Manitoba Rural Demography in the Canadian Context: An Update

Webinar prepared for the Rural Development Institute, Brandon University

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Ray D. Bollman
RayD.Bollman@sasktel.net
Research Affiliate, Rural Development Institute, Brandon University
Adjunct Professor, University of Saskatchewan
Take home messages:

1. Rural Manitoba (and Rural Canada) is growing
   - not everywhere
   - For Manitoba (and Canada) as a whole, the rural population is growing
     - The rural share of total population is declining because
       - Urban is growing faster;
       - and due to
       - Successful rural development
         - At each census, some rural areas have grown and are reclassified as urban.
         - Sometimes the re-classification is greater than the growth and thus we sometimes see fewer rural people at the end of the period, compared to the number at the beginning of the period.

2. Rural Manitoba (and Rural Canada) is:
   - growing near cities (Winnipeg)
   - growing less or declining away from cities
   - some remote areas are growing due to higher Aboriginal birth rates and / or resource (i.e. mining) development.
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What is rural?
The “census rural” population
an aside on the landscape vs. the people-scape
The “rural and small town” population
Population change in a Canadian context
Immigration
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Take home message
What is rural?

• Density and distance to density
  • Not much of the former and a lot of the latter
The two dimensions of rurality: Distance and density

Index of rurality in the DISTANCE (short to long) dimension

Index of rurality in the DENSITY (high to low density) dimension

Small town near to metro centre;
“very” metro re: labour markets
“very” rural re: population density

Sanford

Big town far from metro centre;
Only “town” jobs – no metro jobs here
But quite urban in population density

Dauphin
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Take home message
Census rural areas and population centres

Census rural areas have with fewer than 1,000 inhabitants and a population density below 400 people per square kilometre. The terminology for all other areas has changed starting with the 2011 census.

Statistics Canada has defined census urban areas using the same methodology based on population size and density since the 1971 Census. An census urban area was defined as having a population of at least 1,000 and a density of 400 or more people per square kilometre.

Starting with the 2011 Census, the term 'population centre' replaces the term ‘census urban area.’

Population centres are classified into one of three population size groups:

• small population centres, with a population of between 1,000 and 29,999
• medium population centres, with a population of between 30,000 and 99,999
• large urban population centres, consisting of a population of 100,000 and over.

A population centre is defined as an area with a population of at least 1,000 and a density of 400 or more people per square kilometre. All areas outside population centres continue to be defined as census rural areas. Taken together, population centres and census rural areas cover all of Canada.

Users of the former census urban area concept will be able to continue with their longitudinal analysis using population centres.

For more information, please see the note titled From urban areas to population centres, available on the Statistics Canada website, which explains the new terminology and classification of population centres.
Within census rural areas, population densities and living conditions can vary greatly. Included in census rural areas are:

- small towns, villages and other populated places with less than 1,000 population according to the current census;
- rural fringes of census metropolitan areas and census agglomerations that may contain estate lots, as well as agricultural, undeveloped and non-developable lands;
- agricultural lands;
- remote and wilderness areas.

Note that both population centres and census rural areas may exist within each of the “higher” geographical groups. Thus, population centres and census rural areas may be used as variables to cross-classify census data within any standard geographic areas such as census subdivisions, census divisions, census metropolitan areas, census agglomerations or census Metropolitan area and census agglomeration Influenced Zones (MIZ).
Population trends: Rural minority in Manitoba in 1951

Census rural population was 333 thousand in 2011

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Take home message
• An aside on the people-scape versus the landscape of rural Manitoba.

• How important is agriculture within rural Manitoba?

• Among the 333 thousand people in rural Manitoba, how many live on a census farm?
Census rural population: Farmer minority in rural Manitoba since 1971

In 2006, 61 thousand census rural residents lived on a census-farm operator household

• An aside on the people-scape versus the landscape of rural Manitoba.

• How important is agriculture within rural Manitoba?

