

**Non-metro employment  
in the months BCE  
(before Covid era or before coma economy)  
and in the months CE  
(Covid era or coma economy)**

**Selected charts up to May, 2020**

**June 5, 2020**

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# Non-metro employment

## A. Key findings

## B. Introduction

## C. Definitions

- Note: Published data for each month for each metro area is a **3-month moving average** (and it is these data that we use to calculate the metro and non-metro levels of employment).
- Thus, the published data for May (which is a 3-month average for Mar/Apr/May) would be expected to completely capture the impact of COVID-19 on employment levels.

## D. **Canada: 3 measures of number & change in number employed**

1. Trends and change using a 12-month moving average
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## Key findings:

### Trends and change in employment in Metro (CMA) and Non-metro (Non-CMA) areas

- **Note:** For metro and non-metro data, the published numbers for each month are a 3-month average – for example, the published data for May 2020 is an average of Mar 2020 & Apr 2020 & May 2020. Thus, the May 2020 numbers would be expected to completely capture the impact of COVID-19 on non-metro employment as the months of Mar/Apr/May were the months of extensive closures across Canada (see next slide)
- From **Feb to May 2020** (data for each month is a 3MMA), the non-metro job loss was 411,000
- The Feb to May 2020 employment decline in non-metro was less (-8.9%) compared to metro areas (-12.9%).
- From **Feb to May 2020** (data for each month is a 3MMA), the industry sectors with the largest NON-METRO decline in the NUMBER employed were:
  - Accommodation and food services, down 95,000 jobs
  - Retail and wholesale trade . . . . .down 83,000 jobs
  - Construction . . . . . down 46,000 jobs
- From **Feb to May 2020** (data for each month is a 3MMA), the industry sectors with the largest NON-METRO PERCENT decline in employment were:
  - Accommodation and food services, down 37.4%
  - Retail and wholesale trade . . . . .down 12.0%
  - Educational services . . . . . down 11.7%
- From **Feb to May 2020** (data for each month is a 3MMA), the provinces with the largest NON-METRO PERCENT decline in employment were:
  - Quebec, down 12.8%;
  - Nova Scotia, down 11.7%; and
  - Newfoundland and Labrador, down 9.1%

# Employment in rural and small town areas

## Introduction -- COVID-19 timeline

Dec. 31, 2019: China informs the World Health Organization (WHO) of a cluster of 41 patients with a mysterious pneumonia.

Jan. 23, 2020: The city of Wuhan is placed under quarantine and a few days later, so is the entire province of Hubei.

Mar. 11, 2020: The WHO declares a pandemic; the global confirmed case count is 126,000.

Mar. 12 (Quebec) to Mar. 22 (Nova Scotia), every Canadian province and territory had declared a state of emergency, with gradually tightening restrictions.

Mar. 15-21: Enumeration of March employment levels for the Labour Force Survey. Much of the impact of COVID-19 appeared in the March data

Mar. 21: U.S.-Canada border officially closes to non-essential travel

Apr. 12-18: Enumeration of April employment levels for the Labour Force Survey. The full impact of the impact of COVID-19 appeared in the April data.

May 17-26: Enumeration of May employment levels for Labour Force Survey. Only a few establishments in a few provinces had re-opened by this time

### **THUS: COVID-19 impact on data enumerated by the LFS**

- Feb 2020 LFS: employment was still in the state of the “old” normal
- Mar 2020 LFS: the bulk of the COVID-19 shutdown had occurred
- Apr 2020 LFS: the complete impact of COVID-19
- May 2020 LFS: a few scattered re-openings were occurring

# Definitions

## Labour Force Survey (LFS)

1. Data on employment from the monthly LFS during the third of May, 2020 was published on June 5, 2020.
2. **Number employed:** Number of persons who, during the reference week, worked for pay or profit, or performed unpaid family work or had a job but were not at work due to own illness or disability, personal or family responsibilities, labour dispute, vacation, or other reason. Those persons on layoff and persons without work but who had a job to start at a definite date in the future are not considered employed. Estimates in thousands, rounded to the nearest hundred.
3. The LFS rotates 1/6 of its sample every month. The data for the first month is typically collected via a face-to-face household interview but, for March, 2020, this was changed to a telephone (or maybe Internet) data collection approach.
4. Published data for each month for each metro area is a **3-month moving average** (and it is these data that we use to calculate the metro and non-metro levels of employment).
5. Thus, the published data for May (which is a 3-month average for Mar/Apr/May) would be expected to completely capture the impact of COVID-19 on employment levels as the enterprises forced to shut down (or downsize) were closed in the 3<sup>rd</sup> week of each of March and April and May, 2020.
6. Metro and non-metro are defined in the next chart.

Metro areas in each province, 2006, 2011 and 2016				
Province	Metro areas (CMAs) within each province	Population in 2006 Census	Population in 2011 Census	Population in 2016 Census
Newfoundland and Labrador	St. John's	181,113	196,966	205,955
Prince Edward Island	There are no CMAs in PEI			
Nova Scotia	Halifax	372,858	390,328	403,390
New Brunswick	Moncton	126,424	138,644	144,810
	Saint John	122,389	127,761	126,202
Quebec	Montreal	3,635,571	3,824,221	4,098,927
	Quebec City	715,515	765,706	800,296
	Ottawa-Gatineau (Quebec part)	283,959	314,501	332,057
	Sherbrooke	186,952	201,890	212,105
	Saguenay	151,643	157,790	160,980
	Trois-Rivières	141,529	151,773	156,042
Ontario	Toronto	5,113,149	5,583,064	5,928,040
	Ottawa-Gatineau (Ontario part)	846,802	921,823	991,726
	Hamilton	692,911	721,053	747,545
	Kitchener-Cambridge-Waterloo	451,235	477,160	523,894
	London	457,720	474,786	494,069
	St. Catharines - Niagara	390,317	392,184	406,074
	Oshawa	330,594	356,177	379,848
	Windsor	323,342	319,246	329,144
	Barrie	177,061	187,013	197,059
	Greater Sudbury	158,258	160,770	164,689
	Kingston	152,358	159,561	161,175
	Guelph	127,009	141,097	151,984
	Brantford	124,607	135,501	134,203
	Thunder Bay	122,907	121,596	121,621
	Peterborough	116,570	118,975	121,721
	Belleville	Not a CMA in 2006 or 2011		103,472
Manitoba	Winnipeg	694,668	730,018	778,489
Saskatchewan	Saskatoon	233,923	260,600	295,095
	Regina	194,971	210,556	236,481
Alberta	Calgary	1,079,310	1,214,839	1,392,609
	Edmonton	1,034,945	1,159,869	1,321,426
	Lethbridge	Not a CMA in 2006 or 2011		117,394
British Columbia	Vancouver	2,116,581	2,313,328	2,463,431
	Victoria	330,088	344,615	367,770
	Kelowna	162,276	179,839	194,882
	Abbotsford-Mission	159,020	170,191	180,518

Source: Statistics Canada, Census of Population, 2006, 2011 and 2016.

**Metro** refers to Census Metropolitan Areas (CMAs) which have a total population 100,000 or more (with at least 50,000 in the urban core) and includes all neighbouring towns and municipalities where 50+% of employed residents commute to the CMA.

**Non-metro** refers to individuals who live outside a CMA.

The current LFS data is based on the 2011 delineation of CMAs.

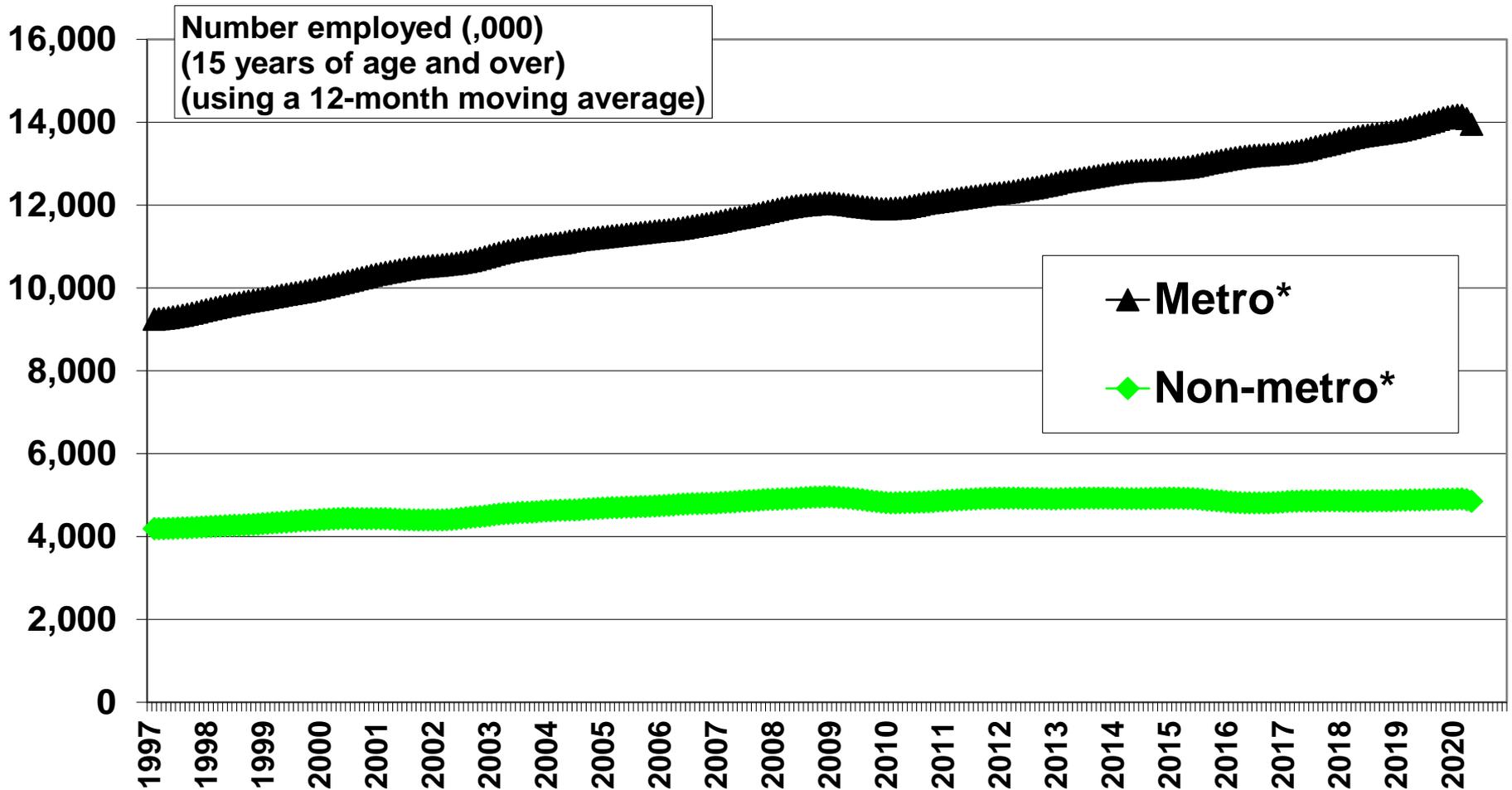
## Labour Force Survey (LFS)

