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Rural and Small Town Employment: Structure by Industry

Prepared by
Roland Beshiri and Ray D. Bollman
Research and Rural Data Section

Statistics Canada, Agriculture Division
Jean Talon Building, 12th floor
Tunney's Pasture
Ottawa, Ontario K1A 0T6

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Introduction

The rural industrial picture is quickly changing in Canada. As in most western nations primary industries are losing jobs and the service sector is employing more people every year. Some of this is a function of on-going substitution of capital for labour in production processes. Some is due to increased rural tourism and the services that it demands. National, provincial and local decision-makers need an understanding of these rural trends and the mix of employment among the industrial sectors to create policies and strategies that best meet the needs of rural areas. The purpose of this paper is to investigate the changing structure of employment among industrial sectors in rural and small town (RST) Canada between 1987 and 1999.

Methodology

Data Sources

The Labour Force Survey (LFS) was used to collect the employment data. Employed people are defined as people aged 15 years and older who are employed by others (full and part-time) or self-employed during the reference week of the survey.

Box 1	NAICS Industry Details
GOODS:	
Primary: agriculture production; forestry and logging, fishing, hunting and trapping; mining, oil and gas extraction, (includes all primary service/support activities)	
Manufacturing:	
Traditional: food; beverages and tobacco; textile mills; textile products; clothing; leather; wood; paper; plastic and rubber; furniture and related	
Complex: printing, petroleum and coal; chemical; non-metallic minerals; primary metals; fabricated metal; machinery; computer and electronics; electrical; transportation equipment; miscellaneous	
Construction: prime contracting; trade contracting	
SERVICES:	
Distributive:	
Utilities: electrical; natural gas; water, sewage and other systems	
Wholesale trade	
Retail trade	
Transportation and warehousing	
Information and culture: publishing, motion picture and sound recording, broadcasting, information/data processing services	
Producer:	
Finance and insurance	
Real estate	
Lessors of non-financial intangible assets: (i.e., handles patents, trademarks, brand names, franchise agreements)	
Management of companies and enterprises: (i.e., holding companies, head offices)	
Professional, Scientific and technical services: (e.g., lawyers, accountants, architects, computer systems)	
Administrative and support, Waste management and remediation services: (e.g., office service, employment services, business support services, telephone call centres and waste services)	
Personal:	
Arts, entertainment and recreation	
Accommodation and food	
Automotive Equipment Rental and leasing	
Consumer goods rental: (i.e., rental of goods and equipment to local markets – e.g., appliances and electronics, formal wear)	
General rental centres: (i.e., rental of goods and equipment to local markets – e.g., lawn care, banquets)	
Other Services: (e.g., vehicle repair, laundry services, hair care)	
Social: (i.e., public services)	
Education	
Health care and social assistance	
Federal government and international	
Provincial and territorial government	
Local municipal, regional and Aboriginal	

Workers are listed by their main job only. This survey and therefore this paper details employment type by residence of the worker, as opposed to place of employment. This data has the potential to distort. For example, the LFS may report a person working in manufacturing in a rural town. For analysis purposes it is assumed that the person lives in this rural town and is self-employed or works for a local business. But this person may actually be working in a nearby major urban area or may telework.

The employment data was classified into different industries by the North American Industrial Classification System, 1999 or NAICS. This was mainly done at the two or three digit code levels. The industries breakdown used in this paper are detailed in the Box 1.

A concern of using sampled data is the sample size. Is it big enough? Indeed, with rural data collection this is a very real concern. All the employment data analysed in this paper is within a coefficient variation (CV) of 10%¹, unless otherwise stated.

Geography

The problem of rural people commuting to urban areas for work is somewhat alleviated by the geography that has been chosen to define rural and urban. Our definition of rural is the population that lives outside of larger urban areas (Census Metropolitan Areas (CMAs) and Census Agglomerations (CAs)). This rural area is called Rural and Small Town (RST). This area essentially excludes areas where the majority of workers commute to an urban core or have strong socio-economic connections with the urban core (see Box 2).

<p>Box 2 Definition of 'Rural and Small Town' (RST) Canada</p> <p>Rural and Small Town (RST) refers to the population living outside the commuting zones of larger urban centres – specifically, outside Census Metropolitan Areas (CMAs) and Census Agglomerations (CAs). RST areas have the following features:</p> <ul style="list-style-type: none">. a population of 1 - 9,999. where less than 50% of the employed individuals commute to a CMA/CA and less than 25% commute from a CMA/CA <p>A CMA has an urban core of 100,000 or over and includes all neighbouring municipalities where 50% or more of the labour force commutes into the urban core. A CA is an urban core of 10,000 to 99,999 and abides by the same commuting rule as CMAs.</p> <p>This paper excludes people employed in rural areas within CMA/CAs. These individuals live in places with less than 1,000 people, a population density of less than 400-people/sq. km. and no built up area greater than 2 km. in length. These individuals are excluded because they live within 'larger urban centre' labour markets where over one-half of their neighbours commute to a CMA or CA.</p>

Throughout this paper references to CMA/CA and urban are synonymous.

In 1995 the LFS changed its Census Agglomeration (CA) geographic boundaries from the 1981 designations to the new 1996 preliminary designation. Some CAs increased in population and area size since 1981. This occurred because of more people commuting from further distances to an urban area and/or to the spread of urban built-up areas into rural areas. The result for rural areas is a drop in population and employment numbers. While these people have not actually moved, for statistical purposes, their area designation has changed. These workers are now considered part of a larger urban area because most of them commute into a large urban area to work or because they live within a built-up area. This results, in 1994-95, in a problem of lost information. No clear accountability can be given to the change in employment level between these years. Was the employment change due to the actual employment change or was it due to the geographic boundary changes? This aspect is not researched in this paper. Rather it is left

¹ Table B: CVs for Estimates of Annual Averages for Canada and the Provinces in 'Guide to the Labour Force Survey', January 1997, p.26.

alone and the description of the employment's absolute changes and trends are limited to the years 1987 to 1994 (referred to as the first period) and 1995 to 1999 (referred to as the second period).

Canada's Economy, 1987-1999

The beginning of the first period (1987 to 1994) saw Canada recovering and expanding from the 1981-82 recession. While total employment had not returned to pre-recession levels, each year brought an increase in the total employment. As the last remnants of the baby boom population entered employment, gains were mainly made by the increasing participation of women. However, with the start of the 1990s another recession took hold. Consumer demand ebbed as job security became a concern and as businesses restructured – meaning layoffs - to offset declining sales and near record low profit margins. Consumers also had to contend with a weakening disposable income and higher direct taxes. As well, exports were sluggish due to a faltering recovery in the United States and a rising exchange rate. In the name of deficit cutting, debt reduction and the perceived need for less government many federal and provincial offices reduced their employment numbers. At the end of this period, 1994, the economy started to recover thanks to the strong economic growth of the United States, free trade, globalisation and a weak Canadian dollar.

At the start of the second period (1995 to 1999) while economic growth continued, consumer confidence still waned as unemployment reached over 10% in 1995 and 1996 and consumers maintained a low confidence in the economy's prospects. The government continued their fiscal restraint as a means to decrease their deficits and debts. However, this 'jobless recovery' changed in 1997 as domestic spending increased with the help of both low inflation and interest rates. The unemployment rate decreased to single digits. Businesses splurged on equipment/technology investments. 1998 continued with a fourth year of economic and job growth, despite the Asian crisis. While Canada's exports increased, its domestic demand still refused a major upswing. This was due to a tumble in the financial markets and persistently low saving rates of consumers which made them leery to spend more. The year 1999 continued like 1998 except domestic markets increased as business and consumers spent more. Businesses spent to ensure Y2K compliance. Consumers saw their personal income grow and bought big-ticket items. The robust US economy and a low Canadian dollar ensured increasing exports. The result was greater employment and an unemployment rate of 6.8% by the end of the year. This was the lowest unemployment rate since spring of 1976.

Therefore, the years used in this paper correspond to the middle of a recovering economy at the beginning of the first period (1987) through a recession (1990-92) and ends during a time of recovery (1994). The second period starts during this same recovery (1995) and ends during an economic expansion (1999).

Structure of this paper

This paper starts with a broad description of rural employment changes in Canada. An industry and provincial breakdown follows. Particular detail is given to rural manufacturing and services. Throughout this paper there are comparisons to urban areas. The final section reviews the Canadian rural intensity of industries with the use of location quotients. A summary completes the paper.

Rural and small town employment increased, almost keeping up to urban

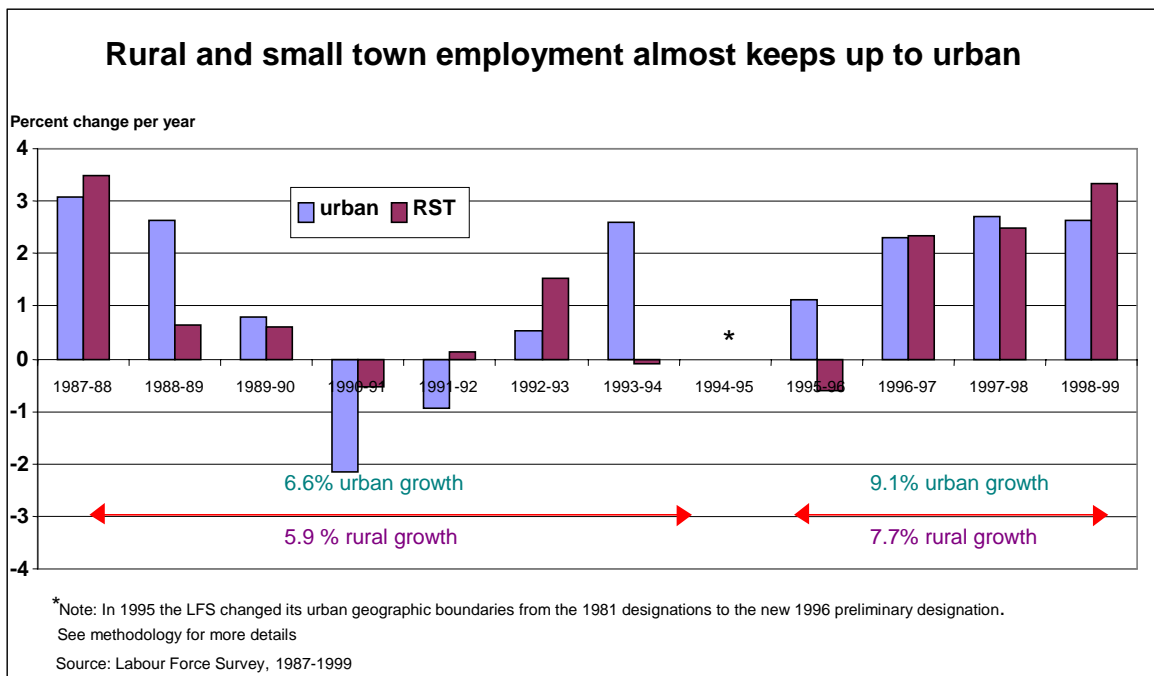
From 1987 to 1994 the total number of people employed in RST had increased almost 6% from 2.8 million to almost 3 million. While the reclassification of the sample in 1995 created an absolute loss, the data revealed an increase in rural employment of 7.7% from 1995 to 1999. This increase is not too far behind the second period CMA/CA employment increase of 9.1%.

Figure 1 shows that during the first period rural employment increased more than urban during the recession. During the second period, the economic recovery, rural employment gains beat-out the urban gains for two of those years.

The increase in rural employment corresponds to a general rural population resurgence documented by Mendelson and Bollman². While there is much provincial and regional variation the Canadian RST population is increasing. Most of the growth was found in the small towns, especially those on the edge of urban commuting zones. Rural and small town Canada is very active with new jobs and in-migration.

While absolute employment numbers were increasing, the share in RST was not increasing. From 1987 to 1994 the RST share of total employment hovered around 23%. Since the 1995 adjustment the share had decreased and remained at about 19%.

Figure 1

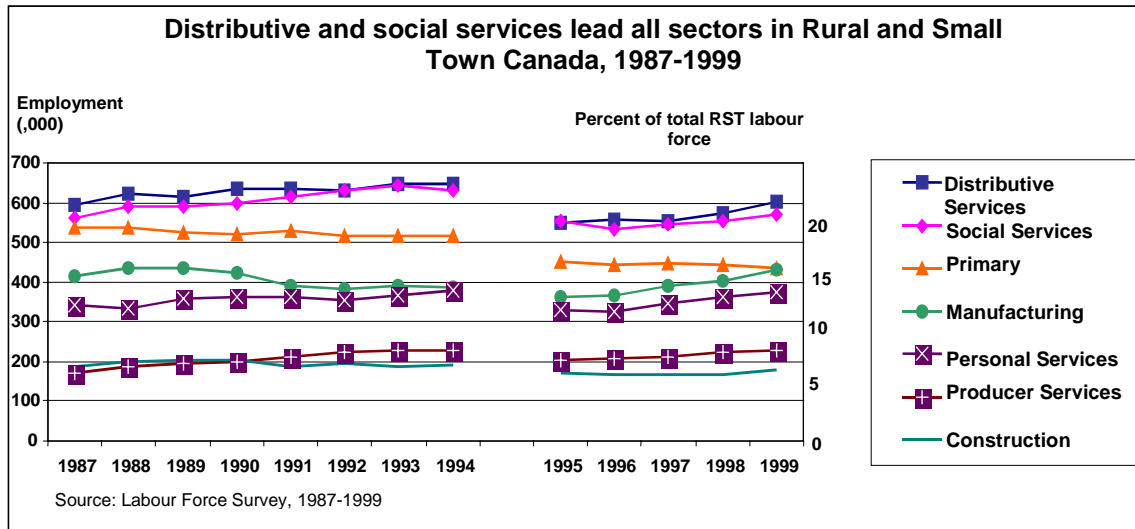


Rural and Small Town primary industries continue to lose their share of jobs, while other sectors are rebounding

Figure 2 shows the RST employment changes of the seven main industries. In 1999 distributive services ranked first with 603,000, followed by social services with 570,000. Primary and manufacturing vied for third spot with 434,000 and 431,000 respectively. There was significant movement within Canadian RST employment, between 1987 and 1994. The net flow of

² Robert Mendelson and Ray D. Bollman, 'Rural and Small Town Population is Growing in the 1990's' Rural and Small Town Canada Analysis Bulletin, Statistics Canada, Cat. no. 21-006-XPB. While the rural and small town (RST) population, as a share of Canada's total population, is declining – from 34% in 1976 to 22% in 1996 – the RST is experiencing a growing population. This trend was not that obvious when perusing the official data because of the reclassification of RST boundaries to urban areas. When the boundaries are held constant there was a 3% population increase from 1986 to 1991 and 4% increase from 1991 to 1996.

Figure 2

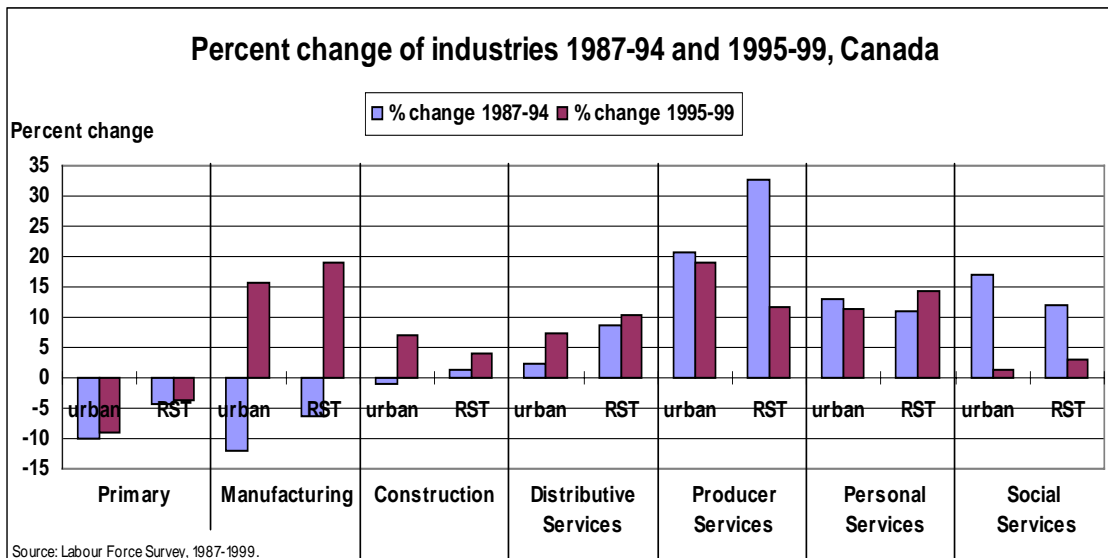


employment shows that about 49,000 workers left primary and manufacturing industries. And about 215,000 workers moved into construction, and all the service industries. There was a net increase of 166,000 workers over these first eight years. During the following five years (1995 to 1999) primary industries continued to lose people, about 16,000, and about 219,000 moved into the other industries. Thus, there was a net positive difference of about 203,000. This difference may help explain some of the increasing population of RST areas.

