

RURAL TRENDS

# Focus on Rural Ontario

*2015 Fact Sheet Series*



RURAL ONTARIO  
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The Rural Ontario Institute is a non-profit organization committed to developing leaders, initiating dialogue, supporting collaboration and promoting action on issues and opportunities facing rural Ontario.

The Rural Ontario Institute has commissioned the *Focus on Rural Ontario* project to build understanding of key trends affecting rural Ontario and is pleased to present the compiled version of the 2015 series. All *Focus on Rural Ontario* fact sheets are available at [www.ruralontarioinstitute.ca](http://www.ruralontarioinstitute.ca).

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## Set and Topic

## Fact Sheet Title and Highlights

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### Population Change

#### **Change in non-metro population, 2014**

- As a whole Ontario's non-metro population grew up to 2006 but there has been virtually no change since that time.
- Some parts of non-metro Ontario are, however, growing. Since 2006, there has been population growth in one-third to one-half of non-metro census divisions, depending on the year.
- The non-metro share of Ontario's population has dropped slowly from 25% in 1996 to the current proportion of 21%.

#### **Components of non-metro population change, 2014**

- Overall Ontario's non-metro census divisions (CDs) have been losing population due to more deaths than births since 2009.
- Since 2004, non-metro CDs have been losing population due to greater out-migration to other CDs (generally to other provinces) compared to the number of in-migrants.
- A significant share of non-metro CDs do not follow the overall pattern as they have more births than deaths and net migration with other CDs is positive.
- Net international immigration has made only a small contribution to non-metro population growth with immigrant arrivals being slightly larger than immigrant departures since 2003.

#### **Immigrant arrivals in 2014**

- Immigration contributed very little to non-metro population growth in 2014. Immigrant arrivals represented 0.08% of non-metro population and emigrant departures represented 0.065%.

2

### Migration

#### **Census Division Migration, 1996-2014**

- Non-metro CDs have been losing population in the migration exchange for each year since 2006.
- The overall positive in-flow of migrants to non-metro CDs from other CDs in Ontario is more than offset by migrant departures to other provinces.
- Despite this net outflow, in 2014, 52% of non-metro CDs experienced positive net migration.

#### **Youth migration, 2009-2014**

- From 2009 to 2014, 26 of 27 non-metro CDs lost youth (15 to 19 years of age) and young adults (20 to 24 years of age) due to migration.
- For all non-metro taken together as a group, young adults 25 to 29 years of age and 30 to 34 years of age are not returning to non-metro CDs, on a net basis.
- Nonetheless, in the 2009 to 2014 period, 13 of 27 non-metro CDs did attract young adults 25 to 29 years of age (and 11 of 27 CDs attracted young adults 30-34 years of age).

### 3 Employment

#### **Non-metro employment trends**

- Non-metro employment is now lower than the peak in 2008 – it is back to the level in 2002.
- Generally, the level of non-metro employment has fluctuated but has been essentially flat with no increasing and no decreasing trend in the past 10 years.
- This flat employment trend exists in each non-metro economic region, except in the Northwest Economic region which has been persistently declining during the past 10 years.

#### **Non-metro employment rates**

- For the core-age workforce (25 to 54 years of age), the non-metro employment rate (i.e. the percent employed) has increased slightly since the 2009 economic downturn.
- The non-metro employment rate is higher than in metro areas in the peak months and lower than metro in the winter months, due to more seasonal work in non-metro areas.
- When averaged over 12 months, males in non-metro areas have lower employment rates, compared to metro males and non-metro females have higher rates, compared to metro females.

#### **Non-metro employment by sector, 2014**

- Non-metro CDs have a higher share of employment in each of the goods-producing sectors, compared to Ontario as whole.
- The intensity was higher by 3.5 times in agriculture and forestry, 3.2 in mining, 2.2 in utilities, 1.2 in construction and 1.1 in manufacturing.
- Non-metro CDs were more intensive in four service-producing sectors (1.1 in retail trade, 1.2 in health care, 1.1 in accommodation and food services and 1.1 in public administration).
- Several service-producing sectors are under-represented in non-metro Ontario and these may offer potential opportunities to increase employment.

### 4 Sector Analysis

#### **Non-metro employment: agriculture and food**

- Employment on farms and in food-related sectors represents about 15% of total employment in Ontario's non-metro census divisions.
- Non-metro employment on farms declined less than the national pattern from 2001 to 2014.
- Nearly all food-related sub-sectors declined faster or grew more slowly than the national pattern, when comparing the employment levels in 2001 and 2014.

#### **Non-metro employment: forestry and mining**

- Since 2001, non-metro employment in mining and oil & gas has increased by about 3,800 workers while non-metro employment in forestry has declined by 3,300 workers.
- About 46% of Ontario's employment in this sector is located in the Northeast Economic Region, which includes the metro area of Greater Sudbury.

### **Non-metro employment: construction sector**

- Non-metro employment in construction is now higher than before the 2009 downturn.
- Construction employment has regained the pre-downturn level in each economic region and this level is higher than earlier periods (except in the Northwest Economic Region).

### **Non-metro employment: non-food manufacturing**

- In non-metro CDs, employment in all manufacturing sectors (120,000) now represents 11% of total employment, down from 140,000 (16% of all non-metro jobs) in 2001.
- The number employed in non-food manufacturing declined 28% while food manufacturing declined by 17% from 2001 to 2014.
- The overall decline in manufacturing employment is evident in each economic region.

### **Non-metro employment: professional services**

- Non-metro employment in professional services grew 24% from 2001 to 2014 but the growth was less than expected, based on national patterns of growth.
- Each subsector grew from 2001 to 2014 but most grew slower than the national patterns.
- The largest subsectors are engineering services (which includes surveying and mapping) and accounting and tax preparation services.

### **Non-metro employment: arts, recreation & information**

- Employment in the sector of arts, entertainment and recreation was 1.8% of the total employment in non-metro census divisions in 2014.
- This sector grew from 2001 to 2014, in part, due to job increases at golf courses, ski hills and marinas.
- Employment in 2014 in information and cultural industries was 0.9% of the non-metro total.
- This sector declined from 2001 to 2014, due, in part, to the overall decline in employment in newspaper, magazine and book publishing.
- Subsectors with non-metro employment growth more than expected, based on national patterns, included Internet publishing, the sector of independent artists, writers and performers and the sector of heritage institutions.

### **Non-metro employment: wholesale and retail trade**

- Non-metro employment in wholesale trade represents 3% of total non-metro employment.
- Employment in retail trade represents 13% of total non-metro employment. In each case, employment levels have been essentially flat during the past 10 years.

### **Non-metro income: Levels and trends**

- Non-metro family income has been increasing faster than inflation, although the level was generally flat during the last half of the 2000s.
- Similarly, the level of income for non-metro unattached individuals has been generally increasing relative to inflation over the past 20 years.
- The incomes in non-metro Ontario are about 15% less than the incomes in metro Ontario.

### **Non-metro incidence of low income**

- The share of non-metro individuals living in low income families is lower than for metro individuals, when the income threshold is adjusted for the lower cost of rural living.
- However, the incidence of low income is higher when the threshold is not adjusted for the cost of living, because non-metro incomes are lower, on average.

### **Non-metro low income gap**

- For family units with low income in non-metro Ontario, the income boost (or “gap”) to attain the low income threshold in 2013 was \$8,600 or \$9,400 per family, depending upon the measure of low income.
- The non-metro LICO gap has fallen, somewhat, over time but the non-metro LIM gap has not changed substantially over time.

### **Non-metro income inequality**

- Income inequality within non-metro Ontario is lower than the income inequality found within metro areas of Ontario
- The income inequality within most economic regions is lower than for Ontario as whole, due, in part, to the slightly higher index of inequality in the Toronto (and area) economic region.

### **Volunteering in non-metro Ontario**

- Between 43% and 50% of non-metro individuals provide unpaid work for groups or organizations. This is at about the same rate as metro individuals, depending upon the year.
- Volunteering is slightly higher among individuals 35 to 54 years of age and among those with a university degree.
- In addition to formal volunteering with an organization, many also provide direct help to others – both to help look after their home or to provide care for the individual.

### **Why individuals volunteer**

- In 2013, 91% of non-metro volunteers wanted to make a contribution to their community.
- Three other reasons for volunteering that were mentioned by over 50% of volunteers were as follows:
  - wanting to develop and to use their skills;
  - they were personally affected by the cause for which they are volunteering; and
  - wanting to improve their own level of health and well-being.
- Volunteers were most likely to say they acquired interpersonal and communication skills.
- 54% of volunteers participated in fundraising and 48% participated in organizing events.



## **Charitable giving in non-metro Ontario**

- The vast majority of non-metro residents contribute to charities (86 to 90% per year).
- The average annual contribution to charities was \$534 per donor in non-metro areas in 2013.
- In aggregate, non-metro residents donate about \$1 billion annually.

## **Why individuals donate**

- Over 80% of donors say they make charitable donations because of their compassion towards people in need and to help a cause in which they personally believe.
- Also, 80% of donors state they wish to make a contribution to their community.
- Health-related and social service organizations receive more donations than other types of organizations.
- The top three ways of giving are responding to a canvasser at a retail store or shopping centre, sponsoring someone in an event such as a walk-a-thon and a donation in the name of a person who has passed away.

## Change in non-metro population, 2014

Vol. 3, No. 1, Aug. 2015

### Highlights

- As a whole, Ontario's non-metro population grew up to 2006 but there has been virtually no change since that time.
- However, some parts of non-metro Ontario are growing. Since 2006, there has been population growth in one-third to one-half of non-metro census divisions, depending on the year.
- The non-metro share of Ontario's population has dropped slowly from 25% in 1996 to the current proportion of 21%.

### Why look at population size and growth?

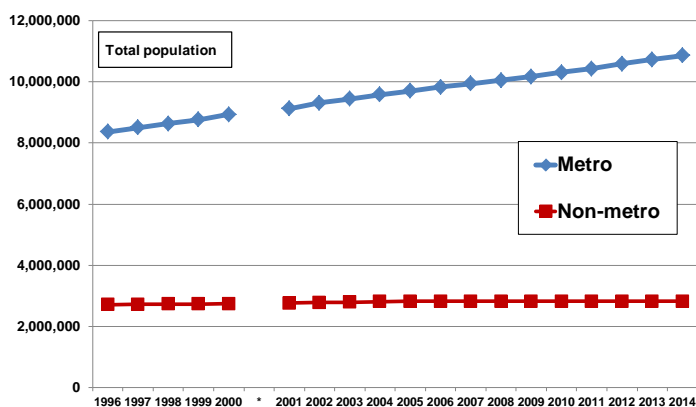
Population growth or decline impacts housing demand, labour markets, consumer spending levels and the need for public services such as hospitals and schools. Population growth is considered by many as an indicator of economic vitality – i.e. jobs are being created and/or that it is a desirable place to live.

### Findings

In 2014, Ontario's non-metro population was 2.8 million (Figure 1). Ontario's non-metro population has remained virtually unchanged since 2006 – shown as the red bars in Figure 2 indicating essentially no growth and no decline during the 2006 to 2014 period. This is compared to metro population growth of 1% or more for each year since 1996.

**Figure 1**

Ontario's non-metro population was 2.8 million in 2014

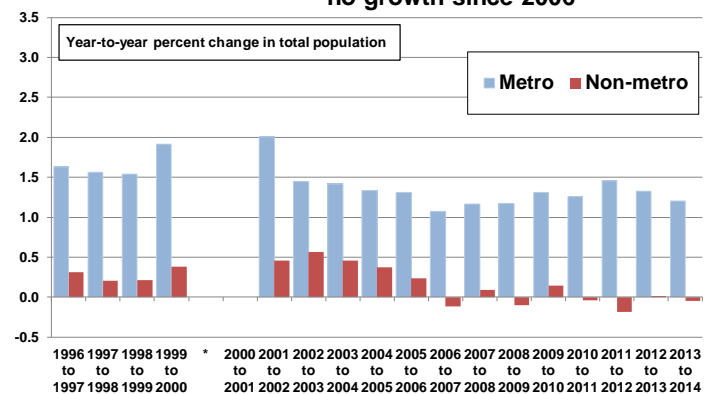


\* Data for 1996 to 2000 are classified according to the 2006 grid for CMA boundaries and data since 2001 are classified according to the 2011 grid for CMA boundaries. Source: Statistics Canada, Annual Demographic Statistics, CANSIM Table 051-0001 and 051-0056.

As a result of lower population growth in non-metro areas, Ontario's non-metro population is now 21% of Ontario's total population, compared to 25% in 1996 (Figure 3).

**Figure 2**

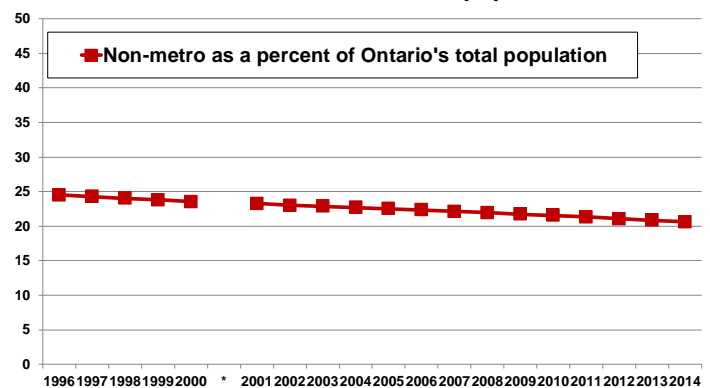
Ontario's non-metro population has shown no growth since 2006



\* Data for 1996 to 2000 are classified according to the 2006 grid for CMA boundaries and data since 2001 are classified according to the 2011 grid for CMA boundaries. Source: Statistics Canada, Annual Demographic Statistics, CANSIM Table 051-0001 and 051-0056.

**Figure 3**

Non-metro areas represented 21% of Ontario's population in 2014



\* Data for 1996 to 2000 are classified according to the 2006 grid for CMA boundaries and data since 2001 are classified according to the 2011 grid for CMA boundaries. Source: Statistics Canada, Annual Demographic Statistics, CANSIM Tables 051-0001 and 051-0056.

Non-metro CDs had a population of 2 million in 2014 (Table 1, line 3 - see Appendix). Again though, across all non-metro CDs, there has been essentially no population change since 2006.

Partially-non-metro CDs have grown, on average, throughout the 1996 to 2014 period but their growth rate has been about half the growth rate of metro CDs in recent years (Table 1, lines 5 & 6).

Importantly, there has always been a significant share of non-metro CDs with population growth. Over the 1996 to 2014 period, the share of non-metro CDs with population growth has ranged from a low of 30% of non-metro CDs (in 2007) up to a high share of 78% in 2003 and 2004 (Table 1, line 15). Although overall non-metro population has remained unchanged since 2006, about 1/3 to 1/2 of non-metro CDs have reported population growth.

In fact, from 2006 to 2014, 19% of non-metro CDs have grown their population in each of those eight years (Table 2). Although the average non-metro CD is not growing, some have generated population growth in each year since 2006.

**Table 2**

Percent of census divisions (CDs) with continuous population growth and with continuous population decline			
	Metro CDs	Partially-non-metro CDs	Non-metro CDs
<b>Percent of CDs reporting continuous population growth</b>			
.. 1996 to 2014	75	50	7
.. 2006 to 2014	88	57	19
<b>Percent of CDs reporting continuous population decline</b>			
.. 1996 to 2014	0	0	11
.. 2006 to 2014	0	7	22

Source: Statistics Canada. Annual Demographic Statistics, CANSIM Table 051-0063.

Since 2006, the non-metro CDs with continuous population growth are Haliburton, Muskoka, Manitoulin, Northumberland and Renfrew. The CDs with continuous population loss were Algoma, Cochrane, Huron, Rainy River, Sudbury and Timiskaming. A higher share of partially-non-metro CDs and metro CDs report consistent population growth.

### Summary

Ontario's non-metro areas reported consistent population growth up to 2006 but there has been virtually no change since that time. In comparison, since 2006, there has been population growth in one-third or more of the non-metro CDs.

Since 2006, 19% of non-metro CDs have grown for eight consecutive years.

### Appendix: Non-metro areas vs non-metro CDs

Please refer to the first issue of *Focus on Rural Ontario* in June, 2013 Overview of Ontario's rural geography" where non-metro areas were defined as the population living outside the commuting zone of a Census Metropolitan Area (CMA) (where an incorporated town or municipality (i.e. a census sub-division (CSD)) would be delineated as part of the CMA if 50% of the workforce commuted to the CMA). In addition, three groups of census divisions (CDs) were created where metro CDs had all their component CSDs delineated as part of a CMA, a partially-non-metro CD had some CSDs inside a CMA and some CSDs outside a CMA (see table below) and a non-metro CD had all of its component CSDs outside a CMA.

Population distribution in Ontario, 2011			
	Metro areas (CMAs)	Non-metro areas (Non-CMAs)	Total
Metro CDs	7,145,284	534	7,145,818
Partially-non-metro CDs	3,124,328	606,869	3,731,197
Non-metro CDs	394	1,974,412	1,974,806
<b>Total</b>	<b>10,270,006</b>	<b>2,581,815</b>	<b>12,851,821</b>

Source: Table 1 in *Focus on Rural Ontario* "Overview of Ontario's rural geography" (July, 2013).

**Table 1**

Population size and population change in metro census divisions (CDs), partially-non-metro CDs and non-metro CDs, Ontario, 1996 to 2014																			
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Total population (at July 1)</b>																			
1 Metro CDs	5,810,155	5,909,431	6,005,910	6,100,570	6,222,260	6,377,235	6,512,905	6,604,720	6,694,556	6,783,918	6,880,907	6,971,001	7,070,115	7,171,458	7,279,078	7,380,455	7,491,848	7,602,886	7,704,803
2 Partially-non-metro CDs	3,258,306	3,302,593	3,345,496	3,390,489	3,446,724	3,502,040	3,556,026	3,605,824	3,655,668	3,698,903	3,732,603	3,748,549	3,769,160	3,785,709	3,814,544	3,841,310	3,876,858	3,907,039	3,934,307
3 Non-metro CDs	2,014,442	2,015,627	2,014,495	2,013,700	2,014,306	2,018,095	2,024,368	2,033,214	2,039,844	2,045,169	2,048,056	2,044,645	2,043,350	2,040,520	2,041,441	2,041,779	2,041,376	2,041,004	2,039,630
4 All CDs	11,082,903	11,227,651	11,365,901	11,504,759	11,683,290	11,897,370	12,093,299	12,243,758	12,390,068	12,527,990	12,661,566	12,764,195	12,882,625	12,997,687	13,135,063	13,263,544	13,410,082	13,550,929	13,678,740
<b>Population change, June 30 to July 1</b>																			
5 Metro CDs	1.7	1.6	1.6	2.0	2.5	2.1	1.4	1.4	1.4	1.3	1.4	1.3	1.4	1.4	1.5	1.4	1.5	1.5	1.3
6 Partially-non-metro CDs	1.4	1.3	1.3	1.7	1.6	1.5	1.4	1.4	1.2	0.9	0.4	0.5	0.4	0.8	0.7	0.9	0.8	0.7	0.7
7 Non-metro CDs	0.1	-0.1	0.0	0.0	0.2	0.3	0.4	0.3	0.3	0.1	-0.2	-0.1	-0.1	0.0	0.0	0.0	0.0	0.0	-0.1
8 All CDs	1.3	1.2	1.2	1.6	1.8	1.6	1.2	1.2	1.1	1.1	0.8	0.9	0.9	1.1	1.0	1.1	1.1	1.1	0.9
<b>Number of CDs with population growth, June 30 to July 1</b>																			
9 Metro CDs	7	7	7	7	7	7	7	7	8	8	8	8	8	8	7	8	8	8	8
10 Partially-non-metro CDs	13	12	13	13	12	13	14	13	13	13	10	11	10	12	12	13	12	12	12
11 Non-metro CDs	15	13	13	15	15	20	21	21	18	17	8	10	11	16	14	13	13	13	12
12 All CDs	35	32	33	35	34	40	42	41	39	38	26	29	29	35	34	34	33	33	32
<b>Percent of CDs with population growth, June 30 to July 1</b>																			
13 Metro CDs	88	88	88	88	88	88	88	88	88	100	100	100	100	88	100	100	100	100	100
14 Partially-non-metro CDs	93	86	93	93	86	93	100	93	93	93	71	79	71	86	86	93	86	86	86
15 Non-metro CDs	56	48	48	56	56	74	78	78	67	63	30	37	41	59	52	48	48	48	44
16 All CDs	71	65	67	71	69	82	86	84	80	78	53	59	59	71	69	69	67	65	65

Source: Statistics Canada. Annual Demographic Statistics, CANSIM Table 051-0062.

## Components of non-metro population change, 2014

Vol. 3, No. 2, Aug. 2015

### Highlights

- Overall, Ontario's non-metro CDs have been losing population due to more deaths than births since 2009.
- Since 2004, non-metro CDs have been losing population due to greater out-migration to other CDs (generally to other provinces) compared to the number of in-migrants.
- A significant share of non-metro CDs do not follow the overall pattern as they have more births than deaths and net migration with other CDs is positive.
- Net international immigration has made only a small contribution to non-metro population growth with immigrant arrivals being slightly larger than emigrant departures since 2003.

### Why look at components of population change?

A review of the contribution of natural balance (i.e., births minus deaths) and the contribution migration – both international migration and internal migration within Canada - helps illuminate the most significant drivers of population change. This could assist in targeting policy or program development to focus on either counteracting negative trends or accelerating positive ones.

### Findings

Table 1 shows that in 2014, the components of population change in non-metro census divisions (CDs) were:

- a negative natural balance due to more deaths (21,336) than births (19,576);
- a positive contribution by immigrants where immigrant arrivals of 1,674 were partially offset by emigrant departures of 1,328; and
- a negative contribution of migration within Canada where non-metro CDs lost 2,807 migrants to other provinces but gained 2,474 migrants from other CDs in Ontario.

Natural balance has been negative since 2003 when the number of deaths became greater than the number of births (Figure 1 and Table 2, line 11). In 2014, natural balance reduced the population of non-metro CDs by 0.1% (Table 2, line 15). However, not all non-metro CDs have a negative natural balance. Since 1996, between 26% and 74% of non-metro CDs have had a positive natural balance (Figure 2 and Table 2, line 23).

A much higher share of partially-non-metro and metro CDs have had a positive natural balance (Table 2, lines 21 and 22) due to their age structure

(i.e. a higher proportion of women in child-bearing years and a lower share of the older population).

**Table 1**

Components of population change in non-metro census divisions, 2013 to 2014	
<b>Natural Balance</b>	<b>-1,760</b>
.. Births	19,576
.. Deaths	21,336
<b>Net immigration</b>	<b>346</b>
.. Immigrant arrivals	1,674
.. Emigrant departures	1,328
<b>Internal migration</b>	<b>-333</b>
.. Net inter-provincial	-2,807
.. Net intra-provincial	2,474

Source: Statistics Canada. **Annual Demographic Statistics**, CANSIM Table 051-0063.

Immigrant arrivals have contributed about 0.1% to the annual population change of non-metro CDs from 1996 to 2014<sup>1</sup> – considerably below the 1.2% contribution in metro CDs. However, emigrant departures have lowered the contribution of immigrants in non-metro CDs over this period.

Non-metro CDs have lost population due to migration within Canada since 2007<sup>2</sup>. Non-metro CDs have typically gained migrants, on a net basis, from other CDs in Ontario. However, non-metro CDs have been losing more migrants to other provinces than they have attracted from other provinces since 2004.

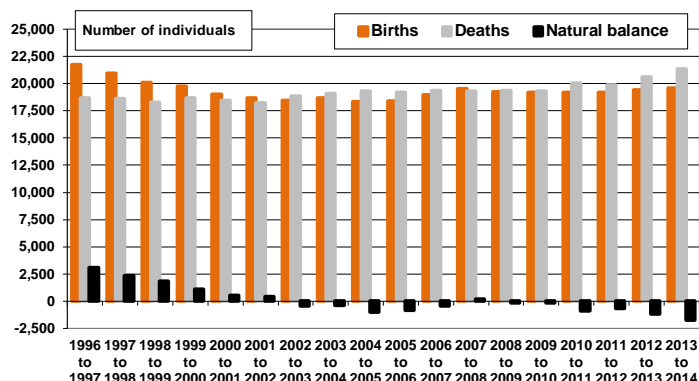
<sup>1</sup> For data and additional discussion, see the *Focus on Rural Ontario* "Immigrant arrivals in 2014".

<sup>2</sup> For data and additional discussion, see the *Focus on Rural Ontario* "Migration to and from non-metro, 2014."

Importantly, as shown in companion fact sheets, a significant share of Ontario non-metro CDs are attracting immigrants from other countries and are attracting migrants from other CDs.

**Figure 1**

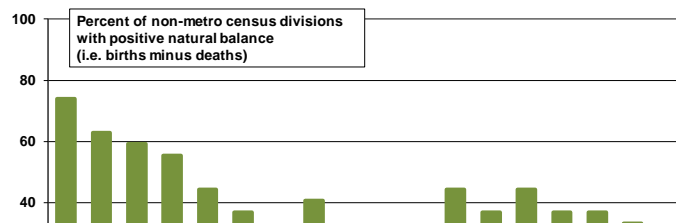
In non-metro Ontario, there have been fewer births than deaths (negative natural balance) since 2009



Source: Statistics Canada. Annual Demographic Statistics. CANSIM Table 051-0063.

**Figure 2**

In 2014, 30% of non-metro census divisions had positive natural balance (births minus deaths)



**Table 2**

Contribution of natural balance (births minus deaths) to population change in Ontario, 1996 to 2014

Type of census division (CD)	1996 to 1997	1997 to 1998	1998 to 1999	1999 to 2000	2000 to 2001	2001 to 2002	2002 to 2003	2003 to 2004	2004 to 2005	2005 to 2006	2006 to 2007	2007 to 2008	2008 to 2009	2009 to 2010	2010 to 2011	2011 to 2012	2012 to 2013	2013 to 2014
<b>Number of births, June 30 to July 1</b>																		
1 Metro CDs	74,976	73,763	72,501	73,403	72,126	73,742	74,352	76,693	77,192	77,714	79,298	81,756	81,865	81,564	81,516	81,644	82,549	83,271
2 Partially-non-metro CDs	39,613	38,542	38,187	37,940	36,579	36,531	36,460	37,485	37,266	37,671	38,733	39,258	39,244	39,027	38,768	38,830	39,263	39,601
3 Non-metro CDs	21,746	20,935	20,101	19,740	19,036	18,673	18,444	18,695	18,337	18,390	18,949	19,533	19,217	19,180	19,164	19,199	19,412	19,576
4 All CDs	136,335	133,240	130,789	131,083	127,741	128,946	129,256	132,873	132,795	133,775	136,980	140,547	140,326	139,771	139,448	139,673	141,224	142,448
<b>Number of deaths, June 30 to July 1</b>																		
5 Metro CDs	37,041	36,912	36,894	37,090	37,294	37,433	38,722	38,836	39,407	38,438	39,938	40,529	40,893	40,556	41,973	41,518	43,119	44,757
6 Partially-non-metro CDs	24,708	24,623	25,089	25,391	25,349	25,316	25,838	26,258	26,559	26,122	27,516	27,660	28,091	27,745	28,823	28,608	29,680	30,772
7 Non-metro CDs	18,675	18,611	18,282	18,664	18,475	18,239	18,850	19,060	19,316	19,192	19,357	19,313	19,375	19,301	20,061	19,857	20,591	21,336
8 All CDs	80,424	80,146	80,265	81,145	81,118	80,988	83,410	84,154	85,282	83,752	86,811	87,502	88,359	87,602	90,857	89,983	93,390	96,865
<b>Natural balance (births minus deaths), June 30 to July 1</b>																		
9 Metro CDs	37,935	36,851	35,607	36,313	34,832	36,309	35,630	37,857	37,785	39,276	39,360	41,227	40,972	41,008	39,543	40,126	39,430	38,514
10 Partially-non-metro CDs	14,905	13,919	13,098	12,549	11,230	11,215	10,622	11,227	10,707	11,549	11,217	11,598	11,153	11,282	9,945	10,222	9,583	8,829
11 Non-metro CDs	3,071	2,324	1,819	1,076	561	434	-406	-365	-979	-802	-408	220	-158	-121	-897	-658	-1,179	-1,760
12 All CDs	55,911	53,094	50,524	49,938	46,623	47,958	45,846	48,719	47,513	50,023	50,169	53,045	51,967	52,169	48,591	49,690	47,834	45,583
<b>Natural balance as percent of population</b>																		
13 Metro CDs	0.6	0.6	0.6	0.6	0.5	0.6	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.5	0.5	0.5
14 Partially-non-metro CDs	0.5	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2
15 Non-metro CDs	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1	-0.1
16 All CDs	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.3
<b>Number of CDs with positive natural balance</b>																		
17 Metro CDs	8	8	8	8	8	8	7	7	7	7	8	8	8	8	7	7	7	7
18 Partially-non-metro CDs	13	13	12	12	12	12	13	12	10	11	11	10	11	11	10	10	10	10
19 Non-metro CDs	20	17	16	15	12	10	8	11	8	7	7	12	10	12	10	10	9	8
20 All CDs	41	38	36	35	32	30	28	30	25	25	26	30	29	31	27	27	26	25
<b>Percent of CDs with positive natural balance</b>																		
21 Metro CDs	100	100	100	100	100	100	88	88	88	88	100	100	100	100	88	88	88	88
22 Partially-non-metro CDs	93	93	86	86	86	86	93	86	71	79	79	71	79	79	71	71	71	71
23 Non-metro CDs	74	63	59	56	44	37	30	41	30	26	26	44	37	44	37	37	33	30
24 All CDs	84	78	73	71	65	61	57	61	51	51	53	61	59	63	55	55	53	51

Source: Statistics Canada. Annual Demographic Statistics. CANSIM Table 051-0063.

