

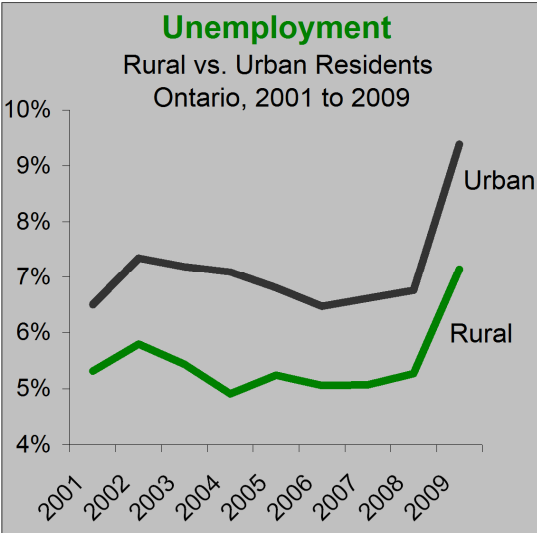
Workforce Focus

From the Workforce Planning Board of Grand Erie

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Rural Transitions

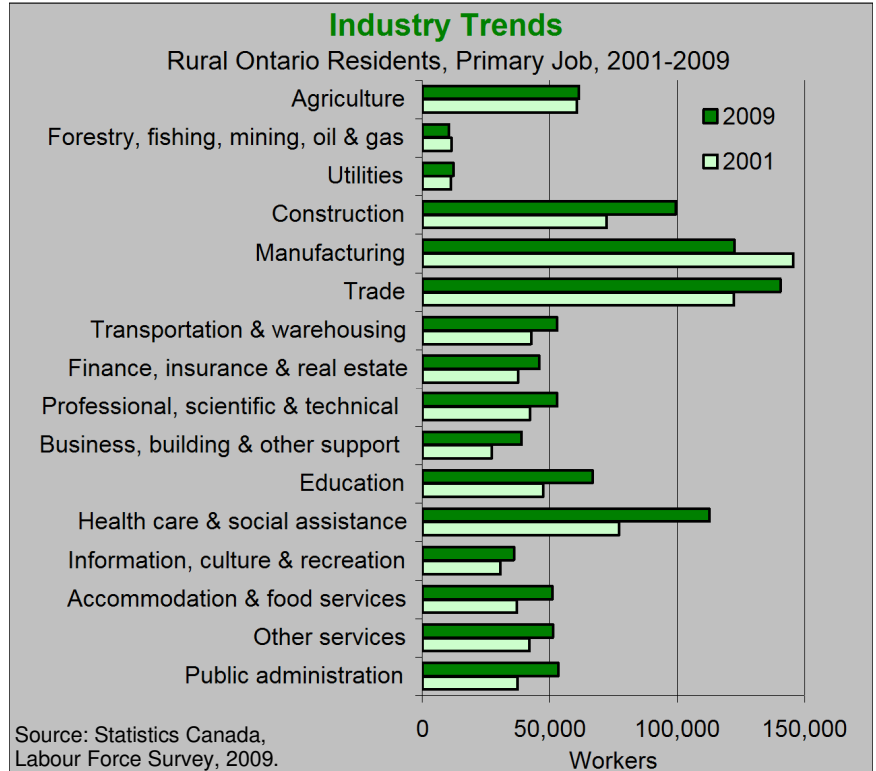
- Employment
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Defining Rural: Areas with a population of less than 1,000 people and fewer than 400 persons per square kilometer. This includes the population in the rural fringes of census metropolitan areas and census agglomerations.



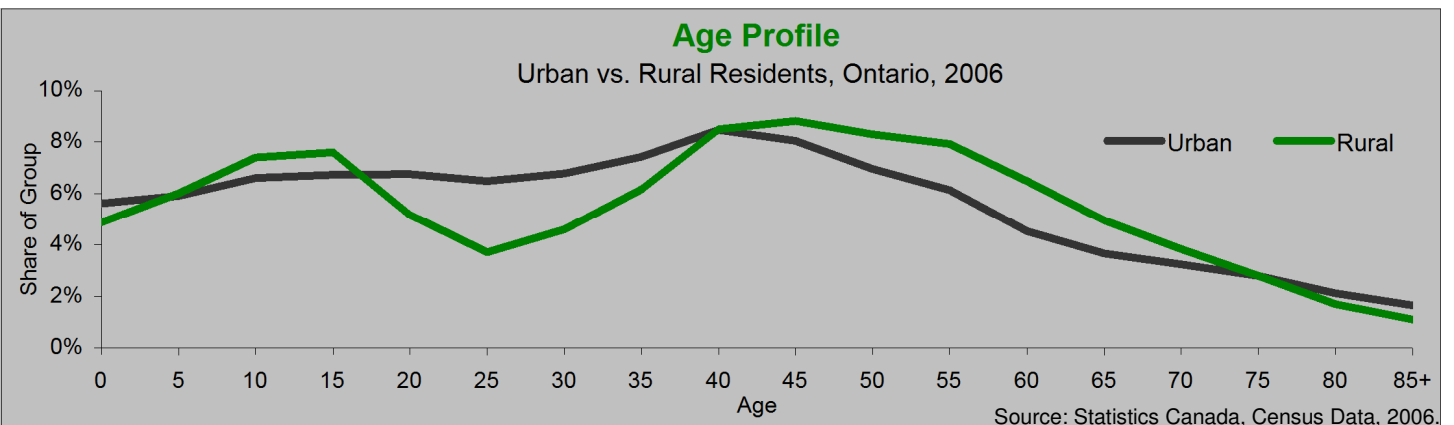
Though the unemployment rate of Ontario's rural areas has been consistently lower than that of urban areas, it too rose sharply during the recent recession. Unemployment in rural areas reached a high of 9% in April 2009, but has since declined to 6.2% as of June 2010. Urban areas of Ontario had a high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



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.



