in all of Canada, followed by Quebec and New Brunswick.

### **Rural economic diversification – A community and regional approach** Vol. 4, No. 7

▶ There is a wide range in the degree of economic diversification across regions and across communities within each region.

▶ Forty-one percent of all rural communities had a growing labour force and a diversifying economy between 1986 and 1996.

▶ Many rural communities dominated by agriculture and mining industries had a growing labour force and a diversifying economy between 1986 and 1996.

### **The health of rural Canadians: A rural-urban comparison of health indicators** Vol. 4, No. 6

▶ A lower proportion of Canadians living in small town regions (non-metro-adjacent), rural regions and northern regions rated their health as “excellent”, compared to the national average.

▶ Health risk factors that are more prevalent in the non-metropolitan region population included being overweight (i.e., higher body mass index) and smoking.

▶ A lower proportion of Canadians living in northern regions reported excellent or very good functional health (based on eight factors: vision, hearing, speech, mobility, dexterity, feelings, cognition and pain).

▶ Arthritis/rheumatism was higher than the national average in rural (non-metro-adjacent) regions, and conversely, lower in major metro (central) regions even after adjusting for age. People living in northern regions had a higher prevalence of high blood pressure. No significant difference was found by region in the prevalence of diabetes.

▶ Northern regions had higher unmet health care needs compared to the national average while major metro (central) regions had lower unmet health care needs.

### **Rural and urban educational attainment: An investigation of patterns and trends, 1981 – 1996** Vol. 4, No. 5

▶ The gap in educational attainment between urban and rural regions persisted over the 1981 to 1996 period.

▶ Although the average gap did not close, there was a decline in the disparities in educational attainment across census divisions within each type of region. Thus, disadvantaged census divisions were relatively less disadvantaged at the end of the period.

▶ The rural-urban primary education gap closed considerably, but individuals with only primary educational attainment are now more concentrated in rural regions. Thus, more can still be achieved in levelling spatial disparities in primary educational attainment.

▶ Post-secondary educational attainment increased within each type of region – the rural-urban gap persisted – but the concentration in urban regions did not increase.

▶ Differences between macro-regions are marked – a major divide appears with the southern and

western parts of Canada having higher levels of educational attainment and the northern and eastern parts of Canada having lower levels.

### **The rural/urban divide is not changing: Income disparities persist** Vol. 4, No. 4

- ▶ Sub-provincial territorial income disparity increased between 1992 and 1999; income divergence was associated with the economic expansion during the second half of the 1990s.
- ▶ The income disparity due to between-provinces disparity declined in relative terms, while within-provinces disparity became more important in explaining total territorial disparity.
- ▶ Provincial income disparity remained relevant, but income disparities shifted slowly but steadily from a provincial to a rural / urban divide. In consequence, a focus on provincial trends could overlook some of the emerging patterns of territorial disparity across Canada.
- ▶ Income is becoming increasingly concentrated in a small number of census divisions (CDs). Rural CDs, particularly rural northern and rural non-metro-adjacent CDs, represent a declining share of aggregate income, meaning they are becoming relatively smaller in aggregate terms.
- ▶ There are clusters of rich CDs whose relative income conditions further improved during the 1990s; these are typically core urban areas. In contrast, some clusters of low-income CDs, typically in peripheral areas, saw their income levels further deteriorate in relative terms. Some of these clusters cross provincial borders.

### **The gender balance of employment in rural and small town Canada** Vol. 4, No. 3

- ▶ Rural females were less active in the labour market compared to rural males and compared to urban females.
- ▶ Rural females had lower employment rates and if employed, a lower share of rural females worked full-time.
- ▶ Economic and business conditions were one of the major reasons why rural females undertook part-time work—this was not the case for rural males who worked part-time.
- ▶ Rural females worked less paid and unpaid overtime than urban females.

### **Immigrants in rural Canada** Vol. 4, No. 2

- ▶ Immigrants tend to prefer urban to rural: in 1996, they made up 27 percent of the population in predominantly urban regions, compared with 6 percent of the population in predominantly rural regions.
- ▶ Recent and new immigrant groups intensified this urban trend: those who arrived between 1981 and 1996 made up only 2 percent of the predominantly rural region population, but 13 percent of the predominantly urban region population.
- ▶ In predominantly rural regions, immigrants had a higher level of education, compared with the Canadian-born: a lower proportion had less than a high school diploma and a higher percentage were university graduates.
- ▶ In predominantly rural regions, immigrants who arrived before 1981, when compared to the Canadian-born,
  - ▶ had a higher employment rate,
  - ▶ were more likely to work in professional services, and
  - ▶ had higher employment incomes.
- ▶ In predominantly rural regions, recent and new immigrants (who have arrived since 1981), when compared to the Canadian-born,
  - ▶ had a lower employment rate,
  - ▶ were more likely to work in sales and services, and
  - ▶ had lower employment incomes.
- ▶ Immigrants in the rural northern regions had more favorable socio-economic profiles than in other regions.