Comparing RST and urban employment change – during the economic recovery RST fared better in manufacturing and most services

In Figure 3 it can be seen that during the first period (1987-94) RST and urban areas lost employment in two goods-producing sectors – primary and manufacturing, however RST lost at a less rate. RST managed to increase construction employment while urban lost. For all goods industries RST lost 4.1% of their jobs while urban lost 9.3% of their jobs.

Figure 3



RST did significantly better with two services - distributive and especially producer services, but fared less well than urban areas with the other two services – personal and social. However, the RST personal services proportional increase was very close to the urban proportional increases in employment. The RST social services proportional increase was about 5% less than urban's and may lend credence to the rural complaints of less health care and/or less government presence. In summary, during this period employment growth for total services industries for RST and urban were about the same: about 13% and 12% respectively.

In the second period RST again lost primary industry employment but again fared better than urban areas. RST and urban both increased their manufacturing employment but RST fared better. Urban construction employment turned around for the positive and did slightly better than RST. Urban's employment gains almost doubled RST's of 6% for all goods industries for this time period.

Again both RST and urban increased in distributive services and again RST came out ahead. The producer services employment increase was greater in urban areas, reversing the previous trend. Personal services employment increased slightly more in RST than urban areas, again reversing the previous trend. And finally, social services showed a much smaller increase than the previous period in both areas, but RST fared slightly better. As in the previous period, RST's total service industries proportional employment gain surpassed urban's with a gain of 8.8% compared to urban's 8.5% gain.

RST and urban labour forces are becoming similar

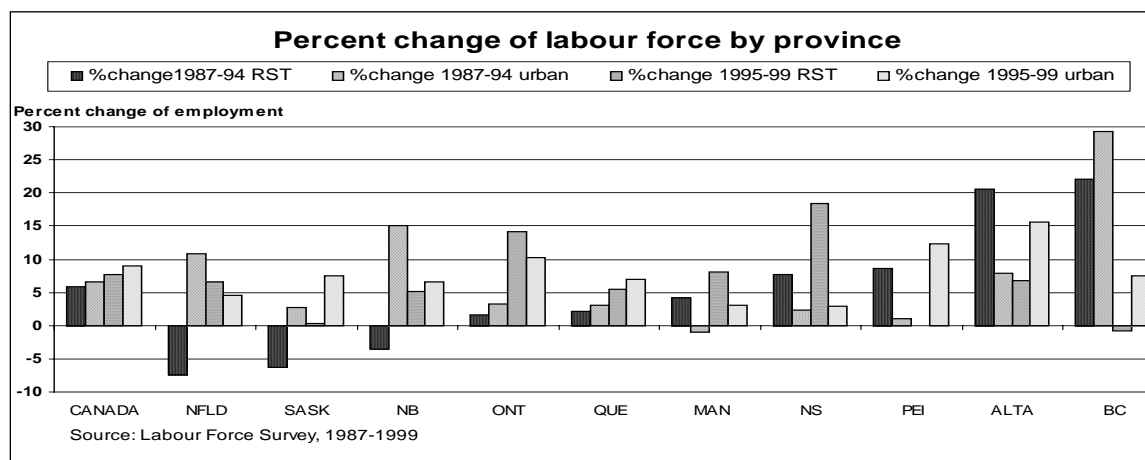
The top two leaders in RST employment are distributive and social services from 1987 to 1999. These two services each represent about 21percent of the RST labour force, in 1999. Two goods industries – primary and manufacturing – that include about 15 percent each of the RST labour force followed next. The last two services, personal and producer followed, with construction last. It is interesting to compare the Rural and Small Town and the CMA/CA labour forces. Table 1 reveals that across Canada the labour force structure in RST is remarkably similar to urban. Only primary and producer services differ markedly.

INDUSTRY	Percent of Labour Force	
	RST	CMA/CA
Distributive Services	21.4	24.6
Social Services	20.2	22.5
Primary	15.4	2.1
Manufacturing	15.3	15.3
Personal Services	13.3	13.5
Producer Services	8.1	17.0
Construction	6.4	5.1
Total	100	100

Labour force by provinces – four provinces' RST exceeded their urban counterpart during the late 1990s recovery

The provinces are listed in Figure 4 in order of increasing positive percent change during the first

Figure 4



period (1987-94). During this period Newfoundland recorded the largest RST proportional employment decrease with -7.2%. Saskatchewan and New Brunswick followed with -6.4 and -3.6 respectively. In Newfoundland the losses were due mainly to the loss of food processing employment, which were mainly found in Newfoundland's RST. In Saskatchewan it was mainly a 22% loss of employment in farming. And in New Brunswick it was a mixture of employment losses in the manufacturing of food, wood and paper product and construction. Newfoundland and New Brunswick had some of the highest urban proportional employment increases, indicating that some of the RST workers were migrating to the cities.

The provinces of Ontario, Quebec and Manitoba had RST employment increases of between 2% and 4% during this first period. While Ontario and Quebec's urban employment proportional gains were greater than their RST, Manitoba's urban areas actually lost employment. Ontario's greatest rural employment losses were in manufacturing and the primary sector of mining and Quebec's losses were mainly in manufacturing. The RST gains in Ontario were in producer and social services, in Quebec the RST gains were mainly in producer and distributive services. In RST Manitoba the employment gains were found in personal and distributive services.

Nova Scotia and Prince Edward Island had employment RST increases of about 8% that surpassed their urban counterpart. Employment gains were mainly made in social services and losses were mainly in manufacturing in Nova Scotia. In Prince Edward Island employment gains were found in personal and distributive services, employment losses were found in the primary sector of farming.

Alberta and British Columbia had RST gains of over 20% during the first period. While RST Alberta surpassed its urban areas in proportional employment gains, British Columbia's urban areas still exceeded the already high RST gains. During this first period, RST Alberta gained in every industry. The largest gains were in the services of producer and personal. The largest employer - primary industries - increased significantly especially farming and mining/oil extraction. In British Columbia, only primary did not gain employment - due to losses in the fishing and mining sectors. The other industries all gained. The main industry employer gains were in the two services of personal and distributive and in the construction industry.

In the second period (1995-99) a very different picture of the labour force emerged. Each of the previous RST employment losing provinces (Newfoundland, Saskatchewan, New Brunswick) gained employment during the second period. It was the services that supported these provinces'

labour gains, while their primary industries lost employment. Newfoundland RST even exceeded its urban areas in terms of a proportional increase.

As well, Quebec, Ontario, Manitoba and Nova Scotia each surpassed their earlier period RST proportional gains and the latter three did better than their urban areas. Manufacturing in Quebec RST made strong employment gains. It became the top Quebec RST industry in employment. Only in RST Quebec does manufacturing play such a leading role. All the other industries, but primary, gained as well. Primary decreased due to employment losses in mining and to a less extent farming. In RST Ontario all industries increased in employment. Manufacturing witnessed the greatest employment growth. Unlike RST Quebec, RST Ontario had an employment gain in primary industries, albeit, a small increase. Farming created this employment increase, since both forestry and mining both lost employment. Manitoba had employment increases in all four services industries and construction, while primary and manufacturing decreased marginally.

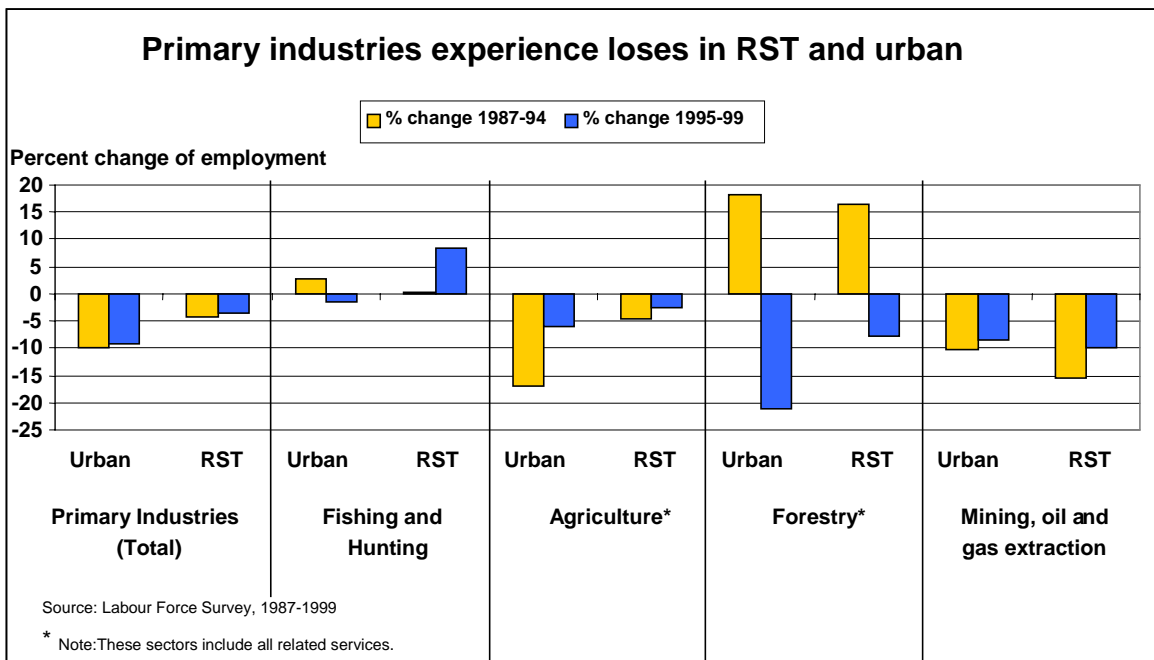
Nova Scotia delivered the best RST recovery during the second period. RST increased 15 percentage points above its own urban counterpart and 4 percentage points greater than the next highest, Ontario. Manufacturing had the greatest employment increase followed by the distributive, personal and social services. Prince Edward Island, despite increases in most of the services, had no change of its RST employment due to losses in primary (mainly fishing) and construction.

Both Alberta's and British Columbia's rural employment changes fared worse in the second period. British Columbia even lost RST employment during this period.

Primary – losing employment on all fronts

Overall primary industries employment has decreased during the last 12 years in both RST (-4%) and CMA/CA (-10%). However, RST's rate of loss was about half of CMA/CAs. Generally, for each sector, RST mimicked urban areas in terms of losses or gains. During the first period most of the RST losses occurred in agriculture and mining, quarrying and oil extraction. Forestry was the only sector to make employment gains. In the second period all sectors lost employment

Figure 5



except fishing and hunting, which had employment gains. But this only represents a gain of almost 2,000 workers for a total of 24,000 by 1999. By 1999 agricultural workers represented about 2.8% of the Canadian workforce or 410,000 workers. Of this number almost 74% or just over 300,000 are found in RST.

Alberta had early large primary employment gains; Ontario later

The largest gains were made in RST Alberta due to the employment increases in the agriculture, forestry and oil industries during 1987-94, see Table 2. Ontario and Quebec lead Canada in primary industry employment. However, only RST Ontario saw a sizeable gain in primary employment during the second period. The Atlantic Provinces were hard hit by job losses in primary employment. About 6,600 jobs were lost, in both RST (1,300 jobs) and urban (5,300 jobs), in all primary sectors.

Province	Area	1987-94 % change	1995-99 % change
Atlantic Provinces	Urban	-25.4	-5.4
	RST	-2.6	-2.1
Quebec	Urban	0.3	-19.9
	RST	-7.3	-9.1
Ontario	Urban	-4.1	-8.8
	RST	-15.1	7.4
Manitoba	Urban	-16.7	-26.7
	RST	-1.0	-2.8
Saskatchewan	Urban	0.0	2.9
	RST	-18.8	-6.2
Alberta	Urban	-24.3	-12.6
	RST	24.3	-4.4
British Columbia	Urban	4.2	2.9
	RST	-8.8	-13.0

Construction

Both RST and urban saw similar trends in the construction industry during the first period with employment losses of about one quarter of the total construction work force, see Table 3. The second period saw a further employment decline in urban areas but a small resurgence in RST.

Table 3 Construction

		1987-94		1995-99	
		% change	Absolute change (,000)	% change	Absolute change (,000)
Construction (total)	RST	-21.0	-12.7	1.7	0.7
	Urban	-28.8	-55.7	-7.8	-10.8

Manufacturing – greater employment gains in RST than urban

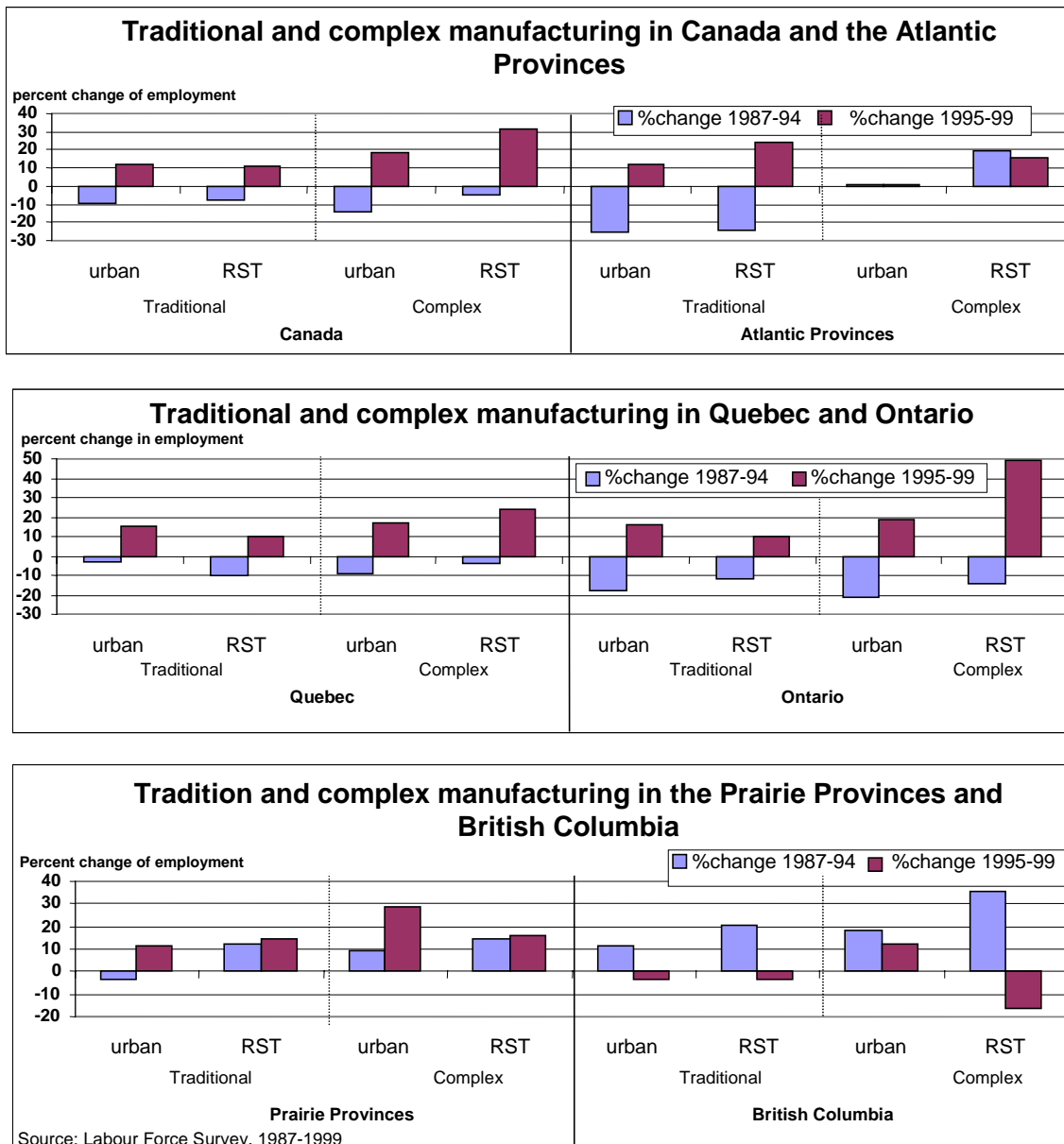
Similar to the primary industries, RST manufacturing employment mimicked the urban situation but RST fared better - the rates of losses during the first period were not as severe and the rates of increases during the second period were greater. Overall, RST grew 3 percentage points greater than urban areas during the second period (see Figure 3).

Eastern and central Canada turn around traditional manufacturing employment losses

In Canada, (Figure 6) traditional manufacturing (see Box 2 for definition) exhibited almost the same percentage employment losses and gains for RST as it did for urban despite the time period. However, regionally there was much variation. During the first period traditional manufacturing in the Atlantic Provinces and central Canada (Quebec and Ontario) lost employment in both RST and urban. Only in British Columbia did both RST and urban gain employment in manufacturing. In the Prairie Provinces just RST gained employment.

During the second period traditional manufacturing employment generally fared much better as most of the provinces or regions gained traditional manufacturing employment. In the Atlantic and Prairie Provinces RST had a higher percentage gain than in urban areas. This was especially true for the former where the RST percentage gain was double the urban percentage gain. In central Canada, with about 75% of Canada's manufacturing employment, urban areas out-paced RSTs in traditional manufacturing employment growth by only about 5 percentage points. The only loser was British Columbia, which reversed its earlier increasing trend and had small traditional manufacturing employment losses in both RST and urban.

