

RURAL REGIONS WORKING PAPERS

Working Paper #4 - Manitoba Municipality Indicators Database

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Rural Development Institute, Brandon University

Brandon University established the Rural Development Institute in 1989 as an academic research centre and a leading source of information on issues affecting rural communities in Western Canada and elsewhere.

RDI functions as a not-for-profit research and development organization designed to promote, facilitate, coordinate, initiate and conduct multi-disciplinary academic and applied research on rural issues. The Institute provides an interface between academic research efforts and the community by acting as a conduit of rural research information and by facilitating community involvement in rural development. RDI projects are characterized by cooperative and collaborative efforts of multi-stakeholders.

The Institute has diverse research affiliations, and multiple community and government linkages related to its rural development mandate. RDI disseminates information to a variety of constituents and stakeholders and makes research information and results widely available to the public either in printed form or by means of public lectures, seminars, workshops and conferences.

For more information, please visit www.brandonu.ca/rdi.

Preface

Information is critical in communicating ideas, involving and engaging others, and informing decisions. In Manitoba, the recent multi-stakeholder report titled: Regional Economic Development Strategies (2015) calls for more information. These working papers are in part a response to that call. These five papers are intended to add ideas to the conversation about rural regions from an economic perspective.

The approach taken with these papers is to provide information on topics relevant to economic development and at the same time moving the conversation from a local discussion to one about rural regions. One starting point is to find out more about the importance of regions. Another topic adding to our understand of regions is that Manitoba is already divided up into regions. Governmental agencies and many organizations subdivide the province up into many different regions. Another way of defining regions is one based on established economic models. We have also developed eleven indicators to help you compare one community to another and one region to another. Finally, we end where we began with examples of how this data might be combined into information graphics to contribute to more effective communications.

We know these working papers are a beginning, not the end, but they do add to many different conversations about rural regions. Let us know what you think of these papers and what else is needed to contribute to you learning and your conversation.

The working papers can be read in any order you wish.

1. Regional is Rural
2. Understanding Regions with Economic Models
3. Administrative Regions in Manitoba
4. Manitoba Municipality Indicators Database
5. Applying Regional Understanding to Municipalities

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Introduction

Rural community leaders and development practitioners use data to inform their decisions. If they are not using data, they are encouraged to start. Yet the next step about using data raises a number of questions and options. This working paper seeks to inform the answer to two questions: What data can inform economic development decisions? How do we access this data for a community, a rural region? To this end, the Rural Development Institute (RDI) has created the Manitoba Municipality Indicators Database (MMID) as an asset for municipal, provincial and federal governments, as well as economic development officers, Chambers of Commerce, and others interested in economic development.

One recommendation from *Rural Works: A Rural Policy Think Tank*¹, organized by RDI and Manitoba Agriculture in November, 2014, suggests communities should inform decisions by investing attention and resources into data collection. The MMID collects data for every municipality in Manitoba on six different statistics, forming the basis for 11 economic indicators. The MMID advantages include: (1) sub-provincial regions are customizable; (2) the indicators create an initial economic profile that is easy to understand; and (3) the data used for the indicators are accessible. The disadvantage is that there is only a limited number of indicators at this point, thus MMID is serving as a proof of concept. No matter how big or small MMID's database is, these data help inform economic development decisions today.

1. Rural Works included over 70 people from a broad spectrum engaged in rural development in Manitoba in a conversation about economic development in rural Manitoba. For more information about Rural Works, please visit www.brandonu.ca/rdi/about-rdi/25th/.

Selecting Economic Indicators

The statistics, indicators, and analysis that can paint a picture of a local or regional economy are numerous. Across Canada, governments and research institutions provide multiple economic indicators online that are available in varying geographical levels and there is plenty of academic research on economics and statistics. An analysis already available from the Manitoba Government is the Regional Economic Analysis Process (REAP). With more than two dozen completed, the reports provide an in-depth look at the rural regional economy of the participating municipalities. This section explores some of the indicators already available and discusses how RDI and OECD research on economic indicators influenced the data included in the MMID.

