

***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 April, 2020***

***May 8, 2020***

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# Non-metro employment

## A. Key findings

## B. 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 April (which is a 3-month average for Feb/Mar/Apr) will not completely capture the impact of COVID-19 on employment levels.

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

1. Trends and change using a 12-month moving average
2. Change comparing a given month to the average for the same month in the three previous years
3. Change on a month-to-month basis

## C. Change in number employed by province

## D. Change in number employed by industry sector

## E. Context

## 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 Apr 2020 is an average of Feb 2020 & Mar 2020 & Apr 2020. Thus, the Apr 2020 numbers would not completely capture the impact of COVID-19 on non-metro employment
- From **Feb to Apr 2020**, the non-metro job loss was 279,000
- The rate of decline in non-metro employment from Feb to Apr 2020 was less (-4.7%) than in metro areas (-5.4%).
- 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 61,000 jobs
  - Retail and wholesale trade. . . . .down 60,000 jobs
  - Construction . . . . . down 37,000 jobs
- From **Feb to Apr 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 22.4%
  - Information, culture and recreation, down 16.2%
  - Utilities . . . . . down 9.0%
- From **Feb to Apr 2020** (data for each month is a 3MMA), the provinces with the largest NON-METRO PERCENT decline in employment were:
  - Quebec, down 8.8%;
  - Nova Scotia, down 7.8%; and
  - Prince Edward Island, down 6.7%

# Definitions

## Labour Force Survey (LFS)

1. Data on employment from the monthly LFS during the third of April, 2020 was published on May 8, 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 April (which is a 3-month average for Feb/Mar/Apr) will not completely capture the impact of COVID-19 on employment levels.
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.

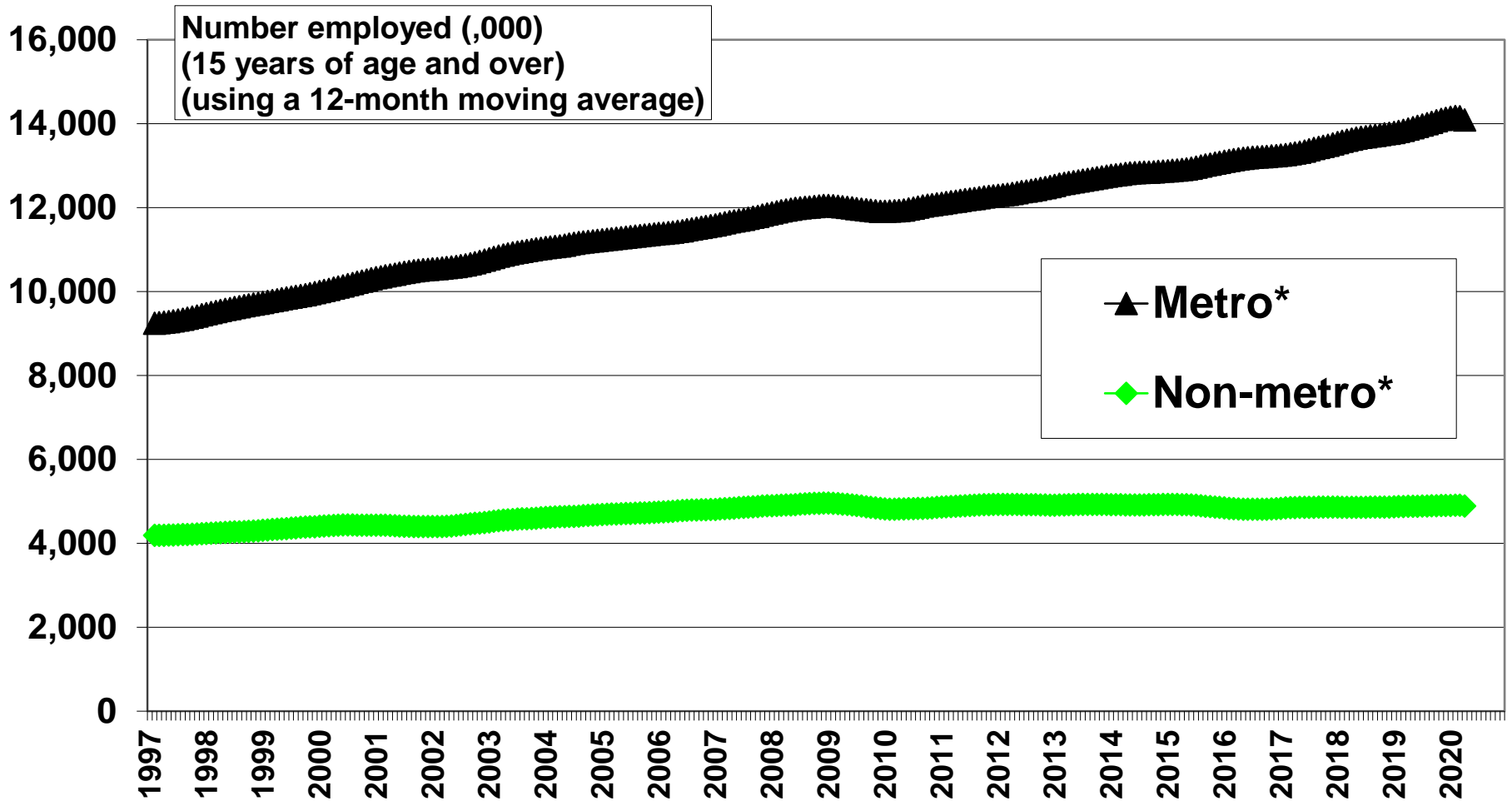
## Labour Force Survey (LFS)

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 April, 2020 is compared to the level of employment averaged over April, 2017 and April, 2018 and April, 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
- 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
- Percent change (using difference of logs) compared to same month in previous year (using 12MMA):
  - Feb 2019 to Feb 2020 – Metro = +2.57%
  - Mar 2019 to Mar 2020 – Metro = +2.32%
  - Apr 2019 to Apr 2020 – Metro = +1.57%
  - Feb 2019 to Feb 2020 – Non-metro = +0.65%
  - Mar 2019 to Mar 2020 – Non-metro = +0.57%
  - Apr 2019 to Apr 2020 – Non-metro = +0.14%

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



\* 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. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