1. Employment change may be shown in various ways:
  - a. To remove the month-to-month variability and the season-to-season variability in the data, we first use a 12-month moving average (12MMA) and compare the calculated 12MMA level of employment in each month with the 12MMA level of employment in the same month in the previous year. This clearly illustrates non-metro job recessions (with a lag) compared to the incidence of job recessions in metro areas.
  - b. To enable a more sensitive calculation, we then compared the level of employment in a given month with the average level of employment in the same month in the previous three years (e.g., level of employment in May, 2020 is compared to the level of employment averaged over May, 2017 and May, 2018 and May, 2019).
  - c. A comparison of the published 3MMA month-to-month levels of employment is shown but some of the variability is due to
    - the inherent variability of monthly LFS estimates; and
    - the month-to-month variability introduced by seasonal fluctuations in employment.

## Trends and change using a 12-month moving average

- Feb 2020 12MMA metro employment 14.17 million
- Mar 2020 12MMA metro employment 14.16 million
- Apr 2020 12MMA metro employment 14.09 million
- May 2020 12MMA metro employment 13.96 million
  
- Feb 2020 12MMA non-metro employment 4.90 million
- Mar 2020 12MMA non-metro employment 4.90 million
- Apr 2020 12MMA non-metro employment 4.89 million
- May 2020 12MMA non-metro employment 4.85 million
  
- Percent change (using difference of logs) compared to same month in previous year (using 12MMA):
  - Feb 2019 to Feb 2020 in Metro = +2.57%
  - Mar 2019 to Mar 2020 in Metro = +2.32%
  - Apr 2019 to Apr 2020 in Metro = +1.57%
  - May 2019 to May 2020 in Metro = +0.36%
  
  - Feb 2019 to Feb 2020 in Non-metro = +0.65%
  - Mar 2019 to Mar 2020 in Non-metro = +0.57%
  - Apr 2019 to Apr 2020 in Non-metro = +0.14%
  - May 2019 to May 2020 in Non-metro = -0.65%

# Employment in non-metro Canada varied between 4.8 and 4.9 million from 2007 to May 2020



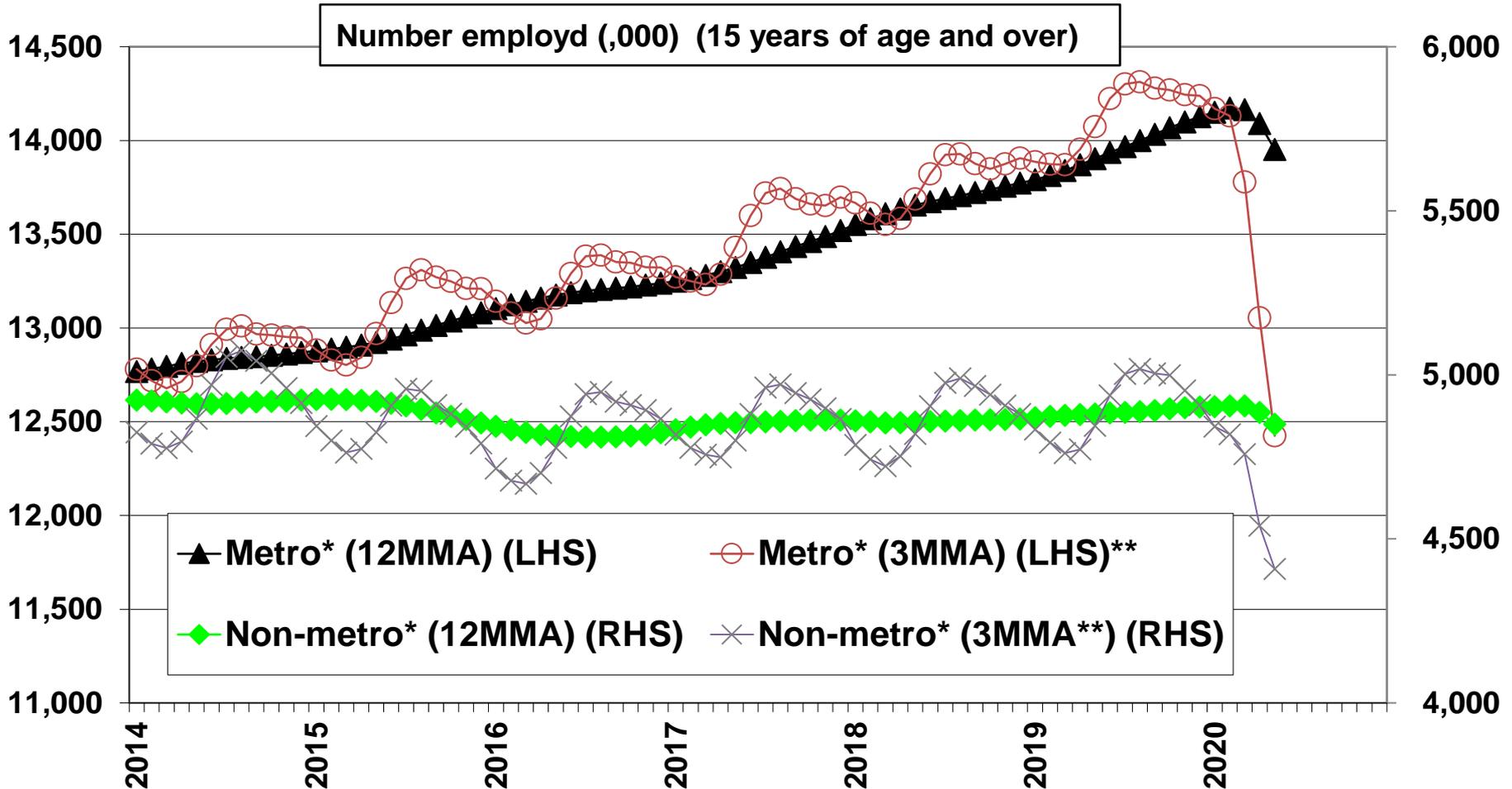
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Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

Chart by  
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# Employment in non-metro Canada was 4.41 million in May, 2020 (3-month average Mar/Apr/May)



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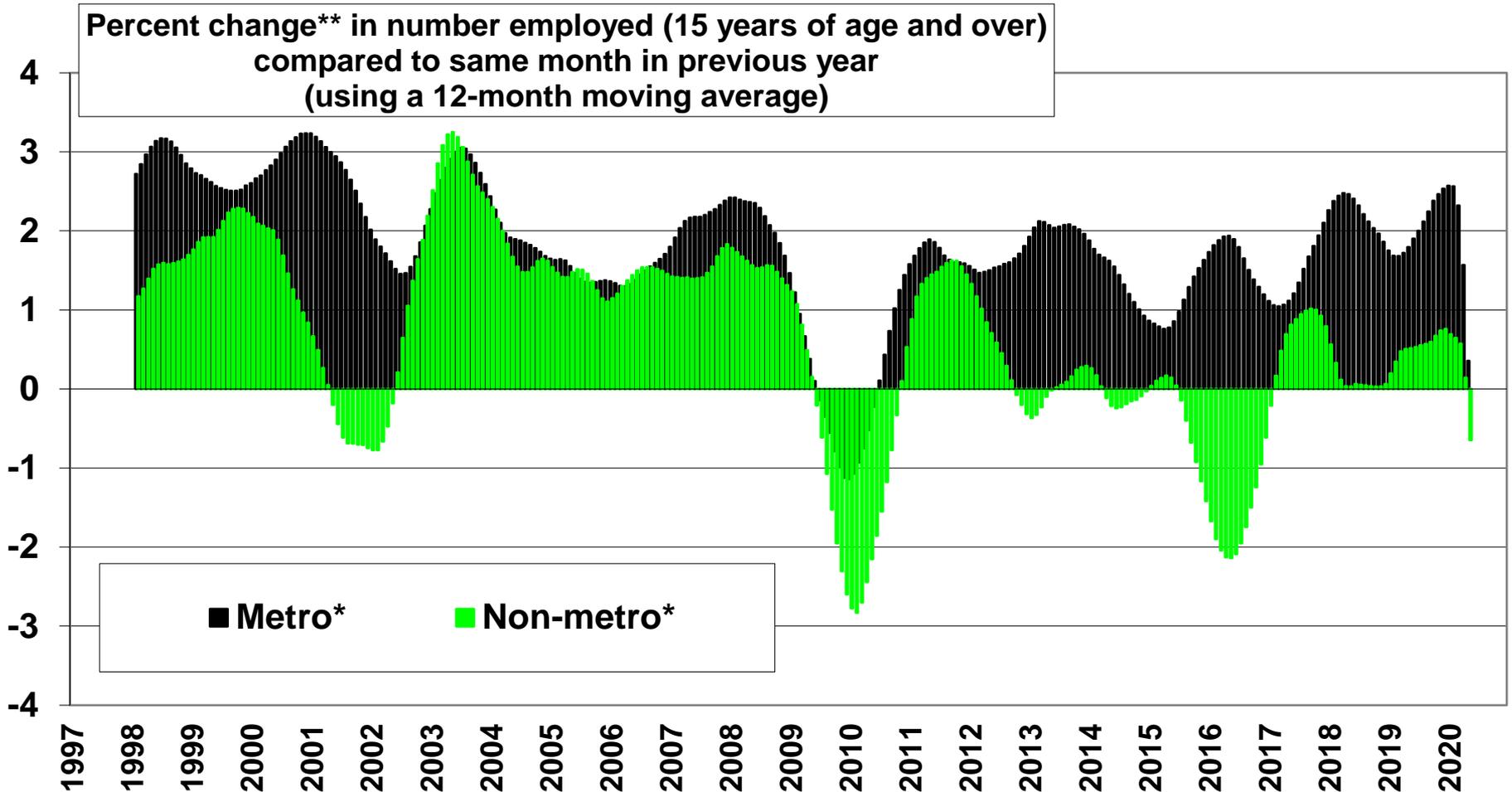
\*\* Published data for each month is a 3-month moving average.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