Figure 6



RST complex manufacturing employment out-paces urban for period 1995-99

Complex manufacturing provides a different profile of manufacturing employment across Canada. While RST and urban followed the same direction in terms of growth or losses, RST fared better as it had much less proportional losses in the first period and much greater proportional gains in the second period. In fact, during the second period, RST had a significantly higher rate of increase for complex manufacturing: 31% – that was 13 percentage points higher than urban. However, it must be remembered that the absolute amounts were quite different. In the 1995-99 period the RST increase was 40,000 workers, were as the urban employment increase was 4 times greater with 167,000.

During the first period the Atlantic Province's RST fared better than urban. While in central Canada both RST and urban reduced their employment numbers but RST lost a smaller proportion. In the west, in the Prairie Provinces and especially British Columbia, RST surpassed the proportional gains of urban.

During the second period the Atlantic Provinces again surpassed its urban counterpart. Central Canada had a resurgence of complex manufacturing employment as both Quebec's and Ontario's total employment numbers increased. In both these provinces the RST proportional gain was greater than the urban gain. This was more evident in Ontario where the proportional percentage difference between RST and urban was 31 percent percentage points in favour of RST and its employment gains were over 3 times the previous periods losses. This was an increase of almost 30,000 RST jobs. In the west, RST complex manufacturing did not do as well as in the urban areas. In the Prairie Provinces RST's gains were less than the urban areas. And in British Columbia RST complex manufacturing employment decreased unlike its urban counterpart but similar to traditional manufacturing during the same period.

Manufacturing sectors in detail – almost all sectors recovered in the second period

Twelve manufacturing industries in RST areas declined in jobs between 1987 and 1994, resulting

Figure 7

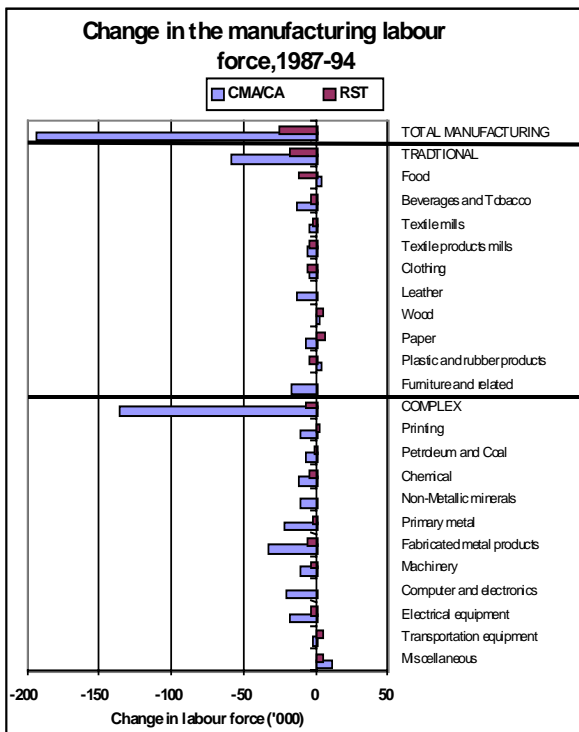
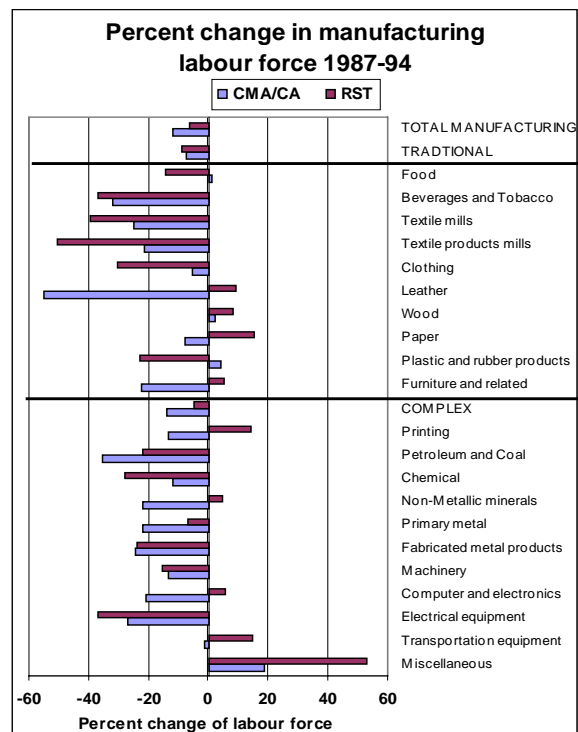


Figure 8



in an overall job loss of about 37,000 jobs. About 80% of this amount was lost in the traditional industries. The largest losses were seen in food processing, especially in Newfoundland where 66% of the food processing jobs were lost. However, RST manufacturing losses at the Canada level were offset by employment gains of 23,000 in the nine other manufacturing industries.

Comparing RST to urban, RST employment losses followed the urban pattern for most manufacturing sectors, except that the RST percentage losses were generally greater. In three traditional sectors (leather, wood, and furniture and related) RST gained jobs whereas urban lost jobs. In three complex manufacturing sectors (printing, non-metallic minerals and computer and electronics) RST gained and urban lost jobs.

Slightly more than half of these was found in the traditional industries of paper, especially in Ontario and wood in Quebec and British Columbia. The other half of the gains were mainly in complex manufacturing industries of transportation and miscellaneous (e.g., caskets, musical instruments). The resulting net manufacturing job loss for RST was 14,000 between 1987 and 1994.

Figure 9

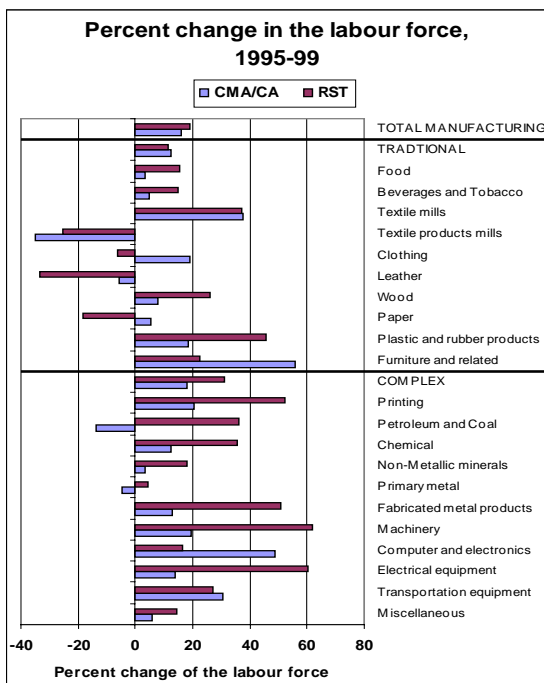
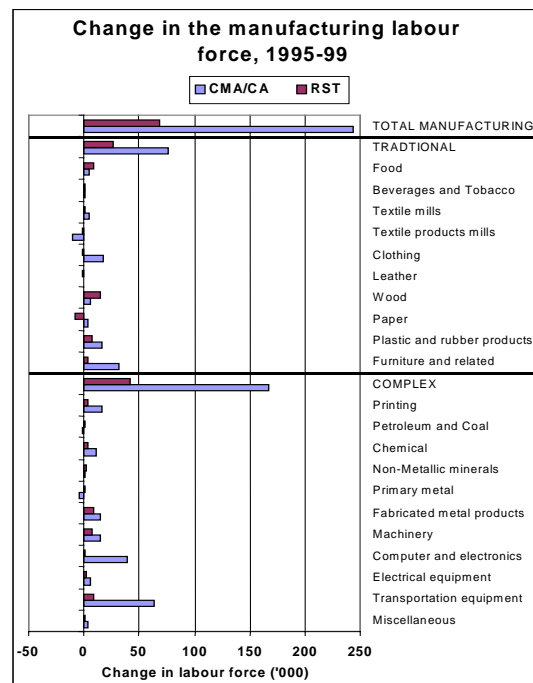


Figure 10



As Canada's economy grew between 1995 and 1999 the manufacturing situation changed across Canada. Only two manufacturing sectors lost jobs between these two years in both RST and urban areas, textile product mills and leather. Thirteen of the 21 sectors increased job opportunities during this time. In RST alone, a total of 17 manufacturing sectors gained jobs.

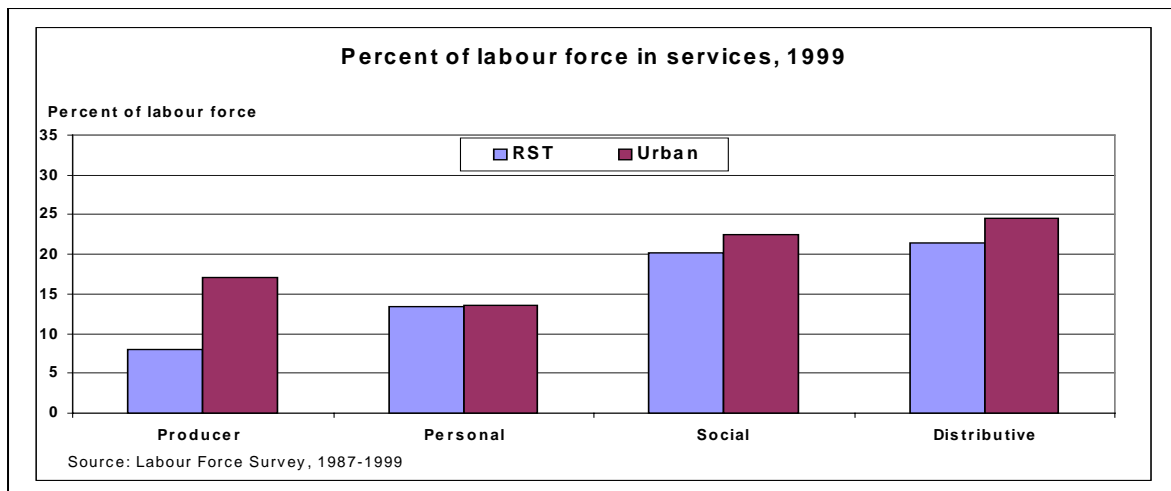
During the second period manufacturing employment in RST had a job loss of about 12,000. These were lost in the traditional industries. The largest losses were seen in paper production, which accounted for two-thirds of the traditional job losses. These losses were evenly spread between British Columbia, Ontario and Quebec, where each province lost about 2,500 to 3,000 jobs. However, manufacturing employment gains of 80,000 offset RST manufacturing losses at

the Canada level. More than half was found in complex manufacturing. The resulting net manufacturing job gain for RST was about 68,000 between 1995 and 1999. Comparing RST to urban, between 1995 and 1999, four of the traditional manufacturing sectors increased for RST areas at a much faster rate than urban areas. And more importantly, for most of the complex manufacturing sectors – 8 out of 11- both RST and urban increased their employment but RST increased by a much higher proportion, 2 to 5 times greater for some sectors. RST complex manufacturing sectors netted a 13-percentage point increase over urban areas.

Services – social and distributive services represent about two-thirds of all services for RST and urban

Figure 11 shows the percentage breakdown of the four service sectors in 1999. Producer services represent the smallest number of service workers in RST and fell well below the urban proportion. These services are important because these are the tradable services that serve as intermediate demand functions and serve as inputs into the production of goods and other services. They can also be referred to as the indirect element of the production process. They have great potential for stimulating the local economy because in many cases these services are exportable outside the local community.

Figure 11

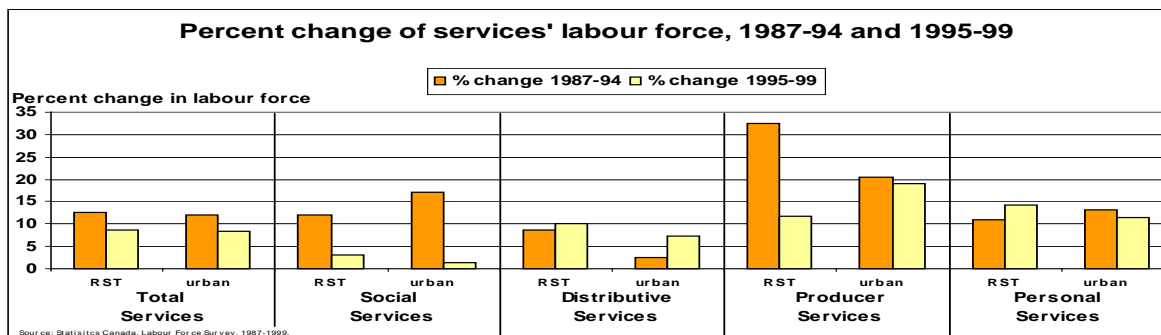


In the three other services, the proportion of RST employment was almost equal to urban areas.

Producer and personal services were the growing service sectors in RST and urban

Figure 12 summarises the change in service jobs from 1987 to 1994 and from 1995 to 1999. Total services percent growth in employment for both RST and urban areas where similar for both time periods, increasing at about 12 and 9 percent for each respective period. A breakdown of the service industry into its four main sectors, however, shows much greater variability. **Social services** (i.e., education, health and government) increased greater in urban areas, during the first period. During the second period this growth dropped substantially in both RST and urban, but slightly more in urban areas. Distributive services (i.e., wholesale and retail trade, transportation and storage, information and cultural industries) in RST had two times the proportional growth of urban areas during the first period. During the second period rural still surpassed urban, but urban’s growth was larger. RST producer services (i.e., finance, insurance,

Figure 12



real estate, leasing and renting, management and administration) perhaps held the biggest surprise. Its first period growth was an unexpected 12-percentage point above urban growth. However, in the second period, while growth still occurred, urban areas had assumed the lead. Despite its small base of employment, as shown in the Figure12, the important producer services are continuing to grow at a high rate. **Personal services** (i.e., arts, entertainment, recreation, accommodation and food services, consumer goods rental), during the second period, had the highest rate of increase of all the RST service sectors. This high rate may be due to the increasing rural population that requires these services.

Social Services – RST gains in education and social assistance but loses government jobs

Table 4 shows social services broken down into its five sectors. During the first period all the sectors grew in both RST and urban areas. Only with federal government jobs did RST grow at a faster rate. Urban grew at a much greater rate in the sectors of education and provincial and

Table 4

Social Services		1987-94		1995-99	
		% change	Absolute change (,000)	% change	Absolute change (,000)
Social services (total)	RST	12.1	67.8	3.0	16.5
	Urban	17.0	363.5	5.7	53.1
Education	RST	6.8	11.9	10.8	17.0
	Urban	20.9	128.6	4.7	36.1
Health care and social assistance	RST	18.7	46.4	5.9	15.3
	Urban	19.2	172.8	3.4	38.6
Federal government	RST	6.6	2.6	-19.1	-7.8
	Urban	4.4	10.4	-7.4	-18.5
Provincial and Territorial government	RST	5.0	2.4	-10.8	-4.9
	Urban	15.6	30.0	-1.1	-2.3
Local government	RST	8.6	4.5	-6.1	-3.1
	Urban	10.9	21.7	-6.9	-15.8

territorial government services. The second period saw many changes to services. Only two sectors grew – education along with health care and social assistance. And RST grew at a greater rate than urban. The three other sectors - government services - decreased in labour size for both geographies but RST decreased at a faster rate for federal, provincial and territorial government services. Local government services decreased about the same. This reduction in RST government jobs suggests regional provincial and federal services in RST are moving to the larger urban areas and that the local governments are not replacing these losses.

Distributive Services – transportation and storage lead in RST employment growth

Distributive services (Table 5) for RST and urban areas are very much the same in terms of a labour force profile. Retail is the largest sector, representing about half of the distributive services in both geographies. However, the RST's greatest consistent growth over the two time periods occurred in the transportation and storage sectors (16.7% from 1987-94 and 23.4% from 1995-99) and wholesale trade (12.9% from 1987-94 and 27.0% from 1995-99). Urban areas fit this pattern only for wholesale trade during the second period with a 23.2% gain in jobs. The transportation and storage sectors had a smaller growth of only 9.5%. An interesting divergence within one sector was Information and Cultural Industries (newspapers, motion pictures and sound recording, broadcasting, data processing). During the second period urban areas grew by 10% or 29,000 jobs, while RST decreased by about the same proportion or 3,400 jobs.