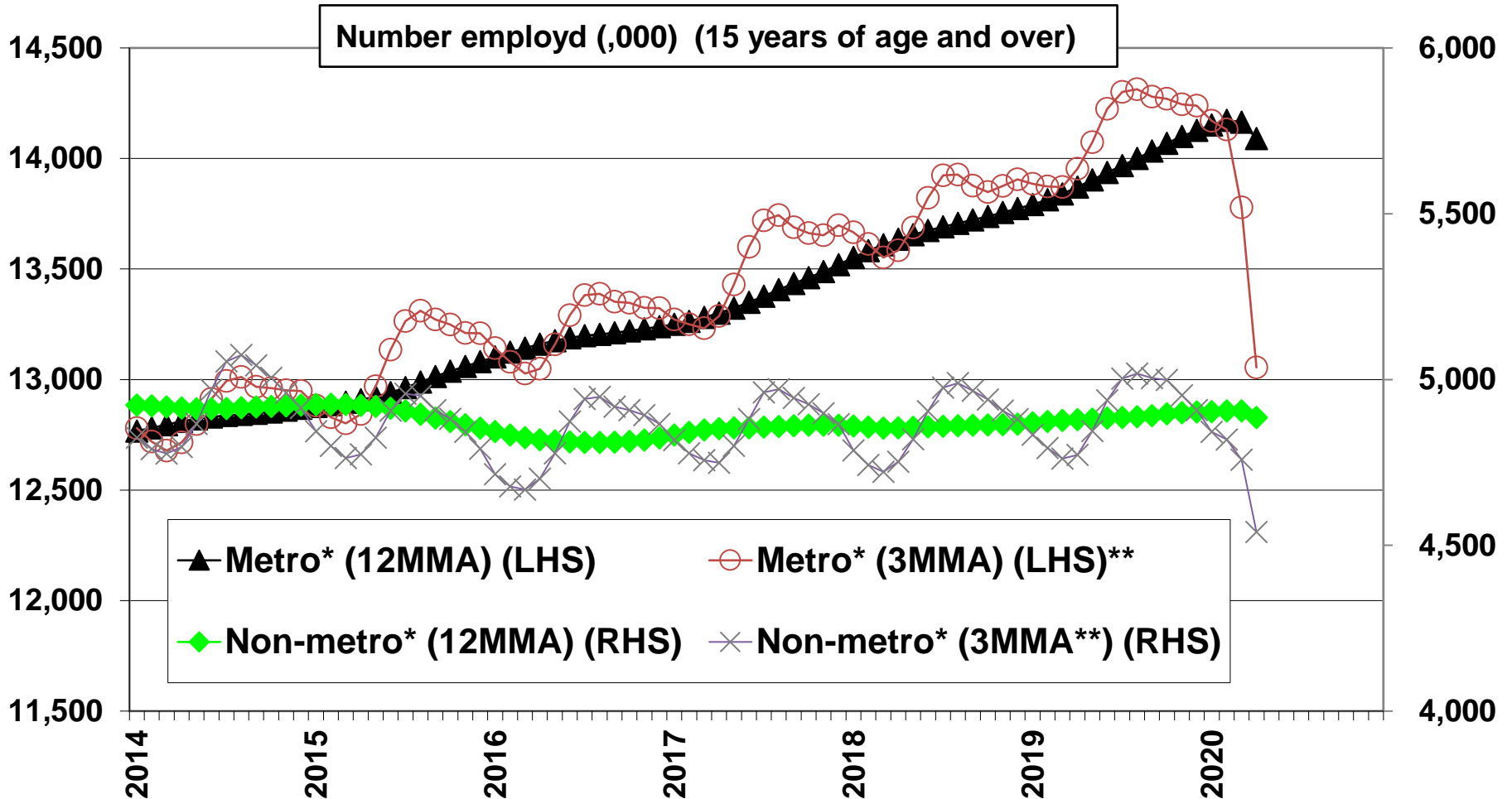
Chart by

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# Employment in non-metro Canada was 4.54 million in April, 2020 (3-month average Feb/Msr/Apr)



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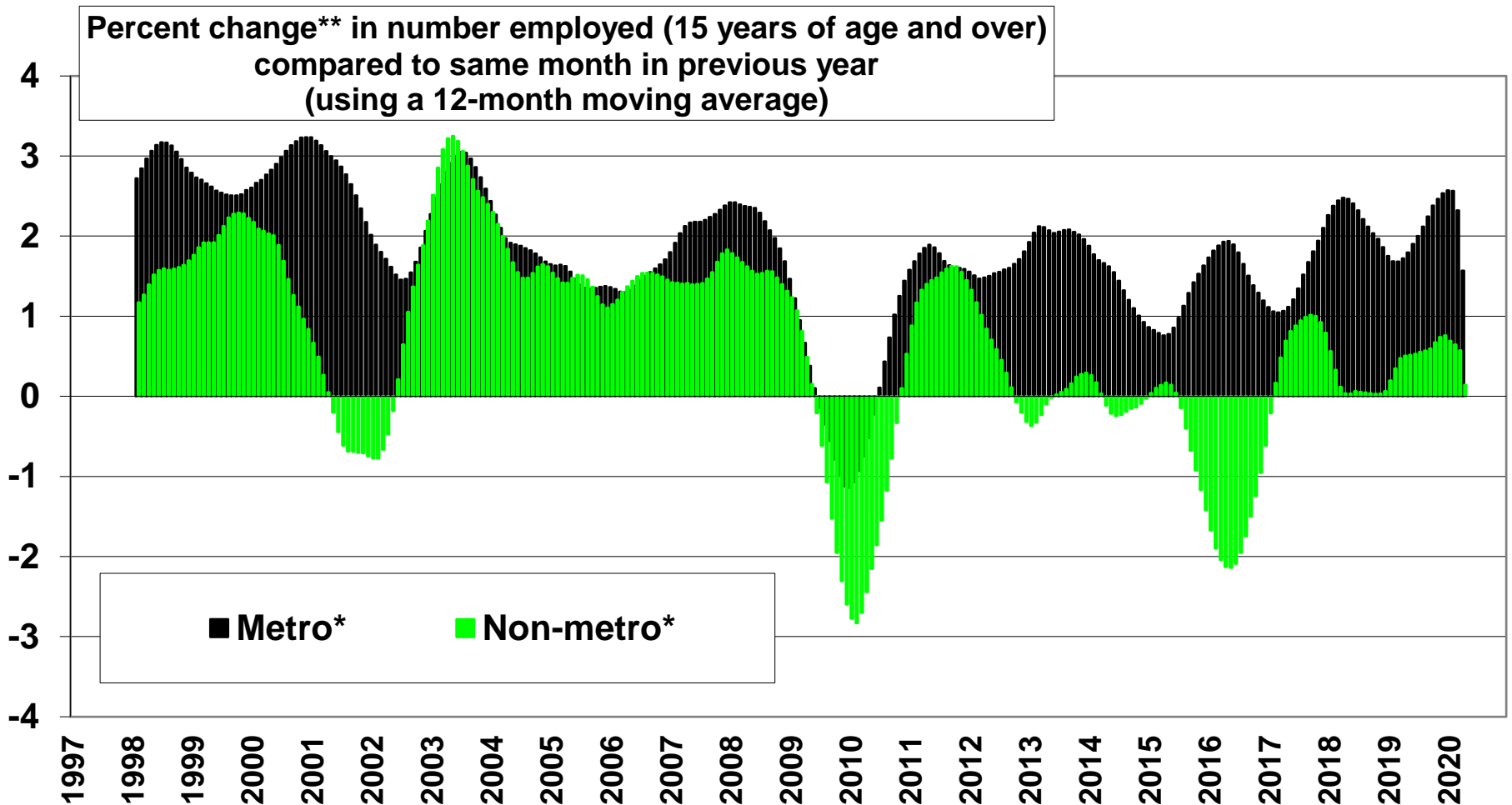
Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