Available information Online from Statistics Canada

Statistics Canada² provides a large variety of data on individual communities, sub-provincial regions, such as Economic Regions and Census Divisions, and provincial-level data. This information can be very helpful if decision makers are looking for data of an individual community or one of the sub-regions.

However, there are a lot of data to choose from and compiling information for a selected group of municipalities requires building your own spreadsheet that combines the individual community data, and this is time consuming.

The governments of Manitoba, British Columbia, and Ontario provide static economic updates online based on a small number of selected statistics from sources such as their own Finance Departments, Statistics Canada, and the Canada and Housing Mortgage Corporation. These are provincial-level only statistics, providing little insight into local and regional economies. While Quebec also uses only a few selected

statistics, in addition to provincial-level data, it provides data based on the RCMs, which are sub-provincial regions.

Researchers at Memorial University in Newfoundland created the Regional Economic Capacity Index (RECI). They provide an analysis of economic capacity based on multiple statistics. This analytic information is available at an individual community level, in sub-provincial regions, and at the provincial-level. The RECI provides a wealth of information online to Newfoundland and Labrador communities, however, the communities themselves cannot customize for their own use. In addition, the in-depth analysis is complex and understanding the information that is being presented could be daunting for those just beginning to become familiar with economic data.

The Alberta Regional Dashboard has the most diverse number of statistics available and the information can be grouped into multi-municipality configurations. Available data are grouped by different categories and, for some statistics, the change over time is provided. The website also provides the ability to compare municipalities and explore specific indicators further. This government website provides, by far, the most accessible and customizable data to municipalities in the province. Table 1 lists websites and indicators by province.

2. See <http://www12.statcan.ca/english/profil01/CP01/Search/List/Page.cfm?Lang=E&GeoCode=46&Letter=B>
Stats Canada community profile data with 24 variables, such as population, age, mobility, immigration, education, incomes, labour force, industry, and occupation for the more recent year (eg. 2006)

Table 1: Provincial Economic Data Available Online

Province and Website	Indicators
Alberta http://regionaldashboard.alberta.ca/#/	Daily Vehicles Per km of Road Driver's Licenses Net Commuter Flow Vehicle Registrations Crimes Dollar Loss from Fire Incidents Life Expectancy Number of Fire Incidents Violent Crimes Municipal Mill Rate Property Assessments Residential Share of Property Assessments Employment Employment Insurance Recipients Employment Rate Participation Rate Unemployment Rate Average Download Speed Average Upload Speed Average Residential Rent Dwelling Units Number of Land Title Transfers % Single Family Houses Residential Vacancy Value of Land Title Transfers Daily Smoker Emergency Room Visits Had Flu Shot Within Last Year Have Regular Family Doctor Heavy Drinker Immunization (% by age 2) Life Stress Overweight Physical Activity Sense of Belonging CO2 Eq. Emissions Percent Air Quality Hours Natural Gas Production Natural Gas Reserves Oil Production Well Count Apprentices Certified Educational Attainment High School Enrollments

Province and Website	Indicators
<p>Alberta (continued)</p> <p>http://regionaldashboard.alberta.ca/#/</p>	<p>K - 9 Enrollments</p> <p>New Apprentices Registered</p> <p>Post-Secondary Enrollment</p> <p>Total Apprentices Registered</p> <p>Aboriginal Population</p> <p>Births</p> <p>Deaths</p> <p>New Permanent Residents</p> <p>New Temporary Residents</p> <p>% Aboriginal Population</p> <p>% Official Language Speakers</p> <p>% Visible Minority</p> <p>Population</p> <p>Total Temporary Residents</p> <p>Bankruptcies</p> <p>Couple Families Median Income</p> <p>Lone-parent Families Median Income</p> <p>Median Family Income</p> <p>Total Income</p> <p>Housing Starts</p> <p>Major Projects Number of Building Permits</p> <p>Value of Building Permits</p> <p>Incorporations</p> <p>Number of Businesses</p> <p>% Small Businesses</p> <p>Cropland</p> <p>Number of Pigs</p> <p>Total Cattle and Calves</p>

