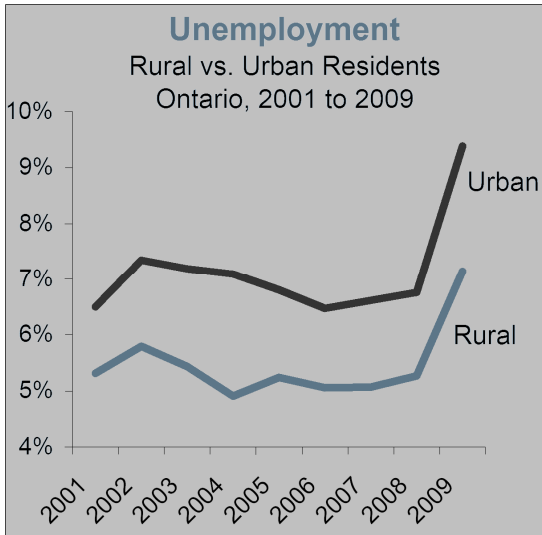


Workforce Focus

From The Labour Market Group
Nipissing — Parry Sound

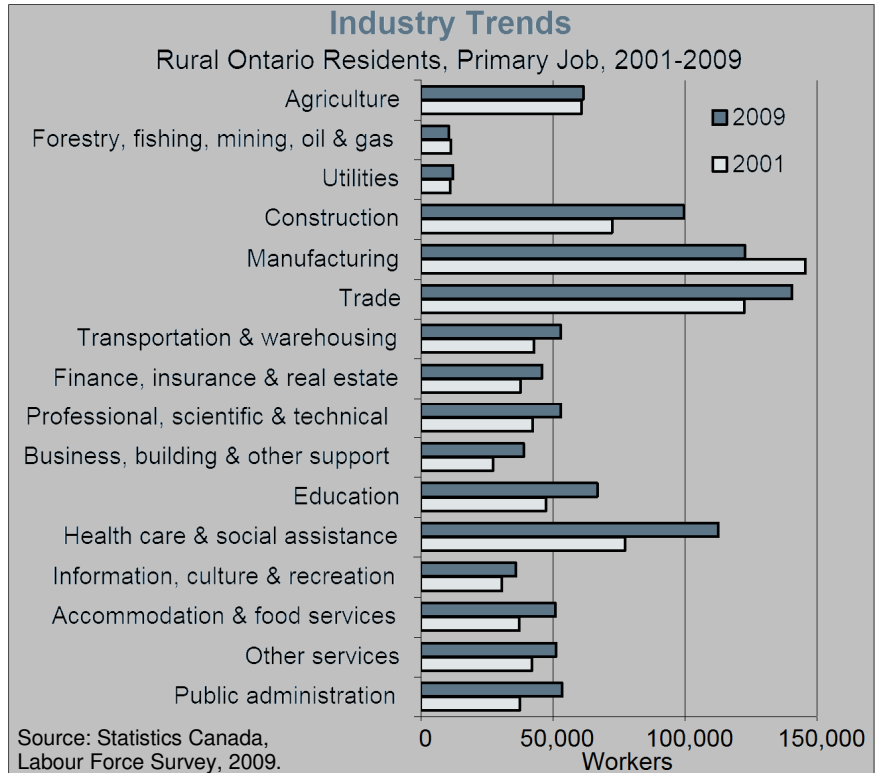
- In this Issue:**
- Rural Transitions
 - Employment
 - Demographics
 - Education

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.



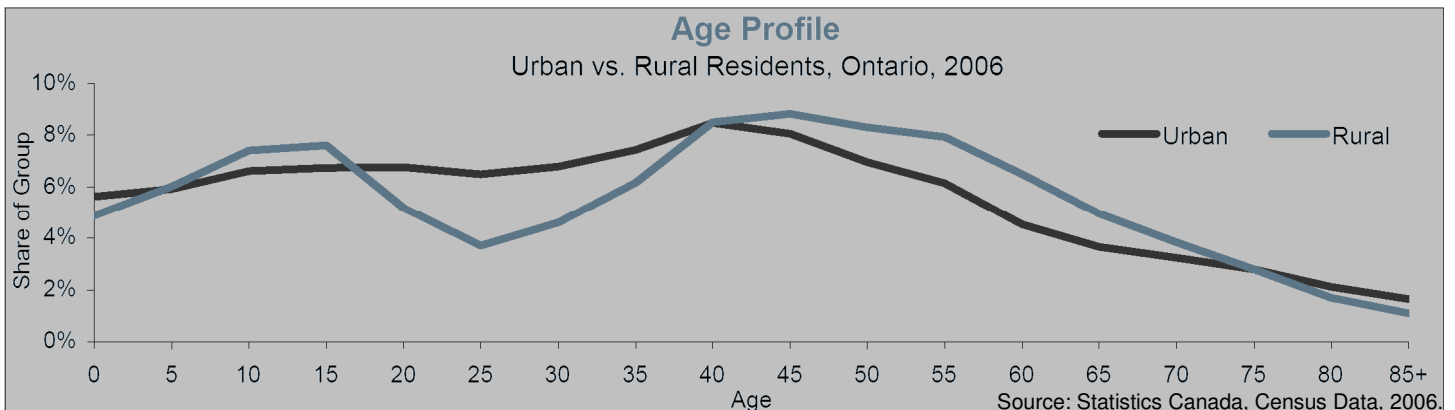
Though the unemployment rate of Ontario's rural areas has been consistently lower than that of urban areas, it too rose sharply during the recent recession. Unemployment in rural areas reached a high of 9% in April 2009, but has since declined to 6.2% as of June 2010. Urban areas of Ontario had a high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



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.