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

(lengthy 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.

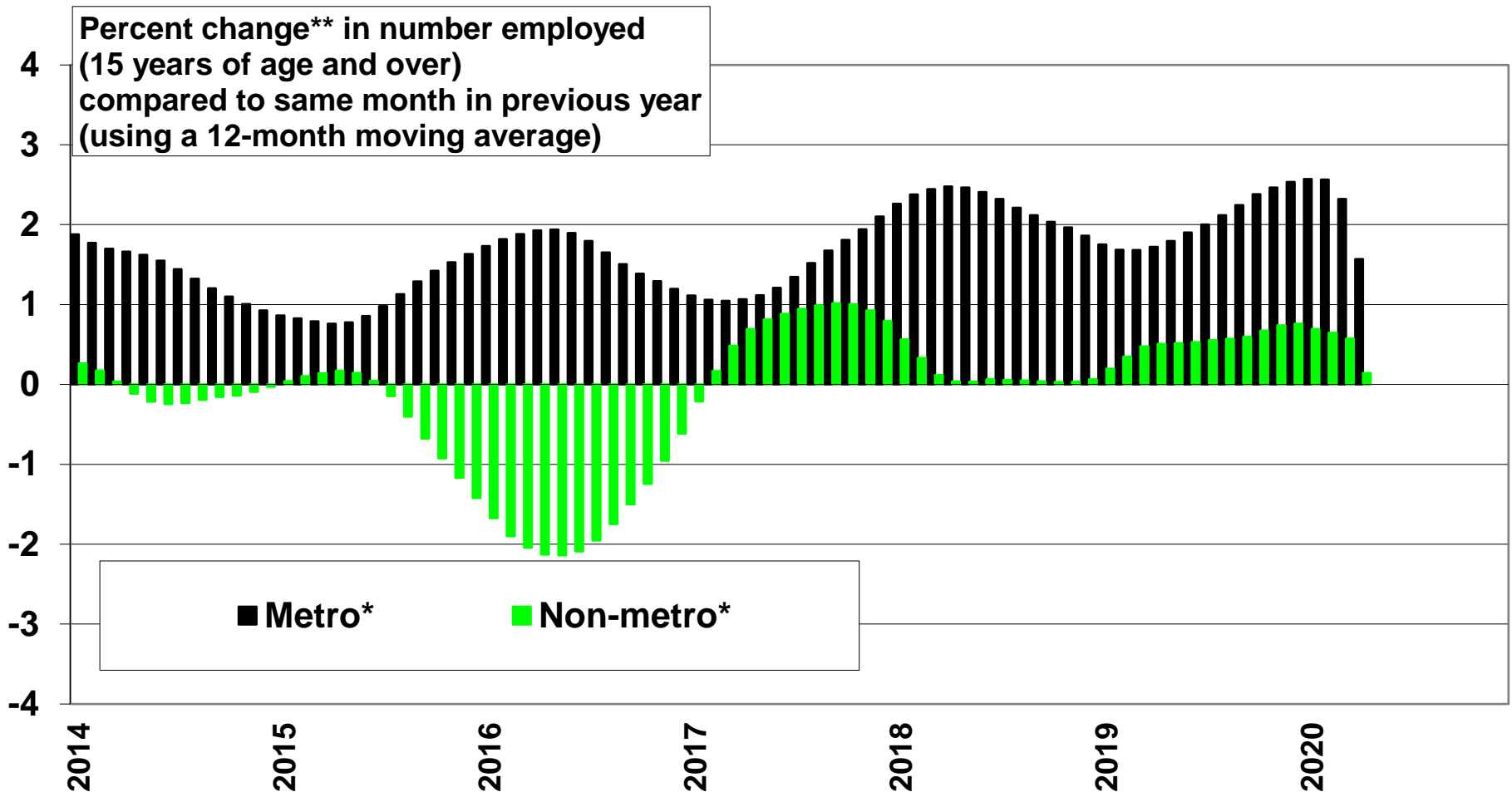
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# General growth in non-metro employment at the Canada level

