

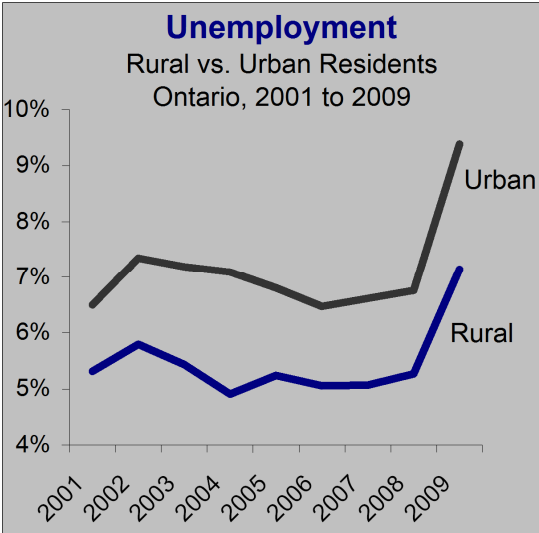
# Workforce Focus

From the Four County Labour Market Planning Board  
Serving Bruce Grey Huron Perth

**In this Issue:**  
**Rural Transitions**

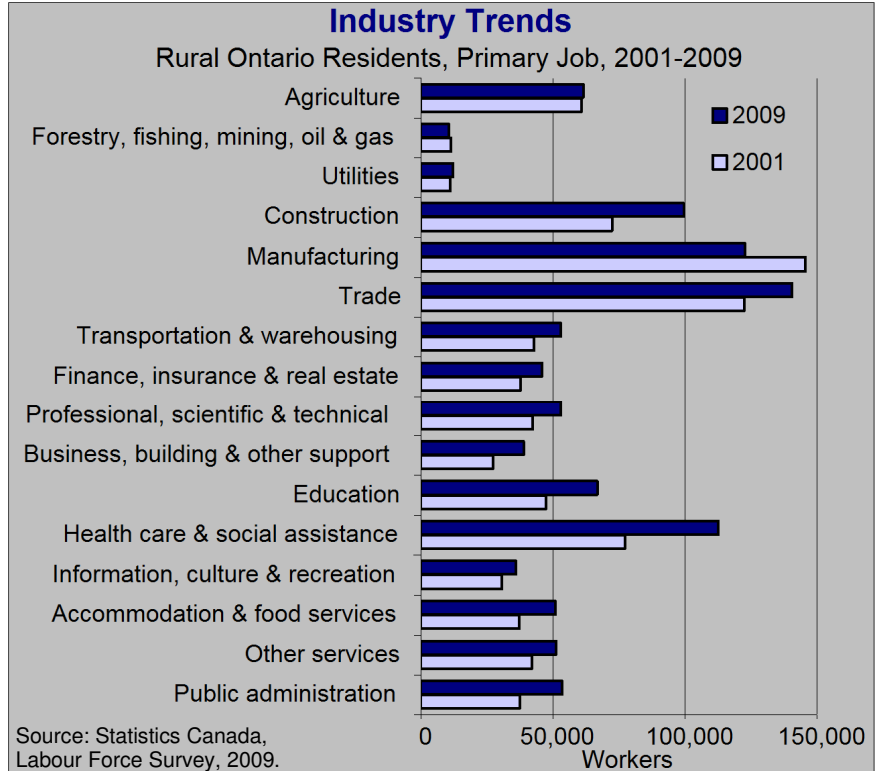
- Employment
- Demographics
- Education

**Defining Rural:** Areas with a population of less than 1,000 people and fewer than 400 persons per square kilometer. This includes the population in the rural fringes of census metropolitan areas and census agglomerations.