• Among the 333 thousand people in rural Manitoba, how many live on a census farm?

• The landscape may be agricultural.

• The people-scape is not agricultural.

• What jobs do rural Manitoban’s have?
Wholesale and retail trade is the largest sector in rural and small town Manitoba, 2011.

• An aside on the people-scape versus the landscape of rural Manitoba.

• How important is agriculture within rural Manitoba?

• Among the 333 thousand people in rural Manitoba, how many live on a census farm?

• The landscape may be agricultural.

• The people-scape is not agricultural.

• What jobs do rural Manitoban’s have?
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What is rural?

Back to ➔ The “census rural” population

an aside on the landscape vs. the people-scape

The “rural and small town” population

Population change in a Canadian context

Immigration

Aboriginal demography

Take home message
<table>
<thead>
<tr>
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Nunavut and Prince Edward Island have more than 50% of their population living in census rural areas.

## Distribution of census rural population by province, 2006

<table>
<thead>
<tr>
<th>Province</th>
<th>Year when census rural population became a minority</th>
<th>Total population in 2011</th>
<th>Population in census rural areas in 2011</th>
<th>Percent of population residing in census rural areas in 2011</th>
<th>Provincial census rural population as a percent of Canada's census rural population in 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newfoundland and Labrador</td>
<td>1961</td>
<td>514,536</td>
<td>208,970</td>
<td>41</td>
<td>3.3</td>
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<td>Prince Edward Island</td>
<td>still a majority</td>
<td>140,204</td>
<td>74,661</td>
<td>53</td>
<td>1.2</td>
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<tr>
<td>Nova Scotia</td>
<td>1951</td>
<td>921,727</td>
<td>400,389</td>
<td>43</td>
<td>6.3</td>
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<tr>
<td>New Brunswick</td>
<td>1966 to 1981 &amp; 2006</td>
<td>751,171</td>
<td>356,692</td>
<td>47</td>
<td>5.6</td>
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<tr>
<td>Quebec</td>
<td>1911</td>
<td>7,903,001</td>
<td>1,534,731</td>
<td>19</td>
<td>24.2</td>
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<tr>
<td>Ontario</td>
<td>1911</td>
<td>12,851,821</td>
<td>1,806,036</td>
<td>14</td>
<td>28.5</td>
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<td>Manitoba</td>
<td>1951</td>
<td>1,208,268</td>
<td>333,554</td>
<td>28</td>
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<td>Saskatchewan</td>
<td>1971</td>
<td>1,033,381</td>
<td>343,398</td>
<td>33</td>
<td>5.4</td>
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<td>Alberta</td>
<td>1956</td>
<td>3,645,257</td>
<td>614,855</td>
<td>17</td>
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<td>British Columbia</td>
<td>1931</td>
<td>4,400,057</td>
<td>609,363</td>
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<td>Yukon</td>
<td>1971</td>
<td>33,897</td>
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<td>Northwest Territories</td>
<td>2006</td>
<td>41,462</td>
<td>16,901</td>
<td>41</td>
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<td>Nunavut</td>
<td>still a majority</td>
<td>31,906</td>
<td>16,529</td>
<td>52</td>
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<td>Canada</td>
<td>1931</td>
<td>33,476,688</td>
<td>6,329,414</td>
<td>19</td>
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</tbody>
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Take home message
Larger urban centres (LUCs) are Census Metropolitan Areas (CMAs) and Census Agglomerations (CAs):

**Census Metropolitan Areas (CMAs)** have a built-up core population of 50,000 or more with a total population of 100,000 or more (prior to 2006, the built-up core threshold was 100,000).

**Census Agglomerations (CAs)** have a built-up core population of 10,000 or more with a total population of less than 100,000 (prior to 2006, a few CAs had a total population over 100,000 if they had less than 100,000 in the built-up core – due to the different definition of a CMA prior to 2006).

