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Small Area Data Test Guide
Date of Report: 1989
Author: Giles Beland - C.e.i.c., Ottawa
Catalogue Number: 11-55-96

11-55-96

SMALL AREA DATA GUIDE TEST

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Prepared By: **Giles** BelandFor: Canadian Rural Transition Program
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INTRODUCTION:

In December of 1988, the Associate Deputy Minister approved a plan to work with Statistics Canada in developing a directory of data sources for small communities. The development of this data guide came about through an initial recommendation which was based on the **observation** that small communities wanting to do economic planning did not have the ability to access data available from several sources.

During the summer of 1990, Employment and Immigration Commission's, Canadian Rural Transition Program authorized three separate tests of the New Small Area Data Guide. In July of 1990, the Rural and Small Towns Research and Studies Programme based at Mount Allison University entered into a contract with **EIC** to undertake a research project, and test the usefulness of this guide for small communities wishing to undertake economic renewal or development.

The project involved; 1. identify a test community, 2. select an analytical tool in which the data from the guide may be applied, 3. using the analytical tool, in this case the Business

Development Opportunity Workbook produced by the Rocky Mountain Institute of Colorado, identify all the sources of data that the tool requires, 4. attempt to meet these data requirements utilizing the Small Area Data Guide. Once the data has been gathered, prepare a profile of the community and a report on the **socio-economic** strengths and weaknesses of the test community.

During the beginning of this project, the data guide had yet to be completed, and at the conclusion of this project, it remains incomplete, specifically regarding sub-provincial data for Nova Scotia. The initial form of the data guide that was received by the Rural and Small Towns Research and Studies Programme was a list of proposed variables which will be included in the completed data guide, as well as a sample page of the guide. This sample contained Statistics Canada information on Alberta. With this list of proposed variables, work began on testing the usefulness of the guide with the information sought by the analytical tool. In the month of **August**, an incomplete draft of sub-provincial and federal data arrived. Further testing was completed regarding the usefulness of the data guide.

IDENTIFY TEST COMMUNITY:

The Town of Parrsboro, N.S., because it is a small rural single industry community dependent on primary resources was selected for the test. Scott Worldwide, the Town's main

employer, will likely close its Parrisboro sawmill and withdraw from the community. Therefore, the Town of Parrisboro was deemed an excellent candidate.

ANALYTICAL TOOL: THE BUSINESS OPPORTUNITIES WORKBOOK

The Business Opportunities Workbook published by the Rocky Mountain Institute of Colorado, USA, is just one component of a series of community workshops in which workbooks are used by community residents as they examine their towns unique problems and assets, explore examples from hundreds of communities, mobilize skills and resources, and develop practical projects to renew the local economy. This workbook was chosen as the analytical tool for this project because it offered a unique perspective into the art of self-help community economic renewal, and since this data guide has been prepared in order to meet the requirements of small areas and communities wishing to undertake such economic renewal, it was seen as an excellent means of trying to match the proposed information requirements of the workbook with the data available from the Small Area Data Guide. This Business Opportunities Workbook is organized around key economic renewal principles - plug leaks, support for existing businesses, encourage new enterprise, and recruit compatible businesses. It helps community leaders and interested citizens

develop projects and programs that will strengthen the local economy by applying these economic renewal principles.

The workbook format is organized around community workshops, and for this particular project, the first workshop entitled **"Understanding Factors that Affect Business Conditions in Your Community,"** was utilized. The workbook poses questions about the community and surrounding areas that upon being answered provide information that can be used as a firm basis for further economic renewal programs. The information sought by the workbook is important for local development and of invaluable use to a community wishing to undertake economic renewal steps, however, the information sought is of both a qualitative and quantitative nature. The quantitative information requirements of the workbook are very specific and of a local nature. While the data guide provides guidance to information of a quantitative nature, the information required by the workbook for the most part, did not reflect information available from the data guide. We consider this to be an important observation. The Rocky Mountain Institute Workbook has been tested in a number of United States communities. While some of the Small Area Data Guide information will be useful in developing a community small business strategy, it would appear, using the workbooks, to have its **limitations**. Given that many small community development efforts are focused on small business retention, expansion and development, questions

should be explored regarding the appropriateness of information as listed by the data guide. In part 1 of this report the Small Area Data Guide will be tested against the Business Opportunities Workbook to highlight the two instruments.

