

**Immigration and Demographic Change in Canada and Manitoba**

for the

Rural Development Institute

Brandon University

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## **1 Introduction**

Throughout its history, the story of Canada has been closely linked to immigration. The same is true for Manitoba. The province's great periods of growth, in the late nineteenth and early twentieth century, in the immediate post World War II period, and in the first decade of the twenty-first century have all been driven by immigration. The purpose of this paper is to describe the demographic growth of Manitoba, to examine the current situation, especially in the southwest of the province and to look at the impact of recent immigration policies on the latest growth spurt in Manitoba.

### ***A note on sources***

*Most charts and tables in this paper are generated from data derived from sources referenced in the accompanying text. Therefore, source information is not generally provided on the charts or tables but is available by referring to the endnote cited in the text. In the case of charts or tables including data not referenced in the text, there will be a footnote to the table.*

## **2 Demography**

### ***Canada and Manitoba –the Early Years***

The first decennial census of Canada took place in 1871, just one year after the creation of the Province of Manitoba. At that time, Manitoba was known as the “postage stamp province” because it only covered a small rectangular area, centred on Winnipeg. It was not until 1912 that Manitoba attained its current size. But for the purpose of this paper, Manitoba and Census Districts in parts of the Northwest Territories that would join Manitoba in 1912 are considered together.

In 1871, the population of the new Dominion of Canada was 3,737,257, and it was predominantly rural. In fact 81% of Canadians lived in rural areas. The new province of Manitoba had a population of 25,228 and was overwhelmingly rural with 96% of its population living outside urban areas.<sup>1</sup> When it is considered that Statistics Canada and its predecessor agencies define urban as communities of more than 1,000 people, the true rural nature of early Canada is likely to be understated by this data.

In 1871, the new province represented only 0.7% of Canada’s population. By 1901, however, Manitoba had grown enormously, fuelled by both international migration and internal migration, mostly from Ontario. While Canada’s population had increased some 45% to 5,418,663, that of Manitoba had skyrocketed 900% to 255,211 and represented 4.7% of the nation’s population. In 1901, the people still were predominantly rural: 63% in Canada and 72% in Manitoba.

These trends continued through the first decade of the twentieth century but the rate of growth in Manitoba started to slow as good land filled up in Manitoba but was still plentiful in Saskatchewan and Alberta. In the decade, Canada grew to a population of 7,221,662 in 1911 and Manitoba almost doubled its population to 461,394, representing 6.3% of the Canadian population, a share that would remain fairly consistent until it started dropping after the Second World War. Both Canada and Manitoba remained predominantly rural, but the growth, both of large cities such as Winnipeg, which had quickly become the third largest city in the country, after Montreal and Toronto, and of smaller communities passing the 1,000 threshold, pushed the rural population down to only 57% of the total in Manitoba, very close to the national figure of 55%.<sup>2</sup>

Manitoba would never see rates of growth such as it experienced in the first 40 years of its existence, so let us “fast-forward” to the present day.

## ***Canada and Manitoba in 2010***

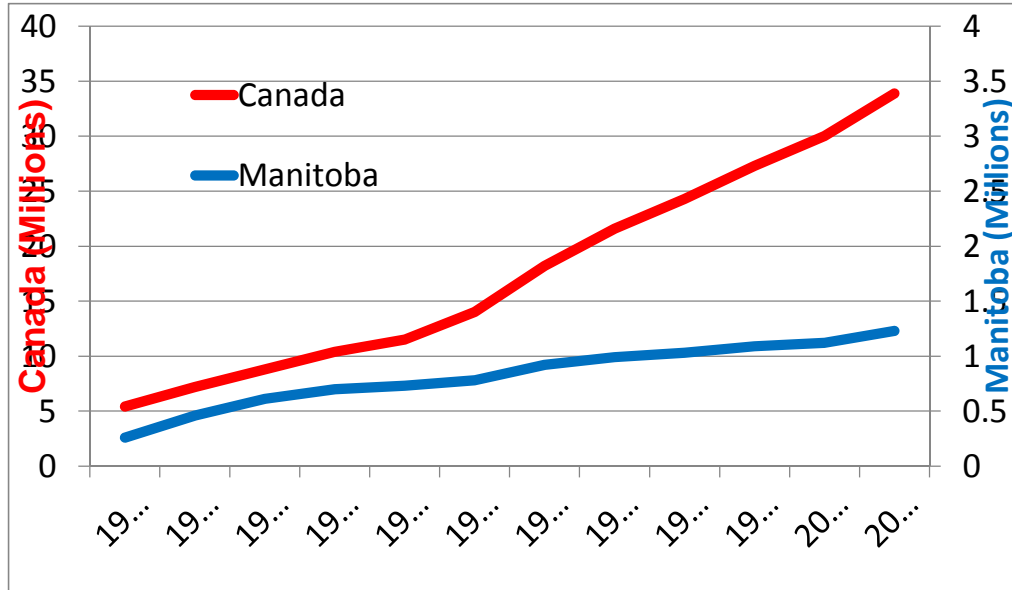
The latest Statistics Canada population estimate is for January 1, 2010. Manitoba is estimated to have a population of 1,228,984, a 2.7 times increase in the century since 1911. This now represents only 3.6% of Canada's population of 33,930,830 as Canada's population has increased almost five times since 1911.

Manitoba is now overwhelmingly urban with 60% of the province's population living in the Winnipeg Census Metropolitan Area. Now only 28% of Manitoba's population is considered rural. However, the people living in towns such as Carberry (pop. 1,500) or Souris (pop. 1,800) would not likely consider themselves to be "urban" as does Statistics Canada. Nevertheless, Manitoba is considerably more rural than Canada as a whole where the rural population has dropped to 20% of the total.<sup>3</sup>

### ***Population Growth over time***

Chart 1 (below) traces the growth of population, decade by decade, since 1901.

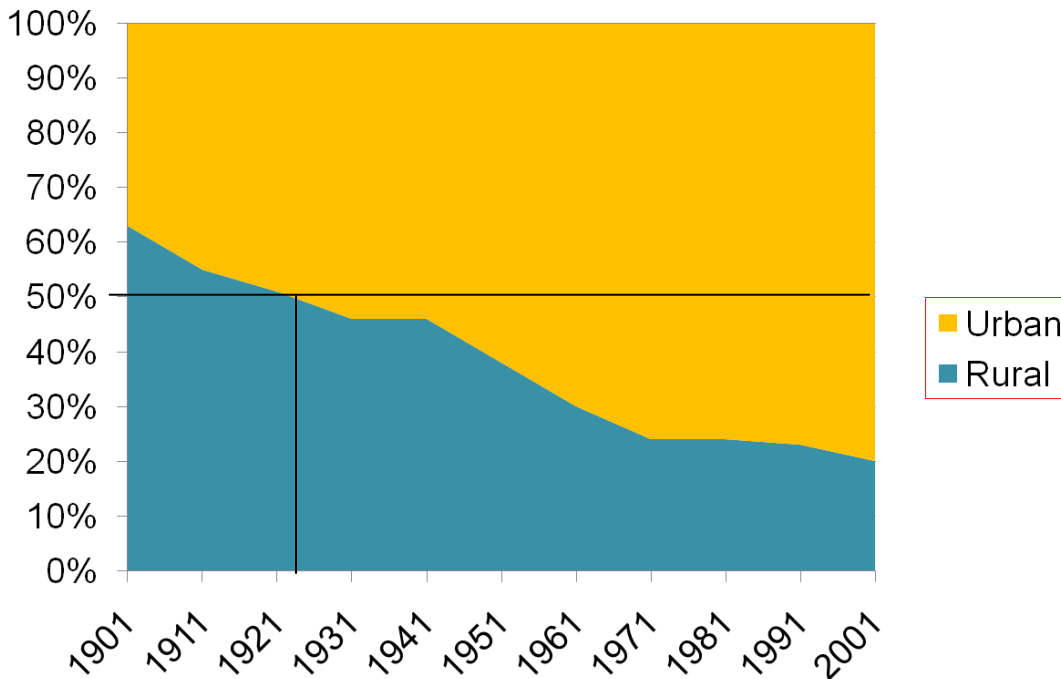
Manitoba's population grew faster than Canada's only in the early twentieth century but the other growth periods in the 1950s and since 2001 are clearly evident. What is also clearly evident is Manitoba's failure to keep up with Canada's rate of growth from 1961 to 2001.