Both CMAs and CAs include the total population of neighbouring census subdivisions (CSDs) (i.e., incorporated towns and municipalities) where more than 50% of the employed residents commute (i.e. a measure of social-economic integration) to the built-up core of a specific CMA or CA. More details of the delineation are available from Statistics Canada (2007). {Statistics Canada. (2007) 2006 Census Dictionary (Ottawa: Statistics Canada, Catalogue no. 92-566)}

(RayD.Bollman@sasktel.net 25)

Rural and small town (RST) areas refer to non-CMA/CA areas. RST areas are divided into five types of zones based on the degree of influence (i.e., commuting) to any LUC. These zones are Census Metropolitan and Census Agglomerated Influenced Zones (MIZs) (Statistics Canada, 2007). They are defined as follows:

... **Strong MIZ** includes CSDs where at least 30% of the employed residents commute to any CMA or CA;

... **Moderate MIZ** includes CSDs where 5% to less than 30% of the employed residents commute to any CMA or CA;

... **Weak MIZ** includes CSDs where more than zero but less than 5% of the employed residents commute to any CMA or CA;

... **No MIZ** includes CSDs where none of the employed residents commute to any CMA or CA (or the number of employed residents is less than 40); and

... **RST Territories** refers to the non-CMA/CA parts of the Yukon, the Northwest Territories and Nunavut (i.e. the areas outside the CAs of Whitehorse and Yellowknife).

In 2011, 386,000 individuals were living in rural and small town areas in Manitoba.

Manitoba’s rural and small town population is much larger than the population living in small(er) cities (CAs = Brandon, Thompson, Portage, Steinbach).

Note: In 2006 and 2011, Census Metropolitan Areas (CMAs) have 50,000 or more inhabitants in the built-up core with a total population of 100,000 or more and Census Agglomerations (CAs) have 10,000 or more in the built-up core. Both CMAs and CAs include surrounding towns and municipalities where 50% or more of the workforce commutes to the built-up core. Rural and small town (RST) refers to the population outside Census Metropolitan Areas (CMAs) and outside Census Agglomerations (CAs). The two data points for each year show the adjusted population count (due to reclassification) in order to make comparisons over time within constant boundaries.


RayD.Bollman@sasktel.net
In 2011, 386,000 individuals were living in rural and small town areas in Manitoba.

At each census, some rural areas have grown and then are re-classified as urban.

Thus, the starting point for the RST population for each inter-censal period would be lower than the end point for the previous inter-censal period.

Note: In 2006 and 2011, Census Metropolitan Areas (CMAs) have 50,000 or more inhabitants in the built-up core with a total population of 100,000 or more and Census Agglomerations (CAs) have 10,000 or more in the built-up core. Both CMAs and CAs include surrounding towns and municipalities where 50% or more of the workforce commutes to the built-up core. Rural and small town (RST) refers to the population outside Census Metropolitan Areas (CMAs) and outside Census Agglomerations (CAs). The two data points for each year show the adjusted population count (due to reclassification) in order to make comparisons over time within constant boundaries.

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Rural and small town (RST) refers to the population outside Census Metropolitan Areas (CMAs) and outside Census Agglomerations (CAs). The two data points for each year show the adjusted population count (due to reclassification) in order to make comparisons over time within constant boundaries.


RayD.Bollman@sasktel.net
Growth in each type of area since 2001, Manitoba

Percent change in population within constant boundaries

1 Each 5-year change is tabulated within the boundaries applicable to the census at the end of the 5-year period.
Note: In 2006 and 2011, CMAs have a total population of 100,000 or more (with a built-up core of 50,000 or more) and they include neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. CAs have an urban core of 10,000 or more persons plus neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. RST areas are outside the commuting zones of CMAs and CAs.
In 2011, Manitoba's rural and small town population was 386 thousand

Note: Data are tabulated within boundaries applicable at the time of the given census.