## Immigrant arrivals in 2014

Vol. 3, No. 3, Aug. 2015

### Highlights

- Immigration contributed very little to non-metro population growth in 2014.
- Immigrant arrivals represented 0.08% of non-metro population and emigrant departures represented 0.065%.

### Why look at immigrant arrivals?

Recently, immigrant arrivals have been a relatively important, but small, source of population growth in non-metro census divisions (CDs). Migrants from other CDs in Ontario have historically contributed about the same positive contribution to non-metro-population growth as have immigrant arrivals<sup>1</sup>. Local initiatives can have an impact on attracting and retaining immigrants (and attracting and retaining migrants from elsewhere in Ontario).

### Findings

In 2014, immigrant arrivals across all non-metro CDs represented less than one-tenth of one percent of the total population (Figure 1). This is compared to 0.3% across all partially-non-metro CDs and 1.2% across all metro CDs.

In non-metro CDs, immigrant arrivals numbered 1,674 individuals in 2014. Since 1996, this number has ranged between 1,378 in 2011 and 2,603 in 1997 (Table 1, line 3).

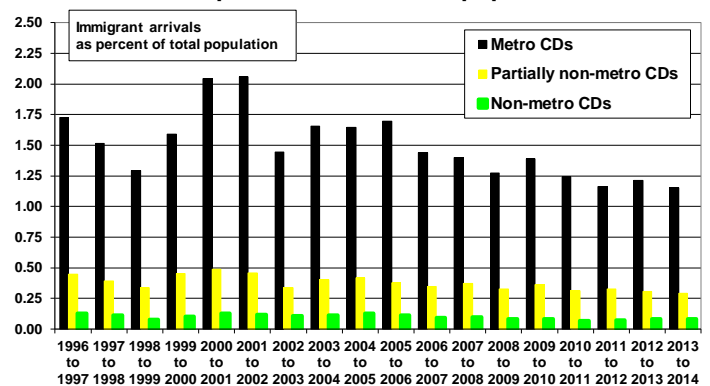
In addition to a low rate of immigrant arrivals, the rate of emigrant departures has reduced the contribution of immigrants to non-metro population growth. As noted, immigrant arrivals were 0.08% of non-metro population in 2014 but emigrant departures were 0.065% which means that, on a net basis, immigration contributed a very small 0.015% to non-metro population growth in 2014 (Figure 2 and Table 1, line 19).

However, some non-metro CDs are attracting immigrants. In 2014, immigrant arrivals to the Perth CD was equivalent to 0.2% of total population (Table 2, line 5) but after emigrant departures were taken into account, the net contribution of immigrants in the Perth CD was 0.1% (Table 2, line 17).

<sup>1</sup> Compare Table 1 in this FactSheet with Table 1 in *Focus on Rural Ontario* "Migration to and from non-metro, 2014".

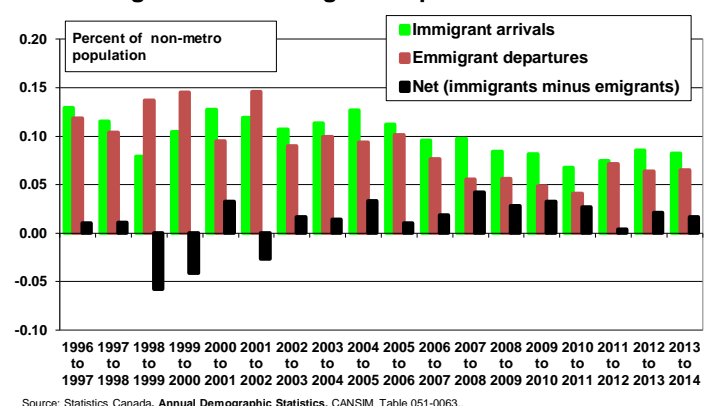
**Figure 1**

In 2014, immigrant arrivals in non-metro census divisions was equal to 0.08% of total population



**Figure 2**

In non-metro Ontario, immigrant arrivals have been greater than emigrant departures since 2002



### Summary

Immigration makes a small contribution to population growth in Ontario's non-metro CDs. Levels of in-and-out migration result in only a small net gain. However, some non-metro CDs are able to attract more immigrants, relative to the overall average for Ontario.





## Census Division Migration, 1996-2014

Vol. 3, No. 4, Oct. 2015

### Highlights

- Non-metro census divisions (CDs) have been losing population in the migration exchange for each year since 2006.
- The overall positive in-flow of migrants to non-metro CDs from other CDs in Ontario is more than offset by migrant departures to other provinces.
- Despite this net outflow, in 2014, 52% of non-metro CDs experienced positive net migration

### Why look at migration to and from non-metro?

Migration into and out of non-metro census divisions (CDs) is a key source of population growth (and population loss). Given birth rates below replacement and a low level of international newcomers, the attraction of migrants into non-metro CDs is a critical strategy for maintaining or growing local population.

### Findings

In most years, non-metro CDs attracted more migrants from other CDs in Ontario than they lost (Figure 1 and Table 1, line 7).

Non-metro CDs have been losing migrants to other provinces, on a net basis, since 2003 (Figure 1 and Table 1, line 3).

When the two components of internal migration are combined, non-metro CDs have been losing population in the migration exchange for each year since 2006 (Table 1, line 11). Thus, the overall positive in-flow of migrants to non-metro CDs from other CDs in Ontario is more than offset by migrant departures to other provinces.

Despite this collective net outflow, in 2014, 15 out of 29 non-metro CDs (52%) experienced positive net migration (due to the combined migration exchange with other provinces and other Ontario CDs) (Figure 2 and Table 1 line 23). Since 1996, one-third or more of non-metro CDs have attracted more individuals than they have lost due to migration.

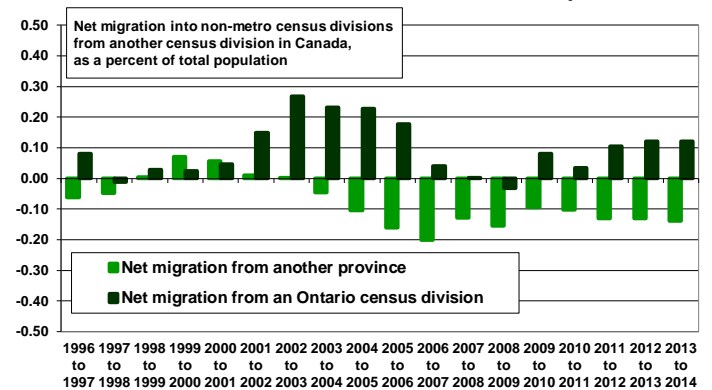
In 2014, two non-metro CDs (Stormont, Dundas and Glengarry and Renfrew; Table 2, lines 15 and 16) attracted more migrants from other provinces, compared to the loss of migrants to other provinces.

In 2014, the top non-metro CDs in terms of the migration exchange with other Ontario CDs were Northumberland, Muskoka and Haliburton (Table 2,

lines 38, 39 and 40). This migration exchange contributed 0.9% or more to their 2014 population.

### Figure 1

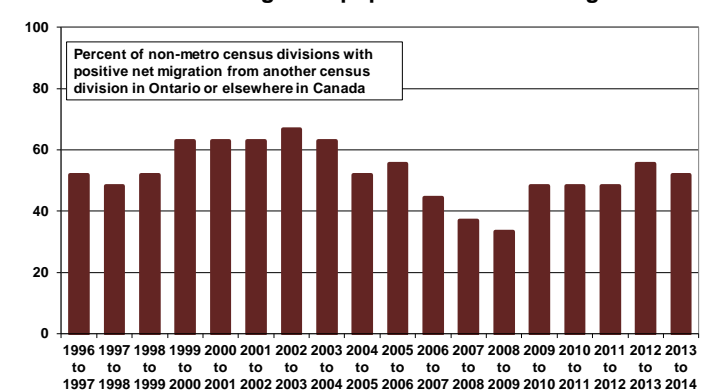
In 2014, non-metro census divisions gained 0.12% from other Ontario census divisions but lost 0.14% to other provinces



Source: Statistics Canada, Annual Demographic Statistics, CANSIM Table 051-0063.

### Figure 2

In 2014, 52% of non-metro census divisions gained population from net migration



Source: Statistics Canada, Annual Demographic Statistics, CANSIM Table 051-0063.

### Summary

Overall, Ontario's non-metro CDs have been losing population due to the migration. However, since 1996, between 33% and 67% of non-metro CDs have gained population from migration.







# Youth migration, 2009-2014

Vol. 3, No. 5 Oct. 2015

## Highlights

- From 2009 to 2014, 26 of 27 non-metro census divisions (CDs) lost youth (15 to 19 years of age) and young adults (20 to 24 years of age) due to migration.
- For all non-metro taken together as a group, young adults 25 to 29 years of age and 30-34 years of age are not returning to non-metro CDs, on a net basis.
- Nonetheless, in the 2009 to 2014 period, 13 of 27 non-metro CDs did attract young adults 25 to 29 years of age (and 11 of 27 CDs attracted young adults 30-34 years of age).

## Why look at youth migration?

Many rural communities are concerned about youth out-migration. Typically, communities responding to this concern will focus on strategies to attract young adults back to their communities after the youth have attained education and / or world experience.

## Findings

For non-metro census divisions (CDs) as a whole, the net out-migration of youth 15-19 years of age has ranged from a loss of 26,320 youth in the 1996 to 2001 period to a loss of 13,312 in the 2009 to 2014 period (Figure 1)<sup>1</sup>. This net out-migration represented 19% of youth 15-19 years of age in 1996 and 9% of youth in 2009.

The pattern is similar for young adults who were 20 to 24 years of age. Non-metro CDs lost individuals in this age group in each five-year period from 1996 to 2014 (Figure 2). Specifically, the net loss due to out-migration of young adults (20-24 years) ranged from 16,816 from 1998 to 2003 to a loss of 10,798 in the 2001 to 2006 period

Figure 1

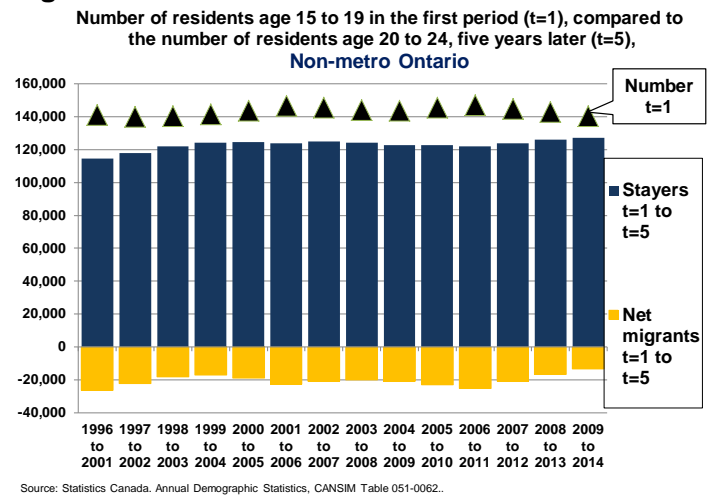
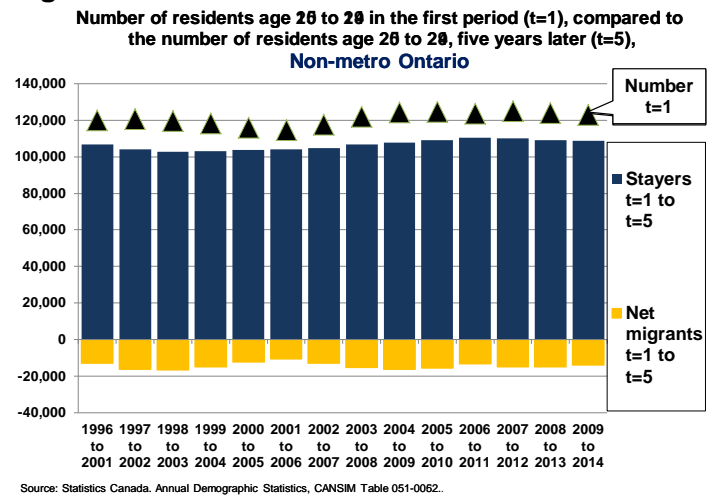


Figure 2



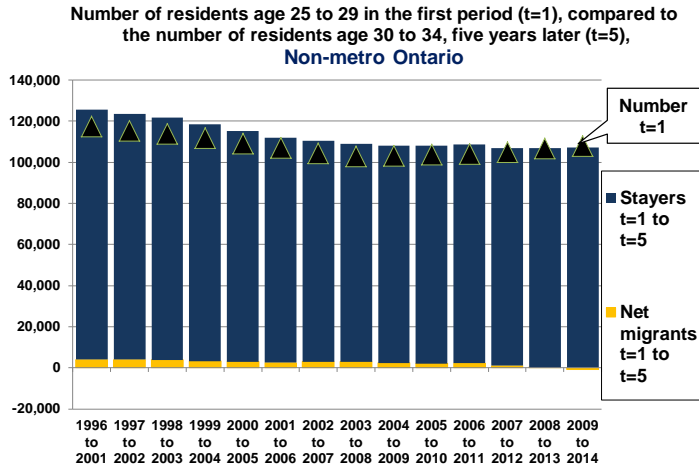
<sup>1</sup> Each bar in Figure 1 refers to a 5-year period. The last bar refers to the period from July 1, 2009 to June 30, 2014. The triangle (for 2009 or t=1) shows the initial population (15-19 years) was 140,339; the blue bar shows the population 5 years later that was 20-24 years in 2014 was 127,027 (labelled as (net) stayers from t=1 to t=5). The yellow bar is the difference between the height of the triangle (t=1) and the blue bar (t=5). Non-metro youth net migration was -13,312 from 2009 to 2014. By "net" migration, we mean that more individuals moved out than moved into non-metro CDs during this period.

The pattern changes for young adults who were 25-29 years of age. On average, non-metro CDs have been experiencing no net loss, and no net gain, of individuals in this age group (i.e. the yellow bar is very small in Figure 3). The picture for young adults

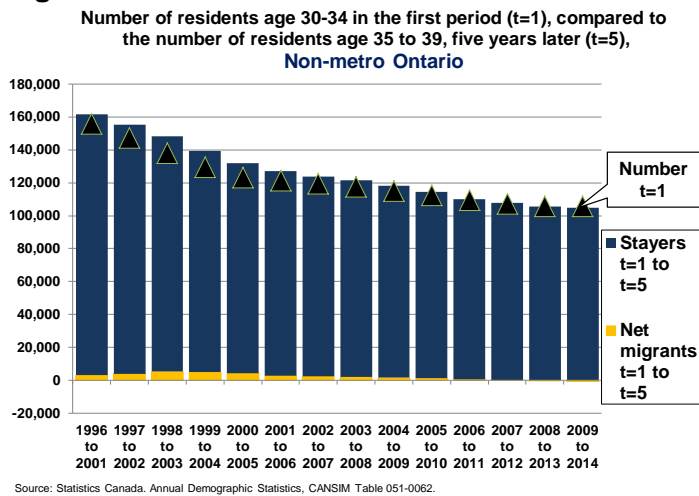
30-34 is essentially the same (i.e. the yellow bar is very small in Figure 4).

In the most recent period (2009 to 2014), every non-metro CD lost youth 15-19, on a net basis, due out-migration (except for Nipissing) (Table 1). Also, over one-half of partially-non-metro CDs (8 of 14 CDs) lost youth in this period.

**Figure 3**



**Figure 4**



Similarly, for young adults 20 to 24, every non-metro CD (except Renfrew) experienced net out-migration (i.e. more moved out of the CD than moved in). However, the migration pattern is somewhat different for young adults who are 25 to 29 and 30 to 34. Almost one-half of the non-metro CDs experienced net in-migration of individuals in these age groups from 2009 to 2014. Specifically, net migration was positive in 13 of 27 CDs for the 25 to 29 age group and net migration was positive in 11 of 27 CDs in the 30 to 34 age group.

**Summary**

Almost all non-metro CDs lost youth 15-19 and young adults 20-24 in the period from 2009 to 2014. For young adults 25-29 and 30-34, nearly one-half of non-metro CDs were able to attract more individuals than they lost due to migration.

**Table 1**

Net change in population of young adults from 2009 to 2014 by census division, Ontario

Name of census division	"Net" change in population from 2009 to 2014			
	Pop. 15-19 yr in 2009	Pop. 20-24 yr in 2009	Pop. 25-29 yr in 2009	Pop. 30-34 yr in 2009
<b>Metro census divisions</b>				
Brant	loss	loss	GAIN	GAIN
Greater Sudbury	GAIN	loss	loss	gain
Halton	GAIN	GAIN	GAIN	GAIN
Hamilton	GAIN	GAIN	GAIN	GAIN
Ottawa	GAIN	GAIN	GAIN	GAIN
Peel	GAIN	GAIN	GAIN	GAIN
Toronto	GAIN	GAIN	GAIN	gain
York	GAIN	GAIN	GAIN	GAIN
<b>Partially-non-metro census divisions</b>				
Dufferin	LOSS	LOSS	GAIN	GAIN
Durham	loss	gain	GAIN	GAIN
Elgin	LOSS	LOSS	GAIN	LOSS
Essex	GAIN	LOSS	LOSS	LOSS
Frontenac	GAIN	GAIN	loss	loss
Lennox & Addington	LOSS	LOSS	GAIN	GAIN
Middlesex	GAIN	GAIN	LOSS	gain
Niagara	GAIN	LOSS	LOSS	loss
Peterborough	LOSS	LOSS	LOSS	GAIN
Prescott & Russell	LOSS	LOSS	GAIN	GAIN
Simcoe	loss	gain	GAIN	GAIN
Thunder Bay	loss	LOSS	loss	gain
Waterloo	GAIN	GAIN	gain	GAIN
Wellington	GAIN	GAIN	gain	GAIN
<b>Non-metro census divisions</b>				
Algoma	LOSS	LOSS	LOSS	loss
Bruce	LOSS	LOSS	GAIN	gain
Chatham-Kent	LOSS	LOSS	LOSS	LOSS
Cochrane	LOSS	LOSS	gain	loss
Grey	LOSS	LOSS	loss	loss
Haldimand-Norfolk	LOSS	LOSS	LOSS	LOSS
Haliburton	LOSS	LOSS	GAIN	LOSS
Hastings	LOSS	LOSS	gain	gain
Huron	LOSS	LOSS	LOSS	LOSS
Kawartha Lakes	LOSS	LOSS	loss	gain
Kenora	LOSS	LOSS	loss	LOSS
Lambton	LOSS	LOSS	LOSS	LOSS
Lanark	LOSS	LOSS	GAIN	gain
Leeds & Grenville	LOSS	LOSS	GAIN	gain
Manitowlin	LOSS	LOSS	loss	GAIN
Muskoka	LOSS	LOSS	GAIN	GAIN
Nipissing	gain	LOSS	LOSS	gain
Northumberland	LOSS	LOSS	GAIN	gain
Oxford	LOSS	LOSS	GAIN	GAIN
Parry Sound	LOSS	LOSS	GAIN	GAIN
Perth	LOSS	LOSS	LOSS	loss
Prince Edward	LOSS	LOSS	loss	loss
Rainy River	LOSS	LOSS	LOSS	LOSS
Renfrew	LOSS	GAIN	gain	loss
Stormont, Dundas & Glengarry	LOSS	LOSS	gain	loss
Sudbury	LOSS	LOSS	loss	LOSS
Timiskaming	LOSS	LOSS	GAIN	loss

Note: lower-case "loss" is a loss of less than 2% and lower-case "gain" is a gain of less than 2% over the 5-year period.

Source: Statistics Canada. Annual Demographic Statistics, CANSIM Table 051-0062.



## Non-metro employment trends

Vol. 3, No. 6, 2015

### Highlights

- Non-metro employment is now lower than the peak in 2008 – it is back to the level in 2002.
- Generally, the level of non-metro employment has fluctuated but has been essentially flat with no increasing and no decreasing trend in the past 10 years.
- This flat employment trend exists in each non-metro economic region, except in the Northwest Economic region which has been persistently declining during the past 10 years.

### Why look at employment trends?

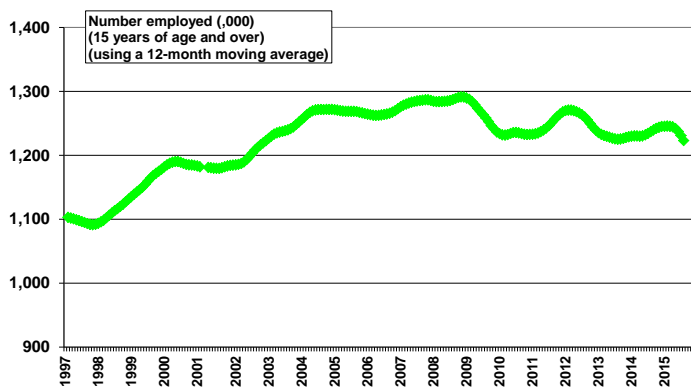
Employment is a key indicator of overall levels of economic activity. Since employment income is the most important source of income for most households, it can drive local purchasing and savings levels. Businesses may find it more or less difficult to find new employees, depending upon the share of the potential labour force that is employed.

### Findings<sup>1</sup>

Employment peaked in non-metro<sup>2</sup> areas at 1.29 million in November 2008 and then declined to 1.23 million in March 2010 (Figure 1). Increases attained between 2011 and 2012 were not sustained. In August 2015, employment had declined to 1.22 million, the lowest level since December 2002.

Figure 1

Employment in non-metro Ontario was 1.22 million in August, 2015

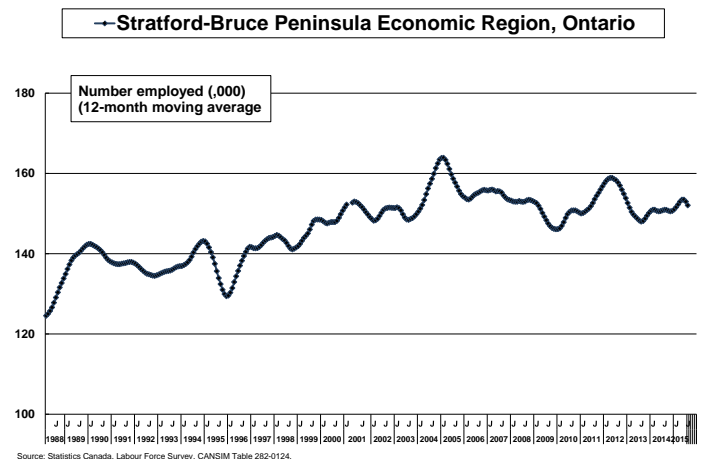


Source: Statistics Canada. Labour Force Survey, CANSIM Tables 282-0007 and 282-0124.

To see the pattern across the province, we turn to data for Economic Regions (ERs)<sup>3</sup>. Employment in

the Stratford-Bruce Peninsula ER peaked at 164 thousand in February 2005 (Figure 2). In August, 2015, the level was lower (152 thousand) which is the same level as in February, 2001. Hence, we see a generally flat employment trajectory.

Figure 2



Employment in the Northwest ER was 99 thousand in August 2015, which is lower than in any period before 2011 (Figure 3). Employment levels have been generally declining over the past 10 years.

Employment in the Northeast ER has varied between 230 and 265 thousand in the years since 1988 (Figure 4). The level has been essentially flat in the last 10 years.

In the Muskoka-Kawarthas ER, the employment level has varied in the range between 165 thousand and 192 thousand in the period since September, 2003 (Figure 5). The present level of employment is 182 thousand with essentially no change since 2004.

Employment in the Windsor-Sarnia ER has been

which comprise a combination of non-metro CDs and partially-non-metro CDs and where 33% to 95% of their population resides outside a CMA (Northwest Ontario, Northeast Ontario, Kingston-Pembroke, Windsor-Sarnia and Muskoka-Kawarthas).

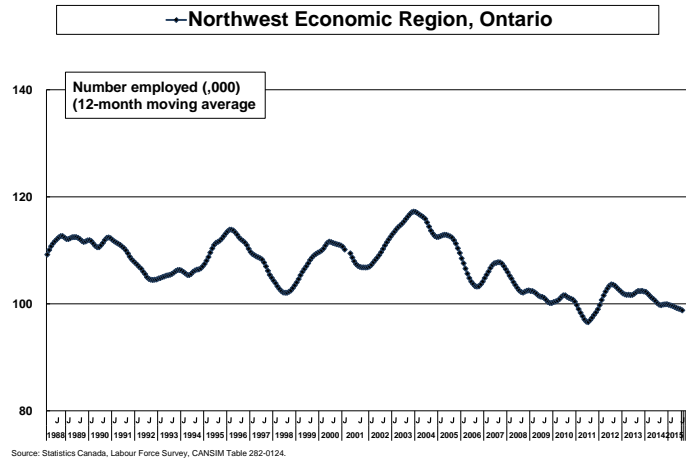
<sup>1</sup> See online appendix charts "Levels and trends in employment levels and employment rates" at ruralontarioinstitute.ca.

<sup>2</sup> Non-metro areas refer to non-CMA areas (i.e. areas outside Census Metropolitan Areas (CMAs)).

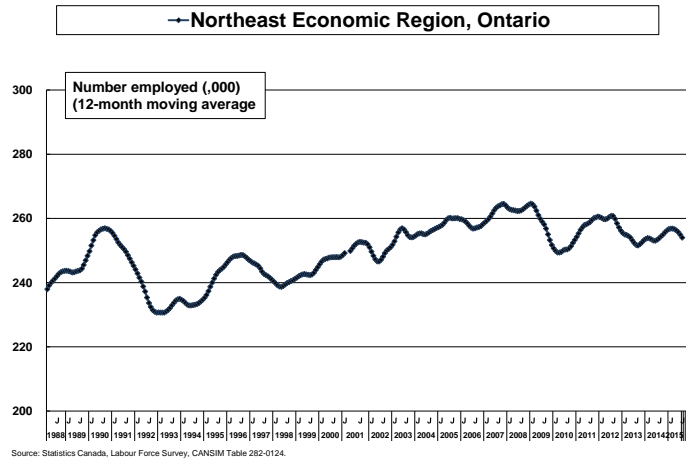
<sup>3</sup> ERs are groupings of census divisions (CDs). All CDs in the Stratford-Bruce ER are wholly non-metro CDs. There are 5 ERs

increasing marginally since March 2010, where employment at the bottom of the downturn was 289 thousand (Figure 6). Employment has increased to 302 thousand in August 2015. However, the level in August 2015 is now the same as in February 2002.