**Chart 1 Population Growth – Canada and Manitoba****Table 1 Population Growth – Canada and Manitoba**

Year	Canada	Manitoba
1901	5,418,663	255,211
1911	7,221,662	461,394
1921	8,800,249	610,118
1931	10,376,379	700,139
1941	11,506,655	729,744
1951	14,009,429	776,541
1961	18,238,247	921,686
1971	21,568,305	988,245
1981	24,343,177	1,026,241
1991	27,296,856	1,091,942
2001	30,007,094	1,119,583
2010	33,930,830	1,228,984

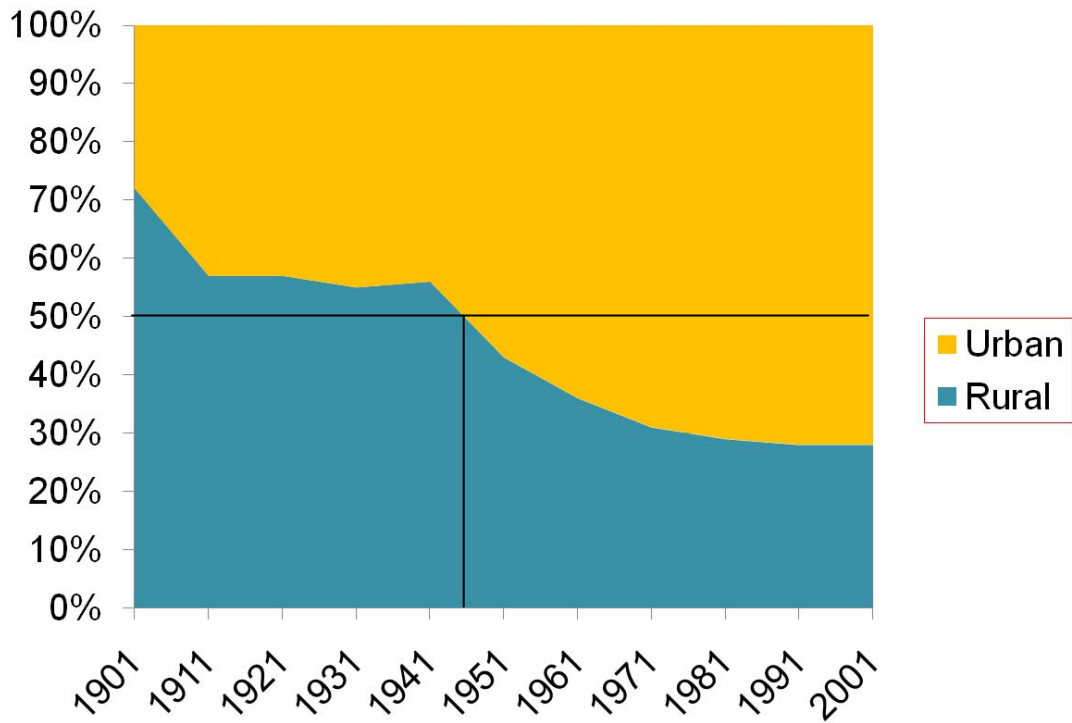
Charts 2 and 3 compare the rate of urbanization in Canada and Manitoba. While both started out predominantly rural and have now become predominantly urban, Canada's urbanization was far more rapid in the early twentieth century, becoming more than 50% urban in the early 1920s, whereas Manitoba did not reach the 50% mark until the mid 1940s.

**Chart 2: Rural/Urban Population – Canada**



**Table 2**  
**Canada: Rural/Urban Population**

Year	Rural	Urban
1901	63	37
1911	55	45
1921	51	49
1931	46	54
1941	46	54
1951	38	62
1961	30	70
1971	24	76
1981	24	76
1991	23	77
2001	20	80

**Chart 3: Rural/Urban Population - Manitoba**

**Table 3**  
**Manitoba: Rural/Urban Population**

Year	Rural	Urban
1901	72	28
1911	57	43
1921	57	43
1931	55	45
1941	56	44
1951	43	57
1961	36	64
1971	31	69
1981	29	71
1991	28	72
2001	28	72



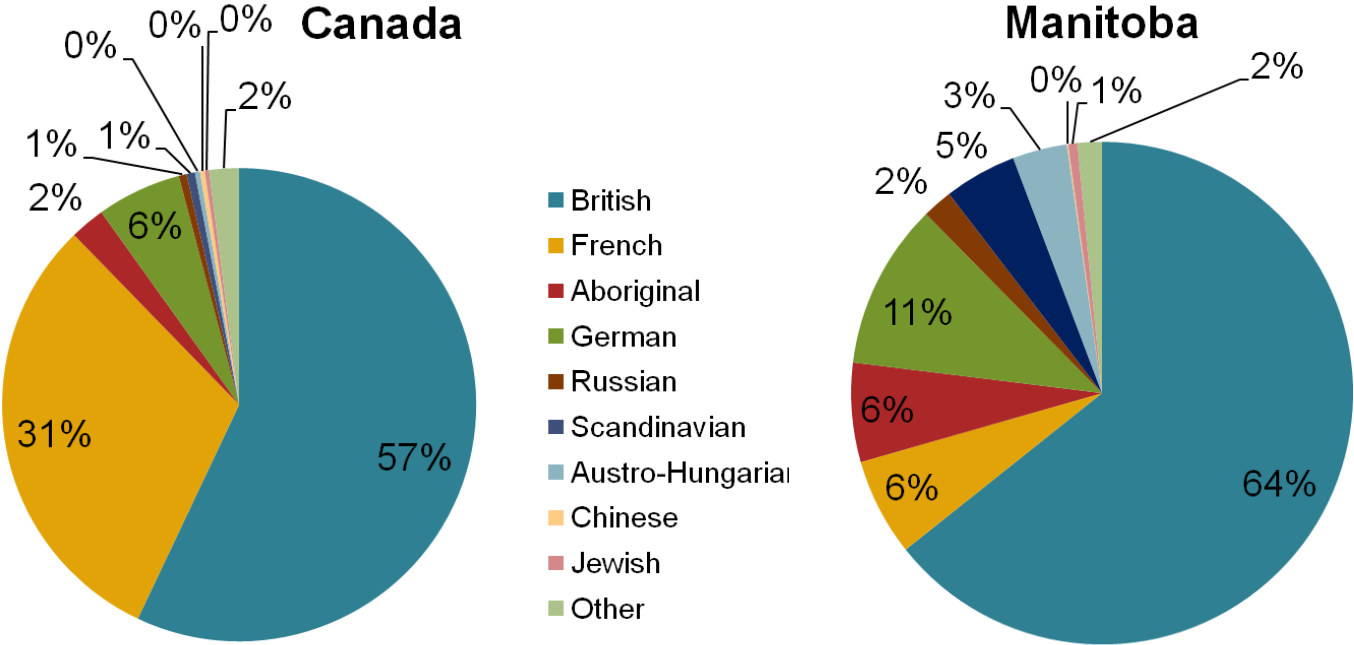
### ***Origins of Our Population***

There is a general belief that Canada was built, in order of arrival, by the aboriginal, French and British peoples and that the same applies to Manitoba. While there is some truth in this, the important immigration movements from Europe, almost from the beginning of the province showed quite a different picture of Manitoba than of the rest of the country by 1901.

While the predominant group were persons who claimed British heritage (64%), the French and aboriginal groups represented only 6% each. Those of German background, at 11%, accounted for almost twice the proportion of French and aboriginal and Scandinavians accounted for 5%. The large movements of Mennonite and Icelandic settlers were having a major impact on the demographic portrait of Manitoba. Non-traditional (that is not British, French or aboriginal) groups accounted for 24% of Manitoba's population. In comparison, non-traditional groups only accounted for 12% of Canada's population.<sup>4</sup> See Chart 4, below.

Note that the Census, until relatively recently, did not allow people to identify themselves as Canadian. Therefore, it is useful also to look at place of birth.

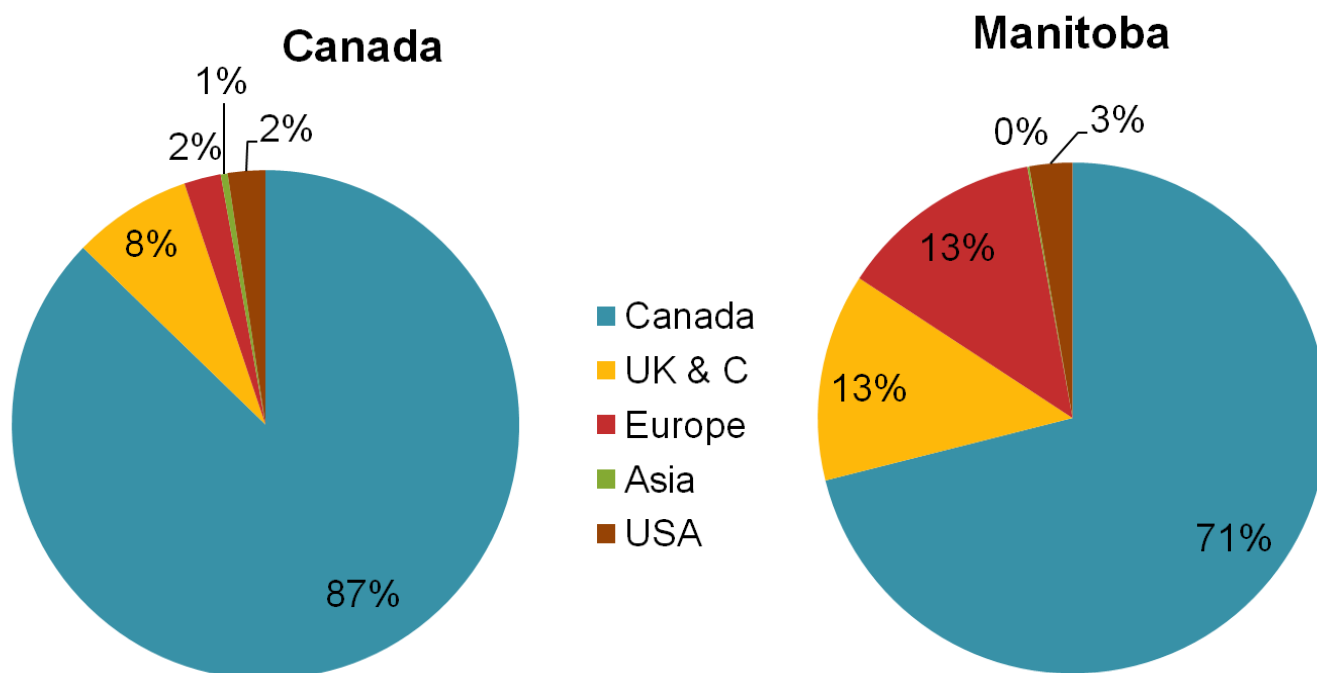
**Chart 4: Origins of Population in 1901**