In 2006 and 2011, Census Metropolitan Areas (CMAs) have a population of 100,000 or more (with 50,000 or more in the built-up core) and includes all neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. Census Agglomerations (CAs) have 10,000 or more in the built-up core and includes all neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. Metropolitan Influenced Zones (MIZ) are assigned on the basis of the share of the workforce that commutes to any CMA or CA (Strong metropolitan influenced zone: 30% or more; Moderate metropolitan influenced zone: 5 to 29%; Weak metropolitan influenced zone: 1 to 5%; No metropolitan influenced zone: no commuters).

Metropolitan Influenced Zones (MIZ) in Rural and Small Town Manitoba, 2006
using the Statistical Area Classification

Rural and Small Town areas
(showing Metropolitan Influenced Zones (MIZ))

- Strong MIZ
- Moderate MIZ
- Weak MIZ
- No MIZ
- Territories

Larger Urban Centres
-Census Metropolitan Areas (urban core of 50,000 or more with a total population of 100,000 or more)
-Census Agglomerations (urban core of 10,000 to 49,999)

Metropolitan Influenced Zones (MIZ) in Rural and Small Town Manitoba, 2006
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Map produced by the Remote Sensing and Geomatics Applications section (RSGA), Agriculture Division, Statistics Canada, 2008

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Map produced by the Remote Sensing and Geomatics Applications section (RSGA), Agriculture Division, Statistics Canada, 2008.
In 2011, Manitoba's rural and small town population was 386 thousand.

Note: Data are tabulated within boundaries applicable at the time of the given census.

In 2006 and 2011, Census Metropolitan Areas (CMAs) have a population of 100,000 or more (with 50,000 or more in the built-up core) and includes all neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. Census Agglomerations (CAs) have 10,000 or more in the built-up core and includes all neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. Metropolitan Influenced Zones (MIZ) are assigned on the basis of the share of the workforce that commutes to any CMA or CA (Strong metropolitan influenced zone: 30% or more; Moderate metropolitan influenced zone: 5 to 29%; Weak metropolitan influenced zone: 1 to 5%; No metropolitan influenced zone: no commuters).

In 2011, 32 percent of Manitoba’s population lived in rural and small town areas.

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The Winnipeg CMA grew while the CAs declined -- rural areas with Strong MIZ grew more
Manitoba, 1986 to 1991

Percent change in total population, 1986 to 1991

Larger urban centres (LUCs) | Rural and small town (RST) areas

Note: Data are tabulated within boundaries applicable at the time of the given census.
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The Winnipeg CMA grew while the CAs declined -- rural areas with Strong MIZ and No MIZ grew more
Manitoba, 1991 to 1996

Percent change in total population, 1991 to 1996

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RayD.Bollman@sasktel.net

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The Winnipeg CMA grew while the CAs declined -- rural areas with Strong MIZ grew more.

Manitoba, 1996 to 2001

<table>
<thead>
<tr>
<th>Percent change in total population, 1996 to 2001</th>
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<td>All LUCs</td>
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<tr>
<td>CMAs</td>
</tr>
<tr>
<td>CAs</td>
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<tr>
<td>All RST areas</td>
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<tr>
<td>Strong MIZ</td>
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<td>Moderate MIZ</td>
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<td>Weak MIZ</td>
</tr>
<tr>
<td>No MIZ</td>
</tr>
<tr>
<td>RST Territories</td>
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**Larger urban centres (LUCs)**

**Rural and small town (RST) areas**

Note: Data are tabulated within boundaries applicable at the time of the given census.

In 2006 and 2011, Census Metropolitan Areas (CMAs) have a population of 100,000 or more (with 50,000 or more in the built-up core) and includes all neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. Census Agglomerations (CAs) have 10,000 or more in the built-up core and includes all neighbouring towns and municipalities where 50% or more of the workforce commutes to the built-up core. Metropolitan Influenced Zones (MIZ) are assigned on the basis of the share of the workforce that commutes to any CMA or CA (Strong metropolitan influenced zone: 30% or more; Moderate metropolitan influenced zone: 5 to 29%; Weak metropolitan influenced zone: 1 to 5%; No metropolitan influenced zone: no commuters).