Table 5

Distributive Services		1987-94		1995-99	
		% change	Absolute change (,000)	% change	Absolute change (,000)
Distributive services (total)	RST	8.6	51.0	10.2	55.7
	Urban	2.4	60.4	7.2	193.6
Utilities	RST	1.6	0.5	6.0	1.5
	Urban	8.1	7.1	-9.8	-9.7
Wholesale trade	RST	12.9	8.2	27.0	15.8
	Urban	1.0	3.4	23.2	87.0
Retail trade	RST	6.3	21.2	4.3	13.1
	Urban	4.6	57.0	2.7	36.0
Transportation and storage	RST	16.7	20.9	23.4	28.9
	Urban	-1.9	-9.7	9.5	51.3
Information and cultural industries	RST	0.3	0.1	-10.3	-3.4
	Urban	1.0	2.7	9.2	29.0

Producer Services – strong RST business service growth with great potential

Producer services (Table 6) represents the smallest sector of all the services, yet it had the greatest proportional increase of all RST and urban services in the first period (33% and 21% respectively). By the second period this service increased by 12%, which ranked it a close second after personal services. During the first period RST surpassed urban for all producer services, in particular in the business services, i.e., professional, scientific and technical services

Table 6

Producer Services		1987-94		1995-99	
		% change	Absolute change (,000)	% change	Absolute change (,000)
Producer Services (total)	RST	32.6	55.7	11.8	24.0
	Urban	20.5	267.1	19.2	320.7
Finance and Insurance	RST	17.2	11.9	9.3	5.7
	Urban	8.8	40.6	3.6	19.0
Real Estate	RST	10.7	2.3	-18.6	-4.1
	Urban	1.0	3.4	23.2	87.0
Professional, Scientific and Technical Services	RST	51.7	22.9	17.5	11.6
	Urban	31.8	138.7	36.4	220.9
Administrative and support, Waste management and Remediation services	RST	52.4	18.2	18.9	9.9
	Urban	34.9	79.6	26.5	92.2

and administrative services. During the second period all but one RST producer services sector gained employment, the loser was real estate services. This suggests that there is a place in RST for business services to serve local markets and/or nearby urban markets. As well this may be a sign of the living/work flexibility created by the Internet and telework as more professionals move to rural areas.

Personal Services – growth in tourism

Personal services (Table 7) maintained its employment growth over both periods, to become the second period leader, mainly on the strength of accommodation and food services employment and art, entertainment and recreation. These two sectors represents almost 60% of all personal services industry employment. The main reason for this is expanding rural tourism. The other 40% of the personal service employment are found in mainly 'Other personal services'. This includes repair services, cleaners, barbers, funeral homes and pet service jobs. It increased by

Table 7

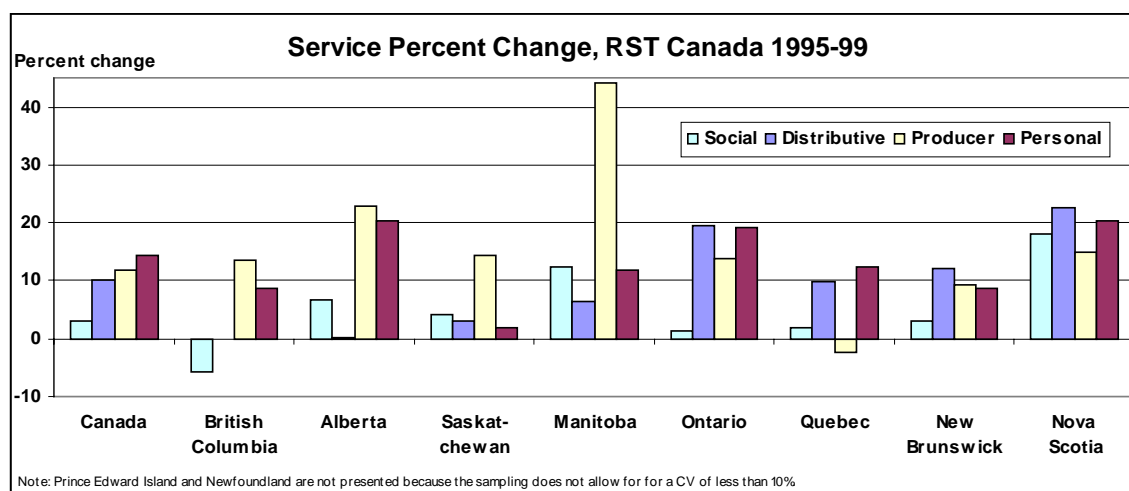
Personal Services		1987-94		1995-99	
		% change	Absolute change (,000)	% change	Absolute change (,000)
Personal services (total)	RST	11.0	37.3	14.3	47.0
	Urban	13.1	156.8	11.4	161.4
Art, entertainment and recreation	RST	11.1	3.7	17.9	6.3
	Urban	29.3	40.9	12.9	24.7
Accommodation and food Services	RST	16.9	26.1	18.4	28.3
	Urban	14.7	80.2	11.9	78.9
Consumer goods rental	RST	100.0	2.7	-32.3	-2.1
	Urban	96.4	13.4	-12.1	-3.6
Other personal services	RST	2.8	4.1	10.0	13.3
	Urban	4.6	22.3	11.2	57.8

10% during the second period in RST, a large jump since the first period. This is mainly due to a better economy and more disposable incomes. Seemingly, losers during a better economy are consumer rental goods. Both RST and urban doubled those employed in this sector during the first period, but the second period saw employment losses, more so in RST.

RST services in the provinces – producer services were strong in the west while the east was more balanced

In regard to provincial trends of RST employment in services, from 1995 to 1999, there was an almost west (British Columbia, Alberta, Saskatchewan, Manitoba)/east (Ontario, Quebec, New Brunswick, Nova Scotia) distinction for most of the services. In the west RST employment increases of producer services ranked highest, especially in Manitoba. Personal services followed a close second in RST British Columbia and Alberta. While in the east it was a more even increase in the service sectors as at least three services vied for the highest growth. Often personal services were near the top. In the west distributive services either did not increase or

Figure 13



had only very small gains, while in the east distributive services ranked first or second for job growth. Social services defied the east/west rule and had generally small increases in all the provinces. In RST British Columbia it lost employment. The only other loss of employment was the important producer services in RST Quebec.

Location Quotients – RST was competitive in manufacturing and getting more competitive in most services

Location Quotients (LQ) compares the employment concentration of a given industry or sector in a given area (i.e., a town) to that industry or sector’s employment concentration in the spatial system as a whole (i.e., province or country). LQs can show whether an industry is growing or declining in RST relative to urban areas. As a measure of relative intensity the location quotient can be used to help ascertain the export capacity of an economy and the degree of self-sufficiency or competitiveness of a particular industry.^{3,4}

The LQ is calculated, in this paper, by dividing the RST employed in industry ‘X’ /employed in industry ‘X’ in Canada ratio by the total employed in RST/total employed in Canada. A LQ that is close to 1 indicates that the RST industry is equal in intensity to the Canadian average and is self-sufficient. A LQ less than 1 suggests the community is not self-sufficient and there may be a gap in the RST economy. The RST area may have an opportunity to increase the local supply of what it previously imported from urban areas. A LQ greater than 1 suggests a higher employment concentration in an industry in the RST and thus an industrial specialisation and a surplus of that industry’s goods. This may be an export activity from the RST to urban areas. The difference from 1 is used to define the degree of specialisation or concentration.

It should be remembered that while an increased share of industry employment in RST could mean that the area is increasing its employment in the industry, it could also mean that the rest of the country, in the comparison, is actually decreasing its employment in the same industry or in another RST industry. That is, if the employment in manufacturing for a whole country is decreasing but the RST is unchanged, the intensity of RST employment in manufacturing will increase even though the actual number employed in manufacturing in RST may not have

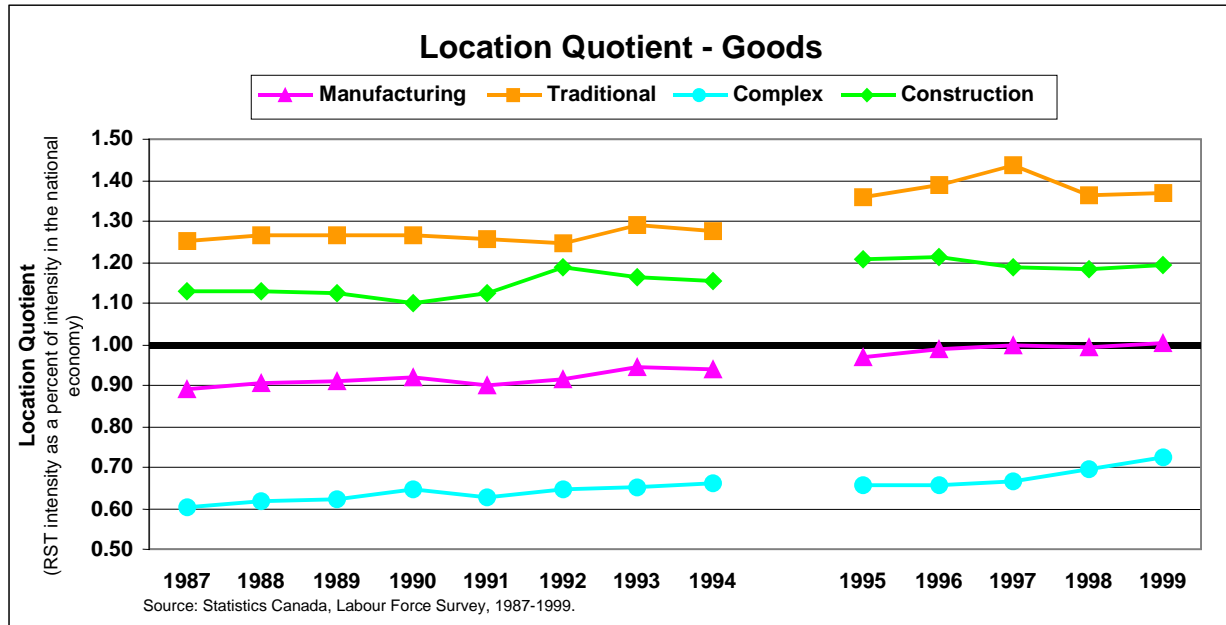
³ Blakely, E.J., Planning Local Economic Development: Theory and Practice, p.100.

⁴ Coffey, W.J., Polèse, M. Locational Shift in Canadian Employment, 1971-1981: Decentralization v. Decongestion.

increased. In any case, an increasing LQ for an RST sector means that this sector is increasing its share in RST areas relative to the share this sector holds in the total Canadian economy. From this point of view, an increasing LQ suggests that RST areas are relatively competitive (i.e., competitive in relation to urban areas).

The LQs for the RST industries for Canada are shown in Figures 14 for goods and Figure 15 for services. The red line defines 1, the point where the relative intensity is equal between RST and Canada, thus RST is self-sufficient. **Primary** has been left off this chart since it is well beyond 1. In fact over the 13 years it ranged from 3.07 to 3.3. Thus, it is over three times the employment

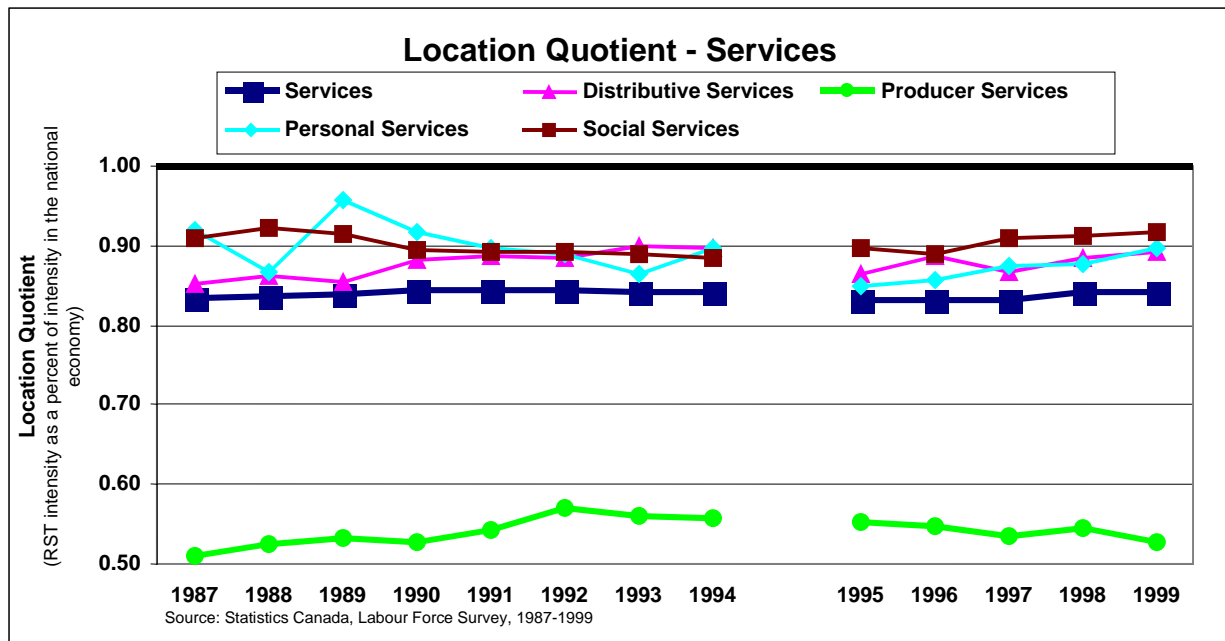
Figure 14



intensity of Canada. This is to be expected and primary goods provide an important source of exported goods. In a similar way construction has maintained a degree of specialisation over the two periods.

Over the years RST **manufacturing** has reached the point self-sufficiency. When manufacturing is divided into **traditional** and **complex** manufacturing, traditional falls well above one and complex falls well below one. Thus, as expected, there is an over abundance of employment in the traditional jobs in RST compared to Canada. Complex is well below self-sufficiency, but in the last five years it has increase and this is a promising sign.

Figure 15



Generally there is a lack of self-sufficiency in the RST of all **services**. Interestingly, most of the services are edging toward self-sufficiency, especially during the second period. Only **producer services**, the least intense in RST and perhaps the most important for future growth, remains fairly constant during the second period.

Summary

The employed in rural Canada as defined by Rural and Small Town (RST), between the years 1987-94 and 1995-99, was increasing at almost the same rate as urban areas. Overall, RST employment growth trailed behind urban by less than 2 percentage points over each of the two periods.

During the first eight years of this study RST netted an additional 166,000 workers and during the next five years 203,000 were added to RST employment.

Distributive services (22% of RST labour force), social services (21%), primary (15%) and manufacturing (15%) were the top four industries of RST Canada, in 1999.

Between the years 1987 to 1994:

- . Newfoundland, Saskatchewan and New Brunswick - experienced RST job losses, but urban employment gains,
- . Ontario, Quebec and British Columbia - gained RST employment but at less than urban employment gains, and
- . Nova Scotia, Prince Edward Island and Alberta - had RST proportional employment gains that were better than their urban employment gains.

Between the years 1995 to 1999:

- . all the provinces had RST employment gains except British Columbia,

- . Saskatchewan, Quebec, New Brunswick and Alberta - gained RST employment but at less than urban employment gains, and
- . Ontario, Manitoba and Nova Scotia and Newfoundland - had RST proportional employment gains that were better than their urban employment gains.

Nationally, by 1999, the labour force structure in RST was remarkably similar in most industries in terms of their proportional share of employment. Only two industries did not match: primary and producer service.

Nationally, primary industries have consistently lost employment in RST. But RST lost proportionately less than urban.

Between the years 1987-94 manufacturing employment decreased in both RST and urban. But RST lost proportionately less than urban. Between 1995-99 manufacturing employment increased and RST's proportional increase was greater than urban's. During the second period manufacturing had the greatest RST employment growth with 68,000 new jobs. Just over half of these gains were in complex manufacturing.

After reductions of traditional manufacturing in most of Canada between the years 1987-94, traditional manufacturing made a recovery between the years 1995-99, particularly in the Atlantic Provinces. The proportional gains were almost the same for RST and urban.

Complex manufacturing also fared badly between the years 1987-94, but rebounded better than traditional manufacturing. And RST did better than urban in terms of proportional employment gain. Ontario's RST complex manufacturing employment proportional gains surpassed all manufacturing employment proportional gains with a 49% increase in jobs or about 30,000 RST jobs, between the years 1995-99.

In 1999, producer services represented the least amount of service employment in RST and it fell well below the urban share of this sector. However, producer services ranked the highest proportional employment gain between the years 1987-94 and ranked second between 1995-99. These increases were mainly due to business and administrative services.

In 1999, social services were the second highest employment sector in Canada, yet its rates of growth were the smallest between 1995-99. However, RST had a higher proportional increase than urban. These increases were due to education and health care and social assistance. But, government jobs at all levels decreased at greater proportions in the RST compared to urban, particularly provincial and federal jobs. This suggests regional provincial and federal services in RST are moving to the larger urban areas and that the local governments are not replacing these loses.

Distributive services, Canada's number one employment industry, is represented in RST mainly by retail. But the greatest growth over both periods is from the transportation and storage sectors. During the second period distributive services had the second greatest RST employment growth with almost 56,000 new jobs.

Personal services maintained growth over both periods and had the best proportional growth between 1995-99. This was mainly on the strength of accommodation and food services sectors and as well as the art, entertainment and recreation sectors. The main reason for this is the expanding rural tourism.

Between 1995-99, in the west, RST had a propensity to increase employment in the producer services or personal services, while in the east the increase was more evenly spread between all the services. Except social services, which had the least gain in most of the provinces.