**Table 4: Origins of Population 1901**

Origin	Canada	Manitoba
British	3,063,195	164,239
French	1,649,371	16,021
Aboriginal	127,941	16,277
German	310,501	27,265
Russian	28,612	4,976
Scandinavian	31,042	11,924
Austro-Hungarian	18,178	8,981
Chinese	17,312	206
Jewish	16,121	1,514
Other	109,032	4,014

If we look at place of birth in 1901, we see quite a different picture. Whereas almost 90% of the population of Canada was born in Canada, only some 70% of Manitobans were born in Canada. And this does not tell the whole story. Only 43% were born in Manitoba. Therefore, allowing for some out-migration by the Manitoba-born, at least 27% of the population had moved to Manitoba from elsewhere in Canada, mostly from Ontario. This proportion is almost as high as the 29% who were foreign-born.<sup>5</sup>

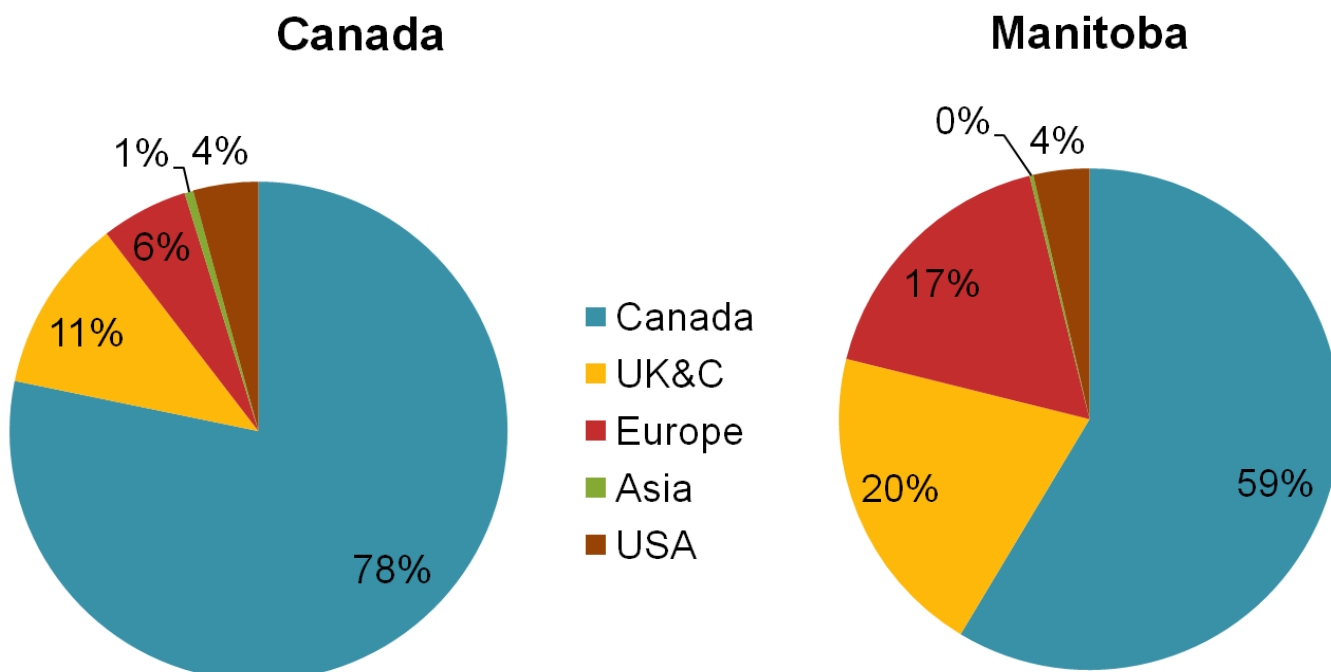
**Chart 5: Canadian and Foreign Born - 1901 Census**

**Table 5: Canadian and Foreign Born - 1901 Census**

Place of Birth	Canada	Manitoba
Canada	4,671,815	180,859
UK & Colonies	405,883	33,517
Europe	125,549	32,907
Asia	23,580	305
USA	127,899	6,922

By 1911, the composition of both the Canadian and the Manitoba population had changed dramatically. In Canada, as a whole, less than eight in ten were born in Canada and in Manitoba, less than six in ten were born in Canada. And again, only 46% of the population had been actually born in Manitoba. Therefore, at least another 13% were born elsewhere in Canada. Of these, again, the vast majority were from Ontario. However, the 41% foreign-born now far outnumbered the Canadian migrants to Manitoba. This was due to the impact of the very high levels of immigration throughout the first decade of the twentieth century.

It is interesting to note that immigration from the United States was relatively insignificant in Manitoba as opposed to the western Prairies where more free land was still available. In 1911, 16,326 Manitobans had been born in the USA. By comparison, in Saskatchewan, with a population of 492,000 almost 69,628 were American-born and in Alberta the numbers were even more striking. Out of a total population of 375,000, American-born accounted for 81,357 or 22% of that province's population.<sup>6</sup>

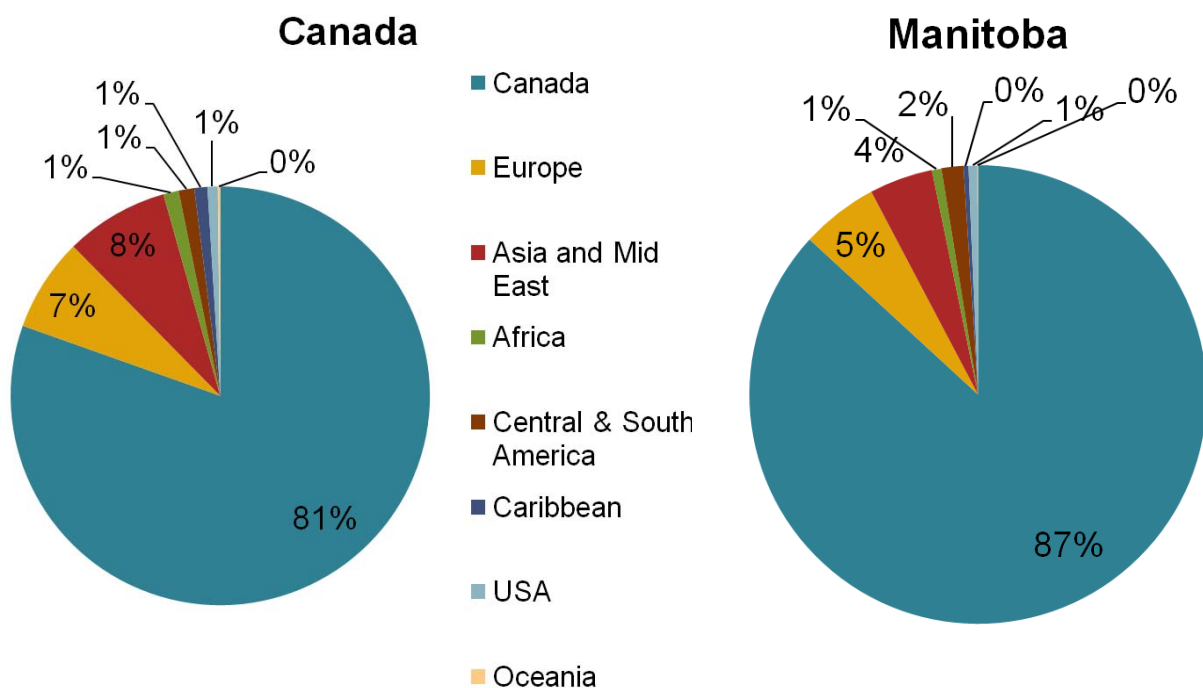
**Chart 6: Canadian and Foreign Born - 1911 Census**

**Table 6: Canadian and Foreign Born - 1911 Census**

Place of Birth	Canada	Manitoba
Canada	5,619,682	264,828
UK&Colonies	813,714	91,606
Europe	404,941	78,051
Asia	40,946	1,099
USA	303,680	16,326