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



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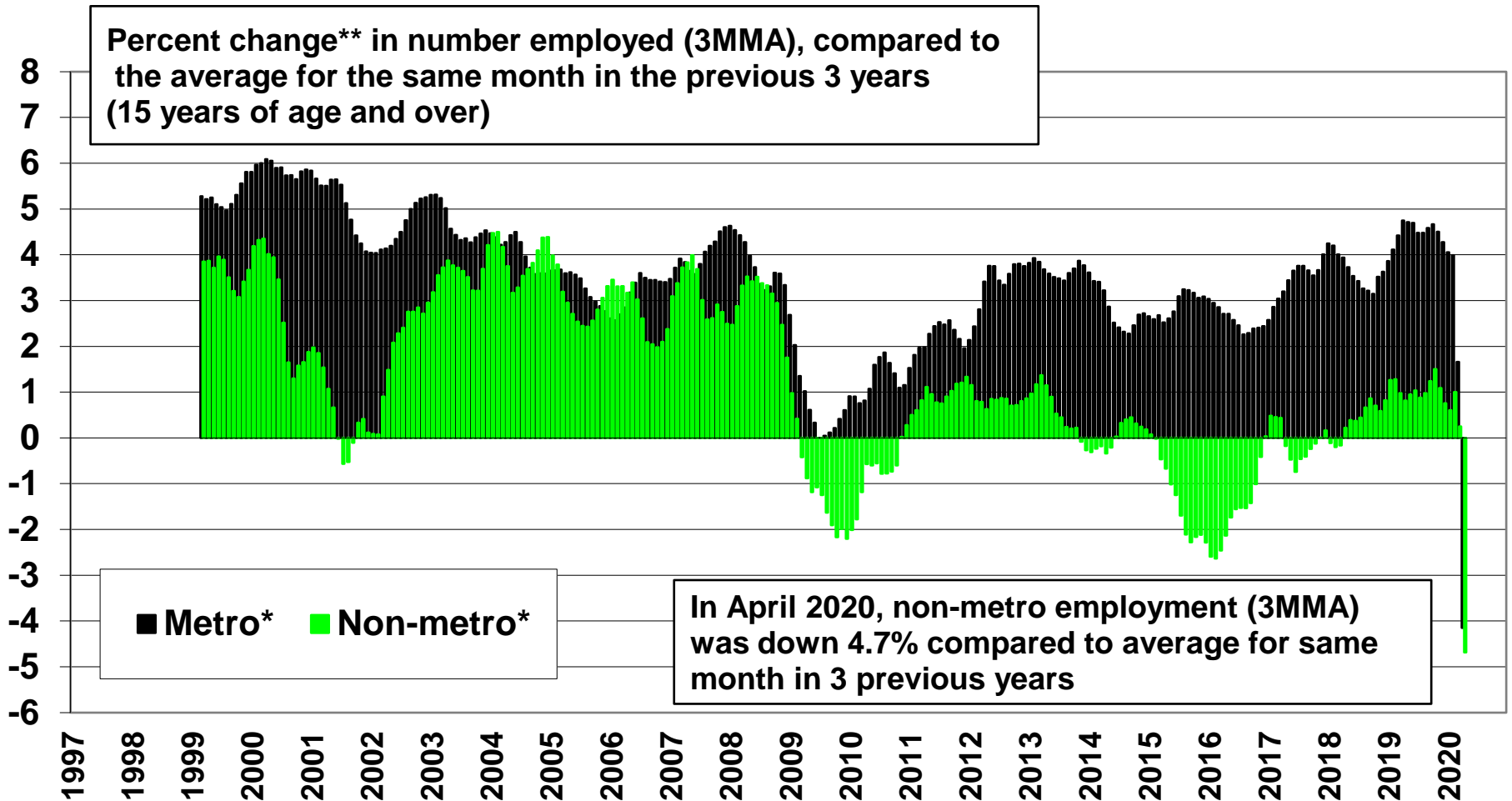
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## **Change comparing a given month to the average for the same month in the three previous years**

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

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

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



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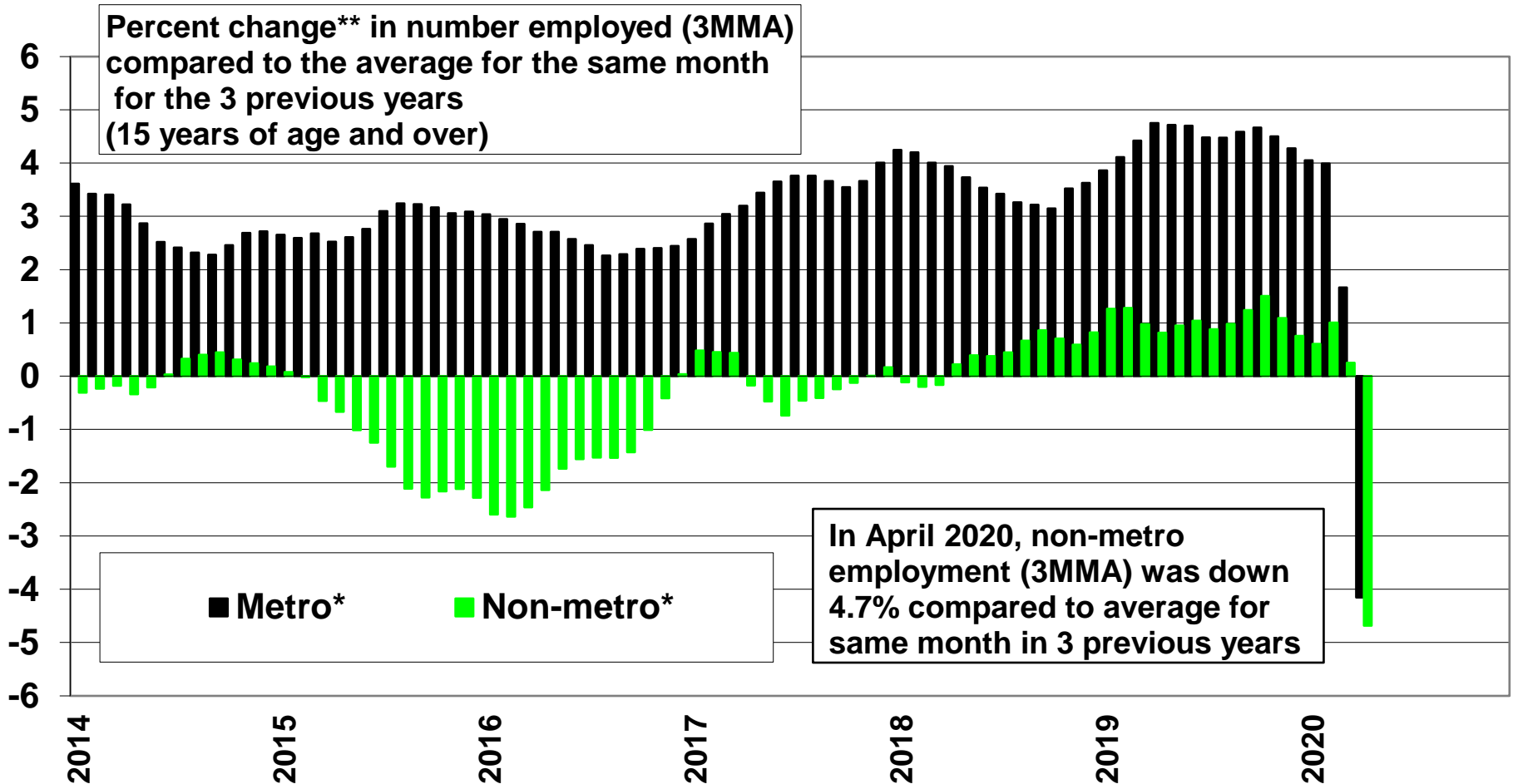
\*\* Percent change is calculated as the difference in the logarithm of employment, times 100