PART 1: INFORMATION REQUIREMENTS OF WORKBOOK:

This section of the report presents the information requirements of the Business Opportunities Workbook (as the analytical tool) , and identifies the information with which the Small Area Data Guide can provide assistance.

The Business Opportunities Workbook identifies five factors that need to be addressed and understood in order to undertake community economic renewal;

1. Access to Capital
2. Business Environment
3. Infrastructure
4. Human Resources
5. Quality of Life.

Under these five factors, several questions are asked under each of these headings. Responses to these questions are intended to provide the community with a thorough understanding of their community's business strengths, weaknesses and opportunities. The workbook serves as a tool to assist community leaders and residents with learning about their community.

Several questions require qualitative information not found in the guide. These have been identified. The remaining questions are considered quantitative, and both the list of proposed variables and the completed variables have been examined to determine the usefulness of the guide with providing guidance and enhanced access to this information.

FACTOR #1- ACCESS TO CAPITAL: This factor includes whether businesses in your community can get money; how easy it is for local companies, or perhaps a company planning to move to your community, to get financing: who lends money, where they are located, and what amount of money is available in what form?

a) % of money spent with-in the community.

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

INCOME- 1) disposable income of community

2) total income

COMMERCE- 1) retail sales

b) Where do community residents bank, as **well**, the % that each institution represents in relation to total community banking and deposits?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

- COMMERCE- 1) bank deposits
- INCOME- 1) total income
 2) employment income
 3) family income
 4) household income

c) % of money leaving community in the form of investments, ie. pension funds, municipal bonds, insurance Premiums"

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

- INCOME- 1) total income
 2) employment income
 3) family income
 4) household income
 5) disposable income

COMMERCE- 1) C. P.I.

2) industry selling price index

d) What are the financial needs of local business?

The data guide does not provide guidance on this issue.

e) What kind of loans are available in community?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

f) What types of loans are available in the community?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

g) What institutions provide capital?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

h) What are the loan term rates?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

i) Is the capital available through provincial or regional programs?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

j) Besides local banks, are there other sources of capital **for** business? What types?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

k) Are private investors interested in investing in, expanding, or creating new business?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

l) Are the capital needs **of** business properly matched with the right type of financing?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

m) Are the venture capitalists interested in providing capital to a certain type of business that the community might **be** trying to attract?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

FACTOR #2 - BUSINESS ENVIRONMENT: This factor focuses on what business people think about business in the community and what attitudes local citizens have toward local business. These include: attitudes of people toward the local business community and the business that might think of moving to the community; beliefs about the failure rate of local businesses; people's perception about how many businesses are starting up or relocating in town.

a) % of business failing in community, and what types?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

COMMERCE- 1) commercial failures

b) Reasons for failing

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

COMMERCE- 1) commercial failures

2) business incorporations

3) business taxes

- 4) retail sales
- INCOME- 1) total income
- 2) disposable income
- 3) income distribution

LABOUR

- RELATIONS 1) **labour** unions
- 2) strike days lost
- 3) contract settlement

LABOUR

- FORCE 1) unemployed
- 2) participation rates
- 3) wage rates
- 4) layoffs
- 5) job vacancies

c) % of businesses that have decided to relocate out of town .

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

- COMMERCE 1) business incorporations
- 2) building permits

CONSTRUCTION

1) building permits

d) Do local business people and entrepreneurs feel as if they are part of a supportive business environment, or do they feel isolated and unable to learn from the experiences of others?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

e) Which community organizations and interests are supportive **of** new business?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

f) Descriptions of communities **labour** relations climate

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

LABOUR RELATIONS

- 1) labour unions
- 2) strike days lost
- 3) contract settlement

LABOUR FORCE

- 1) unemployed
- 2) unemployment rate
- 3) participation rates
- 4) occupations
- 5) industries
- 6) wage rates
- 7) hours
- 8) job vacancies
- 9) layoffs
- 10) **job** training

9) **Are all** major interests involved in a cooperative effort to better the **communities'** business conditions?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

h) Describe the general level of business activity in the community.

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

- COMMERCE-
- 1) retail sales
 - 2) manufacturers
 - 3) commercial failures
 - 4) business incorporations

i) Current attitude of provincial and local governments towards business.

The data guide does not provide a response to this question.

j) Has government attitude towards business changed significantly in last five years?