Province and Website	Indicators
<p>British Columbia</p> <p>http://www.bcstats.gov.bc.ca/StatisticsBySubject/KeyIndicators/KeyIndicatorsHighlights.aspx</p>	<p>Labour Force Employment and Unemployment Wages Economy Gross Domestic Product (GDP) International Trade (Exports) Bankruptcies Building Permits Housing Starts Non-residential Building Investment Prices Consumer Price Index (CPI) Industrial Product Price Index (IPPI) Price of New Housing Sales Retail Sales Wholesale Sales Manufacturing Shipments Tourism and Population Tourist Visits (Visitor Entries) Population</p>
<p>Government of Manitoba</p> <p>http://www.gov.mb.ca/jec/lmi/trends/index.html</p>	<p>Population Aboriginal Manitobans Immigrant Population Educational Attainment Labour Force Characteristics Population aged 15 and over Labour force Employment Full-time employment Part-time employment Unemployment Not in labour force Unemployment rate Participation Rate Employment Rate Private and Public Sector Employment Average Weekly Earnings Unemployment Rate Job Vacancies and Wages</p>

Province and Website	Indicators
<p>Government of Newfoundland</p> <p>http://www.stats.gov.nl.ca/</p>	<p>Population Gross Domestic Product at Market Prices Household Income Labour Force Employment Unemployment Rate Wages and Salaries Consumer Price Index Oil Production Total Volume of Fish Landings Total Value of Fish Landings Newsprint Shipments Iron Ore Shipments Sales of Goods Manufactured Capital Investment Housing Starts Retail Trade New Motor Vehicle Sales</p>
<p>Government of Nova Scotia</p> <p>http://www.novascotia.ca/finance/statistics/topic.asp?fto=23w</p>	<p>Labour force population Employment (Full-time and part-time) Unemployment</p>
<p>Government of Ontario</p> <p>http://www.fin.gov.on.ca/en/economy/ecupdates/update.html</p>	<p>GDP Employment Rate Unemployment Rate Average Weekly Wage Employment Insurance Beneficiaries Retail Sales New Motor Vehicle Sales CPI Housing Starts MLS Home Resales Manufacturing Sales International Merchandise Exports International Merchandise Imports Wholesale Trade Non-residential Building Permits Private and Public Investments</p>

Province and Website	Indicators
<p>Government of Quebec</p> <p>http://www.stat.gouv.qc.ca/statistiques/profils/comp_interreg/comp_inter_index_an.htm#biofood</p>	<p>Area, production, sales outside the primary sector, and potato cash receipts</p> <p>Area of genetically modified field crops, yield per hectare and production</p> <p>Area of field crops, yield per hectare and production</p> <p>Year and inventory, livestock sector</p> <p>Milk production statistics</p> <p>Commute to work by employed persons, in numbers and percentages</p> <p>Map of commute to work by employed persons, in percentages</p> <p>Number of units of assessment and standardized average taxable value by type of residential immovable</p> <p>Distribution of standardized property assessment by immovable use</p> <p>Value of building permits by type of construction</p> <p>Population served by public libraries</p> <p>New books sales by bookstores</p> <p>Average annual number of establishments and screens</p> <p>Number and characteristics of video material retail outlets</p> <p>Principal statistics on film projections</p> <p>Number of establishments in selected culture and communications groups and subgroups</p> <p>Internal and external expenditures on culture by the Québec government by administrative region and category</p> <p>Québec government expenditure on culture by field and sector of activity</p> <p>Attendance of respondent museum institutions</p> <p>Principal statistics on paying performing arts performances</p> <p>Principal statistics on periodicals</p> <p>Principal statistics on community radio stations</p> <p>Principal statistics on private commercial radio stations</p> <p>Principal statistics on private commercial television stations</p> <p>Births by age group of mother</p> <p>Fertility rate by age group of the mother, total fertility rate, and average age at maternity</p> <p>Proportion of extramarital births</p> <p>Births by mother tongue of the mother</p>