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: February, 2015 to November, 2016)



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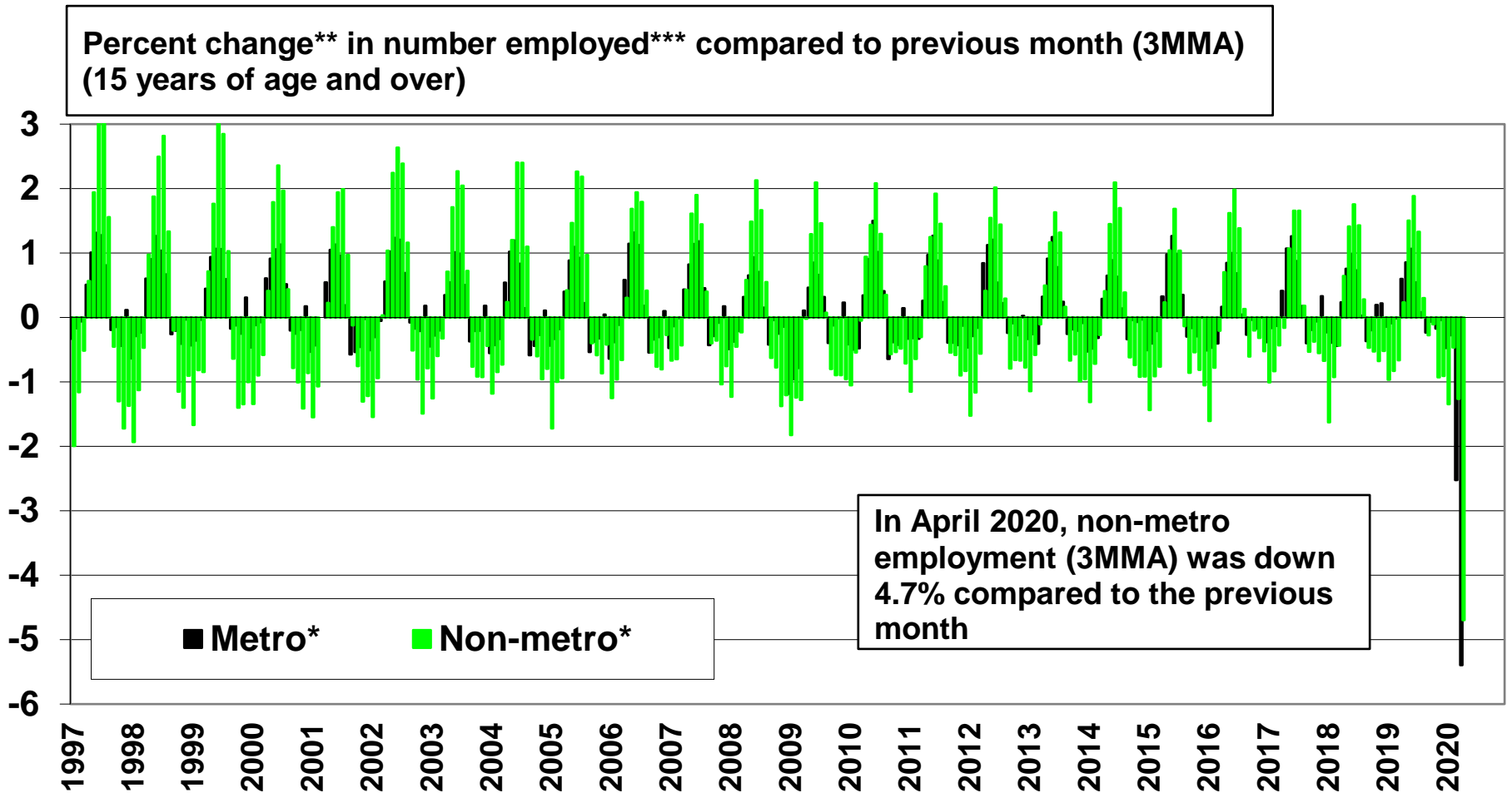


## **Change on a month to month basis**

**(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) = 13.06million**
  
- **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**
  
- **Percent change (using difference of logs) from previous month (3MMA):**
  - **Jan 2020 to Feb 2020 – Metro = -0.38%**
  - **Feb 2020 to Mar 2020 – Metro = -2.5%**
  - **Mar 2020 to Apr 2020 – Metro = -5.4%**
  - **Feb 2020 to Apr 2020 – Metro = -7.9%**
  
  - **Jan 2020 to Feb 2020 – Non-metro = -0.5%**
  - **Feb 2020 to Mar 2020 – Non-metro = -1.3%**
  - **Mar 2020 to Apr 2020 – Non-metro = -4.4%**
  - **Feb 2020 to Apr 2020 – Non-metro = -6.0%**