### **Part-time employment in rural Canada** Vol. 4, No. 1

- ▶ Rural areas have a higher incidence of part-time employment.
- ▶ The average annual rate of part-time job growth in rural Canada was higher between 1987 and 1997 than between 1997 and 1999.
- ▶ The predominantly rural provinces have the highest incidence of part-time employment in their rural areas.
- ▶ The majority of part-time employment growth in rural areas is occurring in predominantly urban provinces.

### **Seasonal variation in rural employment** Vol. 3, No. 8

- ▶ Within each industrial sector (except agriculture), the rural and small town (RST) workforce exhibited a higher amplitude of seasonality than the workforce in larger urban centres (LUCs), over the 1996 to 2000 period.
- ▶ After accounting for the national average amplitude of seasonality and after accounting for the intensity of rural employment in highly seasonal sectors (such as “primary sector other than agriculture” and “construction”), we calculated that 39 percent of RST seasonal employment is due to the unique aspects of working in RST areas.
- ▶ Higher rural seasonality may be due to the fact that RST industries, such as processing and transportation, have stronger links to primary commodity flows.
- ▶ Agriculture is the sole sector where the workforce in LUCs is more seasonal than the RST workforce. This may be due to the concentration of nurseries and greenhouses on the fringes of urban areas.

### **Rural income disparities in Canada: A comparison across the provinces** Vol. 3, No. 7

- ▶ Within each province, incomes in rural regions are lower than the incomes in urban regions.
- ▶ Provinces with above average urban incomes (e.g. Ontario, Alberta and British Columbia) also have above average incomes in their rural regions.
- ▶ The rural-urban income disparity is largest within Nova Scotia and Manitoba and smallest within New Brunswick and Newfoundland and Labrador.
- ▶ The rural-urban income gap has declined within all provinces, except Newfoundland and Labrador.
- ▶ The share of the rural population with low incomes has declined, relative to the share of urban population with low incomes (due largely to an increase in the incidence of low incomes in urban regions).

### **Migration to and from rural and small town Canada** Vol. 3, No. 6

- ▶ Rural and small town regions of Canada experienced net in-migration between 1971 and 1981, net out-migration between 1981 and 1991, and net in-migration again between 1991 and 1996.
- ▶ In rural and small town Canada, in-migration exceeds out-migration in all age classes from 25 to 69 years of age.
- ▶ At the provincial level, rural and small town regions of British Columbia, Alberta and Ontario

have net in-migration. Quebec, Manitoba, Saskatchewan and Newfoundland and Labrador have net out-migration. Migration has little overall effect on the rural and small town populations of Nova Scotia, Prince Edward Island and New Brunswick.

- ▶ Within rural and small town Canada, there is an association between higher educational attainment and increased mobility.

### **Information and communication technologies in rural Canada** Vol. 3, No. 5

- ▶ Rurality matters when considering computer ownership and Internet connectivity.
- ▶ Computer ownership and Internet connectivity are lower for individuals in older age classes but, within each age class, rural individuals are less likely to own a computer or to be connected to the Internet.
- ▶ Computer ownership and Internet connectivity are lower for individuals in lower income classes but, within each income class, rural individuals are less likely to own a computer or to be connected to the Internet.
- ▶ Individuals with a lower level of educational attainment are less likely to own a computer or to be connected to the Internet, but, within each educational attainment class, rural individuals are less likely to own a computer or to be connected to the Internet.
- ▶ Rural individuals in the higher income provinces (Alberta, Ontario and British Columbia) are more likely to be connected to the Internet than rural individuals in the other provinces.
- ▶ Although rural Internet connectivity lags behind urban, both are increasing at similar rates.