Province and Website	Indicators
<p>Government of Quebec (continued)</p> <p>http://www.stat.gouv.qc.ca/statistiques/profils/comp_interreg/comp_inter_index_an.htm#biofood</p>	<p>Births by duration of pregnancy and birthweight</p> <p>Births, deaths, natural increase, and marriages</p> <p>Birth, death, and marriage rates</p> <p>Life expectancy at birth by sex</p> <p>Deaths by age group and sex</p> <p>Infant deaths and infant mortality rates by sex</p> <p>Deaths by language spoken at home</p> <p>Stillbirths and infant deaths by duration of pregnancy</p> <p>Stillbirth and perinatal, neonatal and infant mortality rates</p> <p>In-migrants, out-migrants, net interregional migration and corresponding rates, all ages, Québec and administrative regions, 2014-2015</p> <p>Number of interregional migrants by region of origin and region of destination, all ages</p> <p>Net migration between administrative regions, all ages</p> <p>Distribution of in-migrants by the three main regions of origin, all ages</p> <p>Distribution of out-migrants by the three main regions of destination, all ages</p> <p>In-migrants, out-migrants, net interregional migration and corresponding rates by age group</p> <p>International, interprovincial, and intraprovincial migration, Québec and administrative regions, 1996-2015</p> <p>Estimated population of administrative regions</p> <p>Gross domestic product (GDP) at basic prices</p> <p>Gross domestic product at basic prices</p> <p>Gross domestic product at basic prices and per capita disposable income</p> <p>Per capita disposable income and its components</p> <p>Distribution of the population aged 25 to 64 by highest level of education attained</p> <p>Number of college diplomas granted by type of training according to sex</p> <p>Number of college diplomas granted by program family</p> <p>Number of bachelor graduates by administrative region of residence in general education in the youth sector, by field of study and sex</p> <p>Number of bachelor graduates by administrative region of residence in general education in the youth sector and by university of graduation</p> <p>Set-up beds and places available in the physical and geriatric health care sector</p>

Province and Website	Indicators
<p>Government of Quebec (continued)</p> <p>http://www.stat.gouv.qc.ca/statistiques/profils/comp_interreg/comp_inter_index_an.htm#biofood</p>	<p>Set-up beds and places available in residential and long-term care facilities</p> <p>Nursing resources by staff category</p> <p>Number of physicians and dentists</p> <p>Capital and repair expenditures</p> <p>Capital expenditures on selected intellectual property products</p> <p>Residential capital expenditures</p> <p>Labour force, employment and unemployment, seasonally adjusted data</p> <p>Participation, employment and unemployment rates, seasonally adjusted data</p> <p>Employment</p> <p>Participation rates</p> <p>Employment rates</p> <p>Unemployment rates</p> <p>Characteristics of the labour market by sex</p> <p>Weekly and hourly earnings of employees</p> <p>Economic dependency ratios</p> <p>Economic dependency indexes</p> <p>Low-income rates, by family type</p> <p>Number of low-income families, by family type</p> <p>Number of persons in low-income families, by family type</p> <p>After-tax median income of low-income families, by family type</p> <p>After-tax median income of families, by family type</p> <p>Distribution of recipients under last-resort financial assistance programs by program</p> <p>Principal manufacturing statistics</p> <p>Principal manufacturing statistics</p> <p>Cost of raw materials and energy used in the manufacturing sector</p> <p>Number of natural sciences and engineering publications by administrative region and share of Québec total</p> <p>Number of inventions patented at the USPTO by administrative region and share of Québec total</p> <p>Population aged 25-64 and university degree holders in the same age group, by sex</p> <p>Population aged 25-64 working in professional, technical and paraprofessional occupations, by sex</p> <p>University degree holders aged 25-64 who obtained their highest diploma, certificate or degree in a Science, Technology, Engineering and Mathematics (STEM) field of study</p>

Published Material

The published material on economic indicators is extensive and growing. This suggests there is no one absolute answer to the question, what data and indicators should be used to inform economic development decisions. As an example, we chose to draw from previous RDI research and research by the Organization for Economic Co-Operation and Development (OECD).

