

Employment in rural and small town areas 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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Employment in rural and small town areas

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Key findings:

Trends and change in employment in

LUC: Larger urban centres and RST: Rural and small town areas

- From **Feb to Apr 2020**, the RST job loss was 382,000
- The rate of decline in RST employment from Feb to Apr 2020 was essentially the same in RST (-16.2%) as in LUCs (-16.8%).
- The RST industry sectors with the largest decline in number employed were:
 - Retail and wholesale trade, down 63,000 jobs;
 - Accommodation and food, down 55,000 jobs; and
 - Manufacturing, down 45,000 jobs.
- The RST sectors with the largest PERCENT decline in employment were:
 - Accommodation and food, down 50.1%;
 - Information, culture and recreation, down 43.7%;and
 - Forestry, fishing, mining, oil and gas, down 23.5%.
- The provinces with the largest RST PERCENT decline in employment were:
 - Quebec, down 26.6%;
 - British Columbia, down 17.6%; and
 - New Brunswick, down 16.7%
- From Feb to Apr 2020 in the employment rate (i.e. the percent employed in each age group):
 - Declined less in RST in (almost) every age and sex group, compared to LUCS; and
 - Within RST, the decline in the employment rate was greater for females.

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. Rural and small town areas are defined in the next slide.

Larger urban centres (LUCs) include Census Metropolitan Areas (CMAs) with a total population 100,000 or more (with at least 50,000 in the urban core) and Census Agglomerations with a population of 10,000 to 99,999 and both include residents of neighbouring towns and municipalities where 50+% of employed residents commute to the CMA or CA.

Rural & small town (RST) individuals reside outside a CMA or CA.

The current LFS data are published using the 2011 delineation of CMAs and CAs. The CMAs are listed on the next slide and the CAs are listed on the slide that follows the slide with the list of CMAs.

(Note that CAs with a total population of 100,000 or more are not classified as CMAs because they have fewer than 50,000 residents in the core.)

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.

Census Agglomerations in 2011

Name		Area (km ²)	Population	Name		Area (km ²)	Population	Name		Area (km ²)	Population
Lethbridge	AB	2,975.62	105,999	Rouyn-Noranda	QC	6,438.47	41,798	Williams Lake	BC	2,656.73	18,490
Chatham-Kent	ON	2,470.69	104,075	Orillia	ON	458.55	40,731	Matane	QC	662.96	18,368
Cape Breton	NS	2,470.60	101,619	Salaberry-de-Valleyfield	QC	107.1	40,077	Yorkton	SK	843.37	18,238
Kamloops	BC	5,668.64	98,754	Brockville	ON	893.44	39,024	Campbellton	NB	1,629.95	17,842
Nanaimo	BC	1,280.84	98,021	Woodstock	ON	49	37,754	Salmon Arm	BC	165.57	17,683
Fredericton	NB	4,886.40	94,268	Campbell River	BC	1,737.37	36,096	Swift Current	SK	1,131.74	17,535
Belleville	ON	741.36	92,540	New Glasgow	NS	2,066.66	35,809	Squamish	BC	105.59	17,479
Saint-Jean-sur-Richelieu	QC	225.78	92,394	Midland	ON	199.94	35,419	Camrose	AB	42.5	17,286
Chilliwack	BC	1,220.12	92,308	Saint-Georges	QC	355.62	34,642	Amos	QC	1,650.99	17,090
Red Deer	AB	104.29	90,564	Moose Jaw	SK	844.42	34,421	Powell River	BC	800.72	16,689
Sarnia	ON	799.87	89,555	Bathurst	NB	2,292.80	33,484	Summerside	PE	91.85	16,488
Drummondville	QC	803.81	88,480	Val-d'Or	QC	3,555.03	33,265	Port Hope	ON	279.03	16,214
Prince George	BC	17,686.50	84,232	Alma	QC	340.35	33,018	Dolbeau-Mistassini	QC	651.79	16,019
Sault Ste. Marie	ON	805.38	79,800	Owen Sound	ON	628.58	32,092	Petawawa	ON	164.68	15,988
Granby	QC	396.52	77,077	Stratford	ON	26.95	30,886	Terrace	BC	73.91	15,569
Kawartha Lakes	ON	3,083.06	73,214	Lloydminster	AB	1,088.37	30,798	Kenora	ON	211.75	15,348
Medicine Hat	AB	13,288.65	72,807	Baie-Comeau	QC	1,137.27	28,789	Tillsonburg	ON	22.34	15,301
Wood Buffalo	AB	63,782.95	66,896	Sept-Îles	QC	1,770.52	28,487	Cold Lake	AB	59.3	13,839
Charlottetown	PE	798.54	64,487	Miramichi	NB	7,578.30	28,115	Grand Falls-Windsor	NL	54.67	13,725
North Bay	ON	788.48	64,043	Thetford Mines	QC	406.98	27,968	Temiskaming Shores	ON	581.43	13,566
Norfolk	ON	1,607.60	63,175	Parksville	BC	81.76	27,822	Steinbach	MB	25.57	13,524
Cornwall	ON	509.03	58,957	Rivière-du-Loup	QC	472.91	27,734	Prince Rupert	BC	222.94	13,052
Vernon	BC	1,040.82	58,584	Corner Brook	NL	267.17	27,202	Portage la Prairie	MB	24.67	12,996
Saint-Hyacinthe	QC	326.76	56,794	Centre Wellington	ON	407.53	26,693	Estevan	SK	795.32	12,973
Courtenay	BC	625.13	55,213	Fort St. John	BC	620.8	26,380	High River	AB	14.27	12,920
Grande Prairie	AB	72.8	55,032	Kentville	NS	609.76	26,359	Thompson	MB	3,481.24	12,839
Shawinigan	QC	987.14	55,009	Whitehorse	YT	8,488.91	26,028	Sylvan Lake	AB	16.84	12,762
Brandon	MB	1,712.46	53,229	Port Alberni	BC	1,728.72	25,465	Lachute	QC	109.2	12,551
Rimouski	QC	631.22	50,912	Cranbrook	BC	4,568.03	25,037	Wetaskiwin	AB	18.2	12,525
Leamington	ON	508.76	49,765	Okotoks	AB	19.24	24,511	Cowansville	QC	46.09	12,489
Sorel-Tracy	QC	233.78	47,772	Pembroke	ON	566.79	24,017	Strathmore	AB	27.28	12,305
Joliette	QC	109.03	46,932	Brooks	AB	5,931.20	23,430	Canmore	AB	68.9	12,288
Victoriaville	QC	153.29	46,354	Quesnel	BC	14,207.04	22,096	Ingersoll	ON	12.9	12,146
Truro	NS	2,732.69	45,888	Edmundston	NB	916.85	21,903	Hawkesbury	ON	12.27	12,128
Duncan	BC	373.68	43,252	Collingwood	ON	33.46	19,241	Lacombe	AB	20.89	11,707
Timmins	ON	2,979.15	43,165	Yellowknife	NT	105.44	19,234	Dawson Creek	BC	24.37	11,583
Prince Albert	SK	1,891.49	42,673	North Battleford	SK	1,122.99	19,216	Elliot Lake	ON	714.56	11,348
Penticton	BC	1,724.95	42,361	Cobourg	ON	22.37	18,519	Bay Roberts	NL	103.71	10,871

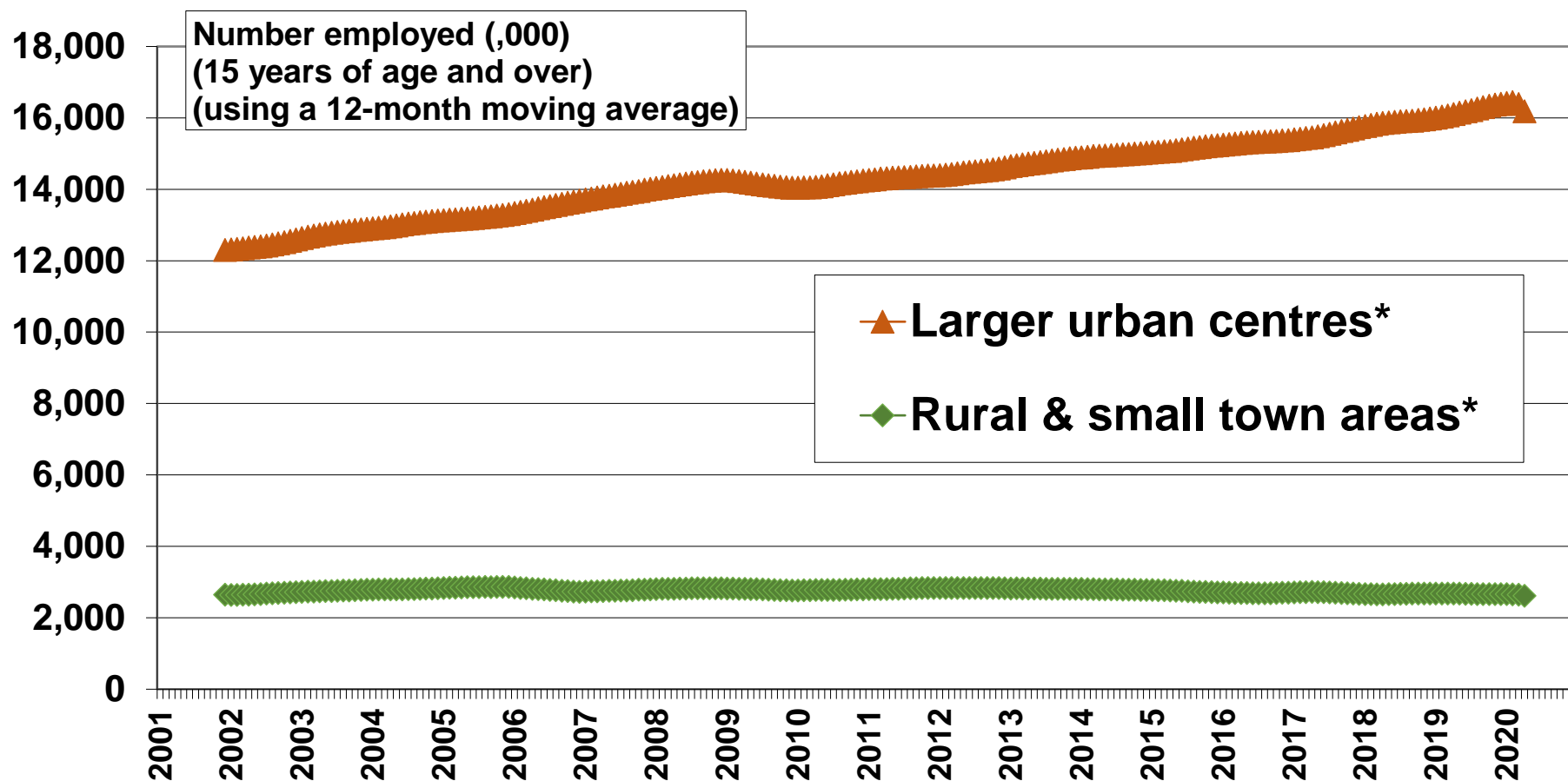
Labour Force Survey (LFS)

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 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 month-to-month levels of employment is shown but the variability is large 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 in **LUC: Larger urban centres and RST: Rural and small town areas**

- **Feb 2020 12MMA LUC employment 16.44 million**
- **Mar 2020 12MMA LUC employment 16.39 million**
- **Apr 2020 12MMA LUC employment 16.18 million**
- **Feb 2020 12MMA RST employment 2.66 million**
- **Mar 2020 12MMA RST employment 2.65 million**
- **Apr 2020 12MMA RST employment 2.61 million**
- **Percent change (using difference of logs) compared to same month in previous year (using 12MMA):**
 - **Feb 2019 to Feb 2020 – LUC = +2.5%**
 - **Mar 2019 to Mar 2020 – LUC = +1.9%**
 - **Apr 2019 to Apr 2020 – LUC = +0.5%**
 - **Feb 2019 to Feb 2020 – RST = -0.9%**
 - **Mar 2019 to Mar 2020 – RST = -1.2%**
 - **Apr 2019 to Apr 2020 – RST = -2.4%**