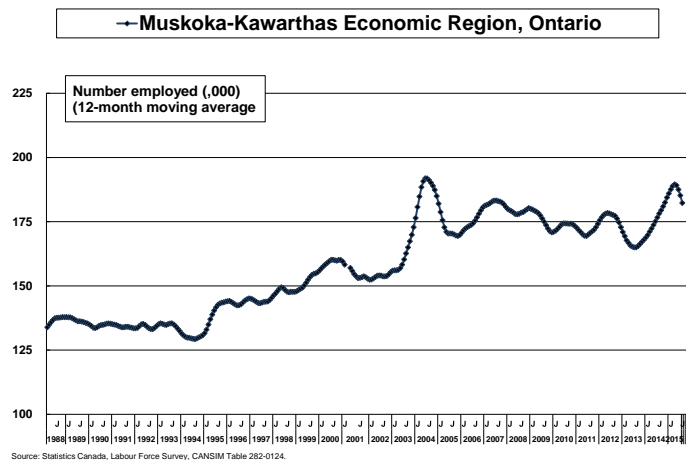
**Figure 3**



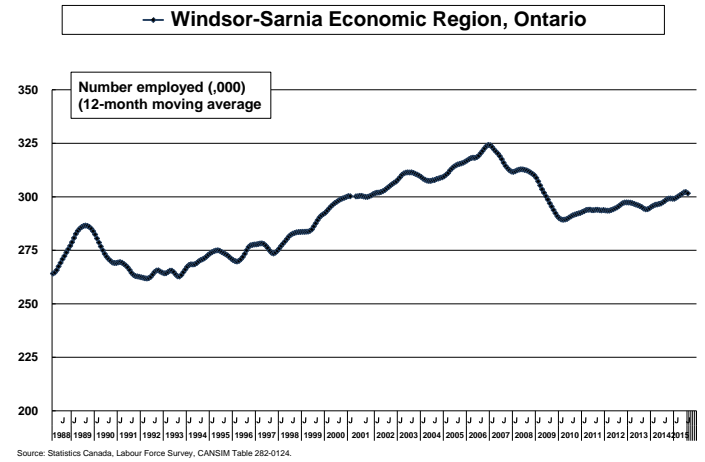
**Figure 4**



**Figure 5**

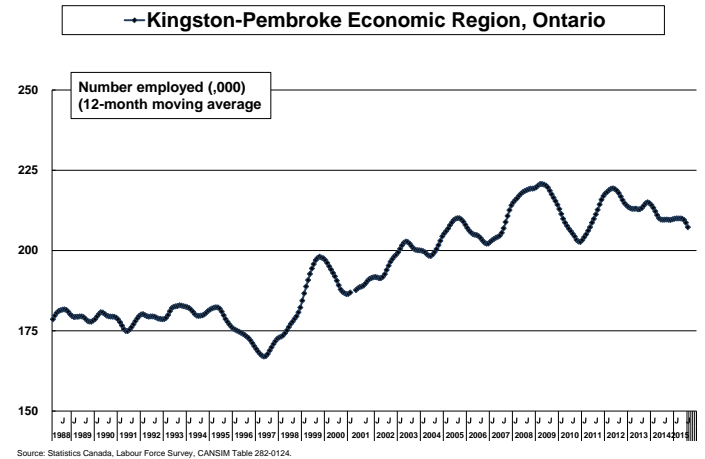


**Figure 6**



Employment in the Kingston-Pembroke ER has varied between 202 thousand (in November 2006 and in December 2010) and a peak of 221 thousand in April 2009 (Figure 7). The level of 207 thousand in August 2015 is the same as in March 2005.

**Figure 7**



**Summary**

The general pattern across non-metro Ontario is that employment levels have fluctuated within a relatively narrow range but there has been no trend of growth for at least 10 years.

This conclusion holds within each of the wholly non-metro or partially non-metro economic regions. The exception is the Northwest Economic Region where there has been a noticeable declining trend in employment levels in the past 10 years. The Windsor-Sarnia Economic Region shows gradually recover from the downturn - but the employment level is only back to the level of 2005.



Non-metro employment rates

Vol.3, No. 7, 2015

Highlights

- For the core-age workforce (25 to 54 years of age), the non-metro employment rate (i.e. the percent employed) has increased slightly since the 2009 economic downturn.
The non-metro employment rate is higher than in metro areas in the peak months and lower than metro in the winter months, due to more seasonal work in non-metro areas.
When averaged over 12 months, males in non-metro areas have lower employment rates, compared to metro, and non-metro females have higher rates, compared to metro females.

Why look at employment rates?

Employment rates tell us the share of the potential workforce that is employed. Lower employment rates indicate periods where it is more difficult to keep a job or to get a job among those seeking employment.

Findings<sup>1</sup>

The non-metro employment rate<sup>2</sup> has essentially mirrored the metro employment rate over time (Figure 1). There was a noticeable decline during the economic downturn of 2009 and there has been a gradual increase since then – but the employment rate remains below the pre-recession levels.

The month-to-month employment rate in non-metro areas is more variable – higher in the peak months and lower in the winter months, due the higher seasonality of non-metro jobs (Figure 2).

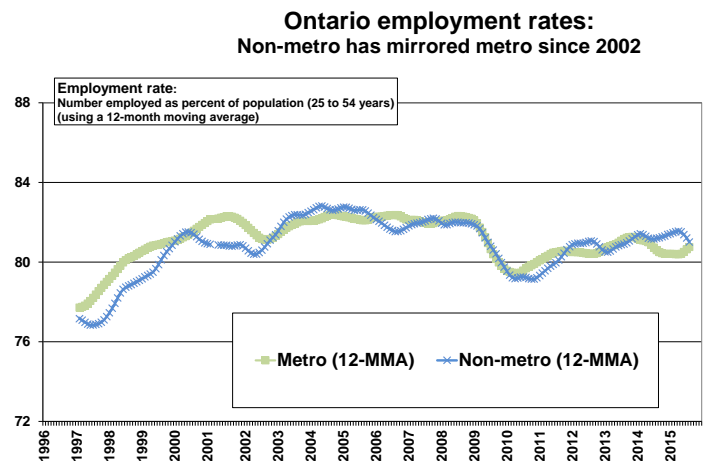
The similarity in employment rates between metro and non-metro areas (shown in Figure 1) is due to:

- a lower annual average employment rate (but not in the peak summer months) for non-metro males, compared to metro males; and
a higher annual average employment rate for non-metro females, compared to metro females (Figure 3).

To see the pattern across the province, we turn to data for Economic Regions (ERs)<sup>3</sup>. In most years

since 1998, the employment rate in the Stratford-Bruce ER has varied between 60% and 65% (with a few years outside this band) (Figure 4). The employment rate averaged over the 12 months up to August, 2015 (62%) is in the middle of this band.

Figure 1



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

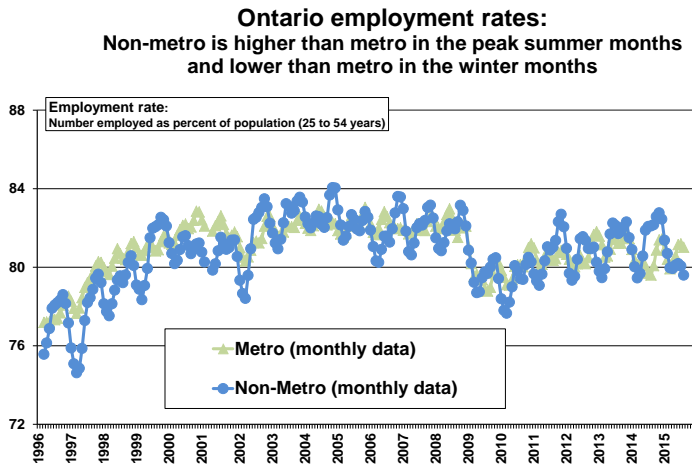
The employment rate in the Northwest ER is now mid-way (58%) within the band of 55% to 60% -- which has been a typical level since 2009 (Figure 5).

The employment rate in the Stratford-Bruce Peninsula ER (62%) was above the Ontario average (61%) but the employment rate was below the Ontario average in each of the 5 ERs that were 33-95% non-metro (Table 1). Seven of the ERs across Ontario have had no clear trend in their employment rates since 2010<sup>4</sup>.

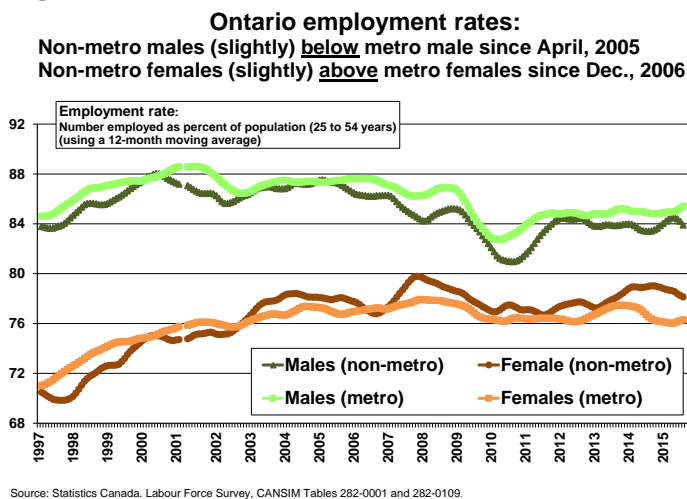
1 See online appendix charts "Levels and trends in employment levels and employment rates" at ruralontarioinstitute.ca.
2 The employment rate is the percent of the population that is employed. Figure 1 shows the calculation for the core-age workforce (25 to 54 years of age). Data for each economic region are published for individuals 15 years and over (and we did not request a special tabulation for the core-age workforce). Note the employment rate calculated for individuals 15 years and over would be expected to decrease over time due to an increasingly higher share of this population becoming retired.
3 ERs are groupings of census divisions (CDs). All CDs in the Stratford-Bruce ER are wholly non-metro CDs. There are 5 ERs which comprise a combination of non-metro CDs and partially-

non-metro CDs and where 33% to 95% of their population resides outside a CMA (Northwest Ontario, Northeast Ontario, Kingston-Pembroke, Windsor-Sarnia and Muskoka-Kawartha).
4 The "no trend" since 2010 for Ontario as whole (Table 1) is due to an increasing share of retirees in the 15+ age category whereas there is a slight upward trend since 2010 for the

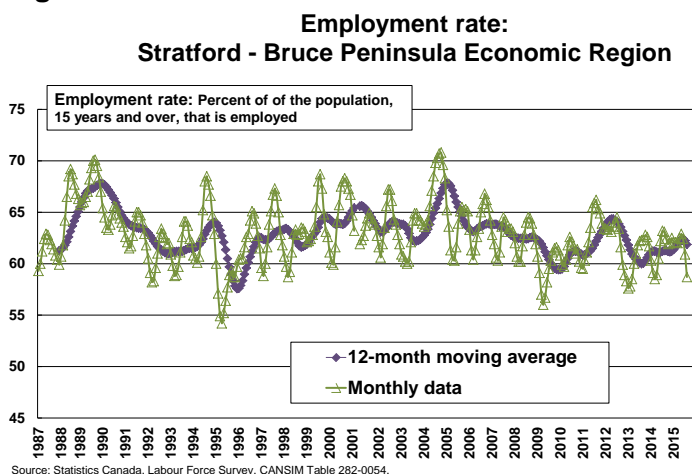
**Figure 2**



**Figure 3**



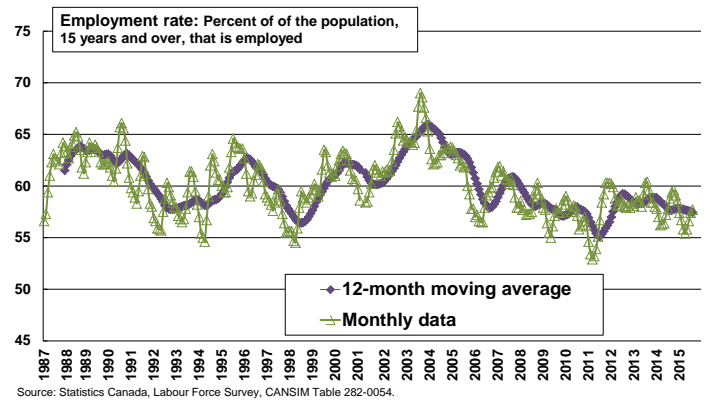
**Figure 4**



**Figure 5**

employment rates for the core-age workforce shown in Figures 1, 2, and 3.

**Employment rate:**  
Northwest Ontario Economic Region



**Table 1**

**Employment Rate by Economic Region** (population 15 years and over)

Economic Region (ER), sorted by employment rate	Employment Rate for population 15+ years (average for 12 months up to August, 2015)	Trend since 2010
<b>Metro (95+%) Economic Region</b>		
Toronto (and area) ER	61	no clear trend
<b>Partially-non-metro (5-32%) Economic Region</b>		
Kitchener-Waterloo-Barrie ER	66	slight upward
Ottawa (and area) ER	63	slight downward
Hamilton-Niagara Peninsula ER	60	no clear trend
London (and area) ER	59	slight downward
<b>Partially-non-metro (33-95%) Economic Region</b>		
Northwest ER	58	no clear trend
Windsor-Sarnia ER	58	slight upward
Muskoka-Kawartha ER	56	no clear trend
Northeast ER	56	no clear trend
Kingston-Pembroke ER	55	no clear trend
<b>Non-metro (&gt;95%) Economic Region</b>		
Stratford-Bruce Peninsula ER	62	no clear trend
<b>Ontario</b>	<b>61</b>	<b>no change</b>

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

**Summary**

For the core-age workforce (25 to 54 years of age), the non-metro employment rates have increased slightly since the 2009 economic downturn.

Non-metro employment rates are higher than in metro areas in the peak months and lower than metro in the winter months, because of the higher share of seasonal work in non-metro areas.

When averaged over 12 months, males in non-metro areas have lower employment rates, compared to metro males, and non-metro females have higher rates since 2003, compared to metro females.

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## Non-metro employment by sector, 2014

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Vol. 3, No. 8, 2015

### Highlights

- **Non-metro census divisions (CDs) have a higher share of employment in each of the goods-producing sectors, compared to Ontario as whole.**
- **The intensity was higher by 3.5 times in agriculture and forestry, 3.2 in mining, 2.2 in utilities, 1.2 in construction and 1.1 in manufacturing.**
- **Non-metro CDs were more intensive in four service-producing sectors (1.1 in retail trade, 1.2 in health care, 1.1 in accommodation and food services and 1.1 in public administration).**
- **Several service-producing sectors are under-represented in non-metro Ontario and these may offer potential opportunities to increase employment.**

### Why look at employment by sector?

This fact sheet shows the industrial structure of the non-metro economy and the sectors that have a higher (or a lower) share of workers in non-metro census divisions compared to the Ontario average.

In sectors where non-metro Ontario is less intensive (or less specialized), there may be an opportunity to grow the employment in the sector.

Changes in employment in larger sectors would have a greater influence on rural community well-being.

### Findings<sup>1</sup>

The number employed in non-metro census divisions<sup>2</sup> (CDs) in 2014 was 952K<sup>3</sup> (Table 1).

The largest sector in terms of employment<sup>4</sup> is health care (Table 1) with 13% of all jobs. Health care has a higher share of employment in non-metro CDs than in Ontario as a whole (11.1%). This generates a relative intensity or location quotient (LQ) of 1.2 (as

defined in Footnote #1 in Table 1).

The second largest sector in terms of employment is retail trade, with 12.6% of employment in non-metro CDs (and an LQ=1.1).

The third largest sector is manufacturing with 10.7% of employment and again with a higher intensity of employment than in Ontario as a whole (an LQ=1.1).

Overall, non-metro CDs are more intensive or more specialized than Ontario as a whole in each goods-producing sector. The LQs (or relative intensities) in 2014 are 3.5 for agriculture, 3.2 for mining, 2.2 for utilities, 1.2 for construction and, as noted, 1.1 for manufacturing. In other words, the share of employment in each of these sectors is higher in non-metro CDs than in Ontario as a whole.

Companion fact sheets discuss the status of selected subsectors.

In addition to health care and retail trade, two other service sectors have higher LQs relative to the Ontario pattern: 1.1 for public administration and 1.1 for accommodation & food services.

There are some service sectors with an LQ<1 and they may be targets for growth in non-metro CDs. One candidate is the sector of professional, scientific and technical services<sup>5</sup>. This sector represents 3.6% of the non-metro employment but the LQ=0.5 indicates that the intensity of this sector in non-metro CDs is only ½ of the intensity for Ontario as a whole. Arguably, more services from this sector could be delivered from rural locations, especially those with a

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<sup>1</sup> See appendix online "Employment in non-metro CDs by industry sector" at [ruralontarioinstitute.ca](http://ruralontarioinstitute.ca).

<sup>2</sup> Non-metro CDs are wholly non-metro – in the sense that all their component census subdivisions (CSDs) are outside a Census Metropolitan Area (CMA). Partially-non-metro CDs have some CSDs within a CMA and some CSDs outside a CMA. In other words, non-metro areas (i.e. non-CMA areas) cover all of non-metro CDs plus parts of partially-non-metro CDs.

<sup>3</sup> Where "K" indicates "thousand".

<sup>4</sup> The determination of the "largest" sector will change depending upon how the subsectors are grouped together. For example, if wholesale and retail trade were grouped together, they would form the largest employment sector in non-metro CDs. Also, if the metric is GDP rather than employment, again the ranking of the sectors would change (see Bollman, Ray D. (2014) **Rural Canada 2013: An Update -- A statement of the current structure and trends in Rural Canada**. Paper prepared for the Federation of Canadian Municipalities (<http://crrf.ca/rural-canada-2013-an-update/>)).

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<sup>5</sup> This sector comprises legal services, accounting services, engineering services, architectural services, advertising agencies, design services and consulting services.



good Internet connection. Assessing such opportunities would require more detailed sub-sector analysis.

A number of other service-producing sectors have an LQ<1. This suggests that non-metro is either importing some services from elsewhere or the rural market is under-served. Thus, there may be an opportunity for non-metro areas to grow the employment in a sector with an LQ<1, assuming there is local demand for these services.

As noted, there is an LQ>1 for health services and within this sector, each non-metro subsector providing nursing and residential care facilities has an LQ>1 (see Footnote #1). As metro populations age, there may be an opportunity for non-metro communities to build on this specialization and to

attract metro elders to use these elder care facilities in non-metro CDs.

### Summary

Within non-metro CDs, there is a higher share of employment in each of the goods-producing sectors, compared to Ontario as whole.

Non-metro CDs were relatively more intensive in four service-producing sectors: retail trade; health care; accommodation and food services; and public administration.

Employment in each subsector in professional services is less intensive in non-metro CDs. This may suggest an opportunity to expand employment in communities with a good Internet connection.

**Table 1**

Distribution of employment by industry sector in non-metro census divisions, 2014							
NAICS Code	Industry sector (displayed for each category of NAICS = North American Industry Classification System)	All Ontario census divisions		Non-metro census divisions			
		Number employed, 2014 (,000)	Percent distribution	Number employed, 2014 (,000)	Percent distribution	Location quotient (1), relative to	
						Provincial pattern	National pattern
11	Agriculture, forestry, fishing & hunting	97.6	1.4	45.2	4.7	3.5	2.2
21	Mining, quarrying, & oil & gas extraction	25.3	0.4	10.9	1.1	3.2	0.8
22	Utilities	45.1	0.6	13.0	1.4	2.2	2.2
23	Construction	450.7	6.3	74.0	7.8	1.2	1.1
31-33	Manufacturing	685.1	9.6	102.0	10.7	1.1	1.3
<b>Subtotal: Goods-producing sectors</b>		<b>1,303.7</b>	<b>18.3</b>	<b>245.1</b>	<b>25.7</b>	<b>..</b>	<b>..</b>
41	Wholesale trade	356.4	5.0	31.4	3.3	0.7	0.7
44-45	Retail trade	785.4	11.1	120.4	12.6	1.1	1.1
48-49	Transportation & warehousing	326.5	4.6	41.6	4.4	1.0	0.9
52	Finance & insurance	353.5	5.0	19.7	2.1	0.4	0.5
53	Real estate & rental & leasing	165.2	2.3	15.5	1.6	0.7	0.8
54	Professional, scientific & technical services	537.9	7.6	34.6	3.6	0.5	0.5
55	Management of companies & enterprises	38.1	0.5	2.0	0.2	0.4	0.4
56	Administrative & support, waste management & remediation services	419.4	5.9	51.1	5.4	0.9	1.0
61	Educational services	490.3	6.9	56.8	6.0	0.9	0.9
62	Health care & social assistance	741.3	10.4	123.6	13.0	1.2	1.2
71	Arts, entertainment & recreation	135.0	1.9	16.8	1.8	0.9	0.9
72	Accommodation & food services	464.6	6.5	69.1	7.3	1.1	1.1
81	Other services (except public administration)	326.9	4.6	43.8	4.6	1.0	1.0
91	Public administration	428.7	6.0	61.7	6.5	1.1	1.1
<b>Subtotal: Services-producing sectors</b>		<b>5,569.0</b>	<b>78.4</b>	<b>688.1</b>	<b>72.2</b>	<b>..</b>	<b>..</b>
<b>Total</b>		<b>7,106.8</b>	<b>100.0</b>	<b>952.4</b>	<b>100.0</b>		

1. A location quotient (LQ) indicates the relative intensity of a sector (in this case, in non-metro census divisions), relative to the provincial pattern and relative to the national pattern. It is calculated as the non-metro percent employed in a sector divided by the provincial (or national) percent employed in a sector. For NAICS=11 (i.e. Agriculture, forestry, fishing and hunting), the LQ for the provincial comparison = 4.75 divided by 1.37 = 3.46.

Source: Ontario Ministry of Agriculture, Food and Rural Affairs, EMSI ANALYST database.

## Non-metro employment: agriculture and food

Vol. 3, No. 9, 2015

### Highlights

- Employment on farms and in food-related sectors (as defined for this FactSheet) represents about 15% of total employment in Ontario's non-metro census divisions.
- Non-metro employment on farms declined less than the national pattern from 2001 to 2014.
- Nearly all food-related sub-sectors declined faster or grew more slowly than the national pattern, when comparing the employment levels in 2001 and 2014.

### Why look at employment in the agriculture and food-related sectors?

Agriculture and food sectors are viewed as an important exportable<sup>1</sup> sector in non-metro Ontario.

The objective of this fact sheet is to document the level and trend in employment in agriculture (i.e. on farms) and in selected<sup>2</sup> food-related sectors.

### Findings<sup>3</sup>

Employment in agriculture and food-related sectors has varied in the range of 140K<sup>4</sup> over the 2001 to 2014 period (Figure 1 and Row #29 in Table 1). This level is equivalent to 15% of the total employment (952K) in non-metro census divisions (CDs) in 2014 (Row #29 as a percent of Row #30).

In terms of employment in the sub-sectors listed in Table 1, the larger sectors were restaurants and drinking places (55K workers) (Row #25), agriculture (40K) (Row #1), food stores (32K) (Row #21) and food manufacturing (12K) (Row #3).

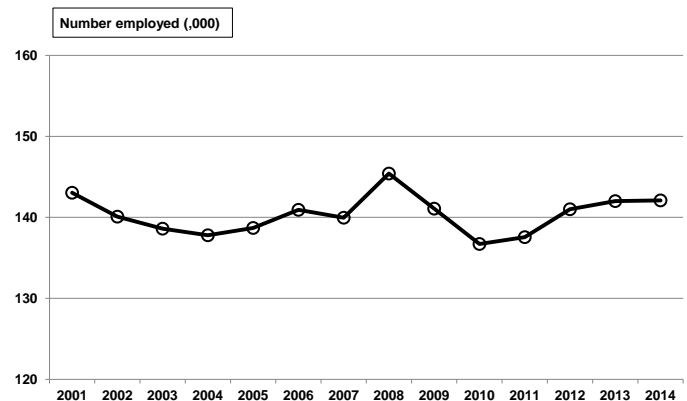
In total, the more "export-oriented" sectors of farming and food manufacturing accounted for 5.5% of total non-metro employment.

Each sub-sector noted in Table 1 experienced an employment decline during the employment downturn from 2008 to 2010. Some sub-sectors have grown (somewhat) since 2010. However, food

manufacturing has shown a decline in employment levels in non-metro CDs in each year since 2008.

### Figure 1

Employment in AGRICULTURE and (selected) FOOD-RELATED sectors has varied between 137,000 and 145,000 from 2001 to 2014 in non-metro census divisions, Ontario



Source: Ontario Ministry of Agriculture, Food and Rural Affairs, ANALYST EMSI database.

Table 1 includes an employment "performance"<sup>5</sup> indicator that compares the "expected" change in employment in each sector, based on national patterns, and the "actual" change in employment<sup>6</sup>. Sectors with positive value are leading national patterns while ones with negative values are lagging. An LQ>1 (as defined in Footnote #2 in Table 1) reveals a sector with a relatively greater share in the non-metro economy than its share in the provincial or national economy. Higher LQ's indicate "export" sectors that are likely contributing to the economic base of the non-metro economy.

<sup>1</sup> An "exportable" good or service is one that can be sold to those in other jurisdictions – either sent to the customer (e.g. a box of chocolates) or the client comes to your jurisdiction to consume the item (e.g. a farm tour).

<sup>2</sup> The "selected" food-related sectors included in this FactSheet are listed in Table 1.

<sup>3</sup> See online appendix "Employment in non-metro CDs by industry sector" at ruralontarioinstitute.ca.

<sup>4</sup> Where "K" indicates "thousand".

<sup>5</sup> As defined in Footnote #1 in Table 1.

<sup>6</sup> This shift-share analysis is a useful measure of the performance of a given sector in a given region in terms of employment change. Employment across all sectors in non-metro CDs grew by 78K from 2001 to 2004 but this growth was about ½ of expected growth, based on national patterns (last row of Table 1). However, the change in output per worker would provide a different indicator of the performance of a sector.

From 2001 to 2014, on-farm employment (Row #1) in non-metro CDs was expected to decline by 6K but employment declined by 5.5K which indicates a positive employment performance of 0.5K jobs.

For food manufacturing (Row #3), employment in non-metro CDs was expected to decline by 0.7K but the actual decline was 2.5K which indicates a negative performance of 1.8K jobs.

One of the food manufacturing sub-sectors that is less intensive in non-metro CDs is meat manufacturing (Row #9), with an LQ=0.9. Note that the actual non-metro change in employment (-0.1K) was the same as the expected change, which indicates that the job performance in non-metro meat manufacturing was equivalent to the Canada average.

For restaurants and drinking places (Row #25), an employment growth of 15K was expected but the actual growth of 4K indicates a negative performance of 11K jobs.

### Summary

Employment in agriculture and in food-related sectors (as defined for this report) now represents about 15% of total employment within Ontario's non-metro CDs.

Most agriculture and food-related sub-sectors in non-metro CDs declined more rapidly or grew more slowly than the national patterns of change. Thus, the employment "performance" in these sectors was generally less than national patterns would have predicted.