### ***Canada and Manitoba in the 2006 Census***

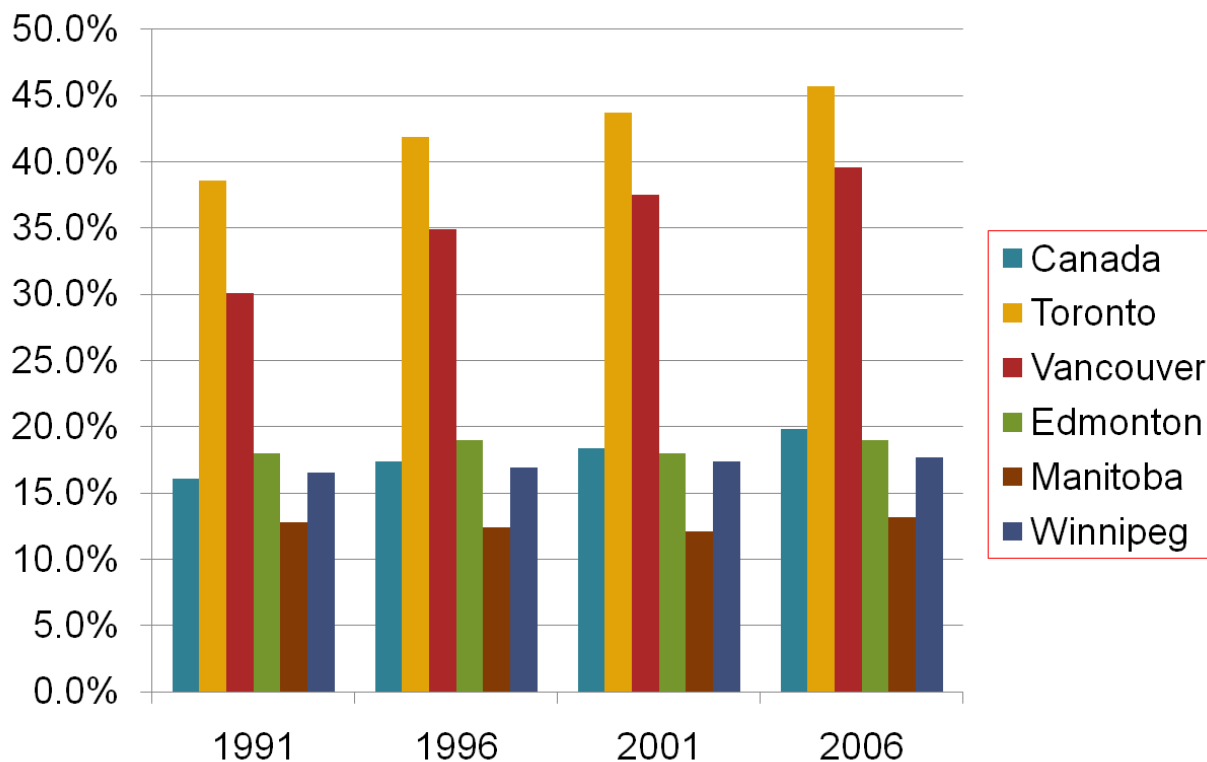
With the coming of the First World War in 1914, the immigration boom ended for Manitoba. The province maintained its 6% share of the national population until the 1940s but then, as immigration became an urban rather than a rural phenomenon in Canada, the growth rate of Manitoba lagged that of Canada. This is mostly due to the smaller share of immigrants choosing Manitoba. The proportion of foreign born had declined from 41% in 1911 to only 13% of Manitobans in 2006 whereas the proportion of foreign born in Canada, as a whole, had remained fairly constant, declining only slightly from 22% in 1911 to 19% 2006.<sup>7</sup>

**Chart 7: Canadian and Foreign Born – 2006 Census**

**Table 7: Canadian and Foreign Born – 2006 Census**

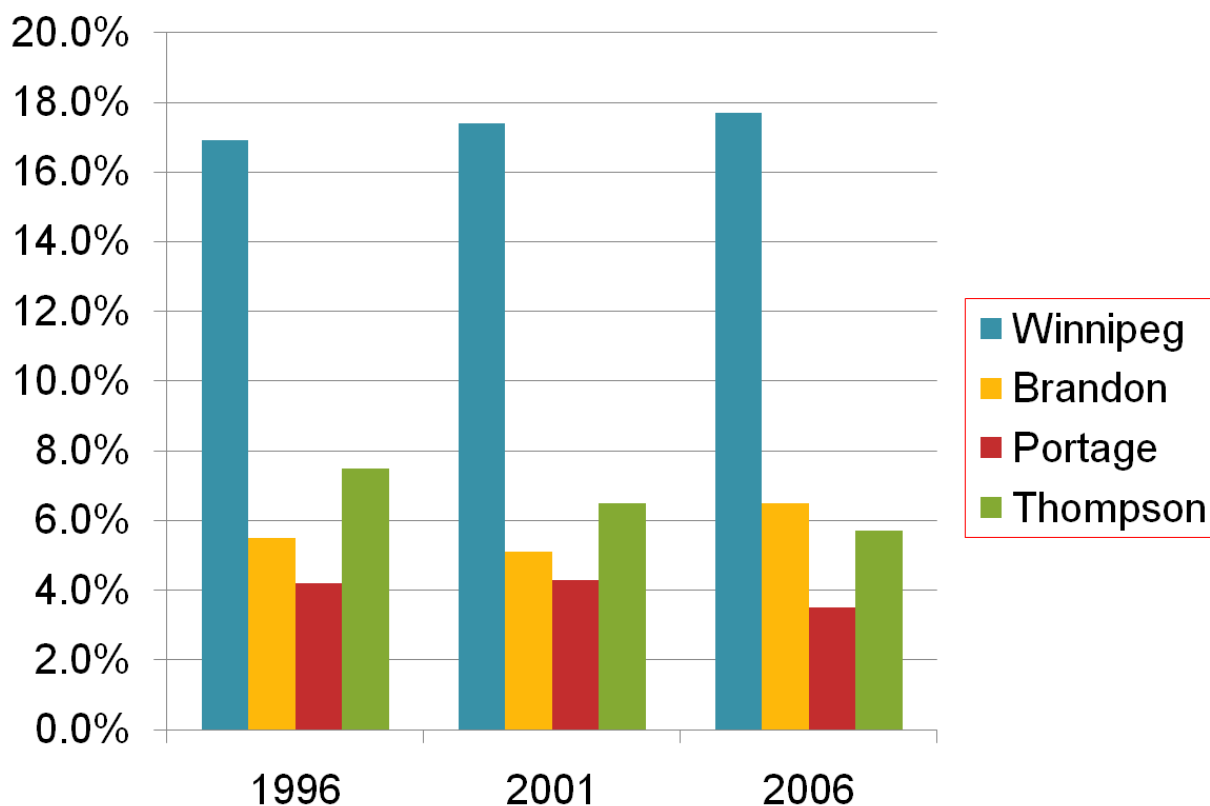
<b>Place of Birth</b>	<b>Canada</b>	<b>Manitoba</b>
Canada	25,425,947	997,171
Europe	2,278,345	187,675
Asia and Mid East	2,525,160	225,410
Africa	374,565	35,525
Central & South America	381,165	31,160
Caribbean	317,765	10,365
USA	250,535	28,325
Oceania	59,410	8,570

Comparing the growth in foreign-born Manitoba with Canada, a more dramatic disparity can be seen. While, across Canada, the proportion of foreign-born has increased, during the period 1991 to 2006 from 16.1% to 19.8%, it has only increased from 12.8% to 13.2% in Manitoba, over the same period. Furthermore, until 2001, the proportion of foreign born was actually dropping in Manitoba and, due to higher immigration since then has increased from 12.1% in 2001 to 13.2% in 2006. If we look at major cities, we can also see that while the foreign-born population is higher in Winnipeg than elsewhere in the province, and has been growing steadily since 1991, at 17.7% in 2006, it is similar to Edmonton but much less than either Vancouver, at almost 40% and Toronto at over 45%.<sup>8</sup>

**Chart 8: Recent Growth in Foreign Born Canada and Manitoba & Major Cities****Table 8: Recent Growth in Foreign Born Canada and Manitoba & Major Cities**

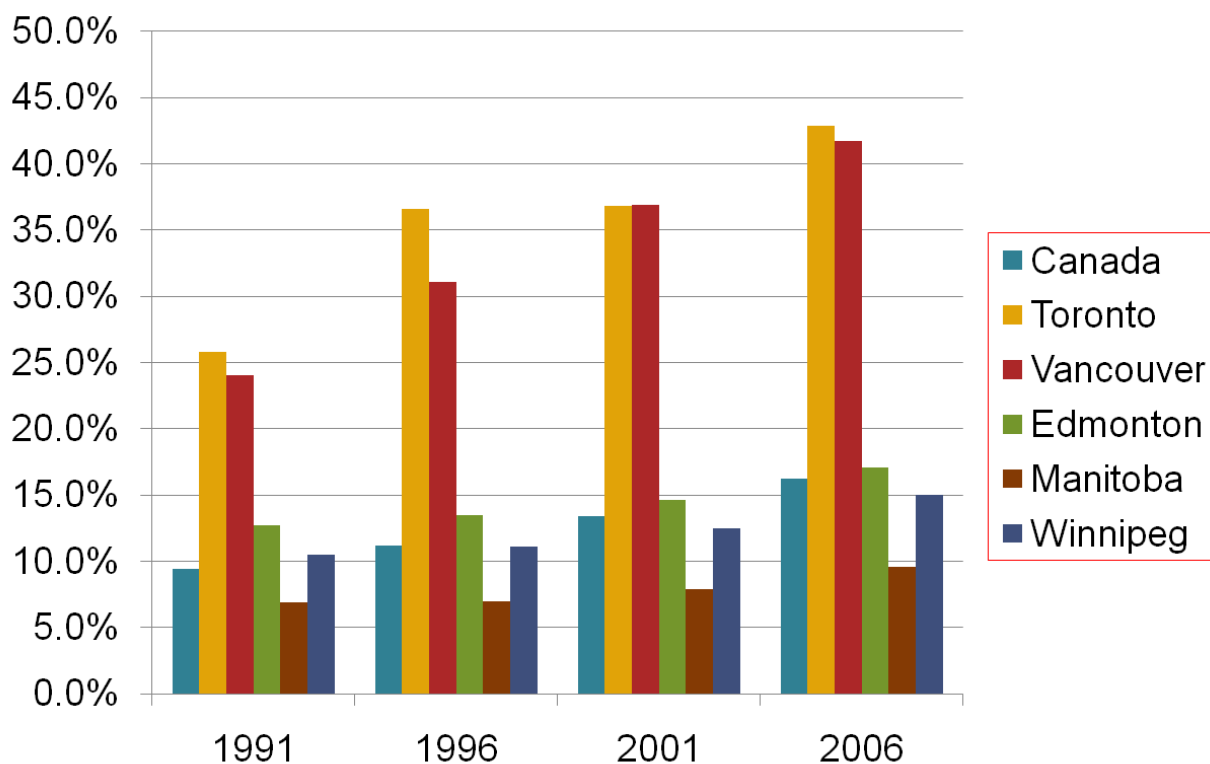
Year	Canada	Toronto	Vancouver	Edmonton	Manitoba	Winnipeg
1991	16.1%	38.6%	30.1%	18.3%	12.8%	16.5%
1996	17.4%	41.9%	34.9%	18.5%	12.4%	16.9%
2001	18.4%	43.7%	37.5%	17.8%	12.1%	17.4%
2006	19.8%	45.7%	39.6%	18.5%	13.2%	17.7%