Employment in rural and small town Canada has varied around 2.7 million since 2001



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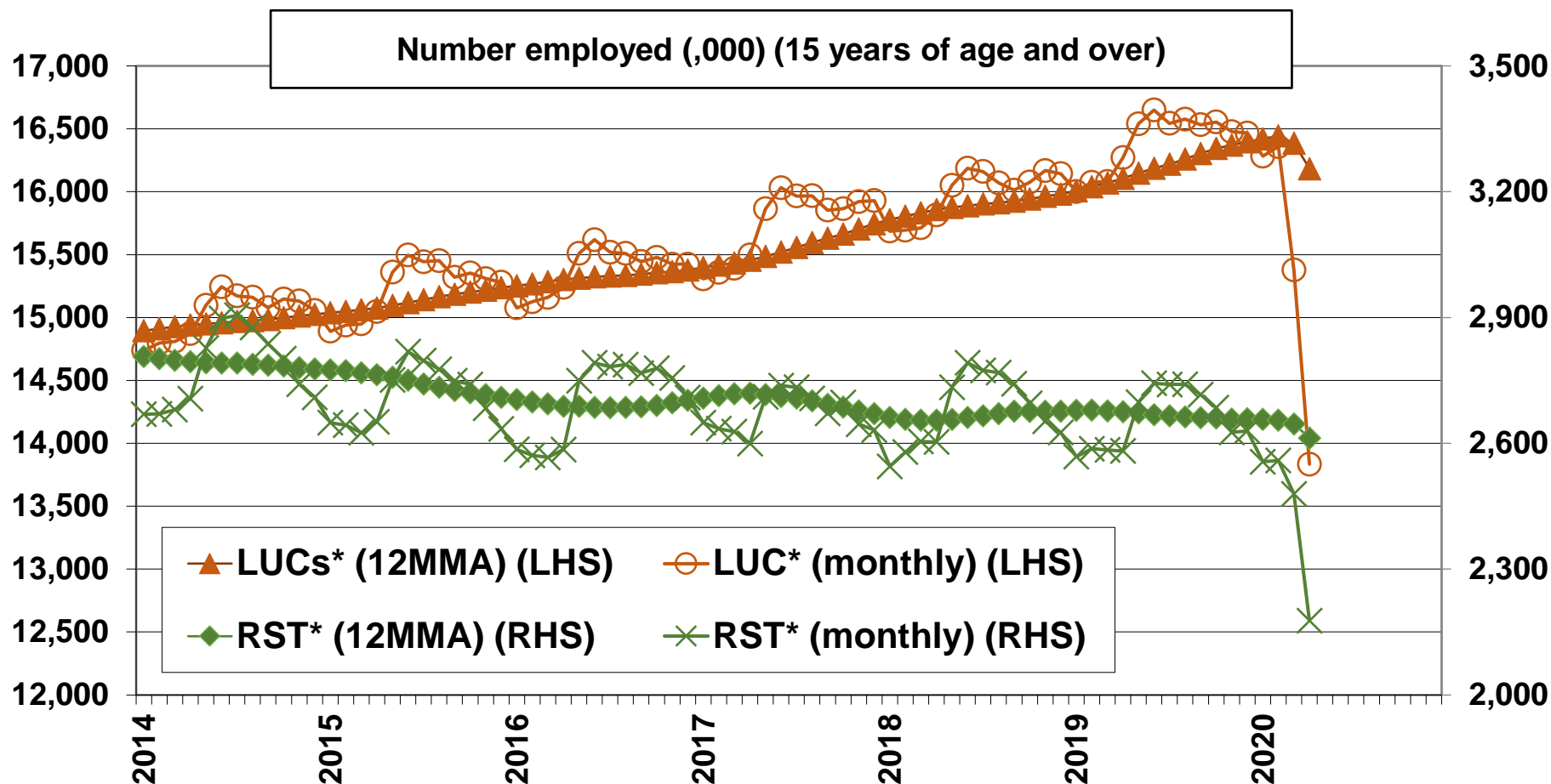
***Rural & small town** (RST) individuals reside outside a CMA or CA.

Source: Statistics Canada. Labour Force Survey. CANSIM Table 282-0098 for 2001-2005 data based on 2001 CMA/CA grid.

CANSIM Table 282-0120 for 2006-2010 data based on 2006 CMA/CA grid and

Table 14-10-0107-01 for data from 2011 to date based on 2011 CMA/CA grid.

Employment in rural and small town Canada was 2.18 million in April, 2020



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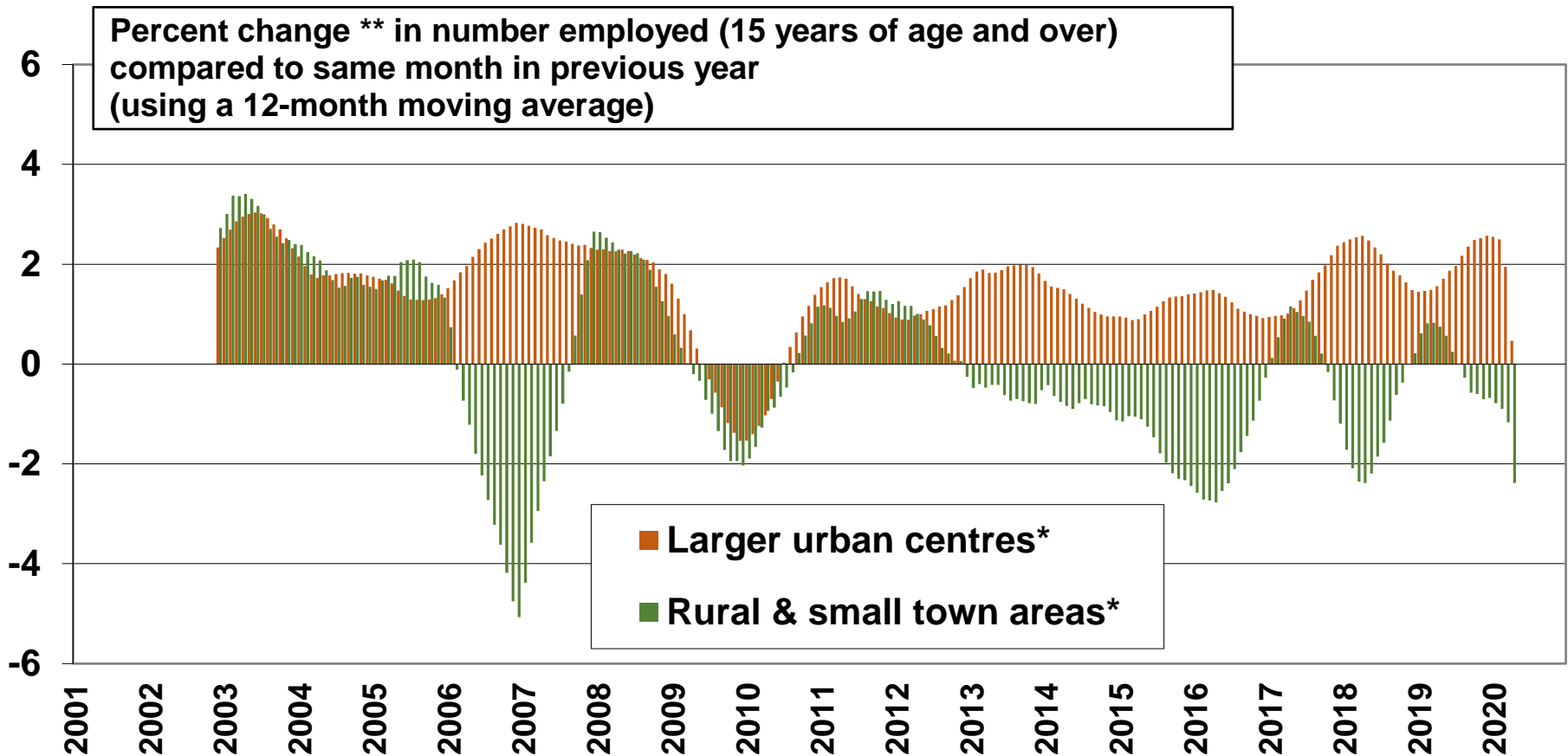
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Employment in rural and small town Canada:

recent delines: Dec. 2012 to Dec. 2016; Oct. 2017 to Oct. 2018; and Aug. 2019 to date



