

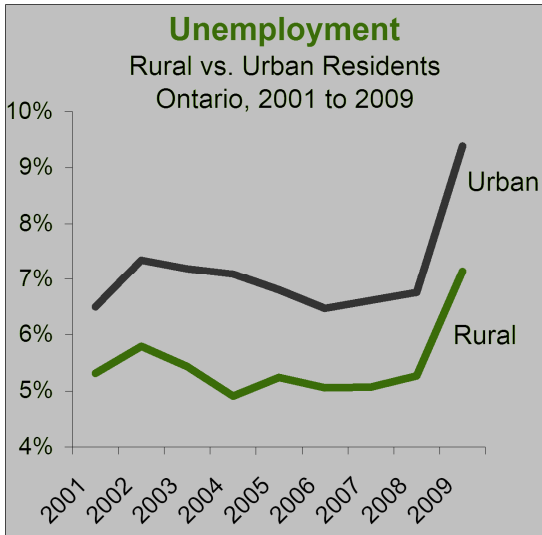
# Workforce Focus

From the Workforce Planning Board  
of Waterloo Wellington Dufferin

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

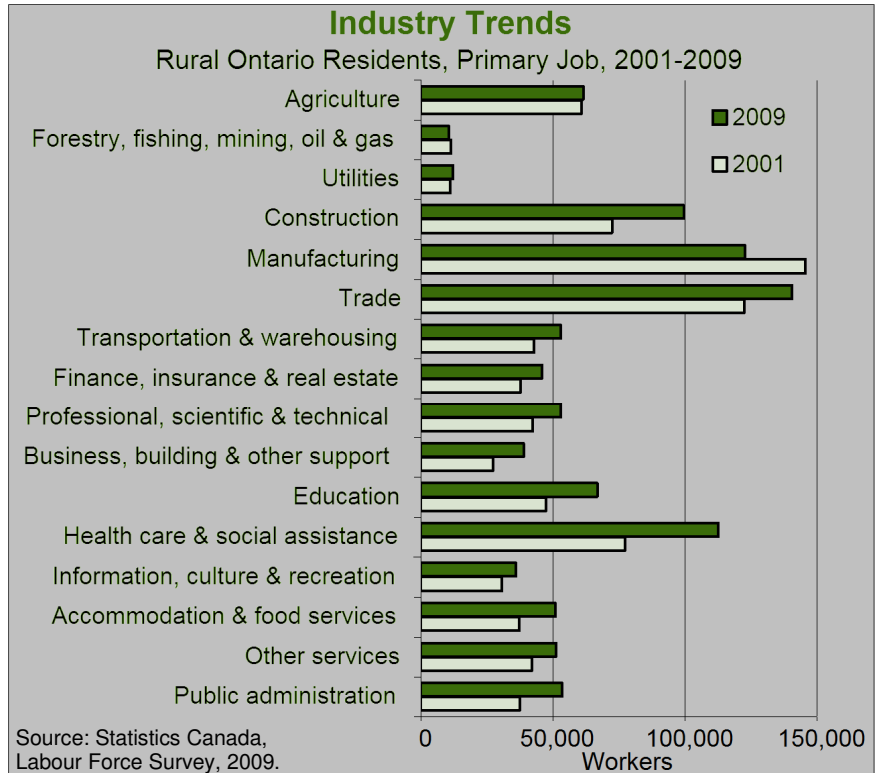
- Employment
- Demographics
- Education

**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.



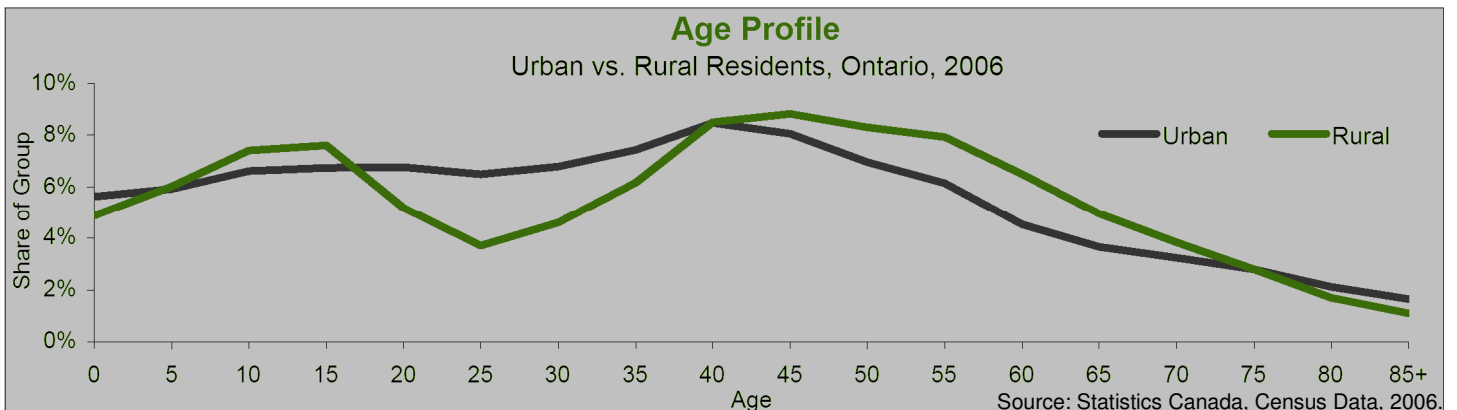
Though the unemployment rate of Ontario's rural areas has been consistently lower than that of urban areas, it too rose sharply during the recent recession. Unemployment in rural areas reached a high of 9% in April 2009, but has since declined to 6.2% as of June 2010. Urban areas of Ontario had a high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