RayD.Bollman@sasktel.net
The Winnipeg CMA and the CAs grew at the same rate -- rural areas with Strong MIZ grew more

Manitoba, 2001 to 2006

Percent change in total population, 2001 to 2006

Note: Data are tabulated within boundaries applicable at the time of the given census.
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CAs grew more than the Winnipeg CMA -- rural areas with Strong MIZ grew more
Manitoba, 2006 to 2011

Percent change in total population, 2006 to 2011

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Change in total population, 2010 to 2011

Source: Statistics Canada
Statistics, CANSIM
Produced by: Remote Analysis, Agriculture
Change in total population, 2010 to 2011

Source: Statistics Canada, CANSIM 1
Produced by: Remote Analysis, Agriculture
The next three maps cover 15 years of data and count:

1. Number of years with a population increase (1st map);
2. Number of years with more births than deaths (2nd map); and
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Potential labour market shortage from 2013/15 to 2021/27 due to less than 100 labour market entrants per 100 labour market retirees, Manitoba
Manitoba’s Rural Demography

Demographic trajectory of communities over the six intercensal periods from 1981 to 2011, Canada

Legend
- Orange: Communities that lost population in all six intercensal periods
- Yellow: Communities that lost population in four or five intercensal periods
- Gray: Communities with stable or fluctuating population changes between intercensal periods
- Pink: Communities that gained population in four or five intercensal periods
- Blue: Communities that gained population in all six intercensal periods

Note: In this map, a community is a census consolidated subdivision (CCS). CCSs are mapped using constant 1996 boundaries.

Produced for the Rural and Co-operatives Secretariat by the Rural Research Group, and Remote Sensing and Geospatial Analysis, Agriculture Division, Statistics Canada

Understanding Rural Canada: Implications for Rural Development Policy and Rural Planning Policy
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Take home message
The overview:

- At the Canada level, deaths will exceed births in about 2030 and thus the only source of population growth will be from immigration.
Natural balance (births minus deaths) is projected to be negative in about 2030: then, all of Canada's population growth would come from immigration.
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• Within rural and small town Canada, 5.3% were immigrants in 2006
  – And most arrived in Canada more than 20 years ago.

• Within larger urban centres, 23% were immigrants in 2006
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- Within rural and small town Canada, 5.3% were immigrants in 2006
  - And most arrived in Canada at least 20 years earlier
- Within larger urban centres, 23% were immigrants in 2006
  - And most arrived within the previous 20 years
- Although
  - immigrants represent a small share of the rural population and
  - a small share of immigrants choose a rural destination to settle
  - some rural areas in Canada are attracting immigrants
Number of immigrant arrivals
(who arrived July, 2010 to June, 2011)
per 100 inhabitants

Source: Statistics Canada
Demographic Statistics
Produced by: Remote Analysis, Agriculture

Imr per
### Rank of Manitoba census divisions in terms of immigrant arrivals per capita

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<tr>
<th>Immigrant arrivals (from July, 2009 to June, 2010) per 100 residents</th>
<th>RANK among 288 Canadian census divisions</th>
<th>Name of Manitoba census division</th>
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<td>2.98</td>
<td>1</td>
<td>Division No. 3 (includes Winkler, Morden, Altona)</td>
</tr>
<tr>
<td>1.67</td>
<td>6</td>
<td>Division No. 2 (includes Steinbach)</td>
</tr>
<tr>
<td>1.54</td>
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<td>Division No. 11 (Winnipeg)</td>
</tr>
<tr>
<td>1.25</td>
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<td><strong>Manitoba total</strong></td>
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Source: Statistics Canada. Annual Demographic Statistics. CANSIM Table 051-0053.
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Take home message
In the 25 years from 2006 to 2031, the Aboriginal identity population outside the Winnipeg CMA is projected to grow between 25% and 46%, Manitoba.