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



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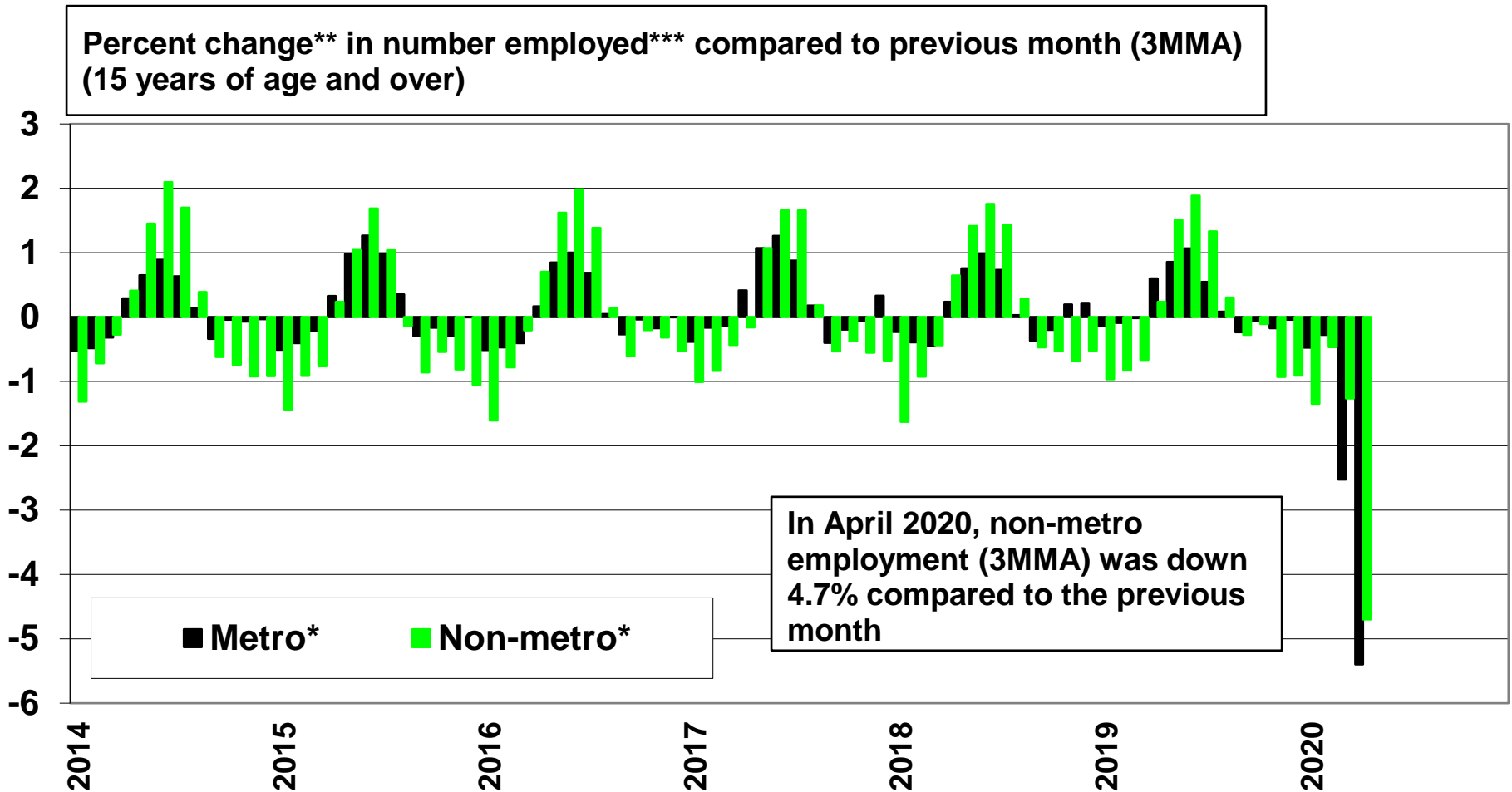
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\*\*\* Published data for each month is a 3-month moving average.

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

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



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

- From **Feb to Apr 2020** (data for each month is a 3MMA), the provinces with the largest NON-METRO PERCENT decline in employment were:
  - Quebec, down 8.8%;
  - Nova Scotia, down 7.8%; and
  - Prince Edward Island, down 6.7%

# Number employed and percent change by type of geographic area, Canada and Provinces, February to April, 2020

Province (ranked by NON-METRO percent change in employment from February to April 2020)		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 Apr 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 Apr 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)
Quebec	Feb 2020	4,345	3,114	1,231	28	4,312	3,086	1,226						2.8	2.1	4.8
	Mar 2020	4,344	3,111	1,233	28	4,211	3,008	1,203		-2.4	-2.6	-1.8		0.8	-0.4	3.9
	Apr 2020	4,319	3,090	1,229	28	3,954	2,832	1,122	-103	-6.3	-6.0	-7.0	-8.8	-5.8	-6.7	-3.3
Nova Scotia	Feb 2020	466	241	225	48	459	239	221						3.0	4.4	1.5
	Mar 2020	466	241	225	48	449	235	214		-2.2	-1.6	-3.0		1.5	3.4	-0.6
	Apr 2020	464	240	223	48	427	223	204	-16	-5.0	-5.2	-4.8	-7.8	-4.1	-2.3	-6.0
Prince Edward Island	Feb 2020	78	0	78	100	76	0	76						7.4	0.0	7.4
	Mar 2020	79	0	79	100	75	0	75			0.0	-2.0		5.9	0.0	5.9
	Apr 2020	79	0	79	100	71	0	71	-5	-4.7	0.0	-4.7	-6.7	0.7	0.0	0.7
Newfoundland and Labrador	Feb 2020	226	115	111	49	214	112	102						-1.8	1.3	-5.1
	Mar 2020	225	115	110	49	211	110	101		-1.7	-2.0	-1.3		-2.2	-0.2	-4.3
	Apr 2020	224	114	110	49	201	106	95	-7	-4.8	-4.2	-5.5	-6.8	-7.7	-5.3	-10.2
New Brunswick	Feb 2020	357	148	210	59	349	145	204						1.7	2.8	1.0
	Mar 2020	357	147	210	59	342	143	200		-2.0	-2.2	341.0		0.3	1.5	-0.5
	Apr 2020	356	147	209	59	327	136	191	-13	-4.4	-4.5	342.9	-6.7	-4.7	-3.3	-5.7
CANADA	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	-279	-5.2	-5.4	-4.7	-6.0	-4.3	-4.2	-4.7
Manitoba	Feb 2020	654	446	208	32	653	448	206						2.5	4.0	-0.7
	Mar 2020	654	446	208	32	646	444	203		-1.1	-0.9	-1.6		1.5	3.5	-2.8
	Apr 2020	652	445	207	32	619	425	194	-12	-4.3	-4.4	-4.2	-5.9	-3.2	-1.1	-7.6
Saskatchewan	Feb 2020	581	323	258	44	574	317	257						1.9	2.1	1.5
	Mar 2020	580	322	258	44	564	312	253		-1.7	-1.6	-1.7		0.2	0.6	-0.3
	Apr 2020	578	321	257	45	540	297	243	-14	-4.4	-4.7	-4.1	-5.8	-4.3	-4.3	-4.3
Alberta	Feb 2020	2,342	1,661	681	29	2,307	1,629	677						0.9	1.8	-1.3
	Mar 2020	2,338	1,657	681	29	2,258	1,584	673		-2.1	-2.8	-0.6		-1.2	-1.0	-1.8
	Apr 2020	2,324	1,644	680	29	2,148	1,502	646	-31	-5.0	-5.3	-4.2	-4.7	-6.6	-6.8	-6.0
British Columbia	Feb 2020	2,559	1,876	682	27	2,517	1,862	655						2.4	3.9	-1.7
	Mar 2020	2,554	1,873	680	27	2,464	1,814	651		-2.1	-2.6	-0.7		0.2	1.1	-2.4
	Apr 2020	2,537	1,861	676	27	2,339	1,712	626	-29	-5.2	-5.8	-3.8	-4.5	-5.6	-5.1	-6.9
Ontario	Feb 2020	7,469	6,248	1,220	16	7,489	6,293	1,196						4.8	5.7	0.3
	Mar 2020	7,473	6,253	1,220	16	7,317	6,130	1,187		-2.3	-2.6	-0.7		2.9	3.4	0.3
	Apr 2020	7,445	6,229	1,216	16	6,969	5,822	1,147	-48	-4.9	-5.2	-3.4	-4.1	-2.3	-2.2	-3.1

