



Attracting and Retaining Talent, The Key to the Future Prosperity of Rural Communities

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Rural communities: Québec's other economic engine

- Myth #1: The share of the population living in rural areas is declining

- Results from the study:

The 1991 and 2006 data indicate that this share has been stable in Québec. The population of rural communities located near a large urban centre grew at double the pace of urban centres in the province.



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- Myth #2: Population may not have declined in rural areas, but the jobs have certainly moved to urban centres
- Results from the study:
Average annual employment growth in rural communities was 1 per cent per year from 1991 to 2006, while it was 0.7 per cent per year in urban centres.



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- Myth #3: Productivity growth is weaker in rural communities
- Results from the study:
- Average productivity growth in rural communities was 2 per cent per year from 1991 to 2006, while it was 1.6 per cent per year in urban centres.



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- Myth #4: Economic activity in rural areas is still deeply rooted in the primary sector
- Results from the study:
Sectors such as agriculture, forestry and mining certainly account for a higher share of activities in rural communities, but this share has diminished since 2001 and a shift to services-producing industries has begun.



Other Results Worth Mentioning:

- Rural communities' share of Quebec GDP rose from 18.2 per cent in 1991 to 19.6 per cent in 2006
- GDP per capita stood at 70 per cent of the provincial average in 1970 and at 75 per cent in 2006
- \$1 of economic activity in Quebec's rural communities leads to a \$1.48 of activity in the province as a whole and \$1.67 in Canada



The Most Important Challenge: Attracting People

- On an annual basis, rural communities attracted an average of 3.3 persons per 100 inhabitants from 1991 to 2006, compared with an average of 3.7 people for urban centres.
- Attracting and retaining people will be one of the biggest challenges for rural communities moving forward. Having a strong economy will not be sufficient.





The Conference Board of Canada