### **Employment in rural and small town Canada: An update to 2000** Vol. 3, No. 4

- ▶ Rural and small town areas of the Atlantic Provinces and Quebec have lower employment rates and higher unemployment rates than the rural and small town Canadian average. The reverse is true in the Western Provinces and Ontario. However, this geographic discrepancy appears to be lessening.
- ▶ Female youth in rural and small town areas have appreciably lower labour force participation rates and lower employment rates than female youth in larger urban centres and the male youth populations.

- ▶ Rural and small town female youth have lower unemployment rates than male youth in both rural and small town areas and larger urban centres.
- ▶ There is a growing share of employment in rural and small town areas in Manufacturing; Professional, Scientific and Technical Services; and Management of Companies and Administrative and Other Support services.
- ▶ Relative to Canada as a whole, the rural and small town areas are increasing their employment intensity (as measured by location quotients) in Transportation and Warehousing and in Management of Companies and Administrative and Other Support services.

### **Definitions of rural** Vol. 3, No. 3

- ▶ Several alternative definitions of “rural” are available for national level policy analysis in Canada.
- ▶ For each rural issue, analysts should consider whether it is a local, community or regional issue. This will influence the type of territorial unit upon which to focus the analysis and the appropriate definition to use.
- ▶ Different definitions generate a different number of “rural” people.
- ▶ Even if the number of “rural” people is the same, different people will be classified as “rural” within each definition.
- ▶ Though the characteristics of “rural” people are different for each definition of “rural”, in general, each definition provides a similar analytical conclusion.

### **Urban consumption of agricultural land** Vol. 3, No. 2

- ▶ Urban uses have consumed 12 thousand square kilometres of land since 1971. One-half of this—equivalent to the size of Prince Edward Island—was “dependable” farmland (i.e. Class 1-2-3 land as classified by the *Canada Land Inventory*).
- ▶ The urban consumption of agricultural land is partly due to the growing urban population and it is partly due to new urban households consuming more land per dwelling.
- ▶ In Ontario, over 18 percent of Class 1 farmland is now being used for urban purposes.

### **Employment structure in rural and small town Canada: The producer services sector** Vol. 3, No. 1

- ▶ The producer services sector is a growing sector. It has grown in each period since 1981.
- ▶ Predominantly rural regions are participating in this growth. In fact, in the 1991 to 1996 period, employment in the producer services sector grew faster in each type of rural region.
- ▶ However, rural regions still have a very low share of their employment in the producer services sectors. The good news is that rural areas are not losing their relative employment intensity in producer services. The bad news is that rural areas are not gaining relative to larger urban centres.

### **Employment structure in rural and small town Canada: The manufacturing sector** Vol. 2, No. 8

- ▶ Manufacturing is one of the major employment sectors in Rural and Small Town (RST) Canada. Manufacturing employment ranks as a major sector in rural areas in Nova Scotia, New Brunswick, Quebec and Ontario. We recognise that a different ranking may be derived from a different aggregation of the industrial sectors.
- ▶ RST areas are increasing their employment in manufacturing relative to larger urban centres. Thus, RST areas appear to be competitive in manufacturing. However, much of this manufacturing is concentrated in the traditional manufacturing industries that process primary products (e.g. fish, wood, minerals, etc.).

### **Employment structure in rural and small town Canada: The primary sector** Vol. 2, No. 7

- ▶ Rural metro-adjacent and rural non-metro adjacent regions are each about 2.5 times more intensive in agricultural employment, compared to the national average. Thus, the decline in agricultural employment in the 1991 to 1996 period had a relatively stronger impact in these regions, compared to other regions.
- ▶ Rural northern regions are 7 times more intensive in “other primary” employment (i.e. fishing, logging and forestry, mining and oil and natural gas extraction), compared to the national average. Thus, the on-going labour shedding of these industries, at least since 1981, has had a relatively stronger impact in rural northern regions, compared to other regions.

## **Employment structure in rural and small town Canada: An overview** Vol. 2, No. 6

- ▶ Predominantly rural regions provide employment for 29 percent of Canadians. This share has been essentially constant since 1981.
- ▶ The retail and wholesale trade sector is the biggest sector for employment in rural and small town Canada and ranks as one of the top two sectors in each province. (We acknowledge that the ranking of sectors depends upon how the various sub-sectors are grouped together.)
- ▶ Manufacturing is also a top sector for employment in rural and small town Canada and within each of Nova Scotia, New Brunswick, Quebec and Ontario.
- ▶ The primary sector ranks as a top sector for rural and small town employment in each Prairie Province and in Prince Edward Island.
- ▶ Only regions which are adjacent to a major metropolitan centre reported employment growth above the Canadian average in each five year period since 1981. In addition, four northern regions reported above average employment growth for three consecutive periods.
- ▶ One-half of the regions that reported below average employment growth for three consecutive periods were rural regions that were not adjacent to a metropolitan centre. The lack of access to a metropolitan centre appears to constrain employment growth.