Location quotients, used to measure relative intensity, show that RST is self-sufficient in manufacturing. And while complex manufacturing is well below self-sufficiency, in RST, it's relative intensity is increasing. All services were below self-sufficiency in the RST, but each one is moving toward that point. The exception is the important producer services, which appears to be at best maintaining itself.

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Appendix 1: Employment by industry for Canada and provinces, 1987-1999

CANADA

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	3,541.0	3,644.6	3,701.8	3,622.2	3,378.5	3,258.2	3,201.7	3,272.6		3,352.7	3,363.1	3,468.8	3,575.6	3,670.0
Primary	770.1	764.7	760.3	752.5	750.6	725.1	721.0	723.8		718.2	718.0	716.8	722.9	677.9
Agriculture	476.9	460.8	452.2	446.8	454.1	444.0	450.6	442.0		424.6	425.4	417.8	428.1	410.3
Forestry	70.6	73.2	74.0	73.7	71.6	72.2	70.8	82.6		92.6	83.9	83.4	84.3	80.5
Fish and Hunting	35.0	38.6	37.5	38.6	40.9	35.6	36.3	35.2		29.0	30.4	30.6	30.7	30.8
Mining and Oil and Gas Extraction	187.7	192.1	196.7	193.4	184.1	173.3	163.4	164.0		172.0	178.3	185.0	179.6	156.3
Manufacturing	2,039.8	2,104.3	2,129.7	2,052.5	1,891.8	1,821.5	1,786.4	1,820.3		1,905.5	1,931.1	2,022.4	2,113.8	2,217.4
Traditional (1)	903.3	938.0	958.8	905.9	826.3	808.7	813.8	826.5		853.2	863.2	873.4	937.6	956.0
Complex (2)	1,136.5	1,166.4	1,170.9	1,146.7	1,065.5	1,012.8	972.6	993.8		1,052.3	1,068.0	1,149.1	1,176.2	1,261.4
Construction	731.1	775.6	811.8	817.2	736.0	711.6	694.3	728.5		729.1	714.0	729.6	738.9	774.8
Services	8,779.6	9,065.7	9,284.6	9,461.7	9,472.2	9,501.8	9,655.8	9,839.2		10,004.2	10,099.5	10,305.6	10,564.8	10,861.1
Distributive Services (3)	3,066.5	3,161.2	3,201.9	3,199.4	3,146.6	3,098.7	3,101.0	3,177.8		3,232.1	3,246.8	3,299.3	3,367.5	3,481.4
Producer Services (4)	1,470.7	1,570.1	1,637.2	1,689.8	1,719.4	1,706.4	1,752.0	1,793.5		1,876.8	1,950.6	2,042.7	2,132.4	2,221.5
Personal Services (5)	1,536.2	1,539.7	1,584.1	1,608.8	1,586.4	1,616.9	1,672.3	1,730.3		1,748.7	1,789.9	1,863.7	1,922.4	1,957.1
Social Services (6)	2,706.2	2,794.8	2,861.5	2,963.7	3,019.7	3,079.7	3,130.4	3,137.5		3,146.6	3,112.2	3,100.0	3,142.5	3,201.2
Total	12,320.7	12,710.3	12,986.4	13,084.0	12,850.7	12,760.0	12,857.5	13,111.7		13,356.9	13,462.6	13,774.4	14,140.4	14,531.2

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	1,141.3	1,174.1	1,168.3	1,149.3	1,106.4	1,091.2	1,094.9	1,094.8		985.4	979.2	1,006.4	1,015.5	1,044.7
Primary	539.2	537.6	525.3	522.7	528.7	515.0	517.8	515.8		450.2	444.0	448.1	442.8	434.1
Agriculture	373.7	358.6	349.7	352.5	360.0	361.4	368.0	356.1		308.7	311.9	313.4	309.9	301.4
Forestry	48.2	52.1	48.7	46.5	46.1	46.6	45.0	56.1		55.5	48.7	50.1	47.7	51.1
Fish and Hunting	27.8	31.7	30.5	30.3	32.5	28.5	28.6	27.9		22.3	23.8	22.7	24.1	24.2
Mining and Oil and Gas Extraction	89.5	95.2	96.4	93.3	90.1	78.4	76.3	75.7		63.8	59.7	62.0	61.2	57.4
Manufacturing	414.0	435.9	437.5	424.3	388.9	381.9	389.7	388.1		362.5	368.0	390.3	404.2	430.8
Traditional (1)	257.8	271.7	273.1	258.0	236.5	231.8	243.4	239.4		227.6	232.0	242.9	246.8	253.8
Complex (2)	156.2	164.2	164.4	166.3	152.4	150.1	146.3	148.8		134.9	136.0	147.5	157.4	177.0
Construction	188.0	200.5	205.5	202.4	188.8	194.3	187.3	190.8		172.7	167.2	167.9	168.6	179.7
Services	1,669.1	1,734.0	1,758.0	1,795.3	1,822.2	1,841.6	1,883.2	1,880.8		1,633.7	1,624.4	1,658.1	1,714.9	1,776.9
Distributive Services (3)	596.2	622.4	615.9	635.5	635.9	629.3	646.7	647.2		547.5	556.3	554.0	574.8	603.2
Producer Services (4)	170.9	188.9	196.5	200.4	212.3	224.0	227.2	226.6		203.4	206.8	211.2	224.8	227.4
Personal Services (5)	339.9	333.6	356.3	362.5	360.4	356.0	364.8	377.2		329.1	326.4	347.8	361.5	376.1
Social Services (6)	562.1	589.1	589.2	596.9	613.5	632.2	644.5	629.9		553.8	534.9	545.1	553.8	570.3
Total Rural and Small Town	2,810.3	2,908.0	2,926.3	2,944.6	2,928.6	2,932.8	2,978.0	2,975.6		2,619.2	2,603.6	2,664.5	2,730.4	2,821.6

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	2,399.8	2,470.5	2,533.5	2,472.9	2,272.1	2,167.0	2,106.8	2,177.8		2,367.3	2,383.9	2,462.5	2,560.0	2,625.4
Primary	230.9	227.0	235.0	229.8	221.9	210.2	203.2	208.0		267.9	274.0	268.7	280.1	243.7
Agriculture	103.2	102.1	102.4	94.3	94.1	82.7	82.6	85.9		115.9	113.6	104.4	118.3	108.9
Forestry	22.4	21.1	25.3	27.2	25.5	25.6	25.8	26.5		37.1	35.1	33.3	36.7	29.3
Fish and Hunting	7.1	6.9	7.0	8.3	8.4	7.1	7.8	7.3		6.7	6.6	7.9	6.6	6.6
Mining and Oil and Gas Extraction	98.2	96.9	100.3	100.1	93.9	94.8	87.0	88.3		108.2	118.6	123.0	118.5	98.9
Manufacturing	1,625.8	1,668.4	1,692.2	1,628.3	1,502.9	1,439.6	1,396.7	1,432.2		1,543.0	1,563.1	1,632.1	1,709.6	1,786.6
Traditional (1)	645.5	666.2	685.7	647.9	589.9	576.9	570.5	587.1		625.5	631.2	630.5	699.8	702.2
Complex (2)	980.3	1,002.2	1,006.5	980.4	913.1	862.7	826.2	845.1		917.4	932.0	1,001.6	1,018.8	1,084.4
Construction	543.1	575.1	606.3	614.8	547.3	517.3	506.9	537.7		556.4	546.8	561.7	570.3	595.1
Services	7,110.6	7,331.7	7,526.7	7,666.5	7,650.0	7,660.1	7,772.6	7,958.3		8,370.5	8,475.1	8,647.5	8,849.9	9,084.2
Distributive Services (3)	2,470.3	2,538.8	2,586.0	2,563.9	2,510.7	2,469.4	2,454.4	2,530.7		2,684.6	2,690.5	2,745.3	2,792.7	2,878.2
Producer Services (4)	1,299.8	1,381.1	1,440.7	1,489.4	1,507.1	1,482.4	1,524.9	1,566.9		1,673.4	1,743.8	1,831.4	1,907.5	1,994.1
Personal Services (5)	1,196.3	1,206.1	1,227.7	1,246.3	1,226.1	1,260.9	1,307.5	1,353.1		1,419.6	1,463.5	1,515.9	1,560.9	1,581.0
Social Services (6)	2,144.1	2,205.7	2,272.3	2,366.8	2,406.2	2,447.5	2,485.9	2,507.6		2,592.8	2,577.3	2,554.9	2,588.8	2,630.9
Total Urban	9,510.4	9,802.2	10,060.1	10,139.4	9,922.1	9,827.2	9,879.4	10,136.1		10,737.8	10,859.0	11,109.9	11,409.9	11,709.6

SOURCE: Labour Force Survey, 1987-1999

NOTES:

- (1) Traditional manufacturing includes: Food; Beverages and Tobacco; Textile mills; Textile products mills; Clothing, Leather; Wood; Paper; Plastic and rubber products; Furniture and related.
- (2) Complex manufacturing includes: Printing; Petroleum and Coal; Chemical; Non-Metallic minerals; Primary metal; Fabricated metal products; Machinery; Computer and electronics; Electrical equipment; Transportation equipment; Miscellaneous.
- (3) Distributive services includes: Utilities; Wholesale trade; Retail-trade; Transportation and Storage; Information and Cultural industries.
- (4) Producer Services include: Finance and Insurance; Real Estate; Commercial and Industrial Machinery and Equipment Rental and Leasing; Lessors of Non-Financial Intangible Assets & Management of companies and Enterprises; Professional, Scientific and Technical Services; Administrative and support; Waste management and Remediation services.
- (5) Personal Services includes: Arts, Entertainment and Recreation; Accommodation and Food services; Other (e.g., vehicle repair, laundry services hair care); Automotive Equipment Rental and Leasing & General Rental Centres; Consumer Goods Rental.
- (6) Social Services includes: Education services; Health care and Social assistance; Public Administration.

1%	2.5%	5%	7.5%	10%	15%	20%	25%	30%
444.1	123.8	52.6	29.9	19.6	9.4	6.1	4.4	3.3

NEWFOUNDLAND

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	52.0	54.8	55.2	50.8	49.2	43.6	42.3	41.8		40.9	38.8	41.0	42.3	45.8
Primary	19.4	19.3	18.5	18.1	17.7	16.3	16.3	17.3		17.5	16.0	16.4	16.6	16.2
Agriculture	1.3	1.3	2.1	1.2	1.4	1.6	1.3	1.2		1.4	1.3	1.1	0.9	1.1
Forestry	1.7	1.6	1.7	1.8	1.3	1.6	1.3	1.7		2.0	1.2	1.6	1.7	1.9
Fish and Hunting	12.7	12.1	9.7	10.4	11.1	9.1	10.2	10.4		8.3	8.7	8.5	9.6	8.7
Mining and Oil and Gas Extraction	3.7	4.3	5.0	4.6	3.9	3.9	3.5	4.0		5.7	4.9	5.3	4.3	4.5
Manufacturing	20.3	23.2	24.2	21.1	19.1	15.9	15.9	13.1		11.7	13.0	15.7	16.1	18.1
Traditional (1)	17.3	19.7	20.5	17.5	15.5	13.3	13.1	9.5		8.9	10.1	11.5	11.8	13.9
Complex (2)	2.9	3.5	3.7	3.6	3.5	2.6	2.8	3.6		2.9	2.9	4.2	4.3	4.2
Construction	12.3	12.4	12.5	11.6	12.4	11.4	10.1	11.4		11.7	9.8	8.9	9.6	11.6
Services	137.4	144.2	151.0	156.6	155.5	149.9	149.6	150.4		153.4	148.2	148.3	152.0	159.1
Distributive Services (3)	47.5	50.5	54.8	55.7	53.1	50.8	51.3	51.6		50.4	50.1	50.0	50.0	51.8
Producer Services (4)	13.5	15.4	16.2	16.2	15.7	15.6	15.6	14.8		16.2	14.7	14.9	15.8	17.3
Personal Services (5)	21.6	23.1	23.4	24.1	24.1	22.7	23.0	22.5		23.4	22.5	22.4	25.5	26.6
Social Services (6)	54.8	55.3	56.6	60.7	62.6	60.7	59.7	61.5		63.3	61.0	60.9	60.7	63.4
Total	189.3	199.0	206.2	207.4	204.6	193.5	191.9	192.2		194.3	187.0	189.3	194.2	204.9

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	38.3	39.9	38.6	35.7	34.3	29.4	29.7	28.1		27.0	26.8	26.5	27.3	30.2
Primary	15.7	15.1	14.1	13.5	13.2	11.6	12.3	13.1		12.5	12.2	11.5	11.9	11.4
Agriculture	1.0	0.7	1.6	0.9	1.0	0.6	0.7	0.6		0.9	0.9	0.6	0.6	0.7
Forestry	1.5	1.4	1.7	1.7	1.2	1.4	1.1	1.5		1.7	1.1	1.5	1.4	1.8
Fish and Hunting	12.1	11.6	9.2	9.7	10.5	8.9	9.8	10.0		7.9	8.1	7.8	8.9	8.1
Mining and Oil and Gas Extraction	1.1	1.3	1.6	1.3	0.5	0.6	0.7	1.0		1.9	2.1	1.5	0.9	0.7
Manufacturing	15.0	16.9	17.3	15.0	14.0	11.3	11.1	8.2		7.8	8.4	10.1	10.4	12.8
Traditional (1)	13.4	14.6	15.0	12.7	12.0	9.8	9.7	6.3		5.8	6.8	7.7	7.9	10.2
Complex (2)	1.6	2.3	2.3	2.2	2.0	1.5	1.4	1.9		2.0	1.7	2.3	2.5	2.5
Construction	7.7	7.9	7.2	7.3	7.2	6.6	6.3	6.8		6.7	6.2	5.0	5.0	6.1
Services	58.3	61.0	66.0	65.4	64.3	64.1	61.1	61.4		63.7	58.2	57.8	60.1	66.4
Distributive Services (3)	20.3	22.6	25.3	24.5	23.0	23.8	23.6	21.8		21.7	21.3	20.1	20.5	23.6
Producer Services (4)	3.5	4.2	3.9	4.6	4.4	4.7	4.5	4.4		4.5	4.1	4.0	4.1	4.5
Personal Services (5)	10.9	11.0	12.0	11.6	11.4	10.7	10.2	10.0		10.7	9.9	9.9	10.6	12.2
Social Services (6)	23.6	23.2	24.9	24.7	25.4	24.9	22.7	25.3		26.8	22.9	23.8	24.8	26.1
Total Rural and Small Town	96.7	100.9	104.6	101.2	98.6	93.5	90.8	89.5		90.7	85.0	84.4	87.4	96.6

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	13.6	14.9	16.7	15.0	14.8	14.2	12.6	13.8		13.9	12.1	14.4	15.0	15.6
Primary	3.7	4.2	4.4	4.5	4.5	4.7	4.0	4.2		4.9	3.9	5.0	4.7	4.8
Agriculture	0.0	0.5	0.0	0.0	0.0	1.0	0.6	0.6		0.5	0.0	0.5	0.0	0.0
Forestry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0
Fish and Hunting	0.5	0.5	0.5	0.7	0.6	0.0	0.0	0.5		0.0	0.5	0.6	0.7	0.6
Mining and Oil and Gas Extraction	2.6	3.0	3.4	3.4	3.4	3.3	2.9	2.9		3.8	2.8	3.8	3.4	3.7
Manufacturing	5.3	6.3	6.9	6.1	5.1	4.6	4.8	4.9		4.0	4.6	5.6	5.7	5.3
Traditional (1)	4.0	5.2	5.4	4.7	3.5	3.6	3.4	3.2		3.1	3.4	3.8	4.0	3.6
Complex (2)	1.3	1.2	1.5	1.4	1.6	1.1	1.4	1.7		0.9	1.2	1.8	1.7	1.6
Construction	4.6	4.4	5.3	4.3	5.2	4.9	3.8	4.6		5.1	3.6	3.8	4.6	5.5
Services	79.1	83.2	85.0	91.2	91.2	85.8	88.5	89.0		89.7	90.0	90.4	91.9	92.7
Distributive Services (3)	27.2	27.8	29.5	31.1	30.1	27.0	27.6	29.8		28.8	28.8	29.9	29.5	28.2
Producer Services (4)	10.0	11.2	12.4	11.6	11.3	10.9	11.1	10.5		11.7	10.5	11.0	11.7	12.8
Personal Services (5)	10.6	12.1	11.4	12.4	12.6	12.0	12.8	12.5		12.7	12.6	12.5	14.9	14.4
Social Services (6)	31.2	32.1	31.7	36.0	37.2	35.9	37.0	36.2		36.5	38.0	37.1	35.8	37.2
Total Urban	92.7	98.1	101.6	106.2	106.0	100.0	101.1	102.7		103.6	102.0	104.9	106.8	108.3

SOURCE: Labour Force Survey, 1987-1999

NOTES:

- (1) Traditional manufacturing includes: Food; Beverages and Tobacco; Textile mills; Textile products mills; Clothing, Leather; Wood; Paper; Plastic and rubber products; Furniture and related.
- (2) Complex manufacturing includes: Printing; Petroleum and Coal; Chemical; Non-Metallic minerals; Primary metal; Fabricated metal products; Machinery; Computer and electronics; Electrical equipment; Transportation equipment; Miscellaneous.
- (3) Distributive services includes: Utilities; Wholesale trade; Retail-trade; Transportation and Storage; Information and Cultural industries.
- (4) Producer Services include: Finance and Insurance; Real Estate; Commercial and Industrial Machinery and Equipment Rental and Leasing; Lessors of Non-Financial Intangible Assets & Management of companies and Enterprises; Professional, Scientific and Technical Services; Administrative and support; Waste management and Remediation services.
- (5) Personal Services includes: Arts, Entertainment and Recreation; Accommodation and Food services; Other (e.g., vehicle repair, laundry services hair care); Automotive Equipment Rental and Leasing & General Rental Centres; Consumer Goods Rental.
- (6) Social Services includes: Education services; Health care and Social assistance; Public Administration.