The data guide does not provide guidance on this issue.

k) what local actions can eliminate barriers to business expansion?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

1) List conditions that hurt the formation of new business in community.

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this **issue**.

m) List the services **and** programs that are currently operating in the community that help existing business stay healthy.

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

n) What kind of programs currently exist or are needed to pursue a supportive business environment?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue

o) How do town regulations (**eg. zoning, building, health**) affect business?

The data guide does not provide guidance on this matter.

p) How do licenses and fees compare to neighboring communities?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue

q) Are there forums where government and business people can share information and concerns?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

r) Are there services provided by government that are beneficial and detrimental to business?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

FACTOR #3 - INFRASTRUCTURE : The following items are part of a communities' infrastructure: public facilities including: streets, utilities, water, and waste disposal; **public services** including fire, police, social services, and education: **health** care.

a) Current condition of communities infrastructure.

The data guide does not provide guidance on this matter.

b) Areas of infrastructure needing most improvement.

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

c) In the last five **years**, how has community invested in community infrastructure?

This is information that could be provided **locally**. The Small Area Data Guide does not provide guidance on this issue.

d) Have any existing businesses or area entrepreneurs expressed concern over the **communities'** physical facilities (which ones)?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

e) **How** does costs and condition of infrastructure **affect** local business?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

FACTOR #4 - **HUMAN RESOURCES**: This factor includes the availability of different types of jobs and the skills, education, and attitudes of the **labour force**. Employment characteristics are at the top of the list of factors considered by companies thinking about moving to a new **location**. High

ranking considerations include: good **labour** relations: a skilled and educated work force; a strong work ethic. Labour climate may be the most important reason a company leaves one area of the country for another. Thus, human relations is a crucial factor in encouraging business expansion and developing sound recruitment strategies in communities.

a) Types of skills current residents have?

The data guide does provide a direct response to this question. Variables listed in the data guide that would contribute to a response include:

POPULATION

- 1) census

SCHOOLING

- 1) highest level of schooling
- 2) major field of study

LABOUR FORCE

- 1) occupations
- 2) unemployment rate
- 3) employed

LABOUR RELATIONS

- 1) **labour** unions

b) Are most residents working in jobs that take full advantage of their skills, what are the opportunities for advancement?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

LABOUR FORCE

- 1) occupations

SCHOOLING

- 1) major field of study

c) What groups of people are locally unemployed?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

LABOUR FORCE

- 1) unemployed
- 2) unemployment rate
- 3) job vacancies
- 4) occupations
- 5) wage rates
- 6) job vacancies

INCOME

- 1) employment income
- 2) income distribution

LABOUR RELATIONS

- 1) **labour** unions

d) Are any of these people currently receiving job training? Schooling? If so, what type of skills are they learning? If not, can one think of any training that might benefit them?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

LABOUR FORCE

- 1) job training

e) How would you describe the match between job skills and opportunities?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

LABOUR FORCE

- 1) occupations
- 2) industries

LABOUR RELATIONS

- 1) labour relations

f) What types of jobs are the hardest to fill? Can existing residents meet any **of** their needs?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

LABOUR FORCE

- 1) unemployed
- 2) unemployment rate
- 3) job vacancies
- 4) job training
- 5) occupations

g) Do local entrepreneurs have the skills necessary to succeed? What would help them to acquire those skills?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

h) Can local schools play a role in encouraging potential entrepreneurs, supporting newly formed **enterprises**, or training workers?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

i) Has the community contacted retired local business people to see what role they might play in developing the local **workforce**?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

j) What **labour** problems do existing businesses face? What **labour** problems might new businesses face?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

LABOUR FORCE

- 1) unemployment
- 2) industries
- 3) wage rates

4) hours

5) job training

LABOUR RELATIONS

1) **labour** unions

2) strike days lost

3) contract settlements

k) What opportunities do you have to improve the **labour** climate in your towns?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

1) What particular characteristics of the existing **labour** force might be attractive to a company looking to move?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

FACTOR #5: QUALITY **OF** LIFE: Included in the definition of quality of life are the following: arts and cultural assets; clean air and water; recreational resources: **natural resources** for both recreation and production: **community heritage; climate; cost** of living; community safety; housing **quality**.

a) What educational opportunities are present in your community? How are these being used to improve business conditions?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

LABOUR FORCE

- 1) job training

b) What natural resources are there in your community?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