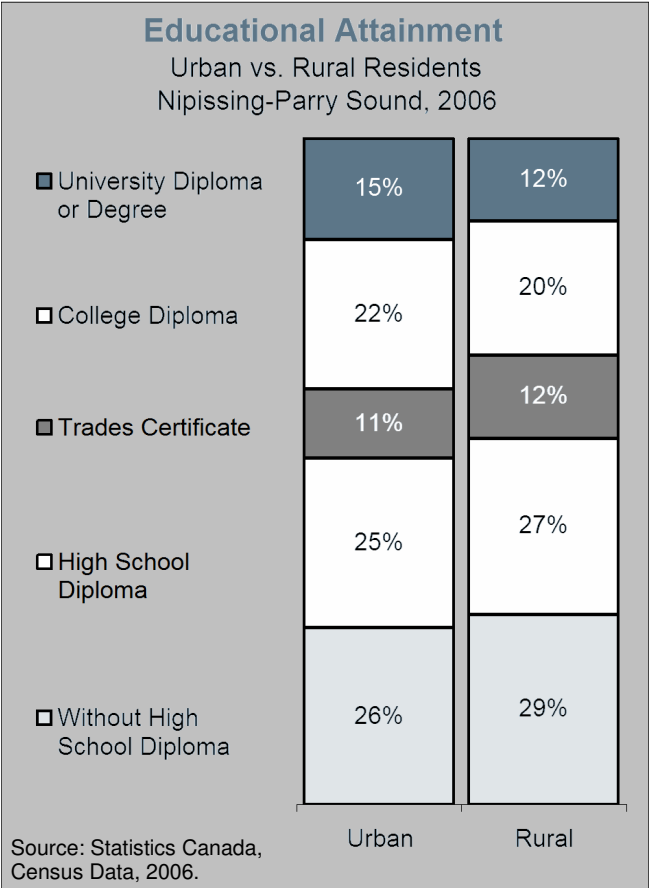
Population Groups

Shares of Rural and Urban Populations
Nipissing-Parry Sound, 2006

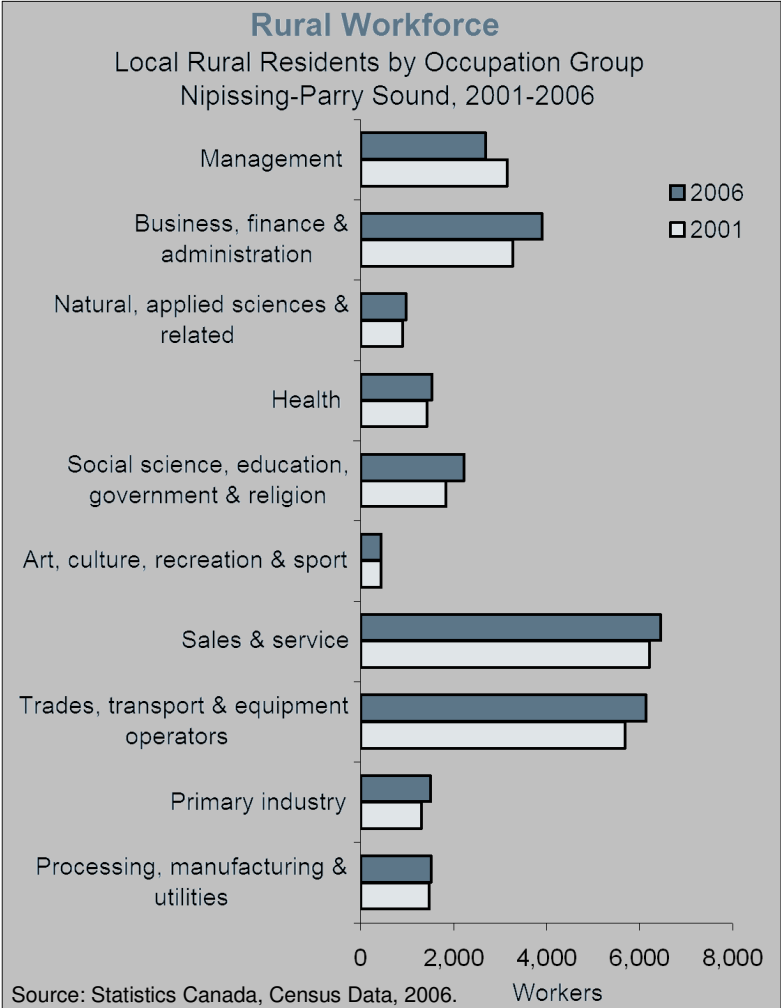
	Rural Population	Urban Population
Visible Minorities	0.6%	2.1%
Recent Immigrants	0.2%	0.4%

Source: Statistics Canada, Census Data, 2006.

This rural area's visible minority population decreased by 75 people from 2001 to 2006, and now represents 0.6% of the total rural population. Like most rural regions of Ontario, recent immigrants comprise a very small share of this rural population.



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.



Occupations in business, finance and administration grew by 600 workers amongst local rural residents from 2001 to 2006. Management lost over 400 workers during this time.

Rural Population Change

Nipissing-Parry Sound

	Rural net change 2001-2006	Rural share of region, 2006	Rural share of region, change 2001-2006
Nipissing	+543	29%	0%
Parry Sound	+1,337	76%	+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. Parry Sound's rural population grew and actually comprises slightly more of its total population than previously.



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