Within Manitoba, however, Winnipeg is far and away the most diverse community. With almost 18% foreign-born, Winnipeg has almost three times the proportion of foreign born than its nearest rival, Brandon, with 6.5%. It is interesting to note that until 2001, excluding Winnipeg, Thompson had the highest proportion of foreign born, due to the original recruitment of foreign workers when the Inco mine first opened. Now, as some of those people have died or moved away, Thompson's foreign-born population is declining as Brandon's is increasing. The proportion of foreign-born in Portage is also declining slowly.<sup>9</sup>

**Chart 9: Foreign Born - Manitoba Cities****Table 9: Foreign Born - Manitoba Cities**

Year	Winnipeg	Brandon	Portage	Thompson
1996	16.9%	5.5%	4.2%	7.5%
2001	17.4%	5.1%	4.3%	6.5%
2006	17.7%	6.5%	3.5%	5.7%

A similar but by no means identical picture is seen if we examine the proportion of visible minority population. While Canada, as a whole, has grown from a proportion of 9.4% visible minorities in 1991 to 16.2% in 2006, Manitoba's growth has been much smaller. Over the same time period Manitoba's visible minority population has grown from 6.9% to 9.6% but the rate of growth (72% for Canada and 40% Manitoba), while less than in all of Canada, is still significant. In Winnipeg, the proportion of visible minorities, over the same period has increased from 10.5% to 15% but it remains 2% behind Edmonton and well behind Vancouver and Toronto at about 42% and 43% respectively.<sup>10</sup>

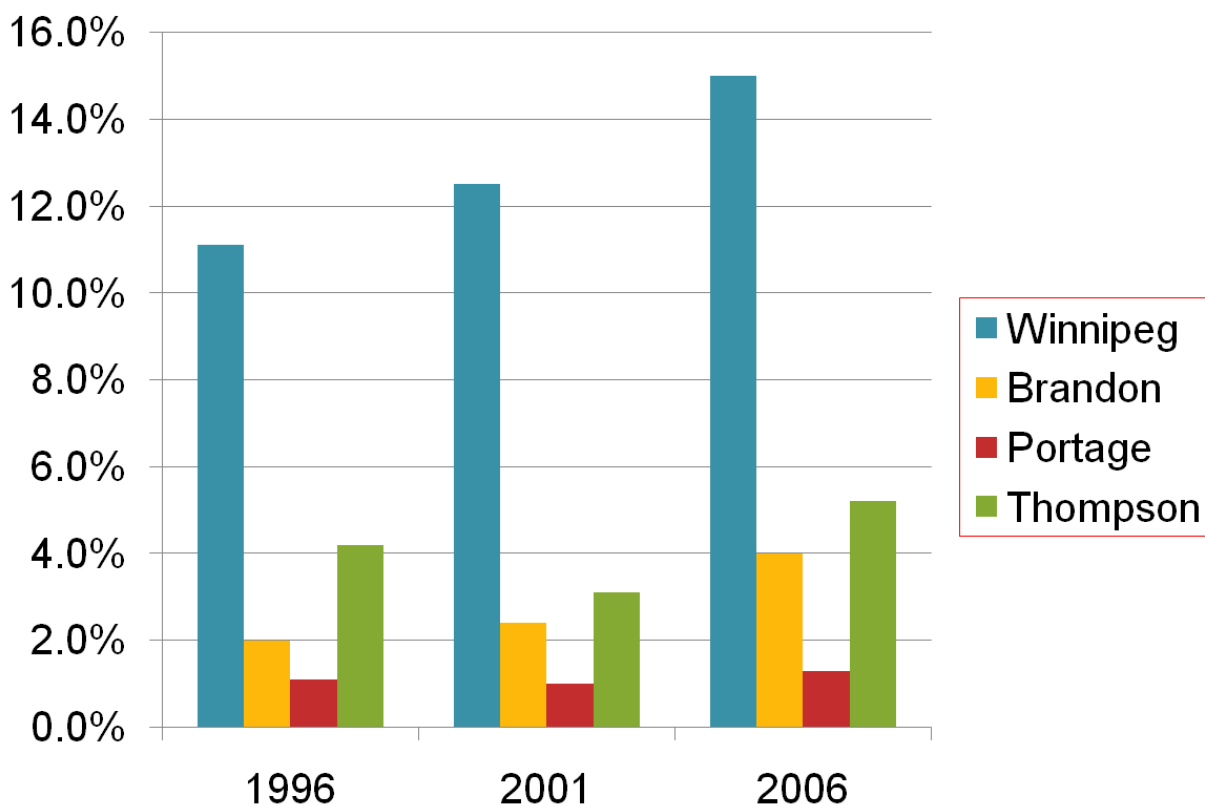
**Chart 10: Recent Growth in Visible Minorities Canada and Manitoba & Major Cities****Table 10: Recent Growth in Visible Minorities Canada and Manitoba & Major Cities**

Year	Canada	Toronto	Vancouver	Edmonton	Manitoba	Winnipeg
1991	9.4%	25.8%	24.0%	12.7%	6.9%	10.5%
1996	11.2%	36.6%	31.1%	13.5%	7.0%	11.1%
2001	13.4%	36.8%	36.9%	14.6%	7.9%	12.5%
2006	16.2%	42.9%	41.7%	17.1%	9.6%	15.0%



Within Manitoba, again, Winnipeg is far and away the city with the highest proportion of visible minorities, and the proportion is increasing with the increasing immigration to the province. Nonetheless, since 2001, both Brandon and Thompson have also experienced growth in their visible minority populations to 4% and 5% respectively.<sup>11</sup>

**Chart 11: Visible Minorities - Manitoba Cities**

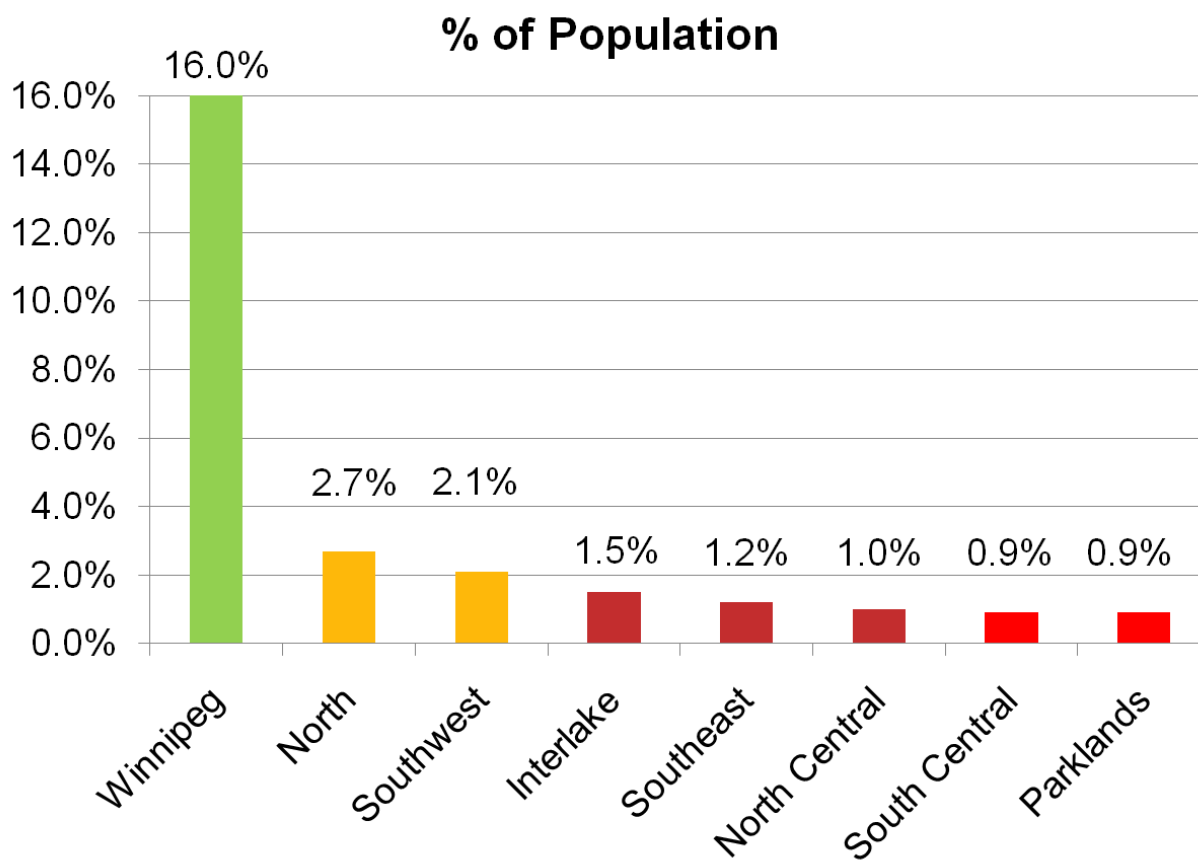


**Table 11: Visible Minorities - Manitoba Cities**

Year	Winnipeg	Brandon	Portage	Thompson
1996	11.1%	2.0%	1.1%	4.2%
2001	12.5%	2.4%	1.0%	3.1%
2006	15.0%	4.0%	1.3%	5.2%