NATURAL RESOURCES

- 1) fisheries
- 2) forestry
- 3) mining
- 4) land
- 5) natural gas
- 6) oil

c) List cultural assets in community. Are there facilities, traditions, landmarks, or activities that are particularly noteworthy?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

TOURISM

- 1) facilities
- 2) travelers
- 3) revenues

d) How does cost of living in community compare to the province as a whole?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

HOUSEHOLDS

- 1) compositions
- 2) size
- 3) income

FAMILIES

- 1) number of children

- 2) income
- 3) expenditure

SOCIAL SECURITY

- 1) **UI**
- 2) family allowance
- 3) old age security
- 4) social welfare

INCOME

- 1) total income
- 2) employment income
- 3) family income
- 4) household income
- 5) low income cut-offs
- 6) income distribution
- 7) disposable income

e) Are there recreational opportunities that are unique to the area?

The data guide does not provide a direct response to this question. However upon examination of the proposed variables listed for the data guide the following variables have been identified, and would contribute to a partial response.

TOURISM

- 1) facilities

2) travelers

3) revenues

f) What assets do new residents appreciate most?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

g) Why do people move to your town?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

h) What community assets keep business in your **town?**

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

i) What community assets can attract tourists?

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

j) Are there any special amenities or assets that if expanded, could encourage new business in your community?

This is information that could be provided locally.

The Small Area Data Guide does not provide guidance on this issue.

k) Are there any amenities that residents desire? Can you find **a** local entrepreneur who might wish to supply these **services?**

This is information that could be provided locally.

The Small Area Data Guide does not provide guidance on this issue.

l) What type of reputation does your community have in the region? Is it known for having special cultural amenities or recreational facilities?

This is information that could be provided locally.

The Small Area Data Guide does not provide guidance on this issue.

FACTOR #6: NEED TO **KNOW**: The following are other factors or information you need to know to better understand business conditions in your community. Information might include:

a) Statistics regarding employment

The following variables listed by the data guide would contribute to a response.

LABOUR FORCE

- 1) employed
- 2) unemployed
- 3) unemployment rate
- 4) participation rate
- 5) occupation rates
- 6) industries
- 7) wage rates
- 8) hours
- 9) vacancies
- 10) layoffs**
- 11) job training**

b) **An** analysis **of** how **and** why past efforts have succeeded or failed

This is information that could be provided locally. The Small Area Data Guide does not provide guidance on this issue.

PART 2: OBSERVATIONS **ABOUT** WORKBOOK AND DATA GUIDE.

Given the number of qualitative inventory and assessment questions that for the most part require information not available from the data guide, the Business Opportunities Workbook posed some limitations in testing the usefulness of the Small Area Data Guide. Both the workbook and the data guide are valuable to a community and are to some extent complimentary. However the shortfall of the data guide using the workbook illustrates the point that pure statistics is not sufficient for developing a community business development strategy. Clearly, values, attitudes and perceptions need to be fully understood in terms of their impact on development matters. One solution to this dilemma might be to offer the community an example of how and where they may obtain the information which is not provided for in the data guide. It therefore may be useful to include as part of the data guide, examples of residential and business questionnaire instruments, that a community can use in order to collect the local, specific information of both a qualitative and quantitative nature.

ADDITIONAL COMMUNITY PROFILE

Because the workbook posed limitations and because the contract required a community profile to be prepared, the **Rural** and Small Towns Research and Studies Programme prepared an

additional profile of **Parrsboro**, Nova Scotia. From this profile, various socioeconomic strengths and weaknesses are outlined. As a result, the Small Area Data Guide has been tested twice; first against a comprehensive business opportunities analytical tool which required a large amount of both quantitative and qualitative information, and against a more traditional format for preparing a community profile which relies on quantitative information.

TOWN OF **PARRSBORO** COMMUNITY PROFILE

INTRODUCTION:

The following report provides a profile of the Town of **Parrsboro**, Nova Scotia, using Statistic Canada's 1981 and 1986 Census data. The combination of both 1981 and 1986 Census data was necessary in order to provide all the appropriate **sub-**provincial data needed for this socioeconomic profile.

This report will define and discuss the social and economic characteristics of the Town of **Parrsboro**. Where useful, comparisons will be made with the Province of Nova Scotia.