**Table 1**

Non-metro employment AGRICULTURE and FOOD-RELATED sectors, employment change & performance relative to national patterns, Ontario, 2001 to 2014																								
Row #	NAICS Code	Level	Industry sector (displayed for each category of NAICS = North American Industry Classification System)	Estimated number employed (,000)												Expected change (based on national patterns) (1), 2001 to 2014 (,000)	Actual change, 2001 to 2014 (,000)	"Performance" = Actual minus Expected (,000)	Intensity(2) (LQ) relative to:					
				2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012				2013	2014	Ontario		Canada	
1	111-112	2	Farms	45.4	41.1	39.5	39.4	40.4	43.0	42.3	41.3	40.4	39.9	41.9	43.2	42.0	39.9	-6.0	-5.5	0.5	3.3	3.4	2.2	2.4
2	1150	3	.. Support activities for farms	1.8	1.3	1.2	0.9	0.9	0.8	0.8	0.9	0.8	1.0	1.1	1.0	1.2	1.2	0.1	-0.6	-0.7	3.3	2.7	2.8	2.0
3	311	2	Food manufacturing	14.5	14.6	15.0	14.9	14.6	14.5	14.4	14.8	13.7	12.9	12.6	12.4	12.1	12.0	-0.7	-2.5	-1.8	1.2	1.1	1.1	1.0
4	3111	3	.. Animal food manufacturing	1.3	1.5	1.5	1.3	1.4	1.4	1.5	1.7	1.6	1.5	1.3	1.3	1.3	1.3	-0.2	0.0	0.2	2.2	2.5	2.0	2.6
5	3112	3	.. Grain & oilseed milling	1.0	0.9	1.0	0.9	1.0	1.1	1.1	1.2	1.0	1.2	1.2	1.1	1.1	1.2	-0.1	0.2	0.2	1.3	1.8	2.0	2.7
6	3113	3	.. Sugar & confectionery product manufacturing	1.0	0.9	0.9	0.8	0.9	0.9	0.8	0.6	0.5	0.5	0.4	0.4	0.4	0.4	-0.1	-0.5	-0.4	0.9	0.7	1.4	0.8
7	3114	3	.. Fruit & vegetable preserving & specialty food manufacturing	3.0	3.0	2.9	3.0	2.7	2.4	2.7	2.6	2.2	2.0	1.8	1.5	1.3	1.2	-0.5	-1.8	-1.3	1.7	1.1	2.3	1.3
8	3115	3	.. Dairy product manufacturing	2.7	2.8	2.8	2.9	2.8	2.9	2.8	3.3	3.0	2.7	2.9	3.2	2.9	2.7	0.2	0.0	-0.2	2.4	2.5	2.3	2.3
9	3116	3	.. Meat product manufacturing	2.4	2.0	2.4	2.3	2.2	2.1	2.2	2.2	2.4	2.3	2.3	2.2	2.3	2.3	-0.1	-0.1	0.0	0.9	0.9	0.7	0.8
10	3117	3	.. Seafood product preparation & packaging	0.2	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	-0.1	-0.1	0.0	2.1	2.4	0.1	0.2
11	3118	3	.. Bakeries & tortilla manufacturing	1.6	1.8	1.9	1.8	1.7	1.6	1.5	1.4	1.2	1.0	1.1	1.0	1.0	1.1	0.0	-0.5	-0.5	0.5	0.4	0.6	0.4
12	3119	3	.. Other food manufacturing	1.3	1.3	1.5	1.6	1.6	1.7	1.5	1.6	1.6	1.4	1.4	1.5	1.6	1.6	0.4	0.2	-0.2	1.0	1.0	1.1	1.1
13	312	2	Beverage & tobacco product manufacturing	1.0	1.2	1.2	1.2	1.1	1.1	1.1	1.0	1.0	1.0	0.9	1.1	1.0	1.1	-0.1	0.0	0.1	0.5	0.6	0.5	0.7
14	3331	3	.. Agricultural, construction & mining machinery manufacturing	2.2	2.6	2.7	3.1	3.0	2.9	2.5	2.2	1.8	2.0	2.3	2.5	2.3	2.3	1.1	0.1	-1.0	1.8	2.1	1.7	1.3
15	411	2	Farm product merchant wholesalers	1.3	1.3	1.0	0.9	0.8	0.8	0.8	0.9	0.9	1.0	1.1	1.1	1.0	1.0	0.1	-0.3	-0.4	1.9	1.8	1.7	1.3
16	413	2	Food, beverage & tobacco merchant wholesalers	3.7	3.6	3.3	2.9	3.0	2.9	3.0	3.1	2.7	2.5	2.4	2.5	2.6	2.7	0.6	-1.0	-1.6	0.8	0.4	0.6	0.4
17	4131	3	.. Food merchant wholesalers	2.5	2.5	2.6	2.4	2.6	2.5	2.7	2.7	2.5	2.3	2.1	2.1	2.2	2.4	0.5	-0.1	-0.6	0.6	0.4	0.5	0.4
18	4132	3	.. Beverage merchant wholesalers	0.7	0.6	0.4	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.0	-0.4	-0.4	2.1	0.6	1.5	0.6
19	4171	3	.. Farm, lawn & garden machinery & equipment merchant wholesalers	2.8	2.7	2.6	2.5	2.5	2.5	2.4	2.5	2.6	2.6	2.6	2.7	2.8	2.9	0.3	0.0	-0.3	3.2	3.2	2.5	2.5
20	4183	3	.. Agricultural supplies merchant wholesalers	2.1	2.1	2.0	1.8	1.9	1.8	1.8	1.7	1.7	1.5	1.5	1.7	1.7	1.7	0.4	-0.4	-0.8	2.8	2.3	2.5	1.9
21	445	2	Food & beverage stores	27.2	29.0	30.2	30.4	31.5	30.6	29.4	31.9	31.5	30.4	28.5	29.1	30.5	31.7	5.4	4.6	-0.9	1.2	1.2	1.1	1.2
22	4451	3	.. Grocery stores	22.2	24.7	25.9	25.9	27.1	26.2	24.9	27.3	26.6	25.3	23.5	23.8	25.0	26.5	3.7	4.4	0.7	1.3	1.3	1.1	1.2
23	4452	3	.. Specialty food stores	3.0	2.5	2.3	2.4	2.4	2.4	2.5	2.5	2.8	3.0	3.0	3.1	3.2	3.0	0.6	0.0	-0.6	1.0	0.9	1.0	1.0
24	4453	3	.. Beer, wine & liquor stores	2.0	1.8	2.0	2.1	2.0	2.0	2.0	2.1	2.1	2.1	2.0	2.2	2.2	2.2	1.4	0.2	-1.2	1.3	1.2	1.4	1.0
25	722	2	Food services & drinking places	50.9	50.5	49.5	49.2	48.5	49.2	50.1	53.4	51.7	50.0	51.1	52.7	53.8	54.7	15.0	3.8	-11.1	1.1	1.0	1.1	1.0
26	7223	3	.. Special food services	2.9	2.8	2.9	2.6	2.4	2.4	2.6	3.1	2.7	2.5	2.7	2.6	2.5	2.9	1.0	0.0	-0.9	0.8	0.6	0.8	0.7
27	7224	3	.. Drinking places (alcoholic beverages)	2.2	2.0	1.9	1.8	1.6	1.6	1.5	1.4	1.3	1.2	1.2	1.2	1.3	1.3	-0.4	-1.0	-0.6	1.1	0.9	0.7	0.5
28	7225	3	.. Full-service restaurants & limited-service eating places	45.7	45.6	44.7	44.9	44.5	45.2	46.0	48.9	47.8	46.2	47.2	48.9	50.1	50.5	15.1	4.8	-10.3	1.2	1.1	1.1	1.0
29	Subtotal: Agriculture and food-related sectors			143.0	140.1	138.6	137.8	138.7	140.9	140.0	145.4	141.1	136.7	137.6	141.0	142.0	142.1							
30	Total: All sectors in non-metro Ontario			874.6	890.3	901.6	910.7	922.1	932.6	930.6	960.1	923.5	913.0	919.7	938.4	948.4	952.4	150.6	77.8	-72.8				

1. The expected change is estimated from a shift-share calculation that shows the change that would have occurred if non-metro employment had changed at the same rate as national employment and if the employment in the given sector had changed at the same rate as the national employment in the given sector.

2. A location quotient (LQ) indicates the relative intensity of a sector (in this case, in non-metro census divisions), relative to the provincial pattern and relative to the national pattern. It is calculated as the non-metro percent employed in a sector divided by the provincial (or national) percent employed in a sector.

Source: Ontario Ministry of Agriculture and Food, ANALYST EMSI database.

## Non-metro employment: forestry and mining

Vol. 3, No. 10, 2015

### Highlights

- Since 2001, non-metro employment in mining and oil & gas has increased by about 3,800 workers while non-metro employment in forestry has declined by 3,300 workers.
- About 46% of Ontario's employment in this sector is located in the Northeast Economic Region, which includes the metro area of Greater Sudbury.

### Why look at employment in forestry and mining?

The forestry and mining sectors are major exportable<sup>1</sup> sectors, particularly for northern Ontario.

This fact sheet portrays the level and change of employment in these sectors in non-metro census divisions (CDs).

### Findings<sup>2</sup>

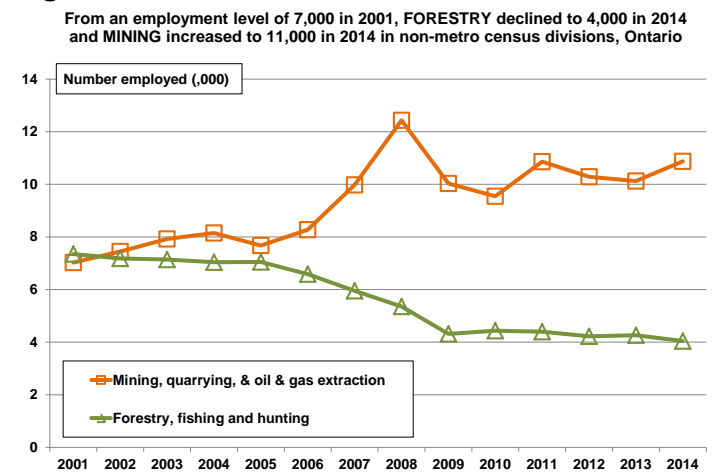
The level of employment in non-metro CDs in mining, quarrying and oil & gas extraction increased from 7K<sup>3</sup> to 11K in 2014 (Figure 1 and Table 1, Row #14). In 2014, this sector represented 1.1% of employment in non-metro CDs, up from 0.8% in 2001 (Row #14 as a percent of Row #21).

The magnitude of the non-metro decline in forestry employment was similar to the increase in mining – forest employment declined from 7K in 2001 to 4K by 2014. This represented 0.4% of non-metro 2014 employment, down from 0.8% in 2001.

We report an employment “performance”<sup>4</sup> indicator that compares the “expected” change in employment in each sector, based on national patterns, and the “actual” change in employment<sup>5</sup>. Sectors with a positive value are leading national patterns while sectors with negative values are lagging. For the forestry sector (Row #3), the expected change in employment from 2001 to 2014 was -2.8K

but the actual change was -3.4K which indicates a lagging job performance of -0.6K jobs in Ontario's non-metro forestry sector. Within the forestry sector, support activities for forestry (Row #12) reported an employment gain of 0.3K yielding a leading job “performance” of 0.6K as national patterns predicted a job decline of 0.3K.

Figure 1



From 2001 to 2014, employment in mining (Row #14) increased by 3.8K but the expected growth, based on national patterns, was 4.9, which indicates a lagging employment performance of -1.0K. Within the mining sector, there was employment growth with positive “job” performance of 0.4K in non-metallic mineral mining (e.g. diamonds) & quarrying (e.g. gravel) (Row #19) and a positive “job” performance of 0.7K in support activities for mining (Row #20).

Note that employment is growing faster than the national patterns for “support activities” in both forestry and in mining. Part of this growth is an

<sup>1</sup> An “exportable” good or service is one that can be sold to a client in another jurisdiction – either sent to the client (e.g. a box of chocolates) or the client comes to your jurisdiction to consume the item (e.g. a day on a ski hill).

<sup>2</sup> See online appendix “Employment in non-metro CDs by industry sector” at ruralontarioinstitute.ca.

<sup>3</sup> Where “K” indicates “thousand”.

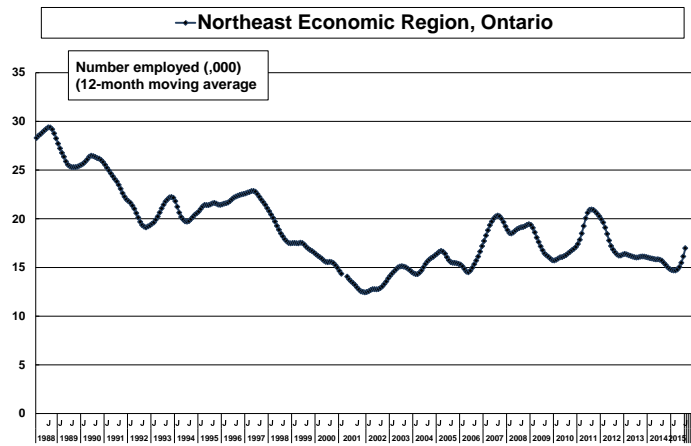
<sup>4</sup> As defined in Footnote #1 in Table 1.

<sup>5</sup> This is a useful indicator for analysts who are monitoring changes in *employment levels*. Employment across all sectors in non-metro CDs grew by 78K from 2001 to 2004 but this growth was about ½ of expected growth, based on national patterns (last line of Table 1). However, for analysts concerned with the *viability of a sector*, the change in GDP or the change in GDP per worker provides a better indicator of “economic performance.”

“exportable” which means the provision of technical expertise to projects outside of non-metro Ontario.

**Figure 2**

Number employed in forestry, mining and oil & gas



Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0124.

In August 2015, the level of employment for the forestry, mining and oil & gas sector across all of Ontario was 37K (as shown in online appendix). Employment in this sector in the Northeast Economic Region (ER) (which includes the metro area of Greater Sudbury) was 17K (Figure 2), equal to 7% of Northeast ER employment and equal to 46% of the provincial employment in this sector. The present employment level (17K) is within a range of 15K to 20K workers in this sector since 2001.

**Summary**

Within non-metro CDs since 2001, employment in mining and oil & gas has increased by about 3,800 workers while non-metro employment in forestry has declined by 3,300 workers.

About 46% of Ontario’s employment in forestry and mining is in the Northeast Economic Region, which includes the metro area of Greater Sudbury.

The growth in employment in support activities for forestry and mining suggests that this expertise may be an exportable to projects outside non-metro Ontario.

**Table 1**

Non-metro employment in the sectors of FORESTRY, MINING and OIL and GAS EXTRACTION, employment change & performance relative to national patterns, Ontario, 2001 to 2014																									
Row #	NAICS Code	Level	Industry sector (displayed for each category of NAICS = North American Industry Classification System)	Estimated number employed (,000)														Expected change (based on national patterns) (1), 2001 to 2014 (,000)	Actual change, 2001 to 2014 (,000)	"Performance" = Actual minus Expected (,000)	Intensity(2) (LQ) relative to:				
				2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014				Ontario		Canada		
1	11	1	<b>Agriculture, forestry, fishing &amp; hunting</b>	54.6	49.6	47.8	47.4	48.4	50.4	49.0	47.5	45.5	45.3	47.4	48.4	47.5	45.2	-10.3	-9.4	0.9	3.4	3.5	2.0	2.2	
2	111-112	2	Farms	45.4	41.1	39.5	39.4	40.4	43.0	42.3	41.3	40.4	39.9	41.9	43.2	42.0	39.9	-6.0	-5.5	0.5	3.3	3.4	2.2	2.4	
3	113	2	Forestry & logging	6.0	5.7	5.8	5.8	5.7	5.3	4.7	4.1	3.2	3.2	3.1	2.9	3.0	2.7	-2.8	-3.4	-0.6	4.5	5.2	1.7	1.6	
4	1131	3	Timber tract operations	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1	-0.1	0.0	4.2	2.9	2.0	1.1	
5	1132	3	Forest nurseries & gathering of forest products	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.5	4.3	0.8	1.3
6	1133	3	Logging	5.8	5.6	5.6	5.6	5.5	5.1	4.6	4.0	3.1	3.0	3.0	2.8	2.9	2.6	-2.7	-3.2	-0.6	4.6	5.3	1.7	1.6	
7	114	2	Fishing, hunting & trapping	0.5	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.3	0.4	0.3	0.3	0.2	0.2	-0.2	-0.3	-0.1	4.2	3.7	0.3	0.2	
8	1141	3	Fishing	0.5	0.4	0.4	0.3	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.2	0.2	0.2	-0.1	-0.3	-0.1	4.4	3.6	0.3	0.2	
9	1142	3	Hunting & trapping	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	5.4	0.6	1.8
10	115	2	Support activities for agriculture & forestry	2.7	2.3	2.1	1.8	1.9	1.7	1.6	1.6	1.6	1.9	2.1	2.3	2.4		-0.5	-0.3	0.0	3.6	3.3	1.4	1.8	
11	1150	3	Support activities for farms	1.8	1.3	1.2	0.9	0.9	0.8	0.8	0.9	0.8	1.0	1.1	1.0	1.2	1.2	0.1	-0.6	-0.7	3.3	2.7	2.8	2.0	
12	1153	3	Support activities for forestry	0.8	1.0	1.0	0.9	1.0	0.9	0.8	0.8	0.8	0.9	1.0	1.1	1.1	1.2		-0.3	0.3	0.6	4.3	4.3	0.7	1.6
13			<b>Subtotal: Forestry, fishing and hunting</b>	<b>7.3</b>	<b>7.2</b>	<b>7.1</b>	<b>7.0</b>	<b>7.0</b>	<b>6.6</b>	<b>6.0</b>	<b>5.4</b>	<b>4.3</b>	<b>4.4</b>	<b>4.4</b>	<b>4.2</b>	<b>4.3</b>	<b>4.0</b>								
14	21	1	<b>Mining, quarrying, &amp; oil &amp; gas extraction</b>	<b>7.0</b>	<b>7.4</b>	<b>7.9</b>	<b>8.1</b>	<b>7.7</b>	<b>8.3</b>	<b>10.0</b>	<b>12.4</b>	<b>10.0</b>	<b>9.5</b>	<b>10.9</b>	<b>10.3</b>	<b>10.1</b>	<b>10.9</b>	<b>4.9</b>	<b>3.8</b>	<b>-1.0</b>	<b>2.5</b>	<b>3.2</b>	<b>0.8</b>	<b>0.8</b>	
15	211	2	Oil & gas extraction	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.3	0.2	0.2	0.2	0.1	0.1	0.0	2.0	2.6	0.1	0.1	
16	212	2	Mining & quarrying (except oil & gas)	5.6	6.0	6.2	6.0	5.4	5.5	6.6	8.2	6.9	6.1	6.8	6.2	6.4	7.3	1.5	1.7	0.2	2.5	3.2	1.9	2.1	
17	2121	3	Coal mining	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	1.3	2.6	0.1	0.1	
18	2122	3	Metal ore mining	3.5	3.6	3.6	3.3	2.8	2.7	3.4	5.0	3.8	3.2	3.9	3.3	3.6	4.4	0.9	0.9	-0.1	2.5	3.0	2.4	2.6	
19	2123	3	Non-metallic mineral mining (e.g. diamonds) & quarrying (e.g. sand)	2.1	2.4	2.6	2.6	2.5	2.8	3.2	3.2	3.0	2.9	2.9	2.8	2.8	2.9	0.4	0.8	0.4	2.7	3.7	1.8	2.3	
20	213	2	Support activities for mining, & oil & gas extraction	1.3	1.3	1.6	2.1	2.3	2.7	3.3	4.1	3.0	3.1	3.9	3.9	3.5	3.4	1.4	2.1	0.7	2.6	3.2	0.4	0.6	
21			<b>Total: All sectors in non-metro Ontario</b>	<b>874.6</b>	<b>890.3</b>	<b>901.6</b>	<b>910.7</b>	<b>922.1</b>	<b>932.6</b>	<b>930.6</b>	<b>960.1</b>	<b>923.5</b>	<b>913.0</b>	<b>919.7</b>	<b>938.4</b>	<b>948.4</b>	<b>952.4</b>	<b>150.6</b>	<b>77.8</b>	<b>-72.8</b>					

1. The expected change is estimated from a shift-share calculation that shows the change that would have occurred if non-metro employment had changed at the same rate as national employment and if the employment in the given sector had changed at the same rate as the national employment in the given sector.

2. A location quotient (LQ) indicates the relative intensity of a sector (in this case, in non-metro census divisions), relative to the provincial pattern and relative to the national pattern. It is calculated as the non-metro percent employed in a sector divided by the provincial (or national) percent employed in a sector.

Source: Ontario Ministry of Agriculture and Food, ANALYST EMSI database.

## Non-metro employment: construction sector

Vol. 3, No. 11, 2015

### Highlights

- **Non-metro employment in construction is now higher than before the 2009 downturn.**
- **Construction employment has regained the pre-downturn level in each economic region and this level is higher than earlier periods (except in the Northwest Economic Region).**

### Why look at employment in the construction sector?

The construction sector is one of the few sectors with employment growth in non-metro Ontario.

The objective of this fact sheet is to document in which sub-sectors the growth is taking place.

### Findings<sup>1</sup>

The number employed in construction in non-metro census divisions (CDs) has increased from 54K<sup>2</sup> in 2001 to 74K in 2014 (Figure 1 and Table 1, Row #1). There was a slight decline during the economic downturn from 2008 to 2011 but the level of 74K has been maintained for the 2012 to 2014 period.

This increase is a 2 percentage point increase in the share of workers in non-metro CDs who are employed in construction (from 6% in 2001 to 8% in 2014) (Table 1, Row #1 as a percent of Row #15).

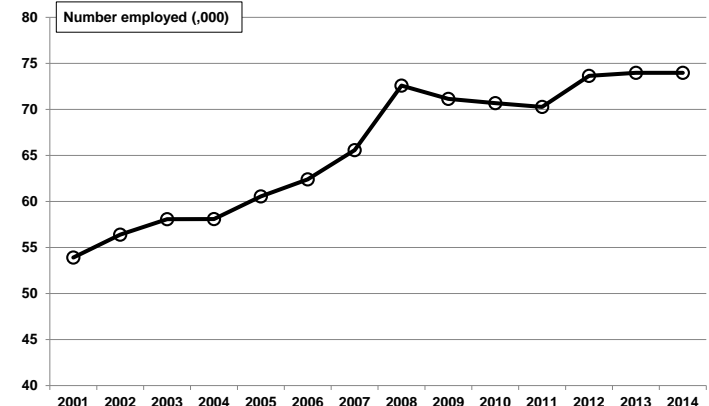
Non-metro construction comprises three major groups. Construction of buildings (Row #2) had 20K non-metro workers in 2014 (27% of all construction workers) and most were employed in construction of residential buildings. Heavy construction (Row #5) had 9K workers in 2014 (12% of all construction workers). The biggest subsector was specialty trade contractors<sup>3</sup> (Row #10) with 46K workers (62% of non-metro construction workers).

We report an employment “performance”<sup>4</sup> indicator that compares the “expected” change in employment in each sector, based on national patterns, and the “actual” change in employment<sup>5</sup>. If the actual change

is greater than the expected change, then the sector performance is “leading” national patterns whereas a negative value suggests it is “lagging”.

**Figure 1**

Employment in the CONSTRUCTION sector has grown from 54,000 in 2001 to 74,000 in 2014 in non-metro census divisions, Ontario



Source: Ontario Ministry of Agriculture, Food and Rural Affairs, ANALYST EMSI database.

In spite of the growth, the actual change for construction (Row #1) was 20K but the expected change, based on national patterns, was 33K which generates a job “performance” of -13K. In other words, job growth in construction in non-metro CDs was 13K less than the Canadian patterns would have predicted. Note however that the Canadian patterns would be heavily influenced by population growth in

<sup>1</sup> See online appendix “Employment in non-metro CDs by industry sector” at ruralontarioinstitute.ca.

<sup>2</sup> Where “K” indicates “thousand”.

<sup>3</sup> This includes contractors specialized in concrete, roofing, electrical, plumbing, drywall, painting, flooring, etc.

<sup>4</sup> As defined in Footnote #1 in Table 1.

<sup>5</sup> This shift-share analysis generates a useful indicator of the performance of a given sector in a given region in terms of employment change. Employment across all sectors in non-metro CDs grew by 78K from 2001 to 2004

but this growth was about ½ of expected growth, based on national patterns (last line of Table 1). However, the change in output per worker would provide a different indicator of the performance of a sector.

major metro centres and population growth has not been occurring in Ontario's non-metro areas.

Note the growth in residential construction (5.5K) (Row #3) but the lack of growth in non-residential construction (Row #4). A number of factors may be influencing residential construction employment growth in the context of negligible population growth: e.g. 1) smaller average household size; 2) second homes/cottages; and 3) replacement of older homes with new homes (or upgrading older homes).

Nevertheless, construction employment in non-metro CDs is more intensive than in Ontario as a whole (an LQ >1, as defined in Footnote 2 of Table 1). The only exception is land subdivision construction (LQ=0.5) (Row #7), which is arguably more typical in metro areas.

As noted above, specialty trade contractors (Row #10) is the largest sub-sector – it also reported the largest absolute increase in employment from 2001 to 2014 (a growth of 14K jobs, which was a growth of 43% above 2001 levels).

A review of the trends (see online appendix chart) in construction employment growth across Ontario's Economic Regions (ERs) shows an upward trend in each of the ERs. Construction employment in the Northwest ER has recovered from the economic downturn but the levels are in the range experienced in the 1990s and 2000s. In each of the other ERs, again the levels have returned to the pre-recession levels but these levels are higher in each ER than experienced in earlier periods.

### Summary

Construction employment in non-metro CDs has regained the levels experienced before the 2009 economic downturn.

Construction trade contractors (such as plumbers, electricians, painters, etc.) represent the largest subsector and this subsector had the largest absolute growth in the number of construction workers.

The majority of non-metro construction appears to be the construction of residential buildings and this high level is in the context of virtually no population growth in non-metro areas.

**Table 1**

Non-metro employment in the CONSTRUCTION sector, employment change & performance relative to national patterns, Ontario, 2001 to 2014																								
Row #	NAICS Code	Level	Industry sector (displayed for each category of NAICS = North American Industry Classification System)	Estimated number employed (,000)													Expected change (based on national patterns) (1), 2001 to 2014 (,000)	Actual change, 2001 to 2014 (,000)	"Performance" = Actual minus Expected (,000)	Intensity(2) (LQ) relative to:				
																				Ontario		Canada		
				2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013				2014	2001	2014	2001	2014
1	23	1	<b>Construction</b>	53.9	56.4	58.1	58.1	60.6	62.4	65.6	72.6	71.2	70.7	70.3	73.6	74.0	74.0	32.9	20.1	-12.9	1.2	1.2	1.1	1.1
2	236	2	Construction of buildings	14.5	15.1	15.2	14.6	14.5	15.1	16.5	19.8	20.1	19.5	19.4	20.5	19.9	19.7	11.4	5.2	-6.2	1.3	1.2	1.2	1.0
3	2361	3	.. Residential building construction	9.7	10.7	11.0	10.7	11.2	12.0	12.5	15.0	15.6	15.3	15.3	16.1	15.6	15.2	8.9	5.5	-3.4	1.2	1.2	1.2	1.1
4	2362	3	.. Non-residential building construction	4.8	4.4	4.2	3.9	3.4	3.1	4.0	4.7	4.4	4.2	4.5	4.3	4.5	2.5	-0.3	-2.8	1.6	1.1	1.2	0.8	
5	237	2	Heavy & civil engineering construction	7.5	6.9	7.5	8.0	8.0	8.1	8.2	9.5	9.0	8.6	8.2	8.5	8.5	8.6	4.5	1.1	-3.4	1.7	1.5	1.2	1.0
6	2371	3	.. Utility system construction	2.5	2.4	2.4	2.2	2.2	2.3	2.3	2.7	2.7	2.8	3.0	3.1	3.2	3.4	3.7	0.9	-2.8	1.9	1.5	1.3	0.8
7	2372	3	.. Land subdivision	0.5	0.4	0.5	0.6	0.5	0.3	0.4	0.6	0.6	0.6	0.5	0.5	0.5	0.4	0.2	-0.1	-0.3	0.9	0.5	0.8	0.5
8	2373	3	.. Highway, street & bridge construction	3.9	3.7	4.1	4.7	4.8	5.0	5.0	5.8	5.3	4.9	4.4	4.6	4.4	4.4	0.1	0.5	0.4	1.9	2.0	1.2	1.4
9	2379	3	.. Other heavy & civil engineering construction	0.6	0.4	0.4	0.4	0.4	0.5	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4	0.9	-0.2	-1.0	1.7	1.0	1.6	0.5
10	238	2	Specialty trade contractors	32.0	34.4	35.4	35.5	38.1	39.3	40.9	43.3	42.1	42.6	42.6	44.6	45.6	45.7	17.3	13.8	-3.6	1.0	1.2	1.1	1.1
11	2381	3	.. Foundation, structure, & building exterior contractors	8.2	7.7	7.1	7.2	8.2	8.5	9.5	10.5	10.0	9.5	9.6	10.0	10.1	10.0	4.6	1.8	-2.9	1.2	1.2	1.4	1.2
12	2382	3	.. Building equipment contractors	12.2	13.7	14.1	13.8	14.8	15.5	16.1	16.4	15.5	16.2	16.6	17.6	17.8	18.4	7.4	6.2	-1.3	1.0	1.2	1.1	1.1
13	2383	3	.. Building finishing contractors	6.3	7.5	8.1	8.0	8.2	8.2	8.5	9.2	9.6	9.5	9.3	9.5	9.7	9.5	3.0	3.2	0.2	0.8	1.0	0.9	1.0
14	2389	3	.. Other specialty trade contractors	5.2	5.5	6.0	6.4	6.9	7.0	6.8	7.3	7.1	7.4	7.1	7.5	8.0	7.9	2.5	2.7	0.2	1.3	1.7	1.1	1.2
15	<b>Total: All sectors in non-metro Ontario</b>			<b>874.6</b>	<b>890.3</b>	<b>901.6</b>	<b>910.7</b>	<b>922.1</b>	<b>932.6</b>	<b>930.6</b>	<b>960.1</b>	<b>923.5</b>	<b>913.0</b>	<b>919.7</b>	<b>938.4</b>	<b>948.4</b>	<b>952.4</b>	<b>150.6</b>	<b>77.8</b>	<b>-72.8</b>				

1. The expected change is estimated from a shift-share calculation that shows the change that would have occurred if non-metro employment had changed at the same rate as national employment and if the employment in the given sector had changed at the same rate as the national employment in the given sector.