If we look at regions within Manitoba, the picture is even more striking, with no region, outside of Winnipeg, having a visible minority proportion higher than 3%. The relatively high figures for the north and the southwest are due to the visible minority populations in Thompson and Brandon. The growth in immigration in Steinbach, Morden and Winkler, being largely of German Mennonite origin, has not influenced the visible minority proportions in the south central and southeast regions.<sup>12</sup>

**Chart 12: Visible Minorities by Region**



### **3 Immigration**

#### ***Manitoba Nominee Program***

As Canada eased out of the economic slowdown of the early 1990s, especially in the west, the three Prairie Provinces were concerned that they were not receiving their proportional share of immigration to Canada. The Atlantic Provinces joined in the push for better “regionalization” of immigration. Manitoba, in particular, argued that the application of national selection criteria did not select immigrants for Manitoba’s needs, especially in the skilled trades. The federal government did not want ten Canada-Quebec accords, as that would put it out of the business of selecting immigrants for the labour market, but it knew that something was required to appease the provinces. Therefore, in 1995, the “Provincial/Territorial Nominee” category was developed to allow provinces and territories to “meet specific local and regional economic immigration objectives... The category [would] allow each province or territory to identify a limited number of economic immigrants to meet specific regional needs and/or to receive priority attention for immigration processing each year.”<sup>13</sup> The intention was that the Provincial Nominee Program (PNP) would be small. The initial national target set in the 1996 levels plan was 1000.

The offer of Provincial Nominee Programs was the impetus for a new round of negotiations with the provinces, both to develop new comprehensive, or “framework” immigration agreements but also to conclude Provincial Nominee Agreements. It was not surprising, given its intense lobby for selection tools, that Manitoba was first out of the blocks. It signed the first new framework agreement on October 22, 1996. This agreement provided for annexes for Provincial Nominees and for Settlement Realignment and negotiations to those ends started soon after.

A short while later, the regulatory process to create the Provincial Nominee Category finally was concluded and the first PNP agreements were signed, with Saskatchewan, British Columbia and Manitoba in 1998.<sup>14</sup>

Manitoba, which had pushed so hard for a program to allow provinces to meet their own labour market needs, was the first province to make large-scale use of the PNP. In 2002, 1,527 Provincial Nominees (PNs) were admitted to Manitoba. This amounted to 70% of the 2,172 PNs admitted nationally in 2002. It also represented fully one-third of all immigrants to Manitoba in 2002.<sup>5</sup> The growth of Manitoba’s PNP has driven the increase in immigrants to the province from a low of less than 3,000 in 1998 to over

11,000 in 2008. Other provinces have been ramping up their own PNPs but in 2008 Manitoba still accounted for 35% of the 22,000 PNPs Canada admitted in that year.<sup>15</sup>

Manitoba has also developed the most diversified program comprising a number of streams:

- General;
- employer driven;
- family support;
- international students; and
- strategic recruitment.

This diversity within the PNP has allowed the program to be very responsive to Manitoba's needs.

### ***Immigration to Manitoba***

The province adopted a target of 10,000 immigrants by 2006, basing the number on 4% of Canada's average annual immigration of 250,000. As Manitoba accounted for slightly less than 4% of Canada's population, this was seen as Manitoba's 'fair share.'

The result of the policy changes introducing the Provincial Nominee Program and Manitoba's aggressive use of this new policy tool is that Manitoba is now receiving, on a per capita basis, more immigrants than Ontario! Table 12 summarizes the recent growth in immigration to Manitoba and the impact of the PNP on that growth.

**Table 12: Growth of Manitoba Immigration and the Provincial Nominee Program**<sup>16</sup>

<b>Year</b>	<b>Immigrants</b>	<b>MPNP</b>	<b>MPNP Share of Total Immigration</b>
2005	8,096	4,619	57%
2006	10,047	6,661	66%
2007	10,957	7,689	70%
2008	11,221	7,968	71%
2009			

In the past three years, for the first time in more than half a century, Manitoba is receiving a higher proportion of Canada's immigration (4.5%) than its share of the nation's population (3.6%). This process, known as 'regionalization of immigration' was

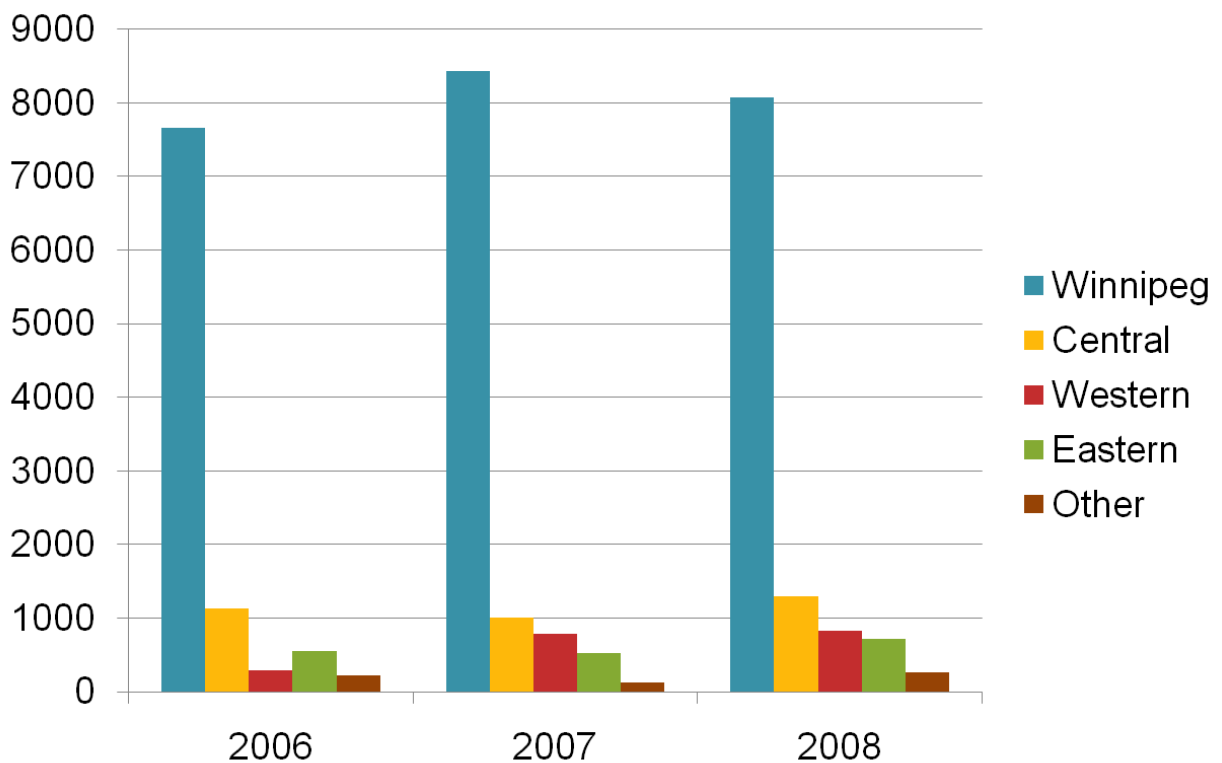
the original basis for the Provincial Nominee Program and the Manitoba PNP has served to support regionalization in Manitoba. Table 13 summarizes the quite dramatic change in Manitoba's share of Canadian immigration over the past decade.

**Table 13: Provincial Share of Canada's Immigration<sup>17</sup>**

Year	Share	Year	Share
1998	1.7%	2005	3.1%
2001	1.8%	2006	4.0%
2002	2.0%	2007	4.6%
2003	2.9%	2008	4.5%
2004	3.1%	2009	

Now, the challenge is to ensure an equitable distribution of immigration within Manitoba. To be fair, the province of Manitoba has a larger proportion of immigration going to smaller communities than in most provinces and has shown support for regions and communities in their efforts to attract more immigrants. Nevertheless, Winnipeg and area continues to draw the lion's share of immigration. Chart 13 shows the dominance of the Winnipeg region.<sup>18</sup>