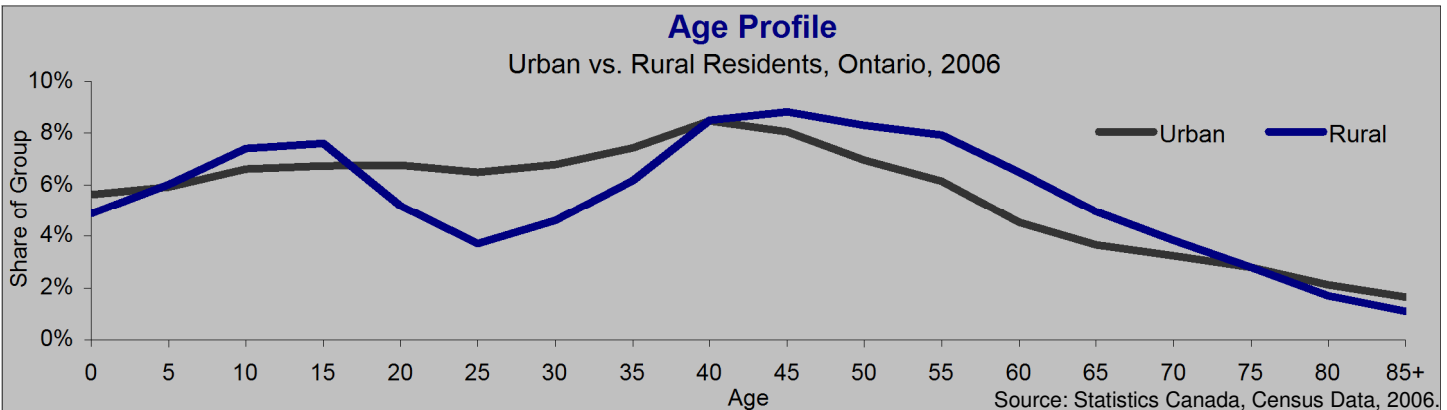
Though the unemployment rate of Ontario's rural areas has been consistently lower than that of urban areas, it too rose sharply during the recent recession. Unemployment in rural areas reached a high of 9% in April 2009, but has since declined to 6.2% as of June 2010. Urban areas of Ontario had a high of 10.7% unemployment in July 2009, while the rate has declined to 8.7% as of June 2010.

Source: Statistics Canada, Labour Force Survey, 2009.



Amongst rural residents, healthcare and social assistance gained over 35,000 jobs from 2001 to 2009 while construction gained over 27,000. Manufacturing employment fell by 23,000 workers during this period.

Source: Statistics Canada, Labour Force Survey, 2009.



Rural areas have a significantly lower share of people age 20 to 35. This is often due to the trend of young adults moving to metropolitan areas to pursue their education or find a job.

### Population Groups

Shares of Rural and Urban Populations  
Bruce-Grey-Huron-Perth, 2006

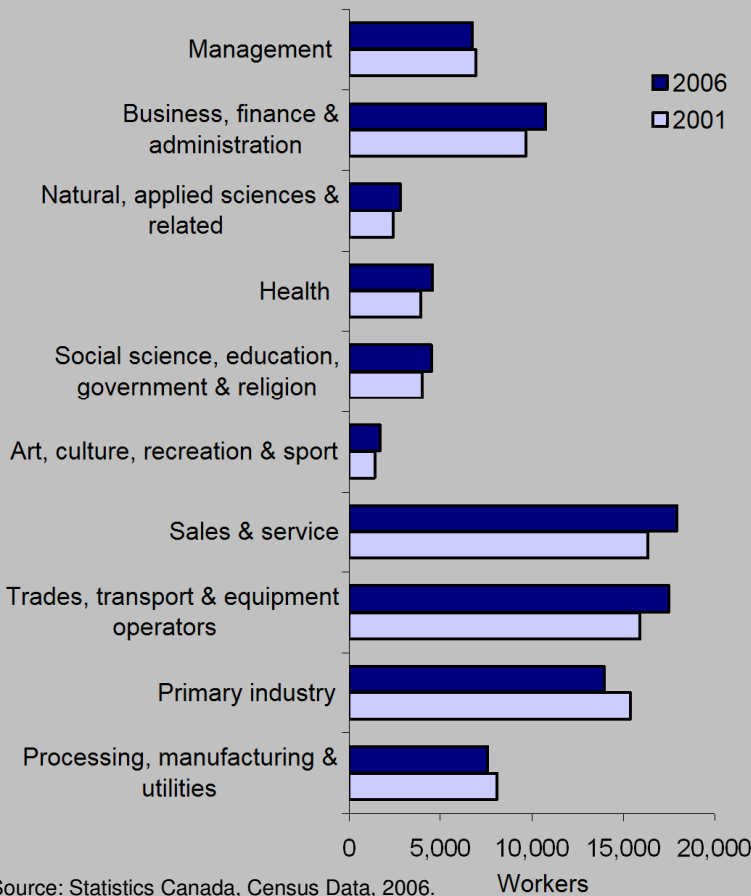
	Rural Population	Urban Population
Visible Minorities	1.0%	2.5%
Recent Immigrants	0.6%	0.7%