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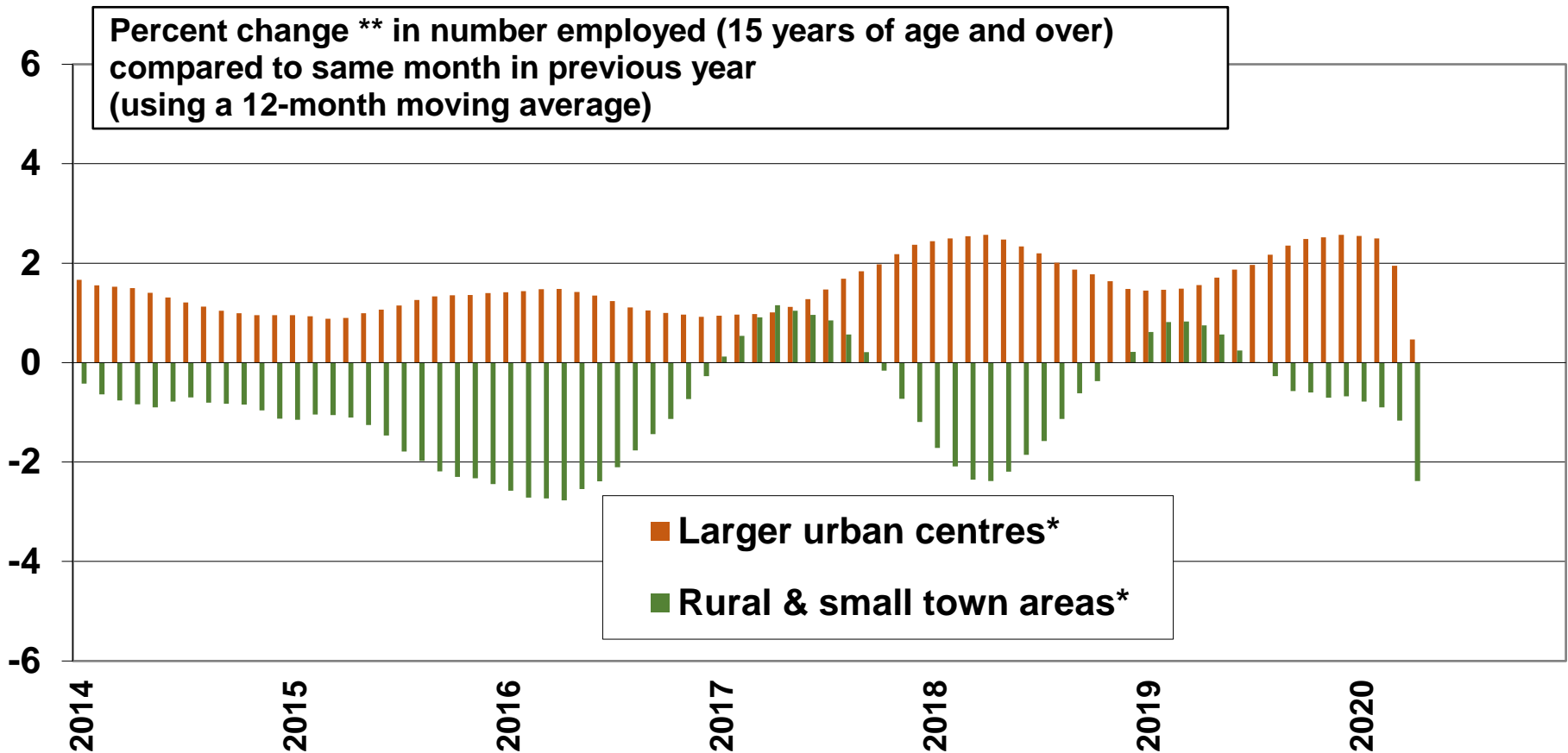
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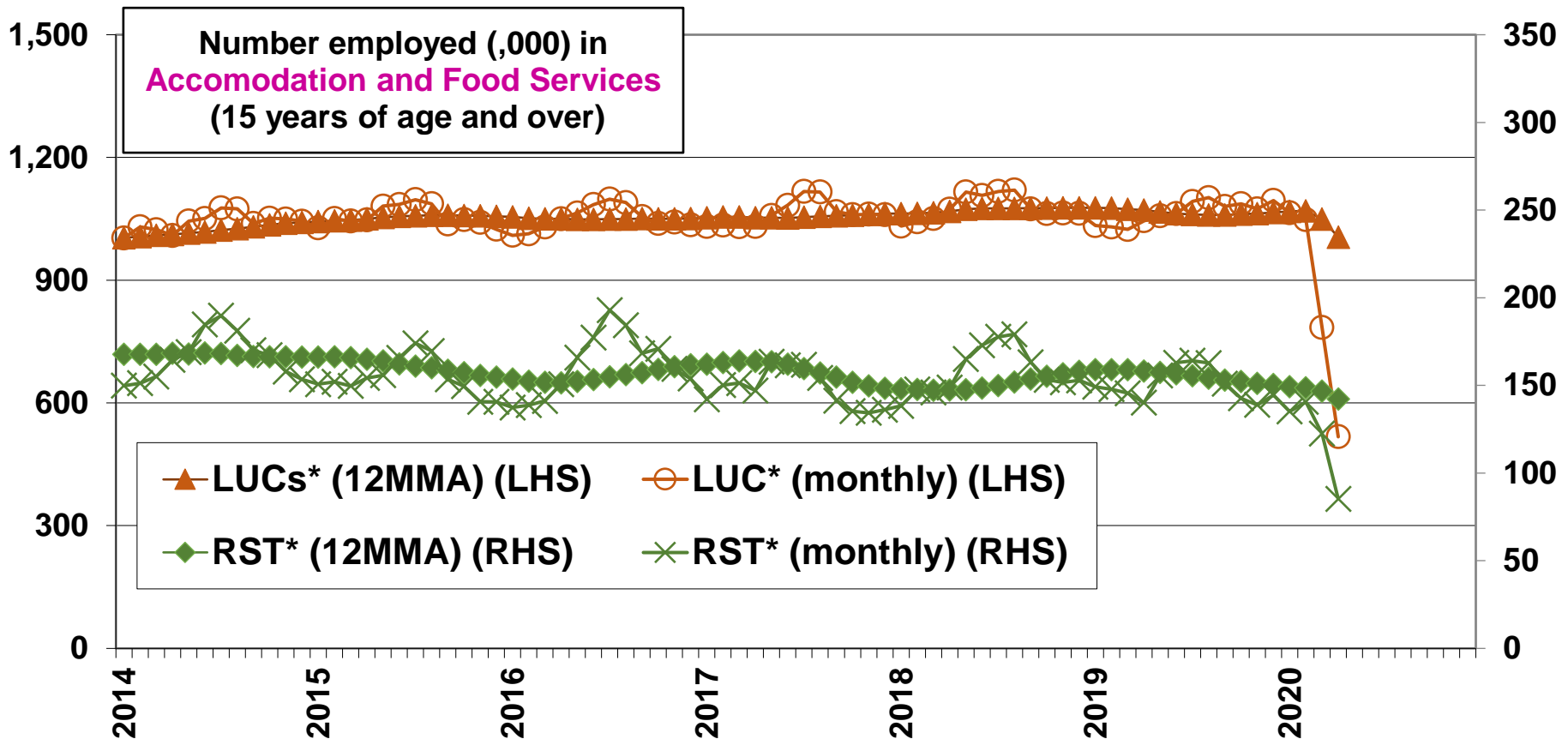
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Employment in accomodation and food services in rural and small town Canada was 85 thousand in April, 2020



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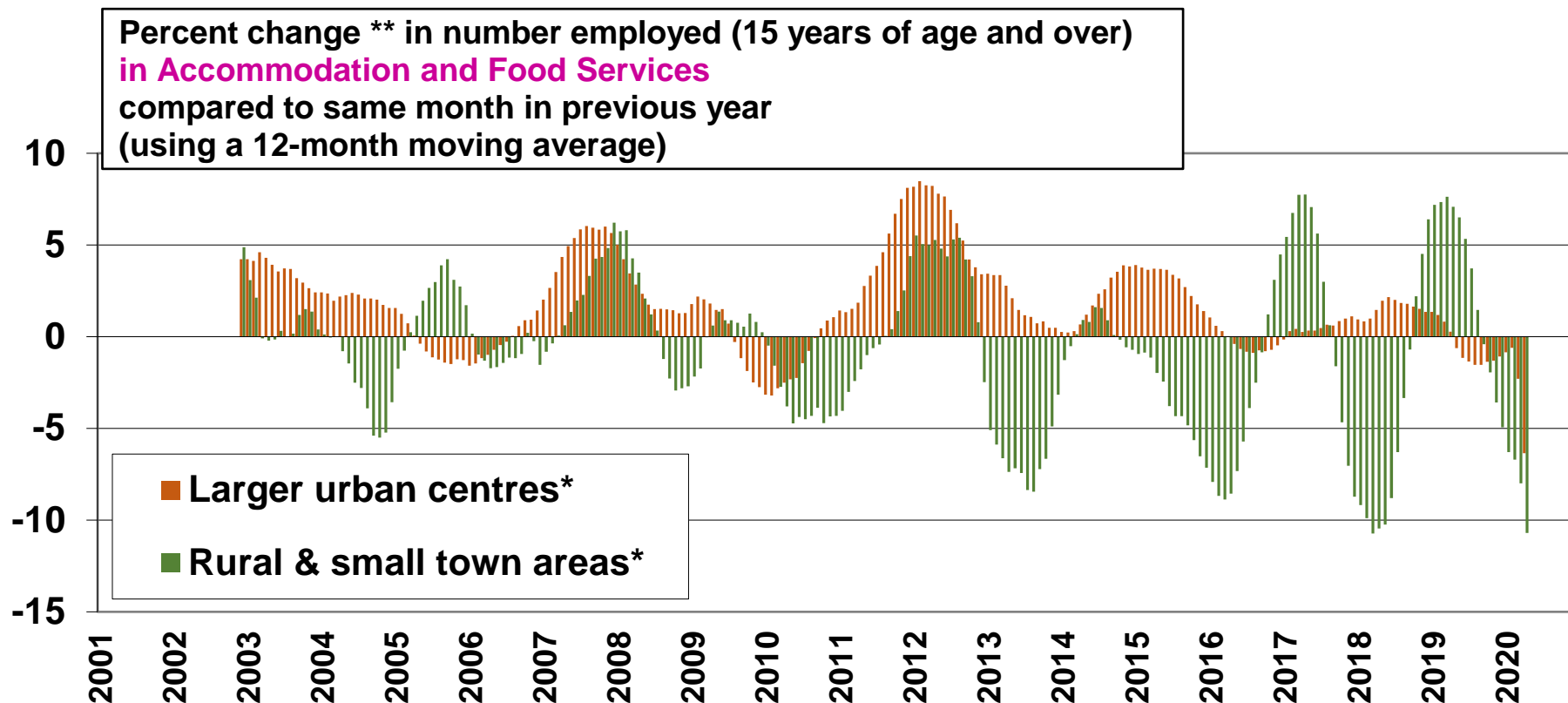
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Employment in accommodation and food services in rural and small town Canada:

recent declines: Oct. 2014 to Sep. 2016; Sep. 2017 to Aug. 2018; and Sep. 2019 to date



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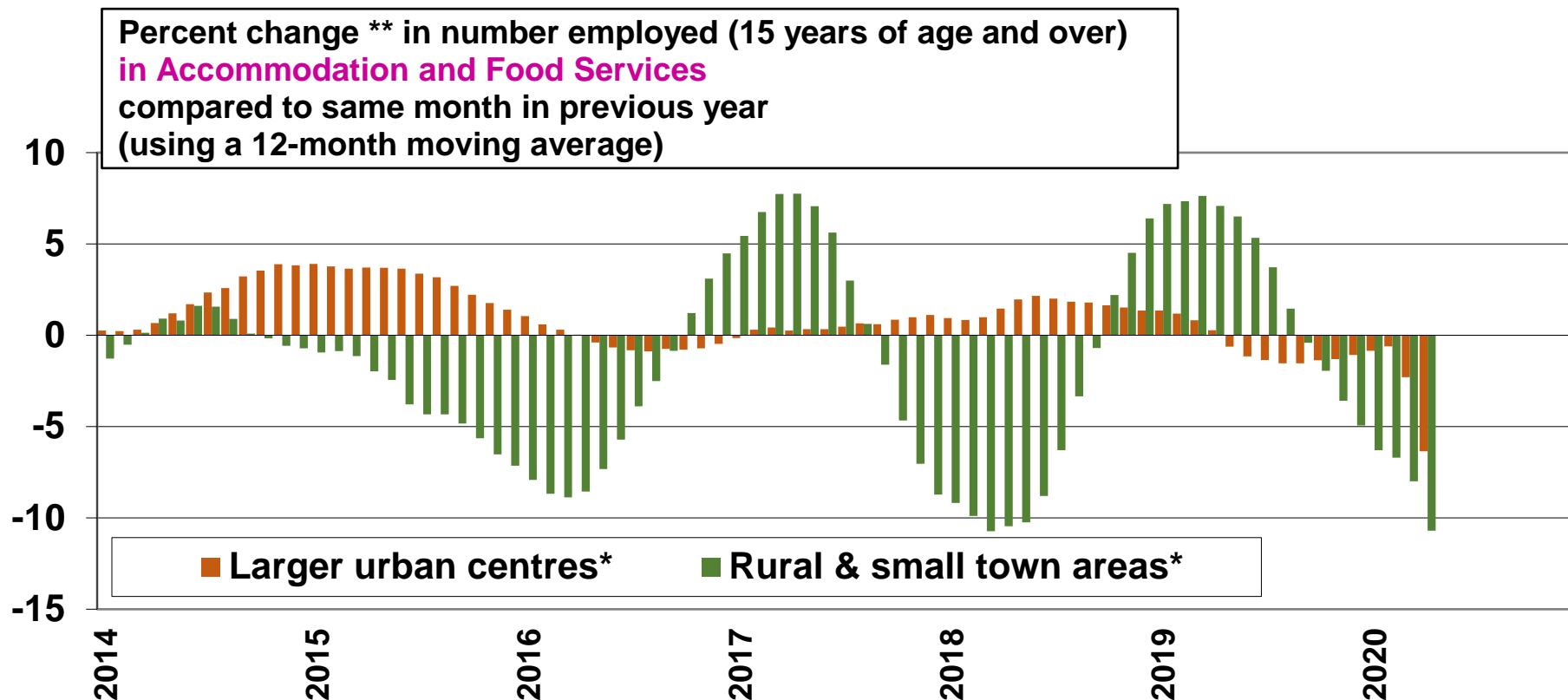
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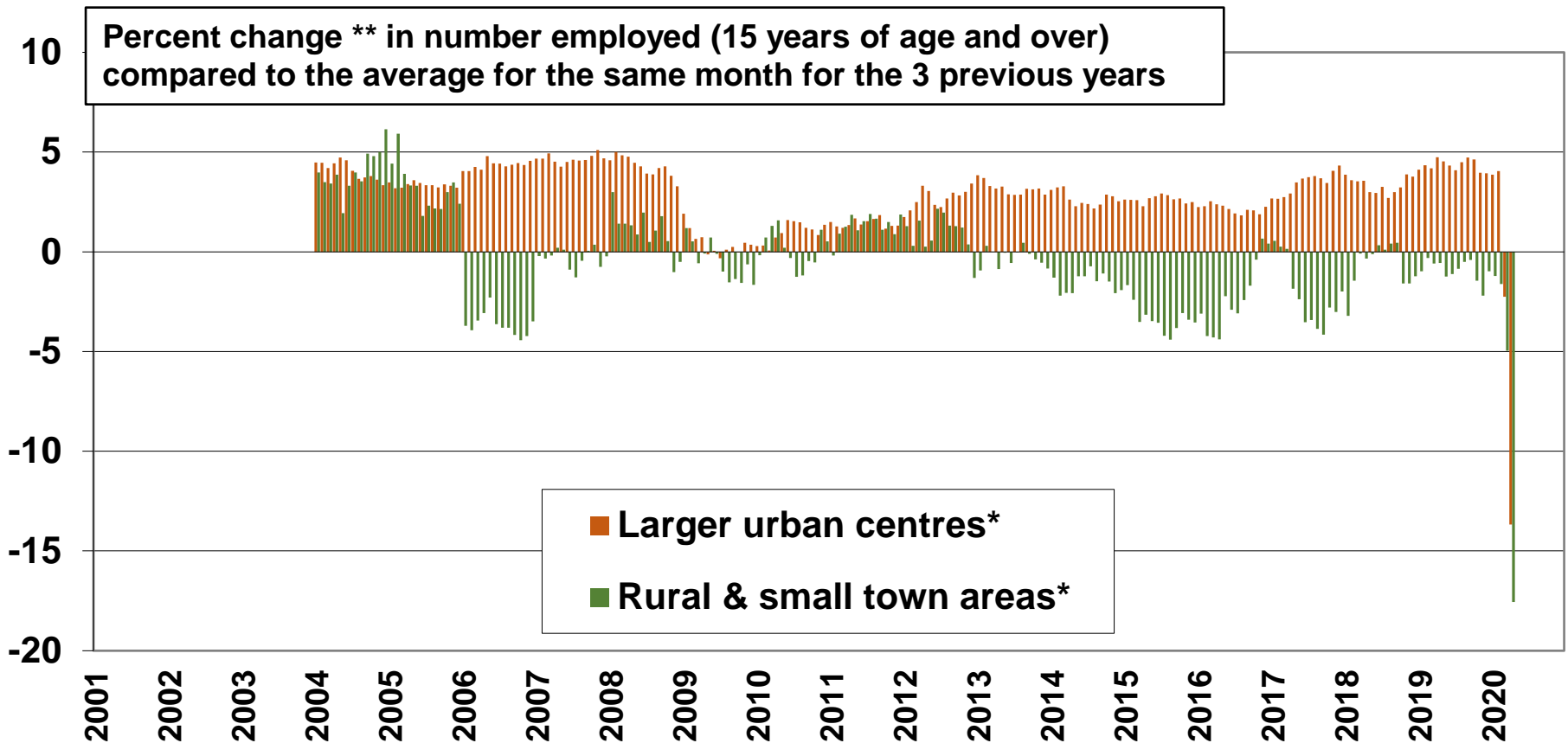
Trends and change
comparing current month with the average for the
same month in the three previous years