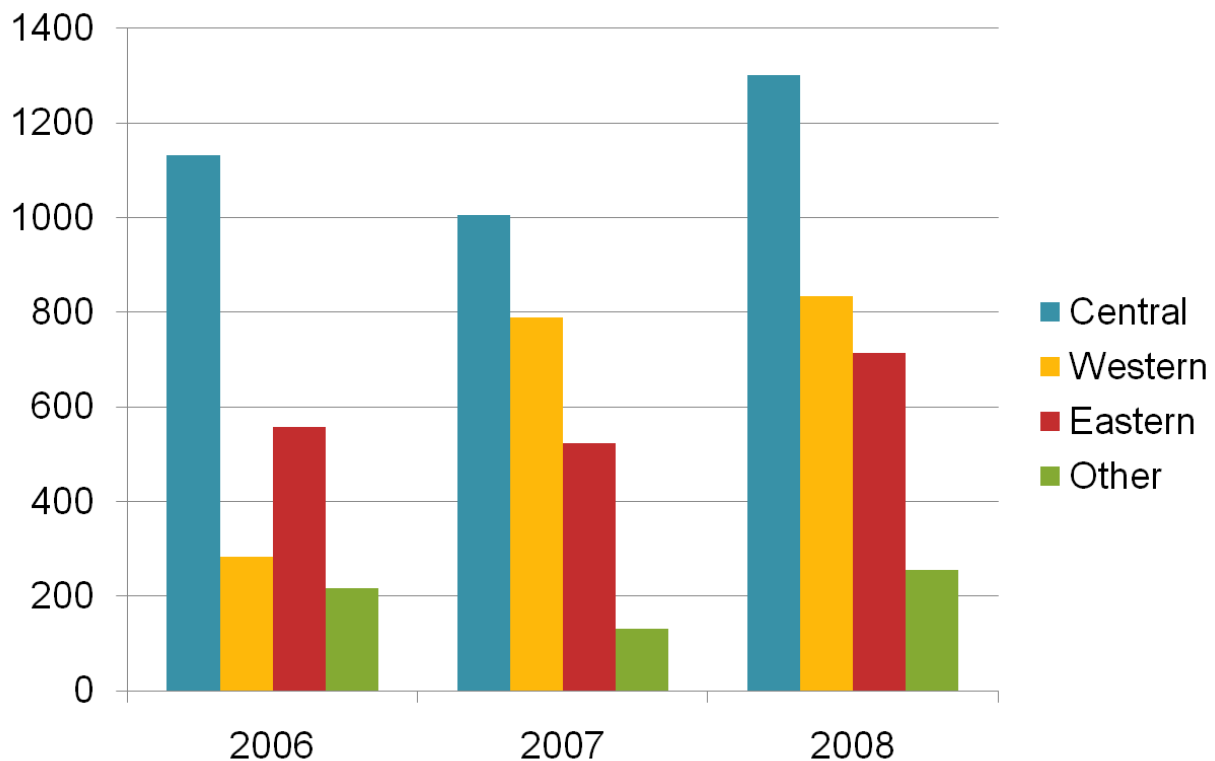
**Chart 13: Immigration by Region including Winnipeg**



**Table 14: Immigration by Region including Winnipeg**

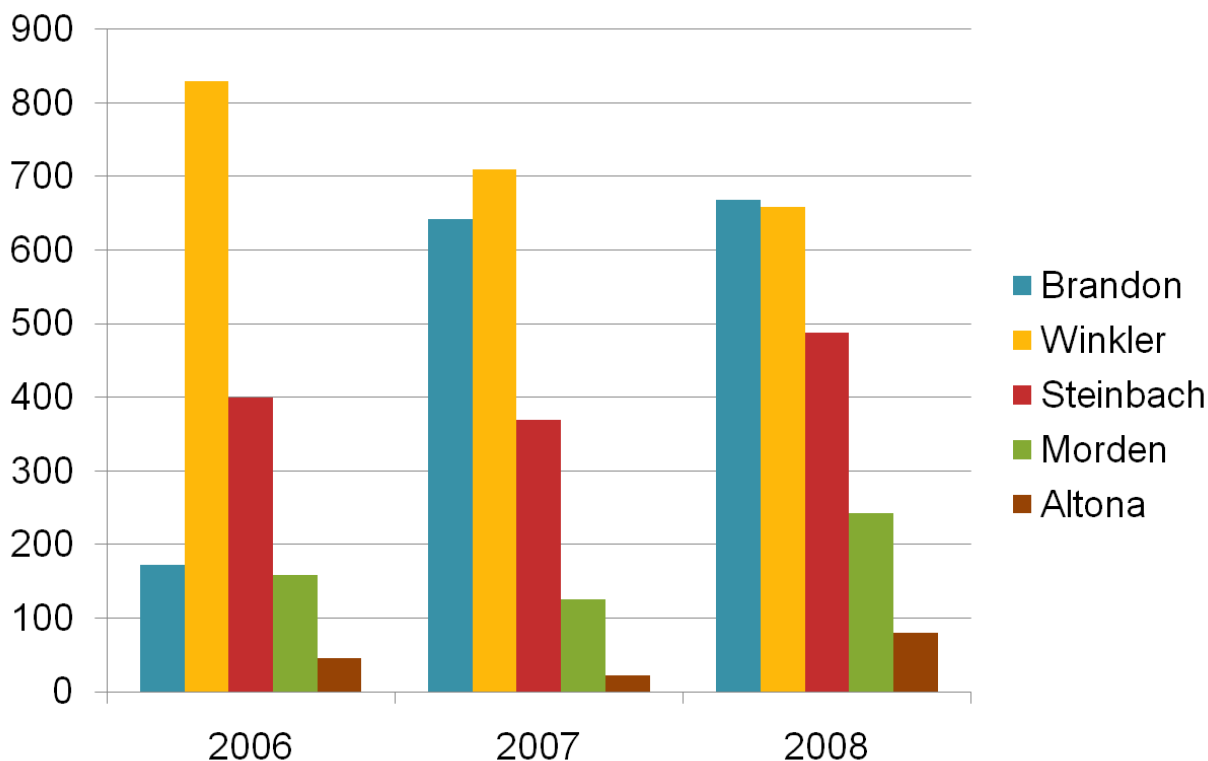
Region	Winnipeg	Central	Western	Eastern	Other
2006	7657	1132	283	558	216
2007	8426	1005	789	523	130
2008	8076	1300	833	714	255

In order to have a good look at what is going on outside of Winnipeg, it is better to exclude the data for the Winnipeg area, as in Chart 14, below. Now we can see that over 3100 immigrants to Manitoba chose destinations other than Winnipeg in 2008. This is more than the total immigration to the province in 1998! Furthermore, the growth in the past few years has come in the east and west as these regions start to catch up with the early immigrant recruitment work in some central region communities, such as Morden and Winkler.<sup>19</sup>

**Chart 14: Immigration by Region excluding Winnipeg**

The major immigrant receiving communities, apart from Winnipeg, are Brandon, Winkler, Steinbach, Morden and Altona. While prior to 2006, Winkler was by far the major destination, its numbers have dropped off slightly in 2007 and 2008 while Brandon's numbers have grown dramatically. This is largely due to persons, who were recruited by Maple Leaf Foods as Temporary Foreign Workers, now applying for permanent residence through the Manitoba PNP.<sup>20</sup>

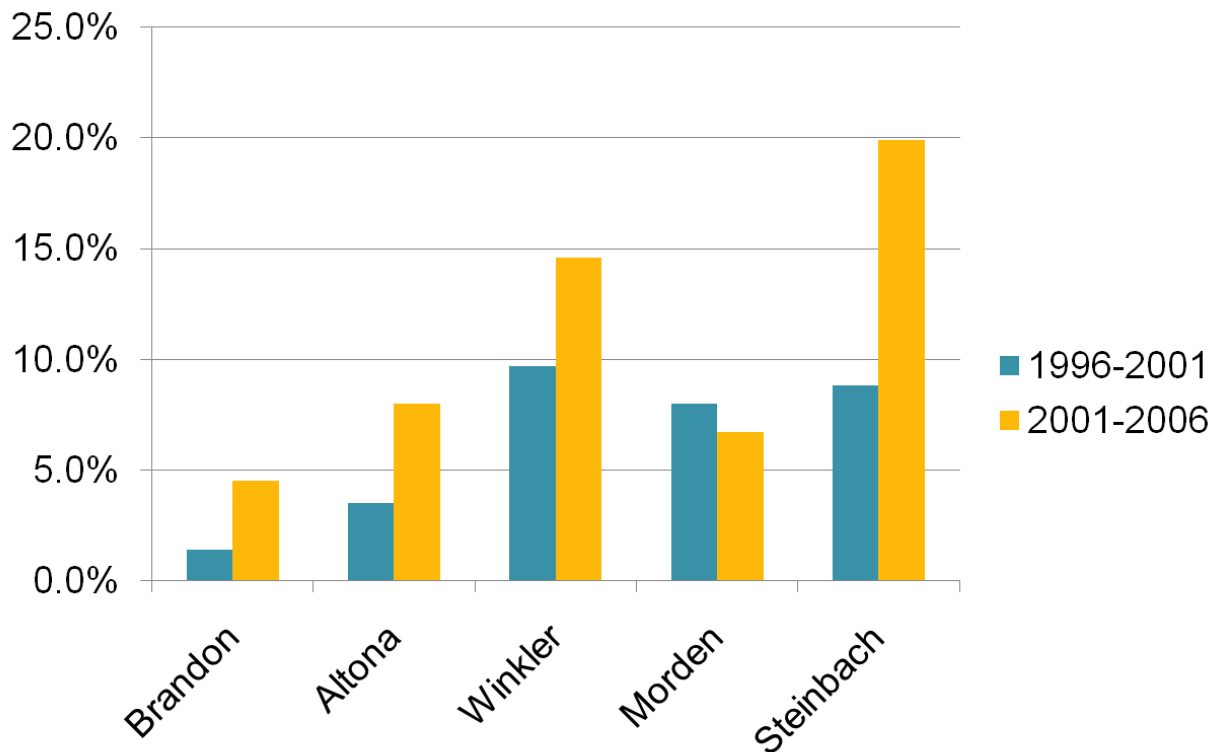
**Chart 15: Immigration by Community**



**Table 15: Immigration by Community**

Community	Brandon	Winkler	Steinbach	Morden	Altona
2006	172	830	399	158	45
2007	642	710	369	125	22
2008	668	659	488	243	80