## **Measuring economic well-being of rural Canadians using income indicators** Vol. 2, No. 5

- ▶ Rural families have lower incomes.
- ▶ The rural-urban income gap has been closing over time.
- ▶ Rural families in the Atlantic Provinces and in Quebec have relatively lower incomes. Rural families in Ontario and British Columbia have relatively higher incomes.
- ▶ Rural areas have a smaller proportion of families with low incomes, if we use the Statistics Canada low income cut-off (LICO) indicator, which includes an adjustment for the cost of living across urbanisation classes.
- ▶ Rural areas have a larger proportion of families with low incomes, if we use the “low income measure” (LIM) that is one-half of the national median income, adjusted for family size.
- ▶ Within rural areas, the distribution of income is “more equal” than in urban areas.
- ▶ Communities with a larger proportion of families with low income (using either measure of low

income) have less in -migration of young adults, 25 to 29 years of age.

- ▶ Rural residents receive relatively more in social transfers and pay relatively less in taxes.

## **Housing conditions in predominantly rural regions** Vol. 2, No. 4

- ▶ A relatively lower share of households in predominantly rural regions are below standard in the sense that fewer households fail to meet the affordability, suitability and adequacy norms.
- ▶ Within predominantly rural regions, it is the rural northern regions that report a relative lack of housing suitability (i.e. size relative to family size and family composition) and a relative lack of housing adequacy (i.e. state of repair).

## **Rural youth migration between 1971 and 1996** Vol. 2, No. 3

- ▶ All provinces lost youth from their rural areas between 1971 and 1996. The greatest loss was in Saskatchewan and in the four Atlantic Provinces, particularly in Newfoundland and in Prince Edward Island. The provinces with the smallest loss of rural youth were Alberta and British Columbia.
- ▶ Urban areas gained youth in all provinces except in the Atlantic Provinces. Urban areas in Alberta showed the largest gains. In the Atlantic Provinces, urban areas lost youth in Newfoundland and in Prince Edward Island, but only in some age groups. In Nova Scotia and New Brunswick, the urban youth population appears stable.
- ▶ Alberta had the strongest rate of provincial in-migration of young adults. Ontario and British Columbia also have provincial in-migration of young adults.

## **Population structure and change in predominantly rural regions** Vol. 2, No. 2

- ▶ In 1996, 31.4 percent of Canada’s population lived in predominantly rural regions.
- ▶ Each Atlantic Province, Saskatchewan and the Yukon and Northwest Territories have more than 50 percent of their population living in predominantly rural regions.
- ▶ Rural metro-adjacent regions are the fastest growing rural regions. These regions represent one-half of the population in predominantly rural regions.
- ▶ Predominantly rural regions in Newfoundland and Saskatchewan show continuous population decline.

► Net migration is strongest toward rural metro-adjacent regions.

### **Factors associated with female employment rates in rural and small town Canada** Vol. 2, No. 1

► There are significant differences in labour market experiences when comparing women in rural and small town (RST) labour markets and women in the labour markets of larger urban centres (LUC). However, contrary to the expectations of many, these differences do not appear to be due to differences in access to childcare facilities, differences in returns to human capital or differences in “traditional attitudes” to the role of women in labour markets.

► In RST areas, older women are more likely to be working, compared to women of the same age in LUC, when all other factors are held constant.

► Also, women in LUC are less likely to be working in a given year if the income of the household was higher in the previous year – however, this relationship is significantly less pronounced for rural areas.

### **Geographical patterns of socio-economic well-being of first nations communities** Vol. 1, No. 8

► First Nations communities in the Prairie provinces and Canadian Shield locations typically have the poorest conditions, as defined by education, housing, employment and income.

Southern British Columbia and B.C. coastal communities along with southern Ontario communities have relatively good conditions.

► Between 1986 and 1996, there has been little change in the geographic patterns of socioeconomic well-being among First Nations communities.

► First Nations communities appear to be poorly integrated with the surrounding non-aboriginal society and economy — at least in ways that are mutually beneficial. There are only weak correlations between the employment, income and housing of First Nations communities and the neighbouring non-aboriginal communities.