2. A location quotient (LQ) indicates the relative intensity of a sector (in this case, in non-metro census divisions), relative to the provincial pattern and relative to the national pattern. It is calculated as the non-metro percent employed in a sector divided by the provincial (or national) percent employed in a sector.

Source: Ontario Ministry of Agriculture and Food, ANALYST EMSI database.

## Non-metro employment: non-food manufacturing

Vol. 3, No. 12, 2015

### Highlights

- In non-metro census divisions, employment in all manufacturing sectors (120,000) now represents 11% of total employment, down from 140,000 (16% of all non-metro jobs) in 2001.
- The number employed in non-food manufacturing declined 28% while food manufacturing declined by 17% from 2001 to 2014.
- The overall decline in manufacturing employment is evident in each economic region.

### Why look at employment in non-food manufacturing?

Manufacturing remains a major exportable<sup>1</sup> sector for non-metro Ontario.

This fact sheet shows the trend in non-food manufacturing sectors<sup>2</sup> in non-metro Ontario.

### Findings<sup>3</sup>

Employment in all manufacturing sectors in non-metro census divisions (CDs) has declined by 38K<sup>4</sup> from 140K in 2001 to 102K in 2014 (see Row #1 in Table 1). This is a decline of 27% since 2001.

In 2014, all non-metro manufacturing sectors contributed 11% of total employment, down from 16% in 2001 (Row #1 as a percent of Row #54).

Food manufacturing employment (Row #2) declined by 2.5K from 2001 to 2014, a 17% decline.

Non-food manufacturing employment declined from 124K in 2001 to 85K in 2010 followed by slight growth to 89K in 2014 (Figure 1 and Row #53). Employment in 2014 is down 28% from 2001.

Most non-food manufacturing sub-sectors show declining employment. However, note the considerable year-to-year variability.

The largest<sup>5</sup> manufacturing sub-sector is transportation equipment (Row #41) with 17K workers in 2014, a decline of 12% since 2001.

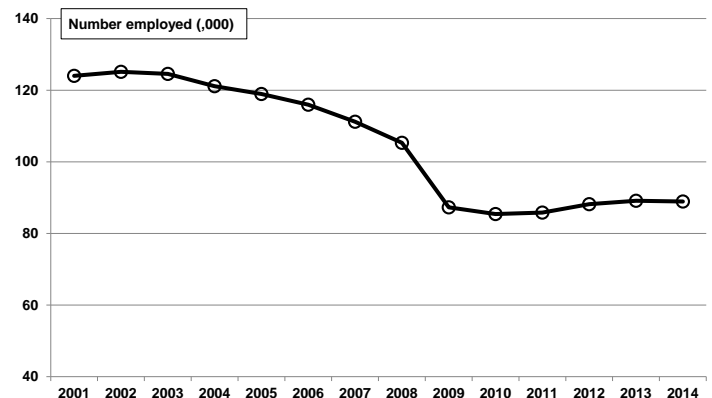
Major declines from 2001 to 2014 may be noted for wood products (Row #8) (down 8.5K or 58%), paper

(Row #12) (down 6.8K or 66%) and fabricated metal products (Row #26) (down 5.1K or 36%).

The Economic Region patterns are in the appendix<sup>6</sup>.

### Figure 1

Employment in NON-FOOD MANUFACTURING sectors has declined from 124,000 in 2001 to 89,000 in 2014 in non-metro census divisions, Ontario



Source: Ontario Ministry of Agriculture, Food and Rural Affairs, ANALYST EMSI database.

### Summary

Manufacturing remains a significant sector in non-metro CDs – contributing 11% of employment in 2014, but down from a 16% share in 2001.

After a steep decline in 2008-09, non-food manufacturing recovered slightly in 2012-13.

The employment decline in non-food manufacturing was 28% from 2001 to 2014.

<sup>1</sup> An “exportable” good or service is one that can be sold to those in other jurisdictions – either sent to the customer (e.g. a book) or the client consumes the item in your jurisdiction.

<sup>2</sup> Food manufacturing is discussed in a companion FactSheet that focuses on food-related sectors.

<sup>3</sup> See online appendix chart “Employment in non-metro CDs by industry sector” at ruralontarioinstitute.ca.

<sup>4</sup> Where “K” indicates “thousand”.

<sup>5</sup> The second largest sector is food manufacturing (Row #2).

<sup>6</sup> See online appendix chart. The charts are based on Statistics Canada’s (STC) Labour Force Survey of individuals which generates a higher employment number, compared to the STC Survey of Employment, Payroll & Hours (SEPH) which records the number of jobs reported by businesses. The estimates of the OMAFRA ANALYST EMSI database closely follow the SEPH data.





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## Non-metro employment: professional services

Vol. 3, No. 13, 2015

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### Highlights

- **Non-metro employment in professional services grew 24% from 2001 to 2014 but the growth was less than expected, based on national patterns of growth.**
- **Each subsector grew from 2001 to 2014 but most grew slower than the national patterns.**
- **The largest subsectors are engineering services (which includes surveying and mapping) and accounting and tax preparation services.**

### Why look at employment in professional, scientific and technical services?

Some types of professional services can be delivered at a distance (i.e. they are exportable<sup>1</sup>) but the sector as a whole remains underrepresented in the non-metro economy compared to its share of employment in the overall economy. Which subsectors account for this? Can these knowledge workers do their jobs in rural settings and provide an opportunity for recruitment / newcomer attraction?

This fact sheet portrays the level and change of employment in these sectors in non-metro census divisions (CDs) with an assessment of employment change relative to national patterns.

### Findings<sup>2</sup>

The number employed in professional, scientific and technical services<sup>3</sup> in non-metro (CDs) has grown from 28K<sup>4</sup> in 2001 to 35K in 2014 – a growth of 24% over this period (Figure 1 and Row #1 in Table 1).

In 2014, professional services represented 3.6% of employment in non-metro CDs, up from 3.2% in 2001 (Row #1 as a percent of Row #12).

The largest subsector is architectural, engineering and related services (which includes surveying and mapping) (Row #5) with an employment level of 7K

in 2014. This level fluctuated between 5.6K and 7.3K from 2010 and 2014. The level in 2014 is 1.3% higher than in 2001.

The second largest sector is accounting and tax preparation services (Row #4) with 5.7K workers in non-metro CDs in 2014. During the 2001 to 2014 period, employment in this sector varied between 4.6K and 6.9K. The level in 2014 was 24% higher than in 2001.

Employment in each of the subsectors (listed in Table 1) has grown from 2001 to 2014.

However, the intensity of employment in each subsector (as measured by a location quotient, as defined in Footnote 2 of Table 1) remains below the provincial pattern for each subsector (i.e., the location quotient is less than 1.0 for each subsector). We report an employment “performance”<sup>5</sup> indicator that compares the “expected” change in employment in each sector (from 2001 to 2014, based on national patterns) and the “actual” change in employment<sup>6</sup>. If the actual change is greater than the expected change, then a positive “performance” is indicated. Sectors with a positive value are leading national patterns while ones with negative values are lagging.

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<sup>1</sup> An “exportable” good or service is one that can be sold to those in other jurisdictions – either sent to the customer (e.g. a box of chocolates) or the customer comes to your jurisdiction to consume the item (e.g. a day on a ski hill).

<sup>2</sup> See online appendix chart “Employment in non-metro CDs by industry sector” at ruralontarioinstitute.ca.

<sup>3</sup> This sector comprises establishments engaged in activities where human capital is the major input. The industries within this sector are each defined by the expertise and training of the service provider. The sector includes such industries as offices of lawyers, accounting services, engineering services, architectural services, advertising agencies, translation services and design services.

<sup>4</sup> Where “K” indicates “thousand”.

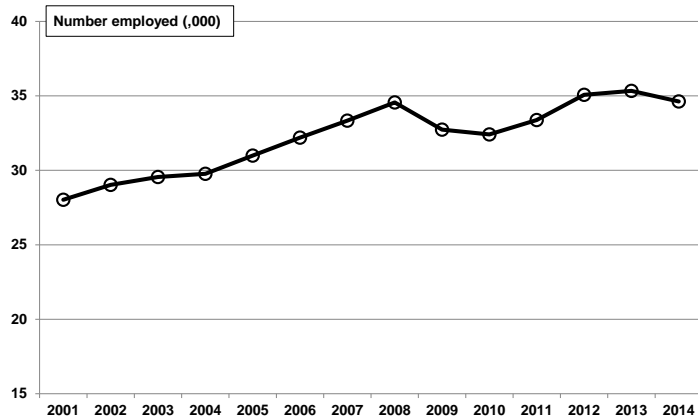
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<sup>5</sup> As defined in Footnote #1 in Table 1.

<sup>6</sup> This shift-share analysis generates a useful indicator for those seeking to understand how employment is faring in a given sector in a given region, compared to their national counterparts. Employment across all sectors in non-metro CDs grew by 78K from 2001 to 2004 but this growth was about ½ of expected growth, based on national patterns (last line of Table 1). However, this analysis does not tell the whole story – the change in output per worker provides a different indicator of economic performance of a sector. Perhaps obviously, one way to improve labour productivity (i.e. output per worker) is to substitute machines for workers.

**Figure 1**

Employment in PROFESSIONAL, TECHNICAL and SCIENTIFIC SERVICES has grown from 28,000 in 2001 to 35,000 in 2014 in non-metro census divisions, Ontario



Source: Ontario Ministry of Agriculture, Food and Rural Affairs, ANALYST EMSI database.

The job growth “performance” in most subsectors was less than would be expected, based on national patterns. For the sector as a whole (Row #1), the actual job growth of 6.6K was less than the job growth predicted based on national patterns (9.2K) and thus the actual job growth was 2.6K less than “predicted.” That is, Ontario’s non-metro job growth in this sector is not keeping up with the rate of job growth in this sector at the national level.

**Summary**

Each subsector of professional, scientific and technical services grew in non-metro census divisions from 2001 to 2014 but the intensity of these subsectors remains below the provincial level.

Some of these services can be delivered via the Internet and thus there may be opportunities for rural locales with a good Internet connection to attract these professionals.

**Table 1**

Non-metro employment in PROFESSIONAL, SCIENTIFIC and TECHNICAL SERVICES, employment change & performance relative to national patterns, Ontario, 2001 to 2014																								
Row #	NAICS Code	Level	Industry sector (displayed for each category of NAICS = North American Industry Classification System)	Estimated number employed (,000)												Expected change (based on national patterns) (1), 2001 to 2014 (,000)	Actual change, 2001 to 2014 (,000)	"Performance" = Actual minus Expected (,000)	Intensity(2) (LQ) relative to:					
																			Ontario		Canada			
				2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012				2013	2014	2001	2014	2001	2014
1	54	1	Professional, scientific & technical services	28.0	29.0	29.6	29.8	31.0	32.2	33.3	34.6	32.7	32.4	33.4	35.1	35.3	34.6	9.2	6.6	-2.6	0.5	0.5	0.5	0.5
2	541	2	Professional, scientific & technical services	28.0	29.0	29.6	29.8	31.0	32.2	33.3	34.6	32.7	32.4	33.4	35.1	35.3	34.6	9.2	6.6	-2.6	0.5	0.5	0.5	0.5
3	5411	3	Legal services	3.4	3.5	3.3	3.3	3.3	3.2	3.2	3.5	3.7	3.6	3.7	3.9	4.2	3.9	0.9	0.5	-0.4	0.6	0.5	0.6	0.6
4	5412	3	Accounting, tax preparation, bookkeeping & payroll services	4.6	4.8	5.4	5.1	5.3	5.5	6.1	6.9	6.3	5.8	5.5	6.2	6.3	5.7	1.8	1.1	-0.7	0.8	0.7	0.7	0.7
5	5413	3	Architectural, engineering & related services	6.6	6.1	5.8	5.6	5.9	5.9	6.2	6.1	5.8	6.3	6.8	7.3	7.0	6.7	3.2	0.1	-3.1	0.7	0.6	0.7	0.5
6	5414	3	Specialized design services	1.0	1.1	1.3	1.3	1.1	1.1	1.3	1.4	1.3	1.7	1.6	1.5	1.6	1.5	0.4	0.5	0.1	0.4	0.5	0.5	0.5
7	5415	3	Computer systems design & related services	3.4	3.6	3.3	3.3	3.8	3.8	3.6	3.4	3.2	3.0	3.2	3.3	3.6	3.9	0.9	0.5	-0.4	0.2	0.2	0.3	0.3
8	5416	3	Management, scientific & technical consulting services	3.7	4.0	4.3	4.2	4.3	4.6	4.5	4.7	4.6	4.4	4.6	4.7	4.5	4.6	0.7	0.9	0.3	0.4	0.5	0.4	0.5
9	5417	3	Scientific research & development services	0.7	1.4	1.6	1.9	2.3	2.8	2.5	2.8	2.9	2.6	2.5	2.4	2.5	2.8	0.3	2.1	1.8	0.3	0.7	0.3	0.9
10	5418	3	Advertising, public relations, & related services	1.3	1.3	1.1	1.5	1.4	1.3	1.5	1.5	1.2	1.3	1.7	1.9	1.8	1.6	0.2	0.3	0.1	0.3	0.3	0.4	0.4
11	5419	3	Other professional, scientific & technical services	3.3	3.3	3.5	3.5	3.5	4.0	4.3	4.2	3.7	3.7	3.7	3.9	3.9	3.9	1.6	0.6	-1.0	0.7	0.7	0.9	0.7
12	<b>Total: All sectors in non-metro Ontario</b>			<b>874.6</b>	<b>890.3</b>	<b>901.6</b>	<b>910.7</b>	<b>922.1</b>	<b>932.6</b>	<b>930.6</b>	<b>960.1</b>	<b>923.5</b>	<b>913.0</b>	<b>919.7</b>	<b>938.4</b>	<b>948.4</b>	<b>952.4</b>	<b>150.6</b>	<b>77.8</b>	<b>-72.8</b>				

1. The expected change is estimated from a shift-share calculation that shows the change that would have occurred if non-metro employment had changed at the same rate as national employment and if the employment in the given sector had changed at the same rate as the national employment in the given sector.

2. A location quotient (LQ) indicates the relative intensity of a sector (in this case, in non-metro census divisions), relative to the provincial pattern and relative to the national pattern. It is calculated as the non-metro percent employed in a sector divided by the provincial (or national) percent employed in a sector.

Source: Ontario Ministry of Agriculture and Food, ANALYST EMSI database.

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## Non-metro employment: arts, recreation & information

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Vol. 3, No. 14, 2015

### Highlights

- **Employment in the sector of arts, entertainment and recreation was 1.8% of the total employment in non-metro census divisions in 2014.**
- **This sector grew from 2001 to 2014, in part, due to job increases at golf courses, ski hills and marinas.**
- **Employment in 2014 in information and cultural industries was 0.9% of the non-metro total.**
- **This sector declined from 2001 to 2014, due, in part, to the overall decline in employment in newspaper, magazine and book publishing.**
- **Subsectors with non-metro employment growth more than expected, based on national patterns, included Internet publishing, the sector of independent artists, writers and performers and the sector of heritage institutions.**

### Why look at employment in the sectors of information, arts and recreation?

Culture-related sectors are often credited with the instigation of development trajectories in rural communities. Some of these sectors are or may become exportable<sup>1</sup> sectors.

We focus on the sectors of information and cultural industries<sup>2</sup> and the arts, entertainment and recreation industries<sup>3</sup>.

### Findings<sup>4</sup>

The number employed in non-metro census divisions (CDs) in arts, entertainment and recreation increased from 15K<sup>5</sup> in 2001 to 17K in 2014 (Figure 1 and Row #18 in Table 1). This sector represented 1.8% of the employment in non-metro CDs in 2014, up from 1.7% in 2001 (Row #18 as a percent of Row #30).

More than ½ of the employment in this sector was in “other” recreation industries which include golf courses, ski hills and marinas (Row #29). From 2001 to 2014, the number employed grew by 1.6K.

We report an employment “performance” indicator

that compares the “expected” change in employment<sup>6</sup> in each sector, based on national patterns, and the “actual” change in employment<sup>7</sup>. Sectors with a positive value are leading national patterns while ones with negative values are lagging.

For “other” recreational industries (Row #29), job “performance” was -0.7K, where the growth of 1.6K from 2001 to 2014 was less than the expected growth, based on Canadian patterns of growth.

Employment in non-metro CDs in information industries (Row #1) declined from 9K in 2001 to 8K in 2014. This represented 0.9% of employment in non-metro CDs in 2014, down from 1.1% in 2001.

Telecommunications (mostly telephone services) (Row #11) was one of the larger subsectors and where the job decline was 0.4K more than the expected decline. Another larger sector was publishing (except Internet publishing) (Row #2) with an employment decline that was 1.2K greater than the expected decline. Another subsector was “other”

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<sup>1</sup> An “exportable” good or service is one that can be sold to those in other jurisdictions – either sent to the customer (e.g. a box of chocolates) or the customer comes to your jurisdiction to consume the item (e.g. a day on a ski hill).

<sup>2</sup> Includes book, newspaper and Internet publishing, telephone and cable telecommunications and library and archives services.

<sup>3</sup> Includes performing arts companies, independent artists, writers and performers and recreational facilities (such as golf courses, ski hills and marinas).

<sup>4</sup> See online appendix “Employment in non-metro CDs by industry sector” at ruralontarioinstitute.ca.

<sup>5</sup> Where “K” indicates “thousand”.

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<sup>6</sup> As defined in footnote 1 in Table 1.

<sup>7</sup> The shift-share analysis generates a useful indicator for those seeking to understand how employment is faring in a given region. Employment across all sectors in non-metro CDs grew by 78K from 2001 to 2004 but this growth was about ½ of expected growth, based on national patterns (last line of Table 1). However, this analysis does not tell the whole story -- the change in output per worker provides a different indicator of economic performance of a sector. Perhaps obviously, one way to improve labour productivity (i.e. GDP per worker) is to substitute machines for workers.

information services (Row #17) which includes libraries, archives and Internet publishing. In this subsector, employment grew by 0.4K more than expected. The positive job “performance” for this sector indicates a (potential) ability to export Internet publishing services from non-metro Ontario.

Positive job “performance” also occurred in motion picture and video industries (Row #6), for independent artists, writers and performers (Row #24) and in heritage institutions (Row #25).

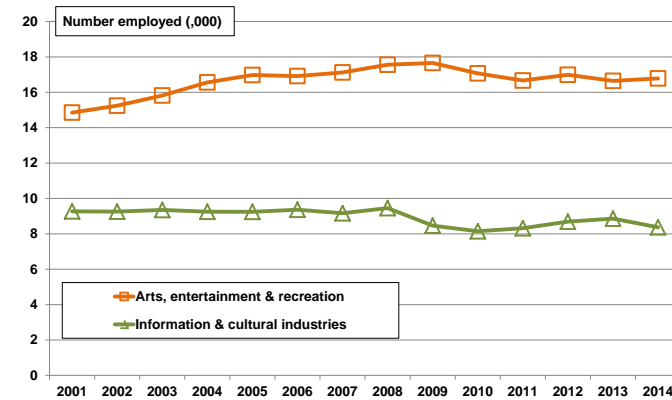
### Summary

From 2001 to 2014, employment in arts, entertainment and recreation grew in non-metro CDs but employment declined in information and cultural industries.

Subsectors with employment growth more than expected, based on national patterns, included Internet publishing, the sector of independent artists, writers and performers and the sector of heritage institutions.

**Figure 1**

ARTS / ENTERTAINMENT / RECREATION employment was 17,000 and INFORMATION / CULTURE employment was 8,000 in 2014 in non-metro census divisions, Ontario



Source: Ontario Ministry of Agriculture, Food and Rural Affairs, ANALYST EMSI database.

**Table 1**

Non-metro employment in the sectors of INFORMATION, CULTURE, ARTS, ENTERTAINMENT and RECREATION, employment change & performance relative to national patterns, Ontario, 2001 to 2014																									
Row #	NAICS Code	Level	Industry sector (displayed for each category of NAICS = North American Industry Classification System)	Estimated number employed (,000)													Expected change (based on national patterns) (1), 2001 to 2014 (,000)	Actual change, 2001 to 2014 (,000)	"Performance" = Actual minus Expected (,000)	Intensity(2) (LQ) relative to:					
																				Ontario		Canada			
				2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013				2014	2001	2014	2001	2014	
1	51	1	<b>Information &amp; cultural industries</b>	9.3	9.3	9.3	9.3	9.2	9.4	9.2	9.5	8.5	8.1	8.3	8.7	8.9	8.4	0.0	-0.9	-0.9	0.4	0.4	0.5	0.5	
2	511	2	Publishing industries (except internet)	3.3	3.2	3.3	3.3	3.3	3.3	3.1	3.2	2.7	2.5	2.7	2.6	2.3	2.0	-0.1	-1.3	-1.2	0.6	0.4	0.7	0.5	
3	5111	3	Newspaper, periodical, book & directory publishers	3.1	3.1	3.2	3.1	3.2	3.1	3.0	3.0	2.5	2.3	2.5	2.5	2.1	1.9	-0.7	-1.3	-0.5	0.7	0.6	0.9	0.7	
4	5112	3	Software publishers	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.0	-0.1	0.1	0.1	0.1	0.1	
5	512	2	Motion picture & sound recording industries	0.8	0.8	0.7	0.7	0.7	0.7	0.9	1.1	1.1	1.1	0.9	0.7	0.8	1.2	1.1	0.0	0.3	0.3	0.3	0.4	0.3	0.4
6	5121	3	Motion picture & video industries	0.7	0.7	0.7	0.6	0.7	0.7	0.9	1.1	1.0	0.8	0.6	0.8	1.0	1.0	0.0	0.3	0.3	0.3	0.4	0.3	0.4	
7	5122	3	Sound recording industries	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.3	0.2	0.3	
8	515	2	Broadcasting (except internet)	0.9	0.9	0.9	1.0	1.0	1.0	1.0	1.0	0.9	0.9	0.9	0.9	0.9	0.8	0.0	-0.1	-0.1	0.4	0.4	0.4	0.4	
9	5151	3	Radio & television broadcasting	0.8	0.9	0.9	0.9	1.0	1.0	1.0	0.9	0.8	0.9	0.9	0.9	0.9	0.7	0.0	-0.1	-0.1	0.4	0.4	0.4	0.4	
10	5152	3	Pay & specialty television	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.2	0.6	0.4	
11	517	2	Telecommunications	2.9	2.8	2.6	2.5	2.4	2.3	2.2	2.2	2.0	2.1	2.1	2.2	2.2	2.1	-0.4	-0.8	-0.4	0.4	0.4	0.4	0.4	
12	5171	3	Wired telecommunications carriers	1.6	1.6	1.5	1.5	1.4	1.3	1.3	1.3	1.2	1.3	1.4	1.4	1.3	1.4	-0.2	-0.2	0.0	0.4	0.4	0.4	0.4	
13	5172	3	Wireless telecommunications carriers (except satellite)	0.5	0.5	0.5	0.4	0.4	0.4	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	-0.3	-0.4	0.4	0.1	0.4	0.1	
14	5174	3	Satellite telecommunications	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.4	1.1	0.6	1.4	
15	5179	3	Other telecommunications	0.7	0.6	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.4	0.4	0.5	0.5	0.5	-0.4	-0.3	0.1	0.5	0.6	0.7	1.0	
16	518	2	Data processing, hosting, & related services	0.2	0.2	0.2	0.2	0.3	0.4	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.1	0.1	0.0	0.2	0.2	0.3	0.3	
17	519	2	Other information services (e.g. libraries, archives, Internet publishing)	1.2	1.4	1.6	1.6	1.6	1.7	1.7	1.7	1.5	1.6	1.7	1.8	2.0	2.0	0.4	0.8	0.4	0.6	0.9	0.9	1.3	
18	71	1	<b>Arts, entertainment &amp; recreation</b>	14.9	15.2	15.8	16.6	17.0	16.9	17.1	17.6	17.7	17.1	16.7	17.0	16.6	16.8	4.1	1.9	-2.1	0.9	0.9	1.0	0.9	
19	711	2	Performing arts, spectator sports & related industries	4.2	4.3	4.4	4.7	4.8	5.0	5.1	4.9	5.2	5.0	4.7	4.7	4.5	4.4	1.1	0.3	-0.8	0.6	0.6	0.7	0.7	
20	7111	3	Performing arts companies	1.1	1.2	1.1	1.3	1.2	1.2	1.4	1.4	1.6	1.6	1.5	1.3	1.5	1.5	0.4	0.3	-0.1	0.9	0.8	0.9	0.9	
21	7112	3	Spectator sports	0.9	0.9	0.9	1.0	0.8	0.7	0.9	0.9	0.8	0.7	0.5	0.6	0.5	0.5	-0.1	-0.4	-0.3	0.6	0.5	0.9	0.6	
22	7113	3	Promoters (presenters) of performing arts, sports & similar events	0.5	0.4	0.4	0.5	0.5	0.6	0.5	0.4	0.3	0.3	0.3	0.2	0.3	0.3	0.3	-0.3	-0.5	0.7	0.2	0.7	0.2	
23	7114	3	Agents & managers for artists, athletes, entertainers & other public figures	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.5	0.4	0.5	0.5	
24	7115	3	Independent artists, writers & performers	1.5	1.7	2.0	2.0	2.2	2.5	2.2	2.2	2.5	2.4	2.3	2.5	2.2	2.2	0.5	0.6	0.2	0.5	0.7	0.6	0.7	
25	712	2	Heritage institutions	0.5	0.7	0.6	0.7	0.8	0.7	0.8	0.9	1.2	1.2	1.2	1.2	1.1	1.3	0.3	0.8	0.5	0.8	1.5	0.6	1.1	
26	713	2	Amusement, gambling & recreation industries	10.2	10.3	10.8	11.1	11.3	11.1	11.2	11.7	11.2	10.9	10.8	11.1	11.0	11.1	2.6	0.9	-1.7	1.1	1.1	1.1	1.1	
27	7131	3	Amusement parks & arcades	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	-0.1	-0.1	0.4	0.2	0.5	0.3	
28	7132	3	Gambling industries	2.5	2.3	2.5	2.6	2.7	2.6	2.7	2.4	2.2	2.1	2.1	2.1	1.9	1.9	0.3	-0.7	-1.0	0.9	0.9	1.2	0.9	
29	7139	3	Other amusement & recreation industries (e.g. golf, ski hills, marinas, etc.)	7.5	7.9	8.1	8.4	8.6	8.5	8.5	9.2	8.8	8.6	8.6	8.9	8.9	9.1	2.3	1.6	-0.7	1.3	1.2	1.2	1.2	
30	<b>Total: All sectors in non-metro Ontario</b>			<b>874.6</b>	<b>890.3</b>	<b>901.6</b>	<b>910.7</b>	<b>922.1</b>	<b>932.6</b>	<b>930.6</b>	<b>960.1</b>	<b>923.5</b>	<b>913.0</b>	<b>919.7</b>	<b>938.4</b>	<b>948.4</b>	<b>952.4</b>	<b>150.6</b>	<b>77.8</b>	<b>-72.8</b>					

1. The expected change is estimated from a shift-share calculation that shows the change that would have occurred if non-metro employment had changed at the same rate as national employment and if the employment in the given sector had changed at the same rate as the national employment in the given sector.