Chart by  
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# General growth in non-metro employment at the Canada level

(lengthy declines: June, 2009 to October, 2010 and July, 2015 to January, 2017)



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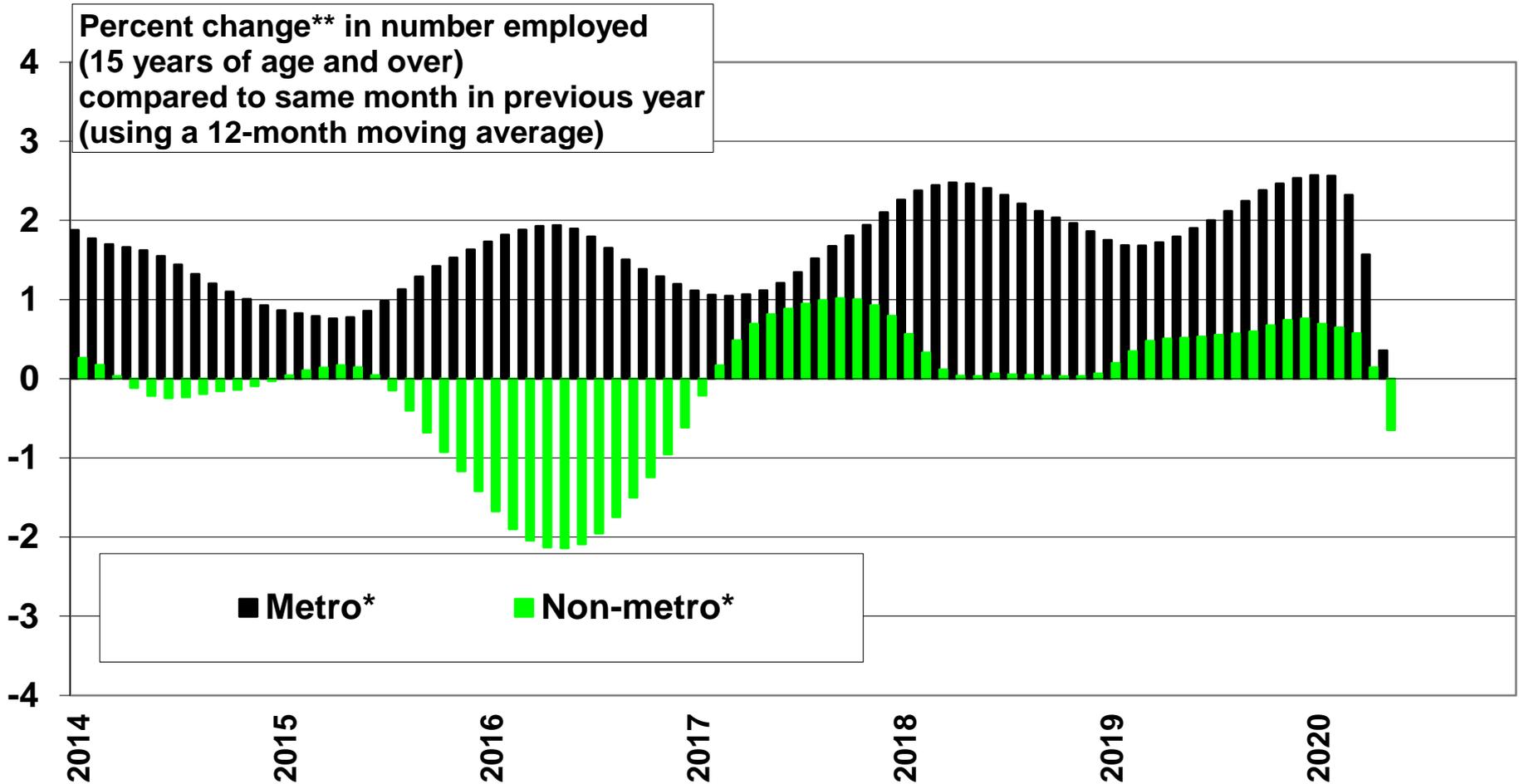
\*\* Percent change is calculated as the difference in the logarithm of employment, times 100

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

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# General growth in non-metro employment at the Canada level

(lengthy decline: July, 2015 to January, 2017)



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\* Non-metro refers to individuals who live outside a CMA.

\*\* Percent change is calculated as the difference in the logarithm of employment, times 100

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

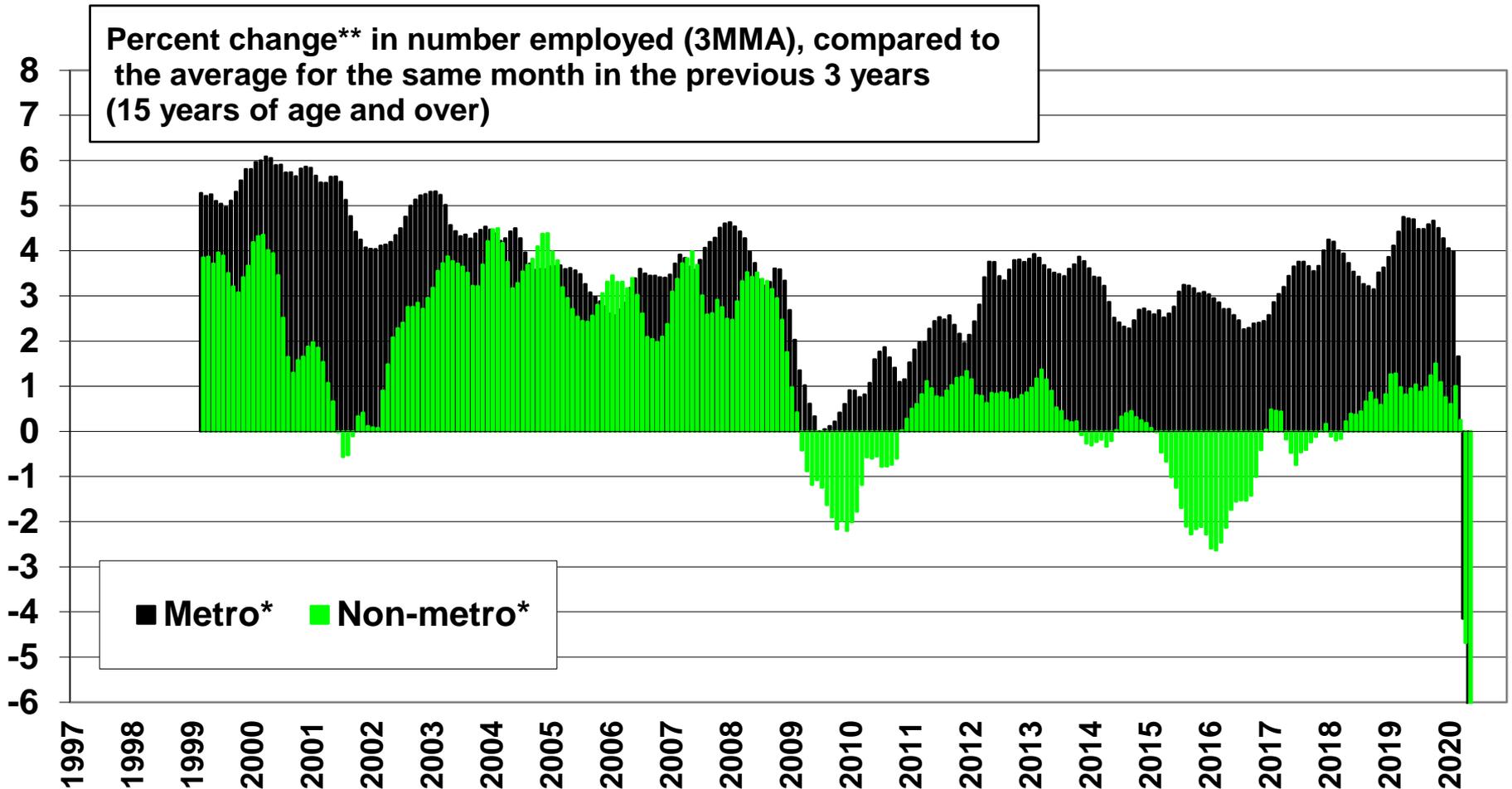
Chart by  
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## **Change comparing a given month to the average for the same month in the three previous years**

- **Feb 2020 (3MMA) in Metro = +4.0%**
  - **Mar 2020 (3MMA) in Metro = +1.7%**
  - **Apr 2020 (3MMA) in Metro = -4.2%**
  - **May 2020 (3MMA) in Metro = -10.0%**
- 
- **Feb 2020 (3MMA) in Non-metro = +1.0%**
  - **Mar 2020 (3MMA) in Non-metro = +0.3%**
  - **Apr 2020 (3MMA) in Non-metro = -4.7%**
  - **May 2020 (3MMA) in Non-metro = -9.0%**

# General growth in non-metro employment at the Canada level

(Lengthy declines: March, 2009 to October, 2010 and February, 2015 to November, 2016)



\* Metro refers to Census Metropolitan Areas (CMAs) which have a total population 100,000 or more (with at least 50,000 in the urban core) and includes all neighbouring towns and municipalities where 50+% of employed residents commute to the CMA.

