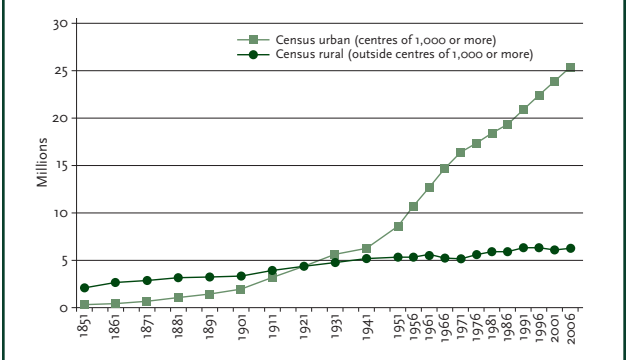


Rural Canada by the Numbers

What is rural? How is rural defined?

- Statistics Canada defines rural Canada as those areas outside urban centres with a population of at least 10,000. It defines two types of rural communities: those close to an urban centre (urban adjacent) and those in more remote locations (remote rural). It also subdivides the rural population into census rural areas (populations living outside places of 1,000 or more), and rural and small towns (populations living outside the main commuting zones of larger urban centres of 10,000 or more).
- The 2006 Census showed that rural Canada's share of the national population fell below 20 per cent for the first time in the nation's history, furthering a decline that has continued more or less unabated since Confederation. Between 1901 and 2006, the rural population as a percentage of the total population declined from 63 per cent to just below 20 per cent.

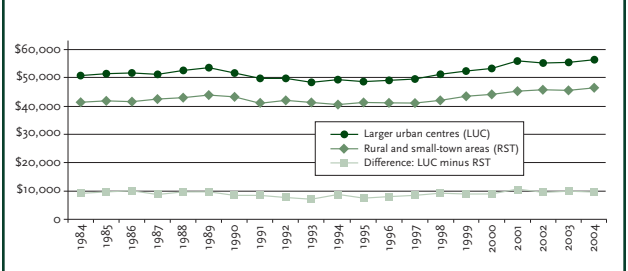
Canadian Urban and Rural Populations, 1851 to 2006



Rural income and health

- Median incomes in rural and small-town areas are about \$10,000 less than those in larger urban centres.
- The incidence of low-income families—that is, families living in or close to poverty—is persistently higher in rural areas of the country.
- Rural residents of Canada are more likely to be in poor socio-economic conditions, to have low educational attainment, to exhibit less healthy behaviours and to have high overall mortality rates than urban residents are.

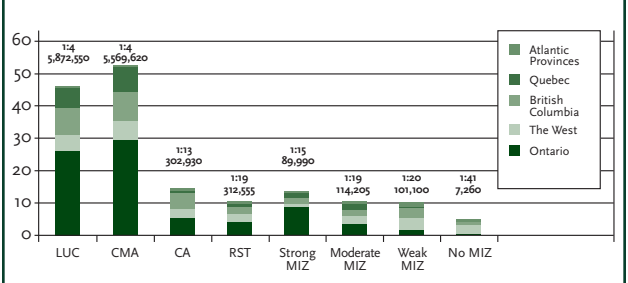
Median Incomes



HEALTH STATUS INDICATORS	URBAN AREAS	RURAL AND SMALL-TOWN AREAS			
		Strong MIZ*	Moderate MIZ*	Weak MIZ*	No MIZ*
Life Expectancy at Birth (years)					
Males	76.77	77.36	75.71	75.02	73.98
Females	81.43	81.49	81.44	81.29	81.44
Total Mortality Rate (age-standardized rate per 100,000)					
Males	908.0	838.9	946.3	940.7	1,010.4
Females	542.4	515.2	563.5	557.7	585.1
All Unintended Injury-Related Deaths (age-standardized rate per 100,000)					
Males	61.9	79.2	97.3	101.2	142.5
Females	25.6	29.0	33.3	34.0	48.5
Suicide Mortality Rates (age-standardized rate per 100,000)					
Males	19.3	21.4	27.3	27.1	38.4
Females	5.7	4.0	5.1	4.9	7.9

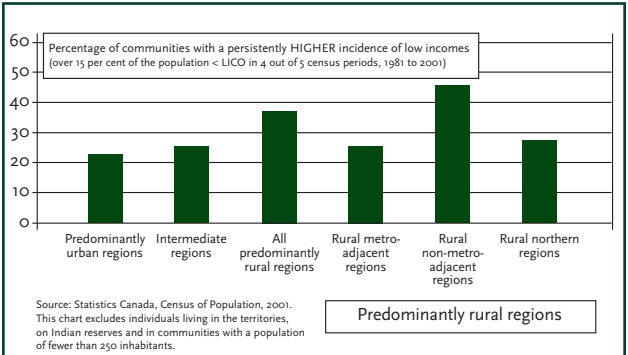
* Metropolitan-Influenced Zone.

Share of Total Population



Rural immigration

- Canada's dependence on immigration is growing, and it is projected that immigration will become virtually the only source of population and labour force growth by 2020. Yet rural Canada is not able to attract and retain immigrants as quickly as urban Canada.



Source: Statistics Canada, Census of Population, 2001. This chart excludes individuals living in the territories, on Indian reserves and in communities with a population of fewer than 250 inhabitants.