in

**LUC: Larger urban centres and RST: Rural and small town
areas**

- **Percent change (using difference of logs):**
- **Feb 2020 – LUC = +4.0%**
- **Mar 2020 – LUC = -2.3%**
- **Apr 2020 – LUC = -13.7%**
- **Feb 2020 – RST = -1.6%**
- **Mar 2020 – RST = -5.0%**
- **Apr 2020 – RST = -17.8%**

Employment in rural and small town Canada: general decline since 2013; down 17.6% in April 2020



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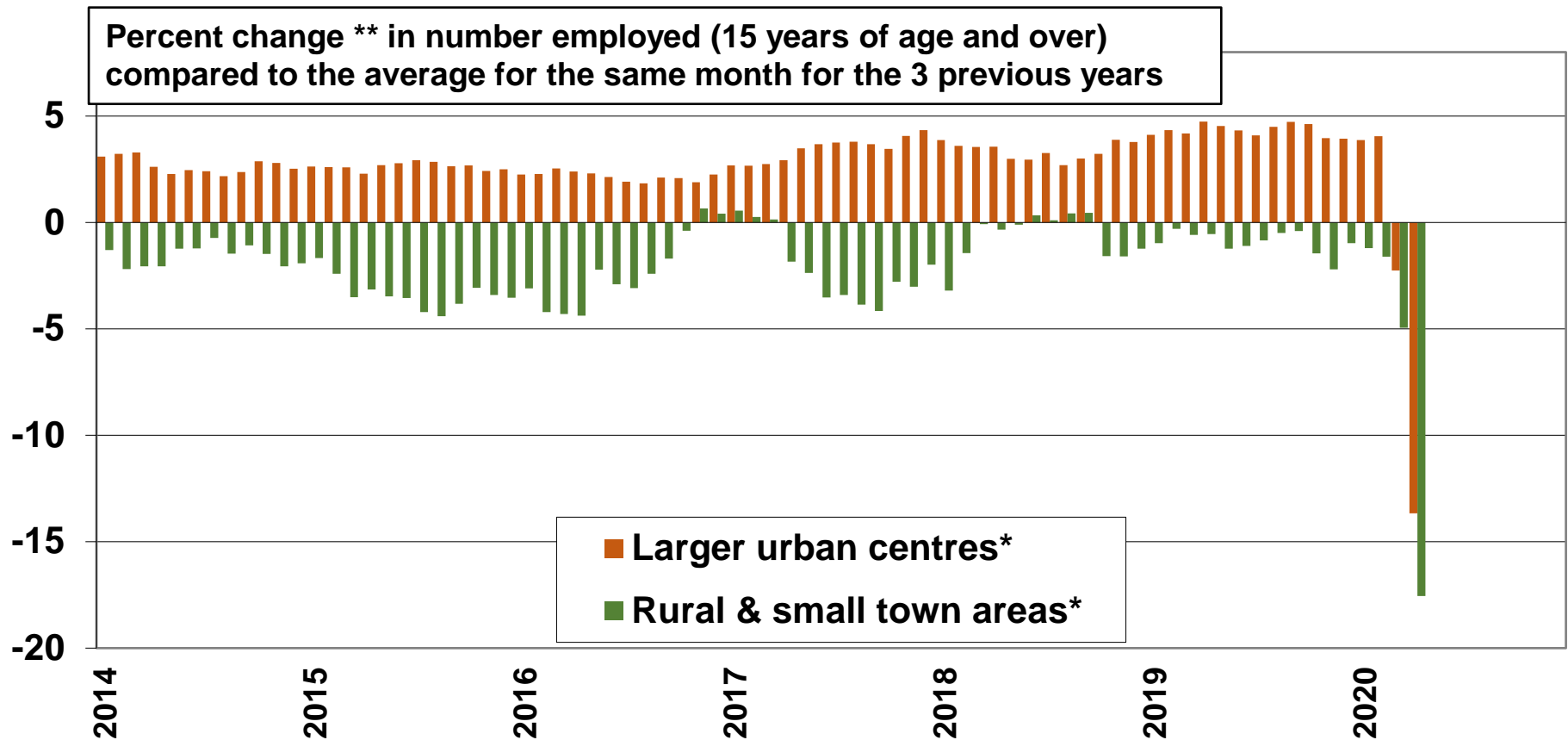
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Employment in rural and small town Canada: general decline since 2013; down 17.6% in April, 2020



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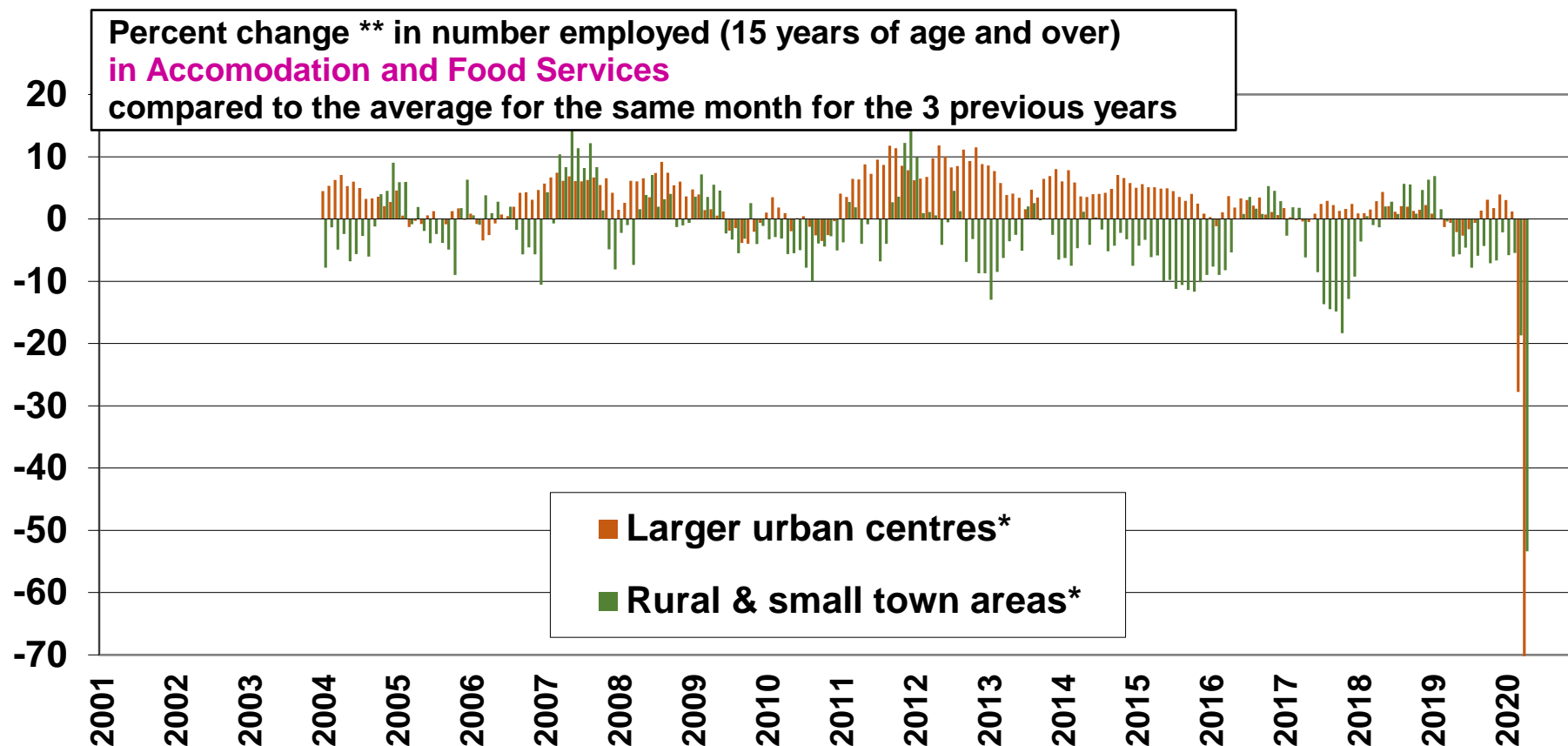
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Employment in accommodation and food services in rural and small town Canada: down 53.4% in April 2020