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\*\* Percent change is calculated as the difference in the logarithm of employment, times 100

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

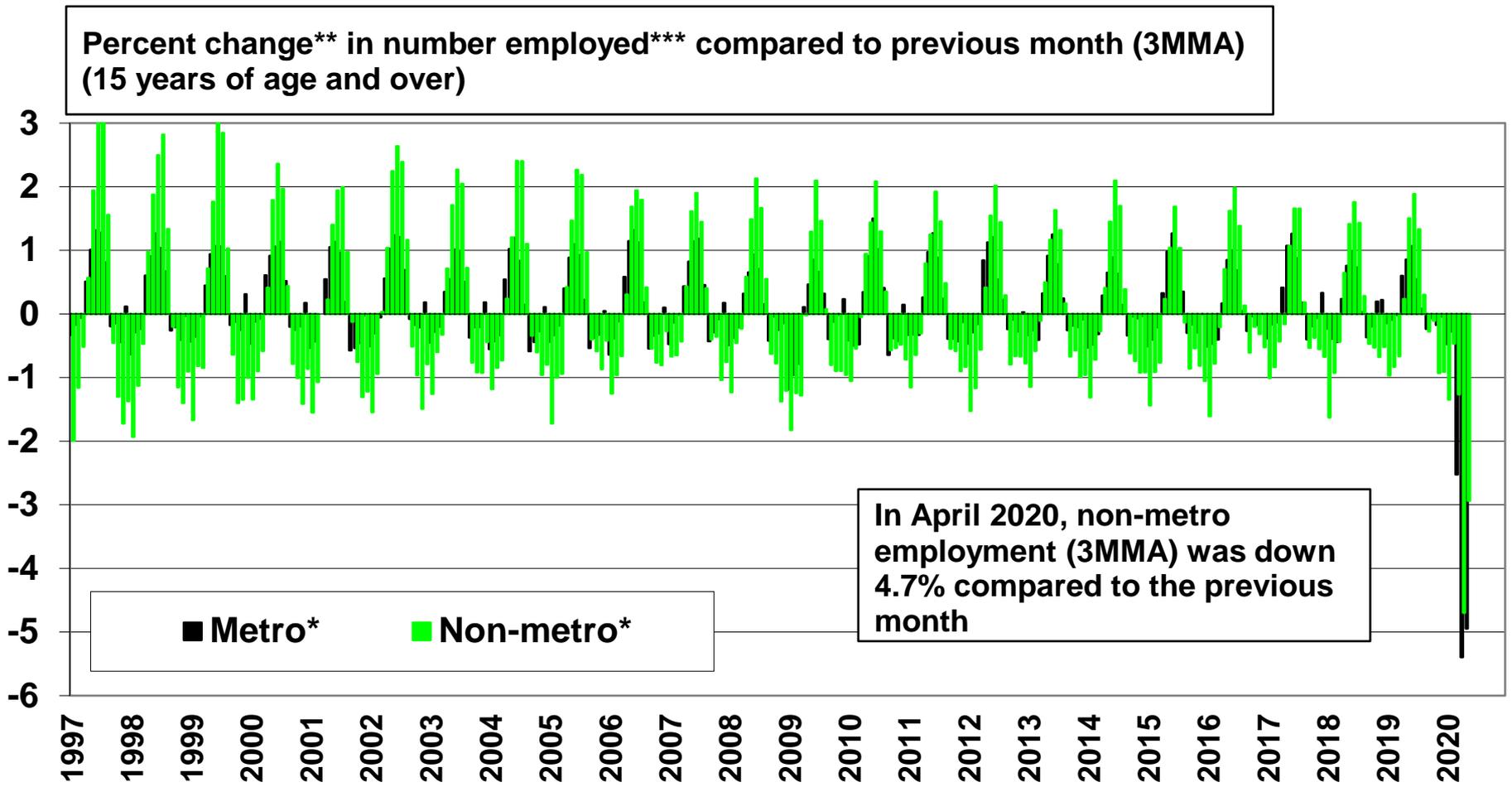
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## **Change on a month to month basis**

**(based on a 3MMA for each month):**

- **Metro employment: Feb 2020 (3MMA) = 14.13 million**
- **Metro employment: Mar 2020 (3MMA) = 13.78 million**
- **Metro employment: Apr 2020 (3MMA) = 13.06 million**
- **Metro employment: May 2020 (3MMA) = 12.42 million**
- **Non-metro employment: Feb 2020 (3MMA) = 4.82 million**
- **Non-metro employment: Mar 2020 (3MMA) = 4.76 million**
- **Non-metro employment: Apr 2020 (3MMA) = 4.54 million**
- **Non-metro employment: May 2020 (3MMA) = 4.41 million**
- **Percent change (using difference of logs) from previous month (3MMA):**
  - **Jan 2020 to Feb 2020 in Metro = -0.38%**
  - **Feb 2020 to Mar 2020 in Metro = -2.5%**
  - **Mar 2020 to Apr 2020 in Metro = -5.4%**
  - **Apr 2020 to May 2020 in Metro = -4.9%**
  - **Feb 2020 to May 2020 in Metro = -12.9%**
  - **Jan 2020 to Feb 2020 in Non-metro = -0.5%**
  - **Feb 2020 to Mar 2020 in Non-metro = -1.3%**
  - **Mar 2020 to Apr 2020 in Non-metro = -4.7%**
  - **Apr 2020 to May 2020 in Non-metro = -2.9%**
  - **Feb 2020 to May 2020 in Non-metro = -8.9%**

# Wide seasonal swings in non-metro employment at the Canada level



\* Metro refers to Census Metropolitan Areas (CMAs) which have a total population 100,000 or more (with at least 50,000 in the urban core) and includes all neighbouring towns and municipalities where 50+% of employed residents commute to the CMA.

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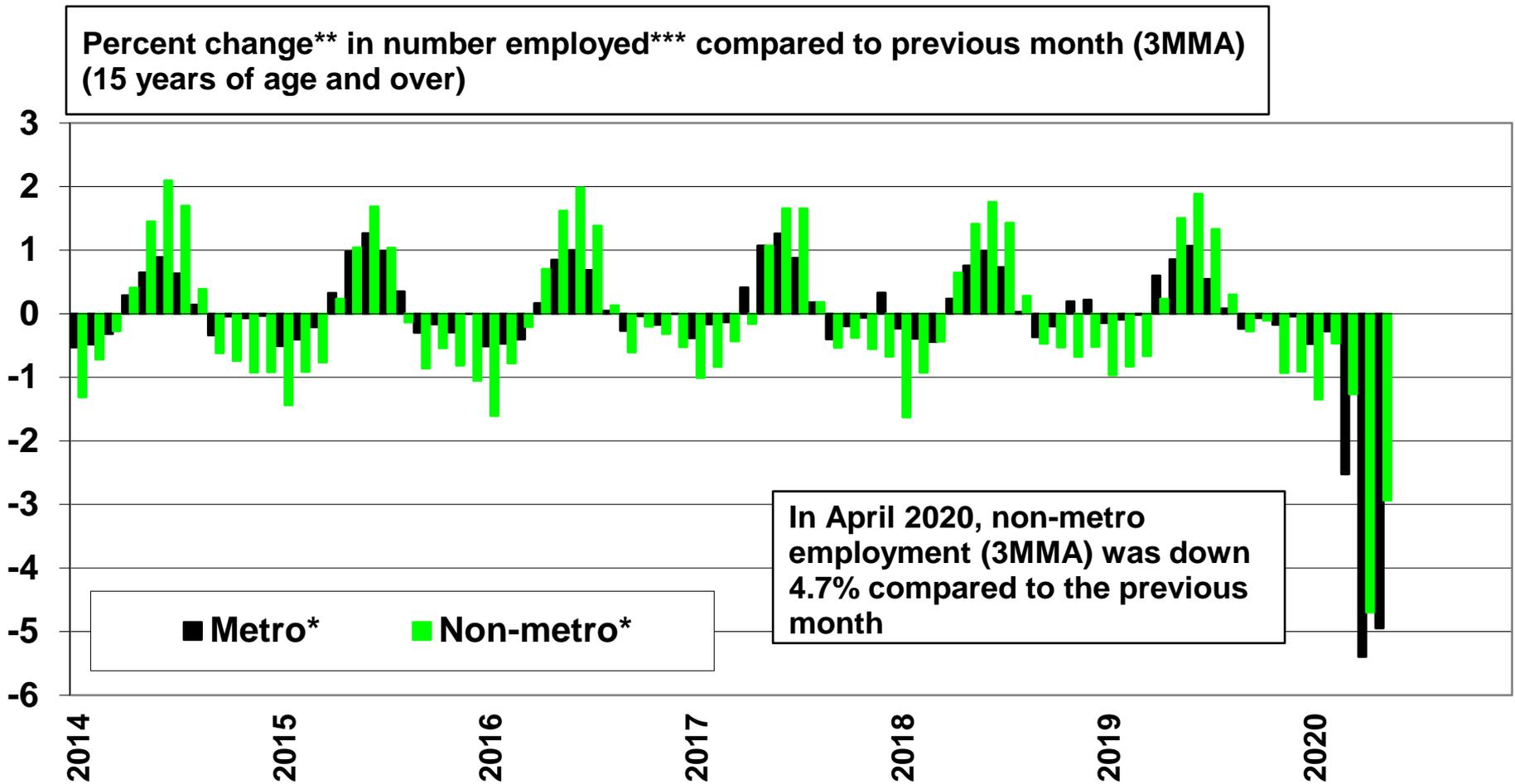
\*\* Percent change is calculated as the difference in the logarithm of employment, times 100.

\*\*\* Published data for each month is a 3-month moving average.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

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# Wide seasonal swings in non-metro employment at the Canada level



\* Metro refers to Census Metropolitan Areas (CMAs) which have a total population 100,000 or more (with at least 50,000 in the urban core) and includes all neighbouring towns and municipalities where 50+% of employed residents commute to the CMA.

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Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

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# Trends and change by province in Metro (CMAs) and Non-metro (Non-CMA) areas

- From **Feb to May 2020** (data for each month is a 3MMA), the provinces with the **largest NON-METRO ABSOLUTE** decline in employment were:
  - Quebec, down 147,000 jobs;
  - Ontario, down 75,000 jobs; and
  - Alberta, down 54,000 jobs.

(Details in table in Slide 23).