2. A location quotient (LQ) indicates the relative intensity of a sector (in this case, in non-metro census divisions), relative to the provincial pattern and relative to the national pattern. It is calculated as the non-metro percent employed in a sector divided by the provincial (or national) percent employed in a sector.

Source: Ontario Ministry of Agriculture and Food, ANALYST EMSI database.

## Non-metro employment: wholesale and retail trade

Vol. 3, No. 15, 2015

### Highlights

- Non-metro employment in wholesale trade represents 3% of total non-metro employment.
- Employment in retail trade represents 13% of total non-metro employment.
- In each case, employment levels have been essentially flat during the past 10 years.

### Why look at employment in the wholesale and retail trade?

The wholesale and retail trade sectors generally cater to the local population and thus growth in these sectors tends to follow population change. Some sectors may be able to sell to clients outside non-metro areas and these sectors would become exportable<sup>1</sup> sectors.

This fact sheet portrays the level and change of employment in these trade sectors in non-metro census divisions (CDs) over the 2001 to 2014 period.

### Findings<sup>2</sup>

Employment in non-metro census divisions (CDs) in wholesale trade has varied between 30K<sup>3</sup> and 32K over the 2001 to 2014 period (Figure 1 and Row #1 in Table 1). The level in 2014 was 31K, equal to 3.3% of non-metro employment (i.e. Row #1 as a percent of Row #24).

Non-metro employment in retail trade (Row #11) has varied between 111K and 123K over the 2001 to 2014 period. The level in 2014 was 120K, representing 13% of non-metro employment.

Two wholesale subsectors were more intensive in non-metro CDs, compared to Ontario as a whole (as measured by a location quotient (LQ), defined in Footnote #2 of Table 1). These sectors were farm products wholesaling (Row #2) and petroleum products wholesaling (Row #3).

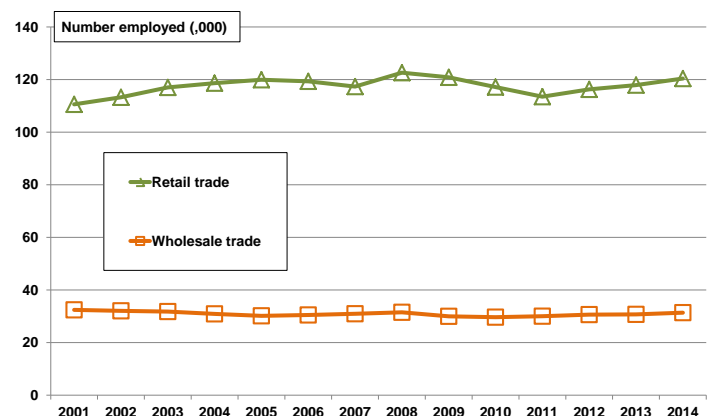
Only one wholesale sector, machinery and equipment wholesalers (Row #8) exhibited a generally increasing level of employment in non-metro CDs over the 2001 to 2014

Similarly, some retail subsectors were more intensive in non-metro CDs, such as motor vehicle dealers (Row #12), building supply retailers (Row #15), food stores (Row #16), gasoline stations (Row #18) and general merchandise stores (Row #21).

Over the period from 2001 to 2014, employment in food and beverage stores (Row #16) has fluctuated between 27K in 2001 and 32K in 2008 but has maintained an LQ=1.2. Will employment in food stores remain more intensive in non-metro CDs?

**Figure 1**

In 2014, RETAIL TRADE employment was 120,000 and was 31,000 in WHOLESALE TRADE in non-metro census divisions, Ontario



Source: Ontario Ministry of Agriculture, Food and Rural Affairs, ANALYST EMSI database.

Employment in general merchandise stores (Row #21) has fluctuated in the range of 18K in 2001 and 21K in 2008. The level in 2014 was essentially back to the level in 2001 and 2002 – but employment in this sector has actually become more intensive relative to the pattern of employment for Ontario as whole. The LQ increased from 1.2 in 2001 to an LQ of 1.3 in 2014.

<sup>1</sup> An “exportable” good or service is one that can be sold to those in other jurisdictions – either sent to the customer (e.g. a box of chocolates) or the customer comes to your jurisdiction to consume the item (e.g. a day on a ski hill).

<sup>2</sup> See online appendix “Employment in non-metro CDs by industry sector” at ruralontarioinstitute.ca.

<sup>3</sup> Where “K” indicates “thousand”.

Motor vehicle dealers (Row #12) reported a general increasing trend in employment over the 2001 to 2014 period and their employment intensity increased, relative to the Ontario average (i.e. the LQ increased from 1.4 in 2001 to 1.5 in 2014). Does this sector still have room for growth in non-metro CDs?

Employment in retail stores selling building materials and garden equipment (Row #15) has increased gradually during the 2001 to 2014 period (consistent with the growth in employment in building construction reported in a companion fact sheet). The intensity of employment in this sector, relative to Ontario as a whole, has remained with an LQ=1.2.

Retail stores selling health and personal care products (Row #17) is an additional retail sector that showed gradual employment growth from

2001 to 2014 and maintained a higher employment intensity in non-metro CDs (an LQ=1.1 in both 2001 and 2014).

However, only two retail sectors showed a generally increasing level of employment during the 2001 to 2014 period: stores selling building materials and equipment (Row #15) and stores selling health and personal care products (Row #17).

In terms of future employment trends, will non-metro CDs be able to maintain their specialization in the retail sectors noted above or will the employment structure trend towards the provincial pattern?

### Summary

Within non-metro CDs, the level of employment in wholesale trade and in retail trade has maintained a constant level in the past decade, consistent with the generally flat population trajectory in Ontario's non-metro CDs.

**Table 1**

Non-metro employment the WHOLESALE and RETAIL TRADE sectors, employment change & performance relative to national patterns, Ontario, 2001 to 2014																								
Row #	NAICS Code	Level	Industry sector (displayed for each category of NAICS = North American Industry Classification System)	Estimated number employed (,000)													Expected change (based on national patterns) (1), 2001 to 2014 (,000)	Actual change, 2001 to 2014 (,000)	"Performance" = Actual minus Expected (,000)	Intensity(2) (LQ) relative to:				
																				Ontario		Canada		
				2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013				2014	2001	2014	2001	2014
1	41	1	<b>Wholesale trade</b>	32.4	32.1	31.8	30.9	30.2	30.5	30.9	31.5	30.0	29.7	30.0	30.6	30.7	31.4	2.0	-1.1	-3.1	0.7	0.7	0.7	0.7
2	411	2	Farm product merchant wholesalers	1.3	1.3	1.0	0.9	0.8	0.8	0.8	0.9	0.9	1.0	1.1	1.1	1.0	1.0	0.1	-0.3	-0.4	1.9	1.8	1.7	1.3
3	4121	3	Petroleum & petroleum products merchant wholesalers	1.0	1.0	1.0	1.0	1.0	1.1	1.0	0.9	0.9	0.8	0.8	0.8	0.8	0.8	0.1	-0.2	-0.3	2.0	2.4	1.3	1.0
4	413	2	Food, beverage & tobacco merchant wholesalers	3.7	3.6	3.3	2.9	3.0	2.9	3.0	3.1	2.7	2.5	2.4	2.5	2.6	2.7	0.6	-1.0	-1.6	0.8	0.4	0.6	0.4
5	414	2	Personal & household goods merchant wholesalers	1.7	1.7	1.7	1.8	1.8	1.9	1.8	1.8	1.7	1.7	1.9	2.1	2.1	2.0	0.2	0.3	0.2	0.2	0.3	0.3	0.3
6	415	2	Motor vehicle & motor vehicle parts & accessories merchant wholesalers	4.2	4.4	4.4	4.1	3.8	3.6	4.0	4.0	3.7	3.7	3.7	3.5	3.3	3.5	-0.1	-0.7	-0.6	1.0	1.0	1.1	1.0
7	416	2	Building material & supplies merchant wholesalers	5.8	5.1	5.1	5.2	4.9	5.0	5.1	5.2	5.1	5.4	5.5	5.6	5.6	5.6	0.4	-0.1	-0.6	0.8	0.8	0.8	0.8
8	417	2	Machinery, equip. & supplies merchant wholesalers	7.5	7.7	7.9	7.8	7.7	7.9	8.1	8.3	8.0	8.3	8.5	8.7	8.8	8.9	0.6	1.5	0.9	0.5	0.7	0.6	0.8
9	418	2	Miscellaneous merchant wholesalers	5.5	5.7	5.7	5.8	6.1	6.3	6.1	6.2	5.9	5.3	5.2	5.5	5.6	5.8	0.3	0.2	0.0	0.8	0.8	0.9	1.0
10	419	2	Business-to-business electronic markets, & agents & brokers	1.7	1.7	1.6	1.4	1.2	1.1	1.1	1.1	1.0	0.9	0.9	0.9	0.9	0.9	-0.4	-0.8	-0.4	0.6	0.5	0.7	0.5
11	44-45	1	<b>Retail trade</b>	110.6	113.3	117.0	118.7	120.0	119.3	117.4	122.6	120.9	117.2	113.5	116.3	117.9	120.4	22.8	9.8	-13.0	1.2	1.1	1.1	1.1
12	441	2	Motor vehicle & parts dealers	12.2	12.8	13.4	13.5	13.2	13.5	13.5	13.6	13.1	13.1	13.2	13.7	14.2	14.8	3.7	2.6	-1.0	1.4	1.5	1.3	1.3
13	442	2	Furniture & home furnishings stores	3.5	3.4	3.4	3.5	3.8	3.5	3.2	3.3	3.4	3.3	3.0	3.2	3.3	3.3	0.9	-0.2	-1.1	0.9	0.8	0.9	0.8
14	443	2	Electronics & appliance stores	3.7	3.3	3.3	3.1	3.1	3.3	3.1	3.2	3.4	3.2	2.8	2.8	2.7	2.7	-0.1	-1.0	-0.9	0.8	0.7	0.9	0.7
15	444	2	Building material & garden equip. & supplies dealers	7.0	8.1	7.8	7.7	8.4	9.2	9.9	10.5	10.8	11.0	11.2	11.3	11.2	11.9	5.0	4.9	-0.1	1.6	1.6	1.5	1.6
16	445	2	Food & beverage stores	27.2	29.0	30.2	30.4	31.5	30.6	29.4	31.9	31.5	30.4	28.5	29.1	30.5	31.7	5.4	4.6	-0.9	1.2	1.2	1.1	1.2
17	446	2	Health & personal care stores	8.0	7.7	7.7	7.5	7.6	7.9	8.4	9.0	9.3	9.4	9.2	9.6	10.0	10.4	3.6	2.4	-1.2	1.1	1.1	1.1	1.1
18	447	2	Gasoline stations	6.7	7.1	7.5	7.4	7.4	7.6	7.2	7.0	7.3	6.9	6.6	6.4	6.1	6.2	0.2	-0.5	-0.7	1.9	2.2	1.4	1.4
19	448	2	Clothing & clothing accessories stores	8.0	7.2	7.5	7.1	7.3	8.1	8.1	8.1	7.8	7.5	7.3	7.0	6.8	7.3	1.7	-0.6	-2.4	0.7	0.6	0.7	0.6
20	451	2	Sporting goods, hobby, book & music stores	4.0	3.7	3.7	3.9	4.0	3.8	3.7	3.6	3.4	3.3	3.1	3.0	3.1	3.1	0.6	-0.9	-1.4	0.8	0.7	0.9	0.7
21	452	2	General merchandise stores	17.5	18.7	20.1	21.7	21.7	20.6	20.2	20.9	20.3	19.2	18.9	19.5	19.0	18.3	1.9	0.9	-1.1	1.2	1.3	1.3	1.4
22	453	2	Miscellaneous store retailers	8.9	8.4	7.8	8.7	8.3	7.5	7.4	8.0	7.7	7.3	7.1	7.8	8.1	7.6	0.3	-1.3	-1.6	1.2	1.1	1.3	1.2
23	454	2	Non-store retailers	4.0	4.1	4.6	4.4	3.8	3.9	3.5	3.4	2.9	2.5	2.6	2.8	2.9	2.9	-0.1	-1.0	-1.0	1.2	0.9	1.2	1.0
24			<b>Total: All sectors in non-metro Ontario</b>	<b>874.6</b>	<b>890.3</b>	<b>901.6</b>	<b>910.7</b>	<b>922.1</b>	<b>932.6</b>	<b>930.6</b>	<b>960.1</b>	<b>923.5</b>	<b>913.0</b>	<b>919.7</b>	<b>938.4</b>	<b>948.4</b>	<b>952.4</b>	<b>150.6</b>	<b>77.8</b>	<b>-72.8</b>				

1. The expected change is estimated from a shift-share calculation that shows the change that would have occurred if non-metro employment had changed at the same rate as national employment and if the employment in the given sector had changed at the same rate as the national employment in the given sector.

2. A location quotient (LQ) indicates the relative intensity of a sector (in this case, in non-metro census divisions), relative to the provincial pattern and relative to the national pattern. It is calculated as the non-metro percent employed in a sector divided by the provincial (or national) percent employed in a sector.

Source: Ontario Ministry of Agriculture and Food, ANALYST EMSI database.

## Non-metro income: Levels and trends

Vol. 3, No. 16, 2015

### Highlights

- Non-metro family income has been increasing faster than inflation, although the level was generally flat during the last half of the 2000s.
- Similarly, the level of income for non-metro unattached individuals has been generally increasing relative to inflation over the past 20 years.
- The incomes in non-metro Ontario are about 15% less than the incomes in metro Ontario.

### Why look at income levels and trends?

Income is central to an individual's economic well-being. If income levels are growing more than inflation, this would indicate that levels of economic prosperity are increasing. Spending by households on shelter, food, transportation, services and durable goods makes up a significant proportion of overall spending in the economy and is linked directly to income. Levels of income affect household spending which often drives growth or decline in the economy as compared with business or government spending<sup>1</sup>.

This fact sheet portrays the level and trends of non-metro income. An online appendix ([www.ruralontarioinstitute.ca](http://www.ruralontarioinstitute.ca)) presents the income level and trend for each economic region.

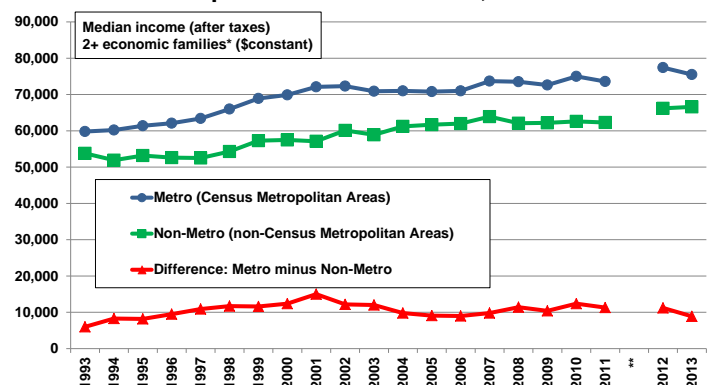
### Findings

In 2013, the median<sup>2</sup> level of income for a non-metro family<sup>3</sup> was \$66,600 (Figure 1).

The level of non-metro income has increased from about \$52,000 in the late 1990s (calculated in constant dollars) to over \$60,000 in the 2000's and above \$65,000 in recent years<sup>4</sup>. Thus, the non-metro family income has been increasing in real terms (i.e. relative to inflation). However, income levels were relatively flat in the late 2000s.

Figure 1

In 2013, income gap of \$8,900 for non-metro families, compared to metro families, Ontario



\*An economic family is a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption. A couple may be of the same or of a different sex. Foster children are included.

\*\*Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 (\$2011) & Canada Income Survey, 2012-2013 (\$2013).

The pattern in metro areas has been similar. The result is that the metro<>non-metro gap in median family incomes has been about \$10,000 (in constant dollars) over the period from 1993 to 2013. However, the gap has varied between \$6,000 in 1993 and \$15,000 in 2001. Thus, the gap as a percent of metro family income has ranged between 10% and 20% over the past 20 years (Figure 2).

At present, 87% of individuals live in an "economic family" and thus 13% are "unattached individuals" (see online appendix).

The pattern for each Economic Region (ER) is shown in an online appendix. The general patterns show the ERs of Toronto (and area) and Ottawa (and area) have slightly higher family income. The ERs of Kitchener-Waterloo-Barrie and Hamilton-Niagara Peninsula have essentially the same family income levels as Ontario as a whole. The remaining ERs have had lower incomes than the Ontario average in most of the past 20 years.

<sup>1</sup> See "Gross domestic product, income and expenditure, second quarter 2015" (<http://www.statcan.gc.ca/daily-quotidien/150901/dq150901a-eng.htm>).

<sup>2</sup> A median income is the level where one-half of the families have an income above this level and one-half have an income below this level.

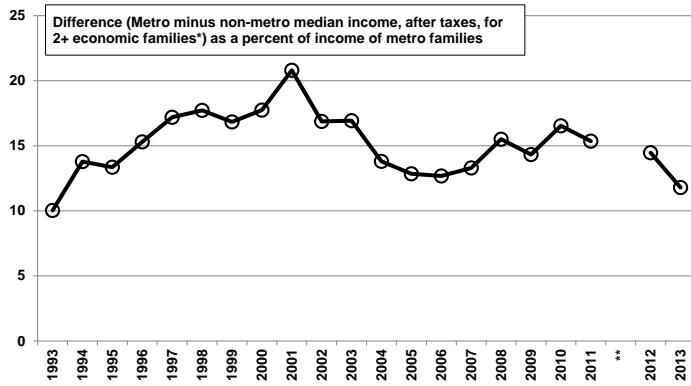
<sup>3</sup> An economic family is defined in the footnote to Table 1.

<sup>4</sup> There is a break in the data series. The Survey of Labour and Income Dynamics (SLID) provided the estimates for 1993 to 2011 and the Canada Income Survey (CIS) is now providing the annual income estimates.



**Figure 2**

**Income gap for non-metro families was 12% of income of metro families in 2013, Ontario**

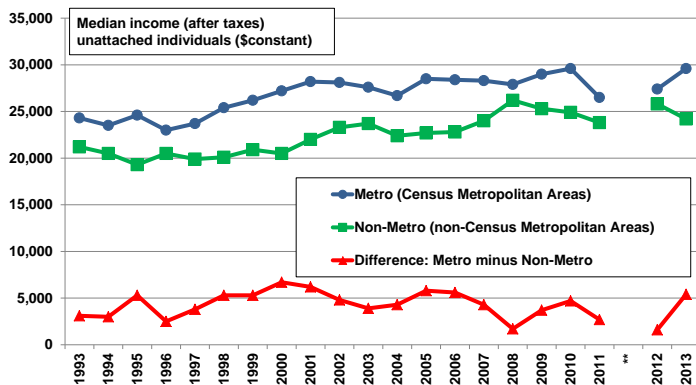


\*An economic family is a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law or adoption. A couple may be of the same or of a different same sex. Foster children are included.  
Source: Statistics Canada, Survey of Labour and Income Dynamics, 1993 to 2011 and Canada Income Survey, 2012-2013.

In non-metro areas of Ontario, the median income of unattached individuals was \$24,200 in 2013 (Figure 3). This is an increase from \$20,000 (measured in constant dollars) recorded in the late 1990's. The gap, compared to metro areas, has ranged between \$1,600 and \$6,700 over the 20 year period from 1993 to 2013. As with the gap for economic families, the income gap for unattached individuals in non-metro areas, compared to metro areas, has fluctuated around 15% over this period (Figure 4).

**Figure 3**

**In 2013, income gap of \$5,400 for non-metro unattached individuals, compared to metro unattached individuals, Ontario**



\*\*Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 (\$2011) & Canada Income Survey, 2012-2013 (\$2013).

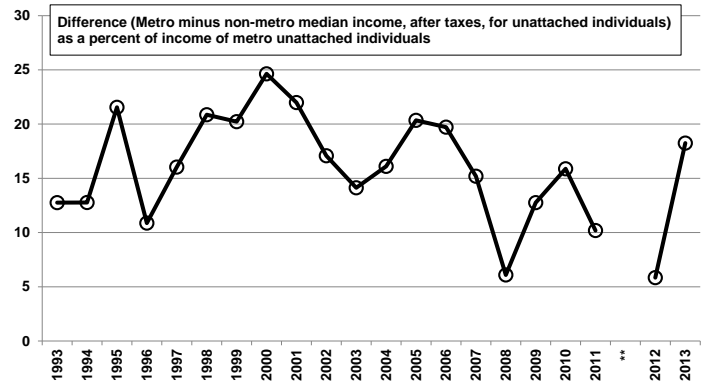
**Summary**

The level of family income in non-metro Ontario has been increasing faster than inflation, although the level was generally flat during the last half of the 2000s.

Similarly, the level of income for unattached individuals has been generally increasing relative to inflation over the past 20 years.

**Figure 4**

**Income gap for non-metro unattached individuals was 18% of income of metro unattached individuals in 2013, Ontario**



Source: Statistics Canada, Survey of Labour and Income Dynamics, 1993 to 2011 and Canada Income Survey, 2012-2013.

**Table 1**

Level of economic family income in each economic region compared to the overall Ontario level	
Economic Region (by % non-metro)	Average income
<b>Metro (1% non-metro) Economic Regions</b>	
3530 Toronto (and area)	Higher (slightly)
<b>Mostly metro (9-26% non-metro) Economic Regions</b>	
3510 Ottawa (and area)	Higher (since 2001)
3540 Kitchener - Waterloo - Barrie	Same
3550 Hamilton - Niagara Peninsula	Same
3560 London (and area)	Lower (slightly)
<b>Mostly non-metro (46-71% non-metro) Economic Regions</b>	
3515 Kingston - Pembroke	Lower
3520 Muskoka - Kawarthas	Lower
3570 Windsor - Sarnia	Lower (since 2008)
3590 Northeast	Lower
3595 Northwest	Same (lower 2006-2011)
<b>Non-metro (100% non-metro) Economic Regions</b>	
3580 Stratford - Bruce Peninsula	Lower (slightly)

Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 & Canada Income Survey, 2012-2013.

The incomes in non-metro Ontario are about 15% less than the incomes in metro Ontario.

The Economic Regions of Toronto and Ottawa now have average incomes above the Ontario average. Two Economic Regions with larger metro populations (Kitchener-Waterloo-Barrie and Hamilton-Niagara) have incomes similar to the Ontario average. The non-metro Economic Regions have family incomes below the Ontario average.

## Non-metro incidence of low income

Vol. 3, No. 17, 2015

### Highlights

- The share of non-metro individuals living in low income families is lower than for metro individuals, when the income threshold is adjusted for the lower cost of rural living.
- However, the incidence of low income is higher when the threshold is not adjusted for the cost of living, because non-metro incomes are lower, on average.

### Why look at the incidence of low income?

The incidence of low income families is a way to understand relative levels of poverty, it is an indicator of overall quality of life and it indicates the need for various support services. Generally, the proportion of income spent on shelter increases as household incomes decline leaving less for spending on other needs. Often, members of low income families have difficulty accessing better jobs – either due to lower education or health issues. Then, in a self-reinforcing cycle, poorer education and health outcomes are exacerbated by low income, especially for children in low income families.

This fact sheet presents the share of individuals living in low income families using three alternative low income thresholds<sup>1</sup>:

- the low income cut-off (LICO) is based on 1992 expenditure patterns, adjusted for the rural-urban differences in the cost of living and adjusted for family size, and updated since 1992 using the rate of inflation;
- the low income measure (LIM) is one-half of the national median income, adjusted for family size; and,
- the market basket measure (MBM) is an estimate of the income required to purchase a fixed set of essential goods and services, which is adjusted for rural-urban differences and family size.

### Findings

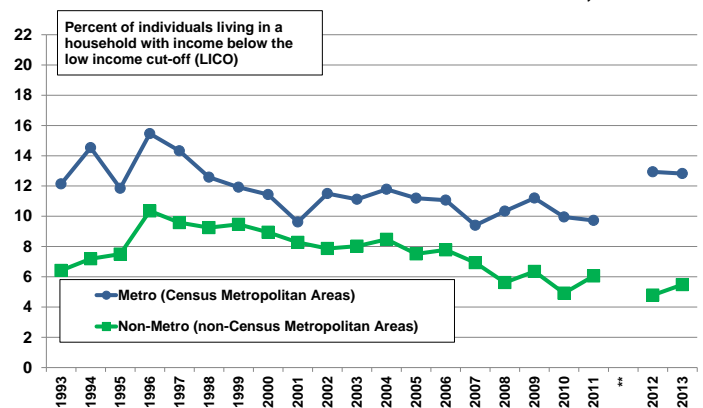
In 2013, the share of the non-metro population residing in family units with an income<sup>2</sup> below the low income threshold was:

- 6% for the LICO measure (Figure 1);
- 14% for the LIM measure (Figure 2); and
- 10% for the MBM measure (Figure 3).

Note that the incidence of low income in non-metro areas is shown to be lower than in metro areas when the low income threshold is adjusted for the cost of living (LICO in Figure 1 and MBM in Figure 3). When the threshold is not adjusted for the cost of living (LIM in Figure 2), the incidence of low income in non-metro areas is shown to be higher than in metro areas.

### Figure 1

In 2013, 6% of the non-metro population was living in a household with income below the low income cut-off, Ontario



\*\*Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 & Canada Income Survey, 2012-2013.

<sup>1</sup> For a detailed description of these measures, see Rupnik *et al.* (2001) "Measuring Economic Well-Being of Rural Canadians Using Income Indicators." **Rural and Small Town Canada Analysis Bulletin** Vol. 2, No. 5 (Ottawa: Statistics Canada, Catalogue no. 21-006-XIE) ([www.statcan.gc.ca/bsolc/english/bsolc?catno=21-006-X&CHROPG=1](http://www.statcan.gc.ca/bsolc/english/bsolc?catno=21-006-X&CHROPG=1)) and Statistics Canada. (2015) **Low Income Lines, 2013-2014** (Ottawa: Statistics Canada, Income Statistics Division, Income Research Paper Series, Catalogue no. 75F0002M — No. 001) (<http://www.statcan.gc.ca/pub/75f0002m/75f0002m2015001-eng.pdf>).

When we look at the trends over time, we see the LICO is showing a decline in the non-metro incidence of low income since the mid-1990s. This may be due, in part, to the fact that the expenditure patterns for

<sup>2</sup> There is a break in the data series. The Survey of Labour and Income Dynamics (SLID) provided the estimates for 1993 to 2011 and the Canada Income Survey (CIS) is now providing the annual income estimates.

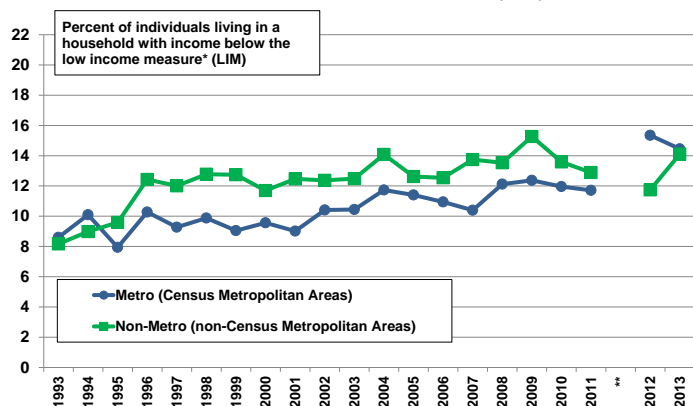
the cost of living adjustment have not been updated since 1992 – the only adjustment to LICO since 1992 has been an adjustment for inflation.

Alternatively, the non-metro incidence of low income according to the LIM has increased from 10% in the 1990s to about 12% since 2008.