Scenario 1: No ethnic mobility and constant fertility
Scenario 2: No ethnic mobility and converging fertility
Scenario 3: Constant ethnic mobility and constant fertility
Scenario 4: Constant ethnic mobility and converging fertility

Projected percent change in population, 2006 to 2031

Projection of share of Manitoba's population that will be Aboriginal identity in 2031

- Base scenario: Population in 2006
- Scenario 1: No ethnic mobility & constant fertility
- Scenario 2: No ethnic mobility & converging fertility
- Scenario 3: Constant ethnic mobility & constant fertility
- Scenario 4: Constant ethnic mobility & converging fertility

In 2017, Aboriginal's will represent 31% of the population under 15 years of age in Manitoba.

In 2017, 23% of Manitoba's young adults (20 to 29 years of age) will be Aboriginal.

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Ray D. Bollman
RayD.Bollman@sasktel.net
Research Affiliate, Rural Development Institute, Brandon University
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Take home message
Take home messages:

1. Rural Manitoba (and Rural Canada) is growing
   - not everywhere
   - For Manitoba (and Canada) as a whole, the rural population is growing
     - The rural share of total population is declining because
       - Urban is growing faster;
       - and due to
       - Successful rural development
         - At each census, some rural areas have grown and are re-classified as urban.
         - Sometimes the re-classification is greater than the growth and thus we sometimes see fewer rural people at the end of the period, compared to the number at the beginning of the period.

2. Rural Manitoba (and Rural Canada) is:
   - growing near cities (Winnipeg)
   - growing less or declining away from cities
   - some remote areas are growing due to higher Aboriginal birth rates and / or resource (i.e. mining) development.
Manitoba Rural Demography in the Canadian Context: An Update

Ray D. Bollman
RayD.Bollman@sasktel.net
Research Affiliate, Rural Development Institute, Brandon University
Adjunct Professor, University of Saskatchewan

Questions / Discussion
Ageing (?) on the rural Prairies

What is aging?
- An increase in the number of seniors in your community?
- An increase in the share of the population in your community that is senior?

Canada’s rural population is aging faster than their urban counterparts in terms of the change in the share of the population that is senior.

However, Canada’s overall rural population is aging slower than the urban population in terms of the change in the number of senior residents.

Among communities that are aging in terms of an increase in the number of seniors, most of the increase is due to the aging of the resident population. These communities are “aging in place”. However, about 16% of communities across Canada are aging, in part, due to the in-migration of seniors.

Projected population 65+ for Manitoba to 2036

Total population, 65 years and over (,000)

Source: Statistics Canada, Demographic Estimates and Projections, CANSIM Tables 051-0001 and 052-0005.
Projected share of population 65+ for Manitoba to 2036

Population 65 years and over as a percent of total population

Source: Statistics Canada, Demographic Estimates and Projections, CANSIM Tables 051-0001 and 052-0005.
Communities with aging populations, Canada, 1986-2006

Pattern of community aging, by census consolidated subdivision
- Continuously aging
- Generally aging
- Not aging
- No data available
- Sparsely populated

Notes:
1. "Continuously aging" communities experienced an increase in the number of senior residents (65 years of age and older) and an increase in the share of the population that is senior in both periods — from 1986 to 1996 and from 1996 to 2006.
2. "Generally aging" communities experienced an increase in at least one dimension of aging in at least one period (i.e., an increase in the number of senior residents or an increase in the share of the population that is senior from 1986 to 1996 or from 1996 to 2006, excluding communities that are "continuously aging").
3. "Not aging" communities experienced, in each time period, "no change" or a decrease in the number of seniors and in the share of the population that is senior. "No change" refers to a change in the number of seniors of ± 10 persons. Also, "no change" refers to a 0.5 percentage point change or less in the senior share over a 10-year period.

Map produced by the Remote Sensing and Geomatics Applications section (RSGA), Agriculture Division, Statistics Canada, 2007