## Which provinces experienced the largest decline in non-metro employment from February to May, 2020?

Province	Average number employed (,000) in 12 months <sup>1</sup> from April, 2019 to May, 2020				Number employed in May <sup>1</sup> , 2020(,000)			Change in number employed (,000), Feb 2020 to May 2020			Percent change <sup>2</sup>								
	From April, 2020 to May <sup>1</sup> , 2020			Change from Feb 2020 to May 2020			Compared to the average for the same month <sup>1</sup> in the previous 3 years			All areas			Metro (CMA) areas			Non-metro (non-CMA)			
	All areas	Metro (CMA) areas	Non-metro (non-CMA)	Percent non-metro	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)
<b>Ranking of provinces by size of absolute change in number employed (,000) from February to May<sup>1</sup>, 2020</b>																			
Quebec	4,277	3,058	1,219	29	3,795	2,717	1,078	-517	-370	-147	-4.1	-4.2	-4.0	-12.8	-12.8	-12.8	-10.9	-11.8	-8.6
Ontario	7,383	6,175	1,208	16	6,632	5,512	1,120	-857	-782	-75	-5.0	-5.5	-2.4	-12.2	-13.3	-6.5	-8.2	-8.5	-6.6
Alberta	2,300	1,623	676	29	2,052	1,429	623	-254	-200	-54	-4.6	-5.0	-3.6	-11.7	-13.1	-8.3	-12.0	-12.7	-10.3
British Columbia	2,510	1,839	670	27	2,234	1,619	615	-283	-243	-40	-4.6	-5.6	-1.8	-11.9	-14.0	-6.3	-11.0	-11.5	-9.6
Nova Scotia	459	239	221	48	412	215	196	-48	-23	-24	-3.7	-3.5	-3.9	-10.9	-10.3	-11.7	-9.6	-6.9	-12.5
Saskatchewan	573	318	256	45	521	286	235	-53	-31	-22	-3.6	-3.9	-3.2	-9.7	-10.2	-9.0	-8.9	-9.1	-8.7
Manitoba	647	442	205	32	599	410	189	-55	-38	-17	-3.3	-3.5	-2.8	-8.7	-8.7	-8.6	-7.5	-5.7	-11.2
New Brunswick	353	145	207	59	321	134	188	-28	-12	-16	-2.0	-1.6	349.6	-8.4	-8.5	-8.3	-8.4	-6.0	-10.0
Newfoundland and Labrador	221	113	108	49	197	104	93	-18	-9	-9	-2.1	-1.8	-2.3	-8.5	-8.0	-9.1	-11.9	-7.4	-16.8
Prince Edward Island	78	..	78	100	70.6	..	70.6	-6	..	-6	-1.0	..	-1.0	-7.7	..	-7.7	-4.2	..	-4.2

1. Data for each month is an average for the previous 3 months (i.e. a 3-month moving average).

2. Percent change is calculated as the difference of logarithms x 100.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

# Trends and change by province in Metro (CMAs) and Non-metro (Non-CMA) areas

- From **Feb to May 2020** (data for each month is a 3MMA), the provinces with the **largest NON-METRO PERCENT** decline in employment were:
  - Quebec, down 12.8%;
  - Nova Scotia, down 11.7%; and
  - Newfoundland and Labrador, down 9.1%
  - (Details in table in Slide 23).

**Which provinces experienced the largest PERCENT decline in non-metro employment from February to May, 2020?**

Province	Average number employed (,000) in 12 months <sup>1</sup> from April, 2019 to May, 2020				Number employed in May <sup>1</sup> , 2020(,000)			Change in number employed (,000), Feb 2020 to May 2020			Percent change <sup>2</sup>								
											From April, 2020 to May <sup>1</sup> , 2020			Change from Feb 2020 to May 2020			Compared to the average for the same month <sup>1</sup> in the previous 3 years		
	All areas	Metro (CMA) areas	Non- metro (non- CMA)	Percent non- metro	All areas	Metro (CMA) areas	Non- metro (non- CMA)	All areas	Metro (CMA) areas	Non- metro (non- CMA)	All areas	Metro (CMA) areas	Non- metro (non- CMA)	All areas	Metro (CMA) areas	Non- metro (non- CMA)	All areas	Metro (CMA) areas	Non- metro (non- CMA)
<b>Ranking of provinces by size of PERCENT change in number employed (,000) from February to May<sup>1</sup>, 2020</b>																			
Quebec	4,277	3,058	1,219	29	3,795	2,717	1,078	-517	-370	-147	-4.1	-4.2	-4.0	-12.8	-12.8	-12.8	-10.9	-11.8	-8.6
Nova Scotia	459	239	221	48	412	215	196	-48	-23	-24	-3.7	-3.5	-3.9	-10.9	-10.3	-11.7	-9.6	-6.9	-12.5
Newfoundland and Labrador	221	113	108	49	197	104	93	-18	-9	-9	-2.1	-1.8	-2.3	-8.5	-8.0	-9.1	-11.9	-7.4	-16.8
Saskatchewan	573	318	256	45	521	286	235	-53	-31	-22	-3.6	-3.9	-3.2	-9.7	-10.2	-9.0	-8.9	-9.1	-8.7
Manitoba	647	442	205	32	599	410	189	-55	-38	-17	-3.3	-3.5	-2.8	-8.7	-8.7	-8.6	-7.5	-5.7	-11.2
Alberta	2,300	1,623	676	29	2,052	1,429	623	-254	-200	-54	-4.6	-5.0	-3.6	-11.7	-13.1	-8.3	-12.0	-12.7	-10.3
New Brunswick	353	145	207	59	321	134	188	-28	-12	-16	-2.0	-1.6	349.6	-8.4	-8.5	-8.3	-8.4	-6.0	-10.0
Prince Edward Island	78	..	78	100	70.6	..	70.6	-6	..	-6	-1.0	..	-1.0	-7.7	..	-7.7	-4.2	..	-4.2
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1. Data for each month is an average for the previous 3 months (i.e. a 3-month moving average).

2. Percent change is calculated as the difference of logarithms x 100.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.



# Trends and change by industry sector in Metro (CMAs) and Non-metro (Non-CMA) areas

- From **Feb to Apr 2020** (data for each month is a 3MMA), the industry sectors with the largest NON-METRO decline in the NUMBER employed were:
  - **Accommodation and food services, down 95,000 jobs**
  - **Retail and wholesale trade. . . . .down 83,000 jobs**
  - **Construction . . . . . down 46,000 jobs**
  - (Details are in table in Slides28-30)

**Which sector in non-metro Canada experienced the largest absolute decline in employment from February to May, 2020**

Industry sector	Average number employed in 12 months <sup>1</sup> (,000) up to May, 2020				Number employed <sup>1</sup> in May, 2020 (,000)			Change in number employed (,000), Feb 2020 to May 2020			Percent change <sup>2</sup>								
	From month to month <sup>1</sup>			Change from Feb 2020 to May 2020			Compared to the average for the same month <sup>1</sup> in the previous 3 years												
	All areas	Metro (CMA) areas	Non-metro (non-CMA)	Percent non-metro	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)
<b>Sectors ranked by absolute change in number employed from February to May, 2020</b>																			
Accommodation and food services	1,149	841	307	27	725	515	210	-485	-390	-95	-21.6	-24.2	-14.9	-51.2	-56.4	-37.4	-50.9	-55.1	-39.7
Wholesale and retail trade	2,795	2,074	721	26	2,451	1,800	651	-402	-319	-83	-5.6	-6.4	-3.5	-15.2	-16.3	-12.0	-13.3	-13.9	-11.6
Construction	1,452	999	453	31	1,247	857	390	-169	-123	-46	-3.5	-4.0	-2.4	-12.7	-13.4	-11.2	-10.0	-11.0	-7.5
Educational services	1,358	1,038	321	24	1,292	985	307	-162	-123	-38	-4.3	-4.3	-4.4	-11.8	-11.8	-11.7	-5.7	-4.3	-10.0
Manufacturing	1,706	1,199	507	30	1,539	1,071	468	-161	-124	-37	-3.5	-4.0	-2.4	-9.9	-10.9	-7.6	-10.8	-12.0	-8.1
Health care and social assistance	2,482	1,779	703	28	2,324	1,640	684	-192	-166	-26	-3.1	-3.6	-2.2	-7.9	-9.7	-3.7	-3.4	-5.2	1.3
Transportation and warehousing	1,021	787	234	23	911	694	217	-116	-98	-18	-5.4	-6.0	-3.5	-12.0	-13.2	-8.0	-7.3	-6.2	-10.8
Forestry, fishing, mining, quarrying, oil and gas	320	119	201	63	293	115	178	-19	-8	-11	-1.4	-2.2	-0.9	-6.1	-6.5	-5.9	-11.3	-3.8	-15.8
Other (personal) services	793	566	227	29	675	460	215	-125	-114	-10	-7.4	-10.2	-1.1	-16.9	-22.2	-4.7	-17.3	-21.4	-8.1
Business, building and other support services	753	588	165	22	674	523	151	-55	-47	-9	-3.9	-4.9	-0.3	-7.9	-8.5	-5.7	-12.7	-14.9	-4.8
Agriculture	291	71	220	76	277.7	74.4	203.3	1	7	-5	1.9	9.0	-0.6	0.4	9.2	-2.6	0.0	11.3	-3.8
Finance, insurance, real estate and leasing	1,222	1,052	170	14	1,207	1,043	164	-31	-27	-4	-0.7	-0.5	-1.8	-2.5	-2.5	-2.4	2.5	3.5	-3.2
Utilities	137	93	43	32	133	95	37	-1	1	-2	-0.3	-1.9	4.0	-0.8	0.8	-5.0	-4.4	5.6	-26.1
Public administration	1,013	783	230	23	983	758	225	-12	-12	0	-0.3	-0.7	1.0	-1.2	-1.5	0.0	1.0	-0.4	5.9
Professional, scientific and technical services	1,559	1,352	207	13	1,505	1,301	204	-53	-53	0	-1.4	-1.2	-2.1	-3.4	-4.0	0.2	1.8	2.7	-4.2

1. Data for each month is an average for the previous 3 months (i.e. a 3-month moving average).

2. Percent change is calculated as the difference of logarithms x 100.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