The pattern for each Economic Region (ER) is shown in an online appendix ([www.ruralontarioinstitute.ca](http://www.ruralontarioinstitute.ca)). Most Economic Regions have a similar incidence of low incomes, compared to the overall Ontario pattern (Table 1).

**Figure 2**

In 2013, 14% of the non-metro population was living in a household with income below the low income measure (LIM), Ontario



\*The LIM is one-half of the national median income, adjusted for family size.  
 \*\*Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 & Canada Income Survey, 2012-2013.

The incidence of low income was higher in the Northeast ER from 1995 to 2010 according to both the LICO and LIM measures. The MBM measure

**Table 1**

Share of economic family units with low income, compared to the overall Ontario average			
Economic Region (by % non-metro)	LICO*	LIM*	MBM* (2002-2013)
<b>Metro (1% non-metro) Economic Regions</b>			
3530 Toronto (and area)	Similar	Similar	Higher
<b>Mostly metro (9-26% non-metro) Economic Regions</b>			
3510 Ottawa (and area)	Similar	Similar	Similar
3540 Kitchener - Waterloo - Barrie	Similar (lower since 2006)	Similar (lower since 2005)	Lower
3550 Hamilton - Niagara Peninsula	Similar	Similar (lower 2004-2010)	Lower
3560 London (and area)	Similar	Similar	Similar
<b>Mostly non-metro (46-71% non-metro) Economic Regions</b>			
3515 Kingston - Pembroke	Similar	Similar	Similar
3520 Muskoka - Kawarthas	Sample size too small	Similar	Similar
3570 Windsor - Sarnia	Similar	Similar (higher since 2008)	Similar
3590 Northeast	Higher (1995-2010)	Higher (1995-2010)	Similar
3595 Northwest	Similar (lower 1996-2003)	Similar (lower 1996-2003)	Similar
<b>Non-metro (100% non-metro) Economic Regions</b>			
3580 Stratford - Bruce Peninsula	Sample size too small	Similar	Similar

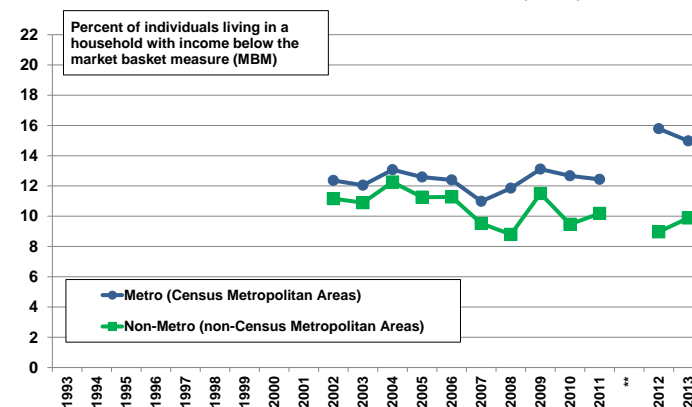
\* "Similar" indicates that during the period from 1999 to 2013, the share with low income has varied above and below the overall Ontario level.

Source: Statistics Canada, Survey of Labour & Income Dynamics, 1999-2011 & Canada Income Survey, 2012-2013.

shows the incidence of low income was higher in the Toronto (and area) Economic Region, compared to the overall Ontario pattern and lower in the ERs of Kitchener-Waterloo-Barrie and Hamilton-Niagara Peninsula

**Figure 3**

In 2013, 10% of the non-metro population was living in a household with income below the "market basket measure" (MBM), Ontario



\*\*Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 & Canada Income Survey, 2012-2013.

**Summary**

The share of non-metro individuals living in low income families is lower than for metro individuals, when the income threshold is adjusted for the lower cost of rural living.

However, the incidence of low income is higher when the threshold is not adjusted for the cost of living, because non-metro incomes are lower, on average

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## Non-metro low income gap

Vol. 3, No. 18, 2015

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### Highlights

- For family units with low income in non-metro Ontario, the income boost (or “gap”) to attain the low income threshold in 2013 was \$8,600 or \$9,400 per family, depending upon the measure of low income.
- The non-metro LICO gap has fallen, somewhat, over time but the non-metro LIM gap has not changed substantially over time.

### Why look at the gap in low income?

The incidence of low income families is an indicator of poverty levels and an over-all indicator of quality of life. Significant efforts are being directed at poverty alleviation and one aspect of that is the difficulty for families and individuals to climb out of poverty in order to “break the cycle” of lower education and poorer health outcomes.

This FactSheet presents an estimate of the distance of that “climb” in terms of the additional income needed for the average low income family to raise their income to the low income threshold. We present an estimate of this low income gap for two alternative low income thresholds:

- the low income cut-off (LICO) threshold<sup>1</sup>; and
- the threshold for the low income measure<sup>2</sup> (LIM)<sup>3</sup>.

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<sup>1</sup> The low income cut-off (LICO) is based on 1992 expenditure patterns, adjusted for the rural-urban differences in the cost of living and adjusted for family size, and updated since 1992 using the rate of inflation.

<sup>2</sup> The low income measure (LIM) is one-half of the national median income, adjusted for family size.

<sup>3</sup> For a detailed description of these measures, see Rupnik *et al.* (2001) “Measuring Economic Well-Being of Rural Canadians Using Income Indicators.” **Rural and Small Town Canada Analysis Bulletin** Vol. 2, No. 5 (Ottawa: Statistics Canada, Catalogue no. 21-006-XIE) ([www.statcan.gc.ca/bsolc/english/bsolc?catno=21-006-X&CHROPG=1](http://www.statcan.gc.ca/bsolc/english/bsolc?catno=21-006-X&CHROPG=1)) and Statistics Canada. (2015) **Low Income Lines, 2013-2014** (Ottawa: Statistics Canada, Income Statistics Division, Income Research Paper Series, Catalogue no. 75F0002M — No. 001) (<http://www.statcan.gc.ca/pub/75f0002m/75f0002m2015001-eng.pdf>).

These data present an estimate of the “depth” of low income, relative to two alternative low income thresholds.

### Findings

In 2013, the average non-metro family with income below the low income cut-off (LICO) would need an income boost of \$6,800 to attain the LICO threshold (Figure 1). This “gap” has ranged between a high of \$8,600 (calculated in constant dollars) in 1995 to a low of \$5,100 in 2011<sup>4</sup>.

This LICO gap has shown a downward trend in non-metro areas but no discernable trend in metro areas during the 1993 to 2013 period.

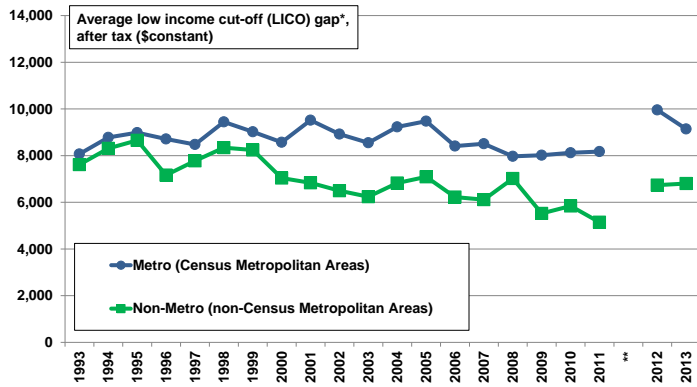
The pattern for each Economic Region (ER) is shown in an online appendix ([www.ruralontarioinstitute.ca](http://www.ruralontarioinstitute.ca)). The general pattern is non-metro regions have a lower LICO gap, compared to the LICO gap for Ontario as a whole (Table 1). In other words, the average family in low income in non-metro Ontario needs a smaller income boost to attain the LICO threshold, compared to the all families in Ontario with incomes below LICO.

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<sup>4</sup> There is a break in the data series. The Survey of Labour and Income Dynamics (SLID) provided the estimates for 1993 to 2011 and the Canada Income Survey (CIS) is now providing the annual income estimates.

**Figure 1**

**In 2013, the income gap to meet the LICO level was \$6,800 per family in non-metro areas, Ontario**

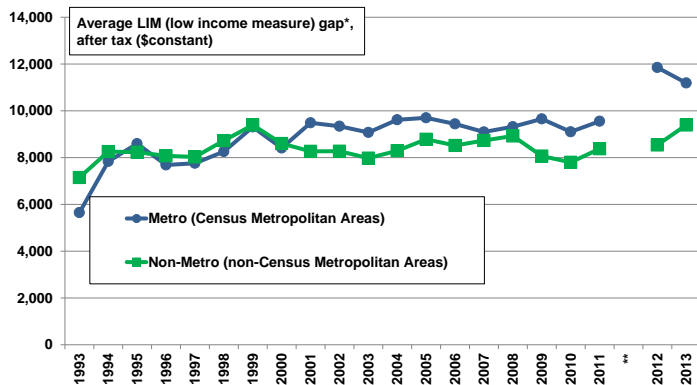


\*For individuals living in an economic family unit (i.e. a 2+ economic family or an unattached individual) with income below the low income cut-off (LICO), the income per family unit needed to raise income to the LICO level.  
 \*\*Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 (\$2011) & Canada Income Survey, 2012-2013 (\$2013).

For individuals living in family units with income below the low income measure (LIM), the gap in family income to attain the LIM threshold was \$9,400 in non-metro areas in 2013 (Figure 2). This gap has ranged between \$7,100 and \$9,400 (in constant dollars) over the 1993 to 2013 period. Since 2001, the gap for metro family units has been higher than for non-metro family units.

**Figure 2**

**In 2013, the income gap to meet the LIM level was \$9,400 per family in non-metro areas, Ontario**



\*For individuals living in an economic family unit (i.e. a 2+ economic family or an unattached individual) with income below the low income measure (LIM), the income per family unit needed to raise income to the LIM.  
 \*\*Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 (\$2011) & Canada Income Survey, 2012-2013 (\$2013).

The pattern for each Economic Region (ER) is shown in an online appendix. Most regions have a LIM gap that is similar to the Ontario average – there are two economic regions (Kingston-Pembroke and Muskoka-Kawarthas) which have had a lower LIM gap over this period (Table 1).

**Table 1**

**Gap in income per family between the average income of low income family units and the low income threshold, compared to the gap at the Ontario level**

Economic Region (by % non-metro)	LICO*	LIM*
<b>Metro (1% non-metro) Economic Regions</b>		
3530 Toronto (and area)	Higher	Similar
<b>Mostly metro (9-26% non-metro) Economic Regions</b>		
3510 Ottawa (and area)	Similar	Similar
3540 Kitchener - Waterloo - Barrie	Similar (lower since 2005)	Similar
3550 Hamilton - Niagara Peninsula	Similar	Similar
3560 London (and area)	Lower (most years)	Similar
<b>Mostly non-metro (46-71% non-metro) Economic Regions</b>		
3515 Kingston - Pembroke	Lower (most years)	Lower (most years)
3520 Muskoka - Kawarthas	Sample size too small	Lower (most years)
3570 Windsor - Samia	Lower (most years)	Similar (higher 2004-2011)
3590 Northeast	Lower (most years)	Similar
3595 Northwest	Lower (most years)	Similar
<b>Non-metro (100% non-metro) Economic Regions</b>		
3580 Stratford - Bruce Peninsula	Sample size too small	Similar (lower 2000-2006)

\* "Similar" indicates that during the period from 1999 to 2013, the share with low income has varied above and below the overall Ontario level.

Source: Statistics Canada, Survey of Labour & Income Dynamics, 1999-2011 & Canada Income Survey, 2012-2013.

**Summary**

For family units with low income in non-metro Ontario, the income boost (or “gap”) to attain the low income threshold in 2013 was \$8,600 or \$9,400 per family, depending upon the measure of low income.

The LICO gap has fallen, somewhat, over time but the LIM gap has not changed (much) over time.

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## Non-metro income inequality

Vol. 3, No. 19, 2015

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### Highlights

- **Income inequality within non-metro Ontario is lower than the income inequality found within metro areas of Ontario**
- **The income inequality within most economic regions is lower than for Ontario as whole, due, in part, to the slightly higher index of inequality in the Toronto (and area) economic region.**

### Why look at the inequality of income?

Income inequality has been a subject of great interest lately and many are convinced of an association between inequality in a society and a variety of social ills.

Companion fact sheets showed the average level of income and the incidence of low incomes.

This fact sheet looks at the overall distribution (“disparities”) across all members of society. To measure the overall level of inequality, we use the Gini index<sup>1</sup> of inequality of income among economic family units. We acknowledge that the measured inequality would be higher if wealth were included.

### Findings

Within non-metro Ontario, the Gini index has increased from 0.30 in 1993 to 0.35 in 2005 and then has declined to 0.33 in 2013<sup>2</sup> (Figure 1).

During this entire period, the inequality of income within non-metro Ontario, as measured by the Gini index, was lower than the inequality of income within metro Ontario.

One way to interpret this overall result is to infer that within non-metro Ontario, the “richer” individuals are less rich and / or the “poorer” individuals are less poor, compared to the situation in metro Ontario. Given that incomes are generally lower in non-metro regions it is likely that there are more very high income earners in metro regions accounting for this, i.e. the rich are richer in metro regions.

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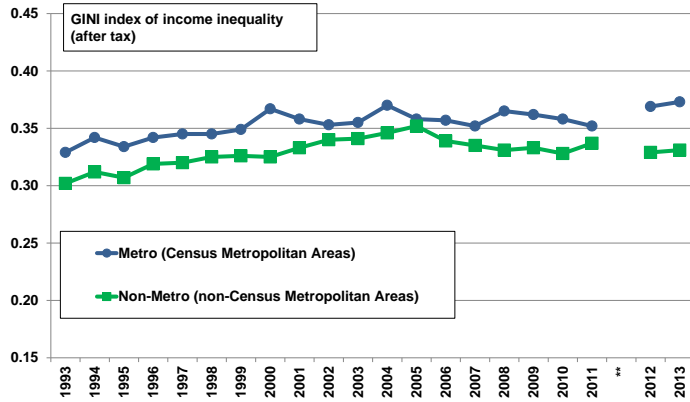
<sup>1</sup> “The Gini coefficient measures the degree of inequality in the income distribution. Values of the Gini coefficient can range from 0 to 1. A value of zero indicates income is equally divided among the population with all units receiving exactly the same amount of income. At the opposite extreme, a Gini coefficient of 1 denotes a perfectly unequal distribution where one unit possesses all of the income in the economy. As a rough rule of thumb, when using data from SLID at the Canada level, an absolute difference of 0.01 or less between two Gini coefficients is not considered statistically significant.” (Statistics Canada. (2009) **Income in Canada: 2007** (Ottawa: Statistics Canada, Catalogue no. 75-202), p 128 (<http://www.statcan.gc.ca/bsolc/olc-cel/olc-cel?catno=75-202-XIE&lang=eng#formatdisp>))

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<sup>2</sup> There is a break in the data series. The Survey of Labour and Income Dynamics (SLID) provided the estimates for 1993 to 2011 and the Canada Income Survey (CIS) is now providing the annual income estimates.

**Figure 1**

In 2013, the GINI index of inequality was 0.33 within non-metro areas, Ontario



\*\*Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 (\$2011) & Canada Income Survey, 2012-2013 (\$2013).

The pattern for income inequality within each Economic Region (ER) is shown in an online appendix ([www.ruralontarioinstitute.ca](http://www.ruralontarioinstitute.ca)).

The general result observation is that the Gini index is lower in most years in each non-metro region (although the Gini index in the Northeast Economic Region appears similar to the Gini index for Ontario as whole) (Table 1).

The Toronto (and area) Economic Region is the only case where the within-region income inequality, as measured by the Gini index, is larger than the Gini index for Ontario as a whole.

**Table 1**

Level of Gini index of inequality within each economic region, compared to the Gini index for all of Ontario

Economic Region (by % non-metro)	Gini
<b>Metro (1% non-metro) Economic Regions</b>	
3530 Toronto (and area)	Higher
<b>Mostly metro (9-26% non-metro) Economic Regions</b>	
3510 Ottawa (and area)	Similar
3540 Kitchener - Waterloo - Barrie	Lower (most years)
3550 Hamilton - Niagara Peninsula	Lower (most years)
3560 London (and area)	Lower (most years)
<b>Mostly non-metro (46-71% non-metro) Economic Regions</b>	
3515 Kingston - Pembroke	Lower (most years)
3520 Muskoka - Kawarthas	Lower (most years)
3570 Windsor - Sarnia	Lower (most years)
3590 Northeast	Similar
3595 Northwest	Lower (most years)
<b>Non-metro (100% non-metro) Economic Regions</b>	
3580 Stratford - Bruce Peninsula	Lower (most years)

\* "Similar" indicates that during the period from 1999 to 2013, the average gap has varied above and below the overall Ontario average gap.

Source: Statistics Canada, Survey of Labour & Income Dynamics, 1993-2011 & Canada Income Survey, 2012-2013.

**Summary**

Income inequality within non-metro Ontario is lower than the income inequality within metro areas of Ontario.

The income inequality within most economic regions is lower than for Ontario as whole, due, in part, to the slightly higher index of inequality in the Toronto (and area) economic region.

## Volunteering in non-metro Ontario

Vol. 3, No. 20, 2015

### Highlights

- Between 43% and 50% of non-metro individuals provide unpaid work for groups or organizations. This is at about the same rate as metro individuals, depending upon the year.
- Volunteering is slightly higher among individuals 35 to 54 years of age and among those with a university degree.
- In addition to formal volunteering with an organization, many also provide direct help to others – both to help look after their home or to provide care for the individual.

### Why look at non-metro volunteers?

Volunteers shape communities by contributing time and skills to a wide range of community activities. The participation of volunteers strengthens the trust, solidarity and reciprocity within communities.

In this fact sheet, we focus on “formal volunteering” which is unpaid work by individuals for a group or organization. We compare the situation in metro and non-metro<sup>1</sup> Ontario<sup>2</sup>

### Findings

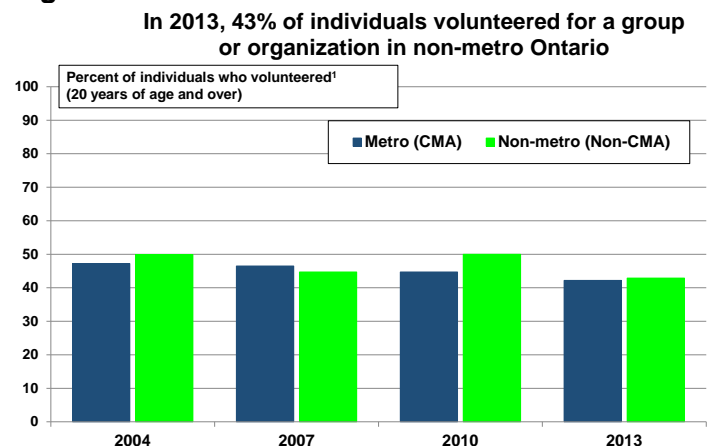
In the period from 2004 to 2013, between 43% and 50% percent of Ontario’s non-metro population volunteered for a group or organization (Figure 1). These rates are similar to the participation in volunteering in metro areas.

The volunteering rate (i.e. the percent who volunteer) is somewhat higher (in the range of 47% to 57%) in the age group of 35 to 54 years of age (Figure 2).

Males and females (20 years of age and over) have very similar volunteering rates (Figure 3).

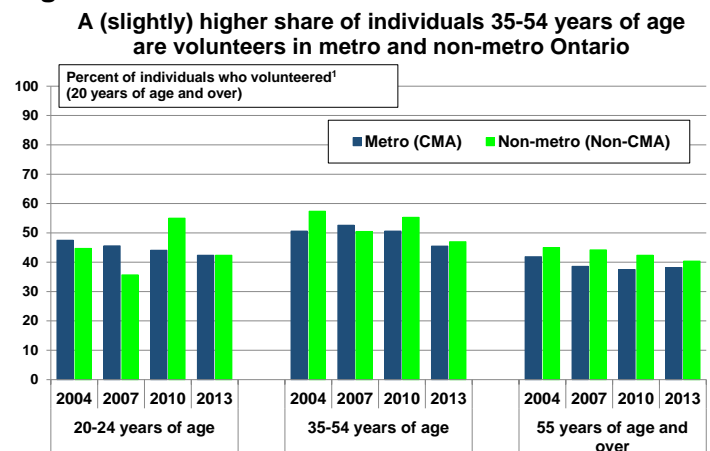
In both metro and non-metro areas, individuals with a university degree are (somewhat) more likely to formally volunteer for a group or organization (55% to 75% in non-metro Ontario) (Figure 4).

Figure 1



1. Specifically, formal volunteering which is unpaid work on behalf of a group or organization. Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada, General Social Survey on Giving, Volunteering and Participation, 2013.

Figure 2



1. Specifically, formal volunteering which is unpaid work on behalf of a group or organization. Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada, General Social Survey on Giving, Volunteering and Participation, 2013.

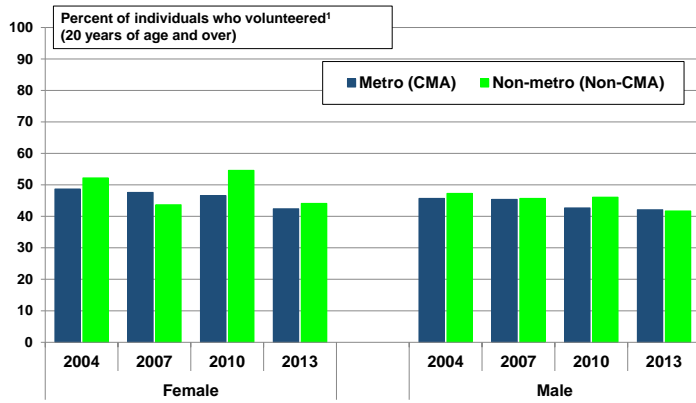
<sup>1</sup> Non-CMA is outside a Census Metropolitan Area (CMA). See “Overview of Ontario’s rural geography” (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>).

<sup>2</sup> We focus on non-metro Ontario. A list of selected studies with data at the Ontario level is shown in an online appendix at [ruralontarioinstitute.ca](http://ruralontarioinstitute.ca).



**Figure 3**

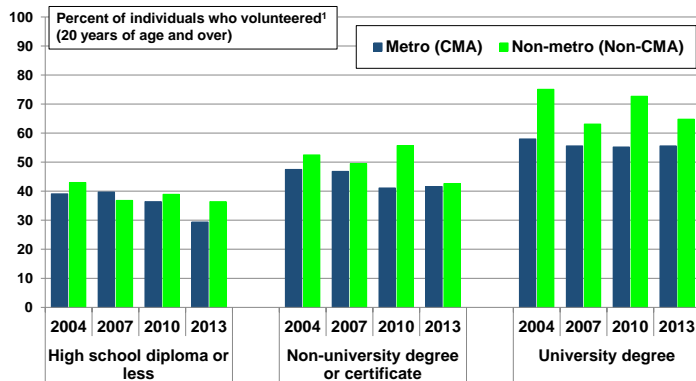
**A similar share of females and males are volunteers in each of metro and non-metro Ontario**



1. Specifically, formal volunteering which is unpaid work on behalf of a group or organization. Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada, General Social Survey on Giving, Volunteering and Participation, 2013.

**Figure 4**

**Individuals with a university degree are more likely to volunteer for an organization in metro and non-metro Ontario**



1. Specifically, formal volunteering which is unpaid work on behalf of a group or organization. Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada, General Social Survey on Giving, Volunteering and Participation, 2013.

Within the group of non-metro volunteers, 64% had no children in the household in 2013 while 22% had school-aged children 6 to 17 years of age (Figure 5).

In addition to their unpaid work for a group or organization as “formal” volunteers, many also helped individuals on an informal basis. For example, 66% helped others with various tasks around their home<sup>3</sup> and 56% helped to care for individuals<sup>4</sup> (Figure 6).

In 2013, 49% helped someone with shopping<sup>5</sup>. Also, 32% helped someone with paperwork<sup>6</sup>.

<sup>3</sup> This includes cooking, cleaning, gardening, maintenance, painting, shoveling snow, car repairs, etc.

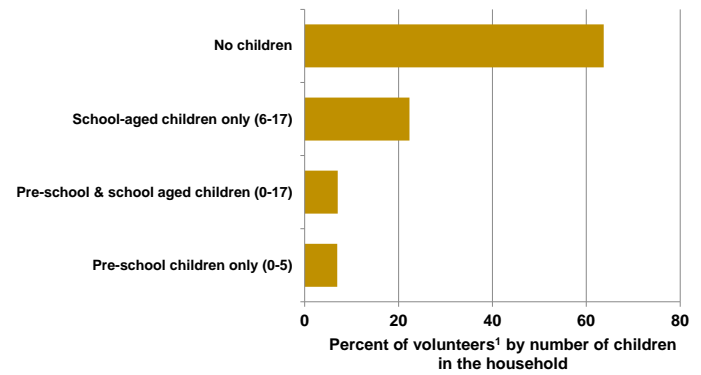
<sup>4</sup> This includes health-related or personal care such as emotional support, counselling, providing advice, visiting the elderly, unpaid babysitting, etc.

<sup>5</sup> This includes doing any shopping, driving someone to the store or to an appointment, etc.

<sup>6</sup> This includes tasks such as writing letters, doing taxes, filling out forms, banking, paying bills, finding information, etc.

**Figure 5**

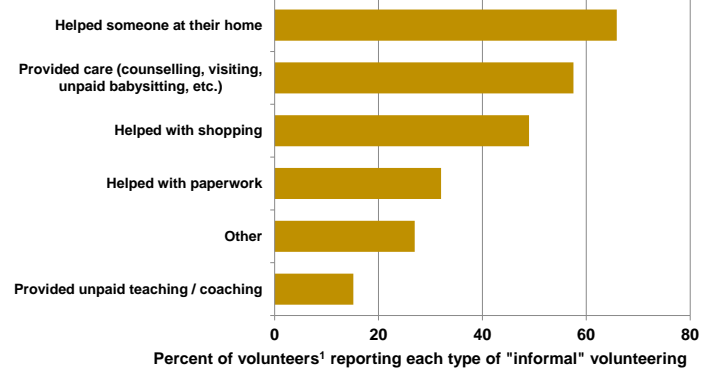
**64% of volunteers<sup>1</sup> have no children in their household, non-metro<sup>2</sup> Ontario, 2013**



1. Specifically, formal volunteering which is unpaid work for a group or organization. 2. Non-CMA is outside a Census Metropolitan Area (CMA). See “Overview of Ontario’s rural geography” (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>) Source: Statistics Canada, General Social Survey Giving, Volunteering & Participating, 2013.

**Figure 6**

**66% of volunteers<sup>1</sup> also did informal volunteering by helping someone at their home, non-metro<sup>2</sup> Ontario, 2013**



1. Specifically, formal volunteering which is unpaid work for a group or organization. 2. Non-CMA is outside a Census Metropolitan Area (CMA). See “Overview of Ontario’s rural geography” (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>) Source: Statistics Canada, General Social Survey Giving, Volunteering & Participating, 2013.

**Summary**

Non-metro individuals provide unpaid work for groups or organizations at about the same rate as metro individuals (between 43% and 50% are volunteers in non-metro areas, depending upon the year).

Volunteering is slightly higher among individuals 35 to 54 years of age and among those with a university degree.

In addition to formal volunteering, many also provide direct help to others – to help look after someone’s home or to provide care to the individual.

## Why individuals volunteer

Vol. 3, No. 21, 2015

### Highlights

- In 2013, 91% of non-metro volunteers wanted to make a contribution to their community.
- Three other reasons for volunteering that were mentioned by over 50% of volunteers were
  - wanting to develop and to use their skills;
  - they were personally affected by the cause for which they are volunteering; and
  - wanting to improve their own level of health and well-being.
- Volunteers were most likely to say they acquired interpersonal and communication skills.
- 54% of volunteers participated in fundraising and 48% participated in organizing events.

### Why look at the reasons for volunteering?

Understanding the reasons that individuals choose to volunteer and understanding the skills they attain may help organizations to recruit and to retain their volunteers. Volunteers shape communities by contributing time and skills to a wide range of community activities. The participation of volunteers strengthens the trust, solidarity and reciprocity within communities.