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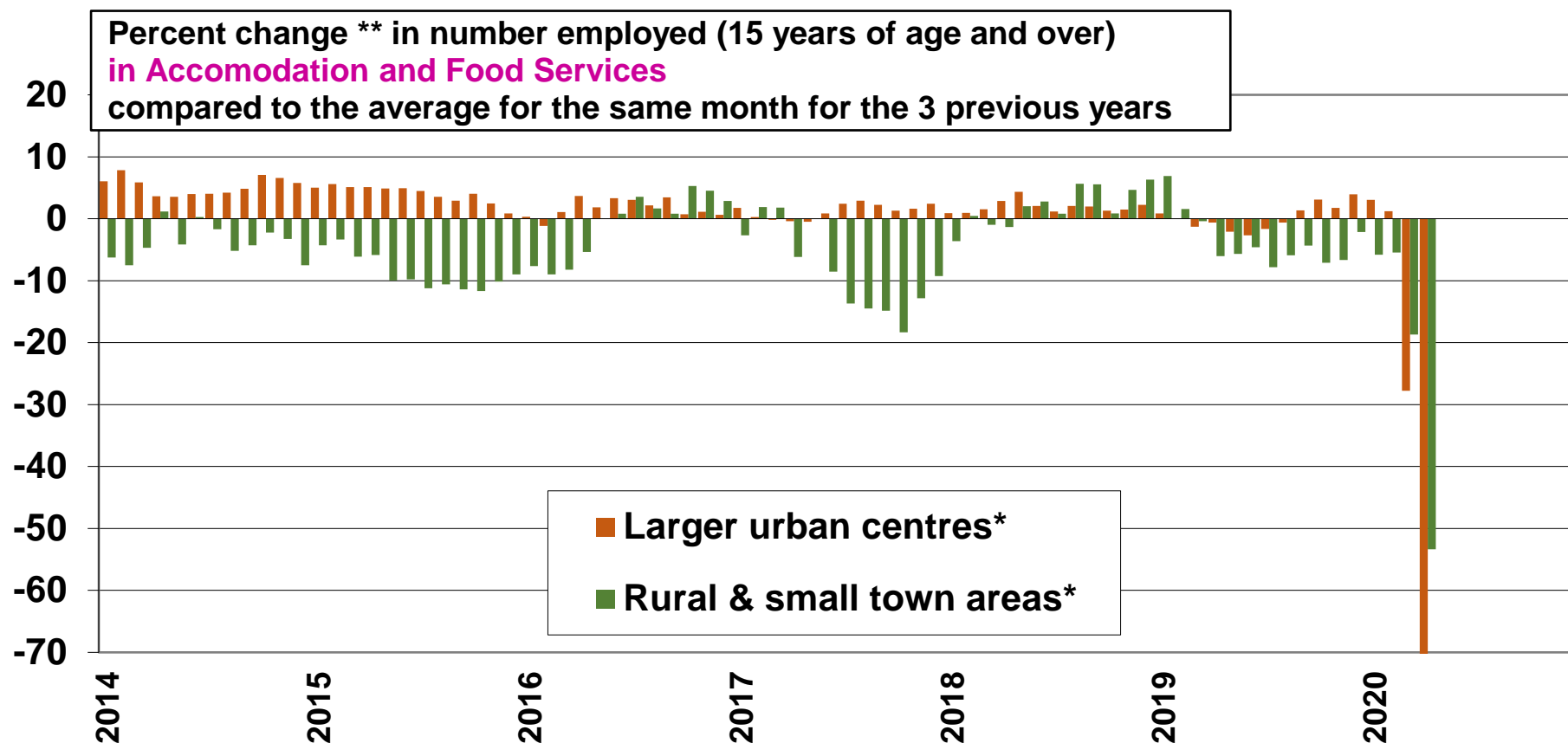
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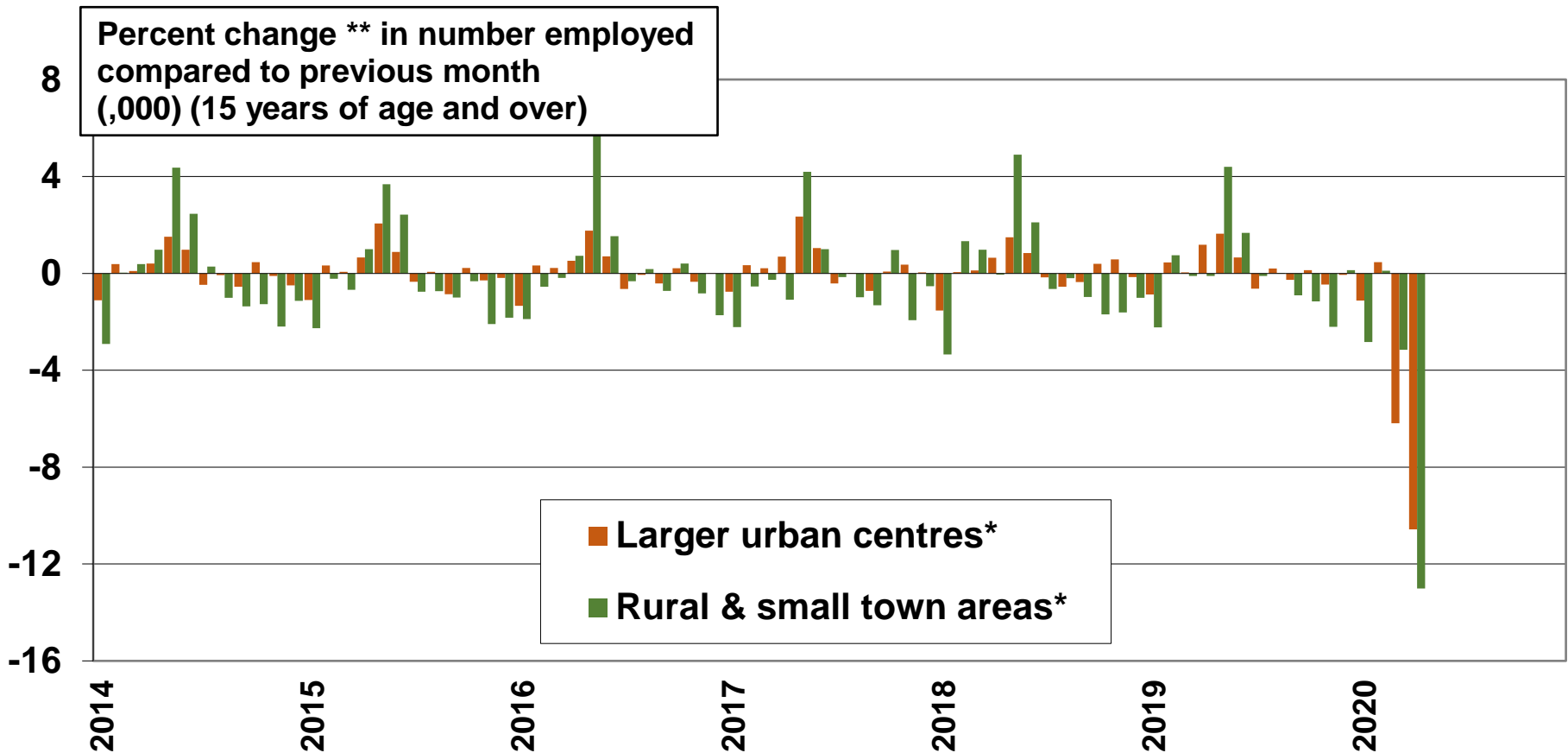
Table 14-10-0107-01 for data from 2011 to date based on 2011 CMA/CA grid.

Trends and change based on a month-to-month comparison in

LUC: Larger urban centres and RST: Rural and small town areas

- **Percent change (using difference of logs) from previous month:**
 - Jan 2020 to Feb 2020 – LUC = +0.5%
 - Feb 2020 to Mar 2020 – LUC = -6.2%
 - Mar 2020 to Apr 2020 – LUC = -10.6%
 - **Feb 2020 to Apr 2020 – LUC = -16.8%**
- Jan 2020 to Feb 2020 – RST = -0.1%
- Feb 2020 to Mar 2020 – RST = -3.2%
- Mar 2020 to Apr 2020 – RST = -13.9%
- **Feb 2020 to Apr 2020 – RST = -16.2%**

From March to April, 2020, employment in rural and small town Canada declined 13.0%



* **Larger urban centres** (LUCs) include Census Metropolitan Areas (CMAs) with a total population 100,000 or more (with at least 50,000 in the urban core) and Census Agglomerations with a population of 10,000 to 99,999 and both include residents of neighbouring towns and municipalities where 50+% of employed residents commute to the CMA or CA.

* **Rural & small town** (RST) individuals reside outside a CMA or CA.

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

Source: Statistics Canada. Labour Force Survey. CANSIM Table 282-0098 for 2001-2005 data based on 2001 CMA/CA grid.

CANSIM Table 282-0120 for 2006-2010 data based on 2006 CMA/CA grid and

Table 14-10-0107-01 for data from 2011 to date based on 2011 CMA/CA grid.

Trends and change by province in

LUC: Larger urban centres and RST: Rural and small town areas

- From Feb to Apr 2020, the provinces with the largest RST PERCENT decline in employment were:
 - Quebec, down 26.6%;
 - British Columbia, 17.6%; and
 - New Brunswick, down 16.7%
- From **Feb to Apr 2020**, in which provinces was the percent decline in employment greater in RST than in LUC:

• Quebec	.. LUC -19.3%	RST -26.6%	Diff -7.3 percentage points
• New Brunswick	.. LUC -14.2%	RST -16.7%	Diff -2.5 percentage points
• British Columbia	.. LUC -16.4%	RST -17.6%	Diff -1.1 percentage points

Level and change in employment in larger urban centres (LUC) and in rural and small town (RST) areas, Canada and Provinces, February to April, 2020.

Province (ranked by RST percent change in employment from February to April 2020)	Area ¹	Number employed in the average month from March 2019 to February 2020		Number employed (,000)			Percent change (difference of logs):					
		(<th>000)	as percent of total within each type of area ¹	Feb 2020	Mar 2020	Apr 2020	From month to month			Compared to average for same month in previous 3 years		
							Feb to Mar	Mar to Apr	Feb to Apr	Feb	Mar	Apr
Quebec	All areas	4,351	22.8	4,313	4,037	3,513	-6.6	-13.9	-20.5	3.2	-3.5	-18.0
	LUC	3,599	21.9	3,589	3,370	2,959	-6.3	-13.0	-19.3	3.4	-3.2	-16.9
	RST	752	28.3	724	667	555	-8.1	-18.5	-26.6	2.5	-5.4	-24.0
British Columbia	All areas	2,558	13.4	2,511	2,376	2,128	-5.5	-11.0	-16.5	2.0	-4.0	-15.5
	LUC	2,325	14.1	2,294	2,161	1,946	-6.0	-10.5	-16.4	2.9	-3.6	-14.6
	RST	233	8.8	217	216	182	-0.7	-16.9	-17.6	-6.7	-8.3	-24.5
New Brunswick	All areas	358	1.9	350	331	301	-5.5	-9.5	-15.0	2.4	-3.6	-13.4
	LUC	241	1.5	237	224	206	-5.5	-8.7	-14.2	3.2	-2.6	-11.7
	RST	117	4.4	113	107	95	-5.5	-11.2	-16.7	0.7	-5.6	-16.9
Canada	All areas	19,099	100.0	18,917	17,857	16,011	-5.8	-10.9	-16.7	3.3	-2.6	-14.2
	LUC	16,444	100.0	16,358	15,377	13,835	-6.2	-10.6	-16.8	4.0	-2.3	-13.7
	RST	2,655	100.0	2,559	2,480	2,177	-3.2	-13.0	-16.2	-1.6	-5.0	-17.6
Newfoundland and Labrador	All areas	225	1.2	214	206	183	-3.7	-12.0	-15.7	-0.7	-4.3	-18.7
	LUC	137	0.8	132	125	113	-5.6	-9.8	-15.4	-2.3	-7.6	-18.4
	RST	89	3.3	82	81	70	-0.5	-15.5	-16.0	1.9	1.0	-19.2
Alberta	All areas	2,342	12.3	2,304	2,187	1,953	-5.2	-11.3	-16.5	0.9	-4.9	-16.4
	LUC	1,996	12.1	1,975	1,860	1,669	-6.0	-10.8	-16.9	2.4	-4.2	-15.7
	RST	346	13.0	329	328	284	-0.4	-14.1	-14.5	-8.2	-9.0	-20.7
Nova Scotia	All areas	467	2.4	458	433	389	-5.6	-10.7	-16.3	3.8	-2.3	-14.5
	LUC	333	2.0	326	309	274	-5.1	-12.2	-17.2	4.4	-0.7	-14.3
	RST	134	5.0	133	124	115	-6.9	-7.3	-14.1	2.4	-6.3	-15.0
Saskatchewan	All areas	581	3.0	570	551	499	-3.3	-10.0	-13.3	1.5	-2.5	-12.2
	LUC	408	2.5	399	389	348	-2.5	-11.0	-13.6	1.0	-1.9	-12.9
	RST	173	6.5	171	162	151	-5.1	-7.5	-12.6	2.7	-4.0	-10.4
Manitoba	All areas	655	3.4	655	632	570	-3.6	-10.3	-13.9	3.1	-1.3	-11.9
	LUC	501	3.0	504	486	436	-3.6	-10.7	-14.4	4.5	0.7	-10.9
	RST	154	5.8	151	146	134	-3.6	-8.7	-12.3	-1.5	-7.4	-15.1
Prince Edward Island	All areas	79	0.4	76	73	65	-4.6	-10.7	-15.3	7.5	2.9	-9.0
	LUC	49	0.3	48	46	40	-4.4	-13.6	-18.1	7.3	2.8	-13.0
	RST	30	1.1	28	26	25	-4.8	-5.8	-10.7	7.9	2.8	-2.3
Ontario	All areas	7,484	39.2	7,467	7,030	6,409	-6.0	-9.2	-15.3	4.7	-1.0	-11.2
	LUC	6,855	41.7	6,855	6,408	5,843	-6.7	-9.2	-16.0	5.5	-1.0	-11.3
	RST	629	23.7	612	622	566	1.7	-9.5	-7.8	-4.2	-1.4	-10.4