The following subject areas are examined:

Population

Age Distribution

Mobility Status

Home Language, mother tongue

- Ethnic Origin
- Religion
- Place of Birth
- Period of Migration
- Population 15 Years of Age and Over
- School Attendance, Level of Schooling
- Occupied Private Dwellings
- Labour Force Activity
- Occupation
- Industry
- Class of Worker
- 1986 Income

POPULATION:

Between 1981 and 1986, the population of the Town of Parrsboro declined by 3.9%, from a total of 1,799 to 1,729. The land area according to the 1986 Census is 13.7 square **kilometres**, with a population density of 126.2 persons per **kilometres** squared.

AGE DISTRIBUTION:

Twenty-eight percent of the population of Parrsboro were between 0 and 19 years of age. Nova Scotia recorded 30% of its population in this category.

Nova Scotia had a lower percentage of its population over the age of 45 compared to **Parrsboro** (Nova Scotia - 30%, **Parrsborro** - 43%).

Approximately 31% of the population were between 20 and 44 years of age; while Nova Scotia recorded 40 percent of its population in the same age group.

Table 1
Age Distribution

Age	Parrsboro	Nova Scotia
0-19	28%	30%
20-44	31%	40%
45 +	43%	30%

The highest percentage of the Town of **Parrsboro's** population was in the 25-34 age group (13%) ; **while** Nova **Scotia** recorded 17% of its population between 25-34 years of age.

Overall the Town of **Parrsboro** recorded a lower percentage of its population in the 0-24 age group (26%) in comparison to Nova Scotia (30%). As well Nova Scotia had a higher percentage in the 25-44 age **group(30%)** than Parrsboro at 21%. **Parrsboro** also had a high percentage of its population within the senior citizen age group as compared to Nova Scotia. For example Parrsboro had 9% of total males and 13% of total females in 75+ age category while Nova Scotia had 4% of males and **6%** of females in this age

category. Clearly there is an older population living in Parrsboro compared to the Province overall.

MOBILITY STATUS:

An individual's mobility status is based on the relationship between a **person's** usual place of residence and his/her usual place of residence five years earlier. On the basis of this relationship the population can be classified as non-movers or movers.

During the period between 1981 and 1986, 230 new **people** migrated into the Town of Parrsborro. Of these 230, 20 came from within the same census division, 115 came from Nova Scotia, 85 came from another Province, and 5 came from outside of Canada. The number of out migrants in this period was 260. The **figure** illustrates that fewer people are moving into Parrsboro than are leaving, thereby contributing to an erosion of the population base.

HOME LANGUAGE, MOTHER TONGUE AND OFFICIAL LANGUAGE:

Home language is defined as the specific language spoken at home by a respondent. Mother tongue refers to the first language learned in childhood and still understood by the individual: Official language refers to the ability to conduct a conversation in either of the official languages of Canada.

English was the mother tongue of 1,710 people in the Town of Parrsboro. Home language was only available in the 1981 Census, and it stated that 100% of respondents whose mother tongue was English had English as their home language. There were 10 people who reported that French was their Mother **Tongue**, but English was their home language. The low number of people who reported French as a mother tongue is not surprising given that the area in which Parrsboro is located is predominantly English speaking.

There were 5 (less than 0.1%) people in the Town of Parrsborro who could speak both official languages. Nova Scotia overall recorded 0.1% of the population that could speak both official languages.

ETHNIC ORIGIN:

Ethnic origin refers to the ethnic or cultural group to which the respondent or the respondent's ancestors belonged to on first coming to this continent. Again, since the 1986 Census was a short Census, information regarding ethnic origin was not asked.

In 1981, approximately 85% of the population of the Town of Parrsboro were of English origins, 4% were of French origin, 3% were of other origins, while 4% were of multiple origins. The corresponding figures for the Province were: 72% English origin, and 8% French, 10% other, and 3% multiple.

RELIGION:

According to the 1981 Census there were 1,365 protestants (76%) and 290 Catholics (16%) living in the Town of Parrsboro. In Nova Scotia 57% of the population were Protestant and 37% were Catholic. Approximately 4% of the population of Nova Scotia indicated that they had no religious preference while the Town of Parrsboro reported 5% with no religious preference.

PLACE OF BIRTH:

According to the 1981 Census 93% were born in Canada, while 80% were born in Nova Scotia. In Nova Scotia 94% of its residents were born in Canada and 81% were born in Nova Scotia.