Source: Statistics Canada, Census Data, 2006.

Though this rural area's visible minority population grew by 320 people from 2001 to 2006, the group still represents only 1% of the total rural population. Like most rural regions of Ontario, recent immigrants comprise a very small share of this rural population.

### Rural Workforce

Local Rural Residents by Occupation Group  
Bruce-Grey-Huron-Perth, 2001-2006



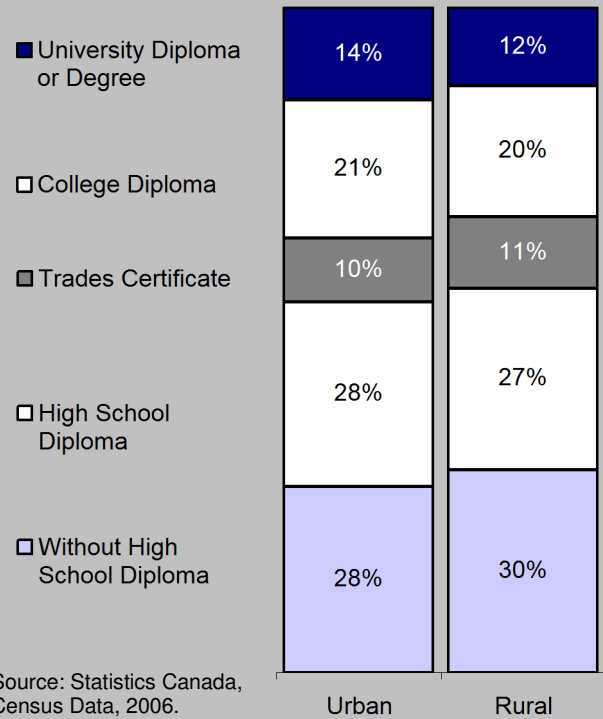
Source: Statistics Canada, Census Data, 2006.

Workers

Trades, transport and equipment operators, and sales and service occupations each grew by over 1,500 workers amongst local rural residents from 2001 to 2006. Primary industry occupations (largely farmers) lost over 1,400 workers during this time.

### Educational Attainment

Urban vs Rural Residents  
Bruce-Grey-Huron-Perth, 2006



Source: Statistics Canada, Census Data, 2006.

Typical of most rural areas in Ontario, the collective education level of the local rural population is slightly lower than that of local urban populations.

### Rural Population Change

Bruce-Grey-Huron-Perth

	Rural net change 2001-2006	Rural share of region, 2006	Rural share of region, change 2001-2006
Perth County	-616	34%	-1.2%
Grey County	+2,059	54%	+0.3%
Bruce County	+1,305	53%	+0.8%
Huron County	-477	60%	-0.4%
<b>Ontario</b>	<b>+61,648</b>	<b>15%</b>	<b>-0.4%</b>

Source: Statistics Canada, Census Data, 2006.

Though the rural population grew at the provincial level from 2001 to 2006, it did so at a slower rate than urban populations and now represents less of the total population. Locally, Bruce and Grey's rural populations grew and actually comprise slightly more of their total population than previously.

**EMPLOYMENT  
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