# Trends and change by industry sector in Metro (CMAs) and Non-metro (Non-CMA) areas

- From **Feb to May 2020** (data for each month is a 3MMA), the industry sectors with the largest NON-METRO PERCENT decline in employment were:
  - Accommodation and food services, down 37.4%
  - Retail and wholesale trade . . . . . down 12.2%
  - Educational services . . . . . down 11.7%
  - Details are in table in Slides 28-30)

**Which sector in non-metro Canada experienced the largest PERCENT decline in employment from February to May, 2020**

Industry sector	Average number employed in 12 months <sup>1</sup> (,000) up to May, 2020				Number employed <sup>1</sup> in May, 2020 (,000)			Change in number employed (,000), Feb 2020 to May 2020			Percent change <sup>2</sup>								
											From month to month <sup>1</sup>			Change from Feb 2020 to May 2020			Compared to the average for the same month <sup>1</sup> in the previous 3 years		
	All areas	Metro (CMA) areas	Non-metro (non-CMA)	Percent non-metro	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)	All areas	Metro (CMA) areas	Non-metro (non-CMA)
<b>Sectors ranked by PERCENT change in number employed from February to May, 2020</b>																			
Accommodation and food services	1,149	841	307	27	725	515	210	-485	-390	-95	-21.6	-24.2	-14.9	-51.2	-56.4	-37.4	-50.9	-55.1	-39.7
Wholesale and retail trade	2,795	2,074	721	26	2,451	1,800	651	-402	-319	-83	-5.6	-6.4	-3.5	-15.2	-16.3	-12.0	-13.3	-13.9	-11.6
Educational services	1,358	1,038	321	24	1,292	985	307	-162	-123	-38	-4.3	-4.3	-4.4	-11.8	-11.8	-11.7	-5.7	-4.3	-10.0
Construction	1,452	999	453	31	1,247	857	390	-169	-123	-46	-3.5	-4.0	-2.4	-12.7	-13.4	-11.2	-10.0	-11.0	-7.5
Transportation and warehousing	1,021	787	234	23	911	694	217	-116	-98	-18	-5.4	-6.0	-3.5	-12.0	-13.2	-8.0	-7.3	-6.2	-10.8
Manufacturing	1,706	1,199	507	30	1,539	1,071	468	-161	-124	-37	-3.5	-4.0	-2.4	-9.9	-10.9	-7.6	-10.8	-12.0	-8.1
Forestry, fishing, mining, quarrying, oil and gas	320	119	201	63	293	115	178	-19	-8	-11	-1.4	-2.2	-0.9	-6.1	-6.5	-5.9	-11.3	-3.8	-15.8
Business, building and other support services	753	588	165	22	674	523	151	-55	-47	-9	-3.9	-4.9	-0.3	-7.9	-8.5	-5.7	-12.7	-14.9	-4.8
Utilities	137	93	43	32	133	95	37	-1	1	-2	-0.3	-1.9	4.0	-0.8	0.8	-5.0	-4.4	5.6	-26.1
Other (personal) services	793	566	227	29	675	460	215	-125	-114	-10	-7.4	-10.2	-1.1	-16.9	-22.2	-4.7	-17.3	-21.4	-8.1
Health care and social assistance	2,482	1,779	703	28	2,324	1,640	684	-192	-166	-26	-3.1	-3.6	-2.2	-7.9	-9.7	-3.7	-3.4	-5.2	1.3
Agriculture	291	71	220	76	277.7	74.4	203.3	1	7	-5	1.9	9.0	-0.6	0.4	9.2	-2.6	0.0	11.3	-3.8
Finance, insurance, real estate and leasing	1,222	1,052	170	14	1,207	1,043	164	-31	-27	-4	-0.7	-0.5	-1.8	-2.5	-2.5	-2.4	2.5	3.5	-3.2
Public administration	1,013	783	230	23	983	758	225	-12	-12	0	-0.3	-0.7	1.0	-1.2	-1.5	0.0	1.0	-0.4	5.9
Professional, scientific and technical services	1,559	1,352	207	13	1,505	1,301	204	-53	-53	0	-1.4	-1.2	-2.1	-3.4	-4.0	0.2	1.8	2.7	-4.2

1. Data for each month is an average for the previous 3 months (i.e. a 3-month moving average).

2. Percent change is calculated as the difference of logarithms x 100.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

Number employed and percent change by industry sector and by type of geographic area, Canada, February to May, 2020 (continued)

Industry sector	Month	Average number employed in previous 12 months <sup>1</sup> (,000)				Number employed in current month <sup>1</sup> (,000)			Non-metro change Feb 2020 to May 2020	Percent change <sup>2</sup>						
		All areas	Metro (CMA) areas	Non-metro (non-CMA)	Percent non-metro	All areas	Metro (CMA) areas	Non-metro (non-CMA)		From month to month <sup>1</sup>			Non-metro change Feb 2020 to May 2020	Compared to the average for the same month <sup>1</sup> in the previous 3 years		
										All areas	Metro (CMA) areas	Non-metro (non-CMA)		All areas	Metro (CMA) areas	Non-metro (non-CMA)
All industry sectors	Feb 2020	19,078	14,173	4,905	26	18,951	14,131	4,819		...	...	...		3.2	4.0	1.0
	Mar 2020	19,070	14,165	4,905	26	18,537	13,779	4,759		-2.2	-2.5	-1.3		1.3	1.7	0.3
	Apr 2020	18,976	14,090	4,886	26	17,595	13,055	4,540		-5.2	-5.4	-4.7		-4.3	-4.2	-4.7
	May 2020	18,802	13,953	4,849	26	16,833	12,425	4,409	-411	-4.4	-4.9	-2.9	-8.9	-9.7	-10.0	-9.0
Goods sectors (subtotal)	Feb 2020	3,958	2,523	1,435	36	3,837	2,463	1,375		...	...	...		1.7	2.2	0.6
	Mar 2020	3,959	2,523	1,436	36	3,784	2,429	1,354		-1.4	-1.4	-1.5		1.3	1.9	0.3
	Apr 2020	3,940	2,509	1,431	36	3,588	2,291	1,297		-5.3	-5.9	-4.3		-4.6	-4.6	-4.8
	May 2020	3,906	2,485	1,421	36	3,489	2,210	1,279	-95	-2.8	-3.6	-1.4	-7.2	-9.5	-10.0	-8.6
Agriculture	Feb 2020	290	70	220	76	276.5	67.8	208.7		...	...	...		6.3	11.1	4.9
	Mar 2020	291	70	221	76	274.5	69.9	204.6		-0.8	3.1	-2.0		6.3	13.9	3.8
	Apr 2020	291	71	221	76	272.6	68.0	204.6		-0.7	-2.8	0.0		3.0	8.5	1.2
	May 2020	291	71	220	76	277.7	74.4	203.3	-5	1.9	9.0	-0.6	-2.6	0.0	11.3	-3.8
Forestry, fishing, mining, quarrying, oil and gas	Feb 2020	330	124	206	63	311	122	189		...	...	...		-6.9	-1.5	-10.2
	Mar 2020	327	122	205	63	308	122	186		-1.0	-0.3	-1.4		-7.2	-0.5	-11.4
	Apr 2020	324	120	203	63	297	117	180		-3.7	-4.0	-3.6		-9.8	-2.7	-14.1
	May 2020	320	119	201	63	293	115	178	-11	-1.4	-2.2	-0.9	-5.9	-11.3	-3.8	-15.8
Utilities	Feb 2020	139	92	47	34	134	95	39		...	...	...		-1.9	6.6	-19.8
	Mar 2020	138	92	46	33	133	98	36		-0.5	3.0	-9.6		-2.3	9.8	-29.3
	Apr 2020	137	93	44	32	133	97	36		-0.1	-0.3	0.6		-2.9	9.6	-30.5
	May 2020	137	93	43	32	133	95	37	-2	-0.3	-1.9	4.0	-5.0	-4.4	5.6	-26.1
Construction	Feb 2020	1,467	1,013	454	31	1,416	980	436		...	...	...		4.9	4.7	5.4
	Mar 2020	1,471	1,014	456	31	1,381	955	426		-2.5	-2.5	-2.4		4.3	3.7	5.6
	Apr 2020	1,465	1,009	456	31	1,291	892	399		-6.7	-6.9	-6.4		-3.5	-4.3	-1.5
	May 2020	1,452	999	453	31	1,247	857	390	-46	-3.5	-4.0	-2.4	-11.2	-10.0	-11.0	-7.5

1. Data for each month is an average for the previous 3 months (i.e. a 3-month moving average).

2. Percent change is calculated as the difference of logarithms x 100.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

**Number employed and percent change by industry sector and by type of geographic area, Canada, February to May, 2020 (continued)**