1%	2.5%	5%	7.5%	10%	15%	20%	25%	30%
103.7	26.1	10.3	5.6	3.6	1.6	1.0	0.7	0.5

PRINCE EDWARD ISLAND

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	16.2	17.3	16.7	16.6	15.9	15.3	14.3	15.3		15.9	16.8	16.7	16.8	16.7
Primary	8.5	8.9	8.5	8.0	7.7	7.5	7.2	7.2		6.9	6.9	6.9	7.4	6.6
Agriculture	6.0	6.0	5.7	5.4	5.2	4.5	4.1	3.9		4.0	4.3	4.3	4.3	4.0
Forestry	0.0	0.2	0.2	0.3	0.0	0.2	0.3	0.3		0.3	0.3	0.3	0.2	0.2
Fish and Hunting	2.3	2.5	2.3	2.2	2.3	2.7	2.7	2.8		2.6	2.2	2.1	2.7	2.3
Mining and Oil and Gas Extraction	0.0	0.0	0.2	0.2	0.0	0.0	0.2	0.0		0.0	0.0	0.2	0.2	0.0
Manufacturing	3.9	4.4	4.1	4.6	4.3	4.3	3.7	4.3		4.6	5.1	5.4	5.5	6.2
Traditional (1)	3.0	3.4	3.2	3.6	3.1	3.3	2.8	3.3		3.3	3.7	3.8	3.6	4.5
Complex (2)	0.9	1.1	1.0	1.0	1.2	1.0	1.0	0.9		1.3	1.4	1.5	1.9	1.7
Construction	3.8	4.0	4.1	3.9	3.9	3.6	3.3	3.9		4.3	4.8	4.5	3.9	3.9
Services	37.0	37.2	38.2	38.2	37.5	38.2	40.1	40.1		41.4	42.1	42.5	43.6	44.6
Distributive Services (3)	12.1	12.2	12.6	12.2	11.7	11.5	12.0	12.0		12.5	12.7	12.1	12.9	13.0
Producer Services (4)	3.8	3.9	3.8	3.8	4.1	4.2	4.4	4.2		4.5	4.8	4.8	5.1	5.4
Personal Services (5)	7.2	7.3	7.8	8.4	7.8	7.8	8.9	9.0		8.5	8.6	9.3	9.1	8.9
Social Services (6)	14.0	13.9	13.9	13.8	13.8	14.8	14.8	15.0		15.8	16.1	16.3	16.5	17.3
Total	53.2	54.6	54.9	54.8	53.3	53.5	54.4	55.4		57.3	58.9	59.2	60.4	61.3

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	10.7	11.6	11.4	11.4	11.2	11.4	10.4	10.7		10.4	10.6	10.7	10.7	10.1
Primary	6.8	7.4	7.1	6.7	6.4	6.3	6.1	6.2		5.8	5.6	5.6	5.9	5.1
Agriculture	4.6	4.8	4.6	4.3	4.1	3.7	3.3	3.2		3.1	3.3	3.3	3.1	2.9
Forestry	0.0	0.0	0.2	0.2	0.0	0.2	0.2	0.2		0.2	0.3	0.3	0.2	0.2
Fish and Hunting	2.1	2.3	2.1	2.1	2.1	2.4	2.4	2.7		2.3	1.9	1.9	2.5	1.9
Mining and Oil and Gas Extraction	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.2	0.2	0.0
Manufacturing	2.0	2.2	2.1	2.7	2.7	3.0	2.4	2.4		2.6	2.7	2.7	2.7	3.2
Traditional (1)	1.7	1.9	1.8	2.3	2.1	2.4	1.9	2.0		2.0	2.1	2.2	2.0	2.5
Complex (2)	0.3	0.3	0.3	0.4	0.5	0.5	0.5	0.4		0.6	0.6	0.5	0.7	0.7
Construction	1.9	2.0	2.2	2.0	2.2	2.1	2.0	2.1		2.1	2.4	2.4	2.1	1.8
Services	12.7	12.5	13.1	13.2	14.2	14.5	14.7	14.6		14.5	14.1	13.7	14.7	14.8
Distributive Services (3)	4.3	4.4	4.5	4.4	4.7	4.2	4.7	4.8		4.6	4.5	4.0	4.5	4.8
Producer Services (4)	1.2	1.2	1.3	1.2	1.2	1.5	1.3	1.3		1.6	1.3	1.5	1.5	1.5
Personal Services (5)	2.3	2.4	2.5	3.1	3.0	3.1	3.7	3.4		3.0	3.1	3.4	3.3	3.4
Social Services (6)	4.9	4.5	4.8	4.5	5.3	5.7	5.0	5.1		5.3	5.2	4.7	5.4	5.2
Total Rural and Small Town	23.4	24.2	24.5	24.5	25.4	25.9	25.1	25.4		24.9	24.7	24.4	25.4	24.9

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	5.5	5.7	5.3	5.2	4.7	3.9	3.9	4.6		5.5	6.2	6.0	6.1	6.6
Primary	1.7	1.5	1.4	1.3	1.4	1.1	1.2	1.0		1.2	1.3	1.2	1.5	1.5
Agriculture	1.4	1.2	1.1	1.1	1.1	0.8	0.8	0.7		0.9	1.0	1.0	1.2	1.1
Forestry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0
Fish and Hunting	0.2	0.2	0.0	0.0	0.2	0.3	0.2	0.0		0.2	0.2	0.0	0.2	0.3
Mining and Oil and Gas Extraction	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0
Manufacturing	2.0	2.2	2.0	1.9	1.6	1.3	1.4	1.8		2.1	2.4	2.7	2.8	3.0
Traditional (1)	1.4	1.5	1.3	1.3	1.0	0.9	0.9	1.3		1.3	1.6	1.7	1.6	2.0
Complex (2)	0.6	0.7	0.7	0.6	0.6	0.4	0.5	0.5		0.8	0.8	1.0	1.2	1.0
Construction	1.9	2.0	1.9	1.9	1.7	1.5	1.3	1.8		2.3	2.4	2.1	1.8	2.1
Services	24.3	24.7	25.1	25.0	23.3	23.7	25.4	25.5		26.9	28.0	28.8	28.9	29.8
Distributive Services (3)	7.7	7.8	8.1	7.8	7.1	7.3	7.3	7.2		7.9	8.2	8.0	8.4	8.2
Producer Services (4)	2.6	2.7	2.5	2.6	2.9	2.7	3.1	2.9		3.0	3.5	3.3	3.6	4.0
Personal Services (5)	4.9	4.9	5.4	5.3	4.8	4.6	5.1	5.5		5.5	5.5	5.9	5.8	5.5
Social Services (6)	9.0	9.3	9.1	9.3	8.5	9.1	9.9	9.9		10.5	10.9	11.6	11.1	12.1
Total Urban	29.8	30.4	30.4	30.2	28.0	27.6	29.3	30.1		32.4	34.2	34.8	35.0	36.4

SOURCE: Labour Force Survey, 1987-1999

NOTES:

(1) Traditional manufacturing includes: Food; Beverages and Tobacco; Textile mills; Textile products mills; Clothing, Leather; Wood; Paper; Plastic and rubber products; Furniture and related.

(2) Complex manufacturing includes: Printing; Petroleum and Coal; Chemical; Non-Metallic minerals; Primary metal; Fabricated metal products; Machinery; Computer and electronics; Electrical equipment; Transportation equipment; Miscellaneous.

(3) Distributive services includes: Utilities; Wholesale trade; Retail-trade; Transportation and Storage; Information and Cultural industries.

(4) Producer Services include: Finance and Insurance; Real Estate; Commercial and Industrial Machinery and Equipment Rental and Leasing; Lessors of Non-Financial Intangible Assets & Management of companies and Enterprises; Professional, Scientific and Technical Services; Administrative and support; Waste management and Remediation services.

(5) Personal Services includes: Arts, Entertainment and Recreation; Accommodation and Food services; Other (e.g., vehicle repair, laundry services hair care); Automotive Equipment Rental and Leasing & General Rental Centres; Consumer Goods Rental.

(6) Social Services includes: Education services; Health care and Social assistance; Public Administration.

Coefficients of Variation for estimates of annual averages for Prince Edward Island (Note: estimates are in thousands)

1%	2.5%	5%	7.5%	10%	15%	20%	25%	30%
24.3	6.8	2.9	1.7	1.1	0.5	0.3	0.2	0.2

NOVA SCOTIA

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	93.4	100.6	97.6	95.0	90.0	84.4	78.6	77.6		82.3	78.9	81.5	86.2	88.7
Primary	25.9	26.9	23.5	25.4	25.6	24.8	22.2	21.3		21.3	21.7	22.5	22.9	21.9
Agriculture	8.1	7.8	6.7	7.4	7.1	7.7	6.3	6.6		6.7	7.0	7.3	6.9	6.9
Forestry	3.9	3.5	2.4	2.7	3.2	3.6	4.1	3.9		3.6	4.3	3.7	4.1	3.6
Fish and Hunting	7.8	9.1	10.0	9.3	9.8	8.9	8.0	7.6		6.8	7.0	7.2	6.9	7.5
Mining and Oil and Gas Extraction	6.1	6.4	4.5	6.0	5.5	4.6	3.8	3.3		4.2	3.5	4.4	5.0	3.9
Manufacturing	43.8	47.2	47.7	43.7	42.1	38.9	36.2	35.6		40.2	37.0	37.7	42.0	45.0
Traditional (1)	31.1	34.5	32.6	30.7	28.8	25.7	23.6	23.9		25.9	23.9	24.4	28.4	29.5
Complex (2)	12.7	12.8	15.1	13.0	13.2	13.2	12.6	11.7		14.3	13.2	13.3	13.6	15.5
Construction	23.6	26.5	26.4	25.9	22.3	20.6	20.2	20.7		20.8	20.2	21.3	21.3	21.8
Services	264.7	272.7	284.5	291.6	291.1	286.0	289.3	295.7		294.8	299.2	302.8	312.7	320.0
Distributive Services (3)	94.8	95.4	100.5	104.7	102.4	97.1	92.0	95.0		94.7	96.4	95.8	98.3	103.2
Producer Services (4)	34.5	36.0	38.5	38.6	40.3	40.7	41.7	43.5		44.1	46.1	48.0	50.7	53.0
Personal Services (5)	41.7	42.7	46.2	47.1	44.6	43.3	49.4	49.9		52.3	55.0	53.9	56.4	59.4
Social Services (6)	93.8	98.5	99.3	101.2	103.7	105.0	106.2	107.3		103.7	101.7	105.1	107.4	104.4
Total	358.1	373.3	382.1	386.5	381.0	370.4	367.9	373.3		377.1	378.1	384.3	398.9	408.6

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	46.5	52.1	48.7	46.7	44.2	45.2	43.4	44.8		44.6	44.0	46.3	48.4	51.5
Primary	14.9	17.2	15.6	16.3	16.5	17.2	15.4	15.4		14.6	15.5	15.6	15.5	16.1
Agriculture	5.5	5.6	4.7	5.1	4.4	5.8	4.3	4.5		4.5	4.7	4.8	4.8	5.2
Forestry	2.2	1.9	1.5	1.5	1.9	2.6	3.2	3.3		2.9	3.2	2.5	3.1	2.9
Fish and Hunting	5.6	8.0	8.4	8.1	8.5	7.6	6.9	6.7		5.8	6.4	6.4	5.9	6.2
Mining and Oil and Gas Extraction	1.6	1.7	1.0	1.6	1.7	1.1	1.0	0.9		1.4	1.2	1.9	1.8	1.8
Manufacturing	22.0	24.0	22.5	19.8	18.4	17.8	19.2	20.1		20.7	20.1	21.3	23.6	26.1
Traditional (1)	18.5	20.9	18.6	16.1	14.6	14.1	14.7	15.6		15.6	15.3	15.8	17.9	19.4
Complex (2)	3.5	3.1	4.0	3.8	3.8	3.7	4.5	4.6		5.1	4.8	5.5	5.7	6.7
Construction	9.6	10.9	10.6	10.6	9.3	10.1	8.8	9.2		9.2	8.4	9.4	9.3	9.4
Services	77.3	81.2	82.2	84.1	84.2	90.2	87.7	88.5		88.0	91.5	95.6	98.8	105.4
Distributive Services (3)	29.2	30.3	30.0	30.2	30.6	31.9	28.5	29.2		29.9	32.0	31.8	33.3	36.7
Producer Services (4)	7.0	7.1	7.6	7.9	8.4	9.9	8.6	8.6		10.0	11.0	12.6	12.4	11.5
Personal Services (5)	14.2	13.4	15.1	16.1	14.5	15.0	16.7	16.2		17.8	18.9	19.0	19.6	21.4
Social Services (6)	26.9	30.4	29.5	29.9	30.7	33.3	34.0	34.5		30.3	29.6	32.3	33.4	35.8
Total Rural and Small Town	123.7	133.2	130.9	130.8	128.4	135.3	131.1	133.2		132.6	135.5	141.9	147.2	156.9

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	46.9	48.5	48.9	48.3	45.8	39.2	35.2	32.9		37.8	34.9	35.2	37.9	37.1
Primary	11.1	9.7	8.0	9.2	9.1	7.6	6.8	5.9		6.7	6.2	7.0	7.3	5.8
Agriculture	2.7	2.2	2.0	2.2	2.7	1.9	2.0	2.1		2.1	2.3	2.4	2.1	1.6
Forestry	1.7	1.6	0.9	1.2	1.3	1.0	0.9	0.6		0.7	1.0	1.2	1.1	0.7
Fish and Hunting	2.2	1.2	1.5	1.3	1.3	1.3	1.1	0.8		1.0	0.6	0.8	1.0	1.3
Mining and Oil and Gas Extraction	4.5	4.7	3.6	4.4	3.8	3.4	2.8	2.4		2.8	2.2	2.5	3.2	2.1
Manufacturing	21.8	23.2	25.2	23.9	23.7	21.1	17.0	15.5		19.5	16.9	16.4	18.5	18.9
Traditional (1)	12.6	13.6	14.0	14.7	14.2	11.6	8.9	8.4		10.3	8.5	8.5	10.5	10.1
Complex (2)	9.2	9.6	11.2	9.2	9.5	9.5	8.1	7.1		9.2	8.4	7.8	7.9	8.8
Construction	14.0	15.6	15.7	15.3	13.0	10.5	11.4	11.5		11.6	11.8	11.9	12.1	12.5
Services	187.5	191.5	202.3	207.5	206.9	195.8	201.6	207.2		206.8	207.7	207.1	213.9	214.6
Distributive Services (3)	65.6	65.1	70.5	74.5	71.9	65.1	63.6	65.8		64.8	64.4	64.0	65.0	66.6
Producer Services (4)	27.6	28.9	30.9	30.7	32.0	30.8	33.1	34.8		34.0	35.1	35.4	38.2	41.5
Personal Services (5)	27.4	29.3	31.1	31.0	30.1	28.3	32.7	33.7		34.6	36.1	34.9	36.7	38.1
Social Services (6)	66.8	68.2	69.7	71.3	73.0	71.7	72.2	72.8		73.3	72.1	72.8	74.0	68.5
Total Urban	234.4	240.0	251.2	255.8	252.7	235.0	236.8	240.1		244.6	242.6	242.3	251.7	251.7

SOURCE: Labour Force Survey, 1987-1999

NOTES:

- (1) Traditional manufacturing includes: Food; Beverages and Tobacco; Textile mills; Textile products mills; Clothing, Leather; Wood; Paper; Plastic and rubber products; Furniture and related.
- (2) Complex manufacturing includes: Printing; Petroleum and Coal; Chemical; Non-Metallic minerals; Primary metal; Fabricated metal products; Machinery; Computer and electronics; Electrical equipment; Transportation equipment; Miscellaneous.
- (3) Distributive services includes: Utilities; Wholesale trade; Retail-trade; Transportation and Storage; Information and Cultural industries.
- (4) Producer Services include: Finance and Insurance; Real Estate; Commercial and Industrial Machinery and Equipment Rental and Leasing; Lessors of Non-Financial Intangible Assets & Management of companies and Enterprises; Professional, Scientific and Technical Services; Administrative and support; Waste management and Remediation services.
- (5) Personal Services includes: Arts, Entertainment and Recreation; Accommodation and Food services; Other (e.g., vehicle repair, laundry services hair care); Automotive Equipment Rental and Leasing & General Rental Centres; Consumer Goods Rental.
- (6) Social Services includes: Education services; Health care and Social assistance; Public Administration.