PERIOD OF ILLMIGRATION:

As of 1986 a total of 40 people immigrated to Parrsboro from outside of Canada. Of that total, 35 people immigrated before 1977. Of those who indicated their age at the time of immigration to Parrsboro, 20 were between 0-4 years old and another 20 were 20 years and over.

POPULATION - 15 YEARS OF AGE AND OVER

LEVEL OF SCHOOLING:

Twenty-one percent of the residents in Parrsboro had less than a Grade 9 education in 1986. This was 4% higher than the province as a whole.

A secondary certificate (Grade 9-13) was held by 10%, compared to 13 percent for the Province. Approximately 5% of the population in the Town of Parrsboro had a trade certificate or diploma which was 2% higher than the Province. Non-university certificates and university degrees were held by 12% and 2% respectively in the Town of **Parrsboro**, compared to **14%** and 9% respectively for Nova Scotia overall. Compared to the province, the Town of **Parrsboro** reported a generally lower level of education attainment.

OCCUPIED PRIVATE DWELLINGS:

There were 670 occupied dwellings in the Town of Parrsborro in 1986. This compares with 635 occupied dwellings in 1981. The average dwelling value in 1981 was \$30,125. In Nova Scotia the average value of a dwelling in 1981 was \$42,995. The average number of persons living in a private household was 2.5 in 1986, compared to 2.9 persons per household for the Province.

LABOUR FORCE ACTIVITY:

There were 630 males and 770 females, 15 years of age and over living in the Town of Parrsboro in 1981. The **labour** force consisted of 400 males and 260 females.

Table 1 presents the **labour** force activity for Nova Scotia and the Town of Parrsboro for 1981.

TABLE 1

**LABOUR FORCE ACTIVITY, NOVA SCOTIA
AND THE TOWN OF PARRSBORO - 1981 CENSUS**

LABOUR FORCE ACTIVITY	NOVA SCOTIA	PARRS BORO
MALES		
Population 15 years and over	314,525	630
In the labour force	230,370	400
Employed	210,215	330
Unemployed	20,150	70
Participation Rate	73.2	63.5
Unemployment Rate	8.7	17.5
FEMALES		
Population 15 years and over	326,965	770
In the labour force	148,130	260
Employed	130,545	240
Unemployed	17,585	20
Participation Rate	45.3	33.8
Unemployment Rate	11.9	7.7

Note: The participation rate is defined as the **labour** force as a percentage of the population 15 years and over, the unemployment rate is defined as the number unemployed expressed as a percentage of the total **labour** force.

Source: Statistics Canada 1981 Census, Selected Social and Economic Characteristics of Nova Scotia, Table 1.

In the Town of Parrsboro there were 70 males and 20 females unemployed in 1981.

The unemployment rate for males in the Town was 17.5%, considerably higher than the 8.7% recorded for the province.

The unemployment rate for females in the Town of Parrsboro was 7.7%, while the female rate for Nova Scotia was 11.9%.

In 1981 the participation rates for males and females in the Town of Parrsboro were 63.5% and 33.8% respectively. The province overall recorded male and female participation rates of 73.2% and 45.3% respectively. Thus the male and female participation rates for the Town were considerably lower than the rates recorded for the province.

OCCUPATION:

The service occupations accounted for 19 percent of the **labour** force of **Parrsboro**, while the province recorded a lower percentage (14) of its **labour** force in service occupations. Occupations in managerial/administration; primary; processing; machining/product **fabrication/assembling** and related; and construction trades; accounted for the largest percentage of the **labour** force in Parrsboro compared to the province.

The leading male occupations in Parrsboro were construction (19%), and service (16%); **similarly** the **service (12%)**, and

construction (12%) were the two leading occupations overall for the province.

The leading female occupations in Parrsboro were: clerical and related (27%), as well as **service** (25%). This corresponds with figures for the Province as a whole.

INDUSTRY:

In 1981, the leading businesses in Parrsboro in **terms** of employment were: community businesses and personal **services** (23%), manufacturing (20%), and trade (15%).

According to the 1981 Census data, the leading businesses for the province in relation to employment were: community businesses and personal services (29%), trade (17%), and manufacturing (15%).

Thus the Town of Parrsboro reported a higher percentage of its **labour** force involved in manufacturing than the province as a whole. This reflects the importance of the Scott Worldwide sawmill to the economy of Parrsboro.