Industry sector	Month	Average number employed in previous 12 months <sup>1</sup> (,000)				Number employed in current month <sup>1</sup> (,000)			Non-metro change Feb 2020 to May 2020	Percent change <sup>2</sup>						
		All areas	Metro (CMA) areas	Non-metro (non-CMA)	Percent non-metro	All areas	Metro (CMA) areas	Non-metro (non-CMA)		From month to month <sup>1</sup>			Non-metro change Feb 2020 to May 2020	Compared to the average for the same month <sup>1</sup> in the previous 3 years		
										All areas	Metro (CMA) areas	Non-metro (non-CMA)		All areas	Metro (CMA) areas	Non-metro (non-CMA)
Manufacturing	Feb 2020	1,733	1,221	512	30	1,700	1,194	505					0.2	-0.3	1.4	
	Mar 2020	1,732	1,219	512	30	1,686	1,183	504		-0.8	-1.0	-0.4	0.0	-0.7	1.7	
	Apr 2020	1,722	1,212	511	30	1,594	1,115	480		-5.6	-5.9	-4.9	-6.0	-6.8	-4.0	
	May 2020	1,706	1,199	507	30	1,539	1,071	468	-37	-3.5	-4.0	-2.4	-7.6	-10.8	-12.0	-8.1
Services sectors (subtotal)	Feb 2020	15,120	11,623	3,497	23	15,113	11,350	3,764					3.6	1.6	10.0	
	Mar 2020	15,111	11,567	3,545	23	14,754	10,764	3,990		-2.4	-5.3	5.8	1.3	-3.7	16.1	
	Apr 2020	15,036	11,505	3,530	23	14,007	10,764	3,243		-5.2	0.0	-20.7	-4.2	-4.1	-4.6	
	May 2020	14,896	11,392	3,504	24	13,344	10,215	3,129	-634	-4.8	-5.2	-3.6	-18.4	-9.8	-10.0	-9.1
Wholesale and retail trade	Feb 2020	2,846	2,112	734	26	2,852	2,119	734					2.3	2.9	0.6	
	Mar 2020	2,845	2,112	733	26	2,775	2,054	721		-2.8	-3.1	-1.8	0.2	0.3	-0.2	
	Apr 2020	2,827	2,099	729	26	2,593	1,918	674		-6.8	-6.8	-6.7	-6.9	-6.9	-6.8	
	May 2020	2,795	2,074	721	26	2,451	1,800	651	-83	-5.6	-6.4	-3.5	-12.0	-13.3	-13.9	-11.6
Transportation and warehousing	Feb 2020	1,038	799	239	23	1,027	791	235					5.8	8.9	-4.1	
	Mar 2020	1,036	799	238	23	1,010	776	235		-1.6	-2.0	-0.2	4.3	7.1	-4.2	
	Apr 2020	1,031	795	236	23	962	737	225		-4.9	-5.1	-4.3	-0.8	1.5	-8.0	
	May 2020	1,021	787	234	23	911	694	217	-18	-5.4	-6.0	-3.5	-8.0	-7.3	-6.2	-10.8
Finance, insurance, real estate and leasing	Feb 2020	1,214	1,043	171	14	1,237	1,069	168					5.9	8.0	-6.5	
	Mar 2020	1,219	1,048	171	14	1,230	1,060	170		-0.6	-0.8	0.9	5.2	6.7	-3.5	
	Apr 2020	1,221	1,051	171	14	1,216	1,048	167		-1.2	-1.1	-1.4	3.6	4.7	-2.9	
	May 2020	1,222	1,052	170	14	1,207	1,043	164	-4	-0.7	-0.5	-1.8	-2.4	2.5	3.5	-3.2
Professional, scientific and technical services	Feb 2020	1,559	1,350	209	13	1,558	1,354	204					7.4	8.6	-0.3	
	Mar 2020	1,562	1,353	209	13	1,553	1,346	208		-0.3	-0.6	1.7	6.6	7.8	-1.1	
	Apr 2020	1,562	1,354	208	13	1,526	1,317	209		-1.8	-2.1	0.5	4.2	5.2	-1.7	
	May 2020	1,559	1,352	207	13	1,505	1,301	204	0	-1.4	-1.2	-2.1	0.2	1.8	2.7	-4.2

1. Data for each month is an average for the previous 3 months (i.e. a 3-month moving average).

2. Percent change is calculated as the difference of logarithms x 100.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

**Number employed and percent change by industry sector and by type of geographic area, Canada, February to May, 2020 (concluded)**

Industry sector	Month	Average number employed in previous 12 months <sup>1</sup> (,000)				Number employed in current month <sup>1</sup> (,000)			Non-metro change Feb 2020 to May 2020	Percent change <sup>2</sup>						
		All areas	Metro (CMA) areas	Non-metro (non-CMA)	Percent non-metro	All areas	Metro (CMA) areas	Non-metro (non-CMA)		From month to month <sup>1</sup>			Non-metro change Feb 2020 to May 2020	Compared to the average for the same month <sup>1</sup> in the previous 3 years		
										All areas	Metro (CMA) areas	Non-metro (non-CMA)		All areas	Metro (CMA) areas	Non-metro (non-CMA)
Business, building and other support services	Feb 2020	772	604	168	22	729	569	160		...	...	...		-1.7	-2.7	1.8
	Mar 2020	768	601	167	22	723	565	158		-0.8	-0.8	-1.0		-3.0	-4.1	1.3
	Apr 2020	762	596	166	22	701	549	152		-3.2	-2.8	-4.3		-6.8	-8.1	-1.9
	May 2020	753	588	165	22	674	523	151	-9	-3.9	-4.9	-0.3	-5.7	-12.7	-14.9	-4.8
Educational services	Feb 2020	1,374	1,049	324	24	1,453	1,109	345		...	...	...		5.6	6.4	3.1
	Mar 2020	1,373	1,048	325	24	1,406	1,071	335		-3.3	-3.5	-2.8		2.5	3.1	0.4
	Apr 2020	1,368	1,044	323	24	1,349	1,028	320		-4.1	-4.0	-4.5		-1.9	-0.8	-5.2
	May 2020	1,358	1,038	321	24	1,292	985	307	-38	-4.3	-4.3	-4.4	-11.7	-5.7	-4.3	-10.0
Health care and social assistance	Feb 2020	2,494	1,795	699	28	2,516	1,807	709		...	...	...		4.9	5.3	4.0
	Mar 2020	2,496	1,795	701	28	2,475	1,761	714		-1.6	-2.6	0.6		3.2	2.2	5.6
	Apr 2020	2,492	1,789	703	28	2,399	1,700	699		-3.1	-3.5	-2.2		-0.1	-1.7	4.1
	May 2020	2,482	1,779	703	28	2,324	1,640	684	-26	-3.1	-3.6	-2.2	-3.7	-3.4	-5.2	1.3
Information, culture and recreation	Feb 2020	774	626	148	19	737	602	135		...	...	...		-2.4	-2.6	-1.4
	Mar 2020	772	624	148	19	708	579	128		-4.1	-3.9	-4.9		-6.3	-6.2	-7.2
	Apr 2020	765	619	146	19	651	539	113		-8.3	-7.3	-13.0		-14.2	-12.8	-20.8
	May 2020	752	609	143	19	598	497	100	-34	-8.6	-8.0	-11.4	-29.3	-24.3	-22.0	-35.1
Accommodation and food services	Feb 2020	1,217	894	323	27	1,209	905	304		...	...	...		1.9	2.7	-0.3
	Mar 2020	1,210	889	322	27	1,098	813	286		-9.6	-10.7	-6.4		-7.2	-7.5	-6.6
	Apr 2020	1,187	871	316	27	899	656	243		-20.0	-21.4	-16.0		-27.8	-29.5	-22.9
	May 2020	1,149	841	307	27	725	515	210	-95	-21.6	-24.2	-14.9	-37.4	-50.9	-55.1	-39.7
Other (personal) services	Feb 2020	816	587	230	28	799	574	225		...	...	...		0.2	0.9	-1.7
	Mar 2020	814	584	229	28	783	560	223		-2.1	-2.5	-1.0		-1.7	-1.0	-3.5
	Apr 2020	806	578	228	28	726	509	217		-7.5	-9.5	-2.7		-9.5	-10.7	-6.6
	May 2020	793	566	227	29	675	460	215	-10	-7.4	-10.2	-1.1	-4.7	-17.3	-21.4	-8.1
Public administration	Feb 2020	1,015	790	224	22	995	770	225		...	...	...		4.2	2.4	10.5
	Mar 2020	1,016	789	227	22	993	767	226		-0.2	-0.3	0.4		3.4	1.5	10.2
	Apr 2020	1,015	786	229	23	986	763	223		-0.7	-0.5	-1.4		2.2	0.9	6.9
	May 2020	1,013	783	230	23	983	758	225	0	-0.3	-0.7	1.0	0.0	1.0	-0.4	5.9

1. Data for each month is an average for the previous 3 months (i.e. a 3-month moving average).

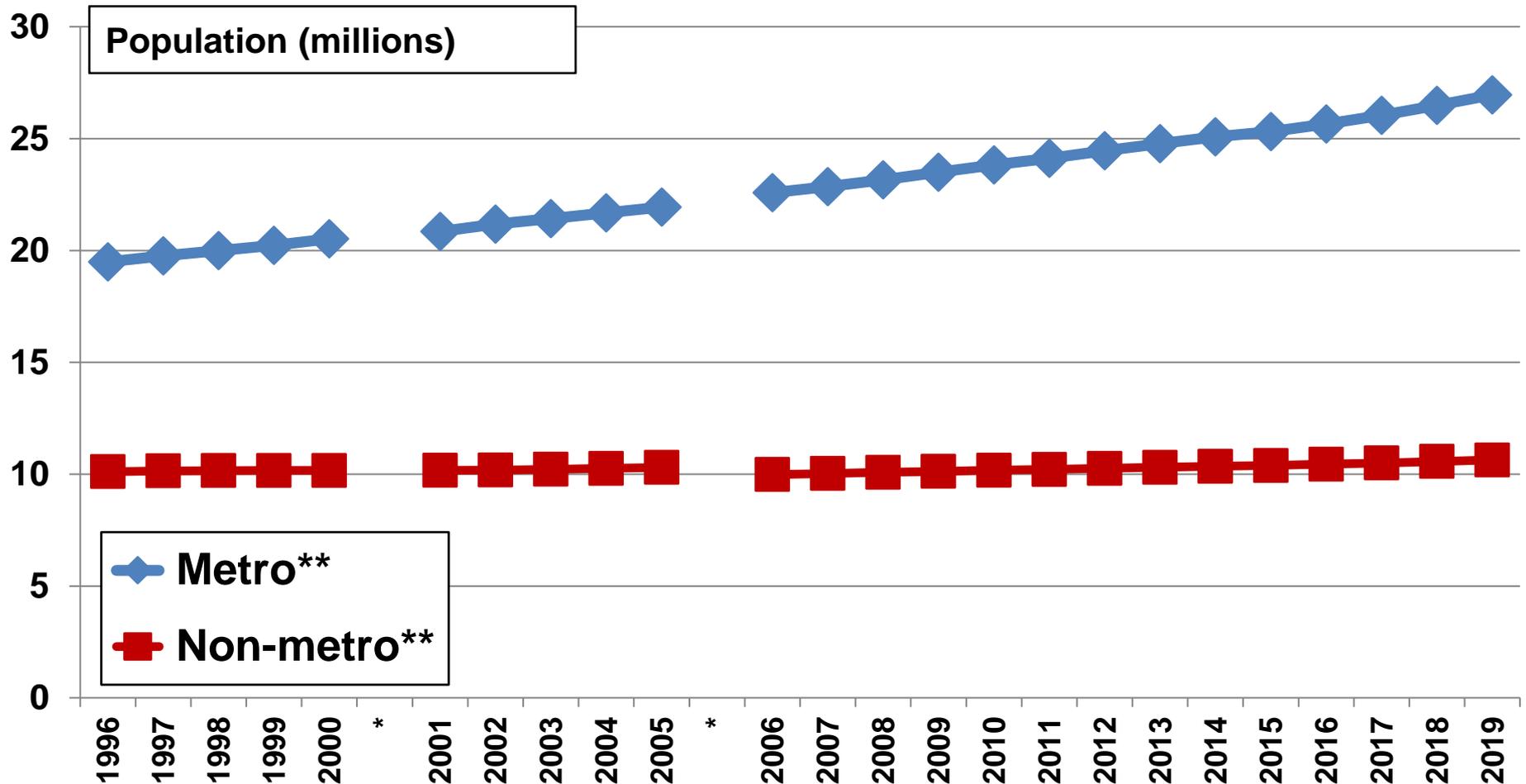
2. Percent change is calculated as the difference of logarithms x 100.

Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

## Context

- Canada's **rural population is growing, but not everywhere**. The rural population is growing near cities, in cottage country and in the north. See:
  - Bollman (2020) “Charts of Metro and Non-metro Population Levels and Trends, Canada, Provinces, Territories, 1996 to 2020, which I can send along upon request.
- Canada's rural economy makes **a significant contribution to the GDP** in each province. See:
  - Bollman (2019) Charts of Levels and Trends: Metro and Non-metro Gross Domestic Product (GDP), Canada and Provinces, 2009 to 2016 which I can send along upon request.
- My powerpoint charts and tables for the LFS data to April, 2020, along with a special issue of “Focus on Rural Ontario” entitled “COVID-19 Impact on Rural Employment: Ontario in the Canadian context in April, 2020” can be accessed via a blog at the Rural Ontario Institute <https://www.ruralontarioinstitute.ca/blog/the-impact-of-covid-19-on-rural-employment>. I anticipate that the Rural Ontario Institute will publish a subsequent special issue to update the employment situation to May 2020

# Canada's non-metro population was 10.6 million in 2019



\* Data for 1996 to 2000 are classified according to the 2006 grid for CMA boundaries, data for 2001 to 2005 are classified according to the 2011 grid for CMA boundaries and data from 2006 to date are classified according to the 2016 CMA boundaries

\*\* Metro refers to Census Metropolitan Areas (CMAs) which have a total population 100,000 or more (with at least 50,000 in the urban core) and includes all neighbouring towns and municipalities where 50+% of employed residents commute to the CMA.

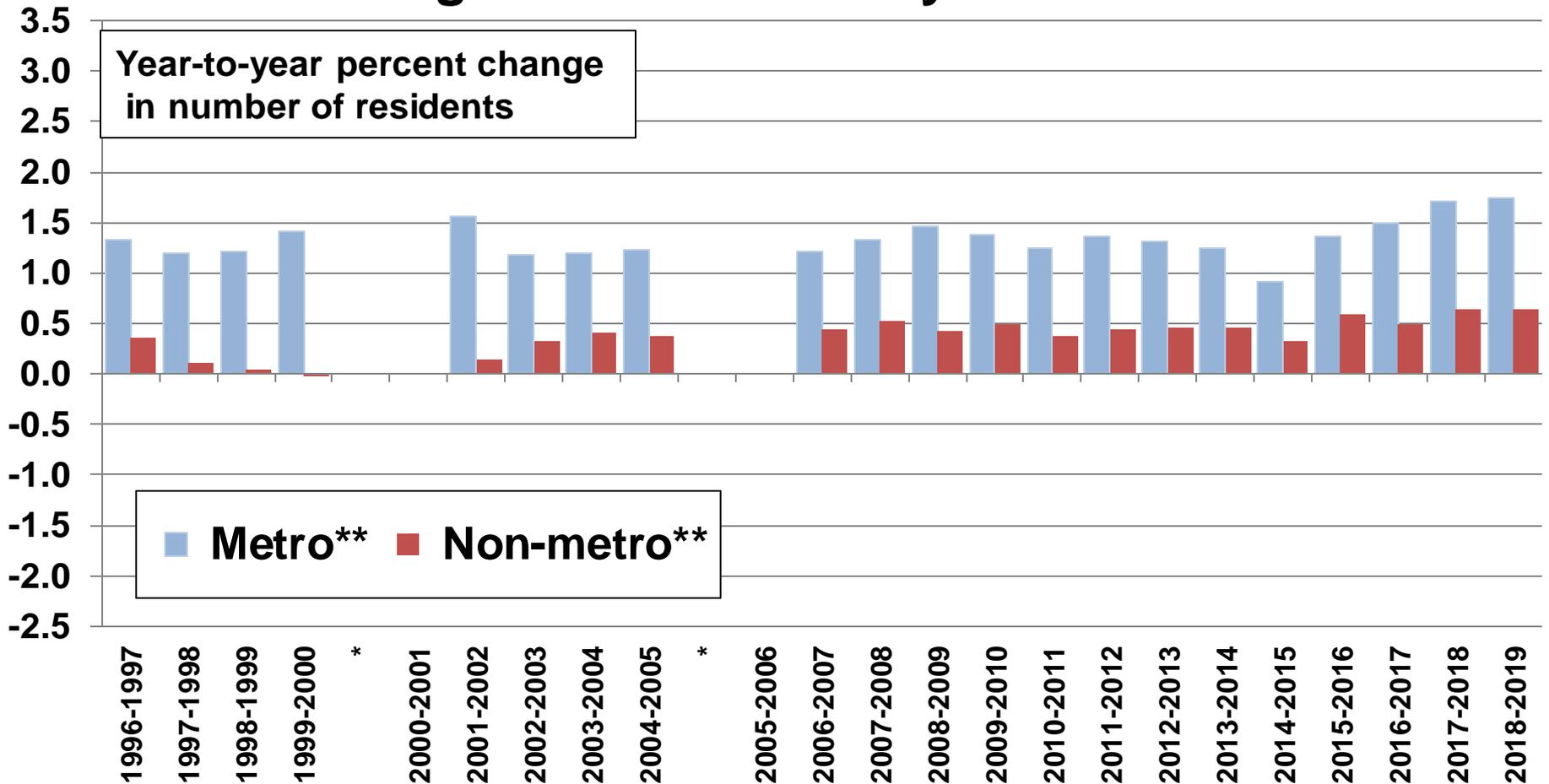
Non-metro refers to individuals who live outside a CMA.

Source: Statistics Canada. **Annual Demographic Statistics**. Tables 051-0001, 051-0056 and 17-10-0135-01.

Chart by  
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# Canada's non-metro population has grown continuously since 1996



\* Data for 1996 to 2000 are classified according to the 2006 grid for CMA boundaries, data for 2001 to 2005 are classified according to the 2011 grid for CMA boundaries and data from 2006 to date are classified according to the 2016 CMA boundaries

\*\* Metro refers to Census Metropolitan Areas (CMAs) which have a total population 100,000 or more (with at least 50,000 in the urban core) and includes all neighbouring towns and municipalities where 50+% of employed residents commute to the CMA. Non-metro refers to individuals who live outside a CMA.

Source: Statistics Canada. **Annual Demographic Statistics**. Tables 051-0001, 051-0056 and 17-10-0135-01.

Chart by  
RayD.Bollman@sasktel.net

# Demographic background info' can be found at

Bollman, Ray D. and Heather A. Clemenson (2008) **Structure and Change in Canada's Rural Demography: An Update to 2006 with Provincial Detail** (Ottawa: Statistics Canada, Agriculture and Rural Working Paper No. 90, Catalogue no. 21-601-MIE) (<https://www150.statcan.gc.ca/n1/en/catalogue/21-601-M>)

Bollman, Ray D. (2012) **Canada's rural population is growing: A rural demography update to 2011** (Guelph: Rural Ontario Institute) (<http://www.ruralontarioinstitute.ca/file.aspx?id=231b5f1a-a7ca-4ddf-b69e-4034a35de640>).

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/>)

Bollman, Ray D. (2014) **Manitoba's Rural Demography: Structure and Trends, An Update**. Webinar prepared for the Rural Development Institute, Brandon University, November 4. (Slides available at <https://www.brandonu.ca/rdi/files/2014/03/Bollman-2014-RDI-Webinar-MBs-Rural-Demography-ppt.pdf> and voice recording available at [https://momentum.adobeconnect.com/\\_a832732884/p6xl84bcdbp/?launcher=false&fcsContent=true&pbMode=normal](https://momentum.adobeconnect.com/_a832732884/p6xl84bcdbp/?launcher=false&fcsContent=true&pbMode=normal) )

Bollman, Ray D. (2016) **Maps of sub-provincial demographic levels and trends annually to 2015** (<http://www.ruralontarioinstitute.ca/uploads/userfiles/files/Maps%20of%20Sub-provincial%20Demography%20to%20July%202015%20-%20Updated%20Feb%202016%20-%20201.pdf>)

Bollman, Ray D. (2017) **Rural Demographic Update (Canada and Provinces): 2016** (Guelph: Rural Ontario Institute) (<http://www.ruralontarioinstitute.ca/file.aspx?id=26acac18-6d6e-4fc5-8be6-c16d326305fe>).

Bollman, Ray D. (2017) "Rural Ontario's Demography: Census Update 2016" **Focus on Rural Ontario** (Guelph: Rural Ontario Institute, March) ([http://www.ruralontarioinstitute.ca/uploads/userfiles/files/Rural%20Ontario%E2%80%99s%20Demography\\_Census%20Update%202016.pdf](http://www.ruralontarioinstitute.ca/uploads/userfiles/files/Rural%20Ontario%E2%80%99s%20Demography_Census%20Update%202016.pdf)).

**Non-metro employment  
in the months BCE  
(before Covid era or before coma economy)  
and in the months CE  
(Covid era or coma economy)**

**Selected charts up to May, 2020**

**June 5, 2020**

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