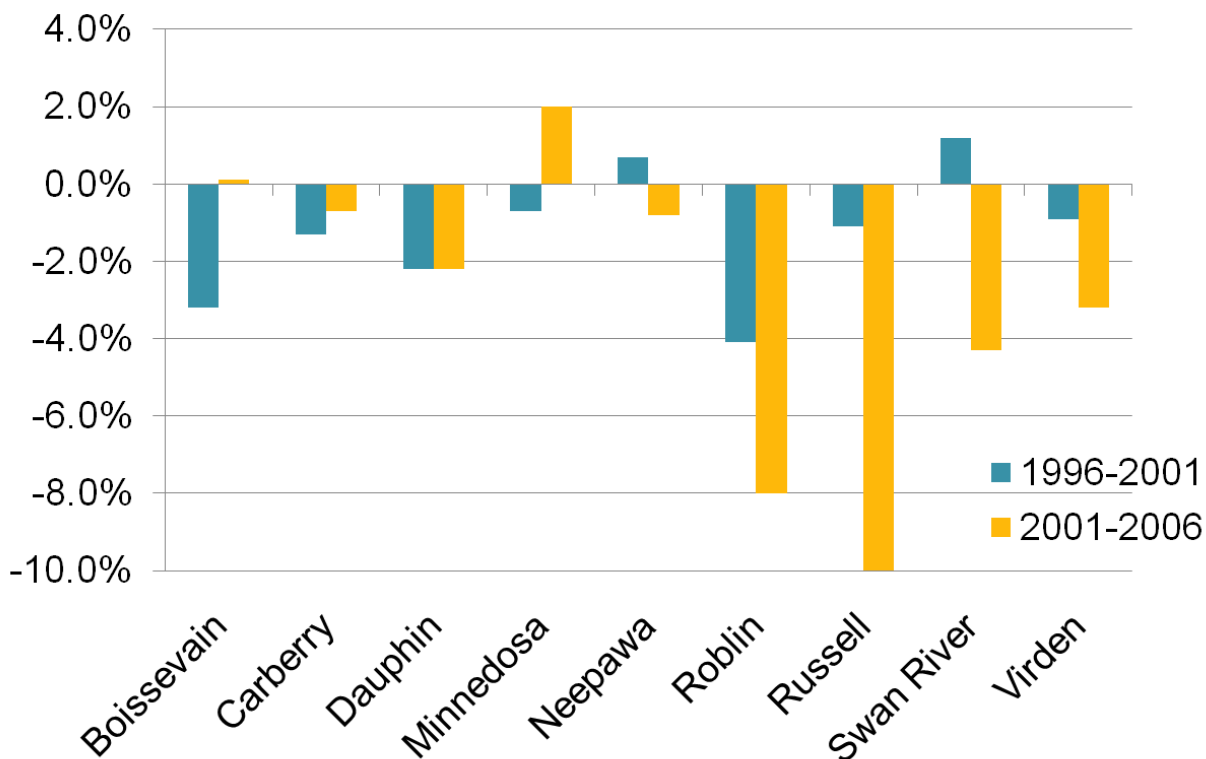
Not surprisingly, the communities that are attracting more immigrants are the communities that are growing in population. The population growth, particularly in the relatively small communities of Winkler and Steinbach is extraordinary in terms of rural communities in Canada.<sup>21</sup>

**Chart 16: Population Growth by Community****Table 16: Population Growth by Community**

City	1996-2001	2001-2006
Brandon	1.4%	4.5%
Altona	3.5%	8.0%
Winkler	9.7%	14.6%
Morden	8.0%	6.7%
Steinbach	8.8%	19.9%

In Western Manitoba, however, Brandon is very much the exception. Of other major communities, only Minnedosa is experiencing significant growth and, in the cases of Russell and Roblin, the population losses are enormous and, if they continue, will threaten the viability of those communities. Slow natural growth combined with the movement of young people to larger communities is a threat faced by many rural communities everywhere and this is certainly the case in Western Manitoba. Only immigration seems to be a way to counter this trend.<sup>22</sup>



**Chart 17: Population Change by West Manitoba Community****Table 17: Population Change by West Manitoba Community**

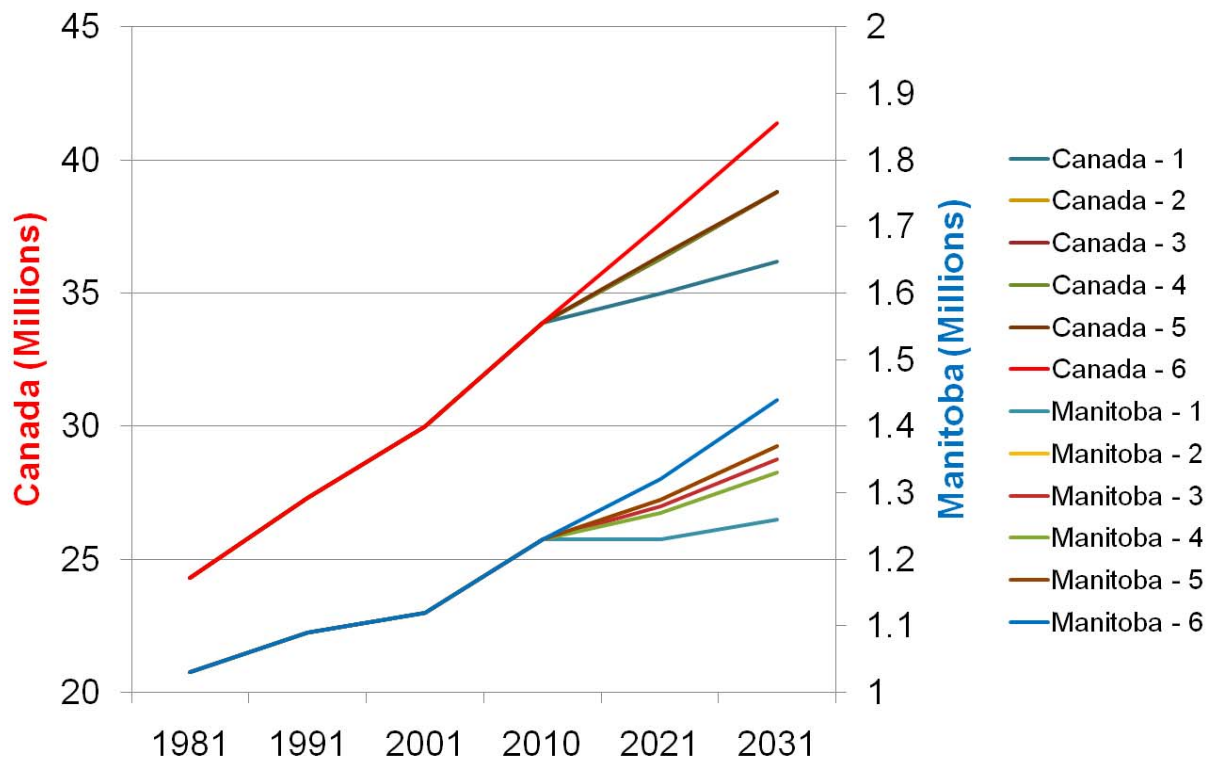
Community	1996-2001	2001-2006
Boissevain	-3.2%	0.1%
Carberry	-1.3%	-0.7%
Dauphin	-2.2%	-2.2%
Minnedosa	-0.7%	2.0%
Neepawa	0.7%	-0.8%
Roblin	-4.1%	-8.0%
Russell	-1.1%	-10.0%
Swan River	1.2%	-4.3%
Virden -	0.9%	-3.2%

## 4 The Future

So what does the future hold for Manitoba? If immigration continues at its current high level and if the immigrants continue to stay in Manitoba, the provincial population will grow at a rate greater than has been seen in two generations. In 2005, Statistics Canada published population projections for Canada and for each province. For Canada and each province, they developed a series of six scenarios, based on varying fertility, mortality, life expectancy, internal migration and international immigration and emigration.<sup>23</sup>

In the case of Manitoba, the highest growth scenario projected a population of 1.44 million in 2031. However, it was based on much lower rates of immigration to Manitoba prior to 2005. If the current growth continues, we may see Manitoba exceed 1.5 million residents by 2031. Likely, most immigrants will continue to choose Winnipeg as their place of residence but just as Manitoba sought its 'fair share' of immigration, the regions of Manitoba need to work to ensure that they also receive their fair share of immigration to the Keystone province. This is a major challenge but one that must be taken up. The alternative is the slow death of many rural Manitoba communities – communities that were originally built by immigration and now can only be sustained by immigration.

**Chart 18: The Future: Statistics Canada Scenarios Canada/Manitoba**



**Table 18: The Future: Statistics Canada Six Scenarios - Canada**

	<b>Canada (Millions)</b>					
<b>Year</b>	<b>Scenario 1</b>	<b>Scenario 2</b>	<b>Scenario 3</b>	<b>Scenario 4</b>	<b>Scenario 5</b>	<b>Scenario 6</b>
1981	24.3	24.3	24.3	24.3	24.3	24.3
1991	27.3	27.3	27.3	27.3	27.3	27.3
2001	30.0	30.0	30.0	30.0	30.0	30.0
2010	33.9	33.9	33.9	33.9	33.9	33.9
2021	35.0	36.3	36.3	36.3	36.4	37.6
2031	36.2	38.8	38.8	38.8	38.8	41.4

**Table 19: The Future: Statistics Canada Six Scenarios - Manitoba**

	<b>Manitoba (Millions)</b>					
<b>Year</b>	<b>Scenario 1</b>	<b>Scenario 2</b>	<b>Scenario 3</b>	<b>Scenario 4</b>	<b>Scenario 5</b>	<b>Scenario 6</b>
1981	1.03	1.03	1.03	1.03	1.03	1.03
1991	1.09	1.09	1.09	1.09	1.09	1.09
2001	1.12	1.12	1.12	1.12	1.12	1.12
2010	1.23	1.23	1.23	1.23	1.23	1.23
2021	1.23	1.29	1.28	1.27	1.29	1.32
2031	1.26	1.37	1.35	1.33	1.37	1.44

## **Endnotes**

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