Coefficients of Variation for estimates of annual averages for Nova Scotia (Note: estimates are in thousands)								
1%	2.5%	5%	7.5%	10%	15%	20%	25%	30%
106.0	29.1	12.2	6.9	4.5	2.1	1.4	1.0	0.7

NEW BRUNSWICK

Table 4a. Employment by industry in New Brunswick ('000)

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	72.4	77.7	76.4	76.3	71.5	71.5	72.2	69.9		74.3	72.1	74.5	75.8	76.6
Primary	17.6	18.6	18.7	18.6	19.0	18.4	18.1	19.0		18.8	18.0	19.8	19.2	17.9
Agriculture	6.4	6.1	5.8	5.5	6.2	6.4	6.0	5.8		6.1	5.8	6.5	6.4	5.8
Forestry	4.9	6.2	5.4	4.8	3.8	3.3	3.4	4.1		5.4	4.7	6.3	5.4	5.2
Fish and Hunting	2.3	2.5	3.1	4.5	4.6	4.6	4.9	4.6		3.7	3.9	3.2	3.4	3.4
Mining and Oil and Gas Extraction	4.0	3.8	4.4	3.8	4.4	4.1	3.9	4.5		3.6	3.5	3.9	3.9	3.6
Manufacturing	37.2	40.1	37.8	37.4	33.2	34.4	36.1	34.2		37.3	35.6	36.0	36.7	39.3
Traditional (1)	28.0	29.0	25.2	25.1	21.4	22.8	24.7	22.9		25.6	24.9	26.1	26.9	28.3
Complex (2)	9.2	11.1	12.5	12.3	11.8	11.6	11.3	11.4		11.7	10.7	9.9	9.9	11.0
Construction	17.6	19.0	20.0	20.3	19.4	18.6	18.1	16.6		18.3	18.5	18.7	19.8	19.3
Services	207.1	212.2	219.8	223.5	222.8	225.6	229.3	230.4		235.6	234.0	236.2	242.0	251.8
Distributive Services (3)	74.2	75.2	78.1	81.5	80.5	80.1	78.8	78.1		79.0	78.0	79.7	79.3	85.0
Producer Services (4)	23.4	24.4	25.6	25.6	26.7	27.6	28.6	29.3		29.4	31.3	32.9	33.1	34.6
Personal Services (5)	35.6	36.8	38.2	39.1	37.5	37.4	38.7	42.4		43.9	43.5	42.6	44.8	48.1
Social Services (6)	73.9	75.9	77.9	77.4	78.0	80.6	83.2	80.5		83.2	81.3	80.9	84.9	84.1
Total	279.5	290.0	296.3	299.8	294.3	297.1	301.5	300.2		309.9	306.2	310.7	317.8	328.4

Table 4b. Employment by industry in RST New Brunswick ('000)

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	43.1	45.4	43.9	43.9	41.8	40.2	39.6	39.3		46.1	45.6	47.0	45.4	46.3
Primary	13.5	13.9	14.4	14.0	14.8	14.5	13.4	14.8		14.7	14.2	15.1	14.6	14.1
Agriculture	5.4	4.6	4.9	4.5	5.0	5.3	4.7	4.7		5.1	4.9	5.6	5.1	4.9
Forestry	3.5	4.6	3.9	3.3	2.9	2.2	2.0	2.9		4.0	3.5	4.8	4.3	3.8
Fish and Hunting	2.1	2.3	2.9	4.1	4.3	4.5	4.7	4.5		3.4	3.6	2.6	3.1	3.1
Mining and Oil and Gas Extraction	2.5	2.4	2.8	2.0	2.6	2.5	2.0	2.7		2.2	2.2	2.0	2.2	2.3
Manufacturing	20.5	21.8	19.1	20.2	17.8	17.0	18.7	17.8		22.1	21.2	21.7	20.9	22.9
Traditional (1)	17.5	18.3	15.3	16.0	13.4	13.8	15.1	14.7		17.4	16.4	17.4	16.8	18.4
Complex (2)	3.0	3.5	3.7	4.2	4.3	3.2	3.7	3.1		4.7	4.8	4.3	4.1	4.5
Construction	9.1	9.7	10.5	9.7	9.2	8.7	7.4	6.7		9.3	10.2	10.3	9.8	9.2
Services	72.1	77.1	81.6	80.9	78.9	72.2	69.8	71.7		86.2	86.9	88.1	90.8	92.8
Distributive Services (3)	24.9	27.3	27.8	28.0	28.0	26.6	23.1	24.1		28.1	27.9	29.2	28.7	31.5
Producer Services (4)	6.0	7.7	7.4	6.8	7.6	7.0	6.5	7.8		8.5	9.3	9.0	9.6	9.3
Personal Services (5)	13.4	12.9	15.5	15.9	14.1	13.2	13.1	13.7		17.4	18.2	17.2	18.4	18.9
Social Services (6)	27.7	29.2	30.9	30.1	29.2	25.5	27.1	26.1		32.2	31.4	32.6	34.1	33.2
Total Rural and Small Town	115.2	122.6	125.6	124.8	120.8	112.4	109.4	111.1		132.4	132.5	135.1	136.2	139.1

Table 4c. Employment by industry in urban New Brunswick ('000)

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	29.3	32.3	32.5	32.4	29.6	31.3	32.6	30.6		28.2	26.5	27.5	30.4	30.3
Primary	4.1	4.7	4.3	4.7	4.1	3.9	4.6	4.2		4.0	3.8	4.7	4.6	3.8
Agriculture	1.1	1.5	0.9	1.0	1.2	1.1	1.3	1.1		0.9	0.9	0.9	1.3	0.9
Forestry	1.4	1.6	1.5	1.5	0.9	1.0	1.4	1.2		1.4	1.2	1.4	1.2	1.3
Fish and Hunting	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.5	0.0	0.0
Mining and Oil and Gas Extraction	1.5	1.4	1.6	1.8	1.8	1.7	1.9	1.7		1.5	1.3	1.9	1.8	1.3
Manufacturing	16.7	18.3	18.7	17.2	15.4	17.4	17.3	16.5		15.2	14.4	14.3	15.8	16.4
Traditional (1)	10.5	10.7	9.9	9.1	8.0	9.0	9.7	8.2		8.1	8.5	8.6	10.0	9.9
Complex (2)	6.2	7.5	8.8	8.1	7.4	8.4	7.7	8.3		7.0	5.9	5.6	5.8	6.5
Construction	8.5	9.4	9.5	10.5	10.1	10.0	10.6	9.9		9.0	8.3	8.5	10.0	10.1
Services	135.0	135.1	138.2	142.6	143.9	153.4	159.5	158.6		149.4	147.2	148.1	151.3	159.0
Distributive Services (3)	49.2	47.9	50.4	53.5	52.5	53.5	55.6	54.0		50.9	50.1	50.5	50.5	53.6
Producer Services (4)	17.3	16.7	18.3	18.7	19.1	20.6	22.2	21.5		21.0	22.0	23.9	23.6	25.3
Personal Services (5)	22.2	23.9	22.7	23.1	23.5	24.2	25.6	28.7		26.5	25.2	25.4	26.4	29.3
Social Services (6)	46.2	46.6	46.9	47.3	48.8	55.1	56.1	54.4		51.0	49.9	48.3	50.8	50.8
Total Urban	164.3	167.4	170.7	175.0	173.5	184.7	192.1	189.2		177.6	173.7	175.6	181.6	189.3

SOURCE: Labour Force Survey, 1987-1999

NOTES:

(1) Traditional manufacturing includes: Food; Beverages and Tobacco; Textile mills; Textile products mills; Clothing, Leather; Wood; Paper; Plastic and rubber products; Furniture and related.

(2) Complex manufacturing includes: Printing; Petroleum and Coal; Chemical; Non-Metallic minerals; Primary metal; Fabricated metal products; Machinery; Computer and electronics; Electrical equipment; Transportation equipment; Miscellaneous.

(3) Distributive services includes: Utilities; Wholesale trade; Retail-trade; Transportation and Storage; Information and Cultural industries.

(4) Producer Services include: Finance and Insurance; Real Estate; Commercial and Industrial Machinery and Equipment Rental and Leasing; Lessors of Non-Financial Intangible Assets & Management of companies and Enterprises; Professional, Scientific and Technical Services; Administrative and support; Waste management and Remediation services.

(5) Personal Services includes: Arts, Entertainment and Recreation; Accommodation and Food services; Other (e.g., vehicle repair, laundry services hair care); Automotive Equipment Rental and Leasing & General Rental Centres; Consumer Goods Rental.

(6) Social Services includes: Education services; Health care and Social assistance; Public Administration.

Coefficients of Variation for estimates of annual averages for New Brunswick (Note: estimates are in thousands)

1%	2.5%	5%	7.5%	10%	15%	20%	25%	30%
80.8	21.9	9.1	5.1	3.3	1.6	1.0	0.7	0.5

MANITOBA

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	136.3	133.7	134.9	128.5	123.8	123.9	122.5	126.6		127.5	131.8	135.4	139.8	137.9
Primary	49.9	48.7	50.1	48.3	48.6	48.4	50.0	47.9		47.4	48.7	51.3	49.2	44.0
Agriculture	41.6	39.3	40.6	40.0	40.3	40.6	42.3	40.5		39.4	39.8	40.9	39.2	37.3
Forestry	1.1	1.4	1.4	1.6	1.5	1.2	1.3	0.9		1.3	1.6	1.2	1.7	1.2
Fish and Hunting	0.0	0.5	0.7	0.0	0.0	0.0	0.5	0.0		0.0	0.0	1.4	1.7	0.5
Mining and Oil and Gas Extraction	6.8	7.4	7.3	6.3	6.5	6.3	5.9	6.2		6.5	7.1	7.7	6.5	5.0
Manufacturing	56.8	60.4	61.7	56.6	53.4	51.8	49.3	52.4		56.7	58.2	59.4	62.7	64.5
Traditional (1)	32.2	29.4	31.3	27.9	27.1	25.5	24.4	26.2		28.6	29.2	26.8	30.6	31.0
Complex (2)	24.6	31.0	30.4	28.6	26.3	26.3	24.8	26.2		28.2	29.1	32.6	32.1	33.6
Construction	29.6	24.6	23.1	23.7	21.7	23.7	23.2	26.3		23.4	24.8	24.7	27.9	29.3
Services	370.0	374.0	378.7	386.6	383.0	378.3	384.0	382.9		391.5	386.8	390.2	395.9	404.8
Distributive Services (3)	135.9	137.4	136.9	134.5	130.6	126.2	130.4	130.3		134.5	128.2	126.0	128.9	134.7
Producer Services (4)	48.4	51.9	55.5	57.0	56.2	54.3	54.5	55.3		59.3	57.7	62.1	65.9	67.9
Personal Services (5)	60.1	61.3	61.8	66.6	65.8	65.8	67.4	64.9		63.8	64.2	66.8	67.3	67.7
Social Services (6)	125.6	123.4	124.5	128.5	130.5	132.0	131.7	132.4		133.9	136.7	135.2	133.7	134.5
Total	506.3	507.7	513.7	515.2	506.8	502.2	506.5	509.5		519.0	518.6	525.6	535.7	542.7

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	62.4	59.9	61.0	60.2	59.4	60.8	58.9	62.7		60.1	62.5	65.0	64.4	60.5
Primary	40.3	38.4	40.5	39.3	40.5	41.2	40.3	39.9		38.8	40.8	45.2	41.6	37.7
Agriculture	36.1	34.0	36.3	35.4	37.0	37.9	36.9	37.0		33.6	35.3	38.1	34.8	33.5
Forestry	0.9	1.3	1.0	1.3	1.3	0.9	1.0	0.7		1.0	1.0	0.8	1.2	0.9
Fish and Hunting	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0		0.0	0.0	1.4	1.7	0.5
Mining and Oil and Gas Extraction	3.0	2.8	2.6	2.2	1.9	2.1	2.0	1.9		4.0	4.3	4.9	3.9	2.8
Manufacturing	12.6	13.0	13.1	12.3	10.9	10.8	10.2	12.9		13.7	13.2	11.1	12.9	13.6
Traditional (1)	7.8	7.8	7.7	5.9	6.5	5.9	5.6	6.0		7.6	7.9	6.1	6.5	7.8
Complex (2)	4.8	5.1	5.4	6.4	4.4	5.0	4.6	6.9		6.0	5.3	5.0	6.4	5.7
Construction	9.5	8.5	7.4	8.6	8.0	8.7	8.4	9.9		7.7	8.5	8.7	9.8	9.2
Services	99.5	100.7	102.2	102.4	100.9	101.3	105.2	106.0		85.6	88.4	89.6	92.0	97.0
Distributive Services (3)	35.1	35.8	35.3	34.9	34.5	35.4	36.3	38.1		30.6	29.3	31.6	31.6	32.6
Producer Services (4)	9.0	10.0	12.5	11.6	10.9	9.9	10.8	10.4		8.4	8.8	8.9	10.9	12.1
Personal Services (5)	17.5	17.0	18.0	17.9	19.4	18.1	18.4	20.0		15.3	15.5	15.5	16.0	17.1
Social Services (6)	38.0	37.8	36.4	38.1	36.1	37.9	39.6	37.4		31.3	34.8	33.6	33.6	35.2
Total Rural and Small Town	162.0	160.6	163.3	162.6	160.3	162.0	164.1	168.7		145.8	151.0	154.5	156.4	157.5

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	73.8	73.8	73.9	68.3	64.4	63.2	63.6	63.9		67.4	69.3	70.4	75.5	77.4
Primary	9.6	10.3	9.5	9.0	8.1	7.2	9.7	8.0		8.6	8.0	6.1	7.6	6.3
Agriculture	5.5	5.3	4.3	4.6	3.3	2.7	5.4	3.5		5.8	4.6	2.8	4.4	3.8
Forestry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.6	0.0	0.5	0.0
Fish and Hunting	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0
Mining and Oil and Gas Extraction	3.8	4.7	4.7	4.1	4.6	4.2	3.8	4.2		2.4	2.8	2.8	2.6	2.3
Manufacturing	44.2	47.4	48.6	44.3	42.5	41.0	39.0	39.5		43.1	45.0	48.3	49.8	50.9
Traditional (1)	24.4	21.5	23.6	22.0	20.6	19.6	18.8	20.2		21.0	21.3	20.7	24.1	23.1
Complex (2)	19.8	25.9	25.1	22.3	21.9	21.4	20.2	19.3		22.1	23.7	27.6	25.7	27.8
Construction	20.1	16.1	15.7	15.1	13.7	14.9	14.8	16.4		15.7	16.3	16.0	18.1	20.1
Services	270.5	273.3	276.5	284.2	282.2	277.0	278.8	276.9		305.9	298.4	300.6	303.8	307.7
Distributive Services (3)	100.9	101.6	101.6	99.6	96.1	90.9	94.0	92.2		103.9	98.9	94.5	97.4	102.1
Producer Services (4)	39.4	41.8	43.0	45.4	45.3	44.4	43.7	44.8		50.9	48.9	53.2	55.0	55.8
Personal Services (5)	42.6	44.3	43.8	48.8	46.5	47.6	49.0	44.9		48.5	48.7	51.3	51.3	50.5
Social Services (6)	87.7	85.6	88.1	90.4	94.3	94.1	92.1	95.0		102.6	101.9	101.6	100.1	99.3
Total Urban	344.3	347.1	350.4	352.6	346.6	340.2	342.4	340.8		373.3	367.6	371.0	379.3	385.1

SOURCE: Labour Force Survey, 1987-1999

NOTES:

- (1) Traditional manufacturing includes: Food; Beverages and Tobacco; Textile mills; Textile products mills; Clothing, Leather; Wood; Paper; Plastic and rubber products; Furniture and related.
- (2) Complex manufacturing includes: Printing; Petroleum and Coal; Chemical; Non-Metallic minerals; Primary metal; Fabricated metal products; Machinery; Computer and electronics; Electrical equipment; Transportation equipment; Miscellaneous.
- (3) Distributive services includes: Utilities; Wholesale trade; Retail-trade; Transportation and Storage; Information and Cultural industries.
- (4) Producer Services include: Finance and Insurance; Real Estate; Commercial and Industrial Machinery and Equipment Rental and Leasing; Lessors of Non-Financial Intangible Assets & Management of companies and Enterprises; Professional, Scientific and Technical Services; Administrative and support; Waste management and Remediation services.
- (5) Personal Services includes: Arts, Entertainment and Recreation; Accommodation and Food services; Other (e.g., vehicle repair, laundry services hair care); Automotive Equipment Rental and Leasing & General Rental Centres; Consumer Goods Rental.
- (6) Social Services includes: Education services; Health care and Social assistance; Public Administration.