1. **Larger urban centres** (LUCs) include Census Metropolitan Areas (CMAs) with a total population 100,000 or more (with at least 50,000 in the urban core) and Census Agglomerations with a population of 10,000 to 99,999 and both include residents of neighbouring towns and municipalities where 50+% of employed residents commute to the CMA or CA. **Rural & small town** (RST) individuals reside outside a CMA or CA.

Source: Statistics Canada. Labour Force Survey, Table 14-10-0107-01.

Trends and change by industry sector

In

LUC: Larger urban centres and RST: Rural and small town areas

- From **Feb to Apr 2020**, the sectors with the largest RST decline in number employed were:
 - Retail and wholesale trade, down 63,000 jobs;
 - Accommodation and food, down 55,000 jobs; and
 - Manufacturing, down 453,000 jobs.
- From **Feb to Apr 2020**, the sectors with the largest RST PERCENT decline in employment were:
 - Accommodation and food, down 50.1%;
 - Information, culture and recreation, down 43.7%;and
 - Forestry, fishing, mining, oil and gas, down 23.5%.
- From **Feb to Apr 2020**, in which sectors was the percent decline in employment greater in RST than in LUC:
 - Information, culture and recreation . . . LUC -26.6% RST -43.7% Diff -17.2 percentage points
 - Forestry, fishing, mining & gas LUC +7.0% RST -23.5% Diff -16.4 percentage points
 - Finance, insurance, real estate & leasing LUC -3.5% RST -12.4% Diff -8.8 percentage points

Three industry sectors with largest decline in number employed in RST, Feb 2002 to Apr 2002

Level and change in employment by industry sector in larger urban centres (LUC) and in rural and small town (RST) areas, Canada, February to April, 2020

Industry sector ¹	Area ²	Number employed in the average month from March 2019 to February 2020		Number employed (,000)			Change: Feb 2020 to Apr 2020	Percent change (difference of logs):					
								From month to month			Compared to average for same month in previous 3 years		
		(,000)	as percent of total within each type of area ²	Feb 2020	Mar 2020	Apr 2020		Feb to Mar	Mar to Apr	Feb to Apr	Feb	Mar	Apr
All industry sectors	All areas	19,099	100.0	18,917	17,857	16,011	-2,906	-5.8	-10.9	-16.7	3.3	-2.6	-14.2
	LUC	16,444	100.0	16,358	15,377	13,835	-2,524	-6.2	-10.6	-16.8	4.0	-2.3	-13.7
	RST	2,655	100.0	2,559	2,480	2,177	-382	-3.2	-13.0	-16.2	-1.6	-5.0	-17.6
	Three industry sectors with largest decline in number employed in RST, Feb 2002 to Apr 2002												
Retail and wholesale trade	All areas	2,851	14.9	2,844	2,651	2,282	-562	-7.0	-15.0	-22.0	2.9	-4.7	-20.0
	LUC	2,484	15.1	2,494	2,315	1,995	-500	-7.5	-14.9	-22.4	4.3	-3.8	-19.0
	RST	367	13.8	350	336	288	-63	-4.0	-15.7	-19.7	-6.8	-11.2	-26.6
Accommodation and food services	All areas	1,218	6.4	1,189	907	603	-586	-27	-41	-68	0.4	-26.6	-68.5
	LUC	1,069	6.5	1,048	784	517	-531	-29	-42	-71	1.2	-27.8	-70.8
	RST	149	5.6	141	122	85	-55	-14	-36	-50	-5.5	-18.7	-53.4
Manufacturing	All areas	1,733	9.1	1,702	1,665	1,416	-286	-2	-16	-18	1.0	-1.4	-18.5
	LUC	1,448	8.8	1,417	1,383	1,176	-241	-2	-16	-19	0.6	-1.5	-18.7
	RST	285	10.7	285	282	240	-45	-1	-16	-17	3.1	-0.7	-17.8

1. For examples of the types of businesses classified to each industry sector, see Statistics Canada. (2017) **North American Industry Classification System: 2017** (Ottawa: Statistics Canada, Catalogue no. 12-501) (<http://www5.statcan.gc.ca/olc-cel/olc.action?objId=12-501-X&objType=2&lang=en&limit=0>).

2. **Larger urban centres** (LUCs) include Census Metropolitan Areas (CMAs) with a total population 100,000 or more (with at least 50,000 in the urban core) and Census Agglomerations with a population of 10,000 to 99,999 and both include residents of neighbouring towns and municipalities where 50+% of employed residents commute to the CMA or CA. **Rural & small town** (RST) individuals reside outside a CMA or CA.

Source: Statistics Canada. Labour Force Survey, Table 14-10-0107-01.

Three industry sectors with largest PERCENT decline in number employed in RST, Feb 2002 to Apr 2002

Level and change in employment by industry sector in larger urban centres (LUC) and in rural and small town (RST) areas, Canada, February to April, 2020

Industry sector ¹	Area ²	Number employed in the average month from March 2019 to February 2020		Number employed (,000)			Change: Feb 2020 to Apr 2020	Percent change (difference of logs):					
								From month to month			Compared to average for same month in previous 3 years		
		(,000)	as percent of total within each type of area ²	Feb 2020	Mar 2020	Apr 2020		Feb to Mar	Mar to Apr	Feb to Apr	Feb	Mar	Apr
All industry sectors	All areas	19,099	100.0	18,917	17,857	16,011	-2,906	-5.8	-10.9	-16.7	3.3	-2.6	-14.2
	LUC	16,444	100.0	16,358	15,377	13,835	-2,524	-6.2	-10.6	-16.8	4.0	-2.3	-13.7
	RST	2,655	100.0	2,559	2,480	2,177	-382	-3.2	-13.0	-16.2	-1.6	-5.0	-17.6
Three industry sectors with largest PERCENT decline in number employed in RST Feb 2002 to Apr 2002													
Accommodation and food services	All areas	1,218.0	6.4	1,188.9	906.6	602.5	-586.4	-27.1	-40.9	-68.0	0.4	-27	-69
	LUC	1,069.4	6.5	1,048.3	784.2	517.4	-530.9	-29	-41.6	-70.6	1.21	-28	-71
	RST	148.6	5.6	140.6	122.4	85.2	-55.4	-13.9	-36.2	-50.1	-5.5	-19	-53
Information, culture and recreation	All areas	774.9	4.1	746.5	642.8	564.7	-181.8	-15.0	-13.0	-27.9	-0.6	-15.9	-28.2
	LUC	696.5	4.2	682.7	588.4	523.5	-159.2	-14.9	-11.7	-26.6	0.2	-14.9	-26.4
	RST	78.4	3.0	63.8	54.4	41.2	-22.6	-15.9	-27.8	-43.7	-8.5	-26.6	-47.6
Forestry, fishing, mining, oil and gas	All areas	327	1.7	311	306	275	-36	-1.5	-10.8	-12.3	-7.2	-7.3	-15.3
	LUC	205	1.2	206	204	192	-14	-1.0	-6.1	-7.0	-1.9	-1.3	-5.5
	RST	122	4.6	104	102	82	-22	-2.3	-21.1	-23.5	-16.9	-18.2	-34.9

1. For examples of the types of businesses classified to each industry sector, see Statistics Canada. (2017) **North American Industry Classification System: 2017** (Ottawa: Statistics Canada, Catalogue no. 12-501) (<http://www5.statcan.gc.ca/olc-cel/olc.action?objId=12-501-X&objType=2&lang=en&limit=0>).

2. **Larger urban centres** (LUCs) include Census Metropolitan Areas (CMAs) with a total population 100,000 or more (with at least 50,000 in the urban core) and Census Agglomerations with a population of 10,000 to 99,999 and both include residents of neighbouring towns and municipalities where 50+% of employed residents commute to the CMA or CA. **Rural & small town** (RST) individuals reside outside a CMA or CA.

Source: Statistics Canada. Labour Force Survey, Table 14-10-0107-01.

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Level and change in employment by industry sector in larger urban centres (LUC) and in rural and small town (RST) areas, Canada, February to April, 2020 (continued)