CLASS OF WORKER:

Approximately 91 percent of males and 90 percent of females of the **labour** force living in Parrsboro in 1981 were paid workers. The province recorded 92 percent of males and 97 percent of females of its labour force as paid workers. Thus

Parrsboro recorded a lower percentage of male and female paid workers compared to the province.

The Town recorded 8 percent of its 1981 **labour** force as self-employed compared to 6 percent for the province.

1980 INCOME:

TOTAL INCOME:

Total income includes income received from the following sources:

- Wages and Salaries
- Net Income from non-farm self-employment
- Net income from farm self-employment
- Old age pensions
- Family allowances
- Unemployment insurance benefits
- Other government payments
- Investment Income, and
- Retirement pensions and other money income.

In 1980, there were 570 males and 640 females who reported income. A higher percentage of the Town of **Parrsboro's** population recorded incomes between \$2000-\$3999 (15%), \$4000-\$5999 (25%) and \$6000-\$9999 (18%) compared to the province at 13%, 16% and 17% respectively. The province reported higher

percentages in all other income groups compared to Parrsboro. In summary, the Town of Parrsboro reported a larger percentage of its population (70%) earning under \$9999 compared to Nova Scotia (59%), while the percentage of the population of the province (41%) earning higher than \$9999 exceeded the Town of Parrsboro (30%) .

When considering incomes by sex, the percentage of males in Parrsboro (7%) earning under **\$2,000** was below the 8% for the province. In Parrsboro, the largest percentage of males (20%) earned between \$10,000-\$14,999, similarly the largest percentage of the male population in the province (18%) earned between \$10,000-\$14,999. Approximately 55 percent of the male population of **Parrsboro** reported income between \$4,000-\$15,000 compared to 45 percent for the province. Nova Scotia recorded a higher percentage of **males** (39%) earning **\$15,000 or more compared to** Parrsboro (14%).

In Parrsboro 12 percent of the female population earned under \$1,000 in 1980, this is slightly higher than the 10 percent recorded for the province. A large percentage of the female population of Parrsboro (30%) earned between \$4,000-\$5,999 in 1980; comparatively, 21 percent of the females in the province earned between \$4,000-\$5,999. In 1980, only 4 percent of the females in **Parrsboro** earned over \$15,000 while Nova Scotia recorded 10 percent of the females earning in excess of \$15,000.

In summary, figures for males and females indicate a larger percentage of the males in the province earning less than \$2,000 compared to the percentage of males within this income category in Parrsboro. A higher percentage of the males and females in the province earned over \$15,000 compared to Parrsboro.

For **Parrsboro**, a higher percentage of males earning \$15,000 or more was reported compared to females; while females reported a larger percentage earning under \$2,000 compared to males.

The average total income for males in Parrsboro in 1980 was \$10,738, below the province average total income of \$13,918. For females the average total income in **Parrsboro** was \$5,723, also below the province average of \$6,998. Average incomes for males were 77.1% of Provincial averages for males and 81.7% of the Provincial average for females.

EMPLOYMENT INCOME:

In 1980, there were 390 males and 300 females in Parrsboro who reported income from employment. The average employment income for males was \$10,735 while females recorded an average employment income of \$5,828. For the province overall, the average employment income for males was \$14,088 and \$7,323 for females. Average male employment income in Nova Scotia exceeded average employment income for males within the Town by 31.2%. A similar trend existed for females.

Approximately 70% of the people in **Parrsboro** had employment income under \$12,000 which is higher than the 59% recorded for the province in 1980. Nova Scotia had a higher percentage (40%) of the people with employment income of \$12,000 or more compared to **Parrsboro** (31%).

Employment income by sex showed 13 percent of the males and 28 percent of the females in **Parrsboro** had employment income of less than \$2,000. Nova Scotia recorded 16 percent of the males and 23 percent of the females earning less than \$2,000. Thus a higher percentage of the males and females in **Parrsboro** earned less than \$2,000 in 1980 compared to **the** province.

The percentage of males in **Parrsboro** (29%) with employment income of \$15,000 or more was **14** percentage points below the rate recorded for the province (43%) ; while the percentage of females in **Parrsboro** with employment income of \$15,000 or more (8%) was only 4 percentage points below the 12 percent recorded for the province.

INCIDENCE OF LOW INCOME:

In 1980, there were 495 economic families or groups of two or more persons living in the same dwelling and related to each other by blood, marriage or adoption living in **Parrsboro**. Economic families also include persons living common-law.