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 61,000 jobs
  - Retail and wholesale trade. . . . .down 60,000 jobs
  - Construction . . . . . down 37,000 jobs
- From **Feb to Apr 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 22.4%
  - Information, culture and recreation, down 16.2%
  - Utilities . . . . . down 9.0%



**Three industry sectors with largest NON-METRO employment decline from Feb 2020 to Apr 2020**

**Number employed and percent change by industry sector and by type of geographic area, Canada, February to April, 2020**

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 Apr 2020	Percent change <sup>2</sup>						
		From month to month <sup>1</sup>			Non-metro change Feb 2020 to Apr 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	-279	-5.2	-5.4	-4.7	-6.0	-4.3	-4.2	-4.7

**Three industry sectors with largest NON-METRO employment decline from Feb 2020 to Apr 2020**

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	-61	-20.0	-21.4	-16.0	-22.4	-27.8	-29.5	-22.9
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	-60	-6.8	-6.8	-6.7	-8.5	-6.9	-6.9	-6.8
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	-37	-6.7	-6.9	-6.4	-8.8	-3.5	-4.3	-1.5

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.

**Three industry sectors with largest NON-METRO employment PERCENT decline from Feb 2020 to Apr 2020**

**Number employed and percent change by industry sector and by type of geographic area, Canada, February to April, 2020**

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 Apr 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 Apr 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	-279	-5.2	-5.4	-4.7	-6.0	-4.3	-4.2	-4.7
<b>Three industry sectors with largest NON-METRO employment PERCENT decline from Feb 2020 to Apr 2020</b>																
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	-61	-20.0	-21.4	-16.0	-22.4	-27.8	-29.5	-22.9
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	537	115	-20	-8.3	-7.6	-11.4	-16.2	-14.2	-13.1	-19.5
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	-3	-0.1	-0.3	0.6	-9.0	-2.9	9.6	-30.5

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 April, 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 Apr 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 Apr 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	-279	-5.2	-5.4	-4.7	-6.0	-4.3	-4.2	-4.7
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	-77	-5.3	-5.9	-4.3	-5.8	-4.6	-4.6	-4.8
Agriculture	Feb 2020	290	70	220	76	276.5	66.3	210.2		...	...	...		6.3	8.8	5.6
	Mar 2020	291	70	221	76	274.5	68.4	206.1		-0.8	3.1	-2.0		6.3	11.7	4.5
	Apr 2020	291	70	221	76	272.6	66.5	206.1	-4	-0.7	-2.9	0.0	-2.0	3.0	6.3	2.0
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	-9	-3.7	-4.0	-3.6	-5.0	-9.8	-2.7	-14.1
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	-3	-0.1	-0.3	0.6	-9.0	-2.9	9.6	-30.5
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	-37	-6.7	-6.9	-6.4	-8.8	-3.5	-4.3	-1.5
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	-26	-5.6	-5.9	-4.9	-5.2	-6.0	-6.8	-4.0

**Number employed and percent change by industry sector and by type of geographic area, Canada, February to April, 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 Apr 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 Apr 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)
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	-521	-5.2	0.0	-20.7	-14.9	-4.2	-4.1	-4.6
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	-60	-6.8	-6.8	-6.7	-8.5	-6.9	-6.9	-6.8
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	-10	-4.9	-5.1	-4.3	-4.5	-0.8	1.5	-8.0
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	-1.2	-1.1	-1.4	-0.5	3.6	4.7	-2.9
Professional, scientific and technical services	Feb 2020	1,559	1,350	210	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	1,353	208	13	1,526	1,317	209	5	-1.8	-2.1	0.5	2.3	4.2	5.2	-1.7
Business, building and other support services	Feb 2020	772	604	168	22	729	569	160		..	..	..		-1.7	-2.6	1.5
	Mar 2020	768	601	167	22	723	565	158		-0.8	-0.8	-1.0		-3.0	-4.0	0.7
	Apr 2020	762	596	166	22	701	549	152	-8	-3.2	-2.8	-4.3	-5.4	-6.8	-8.0	-2.3
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	-24	-4.1	-4.0	-4.5	-7.3	-1.9	-0.8	-5.2

**Number employed and percent change by industry sector and by type of geographic area, Canada, February to April, 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 Apr 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 Apr 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)
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	-11	-3.1	-3.5	-2.2	-1.5	-0.1	-1.7	4.1
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	537	115	-20	-8.3	-7.6	-11.4	-16.2	-14.2	-13.1	-19.5
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	-61	-20.0	-21.4	-16.0	-22.4	-27.8	-29.5	-22.9
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	-8	-7.5	-9.5	-2.7	-3.6	-9.5	-10.7	-6.6
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	-2	-0.7	-0.5	-1.4	-1.0	2.2	0.9	6.9

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.