Industry sector ¹	Area ²	Number employed in the average month from March 2019 to February 2020		Number employed (,000)			Change: Feb 2020 to Apr 2020	Percent change (difference of logs):					
								From month to month			Compared to average for same month in previous 3 years		
		(,000)	as percent of total within each type of area ²	Feb 2020	Mar 2020	Apr 2020		Feb to Mar	Mar to Apr	Feb to Apr	Feb	Mar	Apr
All industry sectors	All areas	19,099	100.0	18,917	17,857	16,011	-2,906	-5.8	-10.9	-16.7	3.3	-2.6	-14.2
	LUC	16,444	100.0	16,358	15,377	13,835	-2,524	-6.2	-10.6	-16.8	4.0	-2.3	-13.7
	RST	2,655	100.0	2,559	2,480	2,177	-382	-3.2	-13.0	-16.2	-1.6	-5.0	-17.6
Goods-producing sectors (subtotal)	All areas	3,961	20.7	3,810	3,741	3,214	-596	-1.8	-15.2	-17.0	2.1	-0.1	-16.8
	LUC	3,082	18.7	2,988	2,922	2,502	-485	-2.2	-15.5	-17.7	2.8	0.7	-16.6
	RST	879	33.1	822	819	712	-110	-0.4	-14.0	-14.4	-0.4	-2.6	-17.3
Agriculture	All areas	291	1.5	275	271	272	-2	-1.4	0.5	-0.9	7.0	3.9	-1.7
	LUC	107	0.6	102	104	100	-2	2.5	-4.3	-1.8	12.9	15.2	1.9
	RST	184	6.9	173	167	172	-1	-3.6	3.3	-0.3	3.6	-2.5	-3.7
Forestry, fishing, mining, oil and gas	All areas	327	1.7	311	306	275	-36	-1.5	-10.8	-12.3	-7.2	-7.3	-15.3
	LUC	205	1.2	206	204	192	-14	-1.0	-6.1	-7.0	-1.9	-1.3	-5.5
	RST	122	4.6	104	102	82	-22	-2.3	-21.1	-23.5	-16.9	-18.2	-34.9
Utilities	All areas	137	0.7	137	130	132	-5	-5.4	1.5	-3.9	0.3	-4.9	-4.3
	LUC	110	0.7	117	112	112	-6	-4.9	-0.1	-5.0	6.5	2.1	1.9
	RST	27	1.0	20	18	20	1	-8.9	11.4	2.5	-30.0	-39.7	-32.9
Construction	All areas	1,471	7.7	1,386	1,369	1,119	-266	-1.2	-20.1	-21.3	4.9	3.0	-19.6
	LUC	1,210	7.4	1,145	1,118	922	-223	-2.4	-19.3	-21.6	5.2	2.4	-20.0
	RST	262	9.9	241	251	197	-44	4.0	-24.0	-19.9	3.4	5.6	-18.1
Manufacturing	All areas	1,733	9.1	1,702	1,665	1,416	-286	-2.2	-16.2	-18.4	1.0	-1.4	-18.5
	LUC	1,448	8.8	1,417	1,383	1,176	-241	-2.4	-16.2	-18.7	0.6	-1.5	-18.7
	RST	285	10.7	285	282	240	-45	-1.1	-16.1	-17.3	3.1	-0.7	-17.8
Services-producing sectors (subtotal)	All areas	15,139	79.3	15,107	14,116	12,797	-2,310	-6.8	-9.8	-16.6	3.6	-3.3	-13.6
	LUC	13,363	81.3	13,370	12,455	11,332	-2,038	-7.1	-9.4	-16.5	4.3	-2.9	-13.0
	RST	1,776	66.9	1,737	1,661	1,465	-272	-4.5	-12.5	-17.0	-2.2	-6.1	-17.7
Retail and wholesale trade	All areas	2,851	14.9	2,844	2,651	2,282	-562	-7.0	-15.0	-22.0	2.9	-4.7	-20.0
	LUC	2,484	15.1	2,494	2,315	1,995	-500	-7.5	-14.9	-22.4	4.3	-3.8	-19.0
	RST	367	13.8	350	336	288	-63	-4.0	-15.7	-19.7	-6.8	-11.2	-26.6
Transportation and warehousing	All areas	1,037	5.4	1,026	981	878	-147	-4.5	-11.0	-15.5	5.5	1.6	-10.2
	LUC	896	5.5	892	856	764	-128	-4.1	-11.4	-15.4	8.1	4.3	-8.6
	RST	141	5.3	134	125	114	-20	-7.4	-8.5	-16.0	-10.2	-15.1	-20.4

Level and change in employment by industry sector in larger urban centres (LUC) and in rural and small town (RST) areas, Canada, February to April, 2020 (concluded)

Industry sector ¹	Area ²	Number employed in the average month from March 2019 to February 2020		Number employed (,000)			Change: Feb 2020 to Apr 2020	Percent change (difference of logs):					
		(,000)	as percent of total within each type of area ²	Feb 2020	Mar 2020	Apr 2020		From month to month			Compared to average for same month in previous 3 years		
								Feb to Mar	Mar to Apr	Feb to Apr	Feb	Mar	Apr
Finance, insurance, real estate and leasing	All areas	1,220	6.4	1,241	1,215	1,191	-50	-2.1	-2.0	-4.1	6.1	3.6	1.1
	LUC	1,138	6.9	1,151	1,127	1,111	-40	-2.1	-1.4	-3.5	6.3	3.5	1.6
	RST	82	3.1	90	88	80	-11	-2.2	-10.1	-12.4	3.1	5.1	-5.6
Professional, scientific and technical services	All areas	1,562	8.2	1,549	1,547	1,482	-67	-0.1	-4.3	-4.4	6.5	5.4	0.6
	LUC	1,455	8.8	1,443	1,436	1,381	-62	-0.5	-3.9	-4.4	7.0	5.8	1.3
	RST	108	4.1	106	112	101	-5	5.4	-10.5	-5.1	0.1	0.6	-8.2
Business, building and other support services	All areas	768	4.0	740	710	652	-88	-4.0	-8.6	-12.7	-1.1	-5.3	-14.3
	LUC	686	4.2	663	636	581	-82	-4.3	-9.0	-13.3	-0.4	-5.5	-15.1
	RST	82	3.1	76	75	71	-6	-1.9	-5.8	-7.6	-6.6	-4.1	-7.1
Educational services	All areas	1,376	7.2	1,455	1,313	1,278	-177	-10.3	-2.7	-13.0	5.2	-3.9	-7.4
	LUC	1,211	7.4	1,281	1,158	1,135	-147	-10.1	-2.0	-12.1	6.0	-3.2	-5.8
	RST	165	6.2	173	155	143	-30	-11.4	-7.7	-19.1	-0.5	-9.2	-19.2
Health care and social assistance	All areas	2,499	13.1	2,517	2,405	2,274	-243	-4.6	-5.6	-10.1	4.6	0.4	-5.5
	LUC	2,138	13.0	2,152	2,048	1,945	-208	-5.0	-5.2	-10.2	4.5	-0.1	-5.7
	RST	360	13.6	364	357	330	-35	-2.2	-7.8	-10.0	5.1	3.2	-3.8
Information, culture and recreation	All areas	775	4.1	747	643	565	-182	-15.0	-13.0	-27.9	-0.6	-15.9	-28.2
	LUC	696	4.2	683	588	524	-159	-14.9	-11.7	-26.6	0.2	-14.9	-26.4
	RST	78	3.0	64	54	41	-23	-15.9	-27.8	-43.7	-8.5	-26.6	-47.6
Accommodation and food services	All areas	1,218	6.4	1,189	907	603	-586	-27.1	-40.9	-68.0	0.4	-26.6	-68.5
	LUC	1,069	6.5	1,048	784	517	-531	-29.0	-41.6	-70.6	1.2	-27.8	-70.8
	RST	149	5.6	141	122	85	-55	-13.9	-36.2	-50.1	-5.5	-18.7	-53.4
Other (personal) services	All areas	816	4.3	802	755	622	-180	-6.1	-19.3	-25.4	0.7	-5.6	-25.3
	LUC	686	4.2	672	624	512	-160	-7.3	-19.8	-27.2	0.9	-6.7	-27.3
	RST	129	4.9	131	131	111	-20	0.2	-17.0	-16.8	-0.1	-0.1	-15.5
Public administration	All areas	1,016	5.3	999	990	971	-28	-0.9	-1.9	-2.8	3.7	2.7	0.2
	LUC	902	5.5	892	884	868	-23	-0.9	-1.7	-2.6	4.1	3.1	0.7
	RST	114	4.3	107	106	103	-5	-1.1	-3.3	-4.4	-0.2	-0.3	-4.0

1. For examples of the types of businesses classified to each industry sector, see Statistics Canada. (2017) **North American Industry Classification System: 2017** (Ottawa: Statistics Canada, Catalogue no. 12-501) (<http://www5.statcan.gc.ca/olc-cel/olc.action?objId=12-501-X&objType=2&lang=en&limit=0>).

2. **Larger urban centres** (LUCs) include Census Metropolitan Areas (CMAs) with a total population 100,000 or more (with at least 50,000 in the urban core) and Census Agglomerations with a population of 10,000 to 99,999 and both include residents of neighbouring towns and municipalities where 50+% of employed residents commute to the CMA or CA. **Rural & small town** (RST) individuals reside outside a CMA or CA.

Source: Statistics Canada. Labour Force Survey, Table 14-10-0107-01.

Percentage point change in employment rate by age and sex, Canada in

LUC: Larger urban centres and RST: Rural and small town areas

- The employment rate (ER) is the percent of the population in a given age group that is employed
- Employment rate (ER) (for the population 15+ years of age)
 - LUC: Feb = 61.8% Apr = 52.1% Change = -9.7 percentage points
 - RST: Feb = 56.2% Apr = 48.2% Change = -8.0 percentage points
- In the core working age group (25-54 years of age), the ER declined slightly more in RST (-10.5 percentage points) than in LUCs (-10.2 percentage points).
- ER in RST declined more for females than males in each age group
- Compared to “expected” (i.e. compared to average for same month in three previous years):
 - ER declined less in RST than in LUC
 - except for a slighter greater decline for the 55-64 year age group
 - due to a larger decline in the ER for RST males

Percent employed and change in percent employed, Canada, February 2020 to April 2020

Age group	Sex	Area ¹	Percent employed ²			Percentage point change in percent employed					
						Month to month comparison			Compared to average for same month in previous 3 years		
			Feb 2020	Mar 2020	Apr 2020	Feb to Mar	Mar to Apr	Feb to Apr	Feb	Mar	Apr
All ages (15 years of age and over)	Both sexes	LUC	61.8	58.0	52.1	-3.8	-5.9	-9.7	0.1	-3.7	-10.0
		RST	56.2	54.5	48.2	-1.7	-6.3	-8.0	0.7	-1.2	-7.4
	Males	LUC	65.4	62.3	55.9	-3.1	-6.4	-9.5	0.4	-2.8	-9.6
		RST	59.1	58.5	51.2	-0.6	-7.3	-7.9	0.4	-0.5	-7.6
	Females	LUC	58.3	53.8	48.3	-4.5	-5.5	-10.0	-0.2	-4.6	-10.4
		RST	53.2	50.5	45.1	-2.7	-5.4	-8.1	1.0	-1.8	-7.3

1. **Larger urban centres** (LUCs) include Census Metropolitan Areas (CMAs) with a total population 100,000 or more (with at least 50,000 in the urban core) and Census Agglomerations with a population of 10,000 to 99,999 and both include residents of neighbouring towns and municipalities where 50+% of employed residents commute to the CMA or CA. **Rural & small town** (RST) individuals reside outside a CMA or CA.

2. Number employed as percent of the population in each age group.

Source: Statistics Canada. Labour Force Survey. Table 14-10-0105-01.

Percent employed and change in percent employed, Canada, February 2020 to April 2020