### **Computer use and internet use by members of rural households** Vol. 1, No. 7

► The share of rural and small town individuals with a computer at home increased from 14 percent in 1989 to 22 percent in 1994. The largest increase was for individuals with at least high school

graduation and for individuals in households with total income of \$40,000 or more.

► In 1989, 12 percent of rural and small town residents used a computer at work. This increased to 17 percent in 1994. Among these individuals, 40 percent were affected by the introduction of computers at work. Two-thirds noted that, as a result of the introduction of computers, an increase in skill level was needed to do their job.

► In 1997, 29 percent of rural households had one member who had used computer communications at least once (from any location). In 10 percent of rural households, one person used computer communications in a typical month *from home*. General browsing and email were the most common uses while electronic banking and shopping were much less common.

► Only 3 percent of rural households reported using computer communications in a typical month for a self-employed business.

### **Factors associated with local economic growth** Vol. 1, No. 6

► A higher education level in a community provided only a weak boost to employment growth during the 1980s.

► Communities that were relatively specialised in primary sector employment and traditional manufacturing employment were relatively disadvantaged in the 1980s.

► The type of region in which a community was located had a substantial impact on the rate of local economic growth. Communities in regions influenced by metropolitan centres benefited relative to other communities.

► A higher unemployment rate in a community in 1981 did not indicate an excess supply of labour that would attract employers. In fact, wage rates grew less in these communities and thus these communities fell further behind during the 1980s.

► Communities with a higher share of population with low incomes experienced higher economic growth in the 1980s, relative to the average community. These communities were catching up to the average community during the 1980s.

► There was a wide variability in community growth patterns in the 1980s. Many communities achieved economic growth in spite of the factors identified here that constrained growth for the average community.

### **How far to the nearest physician? Vol. 1, No. 5**

- ▶ In 1993, there were only half as many physicians per 1,000 population in rural and small town Canada compared to larger urban centres.
- ▶ However, two-thirds of rural and small town Canadians lived within 5 km of a physician. About 7 percent lived more than 25 km from a physician.
- ▶ In northern remote communities, over two-thirds of the population lived more than 100 km from a physician.

### **Rural and urban household expenditure patterns for 1996 Vol. 1, No. 4**

- ▶ Rural and urban households spend the same share of their budget on the necessities of food, clothing and shelter but rural households spend more on food and less on shelter.
- ▶ Distance influences rural household expenditure patterns. Rural households spend a higher share on transportation and a lower share on some services (e.g., cablevision, Internet) which are more difficult to access.

### **The composition of business establishments in smaller and larger communities in Canada, Vol. 1, No. 3**

- ▶ There was a large number of new business starts in both smaller and larger communities in the 1993 to 1996 period.
- ▶ Smaller communities have relatively more businesses.
- ▶ Small communities are more likely to have smaller businesses.
- ▶ Service industry businesses dominate in both smaller and larger communities.
- ▶ Producer service businesses have a relatively lower presence in smaller communities while distributive services, personal services and social services are almost equally spread across smaller and larger communities.

### **Employment patterns in the non-metro workforce Vol. 1, No. 2**

- ▶ Patterns of employment growth and decline in the non-metro workforce differed from those in the metro workforce.
- ▶ The growth and decline of non-metro employment varied according to provincial economic activities.
- ▶ For all provinces, except the Prairie provinces, non-metro unemployment rates were generally higher than metro unemployment rates.
- ▶ Non-metro unemployment rates were less sensitive to economic fluctuations. In a recession, the rise in the unemployment rate was slower in non-metro areas. In economic expansions, the fall in the non-metro unemployment rate was slower.
- ▶ Employment rates (employment / population ratios) were lower in non-metro labour markets.
- ▶ Employment rates were higher in Western Canada.

### **Rural and small town population is growing in the 1990s, Vol. 1, No. 1**

- ▶ Overall, Canada's rural and small town population has grown in each intercensal period since 1976.
- ▶ Rural and small town growth rates vary widely among the provinces.
- ▶ Much of the growth within rural and small town areas is in the small towns.
- ▶ Sub-provincial data show wide regional differences within each province.
- ▶ However, population growth has been higher in 'larger urban centres'.
- ▶ Thus, the share of Canada's population living in rural and small town areas has declined from 34 percent in 1976 to 22 percent in 1996.
- ▶ Newfoundland is the only province with over 50 percent of its population living in rural and small town areas.