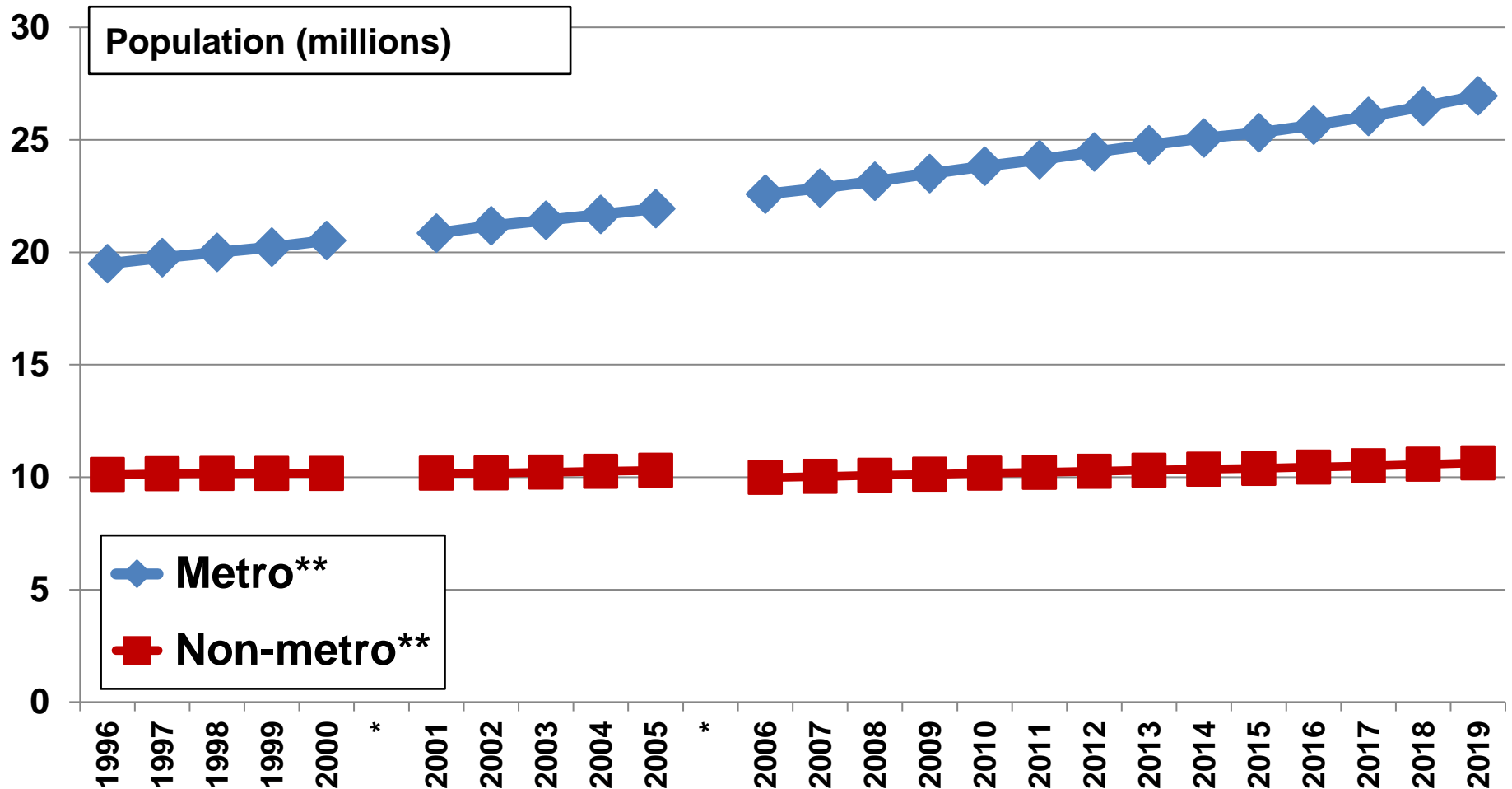
Source: Statistics Canada. Labour Force Survey, Tables 14-10-0022-01 and 14-10-0097-01.

## 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.



# 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.

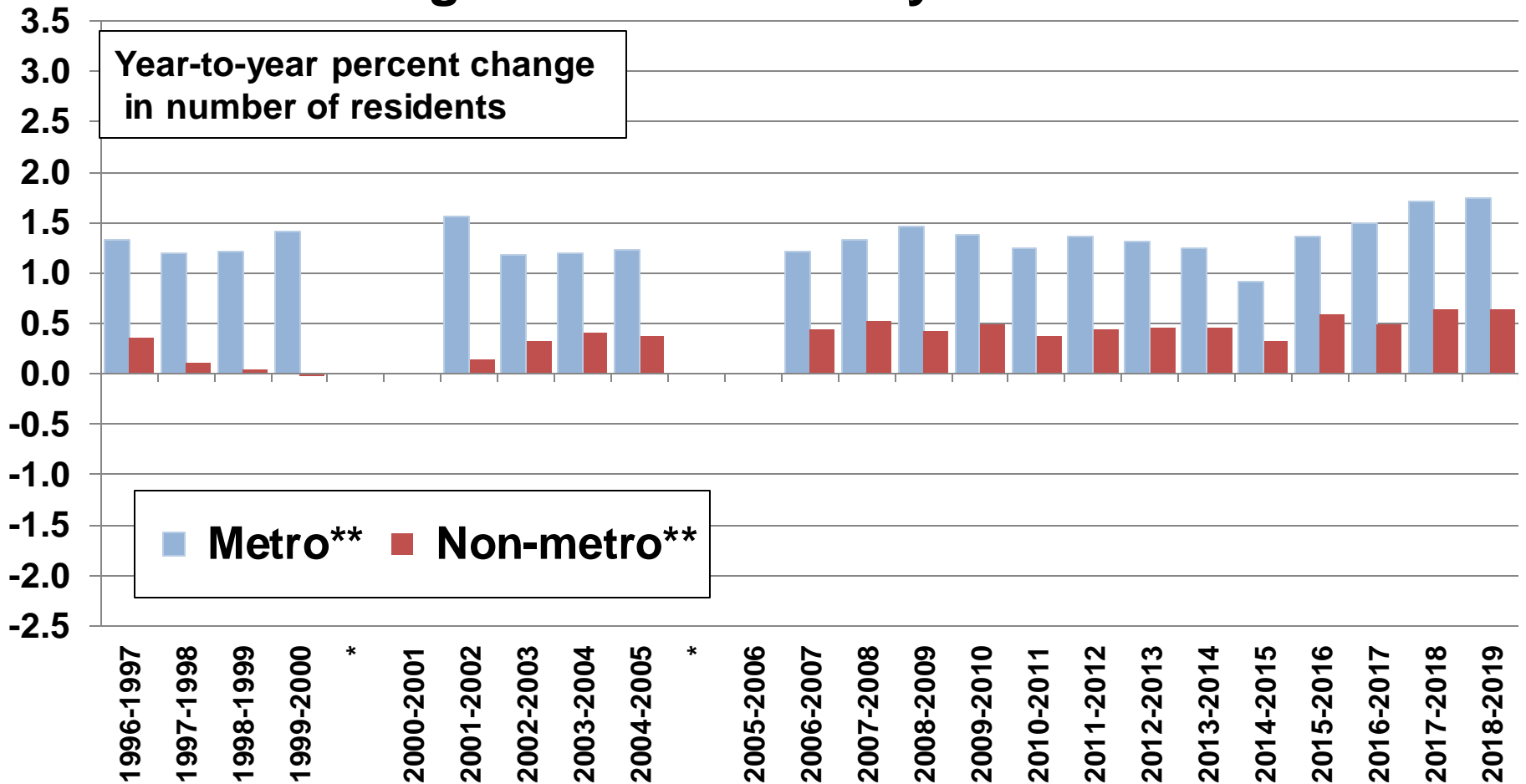
Non-metro refers to individuals who live outside a CMA.

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  
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# 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-%201.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)**

**Select charts up to April, 2020**

**May 8, 2020**

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