Approximately 19.4 percent of all economic families in Parrsboro were considered to be low income families in 1980. The incidence of low income for economic families in the province (14.2%) was lower than in Parrsboro.

The incidence of low income among unattached individuals for Parrsboro was 55.5 percent: 12.6 percentage points above the 42.9 percent recorded for the province.

PART 5: SMALL AREA DATA GUIDE VARIABLES USED IN CREATING 2ND PROFILE

In preparing this socioeconomic profile of Parrsboro, the Small Area Data Guide provided much of the necessary guidance to the information sought. These various information sources have been identified. Under the Province heading of Nova Scotia, and Sub-Provincial Level of Municipalities the following variables were taken from the guide, the source being Statistics Canada, in the format of publications and for census Years.

- Variables - Education
- Families Income
 - Families: Living Arrangement
 - Families: Low Income Status
 - Families: Number
 - Families: Size
 - Families: Type
 - Households: Number
 - Housing: Occupied

- Private Dwellings
- Housing: Value
- Income: Employment
- Income: Low Income Status
- Income: Total
- Labour Force: Activity
- Labour Force: Class of Worker
- Labour Force: Employment Income
- Labour Force: Industry
- Labour Force: Occupation
- Language: Mother Tongue
- Language: Official Language
- Population: Age
- Population: Ethnic Origin
- Population: Home Language
- Population: Immigrant
- Population: Mobility
- Population: Mother Tongue
- Population: Place of Birth
- Population: Sex.

SOCIO-ECONOMIC PROFILE CONCLUSION

Based on an assessment of the socio-economic profile the following strengths and weaknesses can be identified:

Strengths

some evidence of population in-migration - further work needs to be undertaken to examine the characteristics of the in-migrants and economic opportunities

Weaknesses

declining population base
 older labor force
 out-migration exceeds in-migration

<p>uniform cultural and language base which suggests the possibility of shared value systems as a basis for community vision</p> <p>increased number of dwellings despite a declining population</p> <p>low female unemployment rate</p> <p>higher percentage of labor force self-employed than Province suggesting, depending upon business type, the possibility of local small business expansion</p>	<p>generally lower levels of education suggesting that retraining investment requirements may be high</p> <p>high unemployment rate and low labor force participation rate</p> <p>high percentage of the labor force employed in manufacturing (forest products manufacturing)</p> <p>lower incomes than the Province</p> <p>a high incidence of low incomes suggesting possible serious poverty problems</p> <p>a particularly acute low income problem appears to exist among unattached individuals within the Town.</p>
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Care should be exercised when using this socio-economic profile. The primary purpose of this assignment was to assess the effectiveness and usefulness of the small area data guide. As a result the profile draws exclusively on available Statistics Canada data for 1981 and 1986. While the identified strengths and weaknesses are supported by the profile other information is required (much of it outlined by the Business Opportunities Workbook discussed earlier) for a comprehensive assessment of **Parrsboro's** strengths and weaknesses.

DATA GUIDE USEFULNESS

Our review and use of the small area data guide has resulted in the following conclusions:

1. We believe that the small area data will be helpful to small communities since it will provide the only available comprehensive listing of data sources that need to be accessed for local/community development assessment.
2. While the data guide will assist to identify available data, sources, etc., we believe that the data guide will not significantly improve data access. For the municipal clerk or economic development officer in Parrsboro there is **still** the issue of access. Two options might be pursued. One option would be to access the nearest library with a completed collection of Statistics Canada as well as other data documents. In the case of Parrsboro this is likely to be Mount Allison University. A second option is to order the data directly from Statistics Canada. Option one is likely to be time consuming and frustrating for an individual unfamiliar with data documentation and the second option is likely to be expensive. It is recommended that Statistics Canada designate one person in each of their offices to respond to requests for assistance with use of the guide and with data access.
3. Care should be exercised to ensure that users are not led to believe that information sources as outlined by the data guide

will provide all data requirements needed for a complete assessment of community strengths, weaknesses and opportunities.

4. The data guide could be accompanied by a guide for analyzing data, as well as examples of business and resident survey instruments along with survey research design guides. While many professionals using the data guide will find it to be a convenient document those staff in small communities unfamiliar with community profile preparation will likely continue to meet obstacles to profile preparation due to inexperience.