Rural areas have a significant 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.



For more information please contact The Workforce Planning Board of Grand Erie at: 1100 Clarence St. South, Suite 103B, Box 12, Brantford ON. N3S 7N8 (519) 756-1116
www.workforceplanningboard.org

Population Groups

Shares of Rural and Urban Populations
Brant-Haldimand-Norfolk, 2006

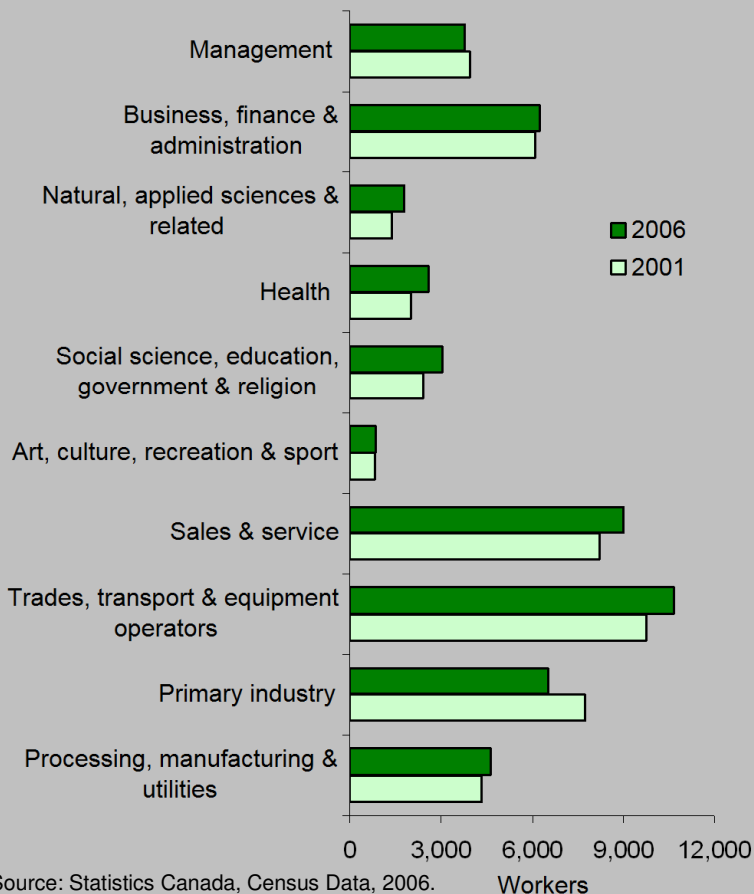
	Rural Population	Urban Population
Visible Minorities	1.3%	5.1%
Recent Immigrants	0.6%	0.9%

Source: Statistics Canada, Census Data, 2006.

Though this rural area's visible minority population grew by 155 people from 2001 to 2006, the group still represents only 1.3% 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
Brant-Haldimand-Norfolk, 2001-2006

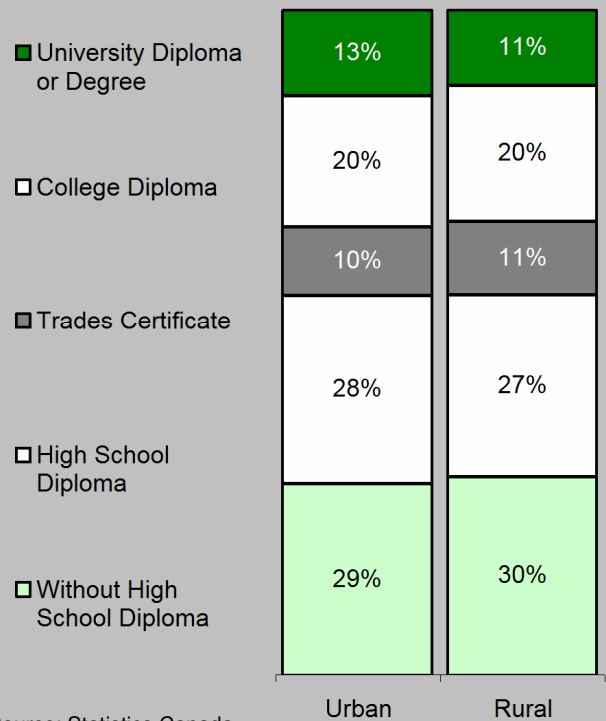


Source: Statistics Canada, Census Data, 2006.

Trades, transport and equipment operators grew by 900 workers amongst local rural residents from 2001 to 2006. Occupations unique to primary industry lost over 1,200 workers during this time.

Educational Attainment

Urban vs. Rural Residents
Brant-Haldimand-Norfolk, 2006



Source: Statistics Canada, Census Data, 2006.

Unlike most rural areas in Ontario, the collective education level of the local rural population is very similar to that of local urban populations.

Rural Population Change

Brant-Haldimand-Norfolk

	Rural net change 2001-2006	Rural share of region, 2006	Rural share of region, change 2001-2006
Brant	+995	15%	0%
Haldimand-Norfolk	+832	54%	-0.9%
Ontario	+61,648	15%	-0.4%

Source: Statistics Canada, Census Data, 2006.

Though the provincial rural population grew from 2001 to 2006, it did so at a slower rate than urban populations and now represents less of the total population. Haldimand-Norfolk's rural population experienced a similar trend by growing, yet at a slower rate than local urban areas.

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