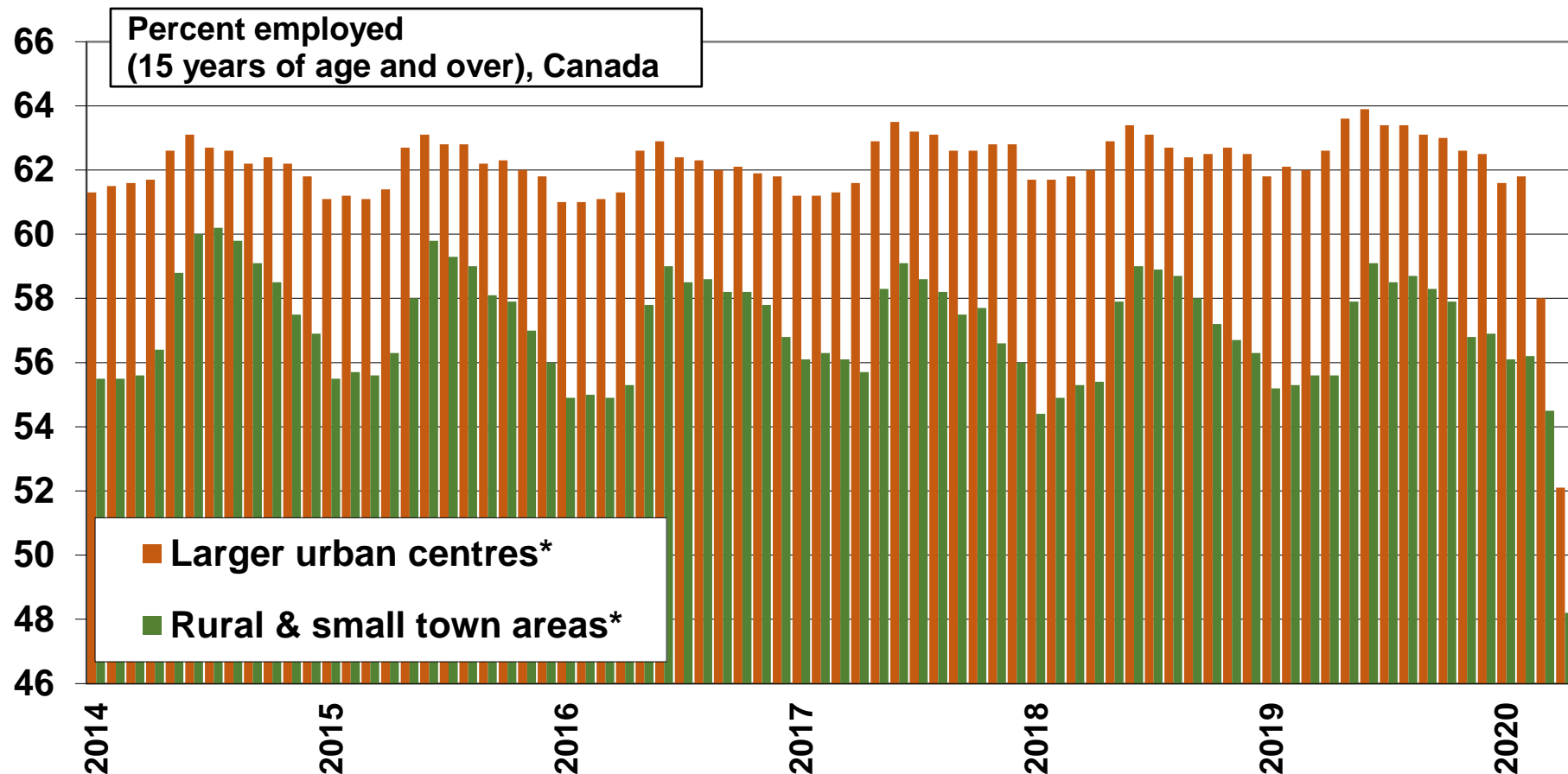
Age group	Sex	Area ¹	Percent employed ²			Percentage point change in percent employed					
						Month to month comparison			Compared to average for same month in previous 3 years		
			Feb 2020	Mar 2020	Apr 2020	Feb to Mar	Mar to Apr	Feb to Apr	Feb	Mar	Apr
All ages (15 years of age and over)	Both sexes	LUC	61.8	58.0	52.1	-3.8	-5.9	-9.7	0.1	-3.7	-10.0
		RST	56.2	54.5	48.2	-1.7	-6.3	-8.0	0.7	-1.2	-7.4
	Males	LUC	65.4	62.3	55.9	-3.1	-6.4	-9.5	0.4	-2.8	-9.6
		RST	59.1	58.5	51.2	-0.6	-7.3	-7.9	0.4	-0.5	-7.6
	Females	LUC	58.3	53.8	48.3	-4.5	-5.5	-10.0	-0.2	-4.6	-10.4
		RST	53.2	50.5	45.1	-2.7	-5.4	-8.1	1.0	-1.8	-7.3
15 to 24 years of age	Both sexes	LUC	54.1	44.5	34.7	-9.6	-9.8	-19.4	1.5	-8.6	-18.7
		RST	57.7	52.9	42.1	-4.8	-10.8	-15.6	3.6	-1.3	-12.8
	Males	LUC	52.0	44.3	35.9	-7.7	-8.4	-16.1	0.9	-7.3	-15.9
		RST	57.4	56.2	44.0	-1.2	-12.2	-13.4	3.3	2.5	-11.4
	Females	LUC	56.3	44.8	33.4	-11.5	-11.4	-22.9	2.0	-9.9	-21.8
		RST	57.9	49.2	40.0	-8.7	-9.2	-17.9	3.8	-5.5	-14.4
25 to 54 years of age	Both sexes	LUC	82.7	79.3	72.5	-3.4	-6.8	-10.2	0.4	-2.9	-10.3
		RST	81.7	79.7	71.2	-2.0	-8.5	-10.5	1.5	-0.7	-9.3
	Males	LUC	85.9	83.4	75.7	-2.5	-7.7	-10.2	0.6	-2.0	-10.2
		RST	84.0	82.7	73.2	-1.3	-9.5	-10.2	1.4	0.0	-9.3
	Females	LUC	79.6	75.3	69.3	-4.3	-6.0	-10.3	0.2	-3.9	-10.4
		RST	79.5	76.6	69.1	-2.9	-7.5	-10.4	1.7	-1.4	-9.4
55 to 64 years of age	Both sexes	LUC	64.4	61.1	55.6	-3.3	-5.5	-8.8	1.6	-1.5	-7.4
		RST	57.2	56.7	50.7	-0.5	-6.0	-6.5	-0.4	-1.2	-7.6
	Males	LUC	69.5	66.8	60.6	-2.7	-6.2	-8.9	2.5	-0.2	-6.6
		RST	59.3	60.4	53.0	1.1	-7.4	-6.3	-2.3	-2.4	-9.8
	Females	LUC	59.4	55.6	50.7	-3.8	-4.9	-8.7	0.7	-2.7	-8.2
		RST	55.0	52.8	48.3	-2.2	-4.5	-6.7	1.4	-0.2	-5.3
65 years of age and over	Both sexes	LUC	14.2	13.0	12.0	-1.2	-1.0	-2.2	0.4	-0.7	-1.9
		RST	13.4	13.2	12.2	-0.2	-1.0	-1.2	-0.1	-0.4	-1.0
	Males	LUC	18.7	17.1	15.9	-1.6	-1.2	-2.8	1.0	-0.5	-2.1
		RST	18.2	18.2	17.1	0.0	-1.1	-1.1	0.5	0.4	-0.3
	Females	LUC	10.3	9.4	8.7	-0.9	-0.7	-1.6	-0.2	-1.0	-1.7
		RST	8.9	8.2	7.4	-0.7	-0.8	-1.5	-0.5	-1.3	-1.8

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2. Number employed as percent of the population in each age group.

Source: Statistics Canada. Labour Force Survey. Table 14-10-0105-01.

Percent employed in April, 2020 48.2% in rural and small town Canada 52.1% in larger urban centres



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* **Rural & small town** (RST) individuals reside outside a CMA or CA.

Source: Statistics Canada. Labour Force Survey. Table 14-10-0105-01.

Context

- Canada's **rural population is growing, but not everywhere**. The rural population is growing near cities, in cottage country and in the north. Data for the rural and small town population are shown in
 - Bollman, Ray D. (2017) **Rural Demographic Update: 2016** (Guelph: Rural Ontario Institute) (<http://www.ruralontarioinstitute.ca/file.aspx?id=26acac18-6d6e-4fc5-8be6-c16d326305fe>).
- 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.

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>).

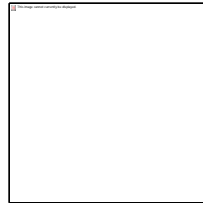
Bollman, Ray D. (2014) **Rural Canada 2013: An Update -- A statement of the current structure and trends in Rural Canada**. Paper prepared for the Federation of Canadian Municipalities. (<http://crrf.ca/rural-canada-2013-an-update/>)

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/p6xl84bcdp/?launcher=false&fcsContent=true&pbMode=normal)

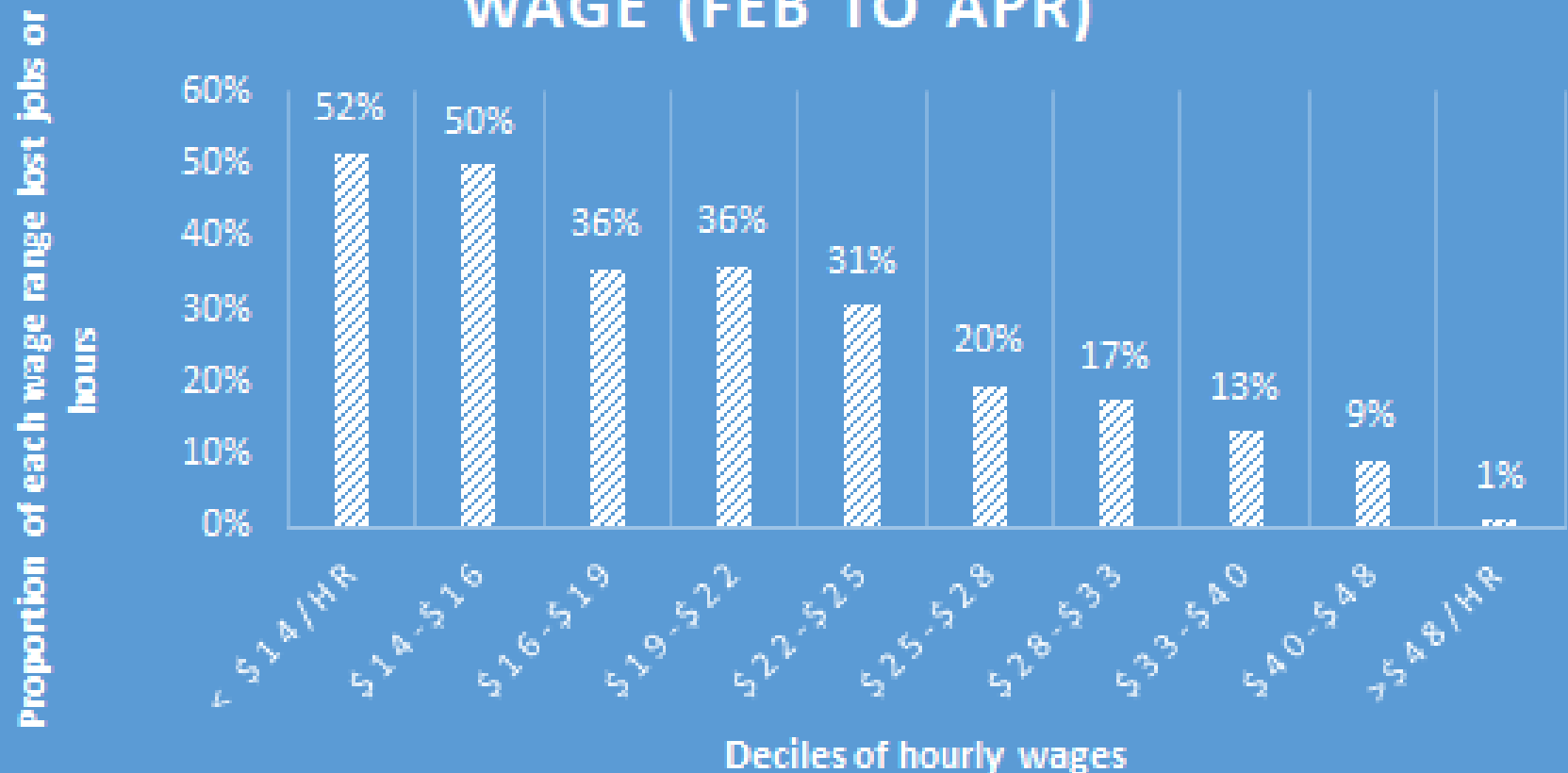
Bollman, Ray D. (2016) **Maps of sub-provincial demographic levels and trends annually to 2015** (<http://www.ruralontarioinstitute.ca/uploads/userfiles/files/Maps%20of%20Sub-provincial%20Demography%20to%20July%202015%20-%20Updated%20Feb%202016%20-%20201.pdf>)

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).



JOBS OR MAJORITY OF HOURS LOST BY WAGE (FEB TO APR)



Source: February and April 2020 Labour Force Survey PUMF, excludes self employed

RELATIVE IMPORTANCE IN 2020, SO FAR

ACCIDENTAL FIRE



ACCIDENTAL FIRE

Employment in rural and small town areas 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 9, 2020

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Memorial University