Coefficients of Variation for estimates of annual averages for Manitoba (Note: estimates are in thousands)

1%	2.5%	5%	7.5%	10%	15%	20%	25%	30%
108.0	30.5	13.1	7.5	4.9	2.4	1.6	1.1	0.8

ALBERTA

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	321.7	343.4	345.1	348.9	346.6	345.4	348.9	358.5		375.0	383.8	395.4	410.0	411.9
Primary	161.8	167.8	165.6	170.3	173.4	170.8	172.0	170.9		174.1	177.7	178.9	178.1	160.3
Agriculture	88.3	91.6	92.9	95.3	98.8	97.3	94.4	92.4		94.1	94.0	89.2	91.6	82.5
Forestry	3.2	2.8	3.1	3.4	4.1	4.2	4.4	4.4		5.6	3.4	4.1	4.2	4.4
Fish and Hunting	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0
Mining and Oil and Gas Extraction	69.7	72.8	69.4	70.7	70.3	68.8	72.8	73.9		74.3	80.0	85.4	82.2	73.4
Manufacturing	90.8	96.7	97.6	94.4	90.7	91.9	94.6	100.0		106.8	108.4	119.0	126.2	134.3
Traditional (1)	40.0	40.9	40.3	42.0	40.9	40.6	43.4	45.5		49.4	51.0	52.5	57.8	56.0
Complex (2)	50.7	55.8	57.3	52.4	49.8	51.2	51.1	54.5		57.4	57.4	66.5	68.4	78.3
Construction	69.1	78.9	81.9	84.3	82.6	82.7	82.2	87.6		94.1	97.8	97.5	105.7	117.4
Services	867.1	880.1	906.3	929.6	940.7	938.7	946.0	973.1		994.3	1,024.6	1,062.4	1,105.3	1,141.3
Distributive Services (3)	306.8	311.2	315.8	316.2	311.3	304.6	300.6	322.5		335.1	347.0	344.2	363.2	375.9
Producer Services (4)	143.2	145.2	153.9	162.0	164.6	168.1	170.7	175.7		181.2	191.9	203.3	212.8	233.4
Personal Services (5)	147.6	149.3	149.6	160.8	165.7	171.5	176.1	184.7		192.3	190.4	209.0	217.9	215.8
Social Services (6)	269.5	274.5	287.0	290.5	299.1	294.5	298.5	290.2		285.7	295.3	306.0	311.3	316.3
Total Alberta	1,188.7	1,223.6	1,251.4	1,278.5	1,287.3	1,284.1	1,294.8	1,331.6		1,369.3	1,408.4	1,457.9	1,515.4	1,553.3

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	146.5	159.1	164.5	175.9	175.7	179.2	180.2	181.3		142.6	143.8	144.4	147.5	147.2
Primary	99.6	111.1	113.7	122.7	126.8	125.5	126.7	123.8		98.5	98.4	99.2	99.7	94.2
Agriculture	70.6	79.9	82.4	87.1	91.2	91.4	88.1	85.6		72.0	74.0	72.5	73.3	68.3
Forestry	2.5	2.4	2.3	2.7	3.0	2.9	3.3	3.4		3.9	2.0	3.0	3.1	3.3
Fish and Hunting	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0
Mining and Oil and Gas Extraction	26.0	28.2	28.8	32.0	32.5	30.9	34.9	34.6		22.5	22.2	23.7	23.2	22.6
Manufacturing	23.3	23.0	24.9	25.2	23.0	25.8	25.0	26.5		18.8	22.4	21.9	22.3	24.2
Traditional (1)	12.6	12.6	13.1	14.6	13.6	15.4	14.7	16.4		11.9	14.3	13.9	14.1	14.5
Complex (2)	10.7	10.4	11.8	10.6	9.5	10.4	10.3	10.1		6.9	8.1	8.0	8.2	9.7
Construction	23.6	25.1	25.9	28.1	25.8	27.9	28.5	31.0		25.3	23.0	23.3	25.6	28.9
Services	240.3	240.3	253.3	260.5	266.0	259.5	274.2	285.2		206.5	204.0	204.3	212.4	225.4
Distributive Services (3)	84.6	83.4	86.9	86.6	89.2	85.7	89.0	94.7		75.3	72.1	68.9	70.8	75.5
Producer Services (4)	26.3	25.4	28.1	29.6	29.8	33.2	34.4	38.5		25.9	26.6	25.0	27.4	31.8
Personal Services (5)	44.4	45.3	48.7	51.1	54.1	51.9	55.2	60.4		42.8	41.1	45.8	47.0	51.5
Social Services (6)	85.0	86.3	89.6	93.3	92.9	88.7	95.6	91.7		62.5	64.2	64.5	67.3	66.7
Total Rural and Small Town	386.8	399.5	417.8	436.5	441.6	438.7	454.3	466.6		349.0	347.8	348.7	360.0	372.7

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	175.2	184.3	180.5	173.0	171.0	166.2	168.7	177.2		232.4	240.1	251.0	262.5	264.7
Primary	62.2	56.8	51.9	47.6	46.6	45.4	45.3	47.1		75.6	79.3	79.6	78.4	66.1
Agriculture	17.7	11.7	10.5	8.3	7.6	6.0	6.3	6.8		22.1	20.0	16.7	18.3	14.2
Forestry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		1.7	0.0	0.0	0.0	0.0
Fish and Hunting	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0
Mining and Oil and Gas Extraction	43.8	44.6	40.6	38.7	37.8	37.9	37.9	39.3		51.8	57.8	61.7	59.0	50.8
Manufacturing	67.5	73.6	72.7	69.3	67.6	66.1	69.6	73.5		88.0	86.1	97.2	104.0	110.1
Traditional (1)	27.4	28.2	27.1	27.4	27.3	25.3	28.7	29.1		37.4	36.7	38.7	43.7	41.5
Complex (2)	40.0	45.4	45.5	41.9	40.3	40.8	40.9	44.4		50.6	49.3	58.5	60.2	68.7
Construction	45.6	53.9	55.9	56.2	56.7	54.8	53.8	56.6		68.8	74.8	74.2	80.2	88.5
Services	626.8	639.8	653.1	669.1	674.7	679.2	671.8	687.8		787.9	820.5	858.2	892.9	915.9
Distributive Services (3)	222.2	227.8	228.9	229.7	222.1	218.9	211.7	227.8		259.8	274.9	275.3	292.4	300.5
Producer Services (4)	116.9	119.8	125.8	132.5	134.8	134.9	136.3	137.1		155.4	165.3	178.3	185.4	201.6
Personal Services (5)	103.2	103.9	100.9	109.7	111.6	119.6	120.9	124.3		149.6	149.3	163.2	171.0	164.2
Social Services (6)	184.5	188.2	197.4	197.2	206.2	205.8	202.9	198.5		223.1	231.1	241.5	244.1	249.6
Total Urban	802.0	824.1	833.6	842.1	845.7	845.4	840.5	865.0		1,020.3	1,060.6	1,109.2	1,155.4	1,180.6

SOURCE: Labour Force Survey, 1987-1999

NOTES:

(1) Traditional manufacturing includes: Food; Beverages and Tobacco; Textile mills; Textile products mills; Clothing, Leather; Wood; Paper; Plastic and rubber products; Furniture and related.

(2) Complex manufacturing includes: Printing; Petroleum and Coal; Chemical; Non-Metallic minerals; Primary metal; Fabricated metal products; Machinery; Computer and electronics; Electrical equipment; Transportation equipment; Miscellaneous.

(3) Distributive services includes: Utilities; Wholesale trade; Retail-trade; Transportation and Storage; Information and Cultural industries.

(4) Producer Services include: Finance and Insurance; Real Estate; Commercial and Industrial Machinery and Equipment Rental and Leasing; Lessors of Non-Financial Intangible Assets & Management of companies and Enterprises; Professional, Scientific and Technical Services; Administrative and support; Waste management and Remediation services.

(5) Personal Services includes: Arts, Entertainment and Recreation; Accommodation and Food services; Other (e.g., vehicle repair, laundry services hair care); Automotive Equipment Rental and Leasing & General Rental Centres; Consumer Goods Rental.

(6) Social Services includes: Education services; Health care and Social assistance; Public Administration.

Coefficients of Variation for estimates of annual averages for Alberta (Note: estimates are in thousands)

1%	2.5%	5%	7.5%	10%	15%	20%	25%	30%
241.7	69.6	30.2	17.4	11.6	5.6	3.7	2.7	2.0

BRITISH COLUMBIA

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	322.1	342.2	376.0	377.4	364.9	360.7	372.2	389.0		394.4	399.5	407.5	397.5	385.0
Primary	82.5	81.3	87.5	81.7	84.1	78.6	78.8	79.7		80.5	84.8	87.7	83.7	77.6
Agriculture	32.4	31.2	33.0	29.2	32.2	30.5	34.3	30.7		25.6	30.1	33.2	33.1	28.6
Forestry	24.6	25.9	27.2	26.4	27.5	26.9	25.8	30.7		36.3	32.1	32.6	29.8	30.2
Fish and Hunting	6.1	6.3	7.2	7.0	6.9	5.1	6.4	6.2		4.5	5.1	5.4	3.5	4.0
Mining and Oil and Gas Extraction	19.4	17.9	20.2	19.0	17.5	16.2	12.3	12.0		14.2	17.5	16.5	17.3	14.8
Manufacturing	157.6	167.2	178.0	176.2	168.8	167.7	179.2	183.7		188.7	195.1	197.0	196.0	192.2
Traditional (1)	102.3	103.3	113.5	106.8	100.6	104.3	115.1	117.2		112.8	112.8	113.7	114.0	109.0
Complex (2)	55.4	63.9	64.5	69.3	68.2	63.4	64.1	66.6		75.9	82.3	83.3	82.0	83.2
Construction	82.0	93.7	110.5	119.6	112.1	114.3	114.2	125.6		125.1	119.5	122.9	117.7	115.3
Services	1,052.5	1,093.2	1,132.9	1,177.4	1,207.6	1,259.7	1,303.7	1,365.0		1,397.9	1,421.7	1,461.5	1,472.7	1,521.3
Distributive Services (3)	372.3	387.4	395.1	408.0	407.5	415.9	427.1	442.5		457.1	449.6	471.7	466.8	488.5
Producer Services (4)	183.7	201.9	210.4	220.6	225.3	228.4	247.2	263.6		266.9	282.0	293.0	305.7	312.3
Personal Services (5)	201.6	206.1	219.8	223.2	230.4	247.1	251.2	267.6		270.1	282.1	285.8	292.4	307.4
Social Services (6)	294.9	297.8	307.7	325.7	344.4	368.3	378.2	391.3		403.8	408.0	410.9	407.8	413.2
Total British Columbia	1,374.6	1,435.4	1,508.9	1,554.9	1,572.6	1,620.3	1,675.9	1,754.0		1,792.3	1,821.2	1,869.0	1,870.2	1,906.4

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	108.6	119.4	132.7	119.0	112.0	116.2	123.0	120.1		80.1	77.2	76.4	74.0	74.7
Primary	49.1	50.3	51.6	43.9	44.7	43.7	44.6	44.8		32.3	31.9	30.6	26.4	28.1
Agriculture	18.4	18.6	20.6	16.3	16.1	18.2	21.0	17.9		7.5	9.8	11.0	8.7	7.0
Forestry	14.9	16.9	16.2	14.8	16.7	15.5	14.6	18.6		17.0	14.4	13.0	10.8	13.8
Fish and Hunting	2.8	2.3	3.3	1.8	1.7	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0
Mining and Oil and Gas Extraction	12.9	12.6	11.5	11.0	10.2	9.2	8.1	7.1		7.0	6.7	6.1	6.6	6.2
Manufacturing	39.9	46.9	55.0	47.2	41.5	43.8	47.3	48.8		30.6	25.8	28.3	30.0	28.6
Traditional (1)	33.9	38.4	44.7	37.7	33.9	36.4	39.4	40.8		23.1	19.1	22.2	23.9	22.3
Complex (2)	5.9	8.5	10.3	9.6	7.6	7.4	7.8	8.0		7.5	6.7	6.1	6.1	6.3
Construction	19.7	22.2	26.1	27.8	25.8	28.7	31.2	26.5		17.2	19.5	17.5	17.7	18.1
Services	196.7	208.3	208.3	222.8	228.9	231.4	245.0	252.5		168.8	157.9	164.0	164.8	172.1
Distributive Services (3)	67.4	75.8	70.1	77.9	78.8	73.1	80.4	90.3		51.6	46.8	45.1	49.7	51.5
Producer Services (4)	24.4	23.6	25.2	28.6	29.4	30.1	32.2	31.3		22.9	24.6	24.9	22.1	26.0
Personal Services (5)	39.8	46.5	49.6	50.8	51.6	53.8	54.8	55.2		40.3	36.3	39.7	43.1	43.8
Social Services (6)	65.1	62.4	63.4	65.4	69.1	74.5	77.7	75.7		53.9	50.2	54.3	49.8	50.8
Total Rural and Small Town	305.3	327.7	340.9	341.8	340.9	347.7	368.0	372.7		248.9	235.1	240.4	238.8	246.9

	1987	1988	1989	1990	1991	1992	1993	1994	*	1995	1996	1997	1998	1999
INDUSTRIES														
Goods	213.5	222.8	243.4	258.4	253.0	244.4	249.2	268.9		314.3	322.2	331.2	323.5	310.3
Primary	33.4	31.0	35.9	37.7	39.4	34.9	34.2	34.8		48.2	52.9	57.1	57.4	49.6
Agriculture	13.9	12.7	12.4	12.9	16.1	12.3	13.3	12.8		18.1	20.3	22.2	24.3	21.6
Forestry	9.7	9.1	11.0	11.6	10.9	11.4	11.2	12.1		19.3	17.7	19.5	19.0	16.4
Fish and Hunting	3.3	4.1	3.9	5.2	5.2	4.2	5.5	5.0		3.7	4.1	5.0	3.3	2.9
Mining and Oil and Gas Extraction	6.5	5.3	8.6	8.0	7.2	7.1	4.1	5.0		7.1	10.8	10.4	10.7	8.6
Manufacturing	117.8	120.2	123.0	128.9	127.3	123.9	132.0	134.9		158.2	169.3	168.6	166.0	163.5
Traditional (1)	68.3	64.8	68.8	69.1	66.7	67.9	75.6	76.3		89.7	93.7	91.5	90.1	86.7
Complex (2)	49.4	55.4	54.2	59.8	60.6	56.0	56.3	58.6		68.5	75.6	77.1	75.9	76.8
Construction	62.3	71.5	84.4	91.8	86.3	85.6	83.0	99.1		107.9	100.0	105.4	100.1	97.2
Services	855.8	885.0	924.6	954.6	978.8	1,028.2	1,058.7	1,112.5		1,229.1	1,263.8	1,297.4	1,307.9	1,349.2
Distributive Services (3)	304.9	311.7	324.9	330.0	328.8	342.8	346.7	352.1		405.5	402.8	426.6	417.1	437.0
Producer Services (4)	159.3	178.3	185.2	192.0	195.9	198.3	215.0	232.3		244.0	257.4	268.1	283.6	286.3
Personal Services (5)	161.8	159.6	170.2	172.4	178.9	193.3	196.5	212.4		229.8	245.8	246.1	249.2	263.5
Social Services (6)	229.8	235.4	244.3	260.3	275.2	293.9	300.5	315.6		349.9	357.8	356.6	358.0	362.4
Total Urban	1,069.3	1,107.7	1,167.9	1,213.1	1,231.7	1,272.7	1,307.9	1,381.4		1,543.4	1,586.1	1,628.6	1,631.4	1,659.5

SOURCE: Labour Force Survey, 1987-1999

NOTES:

(1) Traditional manufacturing includes: Food; Beverages and Tobacco; Textile mills; Textile products mills; Clothing, Leather; Wood; Paper; Plastic and rubber products; Furniture and related.

(2) Complex manufacturing includes: Printing; Petroleum and Coal; Chemical; Non-Metallic minerals; Primary metal; Fabricated metal products; Machinery; Computer and electronics; Electrical equipment; Transportation equipment; Miscellaneous.

(3) Distributive services includes: Utilities; Wholesale trade; Retail-trade; Transportation and Storage; Information and Cultural industries.

(4) Producer Services include: Finance and Insurance; Real Estate; Commercial and Industrial Machinery and Equipment Rental and Leasing; Lessors of Non-Financial Intangible Assets & Management of companies and Enterprises; Professional, Scientific and Technical Services; Administrative and support; Waste management and Remediation services.

(5) Personal Services includes: Arts, Entertainment and Recreation; Accommodation and Food services; Other (e.g., vehicle repair, laundry services hair care); Automotive Equipment Rental and Leasing & General Rental Centres; Consumer Goods Rental.

(6) Social Services includes: Education services; Health care and Social assistance; Public Administration.

Coefficients of Variation for estimates of annual averages for Alberta (Note: estimates are in thousands)

1%	2.5%	5%	7.5%	10%	15%	20%	25%	30%
241.7	69.6	30.2	17.4	11.6	5.6	3.7	2.7	2.0

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