The RDI study, *Indicators and Criteria for Strong Rural Municipalities*, illustrates a strategic use of data gathering. This required defining the end and then searching for indicators that help compare municipalities. The end was an attempt to describe strong municipalities. By using three recent definitions of strong municipalities, they developed eight indicators to describe strong municipalities in Manitoba (See Table 2). For more detailed information on the variables used in the study, please refer to the report. This report concluded that, while population growth is an important characteristic of strength, municipalities also need to focus on sufficient size or capacity in order to serve their population and to make development decisions. Specifically, strong municipalities had a minimum population of 3,000 and a minimum taxable assessment threshold of \$130 million.

The OECD is a source of research on economic development among developed countries and has conducted extensive research on how to improve economic development in rural areas in order to improve the well-being of the people living there. It recently released reports encouraging communities to act in partnership with other communities in their region to mobilize the assets they already have and grow their economies. A 2012 report by the OECD, *Promoting Growth in All Regions*, provides the analysis of 23 case studies on regional economies to better understand growth trends and what impacts them. According to the report, human capital, which is the knowledge, skills and actions of local residents and leaders “is a robust determinant of regional growth” (p. 15). One of the key findings was that “reducing the proportion of people in a region with very low skills seems to matter more than increasing the share with very high skill levels” (p. 19). One way to capture this group of people in a statistic is to determine the percentage of the population that has not graduated from high school.

Table 2: Indicators to Describe Strong Municipalities

Indicator Type	Indicators	Metric
BASELINE	Population	>= 3,000 and <7,500
	Tax Assessment	> \$130 (million)
GROWTH	Population Change	> 0%
	Tax Assessment Change	> 0%
	Growth of female population age 20 to 39	> 0%
	Growth of elderly population (80+)	< 0%
CONTEXTUAL	Debt per capita	< \$494
	% Debt change 2008-2012	< 5%

Source: Ashton et al. (2013), *Indicators and Criteria for Strong Rural Municipalities in Manitoba*.

Regional Economic Analysis Process

The Manitoba Regional Economic Assessment Process (REAP) helps identify for the participating municipalities their collective economic strengths, weaknesses, and strategic opportunities. It also identifies essential components of a competitive advantage for the region by engaging leaders and stakeholders in working in partnership on common goals (Government of Manitoba, 2016). The process is coordinated by a local host organization and supported by nearby municipal partners along with provincial staff.

The REAP process begins with provincial staff preparing a report with an analysis of data on demographics, jobs, industries and businesses. It identifies sector strength in 20 industry categories, potential competitive advantages in the region, how many businesses are found in the region and their size, as well as data on population, income, jobs, and education. The information used in this analysis is from multiple sources with varying levels of public accessibility. The ten sets of indicators used in a REAP and their sources include:

- Population Growth from 1991 to 2015 using data from Manitoba Health Annual Population Reports.
- Population Distribution by age compared to the population distribution of Manitoba for the current year using data from Manitoba Health Annual Population Reports.
- Educational attainment by highest certificate, diploma or degree, ages 25-64; compared to Manitoba using Statistics Canada's 2011 National Household survey. If the data is suppressed for any of the municipalities in the study, Census Division data is used.
- Household income of private households, comparing 9 income ranges from 2005 and 2010, as well as 2011 provincial household income levels to those in the region using 2006 Census and 2011 National Household Survey.
- Jobs by industry including, the number of jobs located within the study region in each of the 20 – 2 digit Statistics Canada NAICS Industry sectors, the change in the number of jobs by industry from 2006 to 2015, as well as the percentage change by industry. Manitoba job changes by industry are also included for comparison. Uses 2015 data purchased from Economic Modelling Specialists International.
- Jobs by occupation in 2015 including, the percentage of jobs within the study region by occupation definition (1 digit NOCS codes) and also compared to the provincial percentages. Uses 2015 data purchased from Economic Modelling Specialists International.
- The percentage of businesses by size of employment, compared to provincial percentages. Uses 2015 data purchased from Economic Modelling Specialists International.
- The number of businesses by size of employment for each of the 20 industry sectors. Uses 2015 data purchased from Economic Modelling Specialists International.
- Location Quotient measurements of jobs by industry sector in 2006 and in 2015 to identify the relative strength of each industry sector and show the change in relative strength. Uses 2015 data purchased from Economic Modelling Specialists International.
- Value of Building permits from 2000 to 2015 using data from CMHC as reported by municipalities in Manitoba.