**Workforce Planning Board**  
of Waterloo Wellington Dufferin

*Guiding Today's Workforce for Tomorrow's Workplace*

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### Population Groups

Shares of Rural and Urban Populations  
Waterloo-Wellington-Dufferin, 2006

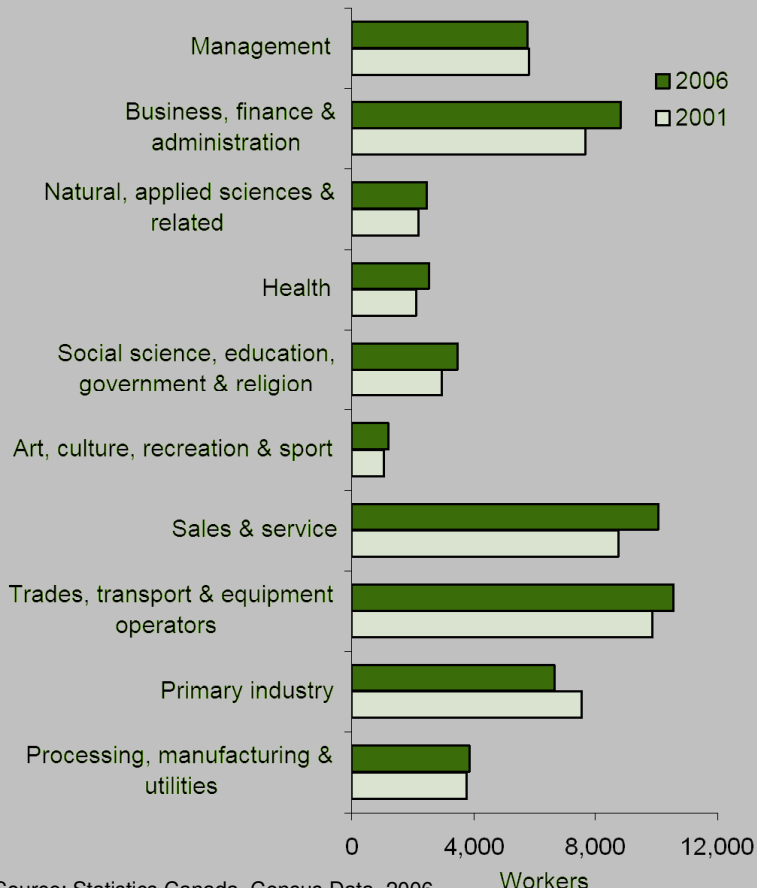
	Rural Population	Urban Population
Visible Minorities	1.9%	12.6%
Recent Immigrants	1.1%	3.4%

Source: Statistics Canada, Census Data, 2006.

Though this area's rural visible minority population grew by 350 people from 2001 to 2006, the group still represents only 1.9% of the total rural population. Like most rural regions of Ontario, recent immigrants comprise a very small share of the rural population.

### Rural Workforce

Local Rural Residents by Occupation Group  
Waterloo-Wellington-Dufferin, 2001-2006

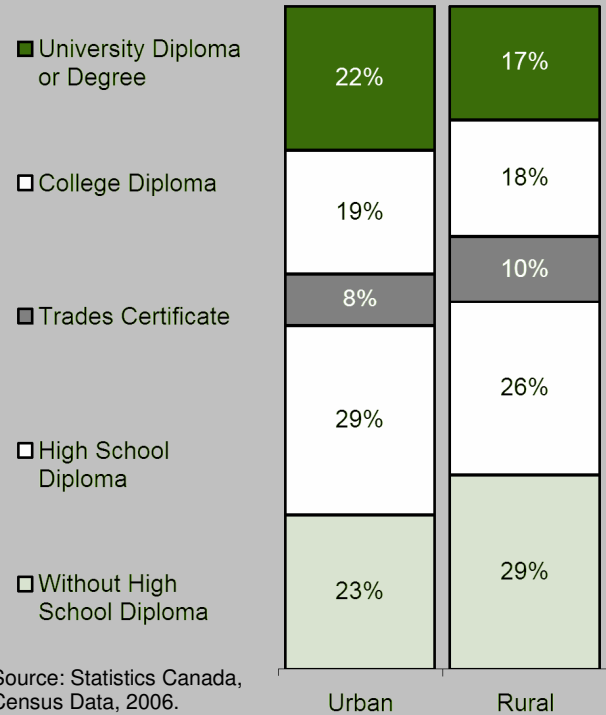


Source: Statistics Canada, Census Data, 2006.

Sales and service occupations and business, finance and administration occupations each grew by over 1,100 workers amongst local rural residents from 2001 to 2006. Primary industry occupations (largely farmers) lost over 900 workers.

### Educational Attainment

Urban vs. Rural Residents  
Waterloo-Wellington-Dufferin, 2006



Source: Statistics Canada, Census Data, 2006.

The collective education level of the local rural population is slightly more concentrated in the trades than that of local urban populations.

### Rural Population Change

Waterloo-Wellington-Dufferin

	Rural net change 2001-2006	Rural share of region, 2006	Rural share of region, change 2001-2006
Waterloo	+1,571	7%	-0.2%
Wellington	+2,556	23%	-0.2%
Dufferin	+947	34%	-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. Each of this region's rural populations experienced a similar trend by growing, yet at a slower rate than local urban areas.

**EMPLOYMENT ONTARIO**

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THE VIEWS EXPRESSED IN THIS DOCUMENT DO NOT NECESSARILY REFLECT THOSE OF THE GOVERNMENT OF ONTARIO.

Workforce Focus is an original publication of the Elgin, Middlesex, Oxford Local Training Board