In this fact sheet, we focus on the 2013 patterns of “formal volunteering”<sup>1</sup> in non-metro<sup>2</sup> Ontario. The pattern by age group and a comparison to metro Ontario is shown in an online appendix ([www.ruralontarioinstitute.ca](http://www.ruralontarioinstitute.ca)).

### Findings

Volunteers noted many reasons why they volunteer. In 2013, 91% of non-metro volunteers were helping in order to make a contribution to their community (Figure 1). Other top reasons were:

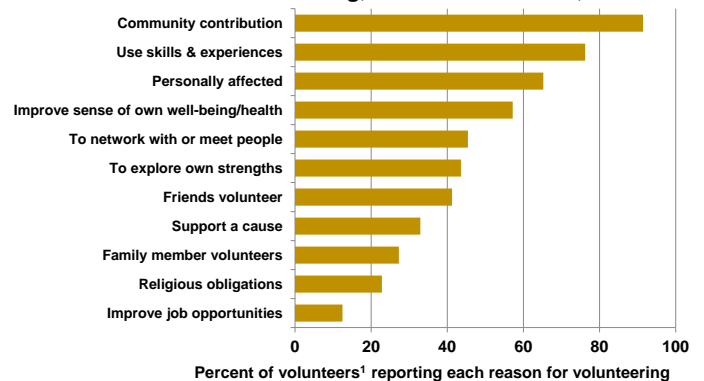
- 76% wanted to use their skills or experiences;
- 65% were personally affected by the cause for which they were volunteering;
- 57% wanted to improve their own sense of well-being or health;
- 45% wanted to network with or meet people; and
- 44% wanted to explore their own strengths.

In terms of the skills acquired from volunteering, 54% indicated they acquired skills in interpersonal relationships (Figure 2). About 40% indicated they

acquired communication<sup>3</sup> skills. Being able to increase one’s knowledge of issues<sup>4</sup> was mentioned by 35% of volunteers. Also, 33% said they gained organizational<sup>5</sup> skills from their volunteering activity.

**Figure 1**

91% of volunteers listed “community contribution” as one of the reasons for volunteering, non-metro<sup>2</sup> Ontario, 2013



1. Specifically, formal volunteering which is unpaid work for a group or organization.  
2. Non-CMA is outside a Census Metropolitan Area (CMA). See “Overview of Ontario’s rural geography” (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)  
Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Volunteers contributed unpaid work to a variety of groups and organizations. In 2013, 22% of formal volunteers spent a majority of their time helping with sports, physical fitness, recreation, community clubs and service clubs<sup>6</sup> (Figure 3). The second largest

<sup>3</sup> This includes public speaking, writing, public relations, conducting meetings, etc.

<sup>4</sup> This includes increased knowledge of subjects such as health, women’s or political issues, criminal justice, the environment, etc.

<sup>5</sup> This includes organizational or managerial skills such as how to organize people or money, to be a leader, to plan or to run an organization, etc.

<sup>6</sup> For definitions, see pages 47-51 in Statistics Canada. (2009) **Satellite Account of Non-profit Institutions and Volunteering** (Ottawa: Statistics Canada, Catalogue no. 13-015) (<http://www.statcan.gc.ca/pub/13-015-x/13-015-x2009000-eng.htm>).

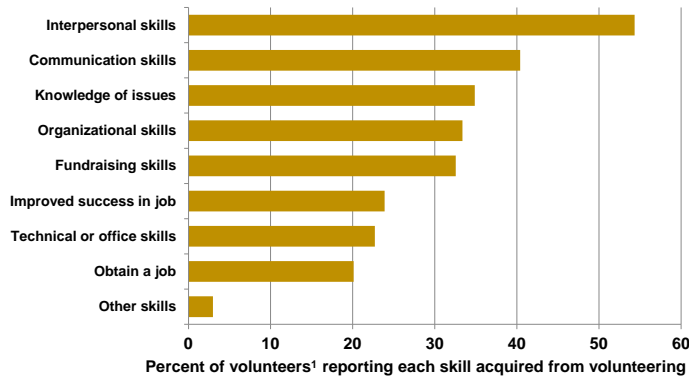
<sup>1</sup> That is unpaid work for a group or organization  
<sup>2</sup> Non-CMA is outside a Census Metropolitan Area (CMA). See “Overview of Ontario’s rural geography” (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>).

group of organizations for which individuals spent a majority of their time was religious organizations (18% of non-metro volunteers). The third largest group was social service organizations<sup>7</sup> (17%).

Within these organizations, volunteers were involved in a wide range of activities. In 2013, 54% of non-metro volunteers participated in fundraising, 48% participated in organizing activities and events and 41% participated on a committee or board (Figure 4).

**Figure 2**

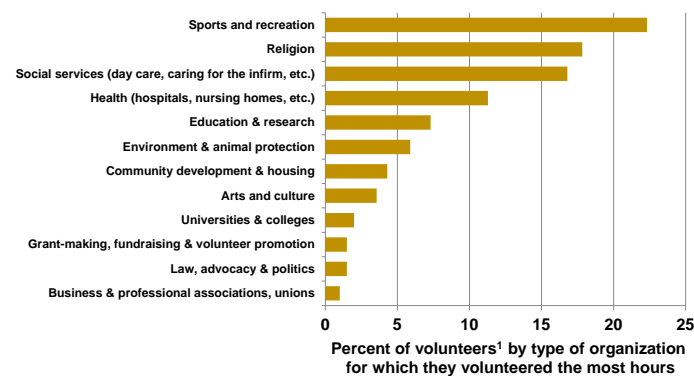
**54% of volunteers listed acquiring "interpersonal" skills from volunteering, non-metro<sup>2</sup> Ontario, 2013**



1. Specifically, formal volunteering which is unpaid work for a group or organization.  
 2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)  
 Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

**Figure 3**

**22% of volunteers spent their most time volunteering for a sports or recreation organization, non-metro<sup>2</sup> Ontario, 2013**



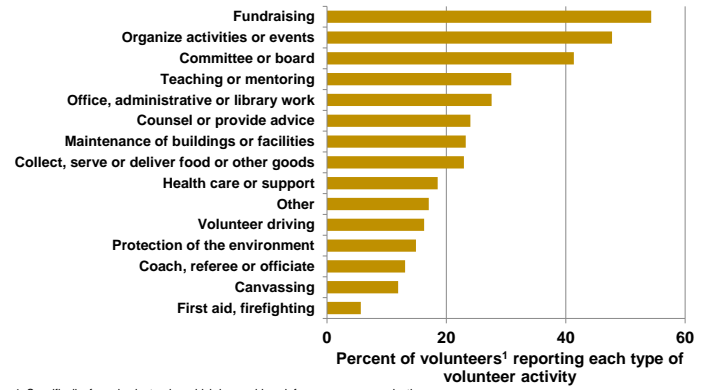
1. Specifically, formal volunteering which is unpaid work for a group or organization.  
 2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)  
 Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

Perhaps not surprisingly, the lack of time (mentioned by 61% of the volunteers) and the inability to make a long-term commitment (mentioned by 51%) were the major reasons why present volunteers felt they were unable to volunteer more time (Figure 5).

Interestingly, 27% of present volunteers said that "no one asked" them to volunteer more. And importantly, 8% were not interested in further volunteering due to a previous unsatisfactory experience.

**Figure 4**

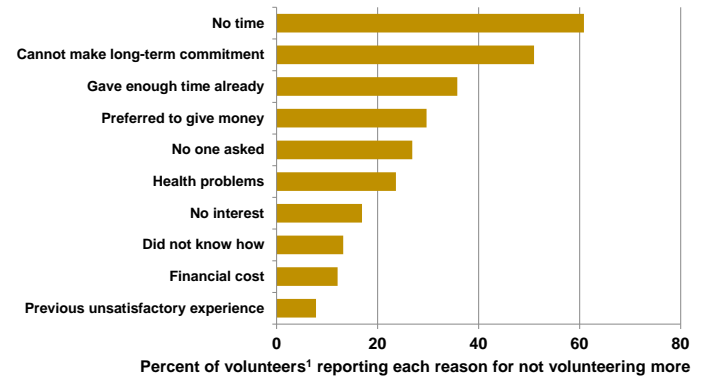
**54% of volunteers are involved in fundraising, non-metro<sup>2</sup> Ontario, 2013**



1. Specifically, formal volunteering which is unpaid work for a group or organization.  
 2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)  
 Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

**Figure 5**

**61% of volunteers listed "no time" as the reason for not volunteering more, non-metro<sup>2</sup> Ontario, 2013**



1. Specifically, formal volunteering which is unpaid work for a group or organization.  
 2. Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>)  
 Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

**Summary**

Individuals volunteer their time and energy for a variety of reasons (Figure 1) and they attain a variety of skills from this activity (Figure 2).

Understanding these reasons for volunteering and understanding the skills they attain may help organizations to recruit and to retain their volunteers.

In 2013, 91% of non-metro volunteers were volunteering to make a contribution to their community.

Volunteers were most likely to mention that the skills they acquired were developing their inter-personal skills and developing their communication skills.

<sup>7</sup> This includes day care, youth services, family services, services for the handicapped and the elderly, emergency and relief services, income support services, etc.

## Charitable giving in non-metro Ontario

Vol. 3, No. 22, 2015

### Highlights

- The vast majority of non-metro residents contribute to charities (86 to 90% per year).
- The average annual contribution to charities was \$534 per donor in non-metro areas in 2013.
- In aggregate, non-metro residents donate about \$1 billion annually.

### Why look at who makes charitable donations?

Charitable giving and voluntary association is often used to indicate social capital, civic engagement and social cohesion. The non-profit sector, of which charities are a part, has a significant impact<sup>1</sup> on the health and well-being of Ontario communities.

Understanding who donates may help organizations to maintain and to grow their level of donations.

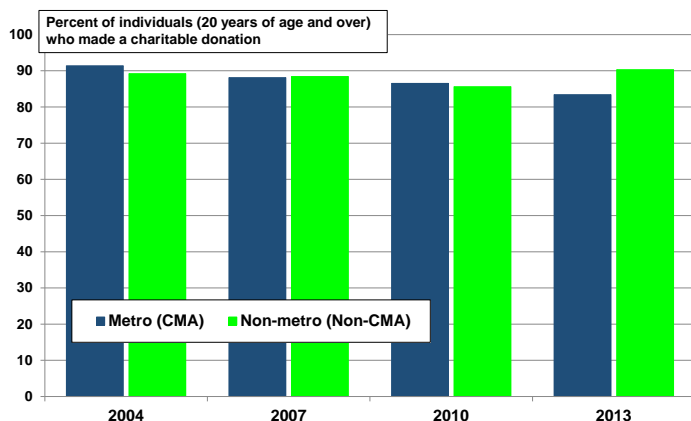
This fact sheet shows a) the percent who donated; and b) the average donations per donor in non-metro<sup>2</sup> Ontario<sup>3</sup>.

### Findings

The vast majority of non-metro individuals donate to a charitable organization – 86% to 90% made an annual donation in the 2004-2013 period (Figure 1).

### Figure 1

In 2013, 90% of individuals in non-metro Ontario made a charitable donation

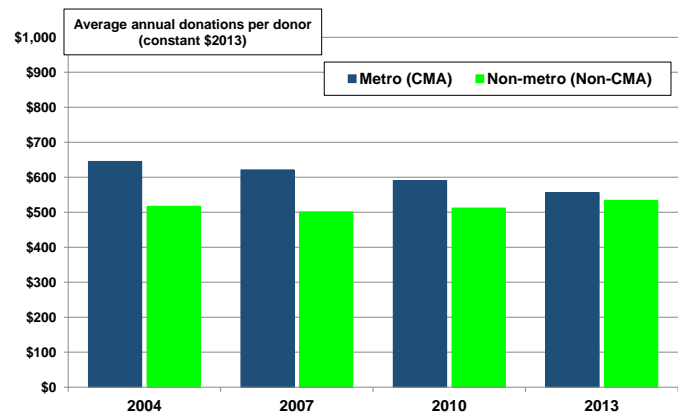


Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada, General Social Survey on Giving, Volunteering and Participation, 2013.

Annual donations per donor ranged between \$501 and \$534 in the 2004-2013 period (Figure 2).

### Figure 2

Average annual donation per donor in 2013 was \$534 in non-metro Ontario



Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada, General Social Survey on Giving, Volunteering and Participation, 2013.

The estimated aggregate donations by non-metro residents have been about \$1 billion (\$2013) in the 2004-2013 period (Table 1). About 43% to 45% of aggregate donations were to religious organizations.

### Table 1

	2004	2007	2010	2013
Non-metro population (20 years and over) <sup>1</sup> (million)	2.1	2.1	2.2	2.2
Percent who made a charitable donation <sup>2</sup>	89	88	86	90
Estimated number of non-metro donors	1.9	1.9	1.9	2.0
Average donation per donor <sup>2</sup> (\$2013)	517	501	512	534
Estimated aggregate charitable donations by residents in non-metro Ontario (\$billion) (\$2013)	1.0	1.0	1.0	1.1

1. Source: Statistics Canada, Annual Demographic Estimates, CANSIM Tables 051-0001 and 051-0046.

2. Source: Statistics Canada, Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada, General Social Survey on Giving, Volunteering and Participation, 2013.

Individuals ages 35-54 and 55+ show an equal propensity to donate (Figure 3) but the 55+ group donates somewhat more<sup>4</sup> (Figure 4).

Both sexes are equally likely to donate (Figure 5) but males make slightly larger donations (Figure 6). Post-secondary graduates are more likely to be donors (about 90%) compared to those without a post-secondary education (about 80%) (Figure 7). University graduates tend to donate more (Figure 8).

<sup>4</sup> The reported differences in average donations are due, in part, to differences in income.

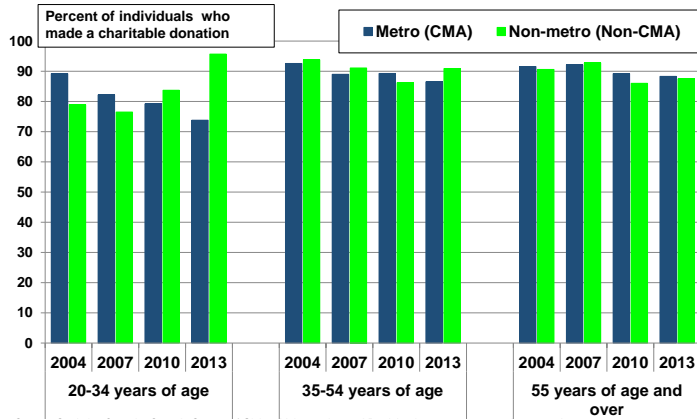
<sup>1</sup> <http://issuu.com/theonn/docs/infographic.nonprofit.sector?e=16822570/12428958>.

<sup>2</sup> Non-CMA is outside a Census Metropolitan Area (CMA). See "Overview of Ontario's rural geography" (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>).

<sup>3</sup> We focus on non-metro Ontario. Titles of detailed reports on over-all patterns are listed in the online appendix.

**Figure 3**

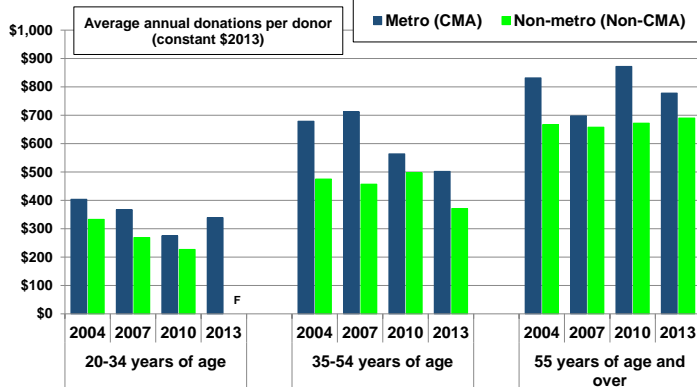
Individuals ages 35-54 and 55 and over show a similar propensity to make a charitable donation, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

**Figure 4**

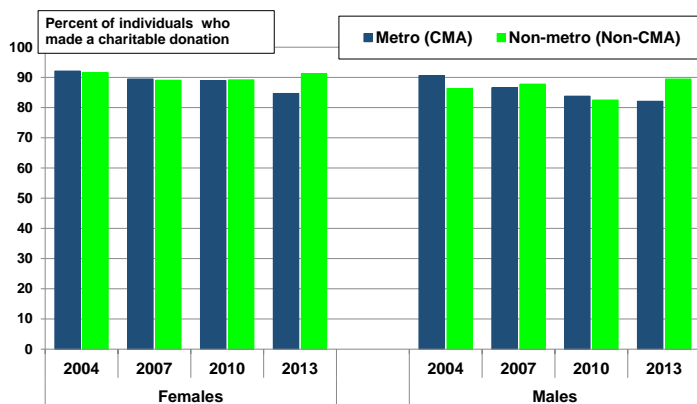
Individuals 55 years and over make higher annual donations, Ontario



\*F: Too unreliable to publish (due to small sample size)  
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

**Figure 5**

Females and males are equally likely to make a charitable donation, Ontario



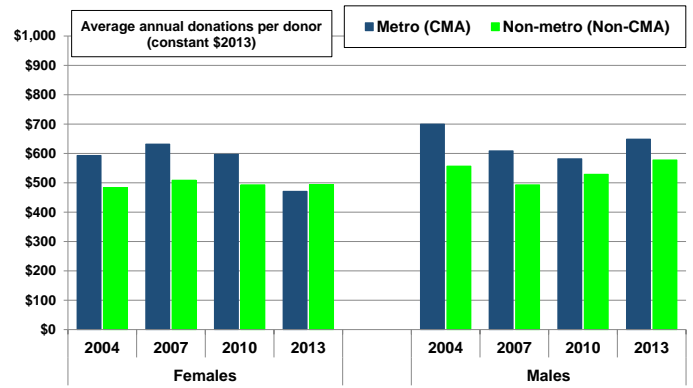
Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

**Summary**

Most individuals donate to a charitable organization.

**Figure 6**

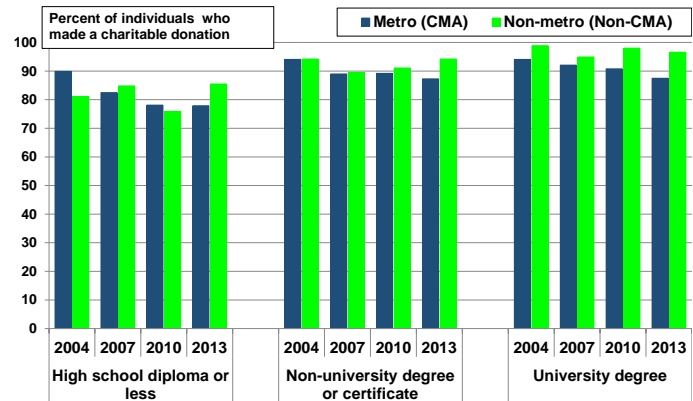
In non-metro Ontario, the average donation of a male is (slightly) higher than the average donation for a female



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

**Figure 7**

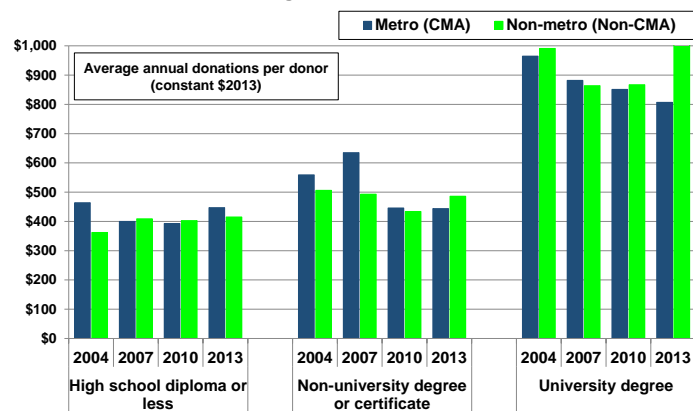
Individuals with some post-secondary education are (slightly) more likely to make a charitable donation, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

**Figure 8**

Individuals with a university degree contribute higher charitable donations, Ontario



Source: Statistics Canada. Canada Survey of Giving, Volunteering and Participation, 2004, 2007 and 2010 and Statistics Canada. General Social Survey on Giving, Volunteering and Participation, 2013.

Annual donations per non-metro donor ranged between \$501 and \$534 in the 2004-2013 period.

Annual donations were higher among 55+ individuals and among individuals with a university degree.

## Why individuals donate

Vol. 3, No. 23, 2015

### Highlights

- Over 80% of donors say they make charitable donations because of a compassion towards people in need and to help a cause in which they personally believe.
- Also, 80% of donors state they wish to make a contribution to their community.
- Health-related and social service organizations receive more donations than other types of organizations.
- The top three ways of giving are responding to a canvasser at a retail store or shopping centre, sponsoring someone in an event such as a walk-a-thon and a donation in the name of a person who has passed away.

### Why look at charitable donors?

Contributing to a charitable cause is one important way to engage in your community. Understanding these patterns may help charitable organizations to maintain or to grow the donations they receive.

In this FactSheet, we review the reasons that individuals make charitable donations, the type of organizations that are supported, the type of solicitations to which they respond and their reasons for not donating more.

We focus on the overall patterns in non-metro<sup>1</sup> Ontario. Information on the patterns by age and a comparison to metro Ontario is shown in an online appendix ([www.ruralontarioinstitute.ca](http://www.ruralontarioinstitute.ca)).

### Findings

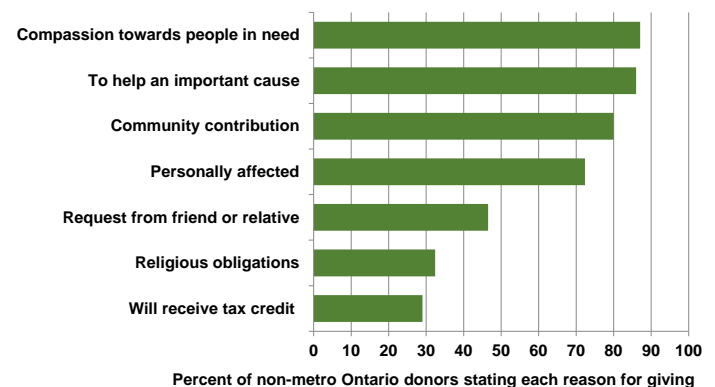
In 2013, over 85% of non-metro donors say they made a donation because of “compassion towards people in need” and “to help a cause in which you personally believe” (Figure 1).

Also highly ranked (mentioned by 80% of donors) was a desire “to make a contribution to the community”. Further, 72% made a donation

to a cause because they or someone they knew “has been personally affected by the cause the organization supports”. A request from “a family member, friend, neighbour or colleague” was important for 47% of donors.

### Figure 1

In 2013, over 85% of non-metro donors said they made a donation because of “compassion towards people in need” and “to help a cause in which you personally believe”



Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

In terms of the number of donations, for each 100 non-metro donors, they made 159 donations to health-related<sup>2</sup> organizations<sup>3</sup> (Figure 2).

<sup>2</sup> This includes hospitals and rehabilitation facilities, nursing homes, mental health and crisis intervention services, public health services, outpatient services, emergency services, etc.

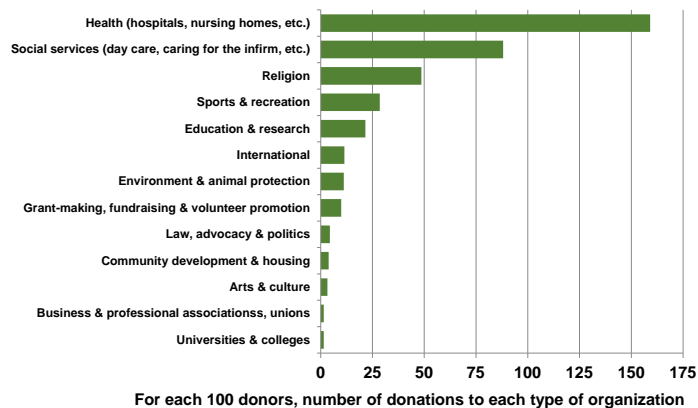
<sup>3</sup> For definitions of each type of organization, see pages 47-51 in Statistics Canada. (2009) **Satellite Account of Non-profit Institutions and Volunteering** (Ottawa: Statistics Canada, Catalogue no. 13-015) (<http://www.statcan.gc.ca/pub/13-015-x/13-015-x2009000-eng.htm>).

<sup>1</sup> Non-CMA is outside a Census Metropolitan Area (CMA). See “Overview of Ontario’s rural geography” (June, 2013) (<http://ruralontarioinstitute.ca/file.aspx?id=1c38f15e-df4e-41a8-9c4d-7ad02cf55b0b>).

Social service agencies<sup>4</sup> ranked second with 88 donations per 100 non-metro donors. In addition, per religious organizations received 49 donations per 100 donors and sports and recreation organizations<sup>5</sup> received 28 donations per 100 donors.

**Figure 2**

In 2013, for each 100 non-metro donors, there were 159 donations to a "health" charitable organization



Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

In 2013, 41% of donors gave a donation when solicited at a retail store or shopping centre (Figure 3). Ranking second was 37% of donors made a charitable donation to sponsor someone (such as in walk-a-thon) or in memoriam<sup>6</sup>.

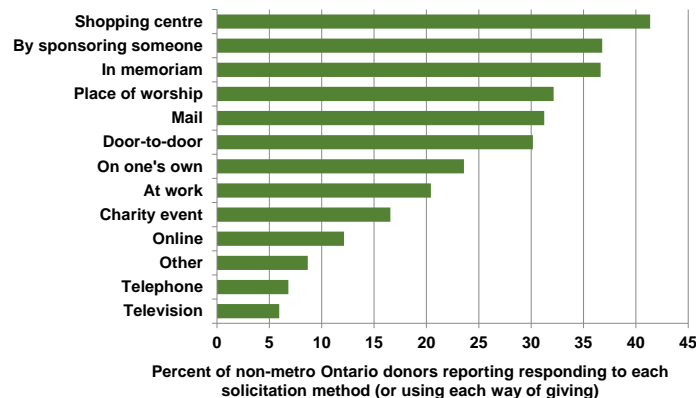
In 2013, three reasons were stated by over 70% of donors as reasons for not donating more:

- they were happy with what they had already given;
- they could not afford to give a larger donation; and
- they are concerned about charity fraud or scams (Figure 4).

Interestingly, 32% stated that no one asked them to give more.

**Figure 3**

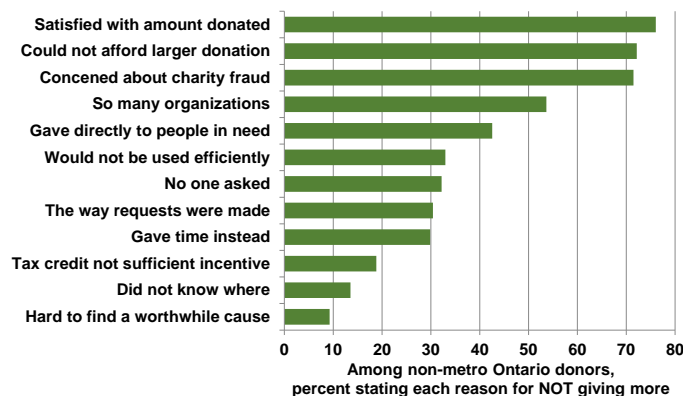
In 2013, 41% of non-metro donors responded to a charitable solicitation at a shopping centre



Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

**Figure 4**

In 2013, over 70% of non-metro donors did not give more because: a) satisfied with present level of giving; b) could not afford to give more; and c) concerns of charity fraud



Source: Statistics Canada. General Social Survey Giving, Volunteering & Participating, 2013.

## Summary

Compassion for people in need, helping an important cause and making a contribution to your community are the top reasons stated by non-metro donors for making charitable donations.

Charity fraud is one of the concerns (stated by 71% of non-metro donors) for not giving more. However, 32% of donors indicate they did not give more because no one asked them

Understanding these issues and the relative success of solicitation methods may help non-metro charitable organizations to maintain and to grow their base of donors.

<sup>4</sup> This includes day care, youth services, family services, services for the handicapped and the elderly, emergency and relief services, income support services and maintenance services, etc.

<sup>5</sup> This includes sports clubs, physical fitness and recreation facilities, community clubs, service clubs, etc.

<sup>6</sup> That is, donating in the name of someone who has passed away.

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