The following analytical graphics are also provided in the report:

- A graph comparing the change in the number of jobs in the 20 industry sectors from 2006-2015 and then comparing the change to the relative strength of the sector in 2015. This analysis helps identify industries that are “stars” (high relative strength and also growing in the number of jobs), the “emerging” strengths (those where jobs are growing, but the sector does not have high relative strength), the mature industries (high relative strength but losing jobs) and the declining industries (losing jobs and low relative strength).
- Chart that compares indicators so communities can identify the industry sectors that likely have the most competitive advantage in their region.

The report is then presented to the regional partners followed by discussions on economic opportunities and priorities. Further exploration identifies opportunities and priorities to determine specific actions in consultation with a larger group of stakeholders in the region. An action plan is developed through a flexible process facilitated by the host organization with input from partners and stakeholders. Finally, partners are asked to take on roles and responsibilities in order to implement their action plan.

Selected Indicators

Based on the above information, a preliminary list of 11 economic indicators are included as an initial starting point for MMID. They help create a snap shot for one municipality or those in a selected region of interest.

Three sources of data make up MMID: Statistics Canada Census and National Household Survey or the Manitoba Government. Table 3 provides a list of the indicators, a brief description, and the source used.

Table 3: 11 Indicators Used in the MMID

Indicator	Description	Data Source
(1) Total population in 2011	Measures the number of people living in the community.	Statistics Canada Census, 2011
(2) Total population change 2001-2011	Indicates whether the population is growing, declining, or staying the same.	Statistics Canada Census, 2001, 2006, 2011
(3) Total population change 2006-2011		
(4) Average annual rate of population change 2001-2011		
(5) Total taxable assessment in 2013		
(6) Average annual rate of total taxable assessment change 2010-2013		
(7) Median income of males 15+ earning an income 2006	Indicates the median income and provides for a gender comparison.	2006 National Household Survey
(8) Median income of females 15+ earning an income.		
(9) The number of 15-64 year olds as a percentage of the total population 2006	Shows the proportion of the population that is considered working age.	2006 National Household Survey
(10) Employment rate 2006	Shows the percentage of the population 15+ employed.	2006 National Household Survey
(11) Percentage of the population 15+ with no certificate, diploma or degree 2006	Shows the proportion of the population that have not graduated high school and are considered low- or unskilled	2006 National Household Survey

Limitations

The data provided in the MMID are only a snapshot in time and, therefore, cannot be used to understand historic or future trends. There are three additional significant limitations to the MMID data. First, the quality of Statistics Canada data collected from First Nation communities is highly variable. Sometimes response rates are low making the validity of the data questionable. For this reason, First Nations are not included in the MMID at this time. The second limitation is the amount of information included about Northern Manitoba in general. In this unique geographical region of the province, communities are spread out over large distances with limited connectivity. In addition, because the North is governed by three different pieces of legislation, the data for each creates, more or less, three types of communities, namely: Municipalities, Aboriginal and Northern Affairs (ANA) Communities, and First Nations. Municipalities and ANA communities are governed by Provincial legislation, while First Nations are governed by Federal legislation. Finally, the National Household Survey component of the 2011 Census was voluntary which resulted in reduced responses and poor quality data. For this reason, only data from the 2006 National Household Survey is currently included in the MMID. The high response rates for the 2016 household survey promises to make the MMID data more inclusive, once released.

Advantages of the MMID

The indicators used in the MMID were chosen for two reasons: they are easy to understand and the data for them is accessible so it can be easily updated. Limiting the number of indicators to eleven allows for the creation of an initial snapshot of the economy of a municipality or region. In addition, the data can be easily compared between different geographies without additional calculations. Updated information can be added to the database as it becomes available in order to create a more current snapshot and analyze trends over time. Having access to easily understood and accessible data can be a good source of information for those seeking data to inform decision making.

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